Kingdom of the Netherlands - 2009

The seventeenth-century canal ring area of Amsterdam within the Singelgracht

MANAGEMENT PLAN







City of Amsterdam

‘17th-century canal ring area of Amsterdam within the Singelgracht’ (part 1)



Management plan for World Heritage nomination

17th-century canal ring area of Amsterdam within the Singelgracht

Management plan for World Heritage nomination

City of Amsterdam

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Colophon

This management plan has been commissioned by the City of Amsterdam, Bureau of Monuments & Archaeology.

Text and research
Martine van Lier

With contributions by
Esther Agricola
Rob de Jong
Ellen van Kessel
Marleen Slooff

Edited by
Martine van Lier
Rob de Jong

Cover photo
http://www.amsterdamimage.com

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Foreword

After an intensive period of careful preparation, the City of Amsterdam (*Gemeente Amsterdam*) is pleased to present the management plan for '17th-century canal ring area of Amsterdam within the Singelgracht'. The plan is the final element of the nomination dossier for the inscription of this part of Amsterdam on the UNESCO World Heritage List. The plan contains guidelines as referred to in the Operational Guidelines for the Implementation of the World Heritage Convention on the conservation of a World Heritage site. We would note that this is the first management plan drawn up for a World Heritage site in the Netherlands, thus meeting the requirements of the World Heritage Committee, which has now made such a plan compulsory.

The ring of canals, or canal belt *(grachtengordel)*, was constructed around the medieval centre in an expansion of the city more than 400 years ago. Its grandeur and particularly historic structure as an example of urban development has been admired internationally for centuries. This extensive heritage site has been well preserved, and its attractiveness and accessibility remain undiminished.

Amsterdam, as the capital of The Netherlands, is a dynamic metropolis, the scientific, cultural and touristic heart of the *Randstad* conurbation and the country's financial centre. The national airport and an important dockland area are located close to the city. Amsterdam has a population of 743,104, and is a place of work for 423,241 people. Its centre is home to 80,819 people and comprises 27,000 buildings – of which 7,824 are protected as built heritage – 14,236 businesses and shops in which 85,270 people work, universities and colleges, dozens of museums and many concert venues, theatres, cinemas and festivals. Amsterdam has 348 hotels with 37,763 hotel beds, and 1250 restaurants. Each year 4.9 million overnight visitors and 15.7 million day-trippers generate a total turnover of 5 billion euros. The atmosphere of the canal belt with its culturally and historically valuable buildings makes it one of the most important reasons to visit Amsterdam.

The permanent protection and conservation of Amsterdam's ring of canals is the joint responsibility of the district and municipal councils, respectively the Central Amsterdam District (*Stadsdeel Amsterdam Centrum)* and the City of Amsterdam (*Gemeente Amsterdam*). In fulfilling this responsibility, these two local government bodies seek to maintain a balance between conserving heritage and welcoming the future. The careful integration of heritage with contemporary social, cultural and societal developments adds qualitative value to the ring of canals' exceptional cultural and historic significance for the future of our lively, creative and ambitious capital city.

This management plan describes how the responsible authorities carefully manage the societal, socio-cultural and spatial developments in and around the ring of canals by monitoring and tackling opportunities and threats, and how these processes are organised and directed. Here Amsterdam finds itself in good company, as it is surrounded by other World Heritage sites: the Defence Line of Amsterdam, and the Beemster Polder, reclaimed in the 17th century using capital from Amsterdam.

The policy set out in this management plan has come about through cooperation between the parties that bear governmental responsibility, and in consultation with those concerned with the ring of canals, such as residents, businesses and institutions, heritage organisations and interest groups. There is great public support for the conservation and enhancement of the canal belt's tangible and intangible heritage, and this inspires the administrative parties in their responsibility for careful day-to-day management of the area as World Heritage, and its lasting protection and development in the future.

Organisation of the management plan

Summary of contents

In nine chapters, the management plan (part 1) describes the specific characteristics of '17th-century canal ring area of Amsterdam within the Singelgracht' and the way in which the directly responsible parties will preserve it for the future, in accordance with the Statement of Outstanding Universal Value set down by the World Heritage Committee.

The management plan (part 1), which containes the main text, comes with two appendixes. The first appendix (part 2) contains signed covenants and declarations, and action plans. The second appendix (part 3, Key Issues) comes with Chapter 5, paragraph 5.3. It contains extended information and illustrations.

- Chapter 1 specifies the boundary of the area to be nominated as World Heritage and the buildings within it that have a special status as monuments or historic buildings.
- Chapter 2 contains an undertaking by the responsible parties to preserve the monumental value of the property and the buffer zone in accordance with international treaties, resolutions and charters and local regulations and legislation.
- Chapter 3 presents the management plan's objectives and the responsible parties' vision and ambitions concerning the preservation of the property. The chapter also summarises the principles of Outstanding Universal Value (the substantive basis for the nomination and hence the crux of the nomination dossier) and the responsible parties' vision on the conservation of this unique, outstanding universal value, and of the property's integrity and authenticity. It also contains the Operational Plan and Action Plan on the basis of which the management plan is to be implemented.
- Chapter 4 explains which parties (the property manager, the jointly responsible governmental authorities, and the stakeholders) are concerned with the property, and their role, competences and responsibilities in conserving the property's exceptional value. Overall administrative responsibility for the property is shared among three government bodies at local level plus the ministerial department concerned; day-to-day management of the property is primarily the responsibility of the property manager: the district council. Stakeholders have an interest as user, advisor, historical society, business or resident.
- Chapter 5 describes how the responsible parties ensure the protection, conservation and management of the value of the property and buffer zone, by means of regulation and policy. This chapter also explains factors that present a potential risk to the property, and specifies agreements made by the responsible parties on risk management or limitation. (for Chapter 5, paragraph 5.3: see also part 3 "Key Issues")

- Chapter 6 indicates how communication with the public on the World Heritage site takes place, by means of information, education and publicity.
- Chapter 7 contains an outline of the costs and financial resources for the intended World Heritage site. To this end a survey has been carried out of all financial resources currently allocated to the conservation of the property and designated buffer zone.
- Chapter 8 explains how the property's unique value is monitored and how and when reports are to be submitted to UNESCO.
- Chapter 9 concludes with an outline of the procedure for approval and periodic revision of the management plan.

Introduction

Amsterdam and the ring of canals

"Throughout the ages, innumerable visitors to Amsterdam – monarchs, diplomats, architects, researchers and ordinary travellers – have expressed their admiration for this unique urban phenomenon. In particular it is the ring of canals that arouses their enthusiasm and still appeals as the pièce de résistance of this unique city of water. The same particular characteristics are always mentioned: the open layout, the large scale, the clear and consistent urban planning, the fine, opulent buildings and the remarkable integration of waterways, streets, houses and urban greenery, the like of which is not to be found in any other city. To these people, the ring of canals is a monument of urban planning and architecture of world significance."[1]

"We look at these three canals in amazement. It is as if we find ourselves in an earthly paradise, a vast pleasure garden, veined with long streams and with long rows of immaculate and splendidly decorated houses, some like festive palaces. Moreover, beneath the green trees and along the watercourses, they are furnished with long, even footpaths and roadways stretching further than the eye can see."

Philipp von Zessen, German urban topographer, 1664[2]

"The 'grachtengordel' is a uniquely important and magnificent historical and cultural document (...) As a result of the canal belt Amsterdam, by all travellers' accounts, came to surpass nearly all other European cities in grandeur. Today there is no other comparably impressive urban historical phenomenon dating from the 17th century that exists on a comparable scale, is so well preserved, so attractive and so easily accessible."

Jonathan Israel, Princeton University, 2008[3]

1 Amsterdam and the ring of canals *(Amsterdam en de grachtengordel).* Bakker, B., Jan Wagenaar Foundation, commissioned by the Bureau of Monuments & Archaeology, p1

2 ibid

3 ibid

Amsterdam as 'open' city: a free port in the past

It was not only the canal belt as urban planning and the architecture along its canals that attracted visitors, but also the city's open cultural climate. The ring of canals is still an eloquent witness to the two features that made Amsterdam an exception among European capitals: its openness to other cultures and religions and the unusually wide-ranging care for the socially underprivileged. These two characteristics produced a wide cultural diversity as well as social stability in the city at the time, and this proved to be a rich medium for the city's unparalleled economic prosperity in the 17th century.

"Amsterdam is a beautiful city. (…) There is a great influx of people from every country, of which the multitude and diversity create an impression of ancient Babylon. (…) Amsterdam is the most agreeable place in Europe and there is neither a Persian nor an Armenian who does not feel as at home here as he does in his mother country."

Hortense des Jardins, French writer, 1688[4]

"From the way Amsterdam cyclists ride, it is possible – with the necessary degree of caution – to infer some of their typical characteristics: intelligence, mild anarchy, and at the same time respect and an eye for other people. (…) The atmosphere of Amsterdam, free and characterised by humanism, seems to me to be a good deal more conducive to artistic inspiration (…).

Lilian Faschinger, Austrian writer, 2008[5]

"It fascinated me from the start that nobody minded my being here. Quite the opposite, it was as if people were glad I was here. (…) The Netherlands really is a country that gives you wings. You can fill your lungs, break free of the bonds that constrain you, one after another. Mr Amsterdam is anything but oppressive."

Petra Hulová, Polish writer, 2008[6]

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4 ibid

5 from: www.writersinresidence.nl, an initiative of the Foundation for the Production and Translation of Dutch Literature (*Fonds voor de Letteren en het Nederlands Literair Productie- en Vertalingenfonds*), with the support of the University of Amsterdam and the Johan Polak Foundation.

6 ibid

World Heritage Convention

On 16 November 1972, the member states of the United Nations Educational, Scientific and Cultural Organisation (UNESCO), established the Convention Concerning the Protection of the World Cultural and Natural Heritage at the General Conference in Paris. In 1992, the Kingdom of the Netherlands ratified this convention. The country thus assumed joint responsibility for the preservation of World Heritage around the globe, and in particular for World Heritage on Dutch territory.

As a State Party to the World Heritage Convention, The Netherlands has the responsibility "to ensure the identification, nomination, protection, conservation, presentation, and transmission to future generations" of the cultural and natural heritage found within its territory, (Article 15 of the Operational Guidelines for the Implementation of the World Heritage Convention; hereafter referred to as the Operational Guidelines). The inscription of cultural and natural heritage on the World Heritage List by the World Heritage Committee represents a recognition of its outstanding value and significance to a worldwide public. World Heritage is heritage that is indisputably unique and irreplaceable, of a significance that transcends national concerns.
The State Party provides for the protection and management of the 'Outstanding and Universal Value' of the World Heritage within its borders. The state is thus directly responsible for conserving and passing on its authenticity and integrity.

World Heritage in The Netherlands

Six cultural monuments of outstanding international value in The Netherlands have been inscribed on UNESCO's World Heritage List: the former island of Schokland, the Defence Line of Amsterdam, the mill network at Kinderdijk, the D.F. Wouda Steam Pumping Station, the Beemster Polder and the Rietveld Schröder House; the seventh Dutch cultural heritage site inscribed on the World Heritage List lies beyond Europe: the historic city centre of Willemstad on the island of Curaçao in the Netherlands Antilles.

For its nominations to the World Heritage List, The Netherlands has selected the following three themes:

- The Netherlands – a country of water
- The Republic of the Seven United Provinces of the Netherlands
- The contribution of Dutch New Building (*Nieuwe Bouwen*) to the International Movement in architecture at the beginning of the twentieth century.

Protecting Amsterdam's 17th-century ring of canals

The State of the Netherlands would like to nominate '17th-century canal ring area of Amsterdam within the Singelgracht' for the UNESCO's World Heritage List.
The Dutch government, the City of Amsterdam and the Central Amsterdam District intend this as a contribution to strengthening the world community's awareness, understanding and appreciation of this valuable cultural and architectural heritage site.
'17th-century canal ring area of Amsterdam within the Singelgracht' falls both within the theme of 'The Netherlands – a country of water' and the theme of 'the Republic of the Seven United Provinces of the Netherlands'.

The City of Amsterdam and the property manager, the Central Amsterdam District, will preserve the '17th-century ring of canals within the Singelgracht' for present and future generations of residents of and visitors to Amsterdam. Together with UNESCO's World Heritage Committee, they regard the canal belt as irreplaceable heritage to be treated with great care.
The district and municipal councils recognise the importance of the long-term management of the site, within the dynamics of the constantly changing capital city of Amsterdam. The City of Amsterdam aims to maintain the balance between past and future by:

- protecting the outstanding universal value and integrating it into the city's present-day dynamic development;

- ensuring the preservation of the authenticity and integrity of the outstanding universal value, by legal and financial means, and by means of policy;

- strengthening the communication and cooperation among the various parties and organisations concerned at local, national and international level, to promote the common support for, and shared vision of, the preservation of the canal belt as World Heritage, thus at the same time contributing to the increased public awareness that is a necessary condition for this heritage site;

- promoting the policy that must be implemented in order to preserve this heritage site, and the measures that should be taken in order to seize opportunities, and to counter threats such as uncontrolled development and inappropriate construction;

- promoting the fact that the canal belt's outstanding value and worldwide, enduring significance contribute to the conservation of the particular quality and appealing character of Amsterdam within the Singelgracht;

- monitoring development and change in and around the ring of canals and periodically evaluating and updating the management plan.

The management plan

Each nominated property should have an appropriate management plan or other documented management system which should specify how the outstanding universal value of a property should be preserved by the parties involved (Operational Guidelines, Art.108). The management plan describes how the urban landscape of the ring of canals and Amsterdam within the Singelgracht in its historical stratification should be managed and preserved (Operational Guidelines, Art. 114).

To this end, the management plan comprises:

- A vision of the heritage site shared by the responsible authorities concerned, namely the City of Amsterdam and the Central Amsterdam District;
- The operation of a cycle of planning, implementation, monitoring, evaluation and feedback;
- A definition of the involvement of the property manager (the Central Amsterdam District), stakeholders and jointly responsible authorities;
- The allocation of the necessary administrative, legal and financial resources;
- An accountable, transparent description of how the management system functions. (Operational Guidelines, Art. 111).

The run-up to the nomination

In 1995, the Dutch government informed the World Heritage Committee that it intended to nominate the historic centre of Amsterdam for the World Heritage List. In recent years, the World Heritage Committee has become increasingly cautious in inscribing additional European historic city centres on the list. The nomination has therefore been prepared with the utmost care.
In 2006, the City of Amsterdam and central government announced they were to nominate the canal belt because of its unique historical significance. On 9 September 2008, Amsterdam's municipal executive (its College of Mayor and Aldermen) and the Central Amsterdam District's Executive Committee approved the management plan. After the plan's acceptance by the Ministry of Education, Culture and Science, and after the cabinet has also approved its submission, the nomination will be submitted to the World Heritage Committee for evaluation.

- 1995 – Provisional List of Dutch cultural heritage nominations submitted

  In 1995 the Provisional List of properties to be nominated, including the historic centre of Amsterdam, was submitted to the World Heritage Centre by the then state secretary for culture, Aad Nuis. The City of Amsterdam then announced its approval of a nomination in principle.

- 1999 – Amsterdam within the Singelgracht designated as conservation area under the 1988 Monuments and Historic Buildings Act

- 2003-2007 – The Netherlands is a member of the World Heritage Committee

  Prior to its election to the World Heritage Committee, the Netherlands indicated that it would not submit any Dutch nominations during its term of office.

- 2006 – Focus shifted from historic centre to ring of canals

  On the basis of the Global Strategy for World Heritage to be followed in future by UNESCO, in consultation with the City of Amsterdam and central government it was decided to shift the emphasis of the nomination to the ring of canals as being the most outstanding and universal area of Amsterdam within the Singelgracht in terms of cultural history.

- 2007 – Site Document for '17th-century canal ring area of Amsterdam within the Singelgracht'

  In a letter of 20 November 2007, Amsterdam's Municipal Executive and the Central Amsterdam District's Executive Committee submitted the Site Document to the Minister of Education, Culture and Science for approval.

- Summer 2008 – 'Amsterdam's17th-century ring of canals within the Singelgracht' management plan agreed

  On 9 September 2008, Amsterdam's Municipal Executive and the Central Amsterdam District's Executive Committee approved the management plan and submitted it to the Minister of Education, Culture and Science in autumn 2008.

- Autumn 2008 – Nomination Dossier by National Service for Archaeology, Cultural Landscape and Built Heritage

  The National Service for Archaeology, Cultural Landscape and Built Heritage (RACM), a department of the Ministry of Education, Culture and Science, completed the Nomination Dossier, after which it was submitted to the cabinet for approval.

- Autumn 2008 – Cabinet decision on submission of nomination

  In accordance with the then state secretary Rick van der Ploeg's Policy Letter of December 2001 to the Lower House of Parliament, cabinet approval is required for the coming nominations.

- 1-2-2009 – Nomination Dossier to UNESCO World Heritage Centre

- Autumn 2009 – Evaluation of the nomination by the World Heritage Committee NGO, the International Council on Monuments and Sites (ICOMOS)

- Summer 2010 – The UNESCO World Heritage Committee is expected to come to a decision on the nomination.

Parties responsible for the management of the property

The parties directly responsible for the preservation and management of '17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage are:

- the property manager: the Executive Committee of the Central Amsterdam District (the central district council within the City of Amsterdam).
- The municipal executive of the City of Amsterdam

These parties are signatories to the management plan, and will be responsible for the implementation of the agreements, policy and operational procedures set out in the chapters that follow.

Summary of the management plan for '17th-century canal ring area of Amsterdam within the Singelgracht'

History of the nomination

In 1999, the state designated 'Amsterdam within the Singelgracht' as a national conservation area. This was a precondition for The Netherlands to nominate the historic centre of Amsterdam for the UNESCO World Heritage List. On the basis of this listing as a conservation area, Amsterdam drew up wide-ranging policy on the preservation, protection and accountable functioning of the historic city centre. Until 2007, The Netherlands was not able to submit any nominations due to its membership of the World Heritage Committee.
In 2006, with the approval of the City of Amsterdam, it was decided to focus the nomination that had been in preparation since 1999 on the '17th-century ring of canals'. In 2006-2007, in cooperation with the National Service for Archaeology, Cultural Landscape and Built Heritage (*Rijksdienst voor Archeologie, Cultuurlandschap en Monumenten* – RACM), Amsterdam drew up the 'Site Document' for this nomination, as referred to in the Policy Letter on World Heritage of December 2001 directed to the Lower House by the then state secretary for Education, Culture and Science. In 2007, work on the nomination and required management plan was resumed.

The Netherlands submits nominations within the framework of three themes:

- The Netherlands – a country of water;
- the 17th-century Republic of the Seven United Provinces of the Netherlands;
- the Dutch contribution to the architecture of the early 20th century.

The country has also submitted a nomination on the basis of archaeological value. The nomination of Amsterdam's17th-century ring of canals within the Singelgracht is based on the first two themes.

Procedure

The application for inscription on the World Heritage List is made by means of the submission of a nomination dossier by the Kingdom of the Netherlands, in its capacity as State Party to the UNESCO World Heritage Convention (1972), at the World Heritage Centre, the committee's offices in Paris.

The National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) prepares the nomination dossier according to the World Heritage Committee guidelines. This takes place in consultation with the Central Amsterdam District and the City of Amsterdam's Bureau of Monuments & Archaeology. One part of this dossier is the so-called Site Document, approved both by the City of Amsterdam and the Central Amsterdam District. The Site Document contains the national, provincial and local legislation and regulations according to which the cultural and historical value of the ring of canals and the historic centre is to be protected. The final document which Amsterdam has provided for inclusion in the nomination dossier is the management plan.

Objective of the management plan

The management plan describes how the parties with governmental responsibility are to preserve the unique cultural and historical value of 'Amsterdam's17th-century ring of canals within the Singelgracht' as World Heritage.

- The management plan is a guideline for the conservation and management of the property – the 17th-century ring of canals and the buffer zone within the Singelgracht designated for its protection. The plan combines the policy of the various responsible parties to create a single shared vision on the long-term management of the intended World Heritage site. The shared vision and agreements on protection and management are set down in two covenants made among the jointly responsible authorities: the City of Amsterdam (*Gemeente Amsterdam*), the Central Amsterdam District (*Stadsdeel Amsterdam Centrum*) and the Amstel, Gooi and Vecht Water Board (*Hoogheemraadschap Amstel, Gooi en Vecht*). The signed covenants make up part of the management plan, as does a Declaration of Intent made by the stakeholders concerned with property.

As indicated in the Policy Letter mentioned above, the cabinet must approve the nomination. It is thus submitted to the cabinet by the Minister of Education, Culture and Science.

The property and the buffer zone

The '17th-century ring of canals' is the property: the site to be nominated as World Heritage. The rest of the historic centre within the Singelgracht forms the buffer zone required for a World Heritage site.

The boundary of the property (see map in chapter 1) follows the axis of the surrounding streets and canals. The core of the property is formed by the Singel, Herengracht, Keizersgracht and Prinsengracht canals and the radial streets and intersecting canals that lie between them.

The boundary of the buffer zone is practically the same as that of the conservation area. The buffer zone is protected in the same way as the property, on the basis of the regulations that apply to the conservation area and the almost 8,000 designated national and municipal monuments and historic buildings within it.

Vision of the conservation of heritage

With the approval and signature of the management plan, the Central Amsterdam District Executive Committee and the City of Amsterdam Municipal Executive confirm their shared responsibility for the tangible and intangible World Heritage entrusted to them.

The management plan describes how the responsible parties are committed to the international UNESCO treaty and the applicable international ICOMOS resolutions and charters concerning the conservation of historic buildings and other cultural heritage. The plan takes these documents as its point of departure, and they determine the course of future developments within the property.

The municipal government thus gives expression to its desire to protect the ring of canals and its surroundings as World Heritage, as a unique and outstanding source of cultural and historical information, reflected in the building, architecture and water management, as well as in such intangible value as tolerance and diversity, science and philosophy, business sense and free trade. These aspects made Amsterdam a hotbed of creativity, and consequently the city made a key contribution to the blossoming of the 17th-century Golden Age in the Netherlands. The city of Amsterdam has this intangible value to thank for its world renown and global influence as a 'free port' and 'open city', a reputation that persists to this day.

The ring of canals is not only the tangible remains of a time in which the Netherlands flourished economically, politically and culturally, beginning in the 16th century and reaching an unprecedented climax in the 17th century, but is also the embodiment of intangible value. The 17th-century expansion of Amsterdam is the most complete and successful example of baroque urban development in Europe, and is the only example of urban expansion on this scale at the time. It represents the Dutch canal city in its most ideal form. The layout in concentric semicircles and radial streets with tall, generally narrow buildings around the medieval centre gives Amsterdam its unique spatial and architectural character. Having remained virtually intact over the centuries, today it is the ring of canals in particular that defines the image of the city as heritage, and gives Amsterdam its unique world status and renown.

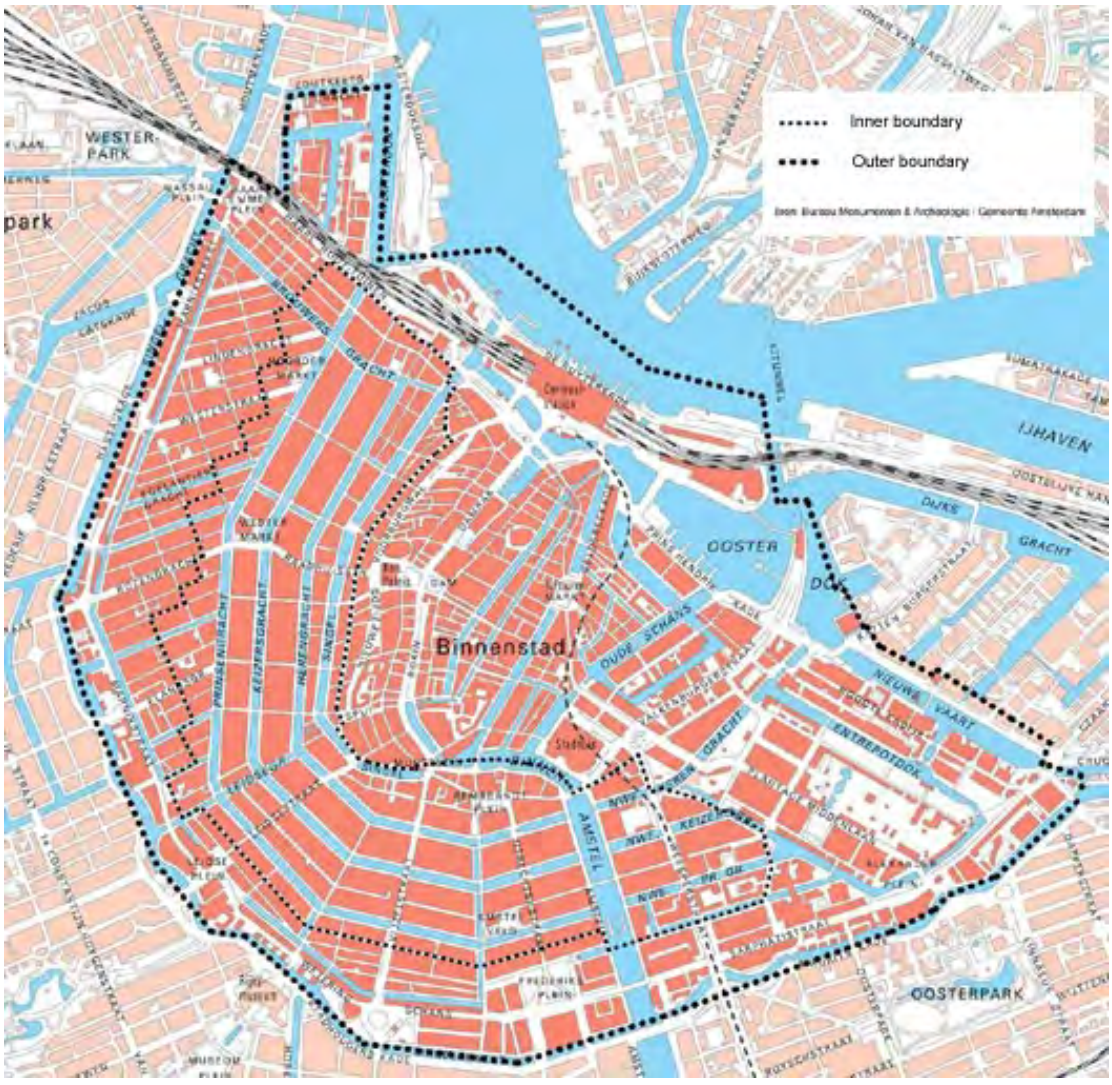
Chapter 1: Property

Introduction

Chapter 1 defines the boundary of the World Heritage site and the buildings within it that have a special status as protected monuments.

1.1 Map of the protected area: property

The map of 'Amsterdam's17th-century ring of canals within the Singelgracht', shows the World Heritage site, the property. It is surrounded by the buffer zone, which practically corresponds with the boundaries of the conservation area 'Amsterdam within the Singelgracht'.



1.2 Boundary of the property

The boundary of the property – 'Amsterdam's17th-century ring of canals within the Singelgracht' – runs through the following neighbourhoods: the *Haarlemmerbuurt*,

the *Jordaan*, the *Spiegelkwartier*, the *Leidsebuurt*, the *Weteringbuurt* and the *Utrechtsebuurt* and runs via the Hortus Plantsoen along the centre of the Binnen Amstel past the medieval city centre via the Singel and the Spui back to the *Haarlemmerbuurt.* The boundaries of the property follow the axis of the surrounding streets and canals.

1.3 Boundary of the buffer zone

With the exception of the Eastern Islands and the small area northwest of the centre, bordered by the Zoutkeetsgracht and Westerkanaal canals and the IJ waterway, the rest of the city centre lies within the buffer zone. The boundaries of these zones correspond to the boundaries of the conservation area of 'Amsterdam within the Singelgracht canal'.

1.4 Monument list/register

On the basis of data recorded in the national monument register and the municipal monument list, as of 1 January 2008 a total of 7824 protected monuments and historic buildings are located within the Central Amsterdam District. Table 1 provides an overview of the number of national and municipal monuments, divided according to whether they lie within the property, the buffer zone, or the remaining area.

Table 1 Number of monuments

	National monuments	Municipal monuments
Property	3466	443
Buffer zone	3188	697
Remaining area	8	22
Total	6662	1162

Chapter 2: Legislation, regulations and declarations

Introduction

Under Dutch law, the inclusion of 'Amsterdam's17th-century ring of canals within the Singelgracht' as World Heritage on the UNESCO World Heritage List has no separate legal force as such, but does imply an obligation under international law. The Kingdom of the Netherlands, State Party to the World Heritage Convention (UNESCO, 1972) since 1992, recognises its resulting international obligations. The State and UNESCO depart from the assumption that the protection of World Heritage is guaranteed by existing legislation and regulations in the Netherlands, such as the Spatial Planning Policy Document (*Nota Ruimte* 2006), regional plans, structural concepts (*structuurvisies*, visions on future urban development) and zoning plans, as well as via specific legal measures and regulations to protect the value of monuments, historic buildings and cultural landscapes, or on the grounds of relevant provincial or municipal regulations.

In ratifying the World Heritage Convention, the State of the Netherlands has taken on the international obligation and responsibility to realise the protection of World Heritage via existing instruments. For World Heritage properties, not only existing monuments in the form of buildings, urban planning and archaeological sites but also cultural landscapes must be adequately protected via existing legislation, for example the 1988 Monuments and Historic Buildings Act (*Monumentenwet*), the Spatial Planning Act (*Wet op de Ruimtelijke Ordening*), and provincial and municipal regulations such as regional and zoning plans, alongside regulations relating to monuments or other matters, and monument lists.

In accordance with former state secretary Rick van der Ploeg's Policy Letter of 2001 and the Spatial Planning Policy Document, and in consultation with the authorities concerned, the state will establish in site documents – to be submitted to UNESCO – how the preservation of the heritage site is to be guaranteed in terms of planning and finance. The state will facilitate the preservation of the site by means of existing legal and financial instruments for cultural and natural heritage. Moreover, in accordance with the Operational Guidelines and the policy set down in them by the World Heritage Committee, an approved management plan must be in place. The evaluation of this management plan is an element of the nomination procedure.

This chapter provides an overview of the most important treaties, conventions and resolutions that relate to World Heritage at international, national, regional and local level.

The chapter is organised as follows:

2.1 Government decisions regarding the World Heritage site the '17th-century ring of canals within the Singelgracht canal'

2.2 The management plan in accordance with the Monuments and Historic Buildings Act and regulations

2.3 The management plan's term of validity
2.4 A declaration of the property manager's tasks and responsibilities
2.5 The direct responsibilities for coordination and preservation
2.6 A signed declaration by administratively and politically responsible authorities; a declaration of intent by stakeholders

2.1 International treaties, conventions and charters

2.1.1. Introduction

The measures for the supervision of developments within the intended World Heritage site and for the preservation of the Outstanding Universal Value (OUV) of the property (the 17th-century ring of canals) and the buffer zone (the other urban area within the boundary of the conservation area 'Amsterdam within the Singelgracht canal') of the intended World Heritage site must be in accordance either with international treaties ratified by the Kingdom of the Netherlands, or with internationally applicable charters on cultural heritage.

These treaties, conventions and charters have been drawn up by UNESCO, the Council of Europe or by ICOMOS[7]. The most important international treaties, conventions and charters for the protection of cultural heritage, which are thus also applicable to the City of Amsterdam, are described below.

2.1.2. World Heritage Convention[8]

Convention concerning the Protection of the World Cultural and Natural Heritage. (UNESCO, Paris, 16 November 1972, ratified by the Netherlands in 1992)

In 1972 the United Nations Educational, Scientific and Cultural Organisation (UNESCO) adopted the World Heritage Convention, because it was seen as necessary to identify irreplaceable cultural and natural heritage, of inestimable and irreplaceable value to the history of humankind, and permanently to protect it on the grounds of its 'outstanding and universal value'.
The Convention's intended purpose is the protection of cultural and natural World Heritage, based on the principle of international cooperation. The Convention came into force in 1975 after ratification by an initial 20 countries.

The Convention charges the world community with the protection and management of cultural and natural heritage of 'outstanding universal value' as a shared responsibility, with the objective of conserving its value for future generations. The cultural and natural heritage comprises archaeological sites, artistic and cultural monuments, historic cities or city centres and modern urban expansion, nature reserves and cultural landscapes which, having been nominated by States Party, the World Heritage Committee judges to be of outstanding universal value, and thus

[7] A complete overview of UNESCO, Council of Europe and ICOMOS international treaties, conventions and charters is included in the annexes.
[8] Link: Convention concerning the Protection of the World Cultural and Natural Heritage, whc.unesco.org/en/conventiontext/

inscribes on the World Heritage List. This heritage is irreplaceable and unique and must be regarded as the property of the entire world and all its peoples. The States Party to the Convention are themselves responsible for its preservation, however, in accordance with the World Heritage Committees 'Statement of Outstanding Universal Value', and for passing on its authenticity and integrity to future generations.

The World Heritage Convention is implemented by the World Heritage Committee, which is made up of 21 representatives of States Party, elected for a term of six or four years. The Committee's task is:

- to identify cultural and natural heritage of outstanding universal value that should be protected by the Convention, and inscribe it on the World Heritage List;
- to evaluate reports and monitor sites by means including periodic monitoring, reactive monitoring, state of conservation reports and reinforced monitoring;
- to decide whether heritage on the World Heritage List should be inscribed on the List of World Heritage in Danger;
- to determine how and under what conditions UNESCO's World Heritage Fund can be used to help countries protect their World Heritage. Likewise, the committee makes decisions on Funds-in-Trust established for World Heritage sites by States Party, which are held by the World Heritage Committee offices, the World Heritage Centre, and with which financial assistance can be provided to States Party that are not in a position to bear the expense of nominations.

The Kingdom of the Netherlands became a State Party to the World Heritage Convention on 26 August 1992. As of November 2007, 185 countries had ratified the convention.

2.1.3 Operational Guidelines[9]

Operational Guidelines *for the Implementation of the World Heritage Convention (WHC 08/01 January 2008*)

The World Heritage Committee has developed and drawn up the Operational Guidelines for the Implementation of the World Heritage Convention.
The Committee periodically revises the guidelines on the basis of decisions resulting from new concepts, knowledge and experience of World Heritage.

The Operational Guidelines (last revised 1 February 2008) include the following procedures for the protection of World Heritage:

- inscribing heritage sites on the World Heritage List ;
- inscribing heritage sites on the List of World Heritage in Danger;
- protecting and conserving World Heritage, drawing up a management plan;
- monitoring: state of conservation reports, active/re-active monitoring;
- providing international assistance via the World Heritage Fund, and from Funds-in-Trust;
- mobilising national and international support for the Convention;
- using the World Heritage and UNESCO emblems.

9 Link: The Operational Guidelines, http://whc.unesco.org/en/guidelines/

The Operational Guidelines also provide directives on the protection and conservation of World Heritage inscribed on the World Heritage List:

- Protection
- o Legislation, regulations and contractual measures for protection
- o Delineation of boundaries for effective protection
- o Buffer zones
- Management
- o The state of affairs regarding the World Heritage site
- o The specification and assignment of tasks and responsibilities for the preservation of the World Heritage site as a historic unit, and for the development of projects and activities to this end
- o Changes in the World Heritage's circumstances, and strengths, weaknesses, opportunities and threats
- o Monitoring processes
- o Changes in the World Heritage site boundary
- o Action plan for the future
- o Implementation plan with timetable and responsibilities
- o Need for international assistance where applicable
- Use and preservation
- Capacity-building, research
- Education

In accordance with the Operational Guidelines, for new nominations UNESCO requires a specially established management plan. This is seen by the World Heritage Committee as the direct instrument for the protection and preservation of a World Heritage site, and the conservation of its social function and significance. Moreover, for the Netherlands, in a Policy Letter of December 2001 concerning World Heritage (*Beleidsbrief van december 2001 inzake het Werelderfgoed*) addressed to the Lower House of Parliament, the then state secretary for Culture, Rick van der Ploeg stipulated that prior to a future nomination a 'site document' must first be drawn up. For cultural heritage sites in the Netherlands that have already been inscribed on the World Heritage List, such documents must also be drawn up by the parties directly responsible for their conservation.

2.1.4 The Venice Charter[10]

International Charter for the Conservation and Restoration of Monuments and Sites (Venice, 1964)
ICOMOS Charter – approved by the ICOMOS General Assembly

The Venice Charter contains the basic principles for the conservation and restoration of heritage sites and in particular of monumental buildings. The essence of the Charter is that a heritage site is permanently conserved and thus serves a social purpose.

10 Link: International Charter for the Conservation and Restoration of Monuments and Sites (The Venice Charter), http://www.icomos.org/venice_charter.html

The Venice Charter was drawn up by ICOMOS (International Council on Monuments and Sites), an advisory body (NGO) to UNESCO, and in particular to the World Heritage Committee.
UNESCO has accepted the Venice Charter as a key reference on matters of World Heritage. The Charter prescribes that particular attention should be given to the maintenance of characteristic features, the *genius loci* – the monument's environment.

2.1.5 World Heritage List[11]

World Heritage List (1972)
UNESCO

In inscribing sites of cultural or natural heritage on the World Heritage List on the nomination of the State Party in which it is located, UNESCO (the World Heritage Committee) establishes that the site is of outstanding universal value to the world community and the history of humankind.

At present (as of July 2008), the World Heritage List comprises 878 cultural or natural World Heritage sites.

2.1.6 Washington Charter [12]

Charter on the Conservation of Historic Towns and Urban Areas (Washington, 1987)
ICOMOS *Charter* – Charters approved by the ICOMOS General Assembly

The Washington Charter provides guidelines for the conservation of historic towns and urban areas. It stresses the importance of urban planning policy as an integral component of the further social and economic development of historic urban areas. The Charter aims at conserving the historic character of urban monuments, both tangible and intangible, both in design and structure, in terms of architecture, scale, size colour, and use of materials. New functions and developments must accord with the character of historic towns and cities.

2.1.7 Nara Document[13]

The Nara Document on Authenticity (1994)
ICOMOS Resolution – Resolutions adopted during or originating from ICOMOS symposiums

The Nara Document is a guideline for ICOMOS and the World Heritage Committee for the identification and conservation of authenticity in historic environments, given that authenticity is one of the fundamental principles in the World Heritage Convention and associated Operational Guidelines.

11 Link: The World Heritage List, http://whc.unesco.org/en/list

12 Link: Charter on the Conservation of Historic Towns and Urban Areas, www.international.icomos.org/charters/towns_e.htm

13 Link: Nara Document on Authenticity, http://whc.unesco.org/archive/nara94.htm

In 2008 the World Heritage Committee stated that 'authenticity' and 'integrity' form an integral part of the Statement of Outstanding Universal Value (OUV), as it applies to World Heritage sites.
The document declares that the diversity of cultures and heritage in our world is an irreplaceable source of spiritual and intellectual richness for all humankind. The protection and enhancement of cultural and heritage diversity in our world should be actively promoted as an essential aspect of human development.

2.1.8 International Cultural Tourism Charter[14]

International Charter on Cultural Tourism; Managing Tourism at Places of Heritage Significance (1999)
ICOMOS *Charter* – Charters approved by the ICOMOS General Assembly

In an age of increasing globalisation, the protection and presentation of our cultural heritage is an important challenge. However, the management of heritage sites is the responsibility of the regional community.
A primary objective for managing heritage is to communicate its significance and the need for its conservation both to its host community and to visitors. Heritage brings with it a duty of respect for the values and interests of the past and present community, and for the landscape and culture within which the heritage has evolved. National and international tourism is the most important source of information exchange on past and present-day societies. Tourism can underline the economic importance of heritage. Heritage conservation is thus an essential part of the regional and national economy and is important for development and innovation – provided it is well managed.

2.1.9 Vienna Memorandum[15]

Vienna Memorandum on World Heritage and Contemporary Architecture – Managing the Historic Urban Landscape (Vienna, 2005)
UNESCO Memorandum – approved by the UNESCO international conference and the World Heritage Committee

The Vienna Memorandum deals with the influence of present-day urban developments and contemporary architecture on the value of cultural built heritage. The memorandum sets out principles for the long-term conservation of heritage and monuments. Constant change in dynamic towns and cities requires policy makers and stakeholders to have a vision both on the city as a whole and on future urban development, in keeping with the historical pattern of development. The challenge for contemporary architecture and urban planning is to meet the needs of dynamic and socio-economic developments, at the same time respecting cultural heritage and the historic urban landscape.

14 Link: International Charter on Cultural Tourism, http://www.international.icomos.org/charters/tourism_e.htm

15 Link: Vienna Memorandum, whc.unesco.org/uploads/activities/documents/activity-47-2.pdf

2.1.10 Malta Convention[16]

European Convention of the Protection of the Archaeological Heritage (Valletta, 1992)
Council of Europe treaty – Council of Europe Treaties, ratified by the Netherlands

The Malta Convention governs the approach to archaeological heritage, given that such heritage is increasingly under threat, not merely due to natural processes or unscientific excavation, but also due to urban development.

The convention is founded on three principles: firstly, that where possible archaeological heritage should be conserved *in situ*, as this offers the best guarantee of effective conservation; secondly, that urban development should take account of the possible presence of archaeological heritage, leaving room for archeologically-friendly alternatives; and thirdly, that the party responsible for disturbing the site should pay for the excavation and documentation of archaeological heritage where conservation *in situ* is not possible.

2.2 Relation to legislation and regulations

2.2.1 Introduction

The state and UNESCO depart from the assumption that the protection and conservation of World Heritage is guaranteed by existing legislation and regulations in the Netherlands. This may be via national heritage legislation, such as the Monuments and Historic Buildings Act, or the Preservation of Archaeological Monuments and Historic Buildings Act, as well as via urban planning legislation such as the Spatial Planning Act and the Water Boards Act, or on the basis of regulations at provincial or local level.

This section explains what national, provincial and local legal instruments are available to protect '17th-century canal ring area of Amsterdam within the Singelgracht canal' as World Heritage. In doing so it discusses legislation relating to heritage that has recently come into force (such as the Archaeological Built Heritage Conservation Act and associated amendment to the 1988 Monuments and Historic Buildings Act, and the new Spatial Planning Act) or which is soon to come into force (the Water Act and the Environmental Licensing [General Provisions] Act). A comprehensive overview of legislation, regulations and policy that have already been in force for some time is included in Annex 4 of the Site Document for '17th-century canal ring area of Amsterdam within the Singelgracht'. The **Site Document** in its entirety is included as an annex to the management plan.

2.2.2 Monuments and Historic Buildings Act (Monumentenwet – 1988)

The Monuments and Historic Buildings Act governs the designation and protection of national monuments. Monuments designated by the Minister of Education, Culture and Science (OCW) are listed as such by the National Service for Archaeology,

16 Link: European Convention on the Protection of the Archeological Heritage (Revised), http://www.racm.nl/content/rubriek-n6-6.asp

Cultural Landscape and Built Heritage (*Rijksdienst voor Archeologie, Cultuurlandschap en Monumenten* – RACM). As of 1 January 2008, 3466 buildings designated as national monuments are located within the Amsterdam canal belt. The Monuments and Historic Buildings Act includes provisions regarding the alteration of monuments; under Article 11, a permit is required for their maintenance, restoration and alteration.

Article 1, Monuments and Historic Buildings Act
In this act and the provisions it contains, the following terms shall be understood:

a) the minister: the Minister of Education, Culture and Science;
b) monuments and historic buildings;
    1) all buildings that have existed for at least 50 years, which are of public importance due to their beauty, scientific significance or cultural and historic value;
    2) areas which are of public importance because of the buildings referred to under 1 that are located within them;
c) archaeological monuments: monuments as referred to in Subsection b under 2;
d) protected monuments: immovable monuments listed in the registers established pursuant to this act;
e) Religious monuments: immovable monuments which are the property of a religious denomination, an independent section of such a denomination, a body within which religious denominations are allied, or of another society with a spiritual basis and which is used exclusively or principally for the shared practice of the religion or philosophy of life.
f) village and cityscapes: groups of buildings that are of public importance due to their beauty, spatial or structural coherence or scientific or cultural and historic value and within which one or more monument or historic building is located;
g) urban and village conservation areas: village and cityscapes designated as such by the Minister of Education, Culture and Science and the Minister of Housing, Spatial Planning and the Environment pursuant to Article 35 of this act, as of the date of the designation's publication in the State Gazette;
h) excavation: the performance of activities aimed at locating or investigating monuments or historic buildings, which involve a disturbance of the ground;
i) the Council: the Council for Culture (*Raad voor Cultuur*) as referred to in Article 2a of the Specific Cultural Policy Act.

Article 2, Monuments and Historic Buildings Act
1. In the implementation of this act, the use of the monument or historic building shall be taken into account.
2. With regard to religious monuments, decisions pursuant to this act shall only be made after consultation with the owner.

Article 11, Monuments and Historic Buildings Act
1 It is prohibited to damage or destroy a protected monument or historic building.
2 Without being in possession of a permit, or in contravention of a permit, it is prohibited to

1) demolish, interfere with, relocate or in any way alter a protected monument or historic building;
2) restore a protected monument or historic building, or use it or allow it to be used in such a way that it becomes defaced or is endangered.

Local councils decide on applications for permits relating to monuments or historic buildings (see also Section 5.6).

Owners of national monuments who are entitled to tax relief facilities are eligible for a restoration fund mortgage under the State Subsidy for the Preservation of Monuments Decree (*Besluit Rijkssubsidiëring Instandhouding Monumenten* – BRIM). This is a loan on favourable terms through the National Restoration Fund (*Nationaal Restauratiefonds*). They are also eligible for tax deductions. Owners of national monuments who are not entitled to tax relief facilities are eligible for subsidy under the BRIM (see also Section 7.1).

Urban and village conservation areas

The Monuments and Historic Buildings Act offers the ministers of Education, Culture and Science (OCW) and the Ministry for Housing, Regional Development and the Environment (VROM) the possibility to designate 'urban and village conservation areas' (*beschermde stads- en dorpsgezichten*). The local council is obliged to establish a zoning plan for the protection of such areas, concentrating on the preservation of historic value as described in the explanatory notes accompanying the designation of the conservation area.

Article 36, Monuments and Historic Buildings Act

1. For the protection of an urban or village conservation area, the municipal council shall establish a zoning plan as referred to in the Spatial Planning Act. In the decree designating an urban or village conservation area, a deadline may be set for this to be carried out.
2. In the decree designating an urban or village conservation area, it shall be stipulated whether and to what extent applicable zoning plans may be seen as a conservation plan in the sense of the previous clause, or if a management order as referred to in the Spatial Planning Act, on the advice of the National Service for Archaeology, Cultural Landscape and Built Heritage, may be established.

In February 1999, 'Amsterdam within the Singelgracht canal' was designated by the state as an urban conservation area (see also paragraph 5.1).

Proposal for the Modernisation of Built Heritage Conservation - 2009

In 2008, the Ministry of Education, Culture and Science (OCW) carried out the Modernisation of Built Heritage Conservation Project (MoMo). To take account of new developments in built heritage conservation, the Minister of Education, Culture and Science initiated a broad public debate on the possible revision or extension of the available legal instruments, and an associated redistribution of responsibility. The results are to be presented to the Lower House of Parliament early in 2009. A

firm basis for cultural history and spatial development and the reclassification of built heritage feature as important themes within the debate.

2.2.3 The Archaeological Built Heritage Conservation Act (Wet op de Archeologische Monumentenzorg – 2007)

New archaeology act

The crux of the new legislation, inspired by the Malta Convention, is that the conservation of archaeological value *in situ* is a basic principle and that archaeology is should be embedded within spatial planning. In zoning plans it is compulsory to include regulations on archaeological policy in the area in question. A further principle is that the party responsible for the disturbance of the site should bear the cost of the excavation and documentation of its archaeological value if conservation *in situ* is not possible.

Regulations concerning archaeology in existing legislation

Under the Archaeological Built Heritage Conservation Act, as of 1 September 2007 supplementary regulations on archaeology have been included in four acts: the 1988 Monuments and Historic Buildings Act (1988), the Excavation Act, the Environmental Management Act and the Housing Act (respectively *Monumentenwet*, *Ontgrondingenwet*, *Wet milieubeheer* and *Woningwet*). The Archaeological Built Heritage Conservation Act (*Wet op de archeologische monumentenzorg*) also provides for the introduction of a quality system for archaeology (KNA 3.1), and for the operation of a competitive market in excavation and archaeological research. Market competitors may apply to the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) for a permit. The RACM is has the authority either to grant or refuse the permit. Further explanation of policy on archaeology in Amsterdam can be found in section 5.8.

2.2.4 Housing Act (Woningwet – 2007)

Building permit

Under the Housing Act, a local council may grant building permits. The council evaluates the building plans of an applicant for such a permit according to the Building Decree (or building code), which contains technical construction requirements on matters including structural safety, fire safety, municipal building regulations, the zoning plan and the policy document on building aesthetics (*Welstandsnota*).

Under the Housing Act, the building regulations and the Building Decree, a local council can issue orders, for example in response to the neglect or defacement of buildings. For protected monuments or historic buildings, the monument permit takes precedence over the building permit: without a monument permit, it is not possible to make use of any building permit that has been granted.

Provisions concerning monuments

Articles 43, 44 and 54 of the Housing Act contain special regulations concerning monuments and historic buildings. Under Article 43, no permit is required for

smaller-scale construction work, with the exception that a permit is required for all construction work on monuments or historic buildings, or within an urban or village conservation area.
Article 44 states that a building permit may and should be refused if the building plan contravenes the Building Decree, the building regulations, the zoning plan, the building aesthetics criteria and the 1988 Monuments and Historic Buildings Act or monument and historic buildings regulations. Where no monument permit has been granted, this provides automatic ground for the refusal of a building permit. Articles 43 and 44 apply both to national, provincial and municipal monuments.
Article 54 provides for the deferral of a decision on a building permit for a national monument until such time as a monument permit has been granted.

2.2.5 Spatial Planning Act (Wet ruimtelijke ordening – 2008)

New Spatial Planning Act

The new Spatial Planning Act (Wro) came in to force on 1 July 2008. It replaces the previous spatial planning act (*Wet op de Ruimtelijke Ordening* – WRO) and contains a great number of changes. Its introduction necessitates amendments to many other acts, carried out under a special act providing for the establishment of the Spatial Planning Act.

Consequences of new regulations under the Spatial Planning Act

The Spatial Planning Act has major consequences for the roles, tasks and competences of the various layers of government in the field of spatial planning. Provincial government no longer has a supervisory role in spatial planning at municipal level, and provincial approval of municipal zoning plans is no longer required. Each layer of government is responsible for its own planning policy: central government for national policy, the provinces for provincial policy and local councils for local policy. Important changes are:

- Provincial Executive approval is no longer required
- The 10-yearly renewal of zoning plans is compulsory
- Article 19 is to be replaced by the Project Order
- Management regulations are to be put in place
- The digitisation of zoning plans is to become compulsory

Legal instruments for spatial planning

Up to now, the most important legal instruments concerning spatial planning for central government, the provinces and the local councils have been respectively the National Spatial Planning Key Decision (*Planologische Kernbeslissing – pkb*), the structural concept (*structuurvisie*) and structure plan (*structuurplan*). Under the Spatial Planning Act, these instruments are replaced by a national, provincial and municipal structural concept. The concept is binding only for central government, not to other levels of government or to citizens. The structural concept is a strategic policy document, which has effect only through the application of legally binding instruments, such as a zoning plan, spatial integration plan, management regulation, instruction, General Administrative Measure (*algemene maatregel van bestuur – amvb*), or provincial regulation. See table:

Comparison of old and new Spatial Planning Acts

Government	Old Spatial Planning Act (WRO)	New Spatial Planning Act (Wro)	Legal nature of Wro
Central government		Structural concept	Self-binding only
	National Spatial Planning Key Decision (PKB)	spatial integration plan (national zoning plan)	binding
		General Administrative Measure (AMVB)	binding
	NIMBY/intervention (not in my back yard) [17]	instruction	binding
	national project	Project Order	binding
		Structural Concept	Self-binding only
	regional plan	spatial integration plan (provincial zoning plan)	binding
		provincial spatial regulation	binding
		instruction	binding
		Project Order	binding
Local council	structure plan	structural concept	Self-binding only
	zoning plan	zoning plan	binding
		management regulation	binding
	Art. 19 exemption	Project Order	binding

Structural concept for Amsterdam

Under the new Spatial Planning Act, the City of Amsterdam is to draw up a municipal Structural Concept, which is binding at municipal level. The City of Amsterdam aims to bring the Structural Concept into force in 2010. Without change in policy, the present 2003 Structure Plan will be legally converted into

Zoning plans

Under the new Spatial Planning Act, the Zoning Plan remains the central document that regulates land use and is binding for both citizens and government. To improve the enforcement of zoning plans, the Spatial Planning Act obliges local councils

[17] The NIMBY exemption was a competence for the exemption of the Provincial Executive with regard to urgent projects of supra-municipal importance under Article 40 of the Spatial Planning Act (WRO). This exemption is no longer in effect and in the new Spatial Planning Act it is replaced by the order.

annually to draw up enforcement policy and to report to the city council on the implementation of spatial policy (including enforcement). Likewise, local councils must send a draft zoning plan to the government departments that bear responsibility for the affairs or interests that are at issue in the draft (Art. 3.8.1.b).

Zoning plans are enforced by means of building regulations, construction permits and regulations on use, with the associated coercive and criminal provisions.

Norms are primarily established at non-central government level: the local council. If the nature of interests or the scale of the planning issue transcends local or provincial level, zoning plans may also be laid down by central or provincial government. Evaluation at provincial level at a later stage is replaced by:

- a point of evaluation for provincial and central government during the zoning plan procedure itself, to assess whether the draft plan is in line with provincial or central government policy.
- the authority for provincial and central government to set conditions or quality requirements which zoning plans must fulfil.
- the authority for provincial and central government to give specific instructions;
- the authority for provincial and central government directly to establish a zoning plan themselves

<u>The authority of central and provincial government to establish norms</u>
Central and provincial government has the authority to establish norms:

- the authority to establish or amend zoning plans in whole or in part;
- the authority to set general or specific requirements for local government decrees on spatial planning by means of a by-law or general administrative measure.

Under a provincial by-law, a province can set regulations governing the content of municipal zoning plans and provincial spatial integration plans (Art. 4.3.1. A province can also instruct a local council to establish a zoning plan by a certain date (Art. 4.2.1).

Central government can set regulations on the content of municipal zoning plans and provincial spatial integration plans (Art 4.3.1). Central government can equally instruct a local council to establish a zoning plan by a certain date (Art. 4.4.1.a).

2.2.6 Water Act (Waterwet – to come into force in 2009)

<u>New Water Act</u>
On 25 March 2008 the Lower House of Parliament passed the new Water Act. The act replaces a number of existing laws in the field of water management, such as the Water Management Act, the Flood Defences Act, the Groundwater Act and the Pollution of Surface Waters Act. The new Water Act will come into force in 2009.

<u>Consequences of the new Water Act</u>
The Water Act has important consequences for the Directorate-General for Public Works and Water Management, in areas including the granting of permits. It is not

yet entirely clear how these changes will take effect because although the act has been passed by the Lower House, many details still have to be finalised in the Water Decree and the act providing for the establishment of the Water Act, which are both still in preparation.

Replacement by the Water Act

The Water Act replaces existing legislation on water management in the Netherlands

- Water Management Act (1989) (*Wet op de waterhuishouding*)
- Flood Defences Act (1995) (*Wet op de waterhuishouding*)
- Groundwater Act (1981) (*Grondwaterwet*)
- Pollution of Surface Waters Act (1969) (*Wet verontreiniging oppervlaktewateren*)
- Marine Pollution Act (1975) (*Wet verontreiniging zeewater*)
- Reclamation and Dike-building Act (14 July 1904) (*Wet droogmakerijen en indijkingen*)
- Public Works (Management) Act (1996) where related to water (*Wet beheer rijkswaterstaatswerken*)
- Public Works act (1900) where related to water (*Waterstaatswet*)
- Wrecks Act (1934), also to be integrated via legislation for the establishment of the Water Act (*Wrakkenwet*)
- the section on decontamination in the Soil Protection Act (1986) (*Wet bodembescherming*)

Water Boards Act (*Waterschapswet* – 1991)

Alongside the Water Act, the Water Boards Act will continue to exist as an organic law for the water boards. An organic law is prescribed by the constitution and relates to the organisation of the state and its subdivisions. Moreover, within Dutch government, environmental policy will remain separate from water policy. Policy on water quality will remain under the Ministry for Housing, Regional Development and the Environment.

Competences of water boards

Water Boards Act sets out the position and competences of water boards within the Dutch system of government. A water board is responsible for water management in the following areas:

- Flood defences: protection against floods by means of sound dunes, dikes and quays.
  - dikes and quays of adequate height, sufficiently robust and in good repair
- Water quality: clean water, combating pollution, and improving the quality of surface water
  - clean and clear water in ditches and ponds
  - purification of wastewater be means of sewage treatment plants
- Water quantity: water level management, managing the quantity of water and maintaining the correct water level
  - ensuring that the level of surface water is neither too high nor too low
  - storing as much rainwater as possible for use in times of drought
- Management of waterways and country roads
  - providing and maintaining facilities for the professional and recreational navigation of waterways

o Regulation of water traffic.

Responsible water board in Amsterdam
Water board boundaries are determined in relation to water management. The Amstel, Gooi and Vecht Water Board (Hoogheemraadschap Amstel, Gooi en Vecht - AGV) is responsible for water management in Amsterdam and a part of the provinces of North Holland and Utrecht.

Regulation by means of statute (*keur*)
The regulations made by water boards are laid down in by-laws and statutes. Private individuals, companies and other government bodies must comply with the Statute in the management and maintenance of public works. Where contraventions take place, if necessary a water board can take measures, such as repairing damage to dikes, waterways or roads at the expense of the offender. The Statute prescribes that third parties should carry out allocated maintenance to public works. It is prohibited under the Statute to make any alterations to public works such that they no longer function correctly.

Inspection by means of survey
The regulations in the Statute are set down in a so-called statute document. A register accompanying the Statute contains maps with management information. The register stipulates where orders and prohibitions in the Statute are applicable. The water board regularly inspects whether the regulations in the Statute are being observed. This takes place via a survey. (For more information on the Amstel, Gooi and Vecht Statute see paragraph 5.2.7.)

2.2.7 Disclosure of Restrictions under Public Law in respect of Real Estate Act (2007) (Wet kenbaarheid publiekrechtelijke beperkingen onroerende zaken – Wkpb)

The new Disclosure of Restrictions under Public Law in respect of Real Estate Act
The Disclosure of Restrictions under Public Law in respect of Real Estate Act is aimed at improving the registration of all restrictions under public law imposed by the government, making it easier for purchasers of or owners to gain insight into restrictions under public law that apply to a building or plot of land. At present it is hard for a purchaser or owner to gain an overview of all the legal restrictions, because their registration is scattered and diverse.
The new act is aimed at improving this situation. By consulting the register of limitations on buildings or land, owners or potential purchasers of a house or plot of land can ascertain what obligations apply to the property. A zoning plan, monument status or soil decontamination order may restrict the possible use of a building or piece of land.

The role of local councils and the Land Register
A first principle is that the registration should take place as close as possible to the source (the government body imposing the restriction). The actual provision of information must be straightforward, and duplicate registrations must be avoided. The system departs from the idea of registration at two administrative levels: the

local council and the Land Register. These two registrations are to be connected online, so both the local council and the Land Register are able to produce a complete overview of restrictions at all times.

Registration completed in 2009

The Disclosure of Restrictions under Public Law in respect of Real Estate Act came in to force on 1 July 2007. However, the act has a transitional period of two years. During these two years, restriction orders dating from before 1 July 2007 which still apply are to be entered into the system. In this period interested parties can nevertheless make use of the incomplete system. By 1 July 2009, all orders that restrict the use of a building or plot of land will have been entered into the system and government provision of information should have undergone a genuine improvement.

Responsible parties in Amsterdam

The Geo and Real Estate Information Service (*Dienst Geo en Vastgoedinformatie Amsterdam – GVI*) is responsible for the registration. The municipal districts are responsible for the provision of information to the public. The Geo and Real Estate Information Service has drawn up an operational plan for the districts. This lays out the steps that the municipal districts and the departments involved are required to take in order to register current orders.[18]

Disclosure of information to the public in Amsterdam[19]

Via Land Register Online (*Kadaster Online*) The public (and notary's, real estate agents etc.) are able to access all restrictions that apply to a plot of land. Land Register Online provides information on all national restrictions and gives access to the Central Registry for Addresses and Buildings (*Landelijke Voorziening Basisregistraties voor Adressen en Gebouwen – BAG*). Information on the municipal orders that serve as the source of the registration is not provided.

Municipal restriction orders can be consulted via Atlas Amsterdam. Atlas Amsterdam (www.atlas.amsterdam.nl) is the City of Amsterdam's digital Geographic Information System (GIS), which has been in operation since the end of 2007. Data under twenty themes can be accessed via a digital map. In the coming years, Atlas Amsterdam is to be extended. In future, it will be possible for transactions such as applications for permits and the submission of objections to be handled via this service. Because Atlas Amsterdam is now only accessible within the municipal system, each district office has been equipped with a counter at which Atlas Amsterdam can be consulted, and at which the public can request information from the Atlas. The Geo and Real Estate Information Service is responsible for additions and updates to Atlas Amsterdam.

It is thus possible for the public to access information on municipal and national restrictions, including municipal restriction orders, free of charge. However, it is not

[18] Geo and Real Estate Information Service Operational plan for the registration of current orders under the Disclosure of the Restrictions under Public Law in respect of Real Estate Act (*Draaiboek inschrijven vigerende besluiten Wkpb, Geo en Vastgoedinformatie Amsterdam*)

[19] Disclosure of Restrictions under Public Law in respect of Real Estate Act procedure in Amsterdam (*Werkproces Wkpb in Amsterdam)*; Version 2.1. Geo and Real Estate Information, p8

possible to consult the so-called 'source documents' of national restrictions. The source documents, on which the data in the registry is based, are held in the Central Registries for Addresses and Buildings.
It is possible for district councils to enter into a more comprehensive contract with the Land Register to enable them to provide this service as well. For the provision of a Land Register counter, the district council then makes an agreement with the Land Register. The advantage of this service is that the charge for this contract is lower.

2.2.8 Environmental Law (General Provisions) Act (Wet algemene bepalingen omgevingsrecht – Wabo) to come into force in 2010

New Environmental Law (General Provisions) Act
The Environmental Law (General Provisions) Act was initially to come into force in 2009, but has now been postponed provisionally until 2010. The act is to provide the framework for a new environmental permit: a single integrated permit for construction, housing, spatial planning, nature and the environment.
To this end, around 25 permits,[20] exemptions and reports granting approval in the field of spatial planning construction, the environment, nature, monuments and historic buildings are to be integrated into a single environmental permit. This will require a single application to a single counter resulting in a single decision, following a single application and appeals procedure, with a single supervisory body. The majority of these permits will be issued by local councils. The revision of the permit system does not result in new or altered assessment criteria. This means that the new act makes no changes to the existing level of protection for public interests contained in the existing legislation. The same is true of the degree of policymaking freedom for the competent authorities, allowing them to attach conditions to the permits.

Consequences of the Environmental Law (General Provisions) Act[21]
The introduction of the Environmental Law Act particularly affects municipal service provision. The local council is to become the counter issuing environmental permits, and as the competent authority it will be responsible for assessing applications. In preparation for the act's introduction, the City of Amsterdam has made a plan of approach, under the direction of the City Programme for Regulation and Enforcement (*Stedelijk Programma Regelgeving en Handhaving*). The Central Amsterdam District has drawn up a Project Plan for the Introduction of the Environmental Law (General Provisions) Act under the direction of the districts Construction and Housing Department (*Sector Bouwen en Wonen*).

Under the Environmental Law Act, local councils have to meet a number of requirements. They must:
- provide a single counter for the environmental permit
- be able to receive applications digitally

[20] For an overview of the permits to be combined under the new act, see the Project plan for the introduction of the Environmental Law (General Provisions) Act (*Projectplan invoering Wet algemene bepalingen omgevingsrecht*), District of Central Amsterdam, Annex 5
[21] City of Amsterdam Building Bulletin (*Bouwbrief Gemeente Amsterdam*), issue 2007-V05

- be able to issue a single permit for decisions pursuant to or ensuing from the act
- be able to organise coordinated supervision
- be able to act as an enforcement agency under administrative law

2.3 The Management Plan's term of validity

2.3.1 Introduction

The management plan describes how the intended World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' is to be managed, and with it the designated buffer zone within the boundary of the conservation area 'Amsterdam within the Singelgracht canal'. It sets out action items for an action plan, which is to be updated annually. To this end, indicators will be monitored, on the basis of which the management plan and the annual action plans can be evaluated and revised. After a period of time the management plan must therefore be updated.

2.3.2 Management and action plan

The management plan describes the way in which the management of the conservation area 'Amsterdam within the Singelgracht canal' and in particular of the property, the '17th-century ring of canals' and its associated buffer zone, is presently regulated. The plan also sets out a number of action items to be developed in the coming two years, prior to World Heritage Centre's decision on the nomination, which is expected mid-2010.

Monitoring, evaluation and revision

On the basis of a large number of indicators, the Central Amsterdam District and the City of Amsterdam monitor the results of their policy (see Section 8). As property manager, the Central Amsterdam District is responsible for monitoring, assessing and where necessary revising and improving management policy and the administrative measures for the protection of the relevant qualities of the property, '17th-century canal ring area of Amsterdam within the Singelgracht', and the surrounding buffer zone within the Singelgracht canal. To this end the property manager will annual assesses the state of affairs within the property and the effectiveness of management and measures taken. Where necessary the property manager will revise the management plan based on its findings.

2.3.3 The Management Plan's term of validity

The first management plan's term of validity is five years, from the date of its adoption by the Central Amsterdam District's Executive Committee and the City of Amsterdam's College of Mayor and Aldermen (Municipal Executive). Until autumn 2009, the property manager will systematically assess the operation of the plan, revise it where necessary, and report to the World Heritage Committee through the agency of the ministry responsible for coordinating World Heritage, the Ministry of Education, Culture and Science. As specified in the Operational Guidelines, Section 108-119, the property must have a functioning management plan or system.

Key point 1:
The Central Amsterdam District will inform the Ministry of Education, Culture and Science of the evaluation and any revisions in a memorandum, which can also be submitted to the World Heritage Committee.

2.4 Declaration regarding the tasks and competences of the property manager

2.4.1 Introduction

The City of Amsterdam and the Central Amsterdam District will conserve '17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage and protect the property in accordance with the management plan. As property manager, the Central Amsterdam District is responsible for its day-to-day management.

2.4.2 Joint declaration

The Central Amsterdam District and the City of Amsterdam jointly declare, as the parties directly responsible for the protection of '17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage, that they will preserve this internationally recognised cultural heritage site for present and future generations of residents of and visitors to Amsterdam, in accordance with the World Heritage Convention (UNESCO, 1972) and associated Operational Guidelines for the Implementation of the World Heritage Convention, and the Statement of Outstanding Value set down by the World Heritage Committee.

The City of Amsterdam and the Central Amsterdam District, together with UNESCO's World Heritage Committee and the Kingdom of the Netherlands, recognise the canal belt (*grachtengordel*) as irreplaceable cultural heritage. This recognition implies an obligation to respect the outstanding universal value, authenticity and integrity of this 17th-century urban landscape, and to take the necessary measures to preserve it carefully as a historic part of Amsterdam within the Singelgracht canal.
The City of Amsterdam and the Central Amsterdam District strive for the lasting management of this World Heritage site, within the dynamics of a constantly changing, vibrant capital city.

The management plan, drawn up in collaboration with the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) and approved by the Central Amsterdam District Executive Committee and the Municipal Executive, sets out the way in which the effective protection and conservation of the nominated property and designated associated buffer zone is to be secured in a way appropriate to World Heritage site.

After inscription, the Central Amsterdam District will act as property manager. Sections 4.2.2 and 4.2.3 detail the district's responsibilities and competences in this function.

The Ministry of Education, Culture and Science (OCW), representing the Netherlands as State Party to the World Heritage Convention, can make solicited

and unsolicited recommendations to the Central Amsterdam District on the day-to-day management of the property.

Covenant between the Central Amsterdam District and the City of Amsterdam
The covenant signed between the Central Amsterdam District and the City of Amsterdam on the implementation of the property manager's responsibilities, tasks and competences makes up a part of the management plan.

Key point 2:
Subsequent to the management plan's approval by the Central Amsterdam District Executive Committee and the Municipal Executive, the Central Amsterdam District and the City of Amsterdam will have the covenant referred to in the declaration in Section 2.4 signed by the Executive Committee and Municipal Executive. The signed covenant will accompany the management plan and will be among the documents in relation to the nomination which the Ministry of Education, Culture and Science will submit to the cabinet, for inclusion with the nomination subsequent to cabinet approval.

2.5 Direct responsibility for coordination and conservation

2.5.1 Introduction
Many parties are involved in the effective protection of the property, '17th-century canal ring area of Amsterdam within the Singelgracht'. However, a single party is directly responsible for the coordination and implementation of the property's conservation: the property manager.

2.5.2 Property manager
Subsequent to the property's inscription on the World Heritage List, the Central Amsterdam District will be directly responsible as property manager for coordinating and implementing the protection and preservation of the property, '17th-century canal ring area of Amsterdam within the Singelgracht'. The district also bears direct responsibility for the conservation area 'Amsterdam within the Singelgracht canal, within which the property and designated buffer zone are located.

In consultation and with the support of the City of Amsterdam, the property manager will establish a World Heritage Office to fulfil an advisory role (see Section 4.4.4).

The measures for the preservation of the property and buffer zone within the conservation area 'Amsterdam within the Singelgracht canal' are detailed in Chapter 5.

2.6 Declaration of authorities' governmental responsibilities; stakeholders' declaration of intent

2.6.1 Introduction

The protection and conservation of an internationally recognised World Heritage site requires efforts on the part of many organisations, businesses and individuals. The management plan provides guidelines for the day-to-day management of the site, specifying the efforts required of the most important jointly responsible authorities and the stakeholders (see chapter 4).

2.6.2 Responsible authorities' declaration

1. The authorities below confirm their shared responsibility for the protection and preservation of the cultural heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' as UNESCO World Heritage.

3 They will base their policy and action on internationally recognised treaties, conventions and charters for World Heritage, intended for the protection of cultural and natural heritage, as referred to in Section 2.2.

4 They will use the nomination dossier, of which the management plan and site document are a part, as a guideline for the management, protection and preservation of the outstanding and universal value, authenticity and integrity, and for agreements on cooperation pertaining to such management.

5 They hereby declare that they will actively cooperate in preserving '17th-century canal ring area of Amsterdam within the Singelgracht' as internationally recognised World Heritage for present and future generations of residents of and visitors to Amsterdam, in accordance with the World Heritage Convention (UNESCO, 1972) and associated Operational Guidelines for the Implementation of the World Heritage Convention.

6 To this end they declare that they will contribute to a lasting and forward-looking approach to use, maintenance, research, education and tourism in relation to the property.

Signatories:

City of Amsterdam

Central Amsterdam District

Amstel, Gooi and Vecht Water Board

Key point 3:
Subsequent to the management plan's approval by the Executive Committee and Municipal Executive, the Central Amsterdam District and City of Amsterdam will have the declaration in Section 2.6 signed as a covenant by the jointly responsible authorities referred to in this section. The signed covenant will accompany the management plan and will be among the documents in relation to the nomination which the Ministry of Education, Culture and Science will submit to the cabinet, for inclusion with the nomination subsequent to cabinet approval.

2.6.3 Stakeholders' declaration of intent

2. The responsible authorities and stakeholders below confirm their joint responsibility for the protection and perseveration of the cultural heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' as UNESCO World Heritage.

7 They will base their policy and action on internationally recognised treaties, conventions and charters for World Heritage, intended for the protection of cultural and natural heritage, as referred to in Section 2.1.

3. They will use the nomination dossier, of which the management plan and site document are a part, as a guideline for the management, protection and preservation of the outstanding and universal value, authenticity and integrity, and for agreements on cooperation pertaining to such management.

8 They hereby declare that they will actively cooperate in preserving '17th-century canal ring area of Amsterdam within the Singelgracht' as internationally recognised World Heritage for present and future generations of residents of and visitors to Amsterdam, in accordance with the World Heritage Convention (UNESCO, 1972) and associated Operational Guidelines for the Implementation of the World Heritage Convention.

9 To this end they declare they will contribute to a lasting and forward-looking approach to use, maintenance, research, education and tourism in relation to the property.

Signatories:

- Amsterdam Federation of Housing Corporations (*Amsterdamse Federatie van Woningcorporaties*)
- Amsterdam Urban Restoration (*Stadsherstel Amsterdam N.V.*)
- Hendrick de Keyser Association (*Vereniging Hendrick de Keyser*)
- Amsterdam City
- Amsterdam Partners

Key point 4:
Subsequent to the management plan's approval by the Executive Committee and Municipal Executive, the Central Amsterdam District and City of Amsterdam will have the declaration of intent referred to in Section 2.6 signed as a covenant by the stakeholders referred to in this section. The signed covenant will accompany the management plan and will be among the documents in relation to the nomination which the Ministry of Education, Culture and Science will submit to the cabinet, for inclusion with the nomination subsequent to cabinet approval.

Chapter 3: Vision, objective and task

This chapter forms the core of the management plan. It examines the management vision, the basic principles of the management plan and the objective, task and measures associated with it. This section also describes the outstanding universal value, the authenticity and the integrity of the property. This section concludes with an operational plan and an action plan for the implementation of the management plan and the further improvement of the property's management.

3.1 Management Vision

3.1.1 Introduction

Ensuring effective protection and preservation of '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site requires a wide-ranging management vision shared by property manager, responsible authorities and stakeholders alike. The management vision is the foundation of the strategy for the plan.

3.1.2 Concept plan for protecting '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site

<u>The urban landscape of the ring of canals</u>

Nomination for the status of World Heritage site requires that the site in question has a place among the irreplaceable heritage of human history. The significance of the 17th-century ring of canals is not only to be found in the exceptional tangible character of this extensive urban expansion with no contemporaneous equal in Europe and the architecture of the Dutch Renaissance, Dutch classicism and later styles, but also in its intangible, universal, historical value. The ring of canals is an urban landscape interwoven with the historical developments and stratifications of contemporary Amsterdam within the Singelgracht.

<u>The 'story' of the ring of canals</u>

As well as protecting and presenting the material value of a World Heritage site, it is also imperative that its intangible values are protected and presented. What does the cultural heritage convey and within which socio-cultural and societal environment does the heritage site become significant?

<u>Concept plan for the management of the ring of canals</u>

The property manager, responsible authorities and stakeholders involved in the ring of canals consider it their shared responsibility and task to ensure the enduring protection and conservation of the outstanding universal value, authenticity and intact planning structure of the ring of canals.

The system for built heritage conservation in the Netherlands and the intensive policy measures taken by the Central Amsterdam District, the City of Amsterdam, and the Amstel, Gooi and Vecht Water Board over the last decades for the

protection of cultural-historic values together provide all the necessary guarantees for effective conservation of the property.

The management plan is, as intended by the World Heritage Committee, the instrument for coordination and integration. To these ends, it defines the objectives and site-specific tasks, examines the effect of relevant legislation and regulations, describes the types of collaborations and agreements it will be necessary to enter into, and clarifies the monitoring apparatus. It also discusses protocols with respect to social responsibility.

The effect of the management plan

The management plan is stratified, having functional effects and significance on three levels.

- Strategic level: how will the City of Amsterdam and Central Amsterdam District preserve the outstanding universal value of the World Heritage site in the medium to long term?
- Tactical level: what impact does nomination have on the property manager, responsible authorities and stakeholders?
- Operational level: what is necessary to maintain the status of a World Heritage site?

*S*trategic level – the long-term objective – is detailed in *3.4 Outstanding universal value*

Tactical level – the short term benefits for the site holder, responsible authorities and stakeholders – is detailed in *3.5 Authenticity and integrity*

Operational level – the actual measures for protection and management – is detailed in *3.6 Management and points for improvement*.

3.2 Basic principles of the management plan

3.2.1 Introduction

States party to the UNESCO World Heritage Convention 1972 declared their willingness to exercise their moral duty to identify, protect, conserve, present and transmit to future generations those World Heritage sites situated on their territory.

The inscribing of a site in the World Heritage List signifies universal recognition of the exceptional significance of the World Heritage site for a global audience. A World Heritage site is heritage about which it can unequivocally be stated that it is unique and irreplaceable and that its importance surpasses national concerns. This section details the basic principles of the management plan for '17th-century canal ring area of Amsterdam within the Singelgracht', based on the internationally applicable obligations ensuing from this convention.

3.2.2 International obligations

Each state party to the World Heritage Convention is responsible for developing and implementing effective management for each of its World Heritage sites. States do this in close collaboration with the property manager, responsible authorities and stakeholders of the properties comprising the World Heritage site (Operational Guidelines, Section 117).

Any heritage site, whether cultural or natural, that is nominated as a World Heritage site should have an appropriate management plan or other documented management system which should specify how the outstanding universal value of a property should be preserved by involved and affected parties (Operational Guidelines, section 108). A management plan contains an accountable, transparent description of how the management system functions (Operational Guidelines, section 111).

3.2.3 Basic principles of the management plan for '17th-century canal ring area of Amsterdam within the Singelgracht'

The management plan for '17th-century canal ring area of Amsterdam within the Singelgracht' must satisfy the conditions laid down by the World Heritage Committee. Specifically, it must conform to the following four basic principles:

- Effectiveness – the plan should ensure realisation of the objective;
- Coherence – the outlook, objectives, measures and tasks should be consistent;
- Functionality – the plan should be workable
- Realism – the plan should be achievable and implementable.

In order to satisfy these basic principles, the management plan describes:

- A declaration signed by property manager, responsible authorities and stakeholders (as partners in the site) detailing their direct involvement in, their shared outlook on, and their agreement to combine efforts in protecting and conserving the property and the buffer zone. This will supplement the nomination dossier.
- A cycle of planning, implementation, monitoring, evaluation, adjustment and re-evaluation of the management plan, set down by the property manager and coordinated by the World Heritage Office.
- Allocation of resources: provision of sufficient manpower, relevant expertise and sufficient time will be estimated and prepared for operation in the project plan to be drawn up for the World Heritage Office.
- Financing by the World Heritage Office: a project plan drawn up for this purpose by Central Amsterdam, with sections on implementation. A balanced and transparent description of the implementation of the management system. (management plan, specifically Chapter 4, agreements on tasks, competences and responsibilities, and Chapter 3 Section 3.6, improving management: operational plan and action plan)
- It is the task of the yet to be established Amsterdam World Heritage Office to realise the implementation of the plan and to direct and coordinate its execution.
- The operability of the management plan will be assessed in practice and adjusted where necessary.

3.3 Objective, task and measures

3.3.1 Introduction

This section describes the objective of the management plan, the task defined by the implementation a management plan and the measures to be taken for effective implementation.

3.3.2 Objective

The purpose of a management plan for a World Heritage site is to ensure the effective protection of the nominated property for present and future generations. (Operational Guidelines, Section 109).

The management plan for '17th-century canal ring area of Amsterdam within the Singelgracht' provides a guiding framework for effective protection of the site with:

- a specification of administrative responsibilities;
- attention for the tangible and intangible social significance of the property;
- an outline of future developments in and around the property.

3.3.3 Task

The management plan assumes contractual measures – determined by legislation, policy or mutual agreement by the property manager, responsible authorities and stakeholders – that will safeguard the effective coordination of conservation of the values of '17th-century canal ring area of Amsterdam within the Singelgracht' as a cultural World Heritage and integrated with developments within and outside (bordering on) the property.

The Amsterdam World Heritage Office holds responsibility for coordinating the implementation of the management plan. The implementation of the management plan will take place within all relevant levels, departments and sectors of Central Amsterdam District and the City of Amsterdam, and, where relevant, the other responsible authorities and the most important stakeholders.

3.3.4 Measures

The management plan describes the measures necessary for the protection and conservation of the property. The measures are laid out in Section 3.6 of the project plan and action plan and parts of the management plan, which should be updated on an annual basis by the World Heritage Office.

Effective management involves a cycle of long-term and short-term actions to protect, conserve and present the nominated property. (Operational Guidelines, Section 112). I lift t involves Reactive Monitoring and Periodic Reporting to the *World Heritage Committee* of UNESCO (Operational Guidelines, Section 113) (see section 8.1).

3.4 Outstanding universal values of World Heritage sites and '17th-century canal ring area of Amsterdam within the Singelgracht'

3.4.1 Introduction

The city centre of Amsterdam is unique – in many ways. Amsterdam attracts an enormous amount of visitors to its mediaeval heart with its variegated interplay of streets and pedestrian paths, its intimacy and atmosphere and the diversity of its inhabitants. The museums of Amsterdam are greatly renowned nationally and internationally, drawing many visitors to the city. Cultural life is richly multifaceted. Public space is used and experienced intensively.

This section describes the characteristics of the '17th-century canal ring area of Amsterdam within the Singelgracht' that the UNESCO World Heritage Committee will use as a basis for determining the site's outstanding universal value. The ssecion concludes with an explanation of remaining factors for consideration.

3.4.2 Procedure for determining Outstanding universal value

Global significance

'Outstanding universal value' means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity.
The objective of the de UNESCO's 1972 World Heritage Convention is the the permanent protection of this heritage, which has been part of human history throughout the centuries and is therefore considered irreplaceable.
It is the World Heritage Committee that defines the criteria for the inscription on the World Heritage List of properties proposed by a nation that has agreed to implement the international treaty. (Operational Guidelines, Section 49).

Proposal by State Party

In its proposal – the nomination – the State Party must demonstrate by what means it wishes and will be able to ensure the conservation of the proposed site into the future. The member state must demonstrate to the world community its extent, size and significance, its possible historical significance and a vision of its future. In addition, the nomination must demonstrate why the property merits the status of cultural or natural World Heritage site. All these points are covered using a list of questions drawn up by the World Heritage Committee.

Recommendation by Advisory Bodies

Submission of the nomination dossier to the secretariat of the World Heritage Committee (annually, before 1 February), is followed by on-site evaluations by UNESCO's official international advisory bodies, non-governmental organisations (NGOs). In the case of cultural World Heritage, this is the International Council on Monuments and Sites (ICOMOS). The NGOs advise the World Heritage Committee on whether outstanding universal value can be established and whether it would be justified for the heritage site to be placed on the World Heritage List.

The World Heritage Committee adopts the Statement of Outstanding Universal Value

At the time of inscription of a property on the World Heritage
List, the Committee, the Committee, advised by the NGOs, adopts a Statement of Outstanding universal value. From that moment on, this statement is the key reference for the future effective protection and management of the property as a World Heritage site, by the State Party (*Operational Guidelines*, Section 51).

States Party commitment to outstanding universal value

Nominations presented to the Committee shall demonstrate the full commitment of the State Party to preserve the heritage concerned, within its means. Such commitment shall take the form of appropriate policy, legal, scientific, technical, administrative and financial measures adopted and proposed to protect the property and its outstanding universal value (*Operational Guidelines*, Section 53).

. Dutch policy is that primary responsibility for the conservation of the World Heritage site lies with those directly involved with the property and the responsible authorities. This policy was expressed in December 2001 by the former state secretary for culture and approved by the Second Chamber of the Dutch parliament.

3.4.3 Criteria for 'Outstanding Universal Value'

Ten criteria

In order for a cultural or natural heritage site to be added to the World Heritage List it must satisfy a least one of ten criteria specified in the Operational Guidelines *for the Implementation of the World Heritage Convention* (Section 77). This list of criteria was adopted for the purpose of assessing and determining whether Outstanding universal value can be established. In its Statement of Outstanding universal value the World Heritage Committee indicates whether the property concerned satisfies one or more of these criteria.

Criteria relevant to the ring of canals

Of the ten criteria, three are of primary importance to determining the outstanding universal value of '17th-century canal ring area of Amsterdam within the Singelgracht' (i), (ii), and (iv).[22] These state that the site concerned should:

- (i) '*represent a masterpiece of human creative genius*'
- (ii) *'exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design'*
- (iv) *'be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history'*

[22] Operational Guidelines, par. 77

Characterising themes

To reach the conclusion that the nomination for the inscribing on the World Heritage List of '17th-century canal ring area of Amsterdam within the Singelgracht' is justified, in the preceding period it is necessary to distinguish those matters for consideration that demonstrate the significance of the property; they form the basis of the Statement of Outstanding universal value.

This is the departure point for outlining the importance of the property; the reasons why it is superior to comparable sites in human history and historical sites shall also be examined.

Relevant criteria in relation to characterising themes

The nomination dossier to be submitted by the Netherlands for '17th-century canal ring area of Amsterdam within the Singelgracht canal' contains the explanatory details of those characterising themes for a World Heritage site in with respect to criteria (i), (ii) and (iv). These descriptions should justif the inscription of the property, or, in other words, indicate why these criteria should apply in this case. Criteria (i), (ii) and (iv) are expounded upon in the following using several of the characteristics that are further details in the nomination dossier.

Criterion (i)

Here follows the definitions of the most important terms in criterion (i) 'represent a masterpiece of human creative genius,' as used in this document:

- 'masterpiece': an exceptional example of complete and perfect craftsmanship;
- 'creative': the first or best of a cultural or stylistic development with regard to inventiveness and originality;
- 'genius': the product of a great intellectual or artistic talent producing work of high (unique) artistic, technical or technological standard;
  - 'a masterpiece of creative genius' is thus an exceptional example of a work by a great intellectual or artist that is also of high artistic, technical or technological standard, developed within an existing cultural environment or came into existence in a particular period.

In this context, characteristics will be described of the '17th-century canal ring area of Amsterdam within the Singelgracht' that constitutes an exceptional example of a historical urban landscape:

- urban planning 'artefact'
  - the urban landscape of the ring of canals, a milestone in the history of the development of canal cities in the Republic of the Seven United Provinces of the Netherlands in the 17th century -

- icon
  - a pinnacle in the history of town planning: the consistently implemented geometric system of canals, concentric and juxtaposed, creating 'islands' of closed blocks of houses with their ornate shared gardens (*keurtuinen*), transected radially by connecting canals and side streets -

- scale
  - the scale of the ring of canals: the most extensive urban expansion in 17th-century Europe -

- system based on principles drawn from antiquity
  - the core organising principles when laying out the city in the 17th-century: mathematics, functionality, efficacy, and beauty -

- technical skills
  - the tools required for this urban expansion: land surveying, water management techniques, architecture and civil engineering -

- ideology defined not on a state level, but on a city level
  - the civic leaders, investors and merchants, who, in an expression of civil culture and their role as guiding patricians with a pragmatic urban ideology, gave the city its unique layout and its unique place in the world of the 17th-century.

Criterion (ii)

Criterion (ii) – 'exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design' – recognises the importance of interchange between historical and present day cultures that made contributions to the development of architecture, technology, art, town planning and landscape design through the centuries.
To demonstrate this, and in accordance with the *Operational Guidelines*, the nomination should also contain a comparative study. It should make clear that what is being proposed here is superior to comparable sites.
The following are examples of some of the features of 17th-century canal ring area of Amsterdam within the Singelgracht canal that can be used to illustrate progress and innovation.

- economic development
  - the freedom of conscience and religion that existed in the 17th-century that was a catalyst for immigration from elsewhere in Europe, and which triggered and sustained the economic development of Amsterdam, and gave the city its global economic status -
- exchange
  - global trade and freight transport as bearers of mutual influence and cultural, scientific and artistic exchange throughout Europe, the Asian world, the Caribbean region and some coastal regions South America
- arts and crafts
  - trade and the freedom of conscience, press and religion as sanctuary for cartographers, writers, publishers, philosophers, painters and composers -
- city planning
  - the enormous urban expansion and the geometric layout as a model for urban planning elsewhere in the world -

- architecture
  - the late 16th-century and early 17th-century Dutch Renaissance and 17th-century Dutch classicism as a source of stylistic inspiration for architecture around the Baltic and in England -
- World Heritage sites
  - Amsterdam as a key and a link to many World Heritage sites throughout the world and elsewhere in the Netherlands -

Criterion (iv)

Criterion (iv) - *'be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history'* – requires detailing of the exceptional and unique qualities of the property, which can only be achieved through comparison.

Characteristics demonstrating the exceptional nature of the urban architectural landscape of the '17th-century canal ring area of Amsterdam within the Singelgracht' include:

- urban landscape
  - the geometric concentric layout of the ring of canals, the conservation area and the thousands of listed historical buildings located there as determinant for the exceptional characteristics of this urban landscape -is
- hierarchy
  - the canals varied in function and grandeur, in accordance with the urban planning principle of the 'functional city '
- canal cross-section
  - consistent arrangement of facade, street, avenues of trees, quayside, canal and so on; the facades constructed to equal heights creating a balanced canal profile.
- the architecture of the canal house as an architectural theme
  - the typological phenomenon of canal house architecture as typified by the consistent arrangement of the facade in plinth, storeys, vertical joints and varied gables -
  - *'keurtuinen'*, ornate shared gardens
  - the *keurtuinen*, ornate shared gardens instituted as a protection of the urban environment as early as the 17th century, preventing undesired construction in the open area within the residential area -
- Dutch Classicism
  - the master builder as the artist-architect of Dutch Classicism, creating a directly interpretable 'translation' of international classicism within a distinct idiom -
- architecture without architects
  - the craftsmen, draughtsmen and masons employed by the construction companies were the actual architectonic designers of most of the buildings in the ring of canals -
- interior
  - the rich interior decoration of the palatial buildings along the canals, including ornamental stucco work, painted wallhangings, marble hallways, the characteristic reception rooms and the bow-fronted *'koepelkamers'* -

- bridges as a feature of the canal city
  - the historical bridges as visually and spatially determinant elements of the cityscape
- warehouses
  - historical warehouses built for storage of goods as outstanding and characteristic elements of the urban landscape, now primarily used as residences, focusing on the method of their construction and their scale.

3.4.4 Other factors to be considered

It is a fundamental condition for the inscribing of a property on the World Heritage List that the World Heritage Committee is convinced of its outstanding universal value. The Comparative Analysis underpins the justification of the criteria and themes inherent to outstanding universal value.

The condition 'authenticity' is used to assess the credibility and genuineness of the outstanding universal value of a property and requires a description of the characteristics of the property. To this end, the nomination dossier contains a Statement of Authenticity (*Operational Guidelines*, Sections 79-86).

The condition 'integrity' is used to assess the comprehensiveness and integrity of the outstanding universal value of a given property and requires for that purpose a description of the characteristics of the property. A statement of integrity must then also be included in the nomination (Operational Guidelines, Sections 87-94)

3.5 Authenticity and integrity of the ring of canals as a World Heritage site

3.5.1 Introduction

Amsterdam city centre is a coherent system of architectural urban planning structures that have undergone multiple developments over the centuries. The principal structure of the urban planning of the city centre is determined by its late mediaeval heart, the ring of canals and other 17th-century urban expansions with districts such as the Jordaan, the Leidsebuurt, the Weteringbuurt (Noortse Bos), the Utrechtsebuurt, and the Plantage (which was constructed in the 17th century and allowed to become a residential area in the 19th century). Other notable urban developments in Amsterdam include the 19th-century ring located on the inner side of the Singelgracht, the spatial interventions in the years following the Second World War (Weesperstraat and the IJ tunnel through-road), the large-scale urban renewal of the Nieuwmarkt district, and finally the most recent changes along the south bank of the River IJ.

The urban landscape of Amsterdam within the Singelgracht is characterised by the strong coherence of the predominantly intricate historical spatial structures and, in most areas of the historical city centre, by a visual appearance that is homogeneous in its parcelling, building type and architecture.

This section focuses on clarification of 'authenticity' and 'integrity' as key concepts contained in the Operational Guidelines (Sections 79-95) with respect to '17th-

century canal ring area of Amsterdam within the Singelgracht'. This section also describes how the World Heritage Committee and its advisory body ICOMOS take these conditions into consideration when drawing up a Statement of Outstanding universal value and how these conditions remain in force subsequent to the inscription of World Heritage site on the World Heritage List.

3.5.2 Determining authenticity and integrity

A. Authenticity

International obligations in accordance with the Convention
The World Heritage Convention requires states party to indicate in their nominations those attributes that distinguish the authenticity of the site (Operational Guidelines, section 82). The statement of authenticity drawn up by the state party should assess the degree to which authenticity is present (*Operational Guidelines*, Section 85).

Operational Guidelines

The Operational Guidelines document provides guidelines for the identification and description of the authenticity (Operational Guidelines, sections 79-86). The guidelines include:

- The reliability of source material determines the extent to which value can be ascribed to a heritage site

- Knowledge and understanding of these sources of information, in relation to original and subsequent characteristics of the cultural heritage, and their meaning, are the requisite bases for assessing all aspects of authenticity (section 80);
- Depending on the type of cultural heritage, and its cultural context, properties may be understood to meet the conditions of authenticity if their cultural values are truthfully and credibly expressed through a variety of attributes including:

o form and design;
o (building) materials used;
o use and function;
o (existing) traditions, techniques and management systems;
o location and setting/intangible context;
o language (linguistics) and other forms of intangible heritage;
o deeper significance, spirit and feeling;
o other internal and external factors (Section 82).

- The use of source material permits meticulous elaboration of the specific artistic, historic, social, and scientific dimensions of the cultural heritage being examined (Section 84).
- In relation to authenticity, the reconstruction of archaeological remains or historic buildings or districts is justifiable only in exceptional circumstances. Reconstruction is acceptable only on the basis of complete and detailed documentation and to no extent on conjecture (Section 86).

- The Nara Document on Authenticity, which is included in the Operational Guidelines in Annex 4, provides a practical basis for examining authenticity in or of a property (Section 79).

Guidelines for addressing authenticity

Nara Document[23]
The Nara Document on Authenticity (1994)
ICOMOS Resolution – resolutions adopted during or originating from ICOMOS symposia

The Nara Document provides a practical basis for the identification and maintenance of the condition of authenticity. Authenticity is one of the founding principles of the World Heritage Convention and its Operational Guidelines. The document also identifies cultural diversity and diversity of heritage.

In 2008, the World Heritage Committee pronounced that authenticity and integrity are essential components of the Statement of Outstanding Universal Value for any World Heritage site.

The Nara Document is intended to clarify the notion of authenticity. Since 2005, the Nara Document has also been included in the Operational Guidelines, simultaneously with the adoption of the condition of integrity (for cultural heritage).

The authenticity of a property, and all components thereof characterised by their authenticity, make the outstanding universal value of the property convincing and credible.

B. Integrity

International obligations in accordance with the Convention
The *World Heritage Convention* states that all properties nominated for inscription on the World Heritage List shall satisfy the conditions of integrity (Operational Guidelines, Section 87). In its statement of integrity, the States Party will indicate to what extent the property in question has integrity (Operational Guidelines, Section 88).

Operational Guidelines
The Operational Guidelines provide a practical basis for establishing and describing the integrity of the property (Operational Guidelines, section 87-94). These principles include the following:

- integrity is a measure of the wholeness and intactness of the natural and/or cultural heritage and its attributes. Indicating the condition of integrity in a statement therefore requires assessing the extent to which the property:

[23] Link: The Nara Document on Authenticity, http://whc.unesco.org/archive/nara94.htm

- o includes all elements necessary to express its outstanding universal value;
- o is of adequate size to ensure the complete representation of the features and processes which convey the property's significance;
- o suffers from adverse effects of development and/or neglect (section 88).
- For properties nominated under criteria (i) to (vi), the physical fabric of the property and/or its significant features should be in good condition, and the impact of deterioration processes controlled. A significant proportion of the elements necessary to convey the totality of the value conveyed by the property should be included. Relationships and dynamic functions present in cultural landscapes, historic towns or other living properties essential to their distinctive character should also be maintained (par. 89).

3.5.3 Integrity of the property

Conservation area

The extent to which the cultural heritage site of the property, '17th-century canal ring area of Amsterdam within the Singelgracht', has remained whole and intact, is described in the explanatory notes to the designation of 'Amsterdam within the Singelgracht' (1999):[24]

> 'The historical spatial structure of the area is almost entirely whole and intact. It is characterised by a systematic and, in comparison with the mediaeval city, more spacious and larger scaled construction of waterways, roads and blocks of buildings. The spatial structure is determined primarily by the four inner canals the Singel, Herengracht, Keizersgracht and Prinsengracht that curl around the mediaeval city centre and the streets on the quaysides on both sides of these canals. (. .) Several narrow radial canals intersect the above-mentioned primary structure of the canal system. These are accentuated on the diagonal by the bay windows and/or turrets of the buildings at the corners of the primary and radial canals. (. .) The trees on the quaysides on both sides of the canals are prominent features in the overall profile and visual effect. The pavements laid out around the buildings form an important characteristic in the profile, with their stairways, often made of stone, leading up to the main front door or the basement.'

Built heritage policy

The built heritage and archaeology policy that has been operational in Amsterdam the last several decades has also sparked a great deal of interest in the value of existing spatial structures in the cultural-historical value of built heritage and the city in general.

in accordance with the Monuments and Historical Buildings Act 1988 and the municipal Monument Regulation, the cultural-historical values of the ring of canals are protected in the following ways:

- Amsterdam within the Singelgracht designated a conservation area by Dutch central government;

[24] Amsterdam within the Singelgracht, conservation areea (*Amsterdam binnen de Singelgracht, beschermde stads- en dorpsgezichten*), p. 21

- 3466 structures within the ring of canals designated as monuments by central government and 443 structures placed on the municipal monuments list (as of 1 January 2008)
- 3466 structures within the buffer zone designated as monuments by central government and 443 structures placed on the municipal monuments list (as of 1 January 2008)

In addition to these conservation measures, the City of Amsterdam is uses several other tools to protect, maintain and increase the cultural-historical values of the ring of canals and its characteristic features.

- Zoning plans have been adopted with the explicit objective of protecting the conservation area;
- The protective zoning plans included the drawing up of Classification Maps (*Waarderingskaarten*) indicating the locations of buildings of Class 1, Class 2 and Class 3, all of which benefit from a higher level of protection than other buildings in the area.
- In the event of large-scale restoration, the Amsterdam Office for Built Heritage and Archaeology provides assistance in the form of research into the history of the building's construction and advice and guidance with respect to the restoration itself;
- Restoration protected buildings are subject to the regulations on execution contained in the Built Heritage Quality Requirements Programme (*Programma van Eisen Kwaliteit Monumenten*).
- The Office for Built Heritage and Archaeology may choose to implement a Cultural-Historic Impact Report (*Cultuurhistorische Effectrapportage*, *CHER*) for spatial planning;
- The Office for Built Heritage and Archaeology is developing a digital Cultural-Historic Atlas which will provide a clearer understanding of the characteristics of specific locations.

See section 5.1.2 for a closer examination of these instruments.

The nomination dossier should contain a Statement of Authenticity and a Statement of Integrity

3.6 Management of World Heritage, including points for improvement

3.6.1 Introduction

The management plan for '17th-century canal ring area of Amsterdam within the Singelgracht' contains several different kinds of points of particular interest. They have been included tp, in the light of these, systematically and effectively implement the plan – initially by the City of Amsterdam and the Central Amsterdam District. The operational plan is a component of the management plan. The points of particular interest, which will become action items, are laid out schematically in the table below.

In preparing and framing the management plan it understandably became apparent that there were gaps in the municipal apparatus between the City of Amsterdam and the Central Amsterdam District. These must be filled (as indicated by the Operational Guidelines section 109: 'The purpose of a management system is to ensure the effective protection of the nominated property for present and future generations.') in order to achieve a coordinated and integrated management system. A management system and with the active objective of preserving preserve into the future the outstanding universal value of the ring of canals and directing the orderly application of the relevant conditions of authenticity (Section 82) and integrity (Section 87).

Following submission of the nomination, the feasibility of the management plan will be assessed by the UNESCO's World Heritage Centre and the advisory body the International Council on Monuments and Sites (ICOMOS). Their findings will form part of the World Heritage Committee's decision-making process.

The project plan is also intended to serve as a model for the Action Plans that will be drawn up on an annual basis by the Amsterdam World Heritage Office. These action plans describe which action items will be carried out to further implement, update and supplement the management plan. To this end, the action plan drawn up on annual basis will contain specific action points with objectives and results indicators, schedule and participants.

3.6.2 Operational plan for the management plan for the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht canal'

NOTES FOR READERS

- The left column contains the preconditions for an operable management plan.
- The second column from the left contains the themes of the management plan.
- The upper row defines the phases for framing and implementing the management plan: 'orientation' indicates the phase during which the plan is to be framed; 'planning' indicates the phase during which those tasks will be realised that are required for the nomination dossier; 'implementation' indicates the implementation phase of the management plan devoted to the assessment for the nomination dossier.
- In the 'orientation' column, information following 'issue' indicates information about lacunas, and 'assessment' indicates how those lacunas are to be filled.
- The planning column contains information about the choice of method to fill the lacuna. Each theme ends with a 'product'
- The last column, 'execution', contains information about the result to be achieved for the purposes of assessment for the the nomination dossier

NB Further detailing of the products can be found in the corresponding Action List

	THEME ⇓ PHASE ⇒	ORIENTATION	PLANNING	IMPLEMENTATION
TASK	**1. VISION OF MANAGEMENT OF WORLD HERITAGE**	**Issue**: - Responsibilities unclear - Lack of management leadership - Insufficient development of support among and collaboration with responsible authorities and stakeholders 00000000000000000000000000000 **Assessment:** - Urgent need to arrange organisation and coordination	**Selected model:** - World Heritage Office - World Heritage Steering Committee - World Heritage Platform ***Plan for organisation and coordination***	**Result**: - World Heritage Office coordinates and directs. - World Heritage Steering Committee decides upon, is responsible for, and regulates preconditions. - World Heritage Platform ensures that there is support and shared effort
	2. COMMUNICATION - **OBJECTIVE** - **TARGET GROUP** - **INTERVENTION**	**Issue**: - Lack of clear view on objective, target group and intervention 00000000000000000000000000000 **Assessment**: - Urgent need for action towards responsible authorities - Urgent need for action directed towards stakeholders (most important are those owning real estate in the property) - Communication plan aimed at informing residents and occupants must be drawn up as soon as possible.	**Selected information and communications strategy** - responsible authorities – consultation at (local) government level - stakeholders – bilateral consultation and later platform meetings - provision of information for residents and occupants - 00000000000000000000000000 ***Communication Plan***	**Result**: - covenant on outstanding universal value and implementation of management plan - Declaration of intent for stakeholders on conservation of outstanding universal value and implementation of management plan - facilities for acquiring information o municipal information centre

				o website o articles in media, letters to residents

	3. PUBLICITY	**Issue**: Not yet determined - implementer - setting up of publicity plan - preparation and realisation of means of communication **Assessment**: Quick scan solutions: - means of communication and proposal for implementation	**Selected implementing organisation** **selected means of communication** - information centre - website - cultural tourism - eritage education - information media/methods, signposting - events - UNESCO emblem 00000000000000000000000000 ***Publicity plan***	**Result**: - Commence implementation of Publicity Plan - Progress monitoring
	4. RESEARCH	**Issue**: Not yet determined - Implementer - Monitoring matrix, indicators - Monitoring plan 00000000000000000000000000000 **Assessment**: Quick scan solutions: - Sources and documents have been	**Selected implementing organisation** **Set up monitoring matrix**: - identify indicators - identify sources - further measurements required? **Set up monitoring strategy**	**Result**: - Description of monitoring and reporting process - Commence fusion of Monitoring Plan - Monitoring of progress

		inventoried - organisations conducting measurements and examinations have been inventoried	- who measures wha when - hoe analysis and interpretation of data: who and how - reporting: who, when, how and to whom 00000000000000000000000000 ***Monitoring plan***	
	5. CONSERVING OUTSTANDING UNIVERSAL VALUE, AUTHENTICITY & INTEGRITY, AND RISK PREPAREDNESS	**Issue**: - Built heritage conservation and conservation area arranged - There are developments influencing the property - There are lacunas in the risk preparedness 00000000000000000000000000000 **Assessment**: - consequences of protection of outstanding universal value and authenticity and integrity on the urban planning instrumentation required - Inventory of risks and measures required - Action plan for measures relating to lacuna in risk preparedness	**Views on** (possibly negative), and legitimisation of, policy and choices with respect to **influencing factors** - high-rise buildings at various locations - Metropolitan projects in, under and adjacent to the property **Risk Preparedness,** summary of risks and measures: - fire, vandalism, water level 00000000000000000000000 ***Conservation Plan***	**Result**: - Framing of o Zoning plans o Policy documents on building aesthetics o overall structural plan (*Structuurvisie*) **with the effect of** preserving outstanding universal value and authenticity and integrity in accordance with international guidelines - formulation and implementation of Safety Plan - Progress monitoring
	6. MANPOWER	**Issue**: - Regular deployment for built heritage	**Frame World Heritage Office**	**Result**:

		conservation and a liveable city centre is available on a structural basis - Extra deployment for World Heritage site has not been arranged on a structural basis and is insufficiently available on an incidental basis. - Assessment of the required extra deployment of manpower has not yet been carried out - Assessment of the required expertises has not yet been carried out 00000000000000000000000000000 **Assessment**: - Urgent need to establish project organisation	**Project Plan** - required deployment, in hours - required deployment with respect to expertise 00000000000000000000000 ***World Heritage Office Project Plan***	- Operationeel Bureau Werelderfgoed Operational World Heritage Office
	7. FINANCE	**Issue**: - financial resources for standard measures relating to built heritage conservation and a liveable city centre have been budgeted for on a structural basis - additional financial resources for additional measures relating to the World Heritage site have not been reserved 00000000000000000000000000000 **Assessment**: - Use management plan and operational plan to draw up a budget for extra measures	**Allocation of financial resources** for manpower and materials 00000000000000000000000 ***Budget***	**Result**: - Adequate resources for the execution of the management plan and operational plan - Annual statement of accounts
	8. TIME	**Issue**: - Amount of time available for realisation	**Schedule outline**	**Result**: - Progress monitoring of

		of implementable management plan and operational plan is very limited. - No step-by-step plan available for the realisation of implementable management plan 0000000000000000000000000000000 **Assessment**: - Operational plan serves as reference for a step-by-step plan for realisation of the management plan	- who does what when - operational plan and action plan form basis 0000000000000000000000 ***Calendar and schedule***	calendar and schedule
MANGEMENT	**9. LEADERSHIP**	**Issue**: - insufficient management and direction 0000000000000000000000000000000 **Assessment**: - arrange management of World Heritage site, preferably Project Management Bureau	**Appointment of Coordinator to World Heritage Office** - formal appointment - competences - setting of tasks - communication with Office members, administrators, responsible authorities and stakeholders **Assignment for the coordinator**	**Result**: - Direction and coordination - Balanced collaboration
	10. ORGANISATION	**Issue**: - manpower deployment uncoordinated - no harmonisation on collaboration and division of tasks 0000000000000000000000000000000 **Assessment**:	**World Heritage Office plan of action**: - mobilisation of energies - formalisation of competencies, responsibilities and setting of tasks - communication	**Result**: - Information - Progress monitoring - Reporting

		- willingness and support exists	- reporting 00000000000000000000000 ***Conference Plan***	
	11. INFORMATION AND DOCUMENTATION	**Issue**: - as present, no implementation plan available 00000000000000000000000000000 **Assessment**: - management plan, operational plan and action items provide a basis	Develop Operational Plan and Action Plan into a short-term Implementation Plan and Annual Operating Plan 00000000000000000000000 ***Implementation Plan (short-term)*** ***Annual Operating Plan***	**Result**: - Start Implementation Plan - Heritage Office Annual Operating Plan - World Heritage Office Annual Report

3.6.3 Action Plans

This section contains the following action pans

1 Organisation and coordination	5 Conservation of outstanding universal value and authenticity & integrity
2 Communication	6 World Heritage Office Project Plan (including operational plan, themes 8-11)
3 Publicity	7 Budget
4 Monitoring	

1. Organisation and Coordination Plan

No.	Section	Time	Action Point	Objective/Result	Key Players
6	4.4.2	Aug	Adopt, introduce and, implement management	Safeguarding of the cultural historical values, laid down in a	Responsible parties

No.	Section	Time	Action Point	Objective/Result	Key Players
			plan Development of the model for formulation of annual action plans with respect to the working method for regular monitoring	Statement of Outstanding Universal Value, of the World Heritage site 'Amsterdam's 17th-century ring of canals within the Singlegracht canal'.	
2	2.4.2	Aug	Frame a covenant between the two main parties sharing responsibilities – Central Amsterdam (property manager) and the City of Amsterdam – that lays down the rules for division of tasks and responsibilities with respect to the property.	A clear division of tasks and responsibilities between the main responsible authorities for the property and the buffer zone.	Central Amsterdam District and the City of Amsterdam
3	2.6.2	Sept	Signing of Covenant by responsible authorities with respect to shared responsibility for the implementation of the management plan.	Assurance of shared administrative responsibility for the management and preservation of the World Heritage site's outstanding universal value	Central Amsterdam, Amstel, Gooi and Vecht Water Board (AGV)
4	2.6.3	Sept	Consultation with most important stakeholders (with real estate in property) and signing of declaration of intent with respect to shared commitment to the conservation of the values of the World Heritage site	Support for, and cooperation in, the preservation of the outstanding universal value of the World Heritage site.	Central Amsterdam, BMA, 'most important' stakeholders
1	2.3.3	Till end 2009	Evaluation and, where necessary, readjustment of management plan; draw up memorandum on this subject for the Dutch Ministry of Education, Culture and Science (OCW).	Memorandum for the nomination dossier	World Heritage Office in consultation with Steering Committee

2. Communications plan

No.	Sect.	Time	Action Point	Objective/Result	Key Players

7	4.4.3	Sept	Create World Heritage site Steering Committee (preferably with supervisory board), World Heritage site Office and World Heritage site Platform . Invite external chairperson to chair the Ring of Canals World Heritage site Stakeholders Platform.	Ensure proper organisation and coordination, in order to realise an effective, precise and a operable management plan that will have the support of the organisations in the Steering Committee and the Platform and that can be coordinated by the World Heritage Office	property managers and responsible authorities
	6.1	Sept	Formulate communication plan for the further development and implementation of the information and communications strategy. The plan should indicate the staffing or financial contribution to be made by the departments and organisations named on the yet to be formulated Communications Resource Matrix.		Office for Built Heritage and Archaeology in consultation with Central Amsterdam

No.	**Sect.**	**Time**	**Action Point**	**Objective/Result**	**Key Players**
	6.4	Oct	Formulate action plan for informing and communicating with the local community.	Creation and preservation of support and communal commitment.	Central Amsterdam and Office for Built Heritage and Archaeology
8 21	4.5.3 5.1.3	Dec	Inform the Amsterdam Urban Development Board and the Building Aesthetics and Built Heritage Agency of the intended Dutch proposal for the Statement of Outstanding Universal Value and the authenticity and integrity of the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' as part of the nomination (Section	Board and Agency refer to these conditions when advising on permit requests within the property and surrounding buffer zone.	Office for Built Heritage and Archaeology

			3.b., nomination format).		
	6.2	2009	Set up municipal information centre for residents, employers, institutions and companies where these parties can get information over the consequences of registration as a World Heritage site. Make the existence of the information Centre known to residents and employers in Central Amsterdam. Formulate document and establish working method of this Information Centre	Informing of affected parties about the consequences of inscription on the World Heritage list.	Office for Built Heritage and Archaeology in consultation with Central Amsterdam

No.	Sect.	Time	Action Point	Objective/Result	Key Players
11	5.1.1	2009	In consultation with the stakeholders, develop a strategy for optimising the focus of attention on both the material 'conservation' and the intangible 'presentation'	Support for both tangible and intangible support for heritage site.	Central Amsterdam and the City of Amsterdam: the Office of Built Heritage and Archaeology and the Social Development and Economic Affairs Department
	6.9	2009	Formulate implementation plan with respect to educational projects in the area of the canal rings as a World Heritage site, in collaboration with educational partners.	Understanding for and appreciation of the outstanding universal values of the World Heritage site	Office of Built Heritage and Archaeology, Central Amsterdam, the Social Development and Economic Affairs Department, City Archives, educational institutions, museums.

3. Publicity Plan

No.	Sect.	Time	Action Point	Objective/Result	Key Players
	6.1	Sept	Formulate publicity plan for the further development and implementation of the information and publicity strategy. The plan should indicate what contribution to the staffing or funding will be provided by the departments and organisations named in the yet to be formulated communications resource matrix.	Implementation of the publicity plan	Central Amsterdam, Office of Built Heritage and Archaeology, Communications Department, Amsterdam Tourism and Convention Board

No.	Sect.	Time	Action Point	Objective/Result	Key Players
	6.5	2009	Agreements between Central Amsterdam District as property manager and the Built Heritage and Archaeology Office, on the one hand, and the museums located in the canal rings and in the buffer zone and the Amsterdam Tourism and Convention Boardand Amsterdam Partners, on the other, about the possibility of increasing cultural tourism to 'Amsterdam's 17th-century rings of canals within the Singelgracht'.	High-quality attractions for cultural tourism in and on the ring of canals and information about them. If necessary, take measures to counteract undesirable effects of excessive numbers or concentrations of visitors.	World Heritage Office and various cultural and tourism-related organisations
	6.8	2009	Enter into agreement with Amsterdam Partners and the Amsterdam Tourism and Convention Board to ensure that city marketing relating to the canal rings as a World Heritage site promotes tourism. And that it does so in such a way that it has positive results for the heritage site and helps prevent damage.	Promote sustainable tourism that contributes to the atmosphere of the Ring of canals and does not damage the heritage. If necessary, take measures to counteract undesirable effects of excessive numbers or	World Heritage Office, Amsterdam Tourism and Convention Board, Amsterdam Partners.

No.	Sect.	Time	Action Point	Objective/Result	Key Players
				concentrations of visitors.	
	6.3	2010	Consult with the Amsterdam Tourism and Convention Board and relevant municipal services about signposting of property and supervision of proper implementation.	Signposting of the property.	Central Amsterdam, Amsterdam Tourism and Convention Board
	6.12	2008	Development of a official in multilingual website 'Amsterdam canal rings World Heritage' and link this to relevant municipal, tourist with a cultural historical websites (Section 8.d., format nomination)	Provision of digital information	World Heritage Office
	6.3	2010	As a component in the communication plan, coordinate the use of the World Heritage emblem in accordance with the Operational Guidelines for the Implementation of the World Heritage Convention	Clarity with respect to use of the World Heritage emblem	Central Amsterdam/World Heritage Office
	6.7	2010	Take into consideration the possible risks for the internationally recognized cultural historical values of the canal rings when evaluating licence requests for events, and also bring to the attention of event organisers their shared responsibility for appropriate behaviour with regard to the nature and significance of the World Heritage site, 'Amsterdam's 17th-century canal ring within the Singelgracht', and its designated buffer zone.	Prevent threat to cultural historical values through organised events	City of Amsterdam, Central Amsterdam/World Heritage Office
	6.7	2010	Establish whether the event celebrating Of 400 years of canals can be related to the possible designation of Amsterdam's 17th-century ring of	Awareness of and support for ring of canals as World Heritage site	Central Amsterdam/World Heritage Office

No.	Sect.	Time	Action Point	Objective/Result	Key Players
			canals as a World Heritage site.		
	6.7	2010	Examine in what ways the City of Amsterdam shall communicate the pronouncement of the World Heritage Committee on the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht', and make preparations for it.	Awareness of and support for ring of canals as World Heritage site	City of Amsterdam, Central Amsterdam/World Heritage Office

4. Research and monitoring

No.	Par	Time	Action Point	Objective/Result	Key Players
	5.1.2	Sept	Adopt a memorandum containing the key monitoring indicators for reporting to UNESCO's world Heritage Centre from the Built Heritage Programme in the Programme Agreement 2006-2010, the annual Central Amsterdam budgeting programme and Central Amsterdam's annual report. The result indicators shall be included in the elaboration of the nomination format, 6a, 'Key indicators for measuring state of conservation'.	For the nomination dossier. Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Office for Built Heritage and Archaeology, Department for Research and Statistics
	8.1	Sept	Monitoring matrix to be established that includes the most important indicators for systematic monitoring. Besides the indicators, the matrix shall also indicate where the information about the indicators can be found. See also 5.1.2.	For the nomination dossier. Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Office for Built Heritage and Archaeology, Department for Research and Statistics
	8.1	Sept	Monitoring plan to be adopted for the further development and implementation of the regular monitoring strategy. The Monitoring plan should delineate which contributions with regard to content,	For the nomination dossier. Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Office for Built Heritage and Archaeology, Department for

			staffing and/or funding will be provided by the services and organisations included it in the Monitoring matrix. See also 5.1.2.		Research and Statistics

No.	Sect.	Time	Action Point	Objective/Result	Key Players
	6.8	Dec	Agreements with the Amsterdam Tourism and Convention Board to systematically monitor the effects of tourism on the heritage site	Prevention of damage to heritage site through tourism through systematic activation of public awareness. Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Office for Built Heritage and Archaeology, Department for Research and Statistics
	6.9	2009	Indicator forms for educational materials, activities and programs about the '17th-century canal ring area of Amsterdam within the Singelgracht' World Heritage site , with which the development of cultural education can be monitored systematically.	Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Office for Built Heritage and Archaeology, Department for Research and Statistics
5 16	4.2.7 5.1.2	Annually	Ensure that through the intermediation of the RACM the built heritage programme in the programme agreement 2006-2010 (et seq), the Central Amsterdam's budgeting programme and Central Amsterdam's annual report are brought to the attention of the World Heritage Committee.	To be mentioned in the nomination dossier Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Office for Built Heritage and Archaeology,

35	5.6.9	Annually	Formulate report on the annual evaluation of maintenance task in the area of building and housing inspection and make available to RACM.	Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam

No.	Sect.	Time	Action Point	Objective/Result	Key Players
	6.6	Annually	In consultations between Central Amsterdam, the Amsterdam Tourism and Convention Board and the Department for Research and Statistics, evaluate what information existing measurements of data on tourism yield on visitors to, and appreciation of, the ring of canals.	Include in standard monitoring cycle. Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, Department for Research and Statistics, Amsterdam Tourism and Convention Board
	6.6	2009	In consultations with the Amsterdam Tourism and Convention Boardand the Bureau for Research and Statistics and the canal cruise companies establish measurable indicators and make agreements about the measuring and monitoring of same, in order to assess ring of canals visitor numbers and visitors' levels of appreciation.	Include in regular monitoring cycle. Periodic report to the World Heritage Committee (via RACM).	Central Amsterdam, World Heritage Office, Amsterdam Tourism and Convention Board Department for Research and Statistics,
	5.1.1	Annually	Monitoring and evaluation of the activities required for the purposes of tangible maintenance and the intangible significance of the world heritage.	Safeguard the outstanding universal value and authenticity and integrity of the 17th-century ring of canals as World Heritage site	Central Amsterdam, World Heritage Office,

5. Conservation plan

No.	Sect.	Time	Action Item	Objective/Result	Key Players
13	5.1.2	Sept	Sign the covenant on built heritage conservation and archaeology between Central Amsterdam and the City of Amsterdam with the processes described therein (conservation; licences; funding and financing by decentralised authorities; funding and financing by centralised authorities; archaeology).	For the nomination dossier	Central Amsterdam, Bureau of Monuments and Archaeology
24 26	5.1.4 5.3 5.1.4 5.2.10	Sept	Formulate up memorandum and dossiers on factors that could impact on the property i. Overhoeks ii. Westerdokseiland (***Western Dock Island***) iii. Westelijk stationseiland, (***Western Station Island***), if any construction of more than about 60m in height is planned iv. Haringpakkerstoren (Haringpakker Tower) v. Binnengasthuis area vi. North-South metro line / Vijzelgracht station vii. Rode Loper / Project 1012 (Red Carpet/ Project 1012) viii. Chinatown ix. Ground water and water level	Description and explanation of the factors that could influence the buffer zone (Operational Guidelines, Nomination Format, Annex 5, 4.b). Memoranda for the management plan. Dossiers for the nomination dossier	Central Amsterdam and City of Amsterdam

No.	Sect.	Time	Action Item	Objective/Result	Key Players
36	5.7.3	Sept	Recognise that contemporary urban developments and modern culture can have a visual impact on the silhouette of the city, roofscapes, sightlines and views,	Realise contemporary architecture and urban planning while also respecting and integrating the cultural	City of Amsterdam, Physical Planning Department, Bureau of

			and thus can impact on or violate the authenticity and integrity of the historical landscape as a cultural, spatial and built heritage, inscribed as World Heritage. Develop and actualise, in consultation with involved and interested parties, as part of the overall structural plan for the policy driven operation of a still to be developed system of visual impact studies on sightlines/views urban silhouettes and roofscapes. High-rise buildings should not now or in the future be at variance with the contractually agreed responsibility for the maintenance and conservation of the property's outstanding universal value and its authenticity and integrity	heritage and the historic urban landscape Periodic report to the World Heritage Committee (via RACM).	Monuments and Archaeology, Central Amsterdam
28	5.4.6	Sept	When framing and establishing policy on new buildings apply those basic principles laid down in the Vienna memorandum with respect to the preservation of the property's outstanding universal value, as so described by the World Heritage Committee	Realise contemporary architecture and urban planning while also respecting and integrating the cultural heritage and the historic urban landscape Report to the World Heritage Committee (via RACM).	City of Amsterdam, Central Amsterdam

No.	Sect.	Time	Action Item	Objective/Result	Key Players
37	5.7.3	Sept	Ensure that when further detailing and adopting policy on high-rise construction, emphasis is placed on those international charters and treaties pertaining to World Heritage. These include the Washington Charter, the Vienna Memorandum on the content of more recent papers from the World Heritage Committee and its advisory organ ICOMOS on the social and cultural significance of the historical urban landscape in relation to	Realise contemporary architecture and urban planning while also respecting and integrating the cultural heritage and the historic urban landscape Report to the World Heritage Committee (via RACM).	City of Amsterdam, Physical Planning Department, Bureau of Monuments and Archaeology, Central Amsterdam

			contemporary developments in the urban planning and architectonic design. Keep RACM informed about planning, progress and decision-making with regard to policy on high-rise construction.		
	5.11	Sept	When formulating the vision on the future urban development of Amsterdam (*structuurvisie*) consider making a supplementary assessment framework for cultural history. A supplementary assessment framework belonging to the *structuurvisie* can be established for functions requiring particular attention or protection. The supplementary assessment frameworks can be consulted when assessing plans. Provide substantiation of reasons for making a supplementary assessment framework in a memorandum to the RACM	Realise contemporary architecture and urban planning while also respecting and integrating the cultural heritage and the historic urban landscape Report to the World Heritage Committee (via RACM).	City of Amsterdam, Physical Planning Department, Bureau of Monuments and Archaeology, Central Amsterdam
	5.11	Sept	The s*tructuurvisie* should in any case examine the municipality's 'interests and principle qualities', and interpretation of these in spatial planning, based on the nomination dossier for '17th-century canal ring area of Amsterdam within the Singelgracht', the Site Document and the management plan.	Realise contemporary architecture and urban planning while also respecting and integrating the cultural heritage and the historic urban landscape Report to the World Heritage Committee (via RACM).	City of Amsterdam, Physical Planning Department, Bureau of Monuments and Archaeology, Central Amsterdam
No.	**Section**	**Time**	**Action Item**	**Objective/Result**	**Key Players**
14 17 38	5.1.2 5.1.2 5.8.4	Nov, Dec	Report to RACM on progress with respect to heritage legislation and establish heritage legislation. Remarks in the explanatory notes (in article format) for the Heritage Regulation to include a statement that if '17th-century canal ring area of Amsterdam within the Singelgracht' is inscribed on the World	For the nomination dossier.	Bureau of Monuments and Archaeology

			Heritage List the guiding principle with respect to it will be the protection and conservation of its outstanding universal value, its authenticity and its integrity.		
	5.1.2	Nov, Dec	Realise those matters described in 5.1.2, such as the actualisation of a classification map of historical constructions for the mediaeval heart of Amsterdam, the designation of new built heritage from the 1852-1940 period, a drafting of archaeological policy maps, the creation of a restoration fund for Amsterdam and the setting up and implementation of educational projects.	For the nomination dossier.	Bureau of Monuments in Archaeology, Central Amsterdam, City of Amsterdam
18	5.1.3 and 5.1.4	Dec	Add to the criteria for buildings aesthetics in the framework plan of the Buildings Aesthetics Review that the outstanding universal value and the authenticity and integrity of the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' will be preserved	Satisfy World Heritage Convention requirements.	City of Amsterdam

No.	Sect.	Time	Action Item	Objective/Result	Key Players
20	5.1.4	Dec	.Add to the criteria for buildings aesthetics in the policy document on building aesthetics for urban areas and projects in Amsterdam that the outstanding universal value and the authenticity and integrity of the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' will be preserved	Satisfy World Heritage Convention requirements.	City of Amsterdam
27	5.2.13	Dec	Report to RACM on progress with respect to legislation relating to trees and with respect to	For the nomination dossier.	Central Amsterdam

			policy on trees and to establish Heritage bylaw.		
	5.2.7	2009	Report to RACM with respect to progress on the action items relating to water level/groundwater level.	Satisfy World Heritage Convention requirements.	Responsible authorities and Waternet
32	5.6.6	2010	Include in City of Amsterdam legislation that if the 17th-century ring of canals is inscribed on the World Heritage List the guiding principle in the area will be the protection and conservation of its outstanding universal value, its authenticity and its integrity.	Safeguard the outstanding universal value and authenticity and integrity of the 17th-century ring of canals World Heritage site	City of Amsterdam
39 40	5.8.4 5.8.4	continuing	Inform the RACM on a systematic basis about the continuing framing of archaeology policy (including the five components that still have to be realised: covenants with the various districts of Amsterdam, archaeological policy map, handbook for all instruments, fundamentals of budgeting, basis for recouping of costs,archaeological policy document)	For the nomination dossier. Periodic report to the World Heritage Committee (via RACM).	Bureau of Monuments and Archaeology

No.	**Sect.**	**Time**	**Action Item**	**Objective/Result**	**Key Players**
30	5.5.4	Dec	Make agreements with Central Amsterdam about implementing the use of a classification map of historical constructions as a procedural instrument when considering permits and zoning plans.	For the actualisation of the management plan Report to the World Heritage Committee (by RACM).	Bureau of Monuments and Archaeology
31	5.5.4	asap	Report about the effects of possessing a classification map of historical constructions for the Amsterdam's mediaeval city centre. Notify the RACM if the outcome is positive and the intention exists to create a classification map of historical constructions for '17th-century canal ring	Report to the World Heritage Committee (by RACM).	Bureau of Monuments and Archaeology

			area of Amsterdam within the Singelgracht'.		
33	5.6.7	2010	Process the consequences of implementing the General Provisions Act (*Wabo*) in a management plan and report on this matter to the World Heritage Committee	For the actualisation of the management plan Report to the World Heritage Committee (by RACM).	Central Amsterdam

6. World Heritage Office project plan

No.	Sect.	Time	Action Item	Objective/Result	Key Players
		Sept	Formulate and establish project organisation	Coordination and control of the implementation of the management plan Supply of information for the nomination dossier	Bureau of Monuments and Archaeology, Central Amsterdam, City of Amsterdam
		Sept	Formulate tasks of the coordinator of the World Heritage Office.	Set up project organisation: World Heritage Office	Central Amsterdam
		Sept	Make an inventory of necessary expertise		Central Amsterdam
		Sept	Calculate deployment hours required		Central Amsterdam

		Sept	Create schedule, calendar and agenda.		Central Amsterdam
		Sept	Draw up a meeting plan		Central Amsterdam

7. Financiën

No.	Sect.	Time	Action Item	Objective/Result	Key Players
		Sept	Resource planning for management plan, operational plan and action plans.		
			Amsterdam Revolving Fund.		
			Notify RACM of annual budgets and annual reports		

Chapter 4: Organisations

Many groups, organisations and other parties are involved in, and necessary for, the proper operation and conservation of '17th-century canal ring area of Amsterdam within the Singelgracht canal'. Firstly, there are the *jointly responsible authorities* who have administrative responsibility for the protection and conservation of the property. Secondly, there are the many partners who play a role not only in protection and conservation, but also in communication and promotion of '17th-century canal ring area of Amsterdam within the Singelgracht canal'. This chapter describes all these parties and their responsibilities.

4.1 Organigram of responsibilities and parties involved

4.1.1 Introduction

Part A of this section describes the responsibilities of each administrative body with respect to the protection and conservation of the property, '17th-century canal ring area of Amsterdam within the Singelgracht canal'. Part B of this section details the allocation of administrative authority and the way in which associated tasks are to be carried out.

4.1.2 part a: responsible administrative bodies

The following organisations are jointly responsible authorities and site partners with respect to '17th-century canal ring area of Amsterdam within the Singelgracht canal'. They share administrative responsibility for the protection and conservation of the property and its surrounding buffer zone as World Heritage. They ensure that the outstanding universal value, authenticity and integrity of the property remain intact for present and future generations of the world's population. They make legislation, regulations, policy and budgets that support the conservation of the property and they facilitate the implementation of the management plan. The jointly responsible authorities are:

- Central Amsterdam District (also property manager)
- City of Amsterdam
- Amstel, Gooi and Vecht Water Board
- Ministry of Education, Culture and Science – The National Service for Archaeology, Cultural Landscape and Built Heritage (State Party)

<u>Jointly responsible authorities' covenant</u>

The jointly responsible authorities' collective responsibilities for the conservation of '17th-century canal ring area of Amsterdam within the Singelgracht canal' are laid out in a signed covenant (see chapter 2) that forms part of the management plan, and hence also of the nomination dossier.

4.1.3 Part B: division of administrative authority

<u>City of Amsterdam</u>

The administrative organisation

The City of Amsterdam authority is made up of the following administrative bodies: the council (*gemeenteraad*), the chairs of the executive committees (aldermen, *wethouders*) and

the mayor. The council has general administrative authority and monitors the municipal executive (college of Mayor and Aldermen, *college van Burgemeester en Wethouders*, B&W).
The city of Amsterdam is split into 14 districts, as defined in the Municipalities Act (*Gemeentewet*). Amsterdam City Council has adopted the City Districts Ordinance (*Verordening op de stadsdelen*) which regulates the authority of the various districts.

Administrative organisation
The municipal organisation comprises a large number of municipal departments, public works and project offices. They carry out tasks for the metropolitan area under the authority of of the City of Amsterdam, and advise and support the municipal districts. A full overview of these organisations can be found at http://amsterdam.nl/gemeente/diensten_bedrijven.
The following departments are important to policy for the protection of the outstanding universal value of '17th-century canal ring area of Amsterdam within the Singelgracht canal'.

- Environment & Building Department (*Dienst Milieu en Bouwtoezicht*) – granting of permits, supervision and enforcement of building and environmental regulations and policy advice.
  - the Bureau of Monuments & Archaeology (*Bureau Monumenten & Archeologie*) is part of this department.
- Spatial Planning Department (*Dienst Ruimtelijke Ordening*) – spatial planning policy, town planning and design, zoning inspection.
- Department of Research and Statistics (*Dienst Onderzoek en Statistiek*) – supplies information for developing and evaluating policy.
- Inland Waterways Board (*Dienst Binnenwaterbeheer*) – supervision on the water, operation of water works, issuing of water-related permits
- Department for Social Development (*Dienst Maatschappelijke Ontwikkeling*) – responsibilities innclude arts and culture, youth and education
- Civil Service (*Bestuursdienst*) – preparation of political resolutions, policy development
- Amsterdam Development Corporation (*Ontwikkelingsbedrijf Gemeente Amsterdam*, OGA) –municipal responsibility for regional and real estate development in Amsterdam

The competencies of the City of Amsterdam
The City council has delegated a great deal of its competencies to the council districts, but maintains responsibility for a coherent policy for the urban area and any affairs that cannot be decentralised for either legal or practical reasons. The City of Amsterdam administration is responsible for setting the City of Amsterdam budget and distributes central government resources among the district councils. The City of Amsterdam council is also responsible for Amsterdam's main roads, maintenance of public order and safety, and projects that affect the entire city.

Central Amsterdam District

Organisation of administration
Central Amsterdam District's administrative bodies comprise the district council, the executive committee and the chair. The district council creates the policy framework; the executive committee prepares and implements policy. The council monitors the implementation of policy. The subjects of policy are divided among the departments; one member of the executive committee is responsible for each of these.

Organisation of bureaucracy
District-level organisation consists of four sectors and a policy unit:

- Building and Living (*Bouwen en Wonen*) – preservation and improvement in quality of cultural history, town planning and technical and functional aspects of construction, as well as safety in built-up areas.
- Public, Welfare and Economy (*Publiek, Welzijn en Economie*) – develop policy for the benefit of the concerns, activities and initiatives of residents, employers and visitors in the city centre
- Public Space – organisation, management and maintenance of public space and enforcement of related legislation.
- Resources – district finances
- Corporate policy unit - policy support

The competencies of Central Amsterdam District
The district council is responsible for the management of public space and authorises zoning plans. In accordance with the City Districts Ordinance, Central Amsterdam District has the power to adopt policy affecting built heritage, archaeology and building aesthetics within the district boundaries. The district is largely responsible for policy on arts, sport, recreation and social affairs. The district draws up regulations that are binding for citizens and local authority alike. Finally, the district rules on applications for permits, including those relating to construction and built heritage.

Central Amsterdam Policy Programme 2006-2010
The 2006-2010 Central Amsterdam Policy Programme[25] (*Programakkoord 2006-2010 Stadsdeel Centrum*) contains the political programme it intends to carry out within its four-year term. For this purpose, the three coalition parties, the People's Party for Freedom and Democracy (*Volkspartij voor Vrijheid en Democratie*, VVD), Labour Party (*Partij van de Arbeid*, PvdA) and Green Left (*Groen Links*), negotiated a Policy Programme for 2006-2010, their period in office. The programme agreement has an associated 2006-2010 Measurable Policy Programme[26] (*Meetbaar Programakkoord 2006-2010),* in which the goals of the policy programme are rendered quantifiable using figures.
More detailed information on Central Amsterdam District's competencies and programme can be found in section 4.2.

Amstel, Gooi and Vecht Water Board[27]

Administrative organisation
The executive board of the Amstel, Gooi and Vecht Water Board (AGV) determines policy and regulations relating to water control, water level (water level ordinance, *peilbesluit*) and quality standards for surface water. The executive board also sets the budget and taxation levels pushed. The executive committee is responsible for day-to-day business. Both the executive board and the executive committee are headed by the chair of the water board, the dike warden (*dijkgraaf*)

25 link: 2006-2010 Central Amsterdam Programme Policy (in Dutch):: www.centrum.amsterdam.nl/PDFjes/Nieuws/Programakkoord2006-2010.pdf
26 link: 2006-201 Measurable Programme Policy (in Dutch): www.centrum.amsterdam.nl/PDFjes/060919%206656-SC-PROGR-ACC-AC-LOS.pdf
27 link: Amstel, Gooi and Vecht Water Board, www.agv.nl

N.B. Waternet has the task of implementing AGV policy. [28]

Competencies
The 26 water boards in the Netherlands are governmental bodies. The AGP has responsibility for water control in the greater Amsterdam region. Its designates tasks are to:

- protect the region from flooding;
- maintain correct water level in rivers, lakes, canals and ditches.
- maintain sustainable quantity of water;
- preserve water quality (ditches, ponds, lakes, rivers);
- properly purify waste water;
- maintain navigability of waterways (secondary task).

The regulation of water level in the AGP water management area is described in the Water Management Plan (*Waterbeheerplan*, WBP). This is a legally binding plan drawn up by water boards every five years. It sets out the aims of water control and the means of achieving these aims. The three provinces in which the AGV water management area falls (Utrecht, North Holland and South Holland) evaluate the WBP is and are required to ratify it.

Ministry of Education, Culture and Science – National Service for Archaeology, Cultural Landscape and Built Heritage[29]

Administrative organisation
The National Service for Archaeology, Cultural Landscape and Built Heritage (*Rijksdienst voor Archeologie, Cultuurlandschap en Monumenten*, RACM) is part of the Ministry of Education, Culture and Science (*Ministerie van Onderwijs, Cultuur en Wetenschap*, OCW) and acts under the authority of the OCW minister. Where the values of built heritage, archaeological heritage or the cultural landscape come into play on a national or international level, the RACM takes the lead with respect to conservation, protection (legislation), maintenance and research into and knowledge transfer about the heritage.

Duties and competencies
As an implementing body of the OCW, and in cooperation with other authorities and institutions, the RACM is involved in, among other things, the preservation and sustainable development of archaeological values, built heritage and cultural landscapes.
In its function as a knowledge centre, the RACM provides advice and information. It advises on, and implements, funding regulations and rules and laws pertaining to cultural heritage. The RACM administers the national monument list.

The Netherlands is a State Party to the World Heritage Convention. The RACM coordinates the implementation of this convention and its associated *Operational Guidelines* on World Heritage on Dutch national territory. The RACM prepares nominations for the inscription by the World Heritage Committee of cultural properties on the World Heritage List. The RACM coordinates monitoring and periodic reporting on World Heritage in The Netherlands. The RACM advises the property managers of World Heritage in the Netherlands on the protection and conservation of the site in accordance with relevant international conventions, resolutions and charters.

[28] link: Waternet, www.waternet.nl

[29] link: National Service for Archaeology, Cultural Landscape and Built Heritage, www.racm.nl

4.2 The property manager: Central Amsterdam District

4.2.1 Introduction

This section first describes Central Amsterdam’s responsibilities and competencies as day-to-day manager of the district and, by extension, the district's responsibilities and competencies with respect to the values of the state-designated conservation area ‘Amsterdam within the Singelgracht canal’.
Furthermore, this section describes the responsibilities and competencies of Central Amsterdam District as future property manager of the intended World Heritage Site ‘17th-century canal ring area of Amsterdam within the Singelgracht canal’.
This is followed by descriptions of the basic principles and aims of the Central Amsterdam District coalition parties with respect to policy in the 2006-2010 coalition period, and the steps taken by them to realise those aims formulated in the 2006-2010 Policy Programme.
This section concludes with a description of the package of measures taken by Central Amsterdam in this period with respect to built heritage in the district.

4.2.2 Central Amsterdam's responsibilities as property manager

Central Amsterdam has primary responsibility for ‘17th-century canal ring area of Amsterdam within the Singelgracht Canal’ as a World Heritage Site that falls entirely within both the district boundaries and, furthermore, within the state-designated conservation area ‘Amsterdam within the Singelgracht’. For these reasons, Central Amsterdam District is the siteholder, as defined in the *Operational Guidelines*.

The property manager is required to follow the guidelines for protection and management of the property described in the *Operational Guidelines* (Sections 96-112)
The property manager is responsible for the management of the property and for preservation of its outstanding universal value and the conditions for authenticity and integrity. The property manager should take all measures required to ensure that the property and its surrounding buffer zone will preserve the significance as established by the World Heritage Committee.
The property manager is responsible for a the implementation of an effective management plan that should safeguard these conditions in practice.
As property manager, Central Amsterdam is responsible for the allocation of staffing and financial resources for the proper implementation of the management plan – in which context, Central Amsterdam District shall receive staffing and financial support from the City of Amsterdam

Because of its direct responsibilities for the property and buffer zone, Central Amsterdam shall make a clear and timely contribution to the formulation of the (upcoming) structural concept (*Structuurvisie*) with regard to spatial planning and urban projects.

Central Amsterdam District and the City of Amsterdam shall enact a covenant setting out the responsibilities of Central Amsterdam District and the City of Amsterdam for the conservation of the property as a World Heritage Site. After signing by the executive committee of Central Amsterdam District and the municipal executive of the City of Amsterdam, this covenant (see chapter 2) will form part of the management plan and of the nomination dossier.

4.2.3 Competencies of Central Amsterdam District

City Districts Ordinance

The City Districts Ordinance (*Verordening op de stadsdelen*)[30] regulates the division of responsibilities and competencies of the City of Amsterdam and the district councils.
The competency of the district administration is described in the Ordinance, Section 1, Articles 25-29. In summary, these are:

Article 26

1 The City of Amsterdam council transfers all its duties and competencies to the district councils, except for those competencies that cannot be delegated to the districts, in accordance with article 156 with the Municipalities Act.
2 The municipal executive transfers all its competencies to each district's executive committee.
3 The mayor transfers all his powers to the chair of each district council's executive committee, with the exception of those competencies that cannot be transferred, as described in Article 178 of the Municipalities Act.
4 Competencies referred to in clause 2 and 3 include administrative coercion (*bestuursdwang*) and the power to issue a warrant for entry into a residence.
5 The transfer of duties and competencies as intended by clauses 1 and 2 do not include the duties and competencies mentioned on List A, supplementary to this Ordinance.
6 The district council is permitted to transfer any competencies allocated to it to the executive committee; article 157 of the Municipalities Act is correspondingly applicable to the transfer of powers.

Relationship between City and district

The relationship between the City and the district is described in the Ordinance, Section 2, Articles 30-33; these stipulate that both the district and the City can request information regarding affairs about which the other has decisive authority.
The City is empowered to require the district authority to provide information on a systematic basis. The City can oblige the district authority to formulate a plan, which must also be presented to the City authority, when harmonisation of policy is necessary between district and City authorities, or if developments in a new area of policy make harmonisation necessary.

Violation of district authority and competencies

Paragraph 3 of the Ordinance, Articles 34-37, describes the instruments that supercede the competencies of the district authority. Article 34, Clause 1, reads: The City council, college and mayor can, independantly or in concert, decide to designate urban projects, each to the extent of their transferred competencies.
Core issues:

Article 34

1) The City council, college and mayor can, independantly or in concert, decide to designate urban projects, each to the extent of their transferred competencies.

[30] City Districts Ordinance (*Verordening op de Stadsdelen*, version 29, November 2006); List A has been altered in accordance with the ammendment of the Monuments and Historic Buildings Act (*Monumentenwet*, March 2008).

2) The designation order (*aanwijzingsbesluit*) stipulates the following:
   a) requirement of an accurate description of the project, including geographical boundaries;
   b) the municipal districts to which the designation order applies;
   c) the duration of the validity of the designation order;
   d) for which competencies the cooperation of the district authorities will be required;
   e) specification of which district council responsibilities will be retracted;
   f) specification of which official capacity of the district councils involved is required; a capacity on which a claim can be made if necessary;
   g) specification of the costs incurred, as determined in point f, and how these will be shared.

3) The designation of a metropolitan project can only occur if:
   a) the planning/implementation and/or administration relate to large-scale project or projects that are unique to the greater City area, and also if
   b) the materialisation of the project requires such a decisive approach that the immediate cooperation of the district council administration can be demanded, or their authority can be overruled.

4) The district council administrations responsible are consulted in advance regarding the designation of the metropolitan project.

5) The explanatory notes to the proposal to designate a metropolitan project indicate that the provisions of clauses 3 and 4 have been met.

Rescinding of district orders

Article 42 states that district authority orders can be annulled by the City council, by the college and by the mayor, to the extent that they are in conflict with existing legislation or the city's common good.

List A: Non-transferable competencies

List A is a supplement to the City Districts Ordinance. It lists all City authority competencies that have not been transferred to the districts. The competencies contained in List A include:

- *Built heritage and archaeology*
  - The enactment of a Grant Statute (*Subsidieverordening*) for built heritage and prominent buildings.
- *Spatial planning*
  - The adoption of a Structural Concept (*Structuurvisie*) based on the Spatial Planning Act.
  - The establishing of policy regulations and the issuing of instructions with respect to the adoption or review of zoning plans.
- *Housing*
  - The adoption of the Structuring Building Aesthetics Policy Document (*Structuurnota Welstand*)

    NB. The setting of criteria with respect to building aesthetics in accordance with the Housing Act (*Woningwet*) is a decentralised competency. The districts set criteria with respect to building aesthetics within the limits set by the Structuring Building Aesthetics Policy Document.

4.2.4 Central Amsterdam Policy Programme 2006-2010

The 2006-2010 Central Amsterdam Policy Programme[31] (*Programakkoord 2006-2010 Stadsdeel Centrum*) contains the political programme it intends to carry out within its four-year term. For this purpose, the three coalition parties (VVD, PvdA and Green Left) negotiated a Policy Programme for 2006-2010, their term of adminstration. The programme agreement has an associated 2006-2010 Measurable Policy Programme[32] (*Meetbaar Programakkoord 2006-2010*), in which the goals of the policy programme are rendered quantifiable, using figures.

The policy programme is examined in detail below because Central Amsterdam District has already taken measures that contribute to the conservation of the conservation area and that impact directly on the preservation and improvement of the outstanding universal value of '17th-century canal ring area of Amsterdam within the Singelgracht canal'.

Central Amsterdam District's ambitions

Amsterdam's historical city centre is its showpiece. It is the focus for culture, tourism and the economy, and the most important area for shopping in the region. Furthermore, it is where more than 80,000 inhabitants live and work. This mixture of functions is the central Amsterdam's greatest asset. Employing an integrated and balanced policy, coalition parties are set on improving quality of the city centre and the balance between work, home life and recreation. The definitive annual programme budgets are harmonised with policy programme.

Over four years, the Central Amsterdam District coalition parties want to achieve the following:

- A central district with a mixed population;
- A central district characterised by solidarity and social cohesion;
- A cultural and creative central district;
- A central district with a broad diversity of activities;
- A clean and attractive centre with good building aesthetics policy for built heritage in the heart of the city;
- A safe, pleasant and clean central district;
- An accessible central district with a good quality of life;
- A district that makes every effort for the benefit of its rich cultural heritage.

4.2.5 Measures described according to policy area

Building and Housing

These are the basic principles for the 'Building and Housing' policy area in the programme policy, on which concrete measures are based:

- Housing is a fundamental requirement. The demand for affordable housing exceeds supply. Central Amsterdam strives to maintain a diverse resident population in the district through a broad range of rental prices and types of residence.
- The local authority works together with housing corporations and other partners to realise the aims set out in housing policy. Because of central government and municipal

[31] link: 2006-2010 Central Amsterdam Programme Policy (in Dutch): www.centrum.amsterdam.nl/PDFjes/Nieuws/Programakkoord2006-2010.pdf

[32] link: 2006-201 Measurable Programme Policy (in Dutch):: www.centrum.amsterdam.nl/PDFjes/060919%206656-SC-PROGR-ACC-AC-LOS.pdf

government regulation, the limited opportunities for constructing new buildings, the requirement for cooperation on the part of housing corporations and the limited influence on the private sector, there is little room for policy making on the part of the district authority.
- The guiding principle with regard to construction is 'maintenance and repair'.
- Policy is shaped by the Policy Document on Building Aesthetics (*Welstandsnota*) and the Policy Document on Housing (*Nota Wonen*). The aims set out in the Policy Document on Housing form the basis of district policy.
- The guiding principle on implementation is: sustainable construction (particularly with regard to renovation, built heritage and business premises) and the encouragement thereof through provision of information.
-

Built heritage
- Basic principles
  - A diverse and mixed Central Amsterdam, with the preservation of the historical urban planning structure.
  - Amsterdam's central district, characterised by its built heritage of 4500 properties of, designated by central government as a conservation area.
  - There are a number of threats to the historical city centre. These include damage to built heritage properties, overdue maintenance, inadequate foundations and the decline in the quantity of class 2 and class 3 buildings.
  - Policy is shaped by the Policy Document on Building Aesthetics and the Policy Document on Housing.
  - Objectives
  - Building conservation: complete Municipal Built Heritage project (*Gemeentelijke Monumentenproject*).
  - In the matter of urban development and expansion, priority is given to the red light district (*de Wallen*) the Leidseplein area (*Leidsebuurt*) and the eastern section of the city centre (*Oostelijke Binnenstad*).
  - Advertising must meet the requirements of the relevant building aesthetics policy. Prevention of unsightly elements, such as inappropriate advertising on facades and inappropriate scaffolding screens.
- Measures:
  - *Complete Municipal Built Heritage project* – sufficient resources for the completion of the Municipal Built Heritage project
  - *Intensification of criminal prosecution:* more stringent criminal prosecution measures with respect to illegal construction, demolition and extension.
  - *Maximise effectiveness of deployment of existing funds* – harmonise activities with activities of other funds, such as the North Holland Cultural Fund (*Cultuurfonds Noord-Holland*) and the Conservation and Repair Fund (*fonds Behoud en Herstel*) and bring these to the attention of the owners of built heritage. In the case of insufficient financing, seek out resources – internally and externally.
  - *Deploy process supervision* – district supervises built heritage and foundation repair process
  - *More restrained advertising on scaffolding screens*: develop policy on advertising leading to more restrained advertising on scaffolding screens, while maintaining revenue for district authority. State date of removal.

Urban development
- Basic principles

- With respect to urban development and expansion, priority is given to the red light district the Leidseplein area and the eastern section of the city centre.
- Area-oriented approach

• Measures:
o The area-oriented approach focusses on:
- *Leidseplein* - the framework is formed by the adopted plan of approach of the Leidseplein area.
- *The red light district* – Central Amsterdam seeks to re-establish the balance between housing, work and the availability of hotels, catering and shops, on the one hand, and the sex and drugs-related activities, on the other, by actively creating interest in the area among bona fide businesspeople and investors. This is achieved through combating criminality, enforcing regulations, protecting residents and bone fide businesspeople, prevent nuisance caused by drug addicts and homeless people and ensuring the welfare of prostitutes.
- *Eastern part of the city centre*: the plan adopted for a development of tourism in the eastern part of the city centre forms the policy framework.
- *'Red Carpet' along the North-South metro route (*Noord/Zuid-lijn*)* – The renovation of the 'Red Carpet', the route along the North-South metro line, will include work, together with the City of Amsterdam and the districts involved, on the creation of an exceptional, sustainable, and beautiful public space stretching from Central Station to the Pijp (south central neighbourhood).
- *Rembrandtplein (Rembrandt Square)* – developments on the Rembrandtplein and in the surrounding area give cause to examine the extent to which it should be designated as a priority area.

<u>Culture</u>
• Guiding principles:
o Culture is an important determining factor for the unique atmosphere and charm of the city centre
o The City of Amsterdam is responsible for policy on arts and culture, with respect to both content and finance; the district authority sets boundary conditions.
o Central Amsterdam authority is aware of its role as guardian of the urban planning and cultural historical heritage in the central district.
o Despite the central district's status as a conservation area, the Central Amsterdam area should not be a no-go zone for new architecture.
• Objectives:
o Cultural policy is based on the Central Amsterdam Cultural Policy Document and is four core themes:
- Improve the position of the central district as the bearer of Amsterdam's cultural identity
- Promote Central Amsterdam as a meeting place for the creative industry
- Ensure that Amsterdammers become, are, and remain proud of the historical city centre by making them co-owners of it and making them feel jointly responsible for this cultural centre
- Increase accessibility to culture for residents of Central Amsterdam.

• Measures:
o Implementation of Cultural Policy Document: continue current level of stimulation of art and culture.

Economy

The economy deserves broader attention. The policy document City Centre with a Heart for Business (*Centrum, met Hart voor de Zaak*) forms the basis for the policy. Central to this policy is the strategy aimed at supporting new creative entrepreneurs. The retail, financial services and catering industries also have a stake in these developments

Tourism

- Guiding principles:
  - Tourists are drawn to the city by its cultural and tolerant climate. Large institutions as well as many small and culturally avant-garde and small-scale initiatives, together with the creative industry, form an important motor for the economy of Amsterdam.
  - Parties see Amsterdam as an attractive, high-quality international location for tourism.
  - The qualities of the historical city centre and of Amsterdam as a cultural centre should be emphasised more strongly.
- Objectives:
  - To make a larger proportion of Central Amsterdam more attractive to tourists, by expanding to the eastern part of the city and increasing the quality of tourist facilities. The Central Amsterdam Cultural Policy Document (*Cultuurnota Binnenstad*) is the basis for policy.
  - More flexible opening times for cultural institutions and museums, providing an impulse to nightlife.
  - Increase of art in public space
- Measures:
  - Distribution of tourism
  - Further detailing of plans for Chinatown
  - Increase the quality of facilities for tourism
  - Provision of information for tourists

Catering industry

Central Amsterdam intends to allow expansion of the hotel and catering industry if sustainable.
Outdoor cafes can be open in summer and winter, as long as outdoor heating is environmentally friendly and meets the requirements set for built heritage and building aesthetics.
Hotel expansion will primarily be encouraged in the eastern part of the city, not in the centre.

Organisation and management of public space

- Guiding principles:
  - Public space should be clean, intact, safe and accessible.
  - The central area of Amsterdam is a state-designated conservation area and it is expected that it will be inscribed on UNESCO's World Heritage List. This will result in a need for high-quality organisation for continual care for public space.
  - The Public Space Organisation Handbook (*Handboek Inrichting Openbare Ruimte*) will continue to be the basis for organisation of public space. Its motto, 'Functional, sustainable and beautiful', will serve to underpin the contribution public space makes to the city's positive atmosphere and the quality of the built heritage, both of which are integral to the conservation area.
- Measures:
  - Speed up carrying out of overdue maintenance, in accordance with the Maintenance Strategy Action Plan (*Plan van aanpak Onderhoudsstrategie*)

- Each neighbourhood receives an annual service.
- Choose either maintenance or renovation; in the event of insufficient financial resources, delay or phase.
- The reprofiling of the canals will continue in accordance with the New Standard Canal Profile (*Nieuw Standaard Grachtenprofiel*), based on the adopted layout.
- Continue necessary reprofiling, priority for streets and squares with a cultural and economic function.
- The district authority enforces strict, fair and consistent maintenance of control over policing, sanitation and maintenance, the Achilles heel of any policy on public space. The district authority seeks the best possible cooperation with district managers, local police officers and local community and management groups.

Greenery

- Guiding principles:
- Greenery is important for the climate of the city and the well-being of central Amsterdam's inhabitants, employers and visitors.
- Respect for the lives of animals, plants and trees is a given.
- In an urban environment, green spaces are a breath of fresh air, literally and figuratively.
- Proper maintenance of flora and green spaces is a main priority.
- Trees are often important determiants in the visual perception of the city.
- Objectives:
- More greenery in the city, and proper care for greenery.
- The enclosed gardens and courtyards that our presently publicly accessible, should remain so.
- The area in which trees are planted will be expanded.
- Measures:
- Implement the Greenery Action Plan (*Groenactieplan*). The Central Amsterdam Greenery Fund (*Groenfonds Binnenstad*), which has been included in the budget since 2007, finances the Greenery Action Plan.
- Residents can apply for support from local budgets for the creation of pavement gardens or maintenance of greenery in public space.

- Those trees designated for conservation should receive sufficient care. Where it is necessary to fell trees, an equal number of replacements will we planted.
- Expand the area in which trees are planted.
- Enhance the green aspect of the city centre's character through renovation of public space above the North-South metro line.

Water

- Guiding principles:
- The canals of the 17th century city contribute to the attractiveness of the city centre and draw a great number of visitors
- Water has a positive effect on city's climate.
- In addition to its important function in contributing to the quality of life, water is also important for recreation and transport.
- Objectives:
- Order on, and quality of, water; resolve bottlenecks; clear standards of aesthetics.
- Extend water transport of goods and people.
- Increase opportunities for keisure and recreation on and near the water.
- Measures:

- Amsterdam Inland Waterways Board (*Binnenwaterbeheer Amsterdam*, BBA) combat nuisances on the water.
- In collaboration with Waternet and the Regional Water Board (*Hoogheemraadschap*), combat negative effects on the environment.
- Perform research into environmentally friendly fuel for ships, transport of people on the water and distribution by water; conveyance by water of (industrial) waste; realisation of a floating swimming pool.

Traffic and parking:

- Guiding principles:
- Air quality:
  - It is important to have a clean living environment.
  - Prevent and reverse pollution of the air, water and soil.
  - Improvement of air quality has priority.
- Mobility and accessibility:
  - The guiding principle is the improvement of accessibility and quality of life in Central Amsterdam
  - Unnecessary car use will be discouraged.
  - With respect to road traffic, the local authority has chosen to place the various means of transport in order of preference 1. Pedestrians; 2. Bicycles; 3. Public transport; 4. Car.
- Parking:
  - Policy on parking is based on the Policy Document for Accessibility of the City Centre 2004-2009 (*Nota Bereikbaarheid Binnenstad 2004-2009*)
  - Aboveground parking places excessive demands on (scarce) public space.

- Objectives:
- Air quality:
  - Reduction in large concentrations of dust and nitrogen dioxide.
  - Satisfy the limits for fine dust and the standards for nitrogen oxide in 2010.
- Mobility and accessibility:
  - Reduction of car mobility, in order to safeguard the accessibility of the city centre.
  - More space for pedestrians and cyclists.
  - An intricate network of good, safe, efficient and cost-effective public transport
- Parking:
  - The number of parking spaces on the street will be reduced to 11,500.
  - Building of new (underground) parking garages at the boundaries of the district and use of public space for slow traffic (pedestrians and cyclists), local users (*verblijfsfunctie*) and green space

Security

The basis for this policy is formed by those components of the City of Amsterdam's Safety Policy Document (*Nota Veiligheid*) and Safety Index that are implemented at district authority level.

4.2.6 Measurable Policy Programme 2006-2010

The Measurable Policy Programme 2006-2010 (*Meetbaar Programakkoord 2006-2010*) was drawn up in addition to the Central Amsterdam policy programme 2006-2010 (*Programakkoord 2006-2010 Stadsdeel Centrum*) to provide standards for evaluating

ambitions, objectives and measures through agreements on effects and results. It contains effects indicators and results factors for these agreements on effects and results.
The Planning and Control cycle is used to monitor and control the evaluation process and its outcome. The Measurable Policy Programme can therefore be viewed as the defining guiding document that will be key to Central Amsterdam District authority policy throughout its 2006-2010 term of office.

4.2.7 Built Heritage Programme

Effect on society
The promotion of conservation and repair of municipal- and state-designated built heritage within the conservation area using a coherent package of measures. The aim in this regard is to improve the quality of these buildings, visually and structurally.

Effect indicators

	Effect indicator	**Baseline measurement**	**Final outcome 2010**
1	Built heritage quality	Start in 2006	Improvement compared to 2006
2	Built heritage ratings	Mini survey in 2006	Improvement compared to 2006

The first step towards achieving the objectives is to obtain an insight into the present situation: what is the present state of the structural quality of built heritage.
The second measure is a rating for the conservation area obtained from residents of Central Amsterdam. Both the evaluation of construction quality and the ratings survey will be repeated biannually

Agreement on result and result indicator
In the first half of 2007, an action plan was drawn up with the aim of conserving and repairing the current total of 7600 municipal- and state-designated built heritage properties. This action plan evaluate and assesses various measures in order to arrive at a coherent package of agreements on results. But lead to shifts in the present kitsch of result agreements. In 2008 the implementation of the plan will be evaluated and, if necessary, adjusted. Whether or not these measures will be seen to have achieved the desired effect in 2010, will become apparent through the assessment of the quality of construction built heritage properties at the end of this period of administration. Until the moment of adoption of the 2007 action plan, and thereafter, the following result agreements will form the basis.

	Result agreement	**Result indicator**	**Baseline measurement**	**Final outcome 2010**
a	Completion of Municipal Built Heritage Project (Gemeentelijk Monumentenproject, GMP)	Number is of properties to be placed on the GMP list	Up to 2006: 515 Properties	950 properties
b	Combat illegal construction/demolition	Number of buildings without a permit enforcement cases	150 per year	600 enforcement cases
c	Summons issue (based on total number of poor built heritage properties)	Number of summonses, active - Number of summonses,	20 per year 50 per year	80 summonses 200 summonses

		passive		
d	Criminal prosecution	Number of reports to the Public Prosecutor	2 or 3 per year	At least 12 during this term of office
e	Grants	Number of grants issued for conservation and repair (district) (units). Number of grants issued for renovation of built heritage (BMA)	5 per year 5 per year	20 grants issued for conservation and repair 20 grants issued for renovation of built heritage

In addition to the annually recurring measurable results agreements, measures will also be taken with the intention of setting conditions. Those measures already known for on the 2060-2010 programme period are:

- Leaflet on financial regulations for owners of built heritage (2007)
- Pilot cultural fund for North Holland (started in 2006);
- Development of 'Top Built Heritage' list of top listed buildings (*Topmonumenten*) in collaboration with the restoration company Stadsherstel N.V. (started in 2006)
- Establishment of a wharf for historical construction materials (started operations in 2006)
- Formulate an action plan for Jewish cultural heritage (started in 2006)
- Make preparations for nomination of '17th-century canal ring area of Amsterdam within the Singelgracht canal' for inscription on UNESCO's world Heritage list (started in 2006)

Estimated consequences for the financial resources of the result agreements

In reference to the costs to be estimated, it should be noted that they are primarily dependent on the yet to be adopted action plan. It was possible to estimate those matters mentioned below. When examining the structural condition of built heritage properties, advantage will be taken de expertise provided by the both the Bureau of Monuments & Archaeology and Central Amsterdam District.

Result agreement	**Estimated consequences for financial resources**
Completion of GMP	2007 incidental costs €10,000 (priority application) including consultation Commission IV for building aesthetics and built heritage (*commissie IV voor welstand en monumenten*)
- Baseline structural quality of built heritage - Interim measurement of structural quality of built heritage (in 2008) - Final measurement of structural quality of built heritage (in 2008)	2007 incidental costs €40,000 2008 incidental costs €20,000 2009 incidental costs €20,000

Leaflet on financial regulations for the owners of built heritage	2007 incidental costs € 15,000
Redeployment of measures in accordance with the Action Plan	P.m.
- Conservation and Repair grants (district authority) -BMA grants	Costs for five grants issued per year. €100,000 per jaar

Midterm review of 2006-2010 Policy Programme

Halfway through its tenure, Central Amsterdam instigated a mid-term review to examine the extent to which the objectives set out in the 2006-2010 Policy Programme have been achieved (approved by the executive committee on 3 June 2008, discussed by the council on 26 June 2008)

The results of the first measurement of ratings for maintenance of built heritage (7.3) and the policy on the conservation area (6.8) are contained herein. Furthermore, it can be announced at the Municipal Built Heritage Project (*Gemeentelijk Monumenten Project*) has been completed.

It is expected that result agreements a, b, c, e (see above) will be achieved. Result agreement d cannot be guaranteed because in 2007 no cases were serious enough to be considered for a criminal prosecution.

Key Point 5:

Central Amsterdam shall ensure that the annual Programme Budget for Central Amsterdam and the Annual Accounting for Central Amsterdam as well as the progress of the Built Heritage Programme in the 2006-2010 Policy Programme are all included in annual monitoring and brought to the attention of the World Heritage Committee through by way of the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM).

4.3 Stakeholders – Descriptions

4.3.1 Introduction

The involvement of the *jointly responsible authorities* and the *stakeholders* is important, with respect to both the process leading to the inscription of 'Amsterdam's 17th-century ring of canals within a single Canal' on the World Heritage List and for the conservation and responsible use of the ring of canals as core area and the Central Amsterdam District as buffer zone. It is advisable to make distinctions between the two groups. The jointly responsible authorities make actual contributions (they have administrative authority), while stakeholders have interests; they include users, advisers, historical associations, employers and residents. The jointly responsible authorities have administrative responsibility, but it is the stakeholders who make the ring of canals and the city centre the living environment that it is. The jointly responsible authorities make decisions and the stakeholders participate in the discussions. Both groups have an important function with respect to the conservation of the site. The administrative party responsible for daily management of the site is the *property manager*.

4.3.2 The administrative parties: the property manager and jointly responsible authorities

- Central Amsterdam District (also property manager)

- City of Amsterdam, municipal authority
- Amstel, Gooi and Vecht Water Board
- Ministry of Education, Culture and Science – The National Service for Archaeology, Cultural Landscape and Built Heritage (State Party)

4.3.3 Description of stakeholders' objectives, organisation and activities

Here follow descriptions of the objective, organisation and activities of each stakeholder. These almost thirty organisations, include interest groups, heritage organisations and governmental organisations.

Amsterdam City[33]

Objective
Amsterdam City looks after the interests of employers in Amsterdam, with the emphasis on Central Amsterdam. Central Amsterdam has the largest amount area devoted to retail and office space in the entire city.

Organisation
Amsterdam City is an employers' association. Its members come from large and small companies in the retail sector; a hotel and catering; from the cultural, financial and ICT sectors; and from knowledge institutes. Larger businesses are themselves members, smaller businesses are members by way of membership of their employers association.

Activities
Amsterdam City's main concern is keeping Central Amsterdam attractive for employers.

Amsterdam-Inside[34]

Objective
Hans Tulleners is a city guide, journalist, built heritage expert and writer about Amsterdam. He explains to interested parties why this water-rich city centre with 7364 built heritage properties can be called 'the greatest open air museum in Western Europe'.

Organisation
Amsterdam-inside is an initiative of Hans Tulleners, city guide.

Activities
The city guide conducts tours through Amsterdam by foot, bicycle and boat. He also gives lectures accompanied by slides

Amsterdam Discussion Platform

The Amsterdam Discussion Platform (*Amsterdam-Overleg*) is an informal platform for discussion set up by seven organisations who stand up for the values of built heritage in Central Amsterdam. These organisations are the Royal Antiquities Society (*Koninklijk Oudheidkundig Genootschap*), the Amstelodamum Society (*Genootschap Amstelodamum*),

[33] link: Amsterdam City Association, www.amsterdamcity.nl
[34] link: Amsterdam-Inside, www.amsterdam-inside.nl

the Heemschut Society (*Bond Heemschut*), the Hendrick de Keyser Association (*Vereniging Hendrick de Keyser*), the Society of Friends of Amsterdam City Centre (*Vereniging Vrienden van de Amsterdamse Binnenstad*), the restoration company Stadsherstel Amsterdam NV and the Cuypers Society (*Cuypersgenootschap*)

Amsterdam Partners[35]

Objective
The objective of the Amsterdam Partners foundation, is to ensure coherent city marketing policy.

Organisation
The executive board of Amsterdam Partners is headed by the Mayor of Amsterdam, Job Cohen.
Members of the executive committee include the mayor of Almere, the head of the department of economic affairs for the City of Amsterdam, the CFO of the Schiphol Group, the CFO of Wolters Kluwer and the chair of the Chamber of Commerce.

The executive committee is backed up by management office with a city marketing manager, a festival and events manager and a team of project coordinators

Activities
Amsterdam Partners brings together all the marketing activities of the covenant partners through a website. The Amsterdam portal www.iamsterdam.com is where international visitors, business people and residents find information about Amsterdam

Amsterdam Tourism and Convention Board [36]

Objective
The Amsterdam Tourism and Convention Board (ATCB) encourages the maximisation of outgoings by all visitors, and thereby creating a solid foundation for employment and prosperity in Amsterdam and environs.

Organisation
The ATCB works closely with business, the cultural sector and the City of Amsterdam. The ATCB contributes to tourism policy locally (with the city of Amsterdam), regionally (province of North Holland) and nationally, in accordance with the renewed Ministry of Economic Affairs' Renewed Tourism Agenda (*Vernieuwde Toeristische Agenda*). Amsterdam is included in this agenda as one of the focal points for incoming tours. The Netherlands Board for Tourism and Conventions (*Nederlands Bureau voor Toerisme en Congressen*, NBTC) also takes as the basis for its policy and implementation Amsterdam's function as a draw for visitors.

Activities
- The ATCB works together with Amsterdam Partners in creating an image for Amsterdam. Among other things they develop and implement marketing and promotional activities Amsterdam and environs using the slogan 'I Amsterdam'.

[35] link: Amsterdam Partners, www.amsterdampartners.nl

[36] link: Amsterdam Tourism and Convention Board, www.amsterdamtourist.nl

- The ATCB operates in the American market (Cool Capitals) and in the European market through European Cities Tourism (ECT) and the European Travel Commission (ETC) networks. ATCB is an active member of ECT.
- The ATCB consults with various organisations involved in the sector, such as Royal Dutch Hotels and Catering (*Koninklijke Horeca Nederland*) Amsterdam Museums Consultation Group (*Amsterdams Overleg Musea*), Amsterdam Theatres Consultation Group (*Amsterdams Overleg Theaters*) and the information and ticket centre for culture and entertainment the Amsterdam Uitburo (AUB)
- The ATCB fulfils the function of a tourist information office for Amsterdam and environs, and also seeks to establish collaborative links with tourist information offices (VVV) in the province of north Holland that maximise efficiency and quality.

Amsterdam Top City[37]

Objective
Working together with the main stakeholders, the City of Amsterdam wants to gain a unique and distinctive place for Amsterdam among the top European cities.

Organisation
In order to realise the ambitions af Amsterdam Top City (*Amsterdam Topstad*) the City of Amsterdam worked together closely with the large number of partners in the city and its environs. A small programme office has been set up for the implementation of Amsterdam Top City. The office works together closely with the municipal departments and districts and (regional) external parties. The Amsterdam Top City programme was initiated in cooperation with more than 60 organisations.

Activities and financing
The City of Amsterdam makes financial resources available for this programme. These resources are primarily used to create interesting connections and elicit interest and investment from private and public investors and to maximise the facilitation, support and implementation of initiatives developed in the business community.
One component of the programme that is of particular importance for the Amsterdam ring of canals is:

8	Raise Amsterdam's profile as location for events and for its commitment to city marketing	-Event acquisition -Speedy granting of permits -International press policy -Strong control strategy	- Amsterdam Partners - Business community (KLM)

Amsterdam Village Company

Objective

[37] link: Amsterdam Top City, www.topstad.amsterdam.nl

Amsterdam Village Company focuses on the operation of unique hotel and catering businesses in Amsterdam that are often housed in built heritage.

Organisation
Amsterdam Village Company is a hotel and catering operator.

Activities
In collaboration with Top Tours City Events, Amsterdam Village Company runs an organisation office for innovative excursions in the exclusive and historical surroundings of Amsterdam, such as the Village Dinner Walk which focuses on stories and accounts about the city,

Amsterdam Housing Associations Federation[38]

Objective
The objective of the Amsterdam Housing Associations Federation (*Amsterdamse Federatie van Woningcorporaties*) promotes the interests of social housing in general and its Members in particular.

Organisation
Members of the federation must be housing corporation's based in or near Amsterdam that operate (wholly or partially) for the benefit of social housing.

Activities
The federation consults with City of Amsterdam authorities and other institutions, public and private, on issues pertaining to spatial planning and social housing. The federation promotes the discussion of ethical, social, economic, technical and other aspects of social housing. The federation publishes the Social Housing Atlas (Atlas Sociale Woningbouw), which contains sixteen detailed maps of Amsterdams districts, indicating a property owned by housing corporations. These maps can also be viewed digitally: www.afwc.nl/federatie/nieuws > 'atlas sociale woningbouw 2007' > 'stadsdelen in kaart'.

Amsterdam Centre for Architecture[39]

Objective
The Amsterdam Centre for Architecture (*Architectuurcentrum Amsterdam*, ARCAM) wants to reach as large an audience as possible to broaden awareness of architecture. ARCAM responds to topical themes and developments in and around Amsterdam.

Organisation
The Amsterdam Centre for Architecture Foundation was established in 1986. Its activities are focused on Amsterdam and the surrounding area. ARCAM is a centre for coordination and also maintains contact with a large number of institutions to harmonise existing activities and initiate new one.

Activities

[38] link: Amsterdam Housing Corporations Federation, www.afwc.nl
[39] link: Amsterdam Centre for Architecture, www.arcam.nl

ARCAM is a public centre providing information about buildings and locations in the city. ARCAM has an archive of a large number of architectural books, magazines, leaflets, sites, maps and cuttings. ARCAM has a wall devoted to current events, providing space for news and topical developments in the fields of architecture, landscape and the city. In its exhibition space, ARCAM holds exhibitions on topical themes. ARCAM regularly organises public debates on plans, problems and current developments relating to architecture and urban planning in Amsterdam.

Heemschut Society[40]

Organisation
The Heemschut Association (*Bond Heemschut*) was established in 1911 and is the oldest and largest (9000 members) private organisation focusing on the protection of cultural built heritage and the urban historical landscape. Heemschut draws attention to developments that form a threat to cultural built heritage, makes an inventory of them, and takes action to combat them.

Organisation
The Heemschut Association collaborates with Heemschut committees in Amsterdam and in the twelve provinces of the Netherlands. Each protects the built heritage in its region.

Activities
The Heemschut Association comes into action in the case of neglect or threatened demolition of built heritage, or when there is a threat to a conservation area by the construction of unsuitable new buildings.

Heemschut Amsterdam acts when:
- monuments are threatened with demolition
- the authentic character of built heritage is threatened
- cultural historical values are threatened

The Cuypers Society[41]

Objective
The Cuypers Society is an Association (at least 500 members) which focuses on the protection of cultural built heritage from the period 1850- 1940, also called "junger heritage". Lately the members take a special interest in the period of built Heritage after 1945. The Cuypers Society (*Cuypersgenootschap*) , with more than 500 members, was set up for the conservation of built heritage from the 1850–1940 period, known also as 'more recent architecture' (*jongere bouwkunst*). Increasingly, members also focus their attention on the post-1945 period of reconstruction following the Second World War (*Wederopbouw*)

Organisation
The organisation's members have very diverse backgrounds, and utilise their combined knowledge for the benefit of the conservation of 19th- and 20th-century built heritage.

Amstelodamum Society[42]

40 link: Heemschut Society, www.heemschut.nl

41 link: Cuypers Association, www.cuypersgenootschap.nl

Objective
The objective of the Amstelodamum Society (*Genootschap Amstelodamum*) is the promotion of interest in Amsterdam and its history.

Activities
The society organises lectures and excursions and also publishes the *Amstelodamum* monthly magazine.

Hendrick de Keyser Association[43]

Objective
The Hendrick de Keyser Association (*Vereniging Hendrick de Keyser*) conserves architecturally or historically valuable houses in the Netherlands. The association is represented at 78 locations in the Netherlands. The Hendrick de Keyser Association owns 350 properties, to which it adds an average of four properties annually. Amsterdam heads the list of locations for these properties with a total of 82.

Organisation
The Hendrick de Keyser Association was established in 1918. It is named for the renowned architect and city stonemason Hendrick de Keyser (1565-1621), an artist of national significance.

Activities
The Hendrick de Keyser Association buys, maintains and lets built heritage properties that are subject to strict requirements. Such properties must be prime examples of a particular architectural style or domestic culture within a given period. It must be possible to deduce each building's history not only from the outside, but also from the inside. Particular attention is paid to the authenticity of the building's construction techniques and the value of the interior. Once a building has been selected for purchase, it is never relinquished.

Central Amsterdam Tenants' Association[44]

Objective
Central Amsterdam Tenants' Association (*Huurdersvereniging Centrum*) acts in the interests of tenants in the Central Amsterdam District.

Organisation
Any tenant in the Central Amsterdam area can be a member of the Central Amsterdam Tenants' Association. The association is an interlocutor on their behalf with landlords and the government.

Activities
Association members promote the provision of sufficient affordable and well-maintained rental accommodation and a good quality of life and surroundings. This is achieved by, among other things, communicating with policymakers about problems, stimulating broad

42 link: Amstelodamum Society, www.amstelodamum.nl
43 link: Hendrick de Keyser Association, www.hendrickdekeyser.nl
44 link: Central Amsterdam Tenants' Association, www.huurdersverenigingcentrum.nl

discussion about housing and tenancy and keeping each other informed about developments.

ICOMOS[45]

Objective
The International Council on Monuments and Sites (ICOMOS) promotes international cooperation with respect to conservation and treatment of cultural heritage. Their core activity draws on the expertise of specialists from various disciplines. ICOMOS focuses in particular on 'monuments', 'groups of buildings' and '***areas in which*** cultural and natural characteristics are of joint importance'.

Organisation
ICOMOS is one of the World Heritage Committee's two advisory bodies; the other is the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)

Activities
ICOMOS is an independent non-governmental organisation. As such, it carries out specialised professional assessment of cultural and mixed heritage on the provisional list, and issues advice in this regard. This leads to advice and recommendation on the matter of inscription on the World Heritage List. Additionally, ICOMOS reports on the Periodic Reporting and Monitoring with respect to existing sites and offers support on the matter of maintenance and the Global Strategy.

Amsterdam Chamber of Commerce[46]

Objective
The Amsterdam Chamber of Commerce (*Kamer van Koophandel Amsterdam*) is an independent information centre and guide for businesspeople.

Organisation
There are twelve chambers of commerce in the Netherlands, one of which is located in Amsterdam. The Amsterdam Chamber of Commerce is managed by the business community in the region. The 24 members are representatives of the appointing organisations (*benoemende organisaties*). The composition of the appointing organisations ensures a fair reflection of the business community in the region.

Programme Activities
The Chamber of Commerce implements a certain amount of economic legislation, including the Trade Registration Act. Chamber of Commerce provides information to businesspeople and stimulates the regional economy.

Amsterdam Association of Estate Agents[47]

45 link: ICOMOS, www.icomos.org
46 link: Amsterdam Chamber of Commerce, www.kvk.nl/regio/amsterdam
47 link: Amsterdam Association of Estate Agents, www.mva.nl

Objective
The Amsterdam Association of Estate Agents (*Makelaarsvereniging Amsterdam*) is the professional body for estate agents in the Greater Amsterdam area, with a membership of more than 420 estate agents.

Organisation
Members of the Amsterdam Association of Estate Agents have automatic membership of the Dutch Association of Estate Agents (*Nederlandse Vereniging van Makelaars*)

Activities
The Amsterdam Association of Estate Agents act in the interests of member estate agents by the dissemination of information pertaining to developments within the property world. The association offers extra training, and can provide cadastral data, trade register extracts and information from the municipal housing maps. The association also informs 'the public' about member estate agents, ground lease valuations, WOZ (*Waardering Onroerende Zaken*, Act on Property Assessment) valuations and rental accommodation.

North Holland Monument Watch[48]

Objective
The North Holland Monument Watch foundation (Monumentenwacht Noord-Holland) was established in 1977 and is a member of the Dutch National Monument Watch Federation (*Federatie Monumentenwacht Nederland*). Its aim is to prevent deterioration of cultural historical constructions in North Holland by taking and advancing preventative measures; it is a non-profit organisation.

Monument Watch is a professional, independent and expert organisation. Monument Watch staff are architecturally trained experts who have followed additional courses for their specialised work on monuments and regularly receive extra training.

Activities
Anyone who owns property designated as built heritage can become a member of Monument Watch. Monument Watch performs examinations for purchases and sales, and carries out periodic structural examinations involving the inspection and evaluation of the entire property, externally and internally. Monument Watch uses this examination as the basis for an inspection report for use in maintenance and grant applications. Where necessary, Monument Watch performs minor (emergency) repairs.

Amsterdam Passenger Terminal[49]

Objective
The Amsterdam Passenger Terminal receives passengers from sea and river cruises. The passenger terminal is located on the southern banks of the IJ waterway, part of the recent Amsterdam expansion programme on either side of Central Station.

Organisation

[48] link: North Holland Monument Watch, www.monumentenwachtnoordholland.nl
[49] link: Passenger Terminal Amsterdam, www.ptamsterdam.nl

Amsterdam Passenger Terminal is a joint venture between NS Poort (51%) and Haven Amsterdam (49%).

Activities
Amsterdam passenger terminal receives passengers, and also serves as a venue for events and meetings.

Government Building Agency[50]

Objective and organisation
The Dutch Government Building Agency (*Rijksgebouwendienst*) manages more than 2000 properties in the Netherlands. 200 of these are designated as built heritage. Of these 29 are located in Amsterdam; some of them within the ring of canals. Well-known buildings in Amsterdam managed by the Government Building Agency include the Palace on the Dam (*Paleis op de Dam*), the Maritime Museum (*Scheepvaartmuseum*) and the Trip House (*Trippenhuis*).

Activities
The Government Building Agency seeks to deal responsibly with cultural heritage. The Government Building Agency performs research into historical construction and architectural techniques to determine the frames of reference for restoration strategy, building usage planning and design of structural changes. The Government Building Agency wants to set an example in the maintenance of these built heritage properties.

Waterway cruise companies in Amsterdam[51]

Objective, organisation and activities
There are more than ten waterway cruise companies (*Rondvaartmaatschappijen*) that organise cruises in and around Amsterdam. These include cruises on the canals of Amsterdam using various types of vessel: party ships, cruise boats, pedalos and sloops for example. Several of the cruise companies, including Canal Bus and the Museum Boat (*Museumboot*) stop at museums and offer architecture cruises.

Stadsherstel Amsterdam N.V.[52]

Objective
Amsterdam NV Stadsherstel acquires, restores, maintains and manages the city's characteristic properties. The main objectives of Stadsherstel are:
• the purchase and restoration of the most endangered properties that are characteristic of Amsterdam
• find a good use for these properties
• taking care of the maintenance of these buildings so that they remain in the state which they reached after restoration
• access to specific buildings or parts thereof.

Organisation
Stadsherstel was founded in 1956 to restore existing characteristic buildings. Stadsherstel

50 link: Government Building Agency, www.rgd.nl

51 links: information about canal cruises www.iamsterdam.nl and www.atcb.nl

52 link: Stadsherstel Amsterdam N.V., www.stadsherstelamsterdam.nl

NV is no profit-driven company and is required by statute to use its profits to strengthen Amsterdam's monumental heritage. Jointly responsible authorities are, in addition to the City of Amsterdam, large Dutch banks and insurers, which are satisfied with a lower return on their investment. With the resulting capital, Stadsherstel purchases properties. The restorations are financed partly with its own capital and partly with grants. After restoration, the property is rented. Stadsherstel manages 1000 homes and 200 commercial premises.

Programme
Stadsherstel has restored 450 decaying buildings and contributed to the popularity of Amsterdam city centre. Stadsherstel now acquires properties next to other historic buildings such as churches and industrial monuments, including shipyards, fortresses and windmills.

Amsterdam Monumentenstad[53] Foundation

Objective
The Amsterdam Monumentenstad Foundation's aim is to maintain the unique cultural and historical values in Amsterdam, in particular in the city centre, through publications, exhibitions, conferences and other resources. This is also related to the inscription of the city of Amsterdam on the World Heritage List of UNESCO.

Organisation
The Amsterdam Monumentenstad Foundation works with governments, scientific institutes and organisations in the field of preservation of cultural heritage in Amsterdam.

Programme
The Stichting Amsterdam Monumentenstad Foundation seeks the nomination and inscription of the Amsterdam city centre on the World Heritage List, through maintaining contacts with directors and policy makers. In addition, the foundation conducts projects such as conferences, publications and TV series in order to focus attention on the Amsterdam monuments owned by the foundation.

Nieuwe Kerk Foundation[54]

Objective
The Nieuwe Kerk (New Church) was substantially renovated by the Reformed Church and converted into a cultural centre.

Programme

The Nieuwe Kerk houses exhibitions, often of an ethnological nature, plus organ concerts. Since King William I delivered the oath on the constitution in this church in 1814, it has also been used for the blessing of royal marriages and inaugurations.

Oude Kerk Foundation[55]

Objective

53 link: Stichting Amsterdam Monumentenstad, www.amsterdammonumentenstad.nl
54 link: Stichting Nieuwe Kerk Amsterdam, www.nieuwekerk.nl
55 link: Stichting Oude Kerk Amsterdam, www.oudekerk.nl

The Oude Kerk (Old Church) was extensively restored and now functions as a cultural centre, where (organ) concerts, exhibitions, receptions, dinners, meetings and weddings take place.

Organisation
The Old Church is managed by the Protestant Church Amsterdam.

Programme
The Old Church is the oldest monument in Amsterdam and has the title European Architectural Heritage, and thus on an equal footing with the major monuments Europe.

Amsterdam University[56]

Objective and organisation
The University of Amsterdam, founded in 1632 as a college and officially recognised as a university in 1876, is the largest knowledge centre in the Netherlands. Currently the University of Amsterdam has about 24,000 students and over 5,000 staff. There are 7 faculties. The university is located in the historic centre of Amsterdam.

Vastgoed Belang

Objective
Vastgoed Belang advises its members - private investors in real estate - on legal, financial and policy issues relating to property, and maintains contacts with the national government and regional and local authorities.

Organisation
Vastgoed Belang is an association of members with a board and an office, under the supervision of an executive.

Programme
The office of Vastgoed Belang advises members with questions about issues such as debt problems, illegal occupation, income tax, property tax, architectural issues, insurance, real estate, 'splitting' units in apartment buildings, investment and legal disputes.

VVAB: Friends of Amsterdam City Centre[57]

Objective and organisation
De Vereniging Vrienden van de Amsterdamse Binnenstad (*Association of Friends of Central Amsterdam,* or VVAB) aims to promote a good living and working atmosphere in the City of Amsterdam, particularly in the city centre, and to undertake activities aimed at promoting the conservation and the restoration of historic buildings and the city's urban character, and the broadening of knowledge in Amsterdam. The association currently has around 2400 members.

56 link: Universiteit van Amsterdam, www.uva.nl

57 link: Vrienden van de Amsterdamse Binnenstad, www.amsterdamsebinnenstad.nl

Wijksteunpunt Wonen[58]

Objective
The Wijksteunpunt Wonen (*Neighbourhood Housing Support Point*) helps all Amsterdam tenants, residents' groups (in formation) and house-hunters, and provides assistance to owner-occupiers. The centre represents the interests of tenants in discussions with the district, municipality, housing associations and other landlords.

Organisation
All districts have a Wijksteunpunt Wonen centre. The Wijksteunpunt Wonen centre is a partnership of Huurteam Binnenstad, the Woonspreekuren housing advice service, and the city-centre community centres.

Programme
Wijksteunpunt Wonen provides information, advice and support in the areas of rents, leases, arrears of maintenance, renovation, rent control, living space division, price-quality ratio of rental housing, renovation, restoration and 'splitting' of homes into other units.

Housing Associations

A large part of the housing in the City of Amsterdam is owned by housing associations, which manage and lease the accommodation to residents. Of the approximately 360,000 homes in Amsterdam, some 60%, or about 210,000 homes, is managed by housing associations. In the central part of Amsterdam, the share of homes owned by housing associations is less than 60%, because a greater percentage of dwellings is in private possession. Within the protected area of "Amsterdam within the Singelgracht canal," the housing associations are especially involved in housing management in:
• the medieval centre of town - Ymere and the Algemene Woningbouw Vereniging
• the Jordaan - Woonmaatschappij, Eigen Haard and Ymere
• the Kadijk - the Alliantie Amsterdam
• the Haarlemmerbuurt area, along the Singelgracht, the Bickerseiland - De Key
The housing corporation with the highest proportion of accommodation on the seventeenth-century canals is De Key. Within the protected area, De Key manages 1078 national monuments and 601 city monuments. Of these, 203 are on the canals.
Amsterdam NV Stadsherstel also has some properties on the canals.
The housing associations form the Amsterdam Federation of Housing Corporations (*Amsterdamse Federatie van Woningcorporaties),* featuring the participation of eleven housing corporations and Stadsherstel Amsterdam.

Note: The properties of the various housing corporations are marked on the map, *Kaart Centrum* uit *Atlas Sociale Woningbouw Amsterdam en Diemen 2007,* from the Amsterdam Federation of Housing Corporations, see Chapter 1.

4.4 Organisation and coordination *property* ring of **canals**

4.4.1 Introduction
The management plan contains - in addition to presentations on a wide range of laws, policies and measures that determine how 'the exceptional and universal value' of the property, 'the seventeenth-century ring of canals of Amsterdam within the Singelgracht' (with

58 link: Wijksteunpunt Wonen. www.wswonen.nl

'authenticity' and 'integrity' defined as in the Operational Guidelines as 'historic urban landscape'), and the surrounding buffer zone within the protected city area ' Amsterdam within the Singelgracht,' are being and will be protected - a number of additional issues. These issues define how the operation, implementation and coordination of the management plan for the management of the World Heritage site will be implemented, and how the administration can and will be monitored, and where it is necessary and possible to improve it.

The monitoring of the current protection regime and the development and implementation of annual action plans to update or strategically advance, and successfully implement, the protective measures where needed in order to extend the vision, objectives and task of the management plan - with the core objective of ensuring effective protection and conservation of the World Heritage-nominated cultural heritage site for present and future generations. It is essential therefore to ensure a permanent base and constant efforts from both the executive and the officially responsible players, but also the stakeholders: the citizens, businesses and organisations that have interests, but also (directly or indirectly) responsibilities for this (World) heritage area. This section describes how support and commitment are aggregate in different forums.

4.4.2 Implementation management plan and action plans

The following bodies shall ensure that the District of Central Amsterdam and the City of Amsterdam have the ability to implement the management plan effectively, and to develop and implement the necessary annual action plans.

The District of Central Amsterdam is responsible, as *site holder,* for the coordination of these bodies. The City of Amsterdam supports the District of Central Amsterdam in this effort and ensures the district has its joint commitment of manpower and (financial and / or legal) means carry out the responsibilities resulting from the UNESCO World Heritage Listing in a lasting and expeditious manner.

Key point 6:

The parties in charge of determining and introducing the management plan take responsibility for ensuring a support base and the efforts of managers, administrative management, stakeholders and jointly responsible authorities to determine, introduce and implement the management plan and for monitoring, developing and launching annual action plans to ensure the cultural and historic, as set out in the Statement of Outstanding Universal Value of the World Heritage Committee, of '17th-century canal ring area of Amsterdam within the Singelgracht', are assured in the future.

4.4.3 Stakeholders Platform World Heritage site Ring of Canals

Under the auspices of the property manager*,* the managers and chairmen of the most important stakeholder organisations (see paragraph 4.3 for an overview and description of the stakeholders) form a platform representing public support for the introduction of the management plan and the annual action plans. The Platform meets annually for this purpose. The results of monitoring activities are discussed with this Platform, prior to compiling the plans for the coming year. Stakeholders will find up to date information on the World Heritage site at the website of the World Heritage site 'Amsterdam's 17th-century ring of canals'.

Key point 7:

An independent party will be requested to chair the World Heritage Ring of Canals Stakeholders' Platform.

4.4.4 Amsterdam World Heritage Office

The property manager sets up a World Heritage Office, tailored to the implementation of the management plan and the drafting and implementation of the annual action plans. This requires an implementation-driven approach. Key issues must be put into practice. An action plan will be compiled and implemented to this end. Annual action plans must also be drafted, coordinated, implemented and monitored. All in all, this demands pioneering efforts on the part of the office: the ability to open doors, work in conjunction with the many stakeholders, motivate parties and maintain contact with the press.

a. Tasks of the World Heritage Office

- *Execute management plan and action plans*

The principal task of the Amsterdam World Heritage Office is to execute the management plan and the accompanying key issues. Its responsibility therefore is to draw up an action plan and to ensure its implementation. In addition, the World Heritage Office compiles annual action plans and sees to their implementation. The Office monitors the cohesion and progress of the actions in the action plan and will set up a monitoring system to measure the results (see Chapter 8), in compliance with the guidelines for monitoring in the Operational Guidelines.

- *Maintaining contact with stakeholders and jointly responsible authorities.*

The World Heritage Office maintains contact with the Central Amsterdam District for the implementation of the management plan and with the sectors of the Central Amsterdam District, the municipal services of the City of Amsterdam and the other jointly responsible authorities and stakeholders for the annual action plans, as the support for and the endeavours of these parties, who are involved and have an interest in the World Heritage site, are of key importance for the effective implementation of the management plan and the annual action plans.

- *Coordination point municipal services*

The World Heritage Office acts as coordination point between municipal (district; / City of Amsterdam) services and institutes that are directly involved in and/or responsible for upholding the Outstanding Universal Value of the '17th-century ring of canals' as a World Heritage site.

- *Website*

The World Heritage Office is responsible for content with respect to the property on the Amsterdam website and posts up-to-date information and monitoring data for the purpose of informing the jointly responsible authorities and stakeholders.

- *Representation in The Netherlands World Heritage Foundation (Stichting Werelderfgoed Nederland)*

The World Heritage Office represents the World Heritage site in the National Office of the Netherlands World Heritage Site Foundation (in which the chairman of the (executive) committee of the Central Amsterdam District has an administrative seat).

b. Organisation of the Amsterdam World Heritage Office

- *Implementation within separate organisation*

The property manager gives shape to the separate organisation under which the planned implementation will be incorporated, which will set to work prior to the submission of the nomination. This allows the World Heritage Office to acquire timely knowledge and experience, ensuring it will play an important role in the evaluation *in situ* of the nomination to be carried out by ICOMOS (an NGO). This evaluation is aimed in particular at examining

whether the conservation of the property is assured in the future by means of rules and regulations, through public participation and by an effective management plan and its implementation.

- *Providing staff*

Staff will be made available to the World Heritage Office by both the relevant sectors of the Central Amsterdam District and the relevant municipal services and units, including those of the Physical Planning Department, the Development Corporation of the City of Amsterdam (Ontwikkelingsbedrijf Gemeente Amsterdam), the Social Development and Economic Affairs Department, the Department for Research and Statistics, the Environmental and Building Department, Bureau of Monuments & Archaeology, Waternet and the Amsterdam Tourism and Convention Board. The Office works on a project basis (heritage, communication, tourism, urban planning, economy and statistics to name a few), enabling staff labour and costs to be determined for each project. If necessary, the World Heritage Office sets up working groups to implement elements of the management plan or action plans and may therefore request existing groups or organisations for assistance.

- *Coordinator*

The property manager appoints a World Heritage Office coordinator who is responsible for the coordination of the Action Plan, for the introduction of the management plan and the development and implementation of the annual action plans and for drafting and coordinating the accompanying timetables.

- *Costs*

The City of Amsterdam will contribute to the staff costs and operational budget of the World Heritage Office.

- *Accommodation*

The World Heritage Office can be housed in the offices of the sector head of the Construction and Housing Department of the Central Amsterdam District, but also at the offices of the director of the Construction and Housing Department or the City of Amsterdam's ProjectManagementBureau.

4.4.5 World Heritage Ring of Canals steering Committee

The property manager sets up an Amsterdam World Heritage Ring of Canals steering committee to be composed of the managers representing the site partners who bear a direct responsibility for conserving the property.
Parties with a seat are:

- Central Amsterdam District – chairman of the (Executive) Committee
- City of Amsterdam – alderman for built heritage
- Amstel, Gooi and Vecht Water Board– chairman of the water board council
- Province of North Holland – Executive Metropolitan Region

The Ministry of Education, Culture and Science will be requested to appoint a consultant to advise the World Heritage Ring of Canals steering committee on the direct impact of the obligations borne by the member state in the context of the World Heritage site.

The World Heritage steering committee approves the action plans of the World Heritage Office and facilitates and supports implementation thereof.

4.4.6 Netherlands World Heritage Platform Foundation (Stichting Platform Werelderfgoed Nederland)

The Netherlands World Heritage Platform (Stichting Platform Werelderfgoed Nederland) – in which the property managers of the Netherlands World Heritage sites act as one body at management and administrative level (National Office), authorised accordingly by the Ministry of Education, Culture and Science – develops and implements a programme for knowledge transfer, information and education in order to expand public awareness and support for the World Heritage site.
The chairman of the Amsterdam Central District (if the site is added by the World Heritage Committee to the list of World Heritage sites), as property manager of 'Amsterdam's 17th-century ring of canals', will sit in this Platform and participate in the development and deployment of the programme for knowledge transfer, information and education. The coordinator of the Amsterdam World Heritage Office forms part of the Foundation's National's Office.

4.5 Relation between the Amsterdam Urban Development Board, the Building Aesthetics and Built Heritage Agency and the property

4.5.1 Introduction

The Amsterdam Urban Development Board and the Building Aesthetics and Built Heritage Agency are independent bodies that advise the district councils and the city council on urban planning and urban aesthetics and monuments.

4.5.2 Amsterdam Urban Development Board[59]

Under Article 84 of the Municipalities Act, the Board is an advisory committee in the field of urban planning on behalf of the College of Mayor and Aldermen (city executive) as well as the city council.[60]

The tasks of the Board are:

- The Board advises the municipal executive, the city council and the district councils at their request or on its own initiative on policy with respect to urban planning in Amsterdam.
- The Board also advises on policy in the field of urban planning in the areas surrounding Amsterdam, insofar as the policy of other city councils and other managing bodies may affect urban planning in Amsterdam.
- By holding expert meetings and symposia and by means of publications and using all other resources the Board deems necessary to achieve this goal, the Board promotes a forum for ideas in the field of urban planning.

The responsibilities and powers of the Board are set out in the *2006 Amsterdam Urban Development Board bylaw (Verordening op de Amsterdamse Raad voor de Stadsontwikkeling 2006)*.

Objectives

The Amsterdam Urban Development Board (ARS) is an independent advisory body of the City of Amsterdam and gives (solicited and unsolicited) urban planning recommendations to the city council and the various district councils. The recommendations concern such issues

59 link: Amsterdam Urban Development Board, www.ars-amsterdam.nl

60 Amsterdam Urban Development Board bylaw 2006, Article 2 and 3, page 1

as: urban design, urban planning, cultural and natural heritage, economy, public housing, traffic & transport and public spaces.

Organisation
Since its foundation in 1957, ARS has evolved into a versatile and diversified Board entrusted with the task of giving solicited and unsolicited advice on policy-making in the field of urban planning to Amsterdam's city council and district councils on the basis of its independent expertise and comprehensive insight. The board comprises independent experts who disinterestedly make their knowledge, experience, creativity and a wider vision of the city and its bottlenecks available.

Programme
The ARS takes action in the event of significant spatial developments at urban and regional level should modifications or social tendencies be identified that have a structural impact on that development or if (the preservation of) the quality and the cultural and historical heritage are at stake or the organisation and management in general require that a standpoint be taken. The ARS receives requests for advice from the city council and district councils. The ARS also issues recommendations on the basis of its own agenda.

4.5.3 Amsterdam Building Aesthetics and Built Heritage Agency[61]

Under Article 84 of the Municipalities Act, the Building Aesthetics and Built Heritage Agency is an advisory body in the field of urban aesthetics and built heritage.

Objectives
The Amsterdam Building Aesthetics and Built Heritage Agency is an independent agency that issues recommendations to the city council and the district councils on matters relating to aesthetics and monuments.

Organisation
The Building Aesthetics and Built Heritage Agency is an independent advisory body established on the grounds of the Housing Act and the Monuments and Historic Buildings Act. The Agency is appointed by the City of Amsterdam on consultation with the districts and is made up of independent experts in the field of urban development, architecture, architectural history and the visual arts. The Agency's secretariat activities are carried out by the Building Aesthetics Office.

Programme
The Agency advises on matters relating to urban aesthetics and historic buildings in the context of the Housing Act, the Monuments and Historic Buildings Act, the Built Heritage Regulations and the Building Regulations. In assessing plans, the Agency departs from the policy document on building aesthetics agreed by the district councils, from the historic buildings policy (the *Programme of Requirements for the Quality of Built Heritage*, among others*)* agreed and from the fixed urban planning policy (among others, zoning plans) agreed.

The tasks, objectives and procedures of the Building Aesthetics and Historic Buildings Agency are described in detail in paragraph 5.1.3.

61 Link: Building Aesthetics and Built Heritage Agency, www.welstand.amsterdam.nl

Both advisory bodies are independent bodies advising the municipal executive, the city council and the district councils. Their recommendations are based on the policy relating to urban planning, urban aesthetics and historic buildings agreed at administrative level.

Key point 8:
The Central Amsterdam District and Bureau of Monuments & Archaeology ensure that the Amsterdam Urban Development Board and the Building Aesthetics and Built Heritage Agency are kept informed of the outstanding universal value and the authenticity and integrity of the World Heritage site 'Amsterdam's 17th-century ring of canals with the Singelgracht', such that the Board and the Agency systematically include these aspects in their recommendations.

Municipalities Act (1992)

Article 84
6) The Board, the municipal executive or the Mayor may appoint other agencies than referred to in Article 82, first section, and Article 83, first section.
7) Article 83, second section, is correspondingly applicable to another agency, with the exception of an agency that is appointed to advise on issuing decisions to notices of objection submitted and an agency charged with settling and advising on complaints.
8) The Board, the municipal executive, respectively the Mayor, ensures that the meetings of any another agency appointed by them are open to the public.
9) Article 139, second section, and Articles 140 and 141 correspondingly apply to a decision to appoint another agency.

4.6 Assuring tasks and responsibilities at different levels

Assurance described
The assurance of the primary tasks and responsibilities for the protection, conservation and the management of the property and the designated buffer zone is described in the management plan and its constituent operational plan and action plan.

Assurance agreed
The assurance of the primary tasks and responsibilities for the protection, conservation and the management of the property and the designated buffer zone is agreed in the administratively recorded management plan and in the Covenant between the Central Amsterdam District and the City of Amsterdam on the site ownership and the Covenant between the joint responsible authorities: Central Amsterdam District and the City of Amsterdam and the Amstel, Gooi and Vecht Water Board.

4.7 Avoiding undesirable developments

In the description of the tasks of the World Heritage Office to be established, the procedures and impact strategy will be worked out in detail to ensure that (possibly) conflicting plans, developments and projects are brought into compliance with the World Heritage values, as indicated in the Statement of Outstanding Universal Value (see par. 116, Operational Guidelines).

Key point 9:

The assignment given to the coordinator of the World Heritage Office includes the task of ensuring that procedures and strategies to avoid undesirable developments and the risk of affecting the outstanding universal value will be worked out in detail. These procedures and strategies will be communicated to the World Heritage Committee by the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) so that they may be assessed by ICOMOS in evaluating the nomination dossier, as procedurally provided for in the Operational Guidelines.

4.8 Calamities

4.8.1 Introduction

This paragraph describes the security measures that have been taken in Amsterdam to avoid calamities and in the event of disasters and calamities, the measures to restrict the resulting impact on the population and the physical surroundings. This section also looks at how the responsibilities are divided and which measures have been taken for crisis management.

4.8.2 Current measures

The management plan contains a description of the current measures to be taken in the event of calamities (Operational Guidelines, par. 118).

4.8.3 Crisis management

Physical Safety Manual

The City of Amsterdam, together with the Public Prosecutor and the Amsterdam-Amstelland Police, compiled the *Physical Safety Manual*[62]. This manual describes the policy, the organisation and the liability for a safe Amsterdam and the modus operandi in the event of crisis management.

Mayor is ultimately responsible

By virtue of Articles 170 and 172 of the Municipalities Act, the Mayor is ultimately responsible for physical safety in the City of Amsterdam. The Public Order and Safety Inspectorate (POS Inspectorate) of the Civil Service of the City of Amsterdam supports the Mayor in fulfilling this responsibility.

Responsibility of District councils

By virtue of the Districts bylaw, the city executive transferred all powers to the districts, with the exception of the powers described in List A of the bylaw and those referred to in List E of the bylaw, in which the districts solely have a management task. This means that the chairmen of district councils and the portfolio holders of the districts also bear administrative responsibility for physical safety in the area of calamity management, building safety, fire safety, external safety of developments in the districts and safety in public areas.

Responsibility in the event of disaster

62 Link: Physical Safety Manual: http://fysiekeveiligheid.eenveiligamsterdam.nl

In compliance with the Disaster and Serious Accident Response Act, the City of Amsterdam has drawn up a disaster response plan, which will take effect if the Mayor declares an incident to be a disaster. Districts have access to a district disaster response plan, which is aligned to the *Amsterdam Disaster Response Act*.

Responsibility in the event of a calamity

The district council is responsible for management in the event of a calamity, in other words, an incident that is perceived as extremely serious but which has not been declared a disaster by the Mayor. In the event of a calamity, the procedures under the calamities response plan of the district will be put into effect. The district's crisis team will be in charge.

j)

Responsibility for physical safety

According to Article 28 of the Districts bylaw, the city council, the College of the Mayor and Aldermen (municipal executive) and the Mayor have transferred all powers to the district council, the executive (committee), and the chairman of the district council, respectively. However, the following powers, which relate to physical safety, continue to be exercised by the city council:

- Determination of the Building Regulations;
- Issuing guidelines with respect to zoning plans;
- The implementation of legislation with respect to the transport of hazardous substances by water;
- Issuing permits in the context of the Environmental Management Act, whereby powers have been delegated to the City of Amsterdam by the Provincial Executive of the Province of North Holland;
- Public order and safety: maintaining public order, police assistance and fire-fighting;
- Implementation of the relevant general municipal bylaws (*Algemene Plaatselijke Verordening, APV)* including permits for the delivery and storage of fireworks.

4.8.4 Organisation and responsibility in the Security Region

Amsterdam-Amstelland Security Region

As of 1 January 2008, the Amsterdam-Amstelland Security Region, a partnership in the field of crisis management, was established for the purpose of coordination. Partners in the Amsterdam-Amstelland Security Region are the fire department, police, Medical aid during Accidents and Disasters, the Public Prosecutor and the municipalities of Aalsmeer, Amstelveen, Amsterdam, Diemen, Ouder-Amstel and Uithoorn. Together, the Mayors of these six municipalities form the Security Board. The Mayor of Amsterdam is chairman of the Security Board.

Security Office

For the purposes of coordinating the multidisciplinary and regional cooperation, a Security Office was established as of 1 January 2008. On the one hand, the Security Office has regional advisory and support tasks on behalf of the Security Board and on the other, it advises the Mayor of Amsterdam with respect to integral crisis management.

4.8.5 Hazardous substances[63]

Transport by water of hazardous substances

63 Water on course, page. 20

The harbour master is one of the institutes authorised (by mandate) by the Minister of Transport, Public Works and Water Management with respect to the transport of hazardous substances by water. Transport of hazardous substances, including kerosene, takes place in the harbour of Amsterdam, over the IJ River and on the direct shipping route East (via the Amstel and the Nieuwe Herengracht) and West (via the Kostverlorenvaart). This shipping route is the alternative when transport of kerosene through the pipeline is (temporarily) impossible.
For reasons of environmental safety, the fairway in the harbour is surrounded by a nautical security zone. This is a stretch of 15 metres in which ships may navigate, but where no permanent residential construction (edifice, moored vessel) is permitted.
The harbour master must be notified in advance of the transport of hazardous substances. If transport takes place by inland waterways, the harbour master will consult with the nautical waterway managing body, Amsterdam Inland Waterways Board, on the opening of bridges, such that the transporting vessel can navigate through the city's waterways.

4.8.6 Fire prevention through building conditions

In 2005, the City of Amsterdam started structuring the division of tasks between the Amsterdam Fire Department and the Building and Housing Departments (BWT) of the districts:

- On the basis of the statutory provisions, the BWT inspectors themselves carry out the fire safety tests on simple requests for permits. The recommendations given by the Amsterdam Fire Department are invalid. However, in all cases (also simple ones) the Amsterdam Fire Department must have access to the current fire safety information on constructions. The districts inform the Amsterdam Fire Department on the advice issued on decisions with respect to granting permits to the extent in which fire safety was included in mandatory recommendations;
- The Amsterdam Fire Department remains charged with advising on complex cases by means of mandatory recommendations specifying the technical details of fire prevention.

k) The details of this change in the divisions of tasks between the Amsterdam Fire Department and the districts will be worked out by these parties. The agreements to be made in this regard must as yet be set out in writing.

4.8.7 Rules and Regulations

The rules and regulations in Amsterdam[64] for the purpose of physical safety are based on some forty national laws, decrees, regulations and circulars concerning physical safety. There are, in addition, regulations for the specific situation in Amsterdam; these regulations have been included in ten documents:

- Directive on routes for transport of hazardous substances -
  gives an overview of the relevant transport routes;
- General municipal bylaw -
  regulates the mandates of the Mayor's powers;
- Amsterdam Integral Security Guidelines -
  regulates internal safety in underground tram and metro systems;
- Policy document concerning the transport of hazardous substances in Amsterdam-Noord -
  identifies responsibilities, rules and agreements with respect to transport and storage of hazardous substances and fireworks that are unclear;

64 www.fysiekeveiligheid.eenveiligamsterdam.nl

- Building regulations -
  provide further clarity on the requirements under the Housing Act and the related 2003 Buildings Decree;
- Fire Department bylaw -
  regulates the activities to prevent, restrict and fight fire, the restriction of fire hazards as well as the prevention and restriction of accidents involving fire and taking action in the event of calamities;
- Collective regulation GHOR Agglomeration Amsterdam -
  regulates medical aid in the event of accidents and disasters;
- Central Transport Commission Guidelines -
  regulates the task of the Central Transport Commission, which provides solicited and unsolicited recommendations on modifications to the main traffic networks;
- 1995 Harbour and Inland Waterways bylaw -
  regulates the use and management of the public waterways;
- Districts bylaw -
  regulates the division of powers between the City of Amsterdam and its districts.

Key point 9 (herhaling)
The assignment given to the coordinator of the World Heritage Office includes the provision that the procedures and strategies to avoid undesirable developments and the risk of affecting the outstanding universal value will be worked out in detail. These procedures and strategies will be communicated to the World Heritage Committee by the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) so that they may be assessed by ICOMOS in evaluating the nomination dossier, as procedurally provided for in the Operational Guidelines.

Key point 10:
The division of tasks between the Amsterdam Fire Department and Building and Housing department of the Central Amsterdam District with respect to requests for building permits will be added as soon as possible by the National Service for Archaeology, Cultural Landscape and Built Heritage to the nomination dossier to be submitted.

Chapter 5: Built heritage conservation policy and agreements regarding the management, preservation and maintenance of the site

The 17th-century ring of canals is located within the conservation area 'Amsterdam within the Singelgracht canal'. This chapter examines its designation as a conservation area and the international, national and municipal guidelines for the protection of the cultural heritage in urban landscapes, as defined in charters, legislation and regulations. This chapter also discusses factors that could have a negative effect on the property and the ways in which the preservation and protection of the property can be guaranteed by anticipating and incorporating these factors in planning and procedures.

5.1 Conservation in the site, the buffer zone and metropolitan projects

5.1.1 Conservation of the property and the buffer zone

Introduction

The protection of the property and the buffer zone of the World Heritage site fall within the urban landscape of 'Amsterdam within the Singelgracht canal', which was designated as a conservation area in 1999. The historical urban structure and spatial qualities are primary considerations when considering further developments in a conservation area.
This section firstly describes two internationally ratified charters that deal with the preservation of the character of the monumental urban environment. The legal possibilities relating to the designation of conservation areas are also described, as is the designation in 1999 of 'Amsterdam within the Singelgracht canal' as a conservation area. Lastly, this section discusses the Amsterdam city council's policy regarding the conservation area 'Amsterdam within the Singelgracht canal'.

International obligations

Two internationally ratified charters call for more attention to the ways in which the characteristic areas surrounding monuments are preserved by means of spatial planning policy; this also applies to new developments in urban areas. The first charter is the most important charter for the World Heritage site.

The Venice Charter[65]
International Charter for the Conservation and Restoration of Monuments and Sites (Venice, 1964)
ICOMOS *Charter* – approved by the ICOMOS General Assembly

The Venice Charter contains the basic principles regarding the conservation and restoration of heritage sites and especially of monumental buildings. The essence of the Charter is that a heritage site is permanently conserved to ensure that it fulfils a social purpose.
The Venice Charter was framed by ICOMOS (International Council on Monuments and Sites), an advisory body (NGO) to UNESCO. UNESCO has adopted the Venice Charter as a key reference on matters of World Heritage. This *Charter* prescribes that particular attention

[65] Link: International Charter for the Conservation and Restoration of Monuments and Sites (The Venice Charter), http://www.icomos.org/venice_charter.html

should be given to the maintenance of characteristic features – the *genius loci* – the monument's distinctive environment.

> *The Washington Charter*[66]
> **Charter on the Conservation of Historic Towns and Urban Areas** (Washington, 1987)
> ICOMOS *Charter* – approved by the ICOMOS General Assembly

The *Washington Charter* provides guidelines for the preservation of historic towns and urban areas. It stresses the importance of urban planning policy as an integral component of future social, economic and spatial developments in historic urban areas.
The *Charter* focuses on conserving the historic character of urban monuments, both tangible and intangible, both in design as well as structure, in terms of architecture, scale, size, and the use of colour and materials. New functions and developments must harmonise with the character of historic towns and cities.

Conservation policy regarding the property and the buffer zone
A legal device in the Netherlands to protect the characteristic features of a monumental environment in a city or village is its designation as a protected conservation area based on the Monuments and Historic Buildings Act of 1988 (*Monumentenwet*; hereafter, Monuments Act). 'Amsterdam within the Singelgracht canal' was designated as a conservation area in 1999. Since then, the prevailing policy of the tailored zoning plans relating to the conservation of buildings, public space and the urban development structure within the conservation area of 'Amsterdam within the Singelgracht canal', has also applied to the property 'Amsterdam's 17th-century ring of canals' and its buffer zone, both of which are located inside the conservation area.

Conservation areas

Designation
The Monuments Act has specified the designation of conservation areas since 1961. The Monuments Act of 1988 defines urban and village conservation areas as follows:

> Article 1, Clause f:
> 'Groups of real estate that are of general interest because of their aesthetic appearance, their mutual spatial or structural cohesiveness, or their scientific and/or cultural-historical value and in which groups one or more monuments occur.

The Ministry of Education, Culture and Science (*Ministerie van Onderwijs*, *Cultuur en Wetenschap*, OCW) and the Ministry of Housing, Spatial Planning and the Environment (*Ministerie van Volkshuisvesting*, *Ruimtelijke Ordening en Milieubeheer*; VROM) are authorised by Article 1, Clause g, of the Monuments Act of 1988 to designate conservation areas on behalf of the government. Article 35 of the Monuments Act specifies that city councils or district councils, the Netherlands Council for Culture (*Raad voor Cultuur*), the Provincial Executive (*Gedeputeerde Staten*), and the National Spatial Planning Agency (*Rijksplanologische Commissie*) should have an advisory role. In addition to protected views designated by the authority of the government, municipalities can also designate protected views. The city council or the district council are authorised to designate a municipal view.

[66] Link: Charter on the Conservation of Historic Towns and Urban Areas, www.international.icomos.org/charters/towns_e.htm

The purpose of designating a protected view is to ensure that future spatial and societal developments within the area do not threaten characteristics relating to historical development and the urban planning of the area. To that end, Article 36 of the Monuments Act obliges municipalities to specify zoning plans relating to the preservation of a conservation area, and Article 37 stipulates stricter requirements that have to be met before a demolition permit is issued.

Conservation areas form a spatial and architectonic whole that is deemed to be of historic value and of general importance. According to government policy the protection of conservation areas should be based on 'preservation through development' and not on preserving an unchanging city or village. This is emphasised in the explanatory notes to the law: new developments should not affect the function of the protected view.

Conservation zoning plan
To preserve a protected view the city council must develop a zoning plan relating to conservation in accordance with the Spatial Planning Act (*Wet op de Ruimtelijke Ordening*; WRO). In addition, the spatial structure and zoning must be specified as accurately as possible. There are no compulsory instructions regarding how this should be achieved.

The obligation to apply for a permit
In a zoning plan relating to conservation, the conservation area is indicated on a detailed map, and specific zoning and operating instructions are proposed. For an owner of real estate this means meeting more stringent demands when applying for a building or demolition permit. The Housing Act (*Woningwet*) of 2002 specifies that any renovations to any of the buildings in a conservation area require official permission. Even buildings that are not protected monuments that are located within the conservation area cannot be altered or demolished without a permit, nor can they deviate from the provisions of the permit.

Demolition permits
Municipal building regulations require that 'a demolition permit must be refused if the intended demolition will have a deleterious effect on the protected conservation area'. The municipal Building Aesthetics Agency (*Welstandscommissie*) evaluates the plans.

Construction permits
Every building or zoning plan relating to an officially protected area requires a construction permit. The municipality evaluates the application for a building permit and has to ensure that the work is undertaken in accordance with the provisions of the permit. The Aesthetic Appearance Document (*Welstandsnota*) provides the opportunity to closely define the criteria for the issuing of building permits. No structure in a conservation area can be demolished without a demolition permit.

Spatial planning
With regard to the public space, municipal regulations define the rules for the profiling of streets, squares and wharfs, views, the types of plants or trees that are introduced, the paving, street furniture and suchlike, with the intention of also preserving the character of the protected site by means of the municipal planning policy apparatus.

Designation of the conservation area 'Amsterdam within the Singelgracht canal'

'Considering

that the city centre of Amsterdam still reflects the history of its development and consists primarily of historically significant buildings;

that the visual appearance and the structure of the built-up area are cohesive and valuable;

that the area is of general importance because of its aesthetic appearance and its spatial and structural coherence'.[67]

The conservation area
The protection of the conservation area 'Amsterdam within the Singelgracht canal' emphasises the intact historical-spatial structure as well as the all-important historically valuable visual appearance of the historic town centre. The Singelgracht canal was selected as the western boundary of the conservation area, because this forms an important cut-off point from a historical-spatial perspective.

On the IJ-side the conservation area is bordered by the IJ itself, except in those places where historical urban expansion around the IJ has significantly altered the visual appearance of the built-up area. The boundary of the conservation area runs from the Singelgracht canal, via the railway lines, the Eilandsgracht (around the islands: Prinseneiland, Realeneiland and Bickerseiland) and the Westerdokskade, and ends at the IJ. The eastern border runs directly behind the buildings along the canals, the Kattenburgergracht, Wittenburgergracht and Oostenburgergracht, round the back of the Maritime Museum (*Scheepvaartmuseum*) along the Oosterdok, and ends at the IJ. Most of the Eastern Island (*Oostelijke Eilanden*) thus falls outside the conservation area.

Map of the boundaries of the conservation area 'Amsterdam within the Singelgracht canal'



Map 1
The boundaries of the conservation area

[67] Decree on the Conservation Area 'Amsterdam within the Singelgracht' (*Besluit aanwijzing beschermd stadsgezicht 'Amsterdam binnen de Singelgracht'*), 29 January 1999.

Legal consequences resulting from the designation
Three important legal consequences arise from the designation of a conservation area:

- no permit-free construction;
- building permits and demolition permits must be granted before any building is altered, renovated or demolished;
- the municipality must formulate adequate zoning plans relating to conservation.

The most important legal consequence resulting from the designation of a conservation area is the obligation to specify a zoning plan relating to conservation in accordance with the *Spatial Planning Act* and the *Monuments Act* (*Ruimtelijke Ordening* and the *Monumentenwet*) of 1988. The Explanatory Notes serve as a basis for the prioritisation of the designation of a conservation area.

At the time of its designation in 1999 the existing zoning plans were regarded as the legal framework, with the exception of the following: the zoning plan 'Nieuwendijk–Kalverstraat and environs' (12-11-1986), the environmental regulation 'Utrechtsestraat–Amstel' (19-4-1995) and the environmental regulation 'Rembrandtplein and environs' (5-10-1988); a period of three years was proposed for the adoption of a zoning plan for the area 'Binnengasthuisterrein'.

The zoning plans for the conservation area are extensively described in Chapter 4 of the *Heritage Site Document '17th-century canal ring area of Amsterdam within the Singelgracht'* (*Gebiedsdocument 'de zeventiende-eeuwse grachtengordel van Amsterdam binnen de Singelgracht'*) of 2007. The legal framework of the zoning plans relating to conservation is discussed in Section 4.1. The structure of the zoning plans relating to conservation, as specified by the Amsterdam municipality since the designation of 'Amsterdam within the Singelgracht canal' as a conservation area, is described in Section 4.2. An overview of existing zoning plans is included in Section 4.3, and the content of these zoning plans is discussed in Section 4.4.

<u>Amsterdam's policy on the 'conservation area'</u>

Zoning plans relating to conservation
The designation of 'Amsterdam within the Singelgracht canal' as a conservation area has led to the inclusion of regulations in the revised zoning plans for the city centre that focus on preserving and improving the historical-spatial structure as well as the historically important buildings. Following the date of designation as a conservation area, the revised zoning plans were completed in 2005.

The ways in which Central Amsterdam and the City of Amsterdam deal with the compulsory periodic revision of zoning plans is detailed in Section 5.10.

Classification Map of the Conservation Area
A classification map is compiled of each development zone. All the structures in the area are appraised and ranked according to their significance to the conservation area on the classification map. The classification map and regulations relating to each category form part of the revised zoning plan. The classification map specifies three categories:

- Category 1 – Appraisal: National and municipal monuments.

- Category 2 – Appraisal: Structures built before 1940, which, because of their impressive architectural qualities, their place in the urban structure and/or important features on their facades, are important contributions to the conservation area.
- Category 3 – Appraisal: Structures of varying quality built before 1940, which match the facade because of their scale and architectural features, but which do not have architectural or spatial planning value.

Buildings in category 1 are subject to the basic principles of the Monuments Act, the municipal Built Heritage Regulations (*Monumentenverordening*) and the Housing Act: besides requiring a building permit, any changes to built heritage also require a monument permit.
The basic approach for buildings in category 2 is preservation: insofar as possible, renovation has to focus on restoration of the facade and the roof. Original architectural features should be retained and, if necessary, restored. In these instances, the use of non-authentic materials is permitted, as long as these exactly replicate the original shape, colour and architectural features.
The basic principle for buildings in category 3 is preserving and renovating the original visual features. In this instance, changes in material and to architectural features, and customization are permitted, as long as these do not interfere with the original character of the structure.

The *Policy Document Classification Map of the Conservation Area* (*Beleidsnota Waarderingskaart Beschermd Stadsgezicht*) of 2000 includes detailed building regulations for the evaluation of building plans for structures falling into categories 2 and 3 on the classification map. Moreover, the policy document defines the specific building requirements for structures constructed after 1940 as well as for new construction projects.

The *Policy Document Classification Map of the Conservation Area* (*Beleidsnota Waarderingskaart Beschermd Stadsgezicht*) of 2000 includes detailed building regulations for the evaluation of building plans for structures falling into categories 2 and 3 on the classification map. Moreover, the policy document defines the specific building requirements for structures constructed after 1940 as well as for new construction projects.

Long-Term Vision on Culture 2015 (*Langetermijnvisie Cultuur 2015*) and the Cultural Policy Document for the City Centre 2006 (*Cultuurnota Binnenstad 2006*)
The policy documents of Central Amsterdam District and the City of Amsterdam mention 'maintaining and presenting cultural heritage' as one of the five core issues of the policy. In summary, both documents state the following regarding the importance of the preservation of cultural history in the conservation area:

The protection and conservation of the monumental city centre, including the 17th-century ring of canals, the archaeological heritage and the collections preserved in museums require constant attention. Cultural history is a reflection of the history of Amsterdam; the memories of the city play a unifying and inspiring role in the urban identity of residents of Amsterdam and tourists.
Strictly speaking, the preservation of cultural heritage refers to buildings and collections. A wider understanding would include conservation and collecting so that the cultural-historical and scientific value is presented to the wider public.
The 17th-century ring of canals in the city centre of Amsterdam will be nominated in the near future for inscription on UNESCO's World Heritage List. This creates new opportunities.

***Key point 11*:**

Central Amsterdam District and Amsterdam city council consider the preservation and presentation of cultural assets as a core issue of their policy. In consultation with the stakeholders they have developed a cultural policy strategy of optimising the focus on tangible preservation as well as on intangible presentation. The World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' presents an exceptional opportunity to broaden awareness of and support for tangible and intangible values of the site within cultural policy.

In addition, the promotion of the Central Amsterdam District as the bearer of the cultural identity of Amsterdam is a core cultural policy issue formulated by the Executive Committee of the Central Amsterdam district.[68]

The Central Amsterdam district takes care of cultural identity by means of, among others, building aesthetics policy, the conservation and restoration policy, as described in the *Quantifiable Policy Programme for Central Amsterdam District 2006-2010* (*Meetbaar Programakkoord Stadsdeel Centrum 2006-2010*),[69] and the municipal monuments policy in Central Amsterdam; nearly 90% of Amsterdam's national and municipal monuments are located in the Central Amsterdam district.

Furthermore, the Executive Committee has formulated the following policy proposals:

> 'The Executive Committee shall ensure that this cultural heritage, which is accessible to all, is well maintained and, where possible, that it can be expanded insofar as the budget of a district council permits.
>
> This is an exceptional responsibility for a district council. After all, the site is one of the most beautiful and best-preserved European urban centres. This means that we not only impose strict requirements regarding any alterations to structures, but are also reticent when it comes to permitting extensions or additions such as advertising' (Aesthetic Appearance Document 2006).
>
> The conservation and restoration of cultural heritage is also specified in the Aesthetic Appearance Document and the Conservation and Restoration Policy (*Beleid voor Behoud en Herstel*), and by inscribing buildings on the Municipal Monuments List (*Gemeentelijke Monumentenlijst*).'[70]

[68] Cultural Policy City Centre (*Cultuurbeleid Binnenstad*) 2006, p. 15

[69] Quantifiable Policy Programme for Central Amsterdam District, Construction, Housing and Urban Development Programme (*Meetbaar Programakkoord stadsdeel Centrum, Programma Bouwen Wonen en Stedelijke Ontwikkeling*), p. 22

[70] Cultural Policy City Centre (*Cultuurbeleid Binnenstad*) 2006, p. 15

***Key point 12*:**

To preserve and present this cultural heritage, and thereby contribute to the preservation of outstanding universal value and the authenticity and integrity of '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site, the Central Amsterdam district monitors and evaluates the required activities for the preservation of the tangible and intangible aspects of the site.

5.1.2 Monuments policy

The provisions of the Monuments Act of 1988 apply to the protection of national monuments, archaeological monuments and government-designated conservation areas. Regulations pertaining to the protection of municipal monuments are included in the Amsterdam Built Heritage Regulations 2005 (*Monumentenverordening Amsterdam 2005*), which apply to built heritage in metropolitan areas, and in the Amsterdam Built Heritage Regulations 2005 which apply to the territory of the district. The Heritage Regulation (*Erfgoedverordening*) currently being drafted is expected to replace the Built Heritage Regulations in 2009.

The Monuments Act of 1988

Designation as a national monument

Based on the Monuments Act of 1988, the Minister Education, Culture and Science can designate immovable monuments as built heritage.

The Monuments Act defines a monument as follows: 'all structures that are at least fifty years old which are of general importance because of their aesthetic appearance, their scientific significance or their cultural-historical value'. An object that conforms to these criteria is only considered as built heritage after it has been included in the Built Heritage Register (*Monumentenregister*). The National Service for Archaeology, Cultural Landscape and Built Heritage (*Rijksdienst voor Archaeologie*, *Cultuurlandschap and Monumenten*; RACM) administers the Built Heritage Register.

Permit requirements

The following applies to national built heritage:

> 'Article 11
>
> .1. Damaging or destroying built heritage is forbidden.
> .2. The following activities may not be undertaken without a permit:
> a. demolishing, spoiling, moving or in any way altering built heritage;
> b. restoring and using or allowing built heritage to be used in such a way that it becomes an eyesore or is jeopardised.'

Building- and monument permits

Before any work can be undertaken on a national monument, a building permit and a monument permit are required. These can be requested from the Central Amsterdam district, Construction and Housing Department (*Bouwen & Wonen*) (an information folder is available for permit applicants; the information and accompanying forms are available in digital form at www.centrum.amsterdam.nl/smartsite: Permits and civic affairs – Construction and Housing Department: Monument Permits).

Application procedure for a national monument permit
Applying for a monument permit for a national monument involves a number of stages and proceeds according to the *Outline of Permit Procedures for National Monuments* (*Schema Vergunningsprocedure Rijksmonumenten*; see the following page). The district council processes the application according to a set procedure that is described in the *Process Description Permits* (*Procesbeschrijving vergunningen*), which is part of the *Covenant Between Central Amsterdam District and the Amsterdam City Council Relating to Built Heritage Conservation and Archaeology* (*Convenant op het gebied van monumentenzorg en archeologie tussen stadsdeel Amsterdam Centrum en het gemeentebestuur van Amsterdam*) (for more information, see the subsection Built heritage conservation and archaeology operational plan and covenant). Note: the government's present duty to advise on national monuments will change into an advisory right in the near future (see the following subsection).

Limitations of the advisory duty for national monuments
At the suggestion of the Ministry of Education, Culture and Science (*Ministerie van Onderwijs*, *Cultuur en Wetenschappen*), Article 16 of the Monuments Act will be amended on 1 January 2009, changing the government's duty to advise regarding an application for a monument permit into having the authority to advise. After 1 January 2009, municipalities will only have to consult the government regarding the proposed demolition of built heritage, the renovation of built heritage and the allocation of a new function to built heritage. Municipalities have to ask the government for advice in all other cases.

Built Heritage Regulations

Designation of a municipal monument
In addition to national monuments, provincial administrations and municipalities can also designate provincial and municipal monuments respectively. These are monuments of regional or local importance, which are not subject to the 50-year rule, and which are of general importance because of their aesthetic appearance, their scientific significance, or their cultural-historical value. Immovable monuments, which are designated on the basis of the municipal built heritage regulations, are registered in the Municipal Monuments List.

Permit requirements
The *Built Heritage Regulations of the Central Amsterdam District* (*Monumenten-verordening stadsdeel Amsterdam-Centrum*) of 2005 apply to the Central Amsterdam district. The ramifications for municipal monuments include:

> 'Article 9; Prohibition Clause:
> Damaging or destroying a protected municipal monument is forbidden.
>
> Article 10; Permit:
> The following are forbidden from taking place without or in contravention to a permit issued by the Executive Committee, or if they conflict with the regulations attached to the permit:
> a. demolishing, interfering with, moving or in any way altering a protected municipal monument;
> b. restoring, and using or allowing built heritage to be used in such a way that it becomes an eyesore or is jeopardised.'

Table of Permit Procedures for National Monuments
Monuments Act 1988 effective from 1 juli 2005

Permits granting renovation, alterations, demolition or removal of national monuments
This table is a reference guide only; no rights can be derived from it)
For autohorised district councils with a monument regulation an a monuments commission (Mw, article 16)

Preliminary consultation with Bureau of Monuments and Archaeology based on a skeleton plan is recommended and is expedited by the following procedure

Submit a written application to the district council's Executive Committee
(Mw article12)
Standard application form for a Monument Permit
Including all relevant documents conform to the admissible criteria (the Bureau of Monuments can conduct an evalutation to determine if all the required documentation that meets the criteria for admissibility

Extremely complicated
Or disputed subject

Resolve to extend the deadline

Request the applicant's opinion

Extension
(Aab article 3:18.2)
within a reasonable period 8 weeks after receiving the application

Redirect transcripts of the admissible application
Immediately redirect the admissible application after receipt to the Director of RACM and, if outside the built-up area, to the GS (Mw art 16), Bureau Monumenten & Archeologie and CWM

Advice GS
(Mw art 16)
within two months of despatch of request for advice

Advice regariding the consequences for the monumental value by the Bureau of Monuments & Archaeology

Building Aesthetics and Built Heritage Agency
(Mw art 15)

Advice RACM
(Mw art 16)
within 2 months of sending the request for advice

Draft Decision
(Mw article 14a; Awb article 3:12, 3:13, 3:16)
forward to applicant and RACM, publish and deposit for inspection at the offices of the district council for 6 weeks

Opinion
Applicant can respond
(Awb art 3:15.3)
adjust decision accordingly

No Opinion
(Awb art 3:18.4)
Publication

Decision district council (consultation)
(Mw art 16; Awb art 3:18.4)
within 4 months after receipt of the final external advice, but within a maximum period of 6 months after the application was received, or in the absence of opinions, within 4 weeks of the end of the inspection period

The applicant and others who expressed opinions.
(Awb art 3:41; 3:43)

Publication,
A 6 weeks inspection period at the district council and instructions to:
(Awb art 3:44)

Ministry of OCW (RACM) and GS
(Mw art 16.5)

Applicant can apeal, interested parties who expressed their opinion to the DB, and interested parties who expressed their opinions with good reason
(Awb art 6:13)

Period for appeal
6 weeks
activation of permit deferred for 5 weeks
(see also Mw art 16.6)

Appeal possible by OCW and GS

Building- and monument permits
A building permit and a monument permit must be granted before any work can be undertaken on a municipal monument. These can be requested from the Central Amsterdam district, Construction and Housing Department (an information folder is available for permit-applicants; the information and accompanying forms are available in digital form at www.centrum.amsterdam.nl/smartsite: Permits and civic affairs - Construction and Housing Department: Monument Permits). The monument permit specifies the alterations the applicant may make to the monument. In the eventuality of the work taking place in the absence of, or in conflict with, a building- and/or monument permit, the Executive Committee of Central Amsterdam can oblige the infringer to dismantle all the work that has taken place, impose a penalty and/or in the case of irreparable damage, report it to the Public Prosecutor (*Openbaar Ministerie*, OM) who can impose a fine or imprisonment.
The Executive Committee of Central Amsterdam is responsible for monitoring the quality of municipal monuments in the district as well as the quality of the conservation area.

Agreement regarding built heritage conservation and archaeology
The Central Amsterdam district and Bureau of Monuments and Archaeology (*Bureau Monumenten & Archeologie*; BMA) of the Amsterdam municipality cooperate in several different ways in the conservation of monuments and archaeology. This interaction is described in five procedures, which are authorised by an agreement between Central Amsterdam district and the BMA that was ratified on 14 October 2008.

The *Covenant Between Central Amsterdam District and the Amsterdam City Council Relating to Built Heritage Conservation and Archaeology* will be finalised soon.
This agreement (and four associated operational plans) replaces the previous agreement pertaining to built heritage conservation that was ratified in 2000. As a result of the implementation of the Malta Convention and the associated amendments to the Monuments Act as of 1 September 2007 regarding the soil archive, a process description for archaeology was included in the new agreement.

The basic principles of the Covenant are:

- the regulation affecting district councils, in particular the sections that regulate the designation of tasks and responsibilities in the areas of built heritage conservation and archaeology between the district councils and the BMA;
- five procedures, which define the operating procedures and division of tasks between Central Amsterdam district and the BMA:

o Protection Procedures
o Permit Procedures
o Subsidy and financing procedures, decentralised authority
o Subsidy and financing procedures, centralised authority
o Archaeology procedures
    o *'Space for history'*, *Policy Document Monuments and Archaeology Amsterdam 2005-2010* ('*Ruimte voor geschiedenis*', *Beleidsnota Monumenten en Archeologie Amsterdam 2005-2010*), enacted by the municipal council on 13 April 2005.

Key point 13:

The Central Amsterdam district and the Bureau of Monuments and Archaeology signed the Covenant Between Central Amsterdam District and the Amsterdam City

Council Relating to Built Heritage Conservation and Archaeology, including the related procedures (protection; permits; subsidies and funding, decentralised authority; subsidies and funding, centralised authority; archaeology), so that these can be included as an appendix to the nomination dossier for '17th-century canal ring area of Amsterdam within the Singelgracht'.

***Key point 14*:**
If the adoption and introduction of the proposed Heritage Regulation result in changes to the Covenant and/or the associated processes, the Bureau of Monuments and Archaeology will amend the Covenant and/or the procedures to ensure that a revised appendix is included in the nomination dossier for '17th-century canal ring area of Amsterdam within the Singelgracht'.

Policy document Monuments and Archaeology
The city council enacted the *'Space for History'*, *Policy Document Monuments and Archaeology Amsterdam 2005-2010* ('*Ruimte voor geschiedenis'*, *beleidsnota Monumenten en Archeologie 2005-2010*) on 13 April 2005. The main topics in this document are:

- One cultural-historical policy for the whole city;
- More focus on the spatial context of monuments and the soil archive;
- Intensification of the cooperation with the district councils;
- More methodical maintenance of monuments, resulting in less restoration work;
- Systematic archaeological supervision of spatial- and building plans;
- More focus on the accumulation of information and the transfer of knowledge to increase the awareness of cultural history among all residents of Amsterdam.

This document has resulted in: a classification map of historical structures of Amsterdam's medieval city centre that was presented in 2008, the designation of newer monuments from the period 1850–1940, the preparation of archaeological policy maps, the establishment of an Amsterdam Restoration Fund (*Amsterdams Restauratiefonds*; ARF), and the development and implementation of educational projects. Some of these have been completed; some are still in development.

Key point 15:

The Bureau of Monuments and Archaeology and Central Amsterdam district will ensure that the products that have been finalised or are in preparation can be included as appendices to the nomination dossier for '17th-century canal ring area of Amsterdam within the Singelgracht'.

Programme of Requirements for the Quality of Built Heritage (*Programma van Eisen Kwaliteit Monumenten*)
Supplementary to the Building Code (*Bouwbesluit*), Central Amsterdam has, in cooperation with the Bureau of Monuments and Archaeology, established the policy regarding the quality of the developed area in the Programme of Requirements for the Quality of Built Heritage, enacted on 21 October 2003. This is a supplement to the Programme of Requirements for Structural Quality (*Programma van Eisen Bouwkundige Kwaliteit*) of 2003, which indicates the level of structural quality required by Central Amsterdam and serves as a guide when developing, assessing and executing restoration plans. The Programme of Requirements for the Quality of Built Heritage combines the areas requiring special attention from the Building and Housing Inspectorate (with an emphasis on structural safety) and those of the Bureau of

Monuments and Archaeology (with an emphasis on protecting historical building values) and renders these as guidelines for built heritage.
The guidelines in this programme are on the one hand intended as strategies for the execution of alterations or restoration works to built heritage, while on the other they are intended as concise guidelines to be consulted when developing and appraising plans for built heritage.

The Programme of Requirements for the Quality of Built Heritage of 2003 is based on two basic assumptions pertaining to present-day built heritage conservation: 'preservation before renovation' and 'respect the history of the building'. Meanwhile the Programme of Requirements for the Quality of Built Heritage of 2003 has been realised; the administrative decision-making process will commence in autumn 2008. Both programmes can be downloaded as PDF documents at www.centrum.amsterdam.nl/smartsite, Living and Housing – Renovations and restoration: The quality of the developed environment (*Wonen - Woningen - Renoveren en restaureren: Kwaliteit van de gebouwde omgeving*)

Measures regarding built heritage conservation
The Monuments Programme in the *Quantifiable Policy Programme for Central Amsterdam District 2006-2010* includes a summary of the measures[71] that the district council will take to stimulate the conservation and restoration of municipal and national monuments in the conservation area 'Amsterdam within the Singelgracht canal'. The intention is to tangibly improve the structural quality of these buildings. To that end the following five agreements were reached, which yielded the following results in 2006 and 2007:[72]

- Completion of the Municipal Built Heritage Project (*Gemeentelijk Monumentenproject*; GMP) (914 buildings have been designated as municipal monuments);
- Limiting illegal alterations/demolitions through enforcement (the indicator is 150 cases per year; statistics have been kept from 2007);
- Summonses issued on the basis of poorly-maintained monuments (the indicators are 20 active summonses and 50 passive summonses per year; statistics have been kept from 2007);
- Criminal cases (the indicator is 2 or 3 registered cases at the Public Prosecutor; there were no registrations in 2007 because of insufficient serious cases);
- Subsidies per district (the indicator is 5 subsidies issued annually; in 2006 4 subsidies were granted, in 2007 financial aid was allocated to 2 buildings containing 8 subsidisable units).

For more information about the results of the Monuments Programme of the Central Amsterdam district, see the 2007 Annual Report of Central Amsterdam district (pages 105-108) at the end of this section.

***Key point 16*:**
Central Amsterdam district ensures that the Monuments Programme in the Quantifiable Policy Programme for Central Amsterdam District 2006–2010, the annual Programme Budget of Central Amsterdam district and the Annual Report of Central Amsterdam district will be included as an appendix to the nomination dossier through the intermediation of the National Service for Archaeology, Cultural Landscape and

[71] *Quantifiable Policy Programme for Central Amsterdam District 2006-2010* (*Meetbaar Programakkoord Stadsdeel Centrum* 2006-2010), pp. 53/54
[72] Annual Report 2007 District of Central Amsterdam, pp. 105/108

Built Heritage. In addition, after 2010 it will be included as a memorandum in the reports prepared for the World Heritage Committee. The result indicators are included in the development of the nomination format, 6a, 'Key indicators for controlling the state of conservation' and are subsequently used by Central Amsterdam district for their periodic reports to the World Heritage Committee.

Heritage Regulation

Amsterdam's city council is developing a municipal heritage regulation that will regulate the policy for the aboveground as well as the subterranean heritage. The district councils specify a heritage regulation for the their respective districts. The municipal Built Heritage Regulation is being prepared by the Bureau of Monuments and Archaeology, because the Built Heritage Regulations have to be revised in response to the adoption on 1 September 2007 of the Archaeological Built Heritage Conservation Act (*Wet op de archeologische monumentenzorg*; WAMz) and the anticipated adoption in 2010 of the Environmental Law (General Provisions) Act (*Wet algemene bepalingen omgevingsrecht*; Wabo). The Heritage Regulation combines the archaeological and built heritage conservation policies in a single regulation, and is expected to be adopted in June 2009.

The main points of the Amsterdam Built Heritage Regulation 2009 are:[73]

- the designation of built heritage as municipal monuments;
- the permit system for built heritage;
- the involvement of the Building Aesthetics and Built Heritage Agency (*Commissie Welstand en Monumenten*) as an advisory body when granting a monument permit for national monuments;
- the designation of urban and village conservation areas as municipal urban and village conservation areas;
- requirements for research with regard to excavations;
- the provision that a rightful claimant has regarding a premises must permit that the premises can be accessed in the interests of archaeological research in accordance with a zoning plan or a project order.

The most important changes to the Amsterdam Built Heritage Regulations 2005 are:

1.1. the granting of a monument permit for municipal monuments and of a demolition permit in a municipal urban and village conservation area in anticipation of the implementation of the Environmental Law (General Provisions) Act (Articles 2.21 and 3.9): the decision-making process occurs according to a regular preparatory procedure and the criteria for granting permits is mentioned;
1.2. the period allowed for the granting or refusal of a monument permit is a legally prescribed period;
1.3. the requirement to conduct research in the event of excavations are included;
1.4. the provision has been included that a rightful claimant to a premises must allow the premises to be accessed in the interests of archaeological research in the framework of a zoning plan or a project proposal;
1.5. a regulation relating to municipal conservation areas has been included;
1.6. the compensation clause has been removed.

[73] Construction and Housing Department note relating to the the adoption of the Amsterdam Heritage Regulations 2009 (*B&W-flap t.b.v. vaststellen Erfgoedverordening Amsterdam 2009*); agenda item,Tuesday 30 September 2008.

***Key point 17*:**
The Bureau of Monuments and Archaeology ensures that progress in the area of the Heritage Regulation is reported to the National Service for Archaeology, Cultural Landscape and Built Heritage, so that a memorandum about this, as well as the Heritage Regulation, is included as an appendix to the nomination dossier through the intermediation of the National Service for Archaeology, Cultural Landscape and Built Heritage.

The Notes to the Heritage Regulation includes the provision that if '17th-century canal ring area of Amsterdam within the Singelgracht' is inscribed in the World Heritage List, the conservation and maintenance of the outstanding universal value, authenticity and integrity within the site are considered fundamental.

Overview of established policy

Municipal policy:

- *'Space for History'*, *Policy Document Monuments and Archaeology Amsterdam 2005-2010* (City Council, 13 April 2005)
- Built Heritage Regulations 2005 (Council Ordinance, 22 December 2005)
- Building Aesthetics and Built Heritage Agency Regulation (*Verordening Commissie Welstand en Monuments*) of 2005 (appointed by the Building Aesthetics and Built Heritage Agency as the advisory commission for the conservation of built heritage, Council Ordinance, 22 December 2005)

The policy of the Central Amsterdam district:

- Aesthetic Appearance Document of the Central Amsterdam District (*Welstandsnota stadsdeel Amsterdam-Centrum*) (District Council, 26 January 2006): This document includes a framework for the evaluation of the architectonic quality of building plans.
- The Designation of the Building Aesthetics and Built Heritage Agency as the Advisory Commission for Monuments (*Aanwijzen van de Commissie voor Welstand en Monumenten als Adviescommissie Monumentenzorg*) (District Council, 26 January 2006): on 1 January 2006, the district council designated the Building Aesthetics and Built Heritage Agency as an advisory body with regard to monuments.
- Evaluation Quick Scan Procedure (*Evaluatie Quick Scan procedure*) (Executive Committee, 14 February 2006): The Quick Scan tool can be used to conduct an initial rapid inventorisation of potential values of built heritage, which is intended to designate an endangered building as a municipal monument in the short term.
- Manual of the Selection Criteria for Buildings and Ensembles for Inclusion in the Municipal Monuments List (*Handleiding voor de Selectiecriteria van gebouwen en ensembles voor de gemeentelijke monumentenlijst*) (Executive Committee, 19 June 2007): With this manual the Executive Committee has adopted the selection criteria for municipal monuments that were established by the City of Amsterdam in 1997.
- Memorandum Regarding the Demolition or Reconstruction of Category 2 Buildings (*Notitie Sloop herbouw van orde 2 panden*) (Executive Committee, 14 June 2005): This memorandum specifies the provisions that enable the demolition/reconstruction of a category 2 building.
- Evaluation of the Fast-track Procedure for Inclusion on the Municipal Monuments List (*Evaluatie spoedprocedure tot plaatsing op de gemeentelijke monumentenlijst*) (Executive Committee, 5 July 2005): The fast-track procedure is an alternative to legal temporary protector.
- Built Heritage Regulations of Central Amsterdam District 2005 (*Monumentenverordening stadsdeel Amsterdam-Centrum 2005*) (District Council, 29 September 2005): Among

others, this regulation determines the designation of municipal monuments and municipal monument permits.
- 1st Amendment to the Built Heritage Regulations 2005 (*1e Wijziging van de Monumentenverordening 2005*) (District Council, 26 January 2006): This declares that concerned citizens can also submit a request for a fast-track procedure.

From: The 2007 Annual Report of Central Amsterdam District, pages 105-108, 3.14.1 to 3.14.4

(CITATION)

3.14.1 Description of the programme

This programme contains four main topics: policy, permits, enforcement and subsidies. The programme focuses on the actualisation and realisation of policy, including projects and the designation of objects on the (municipal) Monuments List, as well as generating accurate and up-to-date information for policy development and to assist in the making of well-considered (policy-related) decisions. Permits and enforcement have a bearing on the maintenance of the structural quality of monuments and guarantee the legal quality standards. The subsidies relate to the completion of various types of applications (National, Conservation and Restoration, as well as applications under the terms of the Subsidy Regulations for Monuments and Image-defining Buildings [*Subsidieverordening Monuments en Beeldbepalende Panden*]).

Policy adopted in 2007
- Administrative Annual Report Buildings 2006 (February 2007)
- Manual for the designation of objects and premises as municipal monuments (June 2007)

3.14.2 What has been achieved?

Societal effect

Planned for 2007. Stimulating the conservation and restoration of municipal- and national monuments in the conservation area with a cohesive set of measures. The idea is to demonstrably improve the structural quality of these buildings.

Achieved in 2007. Nearly all the steps regarding planning were completed according to schedule in 2007.

Effect indicators

	Effect indicator		Result	Status
14.1	Quality of monuments	B2007	Inventorisation of structurally poor buildings, including monuments (= baseline measurement)	-
		R2007	The inventorisation has started	
14.2	Rating of monuments	B2007	Questions will be distributed in 2007 via the Department for Research and Statistics (=mini-poll)	√
		R2007	The poll has been distributed	

Quality of monuments (*effect 14.1*). The inventorisation of structurally poor buildings started in the summer of 2007; the results were expected in the first half of 2008.
The Department for Research and Statistics (*Bureau Onderzoek & Statistiek*) completed its survey of the level of appreciation of citizens and employers for monuments and the conservation area at the end of 2007. This report was discussed by the Executive Committee during the first quarter of 2008.
The Municipal Monuments Project was completed with a slightly lower number of buildings than was originally anticipated. The original long-term plan of the project assumed that 1000 buildings would be designated for inclusion on the Municipal Monuments List during the period 2003-2007; this was re-adjusted to 950 buildings, but the actual number totals 914 structures. The most important reason for this is that a number of buildings were not considered as built heritage by the Built Heritage Conservation advisory commission. The number of designations for 2007 was more than anticipated because of the inclusion of several buildings from 2006.
No incidents requiring criminal prosecution were reported to the Public Prosecutor in 2007. The infringements ascertained were not serious enough to warrant such actions. Criminal justice will form part of the evaluation 'Conserving monuments' that will be finalised in 2008. Moreover, we have established that the obligation to restore is a more effective approach than criminal prosecution.
The planning for 2007 included dealing with five subsidisable units in the conservation and restoration regulation. In reality two buildings with eight subsidisable units were granted funding. The ISV budgets for conservation and restoration reserved sufficient funds to do this. Ascertaining the actual amount of financial aid follows after the renovation is completed.

3.14.3 What has been done to achieve this?

Results agreements

	Declared intention	Indicator		Result	Status
14a	Completion of the Municipal Monuments Project (GMP)	The number of buildings placed on the GMP-list	B2007	The last 120 buildings have been designated as Municipal Monuments	√
			R2007	163 (project completed)	
14b	Combating illegal alterations/demolition	Number of enforcement procedures resulting from work undertaken without a permit	B2007	150	√
			R2007	290	
14c	Summonses (based on the total number of poorly-maintained monuments)	Number of summonses	B2007	20 (active); 50 (passive)	√
			R2007	35 (active); 149 (passive)	
14d	Criminal justice approach	Number of registrations by the Public Prosecutor	B2007	2 or 3	-
			R2007	0	
14e	Subsidies district councils	Number of subsidies granted for the conservation and restoration of built heritage (district) (units)	B2007	5	√
			R2007	8	

World Heritage List. The almost 7000 monuments in the urban centre of Amsterdam are unique and form the tangible heart of the city. In 1999 the city centre was declared a conservation area and subsequently nominated for inscription on the World Heritage List. Preparations for the application started in mid-2006 in cooperation with the Bureau of Monuments and Archaeology (BMA) and the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM). The presentation and the associated heritage site document were finalised in 2007. It was only announced in the summer of 2007, however, that a management plan must be included in the presentation. This management plan will be developed in consultation with the BMA and the RACM; consequently, the planning has been extended for another year.

Archaeology policy. The Archaeological Built Heritage Conservation Act came into force on 1 September 2007. Based on this act, municipalities were assigned various powers and responsibilities. Municipalities must develop and specify their own archaeology policy. The intention was to formulate policy in 2006. The drafting of the report was consequently moved to 2007, because the model regulations and model policy documents of the VNG and the Provincial Service for Archaeology (*Monumentenzorg Noord-Holland voor archeologie*)

would be completed by this date. These models are not ready yet. The urban district is now working in consultation with the Bureau of Monuments and Archaeology on an archaeology regulation as well as on an archeo-friendly zoning plan. The (proposed) zoning plan 'Groot Waterloo' of 2007 is the first zoning plan that is 'archeo-proof'.

BRIM. The State Decree for Monument Conservation (*Besluit Regeling Instandhouding Monumenten*; BRIM) replaced the previous Brrm and Brom regulations (State Decree for monument restoration [*Besluit regeling restauratie monumenten*] and the State Decree for monument maintenance [*Besluit regeling onderhoud monumenten*]) in February 2006. A large number of Brrm applications submitted before 2006 were finalised in 2007 (31 national monuments). In addition, the College of Mayor and Alderman (hereafter, Municipal Executive) decided to spend all the remaining subsidies from the Brrm for the years 2006-2011 on the restoration of the Oude Kerk. Taking into consideration the remaining monument-subsidy applications in the district, this has resulted in a deficit of almost €7,1 million in restoration subsidy. This does not include buildings owned by the district council and for which the subsidy regulation has expired (in this case the church spires, Westerkerkstoren and Montelbaanstoren). This financial shortfall, amounting to €556.000, has been remedied by changing the budget in response to the third quarterly report of 2007 and accessing district council reserves (the real estate maintenance fund. There is no point in applying to the BRIM for assistance with the remaining deficit of €7,1 million, because current projects or those that have been completed do not qualify under the terms of this state regulation. Although neither the district council nor the City of Amsterdam is not authorised to replace state legislation, it does create several practical problems. The amount of almost €7,1 million was requested by various owners with whom the district council collaborates on other projects. The progress of several of these projects has been impeded by financial constraints on the part of the owners. Research is currently being conducted in cooperation with the BMA into the possibility of freeing up other budgets. See the section on risks for further details.

Large projects

Municipal Monuments Project (GMP). The GMP was concluded according to plan in 2007. In total 914 buildings from the period 1850-1940 have been designated as municipal monuments. Furthermore, the district council and the BMA have produced a publication briefly describing and illustrating all these buildings.

The Garden House Project. In 2005 and 2006, 33 garden houses were designated as protected municipal monuments. In addition 13 of the 15 garden houses have been designated as national monuments. A municipal procedure has been started for the other two garden houses that have not been designated as national monuments. This means that the Garden House Project – insofar as the district council is involved – has been completed.

Inventories of Jewish Cultural Heritage and the Van Houten buildings. The inventorisation of Jewish Cultural Heritage was completed at the end of 2007, and the report, compiled by the Bureau of Monuments and Archaeology (BMA) was completed in 2008. The BMA also embarked on the inventorisation of the Van Houten buildings in 2007. Unfortunately the goal of completing this inventorisation in 2007 was not reached, and the inventorisation was finalised in 2008.

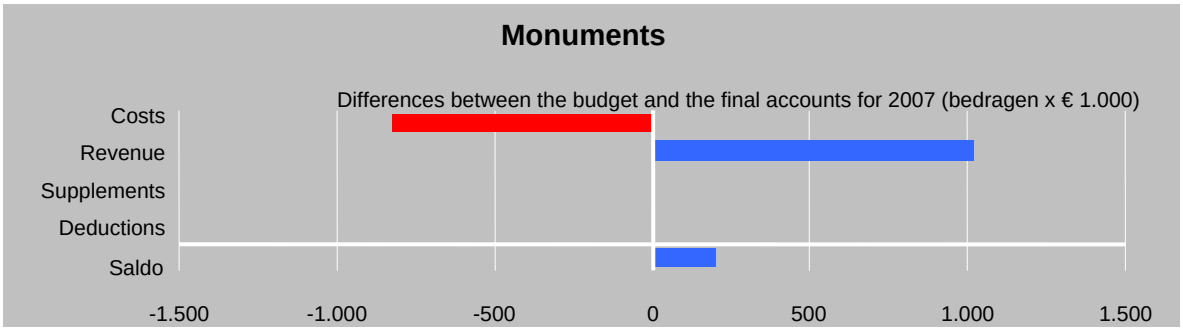
Granting of subsidies for built heritage. The district council receives and assesses subsidy applications on the basis of the municipal Regulation for contributions to owners of monuments and image-defining buildings (*Regeling bijdragen aan eigenaren van monuments en beeldbepalende panden*) of 1999. The subsidy is approved and paid in consultation with the municipal budget manager (Bureau of Monuments and Archaeology; BMA). Several years can separate the allocation of the subsidy and the completion of a project. This procedure has already started. The BMA is currently developing a citywide Revolving Fund (the Amsterdams Revolving Fund).

The following large projects were finalised in 2007:

Second Phase Blaauwlaken block:	38 units
Planciusstraat/Houtmanstraat:	70 units
Vijzelstraat 30 (De Bazel):	1 unit
Willemsstraat 31–41	26 units

3.14.4 What did it cost?

The programme has yielded positive results: €199.000). The increased costs (€819.000) are more than compensated for by the increased profits (€1.018.000).



The results of the programme according to product level are displayed in the table below. The differences between the budget and the actual costs are explained in the notes below the table.

Amounts x €1.000	Expenses 2006	Budget 2007	Expenses 2007	Difference 2007
Costs				
Conservation area and built heritage	6.311	2.488	3.307	-819
Total costs	**6.311**	**2.488**	**3.307**	**-819**
Profits				
Conservation area and built heritage	5.709	1.723	2.741	1.018
Total profits	**5.709**	**1.723**	**2.741**	**1.018**
Result	**-602**	**-765**	**-566**	**199**

Costs

The costs incurred from granting subsidies for monuments in 2007 amounted to €1.003.000 more than budgeted. This is mostly the result of the financial liquidation of four large subsidy projects:

- Second phase Blaauwlaken block €422.481
- Corner Planciusstraat/Houtmanstraat €365.946
- Vijzelstraat 30 (De Bazel) €700.000
- Willemsstraat 31–41 €287.752

Only part of the costs of these projects was included in the budget. In addition, the higher costs are covered by the higher profits of the BMA. See the notes regarding assets.
The higher costs are mitigated somewhat because an amount of €177.000 was deducted from the equalisation provision fees and recorded as a loss for this programme.
The surplus of €9.000 is due to slightly fewer hours worked.

Assets

To compensate for the subsidies granted to owners of built heritage, an amount of €1.003.000, corresponding to the costs, was recorded as revenue. This amount was invoiced to the BMA.
In addition, an amount of €15.000 in monument fees was received that was not budgeted.'

(END OF CITATION)

5.1.3 Building policy

The legal basis of the law that regulates building policy is the first topic discussed in this section. This is followed by a description of the building policy of the Amsterdam city council and Central Amsterdam district, details about when and in what regard the Building Aesthetics Agency should offer advice as well as what the Agency should use as the basis for this advice. In conclusion, there are two tables with a step-by-step plan for assessing building aesthetics both inside and outside the conservation area of Central Amsterdam district.

The legal basis of building aesthetics

Architecture policy measures

Much has changed in the assessment policy of building aesthetics for building permit applications in recent years as a result of an amendment to the Housing Act (on 1 January 2003).

The amendment of the law has resulted in, among others, the policy specifying the duty of enforcement for municipalities, the simplification of legal summonses procedures, the clarification of the requirement for citizens and businesses to comply with the building regulations was primarily intended to make the Building Aesthetics Agency more answerable to the district council. This is defined in four measures:

1 advice about building aesthetics must be based on municipal policy principles, which are defined in municipal building policy;
2 the Building Aesthetics Agency must report annually to the city council about the building policy that has been implemented, the advice issued and the decisions taken regarding building permit applications based on these;
3 members of the Building Aesthetics Agencies must be appointed by the city council; they may serve a maximum of two terms of three years each;
4 the protocol and operating procedures of the Building Aesthetics Agency and the procedures for the processing of structures requiring a building permit and structures requiring a minor building permit must be specified in the municipal building regulations.

The legal basis of the architecture policy

The Dutch Housing Act requires that a building permit is granted by the municipal administration before a structure is erected or changed. The text about 'architecture policy' in the law reads as follows:

> 'The appearance and placement of a structure, both of itself and in relation to the surroundings or the anticipated development of the surroundings, may not conflict with the reasonable demands of building aesthetics, evaluated in accordance with the criteria established by the city council in an Aesthetic Appearance Document'. (Housing Act, Article 12, Clause 1; and Article 12a, Clause 1)

The aims of architecture policy

Architecture policy evaluates the influence of a structure on the existing or desired public space. In this regard, building plans are assessed to see if they:

- are compatible with adjacent structures;
- are a positive contribution to the visual appearance of the street;
- acknowledge the character of the neighbourhood;
- are appropriate to the location regarding choice of materials and technical details.

Evaluation criteria
The Housing Act specifies the areas in which a building plan must be evaluated. A permit can be refused if a proposed structure does not comply with:

- the technical specifications of the Building Code;
- the municipal building regulations;
- the provisions of the current zoning plan;
- reasonable demands of building aesthetics;
- the requirements relating to the monumental status of a structure in the event of it being a listed monument.

Architecture policy criteria
The legislator considers it advisable that there is public supervision of the quality of the construction according to the following criteria:

- with regard to technical aspects (Building Code and municipal building regulations);
- with regard to town-planning (zoning plan);
- with regard to aesthetics (building aesthetics evaluation);
- with regard to cultural-historical value (advice about monuments).

Principles of the property assessment process
The property assessment process enables the local administration to evaluate the aesthetic criteria of a proposed building. The general principles of the property assessment process in this regard are:

- The public interest in the public space;
- And further:
  - o the architectonic and town-planning quality;
  - o relevant developments in the built-up area;
- The hope is that the advice about building aesthetics has a positive, constructive and inspiring influence on all municipal building initiatives and the building culture

Information distribution
The aim of the Building Aesthetics Agency is described in legally defined tasks in the areas of building aesthetics- and built heritage advice, but also through the transfer of knowledge by means of brochures and reports as well as by compiling reports and plans on spatial quality.

Status of the Building Aesthetics Agency ruling
The mayor and aldermen and the Executive Committees of the district councils are administratively responsible for the granting of a building permit. They consult with the Building Aesthetics Agency on every building permit application, and can diverge from this methodology in the following cases:

- they can overrule the building aesthetics advice if they conclude on substantive grounds that the Building Aesthetics Agency did not interpret the criteria correctly;
- they can diverge from the building aesthetics criteria included in the municipal Aesthetic Appearance Documents if so advised by the Building Aesthetics Agency and based on Article 4:48 of the General Administrative Law Act (*Algemene wet bestuursrecht*; Awb);
- they can grant a building permit even if it contravenes the building regulations, for example, because of critical economic or social reasons.

The relationship between a zoning plan and architecture policy

From a legal perspective, a zoning plan is a generally binding instruction, and an Aesthetic Appearance Document has the authority of policy regulations. The ratification procedure for a zoning plan is couched in many more legal guarantees than that of an Aesthetic Appearance Document:

- zoning plan:
    - assessed by the city council/district council; approval required from the Provincial Executive
    - a compulsory inquiry, objections to and appeals against the plan are possible
    - binding for the authorities and citizens
    - deviation from the plan can only occur by means of safeguarded exemption- and amendment procedures
    - Aesthetic Appearance Document:
    - assessed by the city council/district council
    - a compulsory inquiry, objections to and appeals against the plan are not possible
    - binding for the Building Aesthetics Agency
    - the mayor and aldermen have the inherent authority to deviate from the advice
    - the mayor and aldermen can deviate from the building aesthetics advice because of other considerations

Building policy in Central Amsterdam district

Administrative responsibility
In the Central Amsterdam district, the Executive Committees of the district councils are responsible for the administration of building aesthetics and building permits. The legislator responsible for architecture policy assumes these responsibilities for metropolitan projects.

Spatial policy and building aesthetics
The building policy of Central Amsterdam district is part of a larger framework of spatial policies in the conservation area, which includes the classification map, monuments policy, the renewed and revised zoning plans resulting from the designation of the conservation area 'Amsterdam within the Singelgracht canal', the *Manual of Public Spaces* (*Handboek Openbare Ruimte*) and the *View over the Water of the City Centre* (*Visie op het water van de binnenstad*). Within this context, Building Aesthetics aims to supervise the adaptation of ongoing changes to the city centre to societal developments, where the diversity and dynamism of functions is more pronounced than elsewhere. Building Aesthetics supervises these changes to ensure added value to the existing policy. Because of their significant interrelationship with the buildings, the Aesthetic Appearance Document also describes the assessment framework for public spaces and water.

Conservation area
The designation of Amsterdam's city centre as a 'conservation area' has resulted in much new policy and has also played a major role in the drafting of the Aesthetic Appearance Document.

The basic principles and objectives of building policy
Amsterdam has an intact, centuries-old and internationally famous city centre. The most important fundamental principle of building policy for new interventions is ensuring that it suits the structure and architecture of the city. The main objectives of the Aesthetic

Appearance Document are formulating concrete, verifiable building aesthetics criteria for buildings and structures.

Framework Document for Building Aesthetics

One of the amendments to the Housing Act as of 1 January 2003 requires that municipalities that want to implement architecture policy are obliged to compile an Aesthetic Appearance Document. The City of Amsterdam has included the structural principles of urban visual quality for the Aesthetic Appearance Documents of the district councils in the 2004 Framework Document for Building Aesthetics in Amsterdam (*Kadernota voor de welstandsbeoordeling in Amsterdam*), which is based on the document The Beauty of Amsterdam; A Framework for Building Aesthetics Policy (*De Schoonheid van Amsterdam*; *een kader voor welstandsbeleid*) of 1999. The district councils compile the Aesthetic Appearance Documents for districts. The property assessment process occurs within the framework of the policy as defined in the Aesthetic Appearance Document.
In order to standardise the Aesthetic Appearance Documents of the district councils, the city council adopted the Basic Memorandum of The Digital Beauty of Amsterdam (*Basisnota de Digitale Schoonheid van Amsterdam*) on 13 March 2008. The district councils complete these basic memorandums with specific, unambiguous information and the outlook of the districts. These Aesthetic Appearance Documents must be suitable for publication on the Internet. The complete Aesthetic Appearance Document the Digital Beauty of Amsterdam (*Welstandsnota Digitale Schoonheid van Amsterdam*) is expected to be available in a digital form in April 2009.

The Framework Document for Building Aesthetics in Amsterdam of February 2004 indicates the framework within which the districts and the city centre should develop their Aesthetic Appearance Documents. Based on this Framework Document the fourteen districts and the City of Amsterdam have developed separate Aesthetic Appearance Documents for their districts.
The Aesthetic Appearance Document for Central Amsterdam District of 2006 (*Welstandsnota 2006 stadsdeel Centrum*) and the Aesthetic Appearance Document for Metropolitan Areas and Projects (*Welstandsnota Grootstedelijke gebieden en projects*) of the Amsterdam city council of April 2004 are important for the assessment of building aesthetics in Central Amsterdam district.

Characteristics of the heritage site 'Amsterdam within the Singelgracht canal'

The Framework Document for Building Aesthetics in Amsterdam includes descriptions of the characteristics of the existing environment, with a focus on a number of spatial systems. The area within the Singelgracht canal is defined as one of these spatial systems. The 'historical town planning' of the various sub-sectors in this heritage site are discussed: the City Centre, Nieuwmarkt, the Haveneilanden (harbour islands), the 17th-century urban expansion, and the Singelgracht zone. Next, the 'characteristics of the spatial system' of the heritage site within the Singelgracht canal are detailed, followed by 'considerations and recommendations'.
Because of the importance of these descriptions for the property assessment process within the property '17th-century canal ring area of Amsterdam within the Singelgracht', the following citations from the Framework Document[74] are summarised below:

[74] Framework Document for Building Aesthetics in Amsterdam (*Kadernota voor de welstandsbeoordeling in Amsterdam*), pp. 15/16

'Urban expansion during the 17th-century

During the seventeenth century, Amsterdam was expanded to the Singelgracht canal in two phases (1612 and 1663). The concentric expansion comprised a system of different, but methodical urban planning structures, constructed over time from west to east. Urban development was implemented on a mathematical basis, resulting in orthogonal blocks of buildings with, wherever possible, regular parcelling. The larger canals were constructed close to the city centre. The function and character of the canals largely depends on their location in relation to the city centre. The canals closest to the city centre were designated as residential canals, and the further from the centre the canal, the more practical the functions that were allowed. The Prinsengracht was the most important continuous traffic artery. These differences in functions can still be discerned in the way the canals have been developed. The buildings lining the Herengracht are mostly all monumental structures – frequently residences that are twice as wide as other buildings. Almost every building on the Herengracht is a monument. There are fewer monuments and more new buildings along the Keizersgracht and especially the Prinsengracht.

The radial streets generally serve as the shopping streets. Most of these are still lined with old structures and buildings, while new, sometimes large, monumental premises were constructed during the nineteenth century along other streets, such as the Leidsestraat and the Nieuwe Spiegelstraat. Because of their predominantly commercial functions, the storeys above the ground floor show signs of prolonged neglect. The 'new' radial streets, Vijzelstraat and Raadhuisstraat are typical architectonic thoroughfares, surrounded by large nineteenth- and early twentieth-century buildings, most of which are national monuments.

Less sophisticated neighbourhoods on the fringe of the city, outside '17th-century canal ring area of Amsterdam within the Singelgracht', were built in the 17th century, as evinced by the smaller parcels of land, the lack of monumental residences and the greater number of business and industrial premises. The appearance of many streets in the Jordaan has changed dramatically over the last twenty-five years due to urban renewal, especially between the Lindengracht and the Egelantiersgracht and between the Rozengracht and the Passeerdersstraat. The urban renewal did not focus on architectonic quality and ensuring that new buildings suited the visual appearance of the neighbouring buildings, but more on the technical qualities of houses, the quality of the surroundings, and on retaining the urban fabric. This also applies to the northern section of the neighbourhood, the Haarlemmerbuurt.

The urban expansion of 1663 started in the west and moved eastwards across the city. Land to the east of the Amstel was less in demand and thus cheaper, which explains the profusion of courtyards in the area between the Nieuwe Herengracht and the Nieuwe Prinsengracht. The breakthrough of the Weesperstraat and the construction of new buildings for the University of Amsterdam in the 1960s introduced a grander scale.

The Plantage is situated in the eastern area of the 17th-century expansion. This area remained undeveloped for a long time; the ground was not sold but rented out, as it was intended for use as gardens. Development of this area commenced around the middle of the nineteenth century, and mostly comprised houses, resulting in fairly homogeneous architecture comprising larger ensembles of houses ornamented to varying degrees. The Amsterdam Zoo (Artis) continues to expand. The Kadijken area was constructed in the seventeenth century as dock facilities along the Nieuwe Vaart.

Characteristics of the spatial system

Amsterdam's city centre is one of the most beautiful, largest and best-preserved historic city centres in Europe. Extensive post-war urban development of the city centre was limited to several traffic arteries and the urban renewal areas, especially in the Jordaan, the Haarlemmerbuurt, the Nieuwmarkt and the Eastern Islands (*Oostelijke Eilanden*). The city centre is a cohesive system of urban planning structures that originated as a combination of subterranean and urban-planning interventions. In general they comprise closed blocks of buildings, with the historical parcelling still intact. An archipelago of harbour islands was constructed outside the dikes in the sixteenth- and seventeenth centuries, the specific structure and development of which can still be discerned in places. The Ijtunnel route differs greatly in structure, scale and development from the rest of the city centre. There is a powerful coherence between the buildings and the architectonic appearance.

The small-scale (ownership)structure of parcelling and buildings has brought about a gradual transformation of the city centre, and the incremental incorporation of new functions in the existing urban structure according to lots. The buildings in the city represent a wide range of architectural ideas, but the combination of shared characteristics expressed by the individuality of the architecture, which is almost always accommodated by the historic parcelling, means that the city centre remains a cohesive whole. Caution and restraint are imperative in this context.

Considerations and recommendations
Amsterdam city centre was designated as a conservation area in 1999. In the scope of the Operation Renewal Zoning Plans (*Vernieuwingsoperatie Bestemmingsplannen*) a new zoning plan methodology was developed, which explicitly takes into account the conservation area, by dealing with construction from the perspective of conservation and being more flexible in the ways buildings are used.
Because of the designation, a classification map for developments within the city centre has also been compiled and adopted. This is vital to building policy. The interpretation of the urban planning context is paramount when it comes to new buildings and renovation. As much as possible, buildings have to fit into their surroundings; scale, parcelling and facade composition must be appropriate to the visual appearance of the existing facade. Architectural contrasts must be a carefully considered consequence of the particular function of a building.'

***Key point 18*:**
The City of Amsterdam appends to the building aesthetics criteria of the Framework Document for Building Aesthetics in Amsterdam that the outstanding universal value and the authenticity and integrity of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', will be maintained as a result of the responsibilities arising from the World Heritage Convention.

Aesthetic Appearance Document 2006 of Central Amsterdam District
The Aesthetic Appearance Document of Central Amsterdam District (2006) provides more detailed information relating to the building policy of Central Amsterdam district within the scope of the Framework Document for Building Aesthetics in Amsterdam. To that end, the Aesthetic Appearance Document of 2006 describes the legal and managerial framework, as well as the policy and assessment frameworks. Like the Framework Document, the assessment framework includes a description of the urban planning structures of the districts within Central Amsterdam district.

The section about '17th-century urban expansion' is almost identical to the text in the Framework Document, cited above. In addition, the Aesthetic Appearance Document of 2006 describes the typology of buildings in Central Amsterdam district, such as that of Amsterdam's 'city hall'.

Key point 19:

Central Amsterdam district appends to the building aesthetics criteria of the Aesthetic Appearance Document of Central Amsterdam District that the outstanding universal value and the authenticity and integrity of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', will be maintained as a result of the responsibilities arising from the World Heritage Convention.

Aesthetic Appearance Document for Metropolitan Areas and Projects (*Welstandsnota grootstedelijke gebieden en projects*)

In April 2004 the Amsterdam city council adopted the Aesthetic Appearance Document for Metropolitan Areas and Projects for the evaluation of spatial plans in the area of building aesthetics. This Aesthetic Appearance Document includes as assessment framework and building aesthetics criteria for structures in areas where the City of Amsterdam wields authority. When a large-scale project is realised in a district, the City of Amsterdam can overrule the authority of the district council in accordance with Article 34 of the Regulation for District Councils (*Verordening op de stadsdelen*). The Aesthetic Appearance Document for Metropolitan Areas and Projects applies to such projects. For more information about this, see Section 5.1.4.

***Key point 20*:**
The City of Amsterdam appends to the building aesthetics criteria of the Aesthetic Appearance Document for Metropolitan Areas and Projects in Amsterdam that the outstanding universal value and the authenticity and integrity of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', will be maintained as a result of the responsibilities arising from the World Heritage Convention.

The Amsterdam Building Aesthetics and Built Heritage Agency (*Commissie voor Welstand en Monumenten Amsterdam*)

The Housing Act specifies that local councils should base their decisions on the advice of an independent commission or the city's master builder when granting building permits. The Amsterdam city council and the district councils have decided to integrate the Building Aesthetics Agency and the Monuments Commission into a single independent advisory commission called the Building Aesthetics and Built Heritage Agency. This decision was approved by the Amsterdam city council in the 2003 Building Regulations. The Building Aesthetics and Built Heritage Agency advises the Executive Committees of the district councils and the Municipal Executive about the visual quality. Visual quality influences the assessment of applications for building permits, monument permits and zoning plans, as well as the placing of advertisements on facades and in the public space, street furniture, houseboats and works of art that are placed in the public space. The Building Aesthetics and Built Heritage Agency thus refers to the Housing Act and the Monuments Act when giving advice.

The Building Aesthetics and Built Heritage Agency is divided into several sub-committees. The scope of these sub-committees is as follows:

I. Central Amsterdam District;
II. The 19th-century Ring and the Ring 20-40;
III. General Expansion Plan (western section), South-east, Amsterdam-North, the Western Harbours area (*Westelijk Havengebied*) and IJ-burg;
IV. Selection committee for monuments.

The 2007 Annual Report of the Building Aesthetics and Built Heritage Agency indicates that a large proportion of the requests for advice from district councils in Amsterdam are from Central Amsterdam district: of the 4315 requests for advice, 1787 were from Central Amsterdam district. According to the Building Aesthetics and Built Heritage Agency and the 2006 Annual Report, the Aesthetic Appearance Document 2006 of Central Amsterdam district offers sufficient commonalities for recommendations, and the zoning plans are fairly well organised.[75] The Commission indicates that Central Amsterdam district considers that each plan should be examined for its cultural-historical value, in consultation with the Bureau of Monuments and Archaeology.

The 2007 Annual Report of the Building Aesthetics and Built Heritage Agency states that Commission I, which provides advice about Central Amsterdam district, is of the opinion that high-quality modern additions to the conservation area must be permitted.
Amsterdam's historic conservation area benefits most from careful conservation and maintenance of buildings and structures from all historical periods, augmented by high-quality new architectonic additions in contemporary style.[76]

***Key point 21*:**
Central Amsterdam district and the Bureau of Monuments and Archaeology ensure that the Building Aesthetics and Built Heritage Agency is fully informed about the outstanding universal value and the authenticity and integrity of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', so that the Commission can incorporate these into its advice regarding applications for building permits, monument applications and zoning plans, as well as for issues such as advertising on facades and in the public space, street furniture, houseboats, and sculptures that are placed in the public space.

<u>Building aesthetics and building permits</u>
Construction work, renovation or introducing new structures in the public space almost always requires a building permit (see also Section 5.6). Applications for building permits have to be submitted to the appropriate district council, or to the Building and Housing

[75] 2006 Annual Report, Commission for Urban Aesthetics and Monuments (*Jaarverslag 2006, Commissie voor Welstand en Monumenten*), pp. 58/60
[76] 2007 Annual Report, Commission for Urban Aesthetics and Monuments (*Jaarverslag 2007, Commissie voor Welstand en Monumenten*), p. 30

Inspectorate of the City of Amsterdam. The plans are checked to ascertain if they are complete, whereafter they are evaluated for aspects relating to spatial planning and technical building and environmental requirements.
The evaluation criteria for the area where the building is located apply to the evaluation of building permit applications for all the buildings in a protected conservation area.
The district council or the City of Amsterdam consults with the Building Aesthetics and Built Heritage Agency about the architectonic quality of building permit applications.

The table at the end of this section indicates the procedures are assessed by the Building Aesthetics Agency when applying for a building permit.

Building aesthetics and monument permits

Besides being designated as a conservation area, many individual structures within 'Amsterdam within the Singelgracht canal' are preserved as national or municipal monuments. Each and every alteration of or to built heritage requires a monument permit in addition to a building permit. The question of whether an alteration of or to a national monument or a municipal monument is acceptable, is firstly evaluated according to the criteria of the Monuments Act or the Built Heritage Regulations. The Executive Committee of a district council or the Municipal Executive can request advice about this from the National Service for Archaeology, Cultural Landscape and Built Heritage. There are three instances for which the city council or the district council must request a recommendation from the National Service for Archaeology, Cultural Landscape and Built Heritage: in the event of complete or far-reaching demolition, complete or extensive reconstruction, and/or if the changes result in a new function for the built heritage.

If there are no legal objections to the changes of or to built heritage, the designs of the alterations are evaluated by the Building Aesthetics and Built Heritage Agency to establish if they conform to the building regulations. The condition of the building prior to the alterations is used as the starting point. The Commission usually opts for an approach that guarantees that the historical stratification, or the history of the development of the building, is retained after restoration or alterations have occurred.

In addition, the Commission applies the following criteria:

- The main features and structure take precedence over the function of built heritage. All the valuable architectural features on the exterior and interior of the building must be preserved.
- The alterations made to facilitate the intended use of the building have to be carried out in such a way that they can be dismantled, thereby ensuring that the main structure remains undamaged.
- It assesses to what degree the monumental value of both the interior and exterior of the building will be preserved. Unnecessary alterations having no bearing on the building's current use are rejected in principle.
- Essential new elements have to conform to the existing situation as regards dimensions, surface divisions, material, details, colour and workmanship.
- Evidence of past structural work that has an important historical value for the building or the city must in principal be left in place and remain visible.
- The application of colour to monuments must be undertaken with great care.

The advice of the Bureau of Monuments and Archaeology is always requested when assessing a monument application. Moreover, advice regarding alterations to national monuments can be requested from the National Service for Archaeology, Cultural Landscape and Built Heritage.

Building aesthetics and zoning plans

The City of Amsterdam and the district councils are collectively responsible for the building policy of Amsterdam. The district council is responsible for the development and adoption of urban design and zoning plans.
The district council specifies binding regulations for physical planning in the zoning plan. A zoning plan indicates the intended uses of the land, for example, houses, industry, shops, recreation or offices. The zoning plan indicates the building- and operating instructions relevant to the intended uses and regulates the size, height and maximum surface area of the structures.
Article 12, Clause 3, of Housing Act prioritises the requirements of a zoning plan above building aesthetics criteria. The Building Aesthetics and Built Heritage Agency can offer advice, whether it is requested or not, during the compilation or revision of zoning plans to ensure that the zoning plan and building policy conform to each other.

The conservation of outstanding universal values

The structural possibilities resulting from by zoning cannot be impeded by the building aesthetics evaluation. The more detailed the structural possibilities are in a zoning plan, the more they require an evaluation for building aesthetics. If there are outstanding universal values in the development zone (for example, the conservation area, built heritage, World Heritage site) the building aesthetics aspects in the zoning plan (and the Monuments Act and the Built Heritage Regulations) can be standardised.

***Key point 22*:**
Central Amsterdam district and the City of Amsterdam include the outstanding universal values of the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' in new and revised zoning plans and oversee the standardisation of building aesthetics aspects resulting from the designation as a World Heritage site.

The Digital Beauty (*De Digitale Schoonheid*)[77]

The Housing Act demands that the assessment of building plans must be verifiable by external parties. Building permit applicants must know in advance which policy framework and the areas of special interest that the Commission will use to evaluate the application. The various laws, documents, regulations and application forms are available in digital form –

[77] Annual Report Amsterdam City Council, 2007 (*Jaarverslag Gemeente Amsterdam 2007*), p. 200

and many can already be downloaded – at the websites and the digital information centres of the district councils, the Bureau of Monuments and Archaeology, the Environmental and Building Department (*Dienst Milieu en Bouwtoezicht*) and the Commission for Urban Aesthetics and Monuments. District councils frequently have a Building Information Centre where applicants can retrieve information. To facilitate the accessing and evaluation of such information, the abovementioned agencies are currently creating The Digital Beauty (*De Digitale Schoonheid*), a digital portal where all the information relating to building aesthetics is assembled. Zooming in on a map of Amsterdam will reveal increasingly detailed levels of information. The Digital Beauty portal is expected to be operational in April 2009

***Key point 23*:**
Central Amsterdam district and the Bureau of Monuments and Archaeology ensures that the World Heritage Committee will be provided with all the information regarding the progress of The Digital Beauty by means of a memorandum and through the intermediation of the National Service for Archaeology, Cultural Landscape and Built Heritage.

Building Aesthetics evaluation for construction permit applications in the not-designated conservation area of Central Amsterdam.

Building-permit free. *(rebuilding on, near of or in a monument is never permit-free)* For the procedures, see building-permit exempt building work

Structures with a permit requirement (assessment necessary)

Schema 1b

Limited procedure (6 weeks)

Structures referred to in Articles 4 and 5 of the Decree on structures with no permit requirement or a limited permit requirement

Standard procedure (12 weeks + 6 week extension)

all structures not referred to in the Decree on structures with no permit requirement or a limited permit requirement

Assessment according to planning and technical construction criteria

(building code, building regulations, zoning plan, urban planning and other municipal policy)

Assessment according to reasonable building aesthetics requirements

Fast-track 'counter criteria' applicable?

NO

YES

Building aesthetics assessment by 'small building aesthetics committee'

In principle assessment only according to fast-track 'counter criteria'

To Buildings Aesthetics Agency

Limited construction procedure with to be completed within 6 weeks

Building aesthetics assessment by Building Aesthetics and Built Heritage Agency

Assessment according to
- fast-track 'counter criteria'
- area criteria
- general criteria object
- property-related criteria
- zoning plan criteria

DOES NOT MEET CRITERIA

Continued assessment: further detail or information required

Subsequent assessment

Approval providing reasonable building aesthetics requirements are met if minor revisions are made

reassessment of revised plan by 'small building aesthetics committee' for limited permit, by Building Aesthetics Agency for standard permit

DOES NOT MEET CRITERIA

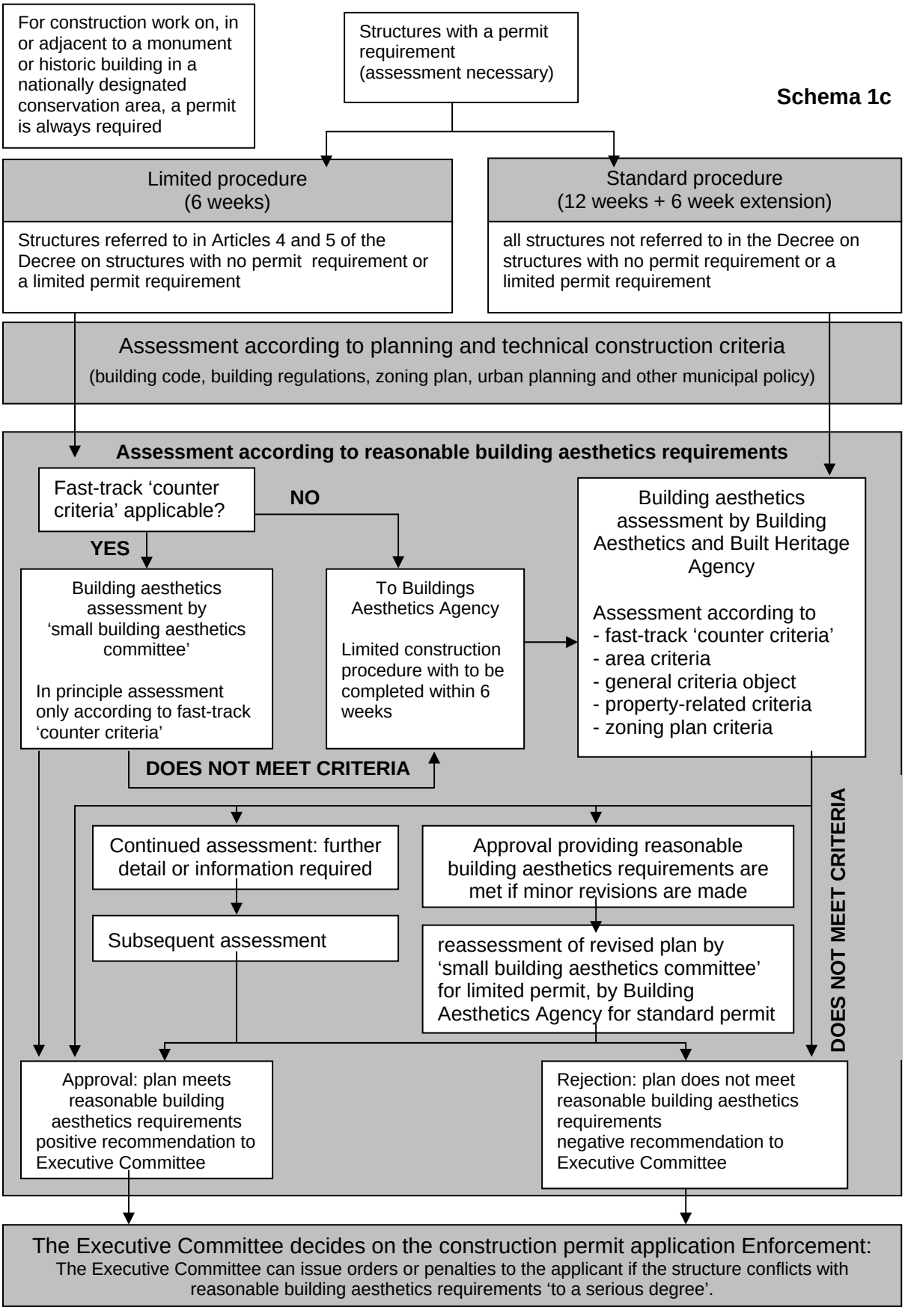
Approval: plan meets reasonable building aesthetics requirements positive recommendation to Executive Committee

Rejection: plan does not meet reasonable building aesthetics requirements negative recommendation to Executive Committee

The Executive Committee *(Dagelijks Bestuur, DB)* authorises building permit applications.

Enforcement: The DB can retroactively issue the initiative-taker with a summons if the building work seriously conflicts with the reasonable demands of Building Aesthetics. Building work that does not require a permit

Building Aesthetics evaluation for construction permit applications in the designated conservation area of Central Amsterdam.



District of Central Amsterdam

5.1.4 Metropolitan projects

A considerable number of large projects are underway in or in very close proximity to the conservation area 'Amsterdam within the Singelgracht canal'. The planning process and administrative decision-making processes relating to metropolitan projects within Central Amsterdam district proceed in a different way from regular spatial projects in Central Amsterdam district.

Three types of spatial projects

The preparation and realisation of spatial projects in the City of Amsterdam can take three project forms, whereby the commissioning, the responsibilities and the authority rest with different parties:[78]

- Coalition project

A coalition project is a project with a district council administrator and a legislator from the City of Amsterdam as commissioning administrative authorities. The administrative role of the City of Amsterdam was specified in the preparatory phase (planning), whereby a distinction is made between projects where the authority is transferred to the City of Amsterdam and those projects where this does not occur.

- Metropolitan project

The City of Amsterdam is entirely responsible for the administration of a metropolitan project until the management phase. The project is transferred to the relevant district council after completion.

- District council project

The district council is entirely responsible for a district council project from its initiation up to and including its management, i.e., the administration of time, money, quality, information, organisation and communication.

Commissioning bodies

The tasks and responsibilities of a (government) project organisation in relation to spatial projects, are divided between:

- Commissioning administrative authority

Generally, the commissioning administrative authority is a legislator (City of Amsterdam) or a department head (district council), who is entirely responsible for the project, and is also authorised to participate in decision-making processes at decisive moments, based on decision documents.

- Official commissioning authority

The official commissioning authority is usually a director of a department (City of Amsterdam) or the head of a sector (district council), who is authorised to evaluate and approve project plans.

- Project manager

If delegated by the official commissioning authority, the project manager is entirely responsible for the project results during its preparation and implementation. The project manager is also responsible for compiling the decision documents.

Metropolitan projects

Metropolitan projects are spatial projects that usually affect several districts, or constitute a unique project for Amsterdam. Implementing large-scale infrastructural projects is technically

[78] Guidelines for Directing Spatial Projects, Housing Production Directorate (*Leidraad aansturing ruimtelijke projecten, Bureau Woningbouwregie*), City of Amsterdam.

and administratively complex. Efficiency is best achieved if a single competent administrative body oversees the legal-spatial planning frameworks and issues the permits.

Metropolitan plans are implemented by the authority of the City of Amsterdam until the project is completed, whereafter it is transferred to the district council, as specified by the Regulation for District Councils.

The municipal project administrator is responsible for coordinating with the responsible department heads with regard to metropolitan projects. The department heads retain their own responsibility.

The administrative authority of coalition projects – projects that are prepared by a district council in cooperation with the City of Amsterdam – is arranged by means of an administrative agreement between administrators of the City of Amsterdam and the district council.

> 'The Regulation for District Councils; Section 3. Instruments that can overrule the authority of the district council:
>
> Article 34:[79]
>
> 1. The city council, the college of aldermen and the mayor can (…) decide on the designation of a **metropolitan project** (…).
> 2. The designation decision specifies the following:
>   a. A precise description of the project, including the geographical boundaries;
>   b. The districts affected by the designation;
>   c. The duration of the designation;
>   d. For which competences the cooperation at the district council will be required;
>   e. Which district council responsibilities are retracted;
>   f. Which official capacity of the district councils involved is required; a capacity on which a claim can be made if necessary;
>   g. What the costs incurred in point f are and how these will be shared.
> 3. The designation of a metropolitan project can only occur if:
>   a. The planning/implementation and/or the administration relate to large-scale project or projects that are unique to the large city, and also if
>   b. The implementation of the project requires such a decisive approach that the immediate cooperation of the district council administration can be demanded, or their authority can be overruled.
>
> 4. The responsible district council administrations are consulted in advance regarding the designation of a metropolitan project.
> 5. The explanatory notes to the proposal to designate a metropolitan project indicate that the provisions of the third and fourth clauses have been met.

Plaberum

Spatial projects such as coalition projects, metropolitan projects and district council projects are implemented in Amsterdam according to a prescribed procedure: the 'Plaberum'. The Municipal Executive adopted the revised Plaberum on 30 November 2005. The roles and

[79] Regulation for District Councils (*Verordening op de stadsdelen*), version 29 November 2006, p. 8

tasks of the district councils involved are described in the Guidelines for Directing Spatial Projects (*Leidraad aansturing ruimtelijke projecten*), approved by the Municipal Executive on 29 March 2005.

Administrative responsibility
The municipal project administrator is responsible for the administration of metropolitan projects, the department head is responsible for district council projects and a department head and a legislator are responsible for coalition projects by means of an administrative agreement.

Description of the Plaberum procedure
The title Plaberum stands for *Plan en Besluitvormingsproces Ruimtelijke Maatregelen* (Planning and Decision-Making Process for Spatial Measures). This describes the planning process and the administrative decision-making process and provides an overview of the products that have to be supplied for each stage of the planning process. Linking the progress of the process to administrative decisions ensures that the risks remain manageable. The planning of each successive phase is reviewed after decisions are reached. The Plaberum describes the various municipal itineraries: drafting plans, the legal-spatial planning itinerary, drafting contracts and decision-making. Because the Plaberum is a procedure, it is difficult to summarise.

Four phases and four administrative decisions
The Plaberum comprises four phases. Each phase concludes with an administrative decision.

1. Strategy phase – ends with the Strategy Resolution
2. Research phase – ends with the Project order
3. Programme- and development phase – ends with the Investment decision
4. Implementation phase – ends with the Implementation order

The following are described for each phase:

- The goal
- The administrative decision-making process
- The planning process

Description of the four phases

- Phase 1: Strategy

This is a brief phase during which research aimed at exploration and compiling an inventory (sphere of influence and risks) is conducted. Obstacles (legal-spatial planning, environmental, public space, etc.), solutions and partners are identified, and suggestions on how financing will be arranged are included. The plan must be presented to the director of the Construction and Development Department (*Ontwikkelingsbedrijf*) for advice before any decisions are made.

This phase ends with a Strategy Resolution which includes, among others, the status of the planning: will it be continued and if so, who the administrative and official commissioning authorities are and which planning procedures and schedules are going to be followed.

- Phase 2: Research

During this phase, more specific research is conducted into the feasibility of the plan and how the risks can be reduced. This phase does not apply to all projects: relatively simple projects skip this phase and proceed from phase 1 to phase 3.

The second phase concludes with a Project order specifying zoning, opening up the area, mobility requirements and programmes.

- Phase 3: Programme and design

During phase 3 the programmes, the urban design plan, the use of land and the financial section are compiled. One or more construction summaries are compiled and also included as an appendix to the urban design plan.

This phase ends with an Investment decision, the urban design plan, including the construction summaries, the land development budget and an implementation credit (if required).

- Phase 4: Implementation

During phase 4 one or more construction summary agreements and/or ground lease agreements are concluded. The building plans are developed (by the market) and the design of the public space and a management plan are prepared for the public space. This is the phase during which acquisition and compulsory purchases take place. In addition work commences that focuses on preparing for the implementation, such as resolving permit applications, plans, calling for tenders and preparing the terrain for construction. Various decisions are made during this phase.

This phase concludes with the actual implementation.

Legal-spatial planning procedure

During phase 2 of the Plaberum procedure the current WRO-plans for the development area including structural and zoning plans are reviewed (by means of the Urban Evaluation and Advisory Team [*Stedelijk toets- en adviesteam*], see the following subsection). If required, a (pre-)design zoning plan or an Implementation plan is compiled, or a Wro Article 19 exemption procedure is prepared (after receiving input from the Urban Evaluation and Advisory Team) during phase 3.

If necessary, the district council specifies the legal-spatial planning framework for district council projects. (The Executive Committee of the district council will present the plan to the Municipal Executive only in exceptional cases, for example, in the event of significant deviation from the programme and spatial plans that will affect the legal and city council frameworks).

The city council specifies the zoning plan for metropolitan projects.

Cultural-historical research

In 2006, cultural-historical research was included as part of the Plaberum procedure (Plaberum 2006). Since January 2006, the Bureau of Monuments and Archaeology has been connected to the Urban Evaluation and Advisory Team through the Environmental and Building Department. It advises on cultural-historical research relating to spatial projects.

Participation
The regulations pertaining to participation apply to metropolitan projects when adjusting the legal-spatial planning framework, as described in the General Public Participation Ordinance Amsterdam (*Algemene Inspraakverordening Amsterdam*) of 2003 (approved by the city council). The General Public Participation Ordinance for Central Amsterdam District (*Inspraakverordening Amsterdam Stadsdeel-Centrum*) of 2004 applies if the legal-spatial planning framework is adjusted for district council projects (approved by the district council).

Urban Evaluation and Advisory Team (*Stedelijk toets- en adviesteam*)
On 28 June 2005 the Municipal Executive created the Urban Evaluation and Advisory Team, and adopted the Urban Evaluation and Advisory Team for Spatial Plans in Amsterdam Regulation (*Reglement voor het Stedelijk toets- en adviesteam ruimtelijke plannen in Amsterdam*). The Urban Evaluation and Advisory Team conducts its evaluation based on the policy approved by the City of Amsterdam, legal provisions, state regulations and similar criteria. District council projects, coalition projects and metropolitan projects are presented to the Urban Evaluation and Advisory Team for evaluation. Ten municipal departments, each operating from its area of specialisation, evaluate and offer advice regarding these spatial plans. The Bureau of Monuments and Archaeology advises on cultural-historical research.

District council projects are evaluated before they are approved by the Executive Committee of the district council, and metropolitan projects are evaluated before they are approved by the Municipal Executive.

Building aesthetics and large projects
A project plan is prepared for larger spatial projects prior to the compilation and adoption of a Urban Development Plan. The district council or city council must specify the building aesthetics criteria as part of the project plan. The City of Amsterdam discusses the building aesthetics criteria for the project plans for metropolitan projects with the relevant district councils.

Determining building aesthetics criteria is a standing procedure when compiling plans. The Building Aesthetics and Built Heritage Agency is informed of these criteria during phase 3 of the Plaberum procedure. The participation is linked to the normal participation regulation. The Urban Development Plan and the building aesthetics criteria are presented to the Building Aesthetics and Built Heritage Agency for advice during phase 4 of the Plaberum procedure, before it is presented to the council for a decision. The step-by-step plan for this is as follows[80]:

- The Building Aesthetics and Built Heritage Agency is the only agency that advises on building applications.
- In the event of restructuring, the building aesthetics criteria in the Aesthetic Appearance Document or the specific building aesthetics criteria form the assessment framework for the advice of the Building Aesthetics Agency.
- Any specific building aesthetics criteria are part of a Urban Development Plan and a construction summary. They are compiled by the Physical Planning Department (DRO) or the urban development department of the district council, presented to the Building Aesthetics and Built Heritage Agency for advice, and ratified by the Implementation

[80] Building Aesthetics and Supervision. Directing the design quality of spatial projects. Environmental and Building Department (*Welstand en supervisie. De regie over de ontwerpkwaliteit in ruimtelijke projecten. Dienst Milieu en Bouwtoezicht*), 22-2-2005.

Decision for the project (by the district council for district council projects, and by the Municipal Executive for metropolitan projects).
- The city council or the district council can delegate the coordination of the urban development design process and the compilation of the spatial planning documents to one or more specialists – town planners – who may or may not be staff members of the City of Amsterdam.
- A supervisor can be appointed during the implementation phase, who coaches and supports the architects involved in the project in consultation with the Building Aesthetics and Built Heritage Agency.

Framework document for evaluating the building aesthetics of large projects in Amsterdam
In principle, the building aesthetics criteria developed by the City of Amsterdam for large (re)development projects are temporary and last only for the duration of the project. Specific building aesthetics criteria specified for each project in the framework of the urban development planning and the spatial planning procedures apply for as long as the development and implementation of the project lasts. These aspects are addressed by separate procedures in the Aesthetic Appearance Document for Metropolitan Areas and Projects (*Welstandsnota metropolitan gebieden en projects*), drafted by the City of Amsterdam.
This does not only apply to new building locations, as restructuring may be necessary. The criteria during the development phase of the project plan are of a general nature and use the ratified urban development programme as a framework. This ensures that the creativity of the architects is not unnecessarily curtailed. The normal building aesthetics criteria from the Aesthetic Appearance Document for Metropolitan Areas and Projects, which address the administration of the area, are specified after the development phase has been concluded. The actual architecture and urban development form the context for administration. This methodology can also be applied by the district councils to larger (re)development projects that are realised without intermediation by the City of Amsterdam.

***Key point 18* (*repetition*):**
The City of Amsterdam appends to the building aesthetics criteria of the Framework Document for Building Aesthetics in Amsterdam that the outstanding universal value and the authenticity and integrity of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', will be maintained as a result of the responsibilities arising from the World Heritage Convention.

Aesthetic Appearance Document for Metropolitan Areas and Projects (*Welstandsnota metropolitan areas and projects*)
The City of Amsterdam specifically created the Aesthetic Appearance Document for Metropolitan Areas and Projects to evaluate the building aesthetics of spatial plans (approved by the city council on 16 June 2004).
These policy regulations affect structures located in areas where the City of Amsterdam is authorised to grant building permits. The document describes general policy frameworks and building aesthetics criteria for metropolitan areas and also defines specific building aesthetics criteria for a number of special metropolitan areas and projects, such as the south bank of the IJ (*Zuidelijke IJ-oevers*) and the new North-South metro line.

General framework policies and criteria affecting metropolitan projects

Assessment framework. Policy regulation 2.1
Determining if a structure complies with the reasonable demands of building aesthetics, takes the following evaluation criteria into consideration:

a. the suitability of the structure in relation to the characteristics of the existing or planned development, the public space, the landscape and the urban planning context;
b. volume, structure, size and scale, architectural features, colour and types of material;
c. ensuring that the constituent parts of the structure or structures are cohesive.

Criteria. Policy Regulation 2.2
The following criteria are considered when determining if a structure complies with the requirements of building aesthetics criteria:

d. the structure does not clash with its surroundings; it contributes to the quality of the public space;
e. there is significant cohesion between the architectonic form, the anticipated functions and the structural composition;
f. there is a balance between clarity and complexity; a balanced visual structure, while simultaneously ensuring that the appeal provided by simplicity is not lost;
g. that the design of the structure has carefully considered the associations that certain forms evoke in a social-cultural context;
h. appropriate architectonic elements are implemented in the structure (the sizes and relationships between spaces, the sizes and division of spaces and surfaces and the types of materials, textures, colours and light that result from the design).

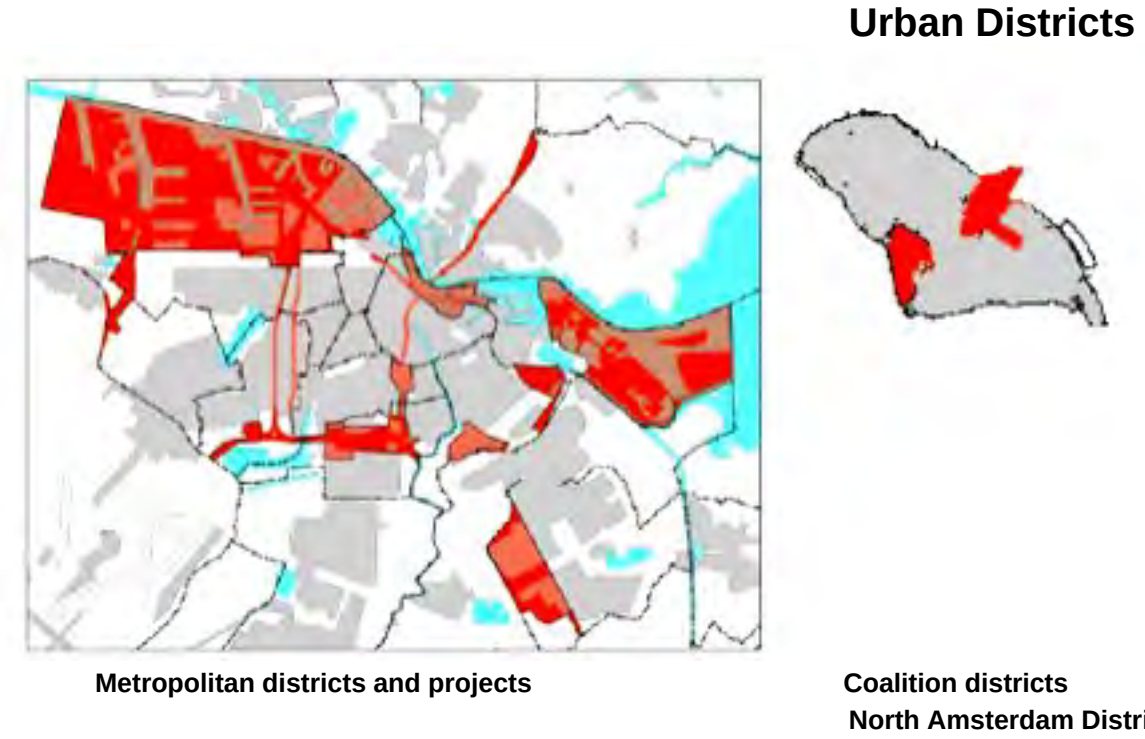
Specific criteria in urban development planning documents. *Policy Regulation 2.4*
Structures are also evaluated for their compliance with specific building aesthetics criteria that are included in the relevant urban development planning documents.

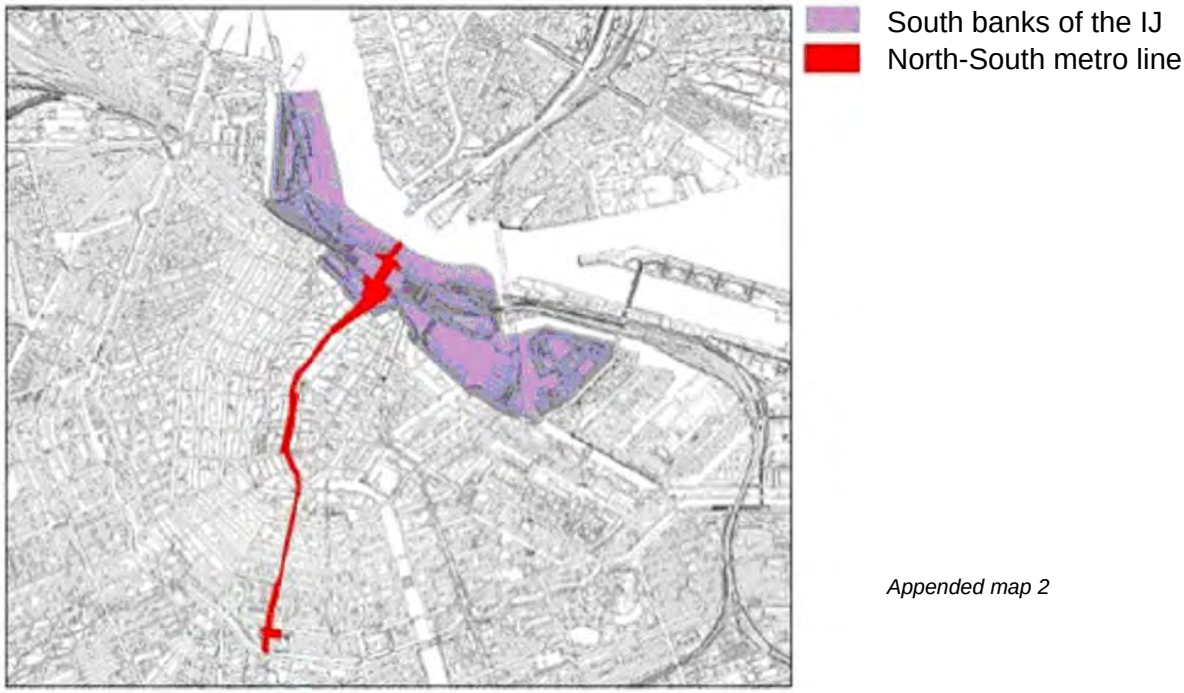
***Key point 20* (*repetition*):**
The City of Amsterdam appends to the building aesthetics criteria of the Aesthetic Appearance Document for Metropolitan Areas and Projects in Amsterdam that the outstanding universal value and the authenticity and integrity of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', will be maintained as a result of the responsibilities arising from the World Heritage Convention.

Current metropolitan projects
At present, a number of metropolitan projects are underway in or on the boundaries of Central Amsterdam district. This includes the new urban expansion on the south bank of the IJ (*Zuidelijke IJ-oever*), with the Central Station project on Station Island (*Stationseiland*); the construction of the new North-South metro line; and the Overhoeks project on the north bank of the IJ (*Noordelijke IJ-oevers*) and the construction on the harbour island, Westerdokseiland (the latter two projects are currently being prepared). Finally, the City of Amsterdam and Central Amsterdam district are implementing Coalition project no. 1012. These projects and their (potential) influence on the property are described in Section 5.3.

***Key point 24*:**
If a structure of approximately 60 metres tall is planned on the Western Station Island (Westelijk Stationseiland), the Central Amsterdam district and the City of Amsterdam will include a memorandum regarding this in the nomination dossier.

Overview map of metropolitan projects (2004)[81]





Appended map 2

[81] Aesthetic Appearance Document for Metropolitan Areas and Projects in Amsterdam (*Welstandsnota grootstedelijke gebieden en projecten*), p. 23

5.2 Opportunities and risks in the property and the buffer zone

5.2.1 Introduction

Amsterdam's city centre – and particularly '17th-century canal ring area of Amsterdam within the Singelgracht' – enjoys international repute as a cultural-historical, lively and atmospheric historic European city centre. It is a favoured residential and business location and a popular destination for national and international travellers.
The City of Amsterdam, the Central Amsterdam district, and the inhabitants and business operators in the historic city centre and within '17th-century canal ring area of Amsterdam within the Singelgracht', have invested a great deal of energy, knowledge, care and money in the conservation and maintenance of the many outstanding universal values of the city centre.
In the event of the conservation area being inscribed on the World Heritage List, the following will be added: '17th-century canal ring area of Amsterdam within the Singelgracht', within the conservation area 'Amsterdam within the Singelgracht canal', has outstanding universal values. This means that a World Heritage site is not meant to be an international attraction, but that it becomes global property. In other words, the world community will also keenly observe the conservation and maintenance of the site. This requires an inventory of the opportunities and threats, and the strengths and weaknesses of the property.
Strengths and weaknesses arise wherever there is a responsible built heritage policy, intensive international cultural tourism, in the opportunities and limitations to broadly communicate with residents, tourists and other target groups about the societal significance and how the city centre and '17th-century canal ring area of Amsterdam within the Singelgracht' can or must be treated. This will be discussed in the chapters about built heritage policy, communication and cultural tourism; this section examines a number of opportunities and threats.

5.2.2 Opportunities and threats

'17th-century canal ring area of Amsterdam within the Singelgracht' has many outstanding universal values, three of which are affected by trends or developments that could have a positive or a negative influence on the outstanding universal values. The following outstanding universal values and the opportunities and threats they present are not isolated phenomena, but are interrelated and thus influence each other.

1. '17th-century canal ring area of Amsterdam within the Singelgracht' as an icon

Internationally, the urban development, architectonic and historic qualities of '17th-century canal ring area of Amsterdam within the Singelgracht' as well as the historic city centre are considered as iconic: the size, scale and clarity of the geometric, linear pattern of concentric canals is unique.

- The significance of '17th-century canal ring area of Amsterdam within the Singelgracht as an icon' offers the opportunity for Amsterdam to distinguish itself from other European historic city centres, making it an appealing place to settle or establish a business.
- The significance of '17th-century canal ring area of Amsterdam within the Singelgracht as an icon' has consequences for the use of and life in '17th-century canal ring area of Amsterdam within the Singelgracht' and the surrounding buffer zone. This significance can be threatened by socio-economic and spatial developments that do not respect the

outstanding universal values of 'the size and scale of the spatial geometric pattern of concentric canals. This section discusses high-rise developments that relate to this.

2. The preservation of the monumental '17th-century canal ring area of Amsterdam within the Singelgracht'

'17th-century canal ring area of Amsterdam within the Singelgracht' has been preserved and maintained for many years with much care and attention by both the responsible authorities as well as owners of the, mostly monumental, structures located within '17th-century canal ring area of Amsterdam within the Singelgracht'.

- The value of 'preserving the conservation area '17th-century canal ring area of Amsterdam within the Singelgracht' offers the opportunity for the cultural-historical and built heritage values to be widely recognised and respected, resulting in long-term maintenance of the site, making living in the site more appealing.
- The value of 'preserving the monumental 17th-century canal ring area of Amsterdam within the Singelgracht' also has consequences for the level of conservation and the expectations of involved parties. These values can be threatened by developments that can undermine good maintenance, or could dominate built heritage values. This section examines developments relating to water, green areas, parking facilities and advertising on facades.

3. The orderly spatial structure and human scale

'17th-century canal ring area of Amsterdam within the Singelgracht' is characterised by its urban planning and geometric layout comprising four concentric main canals, four transverse canals, and radial streets. These enclose the conservation area '17th-century canal ring area of Amsterdam within the Singelgracht', creating an intimate atmosphere.

- The value of the 'orderly spatial structure and human scale' offers the opportunity for '17th-century canal ring area of Amsterdam within the Singelgracht' in all its architectonic diversity and spatial dynamism to retain its intimate atmosphere and human scale. This means that besides being a place where people live and work, Amsterdam will also have added value as an appealing destination.
- The value of the 'orderly spatial structure and human scale' also has consequences for the reason for visiting and the length of the visit. These values can be threatened by concentrating too many visitors in the available space. This section examines developments in the area of *hotels*, *catering*, *outdoor cafes* and *round trips*.

5.2.3 High-rise buildings

A dynamic city like Amsterdam is continually being developed. Contemporary spatial developments in the area of high-rise buildings can affect the symmetry, views, or the silhouette of the historic cityscape. This subsection discusses the influences high-rise developments can have and the measures that can be taken to safeguard the outstanding universal value.

Preceding the Vienna Charter that applies to the World Heritage site, that formulates principles for safeguarding built heritage in an urban environment.

International obligations

Vienna Charter[82]
Vienna Charter on World Heritage and Contemporary Architecture – Managing the Historic Urban Landscape (Vienna, 2005)
UNESCO Charter – approved by the international conference of UNESCO and the World Heritage Committee

The Vienna Charter describes the influence contemporary urban developments and modern architecture can have on the significance of built cultural heritage. The Charter formulates principles for the long-term conservation of built heritage and monuments. The constant changes to dynamic cities require that policy makers and concerned parties regard the city as a whole and that future urban developments harmonise with the historic urban development. The challenge for contemporary architects and urban planners is to realise dynamic and socio-economic developments while simultaneously safeguarding the cultural heritage and the historic cityscape.

The development of high-rise buildings and high-rise policy in Amsterdam
The City of Amsterdam has had a high-rise policy since 1991. The number of high-rise initiatives has increased in the last few years. The issue of the visibility of high-rise buildings from the historic city centre was tabled recently. The City of Amsterdam intends to be extremely protective of the visual qualities of the city centre.

The current high-rise policy, dating from 2005,[83] is a reactive policy and does not include any evaluation criteria for high-rise development plans. A clearly formulated high-rise policy, especially in regard to the conservation area and the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht', is urgently required. This means formulating precise policy relating to high-rise buildings that may have a visual impact on the property and the buffer zone. The current high-rise policy will be revised to this end.

A new high-rise policy is being prepared in the framework of the development of the Structural Concept (1st concept at the end of 2009, adoption at the end of 2010, see also Section 5.11). The Physical Planning Department of the City of Amsterdam has recently drafted its first high-rise plan that addresses this issue and also accounts for the policy that has been conducted thus far (see the Appendix High-Rise Development In Amsterdam [*Bijlage Hoogbouw in Amsterdam*], 2008).

The starting point is that high-rise developments that can be seen from the property and the buffer zone will be evaluated for their effects on the World Heritage site and the conservation area. An assessment framework and an evaluation procedure will be developed to this end.

Aesthetic Appearance Document for Metropolitan Areas and Projects
The Aesthetic Appearance Document for Metropolitan Areas and Projects includes several criteria that also have a bearing on high-rise developments:

'Criteria relating to erecting a building or structure of substantial size, *or the expansion or alteration of an existing building or structure for which a building permit is required*. *Policy*

[82] Link: Vienna Charter, whc.unesco.org/uploads/activities/documents/activity-47-2.pdf
[83] Supplementary Evaluation Framework for High-Rise Developments (2005) to the Structural Plan: Opting for an Urban Environment (*Aanvullend toetsingskader Hoogbouw (2005) op het Structuurplan: Kiezen voor stedelijkheid*; 2003).

regulation 6.1.2[84]

a. Position with respect to the surroundings:

- Height of the structure: conform to the specific urban development spatial planning documents;
- Placement: conform to the specific urban development planning documents. Views are taken into consideration. If located within the boundaries indicated in the urban development planning documents the existing views on expanses of water and urban corridors and the proximity of traffic routes and waterways (water, rail, automotive) have to be taken into account.'

<u>High-rise advice from the Board of National Advisors (*College van Rijksadviseurs*; CRA) to the VROM</u>

According to the Board of National Advisors (comprising the government architect and the national advisers for Landscape, Infrastructure and Cultural Heritage), high-rise developments have a great impact on the Dutch landscape. The Board of National Advisors has conducted research into high-rise buildings in The Netherlands and has established that the Spatial Planning Policy Document provides insufficient guidelines for provinces and city councils and that a wide-ranging plan addressing high-rise developments is lacking.[85] Among others, the advice presented by the Board of National Advisors to Minister Cramer of the VROM included:

- supplementing the current municipal policy with a State plan;
- making the compilation of a High-Rise Impact Report (*HoogbouwEffectRapportage*; HER) compulsory.

The Board of National Advisors has indicated that state intervention is only justified when national values[86] (the core principles of the Spatial Planning Policy Document) are affected, and if the state authority has established guidelines in advance. All other high-rise projects are the responsibility of the city council. The core principles of the Spatial Planning Policy Document relate to the National Landscape Areas and in particular valuable areas of buildings that have been inscribed on the World Heritage List. The state has specific responsibilities towards these areas and properties.

The Board of National Advisors presented its assessment of current developments in Amsterdam's high-rise policy in its advice to the Minister of VROM as follows:[87]

> 'The City of Amsterdam is currently of the opinion that it should formulate its high-rise policy primarily from a restrictive point of view. The most important reason for such a policy is safeguarding the nomination of the city centre for designation as a UNESCO World Heritage site. The heights of buildings within the A1 ring road are evaluated for their (in)visibility from the conservation area '17th-century canal ring area of Amsterdam within the Singelgracht'. The regulation is interpreted from a historical perspective and with consideration for the urban landscape, the landward side and the IJ side. High-rise buildings are permitted at important public transport nodes such as Sloterdijk, Bijlmer/Arena, Amstel and Zuid; considering its proximity to the historic city centre, no high-rise buildings should be allowed in the area surrounding Amsterdam Central Station.

[84] Aesthetic Appearance Document for Metropolitan Areas and Projects, pp. 15-16
[85] The Spatial Planning Policy Document (*Nota Ruimte*, 2005, Ministries of VROM, LNV, VenW and EZ) contains the Cabinet's plan for spatial development in The Netherlands and the most important associated goals for future decades.
[86] Board of National Advisors Draft High-Rise Advice (*Concept Hoogbouw Advies College van Rijksadviseurs*), 24 June 2008, p. 5
[87] Board of National Advisors Draft High-Rise Advice (*Concept Hoogbouw Advies College van Rijksadviseurs*), 24 June 2008, p. 7

According to the CRA, this more restrictive approach by the city council is an interesting approach to protecting valuable cultural-historical heritage while simultaneously enabling further urban development. This also conforms to the State's approach to the National Landscape Areas: 'preservation through development'.

Threat	**Measure**
Dynamic socio-economic development and conservation of built heritage and the historic urban landscape can hinder each other.	Policy makers and parties involved in the city form a vision of the city as a whole and ensure that future urban developments that harmonise with the historical development.
Obscuring views and changing the profile of the city within and around the property with high-rise developments.	Protecting views within, from and of the property, the conservation area and buffer zone by: a. respecting the outstanding universal value, the authenticity and the integrity; b. by converting the internationally recognised treaties and principles relating to the administration of a World Heritage site and modern architecture in historic urban landscapes into a plan for the development of Amsterdam; c. formulating an dynamic high-rise policy, including an assessment framework and an evaluation procedure; d. to determine evaluation criteria by conducting an investigation into the historical significance of views and city profiles;

Threat	**Measure**
	a. by making the compilation of a High-Rise Impact Report (HER) compulsory; b. through requesting clear guidelines from the State for areas and buildings inscribed on the World Heritage List, so that it can intervene if required; c. by amending and enforcing existing laws, regulations and policy frameworks; d. by introducing, actualise and evaluate a feasible management plan.

Opportunity	**Value – 17th-century canal ring area of Amsterdam within the Singelgracht as an icon**
The significance of '17th-century canal ring area of Amsterdam within the	'17th-century canal ring area of Amsterdam within the Singelgracht' as well as the historic city centre

Singelgracht as an icon' provides an opportunity for Amsterdam to distinguish itself from other European historic city centres, making it a more appealing place to settle or establish a business	are internationally regarded as urban planning, architectonic, historic icons: the size, scale and clarity of the geometric, linear arrangement of concentric canals is unique.

5.2.4 Hotel and catering industry

The hotel and catering industry is extremely important for Amsterdam's city centre. It is a source of pleasure, relaxation and contact and is integral to leisure activities in the city centre – shopping, cultural excursions, a night out and a short stay. The hotel and catering industry contribute to the diversity of functions and facilities in the city centre, such as residing, working, culture, art, economics, recreation and historical values, i.e., how residents and visitors experience the conservation area and the World Heritage site. The hotel and catering industry can also endanger the cultural-historical value of buildings that are equipped for hotel and/or catering functions and can contribute to problems associated with noise, high concentrations of people and vandalism. This subsection describes developments in the area of the hotel and catering industry and the measures that can (or could) be taken to safeguard the outstanding universal value.

<u>Current catering policy</u>

Current catering policy is described in the Hotel and Catering Industry Memorandum 'Towards a Contemporary, Transparent Hotel and Catering Industry Policy in Amsterdam's City Centre' (*Horecanota 'Naar een eigentijds*, *transparant horecabeleid in de Amsterdamse Binnenstad*) that was approved by Central Amsterdam district council in 2003. This Memorandum proposes the replacement of existing opening- and closing times for the hotel and catering industry on the condition that they close for 2 hours a day. Central Amsterdam district does not have the authority to change the business hours of the hotel and catering industry. These fall under the authority of the city council and are regulated by the Local Bylaws (*Algemene Plaatselijke Verordening*; APV).

Reacting to a request from Central Amsterdam district, the city council endorsed the Amendment to the Local Bylaws on 23 March 2005, whereby it agreed to expand business hours for the hotel and catering industry subject to the following provisions:

- Enforcing the quiet period at night when no alcohol can be obtained.
- There should be enough manpower to enforce public order and protect the living environment, the idea being that extending opening hours should not result in more policing.
- The hotel and catering industry have to make an important contribution by ensuring that no additional demands are made on the available enforcement capacity and that the living environment is not inconvenienced any further.

With the coming into force of the amended Local Bylaws evening and night businesses can operate from 09h00. They can also apply for a outdoor cafe permit. Regarding the extension of closing times, the 2005 Local Bylaws stipulate that Central Amsterdam district must first have an approved hotel and catering industry policy because closing times affect the living environment and public order.

<u>New hotel and catering industry policy plans</u>

Central Amsterdam district is preparing a draft Hotel and Catering Industry Policy Plan (*Horecabeleidsplan*) 2008. After being endorsed by the Executive Committee of Central Amsterdam district, the draft was released for preliminary discussions by concerned parties on 18 December 2007. The adoption of the policy was expected to occur after the 2008 summer recess. The following parties participated in the adoption of the policy:

l) Mayor, Public Prosecutor and the police: safety and public order
m) Mayor: Local Bylaws (APV)
n) District council: other aspects Central Amsterdam district

The draft Hotel and Catering Industry Policy Plan 2008 is intended to establish specific hotel and catering industry policy with the underlying question: how can the expansion of hotels and catering establishments take place (including extending closing times). Moreover, where necessary area-specific policy is being drafted for outdoor cafes. Coffee shops will not be allowed to extend their closing times.

The conservation area and hotel and catering industry policy

The proposed hotel and catering industry policy intends to expand the possibilities for the hotel and catering industry and has the following consequences for the intended World Heritage site:[88]

> 'In general a maximum area of 150 m2, with a possibility of exemptions up to 300 m2 for a hotel or catering establishment is permitted by current zoning plans. This area is based on the most widespread parcel width in the city centre. According to the revised zoning plans, the cellar of a building can be used as a kitchen, for toilet facilities, and/or as storage space for the hotel or catering establishment located above it.
> Expanding the hotel and/or catering establishment to upper and/or adjacent storeys is prohibited, the most important reasons for this being that they harmonise with the conservation area and reduce the inconvenience to residents. Hotel and catering facilities are permitted on several storeys only around the Leidseplein and Rembrandtplein. (…) Several aspects play a role when evaluating an expansion in square metres. Firstly, hotel and/or catering facilities larger than 300 m2 will only be considered if they do not have a negative effect on the conservation area and do not negatively impact on the living environment. In addition, the physical characteristics of the building play an important role. Breaking through buildings in the conservation area must be prevented, as these negatively affect the historic structure. (…) A maximum expansion of 1000 m2 per building is proposed. Compliance with the fire safety code is an important pre-condition.'

Enforcement

Local Bylaws regulate the enforcement of closing times van hotels and catering facilities as well as public order. The police are responsible for supervising and enforcing the regulations in the Local Bylaws. This enforcement is described in step-by-step plans, and is supervised by the city council. Environmental inspectors from the Environmental and Building Department monitor and act to counter noise pollution. All hotel and catering establishments in the city centre are subject to a thorough control of all relevant aspects once every three years by inspectors from Central Amsterdam district and the Environmental and Building Department. A Hotel and Catering Office (*Loket Horeca*) has been set up for hoteliers and restaurateurs wishing to apply for permits.

[88] Draft Hotel and Catering Industry Policy Plan 2008 (*Concept Horecabeleidsplan 2008*), p. 15

Threat	**Measure**
Damaging buildings by breaking through the historical structure.	Specifying the limitations of size in zoning plans for hotels or catering establishments in cultural-historical buildings, as well as ensuring that they harmonise with the conservation area. The two entertainment areas (Leidseplein and Rembrandtplein) are exempted.
Encroaching on the 'orderly structure and the human scale' of '17th-century canal ring area of Amsterdam within the Singelgracht' because of large concentrations of visitors.	The structure of '17th-century canal ring area of Amsterdam within the Singelgracht' is protected as much as possible by, demanding that they do not encroach on the conservation area. (This also applies to larger hotel and catering facilities on the Rembrandtplein.) They must also comply with fire safety regulations.
Hotels and catering facilities can have a negative effect on the living environment of surrounding residents, including noise pollution.	The police and environmental inspectors from the Environmental and Building Department enforce the regulations. Hoteliers and restaurateurs must assist in preventing trouble and ensuring that additional policing is not required.
Opportunity	**Value**
Ensuring that the hotel and/or catering establishments are of limited scope in '17th-century canal ring area of Amsterdam within the Singelgracht' offers the opportunity for the appealing intimate atmosphere and 'human scale' to be preserved, thereby ensuring that it remains an appealing recreational or holiday destination for all visitors.	The orderly spatial structure and human scale of '17th-century canal ring area of Amsterdam within the Singelgracht' imbues the area with a spatially enclosed and intimate character.

5.2.5 Outdoor cafe policy

The new outdoor cafe policy for Central Amsterdam district came into force on 1 April 2008. The old regulations were unclear and out-of-date. The new outdoor cafe policy adapted existing regulations and introduced new regulations. There are 888 outdoor cafes in the city centre; many consider them pleasant facilities for residents and visitors and valid contributions to a sociable city environment.

<u>New outdoor cafe policy</u>

The former outdoor cafe policy (as described is in the Heritage Site Document '17th-century canal ring area of Amsterdam within the Singelgracht' [*Gebiedsdocument 'de zeventiende-eeuwse grachtengordel van Amsterdam binnen de Singelgracht';* 2007]) was based on policy regulations dating from 1992, operational plans pertaining to outdoor cafe policy that were enforced from 1995 and 1996, administrative experience, jurisprudence and exemptions. The policy was out-of-date and difficult to enforce. Central Amsterdam district has therefore drafted a new Outdoor Cafe Memorandum 2008 (*Terrassennota*), which was presented to

the district council for approval and approved by the chairperson of the Executive Committee on 27 March 2008.

The basis of the outdoor cafe policy
The crux of the outdoor cafe policy is to encourage a provocative and creative nightlife while simultaneously acknowledging the limitations of the historic city centre. Besides being an appealing recreational city, people also live and work in Amsterdam.
The basic principle of the Outdoor Cafe Memorandum 2008 is that public spaces are accessible to everyone and that the functions of public space as traffic routes and residences are safeguarded. The most important policy regulations are:

- Enough space for pedestrians, crossing streets and the safety of pedestrians is paramount;
- Pedestrian access past outdoor cafes is at least 1,5 metres;
- No newly built outdoor cafes are allowed;
- Outdoor facilities are no longer allowed at fast-food outlets (transition period 3 years);
- No objects may be permanently fixed to the ground or on facades;
- Enforcement must be conform to the Mayor's step-by-step plan;
- The operator of the outdoor cafe is responsible for its appearance (including the furniture).

The conservation area and outdoor cafe policy
The outdoor cafe policy is based on the basic principles described in the Policy Programme 2006-2010 (*Programakkoord 2006-2010*), the Manual for the Redevelopment of the Public Space Manual for Organising the Public Space (*Handboek Inrichting Openbare Ruimte*) and the Hotel and Catering Memorandum (*Horecanota*) of 2003. The aim of hotel, catering and outdoor cafe policy is to foster a lively city centre with multiple functions. The city centre must be organised in such a way that it is serviceable, durable and aesthetically appealing and the public space must be clean, intact, safe and accessible. Although the Executive Committee concentrates on maintaining the status of the conservation area, it has decided not to formulate (building aesthetics) criteria for objects placed on the sidewalk, based on the understanding that hotel and/or catering establishment operators have a vested interest in making their businesses appealing.

Authority in relation to outdoor cafes
The division of authority in relation to outdoor cafes is regulated by the Local Bylaws (APV), the Municipalities Act (*Gemeentewet*) and the Regulation for District Councils, which also define the relationship between the mayor, the chairperson of the Executive Committee and the Executive Committee. This has to take into account two issues that are the responsibility of two different bodies:

1. Public order and the protecting the living environment (responsibility of the mayor);
2. Regulating the functions of the public space (responsibility of the Executive Committee).

Evaluation framework for the outdoor cafe policy
Chapter 3 of the Local Bylaws and the outdoor cafe policy describe the evaluation framework for an operating licence for a outdoor cafe. The outdoor cafe policy takes other legislation into consideration, such as: other chapters in the Local Bylaws, the Environmental Management Act, AmvB Resolution for Hotel, Catering, Sport and Recreational Facilities, Environmental Management, Waste Products Regulations, Building Regulations Amsterdam 2006 (*AmvB Besluit horeca-, sport- en recreatie-inrichtingen milieubeheer, Afvalstoffenverordening, Bouwverordening Amsterdam 2006*).

If required and warranted, the chairperson of the Executive Committee determines if a permit application qualifies as an exception to the general regulations (estimated at 10% to 15% of applications).

Enforcing outdoor cafe policy
The enforcement policy is specified in the 2005 Integrated Enforcement Policy Plan (*Beleidsplan Integrale Handhaving*). The mayor has compiled step-by-step plans relating to the regulation of hotel and catering establishments. Central Amsterdam district is responsible for coordinating the enforcement of these regulations. The actual supervision of outdoor cafes is carried out by the Sanitation Police; the legal-administrative issues are handled by the Enforcement Department of Central Amsterdam district's Construction and Housing Department.
Based on the ratified Quantifiable Policy Programme (*Meetbaar Programmakkoord*) 2006-2010, Central Amsterdam district has also established a hotel and catering information centre and a complaints procedure to facilitate the granting of permits, overall supervision and enforcement.

Threat	**Measure**
Damaging buildings by affixing materials to them.	Prohibiting the attachment of materials to buildings or sidewalks.
Visual pollution of the canals or cityscape resulting from poor quality outdoor cafe provisions. No aesthetic regulations have been specified for furniture used at outdoor cafes.	Enforcement is aimed at ensuring that the public space is clean, aesthetically appealing, durable, intact and safe. Hotel and/or catering establishment operators have a vested interest in maintaining the public space and should do so without it having to be regulated.

Opportunity	**Value**
The combination of recreation, living and working with respect to the outstanding universal values and limitations of '17th-century canal ring area of Amsterdam within the Singelgracht' and the historic city centre offer the opportunity for the intimate atmosphere and the human dynamic is retained, ensuring that visitors will find it an appealing place to recreate.	The orderly spatial structure and human scale of '17th-century canal ring area of Amsterdam within the Singelgracht' provides the area with a spatially enclosed and intimate atmosphere.

5.2.6 Hotel policy

Tourism in general and hotels in particular are important for the economic development and employment opportunities in the city, especially for 'Amsterdam within the Singelgracht canal'. Cultural history, museums, cultural facilities and places of entertainment attract millions of visitors to Amsterdam's city centre each year. The City of Amsterdam wants to expand hotel capacity (also in the city centre) to ensure that the city's appeal as a tourist, congress and business centre does not diminish. Hotels can contribute to facilities in the city

centre, whereby visitors who stay in these facilities can directly experience the conservation area and the World Heritage site. Hotels developments can result in damage to historically valuable buildings and mono-functional developments in high-concentration areas. This subsection describes developments in the area of hotel policy in the property and the buffer zone as well as the measures that can – or should – be taken to safeguard the outstanding universal value.

Hotel policy in the City of Amsterdam

The Municipal Executive of the City of Amsterdam adopted the Hotel Policy Memorandum 2007-2010 (*Nota Hotelbeleid 2007-2010*) on 20 November 2007. This Memorandum maintains that sufficient hotel capacity is a basic requirement to achieving its economic goal for the City of Amsterdam as a business and congress hub and a tourist location. The Memorandum ascertains that existing hotel capacity in insufficient, while the number of overnight stays increases by 4% each year, which is why it recommends considerable expansion of hotel capacity.

The Municipal Executive and the Executive Committees of the district councils have agreed in the framework of the Hotel Policy Memorandum to jointly strive to achieve the goal of an additional 9000 hotel rooms by 2015. The Executive Committee of Central Amsterdam district has promised to focus on generating an additional 2010 plans for 1000 rooms (over and above the existing plans), including at least 2 high-end hotels (above a five-star rating).

The Hotel Policy Memorandum states that the policy implemented by Central Amsterdam district only permits a new hotel development if is provides a quality impulse to the surrounding area: 'In practice, the term 'quality impulse' is very strictly interpreted, in various ways'.[89] The Memorandum states that it is desirable that Central Amsterdam district also provides a degree of leeway and specifies the ways in which this can occur.

Hotel policy in the Central Amsterdam District

To supplement the Hotel Policy for the City Centre 2004-2007 (*Hotelbeleid Binnenstad 2004-2007*), Central Amsterdam district has formulated new approaches and new policy in the Hotel Policy for the City Centre 2008-2011 (*Hotelbeleid Binnenstad 2008-2011*). The draft policy document was made available for discussion by the Executive Committee on 18 December 2007 and was approved by the Executive Committee on 19 February 2008; the district council adopted the policy document on 29 May 2008.

Criteria for expanding hotel capacity

The Hotel Policy for the City Centre 2008-2011 specifies the evaluation of hotel initiatives as follows:

- Hotel initiatives are evaluated for their compliance with each of the four spatial and urban planning criteria:
  - Encouraging multiple functions;
  - Quality impulse: custom work appropriate to the building and its surroundings; this includes:
    - Improving the structural quality of the building;
    - Renovating the structure and original architectural features and ensuring that these are visible;

[89] Hotel Policy Memorandum 2007-2010 (*Nota Hotelbeleid 2007-2010*), p. 48

- Improving the quality impulse of the building in relation to its surroundings (for example, the view from the street, the addition of publicly accessible functions, eliminating undesirable functions, improving public safety);
- o No activities that draw excess traffic
- o Ensuring that the parcelling and architectonic quality are appropriate to the conservation area, with the conservation and improvement of the historical spatial structure and the historically valuable buildings as the basic principles:
- Vertical sectioning: the facade divisions must harmonise with the cityscape;
- Horizontal sectioning: must harmonise with the parcelling of the surroundings;
- Restore parcelling: must result in the restoration of the original/historic parcelling and structure;
- Large-scale developments are preferred in large buildings;
- Hotel capacity within '17th-century canal ring area of Amsterdam within the Singelgracht' can be increased by 150 rooms, amounting to 1/3 of the anticipated increase in hotel capacity in the city centre.

The City of Amsterdam specifies the following criteria for assessing the suitability of locations in the Hotel Policy Memorandum 2007-2010:
- Hotel development is permitted;
- Ground/building is available (in the short term);
- Accessibility/visibility (from Schiphol airport and the highway);
- Public transport within walking distance (heading towards the centre);
- Proximity of businesses (demand generators);
- Effect on immediate surroundings (walking distance);
- Sufficient parking facilities.

The Memorandum also states that providing opportunities for hotels with a rating higher than the existing five-star hotels within '17th-century canal ring area of Amsterdam within the Singelgracht' is an absolute priority.

Spatial planning procedure
If a hotel initiative complies with the policy outlined above, then a special spatial planning procedure is required, because the initiative does not conform to the zoning plan:
- Central Amsterdam district makes use of its authority to alter the zoning plan, or;
- Central Amsterdam district uses those legal devices that enable it to deviate from the zoning plan, or;
- Central Amsterdam district revises the zoning plan.

In the Memorandum, the City of Amsterdam argues for the inclusion of hotel developments in metropolitan projects, which increasingly frequently involve a ' construction summary' that specifies less stringent requirements than an Urban Development Programme of Requirements (*Stedenbouwkundig Programma van Eisen*, SPvE).[90]

Threat	**Measure**
Damaging buildings by breaking through the historical structure.	Specifying limitations to the adaptation of historically valuable buildings and the historical spatial structure by means of conservation zoning plans, ensuring that the

[90] Hotel Policy Memorandum 2007-2010 (*Nota Hotelbeleid 2007-2010*), p. 44

	development is suited to the conservation area and respecting the outstanding universal value and authenticity and integrity of the property.
Too many hotels will encroach the 'human scale' of '17th-century canal ring area of Amsterdam within the Singelgracht'.	Promoting external multi-functionality by distributing hotels and promoting internal multi-functionality through a programmatic interpretation.
Damaging the architectonic diversity by modifying buildings.	Specifying the quality standards relating to the structural condition of the building and ensuring the original architectural features and structure of the building are renovated and remain visible.

Opportunity	**Value**
The distribution of hotel facilities conform to the prevailing cultural-historical, architectonic and spatial requirements as specified for a World Heritage site offers the opportunity for the architectonic diversity and spatial dynamic of the ring of canals to be preserved and thus remain appealing to visitors.	The orderly spatial structure and human scale of '17th-century canal ring area of Amsterdam within the Singelgracht' provides the area with a spatially enclosed and intimate character.

5.2.7 Advertising on facades

Besides being a residential area, people also work in Amsterdam's city centre. Businesses such as shops, offices, banks, hotels and catering facilities attempt to attract clients by means of advertisements that are sometimes affixed to the facades of buildings. The number of such advertisements has increased in recent years, to the frequent dismay of residents in the city centre.

Central Amsterdam district does not want advertisements that are affixed to facades to dominate the historic architecture or the public space, and it is currently drafting policy to limit these. Advertising on facades can contribute to the dynamism and multi-functionality of a modern city centre, but they can also dominate built heritage values.

This subsection describes developments in the policy relating to advertising on facades in the property and the measures being taken to safeguard the outstanding universal value.

<u>Current advertising policy</u>

The current advertising policy is described in the Advertising in the Public Space in Amsterdam's City Centre Memorandum (*Nota Reclame in de openbare ruimte in de binnenstad van Amsterdam*) of 1997, drafted by the civil service of Central Amsterdam district (*dienst Binnenstad*). The Guidelines for Advertising on Facades (*Guidelines Gevelreclame*), which are included in the 2006 Aesthetic Appearance Document, have been in force since 2004. The primary concern of the advertising guidelines is that the urban

structure and architecture remain visible throughout the entire city centre. The 2006 Aesthetic Appearance Document of Central Amsterdam district notes the following with regard to 'advertising and building aesthetics': 'The increase in advertising on facades in recent years has resulted in much concern among residents of the city centre. Many people do not appreciate the increasing numbers of brash and flashy signs attached to facades in the city centre. The Executive Committee has therefore reached a policy decision to reduce to acceptable proportions the size of all advertisements on facades as well as to monitor the quality of such advertisements. The focus is thus on improving quality and regulating the size and quantity of such advertisements, not on removing it altogether'.[91]

New advertising policy

In the meantime, Central Amsterdam district has drafted a new Policy Regulations for Advertising on Facades Memorandum (*Nota Beleidsregels gevelreclame*), which was expected to be approved by the district council around the end of November 2008. The new Memorandum proposes fine-tuning the regulations relating to the replacement of advertising on buildings, or if the function of a building changes or if it is acquired by a new owner. The aim of the new policy regulations is to ensure that advertising on facades harmonises with the outstanding universal values of the conservation area. The Memorandum prescribes a transition period for all forms of advertising, such as sign boards, illuminated advertising, billboards and advertising on roofs, which all have to be brought into compliance with the new policy within 3 to 5 years. Advertising that does not comply with the regulations at the end of this period must be removed by the owner, or will be removed by the district council at the owner's expense. Advertising on the facades of canal-side buildings, near public water and spaces with cultural-historical functions is forbidden. Because much of Central Amsterdam district is designated as a conservation area, the district council has to be informed of the intention to affix advertising to buildings before it occurs and in many cases a building permit and /or a monument permit is mandatory.

Historic advertising on facades

The Aesthetic Appearance Document 2006 states that Central Amsterdam district strives in principle to preserve and, if necessary, renovate historic advertisements on facades. In such cases, the facades are not allowed to be cleaned.

The Priority List of Historic Advertisements on Facades (*Aandachtslijst historische gevelreclames*) – an inventory of almost 400 historic advertisements compiled by the Study Group for Historic Advertisements on Facades (*Werkgroep Historische Gevelreclames*) – is used as the basis for these activities. This list can be requested from Central Amsterdam district. The Bureau of Monuments and Archaeology is informed of any activities and is consulted in the event of restoration.

Threat	**Measure**
Damaging the visual quality of the historic architecture with dominant advertisements, which overshadow the built heritage values	Enforcing the restrictions placed on advertising within the property.
A diminishing of the basis for conservation	The establishment by the responsible

[91] Aesthetic Appearance Document (*Welstandsnota*) 2006 Borough of Central Amsterdam, p. 30

and maintenance by owners of structures within the property, in the event that their expectations of a certain level of conservation are not met.	authorities of a suitable level of conservation of cultural-historical and monumental values as specified for a World Heritage site of '17th-century canal ring area of Amsterdam within the Singelgracht'.

Opportunity	**Value**
Broad recognition and appreciation of the importance of preserving '17th-century canal ring area of Amsterdam within the Singelgracht' offers the opportunity for these to be maintained in the long term, ensuring that it remains an appealing place to live.	Care and attention by both the authorities and the owners of structures within the property advances the preservation of the cultural-historical and built heritage values of '17th-century canal ring area of Amsterdam within the Singelgracht'.

5.2.8 Parking

Parking in the city centre is discouraged as much as possible by Central Amsterdam district, because it makes great demands on the already limited public space. Aboveground parking can dominate the built heritage values and the conservation area '17th-century canal ring area of Amsterdam within the Singelgracht'. At the same time, however, accessing the city centre is important for residents, businesses and visitors. Moreover, accessibility to the city centre contributes to the quality of life and thus to the basis for the preservation and maintenance of the city centre. This subsection describes developments in parking policy.

Parking policy in Central Amsterdam district

Central Amsterdam district specified the traffic, transport and parking policy for the city centre in the Accessibility to the City Centre Memorandum 2004-2009 (*Nota Bereikbaarheid Binnenstad 2004-2009*), which is an interpretation of European, national and local laws, and regulations and policy at district council level. The district council adopted it in 2005.

Central Amsterdam district's authority regarding parking is described in the Implementing Order Parking Regulations in Central Amsterdam District (*Uitvoeringsbesluit Parkeerverordening stadsdeel Amsterdam-Centrum*) of 2005 and the Garage Regulation (*Garageverordening*) of 2005 (for more on this subject, see the Heritage Site Document, pp. 69/70).

Mobility policy

The intricate street layout in the city centre limits accessibility to the city centre by car. Central Amsterdam district and the City of Amsterdam have for years been working with a policy aimed at improving mobility for pedestrians, cyclists and public transport, and reducing the number of cars in the city centre. The latter is achieved by limiting the number of parking places, increasing parking fees and establishing Park+Ride facilities on the outskirts of the city.

Results of the parking policy

The number of parking places on public roads in the city centre is steadily declining; the number of parking places was reduced between 2003 and 2006 from 16.400 to 15.900

places. Visitors use roughly half the parking places; permit holders' use the other half.[92] Recent car-sharing initiatives (several companies rent cars that have permanent parking places to their members) appear to be popular in the city centre and account for 10% of users relinquishing their own cars. Reactions from residents of the city centre to the amount of parking facilities range from average to negative, especially in regard to the lack of parking facilities in the Burgwallen district and the southern section of the ring of canals (*Grachtengordel-Zuid*). Residents are positive about public transport facilities: trams, buses, the metro and trains.[93] When completed, the new North-South metro line (*Noord-Zuid lijn*) will expand these public transport facilities.

Developments in parking policy
Central Amsterdam district strives for a parking density of 90%[94] (daytime reading) (2006 daytime reading 87%[95]) and to allocate parking places to permit holders to improve the quality of life for residents in the city centre. In part, this is possible because fewer visitors travel to the city centre by car. In addition, the district council has started preparing the construction of parking garages, including small parking lift garages beneath canals, streets or squares, for the benefit of permit holders who live or work nearby.

Threat	**Measure**
By dominating built heritage values, parked cars can have a negative impact on the visual quality of the historic city centre.	Reduce parking facilities in the public space within the property.
The cultural-historical and built heritage values of the buildings within '17th-century canal ring area of Amsterdam within the Singelgracht' could be threatened by the construction and use of covered parking facilities garages and subterranean parking (lift) garages.	The responsible authorities have to specify building regulations for covered parking facilities and parking (lift) garages to safeguard the cultural-historical and built heritage values of the buildings in the property.
If the quality of life is negatively affected by the decrease in mobility it could result in a reduction in the basis for conservation and maintenance by owners of buildings within '17th-century canal ring area of Amsterdam within the Singelgracht'.	Provide alternative transport facilities, construct subterranean parking facilities, promote car sharing and improve access to parking places for permit holders who reside within the property.

Opportunity	**Value**
Broad acknowledgement of the importance of '17th-century canal ring	Care and attention by both the authorities and the owners of buildings within the

[92] Parking Research in the City Centre (*Parkeeronderzoek Binnenstad*), 2007
[93] Index-related Report Amsterdam City Centre 06/07 (*Trendrapport Amsterdamse binnenstad 06/07*)
[94] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), pp. 102/107
[95] Index-related Report Amsterdam City Centre 06/07 (*Trendrapport Amsterdamse binnenstad 06/07*), p. 81

area of Amsterdam within the Singelgracht' as built heritage, coupled with discouraging the use of cars and above-ground parking facilities, offers the opportunity of preserving '17th-century canal ring area of Amsterdam within the Singelgracht' for the long term, ensuring that it will remain an appealing place to reside.	property promotes the preservation of the cultural-historical and built heritage values of '17th-century canal ring area of Amsterdam within the Singelgracht'.

5.2.9 Water in the city centre

Amsterdam's historic canals are a world famous monument, which is a reason why 'Amsterdam within the Singelgracht canal' was designated as a conservation area in 1999. The many canals constructed during the 17th-century urban expansion of Amsterdam are a considerable contribution to the charm of the public spaces in these areas of the city. They have great appeal for national and international visitors. The canals and the houses that line them determine the atmosphere of the city centre.

Regarding the system of canals in '17th-century canal ring area of Amsterdam within the Singelgracht', the most important issues are the main arterial and transverse canals, their prominence in and significance for the spatial structure and their functions: water management, industrial and recreational shipping, and berthing areas for houseboats.

The ground water level and the water level are of paramount importance to the preservation of the thousands of monuments lining and in close proximity to these canals; this also applies to the many monuments within Amsterdam's medieval core. To high or too low a water level can result in flooding or in the subsidence of buildings. The tops of wooden foundation piles dry out if the water level is too low, which can have a devastating structural effect on historic buildings.

This section provides an overview of the most important agreements regarding the maintenance of the canals, wharfs and artworks, the administration of the various ways in which the water is used, and about how the water level is monitored and controlled.

All aspects relating to the management of the water in '17th-century canal ring area of Amsterdam within the Singelgracht' are of paramount importance for the conservation and maintenance – not only of the canals themselves and their embankments but also of the built heritage. This subsection describes developments in the area of water policy within the property and the measures that have been – or must be – taken to safeguard the outstanding universal value of '17th-century canal ring area of Amsterdam within the Singelgracht'.

<u>Plan for the use of the water within '17th-century canal ring area of Amsterdam within the Singelgracht'</u>

Water as a visually important element

The water coursing through the canals constructed during the 17th-century urban expansion, the late-medieval ramparts, the Amstel, the Singelgracht canal and the IJ are important visual reminders of Amsterdam's historic past. To a large degree, water determines the spatial planning, the atmosphere and the visual appearance of the city. The water provides

opportunities for multiple (semi-)permanent and dynamic functions. It is used for residences and offices, for pleasure trips and for the transportation of people and goods.

Plan for the water
The Plan for the Water in the City Centre Memorandum (*Visie op het water van de Binnenstad*) (approved by the district council on 26 January 2006) provides a substantive evaluation framework for assessing developments and initiatives relating to the water and the embankments lining the canals in the city centre. The Executive Committee of Central Amsterdam district's Plan for the Water in the City Centre Memorandum aims at improving the spatial quality as well as the historical and contemporary identity of the cityscape as a conservation area.

The plan thus indicates:
- Which structures, organisation and functions are appropriate for the water and the embankments lining the canals in the city centre;
- The basic cultural-historical, spatial, functional and nautical principles that must be followed when organising and using the water and the embankments lining the canals for houseboats and barges, cargo ships and pleasure craft;
- The subjects that may require policy development or adaptation.

The future policy of Central Amsterdam district with regard to water will be shaped according to this plan, including the measures detailed below.

Because of its importance to the conservation area, Central Amsterdam district intends to better preserve the cultural-historical value of water in the city centre by:[96]
- Improving the structure of the water: preserving water, quays, shores and structurally important elements, such as berths for houseboats and cargo vessels and other mooring facilities;
- Incorporating the structure and the uses of the water in spatial plans for the city centre.

Multi-faceted Water Zoning Plan (*Facetbestemmingsplan water*)
The most important follow-up to the plan is creating a Multi-faceted Water Zoning Plan with a legal-spatial planning basis; this multi-faceted zoning plan will likely be adopted in 2009. This Multi-faceted zoning plan will replace all regulations relating to water in the existing zoning plans for Amsterdam within the Singelgracht. The usual procedure for a zoning plan will be followed until it is adopted.

Aesthetics on the water
In addition, Central Amsterdam district is specifying a policy document for aesthetics on the water, quay- and shore use by houseboats (was expected October 2008); policy documents relating to jetties, the Jetty Plan (*Steigerplan*), were adopted on 22 January 2008; cargo vessels, the Implementation Memorandum for Cargo Vessel Policy (*Uitvoeringsnota bedrijfsvaartuigenbeleid*) on 11 December 2007; and pleasure craft, the Implementation Memorandum for Pleasure Craft Policy (*Uitvoeringsnota pleziervaartuigenbeleid*) on 10 April 2007.

***Key point 25*:**
Central Amsterdam district will ensure that the ratified Multi-faceted Water Zoning Plan and the Aesthetics policy document will be appended to the nomination dossier

[96] Plan for the Water in the City Centre (*Visie op het water in de binnenstad*), pp. 17-20

as quickly as possible through the intermediation of the National Service for Archaeology, Cultural Landscape and Built before it is submitted to the World Heritage Committee.

Authority and responsibilities: management, maintenance and enforcement

The authority and responsibility for the various functions of and on the water are divided between several organisations. The function of water is divided into three categories: 1) a physical system, 2) a transport system, and 3) part of the public space:

- The management of water as a physical system (water management) is the responsibility of the administrators of the quantity and quality of the water system, i.e., the State and the Province of North Holland, who authorise or transfer tasks to the Ministry of Waterways and Public Works (*Rijkswaterstaat*) and the Amstel, Gooi and Vecht Water Board (*Hoogheemraadschap Amstel, Gooi en Vecht*; AGV) respectively. The Amstel, Gooi and Vecht Water Board manages most of the water in Amsterdam. The implementation of the tasks performed by the Amstel, Gooi and Vecht Water Board has been delegated to Waternet[97].
- Two nautical managers are responsible for the management of water as a transportation system (nautical waterway management). The nautical management of the harbour area was assigned by the City of Amsterdam to the Central Nautical Administration of the North Sea Canal Area (*Centraal Nautisch Beheer Noordzeekanaalgebied*). The City of Amsterdam assigned responsibility for nautical waterway management of the inland waterways in Amsterdam and Central Amsterdam district to the Inland Waterway Management Department Amsterdam (*Dienst Binnenwaterbeheer Amsterdam*; BBA).
- Central Amsterdam district is authorised to manage water as part of the public space.

An overview of the ways in which the water in the city centre is managed follows below.

Ad 1. Amstel, Gooi and Vecht Water Board

The Amstel, Gooi and Vecht Water Board is responsible for clean water, maintaining the correct water level for protection against floods and dehydration in the area, i.e., Amstel, Gooi and Vecht Water Board is responsible for managing the water as a physical system:

- Protecting the area from flooding;
- Maintaining the correct water levels in rivers, lakes, canals and locks;
- Ensuring consistent water quality;
- Safeguarding water quality;
- Adequate processing of waste water;
- Ensuring waterways remain navigable (secondary task).

Waternet

Waternet is the implementing organisation in the area managed by the Amstel, Gooi and Vecht Water Board. The City of Amsterdam and the Amstel, Gooi and Vecht Water Board manage Waternet. Waternet is responsible for:

- The production and delivery of drinking water;
- Sewerage and cleaning the canals in the City of Amsterdam;

[97] Waternet: The Amstel, Gooi and Vecht Water Board (*Hoogheemraadschap Amstel, Gooi en Vecht*; AGV) and the City of Amsterdam created the Water Management and Sewerage Department (*Dienst Waterbeheer en Riolering*; DWR) to implement their tasks. DWR merged with the previous Municipal Water Authority Amsterdam (*Waterleidingbedrijf Amsterdam*) to create Waternet in January 2006. The City of Amsterdam retains full authority for the provision of drinking water; AGV is responsible for all other water-related task in the area.

- Processing waste water;
- Improving the quality of surface water;
- Protecting the area against floods;
- Maintaining the correct water levels in rivers, lakes, canals and locks;
- Ensuring waterways remain navigable.

Executes the following tasks that fall under the authority of the City of Amsterdam:
- 'Shallow' ground water (freatic ground water: uppermost water-bearing layer), dredging waterways and removing surface pollution;
- Construction, management and maintenance of drains and associated installations.

By order of the Amstel, Gooi and Vecht Water Board:
- Quality management of polders and runoff areas;
- Quality management of surface water;
- Processing waste water;
- Functional management of locks and floodgates (opening and closing).

Ad 2. City of Amsterdam's Department of Inland Waterway Management Amsterdam (BBA) and the Regional Police
The Regulation on the Harbour and Inland Water (*Verordening op de haven en het binnenwater*) includes the City of Amsterdam's regulations regarding the management of the inland waterways as a transportation system.
As the nautical waterway manager, BBA is responsible for the prompt, safe and environmentally responsible coordination of shipping traffic, with the exception of part of the harbour, which is the responsibility of the Municipal Port Authority (*Gemeentelijk Havenbedrijf*). In addition, if requested BBA specifies the nautical policy and advises the district councils. The tasks of the BBA are:
- Granting permits and exemptions for cruise boats, special transportation and events, and prohibitions on entry by water and mooring (priority tasks in the Regulation for District Councils);
- Enforcing public order and safety on the water and regulating water traffic (BBA and the Regional Police);
- Initiating and enforcing traffic regulations for the inland waterways (BBA and the Regional Police);
- Operating the bridges, locks and floodgates;
- Imposing and collecting inland harbour duties for recreational and industrial shipping;
- Removing wrecks and dilapidated boats;
- Issuing operating permits for passenger transport;
- BBA is authorised by Central Amsterdam district to issue exemptions and permits for houseboats, cargo vessels and objects.

Ad 3. Central Amsterdam District
Central Amsterdam district is responsible for the water as part of the public space (the names of institutions responsible for implementing the tasks are included in brackets):
- Organisation and use of the public space:
  - Specifying a plan (district council) and implementing policy plans (Executive Committee);
- Specifying zoning plans based on the Spatial Planning Act (district council):
  - Indicating areas where houseboats and cargo vessels are and are not permitted, and if they are, the type and size of vessel;
  - Indicating the locations of jetties and public boarding facilities;

- Permits and policy regulations based on the Regulation on the Harbour and Inland Water (*Verordening op de Haven en het Binnenwater*; VHB):
  - o Granting permits and exemptions for houseboats, cargo vessels, large pleasure craft, etc. (Executive Committee);
  - o Specifying policy regulations relating to aesthetics on the water (district council);
  - o Specifying policy regulations relating to facilities for houseboats and cargo vessels (jetties, rafts, balconies, etc.) (Executive Committee);
- Berths and the mooring policy for pleasure craft (the district council is responsible for areas within the zoning plan; the Executive Committee is responsible for the mooring policy);
- Granting permission for events on the water based on the Local Bylaws (chairperson Executive Committee, mandated by the mayor);
- Maintenance of quays and shores (Executive Committee);
- Maintenance schedule for dredging and designating receiving depots (Executive Committee in cooperation with AGV/Waternet);
- Filling-in waterways (district council);
- Bridge maintenance (Executive Committee Central Amsterdam district or the Infrastructure, Traffic and Transport Department, because some bridges are the responsibility of the City of Amsterdam).

Coordinating municipal departments and public companies
Plans and draft resolutions for many tasks and responsibilities connected to public water can only be implemented in consultation with other authorised agencies (see below). Sometimes a comprehensive consultation period is legally required, because policy resolutions cannot be implemented without the cooperation of other authorised agencies. Central Amsterdam district always requests advice from all the departments, sectors and/or (municipal) public companies that are involved when considering permit and exemption procedures. This ensures that a permit issued on the basis of one law or regulation does not conflict with other legislation.

The following municipal departments contribute directly or indirectly to regulating the use of water:

- Amsterdam Port Authority (*Gemeentelijk Havenbedrijf Amsterdam; GHA*): the GHA manages, operates and develops the harbours on behalf of the district council.[98] The Municipal Executive has assigned responsibilities derived from the Regulation on the Harbour and Inland Water (*Verordening op de Haven en het Binnenwater*; VHB) to the harbour master, including, for example, regulations that result from the Dangerous Goods Transportation Act (*Wet Vervoer Gevaarlijke Stoffen*). The GHA and the BBA cooperate in ensuring the unrestricted passage of ships transporting dangerous cargoes on transit waterways within the City of Amsterdam;
- Physical Planning Department (*Dienst Ruimtelijke Ordening*; DRO): the DRO advises district councils regarding plans for the (re-)organisation of the public space, including the water and the embankments lining the water in the area. The DRO provides the design for the public space, including waterways and floodgates, for most metropolitan projects;
- Infrastructure, Traffic and Transport Department (*Dienst Infrastructuur*, *Verkeer en Vervoer;* DIVV): the DIVV maintains locks and bridges, embankments on dikes that are municipal property, and the banks of the eastern (Amstel) and western waterways;

[98] Organising Water (*Water op orde*), p. 12

- The Construction and Development Department of the City of Amsterdam (*Ontwikkelingsbedrijf Gemeente Amsterdam; OGA*): the OGA supervises temporary embankments in metropolitan projects;
- The Environmental and Building Department (*Dienst Milieu en Bouwtoezicht*; DMB): the DMB is responsible for implementing the Environmental Management Act, which includes regulations regarding the discharge of water into the sewerage system.

Crisis management
The City of Amsterdam, the Public Prosecutor and the Amsterdam-Amstelland Police have compiled the Manual of Physical Safety (*Handboek Fysieke Veiligheid*) (see http://fysiekeveiligheid.eenveiligamsterdam.nl). This manual describes the policy, organisation and the agencies responsible for ensuring public safety in Amsterdam and the operating procedures should a crisis occur.
The mayor is designated by Articles 170 and 172 of the Local Government Act (*Gemeentewet*) as ultimately responsible for physical safety in the district. The board of the Public Order and Safety Department (*Openbare orde en Veiligheid*; OOV) of the civil service (*Bestuursdienst*) support the mayor in fulfilling this function.

The Amstel, Gooi and Vecht Water Board is responsible for maintaining the correct water level and protecting Amsterdam from floods. The Crisis Management Plan of the Amstel, Gooi and Vecht Water Board applies in the event of a crisis resulting from fluctuations to the water level.[99]

Responsibility for Amsterdam's waterways[100]
Depending on their functions, Amsterdam's waterways also fall under the authority of several agencies. The international transport waterways are the responsibility of the Ministry of Waterways and Public Works. The waterways (see nos. 1 to 7 below) are part of the urban infrastructure and are managed by the district council. The secondary waterways (nos. 8 to 14 below) are managed by the districts and are protected by their inclusion in the structural plan. The waterways are:

- International transport waterways, managed by the Ministry of Waterways and Public Works:
    1. The IJ, part of the main international transport waterways, class 6A;
- Main waterways, managed by the district council:
    1. The North Sea Canal, the Closed-off IJ and Buiten-IJ (*Afgesloten IJ and Buiten-IJ*);
    2. The North Holland Canal;
    3. The Amsterdam-Rhine Canal (*Amsterdam-Rijnkanaal*);
    4. de Gaasp and Weespertrekvaart;
    5. Oosterdok- Schippersgracht canal – Nieuwe Herengracht canal and Amstel;
    6. Oude Houthaven – Westerkanaal – Singelgracht canal – Kattensloot – Kostverlorenvaart – Schinkel and Nieuwe Meer;
    7. The Ringvaart around the Haarlemmermeerpolder;
- Secondary waterways, managed by the district councils, intended for smaller cargo vessels and recreational boats:
    8. Oosterdok – Oude Schans – Zwanenburgwal
    9. Westerdok – de korte Prinsengracht canal – Prinsengracht canal – Singelgracht canal

[99] Link Crisis management plan (*Crisisbeheersingsplan*) AGV: www.agv.nl /
[100] Organising Water (*Water op orde*), p. 34

10. Westerdok – Zoutkeetsgracht canal – Westerkanaal
11. Akersluis – Sloterplas – Slotermeerschutsluis – Admiralengracht canal (tot aan Kostverlorenvaart)
12. Nieuwe Vaart – Lozingskanaal – Singelgracht canal – Amstel
13. Amstelkanaal – Zuider Amstelkanaal – Stadiongracht canal and Olympia canal
14. (Nieuwe Meer) Ringsloot – Hoornsloot – Landscheidingsvaart (De Poel).

5.2.10 Water as a physical system

Water management

Amstel, Gooi and Vecht Statute (*Keur AGV*)

The Amstel, Gooi and Vecht Water Board (AGV) is primarily responsible for water management of the primary waterways in Amsterdam's city centre; these responsibilities are specified in the Amstel, Gooi and Vecht Statute. They relate to processing waste water, water quality and floods. The implementation of these tasks is the responsibility of Waternet.

The articles in the statute also relate to Amsterdam's canals which, according to the statute map (the *Keurkaart*), are primary waterways:

'Primary waterways are bodies of waters to which water boards have ascribed an important function in the supply and drainage of water from and to drainage areas, and which are also important for the supply and drainage of water for a number of rights holders. This concerns most of the run-off water (*boezemwateren*) and many mains-water courses. In urban areas the concept 'primary waterways' is interpreted more broadly because urban water boards have to manage considerably more water due to the many residents dependent on good drainage, as well as the fact that the embankments are frequently part of the public space.'[101]

Dikes

The Amstel, Gooi and Vecht Water Board is responsible for managing and maintaining the main dikes in and around Amsterdam's city centre. The main dikes protect the management area from flooding by water from the IJ, the North Sea Canal and the Amsterdam-Rhine Canal (indirectly from the North Sea and the Rhine) and from the IJmeer and the Gooimeer, both of which are parts of Markermeer. The following regulation is specified in the Amstel, Gooi and Vecht Statute:

> 'In Amsterdam a compartmentalisation of the runoff water is possible to close off the city catchments area from the surrounding catchments areas of the North Sea Canal and Amsterdam-Rhine Canal and the Amstelland catchments area. The necessary barricades in the water include sluices and lockable floodgates or doors. The Compartmentalisation of the Runoff Water in Amsterdam (*Compartimentering boezemwater Amsterdam*) (immediately alongside the quay) is defined as being within the (wider) more elevated areas between these barricades in the water. If a catchments area barricade outside Amsterdam collapses, much of the runoff water can drain into the surrounding land. The compartmentalising of runoff water, including the quays (embankments) that are part of this system, ensures that the runoff water in the City of Amsterdam remains at the correct level. If the level of the runoff water in the City of Amsterdam is too low it can result in quays collapsing and a great deal of damage to structures (subsidence) because of the ground water level being too low. For this

[101] Amstel, Gooi and Vecht Statute, p. 45

> reason the choice was made to apply the status of 'indirect secondary water barricade' (*indirecte secundaire waterkering*) to the Compartmentalisation along the northern edge of the City of Amsterdam behind the main dikes around the IJ, as well as around the southern edge, roughly following the Amstel canals and the Singelgracht canal. The compartmentalising of runoff water is indicated on the Keurkaart van Amsterdam.'[102]

The Keurkaart of Amsterdam, which indicates the compartmentalising of the runoff water, is included in Chapter 1. The Keurkaart and the list of Waternet's dikes, locks, drainage sluices and floodgates are included as an appendix to the nomination dossier.

Because of its low elevation, Amsterdam is surrounded by locks that protect the city from flooding. A distinction is made between the primary and secondary dikes:[103]

- Primary locks provide protection from 'outside water', i.e., water from the sea, large lakes, rivers and canals;
- Secondary locks protect the surrounding polder areas from runoff water.

Amsterdam's primary locks secure the city from the IJsselmeer, the IJmeer, and the Markermeer lakes, the IJ, the North Sea Canal and the Amsterdam-Rhine Canal.
The Province of North Holland is responsible for the operational management of the primary locks; the technical management and maintenance have been assigned to district water boards. Representatives from Waternet, the Infrastructure, Traffic and Transport Department, Amstel, Gooi and Vecht Water Board and the Province of North Holland conduct an annual survey of the high-water barricades.

<u>The water level and ground water level</u>
Water level, ground water and cultural-historical values
Tackling ground water problems in Amsterdam is fraught with problems. In many places the ground water level is too high or too low in relation to the ground level or the houses.
'High' ground water results in problems like water in the crawl space, mould on walls, musty air or a soggy garden. Specific problems affect areas that are at a lower elevation than their surroundings, such as the old parks and the so-called polder drainage area.
Another problem arises if the ground water subsides to levels below the height of the wooden pile foundations: the wooden piles rot if exposed to air, which can cause structural subsidence and/or cracks in buildings.

The ground water level is not only influenced by the water level but also by the 'deep' and the 'shallow' ground water level. The Amstel, Gooi and Vecht Water Board is responsible for maintaining the correct ground water level; the Province of North Holland is responsible for maintaining the 'deep' ground water level; and the City of Amsterdam monitors the 'shallow' ground water level.

Water level
Maintaining the correct water level in the urban area is specified in the Policy Document Guidelines for Water Level Management (*Beleidsnota Richtlijnen Peilbeheer*; 2003) of the Amstel, Gooi and Vecht Water Board. Guideline 14 states that maintaining a fluctuating water level in the urban area must always take into consideration the existing buildings and structures, (dehydrated) wooden pile foundations, artworks, sheet piling, the heights of

[102] Amstel, Gooi and Vecht Statute, p. 40
[103] Organising Water (*Water op orde*), p. 14

barricades or collapsed drains and houseboats.[104] This Guideline emphasises cultural-historical values and the impact of fluctuating water levels on archaeological values.

The Amstel, Gooi and Vecht Water Board adjusts water levels to meet the demands of the various users or the surrounding land.
This occurs by means of water-level decisions that form part of (integral) Water District Plans (*Watergebiedsplannen*).
Provinces will specify a compulsory methodology appropriate to the various interests: the Desired Ground and Surface Water Regime (*Gewenste Grond- en Oppervlaktewater Regime;* GGOR)[105].
The Amstel, Gooi and Vecht Water Board will incorporate this methodology in new Water District Plans, and they ensure that water-level decisions that have already been specified are 'GGOR-proof'. The AGV is also going to focus on processing the backlog of permit applications relating to poor drainage and high water level facilities.

Standard ground water level
The advisable distance between ground level and the ground water level in urban areas is determined by the buildings and the way the ground is used. A drainage depth of between 0.5 and 0.9 metres is maintained in urban areas. A depth greater than 0.9 metres is only advisable if no wooden piles dry out as a result. Amsterdam uses the standard ground water level during urban developments or renovations to prevent new problems arising.

Managing ground water
The province is responsible for maintaining ground water based on the Groundwater Act (*Grondwaterwet*)**[106]** (Provincial Ground Water Regulation).
The water boards indirectly influence the ground water level by managing the water level of surface water and are responsible for drainage.
The responsibility for 'shallow' ground water is not regulated (until the adoption of the new Water Act, expected in 2009), but is assigned to Waternet by the district council.

The Amstel, Gooi and Vecht Water Board has access to the knowledge and necessary experience in the area of ground water because Waternet is responsible for implementing ground water policy for the City of Amsterdam, but it does not bear responsibility. The city council is responsible for the urban ground water; the province is responsible for the 'deep' ground water. The Amstel, Gooi and Vecht Water Board advises city councils on ground water, and collaborates in the drafting of urban water plans related to urban ground water.
The Amstel, Gooi and Vecht Water Board always explicitly includes the ground water in water-level decisions and when evaluating spatial plans by means of a Water evaluation (*Watertoets*).

A correct correlation of the aboveground zoning and the (future) ground water level is a precondition to preventing problems caused by ground water in the existing area as well as in areas awaiting new development. In rural and urban areas this is achieved by correlating the surface water level and land use. The ways in which the terrain in urban areas awaiting

[104] Policy Memorandum Guidelines Water Level Management (*Beleidsnota Richtlijnen Peilbeheer*), p. 21
[105] In the 4th Water Management Memorandum (*Nota waterhuishouding*; V&W, 1998) the provinces were asked to specify the Desired Ground and Surface Water Regulation (*Gewenste Grond- en Oppervlaktewater Regime;* GGOR) by the end of 2002 to ensure that the targets for water in an area are specified. The district water boards will draft their GGORs between 2005 and 2010.
[106] Organising Water (*Water op orde*), p. 16

new development is prepared for construction and how it will be developed are also important.

Tackling high and low ground water levels
To keep abreast of the various ground water problems, Amsterdam has an extensive system of around 3500 water gauges, which are frequently monitored to regulate the ground water level. If ground water problems are reported, Waternet identifies the source of the problem and takes the appropriate measures.

During the period 2007-2011 Waternet will utilise two measures aimed at dealing with a low ground water level:[107]

- One-off analysis of the relationship between the foundations and the ground water levels; the archival information about the height of the foundations are inventoried prior to this stage commencing;
- Research into possible infiltration in areas where a low ground water level is a real problem and compiling infiltration plans.

The Subsidy Regulation for Areas in Amsterdam with Ground Water Problems (*Subsidieverordening grondwater probleemgebieden Amsterdam*) was enacted on 1 April 2004 to stimulate a collective approach by owners and residents when dealing with ground water problems. After the causes have been identified and the necessary measures have been specified, owners and residents can apply for subsidies based on this regulation for measures they have to take in or to their homes to remedy ground water problems.

***Key point 26*:**
When formulating ground water policy, the parties responsible for maintaining ground water must take into careful consideration the cultural-historical values and the consequences resulting from the ground water level being too 'high' or too 'low' within the World Heritage site.
The preliminary memorandum Living with Ground Water (*Leven met grondwater*) of the Amsterdam Water Plan (*Waterplan Amsterdam*) offers the City of Amsterdam and Central Amsterdam district the opportunity of formulating general rules for the preservation of cultural-historical values within '17th-century canal ring area of Amsterdam within the Singelgracht' and within the conservation area 'Amsterdam within the Singelgracht canal'. In this regard the international obligations resulting from the designation of '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site – which also apply to the conservation area 'Amsterdam within the Singelgracht canal' – must be integrated during revisions to the Amsterdam Water Plan.

<u>Remaining responsibilities and tasks relating to water</u>

Dredging
The Amstel, Gooi and Vecht Water Board is responsible for maintaining the correct depth of primary waterways by dredging, including the canals in Amsterdam that are part of the runoff water drainage system (Amstel, Gooi and Vecht Statute, Article 11, Clause 5).
In Amsterdam, Waternet is tasked by the City of Amsterdam with dredging as part of waterway management. Waternet is also responsible for (or contributes financially to)

[107] Amsterdam Ground Water Memorandum 2007-2011 (*Nota Grondwater* Amsterdam 2007-2011), p. 15

dredging, draining and processing sediment retrieved from most of the water in Amsterdam.[108]

Safety on the water
The BBA has been appointed by the City of Amsterdam (Mayor and Aldermen) as the nautical waterway management agency responsible for monitoring and enforcing safety on the water. This occurs according to the provisions of the Shipping Act (*Scheepvaartverkeerswet*), the National Inland Navigation Police Regulations (*Binnenvaartpolitiereglement*; BPR) and the Local Act on Harbour and Inland Waterways (*Verordening op het haven en binnenwater*). BBA patrols the waterways using six vessels; from 07h00 to 01h00 during the high season, and from 07h00 to 23h00 during the low season.

Combating problems associated with water
The Inland Waterway Management Department Amsterdam (BBA) cooperates with the Regional Police in combating problems associated with water. Each year they agree on how these tasks will be implemented.[109] In 2002 the BBA created a Registration Centre for problems associated with water. The Registration Centre receives approximately 200 complaints during winter and 400 complaints during summer relating to infringements and problems resulting from noise pollution, high speeds and illegal mooring.[110]

Crisis situations
The agreements in the Crisis Management Plan (*Crisisbeheersingsplan*) of the Amstel, Gooi and Vecht Water Board and Waternet, and the Manual of Physical Safety of the City of Amsterdam apply in the event of crisis. See the overview Allocation of Authority with Respect to Water (*Bevoegdhedenverdeling op het water*) and Section 4.9 Disasters (*Calamiteiten*) for more on this subject.

5.2.11 Water as a transport system
The various district councils are largely responsible for the implementation of the Local Act on Harbour and Inland Waterways (2006). The Executive Committee of Central Amsterdam district has mandated the director of the Inland Waterway Management Department Amsterdam (BBA) to implement the regulations on behalf of the Executive Committee and an implementation contract has been agreed to this effect. To enforce the regulations, the Executive Committee of Central Amsterdam district adopted the programme Enforcement on the Inland Waterways of Central Amsterdam District; Policy and Programme 2007 (*Handhaving op het binnenwater in Amsterdam-Centrum*; *Beleid en programma 2007*) on 3 July 2007. This enforcement programme specifies the tasks of monitors and staff for the nautical, legal and administrative departments as well as the enforcement of policy. A new priority ranking of enforcement tasks is compiled each year.

Cargo vessels
The Plan for the Water in the City Centre (*Visie op het water van de Binnenstad;* 2006), the Regulation on the Harbour and Inland Water (*Verordening op de haven en het binnenwater*, 2006; VHB), the Amsterdam Water Memorandum (*Nota Amsterdam te Water*; 1995), the Evaluation Report on the Amsterdam Water Memorandum (*Evaluatierapport van de Nota*

[108] Dredging Policy Memorandum (*Nota Baggerbeleid*), The Amstel, Gooi and Vecht Water Board (AGV), p. 7
[109] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 77
[110] Water Levels; The Condition of Amsterdam's Inland Water (*Waterstanden; De stand van het Amsterdamse Binnenwater*), p. 22

Amsterdam te Water; 1999), and the Implementation Memorandum for Cargo Vessel Policy in the City Centre (*Uitvoeringsnotitie voor het bedrijfsvaartuigenbeleid in de binnenstad*; 2007) are the most important documents relating to basic policy decisions and regulations pertaining to cargo vessels. The relevant basic principles applying to cargo vessels in the framework of this management plan are:

- A mooring permit is required for a cargo vessel berth. These regulations have been included in the municipal regulations since 1974 (initially Local Bylaws, part of the VHB since 1995);
- Since 1996 no mooring permits have been granted in the district for cargo vessels (Council paper [*Gemeenteblad*] section 3, 1996, no. 103). Cruise boats are exempted, as they have been granted operating permits since 1996;
- On 11 December 2007 the Executive Committee of Central Amsterdam district adopted the Memorandum for Cargo Vessel Policy in the City Centre; Permit Procedures and Enforcement (*Uitvoeringsnota van het bedrijfsvaartuigenbeleid in de binnenstad*; *Vergunningverlening en handhaving*), which specifies that cargo vessels must have a permit for a permanent mooring place, a condition being that they are engaged in water-related business activities. Approximately 270 cargo vessels (including about 140 cruise boats and luxury boats used for canal tours and 60 water bikes) have permanent mooring places where water-based activities occur.[111]

Cruise boats

For years cruises through Amsterdam's waterways by boat have been the most popular attraction in Amsterdam's city centre (and in fact throughout The Netherlands). In 2005 and 2006 Amsterdam ArenA attracted almost two-thirds of the total number of cruise boat passengers and Amsterdam Zoo (Artis) and the Aquarium the remaining one-third. These estimates are based on annual statistics of the number of visitors to attractions and events by the Amsterdam Tourism and Congress Bureau.[112]

Pleasure craft

The Executive Committee of Central Amsterdam district adopted the Mooring Policy for Pleasure Craft in the City Centre Memorandum (*Afmeerbeleid voor pleziervaartuigen in de binnenstad*) on 10 April 2007. This memorandum provides insights into existing mooring facilities and those that could be developed for pleasure craft, and lays the foundations for the Multi-facetted Water Zoning Plan (currently under development), conform to the preconditions for water transit profiles of the nautical waterway management agency BBA. Pleasure craft exceeding 12 metres in length are not allowed to moor in the city centre without permission, which is only granted if the vessel in question is a historic pleasure craft.[113]

The Programme Budget 2008 included an incidental priority of more than €200.000 covering the period until the end of 2010 for the realisation of mooring facilities for pleasure craft.[114] On 6 May 2008 part of this amount was redirected to help pay for the rapid construction of jetties in the city centre.

[111] Memorandum for Cargo Vessel Policy in the City Centre (*Uitvoeringsnota van het bedrijfsvaartuigenbeleid*), pp. 7/8
[112] Amsterdam in Figures 2007 (*Amsterdam in cijfers 2007*), ATCB / institutes 2002-2006 (table 11.2.1)

[113] Committee for Historic Ships Regulation (*Reglement commissie historische schepen*, 1996)
[114] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 77, and the amendment of 6 May 2008

5.2.12 Water as part of the public space

Maintaining embankments, bridges and quays

The City of Amsterdam prioritises the safeguarding of the historical values of the embankments and bridges. Central Amsterdam district is responsible for maintaining and restoring embankments and many of the bridges in the district. To this end, the district council schedules annual maintenance and project-based restoration of the embankments and the bridges and drafts a budget. The bridges owned by the City of Amsterdam are maintained by the Traffic and Transport Infrastructure Service (*Dienst Infrastructuur Verkeer en Vervoer*).

The hydraulic installations in Central Amsterdam district comprise 65 kilometres of quay walls, embankments and banks, 30 jetties and 173 bridges. Seventy bridges are inscribed on the National Monument Register or on the Municipal Monuments List; they are also included in the Classification Map (*Ordekaart*). The Amstel Locks are also a protected National Monument.
A management system is used to ascertain if bridges and shoreline facilities require maintenance. Each year, extensive maintenance and project-based work is undertaken on embankments, bridges and jetties.
In 2008 an amount of €2,4 million was budgeted for the management and maintenance of bridges and facilities on the embankments.[115] Approximately €2,3 million was spent on these tasks in 2007.[116] This enables Central Amsterdam district to ensure that the historic and built heritage values of the embankments and bridges is retained during any restoration.

The use of wharfs and embankments

The Use of Wharfs and Embankments Memorandum (*Nota Kade- en oevergebruik*) of 1995 contains the prevailing policy framework for the use of water and the quaysides. A new implementation memorandum describing this is in preparation.[117] It will include new policy regulations regarding the organisation of public spaces in the vicinity of water, i.e., wharfs and embankments and the water itself. This policy will not only apply to houseboats, but also to boarding facilities for passengers and loading facilities for cargo, as well as mooring facilities for cargo vessels and pleasure craft.[118]

Jetties and boarding facilities

The Executive Committee of Central Amsterdam district adopted the Jetty Plan for Amsterdam's City Centre (*Steigerplan in de Amsterdamse binnenstad*) on 22 January 2008. The district council intends to use this plan to create a network of public boarding facilities and jetties. Implementation is anticipated in 2010. The jetties will be concentrated close to canal cruise operators, stopping places for the 'canal bus' and other scheduled services operating on the waterways, near hotels, catering facilities and museums. These measures will improve accessibility to the city centre by water transport as well as facilitate the movement of people and goods. The Plan for Jetties in Amsterdam's City Centre defines the division of responsibilities accorded to the district council (The Sector for Public Space [*Sector Openbare Ruimte*], Construction and Housing Department, Spatial Policy Department) and those assigned to others (BBA and the Amstel, Gooi and Vecht Water

[115] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 164
[116] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 160
[117] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 77
[118] Implementation Instruments of the Plan for the Water in the City Centre Memorandum (*Notitie uitvoeringsinstrumenten van de Visie op het water van de binnenstad*), p. 6

Board/Waternet).[119] The Use of Wharfs and Embankments Memorandum (1995) is still used as the policy framework when evaluating the uses of the water.

As a result of the adopted Plan for the Water in the City Centre Memorandum (*Visie op het water van de Binnenstad*), an amount of €25.000 was allocated in the Programme Budget 2008 for incidental priorities relating to the construction of boarding facilities.[120] During the mid-term review of the Policy Programme 2006-2010 of Central Amsterdam district an additional €75.000 was allocated for the construction of boarding facilities (jetties).

Houseboats and barges
People have lived on the water in Holland – and in Amsterdam – for centuries. This contributes to the housing supply, the quality of life in the city centre, invigorates the cityscape and contributes to the touristic value of the city centre. There are about 2500 houseboats in the City of Amsterdam; approximately 900 of these are moored in the city centre.

The Plan for the Water in the City Centre stipulates that more focus will be paid to the following aspects relating to living on the water in the near future:
- policy relating to the rebuilding or replacement of houseboats
- facilities for houseboats
- charging for mooring facilities
- instruments for the removal or relocation of mooring facilities

Aesthetics on the water
The Aesthetic Appearance Document 2006 of Central Amsterdam district does not include any aesthetics criteria for houseboats and mooring facilities. In the interests of enforcement and a well-balanced cityscape, Central Amsterdam district thinks it advisable to not only specify the reasonable demands of building aesthetics for structures on the embankments, but also for structures on the water.

The Executive Committee of Central Amsterdam district adopted the Aesthetics on the Water Memorandum (*Nota Welstand op het water*) on 30 October 2007; the district council was expected to ratify it in October 2008. The main provisions in this memorandum formulate concrete evaluation criteria for the replacement and/or renovation of houseboats and cargo vessels with a permanent berth, and for jetties and boarding facilities. The memorandum focuses on ensuring that an appealing environment and the cultural-historical values of the city centre are preserved, and includes criteria relating to the design, the architectural features, the materials used and the colours of boats and jetties. Renovating and/ or replacing objects on the water in the conservation area is subject to architectural policy and thus require a permit. Special criteria that enable aspiring developers to evaluate if their renovation plans conform to the reasonable demands of building aesthetics criteria (*loketcriteria*) apply to minor alterations. At the request of the Committee of Councillors for the Public Space and Traffic (*Raadscommissie Openbare Ruimte en Verkeer*), Central Amsterdam district has asked an ad hoc commission to advise on policy and criteria specifically relating to the conservation and maintenance of historic ships.

[119] Jetty Plan for Amsterdam's City Centre (*Steigerplan in de Amsterdamse binnenstad*), pp. 19/20

[120] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 77

On 30 October 2007, the Executive Committee of Central Amsterdam district also adopted the Guidelines for Replacing or Renovating Houseboats and Cargo Vessels; Boat Guidelines 2007 (*Richtlijnen bij vervanging en vernieuwing van woonboten en bedrijfsvaartuigen; Bootrichtlijnen 2007*). The Boat Guidelines (2007) include instructions relating to the size of barges and other houseboats and cargo vessels with a permanent berth as well as environmental guidelines. The district council is expected to finalise the regulations relating to building aesthetics at the end of September/October 2008.

Solving bottlenecks
In 2008, the Central Amsterdam District decided to resolve several bottlenecks on the water in to improve the use of the public waterways, relocating thirteen houseboats to improve transit; moving two houseboats moored close to dockyards for safety reasons; and relocating twelve houseboats to improve the use of the public waterways.
The Plan for the Water in the City Centre includes the provision that relocating houseboats is a voluntary procedure.[121]

Threat	**Measure**
Fluctuations in water level and the ground water level, and especially problems resulting from too low a ground water level, create the risk of dehydration of wooden foundation piles, resulting in subsidence, cracks and other associated damage to structures in the property and the buffer zone, which can drastically undermine the structural condition of buildings. This risk increases if construction affects the ground water level (building excavation-drainage) and in the vicinity of old parks that do not have a high enough elevation.	The parties responsible for managing the water level and the ground water level in the property and the buffer zone have to constantly be aware when legislating regulations, drafting, implementing and enforcing policy, of the need to preserve and maintain the cultural-historical and built heritage values of the ring of canals as a World Heritage site, as well as those of the designated buffer zone within the boundaries of 'Amsterdam within the Singelgracht canal'.
Transporting dangerous goods on the waterways (especially the Nieuwe Herengracht canal and the Amstel) can, in the event of a leak, accident or disaster, besides endangering the health of residents, also negatively affect the cultural-historical and built heritage values of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht'.	The parties responsible for overseeing the transportation of dangerous goods on the waterways have to constantly be aware during the drafting, implementation and enforcement of policy of the need to preserve and maintain the cultural-historical and built heritage values of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht'.
Too many canal cruise boats can dominate the canals and views within the internationally recognised conservation area '17th-century canal ring area of	The parties responsible for granting permits to canal cruise operators and the 'round trips' sector have to constantly be aware of the need for an enduring type of cultural tourism

[121] Programme Budget 2008 Borough of Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), pp. 75/78

Amsterdam within the Singelgracht'.	on the water to prevent the 'environmental pressures', as indicated in the preconditions to the designation of a World Heritage site (4.b.ii).

Opportunity	**Value**
A broad acknowledgement, appreciation and preservation of the cultural-touristic, cultural-historical built heritage values of '17th-century canal ring area of Amsterdam within the Singelgracht' and the various contemporary uses of the canals offer the opportunity for their preservation in the long term, ensuring that it remains an appealing location to reside.	Care and attention by the many water management authorities and public companies (especially the transport and tourism sectors) as well as the owners of buildings within the property must safeguard the cultural-historical built heritage values of '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site.

Policy overview

- Plan for the Water in the City Centre (*Visie op het water van de Binnenstad*; approved by the district council on 26 January 2006).
  The Plan for the Water in the City Centre focuses on improving the historic character of the city centre, regulating the nautical and management of the canals and includes guidelines for new developments.
- Aesthetics on the Water Memorandum (*Nota Welstand op het water*) (approved by the Executive Committee on 30 October 2007 and presented to the district council for approval in 2007, with the expectation that they would be ratified in October 2008 at the latest).
  The Aesthetics on the Water Memorandum includes an evaluation framework for houseboats, cargo vessels, jetties and boarding facilities.
- Guidelines for Replacing or Renovating Houseboats and Cargo Vessels (*Richtlijnen bij het vervangen en verbouwen van woonboten en bedrijfsvaartuigen*; approved by the Executive Committee on 30 October 2007; and presented to the district council for approval in 2007, with the expectation that they will ratify the memorandum by the end of October 2008 at the latest).
  The Boat Guidelines (*Bootrichtlijnen*) 2008 includes guidelines relating to the size, replacement or renovation of houseboats and cargo vessels as well as environmental guidelines.
- Jetty Plan for Amsterdam's City Centre (*Steigerplan in de Amsterdamse binnenstad*) (Executive Committee decision process, 22 January 2008).
  Implementation of the Jetty Plan will occur in consultation with the private sector to ensure the construction of a large number of jetties.
- Implementation Memorandum for Cargo Vessel Policy (*Uitvoeringsnota bedrijfsvaartuigenbeleid*; decision process 11 December 2007).
  Moored cargo vessels will be assessed in 2008, and will be granted a mooring permit if they comply with all the relevant criteria. Owners of cargo vessels that are not in compliance will be refused a mooring permit and will be advised of the period they have to either remove the vessel or change its function).

- Implementation Memorandum Mooring Policy for Pleasure Craft (*Uitvoeringsnota afmeerbeleid voor pleziervaartuigen*; Executive Committee decision process on 10 April 2007).

  The mooring policy will be implemented in the near future and will entail improving mooring facilities and enforcing the regulations that apply to illegal mooring.

- Implementation Memorandum for the Use of Wharfs and Embankments (*Uitvoeringsnota kade- en oevergebruik*) based on the Use of Wharfs and Embankments Memorandum (*Nota Kade- en oevergebruik*; 1997).

  Work on preparing this memorandum commenced in December 2008.

- Central Amsterdam district and the BBA have a contractual agreement relating to the implementation of permits and enforcement on the water, including combating problems (new contract agreed at the end of 2006, valid until the end of 2008).
- Multi-facet Water Zoning Plan (*Facetbestemmingsplan Water*; a ratified plan that covers all the water in the existing zoning is expected at the end of October 2009).
- Enforcement on the Inland Waterways of Central Amsterdam District; Policy and Programme 2007 (*Handhaving op het binnenwater in Amsterdam-Centrum*; *Beleid en programma 2007*; approved by the Executive Committee on 3 July 2007).
- Special Mooring Permits for Houseboats Regulation (*Regeling speciale ligplaatsvergunningen voor woonboten*), 2007; Extract from the Book of Decrees (*Boek der besluiten*) of the DB Central Amsterdam District, 19 June 2007.

  All the houseboats in the city centre have been granted a mooring permit. Those with a special mooring permit will relocate from the city centre over the course of a few years.

- Regulation on the Harbour and Inland Water (*Verordening op de haven en het binnenwater*) 2006.

  The 2006 Regulation on the Harbour and Inland Water includes the City of Amsterdam's policy regulations relating to inland waterway management. Central Amsterdam district refers to this regulation when granting or refusing permits for houseboats, cargo vessels, pleasure craft, and other objects in the water.

- 'A Splendid Canal' Memorandum (*Nota Een pracht van een gracht*) (1997).

This memorandum describes the most important criteria relating to the design guidelines for a clean, aesthetic and spacious environment in the vicinity of the canals. This memorandum also describes the New Standard Profile of Canals (*Nieuw Standaard Grachten Profiel*; NSGP). Also see the brochure New Standard Profile of Canals; Improving the Quality of the Public Space on the Canals (*Nieuw Standaard Grachten Profiel*; *Kwaliteitsverbetering van de openbare ruimte op de grachten*), March 1997.

- Amstel, Gooi and Vecht Statute (*Keur AGV*); Integrated Amstel, Gooi and Vecht Water Board Statute (*Integrale Keur van hoogheemraadschap Amstel, Gooi en Vecht*; approved by the Executive Board of AGV on 9 March 2006).

The Amstel, Gooi and Vecht Statute includes the provincial regulations relating to water policy in the areas of waste water, water quality and problems resulting from water.

- Water Management Plan (*Waterbeheerplan*) 2006-2009 Amstel, Gooi and Vecht Water Board (approved by the Executive Board of AGV).
- Crisis Management Plan of Amstel, Gooi and Vecht Water Board & Waternet (*Crisisbeheersingsplan Hoogheemraadschap Amstel, Gooi en Vecht & Waternet*; approved by the Executive Board of Amstel, Gooi and Vecht Water Board and the board of Waternet on 15 January 2008).

The Crisis Management Plan includes the tasks, responsibilities, structure, methodology and lines of communication that ensure the timely and effective use of people and techniques that should be followed in the event of calamities relating to water.

- Manual of Physical Safety; A Safe Amsterdam (*Handboek Fysieke Veiligheid; Een veilig Amsterdam*) (compiled by the Public Prosecutor, the Amsterdam-Amstelland Police, and the City of Amsterdam). (http://fysiekeveiligheid.eenveiligamsterdam.nl)

  The digital Manual of Physical Safety regulates the policy, administration of, and specifies the parties responsible for, physical safety in the City of Amsterdam, i.e., ensuring that people are protected (within the municipal boundaries) from the risks that can result from human activities and describes the emergency measures that should be taken to aid people who have been involved in serious accidents or disasters (that are caused by anything ranging from human activities to natural disasters).

- Guidelines for Water Level Management (*Richtlijnen Peilbeheer*); Policy document Amstel, Gooi and Vecht Water Board, 2003.
- Safety chart (*Veiligheidskaart*) AGV
- Water-level area chart (*Peilgebiedskaart*) AGV
- Amsterdam Water Plan (*Waterplan*; adopted the city council at the beginning of 2002).

  This plan is an integral policy document relating to water and shorelines in Amsterdam. Urban districts and those responsible for water management have committed themselves to the provisions of the plan.
- Policy document Groundwater Care in Amsterdam (*Nota Grondwaterzorg Amsterdam*) 2007-2011 (approved by the City of Amsterdam).

  The content of the policy document Groundwater Care in Amsterdam 2007-2011 is divided into 'areas awaiting new development' and 'existing areas'. The central issue with respect to areas awaiting new development is that evaluation criteria and guidelines that conform to the framework of water evaluation will be enforced to prevent ground water problems. In existing areas the focus is on short term goals, guidelines and actions to deal with and eliminate ground water problems in these areas.

5.2.13 Trees and gardens

The 17th-century urban expansion was a methodical concept, which took the interrelationships between water, structures and green areas into consideration.

Green areas lining the canals had a public function: trees lining streets, squares and canals, and the green area in the east of Amsterdam (the Plantage) had an important public function and appealed to people residing or intending to reside in these areas.
While assessing the construction of the canals in '17th-century canal ring area of Amsterdam within the Singelgracht' during the seventeenth-century the city decided that structures could not be erected in most of the gardens inside block of buildings when granting the parcels of ground to ensure that there was enough space for a monumental estate or garden. At the time, these private, open spaces were used for a variety of purposes: from bleaching fields and vegetable gardens to the construction of play houses, lattice-work pavilions and, in keeping with the trends of the time, arbours and ornate evergreen topiaries.

Gardens enclosed by blocks of buildings and trees lining canals and growing elsewhere in the public space were a major contribution to the visual appearance of '17th-century canal ring area of Amsterdam within the Singelgracht'.
Green areas in cities have to be maintained and protected. Historic private gardens within the 'keur' blocks of buildings (for the definition of 'Keur' blocks of buildings [*keurblokken*], see the section 'Keur' gardens below) of the property require additional attention because of their reduced accessibility.This section describes the ways in which the property manager can safeguard the protection and maintenance of protected trees, trees lining the canals and the historic gardens within the property.

Protected trees

> 'Like Venice, the city is transected by many canals. In new areas these are wide and straight and flanked by extremely wide wharfs, and closely resemble the Canareggio district in Venice, but are much more beautiful because of the tall trees that line them, which are an important contribution to the beauty of this city.'
>
> Tomaso Contarini, Venetian diplomat, 1610.[122]

There are approximately 8500 trees in the public space in Central Amsterdam district (2006 statistics), of which 208 are protected trees (2008 statistics). Of these, roughly 180 are on private land. The List of Protected Trees (*Lijst met monumentale bomen*) in Central Amsterdam district has been appended to the nomination dossier.

If a tree conforms to two of the following criteria used to define protected trees, it is included in the List of Protected Trees (*Lijst van monumentale bomen*):

- age;
- aesthetic and experience values;
- cultural-historical value;
- for example, the tree is an integral part of the history of the surroundings;
- scientific and ecological values;
- dendrological value.

Because of their monumental status, Central Amsterdam district has to pay special attention to these trees by:

- optimising management and maintenance;
- optimising growing conditions to promote good growth;
- granting no felling permits in principal.

The agreements relating to the management and maintenance of trees in Central Amsterdam district are included in the Management and Maintenance Manual (*Handboek Beheer en Onderhoud*) of Central Amsterdam district. The provisions in the Manual relating to tree maintenance include:

- annual inspections of large and old trees;
- specialised pruning and nurturing of young and protected trees;
- new plantings if a tree has to be felled;
- improving soil quality and weeding areas around trees;
- Central Amsterdam district takes measures to protect trees from damage during building or other construction activities.

[122] Boudewijn Bakker. *Amsterdam en de grachtengordel* (*Amsterdam and the Ring of Canals*), p. 14

'Keur' gardens (*Keurtuinen*)

A 1615 by-law pertaining to 27 lots located between the Herengracht and the Keizersgracht laid down very strict rules regarding the sizes of buildings and gardens and the upkeep of plants and trees with the intention of creating 'model' plots. The regulations in the 1615 '*keur*' (by-law) related to these so-called 'keur' blocks of buildings (*keurblokken*), i.e., lots to which the legislation applied.'Keur' gardens are those gardens enclosed by the 27 'keur' blocks of buildings that are part of '17th-century canal ring area of Amsterdam within the Singelgracht' and are thus part of the property. All but one of these 'keur' blocks of buildings are located along the Herengracht and Keizersgracht canals.

The city council specified strict building regulations in the by-law to ensure that no structures would be erected in the gardens within the blocks of houses. These regulations related to the depth of the main building, and the house, as well as the depth of the proposed garden- or coach house. According to the by-law one garden house of limited size could be erected in a garden.

During the 16th century, small, simple garden houses were sometimes constructed in the gardens of town houses. Very few of these original garden houses have survived. There was an increase in the structural ornamentation of garden houses during the 17th century. In the first half of the 18th century a garden house, sometimes in combination with a coach house, was erected in many gardens within '17th-century canal ring area of Amsterdam within the Singelgracht' so that new garden houses were rarely erected after this. Many of these newer structures were built on the site of an existing or dilapidated garden house.[123]

Amsterdam's building regulations from 1924 confirm the essence of the 17th-century by-law, namely that no structures could be erected in the backyards of canal-side houses. In 1964 this regulation was amended to include the 21 'keur' blocks of buildings to ensure that undeveloped parts of the adjoining land could only be used for and maintained as gardens.[124]

These 'keur' blocks of buildings are included in the current prevailing zoning plans. In most zoning plans, the description of the intentions for 'Gardens and gardens' (*Tuinen en erven*) reads as follows: 'The plots of land indicated on the planning map are designated for use as gardens as are the 'keur' gardens that are indicated on the planning map as such.

The Heritage Site Document provides detailed descriptions of the purposes and regulations pertaining to gardens, estates and 'keur' gardens in the zoning plans.[125]

The Aesthetic Appearance Document 2006 of Central Amsterdam district regulates the guidelines that applicants must be able to evaluate for themselves (*loketcriteria*) for structures within the conservation area 'Amsterdam within the Singelgracht canal'. These structures require a minor building permit and are subject to criteria relating to their location, form, size, use of materials and colours. The criteria for garden houses are:[126]

- location – on the edge of the rear boundary in 'keur' gardens;
- form – the facade has to face the 'keur' garden/the main building;
- size – maximum height: 3,40 metres; maximum depth 4,25 metres; maximum surface area 20 m2;
- materials – wood, glass, bricks;

[123] Amsterdam's Canal-side Gardens (*Amsterdamse Grachtentuinen*); Herengracht, p. 33
[124] Amsterdam's Canal-side Gardens (*Amsterdamse Grachtentuinen*); Keizersgracht, p. 43
[125] Heritage Site Document 'Amsterdam's 17th-century ring of canals within the Singelgracht canal' (*Gebiedsdocument 'de zeventiende-eeuwse grachtengordel van Amsterdam binnen de Singelgracht'*), pp. 39/40
[126] Aesthetic Appearance Document (*Welstandsnota*) 2006 Borough of Central Amsterdam, pp. 72-74

- colour – harmonises with the 'keur' garden.

Around 150, mostly 18th-century garden houses have been preserved, 33 of which are located along the Heren, Keizers, and Prinsengracht canals and are inscribed on the Municipal Monuments List. The inclusion of another 10 garden houses in the National Monuments Register in het National is currently underway.[127]

The public has free access to the 'keur' gardens on certain days of the year, for example, the annual Open Gardens Days in June and the annual Open Monuments Days in September.

Green Action Plan (*Groenactieplan*)

The Executive Committee of Central Amsterdam district adopted the Green Action Plan (*Groenactieplan*; GAP) at the beginning of 2006. Green areas in the city centre were inspected and evaluated for their quality in 2003. The Long-Range Green Programme (*Meerjaren-programma Groen*), which applies to 32 green projects until 2011 was drafted based on the Green Action Plan. These projects include suggestions for improvement that must give a quality impulse to these green areas. The City Centre Green Fund (*Groenfonds Binnenstad*) was created to this end; this fund is financed by annual subsidies from the Executive Committee of Central Amsterdam district.

The Green Action Plan states that the Executive Committee of Central Amsterdam district researches or the district council can offer owners of 'keur' gardens a 'label' ('keuring') for trees with the possibility of concluding a maintenance contract, but this must be preceded by an inventorisation of the legal and financial possibilities and the technical possibilities of such a label with respect to the tree itself. Funding for this still has to be found.

The Tree Policy Plan (*Bomenbeleidsplan*) and the Tree Regulation (*Bomenverordening*)

Basic principles

A Tree Policy Plan (*Bomenbeleidsplan*) and a Tree Regulation (*Bomenverordening*) were expected to be approved by Central Amsterdam district at the end of 2008. The draft Tree Regulation is ready; it will replace the 1964 Felling Regulation (*Kapverordening*).
The basic principle of the Tree Regulation is preserving existing trees. It forms the legal framework for the granting or refusal of a felling permit.
The draft Tree Regulation has incorporated the following amendments to the old felling regulator:

- More reasons for refusing a felling permit have been included;
- A felling permit is valid for a maximum of two years;
- The felling permit includes the provision that in principal, a new tree has to be planted when a tree is felled;
- Protected trees are accorded additional protection;
- Damaging trees lining public thoroughfares is a legal offence.

Reasons for refusal

Article 4 of the draft Soil Regulation (*Bodemverordening*) enables the Executive Committee of Central Amsterdam district to place restrictions on, or even refuse, a felling permit, based on the following reasons:

- urban aesthetics values (including the 'keur' gardens and protected trees);

[127] Bureau of Monuments and Archaeology Report, City of Amsterdam, dated 4-6-2008

- the status of the conservation area in (parts of) the city centre;
- cultural-historical values.

Protected trees
The Tree Regulation provides additional protection to protected trees. Article 10 of the draft Tree Regulation will include the following compulsory regulations:

- The district councils have a list of protected trees, which includes for each of these trees a clear, recognisable description, its location, the cadastral parcel number, the owner and/or legal authority and the reason for its registration as a protected tree.
- The list of trees that conforms or will conform to these criteria is periodically updated. The criteria relating to allocating monumental status to a tree are specified in the felling regulation, and will be included in the Tree Policy Plan and the Tree Regulation.
- External advice must always be included in an application for a felling permit for a protected tree.
- A decision by the Executive Committee of Central Amsterdam district to grant a permit to fell a protected tree in the public space must first be reported in writing to the district council. This rigorous procedure ensures that protected trees are not felled without due consideration.
- The district council has special responsibilities with regards to the maintenance of protected trees in the public space.

Tree Policy
The Tree Policy Plan will include the following:

- Maintenance and management;
- Structure of trees;
- Protected trees;
- Ensuring that plants growing in front of or on facades are visually appealing;
- Protecting trees during construction work and reorganisation (of the public space).

The procedure for the Tree Policy Plan is as follows: after the Executive Committee of Central Amsterdam district adopts the Tree Regulation, the Tree Policy will be drafted and distributed by the Executive Committee for assessment and advice, whereafter the Executive Committee will ratify the policy.

***Key point 27*:**
The ratified Tree Regulation and Tree Policy Plan will be appended with all due speed by Central Amsterdam district and through the intermediation of the National Service for Archaeology, Cultural Landscape and Built Heritage to the nomination dossier before it is submitted to the World Heritage Committee.

<u>Policy Programme 2006-2010</u>
The district council defines its ambitions for this administration period in Central Amsterdam district's Policy Programme 2006-2010. The district council intends to introduce more greenery in the district and has included the City Centre Green Fund in the annual budgets since 2007. These funds are used to finance the Green Action Plan.

Threat	Measure
The maintenance of (monumental) trees, gardens and 'keur' gardens can be undermined by the lack of supervision in private (enclosed) areas, e.g., inside blocks of buildings.	The soon-to-be ratified Tree Regulation and the Tree Policy, as well as the designation of protected trees and garden houses (as built heritage) provides additional protection to historic greenery in 'Amsterdam within the Singelgracht canal', and ensures they will receive focused attention in the property.
The maintenance of (monumental) trees and 'keur' gardens or can be undermined by the lack of knowledge among private individuals in the area of horticultural care.	Offering a label and a maintenance contract for trees to private individuals enables Central Amsterdam district to provide additional protection for the (partly monumental) greenery in gardens and 'keur' gardens.

Opportunity	Value
A broad recognition and protection of the value of the public greenery lining the canals in the property and within the conservation area 'Amsterdam within the Singelgracht canal', and of (monumental) trees, gardens and 'keur' gardens offer the opportunity for '17th-century canal ring area of Amsterdam within the Singelgracht' to be preserved for the long term, ensuring that it remains an appealing place to reside.	Care and attention by the authorities as well as by residents and businesses in the property for trees, gardens and 'keur' gardens enhances the protection of the cultural-historical and built heritage values of '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site.

5.3 Factors that can influence the property

5.3.1 Introduction

Factors or developments can arise within the property and the designated buffer zone, as well as beyond it, that can exert a positive or a negative effect or threat on the property (Operational Guidelines, Section 4.b.: 'Format for the nomination of properties').
Negative factors include endangering spatial developments, environmental factors, natural disasters and calamities, or damage resulting from high concentrations of visitors to the property.

This section describes eight ongoing projects or developments that (can) directly or indirectly affect the outstanding universal value of the property. It is important to note here that because of the time it will take to implement these projects and developments, they will be discussed during the evaluation *in situ* by ICOMOS of the nomination dossier and associated management plan that The Netherlands has submitted to the World Heritage Committee. Regarding 'risk preparedness' (Operational Guidelines, Section 4.b. iiii: 'Format'), additional measures must be specified for the all-important water level and ground water level in Amsterdam.

5.3.2 Projects and developments

1. Binnengasthuisterrein (the old hospital site)
2. North-South Metro Line (*Noord-Zuid lijn*)
3. Haringpakkerstoren (tower)
4. Overhoeks project
5. Westerdokseiland
6. Coalition project 1012
7. Chinatown
8. Water level and ground water level

Influence on the property

Memoranda

For the purposes of the management plan, the City of Amsterdam has drafted an abridged memorandum for each of these projects and developments, which contains a brief description of each project, the location and its status. The history and the decision-making processes relating to the project are also included, as is an indication of the influence the project has (or will have) on the visual appearance, the authenticity and the integrity of the property as a World Heritage site. The memorandum conclude with an evaluation of the current situation and a list of the most important sources.

Dossiers

For the purposes of the nomination dossier, the City of Amsterdam has compiled a dossier for each of these projects with extensive information and supporting documentation and images, in line with the State of Conservation Reports (Operational Guidelines, Paragraph 172), so that both ICOMOS – in preparing its advice for the World Heritage Committee – and the Committee itself can gain insights into the current state of affairs and developments in Amsterdam that will affect the decision to inscribe the property on the World Heritage List.

5.3.3 Binnengasthuisterrein

Project description: A new library for the Humanities Faculty of the University of Amsterdam (UvA) on the Binnengasthuisterrein.

Location : The area is bordered by the Grimburgwal, the Oudemanhuispoort, Kloveniersburgwal, Nieuwe Doelenstraat and by the Oude Turfmarkt (in the buffer zone) at the back of the area. There are twelve national monuments in the area.

Status: The project is currently in the building permit application phase.

History and decision-making

The plans to establish the library of the Humanities Faculty of the University of Amsterdam (UvA) has a long history; a summary of the most important stages in the decision-making process follows:

- The UvA presented the university's entire plan for the library to the B&W in November 1998.
- The then Council Committee for Urban Renewal, Spatial Planning, Ground Affairs (*Commissie voor Volkshuisvesting, Stadsvernieuwing, Ruimtelijke Ordening en*

Grondzaken) agreed in principle with this location plan and the cluster principle which forms its basic principles in February 1999. Regarding the Binnengasthuisterrein they stipulated that the results of further research into the suitability of the development had to be presented before they would make a final decision. This involved asking the B&W to conduct more extensive research into the suitability of the development.

- On 19 September 2001 the city council decided:
    - To cooperate in principle in the establishment of the Faculty Library and the Humanities Faculty on the Binnengasthuisterrein;
    - To ask the mayor and aldermen to appoint a quality control team to supervise further planning developments;
    - To endorse the drafting of a zoning plan for the Binnengasthuisterrein and surroundings based on the principles included in the recommendations.

  The council's recommendation concluded that even thought the UvA had limited the programme requirements in a revised plan, the development would still not harmonise with the existing structures, while there were no useable alternatives that did justice to the university's proposed plan, including the so-called Alfacluster (with, among others, language and cultural studies, [art]history, media, culture and philosophy) in and around the Binnengasthuisterrein. The decision-making explicitly mentions the possibility of erecting new buildings for the Faculty Library in the location of the convent, the Zusterhuis, and the former Theatre School (the former Second Surgical Clinic [*Tweede Chirurgische Kliniek*]).
- On 13 July 2001 the State Secretary of the OCW designated the Binnengasthuis complex as built heritage. The objections by the UvA to this – even in an appeal – were rejected (Council of State [*Raad van State*] 19 July 2006). An important consideration for this was: 'The designation of the buildings as built heritage does not necessarily imply that radical changes such as those proposed by the appellant (the UvA) for the realisation of the new building plans on the location of the buildings, does not necessarily imply that those changes will not be able to take place. This must be decided in the framework of the specified permit procedure described in Article 11 *et seq*. of the Monuments Act'.
- The zoning plan for the Binnengasthuisterrein and its surroundings was adopted on 28 February 2002. It specifies that the urban planning principles that were ratified by the city council on 19 September 2001 must be adopted in their entirety. It appears from the explanatory notes that the zoning plan includes the possibility of renovating or erecting new structures in the locations of the Second Surgical Clinic and the Zusterhuis convent.
- On 4 February 2004 the Council of State reached a decision regarding the appeals that were lodged against decision of the Provincial Executive of North Holland and (partially) approved the zoning plan. The Council of State's decision meant that a new zoning plan had to be drafted for the Binnengasthuis Street/Vendel Street corner. The resulting gap in this extremely small section of the Binnengasthuisterrein development zone was addressed by the Zoning Plan for the Binnengasthuis Street/Vendel Street Corner (*Bestemmingsplan Hoek Binnengasthuisstraat/Vendelstraat*) that was approved by the district council on 31 March 2005.
- At the end of October 2006 the UvA presented a preliminary application for the realisation of the library on the location of a building complex (part of the Zusterhuis convent and the Second Surgical Clinic) that is inscribed as a national monument. The UvA used this preliminary application to request the Executive Committee of Central Amsterdam district to take a position regarding the proposed plans, prior to submitting the formal (building permit) applications.
- After an extensive advisory period and consultation with the Council Committee for Building, Living and Urban Development (*raadscommissie Bouwen, Wonen en Stedelijke Ontwikkeling*), the Executive Committee decided on 25 March 2008 that

they approved in principal with the UvA's proposition of a newly-constructed university library on the Binnengasthuisterrein, despite the regrettable demolition of a national monument that this would entail. Important considerations included:

- The quality of the plans for the new development (by the Spanish architects bureau Cruz y Ortiz), the realisation of which was guided by a district council-appointed Quality Team (that included representatives from The Netherlands Department for Conservation [*Rijksdienst voor de Monumentenzorg*; RDMZ] and the Building Aesthetics and Built Heritage Agency [*Commissie voor Welstand en Monumenten Amsterdam*]);
- The role the university and the library play in the city centre as well as the significance a quality impulse could have for the university and the city centre.

The Binnengasthuisterrein Memorandum. A New Library for the University of Amsterdam (*Binnengasthuisterrein. Een nieuwe bibliotheek voor de Universiteit van Amsterdam*; see source no. 1) extensively and carefully details the various considerations that served as the basis of the decision.

Opinions in the framework of the zoning plan procedure

The following ten parties have submitted opinions in the framework of adopting a zoning plan for the Binnengasthuisterrein and its surroundings:

1. The Binnengasthuisterrein Society for the Quality of Life and Public Space (*Vereniging Openbaar en Leefbaar BinnenGasthuisterrein*; VOLBG);
2. Amsterdam Discussion Platform (*Amsterdam Overleg*) on behalf of the Royal Antiquities Society (*Koninklijk Oudheidkundige Genootschap*), the Amstelodamum Society (*Genootschap Amstelodamum*), the Heemschut Society (*Bond Heemschut*), the Society of Friends of Amsterdam's City Centre (*Vereniging van Vrienden van de Amsterdamse Binnenstad*), the Cuypers Society (*Cuypers Genootschap*), the restoration company *NV Stadsherstel Amsterdam* and the Diogenes Foundation (*Stichting Diogenes*);
3. see no. 2;
4. University of Amsterdam;
5. Various individual opinions;
6. P. Veer;
7. Heemschut Society, Amsterdam Commission;
8. the Cuypers Society;
9. d'Oude Stadt District Centre (*Wijkcentrum d'Oude Stadt*);
10. Enterprise Group South Burgwallen (*Initatiefgroep Burgwallen Zuid*).

These opinions and the reactions to them are detailed in the Binnengasthuisterrein and Environs Zoning Plan (*Bestemmingsplan Binnengasthuisterrein e.o.*; Council paper [*Gemeenteblad*], no. 198, 28 February 2002).
See source no. 3.

The opinions are discussed below, insofar as they relate to the cultural-historical aspects:

The Binnengasthuisterrein Society for the Quality of Life and Public Space (VOLBG) advocates 'safeguarding the quality of the historic cityscape'.
Reaction: the zoning plan discusses the 'preservation of cultural-historical values' (like other zoning plans for the city centre), but with 'consideration for the cultural-historical values'. 'This distinction is made because the zoning plan considers the possibility of realising a new

development or alterations to the existing structures on the location of the Second Surgical Clinic and the Zusterhuis convent'.

The Amsterdam Discussion Platform (*Amsterdam Overleg*) objects to the possible construction of a tower/high-rise structure in the new development.
Reaction: modern high-rise buildings do not harmonise with the city centre; hence, limiting the height to 40 metres.
In addition, the Amsterdam Discussion Platform states that the zoning plan does not comply with the requirements of a conservation zoning plan.
Reaction: 'The regulations in this zoning plan….more than meet the requirement to careful consider of the valuable historic structures on the one hand, and suitable spatial preconditions relating to a new development in the historical context of the area on the other'. For the background to this reaction, see the complete text in the council recommendation.

The Heemschut Society is opposed to enabling a high-rise development by means of the B&W's executive authority and is concerned that this might set a precedent. The construction boundary on the planning map has insufficient measures to protect the Zusterhuis and the Theatre School (both with built heritage values).
Reaction: it is proposed to link the B&W's executive authority to a High-Rise Impact Report (*HoogbouwEffectRapportage*; HER). See the reaction by the VOLBG regarding the concerns for the conservation of built heritage.

The Cuypers Society is of the opinion that the zoning plan must use the existing valuable structures and buildings as a starting point. It must have an 'open' character and not incorporate any options involving (partial) demolition. The basic principle should be enforcing the courtyard structure. Moreover, a Cultural-Historical Effect Report (*Cultuurhistorische Effect Rapportage*) is lacking.
Reaction: The zoning plan is neither explicit nor implicit about the conservation or about a new development on the location of the former Zusterhuis/Theatre School. Both options (enforcement and – partial – demolition/new development) are possible. The more detailed information will have to explicitly take the cultural-historical context into consideration. The impact on the cultural-historical surroundings will be detailed in the urban planning/architectonic plans for the area. One of the basic principles in the zoning plan is enforcement and improving the courtyard structure.

The d'Oude Stadt District Centre requested a zoning plan that focuses more on preserving the quality of the historic cityscape. (Reaction: see above).
To do justice to the cultural-historical values, the construction area for renovation or erecting a new building will have to be reduced and the current building line (an unusual street plan) has to serve as the basis.
Reaction: Incorporating the construction area in the zoning plan will ensure that the characteristic open structure of the Binnengasthuisterrein remains recognisable. The building line retains its whimsical character.

The Enterprise Group South Burgwallen wants a zoning plan to be drafted with an emphasis on national monuments, courtyard structure and the existing public/urban planning character.
Reaction: Because of all the safeguards, this conservation zoning plan conforms to the framework of Article 36 of the Monuments Act .

The Enterprise Group also states that a building 22 metres tall (instead of the existing building height of 16.70 metres) will have serious and irreversible consequences on the surroundings and the conservation area.
Reaction: The zoning plan states that the maximum heights of the gutter and the building (of category 1 and category 2 buildings) may not exceed the current heights of the gutter and the building.

Advice from the CWM, BMA and RdmZ (now the RACM) in the framework of the preliminary application

Based on the decision by the city council on 19 September 2001, a quality team comprising professionals and experts was established to safeguard the quality of the proposed new development. This included representatives from the Building Aesthetics and Built Heritage Agency (CWM), The Netherlands Department for Conservation (*Rijksdienst voor de Monumentenzorg*; RDMZ) (now: The National Service for Archaeology, Cultural Landscape and Built Heritage, RACM) and an architect (with proven experience with construction in a historical context). This team was charged with three tasks:

- Supervising the urban development-architectonic development and periodic evaluation of the results;
- Supervising the development of the architectonic design;
- Advising on the choice of architect/s.

Eventually, the proposal from the Spanish architects bureau Cruz Y Ortiz was selected by the quality team and the selection committee as the best design. The development was so positively received by the Building Aesthetics Agency at the end 2004 that from this perspective there was no objection to a formal application for a building permit. They did this in isolation from the quality team that was involved in developing the plan between 2000 and 2004.

In the framework of the preliminary application, advice was (again) requested from the Building Aesthetics and Built Heritage Agency (in its dual role as the Building Aesthetics Agency and the Monuments Commission [*Monumentencommissie*]), from the Bureau of Monuments and Archaeology (BMA) as preliminary advisor of the Building Aesthetics and Built Heritage Agency (CWM) and from the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM).

In its role as the building aesthetics commission, the CWM reacted positively to the preliminary application, but in its role as the Monuments Commission (*Monumentencommissie*) the commission objected to the proposed demolition of the Second Surgical Clinic and the partial demolition of and extensive modifications to the Zusterhuis. The commission based it objection on the similar advice from the Bureau of Monuments and Archaeology (BMA). 'Adoption of the Zoning Plan for the Binnengasthuisterrein and its Surroundings' (*Vaststelling bestemmingsplan Binnengasthuisterrein e.o.*; Council paper [*Gemeenteblad*] 2002, no. 198, 28 February 2002).

The advice from the RACM was also negative, concluding with: 'The proposed plans for the new faculty library by Cruz & Ortiz have paid a great deal of attention to ensuring that the proposed development will harmonise with the area as well as refining the architectural design of a massive building. From its inception, the programme of realising a new building that does justice to the existing built heritage at this location appears to have been too

ambitious in attempting to improve the characteristic courtyard structure. Despite the efforts taken with the design, in my opinion they do not justify the removal of a building of social, cultural-historical and architectonic national importance; I thus advise you *not* to demolish the Second Surgical Clinic.'

The current state of affairs

On 30 June 2008 the formal building permit, monument permit and demolition permit applications relating to the new faculty library building and the related demolition of the Zusterhuis (the facade on the Nieuw Doelen Street and part of the gable will be retained) and the former Theatre School (the Second Surgical Clinic) were submitted. More than 40 opinions have already been presented. These will be evaluated and incorporated in the preparations for the decision-making process relating to the monument permit application and the necessary procedure as outlined in Article 19, Clause 2, WRO (applicable before 1 July 2008)
Regarding the building and monument permit applications, advice was requested from the CWM and the RACM, but has not yet been received. The spatial basis must still be worked out for the spatial planning procedure.
The publication of the concept decisions relating to the monument permit application and Article 19, Clause 2 of the WRO was in October, after which opinions were presented. The final decision-making will probably occur before the end of this year, depending on the results of the (revised) agreement with the council committee.

Consequences for the 17th-century ring of canals resulting from the UNESCO nomination
Considering three of the *Operational Guidelines* criteria used by the *World Heritage Committee* in evaluating the nomination, the possible consequences of developments on the old hospital site, the Binnengasthuisterrein, could be defined as follows:

Visual impact
Cruz y Ortiz's design for a new library adds some volume, height and architectural style to the character of the area. The Binnengasthuisterrein, an enclosed and, for the most part, inward-looking group of buildings and gardens, determines the character of the terrain, which stands alone surrounded by urban structures. It was originally a monastery complex, which, at the end of the 19th century and beginning of the 20th century, was transformed into a city hospital and, in the 1980s, was altered once again to become part of the university. This has resulted in the Binnengasthuisterrein and the buildings it contains having little connection with the surrounding urban area. The library conforms to the site's existing building contours and volume (see source no. 4*)*. The present facade of the convent (*Zusterhuis)* in Nieuwe Doelen Street has remained intact. The highest new building (22 metres above ground level) can only be seen locally from Staal Street (buffer zone). The tallest structure to remain on the old hospital site is 17.5 metres above ground level. The tallest surrounding buildings, such as the Doelen Hotel and the Hotel de L'Europe, are over 30 metres high.
Conclusion: There is no visual impact on the property. The building is not visible from the 17th-century ring of canals (see source no. 5).

Authenticity and integrity
The authenticity of the area will be affected if the decision is taken to demolish two national monuments. Whether the integrity of the area is affected will depend on how the eventual new development complements the existing urban fabric.

The demolition/new development plans will have no direct consequences on the authenticity and integrity of the property.

5.3.4 North-South Metro Line (Noord/Zuidlijn)

Project overview

The North-South metro line *(Noord/Zuidlijn)* project concerns the construction of a metro line almost 10 kilometres long, 6 kilometres of which will be underground. The tunnel is being constructed deep underground and does not pass underneath any buildings with the exception of Central Station. When construction is finished in 2013, 200,000 people per day will use the metro link.
Construction is being supervised by the North-South Metro Line Project Agency (*Projectbureau Noord/Zuidlijn)*.

Route

The North-South metro line will run from Buikslotermeerplein in Amsterdam North, under the city centre (Stationsplein, Damrak, Dam, Rokin, Vijzel Street, Vijzelgracht canal, Weteringplantsoen) to the World Trade Centre in Amsterdam South.

Status

Under construction.

History and decision-making process

On 9 October 2002, Amsterdam City Council voted to begin the North-South Metro Line (Council order, 9 October 2002; Council paper, Section 3A, no. 295/514).[128]
The vote was preceded by the necessary public debate. Amsterdam's Urban Development Board (*Amsterdamse Raad voor de Stadsontwikkeling*; ARS) pointed out – as early as 1995 – that town-planning considerations had to a large extent been forgotten because the debate had largely focused on the cost.[129]
In 1995, the d'Oude Stadt District Centre (*Wijkcentrum d'Oude Stadt*) published a report entitled *Metropijn* (*Metro Pain*). This proposed alternatives to the construction of the North-South metro line, such optimising the existing public aboveground transport links combined with measures dealing with parking and goods transportation.[130]
Official complaints about the council decision coupled with a demand for a referendum were registered by the Above-Grounders Association (*de Vereniging De Bovengrondse*), Nelly Frijda and Maarten Lubbers, on behalf of 75 well-known Amsterdam residents and many others. This was rejected because a plebiscite had already been held on 25 June 1997.
The complaint by the Above-Grounders Association was dismissed by the Council of State (*Raad van State*) in November 2005. The Council of State did, however, rule that, in 2000/2001, the Amsterdam City Council failed to pay enough attention to the Building Aesthetics and Built Heritage Agency's comments about the aesthetic problems regarding the design for the lift exit near Weteringscircuit (see below).

[128] An overview of the major events during the preparation and decision-making process can be gained by visiting www.noordzuidlijn.amsterdam.nl
[129] Urban Development Board Recommendations on the North-South Metro Line (*Adviezen Amsterdamse Raad voor de Stadsontwikkeling over de Noord Zuidlijn*) (February 1995), and no. 214 (August 1998).
[130] The d'Oude Stad District Centre's May 1995 Traffic Working Group Report, 'Metropijn', a critical report into Amsterdam's planned North-South Metro Line (*Werkgroep Verkeer van het Wijkcentrum d'Oude Stadt*, *Metropijn*. *Kritisch onderzoek naar de geplande noord-zuid-metro in Amsterdam*), May 1995.

Foundations investigation and measuring programme

To prevent damage to the foundations of buildings along the metro line route, the foundations of 1700 buildings were examined before construction started. If there was a reasonable possibility of subsidence resulting from the construction of the tunnel, owners were able to claim subsidies covering the restoration of the foundations, for which an amount of 27 million guilders was made available. Many buildings have had new foundations laid using internally sunk steel piles.[131]
A system has also been installed along the entire route that continually monitors local buildings for any subsidence.

Compensation for loss and damage

Since 2002, affected parties (residents and businesses in premises along the North-South metro line) have been able to register damages and make a claim under the Regulation for the Compensation for Loss and Damage Due to Planning of the North-South Metro Line (*Verordening Nadeelcompensatie en Planschade Noord Zuid/lijn*). In the event of damage to buildings, an independent expert can be brought in. Compensation claims are dealt with by the North-South Metro Line Damage Agency (*Schadebureau Noord/Zuidlijn)*. Up to the end of 2006, 175 owners had made damages claims, and 3.2 million euros (a quarter of the available budget of 12.6 million euros) had been paid out (figures from the audit office report).

Building aesthetics

As far as this issue is concerned, this memorandum only deals with the position and architecture of Vijzelgracht metro station, which is within the property.
The Building Aesthetics and Built Heritage Agency (CWM) has lodged the following objections to the building plans which have already received a building permit (advice issued on 31 May 2000, 20 September 2000 and 4 October 2000):

- Locating a lift at the junction of Nieuwe Vijzel Street and Weteringschans. The CWM believes the locating the lift just a few metres from the facades of existing buildings is very unfortunate; the entrances to the station are too large – 'the size of the exits does not harmonise with the cityscape' – and the CWM objects to this. The agency takes the view that additions to the public space should conform to the scale of the immediate area. It believes a guiding principle should be that such changes harmonise discreetly with the urban fabric, and this is not the case with the present proposal.

The City of Amsterdam's Executive Committee decided to reject the agencies objections, citing opinions by external experts.
Part of the opinion given on 23 May 2005 by Prof H.C. Bekkering B.Sc. (professor of town planning at Delft University of Technology) is quoted below:

'The view expressed by Amsterdam's Building Aesthetics and Built Heritage Agency at its 4 October 2000 meeting, *that the design for the Vijzelgracht station would "monumentalise the metro within the cityscape"*, *is*, *as I pointed out earlier* (*in my opinion of 21 July 2004)*, *in no way compatible with the scale*, *the materials used and the decoration of the visible parts of the station*: *the sunken entrance*, *the lift housing and ventilation shaft*. *In my opinion*, *the additions to the public space are totally in keeping with the scale of the immediate area and fit in discreetly*. *The transparency of a lift housing made entirely of glass and the extremely*

[131] Wind, H., Major repairs of foundations along the new North-South Metro Line (*Grootschalig funderingsherstel langs nieuwe Noordzuid-lijn*), in: *Bouwwereld*, no. 5 (3 March 2003).

reserved decoration used in the Benthem Crouwel Architects design, *in their very abstraction*, *draw little attention*.
The advantage of this relatively neutral architectural approach is that, *through the neutrality*, *not only is a certain timelessness achieved*, *but also the impact of new elements on the existing surroundings can remain limited*. *Partly for this reason*, *the entire North-South metro line design has been favourably received in specialist publications* (*see Aart Oxenaar in* De Architect 29/5, 1998, *among others)*.
The lift housing is relatively close to the pavement, *in front of the buildings with the addresses*, *Vijzel Street nos*. *3 and 5*, *near the corner of Weteringschans*. *These houses have retained some of their historic value*. *The lift housing*, *at 4.2 metres high*, *reaches roughly the first-floor windowsills of these and nearby buildings*, *a height that is marked by cornices on the facades and additions such as billboards and sun blinds*. *The lift housing fits in completely with the scale of what is to be found at ground level in the vicinity*, *viz*. *shops*, *restaurants and bars and other service outlets*. *Architecturally*, *it is totally different*, *but its overall transparency and neutrality ensure it does not really stand out*. *The proximity to the facades of the existing buildings does not counteract this*.*'*

In November 2005, the Objections Committee (*Bezwaarschriftencommissie)* ruled that Prof Bekkering, in his opinion dated 23 May 2005, had sufficiently refuted the objections made by the CWM, and that the City of Amsterdam's Executive Committee, in adopting this and earlier arguments, was justified in laying aside the CWM's negative report.

Archaeology

In accordance with the guidelines laid down in the Malta Convention, archaeological investigations have been and are being carried out during the construction of the tunnel 30 metres underground. The City of Amsterdam has set aside 6 million euros for this work. Archaeological research was carried out in the initial phase, long before the start of construction work: this centred on Station Island (*Stationseiland*), Damrak and Rokin. These are the sites of medieval Amsterdam and the River Amstel's IJ estuary. Pro-active archaeological supervision will take place or has taken place at the Vijzelgracht and Ceintuurbaan stations, and in Amsterdam North as far as the Willemssluizen (locks). A practical approach was adopted. This entails the archaeology being fitted in alongside the civil engineering work. No separate inventorial field research is done: instead, it takes place when the foundations for the stations are being excavated. The archaeological research/excavations are mostly done in the evening. The situation underground is documented as much as possible. During the day, the civil engineering work is also supervised by archaeologists to secure material and prepare for the evening's research work. In addition, all the material that comes to the surface is sifted and documented. So far, the most important finds have been made in the Damrak-Rokin area.[132]

Consequences for the UNESCO nomination

Visual impact

The North-South metro line follows an underground route between Central Station and Weteringcircuit. On street level, only the station entrances are visible along Rokin (buffer zone) and the Vijzelgracht (property). Only the part of Vijzelgracht Station which is aboveground will be dealt with from now on. There will be three entrances, only one of which, the entrance near Maison Descartes, will be within the property. This entrance is only visible

[132] *Vitruvius*, vol. 1, no. 4, July 2008.

from Vijzel Street and partially visible from Prinsengracht canal. The lift and lift housing designed by Benthem Crouwel Architects is as far as possible transparent (for the most part glass). The use of transparent materials and its height, 4.20 metres, makes the modern design restrained.

Authenticity and Integrity
The design of the lift housing and the entrance to the North-South metro line is modern and at the same time restrained

Progress so far
Recently, work began on excavating the Vijzelgracht and building the station. On 19 June 2008, a leak occurred in a joint between two restraining wall panels of the excavated site for the station, and led to a number of nearby buildings subsiding and having to be evacuated and shored up (Vijzelgracht 20-24). An inquiry is underway into the Vijzelgracht Station leak and the subsidence of the building.

5.3.5 Construction Plan Kop Singel (Haringpakkerstoren)

Project description:
The project concerns the planned construction of a tower with surrounding buildings. The design of the tower is based on the Haringpakkerstoren, which was pulled down in the 19th century. The new development will be located at the end of Singel canal near the abutment of Haringpakkersbrug (bridge no. 58) on the extension of Prins Hendrikkade. The project is the initiative of a number of private individuals and was taken over in 2005 by Amsterdam Urban Restoration PLC (*Stadsherstel Amsterdam NV*). Amsterdam Urban Restoration buys historically valuable buildings, restores them and maintains them in perpetuity.

Location:
The uneven side of Singel canal near Prins Hendrikkade, in the buffer zone, bordering on the property.

Status:
The project is in the provisional design phase.

History and decision-making process
- In August 2005, during a press conference to mark its 50th anniversary, Amsterdam Urban Restoration announced it hoped to build a tower on the site of the Haringpakkerstoren, which was demolished in 1829. Amsterdam Urban Restoration's intention, in constructing the tower, was to restore a city view and, in the process, stimulate improvements to the quality of the surrounding area. The tower is to be used as office space, if possible by the creative industry sector. The street and cellar levels of the surrounding buildings will be given over to a catering facility.
- Amsterdam Urban Restoration will be responsible for the total cost of the project, including the cost of preparing the land for construction and of any necessary inspections.
- The wooden spire will be a reconstruction of the one added to the original medieval tower in the 17th century and is based on an early 19th-century surveyor's drawing. The brick tower base will be an interpretation of the medieval city-defences tower. The surrounding buildings will be of contemporary architectural design.

- Central Amsterdam district has been in consultation with Amsterdam Urban Restoration about this project since before August 2005. On 26 April 2005, the Executive Committee wrote to Amsterdam Urban Restoration saying that the district would in principle cooperate in the necessary procedures, once a request for building permission had been received.
- The City of Amsterdam has assisted in the adoption of a boundary correction (decision City Council and decision District Council 21 December 2005). Before this decision, part of the project location was within the metropolitan area Station Island (*Stationseiland*).
- On 11 July 2006, the Executive Committee of Central Amsterdam district approved the project commission, after various investigations had been conducted.

Investigations and recommendations

From December 2005, Central Amsterdam district's official project team started the preparatory investigation into the zoning plan and into the reorganisation of the public area (see source no. H 1). Furthermore, the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) has provided a response (not requested) to the plan (source no. H 5), and the Bureau of Monuments and Archaeology (BMA) has, in consultation with the district, carried out an archaeological investigation of the site. The results are summarised below.

1. The air quality investigation (*luchtkwaliteitonderzoek*) has been completed (IBA, July 2006, actualisation to follow); Result: The tower will not have a significant effect on air quality (see source no. H 2).
2. The High-Rise Impact Report Haringpakkerstoren Amsterdam (*De HoogbouwEffect Rapportage* [HER] *Haringpakkerstoren Amsterdam*; Physical Planning Department, May 2007) was sent for examination by the Advisory Commission of the City of Amsterdam on 5 September 2007. The Report concluded that a tower on the site would add to the cityscape and improve the skyline. A tower would combine well with a number of existing towers (South Church [*Zuiderkerk*], Old Church [*Oudekerk*], New Church [*Nieuwe Kerk*], the church, Posthoornkerk and the domes on the Royal Palace [*Paleis op de Dam*] and the Sonesta). It will be a new point of reference and will form a striking highlight at the beginning of Prins Hendrikkade. As far as visibility from a distance is concerned, there is certainly no negative effect (see source no. H 3).
3. From 30 November 2005, the Building Aesthetics Agency has been regularly informed about the project through preliminary consultation, and discussions on drawing up aesthetics criteria for an evaluation framework (for reports, see source no. H 4).
4. On 21 July 2006, the Netherlands Department for Conservation (RDMZ) (now the National Service for Archaeology, Cultural Landscape and Built Heritage ; RACM) delivered unsolicited recommendations concerning the project to Central Amsterdam district's Executive Committee. These include the following:
    a. A thorough and expert town planning and historic investigation should be instigated;
    b. The choice should be made for a top-quality contemporary allusion to the original tower and not for a reconstruction which could only partially be realised;
    c. Bear in mind the imminent application to UNESCO that the ring of canals be included on the World Heritage List.

    See source no. H 5.
5. The Archaeology Department of the Bureau of Monuments and Archaeology has conducted a historical location investigation. Based on historical sources, an overview

of the anticipated archaeological value has been compiled (31 March 2006). The site's archaeological value has been rated as high. Prior to construction work beginning, archaeological research, in the form of inventorial field research (*inventariserend veldonderzoek*, *IVO*) or archaeological digs (*archeologische opgraving AO)*, is compulsory.

6. The district's public apace department (*sector Openbare Ruimte*) has drafted a proposal for the redevelopment of the site together with an estimate of the cost. The development will follow the guidelines laid down in the Manual for the Redevelopment of the Public Space (*Handboek Inrichting Openbare Ruimte*). The district will invest in the public space with the aim of improving its quality and appeal as a residential area. The public space in this area is badly in need of improvement and is moreover, according to the police responsible for the neighbourhood, viewed locally as unpleasant and unsafe.

Consequences for the UNESCO nomination

The plans are still in the preliminary design phase. The design concerns a new development inspired by the complex made up of the Haringpakkerstoren and adjoining buildings, which were demolished in 1829. The location of the historical complex (which made way for the road that became Prins Hendrikkade) was about 20 metres to the northeast of the proposed construction site. The design of the top part of the tower is based on an 1813 drawing by the architect Abraham van der Hart and will be built by master craftsmen using the best materials. The body of the tower, as far as material and details are concerned, will be a new construction, which will include references to the old tower so as to form a whole (architecturally and visually) with the upper part. The buildings surrounding the tower will be built in a contemporary architectural style which will harmonise with the characteristics of the city centre, and which will be visually distinct from the tower construction although joined by glass roofs.

Bearing in mind the principles and guidelines laid down in the Vienna Charter (2005) and the Operational Guidelines (2005), Chapter II E on integrity and/or authenticity, the following remarks can be made regarding the design.

Authenticity

Article 7 of the Vienna Charter defines the historic urban landscape as follows: 'ensembles of any group of buildings, structures and open spaces, in their natural and ecological context, including archaeological and palaeontology sites, constituting human settlements in an urban environment over a relevant period of time, the cohesion and value of which are recognized from the archaeological, architectural, prehistoric, historic, scientific, aesthetic, social-cultural or ecological point of view'.
Article 21 of the Charter's guidelines for conservation management states: 'Taking into account the basic definition (according to Article 7 of this Charter), urban planning, contemporary architecture and preservation of the historic urban landscape should avoid all forms of pseudo-historical design….'
Paragraph 86 of the Operational Guidelines states, in relation to authenticity, that: 'the reconstruction of archaeological remains or historic buildings or districts is justifiable only in exceptional circumstances. Reconstruction is acceptable only on the basis of complete and detailed documentation and to no extent on conjecture'.

A strict interpretation of the texts would draw the conclusion that the design fails to comply with the principles of the guidelines concerning authenticity. The design concerns an architectural ensemble which will partly be constructed in contemporary style (surrounding buildings), and partly, in (reproduction) historical style (the body of the tower). To the untutored eye the latter will appear to be an old historical tower, the more so because the upper part will be a reconstruction based on detailed historical information. The exceptional circumstances, whereby reconstruction is allowed under Paragraph 86 of the Operational guidelines, are not present.

The following remarks, however, can be made. In the UNESCO documents, the idea of authenticity is firstly connected to cultural heritage in a material sense and is primarily object related. This refers to the conservation of historical buildings and structures, to the authenticity of the material elements of the area and the relation between these elements in their physical, cultural, urban and rural context.
Traditional ideas about authenticity, which led built heritage conservation theory and practice in the last century, have recently become really dynamic.[133] This issue is also under discussion within UNESCO. The alternative interpretations of the meaning of 'authenticity' arise out of intangible considerations relating to notions of a political, cultural-historical (religion, folk culture), spiritual and commemorative nature. From the standpoint of a wider interpretation of the meaning of authenticity, a development plan such as this is justified. Amsterdam Urban Renovation PLC, in the light of its aims (see source no. H6), intends that the tower should function as a landmark, as a reminder of and a delineation to the border of the medieval city and the 17th-century ring of canals. The design of and material used in the tower should, in the spirit of the protected historical cityscape, contribute to the visualisation of these ideas.

Integrity

There are no buildings on the site of the tower development; it has mainly been used by vehicles from the 20th century. Because the proposed development does not satisfy the quality demands of the Manual for the Redevelopment of the Public Space and because the area is in need of improvement, the quality of the public space is important in regard to the project.
In 2007, a radar survey of the construction site was carried out. This showed the existence in various places of solid remains. These are probably from stone scaffolding, rubble from the demolition of the Haringpakkerstoren, an embankment or part of the city walls. These remains are below the construction level of the proposed development.
Conclusion: considering that the quality of the location in terms of urban development has changed through the years, it can hardly be said that the urban fabric or the integrity of the location will be damaged.

133 For background information on the development of the idea of 'authenticity', see: Koos Bosma, *Het post-Belvederetijdperk*: *cultuurhistorisch beleid verankerd in de ruimtelijke ordening en in de ontwerpopgave*, The Hague: Atelier Rijksbouwmeester, 2008.

Visual impact

The construction site is in the buffer zone, just beyond the boundary of the property. The tower will be 45.60 metres high and has a 300-square-metre 'footprint', which includes the adjoining buildings. These buildings will be able to be seen from the direct vicinity of the tower and from a small section of the property. As a vertical feature, the tower will itself be visible from a greater distance.
From the property, the tower is mainly to be seen from Singel canal; from the even-side of Singel canal roughly as far as Berg Street. The tower's visibility from Singel canal can be compared to that of the 55-metre-high Wagon Lits office building (Bentham Crouwel, 1991-1992) on Western Station Island (*Westelijk Stationseiland*). The view of these office buildings will actually be partially blocked by the new tower. The border of the property lies on the north side of Droogbak. The tower will be more or less visible from here as far as the intersection of Droogbak and Buiten Wieringer Street. It will not be visible from other public streets in the property.
The conclusion is that there is major visual impact on the cityscape in the property and in the buffer zone.

Progress so far

- There is a detailed provisional design for the tower (including installations). The Building Aesthetics and Built Heritage Agency has, through the framework of preliminary talks, provided recommendations on this since 30 November 2005. The last recommendations were dated 21 May 2008; the comments/objections at present are mainly to do with (technical) details. With regards to architectural and urban planning issues, it has been noted that the quality of the plan has improved.
- As yet no building permit has been applied for.
- There have been discussions between Central Amsterdam district and Amsterdam Urban Restoration concerning the design and the requirements laid down in UNESCO's Vienna Charter about the relationship to historical urban landscapes. There have also been talks with the Bureau of Monuments and Archaeology (August-October 2008).
- This has led to Amsterdam Urban Restoration drawing up a 'defence' of the development plan (24 October 2008).
- The zoning plan has to be revised for the building plan. The hope is that a zoning plan (including appendices) and draft building aesthetics criteria will be decided upon by the district council at the same time.

5.3.6.Overhoeks project

Project description
The plan for the site (formerly the Shell premises) comprises the construction of 2,200 homes, offices, restaurants, hotels, cultural and other social facilities. The provision of green space, such as a bank-side park and recreational facilities along Buiksloter Canal (*Buiksloterkanaal*) are also envisaged. Overhoeks will be realised by public/private co-operation between seven partners (ING Real Estate, Amsterdam City Council, Amsterdam North District, Ymere, Vesteda, Shell and the Film Museum).

Location
The area is in Amsterdam North and is bordered by the IJ, Buiksloter Road, the Buiksloter Canal and Johan van Hasselt Canal, outside the buffer zone, about 250 metres from the conservation area, 'Amsterdam within the Singelgracht Canal'.

Status
Major city plan

History and decision-making process

Urban development plan
The Urban Development Plan was adopted in September 2004 (preceded by a Project order).
The Urban Development Plan comprises two parts. The northern part, the 'Campus', will be made up of buildings 8 to 9 storeys high (to a maximum of 35 metres) grouped round enclosed gardens. This part accounts for roughly half the development, and the accent will be on residential, working and non-commercial facilities.
The southern part of the planned site will be given over to a 'Strip' of high-rise blocks. Besides the Overhoeks Tower (*Toren Overhoeks*, the Shell Tower) and the Great Laboratory (*Groot Laboratorium*), the strip will comprise five new high-rise towers grouped round a number of gardens. The 'footprint' of the towers is 1,000 square metres per storey. To guarantee a relatively 'slim-line' look to the individual towers, each will be divided into two parts, staggered between 5 and 10 metres apart. The parts will be of differing heights, varying from between 75 and 110 metres. The strip will be a mixed development containing homes, hotels, offices, and cultural and catering facilities. At ground level, squares will be built round the towers, containing shops, restaurants, cafés and other facilities.
The angular twist between the Strip and the Campus will be accentuated by the 'Green Wedge', alongside the IJ where the new Film Museum will be built. The most important open spaces in the development site will be the Oever Park, the 'Green Wedge', and the enclosed gardens in the campus.

A zoning plan drawn up on the basis of the Urban Development Plan was adopted on 2 July 2008 (see below). A cooperative agreement with ING and Shell was signed in December 2005, which, in short, states that Shell will take over part of the development (New Technology Centre) and will sell the remaining 20 hectares to the City of Amsterdam. The council will transfer the land on a long-lease basis to ING, which will be responsible for the construction (a maximum of 437,000 square metres of development, i.e., about 2,200 homes and 130,000 square metres given over to other facilities).

Zoning plan
On 20 March 2007, the Provincial Executive of North Holland voted to approve the zoning plan, Overhoeks, which was approved by the City of Amsterdam on 18 October 2006. The North Amsterdam Built Heritage Foundation (*Stichting Monumenten Amsterdam-Noord*; SMN) and the Society of Friends of Amsterdam's City Centre (*Vereniging Vrienden van de Amsterdamse Binnenstad*) registered an objection to this decision with the Council of State (*Raad van State*). Both organisations objected to the high-rise development because of its effect on the inner city. They argued that the high-rise development would damage the conservation area and the open quality of the views of the IJ from the inner city, and it would lead to a loss of 'typical, architectural features of the inner city'. Furthermore, according to the Society of Friends of Amsterdam's City Centre, 'the development would mean

Amsterdam's 17th-century ring of canals would not be able to obtain the status of World Heritage Site'. The Council of State's administrative-judicial department then instructed the Administrative Justice for the Environment and Town Planning Foundation (*Stichting Advisering Bestuursrechtspraak voor Milieu en Ruimtelijke Ordening*; StAB) to launch an inquiry under Article 8:47 of the General Administrative Law Act (*Algemene Wet Bestuursrecht*; Awb). The StAB's guiding principle for its recommendations of 26 February 2007, concerning the visibility of the high-rise development from the inner city, was the map of sightlines and the montage photos from the supplementary High-Rise Effect Report produced by the Physical Planning Department in 2004 (see below). Using the evidence in the sightlines map, the foundation ruled that, from all points in the inner city from where the high-rise development would be visible, there would not be 'unacceptable damage' to the open quality of the views of the IJ and that the visibility of the development would not result in the 'fixing of a dominant image'. With regard to the World Heritage Site status, used as an argument by the Society of Friends of Amsterdam's City Centre, the foundation cited, in its ruling, UNESCO's Declaration on the Conservation of Historic Urban Landscapes (Adoption of a Declaration on the Conservation of Historic Urban Landscapes, p. 1) as well as the notes to the decision to designate 'Amsterdam within the Singelgracht canal' as a conservation area. The conclusion was that 'bearing in mind the findings concerning the visibility of the high-rise development from the inner city (…) the plan in question does not endanger obtaining the status of World Heritage Site'. See appendix: The Recommendations of the Administrative Justice for the Environment and Town Planning Foundation (*Advies Stichting Advisering Bestuursrechtspraak voor Milieu en Ruimtelijke Ordening*) of 26 February 2008.

On 2 July 2008, the Council of State declared the objections to the Overhoeks zoning plan unfounded, thereby ratifying the zoning plan, and making it possible to start further developments to the construction plans.

Consequences of the nomination of the 17th-century ring of canals as a UNESCO site
What impact will the high-rise buildings in the Overhoeks development have on the property and the buffer zone?

Visual impact
Behind the Overhoeks Tower (75 metres high), there will be five towers – staggered and separated from each other – which, seen from Overhoeks, will be 75,110, 100, 75 and 90 metres tall. In 2003, a High-Rise Effects Report was compiled, and augmented in June 2004. This charts the visual effects of the towers on areas including the inner city, where they can be seen from Prins Hendrikkade/Oude Waal (buffer zone), Brugsteeg (buffer zone), Nieuwezijds Voorburgwal (buffer zone), Singelgracht canal from Haarlemmersluis (buffer zone/property border) Palm street (buffer zone) and Willemsstraat (buffer zone).
Prins Hendrikkade/Oude Waal: the towers are clearly visible from this point.
Brugsteeg: the highest tower will be visible behind the station from this point. This will affect the silhouette of the station building. The extent of the damage to the view will depend on the design and materials used for the tower.
Nieuwezijds Voorburgwal: the highest towers will be visible from the bend in Nieuwezijds Voorburgwal near Korte Kolksteeg.
Singel canal/Haarlemmersluis (bridge no. 14): here, the image of the city is dominated by the silver tower next to the Ibis Hotel. The new towers directly behind the Overhoeks Tower will be obscured by the Ibis tower.

Palmstraat (Jordaan): the new towers will be visible from Palm Street in the distance, on the horizon.
Willemsstraat (Jordaan district): Overhoeks Tower is in the centre of the view from Willemsstraat. The new development behind Overhoeks, partially visible from this street, will to an extent fill in the horizon.

In general: the new towers (still unknown) will influence the visual impact.

Authenticity and integrity
The answer to the question of how the Overhoeks high-rise development will affect the authenticity and integrity of the designated property depends on how much importance is given to the visual relationship between the ring of canals and the IJ. In the present structural concept, it is generally supposed that Amsterdam's inner city 'faces' the IJ. The western and eastern islands originated as water defences; in the 19th century, they grew into 'islands' with economic and industrial purposes; nowadays, they are being transformed into residential and business areas, which is bestowing them a new identity, thus changing their relationship with the historic inner city.
The high-rise development policy is constrained in view of this context: the height of new buildings is restricted, as are their locations and each project has to be drawn up with care in relation to the historic inner city. These principles will be realised within the framework of the structural plan.

In an historical context, it can be said that, in the 17th and 18th centuries, clear sightlines (interrupted by bridges and locks) to the IJ were only available from Singel canal and Prinsengracht canal in the western ring of canals. These sightlines were blocked firstly by the railway dyke constructed in the 19th century and, later, in the 20th century, by the Ibis Hotel, the silver tower and, in the distance, the Shell Tower, as well as recent developments on the island, Westerdokseiland. The high-rise Overhoeks development is not visible from the property, except from the end of Singel canal on the border of the buffer zone near Haarlemmersluis. The high-rise development is clearly visible from many areas of the buffer zone.

Progress so far
Phase 1 of the 'Campus' part of the plan is under construction: the first homes will be ready for occupation at the end of 2009. Construction of the 'Strip', the band of high-rise buildings directly behind the Overhoeks Tower, has begun. The Overhoeks Tower, the Great Laboratory and part of the Strip will be handed over to ING; further construction and other work will follow. The whole development site will be ready between 2018 and 2020.

5.3.7 Westerdokseiland

Brief project description
The Westerdokseiland project concerns the redevelopment of areas including a train shunting yard to the northwest of the property. Homes for about 2,000 people and employment opportunities for about 5,000 people will be provided in the development. The project will be characterised by a high density of buildings, and a wide diversity of uses and living styles.

Location
Former train shunting yard in Westerdokseiland, the 'Kop' (the head, or end point) of the Westerdok and Stenen Hoofd, bordered by the IJ, Westerdoksdijk and Westerdok about 200 metres from the northern border of the property.

Status
Under construction.

History and decision-making process

Westerdokseiland
On 17 March 1999, Amsterdam City Council adopted the Westerdokseiland Urban Development Programme of Requirements (*Stedenbouwkundig Programma van Eisen*, SPvE). This signalled the start of the redevelopment of the area (including the Kop of the Wester-IJdok (the Western IJ dock). The council decided that a minimum of 900 homes, about 80,000 square metres of non-residential accommodation and at least 60 berths for houseboats should be provided at Westerdokseiland. Westerdokseiland is divided in the Northern Block 1st and 2nd phase (or Westerkaap I and II), the Middle Block (or VOC Cour), and the South Block (La Grand Cour). The construction of this area harmonises with the compact, brick inner city and western islands.
The Wester-IJdok will be located in the southeast corner of Westerdokseiland, partially in the IJ. This block is the counterpart to the end of the Oostelijk-Handelskade. These two developments to the west of Central Station form a symmetrical reflection along the city's historic front: Oudezijds Wallen and Nieuwezijds Wallen, Oudezijds Kolk and Nieuwezijds Kolk, the Church of St Nicholas (*Nicolaaskerk*) and the Posthoorn Church (*Posthoornkerk*). The scale of this complex of buildings is related to the grain silos, the Harbour Building (*Havengebouw*) and the Kop Oostelijke Handelskade.

The Westerdokseiland Urban Development Plan (*Stedenbouwkundig Plan voor Westerdokseiland*) was adopted in 2001 and ratified by the Council of State on the 6 April 2005. Eleven parties and individuals objected to the Westerdokseiland zoning plan, including the Heemschut Union (*Bond Heemschut*), the Working Group Westerdoks Houseboats (*Werkgroep woon-schepen Westerdoks*), Amsterdam Water Front (*Waterig Amsterdam Front*), Golden Reael Neighbourhood Bond (*Wijkopbouworgaan Gouden Reael)* and the Society of Friends of Amsterdam's City Centre (*Vereniging Vrienden van de Amsterdamse Binnenstad*). Most of the objections concerned the reorganisation of houseboats and the scale of the development in relation to the view from the old city. The section, Western IJ Dock, was twice dealt with by the Council of State and, following modification (survey of the sightlines Western IJ Dock on the planning map), was also adopted in 2005.

The material to be used, according to the Urban Development Plan, is the composite brick-built block. The maximum height will be 36.75 metres above the quay and 35 metres above Westerdoksdijk. The street layout will harmonise with that of the ring of canals and is based on the guidelines laid out in the Manual for the Redevelopment of the Public Space. The guiding principle is to use the same materials as in the surface relief of the ring of canals, i.e., red brick and natural stone kerbing (main roads are an exception and will be of black asphalt). The vast majority of homes are situated in three blocks: north, central and south. The first buildings in the north block were started on 11 November 2004. Most of the non-residential structures have been built in Western IJ Dock.

Western IJ Dock (Kop of Westerdokseiland)
A separate Urban Development Plan has been drawn up for the Kop (adopted on 3 July 2001). The maximum construction height will be 46 metres above Normal Amsterdam Water Level (*Normaal Amsterdams Peil*; NAP). Gaps have been designed in the new blocks to afford views of the IJ from various parts of the historic inner city (including from Keizergracht canal).
The Kop is behind Westerdokseiland and is barely visible from the ring of canals.
The Kop development will include a hotel (300 rooms, on 11 floors), 59 luxury owner-occupier houses, Amsterdam's Court Building (relocated from the Prinsengracht canal and other locations and comprising about 30,000 square metres), National Police Force Services (*Korps Landelijke Politie Diensten*, KLPD) and Inland Waterways Board (*Binnenwaterbeheer*) offices and a yachting marina (temporary berths for sea-going yachts to be run by the hotel). Parking facilities will largely be located in garages inside the buildings.
A public parking garage will be situated underneath the Western IJ Dock complex. A new square will be built alongside the marina, with services such as cafés, restaurants and other small businesses.
The development plan for the Kop has been halted for four years due to judicial procedures (zoning plan) and the slow demand for business premises. In 2005, the Government Building Agency (*Rijksgebouwendienst*) decided to locate the Amsterdam Court building here and the plan was again taken up.

Stenen Hoofd
Stenen Hoofd (Stone Head) is a former pier on the northeastern side of Westerdokdijk and will be given over to public use.

<u>Consequences for the UNESCO nomination</u>

Visual Impact
There are sightlines from the property, from Prinsengracht canal and Binnen Brouwers Street (leading on from Keizersgracht canal), towards Westerdokseiland. The new Westerdokseiland development will block the sightline from Prinsengracht canal to the IJ. Since the 19th century, this sightline has been partially blocked by the railway embankment. Gaps have been left in the new blocks in front of the Kop, the Western IJ Dock, to secure views of the IJ from Keizersgracht canal/Binnen Brouwers Street. 'In situ' inspections revealed that this view was blocked by a tree. As far as can be ascertained from the sightlines studies, the new development at the end of Westerdokseiland will have no visual impact on the property. The gaps in the buildings will preserve the views to the IJ and on to the horizon.

Conclusion: there will be considerable visual impact on the property as an important sightline will be interrupted. However, it must be pointed out that the original sightlines did not afford direct views of the IJ or the harbour front. They did, of course, afford views of the open horizon, giving a sense of space.

Authenticity and integrity
The new Westerdokseiland development is outside the buffer zone. The civic design combines references from different epochs in Amsterdam's development, with the aim of making Westerdokseiland a logical link between the 17th-century inner city and the 19th-century harbour area around the IJ. The development thus harmonises with recent

Amsterdam tradition in civic design illustrated in the developments in the southern shore of the IJ and the islands.
The relationship to the authenticity and integrity of the property cannot be indicated.

Progress so far

Westerdokseiland
The completion process of the development started in 2007 and will be finished halfway through 2009. The 'La Grande Cour' block and 'Westerkaap I' have been completed and handed over to the residents. It is expected that 'Westerkaap II' and 'VOC Cour' will have been handed over by the middle of 2009. Work has begun on the final street-level layout around 'La Grande Cour'. The progress of the street-level work is dependant on the speed of the completion and handing over of the remaining blocks on the island. Where necessary, temporary surfaces will be laid. The restaurant, 'Open', began catering to the public at the beginning of this year. It is housed in a structure on the Western Dock's (*Westerdok*) former railway swing bridge.

Western IJ Dock (Kop of the Westerdokseiland)
The construction of boat collision defences (*aanvaarbescherming*) started in June 2008 and will be completed in 2012/2013. The necessary contracts were signed in February 2008 with Fortis Real Estate (*Fortis Vastgoed*), the Government Building Agency and the City of Amsterdam.

Stenen Hoofd
A Strategy Resolution (first plan, formulation phase) is being prepared for the re-zoning of Stenen Hoofd. It is hoped that Stenen Hoofd will remain open to the public.

5.3.8 Coalition Project 1012 (Coalitieproject 1012)

Project description
Coalition Project 1012 aims to take a far-reaching approach to one of the oldest parts of Amsterdam's city centre. The goal is to inhibit the crime-conducive infrastructure of the city's red light district (the area centred on the Oudezijds Voorburgwal and Oudezijds Achterburgwal canals known as the Wallen), and combat the degeneration of the Damrak, the street that serves as an entrance to the city from Central Station, by means of a large-scale, radical alteration of the area's function. The unique cultural and historic value of this part of the city is the starting-point for creating a high-quality, attractive and accessible environment.

Location
The 1012 postcode area is bordered by the Prins Hendrikkade, the Singel canal, the Kloveniersburgwal/Geldersekade canals and the Munt square; the area to the west of the Spuistraat lies within the property, the rest of the project area is in the buffer zone.

Status
Coalition Project. A collaboration between the City of Amsterdam and the Central Amsterdam District.

History and decision-making process

In 1997, one of the findings of a parliamentary inquiry on crime detection was that the Wallen (the red light district) was in the hands of organised crime. This prompted the City of Amsterdam to make a concerted effort to tackle the problems in the area, leading to the foundation of the Van Traa Team. Working with partners including the organisations NV Zeedijk and NV Stadsgoed, the team has acquired around 100 properties. The buildings have thus successfully been kept out of criminal hands and subsequent to redevelopment given a new function. In 2005, the Central Amsterdam District initiated a targeted approach to the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area, with a view to achieving a general enhancement of the neighbourhood by actively tackling the physical infrastructure, nuisance in the street, and law enforcement in the widest sense. Leading on from this policy, in 2006 the Wallen Coordination Team was set up to take responsibility for surveillance and law enforcement in this part of the central Amsterdam district.

Because of the complexity of the task and the wide-ranging ambitions for a substantial enhancement of the Wallen area and the nearby Damrak and Rokin, in summer 2007 the City of Amsterdam (represented by the Mayor and the Alderman for Economic Affairs), and the Central Amsterdam District (represented by the Chairman and Alderman for Public Space and Economic Affairs) initiated a process of consultation between the two local government bodies, and the collaboration was formalised as a so-called coalition project in a resolution adopted on 4 December 2007. The administrative coalition is responsible for inhibiting both the crime-conducive infrastructure in the Wallen area in particular, and the degeneration of the Damrak.
Moreover, there was an urgent desire to achieve a substantial enhancement to the area that forms an entrance to the city. Historically and spatially, the Damrak and Rokin have a key function in the city, but suffer from a lack of quality both in terms of architecture and function – the usage of the real estate. The proposed remodelling of the street layout, referred to as the 'Red Carpet' (see below), is an essential element. Another instrument both to reduce crime-conducive property functions and realise a qualitative improvement is to intervene in the use of real estate. A new premium-quality entrance area fits within the concept of the *Amsterdam Topstad* programme.
Furthermore, there are a range of projects already running in the area which can reinforce the Project 1012 quality impulse: the construction of the North-South Metro Line and car park beneath the Rokin; the development of a business plan for the *Beurs van Berlage* building; the restoration of the *Blauwlaken* block of buildings; the extension of Hotel Krasnapolsky; the renovation of the Royal Palace on Dam Square; the renovation and construction of the university in the grounds of the *Binnengasthuis*; the extension of the Hotel de l'Europe; the renewal of the Oudezijds Voorburgwal and Oudezijds Achterburgwal canals; the acquisition and change in function of properties formerly owned by prostitution and sex shop entrepreneur Charles Geerts; and the acquisition and change in function of the Mata Hari building, a former gambling club.
The Coalition Project 1012 aims to link and extend these developments, as well as to coordinate projects undertaken in cooperation with private parties.

The resolution approving the establishment of Coalition Project 1012 (*Instellingsbesluit Coalitieproject 1012*) and the Shared Principles memorandum, commissioned by the board by the City of Amsterdam Project Management Bureau (PMB), refer to a range of action and strategic projects. There are four aspects to the approach:

1. The continuation of matters that are already running successfully: the renewal of the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area with associated traffic measures, the remodelling of the street layout for the Damrak and Rokin, integral action to enforce the terms of existing permits, the application of the Public Administration Probity Screening Act (*Bevordering van de integriteitbeoordelingen door het openbaar bestuur – Bibob*), mediation and where necessary financial contribution to the acquisition of real estate.
2. Future perspective: clarity on the desired and commercially feasible functions in the project site, focusing on the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area, the Damrak and Rokin (analysis and scenario study).
3. Acquisition strategy: the establishment of an acquisition strategy, including a model acquisition protocol, a survey of all possible legally legitimate means and possible special financing constructions.
4. Strategic projects: the promotion and monitoring of the quality of projects that could have a flywheel effect on the desired enhancement of the area:

a) Extension of the Hotel Victoria
b) Redevelopment of C&A Damrak department store
c) 2-4 Dam Square
d) Remodelling of the Damrak canal
e) Business plan for the *Beurs van Berlage* + Beursplein + Euronext
f) Redevelopment of the Bijenkorf department store underground car park
g) Redevelopment of the Hotel Krasnapolsky underground car park
h) Fortis Building, Rokin
i) Underground parking facilities, North-South Metro Line, Rokin
j) 'Red Carpet' remodelled street layout
k) Redevelopment of Mata Hari building
l) *Ons' Lieve Heer op Solder* ('Our Lord in the Attic') museum and church
m) Planning of underground parking facilities on the Geldersekade canal
n) Development possibilities for Chinatown
o) Remodelling of the street layout in the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area
p) Extension of the Hotel de l'Europe
q) Extension of the library in the grounds of the *Binnengasthuis*

<u>The Red Carpet</u>

One of the key projects within Coalition 1012 as a whole is known as the Red Carpet. Its goal is to give the 'entrance' to the city – along the route of the North-South Metro Line in the historic city centre from Station Square to the Weteringschans – a new, enhanced atmosphere. This not only involves remodelling the public space, but also redeveloping buildings and their functions. A range of other projects, such as the remodelling of the Leidseplein and Rembrandtplein squares, will be coordinated with the Red Carpet, so they are mutually complementary.
A draft document has been drawn up, setting out the basic principles for remodelling the public space. It is scheduled for approval by the Central Amsterdam District Executive Committee and the City of Amsterdam Municipal Executive in mid-November 2008, after which it will be released for public consultation. The public consultation procedure was scheduled to begin in January 2009.

Consequences for the UNESCO nomination of the 17th-century ring of canals
At present, none of the projects referred to are at a stage that is sufficiently concrete for an assessment to be made of the possible affects on the property and buffer zone. The first plans are not expected to be handled before November 2008.
According to the vision on cultural history drawn up by the Bureau of Monuments & Archaeology (BMA) and the Central Amsterdam District, the qualities of the property and buffer zone would be explicitly stated (report completed end of October 2008) and a proposal made for the 'operationalisation' of these qualities, and how this can be linked to the various projects in the Strategy Resolution.

Current situation
The Project Organisation established by the City of Amsterdam and the Central Amsterdam District (7 December 2007) has been working on the draft Strategy Resolution (completed in Autumn 2008), detailing the strategic projects referred to above. At the same time, the dialogue with residents and businesses in the area is being continued, and consultation with market players on development and investment possibilities in the area is being intensified. This partly forms the basis for the content of the resolution.

In mid-February 2008, the Chair of the Central Amsterdam District Executive Committee presented BMA's Classification Map for Historic Architectural Value (*Bouwhistorische Waardenkaart*) in the medieval city centre to the project manager of Coalition Project 1012. BMA and the Central Amsterdam District have been working to establish a vision on cultural history for the project area (completed October 2008). This will be included in the Strategy Resolution.
In autumn 2008, wide public consultation was organised with residents and businesses in the area, to exchange ideas on the vision for the future of the 1012 area. The results will be taken into account in the draft Strategy Resolution 1012 for approval by the City of Amsterdam and the Central Amsterdam District in spring 2009.

5.3.9 Chinatown Amsterdam

Project description:
Strengthening the economic fabric of 'Chinatown'. Since the beginning of the 20th century, many Chinese people have settled in the area and set up businesses. The area is distinctive in Amsterdam because of the predominance of Chinese and Asian businesses, restaurants and amenities, and the presence of The Netherlands' only Buddhist temple.

Location:
The area surrounds the Zeedijk and its side streets and alleyways, the Geldersekade canal, the Nieuwmarkt square and the Binnen Bantammerstraat. The area lies within the buffer zone.

Status:
Coalition Project. A collaboration between the City of Amsterdam and the Central Amsterdam District.

History and decision-making process

On 6 May 2008, the Central Amsterdam District Executive Committee approved a memorandum entitled Chinatown Amsterdam (source no. F 1). This was preceded by a variety of initiatives by a wide range of parties (residents, businesses, councillors), and the presentation of two analytical studies. The Central Amsterdam District Executive Committee then responded with a memorandum.
The Coalition Project 1012 is to formulate a concept for the entire 1012 postcode area, to be completed by mid-2009. Chinatown is located within this area. The memorandum is to be presented to the coalition project to serve as building material for the concept. There is a particular focus on Chinatown, because the Executive Committee has established that in its present form the area functions weakly in social and economic terms. The committee sets great store by the continued presence of Chinatown in the neighbourhood and wishes to strengthen it in its present form. It has opted to do so in two ways:

1. Strengthen the economic fabric;
2. Broaden the supply of products and services that reinforce the neighbourhood's Chinese or Asian character.

To strengthen the economic fabric, the Executive Committee will cooperate with initiatives by Chinese entrepreneurs which contribute to a broader supply of products and services in the area. This also applies to initiatives that aim at increasing Chinatown's possibilities as a tourist destination and which encourage and prolong overnight stays by tourists and businesspeople, whether of Chinese or other origin. Efforts will also be made to promote a more attractive and safer environment for visitors by investing in remodelling the public space both of the Zeedijk and its side alleys, and of the Geldersekade. The area's accessibility is to be improved by the provision of underground parking facilities.

To achieve a broader supply of goods and services appropriate to the Chinese and Asian character of the neighbourhood, the Executive Committee will support initiatives for the construction of housing for elderly people of Chinese ethnic origin. It will also support Chinese social, cultural, educational and sports associations in Amsterdam, either in organising temporary activities such as special events in the neighbourhood, or in moving into permanent premises in the area. The Executive Committee also proposes to work actively to interest Chinese cultural organisations in moving into the area, and to support private cultural initiatives such as a cinema or Chinese museum. Moreover, it will also support events that are Asian in character.

Critical factors

An absolute precondition for the Chinatown project is that the historic cityscape must be preserved. The policy document stresses that the conservation, broadening and strengthening of Chinatown must take place within the scope of policy applying to the city centre as a whole. In concrete terms this means that for the Executive Committee there is no question of dispensing with the conservation of the area for the sake of increasing its Asian atmosphere. It is virtually impossible to introduce gates, lions, Chinese streetlamps and other such alterations or additions to the public space, because they are not in keeping with the neighbourhood's historic character as build heritage.
The area's Asian atmosphere derives from the nature of the use of the buildings, and primarily this will have to remain so in future. Characteristically Chinese additions are only possible when they are appropriate and are not detrimental to the historic cityscape.

Moreover, there must also be room for non-Chinese businesses to remain in the area, which must be prevented from becoming mono-functional.
The design of the area will take place in accordance with the guidelines in the Handbook for the Design of Public Space.

Current situation

The Central Amsterdam District is working on a concept Policy Document on Basic Principles for underground parking facilities in the Chinatown area. A variety of possibilities are being considered, such as under the Geldersekade canal or Oosterdok dock. The starting-point for the study is to provide a car park with 350 parking spaces, 70 percent of which are reserved for residents and local businesses and 30 percent for visitors to the area. The city council is due to reach a decision on the matter at the end of 2008.

The consequences for the UNESCO nomination

Visual impact

The neighbourhood has had an Asian character since the beginning of the 20th century. The coming of Chinese people, which has resulted in a neighbourhood with an Asian atmosphere, fits within the concept of Amsterdam as a free port.
Strengthening the neighbourhood's Asian atmosphere must not cause any harm to the conservation area and will primarily have to derive from the use of the buildings in the area. In the first place it should contribute to enhancing the atmosphere of the neighbourhood.

Authenticity and integrity

The neighbourhood lies within the buffer zone and will not essentially change in character (see above). The anticipated developments will not affect the property's authenticity and integrity.

5.3.10 Surface and groundwater levels

Introduction
In an old city like Amsterdam with a specific soil composition and hydrological regime, groundwater problems are a given, and there is limited room for manoeuvre in influencing the groundwater level. Nevertheless, the habitation of Amsterdam is an irreversible fact. The land use both above and below ground is increasingly intensive. To keep Amsterdam habitable, groundwater management is focused on dealing with existing problems and preventing new ones from occurring.
Problems with groundwater can arise if the level in relation to the buildings and land use is either too high or too low.
In Amsterdam, water management is contracted out to Waternet by the city council.

Problems caused by high groundwater levels
High groundwater levels can result in problems such as water in crawl spaces, wet cellars and damp ground floor rooms. Most of these problems occur in Amsterdam's 19th century neighbourhoods, often in buildings that are not in the best structural condition. Specific problems occur in what are known as polder sewerage areas (low-lying areas within polders), all of which lie outside the city centre. In public spaces, the principal groundwater

problems occur in the older public parks, where the land is not raised. Areas of poorly raised land are also affected, with trees dying prematurely due to the high groundwater level. This occurs chiefly in the suburbs of Amsterdam North, Slotervaart and Watergraafsmeer.

Problems caused by low groundwater levels

If the groundwater level is low for a prolonged period, wooden foundation piles can become dry and begin to rot, potentially resulting in building subsidence. The centre of Amsterdam within the Singelgracht canal is largely built on wooden piles, which in many older buildings extend only as far as a shallow silty sand layer to a depth of approximately 8 metres below Amsterdam Ordnance Datum (or Normal Amsterdam Water Level). Today, concrete piles are driven into deeper sand layers (the first or second sand layer). To measure building subsidence, a network of 10,000 survey bolts have been mounted in the facades of buildings in the city centre and other areas.

Problems with high and low groundwater levels in the 17th-century canal belt

- *problems with high groundwater levels*

The drainage depth (the distance between the ground level and the highest water level) in the city centre, which is entirely raised above storage-basin level, is generally quite large (approximately 1.5 metres). With the exception of the Jordaan and Plantagebuurt neighbourhoods (both of which lie within the buffer zone), where the drainage depth is quite small, up to now little or no problems with groundwater have been reported. The impression is that in the city centre, water problems chiefly concern rainwater seeping into non-watertight basements and cellars.

- *problems with low groundwater levels*

A fall in the groundwater level can result in damage to wooden foundations. According to information from Waternet (source no. 2) there is no conceivable process that could lead to a general lowering of the groundwater level in the canal belt. Due to the presence of the canals, which are a relatively small distance apart and are kept at a stable level, even in periods of prolonged drought, for example, the supply of water to the groundwater system in the canal belt is assured.
The greatest threat to the foundations of the buildings in the 17th-century canal belt is a lowering of the groundwater level as a result of drainage for construction work. Damage may also occur due to the construction of underground structures. This is more likely to produce a high groundwater level, however, where due to the construction of retaining walls, for example, water is unable to drain away. In the past, piezometers were placed along the main sewers to indicate any fall in groundwater level as a result of drainage, and enable the prevention of any damage to wooden foundations.
For the drainage of groundwater for construction work, exemption from the water board statute (*Keur AGV)* is required. For the drainage of deep groundwater, a permit is required from provincial government; under the new Water Act this authority will be transferred to the Amstel, Gooi and Vecht Water Board (with Waternet as implementing organisation). The new Water Act was passed by the Lower House of Parliament in 2006, and is expected to come into force in 2009.

Water assessment procedure and basis in law and urban planning

For urban planning (the construction of new buildings and necessary underground structures) the City of Amsterdam operates a water assessment procedure, whereby the same steps are followed as for the Planning and Decision-making Process for Spatial

Measures (*Plan- en Besluitvormingsproces Ruimtelijke Maatregelen - Plaberum*). The inclusion of a section on groundwater in plans is compulsory.
In addition, the City of Amsterdam is investigating the possibility to give a firmer legal basis to groundwater-related aspects and criteria currently applied to recommendations on construction plans, alterations and renovations, either by including them in the building regulations and zoning plans or by means of groundwater regulations for Amsterdam. Because of the nomination of the 17th-century canal belt for the UNESCO World Heritage List, the Central Amsterdam District will handle this as a matter of priority.

5.4 Assessment of construction plans

5.4.1 Introduction

Each plan for the construction of a new building within the conservation area of Amsterdam within the Singelgracht must be submitted to the Building Aesthetics and Built Heritage Agency (*Commissie voor Welstand en Monumenten Amsterdam*) in Amsterdam. This section describes the procedure the agency follows for the assessment of construction plans.
This is preceded by a survey of international memorandums and charters applying to World Heritage which the Building Aesthetics and Built Heritage Agency must take into consideration when making recommendations.

5.4.2 International memorandums and charters

Vienna Memorandum[134]
Vienna Memorandum on World Heritage and Contemporary Architecture – Managing the Historic Urban Landscape (Vienna, 2005)
UNESCO Memorandum – approved by the UNESCO international conference and the World Heritage Committee

The Vienna Memorandum deals with the influence of present-day urban developments and contemporary architecture on the value of cultural built heritage. The memorandum sets out principles for the long-term conservation of heritage and monuments. Constant change in dynamic towns and cities requires policymakers and stakeholders to have a vision both on the city as a whole and on future urban development, in keeping with the historical pattern of development. The challenge for contemporary architecture and urban planning is to meet the needs of dynamic and socio-economic developments, while at the same time respecting cultural heritage and the historic urban landscape.

Washington Charter[135]
Charter on the Conservation of Historic Towns and Urban Areas (Washington, 1987)
ICOMOS Charter – Charters approved by the ICOMOS General Assembly.

The Washington Charter provides guidelines for the conservation of historic towns and urban areas. It stresses the importance of urban planning policy as an integral component of the further social and economic development of historic urban areas. The Charter aims at conserving the historic character of urban monuments, both tangible and intangible, both in

[134] Link: Vienna Memorandum, whc.unesco.org/uploads/activities/documents/activity-47-2.pdf
[135] Link: Charter on the Conservation of Historic Towns and Urban Areas, www.international.icomos.org/charters/towns_e.htm

design and structure, in terms of architecture, scale, size colour, and use of materials. New functions and developments must accord with the character of historic towns and cities.

5.4.3 Building Aesthetics and Built Heritage Agency

The Building Aesthetics and Built Heritage Agency assesses whether construction plans contravene the Building Code (*Bouwbesluit*), building regulations or zoning plan. The agency then assesses whether the plan complies with policy according to the conservation area, the Central Amsterdam District Policy Document on Building Aesthetics 2006 (*Welstandsnota 2006, Stadsdeel Centrum*) and the Framework Document for Building Aesthetics Evaluation in Amsterdam (*Kadernota voor de welstandsbeoordeling in Amsterdam*), and whether the plan contributes to the basic principles of the additional requirements for the aesthetics of new buildings described below. If the plan falls within a metropolitan project, the Building Aesthetics and Built Heritage Agency also makes an assessment based on the additional building aesthetics criteria. The agency makes a recommendation to the Central Amsterdam District Executive Committee or to the Municipal Executive on whether or not a building permit should be issued.

5.4.4 Central Amsterdam District Policy Document on Building Aesthetics

The Central Amsterdam District Policy Document on Building Aesthetics acknowledges that the construction of new buildings in the city centre is often the subject of heated debate, and that the assessment of building aesthetics is sometimes controversial. The aim of building aesthetics policy is not to dispel controversy, but to fit construction plans within their context.[136]

According to the Central Amsterdam District Policy Document on Building Aesthetics, a general basic principle for every construction plan is that it may not disproportionately affect the characteristics of the district, and the building must have a clearly defined base, middle and top (plinth, façade and gable).[137]

5.4.5 Policy Document on the Conservation Area Classification Map

According to the Policy Document on the Conservation Area Classification Map,[138] the basic principle underlying the 'additional requirements for building aesthetics' is that the architectural quality of new buildings must be at least as high as that of the surrounding buildings, or the buildings to be demolished. In addition, the plan must not disproportionately affect the 'characteristics of the cityscape' and the building must have a clearly defined plinth, façade and gable.

<u>Characteristics of the cityscape and façade design</u>
The Policy Document on the Conservation Area Classification Map specifies as an additional requirement that a construction plan must be appropriate to the characteristics of the cityscape and must fulfil the requirements for façade design. The additional requirements are as follows:

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[136] District of Central Amsterdam Policy Document on Building Aesthetics 2006 (*Welstandsnota Stadsdeel Centrum 2006*), p11

[137] District of Central Amsterdam Policy Document on Building Aesthetics 2006 (*Welstandsnota Stadsdeel Centrum 2006*), p26

[138] Policy Document on the Conservation Area Evaluation Map (*Beleidsnota Waarderingskaart Beschermd Stadsgezicht*) p29

- *Characteristics of the cityscape*: The proportions and rhythm of the buildings, as well as the gables, detailing, choice of materials and colour, must be attuned to the surroundings such that they do not disproportionately affect the characteristics of the cityscape, and are not disproportionately detrimental to the spatial quality of the surroundings.
- *Façade design:* with the exception of streets in which the façade design predominantly differs, the building must display a clear division into three elements, consisting of a plinth, façade and gable. In addition, emphasis is placed on the predominantly vertical positioning of windows and other apertures in the façade.

5.4.6 Framework Document for Building Aesthetics Evaluation in Amsterdam

In addition to the Central Amsterdam District Policy Document on Building Aesthetics, the starting-point for the assessment of construction plans remains the Framework Document for Building Aesthetics Evaluation in Amsterdam of February 2004. The document states that for the assessment of new buildings, the urban planning context is of primary importance (Subsection a). This context is then described in the 'characteristics of the spatial system' (Subsection b). These characteristics are illustrated on the basis of the 'history of urban planning' (Section c). This history is described separately for the four areas within the conservation area; the 17th-century canal belt is referred to as 'the 17th-century urban expansion'. As it is highly informative, and in order to preserve its context, practically the entire text below is taken directly from the Framework Document for Building Aesthetics.

a. Considerations and recommendations for the area within the Singelgracht canal[139]
The centre of Amsterdam was designated as a conservation area in 1999. Within the framework of the Renewal Operation for Zoning Plans, a new system of zoning plans has been developed, which takes the conservation area explicitly into account by taking a conservation-oriented approach to buildings and a more flexible approach to the functions that are permitted. Ensuing from the designation as a conservation area, a Classification Map for the buildings in the centre has been drawn up and approved. This is of major importance to building aesthetics policy. For construction and alterations, the interpretation of the urban planning context takes priority. Buildings must conform to their surroundings; scale, parcelling and façade composition should be suited to the other façades. A desire for contrast in architecture must be the well-reasoned consequence of a building's particular function.

b. Characteristics of the spatial system
The centre of Amsterdam is one of the most attractive, largest and best preserved historic city centres in Europe. Major post-war urban developments in the centre were limited to a few openings created for road construction, and areas of urban renewal, chiefly in the *Jordaan*, *Harlemmerbuurt*, *Nieuwmarkt* and Eastern Island neighbourhoods. The city centre is a coherent system of planned structures, which has arisen in an interplay between urban planning and the land itself. The buildings are generally arranged in closed blocks, in which the historical parcelling is still evident. In the 16th and 17th centuries, beyond the dikes an archipelago of harbour islands was constructed, of which the specific structure is still partly recognisable. In its structure, scale and buildings, the IJ tunnel route differs greatly from the rest of the city centre.
There is a close relationship between the structures and the architecture within them. Due to

[139] Framework Document for Building Aesthetics Evaluation in Amsterdam (*Kadernota voor de welstandsbeoordeling in Amsterdam*) (1.01-1.12), pp15-18

the small-scale structures of the parcelling and buildings, the city centre is characterised by slow transformation, whereby new functions are gradually fitted within the existing body of the city, parcel by parcel. The buildings in the city reflect a wide diversity of architectural opinions. But the combination of common characteristics within the individuality of the architecture, which almost everywhere fits within the historical parcelling, makes the city centre into a single entity. It is a context that calls for caution and restraint.

Key point 28:
The Central Amsterdam District recognises that the construction of new buildings in the city centre is often a matter of debate, and that building aesthetics assessments can sometimes be seen as controversial. In the view of the Central Amsterdam District, the aim of building aesthetics policy is to integrate construction plans within their context. With the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht' for inscription on the World Heritage List, the outstanding universal value, authenticity and integrity of the property and the surrounding buffer zone will be part of the context within which new construction plans must be integrated. The Central Amsterdam District and the Bureau of Monuments & Archaeology will ensure that the integration of new construction plans is carried out in accordance with the principles of the Vienna Memorandum and with respect for the property's outstanding and universal value as defined by the World Heritage Committee.

5.5 Application of Classification Maps for the conservation area, architectural history and archaeological value

5.5.1 Introduction

Since 2000, the Central Amsterdam District has made use of a Conservation Area Classification Map. Since February 2008, there has also been a Classification Map for Historic Architectural Value for Amsterdam City Centre. Furthermore, within the framework of archaeological policy, archaeological classification maps are to be drawn up. As recently indicated by the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM), the municipal map indicating expected sites of archaeological value, in combination with the policy recommendations map, forms the basis for the protection of archaeological heritage in regulations and on zoning plan maps.

5.5.2 Protection of the Conservation Area

The cultural and historical value of 'Amsterdam within the Singelgracht canal' is protected in a variety of ways: through its designation as a conservation area, and within it the designation of national monuments under the Monuments and Historic Buildings Act (*Monumentenwet*), and through the designation of municipal monuments under Build Heritage Regulations (*Monumentenverordening*). As a consequence of the designation as a conservation area, protective zoning plans have been established and the Conservation Area Classification Map has been drawn up. The Classification Map affords a lesser degree of protection, both substantively and legally, than do the monument register, the monument list or the zoning plans.

5.5.3 Conservation Area Classification Map

On 29 February 2000, the Amsterdam Inner City Department (*Dienst Binnenstad Amsterdam*) issued the Conservation Area Classification Map. Divided into 133 sections at a scale of 1:1000, it shows the entire extent of the conservation area, indicating the status of individual buildings. The Conservation Area Classification Map accompanies the Conservation Area Classification Map Policy Document (*Beleidsnota Waarderingskaart Beschermd Stadsgezicht*) of 21 January 2000.

This document is established as municipal policy for the visual quality of the built environment in the city centre, under Article 9 Subsection 2 of the Amsterdam Building Regulations 2003 (*Bouwverordening Amsterdam 2003*).

The map sections contain the following information:
- Category 1 – National or municipal monuments
- Category 2 – Buildings constructed before 1940, which due to their high degree of architectural quality, location in the urban planning landscape, and/or as an element that sets the tone among neighbouring buildings, make a key contribution to the appearance of the city;
- V – Buildings to be replaced and spaces to be filled;
- N – Buildings constructed after 1940;
- Arrow – Ensembles and mass construction;
- Dotted line – boundary of conservation area;
- Square – Building nominated as national monument;
- Rosette – Building nominated as municipal monument.

The Classification Map offers added value by:
- promoting the conservation of the façades of groups of valuable buildings, thus protecting the appearance of the city.
- ensuring that protected monuments are not viewed separately from their surroundings;
- enabling the protection of Category 2 buildings that are important to the appearance of the city or historic urban planning structure, even if they do not feature on the Monument List for reasons of architectural history.

The key role of the Classification Map is to illustrate a building's value to the cityscape, through its urban planning context and the appearance of the street. For category 2 buildings, particular attention is paid to the façade and roof.

At present the Conservation Area Classification Map (29 February 2000) is printed in A3 format in a thick ring binder, and the text and map is now partly out of date. However, the Central Amsterdam District is currently updating the map and will make it available in digital form.

Key point 29: the Central Amsterdam District will ensure that an updated Classification Map is included with each updated zoning plan. The World Heritage Committee will be informed of this via the National Service for Archaeology, Cultural Landscape and Built Heritage.

5.5.4 Classification Map for Historic Architectural Value

For Amsterdam's medieval centre, the Bureau of Monuments & Archaeology has produced a Classification Map for Historic Architectural Value for Amsterdam City Centre (March

2007), due to the unusual number of houses that contain remains of original medieval dwellings. Architectural historians of the Bureau of Monuments & Archaeology have combined existing data from housing studies with the results of new research, and merged them in the Classification Map for Historic Architectural Value.
Historic architectural value refers to hidden architectural and historical elements in buildings, which often prove to be older than might appear from the façade.

The map distinguishes three levels:

- buildings which definitely contain traces of older buildings
- buildings for which this is to be expected
- buildings for which it is unknown what might be found within them.

The Classification Map for Historic Architectural Value can be accessed digitally via www.bma.amsterdam.nl – *monumenten – onderzoek – bouwhistorischewaardenkaart* (in Dutch only). The map is constantly under development. It is to be updated on the basis of new data by the Bureau of Monuments & Archaeology.

The Classification Map is presently limited to the city's earliest buildings in the medieval centre, the area bordered by the Singel, Kloveniersburgwal and Geldersekade canals and the IJ waterfront. The map also facilitates the study of the value of buildings that are not protected as monuments. It provides information on architectural history for use in handling construction permit applications.

The Bureau of Monuments & Archaeology is consulting with the Central Amsterdam District on the implementation of the Classification Map for Historic Architectural Value as an instrument in permit and zoning plan procedures. As a result of the experience with the map in the Central Amsterdam District, the Bureau of Monuments & Archaeology is investigating the possible application of such a map in other parts of the city.[140]

Key point 30:
The Bureau of Monuments & Archaeology will ensure that agreements with the Central Amsterdam District on the implementation of the Classification Map for Historic Architectural Value as an instrument in permit and zoning plan procedures will be included in the management plan. The World Heritage Committee will be informed of this via the National Service for Archaeology, Cultural Landscape and Built Heritage.

Key point 31:
The Bureau of Monuments & Archaeology will ensure that the UNESCO World Heritage Committee is informed of the results of experience with the Classification Map for Historic Architectural Value for the medieval centre of Amsterdam via the National Service for Archaeology, Cultural Landscape and Built Heritage. If the results are positive, and there are plans to make a Classification Map for Historic Architectural Value for '17th-century canal ring area of Amsterdam within the Singelgracht', the Bureau of Monuments & Archaeology will similarly inform the UNESCO World Heritage Committee via the National Service for Archaeology, Cultural Landscape and Built Heritage.

[140] Bureau of Monuments & Archaeology Annual Programme 2008 (*Jaarprogramma 2008 Bureau Monumenten & Archeologie*), p11

5.5.5 Archaeological classification map

In 1992, The Netherlands signed the Malta Convention. The aim of the convention is to provide increased protection for archaeological heritage, and to embed this more firmly within the spatial planning process. The act implementing this convention in The Netherlands, the Archaeological Built Heritage Conservation Act (*Wet op de archeologische monumentenzorg* – 21 December 2006), came into force in September 2007. It amends four previous acts: the Monuments and Historic Buildings Act (*Monumentenwet* – 1988), the Excavation Act (*Ontgrondingenwet* –1965), the Environmental Management Act (*Wet milieubeheer* – 1979) and the Housing Act (*Woningwet* – 1991). As a consequence, in making zoning plans, the City of Amsterdam and the district councils are obliged to take account of archaeological heritage and the expected presence of archaeological remains (Article 38a.1 of the amended Monuments and Historic Buildings Act).

To facilitate this, the Archaeology Department of the Bureau of Monuments & Archaeology has drawn up an Archaeological Classification Map. The map comprises two sections, a substantive archaeological classification map and a policy map.

- The substantive classification map contains a survey of various historical and archaeological sources. By combining this data with the present usage of locations, and with data on the recent history of raising or disturbing land, an assessment can be made of the expected presence of archaeological remains.
- On an archaeological policy map, colouring or shading shows the archaeological regime that applies to a particular location. The regime indicates the policy to be implemented in that location. The content of the policy map may be specified on the basis of desk research (quick scans), field research, or archaeological excavation.

The use of the Archaeological Classification Map prevents delays to construction and urban planning processes, and associated damage.

5.6 Permit procedure for built heritage

5.6.1 Introduction

Under the Housing Act (1991), a permit is required for construction work to be carried out. Under certain circumstances, however, a permit may not be required, or the requirement may be limited. For monuments and buildings within conservation areas, stricter requirements apply.

5.6.2 Construction permit

A construction permit grants permission from the municipal or district council for the construction or alteration of a building. Under the Housing Act, a permit is necessary for plans to construct, alter, renovate or change the function of a building. The act applies to all structures, and includes construction, extension and alteration. It distinguishes three types of structures:

- structures with no permit requirement
- structures with a limited permit requirement
- structures with a standard permit requirement

The Decree on structures with no permit requirement or a limited permit requirement (*Besluit bouwvergunningsvrije en licht bouwvergunningplichtige bouwwerken* – General Administrative Measure, 13 July 2002) stipulates work that may be carried out without a permit, and work for which a permit is required. If a type of structure is not referred to in the Decree, a standard construction permit is required.

- Structures with no permit requirement

Structures with no permit requirement are generally small and of minor significance, such as partitions between balconies or roof gardens, awnings or roll-down shutters, dormer windows and extensions at the rear of residential buildings. The district council may subsequently assess whether the structure meets the requirements of the Building Code 2003 (the national Building Code comprises technical regulations with which all structures, including residential buildings, offices and shops, must comply).
In the Central Amsterdam District, virtually no construction work is possible without a permit, because the greater part of the district is a designated conservation area, within which a construction permit is always required.

If a construction plan qualifies as a structure with no permit requirement, the work may be carried out without a permit. In this case, the provisions of the zoning plan, the building regulations, and in principle also the building aesthetics requirements, are not applicable.

However, structures for which a permit is not required are not entirely exempt from inspection regarding building aesthetics. Article 19 of the Housing Act includes a so-called 'regulation concerning excess' (*excessenregeling*), which enables a municipal or district council to intervene where structures 'seriously conflict with the reasonable requirements of building aesthetics'. Where this occurs, the owner is requested to alter the appearance of the structure, despite the fact that no permit was required for its construction. If necessary, subsequent to an order the changes must be reversed.

- Structures with a limited permit requirement

Smaller structures, such a dormer windows or annexes at the front of a residential building, usually have a limited permit requirement. The district council assesses such structures on the basis of the zoning plan, its building aesthetics requirements (optional building aesthetics recommendations), monument permit requirements, municipal building regulations relating to urban planning, and the structural requirements of the Building Code (2003). The district council may subsequently assess whether the structure meets the remaining requirements of the Building Code (2003).

- Structures with a standard permit requirement

For all other structures, a standard construction permit is required. The district council assesses the structures on the basis of the zoning plan, its building aesthetics requirements (mandatory building aesthetics recommendations), the requirements of the monument permit and the municipal building regulations. It also judges whether the plan meets all the technical requirements of the Building Code (2003). For the standard permit procedure, all building regulations are applicable, not only urban planning regulations.

5.6.3 Permit for protected monuments

For work on buildings classified as monuments, a permit is always required. This means that for all proposed construction work in or on a national, provincial or municipal monument, both

a monument permit and a construction permit are needed. A construction permit cannot be used without a finalised monument permit. As of April 2004, for regular maintenance work on a monument or historic building, or alteration to such a building by order of the local council, a permit is not required. The council must assess whether a permit is required for a proposed alteration to a monument, and also inspect whether the work is carried out in accordance with the permit.

5.6.4 Construction permit within an urban conservation area

If building work is carried out in or on a monument or historic building protected at central, provincial or district government level, or located in a nationally designated urban conservation area, a permit is always required. A construction permit is required for any building plan within a nationally protected conservation area, hence also for structures which would not otherwise require a permit. Practically the whole of the Central Amsterdam District lies with the 'Amsterdam within the Singelgracht canal' conservation area. This means that a permit is required for construction work on any building. The district's policy document on building aesthetics (*Welstandsnota*) allows for additional criteria to be specified for construction permits. No structures in a conservation area may be demolished without permit.

The procedure for the assessment of an application for a construction permit in the conservation area is shown in the diagram (figure 1c) at the end of this section.

5.6.5 Phased permit application procedure

An application for a standard construction permit can be made in two phases. In the first phase, the application is assessed only on the basis of the zoning plan, municipal building regulations relating to urban planning, building aesthetics requirements, and the provisions of the Monuments and Historic Buildings Act.

When it has been confirmed that there is no objection to the structure on this basis, the applicant can then invest in further technical development of the construction plan. In the second phase, an assessment is then made as to whether the application complies with the permit in the first phase, and meets the requirements of the Building Code (2003) and the City of Amsterdam building regulations (2003).

However, the Central Amsterdam District advises against making a two-phase application in the case of a standard construction permit for a monument. The first-phase permit can only be granted when the monument permit has been finalised. If in handling the second-phase permit it becomes apparent that alterations to the building are need on the basis of the Building Code, a new monument permit is required. Ultimately this leads to an extended application period.

5.6.6 Building Regulations Amsterdam 2003

The Amsterdam Building Regulations (*Bouwverordening Amsterdam – 2003*), approved by the city council on 7 May 2003, contain additional regulations to the national Building Code. They include regulations concerning the use of structures, such as rules on:

- drinking water and power supplies;

- cleanliness;
- vermin or pest control;
- fire safety;
- the number of occupants permitted in a residence;
- the use of open premises and grounds and the state in which they should be maintained;
- the prevention of construction on polluted soil; demolition; the form and positioning of a notice declaring a building to be unfit for human habitation;
- the architectural construction permit as referred to in Article 60 of the Housing Act;
- the transferability of a construction permit;
- the execution of construction or demolition work, including regulations concerning:
  - safety on the construction or demolition site;
  - documents that must be present on the construction or demolition site;
  - measurement, excavation, removal of road surface or paving, and investigation necessary for the construction or demolition;
  - the time and means of submission of quality certificates

Key point 32:
The City of Amsterdam will ensure that if the 17th-century ring of canals is inscribed on the World Heritage list, an addition will be made to city's Building Regulations to the effect that within this area the preservation of outstanding universal value, authenticity and integrity are to be regarded as primary.

5.6.7 Environmental Law (General Provisions) Act (Wet algemene bepalingen omgevingsrecht – Wabo)

The Environmental Law (General Provisions) Act has been passed by the Lower House of Parliament and is expected to come into force on 1 January 2010. The act integrates around 25 permits, exemptions and approval reports in the field of spatial planning, construction, environment, nature, and built heritage, to create a single environmental permit. It comprises all acts that fall within the scope of the Ministry of Housing, Spatial Planning and the Environment, as well as the Monuments and Historic Buildings Act, the Nature Protection Act (*Natuurbeschermingswet*) and the Flora and Fauna Act (*Flora- en faunawet*). Provincial, municipal and water board regulations are also to be incorporated into the environmental permit. The introduction of the Environmental Law (General Provisions) Act calls for a revised approval, inspection and enforcement procedure for construction permits. The Amsterdam Environmental & Building Department (*Dienst Milieu en Bouwtoezicht*) is responsible for the introduction of the act at municipal level, with the participation of the Central Amsterdam District.

Key point 33:
The Central Amsterdam District will ensure that the implications of the introduction of the Environmental Law (General Provisions) Act will in due course be included in an updated management plan, and this will be reported to the World Heritage Committee via the National Service for Archaeology, Cultural Landscape and Built Heritage.

5.6.8 Assessment of construction permit applications under the Public Administration Probity Screening Act (Wet Bevordering Integriteit Beoordelingen – Bibob 2002)

Permits, subsidies and invitations for tenders can be exploited for criminal ends. The Public Administration Probity Screening Act was designed to prevent such improper use. The act provides government bodies with an additional instrument to verify the integrity of partners with whom they do business.

On 10 January 2008, the City of Amsterdam Public Order and Safety Committee discussed the Policy guideline on construction permits within the framework of the Public Administration Probity Screening Act. The basic principles of the policy guideline are:

- only standard construction permits fall within the scope of the Public Administration Probity Screening Act (Bibob);
- all applications relating to construction projects at a contract price of €100,000 or more should be accompanied by a completed 'Bibob application form' and necessary documentation. The assessment concentrates on the financial background to the application and the way in which the project is to be financed;
- irrespective of the contract price, all applications that fall within a number of specified risk categories (coffee shops selling soft drugs, call shops etc.) must be accompanied by the 'Bibob application' and necessary documentation.

Key point 34:
The Central Amsterdam District will ensure that the Policy guideline on construction permits within the framework of the Public Administration Probity Screening Act, including a memorandum concerning the date of introduction, will be included in the nomination dossier for the 17th-century ring of canals, via the National Service for Archaeology, Cultural Landscape and Built Heritage.

5.6.9 Enforcement

Enforcement takes place by means of a variety of legal instruments under the Housing Act (1991), the Monuments and Historic Buildings Act (1988) and the General Administrative Law Act (*Algemene wet bestuursrecht* – 1992). Measures are taken where any infringement of the regulations is identified; generally such infringements relate to construction work for which no permit has been granted, or which does not comply with the requirements of a permit. The Central Amsterdam District Executive Committee then usually decides to halt construction work. If no permit has been granted, investigations are made as to whether the infringement can be legalised by granting a permit retrospectively. The aspect of building aesthetics then becomes a consideration. If it is not possible to legalise the construction work, administrative coercion is then brought to bear: the structure is removed at the expense of the person responsible for the infringement. However, this takes place only in urgent cases requiring immediate action. A daily penalty payment may also be imposed. The end result in principle is the demolition of the structure and, if possible, the restoration of the site to its original state. The Central Amsterdam District evaluates its enforcement policy annually.[141]

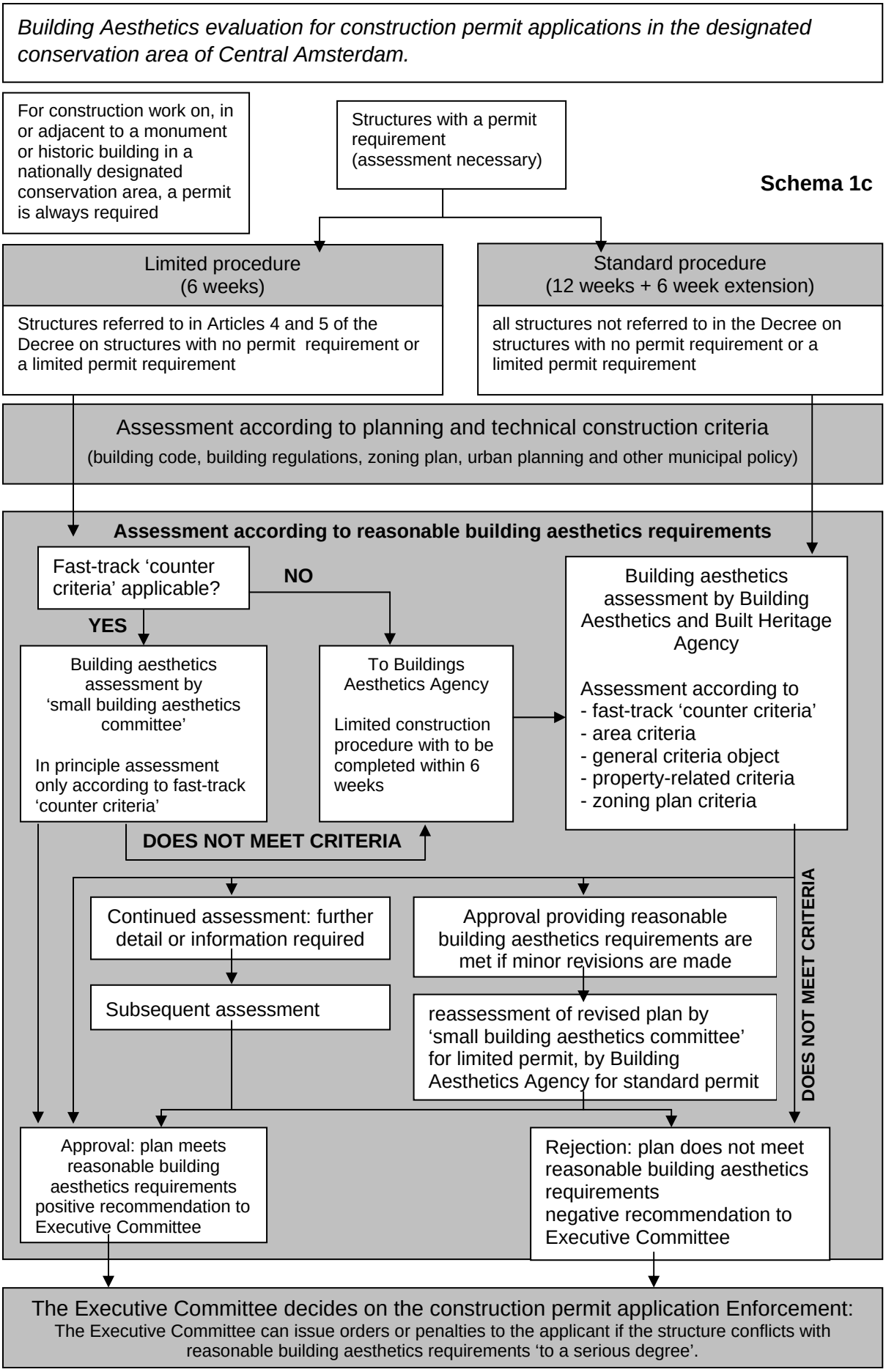
The Framework Document on Enforcement Policy for Building Regulations (*Kadernota Handhavingsbeleid Bouwregelgeving – 2006*), approved by the City of Amsterdam and the district councils, also points out that the proposed amendments to the Housing Act currently being handled in parliament include an obligation on the part of the Municipal Executive or the district council Executive Committees periodically to set out their intentions regarding the enforcement of building regulations.[142] Moreover, an annual report must be made to the municipal or district council on the implementation of enforcement policy in the field of building and housing inspection.

Key point 35:
The Central Amsterdam District will ensure that the report on the annual evaluation of the implementation of enforcement policy in the field of building and housing inspection will be submitted to the World Heritage Committee via the National Service for Archaeology, Cultural Landscape and Built Heritage.

[141] Policy document on building aesthetics (*Welstandsnota* – 2006), District of Central Amsterdam, pp23-24

[142] Framework Document on Enforcement Policy for Building Regulations (*Kadernota Handhavingsbeleid Bouwregelgeving – 2005*)

Building Aesthetics evaluation for construction permit applications in the designated conservation area of Central Amsterdam.



District of Central Amsterdam

5.7 Operation of the visual impact system on lines of sight, urban silhouettes and roofscape

5.7.1 Introduction

A dynamic city like Amsterdam is constantly in development. Present-day urban planning developments may affect the historic urban landscape, for example in terms of lines of sight, silhouette or roofscape. This section sets out the Central Amsterdam District and the City of Amsterdam's vision on visual impact.
The section begins with a summary of international memorandums and charters that apply to World Heritage sites internationally, and are to be included in the vision on the operation of the systematic use of visual impact studies by the Central Amsterdam District and the City of Amsterdam.

5.7.2 International obligations

Washington Charter[143]
Charter on the Conservation of Historic Towns and Urban Areas (Washington, 1987)
ICOMOS Charter – Charters approved by the ICOMOS General Assembly

The Washington Charter provides guidelines for the conservation of historic towns and urban areas. It stresses the importance of urban planning policy as an integral component of the further social and economic development of historic urban areas. The Charter aims at conserving the historic character of urban monuments, both tangible and intangible, both in design and structure, in terms of architecture, scale, size, colour, and use of materials. New functions and developments must accord with the character of historic towns and cities.

Vienna Memorandum[144]
Vienna Memorandum on World Heritage and Contemporary Architecture – Managing the Historic Urban Landscape (Vienna, 2005)
UNESCO Memorandum – approved by the UNESCO international conference and the World Heritage Committee

The Vienna Memorandum deals with the influence of present-day urban developments and contemporary architecture on the value of cultural built heritage. The memorandum sets out principles for the long-term conservation of heritage and monuments. Constant change in dynamic towns and cities requires policymakers and stakeholders to have a vision both for the city as a whole and for future urban development, in keeping with the historical pattern of development. The challenge for contemporary architecture and urban planning is to meet the needs of dynamic and socio-economic developments, at the same time respecting cultural heritage and the historic urban landscape.

5.7.3 Visual impact

The Central Amsterdam District Policy Document on Building Aesthetics (*Welstandsnota Stadsdeel Centrum – 2006*) states as a basic principle that a building must fit within the

[143] Link: Charter on the Conservation of Historic Towns and Urban Areas, www.international.icomos.org/charters/towns_e.htm
[144] Link: Vienna Memorandum, whc.unesco.org/uploads/activities/documents/activity-47-2.pdf

context of the urban planning structure. Construction projects must be suited to their context, and may not disturb the continuity or legibility of the cityscape in any way.[145] The policy document sets out the following principles for urban silhouettes, roofscapes and lines of sight:

> "Composition, silhouette, use of materials, colour and detailing[146]
> Buildings are more than just collections of programmes. In their relation to one another, through symmetry or balance, the elements of the street wall form a coherent composition. This should be supported by the mode of construction and the use of material. In principle the use of colour should be restrained. The detailing is important in determining a building's architectural quality. The execution and detailing should stem logically from the concept of the building. The use of cheap-looking materials, such as Volkern sheeting or other sheet materials, and PVC window frames, is not permitted in the city centre. Detailing and ornamentation should be in keeping with the rich, refined architecture in the historic city centre. For detached buildings, the silhouette and execution should be carefully considered in the light of the surroundings."
>
> Roofscape – description of roofs[147]
> The historic roofscape is of great importance to the city centre. The majority of parcels are narrow and deep; the roof ridge generally runs at right angles to the street. In a number of places the parcels run at an angle to the street or canal, so large areas of the roof are visible from the street. Particular attention for roof shape and design is then required.
>
> In principle the roof of a building should remain intact; roof structures and chimneys can seriously disrupt the silhouette of a building and the roofscape. In the city centre there is a wide variety of roof shapes, often in combination with a cornice. Traditionally, roofs had two tiled faces. The 18th and 19th centuries then saw the introduction of new shapes of roofs with two slopes, such as the mansard. This allows for more steeply sloping walls on the attic floor, making it better suited as living accommodation. Because the roof is at a sharper angle, tiles make a less suitable roofing material, and slates, zinc or asphalt are often used. Since the 19th century, buildings have also been constructed with flat roofs.
> The total amount of alteration is the determining factor
> - For work on roofs, the total amount of existing and planned alteration is the determining factor. Dormer windows, skylights, solar panels and other added elements and/or alterations to the roof may not occupy more than 30 percent of the length of the roof.
> - Roofs of main buildings and annexes must remain separately distinguishable. The roof of a main building may not be extended to an annex, thus adding additional height to the annex.
> - Loggias in the roof. "Cutting out" sections of the roof to create balconies or loggias affects the appearance to an unacceptable degree and is not permitted.

The Policy Document on Building Aesthetics sets out additional criteria for the following specific alterations to the roofscape: use of materials, roof terraces and gardens, chimneys, lift housing and other equipment, satellite dishes and aerials, GSM antennas on buildings

[145] District of Central Amsterdam Policy Document on Building Aesthetics (*Welstandsnota stadsdeel Centrum – 2006*), p57
[146] District of Central Amsterdam Policy Document on Building Aesthetics (*Welstandsnota stadsdeel Centrum – 2006*), p58
[147] District of Central Amsterdam Policy Document on Building Aesthetics (*Welstandsnota stadsdeel Centrum – 2006*), pp69-72

and façades, GSM antennas on monuments or historic buildings and Category 2 buildings, solar collectors and solar panels.

Lines of sight and views
The Central Amsterdam District Policy Document on Building Aesthetics (2006) does not contain any specific criteria on how lines of sight and views should be dealt with.

The Framework Document for Building Aesthetics Evaluation in Amsterdam (2004) equally contains no such specific criteria, but it does specify criteria for dealing with so-called superimposed systems (as does the City of Amsterdam's policy document The beauty of Amsterdam; a framework for building aesthetics policy 1999 [*De Schoonheid van Amsterdam; een kader voor het welstandsbeleid 1999*]).

> "11. Superimposed systems (11.01 – 11.09)[148]
>
> History in urban planning
> Superimposed systems are a particular feature of urban planning systems. A superimposed system is one that lies on top of another urban planning system. It arises from the need to create a wide-meshed structure in a city. The best known example is of course Haussmann's Paris, where a pattern of wide boulevards is laid over the finer-meshed structure to increase the city's accessibility, and to give it greater coherence in urban planning terms.
>
> Three forms of superimposition can be distinguished:
> 1. The radical breach (when a road is widened), such as the Weesperstraat and Wibautstraat in Amsterdam
> 2. The alteration of certain elements in the underlying urban planning system, such that the existing profile is drastically altered.
> 3. The addition of isolated spatial elements on top of or beneath an existing spatial system. This might include high-speed tram routes, metro lines, ring roads and access roads, as in the Central Station Island.
>
> Characteristics of urban planning systems
> Often the most important aim of superimposition is to clear the way for either local traffic or through-traffic. This entails a literal increase in the height of the buildings, with an accompanying increase in the grandeur of the street. A difference between older and more recent superimpositions is that the older ones created space for all types of traffic (including local traffic), and hence the public space still called for considerable attention, while more recent superimpositions can only aim at channelling through-traffic through the city.
>
> Considerations and recommendations
> For superimpositions it is necessary to develop an urban planning design concept for the desired transition between the alteration and the surrounding urban area. As far as possible, this concept should be translated into a zoning plan. Moreover, particular attention is required for the link between this concept plus the architectural designs it comprises, and the underlying spatial system.

[148] Framework Document for Building Aesthetics Evaluation in Amsterdam (*Kadernota voor de welstandsbeoordeling in Amsterdam*) p43

> The design of new buildings and alterations to existing ones alongside superimpositions demands additional care, because with the superimposition the importance of adjacent buildings increases. This particular importance must also find expression in the designs. The more public space is used for recreational purposes, and becomes the location for a wider range of public functions, the greater are the requirements that can be set for the plinth design of the buildings. It is important that careful attention is paid to detailing."

The Structural Plan for Amsterdam; opting for an urban environment 2003 (*Structuurplan Amsterdam; Kiezen voor stedelijkheid 2003*) does include a number of conditions for spatial development in Amsterdam, one relating to the height of buildings:[149]

> "Opting for urbanisation can lead to higher buildings. It is important to explore the effects of high-rise construction at an early stage in planning. In formulating the assignment for the development of this structural plan, the opportunities and limitations of high-rise buildings have been included as a matter for investigation.
> In general, restrictions apply to the location of buildings that differ in height from those in the surrounding area. Technical considerations (restrictive measures relating to air traffic, ray paths, shade, and wind problems) and landscape, urban planning and architectural considerations play a role.
> The responsible location of high-rise buildings is assessed on the basis of the High-rise Impact Report (*Hoogbouweffectrapportage* – HER). This applies to buildings which are higher than 30 metres or which differ in height by more than 50 percent from the average height of buildings in the surrounding area. As an assessment framework, in addition to the Amsterdam Open City (*Amsterdam Open Stad – 1996*) structural plan, the policy document The High-rise Impact Report (*De Hoogbouw Effect Rapportage* – January 1999) was drafted. The document contains criteria for the cases in which High-Rise Impact Report procedure is applicable. The available policy instruments are to be updated in association with the structural plan, with the aim of investigating the possibilities for more proactive high-rise policy, with a more executive approach. This will be developed in the additional assessment framework for high-rise construction."

On 22 June 2005, the city council approved the Policy Document on High-rise Construction, Policy and Instruments; Supplementary Framework to the Structural Plan 'Opting for urbanisation' (*Hoogbouw, beleid en instrument; Aanvullend toetsingskader Structuurplan 'Kiezen voor stedelijkheid'*). Under the new policy, a High-rise Impact Report is no longer compulsory. Only when a neighbouring district of the city may be affected is there a question of joint responsibility, and the municipal council must be given the opportunity to make recommendations on the plan.

Due to the special nature of the area within the Singelgracht canal, the City of Amsterdam council committee must be informed of the effects on the urban landscape of plans for the construction of buildings higher than 30 metres; beyond the Singelgracht, the limit is 60 metres, while a limit of 90 metres applies to the metropolitan core areas of the Southern Axis, the Amsterdam ArenA area, Overamstel and Teleport.

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[149] Structural Plan for Amsterdam; opting for an urban environment 2003 (*Structuurplan Amsterdam; Kiezen voor stedelijkheid*), Part 1, p29

The City of Amsterdam Urban Planning Department (*Dienst Ruimtelijke Ontwikkeling*) has recently compiled an explanatory document entitled High-rise Construction in Amsterdam (*Hoogbouw in Amsterdam*). The explanation serves as an impulse for the revision of Amsterdam's current high-rise policy. This policy is to be included in the Structural Concept for Amsterdam 2010 (*Structuurvisie Amsterdam 2010* – see also paragraph 5.11), a document which originated in response to the following situation.[150]
The policy's point of departure was and is that in relation to high-rise buildings greater than 30 metres in height, a number of aspects must be investigated and considered. Key points are the effects on the urban planning structure and careful integration into the 'urban landscape'.
In the recent development of construction plans along the northern bank of the IJ waterway and the north of the Amstelscheg green belt along the River Amstel, a debate arose on the visibility of high-rise buildings from the historic city centre within the Singelgracht canal and on the effects on existing cityscapes that are considered to be valuable or are protected for reasons of public interest. Obviously the outstanding visual qualities of the historic city centre, developed over the centuries, must be treated with great care as cultural heritage and a conservation area. There is a need for clearly formulated policy on high-rise construction, which is proactive and where necessary stringently applied, in particular within and around the conservation area of Amsterdam within the Singelgracht canal. It is for this reason, primarily in the light of the application for the inscription of the ring of canals on the UNESCO World Heritage List, that as a first step the Urban Planning Department has framed a concept for high-rise construction in Amsterdam. High-rise construction policy will be further developed and established as a part of the Structural Concept for Amsterdam 2010.

Key point 36:
The Central Amsterdam District and the City of Amsterdam recognise that present-day urban developments and contemporary architecture can have visual impact on urban silhouettes, roofscape, and lines of sight or views, and thus may affect or impinge on the authenticity and integrity of the historic landscape as cultural, spatial and built heritage. In dialogue with the parties concerned, the Central Amsterdam District and the City of Amsterdam are developing and updating their vision on the operation of a visual impact system on lines of sight or views, urban silhouettes and roofscapes, with the aim of realising contemporary architecture and urban planning while at the same time respecting and integrating cultural heritage and the historic urban landscape.

Where the property is concerned, high-rise construction must not conflict with the obligation to protect and conserve its outstanding universal value, authenticity and integrity.

Key point 37:
The Central Amsterdam District and the City of Amsterdam will ensure that the policy on high-rise construction that is to be further developed and established will be founded on the international charters and treaties applicable to World Heritage, including the Washington Charter and the Vienna Memorandum, and the content of more recent papers produced by the World Heritage Committee and its advisory body ICOMOS on the social and cultural significance of historic urban landscape in relation

150 High-rise construction in Amsterdam (*Hoogbouw in Amsterdam*); draft 1 June 2008

to present-day developments in urban planning and architectural design. Via the National Service for Archaeology, Cultural Landscape and Built Heritage, they will inform the UNESCO World Heritage Committee of planning, progress and decision-making relating to high-rise construction policy.

5.8 Archaeology

5.8.1 Introduction

In 1992, The Netherlands signed the Malta Convention. The aim of the convention is to provide increased protection for archaeological heritage, and to embed this more firmly within the town and country planning process. The new act implementing this convention, the Archaeological Built Heritage Conservation Act (*Wet op de archeologische monumentenzorg* – Dutch Civil Code 2007, 42) came into force in September 2007. Under this act, four other acts are amended: the Monuments and Historic Buildings Act (*Monumentenwet* 1988), the Excavation Act (*Ontgrondingenwet* –1965), the Environmental Management Act (*Wet milieubeheer* – 1979) and the Housing Act (*Woningwet* – 1991). As a consequence, in drawing up zoning plans, the City of Amsterdam and the district councils are obliged to adopt a policy on archaeology. The Amsterdam Bureau of Monuments & Archaeology is therefore preparing Heritage Regulations to replace the Built Heritage Regulations that currently apply.

5.8.2 International commitments

Malta Convention[151]

European Convention on the Protection of Archaeological Heritage (Valletta, 1992)
Council of Europe treaty – Council of Europe Treaties, ratified by The Netherlands

The Malta Convention governs the approach to archaeological heritage, given that it is increasingly under threat, not merely due to natural processes or unscientific excavation, but also due to urban development.

The principles of the convention are firstly, that where possible archaeological heritage should be conserved *in situ*, as this offers the best guarantee of effective conservation; secondly, that urban development should take account of the possible presence of archaeological heritage, leaving room for archeologically-friendly alternatives; and thirdly, that the party responsible for disturbing the site should pay for the excavation and documentation of archaeological heritage where conservation *in situ* is not possible.

5.8.3 Consequences of the introduction of the Archaeological Built Heritage Conservation Act

New competences and obligations
As a result of the change in legislation, local councils (and therefore also Amsterdam's local and district councils) acquire a variety of competences and obligations:[152]

[151] Link: European Convention on the Protection of Archaeological Heritage (Revised), http://www.racm.nl/content/rubriek-n6-6.asp
[152] Building Bulletin (*Bouwbrief*), issue 2007-73, Archaeological Built Heritage Conservation Act (*Wet op de archeologische monumentenzorg*)

- In the regulations and planning maps relating to zoning plans, district councils are obliged to include provisions for the preservation of archaeological heritage that is either present or expected to be present in the area (Article 38a.1 of the Monuments and Historic Buildings Act 1988), based on the municipal map indicating expected sites of archaeological value, and the policy recommendations map;
- District councils have the authority to establish their policy in regulations on archaeology (Article 38 of the Monuments and Historic Buildings Act);
- District councils have the authority to take archaeology into consideration in granting exemptions, and permits for construction, excavation, commercial use and demolition. (Article 37.3, 38a.2, 39, 40 and 41 of the Monuments and Historic Buildings Act; Article 3.3 of the Excavation Act);
- District councils have the authority to establish regulations on commercial use (Article 38a.2 of the Monuments and Historic Buildings Act);
- District councils have the authority to demand access to sites (including excavations) in the interest of archaeological investigation, in relation to the preparation or implementation of a zoning plan or the granting of an exemption under the Spatial Planning Act (*Wet op de Ruimtelijke Ordening*) (Article 57 of the Monuments and Historic Buildings Act);
- District councils are obliged to provide compensation for damages that may be claimed by the applicant for a permit or owner of an archaeological site which is to be accessed, if archaeological investigation (because its execution is either untimely or inefficient) results in unreasonable expense (Article 42 and 58.2 of the Monuments and Historic Buildings Act ; excessive expense).

5.8.4 Explanation of archaeological built heritage conservation in Amsterdam

The Bureau of Monuments & Archaeology (BMA) is the knowledge centre and point of contact in relation to archaeological finds in Amsterdam. The Archaeology Department has three central tasks:

- policy and value assessment;
- excavation and investigation;
- management and provision of access to the municipal archaeological collection.

Below is a detailed description of the BMA Archaeology Department's activities:

<u>General</u>

Archaeological heritage consist of objects and structures conserved in the ground. Elements of landscape or infrastructure may also be of archaeological value. These material remains represent a part of our living environment requiring tailor-made measures for conservation or access. The archaeological record *in situ* contributes to the cultural history of our city and offers a tangible experience of the past.

Due to the spatial nature of archaeological remains, archaeological policy overlaps with urban planning policy. As a consequence of the revision of the Monuments and Historic Buildings Act (1988), since 1 September 2007 archaeological conservation has been formally integrated within town and country planning. An essential principle of the new act is that heritage is best preserved *in situ*. This means that in development projects, archaeological heritage must be taken into account at an early stage. If *in situ* conservation is not an option, before the ground is disturbed, investigation is necessary to document archaeological remains and to preserve information on finds. In a densely built-up urban environment, it is the latter option that most commonly occurs.

Legislation and regulations

In the late 1980s, there was a growing realisation that archaeological sites in Europe were being seriously damaged by large-scale infrastructural works, the increasing number of construction sites, and the intensification of agriculture. To offer archaeological heritage better protection, in 1992 the European ministers of culture drew up the Malta Convention (also known as the Valetta Convention).

An essential principle of this convention is that in the early stages of planning development, the conservation of archaeological heritage *in situ* should be taken into consideration. If *in situ* conservation is not an option (for example by means of technical measures and/or revised planning) the plan should include measures to document archaeological remains, record the information and store the finds (according to the statutorily binding Quality System for Archaeology in The Netherlands).

The convention places the responsibility for the inclusion of archaeological investigation in terms of planning and finance on the party responsible for initiating the development. The new act implementing this convention, the Archaeological Built Heritage Conservation Act (*Wet op de archeologische monumentenzorg* – Wamz: Dutch Civil Code 2007, 42), came in to force on 1 September 2007. Under this act, four acts are amended: the Monuments and Historic Buildings Act (*Monumentenwet* 1988), the Excavation Act (*Ontgrondingenwet* – 1965), the Environmental Management Act (*Wet milieubeheer* – 1979) and the Housing Act (*Woningwet* – 1991). The new Spatial Planning Act, in force since 1 July 2008, also contains provisions relating to archaeology.
The amended Monuments and Historic Buildings Act stipulates that in approving a zoning plan as referred to in article 3.1 of both the new and old Spatial Planning Acts, and in assigning the use of the land to which the plan relates, a local council must take into account heritage that is present or may be expected to be present in the ground (Article 38a.1 of the Monuments and Historic Buildings Act 1988). The article makes the zoning plan the most important instrument for the protection of archaeological value. This means that in approving a zoning plan, account must be taken not only of known archaeological heritage, but also of archaeological remains that may yet be found in a particular site. To anticipate this at as early a stage as possible, it is necessary to survey the specific expectations in an area by means of desk research to assess archaeological value.
A second important principle underlying the new legislation is that archaeology and the information obtained from it should be made accessible to a wide public. Archaeology should make a greater contribution to increasing awareness of the historical background to everyday surroundings.

The archaeological policy of the Province of North Holland

The province of North Holland has approved a Policy Document on Culture (*Cultuurnota* – 2005-2008), which gives areas that may be expected to be of archaeological value the status of provincial areas of archaeological attention on the Province of North Holland Cultural History Classification Map. Cultural planning and conservation are among the four key tasks set down by the Province of North Holland in the Policy Document on Culture 2005-2008. The document concurs with the 1999 Belvedere Policy Document, which aims at the conservation of cultural history through development. The province expressly takes account of cultural value, including archaeology, in the realisation of rural and urban renewal. Areas which are expected to be of archaeological value are thus designated as provincial areas of archaeological attention on the Province of North Holland Cultural History Classification Map.

Among them is the entire centre of Amsterdam within the Singelgracht canal. The value assessments recorded on the classification map are intended as general indications, to be completed with greater detail and precision in each planning area.

Quality Standards for Archaeology in The Netherlands

To incorporate archaeological investigation into the town and country planning process, there is a standard package of measures for which quality standards have been set by the Ministry of Education, Culture and Science: the Quality Standards for Archaeology in The Netherlands (*Kwaliteitsnorm Nederlandse Archeologie* – KNA). The measures are based on a phased approach, so that a tailor-made programme can be devised for each planning area, depending on the location, the nature of the excavations and the archaeological expectations. The phases concerned are Desk Research, which may or may not be followed by Investigative Field Research, and Archaeological Excavation, or Archaeological Supervision. Each phase of investigation concludes with a selective decision, which determines the sections of the planning area that are eligible for further archaeological investigation or protection, and those which are to be lost without archaeological excavation (see figure 2).

Despite measures to include plans for archaeological investigation in advance, chance discoveries may be made during construction projects. There is then a legal obligation to report such finds.[153] If despite measures to include archaeological investigation in advance, discoveries are made by chance, the contractor or developer is obliged to inform the minister. In Amsterdam such reports are made via the Bureau of Monuments & Archaeology.

[153] Article 53 of the amended Monuments and Historic Buildings Act 1988.

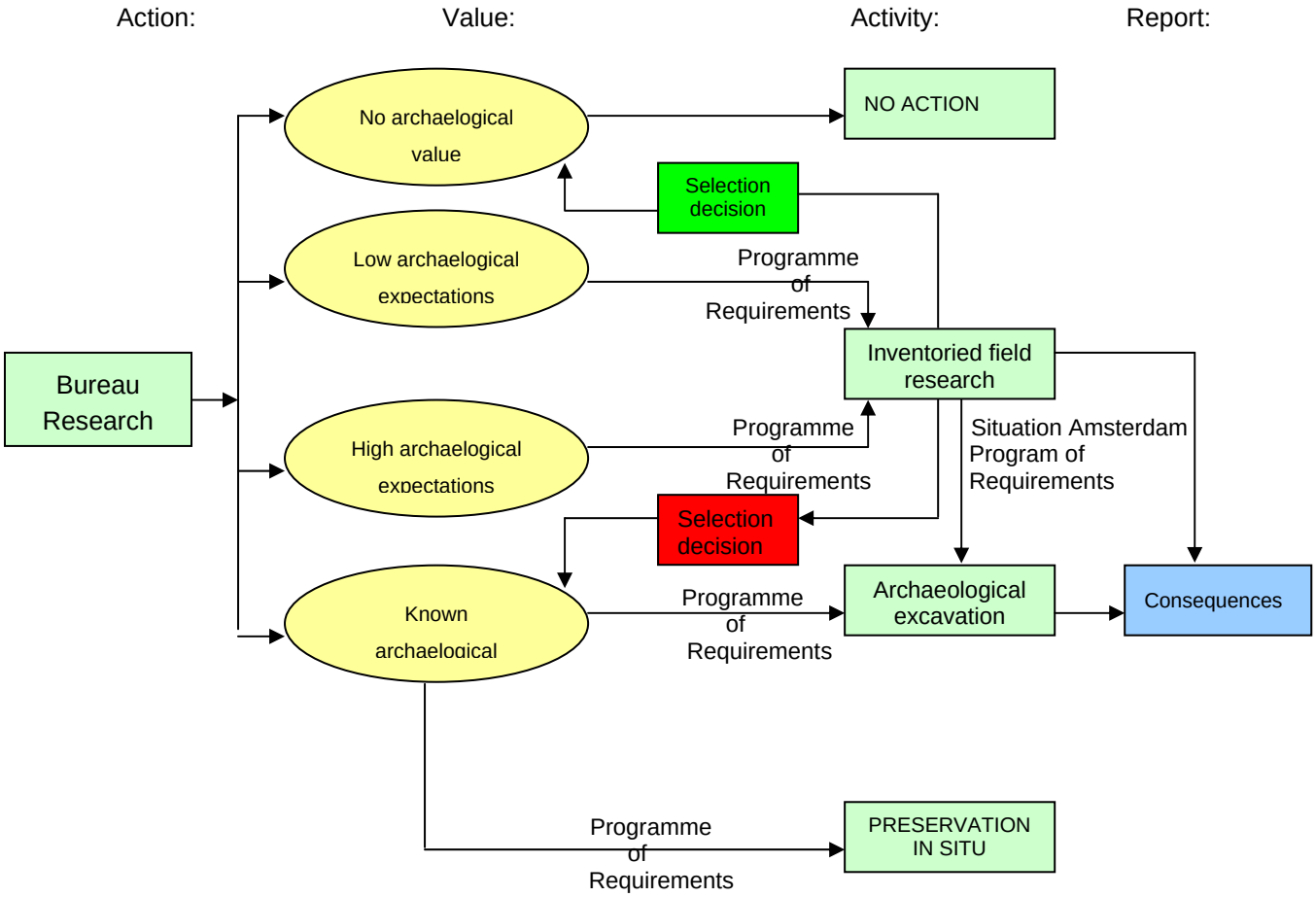


Figure 2. Staged investigation approach

Opportunities for archaeology in Amsterdam

Owing to the introduction of the Archaeological Built Heritage Conservation Act, archaeological value in Amsterdam is less likely to disappear unseen under the pressure of development in the city. The Bureau of Monuments & Archaeology (BMA) has three central tasks aimed at achieving the greatest possible archaeological yield within a constantly developing metropolis. Efficient integration in the construction process is a key principle in the implementation of archaeological measures. The core tasks in the field of archaeology are: a. policy and value assessment, b. excavation and investigation, and c. management and provision of access to the municipal archaeological collection (knowledge centre).

Policy and value assessment

In accordance with national and provincial policy, the City of Amsterdam devotes specific attention to the integration of archaeology in the urban planning process at an early stage. Here the point of departure is the effective management of cultural heritage with attention for the efficient progress of construction processes and cost management. The aim of the planned uniform policy on archaeology is to maintain the quality of value assessment in Amsterdam, simplify regulation and permit procedures, and reduce the cost to the Amsterdam public. A uniform system also prevents the fragmentation of archaeological information, and channels knowledge back to the city. The system comprises a range of legal and policy instruments, the most important of which are briefly explained below.

Archaeological classification map

This map should be seen as providing a first general indication for the integration of archaeological sites within urban planning. It forms the basis for the incorporation of sites of archaeological value in zoning plans. It gives officials, such as those responsible for granting permits or inspecting construction plans, an initial indication of the process that must be undertaken regarding the factor of archaeology. It also serves as a basis for the city's archaeological investigation agenda in the policy document.

The classification map is divided into two elements: a substantive archaeological classification map and a policy map. The map comprises a survey of various historical and archaeological sources. By combining this date with information both on the current use of locations and on the recent history either of excavation or of work to raise the ground level, an assessment can be made as to archaeological remains that may be expected to be found on a particular site.

The exemption thresholds for supplementary archaeological investigation are based on a combination of the nature of the archaeological remains that are expected to be present, the area of the site to be developed and the depth of the planned excavation. The greater the expectations are that archaeological remains will be found on a site, the smaller the area is to which the permit applies. At present thirteen policy variants are operated in Amsterdam:

Of these, within the area of the ring of canals to be nominated to UNESCO, six categories are applicable:

- areas containing known archaeological value. Here archaeological investigation is necessary when any excavation is carried out, irrespective of surface area or depth.
- built areas within the historic centre of Amsterdam as far as the Singelgracht canal (the boundary of the "fourth urban expansion" of 1663) in which there is a high degree of expectation concerning the presence of archaeological remains. Here field research is necessary for any excavation to a depth greater than 0.50 metres below ground, covering a surface area greater than 50 square metres.
- sites for which there is a low degree of expectation concerning the presence of archaeological remains, and which are in use as waterways within the historic centre as far as the Singelgracht canal. Here field research is necessary for any excavation to a depth greater than 3 metres below Amsterdam Ordnance Datum (or Normal Amsterdam Water Level), covering a surface area greater than 500 square metres. The water level is based on the average channel profile.
- areas for which there is a low degree of expectation concerning the presence of archaeological remains, and which were originally an artificial island in the IJ waterway (such as the Station Island dating from the 19th century, or recently constructed islands such as IJburg). Here archaeological field research is necessary for any excavation to a depth greater than 4 metres below ground level, covering a surface area greater than 10,000 metres.
- areas for which there is a low degree of expectation concerning the presence of archaeological remains, and which are situated in the IJ waterway, and/or sites in use as docks. Here field research is necessary for any excavation to a depth greater than 5 metres below the surface of the water, covering a surface area greater than 10,000 metres.
- areas in which there are no archaeological remains because they have already been the site of archaeological investigation or large-scale excavation, for example for the construction of heavy foundations, cellars or tunnels. There is therefore a low degree of expectation concerning the presence of archaeological remains and hence an exemption

from archaeological investigation is applicable. However, sites within this planning category have an indirect significance for archaeological planning because they provide indications as to the possible presence of archaeological remains in surrounding areas.

Model regulations and explanatory notes on archaeology in zoning plans

In principle, it is the zoning plan that provides for the protection of archaeological value. This instrument provides grounds for archaeological investigation to be carried out on a compulsory basis. The initiator of a development plan for which excavation is required – in other words, the applicant for a permit – is responsible for the disturbance to the archaeological record *in situ*. They are therefore responsible for incorporating archaeological investigation into the plan.

In the model developed by the Bureau of Monuments & Archaeology (BMA), archaeological value is protected by means of a dual zoning designation in combination with a priority system. The model comprises two permit systems: the existing construction permit system, for activities that fall under the term 'construction' as referred to in the Housing Act;[154] and the planning permit system directly pursuant to a zoning plan scheme, for activities that involve excavation but which cannot be regarded as construction.[155]

On the basis of preliminary research, various levels of protection are indicated on a planning map, each with its own line of demarcation. These protection levels are incorporated in the permit scheme in relation to exemptions. The less expectation there is of the presence of archaeological remains, the more generous the exemption threshold becomes in relation to the requirement that an archaeological report must be submitted with the application for a construction or planning permit. Where archaeological remains are expected to be present, depending on the results of an archaeological report, a decision is made on whether a permit can be granted, and if so, on the extent of the conditions that should be attached to it.

Finally, additional requirements for the protection of archaeological remains are included in the permit system. If the investigation of a site reveals the presence of archaeological remains that are worthy of protection, additional requirements may be set for land use, building location, and design.
The inclusion of such regulations avoids the necessity of refusing to grant a permit, enables additional requirements to be set, allows development to continue, and also ensures the conservation of archaeological heritage.

Heritage Regulations and covenants

The explanatory notes accompanying the Heritage Regulations (currently in preparation) refer to the BMA as the excavation permit holder. The regulations themselves will contain requirements for archaeological investigation in Amsterdam set either by the Municipal Executive or by a district executive committee. This will assure continuity, quality and growth of knowledge in archaeological investigation in Amsterdam. The regulations will also contain reference to the designation of municipal monuments, including those of an archaeological nature. Finally, via a covenant or mandate, the parties concerned will endorse the necessary measures and responsibilities within the process of effective heritage conservation.

Amsterdam policy document on archaeological built heritage

[154] Article 44, paragraph 1, Housing Act

[155] A construction permit as referred to in Article 3.3. paragraph a of the Spatial Planning Act

The policy document on archaeology now in preparation will explain the substance of the intended policy on archaeology. It will also set out the Archaeology Department's scientific research and selection agenda, and provide further information on its collaboration with the University of Amsterdam.

Excavation and investigation

Given that where archaeological remains are expected to be present on a site, the party responsible for initiating the development is obliged to provide for the investigation and documentation of the archaeological value, the new legislation offers the possibility that the initiator need no longer be dependent on the local council to conduct the excavation, but may also approach external parties who hold an excavation permit issued by the minister. Within the free market system, the initiator may nevertheless still commission the municipal archaeological agency (in Amsterdam the BMA) to carry out the excavation, as was previously the norm. From the City of Amsterdam perspective, there are important benefits in its conducting such excavations:

- contact with the construction world is maintained;
- more knowledge of the city's heritage is made available first hand;
- by participating in the field itself, the archaeology department gives a clear signal to the public regarding the management of archaeological heritage;
- the experience and knowledge acquired during the excavation directly assists the council in the task of keeping its function as knowledge centre up to date; all knowledge acquired contributes to the city of Amsterdam's 'collective memory';
- existing knowledge and experience result in a more efficient and flexible system of investigation, which may in turn lead to savings in expenditure.

Furthermore, as authorised agency, the BMA Archaeology Department has an important supervisory role, with the aim of assuring the quality of excavations and documentation methods. The standards which excavations and documentation must meet are set down in a Schedule of Requirements drawn up by the local council. Market players are obliged to incorporate these requirements in their bid. The Schedule of Requirements also takes account of the construction timetable by gearing the investigation method accordingly.

Knowledge centre

An important city council task is the maintenance of a knowledge centre in which the results of archaeological investigation are managed and made accessible to the public. Public access to the archaeological collection is guaranteed by law.

Forms of digital access are being developed (a website and databases), but there is a particular desire for repositories to operate as easily accessible public information centres, making the results of research and the presentation of information available to everyone. This means that all archaeological finds need to be clearly catalogued and documented.

The Quality Standards for Archaeology in The Netherlands state that within two years of the completion of fieldwork, every excavation must be presented in published form and transferred to the RACM archive. The findings of an excavation must be transferred to the knowledge centre database, so newly acquired knowledge can be made appropriately accessible.

Moreover, the BMA is currently developing a programme of synthesis research, to correlate individual excavations in Amsterdam and thus produce an overall picture of the history of the city and its inhabitants."

Amsterdam Heritage Regulations in preparation

The Bureau of Monuments & Archaeology is working on the development of Heritage Regulations (*Erfgoedverordening*), governing policy on built heritage both above and below ground, in view of the fact that the built heritage regulations (*Monumentenverordening*) require revision following the introduction of the Archaeological Built Heritage Conservation Act on 1 September 2007, and in anticipation of the introduction of the Environmental Law (General Provisions) Act in 2010. The Heritage Regulations combine policy on archaeology and built heritage conservation in a single set of regulations. They are expected to come into force on January 2009.

Key point 38:
The Bureau of Monuments & Archaeology will ensure that progress on the topic of Heritage Regulations will be reported to the National Service for Archaeology, Cultural Landscape and Built Heritage, so that the service may add both a memorandum on the report and the regulations themselves as an annex to the nomination dossier. The explanatory notes accompanying the Heritage Regulations will record that if the '17th-century canal belt within the Singelgracht canal' is inscribed on the World Heritage List, the protection and conservation of the area's outstanding universal value, authenticity and integrity will be regarded as primary.

Aspect zoning plan for archaeology

The Bureau of Monuments & Archaeology and the Urban Planning Department have proposed to the Municipal Executive and the executive committees of the districts within the City of Amsterdam that they should draw up a temporary aspect zoning plan for archaeology, for the City of Amsterdam and all its districts. This will govern the prohibition of excavation within areas of archaeological value, or areas in which archaeological remains may be expected to be present. Here too the principle will apply that it is the initiator of a project who will bear the cost. The aspect zoning plan is a temporary measure. When new zoning plans are made, the aspect of archaeology will be included. Over a period of years the aspect zoning plan will thus become superfluous.

For the introduction of policy on archaeology, the following matters have yet to be concluded:
- the covenant with the districts of Amsterdam;
- the archaeological policy map for each district and the area of the city centre;
- handbooks supplied to the districts, accompanying all instruments of policy, including the aspect zoning plan, and zoning plan regulations for heritage;
- the establishment in legislation of the principle that the local council will recover the cost of damage to the archaeological record *in situ* from the party responsible for causing it;
- the policy document on archaeology.

In 2009, the Central Amsterdam District will begin to update the zoning plans within the property, taking into account the provisions for archaeology and the area's outstanding universal value. The first neighbourhoods for which plans will be updated will be the Weespeerbuurt/Plantage Kadijken in 2009, followed by the southern part of the city centre in 2010, and the western part in 2011. The incorporation of the archaeological provisions and outstanding universal in the zoning plans for the property is thus assured within the near or

foreseeable future. The zoning plans for the buffer zone will then be revised. (NB By 2014, archaeological provisions will have been incorporated in all the district's zoning plans, as for the Groot Waterloo plan this has already been accomplished, the Eastern Islands plan is currently being updated, and the plan for the eastern part of the city centre is to be updated in 2009.)

Key point 39:
The Bureau of Monuments & Archaeology will ensure that developments relating to the temporary 'aspect zoning plan for archaeology' is reported to the National Service for Archaeology, Cultural Landscape and Built Heritage, so that the service may add both a memorandum on the report and the approved Heritage Regulations as an annex to the nomination dossier.

Key point 40
The Bureau of Monuments & Archaeology will ensure that the National Service for Archaeology, Cultural Landscape and Built Heritage is also systematically informed of further developments in the field of archaeological policy as an element of the periodic reporting for World Heritage.

5.9 Updating and supplementing the municipal monument list

The year 2000 saw the launch of the Municipal Monuments Project, aimed at surveying, selecting and protecting buildings with value as built heritage dating from the period 1850-1940.

Municipal Monuments Project
In June 2007 the final designation of buildings as protected municipal monuments in the Central Amsterdam District took place within the scope of the Municipal Monuments Project,[156] thus concluding the project in the district. Ultimately 914 buildings were designated as municipal monuments. The target figure was 950. Nine buildings lie within the IJ Banks metropolitan area. Fifteen buildings were not listed, as they were not considered sufficiently valuable as built heritage. The buildings are shown as municipal monuments on the Conservation Area Classification Map.

5.10 Establishing and revising zoning plans

5.10.1 Introduction

The *Site Document for '17th-century canal ring area of Amsterdam within the Singelgracht'* contains a detailed explanation of the system and content of zoning plans within the property and buffer zone. This section first refers to the information in the Site Document. It goes on to describe new developments that affect the procedure in relation to zoning plans, such as the new Spatial Planning Act, and zoning plan digitisation.

[156] District of Central Amsterdam Programme Budget 2008 (*Programmabegroting 2008 stadsdeel Centrum*), p123

5.10.2 Zoning plans in the conservation area

Chapter 4 of the *Site Document for '17th-century canal ring area of Amsterdam within the Singelgracht'* (June 2007) provides a highly detailed explanation of the framework and present situation in relation to zoning plans in the conservation area of Amsterdam within the Singelgracht canal.

- Legal framework

The legal framework for central government, the Province of North Holland and the City of Amsterdam is explained on pp27-29, and the system of protective zoning plans in the conservation area on p30-35.

- Overview and content of zoning plans

An overview of zoning plans in the property and buffer zone and an explanation of their content are given on pp35-53.

- Overview of operation to revise zoning plans

Finally, an overview of the operation to revise the zoning plans in the conservation area is given in Annex 6 on pp101-104.

5.10.3 Operation to revise zoning plans in the conservation area

In 1999, 'Amsterdam within the Singelgracht canal' was designated as a conservation area,[157] which obliged the council to draw up and approve additional protective zoning plans for the area. To this end, an operation to revise the existing zoning plans was set up, on the basis of the Policy Document on the Revision of Zoning Plans in the City Centre 1995 (*Nota Vernieuwing Bestemmingsplannen Binnenstad 1995*), approved by the Amsterdam Council Committee for Housing, Urban Renewal, Spatial Planning and Land Issues.
The following additions have been or will be made to zoning plans which are to be revised as a consequence of the designation as conservation area:

- Rules for the protection and enhancement of cultural and historic value (for an overview of rules see Annex 3 of the Site Document), including stricter rules for obtaining demolition permits;
- Division of properties in to Categories 1, 2 and 3 (see also Section 5.1.1);
- Classification map, indicating Category 1, 2 and 3 properties

Around 1995, the City of Amsterdam began the revision of zoning plans applying to the centre of Amsterdam as a conservation area. Now (as of 2008) this operation is almost complete. All revised zoning plans within the property have been finalised and are now in force.

There are a further four zoning plans in the eastern part of the Central Amsterdam District which are still to be revised; the revision of three of these plans (Groot Waterloo, Eastern Islands, North of Czaar Peterstraat) is already in progress, and the last of them (Plantagebuurt and Kadijken) is to be revised in 2009 (see the annexed map entitled Revision of Zoning Plans in the Central Amsterdam District [*Vernieuwing bestemmingsplannen stadsdeel Centrum*], version May 2008).

[157] NB: At the time of the designation, the majority of zoning plans in force were considered to be adequate, with three exceptions: Nieuwendijk-Kalverstraat, Rembrandtplein and after a period of three years, the Binnengasthuis grounds. These three plans have now been revised, and were finalised in May 2004, August 2000 and April 2004 respectively.

Classification map and zoning plans

In 2000, Amsterdam city council approved the Conservation Area Classification Map. Since the map was officially adopted, zoning plan revision has taken the city centre's status as a conservation area as its starting point. Each zoning plan in the Central Amsterdam District is accompanied by a classification map, which gives it legal force.

The city council policy for the conservation area is set out in the Policy Document on the Conservation Area Classification Map (April 2000):

- The demolition of buildings is prohibited without a permit from the Municipal Executive;
- Protective zoning plans are compulsory;
- Rules: conservation of the cityscape when buildings are replaced: only if suited to the characteristic features of the cityscape
- Additional building aesthetics requirements for new construction plans, also by order of the Amsterdam Commission for Urban Aesthetics and Monuments (*Commissie voor Welstand en Monumenten*);
- This policy is to be incorporated in zoning plans and included in the operation to revise zoning plans in the city centre.

5.10.4 Zoning plans on the internet

In May 2007, the Central Amsterdam District began publishing on the internet the revised zoning plans that have thus far been approved and have replaced the previous ones. In future all current zoning plans will be available via the internet.
Of the 19 current zoning plans in the Central Amsterdam District, 15 are now available (in Dutch) at www.centrum.amsterdam.nl – *publicaties* – *bestemmingsplannen*.

For these 15 zoning plans, the following information can be downloaded:

- Zoning plan map
- Classification map (showing Category 1, 2 and 3 buildings);
- Regulations;
- Explanatory notes;
- Status record[158] overview for the zoning plan concerned

General information on the zoning plan is also available in the Zoning Plan Notes (*Leeswijzer bestemmingsplannen*) and Explanatory notes on the zoning plans on internet (*Toelichting op de bestemmingsplannen op internet*). This includes the fact that the zoning plans presently available on the internet have no legal status, unlike the printed version, which can be consulted at the district council offices.

The Central Amsterdam District is working on extending the digital possibilities, such that by clicking on the zoning plan map it will be possible to see the status of each individual building. This is to become operational on 1 July of 2009. The digital version will then become the official one.

[158] The status record indicates when a zoning plan draft was made available for consultation, and when the plan was approved by the district or city council, when by the Provincial Executive and when by the Council of State administrative law department.

5.10.5 Updating of zoning plans in the city centre

From 2010, within the scope of the revision operation, revised zoning plans will again be updated. The Central Amsterdam District will then combine the present 19 plans to create a total of 7. The timetable for plans to be updated is as follows:

Updating of zoning plans

Zoning plan	**Year**
South of city centre	2010
West of city centre	2011
Postcode area 1012	2012
Western islands	2013
Nieuwmarkt/Groot Waterloo	2014
East of city centre	2015
Eastern islands	2016

In 2009, the Central Amsterdam District will begin to update the zoning plans within the property, taking into account the provisions for archaeology and the area's outstanding universal value. The first neighbourhoods for which plans will be updated will be the Weespeerbuurt/Plantage Kadijken in 2009, followed by the southern part of the city centre in 2010, and the western part in 2011. The incorporation of the archaeological provisions and outstanding universal in the zoning plans for the property is thus assured within the near or foreseeable future. The zoning plans for the buffer zone will then be revised. (NB By 2014, archaeological provisions will have been incorporated in all the district's zoning plans, as for the Groot Waterloo plan this has already been accomplished, the Eastern Islands plan is currently being updated, and the plan for the eastern part of the city centre is to be updated in 2009.)

The Classification Map will be updated at the same time as the zoning plans (see the annexed map entitled Updating of zoning plans in the Central Amsterdam District, proposed May 2008 [*Actualiseren bestemmingsplannen stadsdeel Centrum, voorstel mei 2008*])

Key point 41:
In updating the zoning plans within the property and buffer zone, the Central Amsterdam District will take note of the fact that provisions must be included in zoning plans to ensure the protection and conservation of the property's outstanding universal value, authenticity and integrity as World Heritage.

Key point 42:
In approving zoning plans in relation to metropolitan projects within the property and buffer zone, the City of Amsterdam will take note of the fact that subsequent to the property's inscription on the World Heritage List, provisions must be included in zoning plans to ensure the protection and conservation of the property's outstanding universal value, authenticity and integrity.

BMA advice on zoning plans within the conservation area
At the request of district councils, the Bureau of Monuments & Archaeology (BMA) will provide advice on the revision or updating of existing zoning plans, or the drafting of new ones.

The Protection Plan which accompanies the Covenant in the field of built heritage conservation and archaeology between the Central Amsterdam District and the Amsterdam Municipal Executive (*Convenant op het gebied van monumentenzorg en archeologie tussen stadsdeel Centrum en het gemeentebestuur van Amsterdam* – approved 14 October 2008) states the following:

> "6. Establishment of a zoning plan for an urban or village conservation area
> If a district council or the Environmental & Building Department (*Dienst Milieu en Bouwtoezicht*) draws up a zoning plan for an area located within an urban or village conservation area, advice should be obtained from the BMA, preferably at an early stage, within the scope of consultation under Article 10 of the Spatial Planning Decree (*Besluit op de Ruimtelijke Ordenin*g). If the conservation area is protected at national level, the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) is also to be consulted. The BMA will coordinate its response with the RACM."

Key point 43:
The Bureau of Monuments & Archaeology will advise the Central Amsterdam District and the Environmental & Building Department on the way the property's status as urban landscape is translated into zoning plans, in accordance with the Washington Charter, Nara Document, and Vienna Memorandum and the ICOMOS Outstanding Universal Value compendium of May 2008.

5.10.6 Consequences of the new Spatial Planning Act (Wet Ruimtelijke Ordening – Wro)

The introduction of the new Spatial Planning Act on 1 July 2008 has considerably altered and strengthened the position of the zoning plan, due to the following provisions:

- Zoning plans are compulsory for the entire area within a municipal boundary;
- The environmental regulations and urban renewal plan are incorporated within the act, and lose their independent status;
- Exemptions from zoning plan provisions (Article 19 of the old Spatial Planning Act) are drastically reduced to a limited list laid down in a General Administrative Measure;
- By replacing subsequent approval at provincial level by an evaluation during the development of the zoning plan, the procedure is considerably shortened (from 58 to 34 weeks);
- Each zoning plan must be revised, or its term of validity must be extended, every ten years, counting from the date of its approval. If this does not take place, the council may not charge fees for services rendered in relation to the plan concerned. This does not mean that councils are unable to issue construction permits, but merely that they can no longer charge for the service.
- Anyone may submit a request for the amendment of a zoning plan to the municipal or district council;
- As of 1 July 2009, all zoning plans must be available in digital form. Local councils must retain analogue versions of their zoning plans in their archives, but where any discrepancies occur, the digital version will have legal force.

- Municipalities and districts must submit an annual report on their urban planning policy (including the current situation regarding zoning plans and enforcement policy) to the municipal or district council.
- If a municipal zoning plan is not consistent with provincial or national interests, the provincial government or Minister of Housing, Spatial Planning and the Environment may order its amendment, thus sidelining the local council within its own municipal boundary.

The new Spatial Planning Act offers the City of Amsterdam and the Central Amsterdam District the possibility to set general rules for cultural and historical value and built heritage within the 17th-century canal belt and the conservation area of Amsterdam within the Singelgracht canal.

Enforcement

To improve the enforcement of zoning plans, the new Spatial Planning Act makes it compulsory for local councils to draw up annual enforcement policy and submit a report on urban planning policy (including its enforcement) to the council assembly.

Key point 44:
The Central Amsterdam District will incorporate the annual report on the enforcement policy both of the district itself and of the City of Amsterdam in the Monitoring Matrix, which regulates both monitoring and the submission of reports to the UNESCO World Heritage Committee.

Interim provisions in relation to the new Spatial Planning Act[159]

Following the introduction of the new Spatial Planning Act on 1 July 2008, zoning plans drawn up under the old act remain in force until they have been revised. This is governed by interim provisions relating to the introduction of the new Spatial Planning Act, contained in Chapter IX of the Spatial Planning Implementation Act (*Invoeringswet Wet ruimtelijke ordening*, Dutch Civil Code 2008, 180).

System of interim provisions

The interim provisions rest on two basic principles:

- As far as possible, plans or decisions made under the old Spatial Planning Act are equal to comparable legal concepts under the new act. This meant, for example, that when the new act came into force, existing zoning plans could continue to operate as grounds for the refusal of construction permits.
- The law that was in force before 1 July 2008 continues to apply to urban planning decisions (and construction applications) for which proceedings were initiated prior to 1 July 2008. This means, for example, that if a draft zoning plan was made available for public consultation before 1 July 2008, it must be handled in accordance with the old Spatial Planning Act, and requires the approval of the Provincial Executive.

5.10.7 Aspect zoning plan for archaeology

Under Article 38a section 1 of the Monuments and Historic Buildings Act 1988, in establishing a zoning plan a local council must take into account archaeological value that is present or may be expected to be present in the ground.

[159] City of Amsterdam Building Bulletin (*Bouwbrief*), issue 2008-86

The establishment of zoning plans falls within the authority of the districts of Amsterdam, with the exception of centrally administered areas. The Bureau of Monuments & Archaeology (BMA) has drawn up model regulations, with accompanying explanatory notes, which districts can adopt in new zoning plans. Alternatively, for zoning plans established before the revised Monuments and Historic Buildings Act came into force on 1 September 2007, an aspect amendment may be made with regard to archaeology.

The Central Amsterdam District intends to revise the zoning plans relating to the property in the near future, and within them also the provisions relating to archaeology and the outstanding universal value of the ring of canals. For this reason, the Central Amsterdam District does not plan to establish an aspect zoning plan for archaeology.

Key point 45:
The Bureau of Monuments & Archaeology and the Central Amsterdam District will ensure that any developments relating either to a temporary 'aspect zoning plan for archaeology', or another choice of solution to secure the archaeological record, such as the revision of the zoning plans for the property, will be reported to the National Service for Archaeology, Cultural Landscape and Built Heritage so the service can add a memorandum on the matter as an annex to the nomination dossier.

5.11 Structural plans and the incorporation of the site

5.11.1 Introduction

Current urban planning policy in Amsterdam is set out in the Structural Plan for Amsterdam, Opting for urbanisation (2003), approved by the city council on 16 April 2003. The plan relates to the period up to 2010, and remains in force until 2013. It defines the development strategy for urban planning policy.
At present, the City of Amsterdam is working on the development of a new Structural Concept (*Structuurvisie*) to replace the 2003 Structural Plan. It is expected to be drafted in 2009 and approved in 2010.

5.11.2 Process for a Structural Concept for Amsterdam

The Physical Planning Department, which is responsible for drawing up the Structural Concept, has prepared the Initial Memorandum on the process for a Structural Concept for Amsterdam, nucleus of the Metropolitan Region (*Startnotitie proces structuurvisie Amsterdam, kernstad van de Metropoolregio*), which was approved by the Municipal Executive on 1 April 2008.

The central question in the structural concept is: What spatial strategy and associated impulses are necessary for the continued development of Amsterdam as the nucleus of the Amsterdam Metropolitan Region?

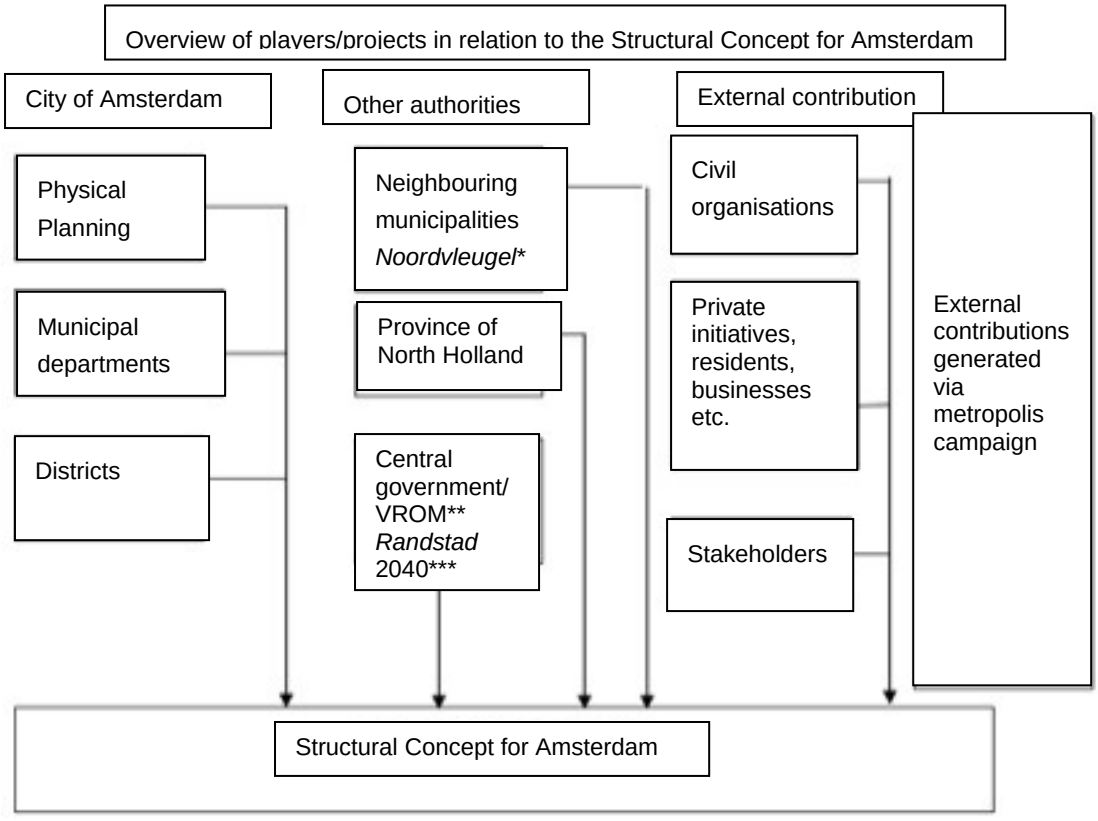
The desired result is a structural concept with:[160]

> "1. A convincing **vision on future urban planning** (manifesto) for the city in the long term (2040) in the context of the Amsterdam Metropolitan Region.

[160] Initial Memorandum on the process for a Structural Concept for Amsterdam, the nucleus of the Metropolitan Region (*Startnotitie proces structuurvisie Amsterdam, kernstad van de Metropoolregio*), p6

2. A **policy document** setting out the main points of urban planning policy, including a **municipal assessment framework** for city and district plans for the period 2010-2020. This will include only binding decisions.
3. An **implementation strategy**, indicating how the City of Amsterdam plans to realise the intended developments."

The new Spatial Planning Act stipulates that the city council should establish a structural concept. According to the City of Amsterdam's regulations on public consultation (version 2006), no such consultation is required for the preparation of a structural plan; however, views may be submitted. The structural concept forms the framework for zoning plans or project orders. It is to be drawn up by project groups and a steering committee, in which nine municipal departments have been asked to participate.

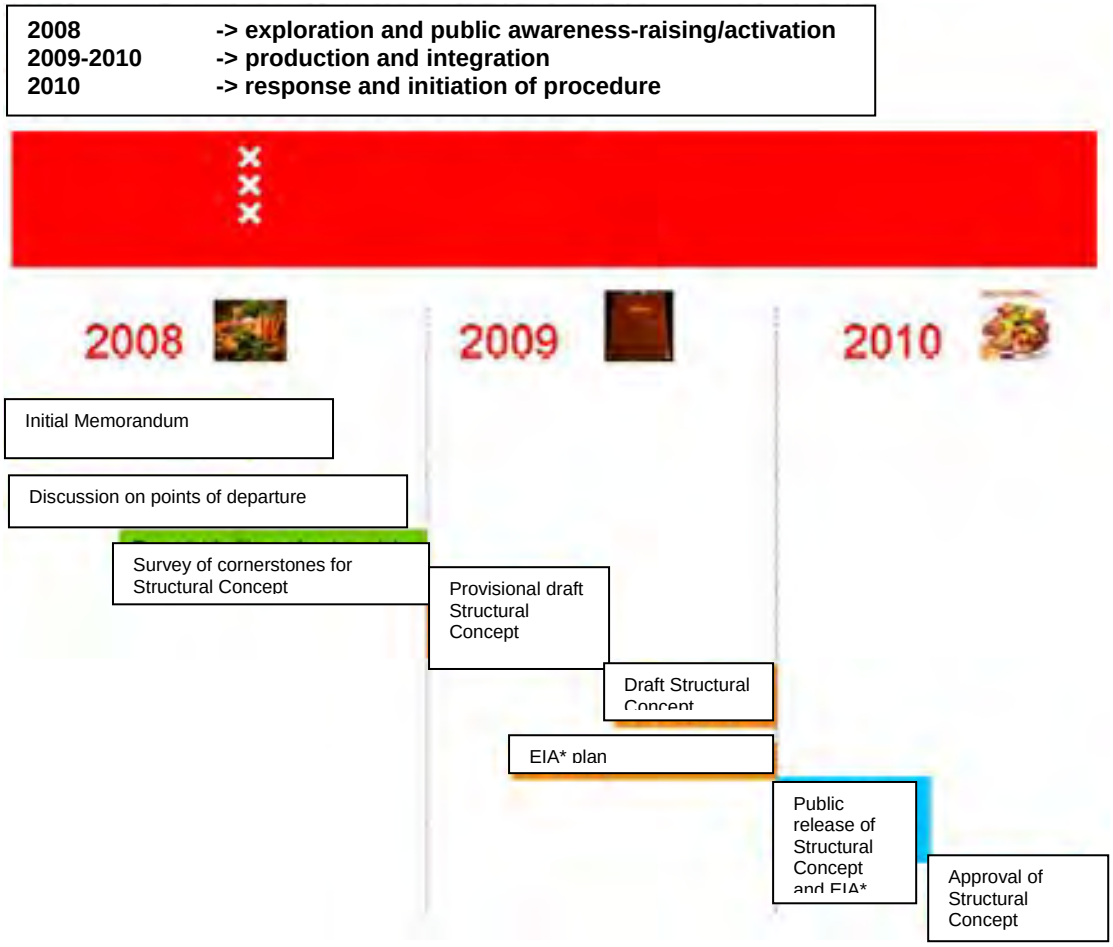


* North Wing of the The Netherlands' western conurbation, the *Randstad*

** Ministry of Housing, Spatial Planning and the Environment

*** Structural concept for The Netherlands' western conurbation, the *Randstad*

The process of realising a structural concept will run from 2008 to 2010. It can be roughly divided into three phases.



*Environmental Impact Assessment

Key point 46:
The Structural Concept deals with the City of Amsterdam's interests, responsibilities and basic qualities in relation to the site within its municipal boundaries that is expected to be designated as World Heritage, and its spatial translation and integration, based on the nomination dossier for '17th-century canal ring area of Amsterdam within the Singelgracht', the Site Document (2007) and management plan for the 17th-century ring of canals' as World Heritage, which form a part of The Netherlands' nomination for inscription on the UNESCO World Heritage List and the associated Statement of Outstanding Value to be drawn up by the World Heritage Committee.

Key point 47:
In drawing up the Structural Concept, the City of Amsterdam will consider creating a supplementary assessment framework for cultural history, linked to the system of monitoring required for a World Heritage site according to the Operational Guidelines 2008 (6.a, 'Key indicators for measuring state of conservation; 6.b, Administrative arrangements for monitoring property). For functions within the World Heritage site of the '17th-century ring of canals' and surrounding buffer zone that call for particular attention or protection, a supplementary assessment framework may be approved to accompany the Structural Concept. This may be consulted for the assessment of urban planning projects. The City of Amsterdam will submit a memorandum substantiating this proposal to the World Heritage Committee via the National Service for Archaeology, Cultural Landscape and Built Heritage.

Key point 36 (reiteration):
The Central Amsterdam District and the City of Amsterdam recognise that present-day urban developments and contemporary architecture can have visual impact on urban silhouettes, roofscape, and lines of sight or views, and thus may affect or impinge on the authenticity and integrity of the historic landscape as cultural, spatial and built heritage. In dialogue with the parties concerned, the Central Amsterdam District and the City of Amsterdam are developing and updating their vision on the operation of a visual impact system on lines of sight or views, urban silhouettes and roofscapes, with the aim of realising contemporary architecture and urban planning while at the same time respecting and integrating cultural heritage and the historic urban landscape. Where the property is concerned, high-rise construction must not conflict with the obligation to protect and conserve its outstanding universal value, authenticity and integrity.

Key point 37 (reiteration):
The Central Amsterdam District and the City of Amsterdam will ensure that the policy on high-rise construction that is to be further developed and established will be founded on the international charters and treaties applicable to World Heritage, including the Washington Charter and the Vienna Memorandum, and the content of more recent papers produced by the World Heritage Committee and its advisory body ICOMOS on the social and cultural significance of historic urban landscape in relation to present-day developments in urban planning and architectural design. Via the National Service for Archaeology, Cultural Landscape and Built Heritage, they will inform the UNESCO World Heritage Committee of planning, progress and decision-making relating to high-rise construction policy.

Chapter 6: Information and communication

Chapter 6 describes how communications and the flow of information have been coordinated for the purpose of the preservation and conservation of the site and its outstanding universal value, in accordance with the *Operational Guidelines*.
Sections 6.2 to 6.12 of this chapter explore in greater detail specific aspects of the strategy described in 6.1.

6.1 Information and communications strategy

6.1.1 Introduction

Section 6.1 describes the information and communications strategy: the steps taken by the Central Amsterdam District (*Stadsdeel Centrum*), the property manager, in cooperation with the City of Amsterdam (*Gemeente Amsterdam*) to mobilise the stakeholders and jointly responsible authorities, to inform residents, users of and visitors to '17th-century canal ring area of Amsterdam within the Singelgracht' about the cultural value of this area of World Heritage. As well as providing information, it is of great importance to communicate with them about the contribution they can make to the conservation of the World Heritage area, for their own benefit and for the benefit of future generations. A separate communication plan has been created for the 2008-2010 period, leading up to the announcement of the granting of the nomination (see Appendix).

6.1.2 UNESCO guidelines

<u>The World Heritage Convention on information</u>
The World Heritage Convention requires that States Parties promote the World Heritage site and maximise support for its protection and conservation.
The Convention states that the state parties are responsible for the presentation of the World Heritage site and its transmission to future generations (Articles 4 and 6.2). To these ends, the state parties introduce educative and informative programmes to strengthen the population's appreciation and respect for this built heritage and to make them aware of dangers threatening it (Article 27).

<u>The Operational Guidelines on information</u>
The *Operational Guidelines for the Implementation of the World Heritage Convention* described in chapter VI (Sections 211-222) that the States Party should broaden support for the World Heritage site and should advance the aims of the World Heritage Convention.

The *Operational Guidelines* describe the following methods for increasing support for capacity-building and research and for public awareness and education:

Section 211 describes the objectives of advancing support.

a. to increase capacity-building and research; to raise the general public's awareness, understanding and appreciation of the need to preserve cultural and natural heritage;
b. to strengthen the function of World Heritage in the life of the community;
c. to increase the participation of local and national populations in the protection and presentation of heritage.

Sections 212-216 detail, among other things, the following methods for capacity-building and research:

- A Global Training Strategy for cultural and natural heritage, which focuses on the expertise required for protection, conservation presentation of heritage;
- States Parties ensure adequate training for professionals and specialists for the protection, conservation and presentation of heritage;
- Research is fundamental to the development of knowledge and understanding with respect to heritage.

Sections 217-222 detail, among other things, the following methods for maximising public awareness and education:

- States Parties provide on-site signposting and promotion of the World Heritage;
- The UNESCO Secretariat makes informative material available to States Parties about the World Heritage Convention and about threats to World Heritage, and assists States Parties in the development of promotional and educational projects.
- The Secretariat (World Heritage Centre) publishes a World Heritage Educational Resource Kit for use in secondary schools;
- States Parties develop educational materials, activities and programmes;
- States Parties develop educational activities together with schools, universities, museums and other local educational institutions.

<u>International Cultural Tourism Charter, ICOMOS (1999)</u>

In their communications to visitors to '17th-century canal ring area of Amsterdam within the Singelgracht', the Central Amsterdam District and the City of Amsterdam shall ensure that these are in accordance with the principles for a sustainable and dynamic interaction between tourism on the one hand, and the conservation of the cultural heritage, on the other. This is articulated in six principles in the International Cultural Tourism Charter (1999) drawn up by ICOMOS (International Council on Monuments and Sites, one of the UNESCO World Heritage Committee's two advisory bodies)

It also points out that excessive or badly conducted tourism can damage cultural heritage or its characteristics.

The six principles are paraphrased here:

1. domestic and international tourism are important vehicles for cultural exchange; sustainable heritage conservation provides responsible and properly managed opportunities for visitors to experience the heritage at first hand and gain an understanding of it.
2. the relationship between heritage sites and tourism is dynamic and may produce conflicting interests. It should be managed in a sustainable way for present and future generations;
3. planning for heritage conservation and tourism should ensure that the visitor experience will be worthwhile, satisfying and enjoyable;
4. the host community (residents, companies and organisations) should be involved in planning for conservation and tourism;
5. tourism and conservation activities should benefit the host community;
6. Tourism promotion programmes should protect and enhance the characteristics of the heritage.

6.1.3 The objectives of information and communication

The objective of informing and communicating residents, users and visitors is to maximise awareness of the outstanding universal value of Amsterdam 17th-century ring of canals and the opportunities and threats associated with it, because broad involvement and support is essential for protecting and preserving the site in the longer term. This also applies to those areas of Amsterdam within the Singelgracht that comprise the designated buffer zone.

The matter of information, communication and education is also underlined in national government policy relating to world heritage, as witnessed by the World Heritage Policy Paper (*Beleidsbrief Werelderfgoed*, 17 December 2001), which states: [161]

> *'Policy priorities*
> The experience of the past few years, confirmed in the assessment report and through consultations, have led me to conclude that a great deal has been achieved in a relatively short time, but that it is now necessary to broaden and make more explicit the the role of central government.
>
> Based on the World Heritage Treaty requirements, World Heritage Commission resolutions, extensive assessment, and my own policy priorities with respect to culture and/or cultural heritage, I hereby submit my policy priorities for the World Heritage site.
> - Defining of the explicit responsibilities of authorities involved with each individual World Heritage site. In particular, the responsibility for sustainable preservation subsequent to inscription on the World Heritage List must be properly established.
> - Strengthening of international cooperation. In particular, by setting up a Dutch fund to be run from the World Heritage Centre in Paris.
> - Reassessment of the nomination policy for implementation of the global strategy for World Heritage and, in this context, the revision of The Netherlands Provisional List (*Nederlandse Voorlopige Lijst*) for future proposals for world heritage.
> - Expansion of target groups and broadening of support for knowledge transfer, advice and education.'

6.1.4 Objective, basic principle and core message

Objective

The objective of the management plan's information and communications strategy is to ensure an adequate and orderly supply of information and the deployment of effective communication channels for the benefit of various target groups (such as residents, stakeholders and responsible authorities).

Approach

The starting point of the strategy is that timely, accessible and comprehensive information through convenient sources of information (local papers, websites, etc), will provide the various target groups with a useful vehicle for their questions, wishes and opinions. Additionally, there will be effective opportunities to communicate on these issues with the governmental authorities and stakeholders responsible, along with the associated official bodies delegated with the task of implementation, leading thereby to understanding and support for protection and conservation of the World Heritage site, as described in the World

[161] World Heritage Policy Paper, Ministry of Education, Culture and Science, 17 December 2001

Heritage Convention, ensuring a common effort directed at the protection and conservation of the outstanding universal value of the World Heritage site, with its core concepts of authenticity and integrity.

Core Message

The inscribing of '17th-century canal ring area of Amsterdam within the Singelgracht' on the World Heritage List gives international recognition to this historical urban area. The nomination provides Amsterdam with the opportunity to communicate its underlying intangible values as a tolerant trading city and the need to preserve this unique site to a broad domestic and international audience.
The outstanding universal values of this World Heritage site means that it is heritage for humanity as a whole and is therefore, as defined in the World Heritage Convention, irreplaceable.

6.1.5 Target groups

An effective information and communication strategy requires that the information and communication focuses on specific questions, wishes, expectations and interests of the various target groups involved in the World Heritage site. For this purpose we make a distinction between responsible authorities (at government and civil service level), primary and secondary stakeholders (see also Section 4.2) and of visitors from home and abroad.

Jointly responsible authorities

Responsible authorities have political responsibility for the protection and conservation of the site. They have direct governmental and policy-making responsibility for the policies impacting on the cultural values of the site. They act to improve policy and intervene if the outstanding universal value of the site is threatened. Responsibility lies with the governmental authorities; the policy is implemented by the organisations responsible for implementation (the administrating authorities).

- The governmental authorities are the Central Amsterdam District council, the executive board of the Amstel, Gooi and Vecht Water Board, the provincial council of North Holland Province and, with ultimate responsibility as states party, the Kingdom of The Netherlands, represented in this matter by the Ministry of Education and Culture and Science.
- In their function as implementers of policy the administrative services of these governmental bodies are deemed to be administrating authorities.

Stakeholders

Stakeholders are both directly and indirectly involved in the World Heritage site. The degree of involvement varies with the importance of the site for the stakeholders. For this reason in communications we distinguish between primary stakeholders and secondary stakeholders. The primary stakeholders are directly involved in this site, the ring of canals and the surrounding buffer zone. They are involved or have interests in the site and can exert influence in the site because of their involvement. Secondary stakeholders have no direct involvement or interests in the site but do have interests with respect to the site's values.

- Primary stakeholders are affected parties with respect to the property. They include residents, residents' organisations, businesses, tourism organisations, interest groups and heritage institutions.

- Secondary stakeholders are parties who are indirectly affected. They include residents, companies and institutions in Amsterdam outside Central Amsterdam, schools and other educational institutions and the media.

Visitors
Among visitors to the World Heritage site, a distinction is made between tourists and those visiting on business, and between longstay visitors and those on day trips within The Netherlands and from abroad.

6.1.6 Information and communication according to target group

Jointly responsible authorities
The governmental authorities are responsible for the policy for the protection and conservation of the outstanding universal value of the World Heritage site and the function of the surrounding buffer zone. They are aware of the responsibilities pursuant to the ratification of international resolutions and charters for the conservation of cultural and natural World Heritage. In the World Heritage Ring of Canals Steering Committee (*Stuurgroep Werelderfgoed 'Grachtengordel'*) they communicate with each other about the effects of these responsibilities with respect to the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', and about adaptations to their own policy for the purposes of optimising the protection and conservation of this World Heritage site. Their shared responsibility is the implementation of the management plan and the annual action plans that emanate from it.

The administrating authorities are responsible for the best possible implementation of the policy for protection and conservation of the outstanding universal value of the World Heritage site.
Responsibility for the supply of information to the administrating implementation organisations lies with the Amsterdam World Heritage Office, which informs the administrating implementation organisations about the content of the management plan and communicates with administrating authorities about the implementation of action plans.
The administrating authorities inform the Amsterdam World Heritage Office on a regular basis about developments within the property and about policy-related matters that could impact directly or indirectly on the site or its buffer zone.
The Amsterdam World Heritage Office supplies governmental authorities with all information (requested and unrequested) relating to UNESCO's World Heritage and relevant for an optimal site conservation policy.

Stakeholders
Primary stakeholders have a direct interest in sufficient reliable information about the consequences and application of the policy for protection and conservation in a World Heritage site. They are provided with information about the defining of the site's boundaries, about its outstanding universal values and about the effect and significance of conservation of World Heritage in general and with respect to the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', in particular. They are provided with information about what inscription on the World Heritage List means for their home, workplace, company or parking space. They know on which websites they can find information about the World Heritage site and where questions can be asked and proposals made with respect to the contribution they can make to its protection and conservation. By

doing this they gain the knowlege required to satisfy obligations arising from local government regulations applying to conservation of built heritage, spatial planning and construction and dwellings and know where they can find information about related policy and rules. They communicate with the responsible authorities at World Heritage Platform Meetings about requirements for optimal cooperation with regard to the care of the World Heritage site, so they can communicate the value of the World Heritage with enthusiasm and pride.

Secondary stakeholders have an interest in information about the World Heritage site and its outstanding universal values, concisely formulated in unique selling points for the ring of canals. It is important that they can pass on this information to others in order to achieve the broadest possible support.

Visitors

Visitors have a vested interest in factual information to enable them to find their way within the ring of canals. Additionally, they have an interest in background information about the outstanding universal values of this World Heritage site.
Using multilingual websites, they can familiarise themselves prior to arrival. They can find visitor-oriented information at the World Heritage Visitor Centre (Section 6.10) to expand their knowledge of the heritage site.

6.1.7 Opportunities and threats

Amsterdam (the Central Amsterdam District and the City of Amsterdam) must reckon with both opportunities and external threats. Using the core objectives of the information and communications strategy as the basis for operations, the opportunities will be exploited and the threats averted.

Opportunities

The ring of canals' core message slots into Amsterdam's city marketing strategy (see also Section 6.8), and its chief values of creativity, commercial dynamism and innovation. The presence of Amsterdam's ring of canals as part of its historical city centre is an important factor for suitable organisations considering establishing themselves in the city, helping it to continue to raise its profile as a creative trading zone.

The World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', will attract tourists interested in culture and history.
The property manager will expand cultural tourism facilities (see also section 6.5) by means of, among other things, a World Heritage Visitor Centre where more information will be provided about the origins and history of the urban planning of Amsterdam, the 17th-century ring of canals and its cultural heritage.

Backed up by adequate information and communication, stakeholders (residents, employers and interest groups) are the ambassadors for the city with respect to the protection and conservation of the World Heritage site.

Threats

Stakeholders such as residents and employers within the ring of canals might fear that inscription on the World Heritage List could lead to a more restrictive policy that would limit their activities. This could lead to a drop in support.

Concerns about World Heritage status or dissatisfaction with the protection and conservation policy could lead to stakeholders and interest groups being of the opinion that considerations of local interests will count for less after the ring of canals has been inscribed on the World Heritage List.

6.1.8 Information and communications resource matrix

Target group	**Resource**	**Action taken by**	**Costs**
Visitors	World Heritage Visitor Centre	Central Amsterdam District in cooperation with ATCB and BMA	pm
	Encourageboat cruises through the ring of canals	ATCB in cooperation with boat cruise companies	pm
	Promote guided tours in the ring of canals	ATCB in cooperation with city tour guides	pm
	Ring of canals World Heritage site website, multilingual	World Heritage Office in cooperation with Central Amsterdam District, ATCB and BMA (and links on stakeholders' websites)	Pm
	Signposting, information boards, maps and brochures	Nederland ATCB in cooperation with Department for Economic Affairs and World Heritage Platform	Reserve

Target group	**Resource**	**Action taken by**	**Costs**
Stakeholders, primary	Ring of canals World Heritage site website, Central Amsterdam District BMA	Central Amsterdam and BMA	pm
	Stadsdeelnieuws local newspaper	Central Amsterdam	n/a
	'Questions about the ring of canals' information centre	Central Amsterdam District, combine with Building and Housing Information Centre	Pm
	World Heritage Stakeholders Platform	World Heritage Office and external chair	n/a
Stakeholders, secondary	Ring of canals World Heritage site, Central Amsterdam and BMA websites	World Heritage Office, in cooperation with BMA and ATCB	pm

	World Heritage Visitor Centre	Central Amsterdam, in cooperation with BMA and ATCB	pm
	Cultural education	Department for Social Development in cooperation with BMA, educational institutions and UNESCO secretariat	pm
Media	generation of (free) publicity	Central Amsterdam and BMA communications consultants in cooperation with the district information office and World Heritage Office	pm

Target group	**Resource**	**Action taken by**	**Costs**
Responsible authorities	World Heritage Steering Committee	Property manager and World Heritage Office	n/a
	Netherlands World Heritage Platform	Property manager	n/a
	Adminstrating services, test teams, agencies and boards	World Heritage Office in cooperation with responsible authorities' implementing organisations	fte
All target groups	Investigate 400th Anniversary of the Ring of Canals and World Heritage event (in 2013)	World Heritage Office, BMA, a ATCB and other parties	reserve
	Existing events such as Open Built Heritage Day, Open Gardens Day, Canal Festival	Existing organisers in cooperation with ATCB and World Heritage Office	pm

Key Point 48:
As property manager, the Central Amsterdam District has primary responsibility for the further development and implementation of the information and communications strategy, producing an Action Plan and a schedule for its implementation detailing funding and/or staffing provided by all departments and organisations named in the information and communications resource matrix (to be added to the nomination dossier for submission)

6.1.9 Communication up to this point

Contact with responsible authorities and stakeholders
Over the past year, there has been contact with responsible authorities (those responsible in government) and stakeholders (those living and/or working in the area, heritage organisations) about the application and about the consequences of nomination as a World Heritage site. Various information evenings were convened.

The chair of the built Heritage executive committee and the chair of the Central Amsterdam District council organised two sessions, in 2007 and 2008, to provide and discuss information about the pros and cons of inscription on the World Heritage List. Those present included representatives of residents organisations, companies based in the area and the tourist sector.
On 11 March 2008, the Central Amsterdam District council held a well-attended council conference for stakeholders and affected parties on the matter of inner city built heritage and the nomination of the ring of canals as a World Heritage site. Discussions (Q&A sessions and debates) were held on the consequences for owners and occupants of buildings in Central Amsterdam of inscription of the ring of canals on the World Heritage List. Separate consultations were held with a number of interest groups.

Attention has been given to the subject several times in *Stadsdeelnieuws* (District News, local newspaper, circulation 65,500), which is delivered house-to-house and distributed through shops, shopping centres and libraries; and through an email subscription. In 2008 saw the publication of a special edition of *Stadsdeelnieuws* devoted to UNESCO's World Heritage.

Information about the canal ring area, the application and links to UNESCO can be found on the websites of the City of Amsterdam (amsterdam.nl and iamsterdam.com), Central Amsterdam and the Office for Built Heritage and Archaeology (Bureau Monumenten & Archeologie). Furthermore, the Central Amsterdam website and Amsterdam's Office for Built Heritage and Archaeology website contains standard information about the nomination of the ring of canals for inscription on the World Heritage List.

The purpose of communication with affected parties in Central Amsterdam is, on the one hand, to provide information about the opportunities and consequences arising from the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht' for inscription on the World Heritage List, and, on the other hand, to boost support; affected parties are the site's eyes and ears, and, as daily users of the site, its representatives. Among residents and businesses, support for the forthcoming nomination appears to be substantial at present, as is interest in the conservation of the outstanding universal value of the ring of canals and the protected built heritage within it. This support will also have to be maintained in the future
For general queries or questions relating to construction, permits and finance – or for any complaints – residents and companies can get in touch with the Central Amsterdam Building and Housing Information Centre (*Loket Bouwen & Wonen*).

In the media
Several press releases have been issued, leading to announcements in local and national media. Around the time that the nomination was being discussed by the Cabinet at the end of November 2008, a separate meeting was convened for the press in which extensive

background information was provided by experts and the representatives of the governmental agencies responsible about the values of this site.

Scheduling communication after the management plan has been approved by the City of Amsterdam

The procedure for the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht' produces various suitable dates for informing residents and businesses in Amsterdam – particularly those within the Singelgracht – about its progress. The most important of these to take place recently or in the coming period are:

- Autumn 2008: cabinet decision to apply to UNESCO for nomination;
- 1 February 2009: the annual date before which a nomination must be submitted to the UNESCO World Heritage Committee;
- June/July 2009: matters relating to the World Heritage site that come up for discussion at the annual meeting of the World Heritage Committee;
- Between March 2009 and May 2010 the World Heritage Committee's advisory bodies assess the nomination dossier. At the 2010 World Heritage committee meeting, they will present their findings and advice in the form of recommendations to UNESCO's World Heritage Committee;
- In June/July 2010, the World Heritage Committee will, in all probability, come to a decision about the nomination.

6.2 Municipal information centre

6.2.1 Introduction

The area covered by '17th-century canal ring area of Amsterdam within the Singelgracht' is sizeable, and when the buffer zone is included, it incorporates almost the entire Central Amsterdam District. Approximately 80,000 people live in Central Amsterdam, and 85,000 people work there. Annually, many hundreds of thousands of people visit what in the near future may be a World Heritage site. Groups of many different kinds will have questions about the site and the UNESCO World Heritage List – and will be looking for answers to them.

This section describes the organisation of the municipal information centre.

6.2.2 Municipal information centre, focused on individual target groups

Residents and employers

The property manager, Central Amsterdam, is developing a municipal information centre for residents of the ring of canals. Many of the questions posed by residents, employers and organisations relate to obligations and limitations associated with the heritage status of their home or premises and the consequences of the protection and conservation of the outstanding universal value of the World Heritage site.
To keep communication lines short and direct, and the municipal information centre will be combined with the Building and Housing Information Centre.

At the Building and Housing Information Centre, information will be available on zoning plans, building-related permits and building guidelines. To advance the continued conservation of the site, Building and Housing Information Centre staff will have relevant knowledge about built heritage and World Heritage, in general, and '17th-century canal ring

area of Amsterdam within the Singelgracht' and its surrounding buffer zone, in particular. The information centre will be publicised among residents and companies located in Central Amsterdam. It is possible to phone the Building and Housing Information Centre and to visit it three days a week. Simple questions related to buildings and housing will be answered, in order of preference, via Internet, by telephone and, lastly, at the information centre. For more complex queries, an appointment will be made with a permit manager, who can, in turn, and if necessary, refer to Office for Built Heritage and Archaeology, the knowledge centre for cultural heritage.

Key Point 49:
The property manager shall set up an information centre for residents, employers, organisations and companies where these parties can obtain information about the consequences of inscription on the World Heritage List.
The municipal information centre will be combined with the Building and Housing Information Centre. To encourage the continued conservation of the site, Building and Housing Information Centre staff will have relevant knowledge about built heritage and World Heritage, in particular '17th-century canal ring area of Amsterdam within the Singelgracht' and its surrounding buffer zone.
The information centre will be publicised among residents and companies located in Central Amsterdam.
The property manager will draw up a document describing the operation of this information centre, to be approved by the executive committee of the Central Amsterdam District.

Visitors
Preparatory studies are presently being undertaken with the objective of establishing a heritage centre for visitors to '17th-century canal ring area of Amsterdam within the Singelgracht' and other parts of the historical city centre (see section 6.10).

Stakeholders
The primary contact point for those stakeholders directly and consistently involved in the conservation of the site is the Amsterdam World Heritage Office (see section 4.5)

6.3 Use of the UNESCO and World Heritage emblem

6.3.1 Introduction

The World Heritage Committee has adopted an emblem for World Heritage comprising a square interwoven with a circle.
The circle symbolises the world and represents natural heritage; the square symbolises those forms created by humans and symbolises cultural heritage. The surrounding form additionally symbolises the protection of the heritage, and therefore the significance of UNESCO's World Heritage Convention for the conservation for the world of cultural and natural heritage of outstanding universal value. The term 'World Heritage' – in English, French and the language of the country in which it is being used – encircles the emblem. States Parties are entitled to use the emblem for World Heritage inscribed on the World Heritage List. Heritage on the World Heritage List is exceptional and is important to the history of humankind.It has outstanding universal value. In this way, the emblem draws attention to the conservation of heritage worldwide.

The Ministry of Education, Culture and Science has, in the past, had plaques designed to mark World Heritage elsewhere in The Netherlands. Future World Heritage sites in The Netherlands will therefore not only receive certification from the World Heritage Committee, but also this plaque, to mark the significance of the World Heritage in our country.

This section describes in what way the property manager is to use the World Heritage emblem.

6.3.2 Guidelines for the use of the World Heritage emblem

The *Operational Guidelines* details extensively the way in which States Parties are permitted to use the World Heritage emblem in Chapter VIII Sections 258-279.

Supervision of proper use
The property manager shall adhere to these guidelines in the use of the emblem and will ensure that the emblem is not used in any improper way by stakeholders, especially for commercial purposes. To this end, the property manager shall inform the stakeholders on matters pertaining to the deployment of the emblem.

Signposting
The property manager shall ensure that the public can recognise the property, 17th-century canal ring area of Amsterdam within the Singelgracht, as World Heritage.

Key Point 50:
The Central Amsterdam District will consult with the Amsterdam Tourism and Convention Board (ATCB) and relevant municipal departments about options for signposting of the property and ensure adequate implementation

Information media
The property manager shall ensure the recognisable use of the World Heritage emblem in information media (letters, brochures, websites, etc) relating to the World Heritage site, 17th-century canal ring area of Amsterdam within the Singelgracht. The importance of conservation of World Heritage will be emphasised through the use of the World Heritage emblem throughout information media.

Criterion for use of the emblem
The property manager shall base its decision on whether or not to use the World Heritage emblem on a given product on that product's educational, scientific, cultural and/or artistic value of the product on which it is used, in accordance with *Operational Guidelines* instructions on this matter
The property manager shall not cooperate with the use of the emblem for commercial purposes. If there is doubt, the holder shall consult the national authority, the Ministry of Education, Culture and Science (*Ministerie van Onderwijs, Cultuur en Wetenschap*). If necessary, the States Party should consult the Secretariat of the World Heritage Committee on the acceptability of specific applications of the emblem.

6.4 Public participation

6.4.1 Introduction

The parties primarily responsible for management and conservation of the property, '17th-century canal ring area of Amsterdam within the Singelgracht' and its designated buffer zone, are the property manager, Central Amsterdam, and the City of Amsterdam. Other partners involved are the Amstel, Gooi and Vecht Water Board (*Hoogheemraadschap Amstel, Gooi en Vecht*) and the The National Service for Archaeology, Cultural Landscape and Built Heritage (*Rijksdienst voor Archeologie, Cultuurlandschap en Monumenten*), acting on behalf of the Ministry of Education, Culture and Science. The common task of truly protecting t and conserving the Amsterdam ring of canals as World Heritage, now in the future, requires contributions from many organisations and people from the local community. This section examines the importance of public participation.

6.4.2 Stakeholders

Organisations

First of all, there are the larger organisations who, through their activities, are involved in cultural heritage in The Netherlands in general and thereby the outstanding universal value of the city centre of Amsterdam in particular. These organisations include the the Heemschut Society (*Bond Heemschut*), the Association of Friends of Amsterdam's city (*Vereniging Vrienden van de Amsterdamse Binnenstad*), the Fellowship (*Genootschap Amstelodamum*), the Cuypers Fellowship (*Cuypers Genootschap*) and the Royal Antiquarian Fellowship (*Koninklijk Oudheidkundig Genootschap*). They possess expertise in matters of the value of built heritage and can quickly detect undesirable situations and bring these to the attention of the relevant authority.

Organisations involved in the restoration are also of direct importance. They include the restoration company Stadsherstel N.V. Amsterdam, the Hendrick de Keyser Association (*Vereniging Hendrick de Keyser*), the Government Building Agency (*Rijksgebouwendienst*), the Amsterdam housing corporations owning built heritage within the property and the buffer zone, and the institutional investors. Together, these organisations own a significant portion of the national and municipal built heritage within 17th-century canal ring area of Amsterdam within the Singelgracht.
In practice, conservation of the outstanding universal values of the property will rely on the involvement and commitment of these organisations.

Tenants' organisations and residents' organisations are additional important participants. There are approximately fifteen residents' organisations active within Central Amsterdam. They are committed to the maintenance and improvement of living conditions in the mediaeval city centre and those parts of the 17th-century urban expansion in and around the ring of canals. They are committed to protecting and advancing the (legal) position of residents in matters of housing quality, rent, and overdue maintenance of housing. These organisations can also have a real impact on future developments within and near this World Heritage site.

Other organisations that can be involved in the context of public participation include those concerned with and/or run by employers in the city centre. These include the Amsterdam City

Association (*Vereniging Amsterdam City*), the Chamber of Commerce (*Kamer van Koophandel*) and employers in the tourism sector.

As a direct consequence of the international cultural significance of the World Heritage site, museums, archives and the academic world will also be important actors. They will play an important role in studies and the conservation of Amsterdam's cultural heritage, for the presentation of this heritage to visitors and for the education about heritage and culture of the Amsterdam population, school and higher education students, holidaymakers and tourists.

Local population
Commitment and support among the local community within the ring of canals and in the centre of Amsterdam is, experience has demonstrated, crucial to the success of the vision, ambitions and objectives of the management plan
They are the owners and/or residents and/or users of the buildings (many of them designated built heritage) within the ring of canals. They exert direct influence on the conservation of the outstanding universal values of the property.

Communication and public participation
The Central Amsterdam District acknowledges that contributions from owners, residents and users of the ring of canals is essential to successfully satisfying the obligations for the conservation of the property, in accordance with the Statement of Outstanding Universal Value as approved by UNESCO's World Heritage Committee. Central Amsterdam has established that there is broad support among the local community for nomination for World Heritage status. The provision of information about the conservation of the outstanding universal value of the property will nonetheless be intensified, maintained and optimised with respect to the local community in order to ensure broad and robust support and a responsible commitment from all involved in the World Heritage site.

6.4.3 Methods of communicating with citizens

According to the Statistics Netherlands' (*Dienst Onderzoek en Statistiek*) publication *The Amsterdam Citizen Monitor 2007* (*De Amsterdamse Burgermonitor 2007,* page 10), residents of the city centre draw information about the municipality and their living environment primarily from *Stadsdeelnieuws* (free council district newspaper, delivered to all homes in the district, 70%) and circulars to residents (33%). A significant proportion of residents also use the Central Amsterdam District website – particularly young people and the better educated. To provide information about the canal belt and its possible inscription on the World Heritage list to residents, companies and organisations in the centre of Amsterdam, Central Amsterdam and the City of Amsterdam will primarily make use of their own websites, a dedicated website that for the Amsterdam World Heritage site, which has still to be completed (see 6.12), with references to other relevant Web sites, and the *Stadsdeelnieuws* newspaper.

6.5 Cultural tourism

6.5.1 Introduction

For most tourists, culture and history are the most important reasons for visiting Amsterdam city centre. The historical city with its canal system and and richly diverse built heritage is

held in high esteem by these visitors. This section explains how the City of Amsterdam and Central Amsterdam intend to promote cultural tourism in Amsterdam.

6.5.2 International obligations

Cultural tourism offers opportunities to create a broad awareness and understanding of the World Heritage site. Only what there is awareness of, can be appreciated. ICOMOS, the World Heritage Committee advisory body, has drawn up an internationally recognised charter on cultural tourism

Tourism charter
International Charter on Cultural Tourism; Managing Tourism at Places of Heritage Significance (1999)
ICOMOS Charter – Charters approved by the general assembly of ICOMOS

The charter states that at a time of increasing globalisation, conservation and presentation of cultural heritage is an important challenge for people everywhere. However, management of that heritage is the responsibility of the regional community.
A primary objective for managing heritage is to communicate its significance and need for its conservation to its host community and to visitors. It brings with it a duty of respect for the heritage values of past and present-day owners and for the landscapes and cultures from which that heritage evolved.
Domestic and international tourism is among the foremost vehicles for cultural exchange about historical and contemporary societies. Tourism can highlight the economic importance of built heritage conservation. Built heritage conservation is, therefore, an essential component of the regional and national economy.

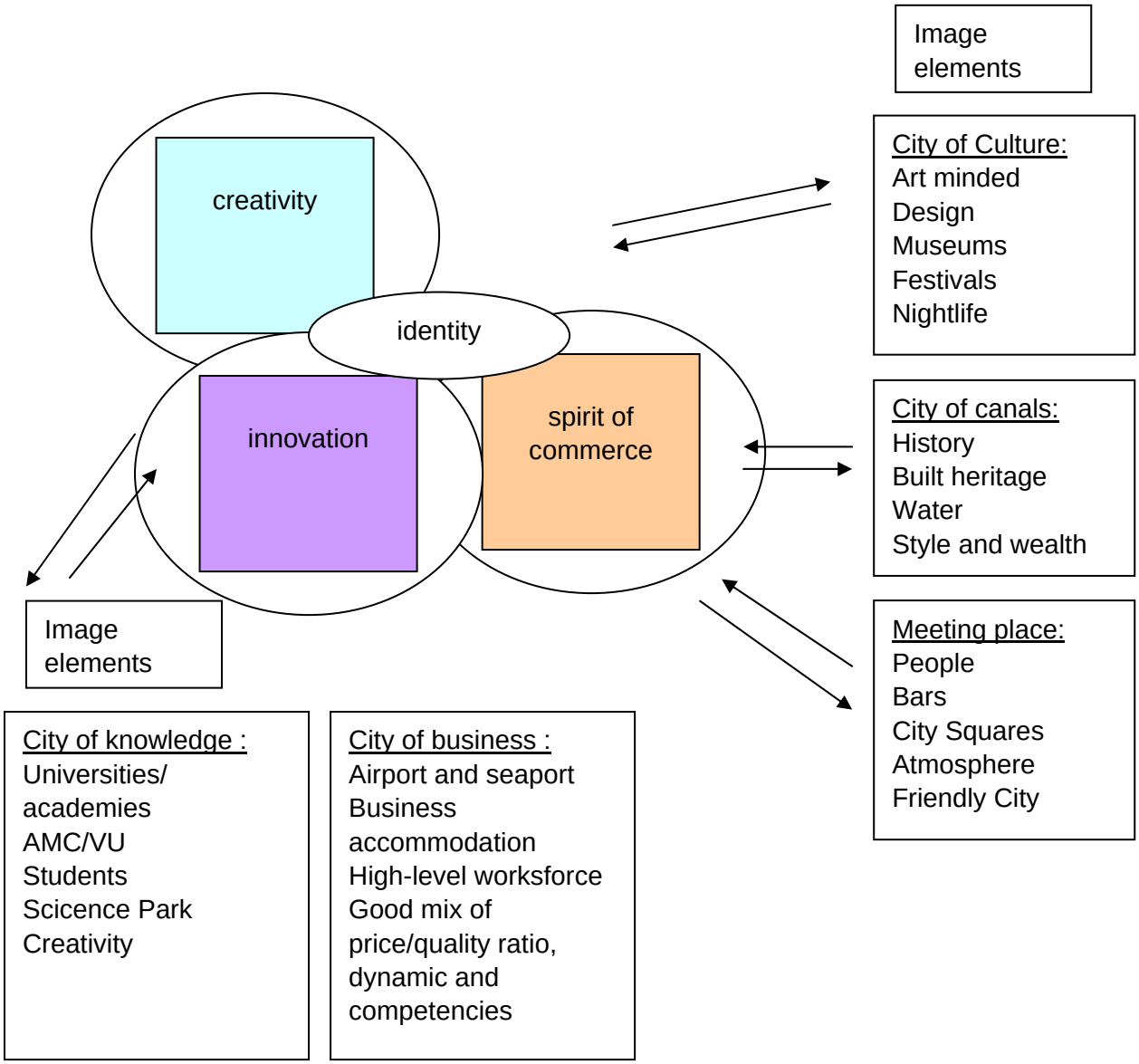
6.5.3 Cultural tourism policy

<u>Amsterdam Tourism and Convention Board</u>
Acting on behalf at the City of Amsterdam, the Amsterdam Tourism and Convention Board (*Amsterdam Toerisme en Congres Bureau* , ATCB) is responsible for the marketing of tourism in, and communication about, the City of Amsterdam. To this end, every four years the ATCB creates a strategic marketing and communication plan and reports annually on visitor numbers in Amsterdam and the level of appreciation among visitors. Visitors rate the city highly primarily for its arts, culture, historical past and the ambience of the canals and the built heritage that lines them. The ATCB has combined visitor's impressions and evaluations of the city in the diagram below. [162]

The ATCB positions Amsterdam (within the Amsterdam Partners framework; see 6.8, City Marketing)
- beautiful city with rich cultural history, canals and 17th-century culture;
- cultural city, art-minded city with a broad range of culture, music and performing arts available;
- warm, friendly city, a meeting place

[162] Amsterdam Top! Strategic marketing and communication plan 2005-2008 (Amsterdam Top! Strategisch marketing- en communicatieplan 2005-2008), p. 12

Figure 2. Identity and Image of Amsterdam



Tourism programme - Central Amsterdam District coalition

In the 2006-2010 Policy Programme,[163] the Central Amsterdam District coalition partners present their views on tourism in the district and what they intend to achieve during the coalition period.

The coalition parties see the district as an attractive, high-grade international location for tourism. The qualities of the historical city centre and Amsterdam as a cultural centre should be emphasised more. The parties are making efforts to bring about a reduction of pressure on the most densely populated, busiest areas. The parties aim to achieve the following:

[163] Central Amsterdam Policy Programme 2006-2010 (*Programakkoord 2006-2010 stadsdeel Amsterdam-Centrum*), p. 19

- tourist facilities at all levels will have to be improved to remain attractive for tourists for whom quality is paramount. Culture attracts tourism and can also have the effect of triggering innovation through the coming together of culture and business;
- more flexible opening times for cultural institutions and museums, to provide an impulse to nightlife;
- art in public spaces should be stimulated.

Proposals:
- improve distribution of tourism throughout the city centre;
- increase quality of facilities;
- improve tourist information, including provision of information about culture and creativity in Amsterdam.

Tourism programme – Central Amsterdam District budget 2008

The 2008 Programme Budget contains the measures the Central Amsterdam District will implement to broaden the provision of tourist facilities, distribute tourism throughout the city centre and attract quality tourism, especially by increasing the profile of the museums in the eastcity centre. The Central Amsterdam District intends to increase the rate of return visits and the average visit duration – from an average of 1.85 nights to an average of two nights.[164] Determining factors in this context include the tolerant and richly cultural climate for tourists and the quality of tourist facilities.

To the aforementioned ends, the Central Amsterdam District will take the following measures in 2008:[165]
- advocate agreement on a local government level on more flexible opening time for museums and cultural institutions
- adopt and implement a marketing plan and contribute to information for tourists about cultural and creative aspects of Amsterdam, in connection with the Cultural Policy Document.
- Implementation of concept and plan of approach for modifications to Chinatown (see Section 5.2, SWOT analysis)

The Central Amsterdam District has specified the following results indicators for these measures for the period 2006-2010: [166]
- more flexible opening times than at present for museums and cultural institutions;
- implementation of marketing plan;
- implementation of plans for Chinatown, in consultation with parties involved.

Furthermore, Central Amsterdam wishes to increase its contribution to the promotion of the city through 'I Amsterdam' and, in collaboration with the tourism sector, work on revitalising the tourism sector.

Central Amsterdam tourism policy

Central Amsterdam attaches importance to welcoming tourists to the city centre because of the positive contribution they make to the economy. Central Amsterdam wants to distribute tourism more evenly over the entire city centre. The average tourist appreciation rating of 8.1 for the mediaeval city centre and the ring of canals area is high. If tourism becomes

[164] Programme Budget 2008 Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), p. 94
[165] Programme Budget 2008 Central Amsterdam (*Programmabegroting 2008 stadsdeel Centrum*), pp. 96-97
[166] Meetbaar programakkoord Central Amsterdam (Meetbaar programakkoord stadsdeel Amsterdam-Centrum), p. 44

concentrated in particular areas of the city centre, this could have negative consequences. It could impact on the quality of life in the city centre for residents and users, and also on the experience of the cultural-historical values of the ring of canals and the appreciation rating of visitors to Amsterdam.

Measures

In 2008, Central Amsterdam took a number of measures to advance the improved distribution of tourism in Amsterdam within the Singelgracht: expanding facilities and attracting quality tourism by raising the profile among tourists of the eastern section of the city centre and the many lesser-known museums located there. To this end, Amsterdam Tourism and Convention Board's marketing plan has been remodeled. Furthermore, Central Amsterdam is urging the City of Amsterdam to reduce restrictions on the opening times for museums and cultural institutions. And finally, Central Amsterdam is contributing to the plans for realisation of the Chinatown on the city's Eastern Dock Island (*Oosterdokseiland*); 2008 will see the drawing up of the concept and plan of approach for Chinatown.
Central Amsterdam and the Amsterdam Tourism and Convention Board monitor the results of these measures (see chapter 8). Central Amsterdam is working on the expansion of hotel capacity throughout the district (see section 5.2).

City Centre Cultural Policy Document (2006)

In 2006, the Central Amsterdam executive committee adopted the City Centre Cultural Policy Document (*Cultuurnota Binnenstad*). Two of the five core cultural policy issues that impact on cultural tourism are the conservation and presentation of built heritage and the advancement of the international position of Amsterdam in terms of culture.[167]

- Conservation and presentation of built heritage

Central Amsterdam wishes to better exploit the rich cultural history of Amsterdam.
Policy resolutions aimed at achieving this include the following:

- foster knowledge exchange with countries of origin, in the field of built heritage conservation, for example;
- history for visitors: raise the profile of urban heritage through increased city marketing;
- link historical and contemporary creative developments in the city.

- International position

Central Amsterdam wants to improve the promotion of cultural properties with a high international status and increase the appeal of the city on an international level for foreign cultural producers, cultural institutions and tourists. The policy resolutions aimed at achieving this are:

- in collaboration with the Department of economic affairs, examine specific applications for city marketing and develop documentation and information material for foreign countries.
- establish and maintain contacts with the main countries of origin of migrants and culturally and internationally significant cities.
- international platform: provide a platform for international cultural institutions based in The Netherlands

Culture – the long-term vision

In 2003, the municipal executive (the *College van Burgemeester en Wethouders,* or 'College of Mayor and Aldermen') adopted the Long-Term Vision on Culture 2015 (*Langetermijnvisie*

[167] Vision for Culture in the City Centre 2006 (*Cultuurvisie Binnenstad 2006*), pp. 12-13

Cultuur 2015). Two of its five core issues relating to cultural tourism are 'the conservation and presentation of built heritage' and 'the international position'.[168]

- Conservation and presentation of built heritage

The municipal executive wants to better exploit the rich cultural history and the planned urban architecture of Amsterdam

> The historical city centre, the archaeological heritage and the museum collections are a reflection of the history of Amsterdam, the activities of the the inhabitants and the city's international exchange throughout the centuries. This is not only of interest to holidaymakers and tourists.

- International position

The municipal executive intends to promote cultural attractions with international appeal and increase the international appeal of the city for foreign cultural producers, cultural institutions and tourists.
Amsterdam has an exceptional place in Europe. Its population is small, but after Paris and London it is one of the four or five cities that combine extensive cultural heritage with a multiplicity of contemporary cultural expressions being produced and presented.
It is, then, not a city with a 'unique selling point' like some other cultural-historical cities or cities that host festivals – Amsterdam has a broad cultural spectrum. Key factors in this regard are the ambience of the city and its reputation as a haven for culture: it is a place where new products and lifestyles can emerge, where people can feel at ease, living, working and enjoying their free time. This atmosphere makes the city attractive for tourists, those attending conventions, international companies and expatriates. Amsterdam's international appeal contributes greatly to its economic position.

6.5.4 Museums in Amsterdam

Of the 51 museums in Amsterdam, 35 are located in the city centre, within the Singelgracht.

The seven Canal Museums

There exists an ongoing collaboration between seven of the museums located in the ring of canals, called the seven Canal Museums (*de zeven Grachtenmusea*):

- Our Lord in the Attic Museum (*Museum Ons' Lieve Heer Op Solder*)
- The Rembrandt House Museum (*Museum Het Rembrandthuis*)
- Willet-Holthuysen Museum (*Museum Willet-Holthuysen*)
- Van Loon Museum *(Museum Van Loon*)
- Marseille House, Museum for Photography (*Huis Marseille, Museum voor Fotografie*)
- Biblical Museum/the Cromhout Houses (*Bijbels Museum/de Cromhouthuizen*)
- Theatre Museum (till end 2008) (*Theatermuseum*)

Each of these museums has its own collection and unique style. Together these seven Canal Museums provide an overview of: 17th-century Dutch classicism to 19th-century Neo styles; characteristic kitchens and stuccoed stairwells to hand-painted ceilings and a superb selection of hand-painted wallpapers. These museums display the historical interiors behind their facades and offer the visitor the opportunity to view them in their original state.

[168] Long-Term Vision on Culture 2015 (*Langetermijnvisie Cultuur 2015*), pp. 6-7

The seven Canal Museums also organise the annual Open Gardens Days (*Open Tuinen Dagen*), when approximately thirty canal gardens are open to the public.

Historical Museums Department

- Until the end of 2008, the City of Amsterdam had a Historical Museums Department, which included the Amsterdam Historical Museum and the Willet-Holthuysen Museum. The Amsterdam Historical Museum was privatised on 1 January 2009. The Amsterdam Historical Museum presents the history of Amsterdam to as broad an audience as possible, using the City of Amsterdam's historical collections.

6.5.5 Policy summary

- Strategy Concept for Amsterdam City Centre (*Strategische Visie Amsterdamse binnenstad*, approved by Amsterdam City council on 28 February 2002)

The Strategy Concept for Amsterdam City Centre outlines the planned developments within the city centre until 2010.

- The policy document Centre with a Heart for Business (*Centrum met Hart voor de Zaak,* approved by the Central Amsterdam District council on 28 April 2005)

Centre with a Heart for Business details the importance of the city centre for the economy of Amsterdam, points out the opportunities and challenges presented to the city centre and examines in what ways the municipal executive, in cooperation with other parties, can most effectively capitalise on the situation.

- Concept Plan for the Development of Tourism in the East of the City Centre (*Visie Toeristische Ontwikkeling in de Oostelijke Binnenstad*, approved by the Central Amsterdam District Council on 26 and January 2006)

The Concept Plan for the Development of Tourism in the are of the City Centre outlines the opportunities and scope for tourism in the eastcity centre.

- Hotel Policy 2007-2010 (*Hotelbeleid 2007-2010*, approved by the municipal executive on 20 November 2007).

The policy document Hotel Policy 2007-2010 states that the city council intends to realise 4500 additional rooms, and that this number can be increased to 7200 by 2050, 1000 of which will be in Central Amsterdam

- City Centre Hotel Policy 2008-2011 (*Hotelbeleid Binnenstad 2008-2011*, approved by the Central Amsterdam District council on 18 November 2007)

City Centre Hotel Policy 2008-2011 states that Central Amsterdam intends to realise 1000 additional rooms before 2011, especially in the eastern city centre, in areas receiving a quality impulse, and in one or more of the major hotels in the historical city centre.

6.6 Visitor numbers statistics

6.6.1 introduction

Visitors to Amsterdam can be divided into two groups: tourists and those visiting on business. Tourists can be sub-divided into daytrippers and longstay tourists.
The tourism sector is a mainstay of the urban economy and of great importance to Amsterdam. Sustainable development of tourist-oriented activities is also important to the preservation of the cultural-historical values of the city centre, and contributes to the quality of life in the area.
Various organisations monitor developments with respect to visitors to Amsterdam, whether as tourists or for business.

6.6.2 ATCB survey of visitor numbers

Survey of Visitors to Amsterdam

The Amsterdam Tourism and Convention Board (ATCB) carries out regular surveys to determine the characteristics of visitors to Amsterdam. It maintains various databases containing tourism indicators.

The ATCB carries out an annual Survey of Visitors to Amsterdam (*Bezoekersonderzoek Amsterdam*), which serves as the basis for the published report Amsterdam Visitors Profile, which is the source of the following data and conclusion. [169]

- Overnight stays in Amsterdam

Amsterdam hotels and other companies offering accommodation hosted a total of more than 4.9 million guests in 2007. This is a rise of 5%. There were a total of 8.6 million overnight stays.

- Amsterdam, city for international congresses

In 2007, Amsterdam rose from 12th to 9th position in the rankings of cities for international conventions. The number of conventions in the capital rose by 22%.

- Spending and jobs

On a global scale, the market for conventions and meetings is one of the fastest growing business sectors. This sector provides gross tourist spending of €4.5 billion. This includes both tourist and business spending by visitors. Approximately €3.3 billion, or 72%, consists of tourist spending.

Jobs are primarily created in the following sectors in and around Amsterdam: culture, transport, retail, attraction and entertainment. When business spending is included, the tourism and congress sector produces an employment figure of 48,000.

- Reasons for visiting Amsterdam

The most important reasons for a visit to Amsterdam are its cultural history and the canals in the city centre, the atmosphere and the people, the museums and reputation of Amsterdam as capital of The Netherlands. Visitors to Amsterdam value the city primarily as a cultural destination.

- Visitor's activities

More than 40% of visitors to Amsterdam undertake at least six activities. The most frequently mentioned activities are walking around and looking at the city, going out to eat, visiting museums, shopping, visiting cafés and taking a canal cruise.

- Rating

Visitors to Amsterdam are very content and give their visit an average rating of 8.1. The most highly rated aspects are architecture (39%) and atmosphere (33%). The people, the culture and the leisure facilities are mentioned by 22% of respondents.

[169] Amsterdam Visitor Profile; Amsterdam Visitor Survey Amsterdam 2008 (*Amsterdams Bezoekersprofiel; Bezoekersonderzoek Amsterdam 2008*). Link: www.atcb.nl

6.6.3 Statistics Netherlands data

Yearbook *Amsterdam in figures*

The City of Amsterdam Department for Research and Statistics (*Dienst Onderzoek en Statistiek*, *O+S*) monitors a large amount of data and annually publishes the statistical yearbook Amsterdam in Numbers (*Amsterdam in Cijfers*).[170] In the chapter entitled 'Economy and harbour' (*'Economie en haven'*) the O+S updates information about the development of tourism in Amsterdam. Use is also made of data from Statistics Netherlands (*Centraal Bureau voor de Statistiek*, *CBS*). The following data and conclusions were gleaned from the 2007 Yearbook. [171]

- Hotels

There are 348 hotels located in Amsterdam, 66% of which are to be found in the Central Amsterdam District. The number of hotels has increased from 318 in 1997 to 348 in 2007; the number of beds, from 32.210 to 39.302. On average, guests stay two nights in hotels. The largest numbers of hotel guests come from Great Britain (21,5%), The Netherlands (16,3%) and the United States (16,3%).

- Forecasted growth in tourism

Amsterdam is sustaining its position as a draw for tourists. In 2006, Amsterdam attracted 4.7 million guests who stayed an average of two nights. Compared to 2005, this is a rise of 6% in guest numbers and 7.5% in overnight stays. It is expected that tourism will rise by 3.5% on an annual basis in the coming years. [172]

6.6.4 Amsterdam Topstad Amsterdam, Top City

Programme for Amsterdam Top City

In 2007, there were six key elements to the City of Amsterdam administration programme. One of these was the Amsterdam Top City project.

Amsterdam Top City is first and foremost an economic programme that also focuses on the fostering of tourist and business visits to Amsterdam. The objective of the Amsterdam Top City project is to re-establish Amsterdam among the top five cities in Europe for locating businesses.

In 2006, the municipal executive published the Amsterdam Top City policy document which focused on five core issues.

- talent
- from start to growth
- atmosphere
- space
- reputation

The Amsterdam Top City Programme Office (*Programmabureau Amsterdam Topstad*) monitors results of the Amsterdam top city programme.

The 2007 Annual Report (*Jaarverslag 2007*) states that a large proportion of the objectives aimed at establishing a basis for Amsterdam taking a higher position among the top European locations for the establishing of international businesses and organisations had been achieved.

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[170] Amsterdam in Numbers, City of Amsterdam Department for Research and Statistics (*Amsterdam in cijfers 2007*, *Dienst Onderzoek en Statistiek*, *Gemeente Amsterdam*), Link: www.os.amsterdam.nl

[171] Amsterdam in Numbers 2007 (*Amsterdam in cijfers 2007*), tables 12.3.1-12.3.9

[172] Amsterdam in Numbers 2007 (*Amsterdam in cijfers 2007*), p. 12

The following data and conclusions are derived from the 2007 Annual Report.

- Amsterdam's position among the top international cities[173]

The objective of the Amsterdam Top City project is to regain a place among the top five European cities for locating international businesses and organisations. Indicators include employment figures related to the number of foreign companies located in Amsterdam, the climate for companies locating in Amsterdam and the quality of life and its consequences for economic growth.
The number of new foreign companies in the region, including head offices, was 94 in 2007, 16 more than the target of 78.
The brand awareness of I Amsterdam, Amsterdam's city marketing slogan, produced a score among relevant international target groups (tourists, expatriates and students) of 63% – more than double the target figure.

Key Point 51:
On the basis of currently available statistics, the Central Amsterdam District can accurately estimate how many business visitors, tourists and daytrippers visit Amsterdam on an annual basis. The majority of these visitors visit the historical city centre. Precise numbers are not known. It is also not known how many of these visitors visit the ring of canals. It is, however, known that canal cruises are exceptionally popular, and that Amsterdam's historical architecture is the most highly rated aspect of Amsterdam among visitors.

Together with the Amsterdam Tourism and Convention Board and the Amsterdam Department of Research and Statistics and the canal cruise companies, Central Amsterdam has established measurable indicators and entered into an agreement about their measurement and monitoring with the Amsterdam Tourism and Convention Board and the Amsterdam Department for Research and Statistics, to obtain a better understanding of visitor numbers to the ring of canals and the appreciation level among visitors.

Presently, there are no signals that the outstanding universal values of the ring of canals is threatened by the scale and concentration of tourism. Central Amsterdam is on the alert for any such signals and will take any measures required to counteract any detrimental effects caused by large numbers or concentrations of visitors.

6.7 Public Events

6.7.1 Introduction

With all the changes over the centuries, Amsterdam within the Singelgracht has acquired its own unique atmosphere and charm, characterised by its many historical buildings, the canals and historical urban planning structures. In 1999, the historical city centre became a designated conservation area.
The varied cultural landscape contributes to the quality of the city centre and the quality of life within it. Public events add to the quality and the charm, but also bring in visitors to the

[173] City of Amsterdam, Annual Report 2007 (*Jaarverslag 2007 Gemeente Amsterdam*), p. 24

area. It is, then, also important to safeguard a proper balance between home life, work life and recreation. Existing cultural-historical qualities, the quality of life and the function of the city centre as a residential area should not suffer through public events.

6.7.2 Public events policy

City of Amsterdam policy
In 19 June 2008, the Mayor of Amsterdam adopted the Open Air Events in the City Centre policy document (*Buitenevenementen in de Binnenstad*, or the *Evenementennota*). The objective of this new policy document is the fostering of a high-quality and well-distributed programme of outdoor events that suits the needs of the city centre.

events are important for the city centre in two ways:

Building on existing qualities
Amsterdam's strengths are its creativity, innovation and spirit of commerce. Amsterdam is also a city of culture, canals and encounter (Choosing Amsterdam (Kiezen voor Amsterdam), brand, concept and organisation of city marketing, 2003). These strengths are communicated not just by stories, icons and images, but also by public events; events that correspond with this view of Amsterdam reinforce the city's unique qualities.

The majority of the city centre was designated a conservation area in 1999. In fact, the vitality and enormous diversity of functions the city has is an event in itself.

- Economic development
  The holding of public events in the city centre has various economic benefits. The most important effect is the impact on the city marketing of Amsterdam. A high-quality range of events contributes to the atmosphere in the city, its identity, cultural life, social cohesion and a prosperous economic climate. It supports the economy and tourism in the region and promotes a positive image of the city. Visitors to public events also make use of the facilities already available in the city centre, such as restaurants, (outdoor) cafes, museums, theatres and shops.

Central Amsterdam policy: quality and spread
The Central Amsterdam District seeks to maintain the balance between home life, work life and recreational activities, to increase the dynamism of the city centre and at the same time safeguard the quality of urban development through a proper distribution of public events throughout the city centre. This is achieved by, for example, stimulating new initiatives in other parts of the district where there is little happening at present, such as the east of the city centre.

Central Amsterdam's policy on quality and distribution is based on the location profiles contained in the policy document.[174] The policy document describes 43 suitable locations for public events on the basis of criteria such as character, accessibility, safety and the size and duration of the events that could take place there. The document also contains existing regulations.
It is the responsibility of Central Amsterdam to establish frameworks and a to develop a concept strategy for an events programme. The district council then assesses proposals for public events using these frameworks.

[174] Open Air Events in the City Centre policy document (*Nota Buitenevenementen in de binnenstad*), Chapter 2

All requests for events permits are assessed using the relevant local bylaws (*Algemene Plaatselijke Verordening*) along with the quality criteria and the location profile

- Local bylaws (*Algemene Plaatselijke Verordening*, *APV*, Article 2.11):
  - the type of event and its suitability for the location, considering its character and function;
  - burdens on quality of life and social climate;
  - possible pollution, adverse effects on the external appearance and prestige of the city centre, damage to green space and public facilities;
  - whether the organiser can offer sufficient guarantees that the event will proceed in an orderly manner, with regard to the preceding point;
  - whether the organiser can offer sufficient guarantees that there will be no damage to the environment;
- Location profile
  - one of the criteria used to determine the 'character' of the location its heritage status, or lack of it.

The organiser has primary responsibility for the event proceding in an orderly fashion. Regulations are enforced by various authorities. The Central Amsterdam sanitation police (Reinigingspolitie) enforces the event permit and its conditions. The police enforce public order and safety regulations. The Environmental & Building Department (Dienst Milieu en Bouwtoezicht, DMB) regulates sound levels, and the Inland Waterways Board (Binnenwaterbeheer) enforces regulations on the waterways.
In the case of public events of a metropolitan scale in the city centre, accordance is reached with the City of Amsterdam civil service.

Key Point 52:
When assessing requests for public events permits, Central Amsterdam is diligent in its assessment of possible risks to the internationally recognised cultural-historical values of the ring of canals and draws the attention of events organisers to their shared responsibility for appropriate conduct with regard to the character and significance of '17th-century canal ring area of Amsterdam within the Singelgracht' and its surrounding designated buffer zone.

6.7.3 Public events in the ring of canals area

Annually, several recurring public events take place within the ring of canals. Some of these have a direct relationship with the cultural-historical values of the ring of canals.

<u>Built Heritage Open Day</u>
Built Heritage Open Day (*Open Monumentendag*)has taken place in the Netherlands in the second weekend of September annually since 1987. Built heritage is opened to the public for one or two days, free of charge, to foster public interest in and support for built heritage conservation.

<u>Open Gardens Days</u>
In June of each year Amsterdam's canal museums organise the Open Gardens Days (*Open Tuinen Dagen*), when approximately 30 canal gardens are open to the public.

Canal Festival
The Canal Festival (*Grachtenfestival*) is an annual classical music event that takes place during at special locations in Amsterdam. The locations selected are distinguished by their architecture (built heritage and/or of particular interest) and their cultural-historical value.

Public event celebrating 400 Years of Canals
The draft budget for 2007 contained an incidental priority of € 62.500 for preparations for a public event in 2013 celebrating 400 Years of Canals. [175]

Key Point 53:
Central Amsterdam is examining whether the celebration of 400 years of Canals can take place in the context of the possible decision of the World Heritage Committee to inscribe '17th-century canal ring area of Amsterdam within the Singelgracht' on the World Heritage List.

6.8 City Marketing

6.8.1 Introduction

Amsterdam wants to maintain its place at the top of the league in the heavily competitive arena of European urban tourism. The Amsterdam Tourism and Convention Board and Amsterdam Partners are the implementing organisations of the citywide Amsterdam city marketing campaign and are accountable in this respect to the Amsterdam Top City municipal programme office.
This section explores the subject in further detail.

6.8.2 International obligations

Amsterdam is renowned and valued as a city of culture and a city of canals. Government and the private sector must ensure proper and responsible management of tourism, ensuring that it does not overburden or damage culture or cultural history. ICOMOS, advisory body to the World Heritage Committee, has drawn up an internationally recognised charter on this issue.

Tourism Charter
International Charter on Cultural Tourism; [176] Managing Tourism at Places of Heritage Significance (1999)
ICOMOS Charter – Charters accepted by the ICOMOS General assembly

At a time of increasing globalisation, conservation and presentation of our cultural heritage is an important challenge. However, management of that heritage is the responsibility of the regional community. A primary objective for managing heritage is to communicate its significance and need for its conservation to its host community and to visitors. Heritage calls for respect for the values and identities of past and present communities. Landscape, urban and cultural heritage are the tangible expressions of past events; without memory, there is neither past nor future.

[175] Meetbaar Programakkoord 2006-2010 Central Amsterdam (*Meetbaar Programakkoord 2006-2010 Stadsdeel Centrum*), p. 45
[176] Link: International Charter on Cultural Tourism, http://www.international.icomos.org/charters/tourism_e.htm

National and international cultural tourism is the most important source of cultural exchange with respect to previous and present-day societies. If it is properly organised, tourism can emphasise the economic importance of Heritage conservation. Heritage conservation therefore forms an intrinsic part of the regional and national economy began to contribute to development and innovation.

6.8.3 The importance of World Heritage with respect to city marketing

The application for inscription on UNESCO's World Heritage List of '17th-century canal ring area of Amsterdam within the Singelgracht,' to be submitted by the Kingdom of The Netherlands in cooperation with the City of Amsterdam and the Central Amsterdam District, emphasises the international and historical and cultural significance of this unique site for the development of the city.
The ring of canals is the pinnacle of urban planning in the Golden Age, a period in which Amsterdam blossomed in a very short period, and gained global stature. The city of this period formed the foundation for its further development in subsequent centuries. Almost all visitors cite the historical city centre and its canals as one of the highlights of the city. The inscription of the ring of canals on the World Heritage List would provide the opportunity to communicate to a broad domestic and international audience the underlying intangible values of Amsterdam's origins: as an intellectual safe haven and sanctuary in the 17th century for those unwelcome elsewhere in Europe because of their beliefs; for its spirit of commerce; and as a city of painters, cartographers and publishers.

At the same time, international recognition of the outstanding universal values, the authenticity and the integrity of '17th-century canal ring area of Amsterdam within the Singelgracht' as a World Heritage site imposes the obligation on Amsterdam of ensuring the protection and conservation of this World Heritage site in accordance with the guidelines contained in the Operational Guidelines for the Implementation of the World Heritage Convention as laid down by UNESCO's World Heritage Committee. Furthermore, well-considered measures must be taken to prevent damage to the World Heritage site through a tourism. The ICOMOS International Cultural Tourism Charter lays down seven fundamental principles for this purpose, and they are described as follows in the site document for 17th-century canal ring area of Amsterdam within the Singelgracht.[177]

> 'The document, containing seven fundamental principles, assumes that cultural and natural heritage sites are the property of all, and that their significance and the need to preserve them should be communicated to everyone, residents and visitors alike. And it is everyone's right and privilege to have access to this heritage, in a tangible, emotional and intellectual sense.
> Natural and cultural heritage is both a material and a spiritual resource that plays an important role in contemporary, modern life, and must therefore be made broadly accessible.
> The relationship between heritage and tourism is dynamic. It brings with it both opportunities and risks. It can lead to conflicts of interest. Tourism projects, activities and developments should have positive results and cause as little damage as possible to the heritage or the local community.
> The retention of the authenticity of heritage places and collections is important. It is an essential element of their cultural significance, as expressed in the physical material,

[177] 'Amsterdam's 17th-century ring of canals within the Singelgracht canal' site document (*Gebiedsdocument 'de zeventiende-eeuwse grachtengordel van Amsterdam binnen de Singelgracht'*), p. 80

collective memory and intangible traditions that remain from the past. The effects of tourism on the heritage place must be continually reassessed.
Tourism should have a positive influence on the local community.'

6.8.4 Relevant policy

City of Amsterdam cultural policy

In 2003, the Amsterdam municipal executive adopted the Long-Term Vision on Culture 2015 (*Langetermijnvisie Cultuur 2015*) document. It lays down the strategy for cultural policy in Amsterdam. Two of the five core issues with respect to cultural policy in which city marketing and tourism are explicitly raised are 'the conservation and preservation of heritage' and 'the international position'.

- *Core issue: the conservation and preservation of heritage*
  To better exploit the rich cultural history and outstanding urban planning structures of the city (both inside and outside the Singelgracht), as well as its range of architecture.
  Policy resolutions:
- o promote knowledge exchange with countries of origin in the field of built heritage conservation and on other matters;
- o enlighten visitors on the history of Amsterdam: increase awareness of urban heritage by broadening city marketing;
- o establish links between past and present creative developments in the city.

- *Core issue: the international position*
  Improve promotion of internationally prominent cultural assets and increase the international allure of the city for foreign cultural producers, cultural institutions and tourists.
  Policy resolutions:
- o in cooperation with the Economic Development department (*dienst Economische Zaken*), examine specific city marketing applications and develop information material and documentation for foreign countries.
- o establish and maintain more contacts with the major countries of origin of migrants and most important international cultural cities;
- o provide an international platform for international cultural institutions based in The Netherlands

City marketing policy and positioning

In 2003, the Amsterdam municipal executive adopted a policy framework entitled City Marketing: the Amsterdam approach (Citymarketing: De Amsterdamse aanpak). In this policy framework, the municipal executive positioned Amsterdam as a top city which, using city marketing,[178] wishes to take advantage of its strong position as a city of culture and canals and as a meeting place, and advanced its position as a city of knowledge, business and residence.
Internationally, Amsterdam distinguishes itself with its core values of creativity, spirit of commerce and innovation. These values are also inherent to the unique history of the city, in which the 17th century plays a defining role. Amsterdam has been a centre for trade for more than 400 years, a haven for intellectuals and it is in an international leader in art and culture.

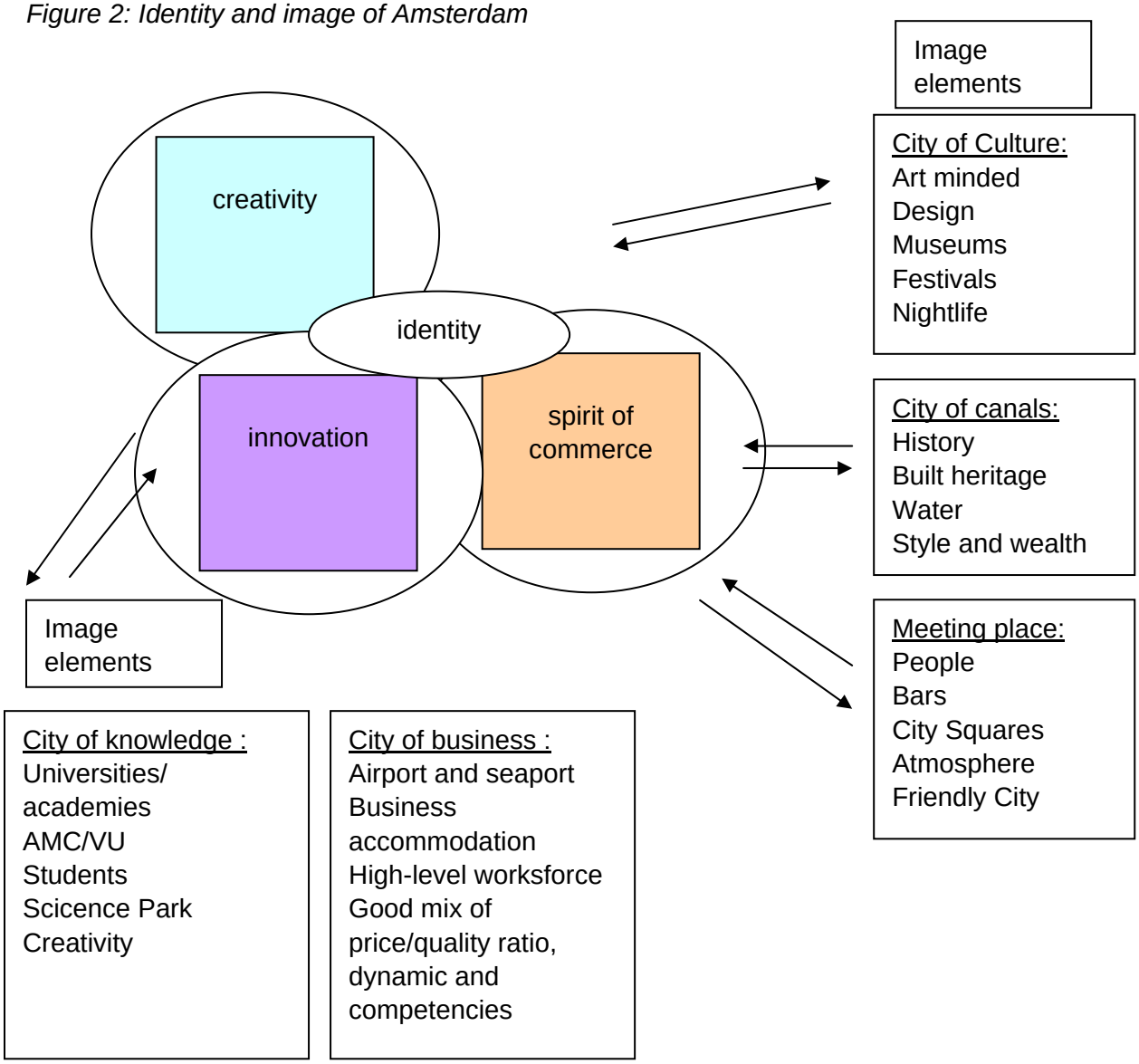
[178] City Marketing Policy Framekwork; The Amsterdam Approach (*De Amsterdamse aanpak Beleidskader Citymarketing; De Amsterdamse aanpak*), p. 12

Surveys of visitor satisfaction carried out by the Amsterdam Tourism and Convention Board revealed that Amsterdam is primarily valued as a city of culture and of canals and as a meeting place.[179] Bringing such core values to the fore as creativity, innovation and spirit of commerce. In the city marketing for Amsterdam, Amsterdam Partners and the Amsterdam Tourism and Convention Board position the city as follows:

- a beautiful city with a great deal of cultural history, canals, expressions of 17th century and 19th-century culture, and architecture from various periods;
- a cultural and art-minded city with a broad range of arts, culture, music, performing arts, public events, festivals, modern architecture and design;
- a city with a warm and welcoming atmosphere: a meeting point for business, information exchange and residence.

Figure 2 connects Amsterdam's positions and values[180]

Figure 2: Identity and image of Amsterdam



[179] Amsterdam Top! Strategic marketing and communication plan 2005-2008 (*Amsterdam Top! Strategisch marketing- en communicatieplan 2005-2008*), p. 11

[180] Amsterdam Top! Strategic marketing and communication plan 2005-2008 (Amsterdam Top! Strategisch marketing- en communicatieplan 2005-2008), p. 12

6.8.5 City marketing implementation

Amsterdam partners and ATCB

In 2004, Amsterdam Partners, a public-private platform, was set up for the implementation of the City of Amsterdam's city marketing policy. The platform was assigned the task of developing the city marketing of Amsterdam in cooperation with local government, regional government, the business world, institutions for arts and culture and promotional organisations. The Amsterdam Tourism and Convention Board (ATCB) is one of the organisations participating in Amsterdam Partners.
The following is a selection of key components of the city marketing

- I Amsterdam
- Amsterdam Partners coordinates all activities involving the slogan 'I Amsterdam' (www.iamsterdam.com), supporting the effective marketing of Amsterdam domestically and internationally.

- International media[181]

International media channels are deployed to ensure the effective marketing of the City of Amsterdam. Co-operation with international partners will also be activated if for each core issue to maximise international focus.

- Improve relationship between content and marketing[182]

The primary objective for 2008 for Amsterdam Partners is to improve the relationship between content (Top City programme) and marketing (Amsterdam Partners). Now that I Amsterdam is established as a concept and that the image of Amsterdam as a creative city of business is gaining a higher profile, there is an opportunity for further development. The city marketing has three main objectives in this regard:
1) enriching content;
2) improvement of cooperation with respect to city marketing;
3) increase participation of partners.

6.8.6 Monitoring of tourism by the Amsterdam Tourism and Convention Board

The Amsterdam Tourism and Convention Board promotes visits to Amsterdam by tourists and business people to Amsterdam through, among other things, deployment of the city marketing strategy and monitoring of tourist numbers and their appreciation of the city. Once every four years, the Amsterdam Tourism and Convention Board draws up a strategic marketing and communication plan based on research, a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis on the strengths and weaknesses of Amsterdam as a 'product'. In the 2005-2008 Strategic Marketing and Communication Plan (*Strategische Marketing- en Communicatieplan 2005-2008*) the strengths described by the Amsterdam Tourism and Convention Board include: city of culture and the ring of canals. Its weaknesses include the lack of image-defining attractions and a lack of style.

[181] Amsterdam Top City Working Programme 2008 (Werkprogramma Amsterdam Topstad 2008), p. 4
[182] Amsterdam Top City Working Programme 2008 (Werkprogramma Amsterdam Topstad 2008), p. 12

Key point 54:
As siteholder, Central Amsterdam enters into agreements with Amsterdam Partners and the Amsterdam Tourism and Convention Board to ensure that city marketing involving the ring of canals World Heritage site promotes tourism, produces positive results for the Heritage Site and prevents damage.

Key point 55:
As siteholder, Central Amsterdam enters into agreements with the Amsterdam Tourism and Convention Board to systematically monitor the effects of tourism on the World Heritage site, for the purposes of, among other things, the required periodic reporting to the World Heritage committee

Key point 56:
The Amsterdam World Heritage Office analyses and registers the effects of tourism on the World Heritage site. On the basis of this information, the World Heritage Steering Committee assesses the management plan and, where necessary, makes proposals for measures.

6.9 Education

6.9.1 introduction

Cultural heritage is formed by the tangible and intangible remnants of the past. Tangible remnants include objects in museums, buildings, archaeological finds, documents and archives, historical urban and rural landscape structures. But there are also those traditions passed down in the form of stories or customs. Our cultural heritage is dependent on the extent to which it is valued and respected by those directly and indirectly involved; to what extent they feel that the heritage belongs to them and is therefore important, significant and valuable.
Cultural education is an important way of offering information to those directly and indirectly involved; to young people and to new citizens – so that these people also as see the heritage as having importance, significance and value.
This section describes the efforts being undertaken by the City of Amsterdam and Central Amsterdam with respect to cultural education in general, and heritage education in particular.

6.9.2 Relevant policy

<u>The City of Amsterdam's cultural education policy</u>
In 2003, the municipal executive adopted the Long-Term Vision on Culture 2015 (*Langetermijnvisie Cultuur 2015*). Two of its five core issues relating specifically to cultural education are 'responsible authority status' and 'conserving and presenting heritage'.
The municipal executive seeks to ensure that all Amsterdammers feel themselves to be co-owners, to have a sense of pride in the city now and in the future, by encouraging a sense of shared responsibility for the city's cultural facilities and by devoting more attention to the cultural expressions of new Amsterdammers.

The policy resolutions intended for the strategic implementation of this concept are focused firstly on cultural education within the educational system, and secondly on giving more attention to cultural heritage as part of cultural education.

Central Amsterdam cultural education policy

In 2006, the Central Amsterdam District executive committee adopted the City Centre Culture policy document.

The executive committee distinguishes three forms of stakeholder status when dealing with the core issue of stakeholdership.

4) emotional stakeholdership
5) stakeholdership based on co-ownership
6) stakeholdership based on a sense of shared responsibility.

The executive committee has formulated a series of policy resolutions to advance the concept of stakeholdership through cultural education.

- Promote the inclusion of cultural education in the syllabus of all primary schools and schools for preparatory middle-level vocational education (VMBO). The Ministry of Education, Culture and Science has reserved additional resources for this purpose.
- Incorporate heritage education in the syllabus of primary education, in cooperation with museums and educational institutions, as part of the Heritage à la Carte project (Erfgoed à la Carte), which will provide coupons to schools to allow them to take students to visit museums.

6.9.3 Cultural education within educational institutions

The City of Amsterdam wants all young Amsterdammers at schools and in higher education to become familiar with the arts and culture. The Arts Plan 2005-2008; Creative Amsterdam (*Kunstenplan 2005-2008; Amsterdam Creatieve Stad*), adopted in December 2004 by the city council, indicates the City of Amsterdam's objectives with respect to improving cultural education in schools and higher education, and what measures the municipality will take to achieve these objectives. [183]

Ultimate objective	Method	Result	Activities
All young Amsterdammers become acquainted with art and culture	Establish cultural education in primary schools and preparatory middle-level vocational schools	40 percent of primary schools and preparatory middle-level vocational schools had continuous year-on-year courses of cultural education in 2008	Establish expertise centre for cultural education in Amsterdam (realised in 2005). Restructure infrastructure of cultural education (realised in 2007)

City of Amsterdam policy provides direct funding to primary schools and preparatory middle level vocational schools through:

- the Cultural Education Coupon Bank: the Cultural Education Coupon Bank (*Voucherbank Cultuureducatie*), managed by Kunstenaars & Co (Artists & Co, a non-profit organisation), makes coupon credits available to schools;

[183] The Arts Plan 2005-2008; Creative Amsterdam (*Kunstenplan 2005-2008; Amsterdam Creatieve Stad*), pp. 12-21

- The Amsterdam Arts Fund (*Amsterdams Fonds voor de Kunst* , *AFK*): The Amsterdam Arts Fund managers two grants schemes aimed at stimulating new initiatives in cultural education.

The City of Amsterdam promotes the integration of cultural education in the curriculum by giving schools more space and freedom in the matter and encourages providers of education to create suitable study materials.

In order to support schools and cultural institutions, when adopting the Arts Plan 2005-2008 (*Kunstenplan 2005-2008*), the city council decided to establish the cultural education expertise network Mocca (*Match Onderwijs en Cultuur Amsterdam)*, Match Education and Culture Amsterdam). Mocca also furnishes the annual Trends in Cultural Education report (*Trendrapport Cultuureducatie*). The 2007 Trends in Cultural Education report states: [184]

- the municipal 2006-2010 policy programme made a substantial increase (€250,000) in the budget for the Cultural Education Coupon Bank from the start of the 2007-2008 academic year
- much use has been made of the AFK grant scheme for cultural education;
- 63% of primary schools have a coherent cultural education policy.

6.9.4 In the making: education about the ring of canals heritage

The City of Amsterdam is developing various levels of study material to involve young people in the city's outstanding built heritage. Courses include information on the inscription on the World Heritage List of the ring of canals.

6.9.5 Policy overview

Long-Term Vision on Culture 2015 (*Langetermijnvisie Cultuur 2015*) approved by the municipal executive in 2003; includes cultural policy strategy with five core issues and policy proposals.

- Main Features of Arts and Culture 2009-2012 (*Hoofdlijnen Kunst en Cultuur 2009-2012*) approved by the executive committee on 23 May 2007.

This concept policy plan should lead to a common frame of reference and to actions carried out by multiple parties with respect to two issues: 'city culture' and 'city of art and culture'

- City Centre Cultural Policy Document (*Cultuurnota Binnenstad*): approved by the Central Amsterdam executive committee on 17 November 2005

This policy document suggests modifications to the implementation of the Long-Term Vision on Culture 2015 with respect to a Central Amsterdam and proposes concrete measures and activities.

- Arts Plan 2005-2008; Creative Amsterdam (*Kunstenplan 2005-2008; Amsterdam Creatieve Stad*). Approved by the city council in December 2004.

This plan defines activities implemented in the period 2005-2008 in arts and culture, including cultural education.

[184] 2007 Trends in Cultural Education report (*Trendrapport Cultuureducatie in Amsterdam 2007*), Mocca Cultural education expertise network

6.10 World Heritage Visitor Centre

6.10.1 Introduction

One of the resources employed by the property manager and the City of Amsterdam with respect to the provision of information about the site is the World Heritage Visitor Centre. This private enterprise proposal for the World Heritage site that would bear the name Heritage Centre should have the function of providing information to foreign and domestic visitors, residents and professional interested parties about the history, architecture and historical urban planning of the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht'.
This section is the specifications of the World Heritage Visitor Centre.

6.10.2 Guidelines

Instructions from *Operational Guidelines* (2008)

- States Parties should ensure that World Heritage status is adequately marked and promoted on-site.
- States Parties are encouraged to develop educational activities with the participation of museums, schools, universities and other local educational authorities.
- the UNESCO Secretariat can provide information to States Parties about the 1972 World Heritage Convention, the World Heritage List and also about threats to World Heritage. The Secretariat can advise States Parties on the preparation and implementation of promotional and educational projects.

6.10.3 Plan for World Heritage Visitor Centre/Heritage Centre

The Office for Built Heritage and Archaeology and the City of Amsterdam, in cooperation with Central Amsterdam, are developing an Action Plan for the setting up and organising of a World Heritage Visitor Centre/Heritage Centre. This centre will focus on the World Heritage site 17th-century canal ring area of Amsterdam within the Singelgracht, in general, and the significance of the expansion of urban planning from the 17th century to the present day, in particular. 2008 saw the initiation of a feasibility study examining various scenarios and project partners, as well as the budget and financing scheme.
The World Heritage Visitor Centre should be operational upon the inscription of '17th-century canal ring area of Amsterdam within the Singelgracht' on UNESCO's World Heritage List.
The World Heritage Visitor Centre provides information from and/or about:

- the World Heritage site, using a scale model and maps
- cultural-historical background information;
- virtual tours and guided and non-guided walking tours

The decision-making process with respect to effecting the visitor centre is in the hands of the City of Amsterdam.

Location

Possible locations being studied for suitability include the Amsterdam Historical Museum (*Amsterdams Historisch Museum*) [185] and the Zuiderkerk (the city's historic 'South Church').[186]

Essay about the ring of canals

Inscription on the World Heritage List of 17th-century canal ring area of Amsterdam within the Singelgracht will bring international recognition for this exceptional area. The outstanding universal values of his World Heritage site make it heritage for all humanity and therefore irreplaceable, of real significance for human history, and of interest to the entire population of the world. The importance of protecting World Heritage will be emphasised through the inclusion of the World Heritage emblem in visual media.

The Office for Built Heritage and Archaeology and the City of Amsterdam have entrusted the Jan Wagenaar Foundation with the task of writing a special publication aimed at the general public in which the history and cultural-historical significance of the 17th-century ring of canals within the Singelgracht is described and illustrated in an accessible way. This publication will be made available in many languages and is intended to be a source of information for all domestic and international target groups.

Means of information

Maps of the ring of canals area will be available at the Visitor Centre, the Amsterdam Tourism and Convention Board and other organisations for culture and tourism. The Amsterdam World Heritage Office is designing multilingual printed publications and virtual and multimedia applications presenting information about the World Heritage site along with cultural-historical background information.

Canal cruises

The City of Amsterdam is encouraging the provision of special canal cruises through the area, in cooperation with the canal cruise companies.

Tours

With the information provided by the visitor centre, visitors can tour the ring of canals whether with or without a guide. The City of Amsterdam is encouraging the recruitment of city guides to accompany visitors.

As well as visiting neighbouring historical areas of the city (the mediaeval city centre and the Jordaan, Weteringbuurt/ Noortse Bos, Utrechtsebuurt and Plantage districts) those visitors desiring more extensive knowledge of Amsterdam's urban planning and architecture can explore the 20th century history of the city with architect Berlage's South Plan (Plan Zuid), the Amsterdam School (*Amsterdamse School*) architectural style, the Spaarndammerbuurt district, the garden villages (*Tuindorpen*) in North Amsterdam and the new developments that came into being as part of General Expansion Plan (*Algemeen Uitbreidingsplan*, *AUP*) on the west side of the city.

Guides

[185] The Amsterdam Historical Museum makes as accessible as possible Amsterdam's history and historical collections by presenting them in a broad and inspirig context

[186] The South Church was restored between 1976 and 1979 and is now an information centre for all developments involving the City of Amsterdam's Spatial Planning Department.

Various organisations offer guided tours of central Amsterdam. These organisations will be approached by the City of Amsterdam and the Central Amsterdam District and be provided with the relevant information about UNESCO's objectives, the value of the World Heritage Convention and the significance of the World Heritage List.

Key point 57:
The results of the feasibility study into the setting up, location and resource planning of the Amsterdam World Heritage Visitor Centre will be communicated to the World Heritage Committee by the National Service for Archaeology, Cultural Landscape and Built Heritage.

6.11 Signposting

6.11.1 Introduction

The World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht', covers a large area and includes several canals, radial streets and many thousands of buildings, 7000 of which are designated as national built heritage.
This section describes signposting to and within the site.

6.11.2 Signposting within the property

Roadsigns
It is impossible to effectively implement on-site signposting of all access roads to the property on-site without damaging the value and integrity of the area. Signposting must be appropriate for the character of the property. The City of Amsterdam and Central Amsterdam are currently working on a new signposting system for visitors to the city. This system will take account of future signposting for the World Heritage site.

The property manager will ensure that the property '17th-century canal ring area of Amsterdam within the Singelgracht' is identifiable to the general public as a World Heritage site.

The City of Amsterdam and the Central Amsterdam District will, in cooperation with the Amsterdam Tourism and Convention Board, ensure that the World Heritage site is clearly marked on domestic and international maps, guides, websites and brochures.

Information media
The property manager bears the responsibility for the widespread use of information media such as maps, brochures and websites with respect to the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht'.

Information boards at buildings and locations
Boards have been installed at some outstanding buildings within the ring of canals area displaying background information about the year and method of construction, and its function, cultural historic value and other points of particular interest. Central Amsterdam, in cooperation with the World Heritage Office and the Office for Built Heritage and Archaeology, promotes the use of these information boards at prominent premises and locations within the ring of canals area. These boards will also feature information the World Heritage site and the World Heritage emblem.

Furthermore, the Hendrick de Keyser Association (*Vereniging Hendrick de Keyser*) and the restoration company Stadsherstel N.V place shields on premises they own.

6.12 Website for the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht'

6.12.1 Introduction

Surveys by the Amsterdam Tourism and Convention Board reveal that Internet is the most important source of information for more than half of all visitors to Amsterdam.[187] It is therefore of great importance to realise the provision of quality digital information about the World Heritage site, '17th-century canal ring area of Amsterdam within the Singelgracht'. This section explores the subject in more detail

6.12.2 Existing websites about the ring of canals and World Heritage

There are various websites where people can find information about '17th-century canal ring area of Amsterdam within the Singelgracht'. They include the websites of the City of Amsterdam, Central Amsterdam, the Office for Built Heritage and Archaeology, the Amsterdam Tourism and Convention Board and the international website www.iamsterdam.com.
Information about the ring of canals can also be found at the many websites belonging to museums, conservation organisations and interest groups.
Information on World Heritage can be found on many websites including UNESCO itself, The Netherlands World Heritage Platform Foundation and on the websites of World Heritage sites elsewhere in The Netherlands. Several of these websites are described in more detail below.

Visitor information at www.iamsterdam.com
The City of Amsterdam's international website www.iamsterdam.com has a portal function with respect to communication with visitors from abroad and English-speaking inhabitants of Amsterdam. As an addition to the existing information on cultural-historical backgrounds, a tool is presently being developed which will enable visitors to the website to take a virtual tour through historical Amsterdam. The ring of canals will be given a central role in this. The first section will be completed in 2009 and it will be extended in the future. Visitors will already be able to take a virtual tour to the most important built heritage, where information can be called up.

Information about UNESCO and the World Heritage List
The Secretariat of UNESCO in Paris has information and various publications about World Heritage intended for a broad audience. These can be found at http://whc.unesco.org. Information available here includes the World Heritage List, the Tentative Lists, the World Heritage List in Danger, the World Heritage Newsletter, the magazine World Heritage Review and the Memory of the World Register (which for The Netherlands includes the archives of the East India Company [*Verenigde Oostindische Compagnie*, or VOC] as well as the Jewish historical library Ets Haim/Livraria Montezinos), along with brochures and information packs. Detailed information can be found at http://whc.unesco.org/en/publications.
In the future, these materials can also be distributed from the World Heritage Visitor Centre.

[187] Visitor Survey 2008, ATCB

Information about World Heritage in The Netherlands

The Netherlands World Heritage Platform Foundation (*Stichting Platform Werelderfgoed Nederland*), formed by the other World Heritage sites in The Netherlands, maintains a website (www.werelderfgoed.nl) focusing on the Dutch World Heritage sites. These sites are Schokland and Surroundings, the Mill Network at Kinderdijk-Elshout, the D.F. Wouda Pumping Station, the Beemster Polder, the Rietveld-Schröder House, and the Defence Line of Amsterdam.

6.12.3 Website for the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht'.

It is important that the various target groups as defined in the information and communications strategy (see section 6.1) can find up-to-date, accessible and complete information on a clearly navigable website about '17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage. The Office for Built Heritage and Archaeology developed the website www.werelderfgoed.amsterdam.nl for this purpose. In the future. it will be maintained and further extended by the Office for Built Heritage and Archaeology. The website will be linked to relevant council, tourism and cultural-historical websites (national and international) to provide interested parties and visitors to Amsterdam with a variety of options for obtaining information about the World Heritage site. The website will provide information in several languages.

Key Point 58:
The World Heritage Office is developing a multilingual website for the World Heritage site '17th-century canal ring area of Amsterdam within the Singelgracht' containing links to relevant council, tourism and cultural historical websites.

Chapter 7: Finance-related agreements

7.1 Financing structure

There are various parties within the Netherlands that contribute to the conservation of '17th-century canal ring area of Amsterdam within the Singelgracht canal' as a World Heritage site (the property, together with its buffer zone and various other areas within the conservation area 'Amsterdam within the Singelgracht'). The main parties involved are:

- Local government; the City of Amsterdam and the Central Amsterdam District
- Regional governmental organisations (fire department, police and water board);
- Privatised utilities companies (with respect to the infrastructure for transport of electricity, gas and water);
- State government; (urban renewal investment budget; State Regulation Order for Built Heritage Maintenance Funding (*Rijksregeling Instandhouding Monumenten*, BRIM)), loans for the benefit of built heritage through the National Restoration Fund (*Nationaal Restauratiefonds*);
- Businesses (including housing corporations), institutions and private households.

The governmental organisations and utilities companies all have (autonomous) responsibilities laid down in various acts and regulations, and they are supervised/controlled in the execution of their responsibilities with reference to these acts and regulations.

Individuals, institutions and companies also have obligations with respect to properties in their ownership. The municipality overseas the meeting of these obligations. Where poor maintenance is encountered, the municipality has legal instruments at its disposal to compel owners to meet their obligations.

This chapter describes the expenditures incurred by the first four of the above-mentioned categories of parties – with respect to the entirety of the conservation, and within the context of the basic principles (see below). The final category (Businesses, institutions and private households) will not be exhaustively detailed because precise information is either unknown or unavailable. Statistical data are only known for the conservation of residences, and these are also specified. These data are not included in the summary tables.

Here follows an outline of the ways in which resources required for conservation are made available.
Local government receives the large majority of financial resources from national government. Local government levies charges on businesses and private citizens for the maintenance of sewers, refuse collection, issuing of permits and parking (all charges mentioned are cost-covering, with the exception of those related to parking). Furthermore, local government has the right to levy tax on real estate.

Regional governmental organisations are financed in the following ways:

- Police: financial resources provided by central government
- Fire department: financed by participating municipalities (local government)
- Water board: levies a a cost-covering tariff on all occupants (businesses and private individuals) in its area, for the management and (major and minor) maintenance of the water infrastructure.

The utility companies charge their clients for the costs of construction and maintenance of their infrastructure (businesses and private households);
Buildings designated as built heritage by central government are maintained by their owners who, to this end, can apply to the National Restoration Fund (*Nationaal Restauratiefonds*) for a restoration mortgage or for funding within the BRIM framework. The National Restoration Fund is funded by subsidies from the Ministry of Education, Culture and Science. This fund is replenished by repayments and interest payments, ensuring its continuation as a *revolving fund*. Furthermore, there are fiscal facilities available to owners of built heritage with a central government preservation order (no data available).

A portion of the resources is subject to economic and political fluctuation – specifically, that portion supplied to local and regional governments by central government. If central government reduces expenditure, those local and regional governments dependent on central government resources must also reduce expenditure. The degree to which local and regional governments choose to impose these reductions on resources available for conservation is a political decision. By the same token, improvements in the economic situation will lead to an increase of financial resources available to the local government. The relative proportions of the resources paid by local and central government are laid down in the Financial Proportions Act (*Financiële Verhoudingswet,* Fvw).

7.2 Basic principles

What distinctions have been made?

Throughout, the guiding principle has been that all (partial) governmental expenditure on conservation of the property and the buffer zone (including developments and improvements) should be included in the finance summary.
Within the summary, the following distinctions have been made;

- all costs incurred with respect to the preservation and maintenance of infrastructure, public space and water (roads, bridges, railways, water courses, water and energy supply, sewage, parking);
- all project-related developments in, and expenses arising from, (residential) construction and spatial planning on local government level;
- all government expenditure on the conservation of buildings, including artworks and buildings managed by local government.
- All expenditure on public order and safety (police, fire brigade and disaster control) at local level;
- The total amount for permit provision and enforcement, relating to the above-mentioned;
- Expenditure on city marketing;
- Operational and organisational costs relating to the above-mentioned.

It should be noted in this context that it is an illusion to think that 100% of all above-mentioned components have been fully defined. The intention was to outline the expenditure of the 'main players' in the above-mentioned areas as completely as possible.

Government departments and institutions involved in financing

The following departments and organisations are involved in this section on financing, together with the associated operating costs.

Operating Costs x € 1 milion		Annual Accounts					Budget and long-range estimate			
		2003	2004	2005	2006	2007	2008	2009	2010	2011
A	Central Amsterdam District	133	149	135	153	155	147	147	147	147
B	Bureau of Monuments & Archaeology	3	3	3	3	3	3	3	3	3
C	Dep. of Infrastructure, Traffic and Transport	4	4	4	4	4	4	4	4	4
D	Inlands Waterways Board	2	2	2	2	2	2	2	2	2
E	City Surveillance	13	13	13	13	13	14	14	14	14
F	Civil Service	12	15	16	15	16	16	16	16	16
G	Amsterdam-Amstelland Fire Department	3	3	3	3	4	4	4	4	4
H	Amstelland police	33	34	36	39	41	42	41	41	41
I	Water network Management	15	16	16	17	17	18	18	18	18
J	NUON (gas and electricity)	12	13	14	15	15	17	18	19	21
Total operating costs		229	251	243	265	270	266	267	269	271

The above table shows that Central Amsterdam district is responsible for more than half of the operating costs. The police and those operating public utilities and water supplies (including waste water) also make large contributions. The annual variability of expenditure is explained below.

Nuon and Waternet are privatised utility companies with a legal obligation to maintain the (utility) infrastructures for which they are responsible. The Amstelland police force is organised nationally (under the auspices of the Ministry of the Interior and Kingdom Relations (*ministerie van Binnenlandse Zaken en Koninkrijkrelaties*, BZK)); on an operational level, it is managed by the regional executive, consisting of the mayors of the participating municipalities. The of Amsterdam–Amstelland Fire Department is organised regionally and its board is formed by the participating municipalities. Other organisations named in the summary are directly responsible to the councils of the City of Amsterdam and Central Amsterdam district.

Basic Information

Regulations pertaining to central government budgeting and accounting[188] stipulate that municipalities must classify their expenditures according to function (see actual areas for attention) these functions ensure that expenditure on national and European levels remain proportional. This method of classification has also been chosen for the classification of expenditure related to the management plan. The other, non-municipal organisations have been incorporated in the same system, because classification according to function is a sound basis, founded on suitable definitions.

[188] The Budgeting and Accounting Order 2004 (*Besluit Begroten en Verantwoorden 2004*, or BBV 2004)

Outgoings on the part of implementing organisations must – in accordance with the Budgeting and Accounting Order (*Besluit Begroten en Verantwoorden*, BBV), among other requirements – be attributed to the functions and are therefore included here. Municipal costs (City of Amsterdam municipal executive, City of Amsterdam council, Central Amsterdam district executive committee, Central Amsterdam district council and associated organisational costs) are brought together under the umbrella term 'public administration'

In so far as possible, budgeting is based on the 2003 to 2007 annual accounts, the 2008 budget and the 2009 to 2011 long-range estimates. There is no simple way of accessing data for Central Amsterdam district before 2003 because this was the year in which it became an autonomous municipal district. The BBV requires a long-range estimate for the three years following the budgeted year. Hence the 2011 limit to future estimates.

System of assets and liabilities

The BBV requires operation within the framework of a system of assets and liabilities. This means that expenditure relating to a specific accounting year will also be ascribed to that year, even if the expenditure actually takes place in preceding or succeeding years. This means investments appear in the operational costs in the form of debits and accrued interest.

Operation and investment:

The obligations inherent to the system of assets and liabilities mean that almost all investments are indirectly included in it. To also make the investments appear in the accounts of all years involved would then entail a system of dual accounting. Several investments that are financed by third parties (in most cases, central government) do appear, however. A certain amount of dual accounting cannot be entirely ruled out. The BBV permits, and even encourages, the immediate accounting of public investment as an operational expense, in preference to entering it as an asset. Central Amsterdam district operates in this way and to this end diverts income from parking and income from the resources provided by central government from the Urban Renewal Investment Budget (*Investeringsbudget Stedelijke Vernieuwing*, ISV). Because the latter are not part of municipal district operating costs, they are regarded as investment expenses.

Definition of the area for the purpose of financing

The combined area comprising the property and the buffer zone closely coincides with the Central Amsterdam district boundaries. Because most departments and companies (including utilities) do not keep an accounting system relating specifically to the property and buffer zone area, a translation has been made to the area coinciding with Central Amsterdam district boundaries.

Conversion factors

Few departments or companies (including utilities) have an area-based (or comparable) accounting system. For this reason, conversion factors has been established using City of Amsterdam statistics, to determine costs for the area coinciding with Central Amsterdam district boundaries. The most important factors are surface infrastructure and water, number of residences and number of inhabitants of the Central Amsterdam district in relation to the total in the City of Amsterdam area.

Extrapolation

Not all companies and institutions involved in the conservation are required to make their budget and accounting public, and this means that insufficient data can derived from them for every annual calculation. To this end, extrapolation was made on the basis of national and local statistical data.[189]

Reproducible

The preceding makes clear that 100% transparent financing is impossible without huge effort and expense. The choice has been made for a practical approach that will be repeatable in future progress reports. The basic principles are rooted in the source document, ensuring that the comparable value can be guaranteed into the future.

7.3 General summaries

The following summaries, based on the above-mentioned basic principles and organisations, can be found below:

a. Operational costs based on the 2003 to 2007 annual accounts, the 2008 budget, and the long-range estimate for 2000 to 2011.
b. Investment expenditure based on on the 2003 to 2007 annual accounts, the 2008 budget, and the long-range estimate for 2000 to 2011.

Ad a. Operational costs, based on the 2003 to 2007 annual accounts, the 2008 budget, and the long-range estimate for 2009 to 2011.

In the table below, the number in the first column refers to the functions defined in the BBV. Column two contains the description of the function. Only those costs indicated above are included, with respect to these functions. for example, for function 4, Education, only the cost of accommodation of educational establishments (to the extent that it falls under the responsibility of the City of Amsterdam) are included.

Operating costs x € 1 million		Annual Accounts					Budget and long-range estimate			
		2003	2004	2005	2006	2007	2008	2009	2010	2011
0	Public Administration	16	19	21	19	20	20	20	20	20
1	Public order and security	37	40	41	45	46	47	47	47	47
2	Traffic, transport and water	87	90	80	92	98	98	98	98	98
3	Economic affairs	17	17	19	20	22	24	25	27	28
4	Education (accommodation)	0	2	1	2	2	3	3	3	3
5	Culture, recreation	10	10	17	17	14	12	12	12	12
6	Social Services	2	2	3	3	2	2	2	2	2
7	Public Health and enviroment	26	27	29	30	30	29	29	29	29
8	Spatial planning and public housing	35	46	34	36	37	31	31	31	31
Total operating costs		229	251	243	265	270	266	267	269	271

[189] Data sourced from Statistics Netherlands (*Centraal Bureau voor de Statistiek*, CBS) and the City of Amsterdam Department for Research and Statistics (*Bureau Onderzoek en Statistiek*).

The fluctuation in 2005 relates primarily to occasionally lagging implementation of projects within Central Amsterdam rather than any reduced availability of resources. These resources remain available and will be expended in later years. The levelling off of resources in 2008 and the long-range estimate is caused by the following:

- Not all organisations work with a budget that takes wage and price rises into account; they instead incorporate these changes in the following year's budget;
- Financing of one-off projects is also included in the accounting; it often not possible to budget for these projects.
- Some overspends can be found in the annual accounts due to unexpected expenditure;
- In the Netherlands, it is customary to use 'good business sense' (*goed koopmanschap*), which entails first making resources available before actually including them in a budget.

The following is an outline of the relationship between expenditure according to organisation and expenditure according to function:

- Central Amsterdam: expenditure on all functions.
- Bureau of Monuments & Archaeology: function 5
- Department of Infrastructure, Traffic and Transport: function 2
- Inland Waterways Board: function 2
- City surveillance: function 2
- Amsterdam – Amstelland fire department: function 1
- Amstelland police: function 1
- Waternet: functions 2, 3 and 7
- Nuon: function 3
- Civil Service: function 0

The preceding leads to the following conclusion: the expectation is that the level of expenditure in the 2007 annual accounts (with corrections for wage and price increases) will also be available in 2008 and subsequent years. The most important factors that could impact on expenditure are:

- A declining economy leading to a reduction in resources available to local government due to a reduction in central government expenditure in accordance with the Grants to Municipal Authorities Act (*Financiële verhoudingswet,* Fvw);
- A reallocation of available resources by local or regional governments.

Ad b. Investment expenditure, based on the 2003 to 2007 annual accounts, the 2008 budget, and the long-range estimate for 2000 to 2011.

Investment costs x € 1 million		Annual accounts					Budget and long-rate estimate			
		2003	2004	2005	2006	2007	2008	2009	2010	2011
0	Public Administration	-	-	-	-	-	-	-	-	-
1	Public order and security	-	-	-	-	-	-	-	-	-
2	Traffic, transport and water	-	0	0	1	-	2	1	1	1
3	Economic Affairs	-	3	-	-	-	1	2	2	2
4	Education (accomodation)	-	0	3	2	3	1	2	2	2
5	Culture, recreation	12	7	11	9	1	2	5	5	7
6	Social Services (accomodation)	-	-	-	-	-	-	-	-	-
7	Public health and enviroment	-	-	-	-	-	-	-	-	-
8	Spatial planning and public housing	-	11	19	20	5	3	15	15	15
Total investment		12	21	33	32	9	10	25	25	27

As previously indicated, in a number of cases, investments have been included either entirely or partially through debits included in operational expenditure. The majority of these cases relate to function 3 and 4. Investments in function 8 relate primarily to expenditure within the context of the Urban Renewal Investment Programme (*Investeringsprogramma Stedelijke Vernieuwing*, ISV) and investments in the redevelopment of Central Amsterdam district. The volume of investment emanating from the ISV is sensitive to changes in the economy, since these resources are derived from central government and can therefore be subject to cutbacks in the event of a declining economy. Again, the reverse is true in the case of a rising economy.
The resources made available by central government through the National Restoration Fund (*Nationaal Restauratiefonds*) are included in the investments in function 5. In recent years, this has related primarily to subsidies for the maintenance of built heritage and the provision of restoration fund mortgages. In the period from 2004 until the present, €24.3 million was spent on 247 restoration fund mortgages in Central Amsterdam. This seems to cause a falling-off of these amounts, because in earlier years, the removal of overdue maintenance is also included, which is now funded directly by central government – information about which is not accessible from a local level.

Other resources:
It is impossible to ascertain precisely the expenditure by private individuals on maintenance of the World Heritage site and the buffer zone. It should be clear, however, that this will also amount to a considerable sum. It can be inferred from the building permits granted in 2007,[190] that this sum is equivalent to approximately €10 million, a sum which does not include expenditure on everyday maintenance. Extrapolation from a national survey by Statistics Netherlands (*Centraal Bureau voor Statistiek*, CBS) produces a total sum of approximately €140 million spent on maintenance in Central Amsterdam. The combined sum

[190] The administration fees charged to the construction permit applicant are related to the total cost of the intended construction, making it possible to derive the total cost.

is, therefore, €150 million for private households. Business-related maintenance and investment is not included in this calculation.

Other sources of financing include 'private' funds and European resources; to the extent that they are included in the accounting of the main parties, they are also included in the summary tables. There is also a flow of resources paid out directly to owners of built heritage by, among others:
Postcode Lottery
VSB Fund
Prince Bernard Cultural Fund

These sums are not included in the preceding summaries.

CHAPTER 8: MONITORING

8.1 Monitoring

8.1.1 Introduction

Once every six years, World Heritage sites are subjected to a periodic reporting ('monitoring') by means of a questionnaire developed for that purpose. Under exceptional circumstances, when questions arise regarding a specific World Heritage site, 'reactive monitoring', initiated by the World Heritage Committee, may also take place. Therefore it is necessary that the *property manager*, on a yearly basis, monitors a set of indicators with which to oversee the 'state of conservation – the condition' of the *property*, Amsterdam's '17th-century ring of canals within the Singelgracht canal' and the adjoining buffer zone. A number of 'key indicators' is included in the Operational Guidelines (2008), 'Format for the nomination of properties for inscription on the World Heritage List, Annex 5, 6.a (Key indicators for monitoring state of conservation)'.

8.1.2 Monitoring and UNESCO

In the *Operational Guidelines* (2008), section 169 – 176 and section 199 – 210, UNESCO has provided instructions regarding systematic monitoring and reporting – the continuous process of monitoring the condition of the World Heritage Site by means of periodic reports concerning the state of conservation.

The objectives of the systematic monitoring, observation and reporting are:
- World Heritage site: Improvement of *site* management, long-term planning, prevention of potential emergency measures and ad-hoc interventions and reduction of cost through preventive conservation.
- States party: Improvement of World Heritage Site management, long-term planning, improvement of *site* management and preventive conservation.
- Region: Regional cooperation, regional World Heritage site policy and activities aimed at specific regional issues.
- World Heritage Site Committee/Secretariat: To provide better insight into the conditions of the World Heritage sites and the issues of the *sites* on a regional and national level. Improvement of management and decision-making.

As an integral part of the daily maintenance and management of the *sites,* the states party are ultimately responsible for arranging monitoring appointments. To this end, the states party work together closely with the *site* manager of the administrative authority, who annually reviews the condition of the *site*.
Every six years, the states party are requested to file a report with the World Heritage Committee regarding the conservation status of the World Heritage sites on their territories based on the questionnaire designed by this committee.

8.1.3 Preservation and management according to the Operational Guidelines (2008)

All *sites* on the *World Heritage List* must have at their disposal adequate laws, regulations and documented conservation management for the long term as well as a documented and functioning management plan/procedure.
Protection and management must safeguard the *site*'s Outstanding Universal Value and its integrity and authenticity. The territorial boundaries of what will be preserved and maintained as World Heritage Site have been accurately indicated on a map.

Periodic Reporting
Since 1999, once every six years a periodic report about the World Heritage site is prepared for the *World Heritage Committee*. The *Operational Guidelines* provide instructions (section 199 – 210) and a form (Appendix 7) for this. The Committee devises a 'questionnaire' for each cycle.
A specific regional rotational schedule is adhered to. Via cycles determined in 1998, the European and North-American World Heritage sites rotated to the top of the schedule during the period of June 2003 through July 2006. In 2012 the European and North-American World Heritage sites will again rotate to the top of the schedule; debate regarding outcomes takes place in 2014 during the 38th conference of the World Heritage Committee. The ICOMOS and IUCN, as non-governmental organisations (NGO's), make recommendations to the committee based on the outcomes of the conference.

Periodic reporting pertains to legal, managerial as well as other measures taken to satisfy the requirements of the *World Heritage Convention*. Besides questions about such items as the development of the surroundings, public participation, and provision of staff for the World Heritage site in question, reporting is also aimed at determining the status of conservation of the properties on the World Heritage List.

Reactive Monitoring (*Operational Guidelines*, par. 169-176)
Questions about the condition of a specific World Heritage site can trigger a so-called reactive monitoring report to the committee; for example in case of some form of threat, in case of exceptional circumstances, or if there is a question of possible placement of a World Heritage site on the List of World Heritage in Danger (section 169).
The *Operational Guidelines* provide regulations for this purpose (section 169 – 176). The initiative can originate from the Secretariat of the World Heritage Committee or the World Heritage Centre. However, other UNESCO-organisations or advisory bodies such as ICOMOS and IUCN can resort to reactive monitoring as well.
The impetus can involve natural threat, armed conflicts, neglect, deterioration, etc.
The NGOs provide the reports with recommendations. Section 176 specifies how the committee arrives at its conclusions; possibly deciding that further action is unnecessary, summoning the state party to take measures, or deciding to place the World Heritage site on the List of World Heritage in Danger and thus arrest further threats and allow for adequate measures. A final option is that this process can lead to removal from the World Heritage List if the committee is of the opinion that the outstanding universal value is no longer present.

Systematic monitoring
Monitoring is the systematic analysis of the state of affairs through the use of quantifiable indicators.

Key point 59:
As property manager, the Central Amsterdam District will work out a monitoring matrix in which the most important indicators for systematic monitoring are included (based on the specific 'key indicators' and further explanation found in appendix 5 of the Operational Guidelines, section 6.a) and which provides insight into how information should be interpreted, clarified and utilised. Besides the indicators, the matrix will specify where to find information pertaining to each indicator. The monitoring matrix, as determined by the property manager, will be added to the proposed nomination dossier.

Key point 60:
As property manager, the Central Amsterdam District is the primary entity responsible for the further development and implementation of the systematic monitoring strategy and will set up an action plan and its implementation schedule. Included are which internal, staff and/or financial contributions will be regularly provided by the services and organisations described in the monitoring matrix (action plan and implementation scheduling will be added to the proposed nomination dossier).

8.1.4 Existing monitors, indicators and sources of information

Central Amsterdam District Quantifiable Policy Programme 2006-2010
Municipal law (article 213 A) states that the district council, and/or executive committee, must periodically investigate the efficiency and effectiveness of the implemented administrative policies of the district council and/or executive committee.

To allow Central Amsterdam to measure the planned programmes (products, activities and funds) of the *Policy Programme 2006-2010,* effect indicators have been established to gauge the societal effects of a programme, and outcome indicators to gauge agreed-to outcomes. An effect indicator is a piece of information that is used to gauge the societal effect and to monitor its attainment according to indicators and/or measurements. And outcome indicator is piece of information that is used to establish an agreed-to outcome and to monitor its attainment according to indicators and/or measurements.

These effect and outcome indicators are included (for the first time) in the *Central Amsterdam District Quantifiable Policy Programme 2006-2010*. The indicators were selected prior to drawing up the Quantifiable Policy Programme. During the administrative period 2006-2010 the district monitors the indicators through the use of the 'planning and control cycle' and thus examines not only the implementation but also the efficacy of the selected indicators and of the assessment process itself.
Those indicators in the *Quantifiable Policy Programme 2006-2010* which are important for the conservation and safe-guarding of the outstanding universal value of '17th-century canal ring area of Amsterdam within the Singelgracht' and the surrounding buffer zone are listed in section 4.2 of the management plan, '*Property manager:* authority and responsibilities'.

The *property manager* also uses the monitoring and control of these indicators for the systematic monitoring of the *site* on behalf of the *World Heritage Committee* of UNESCO.

Annual Report/Annual Reconciliation and Programme Budget
In the Programme Budget and/or Annual Plan, the Central Amsterdam District as well as the City of Amsterdam outlines its annual ambitions, objectives and measures in 'programmes' for various policy subjects. The objectives and procedures are determined by effect indicators and outcome indicators.
In the Annual Report and/or the Annual Accounts, the City of Amsterdam and/or the Central Amsterdam District, review the indicators which they have selected during development of their Annual Plan and/or Programme Budget. The overview of indicators and resulting outcomes are also included in this annual financial reconciliation thus allowing the relationship between accomplishments and proposed expenditures (the management) to be monitored. The indicators that have been selected for the various 'programmes' in the Annual Plan/Programme Budget and Annual Report/Annual Reconciliation are also to be used by the *property manager* for the systematic monitoring of the *site* on behalf of the *World Heritage Committee* of UNESCO.

Department of Research and Statistics (O+S)[191]

- Directional function administrative information source
  As a source of relevant policy information the Department of Research and Statistics (O+S) supports the administrative process of the City of Amsterdam. The department's directional function is to be a source of administrative information and to facilitate the planning and control cycle of the City of Amsterdam.
- Baseline set of measurement indicators
  The Department of Research and Statistics utilises a baseline set of measurement indicators, which are used to prepare new programme budgets.
- Stadstat
  Via the website Stadstat, the department displays the indicators and the key figures, allowing interested parties to monitor the policy objectives of the district council. Stadstat can be consulted online: www.stadstat.osamsterdam.nl.
- Key figures Amsterdam / key figures districts
  The publications *Key Figures Amsterdam 2008: Districts*, *Key Figures Amsterdam 2008* and *Amsterdam in Figures 2007: City Region Amsterdam* are issued annually by the Department of Research and Statistics. These publications show the statistical information for Amsterdam, its 14 districts and its 97 neighbourhoods for each year. All information can also be viewed or downloaded via website www.os.amsterdam.nl.
- Research database
  Via its research database, the department maintains a digital library of all the leading research reports on the subject of Amsterdam and the rest of the Netherlands. In addition, the research database includes links to the most important information resources of a variety of research subjects. The research database can be consulted via www.os.amsterdam.nl/onlineproducten/onderzoeksbank.
- Publication overview
  The department provides an overview of the publications it releases, most of which can be consulted online. The publication overview can be found here: www.os.amsterdam.nl.

[191] Annual Report City of Amsterdam 2007, page 220

ATCB - statistics

To develop the markets for tourism and conventions, the Amsterdam Tourism & Convention Board (ATCB) makes use of several research tools.

- Factsheets
  Part of the market research information is accessible to interested parties via factsheets on this website: www.atcb.nl.
- Research Database Visitors Research
  Every four years, ATCB conducts a large-scale visitors research study of 4000 visitors to Amsterdam www.atcb.nl.
- Research MICE Market
  ATCB develops research for the MICE market (Meetings, Incentives, Conventions, and Events) via www.atcb.nl.
- Museum- and Attraction Monitor
  Every year the ATCB presents figures for visitors flow to Amsterdam's almost 40 museums and to its most important attractions. Twice annually, ATCB also asks the tourism industry, via www.atcb.nl, how tourism is progressing over the course of the year.

Trend Report Amsterdam City Centre

Every two years, the Central Amsterdam District compiles the *Trend Report Amsterdam City Centre*. The report reviews the development of the city centre in combination with the conservation of the basic values specified in the long term *Strategic Vision Amsterdam City Centre* (2002). Furthermore, the Trend Report identifies noticeable trends that may demand extra attention in the coming years and makes appropriate recommendations. The report appears every two years and, among other things, highlights the development on the subject of monuments and the city centre. The Trend report can be downloaded from the website www.centrum.amsterdam.nl – Publications – Annual Reports – Trend Report.
The district views the Trend Report as a barometer and discusses the report during all council assemblies.

Internal Administrative and Management Reports

Reporting on subjects such as administration and management, yearly planning and implementation plans, is done on a regular basis within the civil services and sectors of the City of Amsterdam and its districts.

Inspections/Investigation sector Public Space Central Amsterdam District

All activities pertaining to the maintenance of the public space (roads, green space, water works provisions), as well as the results of the maintenance investigations, are discussed in the *Full Implementation Plan (Uitvoeringsplan Heel),* issued annually by the Public Space Realisation department (Realisatie Openbare Ruimte) of the Public Space Sector of the Central Amsterdam District. The *Full Implementation Plan* is an internal document, the contents of which are incorporated in the Annual Report and Annual Accounts of the Central Amsterdam District.

Research on Living in Amsterdam

- *Living in Amsterdam*

The biennial research report *Living in Amsterdam,* by the Amsterdam City Housing Department, provides information by city district about the housing supply and residents' characteristics. The research can be found on the website www.wonen.amsterdam.nl – Policy and Research.

Yearbook Amsterdam Federation of Housing Corporations.

This yearbook includes figures pertaining to the composition of the housing supply of the housing corporations, see: www.afwc.nl.

Research Construction and Housing Department Central Amsterdam District

- *Administrative Annual Report Buildings Aesthetics*

This annual report evaluates the recommendations that Building Aesthetics and Built Heritage Agency (Commissie voor Welstand en Monumenten) has made to the Central Amsterdam District on such subjects as light construction requests, conservation, façade advertisement, building aesthetics criteria for major projects, monument permits/renovation plans, computerising the Policy Document on Buildings Aesthetics and deviations from the recommendations of the Buildings Aesthetics Agency by the municipal executive. The Annual Report can be downloaded from:
http://www.bestuur.centrum.amsterdam.nl/smartsite.shtml?id=17599&ch=DEF

- *Quality Monitor Buildings in the Central Amsterdam District*

Building by building, the *Quality Monitor* lists information about the status of the structure and its foundations. This monitor is constantly updated by the district's outdoor service of the Construction and Housing Department (every intervention is electronically registered via electronic security). The monitor can only be consulted in-house.

- *Research into Conservation Areas*

At the end of 2007 (as part of the framework effect indicators of the *Quantifiable Policy Programme 2006-2010* for ratings of built heritage and conservation areas), a baseline measurement was established by means of questionnaires/opinion surveys among the residents of the city centre, conducted by the Department of Research and Statistics. This assessment will be repeated at the end of 2009. The report for 2007 has been drawn up by the executive committee as of January 8, 2008, and is not available via the internet. Results have been included in the mid-term review of the Policy Programme 2006-2010.

Registration by the Bureau of Monuments & Archaeology (BMA)

- Registration Preserved Built Heritage

In the database AMIS (Amsterdam Monuments Information System), the Bureau of Monuments & Archaeology (BMA) maintains records of the municipal, provincial and national built heritage and conservation areas located in the districts within the municipality of Amsterdam. By keying a street name and house number into AMIS, interested parties can see whether a building is on the Municipal Monuments List. Additional information at the building level is not available to private citizens.
The bureau also registers the designations of, and designation procedures for, new conservation objects and adds those to the Municipal Monuments List.

Built Heritage descriptions

The Bureau of Monuments & Archaeology (BMA) conducts architectural and historical building research and draws up descriptions and evaluation guidelines for judging building requests. In these cases the exterior as well as the interior is described. In addition, so-called justification descriptions are drawn up for placement of the objects on the Municipal Monuments List. Thus, 914 clear and focused monument descriptions of historical buildings in the centre city have recently been compiled for designation as municipal monument as part of framework Municipal Monument Project (GMP). Monument descriptions are continuously expanded whenever a monument permit is requested

Advice Spatial Projects

The Bureau of Monuments & Archaeology (BMA) provides a variety of counsel and guidance to the centre city, the districts and the Buildings Aesthetics and Built Heritage Agency, such as advice regarding municipal benchmark and advice team (via procedure Plaberum, see section 5.1.4) zoning plan advice, spatial projects advice, and cultural/historical investigations.

Key point 61:

The Central Amsterdam District, as property manager, and the Bureau of Monuments & Archaeology (BMA), as Amsterdam's knowledge centre for built heritage, provide, together with Amsterdam's World Heritage Office and via the official website of the World Heritage site, 'Amsterdam's 17th-century ring of canals' (annex 5, Operational Guidelines), an effective overview of the relevant websites and sources of information where information (statistical, geographical, legal and administrative) can be obtained about regulations, registrations, research and reports pertaining to monuments in the Central Amsterdam District, about conservation area 'Amsterdam within the Singelgracht canal', and, after inscription, concerning the Word Heritage site 'Amsterdam's 17th-century ring of canals'.

Annual programmes, annual reviews and monitors

Various organisations annually publish programmes, reviews or monitors, where indicators can be found, which will be used in systematic monitoring of the World Heritage site, such as:

- Annual programmes subsidising maintenance of national conservation areas (framework BRIM) (via RACM)
- Annual programmes subsidising restoration of national conservation areas (framework BRIM) (via RACM)
- Annual review of performed repairs/restorations of municipal and national conservation areas (via BMA)
- Annual review of subsidies for the preservation of municipal monuments.
- Annual review of performed repairs/restorations of municipal and national conservation areas.
- Annual programme City Renovation + Financing
- Annual programme 'public space' and financing
- Annual renovation programme Stadsherstel Amsterdam N.V.
- Annual renovation programme Hendrick de Keyser Society
- Annual renovation programmes housing corporations, investment companies, etc.
- Revision zoning plans for 'Amsterdam within the Singelgracht'
- Annual number of releases (art. 19-procedure)

- Annual analysis of zoning plan recommendations made by the Building Aesthetics and Built Heritage Agency
- Monitoring of Hotel rooms centre city (biennial). Central Amsterdam District
- Annual monitoring of efficacy policy document on building aesthetics (see page 17 document on buildings aesthetics 2006, Central Amsterdam District); (legal requirement)

Annually the *property manager* requests or compiles an overview of:

- Annual overview of renovation activities of public space within the '17th-century ring of canals'
- Annual overview of spatial, economic, social-cultural changes within the *property* ('17th-century ring of canals')
- Annual analysis of spatial developments in the buffer zone within 'Amsterdam within the Singelgracht'; what influence (positive/negative) does this exert on preserving the *outstanding universal value* of the *property*
- Educational programmes/activities
- Nature/extent of 'corrective measures' on behalf of preserving the o*utstanding universal value* of the *property*
- Present-day supervision stakeholders

8.1.5 Monitoring matrix

Subject	**Indicator**	**Source**
OUV	Criteria for inscription on World Heritage List still valid?	OCW/RACM
	Expanded /new criteria required?	ditto
	Have there been changes to conditions OUV?	ditto
	Cause for drawing up 'state of conservation' report?	ditto
Authenticity & Integrity	Evaluation statements of A&I	ditto
	Number of participants restoration technique class BMA	BMA
Management	Regular evaluation of the management plan	SDC
	Activities of *property manager*	SDC
	Activities in cooperation with jointly responsible authorities and stakeholders	
	Number of consultations with steering committee, platform	
Urban planning	Evaluation efficacy of *property designation*: implementation of management and directives	SDC and City of Amsterdam
	Evaluation functioning of buffer zone regarding the benefit of the *property*: implementation of management and directives	SDC and City of Amsterdam
	Evaluation of *property* preservation in conservation area: implementation of management and directives	SDC
	Evaluation of *property* conservation with reference to structural concept: implementation of management and directives	City of Amsterdam
	Evaluation of *property* conservation with reference to zoning plans	SDC
	Evaluation of *property* conservation with reference to high-rise policy: implementation of management and directives	City of Amsterdam
	Evaluation of *property* conservation in object/complex conservation: implementation of management and directives	SDC

	Implementation urban renewal	SDC
	Public space: street-lighting	SDC
	Noise exposure Air quality	SDC
	MER-reports Visual Impact studies Terrace policy	DMB SDC

Subject	**Indicator**	**Source**
Monuments (above and below ground level)	Modifications to built heritage register and Municipal Monument List	BMA SDC
	Number and type of granted monument permits	SDC
	Number of demolition permits	SDC
	Number enforcement cases of construction without permit	SDC
	Number of summonses	SDC
	Number of notifications to Public Prosecutor CHER: implemented Cultural Historical Effect reports Publication(policy) BMA	SDC BMA
Canals/water	Water level	Water net
	Houseboats Bridges Water transport	SDC
Relevant factors/threats	High-rise: number of projects and construction height, application of *visual impact study*	City of Amsterdam
	Hotel/restaurant/café(HORECA): number of horeca facilities	SDC
	Terraces: Number of terraces	SDC
	Hotels: number of hotels, hotel beds and overnight stays per year	SDC & EZ
	Parking and traffic: traffic volume and number of car parks	SDC
	Façade advertisement: number and duration of permits	SDC
	Water: 'vibration damage' from wall repair	SDC
	Green space: Principal green space composition, number of classic trees, traditional gardens *(keurtuinen)*, planting along the canals, street gardens *(geveltuinen)*	SDC
	Metropolitan projects: number, type and location; criteria of buildings aesthetics	City of Amsterdam
	Other developments/urban projects: for instance reconstructions	SDC
Information, education, tourism	Educational material, activities and programmes	EZ and SDC
	Number of tourists and appreciation of *site*	EZ and SDC
	Number of events within the ring of canals	EZ and SDC
	Carry out scientific research	BMA, UvA, VU
	Information and promotional material	ATCB
	Number of hits website World Heritage Site Ring of Canals	P.M.

	Number of tours through the ring of canals	ATCB
Fiscal matters	Annual budgeting of maintenance, repair and restoration of *property* and buffer zone	SDC
	Number of loans granted from the Amsterdam Restoration Fund	BMA

In the monitoring plan the indicators still have to be completed and/or tightened. The *property manager* supplies the sources.

8.1.6 Indicators from sections management plan

6.6 Tourism, visitor figures, (indicator) (outcome):
- Increase repeat visits (measure – baseline measurement by ATCB autumn 2007)
- Increase average stay (measure – average Amsterdam; 1.9 night per visit)
- Open hours museums and cultural institutions (extended from current open hours)
- Marketing plan East Centre (Marketing plan)
- Plan development Chinatown (Concept and approach)

5.1.2 Programme Built Heritage (from Policy Programme 2006-2010 and Annual reconciliation 2007 Central Amsterdam District) quantifiable outcome accords:
- Number of buildings inscribed on Municipal Monuments List (rounded to 914 buildings in 2007)
- Number of enforcement cases construction without permit
- Number of summons, active and implicit
- Number of notifications to Public Prosecutor

NB These four indicators are included in the drawing up of the nomination format, 6a, 'Key indicators for measuring state of conservation'. (This means that their effects will reach beyond the programme's time frame and will then have to be included in future programmes).

Chapter 9: Management Plan Procedure

9.1 Introduction

Chapter 9 contains a description of the procedure to define and, in time, to implement the management plan.

9.2 Management plan procedure and UNESCO

Discussion, approval and endorsement of the management plan

The municipal executive (or 'College of Mayor and Aldermen') and the executive committee of the Central Amsterdam District will define the management plan and the associated operational plan and action plan.

After definition of the conceptual management plan, and before the Minister of Education, Culture and Science (*OCW)* presents the nomination to the Cabinet, the covenant between the Central Amsterdam District and the City of Amsterdam regarding the implementation of the *siteholdership* will be signed and subsequently added to the plan.

After definition of the conceptual management plan and before the Minister of Education, Culture and Science presents the nomination to the Cabinet, the covenant regarding the protection and maintenance of the *outstanding universal value* and the authenticity and integrity of the *property* as World Heritage Site, between the *shareholders* (Central Amsterdam District and the City of Amsterdam, the Province of Noord-Holland and the Amstel, Gooi and Vechten (*AGV*) Water Board) will be signed and subsequently added to the management plan.

After the definition of the conceptual management plan and before the Minister of Education, Culture and Science presents the nomination to the Cabinet, the Declaration of Intent will be signed by the important *stakeholders* and subsequently added to the plan.

Before the nomination is presented to the Cabinet by the Minister of Education, Culture and Science, the finalised management plan will be added to the nomination dossier upon receipt by the Ministry of Education, Culture and Science through intervention by the National Service for Archaeology, Cultural Landscape and Built Heritage.

Revision of the management plan

The World Heritage Office (*Bureau Werelderfgoed*) will see to the implementation of the management plan and the annual action plans. The World Heritage Steering Committee (*Stuurgroep Werelderfgoed*) approves the action plans of the World Heritage Office. Whenever necessary, the World Heritage Office implements the management plan and the steering committee approves the implemented version.

Implemented versions are brought to the attention of the *World Heritage Committee* through the mediation of the National Service for Archaeology, Cultural Landscape and Built Heritage.

Changes in the *property* and notification of the *World Heritage Committee*

In accordance with the regulations of UNESCO (par. 163-167, O*perational Guidelines*) and through the intervention of the National Service for Archaeology, Cultural Landscape and Built Heritage, and of the Ministry of Education, Culture and Science, the *site holder* will immediately notify the *World Heritage Committee* of modifications to the *property* such as small or large adaptations to the boundaries, modification of the criteria on which the nomination is based, or modification of the name of the *property.*

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City of Amsterdam

‘17th-century canal ring area of Amsterdam within the Singelgracht’

Appendix
(part 2)

Management plan for World Heritage nomination

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Appendix 1

Covenant between Property Manager and City Executive

Covenant between Property Manager and City Executive

Covenant

Between the City of Amsterdam's City Executive and the Central Amsterdam District concerning the protection and maintenance of '17th-century canal ring area of Amsterdam within the Singelgracht' as intended future UNESCO World Heritage Site

The undersigned (the parties)

1. The City of Amsterdam's city executive, represented in this matter by the Mayor of Amsterdam, Mr. M.J. Cohen;
2. The management board of the Central Amsterdam District, represented in this matter by the chair of the executive committee, Ms. E.H.M. Iping;

whereas:

- both parties shall bear joint responsibility for the protection and maintenance of 'Amsterdam's 17th-century ring of canals' to be nominated by the Kingdom of the Netherlands as World Heritage Site for the current and future generations of residents of, users of and visitors to Amsterdam;

designate the following as the basis for this covenant:

- The World Heritage Convention (UNESCO 1972);
- The Operational Guidelines for the Implementation of the World Heritage Convention (January 2008);
- The International Charter for the Conservation and Restoration of Monuments and Sites (Venice 1964);
- The Charter on the Conservation of Historic Towns and Urban Areas (Washington 1987);
- The Nara Document on Authenticity (Nara 1994);
- The Vienna Memorandum on World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape (Vienna 2005);
- The European Convention of the Protection of the Archaeological Heritage, Treaty of Malta (Valletta 1992);
- The nomination file submitted to the World Heritage Committee by the Kingdom of the Netherlands for the inclusion of '17th-century canal ring area of Amsterdam within the Singelgracht' on the UNESCO World Heritage Sites list (2008-2009);
- The Statement of Outstanding Value, compiled by the World Heritage Committee;
- The Districts bylaw, most recently amended by decree on 19 March 2008 no. 43/85;
- The covenant concerning monuments and archaeology between the Central

Amsterdam District and the City of Amsterdam's city executive, 14 October 2008;
- The area document drawn up in connection with the nomination of 'Amsterdam's 17th-century ring of canals' as a UNESCO World Heritage Site (June 2007);
- The management plan drawn up in connection with the nomination of 'Amsterdam's 17th-century ring of canals' as a UNESCO World Heritage Site, adopted by decrees of the College of Mayor and Aldermen of the City of Amsterdam and the executive committee of the Central Amsterdam District on 9 September 2008;

Thus agree as follows:

1. That their policy and the associated measures for '17th-century canal ring area of Amsterdam within the Singelgracht' are based on the applicable international treaties, charters and resolutions that relate to UNESCO World Heritage Sites, intended to protect and maintain sites of cultural and natural importance for the history of humankind;
2. That they will use the nomination file, which includes the management plan and the area document, as the basis for agreements about the management, protection and maintenance of the outstanding universal value of '17th-century canal ring area of Amsterdam within the Singelgracht' to be nominated as World Heritage Site;
3. That, after the inclusion of '17th-century canal ring area of Amsterdam within the Singelgracht' in the list of World Heritage Sites ('the property'), they will jointly bear responsibility for maintaining the intent and meaning of the *Statement of Outstanding Universal Value* for the property established by the World Heritage Committee, and the applicable criteria for the assessment of outstanding universal value, attributes of authenticity and conditions of integrity;
4. That they will support this goal of sustainable and future-oriented use of the World Heritage Site to be nominated by means of the establishment of an Amsterdam World Heritage Office as the central contact point for all stakeholders, involved parties and interested parties. This office will be responsible for the coordination of communication at a municipal, national and international level, as well as for the performance of a six-year monitoring cycle as determined by the World Heritage Committee.
5. That they will keep records and submit this information to the World Heritage Office for this six-year monitoring cycle.
6. That the Central Amsterdam District, as day-to-day manager of the conservation area 'Amsterdam within the Singelgracht canal' will function as property manager of the World Heritage Site to be nominated.

Amsterdam, dated 28 October 2008

The management board of the Central Amsterdam district	The City of Amsterdam's city executive
[signature]	[signature]
E.H.M. Iping Chair of the executive committee	M.J. Cohen Mayor

Gemeente Amsterdam

Gemeente Amsterdam
Stadsdeel Centrum

Convenant

tussen het gemeentebestuur van Amsterdam en stadsdeel Centrum over het beschermen en in stand houden van 'De zeventiende-eeuwse grachtengordel van Amsterdam binnen de Singelgracht' als beoogd toekomstig Werelderfgoed van UNESCO

De ondergetekenden (partijen)

1. Het gemeentebestuur van Amsterdam, te dezen vertegenwoordigd door de burgemeester van Amsterdam, de heer mr. M.J. Cohen;
2. Het bestuur van het stadsdeel Centrum, te dezen vertegenwoordigd door de voorzitter van het dagelijks bestuur, mevrouw E.H.M. Iping;

nemen het volgende in aanmerking:

- dat beide partijen gezamenlijk verantwoordelijk zullen zijn voor het beschermen en het in stand houden van het door het Koninkrijk der Nederlanden te nomineren Werelderfgoed 'De zeventiende-eeuwse grachtengordel van Amsterdam' ten behoeve van de huidige en toekomstige generaties bewoners, gebruikers en bezoekers van Amsterdam;

leggen aan dit convenant ten grondslag:

- *The World Heritage Convention* (UNESCO 1972);
- *The Operational Guidelines for the Implementation of the World Heritage Convention (January 2008)*;
- *The International Charter for the Conservation and Restoration of Monuments en Sites (Venice 1964)*;
- *The Charter on the Conservation of Historic Towns and Urban Areas (Washington 1987)*;
- *The Nara Document on Authenticity (Nara 1994)*;
- *The Vienna Memorandum on World Heritage and Comtemporary Architecture – Managing the Historic Urban Landscape (Vienna 2005)*;
- *The European Convention of the Protection of the Archaeological Heritage*, Verdrag van Malta *(Valletta 1992)*;
- Het door het Koninkrijk der Nederlanden bij het *World Heritage Commitee* ingediende nominatiedossier voor opname op de Lijst van het Werelderfgoed van UNESCO van 'De zeventiende-eeuwse grachtengordel van Amsterdam' (2008-2009);
- *The Statement of Outstanding Value*, vastgesteld door *The World Heritage Committee*;
- De Verordening op de stadsdelen, laatstelijk gewijzigd bij besluit van 19 maart 2008 nr. 43/85;
- Het Convenant op het gebied van monumenten en archeologie tussen stadsdeel Centrum en het gemeentebestuur van Amsterdam 14 oktober 2008;
- Het Gebiedsdocument opgesteld in verband met de nominatie van 'De zeventiende-eeuwse grachtengordel van Amsterdam' als Werelderfgoed van UNESCO (juni 2007);
- Het Managementplan opgesteld in verband met de nominatie van 'De zeventiende-eeuwse grachtengordel van Amsterdam' als Werelderfgoed van UNESCO, vastgesteld bij besluiten van het College van Burgemeester en Wethouders van Amsterdam en het dagelijks bestuur van stadsdeel Centrum van 9 september 2008;

Gemeente Amsterdam

Gemeente Amsterdam
Stadsdeel Centrum

komen het volgende overeen:

1. dat zij bij hun beleid en daarmee samenhangende maatregelen voor 'De zeventiende-eeuwse grachtengordel van Amsterdam' uitgaan van de internationaal geldende verdragen, charters en resoluties die betrekking hebben op het Werelderfgoed van UNESCO, bedoeld ter bescherming en instandhouding van cultureel en natuurlijk erfgoed van betekenis voor de geschiedenis van de mensheid;
2. dat zij het nominatiedossier, waarvan het Managementplan en het Gebiedsdocument deel uitmaken, als leidraad gebruiken bij afspraken over het beheren, beschermen en in stand houden van de uitzonderlijke universele waarden (*Outstanding Universal Value*) van het te nomineren Werelderfgoed 'De zeventiende-eeuwse grachtengordel van Amsterdam'.
3. dat zij na opname op de Lijst van het Werelderfgoed van "De zeventiende-eeuwse grachtengordel van Amsterdam' (*property)* er gezamenlijk zorg voor zullen dragen dat de door het *World Heritage Commitee* voor de *property* vastgestelde *Statement of Outstanding Universal Value*, de door deze van toepassing verklaarde *Criteria for the assessment of Outstanding Universal Value, attributes of authenticity* en *conditions of integrity*, hun betekenis blijvend zullen behouden
4. dat zij met dit doel een duurzaam en toekomstgericht gebruik van het te nomineren Werelderfgoed zullen bevorderen door middel van het oprichten van een Bureau Werelderfgoed Amsterdam als centraal aanspreekpunt voor alle belanghebbenden, betrokkenen en geïnteresseerden. Dit bureau is naast de zorg voor de coördinatie van de communicatie op stedelijk, nationaal en internationaal niveau verantwoordelijk voor de uitvoering van zesjarige *monitoring* cyclus zoals bepaald door het *World Heritage Committee*.
5. dat zij gegevens bijhouden en verstrekken aan het Bureau Werelderfgoed voor deze zesjarige *monitoring* cyclus.
6. dat stadsdeel Centrum als dagelijks beheerder van het beschermde stadsgezicht "Amsterdam binnen de Singelgracht' optreedt als *siteholder* van het te nomineren Werelderfgoed.

Amsterdam, datum 28 oktober 2008

Het bestuur van het stadsdeel Centrum

E.H.M. Iping
Voorzitter dagelijks bestuur stadsdeel Centrum

Het gemeentebestuur van Amsterdam

mr. M.J. Cohen
burgemeester

Appendix 2

Covenant between Shareholders

Covenant between Shareholders

Covenant

Between the City of Amsterdam's City Executive, Central Amsterdam District and the Amstel, Gooi and Vecht Water Board concerning the protection and maintenance of '17th-century canal ring area of Amsterdam within the Singelgracht' as intended future UNESCO World Heritage Site

The undersigned (the parties)

1. The City of Amsterdam's city executive, represented in this matter by the Mayor of Amsterdam, Mr. M.J. Cohen;
2. The management board of the Central Amsterdam District, represented in this matter by the chair of the executive committee, Ms. E.H.M. Iping;
3. The management of the Amstel, Gooi and Vecht Water Board, represented in this matter by the dike warden, Mr. J. de Bondt;

whereas:

as the competent authorities, the parties shall bear joint responsibility for the protection and maintenance of '17th-century canal ring area of Amsterdam within the Singelgracht' to be nominated by the Kingdom of the Netherlands as World Heritage Site for the current and future generations of residents of, users of and visitors to Amsterdam;

designate the following as the basis for this covenant:

- The World Heritage Convention (UNESCO 1972);
- The Operational Guidelines for the Implementation of the World Heritage Convention (January 2008);
- The International Charter for the Conservation and Restoration of Monuments and Sites (Venice 1964);
- The Charter on the Conservation of Historic Towns and Urban Areas (Washington 1987);
- The Nara Document on Authenticity (Nara 1994);
- The Vienna Memorandum on World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape (Vienna 2005);
- The European Convention of the Protection of the Archaeological Heritage, Treaty of Malta (Valletta 1992);
- The Statement of Outstanding Value, compiled by the World Heritage Committee;
- The Districts bylaw, most recently amended by decree on 19 March 2008 no. 43/85;
- The area document drawn up in connection with the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht' as a UNESCO World Heritage Site (June 2007);

- The management plan drawn up in connection with the nomination of ‘17th-century canal ring area of Amsterdam within the Singelgracht’ as a UNESCO World Heritage Site, adopted by decrees of the College of Mayor and Aldermen of the City of Amsterdam and the executive committee of the Central Amsterdam District on 9 September 2008;

Thus agree as follows:

1. That their policy and the associated measures for ‘17th-century canal ring area of Amsterdam within the Singelgracht’ are based on the applicable international treaties, charters and resolutions that relate to UNESCO World Heritage Sites, intended to protect and maintain sites of cultural and natural importance for the history of humankind;
2. That they will use the nomination file, which includes the management plan and the area document, as the basis for agreements about the management, protection and maintenance of the outstanding universal value of ‘17th-century canal ring area of Amsterdam within the Singelgracht’ to be nominated as World Heritage Site;
3. That, after the inclusion of ‘17th-century canal ring area of Amsterdam within the Singelgracht’ in the list of World Heritage Sites (‘the property’), they will jointly bear responsibility for maintaining the intent and meaning of the *Statement of Outstanding Universal Value* for the property established by the World Heritage Committee, and the applicable criteria for the assessment of outstanding universal value, attributes of authenticity and conditions of integrity;
4. That they will support this goal of sustainable and future-oriented use of the World Heritage Site to be nominated by means of policy, regulations and knowledge transfer;
5. That they will focus on maintaining the cultural and historic values in the management of the water/groundwater in the World Heritage Site to be nominated;
6. That, if desired, they will keep records and submit this information to the World Heritage Office for the six-year monitoring cycle that is required in the context of the UNESCO nomination;
7. That they, due in part to the recognition of and familiarity with the ring of canals as a UNESCO World Heritage Site, will work to promote what is included in the communication plan for the World Heritage Site to be nominated.

Amsterdam, dated 28 October 2008

The management board of the Central Amsterdam district

[signature]

E.H.M. Iping
Chair of the executive committee

The City of Amsterdam's city executive

[signature]

M.J. Cohen
Mayor

The management of the Amstel, Gooi and Vecht Water Board

[signature]

J. de Bondt
Dike Warden

Gemeente Amsterdam

Gemeente Amsterdam
Stadsdeel Centrum

Convenant

tussen het gemeentebestuur van Amsterdam, stadsdeel Centrum en het Hoogheemraadschap Amstel, Gooi en Vecht over het beschermen en in stand houden van 'De zeventiende-eeuwse grachtengordel van Amsterdam binnen de Singelgracht' als beoogd toekomstig Werelderfgoed van UNESCO

De ondergetekenden (partijen)

1. Het gemeentebestuur van Amsterdam, te dezen vertegenwoordigd door de burgemeester van Amsterdam, de heer mr. M.J. Cohen;
2. Het bestuur van het stadsdeel Centrum, te dezen vertegenwoordigd door de voorzitter van het dagelijks bestuur, mevrouw E.H.M. Iping;
3. Het bestuur van het Hoogheemraadschap Amstel, Gooi en Vecht, te dezen vertegenwoordigd door de dijkgraaf de heer J. de Bondt;

nemen het volgende in aanmerking:

- dat partijen als bevoegd gezag gezamenlijk verantwoordelijk zijn voor het beschermen en het in stand houden van het door het Koninkrijk der Nederlanden te nomineren Werelderfgoed 'De zeventiende-eeuwse grachtengordel van Amsterdam' ten behoeve van de huidige en toekomstige generaties bewoners, gebruikers en bezoekers van Amsterdam;

leggen aan dit convenant ten grondslag:

- *The World Heritage Convention* (UNESCO 1972);
- *The Operational Guidelines for the Implementation of the World Heritage Convention (January 2008)*;
- *The International Charter for the Conservation and Restoration of Monuments en Sites (Venice 1964)*;
- *The Charter on the Conservation of Historic Towns and Urban Areas (Washington 1987)*;
- *The Nara Document on Authenticity (Nara 1994)*;
- *The Vienna Memorandum on World Heritage and Comtemporary Architecture – Managing the Historic Urban Landscape (Vienna 2005)*;
- *The European Convention of the Protection of the Archeological Heritage*, Verdrag van Malta *(Valletta 1992)*;
- *The Statement of Outstanding Value*, vastgesteld door *The World Heritage Committee*;
- De Verordening op de stadsdelen, laatstelijk gewijzigd bij besluit van 19 maart 2008 nr. 43/85;
- Het Gebiedsdocument opgesteld in verband met de nominatie van "De zeventiende-eeuwse grachtengordel van Amsterdam" als Werelderfgoed van UNESCO (juni 2007);
- Het Managementplan voor het beoogde werelderfgoed 'De zeventiende-eeuwse grachtengordel van Amsterdam', vastgesteld bij besluiten van het College van Burgemeester en Wethouders van Amsterdam en het dagelijks bestuur van stadsdeel Centrum van 9 september 2008;

komen het volgende overeen:

1. dat zij bij hun beleid en daarmee samenhangende maatregelen voor 'De zeventiende-eeuwse grachtengordel van Amsterdam' uitgaan van de internationaal geldende verdragen, charters en resoluties die betrekking hebben op het Werelderfgoed van UNESCO, bedoeld ter bescherming en instandhouding van cultureel en natuurlijk erfgoed van betekenis voor de geschiedenis van de mensheid;

Gemeente Amsterdam

Gemeente Amsterdam
Stadsdeel Centrum

2. dat zij het nominatiedossier, waarvan het Managementplan en het Gebiedsdocument deel uitmaken, als leidraad gebruiken bij afspraken over het beheren, beschermen en in stand houden van de uitzonderlijke universele waarden (*Outstanding Universal Value*) van het te nomineren Werelderfgoed 'De zeventiende-eeuwse grachtengordel van Amsterdam'.
3. dat zij na opname op de Lijst van het Werelderfgoed van "De zeventiende-eeuwse grachtengordel van Amsterdam' (*property)* er gezamenlijk zorg voor zullen dragen dat de door het *World Heritage Commitee* voor de *property* vastgestelde *Statement of Outstanding Universal Value*, de door deze van toepassing verklaarde *Criteria for the assessment of Outstanding Universal Value, attributes of authenticity* en *conditions of integrity*, hun betekenis blijvend zullen behouden;
4. dat zij met dit doel een duurzaam en toekomstgericht gebruik van het te nomineren Werelderfgoed zullen bevorderen door middel van beleid, regelgeving en kennisoverdracht;
5. dat zij zich in het beheer van het (grond)water in het te nomineren Werelderfgoed zullen richten op het in stand houden van de cultuurhistorische waarden
6. zij desgewenst gegevens bijhouden en aanleveren aan het Bureau Werelderfgoed voor de zesjaarlijkse *monitoring* die in het kader van de Unesco-aanwijzing vereist is;
7. zij mede de herkenbaarheid van en de bekendheid met de grachtengordel als Unesco Werelderfgoed zullen bevorderen overeenkomstig hetgeen wordt opgenomen in het Communicatieplan voor het te nomineren Werelderfgoed.

Amsterdam, datum 28 oktober 2008

Het bestuur van het stadsdeel Centrum

E.H.M. Ipenburg
voorzitter dagelijks bestuur stadsdeel Centrum

Het gemeente bestuur van Amsterdam

mr. M.J. Cohen
burgemeester

Het bestuur van het Hoogheemraadschap Amstel, Gooi en Vecht

J. de Bondt
dijkgraaf

Appendix 3

Covenant concerning the conservation of built heritage and archaeology between the Central Amsterdam District and the City of Amsterdam’s city executive

Covenant concerning the conservation of built heritage and archaeology between the Central Amsterdam District and the City of Amsterdam's city executive

The undersigned (the parties)

1. The management board of the Central Amsterdam District, represented in this matter by the sector manager of Building and Living (*Bouwen en Wonen*), Mr. E. Loos, to be referred to hereinafter as "the district";

2. The City of Amsterdam's city executive, represented in this matter by the manager of the Bureau of Monuments & Archaeology (*Bureau Monumenten en Archeologie*), Ms. E. Agricola;

whereas:

- the powers concerning the conservation of built heritage and archaeology are decentralised, with the exception of three powers, as included in chapter VII of list A of the Districts bylaw (municipal council decree of 10 June 1998, no. 284, last amended by decree on 19 March 2008 no. 43/85;

- that the district exercises the decentralised powers with respect to the conservation of built heritage and archaeology, subject to what is determined in this covenant;

- that there are activities that correspond to the exercising of these powers, for which the knowledge and expertise of the Bureau of Monuments & Archaeology is indispensable;

- that advising by and consultation with the Central Amsterdam district are desired for the exercising of the central powers;

- that, for other aspects, the Bureau of Monuments & Archaeology functions as a centre of knowledge and expertise on the subject of monument conservation and archaeology for the Central Amsterdam district;

- that the Bureau of Monuments & Archaeology plays a coordinating role in the city's built heritage and archaeology policy;

designate the following as the basis for this covenant:

- the Districts bylaw, and in particular the municipal council decree dated 10 June 1998, no. 284, amended by decree on 19 March 2008 no.43/85;

- five process descriptions, which set out working method and division of tasks between the Central Amsterdam District and the Bureau of Monuments & Archaeology:
  - Process: Protection, dated June 2008;
  - Process: Permits, management and enforcement, dated June 2008;
  - Process: Subsidies and financing, decentralised powers, dated June 2008;
  - Process: Subsidies and financing, central powers, dated June 2008;
  - Process: Archaeology, dated June 2008;

- 'Room for history' ('*Ruimte voor geschiedenis'*), Policy Document on Monuments and Archaeology in Amsterdam for 2005-2010, adopted by the City Council on 13 April 2005.

Thus agree as follows:

1. To withdraw the covenant on the conservation of built heritage between the Amsterdam City Centre Service (*Dienst Binnenstad Amsterdam*) and the City of Amsterdam's city executive as determined on 17 July 2000;

2. To adopt the following covenant concerning the conservation of built heritage and archaeology between the Central Amsterdam district and the City of Amsterdam's city executive.

Article 1. Protection

A. The district exercises the decentralised powers, as described in the Process: Protection.

B. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the activities associated with these powers, as set out in the Process: Protection.

C. The mutual working relationships are taken account of in this situation, as described in the Process: Protection.

Article 2. Permits, management and enforcement

A. The Central Amsterdam district exercises the decentralised powers, as described in the Process: Permits, management and enforcement.

B. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the activities associated with these powers, as set out in the Process: Permits, management and enforcement.

C. The mutual working relationships are taken account of in this situation, as described in the Process: Permits, management and enforcement.

Article 3. Subsidies and financing, decentralised powers

A. The Central Amsterdam district exercises the decentralised powers, as described in the Process: Subsidies and financing, decentralised powers.

B. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the activities associated with these powers, as set out in the Process: Subsidies and financing, decentralised powers.

C. The mutual working relationships are taken account of in this situation, as described in the Process: Subsidies and financing, decentralised powers.

Article 4. Subsidies and financing, central powers

A. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the tasks arising from the central powers, as described in the Process: Subsidies and financing, central powers.

B. The mutual working relationships are taken account of in this situation, as described in the Process: Subsidies and financing, central powers.

Article 5. Archaeology

A. The Central Amsterdam district exercises the decentralised powers, as described in the Process: Archaeology.

B. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the activities associated with these powers, as set out in the Process: Archaeology.

C. The mutual working relationships are taken account of in this situation, as described in the Process: Archaeology.

D. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the tasks arising from the central powers, as described in the Process: Archaeology.

E. The mutual working relationships are taken account of in this situation, as described in the Process: Archaeology.

Article 6. Knowledge and expertise centre for monuments and archaeology

A. The City of Amsterdam's city executive ensures that, for other aspects, the Bureau of Monuments & Archaeology serves as a centre of knowledge and expertise with respect to monuments and archaeology for the district. This also means that the Bureau of Monuments & Archaeology provides official assistance and expert advice about plans and projects in the Central Amsterdam district, in which cultural and historic values play a role.

B. The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology functions as a coordination point for the city's built heritage and archaeology policy by means of transferring information and making proposals concerning city-related aspects of the monument and archaeology policy.

C. The first points of contact for the district are as follows:
- For advice about permits and enforcement, subsidies and financing of restoration or maintenance: the monument advisors assigned to the Central Amsterdam district from the Monuments department;
- For the other aspects of the monument policy: the area advisor assigned to the district from the Monuments department;
- For the archaeology policy: the archaeologists from the Archaeology department.

Article 7. Other provisions

A. The covenant is concluded for an indefinite period.

B. The covenant will be evaluated two years after the date it was concluded, and the evaluation may result in changes.

Amsterdam, 14 October 2008

On behalf of
the management board of the
Central Amsterdam District,

E. Loos

On behalf of
the City of Amsterdam's city executive,

E. Agricola

Explanation

Introduction
The covenant between the Amsterdam City Centre Service (*Dienst Binnenstad Amsterdam*) and the City of Amsterdam's city executive dated 17 July 2000 was modified as a result of the following developments:

1. Based on the Districts bylaw, the powers concerning conservation of built heritage and archaeology were decentralised, with the exception of three powers. The Central Amsterdam District was established in March 2002. In addition, on 19 March 2008, parts of the District bylaw that were relevant to the policy area were changed. In this covenant, agreements are made concerning the way in which the Bureau of Monuments & Archaeology supports the district in the implementation of the tasks associated with the powers.

2. As a result of the consolidation of the Office of Built Heritage Conservation (*Bureau Monumentenzorg*) and the Municipal Archaeological Service (*Gemeentelijke Archeologische dienst*) in 2002, new policy developments at a national and local level, and changes in legislation and regulations, some of the activities that the Bureau of Monuments & Archaeology performs for the district were changed and expanded.

Several documents serve as the basis for this covenant.
These are as follows:
a. The Districts bylaw
b. Five process descriptions
c. The Policy Document on Monuments and Archaeology in Amsterdam for 2005-2010;

These documents will be further addressed below.

In addition, an explanation will be provided for the articles of this covenant.

Sub a. Districts bylaw
The Districts bylaw indicates in Article 28 that the city council shall transfer all powers of the council and the College of Mayor and Alderman to the district councils and its (executive) committees, respectively. The following powers are not included in this transfer by decree of 10 June 1998, no. 284, amended by decree of 19 March 2008, with respect to the conservation of built heritage and archaeology:

1. The determination of the Subsidy Regulations for monuments and characteristic buildings, as well as the implementation of articles 2, 3 and 17 of these Regulations;
2. The application for and use of the permit stated in article 45 of the Monuments and Historic Buildings Act 1988;

Article 45 of the Monuments and Historic Buildings Act 1988 concerns the use of the permit that the minister granted on 5 December 2002 to the City of Amsterdam for performing excavations.

The powers referred to in 1 and 2 are reserved for the City of Amsterdam's city executive. The authority to determine the Regulations for the Amsterdam Restoration Fund shall also be included in List A accompanying the Districts bylaw, as soon as the decision is taken to establish this fund.

Sub b. Five process descriptions
Four process descriptions are an update of the four scenarios that were included as appendices to the covenant between the City Centre Service and the Office of Built Heritage Conservation. A process description for archaeology has been added, which sets out the activities that are associated with the decentralised powers and a central authority (the authority to perform excavations). As a result of the implementation of the Valletta Treaty in the Monuments and Historic Buildings Act 1988, new legal requirements entered into force on 1 September 2007 to safeguard and document the 'ground archives' in physical/spatial developments. It should also be noted here that the way in which these powers (in

principle, decentralised) are exercised by the City of Amsterdam is still being determined.

Sub c. Policy Document on Monuments and Archaeology in Amsterdam for 2005-2010
Op 13 April 2005, the city council adopted Room for History, Policy Document on Monuments and Archaeology in Amsterdam for 2005-2010 (*Ruimte voor geschiedenis, beleidsnota Monumenten en Archeologie 2005-2010*). The main themes in this document are as follows:

- A cultural and historic policy for the entire city
- Extra attention for the physical context of monuments and the 'ground archives'
- More intensive cooperation with the city districts
- Attention for systematic maintenance of monuments, which must lead to a limitation of the number of restorations
- Systematic archaeological supervision of physical plans and construction plans
- Additional attention for gathering and transferring knowledge to strengthen the support for culture and history among all Amsterdam residents.

A number of products were made or are being prepared in elaboration of the policy document, such as the creation of a Classification Map for Historic Architectural Value for the medieval city centre of Amsterdam, the identification of new monuments from 1850-1940, the creation of archaeological policy maps, the establishment of an Amsterdam Restoration Fund and the creation and implementation of educational projects.

Explanation of the articles of the covenant

The Articles 1 to 3 and 5 (A to C) relate to the decentralised powers. In accordance with the Districts bylaw, the districts have the authority to exercise these powers.

Articles 1A, 2A, 3A and 5A
The district determines the way in which it exercises the decentralised powers.

Articles 1B, 2B, 3B and 5B
Activities are associated with the exercising of the decentralised powers, for which the knowledge and expertise of the Bureau of Monuments & Archaeology are indispensable. In the context of applications for monument permits, for example, an appeal is made to the bureau's expertise to assist in the assessment of the admissibility of the application. In addition, the Bureau of Monuments & Archaeology draws up a description of the monument involved and issues its recommendations to the Building Aesthetics and Built Heritage Agency about the consequences of the proposed intervention for the monumental values of the building.
Based on the Articles 1B, 2B, 3B and 5B, the City of Amsterdam's city executive ensures, with respect to knowledge, capacity and resources, that the Bureau of Monuments & Archaeology performs all activities as indicated in the process descriptions under ' Bureau of Monuments & Archaeology'.

Articles 1C, 2C, 3C and 5C
Many working relationships exist between the Central Amsterdam district and the Bureau of Monuments & Archaeology; these are described in the process descriptions. These various relationships are taken into account based on the articles 1C, 2C, 3C and 5C.

Articles 4 and 5 (D)
The City of Amsterdam's city executive ensures that the Bureau of Monuments & Archaeology performs the tasks that arise from the central powers.
For the performance of these tasks as well, working relationships exist between the Central Amsterdam district and the Bureau of Monuments & Archaeology. These working relationships are taken into account based on article 4 sub B and article 5 sub E.

Article 6
In addition to the activities that the Bureau of Monuments & Archaeology performs for the Central Amsterdam district as included in the process descriptions, it is the express intention that the Bureau of Monuments & Archaeology also functions in other aspects as the knowledge and expertise centre with respect to monuments and archaeology for the district. The Bureau of Monuments & Archaeology is the coordinator of the municipal monument and archaeology policy. This means it is responsible for good

coordination between the districts and acts as the (first) contact point in the network of external contacts (national government, province, Association of Netherlands Municipalities, Federation of Major Monument Municipalities (*Federatie Grote Monumentengemeenten*), and private monument organisations).
In this role, the Bureau of Monuments & Archaeology also bears responsibility for the development of a comprehensive vision of Amsterdam's built heritage and archaeology policy and for the implementation thereof. This is a policy in which preventative care by means of monitoring and knowledge transfer is a priority.
Based on article 6, the city executive ensures that, with respect to knowledge, capacity and resources, the Bureau of Monuments & Archaeology is able to perform these activities.

Article 7
The Bureau of Monuments & Archaeology shall take the initiative to evaluate the covenant and, if necessary, shall adapt the agreement in consultation with the district. The Bureau of Monuments & Archaeology is responsible for the modification of the process descriptions, if a change is made to the laws and rules described therein.

Gemeente Amsterdam
Stadsdeel Centrum

Gemeente Amsterdam
Bureau Monumenten & Archeologie

Convenant op het gebied van monumentenzorg en archeologie tussen stadsdeel Centrum en het gemeentebestuur van Amsterdam

De ondergetekenden (partijen)

1. Het bestuur van het stadsdeel Centrum, te dezen vertegenwoordigd door het sectorhoofd Bouwen en Wonen, de heer E. Loos, hierna te noemen "het stadsdeel";

2. Het gemeentebestuur van Amsterdam, te dezen vertegenwoordigd door het hoofd van het Bureau Monumenten & Archeologie, mevrouw E. Agricola;

nemen het volgende in aanmerking :

- dat de bevoegdheden op het gebied van monumentenzorg en archeologie zijn gedecentraliseerd, met uitzondering van een drietal bevoegdheden, zoals opgenomen in hoofdstuk VII van lijst A van de Verordening op de stadsdelen (gemeenteraadsbesluit 10 juni 1998, nr. 284, laatstelijk gewijzigd bij besluit van 19 maart 2008 nr. 43/85;

- dat het stadsdeel de gedecentraliseerde bevoegdheden op het gebied van monumentenzorg en archeologie uitoefent, met inachtneming van hetgeen in dit convenant is bepaald;

- dat er met de uitoefening van die bevoegdheden samenhangende werkzaamheden zijn, waarvoor de kennis en de expertise van het Bureau Monumenten & Archeologie onmisbaar zijn;

- dat advisering door en overleg met het stadsdeel gewenst is bij de uitoefening van de centrale bevoegdheden;

- dat het Bureau Monumenten & Archeologie voor het overige fungeert als kennis- en expertisecentrum op het gebied van monumentenzorg en archeologie voor het stadsdeel;

- dat het Bureau Monumenten & Archeologie een coördinerende rol heeft op het gebied van het stedelijke monumenten- en archeologiebeleid;

leggen aan dit convenant ten grondslag:

- de Verordening op de stadsdelen, en in het bijzonder het gemeenteraadsbesluit d.d. 10 juni 1998, nr. 284, gewijzigd bij besluit van 19 maart 2008 nr.43/85;

- vijf procesbeschrijvingen, waarin de werkwijze en taakverdeling tussen stadsdeel Amsterdam Centrum en het Bureau Monumenten & Archeologie zijn vastgelegd:
  - Proces Bescherming d.d. juni 2008;
  - Proces Vergunningen d.d. juni 2008;
  - Proces Subsidiëring en financiering, gedecentraliseerde bevoegdheden d.d. juni 2008;
  - Proces Subsidiëring en financiering, centrale bevoegdheden d.d. juni 2008;
  - Proces Archeologie d.d. juni 2008;

- 'Ruimte voor geschiedenis', Beleidsnota Monumenten en Archeologie Amsterdam 2005-2010, vastgesteld door de gemeenteraad op 13 april 2005.

komen het volgende overeen:

1. In te trekken het convenant op het gebied van monumentenzorg tussen de Dienst Binnenstad Amsterdam en het gemeentebestuur van Amsterdam zoals dat is vastgesteld op 17 juli 2000;
2. Vast te stellen het navolgende convenant op het gebied van monumentenzorg en archeologie tussen stadsdeel Centrum en het gemeentebestuur van Amsterdam.

Artikel 1. Bescherming

A. Het stadsdeel oefent de gedecentraliseerde bevoegdheden uit, zoals beschreven in het Proces Bescherming.

B. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie de met deze bevoegdheden samenhangende werkzaamheden verricht, zoals neergelegd in het Proces Bescherming.

C. Hierbij worden de onderlinge werkrelaties in acht genomen, zoals beschreven in het Proces Bescherming.

Artikel 2. Vergunningen, beheer en handhaving

A. Het stadsdeel oefent de gedecentraliseerde bevoegdheden uit, zoals beschreven in het Proces Vergunningen, beheer en handhaving.

B. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie de met deze bevoegdheden samenhangende werkzaamheden verricht, zoals beschreven in het Proces Vergunningen, beheer en handhaving

C. Hierbij worden de onderlinge werkrelaties in acht genomen, zoals beschreven in het Proces Vergunningen, beheer en handhaving

Artikel 3. Subsidiëring en financiering, gedecentraliseerde bevoegdheden

A. Het stadsdeel oefent de gedecentraliseerde bevoegdheden uit, zoals beschreven in het Proces Subsidiëring en financiering, gedecentraliseerde bevoegdheden.

B. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie de met deze bevoegdheden samenhangende werkzaamheden verricht, zoals beschreven in het Proces Subsidiëring en financiering, gedecentraliseerde bevoegdheden.

C. Hierbij worden de onderlinge werkrelaties in acht genomen, zoals beschreven in het Proces Subsidiëring en financiering, gedecentraliseerde bevoegdheden.

Artikel 4. Subsidiëring en financiering, centrale bevoegdheden

A. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie de taken verricht, voortvloeiend uit de centrale bevoegdheden, zoals beschreven in het Proces Subsidiëring en financiering, centrale bevoegdheden.

B. Hierbij worden de onderlinge werkrelaties in acht genomen, zoals beschreven in het Proces Subsidiëring en financiering, centrale bevoegdheden.

Artikel 5. Archeologie

A. Het stadsdeel oefent de gedecentraliseerde bevoegdheden uit, zoals beschreven in het Proces Archeologie.

B. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie de met deze bevoegdheden samenhangende werkzaamheden verricht, zoals beschreven in het Proces Archeologie.

C. Hierbij worden de onderlinge werkrelaties in acht genomen, zoals beschreven in het Proces Archeologie.

D. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie de taken verricht, voortvloeiend uit de centrale bevoegdheid, zoals beschreven in het Proces Archeologie.

E. Hierbij worden de onderlinge werkrelaties in acht genomen, zoals beschreven in het Proces Archeologie.

Artikel 6. Kennis en expertisecentrum monumenten en archeologie

A. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie voor het overige voor het stadsdeel dient als een kennis- en expertisecentrum op het gebied van monumenten en archeologie. Hieronder wordt mede begrepen, dat het Bureau Monumenten & Archeologie ambtelijke bijstand verleent en deskundig advies geeft over plannen en projecten in het stadsdeel, waar cultuurhistorische waarden in het geding zijn.

B. Het gemeentebestuur van Amsterdam draagt er zorg voor, dat het Bureau Monumenten & Archeologie als coördinatiepunt fungeert van het stedelijke monumenten- en archeologiebeleid door middel van overdracht van informatie en het doen van voorstellen aangaande de stedelijke aspecten van het monumenten- en archeologiebeleid.

C. Het eerste aanspreekpunt voor het stadsdeel zijn:
- Voor de advisering over vergunningen en handhaving, subsidiëring en financiering van restauratie of onderhoud: de aan het stadsdeel toegewezen monumentenadviseurs van de afdeling Monumenten;
- Voor de overige aspecten van het monumentenbeleid: de aan het stadsdeel toegewezen gebiedsadviseur van de afdeling Monumenten;
- Voor het archeologiebeleid: de archeologen van de afdeling Archeologie.

Artikel 7. Overige bepalingen

A. Het convenant wordt aangegaan voor onbepaalde tijd.

B. Het convenant zal worden geëvalueerd twee jaar na datum van afsluiten, welke evaluatie kan leiden tot wijzigingen.

Gemeente Amsterdam
Stadsdeel Centrum

Gemeente Amsterdam
Bureau Monumenten & Archeologie

Amsterdam, 14 oktober 2008

Het bestuur van het stadsdeel Centrum,
voor deze

E. Loos

Het gemeentebestuur van Amsterdam,
voor deze,

E. Agricola

Appendix 4
Declaration of approval by the Province of North Holland

■ Provincial Executive

PROVINCE of NORTH HOLLAND

Date: 30 October 2008 Our ref: 2008-63065

Subject: Nomination of Amsterdam's ring of canals as UNESCO World Heritage Site

Tel +31 (0)23 514 3143
Fax +31 (0)23 514
Visitors'
address
Dreef 3
Haarlem

College of Mayor and Aldermen
PO Box 202
1000 AE AMSTERDAM

Department Policy
Enclosure(s)

Handled by GM Jacobs Telephone (023) 5144741 Your ref
E-mail jacobsm@noord-holland.nl

SENT 10 NOVEMBER 2008

Dear Members of the City Executive,

We were very interested to hear about your intention to nominate 'Amsterdam's 17th-century ring of canals' as a UNESCO World Heritage Site.

We agree that the placement of the 17th-century ring of canals on the World Heritage Site list adequately reflects the positioning of Amsterdam as a top international city with the unique values of creativity, entrepreneurial spirit and innovation. These core values are also inspired by the history of the city, and have contributed to Amsterdam's status as a trade centre and free port for more than five centuries.

Designating Amsterdam's ring of canals as a World Heritage Site emphasises both the importance of this area as the high point of the Golden Age, a period in which the city quickly became a major world player, and the fact that this period also formed the basis for the city's development in the centuries that followed.

In addition, designating Amsterdam's canal ring as a World Heritage Site offers the city the opportunity to maintain the underlying intangible values that contributed to the development of Amsterdam as a city where people of all nationalities and beliefs can move about, think and trade freely, and the importance of this in the modern world. We therefore fully support this nomination and hope that the 17th-century ring of canals will indeed be included in the list of UNESCO World Heritage Sites.

Yours sincerely,
Provincial Executive of North Holland,

Provincial secretary chair

provinciesecretaris
H.W.M. Oppenhuis de Jong

voorzitter
H.C.J.L. Borghouts

■ **Gedeputeerde Staten**

PROVINCIE Noord-Holland

Datum 30 OKT 2008 Ons kenmerk 2008-63065

Onderwerp Nominatie grachtengordel Amsterdam Unesco Erfgoed

Bezoekadres
Dreef 3
Haarlem

Postadres
Postbus 123
2000 MD Haarlem

Tel (023) 514 3143
Fax (023) 514

Burgemeester en Wethouders
van Amsterdam
Postbus 202
1000 AE AMSTERDAM

Directie Beleid

Bijlage(n)

Behandeld door GM Jacobs Telefoon (023) 5144741
E-mail jacobsm@noord-holland.nl

Uw kenmerk

Geacht college,

VERZONDEN 10 NOV. 2008

Wij hebben met buitengewone belangstelling kennis genomen van uw voornemen om 'De 17e eeuwse grachtengordel van Amsterdam' te nomineren als Werelderfgoed van UNESCO.

Wij onderschrijven dat de plaatsing van de 17e eeuwse grachtengordel op de Werelderfgoedlijst recht doet aan de positionering van Amsterdam als internationale topstad met de unieke waarden creativiteit, handelsgeest en innovatie. Deze kernwaarden zijn mede ingegeven door de geschiedenis van de stad en maken van Amsterdam al ruim vijf eeuwen een handelscentrum en vrijhaven.

De aanwijzing van de grachtengordel als Werelderfgoed benadrukt niet alleen het belang van dit gebied als het hoogtepunt van de Gouden Eeuw, een periode waarin de stad in korte tijd tot grote bloei werd gebracht, maar ook dat deze periode de grondslag vormt voor de ontwikkeling van de stad in de eeuwen daarna.

Het aanwijzen van de grachtengordel als Werelderfgoed biedt de stad dan ook de gelegenheid om de achterliggende immateriële waarden van het ontstaan van Amsterdam blijvend in stand te kunnen houden. Amsterdam is een stad waar mensen van alle nationaliteiten en gezindten zich vrij kunnen bewegen, denken en handelen.

PROVINCIE Noord-Holland

Wij steunen dan ook van harte de nominatie en hopen dat de 17e eeuwse grachtengordel inderdaad opgenomen wordt in de lijst van Unesco werelderfgoed.

Hoogachtend,
Gedeputeerde Staten
van Noord-Holland,

provinciesecretaris
H.W.M. Oppenhuis de Jong

voorzitter
H.C.J.L. Borghouts

Internet www.noord-holland.nl
E-mail post@noord-holland.nl

Appendix 5

Statements and letters of Intent most significant Stakeholder Organizations

Appendix 5		
Statements and Letters of Intent most significant stake holder organizations / *alphabetical order*		
Amsterdam Academy of Architecture	Aart Oxenaar, Director	www.academievanbouwkunst.nl
Access Amsterdam	Mrs. Anna Lysenko, Director	www.access-nl.org
American Business Club *	Charles Ruffolo, President	www.aabc.nl
American Chamber of Commerce in the Netherlands	Raoul Oberman, President / Director McKinsy & Company	www.amcham.nl
Amsterdam City Association	Guus Bakker, Chairman	www.amsterdamcity.nl
Amsterdam Federation of Housing Corporations *	Mrs. Ankie Verlaan, Chairman General Board	http://afwc.nl
Amsterdam Historical Museum	Mrs. Pauline W. Kruseman, Director	www.ahm.nl
Amsterdam Partners *	Charles van Renesse, Director	www.amsterdampartners.nl
Amsterdam RAI Congress Centre	A.J. (Hans) Bakker, Chairman	www.rai.nl
Amsterdam Tourism and Congress Board	Stefan G.M. Diender, Director	www.atcb.nl
ARCAM Amsterdam Centre for Architecture	Maarten Kloos, Director	www.arcam.nl
Asia House *	Reind Mulder, Director	www.asiahouse.nl
Association of Friends of the Amsterdam City Centre	Walter Schoonenberg, Secretary of the Board	www.amsterdamsebinnenstad.nl
Association Hendrik de Keyser *	C.S.T. Huijts, Director	www.hendrickdekeyser.nl
Bond Heemschut	Karel Loeff, General Manager	www.heemschut.nl
Bureau Pindakaas	Mrs. Peggy Stein, Director	www.pindakaas.info
Canon of Amsterdam *	Piet de Rooij, Chairman	www.canonvanamsterdam.nl
Chamber of Commerce Amsterdam *	Oswald Schwirtz, Director	www.kvk.nl/amsterdam
Confederation of Netherlands Industry and Employers	Rene Klawer, Chairman	www.vno-ncw.nl
Cuypers Association, Amsterdam Department*	V.V. Stissi, Chairman	www.cuypersgenootschap.nl
Dutch Bureau for Tourism and Congresses	J. Vranken, CEO	www.nbtc.nl
Foundation 'Wijkcentrum Jordaan & Gouden Reael' *	Tryntsje Bakkum, Chairman	www.jordaangoudenreael.nl
Housing Corporation Ymere *	Roel Steenbeek, Director	www.ymere.nl
International School of Amsterdam *	Edward Green, Director	www.isa.nl
Middle and Small Business Organization Amsterdam *	Mark van der Horst, Chairman	www.mkb-amsterdam.nl
National Foundation De Nieuwe Kerk / Hermitage Amsterdam	Ernst Veen, Director	www.nieuwekerk.nl
NV Stadsgoed	J.A. (Ronald) Wiggers, Director	www.stadsgoed.nl
Okura Hotel	M.P. van Aelst, President en Chairman of all 5* hotels in A'dam	www.okura.nl
Oude Kerk Foundation	Herbert van Hasselt, Director	www.oudekerk.nl
Passenger Terminal Amsterdam	Rene Kouwenberg, Director	www.ptamsterdam.nl

Rijksmuseum Amsterdam	Wim M.J. Pijbes, Executive Director	www.rijksmuseum.nl
Royal Archaeological League *	Wim Eggenkamp, Chairman	www.knob.nl
Concertgebouw Amsterdam	Simon A. Reinink, Director	www.concertgebouw.nl
Royal Netherlands Catering Organization, Amsterdam	Paul Hermanides, Chairman	www.horeca.org/smartsite.dws?id=34144
Society Amstelodamum *	M.G.B. Evers, Secretary of the Board	www.amstelodamum.nl
Society for Monuments and History in Amsterdam	Karel Leeflang, Chairman	www.amsterdammonumentenstad.nl
Society of Entrepeneurs in the Amsterdam Area *	Jack Steijn, Director	www.oram.nl
Stadsdeel Oud-West	Bouwe Olij, Chairman	www.oud-west.amsterdam.nl
Stadsherstel Amsterdam NV	A. Meerstadt, Director MRE	www.stadsherstel.nl
The John Adams Institute	Russel Shorto, Director	www.john-adams.nl
Van Gogh Museum	Axel Rüger, Directeur	www.vangoghmuseum.nl
Waag Society *	Mrs. Marleen Stikker, Director	www.waag.org
Wijkcentrum d'Oude Stadt	Mrs. Minne Meijering, Vice Chairman	www.oudestadt.nl
Total / January 2009	**43**	
Signed	**31**	
* Signed Letters of Intent to be received shortly	**12**	

Statement

Concerning the nomination to designate 'Amsterdam's 17th-century ring of canals' as an intended future UNESCO World Heritage Site

The undersigned hereby declares that the placement of Amsterdam's 17th-century ring of canals on the World Heritage Site list accurately reflects the positioning of Amsterdam as a top international city with the unique values of creativity, entrepreneurial spirit and innovation. These core values are also inspired by the history of the city, and have contributed to Amsterdam's status as a trade centre and free port for more than five centuries.

Designating Amsterdam's ring of canals as a World Heritage Site emphasises both the importance of this area as the high point of the Golden Age, a period in which the city quickly became a major world player, and the fact that this period also formed the basis for the city's development in the centuries that followed.

In addition, designating Amsterdam's ring of canals as a World Heritage Site offers the city the opportunity to maintain the underlying intangible values that contributed to the development of Amsterdam as a city where people of all nationalities and beliefs can move about, think and trade freely, and the importance of this in the modern world.

I hereby support the position that the involvement of all relevant public and private parties in the city in both a tangible and metaphorical sense is necessary in this context.

Date Signature

Letter of Intent

Concerning the protection and maintenance of 'Amsterdam's 17th-century ring of canals' as an intended UNESCO World Heritage Site

The Undersigned,

The Heemschut Union (Bond Heemschut), Association for the protection of Cultural Monuments in the Netherlands,

Hereby confirms that, together with other stakeholders, it bears responsibility for protecting and maintaining 'Amsterdam's 17th-century ring of canals' as an intended future UNESCO World Heritage Site.

In the performance of the objectives stated in its articles of association, Heemschut also bases its activities on applicable international treaties, charters and resolutions that concern UNESCO World Heritage Sites, intended to protect and maintain sites of cultural and natural importance for the history of humankind.

Heemschut shall use the nomination file, which includes the management plan dated 9 September 2008, drawn up by the College of Mayor and Aldermen of the City of Amsterdam and the executive committee of the Central Amsterdam District, and the area document dated June 2007, as the basis for further agreements concerning the protection and maintenance of the outstanding universal value, the authenticity and the integrity of 'Amsterdam's 17th-century ring of canals'.

Heemschut hereby declares, with reference to the objectives stated in its articles of association, that it will actively cooperate to maintain 'Amsterdam's 17th-century ring of canals' as an intended internationally recognised World Heritage Site for the current and future generations of residents of and visitors to Amsterdam, in accordance with the World Heritage Convention (UNESCO 1972) and the associated Operational Guidelines for the Implementation of the World Heritage Convention.

Heemschut shall, as a cultural heritage organisation and in its involvement with the intended World Heritage Site, promote the sustainable and future-oriented use of this site entrusted to it and increase the site's recognition as a World Heritage Site. To this end, Heemschut has appointed a committee by virtue of Article 8 of its articles of association. This Amsterdam Committee shall actively work to safeguard protected and unprotected built, designed and archaeological cultural heritage sites in the City of Amsterdam. Together with other private and non-private organisations, Heemschut is honoured to work towards a broad appreciation for the intended Amsterdam World Heritage Site.

On behalf of the Heemschut Union,



Karel Loeff, Managing Director

Cc: executive committee and general management

HEEMSCHUT
BESCHERMING
CULTUURMONUMENTEN

Bond Heemschut, Vereniging tot bescherming van cultuurmonumenten in Nederland. Opgericht in 1911. Beschermvrouwe H.M. de Koningin

Intentieverklaring

inzake het beschermen en in stand houden van "De zeventiende-eeuwse grachtengordel van Amsterdam' als beoogd Werelderfgoed van UNESCO

Ondergetekende,

Bond Heemschut, Vereniging tot bescherming van Cultuurmonumenten in Nederland,

bevestigt hierbij dat zij samen met andere stakeholders verantwoordelijkheid heeft voor het beschermen en in stand houden van 'De zeventiende-eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO.

Heemschut gaat bij de uitoefening van haar statutaire doelstelling mede uit van de internationaal geldende verdragen, charters en resoluties die betrekking hebben op het Werelderfgoed van UNESCO, bedoeld ter bescherming en instandhouding van cultureel en natuurlijk erfgoed van betekenis voor de geschiedenis van de mensheid.

Heemschut zal het nominatiedossier, waarvan het op 9 september 2008 door het College van Burgemeester en Wethouders van Amsterdam en het dagelijks bestuur van stadsdeel Centrum vastgestelde Managementplan en het Gebiedsdocument van juni 2007 deel uitmaken, gebruiken als leidraad bij nadere afspraken over het beschermen en in stand houden van de uitzonderlijke en universele waarden (*Outstanding Universal Value)*, de *authenticity* en de *integrity* van 'De zeventiende-eeuwse grachtengordel van Amsterdam'.

Heemschut verklaart hierbij om, verwijzend naar haar statutaire doelstelling, daadwerkelijk mee te zullen werken 'De zeventiende-eeuwse grachtengordel van Amsterdam" als beoogd internationaal erkend Werelderfgoed in stand te houden voor de huidige en toekomstige generaties bewoners en bezoekers van Amsterdam, in overeenstemming met *The World Heritage Convention* (UNESCO 1972 en de daarmee verbonden *Operational Guidelines for the Implementation of the World Heritage Convention*.

Met dit doel zal Heemschut als erfgoedorganisatie en uit dien hoofde betrokken bij het beoogde Werelderfgoed een duurzaam en toekomstgericht gebruik van het aan hun toevertrouwde erfgoed bevorderen en zijn herkenbaarheid als Werelderfgoed vergroten. Heemschut heeft hiertoe krachtens artikel 8 van haar statuten een commissie benoemd. Deze Commissie Amsterdam zet zich actief in voor de bewaking van beschermd en niet beschermd gebouwd, aangelegd en archeologisch erfgoed in de gemeente Amsterdam. Heemschut zal zich, samen met andere particuliere en niet particuliere organisaties, gaarne inzetten voor een brede waardering van het beoogd Amsterdamse Werelderfgoed.

Namens de Bond Heemschut,

Drs. Karel Loeff
Algemeen directeur

cc. dagelijks-en algemeen bestuur

HET CONCERTGEBOUW

Het Concertgebouw N.V.
Concertgebouwplein 2-6
1071 LN Amsterdam
Internet: http://www.concertgebouw.nl
E-mail: concertgebouw@concertgebouw.nl

Algemeen
Telefoon: 31(0)20 573 0 573
Fax: 31(0)20 573 0 570
Zaalverhuur
Telefoon: 31(0)20 573 0 400
Fax: 31(0)20 573 0 563
Bespreekbureau
Telefoon: 31(0)20 671 83 45
Fax: 31(0)20 573 0 460

ABN AMRO 43.30.15.268, Postbank 68625
Handelsregister Amsterdam 33014504

Aan

Datum 5 november 2008

Ons Kenmerk

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17e eeuwse grachtengordel van Amsterdam' als beoogd toekomst werelderfgoed van UNESCO

Ondergetekende onderschrijft dat de plaatsing van de 17e eeuwse grachtengordel op de Werelderfgoedlijst recht doet aan de positionering van Amsterdam als internationale topstad met de unieke waarden creativiteit, handelsgeest en innovatie. Deze kernwaarden zijn mede ingegeven door de geschiedenis van de stad en maken van Amsterdam al ruim vijf eeuwen een handelscentrum en vrijhaven.

De aanwijzing van de grachtengordel als Werelderfgoed benadrukt niet alleen het belang van dit gebied als het hoogtepunt van de Gouden Eeuw, een periode waarin de stad in korte tijd tot grote bloei werd gebracht, maar ook dat deze periode de grondslag vormt voor de ontwikkeling van de stad in de eeuwen daarna.

Het aanwijzen van de grachtengordel als Werelderfgoed biedt de stad dan ook de gelegenheid om de achterliggende immateriële waarden van het ontstaan van Amsterdam als stad waar mensen van alle nationaliteiten en gezindten zich vrij kunnen bewegen, denken en handelen en de betekenis van het belang daarvan tot op de dag van vandaag, blijvend in stand te kunnen houden.

Ik ondersteun daarbij het gegeven dat betrokkenheid in zowel materiële als overdrachtelijke zin van alle relevante publieke en private partijen in de stad daarbij belangrijk is.

Hoogachtend,
Het Concertgebouw N.V.

Mr. S.A. Reinink,
Algemeen Directeur

Ingekomen
- 8 DEC 2008
bureau Monumenten & Archeologie

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

R. Shorto, Director
The John Adams Institute
Herenmarkt 97
1013EC Amsterdam

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

Inzake de nominatie met betrekking tot de aanwijzing van 'De 17de -eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Datum

Nov. 12, 2008

Handtekening

14 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum

6.11.2008

Handtekening

Marcel P. van Aelst
President and General Manager
Hotel Ciaan Amsterdam

STICHTING DE OUDE KERK TE AMSTERDAM
Oudekerksplein 23 - 1012 GX Amsterdam - tel. 020 6258284 - fax 020 6200371

ARCHIEF EXEMPLAAR
bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

Inzake de nominatie met betrekking tot de aanwijzing van 'De 17de -eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Hoogachtend,

Herbert van Hasselt
directeur

Ingekomen
- 1 DEC 2008
bureau Monumenten & Archeologie

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum
01-12-2008

Handtekening

Ingekomen
- 2 DEC 2008
bureau Monumenten & Archeologie

Gemeente Amsterdam
Bureau Monumenten & Archeologie

VERENIGING VRIENDEN
VAN DE AMSTERDAMSE
BINNENSTAD

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

Inzake de nominatie met betrekking tot de aanwijzing van 'De 17de -eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Datum Handtekening

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF
EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum 13-11-2008

Handtekening

R. Klaver
Voorzitter
VNO-NCW - West

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum
10/11/8

Handtekening
Bouwe Olij

VAN GOGH
MUSEUM

Directie
Van Gogh Museum
Postbus 75366 1070 AJ Amsterdam
tel +31 (0)20 570 52 86/12
fax +31 (0)20 570 52 82
www.vangoghmuseum.nl
Bezoekadres/visitors
Paulus Potterstraat 7 Amsterdam

ARCHIEF EXEMPLAAR
Monumenten & Archeologie

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17e eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Amsterdam, 23 oktober 2008

Axel Rüger
Directeur

AMSTERDAM RAI

DIRECTIE

Postbus 77777
1070 MS Amsterdam
Europaplein 2-22
1078 GZ Amsterdam
T 020 549 12 12
F 020 646 44 69
www.rai.nl

T direct 020 549 16 68
F direct 020 549 18 47
h.bakker@rai.nl

Gemeente Amsterdam
Bureau Monumenten & Archeologie
'De Bazel'
Herengracht 482
1017 CB Amsterdam

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17e eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Datum 17.10.2008

Handtekening

A.J. Bakker
voorzitter directie

1/1

AMSTERDAMS
Historisch Museum

postadres ~ postal address
POSTBUS 3302
1001 AC AMSTERDAM

afleveradres ~ delivery address
NIEUWEZIJDS VOORBURGWAL 359
1012 RM AMSTERDAM

bezoekadres ~ visitors address
KALVERSTRAAT 92
AMSTERDAM

tel
+31 (0)20 523 18 22
fax
+31 (0)20 620 77 89
e-mail
INFO@AHM.AMSTERDAM.NL

ARCHIEF EXEMPLAAR

bureau Monumenten & Archeologie

datum
20 oktober 2008

nummer

uw referentie

behandeld door

24 OKT 2008
461
Agricola (H.K.)
SLOOFF

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17e eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Datum

20 oktober 2008

Handtekening

P.W. Kruseman, directeur

Directie

RIJKS MUSEUM
amsterdam

POSTBUS 74888
1070 DN AMSTERDAM
TELEFOON 020 6 74 70 00
TELEFAX 020 6 74 70 01
WWW.RIJKSMUSEUM.NL

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Uw referentie	Uw brief van	Onze referentie	Datum
			30 oktober 2008

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17e eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

Ondergetekende onderschrijft dat de plaatsing van de 17e eeuwse grachtengordel op de Werelderfgoedlijst recht doet aan de positionering van Amsterdam als internationale topstad met de unieke waarden creativiteit, handelsgeest en innovatie. Deze kernwaarden zijn mede ingegeven door de geschiedenis van de stad en maken van Amsterdam al ruim vijf eeuwen een handelscentrum en vrijhaven.

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Ik ondersteun daarbij het gegeven dat betrokkenheid in zowel materiele als overdrachtelijke zin van alle relevante publieke en private partijen in de stad daarbij belangrijk is.

Wim Pijbes
Hoofddirecteur Rijksmuseum

Bureau Monumenten & Archeologie
3 [illegible] 2008
478
AGRIcola (t.k.)
Slooff

POSTBANK 4060
ING bank: 66 13.40.872

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

Inzake de nominatie met betrekking tot de aanwijzing van 'De 17de -eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Datum 6-11-2008

Handtekening

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum
07 NOVEMBER 2008

Handtekening

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum
7 November 2008

Handtekening

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum

10-11-2008

Handtekening



11 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum 6 november 2008

Handtekening

K. J. Leeflang
voorzitter
Stichting Amsterdam
Monumenten Stad

11 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum
6 november 2008

Handtekening

M. Kloos
DIRECTEUR ARCAM

11 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Van harte!

Datum
6/11/2008

Handtekening

Dhr. R. Kouwenberg
Passenger Terminal Amsterdam
Piet Heinkade 27
1019 BR Amsterdam
renekouwenberg@ptamsterdam.com

11 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
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J. Vranken
CEO NBTC

Datum 7-11-2008

Handtekening



Ingekomen
11 NOV 2008
Bureau Monumenten & Archeologie

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum

A'dam 7-11-'08

Handtekening

Ingekomen
11 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum 10/11-2008 Handtekening

Hetta G.M. Diender
Algemeen Directeur
Amsterdam Toerisme & Congres Bureau

12 NOV 2008



Nationale Stichting
De Nieuwe Kerk Amsterdam

National Foundation
De Nieuwe Kerk Amsterdam

Postbus 3438
1001 AK Amsterdam
Nederland / The Netherlands
Bezoek / Visiting address:
Gravenstraat 17
1012 NL Amsterdam

T + 31 (0)20 626 81 68
F + 31 (0)20 622 66 49
mail@nieuwekerk.nl
www.nieuwekerk.nl

FORTIS BANK 64 01 13 699
BTW NR.: NL 0057.73.647.B.01
KVK 41199682

Bureau Monumenten & Archeologie
Mevrouw E. Agricola
Postbus 10718
1001 ES AMSTERDAM

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

10 november 2008

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17e eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Datum 10/11/08

Handtekening

12 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum 10 - 11 - 2008

Handtekening

P. HERMANIDES
ALG. DIR. A'DAM VILLAGE COMPANY
VZ. KHN A'DAM

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

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Datum 10.11.08

Handtekening

ANNA LYSENKO
ACCESS Amsterdam
Directeur

12 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

Intentieverklaring

inzake het beschermen en in stand houden van "De zeventiende-eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

Ondergetekenden bevestigen hun gezamenlijke verantwoordelijkheid voor het beschermen en in stand houden van 'De zeventiende-eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO.

Zij gaan in hun beleid en daaruit voortvloeiende maatregelen uit van de internationaal geldende verdragen, charters en resoluties die betrekking hebben op het Werelderfgoed van UNESCO, bedoeld ter bescherming en instandhouding van cultureel en natuurlijk erfgoed van betekenis voor de geschiedenis van de mensheid.

Zij gebruiken het nominatiedossier, waarvan het op 9 september 2008 door het College van Burgemeester en Wethouders van Amsterdam en het dagelijks bestuur van stadsdeel Centrum vastgestelde Managementplan en het Gebiedsdocument van juni 2007 deel uitmaken, als leidraad bij afspraken over het beheren, beschermen en in stand houden van de uitzonderlijke en universele waarden (*Outstanding Universal Value),* de *authenticity* en de *integrity* van 'De zeventiende-eeuwse grachtengordel van Amsterdam'.

Zij verklaren hierbij om daadwerkelijk mee te zullen werken 'De zeventiende-eeuwse grachtengordel van Amsterdam" als beoogd internationaal erkend Werelderfgoed in stand te houden voor de huidige en toekomstige generaties bewoners en bezoekers van Amsterdam, in overeenstemming met *The World Heritage Convention* (UNESCO 1972 en de daarmee verbonden *Operational Guidelines for the Implementation of the World Heritage Convention.*

Met dit doel zullen zij als eigenaar, beheerder dan wel uit anderen hoofde bij het beoogde Werelderfgoed betrokkene, een duurzaam en toekomstgericht gebruik van het aan hun toevertrouwde erfgoed bevorderen en zijn herkenbaarheid als Werelderfgoed vergroten, door middel van zorgvuldig beheer, onderhoud, onderzoek, kennisoverdracht en publiciteit.

Namens

N.V. STADSGOED
Postbus 700
1000 AS Amsterdam

11 NOV 2008

J.A. Wiggers
DIRECTEUR N.V. STADSGOED EN STADSGOED MONUMENTEN B.V.

AMSTERDAM, 11 NOVEMBER 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

ARCHIEF EXEMPLAAR
Bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

inzake de nominatie met betrekking tot de aanwijzing van 'De 17de -eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

Ondergetekende onderschrijft dat de plaatsing van de 17de- eeuwse grachtengordel op de Werelderfgoedlijst recht doet aan de positionering van Amsterdam als internationale topstad met de unieke waarden, creativiteit, handelsgeest en innovatie. Deze kernwaarden zijn mede ingegeven door de geschiedenis van de stad en maken van Amsterdam al ruim vijf eeuwen een handelscentrum en vrijhaven.

De aanwijzing van de grachtengordel als Werelderfgoed benadrukt niet alleen het belang van dit gebied als het hoogtepunt van de Gouden Eeuw, een periode waarin de stad in korte tijd tot grote bloei werd gebracht, maar ook dat deze periode de grondslag vormt voor de ontwikkeling van de stad in de eeuwen daarna.

Het aanwijzen van de grachtengordel als Werelderfgoed biedt de stad dan ook de gelegenheid om de achterliggende immateriële waarden van het ontstaan van Amsterdam als stad waar mensen van alle nationaliteiten en gezindten zich vrij kunnen bewegen, denken en handelen en de betekenis en het belang daarvan tot op de dag van vandaag, blijvend in stand te kunnen houden.

Ik ondersteun daarbij het gegeven dat betrokkenheid in zowel materiele als overdrachtelijke zin van alle relevante publieke en private partijen in de stad daarbij belangrijk is.

Datum
11-11-08

Handtekening
directeur Academie van Bouwkunst Amsterdam.

12 NOV 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

American Chamber of Commerce in the Netherlands
Raoul Oberman,
President

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum
01-12-2008

Handtekening

Ingekomen
- 2 DEC 2008

Gemeente Amsterdam
Bureau Monumenten & Archeologie

Vereniging Amsterdam City
G. Bakker, voorzitter

ARCHIEF EXEMPLAAR
bureau Monumenten & Archeologie

Datum 4 november 2008
Onderwerp Intentieverklaring

VERKLARING

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Datum 11 nov 2008

Handtekening

Ingekomen
- 5 JAN 2009
bureau Monumenten & Archeologie

Bezoekadres
Herengracht 482
1017 CB Amsterdam

Postbus 10718
1001 ES Amsterdam
Telefoon 020 2514 900
Fax 020 2514 999
www.bma.amsterdam.nl

Gemeente Amsterdam
Bureau Monumenten & Archeologie

Rijkcentrum
D'oude staat
vinne Meyering,
hte voorlitter

ARCHIEF
EXEMPLAAR
Bureau Monumenten & Archeologie

Datum

Verklaring

inzake de nominatie met betrekking tot de aanwijzing van 'De 17de - eeuwse grachtengordel van Amsterdam' als beoogd toekomstig Werelderfgoed van UNESCO

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Ingekomen
14 JAN 2009

Datum 13 januari 2009

Handtekening

Bezoekadres
Herengracht 482
1017 CB Amsterdam

Postbus 10718
1001 ES Amsterdam
Telefoon 020 2514 900
Fax 020 2514 999
www.bma.amsterdam.nl

Gemeente Amsterdam
Bureau Monumenten & Archeologie

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Datum 22 december 2008

Handtekening

mr. A. Meerstadt MRE

Appendix 6

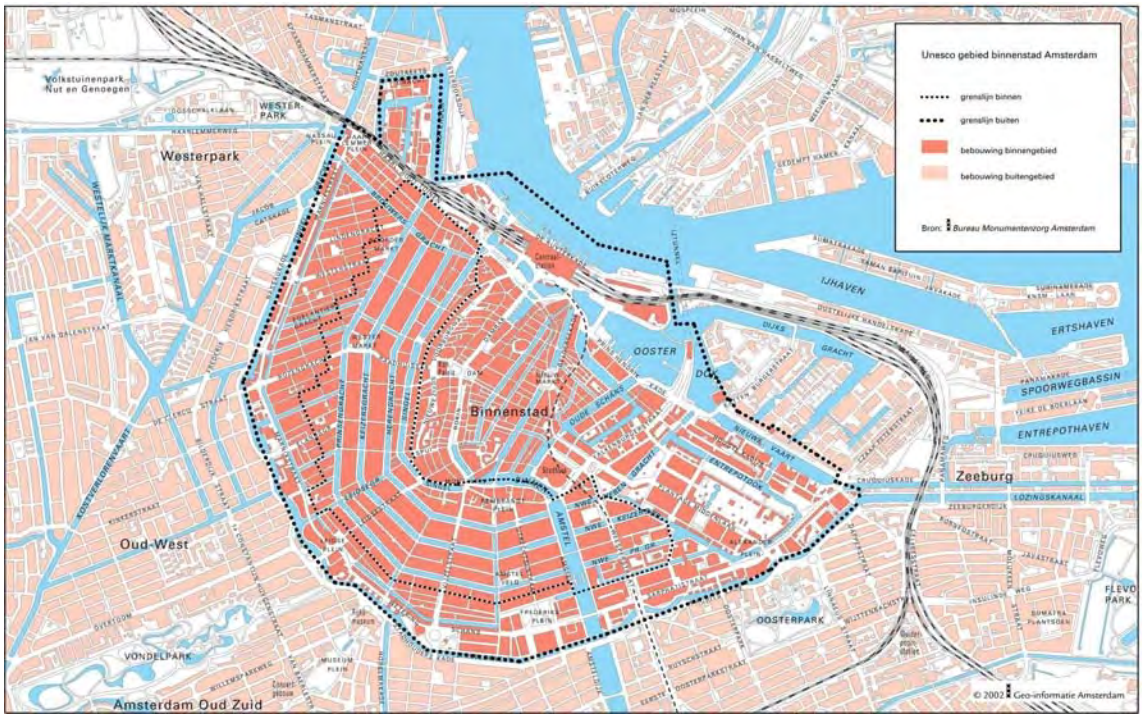
Action plan regarding the Amsterdam World Heritage Office

City of Amsterdam

ACTION PLAN

AMSTERDAM WORLD HERITAGE OFFICE 2008-2010

UNESCO Nomination World Heritage List of '17th-century canal ring area of Amsterdam within the Singelgracht'



October, 2008

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1. INTRODUCTION

The City of Amsterdam and the Central Amsterdam District aim to preserve 17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage and protect the *property* in accordance with the Management plan. As Property Manager the Central Amsterdam District is in daily charge.

The Central Amsterdam District and the City of Amsterdam together declare, as the immediate responsible parties for the protection of '17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage, to preserve this internationally recognised cultural heritage for its present and future generation of inhabitants and visitors of Amsterdam, in accordance with the World Heritage Convention en the herewith attached *Operational Guidelines for the Implementation of the World Heritage Convention* and the *Statement of Outstanding Value,* as specified by the World Heritage Committee.

The Central Amsterdam District and the City of Amsterdam meet the conditions stipulated by the UNESCO World Heritage Committee to secure a place on the World Heritage List for the Amsterdam ring of canals by setting up an implementing organization, which puts its operations in progress, preceding the submission of the nomination. This organisation is called the Amsterdam World Heritage Office.

This memorandum describes the activities of the Office in the field of:

a. monitoring en reporting and;
b. communication and information.

2. ORGANIZATION AMSTERDAM WORLD HERITAGE OFFICE

After securing a place on the World Heritage List the Central Amsterdam District as Property Manager will be immediately responsible for the daily management and the coordination and implementation and preservation of the property, '17th-century canal ring area of Amsterdam within the Singelgracht'. Likewise they are the immediate responsible organisation in charge of the conservation area, in which the property and its allocated buffer zone are situated. See chapter 2.4 of the Management plan for tasks and qualifications of the Property Manager.

In chapter 4 of the Management plan the responsibilities and qualifications of the Central Amsterdam District as Property Manager are described. The measures for the preservation of the property and its buffer zone within the conservation area are described in chapter 5 of the Management plan. The signed Agreement between the Central Amsterdam District and the City of Amsterdam on the implementation of the responsibilities, tasks and qualifications of the Property Manager, are included in the Management plan.

In accordance with and with the advice and support of the City of Amsterdam, the Central Amsterdam District as Property Manager establishes the Amsterdam World Heritage Office.

2.1 Amsterdam World Heritage Steering Committee

As of November/December 2008 a Steering Committee Amsterdam World Heritage is founded by the Property Manager of which the jointly responsible authorities (City of Amsterdam and Amstel, Gooi and Vecht Water Board (AGV)) are members. They have an immediate responsibility for the preservation of the property and the *Statement of Outstanding Value*, as specified by the *World Heritage Committee*. The Steering Committee has an important task with regards to the creation and maintaining of support for '17th-century canal ring area of Amsterdam within the Singelgracht' as World Heritage. The Steering Committee is chaired by an independent person, with a relevant commitment to the City of Amsterdam. Members of the Steering Committee are:
- independent Chairperson, prominent citizen of Amsterdam;
- Municipal Executive for Cultural Heritage, Tjeerd Herrema;
- Chairman of the Executive Committee of the Central Amsterdam District, Mrs. Els Iping
- Dike Grave of the Amstel, Gooi and Vecht Water Board (AGV);
- Secretary (Office Coordinator of the Amsterdam World Heritage Office);
- Advising Member: Director Bureau of Monuments & Archaeology.

The Ministry of Education, Culture and Science shall be asked to appoint an Agenda Member in order to advise the Steering Committee World Heritage Amsterdam on the effects and measurements following the obligations and responsibilities of the member state regarding *World Heritage* regulations.

Together with creating public support, the Steering Committee World Heritage Amsterdam is responsible for the effects and changes in the Management plan '17th-century canal ring area of Amsterdam within the Singelgracht' (Amsterdam, 9 September 2008) as proposed by the Amsterdam World Heritage Office. And further to broach and approve the Action Plans of the Office and facilitate and support them.

The Steering Committee commissions the recruitment of a Office Coordinator on behalf of the Amsterdam World Heritage Office, who will be appointed as of the beginning of 2009. The Steering Committee will also evaluate the staffing and the budget of the Office and will initiate potential amendments to the City of Amsterdam and the Central Amsterdam District as Property Manager. The Office Coordinator will take up the position of Secretary in the Steering Committee. The performance of the Office Coordinator will be the responsibility of the Amsterdam World Heritage Steering Committee. The Director Bureau of Monuments & Archaeology will be acting as daily executive.

2.2. Amsterdam World Heritage Office

2.2.1 Tasks

Guardian of the Management plan

The Office is in charge of a specified cycle of planning, implementation, monitoring, evaluation and adjustment of the Management plan and the incorporated points of particular interest. The Office will take care of all this, including the implementation by means of annual action plans.

Guardian of the Amsterdam World Heritage

The Office develops operating procedures and strategies which will prevent undesired developments and risk of adverse effects on the *Outstanding Universal Value* of the Property (both for the canal belt itself a well as the buffer zone within the Singelgracht) on behalf of the World Heritage Committee. On behalf of the Amsterdam World Heritage Steering Committee the Office will furthermore analyse and register the effects of tourism on the heritage.

Central Monitor
On the basis of existing data with application of council wide available expertise, the Office facilitates the continual process of the observation of the condition of the Property. This results in an annual report to the Amsterdam World Heritage Steering Committee. These annual reports are the basis for the mandatory six-year *Periodic Reporting* by the Netherlands to the *World Heritage Committee*.

Information Centre for Amsterdam and the Netherlands
For the implementation of the Management plan and the annual action plans, the Office keeps in contact with the sectors of the Central Amsterdam District as Property Manager and all relevant municipal administrations and businesses of the City of Amsterdam.
The Office is the information centre for the stakeholders. Among other things the Office organises networking meetings for the stakeholders and other relevant target groups. The role of ambassador of the Office is important, because the support and dedication of those parties involved in and interested in the World Heritage are of essential importance for an effective implementation of the Management plan and the annual action plans.
In accordance with the demands of UNESCO, the Office develops on behalf of native and foreign visitors' multi-lingual publications and virtual and multimedia data carriers with available information of the Property and surrounding area with cultural historical background information. In addition the Office seeks partnerships with relevant parties, such as the Amsterdam Tourism & Convention Board.

Coordination -and knowledge centre for municipal departments
The Office functions as a formalised coordination –en knowledge centre for municipal departments and institutions and city districts which are directly involved and/or responsible for the preservation of the *Outstanding Universal Value* of '17th-century canal ring area of Amsterdam within the Singelgracht'.

Press information centre
The Office keeps in touch with local, regional, national, and international (trade) press and knows how to bring these into action at relevant moments and/or to obtain free publicity.

Webmaster and website manager
The Office looks after the multi-lingual website (www.werelderfgoed.amsterdam.nl) of the Property and makes sure actual information and monitoring data are available on the website for the Steering Committee, the stakeholders and all other parties and individuals with an interest in or for World Heritage.

Representative in the national Foundation Platform of World Heritage in the Netherlands
The Office represents the Amsterdam in the national Foundation Platform of World Heritage in the Netherlands.

2.2.2 Competences
The Office must be able to build bridges and keep them open, to cooperate with the many and various stakeholders and responsible authorities, to enthuse all parties concerned and maintain contacts with the press.
The Office Coordinator excels in communicative skills, both through the spoken and the written word, and is expert in the field of heritage and in particular the international obligations concerning the World Heritage. He/she knows his/her way around within the municipal organisation of Amsterdam and is a worthy interlocutor for those from outside de City of Amsterdam, both nationally and internationally. The Office Coordinator has the necessary knowledge of research methods and reporting and is able to submit a translation of the facts on behalf of UNESCO, meeting the demands as given in the *Operational Guideline*. In addition the Office Coordinator is able to play a directing and advising part

when it comes down to the execution of the annual plans concerning the reporting to the Steering Committee.

2.2.3 Organization

Office Coordinator

The Steering Committee appoints a Office Coordinator for the Amsterdam World Heritage Office who is responsible for the execution of the duties of the Office (see also 2.1).

Daily Practice

For the execution of the activities of the Office expertise is made available by the relevant municipal departments and organizations and/or partners with whom the City of Amsterdam cooperates, including in any case:-

- municipal contact point of the Property Manager;
- Physical Planning Department;
- Social Development and Economic Affairs Department;
- Amsterdam Development Corporation;
- The Environmental and Building Department;
- Department for Research and Statistics;
- Inland Waterway Department;
- Bureau of Monuments & Archaeology;
- Municipal Bureau for Project Management:
    - Bureau for the North-South metro line;
    - Bureau for the Southern banks of the IJ river;
    - Bureau for the Northern Amsterdam District.
- Waternet;
- The Amsterdam Tourism & Convention Board (ATCB).

The Office works thematically (among others in the fields of heritage, communication, tourism, town planning, economy, statistics); for each separate project the Office Coordinator determines the necessary staff and expertise. If necessary, the Office asks for the cooperation of the relevant municipal departments and organizations and/or partners cooperating with the City of Amsterdam and appoints committees to adequately execute parts of the Management plan or action plans. In any case there are two permanent committees; the Communication and Monitoring Committees. These committees are directed by the Desk Office Coordinator. In the Communication Committee communicative expertise is represented by a.o.:

- City of Amsterdam;Bureau of Monuments & Archaeology;
- Amsterdam Tourist & Convention Board;
- Amsterdam Partners;
- The Amsterdam Historic Museum;
- National Foundation Platform of World Heritage in the Netherlands;

In the Monitoring Committee expertise is put together in the field of monuments and statistics. Members of this Committee are a.o.:

- City of Amsterdam;
- Department for Research and Statistics;
- Department for Geo and Real Estate information;
- Bureau of Monuments & Archaeology.

2.2.4 Budget

Staff

During the period up till the eventual nomination (2008 – mid 2010) Amsterdam has decided to appoint a Office Coordinator for the Amsterdam World Heritage Office and to seek for further expertise, necessary for the execution of the activities of the Office, within its own ranks (see 2.2.3).

Working budget
To execute its duties the Office needs a working budget. This concerns expenses for amongst others:

- the building and maintenance of the website www.werelderfgoed.amsterdam.nl;
- the organization of, for example, networking meetings for administrating authorities and stakeholders;
- the design of a corporate identity to be implemented on stationary, business cards, and other printed material.

The budget required for the payment of staff, approx.1,5 employees, and the working budget are fixed at € 150.000,-- for the time being. This amount will be made available by the City of Amsterdam.

2.2.5 Positioning

In accordance with the Management plan the Amsterdam World Heritage Office will officially be positioned under the responsibility of the General Manager Construction and Housing Department, Central Amsterdam District. The Office will be housed in the characteristic and monumental building The Bazel, which also houses the Bureau of Monuments & Archaeology and the City Archives. The Bazel is situated on the immediate verge of the World Heritage Property.

2.2.6 Evaluation

Evaluation of the Office takes place on a biannual basis. In that same period of time, the working budget will be mainly allocated for the design of a website and a corporate identity, during the following period more precedence will be given to the design of brochures and public events. The evaluation may lead to proposals to expand the formation and budget.

2.2.7 Relation with the Amsterdam Heritage Centre

The future Amsterdam World Heritage Property and the surrounding buffer zone will be given a prominent place in the Amsterdam Heritage Centre, but will be given a wider interpretation, where attention will also be paid to the relation of the World Heritage Property with other parts of the town. On account of the town wide character of the Amsterdam Heritage Centre the final responsibility therefore rests with the City of Amsterdam.
Although the tasks of the future Visitors' Centre are essentially different, the expertise needed for its realisation is partly identical to the know-how the Office demands. The Visitors' Centre and the Office can be of mutual service to each other. In the Amsterdam Heritage Centre feasibility study which is carried out at this moment the allocation of tasks and synergy between the World Heritage Office and the Heritage Centre will be expressly considered in the final planning.

2.2.8 Relation with the national Foundation Platform World Heritage in the Netherlands

The Dutch World Heritage properties are united in the national Foundation Platform of World Heritage in the Netherlands. The Foundation develops programmes for transfer of knowledge, information and education to promote an increasing popular appeal and public support for World Heritage in the Netherlands. It will also see that this is executed.
At managerial level the Chairperson of the City Centre District is a member of the Foundation and participates in the realisation of the above mentioned programme.
The Office Coordinator is a member of the Foundation Platform World Heritage in the Netherlands at an official level. In this case his duties are to inform the official implementation organizations concerned about the contents of the Management plan; he communicates with the administrating authorities about the implementation of the action plans resulting from this. The Office Coordinator provides them on request and/or unsolicited with all the information concerning World Heritage of UNESCO and relevant to an optimum conservation policy of the property.

3. TIME SCHEDULE

- The Amsterdam World Heritage Steering Committee will be installed in November/December 2008, by the City of Amsterdam and the Central Amsterdam District as Property Manager.
- In the beginning of 2009 the Steering Committee will appoint a Office Coordinator and two permanent committees (Communication and Monitoring) will be installed. As of that moment the Office and committees will commence their activities, which includes
  - the preparation of the implementation of the Management plan;
  - the further development of the website;
  - the drawing up of newsletters, brochures, and the like;
  - networking meetings for the stakeholders;
  - the formulation of a model for annual reports;
  - the preparation of the review by ICOMOS in June 2009;
  - the preparations connected with the moment of the ultimate inscription on the World Heritage List.
- A first evaluation of the functioning of the Office will take place in June 2009 by the Amsterdam World Heritage Committee. They will report their findings tot to the City of Amsterdam and the Central Amsterdam District. If necessary supplementary proposals will be made, and a new time schedule will be drawn up.

Appendix 7

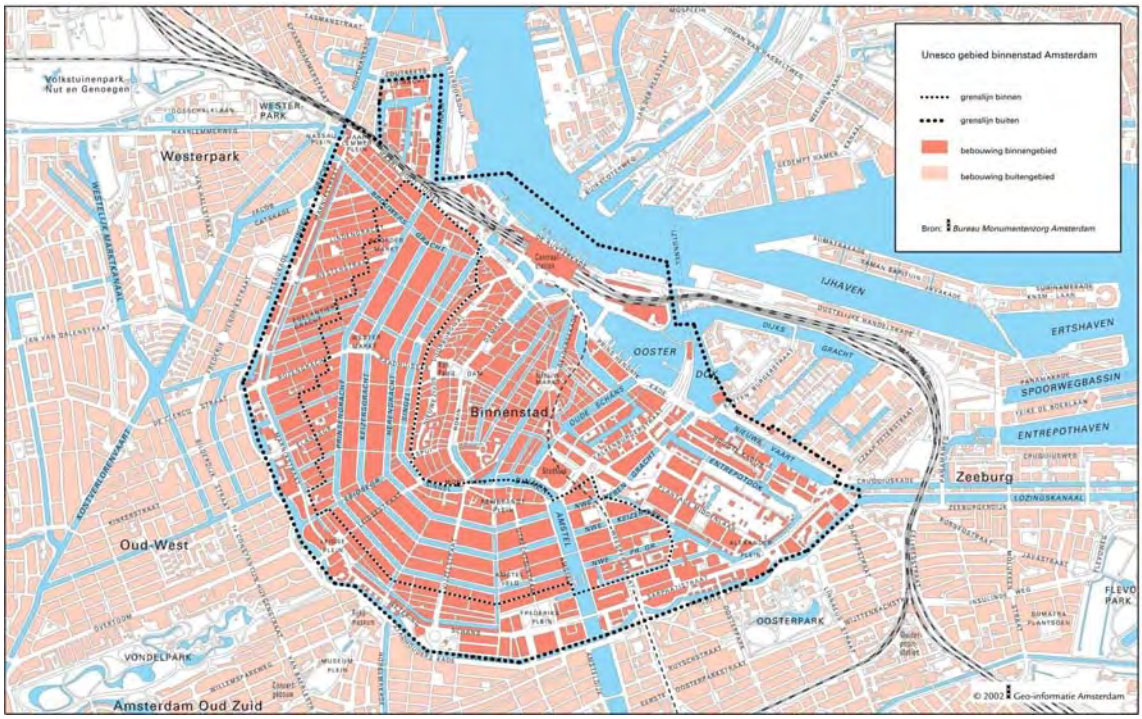
Action plan: Information and communication Strategy 2008- 2010

City of Amsterdam

ACTION PLAN

INFORMATION AND COMMUNICATION STRATEGY 2008-2010

UNESCO Nomination World Heritage List of '17th-century canal ring area of Amsterdam within the Singelgracht'



October, 2008

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0. INTRODUCTION

In this Action Plan a specification is given of how the City of Amsterdam, in cooperation with the Central Amsterdam District as Property Manager, will execute the information and communication about the preservation and the protection of the site and the related *Unique Outstanding Value* (OUV), according tot the Operational Guidelines of UNESCO.
This Policy Plan concerns the period of time 2008 until mid 2010, the period of time in which UNESCO will decide whether the nomination of '17th-century canal ring area of Amsterdam within the Singelgracht' will be awarded. In 2009 the City of Amsterdam starts with making of a communication plan, which will take effect from the moment (mid 2010) Amsterdam has been granted the nomination or otherwise.

1. MOTIVE

Amsterdam is positioning itself as an internationally oriented top city with its unique values, such as creativity, spirit of commerce and innovation. These values have also been inspired by the history of the city. Amsterdam has been a centre of commerce, a spiritual free port, a city with an international position and history in the field of art, culture and architecture for 500 years. The ring of canals is the highlight of the urban development in the Golden Age. In the Golden Age the city was brought to great prosperity in a short period of time and therefore the foundations were laid for the development of the city in the centuries after that. By placing the '17th century ring of canals inside the Singelgracht' on the short list as World Heritage of UNESCO, The Netherlands, in cooperation with the City of Amsterdam and the Central Amsterdam District, emphasises the historic importance of this unique area for the development of the city.

2. POSITIONING AND TARGET GROUPS

The core values of the city: 'creativity, spirit of commerce and innovation' has been very relevant to our times and characteristic of the DNA of Amsterdam and its inhabitants. Besides, they hold a great attraction to visitors and companies from home and abroad. Nearly all visitors to the city are mentioning the historic centre with its canals as one of the highlights of the city. In particular to the creative sector (one of the 6 pillars of the Amsterdam economy) the historic centre of Amsterdam is a unique selling point. Designating the ring of canals as a World Heritage Site, in fact offers the city the opportunity to communicate the underlying immaterial values of the origin of Amsterdam (free port, spirit of commerce) and the necessity of a careful preservation of this unique area for the entire humanity, and communicate those values to a broad public at home, as well as abroad.

2.1 Target groups

The target groups are broad and diverse. During the application the communication is firstly aimed at stake holders and jointly responsible authorities that are living and/ or working in the area or are having an immediate interest in it. The stake holders consist of a large group of involved organizations from a.o. the heritage -, tourist- and commercial sector (museums, hotel and catering industry, organizations in the field of promoting the city), (inter)national companies, heritage organizations and real estate owners). Furthermore, the citizens and companies in the Central Amsterdam District are an important target. After all, they make use of the area every day.

The inhabitants and users of the area can be split up in:
Citizens, entrepreneurs and passers-by
In the area of the potential World heritage Site – and the surrounding area, more than 8.500

buildings are protected as national- or municipal monuments. These monuments are for a large extent inhabited or occupied by companies. It mostly concerns private ownership. Since 1999 this part of the city is designated as protected urban conservation area. From that time there has been structural attention for the unique quality of the area and the resulting consequences. Actually, not many changes will occur to the citizens and users of the area. The so far developed and used data –and communication systems offer an excellent basis to bring explain the World Heritage nomination and its related values.

Tourists and business travellers
Amsterdam is a popular destination for tourists and business people from the Netherlands and abroad. The tourism- and conference system is one of the pillars of the Amsterdam economy, amounting to a turnover of almost 5 billion Euros and generates 48.000 full time job opportunities. The Amsterdam Tourism and Convention Board (ATCB) takes care of the tourist marketing of- and communication policy, under the authority of the Amsterdam City Council. The ATCB has been drawing up a strategic marketing – and communication plan once every four years and has been examining the number of visitors to Amsterdam annually and their appreciation for the city. Visitors appreciate the city especially because of the arts, culture, the still visible and tangible historic past, the atmosphere of the canals and the adjacent monuments. It has emerged from research of ATCB that 38% of visitors mention the Amsterdam city canals as the main reason for visiting the city. Moreover most visitors are well informed before they come to the city. The internet is the principal source of information for the preparation of their visit to the city. 80% of the visitors is of foreign descent and 75% stays in the city for more than one day, most of whom are originating from the metropolitan European territories, from where Amsterdam is well accessible (Great Britain, Belgium, Germany, France, Spain and Italy) and the United States *(Source: ATCB Amsterdam Visitors Profile Edition 2008).*

Within the sector of tourism- and conferences there is an enormous potential for stake holders (companies, organizations, cultural institutions, museums, public events-organizations, and so on), which are an important partner and entry, in order to be able to guarantee the standard of the 6 principles, articulated in the `*International Cultural Tourism Charter'.* The principal organizations like the ATCB, Amsterdam Partners (responsible for implementing the city marketing of Amsterdam), the hotel -and catering sector and congress- and public events- organizations aim directly at the influx of visitors from home and abroad. For that purpose they are having their own and proven effective channels at their disposal and offer an excellent basis to reach this specific target group and to inform them about the nomination of the 17th century ring of canals of Amsterdam inside the Singelgracht' and its meaning.

2.2 Aim, starting-point issues and characteristics of the information- and communication strategy
The **aim** of the information- and communication strategy is providing an adequate, regular supply of information by means of effective communication channels for the benefit of the various target groups (such as citizens, visitors, stake holders and jointly responsible authorities).

The **starting-point** of the strategy is the availability of timely, accessible and correct information through well attainable, desirable and logic sources of information. Questions, wishes and opinions of the various target groups, and efficient means to communicate about those with the responsible (administrative) authorities and stake holders and their (professional) organizations, must lead to both understanding and support for the protection and preservation of the World Heritage Site*.* The idea that that interaction between tourism and economic activity on the one hand, and preserving cultural heritage on the other hand will be dynamic in principal, will be taken into account

A crucial element of the communication strategy is the **characteristic** of the Netherlands, and also of the culture of Amsterdam, that joint interests are generally and publicly discussed and decided about with all involved parties, in order to reach support and consensus as broadly as possible. This principal has been employed from the 17th Century, when ordinary citizens were consulted in questions of public interest. This is not essentially different today. Up till now, not only Local Authorities, but also citizens, industry and interest groups have an important voice and contribution in matters concerning the whole city. Because of that the structure and commitment of all parties is organized very well in the city. This offers opportunities of organizing shared responsibility and commitment of all parties in a natural and efficient way, and bringing it into the limelight adequately to all (future) users of and visitors to the area.

2.3 Core message

The central idea is twofold and consists of a procedural (causal) and a promotional (as regards to the content) message.

Procedural

By designating the ring of canals as World Heritage this unique area will obtain the international recognition it deserves. As the Amsterdam inner city has been a protected cityscape since 1999, the predicate World Heritage changes nothing to the way of protection the area and its monuments already have. At the same time Amsterdam keeps taking care that the ring of canals will continue to stay the lively and dynamic place it has been throughout the centuries.

Promotional

The designation of the ring of canals as World heritage emphasizes the importance of this area for the development of the city. The ring of canals is the highlight of the Golden Age, a period in which the city was brought to great prosperity and has constituted the basis for the development of the city in the centuries after that. The development of the ring of canals shows where Amsterdam is coming from and what it is today and would like to preserve; a city full of creativity, commercial sprit and the capability for innovation.

3. ORGANIZATION OF THE COMMUNICATION

3.1 Amsterdam World Heritage Office

The Project Group World heritage, consisting of the Bureau of Monuments & Archaeology (management) and the Central Amsterdam District is preparing the founding of the Bureau World Heritage Amsterdam. The Bureau World Heritage will be responsible for:

- monitoring and reporting to the secretariat of the World Heritage Committee via the Ministry of Education, Culture and Science (OCW), with the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) as executive party;
- maintaining all contacts with the World Heritage Committee via the Ministry of ECS, with RACM as executive party;
- secretariat on behalf of the Steering Group and Platform World Heritage Amsterdam;
- coordinating information and communication to all target groups in cooperation with Central Amsterdam District and ACTB.

The central and coordinating communication will be implemented and executed by the Bureau World Heritage Amsterdam. The Bureau's primary objective is creating and permanently maintaining the support of all concerned parties that have an interest in and for the area. The Bureau will not only inform about World Heritage issues, but also create support and ambassadorship, and takes care of transfer of knowledge and education in cooperation with all relevant parties in the city.

The Bureau will be the central office for all locally, nationally and internationally interested -, involved -, and concerned parties, with regard to the World Heritage Area, the '17th century ring of canals of Amsterdam inside the Singelgracht'.
The Bureau will act as a centre of knowledge, when it is dealing with guarding the *Statement of Outstanding and Universal Value* and will provide, invited and uninvited, the necessary resources in order to maintain the body of ideas of UNESCO irrefutably and in the future. Apart from that it will stimulate the committed parties to pay prominent attention to the World Heritage Area within their own resources. Until the moment of founding the Bureau World Heritage Amsterdam, the Project Group World Heritage Amsterdam will execute these tasks.

3.2 Municipal contact point for citizens and entrepreneurs

The area of "17th century ring of canals of Amsterdam within the Singelgracht" covers several hectares and with the buffer zone it even comprises virtually the entire Central Amsterdam District. Approx. 80.000 people are living and 85.000 people are working in the Central Amsterdam District.
As P*roperty Manager*, the Central Amsterdam District, has a municipal contact point for citizens within the boundaries of the ring of canals. Very often questions by citizens, by entrepreneurs and institutions, will cohere with the obligations and restrictions connected to the monumental status of their residence or property in relation to the protection and maintaining the World Heritage *Statement of Outstanding and Universal Value*. Therefore, the staff members of the Central Amsterdam District contact point have the necessary knowledge in the field of Architecture, Building, Cultural History and World Heritage at their disposal. They also have knowledge of the existing monuments and the whole wide area of the ring of canals, which has been a protected cityscape since 1999.
With complex questions the staff members will be supported by the Bureau of Monuments & Archaeology, the Amsterdam centre of knowledge of cultural heritage.
Information about the meaning of World Heritage, but also zoning plans, licenses related to the building industry, and building opportunities, is available from the municipal contact point. The counter is accessible by telephone and can be visited three days a week. Simple (building) questions will be answered via the Internet and by telephone, in order of preference. If questions are complex, an appointment can be made with a license manager. He can ask for support, if necessary, at the Bureau of Monuments & Archaeology.

3.3. Bureau of Monuments & Archaeology

The Bureau of Monuments & Archaeology (BMA) is the cities centre of knowledge and expertise in the field of preservation, reinforcement and permanent development of constructed and archaeological cultural heritage of Amsterdam; as a liaising element between the present, the past and the future, in an ever changing environment.
The core-tasks of BMA are:
-spreading knowledge and enlarging support for architectural, urban development and archaeological heritage of Amsterdam;
- advising on protection (indication, alteration or demolition) and subsidizing and financing the maintenance of protected monuments;
-providing custom made l advise and implementations for companies, private persons and municipal departments with regard to large -and small -scale building projects. BMA is taking care of a pragmatic fitting in of archaeological research when it comes to physical planning;
-providing the opening up of the archaeological tangible past in the form of excavations, publications and presentations;
-advising on the way in which cultural history can contribute to the physical planning and development of the city.

3.4 Amsterdam Tourism & Convention Board

Commissioned by the City of Amsterdam, the Amsterdam Tourism & Convention Board (ATCB) takes care of all information and communication to (inter)national visitors. It distinguishes between business (congress visitors) and tourists. The nomination of the "17th century ring of canals of Amsterdam inside the Singelgracht" will mainly focus on tourists. The ACTB has a diverse range of means at its disposal and closely cooperates with the Dutch Tourist & Congress Board.

4. MEANS

By using existing and already proven effective channels, as well as new ones to be developed, it will be possible to serve the whole broad target group. In the matrix of means, the various information- and knowledge needs of the target group are taken into account, dealing with:
-informing about;
-creating support and ambassadorship;
- transfer of knowledge and education.

Inside the matrix of means the Internet takes up a key position. All information about the nomination of the ring of canals is to be found on the multilingual portal site www.werelderfgoed.amsterdam.nl. On this website information can be found about a.o.:
-all relevant and current information about the ring of canals and the UNESCO World Heritage nomination;
-FAQ's for all relevant target groups;
-information for the (professional) press;
-information about UNESCO
-news

The Amsterdam World Heritage Office cares for the topicality of the website and link's to all relevant existing (international) websites that are related to UNESCO and World Heritage. www.werelderfgoed.amsterdam.nl will get a prominent position on the following already existing websites.

Current internet sites

All information in Dutch about Amsterdam can be found on www.amsterdam.nl. This portal

site is actively used by inhabitants of the city, but is also consulted by visitors from outside. The website provides information about policy and issuing instructions of the City of Amsterdam with regard to economy, culture, education, living, and etcetera. On this website a counter has been arranged for citizens as well as entrepreneurs, on which one can directly search for information about e.g. applying for a passport, or licensees and other municipal issues and also be dealt with immediately. The website has 20.000 unique visitors a day and 7.300.000 a year. www.iamsterdam.com, the international portal site of City of Amsterdam generates 150.000 visitors a month and 1.800.000 a year. The number is growing at present due to joining the international websites of *Amsterdam Uit Bureau* (theatre and leisure information and ticket reservation), ATCB and Amsterdam Partners. Apart from information about council policy, this site offers specific information for tourists and business visitors. The Amsterdam inner city, with its 17th century ring of canals will be put on the screen three-dimensionally on this website via Google Maps. This will be available in 2009 in order to allow visitors to take a virtual walk and be able to watch the most important monuments and places if interest. www.centrum.amsterdam.nl: the website of the *Property Manager* Central Amsterdam District, in which all relevant information, the building counter included, can be found for citizens and companies living and working in the '17th century ring of canals of Amsterdam inside the Singelgracht' and surrounding area.
www.bma.amsterdam.nl: the website of the Bureau of Monuments & Archaeology, the cities expert and knowledge centre in the field of cultural heritage. The website offers a.o. descriptions and background information concerning national and municipal heritage in the World Heritage Area and the buffer zone.

4.1 Information and communications resource matrix

Means	**Time: start and so on**	**Target group**	**Objective**	**Final responsibility**	**Costs in Euros**
Feasibility study World Heritage Visitors centre	Start feasibility study in 2008. Operational from mid 2010.	Visitors from home and abroad	Inform and educate	Feasibility study, Central Amsterdam District, i.c.w. BMA	60.000,- from budget BMA and Central Amsterdam District
Internet multilingual: www.werelderfgoed.amsterdam.nl with links to all relevant (international) websites	Start autumn 2008 and continually afterwards and expand	All	Inform	Amsterdam World Heritage Office	20.000,- once only and annually: 10.000,-
Virtual tour on line at www.iamsterdam.com	Start beginning 2009 and continually afterwards and expand	Visitors from home and abroad	Inform and educate	City of Amsterdam	Current budget City of Amsterdam
Means	**Time: start and so on**	**Target group**	**Objective**	**Final responsibility**	**Costs in Euros**
Signposting 'on site'	2010 and afterwards continually	Citizens, visitors from home and abroad	Inform	Municipal Department of Infrastructure, Traffic and Transportation i.c.w. Central Amsterdam District and ATCB	Current budget City of Amsterdam and Central Amsterdam District
Maps, brochures and other printed matters / multilingual	Start development in 2009, concluded mid 2010	All	Inform and educate	Amsterdam World Heritage Office, in close cooperation and consultation with jointly responsible authorities	30.000,- once only and annually 10.000,-

Newsletters: -Digital / periodical and multilingual -Central Amsterdam District Newspaper	- Start autumn 2008 and afterwards continually - Start 2008/ monthly and a special issue in 2008	-All -Citizens and companies in Central Amsterdam District	Inform and create support	-Amsterdam World Heritage Office -Central Amsterdam District	Once only 2.500,- Current budget BMA and Central Amsterdam District and annually 5.000,-
Periodic letters to citizens and companies Central Amsterdam District	Start in 2008 and afterwards continually as relevant	Citizens and companies	Inform, educate and create support	Central Amsterdam District	Current budget Central Amsterdam District
Published Essay about the Ring of Canals from the origin up till now	Spring 2009, multilingual	All	Inform and create support	Bureau of Monuments & Archaeology	25.000,- once only, and annually 2.000,-
Physical and virtual counter for all questions concerning heritage in the Central Amsterdam District	Autumn 2008	Citizens and companies	Inform	Central Amsterdam District	Current budget Central Amsterdam District
Media, press meetings and free publicity	August 2008 and afterwards continually as relevant	(inter)national press	Inform and create support	Amsterdam World Heritage Office i.c.w. Central Amsterdam District, (inter)national press department City of Amsterdam and ATCB.	5.000,- once only and annually 1.000,-

Education

Means	**Time: start and so on**	**Target group**	**Objective**	**Final responsibility**	**Costs in Euros**
Connecting to existing programmes and developing new programmes, focussed on World Heritage	2009 and afterwards continually, and developing further	Primary and secondary schools	Education	Bureau of Monuments & Archaeology i.c.w. heritage organizations and the Municipal Social Development Department	PM
Developing new study material	Start 2009	Primary and secondary schools	Education	Bureau of Monuments & Archaeology i.c.w. De Waag Foundation, Municipal Social Development Department and the Amsterdam Art Fund	Annually 10.000, -
Course Restoration Techniques	2008 and after wards every year	Architects, building inspectors, real estate agencies, contractors, a.o.	Inform, educate and create support	Bureau of Monuments & Archaeology	Current budget BMA

Events

Means	**Time: start and further**	**Target group**	**Objective**	**Final responsibility**	**Costs in Euros**

Celebration World Heritage status if granted	Mid 2010	All	Inform and create support & ambassadorship	Amsterdam World Heritage Office i.c.w. Central Amsterdam District	25.000,-
Connecting to existing public events in the area such as: - Annual Open Heritage Day - Annual Open Gardens Day - Annual Canal Festival - Sail 2010 - Reopening National Maritime Museum in Amsterdam	2010 -September -June -August -September -2010	All	Inform and create support & ambassadorship	Amsterdam World Heritage Office i.c.w. organizers of these a.o. public events	PM
Connecting to tourists theme years Theme: - 2009, 2010: Art City - 2011:still unknown	2009 en afterwards continually	All	Inform and create support & ambassadorship	Amsterdam World Heritage Office Amsterdam i.c.w ATBC	PM
Opening of the restored ''Oude Kerk'	2012	All	Inform and create support & ambassadorship	Amsterdam World Heritage Office Amsterdam i.c.w. Oude Kerk	PM
400 years ring of canals	2013	All	Inform and create support & ambassadorship	Amsterdam World Heritage Office i.c.w. City of Amsterdam, Central Amsterdam District and ACTB	PM

Information and Relation Management

Means	**Time: start and further**	**Target group**	**Objective**	**Final responsibility**	**Costs in Euros**
Twice a year information meeting, after 2010 once a year. Further information via newsletters	2008 and afterwards continually	Platform Stakeholders	Inform and create support & ambassadorship	Amsterdam World Heritage Office	2.000,- in the starting up phase, afterwards 1.000,- annually
Twice a year information meeting, after 10 once a year. Further information via newsletters	2008 and afterwards continually	Responsible authorities	Inform	Amsterdam World Heritage Office i.c.w Steering Committee World Heritage	2.000,- in the starting up phase, afterwards 1.000,- annually
Means	**Time: start and further**	**Target group**	**Objective**	**Final responsibility**	**Costs in Euros**
General information meeting, Further information via newsletters.	December 2008	Urban Development Board and Building Aesthetics and Built Heritage Agency	Inform	Amsterdam World Heritage Office	1.000,-
General information meetings. Further and complementary information via newsletters	2007 and 2008 (3 times) and further as relevant	Citizen and companies in the Central Amsterdam District	Inform and create support & ambassadorship	Amsterdam World Heritage Office	Current budget Central Amsterdam District
General information meeting. Further information via newsletters	2008/2009 and afterwards continually	Companies, and organizations for the industry and entrepreneurs	Inform and create support & ambassadorship	Amsterdam World Heritage Office i.c.w. Central Amsterdam District and ATCB	2.000,-

4.2 Information / communication 2008-2010

Information and communication moments 2008-2010				
Date	**Description**	**Target Group**	**Objective**	**Final responsibility**
11-09-08	Determining Management Plan by the Executives Committees of the City of Amsterdam and the Central Amsterdam District	All	Inform	BMA and Central Amsterdam District
24-09-08	Determining Management Plan by the Amsterdam Council Committee	All	Inform	BMA and Central Amsterdam District
24-11-08	Cabinet decision regarding the final application for the nomination of the '17th century ring of canals of Amsterdam inside the Singelgracht' to the UNESCO World Heritage List	All	Inform	Government (ministry of Education, Culture and Science), in cooperation with BMA and Central Amsterdam District
Spring 2009	Multilingual website available	All	Inform	BMA and Central Amsterdam District
01-02-09	Nomination filed at the World Heritage Committee UNESCO in Paris	All	Inform	Government (ministry of Education, Culture, and Science), in cooperation with BMA and Central A. district
Spring 2009	Start drawing up communication and publicity plan from publishing redeeming nomination by UNESCO	NA (not applicable)	Determining communication strategy	Amsterdam World Heritage Office i.c.w. Central Amsterdam District
Autumn 2009	Start executing communication and publicity plan and developing means	NA	Executing communication strategy and developing means	Amsterdam World Heritage Office i.c.w. Central Amsterdam District
March '09-May '10	Evaluation nomination file World Heritage Committee and advice about nomination	NA	NA	NA
June/July 2010	Publishing and redeeming nomination by UNESCO	All, including international media	Inform and enthuse	Amsterdam World Heritage Office i.c.w. Central Amsterdam District

4.3 Budget

Budget Statement		
Description	**Starting up phase**	**Structural annual**
Means and meetings *Development* Translations Organization	114.500*	
Maintenance means		40.000*
* *=preliminary estimate*		

4.3 Working agreements

Bureau of Monuments & Archaeology and the Central Amsterdam District declare that the administrative working agreements for the period of 2008 – mid 2010 have been registered on account of the information and communication regarding the conservation and protection of the area nominated for the UNESCO World Heritage List, the '17th century ring of canals of Amsterdam inside the Singelgracht', and accordingly the significance of the *Outstanding Universal Value*.

Mrs. E. Agricola
Director
Bureau of Monuments & Archaeology

E. Loos
General Manager
Construction and Housing Department

Central Amsterdam District

Appendix 8

Assignment Amsterdam Heritage Centre

ASSIGNMENT

Amsterdam Heritage Centre (working title)

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1. Introduction

In the framework of the application of the City of Amsterdam to UNESCO, to put '17th-century canal ring area of Amsterdam within the Singelgracht' on the World Heritage list, ideas have been proposed to establish a visitors' centre. In this paper these ideas have been elaborated into a proposition. This proposition may serve as an assignment to a feasibility study for an Amsterdam Heritage Centre.

In order to draft this proposal, the so-called Management plan (September 2008) and the report 'Heritage Centre Amsterdam *feasibility*' (October 2007) have been used.

In the latter document the objectives for the visitors' centre are mentioned as follows:

1. assemble and combine today's fragmented information of the historical inner city;
2. positioning of the inner city as one large monument and attracting cultural tourists;
3. creating awareness among Amsterdam citizens of the unique historic values of their city and the connection to the present;
4. stating the importance and the conservation of heritage in the inner city.

2. Amsterdam Heritage Centre

Starting from the four objectives, as formulated in the document 'Heritage Centre Amsterdam *feasibility',* the Amsterdam Heritage Centre will surely not exist only of a physical location from where information on cultural tourism will be available.

Objective 1, *assemble and combine today's fragmented information of the historical inner city* looks mostly like an actual visitors' centre, but will also reflect in different and more modern applications such as:

- a website with a very user friendly information structure, on which the potential visitor will be able to prepare his historical/cultural visit thoroughly and on which interested and involved people can gather and provide interactive information;
- historical/cultural guided tours through the city, accompanied by experts and/or with the aid of audio-technique, such as mobile telephones and audio-systems.

Objective 2*, the positioning of the inner city of Amsterdam as one large monument and attracting cultural tourists,* contains mainly marketing-communication means, which in fact precedes objective1.The visitors' centre undertakes the task of campaigning world wide permanently, in order to promote the Amsterdam inner city as a cultural tourist crowd-puller. This requires a far-reaching tuning with e.g. the

Amsterdam Tourism & Convention Board and the Amsterdam cultural-historical organizations with a public function.

Objective 3 and 4, *creating awareness among the citizens of Amsterdam about the unique historic values of their city and the relationship with the present and the future; imparting the preservation of heritage in the inner city;* this means something like a widening of objective 2 (marketing-communication) towards the Amsterdam population and the Amsterdam business community, but in the capacity of resources that will prompt participation (lectures, debates, meetings, providing information, etcetera).

The Amsterdam Heritage Centre, in short, is going to consist of a 'front office', a 'back office' and a website.

Front office

Somewhere in the middle of the city (let's say: at the Dam for the time being) a visitors' centre, with a large entering-capacity will be established. The location is in a strategic and visible position in relation to the main walking stream and admission will be free. The function as a visitors' centre is clearly visible from the outside. Inside are:

1. an information desk;
2. an exhibition;
3. a number of computer units.

1. The ***information desk*** will be occupied by at least one assistant who will be able to answer questions of the public with regard to cultural tourism in the inner city, who can refer to the exhibition, the computer units, or other sources of information like the Amsterdam Tourist & Convention Board. This assistant (or assistants) will also keep an eye on the behaviour of incoming public.

2. The ***exhibition*** is of modest proportions (approx. 200 m2 floor surface) and consists of a permanent and a variable presentation. The permanent presentation tells about the story of the historical inner city, accompanied by reproductions of maps and other historical images and photographs. The design will be spectacular and inviting, the information very brief.
For example every 3 months, the variable exhibition changes to a new subject about a specific part of the historical inner city, preferably a topical subject delivered (and/or financed) by the party interested in or familiar with the subject. The variable exhibitions are also compact, 'easily digestible' and designed in an attractive way.
An important part of both exhibitions is referring to the sites and organizations that are active within (culture tourism of) the Amsterdam inner city. This also applies to:

3. *The* ***computer units*** are offering a specific *search and find programme* for all kinds of questions the public is having about the cultural history of the inner city.

Back office

The back office of the Amsterdam Heritage Centre is responsible for the development of the marketing/communication and all related products. The staffing consists roughly out of a marketer, a communications employee, a webmaster, and an organizer of public events, working together and supporting each other in various projects.
The marketer maintains contact with the jointly responsible authorities and stakeholders (see under: 3. Joint venture) and develops a general policy program, among which providing variable exhibitions.
The communications employee will develop the on-going (inter)national campaign(s), in close coordination with partners and other jointly responsible authorities.
The webmaster is looking after the (partly interactive) content of the website and the programmes being shown in the units in the visitors' centre.
The public events organizer will take care of the programming, developed in coordination with the partners and other jointly responsible authorities. Containing variable exhibitions, lectures, debates, publications, etcetera.

Website

The virtual version of the visitors' centre plays a central role in the whole project. It is the source of information which will be used by numerous interested persons from home and abroad, like:

- (future) cultural tourists;
- the citizens of Amsterdam;
- students(pupils) (in the framework of the curriculum);
- interested people with regard to history and the architecture of the inner city, from enthusiastic amateurs to professionals;
- potential participants to the public events programmes.

The website is a source of knowledge, as an interactive platform, involving citizens and interested parties to communicate and actually committing themselves to participate (discussions and input of knowledge).

3. Joint venture

Many of above mentioned products and activities are already being offered completely or partly by existing parties : the Amsterdam Tourist & Convention Board is promoting the Amsterdam cultural tourism locally and (inter)nationally. The Amsterdam Historical Museum has a permanent exhibition about the history of the city, the City Archives and the Bureau of Monuments & Archaeology collects and presents knowledge about the inner city, ARCAM, the Amsterdam Centre for Architecture, organizes numerous public events in the framework of inner city architecture, and so on. In order to prevent the visitors' centre from doubling these efforts, the programme will be determined in close coordination and collaboration with all parties. The visitors' centre is not going to be the producer of parts of the programming in many cases, but will be a platform for and promoter of the products of the above mentioned partners. In fact the visitors' centre will be the front office and portal of the websites and programmes of other partners. The Amsterdam Heritage Centre strongly supervises realisation of her own four objectives and if necessary, will produce the essential parts that other partners are not able to execute.

4. Realisation and exploitation

In order to create the visitors' centre, the following steps need to be taken:

1. drawing up the concept with regards to content in dialogue with all responsible authorities;
2. finding a suitable location;
3. drawing up a worked out concept, including a preliminary design and the programming of the first five years;
4. drawing up a worked out development- and exploitation budget;
5. developing a business plan (incl. an organization plan and a realistic financing scheme).

The steps 1 till 5 are part of the feasibility plan and will be followed by:

6. finding the necessary covering for the further development and exploitation;
7. drawing up a final design on the basis of a task-setting budget;
8. issuing invitations to tenders and selecting producers;
9. recruiting personnel;
10. communicating about the development phase;
11. producing/realising of the productions, incl. designing and refurbishing of the Centre.

5. Timing

- Drawing up the feasibility plan (above-mentioned points 1 till 5) a four- months' time span is needed. (delivery: 1 March 2009).
- Finding the necessary covering one needs to take into account the time span of almost one year (1 February 2010); this connected with the decision time limits of governments, funds, partners and sponsors.
- The definite design takes another 4 months to realise (1 June 2010).
- The external programming and campaigning can start from 1 February 2010 for that matter, so that the opening of the visitors' centre can be announced to the public from that date.
- The public tender can be finalized on 1 September 2010.
- Half a year is needed for producing the visitors' centre and the (worked-out) website, so that the opening and launch can take place on 1 March 2011.

15 October, 2008

Commissioned by

City of Amsterdam

City of Amsterdam

‘17th-century canal ring area of Amsterdam within the Singelgracht’

Key Issues
(part 3)

Management plan for World Heritage nomination

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Introduction

The City of Amsterdam (and the surrounding area) has experienced a dynamic and complex development of urban space.
The nomination of the 17th-century 'ring of canals' for inscription on UNESCO's list of World Heritage Sites raises the question of how this urban dynamic interacts with the protection of the historical city centre and, in particular, with the proposed World Heritage Site. In the first place, this relates to Amsterdam's high-rise construction policy, but also to a number of strategic projects which are currently in progress or which will be carried out in the near future.
Each key issue is accompanied by an explanation, of which the purpose is to provide insight into a number of projects and issues which may play a role in judging the nomination. By subject, a short description of the project is provided; coming administrative decisions and their justification are mentioned, plus the current state of affairs and the (possible) consequences for the 17th-century ring of canals concerning *visual impact*, *integrity and authenticity*, the criteria and the conditions of the *operational guidelines*[1] which form the basis for benchmarking the nomination. The explanations are supplemented with resources and visual material. When a resource is too extensive to be added to the explanations in digital format, references are provided to the relevant websites and links.

Included Key Issues

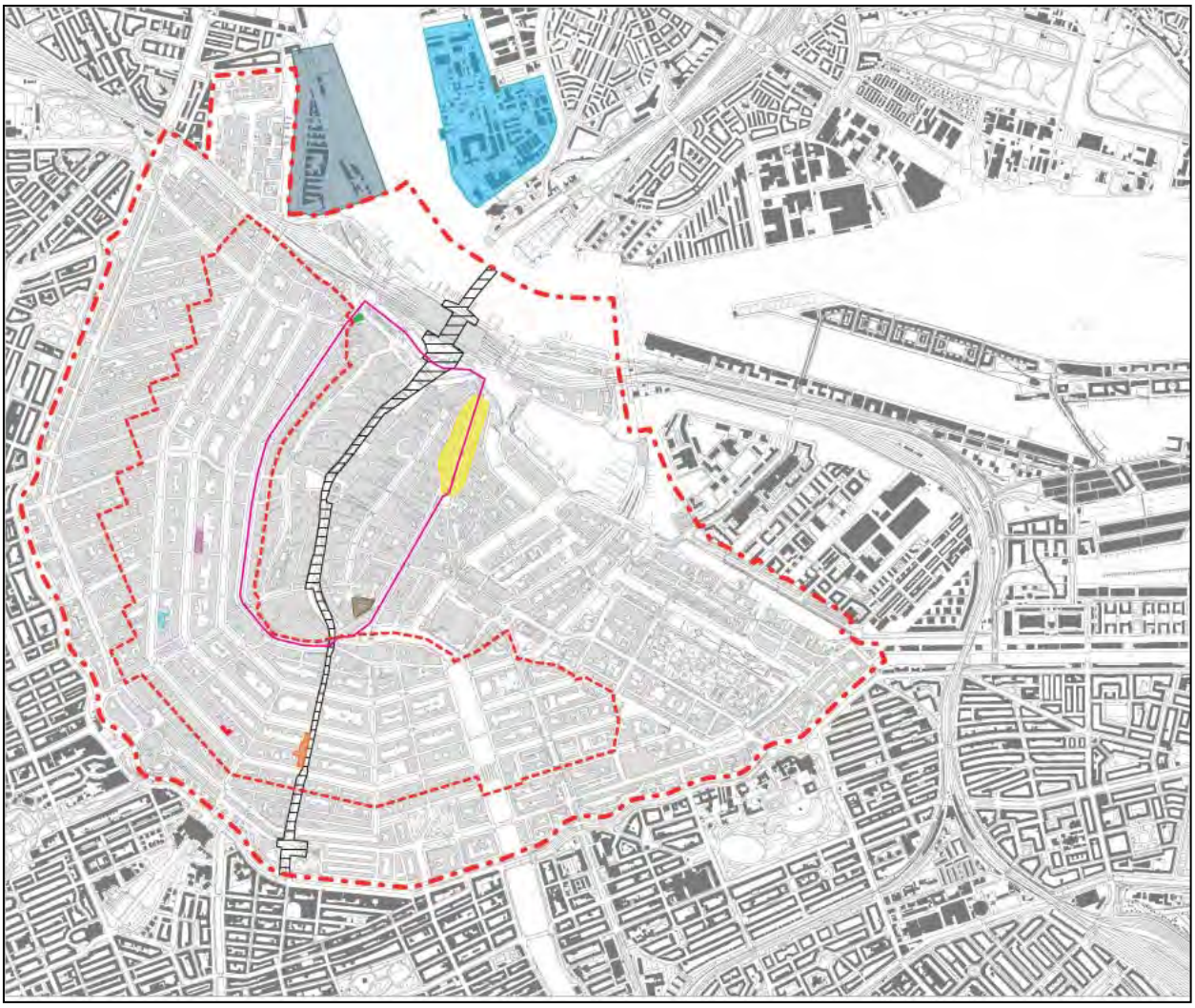
A. High-rise construction
B. Overhoeks
C. Westerdokseiland (Westerdoks Island)
D. North/South Metro line (Noord/zuidlijn)
E. Coalition project 1012
F. Chinatown
G. Binnengasthuisterrein
H. Construction plan kop Singel (Haringpakkerstoren)
I. Projects in the planning stage lying within the *property*
    I. 1 Former Prinsengracht Hospital
    I. 2 Former Public Library Prinsengracht
    I. 3 Former Bank Building ABN/AMRO Vijzelstraat
    I. 4 De vijf Keizers (The Five Emperors)
J. Water Level and Ground Water
K. Scaffolding Wrap and Advertisment

Explanation

The explanation regarding high-rise construction the key issue (A) details how high-rise construction policy has been applied in Amsterdam, and the way in which the city wants to manage high-rise construction in the future. Overhoeks and Westerdoks island (B and C) explanations pertain to two central urban projects outside the historical city centre where high-rise construction already exists, and is still being developed.
The Noord/Zuidlijn (D) is a central urban project; the alignment of the metro line directly traverses the historical city centre of Amsterdam.
The Coalition Project 1012 (E) pertains to a cooperative relationship between the city of Amsterdam and the District of Central Amsterdam, the objective of which is to improve the quality of life in the oldest parts of the historical city centre. Chinatown (F) is an initiative aimed at strengthening the economic situation of the Chinese merchants in the city centre and is implemented within the framework of the Coalition Project 1012.
Explanations H and I pertain to larger construction projects which are located partly inside and partly outside the ring of canals. In this respect, key issue Construction Plan Kop Singel has a unique position because it pertains to the reconstruction of a 17th-century tower (the Haringpakkerstoren).
On the recommendation of the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM), an explanation regarding the key issue Water level and Ground Water (J) was included. Because the historical city centre of Amsterdam is founded for an important part on wooden poles, the ground water table constitutes an important piece of information.

[1] Operational Guidelines for the Implementation of the World Heritage Convention par. 79-85.

Lastly, an explanation regarding key issue Steigerhoek Advert (K) has been included because there have been repeated discussions regarding this subject with the Werkgroep Buitenreclame of community centre d'Oude Stad.





Overview of locations involving key issues in the UNESCO area of the city centre of Amsterdam

Key issue A: High-Rise Construction in Amsterdam

Introduction

In 2008, the Physical Planning Service developed a policy for high-rise construction. On the one hand, the policy is an explanation and justification of the city's management regarding high-rise construction up until now, and the completed high-rise projects of years past. On the other hand, the policy contains proposals, which form an initiative for the formulation of a high-rise building policy as part of the framework of the Structural Concept Amsterdam 2010.

Main points High-Rise Construction Policy (September 2008)

Management up until now

In 1991, the need for the re-development of sites at a higher density, an optimum use of real estate and an increasing number of high-rise building initiatives led to the formulation of a high-rise construction policy. This policy was adopted as additional benchmark for construction plans currently in operation.
The basic principle of the high-rise construction policy was – and is – a careful application of high-rise construction within the existing structures. The policy included the obligation to extensively research the ramifications of plans with a building height of 30 meters or higher and to compile a separate report for evaluation, the so-called 'high-rise effect report' (HER), and to include it in land-use plans and/or construction plan procedures.
The current – central urban – high-rise policy dates from 2005 and is stipulated in a benchmark supplemental to the structural plan, Opting for Urban Identity of 2003. The requirement to compile an HER has been dropped with this last implementation. In certain cases the (central urban) city council is informed of a high-rise development plan in a given District, and of the ramifications of such a plan for the urban landscape.
Additionally, among other things, the execution of view-line studies form a standard requirement of the urban development policy of the District of Central Amsterdam for those development plans which could lead to a (substantial) change of the roofscape (surpassing building height, constructing roof terraces, etc).

Proposals for a new policy

As a consequence of the recent development of construction plans along the north bank of the IJ and at the tip of the Amsterscheg, a discussion arose about the visibility of high-rises from the city centre and about the effects on existing and cherished cityscapes. The City of Amsterdam insists that the unique quality of the historical city centre has to be handled with care. The proposed nomination of the ring of canals for the World Heritage list of UNESCO has been the incentive to formulate a high-rise policy as a starting point for a new policy, which will be further elaborated upon in time and which will be established as part of the Structural Concept Amsterdam 2010.
It is proposed to again proceed with a reactive high-rise policy whereby for certain areas of the city a more elaborate benchmark will be established than is currently the case. This applies in particular to the areas within the Singelgracht. Furthermore, it is proposed to make an HER or, at least a report relating accommodation into the urban landscape, a mandatory requirement. For additional clarification of the proposals, please refer to High-Rise Policy Amsterdam 2008 (reference A1).

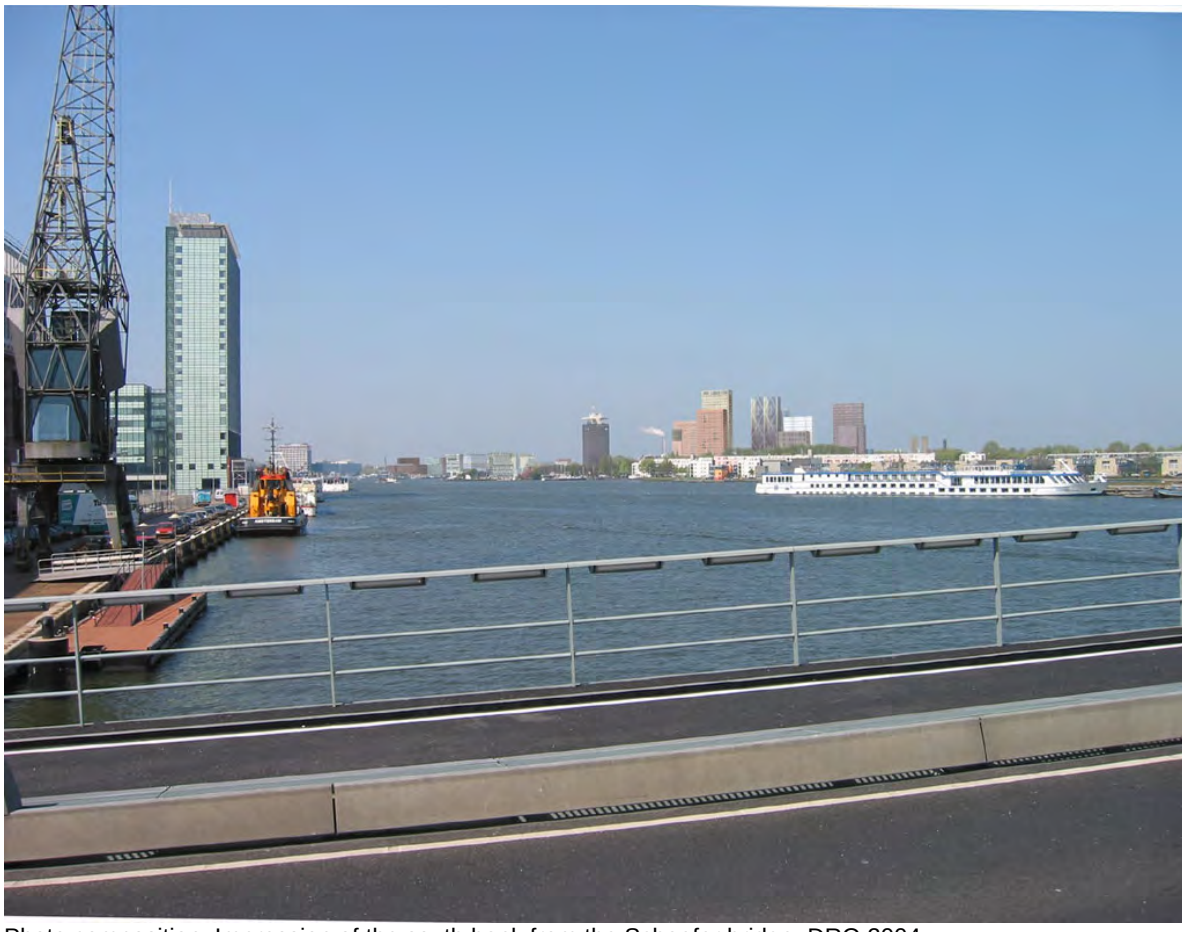


Photo composition: Impression of the south bank from the Schaefer bridge, DRO 2004

Preparation of Structural Concept 2012

On April 22, 2008, with formulation of the notification of intent, Process Structural Concept Amsterdam, the municipal executive has given the starting signal to establish a structural concept for the area of the city of Amsterdam (reference A2). This structural concept will replace Choosing for Urbanity (2003). The objective of the structural concept is to provide direction for the dynamic and complex urban development of the Amsterdam metropolis. Which urban strategies and corresponding impulses are necessary to further cultivate Amsterdam as the nucleus of the metropolitan region of Amsterdam?

The structural concept will cover a long-term vision of the urban development of the city (2030/2040). Additionally, the concept will provide a unifying element and a benchmark for the city of Amsterdam and its Districts for all the relevant spatial policy for the period 2010-2020. The structural concept is also the framework for the prioritising and implementing of programmes and projects, with the objective of encouraging public/private investment in the city and region and the effective utilisation thereof. Thus, the policy regarding the spatial development pursued by the city of Amsterdam provides its citizens with security over the years.

Input for the structural concept is provided by Development Vision 2040 for the metropolitan region of Amsterdam, which defines the developmental direction of the region and the regional context, the long-term vision Randstad 2040 and the programme Amsterdam Top City, set up in extension of the programme People Make Amsterdam (2006-2010). This last also applies to the housing policy, harbour policy and public transportation policy (all with a view through 2020). Additionally, work is being done on the Spatial Economic Ambition of Amsterdam. This project adds to the implementation strategy of the structural concept.

In autumn, 2008, a communal discussion took place pertaining to the themes that determine the spatial questions in Amsterdam. The result of the discussion will lead to a statement, Keystones of the Structural Concept, in which the main points of the spatial tasks and the most important issues of

choice are described. This statement will become the agenda for the structural concept, and in 2009 will lead to a conceptual framework for the structural concept. After a sequence of consultations, the definitive structural concept will take effect.



Photo composition: the north and south banks of the IJ bay. The different towers near Overhoeks are visualised, as well as the planned construction on the south bank of the IJ.

References

A1. High-rise policy Service of Physical Planning September 2008 (only available in Dutch)

A2. Statement of principles discussion pertaining to the future of Amsterdam, to the structural concept 2010 – 2020 for the centre of the metropolitan area, as established by the municipal executive on June 17, 2008.

Key issue B: Overhoeks project

Project description: The plan for the site (formerly the Shell premises) comprises the construction of 2,200 homes, offices, restaurants, hotels, cultural and other social facilities. The provision of green space, such as a bank-side park and recreational facilities along Buiksloter Canal (*Buiksloterkanaal*) are also envisaged. Overhoeks will be realised by public/private co-operation between seven partners (ING Real Estate, Amsterdam City Council, Amsterdam North District, Ymere, Vesteda, Shell and the Film Museum).

Location: The area is in Amsterdam North and is bordered by the IJ, Buiksloter Road, the Buiksloter Canal and Johan van Hasselt Canal, outside the buffer zone, about 250 metres from the conservation area, 'Amsterdam within the Singelgracht'.

Status: In progress

History and decision-making process

Urban development plan
The Urban Development Plan was adopted in September 2004 (preceded by a Project order).
The Urban Development Plan comprises two parts. The northern part, the 'Campus', will be made up of buildings 8 to 9 storeys high (to a maximum of 35 metres) grouped round enclosed gardens. This part accounts for roughly half the development, and the accent will be on residential, working and non-commercial facilities.
The southern part of the planned site will be given over to a 'Strip' of high-rise blocks. Besides the Overhoeks Tower (*Toren Overhoeks*, the Shell Tower) and the Great Laboratory (*Groot Laboratorium*), the strip will comprise five new high-rise towers grouped round a number of gardens. The 'footprint' of the towers is 1,000 square metres per storey. To guarantee a relatively 'slim-line' look to the individual towers, each will be divided into two parts, staggered between 5 and 10 metres apart. The parts will be of differing heights, varying from between 75 and 110 metres. The strip will be a mixed development containing homes, hotels, offices, and cultural and catering facilities. At ground level, squares will be built round the towers, containing shops, restaurants, cafés and other facilities. The angular twist between the Strip and the Campus will be accentuated by the 'Green Wedge', alongside the IJ where the new Film Museum will be built. The most important open spaces in the development site will be the Oever Park, the 'Green Wedge', and the enclosed gardens in the campus.

Zoning plan
On 20 March 2007, the Provincial Executive of North Holland voted to approve the zoning plan, Overhoeks, which was adopted by the City of Amsterdam on 18 October 2006. The North Amsterdam Built Heritage Foundation (*Stichting Monumenten Amsterdam-Noord*; SMN) and the Society of Friends of Amsterdam's City Centre (*Vereniging Vrienden van de Amsterdamse Binnenstad*) registered an objection to this decision with the Council of State (*Raad van State*). Both organisations objected to the high-rise development because of its effect on the inner city. They argued that the high-rise development would damage the conservation area and the open quality of the views of the IJ from the inner city, and it would lead to a loss of 'typical, architectural features of the inner city'. Furthermore, according to the Society of Friends of Amsterdam's City Centre, 'the development would mean Amsterdam's 17th-century ring of canals would not be able to obtain the status of World Heritage Site'. The Council of State's administrative-judicial department then instructed the Administrative Justice for the Environment and Town Planning Foundation (*Stichting Advisering Bestuursrechtspraak voor Milieu en Ruimtelijke Ordening*; StAB) to launch an inquiry under Article 8:47 of the General Administrative Law Act (*Algemene Wet Bestuursrecht*; Awb). The StAB's guiding principle for its recommendations of 26 February 2007, concerning the visibility of the high-rise development from the inner city, was the map of sightlines and the montage photos from the supplementary High-Rise Effect Report produced by the Physical Planning Department in 2004 (see below). Using the evidence in the sightlines map, the foundation ruled that, from all points in the inner city from where the high-rise development would be visible, there would not be 'unacceptable damage' to the open quality of the views of the IJ and that the visibility of the development would not result in the 'fixing of a dominant image'. With regard to the World Heritage Site status, used as an argument by the Society of Friends of Amsterdam's City Centre, the foundation cited, in its ruling,

UNESCO's Declaration on the Conservation of Historic Urban Landscapes (Adoption of a Declaration on the Conservation of Historic Urban Landscapes, p. 1) as well as the notes to the decision to designate 'Amsterdam within the Singelgracht' as a conservation area. The conclusion was that 'bearing in mind the findings concerning the visibility of the high-rise development from the inner city (…) the plan in question does not endanger obtaining the status of World Heritage Site'. See appendix: The Recommendations of the Administrative Justice for the Environment and Town Planning Foundation (*Advies Stichting Advisering Bestuursrechtspraak voor Milieu en Ruimtelijke Ordening*) of 26 February 2008.

On 2 July 2008, the Council of State declared the objections to the Overhoeks zoning plan unfounded, thereby ratifying the zoning plan, and making it possible to start further developments to the construction plans.

Consequences of the nomination of the 17th-century ring of canals as a UNESCO site

What impact will the high-rise buildings in the Overhoeks development have on the property and the buffer zone?

Visual impact

Behind the Overhoeks Tower (75 metres high), there will be five towers – staggered and separated from each other – which, seen from Overhoeks, will be 75,110, 100, 75 and 90 metres tall. In 2003, a High-Rise Effects Report was compiled, and augmented in June 2004. This charts the visual effects of the towers on areas including the inner city, where they can be seen from Prins Hendrikkade/Oude Waal (buffer zone), Brugsteeg (buffer zone), Nieuwezijds Voorburgwal (buffer zone), Singelgracht canal from Haarlemmersluis (buffer zone/property border) Palm street (buffer zone) and Willemsstraat (buffer zone).

Prins Hendrikkade/Oude Waal: from here, the towers are clearly visible.



Brugsteeg: the highest tower will be visible behind the station from this point. This will affect the silhouette of the station building. The extent of the damage to the view will depend on the design and materials used for the tower.
Nieuwezijds Voorburgwal: the highest towers will be visible from the bend in Nieuwezijds Voorburgwal near Korte Kolksteeg.
Singel canal/Haarlemmersluis (bridge no. 14): here, the image of the city is dominated by the silver tower next to the Ibis Hotel. The new towers directly behind the Overhoeks Tower will be obscured by the Ibis tower.



Kop Singel beside the Haarlemmersluis

Palmstraat (Jordaan): the new towers will be visible from Palm Street in the distance, on the horizon. Willemsstraat (Jordaan district): Overhoeks Tower is in the centre of the view from Willemsstraat. The new development behind Overhoeks, partially visible from this street, will to an extent fill in the horizon.



Willemstraat

In general: the new towers (still unknown) will influence the visual impact.

Authenticity and integrity

The answer to the question of how the Overhoeks high-rise development will affect the authenticity and integrity of the designated property depends on how much importance is given to the visual relationship between the ring of canals and the IJ. In the present structural concept, it is generally supposed that Amsterdam's inner city 'faces' the IJ. The western and eastern islands originated as water defences; in the 19th century, they grew into 'islands' with economic and industrial purposes; nowadays, they are being transformed into residential and business areas, which is bestowing them a new identity, thus changing their relationship with the historic inner city.
The high-rise development policy is constrained in view of this context: the height of new buildings is restricted, as are their locations and each project has to be drawn up with care in relation to the historic inner city. These principles will be realised within the framework of the structural plan.

In the historical context, it can be said that, in the 17th and 18th centuries, clear sightlines (interrupted by bridges and locks) to the IJ were only available from Singel canal and Prinsengracht canal in the western ring of canals. These sightlines were blocked firstly by the railway dyke constructed in the 19th century and, later, in the 20th century, by the Ibis Hotel, the silver tower and, in the distance, the Shell Tower, as well as recent developments on the island, Westerdokseiland. The high-rise Overhoeks development is not visible from the property, except from the end of Singel canal on the border of the buffer zone near Haarlemmersluis. The high-rise development is clearly visible from many areas of the buffer zone.

Progress so far

Phase 1 of the 'Campus' part of the plan is under construction: the first homes will be ready for occupation at the end of 2009. Construction of the 'Strip', the band of high-rise buildings directly behind the Overhoeks Tower, has begun. The Overhoeks Tower, the Great Laboratory and part of the Strip will be handed over to ING; further construction and other work will follow. The whole development site will be ready between 2018 and 2020.

Sources

- 'The Northern Shore of the IJ', A Cultural-historical Report on the Effects. What does the Bureau of Monuments and Archaeology's Cultural-Historical Effects Report say About the Issue of Sightlines from the Property and the Buffer Zone?' (*De Noordelijke IJ-oever*. *Een cultuurhistorische effectrapportage wat zegt de CHER van BMA over de kwestie zichtlijnen vanuit de property en de bufferzone?*): Bureau of Monuments and Archaeology, August 2003.
- Supplementary High-rise Effects Report on the Shell Site (*Aanvullende Hoogbouw Effect Rapportage Shellterrein*), Physical Planning Department, June 2004.
- Objection to the Overhoeks zoning plan by the Society of Friends of Amsterdam's City Centre, 3 March 2008.
- Report re: Article 8:47 General Administrative Law Act by the Administrative Justice for the Environment and Town Planning Foundation (*Algemene Wet Bestuursrecht van de Stichting Advisering Bestuursrechtspraak voor Milieu en Ruimtelijke Ordening*), 26 February 2007.
- Defence of Amsterdam High-Rise Policy Memorandum (*Notitie Verantwoording Hoogbouwbeleid Amsterdam*), Physical Planning Department, 2008.
- Website http://www.overhoeks.nl

Key issue C: Westerdokseiland

Project description: The Westerdokseiland project concerns the redevelopment of areas including a train shunting yard to the northwest of the property. Homes for about 2,000 people and employment opportunities for about 5,000 people will be provided in the development. The project will be characterised by a high density of buildings, and a wide diversity of uses and living styles.

Location: Former train shunting yard in Westerdokseiland, the 'Kop' (the head, or end point) of the Westerdok and Stenen Hoofd, bordered by the IJ, Westerdoksdijk and Westerdok about 200 metres from the northern border of the property.

Status: In progress.

History and decision-making

Westerdokseiland

On 17 March 1999, Amsterdam City Council adopted the Westerdokseiland Urban Development Programme of Requirements (*Stedenbouwkundig Programma van Eisen*, SPvE). This signalled the start of the redevelopment of the area (including the Kop of the Wester-IJdok (the Western IJ dock). The council decided that a minimum of 900 homes, about 80,000 square metres of non-residential accommodation and at least 60 berths for houseboats should be provided at Westerdokseiland. Westerdokseiland is divided in the Northern Block 1st and 2nd phase (or Westerkaap I and II), the Middle Block (or VOC Cour), and the South Block (La Grand Cour). The construction of this area harmonises with the compact, brick inner city and western islands.
The Wester-IJdok will be located in the southeast corner of Westerdokseiland, partially in the IJ. This block is the counterpart to the end of the Oostelijk-Handelskade. These two developments to the west of Central Station form a symmetrical reflection along the city's historic front: Oudezijds Wallen and Nieuwezijds Wallen, Oudezijds Kolk and Nieuwezijds Kolk, the Church of St Nicholas (*Nicolaaskerk*) and the Posthoorn Church (*Posthoornkerk*). The scale of this complex of buildings is related to the grain silos, the Harbour Building (*Havengebouw*) and the Kop Oostelijke Handelskade.


View of the IJ from North Amsterdam

The Westerdokseiland Urban Development Plan (*Stedenbouwkundig Plan voor Westerdokseiland*) was adopted in 2001 and ratified by the Council of State on the 6 April 2005. Eleven parties and individuals objected to the Westerdokseiland zoning plan, including the Heemschut Union (*Bond Heemschut*), the Working Group Westerdoks Houseboats (*Werkgroep woon-schepen Westerdoks*), Amsterdam Water Front (*Waterig Amsterdam Front*), Golden Reael Neighbourhood Bond (*Wijkopbouworgaan Gouden Reael)* and the Society of Friends of Amsterdam's City Centre (*Vereniging Vrienden van de Amsterdamse Binnenstad*). Most of the objections concerned the

reorganisation of houseboats and the scale of the development in relation to the view from the old city. The section, Western IJ Dock, was twice dealt with by the Council of State and, following modification (survey of the sightlines Western IJ Dock on the planning map), was also adopted in 2005.

The material to be used, according to the Urban Development Plan, is the composite brick-built block. The maximum height will be 36.75 metres above the quay and 35 metres above Westerdoksdijk. The street layout will harmonise with that of the ring of canals and is based on the guidelines laid out in the Manual for the Redevelopment of the Public Space. The guiding principle is to use the same materials as in the surface relief of the ring of canals, i.e., red brick and natural stone kerbing (main roads are an exception and will be of black asphalt). The vast majority of homes are situated in three blocks: north, central and south. The first buildings in the north block were started on 11 November 2004. Most of the non-residential structures have been built in Western IJ Dock.

Wester IJdock (Kop Westerdokseiland)

A separate Urban Development Plan has been drawn up for the Kop (adopted on 3 July 2001). The maximum construction height will be 46 metres above Normal Amsterdam Water Level (*Normaal Amsterdams Peil*; NAP). Gaps have been designed in the new blocks to afford views of the IJ from various parts of the historic inner city (including from Keizergracht canal).
The Kop is behind Westerdokseiland and is barely visible from the ring of canals.
The Kop development will include a hotel (300 rooms, on 11 floors), 59 luxury owner-occupier houses, Amsterdam's Court Building (relocated from the Prinsengracht canal and other locations and comprising about 30,000 square metres), National Police Force Services (*Korps Landelijke Politie Diensten*, KLPD) and Inland Waterways Board (*Binnenwaterbeheer*) offices and a yachting marina (temporary berths for sea-going yachts to be run by the hotel).



Visualisation IJ Dock complex

Parking facilities will largely be located in garages inside the buildings.
A public parking garage will be situated underneath the Western IJ Dock complex. A new square will be built alongside the marina, with services such as cafés, restaurants and other small businesses.
The development plan for the Kop has been halted for four years due to judicial procedures (zoning plan) and the slow demand for business premises. In 2005, the Government Building Agency

(*Rijksgebouwendienst*) decided to locate the Amsterdam Court building here and the plan was again taken up.



Visualisation: IJ Dock from the East

Stenen Hoofd

Stenen Hoofd (Stone Head) is a former pier on the northeastern side of Westerdokdijk and will be given over to public use.

Consequences for the UNESCO nomination

Visual Impact

There are sightlines from the property, from Prinsengracht canal and Binnen Brouwers Street (leading on from Keizersgracht canal), towards Westerdokseiland. The new Westerdokseiland development will block the sightline from Prinsengracht canal to the IJ. Since the 19th century, this sightline has been partially blocked by the railway embankment.
Gaps have been left in the new blocks in front of the Kop, the Western IJ Dock, to secure views of the IJ from Keizersgracht canal/Binnen Brouwers Street. ‘In situ’ inspections revealed that this view was blocked by a tree. As far as can be ascertained from the sightlines studies, the new development at the end of Westerdokseiland will have no visual impact on the property. The gaps in the buildings will preserve the views to the IJ and on to the horizon.

Conclusion: there will be considerable visual impact on the property as an important sightline will be interrupted. However, it must be pointed out that the original sightlines did not afford direct views of the IJ or the harbour front. They did, of course, afford views of the open horizon, giving a sense of space.

Authenticity and integrity

The new Westerdokseiland development is outside the buffer zone. The civic design combines references from different epochs in Amsterdam's development, with the aim of making Westerdokseiland a logical link between the 17th-century inner city and the 19th-century harbour area around the IJ. The development thus harmonises with recent Amsterdam tradition in civic design illustrated in the developments in the southern shore of the IJ and the islands.
The relationship to the authenticity and integrity of the property cannot be indicated.

Progress so far

Westerdokseiland

The completion process of the development started in 2007 and will be finished halfway through 2009. The 'La Grande Cour' block and 'Westerkaap I' have been completed and handed over to the residents. It is expected that 'Westerkaap II' and 'VOC Cour' will have been handed over by the middle of 2009. Work has begun on the final street-level layout around 'La Grande Cour'. The progress of the street-level work is dependant on the speed of the completion and handing over of the remaining blocks on the island. Where necessary, temporary surfaces will be laid. The restaurant, 'Open', began catering to the public at the beginning of this year. It is housed in a structure on the Western Dock's (*Westerdok*) former railway swing bridge.

Western IJ Dock (Kop of the Westerdokseiland)

The construction of boat collision defences (*aanvaarbescherming*) started in June 2008 and will be completed in 2012/2013. The necessary contracts were signed in February 2008 with Fortis Real Estate (*Fortis Vastgoed*), the Government Building Agency and the City of Amsterdam.

Stenen Hoofd

A Strategy Resolution (first plan, formulation phase) is being prepared for the re-zoning of Stenen Hoofd. It is hoped that Stenen Hoofd will remain open to the public.

Sources

- Westerdokseiland Urban Development Schedule of Requirements (*Stedenbouwkundig Programma van Eisen Westerdokseiland*) adopted by Amsterdam city council, 17 March 1999.
- Westerdokseiland Urban Development Plan (*Stedenbouwkundig Plan Westerdokseiland*) (October, 2000); adopted by the Executive Committee of the City of Amsterdam, 10 January 2001.
- Kop Westerdokseiland Urban Development Plan (*Stedenbouwkundig Plan Kop Westerdokseiland*) (September 2001); adopted by the Executive Committee of the City of Amsterdam, 3 July 2001.
- Kop of the Westerdokseiland Street-level layout (*Maaiveldinrichting* [*Kop*] *Westerdokseiland*)
- 'Westerdokseiland Zoning Plan (*Bestemmingsplan Westerdokseiland*) (regulations and map), adopted by the City of Amsterdam, 14 November 2001, adopted, 5 April 2005
- Sightlines study (to be attached)

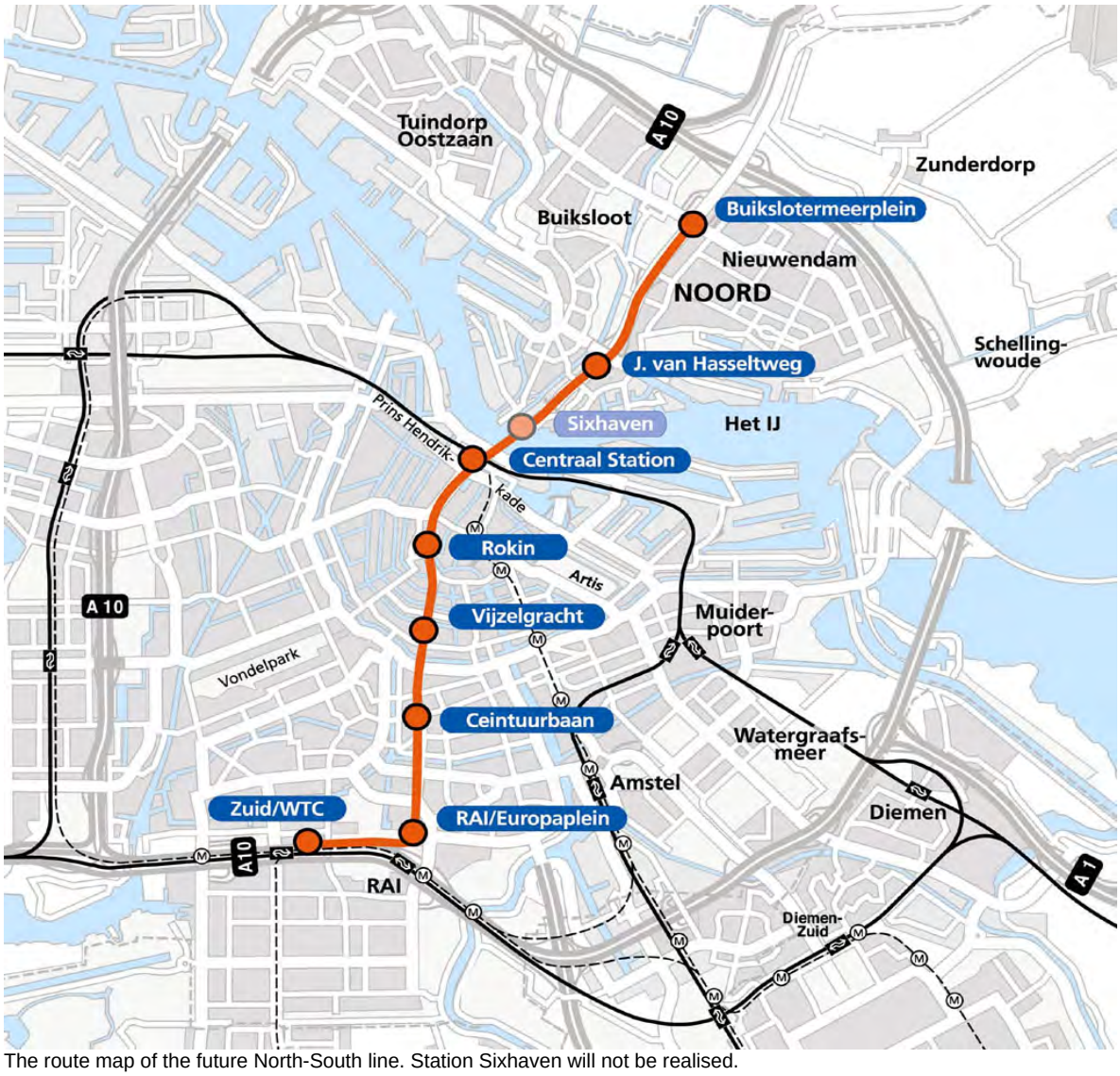
Websites
www.westerdokseiland.nl (with photo montages of the development)
www.ijoevers.nl (general site)
www.ijdock.nl

Key Issue D: North-South Metro Line *(Noord/Zuidlijn)*

Project overview: The North-South metro line *(Noord/Zuidlijn)* project concerns the construction of a metro line almost 10 kilometres long, 6 kilometres of which will be underground. The tunnel is being constructed deep underground and does not pass underneath any buildings with the exception of Central Station. When construction is finished in 2013, 200,000 people per day will use the metro link.
Construction is being supervised by the North-South Metro Line Project Agency (*Projectbureau Noord/Zuidlijn)*.

Route: The North-South metro line will run from Buikslotermeerplein in Amsterdam North, under the city centre (Stationsplein, Damrak, Dam, Rokin, Vijzel Street, Vijzelgracht canal, Weteringplantsoen) to the World Trade Centre in Amsterdam South.

Status: Under construction



The route map of the future North-South line. Station Sixhaven will not be realised.

History and decision-making process

On 9 October 2002, Amsterdam City Council voted to begin the North-South Metro Line (Council order, 9 October 2002; Council paper, Section 3A, no. 295/514).[2]

The vote was preceded by the necessary public debate. Amsterdam's Urban Development Board (*Amsterdamse Raad voor de Stadsontwikkeling*; ARS) pointed out – as early as 1995 – that town-planning considerations had to a large extent been forgotten because the debate had largely focused on the cost.[3]

In 1995, the d'Oude Stadt District Centre (*Wijkcentrum d'Oude Stadt*) published a report entitled *Metropijn* (*Metro Pain*). This proposed alternatives to the construction of the North-South metro line, such optimising the existing public aboveground transport links combined with measures dealing with parking and goods transportation.[4]

Official complaints about the council decision coupled with a demand for a referendum were registered by the Above-Grounders Association (*de Vereniging De Bovengrondse*), Nelly Frijda and Maarten Lubbers, on behalf of 75 well-known Amsterdam residents and many others. This was rejected because a plebiscite had already been held on 25 June 1997.

The complaint by the Above-Grounders Association was dismissed by the Council of State (*Raad van State*) in November 2005. The Council of State did, however, rule that, in 2000/2001, the Amsterdam City Council failed to pay enough attention to the Building Aesthetics and Built Heritage Agency's comments about the aesthetic problems regarding the design for the lift exit near Weteringscircuit (see below).

Foundations investigation and measuring programme

To prevent damage to the foundations of buildings along the metro line route, the foundations of 1700 buildings were examined before construction started. If there was a reasonable possibility of subsidence resulting from the construction of the tunnel, owners were able to claim subsidies covering the restoration of the foundations, for which an amount of 27 million guilders was made available. Many buildings have had new foundations laid using internally sunk steel piles.[5]

A system has also been installed along the entire route that continually monitors local buildings for any subsidence.

Compensation for loss and damage

Since 2002, affected parties (residents and businesses in premises along the North-South metro line) have been able to register damages and make a claim under the Regulation for the Compensation for Loss and Damage Due to Planning of the North-South Metro Line (*Verordening Nadeelcompensatie en Planschade Noord Zuid/lijn*). In the event of damage to buildings, an independent expert can be brought in. Compensation claims are dealt with by the North-South Metro Line Damage Agency (*Schadebureau Noord/Zuidlijn)*. Up to the end of 2006, 175 owners had made damages claims, and 3.2 million euros (a quarter of the available budget of 12.6 million euros) had been paid out (figures from the audit office report).

Building aesthetics

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[2] An overview of the major events during the preparation and decision-making process can be gained by visiting www.noordzuidlijn.amsterdam.nl

[3] Urban Development Board Recommendations on the North-South Metro Line (*Adviezen Amsterdamse Raad voor de Stadsontwikkeling over de Noord Zuidlijn*) (February 1995), and no. 214 (August 1998).

[4] The d'Oude Stad District Centre's May 1995 Traffic Working Group Report, 'Metropijn', a critical report into Amsterdam's planned North-South Metro Line (*Werkgroep Verkeer van het Wijkcentrum d'Oude Stadt*, *Metropijn*. *Kritisch onderzoek naar de geplande noord-zuid-metro in Amsterdam*), May 1995.

[5] Wind, H., Major repairs of foundations along the new North-South Metro Line (*Grootschalig funderingsherstel langs nieuwe Noordzuid-lijn*), in: *Bouwwereld*, no. 5 (3 March 2003).

As far as this issue is concerned, this memorandum only deals with the position and architecture of Vijzelgracht metro station, which is within the property.
The Building Aesthetics and Built Heritage Agency (CWM) has lodged the following objections to the building plans which have already received a building permit (advice issued on 31 May 2000, 20 September 2000 and 4 October 2000):

- Locating a lift at the junction of Nieuwe Vijzel Street and Weteringschans. The CWM believes the locating the lift just a few metres from the facades of existing buildings is very unfortunate; the entrances to the station are too large – 'the size of the exits does not harmonise with the cityscape' – and the CWM objects to this. The agency takes the view that additions to the public space should conform to the scale of the immediate area. It believes a guiding principle should be that such changes harmonise discreetly with the urban fabric, and this is not the case with the present proposal.

The City of Amsterdam's Executive Committee decided to reject the agencies objections, citing opinions by external experts.
Part of the opinion given on 23 May 2005 by Prof H.C. Bekkering B.Sc. (professor of town planning at Delft University of Technology) is quoted below:

'The view expressed by Amsterdam's Building Aesthetics and Built Heritage Agency at its 4 October 2000 meeting, *that the design for the Vijzelgracht station would "monumentalise the metro within the cityscape"*, *is*, *as I pointed out earlier* (*in my opinion of 21 July 2004)*, *in no way compatible with the scale*, *the materials used and the decoration of the visible parts of the station*: *the sunken entrance*, *the lift housing and ventilation shaft*. *In my opinion*, *the additions to the public space are totally in keeping with the scale of the immediate area and fit in discreetly*. *The transparency of a lift housing made entirely of glass and the extremely reserved decoration used in the Benthem Crouwel Architects design*, *in their very abstraction*, *draw little attention*.
The advantage of this relatively neutral architectural approach is that, *through the neutrality*, *not only is a certain timelessness achieved*, *but also the impact of new elements on the existing surroundings can remain limited*. *Partly for this reason*, *the entire North-South metro line design has been favourably received in specialist publications* (*see Aart Oxenaar in* De Architect 29/5, 1998, *among others)*.
The lift housing is relatively close to the pavement, *in front of the buildings with the addresses*, *Vijzel Street nos*. *3 and 5*, *near the corner of Weteringschans*. *These houses have retained some of their historic value*. *The lift housing*, *at 4.2 metres high*, *reaches roughly the first-floor windowsills of these and nearby buildings*, *a height that is marked by cornices on the facades and additions such as billboards and sun blinds*. *The lift housing fits in completely with the scale of what is to be found at ground level in the vicinity*, *viz*. *shops*, *restaurants and bars and other service outlets*. *Architecturally*, *it is totally different*, *but its overall transparency and neutrality ensure it does not really stand out*. *The proximity to the facades of the existing buildings does not counteract this*.*'*

In November 2005, the Objections Committee (*Bezwaarschriftencommissie)* ruled that Prof Bekkering, in his opinion dated 23 May 2005, had sufficiently refuted the objections made by the CWM, and that the City of Amsterdam's Executive Committee, in adopting this and earlier arguments, was justified in laying aside the CWM's negative report.

Archaeology

In accordance with the guidelines laid down in the Malta Convention, archaeological investigations have been and are being carried out during the construction of the tunnel 30 metres underground. The City of Amsterdam has set aside 6 million euros for this work.



Damrak in 2005. Archaeologists made the first excavations here.

Archaeological research was carried out in the initial phase, long before the start of construction work: this centred on Station Island (*Stationseiland*), Damrak and Rokin. These are the sites of medieval Amsterdam and the River Amstel's IJ estuary. Pro-active archaeological supervision will take place or has taken place at the Vijzelgracht and Ceintuurbaan stations, and in Amsterdam North as far as the Willemssluizen (locks). A practical approach was adopted. This entails the archaeology being fitted in alongside the civil engineering work. No separate inventorial field research is done: instead, it takes place when the foundations for the stations are being excavated. The archaeological research/excavations are mostly done in the evening. The situation underground is documented as much as possible. During the day, the civil engineering work is also supervised by archaeologists to secure material and prepare for the evening's research work. In addition, all the material that comes to the surface is sifted and documented. So far, the most important finds have been made in the Damrak-Rokin area.[6]

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During excavations in the Damrak, a unique seal stamp, dating from the late 14th century, was found.

[6] *Vitruvius*, vol. 1, no. 4, July 2008.

Consequences for the UNESCO nomination

Visual impact

The North-South metro line follows an underground route between Central Station and Weteringcircuit. On street level, only the station entrances are visible along Rokin (buffer zone) and the Vijzelgracht (property). Only the part of Vijzelgracht Station which is aboveground will be dealt with from now on. There will be three entrances, only one of which, the entrance near Maison Descartes, will be within the property. This entrance is only visible from Vijzel Street and partially visible from Prinsengracht canal. The lift and lift housing designed by Benthem Crouwel Architects is as far as possible transparent (for the most part glass). The use of transparent materials and its height, 4.20 metres, makes the modern design restrained.



Benthem Crouwel: impression of the Vijzelgracht with the mainly glass entrance to the metro.

Authenticity en *Integrity*

The design of the lift housing and the entrance to the North-South metro line is modern and at the same time restrained

Progress so far

Recently, work began on excavating the Vijzelgracht and building the station. On 19 June 2008, a leak occurred in a joint between two restraining wall panels of the excavated site for the station, and led to a number of nearby buildings subsiding and having to be evacuated and shored up (Vijzelgracht 20-24). An inquiry is underway into the Vijzelgracht Station leak and the subsidence of the building.

Sources

www.noordzuidlijn.amsterdam.nl

Key issue E: Coalition Project 1012 *(Coalitieproject 1012)*

Project descripion: Coalition Project 1012 aims to take a far-reaching approach to one of the oldest parts of Amsterdam's city centre. The goal is to inhibit the crime-conducive infrastructure of the city's red light district (the area centred on the Oudezijds Voorburgwal and Oudezijds Achterburgwal canals known as the Wallen), and combat the degeneration of the Damrak, the street that serves as an entrance to the city from Central Station, by means of a large-scale, radical alteration of the area's function. The unique cultural and historic value of this part of the city is the starting-point for creating a high-quality, attractive and accessible environment.

Location: The 1012 postcode area is bordered by the Prins Hendrikkade, the Singel canal, the Kloveniersburgwal/Geldersekade canals and the Munt square; the area to the west of the Spuistraat lies within the property, the rest of the project area is in the buffer zone.

Status: Coalition Project. A collaboration between the City of Amsterdam and the District of Central Amsterdam.

History and decision-making process

In 1997, one of the findings of a parliamentary inquiry on crime detection was that the Wallen (the red light district) was in the hands of organised crime. This prompted the City of Amsterdam to make a concerted effort to tackle the problems in the area, leading to the foundation of the Van Traa Team. Working with partners including the organisations NV Zeedijk and NV Stadsgoed, the team has acquired around 100 properties. The buildings have thus successfully been kept out of criminal hands and subsequent to redevelopment given a new function. In 2005, the District of Central Amsterdam initiated a targeted approach to the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area, with a view to achieving a general enhancement of the neighbourhood by actively tackling the physical infrastructure, nuisance in the street, and law enforcement in the widest sense. Leading on from this policy, in 2006 the Wallen Coordination Team was set up to take responsibility for surveillance and law enforcement in this part of the central Amsterdam district.



The Oudekerksplein square with the Old Church *(Oude Kerk*), the heart of the 1012 area

Because of the complexity of the task and the wide-ranging ambitions for a substantial enhancement of the Wallen area and the nearby Damrak and Rokin, in summer 2007 the City of Amsterdam (represented by the Mayor and the Alderman for Economic Affairs), and the District of Central Amsterdam (represented by the Chairman and Alderman for Public Space and Economic Affairs) initiated a process of consultation between the two local government bodies, and the collaboration was formalised as a so-called coalition project in a resolution adopted on 4 December 2007. The administrative coalition is responsible for inhibiting both the crime-conducive infrastructure in the Wallen area in particular, and the degeneration of the Damrak.
Moreover, there was an urgent desire to achieve a substantial enhancement to the area that forms an entrance to the city. Historically and spatially, the Damrak and Rokin have a key function in the city, but suffer from a lack of quality both in terms of architecture and function – the usage of the real estate. The proposed remodelling of the street layout, referred to as the 'Red Carpet' (see below), is an essential element. Another instrument both to reduce crime-conducive property functions and realise a qualitative improvement is to intervene in the use of real estate. A new premium-quality entrance area fits within the concept of the *Amsterdam Topstad* programme.
Furthermore, there are a range of projects already running in the area which can reinforce the Project 1012 quality impulse: the construction of the North-South Metro Line and car park beneath the Rokin; the development of a business plan for the *Beurs van Berlage* building; the restoration of the *Blauwlaken* block of buildings; the extension of Hotel Krasnapolsky; the renovation of the Royal Palace on Dam Square; the renovation and construction of the university in the grounds of the *Binnengasthuis*; the extension of the Hotel de l'Europe; the renewal of the Oudezijds Voorburgwal and Oudezijds Achterburgwal canals; the acquisition and change in function of properties formerly owned by prostitution and sex shop entrepreneur Charles Geerts; and the acquisition and change in function of the Mata Hari building, a former gambling club.
The Coalition Project 1012 aims to link and extend these developments, as well as to coordinate projects undertaken in cooperation with private parties.

The resolution approving the establishment of Coalition Project 1012 (*Instellingsbesluit Coalitieproject 1012*) and the Shared Principles memorandum, commissioned by the board by the City of Amsterdam Project Management Bureau (PMB), refer to a range of action and strategic projects. There are four aspects to the approach:

1. The continuation of matters that are already running successfully: the renewal of the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area with associated traffic measures, the remodelling of the street layout for the Damrak and Rokin, integral action to enforce the terms of existing permits, the application of the Public Administration Probity Screening Act (*Bevordering van de integriteitbeoordelingen door het openbaar bestuur – Bibob*), mediation and where necessary financial contribution to the acquisition of real estate.
2. Future perspective: clarity on the desired and commercially feasible functions in the project site, focusing on the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area, the Damrak and Rokin (analysis and scenario study).
3. Acquisition strategy: the establishment of an acquisition strategy, including a model acquisition protocol, a survey of all possible legally legitimate means and possible special financing constructions.
4. Strategic projects: the promotion and monitoring of the quality of projects that could have a flywheel effect on the desired enhancement of the area:
    a. Extension of the Hotel Victoria
    b. Redevelopment of C&A Damrak department store
    c. 2-4 Dam Square
    d. Remodelling of the Damrak canal
    e. Business plan for the *Beurs van Berlage* + Beursplein + Euronext
    f. Redevelopment of the Bijenkorf department store underground car park
    g. Redevelopment of the Hotel Krasnapolsky underground car park
    h. Fortis Building, Rokin
    i. Underground parking facilities, North-South Metro Line, Rokin

j. ‘Red Carpet’ remodelled street layout
k. Redevelopment of Mata Hari building
l. *Ons' Lieve Heer op Solder* (‘Our Lord in the Attic’) museum and church
m. Planning of underground parking facilities on the Geldersekade canal
n. Development possibilities for Chinatown
o. Remodelling of the street layout in the northern Oudezijds Voorburgwal and Oudezijds Achterburgwal canal area
p. Extension of the Hotel de l’Europe
q. Extension of the library in the grounds of the *Binnengasthuis*

The Red Carpet

One of the key projects within Coalition 1012 as a whole is known as the Red Carpet. Its goal is to give the ‘entrance’ to the city – along the route of the North-South Metro Line in the historic city centre from Station Square to the Weteringschans – a new, enhanced atmosphere. This not only involves remodelling the public space, but also redeveloping buildings and their functions. A range of other projects, such as the remodelling of the Leidseplein and Rembrandtplein squares, will be coordinated with the Red Carpet, so they are mutually complementary.
A draft document has been drawn up, setting out the basic principles for remodelling the public space. It is scheduled for approval by the District of Central Amsterdam Executive Committee and the City of Amsterdam Municipal Executive in mid-November 2008, after which it will be released for public consultation. The public consultation procedure was scheduled to begin in January 2009.

Consequences for the UNESCO nomination of the 17th-century ring of canals
At present, none of the projects referred to are at a stage that is sufficiently concrete for an assessment to be made of the possible affects on the property and buffer zone. The first plans are not expected to be handled before November 2008.
According to the vision on cultural history drawn up by Bureau of Monuments & Archaeology (BMA) and the Dstrict of Central Amsterdam, the qualities of the property and buffer zone would be explicitly stated (report completed end of October 2008) and a proposal made for the ‘operationalisation’ these qualities, and how this can be linked to the various projects in the Strategy Resolution.



Map showing historic architectural value of the expanding city

Current situation

The Project Organisation established by the City of Amsterdam and the District of Central Amsterdam (7 December 2007) has been working on the draft Strategy Resolution (completed in Autumn 2008), detailing the strategic projects referred to above. At the same time, the dialogue with residents and businesses in the area is being continued, and consultation with market players on development and investment possibilities in the area is being intensified. This partly forms the basis for the content of the resolution.
In mid-February 2008, the Chair of the District of Central Amsterdam Executive Committee presented BMA's Classification Map for Historic Architectural Value (*Bouwhistorische Waardenkaart*) in the medieval city centre to the project manager of Coalition Project 1012. BMA and the District of Central Amsterdam have been working to establish a vision on cultural history for the project area (completed October 2008). This will be included in the Strategy Resolution.
In autumn 2008, wide public consultation was organised with residents and businesses in the area, to exchange ideas on the vision for the future of the 1012 area. The results will be taken into account in the draft Strategy Resolution 1012 for approval by the City of Amsterdam and the District of Central Amsterdam in spring 2009.

Sources

- Memorandum: Boundaries to enforcement; new ambitions for the Wallen area (Directorate of Public Order and Safety/Van Traa Team), September 2007
- Memorandum: Shared Principles 1012, 7 December 2007
- Memorandum: Resolution approving the establishment of Coalition Project 1012, 7 December 2007
- Strategy Resolution, autumn 2008
- BMA and the District of Central Amsterdam's vision on cultural history, end of October 2008

Key issue F: Chinatown

Project description: Strengthening the economic fabric of 'Chinatown'. Since the beginning of the 20th century, many Chinese people have settled in the area and set up businesses. The area is distinctive in Amsterdam because of the predominance of Chinese and Asian businesses, restaurants and amenities, and the presence of The Netherlands' only Buddhist temple.

Location: The area surrounds the Zeedijk and its side streets and alleyways, the Geldersekade canal, the Nieuwmarkt square and the Binnen Bantammerstraat. The area lies within the buffer zone.

Status: Coalition Project. A collaboration between the City of Amsterdam and the District of Central Amsterdam.

History and decision-making process

On 6 May 2008, the District of Central Amsterdam Executive Committee approved a memorandum entitled Chinatown Amsterdam (source no. F 1). This was preceded by a variety of initiatives by a wide range of parties (residents, businesses, councillors), and the presentation of two analytical studies. The District of Central Amsterdam Executive Committee then responded with a memorandum.
The Coalition Project 1012 is to formulate a concept for the entire 1012 postcode area, to be completed by mid-2009. Chinatown is located within this area. The memorandum is to be presented to the coalition project to serve as building material for the concept. There is a particular focus on Chinatown, because the Executive Committee has established that in its present form the area functions weakly in social and economic terms. The committee sets great store by the continued presence of Chinatown in the neighbourhood and wishes to strengthen it in its present form. It has opted to do so in two ways:

1. Strengthen the economic fabric;
2. Broaden the supply of products and services that reinforce the neighbourhood's Chinese or Asian character.

To strengthen the economic fabric, the Executive Committee will cooperate with initiatives by Chinese entrepreneurs which contribute to a broader supply of products and services in the area. This also applies to initiatives that aim at increasing Chinatown's possibilities as a tourist destination and which encourage and prolong overnight stays by tourists and businesspeople, whether of Chinese or other origin. Efforts will also be made to promote a more attractive and safer environment for visitors by investing in remodelling the public space both of the Zeedijk and its side alleys, and of the Geldersekade. The area's accessibility is to be improved by the provision of underground parking facilities.

To achieve a broader supply of goods and services appropriate to the Chinese and Asian character of the neighbourhood, the Executive Committee will support initiatives for the construction of housing for elderly people of Chinese ethnic origin. It will also support Chinese social, cultural, educational and sports associations in Amsterdam, either in organising temporary activities such as special events in the neighbourhood, or in moving into permanent premises in the area. The Executive Committee also proposes to work actively to interest Chinese cultural organisations in moving into the area, and to support private cultural initiatives such as a cinema or Chinese museum. Moreover, it will also support events that are Asian in character.

Critical factors

An absolute precondition for the Chinatown project is that the historic cityscape must be preserved. The policy document stresses that the conservation, broadening and strengthening of Chinatown must take place within the scope of policy applying to the city centre as a whole. In concrete terms this means that for the Executive Committee there is no question of dispensing with the conservation of the area for the sake of increasing its Asian atmosphere. It is virtually impossible to introduce gates,

lions, Chinese streetlamps and other such alterations or additions to the public space, because they are not in keeping with the neighbourhood's historic character as build heritage.
The area's Asian atmosphere derives from the nature of the use of the buildings, and primarily this will have to remain so in future. Characteristically Chinese additions are only possible when they are appropriate and are not detrimental to the historic cityscape. Moreover, there must also be room for non-Chinese businesses to remain in the area, which must be prevented from becoming mono-functional.
The design of the area will take place in accordance with the guidelines in the Handbook for the Design of Public Space.


Zeedijk

Current situation

The District of Central Amsterdam is working on a concept Policy Document on Basic Principles for underground parking facilities in the Chinatown area. A variety of possibilities are being considered, such as under the Geldersekade canal or Oosterdok dock. The starting-point for the study is to provide a car park with 350 parking spaces, 70 percent of which are reserved for residents and local businesses and 30 percent for visitors to the area. The city council is due to reach a decision on the matter at the end of 2008.

The consequences for the UNESCO nomination

Visual impact

The neighbourhood has had an Asian character since the beginning of the 20th century. The coming of Chinese people, which has resulted in a neighbourhood with an Asian atmosphere, fits within the concept of Amsterdam as a free port.

Strengthening the neighbourhood's Asian atmosphere must not cause any harm to the conservation area and will primarily have to derive from the use of the buildings in the area. In the first place it should contribute to enhancing the atmosphere of the neighbourhood.

Authenticity and integrity

The neighbourhood lies within the buffer zone and will not essentially change in character (see above). The anticipated developments will not affect the property's authenticity and integrity.

Sources

1. *Memorandum on Chinatown, Amsterdam*, approved by the Executive Committee on 6 May 2008.

Key issue G: The Binnengasthuisterrein

Project description: A new library for the Humanities Faculty of the University of Amsterdam (UvA) on the Binnengasthuisterrein.

Location : The area is bordered by the Grimburgwal, the Oudemanhuispoort, Kloveniersburgwal, Nieuwe Doelenstraat and by the Oude Turfmarkt (in the buffer zone) at the back of the area. There are twelve national monuments in the area.

Status: The project is currently in the building permit application phase.

History and decision-making

The plans to establish the library of the Humanities Faculty of the University of Amsterdam (UvA) has a long history; a summary of the most important stages in the decision-making process follows:

- The UvA presented the university's entire plan for the library to the B&W in November 1998.
- The then Council Committee for Urban Renewal, Spatial Planning, Ground Affairs (*Commissie voor Volkshuisvesting, Stadsvernieuwing, Ruimtelijke Ordening en Grondzaken*) agreed in principle with this location plan and the cluster principle which forms its basic principles in February 1999. Regarding the Binnengasthuisterrein they stipulated that the results of further research into the suitability of the development had to be presented before they would make a final decision. This involved asking the B&W to conduct more extensive research into the suitability of the development.
- On 19 September 2001 the city council decided:
    - To cooperate in principle in the establishment of the Faculty Library and the Humanities Faculty on the Binnengasthuisterrein;
    - To ask the mayor and aldermen to appoint a quality control team to supervise further planning developments;
    - To endorse the drafting of a zoning plan for the Binnengasthuisterrein and surroundings based on the principles included in the recommendations.

  The council's recommendation concluded that even thought the UvA had limited the programme requirements in a revised plan, the development would still not harmonise with the existing structures, while there were no useable alternatives that did justice to the university's proposed plan, including the so-called Alfacluster (with, among others, language and cultural studies, [art]history, media, culture and philosophy) in and around the Binnengasthuisterrein. The decision-making explicitly mentions the possibility of erecting new buildings for the Faculty Library in the location of the convent, the Zusterhuis, and the former Theatre School (the former Second Surgical Clinic [*Tweede Chirurgische Kliniek*]).
- On 13 July 2001 the State Secretary of the OCW designated the Binnengasthuis complex as built heritage. The objections by the UvA to this – even in an appeal – were rejected (Council of State [*Raad van State*] 19 July 2006). An important consideration for this was: 'The designation of the buildings as built heritage does not necessarily imply that radical changes such as those proposed by the appellant (the UvA) for the realisation of the new building plans on the location of the buildings, does not necessarily imply that those changes will not be able to take place. This must be decided in the framework of the specified permit procedure described in Article 11 *et seq*. of the Monuments Act'.
- The zoning plan for the Binnengasthuisterrein and its surroundings was adopted on 28 February 2002. It specifies that the urban planning principles that were ratified by the city council on 19 September 2001 must be adopted in their entirety. It appears from the explanatory notes that the zoning plan includes the possibility of renovating or erecting new structures in the locations of the Second Surgical Clinic and the Zusterhuis convent.
- On 4 February 2004 the Council of State reached a decision regarding the appeals that were lodged against decision of the Provincial Executive of North Holland and (partially) approved the zoning plan. The Council of State's decision meant that a new zoning plan had to be drafted for the Binnengasthuis Street/Vendel Street corner. The resulting gap in this extremely small section of the Binnengasthuisterrein development zone was addressed by the

Zoning Plan for the Binnengasthuis Street/Vendel Street Corner (*Bestemmingsplan Hoek Binnengasthuisstraat/Vendelstraat*) that was adopted by the district council on 31 March 2005.

- At the end of October 2006 the UvA presented a preliminary application for the realisation of the library on the location of a building complex (part of the Zusterhuis convent and the Second Surgical Clinic) that is inscribed as a national monument. The UvA used this preliminary application to request the Executive Committee of Central Amsterdam district to take a position regarding the proposed plans, prior to submitting the formal (building permit) applications.
- After an extensive advisory period and consultation with the Council Committee for Building, Living and Urban Development (*raadscommissie Bouwen, Wonen en Stedelijke Ontwikkeling*), the Executive Committee decided on 25 March 2008 that they approved in principal with the UvA's proposition of a newly-constructed university library on the Binnengasthuisterrein, despite the regrettable demolition of a national monument that this would entail. Important considerations included:
    - The quality of the plans for the new development (by the Spanish architects bureau Cruz y Ortiz), the realisation of which was guided by a district council-appointed Quality Team (that included representatives from The Netherlands Department for Conservation [*Rijksdienst voor de Monumentenzorg*; RDMZ] and the Building Aesthetics and Built Heritage Agency [*Commissie voor Welstand en Monumenten Amsterdam*]);
    - The role the university and the library play in the city centre as well as the significance a quality impulse could have for the university and the city centre.

The Binnengasthuisterrein Memorandum. A New Library for the University of Amsterdam (*Binnengasthuisterrein. Een nieuwe bibliotheek voor de Universiteit van Amsterdam*; see source no. 1) extensively and carefully details the various considerations that served as the basis of the decision.



Current situation



Planned situation

Opinions in the framework of the zoning plan procedure

The following ten parties have submitted opinions in the framework of adopting a zoning plan for the Binnengasthuisterrein and its surroundings:

1. The Binnengasthuisterrein Society for the Quality of Life and Public Space (*Vereniging Openbaar en Leefbaar BinnenGasthuisterrein*; VOLBG);
2. Amsterdam Discussion Platform (*Amsterdam Overleg*) on behalf of the Royal Antiquities Society (*Koninklijk Oudheidkundige Genootschap*), the Amstelodamum Society (*Genootschap Amstelodamum*), the Heemschut Society (*Bond Heemschut*), the Society of Friends of Amsterdam's City Centre (*Vereniging van Vrienden van de Amsterdamse Binnenstad*), the Cuypers Society (*Cuypers Genootschap*), the restoration company *NV Stadsherstel Amsterdam* and the Diogenes Foundation (*Stichting Diogenes*);
3. see no. 2;
4. University of Amsterdam;
5. Various individual opinions;
6. P. Veer;
7. Heemschut Society, Amsterdam Commission;
8. the Cuypers Society;
9. d'Oude Stadt District Centre (*Wijkcentrum d'Oude Stadt*);
10. Enterprise Group South Burgwallen (*Initatiefgroep Burgwallen Zuid*).

These opinions and the reactions to them are detailed in the Binnengasthuisterrein and Environs Zoning Plan (*Bestemmingsplan Binnengasthuisterrein e.o.*; Council paper [*Gemeenteblad*], no. 198, 28 February 2002).
See source no. 3.

The opinions are discussed below, insofar as they relate to the cultural-historical aspects:

The Binnengasthuisterrein Society for the Quality of Life and Public Space (VOLBG) advocates 'safeguarding the quality of the historic cityscape'.
Reaction: the zoning plan discusses the 'preservation of cultural-historical values' (like other zoning plans for the city centre), but with 'consideration for the cultural-historical values'. 'This distinction is made because the zoning plan considers the possibility of realising a new development or alterations to the existing structures on the location of the Second Surgical Clinic and the Zusterhuis convent'.

The Amsterdam Discussion Platform (*Amsterdam Overleg*) objects to the possible construction of a tower/high-rise structure in the new development.
Reaction: modern high-rise buildings do not harmonise with the city centre; hence, limiting the height to 40 metres.
In addition, the Amsterdam Discussion Platform states that the zoning plan does not comply with the requirements of a conservation zoning plan.
Reaction: 'The regulations in this zoning plan….more than meet the requirement to careful consider of the valuable historic structures on the one hand, and suitable spatial preconditions relating to a new development in the historical context of the area on the other'. For the background to this reaction, see the complete text in the council recommendation.

The Heemschut Society is opposed to enabling a high-rise development by means of the B&W's executive authority and is concerned that this might set a precedent. The construction boundary on the planning map has insufficient measures to protect the Zusterhuis and the Theatre School (both with built heritage values).
Reaction: it is proposed to link the B&W's executive authority to a High-Rise Impact Report (*HoogbouwEffectRapportage*; HER). See the reaction by the VOLBG regarding the concerns for the conservation of built heritage.

The Cuypers Society is of the opinion that the zoning plan must use the existing valuable structures and buildings as a starting point. It must have an 'open' character and not incorporate any options involving (partial) demolition. The basic principle should be enforcing the courtyard structure. Moreover, a Cultural-Historical Effect Report (*Cultuurhistorische Effect Rapportage*) is lacking.
Reaction: The zoning plan is neither explicit nor implicit about the conservation or about a new development on the location of the former Zusterhuis/Theatre School. Both options (enforcement and

– partial – demolition/new development) are possible. The more detailed information will have to explicitly take the cultural-historical context into consideration. The impact on the cultural-historical surroundings will be detailed in the urban planning/architectonic plans for the area. One of the basic principles in the zoning plan is enforcement and improving the courtyard structure.

The d'Oude Stadt District Centre requested a zoning plan that focuses more on preserving the quality of the historic cityscape. (Reaction: see above).
To do justice to the cultural-historical values, the construction area for renovation or erecting a new building will have to be reduced and the current building line (an unusual street plan) has to serve as the basis.
Reaction: Incorporating the construction area in the zoning plan will ensure that the characteristic open structure of the Binnengasthuisterrein remains recognisable. The building line retains its whimsical character.
The Enterprise Group South Burgwallen wants a zoning plan to be drafted with an emphasis on national monuments, courtyard structure and the existing public/urban planning character.
Reaction: Because of all the safeguards, this conservation zoning plan conforms to the framework of Article 36 of the Monuments Act .
The Enterprise Group also states that a building 22 metres tall (instead of the existing building height of 16.70 metres) will have serious and irreversible consequences on the surroundings and the conservation area.
Reaction: The zoning plan states that the maximum heights of the gutter and the building (of category 1 and category 2 buildings) may not exceed the current heights of the gutter and the building.



Above: current situation. Below: planned situation

Advice from the CWM, BMA and RdmZ (now the RACM) in the framework of the preliminary application

Based on the decision by the city council on 19 September 2001, a quality team comprising professionals and experts was established to safeguard the quality of the proposed new development. This included representatives from the Building Aesthetics and Built Heritage Agency (CWM), The Netherlands Department for Conservation (*Rijksdienst voor de Monumentenzorg*; RDMZ) (now: The National Service for Archaeology, Cultural Landscape and Built Heritage, RACM) and an architect (with proven experience with construction in a historical context). This team was charged with three tasks:

- Supervising the urban development-architectonic development and periodic evaluation of the results;
- Supervising the development of the architectonic design;
- Advising on the choice of architect/s.

Eventually, the proposal from the Spanish architects bureau Cruz Y Ortiz was selected by the quality team and the selection committee as the best design. The development was so positively received by the Building Aesthetics Agency at the end 2004 that from this perspective there was no objection to a formal application for a building permit. They did this in isolation from the quality team that was involved in developing the plan between 2000 and 2004.

In the framework of the preliminary application, advice was (again) requested from the Building Aesthetics and Built Heritage Agency (in its dual role as the Building Aesthetics Agency and the Monuments Commission [*Monumentencommissie*]), from the Bureau of Monuments and Archaeology (BMA) as preliminary advisor of the Building Aesthetics and Built Heritage Agency (CWM) and from the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM).

In its role as the building aesthetics commission, the CWM reacted positively to the preliminary application, but in its role as the Monuments Commission (*Monumentencommissie*) the commission objected to the proposed demolition of the Second Surgical Clinic and the partial demolition of and extensive modifications to the Zusterhuis. The commission based it objection on the similar advice from the Bureau of Monuments and Archaeology (BMA). 'Adoption of the Zoning Plan for the Binnengasthuisterrein and its Surroundings' (*Vaststelling bestemmingsplan Binnengasthuisterrein e.o.*; Council paper [*Gemeenteblad*] 2002, no. 198, 28 February 2002).

The advice from the RACM was also negative, concluding with: 'The proposed plans for the new faculty library by Cruz & Ortiz have paid a great deal of attention to ensuring that the proposed development will harmonise with the area as well as refining the architectural design of a massive building. From its inception, the programme of realising a new building that does justice to the existing built heritage at this location appears to have been too ambitious in attempting to improve the characteristic courtyard structure. Despite the efforts taken with the design, in my opinion they do not justify the removal of a building of social, cultural-historical and architectonic national importance; I thus advise you *not* to demolish the Second Surgical Clinic.'

See source no. 1

The current state of affairs

On 30 June 2008 the formal building permit, monument permit and demolition permit applications relating to the new faculty library building and the related demolition of the Zusterhuis (the facade on the Nieuw Doelen Street and part of the gable will be retained) and the former Theatre School (the Second Surgical Clinic) were submitted. More than 40 opinions have already been presented. These will be evaluated and incorporated in the preparations for the decision-making process relating to the monument permit application and the necessary procedure as outlined in Article 19, Clause 2, WRO (applicable before 1 July 2008)
Regarding the building and monument permit applications, advice was requested from the CWM and the RACM, but has not yet been received. The spatial basis must still be worked out for the spatial planning procedure.
The publication of the concept decisions relating to the monument permit application and Article 19, Clause 2 of the WRO was in October, after which opinions were presented. The final decision-making

will probably occur before the end of this year, depending on the results of the (revised) agreement with the council committee.

Consequences for the 17th-century ring of canals resulting from the UNESCO nomination

Considering three of the *Operational Guidelines* criteria used by the *World Heritage Committee* in evaluating the nomination, the possible consequences of developments on the old hospital site, the Binnengasthuisterrein, could be defined as follows:

Visual impact
Cruz y Ortiz's design for a new library adds some volume, height and architectural style to the character of the area. The Binnengasthuisterrein, an enclosed and, for the most part, inward-looking group of buildings and gardens, determines the character of the terrain, which stands alone surrounded by urban structures. It was originally a monastery complex, which, at the end of the 19th century and beginning of the 20th century, was transformed into a city hospital and, in the 1980s, was altered once again to become part of the university. This has resulted in the Binnengasthuisterrein and the buildings it contains having little connection with the surrounding urban area. The library conforms to the site's existing building contours and volume (see source no. 4*)*. The present facade of the convent (*Zusterhuis)* in Nieuwe Doelen Street has remained intact. The highest new building (22 metres above ground level) can only be seen locally from Staal Street (buffer zone). The tallest structure to remain on the old hospital site is 17.5 metres above ground level. The tallest surrounding buildings, such as the Doelen Hotel and the Hotel de L'Europe, are over 30 metres high.
Conclusion: There is no visual impact on the property. The building is not visible from the 17th-century ring of canals (see source no. 5).

Authenticity and integrity
The authenticity of the area will be affected if the decision is taken to demolish two national monuments. Whether the integrity of the area is affected will depend on how the eventual new development complements the existing urban fabric.

The demolition/new development plans will have no direct consequences on the authenticity and integrity of the property.





Above: current situation. Below: planned situation

Sources

1. Memorandum: Binnengasthuisterrein. A New Library for the University of Amsterdam (*Notitie*: *Binnengasthuisterrein*. *Een nieuwe bibliotheek voor de Universiteit van Amsterdam*). Adopted by the Central Amsterdam district council, 5 February 2008.
2. Council recommendation (Council paper [*Gemeenteblad*] section 1, 2001, no. 553)
3. Adoption Binnengasthuisterrein and Environs Zoning Plan (*Bestemmingsplan Binnengasthuisterrein e.o.*; Council paper [*Gemeenteblad*], no. 198, 28 February 2002).
4. Impression of the architectural design
5. Sightlines study

Key issue H: Construction Plan Kop Singel (*Haringpakkerstoren*)

Project description: The project concerns the planned construction of a tower with surrounding buildings. The design of the tower is based on the Haringpakkerstoren, which was pulled down in the 19th century. The new development will be located at the end of Singel canal near the abutment of Haringpakkersbrug (bridge no. 58) on the extension of Prins Hendrikkade. The project is the initiative of a number of private individuals and was taken over in 2005 by Amsterdam Urban Restoration PLC (*Stadsherstel Amsterdam NV*). Amsterdam Urban Restoration buys historically valuable buildings, restores them and maintains them in perpetuity.

Location: The uneven side of Singel canal near Prins Hendrikkade, in the buffer zone, bordering on the property.

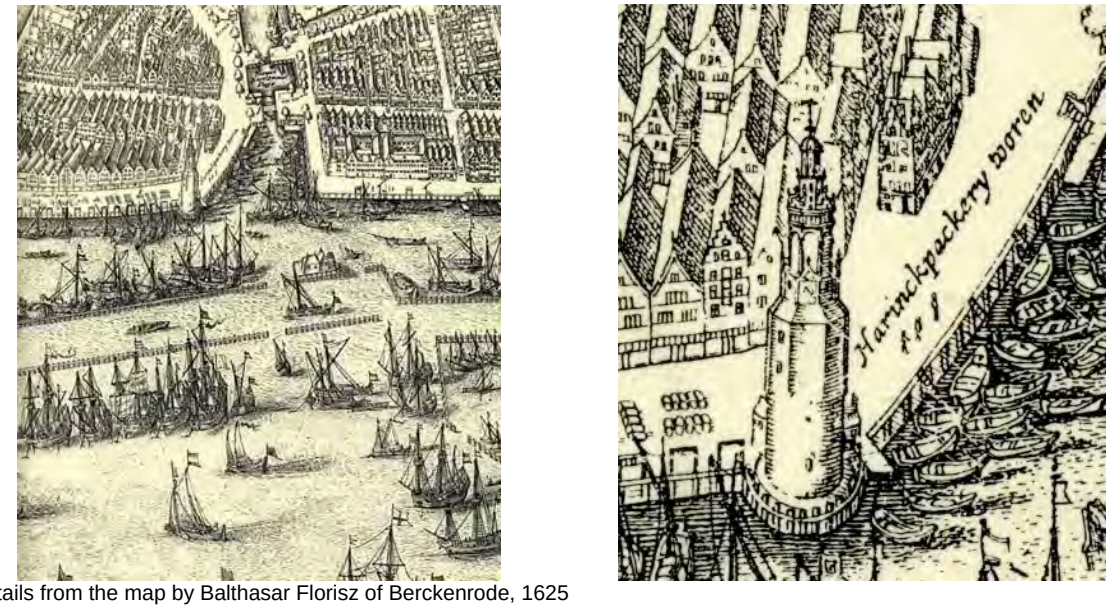
Status: The project is in the provisional design phase.

History and decision-making process

- In August 2005, during a press conference to mark its 50th anniversary, Amsterdam Urban Restoration announced it hoped to build a tower on the site of the Haringpakkerstoren, which was demolished in 1829. Amsterdam Urban Restoration's intention, in constructing the tower, was to restore a city view and, in the process, stimulate improvements to the quality of the surrounding area. The tower is to be used as office space, if possible by the creative industry sector. The street and cellar levels of the surrounding buildings will be given over to a catering facility.
- Amsterdam Urban Restoration will be responsible for the total cost of the project, including the cost of preparing the land for construction and of any necessary inspections.
- The wooden spire will be a reconstruction of the one added to the original medieval tower in the 17th century and is based on an early 19th-century surveyor's drawing. The brick tower base will be an interpretation of the medieval city-defences tower. The surrounding buildings will be of contemporary architectural design.
- Central Amsterdam district has been in consultation with Amsterdam Urban Restoration about this project since before August 2005. On 26 April 2005, the Executive Committee wrote to Amsterdam Urban Restoration saying that the district would in principle cooperate in the necessary procedures, once a request for building permission had been received.
- The City of Amsterdam has assisted in the adoption of a boundary correction (decision City Council and decision District Council 21 December 2005). Before this decision, part of the project location was within the metropolitan area Station Island (*Stationseiland*).
- On 11 July 2006, the Executive Committee of Central Amsterdam district approved the project commission, after various investigations had been conducted.



View of the tower in the third quarter of the 17th century



Details from the map by Balthasar Florisz of Berckenrode, 1625

Investigations and recommendations

From December 2005, Central Amsterdam district's official project team started the preparatory investigation into the zoning plan and into the reorganisation of the public area (see source no. H 1). Furthermore, the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) has provided a response (not requested) to the plan (source no. H 5), and the Bureau of Monuments and Archaeology (BMA) has, in consultation with the district, carried out an archaeological investigation of the site. The results are summarised below.

1. The air quality investigation (*luchtkwaliteitonderzoek*) has been completed (IBA, July 2006, actualisation to follow); Result: The tower will not have a significant effect on air quality (see source no. H 2).
2. The High-Rise Impact Report Haringpakkerstoren Amsterdam (*De HoogbouwEffect Rapportage* [HER] *Haringpakkerstoren Amsterdam*; Physical Planning Department, May 2007) was sent for examination by the Advisory Commission of the City of Amsterdam on 5 September 2007. The Report concluded that a tower on the site would add to the cityscape and improve the skyline. A tower would combine well with a number of existing towers (South Church [*Zuiderkerk*], Old Church [*Oudekerk*], New Church [*Nieuwe Kerk*], the church, Posthoornkerk and the domes on the Royal Palace [*Paleis op de Dam*] and the Sonesta). It will be a new point of reference and will form a striking highlight at the beginning of Prins Hendrikkade. As far as visibility from a distance is concerned, there is certainly no negative effect (see source no. H 3).
3. From 30 November 2005, the Building Aesthetics Agency has been regularly informed about the project through preliminary consultation, and discussions on drawing up aesthetics criteria for an evaluation framework (for reports, see source no. H 4).
4. On 21 July 2006, the Netherlands Department for Conservation (RDMZ) (now the National Service for Archaeology, Cultural Landscape and Built Heritage ; RACM) delivered unsolicited recommendations concerning the project to Central Amsterdam district's Executive Committee. These include the following:
    a. A thorough and expert town planning and historic investigation should be instigated;
    b. The choice should be made for a top-quality contemporary allusion to the original tower and not for a reconstruction which could only partially be realised;
    c. Bear in mind the imminent application to UNESCO that the ring of canals be included on the World Heritage List.

    See source no. H 5.
5. The Archaeology Department of the Bureau of Monuments and Archaeology has conducted a historical location investigation. Based on historical sources, an overview of the anticipated archaeological value has been compiled (31 March 2006). The site's archaeological value has been rated as high. Prior to construction work beginning, archaeological research, in the form

of inventorial field research (*inventariserend veldonderzoek*, *IVO*) or archaeological digs (*archeologische opgraving AO)*, is compulsory.

6. The district's public apace department (*sector Openbare Ruimte*) has drafted a proposal for the redevelopment of the site together with an estimate of the cost. The development will follow the guidelines laid down in the Manual for the Redevelopment of the Public Space (*Handboek Inrichting Openbare Ruimte*). The district will invest in the public space with the aim of improving its quality and appeal as a residential area. The public space in this area is badly in need of improvement and is moreover, according to the police responsible for the neighbourhood, viewed locally as unpleasant and unsafe.

Consequences for the UNESCO nomination

The plans are still in the preliminary design phase. The design concerns a new development inspired by the complex made up of the Haringpakkerstoren and adjoining buildings, which were demolished in 1829. The location of the historical complex (which made way for the road that became Prins Hendrikkade) was about 20 metres to the northeast of the proposed construction site. The design of the top part of the tower is based on an 1813 drawing by the architect Abraham van der Hart and will be built by master craftsmen using the best materials. The body of the tower, as far as material and details are concerned, will be a new construction, which will include references to the old tower so as to form a whole (architecturally and visually) with the upper part. The buildings surrounding the tower will be built in a contemporary architectural style which will harmonise with the characteristics of the city centre, and which will be visually distinct from the tower construction although joined by glass roofs.

Bearing in mind the principles and guidelines laid down in the Vienna Charter (2005) and the Operational Guidelines (2005), Chapter II E on integrity and/or authenticity, the following remarks can be made regarding the design.



The present situation

Authenticity

Article 7 of the Vienna Charter defines the historic urban landscape as follows: 'ensembles of any group of buildings, structures and open spaces, in their natural and ecological context, including archaeological and palaeontology sites, constituting human settlements in an urban environment over a relevant period of time, the cohesion and value of which are recognized from the archaeological, architectural, prehistoric, historic, scientific, aesthetic, social-cultural or ecological point of view'.
Article 21 of the Charter's guidelines for conservation management states: 'Taking into account the basic definition (according to Article 7 of this Charter), urban planning, contemporary architecture and preservation of the historic urban landscape should avoid all forms of pseudo-historical design….'
Paragraph 86 of the Operational Guidelines states, in relation to authenticity, that: 'the reconstruction of archaeological remains or historic buildings or districts is justifiable only in exceptional circumstances. Reconstruction is acceptable only on the basis of complete and detailed documentation and to no extent on conjecture'.

A strict interpretation of the texts would draw the conclusion that the design fails to comply with the principles of the guidelines concerning authenticity. The design concerns an architectural ensemble which will partly be constructed in contemporary style (surrounding buildings), and partly, in (reproduction) historical style (the body of the tower). To the untutored eye the latter will appear to be an old historical tower, the more so because the upper part will be a reconstruction based on detailed historical information. The exceptional circumstances, whereby reconstruction is allowed under Paragraph 86 of the Operational guidelines, are not present.

The following remarks, however, can be made. In the UNESCO documents, the idea of authenticity is firstly connected to cultural heritage in a material sense and is primarily object related. This refers to the conservation of historical buildings and structures, to the authenticity of the material elements of the area and the relation between these elements in their physical, cultural, urban and rural context. Traditional ideas about authenticity, which led built heritage conservation theory and practice in the last century, have recently become really dynamic.[7] This issue is also under discussion within UNESCO. The alternative interpretations of the meaning of 'authenticity' arise out of intangible considerations relating to notions of a political, cultural-historical (religion, folk culture), spiritual and commemorative nature. From the standpoint of a wider interpretation of the meaning of authenticity, a development plan such as this is justified. Amsterdam Urban Renovation PLC, in the light of its aims (see source no. H6), intends that the tower should function as a landmark, as a reminder of and a delineation to the border of the medieval city and the 17th-century ring of canals. The design of and material used in the tower should, in the spirit of the protected historical cityscape, contribute to the visualisation of these ideas.

Integrity

There are no buildings on the site of the tower development; it has mainly been used by vehicles from the 20th century. Because the proposed development does not satisfy the quality demands of the Manual for the Redevelopment of the Public Space and because the area is in need of improvement, the quality of the public space is important in regard to the project.
In 2007, a radar survey of the construction site was carried out. This showed the existence in various places of solid remains. These are probably from stone scaffolding, rubble from the demolition of the Haringpakkerstoren, an embankment or part of the city walls. These remains are below the construction level of the proposed development.
Conclusion: considering that the quality of the location in terms of urban development has changed through the years, it can hardly be said that the urban fabric or the integrity of the location will be damaged.

[7] For background information on the development of the idea of 'authenticity', see: Koos Bosma, *Het post-Belvederetijdperk*: *cultuurhistorisch beleid verankerd in de ruimtelijke ordening en in de ontwerpopgave*, The Hague: Atelier Rijksbouwmeester, 2008.


Visualisation of the plan in the location

Visual Impact

The construction site is in the buffer zone, just beyond the boundary of the property. The tower will be 45.60 metres high and has a 300-square-metre 'footprint', which includes the adjoining buildings. These buildings will be able to be seen from the direct vicinity of the tower and from a small section of the property. As a vertical feature, the tower will itself be visible from a greater distance.
From the property, the tower is mainly to be seen from Singel canal; from the even-side of Singel canal roughly as far as Berg Street. The tower's visibility from Singel canal can be compared to that of the 55-metre-high Wagon Lits office building (Bentham Crouwel, 1991-1992) on Western Station Island (*Westelijk Stationseiland*). The view of these office buildings will actually be partially blocked by the new tower. The border of the property lies on the north side of Droogbak. The tower will be more or less visible from here as far as the intersection of Droogbak and Buiten Wieringer Street. It will not be visible from other public streets in the property.
The conclusion is that there is major visual impact on the cityscape in the property and in the buffer zone.

Progress so far

- There is a detailed provisional design for the tower (including installations). The Building Aesthetics and Built Heritage Agency has, through the framework of preliminary talks, provided recommendations on this since 30 November 2005. The last recommendations were dated 21 May 2008; the comments/objections at present are mainly to do with (technical) details. With regards to architectural and urban planning issues, it has been noted that the quality of the plan has improved.
- As yet no building permit has been applied for.
- There have been discussions between Central Amsterdam district and Amsterdam Urban Restoration concerning the design and the requirements laid down in UNESCO's Vienna Charter about the relationship to historical urban landscapes. There have also been talks with the Bureau of Monuments and Archaeology (August-October 2008).

- This has led to Amsterdam Urban Restoration drawing up a ‘defence’ of the development plan (24 October 2008).
- The zoning plan has to be revised for the building plan. The hope is that a zoning plan (including appendices) and draft building aesthetics criteria will be decided upon by the district council at the same time.

Sources

1. Haringpakkerstoren project commission, adopted by Central Amsterdam district’s Executive Committee, 11 July 2006.
2. Haringpakkerstoren air quality investigation, IBA, July 2006.
3. Haringpakkerstoren: High-Rise Impact Report, DRO, May 2007.
4. Building Aesthetics and Built Heritage Agency records, November 2005 to the present day.
5. Recommendations from the Netherlands Department for Conservation (RDMZ), 21 July 2006.
6. ‘Defence’ Amsterdam Urban Restoration, 24 October 2008.

Key issue I 1: Prinsengracht Hospital

Description of project: The Prinsengracht hospital is part of the Onze Lieve Vrouwen Gasthuis (OLVG), Amsterdam's major medical centre, and is situated on the Prinsengracht. OLVG has plans to remodel the hospital and has commissioned architectural firm Henket & Partners to prepare a conceptual development plan. This conceptual development plan is based on the idea of restructuring the national built heritage into a hospital with diverse functions, for example a pharmacy, restaurant facilities and housing. Under this plan, Prinsengracht 769 (a building dating from the 1950s), would be demolished and replaced with new buildings. Demolition is also proposed for the building extensions within the enclosure. Because of the proposed increase in volume, the zoning plan will have to be revised.
As is usual for large projects, the District will shortly compose architectural boundary conditions for urban development including a historical paragraph and benefit criteria. The *Outstanding Universal Values* will hereby be taken into consideration as well.

Location: Prinsengracht 751-769; Kerkstraat 122,124, 126, located within *the property*.

Status: Private initiative (OLVG), in planning stage



View Kerkstraat



View Prinsengracht

History and Managerial Decision

No decision has so far been made.


Aerial photograph of the current site

References

I 1.1 Conceptual development plan Prinsengracht hospital by the firm of Henket & Partners
(Not included, not yet finalised)

Key issue I 2: Former Main Branch Public Library

Description of project: The project pertains to a development plan by Aedes Real Estate concerning the internal remodelling and elevation, including a new façade of a hotel (Pollux Gallery Hotel).
Architectural firm Kentie (with the assistance of Marcel Wanders). A centre for creative enterprise is proposed on the side of the Keizersgracht. The façade on the Keizersgracht will not be altered.

Location: Prinsengracht 587(the 70's) and Keizersgracht 440 (= national built heritage), located within *the* property.

Status: Private initiative (Aedes Real Estate), in planning stage

History and Managerial Decision

A building request has been submitted for July 1 2008. As a consequence of this request the District of Central Amsterdam will formulate supplemental benefit criteria, among others regarding the partitioning of the façade. To enable a different utilization of the premises (as hotel with a gallery and other creative endeavours) it is necessary to start with a release procedure from the zoning plan (article 19 WRO).
On August 8 2008 the Heemschut Society has submitted a request to designate Prinsengracht 587 as municipal built heritage. The designation procedure has been set in motion.
Other managerial decisions have not been initiated.


Current situation

References

I 2 1. Building request dated June 30 2008 (façade design not final, therefore not included);
I 2 2. Built heritage request of the Heemschut Society dated August 8 2008.

Key issue I 3: Vijzelstraat 66-80

Description of project: The property on Vijzelstraat 66-80 is an office building which has been used as bank building for years. It consists of a plinth area and five storeys with a gross surface area of 24,000 m². The basement has three building layers with a total surface area of 15,000 m². Two basement layers are used for parking; the uppermost basement layer is used for storage. One part of the property has been let to ABN AMRO (the former owner of the building) through 2008. The remaining portion is temporarily in use as gallery space, for art expressions and as creative 'hotspot'. By order of developer Vesteda and housing corporation Stadgenoot (formerly Het Oosten), this former office building will be remodelled.

Location: Vijzelstraat 66-80, located in *the property*.

Status: Private initiative (Vesteda, Stadgenoot); project is in planning stage

History and Managerial Decision

Until 2008 Vijzelstraat 66-80 had been used as bank office of ABN AMRO. The building is located on the right-of-way of the Noord/Zuidlijn and the so-called 'Rode Loper' (Red Carpet **)**. The Noord/Zuidlijn connects the most important employment areas in the city. The 'Rode Loper' is the corridor along the Noord/Zuidlijn, from Central Station to the Pijp district. Efforts at renovating the street level are aimed at creating an exceptional, beautiful and lasting public space. The Vijzelstraat location means that the site is easily accessible by car, bicycle or public transportation. The objective of Het Oosten and Vesteda is to develop a high-quality building which fits in with the level of ambition of the 'Rode Loper'. For the design the architectural firm of Baumschlager & Eberle have been retained.



The location of the project

Conceptual Statement of Basic Principles and Directional Procedure Built Heritage

The District of Central Amsterdam has composed a Conceptual Statement of Basic Principles regarding Vijzelstraat 66-80, including benefit criteria and a historical analysis. See reference nr I 3 1. The most important principle is that the current building is preserved and that functions will adapt themselves to the building. The proposed functionalities are: 50% housing (12,000 m2), 50% commercial space (12,000 m2) with public functions at ground level and two layers for parking in the basement. The current zoning plan must be adapted to allow for the housing function.
Bureau of Monuments & Archaeology (BMA) has described the building, by architect M. F. Duintjer from 1969-1973, and found it worth preserving on the basis of architectural, urban design and cultural historical values. The building can be seen as a commemorative symbol of the popular protests against the coming of the colossal bank building in the city centre. These protests led to a cultural revision regarding the management of the city centre, which was eventually resolved with its designation as preserved cityscape. See reference I 3 2.
The municipal monument procedure was started in 2006. The Monument Advisory Committee (Committee IV of the Committee for Welfare and Monuments) has reacted positively on the designation of the building as city monument (reference I 3 3). Vesteda and Het Oosten have submitted opinions (articulated by Bureau M&DM and professor Henket of architectural firm Henket & Partners), in which they question the worthiness of the building as monument and in which they suggest to enter into a covenant regarding the values to be preserved instead of declaring the building a city monument. (Reference I 3 4).
The cultural historical (monumental) value and the benefit criteria, which have been drafted after in depth consultation with BMA, have been included in the Conceptual Statement of Basic Principles. The Statement of Basic Principles will be determined executively in the first quarter of 2009 when, simultaneously, the monument procedure will be completed.

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Current situation

Relevant data Executive Decision process:

- Project commission assigned on February 19 2007;
- Information evening January 30 2008;
- Conceptual Statement of Basic Principles Vijzelstraat 66-80 incl. historical analysis and benefit criteria composed (executive resolution follows in 2009);
- On March 4 the executive committee releases the Concept Basic Principles for community input;
- Input conference Conceptual Statement of Basic Principles March 26 2008;
- City's monument procedure has been started and still has to be completed.

Sources

I 3 1. Conceptual Statement of Basic Principles Vijzelstraat 66-80, input version dated February 25 2008;
I 3 2. Description of the building, Bureau Monuments & Archaeology May 10 2006;
I 3 3. Advice Monument Advisory committee dated August 29 2006;
I 3 4. Viewpoints Vesteda and Het Oosten dated September 20 2006, with reference to opinions of Bureau D&DM and Prof. H. J. Henket of Architectural firm Henket & Partners.

Key Issue I 4: “Five Emperors”

Description of project: The premises on the Keizersgracht 271 through 287 are empty and were used for office space. The project concerns 5 buildings with individual façades. The premises at Keizersgracht 271-275 are designated as city monuments (architect A. J. Westerman, 1955). It was the original office building for the Nederlandse Crediet Maatschappij (NCM). The neighbouring properties were built later as an expansion of NCM over a time span of thirty years.
The total combined floor space is almost 17,000 m2 whereby each site has a gross floor space of over 1000 m2. A private developer has submitted a development request for Keizersgracht 287 (corner Wolvenstraat) on June 27, 2008 to split off this building and transform it into housing. This plan will not change the building’s height nor the layout of the façade, except that an entrance has been added to the façade at the Wolvenstraat. The building at Keizersgracht 287 is not a monument and is indicated on the Map of Protected Cityscapes as “new development from later than 1940”.
The proposal envisions 23 flats varying in size between 90 and 200 m2. It is noteworthy that each bedroom (sometimes mention is made of four bedrooms) is provided with a separate shower/bathroom with lavatory. Judging from the size of the flats and their relationship to location, expensive free sector homes are involved here. 23 parking spaces for the residents will be provided in the basement.
An initial request for a top hotel with 120 rooms for all buildings was submitted on July 10, 2008 (policy framework: *Hotel Policy City Centre 2008-2011*, established by the District council May 29, 2008).

Location: Keizersgracht 271-287, located within *the property*.

Status: Private initiative (Van der Schroeff Beheer BV), partitioning request for Keizersgracht 287 and initial request for top hotel for all buildings submitted.

History and Managerial Decision

District drafts a quick scan as framework for possible additional realisations. Plans for Keizersgracht 271-287 are investigated with the existing boards and administrations (such as Protected Cityscape, zoning Western Canal Belt, Car park Ordinances, etc.). Within the executive framework, attention is paid to the UNESCO nomination. The cultural-historical context is also examined. Urban constructive and architectural principles are formulated for the renovation of Keizersgracht 271-287 based on this analysis. The managerial decision-making has not yet begun.



Current situation

Sources:

Not applicable.

Key issue J: Surface and groundwater levels

Introduction

In an old city like Amsterdam with a specific soil composition and hydrological regime, groundwater problems are a given, and there is limited room for manoeuvre in influencing the groundwater level. Nevertheless, the habitation of Amsterdam is an irreversible fact. The land use both above and below ground is increasingly intensive. To keep Amsterdam habitable, groundwater management is focused on dealing with existing problems and preventing new ones from occurring.
Problems with groundwater can arise if the level in relation to the buildings and land use is either too high or too low.
In Amsterdam, water management is contracted out to Waternet by the city council.

Problems caused by high groundwater levels

High groundwater levels can result in problems such as water in crawl spaces, wet cellars and damp ground floor rooms. Most of these problems occur in Amsterdam's 19th century neighbourhoods, often in buildings that are not in the best structural condition. Specific problems occur in what are known as polder sewerage areas (low-lying areas within polders), all of which lie outside the city centre. In public spaces, the principal groundwater problems occur in the older public parks, where the land is not raised. Areas of poorly raised land are also affected, with trees dying prematurely due to the high groundwater level. This occurs chiefly in the suburbs of Amsterdam North, Slotervaart and Watergraafsmeer.

Problems caused by low groundwater levels

If the groundwater level is low for a prolonged period, wooden foundation piles can become dry and begin to rot, potentially resulting in building subsidence. The centre of Amsterdam within the Singelgracht canal is largely built on wooden piles, which in many older buildings extend only as far as a shallow silty sand layer to a depth of approximately 8 metres below Amsterdam Ordnance Datum (or Normal Amsterdam Water Level). Today, concrete piles are driven into deeper sand layers (the first or second sand layer). To measure building subsidence, a network of 10,000 survey bolts have been mounted in the facades of buildings in the city centre and other areas.

Problems with high and low groundwater levels in the 17th-century canal belt

Problems with high groundwater levels

The drainage depth (the distance between the ground level and the highest water level) in the city centre, which is entirely raised above storage-basin level, is generally quite large (approximately 1.5 metres). With the exception of the Jordaan and Plantagebuurt neighbourhoods (both of which lie within the buffer zone), where the drainage depth is quite small, up to now little or no problems with groundwater have been reported. The impression is that in the city centre, water problems chiefly concern rainwater seeping into non-watertight basements and cellars.

Problems with low groundwater levels

A fall in the groundwater level can result in damage to wooden foundations. According to information from Waternet (source no. 2) there is no conceivable process that could lead to a general lowering of the groundwater level in the canal belt. Due to the presence of the canals, which are a relatively small distance apart and are kept at a stable level, even in periods of prolonged drought, for example, the supply of water to the groundwater system in the canal belt is assured.
The greatest threat to the foundations of the buildings in the 17th-century canal belt is a lowering of the groundwater level as a result of drainage for construction work. Damage may also occur due to the construction of underground structures. This is more likely to produce a high groundwater level, however, where due to the construction of retaining walls, for example, water is unable to drain away. In the past, piezometers were placed along the main sewers to indicate any fall in groundwater level as a result of drainage, and enable the prevention of any damage to wooden foundations.

For the drainage of groundwater for construction work, exemption from the water board statute (*Keur AGV)* is required. For the drainage of deep groundwater, a permit is required from provincial government; under the new Water Act this authority will be transferred to the Amstel, Gooi and Vecht Water Board (with Waternet as implementing organisation). The new Water Act was passed by the Lower House of Parliament in 2006, and is expected to come into force in 2009.

Water assessment procedure and basis in law and urban planning

For urban planning (the construction of new buildings and necessary underground structures) the City of Amsterdam operates a water assessment procedure, whereby the same steps are followed as for the Planning and Decision-making Process for Spatial Measures (*Plan- en Besluitvormingsproces Ruimtelijke Maatregelen - Plaberum*). The inclusion of a section on groundwater in plans is compulsory.
In addition, the City of Amsterdam is investigating the possibility to give a firmer legal basis to groundwater-related aspects and criteria currently applied to recommendations on construction plans, alterations and renovations, either by including them in the building regulations and zoning plans or by means of groundwater regulations for Amsterdam. Because of the nomination of the 17th-century canal belt for the UNESCO World Heritage List, the District of Central Amsterdam will handle this as a matter of priority.

Sources:

J.1 Policy Document on Groundwater for Amsterdam 2007-2011 (*Nota Grondwater Amsterdam 2007-2011*), approved by the Municipal Executive on 26 June 2007 and acknowledged by the Council Committee for Spatial Planning, Ground Affairs, Water Management and ICT (*Raadscommissie voor Ruimtelijke Ordening, Grondzaken, Waterbeheer en ICT*) on 26 September 2007.

J.2 Waternet Policy Document of 19 August 2008 on Groundwater management for the 17th-century canal belt in relation to the UNESCO Management Plan.

Key issue K: Scaffolding Wrap Advertisements

Introduction

Since 2003, scaffolding wrap advertisements are only allowed in Amsterdam city centre under strict conditions (see reference K 1). To be able to regulate this form of advertisement, the city centre has entered into a (private law) contract with advertisement firms. The agreements pertain to the appearance of the public space (see reference K 3). With this in mind, article 5 contains stipulations pertaining to the size of the wrap (maximum width 16m) the framework around the advertisement display, the location on the façade where the display is allowed (between ground level and gutter height) and the period during which the advertising campaign may be carried out. Moving images and/or three dimensional objects attached to the advertisements are not allowed and neither is the use of fluorescent colours. Also specified are conditions when investigation by the Committee for Built Heritage (Commissie voor Welstand en Monumenten) s deemed necessary. Alcohol advertisement is not permitted. Furthermore, advertisement displays that run contrary to legislation, jurisprudence, and/or thr guidelines and insights of the Advertising Code Commission are not permitted. Lighting up the advertisements at night is not permitted.
Specific requirements are included in the agreement for the ring of canals and Dam Square (the Dam). In these locations, only 10% of the scaffolding wrap surface may consist of advertisement displays. The advertisement may only be applied between the 1^{e} and 2^{e} storey of the building.

The scaffolding wraps are only permitted during the necessary maintenance activities of a building. Usually, a building does not need painting or other maintenance on a yearly basis. It is therefore not permitted to place a new advertisement on the same building within three years of the completion of maintenance activities.
In the preceding period (2003 – 2008 up to the present), scaffolding wrap advertisements have been placed on 11, 30, 37, 36, 32 and 28 locations respectively. A review of the locations shows that, during this period, one case involved the application of advertisements twice on the same building, to wit Koningsplein 11 (in 2003 and in 2008), but yet conformed to the rule of more than a three-year interval. For a review of the scaffolding wrap advertisements applied during the period 2003-2008, see reference K 4.

The proceeds of the advertisements are divided between the owner of the building around which the scaffolding has been placed, the District of Central Amsterdam and the advertisement firm. The idea is that in this way owners are motivated to spruce up their buildings, and that the District receives extra income to improve the quality of the centre city.



Rokin

History and managerial policy

Experiment

On July 8, 2003, the executive committee decided to conduct an experiment with scaffolding wrap advertisements (see reference K 2). Initially, the experiment ran from summer 2003 until January 1, 2004, but was later extended until January 2005. On November 25, 2004 the District council decided to make scaffolding wrap advertisements a structural part of the advertisement policy.
The results of the trial period have been evaluated (see reference K 4). Based on this evaluation the executive committee did not see a reason to adjust the policy at that time. However, promises *were* made to involve scaffolding wrap advertisement policy in the negotiations within the framework of the Programakkoord 2006-2010.

Discussion

From the beginning of the experiment there has been discussion over the tense relationship between the restrictive advertisement policies on the one hand and scaffolding wrap advertisements on the other. In this discussion, interested parties such as the Advertising in Public Space Workgroup (Werkgroep Buitenreclame) of the community centre d'Oude Stadt have argued that scaffolding wrap advertisements dominate the cityscape too much. Some more detail is needed here. In relationship to the protected cityscape the restrictive advertisement policy is specifically aimed at advertisement displays which are *permanent* and/or attached as an *extra component* to or on a façade. Scaffolding wrap advertisements are a temporary form of advertisement (maximum 9 weeks). Furthermore, as stated before, scaffolding wrap advertisements on the canals are very restricted. As a consequence, scaffolding wrap advertisements have never been used on the canals.
As a final point, within the framework of construction regulations (Arbo regulations) scaffolding wraps are mandatory. These scaffolding wraps are often dangling or fluttering shoddily alongside. Because of their meticulous and taut fastening, the scaffolding wrap advertisements are usually an improvement.

Objections of the Advertising in Public Space Workgroup (*Werkgroup Buitenreclame) of community centre d'Oude Stadt*

In relation to the UNESCO nomination, the Advertising in Public Space Workgroup of community centre d'Oude Stadt has again made its objections known to the Bureau of Monuments & Archaeology. The group emphasised that scaffolding wrap advertisements, the introduction of large video screens, and other huge advertisements are purely commercial projects, an unprecedented expansion of commercial activity in the public space of the historical city centre. The group requested – also because of the UNESCO nomination – to put an end to the scaffolding wrap advertisements policy (see reference K 10).
In answer to the letter from the group (see reference K 11), the Bureau of Monuments & Archaeology has pointed out that the District of Central Amsterdam will prepare a new Policy Statement regarding Façade Advertisement Regulations, which will include stricter rules for the replacement of advertisements either when the property is converted to another function or when it changes hands to a new owner. The objective is to better reconcile façade advertisement with the protected cityscape. Within a period of three to five years all advertisement displays have to comply with the new policy. The tempering of scaffolding wrap advertisements is appropriate within the framework of developing the entire façade advertisement policy for the District.

Tempering scaffolding wrap advertisement in Programakkoord 2006-2010

The executive committee of the District of Central Amsterdam attaches great importance to measures which improve the urban environment. In the Programakkoord 2006-2010 it is agreed that scaffolding wrap advertisements will be tempered in order that this temporary form of advertisement is less prominent in the street scene. For this reason the implementation of the Programakkoord requires, as well, that a tempered scaffolding wrap advertisement policy be determined in 2008 (see references K 5 and 6). To that end, the executive committee has submitted a temperance proposal to the advisory committee three times (November 14 2006, April 3 2007 and January 10 2008. For specifications see also reference K 9). This has not resulted in a consensus between council factions (see references K 7 and 8).

In the near future, the executive committee will again submit a temperance proposal and thereby take into consideration the UNESCO-nomination. This temperance proposal is based on a robust reduction of available surface for this type of temporary advertisement display. Furthermore, the intent is not to permit scaffolding wrap advertisements on the canals. A proposal will be drawn up more narrowly for corner properties in shopping streets which border on canals (like the Leidsestraat). The intent is not to allow advertisements on the side of canals. Also, use will be made of fixed rates per m2 rather than the current complicated system which includes passing on the media value. Fixed rates also have the advantage that they are transparent and easier to control.
The executive committee aims to implement the temperance policy in the first quarter of 2009.



Corner of the Marnixstraat and the Rozengracht

Consequences for the UNESCO nomination

By means of the above mentioned temperance policy, the *visual impact* of scaffolding wrap advertisement will be severely limited beyond but especially within the *property*.

Sources

K 1. Guidelines Façade advertisement (2004)
K 2. Ordinance executive committee District of Central Amsterdam dated July 8 2003 regarding Scaffolding wrap advertisement
K 3. Agreement Scaffolding wrap advertisement (2005)
K 4. Evaluation Scaffolding wrap advertisement policy, included in the Evaluation Buildings Aesthetics Statement District of Central Amsterdam 2004 (decision District council January 26 2006-18)
K 5. Paragraph Programakkoord 2006-2010 regarding temperance policy of Scaffolding wrap advertisement
K 6. Paragraph Measurable Programakkoord 2006-2010 regarding temperance policy of Scaffolding wrap advertisement
K 7. Proposal initiative SP dated June 19 2006
K 8. Proposal initiative PvdA and GroenLinks dated June 28 2007

K 9. Temperance proposals by the executive committee District of Central Amsterdam dated November 14 2006, April 3 2007, and January 10 2008
K 10. Letter to Bureau of Monuments & Archaeology from Werkgroep Buitenreclame of community centre d' Oude dated July 16 2008
K 11. Letter to Werkgroep Buitenreclame of community centre d'Oude Stadt from Bureau of Monuments & Archaeology dated September 10 2008




Antonius Dyk
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