



# 1012 under con struc tion

**Project  
1012**



A lot is changing in the heart of Amsterdam, and there is even more to come. This brochure is intended to inform you of the current state of affairs, as well as our plans for the future. The reasons for the 1012 project are first discussed in brief. This is followed by an update on the positive developments, both large and small, that have been set in motion in this area since the start of the project. The Approach then zooms in on the various methods being used to implement these changes in the city centre. Since the municipal council places great importance on consultations with residents and proprietors in the area, the final paragraph tells you how to join in the discussions about the developments.

Would you like to know more?

Visit our website: [www.1012.amsterdam.nl](http://www.1012.amsterdam.nl)

## Colofon

This brochure was commissioned by the municipal council of Amsterdam.

**Text** VDHtxt

**Layout and design** Marjolein Rams, Annelies Frölke

**Photography** Marcel Molle, Dieuwertje Komen, Ron Zwagemaker,  
artist impression Trazar 3D Visualisatie

**Printing and lithography** Robstolk®

**Contact** email [1012@pmb.nl](mailto:1012@pmb.nl), telephone: 14020

# Introduction

The Amsterdam municipal council's 1012 project aims to discourage crime and corruption in the city centre by reducing the types of businesses that are conducive to crime and by permitting prostitution in just two areas. Together with local residents, business proprietors and investors, the municipal council is working to strengthen the area's unique character and stimulate an economic upgrade.



Warmoesstraat

» As a councillor I've been involved from the start in the governmental approach to tackling the problems in the Wallen. A lot has happened already, partly thanks to the 1012 project. We've made great strides, using an almost 'un-Amsterdam' approach. But we've still got a long way to go and as Mayor, I'm pleased to be able to do my bit «

Eberhard van der Laan,  
Mayor of Amsterdam

# Background

Despite the exciting, unconventional, 'anything goes' image of the city centre, a different reality lurks in the background.

The Amsterdam city centre has a romantic image. But behind the exciting, unconventional, 'anything goes' image of the city centre lurks a different reality; a reality consisting of sex trafficking, forced prostitution, and money-laundering operations; a reality caused by the concentration of brothels, smart shops, coffee shops, souvenir shops, foreign exchange bureaux, gambling halls, minimarts, peep shows, massage parlours and low-quality hotels, bars and restaurants. The September 2007 parliamentary report entitled 'Limits to Law Enforcement; New Ambitions for the Wallen' describes the need to address – and fight – the criminal infrastructure of Amsterdam's largest

red-light district, commonly known as the 'Wallen'. This criminal infrastructure is made up of businesses that are vulnerable to criminal influences and are a conduit for organised crime. The report found that this has a negative impact on the everyday environment. However, improved enforcement on its own is not sufficient to overcome the problem. The criminal infrastructure must be dismantled by reducing the number of businesses that are subject to criminal influences.

We can only change the situation by taking decisive action. For this reason, the Governing Boards of the Central Borough and of the City Centre undertook a joint venture in 2007 to address problems in the area around the Damrak, the Rokin, the Singel, and the Wallen. The municipal council describes its vision for this area in the 2009 Strategy Paper entitled 'Coalition Project 1012 – Heart of Amsterdam'. The plans are currently well underway. We expect the transformation of this area to take at least ten years.



Stag party



# Past, present and future

The heart of Amsterdam has many qualities. New opportunities are setting in place a future for the city centre.

Amsterdam has one of the most beautiful, largest and best-preserved historic city centres in the world. The city centre is a special place. Here, on the banks of the river IJ, is where the city began. Many traces of its rich past can still be found. Every day, tens of thousands of tourists and day-trippers wander through the characteristic streets and back lanes in search of interesting shops, cosy bars and great restaurants. The canals and historic buildings attract a wide range of people from around the world, and give us a glimpse of the city's rich historic past. In accordance with the Strategy Paper, the municipal council has been working on improving the quality of the inner city for some time now. Proposals for increasing the diversity of the centre are currently being carried out. We are working towards achieving a better balance between different types of businesses and emphasising the area's best aspects. This approach creates opportunities to showcase the new context of the area, with the development of both banks of the river IJ, the North/South metro line and the so-called 'Red Carpet'.

## Stylish and exciting

The Wallen area will retain its special character – with its network of canals and lanes – but without the darker side. The neighbourhood will remain a mix of living, working and nightlife. It will be an appealing cocktail of style and excitement, so partly 'red-light district', but at the same time an inviting neighbourhood

for everyone who wants to explore the shops, galleries, museums, restaurants, trendy eateries and old-style 'brown cafés'. The existing 'pioneer' businesses and the positive qualities already present in the area will be enhanced. Tempting new visitors to the neighbourhood will create further opportunities for other business proprietors.



Setting up an exposition in W139



Sex shop on the Damstraat

# New developments in the area

A lot has happened in the area since the Strategy Paper was issued in 2009. There is an abundance of initiatives – a sign of the area's vitality and its appeal for investors and entrepreneurs.

There are many different developments and projects, in all shapes and sizes: from large to small, both temporary and long-term. The ten key projects are some of the larger projects; their strategic positions have spurred on changes in the entire area. The projects form the driving force for the desired developments. The municipal council is developing these projects together with investors, developers, corporations, individual owners and/or licensees. There are also a number of private initiatives that stimulate change. Some of these are temporary projects, but there are also long-term initiatives.

The borough supports local business proprietors as much as possible in their efforts to upgrade or change the function of their businesses. An incentives regulation was set up to achieve this goal and a new zoning plan is being prepared that creates space for more shops, catering establishments and residences.

To showcase the area's new vitality, we zoom in on the developments in the following seven areas within the 1012 postcode:

1. Area around the Dam, Damrak, northern part of Nieuwendijk and the lanes in between
2. The Rokin, the Nes, Oude Turfmarkt and the lanes in between
3. Damstraat, Pijlsteeg, Oude Doelenstraat, Oude Hoogstraat and Nieuwe Hoogstraat
4. Warmoesstraat, Oudebrugsteeg, Lange Niezel and Nieuwebrugsteeg
5. Oudezijds Achterburgwal and side streets
6. Oudekerksplein and environs
7. Zeedijk and Geldersekaade

## 1. Area around the Dam, Damrak, northern part of Nieuwendijk and the lanes in between

The accent in this area is on upgrading the range of shops, combined with a mixture of bars and restaurants, cultural attractions and hotels.

An important participant on the Beursplein is the Bijenkorf department store which has major plans for expansion on the Warmoesstraat side. Another is the Beurs van Berlage which is developing a new programme of activities with functions for a wider audience. The Krasnapolsky Hotel is renovating its hotel rooms and on the ground floor it will be establishing more specialised businesses aimed at the general public.

The listed building at Dam 2-4 has been completely renovated to transform it into a new H&M flagship store. The facade has been restored to its former glory.

### Victoria Hotel / Kadasterpand

The entire ground floor of the Victoria Hotel (on the Damrak, the Prins Hendrikkade, the Hasselaerssteeg and the Haringpakkerssteeg) will get a facelift and an upgrade with more high-quality businesses. The covered terrace will be removed at a later stage. The Kadasterpand building next door will be transformed into an Art Hotel, and two floors will be given a cultural and social function.

### Hotel Exchange

At Damrak 49-51 there will be a new hotel called 'Hotel Exchange', with rooms ranging from one to four stars. The project has been initiated by the owners of the Lloyd Hotel on the Oostelijke Handelskade.







Oudekerksplein



Oudezijds Achterburgwal

In terms of temporary functions, the Arts & Crafts Lab on the top floors of the C&A building has become a workspace for people in the creative industries. The Lab is a mixture of individual artists, innovative commercial businesses and organisations in the creative sector. The building's owner is developing future plans for the building, which include various functions including homes and shops.

**Nuit Blanche Amsterdam:** The Nuit Blanche, originally from Paris, is a high-profile initiative. This yearly night-time journey of discovery through the cultural centre of Amsterdam, between the Dam and Central Station, led its audience from works of art, performances, installations, demonstrations and exhibitions to interactive and musical projects in unconventional places.

## 2. Het Rokin, the Nes, Oude Turfmarkt and the lanes in between

The planned upgrade of the range of shops and the opening up of the Nes both play a role in this area. The plan for the Nes, the Lange Brugsteeg/Grimburgwal and the surrounding areas is to emphasise the cultural and theatrical functions of the street and also to promote activity during the day. The Nes will be an attractive, dynamic street for theatre and culture with innovative theatres, accessible but good-quality hotels, bars and restaurants, and interesting shops. In the future, the entry and exit points of the North/

South metro line will be situated on the Rokin. The public space here will be renovated and will include an attractive square with outdoor cafés. On the ground floors of the buildings, the municipal council would like to see businesses aimed at the general public, such as shops and catering establishments. Such buildings include the former Fortis premises, which are to be sold and repurposed to house homes, shops and restaurants.

### NRC

As of 2012, the editors and publishers of the newspapers NRC Handelsblad and nrc.next will be based in the former Options Exchange on the Rokin. The building will be fully renovated, with a new grand café and debating area on the ground floor.

### Galerie Ra

This leader in the field of art jewellery has recently established its gallery on the Nes. The gallery sells jewellery by various designers, and is a fine complement to the jewellers already headquartered in the immediate area. Ra aims to promote the area as the 'jewellery spot' of Amsterdam.

### Theatre hotel in the Nes

Theatre hotel Scala is due to be housed in a former office building right next to the Brakke Grond theatre. The hotel's concept is inspired by the many theatres in the Nes. The 3 to 4 star hotel aims to be a meeting place and home-away-from-home for people from the theatre, film, art and literary worlds.





KLM houses

» The street-level approach will allow us to capitalise on the opportunities and possibilities. The goal is to achieve a more varied range of quality shops, bars, restaurants and small speciality shops «

Boudewijn Oranje,  
Central District councillor



Red Light Radio



Asia Station

### 3. Damstraat, Pijlsteeg, Oude Doelenstraat, Oude Hoogstraat and Nieuwe Hoogstraat

The range of shops here was once diverse and varied. That range has now decreased considerably, but the trend can be turned around by initiating wide-ranging and innovative small-scale projects concentrating on arts and crafts, bars and restaurants, and shops. On the Oude Hoogstraat, the premises of the specialty bag shop 'De Grote Tas' and 'Café de Pool' have been bought up by the urban renewal company 'NV Zeedijk'. A branch of the Coffee Company has opened in the former amusement arcade.

### 4. Warmoesstraat, Oudebrugsteeg, Lange Nizel and Nieuwebrugsteeg

The improved connections between the 'Red Carpet' and the Wallen mean that it is important for the Warmoesstraat to be upgraded. Its vitality and mix of different businesses gives it the potential to become Amsterdam's 24/7 street.

#### De Bakkerswinkel and Geels & Co

De Bakkerswinkel (for breakfast, lunch and afternoon tea) and the coffee and tea specialists Geels & Co have temporarily moved to the Zeedijk. Both businesses will return to their old locations once the foundations of the buildings have been renovated.

### 5. Oudezijds Achterburgwal and side streets

This area is, and will remain, the red-light district of Amsterdam. But even here, there is room for innovative concepts to strengthen the red-light district. The buildings that used to belong to the sex industry boss Charles Geerts have been partly renovated and have now been repurposed.

#### Mata Hari

The building at the Oudezijds Voorburgwal 27-29, where the illegal betting hall Mata Hari used to be, has been completely renovated. The ground floor now has offices as well as a high-quality restaurant, and there are six private-sector rental apartments on the topmost floor.

From September 2008 to the end of 2010, the former window brothels on the Oudekerksplein and the Oudezijds Achterburgwal were home to **Red Light Design** and **Red Light Fashion**. This initiative by HTNK and Droog Design attracted worldwide press attention. Several of the designers have established themselves permanently in the area. There was a lot of interest in **the brothel of the 21st century** which was designed by 'Concrete' design bureau and commissioned by the Amsterdam Museum. The brothel of the 21st century (a life-size model) was temporarily on display at Stooftsteeg 6. The installation subsequently formed part of the AIR6 exhibition in the Oude Kerk.

In the Mata Hari building on the Oudezijds Achterburgwal, **Rooms of Red Bull** was a temporary hotspot for the creative set. Various workshops were held, including photography and DJing, as well as exhibitions and performances.

### 6. Oudekerksplein and environs

The Oudekerksplein is one of 1012's key projects. The square will be free of window brothels, and in the future will be home to a diverse range of businesses. The historical and cultural pearl of **the Oude Kerk** will be completely restored, inside and out. It is hoped that the main entrance can be moved back to its original location on the west front. The public space on the square will be revamped. The lanes around the square provide good connections between the Damrak and the Wallen and are set to house shops, studios and workshops.

In **Cluster Arm** in the Oudezijds Armsteeg, the so-called 'KLM houses' are ready for use. On the ground floor there will be daytime businesses such as **De Prael**, a small boutique brewery which employs people with long-term psychiatric problems. On the other side of the street, the Salvation Army is setting up a new assisted-living facility. On the ground floor there will be shops related to the Salvation Army. The Dread Rock coffee shop will make way for a high-quality catering establishment. The owner, Stadsherstel, is refurbishing the building and is looking for a new proprietor. **Restaurant Anna** has a terrace on the Oudekerksplein. The restaurant goes through to the Warmoesstraat.

**Ons' Lieve Heer op Solder** is one of Amsterdam's oldest and most remarkable museums. A largely 17th-century house and a full-size church can be found hiding behind its canal-house facade. The museum is currently being restored, reorganised and expanded. The new museum will be twice as large as it is now.

Since 2001, **Via Milano New Dutch Design** has focused on Dutch design in Milan. To celebrate its tenth anniversary, Via Milano New Dutch Design is organising a retrospective of the developments in Dutch design over the past decade, to be held in the Oude Kerk.

**Red Light Radio** (RLR) is an internet radio station that broadcasts from a former prostitution window on the Oudekerksplein.

The broadcasts are made by various music-lovers, DJs and musicians: [www.redlightradio.net](http://www.redlightradio.net)

### 7. Zeedijk and Geldersekaade

The development of Chinatown is an important part of the renovations to the city centre. Chinatown is a perfect example of the diversity for which Amsterdam is famous.

There are plans to build a four-star Chinese hotel on the Geldersekaade, targeted at Asian tourists. The ground floor will have space for a number of facilities related to Chinatown. The Geldersekaade has also seen the opening of **Asia Station**, an Asian trend store where shoppers can find trendy products from China, Taiwan, Japan, South Korea, Indonesia, The Philippines, Thailand and Vietnam.

See [www.1012.amsterdam.nl](http://www.1012.amsterdam.nl) for the latest developments and other initiatives.

# The Approach

The changes in the area are being implemented from the point of view of spatial planning: by means of a street-level approach, by paying attention to public space and by stimulating key projects. In addition the area is seeing active measures being taken administratively, legally and in terms of healthcare.

The implementation of measures in several different fields should provide long-term improvement and reduce crime in the area.

What does this mean in practice?

- The spatial approach – this comprises the street-level approach, the renovation of public space and the key projects.
- The administrative approach – an example is the Bibob Act (the Public Administration (Probity Screening) Act).
- The anti-crime approach – this includes the Emergo project.
- Law enforcement – monitoring abusive conditions in the prostitution branch, for example.
- Healthcare – for prostitutes, but also as a tool for reducing public nuisance caused by drug users, for example.

How the 1012 project touches on all these areas is elaborated below.

The results of the approach will be studied carefully, and particular attention will be given to the effectiveness of the methods used. Annual progress reports provide insight into the project's progress.

## The spatial approach

The spatial approach has three components:

- the street-level approach,
- the renovation of public space and
- the key projects.

**The street-level approach** is pushing back crime and reducing the number of low-quality businesses in the 1012 area. A large number of window brothels and coffee shops will disappear. The Strategy Paper sets out the streets and areas in which the coffee shops and window brothels must close. In order to address other types of low-quality businesses that tend to attract criminal elements (for example minimarts and phone shops), we will encourage the proprietors to work together with us on this issue.

The streets and canals around the Singel area, the Spuistraat and the Oudezijds Achterburgwal have been designated as a **prostitution zone**. This delineation means that the window prostitution zone is controllable and manageable.

In 2006, the 1012 postcode area had around 480 windows. The aim is to close around 200 windows in stages, leaving some 280 windows. Around 40% will therefore need to close, and will be given a new purpose. Even as we speak, in mid-2011, more than 100 windows have already been closed. A zoning and compulsory purchase plan will be drawn up to tackle the remaining 100 windows.

Of the 76 **coffee shops** in the area, 26 will close their doors. These have been determined by their location, their role in the upgrade, and the rate of degeneration in that area of the neighbourhood. The municipal council can force a coffee shop to close by revoking its exemption permit. Possible future national policy will be taken into account in the plans for dealing with coffee shops.



Bird's-eye view of 1012

In order to upgrade the most important streets we have developed plans for neighbourhood visions, together with proprietors and residents. We have defined six clusters of streets for which neighbourhood visions will be developed.

A second component of the spatial approach is the **renovation of public space**. An attractive, well-maintained and safe environment makes us feel at home on the streets. These three points play a major role in the renovation of public space in the city centre. The public space projects are already underway and will continue until 2015.

Streets will undergo a metamorphosis. Some parts of the canal embankments will be replaced. Special attention will be given to parking, street furniture and public lighting, because these have an impact on the street's appearance. Improvements to public space can encourage building owners to spruce up their own buildings, and thus these projects give impetus to improving the appearance of the whole street.

In order to improve pedestrian accessibility from the east to the west, the Spooksteeg, the Vredenburgsteeg and the Waterpoortsteeg will be kept open during the day.

» **A civilised society cannot ignore sex trafficking. Behind a smile on the Wallen there is often a lot of sorrow lurking** «

Lodewijk Asscher,  
Alderman for Economic Affairs





Artist's impression  
Red Carpet - Rokin

This is now possible since safety in the area has improved. This opening of the lanes is an experiment that will be evaluated together with the lanes' residents. The lanes are open daily from 9 am to 10 pm.

The ten key projects form the third component of the spatial approach and have been designated to set economic growth in motion. Some of these have been described above under New Developments. Together with other initiatives in the area they provide a framework for the desired transformation.

### Law enforcement

Residents, proprietors, police and public servants are working together to keep the situation in the city centre under control during so-called 'safety inspections'. They point out places where the nuisance factor is becoming less or indeed more of a problem. The measures required for each canal, lane or square are fine-tuned based on these findings. Such inspections make a major contribution to reducing nuisance factors in the centre. Area-based enforcement requires monitoring within specific sectors or areas. This requires collaboration between the police, the Tax Department, the municipal council and the public prosecutor, for example.

» **Safety and nuisance issues in the centre are being firmly addressed in collaboration with a large number of other parties. This has proved to be a productive approach. It is clear from discussions with residents and business proprietors that safety and quality of life in the area have already shown a marked improvement** «

Jeanine van Pinxteren,  
chairperson Central District

### The 'Red Carpet'

The area from the Central Station to the Vijzelstraat is not just an important city entrance, but also the city's visiting card. This is where Amsterdam rolls out the red carpet for its guests! The entrance to the city will be given an international character, with high-quality hotels and shops that sell a range of high-quality products. An attractive design for the public space, with sustainable materials that are easy to maintain, will guarantee an opulent resonance. The businesses on the Damrak will be aimed at a wider audience, while the shops on the Rokin

will offer exclusivity for the more discerning customer. But it is not just the west side of this area that is getting an overhaul; the east side is also very much a part of this approach as well. There are abundant possibilities for shops and catering in this attractive, historic setting. Once the North/South metro line is completed, thousands more people will pass through the city centre. The renovation of the 'Red Carpet' will give the highest priority to pedestrians and cyclists, while the area will still be easily accessible to cars.

### The administrative approach

To avoid the municipal council possibly contributing indirectly to illegal practices or facilitating criminal activity by providing permits, the Bibob Act allows the council to issue permits that depend on the criminal record of the applicant. The law applies to catering establishments, prostitution, escort work, amusement arcades, and environmental and building permits, and will be in force across the entire city. Some businesses in the 1012 area may lose their permits by virtue of the Bibob Act.

### The anti-crime approach

The Emergo project began in 2007. It is a legal and financial investigation into criminal influences in the 1012 area. The police, the Ministry of Justice, the Tax Department and the municipal council are working together closely on this project. The aim of the project is that the parties involved: gain insight into the concentrations of criminal power and the underlying structures that create opportunities for criminal behaviour in the 1012 postcode area (supported by research and analysis); are able to find ways to fight these problems and to avoid them in the future, by undertaking direct action on the basis of information acquired. Such action will consist of a combination of preventative, administrative and legal interventions. A final report on the state of affairs of crime in the area was published recently (2011), thereby concluding the Emergo investigation.

### The healthcare approach: prostitution policy and P&G292

In order to achieve the objectives of the 1012 project, it is important there is co-operation between various areas of policy. The departments of 'Public Order and Safety' and 'Housing and Social Support' write policy that improves the situation of women in prostitution and to fight sex trafficking. The Amsterdam municipal council gives financial support to P&G292, the 'Prostitution and Health' centre on the Nieuwezijds Voorburgwal. The aim of P&G292 is to promote the independence and emancipation of prostitutes, particularly in the areas of health and social standing. P&G292 works closely with the Amsterdam Human Trafficking Co-ordination Centre, the Amsterdam Vice Squad, the legal profession, the Scarlet Cord outreach programme, the Prostitution Information Centre and the Red Thread support group.

See [www.1012.amsterdam.nl/beleid](http://www.1012.amsterdam.nl/beleid) for more information on the various areas of policy.

## In closing

The municipal council places great importance on consultations with residents and proprietors in the area. For example, council representatives of the 1012 project are often invited to join the residents' meetings in the Burgwallen neighbourhood; we consult with the 'Chic en Louche' association and regularly visit the various associations of proprietors and shop owners.

Are you interested in the further developments in the centre? Then we invite you to join one of our many neighbourhood discussion events. You can also give your opinion via the internet. Keep an eye on neighbourhood newsletters and calendars of events for information on the various meetings. We hope to see you there!

See [www.1012.amsterdam.nl/contact](http://www.1012.amsterdam.nl/contact) for more information about the meetings.



Outdoor café in  
the Wallen





**Gemeente Amsterdam**

Project 1012

