



Sports on top of the roof in Schalkwijk - (Schalkwijk Center-en — Placemaking Plus, n.d.)

# RESEARCH PLAN

## SPORTS FOR THE NEXT GENERATION & THE NEXT GENERATION OF HERITAGE

This research plan aims to delve into two main topics: exploring the cultural, historical, and societal value of modern malls and examining potential strategies for the implementation of sports in the urban landscape. The ultimate aim is to explore the possibility of combining sports with the modern mall.

HERITAGE & ARCHITECTURE  
GRADUATION STUDIO:  
ADAPTING 20TH CENTURY HERITAGE

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## Introduction

This research plan is an integral component of the Heritage graduation studio, which focuses to explore the adaptation of 20th-century heritage, specifically the modern mall. It is worth noting that while heritage is typically associated with historic buildings and landmarks, the notion of heritage can also extend to contemporary structures that hold cultural and societal significance. In this context, the modern mall assumes an important role in the fabric of contemporary society, as a hub for social, cultural, and economic activity.

However, it is pertinent to acknowledge that the aesthetics of the post-war malls constructed between the 1960s and 1980s are often met with disapproval. The rhythmic grey architecture that characterized this era is widely perceived as monotonous and unappealing. In fact, a research by Trouw indicates that 69 percent of the Dutch population would not mind at all demolishing this type of architecture to pave the way for new developments. (Van Dijk, 2020)

It is crucial to contextualize the development of these malls within the broader framework of Dutch history. Following the Second World War, the Netherlands underwent a period of reconstruction, known as the "wederopbouwperiode," which spanned from 1945 to 1958. This was followed by the "late wederopbouwperiode," from 1959 to 1965, and a subsequent period of housing shortage that persisted until 1980. During this era, the emphasis was on constructing as much as possible in the most efficient manner. (Ministerie van Onderwijs, Cultuur en Wetenschap, n.d.)

The development of malls in the 20th century was predicated on a central premise of convenience for visitors. The malls were designed to be easily accessible by car, with plenty enough parking spaces. Additionally, the malls were constructed with the aim of minimizing walking distances, in order to enhance visitor comfort and facilitate efficient access to the diverse range of stores. ('s-Gravenhage: Sociaal-Economische Raad et al., 1962)

However, it is noteworthy that contemporary attitudes toward physical movement have undergone significant changes in recent years. In contrast to the prioritization of convenience that characterized the construction of malls in the past, there is now a growing appreciation of the importance of physical activity and movement for health and well-being. (NOC-NSF, n.d.)

Given these historical and social factors, it is imperative to investigate the potential of adapting modern malls from this era, in order to preserve their cultural and societal significance. This research plan aims to delve into two main topics, exploring the cultural, historical, and societal value of modern malls, as well as examining potential strategies for the implementation of sports in the urban landscape. Eventually, the possibility of combining sports with the modern mall will be the aim of the research and design.

**Problem statement**

The present research plan aims to address two pressing issues faced by the Netherlands. The first issue pertains to the state of disrepair and neglect that is pervasive among several malls in the country. The second issue is the escalating rate of unhealthy lifestyles among the Dutch population.

The decline of the shopping mall is a well-documented phenomenon. With the rise of e-commerce, there has been a steady shift towards online shopping, which has adversely impacted the profitability of brick-and-mortar stores. The COVID-19 pandemic has further exacerbated the situation, with many malls unable to sustain themselves. To make matters worse, shoppers now prefer the charm and authenticity of city centers over malls located on the outskirts. As a result, the vacancy rate in malls has been steadily increasing, with investors losing faith in them. (Van den Eerenbeemt, 2021)

The second problem, and the primary focus of this research plan, is the growing trend of unhealthy lifestyles among the Dutch population. A staggering 50% of Dutch adults are overweight, with 14% of them classified as obese. The rates of obesity have been increasing since the 1990s, with experts referring to it as a pandemic. Children aged 4 to 17 years are also affected, with 16% being overweight and 3.5% classified as obese. (*Cijfers En Feiten Overgewicht*, n.d.)

The Ministry of Health, Welfare, and Sports has highlighted the lack of physical activity as a key contributor to this trend. There is a dearth of sports facilities in many neighborhoods, and the urban environment is not conducive to physical exercise. The shopping mall, for example, was designed solely for the convenience of visitors, with reduced walking distances and ample parking. The guidelines for mall design were focused on minimizing the number of stairs to be climbed, thus discouraging physical movement. (Ministerie van Volksgezondheid, Welzijn en Sport, n.d.)

The present research plan seeks to offer a solution to the twin problems of mall vacancy and unhealthy lifestyles. By reimagining the mall as a space that encourages physical activity and wellness, it is possible to address both issues simultaneously. The proposed research will explore various strategies that can be implemented to promote physical exercise and healthy living within the mall environment.

Research question:

*How can the addition of **public sports** help attract the **youth** to revitalize **young heritage**?*

To clarify the terms used in the question, public sports refers to a variety of physical activities ranging from actual basketball court to design principles to stimulate movement or an healthy environment. The youth encompasses children and young adults between 10 and 25. And young heritage refers to the shopping malls with high vacancy rates.

Subquestions:

Understanding the problem

- *What are the reasons behind the high vacancy rates?*
- *What are the main reasons for the growing obese pandemic?*
- *How is currently dealt with the growing obese pandemic?*

Understanding the youth

- *What does the youth value in the modern mall?*
- *What motivates the youth to perform sports?*
- *What is young heritage?*
- *Why should young heritage be preserved*

Understanding the experts:

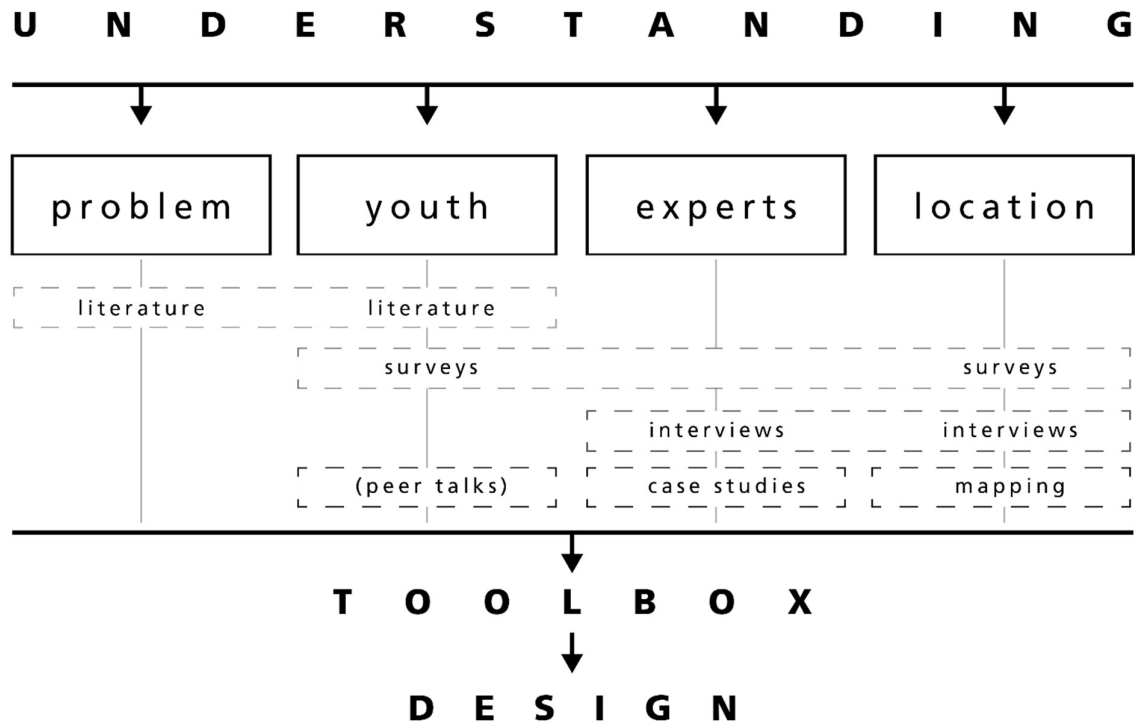
- *How can we motivate people and especially the youth to move more?*
- *What design principles can be found in examples where the implementation of sports helped revitalize specific areas or buildings?*
- *What design principles can be found in examples where the implementation of sports helped stimulate physical movement among the visitors/users?*

Understanding the Research area (Schalkwijk)

- *Which sports facilities are currently available in the neighbourhood?*
- *Would the youth be willing to visit the mall more often to perform sports?*
- *How does JCAU(architect of the Schalkwijk masterplan) sees the future of Schalkwijk shopping mall?*

## Methodology

For the methodology, the subquestions are divided into 4 categories; problem, youth, experts, and location. For every category are different methods given and will be further explained. Some methods however do overlap(as illustrated in the diagram below).



This study aims to address the problem of vacancy in shopping malls and the growing obesity issue among the youth in the Netherlands, with a specific focus on the Schalkwijk neighborhood. In order to provide a comprehensive understanding of the problem and possible solutions, various methods will be employed.

**PROBLEM:** To understand the vacancy problem in shopping malls and how they have attempted to deal with it, both academic papers and newspaper articles will be consulted. Additionally, governmental sources and news articles will be utilized to comprehend the growing obesity issue in the Netherlands. The gathered information will be documented to provide a better understanding of the problem and to answer the main research question.

**YOUTH:** To comprehend the views of young people on sports and exercise, surveys will be conducted online, targeting the age group of 17-25 years old. For younger children, in-person surveys and discussions will be conducted in the case study area. Also a survey will be used to understand the concept of young heritage, which will be supported by literature studies consisting of manifestos both in favor of and against post-war heritage.

**EXPERTS:** To obtain insight from experts on the design principles of sports in architecture and urbanism, architects and professionals working in the field of healthy city design will be interviewed. For instance, Marlies Rohmer, an award-winning architect renowned for her designs for youth, will be interviewed. Her book "Designing for the Next Generation" emphasizes the importance of considering children in the design process that are often left out. Furthermore, the Center for Health Architecture in Groningen will be approached for insights. Case studies of urban and architectural designs that promote physical activity will also be analyzed. (Rohmer et al., 2007)

LOCATION: The location of the study is Schalkwijk. Hence, to understand the current state of sports facilities in this area, mapping surveys will be conducted. Surveys will also be conducted among the youth in the neighborhood, and interviews with the architect working on the master plan for the area will be conducted.

In conclusion, the utilization of various methods such as literature studies, surveys, interviews, and mapping techniques will provide a holistic understanding of the problem, the views of the youth, and expert opinions on the design principles of sports facilities. The data and results generated from this study will contribute to the development of effective solutions for the specific context of Schalkwijk.

## **Reference**

In the context of this research, it is imperative to review the existing literature on the relevant topics. Regarding the value mapping of the young heritage, the methods provided by the tutors will be utilized. However, for Schalkwijk, a historical analysis of the shopping mall by the "monumenten advies bureau" has already been conducted. This document can be compared with the outcome of a new personal assessment to gain further insights. (Frank & De Jong, 2014)

For the category of obesity in society, a thorough investigation of reports and advice provided by the government will be conducted. Although the suggested advice may not always lead to optimal outcomes, it serves as a valuable starting point for this research.

In the category of sports in the public realm, a significant amount of research has already been carried out. The book "Building for the Next Generation" by Marlies Rohmer will be utilized as the primary resource. Therefore, it is crucial to establish early contact with this architect during the research process. Additionally, books on active design, such as "Active Design Guidelines" by Burney, will be incorporated. This book covers various design interventions that have encouraged people to engage in physical activity in New York. (Rohmer et al., 2007) (Burney et al., 2010)

While there is already a considerable body of research on these topics, further inquiry is required to gain a clearer understanding of how to stimulate young people in Schalkwijk to engage in physical activity and how to integrate this with the modern mall.

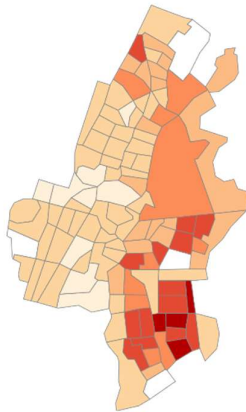
## Selection of the Design case

### SCHALKWIJK

The selected case study for this research project is Winkelcentrum Schalkwijk, a neighborhood situated in the southeastern corner of Haarlem. This area is known to be afflicted with a high rate of overweight and physical inactivity, as demonstrated on the map below. Specifically, approximately 50 to 60 percent of individuals living in Schalkwijk are overweight and do not engage in sufficient physical activity, a rate significantly higher than that observed in other areas of Haarlem. Moreover, the proportion of individuals with severe overweight is notably higher in Schalkwijk, reaching up to 22 percent, while such individuals are relatively rare in the central part of Haarlem.

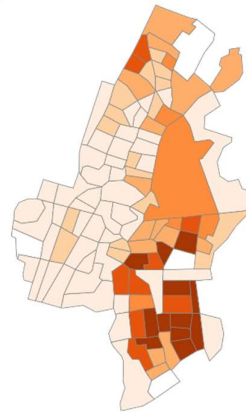
#### Overgewicht 2020

Per buurt in Haarlem



#### Ernstig overgewicht 2020

Per buurt in Haarlem

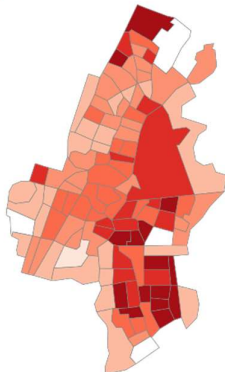


Bron: Gezondheidsmonitor Volwassenen en Ouderen 2020, CGD/en/CBS/RIVM (bewerking obv SMAAP-methodek, RIVM) Bron: Gezondheidsmonitor Volwassenen en Ouderen 2020, CGD/en/CBS/RIVM (bewerking obv SMAAP-methodek, RIVM)

Additionally, Schalkwijk is recognized as one of the less affluent regions of Haarlem, as shown in the figure below. Approximately 30 percent of the population in this neighborhood experience financial difficulties, struggling to make ends meet on a monthly basis.

#### Moeite met rondkomen 2020

Per buurt in Haarlem



Bron: Gezondheidsmonitor Volwassenen en Ouderen 2020, CGD/en/CBS/RIVM (bewerking obv SMAAP-methodek, RIVM)

Besides the high red numbers in terms of health and income, the shopping mall of Schalkwijk is also relevant for the question on what to do with young heritage since it's one of the most typical examples of an 70s mall. And besides there is a lot of vacancy, resulting in many empty store fronts and a decreasing number of visitors.



**Reflection**

At the outset of this graduation program, I lacked a comprehensive understanding of modern heritage, having been acquainted mainly with heritage associated with pre-modern structures such as castles and canal houses, and not with structures built after 1960. Consequently, grasping the authentic values of modern heritage proved to be a difficult task, one that I am still grappling with.

Furthermore, this course has encouraged me and my peers to pursue our respective interests, and my interest in architecture was piqued by my earlier studios in the master, which focused on public buildings. Consequently, I sought to investigate public functions within shopping malls, specifically sports and arts facilities. However, this initial approach was too broad, and it raised questions like: what are public functions? is it for everyone? why art as well and what is art? Why would it benefit a shopping mall? Thus, I redirected my focus toward narrowing my subject matter, drawing inspiration from sources highlighting the health challenges facing Dutch citizens, with particular emphasis on the younger generation. As such, my research aims to combine the concerns regarding sports facilities for the younger generation and the preservation of next-generation heritage.

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