



Gemeente Den Haag

Nieuwe kansen voor Scheveningen Bad

Dienst Stedelijke Ontwikkeling

Den Haag, 17 september 2008

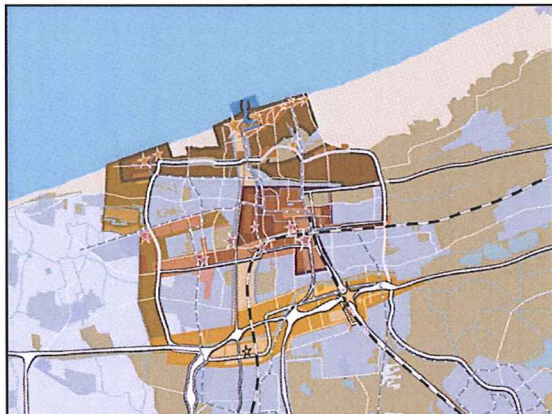
Programma:

- introductie Ronald Janssen
- presentatie Jerde
- pauze
- discussie



Gemeente Den Haag
Dienst Stedelijke Ontwikkeling

Ontwikkelingsvisie Scheveningen Bad



Stand van zaken masterplan:

- Nota van Uitgangspunten vastgesteld op 14 februari 2008
- discussienota: oktober 2008
- samenspraak discussienota:
- november/december 2008
- masterplan: medio 2009




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Ontwikkelingsvisie Scheveningen Bad

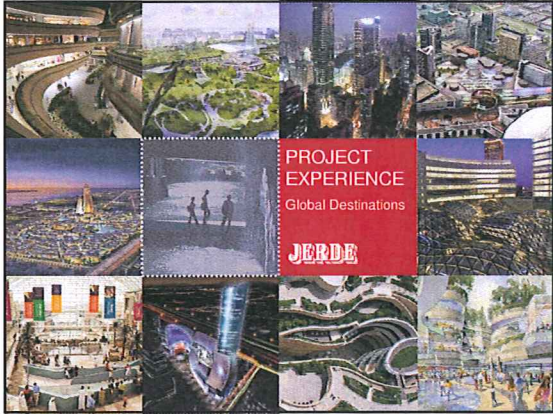
Bedoeling van deze avond:

- consultatie =
- informatie over en weer
- gebruik maken van kennis bij aanwezigen
- NIET instemming



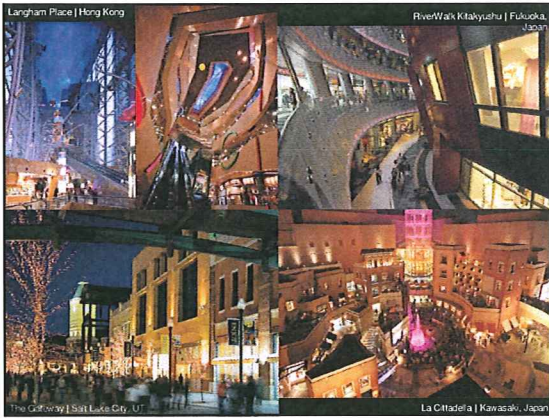
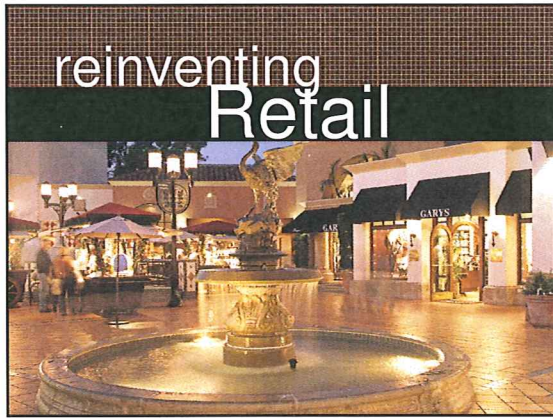
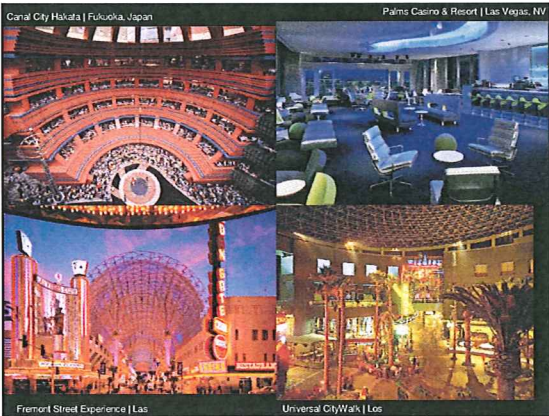
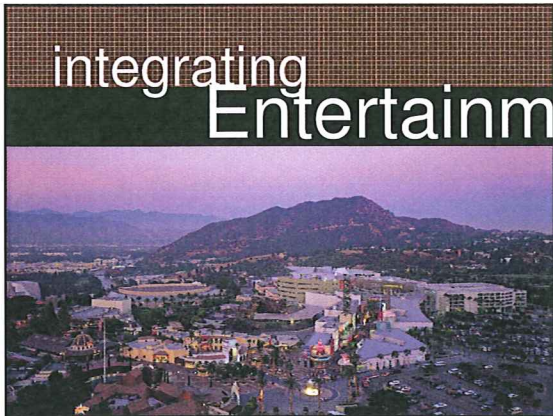
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Dienst Stedelijke Ontwikkeling

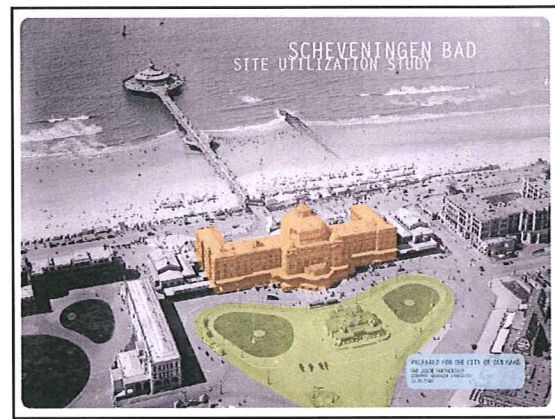
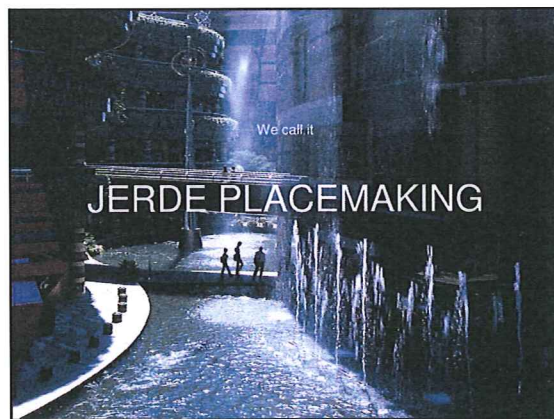
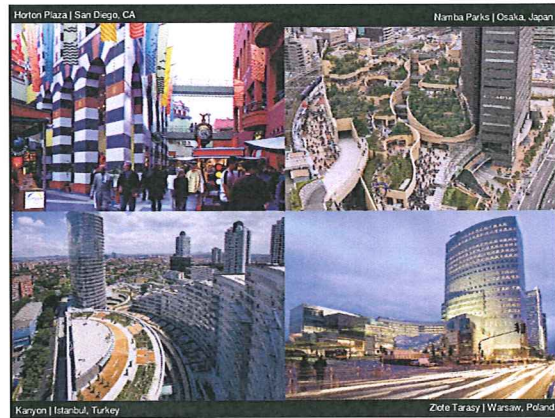
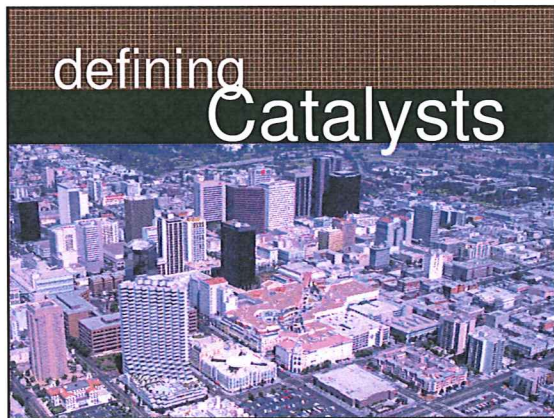
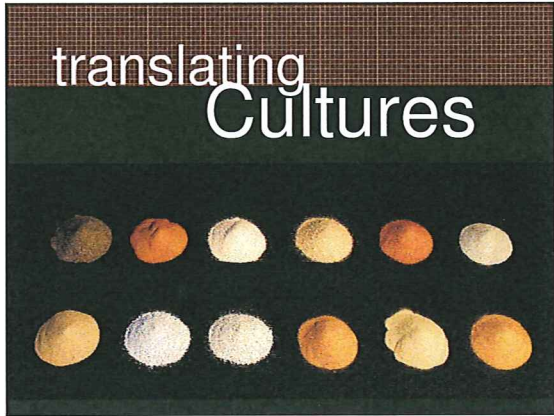
Ontwikkelingsvisie Scheveningen Bad



Background

- Founded in 1977 by Jon Jerde in Los Angeles, CA
- We are a Visionary Architecture & Urban Planning firm that designs experiential projects which attract millions of people everyday
- Over 120 employees in LA headquarters + offices in Amsterdam, Hong Kong and Shanghai
- Nearly 1 billion people visit Jerde-designed places every year
- To date, there are nearly 100 Jerde-designed places in diverse cities, such as Budapest, Hong Kong, Las Vegas, Los Angeles, Osaka, Rotterdam, Seoul, Shanghai, Tokyo and others
- Projects are currently under construction in Dubai,






1 SCHEVENINGEN :

STILL POPULAR DESTINATION
GOOD LOCATION
GOOD VISITATION
BUT STEADY DECLINE...

Declining / Underperforming Scheveningen




- Low per capita tourist spend:
 - €16 - Scheveningen Bath
 - €18 - Scheveningen Harbour
 - €25 - Den Haag city centre
- Total tourist spend declined by 20% over 7 years
- Underperformance in retail rental rates:
 - € 150 - € 500 / sqm / annum in Scheveningen vs € 400 - € 1,250 in Central Den Haag

Per Capita Tourist Spend (City Visitors), in Euro, 2004

Location	Per Capita Tourist Spend (€)
Den Haag, Centre	25
Den Haag, Harbour	18
Den Haag, Beach	16

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Declining / Underperforming Scheveningen



- Declining average length of stay (hotel guests):
 - 3.5 nights in 2005 -> 2.5 nights in 2007
- Decline in upscale hotel occupancy levels:
 - 69% in 2006 -> 62% in 2008

Average Length of Stay in Scheveningen (Overnight Tourists)

Year	Average Length of Stay (nights)
2005	3.5
2006	3.0
2007	2.5

Occupancy Rates, Scheveningen Hotels (4* and 5*)

Year	Occupancy Rate (%)
2006	69
2007	67
2008	62

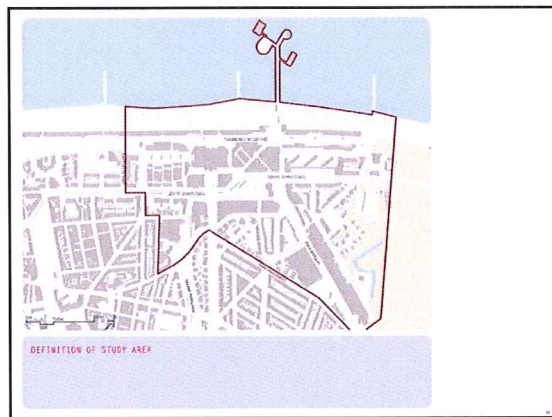
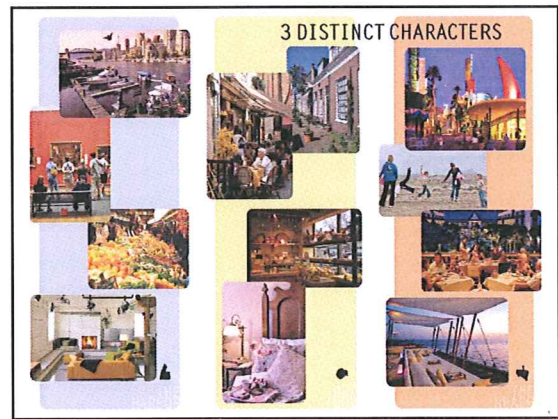
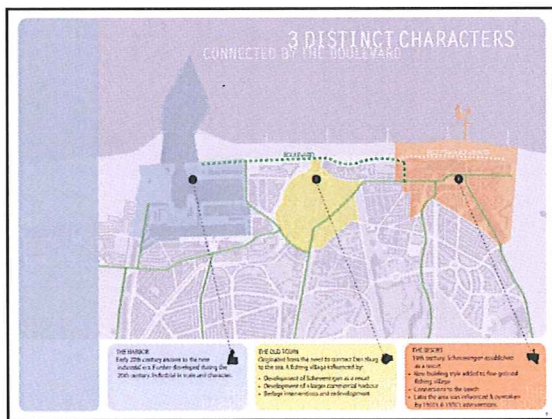
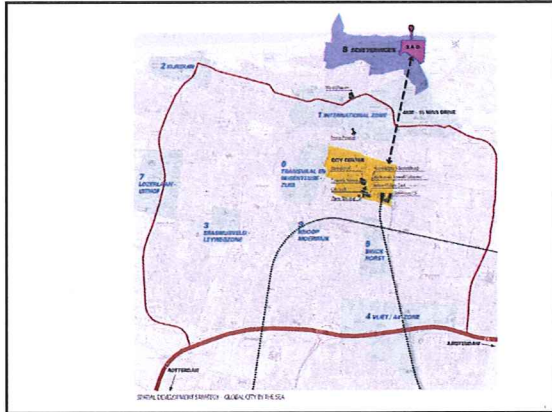
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2 LENGTHEN AVERAGE STAY OF VISITOR
EXPAND OFFERINGS
OFFER ATTRACTIONS FOR ALL SEASONS
INCREASE QUALITY OF OFFERINGS

CREATE BENEFITS FOR INHABITANTS OF SCHEVENINGEN

3 INCREASE VISITOR SPENDING
INCREASE OVERALL REVENUE
CREATE ADDITIONAL JOBS
ENHANCE OVERALL VALUE

4 NO EXPANSION OF SCHEVENINGEN BAD
IMPROVE CONNECTION WITH THE SEA
CREATE QUALITY PUBLIC SPACES
ADD VALUE TO THE CITY
OPTIMIZE TRAFFIC
INTEGRATE PUBLIC TRANSPORTATION



1. Too few routes and un-intuitive connections to the beach

2. Try view to the pier

3. No sense of arrival

CHALLENGES

- 1. NO SENSE OF ARRIVAL
- 2. TINY PIER TO THE PIER
- 3. UNCLEAR AND UN-INTUITIVE CONNECTIONS TO THE BEACH - DISCONNECT BETWEEN BEACH AND "SECOND LINE"

1. Inactive pier

2. Public space does not work

3. Theatre is disconnected from the rest of the district

4. Voted as the Wildest Square in Holland

CHALLENGES

- 1. INACTIVE PIER
- 2. PUBLIC SPACE DOES NOT WORK
- 3. THE THEATRE IS DISCONNECTED FROM THE REST OF THE DISTRICT
- 4. VOTED AS THE WILDEST SQUARE IN HOLLAND

BOTTLENECKS MOBILITY

ONLY CONNECTIONS AND DISCONNECTS FROM THE REST OF THE DISTRICT

1. Define arrival

2. Celebrate approach

INTERVENTIONS

3. Clear view to the sea

4. Create The Pier and adjacent public space as focal point and destination

INTERVENTIONS

5. Revitalize the pier

6. Create retail district

INTERVENTIONS

