DRAFT VERSION OF THE INTERNATIONAL ZONE AREA DEVELOPMENT VISION

THE MUNICIPAL EXECUTIVE OF THE HAGUE, considering that:
- The International Zone serves as The Hague’s calling card as the International City of Peace and Justice;
- The Area Development Vision is an elaboration and update of the policy document ‘Basic Points of Departure for the International Zone’ (Nota van Uitgangspunten Internationale Zone) as adopted by the Municipal Executive in 2009.

Has decided to:
I. Agree to the publication of this draft version of the Area Development Vision for the benefit of consultation.

II. Agree to the allocation of EUR 10 million from existing funds that were already reserved for the International Zone, in which process sub-projects are declared operational via the regular decision-making process.

The Hague, 26 November 2013

The Municipal Executive of The Hague,
The Municipal Secretary, The Mayor,

Ms A.W.H. Bertram     J.J. van Aartsen
I. Introduction

The International Zone is one of the development areas specified in the policy document ‘The Hague 2020 Structural Vision’ (Structuurvisie Den Haag 2020, November 2005/rv 197). In 2009, the Council formally adopted a policy document outlining the basic points of departure for the area’s development (Nota van Uitgangspunten Internationale Zone, December 2009/rv 154). The present Area Development Vision for the International Zone is a follow-up to this policy document. The Area Development Vision takes the drastic turnaround in the economy and property market since 2009 into account. The Municipality’s role in area development projects has also changed substantially in the intervening period.

This Area Development Vision updates the Nota van Uitgangspunten, deals with new opportunities (offered by The Hague Security Delta, among other developments) and adds several new connecting projects such as the linking up of local green areas and a stronger focus on the city’s cultural and historical heritage. However, the key ambitions reflected in the Nota van Uitgangspunten have been maintained.

The Area Development Vision serves a dual purpose. Its first objective is to make the unique qualities of this Hague area more visible and accessible to everyone living or working in or visiting the International Zone, and to integrate the district even more effectively in the urban landscape and the surrounding dunes. By making targeted investments in the upgrading of local public space and green areas, we can create a more attractive environment to live, work and stay in, encouraging private parties (residents, entrepreneurs, non-governmental and semi-public organisations, etc.) to also invest in the International Zone and unfurl new initiatives. The Municipality can play a facilitating role in this context. By seeking out partnerships with external parties, we can focus our efforts on improving quality of life, safety, accessibility, public space and green areas in the Zone.

The second objective is to strengthen the International Zone’s position as the beating heart of the International City of Peace and Justice. The Zone is the pre-eminent location in The Hague for international organisations. In addition, the area is a major driver of the city’s economy. The district has many things going for it: a central location, good accessibility, attractive residential neighbourhoods, splendid parks and both dunes and the beach nearby. These aspects all strengthen the Zone’s appeal as a choice of location for non-governmental and semi-public organisations, companies, employees and residents. After all, the International Zone can be considered The Hague’s calling card as the International City of Peace and Justice.

The Municipality of The Hague strives to arrive at a broadly supported Area Development Vision. During the writing of this draft version, municipal officials spoke with a number of parties – both internal and external (residents’ associations, conservation groups and other stakeholders). The present draft version of the Area Development Vision will serve as input for a public consultation round in the city.
II. The International Zone

Although the International Zone is not a precisely delineated area, it can be said to extend roughly from Landscheidingsweg to Sportlaan and from Statenkwartier/Van Stolkpark to Archipelbuurt/Willemspark.

The International Zone

An integral part of the city

The Hague’s International Zone is fairly unique when compared to similar areas in other ‘world cities’. In other cities, the international district is frequently isolated, detached from the regular urban dynamic and remote from the city’s residential neighbourhoods. In contrast, The Hague’s international community is entirely immersed in the regular city – expats can ride their bike to work. Safety and security in the International Zone are consequently taken very seriously by local government. After office hours, the district remains a pleasant area to live, shop and relax in.

The Hague’s local and international communities are also interwoven in a social sense. Expats and locals live side by side, shop at the same stores, and frequent the same sport clubs and leisure facilities. To make them feel at home, The Hague needs to meet quite a few stringent demands, including good international education and an extensive offer of culture, sports and shopping opportunities. To remain appealing as a place to live and work, the city needs to constantly improve its social and residential environment. And finally, The Hague needs to offer sufficient space for new organisations to set up here and for existing organisations to expand or relocate their activities.

The Municipality and private initiatives

The International Zone both presents new opportunities and poses a variety of challenges. A successful approach calls for effective collaboration between the Municipality, private parties, residents and entrepreneurs. The Municipal authorities play a variety of roles in this context. We create conditions that make it interesting for parties to develop plans for the area. In this new approach to area development, the Municipality also explicitly encourages and facilitates third-party initiatives – in those cases where they are unfurled within a previously determined framework. This creates a great deal of scope for private initiative and enterprise. In addition, we facilitate private investment plans and examine opportunities to ‘create work from work’. A new building project, for example, can present an opportunity to restructure the public space in the surrounding area. In addition, the Municipality can stimulate new developments by clearing obstacles, bringing parties together, sharing information and acting as a coordinator in complex processes.

The Municipality itself will also take the lead in a number of cases – investments in the improvement of local public space and green areas, for instance. In addition, it improves accessibility in the district by upgrading tram routes 9, 11 and 1, constructing new, effective bike paths, taking on bottlenecks along the North-western Trunk Road and investing in safety (The Hague Security Delta, among other initiatives).

Making the area’s qualities more visible

Today’s International Zone has developed organically over the centuries. The area is closely interwoven with the history of The Hague and the Netherlands. Its variety of stately residential neighbourhoods and historic green areas can be considered unique. But at present, the district’s parks, woodlands and public gardens feel too separate from one another. We propose linking these ‘green gems’ to one another, so that they offer a more cohesive experience to people passing through. This ‘Archipelago of Inland Parks’ needs to become more accessible in both senses of the word. This plan will require us to develop physical connections between parks and create more facilities for active recreation: strolling, cycling, inline skating, playing outdoors and sports and exercise. All new developments in the district need to take sustainability as their fundamental point of departure.
III. Ambitions for the International Zone (2013-2018)

We have formulated six ambitions for the further improvement and strengthening of the International Zone's local quality. These ambitions have been summarised and visualised in a Vision Map. The ambitions will be explained in more detail in the section that follows. Our six ambitions are:

1. Strengthen the district's social and residential environment;
2. Strengthen the district's main spatial structure;
3. Improve local green areas and public space;
4. Improve accessibility in the district;
5. Enhance visitors’ experience of local cultural and historical heritage;
6. Consolidate sustainability in the district.

International Zone Vision Map

VISION MAP

International Clusters
Green residential parks
Woodland structure
Woodland/park with distinct identity
Natura 2000
Peace Route
Bike path
High-grade public transport stop/RandstadRail
Main entrance to Duinpark
Railway
Regional access road

Spatial characteristics

Leafy
Watery
Dune landscape
Urban landscape

Icons

International organisation
Madurodam
World Forum Convention Centre
International Criminal Court
Sport facilities
Playground facilities
City Nursery (Stadskwekerij)
International school
Scheveningen Prison
Gazebo
Catshuis
Peace Palace
Museum Quarter
Main bikeway
Tram route
Bus route
Train station
Main access road for cars
1. Strengthen the district’s social and residential environment

New non-governmental and semi-public organisations
It is exactly 100 years since the opening of the Peace Palace, the premier symbol of The Hague’s status as International City of Peace and Justice. The Peace Palace was joined by many other international institutions, particularly over the past few decades. With the construction of the new premises for the International Criminal Court and Eurojust, two new major international organisations will be setting up in the International Zone. The Hague will continue to offer room for new organisations in the years ahead. An organisation’s choice of a particular location follows its own unique dynamic. There is no way to force the organisation’s final decision, but it can be influenced by providing an active response to current developments and opportunities as they present themselves. Indeed, to remain eligible as a location, The Hague is required to present a strong case for itself.

When it comes to accommodating new organisations in the International Zone, the Municipality prefers the re-use of existing buildings over new construction. In addition, the location needs to be attractive and sufficiently representative for the organisation. Aspects like the building’s security profile, accessibility and its incorporation in the surrounding area also play a role in the decision-making process.

Employment
Together, the international semi-public and non-governmental organisations in the Hague region represent some 18,000 direct jobs, as well as indirectly supporting another 17,000 jobs in sectors like Business Services and Hospitality. They are a major pillar of The Hague’s economy (Decisionrapport, 2010/2011). For this reason, the Municipality has decided to make a targeted investment in the further expansion of the city’s international sector.

Conference function
The Hague needs to have a high-quality conference centre that fully satisfies current international standards with respect to capacity and quality. For the international organisations in the city, such a conference centre is nothing less than a basic requirement. For this reason, the Municipality decided to buy the WFCC building and make a budget available for its renovation and expansion. Work has already started on these projects. A top-quality conference centre can also play an important role in the local economy. After all, conferences and fairs are generally attended by affluent visitors who stay in the city for a number of days. Decision-makers from the private sector, the scientific community and the public sector come in contact with one another (and The Hague), which can lead to the development of new initiatives. To strengthen The Hague’s position as a conference town, the Municipality works together with various private parties to further enhance the World Forum area. The surrounding green areas are already being upgraded at the time of writing.

Integrated security (The Hague Security Delta)
The Municipality of The Hague sees it as its task to continue offering its residents, local and international organisations, companies and visitors a pleasant and secure environment to live, work and stay in. The further improvement of security in the International Zone is a key endeavour.

Together with international organisations in the World Forum area, Public Order and Security (POS) parties and companies participating in The Hague Security Delta (HSD), the Municipality has embarked on an intensive process to arrive at a modern, innovative and integrated area security programme. The parties aim to jointly develop a modern integrated area security concept, rather than merely stacking a succession of intrusive physical security measures at each separate location. This integrated approach will not only serve the interests of all stakeholders but will also benefit the surrounding public space. Lower walls and fencing around buildings will have less of an impact on quality of life and the experience of public space in the World Forum area. In addition, organisations can collectively overhaul their respective security programmes, employing modern technology that will result in lower costs and increased security. Using this new technology, the POS parties can develop far more targeted – and consequently cost-effective – measures. And the resulting products can be put on the international market, contributing even further to The Hague’s
local economy. Furthermore, these efforts will allow us to really put The Hague on the map as a centre of experimentation and innovation. And the premium partners of The Hague Security Delta, the largest security cluster in Europe, will be able to put their innovative solutions to practice in our city.

The Municipality of The Hague and HSD are considering setting up a Living Lab for the International Zone, in which all stakeholders can explore and test which solutions are best suited to their situation. The main objective of this ‘experimental plot’ is to create a combination of maximum security and minimum visibility, arriving at a comprehensive solution that takes account of quality of life, the economy and safety aspects. This on-going process is monitored in the Living Lab, and supply and demand come together in a process of innovation stimulated by co-creation on the part of users, knowledge institutes and the private sector.

New locations for encounters
Every day, Hague locals and expats meet each other in the International Zone’s stores, schools and sport clubs. We intend to further encourage and intensify such encounters by creating new venues for internationally oriented activities. We intend to order a feasibility study that examines the current demand for an international multi-tenant building for educational institutions (that will include classrooms for the children of embassy staff), while simultaneously examining which opportunities exist to form an alliance of organisations that offer activities and expertise in the area of peace, justice and world citizenship.

Furthermore, there are a number of annual events where local Hague citizens and expats meet one another, such as the Embassy Festival, The Hague International Open Day and Around the World in Your Own Town – but also Veterans’ Day and the UIT Festival.

Dutch and international tourists
Tourism is a major pillar for The Hague’s economy – one that yields some EUR 2 billion for the city every year. With more than 50 million visitors and 1.2 million overnight stays per year, The Hague is the Netherlands’ second tourist destination.

One finds many major tourist attractions in the International Zone, such as Madurodam, the Gemeentemuseum, Omniversum, Museum and GEM/Hague Museum of Photography, which together attract over 1.5 million visitors per year. In addition, with the World Forum and its broad range of hotels, the International Zone is the premier location for major international conferences. The area connects the city’s two major tourist centres of the historic inner city and Scheveningen, making the International Zone a vital link between downtown and the beach; the coast and the city centre. To preserve and further strengthen this function, we need to cherish the area’s tourist appeal.

Moreover, the International Zone forms the beating heart of the global drive for Peace and Justice, with the Peace Palace as a venerable icon. Every year, thousands of tourists from around the world visit the Palace. The International Zone is the perfect location for expanding on this theme for our Dutch and foreign guests.

Encourage the re-use of existing office buildings
To enhance the profile of the various business locations in the city, and to promote the clustering of similar organisations, The Hague has established various zones, each of which has its own character. In the International Zone, this involves a cluster of embassies, international organisations and institutions, non-governmental organisations (NGOs), knowledge institutes and providers of business services.

When seeking to find the right location for a new organisation that intends to set up in The Hague, it will first be examined whether there are any opportunities to re-use an existing building. The Dutch government will be hiving off a large number of buildings in the area over the next few years. This process is being prepared by a project group made up of representatives of both the national and
municipal governments. We are simultaneously examining which office buildings might possibly be converted to other functions.

**Gaps in the housing offer**
The residential neighbourhoods in the International Zone are popular among locals and expats alike. This applies to the stately Statenkwartier with its many spacious town houses, but also for the green environs of Van Stolkpark with its leafy avenues. However, the existing housing offer also has a few lacunae. For example, there is considerable demand among expats in this part of town for free-standing homes and luxury flats.

In view of the limited space available in this area, new building projects should preferably involve luxury free-sector flats. The construction of new units in this category will broaden the local housing offer and strengthen The Hague’s appeal as a place of residence. In addition, this measure will improve circulation in the local housing market. And finally, there is a clear need for smaller mid-priced flats – for organisations’ middle management staff, temporary employees and interns, for example.

**Facilities**

*Retail*
The Area Development Vision takes the strengthening and concentration of retail at existing locations as a basic point of departure. The local shopping street Frederik Hendriklaan has an authentic atmosphere that attracts a lot of locals and expats. The street offers a mix of speciality shops for grocery shopping and a variety of shops where one can buy fashion, lifestyle products, accessories and leisure items. In contrast with many other shopping centres, Frederik Hendriklaan still enjoys an attractive balance of local retailers and chain stores.

Willem Royaardsplein is a small neighbourhood shopping centre that mainly caters to shoppers’ day-to-day needs. In the near future, the shopping centre will undoubtedly gain new customers when the International Criminal Court moves into its new premises on the edge of the neighbourhood. The centre will be renovated at the end of 2013, with the new square opening in early 2014.

*Hotels*
In light of the present situation in the Hague hotel sector, the Municipality is quite wary to facilitate initiatives outside The Hague’s core tourist areas of Scheveningen and the Historic Centre. In the city’s other districts (which includes the International Zone) the authorities will be adhering to the ‘no, unless’ principle. In concrete terms, this means that the Municipality will not be cooperating with any changes to the zoning plan that may be required for the project, unless the initiative presents a demonstrable added value for the local Hague economy.

*Culture and leisure*
As hotspots for culture and recreation, Gemeentemuseum Den Haag, The Hague Museum of Photography, Museum, Omniversum and Madurodam all combine a distinct and attractive profile with high visitor numbers. They can respond more emphatically to the international character of their environs by focusing on themes like Peace, Justice and World Citizenship. Museon has already actively picked up on this idea. In addition, the Municipality has identified opportunities to work together in the area of programming and publicising. The International Zone’s cultural and historical heritage and green areas can also be used as a starting point for activities that strengthen visitors’ relationship with their physical surroundings.

*Sports, exercise and playgrounds*
Sport helps people to relax, brings them together, benefits mind and body and offers positive educational experiences for our youth. For this reason, the Municipality aims to help satisfy the strong demand for venues for amateur sports, competitive sports, commercial sports-related
activities and world-class competitive sports. We need to ensure that existing facilities in the International Zone are as accessible and attractive as possible. To encourage people to use them, we need to get in touch with local educational institutions, clubs and residents’ initiatives. In the case of new construction projects, the sports venues need to satisfy as many international standards as possible.

In its memorandum Spelen in de stad! (RIS 157604), the Municipality set out its ambition to create challenging playgrounds in each of The Hague’s districts that connect to the needs and interests of today’s young people. In principle, the wide range of woodlands, parks and public gardens in the International Zone offers children more than enough opportunities for playing outdoors, both at official playgrounds and beyond. Furthermore, the beach is close by. To entice children to play outdoors, Westbroekpark has presently gained a number of attractive playgrounds and a large playing field. A number of playgrounds have been or are being renovated in the areas behind the dunes (Scheveningse Bosjes, Hubertusduin). The emphasis will be on playing outdoors in nature.

2. Strengthen the district’s main spatial structure

The main spatial structure of the International Zone has a number of historical lines and connecting routes. Seven of these are at a right angle to the coastline, and at a right angle to the old structure of sand (embankments) and peat: Verversingskanaal, Stadhouderslaan, Scheveningseweg, Haringkade, Nieuwe Parklaan, Badhuisweg and Van Alkemadealaan. Two of the lines run parallel to the coast: the ‘Dune to Dune Route’ and Telderstracé. These lines connect the dune landscapes and green areas on opposite sides of the city. These and other historical lines lend the city of The Hague a clear and recognisable basic layout. The main spatial structure will be strengthened on the basis of three principles:

A) Towards an ‘Archipelago of Inland Parks’

The abundance of greenery in the International Zone is highly appreciated. It contributes in part to The Hague’s image as an attractive place to live and work. The International Zone’s main green core areas are Scheveningse Bosjes, Nieuwe Scheveningse Bosjes, Hubertusduin, Westbroekpark, Zorgvliet and Klein Zwitserland. Local infrastructure cuts through the individual parks and woodlands, turning them into separate islands in the larger district. Combined, these fragmented inland parks present far more potential than is presently realised. The areas’ experience value and options for use will be enhanced when they are linked to one another so that the green areas are experienced as a cohesive whole – although each green area will preserve its own identity. New functions need to support and strengthen the ecological values (the existing flora and fauna) already found in the parks and woodlands. In time, this will allow these green areas to develop into an ‘Archipelago of Inland Parks’.

Park Development Vision

We will achieve the desired quality by realising effective connections between the layout, management, maintenance and use of the linked green areas. To this end, we will be drawing up a Park Development Vision. Four main objectives will serve to guide all future interventions:

1. Evaluate:
   Identify and preserve cultural and historical and ecological values.

2. Distinguish:
   Exploit and where required enhance the parks’ unique qualities.

3. Connect:
   Clarify the hierarchy of the paths and construct a ‘Peace Path’ (working title) that links the areas.
4. Encounter:
Create more inviting gateways and meeting areas like gazebos, restaurants and bars in the parks and playgrounds.

Working in close collaboration with citizens, entrepreneurs and other interested parties, the Municipality will give further concrete shape to its impulses for these green areas. But we will also be offering scope for new third-party initiatives. Our focus will be on preserving existing qualities (ecological, cultural and historical values and user and experience values) and at the same time facilitating new developments that satisfy previously established conditions.

B) Intensification of dynamic clusters
The area’s international functions are concentrated into three clusters: the World Forum, Hubertusduin and the cluster of the former barracks buildings. These clusters also present the best opportunities for new developments. Each of the three clusters has its own character. New projects can be grasped as an opportunity to initiate a quality improvement drive in the surrounding area, e.g. improvement of quality of life and accessibility, upgrading of public space and effectively incorporated security measures (HSD) by ‘creating work from work’.

The World Forum cluster
The World Forum cluster – the heart of the International Zone – offers a mix of functions: international organisations, offices, museums, a conference centre and hotels. This interaction makes it a particularly interesting cluster, one that offers scope for intensified use – during trade fairs or festivals, for instance, or world-class conferences like the Nuclear Security Summit 2014. Security measures will be adapted to current use. The structuring of the public space contributes to a quality experience, security and intensive use.

Through traffic should be impeded as little as possible – even during heavily attended events. The Toren van Oud building can serve as a landmark in the city for this cluster. A lively atmosphere would be desirable in the World Forum area, which could be achieved by adding new bars and restaurants or information centres and exhibition venues.

Hubertusduin cluster
The Hubertusduin cluster is geared towards entertainment and recreation. Its main attraction is Madurodam, but many also visit the former cafe ‘De Bataaf’ (presently a tennis club). The area has a campus-like quality, with an abundance of open space and greenery, interlaced with recreational functions and built-up areas. The nearby Westbroekpark can accommodate large visitor numbers during events like the annual Parade Festival in the summer. Besides ensuring that the area remains accessible, the challenge lies in integrating functions and buildings more effectively in the surrounding dune landscape – by developing new solutions for entrance areas and parking, for example.

In the future, we will have opportunities to expand the cluster in the direction of Plesmanweg and the City Nursery.

Barracks cluster
The site of the former barracks buildings forms an excellent location for the premises of, for example, national and international organisations that have a demanding security profile. The Alexanderkazerne barracks complex has presently been torn down to make way for the International Criminal Court. On the site of the Frederikkazerne, the Dutch government has realised a new officers’ hotel. In the longer term, this location will also offer room for organisations with a strict security regime. New developments need to be carefully scaled and coordinated with the adjacent dune landscape of Waalsdorpervlakte.

C) Custom solutions in various special locations
In addition to the above three clusters, the International Zone also has several specific locations that thanks to their situation and spatial options, present good potential for further development or conversion. New projects need to be attuned to the local surroundings and respect existing experience values and cultural and historical values.
3. Improve local green areas and public space

Public space
Public space, green areas and water parties serve as both a platform and a backdrop for The Hague as an International City. However, in some parts of the city, the quality of local facilities falls short in this respect. Here, the layout, management and experience value require an upgrade. Our ambition is to develop an integrated approach to the International Zone’s public space. This involves a coherent programme that tackles issues in the area of accessibility, look and feel, functionality, safety and security and green space and ecological quality. This approach has already been initiated in the area around World Forum, the Peace Palace and the International Criminal Court. The main point of departure in this undertaking is the Public Space Framework Policy Document (Kadernota Openbare Ruimte, November 2012/rv 113).

The security profile of international organisations and embassies in the International Zone adds an extra dimension to the local public space. The associated security measures need to be integrated as far as possible in the buildings and the layout of the surrounding area, so that the area does not become a fortress of fences, buffer zones and countless surveillance cameras. Two good examples are the new premises for the International Criminal Court and Eurojust, in which the hills of the surrounding dune landscape are used to hide the security measures from view. The aim is to arrive at a modern, innovative integrated area security system (The Hague Security Delta) that has a minimal impact on local public space.

Green and ecological values
Future projects in the area need to be designed in such a way that they contribute to the preservation, recovery and reinforcement of the main ecological structure and ecological connecting zones. Part of the ecological connection between the Western and Eastern Dunes – including along Haagse Beek – belongs to the Main Provincial Ecological Structure. This connection is interrupted by the Verversingskanaal and the built-up area around Verhulstplein. It will be examined to which extent this ecological connection can be improved. This study is a consequence of the Council’s Policy Document on Ecological Connecting Zones 2008-2018 (Nota Ecologische Verbindingszones 2008-2018, January 2009/RIS 159450).

A number of broad tree-lined avenues in the International Zone are of importance to The Hague’s urban ecology. At a right angle to the coastline, these avenues are Houtrustweg, Van Boetzelaerlaan, Statenlaan, Scheveningseweg and Nieuwe Parklaan. The roads parallel to the coastline include President Kennedylaan, Johan de Wittlaan, Teldersweg and Pompstationsweg. The ecological situation at these locations should be maintained without any interruptions.

Healthy structuring of the local social environment
From the outset of the planning process for new construction, re-use or redevelopment, the planners need to take account of health considerations in their design decisions. Which positive or negative consequences will the proposed changes have for the health of users, local residents and other stakeholders? By taking account of potential health issues at an early stage, we can achieve real progress and quick wins in this area.

When designing or redesigning public space, we will be exploring – in consultation with local stakeholders – whether we can incorporate ‘healthy’ themes like exercise (running, inline skating, cycling, strolling), accessibility and spaces where people can meet one another in addition to focusing on management and maintenance.

4. Improve accessibility in the district
International accessibility
The people working at the international organisations and headquarters in the International Zone maintain close contacts with their foreign networks. They consequently require good connections with Amsterdam Schiphol Airport, Rotterdam The Hague Airport and the city’s railway stations for trains to Brussels, Paris, London and Berlin. The Municipality is working hard to establish a direct and frequent rail connection between The Hague and Brussels/Paris/London as well as improve the public transport connections with Germany and Rotterdam The Hague Airport.

By car
To ensure the International Zone is easily accessed by car, we need to establish reliable routes and a transparent hierarchy of roads in the area. While Utrechtsebaan/Raamweg provides swift access to the city, it is also a busy and vulnerable thoroughfare. That is why we will be investing in alternative routes. Since 2008, the Hubertustunnel forms a new gateway to the International Zone for drivers arriving from Schiphol Airport and Amsterdam. And from 2019 on, Rotterdamsebaan will offer a second entrance to the city centre from Ypenburg Junction. The extended A4 motorway between Delft and Schiedam is scheduled for completion in 2015. And finally, in the period 2020-2025, we will be improving the Zuidelijke Randweg/Lozerlaan connection.

Within the International Zone, road traffic is concentrated along the main roads: the North-western Trunk Road, Houtrustweg, Zwolsestraat/Van Alkemadelaan, Stadhouderslaan and Raamweg. Public transport and slow-moving traffic will be given priority on the other roads in the district. The Municipal Council recently decided to elaborate the proposed measures in more detail for a number of bottlenecks on the North-western Trunk Road (RIS 260892). The Municipality has already reserved funds for the first phase of this project. In 2011, a study was performed into the possibility of realising a tunnel connection at the Scheveningseweg/Johan de Wittlaan junction. It was concluded that a tunnel at this junction would only yield limited benefits for local traffic circulation, and that the associated investment was too high.

By public transport

Tram
Good public transport connections are vital to an area’s appeal as a place of business. The International Zone can be accessed via four different tram routes. As of 2014, routes 9 and 11 will be handled by new trams. To this end, the relevant lines will be adapted and upgraded. The new tramcars will be wider, more comfortable and offer a level-floor entrance (similar to RandstadRail). In addition, the vehicles can drive in both directions, removing the need for terminus loops at the final stops. The cancellation of tram route 10 means there is no longer a direct tram connection between World Forum and The Hague Central Station. We are currently examining which opportunities there are to re-establish a direct and frequent public transport connection between the two areas. In due time, our ambition is to upgrade the status of the Scheveningseweg/Johan de Wittlaan tram stop to ‘premier stop’.

Bus
Public transport connections to the Barracks cluster and the site of the future International Criminal Court building are handled by Buses 22 and 23. During rush hours, the TNO/NATO complex is also served by a bus stop. This is due to the fact that this location is the terminus of a number of Bus 22’s rush hour services. It is important that this cluster remains accessible via public transport – particularly in view of the large number of people who are or will be employed by international organisations in this area.

By bike
It is likely that cycling will become more popular among Hague locals and expats if we further improve the quality, safety and signage of the various bike paths in the area and install more bike racks and bike sheds. The Hague’s Policy Document on Mobility (Nota Mobiliteit, rv115/2011) takes
a network of key cycling routes as a point of departure. In the International Zone, this network includes Haringkade and President Kennedylaan/Johan de Wittlaan/Teldersweg. In addition, we will be developing a cycling network of 14 swift ‘star routes’ – three of which traverse the International Zone: a route along Conradkade connecting the city centre to Scheveningen-Haven (to be realised in 2014/2015) and two routes leading from the city centre to Scheveningen-Bad – one via Scheveningseweg and one via Nieuwe Parklaan.

The routes connecting the historic centre to Westduinpark/Kijkduin and Oostduinpark/Meijendel are of specific interest to recreational cyclists. Both areas can be linked together by a new ‘dune to dune’ bike path, which could run from the Western to the Eastern Dunes via Willem de Zwijgerlaan, Scheveningse Bosjes and Pompstationsweg.

Parking
The International Zone generally offers sufficient parking space thanks to the area’s relatively low building density. A parking regime will be set up for those locations where the parking pressure is nevertheless too high on a structural basis – i.e. over 90%. Where required, and possible, we will be developing extra parking space. In the case of new office and residential projects, the developers will be expected in principle to realise parking solutions on the project site itself.

5. Enhance visitors’ experience of local cultural and historical heritage

The history of the International Zone goes back many centuries. Indeed, a major share of the townscape is protected. Countless cultural and historical values throughout the district remind one of its history, and form an essential part of the area’s identity. New developments will need to respect this heritage and where possible strengthen or repair local cultural or historical aspects.

The International Zone is dotted with municipal and national heritage sites, and the Peace Palace is a monument of truly international stature. In addition, the area has a number of protected cityscapes and memorials in the public space. The fortifications of the Atlantikwall form a reminder of the city’s occupation in the Second World War.

Another symbol from this period is the ‘Oranjehotel’ in Scheveningen, which is found on the grounds of the Haaglanden prison complex.

The Germans held suspected members of the Dutch resistance in these cell blocks for questioning and trial. For a number of years now, a foundation has been calling for the preservation of this special war monument, in order to keep the memory alive of the Dutch resistance to the German occupation and oppression. The Dutch government and the Municipality of The Hague are following the elaboration of this initiative with interest.

6. Consolidate sustainability in the district

An International City of Peace and Justice is by definition a sustainable city. Sustainability forms an integral part of all proposed developments in the International Zone. Over the next few years, the Municipality will work hard to promote sustainability via a number of special programmes. In partnership with local residents, entrepreneurs and other stakeholders, the Municipality will seek to realise sustainable solutions in the following areas:

- Reduce energy consumption, carbon emissions and stimulate the development and use of sustainable energy sources;
- Connect buildings to the district heating network, or install a Ground Source Heat Pump (GSHP) that allows for the realisation of sustainable heat networks at district or neighbourhood level. The new premises of Eurojust and the International Criminal Court will meet the most stringent environmental standards. Both complexes will be using a GSHP system as an energy-efficient means to heat and cool the buildings throughout the year.
- New developments need to satisfy strict sustainability requirements. This demands considerable flexibility in both their design and their actual construction. In the longer term, users need to be able to easily adapt these buildings to new requirements, or indeed
change their use altogether. The use of sustainable materials and a climate-neutral energy system minimise the building’s ecological footprint. Moreover, a sustainable building is also a healthy building that offers a pleasant environment for residents, users and visitors.

- Improve the energy performance of existing buildings by fitting new insulation, installing new systems and other energy-saving measures. The Municipality encourages the re-use of vacant buildings and energy-saving programmes for existing homes and offices.
- Improve the social climate in the International Zone. By developing an effective network of bike paths, realising attractive new footpaths and sufficient areas that invite people to get physically active, we can further reduce car use in the area.

IV. Projects in the International Zone

Many new developments have been undertaken in the district since the municipal council’s formal approval of the Nota van Uitgangspunten Internationale Zone in 2009. Indeed, a number of projects in the general real estate programme adopted in 2009 have since been executed or are underway. The real estate programme outlined in the original policy document will be maintained unaltered. The realisation of this programme is heavily dependent on private initiatives and the availability of new locations.

Incidentally, this programme mainly involves the redevelopment of existing real estate that no longer fulfils its original function or stands to lose it in the near future. For this reason, the figures provided below are purely indicative and should not be seen as absolute commitments. However, they do offer a rough estimate of potential developments on the basis of current spatial analysis.

In development or nearing development:

- International organisations, approximately 110,000 m² gross floor area
- Residential properties, approximately 60,000 m² gross floor area
- Expansion of conference facilities/hotel, approximately 15,000 m² gross floor area

Possible development after 2015 or strategic reserve:

- International organisations, approximately 195,000 m² gross floor area
- Residential properties, approximately 150,000 m² gross floor area thanks to conversion of office buildings and new construction
- International educational institutions and facilities, approximately 35,000 m² gross floor area

Projects in the International Zone

Europol
Eurojust
World Forum Convention Center
Redevelopment of the public space at World Forum
Promenade Hotel
Verhulstplein
Dunkler-Lübeckstraat
European School on Houtrustweg
Promenade Hotel
International Criminal Court
Frederikkerkazenerne
NATO/TNO
Public Space at Carnegieplein
Peace Palace visitor centre
French Embassy

Photography
Current and completed projects in the International Zone

V. 2014-2018 Strategic Agenda

The municipality will give concrete shape to its Area Development Vision for the International Zone by investing in the six ambitions outlined in Chapter III. At present, a total of EUR 10 million has been made available for this purpose. These funds come from reserves that have already been earmarked for the International Zone. Where possible, the Municipality will strive to ‘create work from work’, by connecting to and taking advantage of previously initiated programmes. In addition, the Municipality has a number of wishes and ambitions with respect to future developments/initiatives for which no funds have yet been made available. Combined, this has resulted in the following Strategic Agenda for 2018:

A) Towards an ‘Archipelago of Inland Parks’

Connect the International Zone’s core green areas: Scheveningse Bosjes, Nieuwe Scheveningse Bosjes, Hubertusduin, Westbroekpark, Zorgvliet and Klein Zwitserland.

Projects covered by the existing budget for the International Zone:

- Formulation of a Park Development Vision ‘Archipelago of Inland Parks’;
- Elaboration of proposed measures to enhance users’ cohesive experience and use of the green areas, e.g.:
  - The construction of a walking or cycling route connecting the different green areas (working title: ‘Peace Path’);
  - Repairs to the existing gazebos;
  - Quality improvements to the public space around Waterpartij (sight lines and repair of the gazebo);
  - Improvement of the accessibility of the local fairway;
  - Quality improvements to the woodlands, with a clear and accessible network of footpaths;
  - Improvements to the crossing at Prof. B.M. Teldersweg;
  - Improvement of the park entrance areas.

Wishes/ambitions:

- Support for private initiatives that aim to make the area’s history more visible and organise local and international cultural activities on the themes of Peace and Justice;
- Improvement of existing buildings’ orientation in relation to the surrounding parks;
- Exploration of opportunities to develop a nature experience garden.

Archipelago of Inland Parks

B) Intensification of dynamic clusters

The Hague International City is concentrated into three dynamic clusters. The further development of these clusters will involve an integrated approach that focuses on aspects such as accessibility, representative architecture, security and interaction with the surrounding area.

World Forum cluster
Hubertusduin cluster
**World Forum cluster**
The World Forum area forms the heart of the International Zone, offering a mix of prominent organisations and cultural institutes. In the short term, work will start on an integrated security programme and further innovation in the area.

*Projects covered by the existing budget for the International Zone:*
- Completion of the quality improvement programme for the public space in the World Forum area, including the demolition and adaptation of the substructure of the Toren van Oud building;
- Quality improvement programme for the public space at the Scheveningseweg/Teldersweg junction (including improvements to the existing crossing).

*Projects that are facilitated by the Municipality or included in other programmes:*
- Organised in partnership with The Hague Security Delta:
  - Study focusing on integrated area security and innovation;
  - Implementation of integrated area security and innovation initiatives/launch of the 'Living Lab' experimental plot.
- Organised in connection with the World Forum Convention Center:
  - Connection to the local district heating network;
  - Renovation, including a possible expansion.
- Support for the construction of the new Eurojust headquarters.
- Addressing of bottlenecks along the North-western Trunk Road.
- Construction of a 'star route' for cyclists connecting the city centre and Scheveningen via Scheveningseweg.

*Wishes/ambitions:*
- Construction of a ‘dune to dune’ bike path;
- Re-use/conversion of the Toren van Oud building;
- Realisation of a ‘premier stop’ for the Scheveningseweg/Johan de Wittlaan tram line;
- Re-instatement of a direct and frequent public transport connection between World Forum and The Hague Central Station;
- Improvement of existing buildings’ orientation in relation to the surrounding parks;
- Feasibility study that focuses on the need for an international education centre and simultaneously examines which opportunities exist for forming an alliance of organisations that offer activities and expertise in the area of peace, justice and world citizenship.

**Hubertusduin cluster**
The Hubertusduin cluster focuses on entertainment, tourism and recreation. At a number of sites throughout the cluster, further improvements can be made with respect to both spatial quality and recreational value.

*Projects that are facilitated by the Municipality or included in other programmes:*
- Quality improvement programme for the public transport stops around Madurodam;
Construction of a ‘star route’ for cyclists connecting the city centre and Scheveningen-Bad via Madurodam.

**Wishes/ambitions:**
- Construction and improvement of venues and areas for exercise, sports and playing outside;
- Adjustment of the profile of Pompstationsweg and development of a separate walking and cycling route between Madurodam and Meijendel;
- Integrated quality improvement programme for the entrance and public space at Madurodam;
- Partnership with the Dutch government aimed at arriving at a sustainable transformation of the former headquarters of the Ministry of Transport, Public Works and Water Management that fits within the area’s international profile.

**Barracks cluster**
The Barracks cluster offers space for national and international organisations with a high to very high risk profile. Security measures will be integrated as far as possible into the surrounding landscape. Integrated area security concepts and innovation can also play a key role in this context.

**Projects that are facilitated by the Municipality or included in other programmes:**
- Support for the construction of the new premises of the International Criminal Court;
- Redevelopment of the public space around the International Criminal Court complex;
- Support for the upgrading and renovation of the NATO/NCIA building.

**Wishes/ambitions:**
- Support for the Oranjehotel monument initiative.

**C) Custom solutions at various special locations**
In addition to the above three clusters, the International Zone also has several specific locations that present good potential for further development thanks to their situation and spatial options. New projects need to be attuned to the local surroundings and respect existing experience values and cultural and historical values.

**Haagse Beek**

**Projects covered by the existing budget for the International Zone:**
- Quality improvement programme for the Haagse Beek cluster.

**Projects that are facilitated by the Municipality or included in other programmes:**
- Intended realisation of a school cluster on Dunkler-Lübeckstraat and Jacob de Graafstraat;
- Integration of the upgrades to the Line 11 route;
- Support for residential developments at/transformation of Verhulstplein.

**Wishes/ambitions:**
- Strategic redevelopment of the Martyrs of Gorkum location;
- Realisation of bicycle streaming lanes at Aert van de Goesstraat and Valeriusstraat.

**Peace Palace**

**Wishes/ambitions:**
- Implementation of Phase 2 of the quality improvement programme for Carnegieplein and its environs.

**VI. Financial framework for investments outlined in the 2014-2018 Strategic Agenda**
Current projects in the International Zone will be realised according to the decisions previously made in this context. For the investments outlined in the Strategic Agenda, we have drawn up a general financial framework on the basis of the funds available at the time of writing. Within this framework, a budget of EUR 10 million has been made available for investments for the benefit of quality improvements in the area. During the further elaboration of these projects, it will be determined on an individual basis which sub-projects may be funded from the above budget.

This budget to the total amount of EUR 10 million will come from the following sources:

- EUR 7.8 million from the reserves earmarked for The Hague World Forum;
- EUR 1.5 million from the Major Projects Reserve (label: International Zone);
- EUR 0.7 million from the reserves earmarked for the International Zone.

To use money from the reserve earmarked for the International Zone for funding quality improvement programmes in the public space, the end date of this reserve needs to be extended from 31 December 2013 to 31 December 2015.

The investments listed in the following section will need to be declared operational for each individual sub-project via the regular decision-making process.

<table>
<thead>
<tr>
<th>Investments outlined in the Strategic Agenda</th>
<th>Financial framework (million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Completion of the quality improvement programme for the public space in the World Forum area</td>
<td>EUR 2.5</td>
</tr>
<tr>
<td>2. Quality improvement programme for the Haagse Beek cluster</td>
<td>EUR 1.5</td>
</tr>
<tr>
<td>3. Quality improvement programme for the public space at the Scheveningseweg/Teldersweg junction (including improvements to the existing crossing)</td>
<td>EUR 0.8</td>
</tr>
<tr>
<td>4. ‘Archipelago of Inland Parks’ Phase 1 (including repairs to the existing gazebos and improvement of the connecting routes and entrances)</td>
<td>EUR 4.1</td>
</tr>
<tr>
<td>5. ‘Archipelago of Inland Parks’ Phase 2 (including improvement of the waterways and sight lines)</td>
<td>EUR 1.1</td>
</tr>
<tr>
<td>Total</td>
<td>EUR 10.0</td>
</tr>
</tbody>
</table>

* The design of the ‘Archipelago of Inland Parks’ is a long-term programme. With our existing resources, we can already make considerable headway in the realisation of this ambition. We can explore further funding opportunities as the need for follow-up steps presents itself.

**Planning**

2014-2015 : Completion of the quality improvement programme for the public space in the World Forum area

2014-2015 : Quality improvement programme for the public space at the Scheveningseweg/Teldersweg junction


2016-2018 : Phase 1: Archipelago of Inland Parks

2017-2018 : Quality improvement programme for the Haagse Beek cluster

**Management of the public space**

In the Public Space Framework Policy Document (Kadernota Openbare Ruimte) adopted in 2012, the World Forum investment area is assigned a ‘Hofstad’ quality level. Public space in the World Forum area will consequently be realised at this level. Funds have been made available for the extra management costs. The Framework Policy Document has assigned a ‘Residentiekwaliteit’ quality level to the remainder of the International Zone. For these areas, the Municipality hopes that it will not have to spend any additional funds on extra management costs. During the planning and decision-making processes in relation to the above investments, the Municipality will adhere to the guidelines for project-related management and maintenance costs as adopted by the Municipal Executive (RIS 250356).
VII. Consultation

The Municipality of The Hague strives to arrive at a broadly supported Area Development Vision. During the writing of this draft version, municipal officials spoke with a number of parties – both internal and external (residents’ associations, conservation groups and other stakeholders). The present draft version of the Area Development Vision will serve as input for a public consultation round in the city.

Following the formal acceptance of the draft version of the Area Development Vision, the document will be published. As of this date of publication, stakeholders (residents, entrepreneurs, etc.) will have an opportunity to respond to the document. To this end, the Municipality will be organising two meetings in December and the beginning of January. During these meetings, members of the public can gain further information about the subjects discussed in the Area Development Vision. In addition, they will have an opportunity to share their own ideas, wishes and opinions. Where possible, the results of these meetings and written responses from the public will be incorporated in the final version of the Area Development Vision. The final version of the Area Development Vision will subsequently be submitted to the Municipal Executive for a formal decision in early 2014, after which the approved document will be forwarded to the council committee.