

# Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



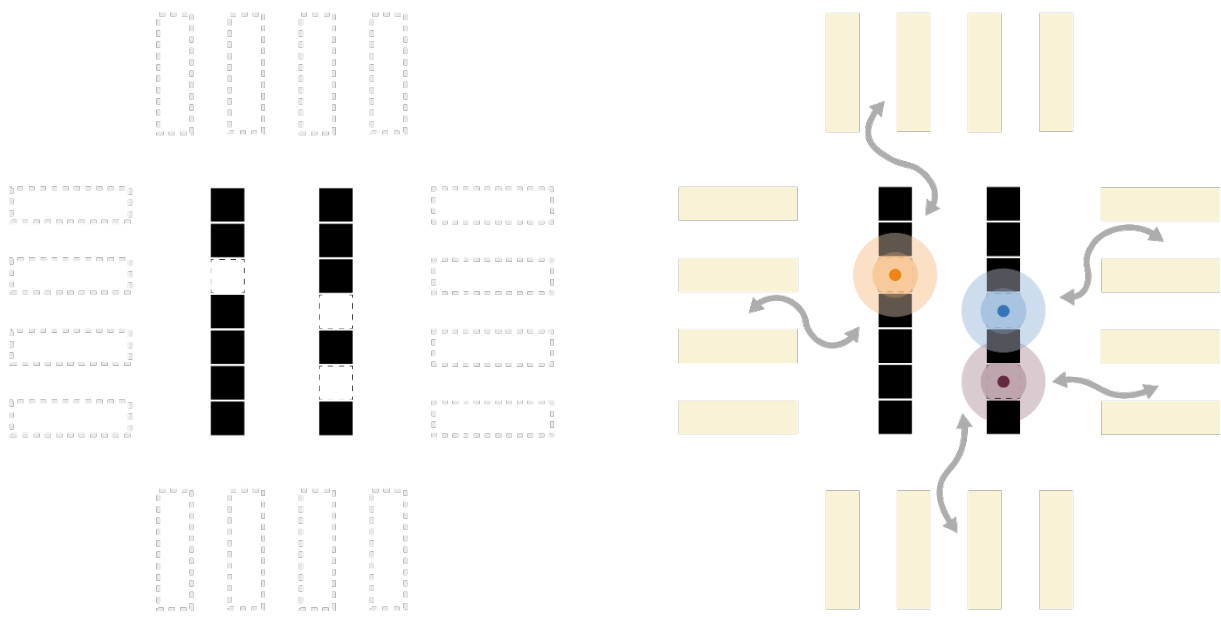
## Graduation Plan: All tracks

Studio		
Name / Theme	Heritage & Architecture Graduation Studio - Adapting 20th century Heritage	
Main mentor	Lidy Meijers	Heritage
Second mentor	Federica Marulo	Heritage
Argumentation of choice of the studio	<p>In this Heritage and Architecture graduation studio, Adapting 20th century Heritage, the modern malls are the main topic of interest. Modern malls can be specified as shopping centres that were constructed after the second world war.</p> <p>Growing up around these malls, I have personally seen them develop through the years. I have noticed the vacancy in many of them has grown through the years. Therefore I was enticed to look into solutions for this situation.</p> <p>Also, many modern malls are regarded as 20th-century heritage, but they are relatively new additions to the heritage portfolio. From an academic point of view, I find it interesting to look into how this 'new' heritage is valued.</p>	

Graduation project		
Title of the graduation project	Mix it up! Research into the application of mixed functions on modern malls and their relation to their neighbourhood.	
Goal		
Location:	The Hague, the Netherlands Shopping centre the Leyweg	
The posed problem	<p>Currently, there are many malls in the Netherlands, especially located locally in neighbourhoods. In 2020 there were 522 small neighbourhood malls in the Netherlands (5-10 stores and 2 or more supermarkets or 10-25 stores in retail) and 110 big neighbourhood malls (25-50 stores) in the area which is not part of the city centre or the main shopping mall (Rossian &amp; Pustjens, 2020). These shopping centres will have to deal with (partial) vacancy in the future, due to the development of, among other things, online shopping.</p> <p>There is a call for mixed functions to include in shopping centres, not the</p>	

monofunctional setup that is currently often seen (EenVandaag, 2021).

Malls are often situated in a neighbourhood, serving as a central meeting point for residents of the area. Despite this localisation, some malls do not function yet as the central meeting point that they have the potential to be. During this research, it will be important to also look into how this addition of functions can benefit the residents of the neighbourhood.



Figures indicating the current vacancy and lack of connection with the neighbourhood (left) and the future scenario in which mixed functions connect the neighbourhood with the shopping mall. (Own work)

research questions

**Main research question:**

How could expected vacancy in malls be counteracted by mixed functions to strengthen its role as central meeting

point for the neighbourhood, while respecting its heritage?

**Sub questions:**

1. How are mixed functions incorporated into the transformation of a public building?
2. How are mixed functions incorporated into the transformation of an existing mall?

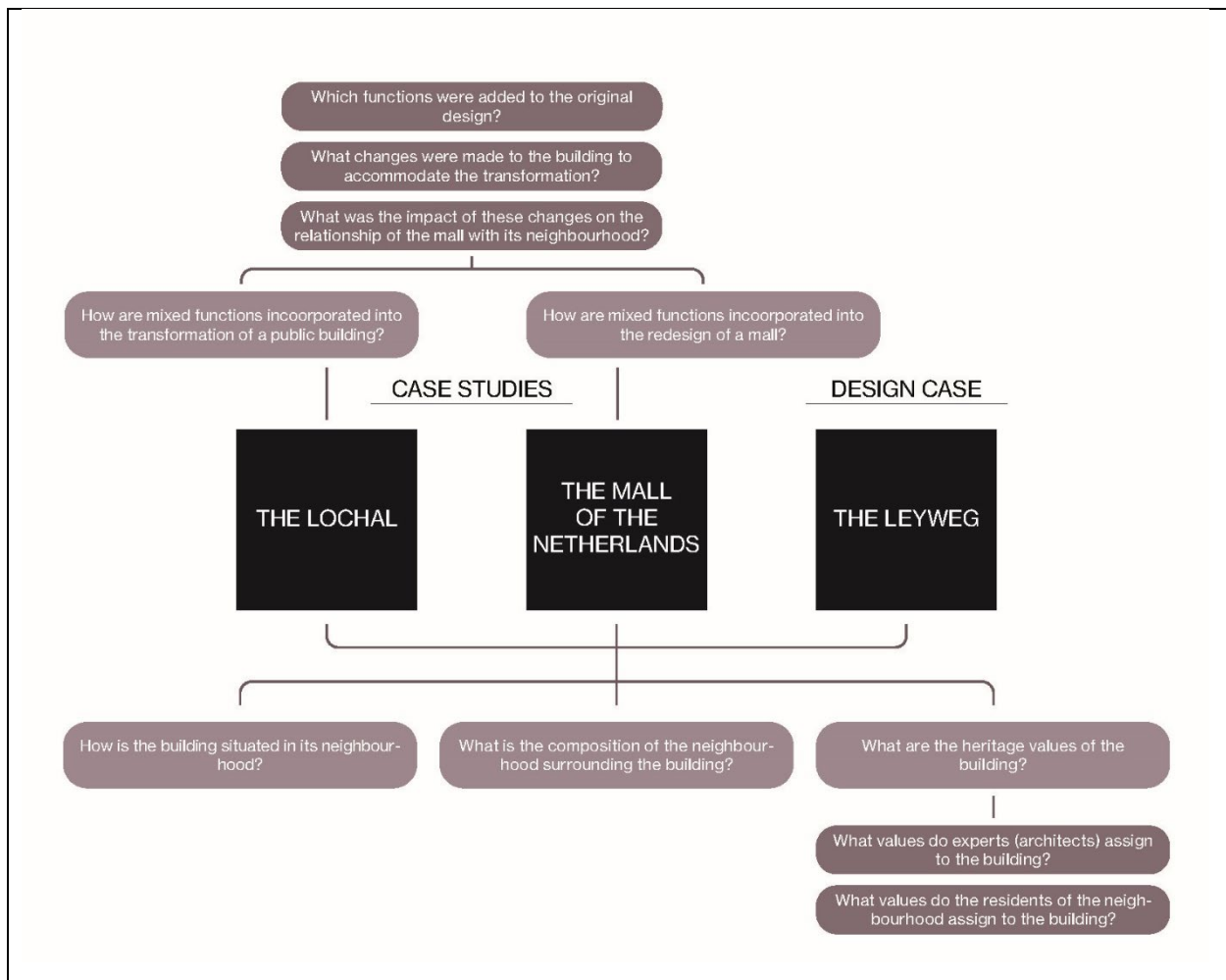
Sub questions 1 and 2 will be answered by:

- Which functions were added to the original design?
- What changes were made to the building to accommodate the transformation?
- What was the impact of these changes on the relationship of the mall with its neighbourhood?

3. How is the building situated in its neighbourhood?
4. What is the composition of the neighbourhood surrounding the building?
5. What are the heritage values of the building?

Sub question 5 will be answered by:

- What values do the residents of the neighbourhood of the Leyweg assign to the building?
- What values do experts (architects) assign to the building?



Overview of the research question and sub questions (Own work).

design assignment in which these result.

In the studio, the location of the design assignment was left up to the students. In my case, the Leyweg was selected. Following the research, findings will be applied to a transformation of a specific part of the shopping mall. In my case, mixed functions will be applied to the centre and the goal of the design is bring back the central function of the shopping mall in the neighbourhood. This will be done through street interviews with residents and the architect of the project to learn about their needs and their valuation of the shopping mall. This will be extended in the design phase to include local authorities, such as the municipality and youth organisations, to head deeper into the needs of all residents in the area.

**Process**

## Method description

The methodology is indicated per sub question.

*How are mixed functions incorporated into the transformation of a public building/ existing mall?*

This will be answered by the following three sub questions:

- Which functions were added to the original design?
- What changes were made to the building to accommodate the transformation?

To answer these questions, archival and literature research will be done. It is mostly focused on the building and will be quite tangible research.

- What was the impact of these changes on the relationship of the mall with its neighbourhood?

This question will be answered by the following questions that will also apply to the Leyweg.

- *How is the building situated in its neighbourhood?*
- *What is the composition of the neighbourhood surrounding the building?*

To answer these questions, archival and literature research will be done, including demographic research into the composition of the neighbourhood.

*What are the heritage values of the building?*

- What values do the residents of the neighbourhood of the Leyweg assign to the building?
- What values do experts (architects) assign to the building?

These questions will be answered by carrying out interviews with the residents of the neighbourhood of the buildings on the street and the architects of the transformation of the buildings, to produce an expert point of view. These interviews will be coded and a value assessment will be done with this information by using the values framework by Pereira Roders (2007) and combining this with the layers of Brand.

## Interviews

Interviews will be held with the local residents of the three buildings. The questions will be formulated so that they will be comparable. The questions will be customized to a degree to the different locations.

For every building the goal is to interview at least ten residents to be able to give a well-established overview of the resident's opinion. The area that is selected for each building is based upon the distance of a ten minute walk. This amounts to a circle with a radius of around 830 meter, based upon an average walking speed of 5 km per hour. The ten minute amount is derived from the concept of the 20-minute

city, often also called the 15-minute city. A concept that is advocated by the C40 cities, a network of mayors from cities worldwide, who aim to combat the climate crisis. In 2020 they published the article 'How to build back better with a 15-minute city', in which it was stated that:

*'In a '15-minute city', everyone is able to meet most, if not all, of their needs within a short walk or bike ride from their home. It is a city composed of lived-in, people-friendly, 'complete' and connected neighbourhoods. It means reconnecting people with their local areas and decentralising city life and services.'*

Within the ten minute walking circle, natural boundaries, such as wide roads, are taken as a means to select certain areas within the circle. Also, the borders of the different neighbourhoods will be taken into account.

The street interviews will take place on multiple days, due to the desired size of the response groups. Visits will be paid to the locations on weekdays and weekend days, since many residents are not expected to be home during the day on weekdays. Going on both week and weekend days will ensure a response group that represents the residents well. This will be checked by the demographics for each location.

The interviews are anonymous, only an indication of their age is given. This indication will be in decades, such as 20's, 30's, 40's. This means that a person who is 34 will be indicated as being in their 30's. The interviews are held with people who are over 18, therefore if a person's age is indicated as 10's, their age will be 18 or 19.

### **Bias**

As an architecture student, I have developed a certain frame of reference through which I approach the research. As architecture students, we are trained to make analyses and observe the space around us through a certain lens. In the process of the value assessment, I will be the person coding the interviews and distilling values from the words of others. Therefore it will be important to keep this in mind while approaching the research.

### **Ethics**

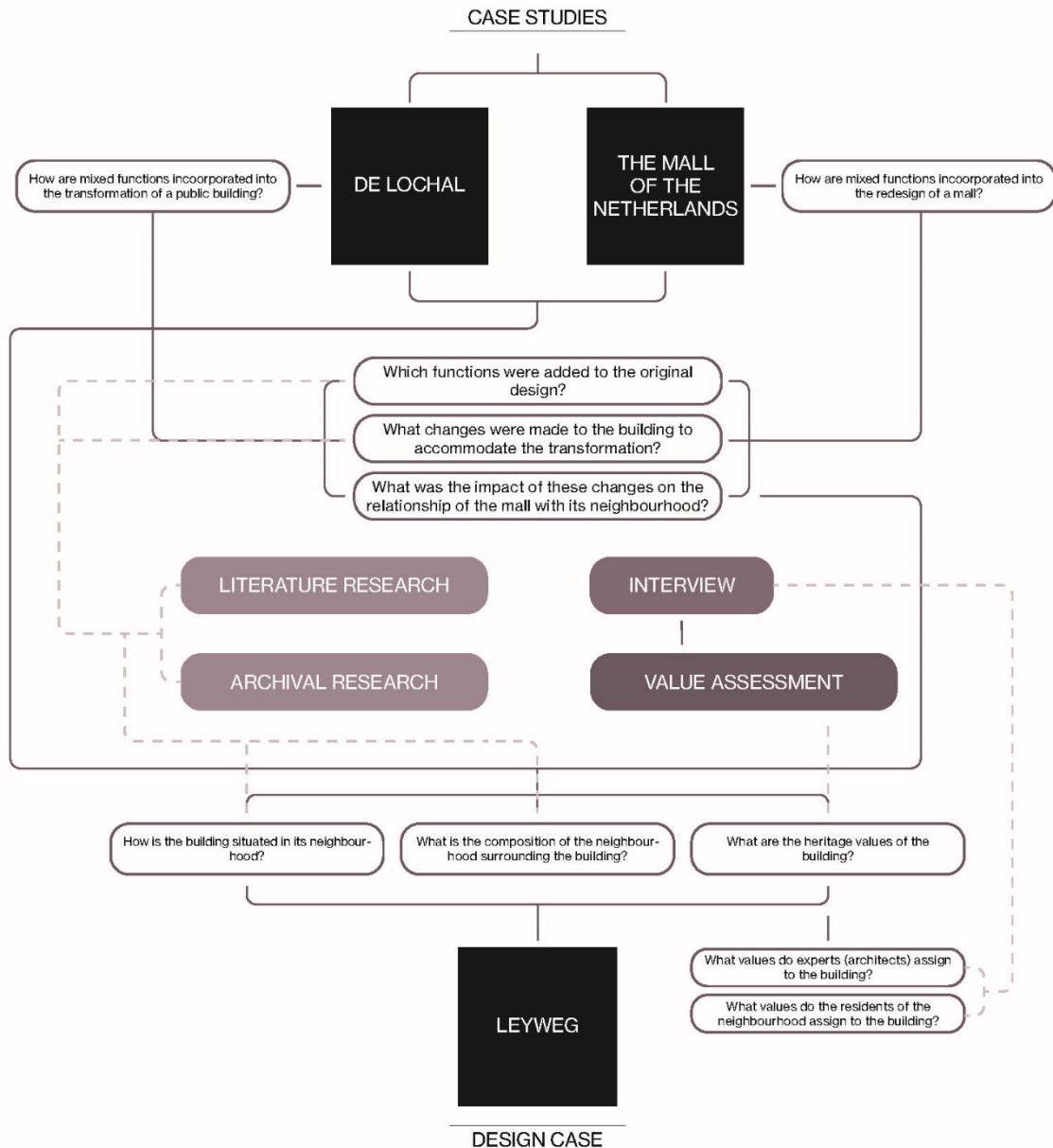
The street interviews will be anonymously, only age will be asked and this will be indicated in decades, because this is the only minimum information that is needed to conduct the interviews. People who participate will be asked for verbal consent for the interview to be recorded. During this, it will be mentioned that the voice recording is solely meant for transcription purposes and will be deleted after the transcription is made. The decision was made to ask for verbal consent instead of an elaborate written consent form, since the interviews are anonymous, informal and relatively short (5 min). All participants will be offered my email address at the end of the interviews and are told that they can contact me at any time to indicate that they would like to withdraw from the interview, for any reason.

People who are interviewed will be asked their age and should be 18 or older when participating. This is following the legislation in the Netherlands that, when a person turns 18, they are seen as adults by the government. They are able to give their own consent and make their own legal decisions.

### **Design phase**

During the design phase, experimenting will remain important. During the first stages of the design, it will be an interesting way to expand upon first ideas and create multiple alternatives as design solutions. This will be done in multiple ways, among them sketching and modelling. The creation of physical models remains important, despite the rise of digital modelling. When creating a physical model it gives an immediate overview of a design idea, sometimes that can be held in your hands and turned 360 degrees. Multiple variations can also easily be placed beside each other.

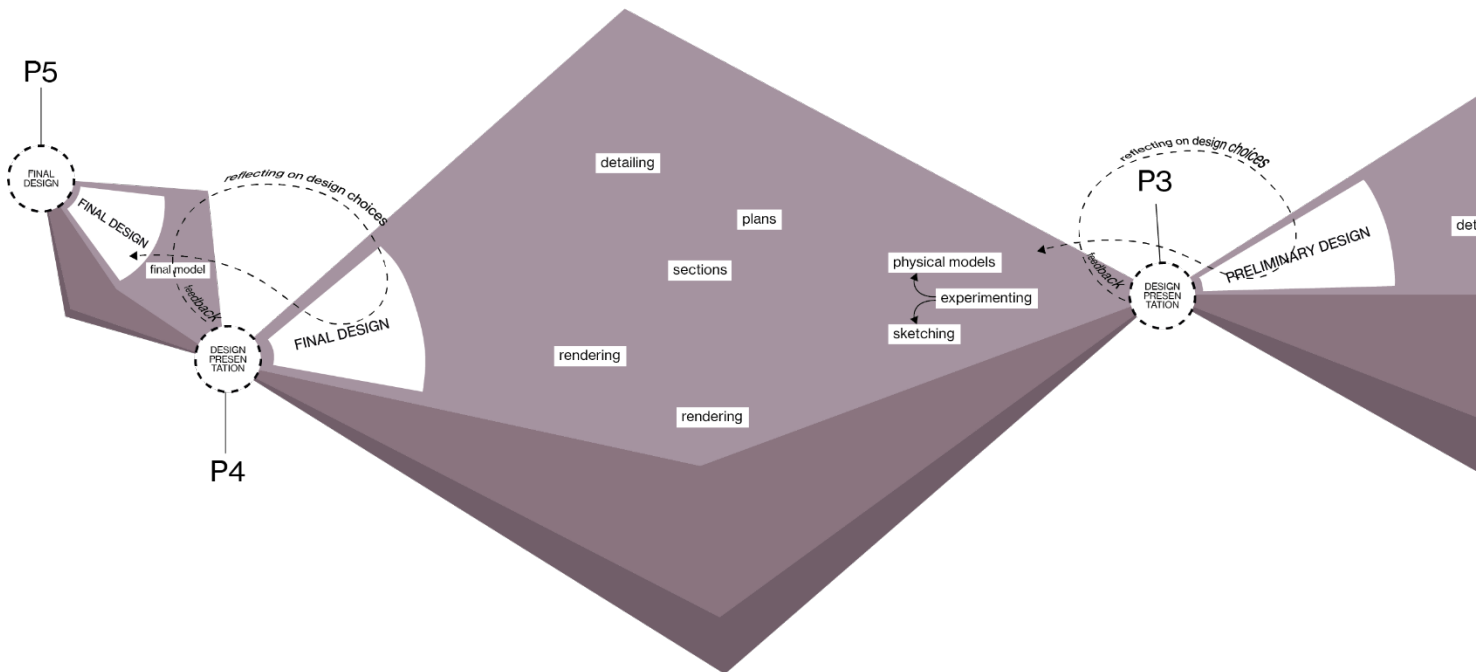
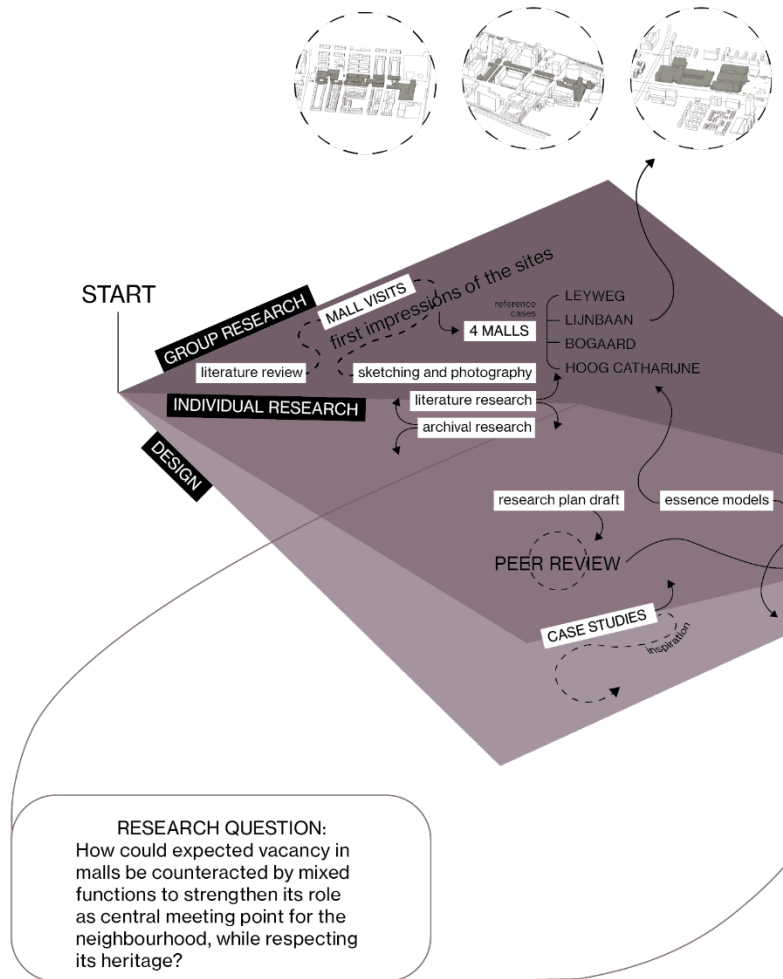
More research supporting the design will be done into the functioning of public space (squares) in general and specifically in different cultures, based upon the presence of nationalities in the neighbourhood of the Leyweg.



Overview of the research question and sub questions connected to the methodology (own work).

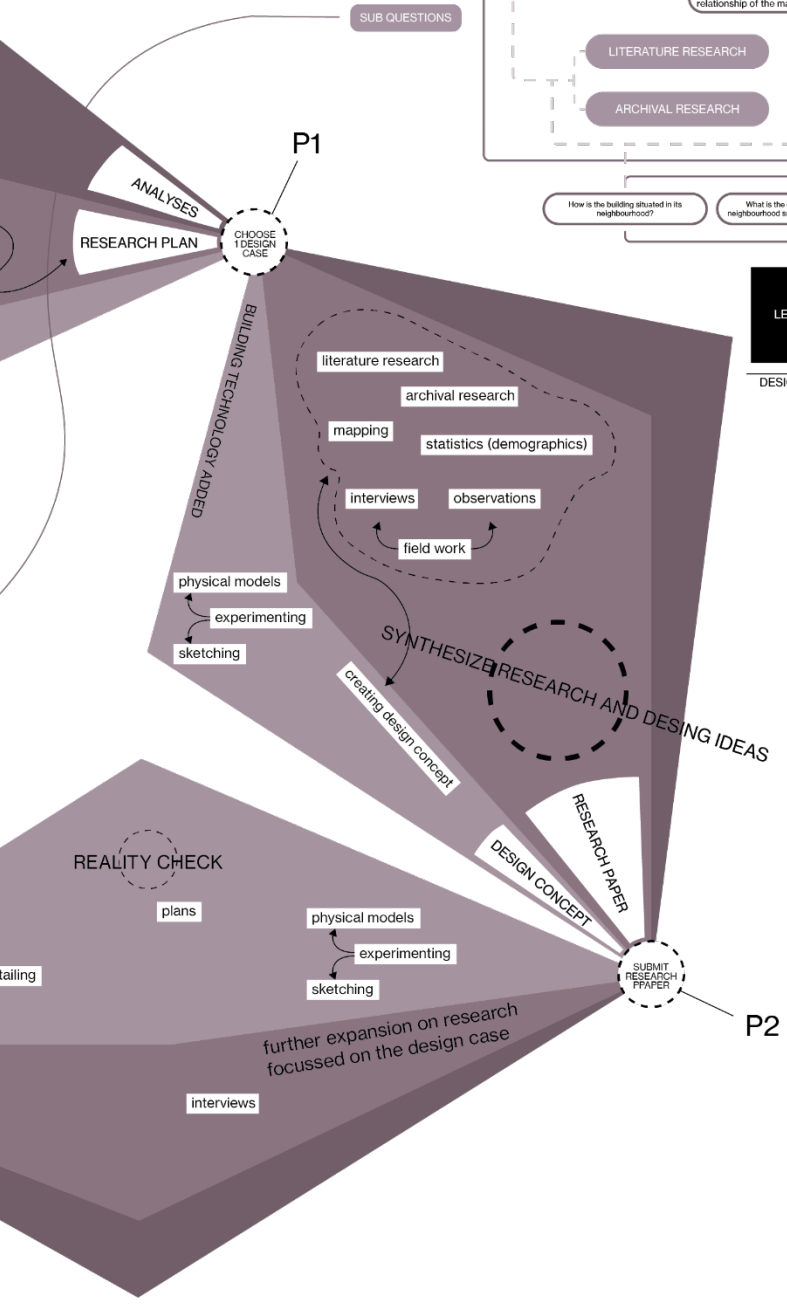
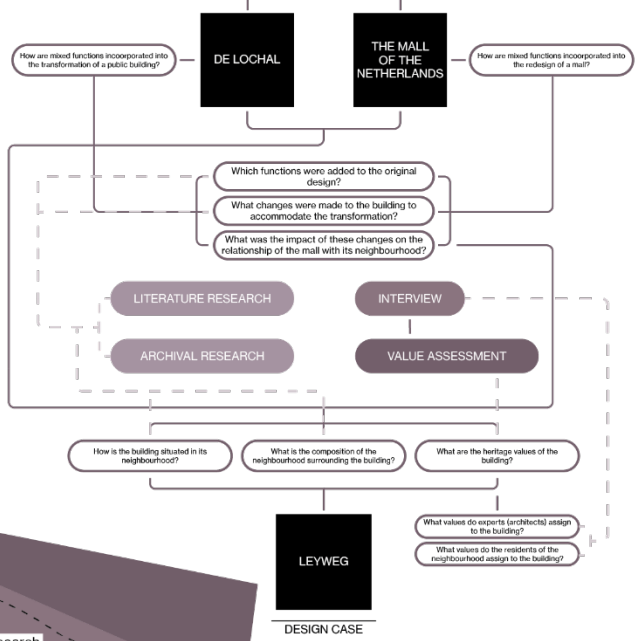
As a last addition, my research diagram is depicted on the next page of this document. This shows my process up until the present.







CASE STUDIES



## Literature and general practical preference

Brand, C., Götschi, T., Dons, E., Gerike, R., Anaya-Boig, E., Avila-Palencia, I., de Nazelle, A., Gascon, M., Gaupp-Berghausen, M., Iacorossi, F., Kahlmeier, S., Int Panis, L., Racioppi, F., Rojas-Rueda, D., Standaert, A., Stigell, E., Sulikova, S., Wegener, S., Nieuwenhuijsen, M. J. (2021). The climate change mitigation impacts of active travel: Evidence from a longitudinal panel study in seven European cities. *Global Environmental Change*, (67). <https://doi.org/10.1016/j.gloenvcha.2021.102224>

C40. (2020). How to build back better with a 15-minute city. Retrieved on 19 May 2023, from: [https://www.c40knowledgehub.org/s/article/How-to-build-back-better-with-a-15-minute-city?language=en\\_US](https://www.c40knowledgehub.org/s/article/How-to-build-back-better-with-a-15-minute-city?language=en_US)

EenVandaag. (2021, 6 August). Minder winkels, meer woningen, horeca en cultuur: zo ziet het stadscentrum van de toekomst eruit. [Video]. Retrieved on 20 March, from: <https://eenvandaag.avrotros.nl/item/minder-winkels-meer-woningen-horeca-en-cultuur-zo-ziet-het-stadscentrum-van-de-toekomst-eruit/>

Galema, W., van Hoogstraten, C. (2005). Winkelcentra. Categorieel onderzoek wederopbouw 1940-1965. Retrieved on 12 April 2023, from: <https://www.cultureelerfgoed.nl/publicaties/publicaties/2005/01/01/winkelcentra-categorieel-onderzoek-wederopbouw-1940-1965>

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Meurs, P. (2016). Heritage-based design. Delft: TU Delft - Heritage and Architecture.

Pereira Roders, A. (2007). Re-architecture : lifespan rehabilitation of built heritage - basis. [Phd Thesis 1 (Research TU/e / Graduation TU/e), Built Environment]. Technische Universiteit Eindhoven. <https://doi.org/10.6100/IR751759>

Relph, E. (1976). Place and placelessness. London, England: Pion Limited.

Rosian, A., Pustjens, M. (2020). Wijkwinkelcentra in Nederland. Colliers. Retrieved on 6 April 2023, from: <https://www.colliers.com/nl-nl/research/20200118wijkwinkelcentra>

United Nations. (n.d.). Goal 11: Make cities inclusive, safe, resilient and sustainable. Retrieved on 19 May 2023, from: <https://www.un.org/sustainabledevelopment/cities/>

## 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)?

In the Heritage studio, we all start from the same general topic, in our case the modern mall. Since we are a heritage studio, all of our projects will in part focus on the heritage itself. Designing with respect to what is already present on location is something that is part of every design assignment. Where other studio's perhaps focus on a full newly constructed building, they will still have to design with the existing context in mind. The difference with the heritage studio will be that we do not fully construct a new building, we take the existing into account and apply interventions to this.

In my case, besides heritage, I bring mixed functions and the role of the neighbourhood into the equation. Social and functional aspects will be a part of all the different architecture studio's, since they are universal elements in our design for buildings or on bigger scales, such as on the urbanism scale. As the track architecture, we tend to be design focused and often work on a smaller scale than, for instance, urbanism. But all tracks are intertwined in a sense that they support each other and later, in practice, all different roles are necessary to create a well put together project. As a master programme at the technical university, the programme is one that combines technical elements with designing and therefore combines technology with creativity.

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

Currently, many malls are already dealing with vacancy and it is to be expected that this will increase in the future. This research will look into how this vacancy can be filled and simultaneously benefit the neighbourhood in which the mall is located. Since there are 522 small neighbourhood malls and 110 big neighbourhood malls in the Netherlands (Rosian & Pustjens, 2020), a response from architects is needed. This response will be required to take the heritage of these relatively new additions to the heritage domain into account.

It can be challenging for architects to evaluate the heritage of a building. Not only are they influenced by clients, budget and time, but they are also influenced by their own education and theories, which can lead them to have trouble placing the heritage first (Kuipers & de Jonge, 2017, pp 86).

Through the years, many declarations and charters were drawn up to provide standards for conservation, restoration and design in a historical context. Because of the amount of guiding principles, this can be confusing for practising architects. As Meurs mentions in his book *Heritage-based design* (2016, pp 13): 'The conceptual, scientific and social context of heritage has changed drastically.

In this research, a value assessment is applied to different buildings. This will be a learning experience for me personally as well as to bring the evaluation tools that are available to architects into practice.

Architects are not the only people valuing the buildings and definitely not the only users of malls in this case. Buildings can mean something entirely

different to people or a community, than to experts. What experts could see as a building without value, that could easily be torn down, could be seen as an essential monument by locals (Meurs, 2016, pp 43). These objects are often related to social life, which makes the mall an applicable example in this case. Malls are rooted in the Dutch urban fabric, they were often designed as an integral part of a new neighbourhood (Galema & van Hoogstraten, 2005). Therefore this research indicates the residents of the neighbourhood surrounding the mall (or a building) as the main subjects.