

# City of Amsterdam

Hubs - hype or future?

Zürich, October 14 2021  
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✖ City of  
✖ Amsterdam  
✖



# Mentimeter

## *Hubs*

- *hype*
- *future*

*Does your city have an active strategy on mobility hubs?  
Yes/no*

*Does your city have an active strategy on logistic hubs?  
Yes/no*

*What role does your municipality take in the strategy for  
hubs?*

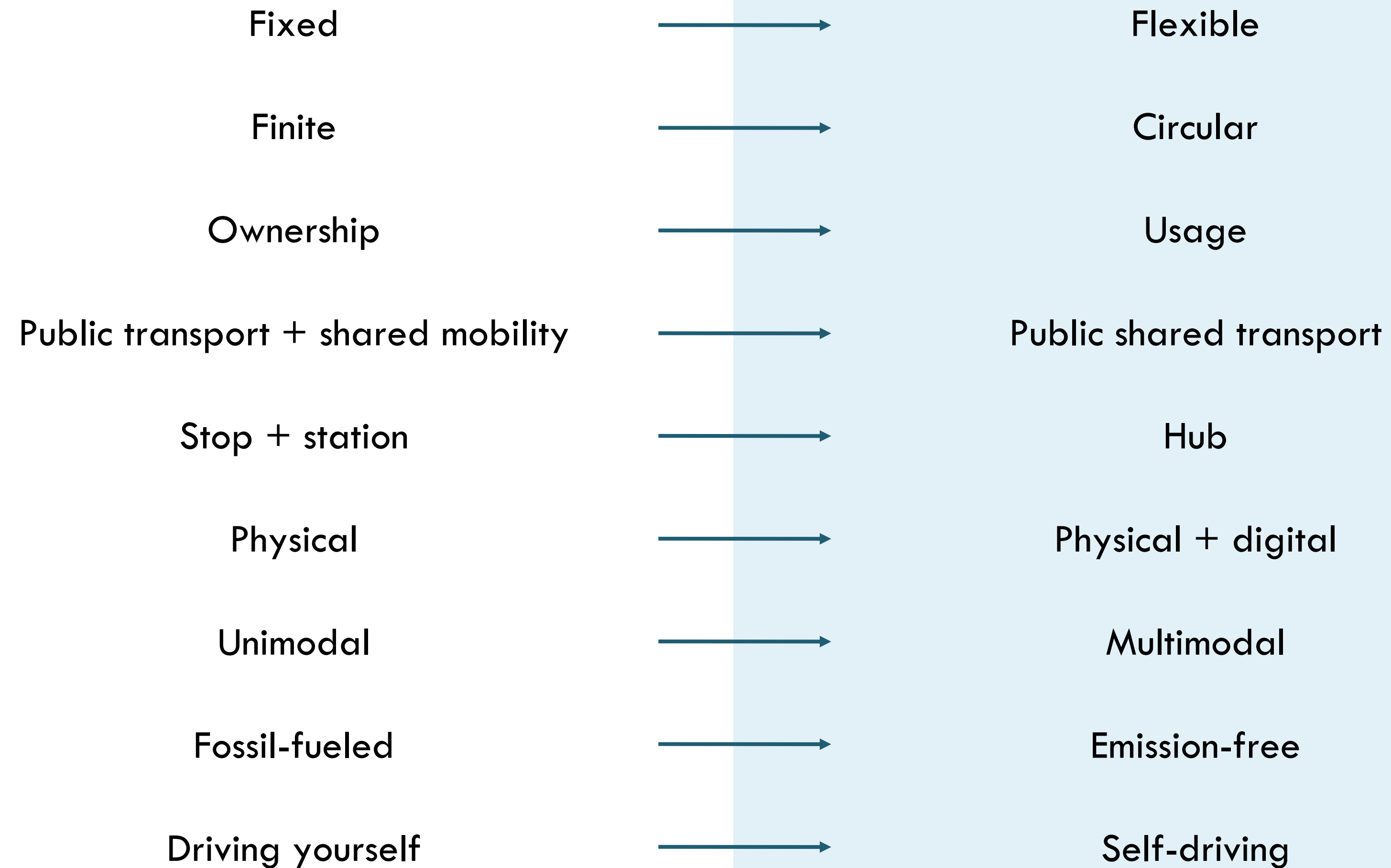
- *developing*
  - *cooperating*
  - *framing*
  - *facilitating*
- (more options possible)*



# *the mobility transition*

*From ...*

*To ...*





# Trends and developments



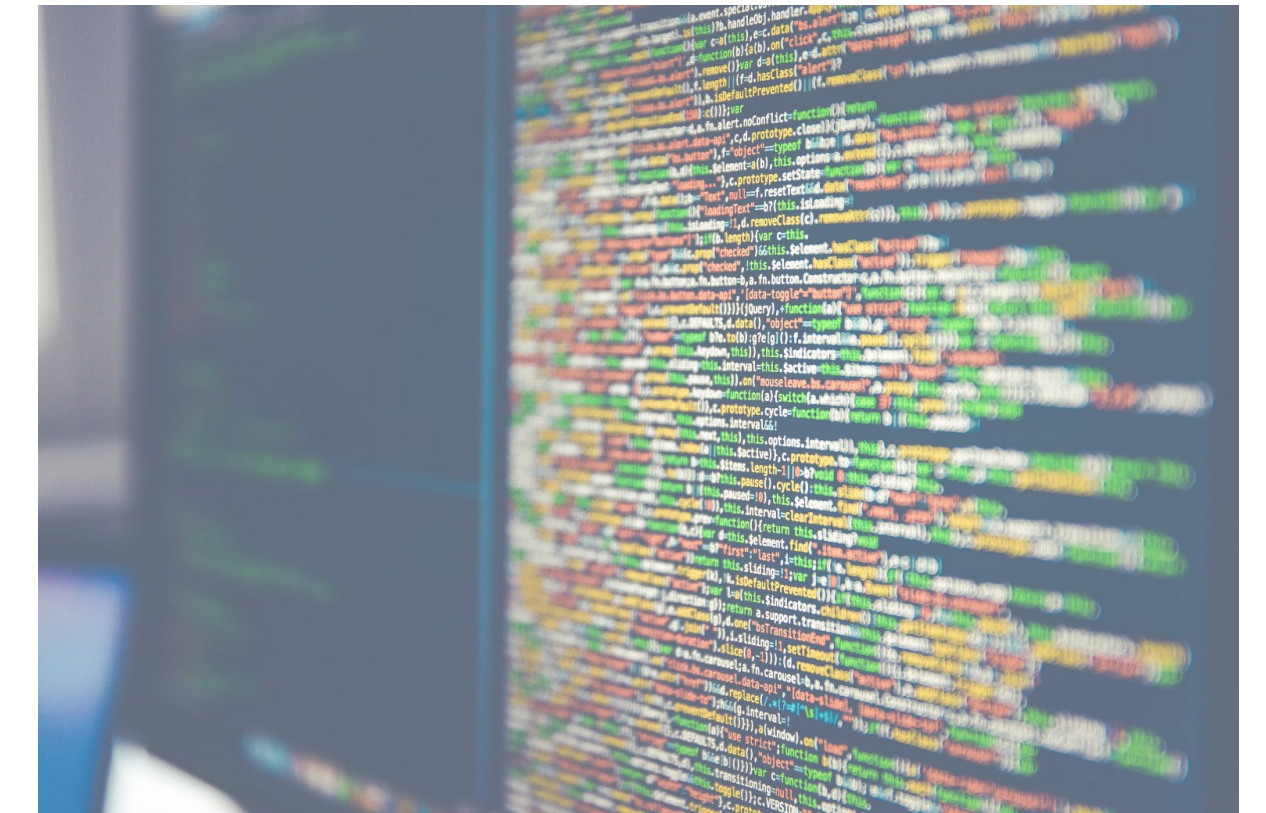
## Amsterdam is getting more busy

Public space is under great pressure due to new policies, increasing transport movements, expansion of housing and a growing population. The urban layout is currently under development.



## More cater made solutions

Roles in the transport chain are changing and new players are appearing. There is more and more interweaving and cooperation between parties in the chains. As a result, we see more tailor-made solutions.



## Data collections, use and sharing

Sharing data is a must, to better organize city logistics and make it safer. Supply and demand are better connected by the digital market and online orders are more often made in smaller numbers.



# Current Measures



## Agenda Car-lee

Making room for pedestrians, cyclists and playing children, with the aim of improving the quality of the city.



## Zero Emissions

Amsterdam will become emission-free by introducing extensive environmental zones and emission-free areas.



## Weight Zones

Heavy freight traffic is only allowed to drive on approved routes within the Amsterdam inner ring.



## Transport Window Times

Time restrictions on what loading and unloading per street is permitted, within the Amsterdam ring road.



*The future of the city:*

# From *pressure* on the environment ...

Limited space distributed and used incorrectly



## ... to *more space* *for living*

Health and happiness as the main goals of the desired mobility transition



*Hubs:*

*“effective centre of activity,  
network or region”*

*essential link in the mobility  
transition*





# 5 types of mobilityhubs / A shared network for passenger transport in the city



## Private hub

Shared mobility on private property, operated by users, owners or cooperatives.



## Neighbourhood hub

Small-scale offer of shared transport in neighbourhoods, always within 5 minutes walking distance.



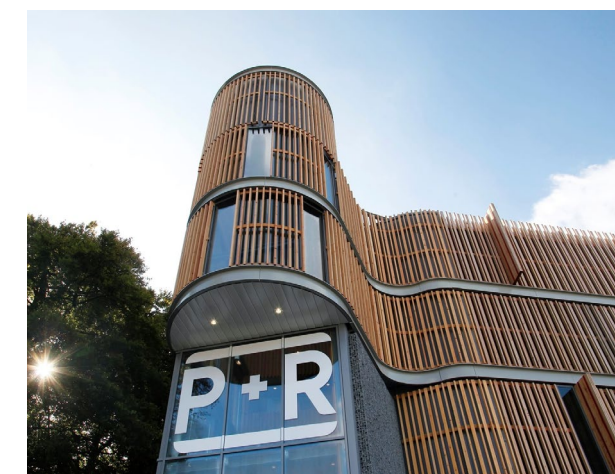
## District hub

Central location in the district where different transport modes and functions come together.



## City hub

Convergence of transport modes on (inter)urban nodes, mostly at train stations.



## Regional hub

Transition of urban and regional transport network, central role for parking.



# Key requirements for the future hubs system

Even though we still see a fragmented landscape of hubs in 2020, we are working towards a universal and connected system that includes all public hubs\* in the future.

The following prerequisites must be met in order to achieve the desired end result in 2030.

\* With exception of private hubs

1

One system, one infrastructure  
Connected by one language

2

Recognisable and uniform  
Designed according to design principles

3

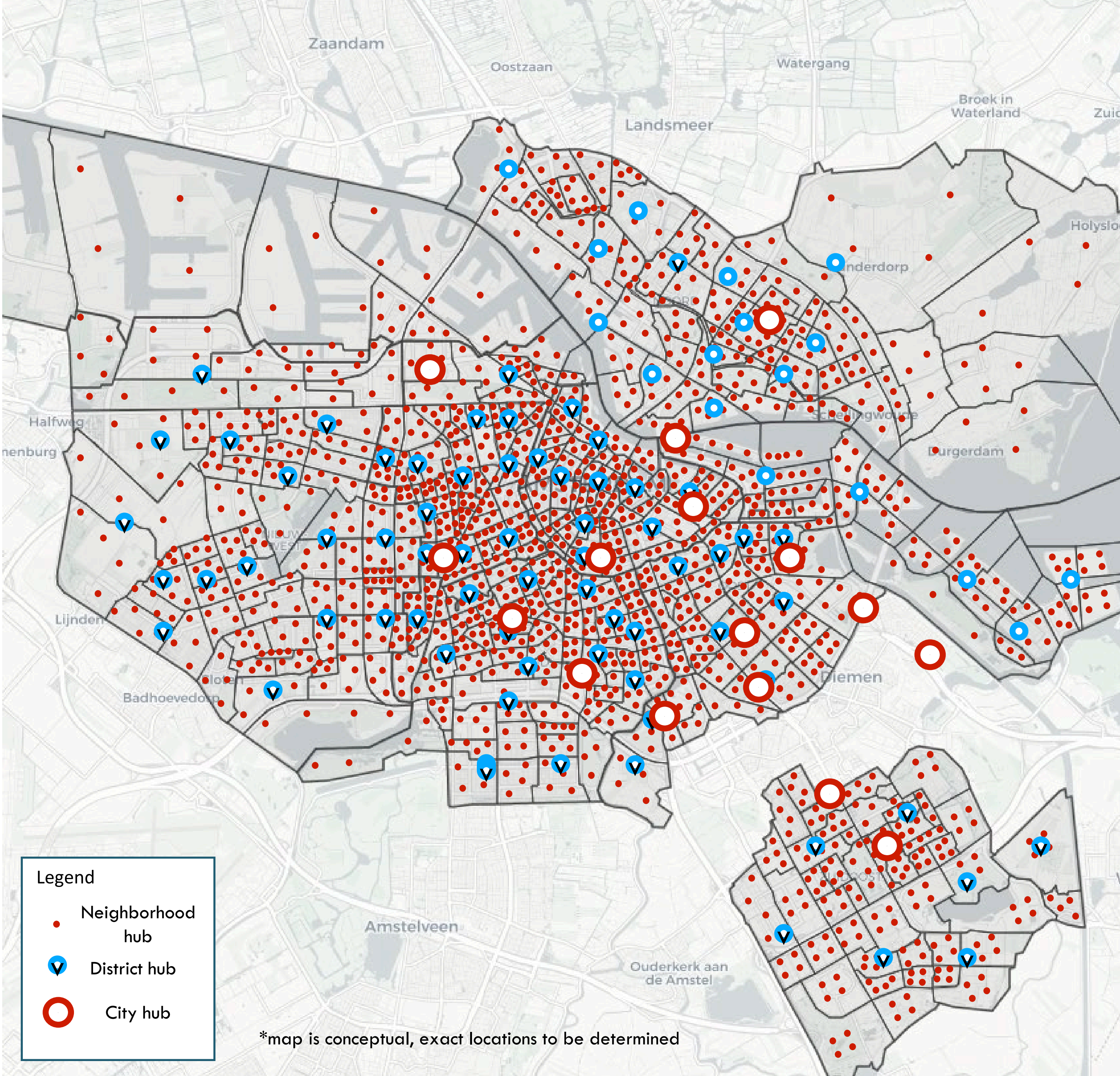
Digitally connected and interchangeable  
Transport is interchangeable between hubs

4

Accessible and within reach  
Anyone can use hubs



# Mobility Hubs / A possible end scenario







## CTP develops Amsterdam Logistic Cityhub

- Largest single-asset transaction in logistics real estate in the Netherlands; net transaction value €307 million for 100% of the shares
- Approximately 120,000 m<sup>2</sup> of storage and last mile distribution space equipped for emission free transport, and approximately 11,000 m<sup>2</sup> of office space
- Completion expected in the fourth quarter of 2022, already partially leased



# Logistics /

## Horeca



## Packages



## Facilities



## Construction



Input from municipality

Hub Function

Resource allocation/enforcement

Limit empty vehicle kilometers

Bundling and transshipment to EV

Limited delivery times catering

Limiting number of delivery vans

Transfer and collection points

Optimize chain from end to end

Limiting the use of fossil vehicles

Bundling and transshipment to EV

Agree on joint purchasing in a rental contract

Limit heavy freight traffic

Transfer to water

Regulate and enforce contractors and project developers

Clean Air Agenda

Car Lee Agenda

Clean Air Agenda

Safeguarding quay walls and bridges agenda





# */ Horeca* Market Knowledge

- Trends

- The rise of the catering industry due to the disappearance of shops and an increase in (healthy) eating out
- Emphasis on hospitality and branding specialization
- Increase in delivery frequency and increasing number of small deliveries by specialists
- Consolidation of deliveries through wholesalers
- Wide variety of suppliers and used vehicles
- New sales platforms are on the horizon
- More local delivery, from local producers

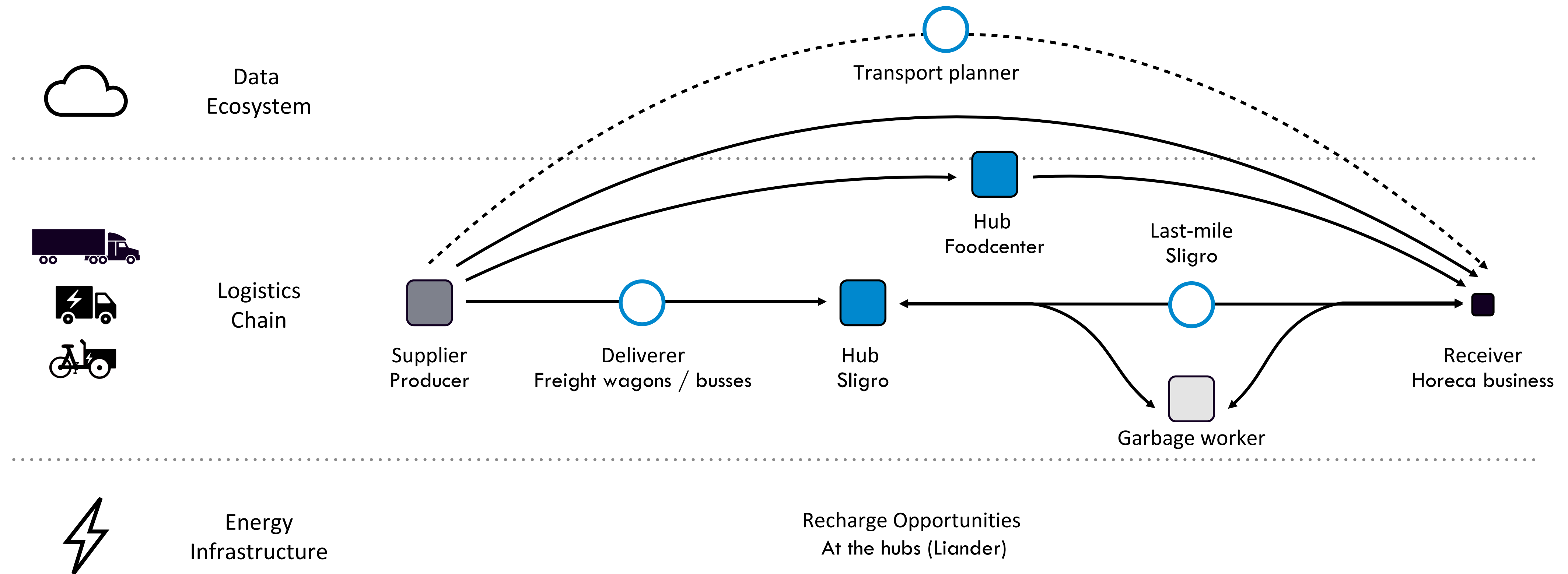
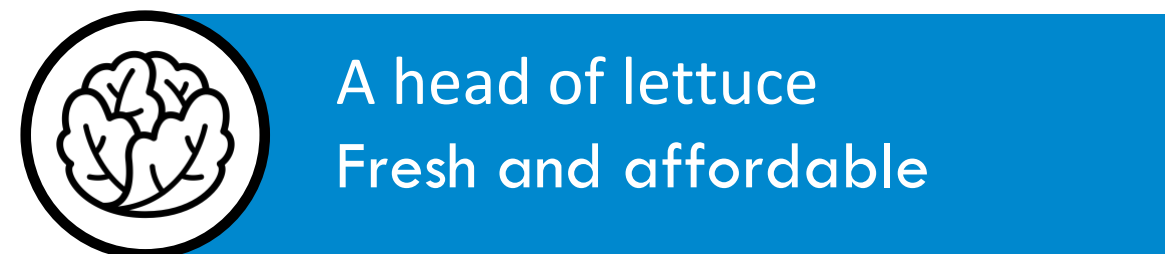
- Main Success Conditions

- Behavioral change around purchasing bundling and up-cycling.
- Deploy recipients to work together. The many players in this SME (small and medium sized enterprises) industry is a challenge
- Vehicle cooling systems and charging infrastructure must be designed to meet zero-emission needs
- Place for inspiration and meeting



# Logistics Chain

## The journey of the goods

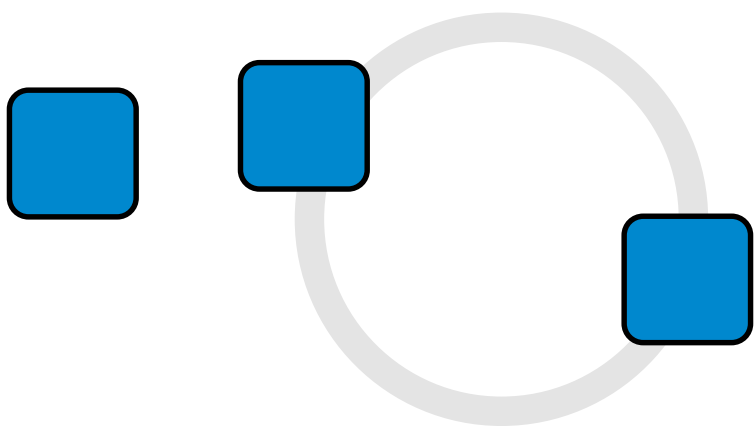




# Hubs

## Regional

(Outside the ring)



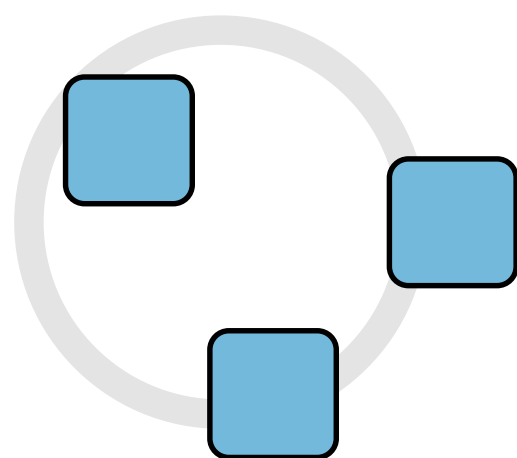
Macro

Buiksloot, Randwijk,  
Bijlmermeer, Nieuw West

*Products supply and collection point*

## In the City

(Inside and outside the ring)



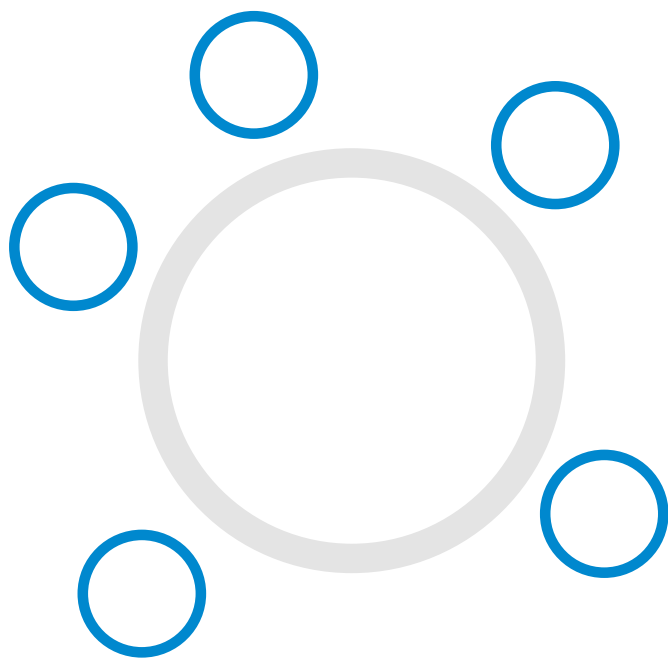
Macro

Foodcenter and new places in  
the south-east side of the city.

*Cooperative bundling zones*

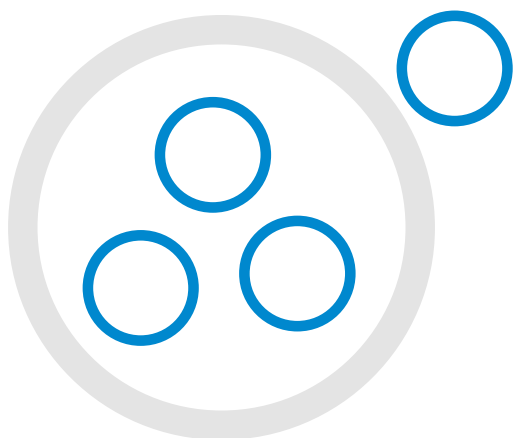
# Transport

Always fresh, never too much, perfectly on time



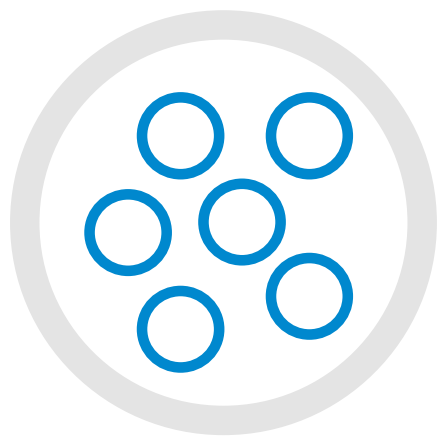
Freight wagon

Outside the  
environmental zone ring  
(A10)



Electric  
Freight bus

Outside and inside the  
ring with data driven  
routes

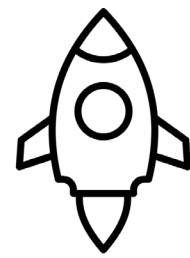


Small  
Transport

For per scenario speed  
delivery



# *For each phase and hub, the city can steer from different roles*



## Developing

- Result-oriented
- Initiative-taking
- Monitoring

The city takes the lead in the realisation of hubs. By developing and operating them itself, or leading them in collaborations.



## Cooperating

- Connecting
- Co-creative
- Together

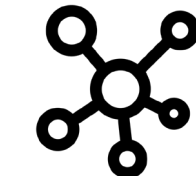
The city actively cooperates with market parties to jointly develop and test new models.



## Framing

- Objective
- Transparent
- Explaining

The city supports market parties, but also sets frameworks within which they must operate.



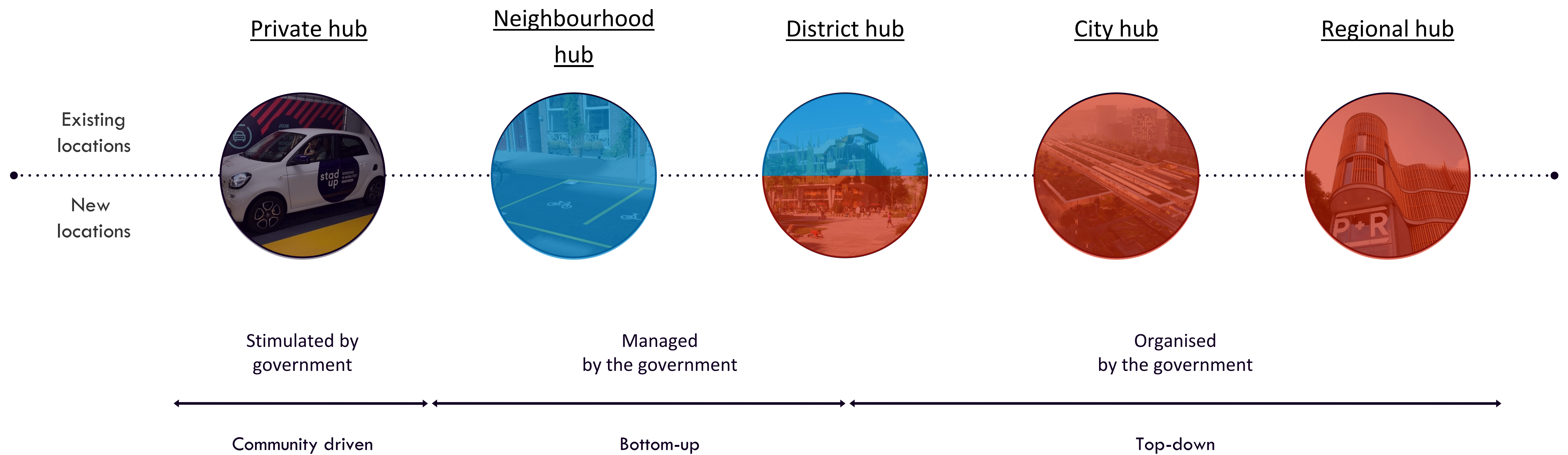
## Facilitating

- Space-giving
- Approachable
- Trusting

The city facilitates market parties with space, time and means, without sharp frameworks.



# Types of hubs / Different roles for the city and partners





# Types of hubs / Steering in transition phases

