



A CULTURE OF DESIGN

VISION ON ARCHITECTURE AND SPATIAL DESIGN

The President of the House of Representatives of the States General
PO Box 20018
The Hague
The Netherlands

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Subject
A Culture of Design -
Vision on Architecture & Spatial Design

Enclosure(s)
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The government hereby presents you with its policy document entitled "A Culture of Design – vision on architecture and spatial design". The policy document contains an elaboration of the plans with respect to architectural policy, formulated in *Kunst van Leven* (Art for life's Sake), whereby the government has fulfilled the commitment made during the General Consultation on architectural policy on 31 May 2007. The policy document is partly based on the A2008+ recommendation by the Board of Government Advisors and on supplementary recommendations by this Board.

The Netherlands is a country with a strong tradition of architecture. The government's architectural policy contributes to the continuing reinforcement of the role, position and identity of design (architecture, urban planning and landscape architecture). This is of importance in a cultural sense, and is a major condition for making the Netherlands more beautiful and more sustainable. This policy document on architecture forms part of the government's policy on sustainable spatial planning in the Netherlands, of which other components are fleshed out in the Beautiful Netherlands (*Mooi Nederland*) programme and the Landscape agenda.

The government has selected three key policy objectives for the coming years, oriented towards a structural reinforcement of architecture and spatial design in the spatial planning of the Netherlands. These are necessary to enable design to make an effective contribution to the cohesion, sustainability and multiformity essential to spatial development. The key objectives are as follows:

- Enshrining design in government projects and programmes ("Ontwerp voorop" [Priority for Design]). During the years to come, the various ministries will convert experiences gained from pilot projects and model projects into a structural basis for attention to design. This will be done in a number of ways, including design protocols.
- Reinforcing urban planning and regional design in order to promote the contribution of design to a cohesive layout of the Netherlands and to give an incentive to the profession of urban planning.
- Promoting the redesignation and redevelopment of valuable buildings and sites which have fallen into disuse. This key objective links up with the objectives contained in the Belvedere policy document and the modernisation of the preservation of listed buildings, which is currently being prepared.

In preparation of this policy document, the government has held a large number of exploratory talks with stakeholders. In this context, the government has also discussed the possibility of broad-based programmatic collaboration on the interface between culture and space with the Association of Provincial Authorities (IPO) and the Association of Netherlands Municipalities (VNG). Bearing in mind a focused policy and the deployment of financial resources, the government decided in favour of the three key objectives listed above, partly on the basis of these talks. The government feels that these key objectives constitute the basis for targeted cooperation between public and private parties, with the aim of reinforcing the quality and the position of architecture and spatial design.

The government will provide budgets to finance the key objectives and a number of supplementary initiatives. An overview of these is given in this policy document. Part of the budget of the Ministry of Education, Culture and Science (OCW) comes from the Culture section and is subject to the appropriate budget restrictions. The government intends to use this policy document to encourage public and private commissioning authorities to devote more attention to these key objectives. In accordance with the stipulations of Article 2 of the Financial Relations Act, the government has ascertained whether this policy intention will have financial consequences for the other authorities. This is not the case.

The Ministers of Housing, Spatial Planning and the Environment (VROM), Agriculture, Nature and Food Quality (LNV), and Transport, Public Works and Water Management (VenW) will send a letter on the implementation of the "Priority for Design" key objective to the House of Representatives before 1 January 2009. This letter will include information on the nature and content of design protocols, and the government projects and programmes to which these protocols will apply. These are of importance to the work to be carried out by the civil service itself, as commissioning authority and investor, but they will not result in any further requirements for other authorities. As soon as a certain degree of experience in using this instrument has been gained, the government will hold consultations with other authorities to examine whether the application of this type of instrument would be advisable for them too. If this turns out to be the case, further elaboration will then be carried out jointly.

After the summer, the Minister of OCW will send a letter to the House of Representatives containing an elaboration of the Urban Planning & Regional Design and Redesignation & Redevelopment key objectives. In order to achieve the best possible conjunction with existing initiatives and institutions at provincial and local level, this elaboration will be carried out in consultation with all the relevant parties, including IPO and VNG. This will ensure that this policy intention is fleshed out in accordance with the Inter-Administrative Relations Code.

The basic infrastructure of architectural institutions forms the foundation for Dutch architectural policy, which is greatly admired outside the Netherlands. The government will continue to provide financial support for this basic infrastructure. Decision-making on the subsidising of these architectural institutions (basic infrastructure) will take place separately in connection with the 2009 National Budget and the comprehensive subsidy order for the culture sector (based on the recommendation of the Council for Culture).

With regard to architectural policy, the "Culture of Design" policy document follows on from the Space and Culture Action Programme and the 2005-2008 Architectural and Belvedere Policy. The policy document briefly devotes attention to the Belvedere Policy as such. Further specific measures regarding the future of the Belvedere Policy will partly be formulated on the basis of an evaluation which is currently being carried out. The House of Representatives will receive information on this before 1 January 2009.

The Minister of Education, Culture and Science,



Dr Ronald H.A. Plasterk

The Minister of Housing, Spatial Planning and the Environment,



Dr. Jacqueline Cramer

The Minister of Agriculture, Nature and Food Quality,



G. Verburg

The Minister of Transport, Public Works and Water Management,



Camiel Eurlings

The Minister of Housing, Communities and Integration,



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The State Secretary of Transport, Public Works and Water Management,



J.C. Huizinga-Heringa



A CULTURE OF DESIGN

VISION ON ARCHITECTURE AND SPATIAL DESIGN

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FOREWORD

Dutch people are good at making things. Designing – a combination of imagination, thinking and doing – is deeply embedded in our culture. Whether it concerns postage stamps or polders, design or Delta Works, clothing or contemporary urban planning, the Dutch are renowned for their ability to combine beauty with utility.

One very special manifestation of this design culture is the structuring and design of the space we live in. Every day, we see the results of this design work: in our houses and our working environment, and in our cities and our countryside. We benefit from its beauty and utility, or are irritated if these qualities are lacking.

In view of this, it is not surprising that the public spotlight is fully trained on architecture and spatial design. A lively debate on urban and rural renewal, landscape cluttering and the significance of familiarity with our built surroundings is going on, while new designs evoke admiration as well as agitation. Historical buildings and landscapes are dearly-loved public property and set high standards for designing new functions within the existing context.

The quality of space is a shared responsibility in which the government is only one of the parties exercising influence over it. Citizens' and companies' activities determine, or have determined, what the Netherlands looks like to a considerable degree. The government and its various sections play a crucial part in organising and monitoring good spatial planning. As far as design – the cultural aspect of spatial planning – is concerned, the government's role is more restrained, although none the less important.

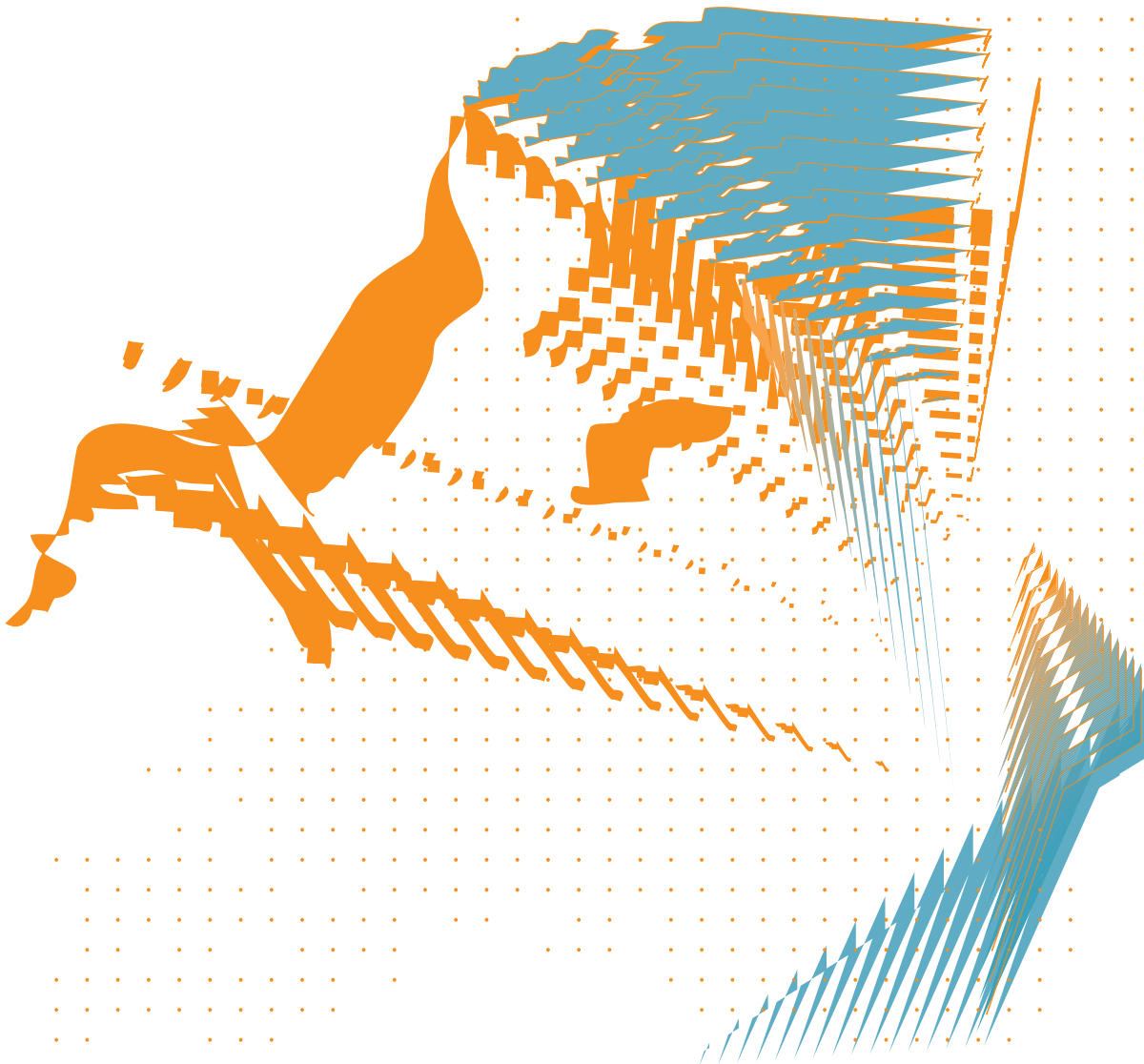
The central government can create conditions for a high professional standard, inspiring commissioning and a lively public debate, and it has been doing this since the beginning of the 1990s by pursuing an active architectural policy. This policy is based on a number of stable supports, including an extensive system of architectural institutions and attention to its own commissioning activities.

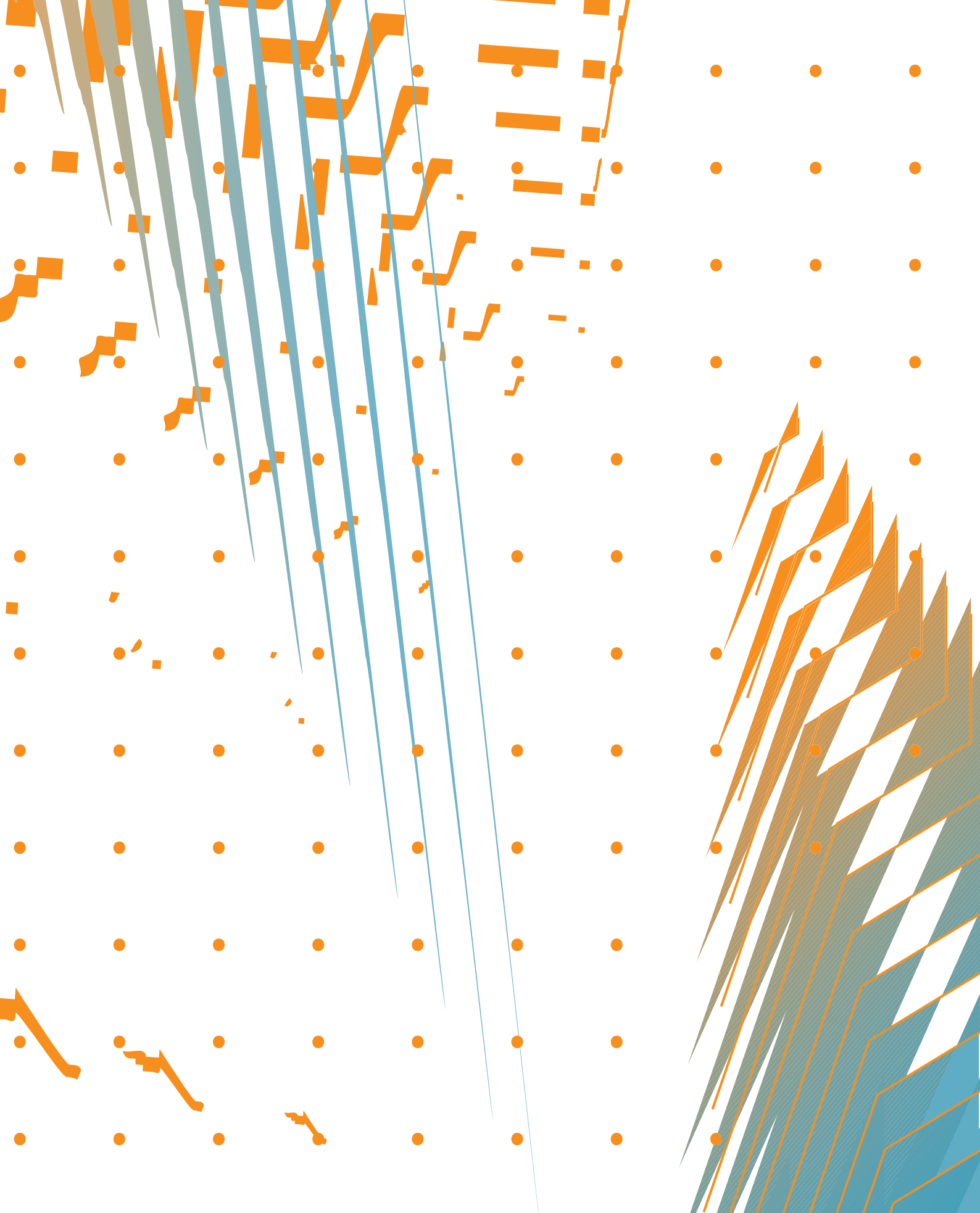
In addition, the policy is regularly updated on the basis of spatial and social assignments.

The present assignments have prompted the government to refine its vision on architectural policy. The current task of finding sustainable and innovative solutions for the layout of the Netherlands requires convincing commitment from the disciplines responsible for design. This vision serves to indicate which developments the central government intends to focus on and which design assignments it will take action on.

The central government intends to cooperate with citizens, businesses, local authorities and civil society organisations to create beauty as well as sustainability in the Netherlands and to ensure that the country functions well. This vision intends to provide guidance and inspiration in order to fulfil this ambition.

1 AIM AND AMBITION OF THE ARCHITECTURAL POLICY





1 DESIGN IN POSITION

The situation in the Netherlands presents a strange paradox: Dutch architects, urban planning experts and landscape architects are highly regarded on the international scene. Dutch design has become a product for export, and designers working all over the world represent an increasing economic interest. But at the same time, there is growing dissatisfaction about the way the Netherlands itself looks and a widespread feeling - not only among the public but also among those professionally and politically involved – that the landscape of the Netherlands is cluttering.

Much of the current dissatisfaction is due to the rapid spatial changes and the lack of cohesion when implementing these changes. It seems that we are unable to deploy our talent for design in such a way as to yield satisfactory spatial results: design is not being deployed in a sufficiently effective manner. And this is a problem, because designers are the very ones who are able to contribute to a beautiful and identifiable living environment where there is plenty going on. They can adopt a cultural approach in order to design space in such a way as to make it sustainable, functional and attractive. The Roman architect Vitruvius wrote that the essence of architecture is the art of combining solidity, functionality and beauty. We should make far better use of this art in the Netherlands, not only now and again in special projects, but as a permanent standard to be applied to all spatial modifications. The government regards structural reinforcement of the role of design as a condition for creating beauty and cultural richness in the Netherlands. And this is the focal point of the new architectural policy.

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Working on increasing beauty and sustainability in the Netherlands

Although a strong design input is essential to make the Netherlands more beautiful, it is not the only condition for creating a beautiful and sustainable country. The architectural policy forms part of the government's policy on sustainable spatial planning. The basic principles for spatial policy are recorded in the Policy Document on Space. The present government is increasing attention on a number of specific components. One of these is a more secure enshrining of design through government architectural policy. The spatial policy has given rise to a number of initiatives to combat landscape cluttering as part of the "Beautiful Netherlands" programme. This programme includes a new Beautiful Netherlands Innovation Scheme, the promotion of spatial quality in the vicinity of motorways and the safeguarding of motorway views, the promotion of the restructuring of obsolete business estates, and the establishment of quality teams. The government is focusing on maintaining, restoring and developing high-quality rural areas through the Landscape Agenda and will concentrate on finding new financing and organisational methods. The Modernisation of the Preservation of Historic Buildings and Sites will ensure a turnaround towards a region-oriented listed buildings policy which will invest the past with present-day significance. Thanks to their interrelationship, these (and other) initiatives will result in a more beautiful and more sustainable layout of the Netherlands.

Current spatial tasks

Many people feel the need for a distinctive and familiar living environment. The perceived value of buildings and regions increases if they have an explicit identity. This identity may be entrenched in the past or in the surrounding area, but it can also be created by a powerful new design. A strong identity contributes to sustainability too, and a sustainably structured living environment can continue to fulfil its function in a social, economic, cultural and ecological sense for a long time. This kind of living environment is prepared to meet the anticipated climate change and use clean and renewable sources of energy. It is a living environment where people can lead healthy lives and of which they will not quickly tire.

Provided that they are well designed and applied, new spatial claims and developments create a basis for a sustainable, functional and attractive spatial layout. They can be used to establish new spatial links, or to add or reinforce characteristic elements, protect vulnerable features and work towards sustainable energy and water usage. This generally defined task will be performed differently per region. Broadly speaking, we can differentiate between design tasks for urban regions, rural regions, and the areas in which these overlap: semi-urban areas.

1 In urban areas, the main task will be to increase density. More intensive use must be made of the available space in the cities in order to keep the rural areas as open as possible. This can be achieved by e.g. high-rise buildings, multiple use of space and redesignation. However, increasing density must not have an adverse effect on the functioning of public space. This is of essential importance to urban life, the quality of the living environment and residents' health. All types of public space –

from residential streets to city motorways and from squares to parks – must be safe, accessible and inviting. Options for increasing density are closely related to the urban significance of different parts of the city. Traditional and current locations for increasing density include city centres, public transport junctions, and harbours and business estates in the city centre which are falling into disuse.

- 2 In rural areas, our task will be to guide spatial and functional changes in such a way as to create a sustainable and distinctive countryside. Recent market developments have resulted in economies of scale in agriculture, giving rise to issues concerning the fitting of extremely large agricultural businesses, such as mega-stalls, into the landscape. At the same time, there are developments afoot which will lead to more diversity in the utilisation of the landscape. Nature development, recreation and water management are placing increasing demands on the available space. All these changes are taking place in landscapes which play an important part in residents' and visitors' perception of their surroundings. The transformations in rural areas require new design strategies oriented towards the sustainable and varied use of space.
- 3 Semi-urban areas are the areas of overlap between urban and rural areas. The landscape contributes to the quality of the urban living environment. The Laag Holland national park, for instance, forms an integral part of the urban area comprising the northern part of the Randstad. Closer links between urban and rural areas will help create new opportunities and innovative solutions, such as generating secondary income for farms and the

accessibility and perceptibility of the landscape. Semi-urban areas are also influenced by infrastructure and large-scale urban features such as business estates and wind turbines. This urban use, in combination with features of the landscape, will result in new design tasks. However, it can also create tension, since not all semi-urban areas are suitable for urban projects. There is too great a tendency to place urban functions in rural surroundings in a superficial and independent manner. In the case of business estates in particular, there is often a lack of high-quality spatial design. The same applies to recreational functions such as riding stables and large-scale leisure centres. Our task is to invest these sector-related developments with more cohesion – among themselves as well as with their surroundings – and a higher standard of quality.

Devising new developments in any of these three areas without taking the local spatial and historical context into account is no longer conceivable. Redesignation and redevelopment are gaining importance. Following the principle of “conservation through development”, the Belvedere programme has provided a great deal of insight into the options for giving substance to the role and significance of cultural history in spatial development. At the same time, we must respond to global trends and developments. Anticipation of climate change is of importance in all areas, and developing strategies to cope with a declining population is becoming a relevant issue in certain parts of the Netherlands.

The role of design

Architecture and spatial design can make a substantial contribution to formulating suitable responses to these tasks. Finding inventive solutions, exploring the possibilities while designing, integrating various interests, outlining future prospects, formulating criteria for visual quality, and of course, designing what will eventually be built or developed: all these are part of a spatial development process in which substantial input from design disciplines is essential.

Spatial design is a fundamental aspect of Dutch culture. As a small country situated in the Rhine, Meuse and Scheldt deltas, and with considerable pressure on its available space, the Netherlands has a long history of well-considered design of its living environment. And the government intends to give this cultural significance a new lease of life. The new tasks we face provide an opportunity to regain our pleasure in the perfectibility of our living environment. For this reason, government architectural policy focuses not only on existing designs and buildings, but also on the attitude and mentality of those responsible for an aptly, meticulously and conscientiously designed Netherlands: commissioning authorities, designers, regulators and users.

2 EACH HAS THEIR PART TO PLAY

The challenge facing commissioning authorities and designers is combining “the art of creating” with social commitment. They must carry out their work with courage, ingenuity and creativity. Creating spatial quality is a question of patience and perseverance, of adhering to one’s basic principles and ambitions from start to finish. The government is encouraging this by establishing conditions for a climate in which debates are held and papers published on architecture and spatial design, in which training and education are of high quality and in which designers are able to achieve top-quality performance in collaboration with their clients.

For this reason, good commissioning forms a central element in the architectural policy. Good commissioning is a combination of expertise, creativity and inspiration. The “clients” comprise an extremely varied group of organisations (both public and private) and individuals. One distinction relevant to the architectural policy is that between professional building clients and incidental building clients.

Professional building clients: cultural awareness pays

Most professional clients are property developers, corporations and government authorities, and nature and landscape managers in rural areas. More and more clients perform their tasks with cultural awareness, as a result of their social responsibility and business considerations. Good designs provide added economic value to the built reality. However, the creation of this value partly depends on what happens in the surrounding area. The value of a residential or office building is linked to the quality of the buildings in the vicinity, as well as to the quality of the public space. This conclusion emphasises the need for a clear and cohesive framework, and there is

increasing demand for such frameworks from private clients.

These professional clients feel that it is important that architectural achievements are appreciated by the public, and that they can choose from a large group of qualified designers when realising their ambitions. For this group, a stimulating architectural policy is one which contributes to a high level of professional design and which provides a platform for the presentation of and reflection on the projects they construct.

Incidental building clients: a need for orientation, information and guidance

Incidental clients comprise an extremely mixed group of individuals and organisations that only commission a designer once or twice, generally for a building or outdoor space for their own use. They include business people who commission the building of an office or an industrial unit and an increasing number of persons who have their own houses built, either individually or collectively. Many schools and care institutions are making arrangements for their own accommodation as the government is withdrawing from this responsibility and is leaving the development of such accommodation to an increasing extent up to the institutions themselves.

These incidental clients need knowledge more than professional clients do. They do not have a great deal of experience with construction processes, and for most of them this is the first time that they come into contact with all the relevant procedures. Moreover, not all of them are aware of the added value to be gained by calling in a designer. In order to achieve a satisfactory end result, these groups mainly require orientation, information and guidance, tailor-made to suit their assignments.

Designers: innovation and social responsibility

The best results are obtained from an open confrontation between the client's and designer's respective views. Designers have a responsibility to enrich clients' views, which can result in a higher level of ambition. And designers have to be able to demonstrate the added value of their designs, both in a social and a commercial sense. This requires social commitment, a certain degree of obstinacy, and knowledge of current technical possibilities. The proper means of promoting this are training, knowledge exchange and debate. In order to be able to maintain the Netherlands' favourable (international) position, designers must continually reinvent themselves and new top talent must be able to develop. Young architects, urban planners and landscape architects must be given the opportunity to display their talents during the most creative and artistic period of their lives, not only in images and text but also by actually realising their designs. This requires alertness on the part of the profession itself as well as a conscious choice on the part of clients to give room to young designers, also within the context of new types of contract and European public procurement procedures.

The authorities: new types of collaboration

Since the adoption of the Policy Document on Space, the basic principle in spatial planning has been "decentralise if possible, centralise where necessary". This means that the central government (as commissioning authority and as regulator) only provides guidance in affairs of national importance. Provinces and municipalities are expected to follow suit at their respective scale levels.

With respect to regions where a great deal is about to happen and many interests are involved at the same time, regional development processes are set

up in which various government authorities, civil society organisations and private parties work together to achieve a joint result. This approach comprises scale levels ranging from neighbourhoods to regions. Regional development has set new requirements for joint collaboration, and routines still have to be developed. In this regard, design can be employed much more effectively in the exploratory, planning and executive phase. Provinces and municipalities are working hard to take initiatives in this respect, for example by engaging architects, quality teams and design studios. The architectural policy contains measures for the further encouragement of designers' efforts that link up with provincial and local initiatives.

Citizens: encouraging a growing interest

Private individuals, too, are displaying increasing interest and involvement in the designing of their homes and developments in their neighbourhoods. This is demonstrated by, amongst other things, the interest in local architecture centres, Heritage Days and Architecture Day, and the growing number of private commissions. This interest stresses the cultural importance of spatial planning. Private and public clients alike are seeking and finding ways to integrate citizens' involvement professionally into their work. This results in participation in planning processes at all levels and stages. The architectural policy aims to further promote both these aspects, broad-based public interest and involvement.

History of architectural policy

The central government has been pursuing an architectural policy for almost two decades, in which construction policy and cultural policy go hand in hand. The aim of the first Policy Document on Architecture, entitled “Space for Architecture” (1991), was to create favourable conditions for achieving architectural quality. The policy document described architectural quality as a comprehensive value appraisal based on three interrelated criteria: cultural value, practical value and value for the future. It created a basis for a system of architectural institutions and an architectural climate unequalled elsewhere in the world. The focus was – and still is – on encouraging good commissioning, both by the central government itself and by other parties, and promoting the deployment of design at an early stage. In order to implement major parts of the policy, institutions such as the Netherlands Architecture Institute, the Netherlands Architecture Fund, the Berlage Institute, Architectuur Lokaal and Europan were established. The policy document was signed by the Ministers of Welfare, Health and Culture (the former WVC) and Housing, Spatial Planning and the Environment (VROM).

The second Policy Document on Architecture (“The Architecture of Space”, 1997) enlarged the sphere of activity. Besides architecture, attention was given to urban planning, landscape architecture and infrastructure, and other ministries joined in: the Ministers of Education, Culture and Science (OCW), Housing, Spatial Planning and the Environment (VROM), Agriculture, Nature and Food

Quality (LNV), and Transport, Public Works and Water Management (VenW) signed the policy document.

In “Designing the Netherlands” (2001), the central government put the motto “practise what you preach” into effect by implementing ten Big Projects.

The Space and Culture Action Programme (2005) served to link architectural policy more closely with the Belvedere policy document. This policy document (1999) contained a development-oriented strategy for dealing with cultural-historical urban and rural values on the principle of “conservation through development”. The Space and Culture Action Programme provided the ten Big Projects from 2001 with a sequel of thirteen (partly new) model projects. The implementation of these projects ensured that the ministries of Economic Affairs, Defence and Foreign Affairs also joined the architectural policy.

3 PRIORITIES IN ARCHITECTURAL POLICY (2009-2012)

As a cultural activity, spatial design has tremendous binding potential. There is a great need for this kind of binding cultural force in this day and age, with its tall orders and changing roles and responsibilities. The realisation that each spatial modification is a cultural act forms the basis of the architectural policy.

Special new incentives include a laboratory for private commissioning and establishing a chair for Design at Delft University of Technology.

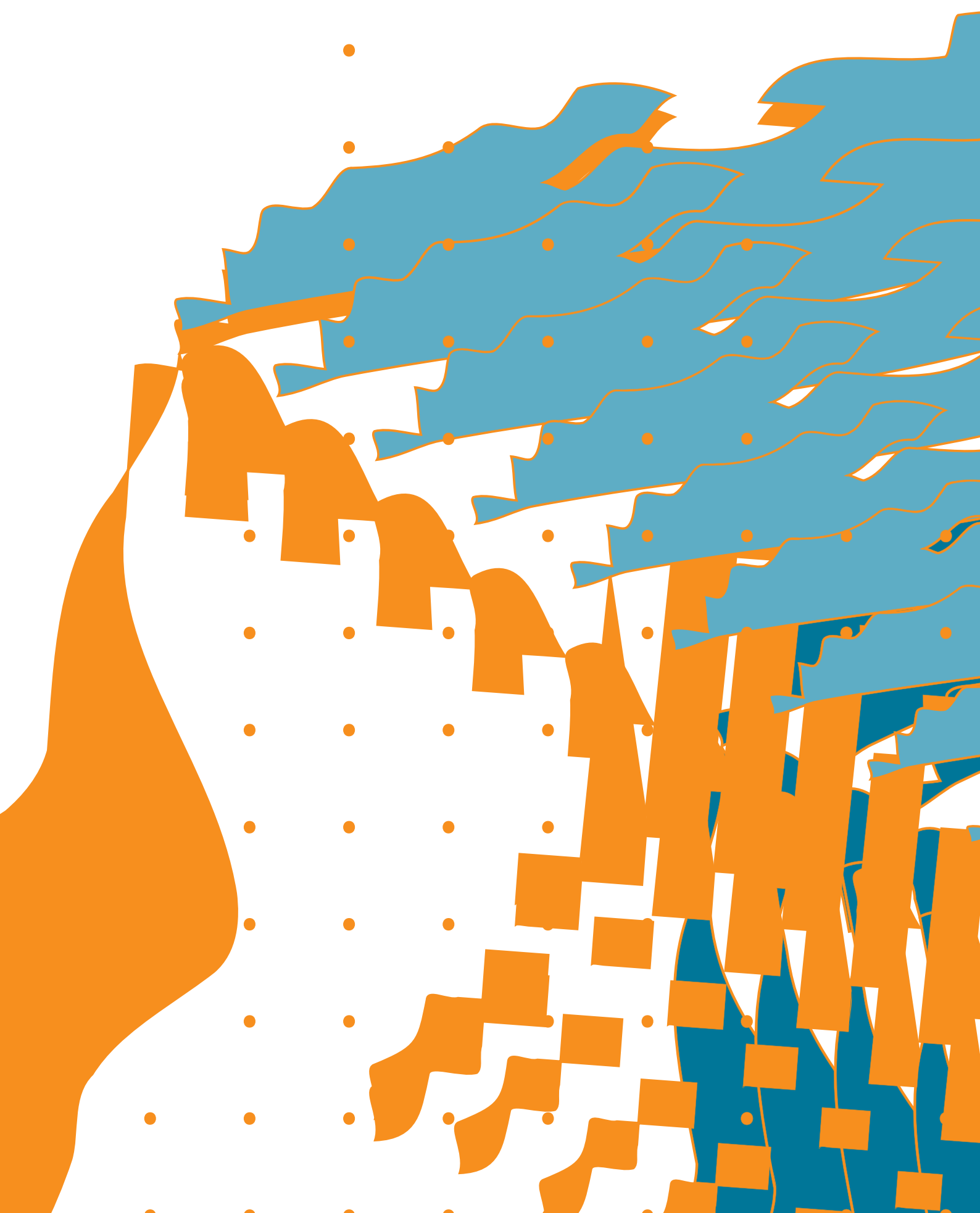
The architectural policy for 2009-2012 contains three new key objectives, which will contribute to a structural reinforcement of architecture and spatial design in the layout of the Netherlands. These key objectives are necessary to enable design to make an effective contribution to the cohesion, sustainability and multiformity essential to spatial development. The key objectives are:

- enshrining design in government projects and programmes (“Priority for Design”);
- reinforcing the position of urban planning and regional design;
- promoting the redesignation and redevelopment of valuable buildings and regions that are falling into disuse.

At the same time, the policy focuses on promoting a favourable architectural climate, as did the preceding policy documents. The government has placed a number of new emphases in this policy, mainly in order to provide support for specific groups of clients and to consolidate the role of our heritage in spatial development. This last point also includes activities intended to give the principles of the Belvedere programme (cultural history as a starting point and source of inspiration for spatial planning) a permanent place in the new policy when this programme expires in 2009.

2 KEY OBJECTIVES FOR 2009-2012





1 PRIORITY FOR DESIGN: STRUCTURAL ENSHRINEMENT IN GOVERNMENT PROJECTS AND PROGRAMMES

In its own role as commissioning authority, the government is changing over from incidental incentives and model projects to structural attention to design at an early stage. This changeover is of immense importance, since design will be given a strong and permanent position in all relevant government projects and programmes from now on. Measures adopted for this purpose are laid down in protocols and other fixed agreements, and in a few special provisions for sharing acquired knowledge with local and regional authorities.

The structural government-wide enshrinement of design work is new. In the case of government buildings, there has always been structural attention to design at an early stage, but this will now apply more broadly at the ministries of VROM, VenW and LNV. Government projects and programmes that could serve as examples are already being carried out. For instance, the Randstad 2040 project is working with design studios that develop ideas on the future of the Randstad, while landscape architects have been involved in identifying the IJsselmeer region's core qualities during preparation of the policy document on this region. These will eventually be used to draft conditions for fitting in new developments. "Space for the River" is an example of a programme that is already being implemented, in which the design dimension has been given a strong position.

With the Board of Government Advisors, the government has a team of experts in various design disciplines at its disposal that plays an important part in formulating and adhering to the quality ambitions.

Protocols and agreements for design input at an early stage

Protocols or other types of fixed agreements are the best instruments for guaranteeing structural design input at an early stage. These agreements not only serve to improve the decision-making process, but also to accelerate it. The Committee for Accelerated Decision-making on Infrastructure (Elverding Committee) has concluded that it is desirable to have a broad-based exploratory phase, in which residents, local and regional authorities and environmental organisations are closely involved at an earlier stage, and in which the approach is region-based. In this exploratory phase in particular design work can help determine ambitions and identify possible solutions.

The projects that are co-financed from the *Policy Document on Space* budget are excellently suited to fixed agreements on design. This budget consists of one billion euro up to 2014 and is intended to finance the implementation of plans contained in the Policy Document on Space. The money will be used for complex projects working on comprehensive regional development. The government has selected 23 projects put forward by municipalities and provinces, and subsidies have now been granted to three of these projects.

The existing "*Design Protocol*" for *infrastructural design quality* will apply to all large-scale infrastructural projects, which are construction, management and maintenance projects. This protocol is a means of guaranteeing the quality of design within the basic "market first" principle, in which market parties, as contractors, in principle take on design and construction assignments. Among other things, the protocol provides for a target document to be drafted beforehand and the input from design consultants during the entire

process, on behalf of both clients and those they commission. The Directorate-General for Public Works and Water Management (RWS) has had experience in this field since 2007.

Architectural specifications for motorways and trunk roads will be drawn up for verges, lighting, viaducts and acoustic barriers and so on. Specifications at network level will be made for a number of aspects of road design, involving also the subsidiary road network. Specifications have already been devised for the A2, A4, A12 and A27 motorways, and RWS will apply and update them regularly. In order to maintain the quality ambitions during the actual work as well, RWS has joined forces with the Federatie Welstand to develop a system for checking the aesthetic quality at route level. The ministries of VenW, VROM and LNV have devised a working method known as route design, intended to create cohesion between the design of a motorway and its surroundings. This working method will now be structurally incorporated into the working procedure at all relevant ministries and government service agencies. It will be applied to the entire major road network and will be enshrined in the relevant policy and implementation programmes at the ministries of VenW, VROM, LNV and OCW. RWS and the Rural Areas Department (DLG) will include the ambitions and working method in their package of activities and their joint collaboration agreement.

Protocols will be drawn up for *rural areas*. These are aimed at guaranteeing the quality of planning development for the Ministry of LNV's projects as well as those of the DLG. In rural and semi-urban areas, the central government has provided considerable resources for development and design of rural areas. The provincial authorities are responsible for the way in which rural areas are

designed and developed. They in turn will ask the DLG to devise projects, while remaining responsible for the process and the choices made. This will ensure that the design of main ecological links and nature development within the national ecological network constitutes a cultural assignment of national significance. The Ministry of LNV will encourage the DLG to strengthen and guarantee comprehensive design quality. The agreements between the Ministry of LNV and the National Forest Service will also state the way in which landscape architecture and cultural history will be given structural attention. These protocols and agreements for rural areas will be developed further in the context of the Landscape agenda.

The topics contained in this chapter do not comprise an exhaustive account of issues for which agreements on good and early design input are required. Other relevant government projects and programmes include Randstad Urgent, the Multi-Year Programme for Infrastructure, Space and Transport (MIRT), the Structural Vision on Motorway Environments, the Mobility Action Plan, the Landscape Agenda, the Water Plan, the Management Plan for National Waters, and the development of Dutch embassies and residences abroad (new accommodation, installation and renovation). The protocols and agreements can be included in exploratory studies, planning studies, structural visions and other documents.

Cooperation with local and regional authorities

Many government projects and programmes are implemented in collaboration with provincial authorities, water boards and municipalities. This is certainly the case with regard to regional development processes, in which civic societies and businesses often participate as well. In order to do full justice to design in these collaborative

projects, it is important to work on the possibilities of design from a shared vision.

Specific action programmes have been established or are being prepared with respect to three issues: the New Dutch Water Line, route design and water-related design. All three of these are issues for which special projects were organised in architectural policy during previous governments' terms of office, and which now require a broader application.

The Rijnauwen Pact has been concluded for the *New Dutch Water Line*. In this pact, the central government and the relevant provinces have concluded agreements on the implementation of about 150 projects within the New Dutch Water Line project between now and the end of 2011. The Pact marks the next step in a successful collaboration which has been going on for some time. A Line Committee has been set up in which the relevant ministries and provincial authorities cooperate. Thanks to the confidence that has grown in each other's commitment, the joint objectives listed in the "Panorama Krayenhoff" Line Perspective can be achieved. The Line Perspective states explicit design requirements. The various projects are classified into seven region-oriented project envelopes compiled by the provincial authorities, and an independent quality team monitors the quality and cohesion between all projects and project envelopes.

The government will initiate the establishment of an inter-administrative *Team of Experts for Infrastructure and Regional Development* from national and provincial authorities. This team will replace the present Route Design Advisory Centre. The team of experts will link up the various scale levels and organisations, and will inspire and facilitate policy agendas,

implementation programmes and specific operations. It will primarily focus on a limited number of routes such as the A1, the A6/A9, the A15 and the A58.

The "*Spatial Designs for Water*" action from the Space and Culture Action Programme will be followed up by a broadening operation. The results and experience gained from the various pilot projects demonstrate the added value of design input at an early stage, applying an exploratory design method, and linking the assignments for water with other spatial assignments and their cultural dimensions. They are also relevant for other local and regional parties than those participating in the pilot projects. The parties involved will propagate the lessons learned and experience gained, and are seeking cooperation with the Association of Water Boards and the Netherlands Institute for Physical Planning and Housing (NIROV) in order to share experiences on a broader basis. A possible way of doing this is providing water boards and other regional parties with design studios.

The Ministers of VROM, LNV and VenW will send a plan of action for the "Priority for Design" key objective to the House of Representatives before 1 January 2009.

2 REINFORCING URBAN PLANNING AND REGIONAL DESIGN

The government intends to reinforce the position of urban design. This is necessary in a broad sense, both in terms of the development of the profession and its actual practice. Urban planning is a discipline which designs human habitations (or “places”) by approaching buildings and space in conjunction with one another and linking up developments at various scale levels. In current practice the potential value of urban design at a project-transcending level (from neighbourhood to region) is not sufficiently demonstrated. A large part of public dissatisfaction with the quality of the living environment is due to this fact. If there are many current assignments, the quality of the result depends to a great extent on this project-transcending cohesion and the way in which past design performance affects today’s designs.

Urban planning as a profession: a weakened position

The position of the discipline of urban planning, for which the Netherlands was renowned during most of the twentieth century, has deteriorated and possibly even marginalised. Institutional design has become weaker in large municipalities and urban planning expertise in smaller municipalities is gradually disappearing. Urban planning experts on the market are frequently called in on an ad hoc basis. Although refreshing views can promote creativity, they can also have a detrimental effect on continuity. Municipalities are the proper parties to keep a close watch on the “urban memory”. This also requires expertise in urban planning, and this essential perseverance is too frequently lacking.

However, developments within the profession itself have likewise contributed to the weakened position of urban planning. Architects and landscape architects entered the field of urban planning, thereby supplanting the profession’s independent position on two counts. In addition,

surveys (investigations preceding the plan) have fallen somewhat into disuse with regard to urban planning, as they have in the field of physical planning. For designers and commissioning authorities, contact with researchers and making time for thorough analyses and preliminary studies is no longer self-evident. Education and training have also had a hand in this: too many seats of learning still offer curriculums which are incomplete or which do not connect to actual practice. Urban planning seems to be an unknown profession, which means that not enough young people have the right preliminary qualifications or choose urban planning.

Exceptional complexity on a regional scale

Due to the emergence of the network city, regions have more explicitly become part of the urban planning field of application. Although landscape architecture has a long tradition of design at this scale level, strategies for urban planning assignments are still being developed. Some examples of these are joining up regional transport networks and designating and creating various living and working environments. In such cases, the effective use of design comes up against the complexity of commissioning to an even greater extent than it does at municipal level. In addition, perseverance with regard to commissioning is more difficult at regional level because the commissioning authority is often a temporary steering group composed of various parties.

Approach

The government is taking initiatives to reinforce the weakened position of urban planning as an integral discipline and to improve an effective deployment of design at regional level. This is done through three tracks.

- 1 Making the urban planning profession more attractive.

- 2 Increasing professional knowledge among government authorities, other commissioning authorities, and designers.
- 3 Improving cohesion between policy, practice and research.

The government will use the following instruments to achieve this:

- Measures will be adopted in consultation with educational institutions in order to encourage new accretion of professional potential.
- A wide range of measures will be worked out in consultation with architectural institutions and professional organisations (especially the Dutch Professional Organisation of Urban Designers and Planners (BNSP), the Netherlands Association for Landscape Architecture (NVTL) and the NIROV) and independent foundations for urban planning and regional design (such as the EFL Foundation and the Eo Wijers Foundation), focusing on knowledge exchange, building up urban planning expertise, and operating in design processes at regional level.
- The Beautiful Netherlands Innovation Scheme (see box) will be used to support innovative projects drawn up by government authorities and civic societies which contain an exceptional degree of ambition with regard to regional design and the deployment of urban planning expertise. The scheme will earmark a special budget for this type of project.

The available budget for this key objective starts at EUR 1,500,000 in 2009 and will increase to EUR 3,000,000 a year between 2010 and 2012. Part of this budget will be used as a component of the Beautiful Netherlands Innovation Scheme. The Ministers of OCW and VROM will send a letter on the details of this key objective to the House of Representatives after the summer of 2008.

Beautiful Netherlands Innovation Scheme

The Beautiful Netherlands Innovation Scheme will take effect in 2009. This innovation scheme focuses on encouraging specific initiatives on the part of other government authorities and civic societies which contribute to a beautiful and sustainable Netherlands. Various designs based on themes to be chosen each year will be discussed and may be linked to the current situation. Examples include new ways of fitting wind turbines into the rural landscape, the challenge of linking an increase in the density of the existing urban area to more green and blue areas in the cities, and the spatial quality of business estates. A fixed and identifiable part of this scheme is the promotion of high quality design at (supra) local scale level for both urban and rural regions.

3 REDESIGNATION AND REDEVELOPMENT

The third key objective is designing for redesignation and redevelopment purposes. Characteristic buildings, complexes and landscapes make a considerable contribution to a multiform living environment. Reinforcing the position of architecture also means that past designs will be treated with care, especially if they are threatened by spatial and functional changes. The government intends to stimulate knowledge exchange and implementation practice regarding this task.

At present, it looks as if buildings, complexes and sites will become vacant on a large scale during the coming years. Examples of these in urban and semi-urban areas include school buildings, prisons, post offices, religious buildings, psychiatric institutions, industrial complexes and defence sites, as well as unoccupied buildings on business estates and in residential areas. In rural regions, agricultural lands will be converted into nature areas or places for water storage, while agricultural buildings will become vacant as a result of economies of scale in agriculture.

Redesignation or redevelopment is especially desirable if such buildings, complexes or sites are characteristic of their surroundings or their (former) use. They define the difference with other regions to a considerable degree, which means they have a uniting effect within their own surroundings.

During the past years, the government has supported initiatives - through the Belvedere project and the ISV (Urban Renewal Investment Budget) cultural incentive - which focus on this redesignation and redevelopment task and the necessary cooperation between cultural historians and designers in this respect.

However, more knowledge of the underlying causes and trends and of possible solutions is needed for adequate anticipatory policy.

The government regards redesignation and redevelopment as one of the major tasks for strengthening the cultural significance of the living environment during the coming years. The imminent modernisation of the preservation of historic buildings and sites partly focuses on guiding and facilitating any necessary changes in function. In anticipation of this, the government intends to move redesignation higher up on the social agenda, as an opportunity to use an inventive combination of historical values and contemporary design solutions to achieve original renewal. To this end, the government will follow up on previous activities and take two new initiatives which focus on development of knowledge about redesignation and on redevelopment in priority neighbourhoods.

Redesignation knowledge programme

In order to be able to respond adequately to loss of function and redesignation, knowledge on underlying causes and trends and on possible solutions is required. The first preliminary study, initiated by the Board of Government Advisors in collaboration with regional construction aesthetics organisations, shows that knowledge on vacant buildings and redesignation is limited, fragmented and difficult to access. This study, entitled “The Old Map of the Netherlands”, demonstrated that municipalities in particular need information on, knowledge of and insight into vacancy and redesignation. There is still no knowledge infrastructure, which makes the drafting of a good policy for vacancy management and redesignation difficult, if not downright impossible.

The government's introduction of a two-year knowledge programme is a follow-up to the initial inventory study. The programme encourages municipalities and other managers and owners to devise strategies relating to vacancy and redesignation. This will be achieved by giving an incentive to the development and availability of knowledge on the part of municipalities and their advisors.

Incentive for redesignation and redevelopment of priority neighbourhoods

Valuable and characteristic cultural heritage that can be preserved and revitalised by redesignation and redevelopment creates added value for neighbourhoods and regions. Moreover, cultural heritage serves as a landmark for local residents. They grow attached to this heritage and feel it forms part of their living environment's identity. Using redesignation and redevelopment of valuable and characteristic cultural heritage to reinforce familiarity and functionality will result in greater public appreciation, which in turn will lead to an increased sense of attachment to the neighbourhood. From an economic point of view, the value creation will result in an improved investment climate and will eventually lead to higher prices for property and a decreasing administrative burden. Research in connection with the ISV cultural incentive has shown that neighbourhoods with a recognisable identity, valuable or listed buildings, or a new icon are doing relatively well.

The central government intends to give an incentive to revitalising (historical) architecture and urban development by supporting processes, plans and projects in districts that need this kind of incentive: the forty priority neighbourhoods. As in other neighbourhoods, many churches, school and utility buildings, factories and public

facilities in these districts are in need of redesignation. Characteristic housing complexes in such districts sometimes require drastic renovation in order to retain their function as housing. The restructuring process should also devote attention to qualities arising from urban design, as well as to green areas and public space. Provided that design is deployed in good time, it can put forward solutions for improving the situation, layout, identity, sustainability and ease of use.

The government intends to boost and inspire this by deploying expertise and financial resources. The resources will be used for design and planning development (design studies, competitions, design studios), case-oriented research (possibilities for new functions and users, solutions to development problems, cultural-historical value assessments), and investments in the redesignation and redevelopment process, especially during the phase in which it is not yet sufficiently clear who the problem owner is.

With regard to neighbourhood improvement, the government is service-oriented towards residents, municipalities, housing associations and other parties involved, and this also applies to this incentive. Existing knowledge initiatives and knowledge centres will be utilised when contributing expertise, e.g. the National Priority neighbourhoods Alliance (an association bringing together the social partners involved in neighbourhood improvement), the Transformation Platform (part of the Aedes, the Dutch Union of Social Housing Associations), and the National Service for Archaeology, Cultural Landscape and Built Heritage (RACM) with the early post-war districts project. The account managers involved in the priority neighbourhoods of the Ministry of VROM/

Housing, Communities and Integration (WWI) will have a monitoring function, while the Cultural Heritage Government Advisor will give advice on the projects to be supported.

Approach

The Ministers of OCW and WWI will send a letter containing the details of this key objective to the House of Representatives after the summer of 2008. A budget of EUR 400,000 in 2009 and EUR 650,000 in 2010 has been earmarked for the Redesignation Knowledge Programme, while a budget of EUR 2,000,000 a year from 2009 to 2012 has been earmarked for the “Incentive for redesignation and redevelopment of priority neighbourhoods” programme.

















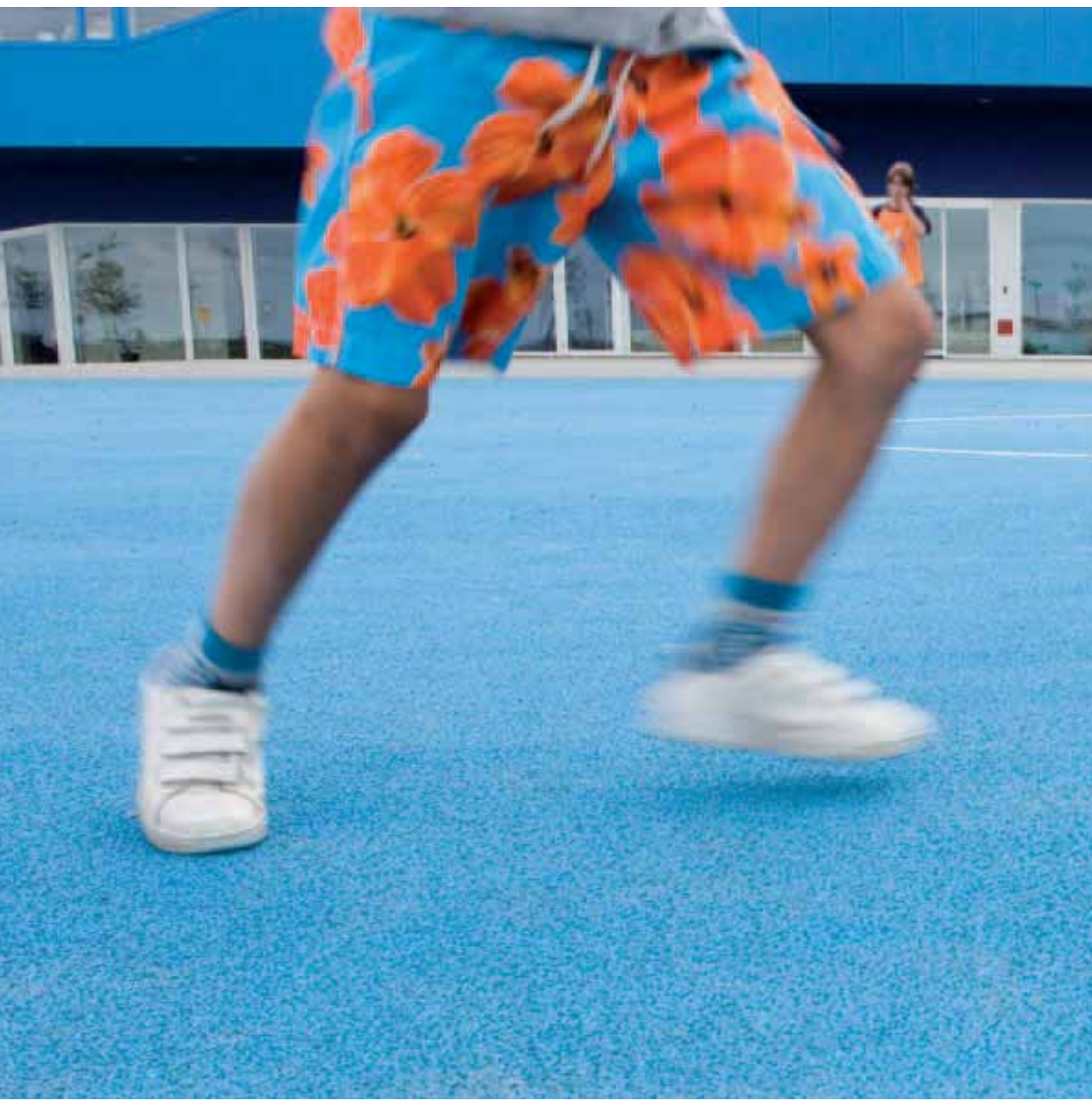
























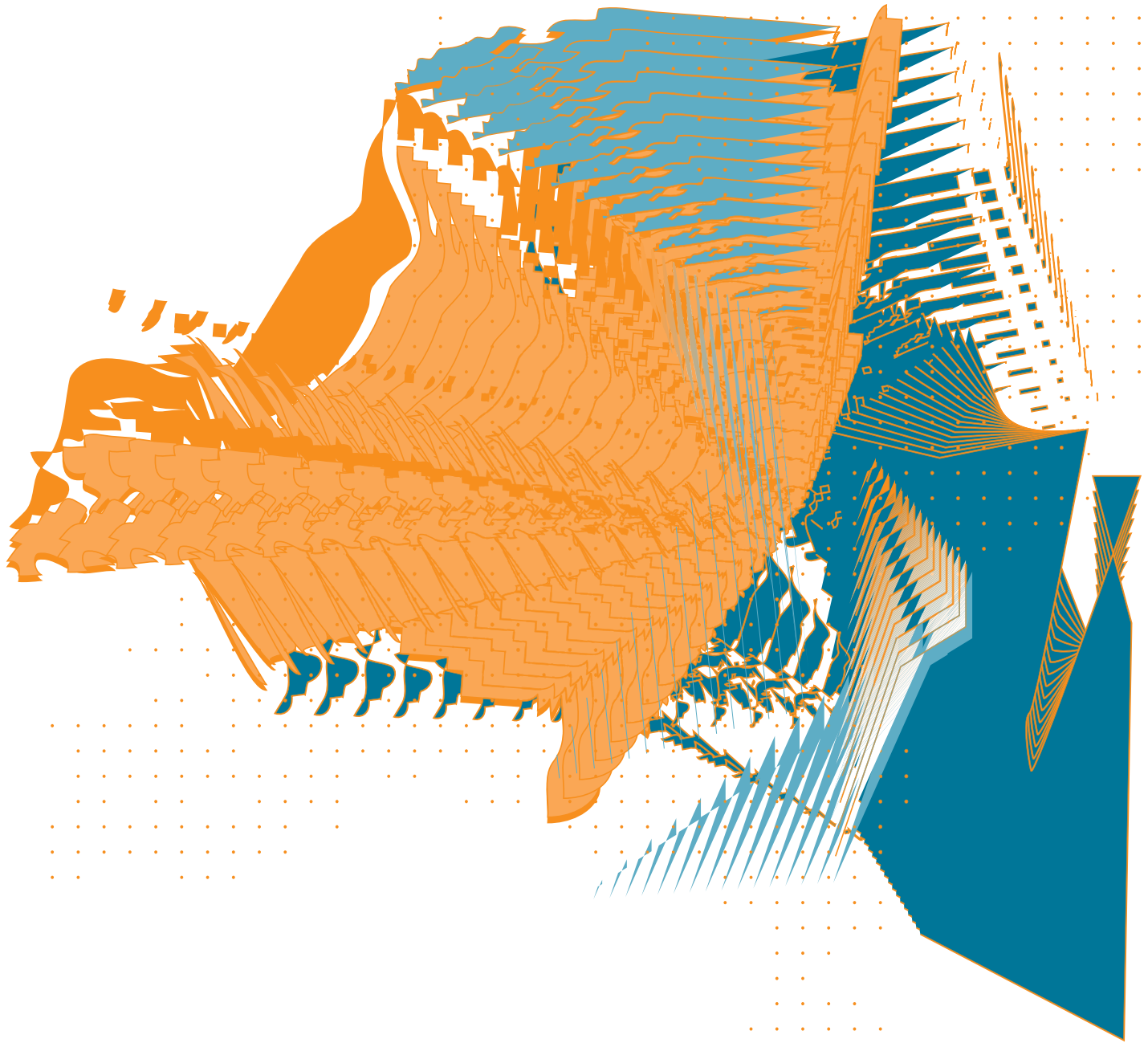


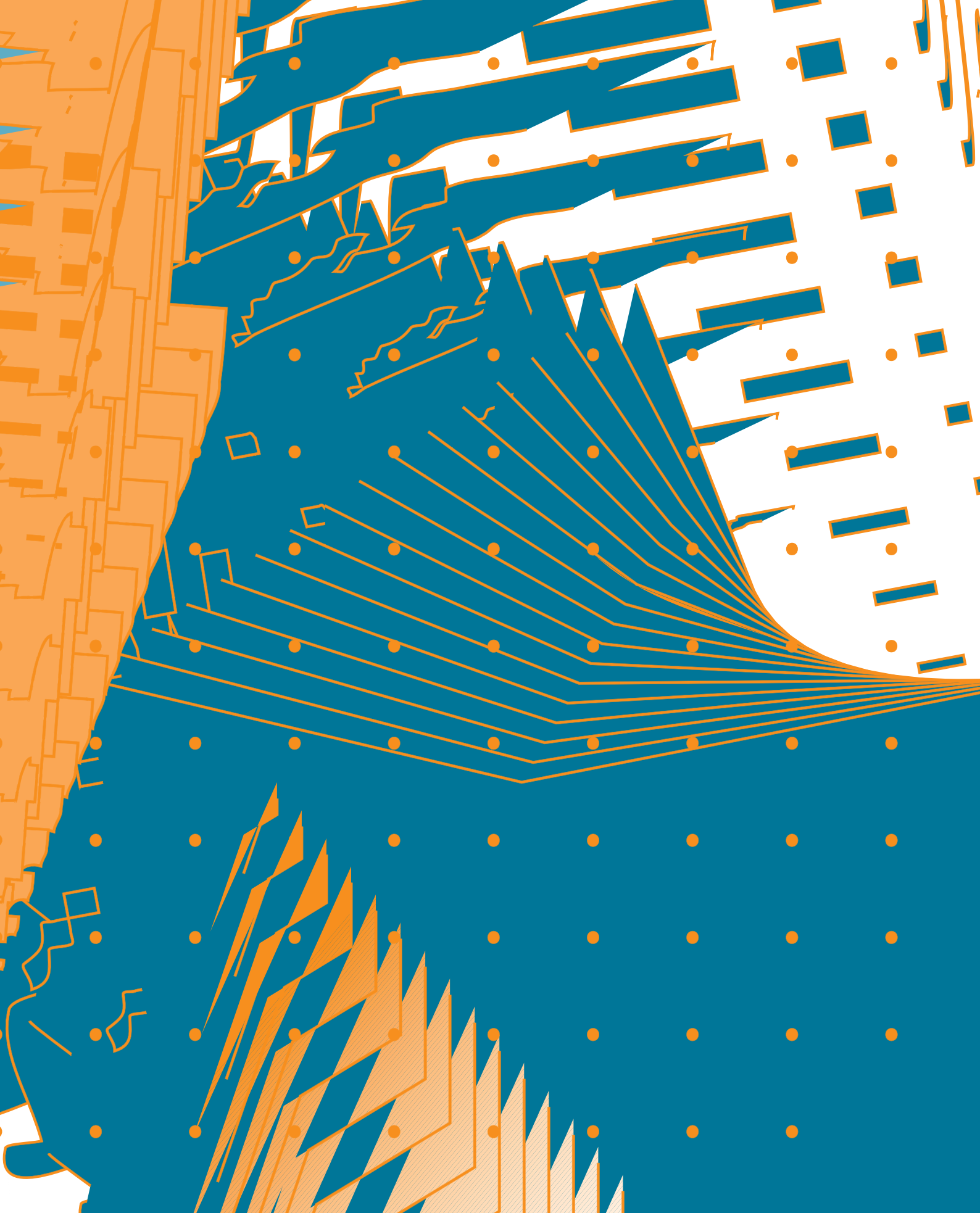






3 A FAVOURABLE ARCHITECTURAL CLIMATE: BUILDING ON THE BASIS





In addition to the new key objectives in the previous chapter, the architectural policy contains a large number of operations that, taken together, ensure a favourable architectural climate. Although the government has placed a number of new emphases, the operations are a continuation of existing policy. The basis of the architectural policy will be reinforced by building on past achievements and the powerful combination of institutions and initiatives that has come into being. Research, development, support and providing a platform for presentation and debate will remain permanent functions in this system. The architectural institutions' policy programmes will provide an up-to-date implementation of these functions during the coming years.

1 BASIC INFRASTRUCTURE

The infrastructure of architectural institutions that has developed over the past twenty years will remain intact. The government has altered the subsidy system for the culture sector in an operation entitled *Verschil maken* (Making a difference). Under the new system, institutions considered to be part of the basic infrastructure are directly subsidised by the central government, while other institutions can call on the funds.

For the architectural sector, the Netherlands Architecture Institute (NAi), as a sector institution, and the Netherlands Architecture Fund (SfA) fulfil permanent functions in the basic infrastructure. The SfA provides project subsidies for knowledge development and knowledge exchange, with the aim of boosting the quality of architecture, urban planning and landscape architecture and generating wide public interest in them. The NAi supports the sector and brings it to public's notice by means of exhibitions, debates and reflection, education and (international) promotion, partly on the basis of its extremely valuable architectural collection and architectural library. Both these institutions have submitted a policy plan for 2009-2012.

The SfA will devote more attention to the role of design in comprehensive regional development at local and regional level, and will also focus on promoting excellence among designers, reinforcing good commissioning and encouraging

cultural citizenship. On this basis, the SfA will provide project subsidies for local architectural centres' annual programmes, for research into design and for best practices. International projects may also be eligible for contributions. And subsidies within the framework of the Belvedere programme will be granted for the duration of that programme.

The NAi intends to reinforce its function as a platform for the professional world as well as for a wider audience. It places more emphasis on the social context of architecture and on urgent spatial planning tasks. It will intensify its function as the hub of (international) knowledge and information networks in a number of ways, such as collaborating with other sectors such as design and fashion.

Other institutions can be allocated a place in the basic infrastructure in three categories. Applications have been submitted in the "development institution" category by Architectuur Lokaal (commissioning and design competition advisory centre), Europan (a housing design competition for young architects at European level) and Archiprix (a prize for the best graduation plans). The Berlage Institute has submitted an application for the "post-academic institution" category, and the Rotterdam International Architecture Biennale has registered as an "international festival".

2 ENCOURAGING GOOD COMMISSIONING

A favourable architectural climate enables designers and their clients to work together to achieve good results. Commissioning in all its various forms (professional and incidental, public and private) is a crucial factor in this respect. Clients obtain the best results if they have vision, ambition and perseverance. Since good cooperation with the designer is a fundamental condition for realising their ideas, selecting a designer is the first and decisive step. Important factors here are the measures and recommendations relating to public procurement procedures and the Architects' Title Act (described in the following paragraphs). These are mainly oriented towards professional clients with large-scale projects to be carried out. The government has also established a number of targeted operations for incidental clients.

The Golden Pyramid: a state prize for inspiring commissioning

The annual state prize for inspiring commissioning, known as the Golden Pyramid, was introduced to encourage expert, creative and inspiring input from clients. The prize consists of EUR 50,000 in cash and a specially-designed trophy. The jury is led by the Chief Government Architect. Both the prize and the entries attract a great deal of publicity, both for the professional world (with an extensive publication) and the wider public (with a television series on the nominations).

Two rounds at Architecture scale level and two rounds at Regional Development scale level will be organised between 2009 and 2012. Projects eligible for the Architecture round include buildings or groups of buildings (including re-use, renovation and restoration), interior architecture, civil engineering designs (such as bridges or dam complexes) or environment

architecture (such as a square or a park). Projects for the Regional Development round must be spatial planning projects. These may comprise housing estates, business estates or extensive infrastructural works, but may also be projects to transform rural areas (nature, agriculture, recreation or landscape development projects). Additional energy will be devoted to increasing the number of entries in the Regional Development category.

Laboratory for private commissioning

More and more municipalities are realising part of their housing construction tasks through private or collective commissioning. Some well-known examples of this are Roombeek in Enschede and the Homeruskwartier in Almere, but there are numerous (smaller) projects in which citizens can design their homes themselves. The government is endeavouring to increase the proportion of private clients, and feels that the cultural aspect should be given more attention in this regard: the fact that citizens are helping to create the city by designing and building their own homes and living environment. However, neither private clients nor the professional world of architects, urban planning specialists and municipal administrations are sufficiently aware of this notion.

The cultural aspect of private commissioning will be reinforced and given more depth. Knowledge and expertise with respect to urban planning and architecture will be strengthened by an additional targeted incentive, which will also improve support of citizens. This incentive consists of a "laboratory" where architects, urban planners, administrators and citizens join forces to explore and agree on ways in which citizens can be given more room while simultaneously guaranteeing the quality of architecture and urban planning.

The laboratory is oriented towards individual and collective commissioning projects within a variety of price ranges. The details will be worked out in consultation with professional parties and will link up with the Minister of WWI's initiative to set up a knowledge network and a nationwide knowledge campaign for (collective) private commissioning. The government has earmarked EUR 300,000 for the private commissioning laboratory in 2009, and a further EUR 750,000 in 2010.

Support for clients in rural areas

The appearance of the landscape is determined by a large number of (frequently small-scale) investment and disinvestment decisions. Most of these decisions are made by local and regional authorities, nature conservation and landscape organisations, agricultural and recreational enterprises and citizens. They concern a wide range of issues ranging from mega-stalls to new marshlands and from the layout of the farmyard to afforestation. Taken individually, these alterations may only have a limited impact, but if they are not connected to the surrounding landscape, they can together cause further cluttering of the landscape.

Although the government is not a commissioning authority in such cases, it can stimulate cultural efforts by these organisations and private parties. Instruments for this purpose include knowledge provision, model projects, developing prototypes and encouraging local and regional authorities to utilise the binding force of design. The government intends to use these types of measures to ensure a significant role for design in processes such as economies of scale in agriculture, the emergence of energy landscapes and the transformation into consumer landscapes.

Business estates

The government intends to promote the quality and spatial integration of existing business estates as well as those still to be constructed. It has selected five pilot projects in order to gain insight into possible solutions that increase the spatial quality of business estates. Besides having an instructive effect on the central government and the provincial, regional and municipal authorities, these pilot projects can also provide inspiration. They will be supported in the planning process until the end of 2010, for example by means of design expertise, regulations and financial instruments. In addition, more attention must be devoted to spatial quality in the planning, design and construction of business estates in general.

School Building Prize

The Minister of Education has awarded the School Building Prize every two years since 1992. The prize was initially awarded alternately to various types of schools, but since 2000 a prize for primary schools and one for secondary schools is awarded every two years. A public award will also be presented for the first time in January 2009. The School Building Prize intends to stimulate commissioning authorities to have buildings constructed which are sound in all respects, which are in harmony with the educational concept, and which are sustainable, economical, flexible and healthy. Winners and nominees are exhaustively detailed in the School Building Prize book.

School Building Service Centre

A School Building Service Centre for innovative contract procurement procedures (e.g. through public-private cooperation) has been set up on the initiative of the Ministries of Finance and OCW. The centre provides support to clients commissioning the construction of schools. This is desirable because the task they face is becoming increasingly complex.

The educational system is more deeply integrated into its spatial and social surroundings than was formerly the case. Community schools or multifunctional centres need school buildings that can incorporate additional functions, and the construction of schools can form part of district-oriented renovation operations as part of plans for neighbourhood improvement. The renovation of school buildings is also becoming a considerable task.

The service centre supervises pilot projects for school building projects with an innovative procurement procedure. One or more of these pilot projects will be used to study ways of guaranteeing quality in the design process. The supervision of these pilot projects may result in an instrument for the commissioning of school buildings, while the projects themselves can also provide insight into the changed role of architects in integrated contract formation. The architectural policy will give added value to the service centre by utilising the role of design and designers' expertise in these tendering procedures.

Hospital and care sector

Commissioning authorities in the hospital and care sector will receive support via the Care and Construction Centre, which is currently being set up and which will form part of the Netherlands Organisation for Applied Scientific Research (TNO). The present Care Institutions Construction Board will be incorporated into this centre. The new centre's task will be to provide a quality incentive in the construction and renovation of care institutions' accommodation. The fact that the government is withdrawing from this task will result in new housing assignments for the sector itself.

Cooperation between the central government and care and architectural institutions will be implemented via the "Architecture in Health" innovation platform for architecture and care.

3 EUROPEAN PUBLIC PROCUREMENT PROCEDURES

The procedures for contracting out work, delivery and (architectural) services must be transparent, objective and non-discriminatory. To ensure this, clear evaluation methods containing specific questions, objectified aims and measurable criteria are necessary.

The complex nature of European public procurement procedures requires specialised knowledge. When awarding contracts on the basis of the most economically profitable tender, it is important to ensure a proper balance between quality evaluations as well as price evaluations. Theoretically, the European directive provides sufficient possibilities in this respect, and positive experience has been gained in the field of infrastructure.

When selecting architects to design buildings, it often turns out in practice that a great deal of emphasis is placed on the legal and administrative aspects, despite the fact that this is not compulsory under the directive. It should be avoided that commissioning authorities and public procurement offices create barriers by setting minimum requirements which are not in proportion to the complexity of the assignment. This prevents new and/or small architects' firms from taking part, which has a negative effect on architectural diversity and innovation.

The Chief Government Architect and the other parties involved, including the Royal Association of Dutch Architects, will analyse in more detail ways of making better use of the options provided under the present regulations (e.g. by holding competitions). A guideline will be drawn up to encourage and support commissioning authorities in the application of these options.

4 CENTRAL GOVERNMENT COMMISSIONING

Executive bodies such as the Government Buildings Agency (RGD), the Joint Development Agency (GOB) and RWS play a major role in central government commissioning. These institutions are often the direct clients of designers. Although the Chief Government Architect has had an executive task since 1806, his main role nowadays is that of advisor. The appointment of the first Board of Government Advisors in 2005 has strengthened this advisory role. In addition to the operations arising from the “Priority for Design” key objective, a new emphasis will be placed on two aspects of central government commissioning: design priorities in state buildings and the position of design in new public procurement procedures.

Board of Government Advisors

The Chief Government Architect advises the Government Buildings Agency and other ministries engaged in construction activities with respect to design, selection of architects, listed buildings and cultural heritage, and visual arts in connection with the percentage scheme. The Chief Government Architect also plays a key part in architectural policy and has been president of the Board of Government Advisors since 2005. The other members of this Board are government advisors on the landscape, infrastructure and cultural heritage.

The members of the Board may provide advice – either solicited or unsolicited - to the relevant members of government. In this regard, the Board consists of independent advisors in the most absolute sense of the word, although the government advisors do fall within the political responsibility of the relevant Ministers (VROM, LNV, VenW, OCW). The Chief Government Architect is an expert on architecture and urban

planning, while the three government advisors provide specific knowledge on the other fields. This enables the Board to give comprehensive advice. It concentrates on the role, profile and significance of design and design disciplines, thereby focusing on managing and stimulating design research and design quality.

State buildings

The Government Buildings Agency ensures effective and efficient accommodation for ministries, government agencies, the Royal Family and Institutions of State, by building and maintaining tax offices, district courts, prisons and so on. Moreover, the Government Buildings Agency contributes to the preservation of our cultural heritage by preserving listed buildings and ensuring appropriate (re)designation. Redesignation and redevelopment require intensive forms of cooperation within the central government, as well as between the central government and municipalities and between the central government and private parties. By realising redesignation assignments, the Government Buildings Agency wants to demonstrate how to contribute in a responsible manner to the development of buildings, places or regions. The Agency is collaborating with other government real estate organisations to devise a working method which can also be used by other parties.

In line with government agreements on sustainable purchasing, the emphasis during the coming years will be on making state buildings sustainable in combination with attractive architecture. The government intends to stimulate the market by setting an example and taking sustainability into account as a compelling argument in all its purchases. In the case of state buildings, this takes the shape of a high

“Greencalc” score. Greencalc+ is an instrument used to assess buildings’ sustainable use of materials, energy and water. In addition, the state buildings policy focuses on proper urban planning with respect to integrating buildings into their surroundings, and on administering the Visual Arts Percentage Scheme. In 2002, the Ministry of LNV laid down that 1% of the total accommodation budget would be available for improving the quality of the outside space at work sites: this scheme has proved to be satisfactory.

Improving state buildings constitutes an important task for the coming years, with a view to increasing flexibility and improving cooperation between the ministries (“the new state workplace”). Research into design will be used to achieve an efficient and inspiring working climate for civil servants.

Integrated public procurement contracts

Traditionally there has always been one sole client for the construction process, which entered into agreements with individual contractors regarding all the different aspects of the construction process: design, realisation, maintenance and operation. These days, the execution of construction projects is often carried out in a public-private partnership (PPP), where the government or another authority concludes an integrated contract in which design, construction, financing, management, and general and technical support services become the responsibility of the contracting consortium. Such contracts may consist of combinations of the DBFMO components (Design, Build, Finance, Maintain, Operate). The advantages to this are a comprehensive approach right from the start and comprehensive risk management, as well as the fact that it provides market parties with more scope for innovation.

This alters the architects’ position, since they are usually members of the consortium. And because in this type of contract communication with the building’s future occupant is limited and there is no clear-cut schedule of requirements, designers have to deduce the occupant’s wishes from output specifications and a target document.

The government is currently carrying out a number of building-specific PPP pilot projects for which integrated contracts have been concluded. Examples include the renovation of the main building at the Ministry of Finance, the redevelopment of the Kromhout barracks, the new buildings for the Tax and Customs Administration and the Informatie Beheer Groep, and a number of penitentiaries. PPPs have also been concluded for infrastructural projects such as the high-speed railway line, the A59 motorway and the recently awarded contract for the second Coen tunnel.

The first experiences with PPPs are positive, although more attention should be devoted to monitoring architectural quality after the contract has been awarded. This could be done by, amongst other things, safeguarding the architect’s position when working out details of the design. In order to improve the assurance of the architectural quality of PPP infrastructural projects, architectonic specifications could be standardised; this is already being done for a number of motorways. The Chief Government Architect will perform a more detailed evaluation to investigate to what extent and in what way the assurance of architectural quality needs to be adjusted or sharpened.

Experimental garden

The Closure Dike will serve as an experimental garden for the government’s new method of

commissioning. Besides its cultural-historical value, the Closure Dike also has considerable experiential value, since the dike plays a major role in Dutch history and the identity of the IJsselmeer region. The dike is 75 years old and in need of renovation. The government has stated in its Vision on Water that it intends to explore the possibilities of combining other plans and initiatives with the renovation of the Closure Dike. The project challenges spatial planning designers to find a balance between preservation and development and between cultural history and innovation. The way in which the government is collaborating with regional authorities, businesses and civil society organisations has turned the project into an experimental garden for government commissioning. The conceptual aspects are left to the market, while the government ensures that the dike's basic functions and the remaining ambitions remain clear from start to finish. An external party will be asked to monitor the process in order to learn generic lessons on new forms of government commissioning. The most important point here is to ensure that the integrality of a project from start to execution is guaranteed as far as possible.

5 QUALITY INSTRUMENTS

Architects' Title Act

The amended version of the Architects' Title Act is expected to come into force as from 2009. Measures based on recommendations from the Chief Government Architect have been proposed to make this Act a more powerful quality instrument. Prospective landscape architects, urban planning specialists and (interior) architects will have to gain two years of professional experience after completing their study programme before they can be entered in the Register of Architects. Registered designers will be obliged to update their professional knowledge by continuing their training and to comply with a code of conduct and right of complaint. The central government will take more of a back seat in order to give the profession itself more responsibility for these measures. This will be realised by transforming the Stichting Bureau Architectenregister (SBA) into a public body for the sector and the profession. The Experiment – a two-year programme enabling young architects to gain professional experience – will probably seek to join this new public body.

Buildings aesthetics

Monitoring buildings aesthetics is an important component of the instruments available to municipalities for guaranteeing the level of spatial quality. An amendment to the Housing Act came into force in 2003, whose aim was to increase transparency and democracy in the monitoring of buildings aesthetics. The effect of this new monitoring of buildings aesthetics has meanwhile been evaluated. On the basis of this evaluation, the government will present its intentions in this regard to the House of Representatives.

Quality teams

Another type of quality care is the deployment of quality teams, which is being done more and more

frequently at various scale levels. These teams are usually linked to specific (regional) assignments. The government has already set up quality teams for the New Dutch Water Line and Space for the River (instigated by the Ministry of LNV and the Ministry of VenW respectively). During the coming years, the Ministry of VROM will encourage and facilitate the establishment of quality teams for projects that receive funds from the Policy Document on Space budget. Collaborating parties in the relevant projects must take the initiative to set up a quality team and organise this themselves.

6 OUR HERITAGE: A SEQUEL TO THE BELVEDERE PROGRAMME

The Belvedere Programme

The 10-year Belvedere programme – directed towards reinforcing the role and significance of cultural history in spatial planning – will be completed in 2009. The government is of the opinion that this programme has been a success. The Belvedere body of thought has penetrated into the four relevant ministries' policy. There are many collaborative projects between knowledge institutions, local, regional and national authorities, interest groups, design and research agencies and private parties. The Belvedere approach can be seen in about 300 subsidised projects, including the New Dutch Water Line and Limes national projects. Knowledge on the Belvedere approach has been developed and transferred through numerous publications and events, as well as a project database and an education network (with three Belvedere chairs).

The importance of cultural history in comprehensive spatial considerations and design processes occupies a far more prominent place on the (mental) map than it did ten years ago, and this is partly due to the Belvedere programme. Despite this, however, we still have some way to go. Everyone – the government, commissioning authorities, property developers, researchers and designers – should develop the Belvedere body of thought further within their own tasks and possibilities.

The government does not plan to relinquish the Belvedere programme after it has expired. There are a number of follow-up initiatives intended to ensure that attention remains fixed on the Belvedere body of thought. In particular, these initiatives are aimed at encouraging its continuing influence on construction activities by the government, local and regional authorities and the private sector, and supporting knowledge

development and knowledge exchange. The Belvedere policy will be translated into new policy programmes, in particular the Landscape Agenda, this Vision on Architecture and Spatial Design, and Modernising the Preservation of Historic Buildings and Sites. The New Dutch Water Line national project will continue until the end of 2020. With regard to the future of the Limes national project, further agreements will be made with the Roman Limes Alliance partners on the basis of an evaluation.

The Ministers of OCW, VROM, LNV and VenW will inform the House of Representatives before 1 January 2009 of the initiatives they intend to take to ensure that the objectives of the Belvedere policy continue to have their effect and are enshrined in future policy after 2009.

Modernising the preservation of historic buildings and sites

The government will send a proposal for modernising the Dutch historic buildings and sites preservation system to the House of Representatives in 2009. In line with the Belvedere policy, this modernisation focuses on two points: the change towards region-oriented policy and the redesignation task and the effect this will have on the financial systems and the administrative apportionment of responsibilities. This proposal may subsequently result in an amendment to the Monuments and Historic Buildings Act.

The numerous private initiators and cultural heritage institutions play a major role in fleshing out a development-oriented historic buildings and sites preservation policy in practice, and in increasing rapprochement and collaboration between cultural historians and designers. As a sector institute, the Netherlands Institute for Heritage can play an encouraging role in the cultural heritage sector.

7 EDUCATION AND PUBLIC DEBATE

Chairs

The government is working on consolidating the knowledge basis by establishing a number of chairs, such as a new Design Chair: a practical professorship at Delft University of Technology. This new chair will focus on the role of design and designers in spatial planning practice. The “Scientific Applications in Spatial Planning” practical professorship at Utrecht University and the three chairs in the Belvedere programme (at Delft University of Technology, VU University Amsterdam and Wageningen University) have already been functioning for some time. The last-named three chairs are cornerstones of the Belvedere education network, which also includes institutions of higher professional education.

Education

The level of higher education for design in the Netherlands is internationally impressive: universities, academies and post-graduate study programmes lay the foundations for the renowned achievements of designers trained in the Netherlands, both at home and abroad. During the past years, more attention has been devoted to the cultural component of our living environment in primary and secondary education. The Netherlands’ historical canon has focused attention on the Dutch tradition and culture of creation. In addition, a number of educational programmes on architecture and cultural heritage have been developed (such as “Space Soup” and “Plan your own space”).

The government is of the opinion that there is no need for policy changes with respect to designer training. However, the synergy between education, research, practice and policy could be intensified. The government wants to contribute to this by explicitly seeking such collaboration when implementing the three key objectives in

this vision (structural enshrinement of design, reinforcing urban planning and regional design, and redesignation and redevelopment).

Platform and debate

A lively debate on architecture and the layout of our living environment is going on in the Netherlands. This debate has been conducted in the public domain again during the past years. Opinion makers and citizens have joined in the discussion on spatial problems and have put forward ideas on how to solve them. Citizens are greatly interested in the culture of the living environment. This has emerged from the large numbers of participants in Architecture Day, Heritage Days and other local activities.

At the same time, no topic remains undiscussed in the professional debate: new design assignments, plans proposed and designs realised are extensively and critically debated in publications and during meetings. This debate and platform function is partly fulfilled and supported by the basic infrastructure of architectural institutions.

The public and professional debates must be more closely interwoven. The platform where the debate is held should in many cases be made more attractive for the public as well as for the professional world, both at national and local level. The government supports the Netherlands Architecture Institute, Kasteel Groeneveld and other institutions in their endeavours to provide a platform for public debate and to shift the focus of the professional debate more to current social issues. The government itself is making every effort to reach citizens by involving them in policy development and by means of broad-based communications on architecture and spatial planning.

8 THE INTERNATIONAL SCENE

The government feels positive about the international orientation and international identity of Dutch architecture. Thanks to their recognisable and original profile, Dutch architects, urban planning specialists and landscape architects are able to build up an excellent reputation outside the Netherlands. Dutch commissioning authorities are successful in interesting celebrated international designers in assignments in the Netherlands, while design study programmes are full of international talent.

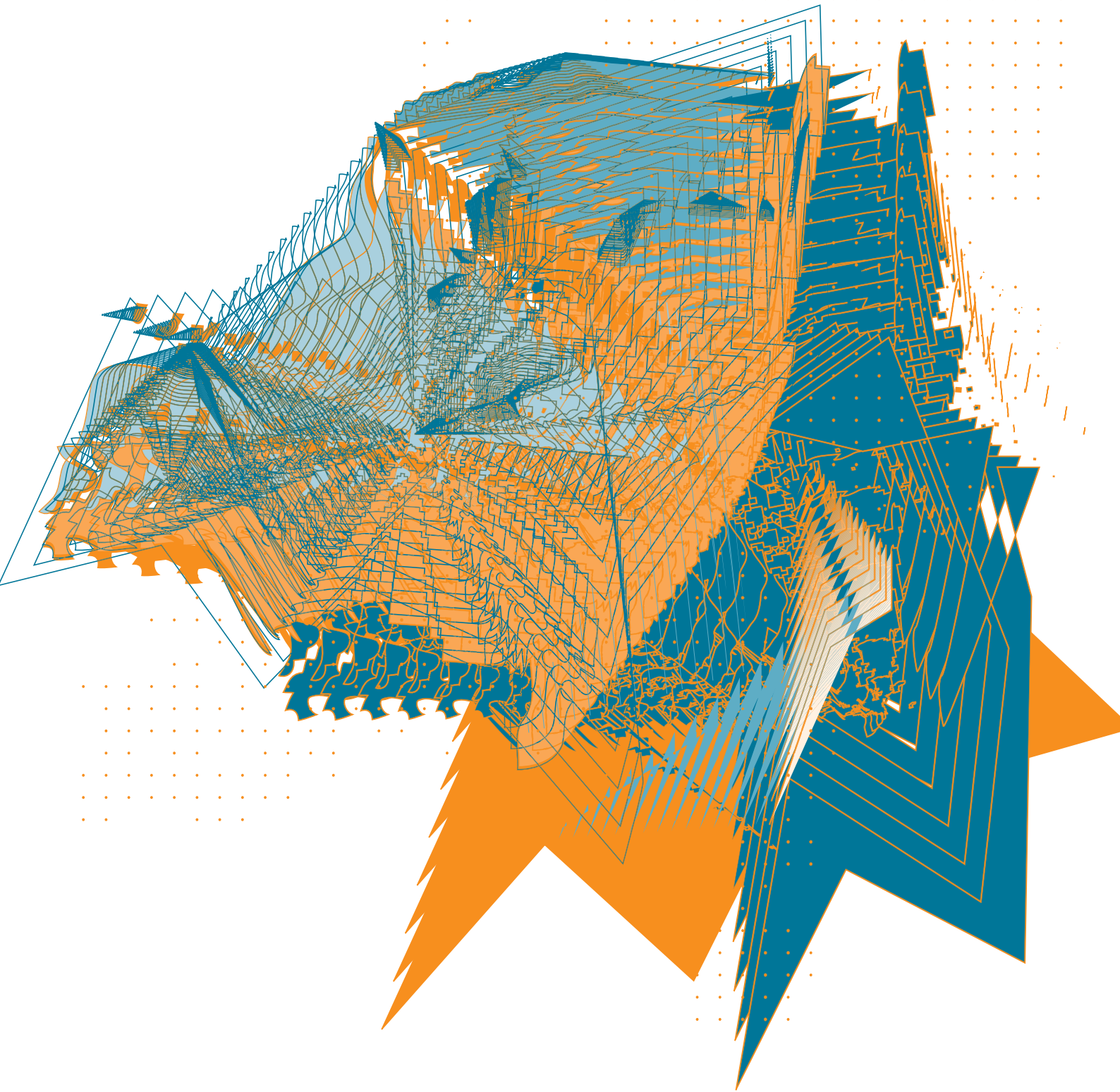
International promotion of Dutch Design, Fashion and Architecture (DDFA)

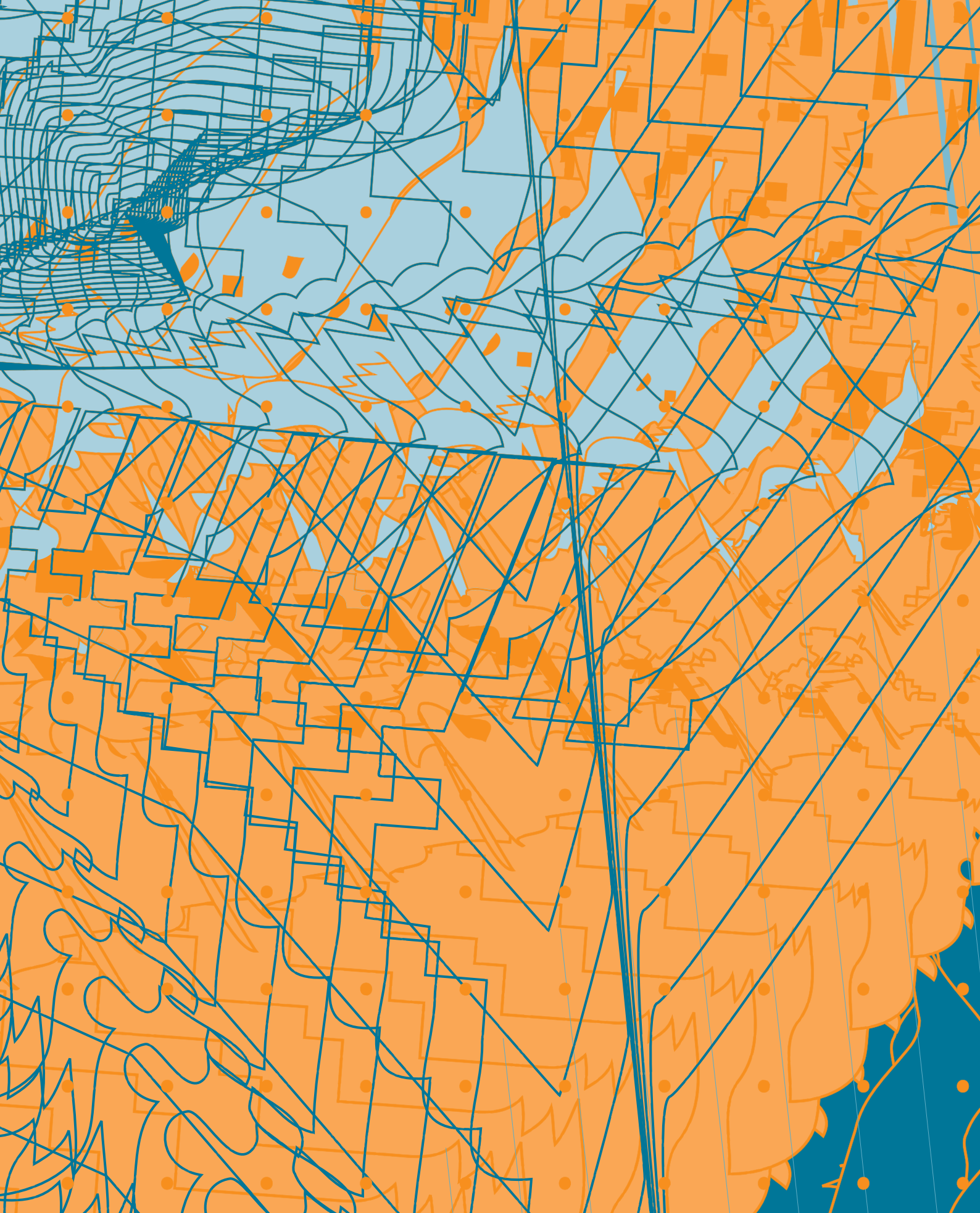
Architecture is an (applied) art form in which the Netherlands holds a particularly strong position on the international scene, and is a major cornerstone for Dutch presence on international platforms. And the same applies to design and fashion. These three disciplines make a contribution to the Netherlands' strong cultural and economic position which should not be underestimated. Since there are more opportunities available in these fields than are currently being exploited, the government has decided to further reinforce these internationally strong sectors jointly in its *Kunst van Leven* (Art for life's Sake) policy document. The Netherlands Architecture Institute and the Premsela Foundation play a major role in the international promotion of architecture and design. These institutions have joined forces with trade associations and the Ministries of Foreign Affairs, OCW and Economic Affairs to set up a Dutch Design, Fashion and Architecture Steering Group. This steering group has drawn up a schedule of activities and will also set up a project office in 2008.

Propagating the architectural policy

Not only Dutch architecture is world famous, but also Dutch architectural policy has generated considerable international interest. The policy pursued by the Dutch central government – maintaining a sophisticated system of institutions and facilities in order to ensure structural reinforcement of the quality of architecture and spatial planning – is unique in the world. Other European countries are interested in this policy and are inspired by it. For instance, the architectural policy document presented by the Danish government in 2007 is partly based on the Danes' knowledge of the Dutch policy. The Dutch government wants to continue to actively propagate the positive experiences with Dutch architectural policy in a number of ways, including by giving the Chief Government Architect an active international role and by participating in the European Forum for Architectural Policies (a platform for the exchange of knowledge on architectural policy).

4 FUNDING AND ACCOUNTABILITY





1 FINANCIAL FRAMEWORK

	2009					2010					2011					2012				
	OCW	VROM	WWI	LNV	VenW	OCW	VROM	WWI	LNV	VenW	OCW	VROM	LNV	VenW	OCW	VROM	LNV	VenW		
Key objectives																				
Priority for Design (1)																				
Urban Planning and Regional Design																				
Reinforcing urban planning and regional design (2)	500	1,000				2,000	1,000				2,000	1,000			2,000	1,000				
Redesignation and redevelopment																				
Priority neighbourhoods incentive			2,000					2,000			2,000				2,000					
Redesignation knowledge programme	400					650														
Building on the basis																				
Architectural institutions (3)	p.m.	p.m.				p.m.	p.m.				p.m.	p.m.			p.m.	p.m.				
Laboratory for private commissioning	300					750														
Golden Pyramid (4)	75	125		75	75	75	125		75	75	75	125	75	75	75	125	75	75		
Architects' Title Act	55	413		68		55	373		68		63	356	101			110				
The Experiment		25					25					25				25				
Practical Design Chair (Delft)		100					100					100				100				
Board of Government Advisors (5)	135	195		135	135	135	195		135	135	135	195	135	135	135	195	135	135		
Total	1,465	1,858	2,000	278	210	3,665	1,818	2,000	278	210	4,273	1,801	311	210	4,210	1,555	210	210		
	5,811					7,971					6,595					6,185				
Belvedere (6)	2,722	2,125		2,722		p.m.	p.m.		p.m.	p.m.	p.m.	p.m.	p.m.	p.m.	p.m.	p.m.	p.m.	p.m.		

(amounts x 1000 euro)

- 1 The measures taken to enshrine design in the government's work as commissioning authority cannot be provided with a budget (in advance).
- 2 VROM Budget from the Beautiful Netherlands Innovation Scheme.
- 3 Decision-making on the subsidising of the architectural institutions (basic infrastructure) will take place separately within the context of the comprehensive subsidy decision for the culture sector and the 2009 National Budget.
- 4 The Ministry of LNV will decide annually on the financial contribution to the Golden Pyramid.
- 5 Deployment of the budget will take place annually on the basis of the Board of Government Advisors' schedule of activities.
- 6 The Ministers of OCW, VROM, LNV and VenW will use the Belvedere evaluation (among other things) to determine the budgets required for ensuring that the objectives of the Belvedere policy continue to have their effect and are enshrined after 2009.

2 OVERVIEW OF OPERATIONS

Key objectives

Operation	Responsible for implementation	To be further elaborated in
1. PRIORITY FOR DESIGN		
VFixed working agreements/protocols for the Policy Document on Space budget projects	Minister of VROM	Action plan, before 1-1-2009
Guaranteeing use of design in the Mobility Action Plan, Water Plan, Management Plan for National Waters	Minister of VenW, State Secretary VenW	
Vision on guaranteeing use of design in the MIRT	Ministers of VenW and VROM	
Implementing a design protocol for large-scale infrastructural projects	Minister of VenW	
Application and regular updating of architectonic specifications for road design	Minister of VenW	
Developing a system for checking buildings aesthetics at route level	Minister of VenW	
Collaboration agreement RWS and DLG	Ministers of VenW and LNV	
Inter-administrative Experts Team for Infrastructure and Regional Development	Minister of VenW	
Intensifying route design in collaboration with the provinces	Minister of VenW	
Implementing about 150 projects within the New Dutch Water Line project	Minister of LNV coordinates the total schedule; the 5 provinces are primarily responsible for implementation	Inter-administrative Rijnauwen Pact (2008-2012)
Sharing experiences of ARC pilot projects for Spatial Design with Water with local and regional authorities	Ministers of VROM, OCW, LNV, State Secretary of VenW	2008-2012
Agreements between LNV and DLG and between LNV and the National Forest Service on structural attention for landscape architecture and cultural history (incl. development of protocols)	Minister of LNV	Landscape Agenda
2. URBAN PLANNING AND REGIONAL DESIGN		
Reinforcing urban planning and regional design	Ministers of OCW and VROM	Letter with details (Autumn 2008) and Beautiful Netherlands Innovation Scheme
3. REDESIGNATION AND REDEVELOPMENT		
Redesignation knowledge programme	Minister of OCW	Letter with details (Autumn 2008)
Incentive for redesignation and redevelopment of priority neighbourhoods	Ministers of OCW and WWI	Letter with details (Autumn 2008)
Initiatives for redesignation and redevelopment action plans in rural areas	Minister of LNV	Landscape agenda

Building on the basis

Basic infrastructure

Action	Responsible for implementation	What & when
Subsidising basic infrastructure architecture	Ministers of OCW and VROM	2009-2012, decision-making in the context of the 2009 National Budget

Encouraging good commissioning

Action	Responsible for implementation	What & wannear
Golden Pyramid State Prize	Ministers of VROM, OCW, LNV, VenW	2009-2012
Laboratory for private commissioning	Minister of OCW	2009 / 2010
Supporting commissioning authorities in rural areas	Minister of LNV	Rural Knowledge Agenda
Pilot projects for the quality of business estates	Minister of VROM	2008-2010
Deployment of expertise for the design of business estates	Minister of VROM	2008-2010
Awarding School Building Prize	Minister of OCW	biennial
School Buildings Service Centre	Minister of OCW	2009-2012

European tendering

Action	Responsible for implementation	What & when
Exploring ways to make better use of the possibilities under the present regulations and drawing up a guideline	Ministers of WWI and VROM	2009

Central government commissioning

Action	Responsible for implementation	What & when
Board of Government Advisors' advisory function	Ministers of VROM, VenW, LNV, OCW	2009-2012
Encouraging "preservation" via exemplary effect of state buildings	Minister of WWI	2009-2012
Research into design to improve working climate for civil servants	Minister of WWI	2009
Research into assurance of architectural quality as a result of PPP pilot projects	Minister of WWI	2009
Monitoring Closure Dike experimental garden	State Secretary of VenW	2010

Quality instruments

Action	Responsible for implementation	What & when
Amendment to Architects' Title Act	Ministers of VROM, LNV and OCW	Comes into force as from 2009
Buildings aesthetics	Minister of WWI	Letter resulting from evaluation of the Housing Act: 2008
Quality teams for the Policy Document on Space budget projects	Minister of VROM	2009 / 2010
Encouraging good design through the Beautiful Netherlands Innovation Scheme	Minister of VROM	2009-2012

Cultural heritage: a sequel to the Belvedere programme

Action	Responsible for implementation	What & when
Implementation Belvedere programme	Ministers of OCW, LNV, VROM, VenW	2008 / 2009
New Dutch Water Line national project	Ministers of OCW, LNV, VROM, and Defence; State Secretary of VenW	Present agreements until end of 2011 (project horizon 2020)
Letter on continuing impact and enshrinement of Belvedere policy after 2009	Ministers of OCW, LNV, VROM and VenW	Before 1-1-2009

Education and public debate

Action	Responsible for implementation	What & when
Practical professorship (Design Chair) at Delft University of Technology	Minister of VROM	2009
Stimulating professional and public debates (via e.g. architectural institutions and the media)	Ministers of OCW and VROM	2009-2012

The international scene

Action	Responsible for implementation	What & when
International promotion of Dutch Design, Fashion and Architecture (DDFA)	Ministers of Foreign Affairs, Economic Affairs, OCW	Letter on international culture policy (2008)
Participation in the European Forum for Architectural Policies	Minister of OCW	2009-2012
Active international role for the Chief Government Architect	Minister of WWI	2009-2012

COLOFON

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September 2008

Editing and production

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Vision on Architecture and Spatial Design project group: (Tjeerd de Boer, Paula Colenbrander, Erik van den Eijnden, Lisette Groot Kormelink, Michelle Hendriks, André Mol and Emilie van Zijl from the relevant ministries, and Peter Paul Witsen of Bureau Westerlengte)

Design and Photography

Ontwerpwerk BV in The Hague was asked to portray the contents of this publication through an appropriate design, using the vision itself as a basis. In addition, three photographers were asked to represent one of the three key objectives in the vision. In this way we endeavoured to link up architecture, (graphic) design and photography.

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