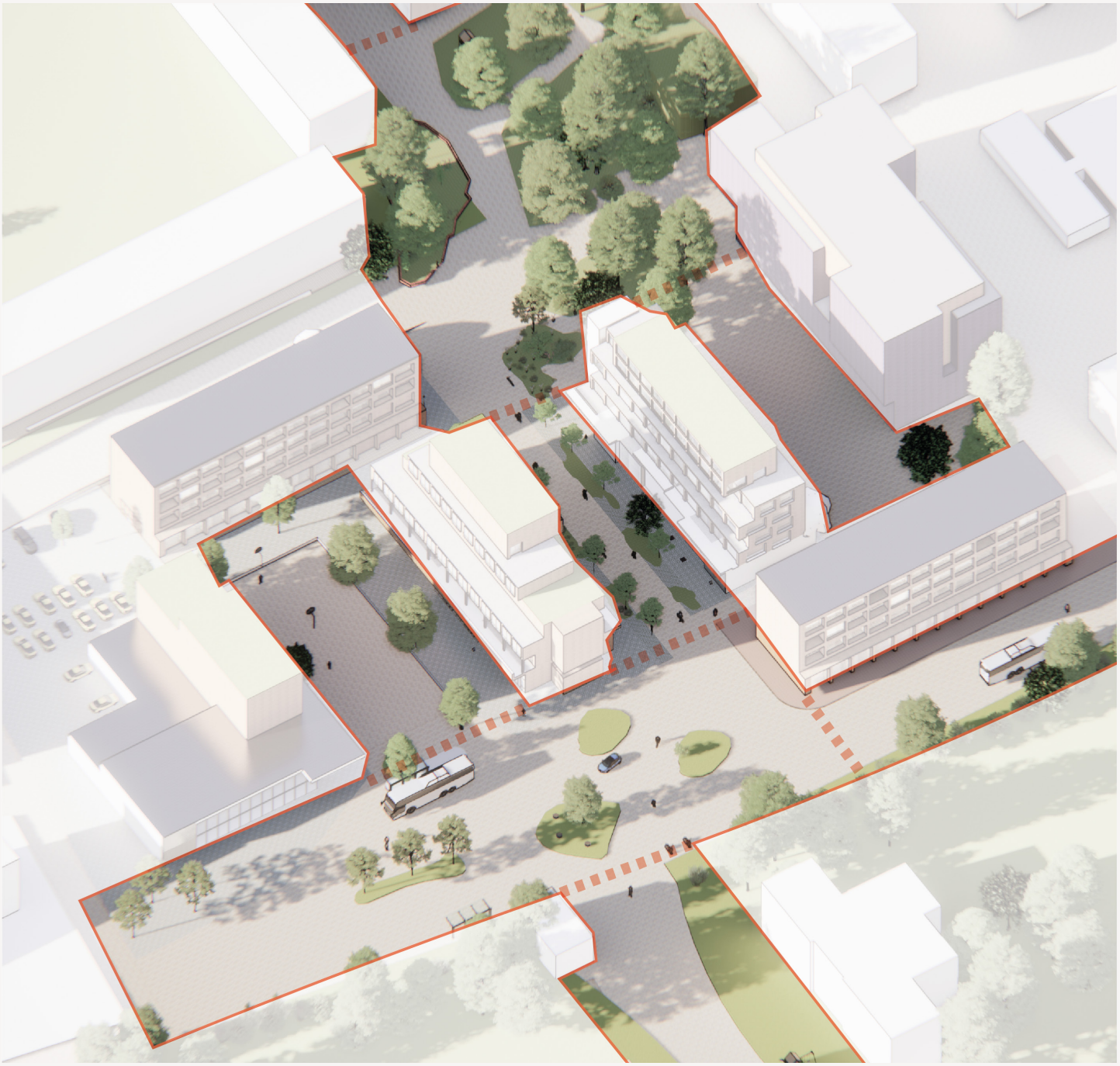
Master thesis
PAULA NOOTEBOOM



CENTRAL SPACES

TRANSFORMING THE MODERNISTIC POST-WAR CENTRE INTO THE FLEXIBLE, SOCIAL HEART OF THE FUTURE NEIGHBOURHOOD.

Case of de Klop, Overvecht

CENTRAL SPACES
Transforming the Modernistic post-war centre into the Flexible, social heart of the future neighbourhood.

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PREFACE

This report is a Master thesis, made as a part of the graduation trajectory of the Master of Urbaism at the Delft University of Technology. The trajectory has started in September 2021 and will be finished in June 2022. This report shows the research and outcomes of the Post-war expansion neighbourhood Overvecht, a neighbourhood of the city of Utrecht.
Looking at the themes of social inclusion and digitalisation and the function/importance of a centre. Through research by design a transformation proposal is made for shopping centre de Klop.

These themes are based on my own interests. In this ever changing society, with more and more online, how can we still keep this social contacts. As I have experienced the past two years of covid-19. working and meeting people online becomes more normal.

Next to this I find it interesting to look at deprived or less neighbourhoods and help increase the safety etc in such a neighbourhood.

TABLE OF CONTENT

INTRODUCTION

It is a very common phenomenon in the netherlands, small shopping strips in post-war neighbourhoods built in the 60's and 70's. They often appeared in the 'plinth' of gallery flats or as separate blocks in the middle of the neighbourhood. (Rijksdienst voor het Cultureel Erfgoed, 2015) The post-war reconstruction period was characterised by the construction of numerous new housing estates outside the city centres according to the neighbourhood concept. A large city was seen as too confusing to live in, therefore the neighbourhood units were designed according to their own social structures and were subdivided into different districts that were equivalent to a village in terms of population. The shopping facilities emerged within this neighbourhood concept, which assumed that the most important facilities should be located within walking distance, where family life took place. They had to form the lively centres in central locations within those districts. (Rijksdienst voor het Cultureel Erfgoed, 2017) The shops provided the daily necessities of life. Society has now changed considerably and many of these shopping strips no longer function as originally intended. We often do our shopping only once a week, if possible by car, we shop online and we have different requirements for buildings, public spaces and accessibility. (National Cultural Heritage Agency, 2015). The shopping strips have become places where vacancy, decay and nuisance easily flourish. Places where the retail function can be completely written off. They are being transformed towards housing, a park or playground, or nothing is done and it becomes worse and worse like a downwards spiral . (Rijksdienst voor het Cultureel Erfgoed, 2017)

The deterioration does not only affect the shopping strips themselves. Due to their location in the centre of the neighbourhood and their socio-cultural position, the shops often drag the neighbourhood down with them. The problems of these neighbourhoods are huge and overwhelming the local shopkeepers. (Rijksdienst voor het Cultureel Erfgoed, 2015)

The ideas of the 60's and 70's no longer fit into our contemporary society. A society of individualism, digitalisation, a multicultural society and continually improving mobility. But also a time in which more and more people want to live in the city and the consequences of climate change and rising sea levels are becoming more and more visible. The increase in mobility has made many of the neighbourhood and district facilities redundant. People have been given the opportunity to develop outside the neighbourhood. These facilities are losing their function and can no longer exist. (Haamans, n.d.)

Therefore these shopping strips as well as their neighbourhood need to be transformed into an idea that works with current and future society.

1. PROJECT DEFINITION

1.1. PROBLEM FIELD

1.1.1. PROBLEMS IN POST-WAR NEIGHBOURHOODS

At present time, we are on the point of multiple transitions: Life changes fast. Online to physical shopping, mobility transition, housing problem. The cities built in the 60s and 70s of the past decade are not coping with these transitions.

After the Second World War, War damage, a halt in house building and a growing population had created a huge shortage of housing. Therefore, the Netherlands underwent a period of rapid construction. Today the post-war neighbourhood occupies 1/3 of the total housing stock, the spread over the netherlands can be seen in figure 1.1

Due to large financial and material shortages, new ways had to be found to satisfy the housing shortage. Modern urban planning and public housing principles were applied on a large scale and further explored. The reconstruction plans are influenced by various political and sociological convictions. The idealistic view from the twenties and thirties returned, whereby the working class in the new plans would be provided with spacious, healthy, and green living environments. The neighbourhoods were set up following modernist ideas in which dwellings are separated from other functions. Shops for the first time were located in shopping centres and companies on industrial estates.

In the past decade, many researchers have studied post-war neighbourhoods, their nature, their development, and their functioning right now. Almost all studies have shown that the neighbourhoods functioned very well in the beginning and that residents were happy to live in these type of neighbourhoods, since the quality of both housing and the living environment in these neighbourhoods was often much

Figure 1.1. All the post war neighbourhoods in the netherlands. Source: CBS (2022)

higher than in pre-war neighbourhoods. The neighbourhoods were much more spacious and had much more greenery, and the homes were more spacious and had better kitchens and bathrooms than before. (Argiolu et al., 2008). They still have a lot of positive features, since surveys of residents have shown that the large green spaces are positively appreciated by a considerable number of residents. (Argiolu et al., 2008). The accessibility of sports fields and shopping centres, is also often highly valued (Musterd & Van Kempen, 2005). However, many of these post-war neighbourhoods gradually began to experience problems in the late nineteenth century.

Today, a big part of these neighbourhoods are among the most problematic neighbourhoods of the Netherlands. In 2007 the government of the netherlands appointed forty so called 'Krachtwijken':

"Neighbourhoods where the quality of the living environment remains significantly below that of other neighbourhoods in the city due to an accumulation of problems. Complex societal problems such as school drop-out rates, a deteriorated and monotonous residential and living environment with few opportunities for social contact, high unemployment (among young people), inadequate integration of newcomers and poor emancipation and participation, few jobs in the neighbourhood, insufficient youth care, health problems, crime and feelings of insecurity, and a lack of relevant social networks and contacts occur frequently and in parallel in these neighbourhoods. "(VROM / WWI 2007:3)

Figure 1.2 shows these fourthy neighbourhoods. Fifteen of these fourty are entirely post-war and thirteen consist largely of post-war housing. (Harbers, 2007).
Recently, many news items have come to light that do indeed substantiate and highlight this problem. (figure 1.4 and 1.5)

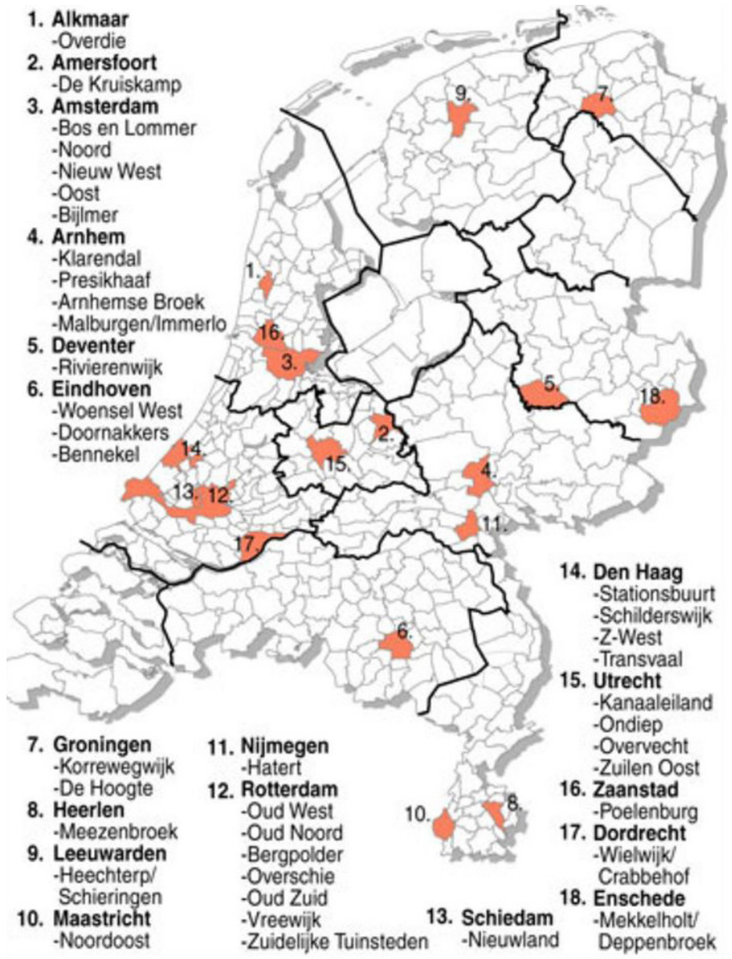


Figure 1.2. Map and list showing the fourty Krachtwijken as announced by the ministry of VROM. Fifteen of these are completely Post-war and thirtheen consist largely of post war housing. Source: Vogelaar (2007)

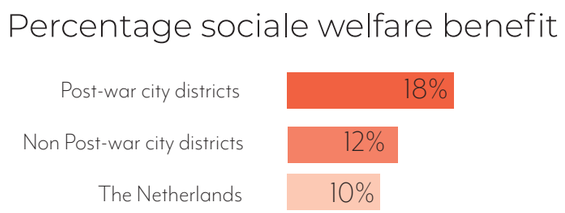


Figure 1.3. Households with social allowances as main sourche of income. Source: CBS (2017)

From attractive residential areas, many neighbourhoods seem to have slipped into unattractive residential areas, where in a large number of cases people only move in or stay out if there are no other alternatives. A research of the central bureau of statistics showed that a lot of post-war neighbourhoods are socially economic weak. (Figure 1.5) On average, the percentage of people with a social welfare benefit is almost two times as high in post-war Neighbourhoods than in the netherlands. (Figure 1.3)

In figure 1.4 the news articlee claims that the original design of these neighbourhoods, based on the idealism of community building is one of the reasons for these problems. Changes in society and the demographical composition have altered the use and significance of communal, green public spaces. Many of these public spaces are nowadays poorly used and evoke feelings of monotony, anonymity and social insecurity. Next to this, the neighbourhoods are lacking vibrancy.

Naoorlogse woonwijk is te vaak niet meer van deze tijd

Hanne Obbink
REDACTIE BINNENLAND

Veel woonwijken die na de Tweede Wereldoorlog zijn gebouwd, zijn niet meer bij de tijd. Ze zijn grotendeels gebouwd voor doorsneegezinnen: vader, moeder, twee kinderen. Maar tegenwoordig bestaat de Nederlandse bevolking voor bijna 40 procent uit eenpersoonshuishoudens. Ook op het toenemend aantal ouderen zijn deze wijken niet berekend.

Dat zegt Floris Alkemade, als Rijksbouwmeester de belangrijkste adviseur van de regering op het gebied van architectuur en stedenbouw. Bijna driekwart van de Nederlandse woningen staat in zulke wijken. Die moeten grondig aangepakt worden om er weer een goede leefomgeving van te maken, ook voor ouderen en andere kwetsbare groepen. Alkemade schrijft later deze maand een prijsvraag uit voor ontwerpen die 'toekomstbestendige' wijken moeten opleveren.

Van ouderen wordt verwacht dat ze steeds langer zelfstandig blijven wonen, betoogt Alkemade. Maar dat kan alleen als ook wie slecht ter been is in de buurt boodschappen kan doen en een huisarts op loopafstand heeft. "Alleen al een iets te hoge stoeprand kan voor ouderen een barrière zijn om naar buiten te gaan."

Maar het gaat Alkemade lang niet alleen om zaken als stoepranden of trapliften. In de wijken die hij op het oog heeft, zijn sociale netwerken – via de kerk, via buren, via verenigingen – vaak weggevallen en dat werkt vereenzaming in de hand. Verschillende bevolkingsgroepen leven er langs elkaar heen. "Dit soort wijken heeft dus baat bij een nieuw soort buitenruimte waar mensen elkaar weer kunnen ontmoeten, bijvoorbeeld in woningen rond hofjes."

Of het nu om wijken vol jarenvijftigportiekflats gaat, om bloemkoolwijken uit de jaren zeventig of vinexwijken uit de jaren negentig, alle zijn zij 'monofunctioneel', zegt Alkemade. Ze zijn alleen geschikt als woonwijk. Maar in de toekomst moet minstens ook zorg er een plaats krijgen. Juist die behoefte aan zorg kan een hefboom voor verbeteringen zijn, hoopt Alkemade. Daarnaast moeten ook combinaties van wonen en werken mogelijk worden in deze wijken.

Eén recept is er niet. Sommige wijken zijn zo ruim opgezet dat er 'wezenloze tussenruimtes zijn ontstaan die afstand en vervreemding scheppen', zegt Alkemade. Zo'n wijk gaat erop vooruit als ze dichter bebouwd wordt. Elders moet misschien juist nieuwe pleinen worden aangelegd of kan het helpen een blok te slopen om delen van de wijk met elkaar te verbinden.

Het karakter van zulke wijken zal veranderen, tot verdriet van stedenbouwkundigen die hechten aan architectonische geschiedenis. Maar, zegt Alkemade, kijk naar de historische binnensteden. "Die zijn van generatie op generatie aangepast en juist daardoor zijn ze interessant en prettig om in te leven." In de prijsvraag worden wijken in Almere, Groningen, Rotterdam en Sittard-Geleen als proefgebieden aangepakt. De ingediende ontwerpen moeten ontwikkelingen ook elders in het land stimuleren.

OVER DERTIG JAAR OPNIEUW VEROUDERD?

Wees zuinig op de naoorlogse wijken. **Ga niet slopen** en bouwen om te ontdekken dat ze over dertig jaar opnieuw verouderd zijn. Dat pleidooi stelt stedenbouwkundige Wouter Veldhuis tegenover de inzichten van de Rijksbouwmeester. Hij schreef mee aan het onlangs verschenen boek 'Nieuw-West, parkstad of stadswijk'. Het Amsterdamse Nieuw-West is zo'n naoorlogse wijk. Juist ingrepen die wijken als Nieuw-West moesten verbeteren, pakken soms slecht uit voor ouderen. "Ziekenhuizen en verzorgingshuizen staan vaak in dit soort wijken", zegt Veldhuis. "Maar vooral die verzorgingshuizen worden vaak gesloopt, om plaats te maken voor woningen. En dan verdwijnen dus ook de bijartzaal en de koffiekamer." Veel groen in naoorlogse wijken heeft z'n functie verloren, vindt ook Veldhuis. "Kijk of je het **een nieuwe functie** kunt geven. De gemeente verwaarloost vaak het groen. Maak je er een moestuintje van, dan wordt ook dat weer een ontmoetingsplek."

Van ouderen wordt verwacht dat ze steeds langer zelfstandig blijven wonen

Figure 1.4. News article showing the problems in Post-war expansion neighbourhoods. Source: Obbink (2020)

CBS: veel naoorlogse wijken sociaaleconomisch zwak

16 november 2017, 06:00 • 2 minuten leestijd

© Google Street View

PROVINCIE UTRECHT - Inwoners van stadswijken die vlak na de Tweede Wereldoorlog zijn gebouwd, zitten vaker in de bijstand dan inwoners van andere wijken. Ook leven ze vaker rond het sociaal minimum, wonen ze vaker in een huurwoning en zijn ze vaker alleenstaand.

Figure 1.5. News article showing the economical problems in Post-war expansion neighbourhoods. Source: CBS (2017)

1.1.2. DECLINING SHOPPING CENTRES

The presence of shops, facilities and catering establishments in these neighbourhoods should generate the vibrancy that is currently lacking. They generate a movement, a coming and going of people, the exchange of news. When the neighbourhoods just were built many did experience this kind of liveliness; shop plinths in flats functioned well, while groups of children, created a commotion. However, many post-war shopping plazas and squares went through a period of decline. The change in the demography of the neighbourhoods is yet again a big reason for this. Families became smaller, mothers went out to work, there was an ageing population, leisure patterns shifted, children's use of public spaces changed: it did not do the liveliness of the early post-war neighbourhoods any good. Next to this, the shift in mobility gave the inhabitants a much larger action radius than just their neighbourhood. This led to smaller neighbourhood shopping centres being increasingly replaced by larger centres outside of the neighbourhood.

In the past decades, an additional problem worsened this already existing problem: The smaller shopping centres and shopping strips, normally in the centre of the district and also socially central, are under pressure due to digitalisation. Many of these experience vacancy, dilapidation, and lack of safety, and this threatens only to increase. The deterioration does not only affect the shopping strips themselves. Due to their location in the centre of the neighbourhood and their socio-cultural position, the shops often drag the neighbourhood down with them.

It seemed that the covid-19 pandemic at the start of 2020 would make this even worse. (figure 1.6) However, studies of research firm Locatus (2022) show that in 2020 and 2021 the vacancy in shopping centres stayed nearly the same. The big reason is that these are being transformed into dwellings. While this is inescapable, and a great way to reduce the vacancy, the societal importance of the shopping street is big. If all shops are being transformed into dwellings the liveliness, social meetings, cultural exchanges and togetherness will disappear together with the shops. This is important for every neighbourhood, but especially for Krachtwijken.

Figure 1.6. News article stating that the vacancy of shops increases because of the covid-19 pandemic. Source: NOS news (2021)

Figure 1.7. News article stating that the vacancy of shops has beome less, due to the transformation into dwellings. Source: Trouw (2022)

1.1.4. THE IMPORTANCE OF SOCIAL COHESION

This all results in a lack of social cohesion in these neighbourhoods. The theme of social cohesion has been high on the political agendas Both as a problem and as a solution. The lack of social cohesion can cause various problems, for example regarding integration and migration. But creating social cohesion can also be seen as a means to prevent problems in the neighbourhood, such as nuisance. Nobody doubts that social cohesion within a neighbourhood can deliver a positive contribution to the quality of life in that neighbourhood. It can make residents feel more at home, increasing their individual sense of well-being. Especially in neighbourhoods with problems, such as post-war neighbourhoods, it is important for residents to come and stay into contact with each other. Not only to strengthen the bond with the living environment, but also to ensure that residents show less undesirable behaviour. In Krachtwijken, a stronger degree of social cohesion benefits the liveability of the neighbourhood.(Vreke et al., 2010)

1.1.3. THE CENTRE AS SOLUTION

The obsolescence of the neighbourhoods and centres end up in viscous downwards spirals illustrated in figure 1.8. As mentioned, the fact that the shape of the neighbourhood and the shopping centre has not changed along with the changes in society causes problems concerning the liveliness and causes anonymity within the neighbourhood. The anonymity and lack of liveliness creates a lack of social cohesion, and this lack of social cohesion in turn creates social problems. This, makes the neighbourhood even less attractive. All these problems come together in the centre of the neighbourhood and, vice versa, the centre has a major impact on all of these factors. In my vision, therefore, a transformation of the centre will be an important step in improving the post-war neighbourhood.

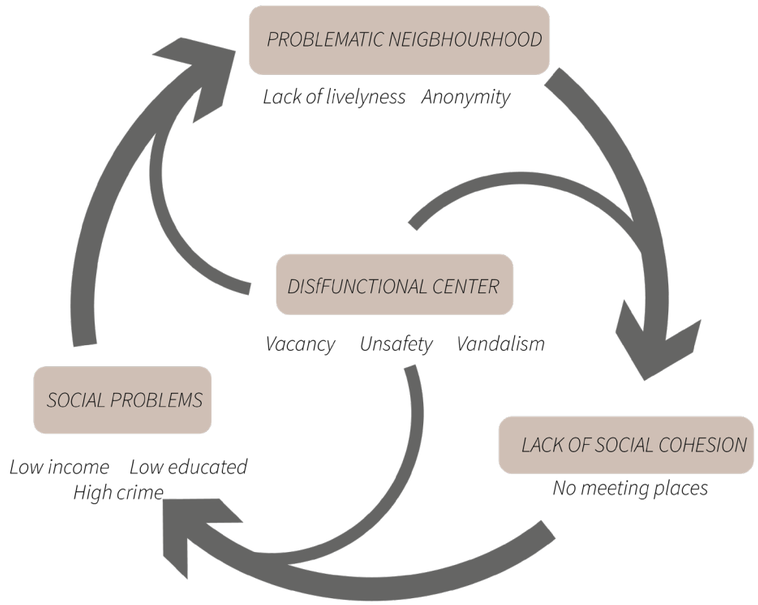


Figure 1.8. Diagram showing the Viscuous downwards spiral between the disfunctional centre, the social problems and the problems of the neighbourhood.

1.2. PROBLEM CONTEXT

1.1.5. CHOICE OF CASE

This research will focus on one of the post-war neighbourhoods within the city of Utrecht. Chosen is for the neighbourhood of Overvecht, this the neighbourhood with the biggest problems in the city and is listed as one of the Krachtwijken mentioned before. It is representative for most of these post war Krachtwijken, as it has a lot of social problems (figure 1.10) and it is stated that the shopping centres in these neighbourhoods are having a lot of troubles.

In the news article of June 16th, 2021, the municipality of Utrecht presented a plan for six shopping areas that deserved extra attention (figure 1.11). Three of these are located in the neighbourhood of Overvecht. This research is focussing on the most vulnerable shopping centre in the neighbourhood: Shopping centre de Klop in the district of Vechtzoom-Zuid, of wich the location can be seen in figure 1.9

The following paragraphs will give an overview of the context of Overvecht, Overvecht North, Vechtzoom-Zuid and shopping centre de Klop. On each scale, first the history and origin is explained, followed by the current situation.

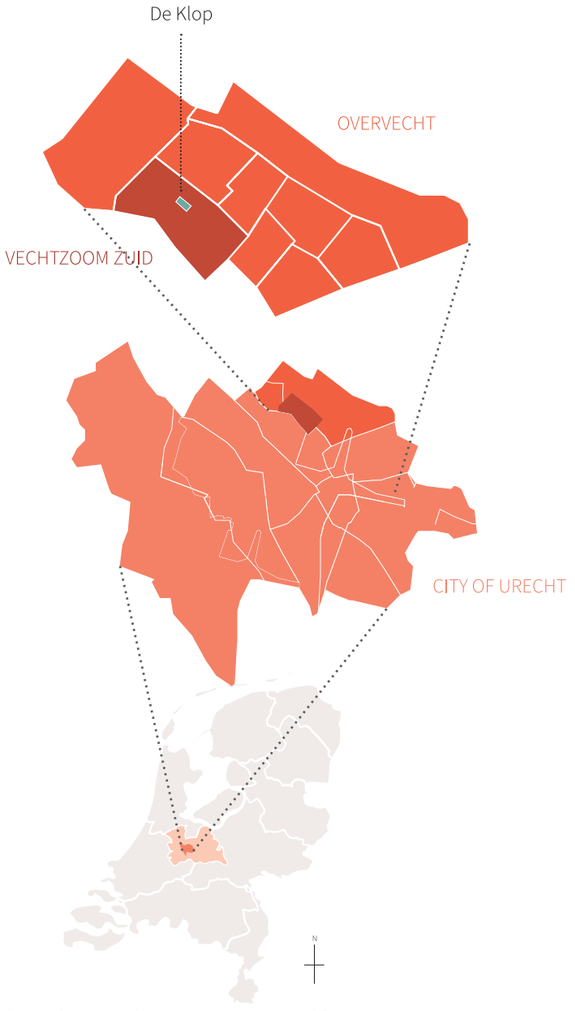


Figure 1.9. The city of Utrecht and the location of Overvecht and Vechtzoom-Zuid.

In de Utrechtse wijk Overvecht is van alles niet pluis

Woningcorporaties luiden de noodklok over de verloedering van arme wijken. Overvecht is een van die wijken met honderd-en-een problemen waar vooruitgang taai is. We maken een rondgang door de buurt met twee bewoners. ,,De situatie is nu slechter dan toen we een Vogelaarwijk werden.''

Chris van Mersbergen 03-02-20, 10:22 **Laatste update:** 03-02-20, 13:19

Figure 1.10. News article stating the amount of social problems occuring in Overvecht. Source: Algemeen Dagblad (2020)

Steeds meer leegstand en problemen bij winkelgebieden in Utrecht

RETAIL 16/6/2021 - 14:05 – *Redactie*

Winkelcentrum De Klop is een van de winkelcentra uit de nieuwe plannen. Foto's: Chantal Spaan

Online winkelen, het schrale aanbod en de coronacrisis; de redenen voor de problemen met meerdere winkelgebieden in de stad zijn wel bekend. Maar hoe moet dit opgelost worden? De gemeente heeft een plan gepresenteerd voor zes winkelgebieden die 'extra aandacht' verdienen.

De veranderingen in winkelland waren al een tijdje bezig, maar de coronacrisis zorgt voor een stroomversnelling. In de binnenstad staat ondertussen 10 procent van de winkels leeg, en dat is voornamelijk in sommige straten. De Twijnstraat en Lijnmarkt hebben bijvoorbeeld veel minder te maken met leegstand. De Steenweg is weer een voorbeeld van een winkelstraat met veel leegstand.

Twee type winkelcentra

Er zijn volgens de gemeente twee typen winkelcentra in Utrecht die hulp nodig hebben. Kwetsbare winkelcentra in kwetsbare wijken die – ook vóór corona al – niet goed functioneerden en van matige kwaliteit zijn. Dit zijn ook wijken waar als gevolg van corona het risico op verdere verslechtering het meest is toegenomen. Het gaat dan om winkelcentra De Klop, Gagelhof en Vasco da Gamalaan.

Figure 1.11. New article in which the municpality of Utrecht names the most vulnerable shopping centres. Shopping centre de Klop in Overvecht is one of them. Source: DUIC (2021)

1.2.1. OVERVECHT

Overvecht is situated on the North of Utrecht and as can be seen in figure 1.12 it is bordered to the West by the river Vecht, to the South by a railway line and to the East by an old dike and open polder. It has 34,152 inhabitants in 16.034 dwellings (on January first, 2021), which makes it the fifth in size out of the ten districts of Utrecht (ABF research b.v., 2022).

The infrastructural plan caused that the motorways, together with the Water separates the different parts of Overvecht: The two residential districts, called Overvecht South and Overvecht North, the industrial Estate, Ford Blauwkapel and the Polder on the left. (figure 1.12)

The city district Overvecht in Utrecht is a typical post war expansion district. It was built in the 1960's with the underlying idea

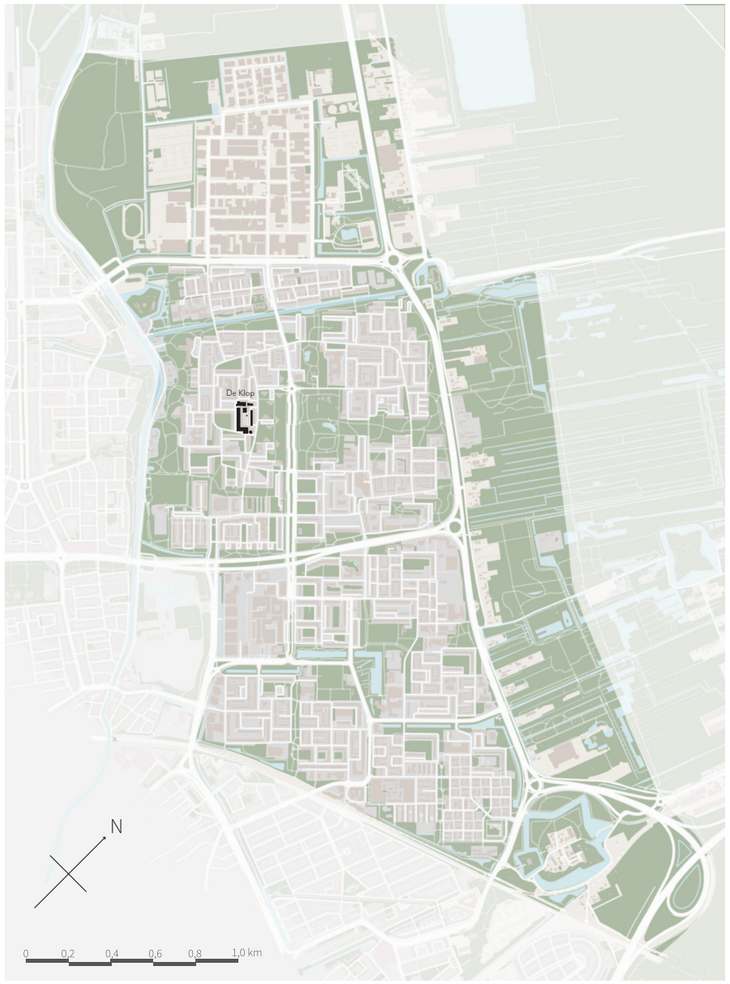


Figure 1.12. Overvecht and its context

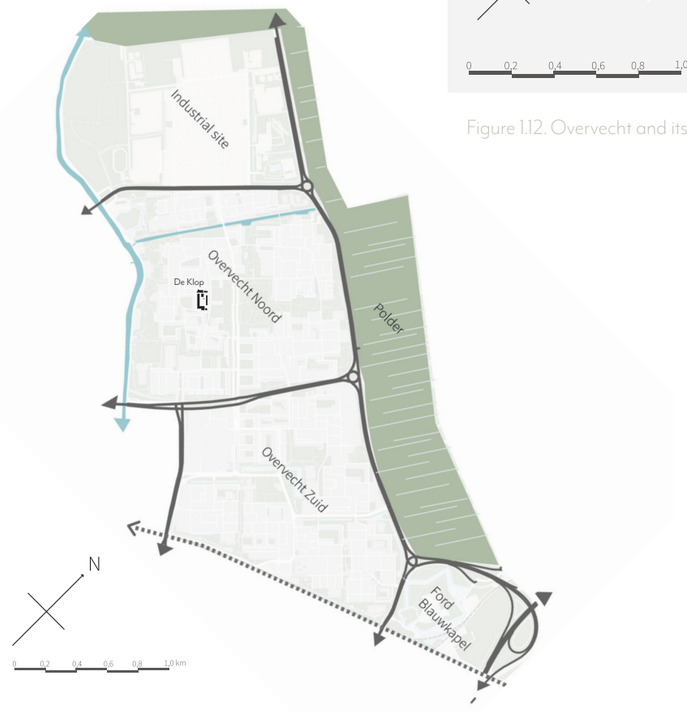


Figure 1.13. Different parts of Overvecht

of the ultimate city. An important concept within this was 'the neighbourhood unit'. The city would consist of self-sufficient neighbourhoods in which residents would be able to find everything they needed close to home including shops, green spaces, playgrounds, schools, health care, a community centre and churches. These neighbourhoods would function as close-knit communities.

Original Design of Overvecht-North

The task to design of Overvecht was given to W. Wissing and K.F.G Spruit. Wissing was known for developing neighbourhoods around a 'wijkcentrum'. Spruit was part of the designteam for Hoog Catharijne and designed the 'wijkcentrum'. Wissing made the sketch design for Overvecht in total, and the elaboration for Overvecht-Zuid. (Meurs et al., 2006). In the end Hanekroot made the design for Overvecht North.
As told, the design of Overvecht was typical for the idea of the neighbourhood unit, which influenced a lot of neighbourhood designs in the world after the war. Next to this the relation to 'New Towns' in England can be seen. Another development that has left its mark on the urban design is the rise of the automobile. The car as a means of transport was introduced at lightning speed and would solve many of the pre-war city's problems. In addition, it was an important sign of prosperity. The car provided a wider range, so that residential and working districts could be built separately from each other.

The sketchdesign consists of a group of compact neighbourhoods, also called units. These units are separated by green strokes. Per unit around 800 houses were build for 2800 inhabitants. As can be seen in figure 2.1, the different sketch ideas in 1958 and 1959, Overvecht North and South both existed out of seven to nine units. Sometimes turned towards the sun, sometimes to the polder structure. The eventual sketch plan consisted of 15 units: 7 in south and 8 in north, with a good orientation to the sun. The relationship to the polder structure disappeared. Every unit would be filled with a mix of low-rise and mid-high-rise with max six stories.

To separate the units, green strokes connecting the parks and recreative amenities on edges of the units, were placed. In this way people could get to the amenities in the whole neighbourhood of Overvecht through the green. As said earlier, due to the traffic plan, Overvecht was separated in North and South. In the sketch plan both parts have one big central park, where the neighbourhood units were placed around.

Surrounding the whole neighbourhood was also a green edge. Within these green zones, they had the idea to built high-rise (outside the units). Next to this, they had the plan to build one bigger centre for the whole neighbourhood. Where this should be placed depended on what they wanted the function of it to be: placed in the middle of the two parts causes that Overvecht could be seen as a city itself. Or in the southwest of south-Overvecht, serving also the neighbourhoods Zuilen and Ondiep. They chose for the one in the southwest.

While the plan was still not fully agreed on, the soil of the South of Overvecht was already being made ready to start the built

Therefore the sketch plan in figure 2.2 (without a lot of viewing) was taken as the base for the building of Overvecht-South. As the context of this thesis is more focussed on Overvecht-North, we will not go in to detail about this plan. Wat we can say however is that the urbanists of the municipality where critical about the design of the sketch plan from the start. They thought that the size of the units was to small, the amount was too many and the amount of greenspace in between was too small to function as a good neighbourhood-unit on itself. In addition, the schools within the green spaces prevented the contrast between the neighbourhood unit and the green strokes. These aspects where followed up with the design of Overvecht North.

Next to this the roads should have been placed more carefully considering the context of Overvecht, they now followed the quadrants (units) but this meant that there was a bad connection with the surrounding neighbourhoods.
Therefore Hanekroot made a different sketchplan for Overvecht North, than the original sketchplan of Overvecht. This can be seen in figure 2.4. He made 4 units with wider green areas between them than in Overvecht South. This changed later to only 3. (figure 2.6)

April 1958

December 1958

1960

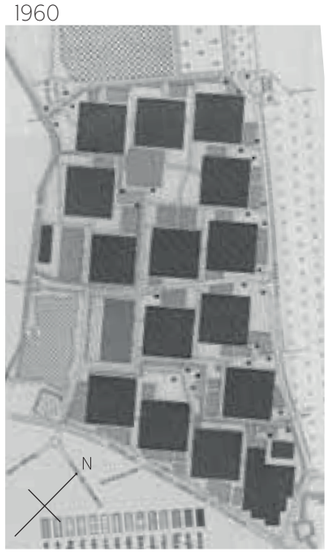


Figure 1.14. 2.1 Sketchplans of the whole neighbourhood of Overvecht, made by Wissing. (Archive of Wissing (NAi)

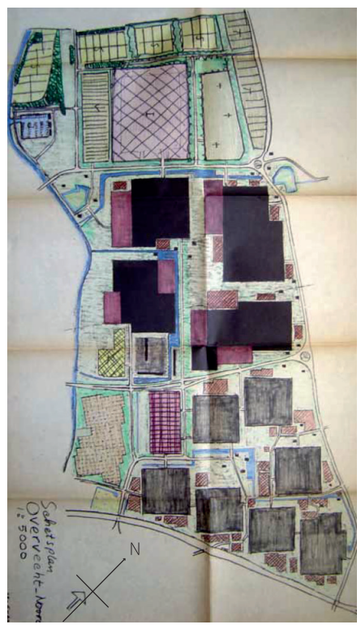


Figure 1.15. Sketch plan Overvecht North Hanekroot (archive of Hanekroot)

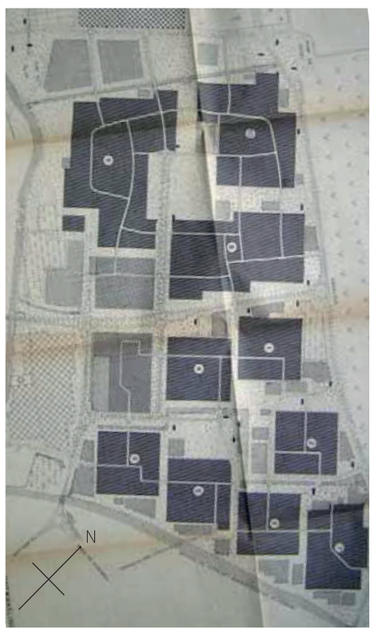


Figure 1.16. Eventual development plan, Wissing and Hanekroot (Archief Hanekroot)

Figure 1.17. 2.2 Land use plan Overvecht Timmerwerf 20 (1967) 4,10)

Current Layout of Overvecht

Looking at the spatial layer of Overvecht now, nothing much has changed.

Starting with the green, Park de Gagel and Park de Watertoren are still the most important green areas in Overvecht. The parks are centrally located and the fringes connect the parks to the rest of the green framework. Next to this, the Vechtzoompark is situated between de Vecht en Overvecht.

The Einsteindreef and the Carnegiedreef/ Zamenhofdreef are the most important traffic links, which have a very green appearance (parkways). The Einsteindreef is part of the major urban road system and is therefore a busy road. The location of the Overvecht shopping centre on this road is an important feature for the neighbourhood in terms of its external appearance. The Carnegiedreef/Zamenhofdreef forms the central axis in Overvecht and connects the two central parks. This road is (partly) used by cars, but it is also an important connection within the neighbourhood for pedestrians and cyclists.

The Klopvaart and the Spoorzone are green connections with a peaceful character. The green areas play a role as transitional areas from within the neighbourhoods and form a connection from the district outwards. The same goes for the green zones on the northeast side. In most places, there is a green zone between Overvecht and the northern ring road. This green zone ensures that the neighbourhood is at a distance from the road and therefore has an Important protective function. In addition, this zone is a route for cyclists and pedestrians.

Remaining are the green seams, located mainly between the quarters of Overvecht-Zuid, but also within the neighbourhood of Vechtzoom-Zuid. The green joints primarily have a connecting function for walkers and cyclists. Various amenity clusters are scattered within this green framework. These are mainly social amenities such as schools, churches and recreational facilities.

Figure 1.18. The green framework of Oervecht showing the main Parks, the green infrastructure and the edges.

Figure 1.19. The carnegiedreef and Einsteindreef

Neighbourhood units

The neighbourhoods are situated within this green framework. Just as the original idea living is still the main function within the neighbourhoods. (Figure 2.19) Shopping centre Overvecht occupies a central position in the neighbourhood. Due to its central location and its great appeal to people from both Overvecht and surrounding areas, it is an important public place in the framework.

Building typologies

In Overvecht, housing is still divided according to the principle by which it was conceived: low-rise, medium-rise and high-rise. The low-rise houses consist of single-family dwellings and the medium-rise and high-rise buildings consist of flats. The high-rise buildings in Overvecht are situated along long lines on the scale of the district. These lines include the edges of the district, the main access roads and along the Parks. Along Vechtzoompark, a high-rise line of care complexes forms the boundary of the district on the side of the Vecht. On side of the Northern ring road the high-rise buildings are in a line more or less parallel to the road. These two lines form the edges of Overvecht. The Carnegeiedreef is accompanied on both sides by high-rise buildings, these form a striking image for Overvecht, with the high-rise buildings standing perpendicular to the road.. In Overvecht-South the high-rise buildings are lined up along park de Watertoren and in Overvecht-North park de Gagel is accompanied by high-rise buildings. The 'experimental housing' situated in park de Gagel is a very specific type of high-rise.
The middle-rise building forms the connection between the high-rise and the low-rise buildings in terms of building height. The middle-rise buildings are particularly important for the coherence within Overvecht and for its orientation, since many medium-height buildings are situated along neighbourhood access roads.

For a post-war neighbourhood, Overvecht has a large number of low-rise houses. These are as stamps placed on the outsides of the quarters.

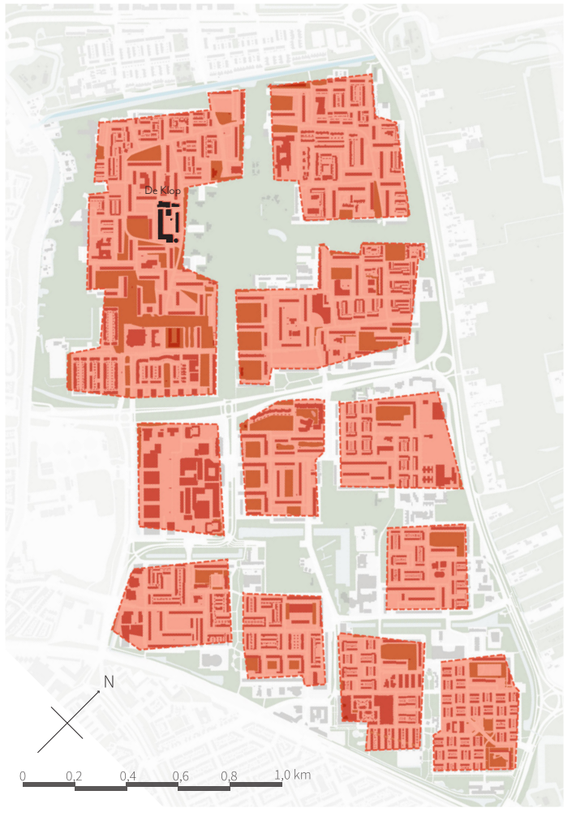


Figure 1.20. Map showing the neighbourhood units within Overvecht.

Figure 1.21. Map showing the location and lines of the high-rise in Overvecht

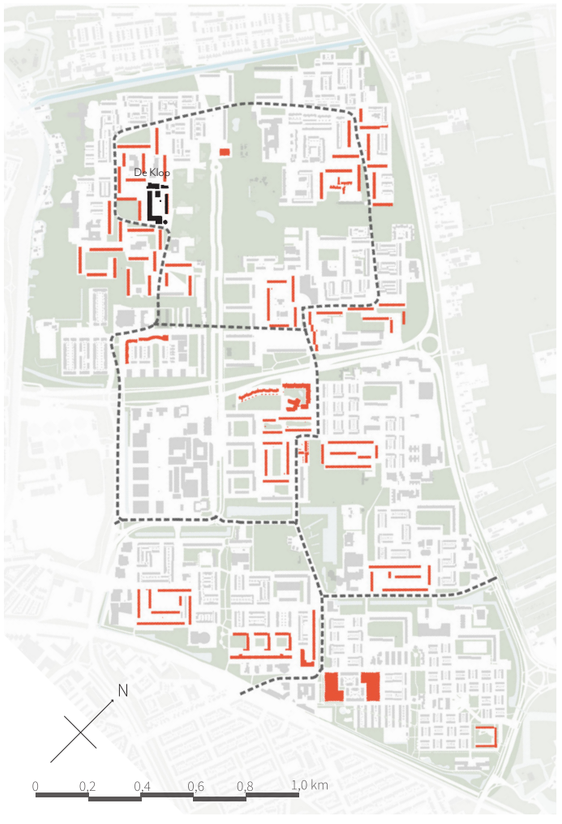


Figure 1.22. Map showing the location and lines of the middle high-rise in Overvecht

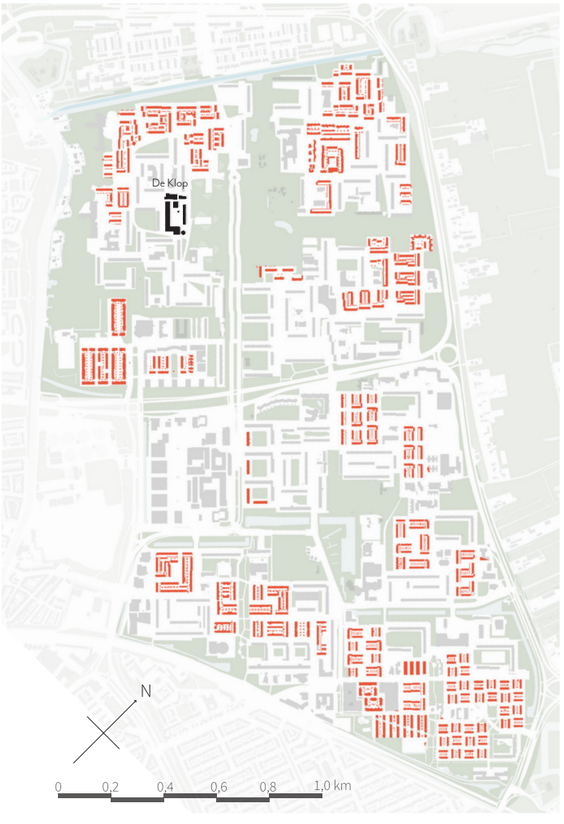


Figure 1.23. Map showing the location and lines of the low rise in Overvecht

1.2.2. OVERVECHT NORTH

Zooming a bit more in, the structure of Overvecht North will be explained in more detail. Figure 1.24 is a cut out of this part of Overvecht and shows how it is built up.

Original idea Overvecht North

Whereas in Overvecht South the units were repetitive, the 3 neighbourhood units in Overvecht north all had their own unique composition, depending on their location and surroundings. The neighbourhoods were more than two times as big as the units in south.

In the centre was the middle highrise in combination with amenity clusters around the entryways. Squares, green zones and 'hoofdwegen' lopen vloeiend in elkaar over.

On the edges of the units, highrise was placed, defining the edges between the green zones around Overvecht and the neighbourhood units, between north and south and between Overvecht and the rest of the city. But not on the inside edges of the units, around the central park 'Park de Gagel'. Around that park, the buildings were smaller and more open, letting the green of the park as much as possible coming into the neighbourhood units.

The three neighbourhoods were connected with a big ring road. The amenities of the neighbourhood were not placed in the green zones, but partly at the edges of the units and partly in the middle along the ring road, as can be seen in Figure 1.24 c

In each unit there were big parking lots and a lot of repetition and prefab buildings. (Meurs et al., 2006) In order to avoid the monotony that is created by the mass repetition of the same blocks, there is an alternation of urban public spaces flowing into each other, and the infrastructural layer is a system of slightly curved streets. (Connolly et al., 2011) But to create the unity between North and South, the orthogonal 'richting' of the buildings as in South was kept in North. This is clearly visible in figure 1.24 d.

Also this plan did not have a lot of time between the design and the start of the building, missing a lot of reflection.

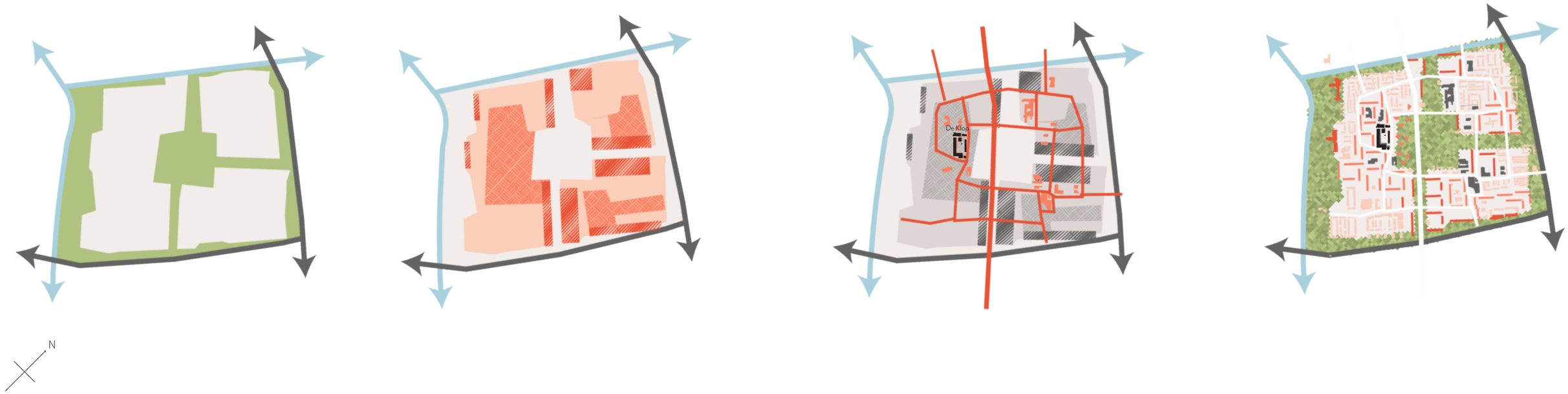


Figure 1.24. Step by step build up of Overvecht-North

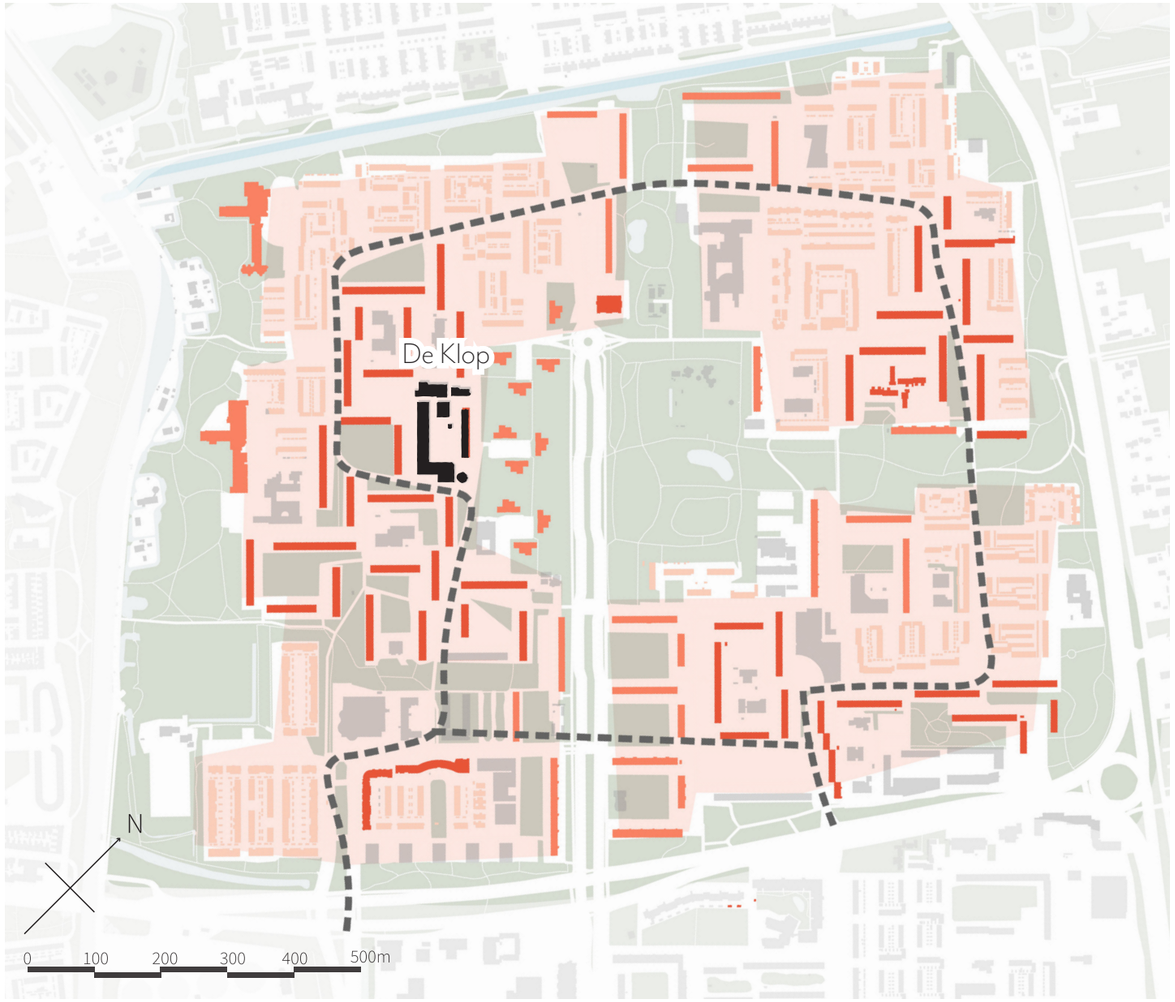


Figure 1.26. Analysis of the zones within Overvecht North, Where the High rise is situatde along the edges of the districts, The middle high rise around the ringroad.

Current layout Overvecht North

Overvecht-Noord still consists of three relatively large neighbourhoods around Park de Gagel. The buildings in Overvecht-Noord are situated along important structures in the neighbourhood. The ring road is still the most important road that connects all the neighbourhoods running through the rectilinear structure of the neighbourhoods, creating specific spaces here. Along the ring road, as shown in the image before, there are many medium-high buildings and various facilities such as the De Klop and Gagelhof shopping centres. Furthermore, the three neighbourhoods do have their own set-up and identity as intended. One of these neighbourhoods is Vechtzoom-Zuid.

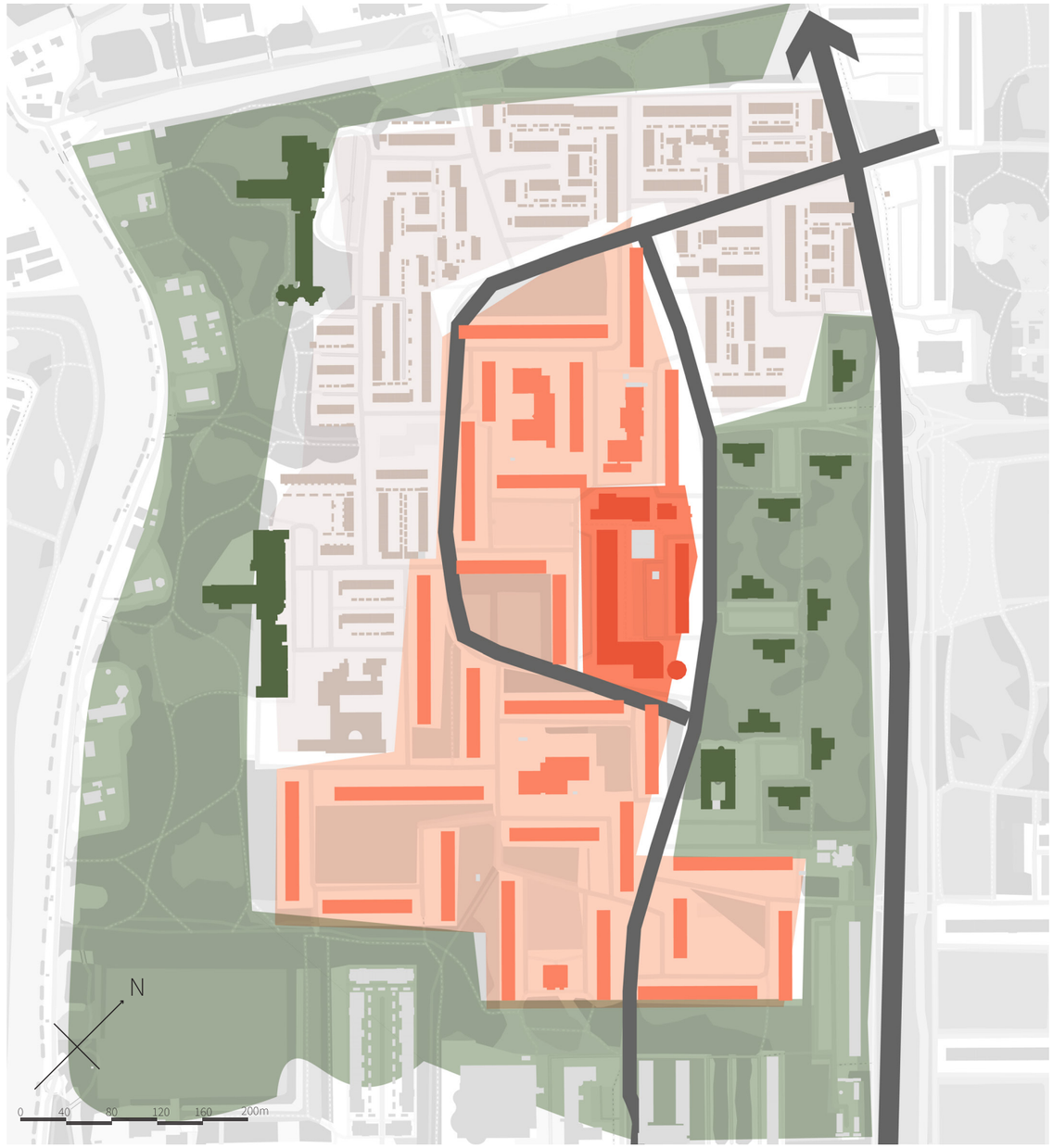


Figure 1.27. Spatial Analysis of the zones within Vechtzoom-Zuid.

1.2.3. VECHTZOOM-ZUID

Looking at one of these three neighbourhood in Overvecht-North in particular, Vechtzoom-Zuid, we see again the green edges, the middle highrise near the ringroad, with in the centre shopping centre de Klop, and on the north-east side the lowrise between the green and the middle high rise. The different parts are most of the times separated by the infrastructure. In this thesis the focus lays more on the part where the middle highrise is placed, the green area on the North-east side and the infrastructure in between. After all, this is where shopping centre de klop is located. This part is built up out of a perpendicular repetition of similar

Figure 1.28. An example of the space in between the porch flats. The changes that have been made are mainly schools, wich changes the view out of the dwellings onto the public space.

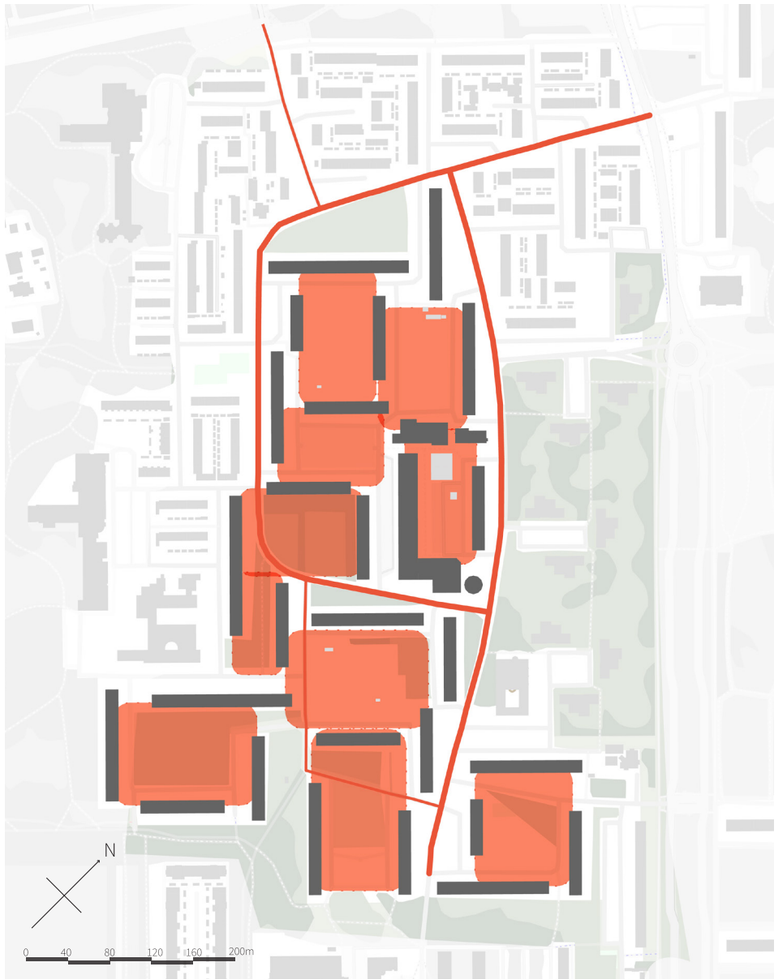


Figure 1.29. Analysis map of the different open collective spaces. + Analysis map of the difference in orothonal building of flats and flowy way of the roads.

porch flats with lots of greenery around them and with plenty of space in between. In order to avoid the monotony that is created by the mass repetition of the same blocks, there is an alternation of urban public spaces flowing into each other, and the infrastructural layer is a system of slightly curved streets. (Swieringa et al., 2011) (Meurs et al., 2006)

The porch flats (figure 2.18) generally have four floors. The ground floor is a combination of entrance halls, dwellings, storerooms and garage boxes. The residences on the ground floor often have a garden adjacent to the public space. These front gardens are often seen by residents as back gardens and enclosed by fences. This has a major impact on the quality of the public space.

The spaces in between were originally set up as collective green spaces, without any particular function. As can be seen in figure 2.20 all porch flats where buiilt at the start of the neighbourhood between 1960 and 1970, and only within these collective public spaces, a few new buildings (all schools)

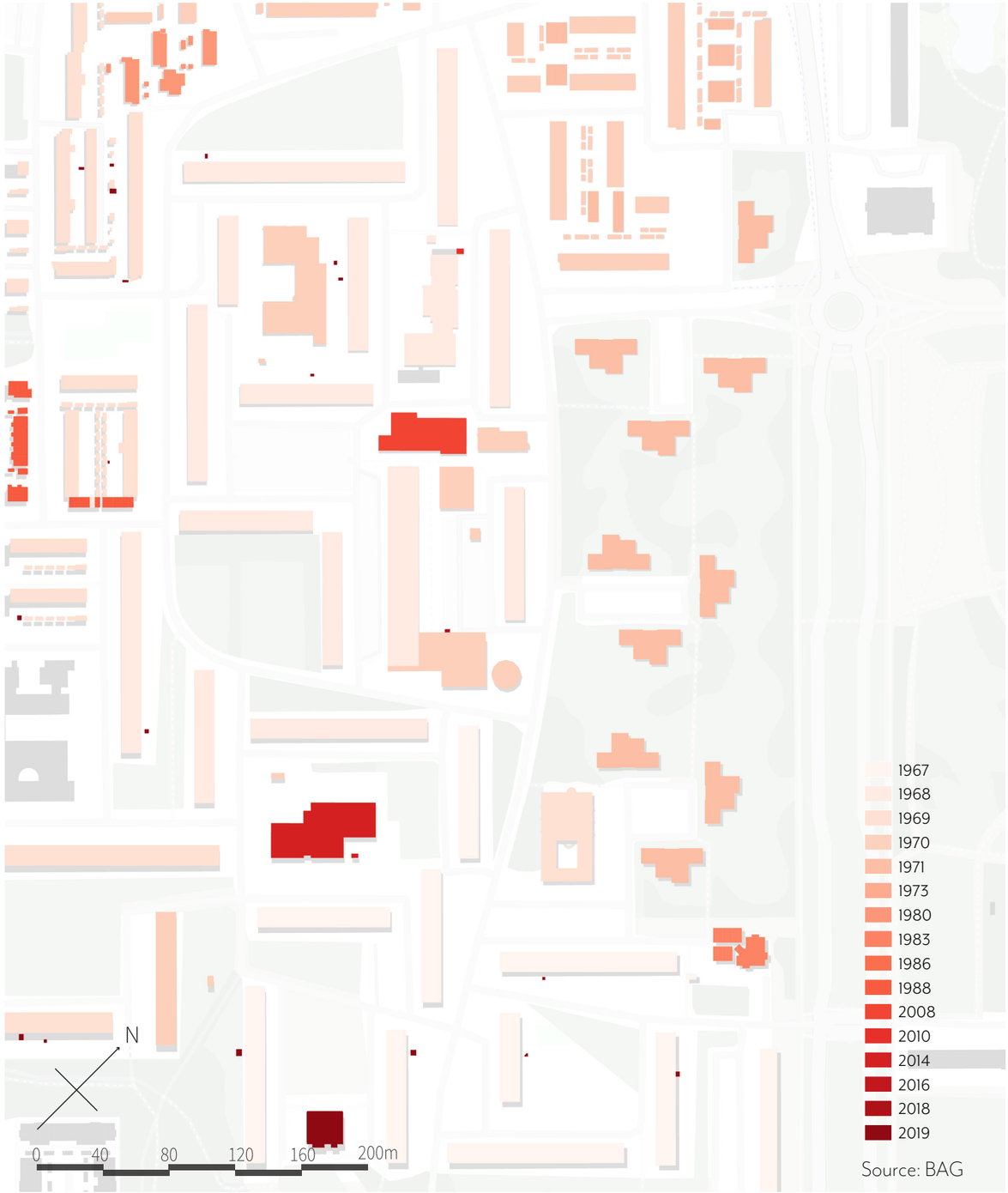


Figure 1.30. Building years of the buildings within Vechtzoom-Zuid. The largest part is built in the 60's and 70's and not much has built after this period.

have been built later.
Apart from that, hardly any changes have taken place considering the buildings and infrastructure, since the construction of it. While the function and use of the large amount of public space and the functions of public amenities in between have been transforming. (see appendix for detailed studies on the change of the urban fabric)

1.2.4. SHOPPING CENTRE DE KLOP

Figure 1.31. Photo of winkelcentrum de Klop in 1996, Utrechts Archief. https://hetUtrechtsarchief.nl/collectie/72372079330C5 03289C7190B6DFED2FB

Figure 1.32. Foto van winkelcentrum de Klop in 1996, Utrechts Archief. https://hetUtrechtsarchief.nl/collectie/72372079330C5 03289C7190B6DFED2FB

Original design De Klop

Shopping centre De Klop opened its doors in 1968. The shopping centre fitted in perfectly with the urban planning ideas of the time, with all the entrances to the shops within sight of each other and all the backsides for storage towards the neighbourhood. The shopping centre was a typical local neighbourhood shopping centre, which found its catchment area in the immediate vicinity. It consisted of a linear structure of shops on the ground floor, with 1 layer of dwellings on top. A couple of square units on the sides, and the parking space situated in the middle.

The public space is enclosed by one of the repetitivve porch flats on the opposite side of the parking lot.

The design of the centre fits in the orthogonal grid of the neighbourhood. and is located alongside the main ring road, making it accessible by car.

A lot more on the original desing of the shopping centre could not be found. But speaking to inhabitants of the neighbourhood that have lived there since the built of it they say that it used to be a lively place. With children playing, people doing their groceries and meeting up with each other

Current Layout

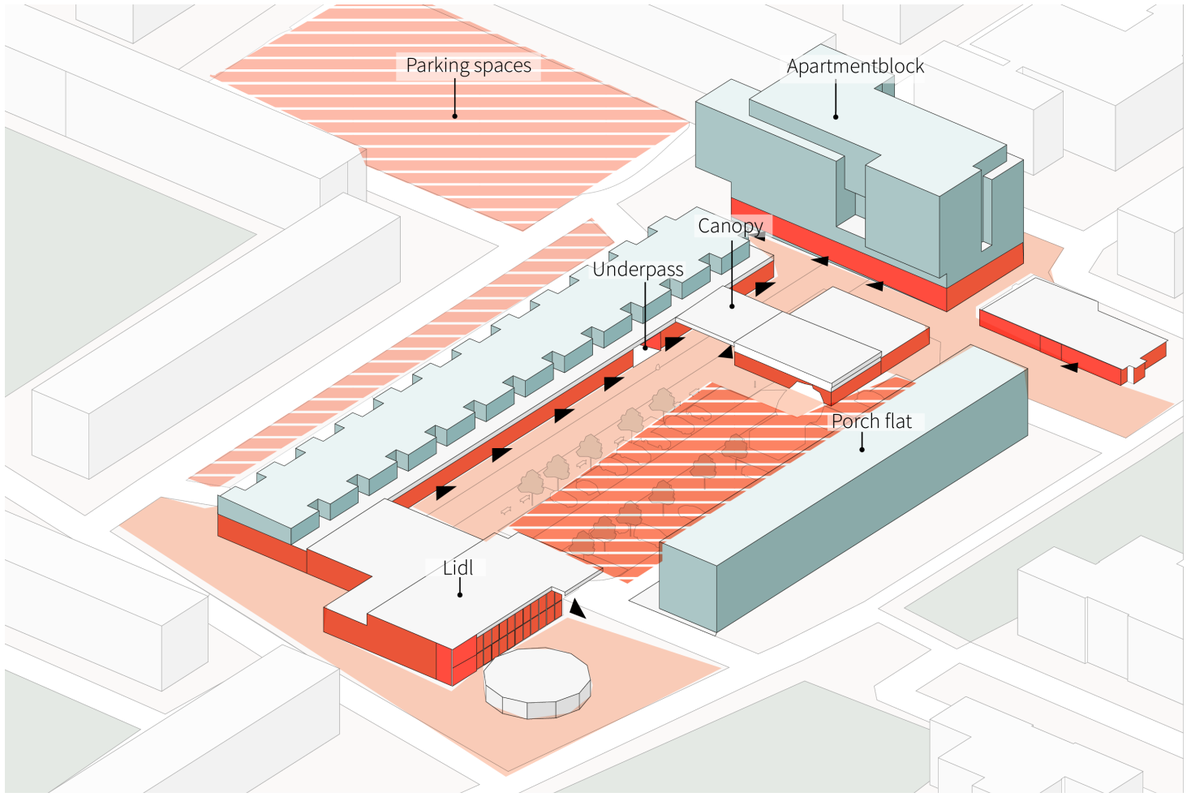


Figure 1.33. Axonometrical view of shopping centre de Klop showing the placement of the shops, parking lots, entrances and dwellings in the area

Today the shopping centre has not much changed. There is one new apartmentblock built and the supermarket unit where the Lidl is now located has recently been expanded and renovated. This makes the centre look like as in figure 1.54. A linear structure of shops with all entrances facing towards the parking space in the middle of the block. Between this parking space and the entrances of the shops is a wide pedestrian area. A lower square unit connected with a canopy over the pedestrian area, to this linear structure houses Kardelen plaza, a turkish supermarket.(figure 1.35).

Not only within the centre, but also on the backside, a big area is reserved as parking space.

Figure 1.34. Pedestrian Area Winkelcentrum de Klop.

Figure 1.35. Kardelen Plaza and the canopy within shopping centre de Klop

Figure 1.36. Functional analysis of the shopping centre.

Functions

Figure 1.36 shows the functions within the retail Units. As can be seen this are not only supermarkets, groceries and bakeries, but also a lot of beaty salons and hair dressers. Two interesting units are number 2 and number 15. Number 2 is the community centre of the neighbourhood called 'de Buurtkamer' Literally translated a room for the neighbourhood, where people can get their lunch, play a game or ask for help with paperwork etc. Number 15 houses a medical practice, 'Huisartsenpraktijk de Klop'. This is the main and only medical practice within the neighbourhood of Vechtzoom-Zuid wich makes it, together with the two supermarkets the most important attrector of the centre.

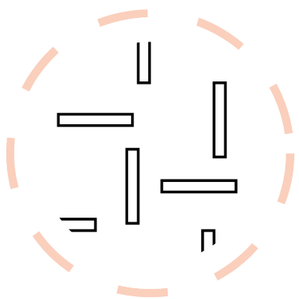
Market area and competing shopping centre

Figure 1.37. Map showing the different shopping centres and their radius

As told, Overvecht has one big main shopping centre: 'Winkelcentrum Overvecht', which fulfils a suburban function. WIth the design this was placed in the middle of all the units and in the southwest of south-Overvecht, serving also the neighbourhoods Zuilen and Ondiep. Next to this, it has various smaller neighbourhood shopping centres within the quarters, where the emphasis is on the daily goods sector. Shopping centre de Klop, De Gagelhof (formerly Berberhof and Overkapel The Gagelhof and Overkapel have been tackled very drastically.

1.3. PROBLEM ANALYSIS

For the further analysis of the problem within the context of shopping centre de Klop, Vechtzoom-Zuid and Overvecht, the problems will be separated in the three different layers within problem field:



Modernistic Layout

The first one being the spatial layer of the neighbourhood. The modernistic layout seems to be outdated and not working anymore. This has been shown in the chapter earlier: the problem field. In the next chapter a couple examples of this are given.

Social-Economic Problems

The second layer is the social-economical layer. The neighbourhood of Overvecht and Vechtzoom-Zuid experience different social and economical problems. In order to point out these problems, a more in depth demographical analysis and research to the social and economical numbers of both Overvecht and Vechtzoom-Zuid is done.

Disfunctional shopping-center

The third layer is the layer of the shopping centre itself that is experiencing a lot of problems including vacancy, decay and nuisance. This chapter will go into both the spatial apects and external influences that cause problems in de Klop.

1.3.1. MODERNISTIC LAYOUT OF THE NEIGHBOURHOOD

Within the problem field it was mentioned that the original design of the post war neighbourhood is one of the reasons for the problems within the neighbourhood. In this part the main problems of the layout are being mentioned.

Collective spaces

The first problem is the problem of the collective spaces. When walking through the neighbourhood, there are a lot of these green patches as in the pictures of figure . Nobody seems to use them and they stay empty a lot of the time.

Figure 1.38. Photo of the collective space in between porch flats taken on the South of the Japuradreef. Source: Google Streetview

Repetition & Recognition

The second problem is that the repitition of all these porch flats make that it is not easy to recognise where you are in the neighbourhood. Figure 1.38, 1.39 and 1.40 are all different streets and different buildings, while looking at the pictures, and standing there it does feel really similar. Next to this, these flats do not have a clear front and back. And because they are all the same height, it is hard to look wich way to go. This can be clearly seen in figure 1.40. In this way it is hard to orientate where you are within the neighbourhood.

Figure 1.39. Photo of the collective space in between porch flats taken on the North of the Japuradreef. Source: Google Streetview

Figure 1.40. Photo of the collective space in between porch flats taken on the crossing of the Incadreef and Camposdreef Source: Google Streetview

Barriers of Infrastructure

The last problem of the modernistic layout are the big infrastructural barriers. In figure 1.41, 1.42 and 1.42 a couple examples are shown. The main accessroads, einsteindreef and carnegiedreef are very wide, not only because of the multiple lanes for the car, but also because of the big, again non functional, green spaces in between these lanes. There are very few places to cross these wide streets, making them real barriers ass it is not possible to cross them on every place.

Figure 1.43 is a slightly different example. Here can be seen that the infrastructure, and parking places form a barrier between the green on the right and the dwellings on the left.

Figure 1.41. Photo of the infrastructural Barrier taken on the einsteindreef, you can see a lot of space for the car, and within the driving lines a lot of unused space. Making the total with of the road very wide. Source: Google Streetview

Figure 1.42. Photo of the infrastructural Barrier taken on the carnegiedreef, you can see a lot of space for the car, and within the driving lines a lot of unused space. Making the total with of the road very wide. Source: Google Streetview

Figure 1.43. Photo of the infrastructural Barrier taken on the Amazonedreef. On the left is shopping centre de klop lokated,, on the right the experimental apartments. Source: Google Streetview

1.3.2. SOCIAL-ECONOMICAL PROBLEMS

Changing demography

Originally young families moved to the Neighbourhood of Overvecht. Some of the first residents continued to live in these neighbourhoods. A substantial proportion, however, moved after a couple of years to new expansion areas of Utrecht. The original inhabitants, who continued to live in these post-war neighbourhoods, are now elderly and the houses that became vacant are occupied by groups of people who are economically less fortunate, most of them with a migration background.

The society for which this neighbourhood was built no longer exists. Nowadays the district has a multicultural population. 56.1 percent is of an ethnic minority background. The largest group (24.1%) has a Moroccan background followed by the group with a Turkish background (8.8%). Also the family with children is not the only common household anymore as half of the households consists of just one person, and 19% has no kids. (Basis Registratie Personen. 2021).

Probleemwijk Overvecht: strijd om leefbaarheid én omzet

Rob de Lange 20 nov '20 09:24

De Utrechtse wijk Overvecht staat landelijk bekend als een stuk van de stad waar je beter omheen kunt fietsen. Werkloosheid en criminaliteit vieren hoogtij. Wie dieper kijkt, ziet hoe - vooral allochtone - middenstanders en bewoners iets van de groene wijk proberen te maken. 'Ondernemers hebben als geen ander last van die rotjochies.'

Bewoners en bezoekers van winkelcentrum De Klop. Foto: Roger Cremers voor het FD

Figure 1.44. News articles showing the problems in Overvecht. Sources, from left to right:

Low incomes

These new groups have a lower social and economical state. A relatively large percentage of inhabitants in Overvecht receives welfare assistance. As can be seen in figure 1.43, in total 19.3 percent receives unemployment, welfare or disability benefits compared to 8.9 percent for Utrecht as a whole (Centraal Bureau Statistiek, 2017). Next to this, 38% has a low education, 13% has difficulties with making ends meet monthly and 14% have long term debts. (Gemeente Utrecht, 2021)

Looking at Vechtzoom-Zuid specifically, We also see a clearly monotonous housing stock, the majority being owned by housing corporations. (66% as opposed to 33% in the whole of Utrecht). In figure 2.24 this is shown, every coloured building is owned by such corporation, while the grey buildings have private ownershiop.The monotonous composition of the housing stock (especially medium-high-rise) does not attract new target groups to the area. Due to this monotonous composition, little living space is available for social climbers in the neighbourhood. (Gemeente Utrecht, 2021b)

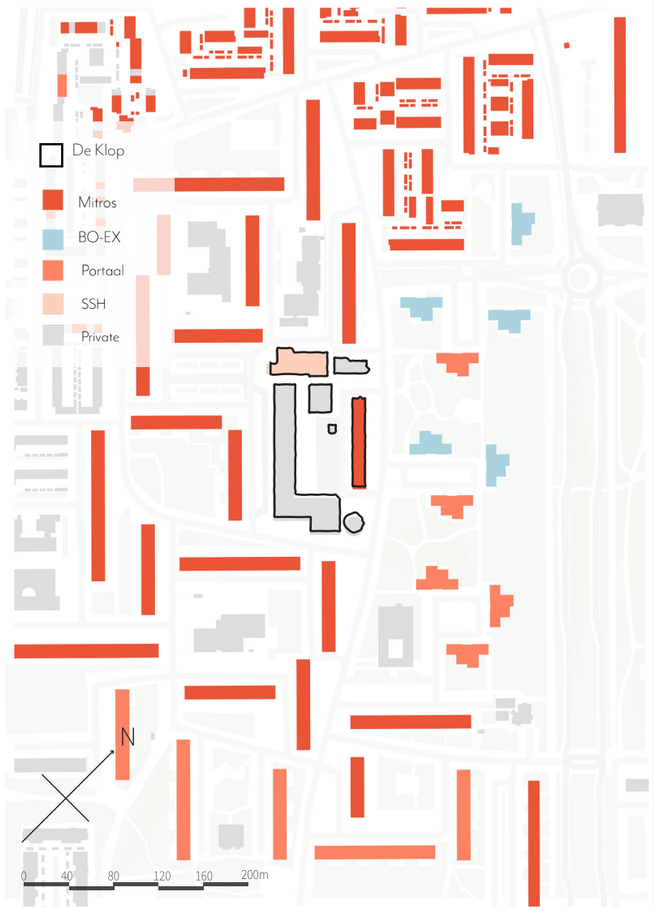


Figure 1.45. Ownerchip of buildings in Vechtzoom-Zuid. All that is coloured is owned by a puplic housing corporation. Source: Regioplatform Woningcorporaties Utrecht (2019)

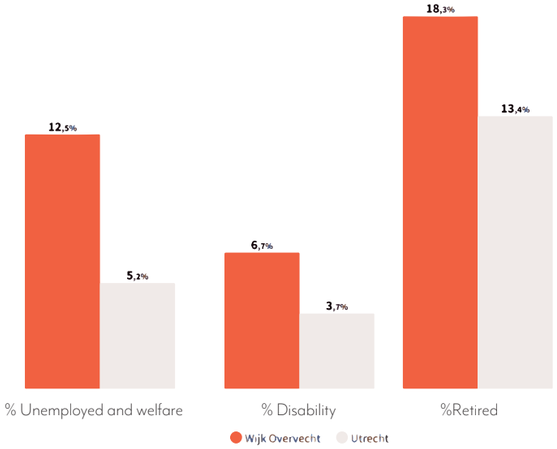


Figure 1.46. % of inhabitants receiving benefits in Utrecht and Overvecht. Source: CBS (2022)

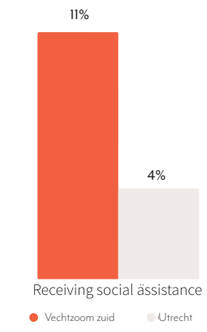


Figure 1.47. % of inhabitants receiving benefits. Source: CBS (2022)

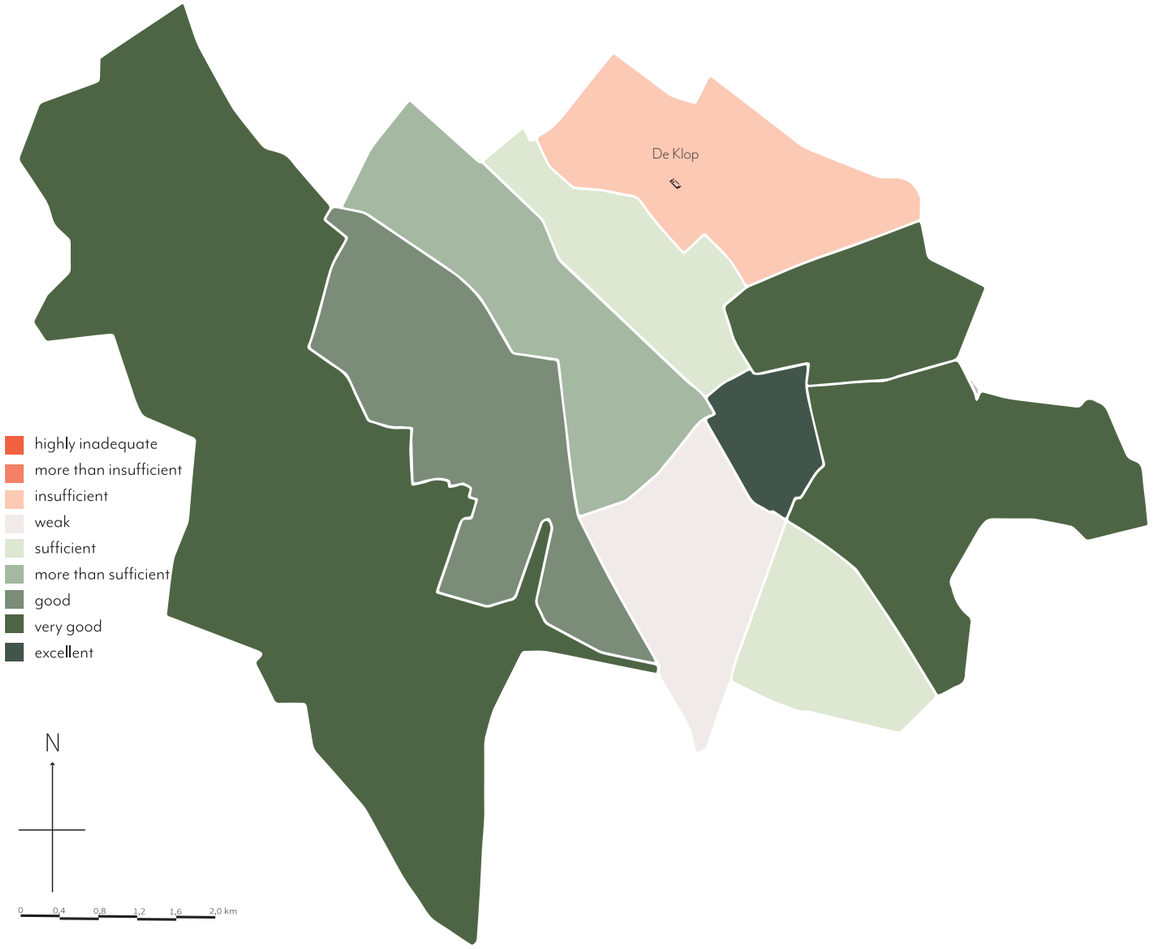


Figure 1.48. Liveability index districts of Utrecht. Dutch Ministry of Foreign Affairs and Kingdom Relations (2022)

Liveability and unsafety

The total neighbourhood scores the lowest among all ten districts of Utrecht in the Liveability index. See figure 1.45. In a questionnere held under the residents by the municipality. Overvecht came out lowest of Utrecht with a score of 5,6 out of 10. (Gemeente Utrecht, 2021). The inhabitants feel very unsafe, figure 1.47 shows that 46 percent of the inhabitants feels unsafe within the neighbourhood of Overvecht. This is not without reason, for as we can see in the same figure, there is in fact more crime in Overvecht than in Utrecht on average.

Figure 1.49. Comparison Overvecht and Utrecht, Criminality and feeling of unsafety. Source: Politie & Gemeente Utrecht (2020)

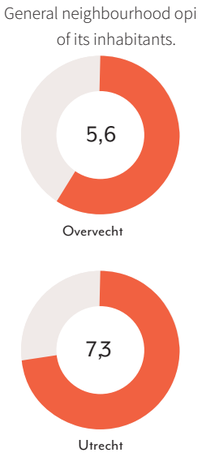


Figure 1.50. Assesment of the neighbourhood through their own inhabitants. Source: Gemeente Utrecht (2021a)

Looking at the different neighbourhoods in figure 1.50, Vechtzoom-Zuid is rated among the least liveable neighbourhoods within Overvecht. It rates more than insufficient.

Social cohesion and loneliness

Lastly, the lowest scores of the questionnere held under the residents are on social cohesion (4,9) and public space (5,3) (Gemeente Utrecht, 2021). Specifically in Vechtzoom-Zuid the feeling of loneliness is really high.

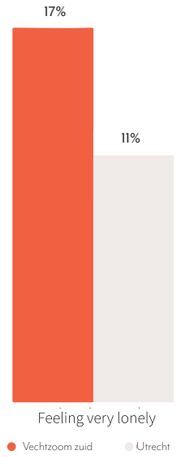


Figure 1.51. Assesment of the neighbourhood through their own inhabitants. Source: Gemeente Utrecht (2021a)

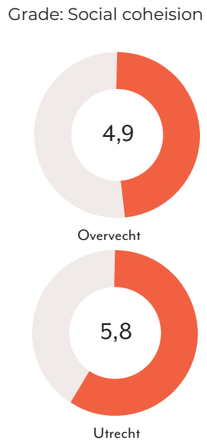


Figure 1.52. Assesment of the neighbourhood through their own inhabitants. Source: Gemeente Utrecht (2021a)

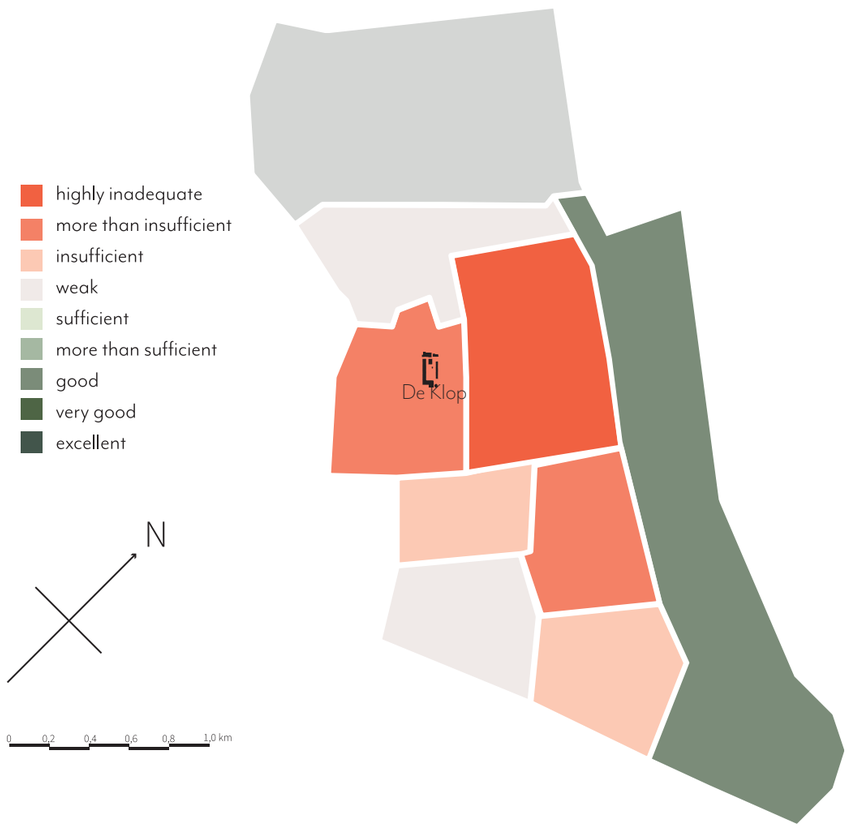


Figure 1.53. Liveability index districts of Overecht. Dutch Ministry of Foreign Affairs and Kingdom Relations (2022)

1.3.3. DISFUNCTIONAL SHOPPING CENTRE

Low market position and poor appearance

Looking at the total area of shops in Overvecht, the average amount of shop needed per resident, the relatively low level of spending in the district and the very short distances between the various competing shopping concentrations, it is logical that some spots will become weak (Kordaat in Ruimte, 2014) The fact that no major investments have been made in De Klop to date has resulted in this shopping centre visibly belonging to its weaker. The municipal retail policy of 2000 already indicated that De Klop needed to be updated. And the owner of one of the shops also acknowledges the problem of the appearance and quality of the buildings. In figure 1.51 their opinion is quoted. Since then, however, nothing has happened, while the Berberhof (the current Gagelhof) and Overkapel have been tackled very drastically. In these centres, there were already major problems of vacancy, impoverishment and increasing insecurity, which is why they were tackled earlier. In De Klop, these problems manifested themselves at a later stage. These developments have not strengthened the market position of De Klop.

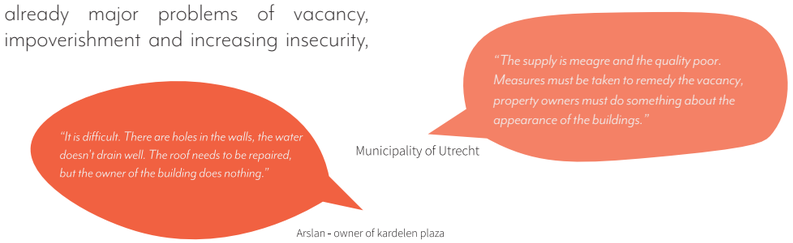


Figure 1.54. Opinions of the municipality of Utrecht () and the owner of one of the supermarkets. ()

Retail transitions cause vacancy

In the mean time even more has changed, the covid-19 pandemic has caused people to shop even more online, and the mobility transition and digitalisation has created other ways of shopping. Currently only 4 of the shops are vacant, but a big amount of shops have to switch in short amount of times as they can not survive financially. The only ones that can survive are Kardelen Plaza, The Lidl, The cheese shop, a Chinese restaurant and the bakery.

Figure 1.55. Photo of a vacant unit in shopping centre De Klop

Figure 1.56. Photo of a vacant unit under the new apartment block in shopping centre de Klop.

Figure 1.57. Photo of the entrance of the backside of kardelen plaza

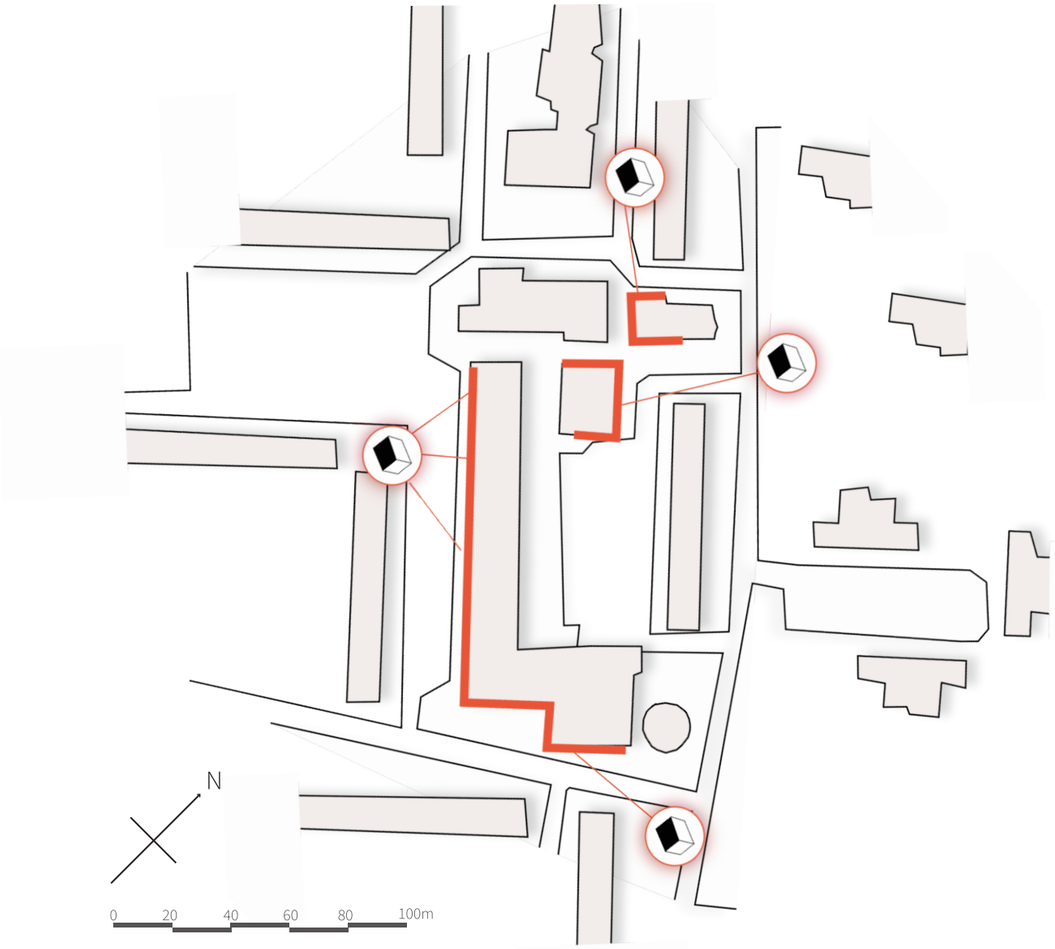


Figure 1.58. Spatial analysis map showing the backsides and blind walls of the area.

Backsides and unactive plinths

Speaking to inhabitants that where present within the centre, it came to light that the shopping cener is a place with a lot of nuicance. (figure 1.56) These problems are partly are a consequence of a greater problem underneath: the design of the centre. It has a lot of backsides (as shown in figure 1.54 and 1.55), unactive plinths, and the vacant shops as shown in figure 1.53 do not do good for the safety in the area.

"Nuisance is tackled, but a week later it's back to business as usual"

Ali, Living in Overvecht since 1998

Figure 1.59. Quote of inhabitent present in the cneter.

Not recogniseable and accessible by slow traffic

Next to this, the design of the neighbourhood also makes the area not recogniseable and accessble by slow traffic. The shopping centre is totally turned inwards, all entrances are located around the parking lot. This creates backsides on the other side, where there are storage places, and again parking lots. On this side there is no sense at all that there are shops located on the other side of the buildings.

The Shopping centre is accessible by car, but the slow-traffic routings towards the centre are lacking. There is no main bicycle route connected to the shopping centre and the pathways within the parks have nothing to do with the paths within the centre.

This is one of the reasons that shopping centre de klop is not lively anymore.

"When I just moved in, at first I didn't know there was a shopping centre here, it wasn't visible from the other side."

Gerrit, living in Vecht-zoom-zuid since 2012

Figure 1.61. Quote of inhabitent present in the cneter.

Figure 1.60. Photo of the shopping centre

No Identity

Another reason for the lack of liveliness in the centre is the fact that it has no clear identity. It has nothing that stands out for this neighbourhood. Because of this, people do not feel connected with the centre.

"It was once lively, but that is no longer the case "

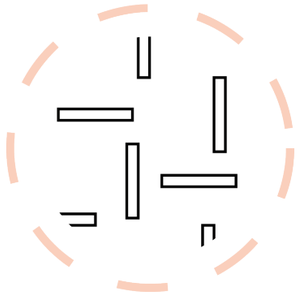
Inhabitant, living in Vechtzoom zuid since 1964

Figure 1.63. Quote of inhabitent present in the cneter.

Figure 1.62. Photo of the backside of shopping centre de Klop on the southeast side

1.4. PROBLEM STATEMENT

Shopping centre de Klop and its surrounding neighbourhood Vechtzoom-Zuid in post war neighbourhood Vechtzoom-Zuid are facing multiple problems, both spatially and socially.



Modernistic Layout

The modernistic layout of the neighbourhood does not work anymore:

- Collective spaces aren't being used
- The repetition gives no recognition in the neighbourhood
- The layout is made for the car, the infrastructure causes boundaries

Social-Economic Problems

The neighbourhood has a lot of social-economical problems;

- The demography has changed
- Inhabitants are low educated
- There is a lack of social cohesion and Inhabitants feel lonely
- The liveability is low and there are a lot of problem concerning the safety in the neighbourhood

Disfunctional shopping-center

The shopping centre is not attrative

- There is a lot of vacancy
- It is not able to cope with the transitions within retail
- It has a lot of backsides and unactive plinths
- The centre is not accesible and recogniseable to the neighbourhood
- It has no identity

Due to this important location within the neighbourhood, spatially and socially, all the problems of the neighbourhood come together in shopping centre de Klop and, vice versa, the centre has a major impact on these problems. It is therefore necessary to transform the shopping centre, as this can help solving all of the problems mentioned above.

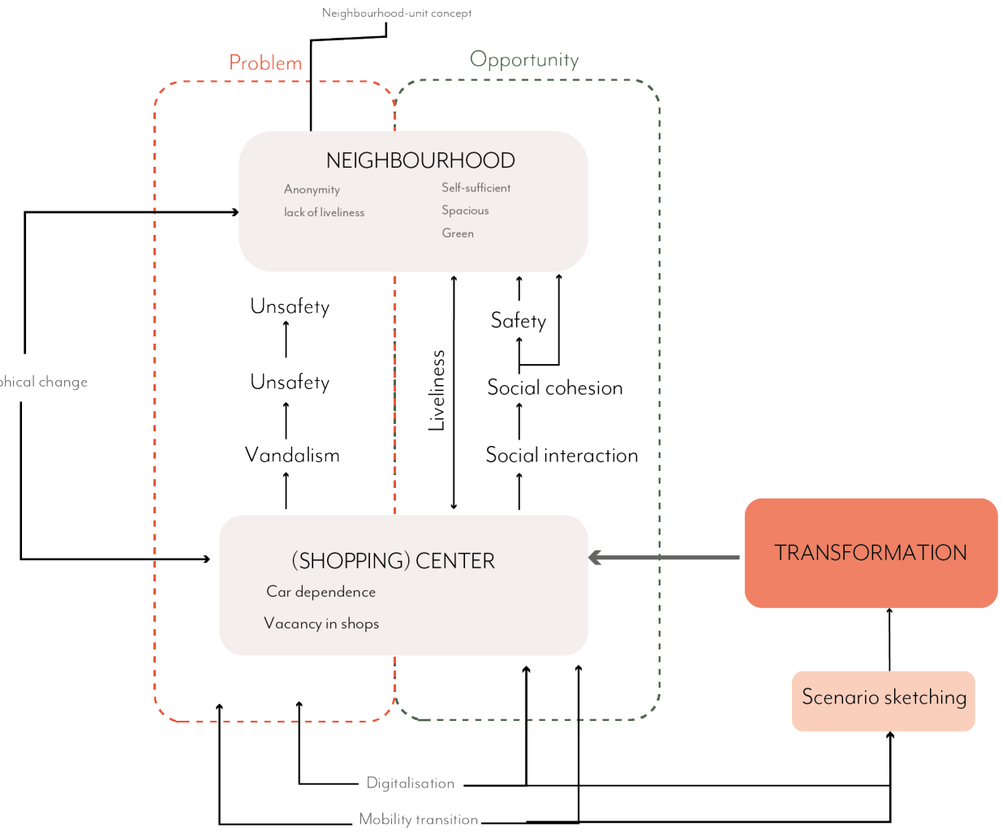


Figure 1.64. Diagram illustrating the problems and how this problem can hypothetically be solved.

2. METHODOLOGY

2.1. RESEARCH QUESTION

The problems explained in the previous chapter results in the following research question:

How can modernistic shopping centre the klop in post-war expansion neighbourhood Overvecht be transformed into an attractive center that increases the social cohesion of Vechtzoom Zuid, while coping with transitions affecting shopping centers over the next 30 years?

2.2. SUB QUESTIONS

The main research question is devided in 6 sub questions. All related to at least one of the three problem layers within the project.

The first question will explore the need of social cohesion, how this can be achieved through design and what is relevant for the neighbourhood of Vechtzoom-Zuid.

The next two questions will explore what the origin of the idea behind the spatial layout of the neighbourhood is, how this is working now and what has tho change in this layout.

With the fourth question it will be explored how a shopping centre can be designed to be flexible and fluid for of trends and transitions of the upcoming thirthy years.

Considering and using the answers to the first four questions, the fifth and fourth question will explore how this can all be brought together in the transformation of the centre. The answers on these two questions aree relevant for solving all three layers of problems.

How can the centre increase the social cohesion in Vecht-zoom-Zuid?

What is the idea behind modernistic post-war expansion neighbourhoods and the original function of their centres?

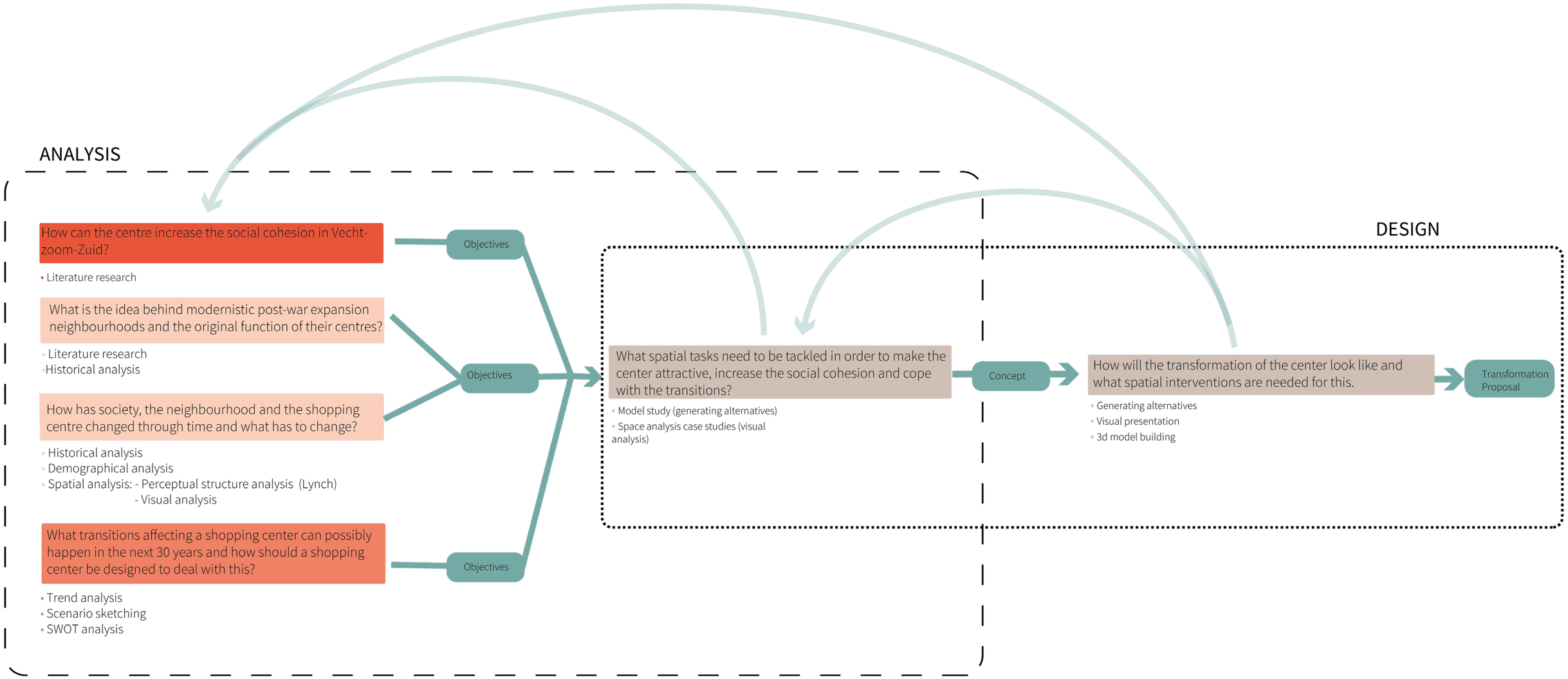
How has society, the neighbourhood and the shopping centre changed through time and what has to change?

What transitions affecting a shopping center can possibly happen in the next 30 years and how should a shopping center be designed to deal with this?

What spatial tasks need to be tackled in order to make the center attractive, increase the social cohesion and cope with the transitions?

How will the transformation of the center look like and what spatial interventions are needed for this?

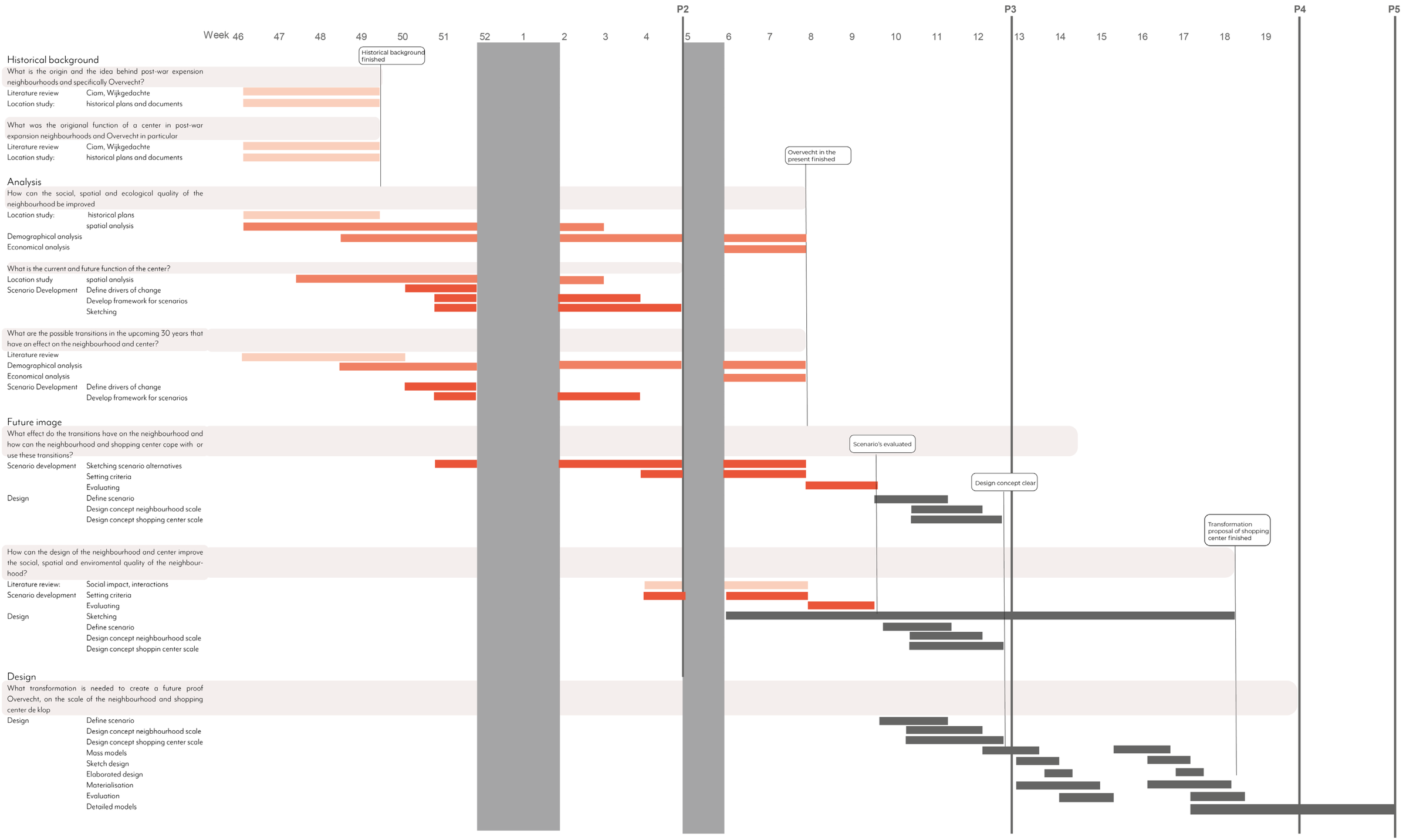
2.3. APPROACH AND METHODS



The project and order of this research will therefore be as follows: The project will start with different methods of analyses, answering the first four sub questions. The desired outcome of these questions is that with the answer on the questions, objectives can be formed for the fifth subquestion. The project will start with doing literature research on how social cohesion can be influenced by design. Whereafter the history and origin of urban trends will be analysed . Again through literature research but also by historical analyses of maps, this is already shown in the problem analysis, the literature research is done in chapter 3. In chapter 4, research question 3 will be answered. This will consist of visual analyses and perceptual structure analyises of historical images and maps as well as current images and maps. Also in this chapter a quantative demographical analysis of past and current inhabitants will be done. The spatial and demographical analyses of the past and future are being compared to draw conclusions on what has to change in the future.

In chapter 5 subquestion 4 will be answered This will be done by using the method of scenario sketching. In order to generate the scenarios, first trend analysis will be done. In the end a SWOT analysis will be used to evaluate the different scenarios, draw conclusions and generate objectives. These three different sets of objectives will be the Imput for subquestion 5, from wich the desired outcome is to generate a specific design brief and create a design concept. This concept will be created by doing multiple spatial studies, such as generating alternatives with models and doing physical visual analysis on different cases in order to generate feeling for measurements. In this report the step from analysis to the creation of the concept is shown in as a linear structure, while within the process thisis an iterative process of generating alternatives, then going back again to determaine new things with analysis and creating new or more detailed objectives. The same goes for the step between subquestion 5 and 6. In chapter 7 the transformation proposal will be visualised, but this transformation proposal will be made by generating alternatives, evaluate them, extract new information and going back to the first research questions in order to adapt the objectives and concept of the plan.

2.4. PLANNING


P2
P3
P4
P5
Week 46 47 48 49 50 51 52 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
Historical background finished
Overvecht in the present finished
Scenario's evaluated
Design concept clear
Transformation proposal of shopping center finished
Historical background
What is the origin and the idea behind post-war expension neighbourhoods and specifically Overvecht?
Literature review Ciam, Wijkgedachte
Location study: historical plans and documents
What was the origianal function of a center in post-war expansion neighbourhoods and Overvecht in particular
Literature review Ciam, Wijkgedachte
Location study: historical plans and documents
Analysis
How can the social, spatial and ecological quality of the neighbourhood be improved
Location study: historical plans
spatial analysis
Demographical analysis
Economical analysis
What is the current and future function of the center?
Location study spatial analysis
Scenario Development Define drivers of change
Develop framework for scenarios
Sketching
What are the possible transitions in the upcoming 30 years that have an effect on the neighbourhood and center?
Literature review
Demographical analysis
Economical analysis
Scenario Development Define drivers of change
Develop framework for scenarios
Future image
What effect do the transitions have on the neighbourhood and how can the neighbourhood and shopping center cope with or use these transitions?
Scenario development Sketching scenario alternatives
Setting criteria
Evaluating
Design Define scenario
Design concept neighbourhood scale
Design concept shopping center scale
How can the design of the neighbourhood and center improve the social, spatial and enviromental quality of the neighbourhood?
Literature review: Social impact, interactions
Scenario development Setting criteria
Evaluating
Design Sketching
Define scenario
Design concept neighbourhood scale
Design concept shoppin center scale
Design
What transformation is needed to create a future proof Overvecht, on the scale of the neighbourhood and shopping center de klop
Design Define scenario
Design concept neigbhourhood scale
Design concept shopping center scale
Mass models
Sketch design
Elaborated design
Materialisation
Evaluation
Detailed models

3. THEORETICAL FRAMEWORK

3.1. INTRODUCTION

As shown in the project approach, the different sub questions ask for different theoretical research and different methods. In the following chapter the theoretical framework supporting this thesis is made. With this, the first two reseach questions can be answered and the methods used in this research are being explained and backed up with literature.

Starting with the theory behind social cohesion and how this can be increased in neighbourhoods, focussing especially on physical interventions in a neighbourhood and centre. With this, the first research question can be answered.

Secondly reseach is done on the trends in urban planning in the nineteenth century, to understand and substantiate where the design of the post-war modernist city comes from. This is answering the second research question.

Then research is done on the different methods used within the resarch. Starting with an explanation on how scenario construction in design can be used to explore the different scenario's of shopping and mobility.

Whereafter the ways of spatial analysis are being explained and underpinned. Finally, literature will substantiate how a design is created from analysis and vision, and how the design process works.

3.2. DESIGNING FOR SOCIAL COHESION

In the research question, and in subquestion !, the specific aim is to achieve social cohesion within the neighbourhood. Social cohesion is not a goal, but a means to achieve other goals for the neighbourhood. There are many indications in the literature that increasing social cohesion contributes to the realisation of other goals. (Vreke et al., 2010)

3.1.1. THE IMPORTANCE OF SOCIAL COHESION

Firstly, social cohesion is an essential determinant of safety in the neighbourhood. This is supported by the social disorganisation theory from the field of criminology. In neighbourhoods with poor social cohesion, there is no formal and informal social control, and these mechanisms are the main ones that can reduce crime within a neighbourhood.
Since potential offenders can commit a crime relatively easily if there is no control, these neighbourhoods are more prone to crime. This pattern is confirmed by statistical analyses based on data from the GSB monitor, which show that strong social cohesion goes hand in hand with a low rate of victimisation and a low perception of unsafety. The relationship between social cohesion and safety is also confirmed in analyses for several redevelopment neighbourhoods. (Bolt & Torrance, 2005)

In addition, there are indications that social cohesion can have a positive influence on degradation and nuisance. According to a common view in the literature, social cohesion in a neighbourhood derives from the physical conditions in the neighbourhood. According to the so-called 'broken window' theory,(Wilson & Kelling, 1982) a poor physical situation in the neighbourhood, such as broken windows, graffiti, empty houses and waste on the street, leads to vandalism, nuisance, deterioration and crime. Other authors, such as Sampson & Raudenbush (1999) argue that physical and social disorder in a neighbourhood are the consequence rather than the cause of the social relations of the neighbourhood. While the physical situation in a neighbourhood does indeed influence the social situation (broken window theory), it is assumed that both have the same cause, that is, a lack of informal control. In neighbourhoods with more social cohesion, the chance of

informal control is higher, keeping the neighbourhood physically clean and avoiding social nuisance. Social cohesion is a condition for this control, but not a guarantee. On the other hand, lack of social cohesion does not lead directly to more crime in the neighbourhood, but it does lead indirectly.

3.1.2. INCREASING SOCIAL COHESION

3.1.3. Now the question is, how can social cohesion in the neighbourhood be fostered?. Following Vreke et al. (2010) fostering social cohesion can be described as creating favourable conditions for the involvement of residents in the neighbourhood and their neighbours. According to them (and frieling and volker et al), the involvement of residents is influenced by three conditions:
1. The number of meeting places in the neighbourhood
2. The low threshold of the contacts between residents
3.The motivation of residents to invest in relationships in the neighbourhood.

The third condition, is strongly influenced by the length of time people plan on staying in the neighbourhood. In order to increase this length, It is necessary that people can progress in their housing career within the same district. Currently this is not possible in

Overvecht. The first two conditions can be directly influenced by physical interventions, such as the construction and design of parks, playgrounds and squares. Their research goes deeper into researching the effect of green on the social cohesion. They conclude that green has multiple functions in creating more social cohesion. The first one is the use of the green, where the green is being used as a meeting place, a location where neighbours can meet each other at recreational activities, the second one being the maintenance of these places. The green space acts as an object of joint activity, namely the maintenance by neighbourhood residents. The third one being identification, In this respect, green spaces serve as a source of identification and attachment, making residents feel connected and involved in the neighbourhood.

Next to this, the research from (Bergeijk et al., 2008) Sais that the social cohesion is also influenced by the use of facilities in the neighbourhood. Their research pointed out that people that visit a cafe or restaurant in the neighbourhood at least once a month have a higher level of social belonging and the use of neighbourhood facilities is positively related to the social network. Shopping in the neighbourhood, visiting cafes or restaurants, going for recreational walks in the neighbourhood and visiting a community centre all contribute to one's social network in the neighbourhood and increases the low threshold of contacts between residents. This confirms the hypothesis that the centre of a neighbourhood, and the associated facilities, are very important for social cohesion. Improving the centre, and thus increasing the number of local residents using it, is therefore important for social cohesion in the neighbourhood.

3.1.4. CONCLUSION

Based on this research question 3 can be answered:

How can the centre increase the social cohesion in Vecht-zoom-Zuid?

Firstly, by making the centre more attractive, with this we increase the use of public facilities. Secondly, by introducing new green spaces, where people can recreate and meet each other. And thirdly, by adding new housing in order to make housing career within the neighbourhood.

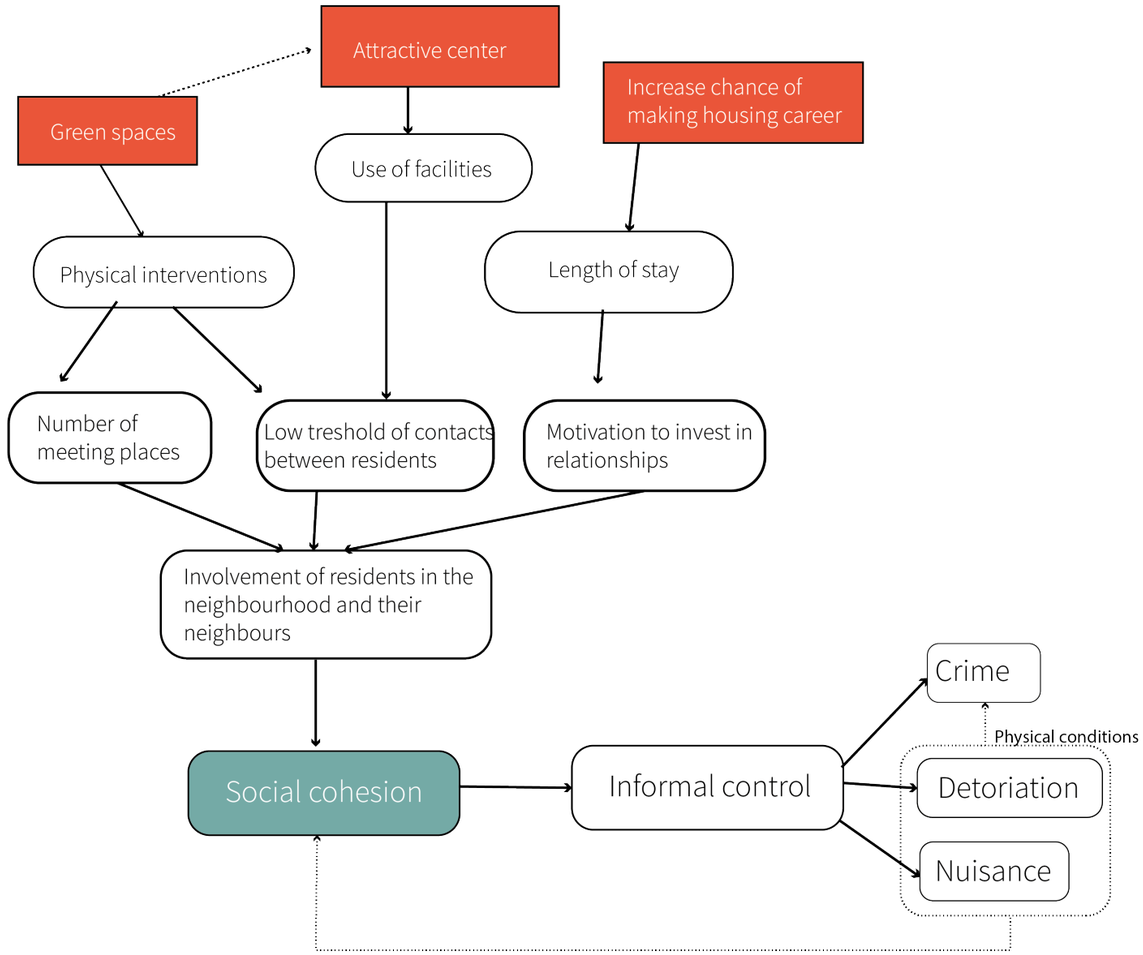


Figure 3.1. Diagram showing the actions that can be done to increase the social cohesion in the neighbourhood

3.3. URBANISM IDEAS IN THE PAST

Now that it is clear that the centre can indeed have an impact on the neighbourhood, it is important to know the ideas behind this neighbourhood and the underlying movements that have had an impact the design of Vechtzoom-Zuid and its centre, to understand the problems with this layout. Therefore the next chapter explains by literature research, the history and ideas of three main Urbanist movements : CIAM, the 'Wijkgedachte' and Structuralism.

3.3.1. CIAM

The first discussions and conferences on the problems of that occurred in spatial planning emerged before the war, at the beginning of the twentieth century. In this period, a lot had changed regarding the social issues in cities. In 1902 the Housing Act came into force and public housing appeared. Next to this, the rapid urbanisation of the landscape and innovations in the field of mobility were a concern. The population was growing, causing more people to move to the city in search of work, leading to overcrowded cities, traffic problems and poor access roads. The quality of life in the cities was deplorable: something had to change. How this should change, and what the cities should look like, was discussed at several international congresses of CIAM held since the beginning of the twentieth century. The conferences held at that time played a key role in the formation of good urban planning. They reflected on the planning of the fast-growing cities. (Haamans, n.d.)

CIAM rejected the then-standard European use of perimeter block urban housing patterns, as they argued that these did not create equal access to sunlight and good ventilation in every unit. Instead, in the first conferences, CIAM advocated that new housing should be built in widely spaced Zeilenbau rows as can be seen in figure 3.3. These were to be organized into walkable 'neighbourhood units', each unit would be centred on an elementary school and other collective services. (Mumford, 2019)

In addition, the socio-economic inequality that had existed before the war, continued; (Hofland et. al. 1983). A powerful political movement that longed for unity emerged. This meant that there was an aim to limit the individual freedom of the people, which would benefit the collective and where everything was regulated from the top down. This led to the top-down planning of the Dutch expansion districts. Because the neighbourhood concept, through the combination of system construction and the top-down regime, could be built quickly and everywhere, today the post-war neighbourhood occupies one-third of the total housing stock. The downside of this way of building is that the neighbourhoods are anonymous and monotonous. (Kortman, 2020)

Even more important for urban planning was the CIAM idea of the Functional City, the basis for CIAM 4 in 1933,. The "functional elements" of the city, could be organized in relation to housing by using the most efficient transportation route. The four functions would be: dwelling, work, transportation, and recreation. The separation of these four functions would be the most efficient and healthy design for a neighbourhood. The dwelling would be an efficient design of individual units in blocks in neighbourhood units so that all had good sunlight and ventilation, with easy pedestrian access to collective facilities (recreation). These neighbourhood units were ideally linked together by transit ways and by highways (transportation) to make for shorter commutes to business and industrial areas outside the neighbourhood (work).(Mumford, 2019)

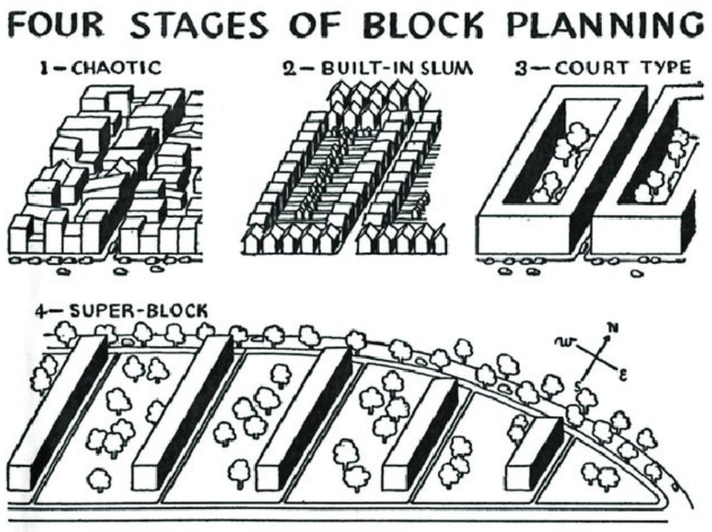


Figure 3.2. Diagram of Zeilenbau planning, showing its advantages for preserving open space near the housing units. Source: Reed and Ogg (1940).

3.3.2. WIJKGEDACHTE

A bit later but working together with this idea of the concept of the functional city the 'Wijkgedacht' emerged.' This idea was clearly explained in 1946 in the study 'The City of the Future, the Future of the City'. An urban planning and socio-cultural study about the growing city community. The report was written by a study group set up during the war under the leadership of A. Bos, director of the Rotterdam Public Housing Department. The study group based its vision of the city on the idea of neighbourhoods against the alienation of the big city. The city should be decentralised, with the districts forming units that function on their own. According to them, the city should be organised in a neighbourhood, district, part of the city and the whole of the city. The district or housing unit is the most important scale, because the social and cultural life originates there (Haamans, n.d.) A new version of this concept appeared a few years later with 'Wij en de Wijkgedachte' (We and the neighbourhood idea) by W.F. Geyl (1947) The idea was to make stable and healthy social communities out of neighbourhoods, which could function as a buffer against the dangers of modern urban life. But not only that: neighbourhoods should also be the place where the different pillars could live together and where the involvement of the residents could be realised. (N. de Boer, 2001)

The concept of functionalism, and the fact that the houses would be surrounded by greenery and provided with all sanitary and hygienic comforts, gave people good hope and would give the residents a lot of air, light, and space. In addition, according to the neighbourhood concept, the new neighbourhoods would create community. From a social perspective, this means that the residential area would be a reflection of the city, with families, young and old people living together in a residential area and forming a social network (Jansen & ArEA, 2001).(Kortman, 2020)

Separating living and working and taking the neighbourhood unit concept as a starting point, should lead to more order in the neighbourhoods. The neighbourhoods will be designed to a clear size, with sufficient facilities, and the individual character of the neighbourhood would create more of a sense of community. (Haamans, n.d.)

This first wave of the neighbourhood concept died in the late 1950s, when it turned out that prosperity gave city dwellers a much larger action radius than just their neighbourhood. Jacques van Doorn was one of the first to question this neighbourhood idea. In 1955, he wrote an essay entitled 'Wijk en stad: reële integratiekaders?' (Neighbourhood and the city: real frameworks for integration?) in which he wondered how realistic it was to see the neighbourhood as more or less separate from the rest of society. (Haamans, n.d.)

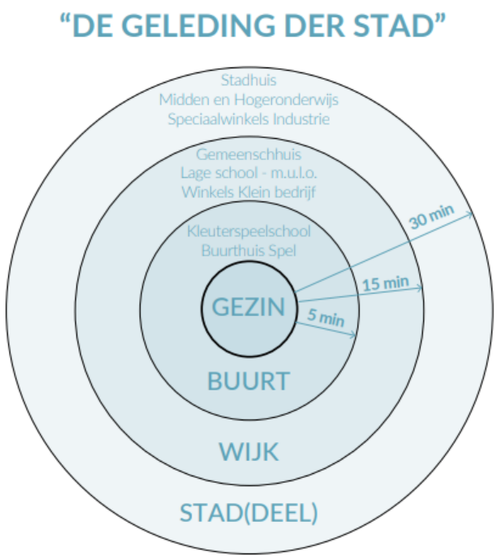


Figure 3.3. Diagram explaining the concept of the neigbourhood units. Source: W.F. GEYL (1947)

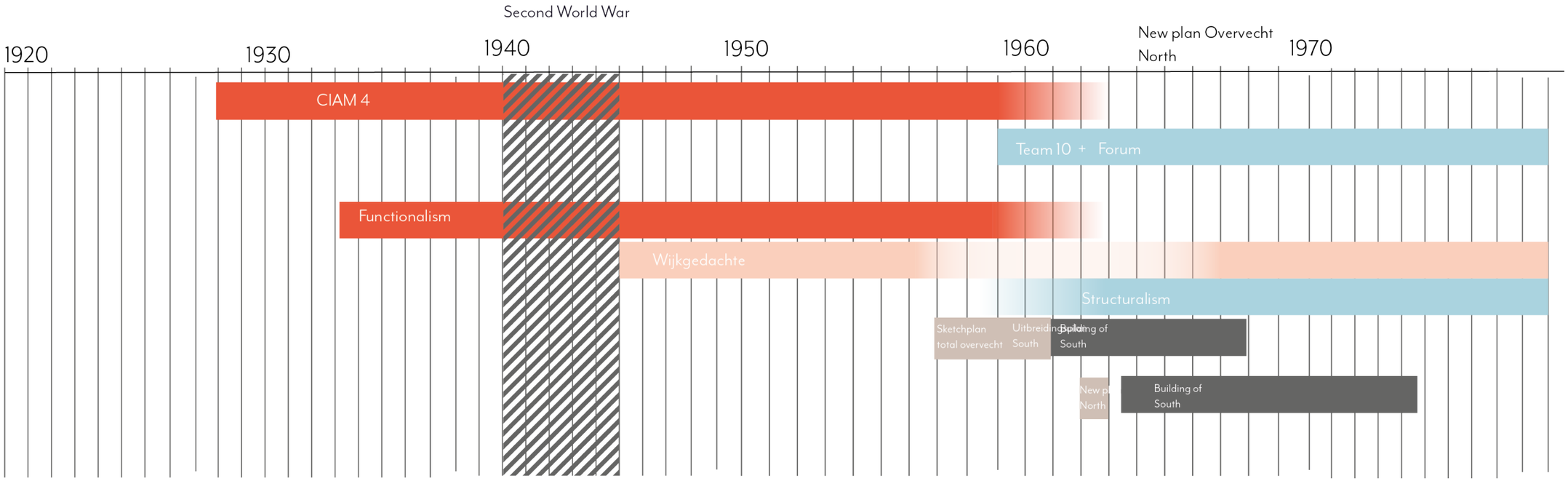


Figure 3.4. Timeline showing the different ideas in the field of urbanism, The groups with the biggest influence and the time when Overvecht was build.

3.3.3. END OF FUNCTIONALISM

After the demise of the neighbourhood concept in the second half of the 1950s, the neighbourhood hardly played a significant role as a framework for integration for some years. In the new housing estates, the dwellings themselves were the focal point: neighbourhoods became residential areas without any significant public life. Facilities were concentrated in the inner cities, which therefore had to be easily accessible from the peripheral residential areas. (N. de Boer, 2001)

At that time in Western Europe by 1953, also the ideas of CIAM urbanism about the functional city began to be questioned by the group of CIAM "youth members" known as Team 10. Team 10 demanded that CIAM return to using the more traditional urban categories of house, street, district, and city. It was also influentially rejected, along with CIAM and modern urbanism in general, by critics like Jane Jacobs (1961), The Forum group and by postmodernist architects in the 1970s. In the book: The Death and Life of Great American Cities, in 1961, Jane Jacobs analysed how cities were threatened by the separation of living, working and traffic. According to her, neighbourhoods need multiple functions to create a lively streetscape. Distinct functions attract different types of people who come to the street at different times and for different reasons. (Haamans, n.d.) This direction was influential on many practitioners in the 1960s. (Mumford, 2019)

3.3.4. STRUCTURALISM

A new avant-garde (Forum) gradually formulated a programme for the new city of the 1970s: back to a human scale, mixed, recognisable and small-scale city, in which people could live harmony with other people and nature and could influence his own home and living environment to a certain extent. Already in 1959, a manifesto entitled: Het verhaal van een andere gedachte (The Story of a Different Thought), written by the architects Jaap Bakema, Aldo van Eyck, Joop Hardy and Herman Hertzberger, was published in the magazine Forum, which served as a medium for a repeated, influential plea against functionalism. They did not reject modernism, but they did not want to take the only the functional requirements of living, working, traffic and recreation as their starting point, but wanted to make designs for human society. One of Forum's basic ideas was formulated by the architect Jaap Bakema. He argued that in architecture, not only should form follow function, but that form itself also has a function. One of the functions of the built-up environment, and therefore one of the designer's tasks, was to offer the future residents possibilities for identification.

Already in the 1960s, neighbourhoods were built in which this new direction was visible. Although these were executed in the straightforward structures and architectural language of the CIAM, the public space had a more enclosed and intimate character, and the sharpest edges of

3.3.5. PROTEST OF THE PEOPLE

modernist architecture were polished off. Attention was also paid to research into human perception and the experience of architecture and cities. Influenced by urban planners such as Kevin Lynch and Gordon Cullen, people wanted to return to a legible and experienceable urban landscape, which consisted of more than a repetition of uniform units. Lynch and Cullen were urban planners, but explicitly involved the human perception of cities in their work. (Abrahamse, 2019).

Next to the fact that professionals started to turn against functionalism, in the sixty's there came also protests from the current inhabitants of post-war functional neighbourhoods. Although the houses were equipped with hygienic and sanitary comforts, they were too small for the families, and they moved away from the neighbourhood. It also turned out that the top-down planning of the neighbourhood in which specific social groups had to share a territory with each other did not result in the desired community formation (Jansen & ArEA, 2001); the social ideal proved unattainable. (Kortman, 2020)

The new generation was done with functionalism, large-scale architecture, building regulations, a tendency to regulate and with authority in general, and they pursued the revaluation and reintroduction of a more historical idea of the urban outdoor space, of the street and the square. People wanted a merge of urban planning and architecture in order to create coherent, recognisable and hospitable places and cities (Abrahamse, 2019).

In the 1960s, an increasing number of action groups, organisations and associations came up, fighting for their own interests; equality between men and women, homosexuality, but also subjects such as the environment or war and inequality abroad came up for discussion for the first time (Hofland et. al. 1983). The strictly top-down planned neighbourhoods, where individual freedom was restricted, did not work anymore.

The strong economic growth led to the rise of the post-war welfare state and to the massive spread of suburban living: people moved into a house, preferably an owner-occupied house, in a suburb. In an increasing number of cases, this was a single-family dwelling with a car on the doorstep. The composition of the population and the density in the neighbourhood changed, causing socio-economic problems. (Kortman, 2020)

A factor that also became increasingly important was the role of the residents in the planning process. In the 1970s, 'the citizen' gained increased influence, and in many cases this citizen had a completely different city in mind than the designers and administrators. As prosperity increased, people were less inclined to be happy with every home that was offered. Residents became more articulate and took a more critical stance towards their city council, the civil service of their municipality and urban planners and architects.
(Abrahamse, 2019)

As a result of these problems, the neighbourhoods changed in two ways: in the early post-war neighbourhoods, the number of single-family households increased, and in the later post-war neighbourhoods, the neighbourhoods were structured according to economic perspectives, resulting in a separation of owner-occupied and (social) rental housing, flexible target groups, and a high degree of repetition in the neighbourhood. (Kortman, 2020)

3.4.6. OVERVECHT AND VECHTZOOM-ZUID WITHIN THE SCOPE

Based on this the next research question can be answered:

What is the idea behind modernistic post-war expansion neighbourhoods and the original function of their centres?

Within this scope of Ideas, we can clearly see the influence of CIAM and the wijkgedachte within Overvecht. As explained in chapter 1.2 the neighbourhood units are clearly visible, their is a big separation of functions. Where the dwelling consists out of individual units in blocks with good sunlight and ventilation. Linked together by transit ways and by highways.

Also a start of the influence of structuralism can be seen in Overvecht north and therefore also in Vechtzoom-Zuid. This can be seen especially in the more curved streets and sligthly more different collective spaces. However, the neighbourhood was still planned top down, and freedom was restricted. The welfare of the original inhabitants of the neighbourhood rised, and moved away. The changing composition of the population and social idea of top down collective social community caused socio-economical problems in Vecthzoom zuid.

3.4. SCENARIO SKETCHING

As shown in the problem analysis shopping centre de klop is currently not working, as the original design was not capable of growing with the different transitions. We saw that the use of facilities is important for the social cohesion in the neighbourhood. Therefore it is needed to transform the centre in such a way, that different kind of facilities are there and attractive. Not only now but for the rest of the upcoming years. However it is hard to predict the future and how the trends and transitions will evolve that have an effect on the centre. Not every possible future can be explored so the complexity of this needs to be reduced. In order to do this the method of spatial scenario's is being used. In this chapter, the use of scenario's is being sustained and explained.

3.4.1. SCENARIO DEFINITION

A scenario can be defined as a description of a possible future situation, including the development trajectory that leads to that future. They are not a complete description of the future, but intended to show important elements in a possible future image and to draw attention to the most important factors driving future developments (Kosow & Gaßner, 2008).
Scenarios can be used for several purposes. First of all, scenarios can be used to create knowledge about the present and future and to identify the limits of that knowledge. Second, scenario analysis can have a communicative function and be used as a public communication. Thirdly, scenarios can help decision-makers formulate objectives. Finally, scenarios can be a tool to investigate the potential effectiveness of strategies. In this thesis, the aim is more of a mix between the first and third aim, as creating several alternative spatial development scenarios can help in creating a spatial vision.(Stojanovic et al., 2014)
Scenario planning differs from creating a vision, however, because a vision paints a picture of a desired future together with strategies to achieve goals. In this thesis, a combination of a scenario with a vision is made.

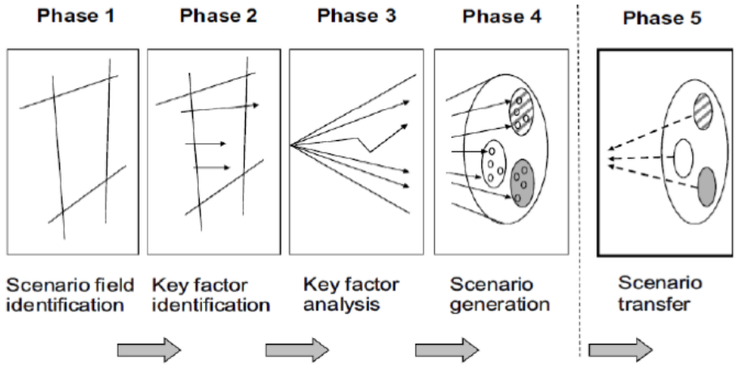


Figure 3.5. The five General phases of scenario construction. Source: Kosow, H,, & Gasner, R (2008)

3.4.2. TECHNIQUES AND APPROACHES

There are many different techniques and approaches in making, using and evaluating scenario constructions. To have an overview in what types can be used in this thesis, two researches that summarize different techniques have been explored. One of Kosow & Gaßner (2008) and the research of Stojanovic et al (2014).

Both describe that two major categories of scenarios can be identified: exploratory or normative. Where explorative starts from past and present trends and lead to likely futures, and normative describes a desired future. In this research we will make use of exploratory scenario's in order to explore what can happen.
Within this category again many ways of scenario sketching are possible. The one that is being used depends on the context, goal and audience of the project. It is not possible to identify and research all these techniques myself. But Kosow and Gaßner did an extensive research about this and they concluded that Although there are many different kinds of scenario analysis techniques, the scenario process is generally similar for multiple approaches and techniques. They concluded that the scenario process is generally carried out in five different phases. These can be seen in Figure x.

3.4.3. GENERAL PHASES

The first phase of the scenario process concerns the identification of the scenario area. Here, the main questions and the main goal of the scenario research are determined. In the second phase, the key factors that will have a strong influence on the development of the future are identified. In the third stage, the possible outcomes of these key factors are then examined. This step is typical for scenario techniques and distinguishes them from other methods. The individual key factors are analysed to find out which striking features are possible in the future. This step can be performed in different manners and always contains intuitive and creative aspects that are crucial for the visualisation of the different future developments of each key factor. In the fourth stage, the key factors are combined so that a small number of clearly different scenarios can be sketched. The final stage concerns the application of the completed scenarios for purposes such as creating objectives. (Kosow & Gaßner, 2008)(Stojanovic et al., 2014)
However, the individual phases take on very different shapes in the various techniques.

3.4.4. 3 DIFFERENT TECHNIQUES

Kosow and Gasner (2008) also explained that all different approaches towards scenario construction can be grouped within three different techniques: Trend exploration, Systematic formalised and creative narrative. A summary of this is given below.

Trend exploration.

This the technique in which a scenario is backed up primarily and only by trends that already exist or have existed and by their projection into the future. The heart of this technique consists of trend analysis and is very quantitative. Trend analysis means an observation of trends which is supported by the collection of long-term information and data. Once this is identified, trends are projected into the future.
The typical procedure of this technique is to determine factors that are important because of their influence and provide them with theoretical underpinning. In this way the future development is described as accurate as possible. Mostly this is only done on one trend, with the scenario's being the different kind of events within that trend that can occur in the future.

Table 7: Overview of different scenario techniques in the scenario process

In the scenario process \ Scenario techniques	Scenarios on the basis of trend extrapolation	Formalized scenario techniques	Morphological analysis	Intuitive logics	Normative-narrative scenarios
Phase 1 "Determination of scenario field"	Demarcation of topics and definition of the scenario's purpose				
Phase 2 "Identification of key factors"	Trend observation and trend analysis (incl. operationalization)	Identification and characterization (e.g. via impact analysis)	Definition of "components" of the "morphological field"	Evaluation and selection of factors according to their unpredictability and degree of impact	Collective collation and ordering of relevant factors
Phase 3 "Analysis of key factors"	Timeseries analysis and statistical trend extra-polation (if appropriate: variation of trends via TIA)	Consistency analysis or cross-impact analysis in order to form consistent bundles of characteristics	Systematic definition of "hypotheses" in the Morphologic Box	Overview of the values of central factors per scenario (line-item description)	Scenario workshop (incl. development and elaboration of germinal visions)
Phase 4 "Scenario generation"	"Most probable" scenario/ BAU scenario	(Statistical) selection of raw scenarios, textualization	Combination of "hypothesis" bundles into consistent scenarios (intuitively or systematically), textualization.	Textualization of scenarios on the basis of expressive titles, convincing lines of action and an overview of salient characteristics (see above)	Normative evaluation and narrative condensation into consistent scenarios (feed-back loops)

Figure 3.6. Figure x. Overview of different scenario techniques. Source: Kosow, H,, & Gasner, R (2008)

Formalised scenario techniques

This group of scenario techniques is characterised by the fact that it begins with a clear definition of key factors, then varies them and combines them in order to generate different scenarios. These are in general explorative scenario techniques which use both quantitative or qualitative data.
Within the framework of these techniques, the identification of key factors is as follows: The influencing factors are identified. These may be trends just as in the trend exploration or qualitatively described developments. Then these influencing factors are regarded as a whole, with regard to their combined effect. In order to do this the individual factors are juxtaposed in order to identify their respective interrelationships. The main point within this procedure is how the various factors behave in in relation to each other.

Creative narrative

This group of scenario techniques is characterized by intuition, creative techniques and unconcious knowledge. And often this technique is being use in a participatory way or within communication procceses. But also to get inspiration. These techniques are used in both normative scenarios and explorative techniques. Within the creative-narrative techniques, 3

different ways of scenario making can be formed: Intuitive Logics, Morphologic Analysis, and Normative-Narrative Scenarios. Intuitive logics will be the technique used in this thesis and will therefore be described more in detail.

3.4.5. INTUITIVE LOGICS

The entire process is decision-oriented. The important questions are: "What decisions must be made and what steps must be discussed? What is therefore the focus of the scenario process?".

The second step is to identify the key factors: What are the important aspects which we need to know about, in order to make decisions? After that, the key factors, can be evaluated via a matrix according to their degree of impact and unpredictability, see figure x. The fourth step is to construct a manageable number of consistent scenarios. The basic assumption here is that factors lacking significant unpredictability can come together to form a single profile during the course of the scenario process whereas unpredictanble factors, should be taken into account in the form the scenario's. With the most focus on the critical factors with a high unpredictability.

In this stage complete permutation can be used to explore few future scenarios. The basic idea behind this is that all possible key factors can be combined with each other without validating if it is possible as within the formalised technique. This is a quick intuitive scenario process in which only two key factors are defined with two extreme values per factor. Resulting in a grid of four scenarios. This is practical, since more than two key factors would make it very complicated. The advantages of this technique are that very different information about the future can be included and analysed, and new, creative ideas can be developed.

The next step is to create the scenario's. Two elements are recommended here for working out intuitive scenarios.Firstly highly descriptive and expressive titles have to be used in order to remember the different scenario's. And secondly compelling, convincing and consistent story lines have to be made. They not only describe how the scenario will end in the future but also tell about the developments leading up to that future. Wilson (1997): "In simple terms, a scenario should tell a story; that story should be dramatic, compelling, logical, and plausible." This scenario technique is very good for creating concrete strategies. Therefore, the scenarios are evaluated with regard to aspects which are relevant for making decisions.

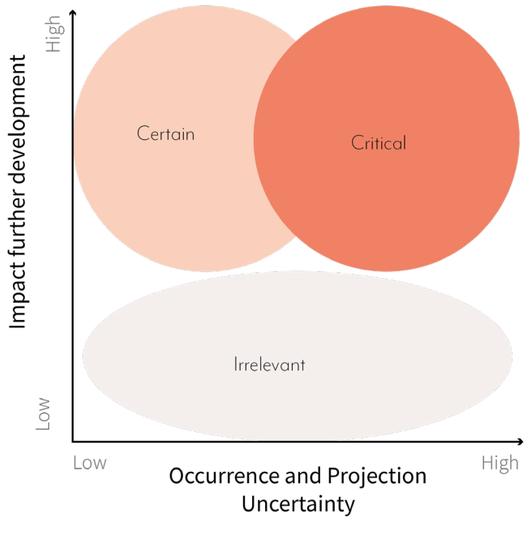


Figure 3.7. The use of the Wilson Matrix to prioritize scenario drivers, being used to determine wich key factors are irrelevant, certain or critical.. Source: Wilson (1998)

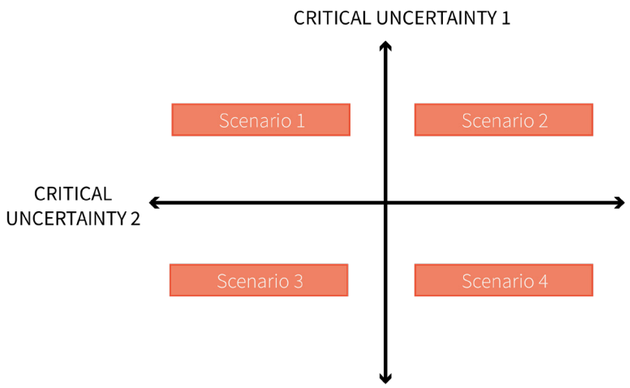


Figure 3.8. The use of the Wilson Matrix to prioritize scenario drivers, being used to determine wich key factors are irrelevant, certain or critical.. Source: Wilson (1998)

4. THEN VS NOW

4.1. DIFFERENT DEMOGRAPHY & DIFFERENT NEEDS

The neighbourhood of Vechtzoom-Zuid was built mainly based on the ideas of CIAM, and the 'Wijkgedachte' explained in the theorethical framework. But as also explained in the theorethical framework, the society underwent changes and the changing composition of the population and social idea of top down collective social community caused socio-economical problems, also in Vecthzoom zuid. In the following chapter it is explained in detail, what has exactly changed in Overvecht, Vechtzoom-Zuid and shopping centre de Klop, and what are now the core problems deriving from this change. With this we answer the third research question:

How has society, the neighbourhood and the shopping centre changed through time and what has to change?

This is being done by starting with a demographical analysis. Whereafter the results of the spatial analysis based on the ideas of Lynch are shown, bringing to light the core problems of the current layout brought to light.

4.1.1. CHANGING DEMOGRAPHY

When the neighbourhood was set up, this was mainly focussed on families, It has apartments with the size for families. The Facilities in and around the house were mainly Playgrounds and Schools, and within the neighbourhood units the only extra facilities located within these were shops.

The demography has changed since then, as can be seen in figure 4.1 only 32 percent is currently a household with kids. The main household composition in Vechtzoom-Zuid consists of many people living alone (over 68%), of whom about half are young singles as can be seen in figure 4.5. Next to this the proportion of elderly people is above average. Furthermore, there are a lot of different cultures represented in this area. More than half of the inhabitants have a migration background. This all means that the housing stock made for families does not fullfill the needs for these more single, elderly or cultural inhabitants. As shown in figure 4.4, there is a need for new mixed housing, smaller homes, new life cycle compatible housing and a bigger diversity of homes. These people also have a different need in facilities, More meeting spaces, more need for community centres, and health care near home.

Next to this within the neighourhood does not only need shops, but also work spaces, and spaces for sports etc. and therefore needs spaces that are more flexible and can have different uses.

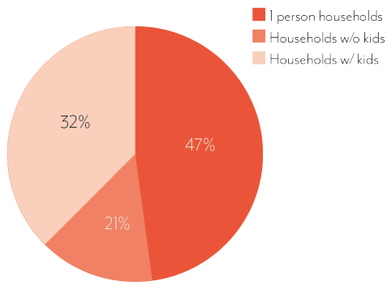


Figure 4.1. Household composition in the neighbourhood Vechtzoom-Zuid. Source: CBS (2022)

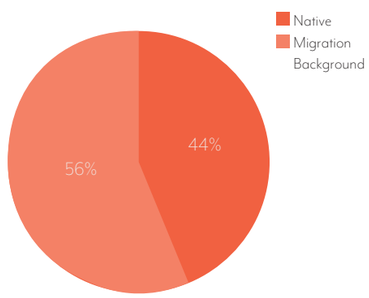


Figure 4.2. Origin of the inhabitants of the neighbourhood Vechtzoom-Zuid. Source: CBS (2022)

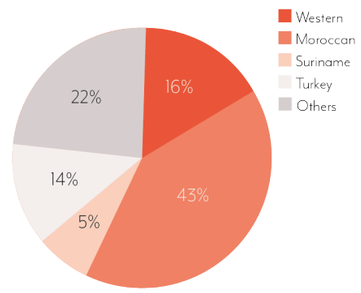


Figure 4.3. Migration background of the inhabitants of the neighbourhood Vechtzoom-Zuid. Source: CBS (2022)

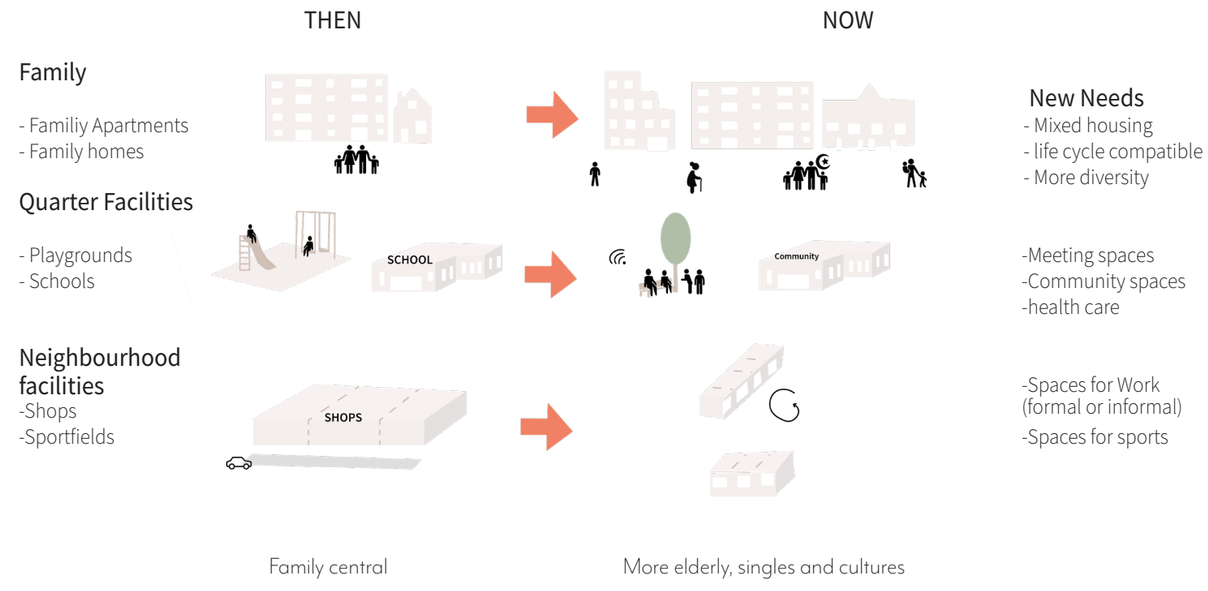


Figure 4.4. Changes between 1970 and current use of the neighoburhood of Vechtzoom-Zuid.

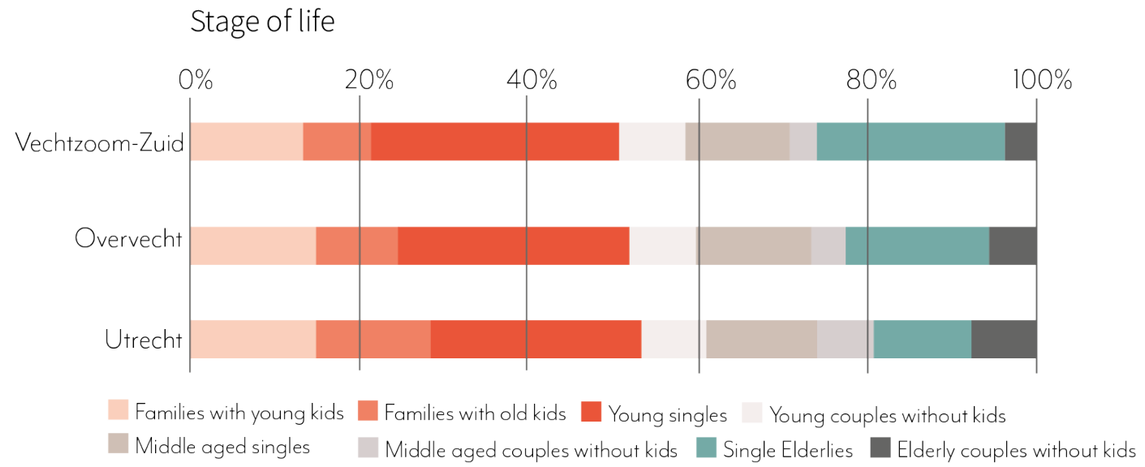


Figure 4.5. Stage of life comparison between the municipality of Utrecht, the city district Overvecht and the neighbourhood Vechtzoom-Zuid. Source: CBS (2022)

4.2. DIFFERENT USE OF THE NEIGHBOURHOOD

4.2.1. MODERNISTIC LAYOUT

As shown, the demography and the use of the neighbourhood has changed. But the material layer of the neighbourhood has not. The ideas that worked in the 1960's are outdated and cause various spatial problems.

Anonymus green

The green joints still largely determine the appearance of the neighbourhood and green space in Overvecht, especially the parks, is of reasonably high quality. There is a lot of mature planting, sufficient footpaths and varied routes with pleasant, sheltered spots. But contrary to what was originally intended, the facilities located near the green in the neighbourhood hardly ever orient themselves towards the greenery, or in fact they turn away from it. The park edges, where the buildings or facilities meet the park, are often very poor, as the harsh borders due to fences and blind facades result in little interaction between the facilities and the park. This is also the case in Vechtzoom-Zuid, there is no connection between the shopping centre and the green that is located near this. You can barely know that there is this green.This again results in anonymous green spaces that are used by few people making the places unsafe because of a lack of supervision and a clear edges. (Aorta, 2018)

This also accounts to the smaller greener in the neighbourhood of Vechtzoom-Zuid. This is no longer used as intended as the collective public space is not being used by the residents. In many places, there are small pieces of greenery without a clear function or clear edges: 'snippergroen'. (Werkplaats Overvecht, 2020) Currently these large public spaces bet¬ween the buildings have become socially unsafe, transitions between private and public space are often not clear and the increasing need for privacy and individualisation puts pressure on collectivity. (Connolly et al., 2011) Problems have arised with manage¬ment and maintenance, which causes the deterioration of outdoor spaces, storages and porches. (Boer et al., 2019)

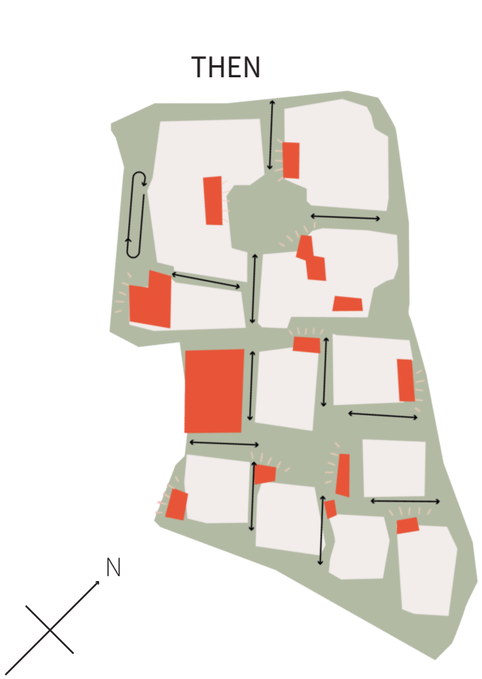


Figure 4.6. The change in placement of facilities in relation to the green structure

Figure 4.7. Example of one of the big collective space green spaces in between the porch flats.

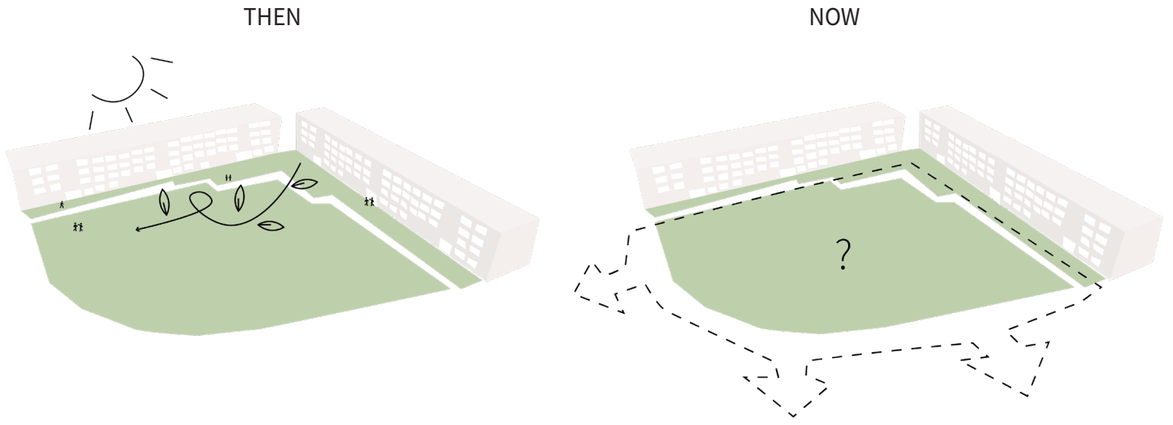


Figure 4.8. The change in use of the big collective green spaces

Monotuous repetition of buildings

The buildings around the collective spaces are also outdated. As explained earlier these where built in times where there was a high need for homes, and high the socio-economic inequality thus a desire of unity. Leading to the top-down planning of repeated porch flats made with system construction.

The monotonous composition of the medium-high-rise buildings does not provide for new target groups in the neighbourhood. Due to this monotonous composition, little living space is available for social up-and-comers from the neighbourhood.(Werkplaats Overvecht, 2020) Next to this it causes that, when standing in the neighbourhood, ther is no recognition of where you are at that moment. Even de Klop has on one side the same porch flat as everywhere else in the neighbourhood.

Therefore the neighbourhood needs something that stands out, and gives an orientation within the neighbourhood. In addition, the different parts within the neighbourhood should have their own form and identity in order to be distinguished from each other .

Furthermore, the unclear orientation of the dwellings and the garages on the ground floor ensure little surveillance over the public space. This leads to nuisance and a feeling of unsafety, and is not favourable for meeting and interaction. This has to change, plinths should be active.

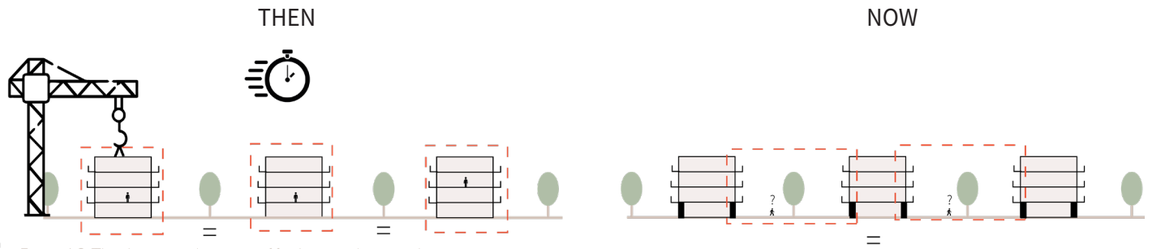


Figure 4.9. The change in placement of facilities in relation to the green structure

Barriers

The neighbourhoods infrastructure system is mainly focussed on movement by car. (Aorta, 2018). Unlike in the 1960s, in wich people had to move from their house to work by car over the main infrastrcuture, a large proportion of residents nowadays rarely leave the neighbourhood or move between neighbourhoods by foot or bike.

This is partly a concequence form digitalisation, more people work at home and therefore do not have to leave their neighbourhood. This is illustrated in figure 4.10

The motorways form barriers for slow traffic and between the neighbourhoods and the landscape. This can bee seen around shopping centre de Klop in figure 4.11. It was once designed with the idea that the car was the main way of transportation. But currently this has shifted to more use of public transport, walking and cycling. The area is not designed for these means of transport. The slow-traffic routings towards the centre are lacking. There is no main bicycle route connected to the shopping centre and the pathways within the parks have nothing to do with the paths within the centre. This is something that has to change. The barriers have to be broken through, and new slow traffic routing increases the accesibility of the centre.

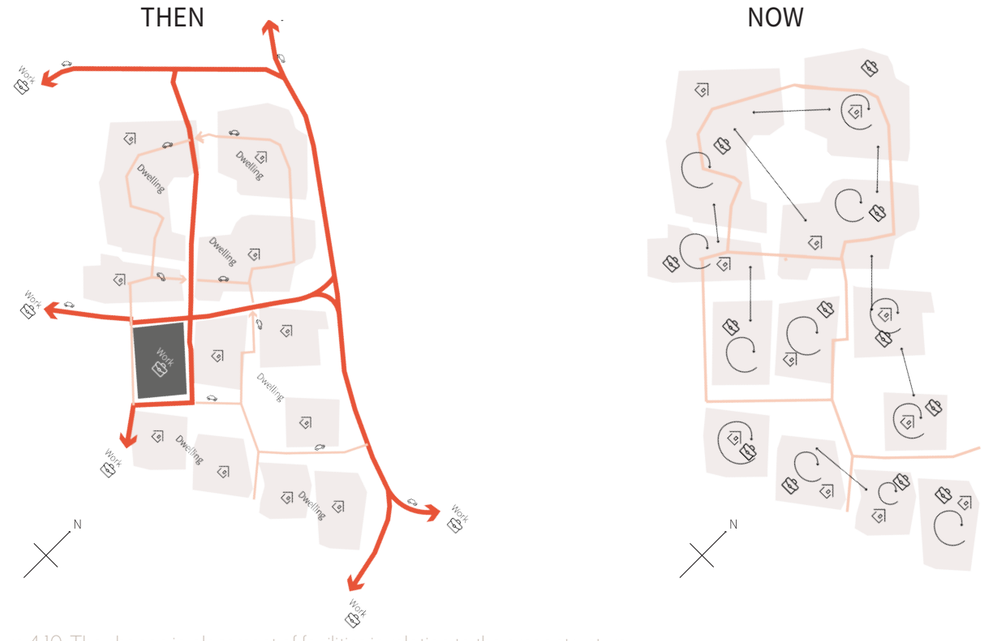


Figure 4.10. The change in placement of facilities in relation to the green structure

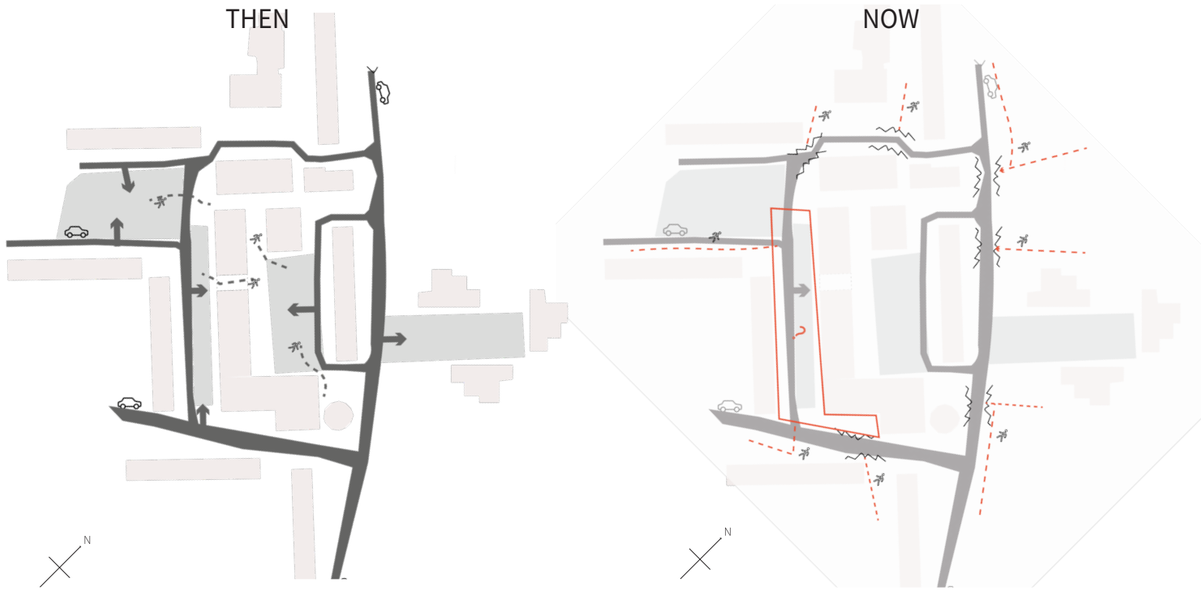


Figure 4.11. The change in placement of facilities in relation to the green structure

Zones

As told before, the design of the neighbourhood is devided within different zones, with a lack of relation between these different zones and barriers of infrastructure between them. This fits with the idea of separation of functions at that time. However currently this causes that the shopping centre is not connected to the green or the residential zones of the neighbourhood. The shopping centre is totally turned inwards, all entrances are located around the parking lot. This creates backsides on the other side, where there are storage places, and again parking lots. On this side there is no sense at all that there are shops located on the other side of the buildings.

When the centre is being transformed, it must be ensured that the zones are breached, that the centre is recognisable from the remainder of the neighbourhood, and that back sides are avoided.

Figure 4.12. Photo of the backside of shopping centre de Klop on the southeast side

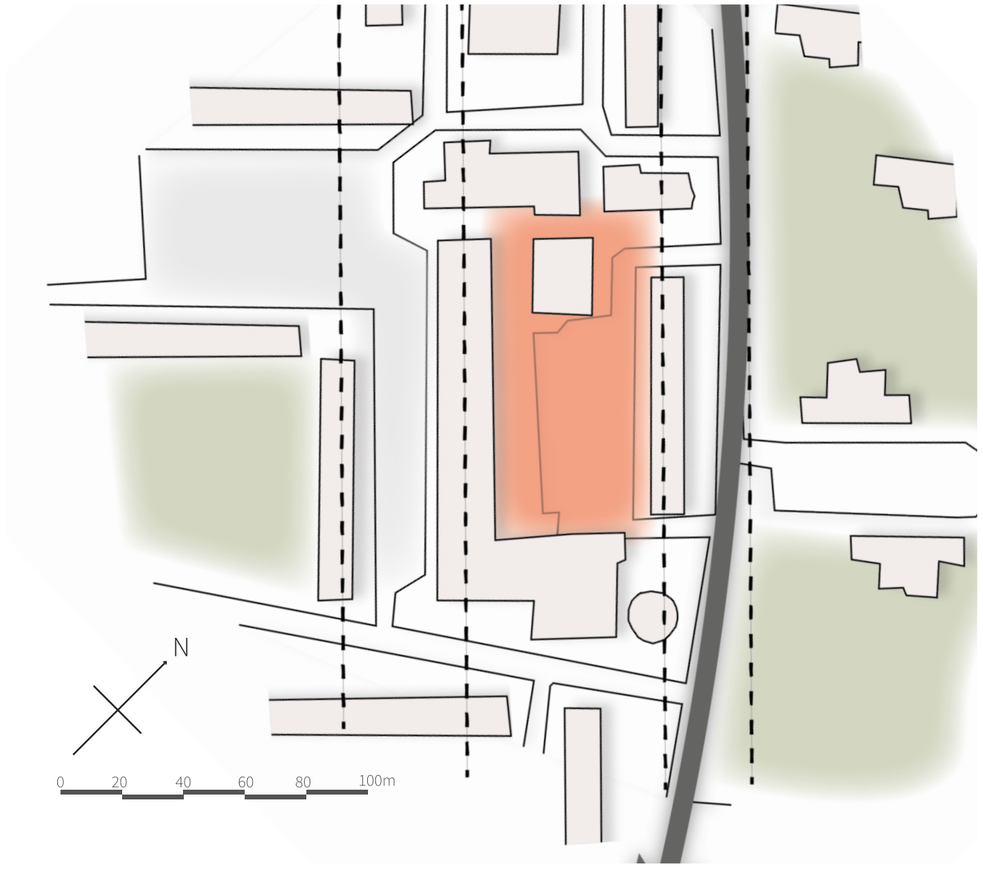


Figure 4.13. Spatial analysis map showing the separated zones created by the layout of separation of functions and infrastructural barriers

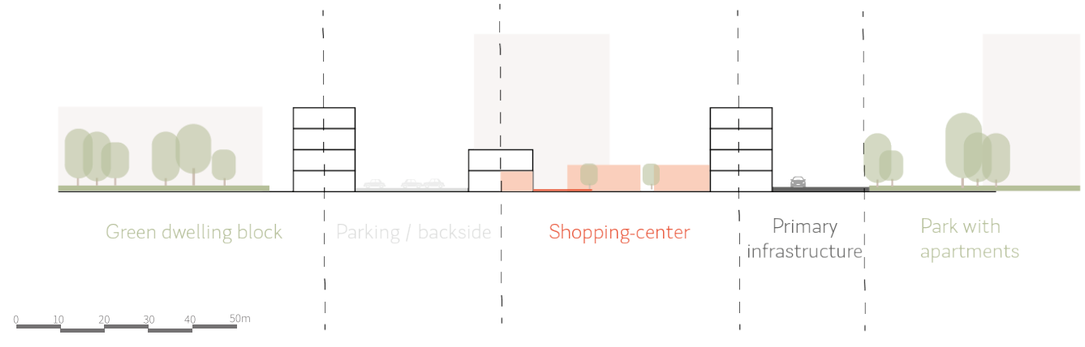


Figure 4.14. Spatial analysis section the separated zones created by the layout of separation of functions and infrastructural barriers

Figure 4.17 Photo of the entrance of the backside of kardelen plaza

Figure 4.18 photo of the entrance of the Kardelen plaza

4.2.2. CHANGES WITHIN THE SHOPPING CENTRE

Different use of facilities

Historically, shopping centres have been through a lot of changes. Originally it was thought of multiple smaller speciality businisses clustered alongside each other. In the early days, every article had it's own shop. But by the coming of the supermarket, a lot of these products are selled there and smaller shops are not able to keep their head above water. Next to this, E-commerce has been coming up and is now projected to account for a third of retail sales by 2030, forcing shop owners to find new ways to make physical shopping attractive.

4.2.3. CONCLUSION

This chapter has answered Sub question 3:

How has society, the neighbourhood and the shopping centre changed through time and what has to change?

This has lead to objectives that have to be tackled with the transformation proposal.

Firstly the demography has changed from families to singles, elderly and onter cultura l backgrounds. Therefore the functions within the neighbourhood have to change:

- the housing stock should be more mixed and life cycle compatible
- Amenities should have more functions than just shops,

Next to this the spatial design of the modernistic neighbourhood has to change. The big collective public spaces are not used, the top down regulated repeatative system buildings create monotomy and desorientation, the car based design and separation of functions create boundaries and zones. Therefore the next objectives have to be taken into consideration:

- Collective spaces should have clear boundaries
- Green should have a function
- The different spaces within the neighbourhood should have different forms and identities.
- De boundaries of the car have to be reduced,
- New slow traffic routing has to be created
- The zones have to be broken through.
- The visibility of the shopping centre from the neighbourhood has to be increased,
- The backsides have to be reduced

Lastly, the shopping centre has to be adapted to future transitions.

- The shopping centre has to be adapted to new ways of shopping.

5. ALTERNATIVE FUTURES

5.1. SCENARIO FRAMEWORK

It has become apparent that the shopping centre should be attractive in order to increase the social cohesion. Besides, now its known how the society has changed and that these changes caused the neighbourhood and the shopping centre to disfunction. With the transformation of the centre it is key that it is able to cope with these transitions and able to adapt to changes. Now that is clear what what has changed since the built and what has to change to be working in current society, there can be looked forward into the future. The shopping centre should not only be attractive for current residents, but also be sustainable for future generations and capable of adapting to changes in society. Therefore in this chapter subquestion four will be answered:

What transitions affecting a shopping center can possibly happen in the next 30 years and how should a shopping center be designed to deal with this?

In order to answer this question, the method of scenario construction will be used. By doing this, it will become clear within what future the transformation proposal will be functioning. The purpose of the scenario construction is that by examining the scenarios created and the effect they have on the design, different objectives for the transformation of the centre can be set.

Out of the multiple ways of scenario sketching explained in the theorethical framework, a specific way of working is determined for this research. The general steps, explained in the theorethical framework are followed, and within every step it is determined what method works best.

In the end this leads to the following framework that can be seen in figure 5.1. Starting with a short explanation of the scenario field and the question that has to be answered. Followed up by determining which factors have an effect on this scenario field. These different factors are then being analysed; What are de different possible ways that these factors can change? After this, the factors will be evaluated; Wich factors do have the most impact and are the most uncertain and therefore wich variables should be taken with in the scenario's. With these variables 4 extreme scenarios are generated; a storyline per scenario and the physical effects this has is shown through maps and images.

Lastly the scenarios generated, are evaluated. Within this step the main objectives derived from the process of scenario sketching, are summarized en and explained.

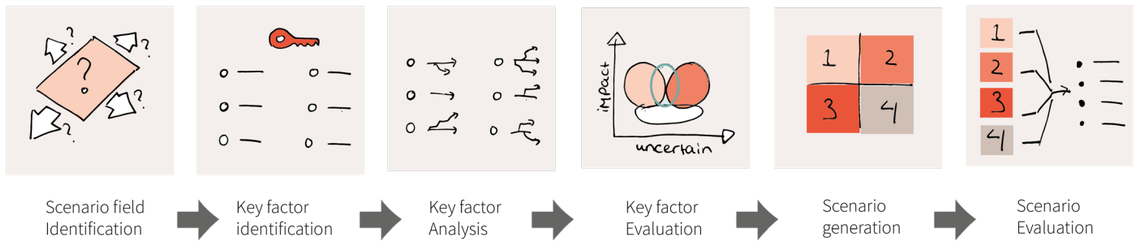


Figure 5.1. Phases of scenario construction

5.3. SCENARIO FIELD IDENTIFICATION

The purpose of this specific scenario sketching process is giving answer to the research question: What future changes affecting a shopping centre are likely to occur over the next 30 years and how should a centre be designed to cope with these?

The goal of the whole scenario sketching process is to find out, by key factor identifaction / analysis what drivers have an effect on shopping centre de Klop and what differences the spatial impact has in different scenario's. The factors should have a direct visible impact on Shopping centre de Klop and it's surrounding neighbourhood. This is the scope in wich the eventual scenario's will be portraid. The time frame of these scenario's is 30 years time, wich means the year of 2050

The desired outcome of this is that, by evaluating the created scenarios and differences in spatial impact and design solutions, objectives for the transformation proposal can be made.

5.2. KEY FACTOR IDENTIFICATION

5.2.1. EXPLANATION DRIVERS OF CHANGE

The next step in scenario construction is to determine which key factors have a direct impact on de Klop and Vechtzoom-Zuid. These factors can be general on the scale of the whole society and applicable to all shopping centres, as well as specific factors on the scale of the neighbourhood or de Klop.

There are mainly three categories of factors that have an effect on shopping centres. Changes in the people using the centre, who are these, how live these? The change in Technology. And the and Commercial considerations, wich means how and why people shop.

In the first category, People, we can distinguish multiple drivers of change that have an affect on which people will be using de Klop in the future. The first one is the demographical transition and Wealth of the people in Vechtzoom-Zuid specifically. Next to this, aging population in general, just as individualisation are two other key factor that have a direct effect on the people using the centre.

In the category of technology, the main major developments affecting retailing in general has been the emergence of the Internet as a channel for commerce: digitalisation. Not only does this effect how people can shop, but also how they move in social life. Also in this category belongs the mobility transition.

Lastly is the category of commercial considerations. This is a key factor in itself: why and how do we shop. When this changes, this has a big impact on what spatial design is working

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5.4. KEY FACTOR ANALYSIS

The next chapter will give a short general analysis of the drivers listed in the previous chapter. Per driver will shortly be explained what it's importance for the center is. Then currently happening in society and in vechtzoom zuid with this driver , and what the expected developent of this driver will be.

5.3.1. WEALTH

The wealth of the people living around the center is important for the center, as the wealth of the inhabitants determines what functions are fitting.

It may be clear that Overvecht is a destination for households with low income and in search of social and affordable housing. The relocation movements over the past five years show that these groups move more to Overvecht than they leave. On the other hand, there is a group of households that leave more than they move into the neighbourhood. These are largely families with young and also old children with an average and higher income. The extremes here are families with an income of 2.5 times the average income and higher (see figure x). The moving figures show only 26% move to the same residential environment as Overvecht. This is a very low percentage. (Werkplaats Overvecht, 2020) Overvecht does not offer the ideal living environment for them. This is also a sign that, in most cases, it is not possible or desirable for these households to make a housing career in the district. A group that you do want to retain in order to create more balance in the composition of households in Overvecht. If nothing in the housing stock is going to change, overvecht will stay the neighbourhood for people with less wealth.

5.3.2. AGEING POPULATION

Another impact on the people using the center is the ageging of the population.

As can be seen in figure ... The amount of Empty nesters and seniors will rise in the upcoming 20 years. This means that people using the center will also become older. Generally older people have the need for more healthcare close to home, better accesbibility and . This driver is very certain, and the impact that this has on the center is pretty clear. People will get older.

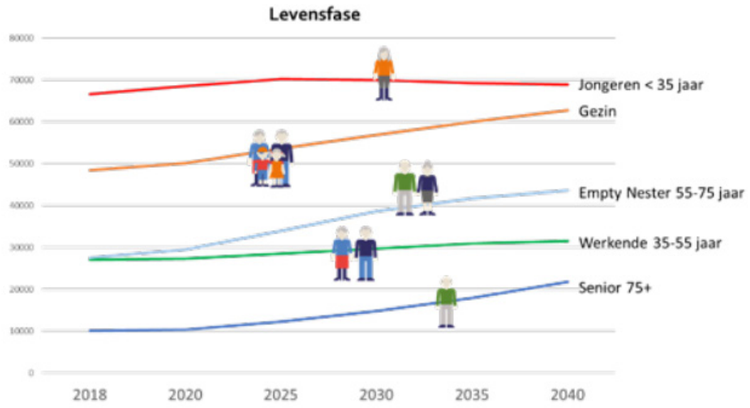


Figure 5.3. 2.1 Demographical Prognosis Utrecht, Werkplaats Overvecht, 2020

Saldo instroom/ uitstroom Overvecht	Minder dan 18.000 euro	18.000 - 26.000 euro	26.000 - 35.000 euro	35.000 - 50.000 euro	50.000 - 75.000 euro	75.000 - 100.000 euro	Meer dan 100.000 euro
Jonge alleenstaanden	0.2%	0.3%	0.2%	-0.2%	0.4%	-0.1%	0.0%
Jonge paren zonder kinderen	0.0%	0.1%	0.3%	0.6%	-0.3%	-0.6%	-0.6%
Middelbare alleenstaanden	0.7%	0.7%	0.0%	-0.5%	-0.4%	-0.5%	-0.2%
Middelbare paren zonder kinderen	0.2%	0.1%	0.0%	0.4%	-0.3%	-1.1%	-1.1%
Gezinnen met alleen jonge kinderen	0.1%	0.8%	0.0%	-0.1%	-0.8%	-3.0%	-9.4%
Gezinnen met oudere kinderen	0.1%	0.9%	-0.3%	-0.1%	-0.4%	-0.7%	-2.6%
Oudere alleenstaanden	0.8%	0.0%	0.0%	-0.6%	-0.1%	-0.4%	-0.1%
Oudere paren zonder kinderen	0.0%	-0.3%	-0.2%	-0.6%	-0.8%	-0.7%	-1.5%

Figure 5.2. 2.1 All movings in the past 5 years both to and from Overvecht, expressed in percentages. In particular, families with young children leave Overvecht, but also small households with 1.5 times modal and higher income. (Werkplaats Overvecht, 2020) https://21180184-a023-44d2-8df9-c140a44f9c1c.filesusr.com/ugd/6f28d5_fc2d471f0f3b45efbcf7d456e573bff3.pdf

5.3.3. INDIVIDUALISATION

The individualisation is a driver that has impact on the center, as this has an effect on the people using the center. Firstly the household composition within the surrounding neighbourhood.

Currently in society households are becoming smaller and smaller as more households will consist of one-person households. According to forecasts, the number of households in the city of Utrecht will grow considerably in the next 20 years. As a result, there is a greater demand for smaller and therefore cheaper homes. According to the housing market consultancy Stec Groep, this development is structural and the increase in preference for houses smaller than 40 m2 and between 40 and 60 m2 will only continue to grow. These homes are currently not in the neighbourhood of overvecht.

Next to this individualisation has effect on the moving pattern of people. CBS cites the decline in church and trade union membership as signs of individualisation. however the fact that we are living more individually does not mean that we have less need for social contacts, but rather that we want to be able to regulate these contacts ourselves, therefore individualisation makes it less easy to predict the needs of people, as everyone has their own moving pattern. Castells calls this part of the Network society where we live in now. It is hard to predict the moving pattern of a group as we did in the past. Not every elderly man goes to the supermarket, whereafter he goes to the bingoclub. This is important for a center, as it is harder to predict what people want, when they visit the center or where thy come from.

The individualisation will most probably happen, and there is nothing we can really do about that. This means that the households will become smaller and people using the center will be more unpredictable.

5.3.4. MOBILITY CHANGE

Not only the moving pattern of people will change. Also the transportation we use within this pattern will transfer. This is very important for the center, as this has an influence on the accessability of the center and therefore how this is used.

Currently we see multiple trends in the change of mobility. Slowly the car is becoming less and less important, shared vehicles are making an appearance, and vehicles are becoming smarter and smarter. In the future, there will definitely be fewer cars, however there will be more other forms of mobility. Making that in total the amount of vehicles will likely not be much less.

How this will change within the neighbourhood of Vechtzoom zuid is not very clear yet. But the design of the neigbhourhood and center do also have an impact on this driver. If nothing is done on the design the car will most probably still be the main transportation method. But by redesigning the area in such a way that slow traffic and other means of transport are more attractive, the change of mobility could be supported.

5.3.5. DIGITALISATION

Another driver that is very apparant but from which the further development is less clear is digitalisation. This has an effect on retailig, through the upcoming of ecommerse. Besides that, it also has an effect on how people live an use the public space generally. This has a major effect on the use of the shopping center.

With the growth of the Internet, a new means of shopping channel became available to consumers and shopping no longer needs to be a physical, time-consuming activity. The entire shopping process from product information search, communication and selection, transaction, delivery to after sales can literally be conducted on the Internet.(Weltevreden & Rietbergen, 2006). In shopping center de klop, this has resulted in people making less use of the shopping center and making the area less lively.

Not only because shopping is online, digitalisation affects also the way that people meet each other and use the public space outside. The combination of individualisation and digitalisation has an effect on how people meet each other. with social involvement being expressed via the Internet from home rather than in the physical public space. This has a impact on how the center is used.

The trend of this can go two ways: 1. More and more will become online, resulting in shopping, working and meeting eachother online. Public space, and centers will than be used only for healthcare, sports and logistics. 2. As everything will already be done at home (working, studying, doing the needed groceries) public space will become the space where people want to be in their free time. This is something we have been seeing iduie to the covid 19 pandemic.

5.4.2. WAY OF SHOPPING

This also has an effect on the way that we shop. Currently we can see two trends appearing in the field of retail: Run shopping, by which we order our clothes online and let them be delivered or quickly pick them up at the pick up point. Where we have quick service deliveries to deliver some groceries, or even have your weekly groceries delivered in total at home. And where we order food to eat at home instead of going to a restaurant.

The other trend is kind of the counter-movement and is called Fun shopping. It is in peoples needs, that we want to see, feel, smell, hear and taste things with our own senses. And not to forget, we need social contacts and other people. Therefore this trend is focussed on shopping as a way of going out, meeting people and experiencing all these senses.

It is not clear which way people prefer in a bout 30 years. There will be more and more technologies available to make everything even easier for run shopping. But it is not clear if people will make us of this or if we in the end go back to the total opposite.

This driver is not influencable by the design of the center, but counterwise the driver does have a very high impact on how it should be designed.

Run shopping

- Online shopping + Delivery
- Online weekly groceries
- Pick up stores
- Quick service deliveries

Fun shopping

- Combining shopping with other activities
- Going outside for meeting people
- Tasting, feeling and smelling

5.4.1. POPULATION DENSITY

the density of the population is important for what functions are profitable within a center. A highly Urbanised area means a lot of people, and therefore multiple functions and more amenities are viable and even needed.

Currently shopping center de klop is functioning as a small shopping center, as the direct surrounding, the neighbourhood Vechtzoom zuid, is not very urbanised. Within this project, I do not determine what happens with the housing stock of everything outside the center. There is a lot of space for densification, but the municpality is hesitant to build here because of the modernistic layout of the neighbourhood.

If the area will be highly densified this will mean also a need for a bigger center. But if it does not, there should be thought of other functions in order to keep the lively center.

5.5. DRIVER EVALUATION

5.5.1. IMPACT AND UNCERTAINTY

Now that there is an image on which drivers are important for the neighbourhood it is time to evaluate them. The scenario's will have to consist out of a combination of drivers that are the most uncertain and have the most impact. We will have to find the critical drivers of change for the possible scenarios. Those drivers are the ones that have a high degree of uncertainty and a high impact on the neighbourhood and the shopping centre.
Therefore the drivers of change spoken about in the previous chapter are placed in the Wilsion diagram. In the diagram below, the drivers are placed in order of uncertainty and impact on the shoppping centre. Out of this, three categories are made. The drivers that are certain, or at least predictable. The drivers that I have a clear vision on, and i can influence. And the drivers that are uncertain, with a big impact; out of wich the scenario will be constructed.

5.5.2. CERTAIN DRIVERS

There are three drivers in the category of certain drivers. The first one concerning, climate change. there is no doubt that climate change will happen, and this has a big impact on the design of the neighbourhood, this means more heavy rainfall. As the neighbourhood of vechtzoom zuid is located in a very wet area, a solution has to be found to reduce flooding. The same goes for the ageing population and individualistation. As these drivers are quite certain, these will not be included as variables, but as certain changes. The design criteria, for these drivers, also shown in figure .. will be considered when constructing the scenarios.

5.5.3. VISION

The next category is my vision. The drivers in this category are not that certain, and do have a high impact. Yet I myself have a strong vision on these factors and In addition, can exert an influence on these factors. Steering the future in some kind of way. So for these drivers I will take and therefore explain my own position, again for each driver and expected/desired development different design objectives are being set. visible in figure.. .

Demography and wealth

As stated in the previous chapter, predicting

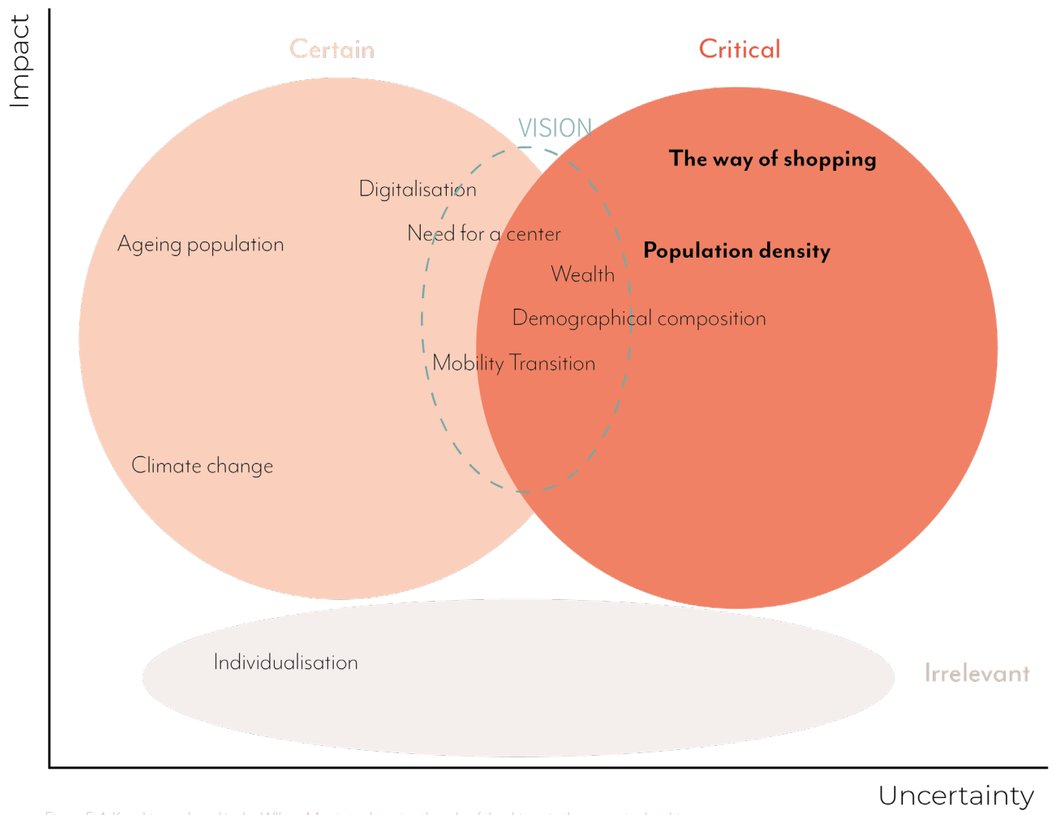


Figure 5.4. Key drivers placed in the WIlson Matrix to detrmine the role of the drivers in the scenario sketching.

the demography and wealth of Overvecht can be done slightly, the population will become older, the households will become smaller and the wealth is something where I can have an impact on by introducing new housing.

In my vision Overvecht will stay the neighbourhood with the lowest income of Utrecht. The people living there now will get older, but new people are coming in. I take into account people of foreign origin, the less educated and those on low incomes. No specific portraits are being made. Because of the current network society and individualisation everybody's moving pattern is not related to different groups.
Despite the idea that Overvecht, and therefore also Vechtzoom-Zuid should be for the groups with lower income, it is important that the social climbers within the neighbourhood have the opportunity to grow within the neighbourhood. This increases the social cohesion, as explained in the theoretical framework. This is something where I, as an Urban designer can have an influence on, by planning new types of housing. This will therefore be not really uncertain and therefore this position about the development of the wealth and demography will be taken as certainty within the scenario construction.

Digitalisation and Need for a centre

A part of the digitalisation trend is quite certain: ecommerce will become more and mor. But as explained, the trend of digitalisation affecting meeting places can go two ways. 1. More and more will become online, the same goes for shopping as well as meeting. 2. As everything will already be done at home public space will become the space where people want to be in their free time. On this topic I have an opinion on the fact that people need to have physical social contacts, and that this is something we have been seeing iduie to the covid 19 pandemic. Therefore public space only becomes more and more important in order to generate meetings between people.

Also, as explained earlier, in order to increase the social cohesion in a neghbourhood, facilities within a neighbourhood are important for the low threshold between residents. Next this physical meeting places have to be apparent in the neighbourhood. In my opinion a centre is the best way of accomodating these meeting places and low threshold contact.

Mobility transition

As told, the mobility transition is also something that the deisgn of the urban fabric can have an influence on. By redesigning the area in such a way that slow traffic and other means of transport are more attractive, the change of mobility can be supported. My vision is therefore that within 30 years slow traffic and public transport will be more important than the car, but the car and every other way of transport will still be there. INcluding shared mobility vehicles. These cars will, through new technologies be smarter and are therefore safer to mix with slow traffic.

5.5.4. UNCERTAIN DRIVERS

The two drivers of change that are uncertain and have a high impact on the shopping center are the way we shop in the future and the population density of the neighbourhood that uses the shopping centre. Both have two extremes: Fun shopping vs Run shopping, and High density vs Low density.

The effect of the combination of the extremes of these two drivers on the shopping centers will be explored through scenario construction.

Driver	Development in 30 years	Design criteria / objectives
Climate change	More heavy rainfall Hotter	Design for heavy rainfall reduce paved area
Ageing population	People will live longer Are more mobile and know more of technology	There should be a place for healthcare
Wealth and Demographical transition	The neighbourhood will stay a place for the current inhabitants with lower income and a lot of different cultures.	Increase the mix housing to make housing career There should be room for entrepreneurship
Mobility transition	Slow traffic and public transport will be more important than the car (10 minute city concept) shared mobility will play a role Everything will still be there cars are more advanced so it is safer to mix streets	Increase the accessibility by slow traffic and public transport and change the infrastructure to dominantly use for slow traffic Include a space where people can come togehter (hub) Reduce the harsh only car lines and mix traffic forms
Need for center	The amenities in the neighbourhood will still have the function of a meetingplace in the neighbourhood	Make the place of the function a pleasant staying environment and meetingplace give reason to stay
Digitalisation	Shopping and working will be more online. Therefore the home will become the place to stay and work. Public space will be for meeting as people will need to want to go outside. (recreate outside) that is in peoples nature.	Make the neighbourhood pleasant to stay and recreate
Individualisation	People will be more and more on theirselves and have their own pattern of moving. (network society)	People should not be generalised into groups as people will all have their own way of moving and going.

Figure 5.5. Vechtzoom-Zuid is still a place for low income grouos, with the change of climbing the ladder economically and making housing career

5.6. SCENARIO CONSTRUCTION

5.6.1. FOUR EXTREMES

Densification

On the y-axis the degree of densification is shown. No matter what, more homes will have to be built. However, as mentioned earlier, the number of one-person households will rise. This means that, if we do not build more, the population density will decrease. In the scenarios, we distinguish two extremes: More houses are built, but the population density remains the same (Low Density). Or so many more homes are built that population density rises sharply (High Densification).

Way of Shopping

On the x-axis two extreme ways of shopping are distinguished; run shopping and fun shopping. As explained in the previous chapter, with run shopping people tend to order a lot online, and only do their needed groceries as fast as possible. In the future scenario this might look like ordering everything in advance, go to a pick up point on your way home from something else and directly go to you house. While fun shopping consists of going out for shopping in order to experience all senses

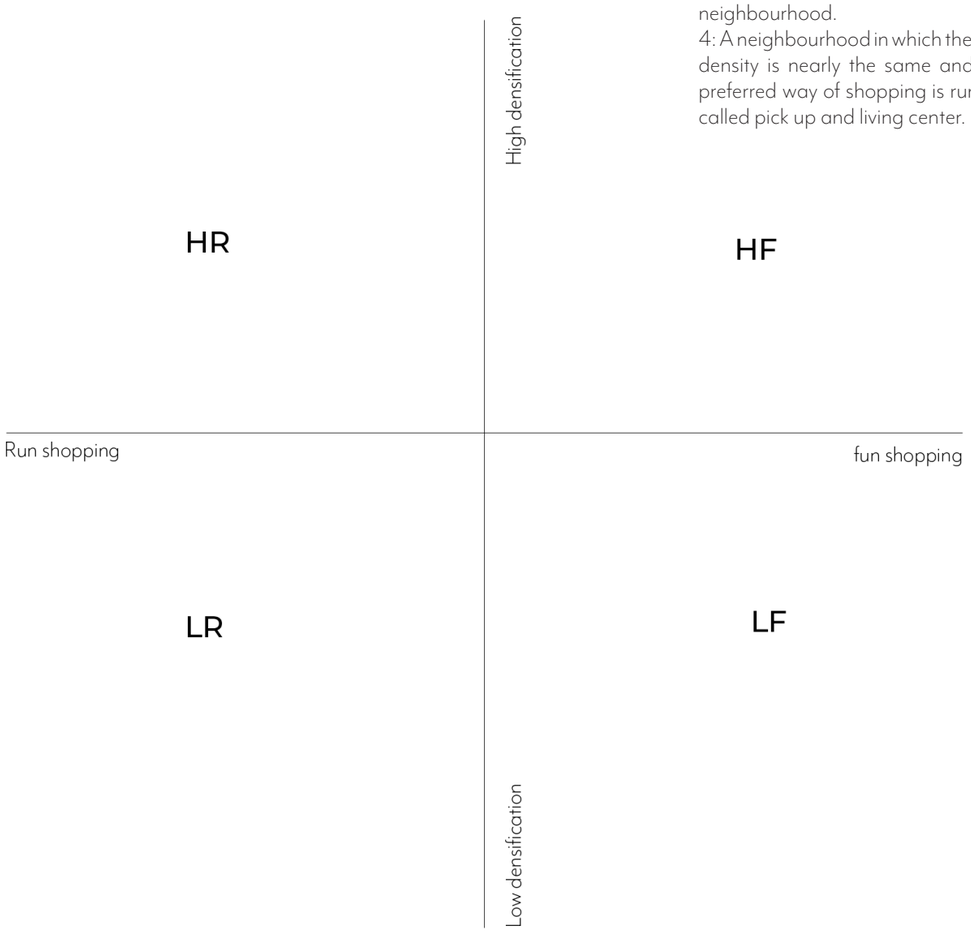


Figure 5.6. Matrix where the axes of 'way of shopping' and 'population density' create four exreme scenarios

4 extremes

Combining the extremes of these two drivers of change four extreme scenario's can be created.
1: A neighbourhood in wich the population density is multiplied and where the prefered way of shopping is fun shopping, called the center as recreational shopping center.
2: A neighbourhood in wich the population density is multiplied and where the prefered way of shopping is run shopping: called the transport hub.
3: A neighbourhood in which the population density is nearly the same and where the preferred way of shopping is fun shopping., called: A center for and through the neighbourhood.
4: A neighbourhood in which the population density is nearly the same and where the preferred way of shopping is run shopping, called pick up and living center.

5.6.2. THE CENTER AS RECREATIONAL SHOPPING CENTER

Description

This scenario is based upon the rising population and urbanisation, resulting in a highly urban neighbourhood of vechtzoom zuid.. Combined with the trend of fun shopping, we want to go out to experience the full experience of shopping. This means, feeling, tasting and hearing. People go to the center not only to shop their groceries but also, having a drink, sitting somewhere or join an event. This also means that shops will be bigger than just a space to go in and out, these are being designed to get a real experience. The increase of the population in the surrounding neighbourhood causes that there is a bigger public. So there can be more amenties and different kind of shops added. The function of the center is mainly shopping and recreating.

Functions

The functions in the area will not only be shops but also restaurants, café's. There can also be room for the people in the neighbourhood to implement their own ideas of new functions.

Form

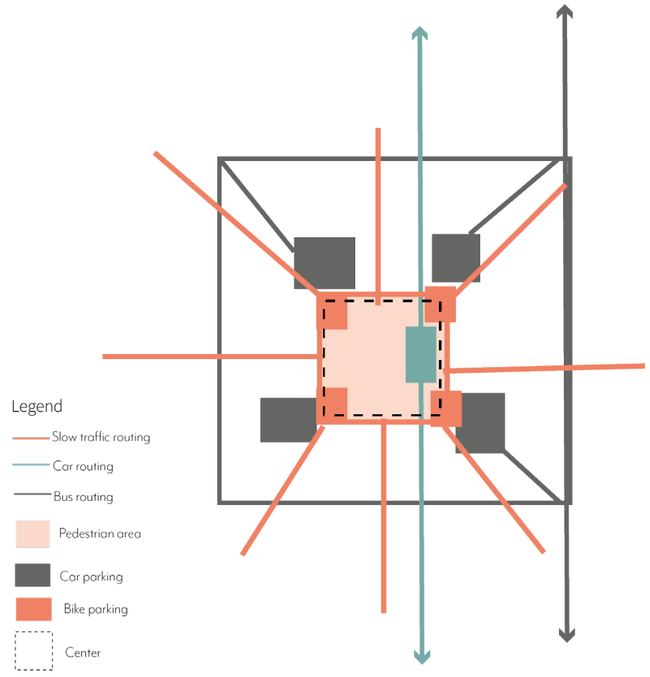
The center is areal land mark, attracting people. Therefore the buildings are higher. But also the spaces are big, squares where terraces, markets and events can take place.

Routing

people go from their home around the neighbourhood by bike and by foot towards the center. This travel towards the center is already part of the experience, therefore it is important that this routing is from all parts of the neighbourhood towards the center a pleasant routing. For this it is important that the boundaries of the car are being reduced, the routing around the neighbourhood should be designed for slow traffic. As the center is mainly based on experiencing and staying there for a while, the car is also out of sight within the center. On the corners there can be parking spaces for if people do bigger groceries for example.

Next to this, the connection to the bigger city center of utrecht is also important. As in this scenario fun shopping is the main trend, people would also want to go to the center for this. The public transport stop should therefore have and important place within the center.

The car is out of sight in this center,



5.6.3. THE CENTER AS A WORK AND TRANSPORT HUB (HR)

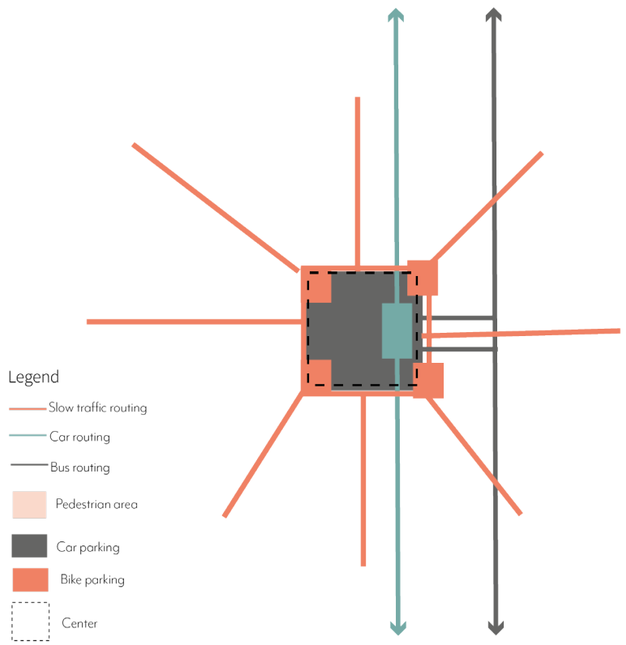
Description
This scenario is based upon the urbanisation and rise of population, therefore the neighbourhood of overvecht will be highly more urbanised. Wich means more people will be in the neighbourhood. This is combined with the trend of run shopping, making that the people will not stay for a long time in the center if they go purely for shopping. This means that the center should have a different function than shopping, to generate a place to go to and meet each other. More people in the area, also means that there is more people going in and out and moving through the center. As there will also be more different kinds of mobility, this can become quite complicated. Even with the more and more, pick up services and deliviery scooters.

The center as a Transport hub is therefore a great solution for this scenario. If people go outside their neighbourhood (to work, meet friends or recreate somewhere else) they go through the center. For example, they go by bike or foot to the center, where they can get a shared scooter to go to a other part of Overvecht, step on the bus towards the station or city center or get a shared car to go to another place in the country.

Functions
The functions within the center will be generally be functional, pick up shops, services to get your bike fixed, It has places for shared vehicles, bike parkings. More people also means more space needed for health care or, for example child care. This can all be functions for the center.

Spaces
The spaces are mainly designed for easy accessibility and should be designed in such a way that people will encounter eachother when going through it. This means

Network
For this scenario the routing towards the center should be the most efficient for bike and pedestrian. This means, multiple entrances on multiple sides of the center. The roads in the rest of the neighbourhood can be designed in such a way that slow traffic is the most dominant and important as the car is only used for if you go outside the neighbourhood center.



5.6.4. THE CENTER FOR AND THROUGH THE NEIGHBOURHOOD

Description
This scenario is based upon Vechtzoom-Zuid being not very urbanised, in the neighbourhood will still be mainly the amount of people living there now. Combined with the trend of fun shopping. People from the neighbourhood would want to go out for their groceries to experience the full experience of shopping. This again means, feeling, tasting and hearing. However, as the area is not very densified, the center is not rendable for a lot of different restaurants and cafés as they will not hold this together financially when they compete with each other. As people would want to shop for experience it is a big risk that for their groceries, they will go to the bigger center of overvecht. This means that there should be other functions within the center, increasing the amount of experience and attracting people to go there. One of the opportunities for this is to make the center a center for the neighbourhood with the community center of the neigbhourhood in this area, but also through the neighbourhood. This means that there is space for initiatives of the inhabitants of the neighbourhood. Instead of garage sales, that are now happening somewhere in the neighbourhood, there are spaces for rent where people can open their shop. People can set up their own buisinesses here without long contracts or big investments. Through this, people will also see different kind of functions in these spaces. Next to this, when the space is not rent for business, there is space for people to organize activities in these spaces.

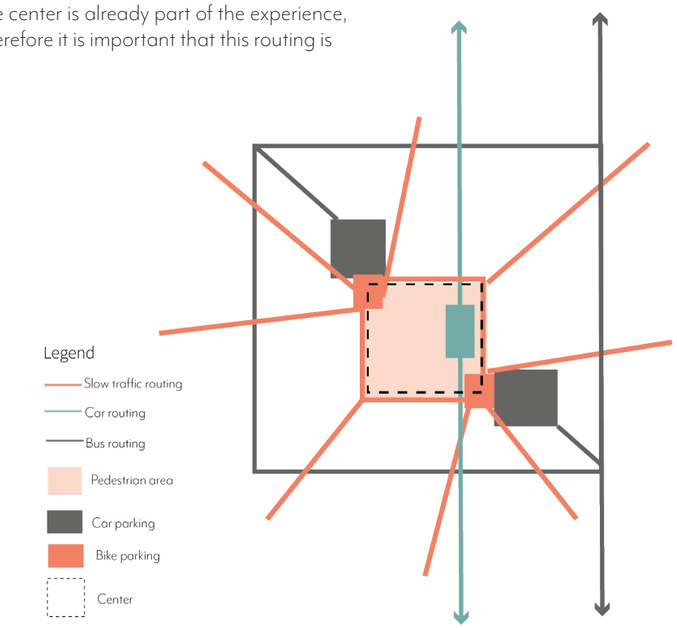
Functions.
One of the main attractors in the area is the supermarket. An other important function is healthcare, this will always be important and is therefore a main attractor, just as the community center of the neigbhourhood that is placed in the centre. Next to this the functions will be fluid, and free for interpretation of the inhabitants themselves.

Counterwise it is imortant that the public space in the area does have specific functions, other wise the area becomes really vague and open. Green has an important role in this, as this is also important for experience shopping. Different functions of green, with fore example a place for playground or a place for gardens for the inhabitants make the center have a pleasant staying environment.

Form
The spaces within the center should have to be different from eachother in size. In this way people can choose different sizes to rent and can find something that is appropriate for their choice. This does not only account for the buildings, but also for the public space. There are multiple different shapes of public spaces.

Routing
The routing towards the center is almost the same as in the scenario of high density run shopping. People go from their home around the neighbourhood by bike and by foot towards the center. This travel towards the center is already part of the experience, therefore it is important that this routing is from all parts of the neighbourhood towards the center a pleasant routing. For this it is important that the boundaries of the car are being reduced, the routing around the neighbourhood should be designed for slow traffic. As the center is mainly based on experiencing and staying there for a while, the car is also out of sight within the center.
The difference with the high density fun shopping scenario, is that, in order for people to meet eachother the entrances of the center and places where people can park their cars or bikes or get shared vehicles should be reduced, and as the area is less busy, the routings of the slow traffic can continue through the area as part of the experience.

Next to this, the connection to the bigger city center of utrecht is again important. As in this scenario fun shopping is the main trend, people would also want to go to the center for this. The public transport stop should therefore have and important place within the center, generating again more people within the center..



5.6.5. THE CENTER AS PICK UP AND LIVING PLACE

Description
This scenario is based upon Vechtzoom-Zuid still not be very urbanised, the area surrounding the neighbourhood will still be mainly the amount of people living there now. But then combined with the future image of that people will only do run shopping, In this scenario everything is about efficiency of time. People go mainly to the center to quickly pick up something, making that the people will not stay for a long time in the center. This means that the center should have a different ways to make it lively, a way to do this, is by increasing the amount of people within the center itself.

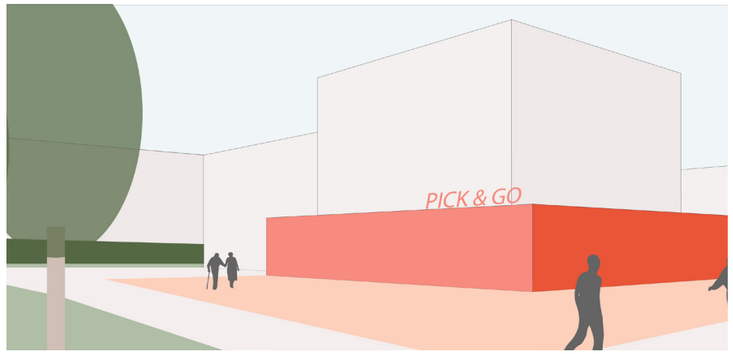
Therefore, the design of the center will be pick up shops, health care and some services, but furthermore mainly a lot of new dwelling blocks. In order to create even more liveliness on the streets, pick up shops and services can even be desk services, where the people would not even have to come in the building, but by waiting a minute in the area in front of the building.

Functions.
The pick up shops, services and healthcare will be clustered in this center on the plinth of the buildings, while the rest of the function in this area is mainly dwelling.

Form
The pick up shops only need small spaces, n. The space directly in front of the building becomes an important zone as people will be gathering their goods there.

Routing
For this scenario the routing towards the center, but also within the center should be the most efficient for bike and pedestrian as this is the quickest way to get your stuff. Important is, that bike storages or parking is available direct in front of the pick-up shops and that the routing is clear. one or two main routings leading to, and going along the cluster of pick up shops is preferable.

Again, the car would generate boundaries in coming and going trough these places, therefore low traffic should be prioritised over cars. But, as a lot of people live in the area, the streets can be available for cars, but pedestrians and cyclists are prioritsed. This means, 30 km streets and no parking within the ares. Parking happens on the edges and are on walkable distance from homes.



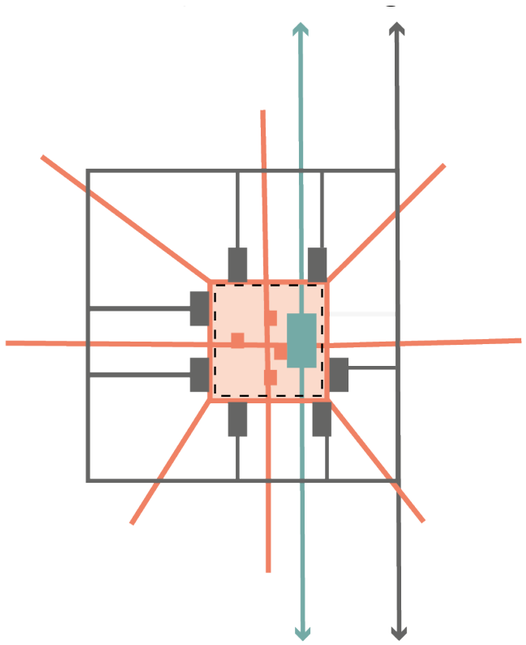


Figure 5.7. Eye height perspective. visualising the Idea of the scenario of high density fun shopping.

5.7. EVALUATION

The functions, forms and routings of the four scenarios will now be compared with each other. There will be evaluated what the main differences but also the similarites in these topics are. If there are similarities, these are clearly working for every scenario and should be taken into consideration with the transformation proposa. If there are differences, a way should be found how the design can be so flexible that it can adapt to these differences.

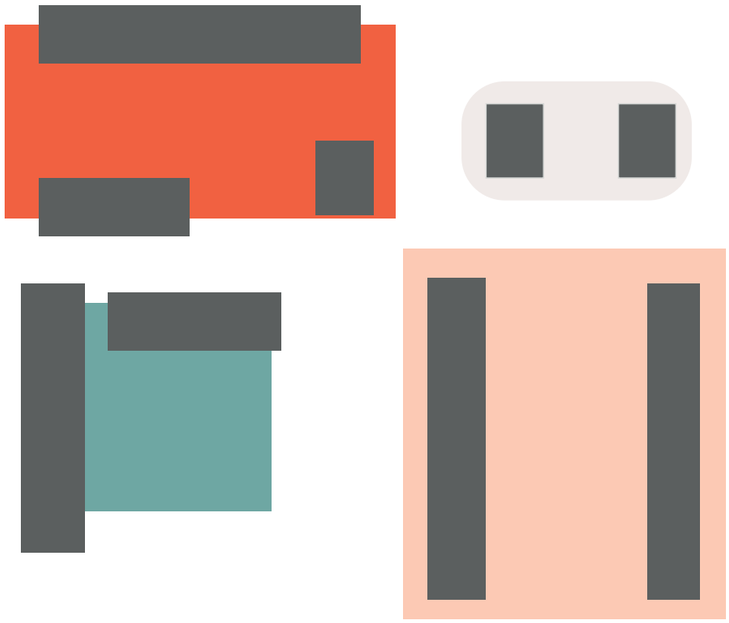
5.7.1. FUNCTIONS & FORM
Looking at the different functions within the centre area, there are clearly a lot of differences. The main function always being within the center is healthcare, but furthermore the functions are different within every scenario. All these different can be housed in a space of the same size within the building, however, the main difference is the different public space in front of the building. These functions are always within the plinth of the building, and using the strip in front of this building in very different ways. Therefore this should be the place that is flexible and should be adapted.

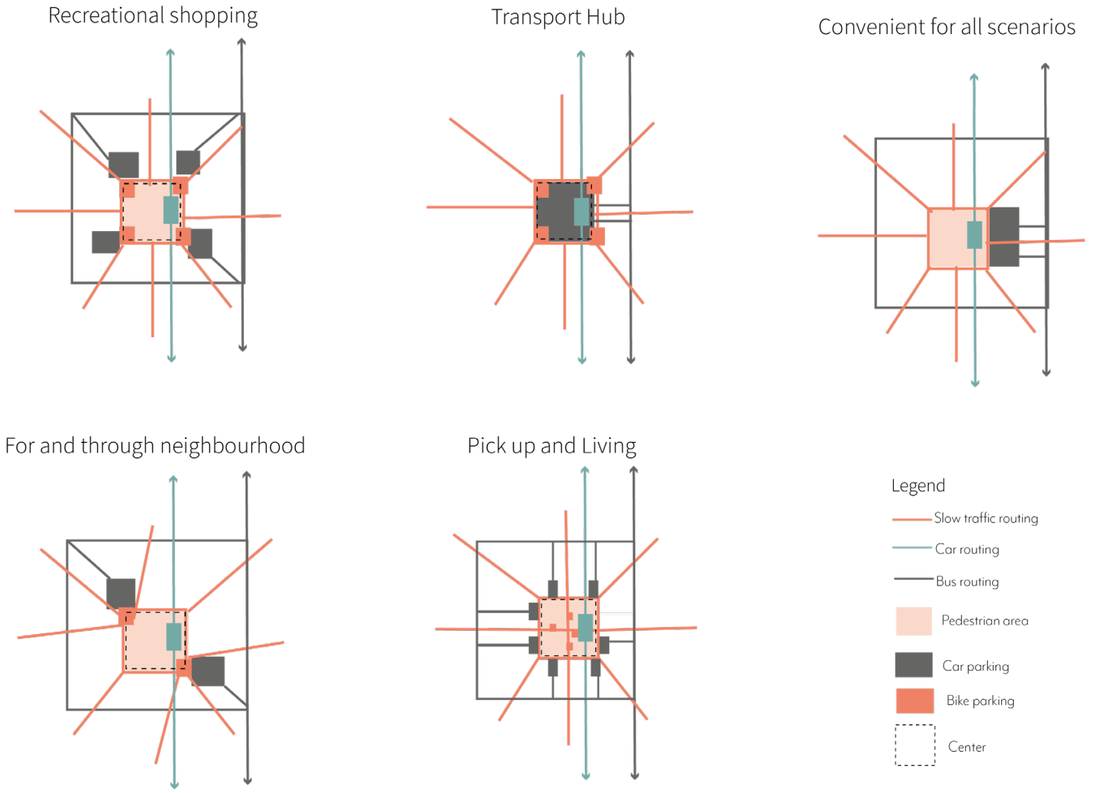
For example: the spaces for shops or café's, can also be transformed into housing, and there should therefore be a strip in front of the buildings wich can be 'transformed' into different uses. Run shopping needs bike racks directly in front of the pick up building, where the café has a small terrace or outdoor sitting spaces.

A materialised condition should be created to house functions as
- Terraces for restaurants
- Clear entrances and more room for experience shopping
- Bike parking for pick up centers or the transport hub.
- Gardens for dwellings
-Sitting places for the community center

Figure 5.8. The materialised structure is vast, but should have the possibility to be transformed into different functions.

Also, looking at the forms of bigger public spaces within the center these all have different sizes and materialisation. conditions should have multiple forms and identities, you see that the forms of the spaces in every scenario is different. A busy lively center asks for a big empty paved square where events can take place, a transport hub asks for a clear structure of different spaces per different transport, but also paved, the center for the neighbourhood asks for multiple smaller spaces with a clear function and a lot of green and the pick up living space has more residential plaza's. Therefore the design should of the center should have all these different shapes and different materialisations, the function can then later be determained





5.7.2. ROUTING

Looking at the routing within each scenario, slow traffic and public transport routing is in every scenario key for it's funcitoning. In all scenario's the slow traffic routing is important as in the scenarios with fun shopping it is important for the pleasant moving to and through the area as part of the experience. While for run shopping slow traffic is the most efficient. For this reason the same structure can be seen in every scenario: clear slow traffic routing from throughout the neighbourhood to the center. The thing that differentiates is how the routing goes within the center itself. The main key solution for this, is to make the center free of cars, in this way all scenario's can still be functioning well. What is also the same in every scenario is the place of the bus stop. For run shopping this is important for the efficiency. The bus stop close to the pick up shops where you can quickly pick up your groceries, on your way home. Also this generates liveliness within the center as it this generates a coming and going for people. While for fun shopping this is important as people would also want to go to the city center.

Figure 5.10. A new slow traffic routing is benefitcial for all scenarios

5.7.3. DENSITY

Lastly by creating the scenario's it came to light that it will always be better if the center is being used by more people. This means that it is important that within the center itself, people are living to generate this movement and liveliness. Therefore one criteria should be that the center should be densified.

Figure shows what these principles could mean for the design of a street within the center.

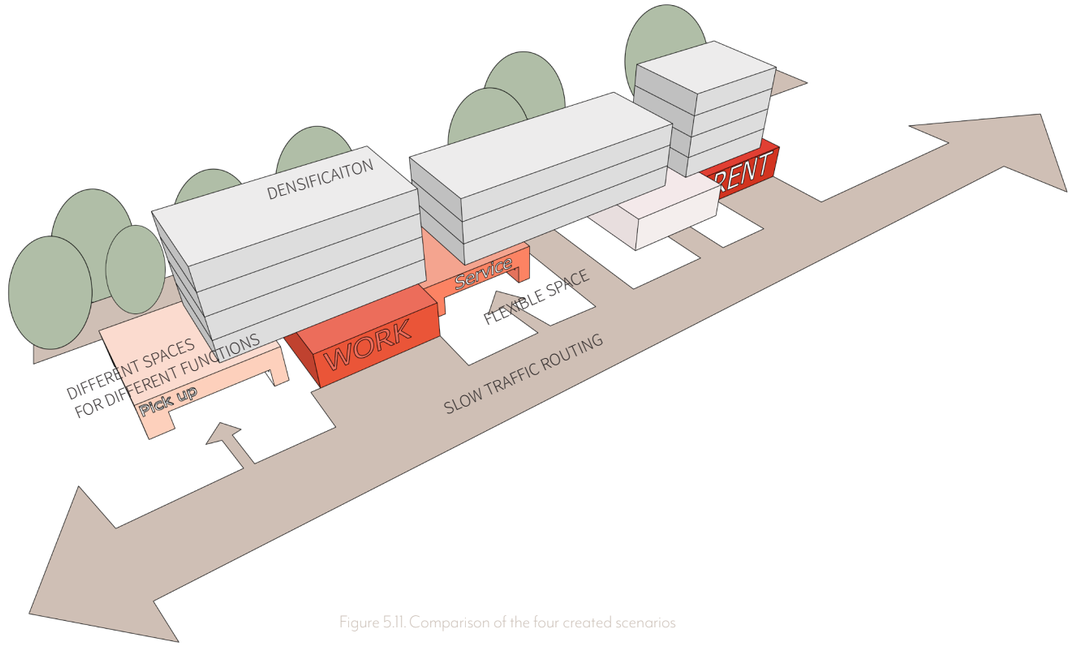


Figure 5.11. Comparison of the four created scenarios

Figure 5.12. Multiple spaces generate multiple different identities and condtitions. In this way there is something for different kinds of stakeholders in different scenarios

5.8. CONCLUSION

This chapter has been giving answer to the following sub question:

What transitions affecting a shopping center can possibly happen in the next 30 years and how should a shopping center be designed to deal with this?

There are multiple drivers affecting shopping centers and espescially shopping center the Klop. They can be devided in certain drivers, drivers where a clear vision on is given and uncertain drivers.

Figure ... shows these different drivers, the second column shows what their expected of preffered development will be in 30 years.

For the way of shopping and the population density, the development can not be determained, the combination of the different developments of each driver creates the four possible scenario's in the second column of figure ..

Driver	Development in 30 years	Design criteria / objectives
Climate change	More heavy rainfall Hotter	Design for heavy rainfall reduce paved area
Ageing population	People will live longer Are more mobile and know more of technology	There should be a place for healthcare
Wealth and Demographical transition	The neighbourhood will stay a place for the current inhabitants with lower income and a lot of different cultures.	Increase the mix housing to make housing career There should be room for entrepreneurship
Mobility transition	Slow traffic and public transport will be more important than the car (10 minute city concept) shared mobility will play a role	Increase the accessibility by slow traffic and public transport and change the infrastructure to dominantly use for slow traffic
Need for center	Everything will still be there cars are more advanced so it is safer to mix streets The amenities in the neighbourhood will still have the function of a meetingplace in the neighbourhood	Include a space where people can come togehter (hub) Reduce the harsh only car lines and mix traffic forms Make the place of the function a pleasant staying environment and meetingplace give reason to stay
Digitalisation	Shopping and working will be more online. Therefore the home will become the place to stay and work. Public space will be for meeting as people will need to want to go outside. (recreate outside) that is in peoples nature.	Make the neighbourhood pleasant to stay and recreate
Individualisation	People will be more and more on theirselves and have their own pattern of moving. (network society)	People should not be generalised into groups as people will all have their own way of moving and going.

The acknowledgement and vision on these drivers, and the evaluation on the design of the scenarios all generate objectives for the design of the center. These objectives are also given in figure ... in the third column.

Driver	Development in 30 years	Design criteria
Way of shopping & population density (urbanity)		Accesbility for slow traffic shoult be increased
	High density fun shopping: The center as recreational shopping center	The bus stop should be the entrance of the center.
	High density run shopping The center as a pick up, service, work and transport hub	The interior space of the ground floor must be able to accommodate various functions The public space in front of the buildings should be a materialised and designed space where different functions can take place.
	Low density Fun shopping The center as community (and space for entrepreneurship?	The bigger public spaces in the neighbourhood should have multiple forms and identities
	Low density run shopping The center as a pick up and living place.	The centre should be densified.

6. DESIGN CONCEPT

6.1. DESIGN GOAL & OBJECTIVES

In this chapter, the design concept is made. and with this subquestion 5 will be answered.

Based on the conclusions of the first 4 research question, multiple objectives have been formed. These objevtives can all be categorised into 4 different general design tasks, wich are: making the area Accesible, Recogniseable, Flexible and Pleasant to stay in. Based on this earlier research the design brief is set and the design goal is created: Create new flexible and accessible collective spaces as a condition for a safe and recognisable heart of the neihbourhood. Where current and future residents can find a motive to visit and meet eachother

In the following chapter, Per design task, and objective design choices that are made are being explained. With in the end an explanation of the design concept.

Create new flexible and accessible collective spaces as a condition for a safe and recognisable heart of the neighbourhood where current and future residents can find a motive to visit and meet eachother.

4 MAIN TASKS: MAKIN

THE AREA

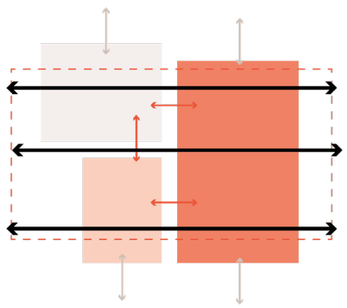
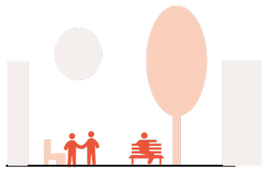
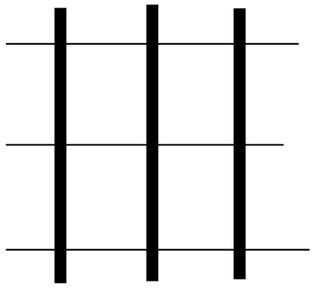
	Accesible	Recogniseable	Flexible	Pleasant to stay
				
SQ 1 & SQ 2	Break trough the zones Reduce the boundaries of the car Create new slow traffic routing	Increase the visibility from the neighbourhood Reduce the backsides Connect the green and the center Different parts should have their own identity	Housing stock should be more mixed and life cycle compatible Amenities should have more functions than just shops	Collective spaces should have clear boundaries Green should have a function
SQ 3	Make going to facilities low treshold	Implement green spaces Create new dwelling types to retain social climbers --> recogniseable inhabitants		Implement green spaces Activate plint
SQ 4	Create new slow traffic routing	Create different spaces with different identies as conditions for multiple interpretations	Create a strip of multi interpre-table public spaces Create spaces and buildings with different forms as conditi-ons for multiple interpretations	Densify the area Increase the amount of green (UHI) Solutions for water drainage

Figure 6.1. Table of different objectives coming out of the first four research questions, organised in 4 main tasks.

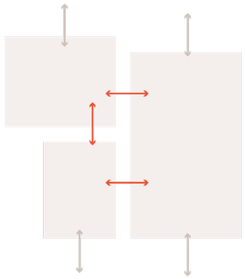
6.2. ACCESSIBILITY

6.2.1. BREAKING THROUGH THE ZONES

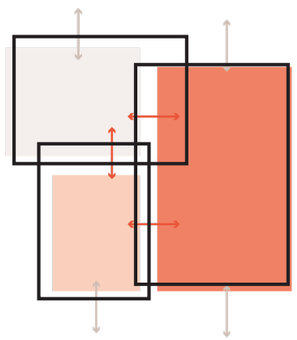
In order to create a better connection with the neighbourhood te harsh vertical zones have to be broken. A connection between the different zones is preffered. However therefore, the parts on the west side of the current shopping strip will have to have functions and an identity too. The next step is to then create connections between these different new spaces. New east west connections can connect these spaces with the surrounding neighbourhood.



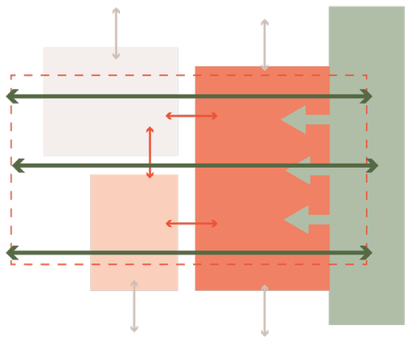
Stay within ortogonal grid



• Multiple smaller quares connected with eachother and neighbourhood by routing.



• Create hierarchy between areas by giving different identities (functionally + spatially)

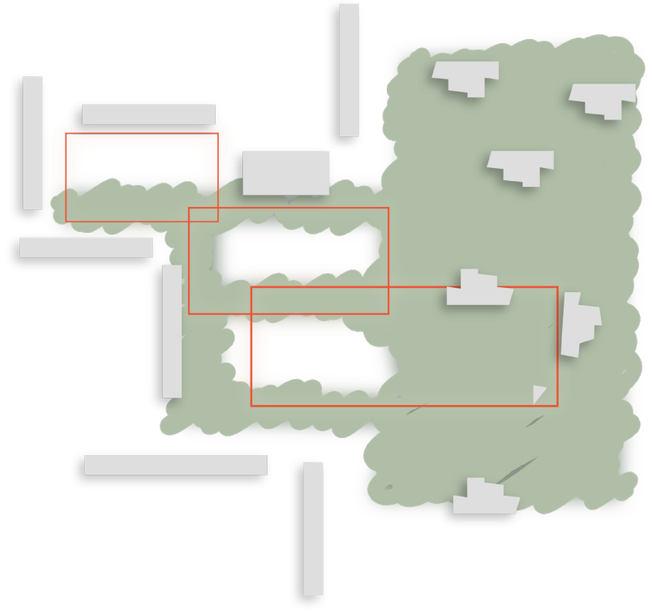


• Break through vetical zones by introducing new east-west connections.

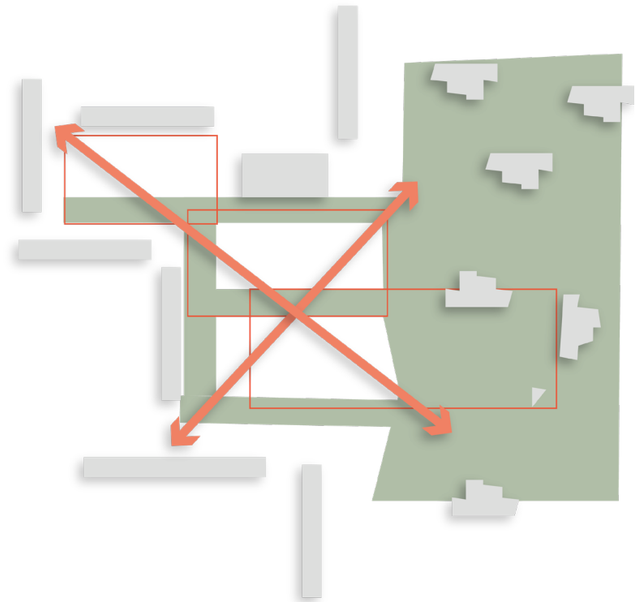
6.2.2. SLOW TRAFFIC ROUTING

These new east-west connections can be made in multiple ways. This can be done by creating new streets, making new green connections and creating new sight lines.

A big opportunity lays in creating better slow traffic connections between the east and the west and making a green connection with the existing green on the northeast side of the plan.



Horizontal green connections, creating different squares with their own character



Connecting the squares by a route through the area fom corner to corner

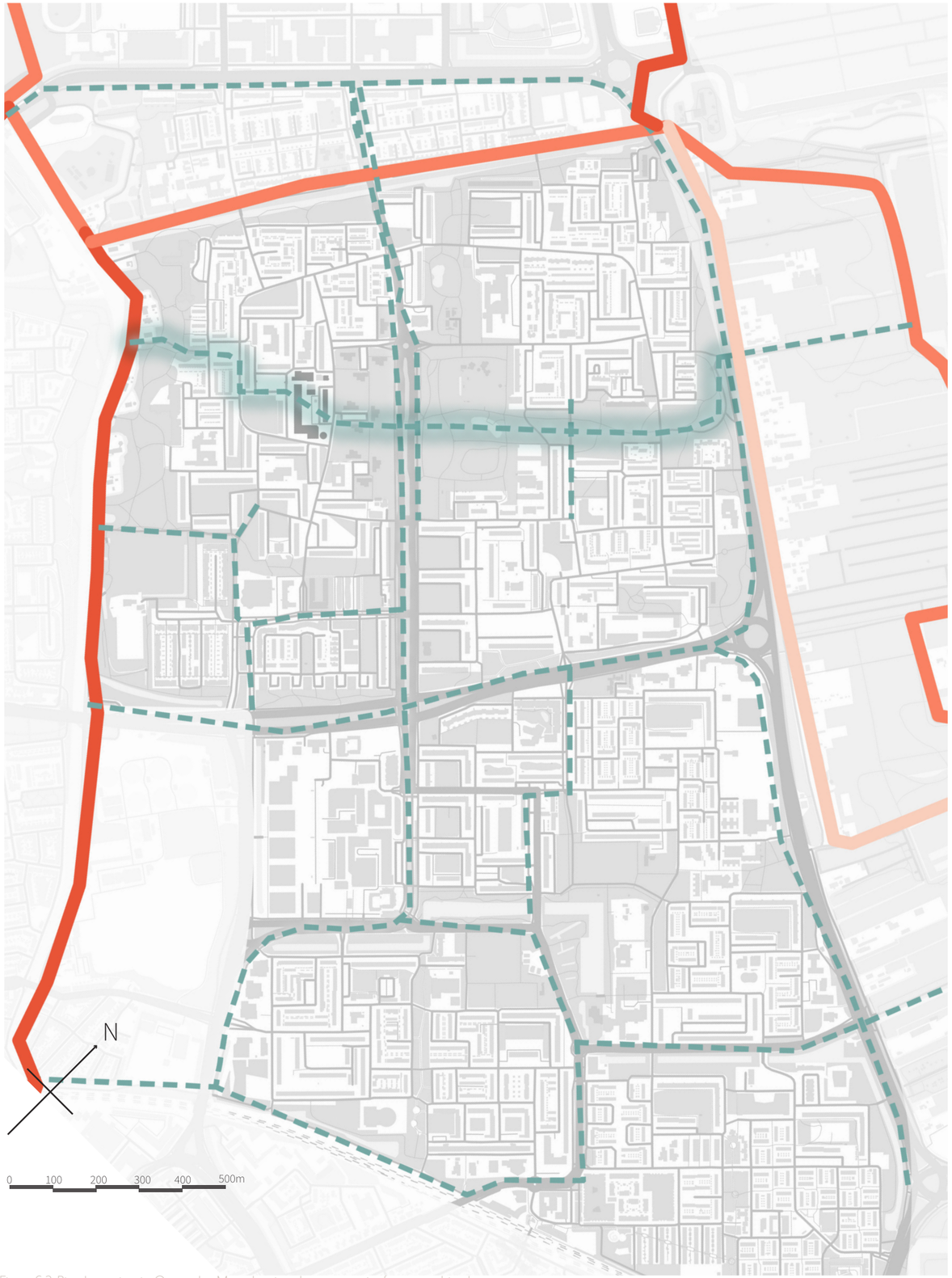


Figure 6.2. Bicycle routing in Overvecht. Map showing the opportunity for a new bicycle transport routing

6.2.3. CONNECTION TO OVERVECHT & CREATE SLOW-TRAFFIC

East - west connections

When zooming out a bit, the idea of creating new slow traffic connections can 'aansluiten' on the bigger network of Overvecht North. The neighbourhood of Overvecht is as told mainlly focussed on cars and is missing slow traffic routes. With more and more people staying in the neighbourhood and making use of the bike it is nessecary that Overvecht gets new bike routing, especially from east to west. With the transformation of the shopping centre, one of these east-west connections can go through the shopping centre, connecting the slow traffic network of the neighbourhood to the centre and making the centre better accesible by bike.
This also accounts for the green network. The centre is situated between the vechtzoompark and park the gagel with the green around the experimental apartments near the centre. However there stops the green connection. Introducing a green in the centre connected to these parks can create a nice recreational walking route.

Slow-traffic connection

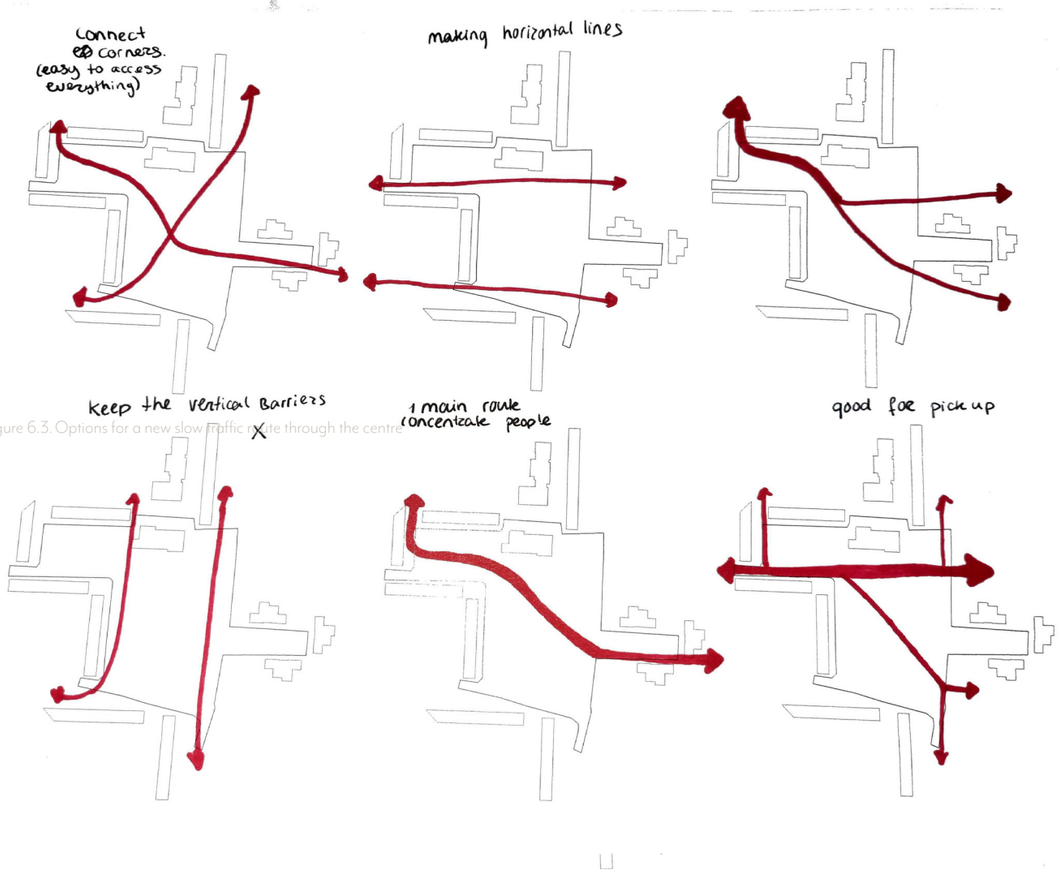


Figure 6.3. Options for a new slow traffic route through the centre

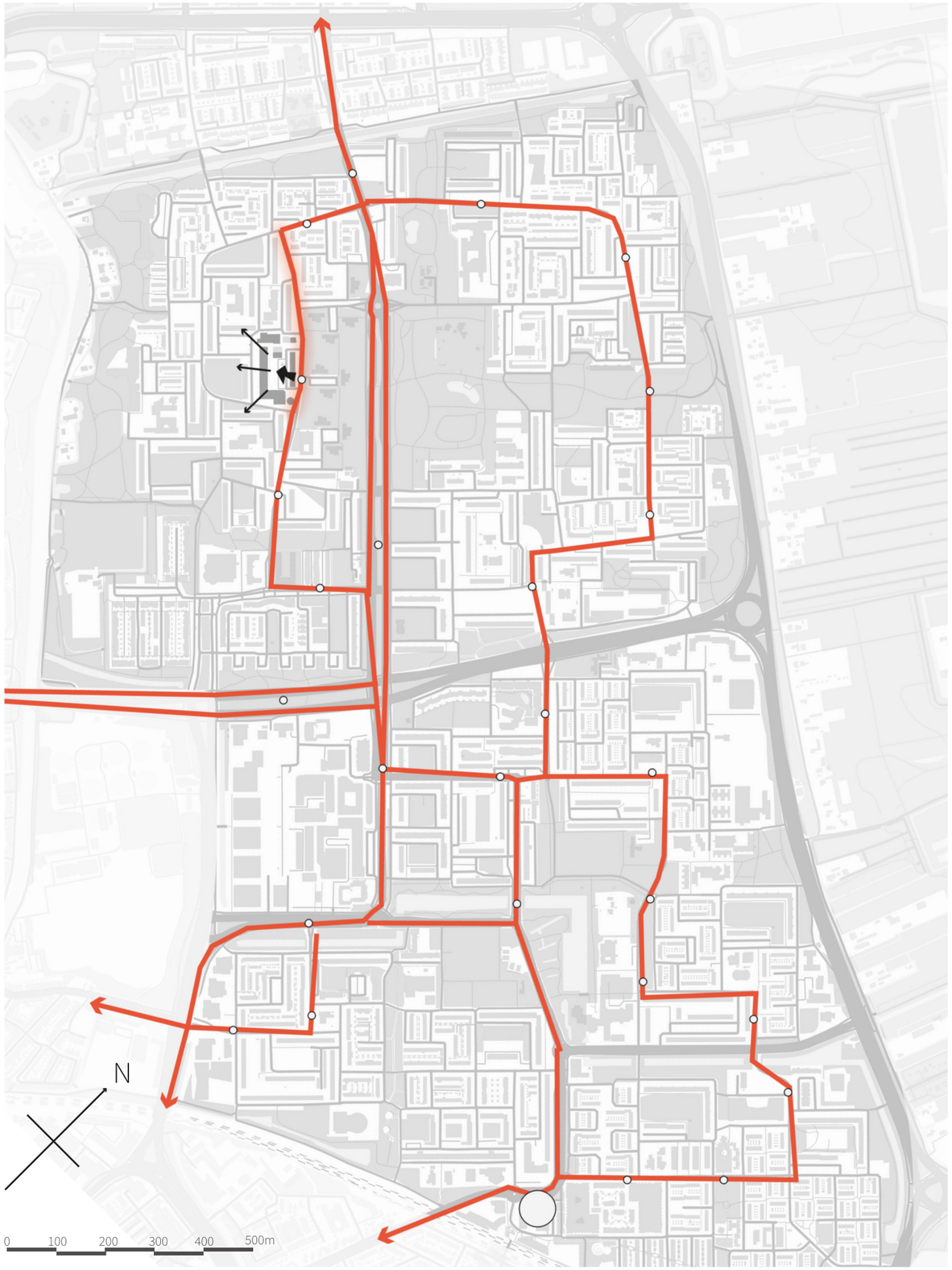


Figure 6.4. Bus lines in Overvecht. Placing the bus stop more towards the centre generates more people coming in and out the centre. Creating a centre

Bus as an entrance

Following the trend of mobility and as can be seen in the scenario's OV stops become more and more important hubs as people enter and leave a place from these stops. Therefore it is important to give the bus stop an important place in the centre and giving this a function of an entrance to the neighbourhood.

The bus stop is located just outside the centre currently and from there, there is no sight on the centre. This has to change.

Also for this, multiple options have been developed

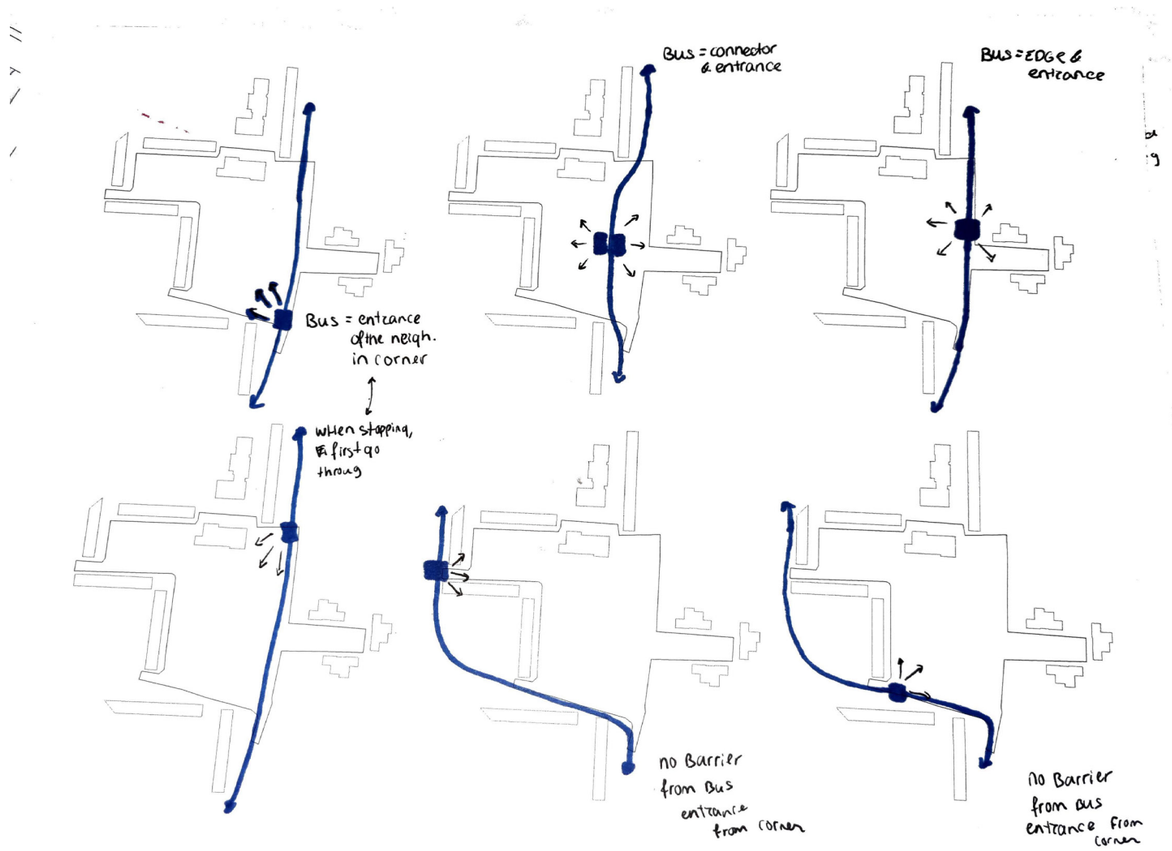
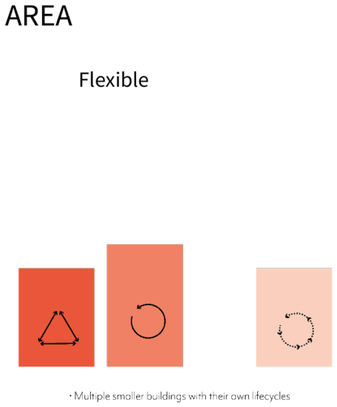


Figure 6.5. Options for the placement of the bus stop and line in the centre

Create new flexible and accessible collective spaces as a condition for a safe and recognisable heart of the neighbourhood where current and future residents can find a motive to visit and meet eachother.

THE AREA

Flexible



• Multiple smaller buildings with their own lifecycles

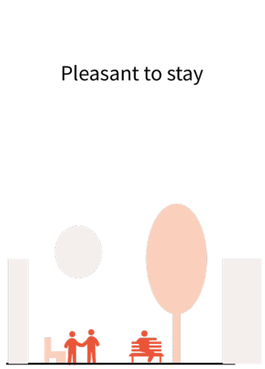
Housing stock should be more mixed and life cycle compatible

Amenities should have more functions than just shops

Create a strip of multi interpre-table public spaces

Create spaces and buildings with different forms as conditi-ons for multiple interpretations

Pleasant to stay



Collective spaces should have clear boundaries

Green should have a function

Implement green spaces

Activate plint

Densify the area

Increase the amount of green (UHI)

Solutions for water drainage

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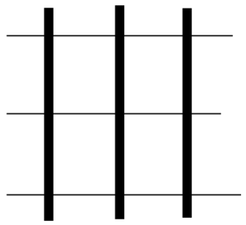

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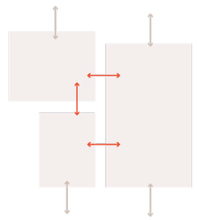

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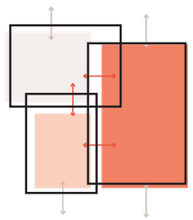

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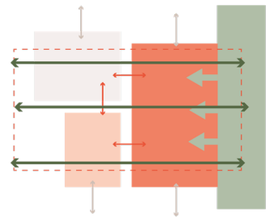

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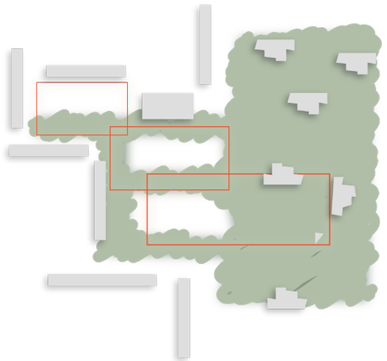

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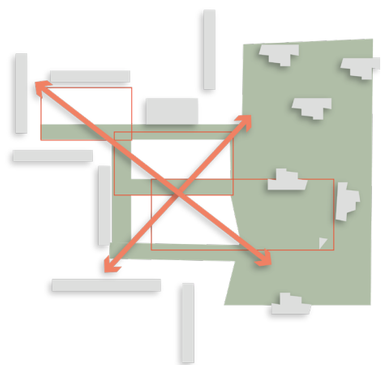

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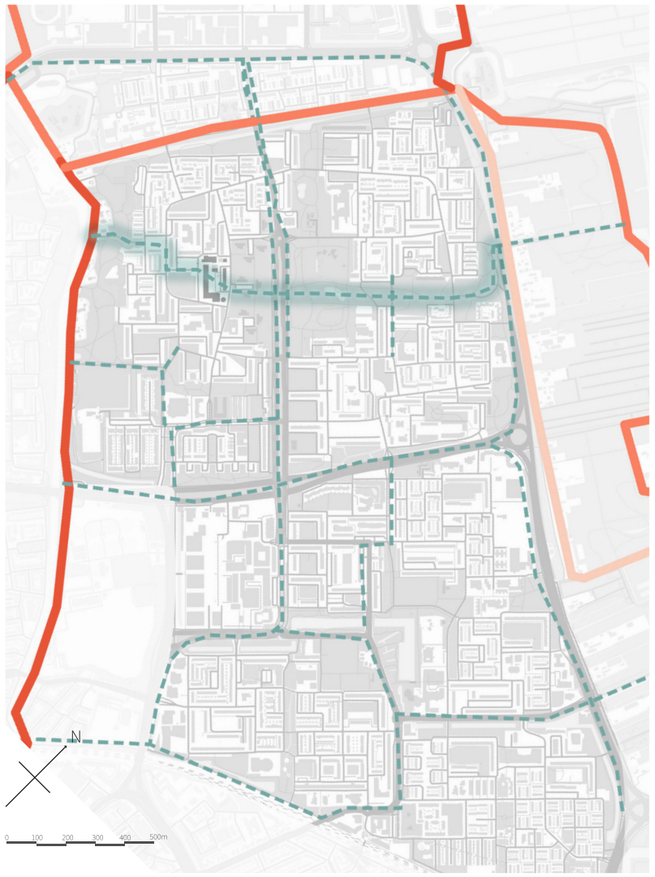

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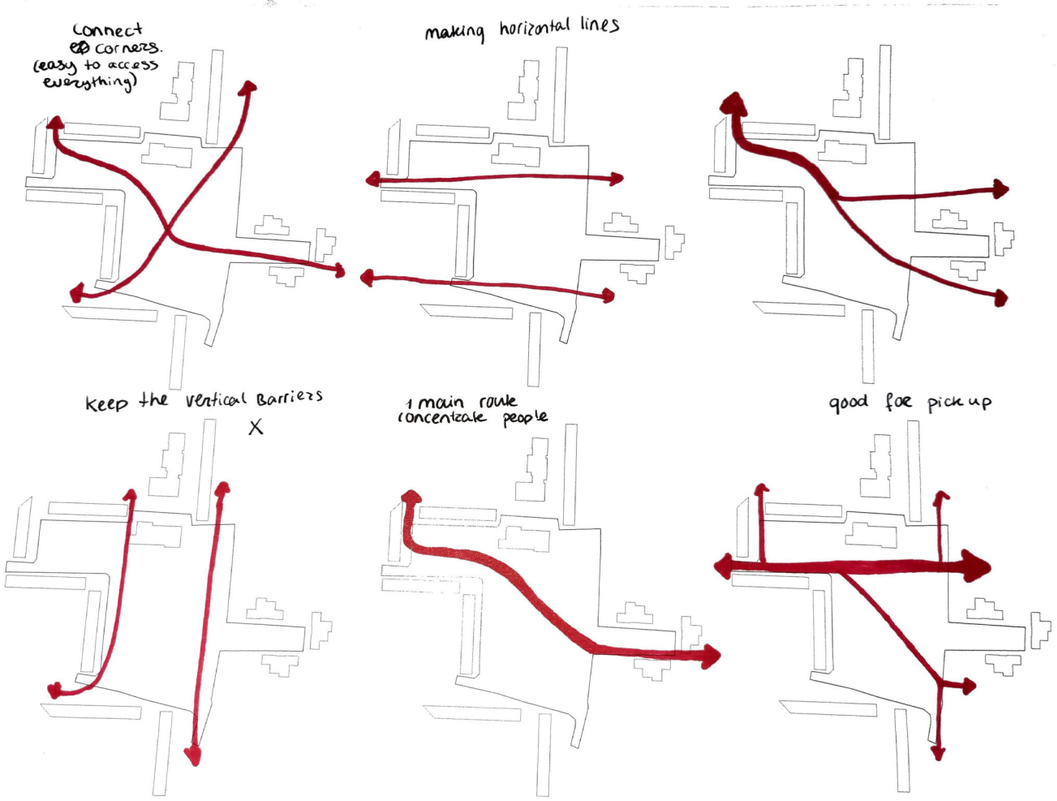

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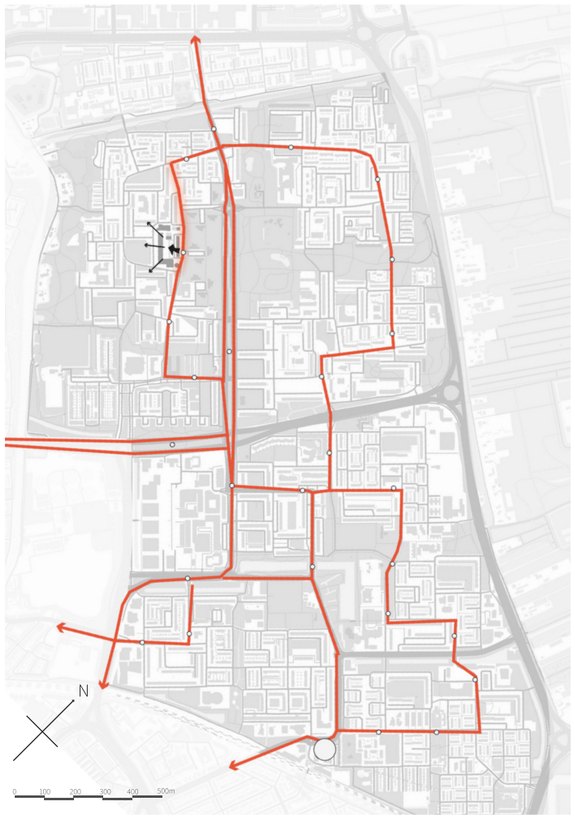

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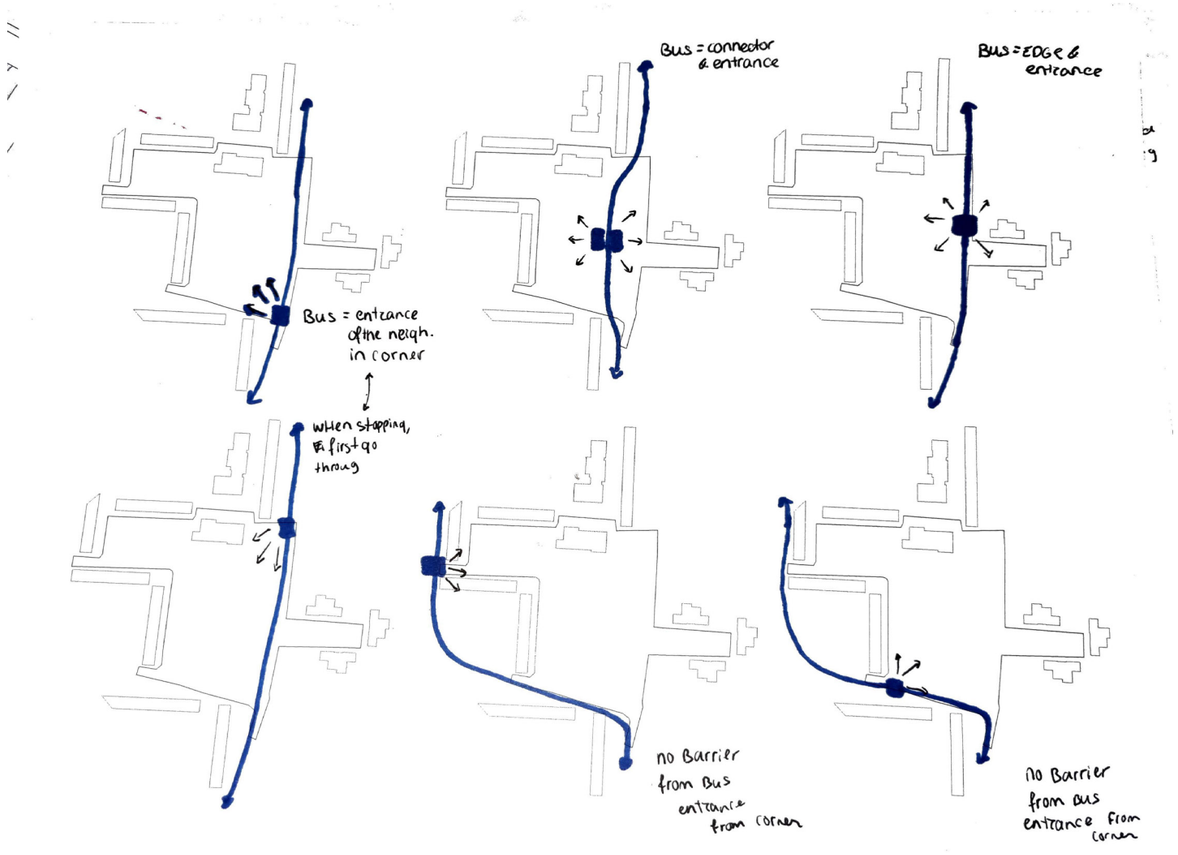


Figure 6.5. Options for the placement of the bus stop and line in the centre

Car-free zone

If we want to create attractive new collective spaces within the centre it is nessecery to reduce the amount of cars in the area. This is also beneficial and nescessary for the new slow traffic routing reducing the barrier with the surrounding neighbourhood and making place for new green spaces in the area. However, it is still 'een eis' for the functions that the centre is still accesible by car. Therefore the car will be led around the centre, with parking spaces on the edges.

option 5 and 6 the road between the park and the centre is removed, this creates less of a barrier, however this means less accessibility to different parts of the canter, and makes the other road a bigger barrier.

Options 1 and 2 are leading the car around the centre with parking in the corners. The amazonedreef is still accessible for cars but can be transformed into a different section, reducing the barrier between the park with experimental apartments.

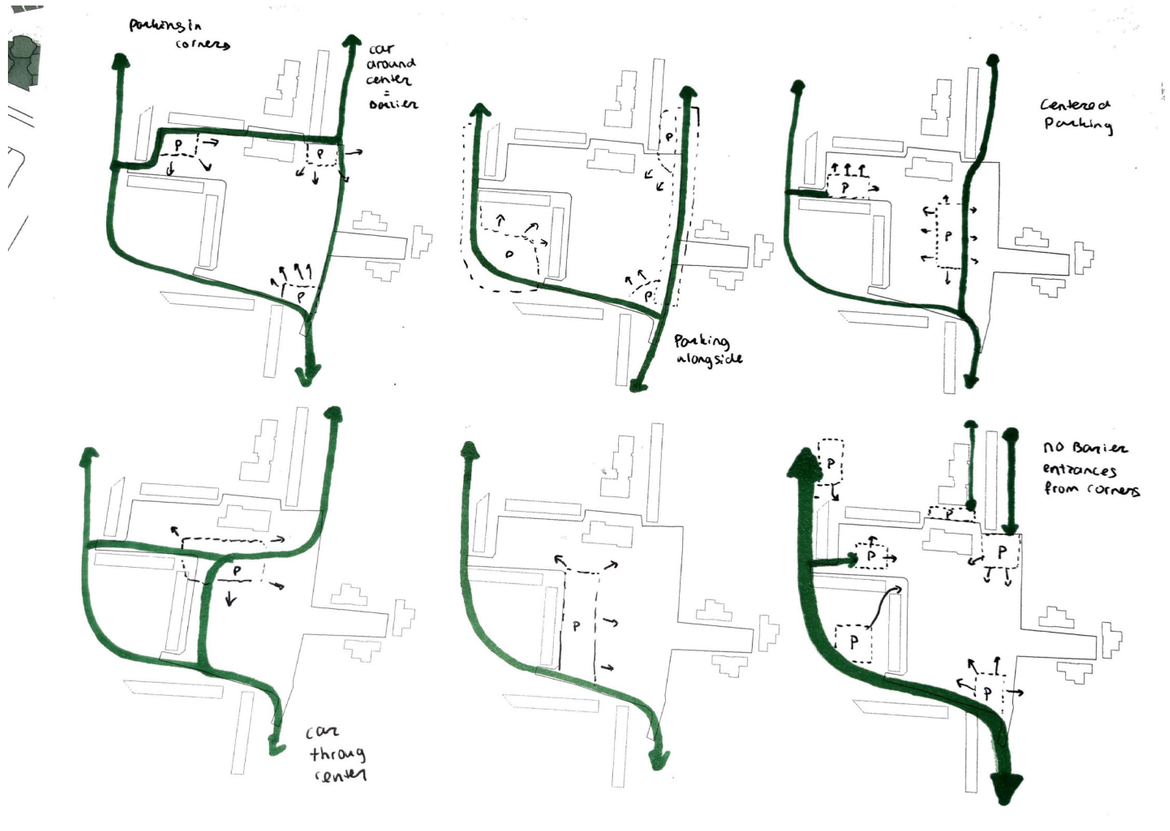


Figure 6.6. Options for the car circulation around and in the centre

6.2.4. REDUCE BARRIERS

Shared street

In order To reduce the barriers on the side of the center and connect the center with the green, a great solution is turning the now car prioritized roads into shared streets. As explained within the driver of mobilitie and the objectives that came from this. Cars will still be in the streets, however they will be smarter and safer. THis means no clear straight lines have to be followed. No traffic signs, no infrastructural measures and no road markings, but still a traffic-safe situation. And also one that looks attractive in the public space.

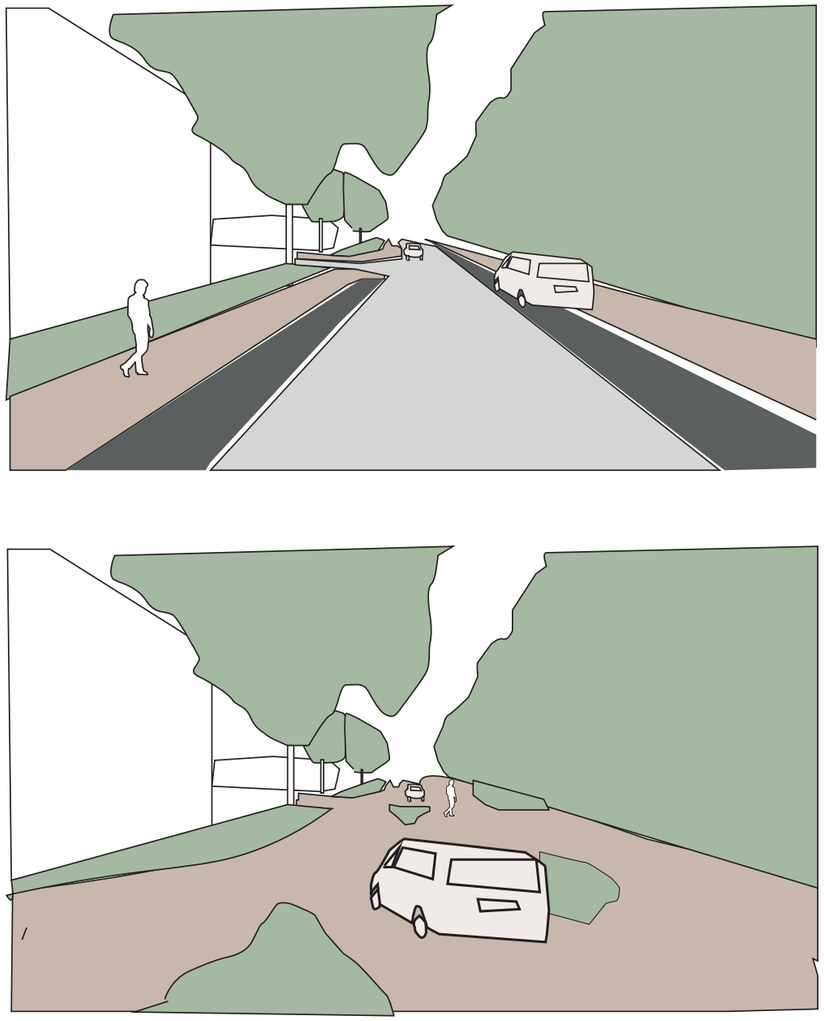


Figure 6.7. Impression idea of how the current street can be turned into a shared street

Breaking or removing the buidlings

In order to get space for this new east west routing and space for the shared street, the layout of the center has to change, and new buildings can create new type of spaces.

Model studies have been done in order to find out how this new connection and shared space can be made.

Figure 6.8. Model of current situation

Figure 6.9. Model withouth the area that can be transformed

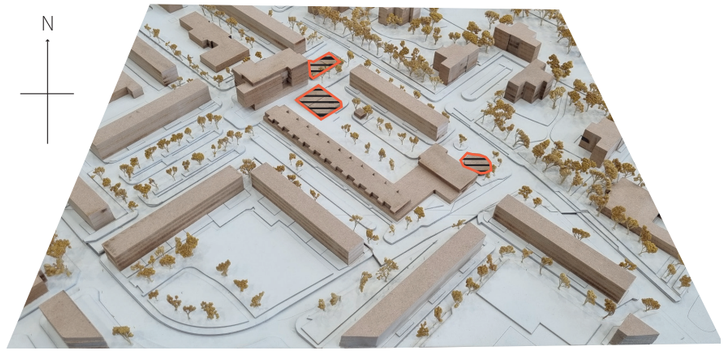


Figure 6.10. The three smaller units

In order to create the desired new east west conection and new collective spaces, the existing urban fabric has to change. Some buildings will have to be demolished in total, other partly, or will have to be transformed

The smaller buildings in the area will have to be demolished. These buildings are outdated, number one and are obstacles in sight lines towards the centre, and number three makes it hard to create a reasonably sized space.

The two building blocks that form the vertical grid of the area will have to change in some way. In order to create an east west connection these have to be broken trough or removed in total, thereby something has to happen with the northeastern building to reduce de barrier effect of the road towards the green.

First it is explored if these buildings can be preserved partly by making just cuts in them. In figure x different variations are shown on how the buildings can be broken through in order to make an east-west connection possible and reduce the barriers.

Figure 6.11. The two vertical blocks that have to be moved or demolished

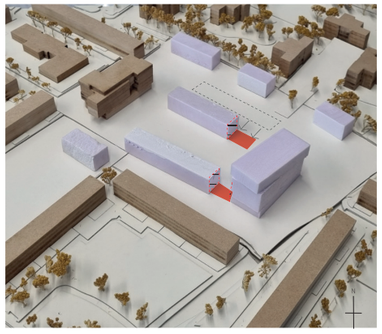


Figure 6.12. Option 1 in moving the vertical blocks

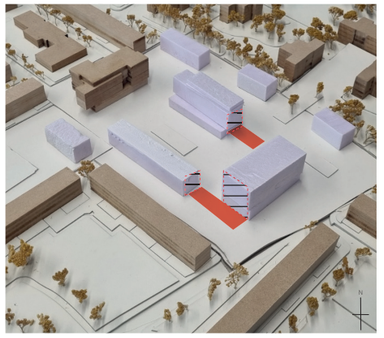


Figure 6.13. Option 2 in moving the vertical blocks

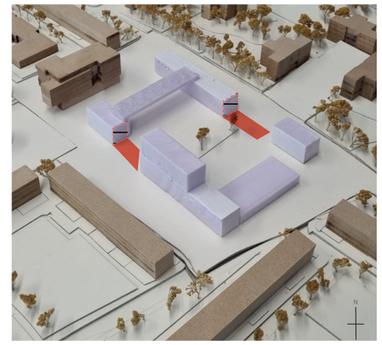
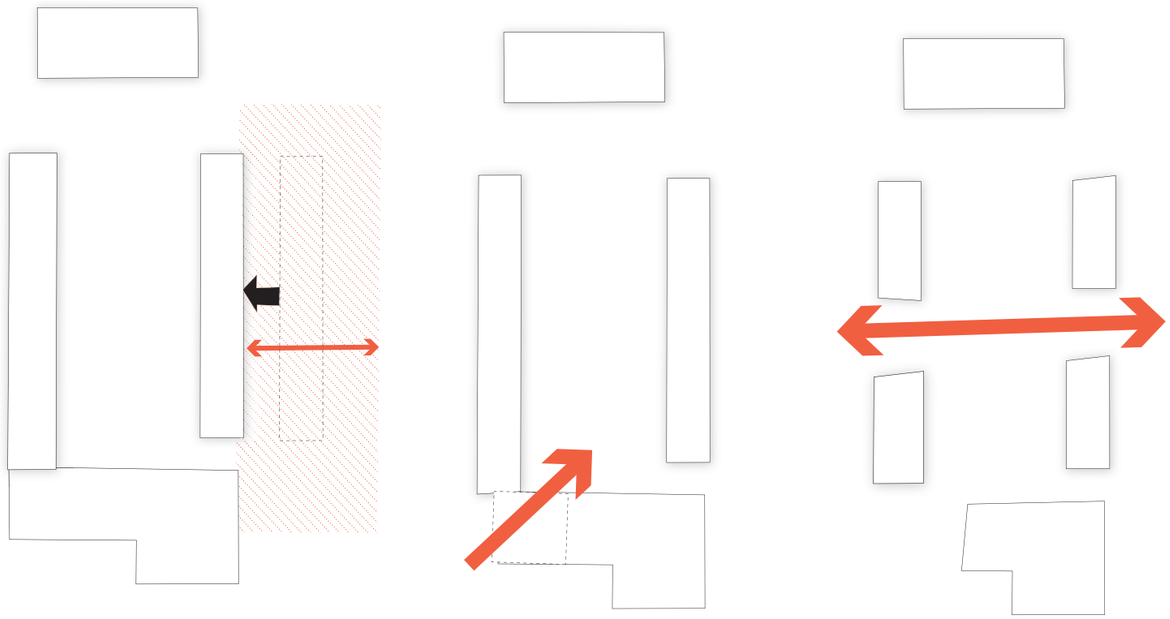


Figure 6.14. Option 3 in moving the vertical blocks

The first option is interesting concerning the movement of the building, by moving the building this way, a bigger space opens at the side of the road, and when other buildings are being placed there, it creates multiple spaces.

The second image is interesting as by cutting the corner, the centre opens up to that side of the neighbourhood and creates a connection with the space on the other side of the building

The third options is interesting as it creates a clear line, where the slow-traffic connection can be placed.



Three ideas are taken away from this 1. move the northeastern building to create a bigger space for the road 2. Open the southwestern side towads the neighbourhood 3. Lead the slow traffic routing by buildings.

6.3. FLEXIBILITY

6.3.2. NEW COLLECTIVE SPACES

Alongside the new connection new collective spaces have to appear. These spaces function as a condition for new functions in the centre. Therefore I want to create spaces with characteristics that are not yet to find in the neighbourhood.

Currently the neighbourhood has monotous public spaces. In the design of the centre every space should have different characteristics, wich gives that place an identity and makes it recogniseable. But also, more different kinds of spaces are more flexible for the future. Because the different squares have their own different identities, different types of functions can be located there on the plinth: Healthcare, retail, catering, or even if it is not attractive residential.

A study is done in identifying different kinds of identities of places.

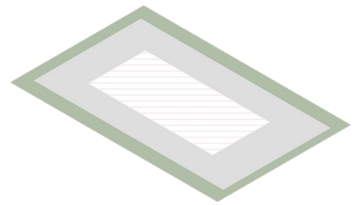
After that, options in placing building blocks to create these spaces are explored.
Therfore a model has been made. By placing the blocks into the model design choices are being made.

6.3.1. FORMS FITTING WITH DIFFERENT IDENTITIES.

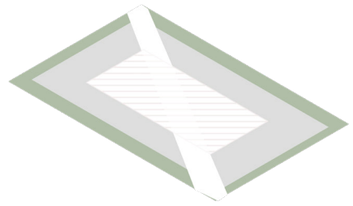
In order to find the feeling of measurement for different space typologies. A visit of 4 projects within rotterdam is done:

-Le medi:
-de Lijnbaan
-Little C
-Justus van effen block.

These different kinds of projects all have different measurements.



Every square is surrounded by green and an edge of buildi
(in the same orthogonal grid as the neighbourhood)



The route cuts through the buildings, connecting the differe
squares with eachother and the neighbourhood.

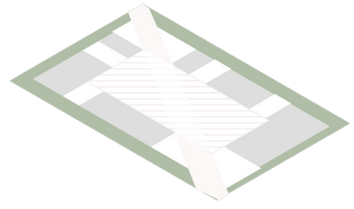


Figure 6.15. Space study on measurements

6.3.3. CREATING DIFFERENT SPACES

Currently the neighbourhood has open collective spaces wich do not have boundaries, making it hard to in schatten what is collectie space and what is not. Therefore it is nescesarry that the boudaries are beig made clear.
With model studies different ideas are made

. Trying to densify the area, and create new spaces without demolsihing existing buildings seemed hard.
Two attempts are made in figure x. But it just seemed like lost buildings in a space.

Next multiple options in placing new buildings in the area have been explored, in order to create new spaces. In these options, the existing vertical buildings have been removed. With the three lessons of the model studies earlier in mind, in this trial the focus lies on creating that diagonal routing, the creation of multiple spaces while keeping space for the shared infrastructure zone.

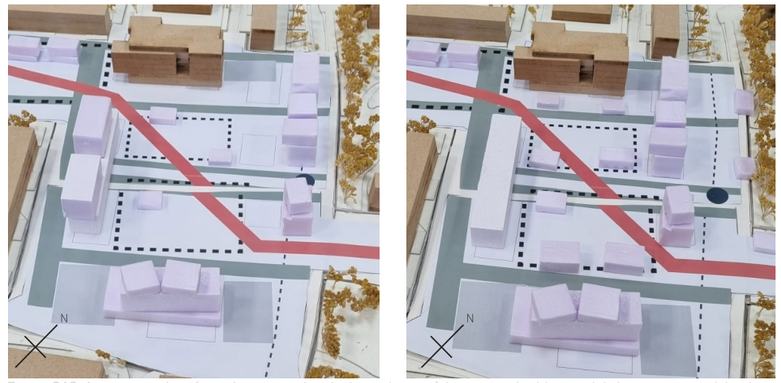


Figure 6.16. Attempts in densifying the area within the boundaries of the existing buildings, while keeping in mind the three ideas.

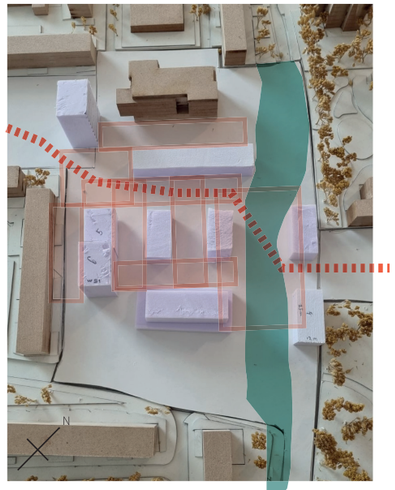


Figure 6.17. Model study, placing new buildings option 1

Good: the buildings are creating a street for the slow traffic routing.
-The new buildings on the right side of the street make the shared street also a space with clear boundaries.

Bad: Too much of the same spaces: a lot of streets.

Figure 6.18. Model study, placing new buildings option2

Good: -different sizes and forms of spaces
-The new buildings on the right side of the street make the shared street also a space with clear boundaries.

Bad: -slow traffic routing is not within a street
-the spaces do not have enough boundaries.

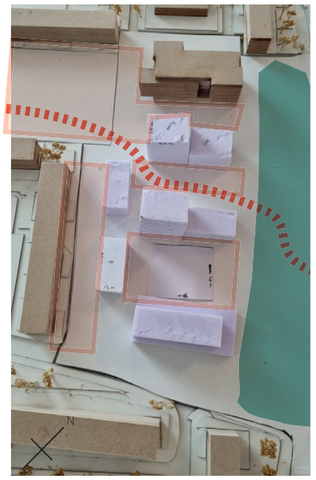


Figure 6.19. Model study, placing new buildings option 3

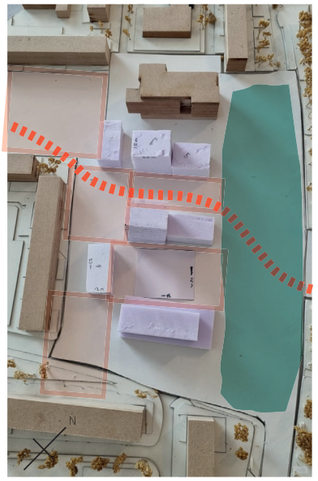


Figure 6.20. Model study, placing new buildings option 4

Figure 6.21. Model study, placing new buildings option 5

Figure 6.24. Model study, placing new buildings option 6.

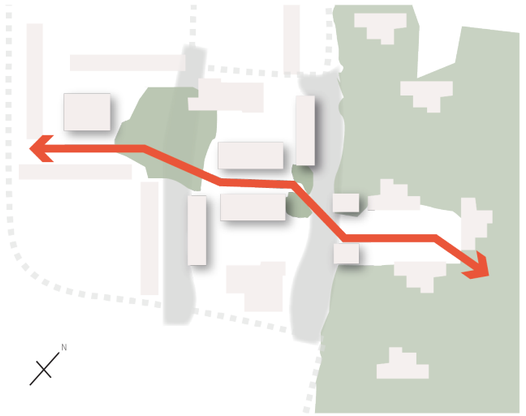
Figure 6.25. Model study, placing new buildings option 7

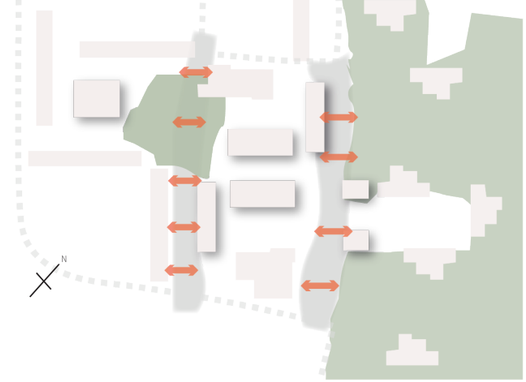
Figure 6.22. Model study, placing new buildings option 4. Sight through new routing

Figure 6.23. Model study, placing new buildings option 5. Sight through new routing

Figure 6.26. Idea

6.4. CONCEPT





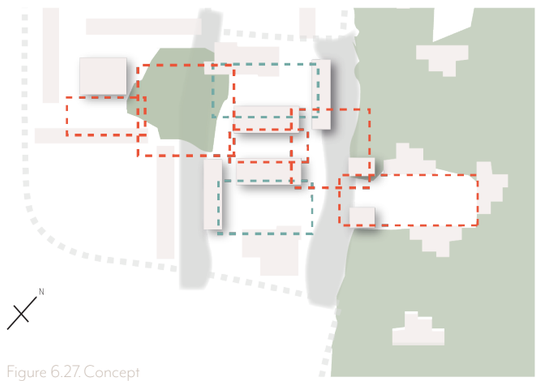


Figure 6.27. Concept

6.5. CONCLUSION

All the objectives have been summarized and ordered, and in the end this leads to 4 main spatial tasks that have to be tackled: Making the area Accessible, Recogniseable, Flexible and a Pleasant staying environment.

This can be summarized in one main design goal: Create new flexible and accessible collective spaces as a condition for a safe and recogniseable heart of the neihbourhood where current and future residents can find a motive to visit and meet eachother
This design goal can be achieved with the following design concept.

A slow traffic east west connection diagonal through the area. This breaks through the zones and creates better slow traffic accesibility, wich makes going to facilities low treshold. Next to this it connects the green and the center. Within the center an urban green space has to be included as this gives center identity, making it more recogniseable. and it makes the area pleasant to stay.
Alongside this connection, different spaces with different forms and different identities have to be placed. This will create new sorts of collectives spaces with clear boundaries and invites new sort of functions to the area. These different conditions for diefferent interpretations and makes the center more flexible.

Lastly The edges of the center should be shared public spaces, this reduces the backsides and the boundaries of the car making the center more accesible and recogniseable.

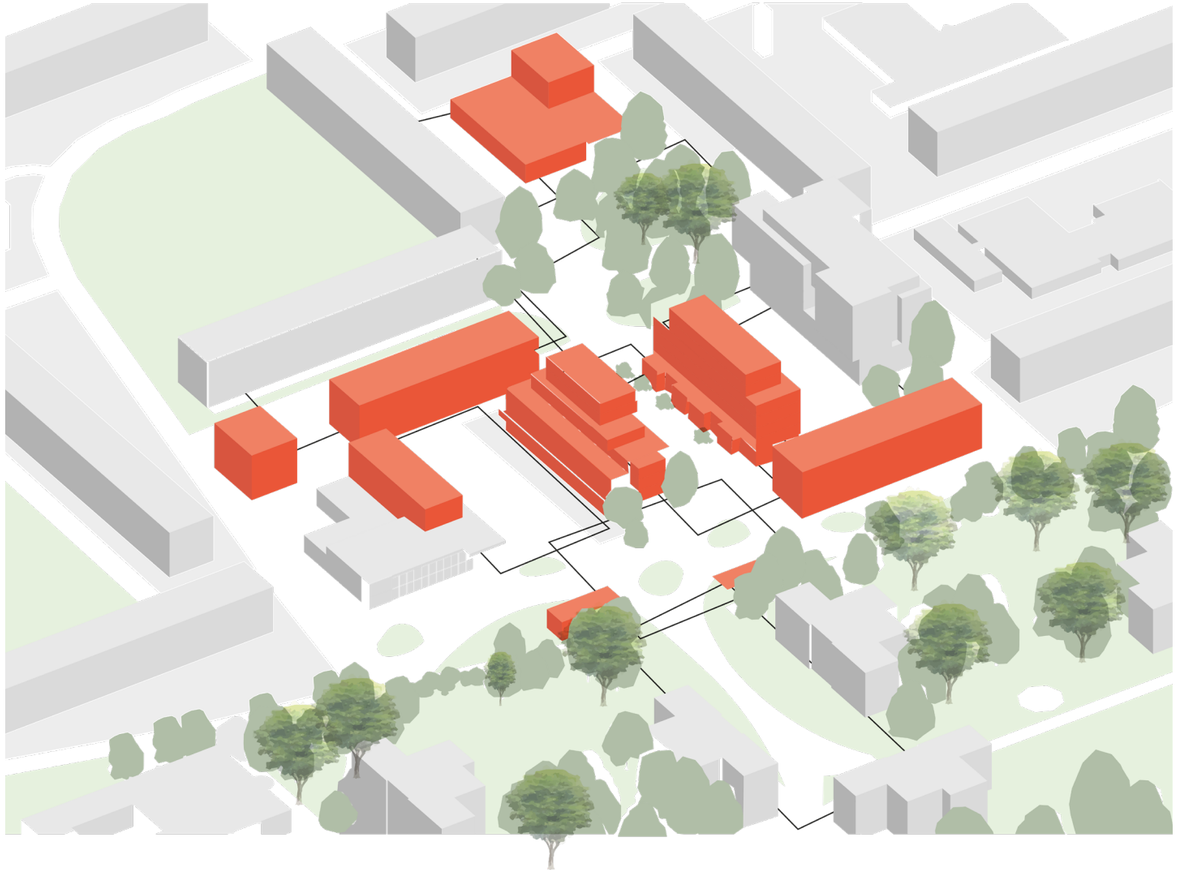
7. TRANSFORMATION PROPOSAL

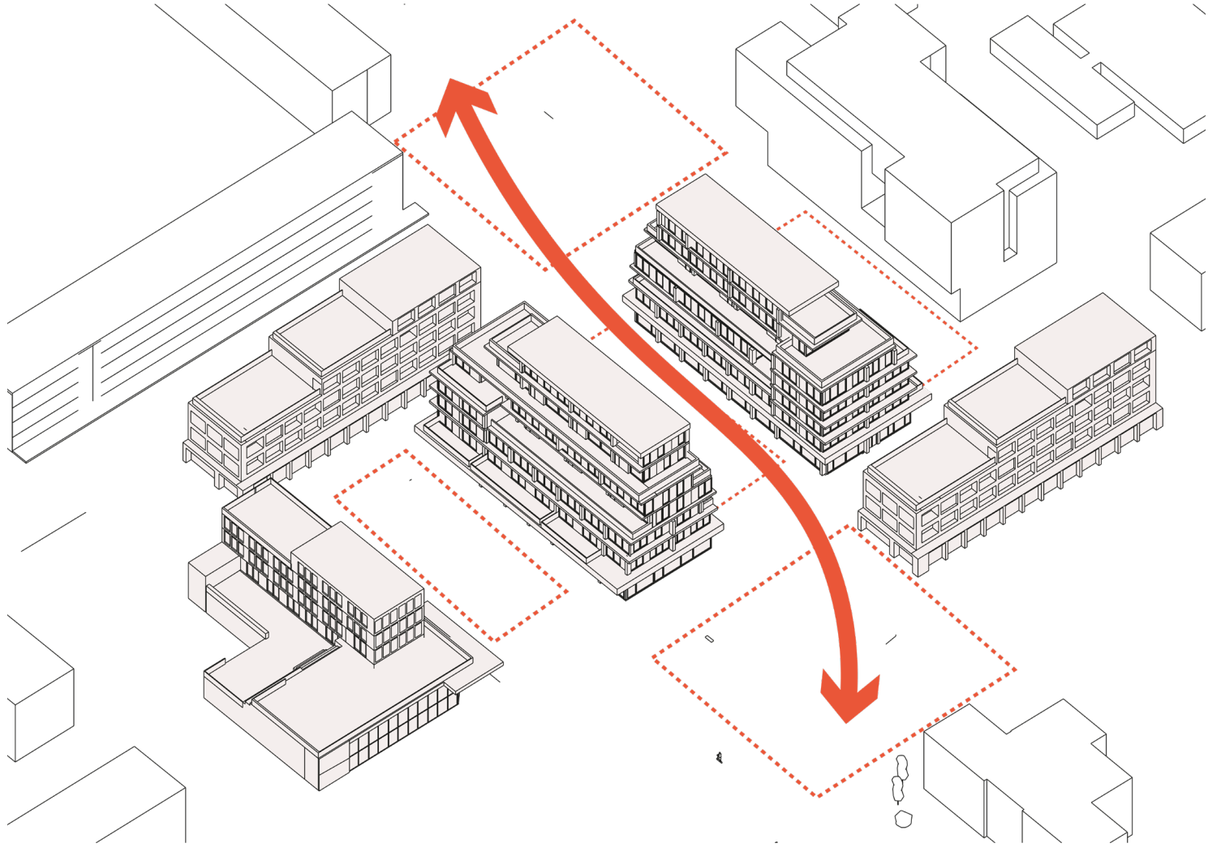
How will the transformation of the center look like and what spatial interventions are needed for this?

This chapter will give the answer on the last sub-research question: This chapter consists mostly of visualisations explaining the proposed transformation of shopping center de klop, showing what the different areas within the ceneter could ook like.

Besides, it will also go into what materialised interventions actually have to be made and which are the most important, and what parts of the transformation will still be flexible and open.

7.1. DENSIFICATION TO CREATE SPACES





7.1.1. PLACEMENT

We will continue where we were ended in the previous chapter: The focuspoints of the concept. As seen in the chapter 6, the conept consists of all different kind of spaces. However these spaces are not ‘built’, these are the public spaces in between new buildings. These hard and materialised buildings. The concept showed two buildings guiding the east west connection. But that should not be their only function, their other functio is to be a recogniseable point for the neighbourhood and combined with the two vertical places buildings these form multiple public spaces around them.

7.1.2. TYPE

In order to make the centre safer, more eyes on the street and more movement is nescessary. More people living in the area means more movement and more eyes on the street.

In the vision I explained the target group and the desireable people in the neighbourhood. An important goal is to retain social climbers, which requires the construction of other types of housing than the current stock. The residents of Overvecht who are climbing up the social ladder frequently leave when they are attempting to make a career in housing. Housing that suits their needs is often scarce in their own neighbourhoods, while they would like to stay there because of their social network. They are looking for a house in the middle segment of the market, which should have a lot of practical space, offer a lot of privacy and separate reception areas from private areas, for example. Making career in dwelling means going from rent to owner occupied, an increase in surface area of the dwelling or going from multi-family towards multi-family.

Currently Vechtzoom-Zuid has barely single-family dwellings, and most dwellings are social rent. However, building standard row house, single-family dwellings is not favourable for increasing the population density in and around the centre.

Characteristics of single-family dwellings can be applied as special qualities in multi-family dwellings, such as a private front door on the street, several floors and an outdoor space as well as the wide pavement as a play and meeting place and the clarity of who is walking past your house. However, a balance must be found between fulfilling housing needs and respecting the limits of multi-family housing.

An other problem with this target group is that they often do not generate enough income, or not a stable enough income, to obtain a mortgage. In order to bridge this financial gap, hybrid forms of renting and buying can be considered. For example, the Woonlab010 bundle talks about buying the basis and renting the extras, whereby the extras could be, for example, extra rooms or extra outdoor space within the building. In this way, the size and cost of the dwelling can fluctuate with the size and income of a household. Another interesting hybrid form for this target group is the principle of renting a house shell and buying the interior. This way, the resident has a lower rent, with possibly a low mortgage for the costs of the interior. The first resident can build the house according to his or her own taste and lifestyle, and the next resident will buy this installation. In the meantime, the resident has all the freedom to modify the home, something that is much more complicated, if not impossible, in a rented home. A final interesting purchase arrangement is that of a rented home that can be bought later. This can be particularly interesting for residents who are still on the rise financially; once they have risen far enough, they have the option of buying their rented property.

The new blocks in the middle of the centre can have this typology. While the blocks on the sides can play an important role in creating apartments with a bigger floor area.

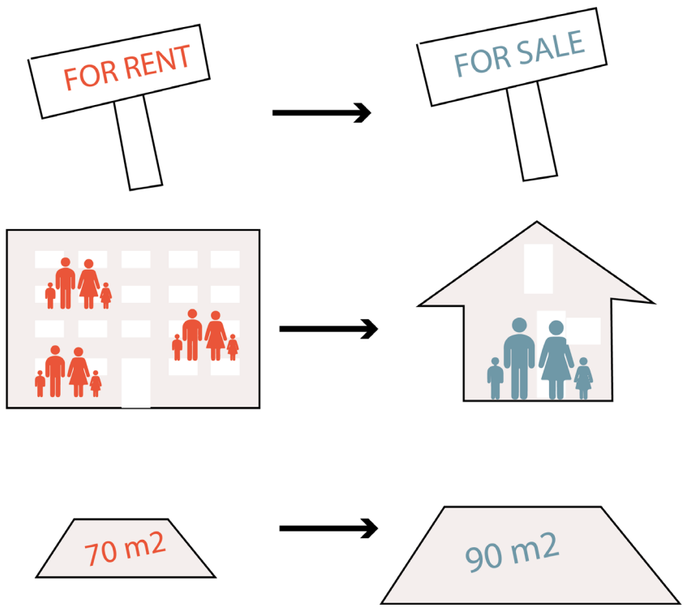


Figure 7.1. Making housing career

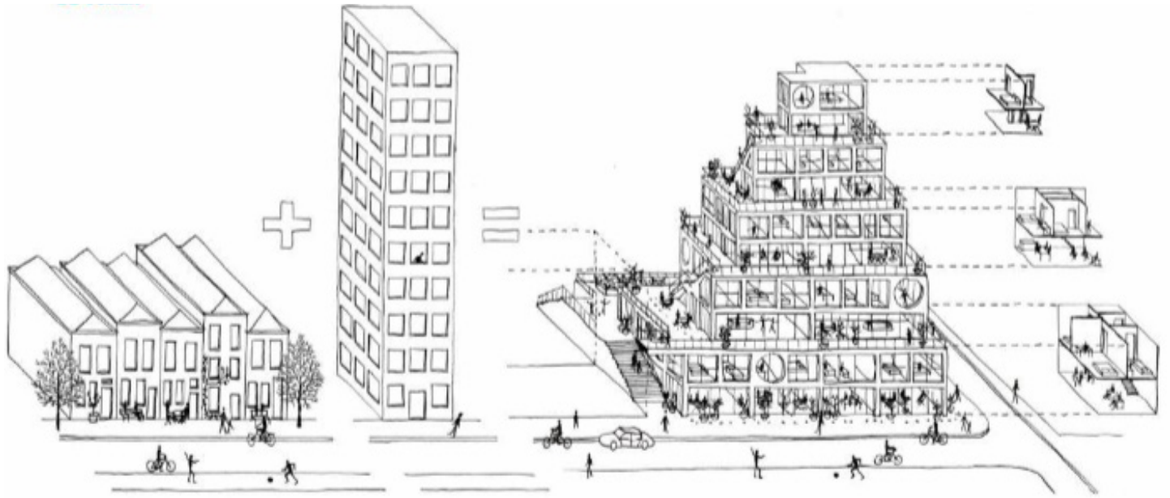
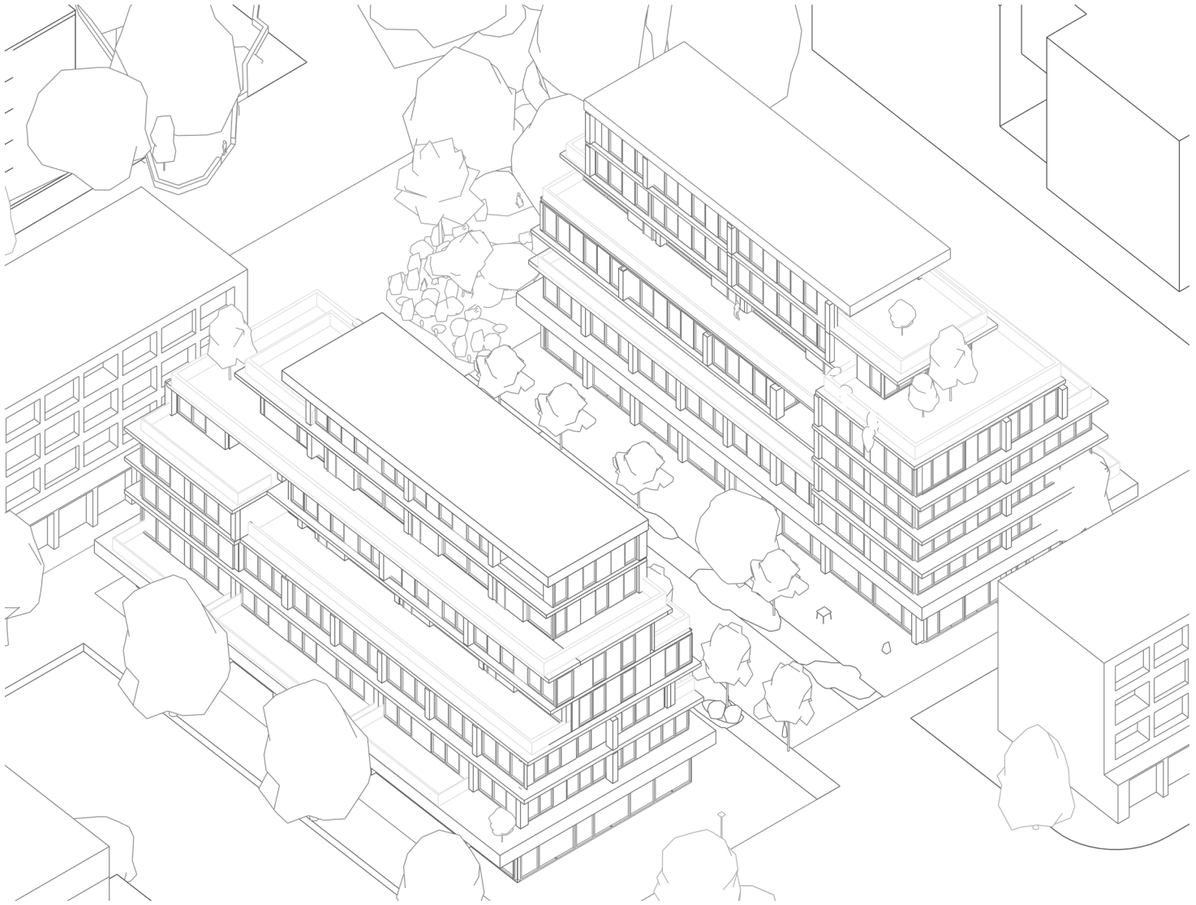


Figure 7.2. De winnende inzending van de Open Oproep Gezinsappartementen. Elke woning heeft twee verdiepingen en is gelegen aan een een 'straat'. Overgenomen van: Boodt & Van Holten (z.d.)



7.1.3. DESIGN

The two blocks in the middle of the center lead the east-west connection trough the center. The blocks are mirrored versions of each other and next to their function of leading the east west connection, they also fullfill the function as a landmark within the neighbourhood: a recogniseable point. The bloks will have space on the ground floor for public functions, whatever they may be in the future. Above these blocks 6 layers of dwelling are placed. The typology of these dwellings ranges from studio's, to apartments and even maisonettes, making it even possible for people to make a housing career within the block itself. Some of the apartments have balconies, or terraces, while others have their own small street in front of their house, where they have their own front door. The entrances of each layer differs in orientation, making that the apartment has no real back sides.

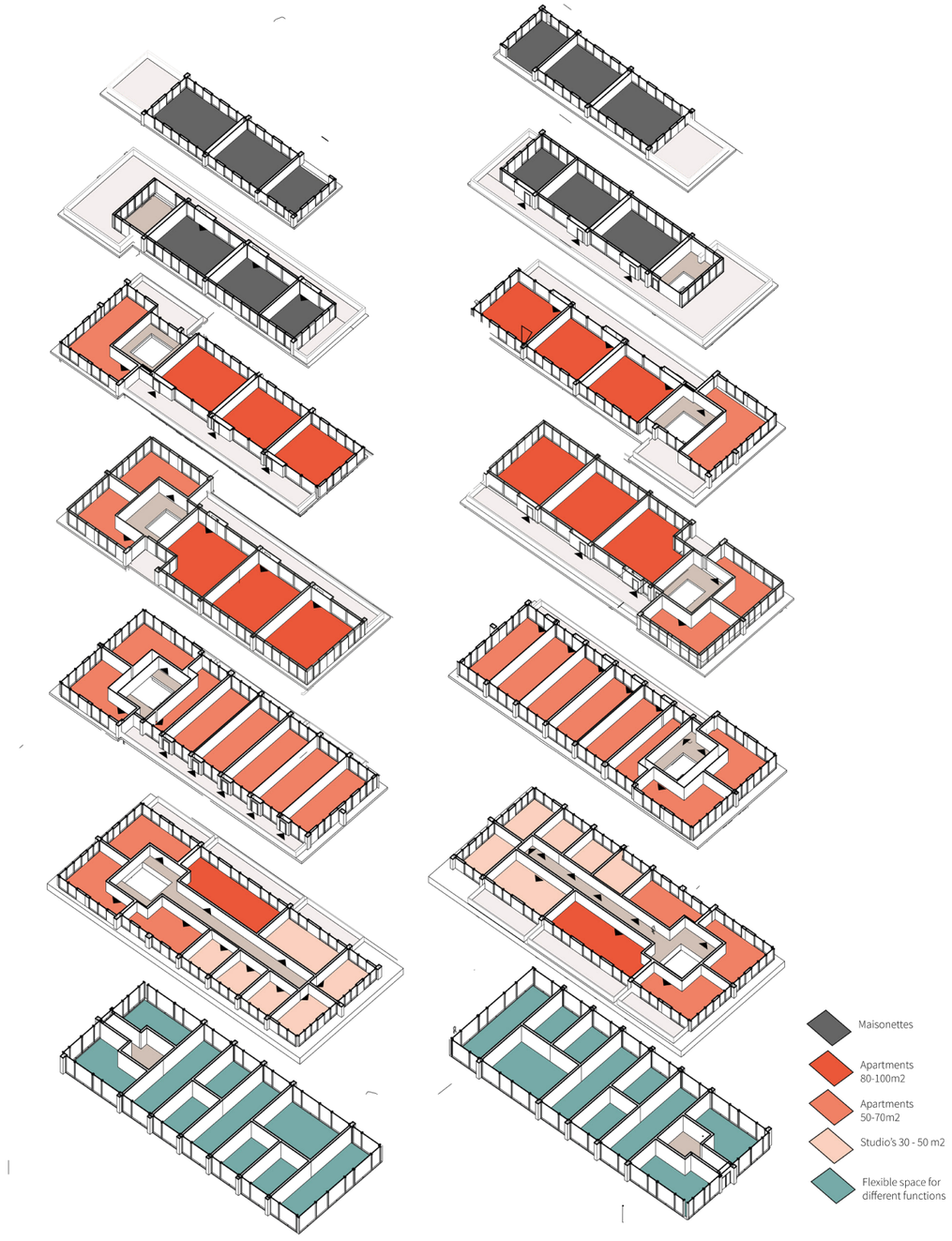
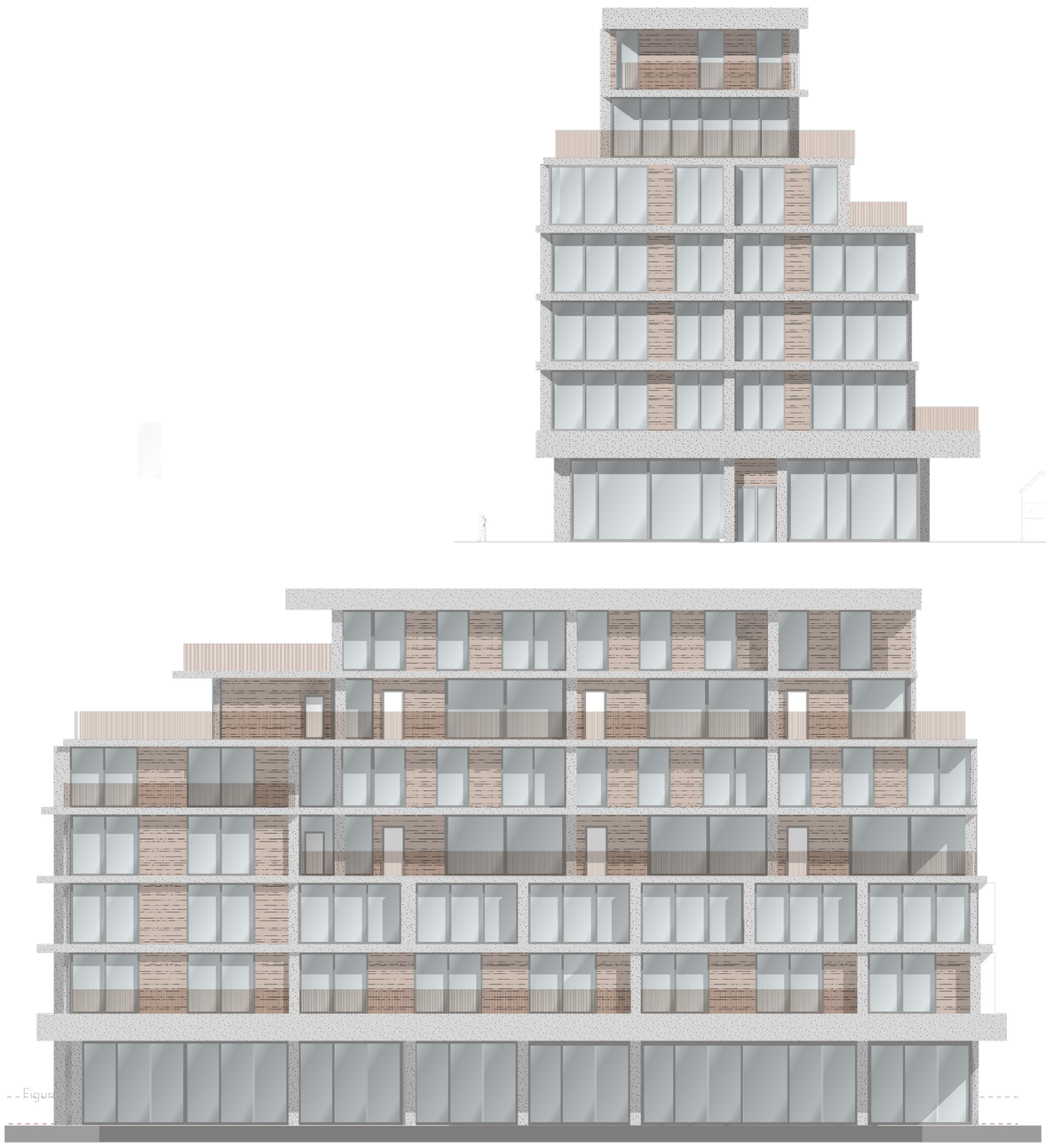
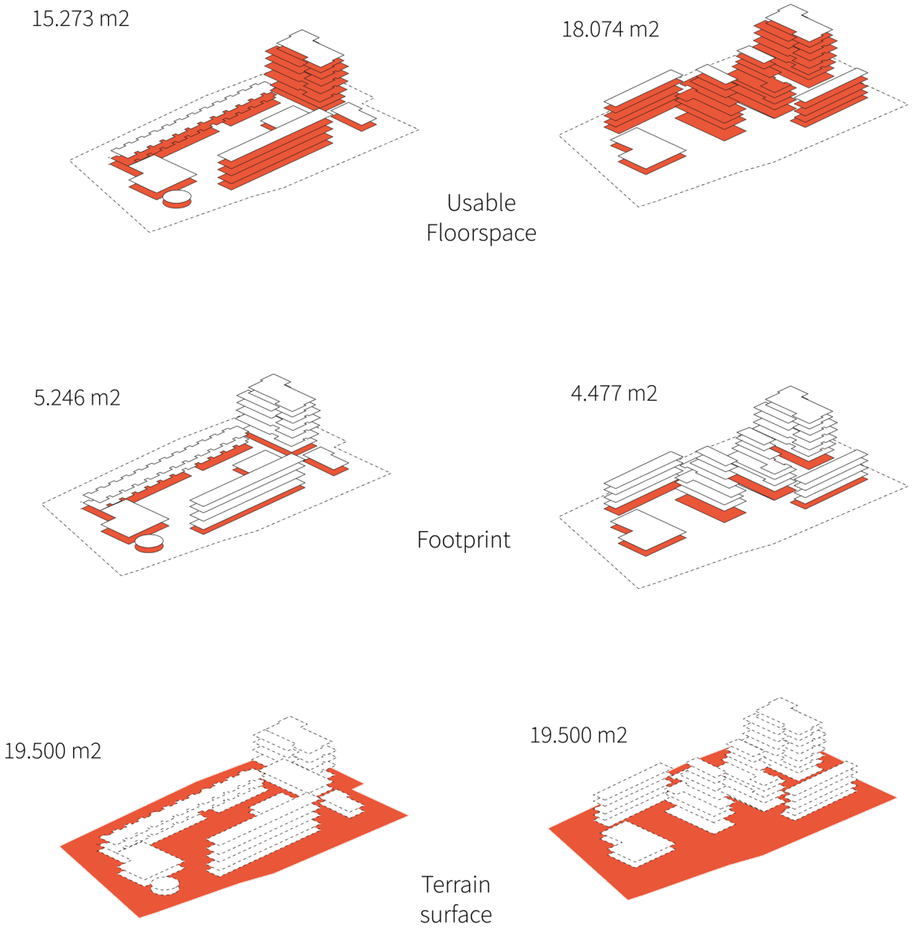


Figure 7.3. Different types of typologies within the block, in every layer the orientation is different

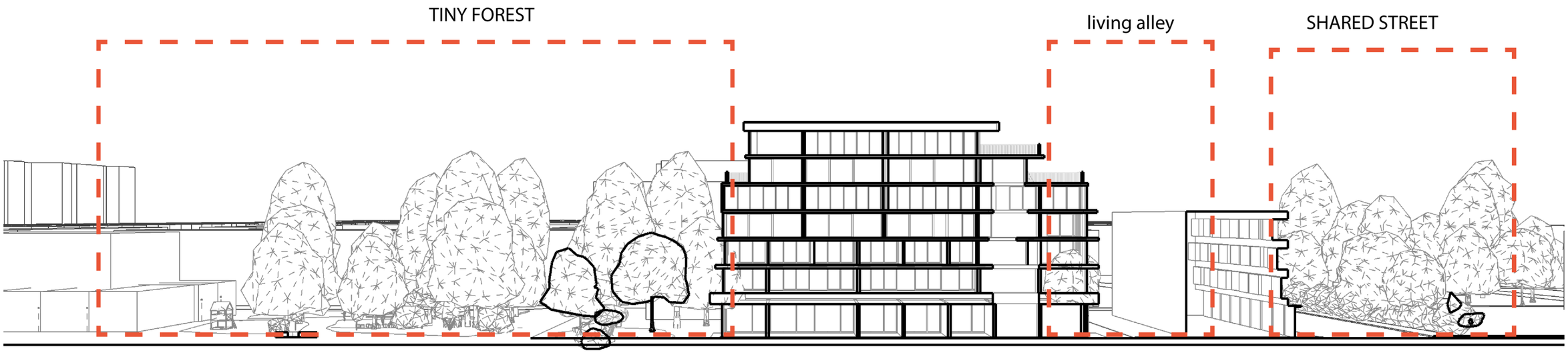


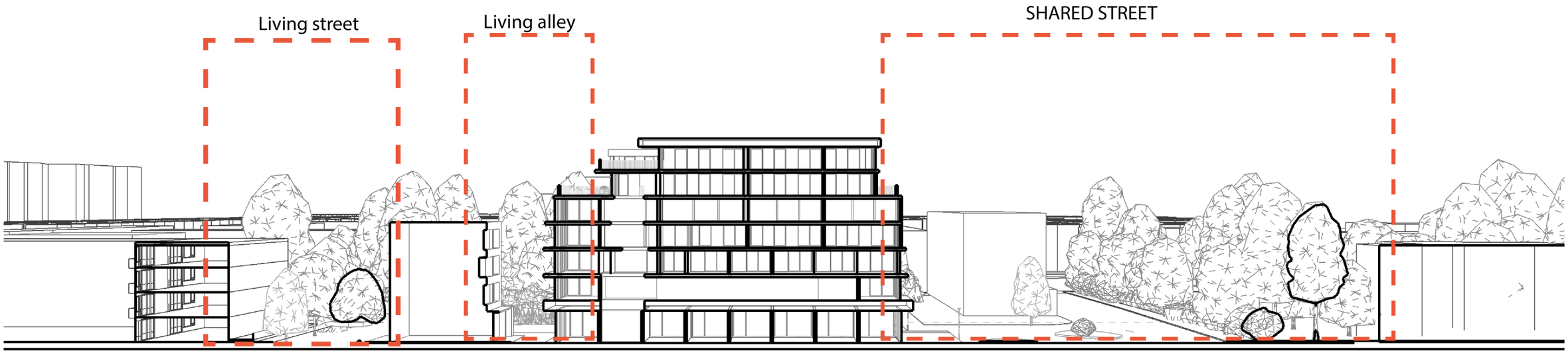
7.1.4. NUMBERS

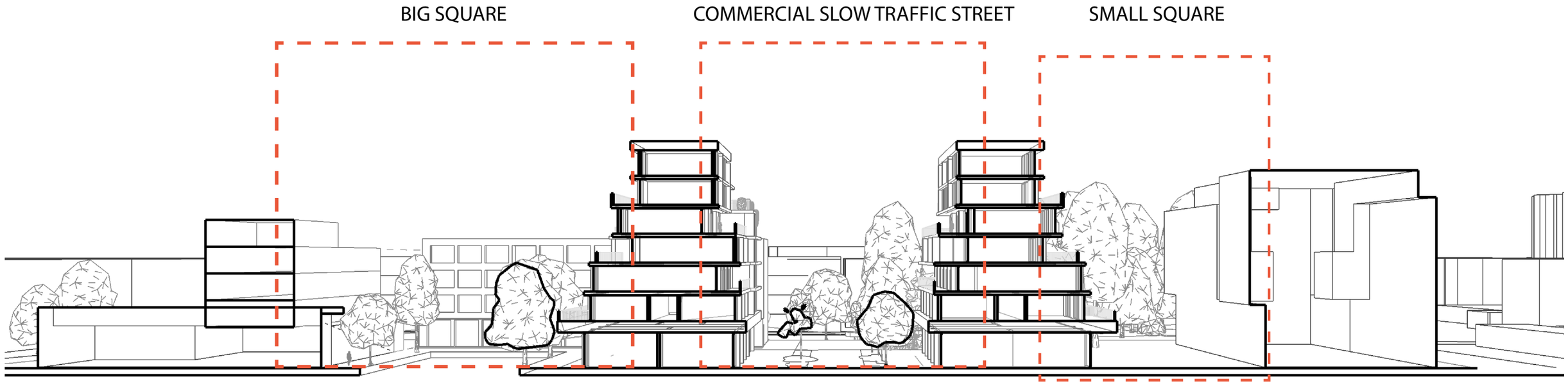


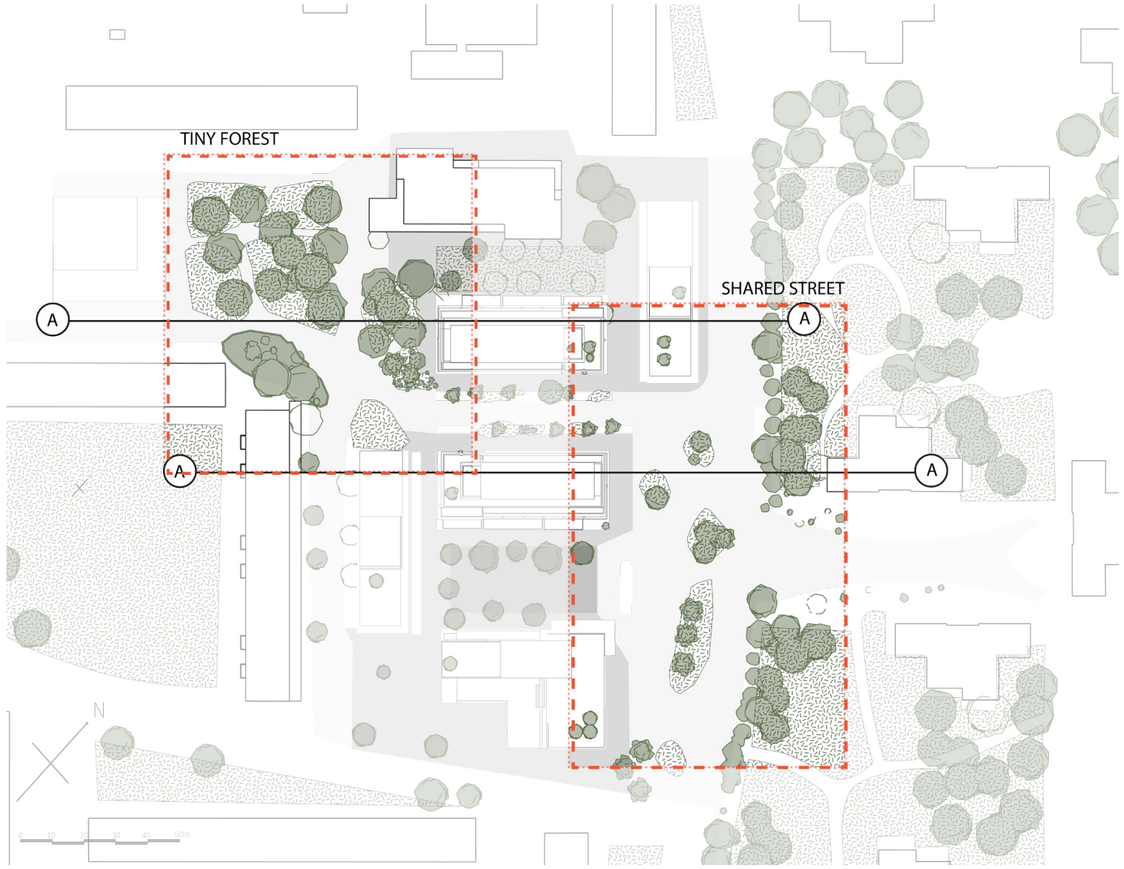
The transformation proposal has a smaller footprint than the original design of the center. While the Usable floor space goes up by 3000 m2. This has an impact on the FSI and, GSI and OSR of the area,. meaning that the area is now more open than before. In the end the center has space for around a 100 new dwelling units, 30 were being demolished. So this means an increase of 70 new dwellings. This also means 70 new residants and 70 more people going in and out of this area, and thus creating more liveliness.

7.2. BORDERING SPACES






BIG SQUARE
COMMERCIAL SLOW TRAFFIC STREET
SMALL SQUARE


TINY FOREST
SHARED STREET
A
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A
SMALL SQUARE
COMMERCIAL STREET
BIG SQUARE
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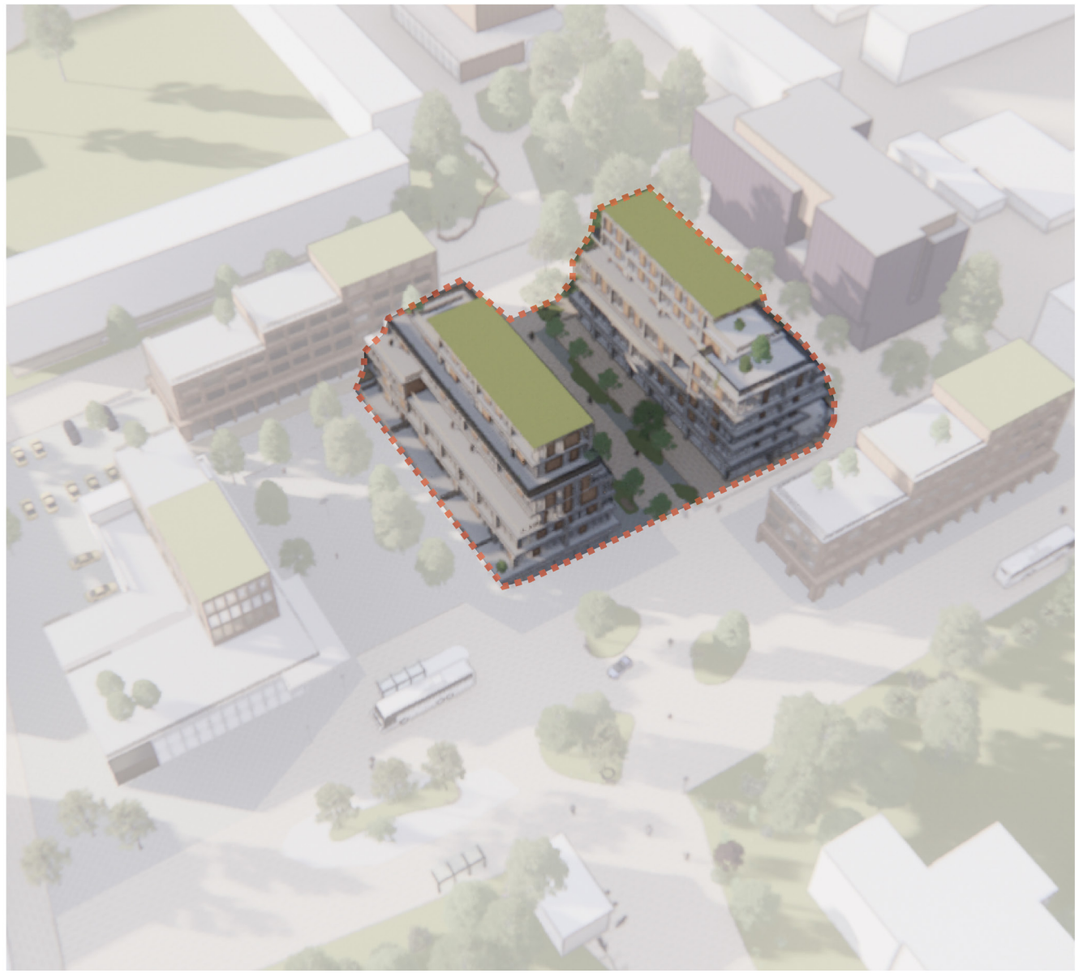
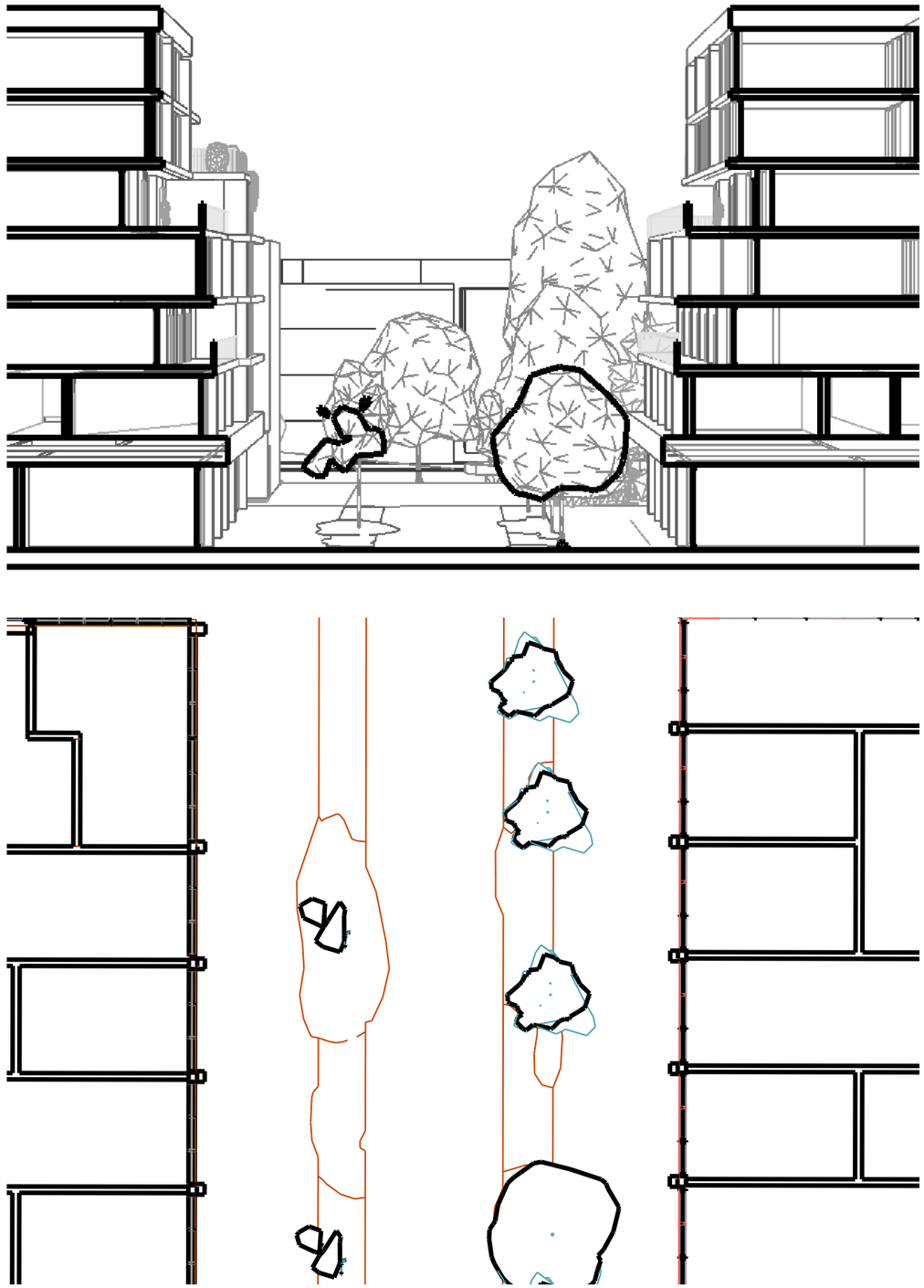
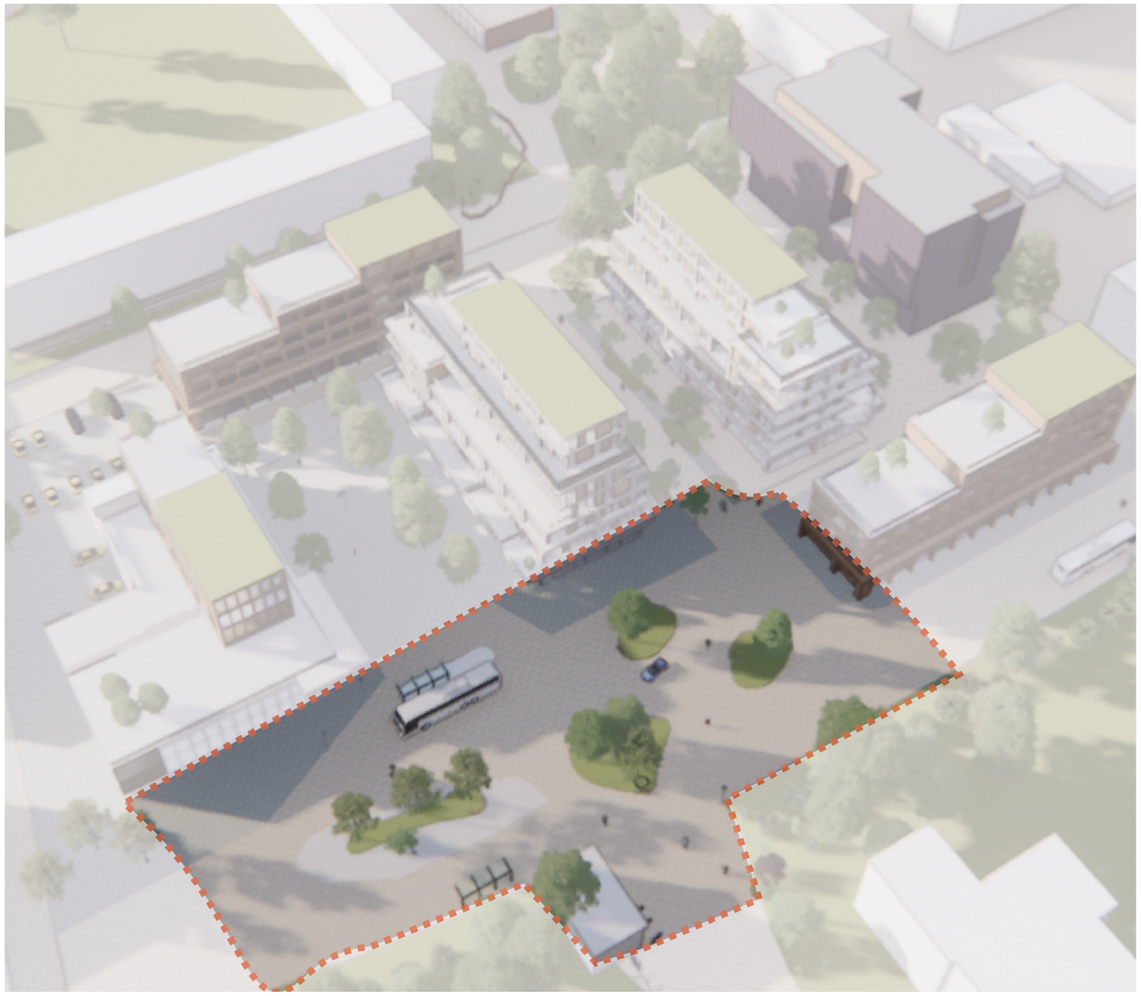
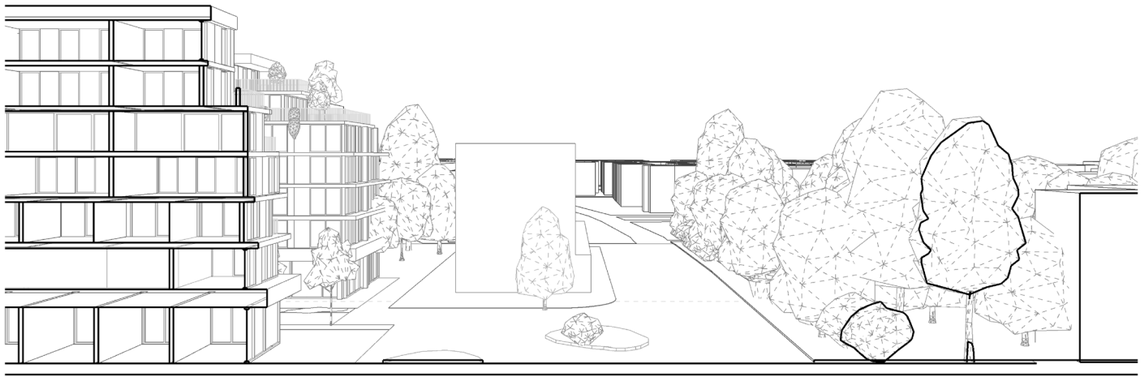
7.3. FLEXIBLE COMMERCIAL ZONE



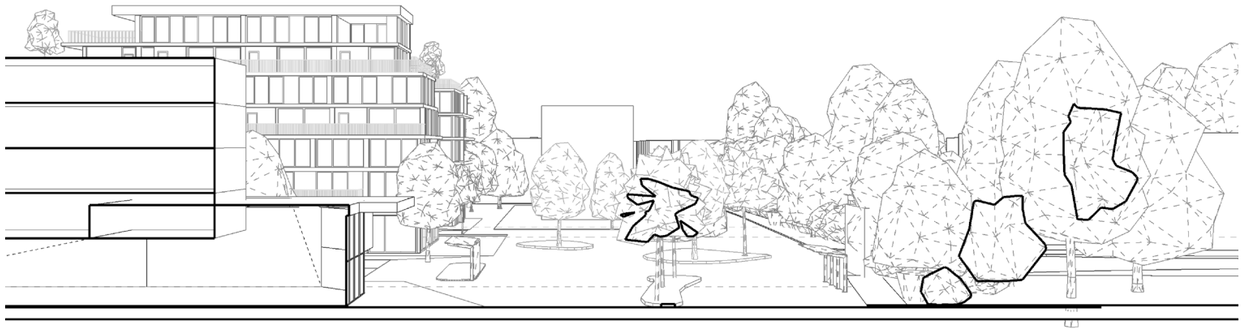


7.4. SHARED STREET



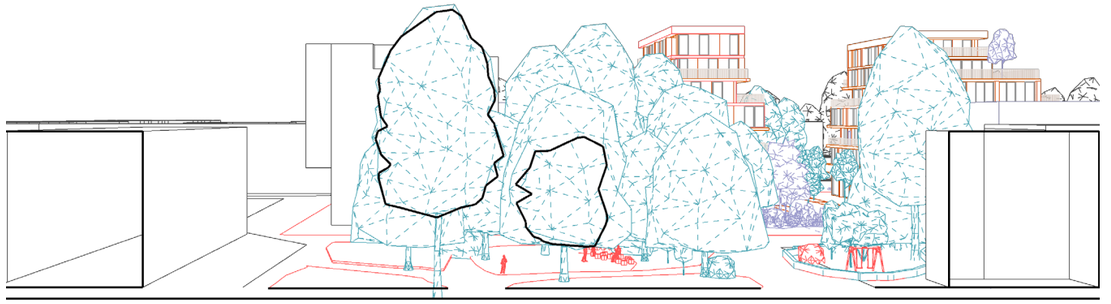


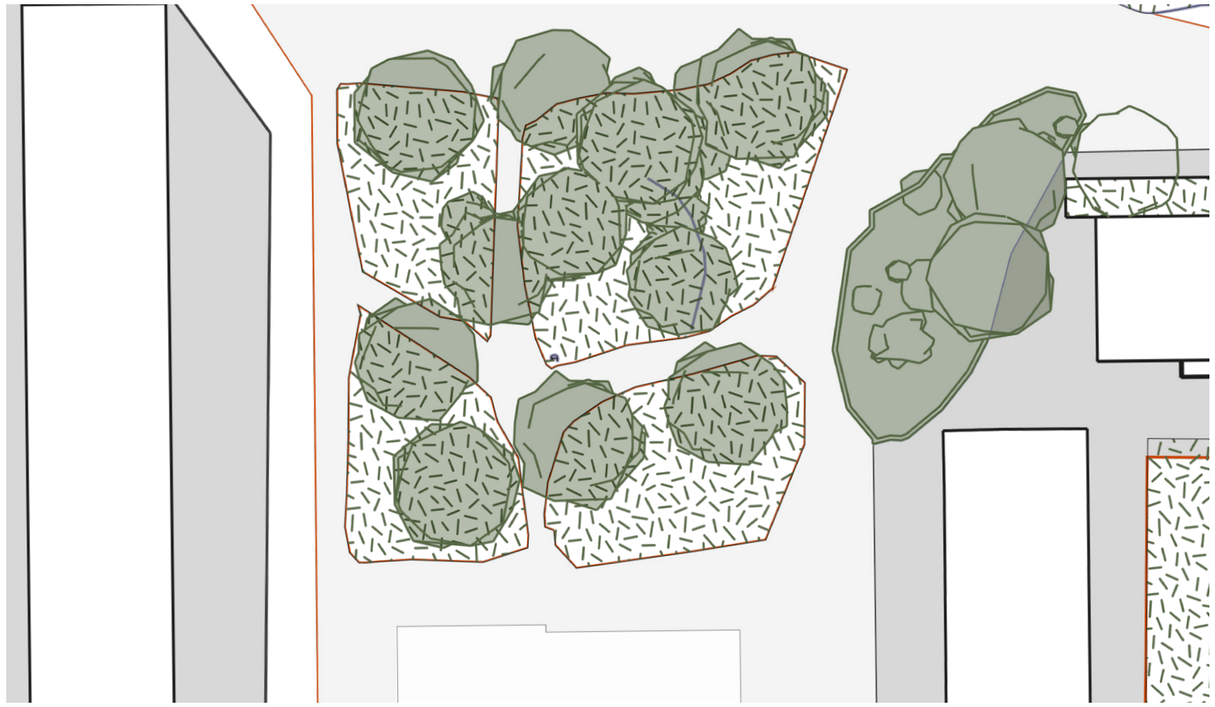

BIKES

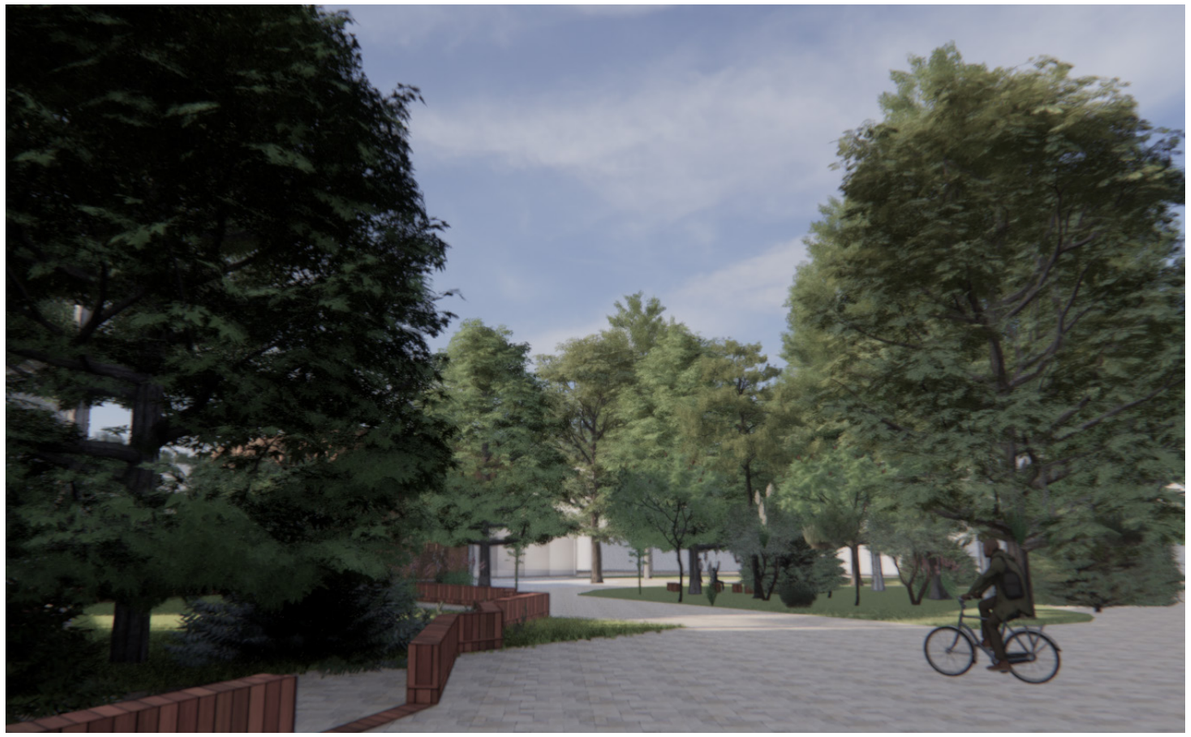


7.5. TINY FOREST

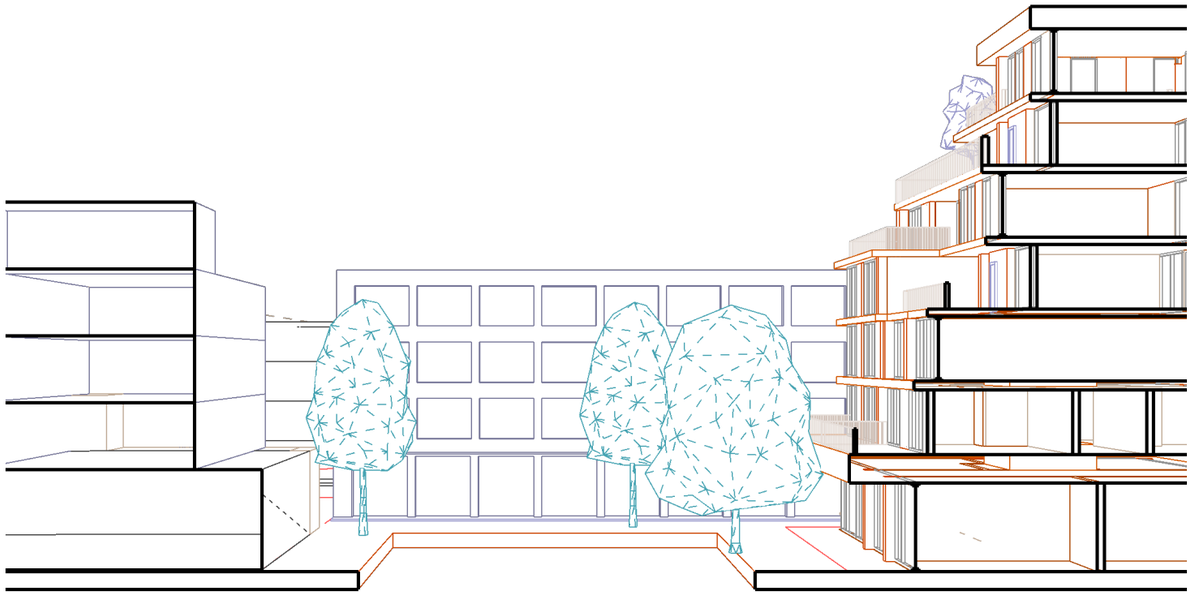
The tiny forest provides cooling, enhances biodiversity and offers opportunities for education. It functions as a neighborhood park for both residents and visitors and increases the quality of stay of the entire center.

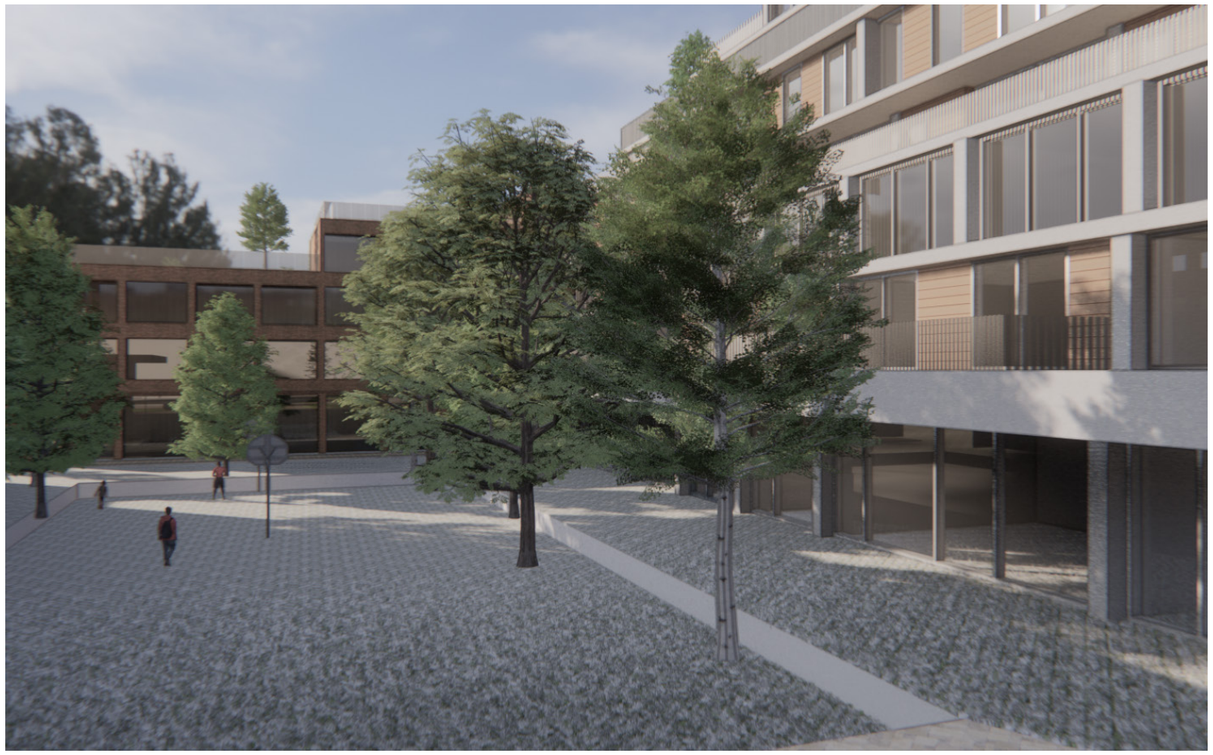


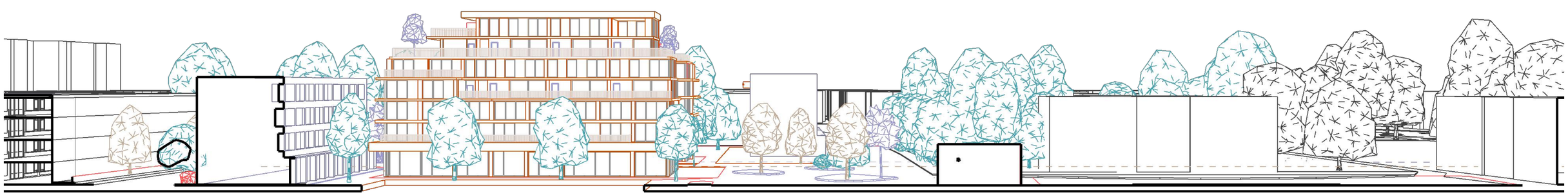




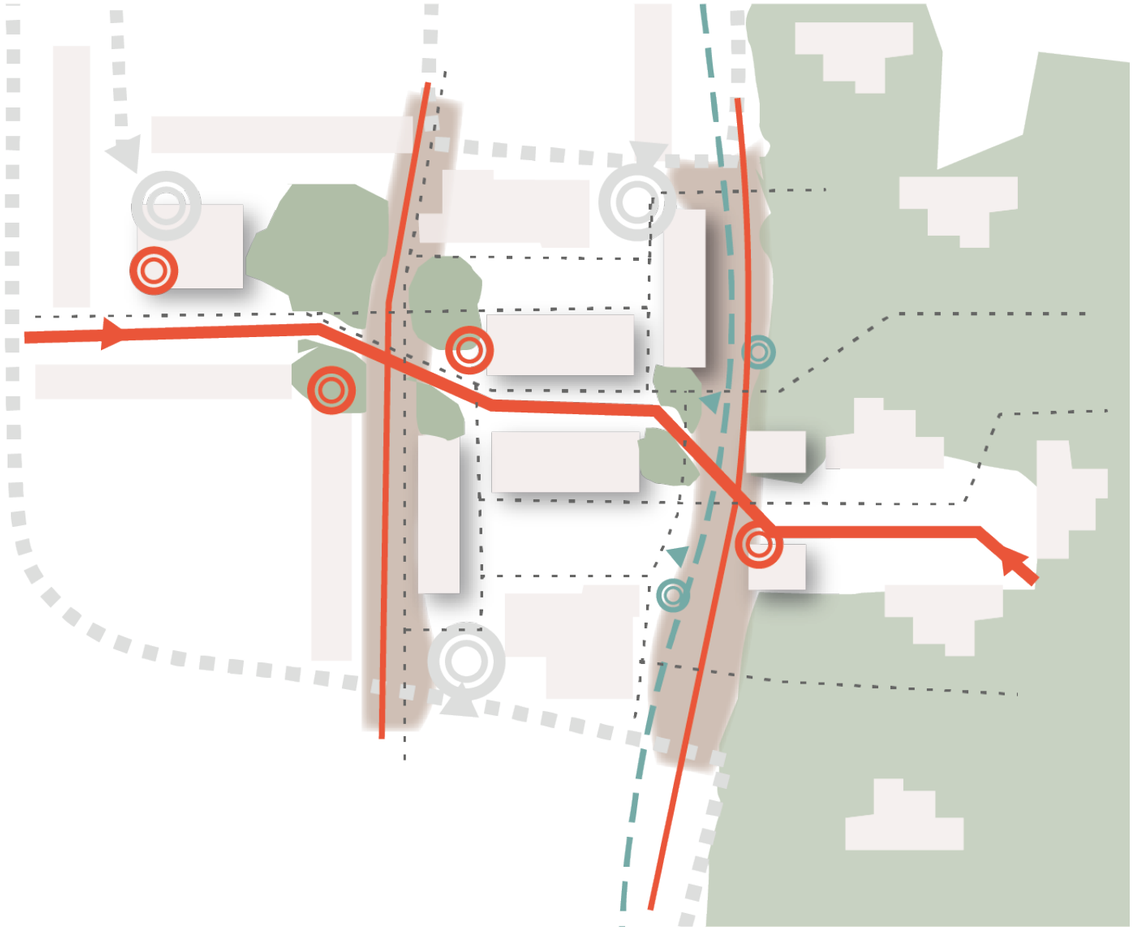
7.6. SQUARES







7.7. ACCESSIBILITY



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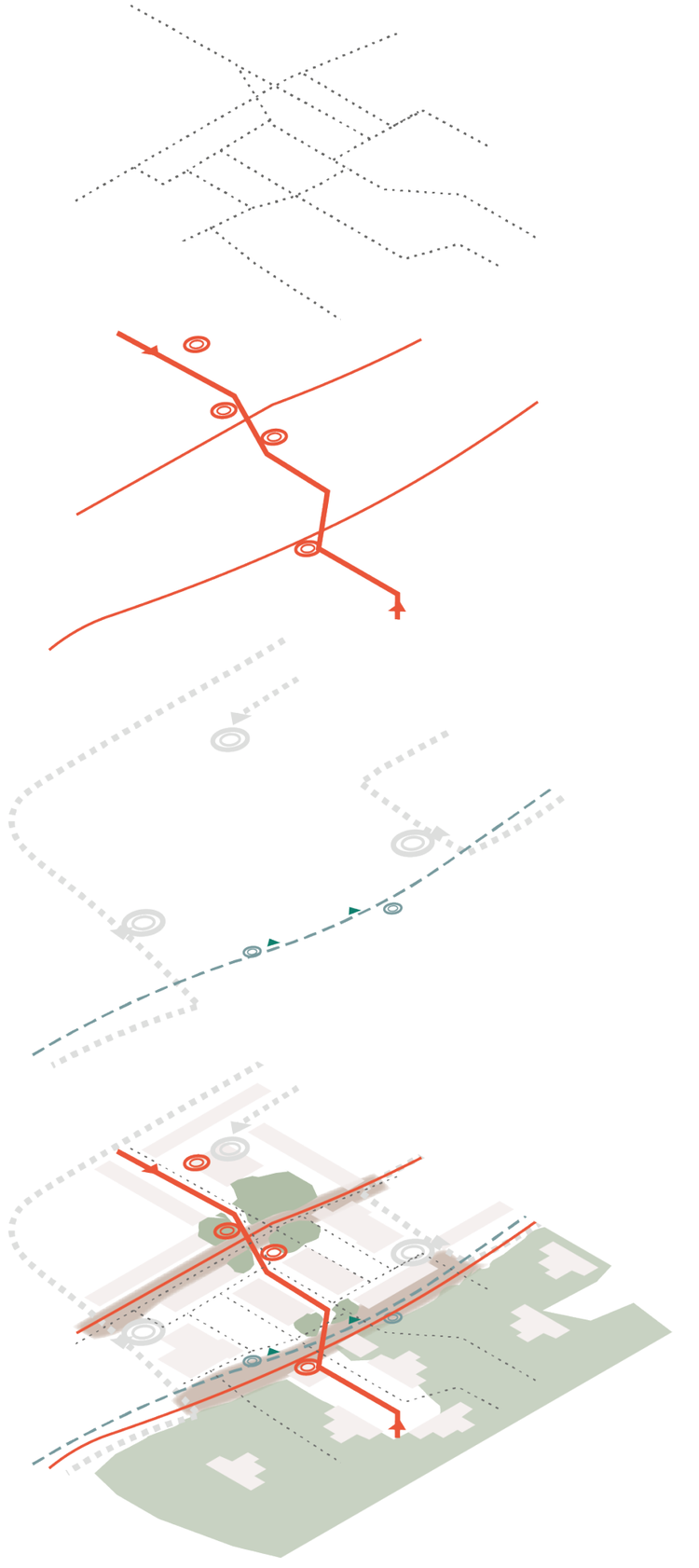


7.8. CONCLUSION

This chapter has given answer on the sixth research question:

How will the transformation of the center look like and what spatial interventions are needed for this?

The transformation proposal will consist of 4 new buildings, creating 5 DIverse central spaces around buildings.

These new buildings are two blocks horizontally places, leading the east west connection and 2 blocks vertically placed, creating the different spaces within the center. These dwellings consist of new dwelling typologies.

These buildings are generally the first interventions that will be done. Whereafter the spaces can grow around them.

These spaces are:
The central commercial street,
The tiny forest
The shared street
The big square
and the small square.

For these 5 different central spaces is for the first 3 an idea on how this hould be transformed.

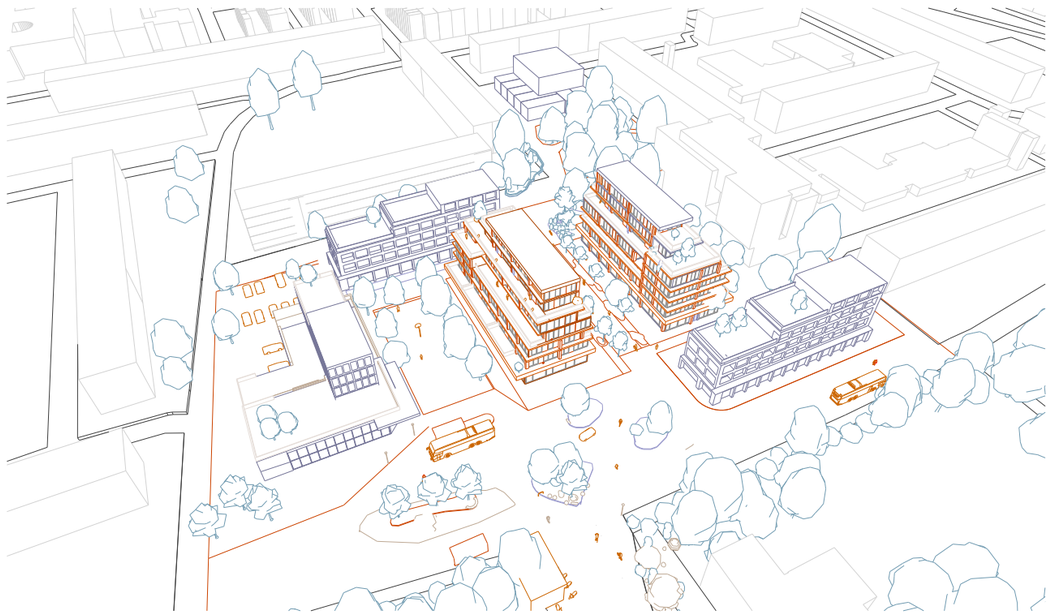
For the central commercial street the strip in front of the buildings is important. This is the flexible strip where either terracces or bike storages coud settle.

For the tiny forest multiple patches of green have to be implemanted. As many different species and sorts.

De design for the shared street should have multiple islands with sitting spaces

The design for the two squares is quite open for interpretation. The big square is open, lays lower, so this can be used in order to catch water, while the small square is sheltered with trees.

In this way 5 very different places will emerge, all with their own identity and contributing to the attractiveness of the centre



8. CONCLUSION

Shopping center de Klop and it's surrounding neighbourhood Vechtzoom-Zuid experience problems on three different layers: the modernistic layout is outdated, the inhabitants of the neighbourhood experience a lot of social-economical problems and the center does not function well anymore. At the start of this research the hypothesis was that by transforming the neighbourhood center, these three layers of problems could all be reduced. Therefore the next reseach question was raised:

How can modernistic shopping centre the klop in post-war expansion neighbourhood Overvecht be transformed into an attractive center that increases the social cohesion of Vechtzoom Zuid, while coping with transitions affecting shopping centers over the next 30 years?

In order to answer this question, first the answers and conclusions of the 5 different sub-questions are being summarized. Followed by the conclusion of the whole research.

8.8.1. SOCIAL COHESION

How can the centre increase the social cohesion in Vecht-zoom-Zuid?

The literature reseach in the theorethical framework has shown that the physical form of the neighbourhood can contribute to social cohesion. Social cohesion could be described as the involvement of residents in the neighbourhood and their neighbours.

The involvement of residents is influenced by three conditions:
1. The number of meeting places in the neighbourhood
2. the low threshold of the contacts between residents
3.The motivation of residents to invest in relationships in the neighbourhood.

The first two can be directly influenced by physical intervention while the third condtition is influenced by the length of time people plan on staying in the neighbourhood.

This last one can be increased by densifying the area with new housing typologies that are not yet in the neighbourhood to promote the growth within residential careers within the district

The first two conditions can be influcenced by making the centre more attractive, and accesbile in order to increase the use of facilities. And lasltly by creating new green spaces, in order to create new meeting places, a feeling of identification, and connection due to maintanance.

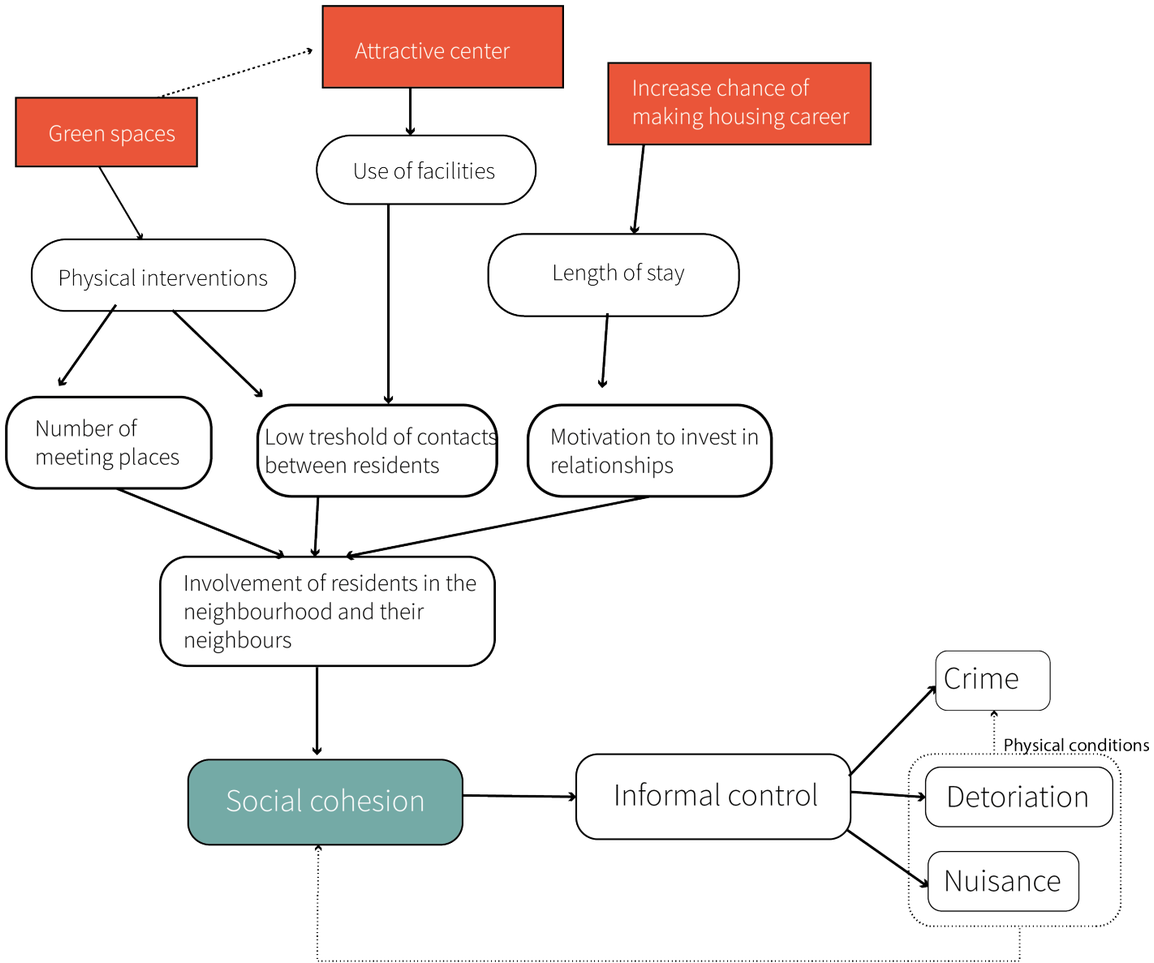


Figure 8.1. Diagram summarising the answer on the first research question

8.8.2. MODERNISTIC LAYOUT

What is the idea behind modernistic post-war expansion neighbourhoods and the original function of their centres?

The theorethical framework also could answer the second subquestion. The idea behind the post-war neighbourhood derives from two main influences: CIAM and the Wijkgedachte. The influences of these ideas are still very apparent in the neighbourhood. the buildings consists of 'zellenbau blocks' with a lot of space in between. There is a strict separation of functions and Overvecht is separated in neighbourhood units, located within a greater green structure.

How has society, the neighbourhood and the shopping centre changed through time and what has to change?

However, while the buildings have not changed much, the society, neighbourhood and shopping center have changed within three categories.

Firstly the demography has changed from families to singles, elderly and onter cultura l backgrounds. Therefore the functions within the neighbourhood have to change:

- the housing stock should be more mixed and life cycle compatible
- Amenities should have more functions than just shops,

Next to this the spatial design is not being used as it was befor and therefore the modernistic neighbourhood has to change. The big collective public spaces are not used, the top down regulated repeatative system buildings create monotomy and desorientation, the car based design and separation of functions create boundaries and zones. Therefore the next objectives have to be taken into consideration:

- Collective spaces should have clear boundaries
- Green should have a function
- The different spaces within the neighbourhood should have different forms and identities.
- De boundaries of the car have to be reduced,
- New slow traffic routing has to be created
- The zones have to be broken through.
- The visibility of the shopping centre from the neighbourhood has to be increased,
- The backsides have to be reduced

Lastly, the functin of the shopping centre has changed and has to be adapted to future transitions.

8.8.3. FLEXIBILITY

What transitions affecting a shopping center can possibly happen in the next 30 years and how should a shopping center be designed to deal with this?

These future transitions are being explored by driver analysis and scenario construction

There are 9 drivers selected that have the most impacton the functioning of the center, shown in the first column of figure .... The drivers can be devided in certain drivers, drivers where I have a clear vision on and uncertain drivers.

The second column shows what the expected outcome of certain drivers or preffered development of visionary drivers will be in 30 years.

For the way of shopping and the population density, the development can not be determained, the combination of the different developments of each driver creates the four possible scenario's in the second column of figure

The acknowledgement and vision on these drivers, and the evaluation on the design of the scenarios all generate objectives for the design of the center. These objectives are also given in figure ... in the third column.

Driver	Development in 30 years	Design criteria / objectives
Climate change	More heavy rainfall	Design for heavy rainfall
	Hotter	reduce paved area
Ageing population	People will live longer	There should be a place for healthcare
	Are more mobile and know more of technology	
Wealth and Demograp-hical transition	The neighbourhood will stay a place for the current inhabitants with lower income and a lot of different cultures.	Increase the mix housing to make housing career
		There should be room for entrepreneurship
Mobility transition	Slow traffic and public transport will be more important than the car (10 minute city concept)	Increase the accessibility by slow traffic and public transport and change the infrastructure to dominantly use for slow traffic
	shared mobility will play a role	
	Everything will still be there	Include a space where people can come togehter (hub)
	cars are more advanced so it is safer to mix streets	Reduce the harsh only car lines and mix traffic forms
Need for center	The amenities in the neighbour-hood will still have the function of a meetingplace in the neigh-bourhood	Make the place of the function a pleasant staying environment and meetingplace
		give reason to stay
Digitalisation	Shopping and working will be more online. Therefore the home will become the place to stay and work. Public space will be for meeting as people will need to want to go outside. (recreate outside) that is in peoples nature.	Make the neighbourhood pleasant to stay and recreate
Individualisation	People will be more and more on theirselves and have their own pattern of moving. (network society)	People should not be generalised into groups as people will all have their own way of moving and going.

Driver	Development in 30 years	Design criteria
		Accesibility for slow traffic shoult be increased
	High density fun shopping: The center as recreational shopping center	The bus stop should be the entrance of the center.
	High density run shopping The center as a pick up, service, work and transport hub	The interior space of the ground floor must be able to accommodate various functions
Way of shopping & population density (urbanity)	Low density Fun shopping The center as community (and space for entrepreneurship?	The public space in front of the buildings should be a materialised and designed space where different functions can take place.
	Low density run shopping The center as a pick up and living place.	The bigger public spaces in the neighbour-hood should have multiple forms and identi-ties
		The centre should be densified.

Figure 8.2. Overview of the different transitions affecting the shopping center in the next 30 years and the design critera that derive from this.

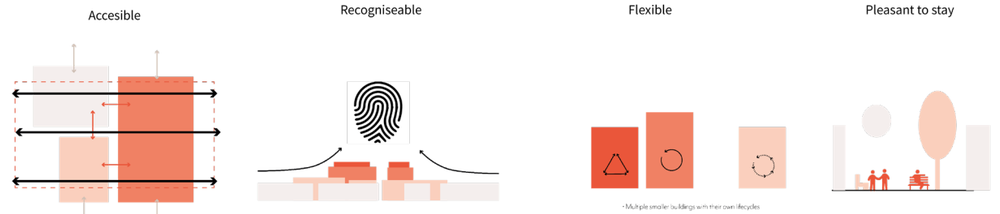
8.8.4. FROM SPATIAL TASKS TO CONCEPT

What spatial tasks need to be tackled in order to make the center attractive, increase the social cohesion and cope with the transitions?

The objectives that have come out of these first four reseach questions are the imput for this question. All the objectives have been summarized and ordered, and in the end this leads to 4 main spatial tasks that have to be tackled: Making the area Accessible, Recogniseable, Flexible and a Pleasant staying environment.

This can be summarized in one main design goal: Create new flexible and accessible collective spaces as a condition for a safe and recogniseable heart of the neihbourhood. Where current and future residents can find a motive to visit and meet eachother

4 MAIN TASKS: MAKING THE AREA



	Accesible	Recogniseable	Flexible	Pleasant to stay
SQ 1 & SQ 2	Break trough the zones Reduce the boundaries of the car Create new slow traffic routing	Increase the visibility from the neighbourhood Reduce the backsides Connect the green and the center Different parts should have their own identity	Housing stock should be more mixed and life cycle compatible Amenities should have more functions than just shops	Collective spaces should have clear boundaries Green should have a function
SQ 3	Make going to facilities low treshold	Implement green spaces Create new dwelling types to retain social climbers --> recogniseable inhabitants		Implement green spaces Activate plint
SQ 4	Create new slow traffic routing	Create different spaces with different identies as conditions for multiple interpretations	Create a strip of multi interpre-table public spaces Create spaces and buildings with different forms as conditi-ons for multiple interpretations	Densify the area Increase the amount of green (UHI) Solutions for water drainage

Figure 8.3. The objectives retained from the first four reseach questions categorised in 4 main spatial tasks.

Create new flexible and accessible collective spaces as a condition for a safe and recognisable heart of the neighbourhood where current and future residents can find a motive to visit and meet eachother.

Figure 8.4. Design goal

This design goal can be achieved with the following design concept.

A slow traffic east west connection diagonal through the area. This breaks through the zones and creates better slow traffic accesibility. wich makes going to facilities low treshold. Next to this it connects the green and the center. Within the center an urban green space has to be included as this gives center identity, making it more recogniseable. and it makes the area pleasant to stay.

Alongside this connection, different spaces with different forms and different identities have to be placed. This will create new sorts of collectives spaces with clear boundaries and invites new sort of functions to the area. These different conditions for diefferent interpretations and makes the center more flexible.

Lastly The edges of the center should be shared public spaces, this reduces the backsides and the boundaries of the car making the center more accesible and recogniseable.

Figure 8.5. The design concapt for shoppigng center de Klop.

8.8.5. TRANSFORMATION PROPOSAL

How will the transformation of the center look like and what spatial interventions are needed for this?

The transformation proposal will consist of 4 new buildings, creating 5 DIverse central spaces around buildings.

These new buildings are two blocks horizontally places, leading the east west connection and 2 blocks vertically placed, creating the different spaces within the center. These dwellings consist of new dwelling typologies.

These buildings are generally the first interventions that will be done. Whereafter the spaces can grow around them.

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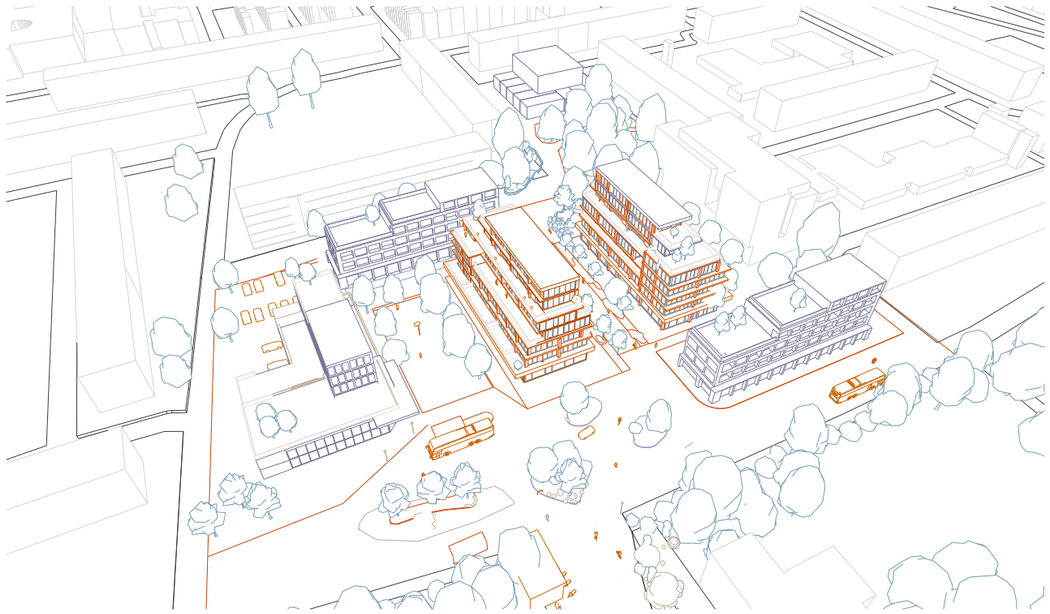


Figure 8.6. Birds eye view of the transformation proposal of shopping center de klop.

8.8.6. HOW CAN THE CANTER BE TRANSFORMED?

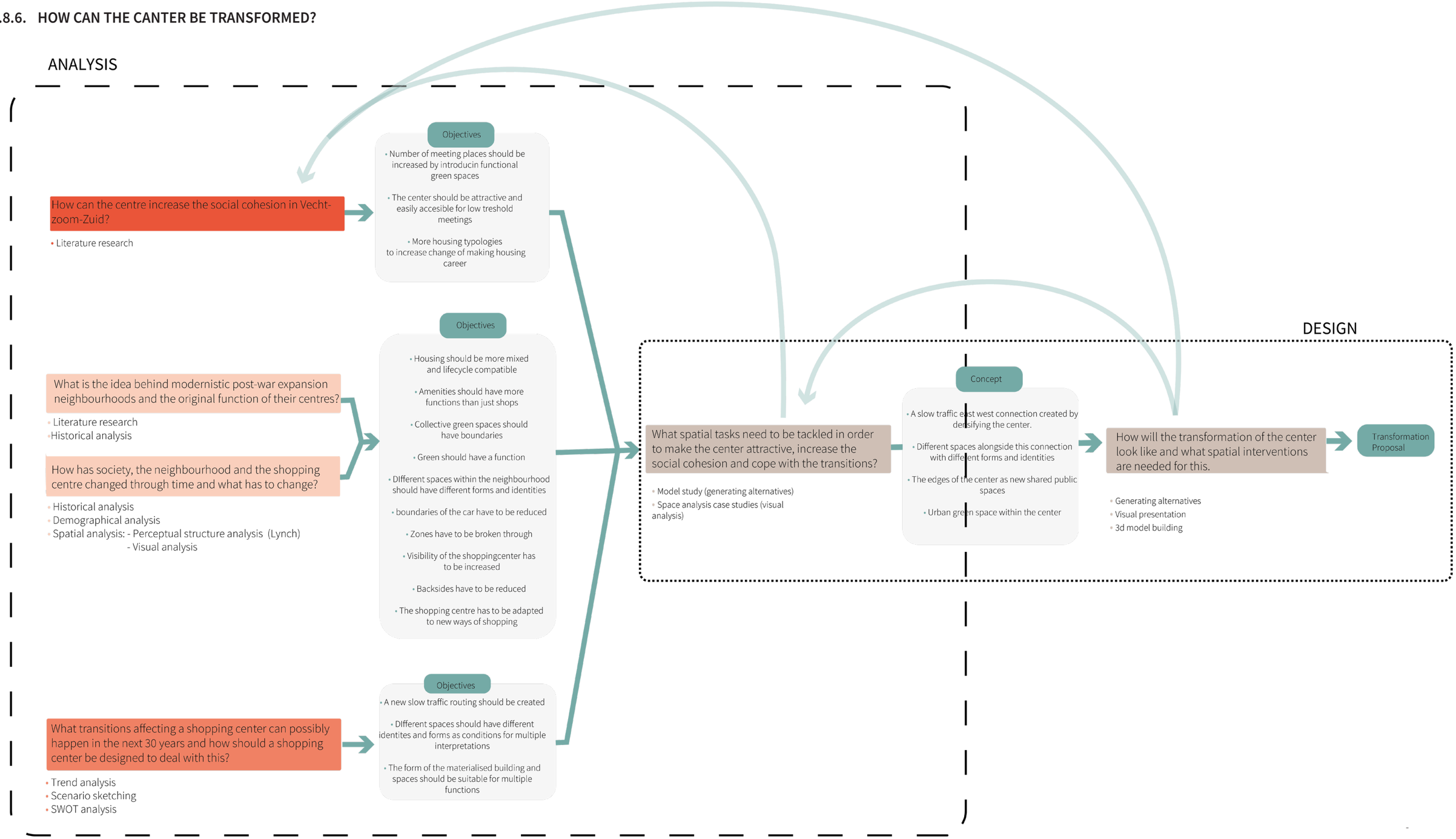


Figure 8.7. Summary of the project

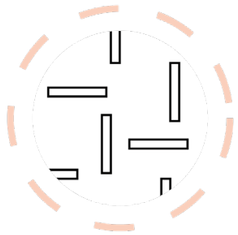
How can modernistic shopping centre the klop in post-war expansion neighbourhood Overvecht be transformed into an attractive center that increases the social cohesion of Vechtzoom Zuid, while coping with transitions affecting shopping centers over the next 30 years?

WIth the answers on all sub research questions, summarized in figure ..., now the main Reseach question can be answered. The first four research questions give the objectives of how the shopping center should be transformed in order to become an attractive center, increase the social cohesion and be capable of adapting to the transitions.

The 5th research question shows with what concept this can be achiefed and the sixth questions gives answer on how this will look like. This transformation can be summarised as follows:

The center should be densified with blocks of different dwelling typologies and places for enrepreneurship. Creating a new east west connection and multiple collective spaces within and on the edges of the center, with different forms and different identities.

With this transformation the three layers of problems within Vechtzoom zuid en shopping center de klop can be solved and suistainable for the future:



Modernistic Layout

-The difference in collective spaces create identity and recogniseability in the monotous modernistic neighbourhood

-the collective spaces on the edges make that there are no backsides and reduces the barrier of the car.

-The follow up of collective spaces alongside the east west connection breaks through the zones

Disfunctional shopping-center

- The multiple public spaces cause that there are multiple new reasons to visit the center and gives the center identity, increasing the amount of visitors.

-The new east-west connection makes the area makes the center better accesible and, more lively through people passing by.

- Diversity in different spaces creates a flexibility for future changes. There is not only one type of space, making different transitions within shopping and mobility possible.

Social-Economic Problems

- The densification creates the chance of making housing career within the neighbourhood.

-The densification of people makes the center more lively and safer.

-Going to the center is more low threshold, increasing the amount of meetings with neighbours.

-Through the flexible rentable spaces there ie is an opportunity for entrepreneurship for the inhabitants.

9. REFLECTION

PAULA NOOTEBOOM - 4558901
MAY 2022

9.8.1. SOCIETAL RELEVANCE & TRANSFERABILTY

Today the post-war neighbourhood occupies 1/3 of the total housing stock. They accomodate homes for almost five percents of the population in the Netherlands. However, a big part of them are appointed as problem neighbourhoods and have a lot of social, economical and cultural problems. Most of the problems in these post-war neighbourhoods are similar to eachother. With my graduation work, I am trying to contribute to a more liveable neighbourhood, more social interaction between the inhabitans and more safety in the neighbourhood and the center. While I am focussing on only one case, the case of Overvecht and shopping centre de klop, there are a lot of post-war neighbourhoods and their shopping centres in some way similar. The eventual design will therefore not only be applicable on Overvecht. But lessons can be learned to apply on multiple shopping centers in post-war neighbourhoods. For example, the monotomy and unrecogniseability within the post war neighbourhood is most likely a problem in most of these. Contributing new kinds of collective spaces within their center , can give a better orientation.

It will contribute to the scientific framework as I work with and against ideas of modernism, functionalism and the wijkgedachte from the twentieth century within these neighbourhoods. With my thesis I have been doing reseach on where they come from and how they work in current society in relation to the trends of digitalisation, mobility change and demographical change. With my design I show a way in how to 'break' but also work together with with these idea's.

9.8.2. ETHICAL ISSUES & LIMITATIONS

The neighbourhood Overvecht offers on the one hand possibilities for urban regeneration, but is also home to a part of the economically weaker inhabitants of the city of Utrecht. Dealing with the more underprivileged people in society required a way of handling people with respect, without judging them regarding the chal¬lenges in the neighbourhood. I have stated in my research quite firmly, that I think that the underprivilidged people also need a place in the neighbourhood, and that in my opinion Overvecht will be that. Therefore I have tried to make this transfromation for this group of people. However, I can not decide which people are going to live where.

Besides this, the city and its neighbourhoods are home to a diversity of cultures, religions, inco¬mes and communities. Each group has its own characteristics and identities in how they live, work and move through the city. Knowing this complexity, I did not want to indicate large generalizations about certain populations. The intent was to focus on creating a livable and affordable area for all people and therefore my intention was to avoid generalizations. Therefore I chose to not make profiles of people, but look at the current inhabitants and going out from numbers and facts. However this makes the design quite general, and most probably assumptions still have ocurred. When furthering reseach, sketching profiles or doing more in depth interviews should be taken into consideration.

9.8.3. RELATIONSHIP BETWEEN RESEARCH & DESIGN

The relationship between research and design is an important as¬pect in this project. While the first part of the project consists mainly on first doing analytical reseach and putting that into spatial contexes, the second part makes use of research by design. Many urban problems are very complex in current times, and do not have one final solution. Therefore it is needed to have creative ideas and using research by design to explore multiple options. Next to this, nowadays conditions and pro¬grams are always changing. It is therefore important to have iterative processes which reflect on the results of certain interventions As one of the main goals was to investi¬gate how the centre can adapt to the shopping and mobility developments in the future. Research by design is a cru¬cial method to use for such complex challenges, in order to make plans for future scenarios. There is no certainity of how these develoments will come out and we can no longer make future proposals withouth acknowledging that the future is uncertain. This thesis does not only seek to investigate possible future outcomes, but also creates a spatial strategy for the centre and the neighbourhood by creating conditions for different functions and activities without locking it in.

9.8.4. RELATIONSHIP BETWEEN GRADUATION TOPIC, URBAN FABRICS STUDIO, URBANISM AND MASTER PROGRAMME (MSC AUBS)

In the master track of urbanism, we try to bring together the creativity of design with academic research methods, integrating social, cultural, economic and political perspectives with spatial design for a more sustainable built urban fabric. My graduation project thouches on most of these different elements. In post-war neighbourhoods there are a lot of social and economic problems, and with my project I try to find a way to solve these problems through spatial design. Not only will the design of the center, solve these current problems of the neighbourhood. The transformation should also be sustainable for future generations and therefore adaptable for the transitons and trends such as demographical change, the mobility transition, digitalisation.

In my project I will also slightly touch the side of another track in the master programme: Architecture. Blending knowledge and skills from this track and the track of Urbanism, my design will not only be on the scale of the neighbourhood, but also on scale of the shopping centre, touching on the architectural scale of the building.

The studio topic of 'Design of the urban fabric' this year is "At home". This has been the original inspiration for my graduation topic. The past two years are more at home than ever. Myself, I have been working, studying, meeting people and shopping at home. This all has its impact on how the space where we did this before is used. One example is the vacancy in shopping centres and the problems that are ocurring within these. What to do with the left over space? And what effect does this have on the neighbourhood? This has been the initial idea of the project and eventually it xplores through scenarios how far our future will take place at home, or online, and what the effect of this will be on the neighbourhood.

9.8.5. METHODOLOGY REFLECTION, LIMITATIONS & PROBLEMS

When I started with this project I intended on using the methods of historical analysis in combination with with literature research and spatial analysis to find the spatial problems, scenario sketching in order to explore different alternatives of a shopping center in different futures. And in the end make a transformation proposal in detail by using modelstudies to make variations.

Reflecting on this method now, I think this has been the right choice. However, the order of these methods and the duration of some processes could have been done better.

The duration of the historical analysis and literature reseach has been very long. I have been struggling to get out of the analysis part en going into the scenario construction. This is the part in the process where I actually intended to start designing. The intension was that by making different designs within different scenario's I wanted to explore the spatial differences. However, the decision process before creating the scenarios, as well as using the scenario's themselves have been the most difficult part of the process of my graduation. I have been struggling to find the right parametres. I kept on using a big scale and not zooming in. The eventual scenario's are still quite general and descriptive and not very visual. While objectives could be retained form this method, It would have been more usefull if used differentlyu.

It would have been more comprehensible if I first made a design concept based on the objectives, deriving from the first three reseach questions. In this way I would already early in the process have started with designing. Then I would have had a base on which I could transfer the different scenario's. I could have been seeing what parts of the design work and what parts of the design don't work in different scenario's. In this way would have used the tool better.

This is something that can be done in further research. Due to limited amount of time, it has not been tested and visualised, how the eventual transformation proposal will perform within the four different scenario's. As a big part of the design is made to be flexible and changeable this is really important to evaluate if this transformation will work within these futures.

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