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 focussing 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 focussing 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 as 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 & high increase
- No data
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 1980

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 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
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 1984

Portfolio Rotterdam 1984

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 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
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 1986

Portfolio Rotterdam 1986

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
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1987
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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
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 1992

- Centrum
- Amsterdam-Noord
- Blok en Lammers
- De Biezenes
- Gezondheids- en Zorgcentrum
- Oost/Watergraafsmeer
- Overtoom
- Oud-West
- Oud-Zuid
- Zeeheldenkwartier
- Waterpoort
- Zeeburg
- Zuidas
- Amsterdam Zuidoost

Portfolio Amsterdam 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
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1993

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>Dog: low values &amp; low increase</td>
</tr>
<tr>
<td>Blue</td>
<td>Question mark: low values &amp; high increase</td>
</tr>
<tr>
<td>Yellow</td>
<td>Star: high values &amp; high increase</td>
</tr>
<tr>
<td>Red</td>
<td>Cash cow: high values &amp; high increase</td>
</tr>
<tr>
<td>Grey</td>
<td>No data</td>
</tr>
</tbody>
</table>
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 1994

Portfolio maps show the distribution of values and increases over 4 years in Amsterdam and Rotterdam. The maps are color-coded to represent different value categories, with specific areas highlighted to indicate areas of significant change.
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 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
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 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
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 1999

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
- Gray: no data
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 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 Amsterdam 2001

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 2002

- 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

Portfolio Amsterdam 2003

Values

Increase over 4 years

Portfolio Amsterdam 2003

Dog: low values & low increase
Question mark: low values & high increase
Star: high values & high increase
Cash cow: high values & low increase
No data
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Amsterdam 2004

- Centrum
- Amsterdam-Noord
- Bos en Lommer
- De Bijenkorf
- Geuzenveld/Giddermeerpolder
- Oost/Weteringschans
- Oudorp
- Oud-West
- Oud-Zuid
- Binnewaard
- Westerpark
- Zeeburg
- Zuidas
- Amsterdam Zuidoost

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
- Gray: no data
Mapping the Market

Values

Increase over 4 years

Portfolio Amsterdam 2005

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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Portfolio Rotterdam 1992

Values

Increase over 4 years

Portfolio Rotterdam 1992
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 1993

- Dog: low values & low increase
- Question mark: low values & high increase
- Star: high values & high increase
- Cash cow: high values & low increase
- No data
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

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

Legend:
- Green: low values & low increase
- Blue: low values & high increase
- Yellow: high values & high increase
- Red: high values & low increase
- Grey: no data
Mapping the Market

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
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Values

Increase over 4 years

Portfolio Rotterdam 1998

Dog: low values & low increase
Blue: question mark: low values & high increase
Star: high values & high increase
Red: cash cow: high values & low increase
Gray: no data
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 1999

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- 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

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

Values

Increase over 4 years

Portfolio Rotterdam 2001

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 2002
Mapping the Market

Values

Portfolio Rotterdam 2003

Increase over 4 years
Portfolio maps of Amsterdam and Rotterdam

Appendix IV

Portfolio Rotterdam 2004

Values

Increase over 4 years
Mapping the Market

Values

Increase over 4 years

Portfolio Rotterdam 2005

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 1991

Partial Portfolio Rotterdam Oud-Zuid 1992
Office Portfolio for Amsterdam
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Portfolio for Offices in Amsterdam, 1996

Portfolio for Offices in Amsterdam, 1997
Appendix IV  Portfolio maps of Amsterdam and Rotterdam

Portfolio for Offices in Amsterdam, 2000

Portfolio for Offices in Amsterdam, 2001
Mapping the Market

Portfolio for Offices in Amsterdam, 2002

Portfolio for Offices in Amsterdam, 2003