

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

| Personal information | |
|----------------------|-----------------|
| Name | Sofie Rosenberg |
| Student number | 4602366 |

| Studio | | |
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| Name / Theme | Heritage, the modern mall | |
| Main mentor | Lidy Meijers | Heritage & design |
| Second mentor | Paddy Tomesen | Heritage & technology |
| Argumentation of choice of the studio | I am interested in the past through buildings. Buildings are giving a view of the past which is tangible. Conserving heritage ensures memorising the past and learning from it. Next to it, I think it is really interesting to question the aspect of when is something heritage. Is a building heritage only when it is listed and should it therefore be saved? What are other criteria to save a building? I want to look into those issues. I think the thought of saving (parts of) a building is also interesting in terms of sustainability and dealing with the existing building stock. | |

| Graduation project | |
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| Title of the graduation project | A revitalized Schalkwijk for the neighbourhood |
| Goal | |
| Location: | Schalkwijk, Haarlem |
| The posed problem, | <p>The modern mall knows its origin after the Second World War. Within the post-war neighbourhood, the mall had a central position with all its providing facilities for daily life according to the neighbourhood spirit. The neighbourhood spirit can be defined as the urban theory for the layout of cities in which the decentralization of the big city and consultation of the residents is most important.</p> <p>Bos (1946), founder of the 'neighbourhood spirit' wrote that these facilities should encourage social interaction, but he didn't give any practical tools for how this could be achieved. It can be questioned how the modern mall facilitated the</p> |

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| | <p>opportunity for social interaction. Van der Heijde (2020), Founder of the Office of Urban planning, wrote that in real life the mall only served as a centre for retail and the societal function hardly ever developed.</p> <p>The mall was a recipe for success by its functional aspects. By covering the mall and adding big parking lots next to the mall, undisturbed shopping was made easier. This was followed by architectural adjustments like relocating the window stores to the inside and diminishing the number of entrances and finally the closed. This resulted in closed façades. With the closed façades, the emphasis was put even more on the monofunctionally of shopping.</p> <p>According to Gehl (2007) the amount of social activities is dependent on the quality of the physical environment. With the changes of the mall over time the quality of the physical environment diminished. To add, most malls are dealing with vacancy problems which aren't contributing to the quality of the environment either. The problem can be summarised as the monofunctional focus on shopping resulting in little social contact, one of the main principles of the neighbourhood spirit.</p> |
| <p>research questions and</p> | <p>Main question: In which way does the architecture of the modern mall stimulate social contact between the residents of the post-war neighbourhood?</p> <p>Sub questions:</p> <ul style="list-style-type: none"> - In which way is the modern mall integrated in the spatial structure of the post-war neighbourhood? - What architectural properties do the modern malls have on the building scale in order to stimulate social contact between people? - Which architectural properties can be taken from the value the residents give the modern mall in the post-war neighbourhood? |
| <p>design assignment in which these result.</p> | <p>A design proposal for the Schalkwijk mall contributing to social interaction of the residents.</p> |
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Process

Method description

The research will consist of an analysis of three different post-war neighbourhoods. As case studies, the modern malls 'Leyweg' in Morgenstond (Den Haag), 'Plein 1953' in Pendrecht (Rotterdam) and 'Shopping Centre Schalkwijk' will be analyzed.

Spatial analysis

The first sub-question *'In which way is the modern mall integrated in the spatial structure of the post-war neighbourhood?'* will be answered by a spatial analysis of the three post-war neighbourhoods of the case studies. This will be done on the larger scale of the neighbourhood to see large-scale connections. The analysis will be also done on the scale of the direct surrounding of the malls to have a more detailed view of the spatial elements that directly border the malls. The three case studies will be analysed based on the following elements, inspired by the urban analysis of Lynch (1960) : paths, edges, districts, nodes, landmarks, allotments as well as the urban grid.

The second sub question *'What architectural properties do the modern malls have on the building scale in order to stimulate social contact between people?'* will be answered by looking into the building scale of the different malls. The properties of the buildings and public space will be tested on the criteria of Gehl (2010). Gehl (2010) has established a set of criteria in order to increase the quality of the environment and thereby the level of social activities. The analysis of the different malls will consist of pictures, maps and observations.

The last sub-question *'Which architectural properties can be taken from the value the residents give to the modern mall?'* will be answered by conducting interviews at the different locations of the malls. Based on the interviews, value assessments will be made. Those values will be based on the values of Pereira Roders (2007). There will be looked at the architectural properties which can be taken from the values conducted from the interviews.

The answer to the main question *'In which way does the architecture of the modern mall stimulate social contact between the residents of the post-war neighbourhood?'* will consist of different elements which will stimulate social contact. The first question answers the question on the scale of the context, the second question on the building scale and the last sub-question on the scale of the residents.

Literature and general practical preference

Background theory:

- Bos, I. (1946). De stad der toekomst, de toekomst der stad. Voorhoeve.
- Douma, L. (2011). The relationship between the urban structure of post-war neighbourhoods and their liveability. Faculty of Spatial Sciences, University of Groningen, the Netherlands
- Evers, D., Kooijman, D., Krabben, van der E. (2011). Planning van winkels en winkelgebieden in Nederland. Sdu Uitgevers bv, Den Haag.
- Fledderus, R.H. (1955). Over winkels. Van Holkema & Warendorf N.V., Amsterdam.
- Galema, W. & Hoogstraten, D. van (2005). Winkelcentra: Categorieel onderzoek voor wederopbouw 1940 – 1965. Rijksdienst voor monumenten zorg, Zeist.
- Geyl, W.F. (1946). Wij en de wijkgedachte. V. en S.
- Harbers, A., H. Lörzing and S. Schluchter (2009). De stedenbouwkundige kwaliteiten van de 40 krachtwijken. In: Musterd, S. and W. Ostendorf (2009). Problemen in wijken of probleemwijken? (p. 69-84). van Gorcum.
- Hoop, de A., Alderen, van R., Haitjema, K., Khandekar, S. (2009). Naoorlogse stadswijken tuseen park en stad: Leidraad voor ruimtelijke ontwikkeling. Blauwdruk.
- Howard, E. (1902). Garden cities of tomorrow. Swan Sonnenschein & Co Ltd.
- Kooijman, D. (1999). Machine en theater: Ontwerpconcepten van winkelgebouwen. Uitgeverij 010.
- Korthals Altes, H.J. (2004). Tuinsteden: Tussen utopie en realiteit. THOTH.
- Lörzing, H., & Harbers, A. (2009). Naoorlogse krachtwijken: Stedenbouwkundige kwaliteit als kracht. Consulted from *geo2009-06.indd (pbl.nl)* on 17-03-2023.
- Ministerie van binnenlandse zaken en koninklijk relaties: Volkshuisvesting en ruimtelijke ordening (2022). Nationaal programma leefbaarheid en veiligheid. Consulted from *Nationaal Programma Leefbaarheid en Veiligheid | Rapport / Rijksoverheid.nl* on 17-3-2023.
- Rijksdienst voor het cultureel erfgoed (2016). Westelijke tuinsteden: Toonbeeld voor wederopbouw.
- Vogelaar, E. (2007). Actieplan krachtwijken: Van aandachtswijk naar krachtwijk. Consulted from 2B6F7D38.doc (*officielebekendmakingen.nl*) on 22-3-2023.

Literature for the theoretical framework/ methodology:

- Blom, A., Jansen, B., Heide, van der M. (2004). De typologie van de vroeg-naoorlogse woonwijken.
- Gehl, J. (2010). Cities for people. Island Press: Washington I Covelo I London.
- Kuipers, M., Jonge, W. de (2017). Designing from heritage: Strategies for conservation and conversion. Delft University of Technology.
- Lynch, K. (1960). The image of the city. The MIT press.
- Pereira Roders, A. (2007). Re-architecture: lifespan rehabilitation of built heritage. Technical University of Eindhoven.

- Veldpaus, L., & Pereira Roders, A. R. (2017). Historic urban landscape approach as a tool for sustainable urban heritage management. In S. Asikainen, C. Brites, K. Plebazyk, L. Roga Mijatovi, & K. Soini (Eds.), *Culture in sustainability: towards a transdisciplinary approach* (pp. 62-74). University of Jyväskylä.

Case studies:

- Schalkwijk, Haarlem
- Leyweg, Den Haag
- Pendrecht, Rotterdam

Reflection

1. What is the relation between your graduation (project) topic, the studio topic (if applicable), your master track (A,U,BT,LA,MBE), and your master programme (MSc AUBS)?

The relation between the heritage studio 'the modern mall' and my topic is mostly visible in the occasion of my research: the neighbourhood spirit. With my research, I'm looking into how much is reflected in the mall with this way of thinking.

The link between my project and the architecture track is visible in the design task. With the design, a new centre for Schalkwijk will be created. The focus will be more on social interaction instead of the original shopping function. Later, a part of the design will be elaborated on later. There will be looked into how materials of the demolished parts of the mall can be reused and how the new functions will be shaped.

2. What is the relevance of your graduation work in the larger social, professional and scientific framework.

The academic relevance of this research consists of the link between the modern mall and its architecture on the different scales. With this research the architecture of the mall is mapped. The architecture of modern malls isn't appreciated most of the time, by mapping the characteristics of the architecture, some aspects could be recognised and finally saved.

Improving architectural aspects of the mall and its connection to the neighbourhood, could finally contribute to the improvement of the living environment. That's something which could be valuable for the post-war neighbourhood. On the list of power neighbourhoods (a power neighbourhood is the designation of a neighbourhood with social and economic problems on the list of Vogelaar) (Vogelaar, 2007), 28 out of 40 are post-war neighbourhoods (Lörzing & Harbers, 2009). Complex problems including a high unemployment rate, poor integration and participation, a degraded living environment, criminal activities, unsafety, health disadvantages and the absence of social networks co-exist with each other in these neighbourhoods (Vogelaar, 2007).