Mapping the market: a portfolio approach for informed deliberation of urban development strategies
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Appendix IV  Portfolio maps of Amsterdam and Rotterdam

This appendix displays the various sequences of portfolio maps which have been used in the workshops. In chapter five, partly continuing in chapter six, the main series of residential portfolio maps of Amsterdam and Rotterdam are presented in smaller form, which allows for a better way of ‘browsing through the years’. Here, the maps are presented on a larger scale.

**Residential portfolio of Amsterdam**

The longitudinal series of residential portfolio maps of Amsterdam were used in the workshop on ‘the development of Amsterdam neighbourhoods: past and future’, described in section 5.11. The portfolio maps are accompanied by two other maps, i.e. the average transaction values per m² and the increase over four years, as well as scatter plots displaying the more detailed positions of neighbourhoods. The maps shown here are the maps which are also in the portfolio workbook at DRO.

**Residential portfolio of Rotterdam**

The portfolio maps of Rotterdam have been used in two workshops: on gentrification in Rotterdam and the workshop focusing on Rotterdam Oud-Zuid.

**Partial portfolio for Rotterdam Oud-Zuid**

In addition to the residential portfolio maps of Rotterdam, ‘partial portfolio maps’ were made and used for the workshop focusing on Rotterdam Oud-Zuid.

**Portfolio for offices in Amsterdam**

A portfolio for offices has been made for Amsterdam, based not on transaction values, but rents per m². After the first workshops in Amsterdam, where both the residential and the ‘commercial’ portfolios of Amsterdam were used, these longitudinal maps were made. However, in the following workshops, attention was predominantly with the development of neighbourhoods in residential and less in commercial terms. Hence, the portfolio for offices so far has not been used in a workshop.
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1979

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Amsterdam 1980
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Values

Increase over 4 years

Portfolio Amsterdam 1982

Portfolio Rotterdam 1982
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Values

Increase over 4 years

Portfolio Amsterdam 1983

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Amsterdam 1984

Portfolio Rotterdam 1984
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1985

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Amsterdam 1986

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1987

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Amsterdam 1988

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data

Portfolio Rotterdam 1988

- Green: low values & low increase
- Blue: low values & high increase
- Yellow: high values & high increase
- Red: high values & low increase
- Gray: no data
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Values

Increase over 4 years

Portfolio Amsterdam 1990
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Values

Increase over 4 years

Portfolio Amsterdam 1991

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Portfolio Amsterdam 1994

Values

Increase over 4 years

Portfolio Amsterdam 1994

Legend:
- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
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Values

Increase over 4 years

Portfolio Amsterdam 1997

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Amsterdam 1998

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1999

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Amsterdam 2000

Legend:
- Green: low values & low increase
- Blue: question mark: low values & high increase
- Yellow: star: high values & high increase
- Red: cash cow: high values & low increase
- Grey: no data
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Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 2003

- Centrum
- Amsterdam-Noord
- Boss en Lunteren
- De Burelaars
- Geuzenveld/Weteringscheur
- Oost/Watergraafsmeer
- Oost
- Oud-West
- Oud-Zuid
- Binnenvaart
- Waterpoort
- Zeeburg
- Zuidasnestel
- Amsterdam Zuidoost

Legend:
- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
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Values

Increase over 4 years

Portfolio Amsterdam 2004

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
Portfolio Rotterdam
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 1991

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Rotterdam 1992
Mapping the Market

Portfolio Rotterdam 1993

Values

Increase over 4 years
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Values

Increase over 4 years

Portfolio Rotterdam 1994

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 1995

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data

Increase over 4 years in K€/m²
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Rotterdam 1996

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
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Values

Increase over 4 years

Portfolio Rotterdam 1997

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
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Values

Increase over 4 years

Portfolio Rotterdam 1998

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 1999

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
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Values

Increase over 4 years

Portfolio Rotterdam 2000

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 2001

- Green: low values & low increase
- Blue: question mark: low values & high increase
- Yellow: star: high values & high increase
- Red: cash cow: high values & low increase
- Grey: no data
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 2003
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Values

Increase over 4 years

Portfolio Rotterdam 2004

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data

Gem. verticaal bereik hoogte m in

- 0-100
- 100-700
- 700-1300
- 1300-1900
- 1900-2500
- 2500-3000
- 3000+
- geen data

Gem. verticaal bereik per jaar in KWh

- 5000
- 5000-6000
- 6000-7000
- 7000-8000
- 8000-9000
- 9000+
- geen data
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Partial Portfolio Rotterdam Oud-Zuid 1991

Partial Portfolio Rotterdam Oud-Zuid 1992
Partial Portfolio Rotterdam Oud-Zuid 1993

Partial Portfolio Rotterdam Oud-Zuid 1994

Legend:
- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
Partial Portfolio Rotterdam Oud-Zuid 1997

Partial Portfolio Rotterdam Oud-Zuid 1998

Legend:
- **Dog**: low values & low increase
- **Question mark**: low values & high increase
- **Star**: high values & high increase
- **Cash cow**: high values & low increase
- **No data**
Partial Portfolio Rotterdam Oud-Zuid 2001

Partial Portfolio Rotterdam Oud-Zuid 2002

Legend:
- **Dog:** low values & low increase
- **Question mark:** low values & high increase
- **Star:** high values & high increase
- **Cash cow:** high values & low increase
- **No data**
Office Portfolio for Amsterdam
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Portfolio for Offices in Amsterdam, 1994

Portfolio for Offices in Amsterdam, 1995
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Portfolio for Offices in Amsterdam, 1996

Portfolio for Offices in Amsterdam, 1997
Portfolio for Offices in Amsterdam, 2000

Portfolio for Offices in Amsterdam, 2001
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Portfolio for Offices in Amsterdam, 2004

Portfolio for Offices in Amsterdam, 2005
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Portfolio for Offices in Amsterdam, 2006