

# Schalkwijk: a revitalised neighbourhood

P5 Presentation  
Heritage studio: the Modern Mall

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18-01-2024

# INTRODUCTION

## The Modern Mall



(Noord Hollands archief, 1978)

# INTRODUCTION

What is *heritage*?

*“Our heritage is our inheritance - what the past has conceded to us, what we value in the present and what we choose to preserve for future generations”*

(Heritage council, IE, 2020)

# INTRODUCTION

Faculty of Architecture (G. van Derecht, 1923) = MONUMENT



(Deelder, 2011)

# INTRODUCTION

De Lijnbaan (van den Broek en Bakema, 1953) = MONUMENT



(Lageweg, SPWR, 2018)

# INTRODUCTION

The mall of Schalkwijk by Spruit, 1969 (Haarlem)



(Noord Hollands archief, 1978)

## **Content**

Research

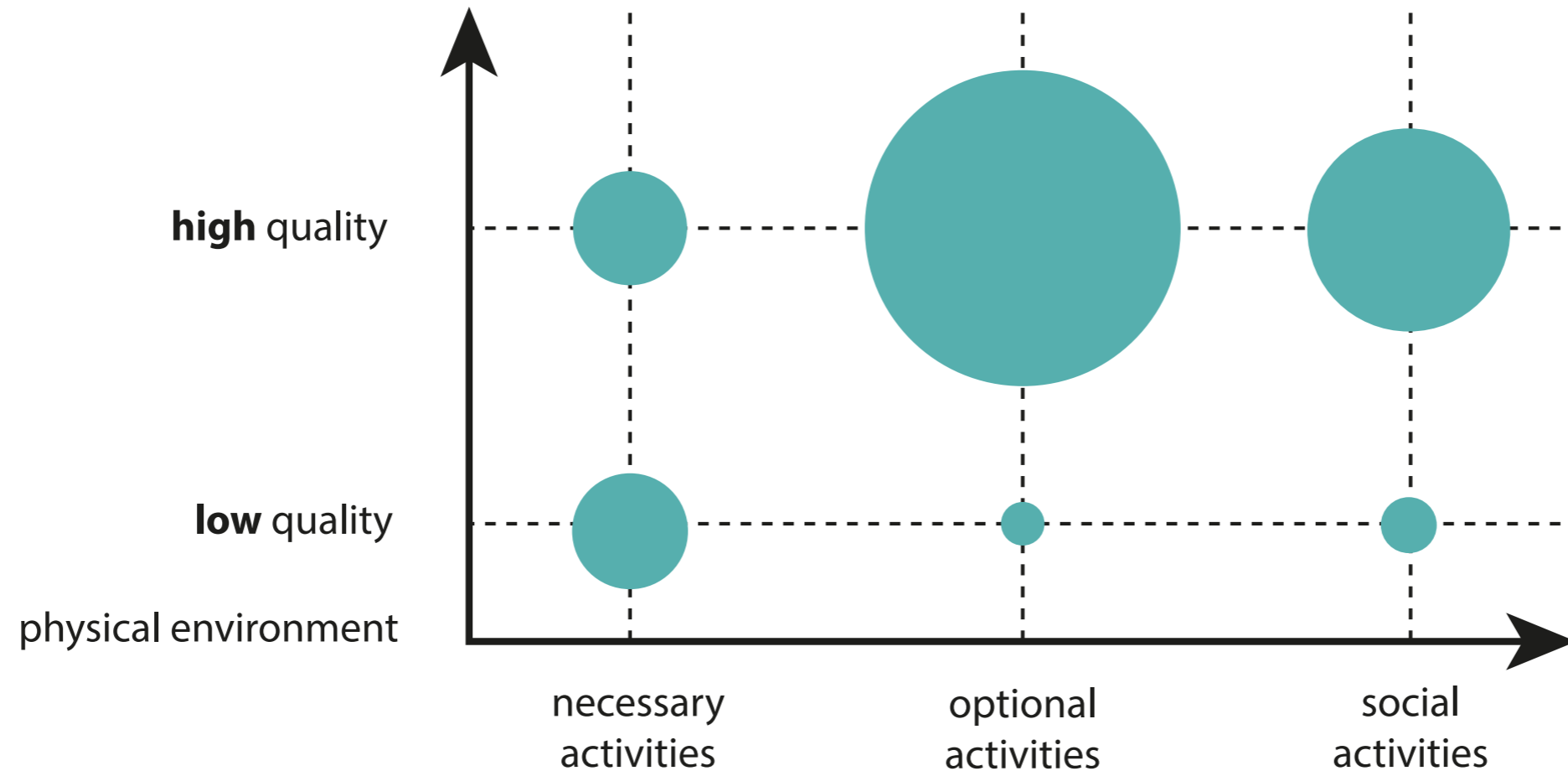
Research to design

Current situation: Mall of Schalkwijk

Design

Impact

# ACTIVITY IN PUBLIC SPACES



Type of activities in the physical environment (Gehl, 2010)



# PROBLEM STATEMENT



# PROBLEM STATEMENT



**Expedition courtyard**



**Public space**

# RESEARCH QUESTION

*How do contemporary visitors assess the mall on its **functional**, **identifiable**, **architectural** and **social** aspects?*

# RESEARCH CASES



Noord-Hollands Archief, 1978



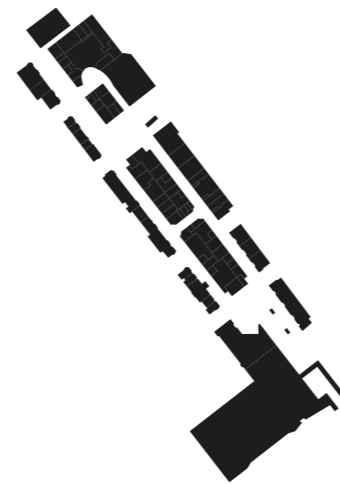
Haags archief, 1966



Fototechnische dienst Rotterdam, 1966



Mall of Schalkwijk



Leyweg



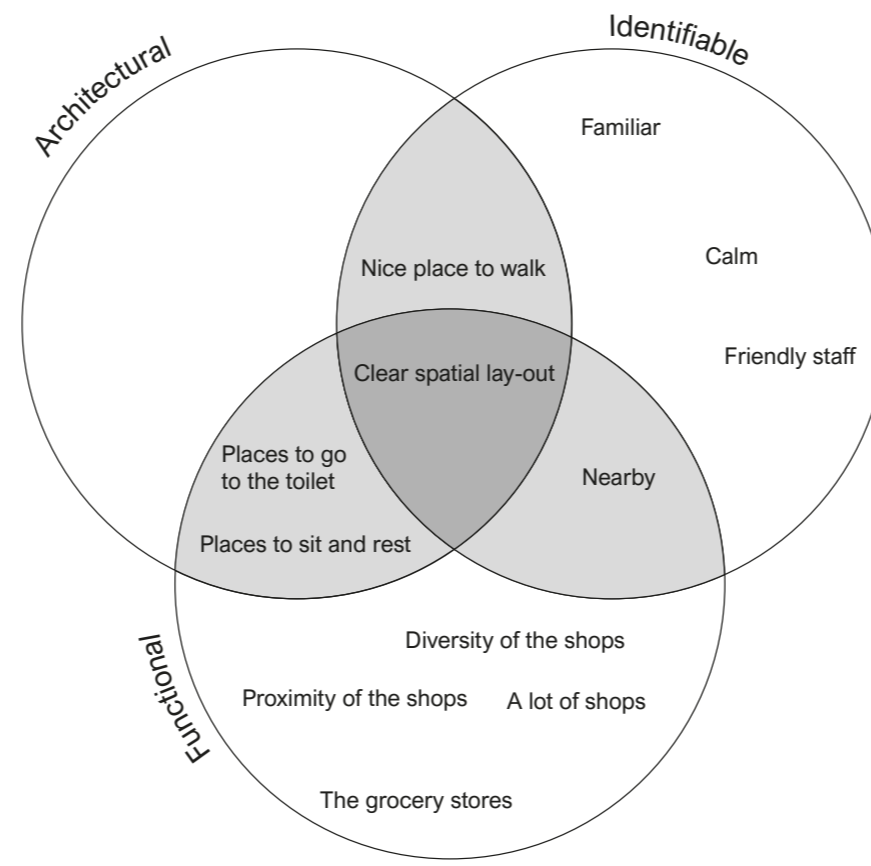
Plein 1953

# VALUES OF THE MALL

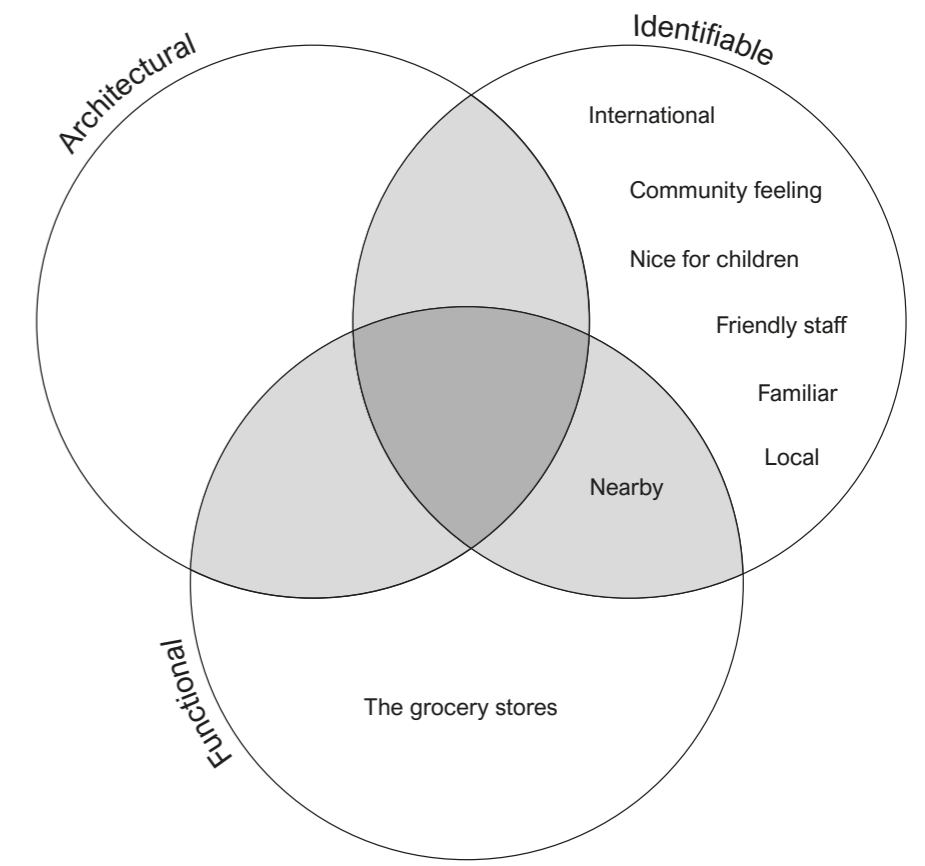
## Categories



**Mall of Schalkwijk**



**Leyweg**



**Plein 1953**

# VALUES OF THE MALL

Amount

Familiar Calm Nice for children  
Covered space One specific store  
**The grocery stores**  
New part of the mall Nearby  
Enough parking places

## Mall of Schalkwijk

Proximity of the shops Friendly staff  
Nice place to walk Places to sit and rest  
**The grocery stores** Familiar  
A lot of shops Nearby Calm  
Clear spatial lay-out  
Diversity of the shops Places to go to the toilet

## Leyweg

Local Friendly staff Nice for children  
**The grocery stores**  
Familiar Nearby International  
Community

## Plein 1953

# SOCIAL VALUES OF THE MALL

Central place in the neighbourhood Nice atmosphere

People of different cultures are coming together

**A place to be around other people**

**A place to walk into each other**

A place to have a talk Social events A place to have a drink

Square with other people

## Mall of Schalkwijk

A place to have a talk

Central place in the neighbourhood

**A place to walk into each other**

A place to have a drink Events; Sinterklaas

A place to be around other people

## Leyweg

Garage sales

People of different cultures are coming together

Central place in the neighbourhood

**A place to be around other people**

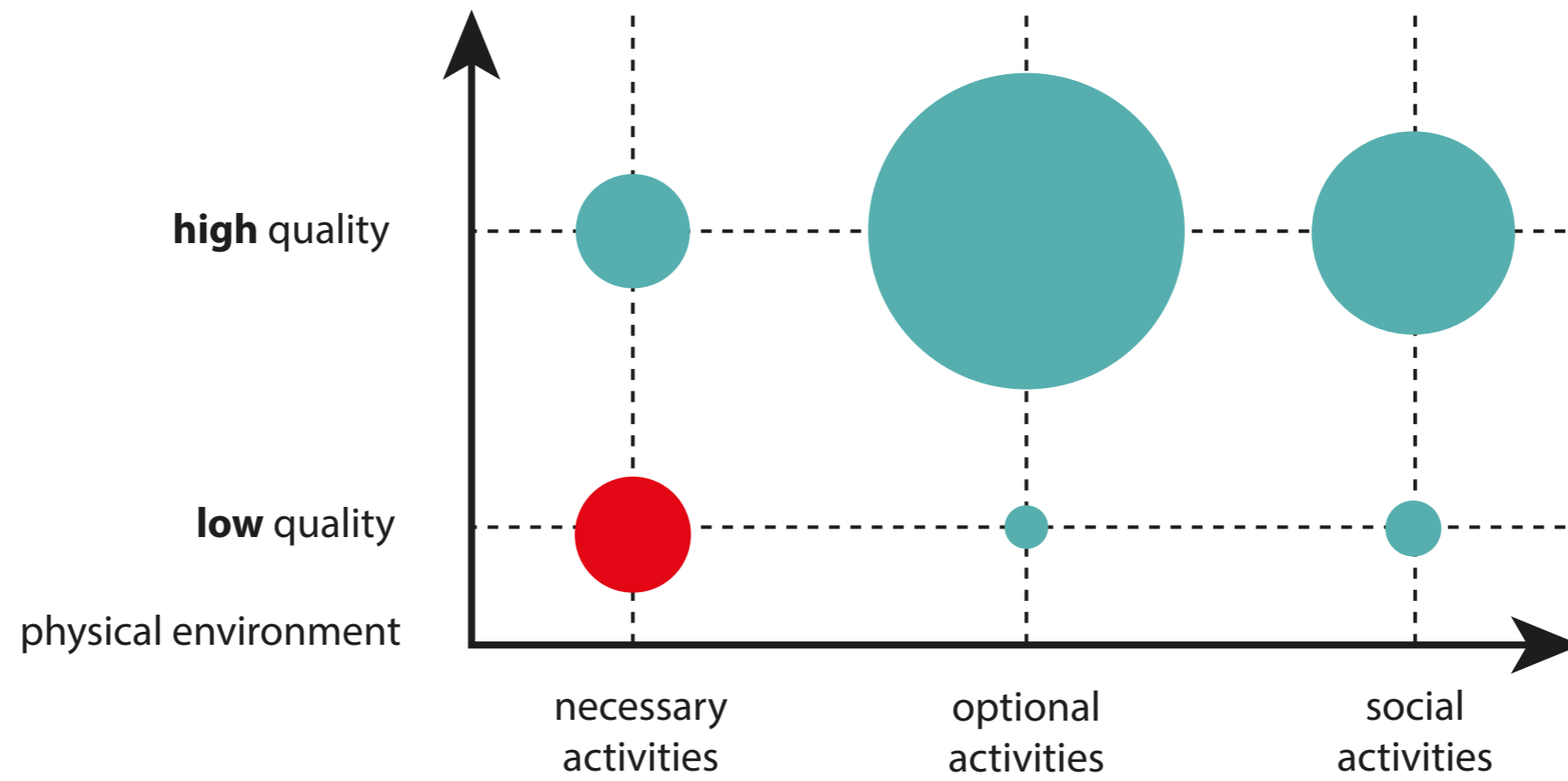
A place to walk into each other

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A place to have a drink

## Plein 1953

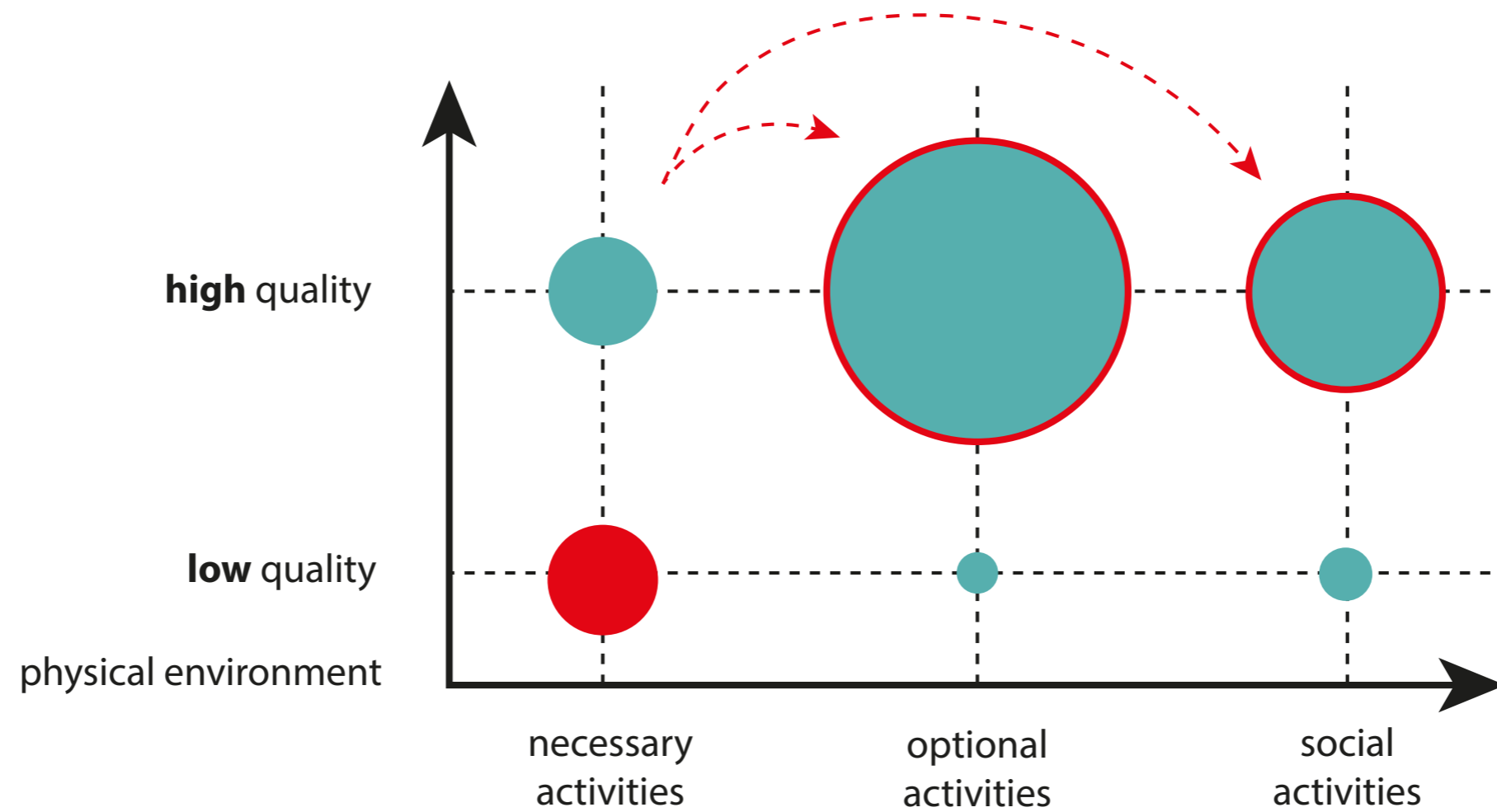
# CONCLUSION





# RESEARCH TO DESIGN

Design goal



**Focus on necessary activities at the mall**

# PHYSICAL ENVIRONMENT CONDITIONS

## Protection

### Protection against traffic and accidents

- Protection for pedestrians
- Eliminating fear of traffic

### Protection against crime and violence

- Lively public realm
- Eyes on the street
- Overlapping functions day and night
- Good lighting

### Protection against unpleasant sensory experiences

- Wind
- Rain/ snow
- Cold / heat
- Pollution / noise / dust

## Comfort

### Opportunities to walk

- Room for walking
- No obstacles
- Good surfaces
- Accessibility for everyone
- Interesting facades

### Opportunities to stand/ stay

- Edge effect/ attractive zone for standing/ staying
- No obstacles
- Supports for standing

### Opportunities to sit

- Zones for sitting
- Utilizing advantages: view, sun, people
- Good places to sit
- Benches for resting

### Opportunities to see

- Reasonable viewing distances
- Unhindered sightlines
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- Lighting (when dark)

### Opportunities to talk and listen

- Low noise levels
- Street furniture that provide 'talkscapes'

### Opportunities for play and exercise

- Invitations for creativity, physical activity, exercise and play
- By day and night / summer and winter

## Delight

### Scale

- Buildings and spaces
- designed to human scale

### Opportunities to enjoy positive climate aspects

- Sun / shade
- Heat / coolness
- Breeze

### Positive sensory experiences

- Good design and detailing
- Good materials
- Fine views
- Trees, plants, water

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# LOCATION OF SCHALKWIJK



Haarlem

Amsterdam

Zandvoort

City centre

Spaarne

Schalkwijk

mall

Heemstede

# SURROUNDING NEIGHBOURHOODS

City centre  
15 min (by bicycle)

Amsterdam  
20 min (by car)

Boerhave  
wijk

Europa  
wijk

mall

Meerwijk

Heemstede

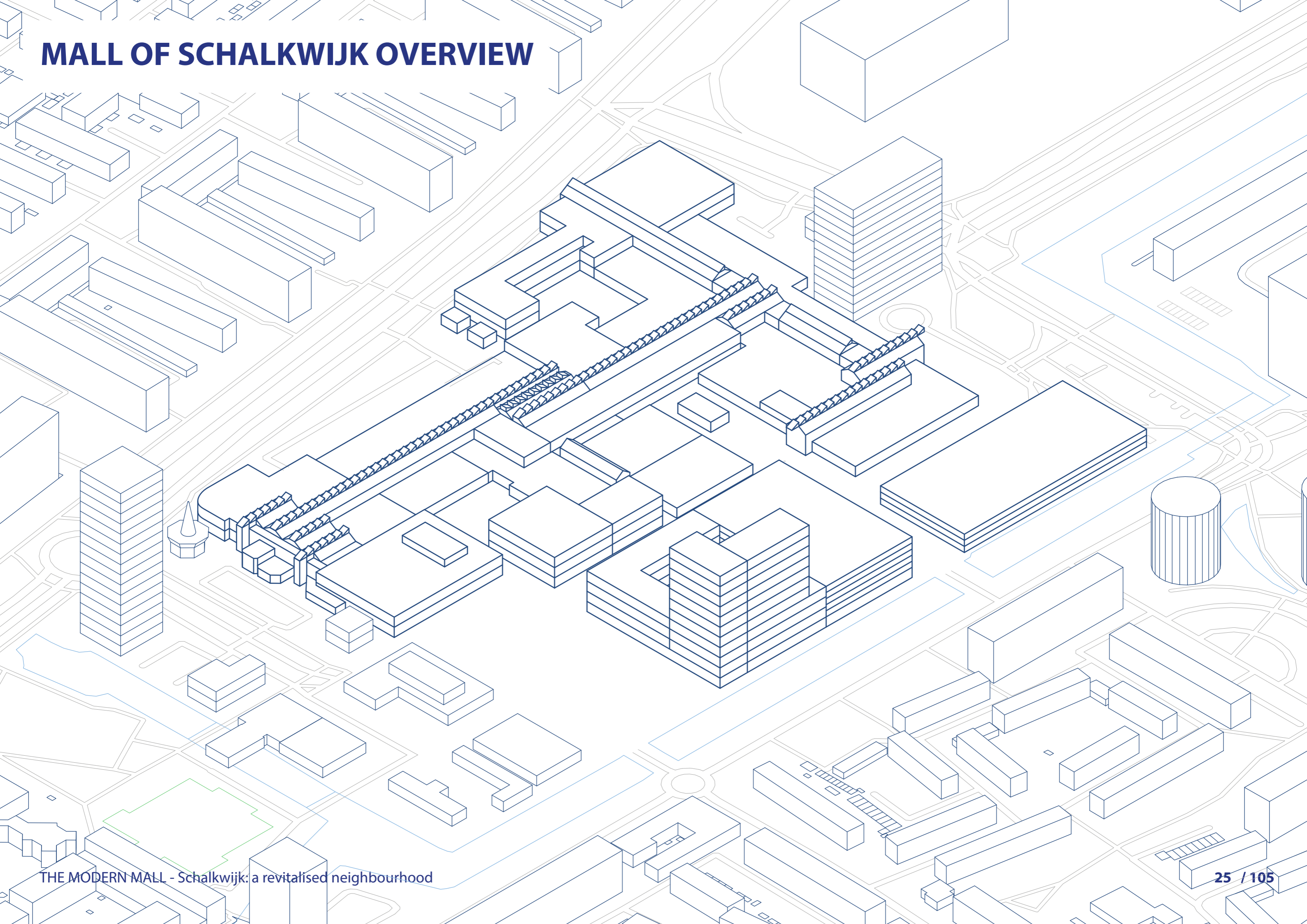
Molenwijk

Spaarne

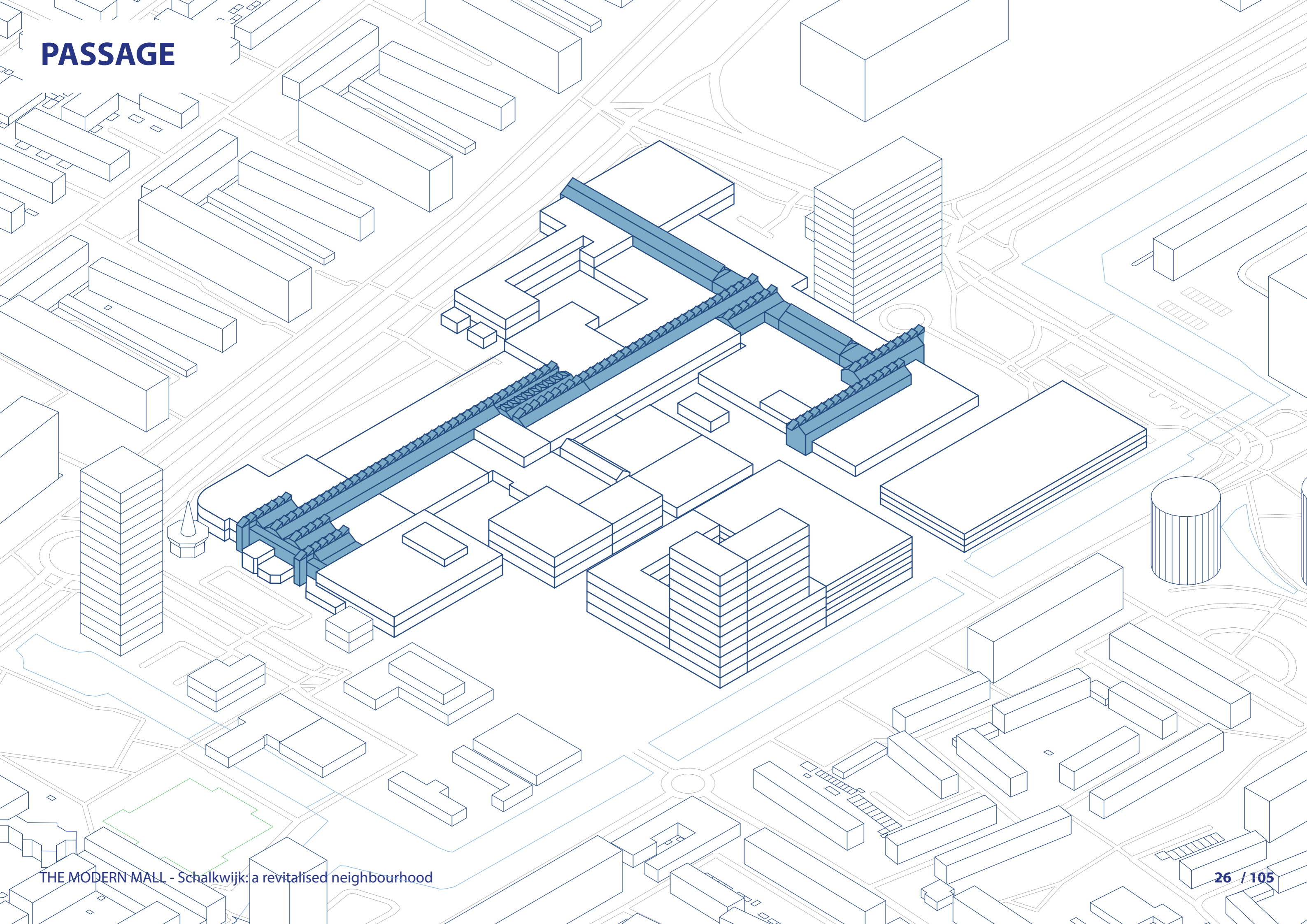




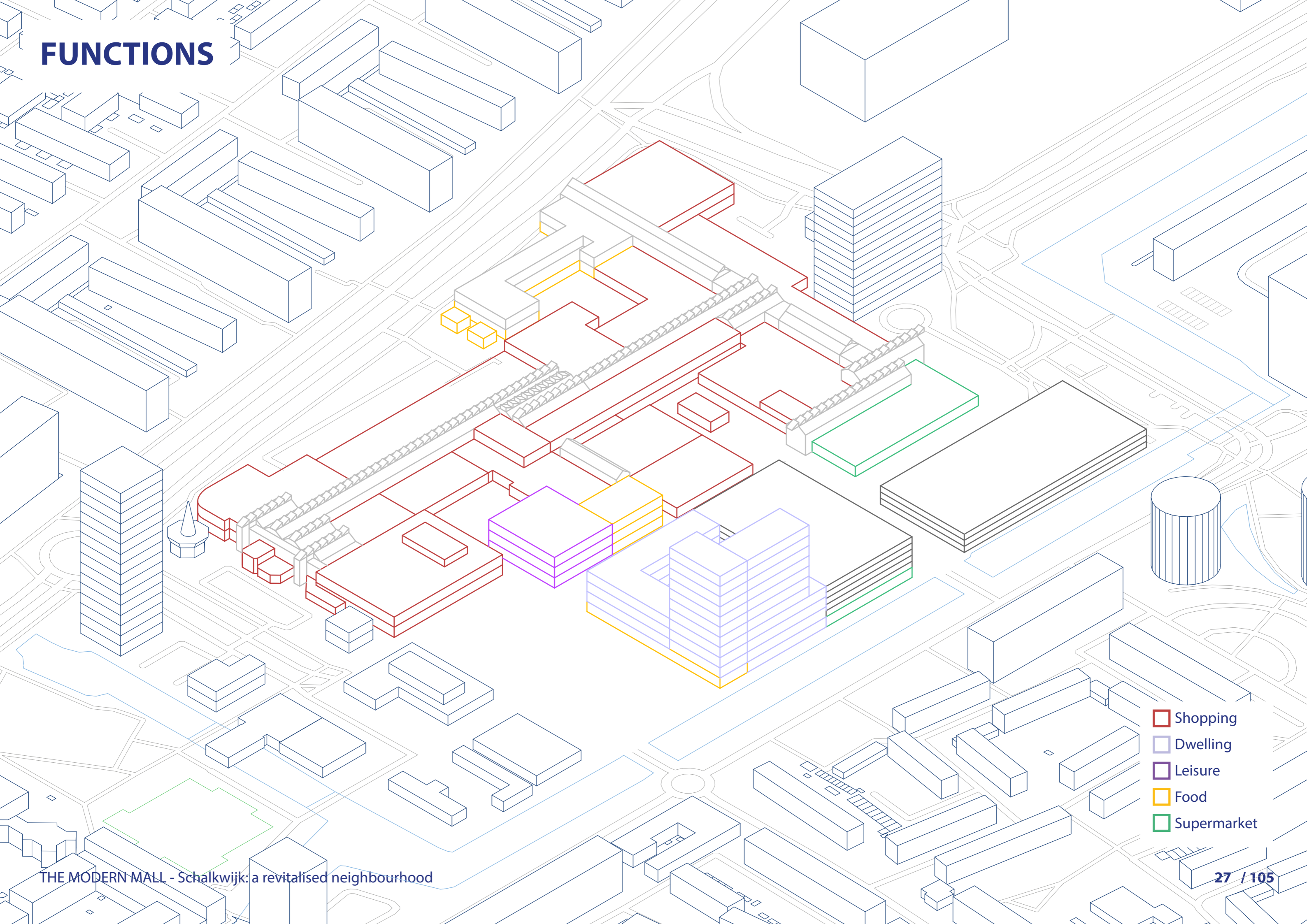
# MALL OF SCHALKWIJK OVERVIEW



# PASSAGE



# FUNCTIONS



- Shopping
- Dwelling
- Leisure
- Food
- Supermarket

# MASTERPLAN JO COENEN ARCHITECTS

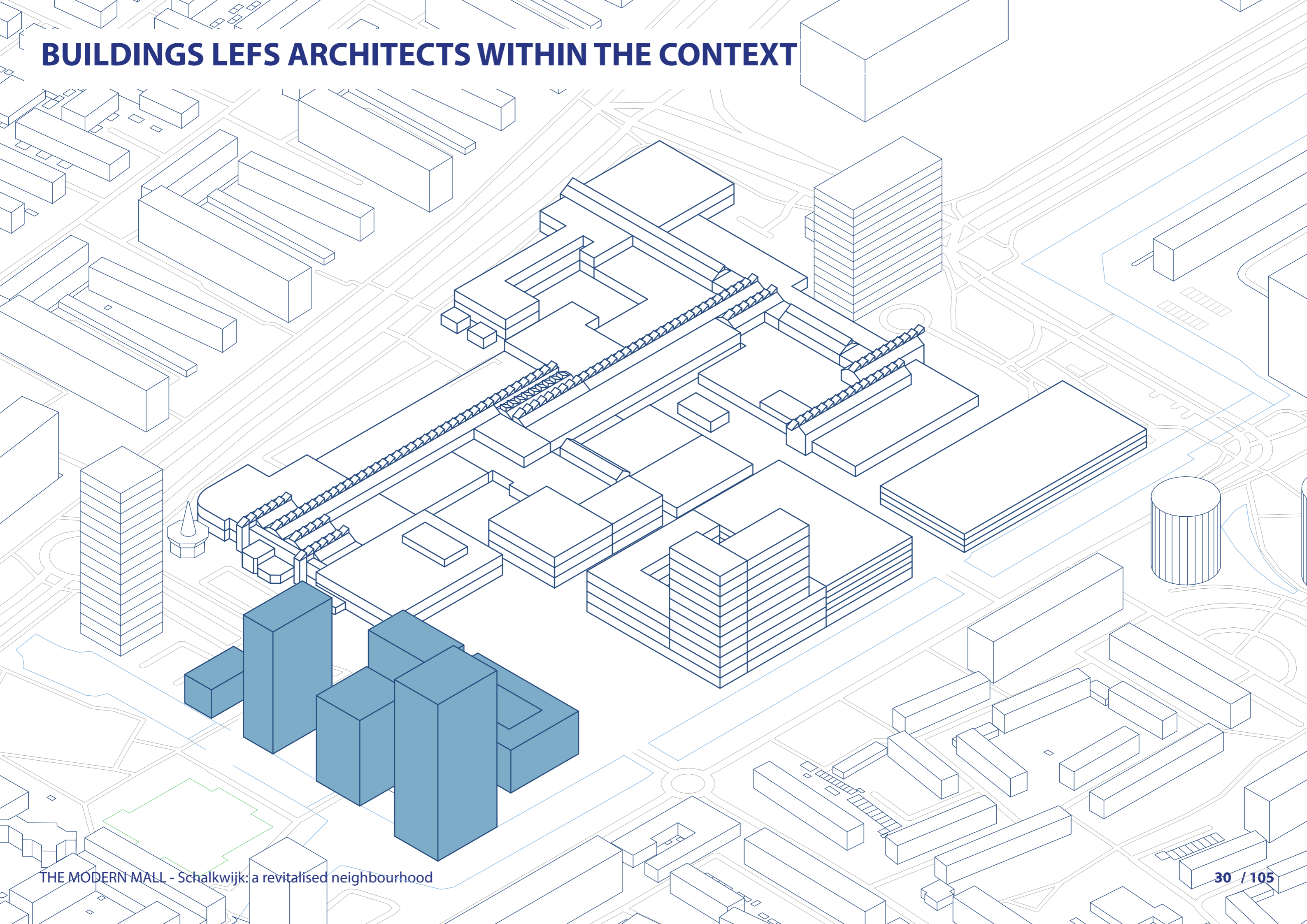


# MASTERPLAN JO COENEN ARCHITECTS



Plan LEFS architects

# BUILDINGS LEFS ARCHITECTS WITHIN THE CONTEXT



# VISION HAARLEM 2045



**1. Mengen en verdichten**



**2. Buurtgericht ontwikkelen**



**3. Vergroenen en vernatten**



**4. Bevorderen gezonde leefomgeving**



**5. Ruimte voor energietransitie**



**6. Mobiliteitstransitie**

# VISION HAARLEM 2045



1. **Mengen en verdichten**



2. **Buurtgericht ontwikkelen**



3. **Vergroenen en vernatten**



4. **Bevorderen gezonde leefomgeving**



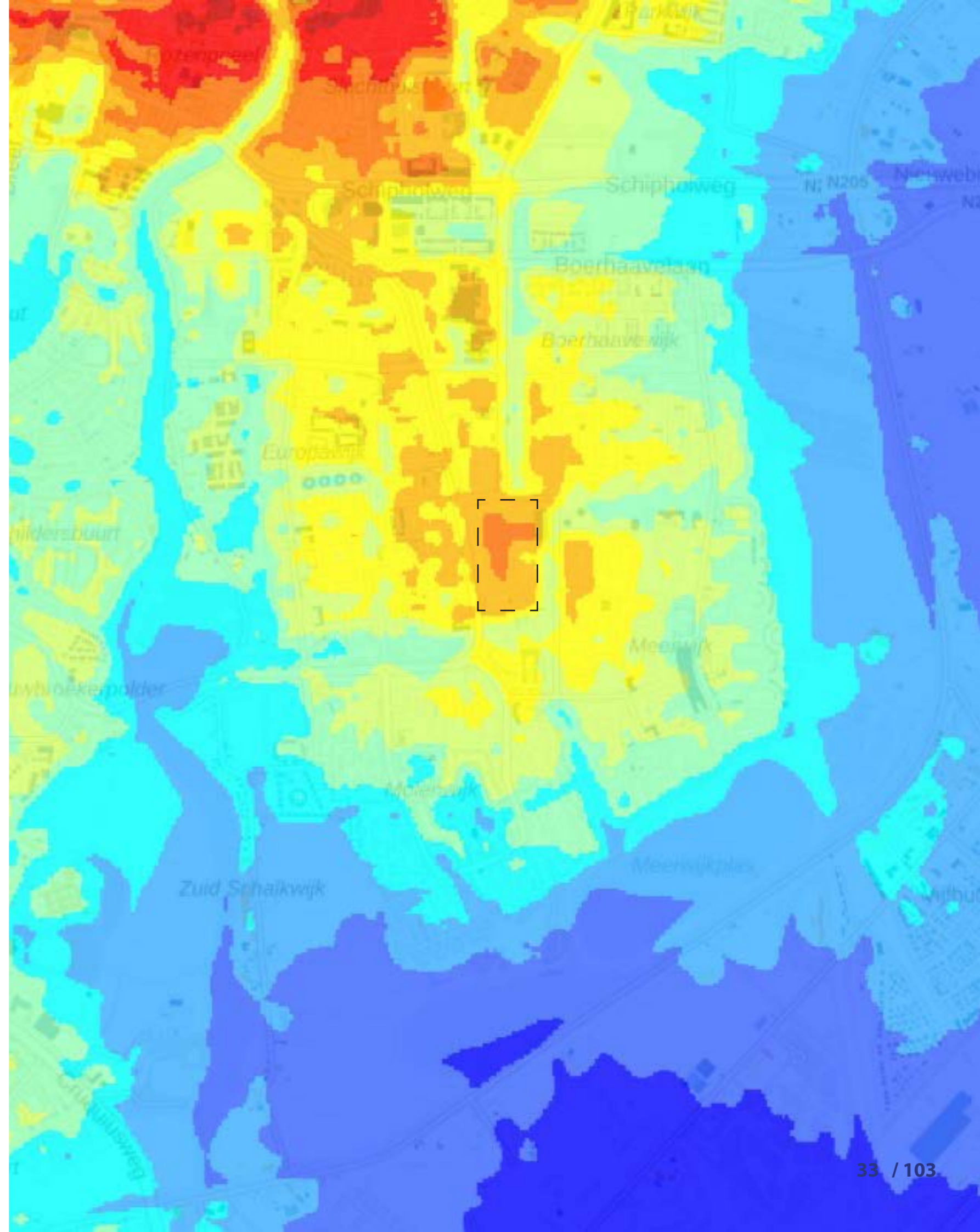
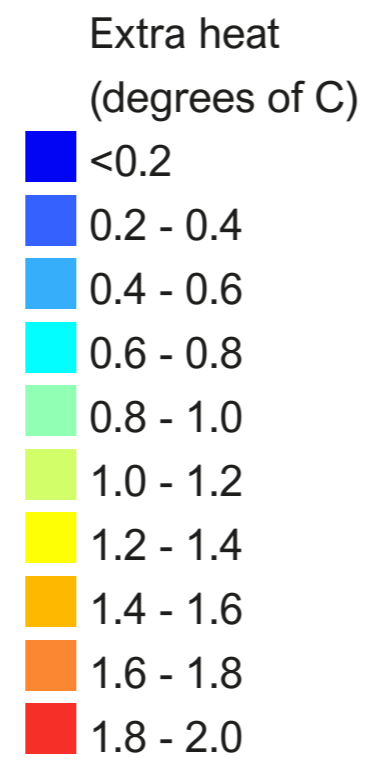
5. **Ruimte voor energietransitie**



6. **Mobiliteitstransitie**



# URBAN HEAT ISLAND EFFECT



## Design goals



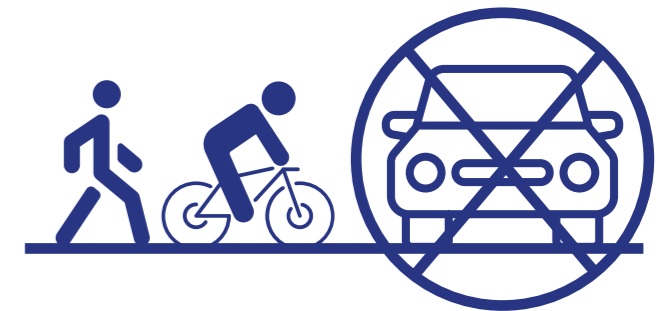
Create conditions for different optional and social and activities



Decrease the urban heat island effect



Add dwellings to the site of the mall



Create a more pedestrian and cyclist friendly environment

# VALUE ASSESSMENT

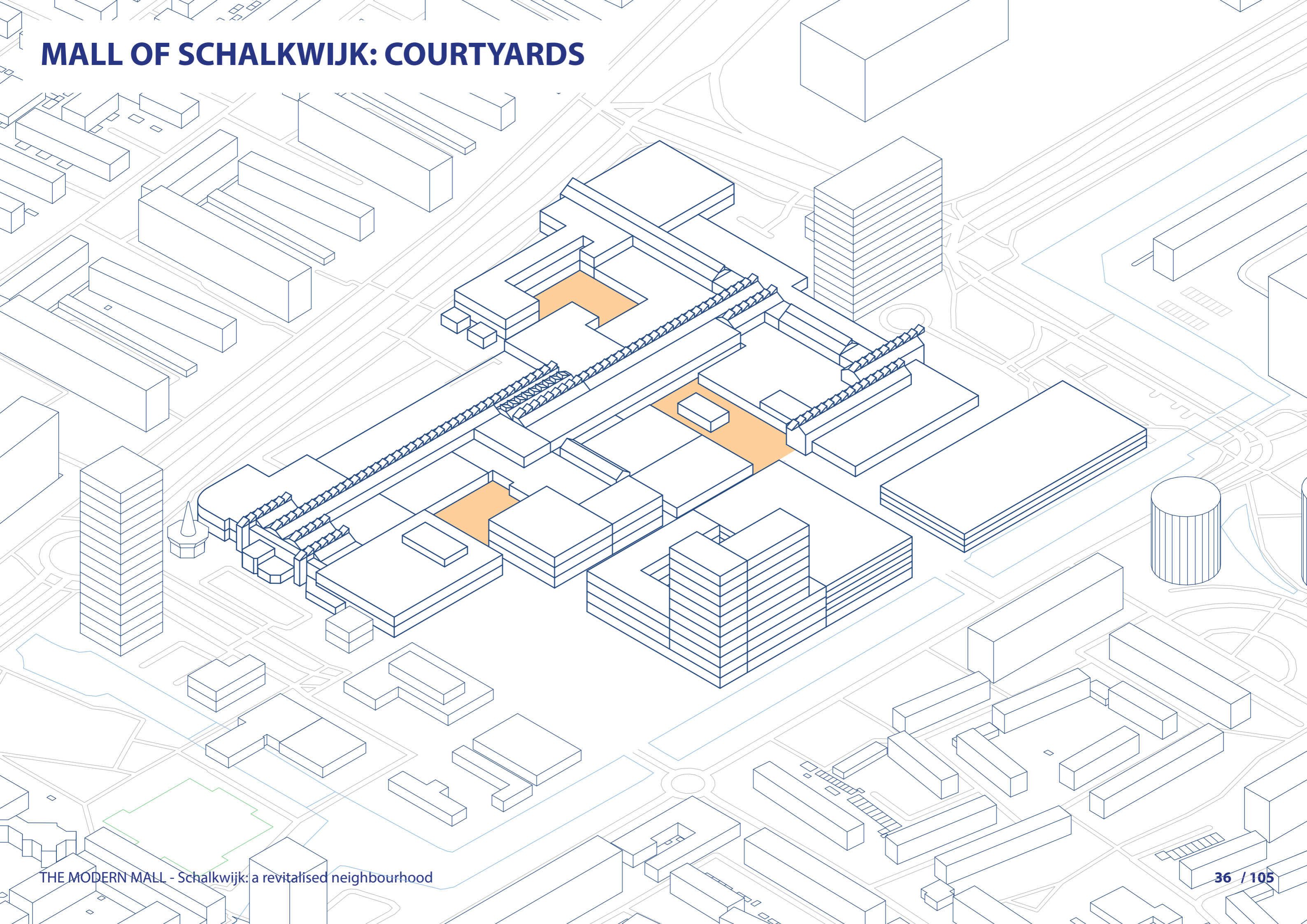
Expedition courts:  
example of the general development of the Dutch malls

Passage:  
example of the general development of the Dutch malls

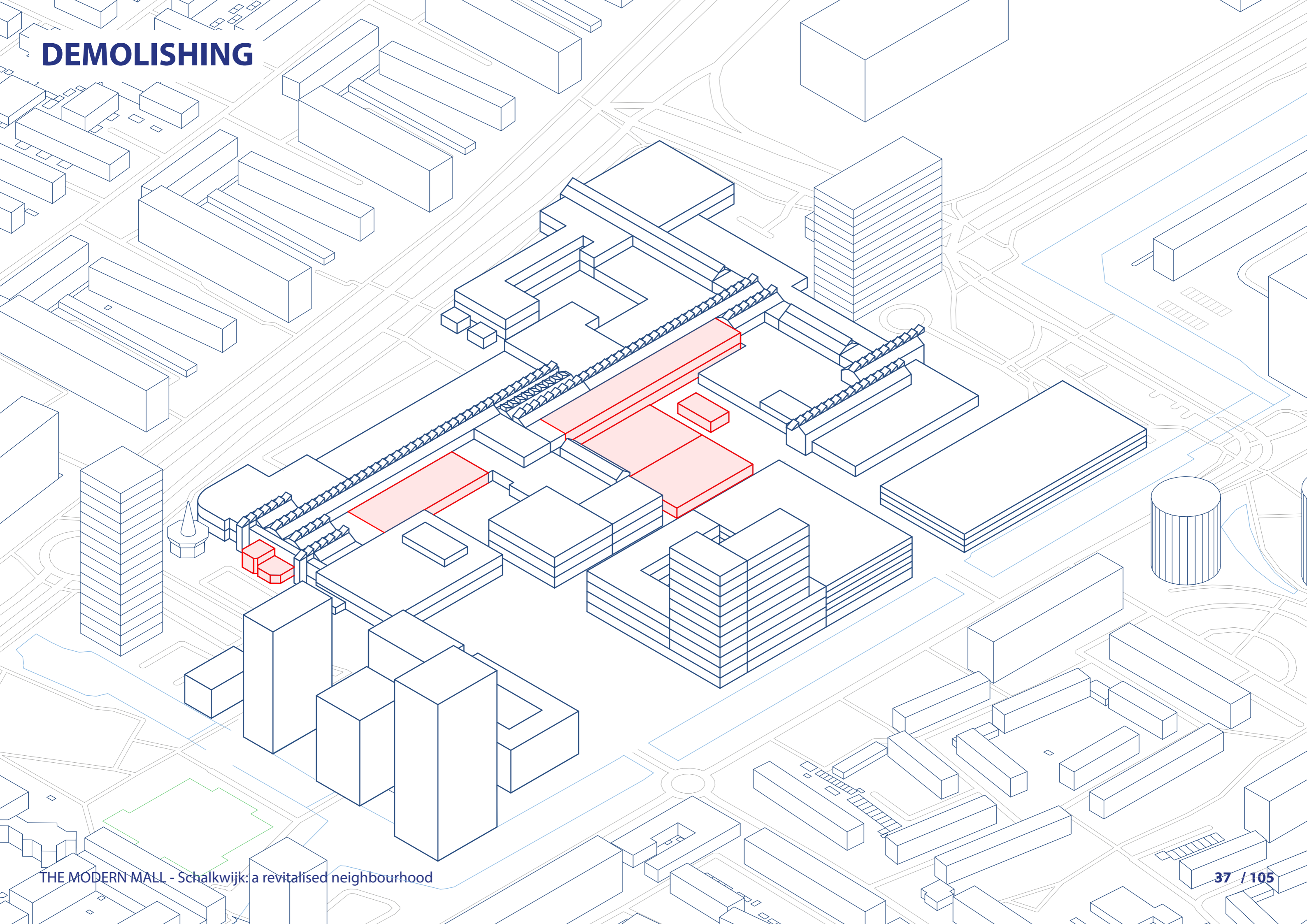
V&D building:  
one of many in the Netherlands. V&D = part of the Dutch  
everyday culture

- Low value
- Middle value
- High value

# MALL OF SCHALKWIJK: COURTYARDS

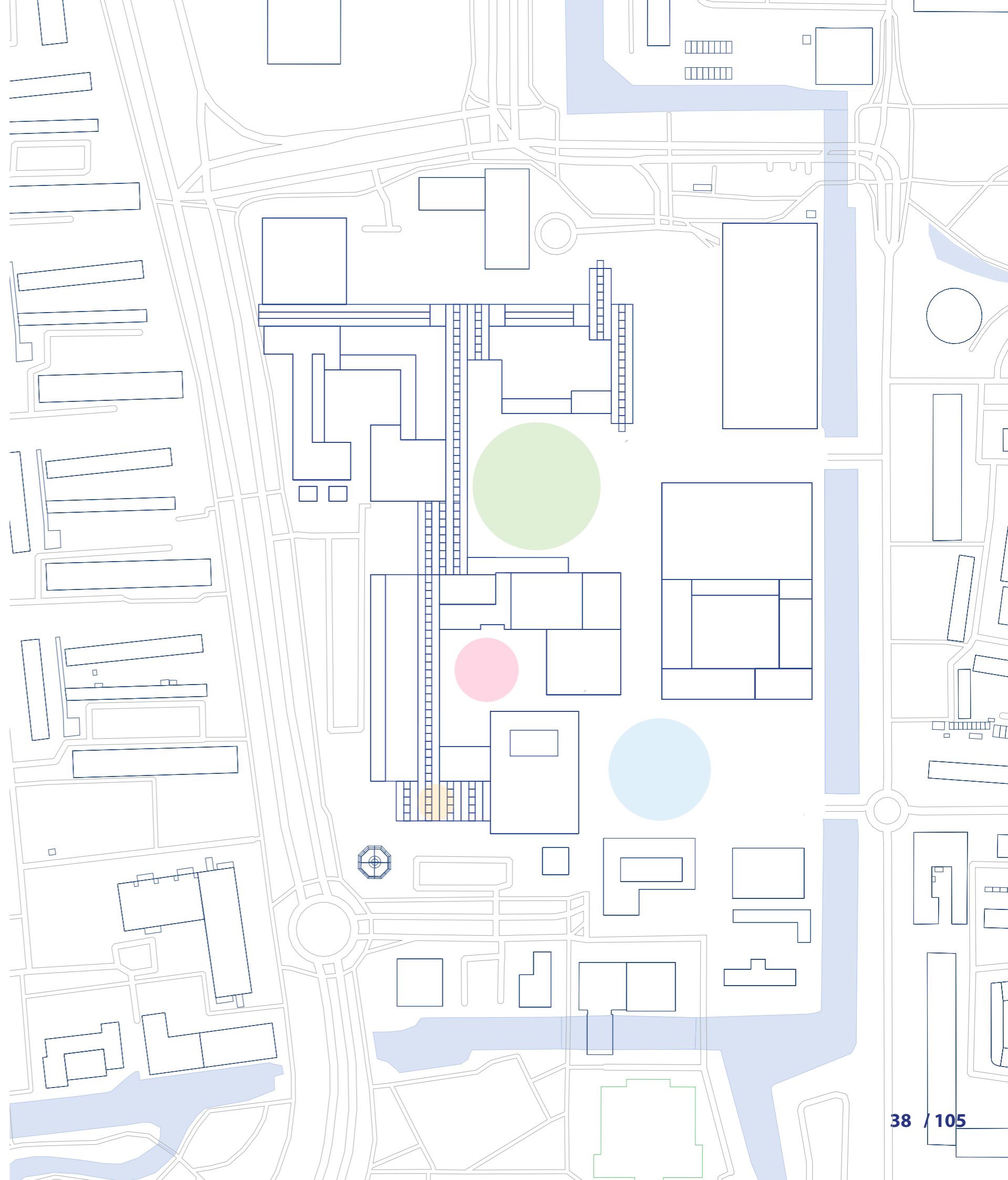


# DEMOLISHING

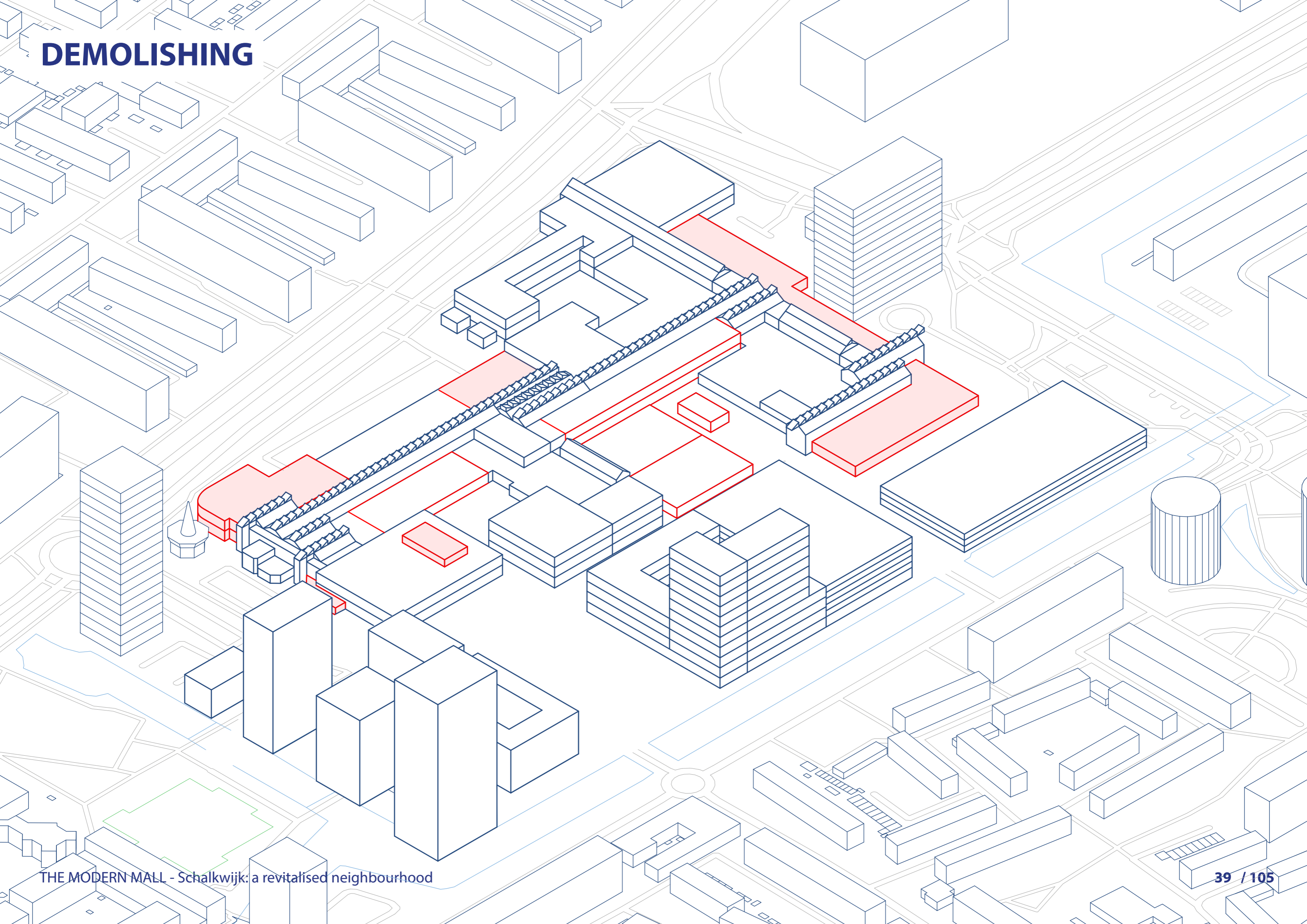


# MASTERPLAN

New connections and public spaces

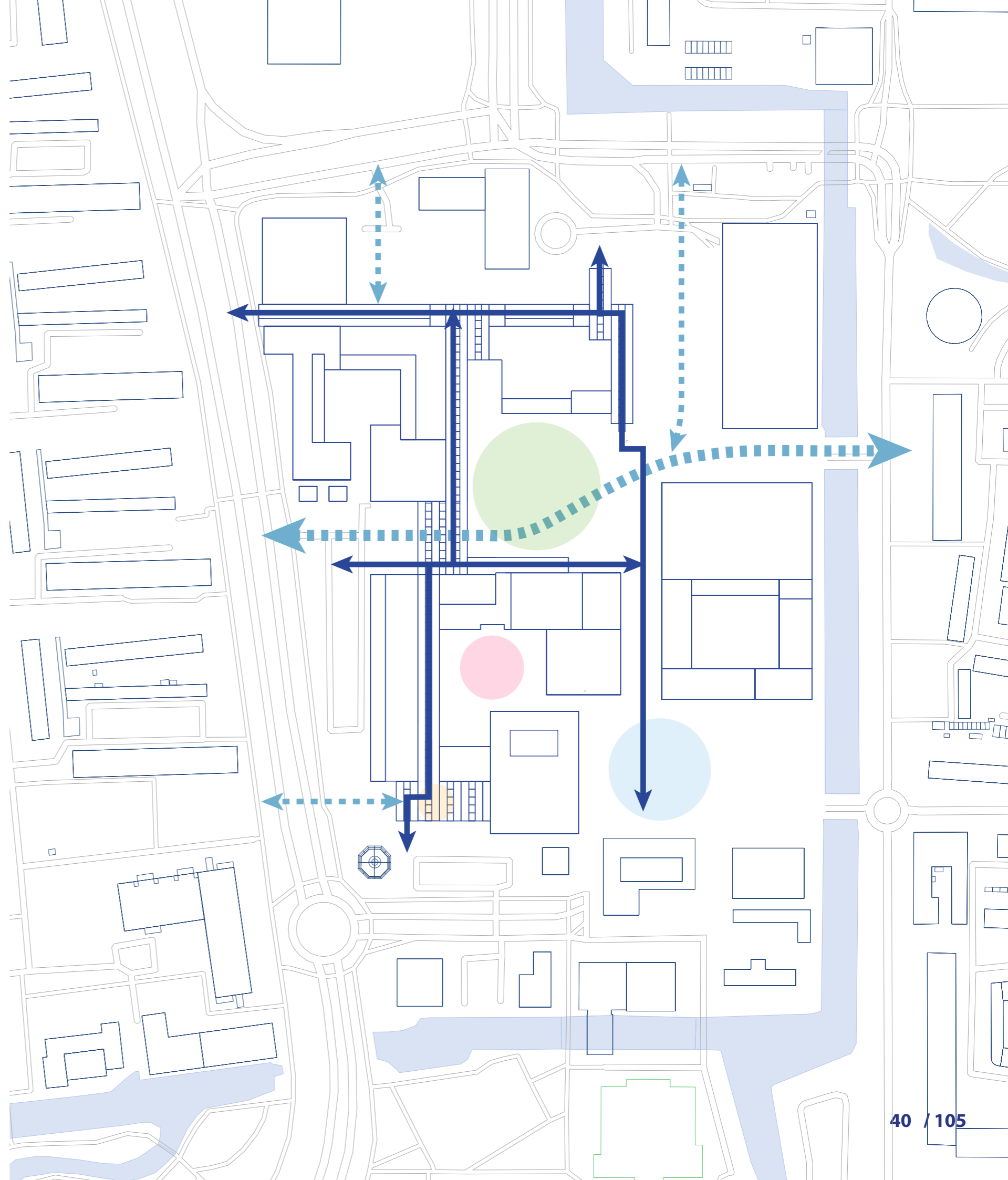


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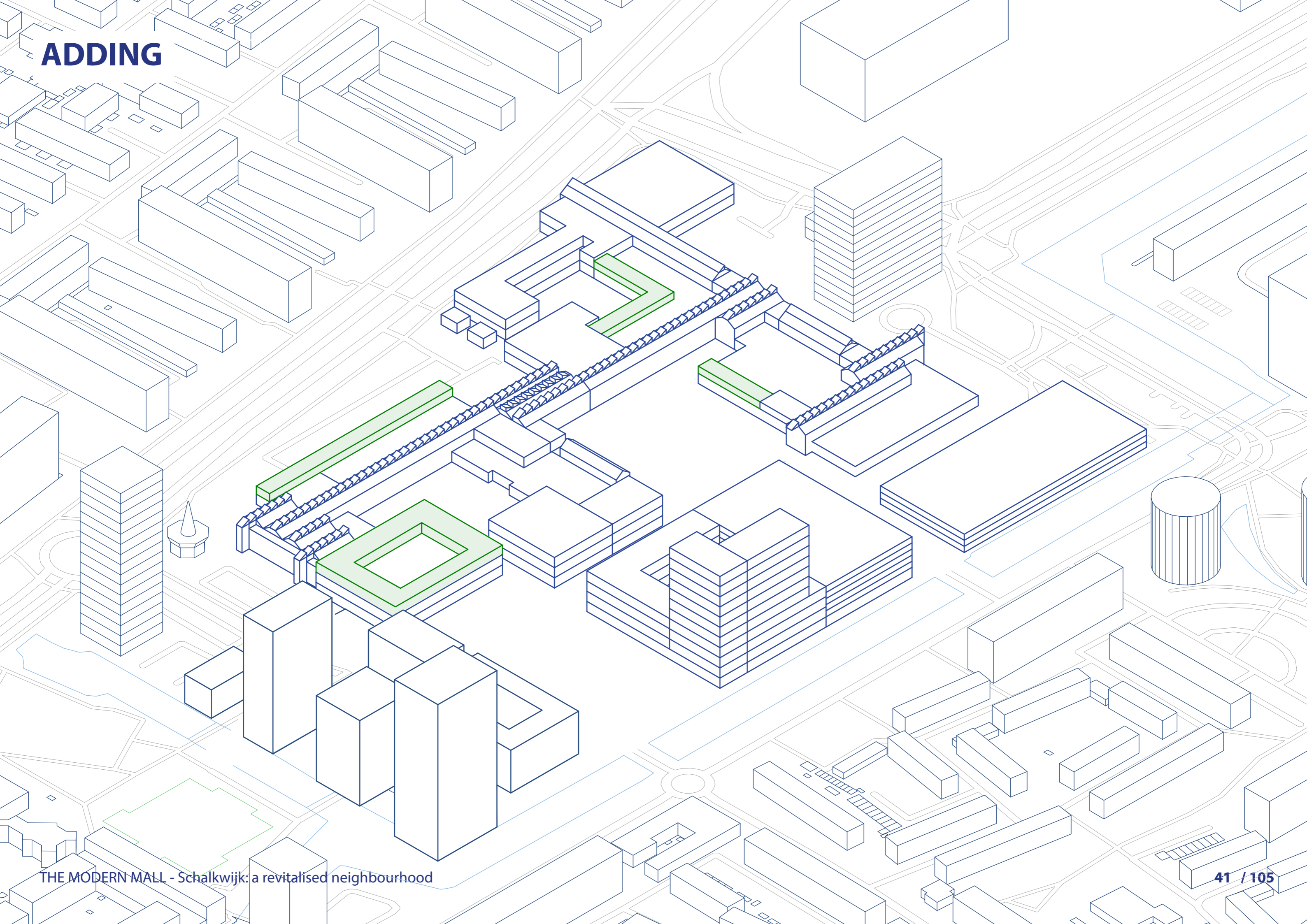
# MASTERPLAN

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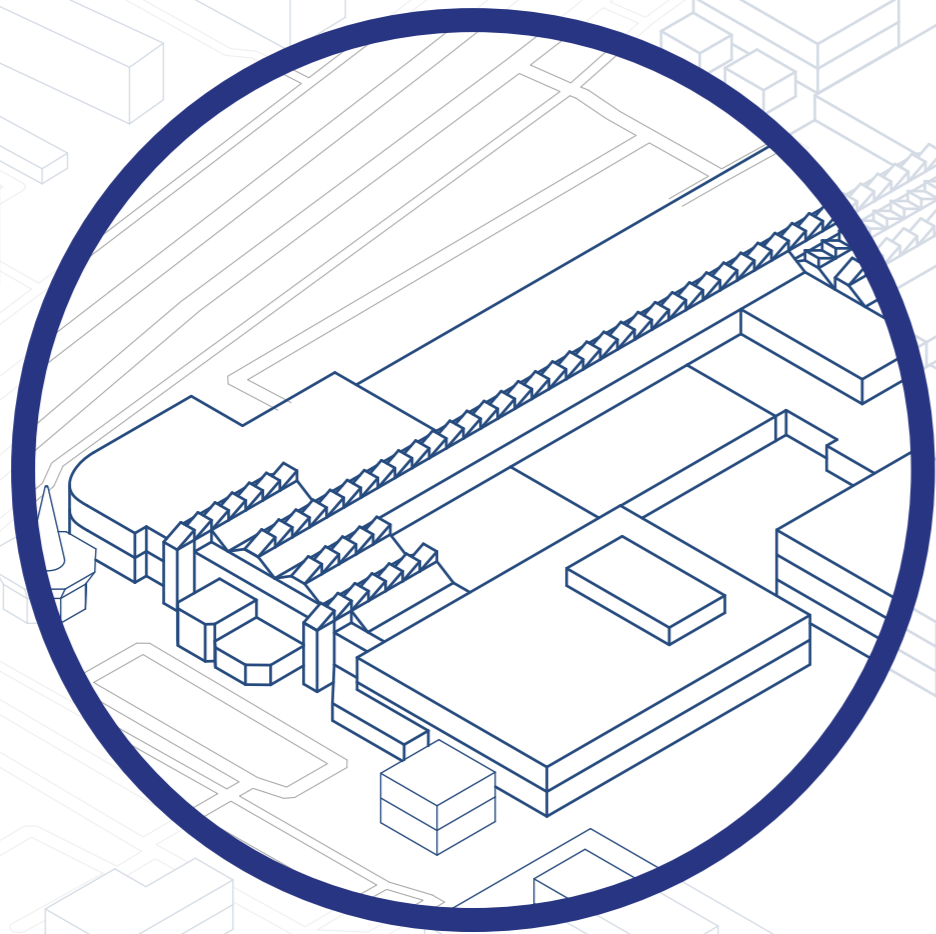




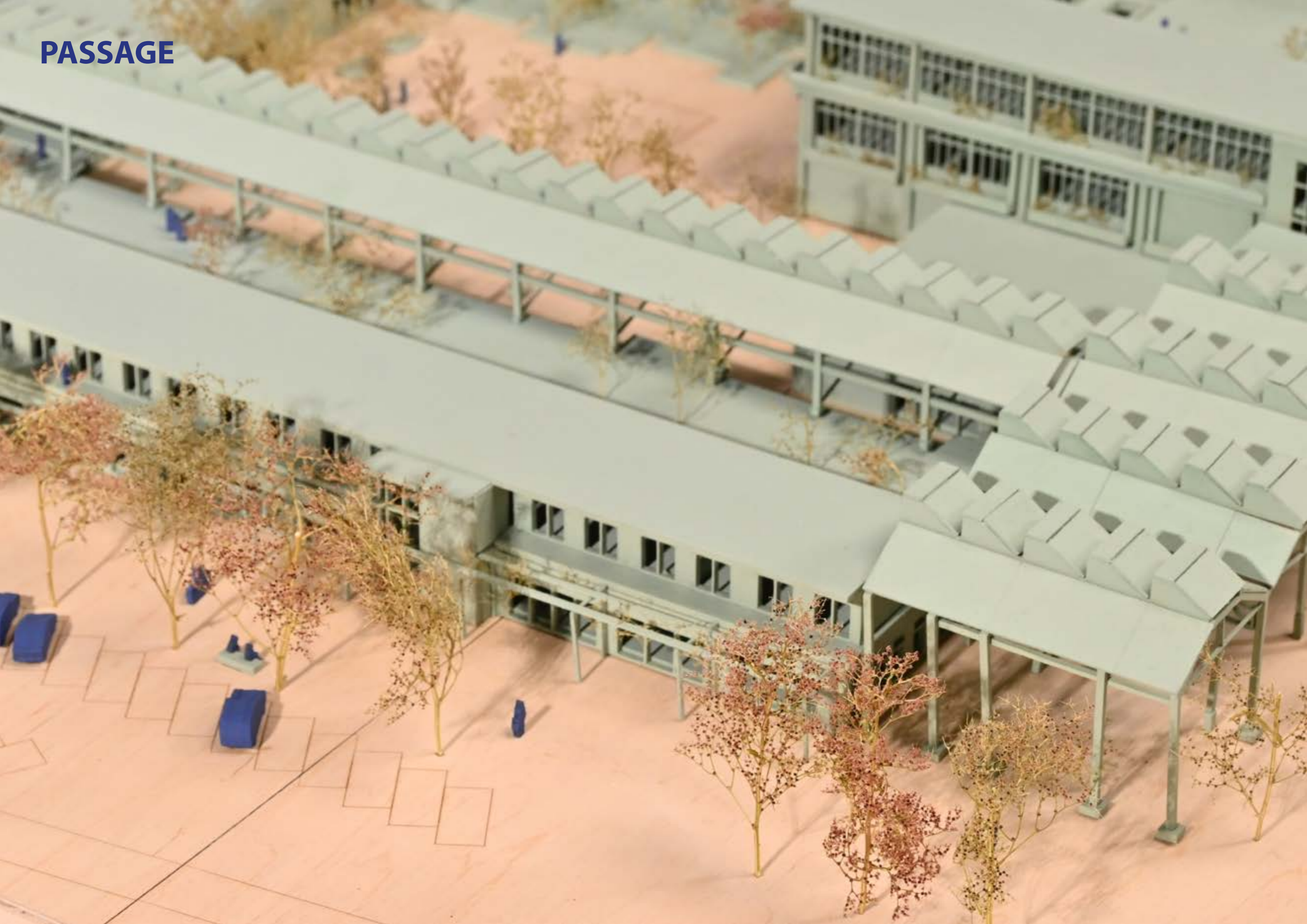
# ADDING



# MALL OF SCHALKWIJK FOCUS AREA

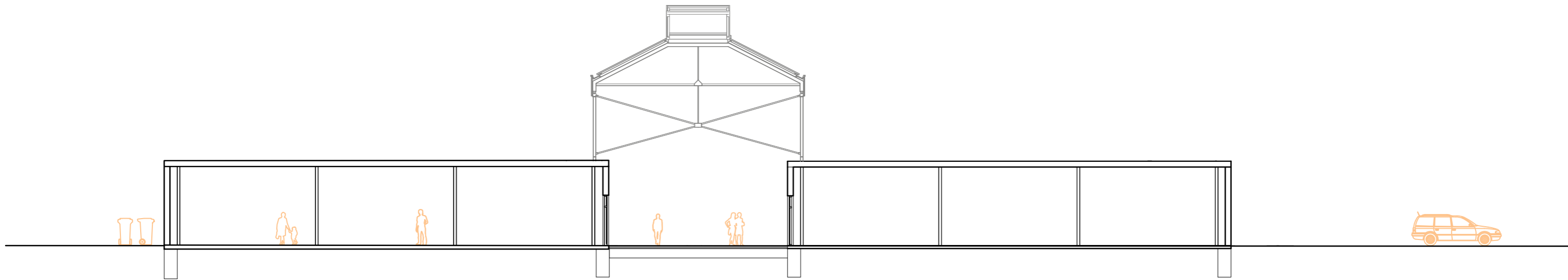
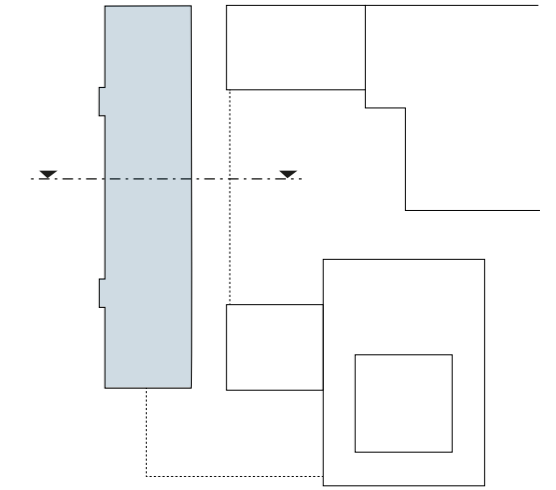


**PASSAGE**



# SHOPPING SECTION

Current situation



Expedition space

Shopping

Traffic space  
pedestrians

Shopping

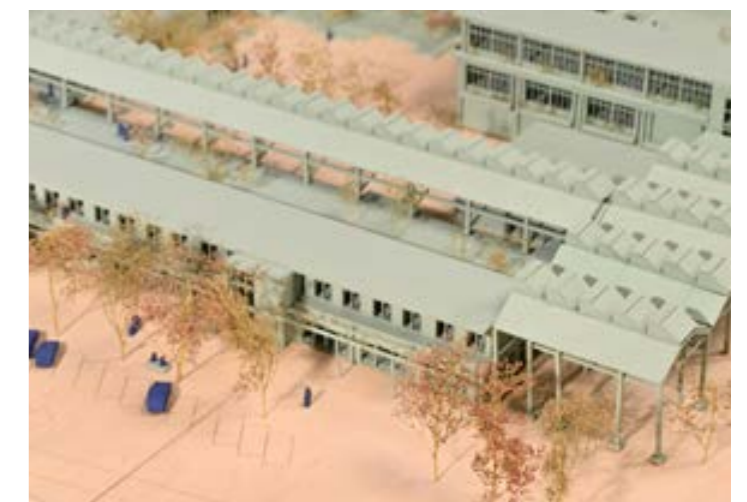
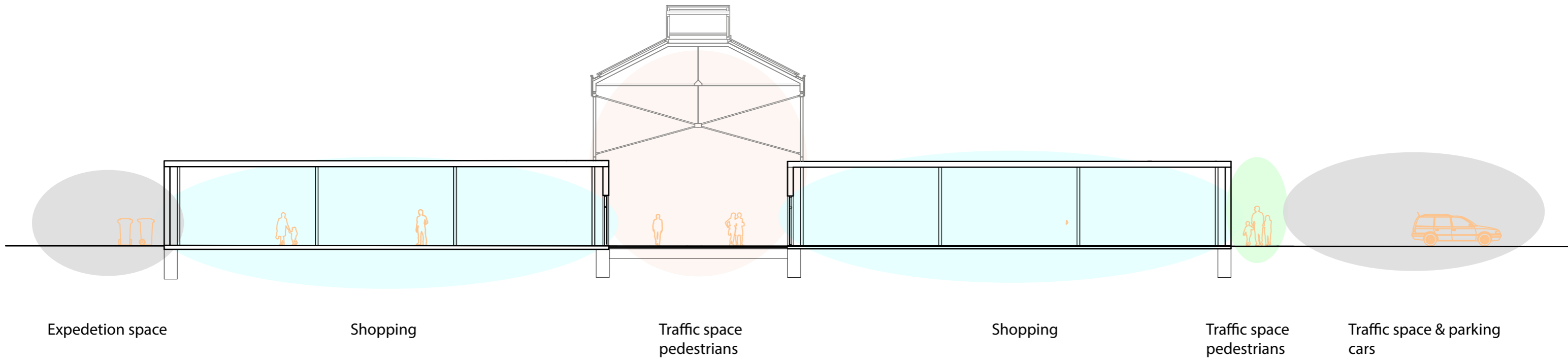
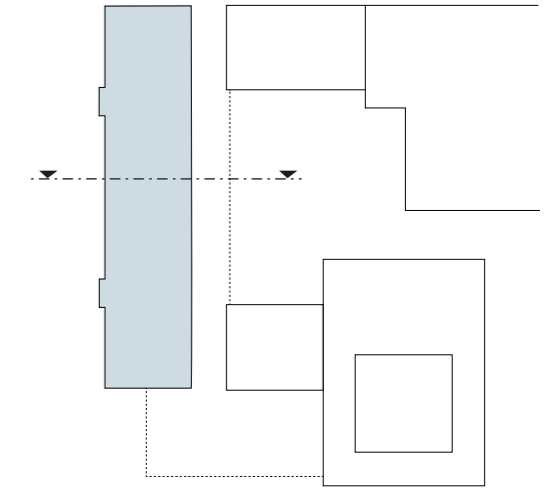
Traffic space  
& parking

Traffic space & parking  
cars



# SHOPPING SECTION

Current situation functions



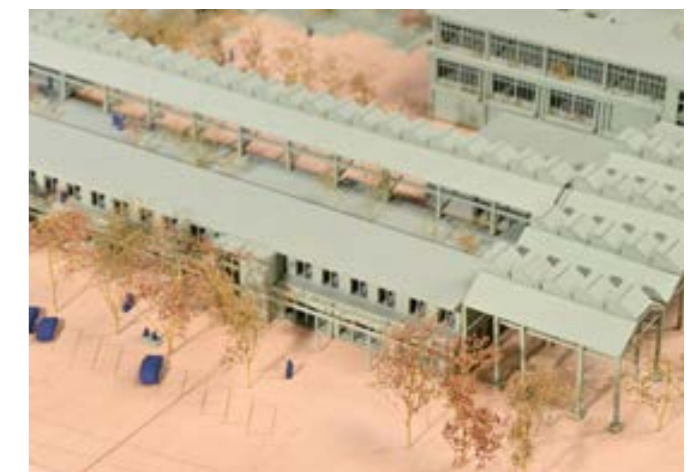
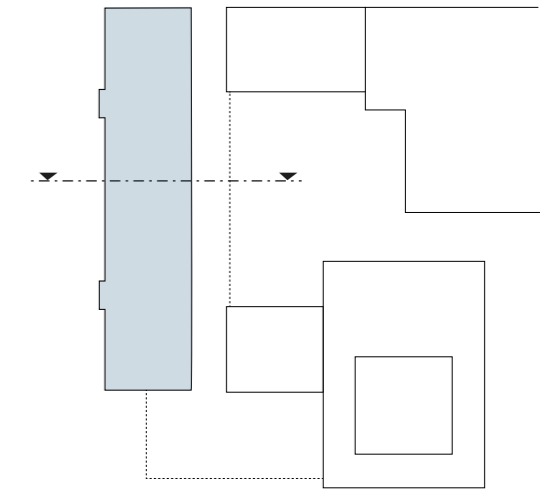
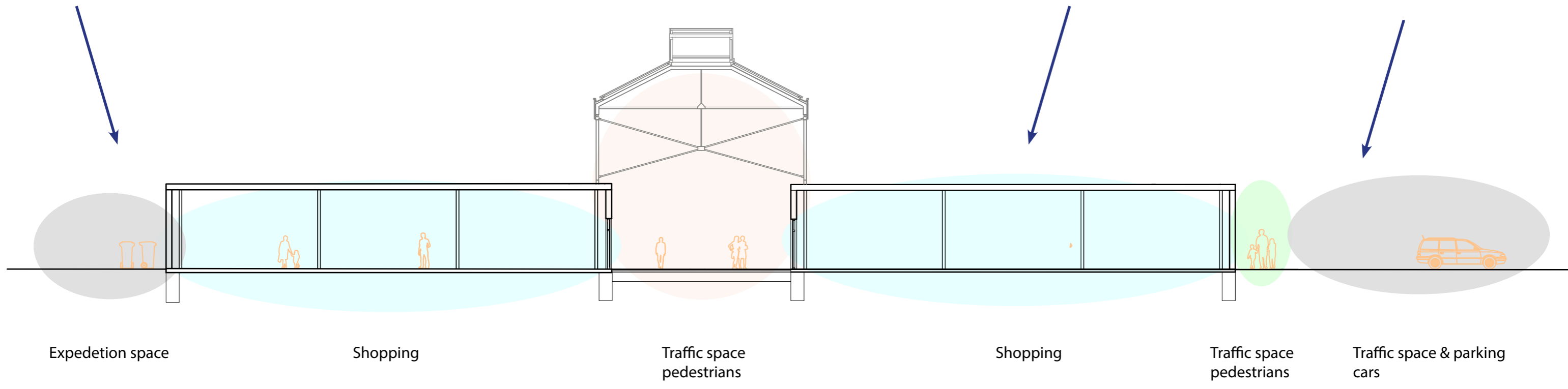
# SHOPPING SECTION

Current situation functions:  
problems

little public outdoor space:  
expedition spaces with no activity

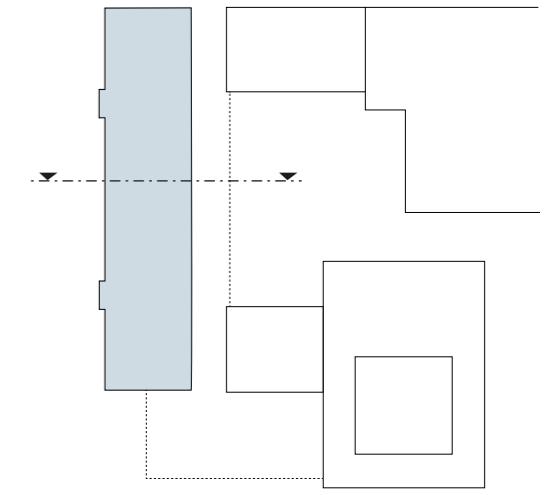
vacant shops

Little pedestrian space

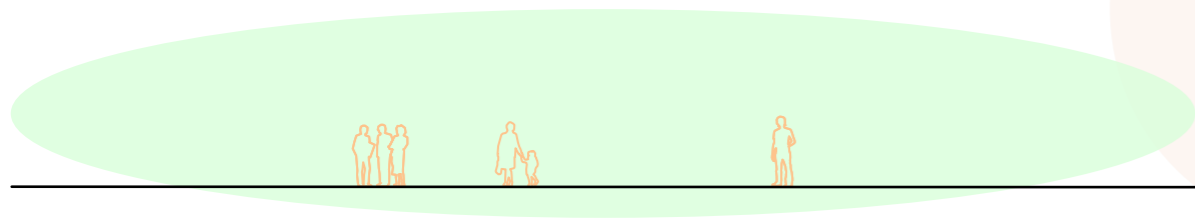


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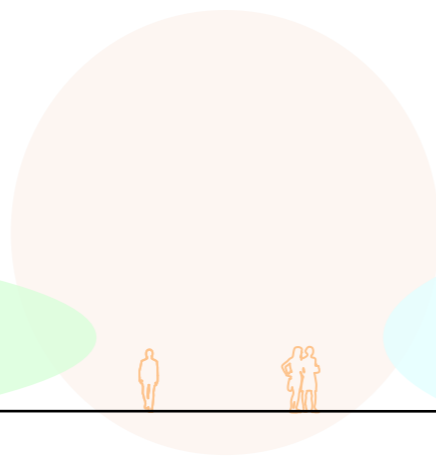


Creating a green public space



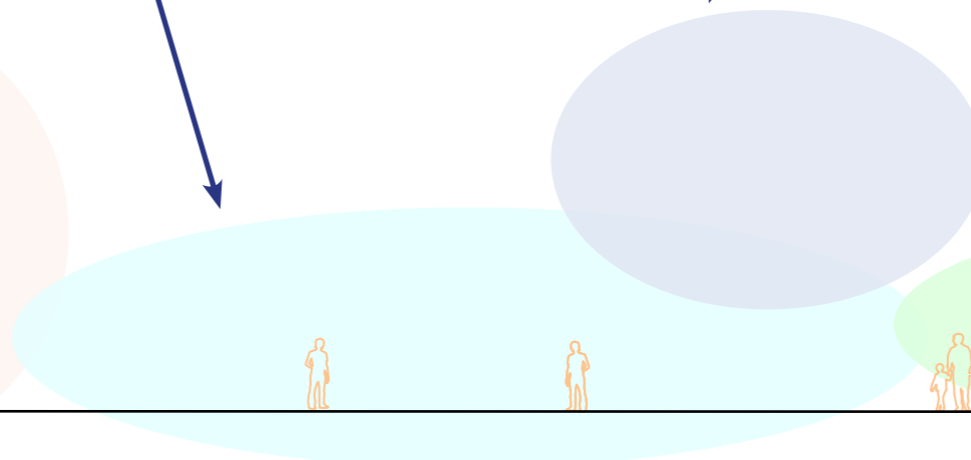
Public square

Reduce the shopping space



Transition space

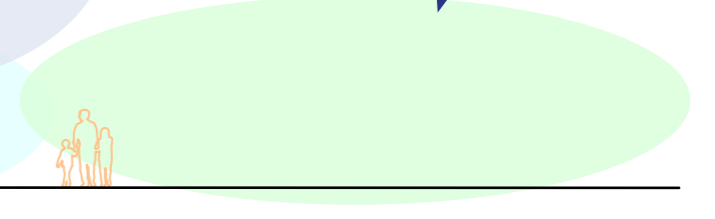
Adding more live to the area



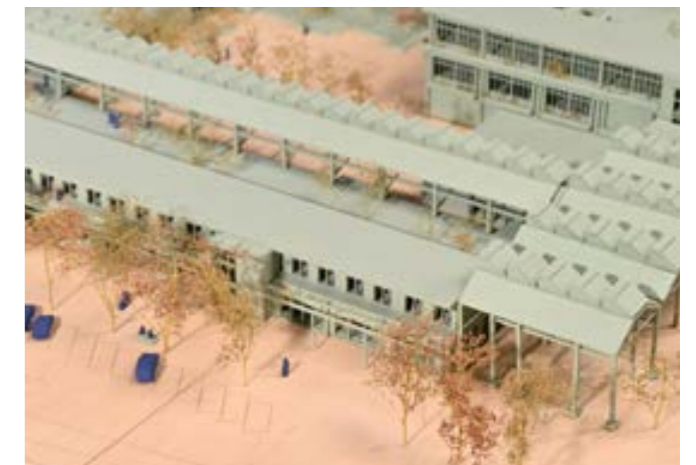
Shopping

Dwelling

Creating a green boulevard

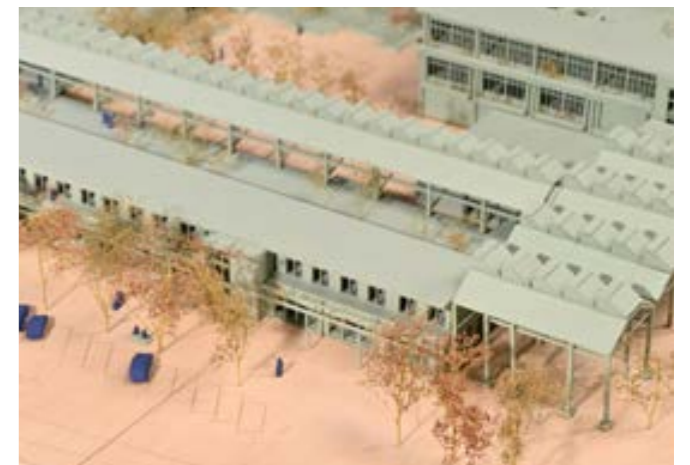
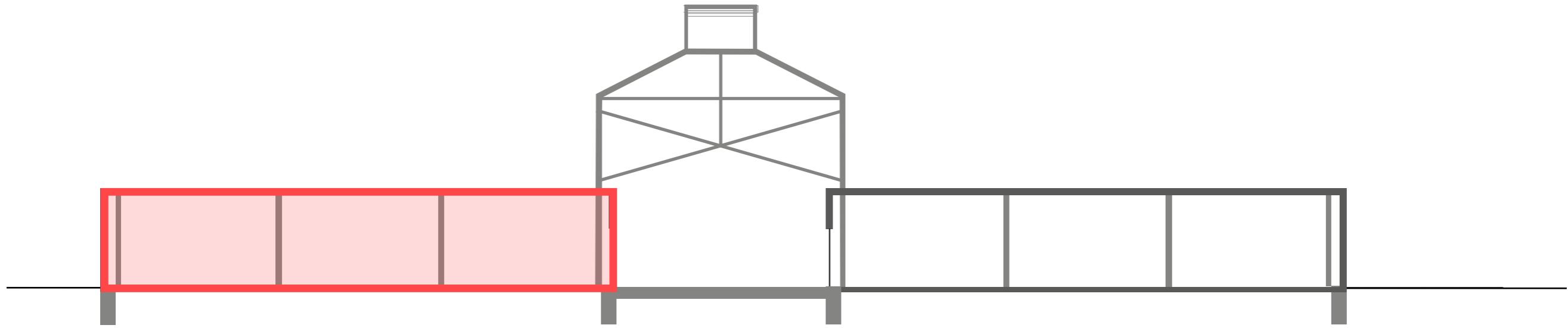


Traffic space  
pedestrians



# SHOPPING SECTION

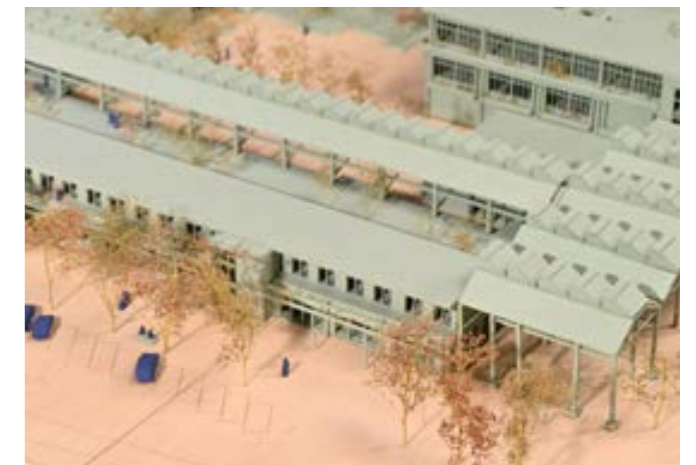
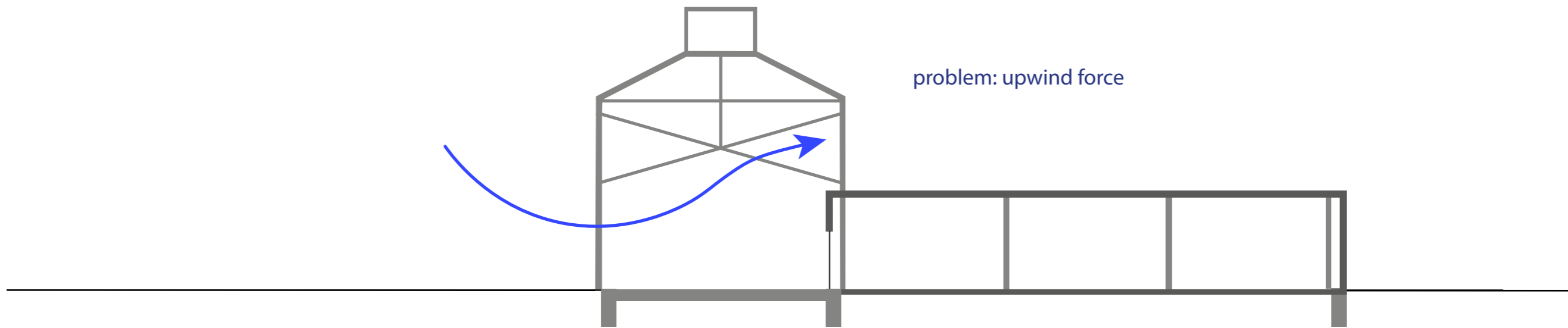
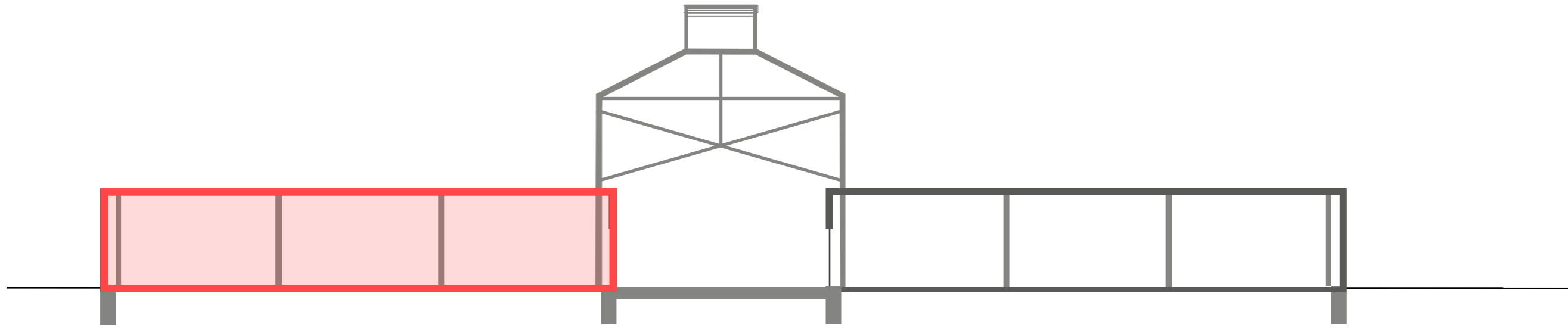
Demolish





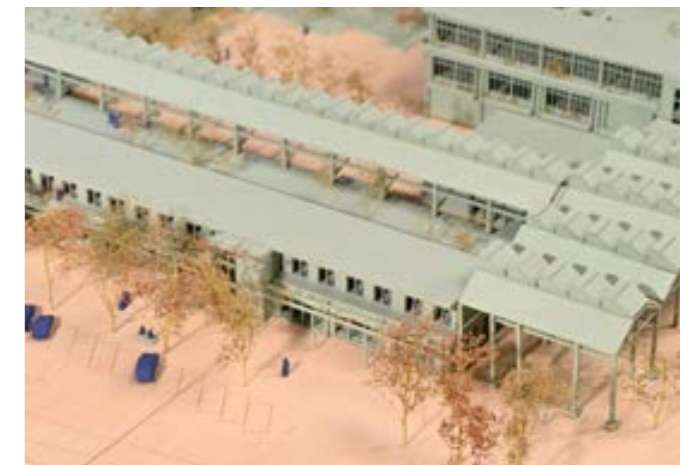
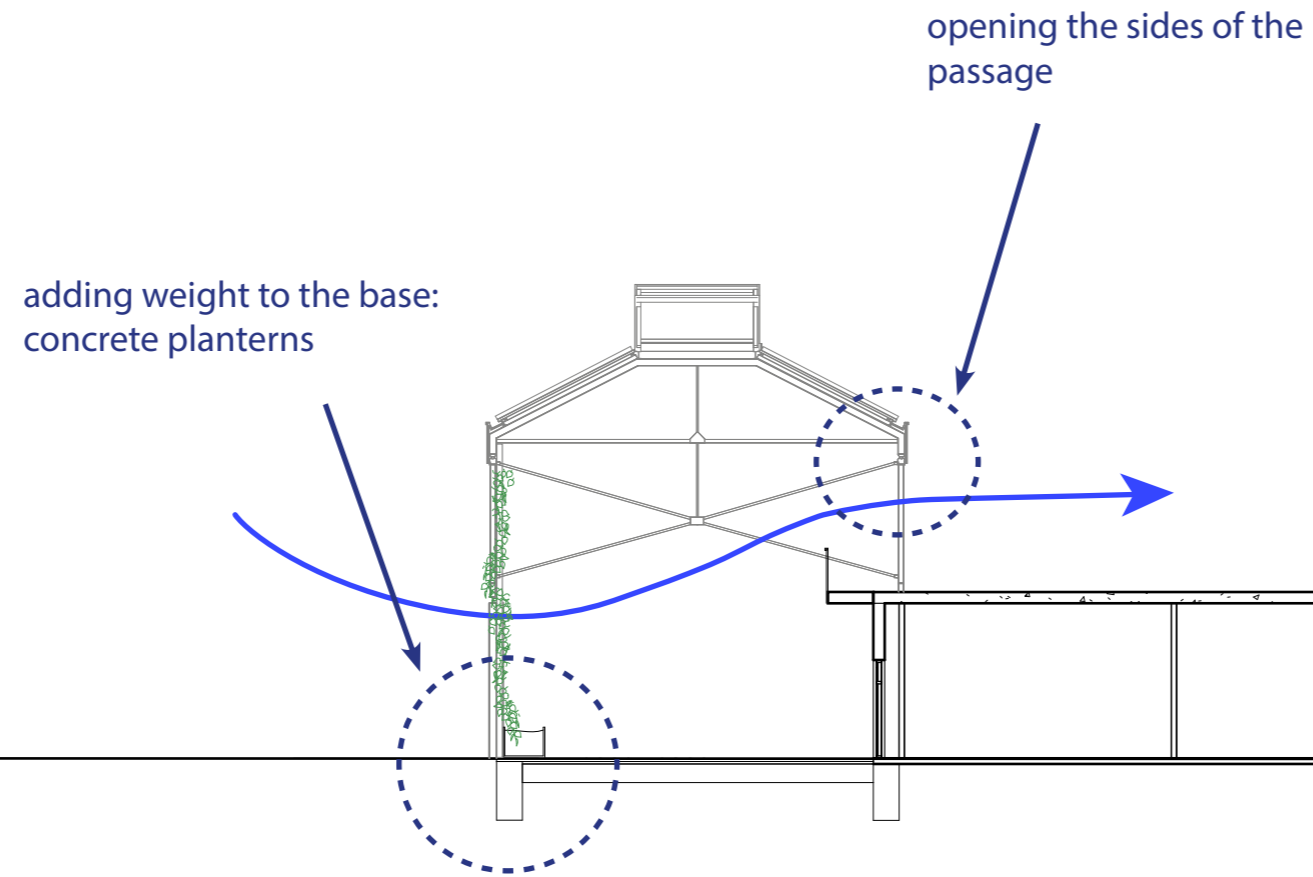
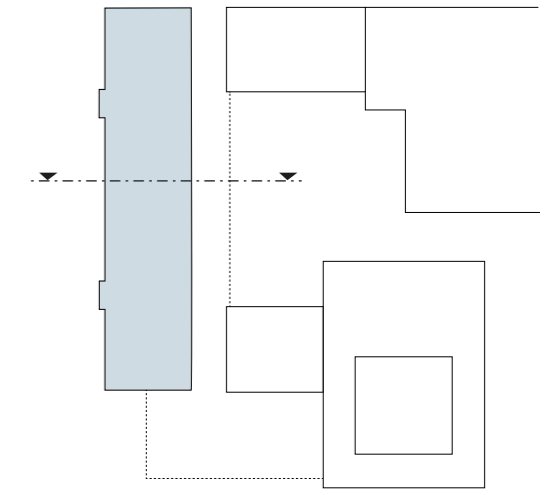
# SHOPPING SECTION

Demolish



# SHOPPING SECTION

Solution upwind force

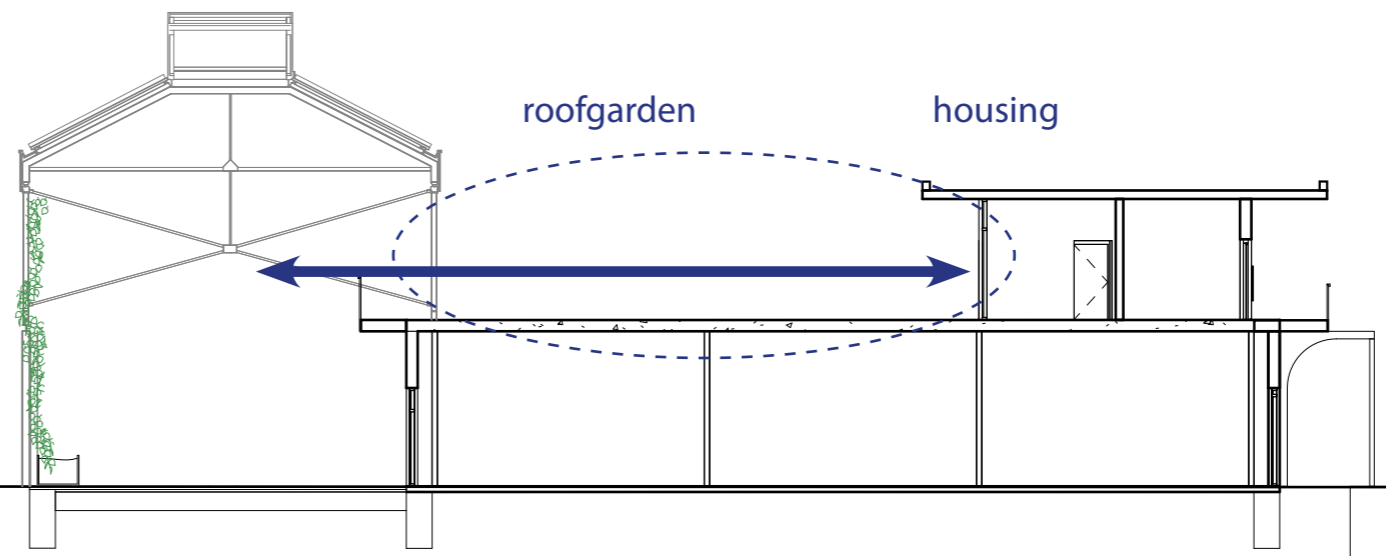
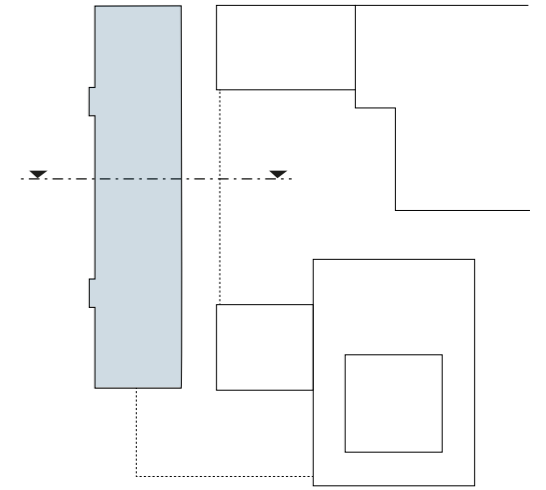


# PUBLIC SQUARE PASSAGE

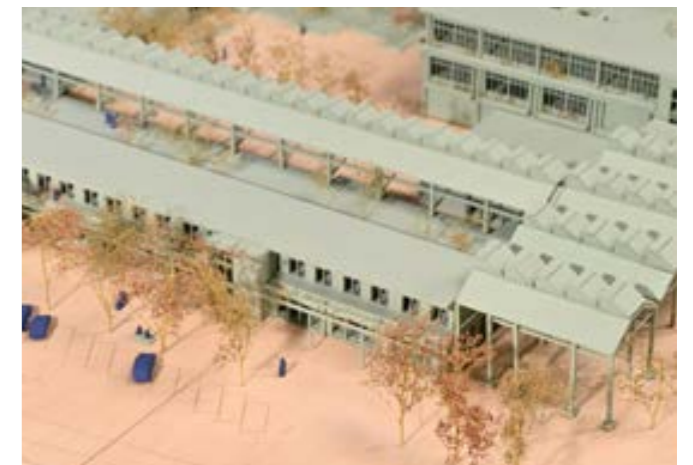


# SHOPPING SECTION

Housing and boulevard



creating a connection between the public life and the roof

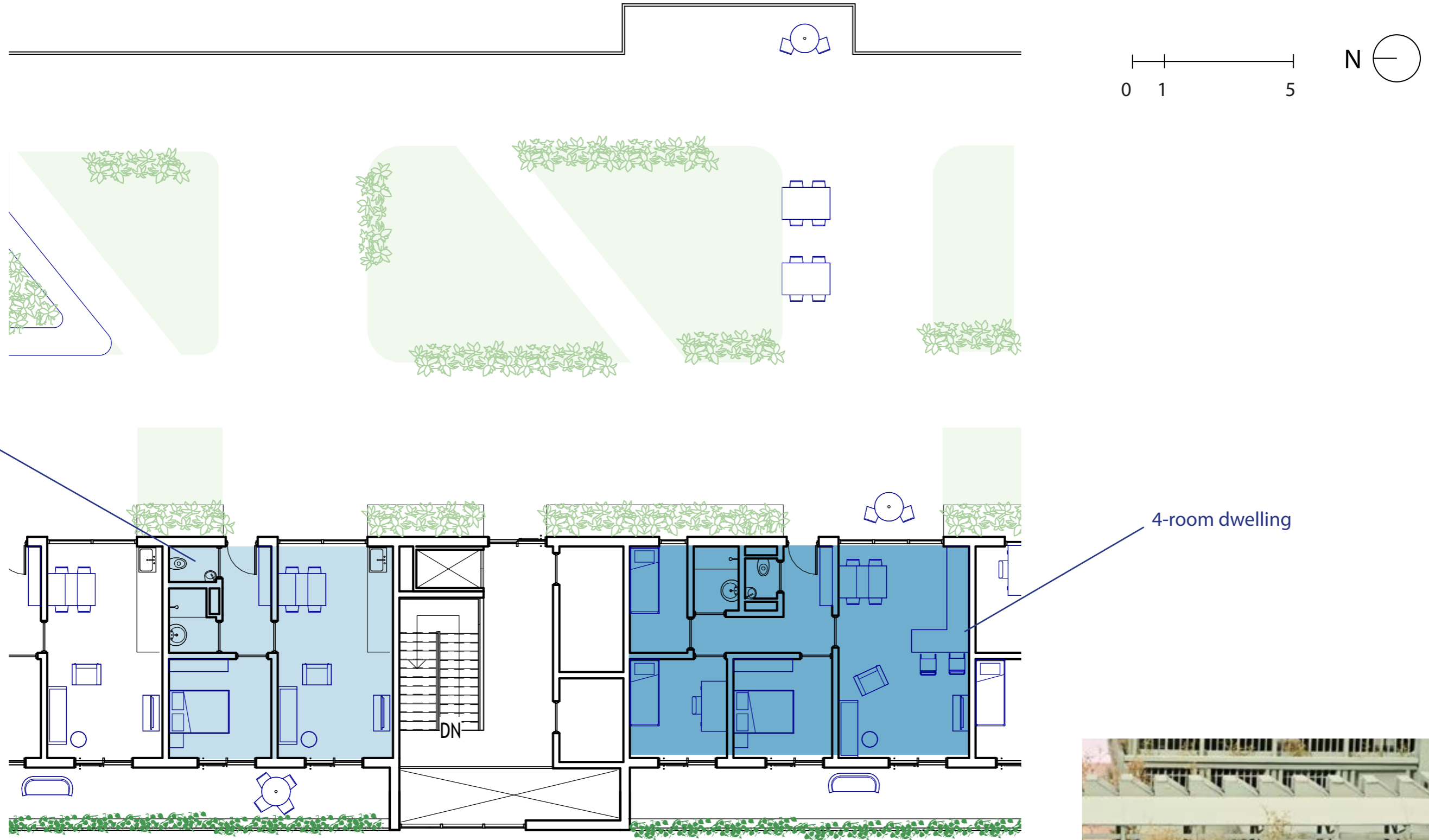


# EUROPA BLOCK



# EUROPA BLOCK DWELLINGS

Floorplan



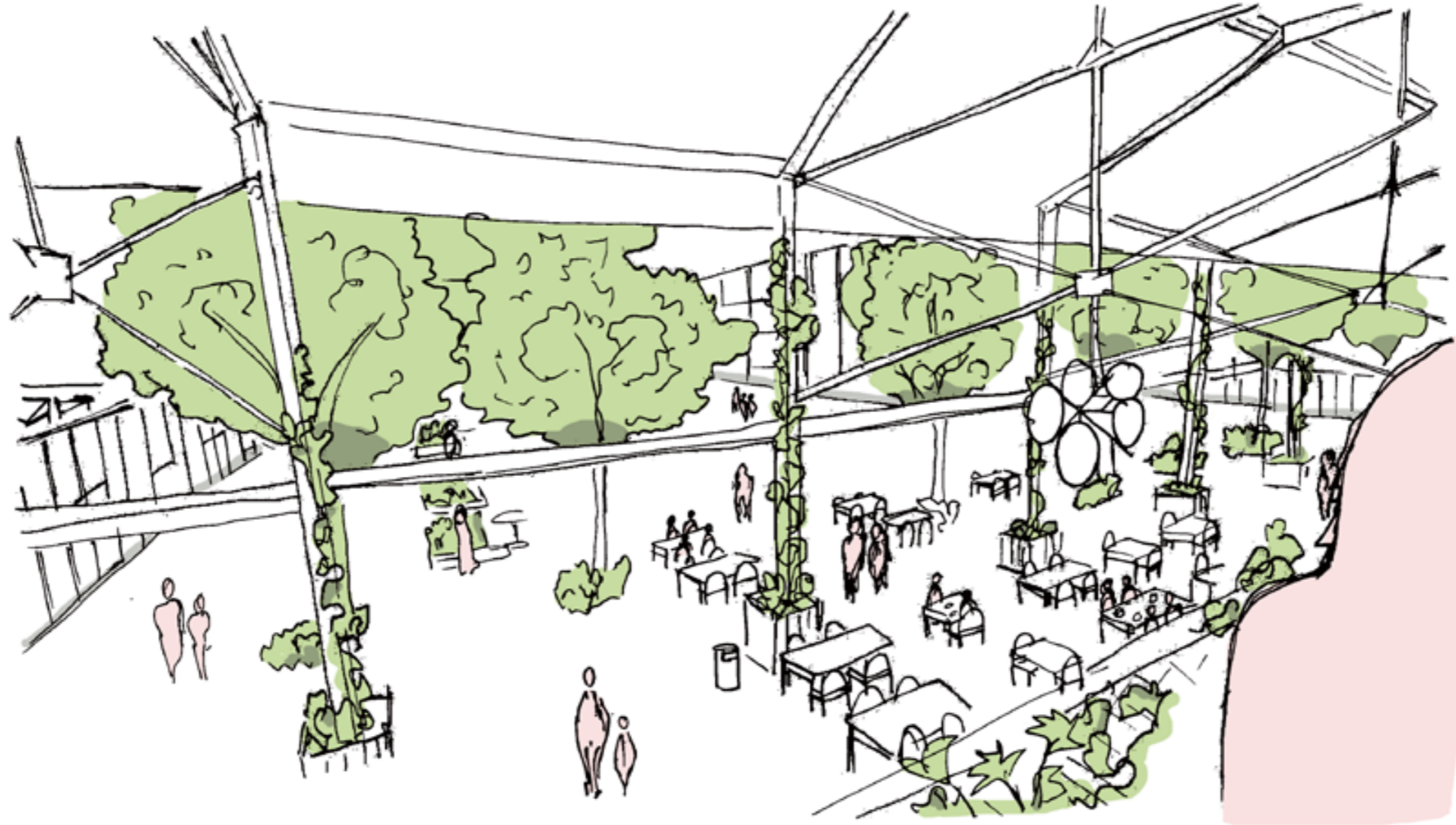
2-room dwelling

4-room dwelling



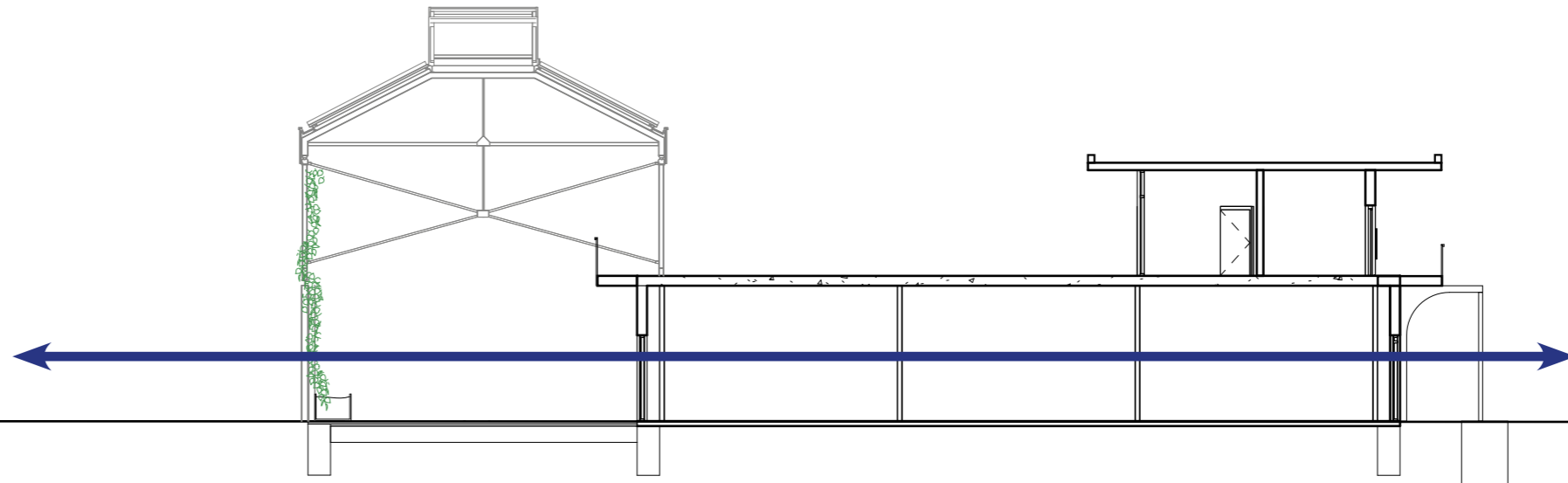
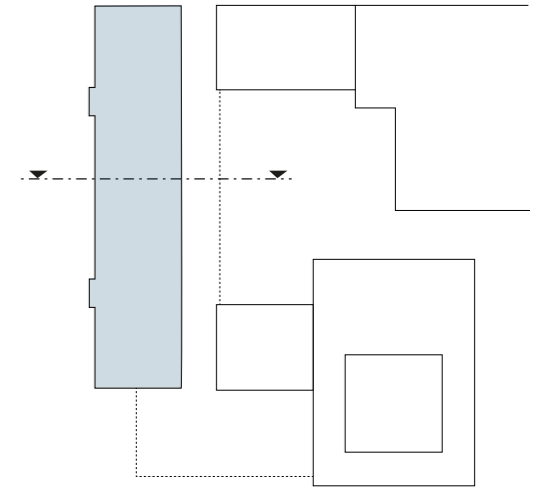
# EUROPA BLOCK DWELLINGS

Connection between the public life and the roof



# SHOPPING SECTION

Housing and boulevard



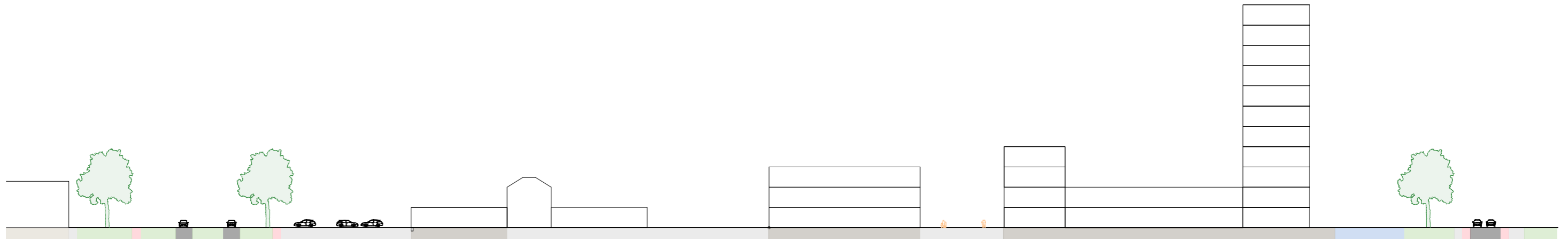
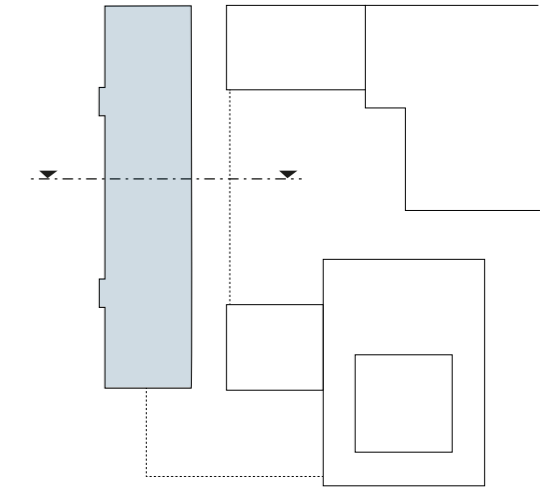
opening the backside of the Europa block





# CONNECTION WITH THE NEIGHBOURHOOD

Sections old & new

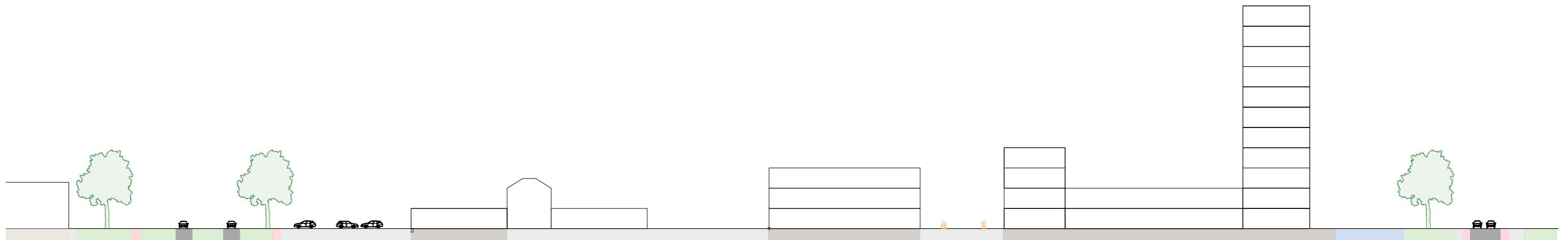
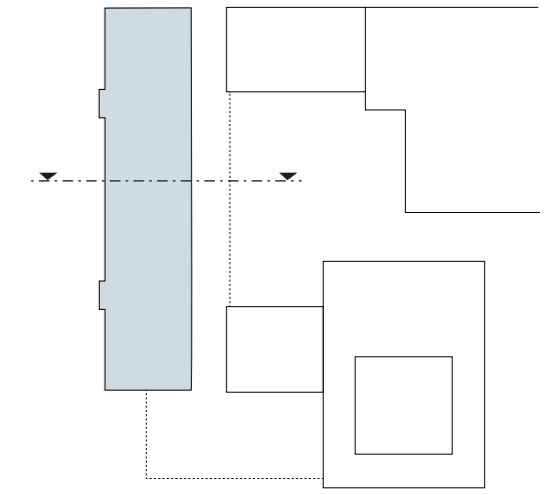


Current

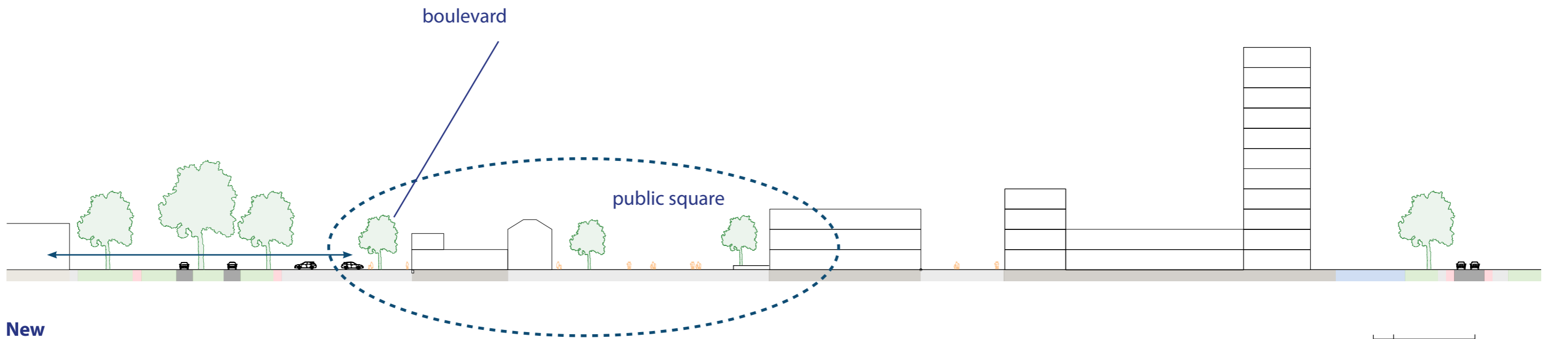


# CONNECTION WITH THE NEIGHBOURHOOD

Sections old & new



**Current**



**New**



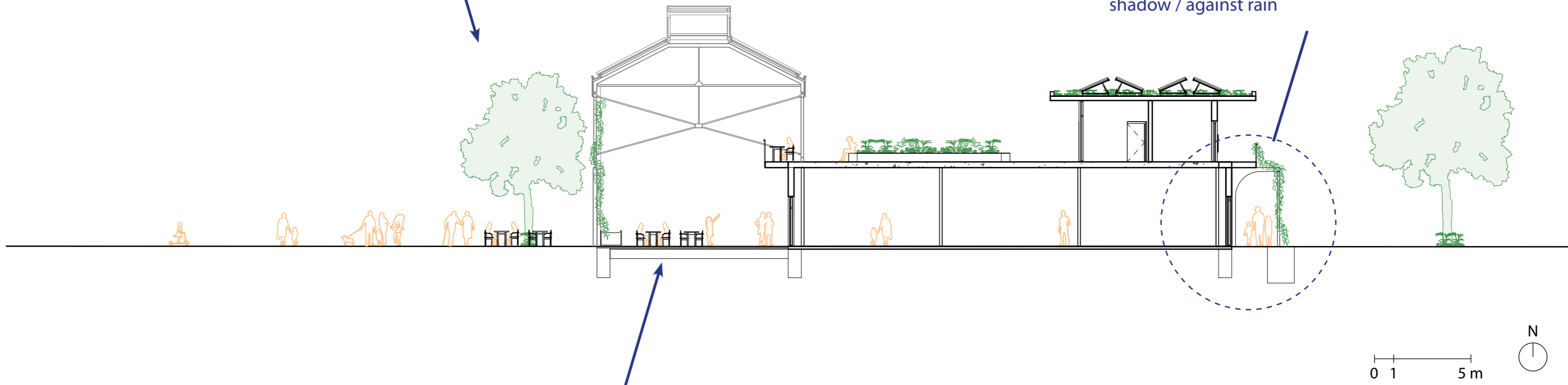
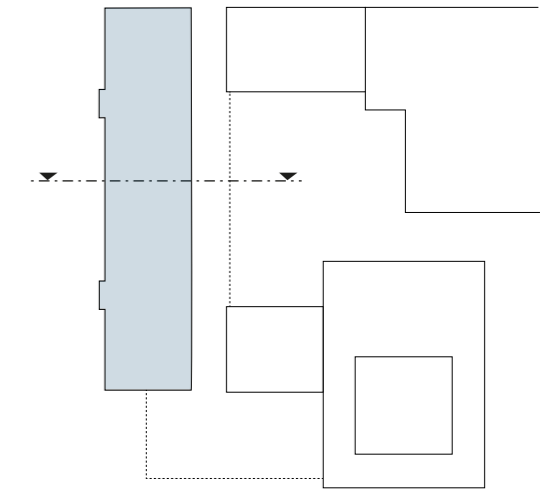
# SHOPPING SECTION

New situation

Adding green to decrease the urban heat island effect and human comfort

Balcony and green colonnade -> shadow / against rain

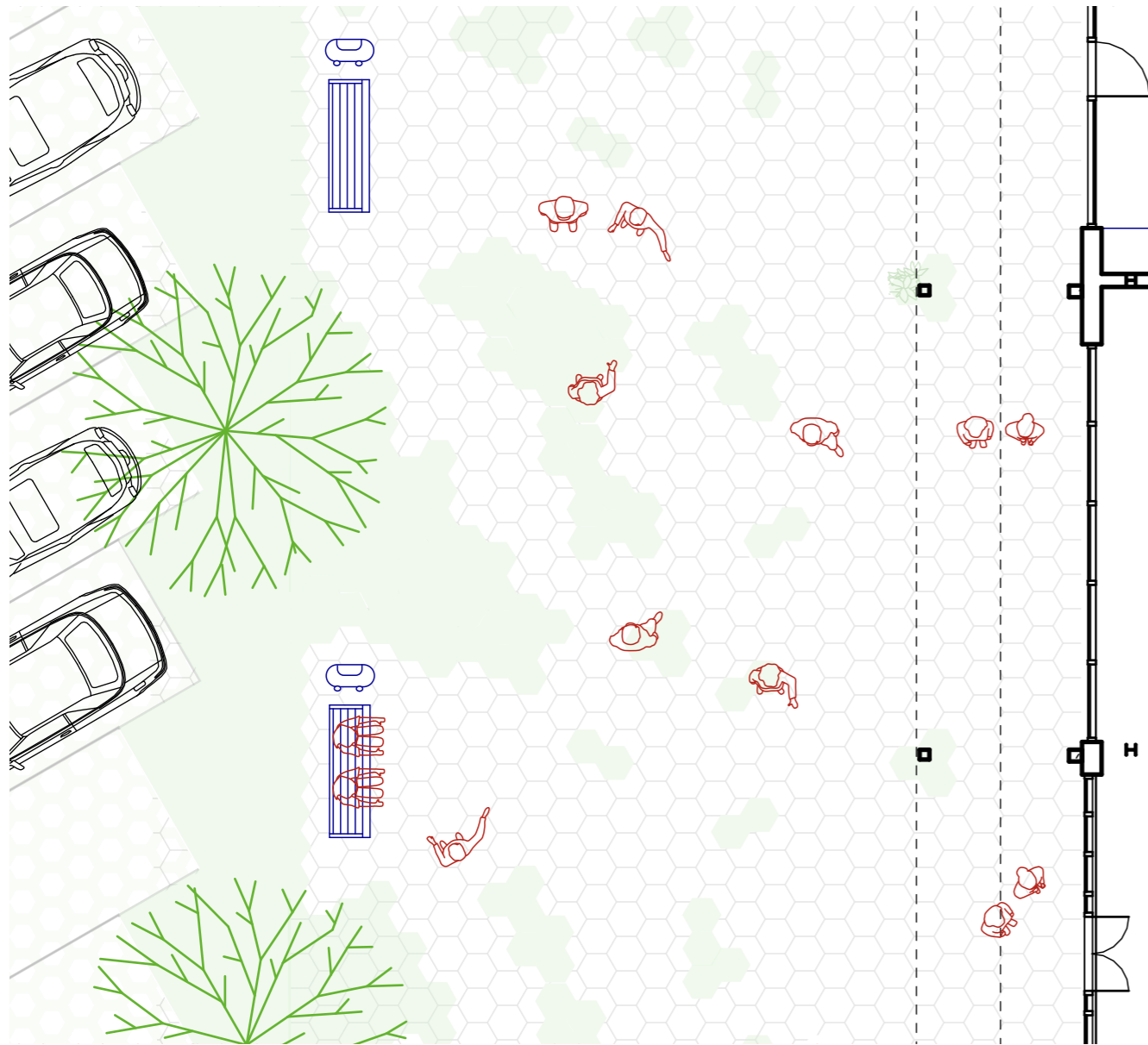
Terrace options for restaurants



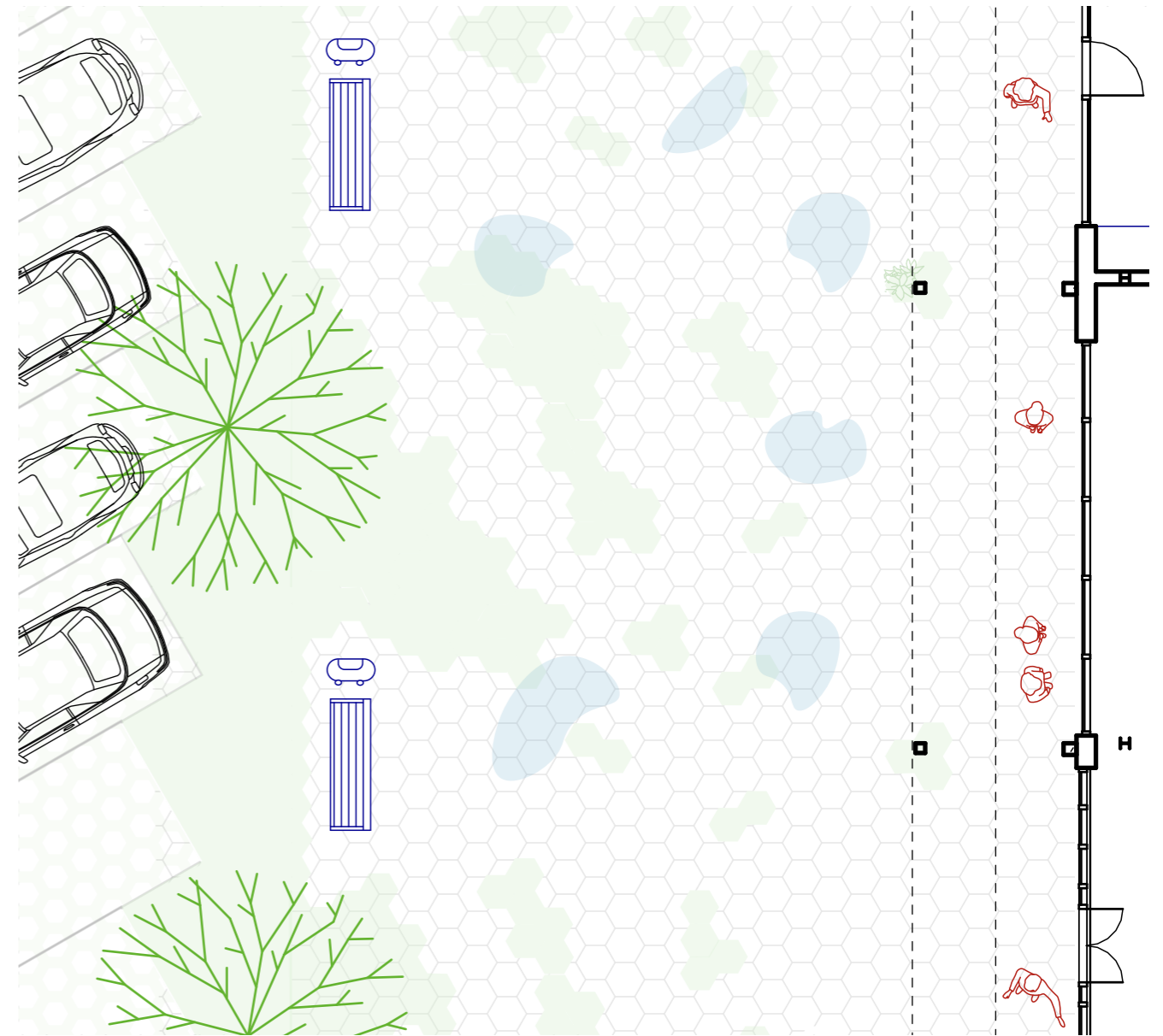
# EUROPABOULEVARD

Pedestrian flexibility: green & collonade

0 1 5 m



Sunny situation

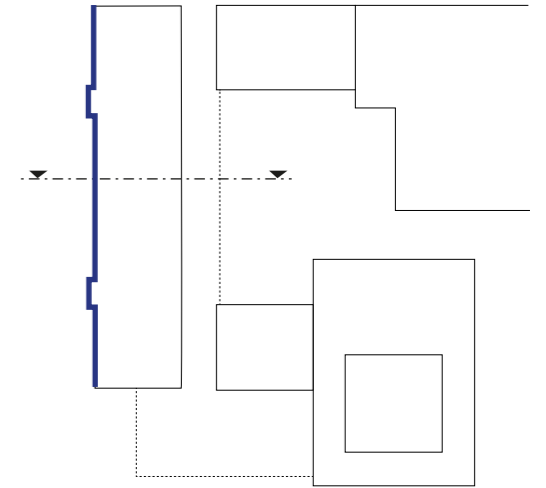


Rainy situation

# EUROPABOULEVARD

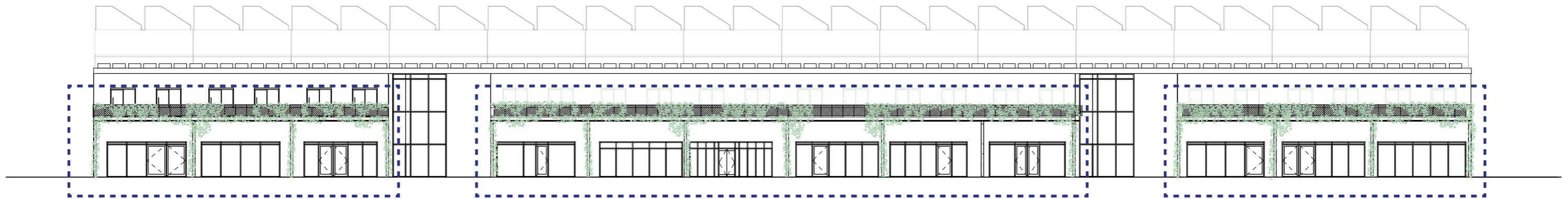
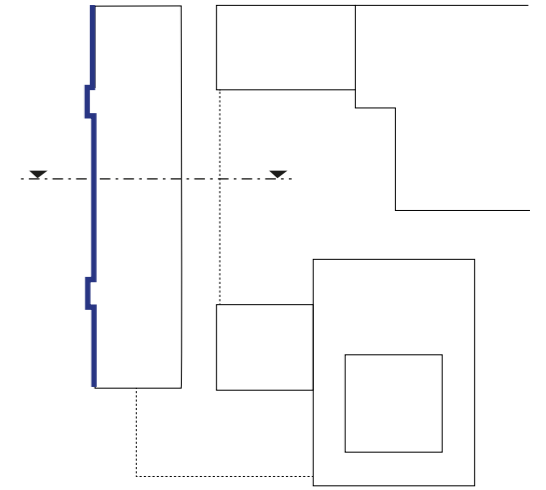


# WEST FACADE EUROPABOULEVARD BLOCK



# WEST FACADE EUROPABOULEVARD BLOCK

Green colonade



shading & against rain  
pleasant green route



# WEST FACADE EUROPABOULEVARD BLOCK: CURRENT & NEW

Material re-use



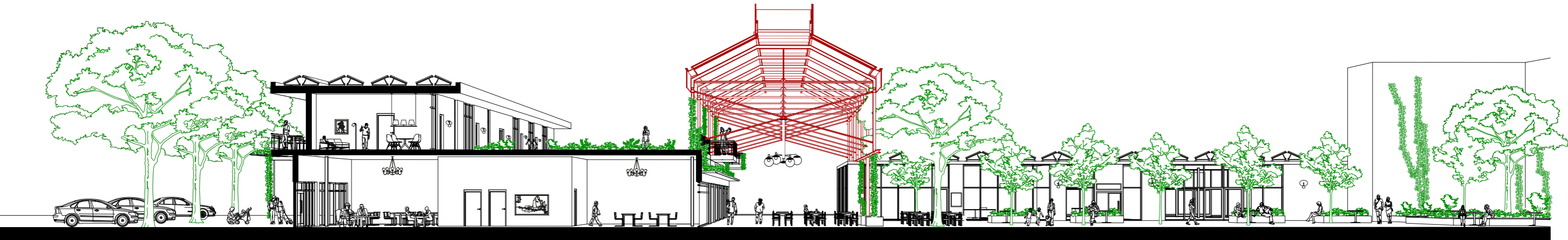
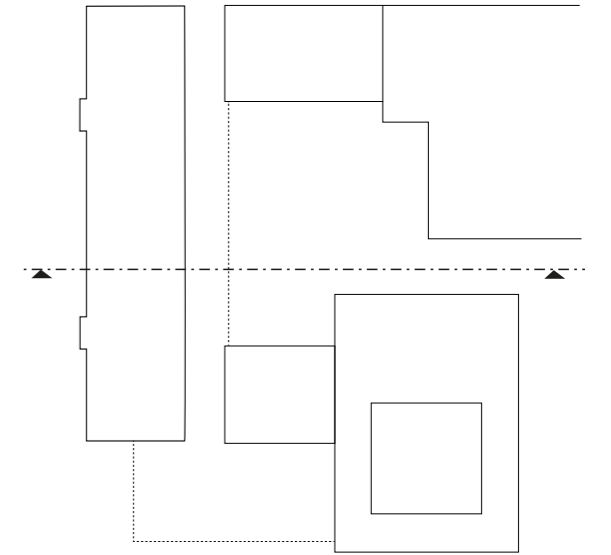
Current situation

New situation



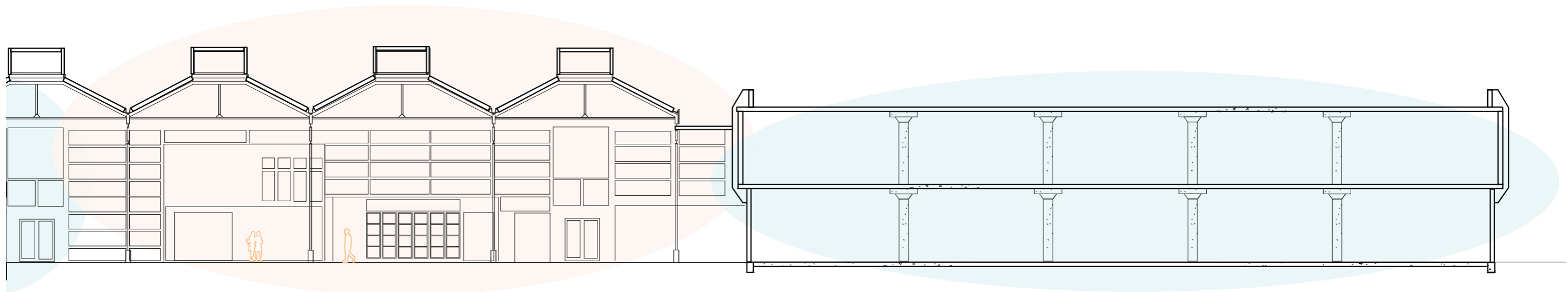
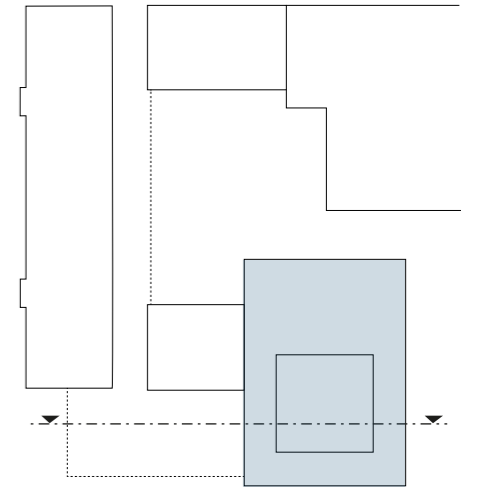


# SHOPPING SECTION





# V&D BLOCK SECTION



Indoor traffic space  
pedestrians

Shopping

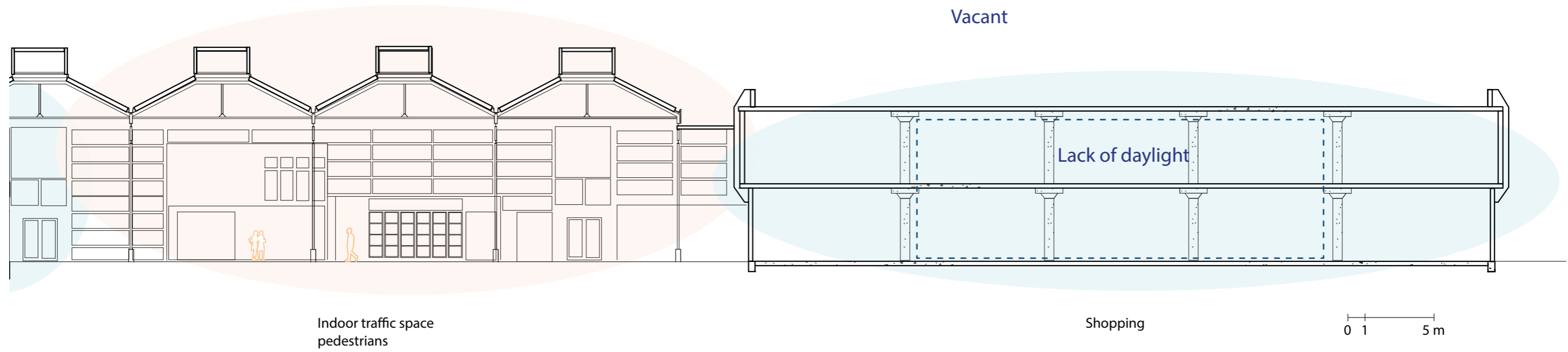
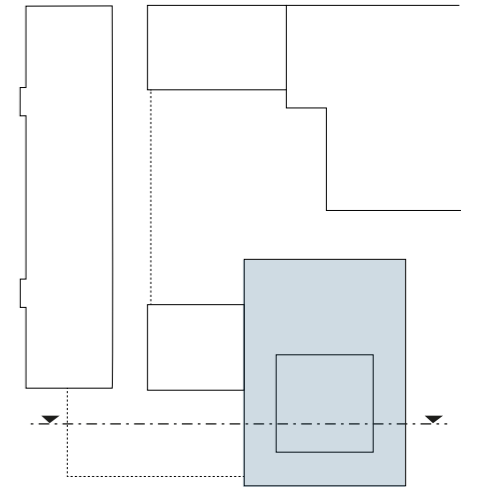
0 1 5 m

Current situation



# V&D BLOCK SECTION

Problems

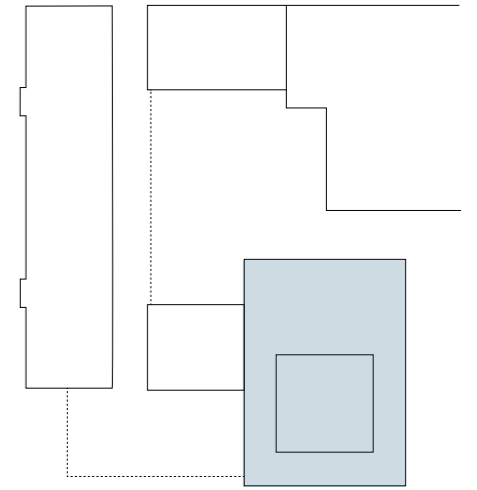
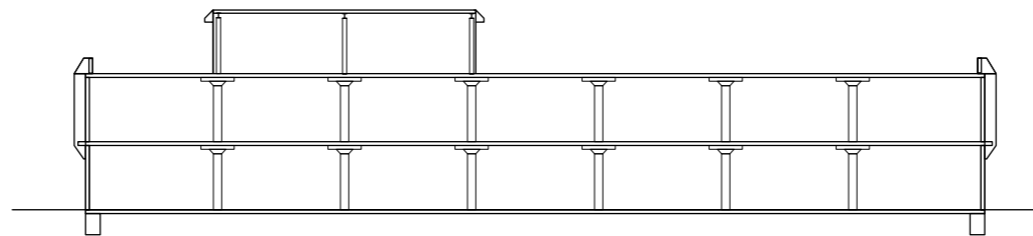
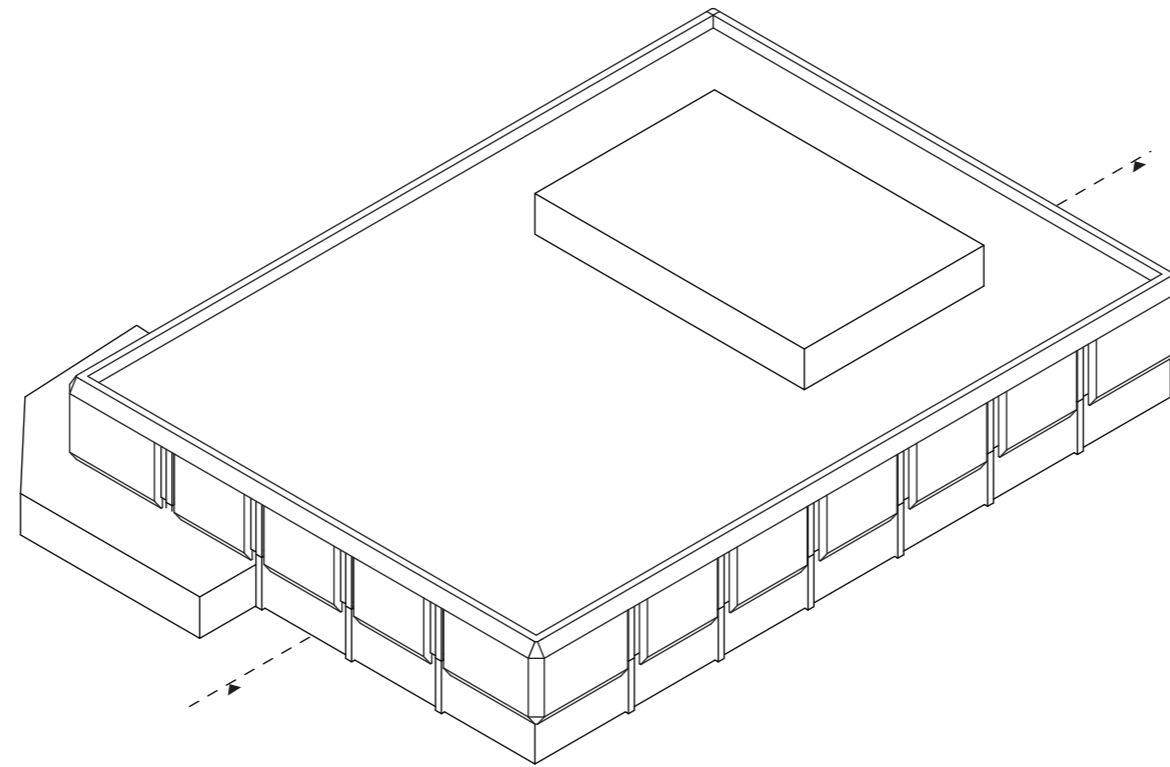


Current situation



# V&D BLOCK

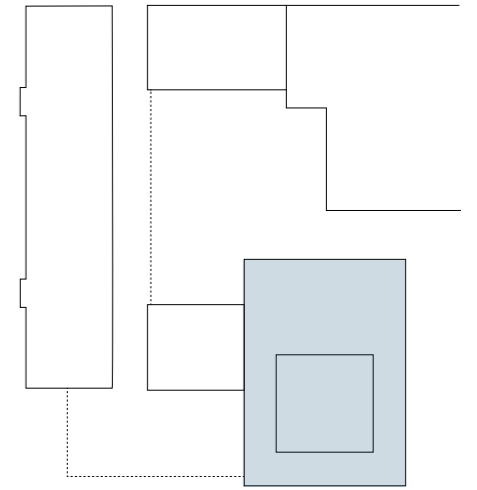
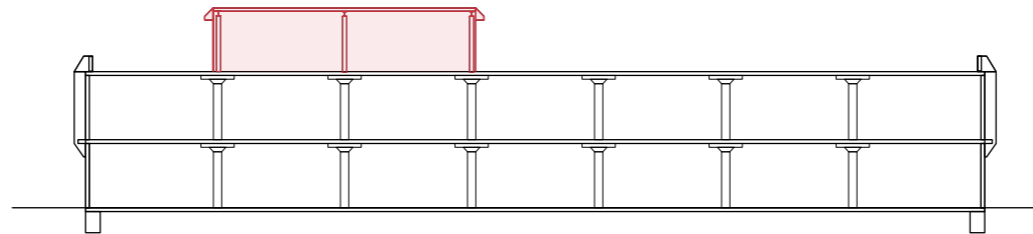
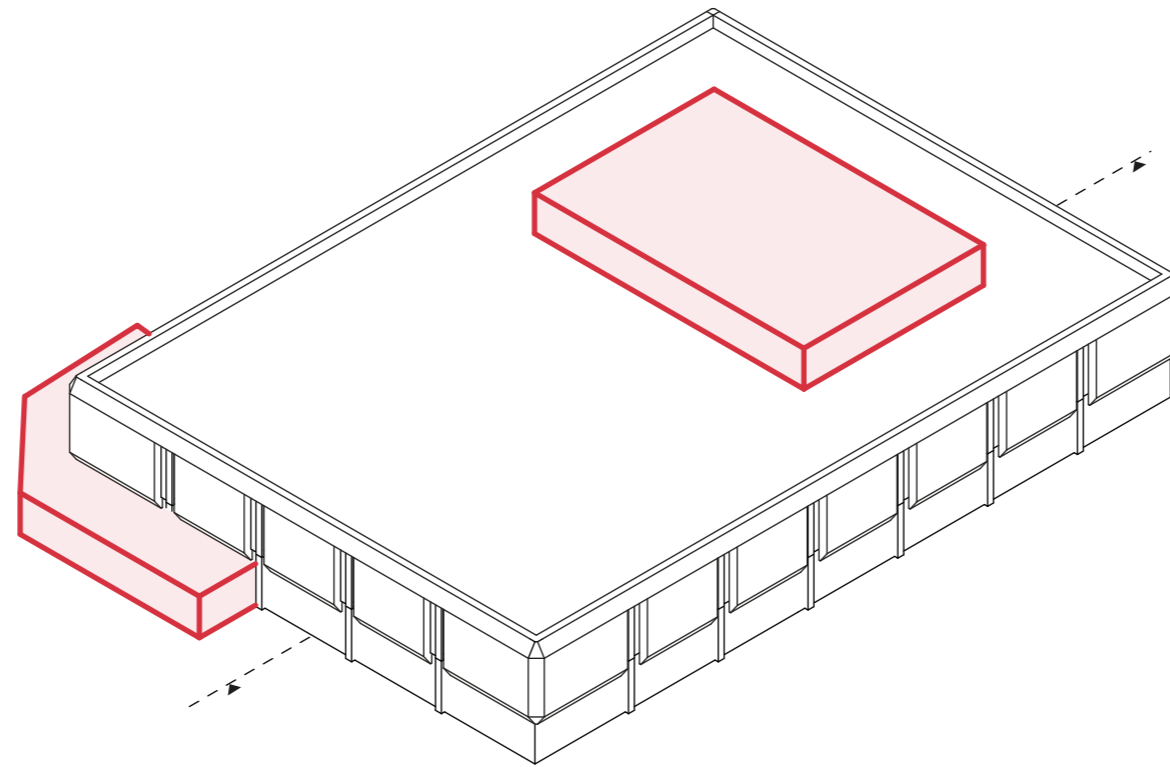
Axonometry: interventions



# V&D BLOCK

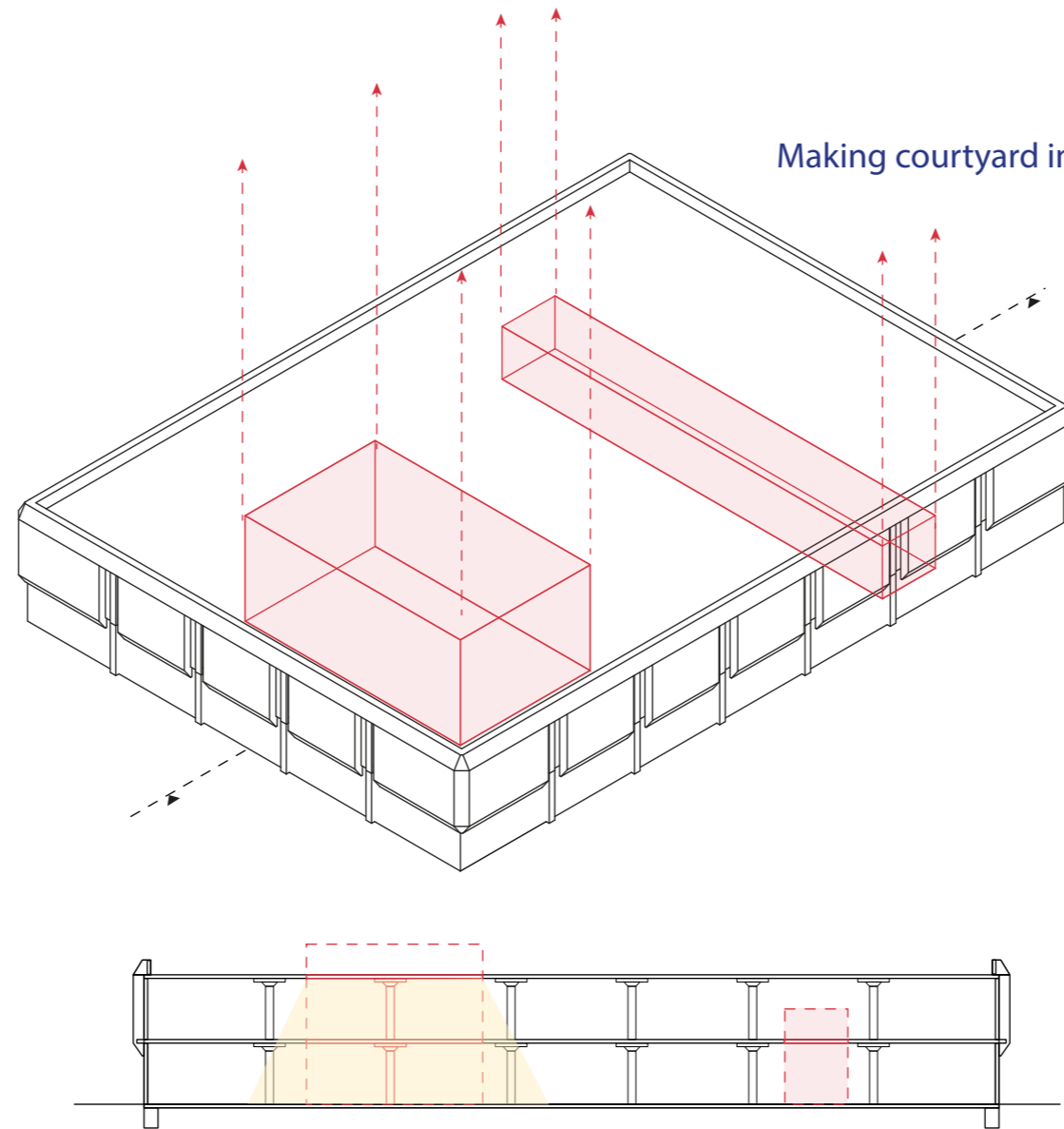
Axonometry: interventions

Demolishing additions to the block

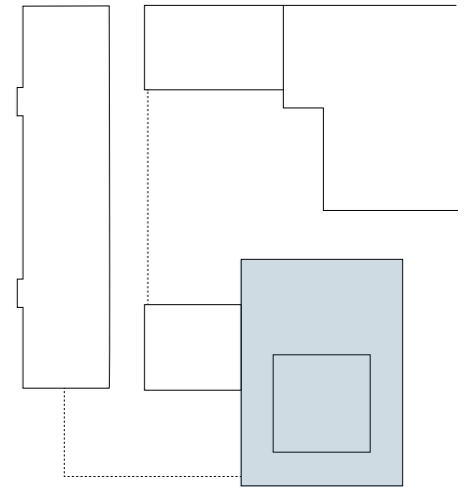


# V&D BLOCK

Axonometry: interventions



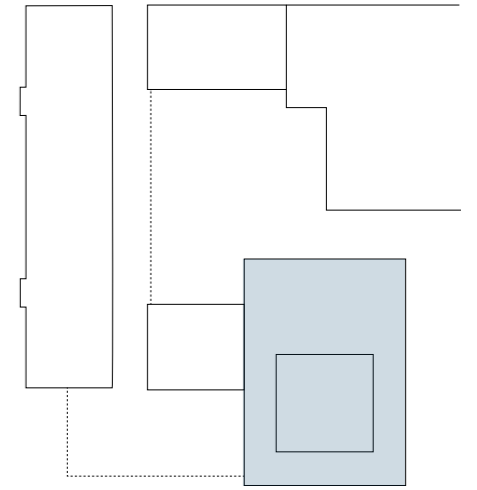
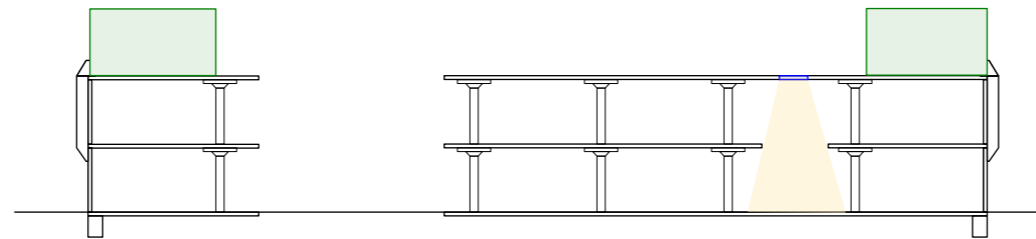
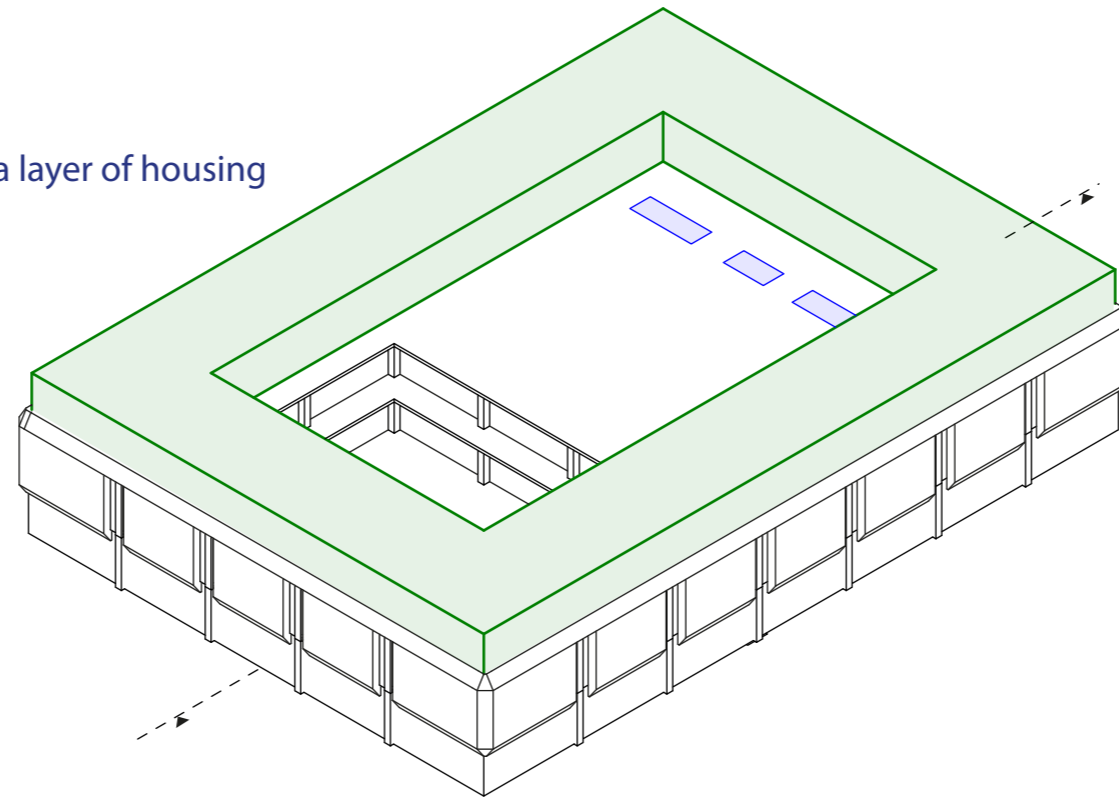
Making courtyard into the block for daylight



# V&D BLOCK

Axonometry: interventions

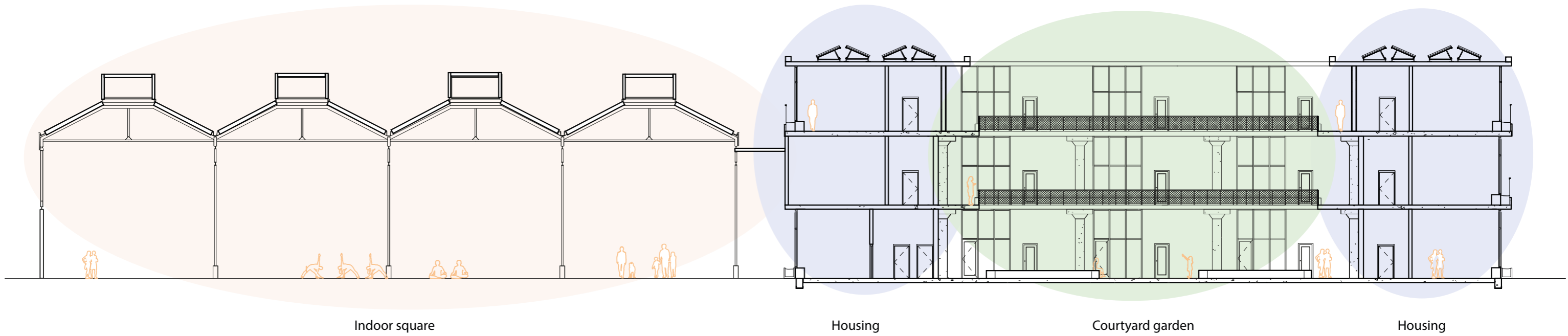
Adding a layer of housing





# V&D BLOCK SECTION

Functions



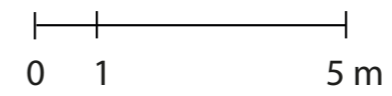
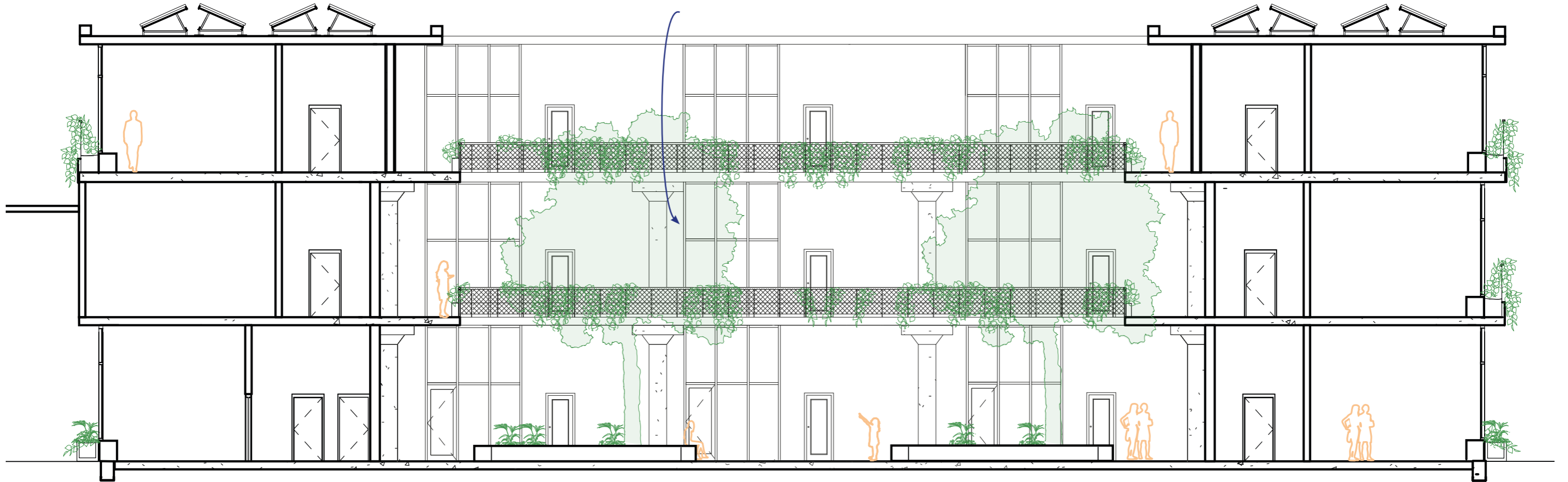
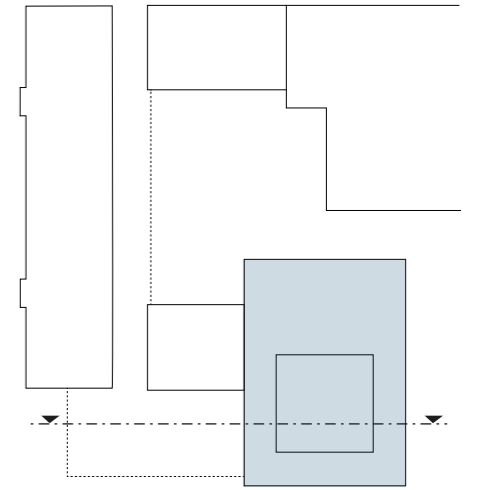
New situation



# V&D BLOCK SECTION

Green

Adding green for human comfort & climate benefits

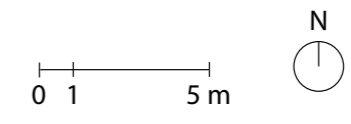
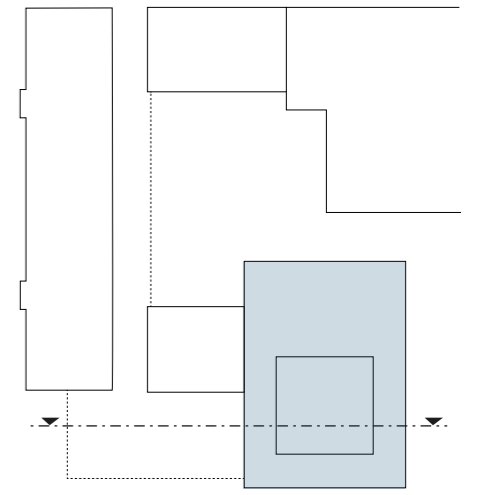


# V&D BLOCK COURTYARD



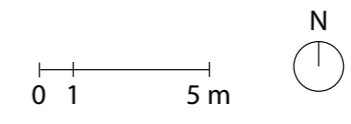
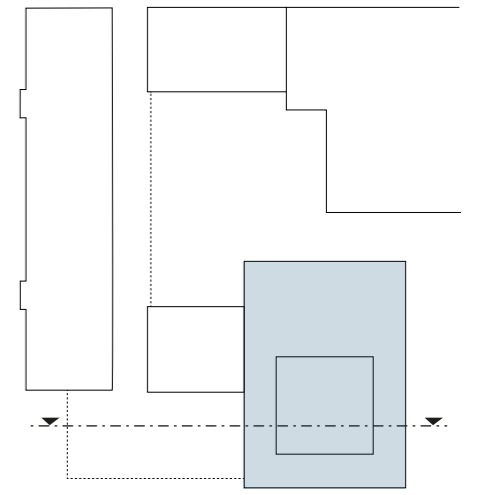
# V&D BLOCK

## Floorplan



# V&D BLOCK

Floorplan: functions

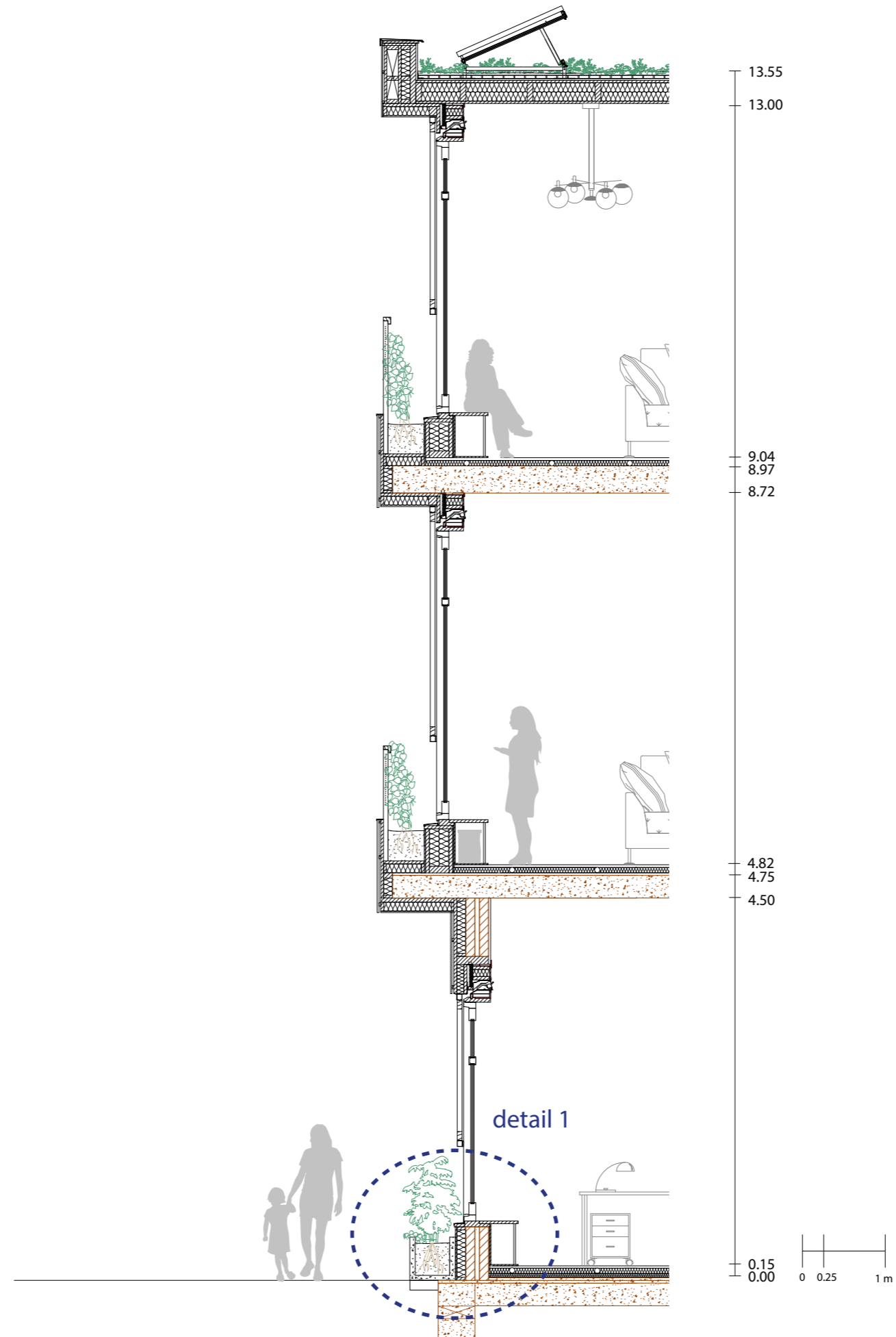


# V&D BLOCK FACADE



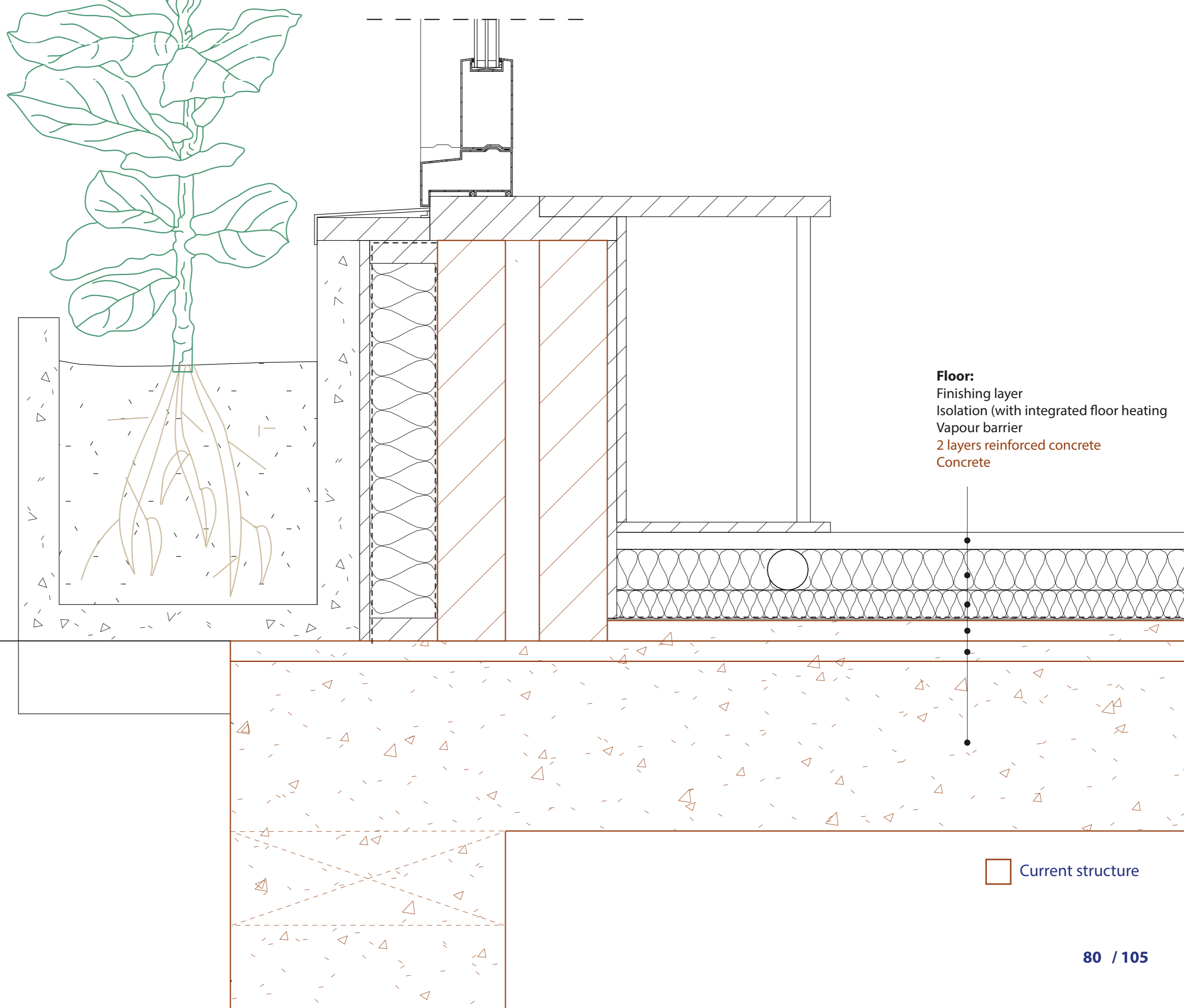
# V&D BLOCK FRAGMENT

New



# V&D BLOCK

Detail 1: 1:5



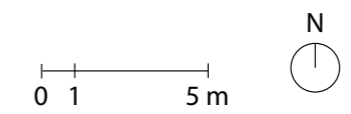
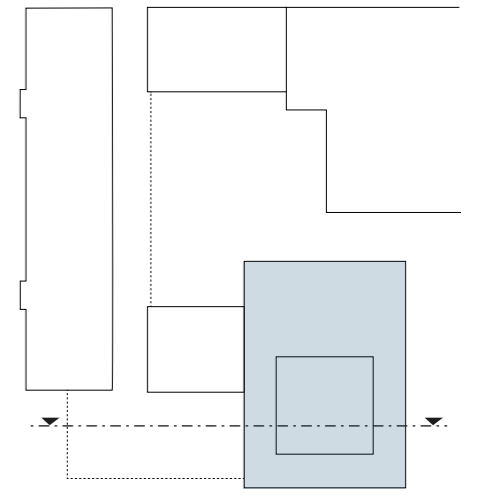
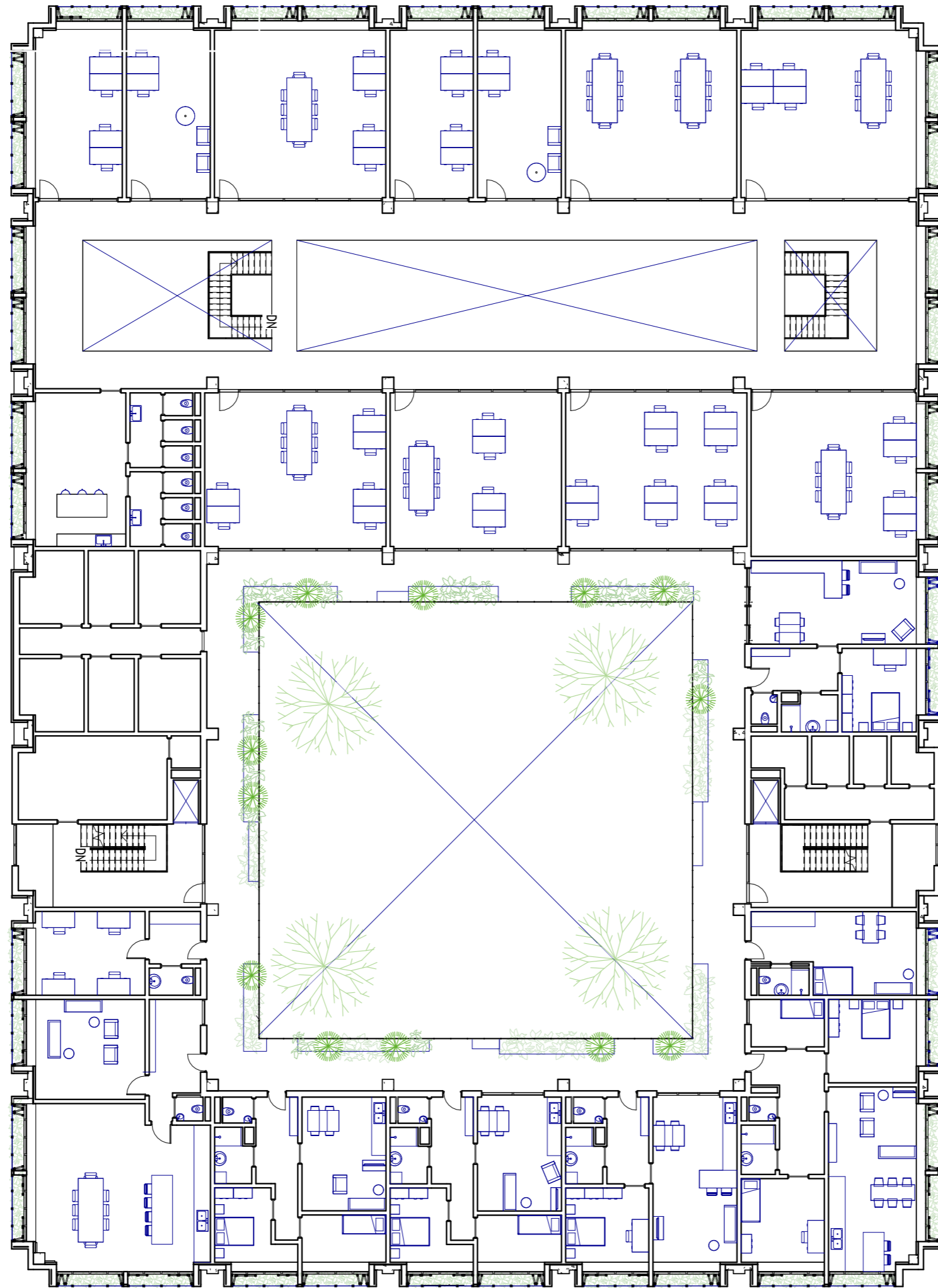
**Floor:**  
Finishing layer  
Isolation (with integrated floor heating)  
Vapour barrier  
2 layers reinforced concrete  
Concrete

 Current structure



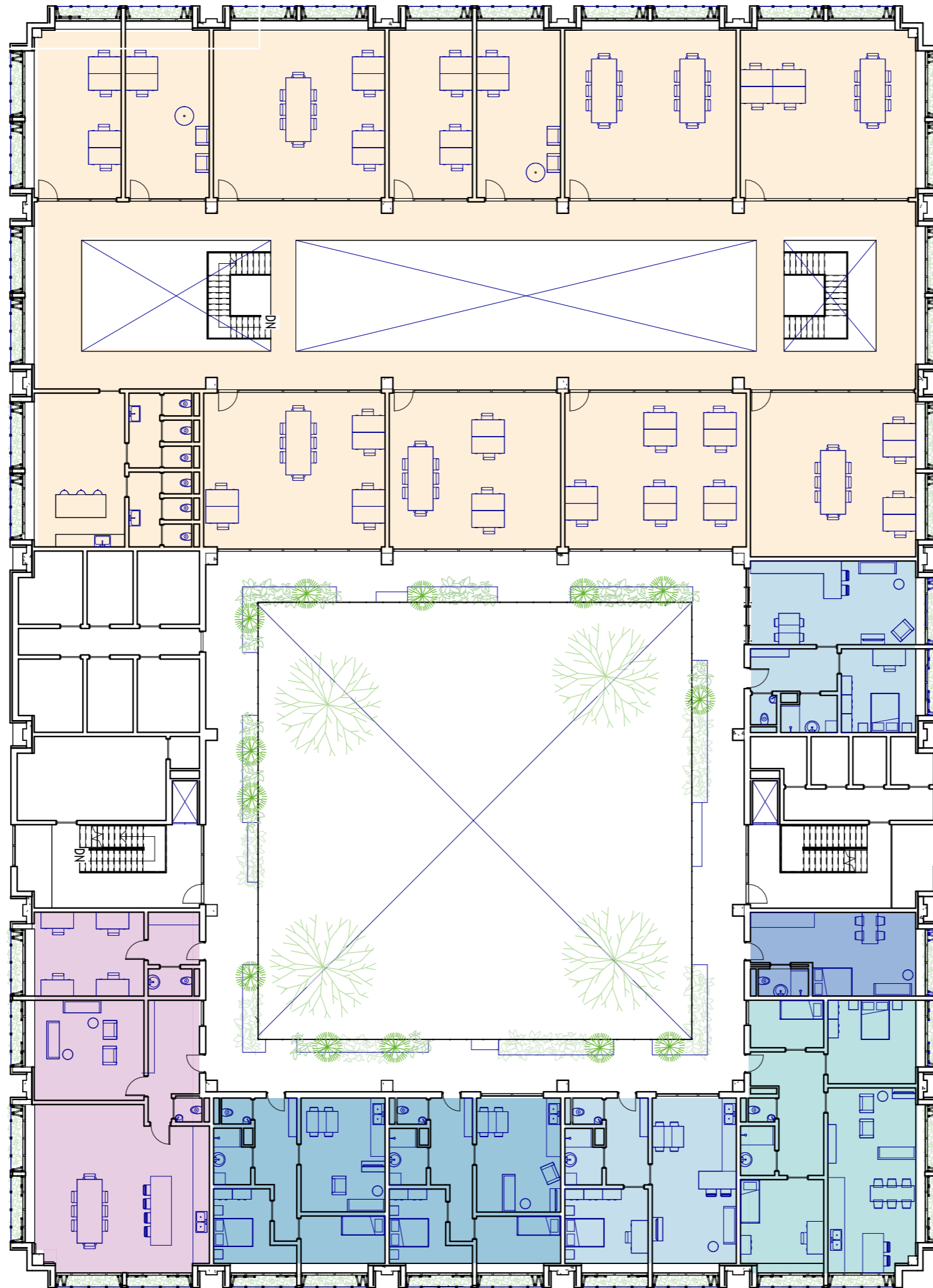
# V&D BLOCK

First floor

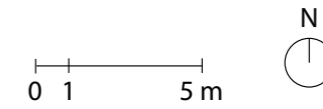
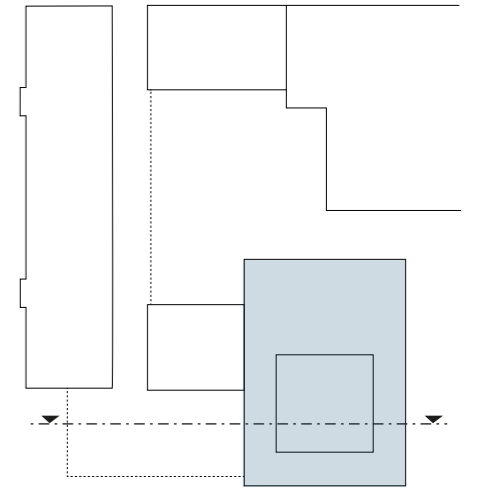


# V&D BLOCK

First floor functions

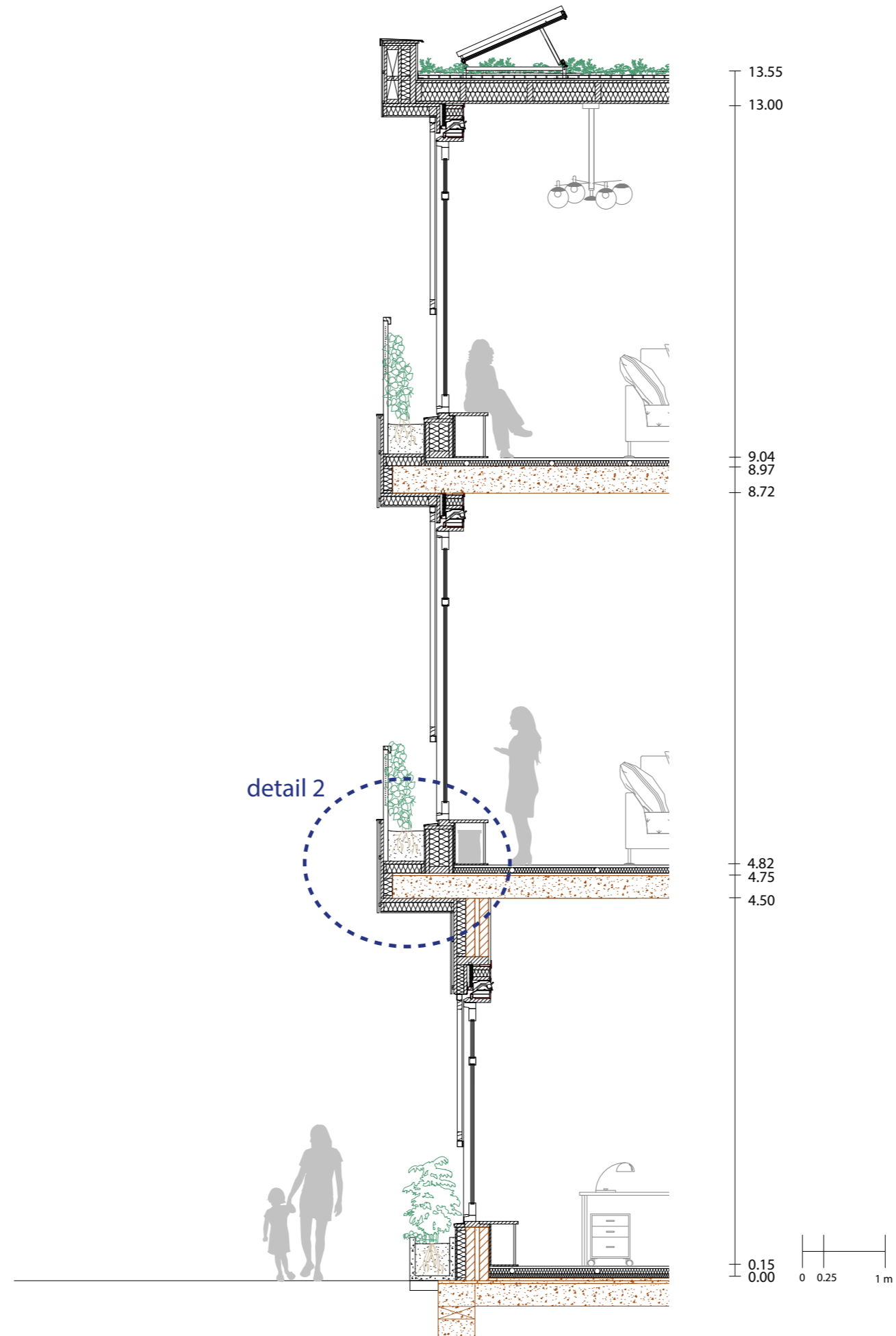


- Office spaces
- 2-Rooms apartment
- 3-Rooms apartment
- 4-Rooms apartment
- Studio
- Communal space



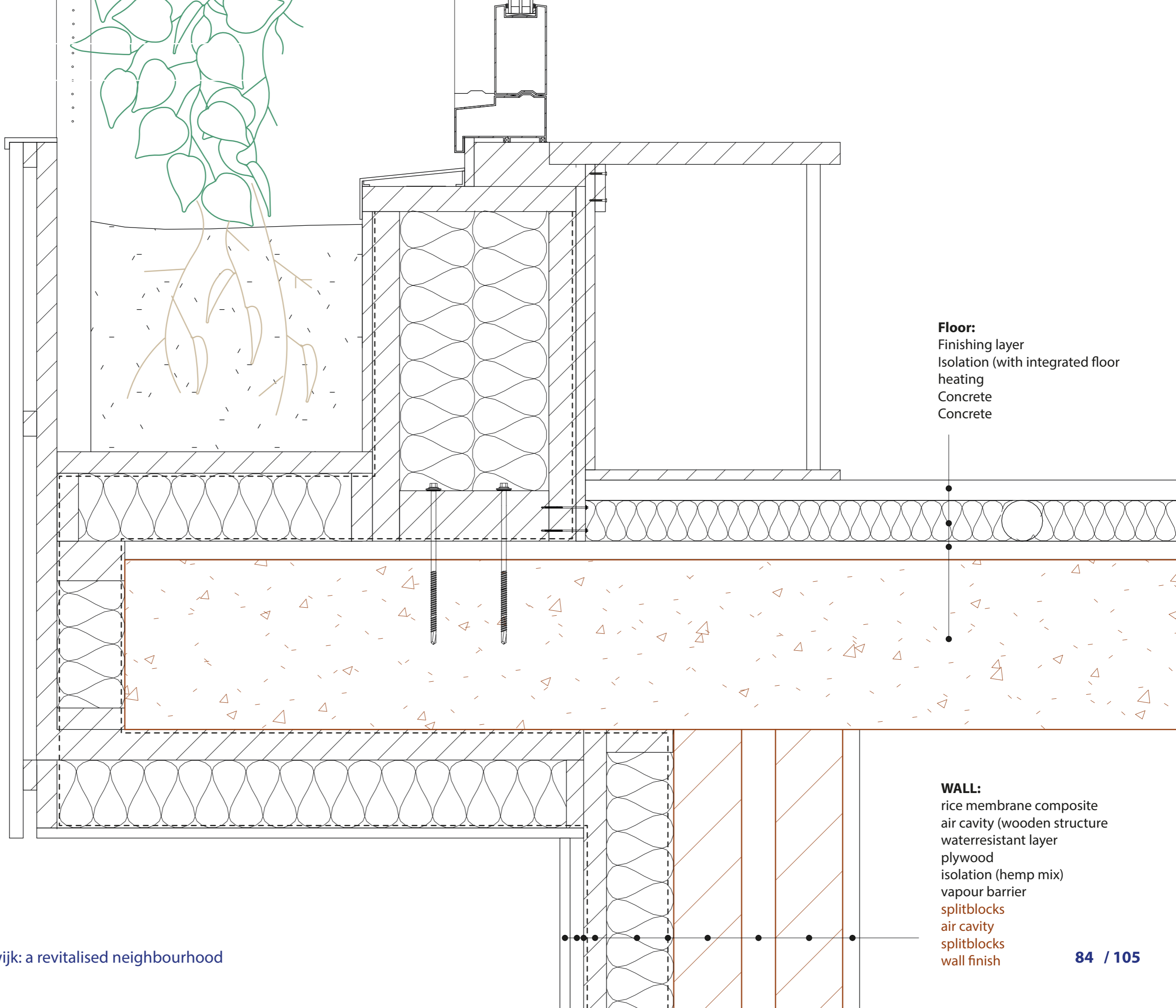
# V&D BLOCK FRAGMENT

New



# V&D BLOCK

Detail 2: 1:5

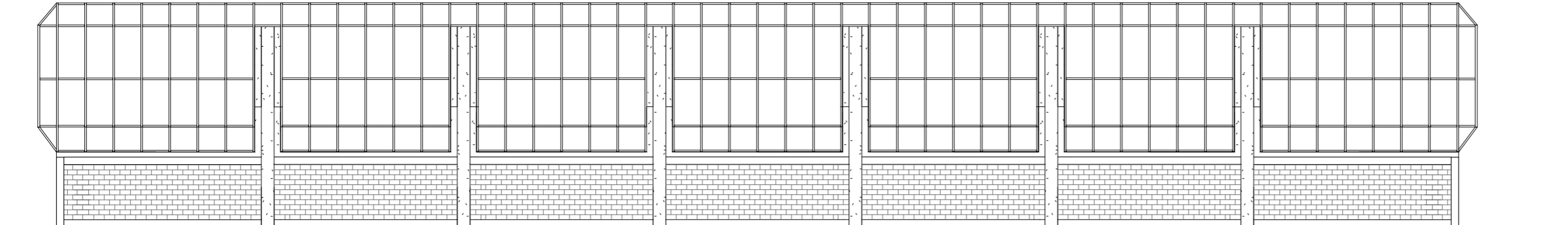


**Floor:**  
Finishing layer  
Isolation (with integrated floor heating)  
Concrete  
Concrete

**WALL:**  
rice membrane composite  
air cavity (wooden structure)  
waterresistant layer  
plywood  
isolation (hemp mix)  
vapour barrier  
splitblocks  
air cavity  
splitblocks  
wall finish

# V&D BLOCK

Facade: rhythm



Current

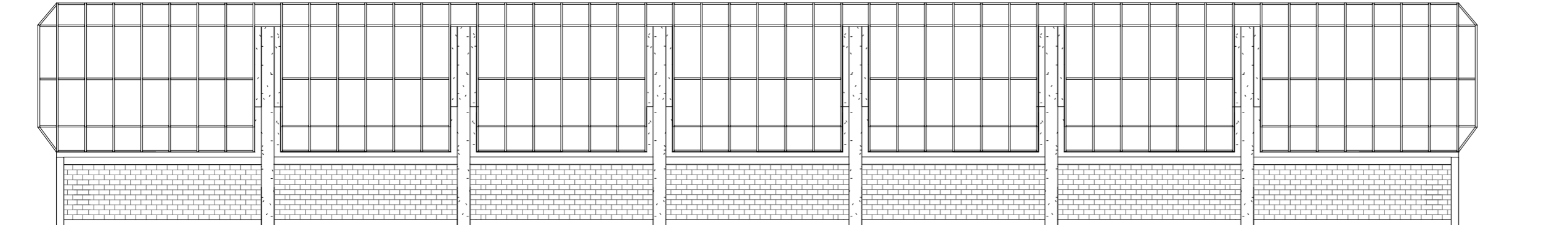


0 1 5m



# V&D BLOCK

Facade: rhythm



Current



New



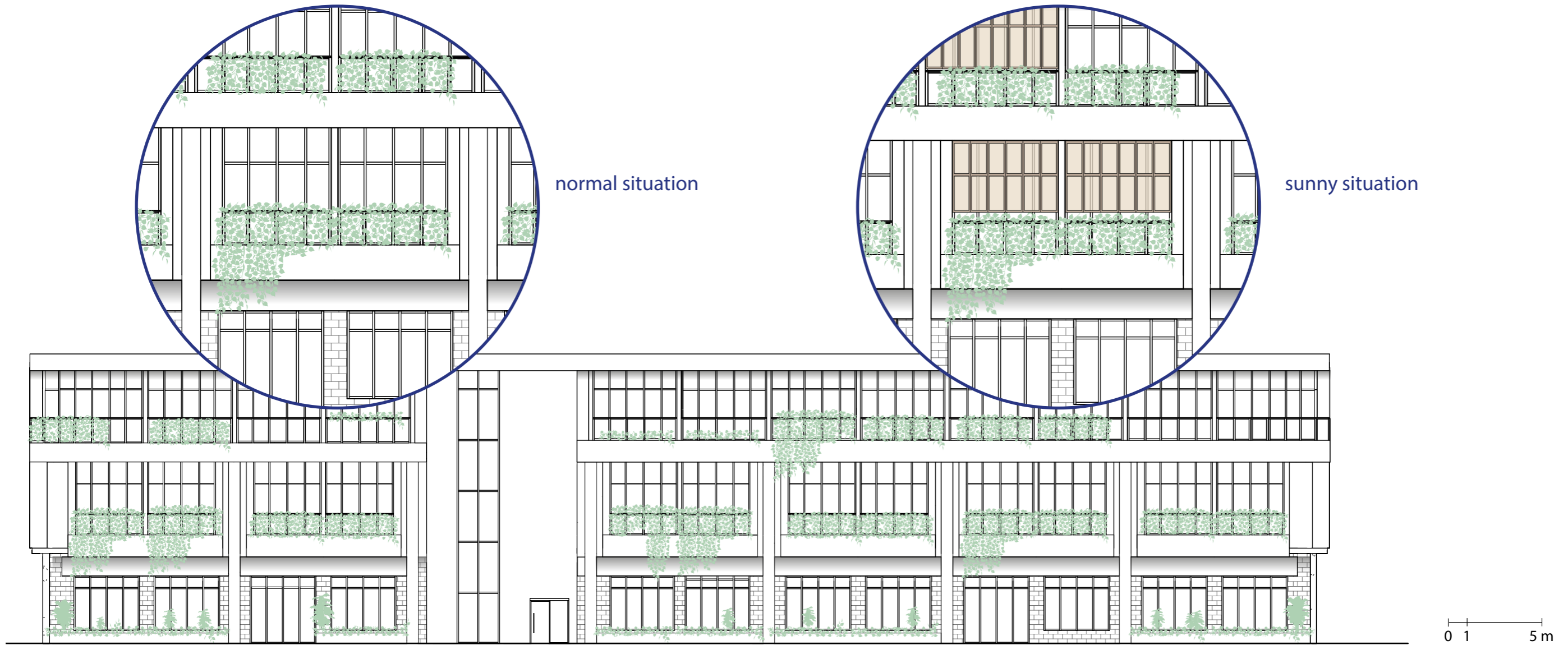
# V&D BLOCK FRAGMENT

View



# V&D BLOCK

Facade: rhythm

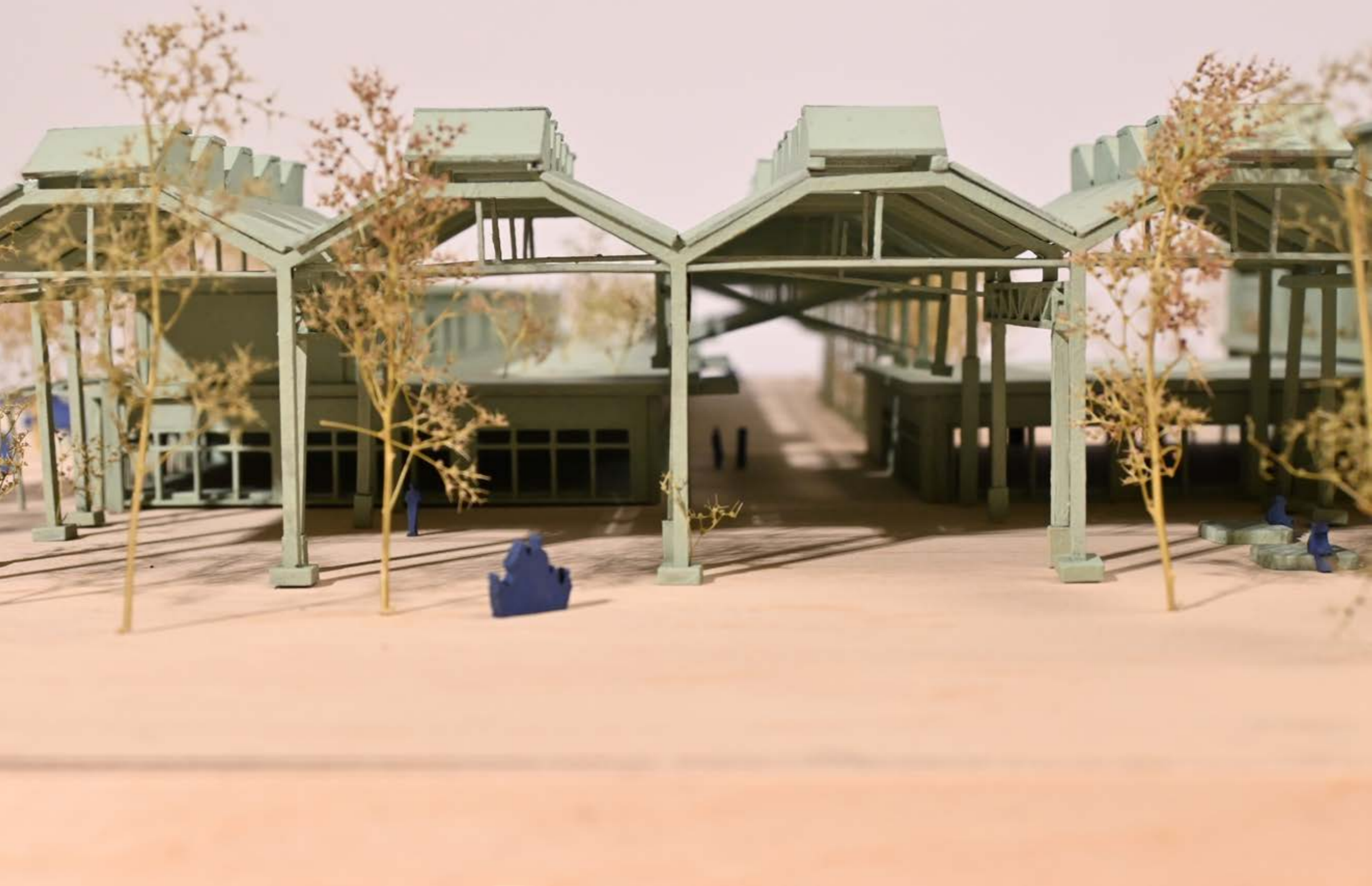


New

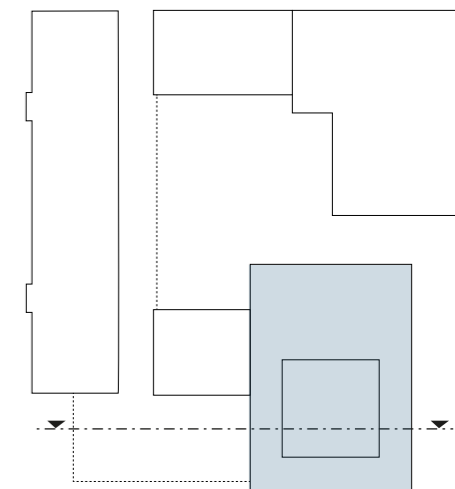




# COVERED SQUARE



# COVERED SQUARE SECTION



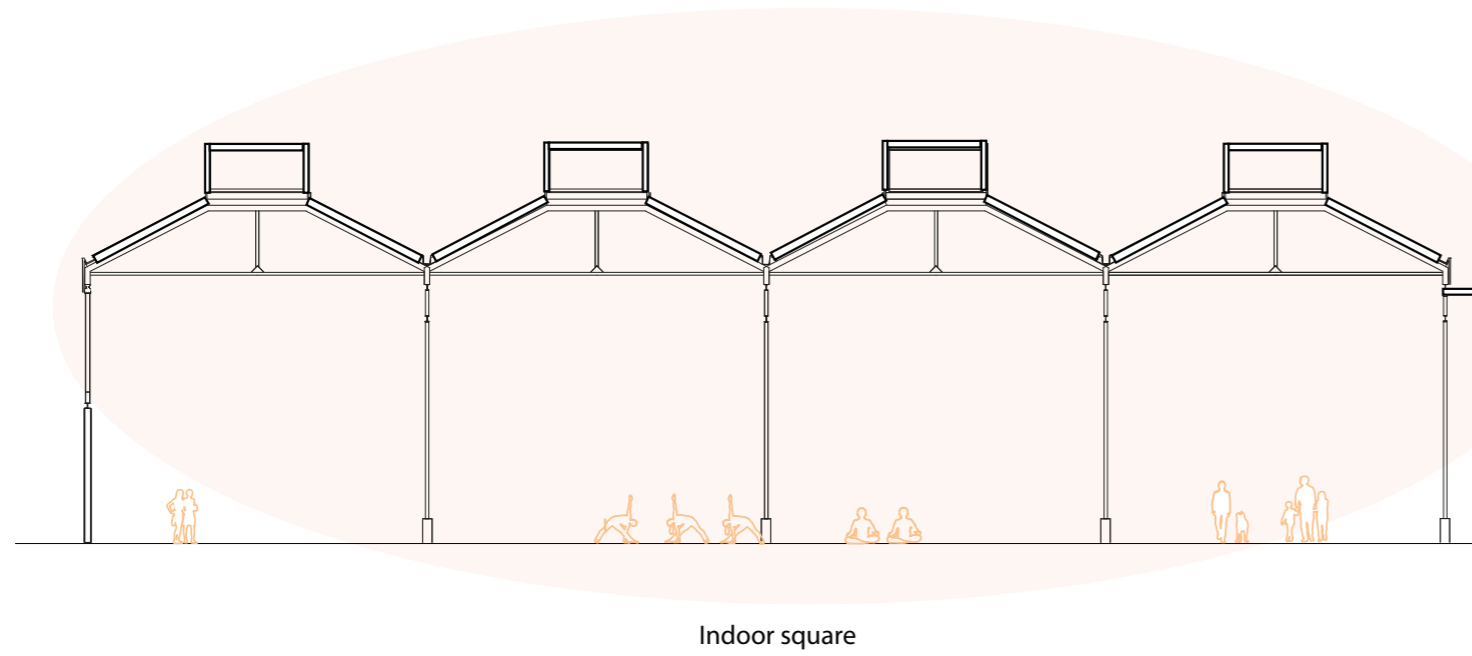
Shopping

Indoor traffic space  
pedestrians

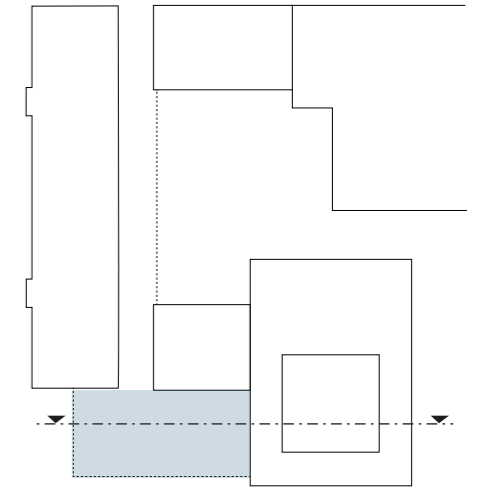
Current situation



# COVERED SQUARE SECTION

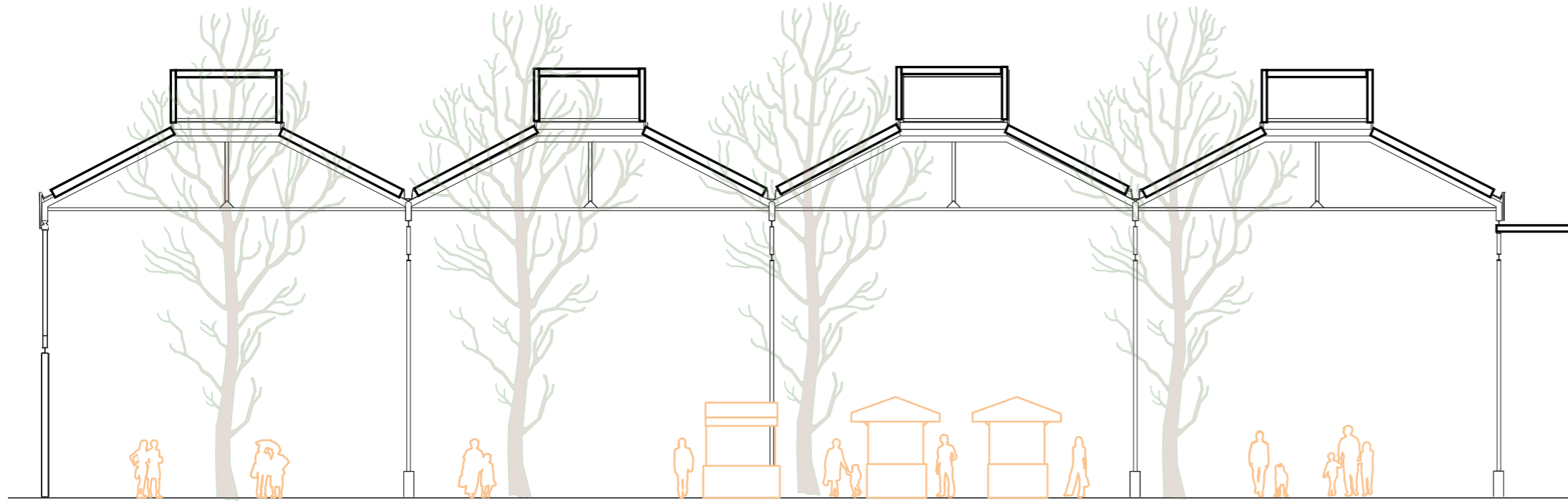


New situation

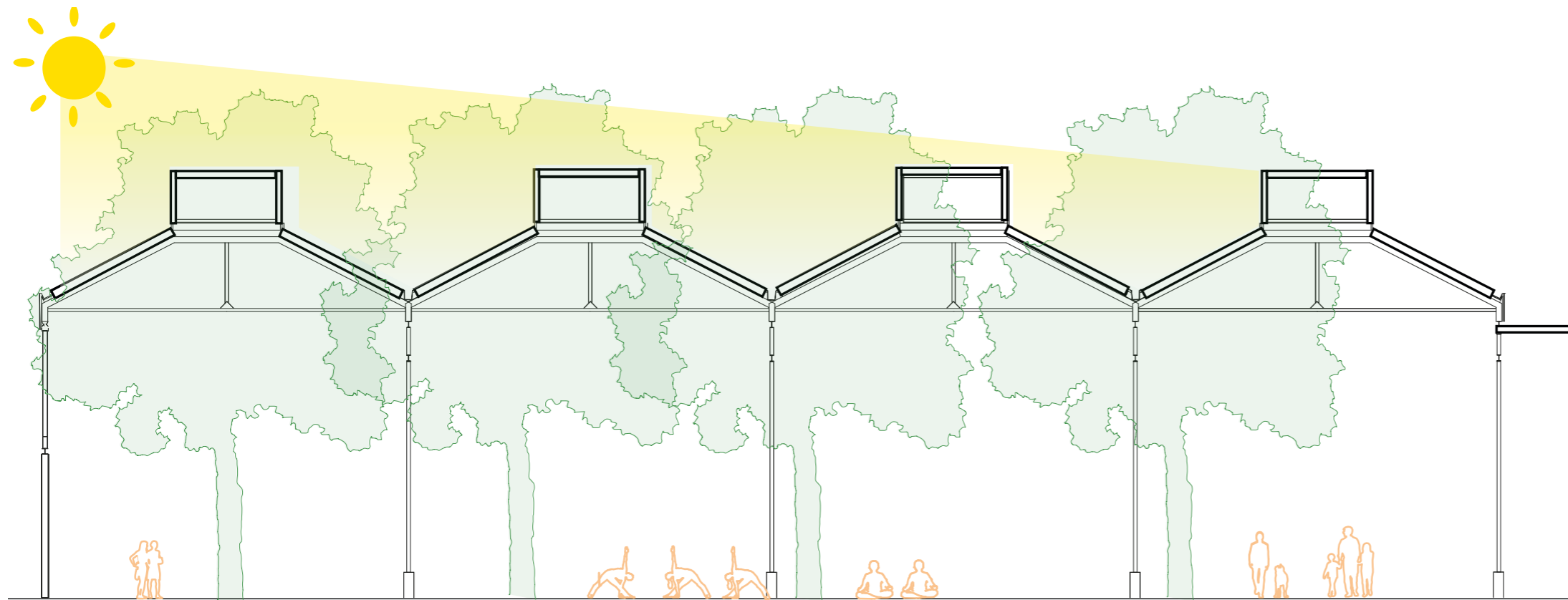


# COVERED SQUARE

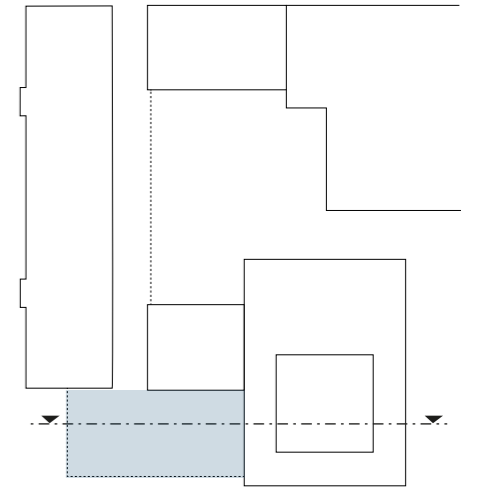
Winter & summer situation



Winter



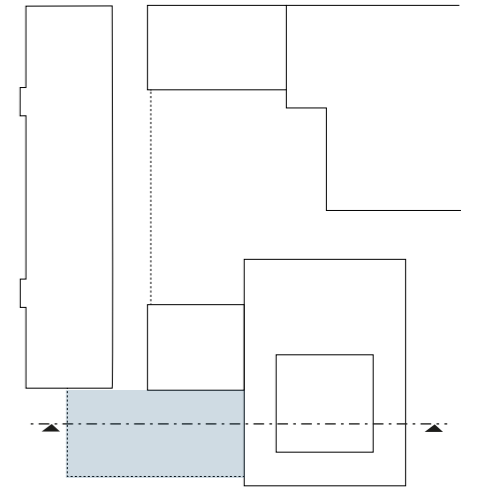
Summer



# COVERED SQUARE

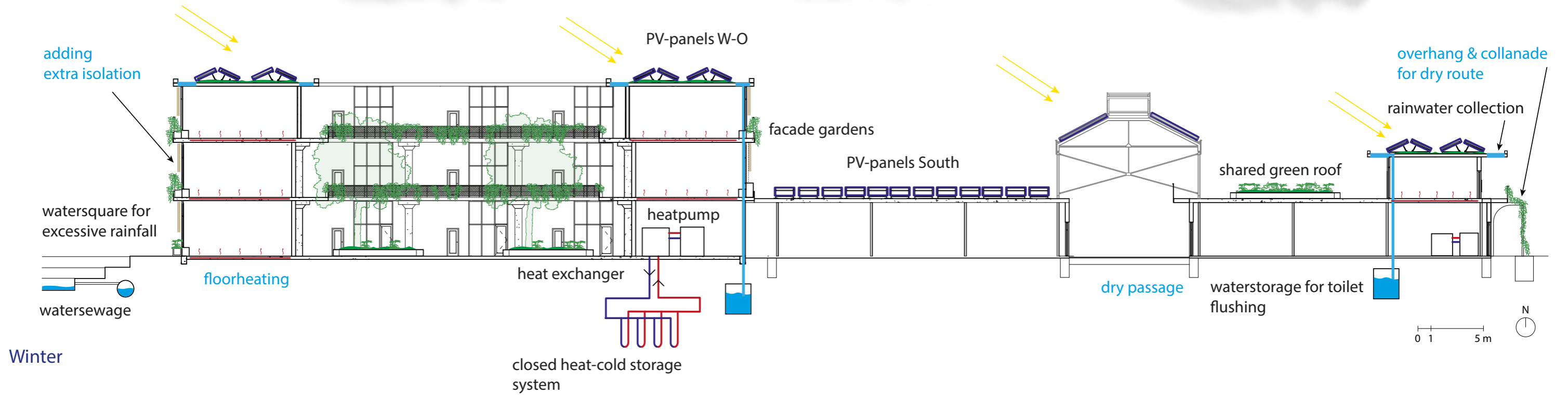


# PROJECT SECTION



# CLIMATE

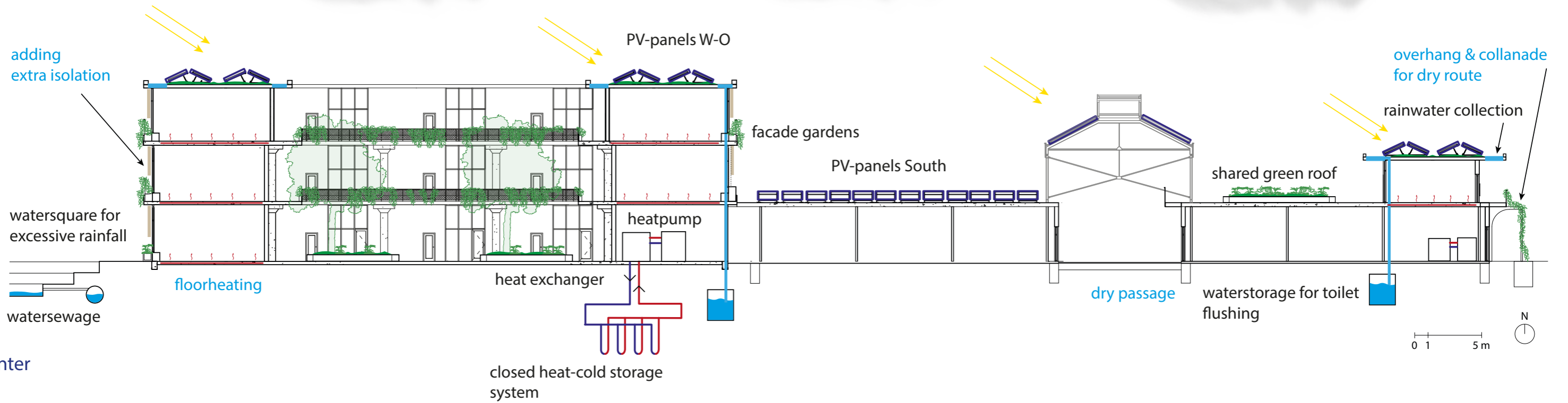
Summer & winter



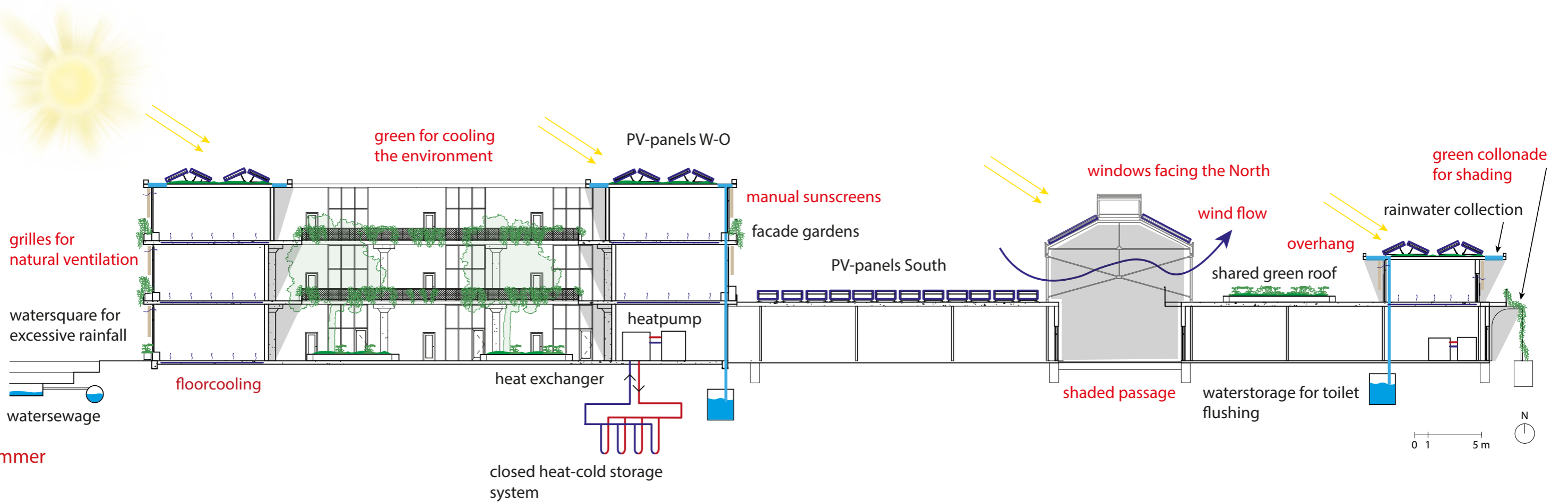
Winter

# CLIMATE

Summer & winter



Winter



Summer



## Design goals



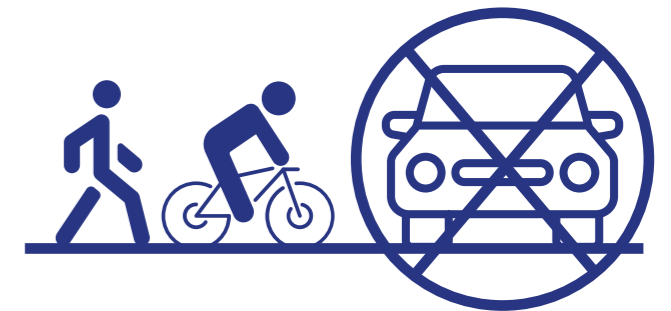
Create conditions for different optional and social and activities



Decrease the urban heat island effect



Add dwellings to the site of the mall



Create a more pedestrian and cyclist friendly environment

# PHYSICAL ENVIRONMENT CONDITIONS

## Protection

### Protection against traffic and accidents

- Protection for pedestrians
- Eliminating fear of traffic

### Protection against crime and violence

- Lively public realm
- Eyes on the street
- Overlapping functions day and night
- Good lighting

### Protection against unpleasant sensory experiences

- Wind
- Rain/ snow
- Cold / heat
- Pollution / noise / dust

## Comfort

### Opportunities to walk

- Room for walking
- No obstacles
- Good surfaces
- Accessibility for everyone
- Interesting facades

### Opportunities to stand/ stay

- Edge effect/ attractive zone for standing/ staying
- No obstacles
- Supports for standing

### Opportunities to sit

- Zones for sitting
- Utilizing advantages: view, sun, people
- Good places to sit
- Benches for resting

### Opportunities to see

- Reasonable viewing distances
- Unhindered sightlines
- Interesting views
- Lighting (when dark)

### Opportunities to talk and listen

- Low noise levels
- Street furniture that provide 'talkscapes'

### Opportunities for play and exercise

- Invitations for creativity, physical activity, exercise and play
- By day and night / summer and winter

## Delight

### Scale

- Buildings and spaces
- designed to human scale

### Opportunities to enjoy positive climate aspects

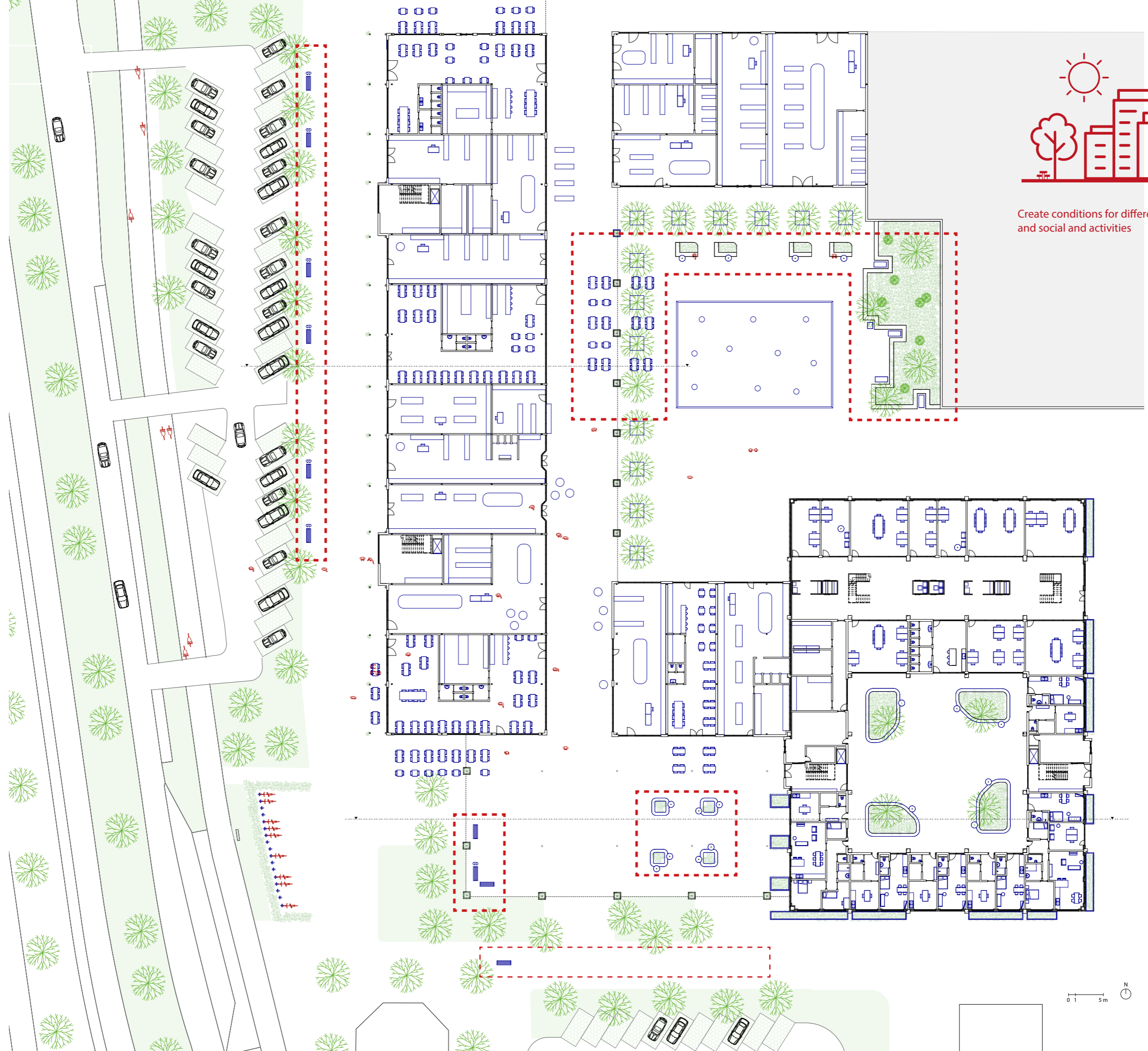
- Sun / shade
- Heat / coolness
- Breeze

### Positive sensory experiences

- Good design and detailing
- Good materials
- Fine views
- Trees, plants, water

# IMPACT

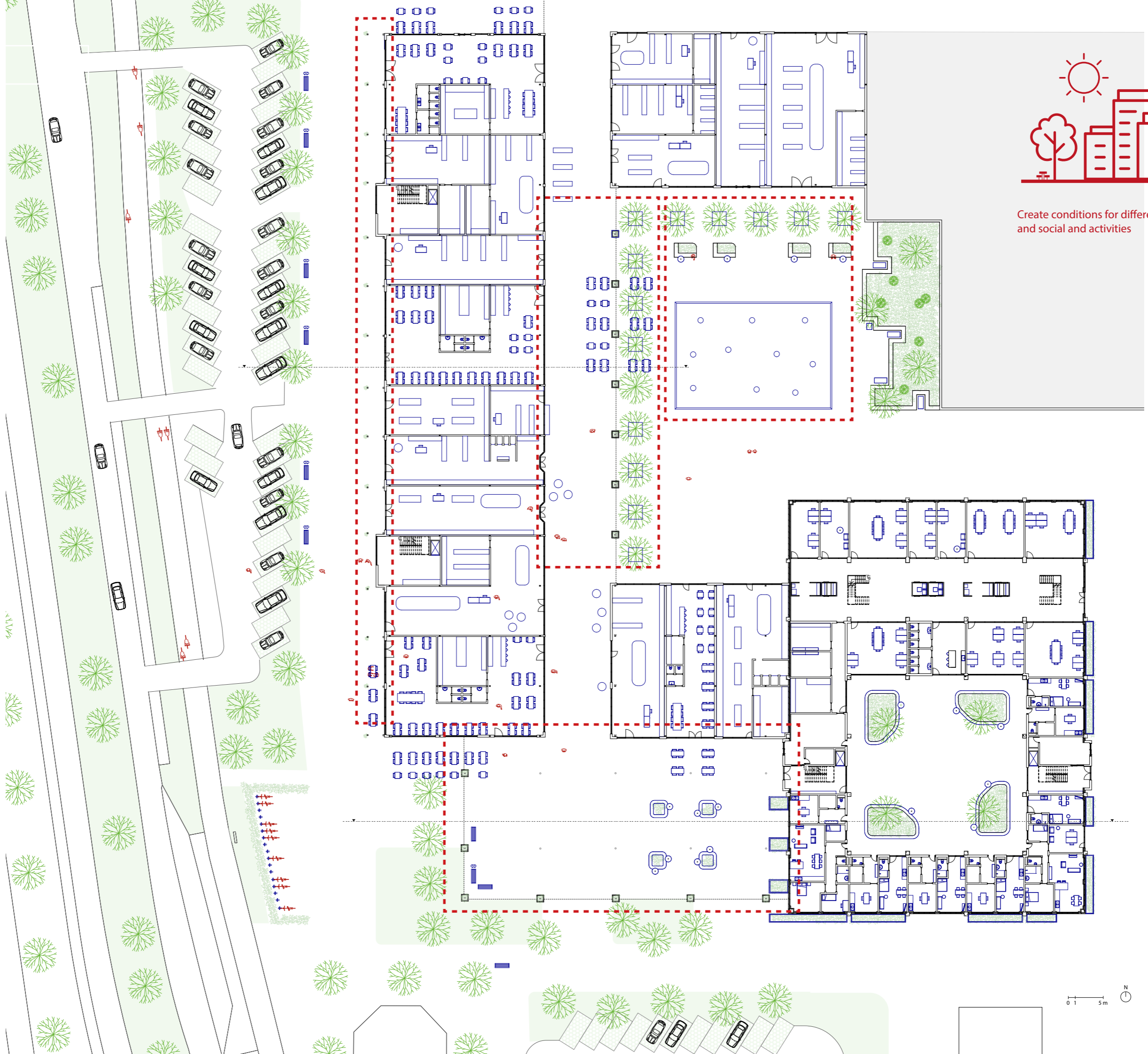
Opportunities to sit



Create conditions for different optional and social and activities

# IMPACT

Opportunities to enjoy positive climate aspects

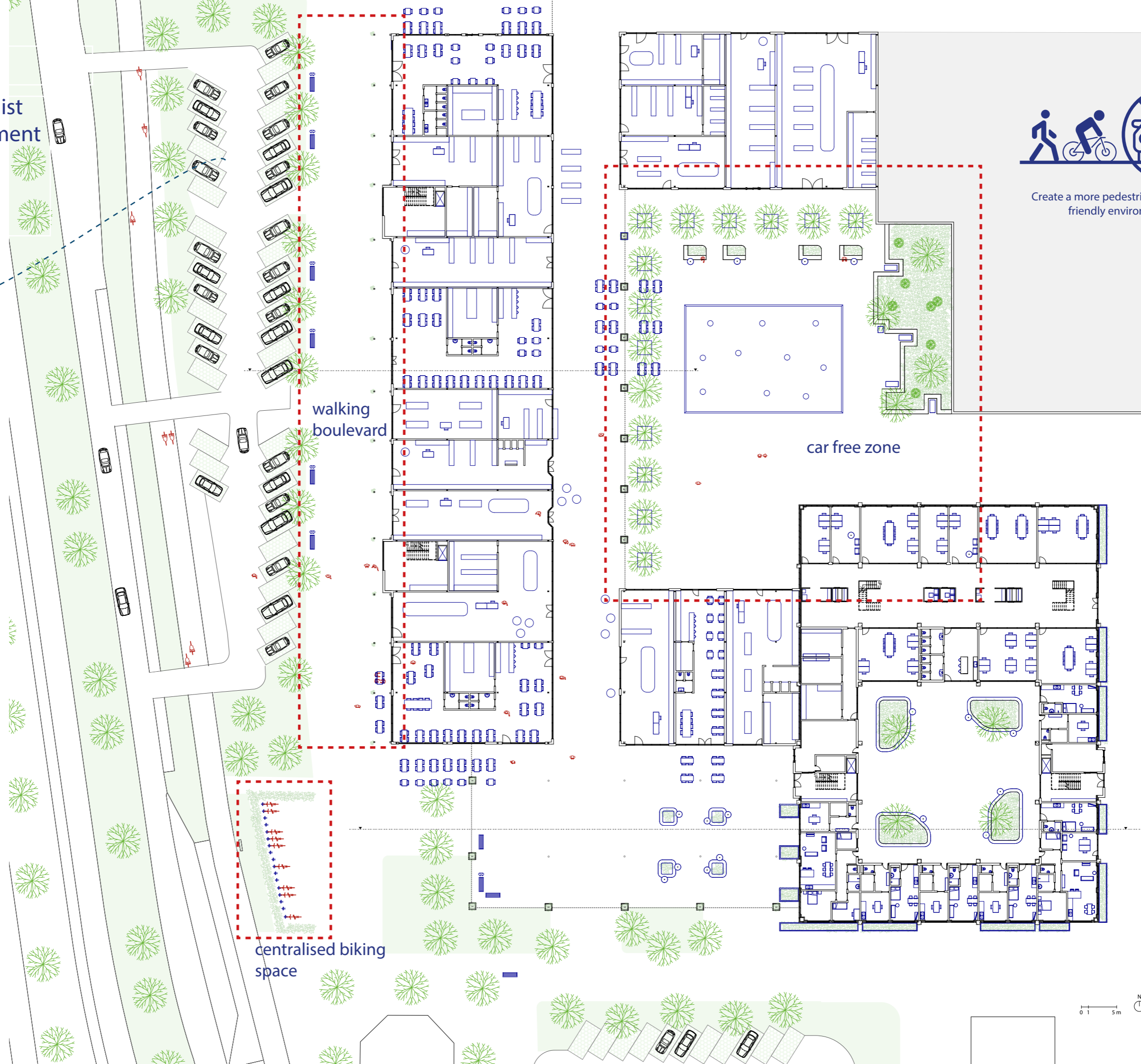


Create conditions for different optional and social and activities

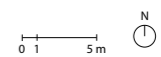
# IMPACT

Pedestrian & cyclist friendly environment

less space for the car



Create a more pedestrian and cyclist friendly environment



# IMPACT

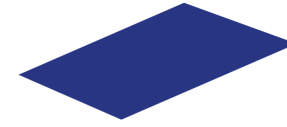


Decrease the urban heat island effect

**Current**



17 trees

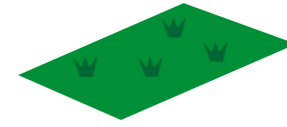


0 m<sup>2</sup> green surface  
0 m<sup>2</sup> semi-paved surface

**New**



63 trees



730 m<sup>2</sup> green surface &  
870 m<sup>2</sup> semi-paved surface

waterfountains  
watersquare

# IMPACT

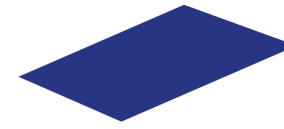


Decrease the urban heat island effect

**Current**



17 trees

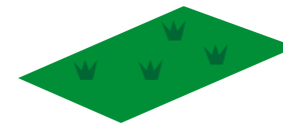


0 m<sup>2</sup> green surface  
0 m<sup>2</sup> semi-paved surface

**New**



63 trees



730 m<sup>2</sup> green surface &  
870 m<sup>2</sup> semi-paved surface

waterfountains  
watersquare



Add dwellings to the site of the mall

**Current**

no housing

**New**



10 studios

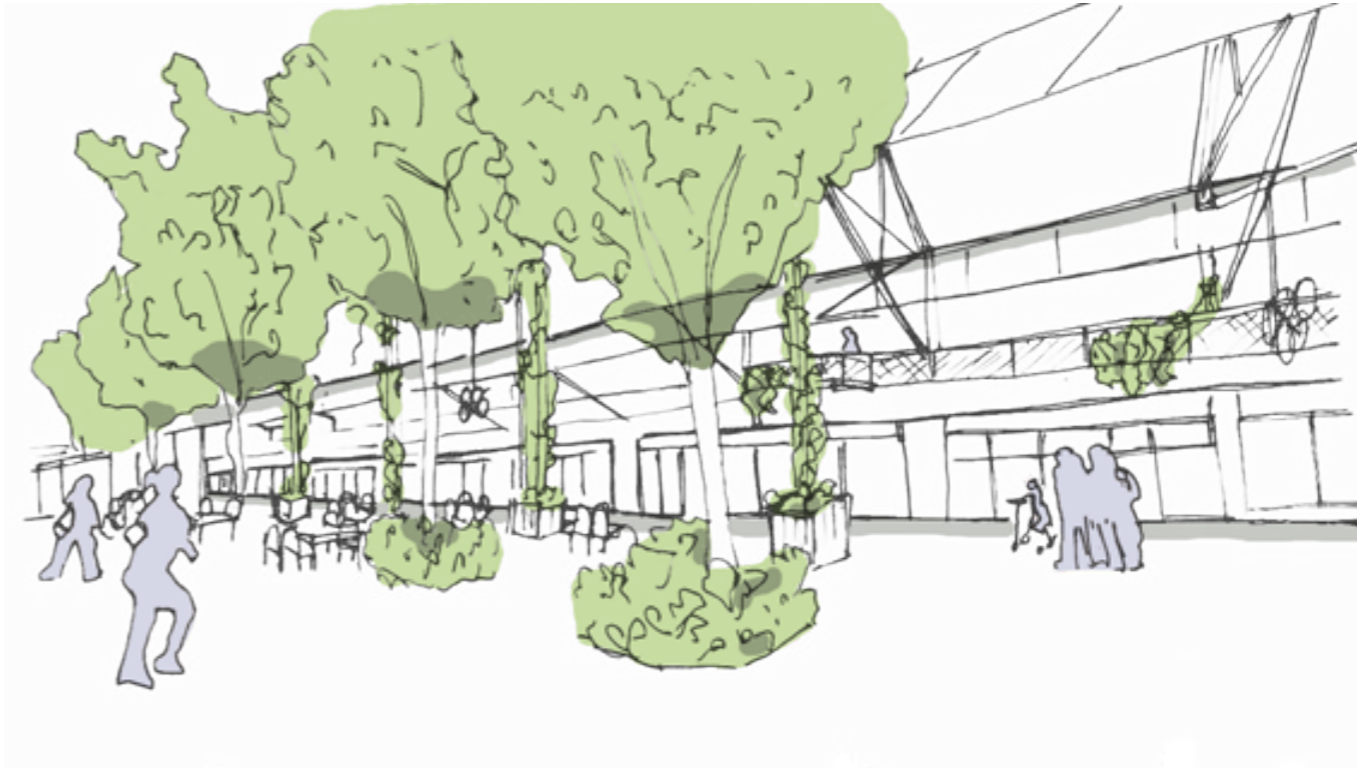


20 small apartments  
(2/3 rooms)



11 big apartments  
(3/4 rooms)

# A MORE PUBLIC, GREENER, CAR FREE FUTURE!

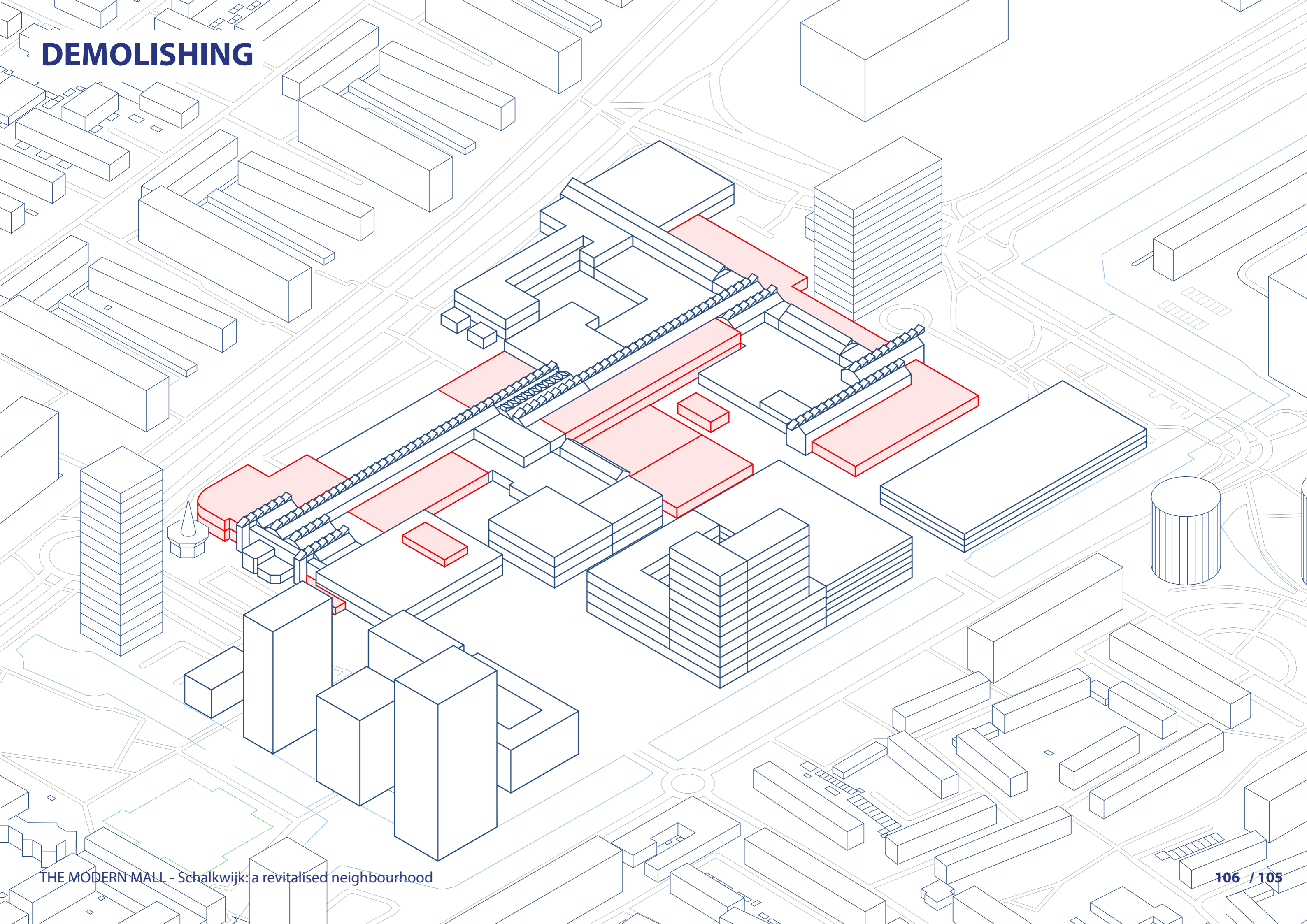




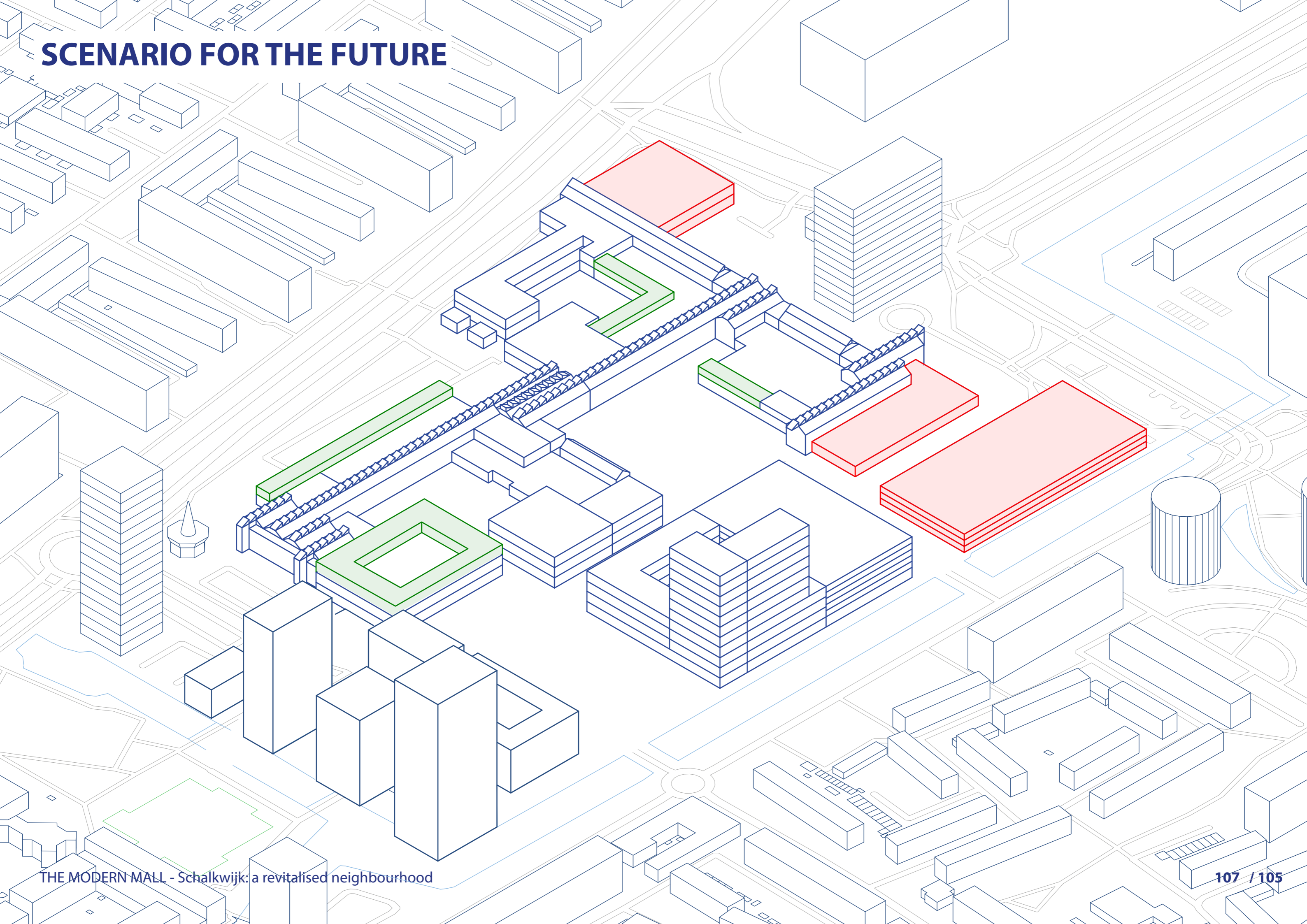
**Thank you for your attention!**



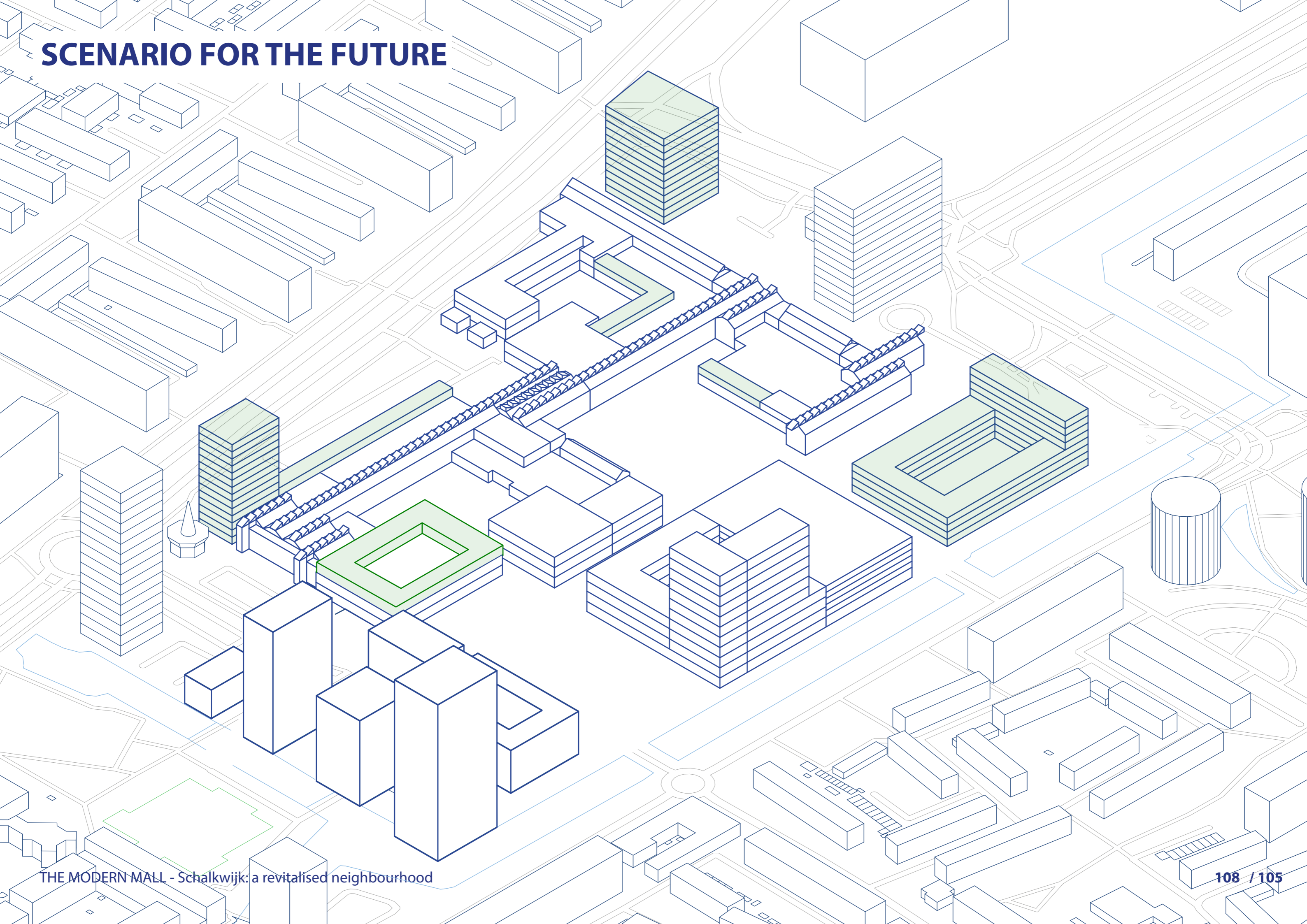
# DEMOLISHING



# SCENARIO FOR THE FUTURE

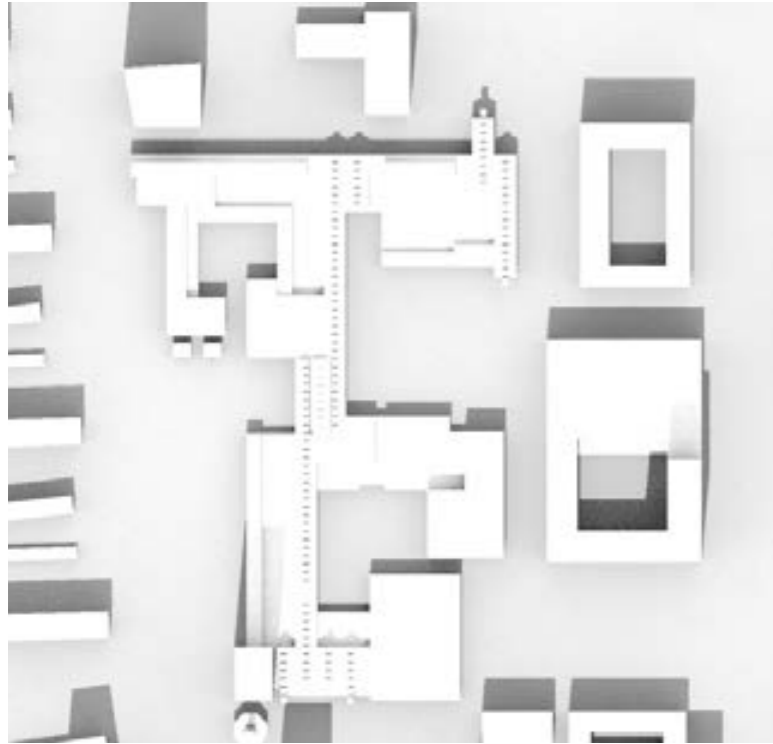


# SCENARIO FOR THE FUTURE



# SUNLIGHT (scenario with the new tower)

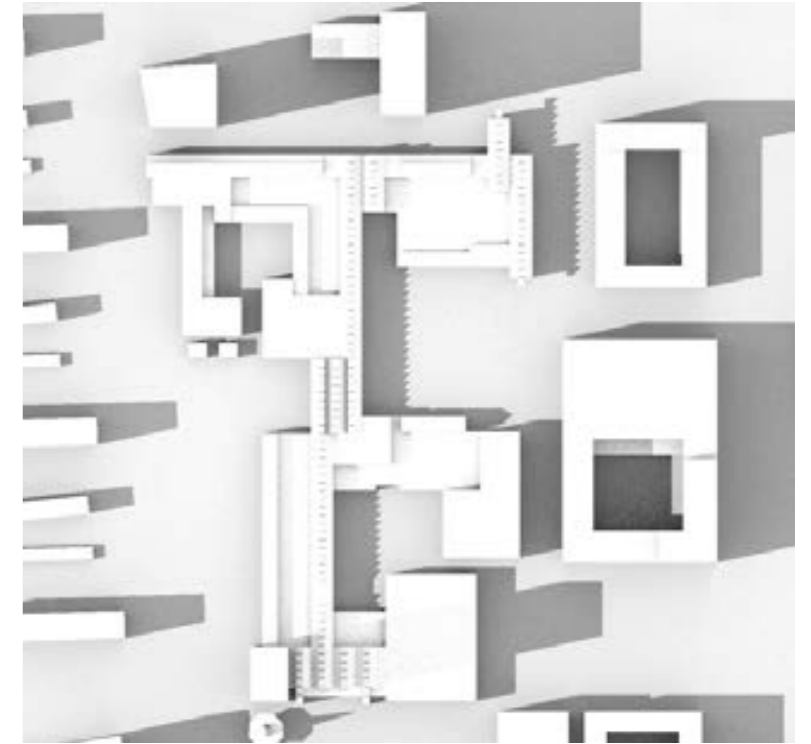
August



13U

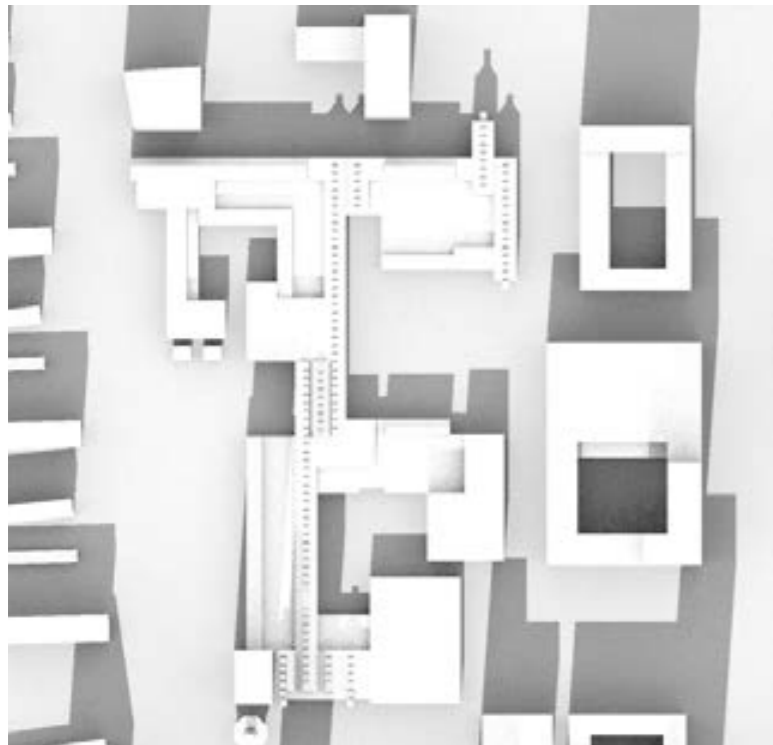


15U

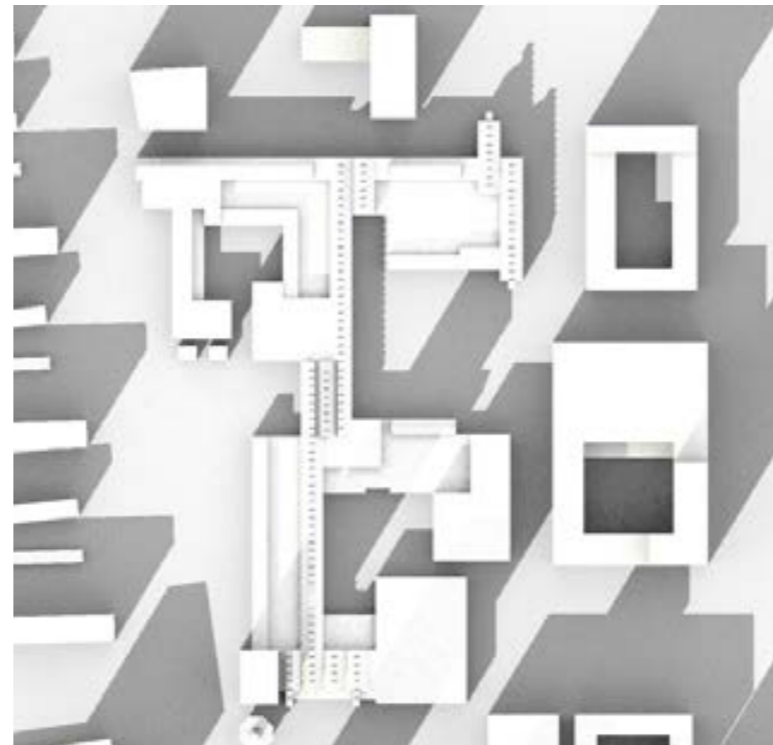


17U

December



13U

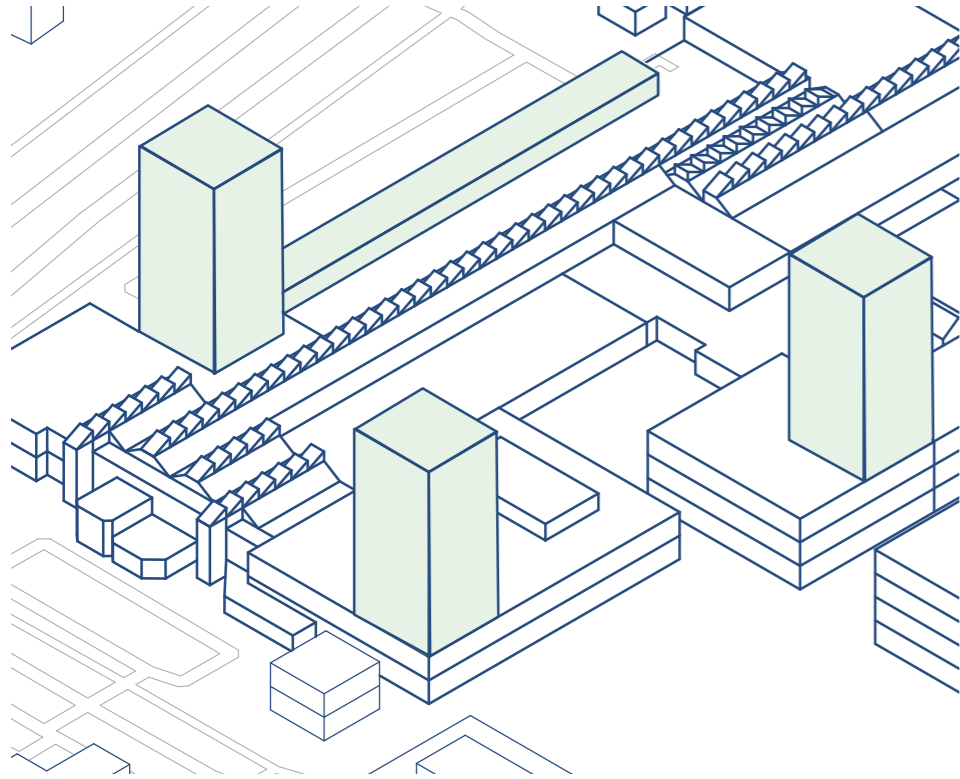


15U

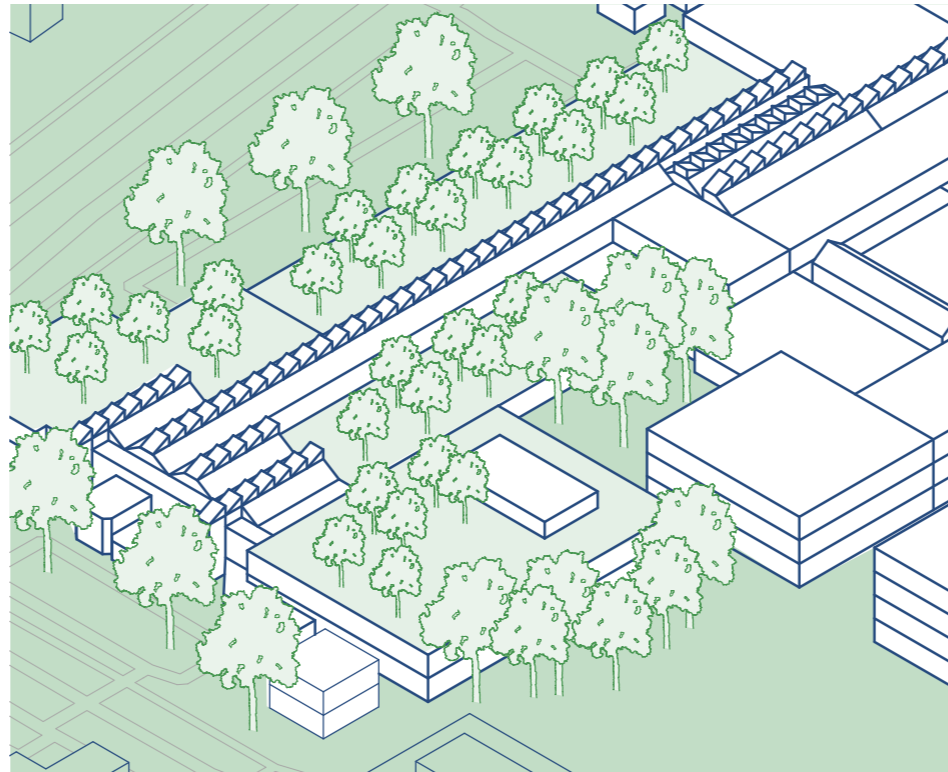


17U

# SCENARIOS



**Building on top of the existing**

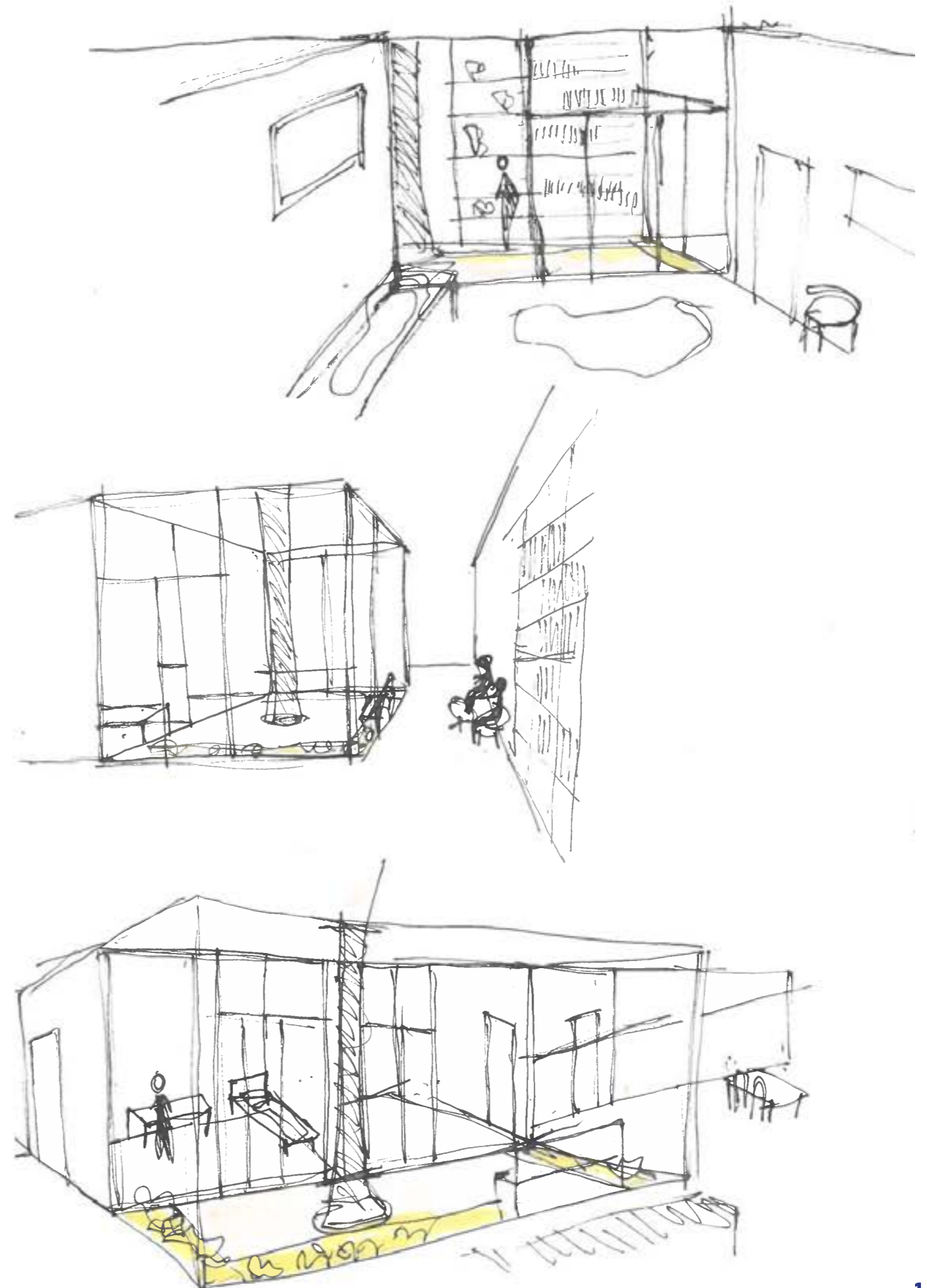


**Adding green to the existing**



**Replacing the mall by green**

# COURTYARD HOUSING EUROPABLOCK



# DISVALUES OF THE MALL

The benches that were removed  
Mismatch in offer One sided offer  
Nothing  
Vacancy Impoverished  
Not that much to offer  
No atmosphere  
The disappearance of the V&D

## Mall of Schalkwijk

Impoverished One sided offer Getting harassed  
Feeling of unsafety Nothing The changing population  
A lot of garbage Racism  
The disappearance of V&D Vacancy No atmosphere  
Rat plagues  
People without civilisation Snackbar that disappeared

## Leyweg

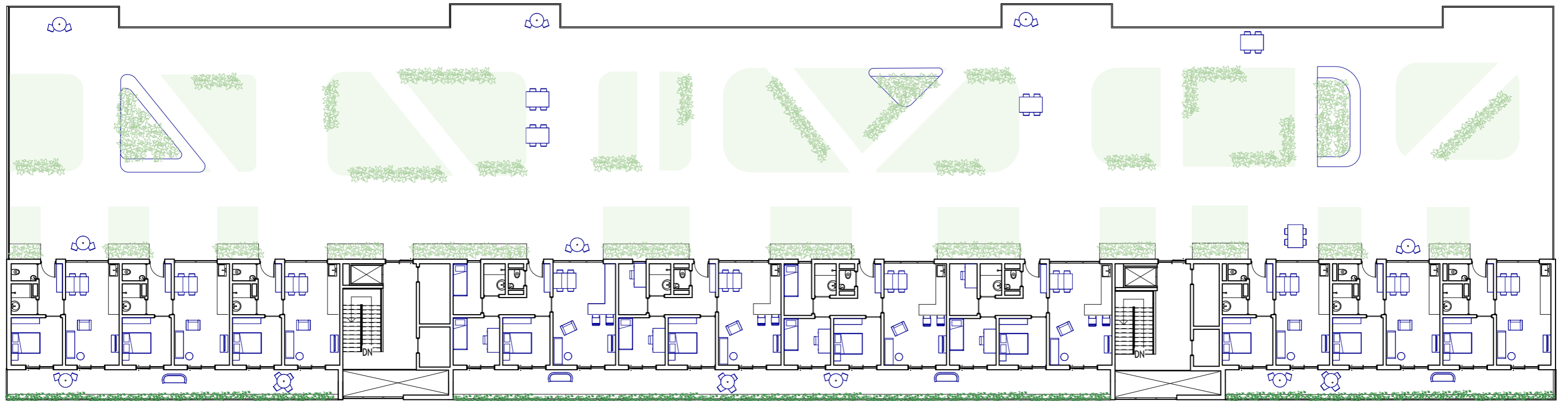
Nothing Crime Vacancy  
Not that much to offer  
No atmosphere Unsafety  
Not much to do One sided offer

## Plein 1953



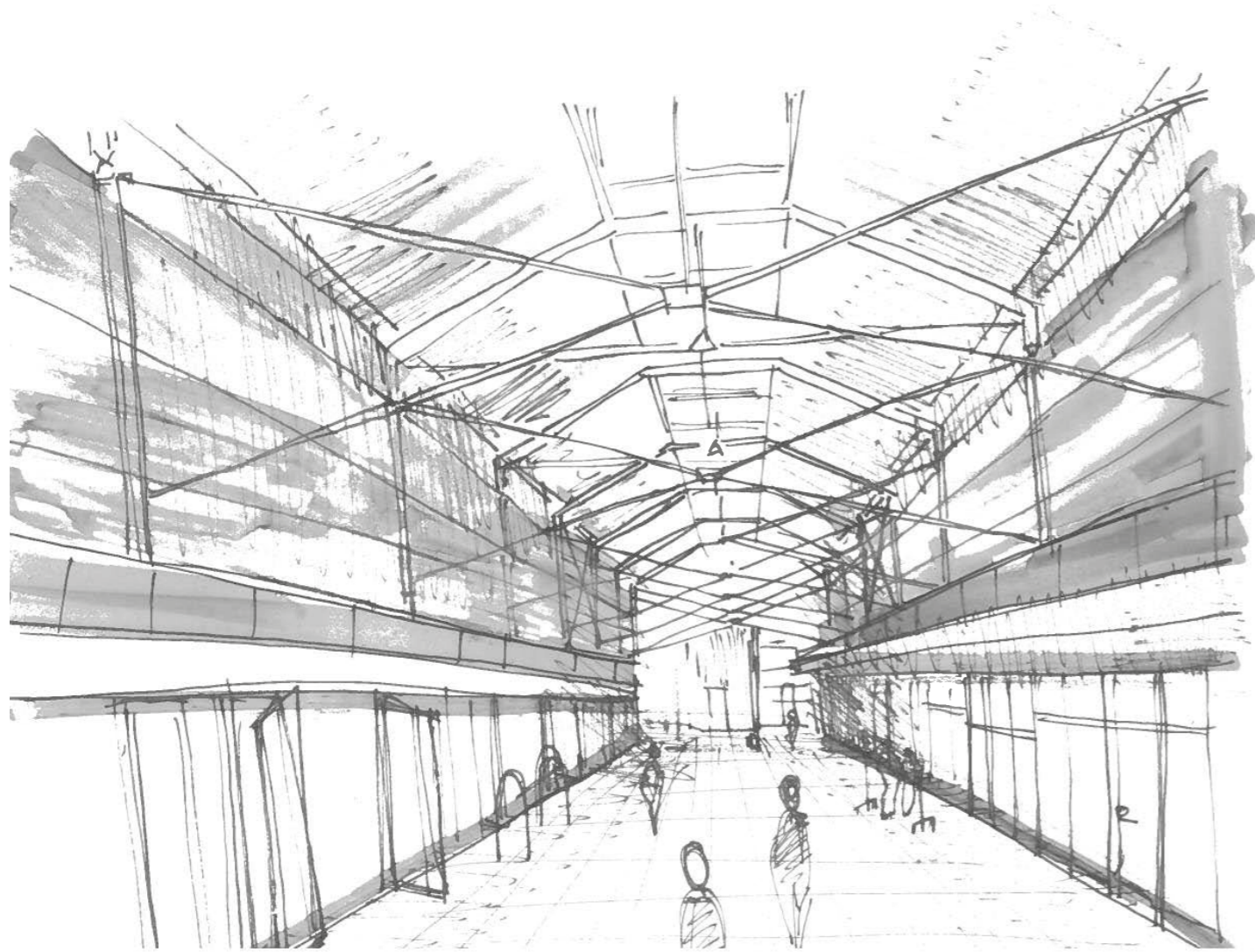
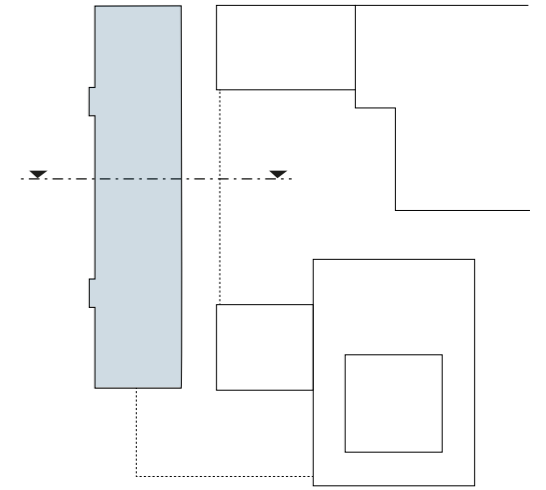
# EUROPA BLOCK DWELLINGS

## Floorplan



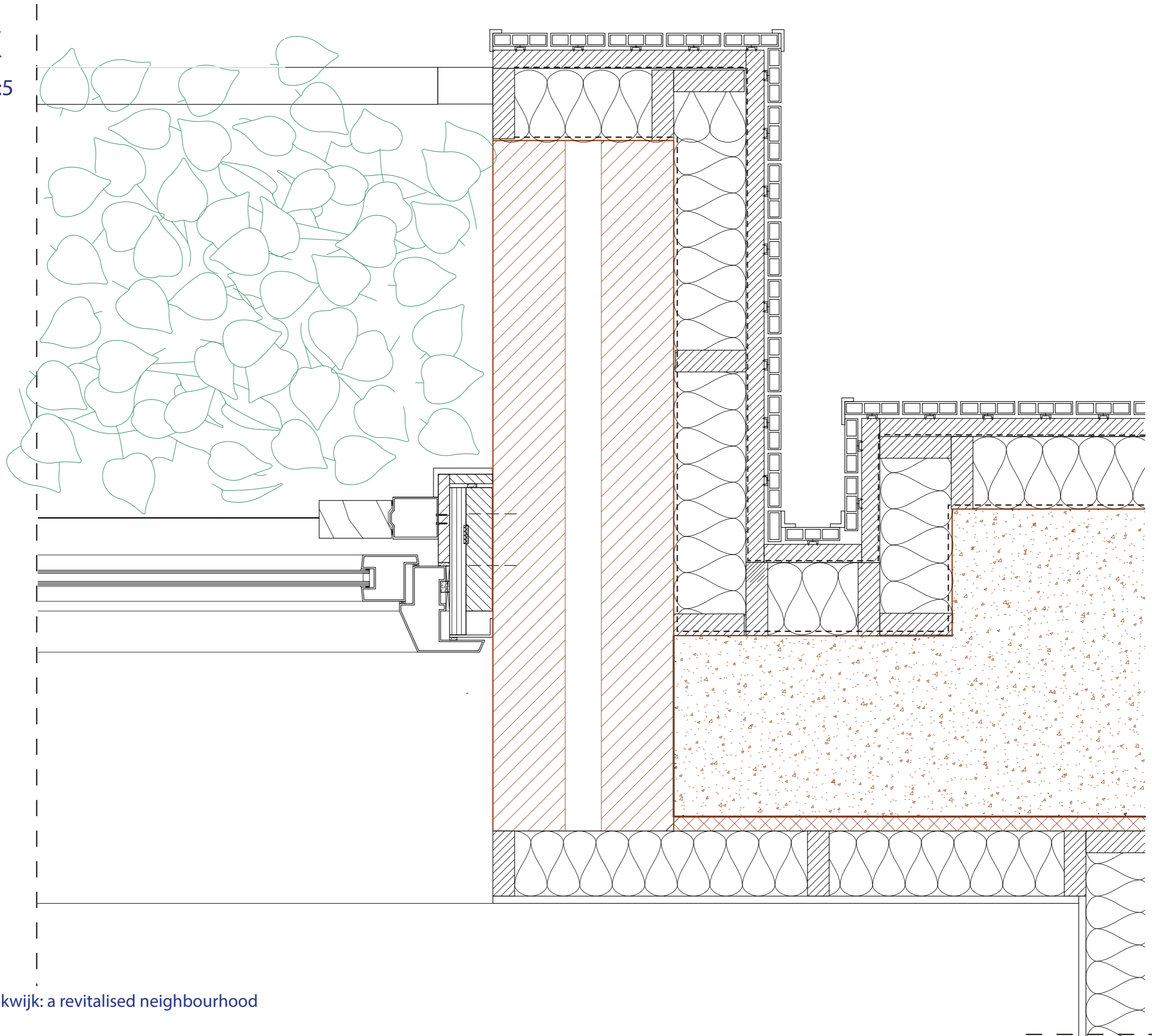
# CURRENT SITUATION EUROPA BLOCK

Impression



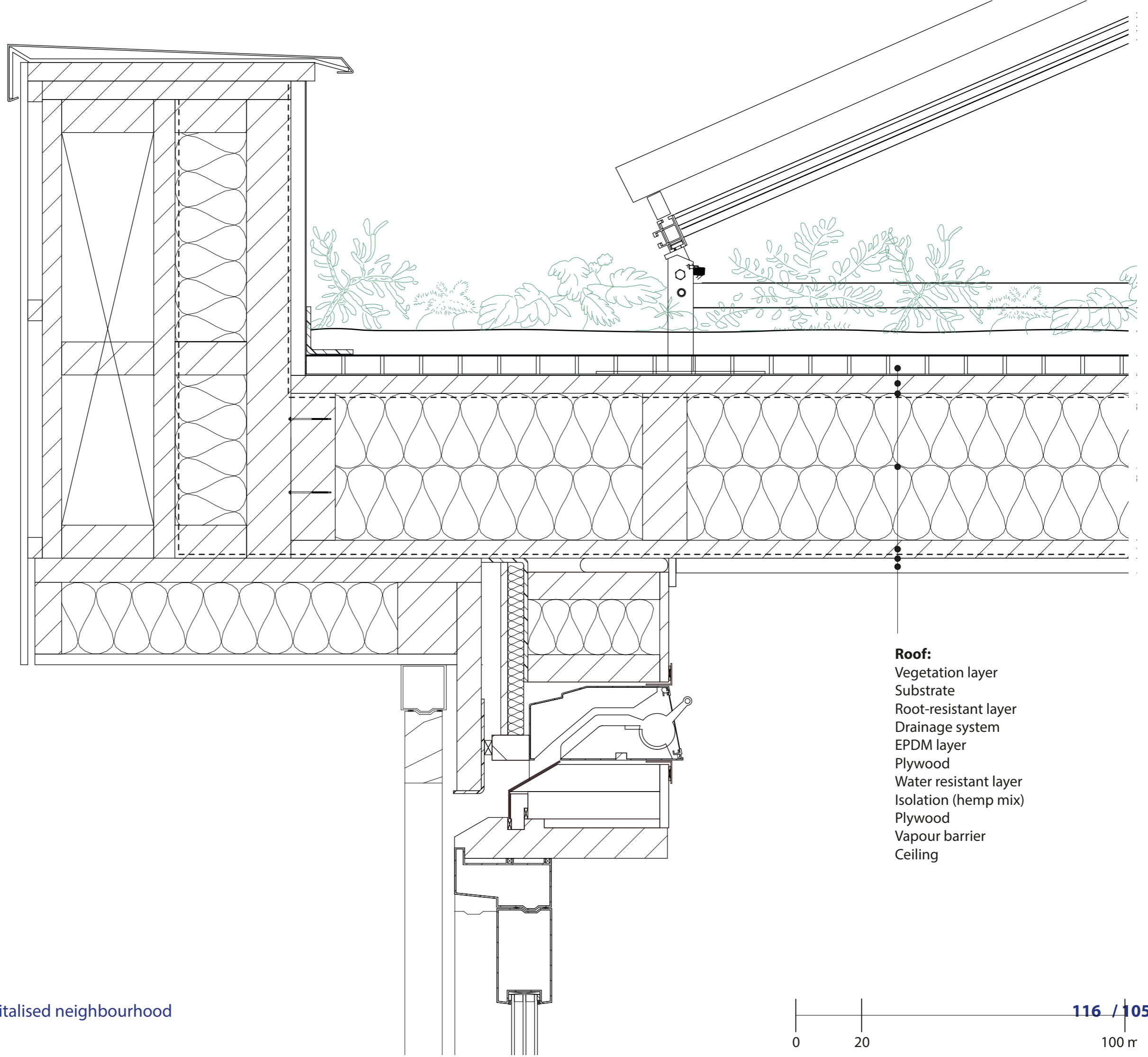
# V&D BLOCK

Detail 2 horizontal: 1:5



# V&D BLOCK

Detail 3 vertical: 1:5



- Roof:**
- Vegetation layer
  - Substrate
  - Root-resistant layer
  - Drainage system
  - EPDM layer
  - Plywood
  - Water resistant layer
  - Isolation (hemp mix)
  - Plywood
  - Vapour barrier
  - Ceiling

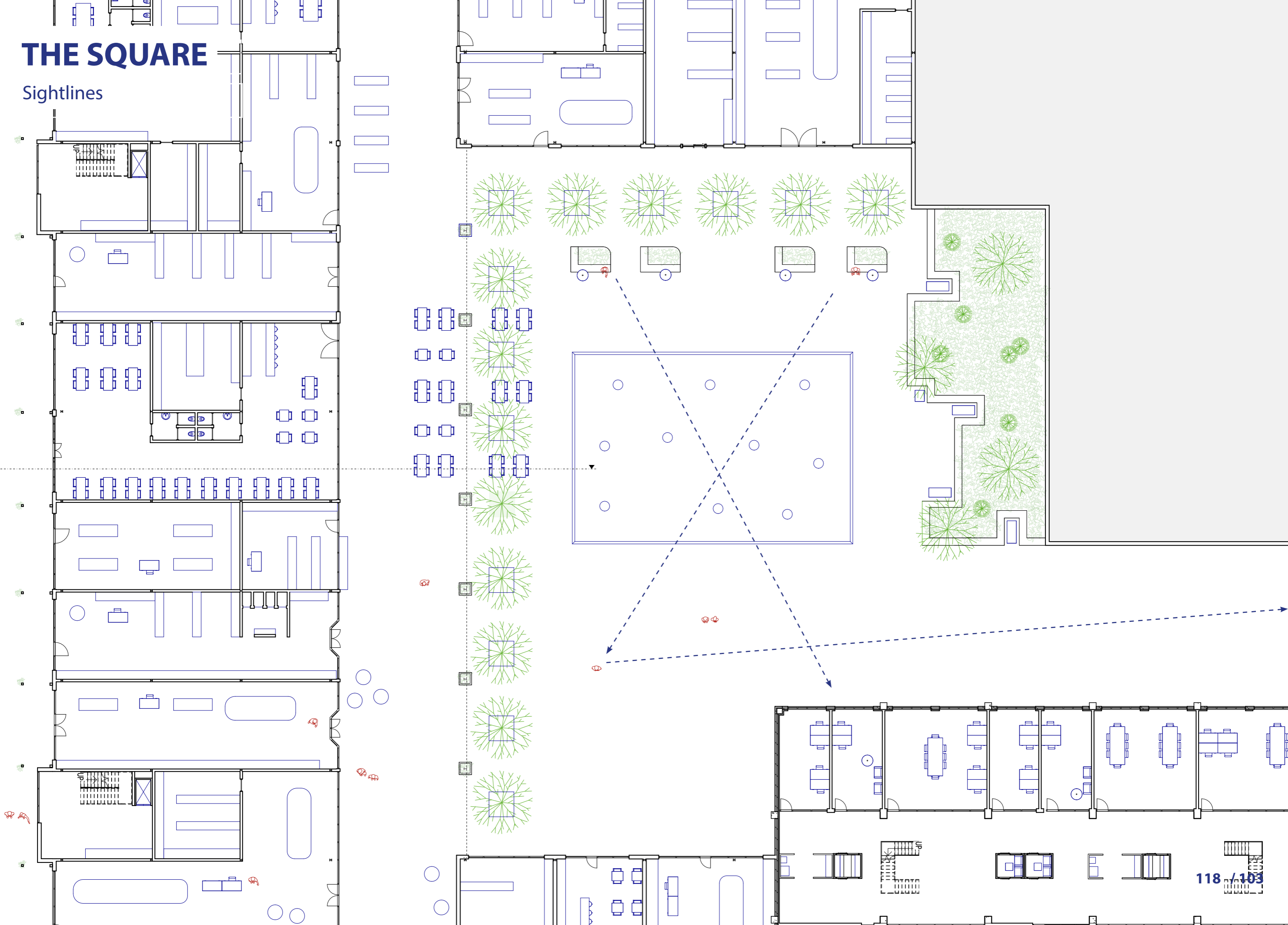
# MASTERPLAN

## Floorplan



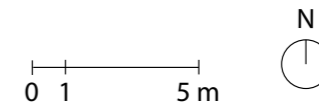
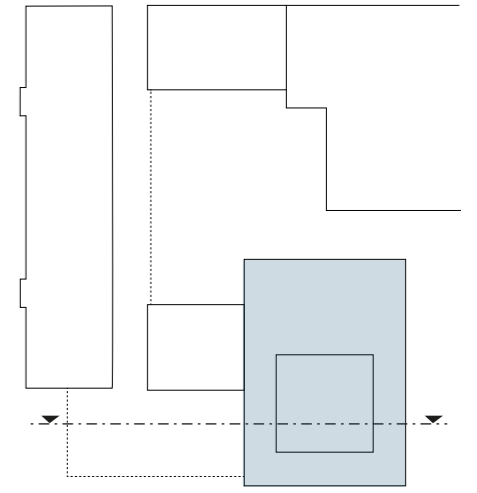
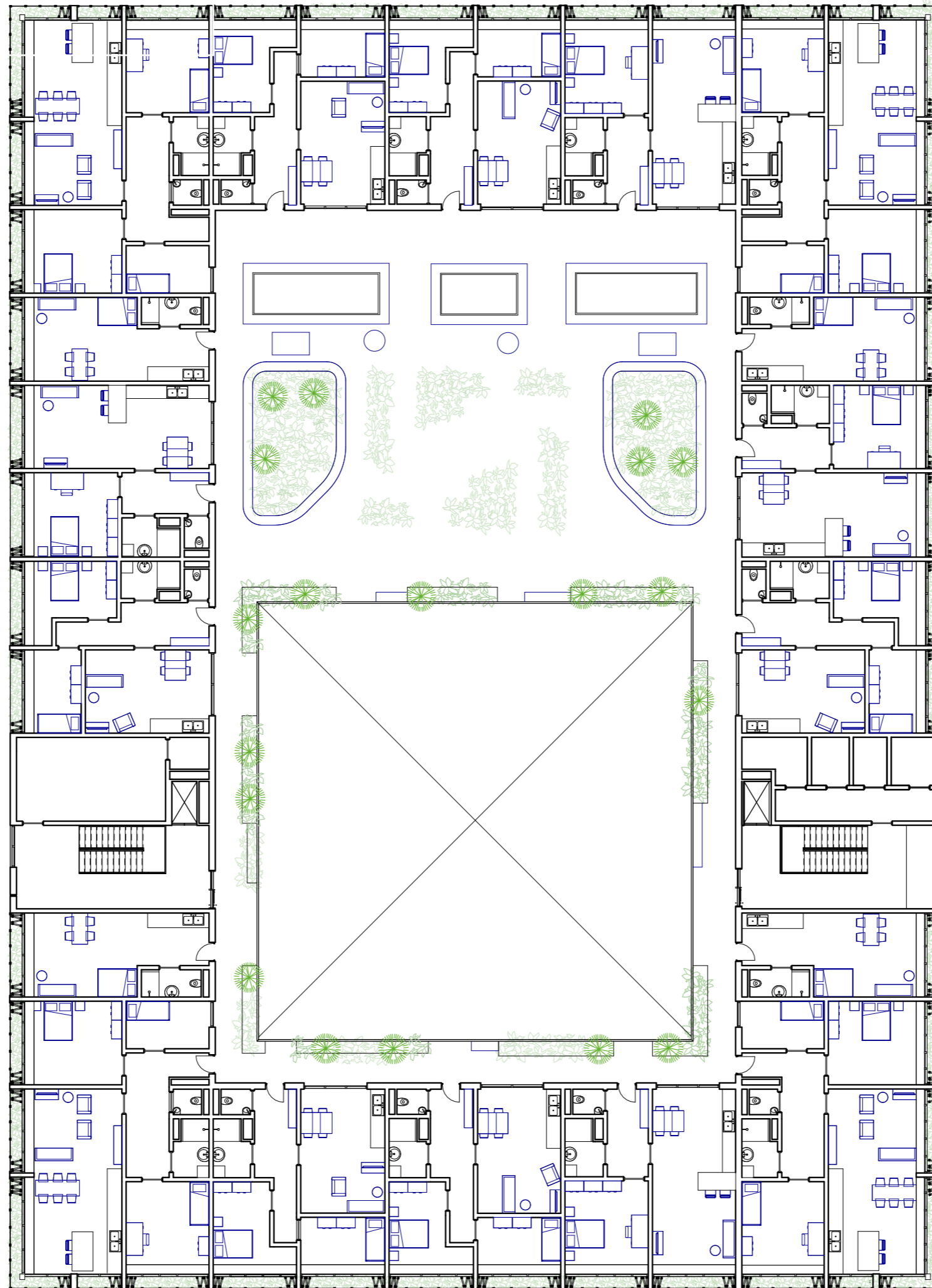
# THE SQUARE

## Sightlines



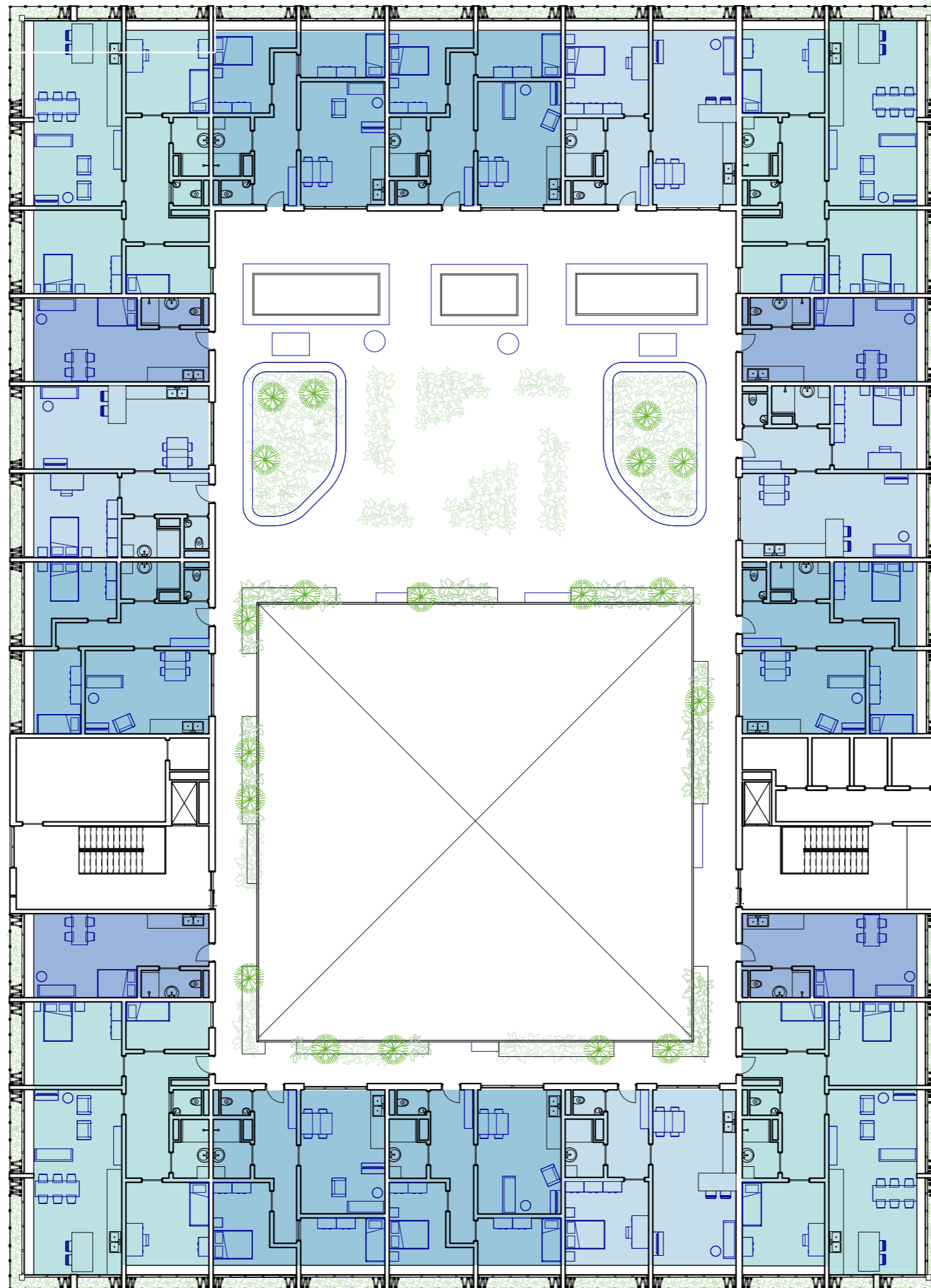
# V&D BLOCK

Second floor

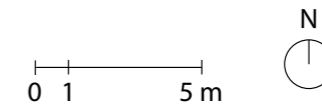
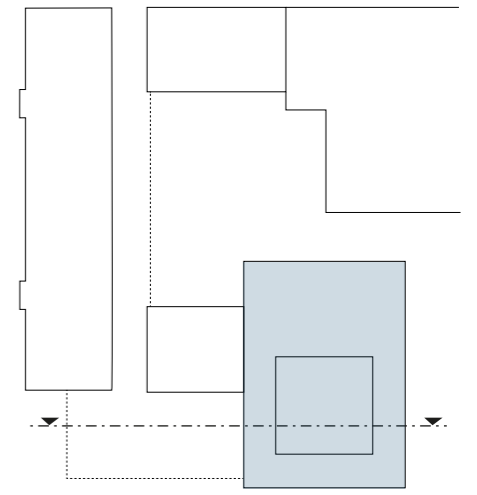


# V&D BLOCK

Second floor: functions



- 2-Rooms apartment
- 3-Rooms apartment
- 4-Rooms apartment
- Studio





# VALUEFRAMEWORK



Pereira Roders, 2007