

Soesterberg, the Netherlands

An Advisory Services Panel



September 23 - 27 2007



Who Is ULI?

ULI—the Urban Land Institute is a nonprofit research and education organization.

- Founded in 1936, the institute is a membership organization with nearly 40,000 members worldwide representing the entire spectrum of land use, urban planning and real estate development disciplines, working in private enterprise and public service
- ULI facilitates the open exchange of ideas, information and experience among local, national and international industry leaders and policy makers dedicated to creating better places.

Mission:

Promote leadership in the responsible use of land to create and sustain thriving communities worldwide.

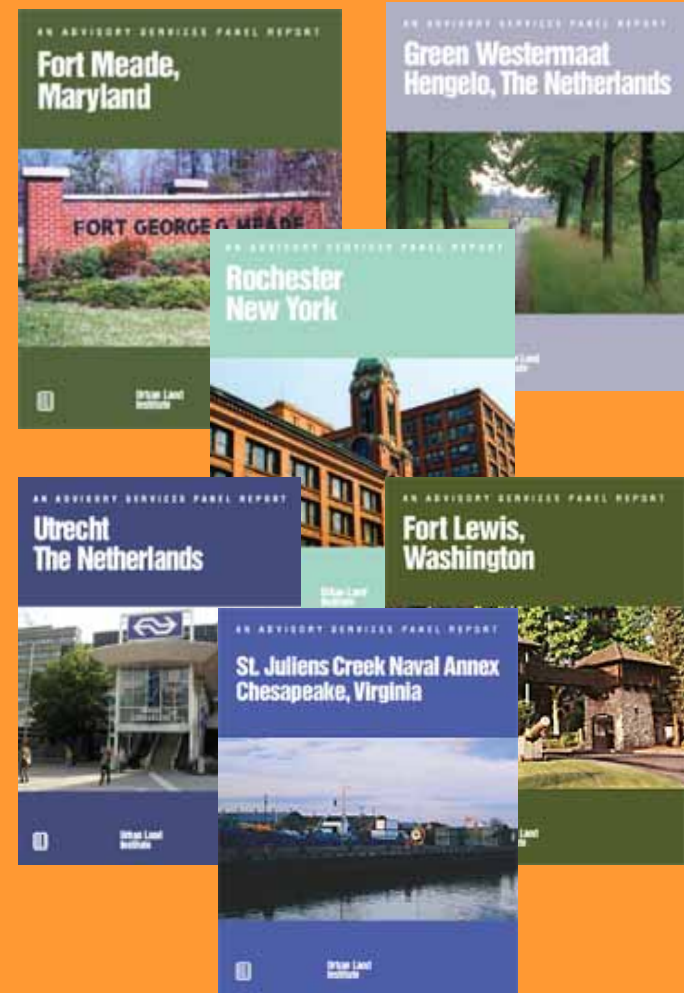


www.uli.org

Advisory Services

Assembles teams of land use professionals to make strategic recommendations on land use challenges

- Program started in 1947
- 15-20 panels each year
- Teams composed of volunteer ULI members
- Panels provide services throughout the world
- Provide objective and unbiased recommendations



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Panel Process

- Define the scope of the assignment
- Review background briefing materials
- Tour the site and Local Briefings
- Interview stakeholders
- Receive public input
- Debate, frame and write recommendations
- Make Presentation
- Produce a final report



Panel

Chair: James DeFrancia

Panel: Michael Beyard

David MacKinnon

Kwesi Marles

David Winkels



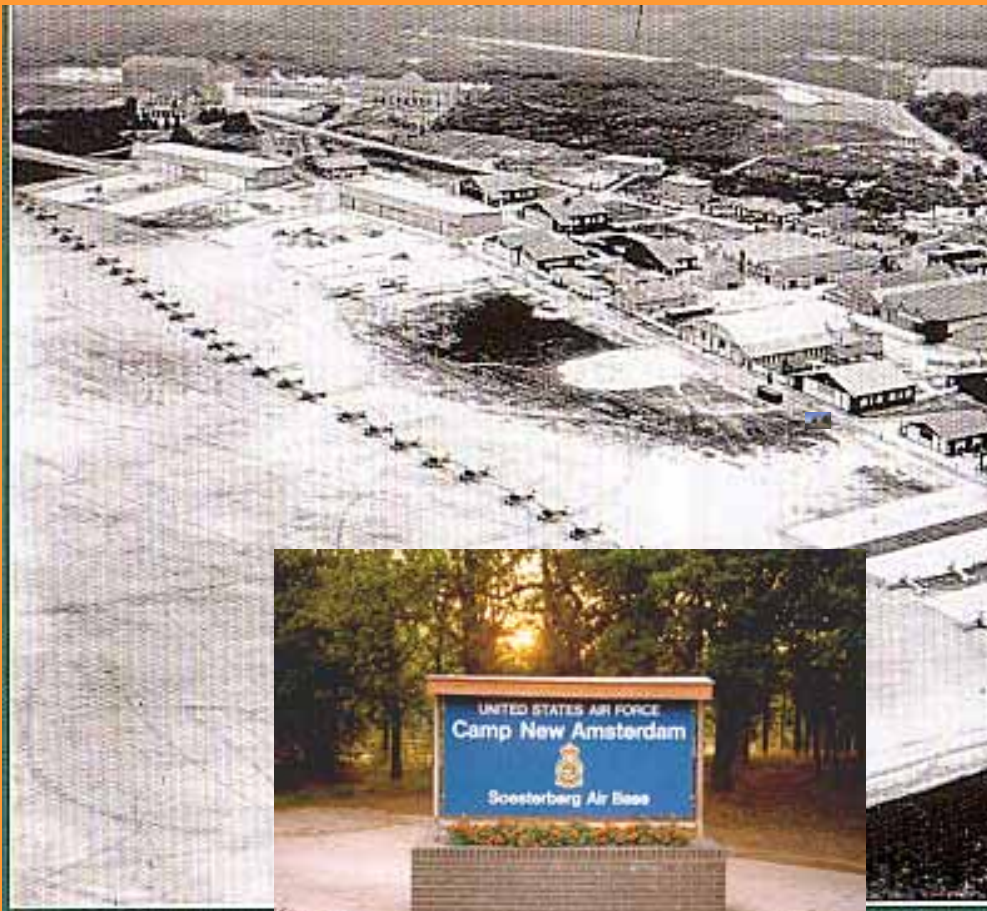
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Airbase



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Summary Recommendations

- Airbase to be converted to National Peace Park and Defence Museum
- All land area to be reverted to "green" uses except for limited areas devoted to a Museum District and continuing uses by the MOD
- All objects not used for these purposes, or for "green" uses, are to be removed
- Airfields to be planted over
- Park to be identified as a National Peace Park
- Museum to focus on peacekeeping and national defence history
- Funding to be on a national basis



Market Considerations and Soesterberg Redevelopment

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Positive Market Conditions

- Highly desirable part of the Netherlands
- Beautiful neighborhoods and landscapes
- Low unemployment
- Locally healthy fiscal environment
- Good access
- Enviably quality of life



Market Demand

- Closing the base will not negatively affect the community
- Base conversion increases market demand
- Strong market for housing: 1500 units
- Limited market for office/industrial uses: 12 hectares
- Recreational, leisure uses
- Care facilities



Current Market Limitations

- Airbase operations until 1 January 2009
- Fences cut off Hart van de Heuvelrug
- Tammer limits redevelopment options
- So do other dirty industries in Soesterberg Noord
- Need for redevelopment of Soesterberg Noord
- Need for retail revitalization of Soesterberg Village
- Poor linkages within Soesterberg



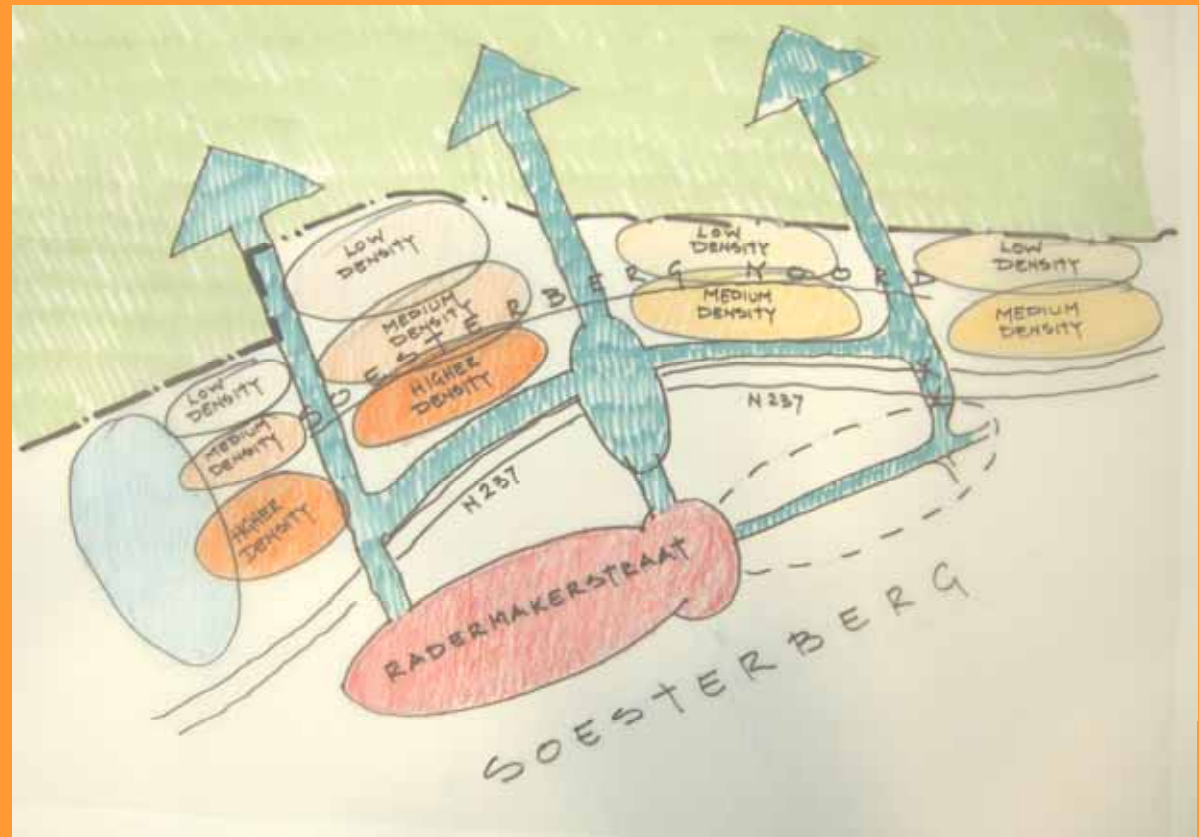
Redevelopment of Soesterberg

- Integral part of base redevelopment
- Three critical parts and three PPS's
 - Revitalize Rademakerstraat
 - Link Soesterberg, Soesterberg Noord, and the Peace Park/Defence Museum
 - Redevelop industrial areas of Soesterberg Noord



Soesterberg Noord

- Phase 1: Masterplan the new residential area
- Phase 2: Relocate Tammer
- Phase 3: Begin developing new residential area from east to west
- Phase 4: Relocate other industrial uses
- Phase 5: Infill new housing on western part of Soesterberg Noord
- The least valuable parts become the most valuable parts



Gateways and Linkages

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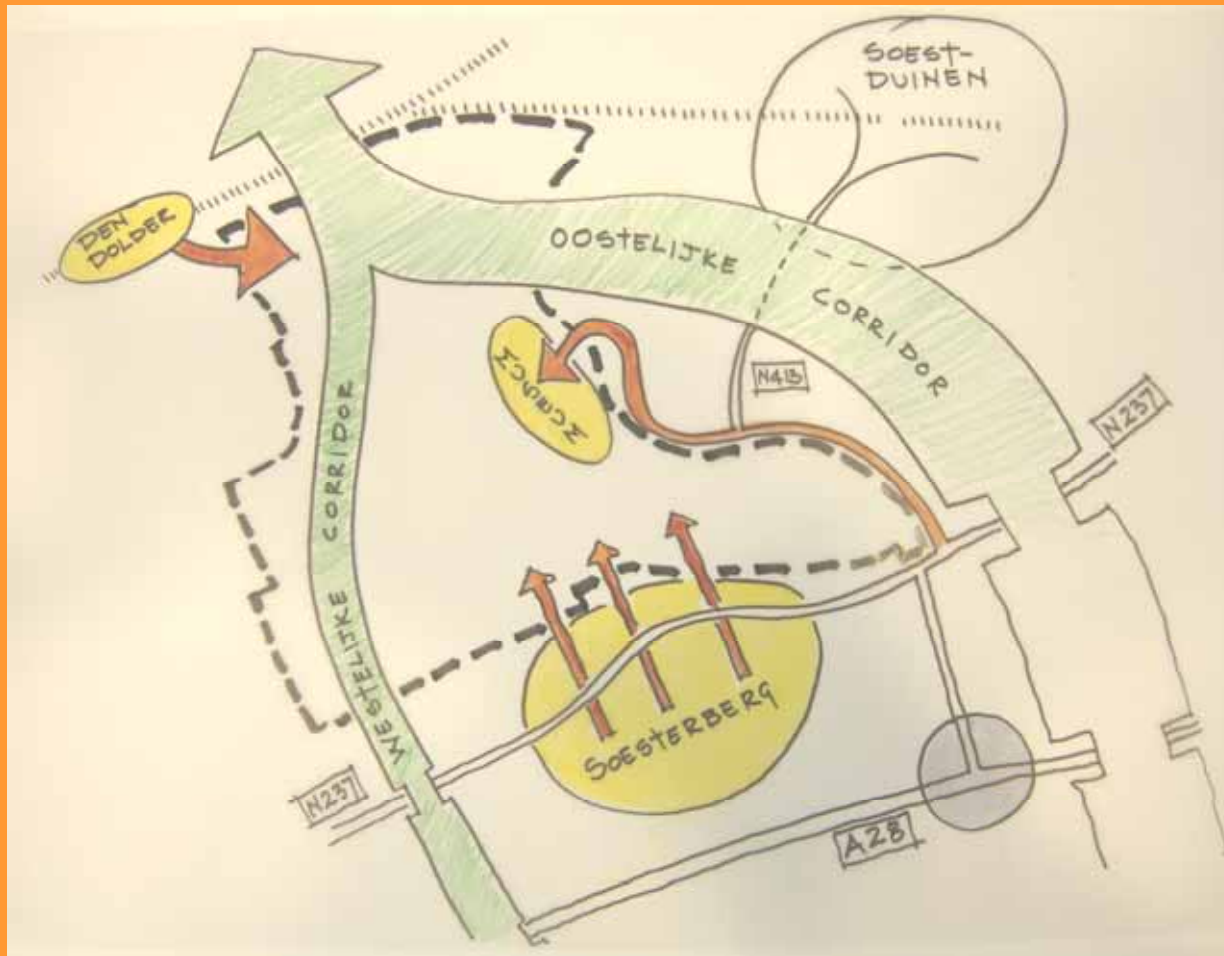
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Gateways and Linkages

- Links: community, region, country, world
- Motor vehicle, train, bike, foot traffic
- Major gateways
 - Museum District
 - Soesterberg & Rademakerstraat
 - Den Dolder train station
- Eco-tram connects gateways
- Redevelopment of gateway areas



Gateways



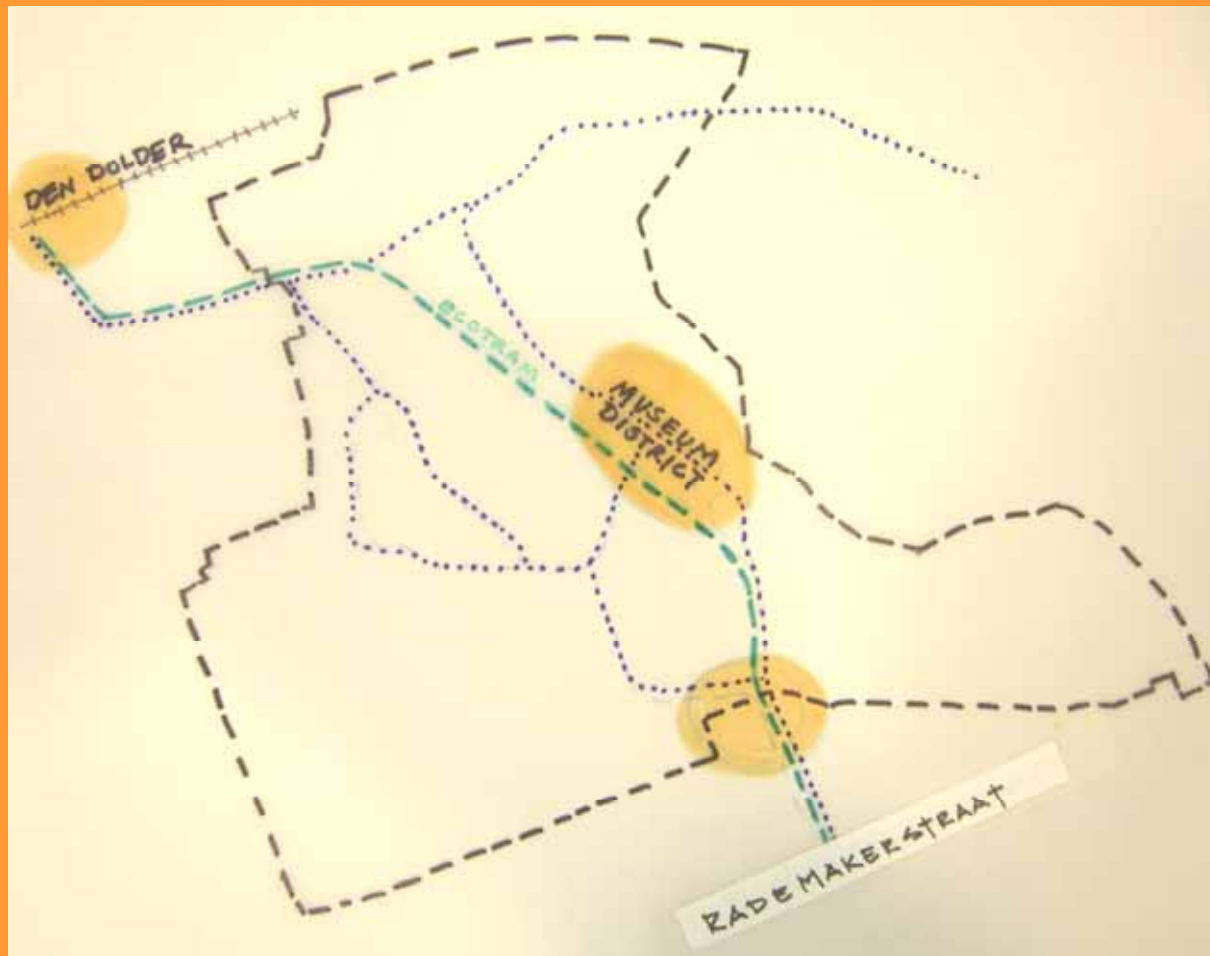
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Linkages



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National Peace Park

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International Character

- Opportunity at Soesterberg Airbase is in the local, national and European context.
- Trans-European park system
- National parks system in Holland at the heart of the Heuvelrug.



Ecology

- Ecological importance
- Broad range of rare, sensitive and endangered species
- Natural but vulnerable landscape
- Redevelopment in a sensitive and responsible manner.



Open Space

- Lack of public open space here and across the Netherlands
- Birthplace of the Royal Dutch Airforce - strong military heritage
- Local and national pride
- Impenetrable barrier between communities
- Constraint to integration and future development



A Unique Context

- A unique natural, historical and cultural site.
- Development must positively support and enhance the existing biodiversity
- Encourage new types of wildlife and plants to make the Peace Park their home.



Concept

- Challenge to combine public and environmentally sensitive uses
- Requires careful planning
- Protect existing structures assimilated in the natural habitat
- Preservation of existing structures that could enhance the quality of the park.
- Development to acknowledge Cultural and historical nature of the site



Master Landscape Plan

- The re-use of existing structures
- Design guidelines
- Creative uses of the runway areas
- Incorporate existing and future memorials



Environmental Footprint

- Encourage natural pathways and biodiversity
- Control movement across site
- Restrict use of vehicular
- Defined routes
- Narrow roads
- Increase natural site coverage
- Removal of structures



Sustainability

- Key to success
- Embody the principles of sustainable development
- Address social, economic and environmental components of the adjacent communities
- Needs of future generations
- Other communities in wider region and internationally



Shared Responsibility

- Accountable governance system which facilitates strategic, visionary leadership
- Inclusive and effective participation by individuals and organizations
- Involvement and shared responsibility at the Local, Provincial and National level



New Development

- Sensitively integrated and set an example as a sustainability showcase.
- Guidelines need to be developed to ensure sustainability



Research and Education

- Year round educational program
- All ages and levels of accessibility
- Collaboration with universities and other educational establishments.



Park Management

- Strong management structure
- Effective engagement with government, local communities and businesses
- Civic value, responsibility and pride
- Integrated management and Park Ranger system



Museum District

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Museum

- National Peace Park and Defence Museum
 - Celebrates the connected roles of peacekeeping and national defence
 - Preserves the exhibits material history of the Dutch Defence Forces and civilian roles in peacekeeping operations



Museum District

- Located primarily northeast of runways
- Potential use of existing hardened aircraft shelters
- Limit new development to uses associated with the Museum or Park
- Net gain in Green



General Location
Museum District

Limited Use by
Museum or Park

Museum District

- Museum uses
- Park uses
- Support uses for the Museum and Park such as office, administrative, maintenance facilities as well as lodging, retail and food establishments and automobile parking.
- Educational uses
- Cultural uses
- Historical uses
- Memorial uses



Public Identity

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Branding: why?

National Peace Park & Defence Museum

+

'Hart van de Heuvelrug'



UNIQUE!

location

the 'story'

Mix
Nature-Defence



Branding: how?

1. The need for a logo:



Branding: how?

2. The need for distinct signage: Gateway Marketing

3. The need for consistent positioning of the site

Positioning within Ecological
Main Structure (EHS)



Positioning amongst
National Parks in the
Netherlands



Branding: how?

4. Be original: Suggestions to turn nature into an enhanced experience

- Local flora as natural ‘symbol’ of the National Peace Park:



Branding: how?

4. Be original: Suggestions to turn nature into an enhanced experience

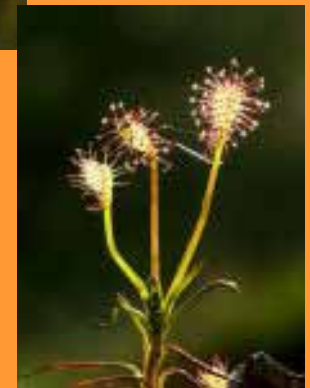
- Add more tourism products & services: B&B's, Visitor Center, ...



Branding: how?

4. Be original: Suggestions to turn nature into an enhanced experience

- WWF (World Wildlife Fund)



Branding: how?

4. Be original: Suggestions to turn nature into an enhanced experience

- Peace Park Rangers:



Branding: how?

4. Be original: Suggestions to turn nature into an enhanced experience

- Sustainable means of transportation



Implementation

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Implementation

- Revisit the organizational structure to include all parties involved in implementation. (For example if MOD is going to be operating the Defence Museum they need to be included in the formulation of the operating plan for the museum district)
- Formulate Master Plans
 - Redevelopment of Soesterberg
 - Museum District
 - Peace Park
- Formulate Operational Plans
 - Peace Park : Programming, Maintenance, Security, Use Policies, Wildlife Management, etc.
 - Museum District : Programming, Uses, Public Safety, Maintenance, Transportation, etc.



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