



Phase A

Conceptual Plans - Summary

Presented by:

GLOBAL METROPOLIS GROUP

◆ PLANNING ◆ URBAN DESIGN ◆ ARCHITECTURE ◆ LANDSCAPE ARCHITECTURE ◆ GMG GREEN ◆
◆ INTERIOR DESIGN ◆ PROGRAMMING ◆ CONSERVATION AND CULTURE HERITAGE ◆

The Vision

- **Jerusalem is the national center of the Jewish people and the spiritual hub of monotheistic religions. Its centrality is expected to increase with the rising geo-religious world population.**
- **This document proposes a vision for Jerusalem in the coming decades (2010–2050): a long-term perspective, similar to long-term plans for other cities around the world. It incorporates projected expectations for Israel in the year 2050.**
- **The goal of the master plan is to shape Jerusalem as a ‘World City’: an important, tourist, ecological, spiritual and cultural world hub. This document analyzes the practical steps required to realize this vision by examining land usage, infrastructure and construction. It bases its process firmly on established economic principles and examines that economic impact, locally, regionally, and globally; as well as at, social/corporate, and national levels.**

5800 Vision Objectives

- **To promote stability for Jerusalem as a global city within the project period, the plan will address the economic output of Jerusalem as the Middle East's anchor tourist attraction and resource.**
- **The master plan presented herein will take into consideration existing and preceding master plans for the Jerusalem's metropolitan area, thereby creating the most comprehensive consolidated vision of greater Jerusalem ever proposed.**
- **The 'Jerusalem 5800' plan differs from previously attempted municipal plans in that success is not contingent on advance holistic acceptance by authorities. (Previous plans, it should be noted, were most often felled by a single point of contention whose dispute led to the abandonment of entire plans.) Instead, the 5800 plan is divided into a myriad of independent projects-- each of which may be proposed and adopted on its merits. The premise of 5800 is that together, the successful implementation of these individual investments meshes in a cumulative effect resulting in the plan's preeminence and a very different Jerusalem by 2050 than the city that exists today.**

'Jerusalem 5800': The Project

- **'Jerusalem 5800' is currently a privately funded research project working in conjunction with all of the major municipal and government agencies.**
- **Its private status, supported by private funding, allows it to remain apolitical and progress unhindered.**
- **As such, the 'Jerusalem 5800' plan has already received numerous requests from government agencies for assistance in developing co-ordination for their regional planning projects.**
- **Individual projects are identified according to their merits in association with the conceptual, economic and financial vision of the plan and then, once identified, processed through the necessary analysis and development towards successful implementation. The realization of these varied projects, located throughout the Jerusalem metropolitan area, will shape Jerusalem into a true 'World City' with a robust economy, to the benefit of all of its constituents.**

'Jerusalem 5800': Guiding Principles

- **Global tourism trends indicate that by 2050 Jerusalem will attract 10 million foreign tourists and 2 million domestic tourists annually.**
- **Staged planning of infrastructure, including its funding and development will promote much needed economic growth for residents of the city and the region.**
- **Planning considers operational, technological, and economic applicability and concepts are incorporated only after extensive review and study where a high probability for success is indicative.**
- **Economics precede politics, as such only known and existing legislated facts on the ground are considered in the planning process.**

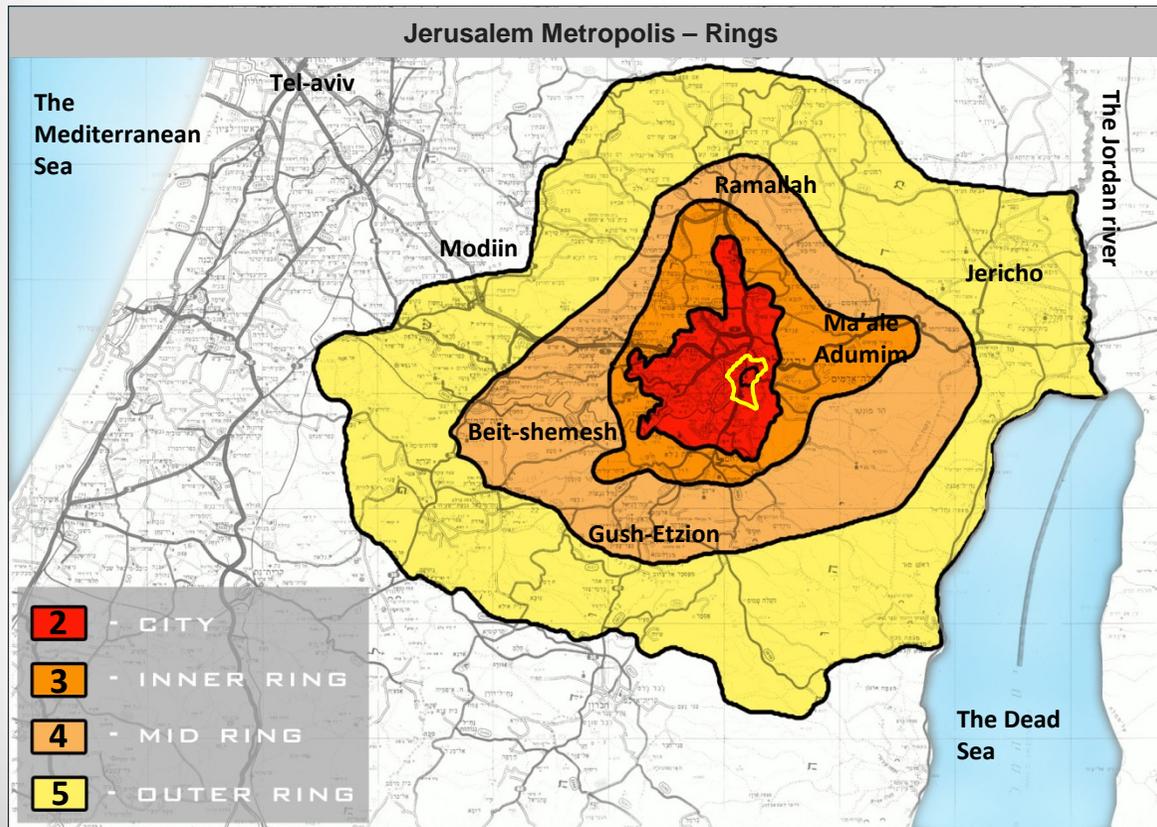
Jerusalem Central Hub to Tel Aviv and Amman

- **Four metropolitan centers exist in Israel: Tel Aviv - Israel's main economic hub, and three additional centers: Haifa, Jerusalem and Beer Sheba – each relatively smaller than Tel Aviv but with potential for significant growth.**
- **Jerusalem will retain its special character as Israel's national capital and as the international destination for cultural tourism, and together with Tel Aviv, will serve as Israel's population and business center.**
- **The Jerusalem metropolis will henceforth be planned and constructed in a similar manner as the already successful metropolises of Tel Aviv and Amman, Jordan.**



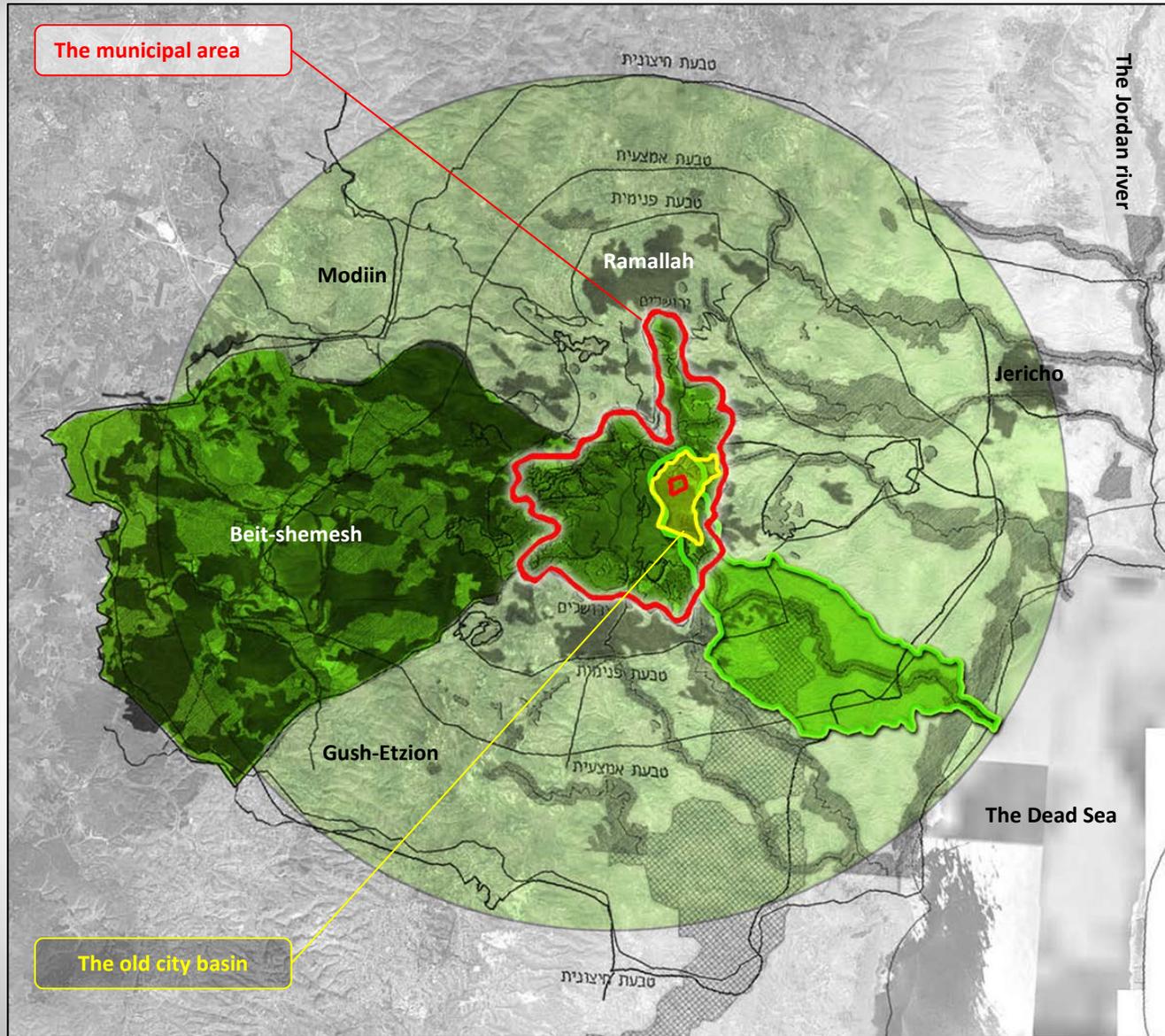
Jerusalem: Rings of Influence

The 5800 plan segments the Jerusalem metropolis into 'rings,' or delineated geographical spheres:



1. The core ring of Jerusalem's Old City
2. The municipal boundaries of modern day Jerusalem
3. The 'inner ring' that includes the cities of Ma'ale Adumim to the east and Bethlehem to the south.
4. The 'middle ring' which extends to Bet Shemesh in the west.
5. The 'outer ring' consisting primarily of open, rural areas that encompass an extended range of tourist sites.

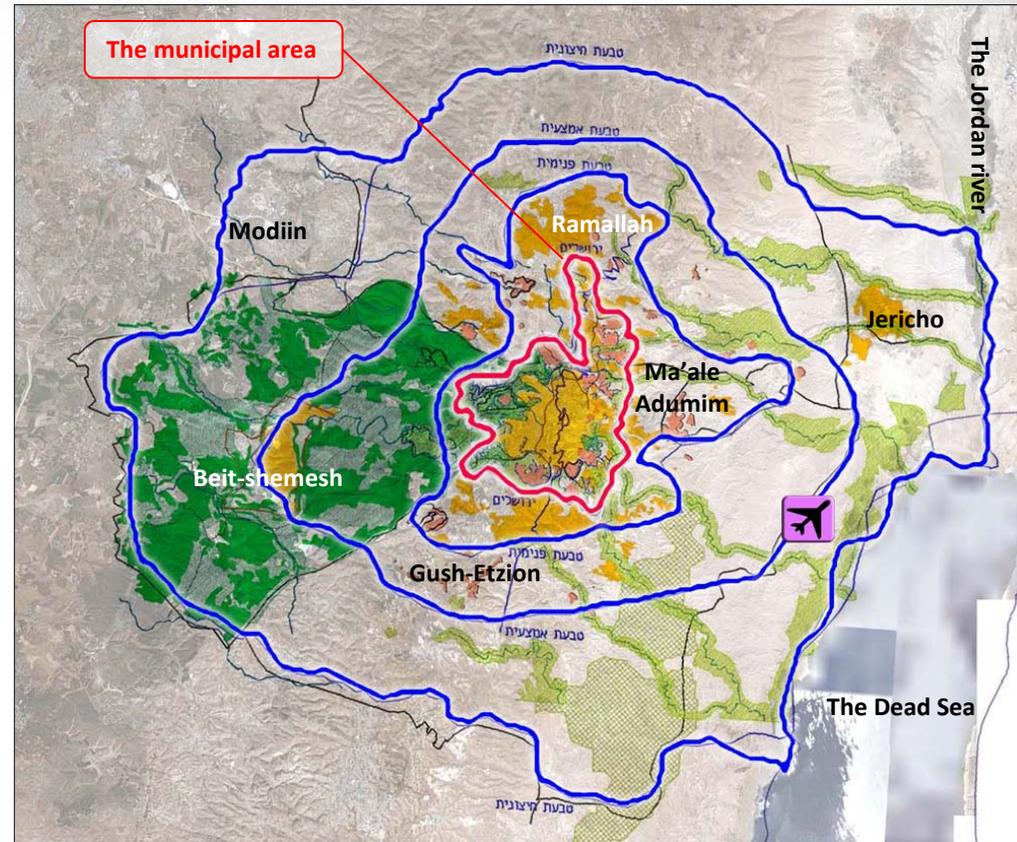
Jerusalem 5800: The Planned Parameters



The scope of the total planning area, as depicted by the outermost ring, extends in a clockwise circle from Ramallah - north of the city; the Dead Sea in the east; Gush Etzion in the south; Beit Shemesh, and up to Modiin, in the west.

Jerusalem 5800: Constituent Benefits

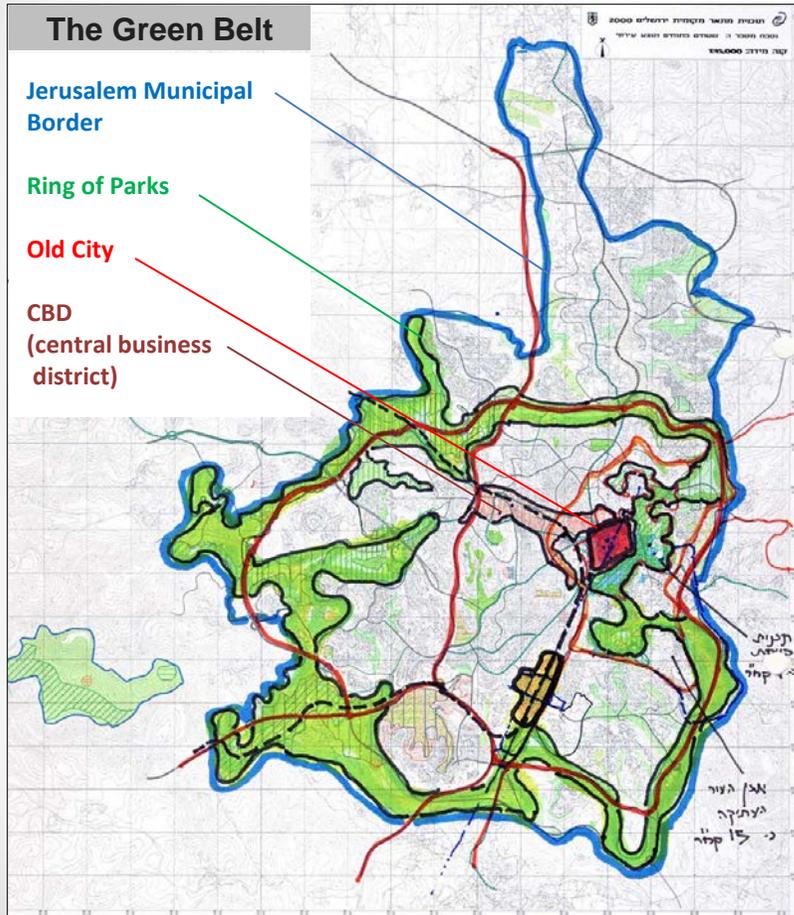
- It is universally understood that proper urban and economic planning of Jerusalem will lead to greater prosperity for all its constituents. It will allow the city to flourish; to the benefit of all its residents and the millions of tourists who visit the city each year.
- A global city attracting visitors from all cultures and religions, it will be a clean ecological city capable of hosting more than 10 million tourists annually within its metropolitan boundaries-- a realistic target as will be explained in this report. The scope of resulting tourist, cultural and spiritual activities in the city provide an economic foundation that will yield a high quality of life for its residents and those in the region.



Jerusalem as an Ecological City

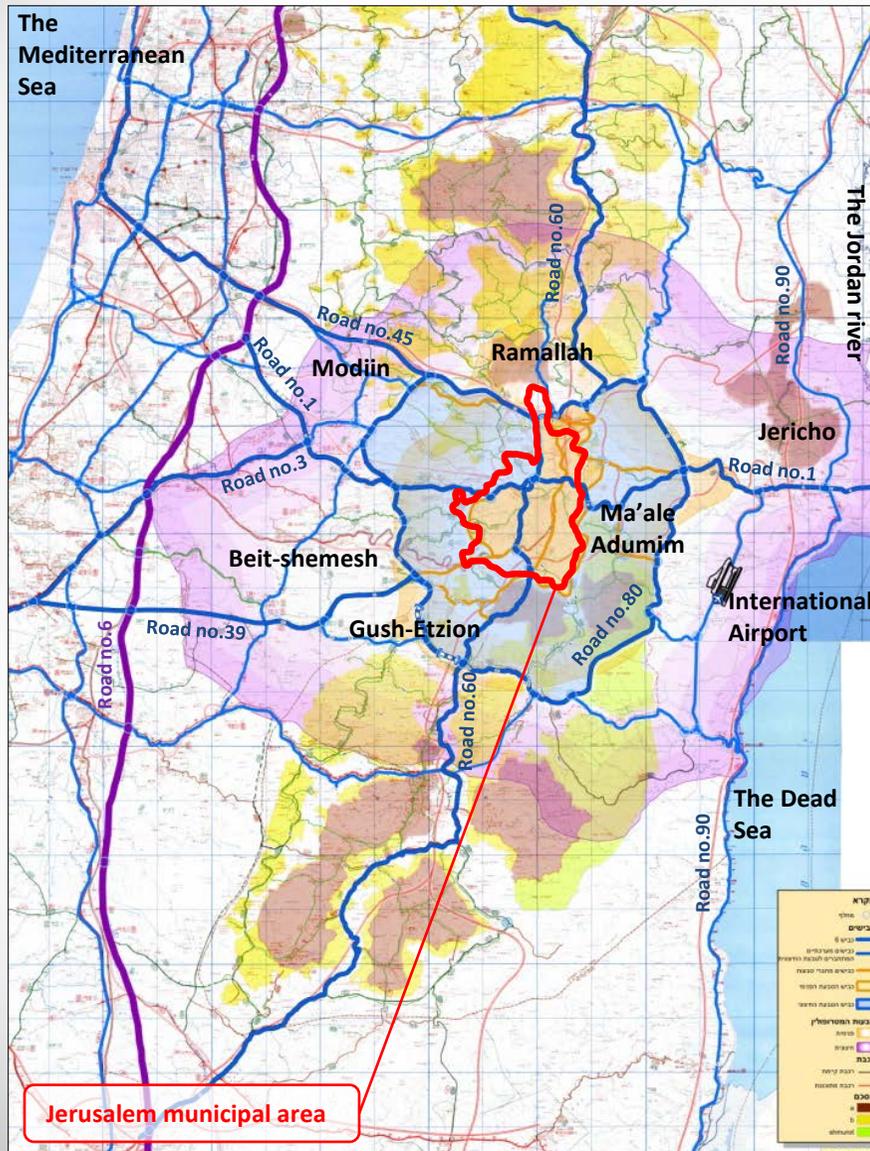
- In order to maintain Jerusalem as a proposed city of 12 million tourists (10 million foreign plus 2 million domestic), and over 4 million residents, Jerusalem must be committed to establish maintainable ecological parameters so as to ensure its sustainability and minimize the ensuing environmental impact.
- The plan will suggest and support ecological construction methods to enable denser building, based on the use of underground traffic systems, rooftop gardens and parks, and the prohibition of private vehicle use in certain inner-city zones-- especially in the area of the Old City Basin.

Parks and Environmental Spaces



- The main ring of parks and green corridors will surround and be distributed throughout the city to enable walking tours, bicycles, and personal electrical means of transportation, and provide optimal accessibility to centers of culture, tourism, conventions and other events and attractions.
- The parks of Jerusalem will constitute a visual experience incorporating remnants of biblical landscapes including excavations, water holes, springs, ancient agricultural farms, terraces with unique vegetation, primeval roads, temples, gravesites and more; to instill in the city the character of its surrounding rural villages, and its inherent biblical heritage.

Jerusalem 5800: Regional Transportation System

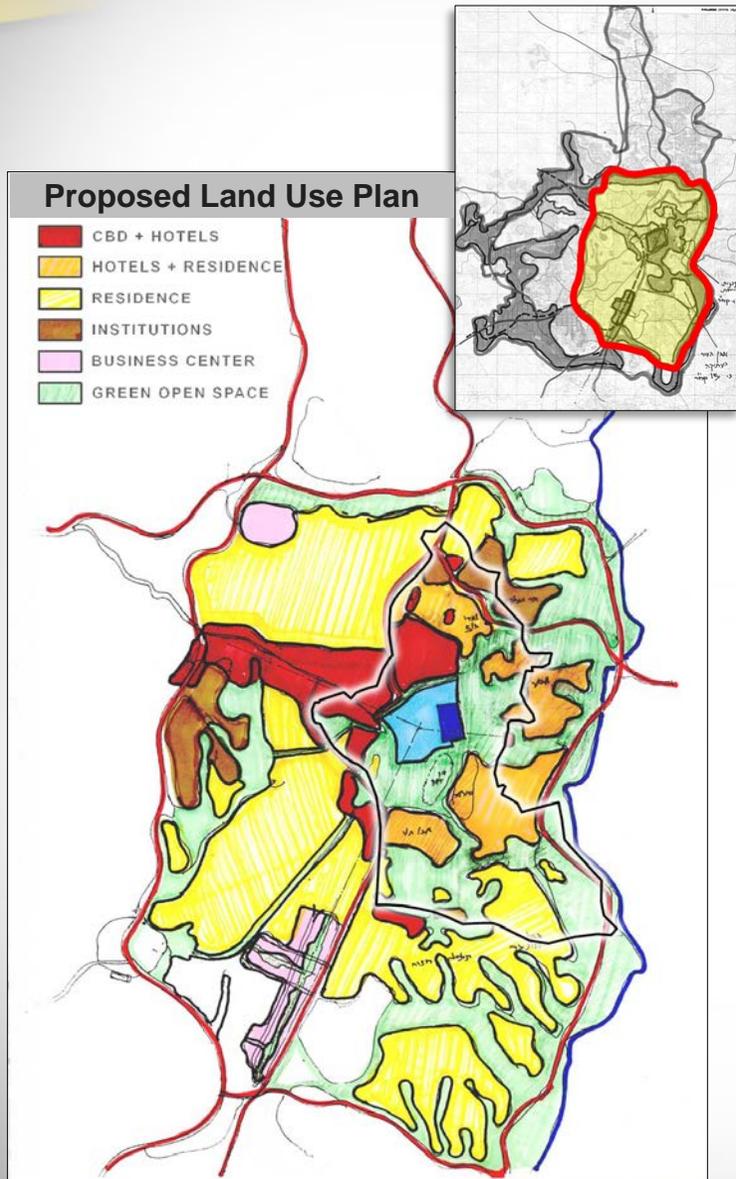


Fast-moving and high-quality transportation routes leading to the Jerusalem metropolis from all national airports and sea-ports will enable the arrival of millions of visitors to the city, including during peak times.

These transportation enhancements will include:

- A high-speed national rail line
- An extensive network of buses and public transportation
- The addition of numerous highways and the expansion of existing roads
- An express 'super highway' that transverses the country from north to south.
- An International airport

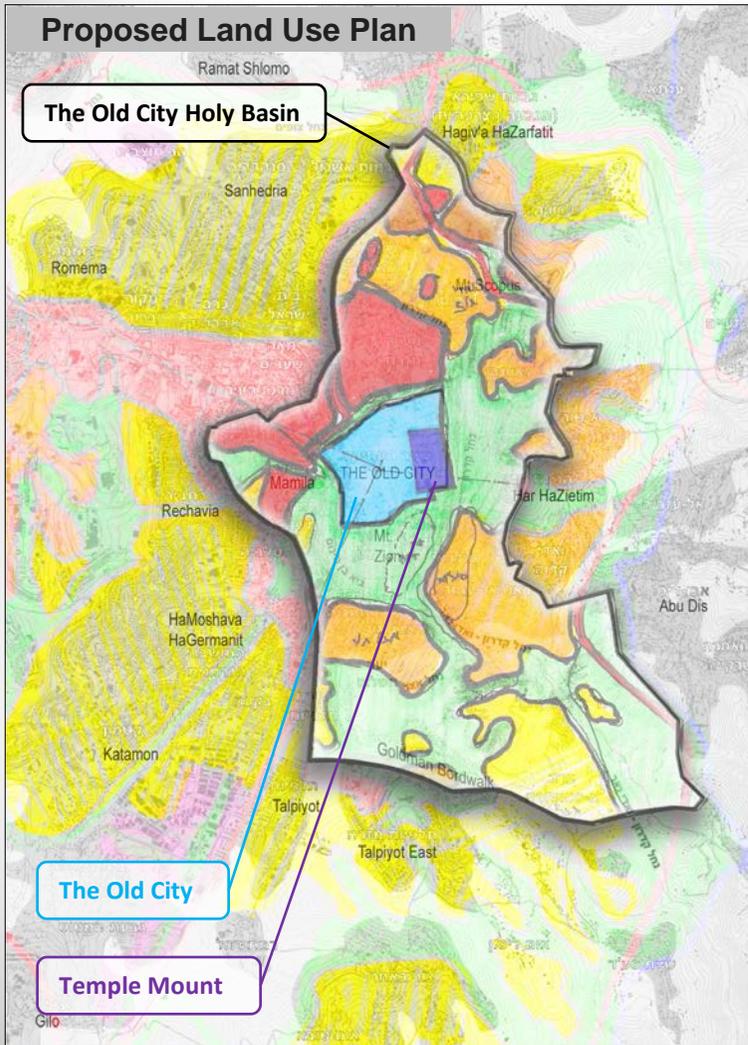
Jerusalem City Central Area Planning



The plan proposes optimal use of existing land within the city's limits, especially through:

- **Mixed usage of land to ease the city's traffic requirement:** By having businesses and places of commerce on the lower floors of residential buildings, affords the residents the potential to not travel at all, thus easing the level of traffic in the city.
- **Main business centers** – without any change to statutory designation and zoning, hotels and tourist services can be added to these areas, creating optimum tourist access for the business traveler.
- **Residential and hotel areas** – Now exclusively residential, the 5800 plan proposes adding numerous hotels to the neighborhoods situated around the Old City, thereby creating a ring of hotels, with easy access, around the perimeter of the Holy Basin.

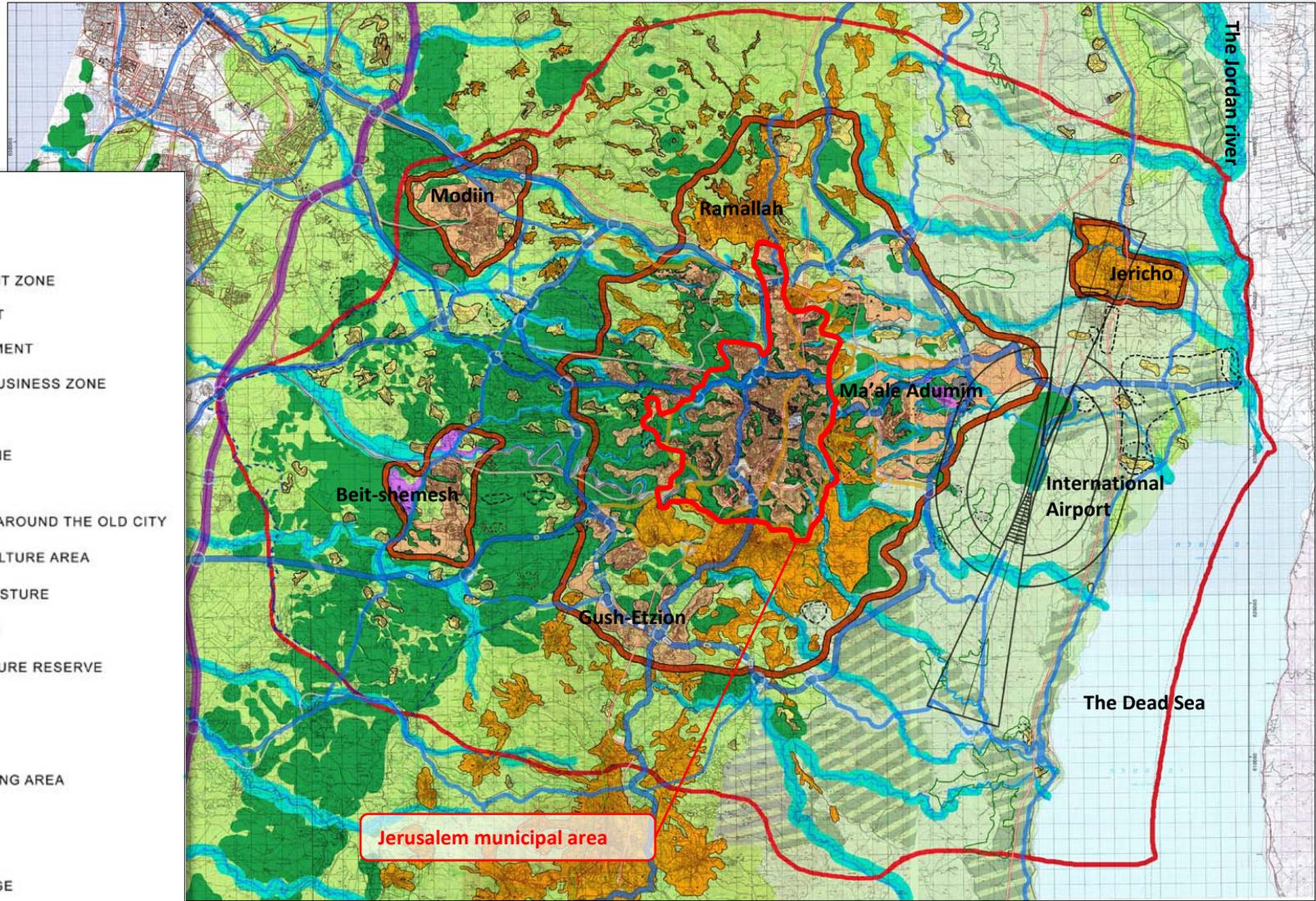
Planning of Jerusalem's Old City Holy Basin Area



- **The Old City Holy Basin (and its immediate environs) will exist as an open, fluid pedestrian park-- free of congestion and devoid of vehicular traffic.**
- **Access will be provided by underground metro and above ground transport. Ease of access to the area will enable increased traffic.**
- **The transportation tunnels for the metro, as well as service tunnels for deliveries and waste removal, will be placed below the Old City. These tunnels will connect up to the street level through vertical elevator shafts and will be built into the bedrock so as not to disturb any of the archeological levels.**
- **The Old City Holy Basin, including its passages and alleyways, will serve as an intensive tourist district; providing areas for culture, spiritual gathering, business, conventions, entertainment, performances, etc.**

Jerusalem 5800: Master Map for Jerusalem Metropolis

The Mediterranean sea



LEGEND

- URBAN DEVELOPMENT ZONE
- RURAL SETTLEMENT
- ARAB CITY/SETTELEMENT
- MAIN METROPOLIS BUSINESS ZONE
- EMPLOYMENT ZONE
- URBAN TEXTURE ZONE
- MUNICIPAL AREA
- SCENIC BASIN AREA AROUND THE OLD CITY
- OPEN AREA / AGRICULTURE AREA
- OPEN ARID AREA / PASTURE
- ARID RESERVE ZONE
- FOREST / PARK / NATURE RESERVE
- RIVER STRIP ZONE
- RIVER
- METROPOLIN PLANNING AREA
- QUARRY
- TRAIN
- RPADS / INTERCHANGE
- PROJECTS

Jerusalem municipal area

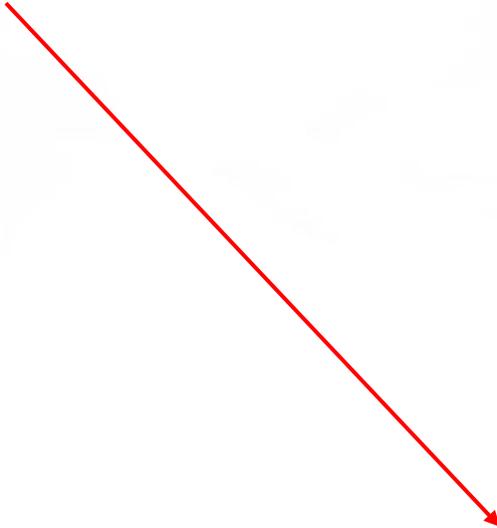
Jerusalem 5800: A Focus on Travel and Tourism

- Economic performance is the critical to the transformation of the future metropolis. Given Jerusalem's unique historical, spiritual, and cultural character, a major pillar of the 'Jerusalem 5800' vision is the synchronized development of tourism and associated industries of the required infrastructure to facilitate Jerusalem as a 'Global City.'
- United Nations World Tourism Organization's 'Tourism 2020 Vision' is a long-term forecast and assessment that provides the international tourism backdrop from which to understand the micro-expansion needed in Israel, and specifically in the capital, Jerusalem.
- Experience shows periods of faster growth (1995, 1996, 2000) alternating with periods of slow growth (2001 to 2003). Until the year 2000, the pace of growth exceeded the 'Tourism 2020 Vision' forecast. While currently there is a slowdown, it is expected that it will compensate in the medium to long term, as the underlying principles of the forecast have not changed.
- UNWTO's 'Tourism 2020 Vision' predicts the number of tourists travelling internationally will reach nearly 1.6 billion by the year 2020, and will double its present number (800,000) by the end of this decade.



Breakdown of Travel & Tourism Trends in the Middle East

- The following table highlights the market share of all continents in world travel & tourism industry.
- It clearly shows that tourism is increasing most rapidly in the Middle East, at a rate of 6.7%.



	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
	(Million)					
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

How Many Rooms Will Be Required For Jerusalem 5800?

$$R = \frac{T \times P \times L}{S \times N} = O \text{ Rooms Required}$$

$R = \frac{12,000,000 \times 76.0\% \times 3.2}{365 \times 1.95} = 41,003 \times 66.0\% = 62,126$

Jerusalem Hotels	
Rooms	Beds
9,300	19,995
52,826	105,652
250	Rooms / Hotel
211	New Hotels

The attached scenarios illustrate the number of hotel rooms that will be required to accommodate 12 million tourists (10M foreign and 2M local) in a typical year.

The results are based on the following assumptions:

1. From all tourists to Jerusalem, **76%** will remain in hotels in the area.
2. Average length of stay will be 3 nights.
3. The calculations are based on a whole year (**365** days).
4. On average, each room will be occupied by **1.95** guests.
5. Total number of rooms that will be required: **62,126**.
6. To achieve an annual average occupancy rate of **66%**, approximately **53,000** rooms must be added to the current **9,000**.
7. Assuming that the average hotel has **250** rooms, addition of **211** NEW hotels will be required.
8. Additional scenarios are illustrated in sensitivity analysis tables.

Sensitivity (Rooms Required)	Visitors # Vs. Occupancies %									
	7,000,000	8,000,000	9,000,000	10,000,000	11,000,000	12,000,000	13,000,000	14,000,000	15,000,000	
62,126	46,899	53,599	60,299	66,999	73,698	80,398	87,098	93,798	100,498	
51.0%	42,712	48,813	54,915	61,017	67,118	73,220	79,322	85,423	91,525	
56.0%	39,211	44,812	50,414	56,015	61,617	67,218	72,820	78,421	84,023	
61.0%	36,240	41,417	46,595	51,772	56,949	62,126	67,303	72,480	77,658	
66.0%	33,688	38,501	43,313	48,126	52,938	57,751	62,564	67,376	72,189	
71.0%	31,472	35,968	40,464	44,960	49,456	53,952	58,447	62,943	67,439	
76.0%	29,529	33,747	37,966	42,184	46,403	50,621	54,840	59,058	63,276	
81.0%	27,812	31,785	35,759	39,732	43,705	47,678	51,651	55,624	59,598	
86.0%										

Sensitivity (Hotels Required)	Visitors # Vs. Rooms/Hotel						250	Rooms /Hotel	
	7,000,000	8,000,000	9,000,000	10,000,000	11,000,000	12,000,000	13,000,000	14,000,000	15,000,000
211.3	180	214	249	283	318	352	387	421	456
150	154	184	213	243	272	302	331	361	391
175	135	161	186	212	238	264	290	316	342
200	120	143	166	189	212	235	258	281	304
225	108	128	149	170	191	211	232	253	273
250	98	117	136	154	173	192	211	230	249
275	90	107	124	142	159	176	193	211	228
300	83	99	115	131	147	163	178	194	210
325									

$R = T \times P \times L$ where

- $S \times N$ T=number of tourists
 P=percentage staying in hotels
 N=total number of guest nights/number of guests per room
 R=room demand per nights/number
 O=hotel occupancy used for estimating;
 divide number of rooms needed at 100% occupancy by estimated occupancy
 S=number of days per year in business
 L=average length of stay

Indirect Investments in the Hotel and Tourism Sector

In addition to direct investments in hotel and tourism projects, three additional indirect investment categories will be generated:

Businesses in 'support services' for the hotel and tourism industry:

- tourist attractions
- museums
- archaeology
- food & beverage outlets
- souvenir shops
- general services

Primary Infrastructure:

- main roads
- airports
- power stations
- sewage plants
- etc.

Adjacent infrastructure that each project will require:

- water
- electricity
- alternative energies
- sewage
- communications
- roads
- sidewalks

Investments in major infrastructure projects will serve the local, non-tourism related, populations and businesses in the area.

A conservative estimate of infrastructure investment required has been accounted and assumed to be 30% of the total, direct investments in these projects.

The Economic Impact Model

- The economic model calculated below is based on the number of additional hotel rooms that will be needed in order to achieve the 'Jerusalem 5800' vision as it relates to the hotel and tourism industry.
- The model comprises investment, costs & expenditures, profit & loss estimates and cash flows related to the Jerusalem 5800 objective to accommodate 12 million tourists annually. The initial financial indicators of the project were generated from this model.
- The table here is a sample of the detailed tables on hand derived from the project cash flow.

Details	2010	2011	2012	2013	2014	2046	2047	2048	2049	2050
Profits After Tax	\$0	\$0	\$0	\$56,863	\$70,655	\$540,660	\$551,270	\$558,697	\$566,124	\$568,245
Depreciation	\$0	\$0	\$0	\$36,782	\$46,541	\$379,124	\$386,631	\$391,886	\$397,142	\$398,643
Cash Flow From Operational Activities	\$0	\$0	\$0	\$93,645	\$117,197	\$919,784	\$937,901	\$950,583	\$963,265	\$966,888
Cash Flow From Investments Activities	-\$213,045	-\$285,285	-\$285,285	-\$285,285	-\$285,285	-\$219,450	-\$219,450	-\$153,615	-\$153,615	-\$43,890
Cash Flow From Financing Activities				\$18,933	\$23,666	\$184,956	\$188,597	\$191,146	\$193,695	\$194,423
Total Cash Flow	-\$213,045	-\$285,285	-\$285,285	-\$172,708	-\$144,423	\$885,290	\$907,048	\$988,114	\$1,003,345	\$1,117,421
Accumulative Cash Flow	-\$213,045	-\$498,330	-\$783,615	-\$956,323	-\$1,100,746	\$12,562,431	\$13,469,479	\$14,457,593	\$15,460,938	\$16,578,359
Cost Of Financing	7.00%									
Project NPV	\$1,222,440									
Cash Flow Excluding Investments In Regional Infrastructure	-\$181,545	-\$240,240	-\$240,240	-\$127,663	-\$99,378	\$919,940	\$941,698	\$1,012,369	\$1,027,600	\$1,124,351
Project NPV Excluding Investments In Regional Infrastructure	\$1,927,073									
Annual Project's NPV	\$42,609	\$57,057	\$57,057	\$162,803	\$202,939	\$1,570,663	\$1,601,537	\$1,623,149	\$1,644,761	\$1,650,936
Accumulative Annual Project's NPV	\$42,609	\$99,666	\$156,723	\$319,526	\$522,465	\$33,802,914	\$35,404,451	\$37,027,600	\$38,672,361	\$40,323,297
NPV Of Project's Added Value	\$8,254,202									
Overall Project's Financial Activities	\$149,132	\$199,700	\$199,700	\$569,810	\$710,288	\$5,497,321	\$5,605,380	\$5,681,022	\$5,756,663	\$5,778,275
Accumulative Overall Project's Financial Activities	\$149,132	\$348,831	\$548,531	\$1,118,341	\$1,828,628	\$118,310,199	\$123,915,580	\$129,596,601	\$135,353,265	\$141,131,540
NPV of Overall Financial Activities	\$28,889,707									
WTTC Method Based Financial Activities	\$298,263	\$399,399	\$399,399	\$1,139,621	\$1,420,575	\$10,994,641	\$11,210,760	\$11,362,043	\$11,513,327	\$11,556,550
WTTC Method Based Financial Activities Accumulative	\$298,263	\$697,662	\$1,097,061	\$2,236,682	\$3,657,257	\$236,620,399	\$247,831,159	\$259,193,202	\$270,706,529	\$282,263,080
WTTC Method NPV Calculations	\$57,779,415									
Accumulative Investments	\$213,045	\$498,330	\$783,615	\$1,068,900	\$1,354,185	\$11,075,820	\$11,295,270	\$11,448,885	\$11,602,500	\$11,646,390

Travel & Tourism Primary Economic Impacts

- **Investments**

The investment required in order to meet the aforementioned goal by 2050, including supporting infrastructures, is assumed to be an annual average of US \$300 million.

- **Revenues from the added economic activity**

The *gross* annual proceeds from the additional rooms that will be developed, and their supporting infrastructure, will gradually increase from US **\$1.0 – 9.0 billion** between the years 2011 and 2050, with an average annual added value of US \$3 billion and the total added value resulting from the 'Jerusalem 5800' plan, over the span of the years, being an estimated US \$120 billion.

- **Annual added value**

Considering all the added elements and infrastructure that are required to support 10-12 million tourists annually, the annual *net* added value to the Jerusalem and Israeli economy is expected to grow from US **\$0.178 to 1.650 billion**. The sum total of both the direct and indirect Tourism & Travel activities resulting from the expected development, including government investment in the required infrastructure, will be approximately 3.3% of the country's GDP.

- **Employment**

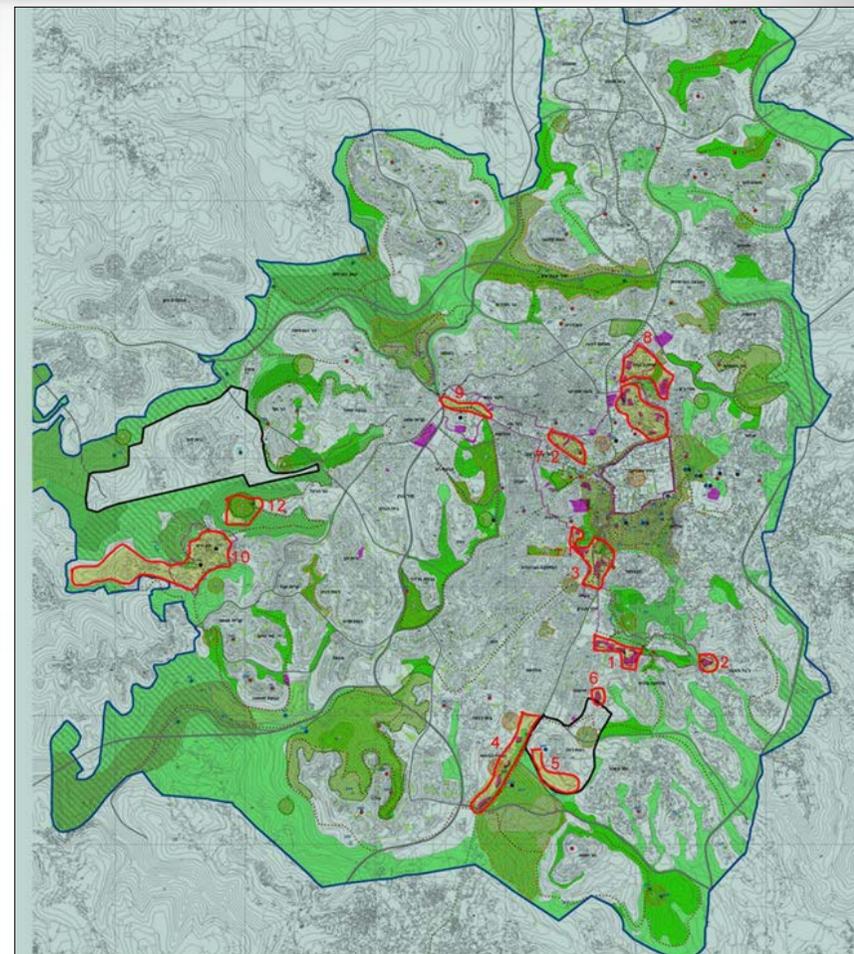
The additional employment resulting from the added facilities to support tourism in the region will be approximately 75,000-85,000 additional full time employees within the hotels themselves. It should also be noted that the tourism industry is known worldwide to trigger development in local economies and cultural activities. It is expected that an additional 300,000 jobs- with more than the average pay will be required to meet the demand for support services now needed as a result of the added tourists visiting the region.

Jerusalem: Demographical Analysis

- **Analysis of the demographic development amid Jewish and Muslim populations in the expanded Jerusalem Metropolis indicates the overall rates of birth per family amongst the Jewish population is higher than that of Muslims, which has progressively declined over the past decade.**
- **Based on these demographic trends, by 2050, the Jerusalem Metropolis may reach 4,652,025 persons, of whom 2,454,000 or 52.7% will be Jews and 2,199,000 Muslims (47.3%).**
- **However, these projections assume the high rates of negative Jewish migration currently seen in the city. The proper development of the Jerusalem metropolis to include higher levels of municipal, commercial, and cultural services; increased opportunity for employment; and enlarged municipal borders, would positively affect the migration balance of Jews, and together with the higher birth rate, further increase the Jewish population share within the Jerusalem population.**
- **The proposed Jerusalem 5800 program is meant to provide equal economic and employment opportunity in the entire metropolis and therefore positively effect and further increase the attraction to the city for the trending Jewish majority in the demographical balance described above.**

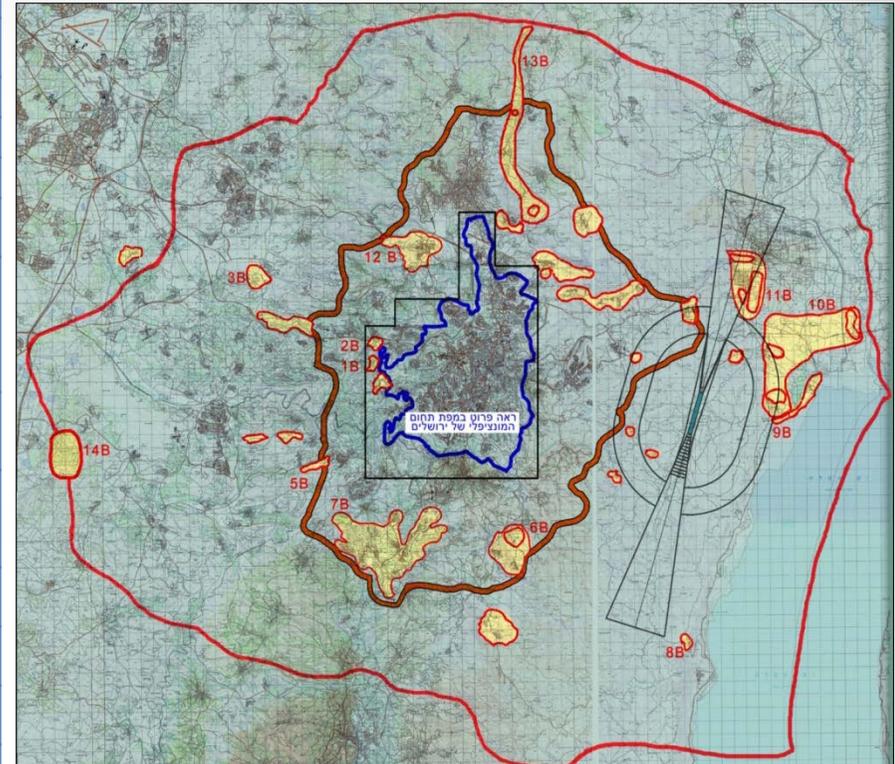
Jerusalem 5800: A Sample of Projects Within Municipal Borders

Serial No.	Location	No. of Hotels	No. of Rooms	Features	Status	Land Ownership
1	Armon Hanatsiv (Governor's Palace) Promenade	5-4	Approx. 900	View of the old city	Approved plan	ILA
2	HaReches Hotel in Nof Zion neighborhood	1	Approx. 270	View of the old city	Approved plan	ILA and Private
3	Hotels at train station and in Omria	4-5	Approx. 1000	Proximity to, and a view of, the Old City basin	Approved plan	ILA
4	Hotels at Sha'ar Darom (South Gate) and Givat HaMatos	Approx. 4	Approx. 800	Tourist area en route to Bethlehem	Detailed urban plan	ILA
5	Expansion of Ramat Rachel Hotel	1-2	Approx. 500	Rural area with archaeological and historical significance	Proposal for a Plan	ILA and Kibbutz Ramat Rachel
6	Renovation and expansion of Diplomat Hotel	1	Approx. 800	Rural-landscape area	Proposal for a Plan	Private
7	Hotels in city center	4-6	Approx. 1100	CBD Hotels	Outline plan	Private
7.1 East CBD						
7.2 The Russian Compound						
8	Hotels in Wadi Joz and Sheikh Jarah	4-6	Approx. 1000	East Jerusalem, near old city	Outline plan	ILA and Private
9	Hotels at the entrance to the city	3-4	Approx. 1000	Business and conference center, high rises	Construction plan	ILA
10	Hotels in Ein Kerem and Hadassah hospital compound	3-4	Approx. 1000	Rural landscape area and medical tourism	Proposal for a Plan	ILA, Private and Hadasah
11	Ancient water systems of Gush Etzion, Bethlehem and Jerusalem	-	-	Leading attraction –infrastructure development for tourist routes integrated with econo-tourism services development centers	Proposal for a Plan	ILA
12	Hotel development at Mount Herzl	1	Approx. 300	Hotel development based on the existing "Tsipori Center", a recreation center in the Jerusalem forest	Proposal for a Plan	ILA and The Jewish National Fund
Total		30-40	Approx. 8600			



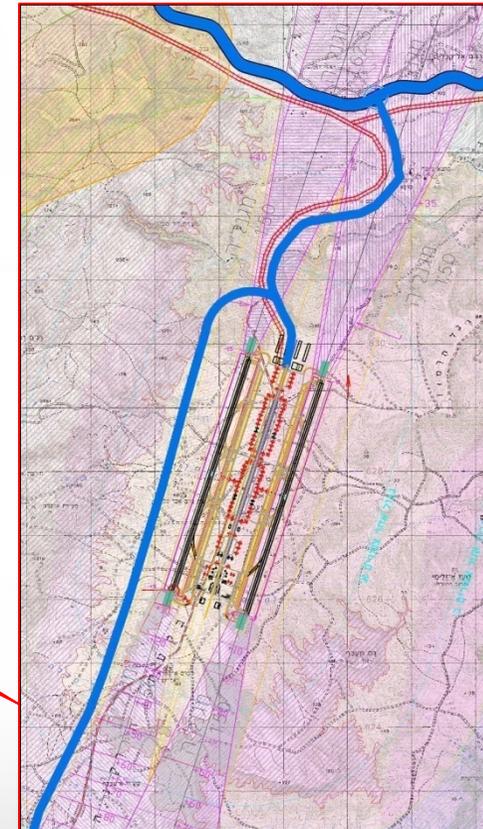
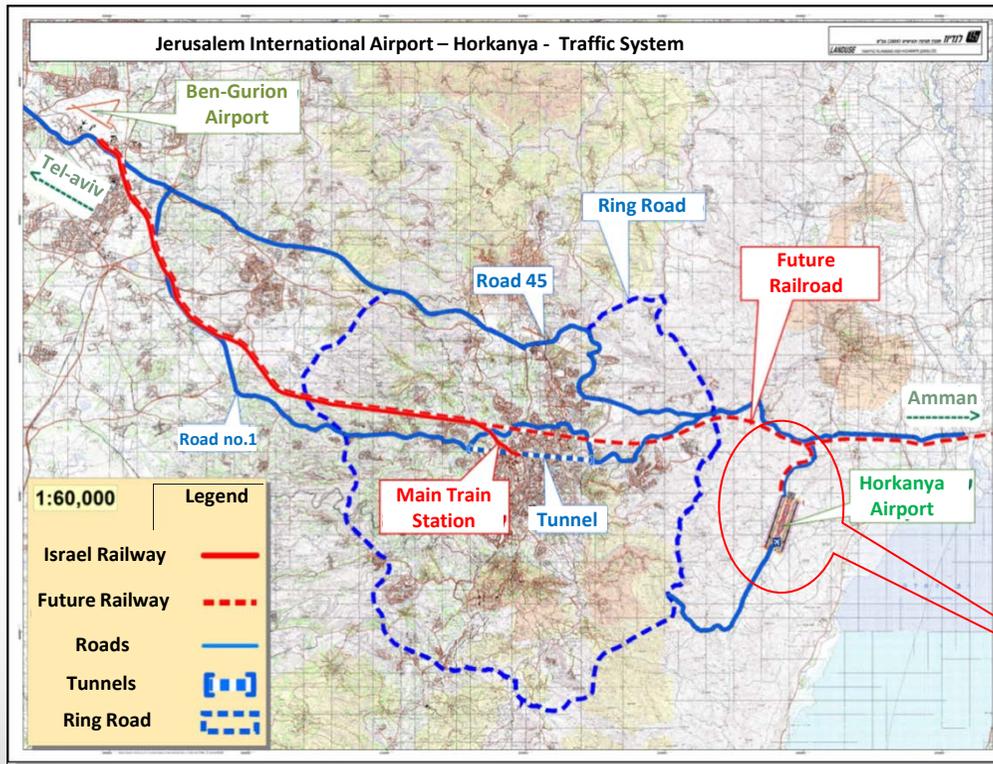
Jerusalem 5800: A Sample of Projects in Mid and Outer Ring

Serial Num.	Location	No. of Hotels	No. of Rooms	Features	Status	Land Ownership
1	Mount Tsuba – Rural Concept Hotel and touring site	1	120	Rural tourism development based on ruins of a historic settlement, springs and an agricultural landscape park nearby	Proposal for a Plan	ILA
2	Ein Hemed tourism area	2	200	Area development based on springs and restoration of a Crusader-period farm	Proposal for a Plan	ILA and Nature & Parks Authority
3	Focus For a Tourism Area In The Ayalon Park	1	120	Restoration of crusaders' fort, "Hall Of Knights", a spring and ancient agriculture	Proposal for a Plan	ILA and KKL
4	Nahal Me'arah Tourism Area	2	240	Development of archaeological ruins and springs	Proposal for a Plan	ILA and Nature & Parks Authority
5	Hurvav Geresh concept hotel, adjoining the Hadassa Route	1	120	Development of tourism area based on roman camp ruins, ruins of an ancient Jewish city and springs	Proposal for a Plan	ILA
6	Herodium – Tekoa and Nokdim Tourism Area	Country hospitality in two communities and a concept hotel at Herodium	220	Development of tourism area based on archaeology: Herod's tomb, ancient water systems, caves and desert routes	Proposal for a Plan	ILA
7	Gush Etzion tourism area	Country hospitality and two concept hotels	425	Development of tourism area based on archaeological finds, forests, springs and tourist routes	Proposal for a Plan	ILA
8	Judean desert tourism area and an accommodation center at Metsokei Dragot	1	200	Development of tourism area based on monasteries and archaeology. Development of an accommodation center at Metsokei Dragot with accessibility from Darga slopes.	Proposal for a Plan	ILA
9	Development of a hotel compound on the shores of the Dead Sea	גיא-10	2500	Hotel and tourism compound based on day recreation fee, beach spa, baths and ... international	Proposal for a Plan	ILA
10	Development of golf resorts in the Dead Sea area	גיא-10	2500	Tourist golf destination area based on available resources adjacent to existing settlements – Beit Arava and Kalia	Proposal for a Plan	ILA
11	Development of a tourism hotel area - Jericho	גיא-10	2500	Desert theme recreation hotels and casino(?) resort, archaeology and water canals	Proposal for a Plan	ILA
12	Development of a tourism area – Nabi samuil, Giveon and Givat Zeev	2	250	Tourism and concept hotels based on nature reserve development including archaeological ruins, forestation and existing flora. Archaeology, view to Jerusalem and development of a connecting promenade based on points of interest.	Proposal for a Plan	ILA
13	Development of a tourism-hotel area – Benjamin Region: route including a winery and the Psagot visitor center	Country-style accommodation in the settlements and two concept hotels	400	Development of tourism area and hotel accommodation based on the term: "Derech HaRon" in the Binyamin area, based on a system of existing wineries, integrated with archaeological and heritage sites	Proposal for a Plan	ILA
14	Development of a tourism area – Adulam, the National Bible Park	Country-style accommodation and one or two Bible-themed concept hotels	1000	Development of world-class open-space theme tourist attraction based on the Bible on approximately 6000 dunam (1500 acres), including forestry areas and activity centers in the forest	Proposal for a Plan	ILA
Total		40-47 hotels and 30 tourism communi	Approximately 10,400			



Sample Project: Jerusalem's Proposed International Airport

Israel's only international airport, Ben Gurion, is expected to exceed its capacity within the next five years. Plans are therefore underway to find a site where an additional airport can be built. One of the first major projects of the 'Jerusalem 5800' plan is a proposed airport, located in the Horkania Valley between Jerusalem and the Dead Sea, that will utilize two runways and will be of strategic importance to the continued development of Jerusalem Israel and the region. A full proposal has been submitted, and is currently being reviewed, by the government commission on the matter. The airport will enable service of up to 35 million passengers per year and will be connected via easy access roads and rail to Jerusalem, Ben Gurion Airport, and other city centers throughout Israel and the region.



Jerusalem 5800: The Next Phases

Jerusalem 5800 plans in future phases will include Phase B and C:

Phase B – continued processing and detailing of the general master plan:

- a. Detailed survey and planning analysis of present urban planning.
- b. Detailed survey of present urban development.
- c. Detailed survey and analysis of present economic status.
- d. Detailed economic vision and statement for 10 million tourists per year.
- e. Integration of the survey's products and hierarchy of priorities for implementation.
- f. Listing of leading projects to enable progressive implementation of the vision.

Processing of general detailed plans, final program – policy document and final Jerusalem 5800 master plan. Implement ecological and sustainable methodologies.

- a. The Jerusalem Metropolitan Area
- b. The Municipal Area
- c. The City Center
- d. The Old City Holy Basin and Temple Mount
- e. The open areas system – Green Belt of metropolitan parks.
- f. The development of the “the historical layer” and touring trails
- g. The transportation Systems
- h. Infrastructure systems

Jerusalem 5800: The Next Phases

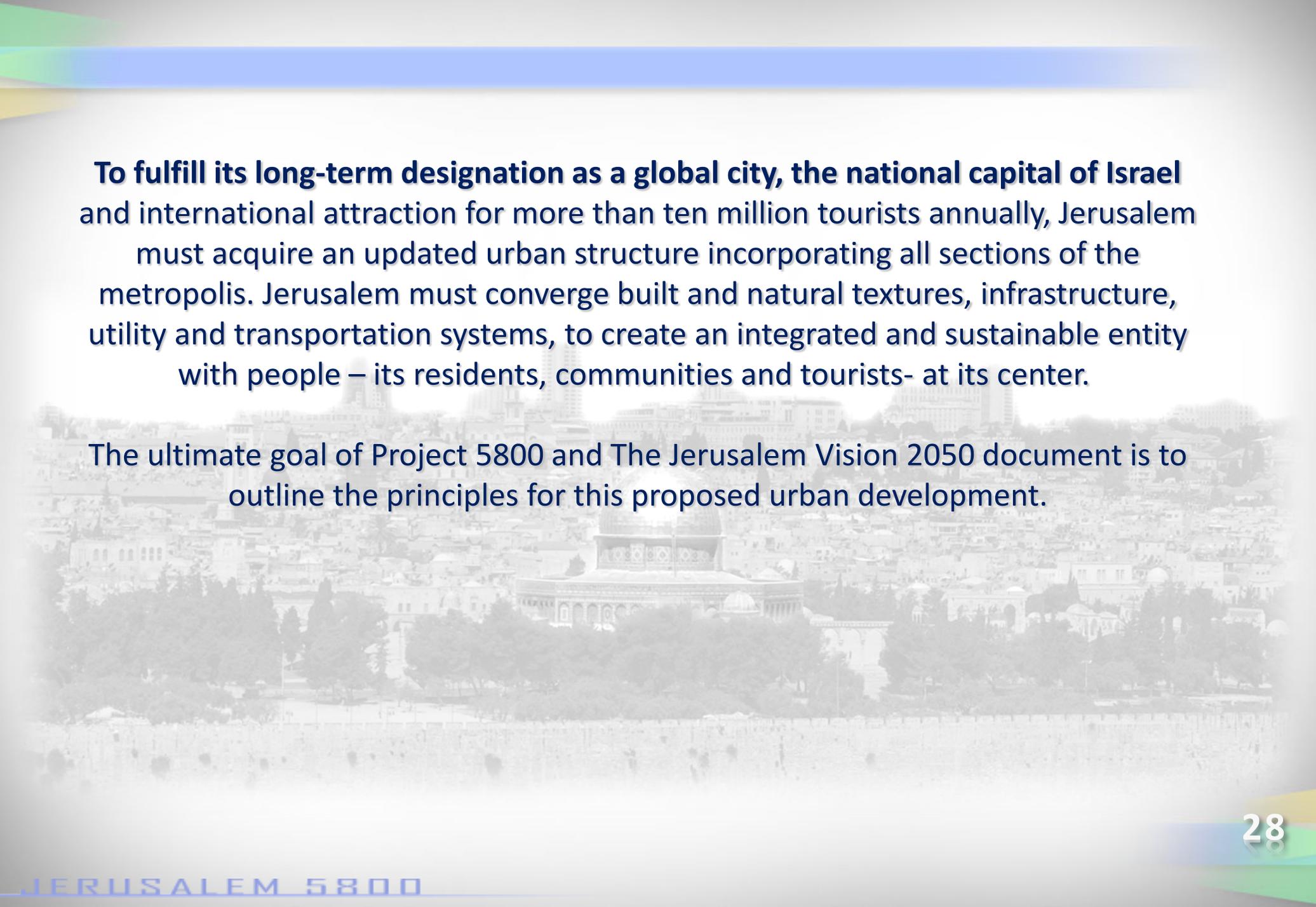
Phase C - Formation and methodology for selecting projects. The team will define criteria and specifications for detailed planning from a wide a range of projects in all disciplines:

- a. Tourism & Hospitality projects (including attractions)
- b. Transportation and other infrastructure projects
- c. Green Energy projects
- d. Open areas systems' projects
- e. Commercial and other employment projects
- f. Residential and public buildings and areas.
- g. Special projects (main airport, eco city etc.,)

The criteria to analyze the projects will also include:

- a. Project location in the metropolis area (Jerusalem district and the city)
- b. Land ownership (state or privately owned)
- c. Statutory status of land (approved or in process) and assessment of probabilities for new plans approvals.
- d. The present business environments
- e. Potential partners.
- f. Investments timetables and investments return financial indicators.

For the marketing of projects selected by investors, a preliminary project reference file will be prepared to include general conceptual planning and financial indicators.



To fulfill its long-term designation as a global city, the national capital of Israel and international attraction for more than ten million tourists annually, Jerusalem must acquire an updated urban structure incorporating all sections of the metropolis. Jerusalem must converge built and natural textures, infrastructure, utility and transportation systems, to create an integrated and sustainable entity with people – its residents, communities and tourists- at its center.

The ultimate goal of Project 5800 and The Jerusalem Vision 2050 document is to outline the principles for this proposed urban development.