

INTEGRATED COMMUNITY

INCLUSIVE MARKETPLACE

DIVERSE PUBLIC SPACE

# Inclusive Market

DESIGNING PUBLIC SPACE FOR DIVERSITY TOWARDS SOCIAL INCLUSION IN THE HAGUE'S TRANSVAALKWARTIER-ZUID



# DESIGN FOR DIVERSITY

*MSc. Graduation thesis P5 report*

*MSc 1, Urbanism track*

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which gave me more confidence in successfully completing my final year project.

I would also like to thank my family and partner for their support in my life and studies, and my friends in Delft and China for their advice on my project and their encouragement and support that helped me to reach a successful ending of my final year.

# Abstract

In the past 20 years, urban development in the Netherlands has witnessed an increasing scale and accessibility of the retail market, accompanied by a shift in shopping habits due to the rise of the virtual economy. This shift has contributed to the decline of many traditional retail sectors. Local governments often opt to revitalize the market by increasing investment in renovations to cater to the needs of an urbanized population with higher income and diverse tastes (Lees, Slater, et al., 2010). This retail gentrification enhances the value of neighborhoods but also constrains the living space of vulnerable groups in the city.

This project uses The Hague's main market area, situated in a working-class immigrant community, as a case study to investigate how the reshaping of market spaces in culturally diverse, underprivileged immigrant neighborhoods can foster social inclusion and improve residents' welfare. Government policy in The Hague is more oriented towards economic development, and over the past decade, the main market, being one of the largest retail markets in the

Netherlands and Europe, has undergone transformations and renovations to attract more visitors. However, the market did not achieve the anticipated development. On one hand, the rising costs and prices excluded many low-income and less-educated minority groups, squeezing out the public spaces they once enjoyed, creating a crisis of social displacement. On the other hand, the lack of uniqueness in the products offered at The Hague market failed to attract a substantial number of visitors, leading to wasted and segregated spaces. This situation underscores the increasing challenge of social isolation under retail gentrification.

Undoubtedly, economic development is also an essential goal for the region. To date, the local government's planning for The Hague market still aims to turn it into a city attraction, prioritizing economic development and attracting more tourists, without adequately considering the local cultural background and demographic composition. There's also a lack of clear guidelines on how spatial interventions can achieve these goals, especially in the

post-pandemic era, when dissatisfaction among the public is growing on various media platforms. Studies indicate that the gentrification of the retail sector can reduce cultural diversity, thereby impacting community inclusion.

However, this project aims to start with a problem statement and a vision for improving the public space around The Hague market and its vicinity. It involves sociological and spatial research from an urban to a neighborhood scale, seeking an urban design strategy that prioritizes the spatial interests and sense of belonging of marginalized groups, rather than systemic gentrification. The project culminates in presenting a demonstrative design plan focused on The Hague market and its surrounding areas, considering whether this design strategy can be applied to other similar regions.

In summary, this project explores how the creation of public spaces can enhance social inclusion in multi-ethnic communities during market transformations, a factor often overlooked by governments in promot-

ing gentrification. The research focuses on the potential symbiotic relationship between market transformation and these social objectives, aiming to provide a unique urban design perspective that can help balance social and economic goals.

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Fig 1. Grote Markt met Haagse Toren op de achtergrond. Prentbriefkaart uit 1910  
collectie Haags Gemeentearchief

## Motivation

I often spend my weekends searching online for interesting activities, with various markets being a significant part. In large cities like Rotterdam and The Hague, I've observed a fascinating phenomenon where the formalization of some markets is encroaching upon the spaces of informal ones. Increasingly, their target audience is shifting towards "tourist" groups like us. Well-known markets on the internet are often not the places frequented by locals. This leads me to wonder: what was the original value of these places? What circumstances are urban residents facing as their public spaces are being squeezed? I am compelled to explore how to balance economic development and the overlooked social groups in this process of gentrification, from an urban design perspective.



# 01

## 1. Introduction

1.1 | Problem Analysis

1.2 | Historical Analysis

1.3 | Opportunity and practices

1.4 | Problem Statement

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# 1.1 Problem Analysis

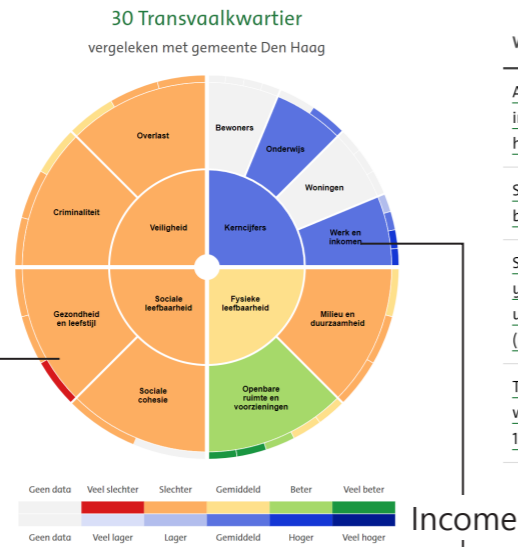
## 1.1.1 Pressing issue - Social& Economic

Score per part

Social cohesion	Neighbourhood	The Hague
Moving mobility (percent (%))	x	x
Social cohesion scale score (0=unfavorable, 10=favorable) (score)	5,4	5,7

Health and lifestyle	Neighbourhood	The Hague
Share of people aged 19 years and older who feel seriously lonely (percent (%))	23%	16%
Share of people aged 19 years and older with good/very good general health (percent (%))	67%	75%
Share of people aged 19 years and older who meet the physical activity guideline (percent (%))	45%	49%



Work and Income	Neighbourhood	The Hague
Average disposable income of private households (euros)	33.700	44.300
Share of people receiving benefits (percent (%))	29,8%	28,1%
Share of persons (from 15 years) with unemployment benefit (percent (%))	2,3%	1,6%
Target group households with an income up to 130% (households)	2.200	44.100

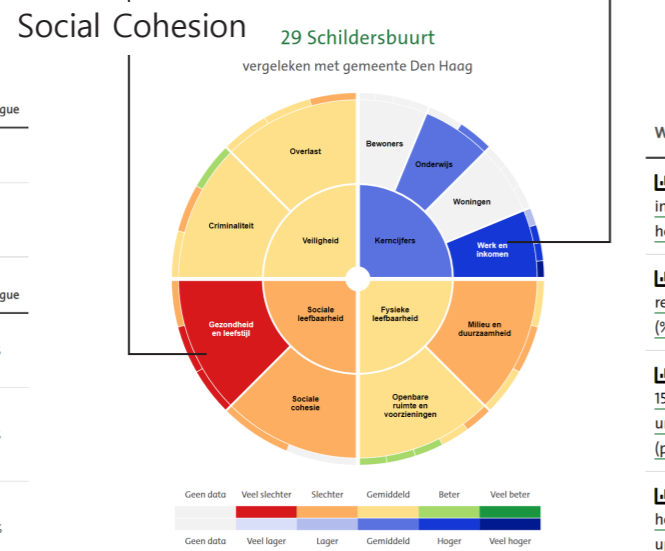


Bad living condition

Social cohesion	Neighbourhood	The Hague
Moving mobility (percent (%))	x	x
Social cohesion scale score (0=unfavorable, 10=favorable) (score)	5,4	5,7

Health and lifestyle	Neighbourhood	The Hague
Share of people aged 19 years and older who feel seriously lonely (percent (%))	22%	16%
Share of people aged 19 years and older with good/very good general health (percent (%))	64%	75%
Share of people aged 19 years and older who meet the physical activity guideline (percent (%))	44%	49%



Work and Income	Neighbourhood	The Hague
Average disposable income of private households (euros)	32.800	44.300
Share of people receiving benefits (percent (%))	35,7%	28,1%
Share of persons (from 15 years) with unemployment benefit (percent (%))	1,9%	1,6%
Target group households with an income up to 130% (households)	5.200	44.100



Housing crisis



Rechtszaken, leidingen en hoge parkeerdruk: afvalcontainers neerzetten wordt steeds helser karwei

Figure 6: Transvaalkwartier Liveability circle (Data platform Den Haag)

The Livability Circle below is divided into four areas: safety, key figures, social quality of life and physical viability, which shows that both communities are at the average level for safety and physical viability, below the average level for social quality of life and key figures, and have the darkest colours for healthiness of life and income from work, i.e. well below average.



Urban poverty



## 1.1.2 Social background

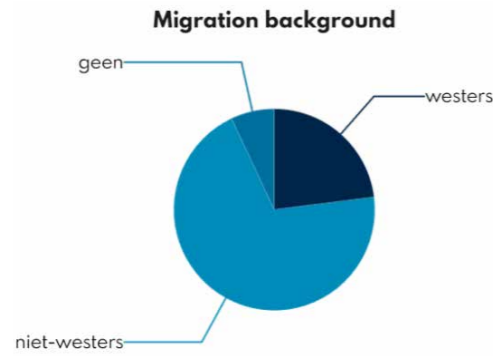


Figure 3: Migrant background in Transvaalkwartier and Schildersbuurt districts (CBS)

The population distribution in The Hague is closely tied to its natural geography and ground composition, with parts of the city built on peat and others on sand. Historically, sandy areas were prosperous while peat regions were comparatively underdeveloped. Although urban development has reduced these distinctions, the divide still persists today (Dekker, K., & Van Kempen, 2004). The Hague hosts some of the most affluent as well as some of the poorest communities in the Netherlands. Wealthier areas are typically closer to the sea, whereas communities in the southwest, like Transvaal, Moerwijk, and Schilderswijk, are notably less affluent (Gemeente Den Haag, 2022). These disparities are even reflected in local accents. All of these factors contribute to The Hague being an area with significant social segregation.

Transvaalkwartier and Schildersbuurt are two highly multicultural neighbourhoods that border the Haagse Markt. Comparing to The Hague's average of 48.8%, 91.8 and 92.2% of these neighbourhoods is non-Dutch. (Gemeente Den Haag, 2015).



Figure 4: Spatial concentration of poverty in The Hague, NL (Regional Income Statistic, 2000)

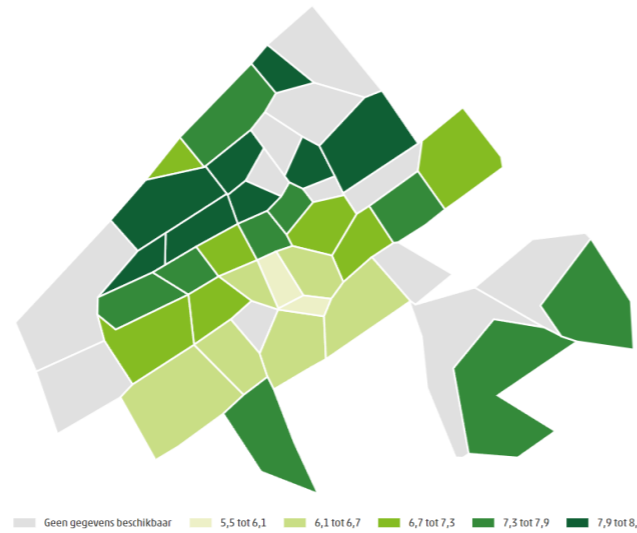
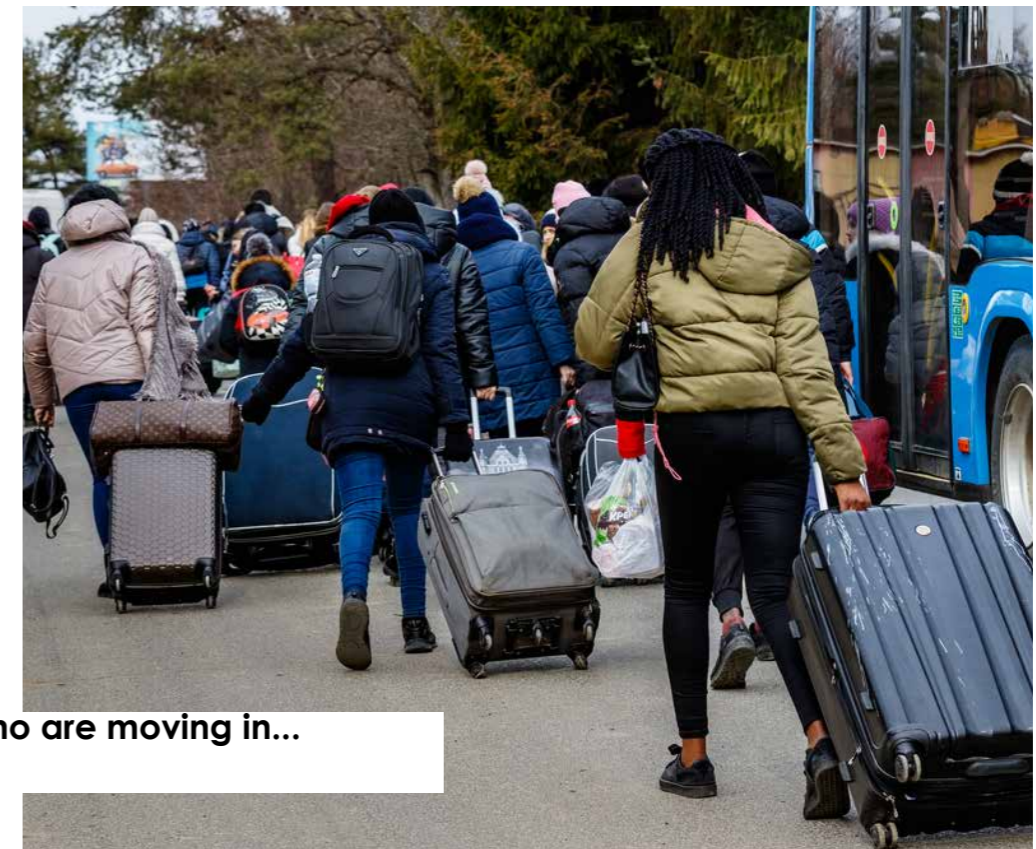


Figure 5: Average rating pleasant living, 2015/2017 (CBS)

The spatial challenges reflect on social aspect is that Transvaalkwartier and Schildersbuurt districts have lower quality of life and happiness index comparing to other places in Den Haag.





## 1.2 Historical Analysis



Haagse Markt is the largest market in the Netherlands, located in The Hague on the dividing line between the Transvaal district and the Schilderswijk. According to the municipality, it is one of the largest markets in Europe. It is just next to the Centrum district, which is the centre of economic development and the most densely populated and trafficked area of the city of The Hague.

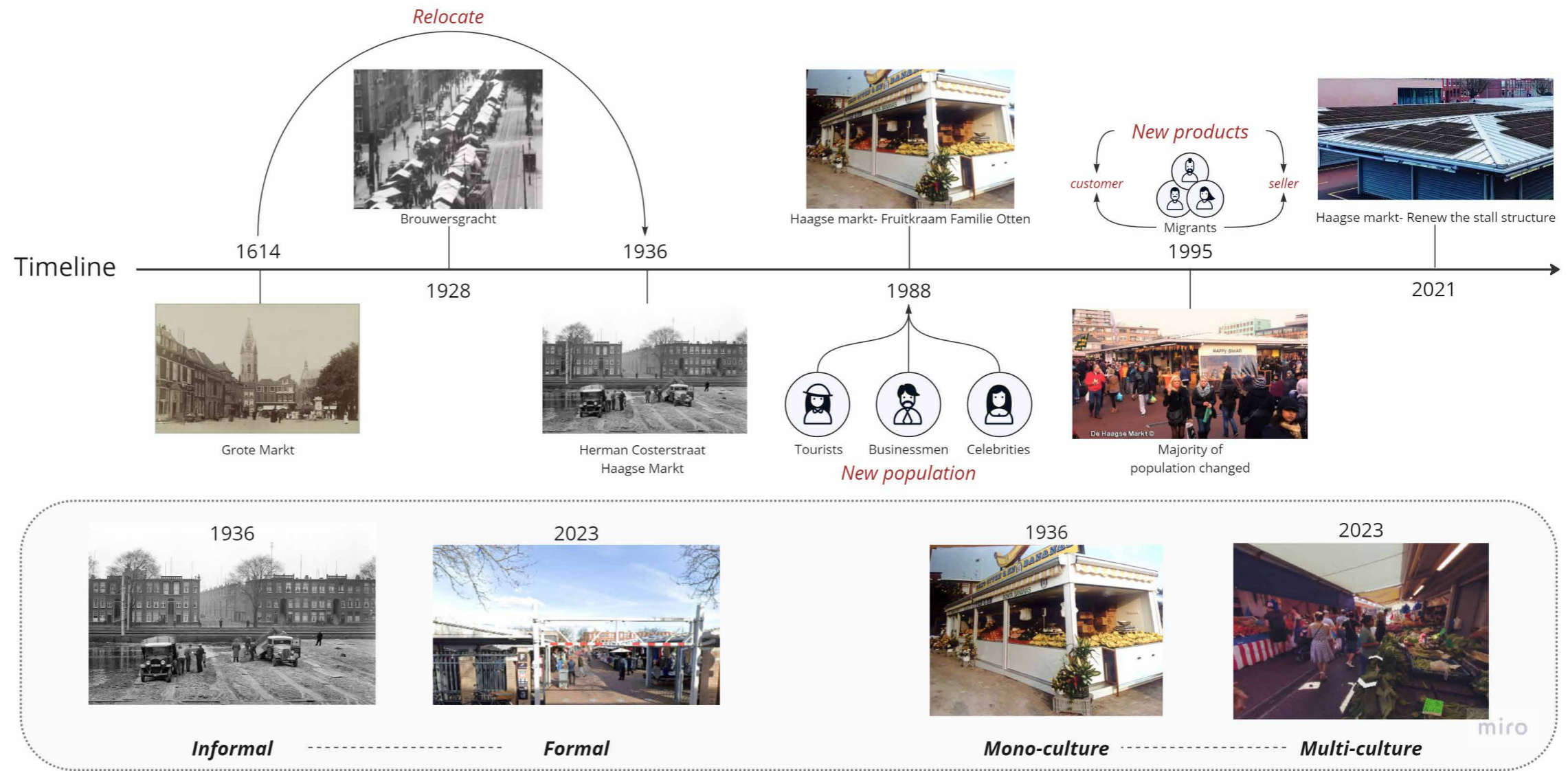


Fig 2. Haagse Markt history line (Author)

The Hague market, used to be Grote Markt, boasts a history dating back to 1614. Initially focused on agricultural products, its primary clientele were local Dutch residents. In 1938, the municipality decided to relocate the market, settling on an undeveloped parcel of land in the Transvaalkwartier district, adjacent to Schilderswijk. Post-war, the city's southwestern development accelerated, and an influx of immigrants reshaped the demo-

graphic structure of the area. This shift led to a diversification of merchandise offered and transformed the market into a multicultural hub. However, with the advent of modern marketplaces, supermarket retail, and e-commerce, the profitability and influence of The Hague market began to wane in the 21st century. Over the past two decades, the government has formulated numerous plans addressing the market's transformation, cul-

minating in an initial renovation in 2014. This renovation saw the transition from flexible stalls to formal, fixed ones, the introduction of containers for merchandise storage, and shelters for protection against the elements, alongside improvements to the surrounding sidewalks. The ultimate goal of this transformation is to reestablish The Hague market as a vital and attractive hub for the neighboring communities, as well as residents of The

Hague and other regions of the Netherlands, thereby becoming an economic catalyst for the Transvaalkwartier and Schildersbuurt areas.

Overall, the market's formalization has gradually increased, contributing to the growth of cultural diversity within the neighborhood.



## 1.3 The opportunity and practices— Potential of the market

### 1.3.1 Inspirations- Market as a socio-economic engine



Fig 1.2 Santa Caterina Market (Barcelona, Spain)



Fig 1.2 Mercato di Porta Palazzo (Turin, Italy)

Markets often serve as pivotal public spaces, offering opportunities for local economic development and employment, as well as fostering social interaction and connectivity, inclusivity, cultural integration, and the establishment of a local community identity (Clare Rishbeth, et al., 2018). Government agencies frequently aim to leverage markets as focal points for local revitalization and community initiatives (Watson, S., et al.). The European Union has been actively propelling the process of making market as the drivers of sustainable urban development, notably initiating the “Urbact Markets” project in 2013, aimed at “understand and explore the role of urban markets as key drivers of change in terms of local economic development, regeneration and sustainable living” (Urbact Markets, 2015).

There have been some success stories, For example, Mercat de Santa Caterina has been modernized, retaining its function as a food market but also adding a cultural and social element. The renovation design features a colorful wavy roof that has become a landmark in the area. The renewal of the market promotes commercial and tourism development in the surrounding area, while improving the urban layout and strengthening community cohesion.

Turin is one of the cities with the highest

number of immigrants in Italy. The city has launched a programme that uses food and cooking in the markets to better integrate immigrants into the local society, contributing to local job creation and community cohesion. For example, the city encourages Chinese farmers to sell their traditional crops, encourages immigrants to rent stalls, and actively engages in cultural exchanges, a programme that meets the needs of the local population while enabling cultural exchange and integration.

Through these two cases, we can see the potential of the market as a powerful tool to promote economic development, cultural exchange and community integration. The Hague market, located in a multi-ethnic and low-income region, also has great potential to be a catalyst for regional revitalization. By introducing diverse cultural elements and social activities into the market, the attractiveness of the market can be increased, economic growth can be promoted, and interaction and cohesion among community members can be improved. The renovation and development plan for The Hague Market should consider how to take advantage of the market’s versatility and inclusiveness, making it a bridge connecting people with different cultural backgrounds, thereby stimulating the vitality and development of the entire region.



# 1.3 The opportunity and practices— Current practices

## 1.3.2 Changes in Haagse Markt



Haagse Markt Before 2014



Haagse Markt 2020

### Koopliden Haagse Markt betaalden jaarlijks half miljoen te veel aan gemeente

18 juli 2019, 06:01 • 5 minuten leestijd



Marktkooplii Haagse markt betaalden jaarlijks te veel

DEN HAAG - Koopliden moeten te veel geld betalen aan de gemeente voor een plek op de Haagse Markt aan de Herman Costerstraat. Dat blijkt uit een onderzoek van de Rekenkamer Den Haag. Volgens dit onafhankelijke instituut, dat in opdracht van de gemeenteraad onderzoeken uitvoert, brengt de gemeente sinds de herinrichting van de markt meer kosten bij de ondernemers in rekening dan met hen is afgesproken en door de raad is besloten. Dat gaat jaarlijks om ruim een half miljoen euro.



Foto: Wilidji Chedi

### Ondernemers Haagse Markt slepen gemeente voor de rechter

Een grote groep ondernemers op de Haagse Markt stapte naar de rechter om het geld dat zij de afgelopen jaren te veel betaalden aan de gemeente, ruim een half miljoen per jaar, terug te krijgen. Dat bevestigt Leen van Popering namens de belangenorganisaties CVAH, NKB, VETRA en SHMO. "We gaan doen wat nodig is."



© Frank Jansen

### Kooplii Haagse Markt maken 'zwartboek' vol klachten

Oppositiepartij Groep de Mos wil uitleg van het college over klachten van marktkooplii van de Haagse Markt. Zij hebben een 'zwartboek' gemaakt waarin ze klagen over rioolstank, stroomstoringen, problemen met de rolluiken, gebrekkige promotie en 'exorbitante huurverhogingen', schrijft Groep de Mos aan het college.

Niels Klaassen 29-08-16, 11:41 Laatste update: 29-08-16, 11:42

According to the planning report for The Hague market, the municipal government envisioned the main market as an anchor for stimulating local economic growth (2009). Between 2014 and 2015, the market underwent renovations, including the establishment of a new market office with dining facilities, the widening and repaving of pedestrian walkways, and the creation of new covered stalls and storage areas for market entrepreneurs. Moreover, a new underground parking facility was constructed to alleviate parking pres-

sure in the surrounding areas (Gemeente Den Haag).

The renovation of the market has brought mixed feelings. The market has become more specialized, filtering in many competitive products and allowing larger stores to secure stable stalls, such as coffee shops equipped with storage rooms and refrigerators, enabling them to develop higher-quality business. However, high rents have forced many small-scale business owners to leave the market.



### 1.3.3 Voices from community



#### Kooplui Haagse Markt maken 'zwartboek' vol klachten

Oppositiepartij Groep de Mos wil uitleg van het college over klacht marktkooplui van de Haagse Markt. Zij hebben een 'zwartboek' ge waarin ze klagen over rioolstank, stroomstoringen, problemen met rolluiken, gebrekkige promotie en 'exorbitante huurverhogingen', Groep de Mos aan het college.

Niels Klaassen 29-08-16, 11:41 Laatste update: 29-08-16, 11:42



#### Haagse markt per direct gesloten: 'Waarom moet dat met zoveel machtsvertoon?'

**VIDEO** Burgemeester Remkes van Den Haag heeft vandaag alsnog besloten om de Haagse markt dicht te gooien. Om de populaire markt was de afgelopen week **veel te doen**. Vorige week bleken veel bezoekers zich niets aan te trekken van de maatregelen tegen het coronavirus. **Daarna daalde het aantal bezoekers** zeer snel, en vroegen de ondernemers zelf om sluiting van de markt.



er klanten op de Haagse M...  
:50 GMT+02:00

*I've been selling fruit here for ten years and I've enjoyed it, but now the food market elsewhere is growing and most of the people who come over are clothes buyers, I don't make much money, although I hope the market doesn't go away but it's an undeniable trend*



*It's going to be a big clothing market!*



*Whenever it rains there are very few customers, it's a disaster for the sellers, I hope this place can be turned into an indoor market*



*Now that a high-class residential building is being built next to it, I hope the government will use the money to invest in the renovation of the market to turn it into a better shopping mall*



These years, especially after epidemic, the complaints from residents became more and more, and are prevalent on various news and social media platforms. Vendors mention that the heightened rent prices together with the loss of customers has made it increasingly difficult for them to remain profitable. Most of the voices are come from the stallers and

customers. The products have become less diverse and no different from other markets, which makes it less attractive for customers. Furthermore, there is no more price advantage because of the higher cost, the original customers left. Also, the huge market became a giant boundary among people.

### 1.3.4 Spatial characteristics

#### Spatial deficit



#### Spatial Segregation



#### Space Wastage



There is a lack of open spaces to stop and interact both inside the market and in the surrounding streets, which is cluttered and crowded and reduces the possibility of communication.

Markets are walled off from their surroundings, gardens in residential neighborhoods are enclosed and dispersed, and there is no connection between public spaces.

Potential social activities and opportunities for interaction are lost due to the underuse of market space during non-operational hours.



## 1.4 Problem Statement

In recent years, The Hague market has continued to follow a path of retail gentrification. Despite local authorities actively managing the market, they have not sufficiently considered factors affecting the area's appeal, leading to limited success in attracting tourists. Furthermore, the needs of populations previously reliant on the affordability of the market have been overlooked, resulting in a loss of stable clientele. Additionally, the transformation and modernization of retail and surrounding businesses have gradually

diminished the area's multicultural characteristics, further exacerbating social displacement.

In relatively underprivileged areas, gentrification often emerges as a primary strategy by the government. While this approach can spur economic development to some extent, it also leads to several adverse effects. These areas are typically densely populated with an inherent scarcity of public spaces. The process of gentrification can easily lead to

heightened direct and indirect displacement, an issue frequently overlooked by government. Markets, as crucial hubs for commercial transactions and cultural communication, should ideally represent the most egalitarian and inclusive public spaces. Yet, the gentrification of markets tends to further constrain the living spaces of marginalized groups, leading to the gradual erosion of multiculturalism, first locally and then societally.

This paper takes the Transvaalkwartier of The

Hague, where the Haagse Markt is located, as a research subject. It explores how redesigning public space can enhance social inclusion, addressing the challenges posed by the gentrification process.



Fig 7. Haagse Markt is gentrifying (Author)



## 1.5 Project Aim

### Research Aim

The aim of this study is to explore how the marketplace in Transvaalkwartier, The Hague, can be redesigned to facilitate its revitalisation while addressing the potential impacts of retail gentrification and enhancing social inclusion. This study intends to identify design and strategic interventions that not only stimulate economic growth and attract diverse market participants but also preserve the cultural identity and inclusivity of the community. By examining the intricate dynamics between

urban design, market functionality, and social equity, this research seeks to propose a comprehensive framework that leverages the market's potential as a vibrant public space for all community members, mitigating the adverse impacts of gentrification. Through this approach, the study aims to offer insights into creating more resilient, inclusive, and thriving urban marketplaces in the context of contemporary urban challenges.

## 1.6 Main Question

How can redesigning the **Marketplace in Transvaalkwartier** Den Haag help revitalize the market while enhancing **social inclusion** by coping with the potential effect of **retail gentrification**?

### Sub- Questions

#### DIAGNOSIS

SQ1: How the **retail gentrification** leads to the crisis of **social inclusion** within Transvaalkwartier? And what is its **spatial configuration**?

#### RESEARCH

SQ2: What are the specific needs and preferences of **public space quality in the market** from local communities and how can **public space design** respond to these to promote **social inclusion** during the **retail gentrification process**?

#### DESIGN

SQ3: What kind of design interventions of **public space** can enhance **social inclusion** for the future diversity of **Haagse Markt**?

## 1.7 Research Approach

**Literature Review:** This foundational step in the project involves a thorough examination of relevant literature to understand and define core concepts, including hyper-diversity, socio-spatial segregation, inclusivity, resilience, and coexistence. The insights gained from the literature review guide the research direction and provide a contextual basis for subsequent spatial analyses.

**Socio-Spatial Analysis:** This analysis delves into the demographic characteristics of the population, including income levels and educational backgrounds, which are crucial for formulating design propositions. It helps to identify the distinct needs and requirements of various social groups concerning the built environment.

**Interview:** To grasp the current and historical dynamics of the area, we not only analyzed various media sources such as news reports, documentaries, blogs and social media posts. It was also necessary to conduct offline interviews in order to obtain the most authentic and direct information first-hand.

**Fieldwork:** Observing human behavior in public spaces is instrumental in comprehending the area's diversity, the formation and interaction of different groups, and how individuals utilize or relate to the space. This method is invaluable for gaining an in-depth understanding of the study area and its specific requirements.

**Mapping:** Utilizing statistical data, this method provides a comprehensive understanding of the area's socio-spatial challenges. Factors such as urban form, building functions, public facilities, networks, and low-income or low-education areas are analyzed, informing the design proposal for public spaces.

**Design experiment:** As a design-oriented project, design experiment is a crucial tool for generating conclusions and proposals. It leverages design values and principles to create a framework for planned interventions, drawing from both qualitative and quantitative analyses.

**Case Study:** A pivotal component of this graduation project involves conducting a detailed case study. This analysis examines a specific urban area or a set of areas where similar urban design challenges have been addressed or are currently being tackled. The case study approach allows for an in-depth understanding of how theoretical concepts and design strategies have been practically applied and manifested in real-world settings. It involves evaluating the successes, challenges, and the socio-economic and cultural impacts of urban design interventions.



02

## 2. Theory and Concept

2.1 | Research Framework

2.2 | Research Methods

2.3 | Theoretical Underpinning

2.4 | Empirical strategy

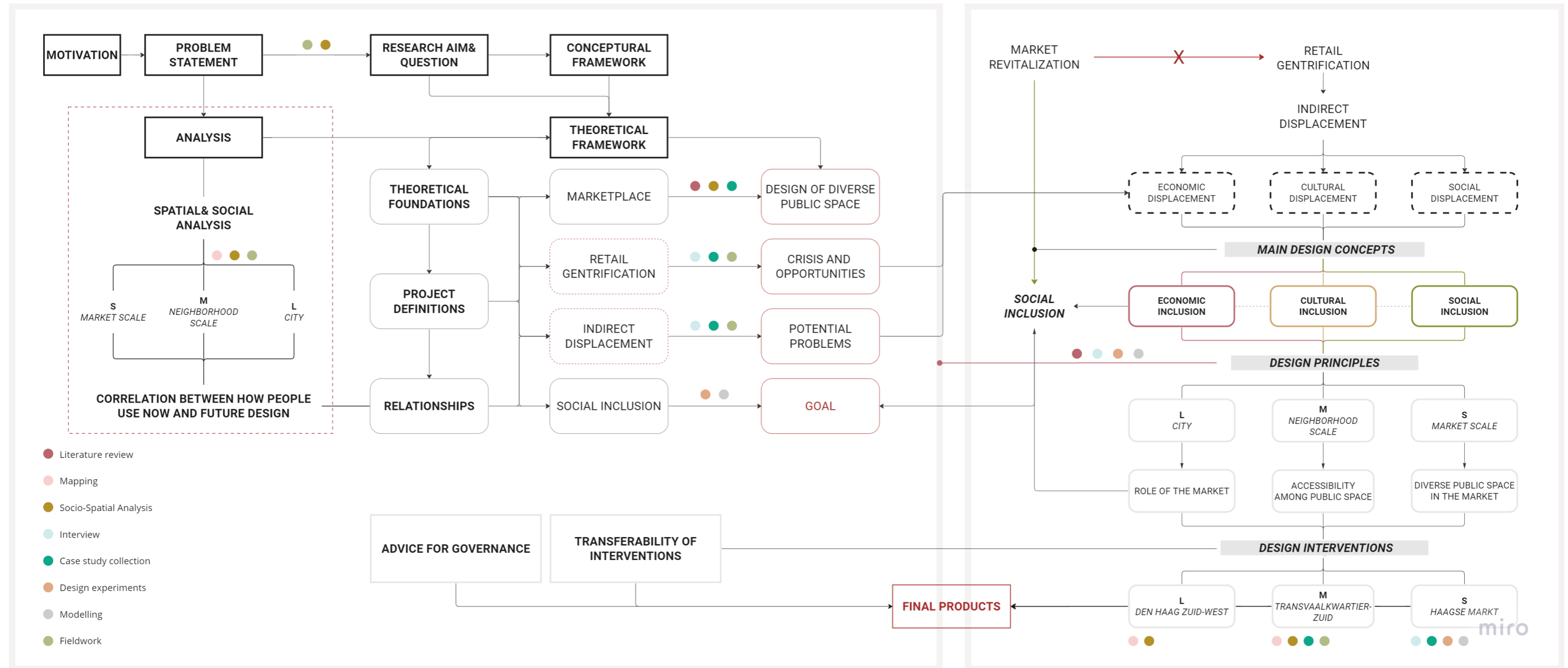
2.5 | Conceptual Framework



## 2.1 Research Framework

### INTEGRATED PROCESS

RESEARCH ← ----- → DESIGN



This RESEARCH FRAMEWORK demonstrates the convergent process of research to design for my project. The framework is divided into three stages, analysis - research - design. Each stage is supported by a certain amount of research, and the problem statement is developed and illustrated by the socio-spatial analysis in stage P2. After identifying the

research problem, the theoretical framework is constructed and researched to obtain a conceptual framework, and multiple research methods are adopted to provide guidance for design principles and design strategies, and the complete design process is entered based on the results of the theoretical research, but it is still necessary to return to

the theory to verify and solve the puzzles during the process, and finally, the results of the project are obtained, and then the previous theory is provided with practical reflections. All in all, the whole research process is mutually integrated and spiralling.

## 2.2 Research Methods

### Main Question

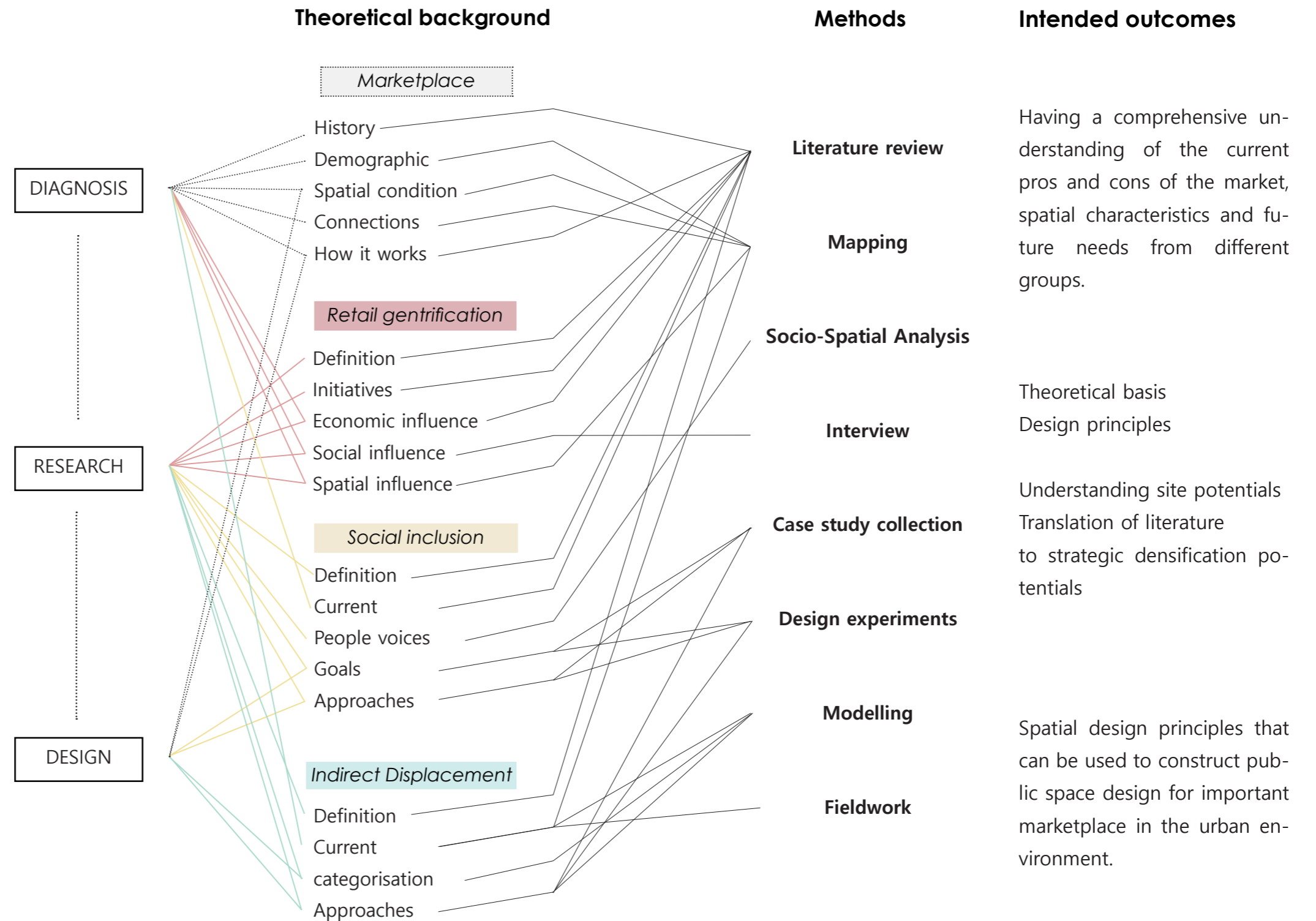
How can redesigning the **Marketplace** in **Transvaalkwartier** Den Haag help revitalize the market while enhancing **social inclusion** by coping with the potential effect of **retail gentrification**?

### Sub- Questions

SQ1: What the (spatial) characteristics of Haagse Market neighbourhoods cause the potential crisis of **retail gentrification** and **indirect displacement** within Transvaalkwartier?

SQ2: What are the specific needs and preferences of **public space quality in the market** from local communities and how can **public space design** respond to these to prevent **social, economic and cultural displacement** during the potential **retail gentrification process**?

SQ3: What kind of design interventions of **public space** in the marketplace can enhance **social, economic and cultural inclusion** for the future diversity of **Haagse Markt**?



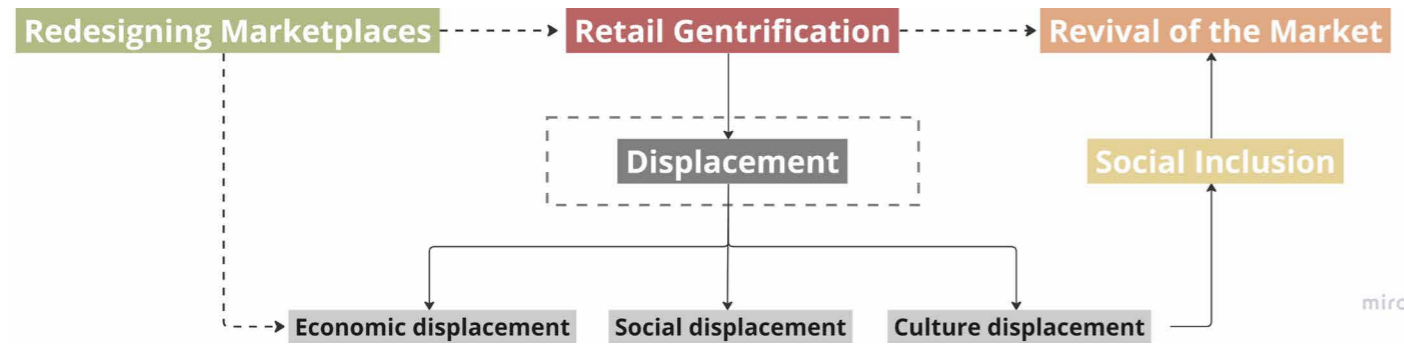
## 2.3 Theoretical Underpinning

### Theoretical Framework

This research paper focusses on with the market revival considering social inclusion as the research objective and displacement issue could be brought by retail gentrification. To provide an overview of the existing literature, the theoretical framework discusses the following 4 part: retail gentrification, indirect social displacement, social inclusion and the relevance to marketplace.

A pivotal component of this graduation project involves conducting a detailed case study

in Haagse Markt neighborhood. This analysis examines a specific urban area or a set of areas where similar urban design challenges have been addressed or are currently being tackled. The case study approach allows for an in-depth understanding of how theoretical concepts and design strategies have been practically applied and manifested in real-world settings. It involves evaluating the successes, challenges, and the socio-economic and cultural impacts of urban design interventions.



### Marketplace, retail gentrification and indirect displacement

Marketplaces, as significant public spaces with economic functions in cities, are increasingly recognized as boosters of urban development (Janssens, F., 2013). Numerous studies highlight the significant role of the retail sector in urban revitalization, indicating that the decline of some cities can be closely linked to flawed retail development strategies (Barata-Salgueiro & Cachinho, 2009). The transformation of retails can attract investments then help develop local economy.

Traditional markets, a staple of retail, increasingly become focal points of retail gentri-

cation (González, S., & Waley, P. 2013). Sara Gonzalez et al. discuss how the decline of traditional markets versus the rise of modern malls and supermarkets correlates with the demands of a neoliberal urban agenda (2013). Retail gentrification is characterized by policymakers' efforts to create attractive business hubs, the displacement of original market patrons and vendors, and a shift in market functions towards experience over mere transaction.

The Hague Market, being the largest in the Netherlands and even in Europe, holds great potential to act as a catalyst for urban growth. Globally, there are many successful examples

such as the Great Market Hall in Budapest and the markets in Lisbon. In the context of the Netherlands, Rotterdam's Market Hall is a typical representative. However, these appealing cases often result in the gentrification of entire communities, failing to include society's vulnerable and minority groups (Janssens, F., 2013). Emphasizing retail sector transformation as a strategy for economic growth not only attracts investment and people but can also hasten retail gentrification and indirect displacement. Meanwhile, markets have strong social attributes essential for the network and sense of belonging among residents nearby The Hague Market. Therefore, in our upcoming market renovation agenda, while emphasizing its role in urban development, we must also consider its potential negative impacts on residents' lives and social culture. This consideration requires us to begin by understanding retail gentrification and its associated displacements.

Urban studies define gentrification as the transformation of working-class or vacant city areas into spaces for middle-class residential and/or commercial uses (Lees et al., 2016). Acknowledging gentrification's role as a neoliberal strategy for urban space reshaping is crucial (Paton, 2016), purportedly fostering social cohesion and economic growth (van Gent, 2013). Somashekhar, M.'s comparative analyses underscore the retail sector's influence on community gentrification, showing that retailers shape the cultural and economic landscape of neighborhoods and are pivotal in gentrification theories. Retail gentrification, integral to the gentrification process, sees local businesses evolve to meet the refined

preferences and higher incomes of a gentrified populace (Rose, 1996), shifting focus from housing to the implications of major capital investments and government retail policies on urban blocks (Guimarães, P. P. C., 2018).

Yet, data reveal that in communities of vulnerable racial groups with limited infrastructure and economic base, gentrification does not effectively spur economic development (Adelman, 2004; Taplin & Kaguru, 2018), suggesting the impacts of gentrification vary with the racial makeup of the gentrifiers (Somashekhar, M., 2020).

The concept of displacement was first introduced by Chernoff in 1980, primarily focusing on the impact of new urban developments on neighborhood communities. Marcuse introduced two related concepts: "displacement pressure" and "exclusionary displacement." (1986) Displacement pressure refers to some residents observing and feeling changes in their community, choosing to leave voluntarily before being forced out. Additionally, Mazer and Rankin identified psychological displacement pressure, where people may still reside in a community but find that the economic activities no longer fit their daily lifestyles, creating another form of displacement stress (2011). Changes in retail can impact community resources and lifestyles, hence transformation of the market could bring about displacement pressure.

Building on this diffuse literature and the characteristics of Haagse Markt neighborhood, we further propose and mainly focus on 3 types of indirect displacement-

displacement”, which draws on Marcuse’s (1986) theory of ‘exclusionary displacement’ to shed further light on the potential externalities of capital reinvestment, increasingly, entrepreneurs are unable to pay their rent, and some businesses whose products struggle to fit the new neighbourhood taste will be moved out of the market. “Social displacement”, it refers to the detachment and loss of identity, home, or culture experienced by individuals and groups. It can occur among migrants, as well as in communities where people feel isolated or excluded. Dislocation can result from shifts in society, job loss, and disconnection from cultural ties, leading to weaker connections among individuals and groups, and a loss of integration in society (Smith, D., 2010). “Cultural displacement”, Richardson, J. et al. gave a definition as: “Cultural displacement results when the tastes, norms, and desires of newcomers supplant and replace those of the incumbent residents, and can also entail the loss of historically and culturally significant institutions for a community.” (2019). The changes in market atmosphere and types of goods caused by retail gentrification lead to a decrease in ethnic shops and eateries, eroding community culture.

In the context of the Hague market, social relations in low-income communities are more localised, neighbourhoods are more connected, and the impact of social displacement can be more far-reaching (Authier 2005; Fortin 1988; Henning and Lieberg 1996; Guest and Wierzbicki 1999). Cultural and ethnic diversity requires us to consider and utilise a wider range of cultural identities and values,

and to use the market as a strategy for urban development, while at the same time taking a more bottom-up approach to urban design that takes into account the needs of the local population.

### **Inclusive Market — Design aim**

The opposite of exclusionary displacement is the concept of social inclusion, and this project’s definition of inclusion is relevant to the scope of the research on indirect displacement here. The inclusive market we aim to achieve has three dimensions: economic, social and cultural.

Economic inclusivity, though less represented in urban design discourse, is identified as equally crucial. This project explores the symbiotic relationship between economic and cultural inclusivity, positing that culturally inclusive spaces can serve as catalysts for economic participation. By advocating for policies that facilitate the integration of micro-enterprises and ethnic entrepreneurs, the project underscores the potential of the marketplace to be a conduit for economic empowerment and inclusivity. The focus on incorporating diverse economic actors into the market environment aims to provide equitable opportunities for all, particularly for those marginalized by the prevailing economic structures.

Following the insights of Ouf and El-Zafarany (2018), it is asserted that cultural diversity is a critical dimension in assessing urban well-being. Contemporary scholarship recognises the complementarity of cultural and economic explanations of gentrification (Da-

vidson and Lees, 2010; Hackworth and Rekers, 2005; Lee, 2004; Zukin review, 1982). So respecting and protecting the cultural values of the different ethnic groups in the Hague market will be of great benefit to the development of the market in the future. The project advocates an urban design strategy of creating interactive spaces that promote cultural exchange and market participation (Rinaldi et al., 2009) It is envisioned that such spaces will be cultural centres, where the exchange of cultural characters will promote a sense of belonging and community cohesion. The goal is to create a marketplace that serves as a cultural centre, reflecting the diverse cultural identities and traditions that make up the community.

Social inclusion can effectively counteract the phenomena of economic and cultural displacement engendered by retail gentrification (Zhang, Z., & He, S. 2018). By prioritizing inclusivity in the redesign of the marketplace, the project seeks to establish a space that is not only economically vibrant and culturally diverse but also resilient to the divisive effects of gentrification (Atkinson, R, 2000). This entails a deliberate focus on designing market spaces that are accessible, welcoming, and reflective of the community’s diverse cultural and economic fabric.

In conclusion, the Marketplace will become a community hub that embodies the principles of inclusivity and diversity. Through strategic design and policy interventions, where economic growth and cultural expression integrate to create a truly inclusive public space. By addressing the challenges of indirect dis-

placement and fostering an environment where all community members can thrive, the project should adopt a bottom-up strategy for revitalizing urban marketplaces in a way that harmonizes economic development with social inclusion.

### **Case study- Strategic design**

The interpretation of these three objectives into spatial strategies requires detailed fieldwork on the current state of the market and case studies on the market space in order to develop a strategic design framework.

When it comes to how to provide an opportunity for disadvantaged groups to be integrated into the city’s vital public and economic structures, in other words, preventing social and economic displacement during the process of gentrification, Albert Cuyp of Amsterdam has proposed a different development plan that adopts a model of urban planning guided by an entrepreneurial approach, in order to integrate lower-income groups into the city’s wealth-generating process, which has also triggered positive changes for disadvantaged groups and disadvantaged areas. The Albert Cuyp Bazaar uses three planning strategies that reorganise the entire working system of the market, adopting a variety of different types of shops, and reprogramming the time dynamics and use patterns to enhance its flexibility and adaptability (Balat, P., 2013). It’s not the only case, Janssens, F. and Sezer, C. proposed “Flying Market” in Amsterdam. Capitalising on the opportunities that markets present for cities in terms of sociability, participation, economic promotion or popular imagination



to make markets truly vibrant public spaces (2013).

Some distinctive cultures were often used to increase property values in the past, and then these areas gradually became hotbeds of gentrification, with city administrators committed to creating a favourable consumer environment to cater for the hedonistic needs of the middle class, and in the process inclusiveness gradually disappeared. Taking Vancouver's Chinatown regeneration as an example, the shared space in the city extends the concept of space in the dimension of time. The night market also serves as a place for public activities during the day, taking into account the needs of different groups of people (Pottie-Sherman, Y., 2013). It follows that cultural values, in order to contribute to the economy and have a lasting effect, require a high degree of inclusiveness towards various social groups and an open mind to integrating new cultures, with mixed-use and dynamic being the spatial design principles of this concept. At the same time, this case also adopted a comprehensive interview within different groups who were living in China town, which outcomes are very valuable. In the case of Peru, the urban designers proposed to provide a degree of property rights for suppliers to encourage the resurrection of informal markets, particularly to protect producers of agricultural products and handicrafts, so as to create a greater permanent integration between them and their suppliers and consumers, which would help the city to develop local economic vitality.

Ethnic culture brings a sense of belonging to a place, and the construction of poor cultural environments can affect the social networks of locals as well as their sense of belonging, and even lead to social displacement within the urban public space. Taking an urban marketplace in a mid-sized Midwestern American city as an example, it redesigned the aesthetic nature that public space once possessed and had a significant impact on the surrounding community. The aesthetics imposed by this development determine who is excluded, the "feel" of the new transformation of the neighbourhood, and what activities are allowed in the new "public" space. It follows that the project should be implemented in a way that takes into account the ethnic minorities of the affected neighbourhoods, and that the spatial representation should incorporate more cultural place makings (Filipi, J. 2013).

### **Conclusion- From research to design**

According to the above, a better development of the Hague market needs to take into account economic inclusiveness, cultural inclusiveness and social inclusiveness, i.e. it needs to deal with the indirect displacement that gentrification may bring about in these three areas. We have narrowed down our study from the theoretical framework that potential retail gentrification in the process of regeneration of the Hague market can indirectly lead to economic, social and cultural displacement, so in designing the market space we need to take a bottom-up design approach that fully considers the groups that may be excluded by gentrification and cares about their current activity status.

## **2.4 Empirical strategy**

### **Qualitative research programme**

#### **Methods**

##### **- In-depth interviews**

Understand the deeper feelings and motivations of your customers.

##### **- Observation**

Understand the day-to-day workings of the market and social interactions.

#### **Target stakeholders for interviews and observations**

1. Traders
2. Customers
3. Local community members

#### **Interview question design**

##### **1. Perceptions of the current market:**

- 1). How do you like the current design and function of the Hague Market?
- 2). What role do you think the market plays in the community?

##### **2. Perceptions and Impacts of Gentrification:**

- 1). Have you observed signs of becoming fancy in the Hague Market or surrounding area? In what specific ways?
  - 2). How have these changes affected you personally or your business?
- Perceptions and expectations of the market's transformation:

##### **3. How do you think the market could be remodeled to increase its attractiveness and competitiveness?**

- 1). What aspects of space transformation you wanna have?
- 2). Hopes and fears for the future?

##### **4. What are your hopes or concerns about the future of The Hague Market and its neighborhood?**

- 1). What measures or policies do you think could effectively address or alleviate these concerns?
- 2). Specific Suggestions:
- 3). What specific suggestions or ideas do you have that could help revitalize the Hague Market and enhance social inclusion in the redesign process?

# Decoding of Interview Messages

**Middle-aged woman**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 10 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Dutch mid-age female**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 15 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Hispanic man**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 8 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Old woman**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 30 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Old Dutch**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 25 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**African man and a woman**  
A successful career woman and his son

Q1: How long have you been a vendor here?  
A: I've been here for 12 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Middle-aged man**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 18 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Young Dutch boy**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 5 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Middle-aged Chinese man**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 10 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
A: I think there will be more emphasis on sustainability and local sourcing. Customers are becoming more conscious of where their products come from.

Q5: How do you see the future of your business?  
A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

**Young Vietnam woman**  
A successful career woman

Q1: How long have you been a vendor here?  
A: I've been here for 7 years.

Q2: They say you're not just a vendor here, you're also a social media influencer. How do you balance the two?  
A: I try to be authentic and share my experiences. I use social media to connect with my customers and share my products.

Q3: How do you stay motivated?  
A: I love the community and the variety of products. I also enjoy the challenge of staying competitive in a crowded market.

Q4: How do you see the market changing?  
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**Young Dutch boy**  
A successful career woman

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A successful career woman

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A: I see a lot of potential for growth, especially in the online space. I plan to expand my product line and reach a wider audience.

The interviews with market vendors provide a rich, multi-faceted view of the dynamics and challenges faced by traditional markets in adapting to contemporary economic and cultural shifts. Here are some of the key conclusions drawn from the discussions:

## Generational Changes and Market Evolution

Many vendors have a long-standing history with the market, often spanning several generations. This historical perspective highlights how markets have evolved from simple stalls to more permanent setups due to renovations and regulatory changes. While these changes

have allowed for a diversification in the types of businesses (from selling Christmas articles and candy to operating coffee shops), they also reflect a shift in market demands and consumer expectations.

## Impact of Global Trends

The rise of online shopping, especially accelerated by the pandemic, has significantly impacted traditional market operations. Vendors noted a decrease in customer foot traffic and overall sales, with many consumers preferring the convenience of online platforms. This shift challenges markets to adapt and find ways to

draw customers back, underscoring the need for markets to enhance their appeal through diversification and improvements in customer experience.

## Cultural and Demographic Shifts

The markets are described as increasingly multicultural, reflecting broader demographic changes in their cities. This diversity can be seen both in the variety of products offered and in the backgrounds of both the vendors and their clientele. Vendors express a range of feelings about these changes, from seeing them as an enrichment of the market environment to challenges with new customer dynamics.

## Regulatory and Economic Challenges

Vendors face higher operational costs due to government management and renovations that have introduced permanent structures and better facilities. While these changes have generally been positive, allowing for a broader range of services (like cafes that require electricity and plumbing), they also come with higher rents and overheads, which not all vendors view favorably.

## Environmental Concerns and Infrastructure Needs

Discussions about infrastructure, such as the need for retractable roofs to cope with inclement weather, reflect a practical concern about making market spaces comfortable and accessible year-round. Additionally, there are concerns about sustainability, such as the effective use of solar panels to reduce

energy costs, which have not always been realized in practice.

## Preservation of Traditional Market Culture

There is a tension between preserving the traditional, open-air market feel that many cherish and modernizing to meet new health, safety, and consumer comfort standards. While some vendors appreciate the modern conveniences and the ability to expand their business types, others fear that too much modernization could strip the markets of their unique character.

Overall, these interviews underscore the resilience and adaptability of market vendors as they navigate the complexities of modern retail environments, economic pressures, and changing consumer preferences. They highlight the need for a balanced approach to market development, one that embraces modernity while preserving the cultural and historical essence that defines traditional markets.



# Identifying the Users and their Needs

## Stallers



Clothing



Flowers



Fresh veg&fruit



Seafood

Storage

Enough local customers

Varioucity

Diverse culture

Fixed stalls

Self-management

Well-being of young generation

Internotional clients

Increase the income

Unique identity

Sense of childhood

Convinience

Cheap stuffs

Varioucity

Diverse culture

Security

More space

Wider street

Beautiful enviroinment

Accessible

What qualities they valued?



What qualities they disired?



## Customers



Local unDutch



Local Dutch



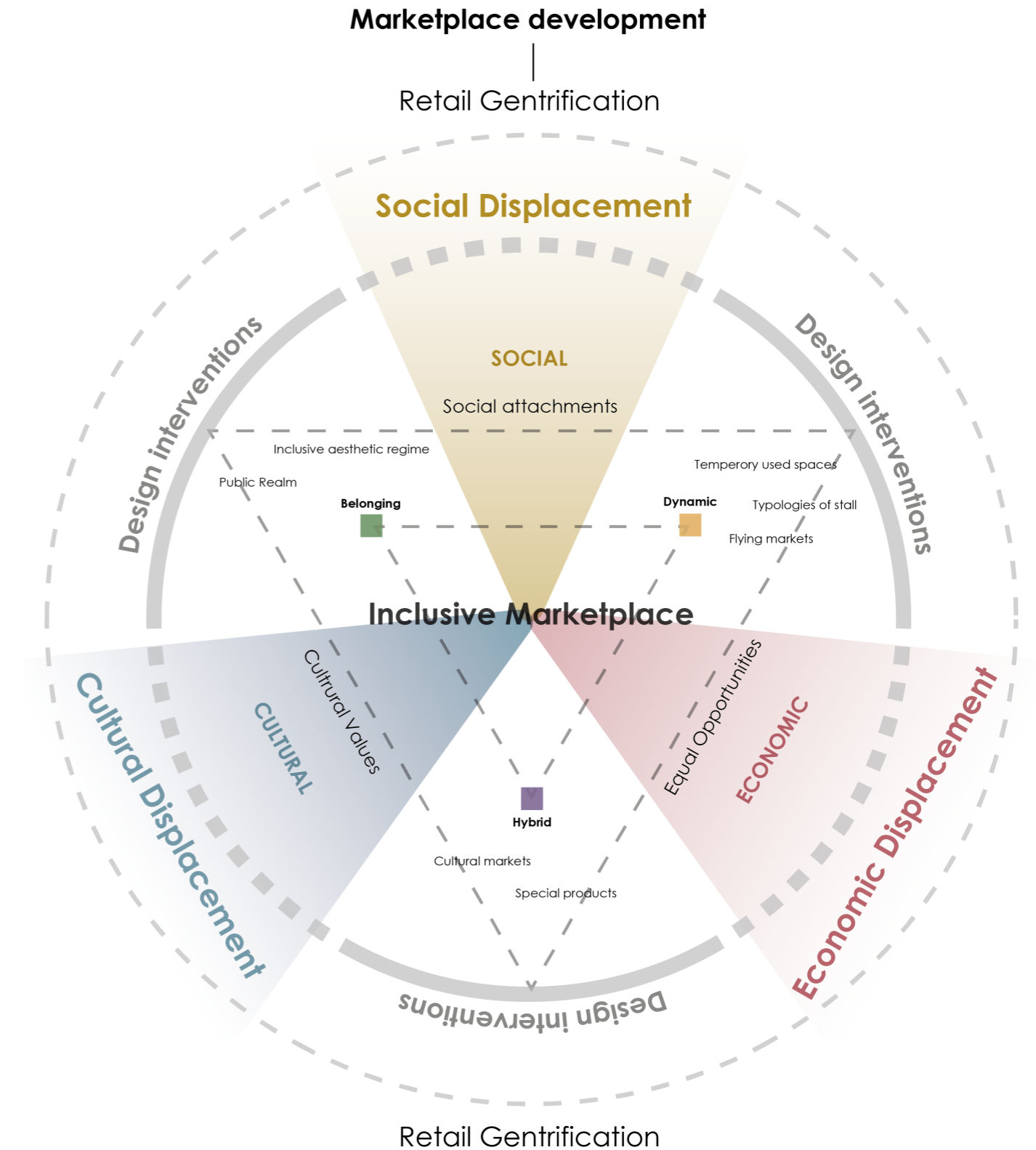
Visitors

## 2.5 Conceptual Framework

Addressing the challenges posed by gentrification in culturally diverse and low-income neighbourhoods requires long-term and multifaceted research, as well as integrated policy and economic instruments to assist with measures. Urban designers can only provide fertile ground for socially inclusive growth and economic regeneration. Therefore, as shown in the conceptual framework below, from an urbanisation perspective, this project focuses on how spatial strategies can be used to respond to the direct and indirect displacement brought about by markets as part of the urbanisation process (a topic closely related to gentrification). It examines the current strengths and weaknesses of large-scale public spaces such as markets

and seeks to use spatial interventions to promote economic, cultural and social inclusion.

The core idea of the project is to create an inclusive market that promotes local urbanisation. Based on the triple problem summarised in the theoretical framework, a triple concept in spatial design is summarised, i.e. identifiable, dynamic and hybrid, with more specific design strategies under the triple concept to ultimately achieve a dynamic balance of the three, and to achieve inclusiveness while revitalising the market.





# 03

## 3. Analysis

3.1 Analytical Framework

3.2 Spatial & Social analysis- City scale

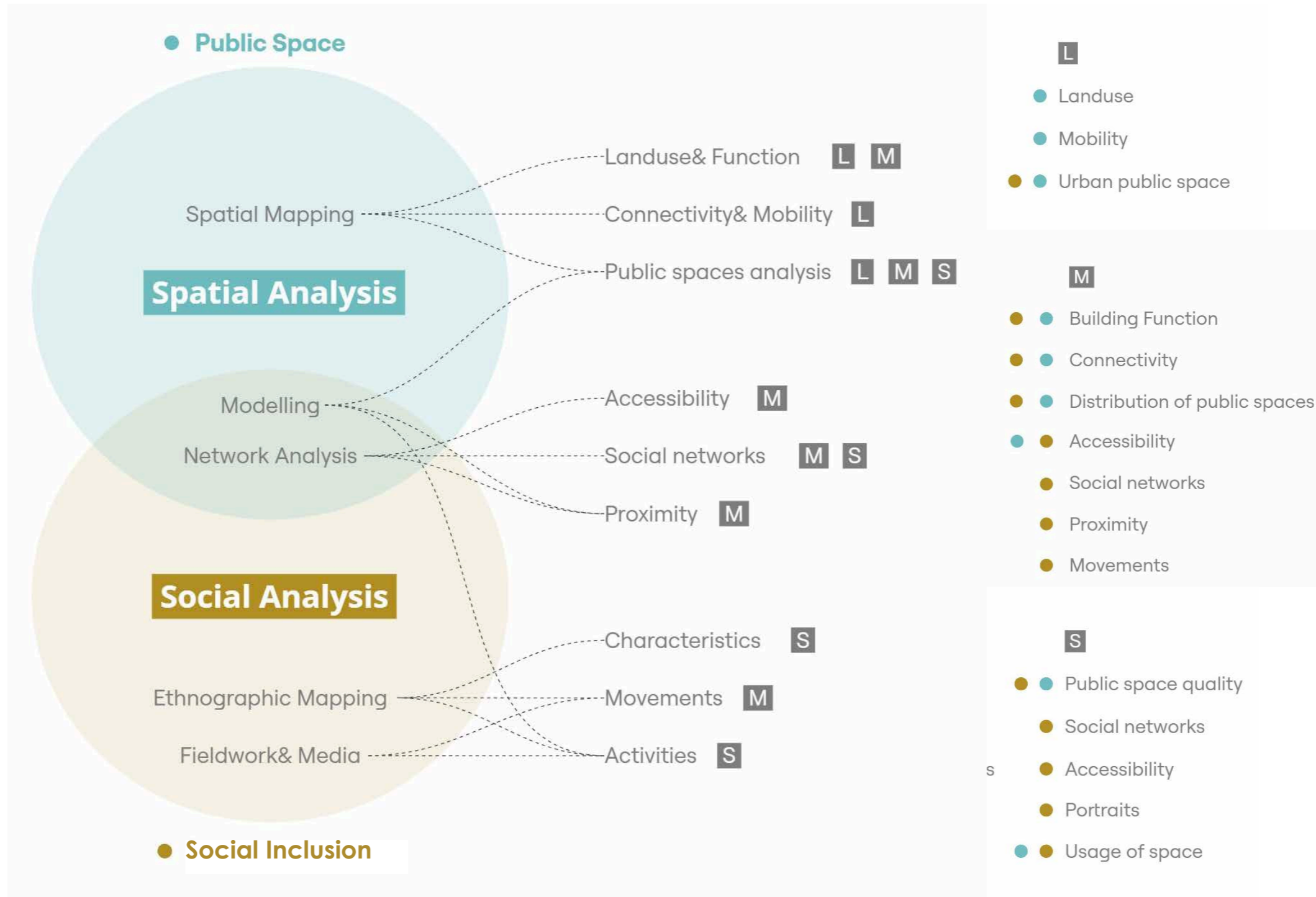
3.3 Spatial & Social analysis- Neighborhood scale

3.4 Marketplace analysis

3.5 Problems conclusion

### 3.1 Analytical Framework

The analysis framework consists of spatial and social analyses of the current state of public space and its impact on social cohesion, divided into three scales: city scale, community scale and street scale, with each scale having its own research theme. The aim of the analysis is to identify existing spatial problems and provide guidance for subsequent design strategies.



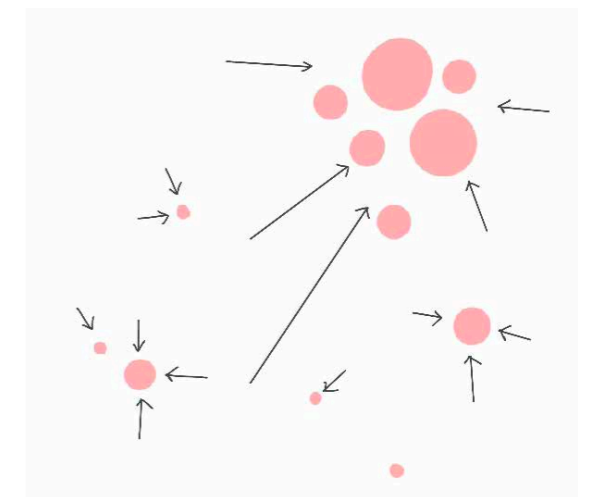


### 3.2. Spatial & Social analysis- City scale

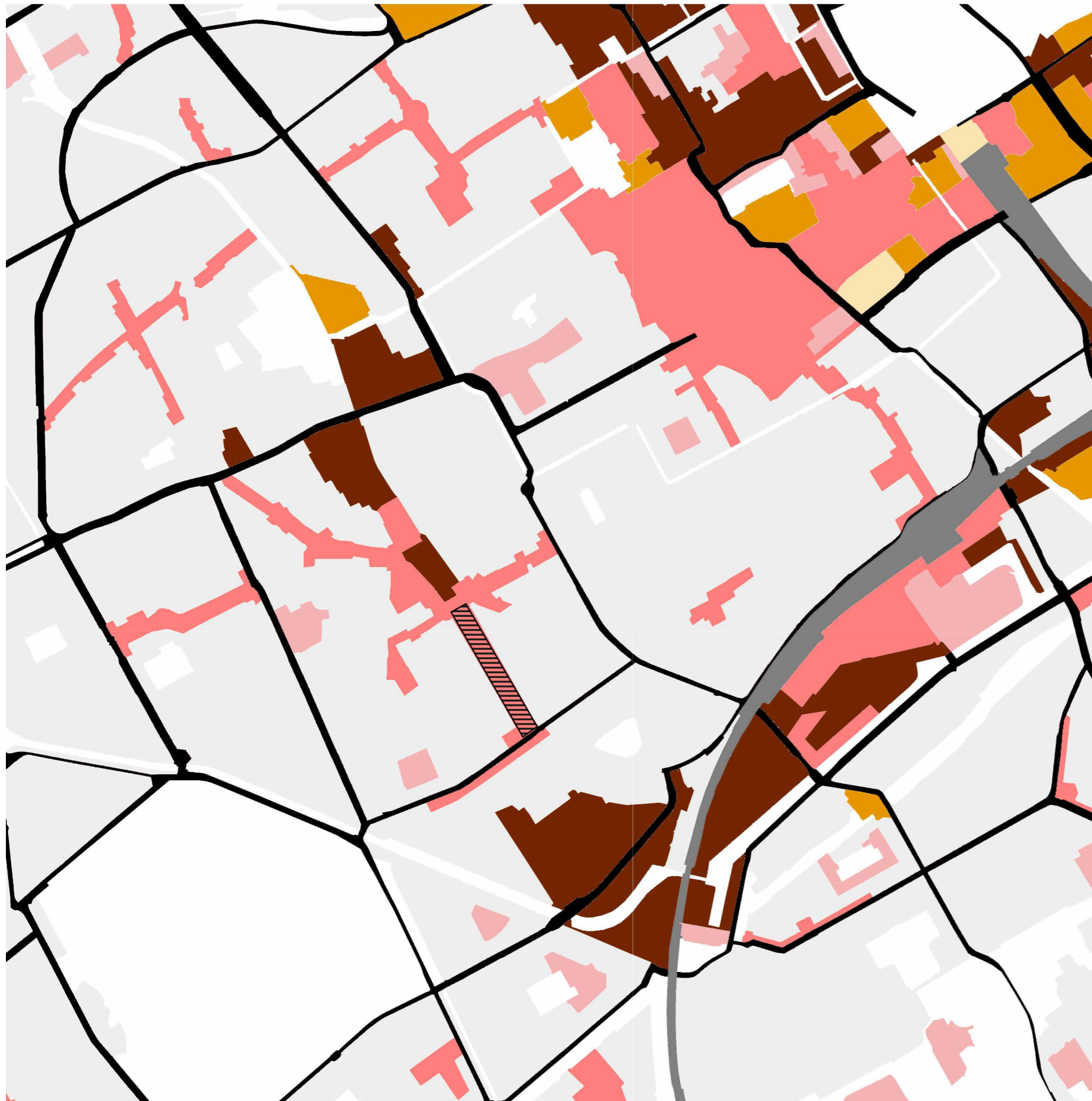
#### Landuse











Each neighbourhood has its own commercial area, but there is a lack of connectivity between them, leading to the formation of separate commercial spaces and social networks in each area.

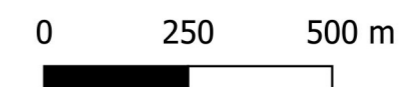
Significant public infrastructure and socio-cultural facility are concentrated in the Central area and the site has inadequate infrastructure and facility.



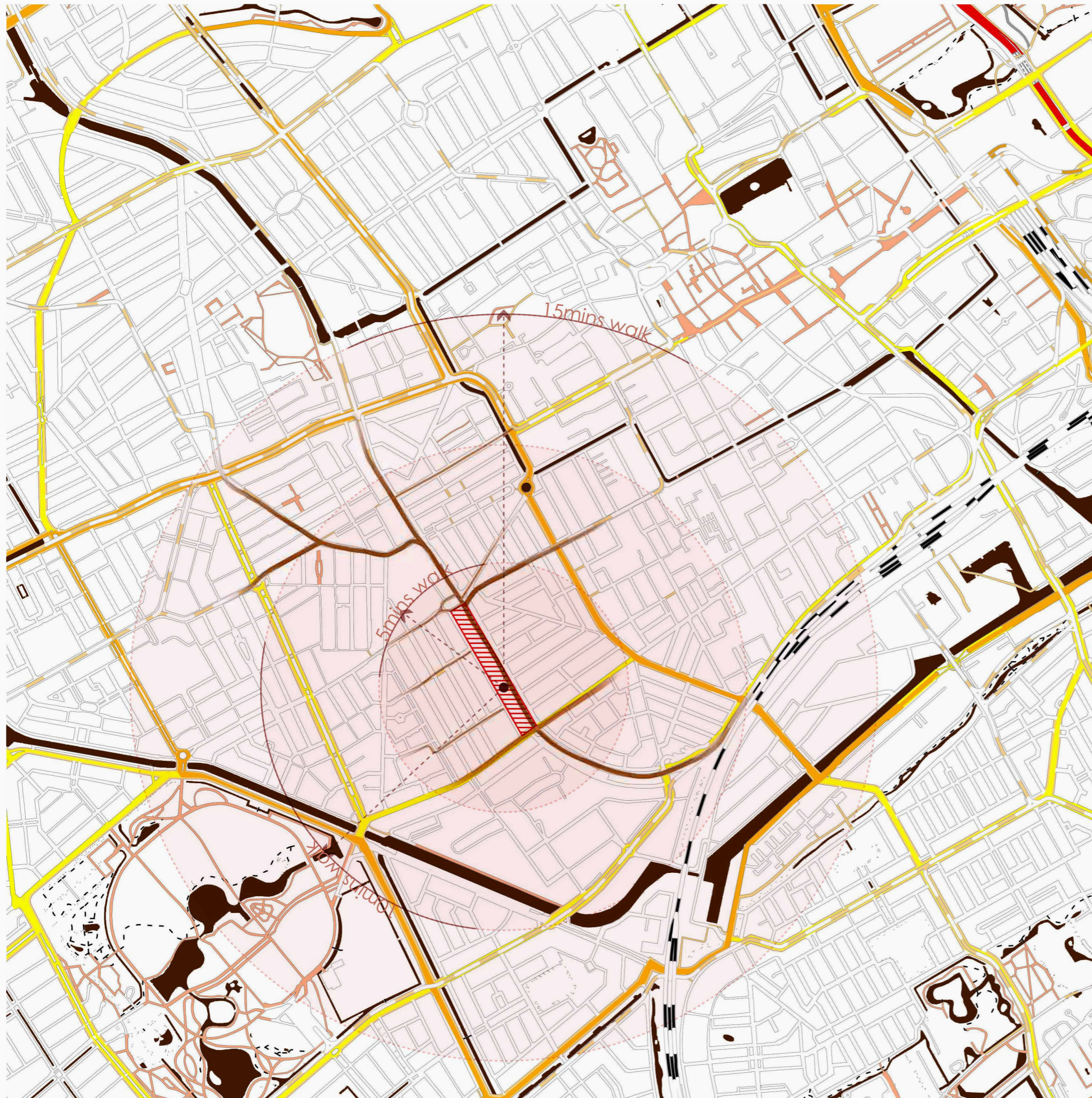
Principle should be **increase public infrastructure and socio-cultural facility.**



-  Haagse markt
-  Retail trade and catering
-  Socio-cultural facility
-  Residential area
-  Public facility
-  Industrial site
-  Counterground
-  Transportation
-  Railways
-  Others (blue&green)

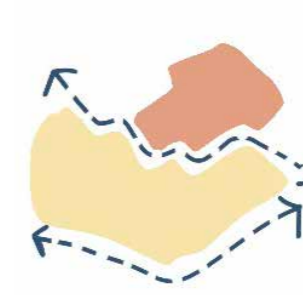




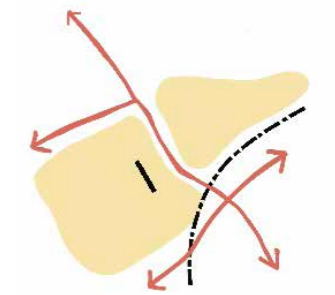


## Mobility

The neighbourhood of The Hague Market is relatively accessible, but this is for motorised and public transport, and the traffic brings about a serious separation of geographic and social activities at the pedestrian scale, creating boundaries among communities.



Natural boundary



Artificial Boundary

This leads to the principle that make soft boundaries for the **pedestrian accessibility**.

- █ Main roads
- █ Regional roads
- █ Local roads
- █ Waterway
- █ Pedestrian lanes
- Tunnels
- Tram lines
- Railways
- Walking circles
- Routes













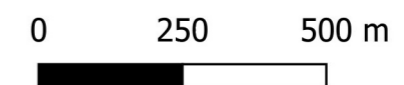
## Urban Public space

The black areas are where public space can be accessed by walking. There are two focuses: Central area and Transvaalkuater. But we can see the form of public space in central area is more decentralized and they're all connected, which allow people to easily browse in the street. In contrast, the public spaces in Haagse markt neighborhood are disconnected.

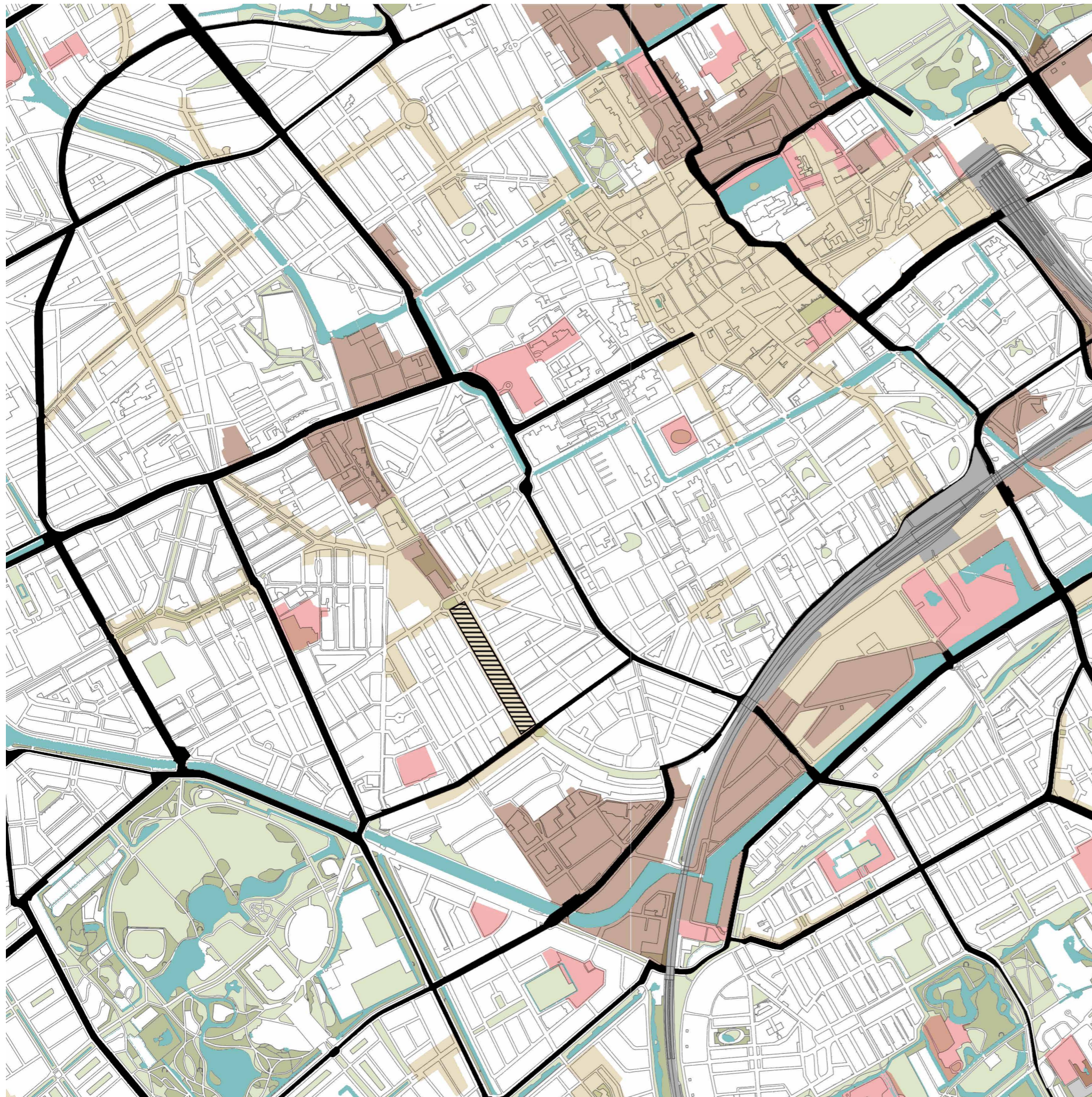


It leads to the principle that **public spaces should increase the connectivity.**

-  road & cycleway
-  pedestrian zone
-  residential parking area
-  grass
-  forest
-  water





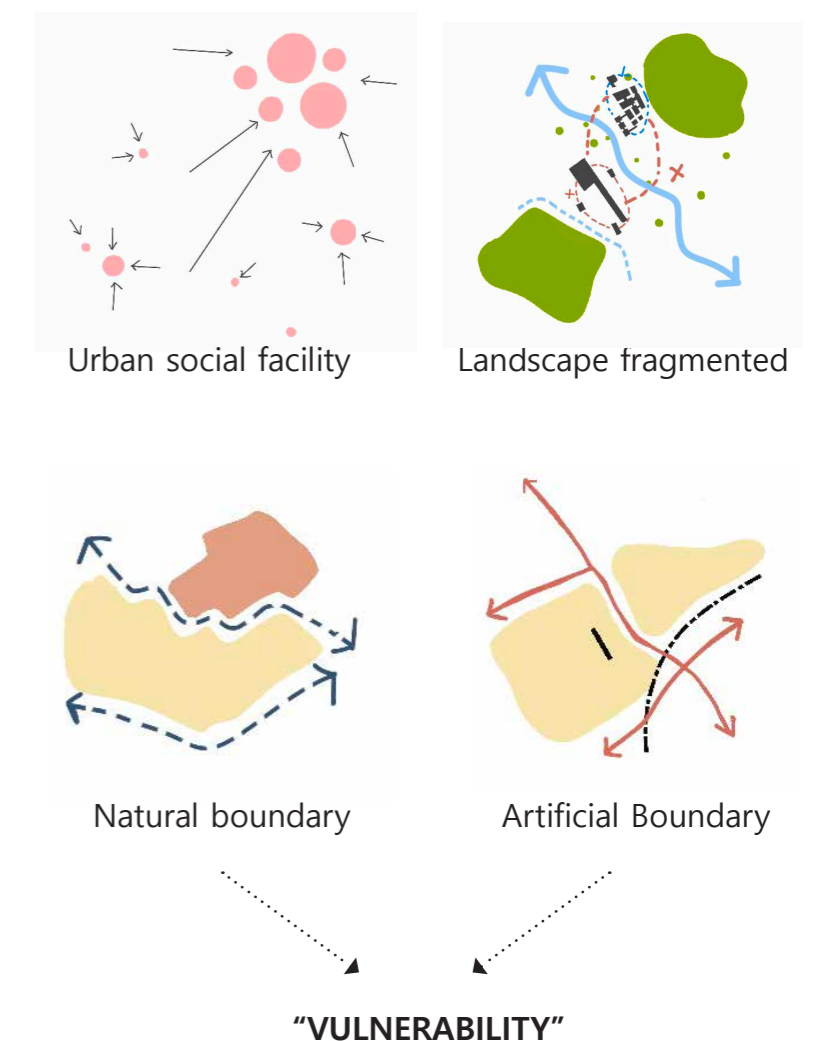


## Problem Conclusion- L

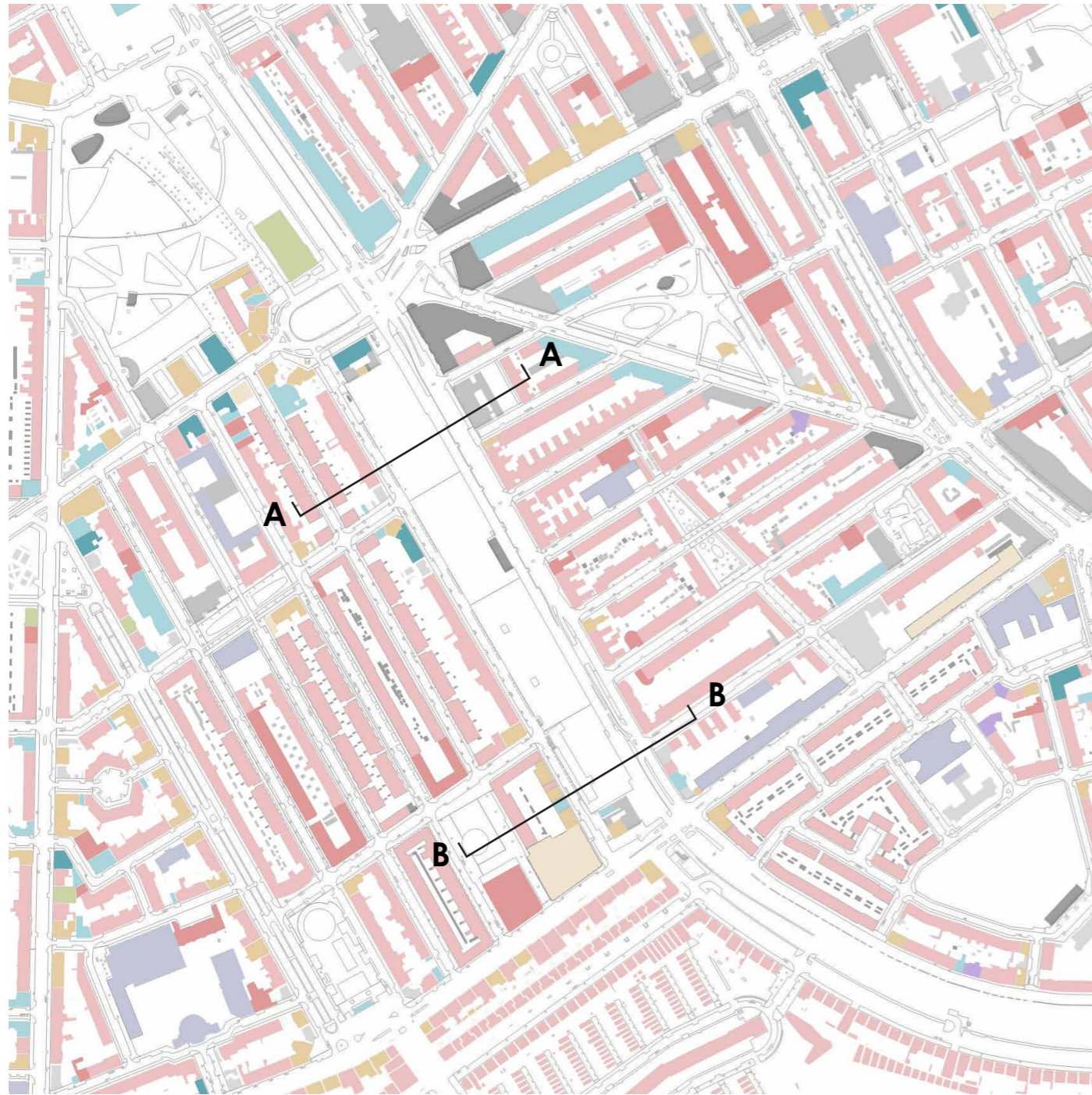
The map of problems at the urban scale demonstrates issues such as the dispersed state of large social facilities in the city, the fact that the Hague Market is in the middle of two large green spaces in the city, the lack of green spaces and their dispersion, and the fact that the site is spatially double-barricaded from the center of the city by the river and the large railway infrastructure.

The human geography dictates that the Hague market area is poorly connected to the rest of the region and lacks movable public spaces and green spaces, which further reveals why the data shows a poor livability index.

However, this is only a city-level analysis, and we need to look further into the problems of the area, especially into the activities of the people in The Haagse Markt.





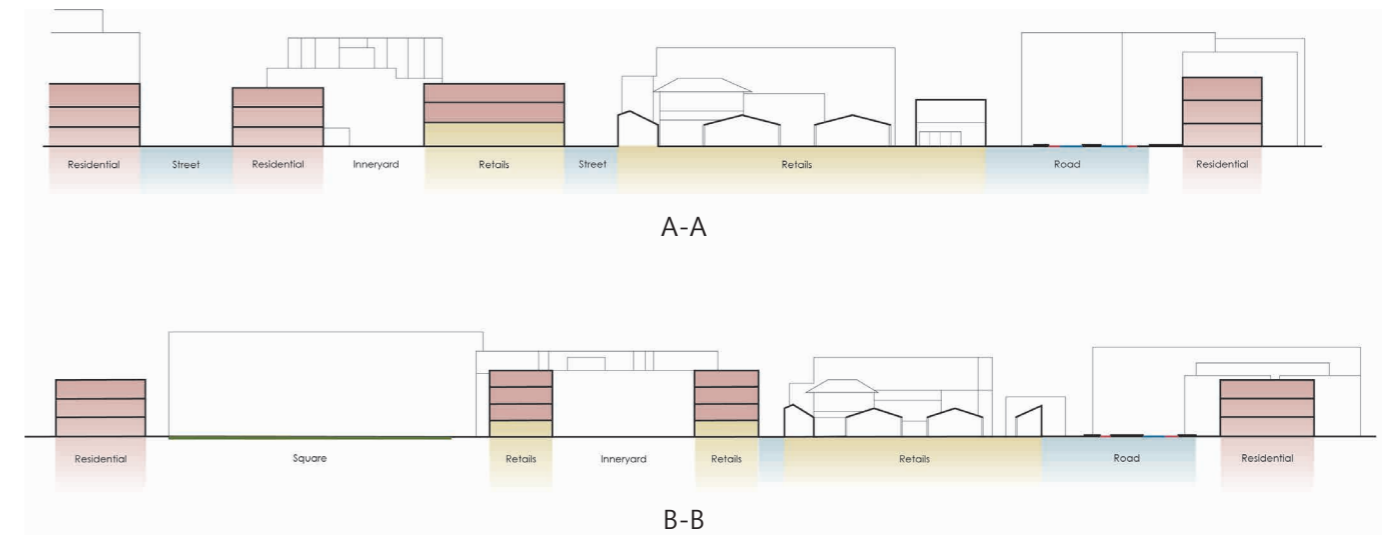


## Building functions

The site has a very high density of settlements and a relatively high concentration of people, but the concentration of retail mainly in the vicinity of the market and shopping streets suggests a high degree of dependence on the market by residents, and the proximity of buildings adjacent to the market, some of which have a commercial function on the ground floor, is like-

ly to be environmentally disruptive to the lives of residents.

It leads to the design principle that increase some informal retails out from market, and create the transition zone between housing and market.



The first floor residential building transform into retails, and some of them sell their stuffs in the market.



- Haagse markt
- Retail trade and catering
- Socio-cultural facility
- Residential area
- Public facility
- Industrial site
- Counterground
- Transportation
- Railways
- Others (blue&green)



Retails basically gather around the commercial street and Haagse markt.



There is high housing density in the neighborhood.



### 3.3. Spatial & Social analysis- Neighborhood scale

#### Proximity and allocation of Public Spaces



- Formal public space
- Marketplace
- Surrounding urban fabric
- Others

It shows the low proximity of the marketplace and semi public space, especially the boundary between communities and marketplace, the long wall became a social barrier.

#### Accessibility



Accessibility to the public space

- Easy
- Hard

In general, the accessibility of local public space is not bad, largely due to government support for facilities. However, it is easy to notice that there are not many spontaneously formed public spaces.



# PUBLIC SPACE- Outdoor Public space

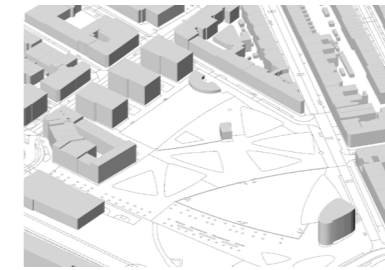


- Public space
- Commercial
- Educational
- Industrial
- Residential

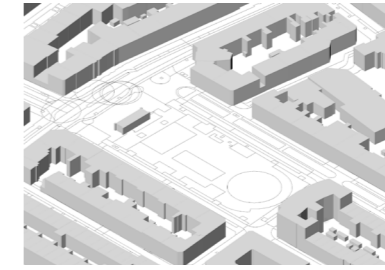
Observations indicate that these formal public open spaces have great potential, with multiple outdoor public spaces of considerable size, but are underutilised. At the same time, these spaces are underutilised for a single use, while **they have quite large potential of encountering.**



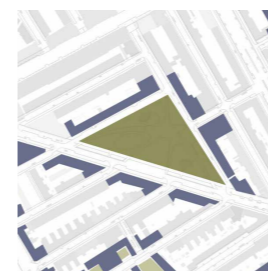
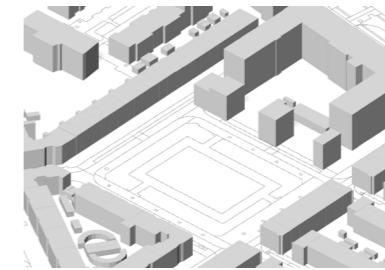
Transvaal Wijkpark



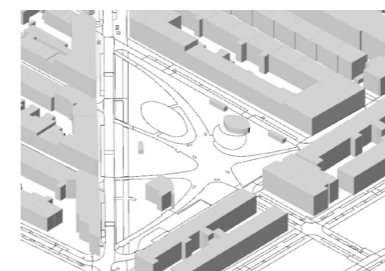
Kaapseplein



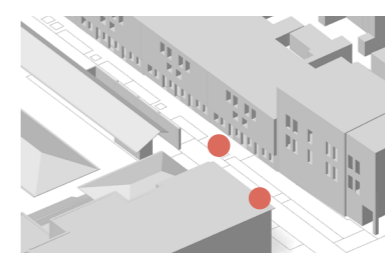
Vermeerpark



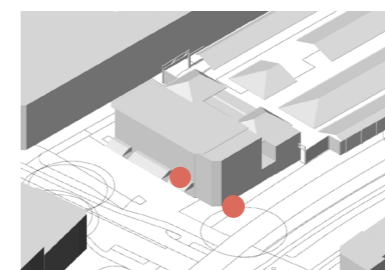
Vennepark



North entrance



South entrance



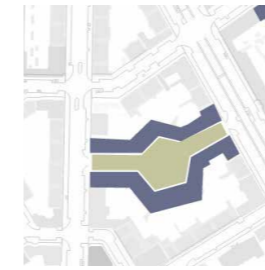


## Semi-public space- Courtyard

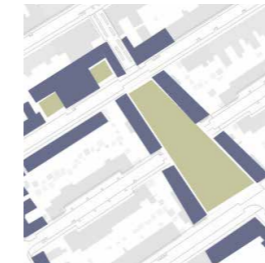
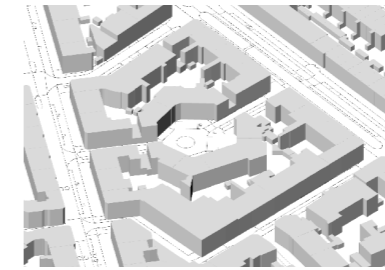


- Semi-public space
- Commercial
- Educational
- Industrial
- Residential

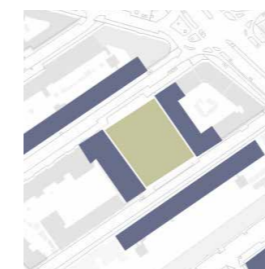
Semi-public spaces such as courtyards are usually owned by individuals. This is particularly true of schools and social housing. Most of them are to some extent for public use. Most of the time they are used by specific groups. They are gated and fenced and have fixed opening hours. In addition, the construction of such facilities and places is led by local planning, so there is a comparable number of them compared to the rest of The Hague, but this also leads to a very homogeneous functioning of the public space, and some of the informal, people-generated activities hardly take place. **So the public spaces should have more diversity.**



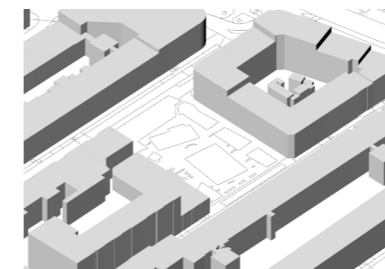
Collective housing



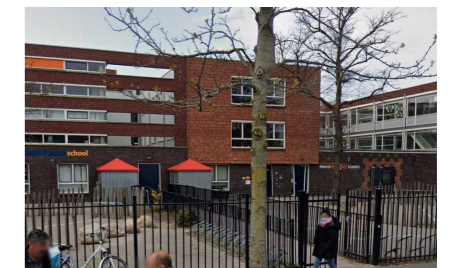
Collective housing



School



School



High school

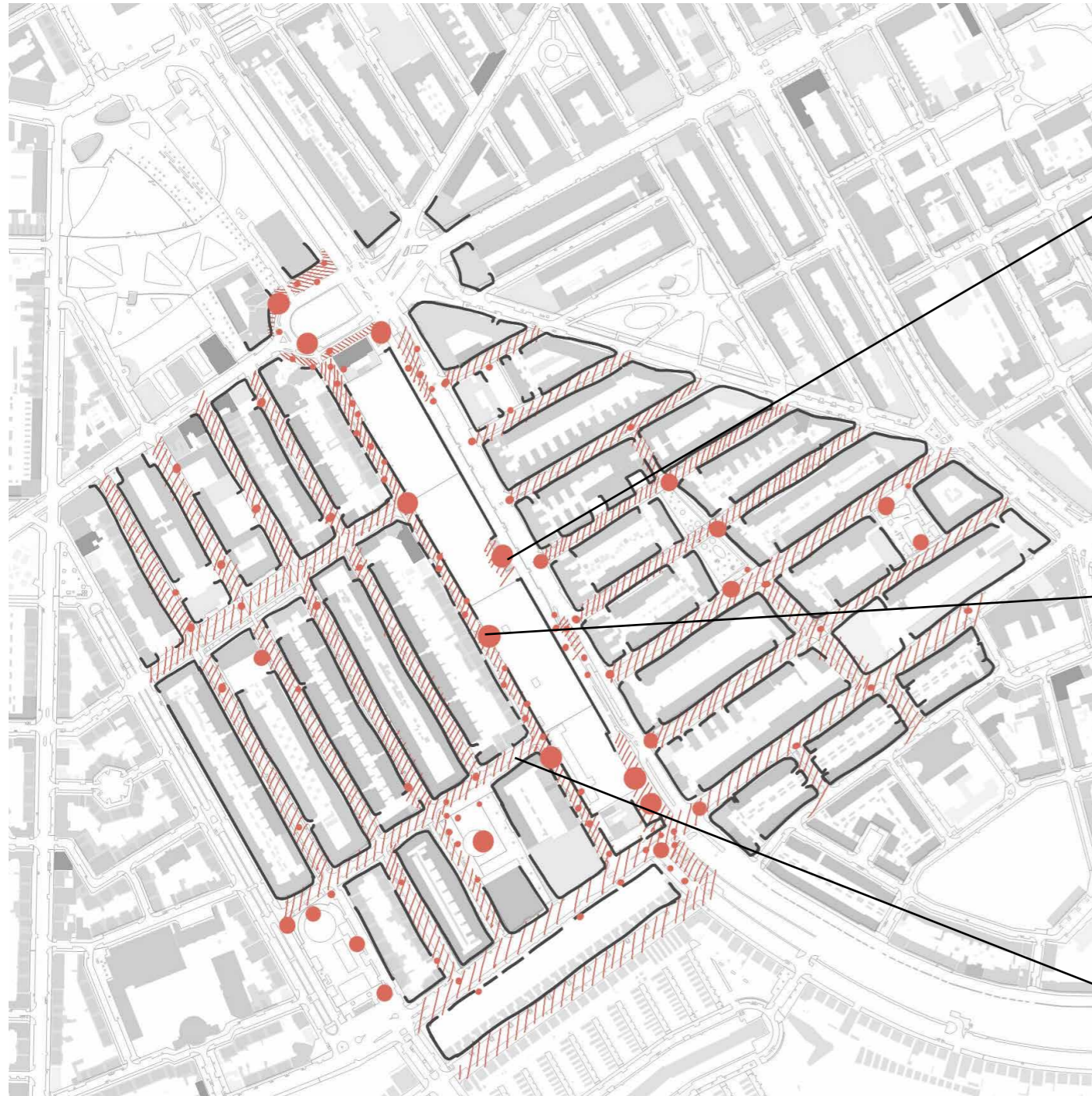







Community center & School





### 3.4 Market place Analysis- Street& Square



-  Public realm
-  Encounter spot L
-  Encounter spot M
-  Encounter spot S
-  Physical boundary

Street is a very important linear public space, it is the field where people most often move and pass through, and it connects different public spaces. The frequency of encounters is related to the degree of openness of the road boundaries, the more open the boundaries are the more opportunities for encounters are created.



The tramline side have good environment with greenery. But the pedestrian lane is narrow and far away from the market.



The back street is well-connected with residential area, but cars are parking both sides of the street, and full of trash on the pedestrian ways.



The streets towards the market have both sides parking cars with no greenery or resting space.

Conclusion: The better encounter realm is needed.



# Market place Analysis- Innerside activities

## What impressed me...

During opening hours, the Haagse Markt tends to be crowded inside, where people shop for cheap clothes and fresh fruits and vegetables, the market also has speciality food stalls, and some shops place outdoor tables and chairs

in the aisles outside their shops, these random outdoor furniture actually reflecting people's need to socialise. We can see a wide variety of people gathering in the passages, talking, stopping, eating and drinking.

## What made me think...

The Hague market has undergone a renovation to include some food and drink stalls and souvenir shops, but tourists rarely stay there due to the poor environment. The increase in rent for regulated and fixed stalls and the fact that the

price of produce is no longer advantageous will inevitably result in the loss of some of the local customers who can only afford cheap fruits and vegetables, and these residents will face a level of displacement in terms of consumption.

## Open days



North square



Cafe



Outdoor furniture



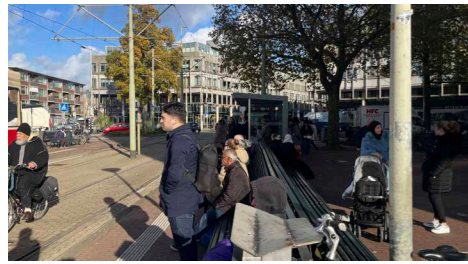
Outdoor furniture



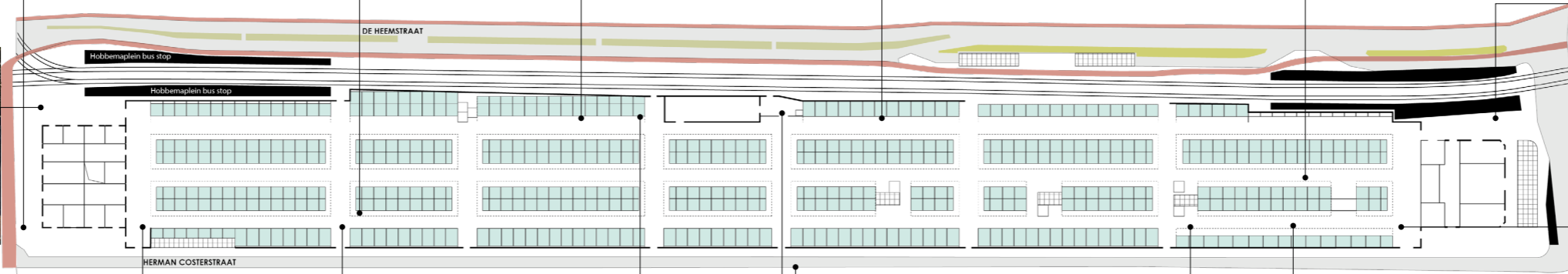
Corridor



South entrance



Bus stop



Layout of the Haagse Markt



People eating standing



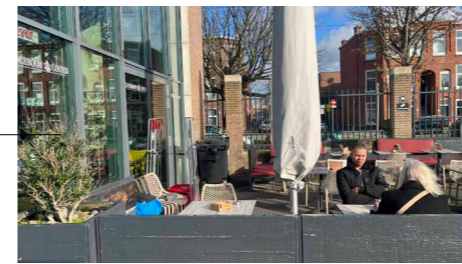
Outdoor Cafe



Flexible stall



Outdoor furniture



Layout of the Haagse Markt

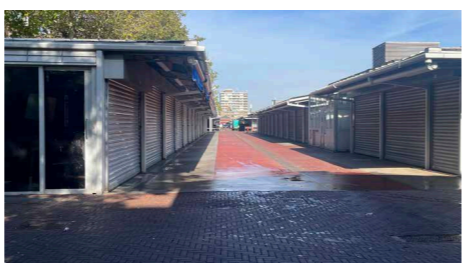
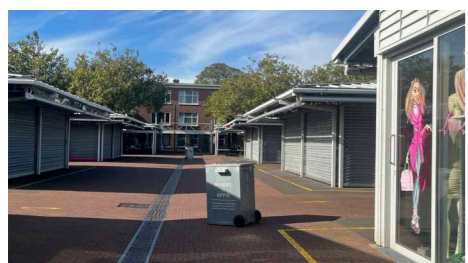


Corridor



Women shopping

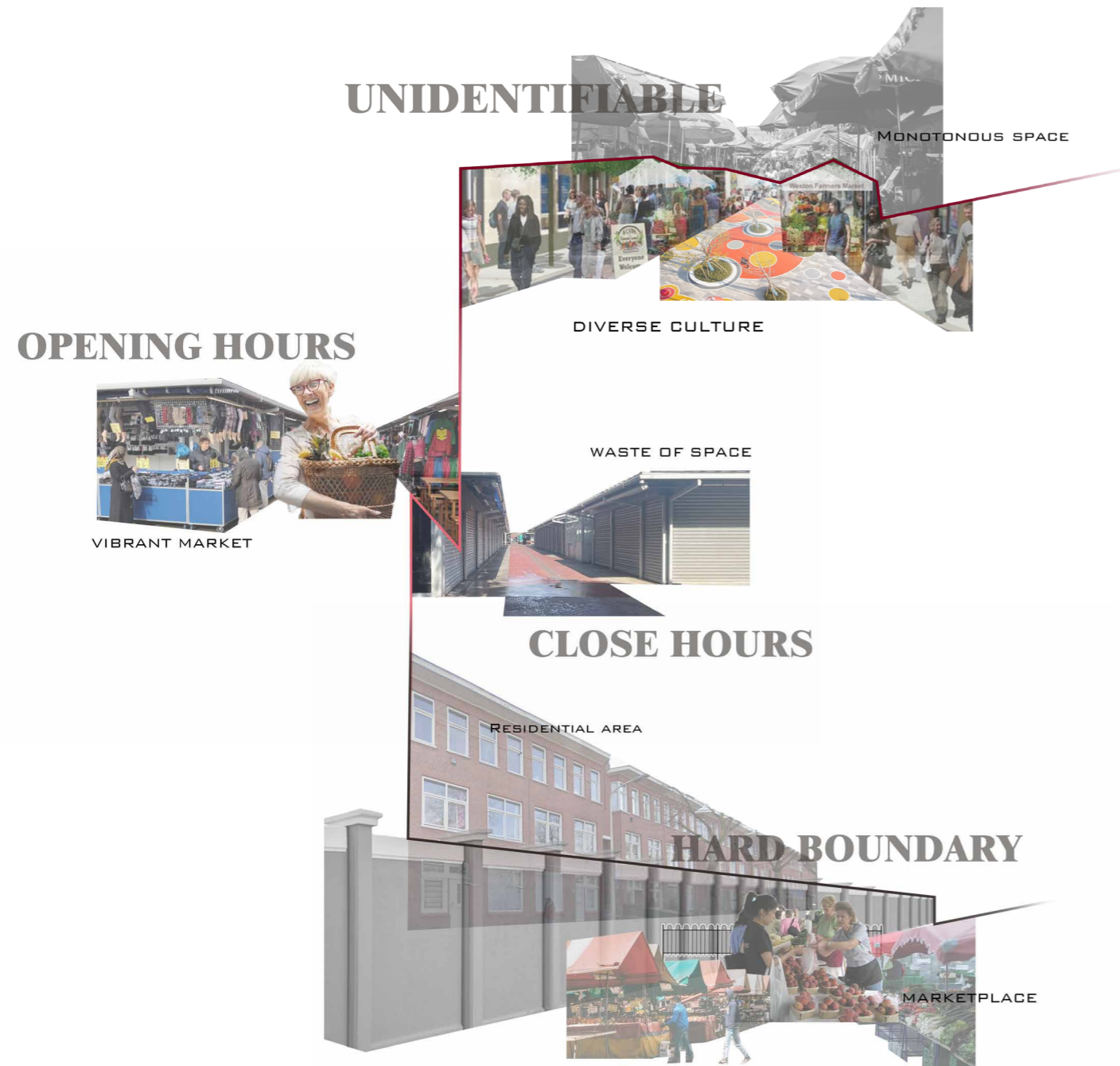
## Close days



The Haagse Markt is empty 3 days a week, and the formality of the marketplace prevents it from being utilised flexibly, creating a waste of space and a barrier.

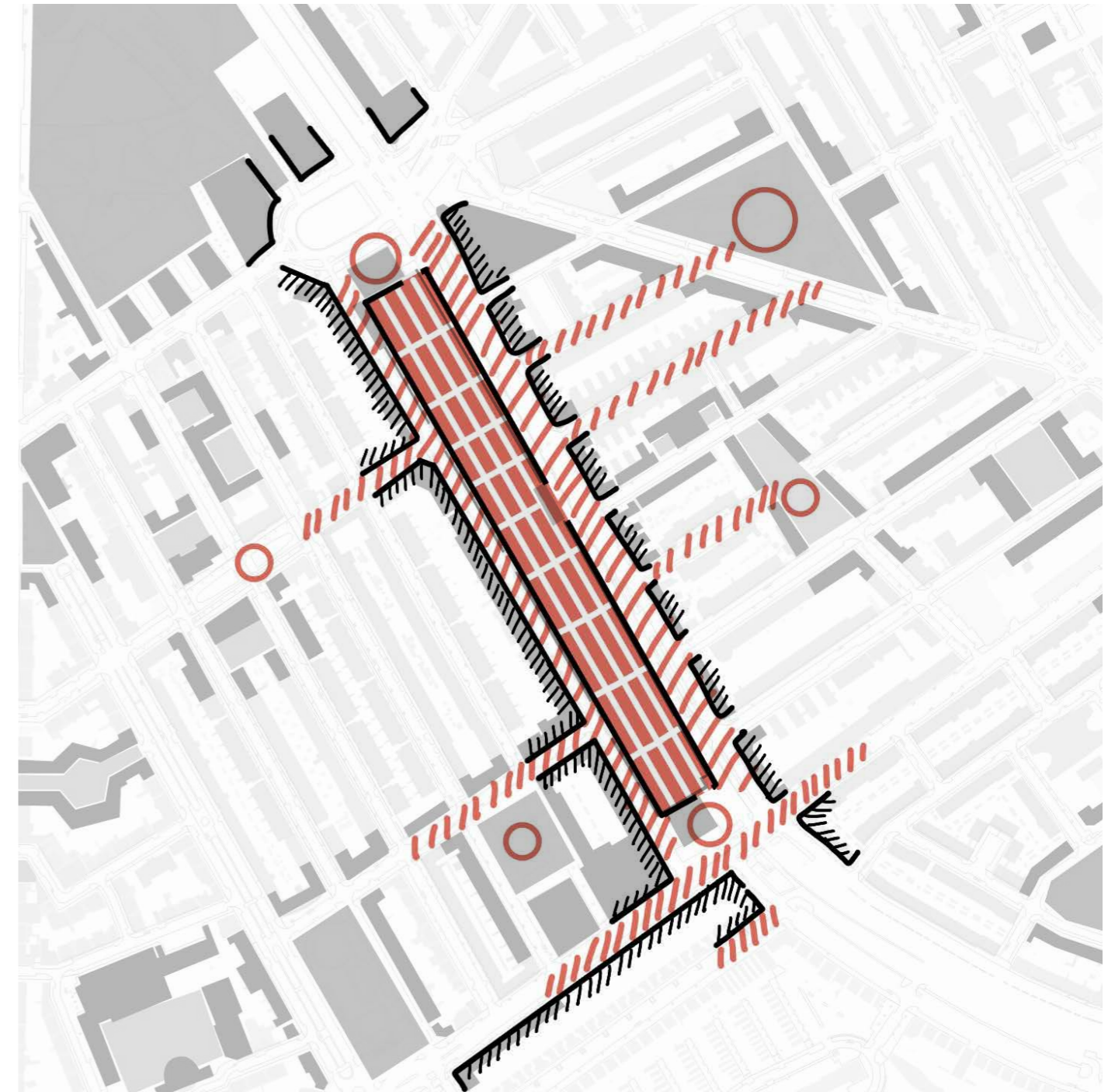


### 3.5 Problems conclusion



Those spatial problems lead to three dimension of social problems. As the market's monolithic shape restricts the development of different cultural activities, the market needs diverse public spaces. There are 4 opening days in a week, but when it closed, the market cannot be used and it became a huge waste space in the community, but residents here do need more public space

for activities, so that shows the mismatch between needs and current situation. Moreover, the wall surrounding is a huge physical boundary of this neighborhood, it reduced the communication and accessibility. Those analysis conclusion can contribute to the next step of design process.



Conclusion map

From all the analyse above from large scale to small scale, I came up with this conclusion map. It shows the most important public space around, especially the marketplace, which should play an important role in locals life. And the potential area of encounter, which leads to the spatial design interventions.

- Main design area
-  Streets
-  Public space outside
-  Marketplace publicspace



# 04

## 4. Design Intervention

4.1 | Vision

4.2 | FROM RESEARCH TO DESIGN

4.2.1 | DESIGN STEPS

4.2.2 | Design Framework

4.3 | Design Concept

4.4 | Design Principles

4.5 | Design Strategy

4.6 | Design Intervention





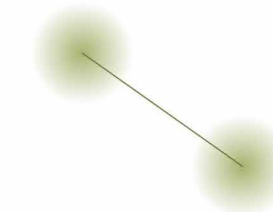
## 4.1 Vision

So on a large scale, there are three main guidinglines:

- Increase public infrastructure and **socio-cultural facility**
- Make soft boundaries for the **pedestrian accessibility**
- Increase the **connectivity** of public space



CONNECT THE COM-  
MERCIAL STREET



Public space system

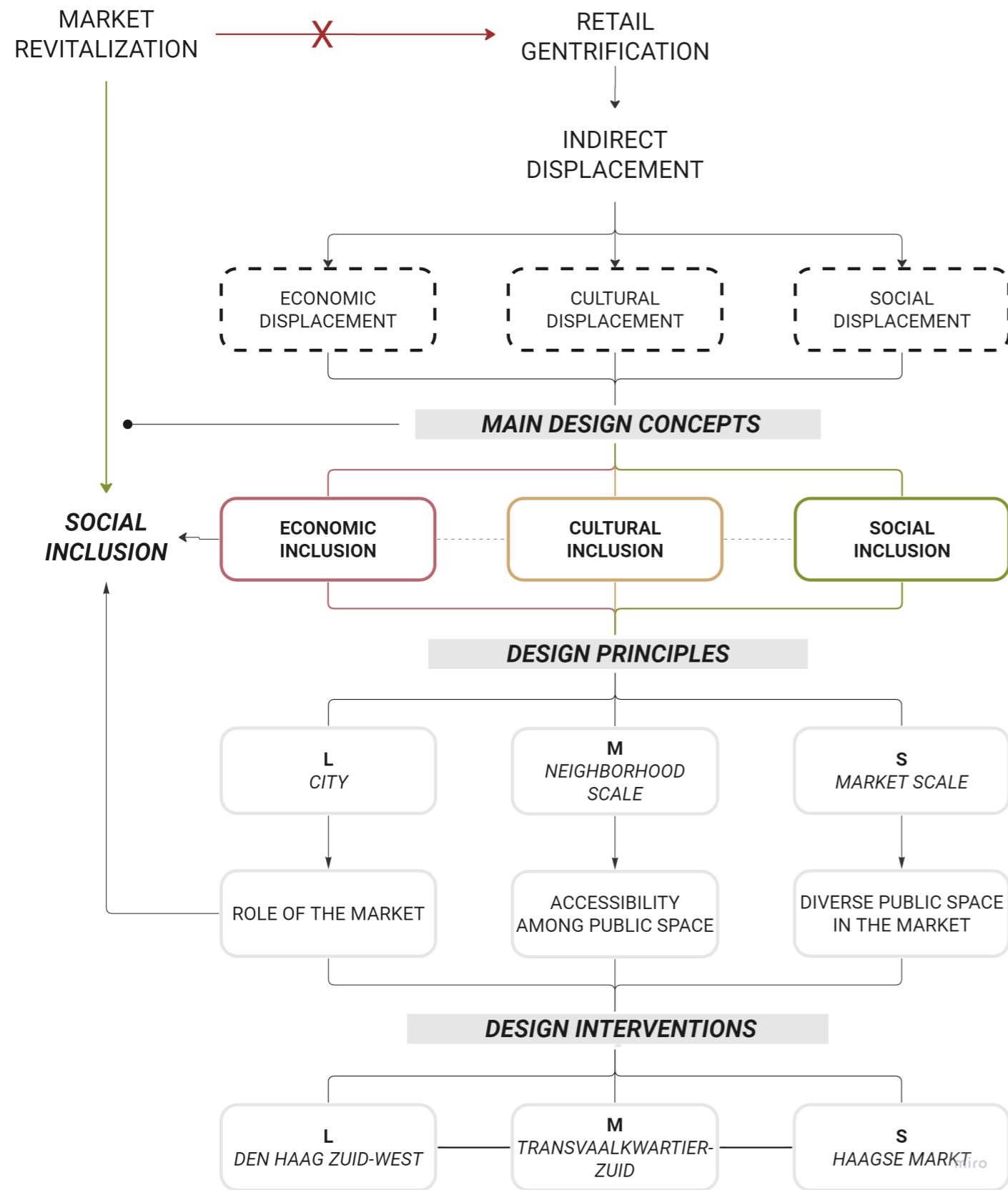


Increase Socio- Cultural  
facilities

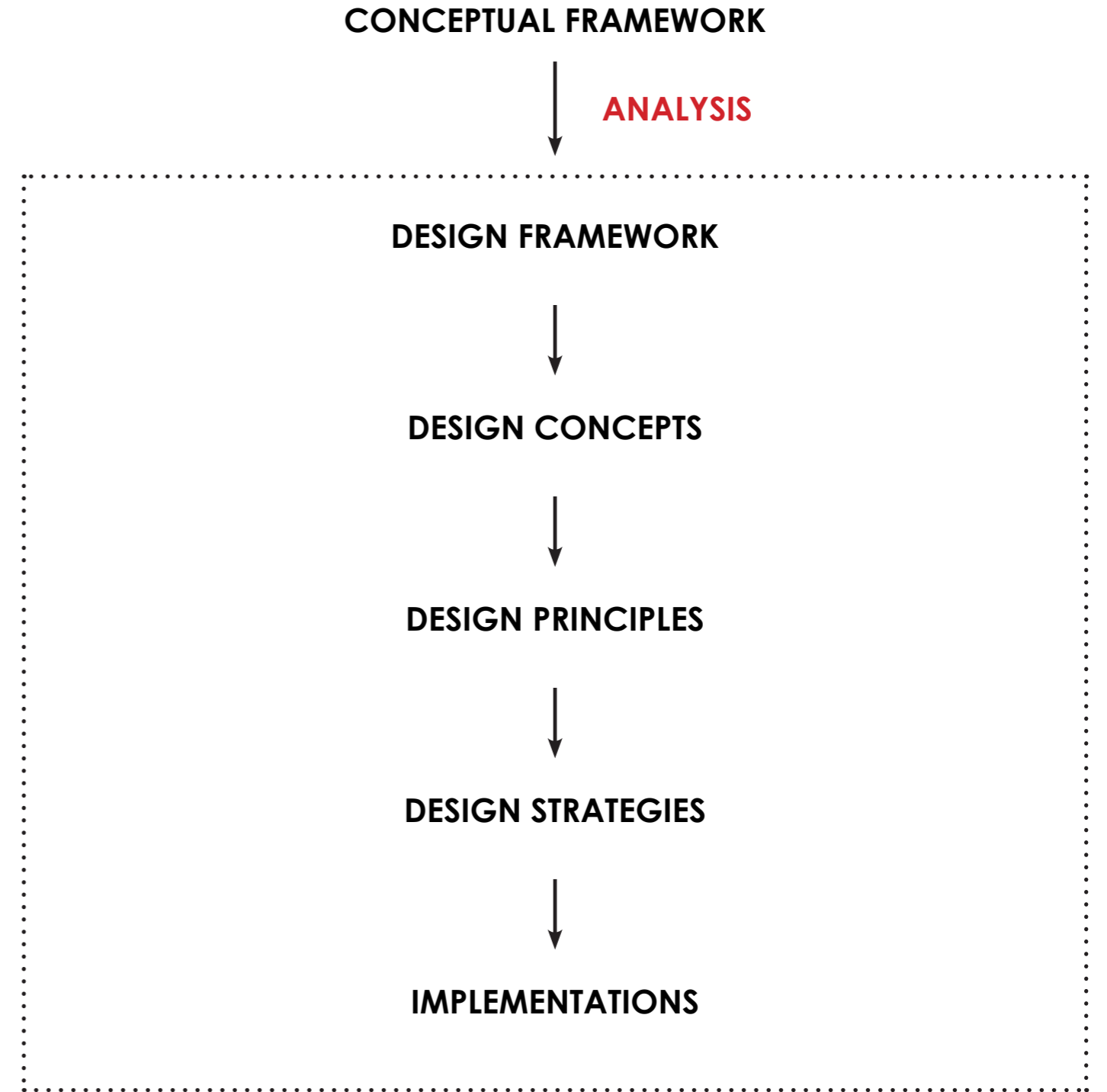
This vision map illustrates three key strategies at the urban scale, the main thrust of which is to enhance the connectivity of commercial streets between different neighbourhoods to form a coherent commercial network at different scales, to increase pedestrian accessibility and to attract a diverse range of people to the market, and to optimise the network of public spaces to provide public spaces at different levels and functions.



## 4.2 FROM RESEARCH TO DESIGN



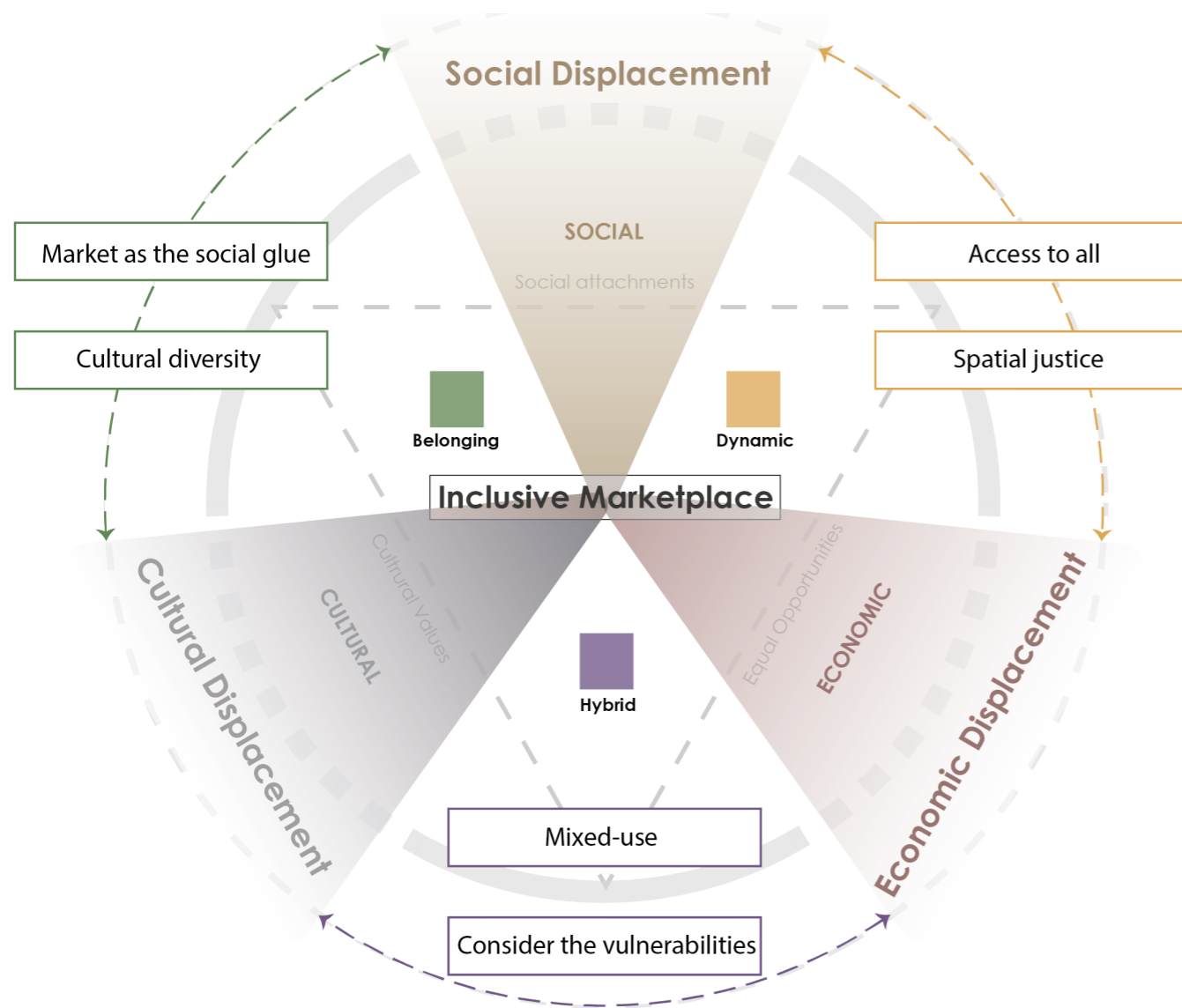
## 4.2.1 DESIGN STEPS



The design process will unfold through the above sequence, starting with my conceptual framework combined with the content of the analysis to get my design concepts and design principles, each of which is underpinned by a corresponding design strategy that underpins the spatial organization, and concluding with the final chapters of the design interventions based on the actual site.



## 4.2.2 DESIGN FRAMEWORK



The design framework comes from the conceptual framework and analysis. The three dimensions of economic, cultural and social inclusiveness are combined into three design concepts - belonging, dynamic and hybrid - each with two corresponding design principles.

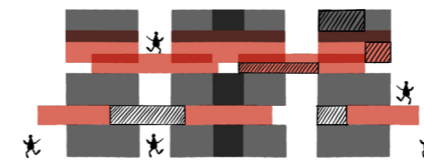
## 4.3 DESIGN CONCEPTS

### Belonging



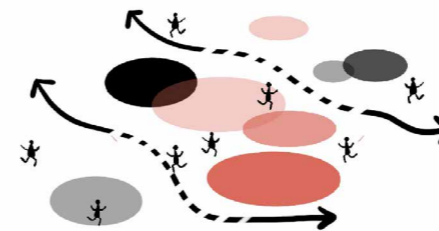
This principle focuses on creating spaces that foster a sense of community and personal connection. It emphasizes designing environments that are welcoming and accessible to all demographics, enhancing feelings of security, ownership, and identity within the space. It aims to support local cultures and histories, making residents and visitors feel that they are part of the community.

### Hybrid



Hybridity in urban design refers to the integration of multiple functions within a single space, promoting a blend of uses such as residential, commercial, cultural, and recreational. This principle supports a flexible urban environment where spaces can adapt to different activities, times of the day, or community needs, enhancing the utility and vibrancy of urban areas.

### Dynamic



The dynamic principle relates to the design of spaces that are not only physically adaptable but also perceived as lively and engaging. It focuses on creating environments that respond to the changing needs and behaviors of users, incorporating elements like movable structures, temporary installations, and interactive features that encourage active participation and keep the space vibrant.



## 4.4 DESIGN PRINCIPLES

### 1. Market as the social glue

Increase the connections. Marketplace acts as an important social place, should involve some culture events that can help connect different groups.

### 2. Cultural diversity

Considering more about the culture identities in the multi-culture neighborhood when doing placemaking, this contributes to the promotion of cultural and social inclusion.

### 3. Spatial justice

This is both about accessibility and flexibility. Economical opportunities should be equal to anyone here, normal people can have chance to set up their own business, like some handcraft souvenirs. They can rent the temporary stalls to make money. Making connections is quite important for the actual use of the space, and landscape modifications can provide a sense of attraction and help integrate different neighborhoods.



### 5. Mixed-use

Mixed function urban blocks, with emphasis on the common space should be investigated, with a direct connection with the urban fabric, in order to provide both the needed amount of new housing units, but also better living conditions and more opportunities for interaction. (multiple use 24h)

### 6. Consider the vulnerabilities

The public spaces should be hybrid enough with more complementary functions such as storage, service or recreation facilities.

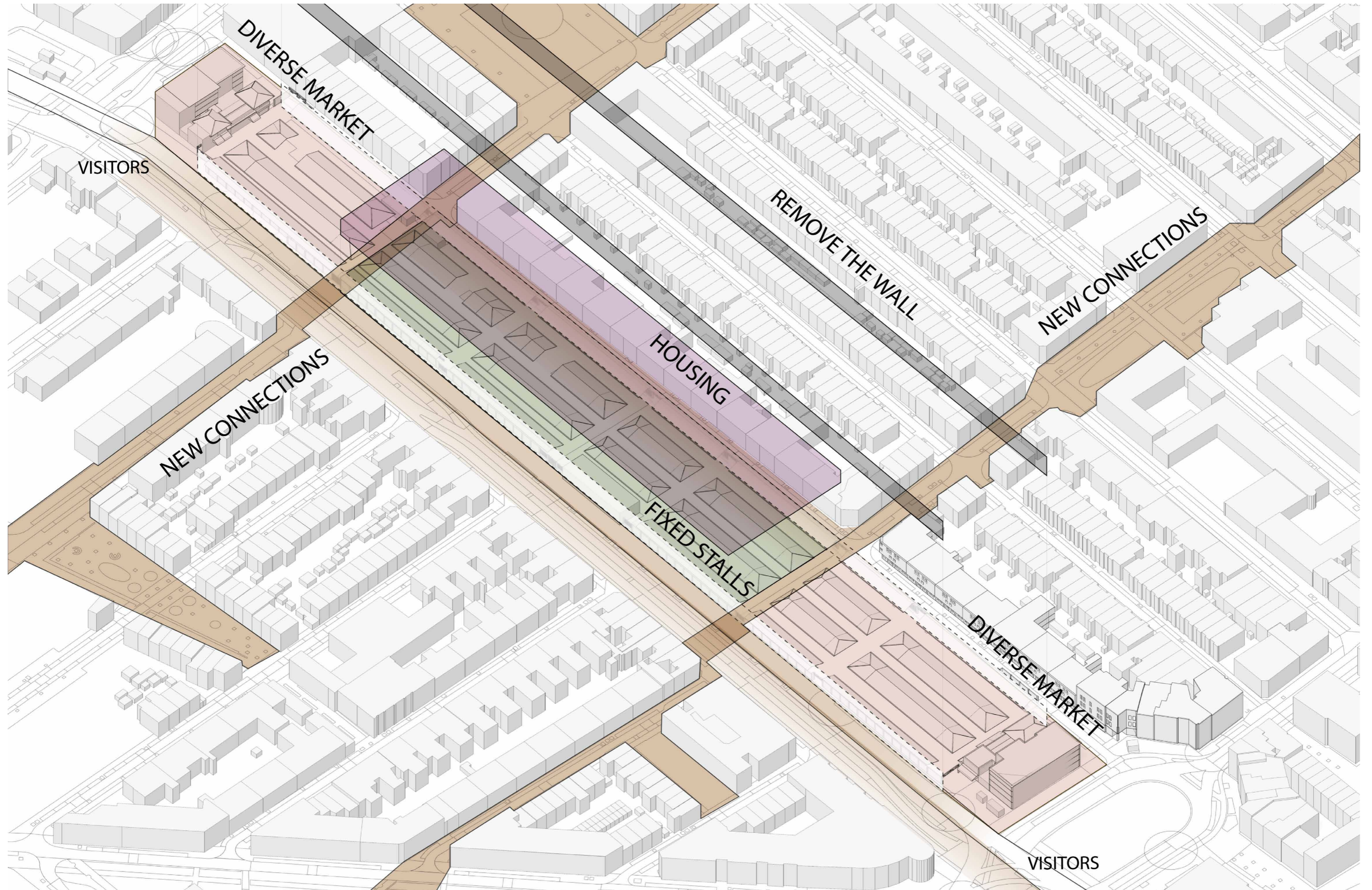
### 4. Access to all

For the governance we need more policy to let everyone especially people who living here have opportunity to make money in the market.

Tengiable
  Intengiable
  Dynamic
  Hybrid
  Belonging



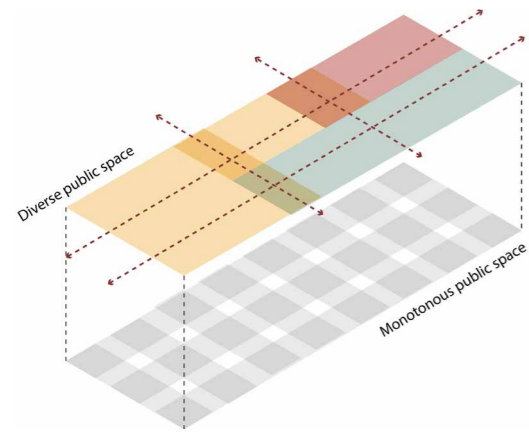
## 4.5 DESIGN STRATEGY



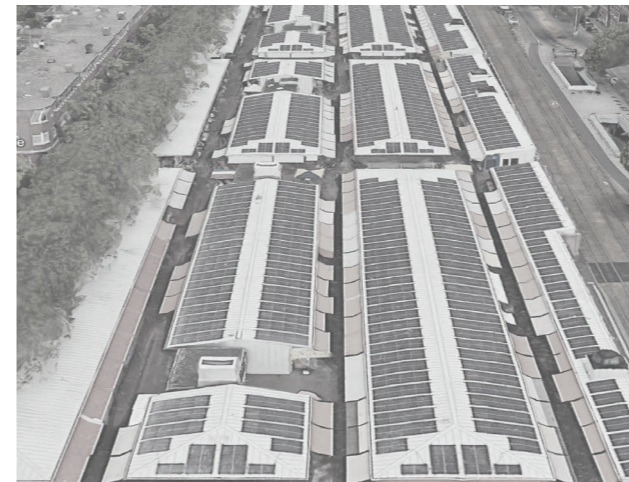


## 4.5.1 SPATIAL STRATEGIES

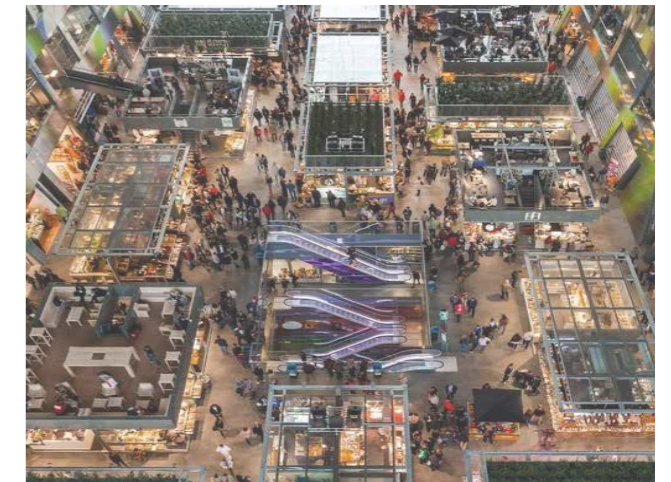
### DIVERSITY+ ACCESSIBILITY



For the market to become a social space, the first step is to change the original monotonous public space and add more rich and different public spaces so that more activities and chance encounters can take place here. At the same time, it is also important to ensure that accessibility is improved so that people can better access this market.

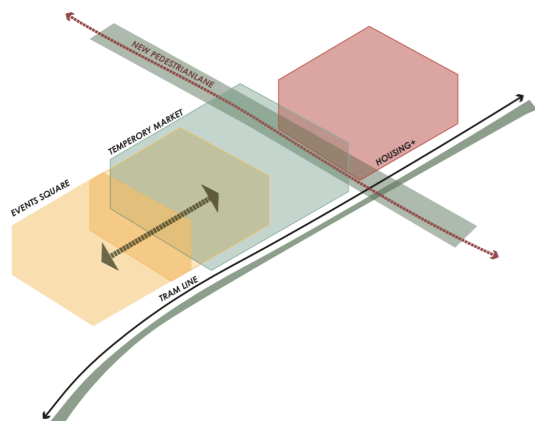


Narrow and monolithic walkways



Diverse public spaces

### FLEXIBILITY+ MIX-USE



The market is divided into three different venues, housing+market, temporary market and event plaza. The size of the temporary market can be varied according to different themes and dates to suit different needs, and new footpaths are created between the new housing and the temporary market, connecting the public spaces on both sides of the market while allowing for a better walking experience inside the market.

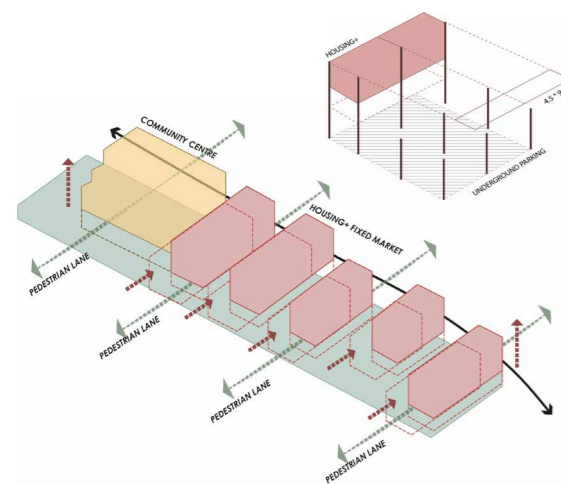


Fixed stalls



Temporary stalls

### MIX-USE+ ORIGINAL STRUCTURE



In the new part of the settlement, the ground floor is elevated, the original fixed stalls are retained, and the building blocks are staggered in order to create a more diverse public space, creating a categorisation of public, private, semi-private and semi-public spaces. The new flats are structured in the same modulus as the ground floor, with a column network of 4.5\*9, which is used as the modulus for the flats to be grouped into clusters.



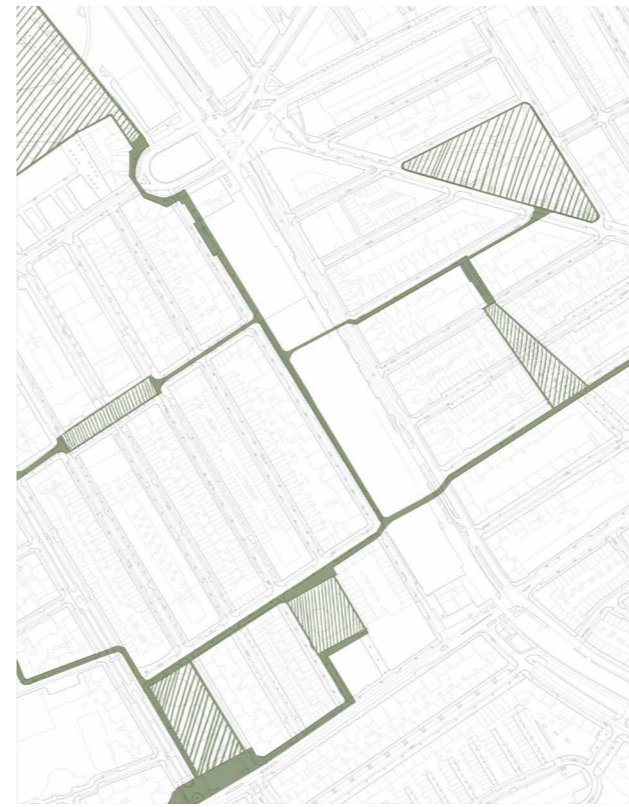
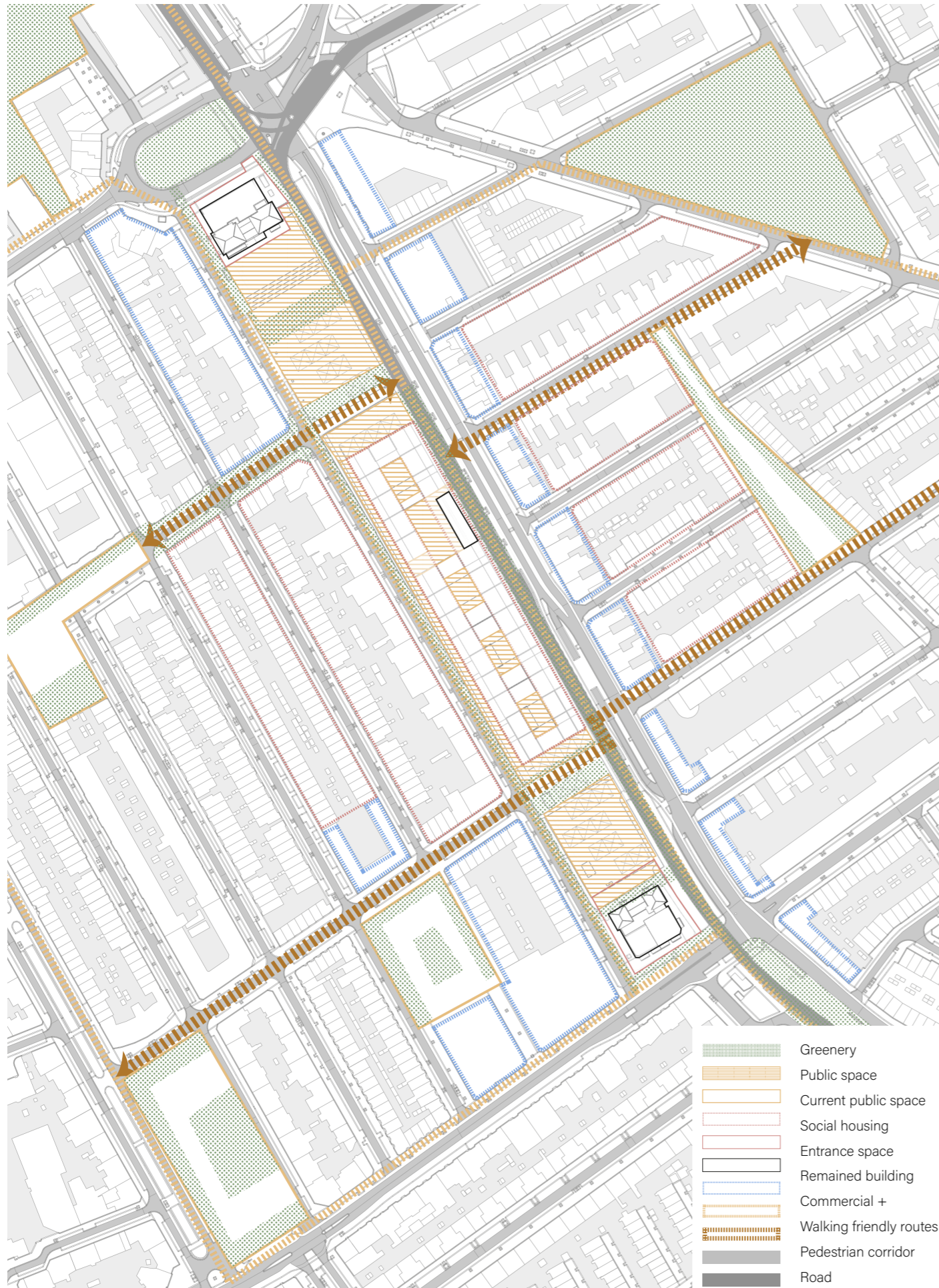
Closed hours market



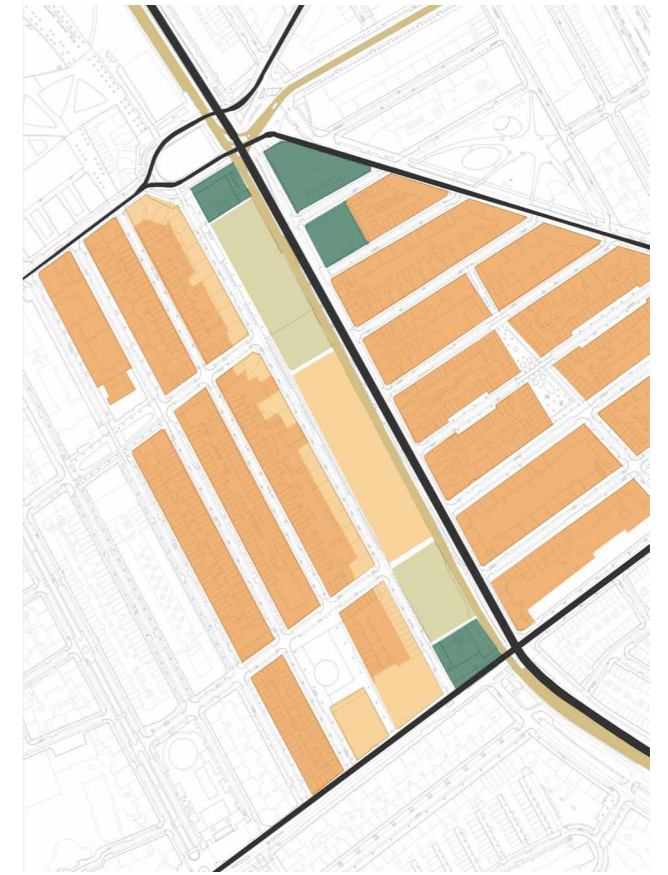
Added functions



## 4.5.2 STRATEGIC MAP



PEDESTRAIN LOOP



FUNCTIONS



PERMANENT ELEMENT



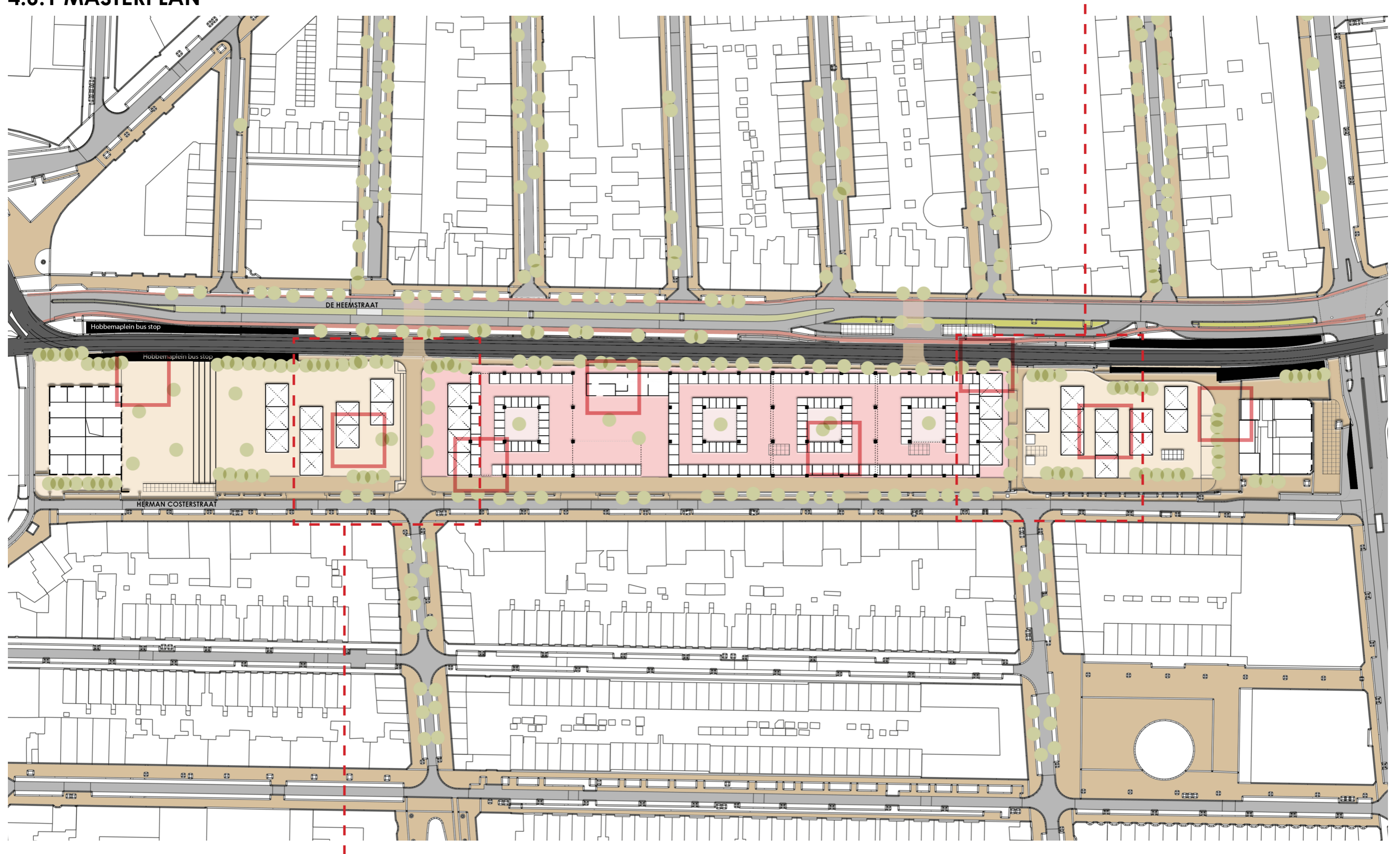
LANDSCAPE



## 4.6 IMPLEMENTATION

### 4.6.1 MASTERPLAN

ZOOM IN AREA 1



First Floor 1:1000

ZOOM IN AREA 2



## 4.6.2 FLOW OF THREE LAYERS

The picture on the right shows the flow of the three levels, the ground floor is mainly a flexible market, a fixed market and an assembly space. The car park on the ground floor can be accessed from the driveway on the east side of the market, this is a retention of the original structure, we have retained the four lifts as a vertical transport space connecting the housing and the ground floor, from the lift entrance to the ground floor social housing, the housing is newly constructed on the original column network structure, but the modules of the housing can be varied according to the needs of the housing, the housing on the ground floor of the fixed market, it is a retention of the fixed stalls of the original market of the Hague, in the non-hours market can be used as a space for residents' activities. The market can be used as an activity space for the inhabitants during non-business hours.

### Stalls typologies



Handicrafts stalls



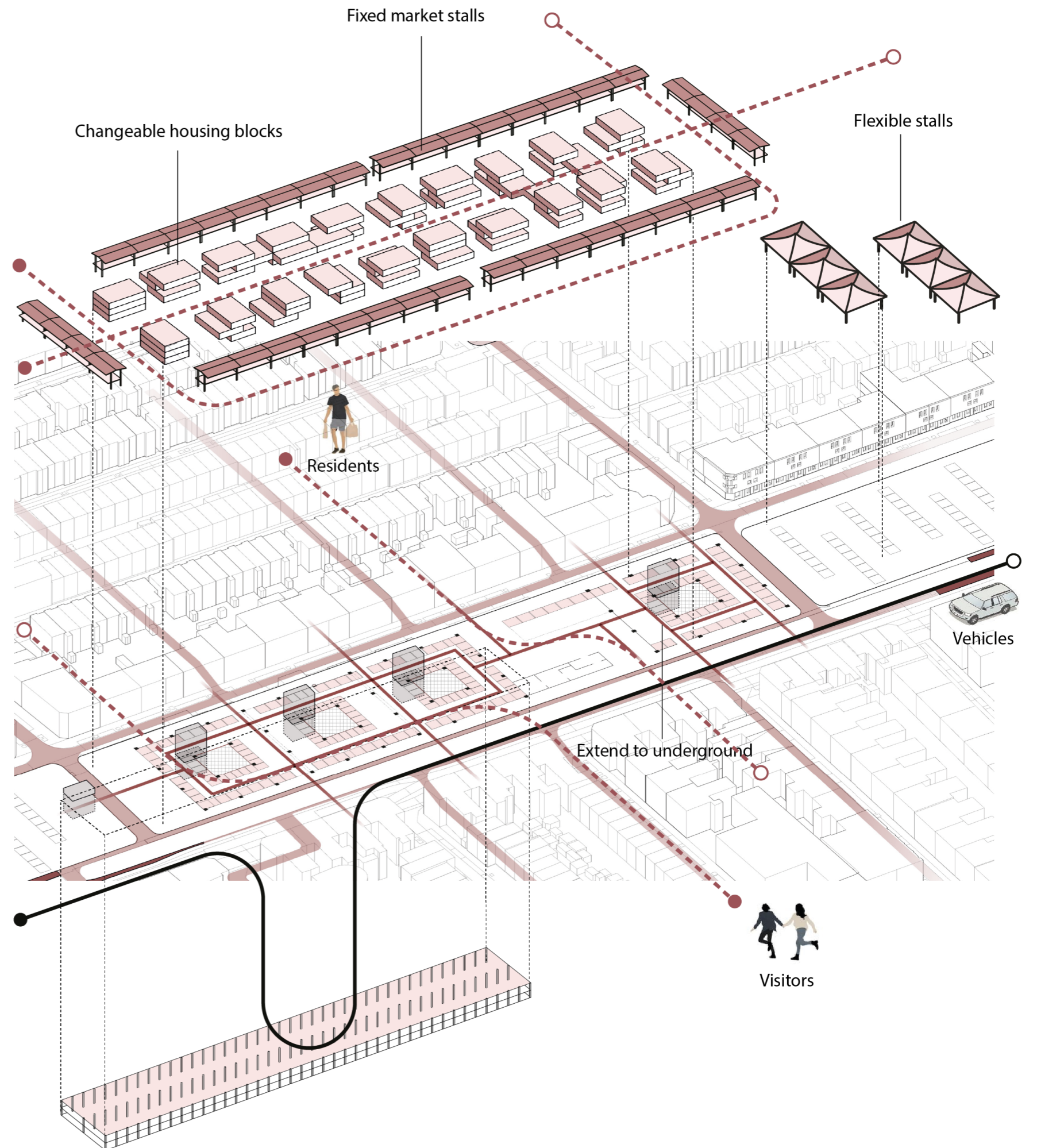
Cultural market stall



Vintage market stall

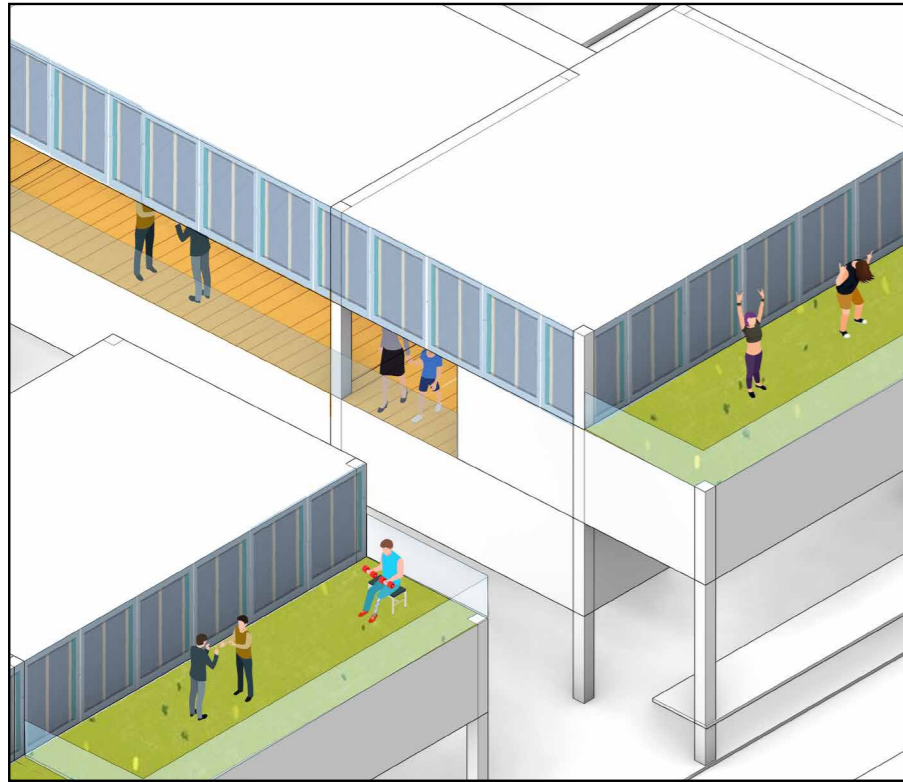


Fruit and veg stall



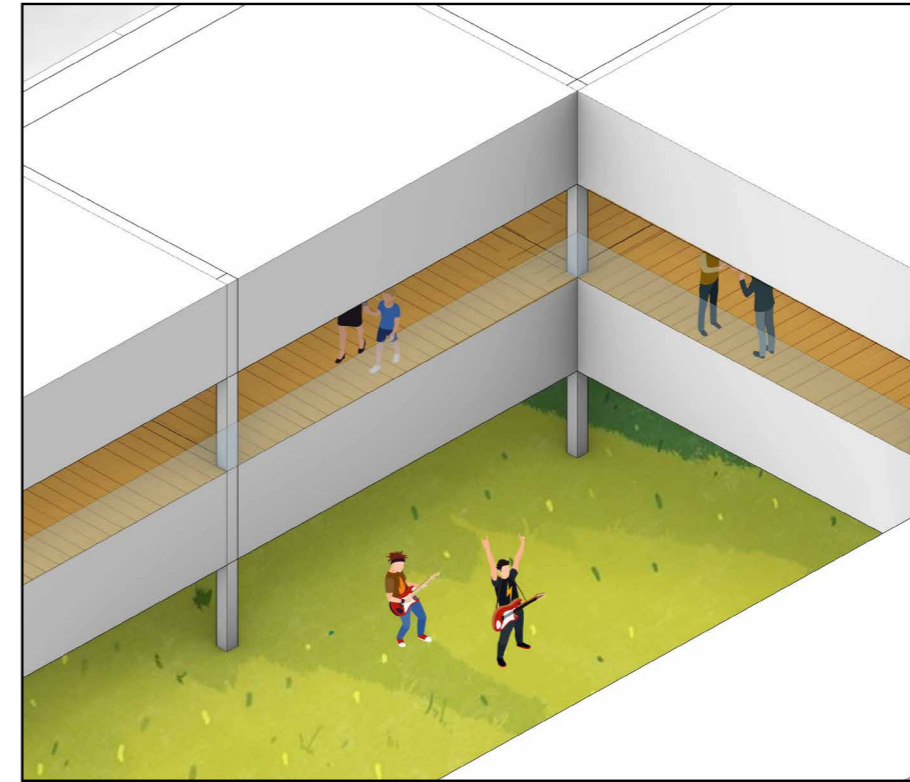


## 4.6.3 PUBLIC SPACE DESIGN



### Balcony

The balcony becomes a semi-private space that creates a visual and socio-spatial connection between the market and the housing.



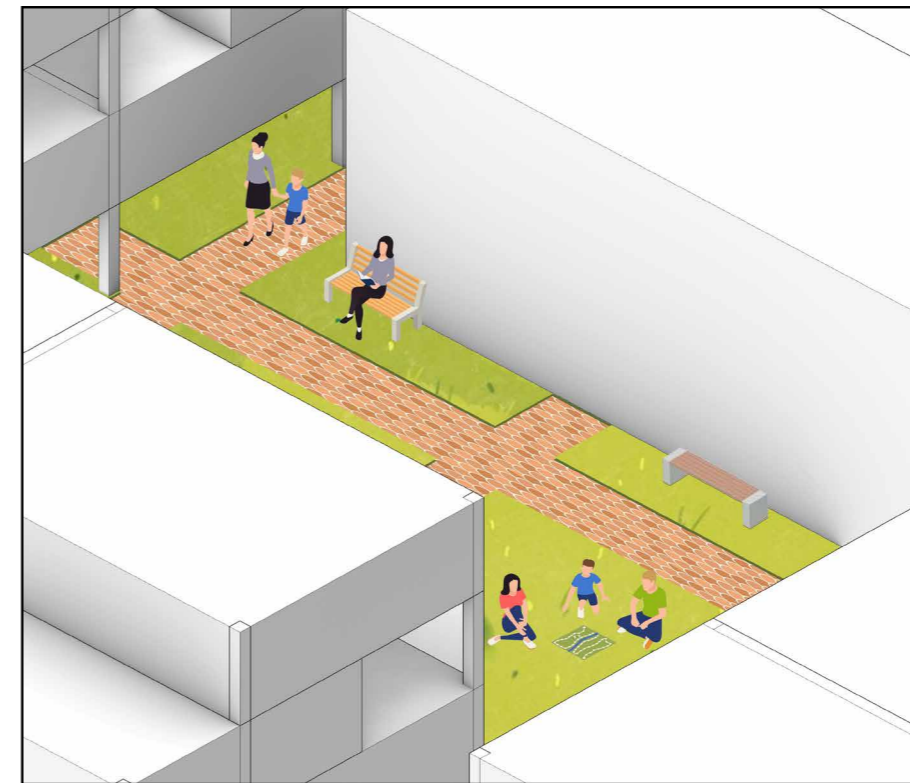
### Terrace

The corridors within the housing clusters form the public space within the settlements, which is a semi-public space, separated from the market, and whose main users are the residents of social housing.



### Fixed stalls

The elevated space on the ground floor of the residence is used for fixed stalls, preserving the original function of the current market, with a combination of warehouses and housing, which serves as both a commercial space and a space for visitors and residents to interact.



### Community center

One of the original buildings became the community centre, and the community square connected to it became a public space shared by all residents, accessible to all during the market's opening hours, and only to residents during its closure.



## 4.6.3 PUBLIC SPACE DESIGN



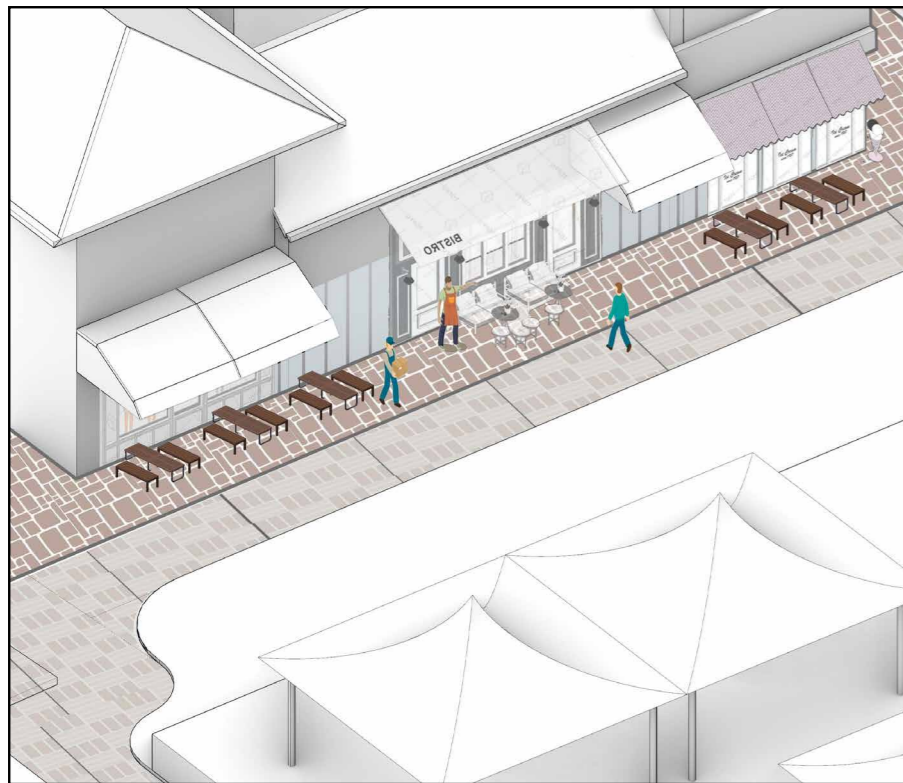
### Mobile stalls

Flexi-shops can be used as venues for a variety of themed fairs and cultural events where everyone has the opportunity to set up a stall - it's flexible, cheap and plentiful.



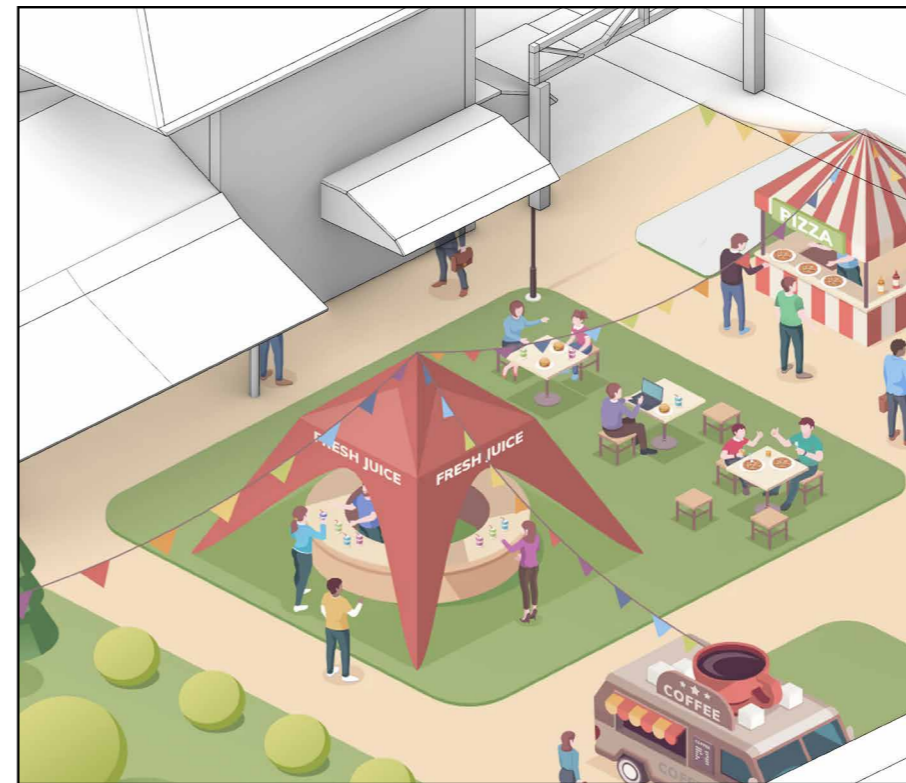
### Roof-top Garden

The rooftop space is owned by the residents and is a space free from commercial interruptions, where people can communicate and interact with each other from their daily actions such as drying clothes, planting flowers, and so on.



### Shop extension

The extension of the shop into the street can also be a particular type of public space, where people sitting on the street side drinking coffee can have a visual and verbal exchange with people walking.



### Festival Plaza

The flexible space at the north entrance of the market can be used for a number of cultural activities and events to create a favourable atmosphere and attract people to the market.



#### 4.6.4 CLOSE UP AREA 1



Fig 6.2. Zoom in plan 1:250 (First Floor) (Author)

This is the south entrance of the market. The plan includes a new east-west pedestrian path, connected by landscaped greenery and mobile shops on both sides. On the east, where it borders a major thoroughfare, entrance steps and landscaping create a buffer zone, also crafting an inviting feel for people to enter. The south plaza is equipped with movable shops available for rent by any residents wishing to set up stalls, thus energizing the space.



Fig 6.2. Section A-A 1:250 (Author)

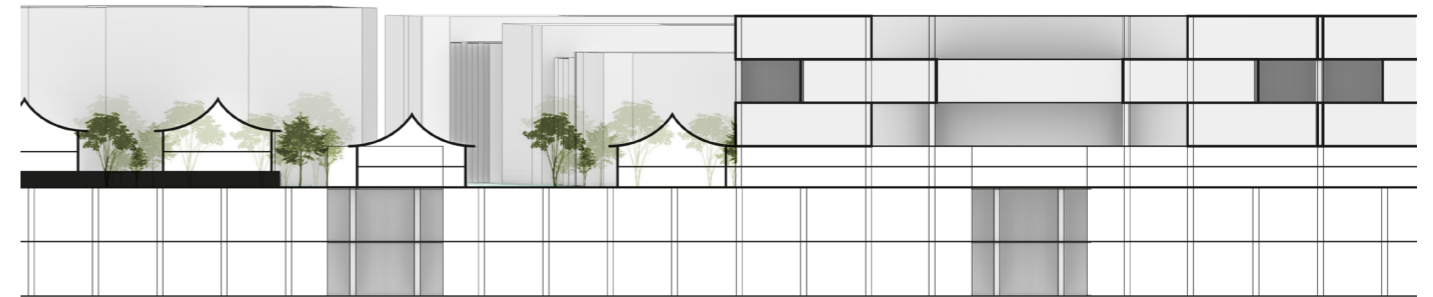


Fig 6.2. Section B-B 1:250 (Author)

1. Social housing
2. Outdoor furniture
3. Underground parking entrance
4. Fixed stalls
5. Mobile stalls
6. Pedestrian lane
7. Entrance
8. Balcony
9. Parking





***The new walkway at the south entrance***

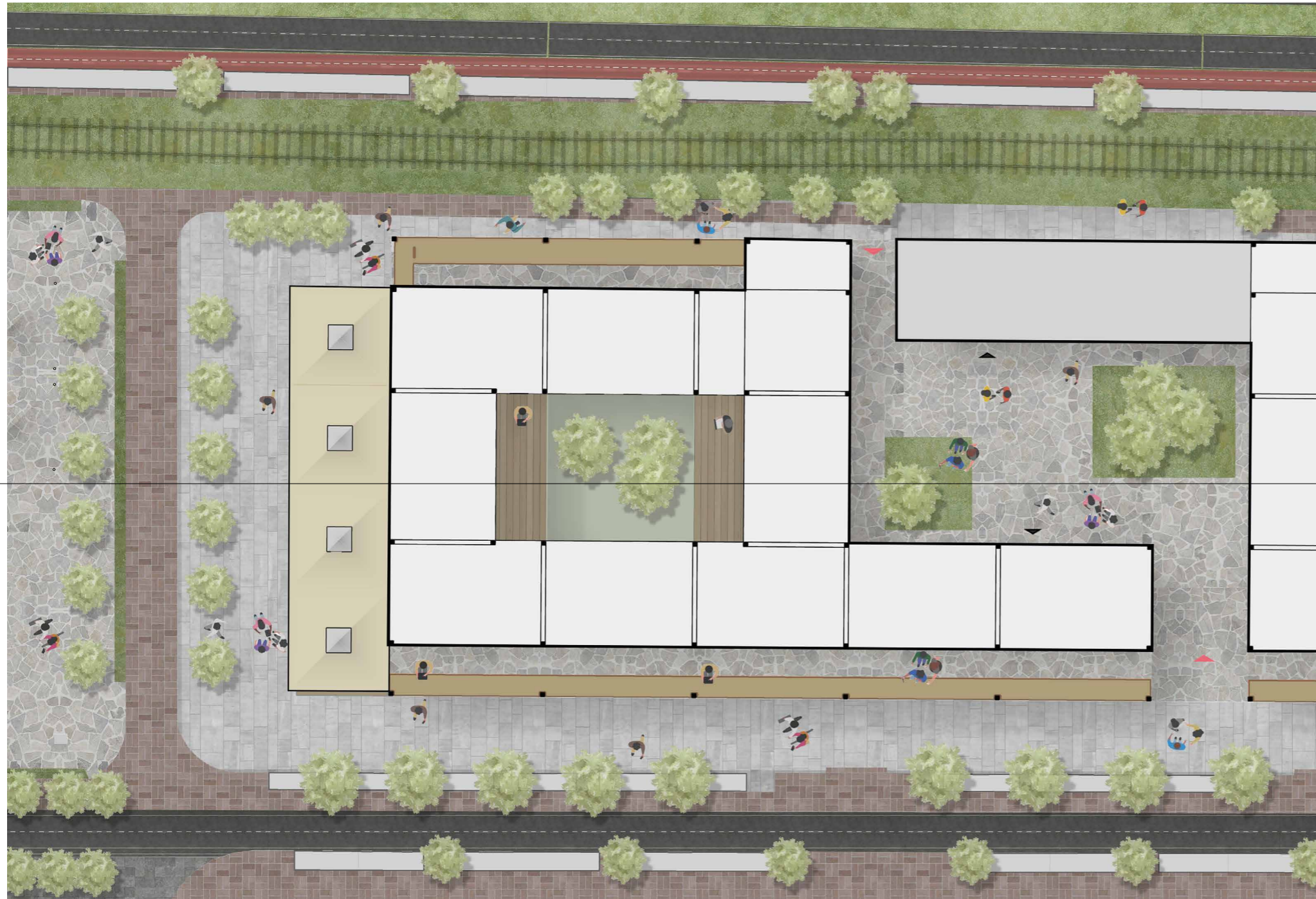




*The landscape of the west street*



## 4.6.4 CLOSE UP AREA 2



The central area of the market features a combination of newly built social housing and a ground-level open market, preserving an original market building as a community center. The housing clusters are arranged in a settlement pattern, with a community public space in the middle. Entrances are located on the east and west sides, with the entrances to the residences situated internally within the clusters. On the plan, this layout clearly delineates private, semi-public, and public spaces.

1. Social housing
2. Community center
3. Community plaza
4. Fixed stalls
5. Mobile stalls
6. Pedestrian lane
7. Entrance
8. Balcony
9. Parking

Fig 6.2. Zoom in plan 1:250 (First Floor) (Author)

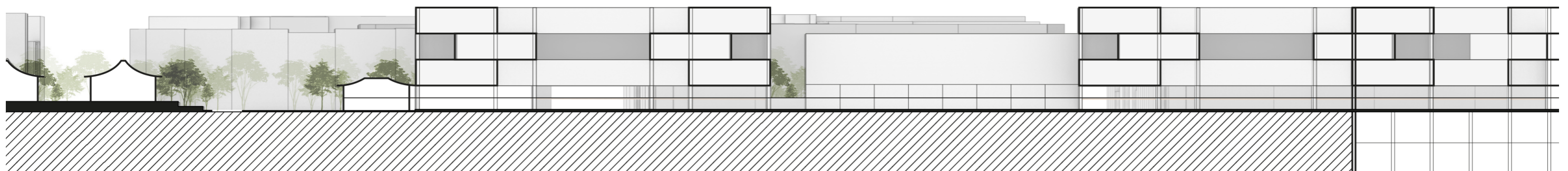


Fig 6.2. Section A-A (Author)





*The close days- inside the housing clusters*





**Free cultural market**



# Reflection

## 1. What is the relation between graduation project topic, master track, and master programme?

The primary learning objective of the Master's course in Urbanism is to understand complex issues in socio-economic and cultural aspects through various scales, addressing the spatial challenges behind contemporary urban issues through urban design, and ultimately aiming to use urban design to improve the urban environment, achieving more equitable and sustainable development goals. This aligns closely with the goals of this project.

The design by Urban Fabric Studio is driven by urban spatial design, focusing on various social issues with the aim of creating new strategies for urban transformation. This aligns with the theme of my thesis as it seeks to study the impact of gentrification on vulnerable urban areas and populations, and how to address this challenge through design means.

## 2. How did your research influence your design/recommendations and how did the design/recommendations influence your research?

At the beginning of my thesis project, during my discussions with my advisor Marco, I often mentioned the "research phase" and the "design phase". Each time, Marco would remind me that research and design always complement each other (Fig.6.1). Conducting research and design simultaneously made my project

more persuasive and logical, helping to understand the correlation between urban design and socioeconomic issues, as well as the impact of the proposed spatial interventions on these social problems.

The research process has both direct and indirect guiding effects on my design. At the beginning of the project, an abstract concept needed theoretical validation, necessitating the identification of relevant terms and the development of my own definitions for these existing concepts, to narrow down and define the scope of the research. During this process, some theories further inspired and enriched my inspiration, indirectly guiding my design direction. Theoretical research also provided professional methodologies, such as the use of interviews in my project to understand different people's views and expectations of the market area in The Hague, enabling a bottom-up design approach. As a novice interviewer, numerous documents and materials supported me with methodologies, allowing me to successfully decode crucial information and provide significant guidance for the design.

Conversely, design also reacts to theory. For instance, proposing different design solutions can impact the urban environment differently. Physical models helped me more clearly see and feel the problems in the designed space, thereby raising new theoretical doubts that needed urgent resolution, with some cases smoothly solving my problems.

Ultimately, this research and design methodology convincingly demonstrated that the series of spatial interventions adopted in this project could fully realize their economic value while addressing the potential issues of gentrification leading to displacement, proposing new inclusive concepts.

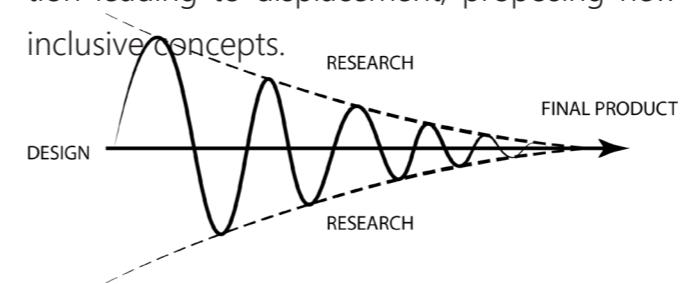


Fig 6.1. Integrated process of research and design (Author)

## 3. How do you assess the value of your way of working (your approach, your used methods, used methodology)?

The entire thesis project emphasizes a balance between research and design, dividing my re-

search framework into these two main components (Fig 6.2). Concepts and principles for design are extracted from theory, and design experiments serve as a complement to theory, providing specific design feedback. In this project, I needed to use design to address the challenges of displacement caused by gentrification in economic, cultural, and social aspects. From this, design concepts and principles targeting these three aspects were proposed, forming different design solutions based on these principles, which were then integrated and optimized into a final design plan.

The analysis from macro to micro serves as a bridge between theoretical research and design. Macro-level analysis provides background explanations for the entire project and the rationale for choosing this topic. Community-scale analysis connects social activities with spatial issues, supplementing subsequent research and design.

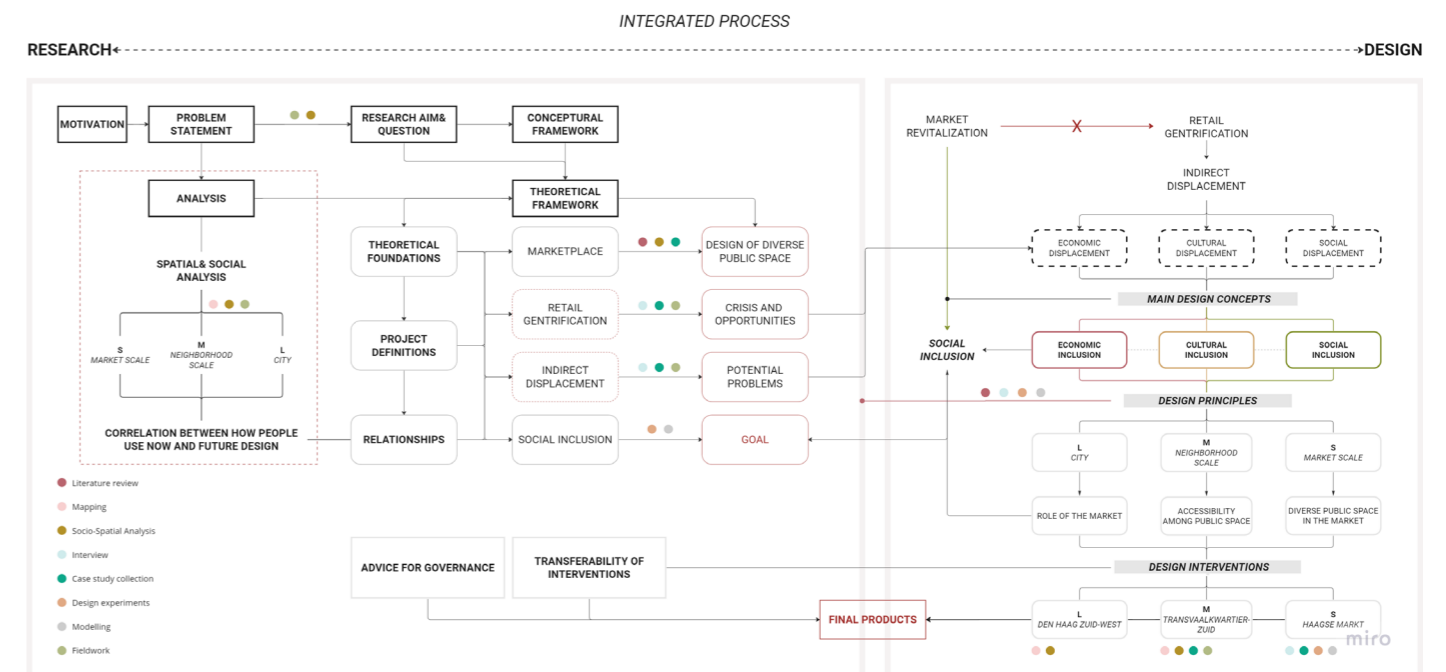


Fig 6.2. Research Framework (Author)



Interviews were an important method I chose to connect research and design. I developed a plan for qualitative research, visiting The Hague market twice for in-depth observation and field interviews, communicating with people from various cultural backgrounds to obtain the most authentic data. I then decoded and analyzed this content, providing a new and meaningful research experience that strongly supported the subsequent design phase.

I believe the bottom-up design and research approach I adopted is very suitable for the smaller-scale site I chose. Urban design and architecture are closely related disciplines, and the relationship between architecture and public space is inseparable. Thus, this project also taught me to observe and design cities from sociological and human perspectives.

#### **4. How do you assess the academic and societal value, scope and implication of your graduation project, including ethical aspects?**

My project's academic value is to bring innovation by integrating urban design, market functionality, and social equity. This multi-disciplinary approach provides a holistic understanding of the effects of redesign on marketplaces. Moreover, the study enhances the academic discourse around gentrification, particularly in how urban design can mediate its effects and promote inclusivity. It adds to existing literature by proposing a specific framework for revitalizing urban marketplaces while considering socio-economic dynamics.

On social aspects, by focusing on redesigning a marketplace to enhance social inclusion and stimulate economic growth, my project directly addresses community needs. The project's emphasis on preserving cultural identity and ensuring inclusivity of diverse market participants offers practical benefits to the community. The strategic interventions identified in my research aim to create a resilient and thriving marketplace, suggesting a model that could be adapted to similar urban contexts. This broadens the societal impact beyond the immediate community.

The project scopes out not only the architectural and functional redesign but also considers broader socio-economic factors such as economic stimulation, cultural preservation, and social equity. This wide-ranging scope indicates a comprehensive urban planning strategy. If successfully implemented, the design could serve as a blueprint for other cities facing similar challenges with urban marketplaces. This can influence urban development policies and practices internationally.

On ethical aspects this project explicitly aims to counter the potential negative impacts of gentrification such as displacement and social segregation. By designing for inclusivity, the project upholds ethical standards concerning social justice. Ethically, involving community members in the redesign process is crucial. My methodology should ensure that local voices are heard, particularly those who might be adversely affected by market changes. Furthermore, ethical considerations also extend to

sustainability—not only environmental but also cultural and economic sustainability—ensuring that the marketplace remains a viable and integral part of the community over time.

#### **5. How do you assess the value of this?**

Assessing the value of this project involves evaluating its originality, theoretical contributions, practical implications, community impact, sustainability, and ethical considerations.

The project's innovation is reflected in its creative urban design solutions and methodological advancements, which enhance its academic significance. The development of a comprehensive framework that integrates urban design with social equity contributes valuable theoretical insights, while the practical applications of the findings, especially in real-world settings, indicate the project's relevance and potential for policy influence. Effective engagement with stakeholders demonstrates the project's commitment to addressing community needs and ensuring that outcomes are beneficial and grounded in real conditions. Sustainability and ethical adherence, particularly in promoting equity and cultural respect, underscore the project's long-term viability and ethical integrity. Lastly, the scalability and adaptability of the solutions to other urban environments enhance the overall value of this project by showcasing its potential for broader impact.



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