Jordan River Peace Park
Draft Pre-Feasibility Study
The “Rotenberg Lake” was built in the 1920’s in the Yarmuk Valley north of its junction with the Jordan River. The hydroelectric plant and the Rotenberg Lake ceased to function in 1948.
Park Features
Park Features
Site Opportunities and Constraints

Opportunities:
- Significant architectural heritage (Roman, Mamaluk, Ottoman and Early 20th Century)
- Significant natural heritage (Arid Mediterranean and wetland habitats)
- Opportunities for commemorating historical events (Battle of Yarmouk, Rotenberg project, Jordan Israel Peace Treaty)
- Scenic and recreational potential
- Livelihood opportunities for local communities

Constraints:
- Conflict of interpretation (political views in presentation of historical events, sour memories for Jordanians, symbol of Zionism)
- Costly renovation of power station complex
Project Phases

- **Phase I:**
  Flooding the lake area; reconstructing worker’s homes into eco-lodges, strengthening of the bridges, trails, railway station, entrance gates.

- **Phase II:**
  Conversion of the Power Station complex into visitors / cultural center.

- **Phase III:**
  Creation of cross border peace park / movement of security fence, panoramas depicting cultural and historic events, convention center and additional hotels.
Water Supply Options for the Lake

- Yarmouk River
- Jordan River
- Treated Sewage Water
Filling of the Lake

Scenario 1:
- Lake Surface Area: 380,000 m²
- Lake Depth: Initial Depth, 30cm then increasing depth to 1 meter over a 5-year period
- Water Needs: Initial volume of 722,000 m³ for filling and maintaining water body for the first year and 608,000 m³ for each additional year.

Scenario 2:
- Lake Surface Area: Initial Area of 240,000 m² gradually increasing to 380,000 m²
- Lake Depth: Corresponding to increase in area, increase depth from 30cm to 1m over a period of 5 years.
- Water Needs: 456,000 m³ to 608,000 m³
Proposed Site Development
Financial Feasibility

- Capital Investments - Ten Million JD over 25 Years
- Yearly running costs - Half Million JD
- Revenues from lodging, sales concessions (food, souvenirs), entrance fees, guides, transportation (bike rentals).
- Within 5 years expect 250,000 local visitors (Jordanian and Israeli)
- Within 10 years expect 200,000 foreign visitors.
Financial Feasibility

The Net Present Value:
- At 10% discount rate is JD 77,350
- At 3% discount rate is JD 6,240,484.

Benefit-Cost Ratio:
- At 10% discount rate is 1.008.
- At 3% discount rate is 1.354
- Therefore, at a green discount rate costs could rise by 35% before the benefit-cost ratio would be driven to 1.

Sensitivity Analysis:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Cost increase by 10%</th>
<th>Revenue decrease by 10%</th>
<th>Cost increase by 10% &amp; revenue decrease by 10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPV @ 3%</td>
<td>4,475,675</td>
<td>3,851,626</td>
<td>2,086,817</td>
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<tr>
<td>B/C @ 3%</td>
<td>1.231</td>
<td>1.218</td>
<td>1.107</td>
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<tr>
<td>Internal Rate of Return</td>
<td>7.88%</td>
<td>7.64%</td>
<td>5.38%</td>
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Competitive Advantage

- Novelty and uniqueness
- Baqoura is among the best preserved multi-ecosystem habitats in Jordan.
- Genuine interest from tourists, particularly Israelis, to visit the Power Station.
- Important sites of shared heritage; local, regional and world.
- Peace Park could serve as a core area with linkages to neighboring sites in Israel and Jordan. A tourism anchor for other sites in the area.
Establishment of the Park

- Designation of the Jordanian side as a National Park. Royal Decree required.
- Establishment of a joint Steering Committee to guide concurrent development and provide ongoing communication channels.
- Establishment of Trans-boundary Peace Park with an independent financial and administrative body.
Management Issues

- Access Control
- Zoning
- Tourist Safety
- Responsibility
- Contingency Plans