

## Group 2

### How to make the South Wing of the Netherlands an internationally competitive region

Rameeta Garewal (India), Madina Junussova (Kazakhstan), Jeffrey Tubbs (USA), Liese Vonk (The Netherlands)

*In our vision one of the strategies to strengthen the international competitiveness is the identity of the region. And to figure out what the identity is or should be we first explored the region itself and the region in relation to the rest of Holland. The existing fabric of the South Wing region was what we had and we had to bring this further in order to make it future proof. Therefore we not only looked at the strong things but also at the weaknesses of the region. Both strength and weaknesses we defined as challenges which became elements of the identity of the South Wing region.*

**We said: we do it for the people. But where do we put this**



As we look at the South Wing we see agriculture of different kind as an economic layer.

We see the water as an economic layer but also as a possible threat and cities which are places for living and knowledge production. These things form a basis for the future identity of the region. But to bring this further we defined elements which influence the existing fabric from different perspectives.

We looked at the evolving trends which are sometimes part of more general trends, specifically for the region and also historically determined. This is the framework from which our idea, which we will present later on, came from.

**Land use:** For a lot of centuries agriculture has been of economic meaning in the South Wing. Agriculture will stay important but more in terms of technology and innovations. We defined this as strength where we build on further, as we will explain later on. Another thing about land use is the distinction between the city and the surrounding. The South Wing is part of the Randstad, the part in which cities developed very rapidly. The city landscape in the South Wing is dominating. This means a pressure on the surrounding areas. In our opinion it is a strength to perceive both as one system: the model and the contra model.

**Environmental:** World wide environmental effects of for example global warming are a threat especially in low lying areas like the South Wing. We used this threat as a challenge, as we will show later on.

**Economical:** Like many other economies the Dutch one is getting more and more globalised and knowledge-based.

**Social:** As a result of all kinds of processes cities become more multi-cultural. This affects the lifestyle in cities.

Let's start with the unstable environmental Conditions. We differ between physical and unstable environmental conditions. The two intertwine. Especially the perceived unsafeties influence the region's identity. Because when a region wants to attract inhabitants, tourists and companies (investors) they must feel comfortable. And they only feel this way if the risks are perceived as low. And therefore they have to be low. This is especially true in the case of natural disasters. The others, Peat – Sinking soils and Peat – Salting soils, affect the (agricultural) land use - and thus our vision on the land use system.

### Evolving trends

- Land Use 
- Environmental 
- Economical 
- Social 

### Challenges

#### Unstable Environmental Conditions

- Physical - Land issues
  - Peat - Sinking soils
  - Peat - Salting soils
  - Low lying flood-prone area

*Implications are Developmental, agricultural & safety issues*
- Perceived - Natural Disasters





### Challenges

In order to achieve a stronger regional identity we need to overcome certain challenges

- Unstable environmental conditions
- Lack of Networks



In our opinion a network is of great importance for the identity of a region. A network overcomes distances and helps to reduce the distance within a region in order to strengthen the region. A network is not only a physical network in terms of physical connections but also a virtual network in a sense of information.

We came up with the lack of network because the South Wing's most dominant land use is a city landscape. In order to function as a strong region and to be internationally competitive the cities must be complementary to each other but both in an economical and social way they are not functioning as a complementary network. And as we mentioned before the region is also lacking the model / contra model system. Physical connections can help to overcome this. We differ between the city to city connections and the city to open space connections.

Perceived connections refer to the knowledge that inhabitants, tourists and companies (workers) have of the region.

### Challenges

Lack of network

- Physical connections
- Perceived connections

### Solution

#### Environment

- Water
- Existing green
- New lakes
- New forests
- Safety island

If they know where to go they can optimize the use of the region. Signs, internet, information desks and advertisement can help to bring the information to its users and can increase the number of users.

We examined two things as map scale region (which is usually used for making plans) and real understanding of the region by people. The local population with their history, traditions and strength might be main engine of the South Wing's competitiveness.

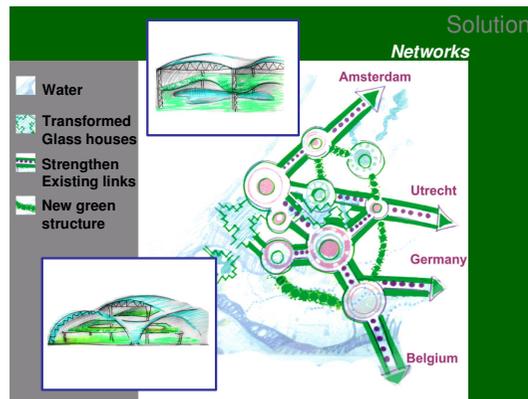
It was an idea to create a large scale museum called Historical Region as a memory of not only the South Wing Region, but also of Holland as a whole.

**Summarized:** These conditions are visibly effecting: *Lifestyle, Business Environment and Natural Environment.*

To make the region future proof, our objective is: Planning & creating sustainable conditions for balanced growth of each aspect. Of course the objective can be achieved in a lot of ways. As we explained before we especially looked at the history and the existing fabric as a basis for the future. So we came up with the following Central Idea: A renewed focus on Innovative Integration & New Development of cities & the evolving landscape. Always keeping in mind we are doing it for the people who visit, live and work in the area.

We created a new structure of the South Wing. A structure in which water and green are more central and restore the land use system we spoke of before. We put in more green and water to overcome the unstable environmental conditions which we defined earlier. Safety is the main issue that can bring the belief, that the South Wing is the best place for investing and the creation of an innovation laboratory. New forests will help against silting grounds and water will help to reserve low lying areas which have water problems. We also defined a higher laid safety island in case of flood.

To strengthen the physical networks we also came up with a new and complementary green structure. The important connections, the highways, get more side green. It will become a room with a green view. And we add new green which is more for recreational use: biking and hiking, especially



in areas where the green and open space between the city landscape is under threat. The connections also function to define and capture the area especially at the borders. The transformed glass houses refer to the innovation which we will bring in now. Transformed glass houses can serve not only for agricultural needs, but also as laboratory for brand new

creative architectural forms.

To capture the past, present and future in one concept we came up with the Green Hub: an international innovative hub, setting it apart from the newest cities in the creative economy.

This Green Hub will be anchored by the largest, most environmentally sensitive, innovative & efficient research development in the world, the GLOBAL GREEN RESEARCH ARENA.

Stake Holders:

- *Government*
- *Universities/Institutions*
- *Corporations*
- *Agro & Environmental Entities*
- *Regional Population*

Its stakeholders are multi-disciplined and bring in interests from different angles.

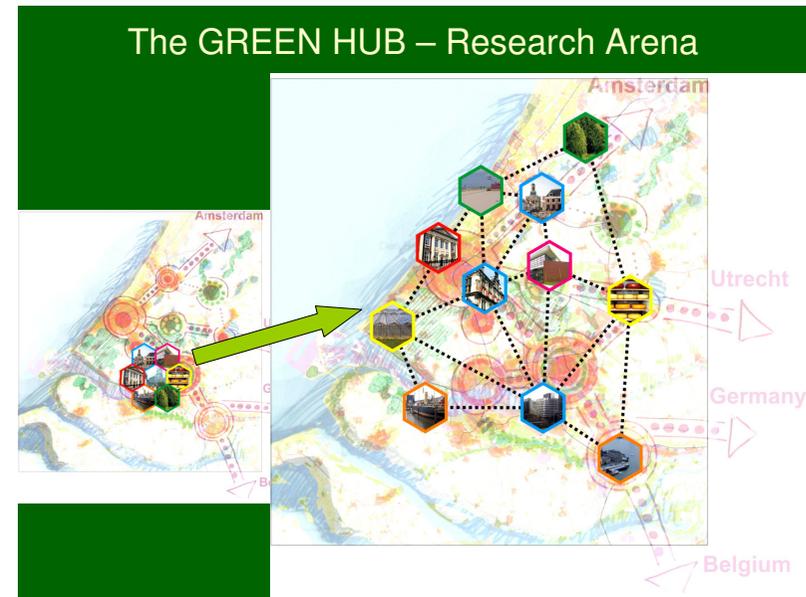
*This Mixed-Use, State-of-the-art Research Arena will foster activities including:*

- *ENVIRONMENTAL*
- *COMMERCIAL*
- *INSTITUTIONAL*
- *RESIDENTIAL*
- *CULTURAL*
- *RECREATIONAL*
- *SERVICE*

The Green Hub as a concept also strengthens the networking within the area for different kinds of activities.

The recommended initiatives are:

- Reinvent the role of the region's physical & environmental attributes and
  - Create a cohesive sense of belonging & a uniqueness for the people of the Green Hub
- propel it to an international level of innovation & creativity that will radiate across the globe.



# Annexes

## I - List of Participants

**Manish Fernandes** (Portugal)  
Instituto Superior Técnico  
Rue Adelaide Carete No. 5-4<sup>o</sup> D  
1500-023 Lisboa  
Portugal  
Email: [mfbhatt@hotmail.com](mailto:mfbhatt@hotmail.com)

**Rameeta Garewal** (India)  
Morton & Pitalo, Inc.  
Dept. planning  
1788 Tribute Road, Suite 200  
Sacramento, CA 95815  
United States of America  
Email: [garewal\\_r@yahoo.com](mailto:garewal_r@yahoo.com)

**Madina Junussova** (Kazakhstan)  
Kazakh Leading Academy of  
Architecture and Civil Engineering  
Ryskylbekov, 28  
050043 Almaty  
Kazakhstan  
Email [mcny@ramblr.ru](mailto:mcny@ramblr.ru)

**Martin Pfirrmann** (Germany)  
Hochwert.Net – Schramm/ Pfirrmann GbR  
Drosselweg 36  
53859 Niederkassel  
Germany  
Email: [martin@mynewworld.de](mailto:martin@mynewworld.de)

**Ousmane Sall** (Senegal)  
IAUG/UNIGE Geneva  
Dept. Urban Management  
2, Hugo de Senger, Ap. 611  
1205 Geneva  
Switzerland  
Email: [ousall75@yahoo.fr](mailto:ousall75@yahoo.fr)

**Polise Moreira de Marchi** (Brazil)  
University of São Paulo  
Fac. Of Architecture and Urbanism  
Tenente Gelas, 72  
Apto: 142  
03090-030 São Paulo -SP  
Brazil  
Email : [polise@uol.com.br](mailto:polise@uol.com.br)

**Camelia Kusumo** (Indonesia)  
TU Delft  
Dept. Urbanism, Faculty of Architecture  
Berlageweg 1  
2628CR Delft  
The Netherlands  
Email: [c.kusumo@bk.deft.nl](mailto:c.kusumo@bk.deft.nl)

**Jeffrey Tubbs** (USA)  
2235 Montrose Street  
Philadelphia PA 19146  
United States of America  
Email: [Jeffrey\\_tubbs@ek.com](mailto:Jeffrey_tubbs@ek.com)

**Liese Vonk** (The Netherlands)  
Ministry of Housing, Spatial Planning  
and the Environment  
Directorate General for Spatial Planning  
P.O. Box 30940  
IPC 371  
2500 GX The Hague  
The Netherlands  
Emil: [liese.vonk@minvrom.l](mailto:liese.vonk@minvrom.l)

### **Coordinators:**

**ISoCaRP:**  
Fernando Brandão Alves (Portugal)  
Jim Colman (Australia)

**VROM:**  
Anita Bijvoet  
Susanne Vleeshouwers

**Province of South Holland:**  
Bart Bomas

**We would like to thank the organizational committee of the Young Planning Professionals' Workshop and our coordinators.**



## **II – Titles of preparatory papers (homework) – papers on CD Rom**

**Manish Fernandes, Portugal –**

*Lisbon and Tagus Valley's Competitive Challenge: Innovation as a regional driving force*

**Madina Junussova, Kazakhstan –**

*Almaty, Kazakhstan: centre of the Eurasian continent*

**Camelia Kusumo, Indonesia/Netherlands –**

*Living, working, shopping in Delft Central Station*

**Rameeta Garewal, India/USA –**

*India's rise in global competitiveness*

**Polise Moreira de Marchi, Brasil –**

*Saõ Paulo Metropolitan Region*

**Martin Pfirrmann, Germany –**

*Regional co-operation in the Bonn City Region*

**Ousmane Sall, Senegal/Switzerland –**

*Short note on Geneva urban strategy*

**Jeffrey Tubbs, USA –**

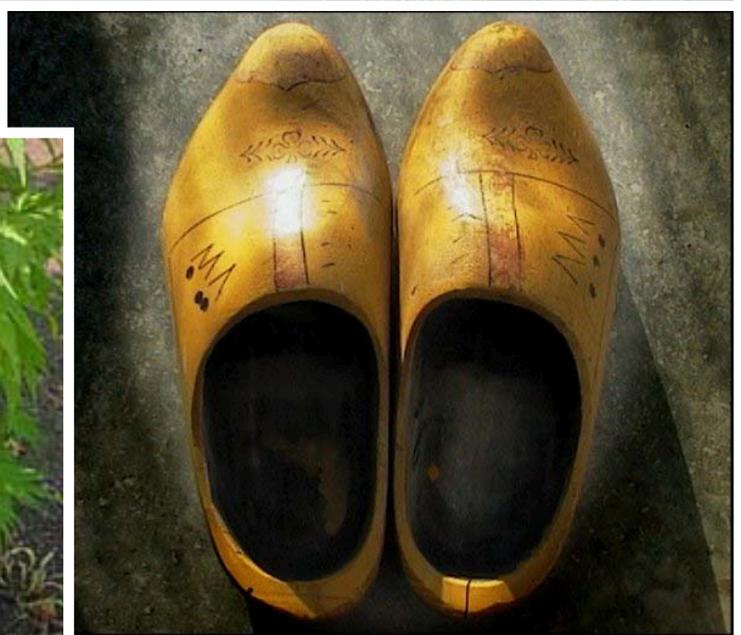
*Philadelphia*

**Liese Vonk, Netherlands –**

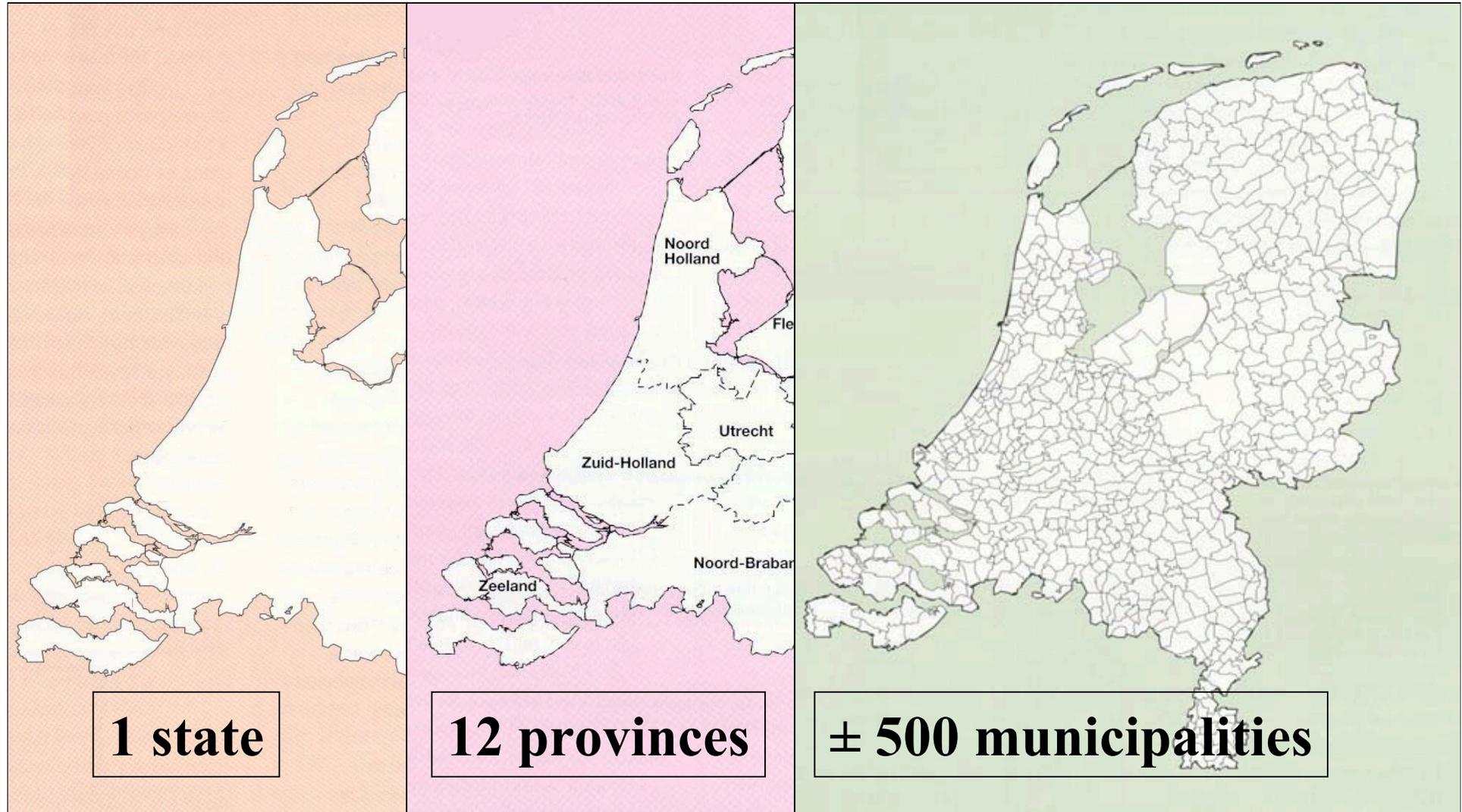
*The new truth strategy! South Axis Amsterdam*

## **III – This is The Netherlands (Presentation)**

see next page



# This is the Netherlands: administrative levels

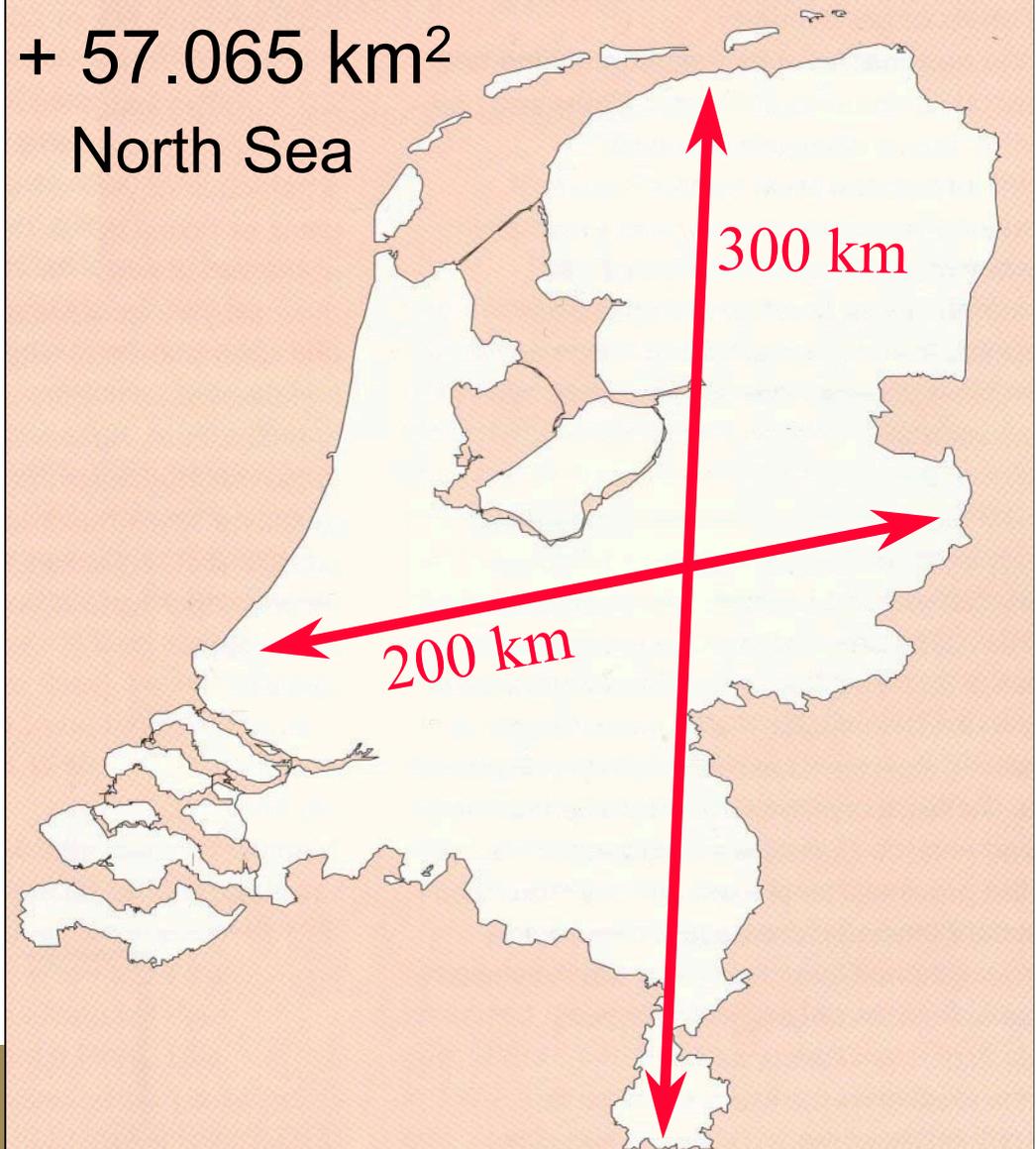


# → This is the Netherlands: some numbers

- 41.528 km<sup>2</sup>
  - 7.655 km<sup>2</sup> water
  - 33.873 km<sup>2</sup> land
- 16,2 million inhabitants
- 478 inhabitants/km<sup>2</sup>
- 180 houses/km<sup>2</sup>
- 14 million pigs
- 100 million chickens
- 4 million cows

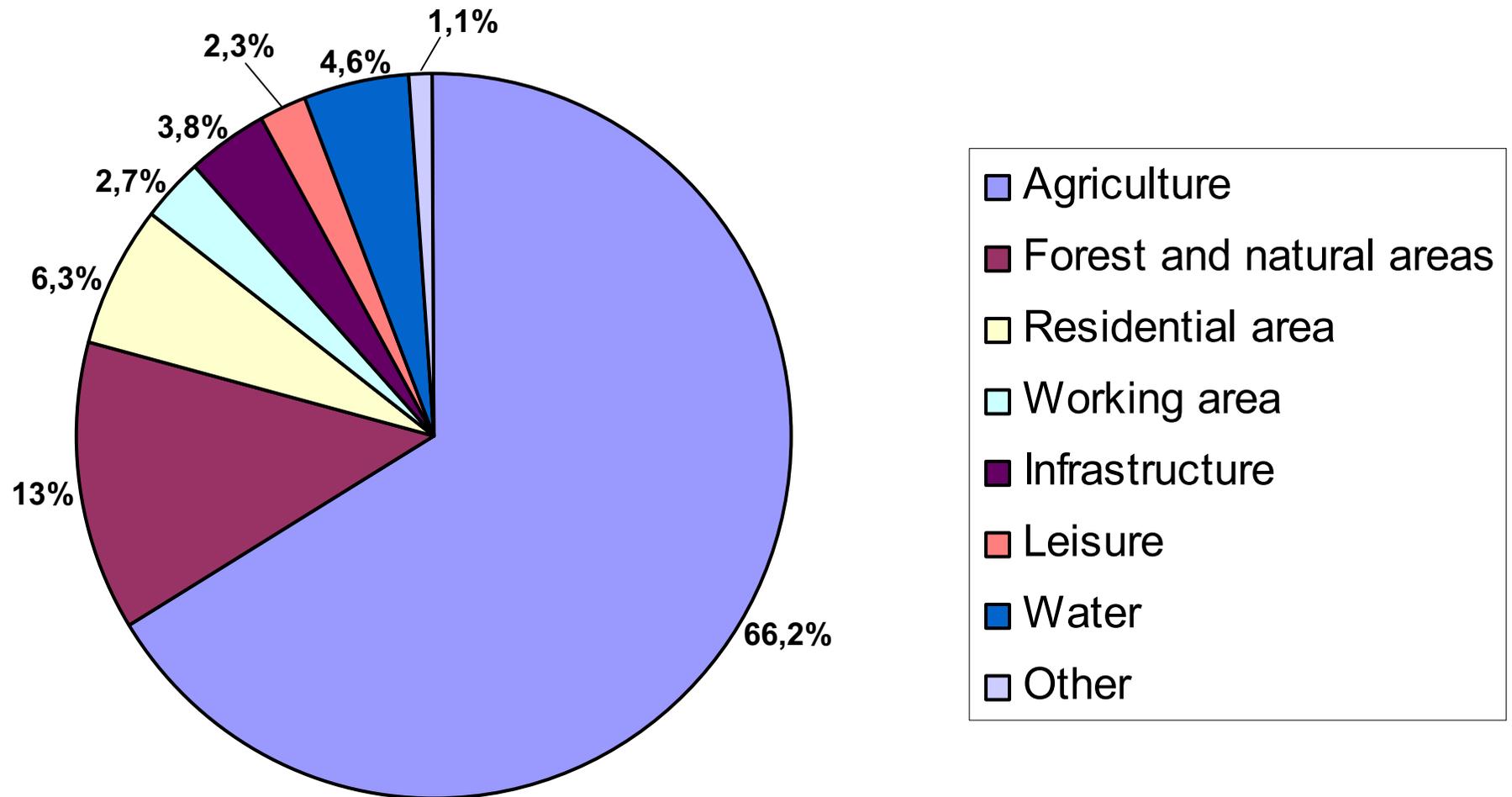
+ 57.065 km<sup>2</sup>

North Sea





## This is the Netherlands: land use





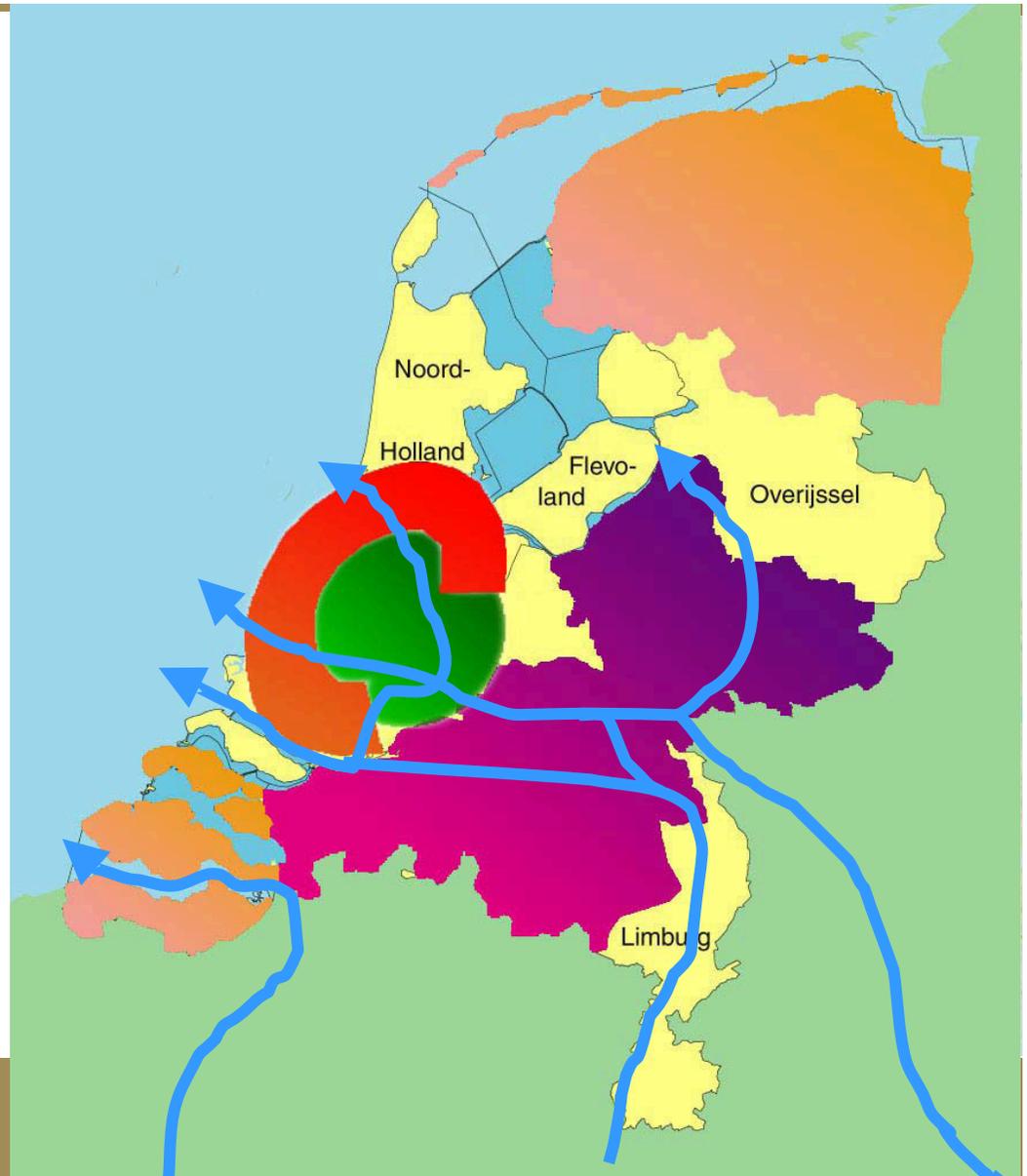
## Demand for space:

- Living & working +71-139.000 ha / 22-43%
- Infrastructure + 35-60.000 ha / 26-45%
- Recreation, Sports + 144.000 ha / 174%
- Nature & landscape + 330.000 ha / 72%
- Water + 490.000 ha / 64%
- Agriculture -/- 170-475.000 ha / 7-20%



# → This is the Netherlands:

## Spatial Economic Main Structure

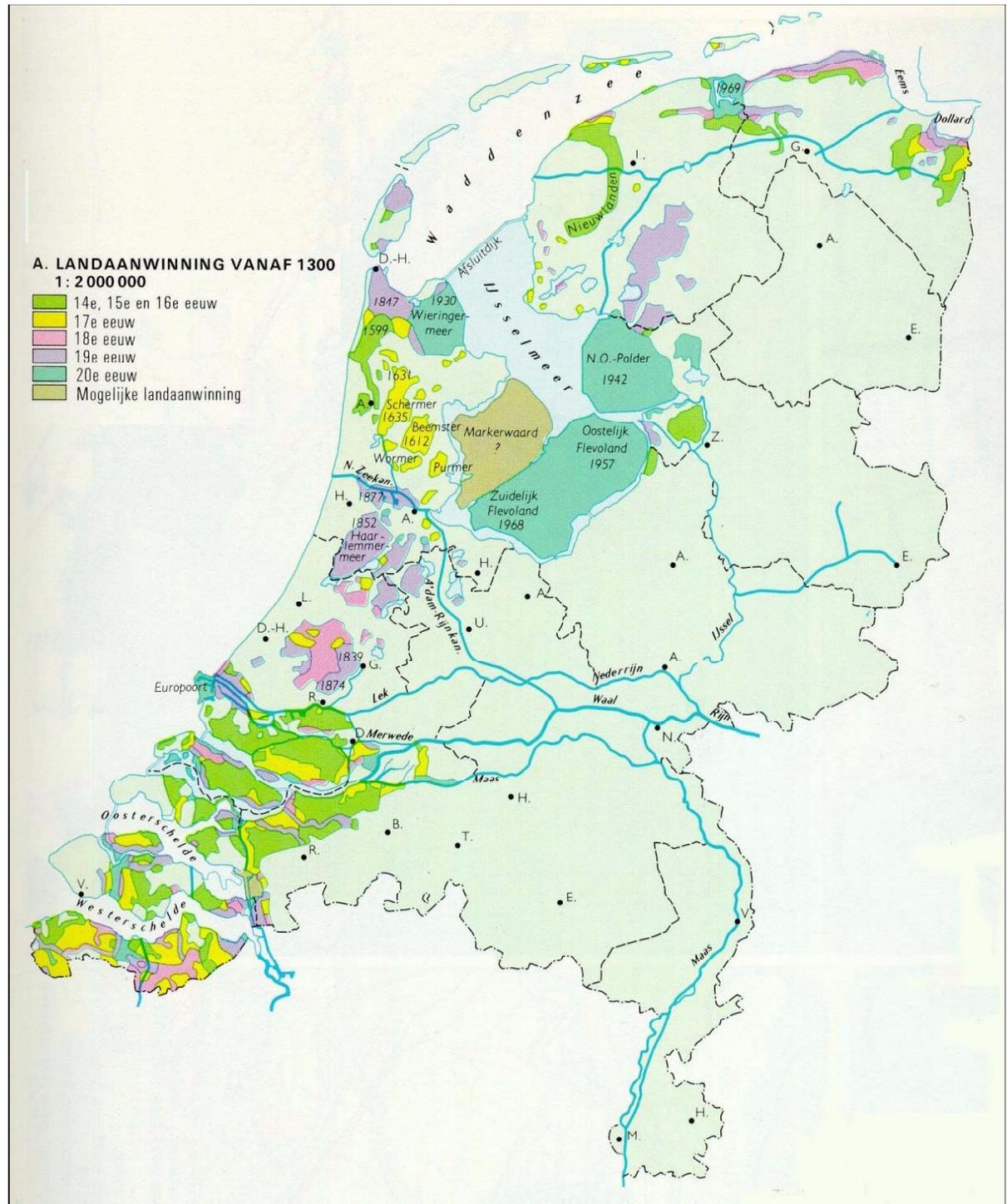


**40% below sea level**



# Land reclamation since 14th century:

estuaries, lakes and swamps turned into polders



## **IV – CD Rom**

### **Contents:**

- *Homework Participants*
- *Presentation Coordinators VROM*
- *Presentation Young Planning Professionals I – [southwing.city.net](http://southwing.city.net)*
- *Presentation Young Planning Professionals II – Green Hub*
- *Randstad Holland in Europe (2006), statistics*
- *Randstad Holland in Europe (2005), statistics*
- *Final Report*

## V - Presentation of ISoCaRP

ISoCaRP is a global association of experienced professional planners. It was founded in 1965 in a bid to bring together recognised and highly qualified planners in an international network. The ISoCaRP network consists of both individual and institutional members of more than 70 countries (It has members from countries all over the world).

ISoCaRP is a non-governmental organisation recognised by the UN, UNCHS and the Council of Europe and has a formal consultative status with UNESCO. The objectives of ISoCaRP include the improvement of planning practice through the creation of a global and active network of planners. ISoCaRP encourages the exchange between planners, promotes the profession in all aspects, stimulates research, improves education and training, increases information and awareness on major planning issues.

City and Regional Planners act in spatial processes and are consultants to key decision-makers. Their task is to propose or support spatial interventions and plans on behalf of the society in general or specific actors. Planners combine knowledge, science, design and strategy and are used to work in joint ventures and multi-disciplinary teams.

The association's main event is the annual congress, which focuses on an international planning theme. The congress takes place in a different country every year, preferably on a different continent. ISoCaRP also organizes smaller scale seminars and publishes reports and other professional documents. It is represented at major international planning events.

**Admission of members:** Please see ISoCaRP website: [www.isocarp.org/](http://www.isocarp.org/)

### ISoCaRP Congresses since 1995

2006 - Istanbul/Turkey	Cities between Integration and Disintegration - Opportunities and Challenges
2005 - Bilbao/Spain	Spaces for the creative Economy
2004 - Geneva/Switzerland	Management of Urban Regions - Experiences and new Intervention Policies
2003 - Cairo/Egypt	Planning in a more globalised and competitive World
2002 - Athens/Greece	The Pulsar Effect coping with Peaks, Troughs and Repeats in the Demand Cycle
2001 - Utrecht/Netherlands	'Honey, I shrunk the Space' - Planning in the Information Age
2000 - Cancún/Mexico	People's Empowerment in Planning – Citizens as <i>Actors</i> in managing their Habitat
1999 - Gelsenkirchen/Germany	The Future of industrial Regions - Regional Strategies and local Action towards Sustainability
1998 - Azores/Portugal	Land and Water: Integrated Planning for a sustainable Future
1997 - Ogaki/Japan	Risk Assessment and Management: Planning for an uncertain Future
1996 - Jerusalem/Israel	Migration and the global Economy: Planning Responses to disintegrating Patterns and Frontiers
1995 - Sydney/Australia	Planning and Mediation in Urban Planning

