

LIFE BETWEEN STORES

P5 PRESENTATION



Isabella Mortensen // 4616367

22-06-2023

Studio: Adapting 20th century Heritage: The Modern Mall

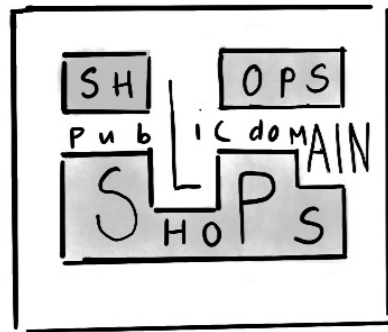


2016: Jaar na vertrek V&D: 'De gezelligheid is verdwenen'
Year after V&D departure: 'The cosiness is gone'



(Van den Bergh, 2015)

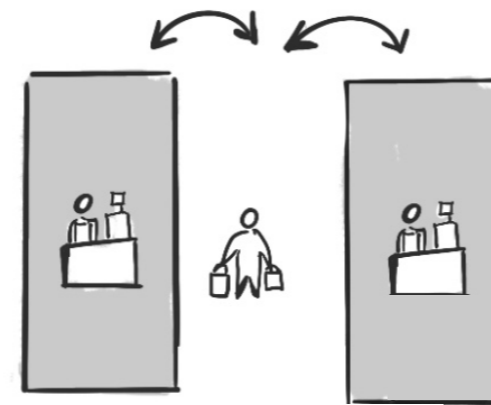
Public spaces in Dutch malls



Public domain



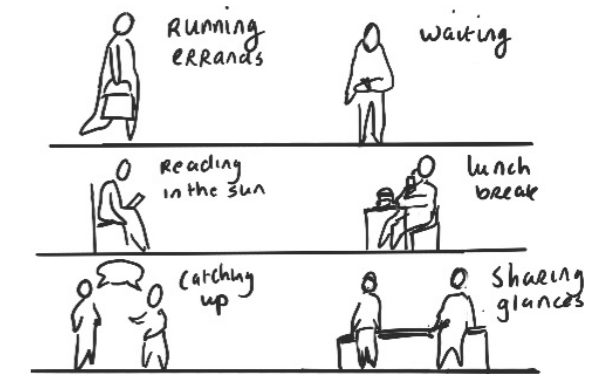
Inbetween spaces



Interaction retailer & shopper



Pedestrian traffic - 5 km/h



Various activities

Value of public areas

Social
value



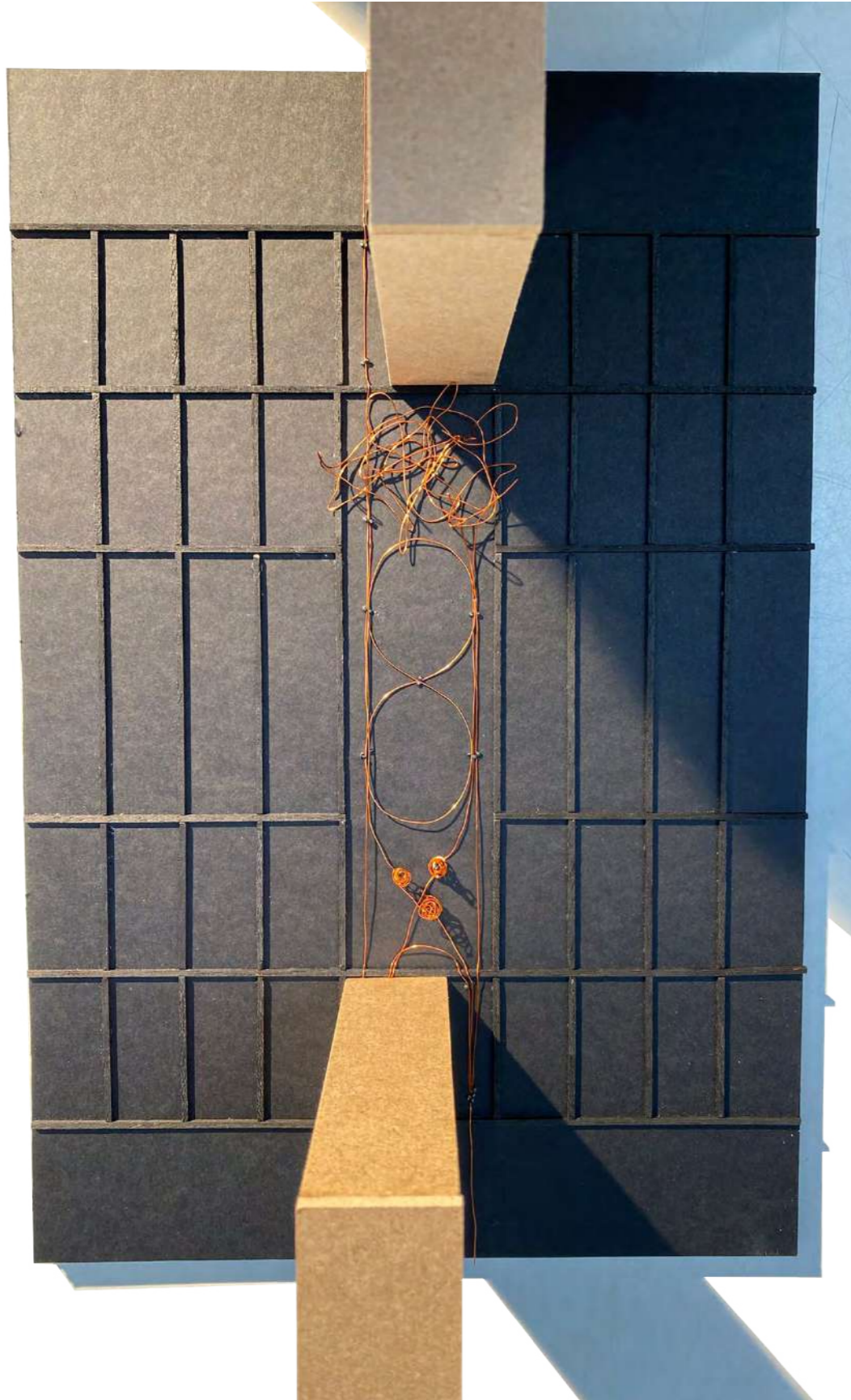
Economic
value



The High Line, New York

(Baan, n.d.)

Essence - Winkelzentrum Leyweg



(Ganz, 2022)



Winkelcentrum Leyweg, 1963



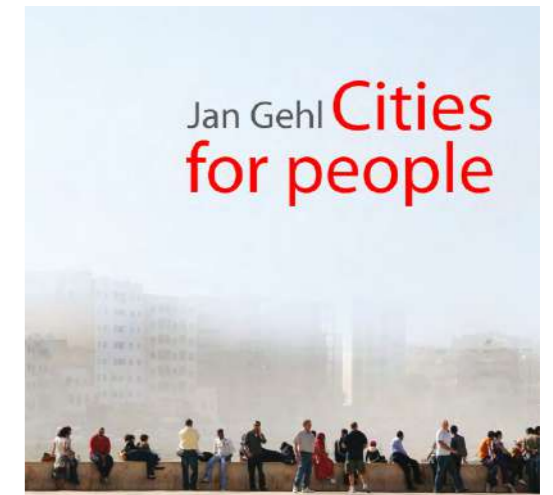
Winkelcentrum Leyweg, 2022

Research question

How can the **quality of public spaces** in Dutch post-war shopping malls be improved by urban and architectural interventions?

What makes a great space?

According to Jan Gehl



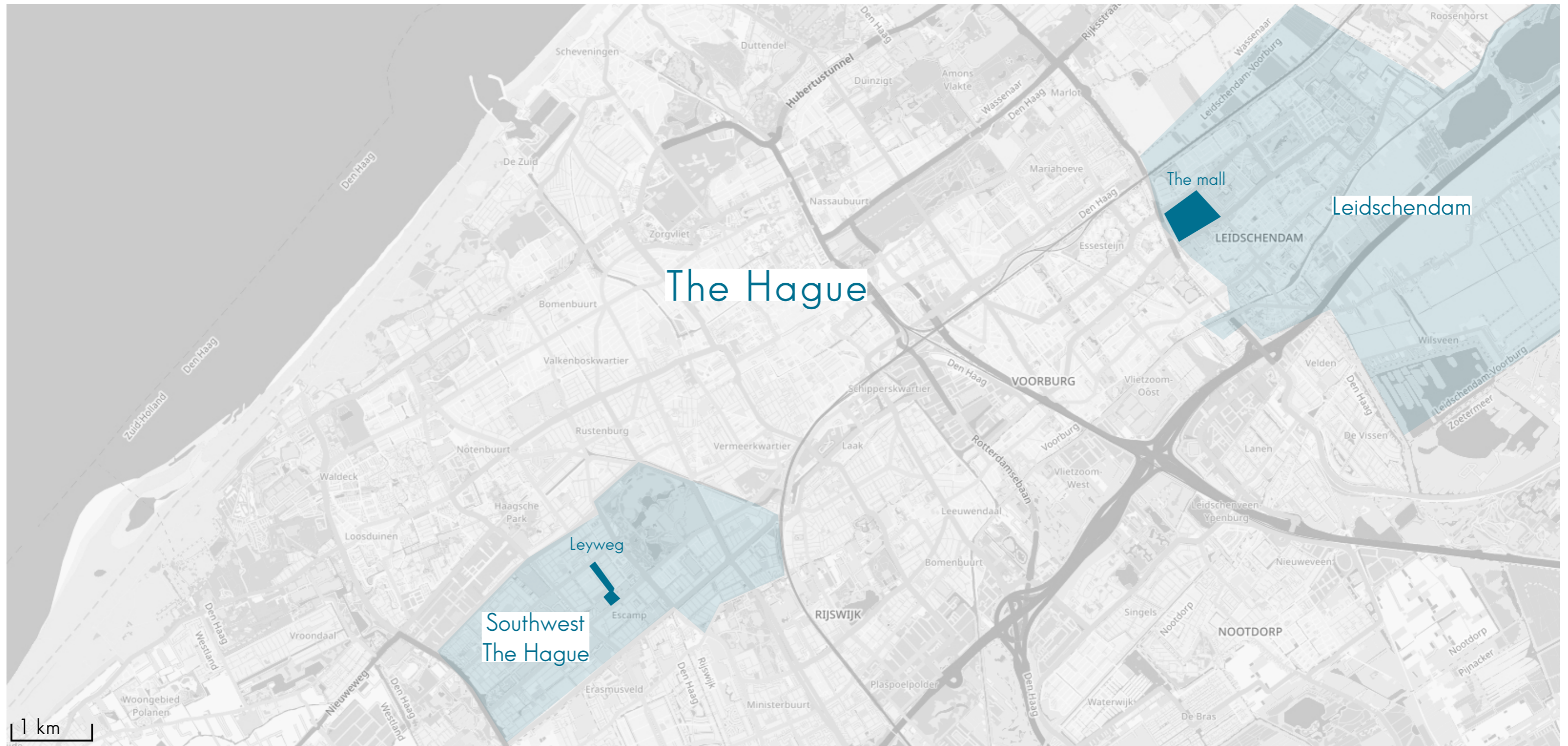
(Gehl, Gemzoe, Kirknaes, Sondergaard, 2009).

Protection		Comfort				Delight	
1.	2.	3.	4.	5.	6.	7.	8.
Traffic	Security	Walk	Sit/stay	Talk/see/listen	Play/exercise	Climate	Aesthetic

↑
Hard to observe, is more subjective

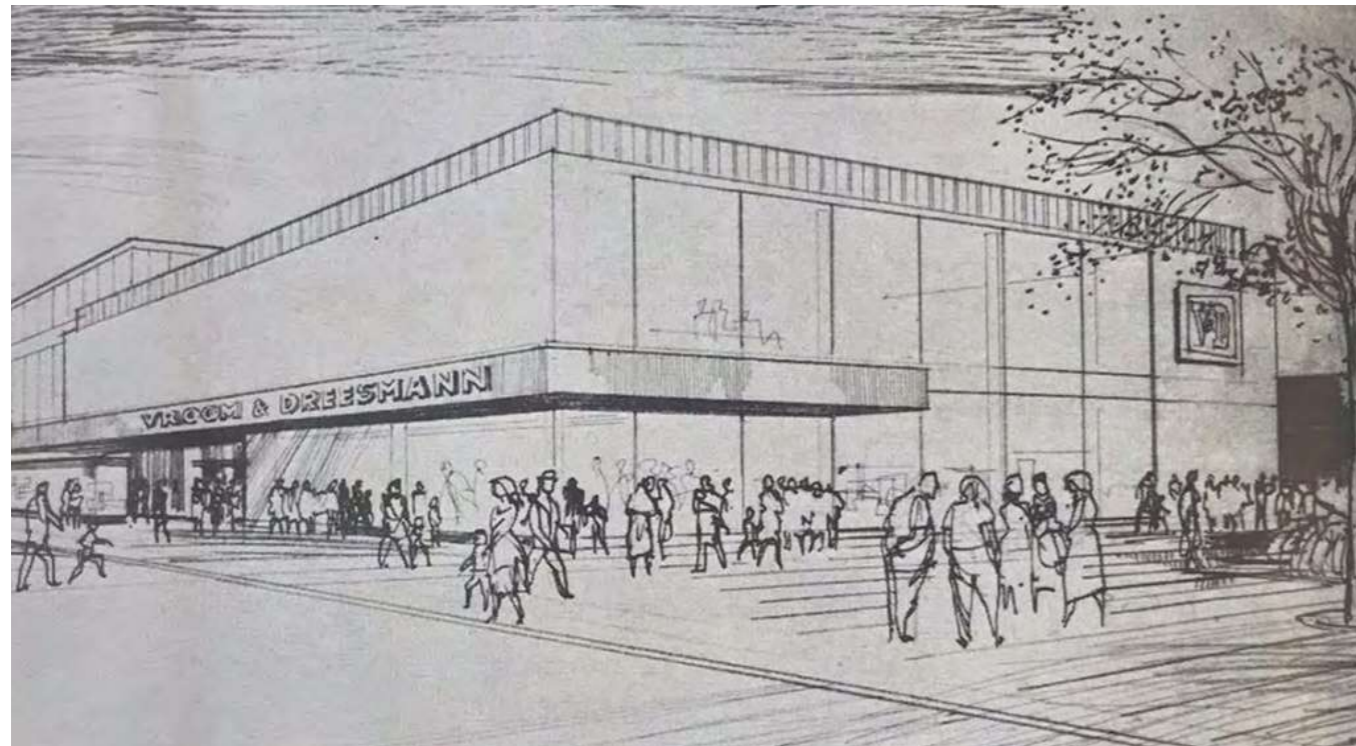
Case studies

Location shopping centres



The concepts of both malls

Winkelcentrum Leyweg



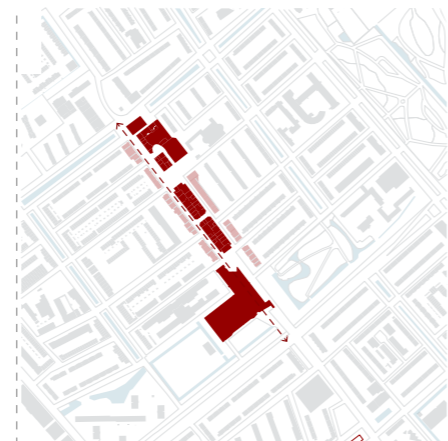
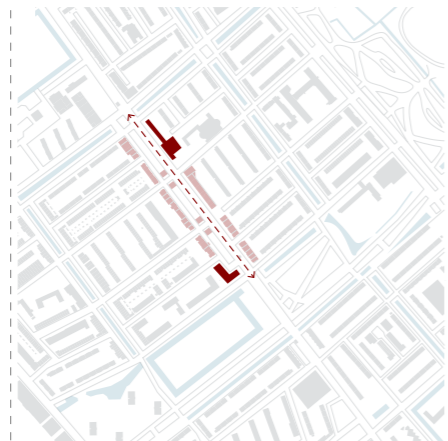
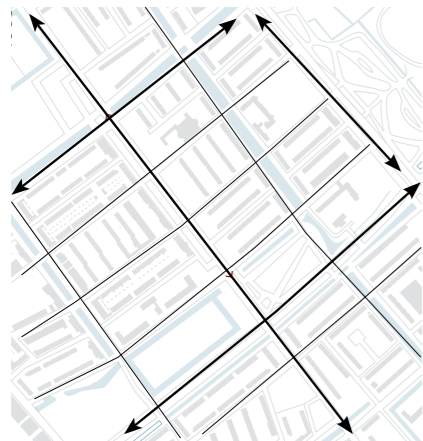
"Leidsenhage" (Westfield Mall of the Netherlands)



1955

1965

2003

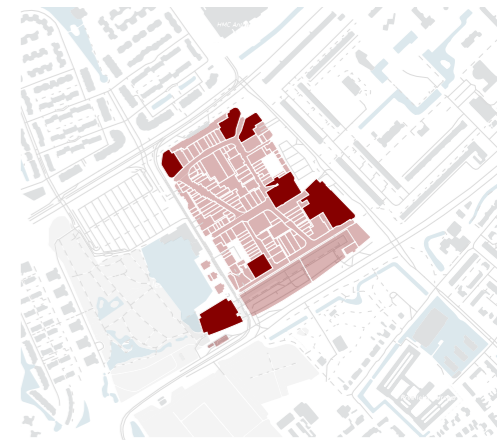
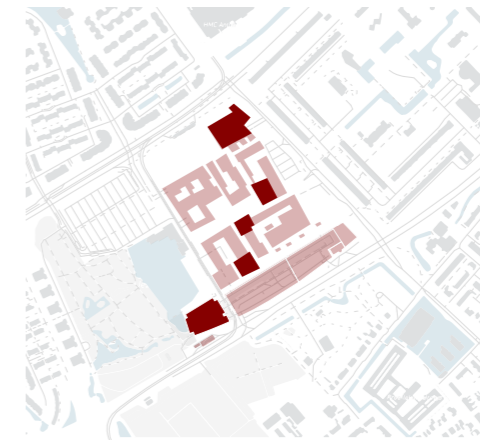
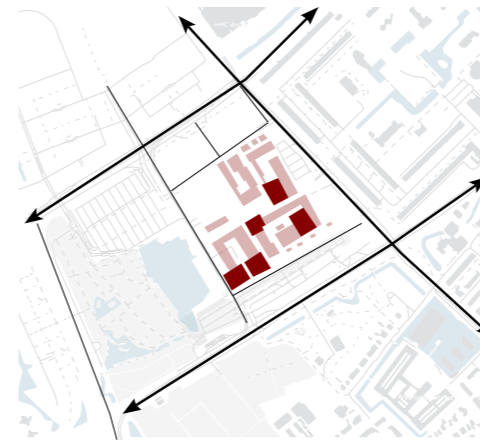


Based on Dudoks urban plan from 1948

1972

2016

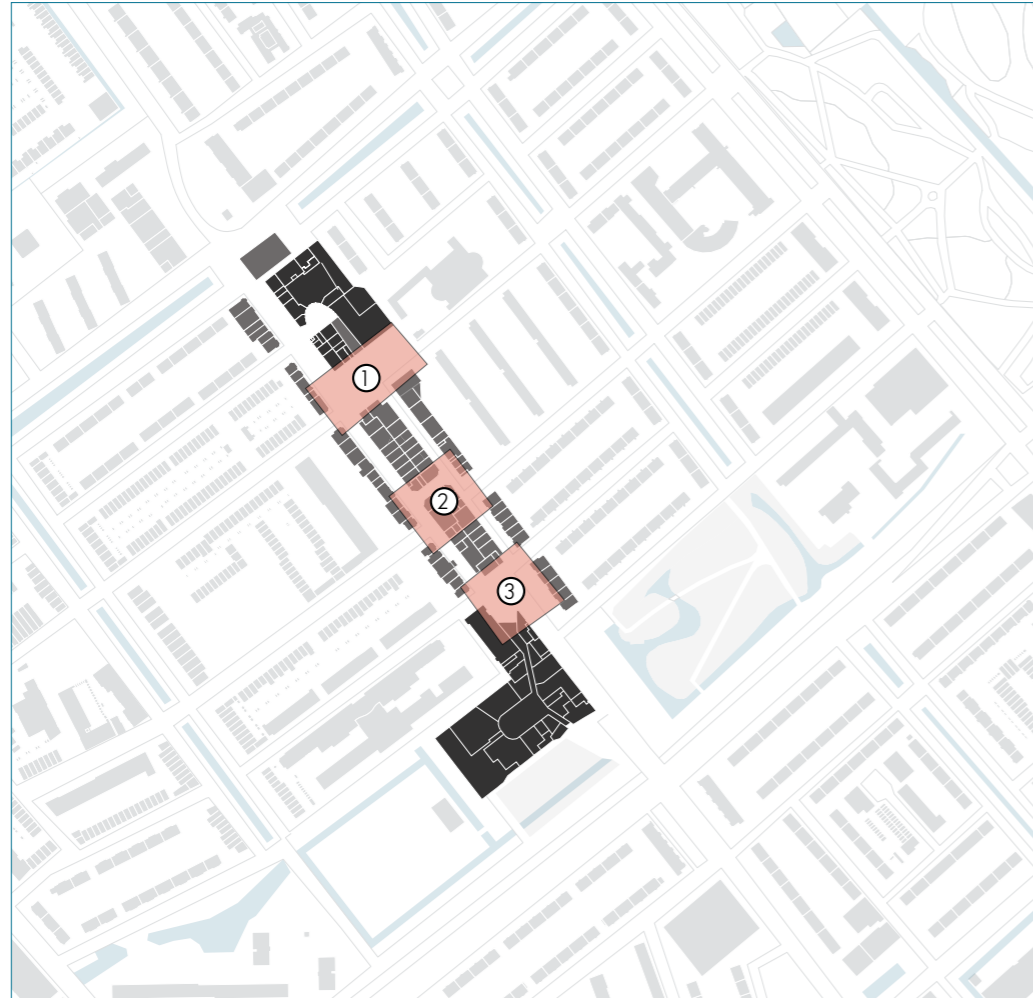
2022



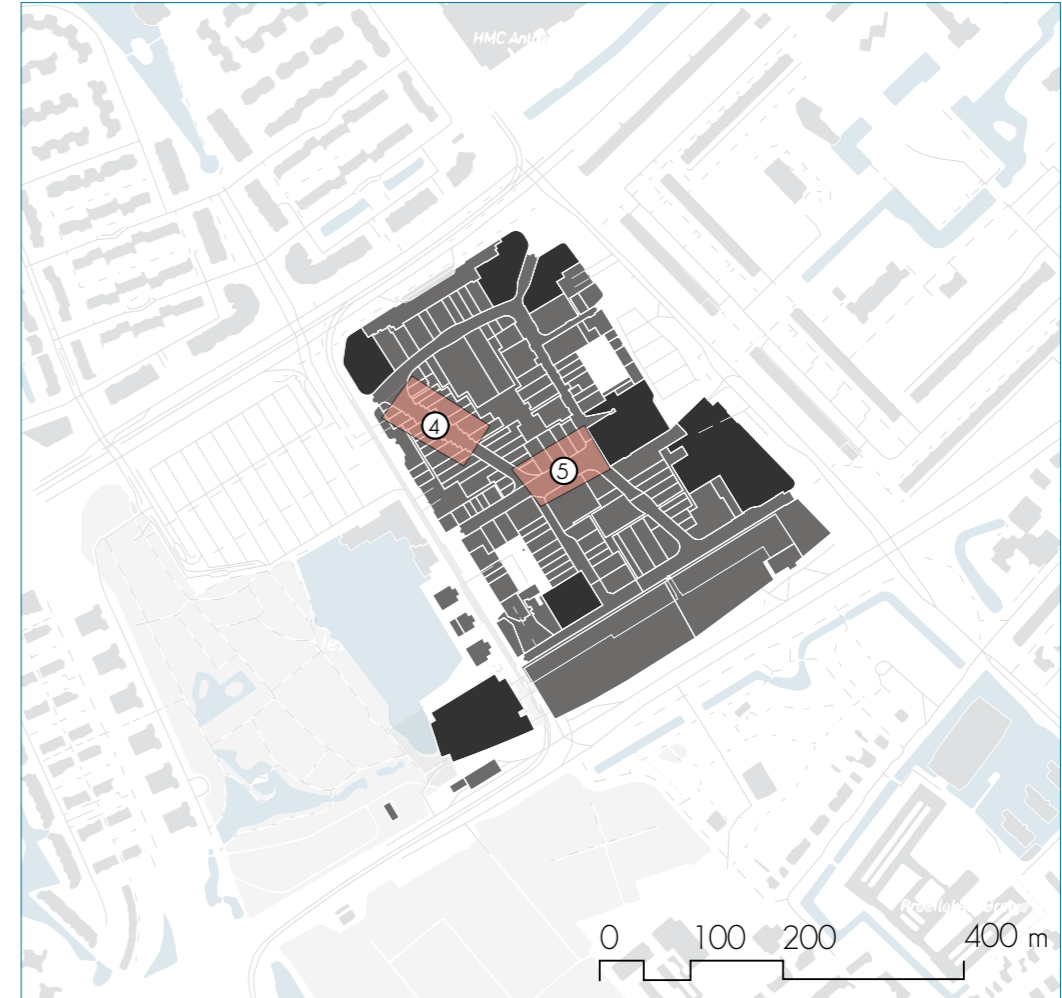
0 100 200 400 m

Locations of public spaces

Winkelcentrum Leyweg



“Leidsenhage” (Westfield Mall of the Netherlands)



1. North square



2. Middle street



3. South square

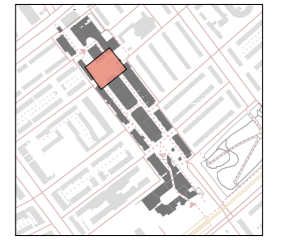


4. The Gallery (Kornoelje)



5. Main square (Berkenhove)

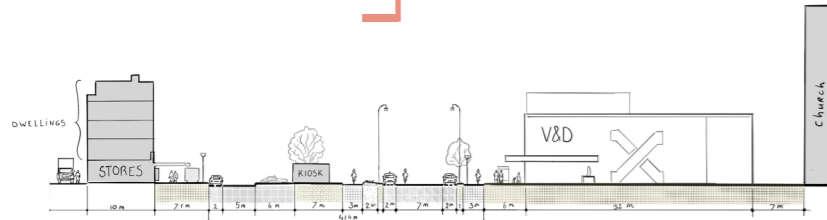
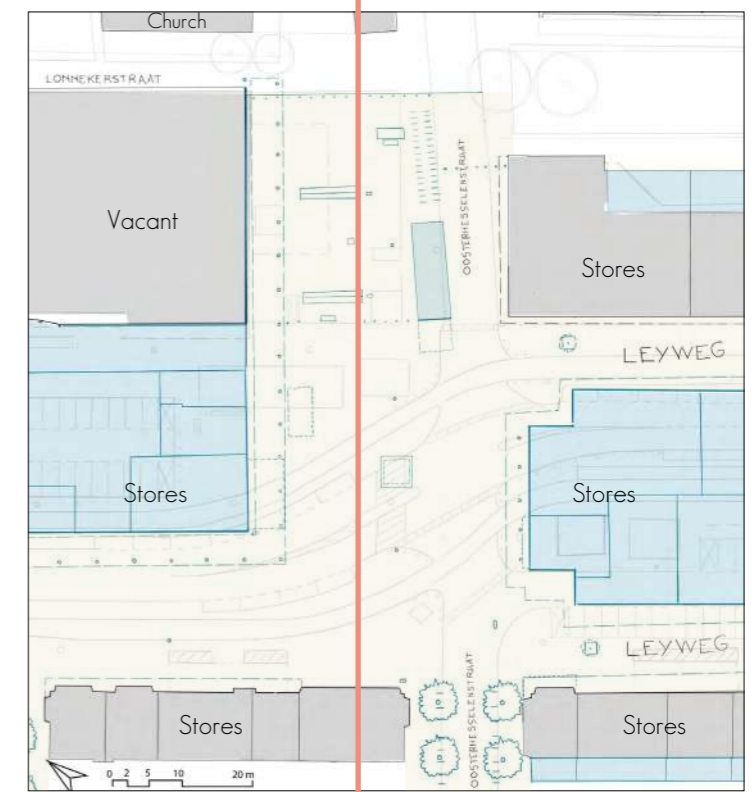
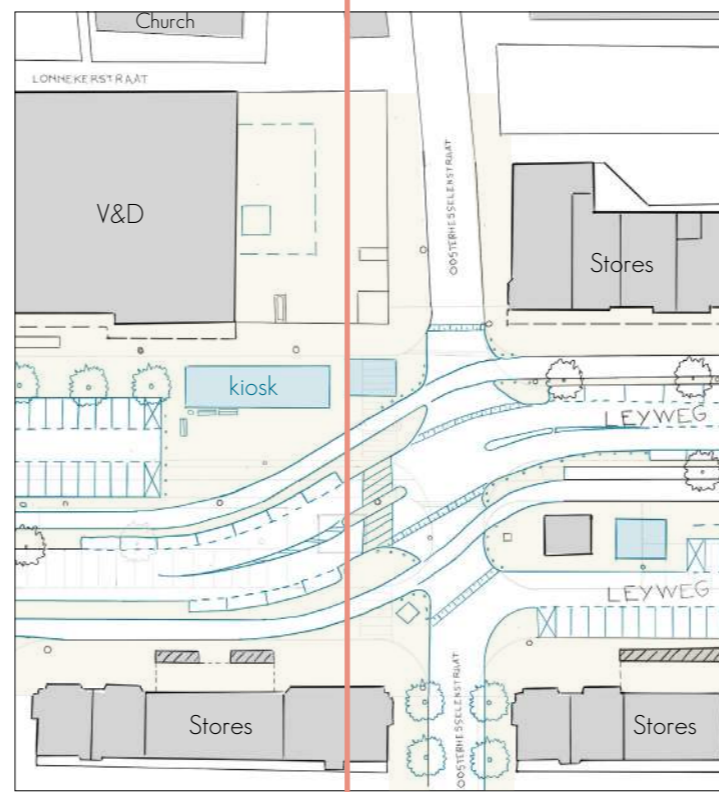
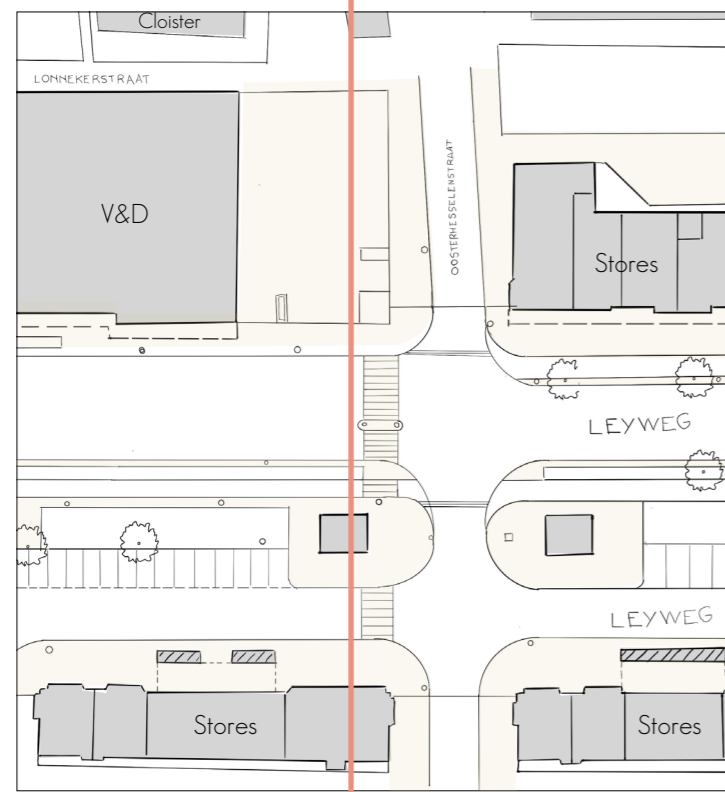
Interventions Leyweg - north square



1965

1985

2003



(Meyer, 1960)



(Molenaar, 1996)



(Vermeij, 2007)

Linking the interventions to the methodology of Gehl

Leyweg

1965



1985



2003



Leidsenhage / The Mall

1972



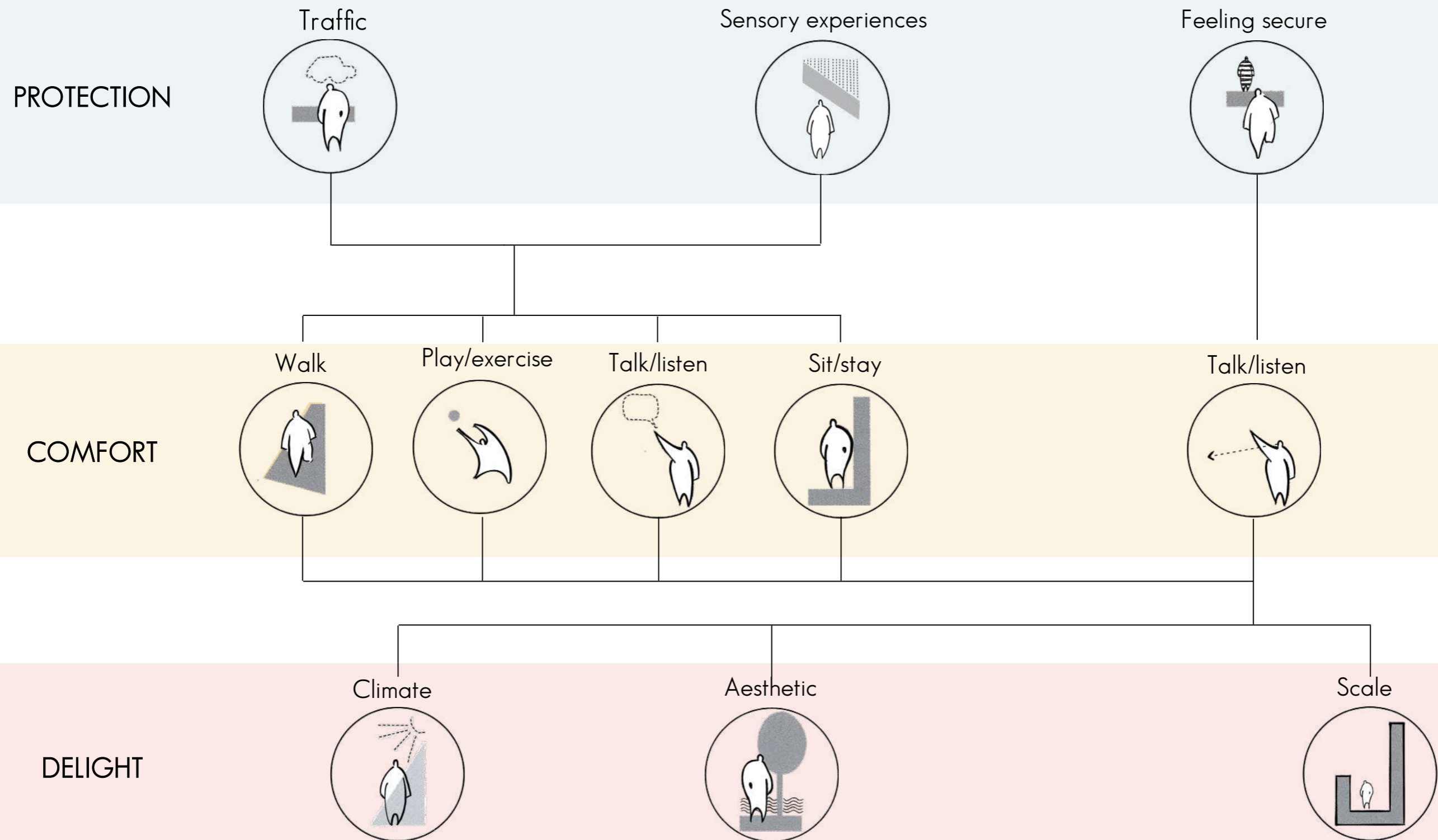
2016



2022



Interrelated quality criteria



Interrelated quality criteria

PROTECTION

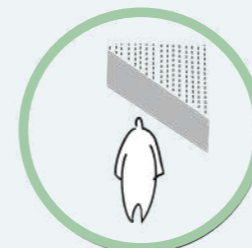
Traffic



Leyweg, 1963



Sensory experiences



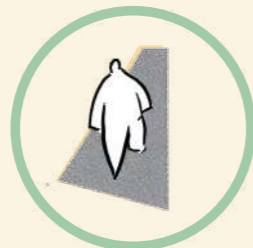
Feeling secure



Leyweg, 1964



Walk



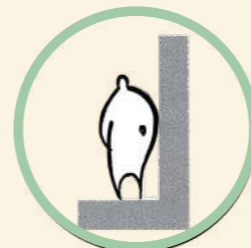
Play/exercise



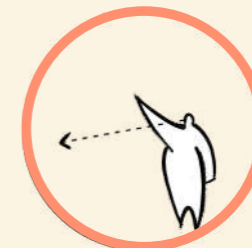
Talk/listen



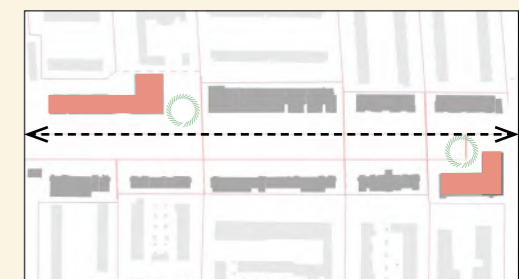
Sit/stay



Talk/listen



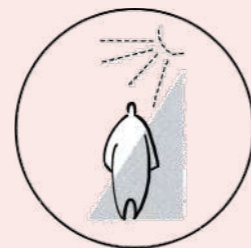
Leyweg, 1960



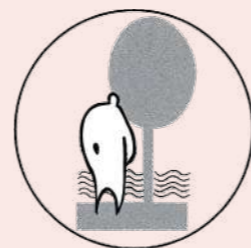
Leidsenhage, 1972



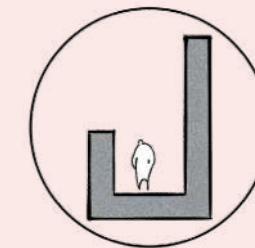
Climate



Aesthetic

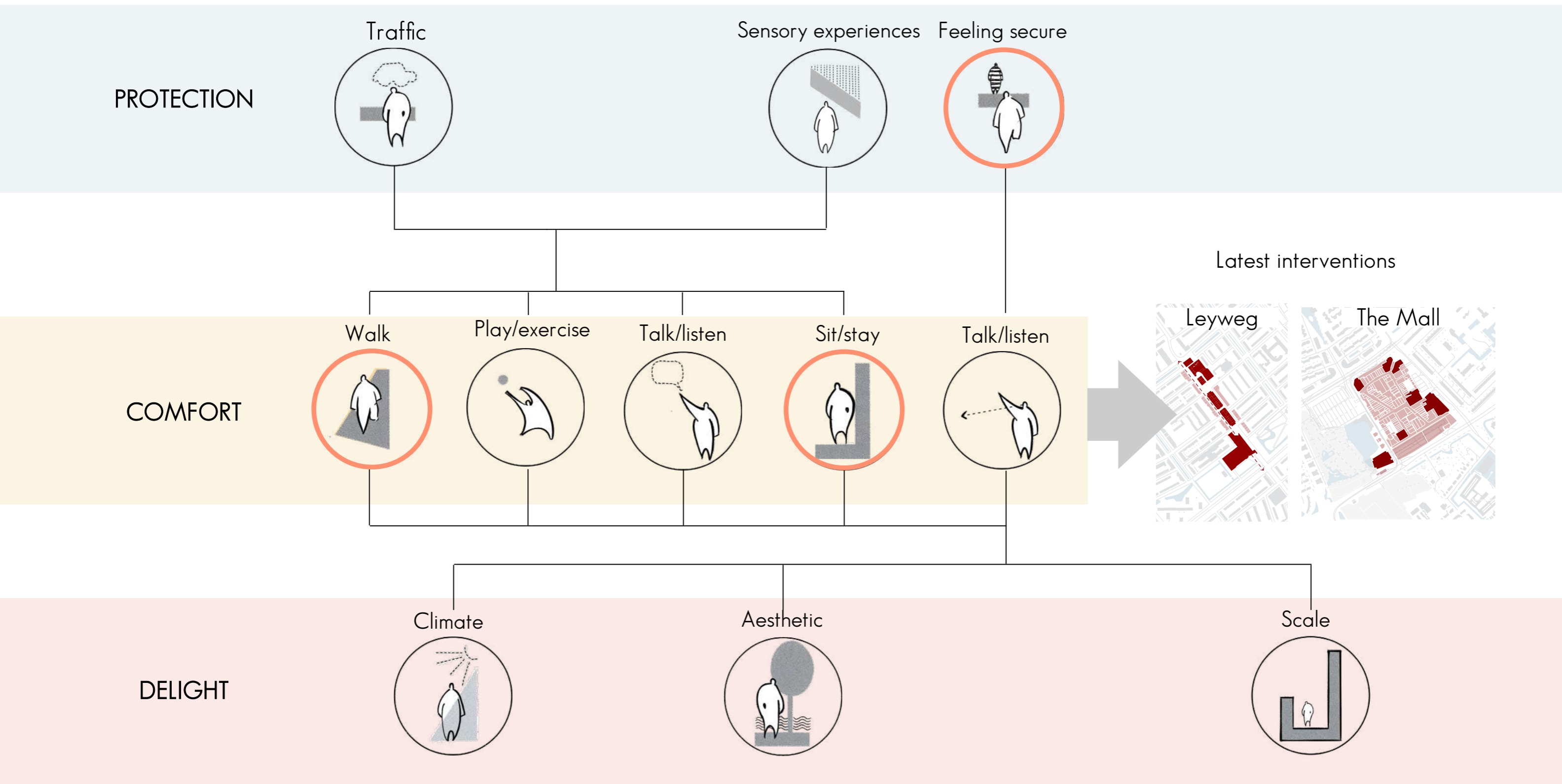


Scale

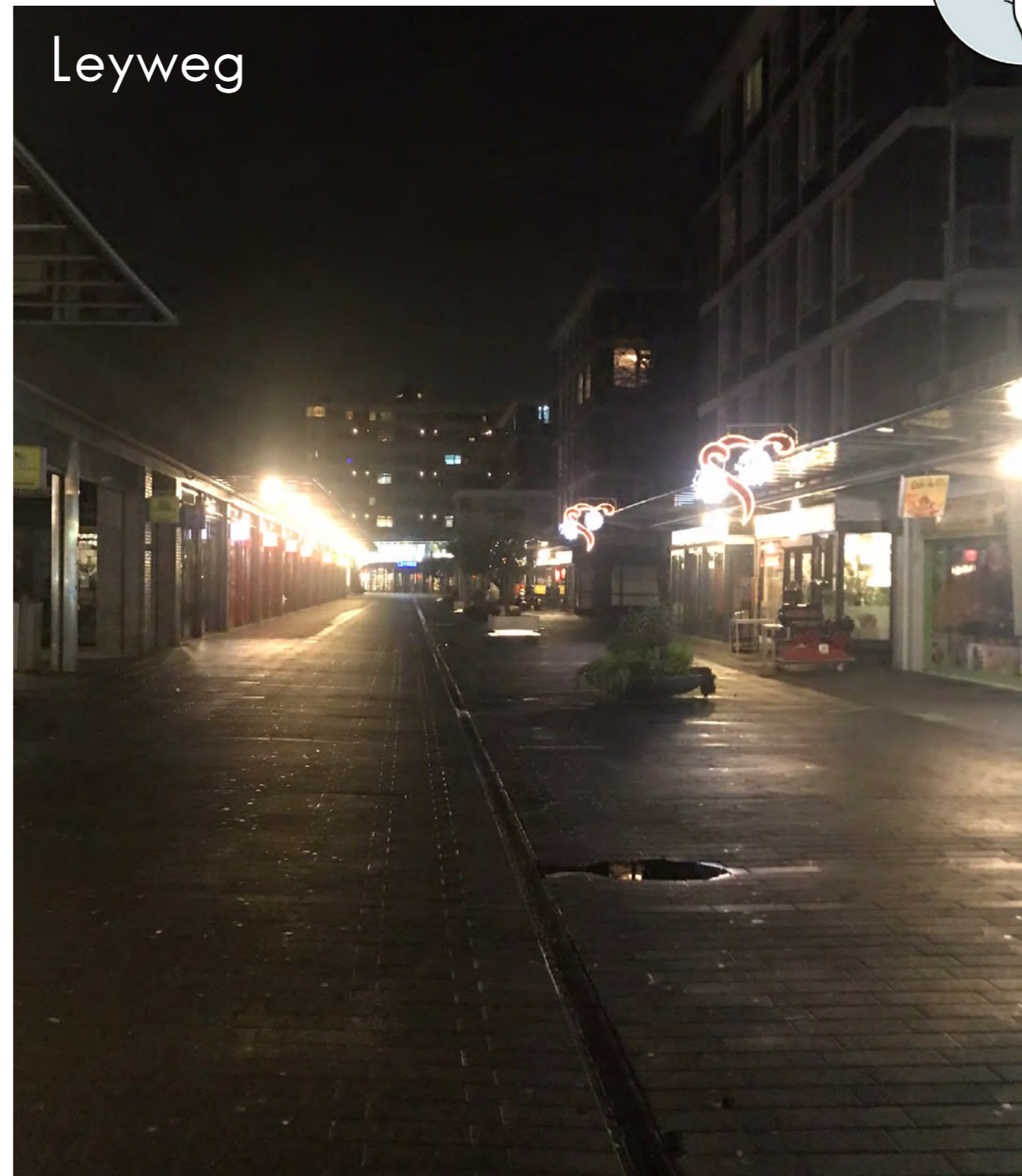
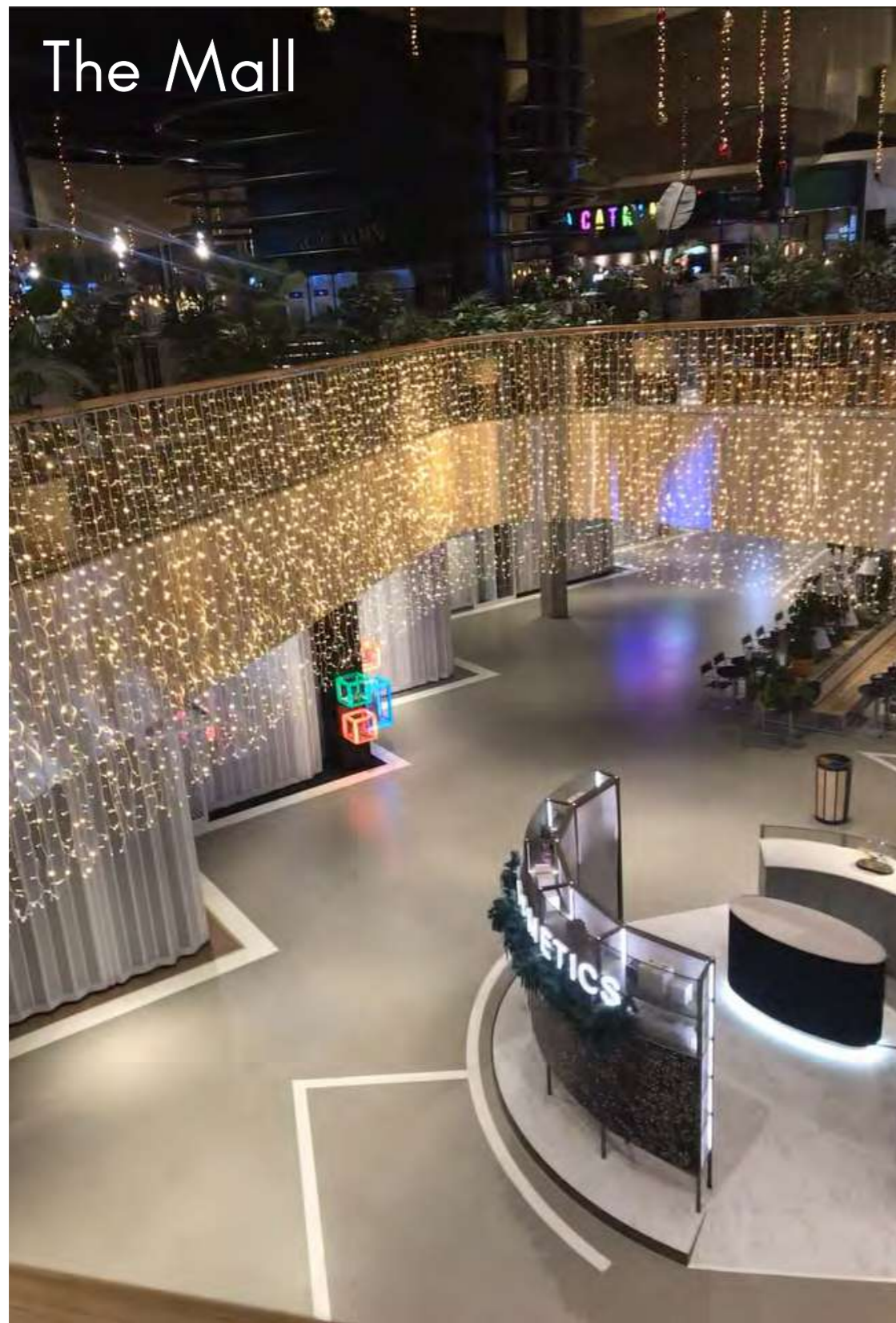


DELIGHT

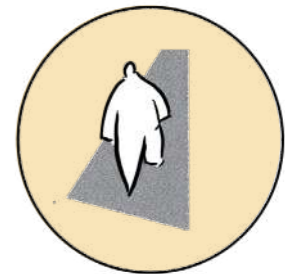
Testing the quality through observations



Feeling secure?



Where do people walk?

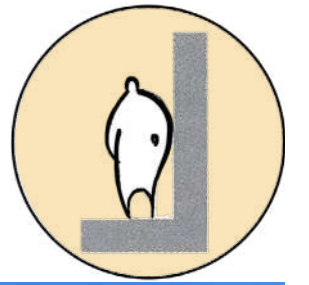


The Mall



Leyweg

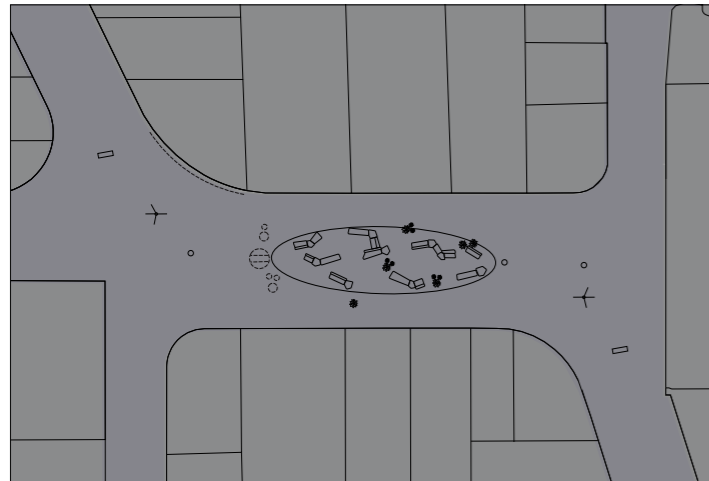
Where to sit?



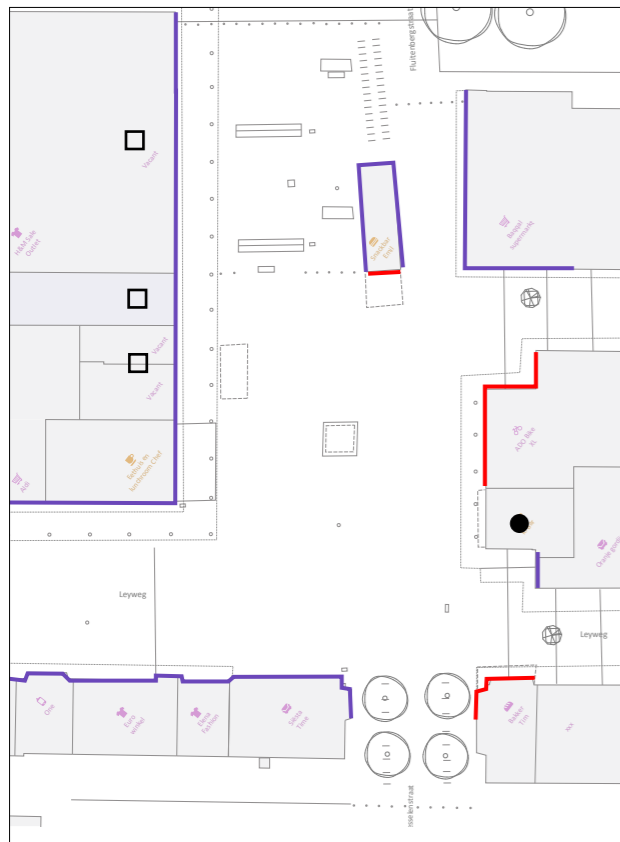
Observing the criteria



Security



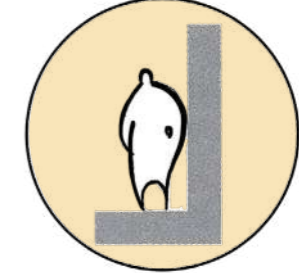
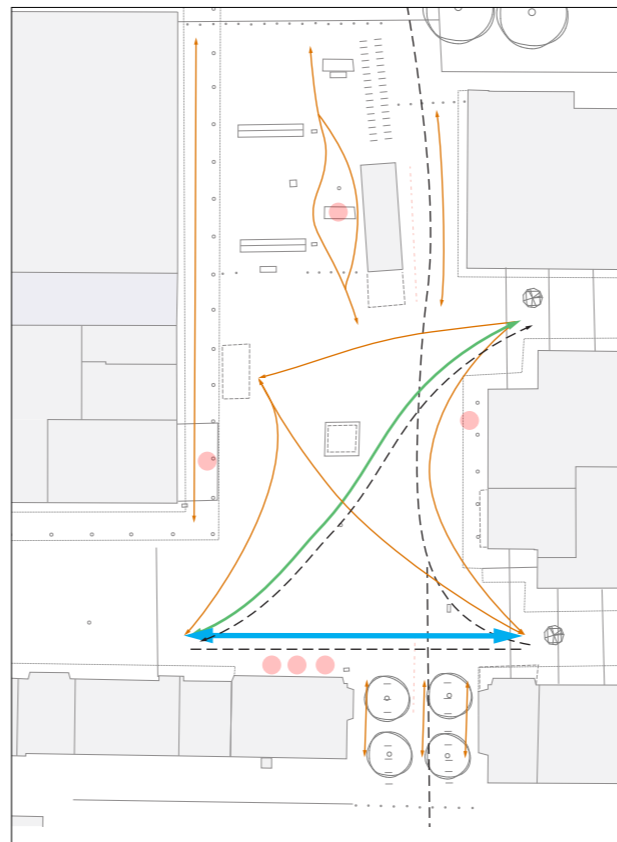
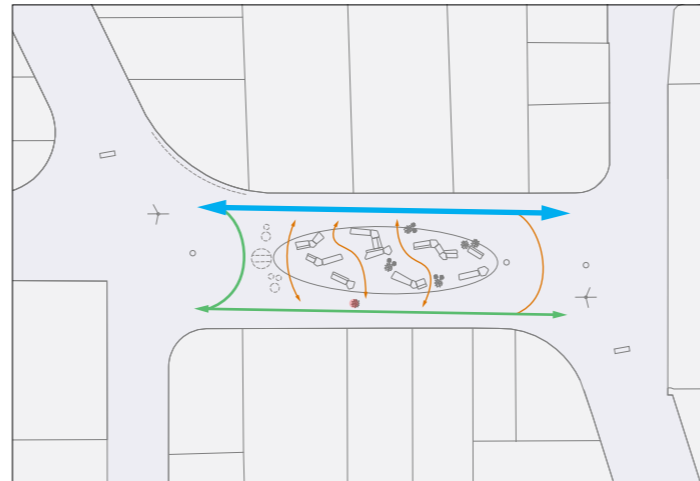
A Central square, The Mall



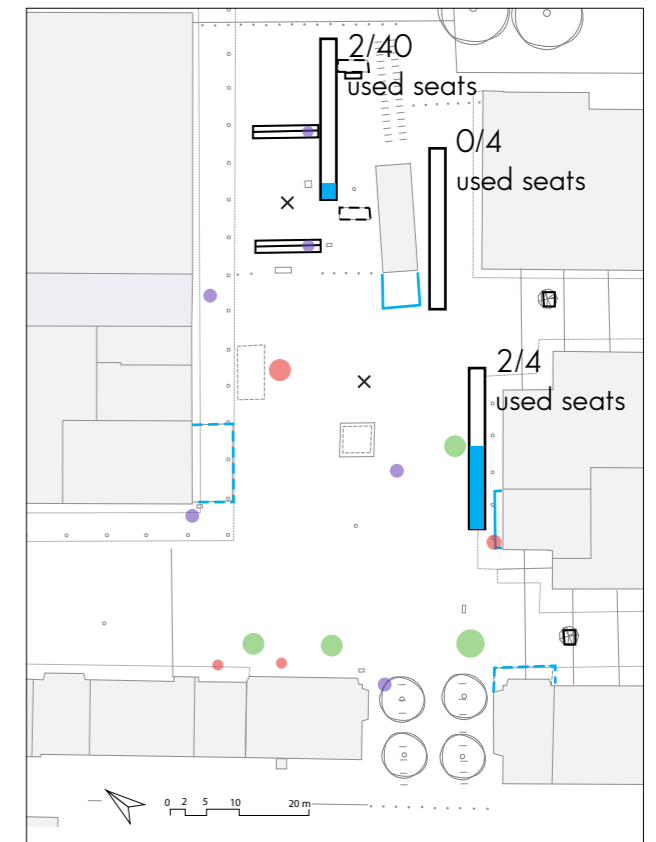
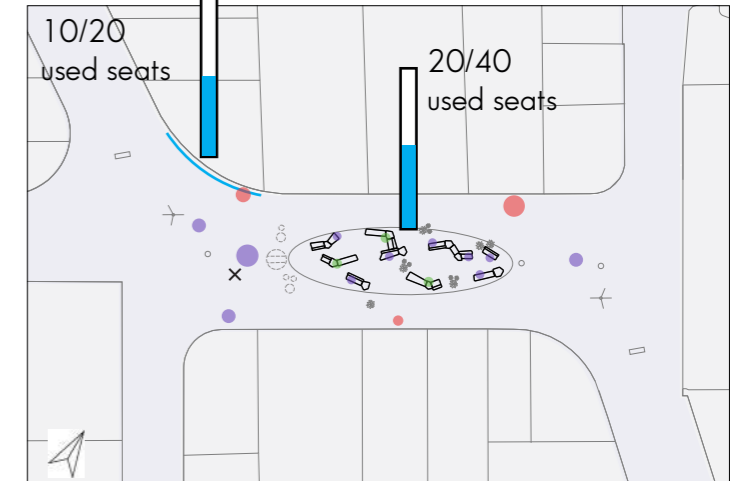
C. North square, Leyweg



Walk

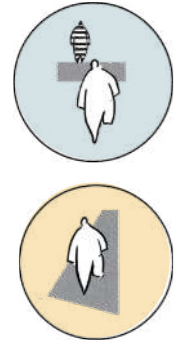


Sit/stay



Challenges Leyweg

Affecting the quality of the public spaces



Insufficient overlap of functions



Recommendations

Based on interventions and the comparisons

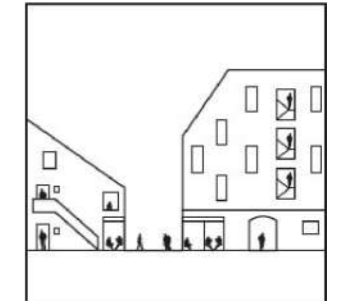
Overlap between day and night functions



Design principles

Base for the design concept

Concentrated and walkable



(Sim, 2019)

Challenges Leyweg

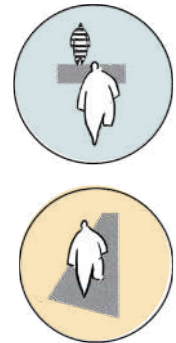
Affecting the quality of the public spaces

Recommendations

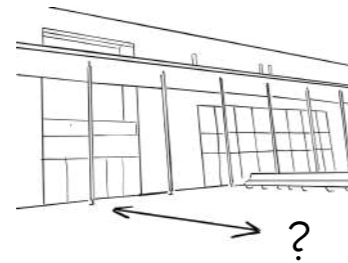
Based on interventions and the comparisons

Design principles

Base for the design concept



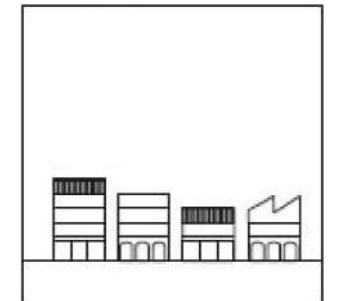
Vacant or dark facades without interaction the streets and squares



“Pergola showcases”, lit & open shopwindows, housing upper floors



Layering of functions with an active public ground floor



(Sim, 2019)

Challenges Leyweg

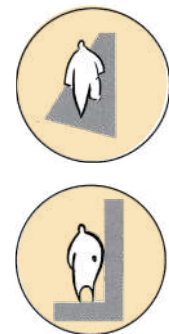
Affecting the quality of the public spaces

Recommendations

Based on interventions and the comparisons

Design principles

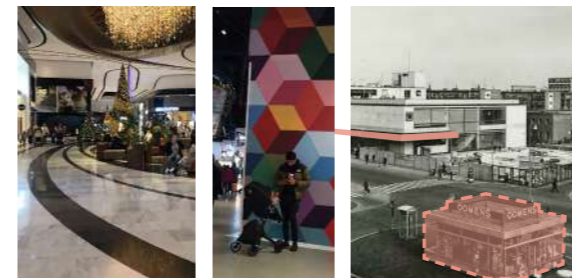
Base for the design concept



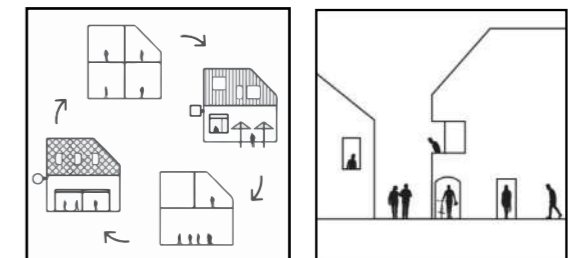
Lack of human scale: large squares without activity



Smaller dimensions of spaces or eyecatchers and zoning for places to walk, stop and rest



Human scale & flexibility



(Sim, 2019)

Challenges Leyweg

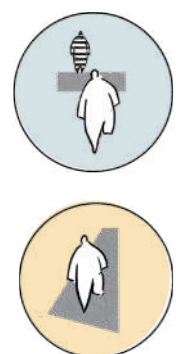
Affecting the quality of the public spaces

Recommendations

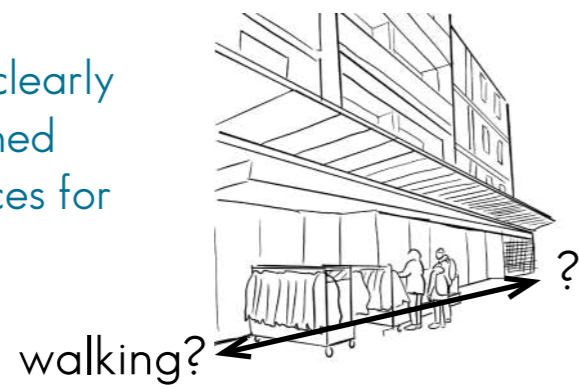
Based on interventions and the comparisons

Design principles

Base for the design concept



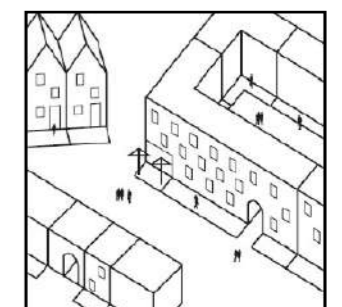
No clearly defined spaces for use



A hierarchy of identifiable territories with clarity of public and private



Sense of control and identity

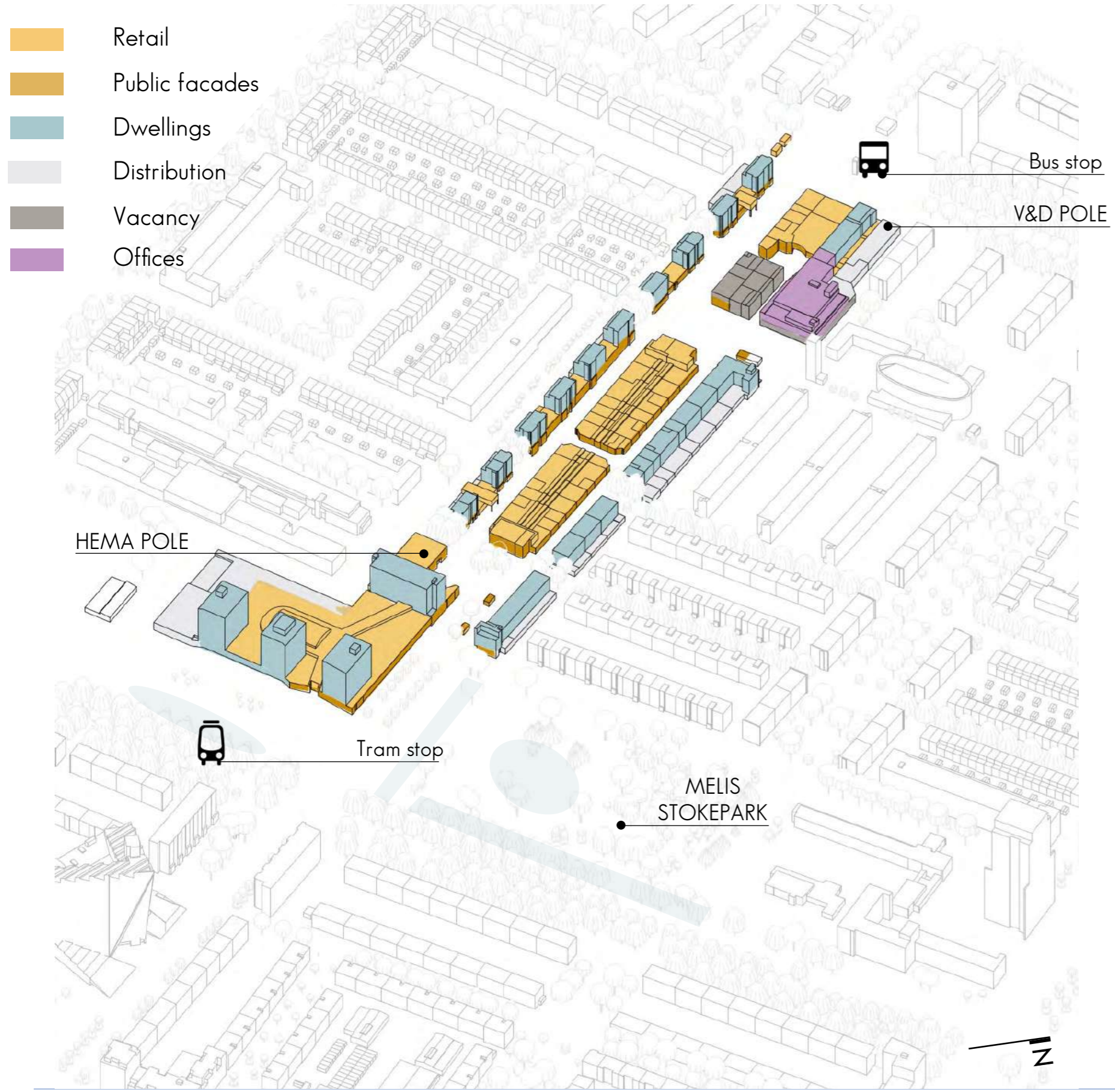


(Sim, 2019)

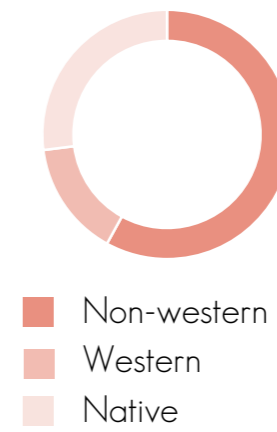
Design goal

Reactivating Winkelcentrum Leyweg through an urban and architectural design to support the everyday life of its users.

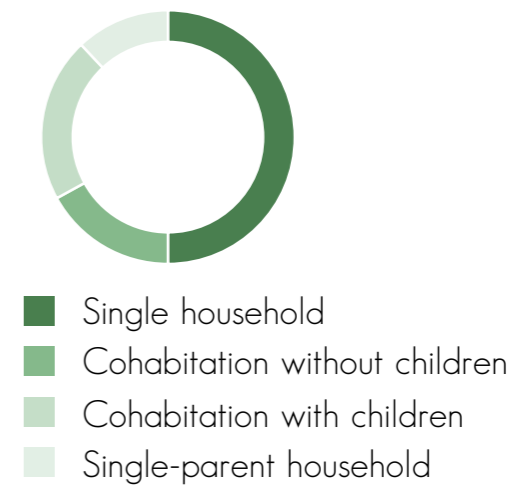
Existing situation



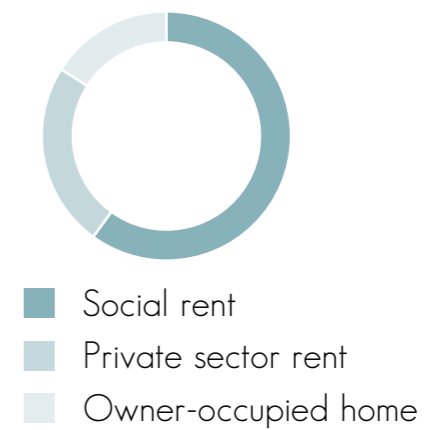
BACKGROUND



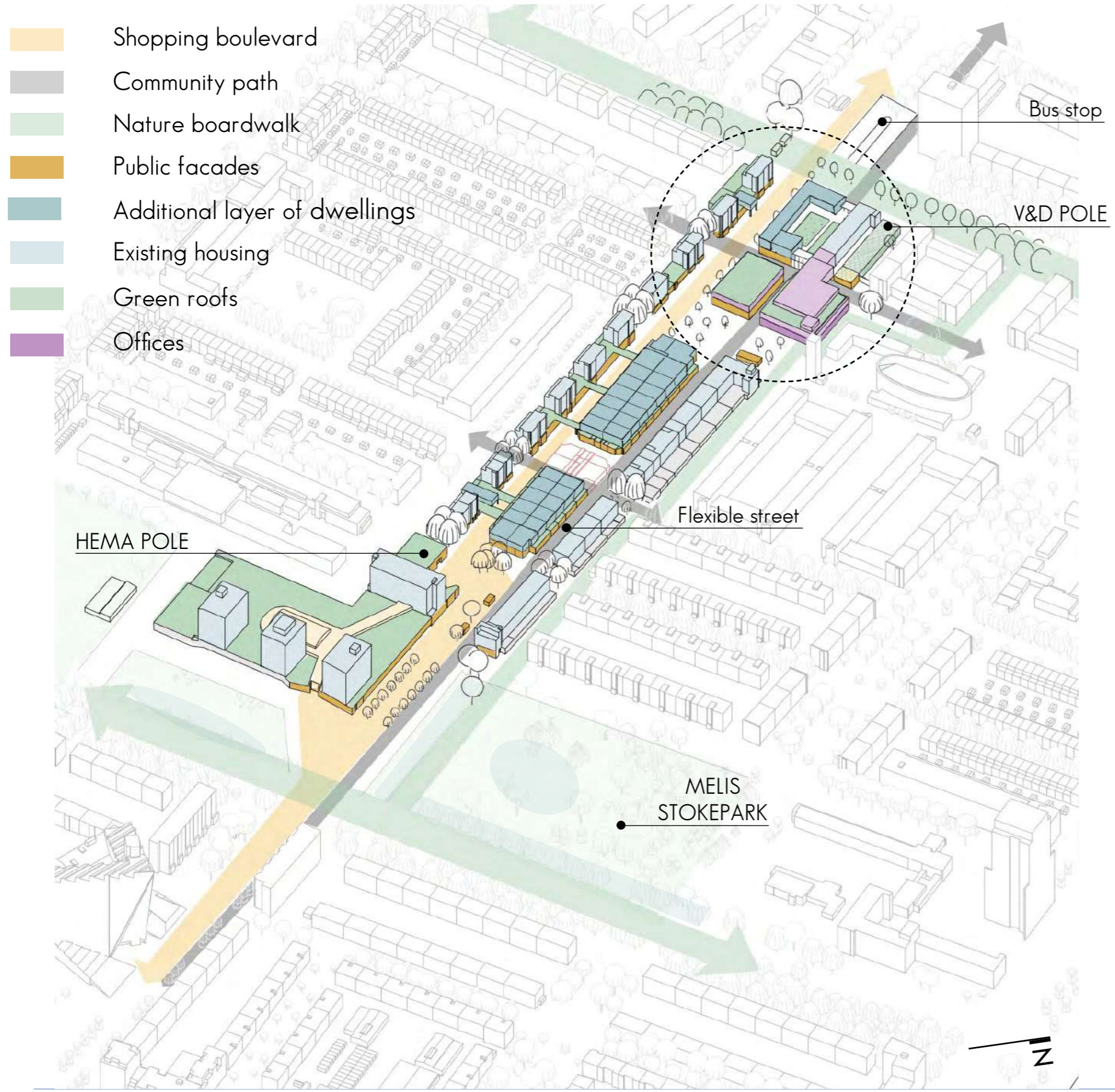
COMPOSITION HOUSEHOLDS



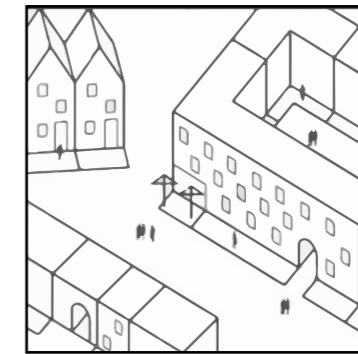
HOUSING TYPES



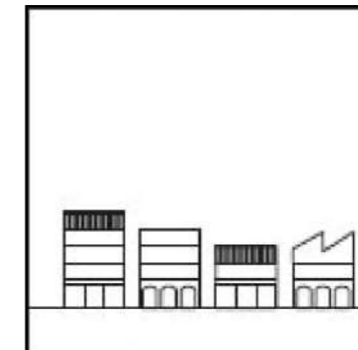
Leyweg - part of the city



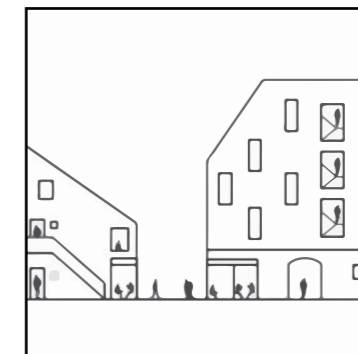
Sense of control



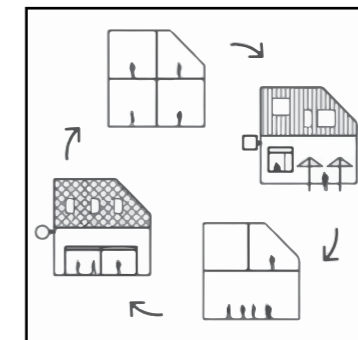
Layering



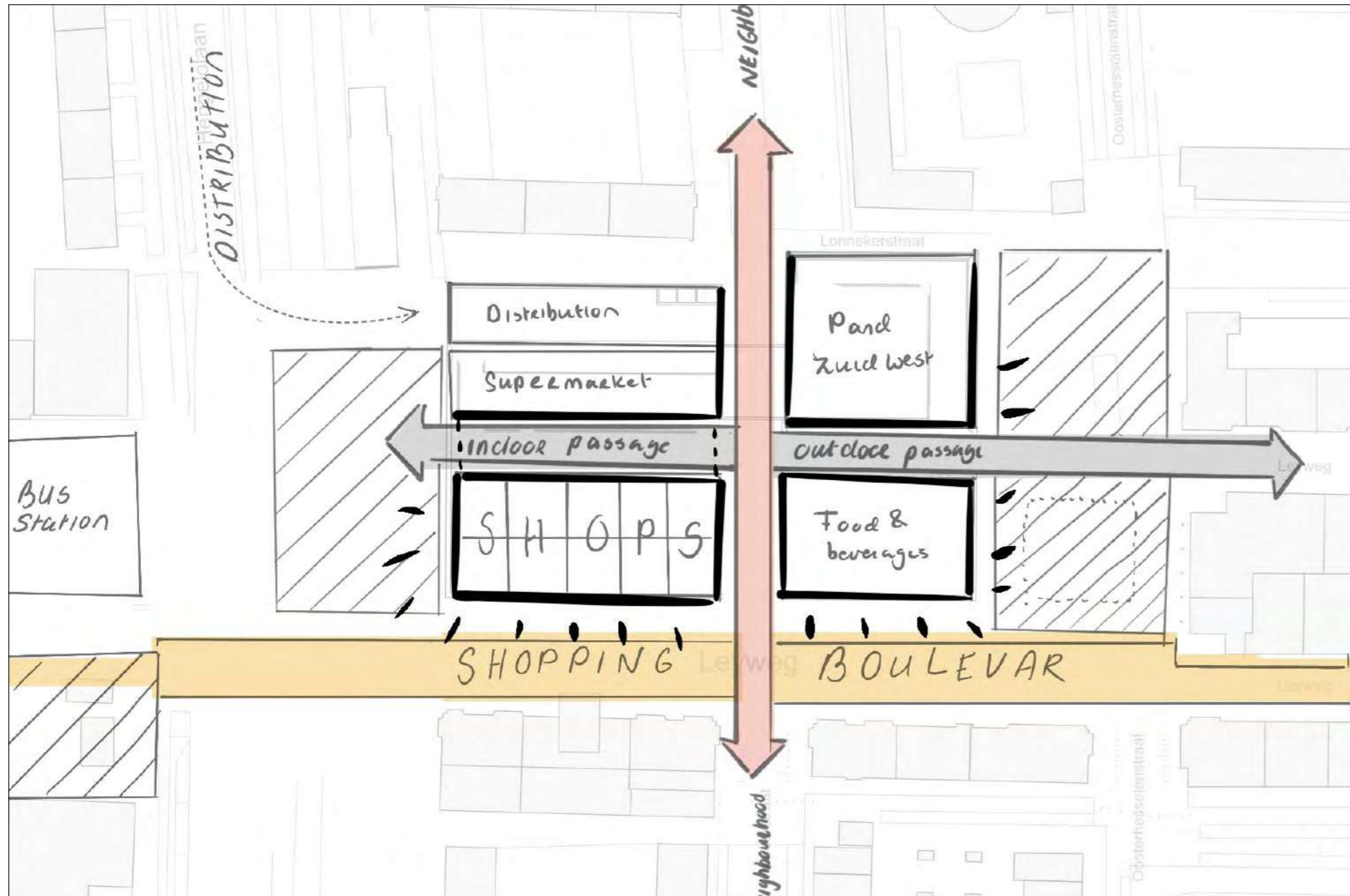
Walkability



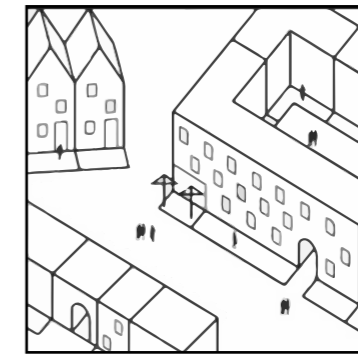
Flexibility



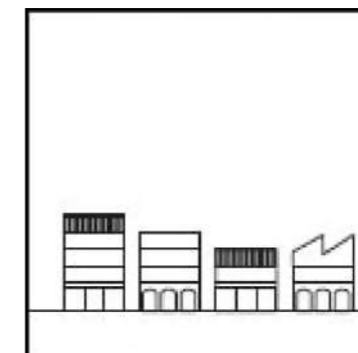
New ensemble concept



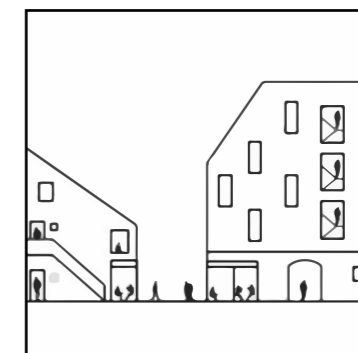
Sense of control



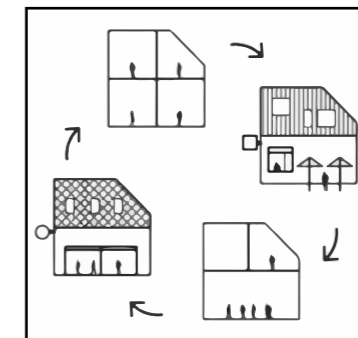
Layering



Walkability

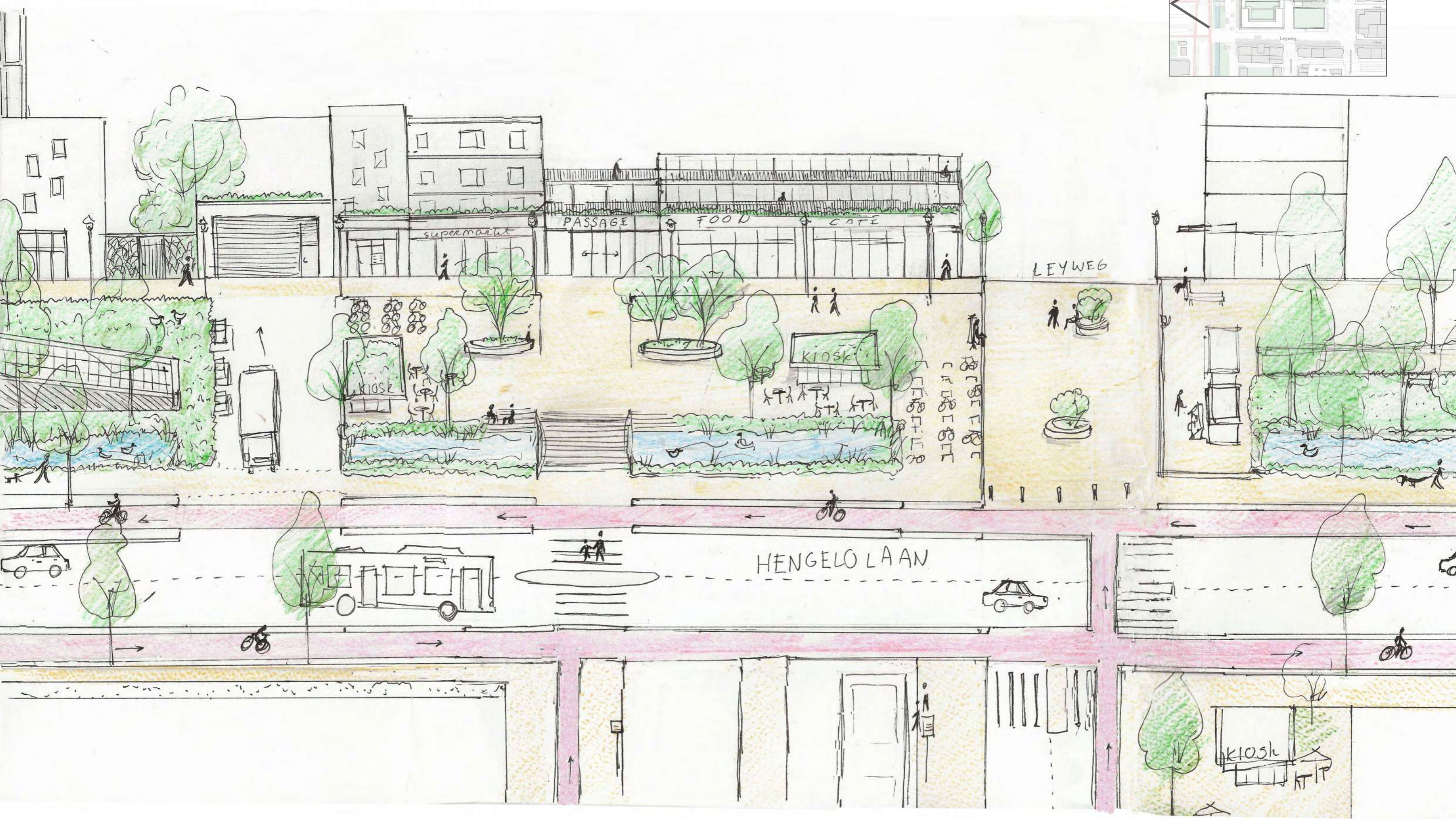


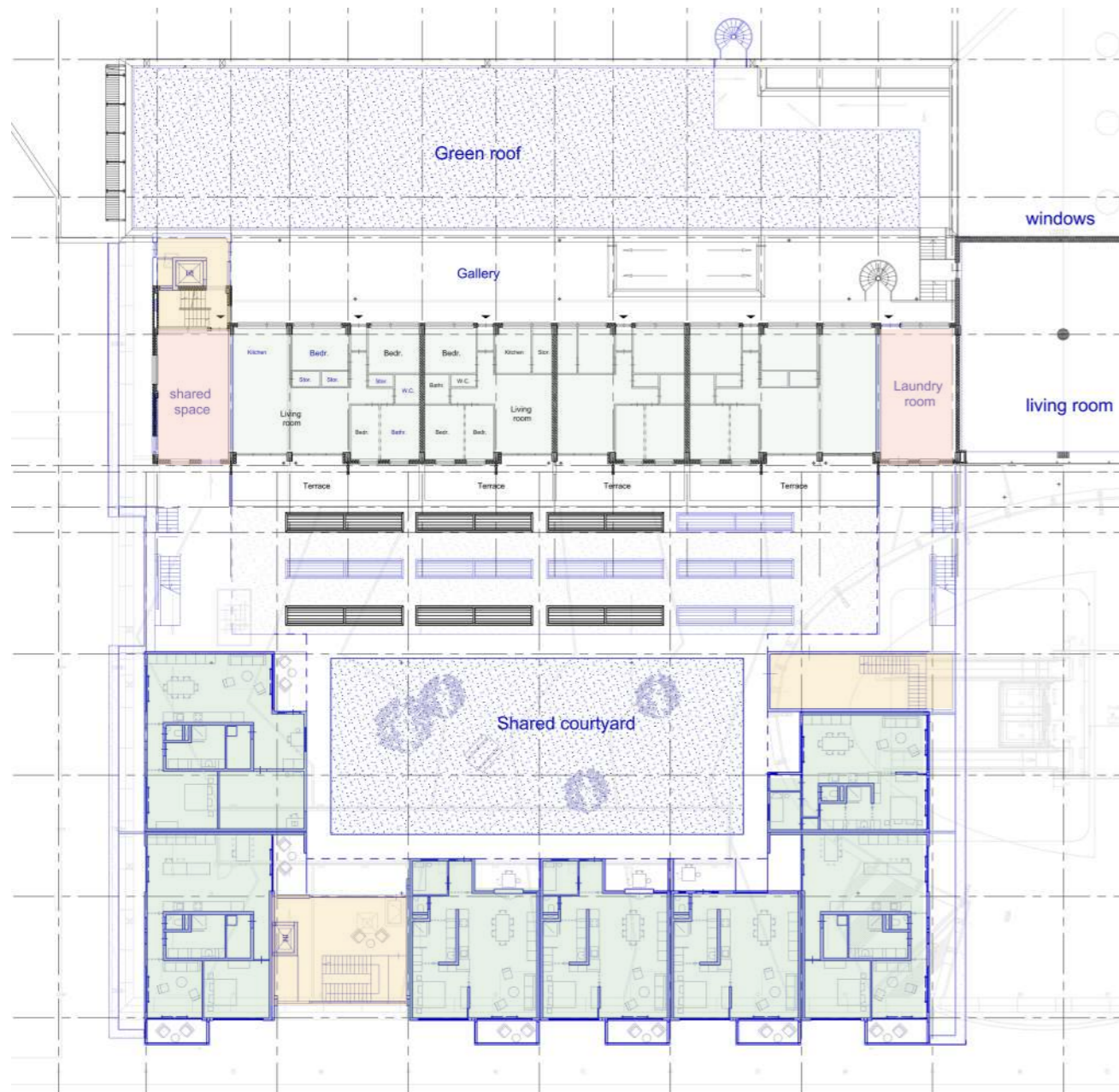
Flexibility



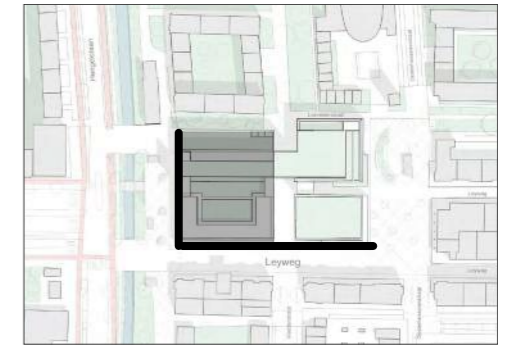
“bus square” - north entrance of the Leyweg



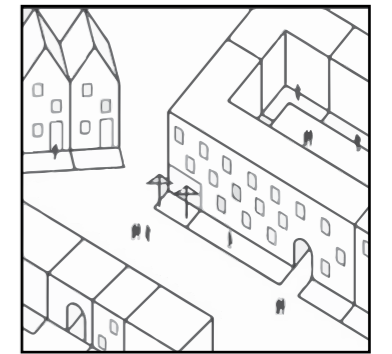




- Commercial
- Circulation point
- Dwellings
- Shared spaces



Sense of control



Tatami homes



LEYWEG

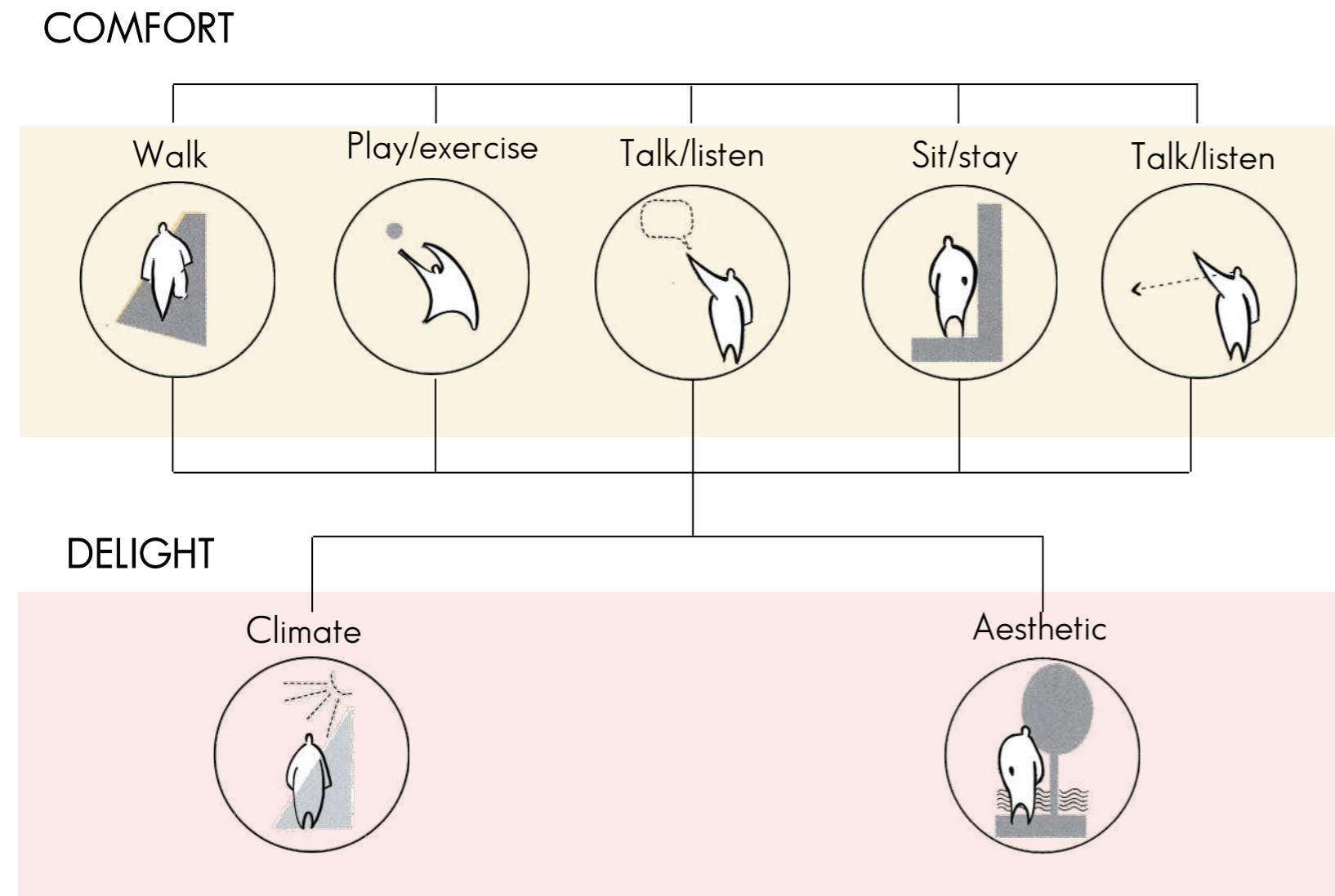


Market square



Living with the weather

Integrating natural elements in the daily use



A canopy of trees as a natural shade and the perfect place to play a game of chess in Berne, Switzerland



Enjoying the weather at the river banks in Århus, Denmark

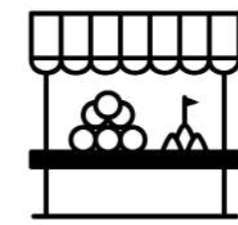
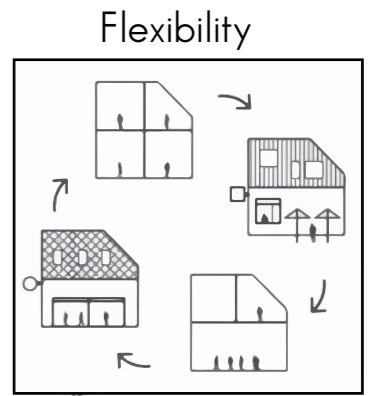
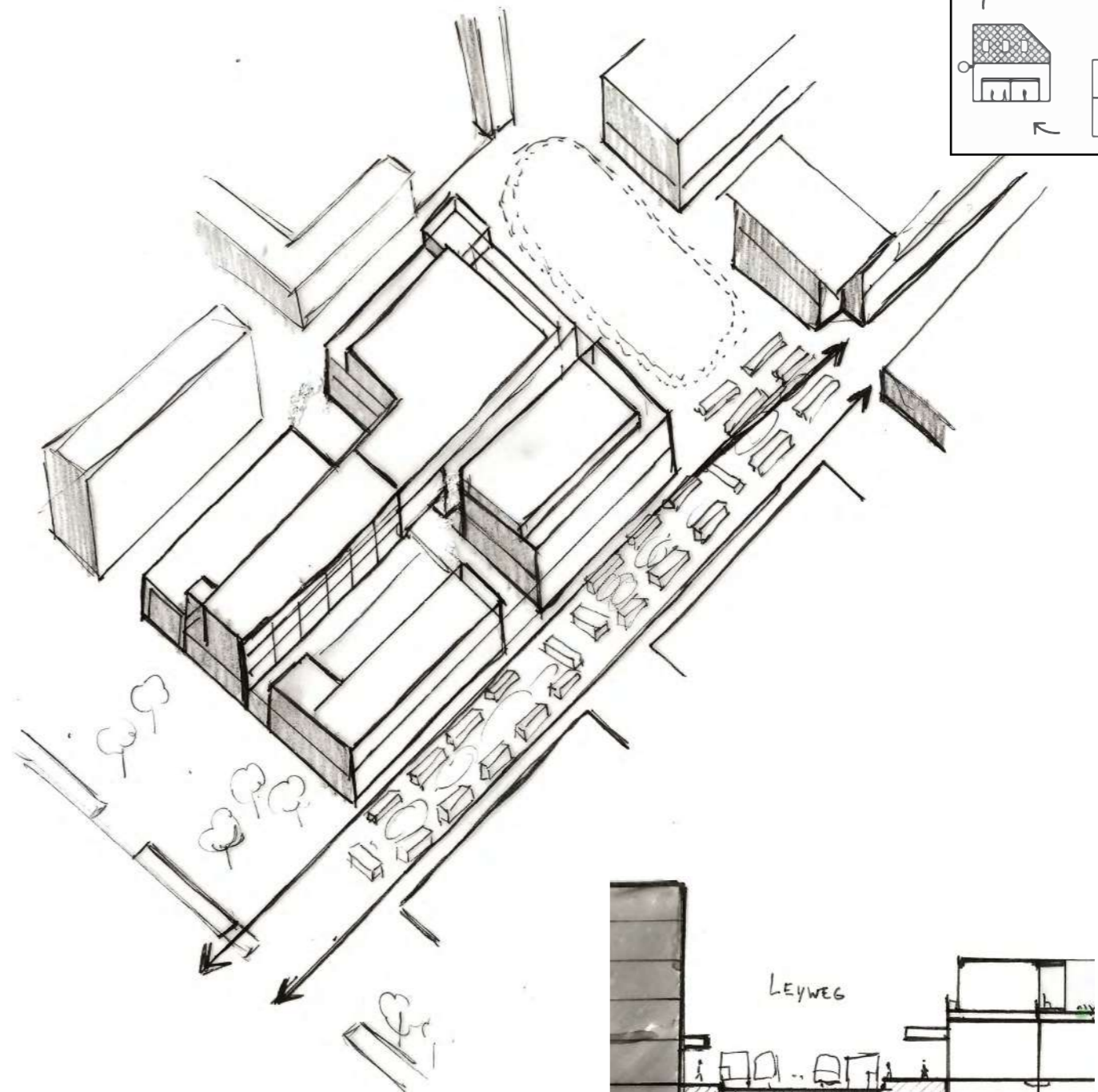
Flexible use of the public space



(Molenaar, 1984)



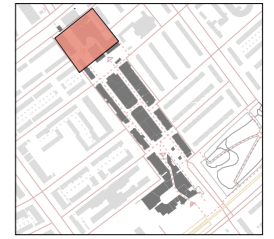
(Own picture, 2023)



Market square



Design case - The former V&D

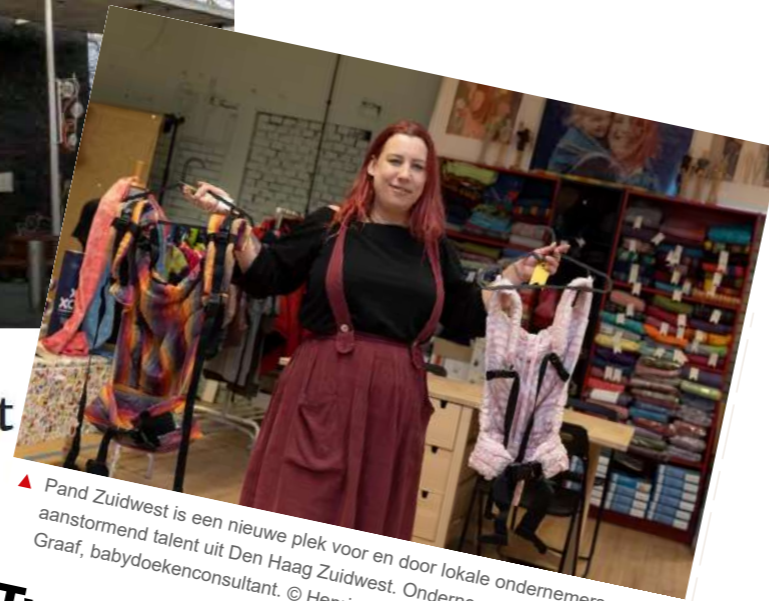


Pand Zuidwest

Program



Foto: Het oude V&D-gebouw aan de Leyweg waar Pand Zuidwest zich vestigt. (Door: DHC/Elise Fluijt)



▲ Pand Zuidwest is een nieuwe plek voor en door lokale ondernemers en aanstormend talent uit Den Haag Zuidwest. Ondernemers als Marloes de Graaf, babydoekenconsultant. © Henriette Guest

Nieuwe hub voor ondernemers in het V&D-pand aan de Leyweg

Twee verdiepingen in het oude V&D-pand in Winkelcentrum Leyweg korr voor lokale ondernemers.

ECONOMIE LEYWEG

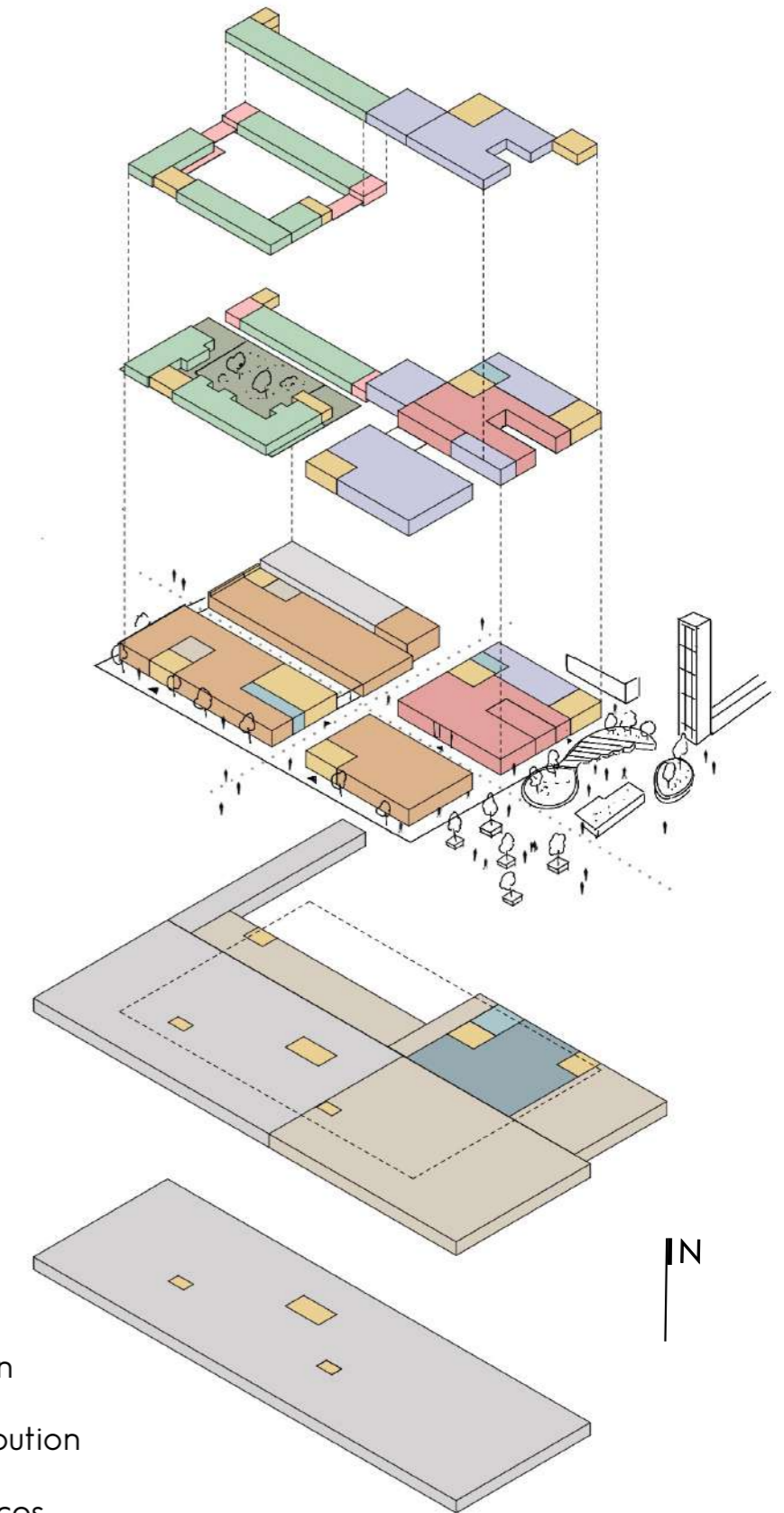
07-01-2023 09:00 Door Redactie



Tweede leven in verlaten warenhuis: 'Het is hier allemaal heel vintage V&D'

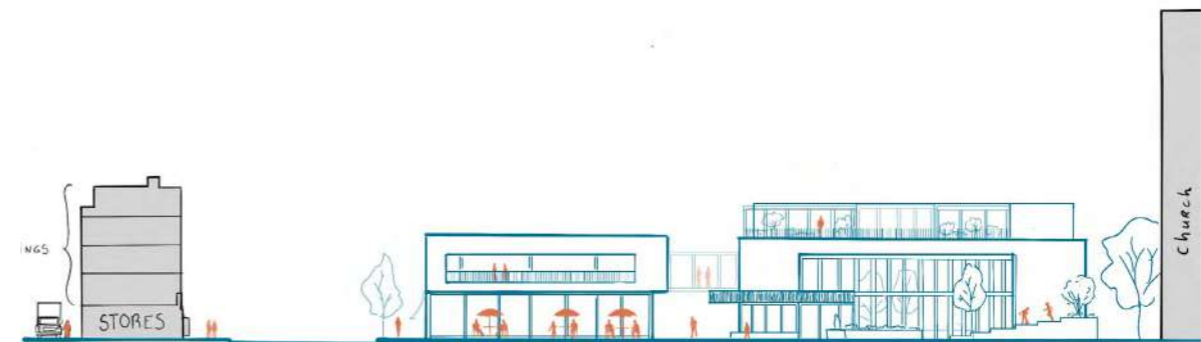
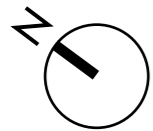
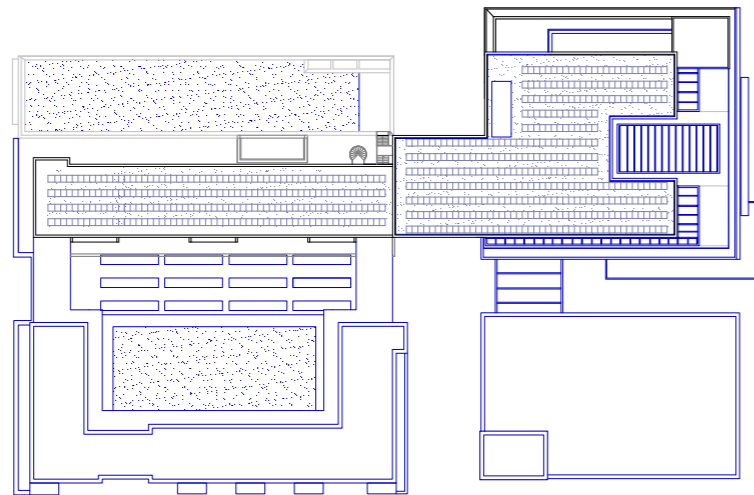
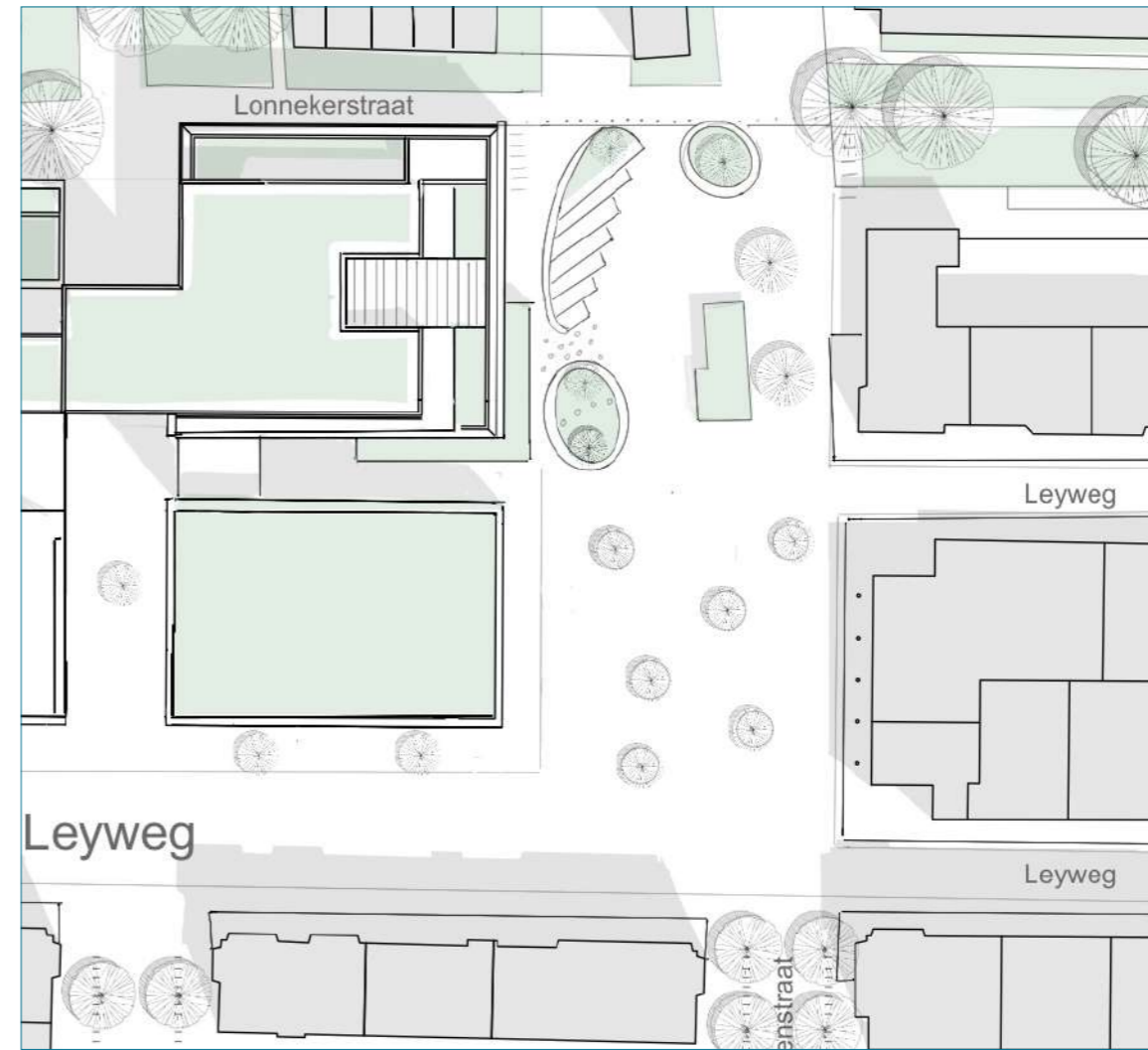
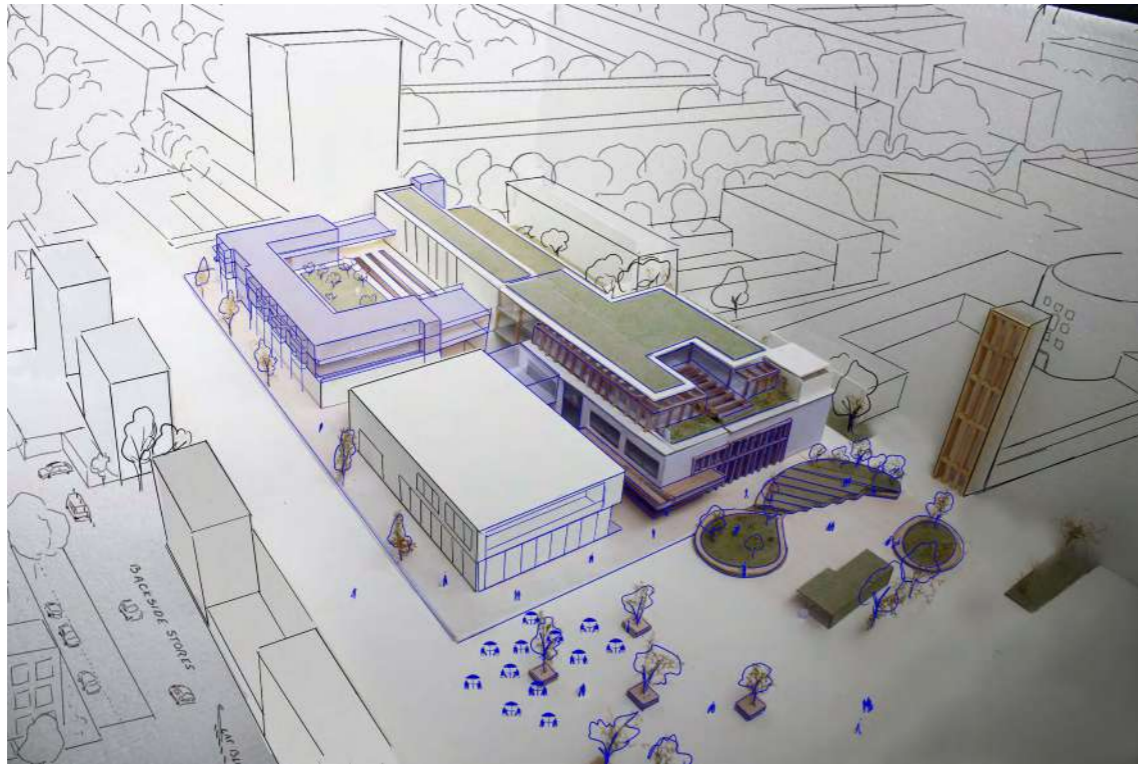
Ooit waren er plannen voor een bioscoop. Een casino. Een dansclub. Een McDonald's. Het liep anders: het oude pand van V&D in het Haagse winkelcentrum Leyweg biedt de komende jaren plek aan beginnende ondernemers. Met een duizelingwekkende 1800 vierkante meter aan speelruimte.

Anne Kompagnie 14-01-23, 12:02

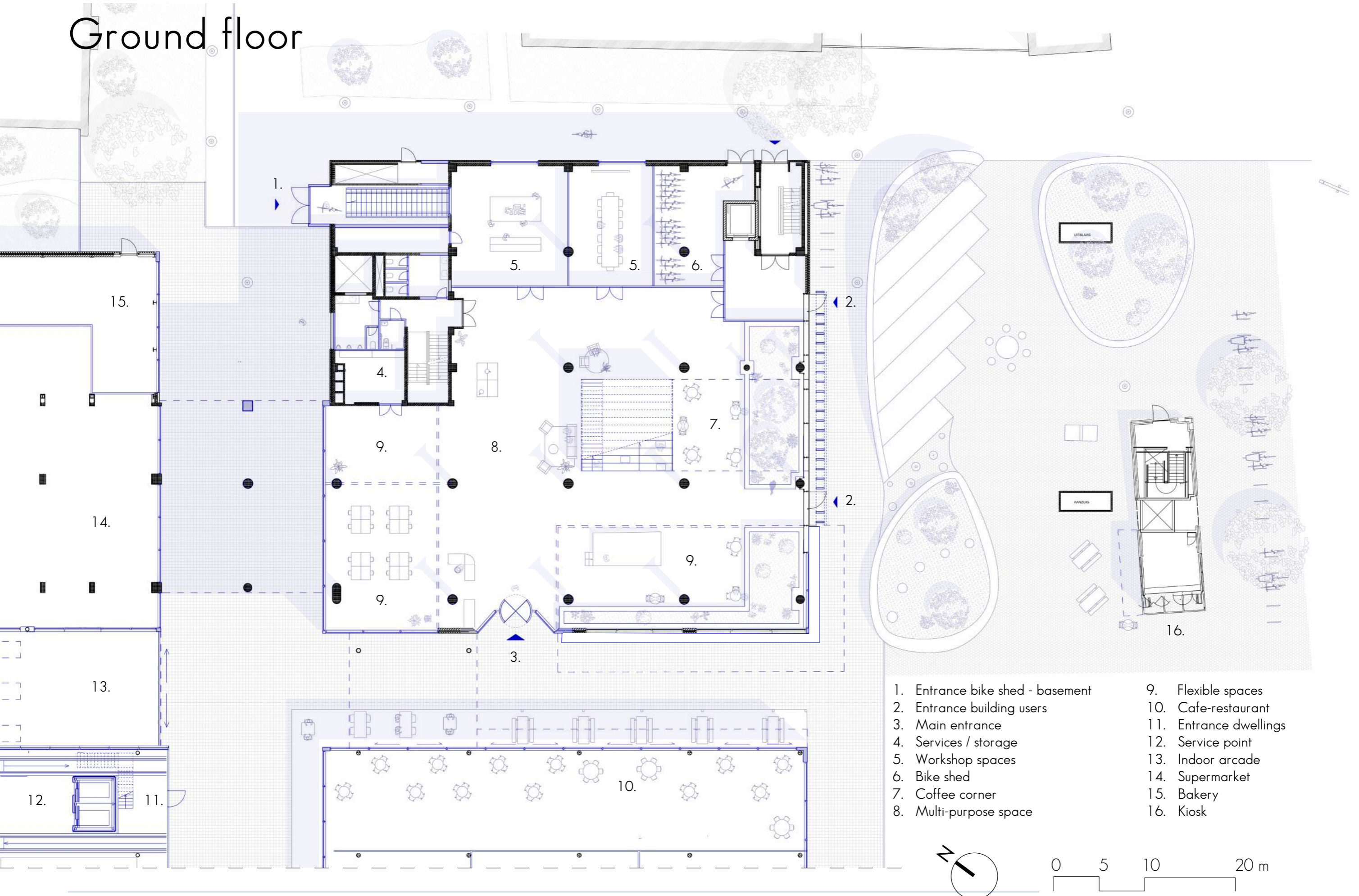


- Offices / co-working / workshps
- Vertical circulation poins
- Community garden
- Multi-purpose space
- Dwellings
- Parking and distribution
- Commercial / Food & beverages
- Shared spaces
- Storage and services

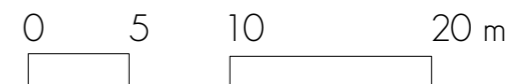
Redesign



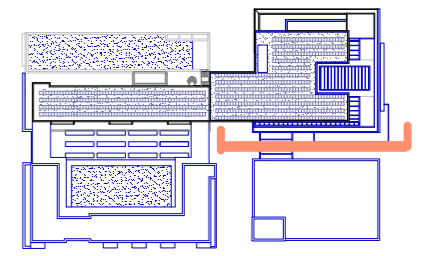
Ground floor



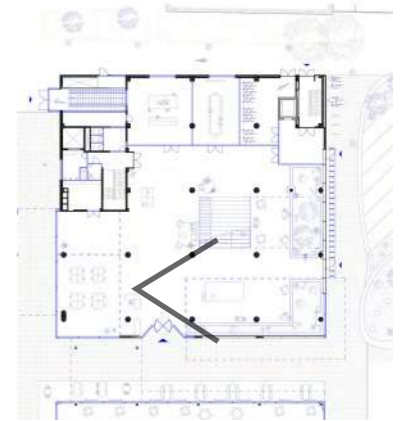
- | | |
|----------------------------------|------------------------|
| 1. Entrance bike shed - basement | 9. Flexible spaces |
| 2. Entrance building users | 10. Cafe-restaurant |
| 3. Main entrance | 11. Entrance dwellings |
| 4. Services / storage | 12. Service point |
| 5. Workshop spaces | 13. Indoor arcade |
| 6. Bike shed | 14. Supermarket |
| 7. Coffee corner | 15. Bakery |
| 8. Multi-purpose space | 16. Kiosk |



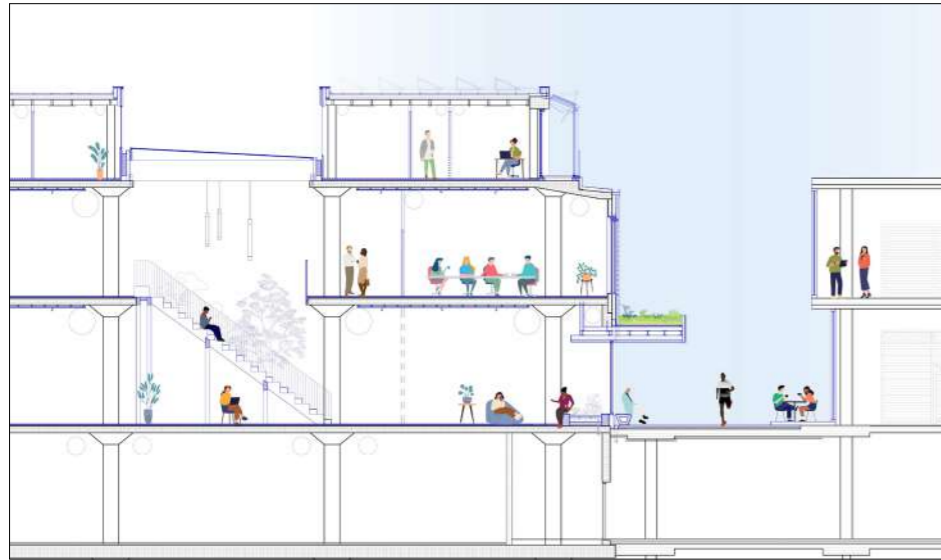
South west facade



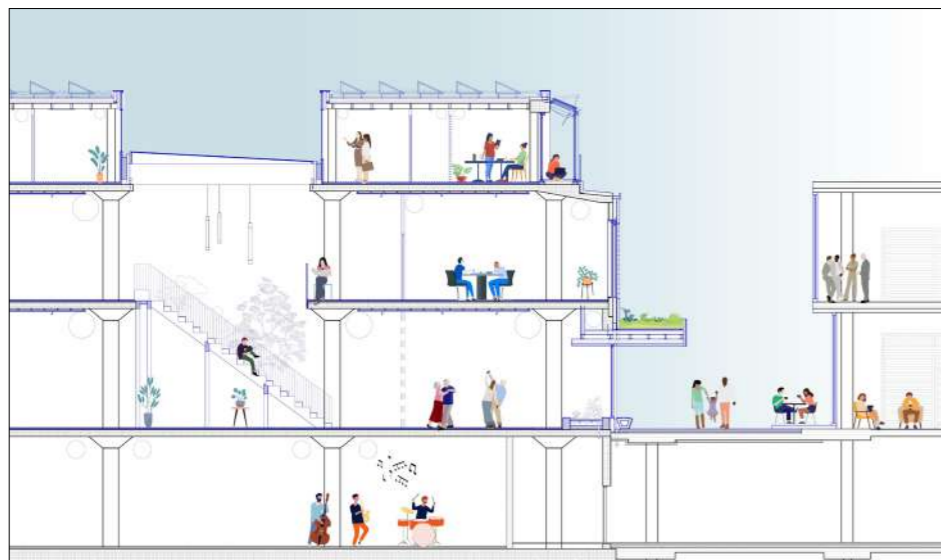
Multipurpose space



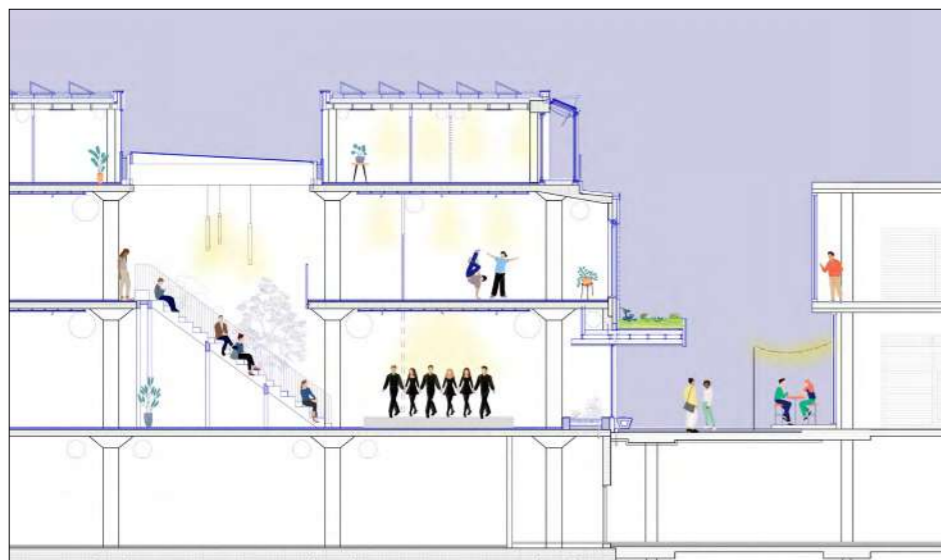
A day in and around the building - use of spaces



9 AM

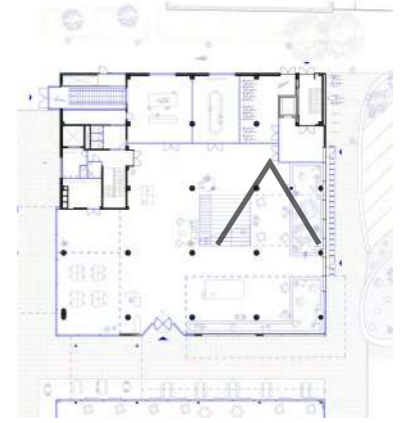


3 PM

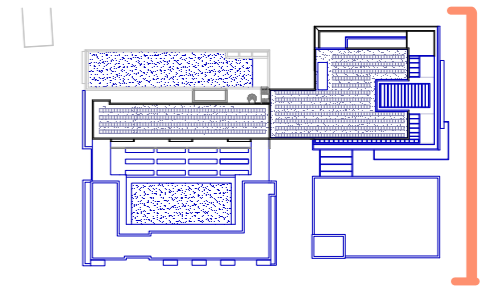


9 PM

Coffee corner

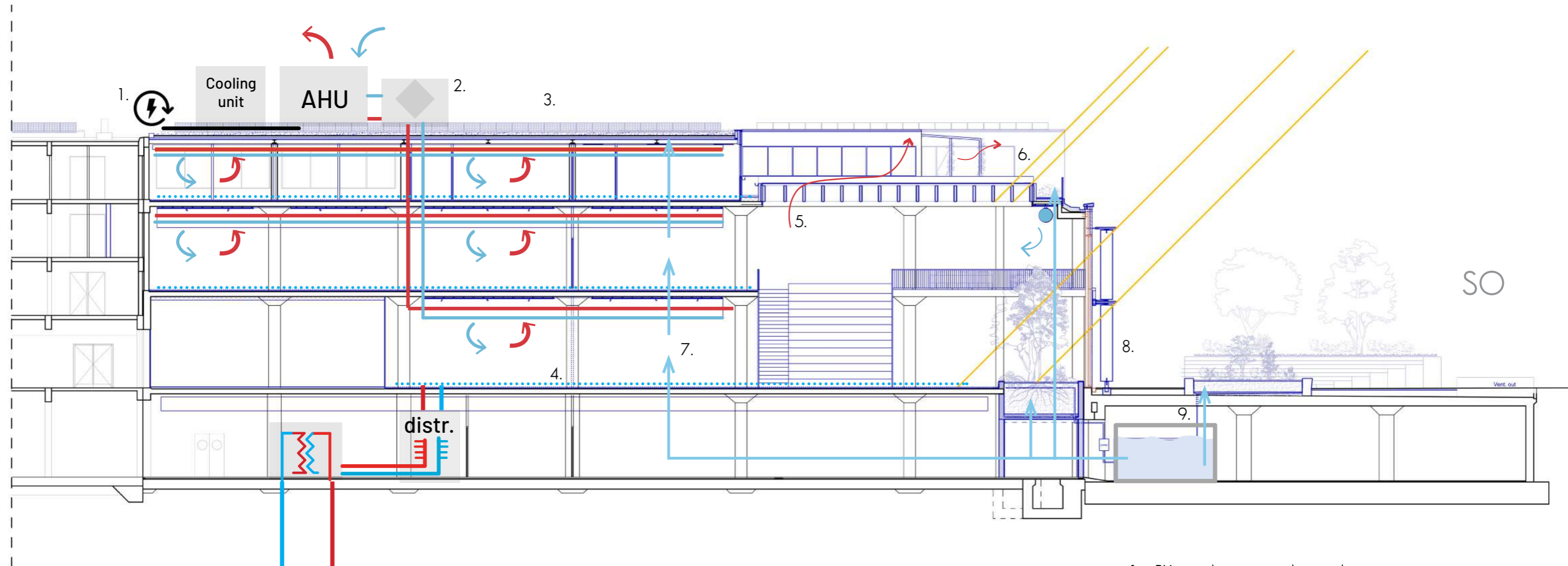
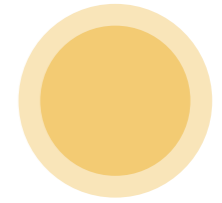


South east facade



MARKT PLEIN

Summer climate

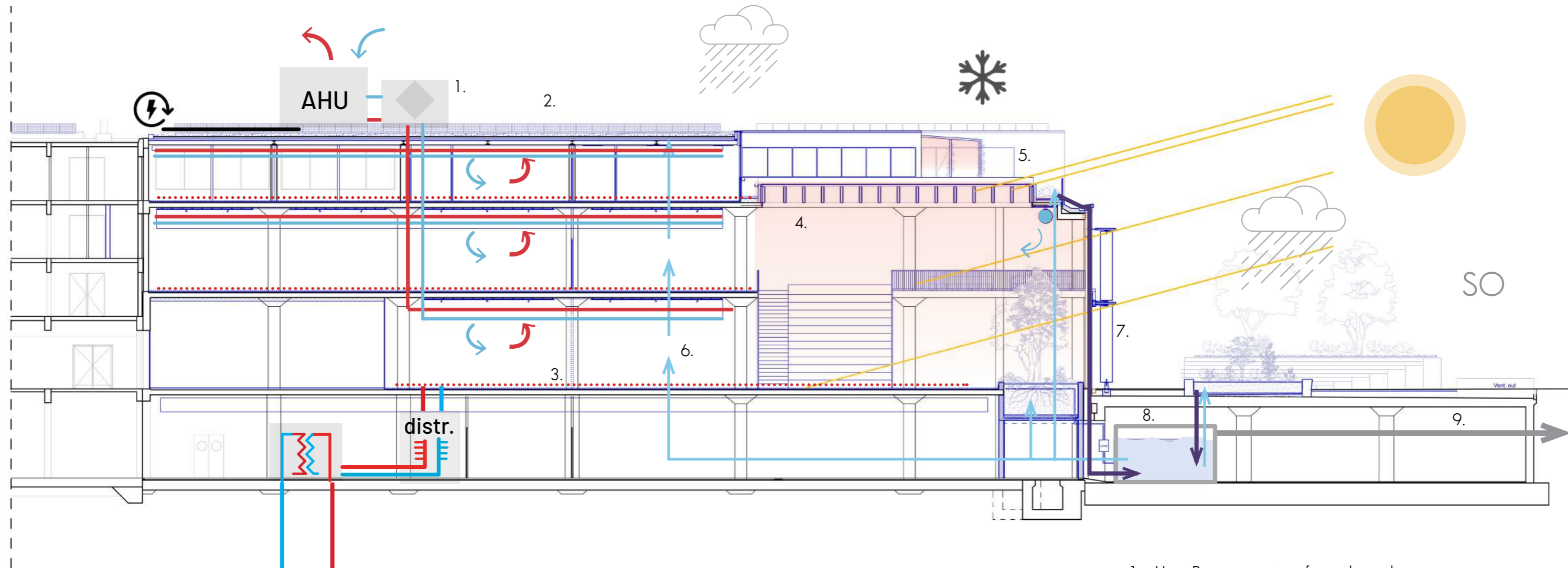


1. PV panels connected to cooling system
2. Heat Recovery system for night cooling
3. PV panels in combination with green roof for cooling
4. Floor cooling
5. Operable windows to avoid overheating
6. Indirect daylight
7. Collected rainwater for flushing toilets and roof
8. Vertical and horizontal panels as sun shading
9. Collected rainwater for watering green



District heating

Winter climate

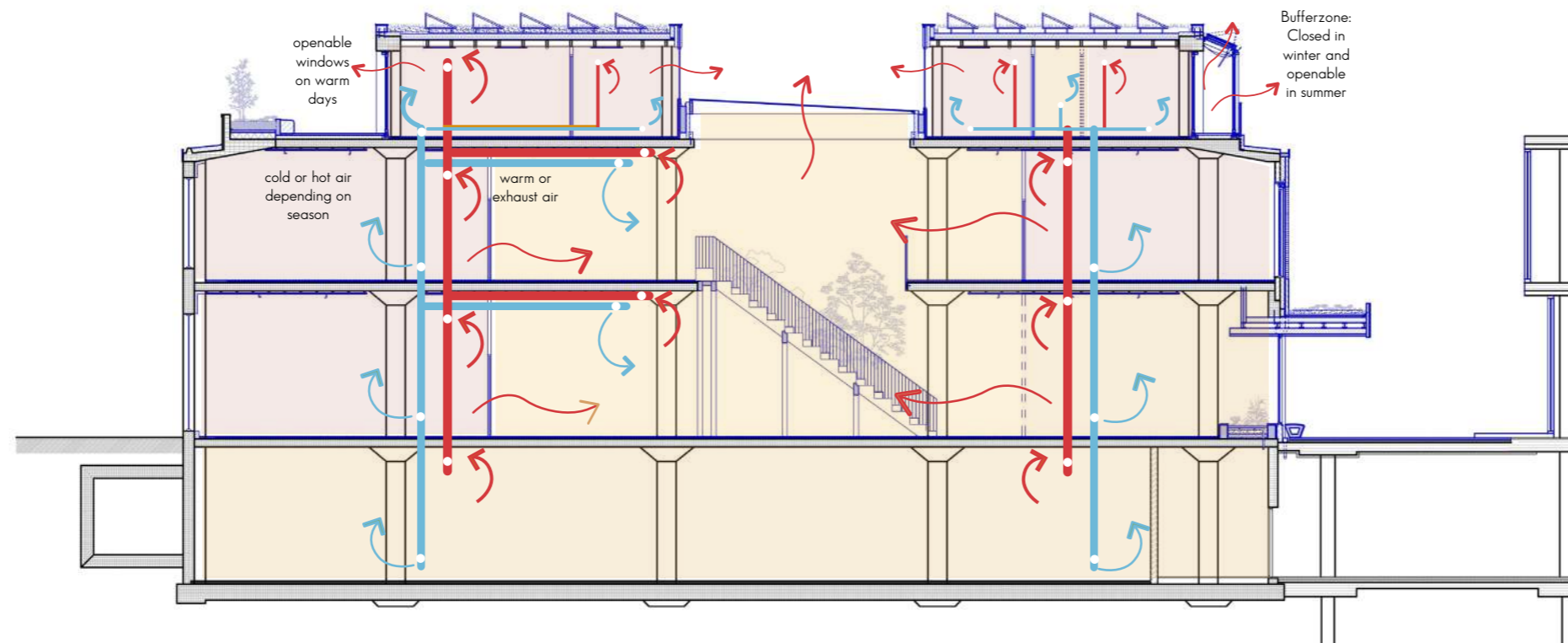


1. Heat Recovery system for night cooling
2. PV panels in combination with green roof for cooling
3. Floor heating
4. Closed windows for passive heating
5. Low sun for extra daylight and heating
6. Collected rainwater for flushing toilets and roof
7. Vertical and horizontal panels as sun shading
8. Collected rainwater for watering green
9. Residu water to sewage system



District heating

Thermal zones

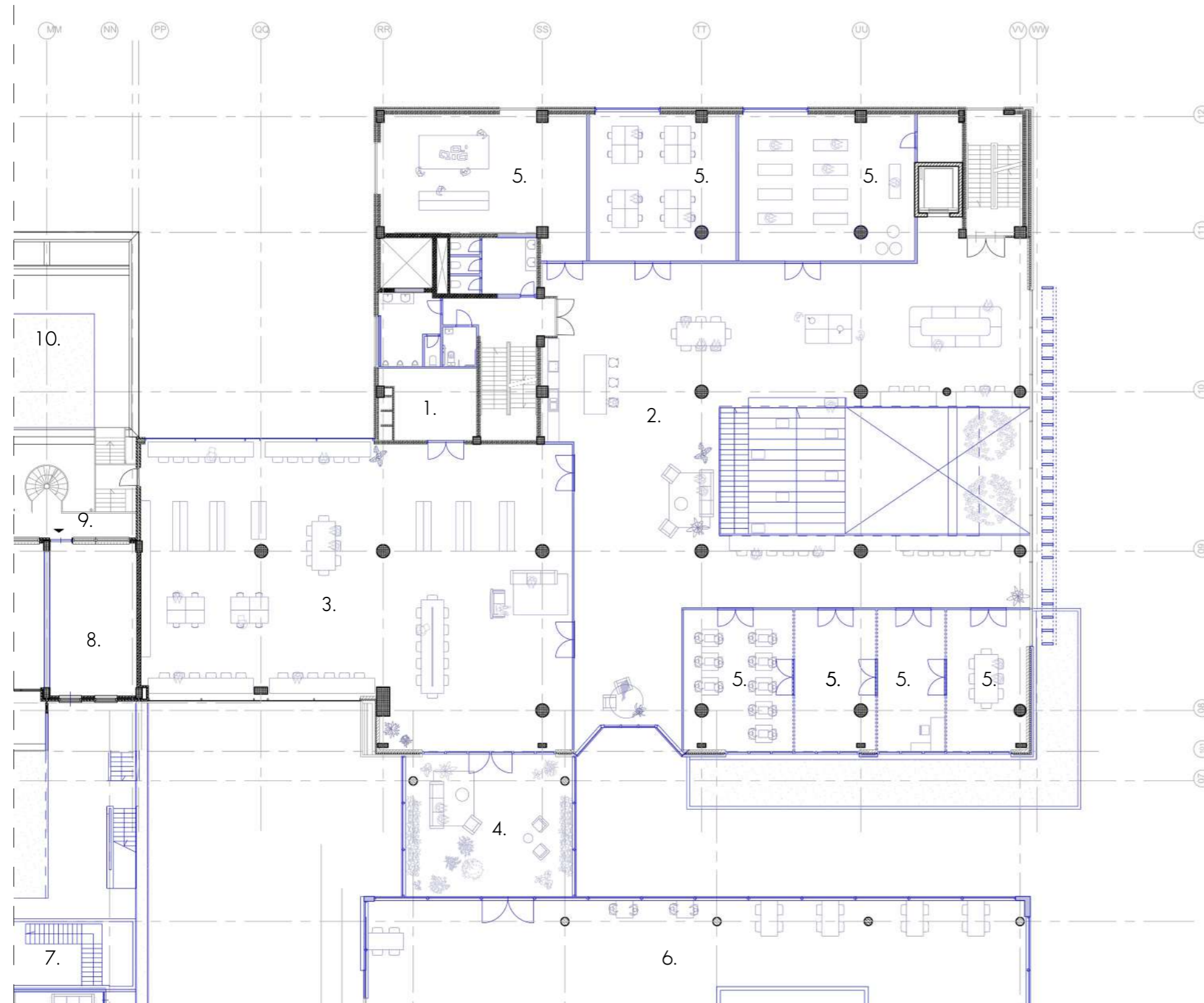


- 18 - 24 degrees | Offices and workshop spaces
- 18 - 20 degrees | Workout, flexible spaces and hallways
- 16 - 20 degrees | Atrium

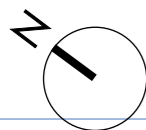
Air based heating, cooling and ventilation system

- Supply air (warm air in winter, cool air in summer)
- Exhaust air (warm air in summer)

First floor



1. Services / storage
2. Multi-purpose space
3. Reading room
4. Wintergarden
5. (Flexible) workshop spaces
6. Co-working spaces
7. Stairwell dwellings
8. Shared laundry room
9. Escape route/Gallery dwellings
10. Green roof distribution centre

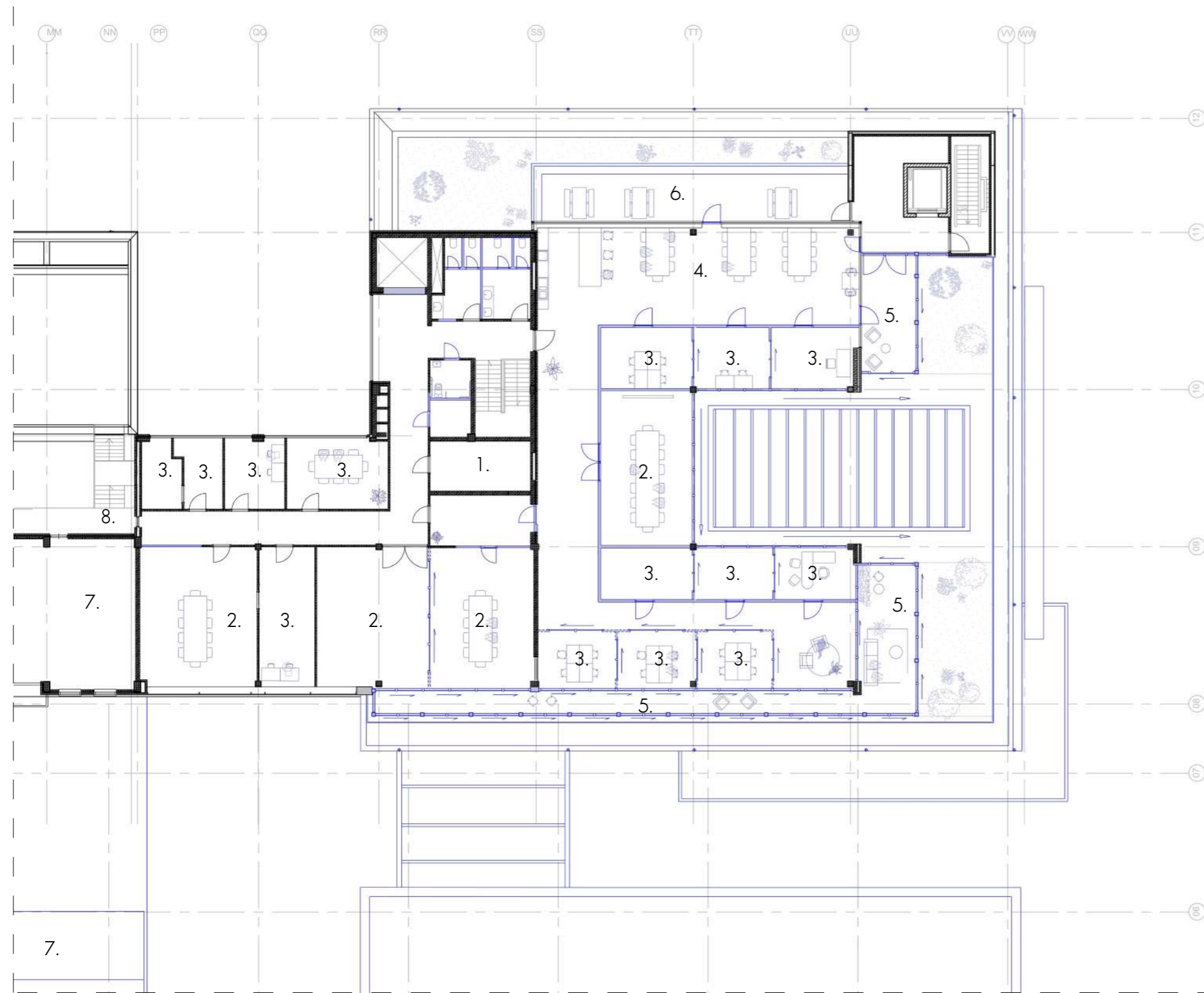


0 5 10 20 m

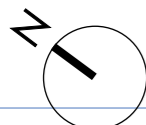




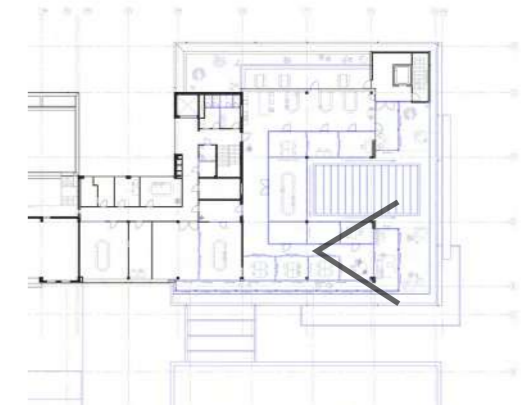
Second floor



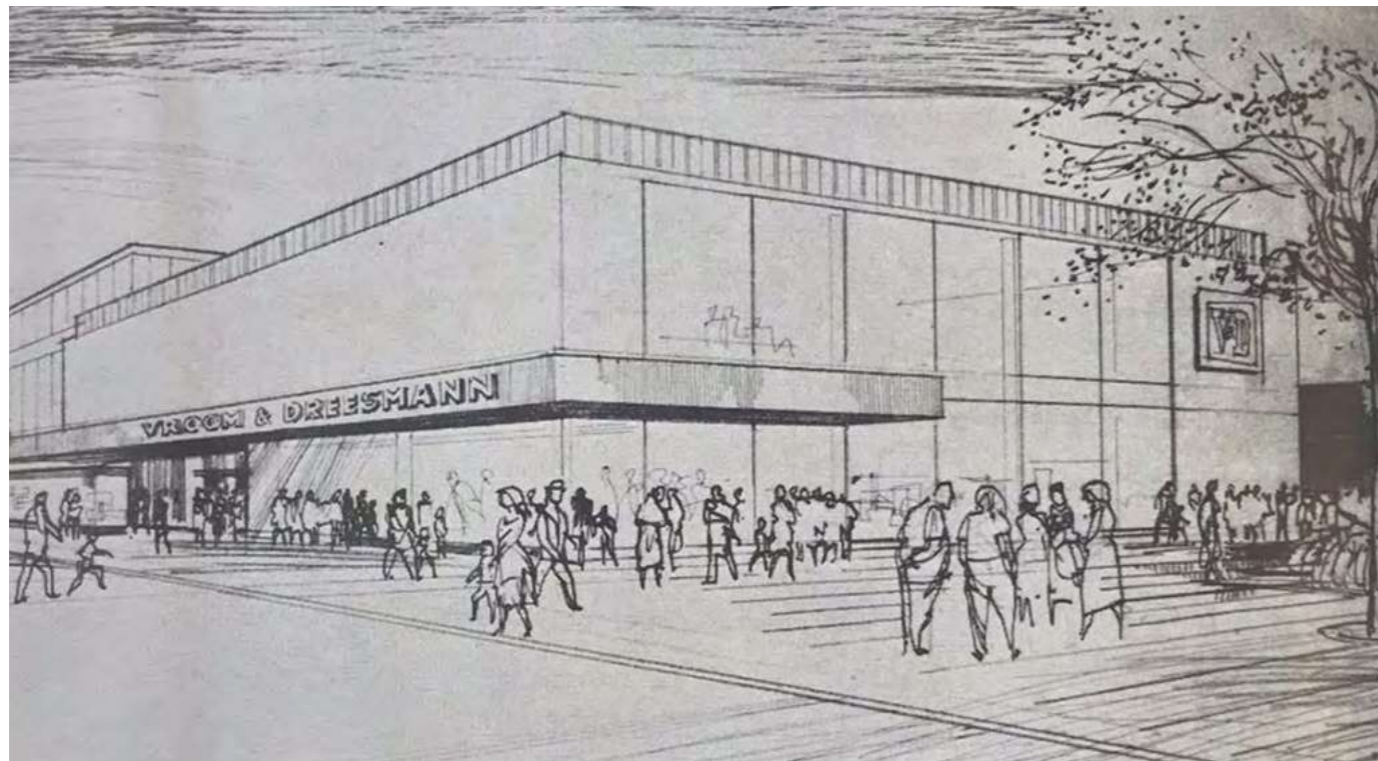
- 1. Services / storage
- 2. Conference rooms / larger office spaces
- 3. Small office units
- 4. Break room
- 5. Flexible wintergardens
- 6. Rooftop garden
- 7. Shared space dwellings
- 8. Gallery/escape route



0 5 10 20 m



Reactivating Winkelcentrum Leyweg through an urban and architectural design to support the everyday life of its users.



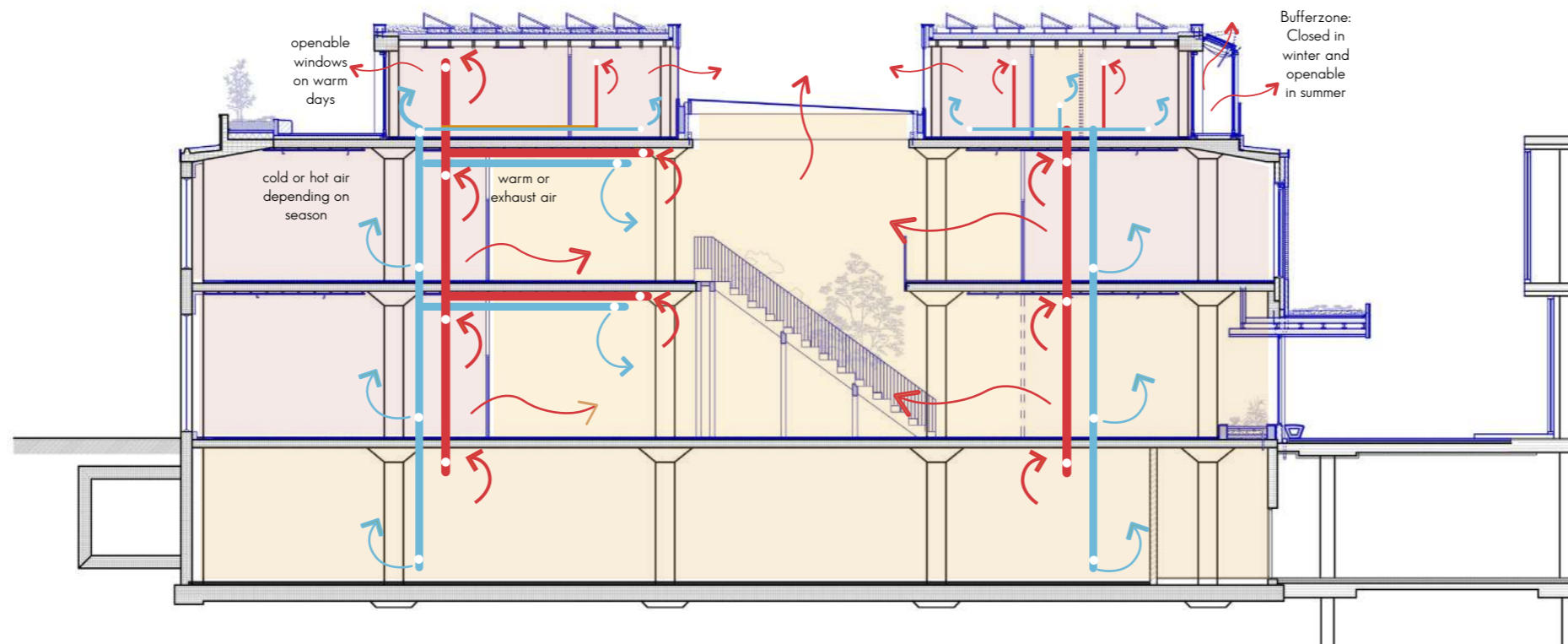
“First life, then spaces, and buildings last”.

- Jan Gehl

Thank you!



Thermal zones

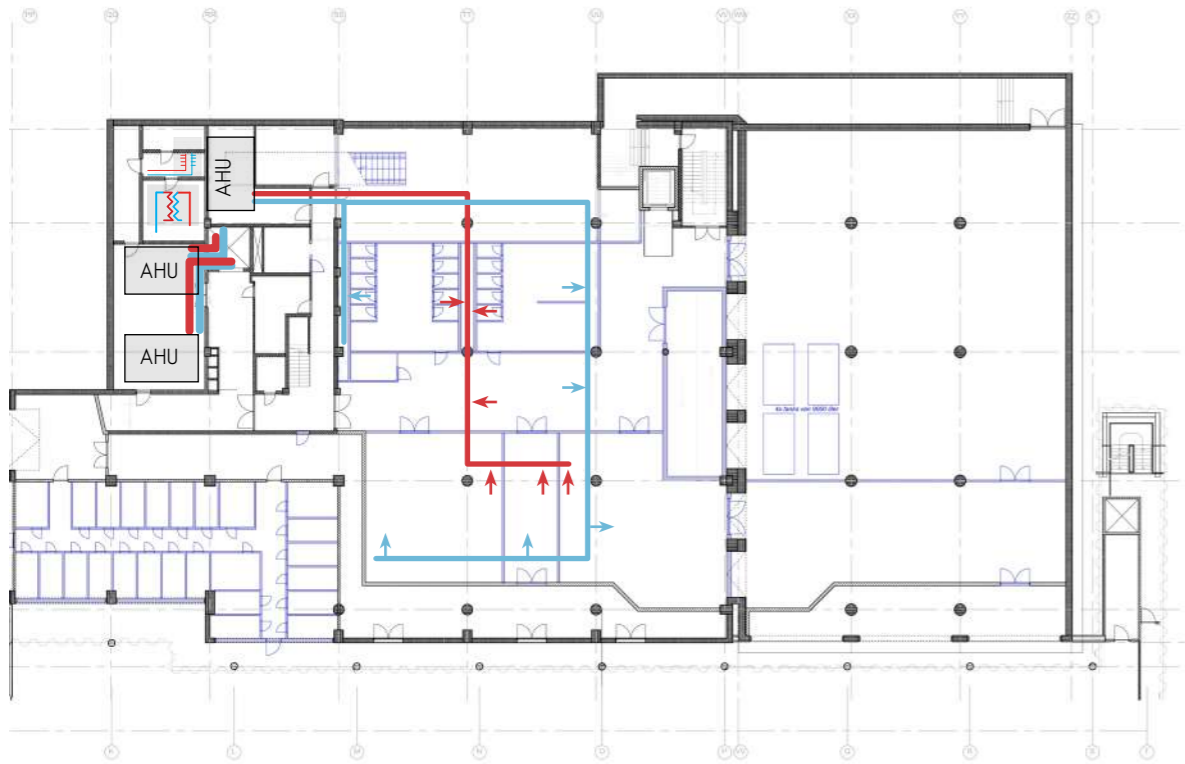


- 18 - 24 degrees | Offices and workshop spaces
- 18 - 20 degrees | Workout, flexible spaces and hallways
- 16 - 20 degrees | Atrium

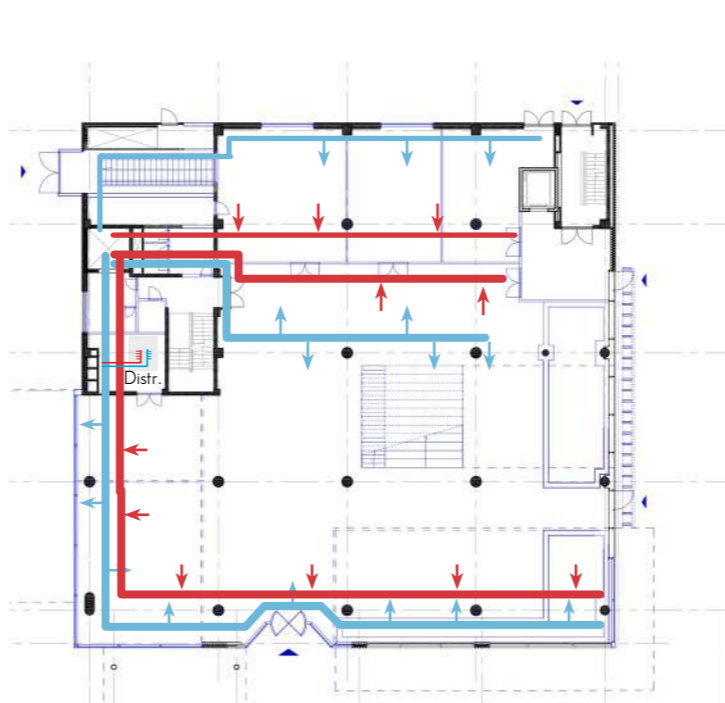
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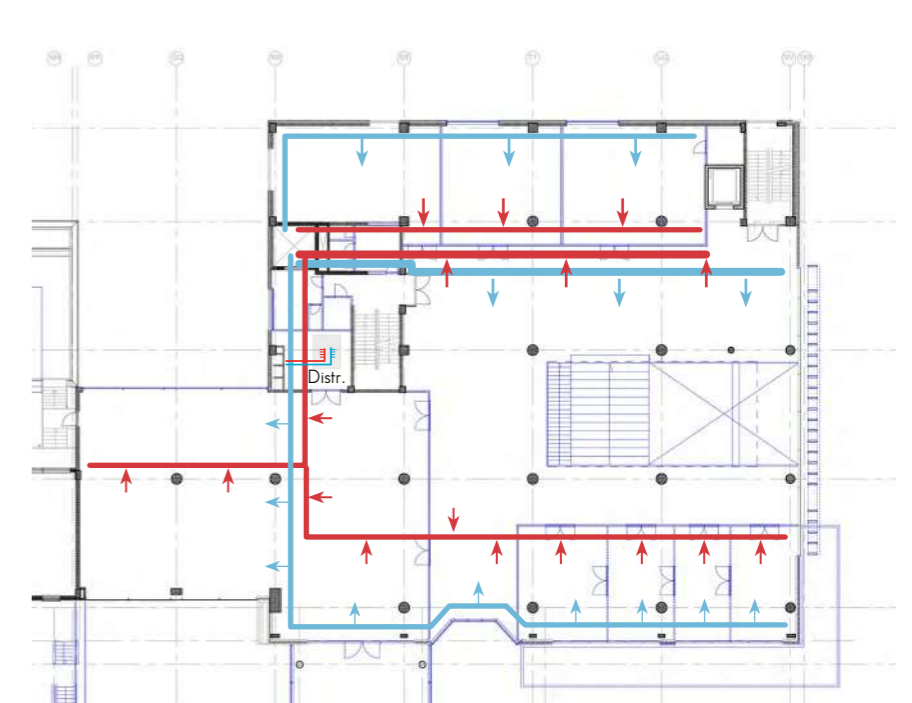
Basement



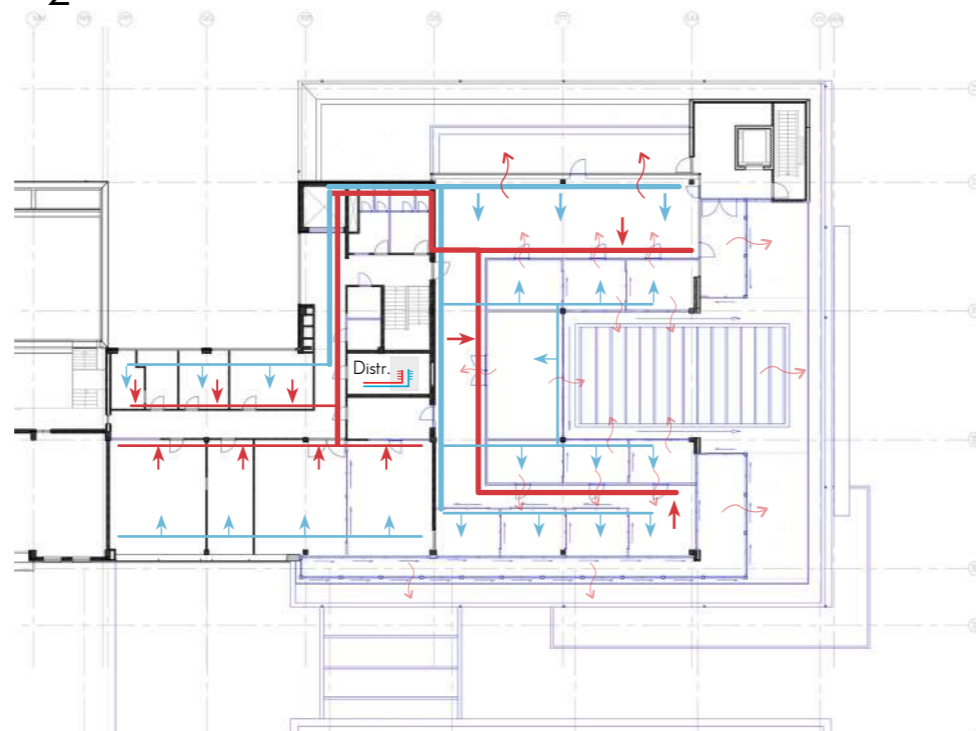
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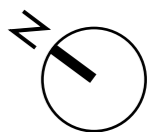
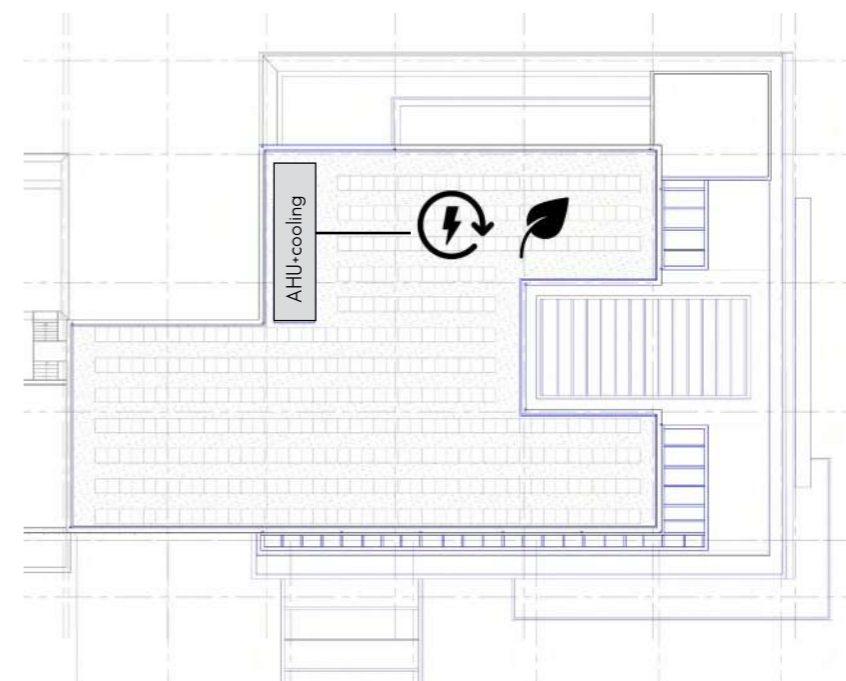
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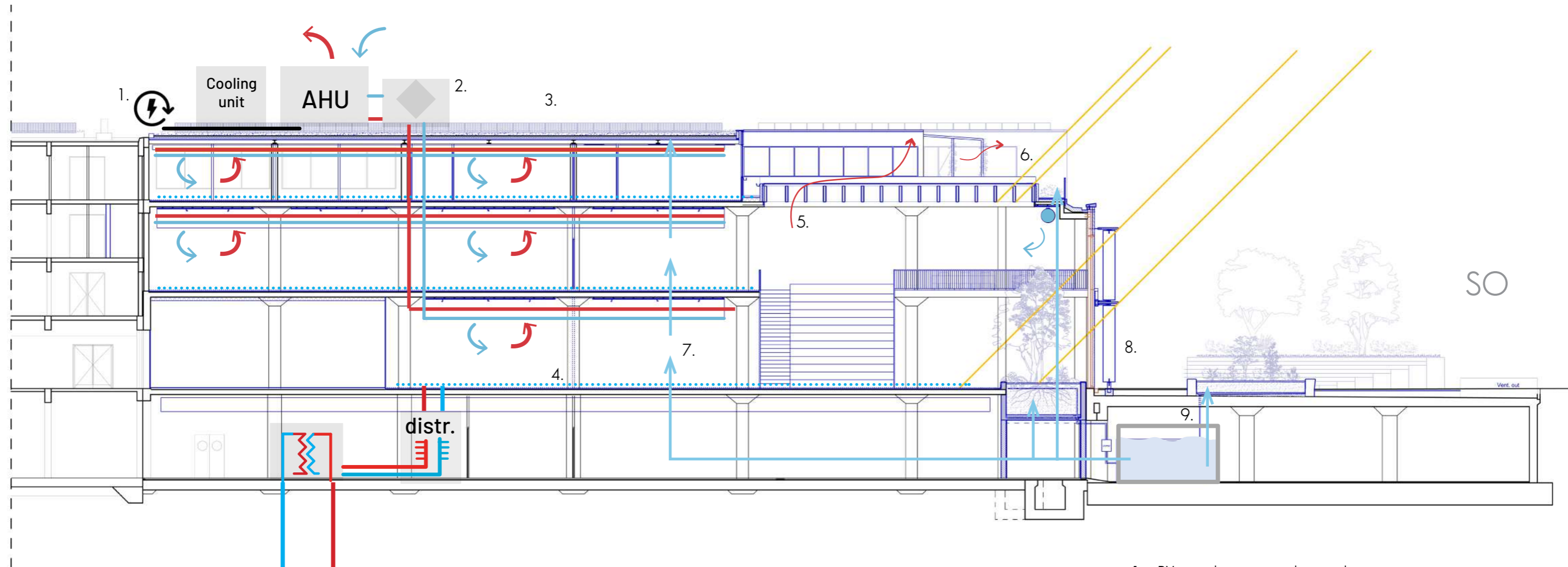
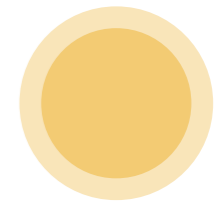
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Roof plan



Summer climate

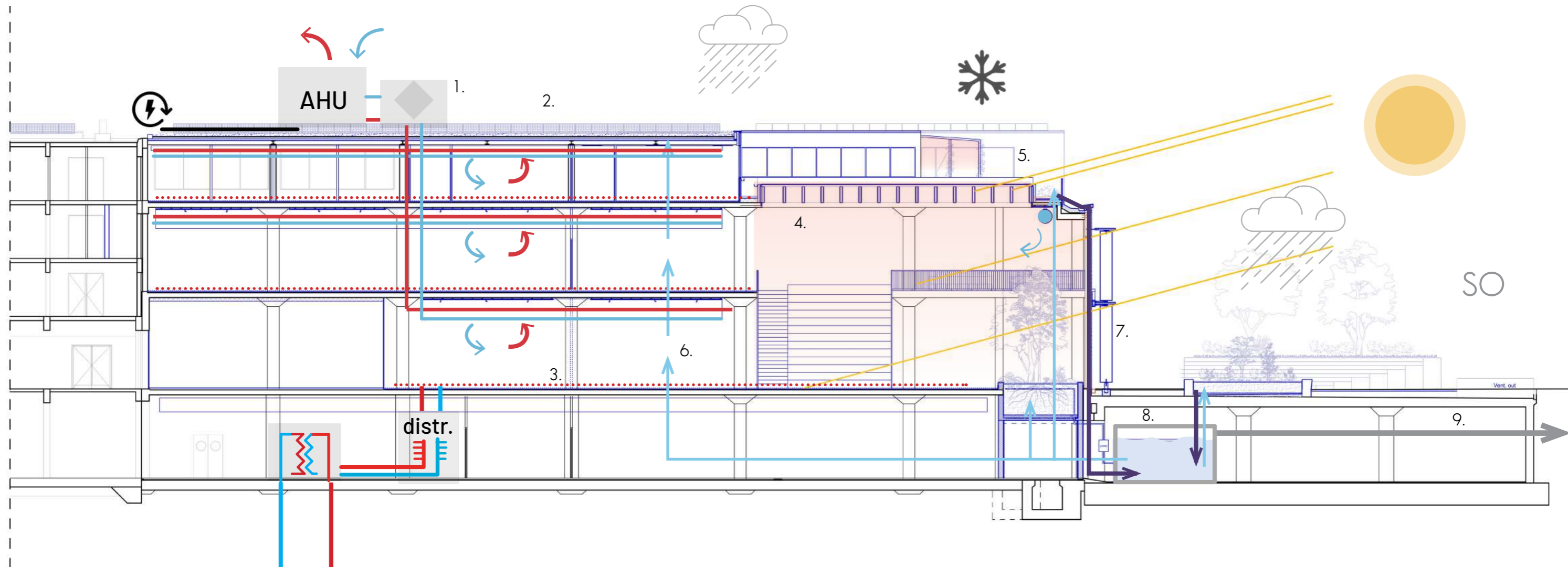


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District heating

Winter climate



1. Heat Recovery system for night cooling
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District heating

SUMMER

WINTER

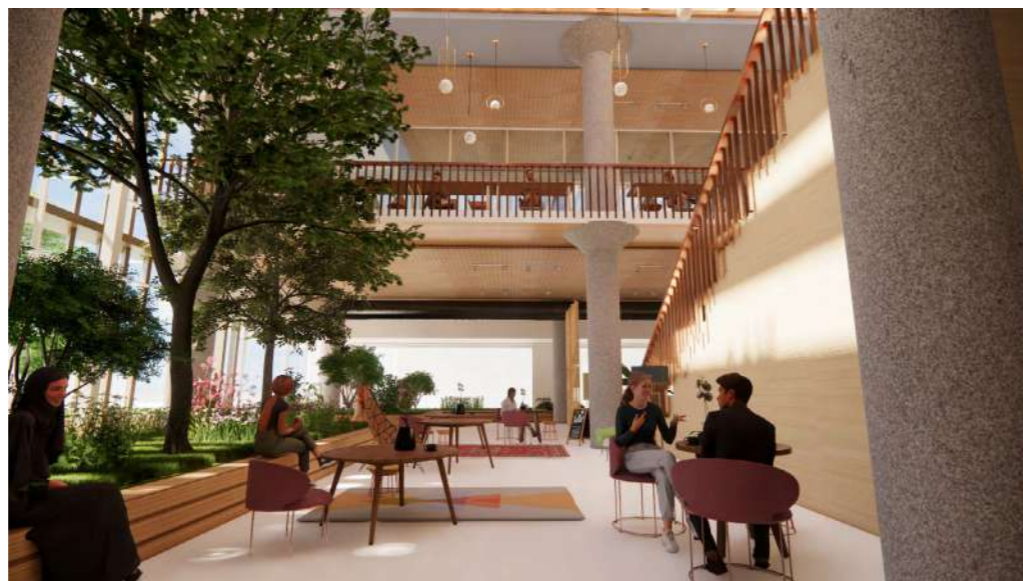
Straight



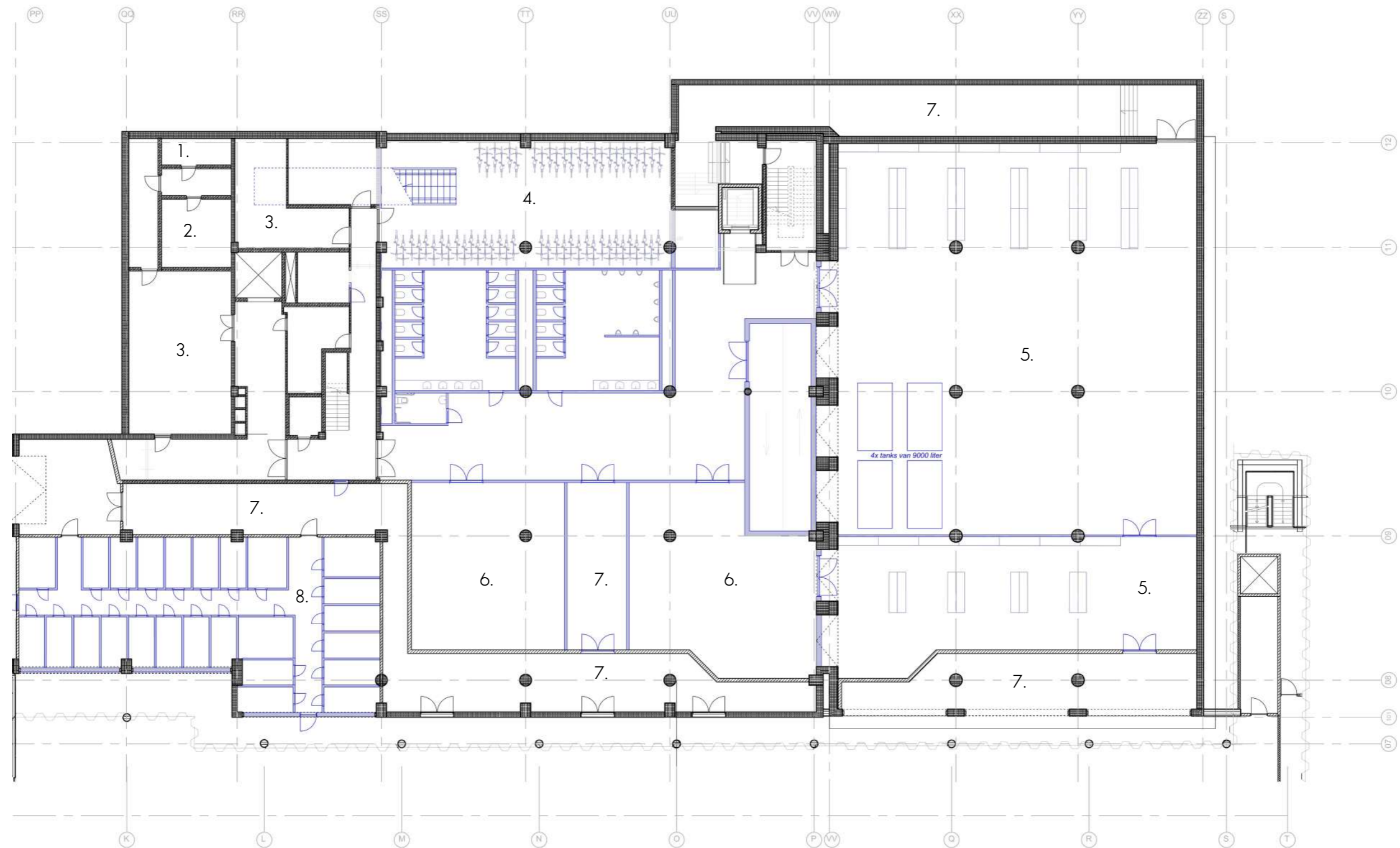
Tilted right



Tilted left

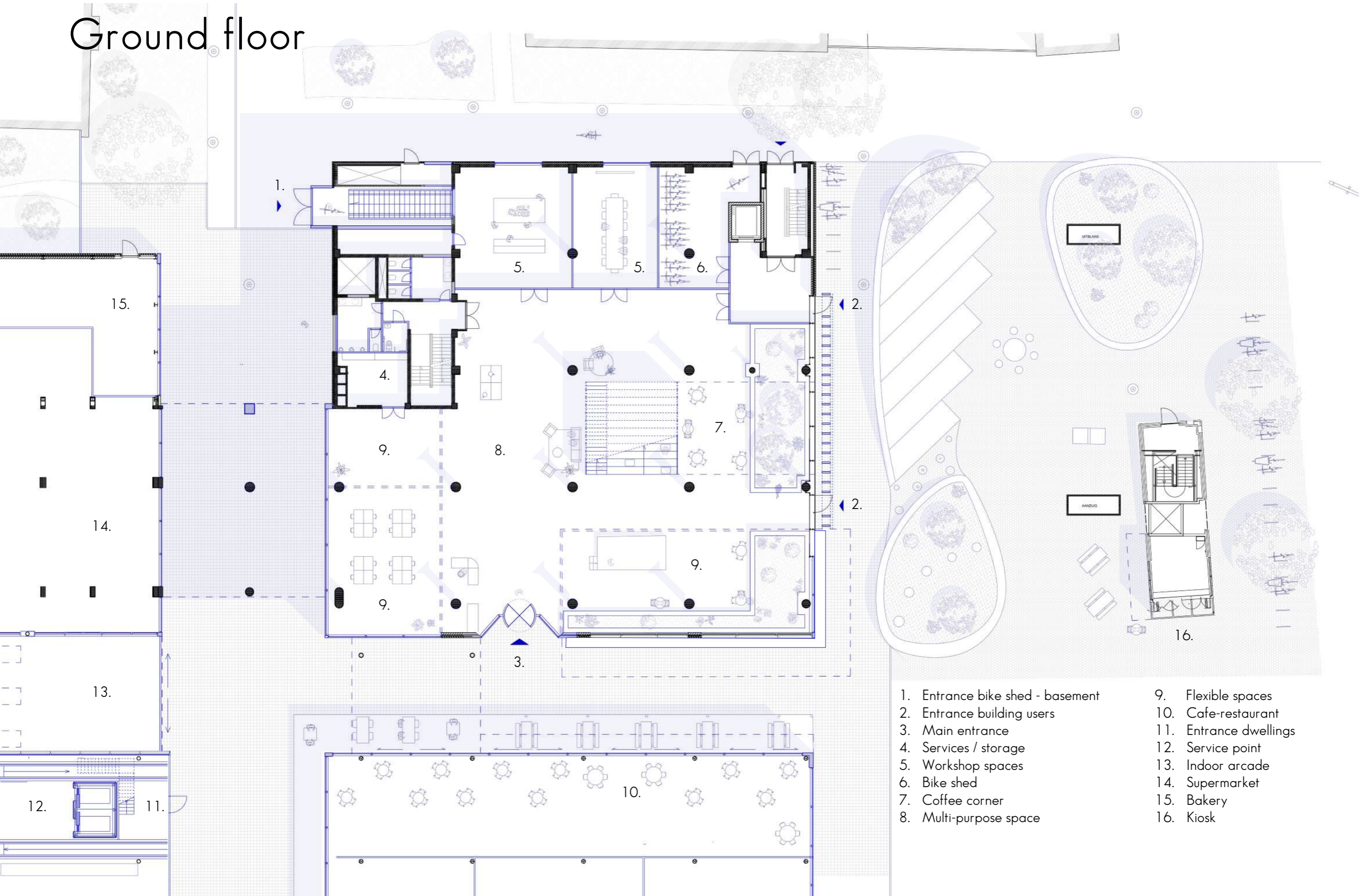


Basement



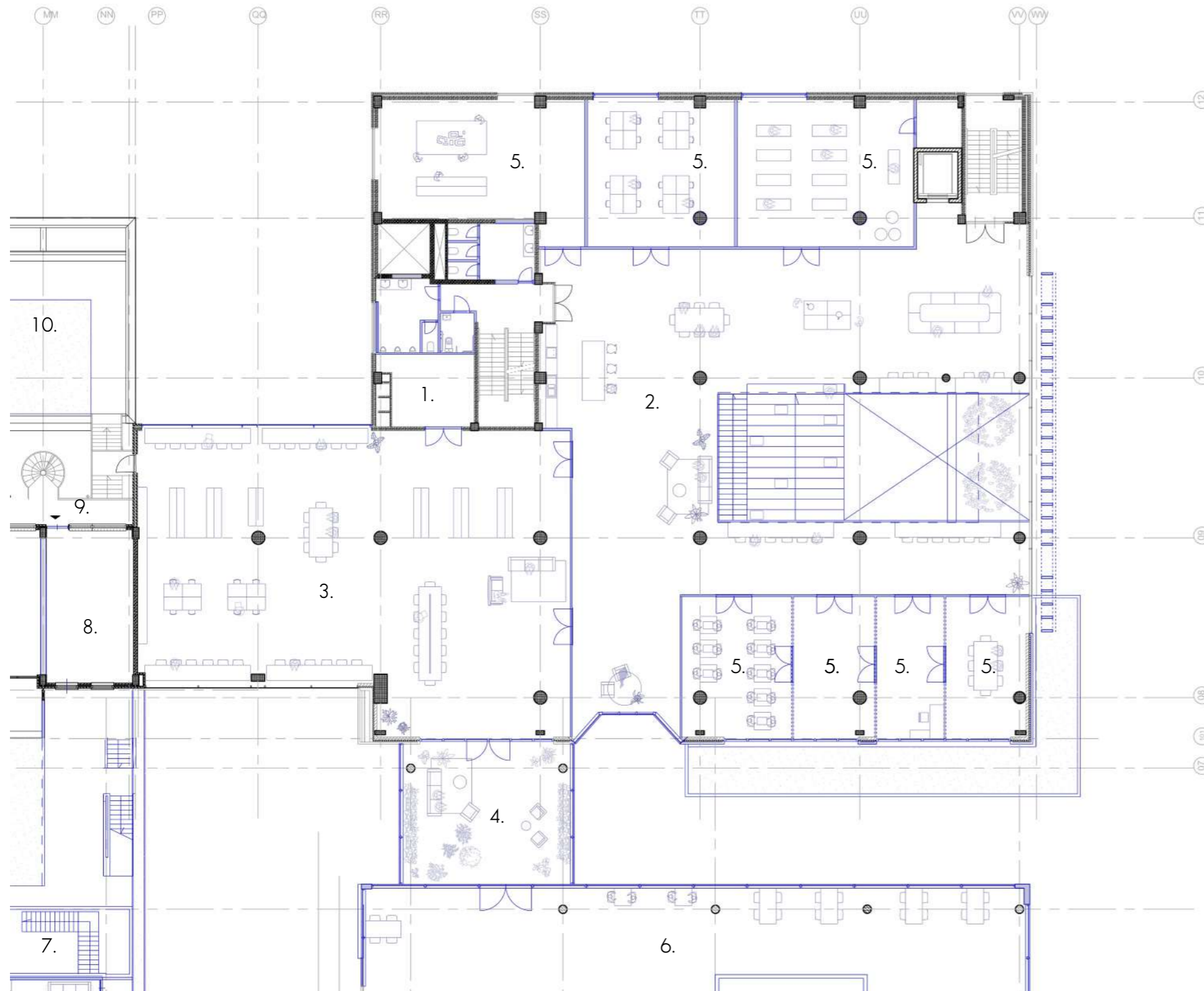
1. Services - electricity
2. Services - heat exchanger
3. Services - AHU
4. Large bike shed - 130 m²
5. Storages
6. Workshop rooms with loud noise levels/auditorium
7. Escape routes
8. Storage units for dwellings

Ground floor



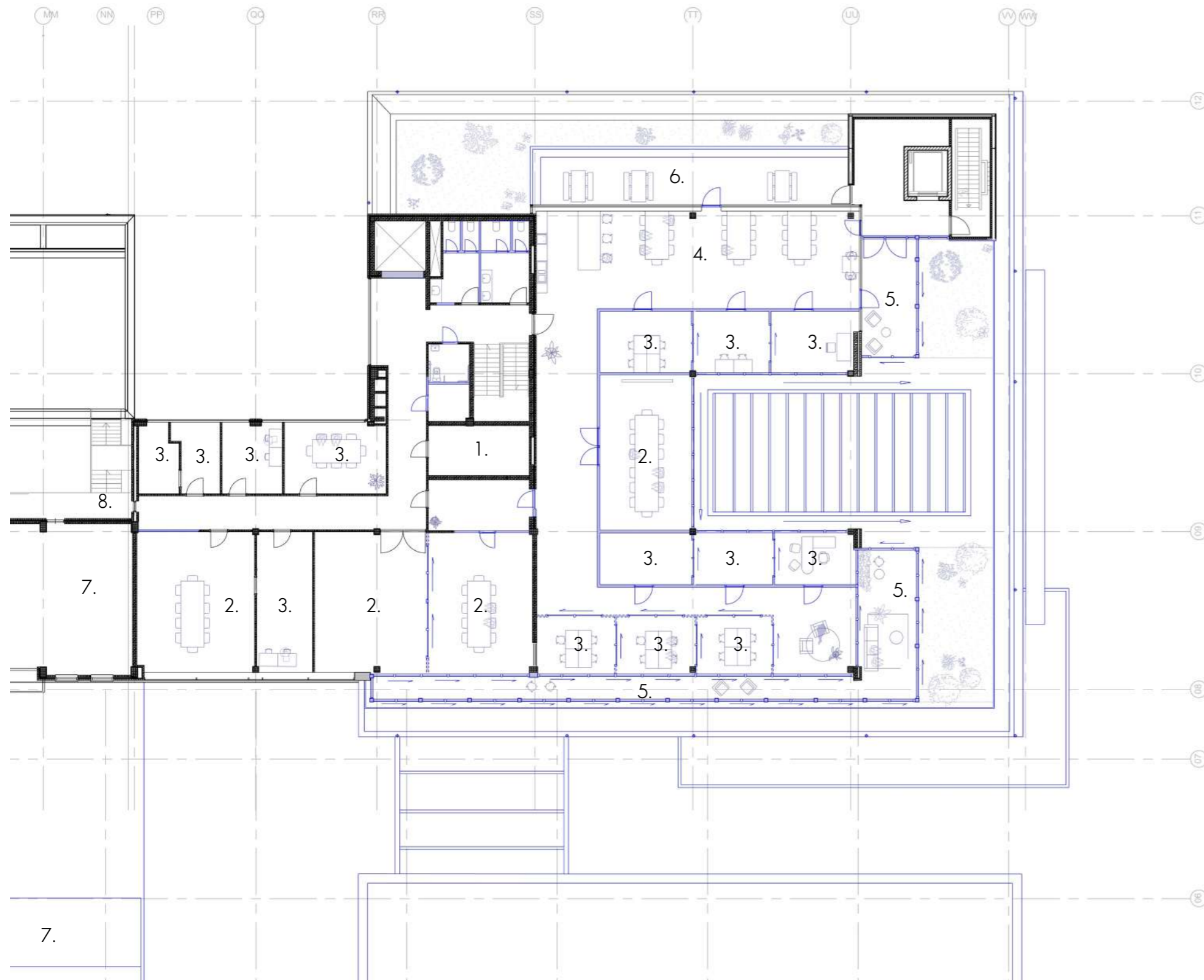
- | | |
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First floor



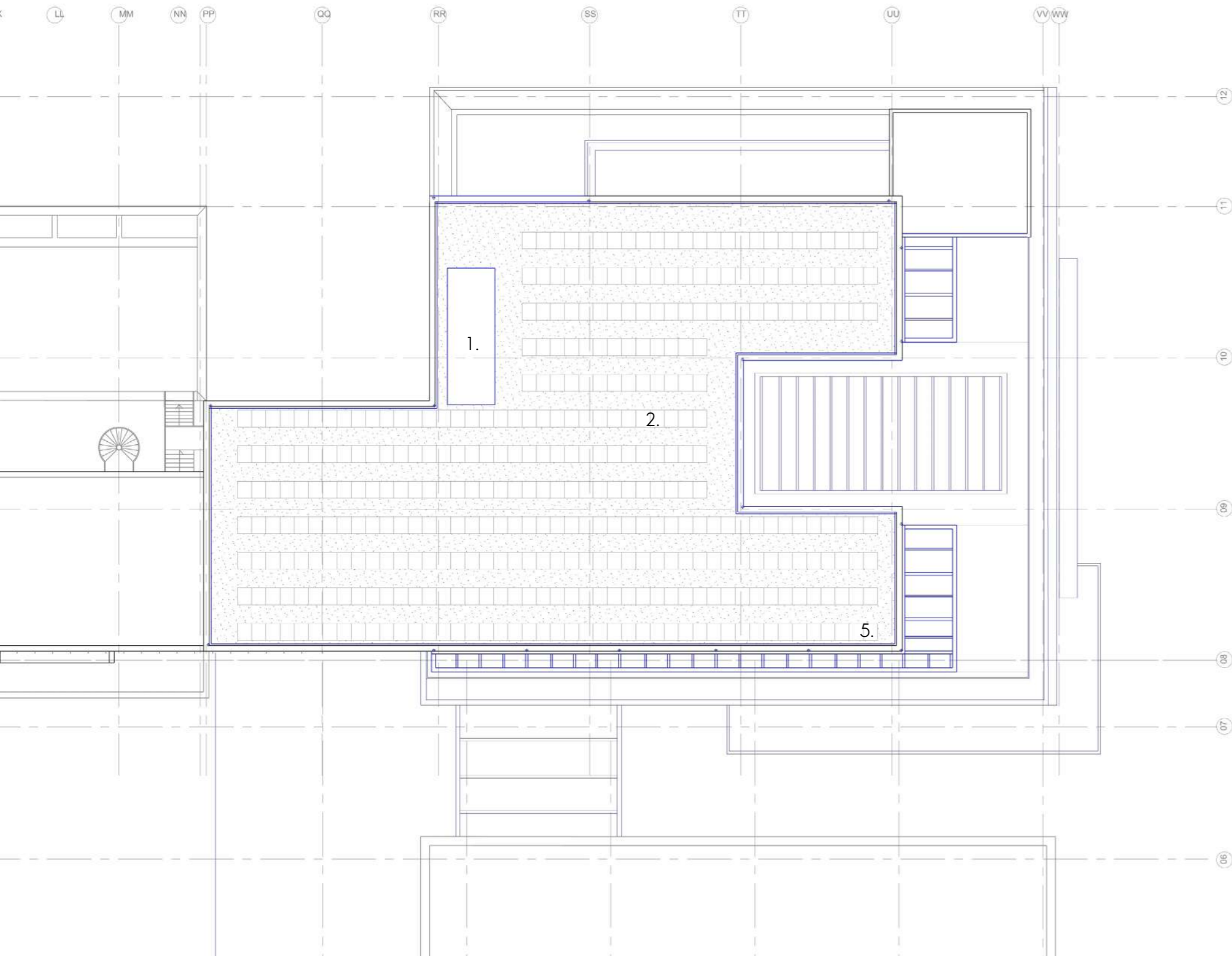
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8. Shared laundry room
9. Escape route/Gallery dwellings
10. Green roof distribution centre

Second floor

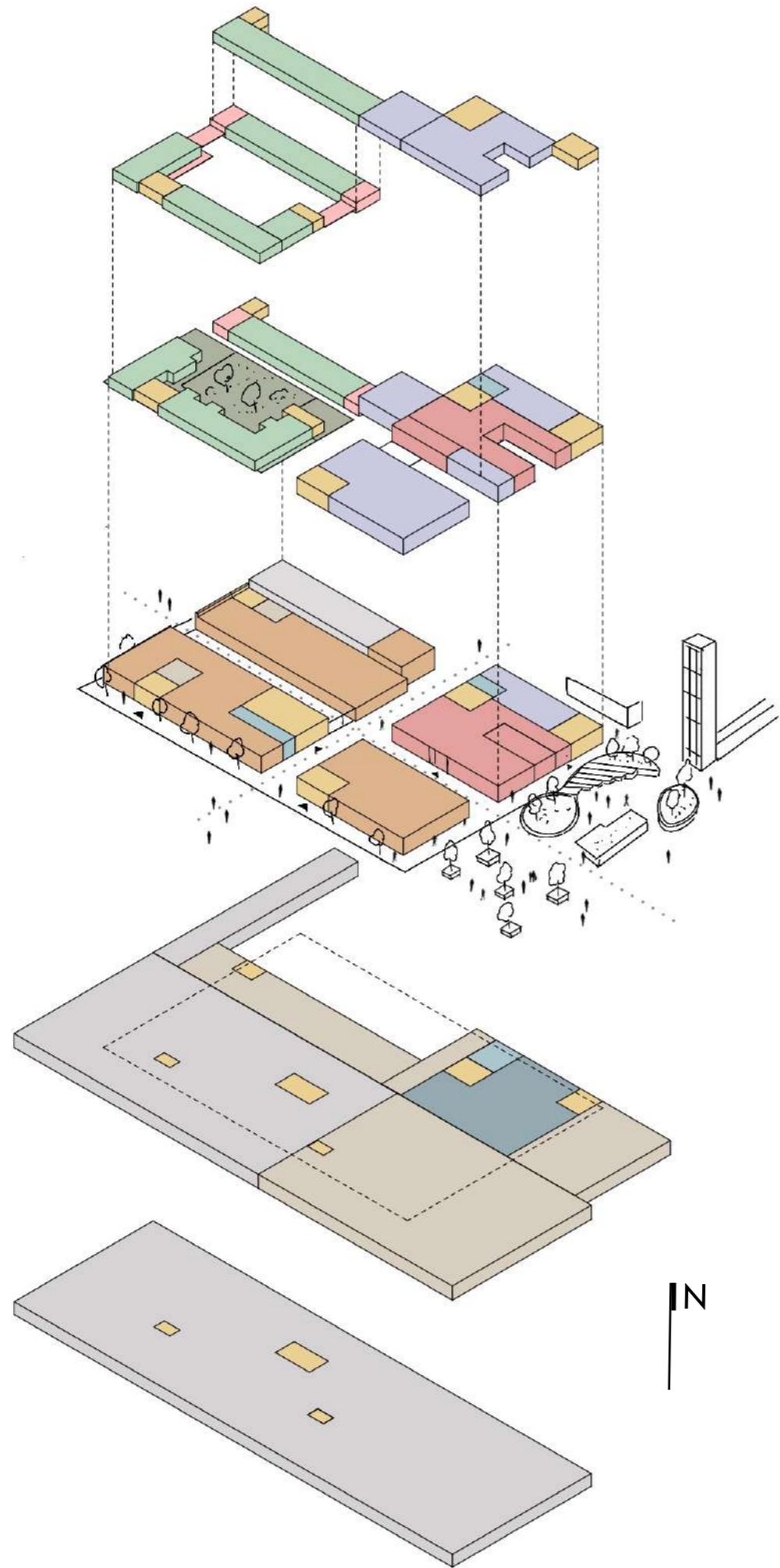


1. Services / storage
2. Conference rooms / larger office spaces
3. Small office units
4. Break room
5. Flexible wintergardens
6. Rooftop garden
7. Shared space dwellings
8. Gallery/escape route

Roof plan

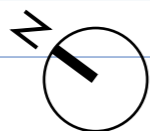
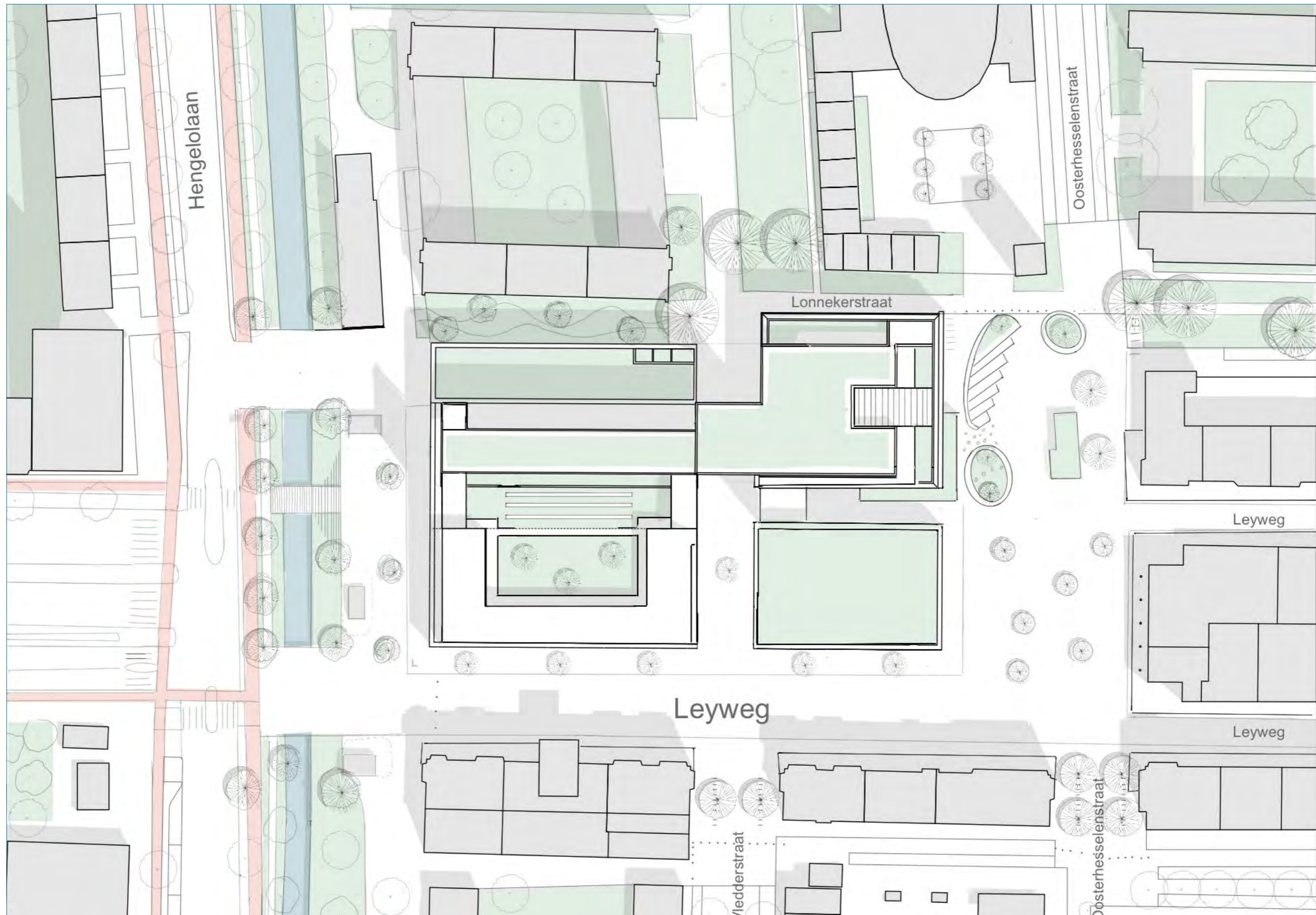


- 1. Services - AHU
- 2. Green roof with PV panels

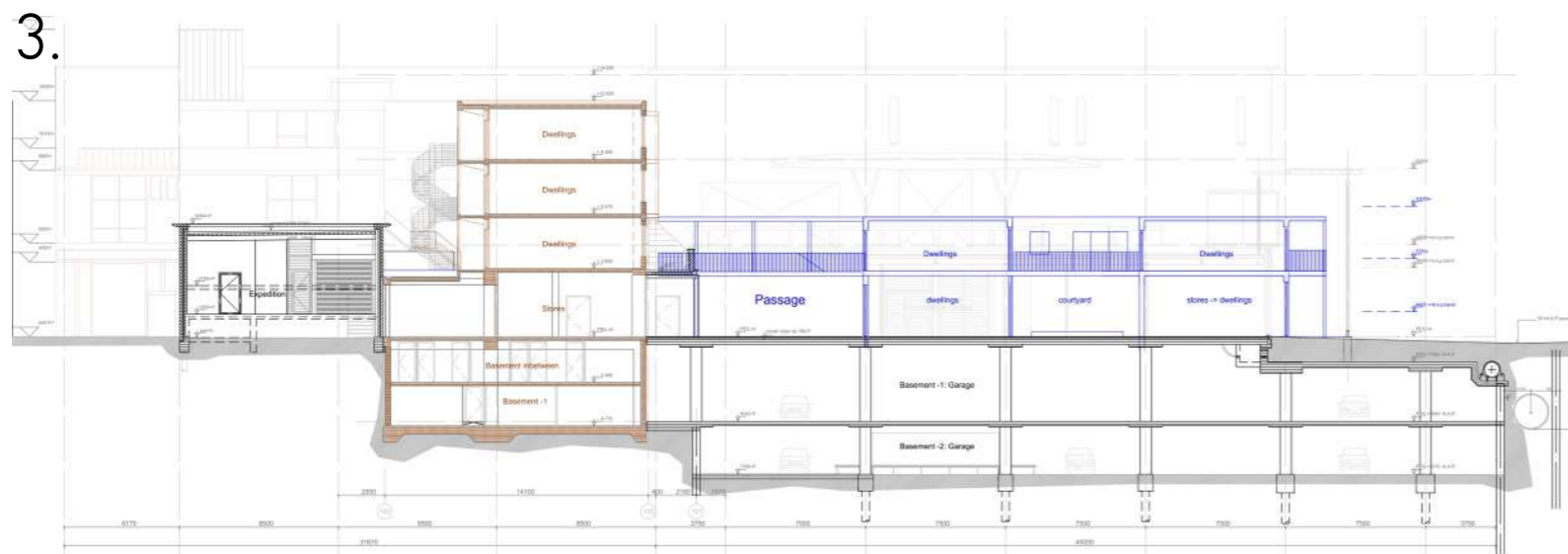
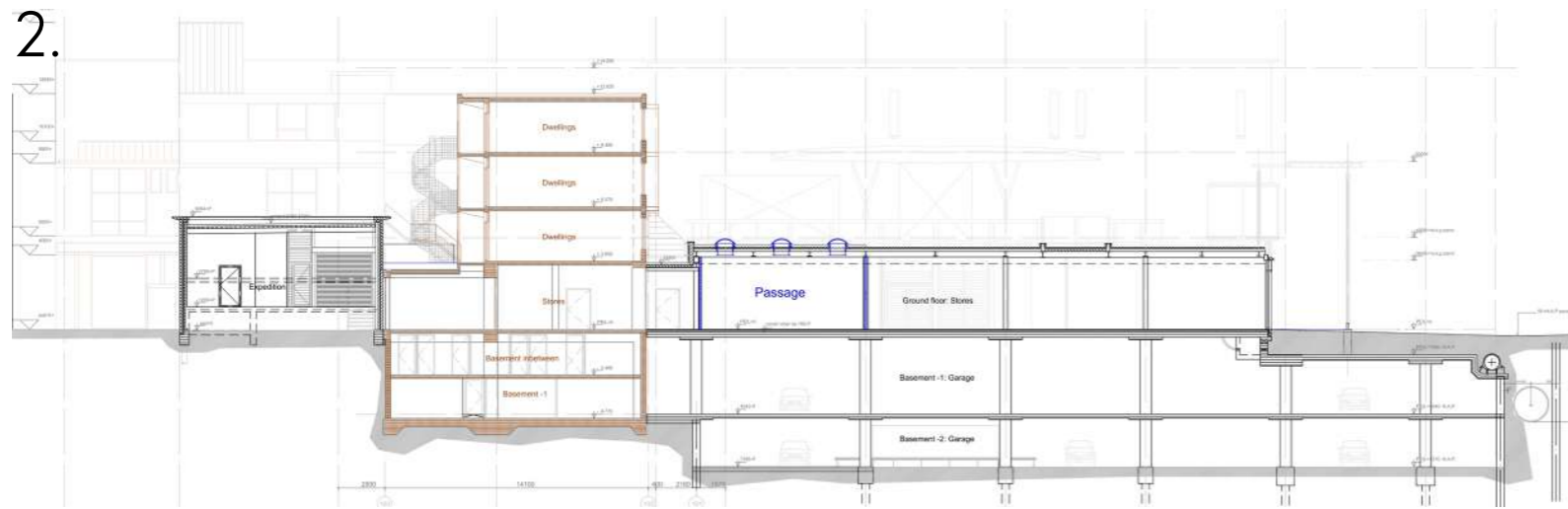
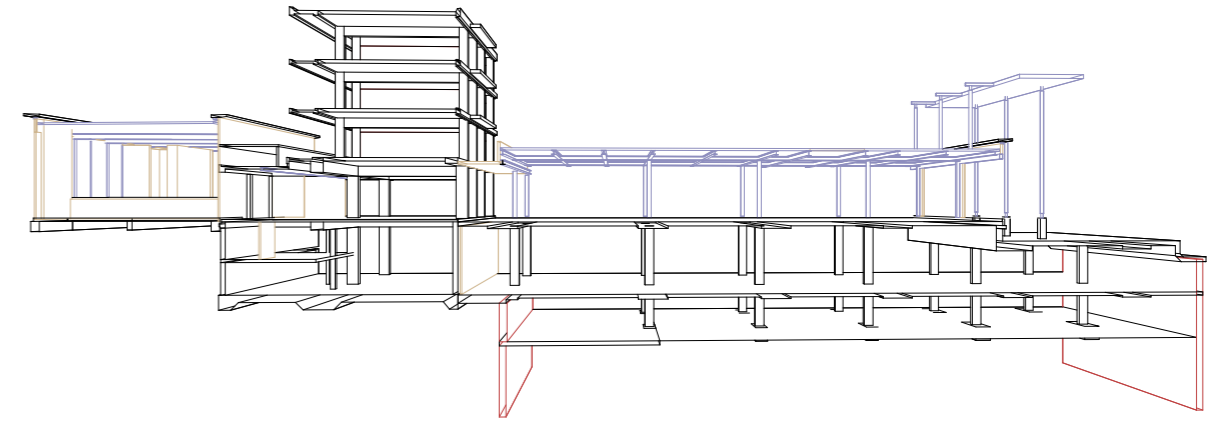
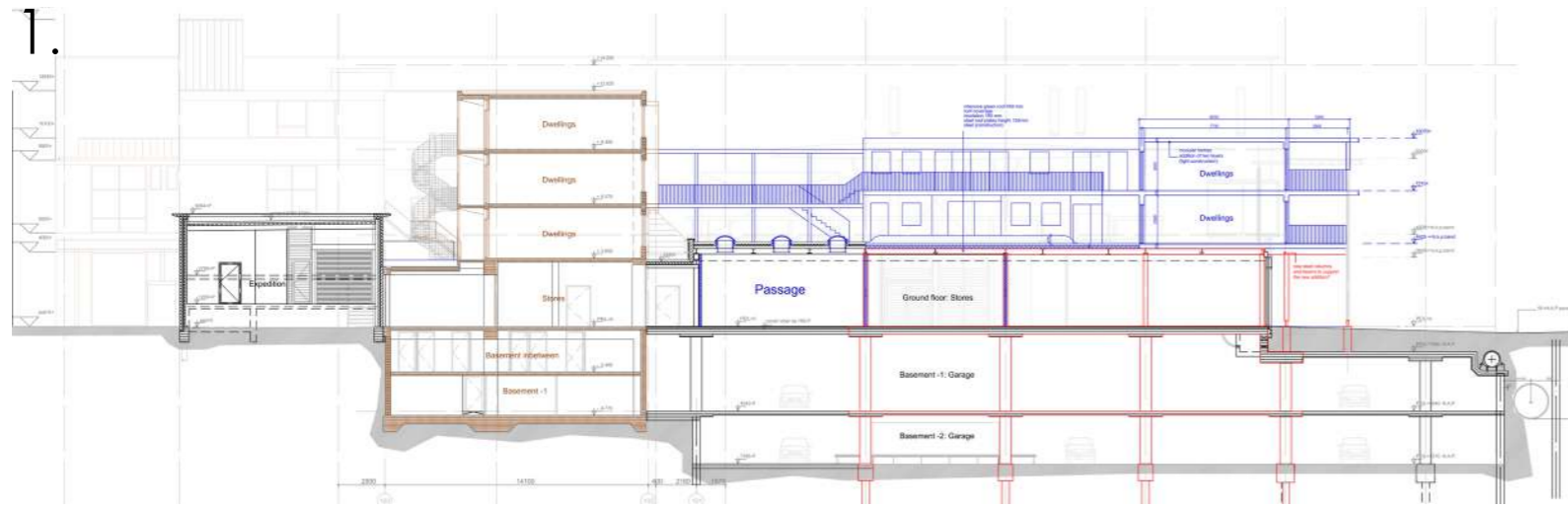


- Offices / co-working / workshps
- Multi-purpose space
- Commercial / Food & beverages
- Vertical circulation points
- Dwellings
- Shared spaces
- Community garden
- Parking and distribution
- Storage and services

New site plan



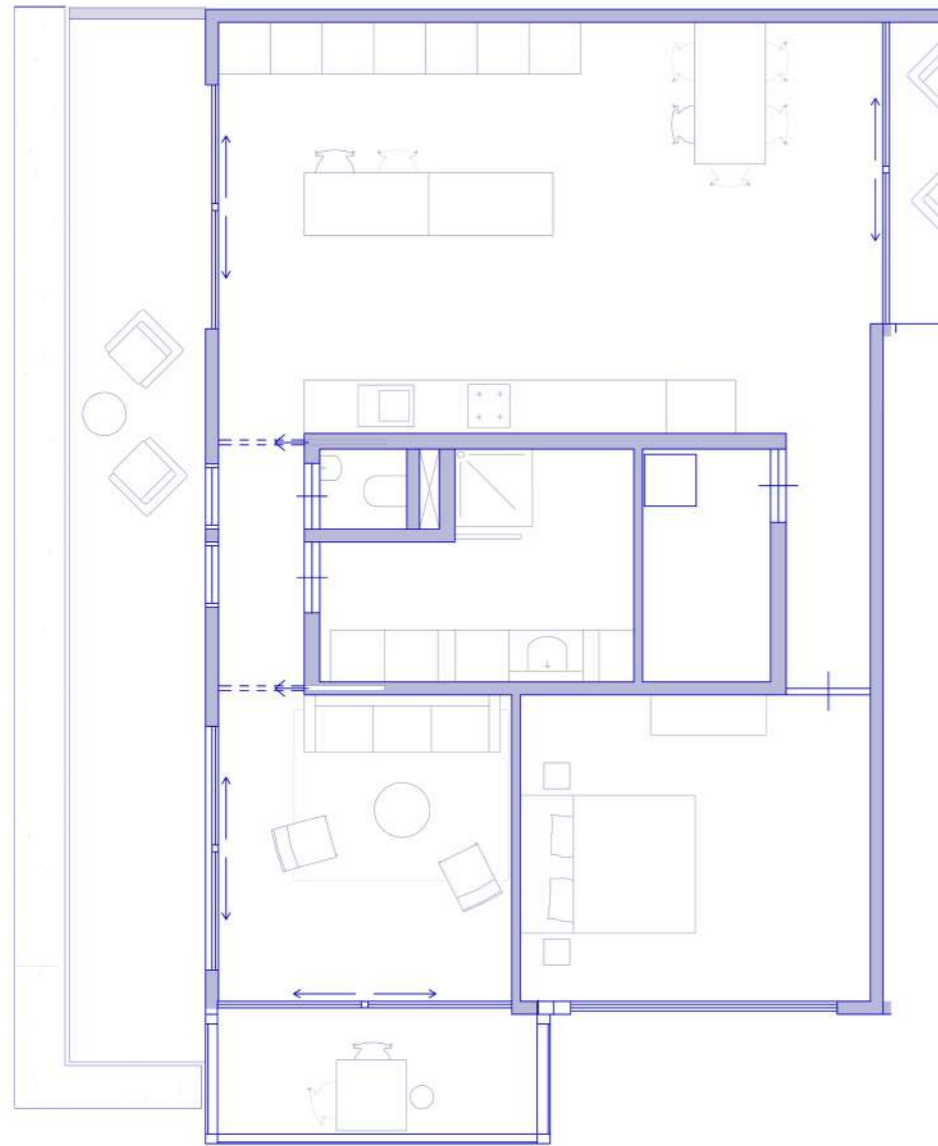
Proposal - variants housing



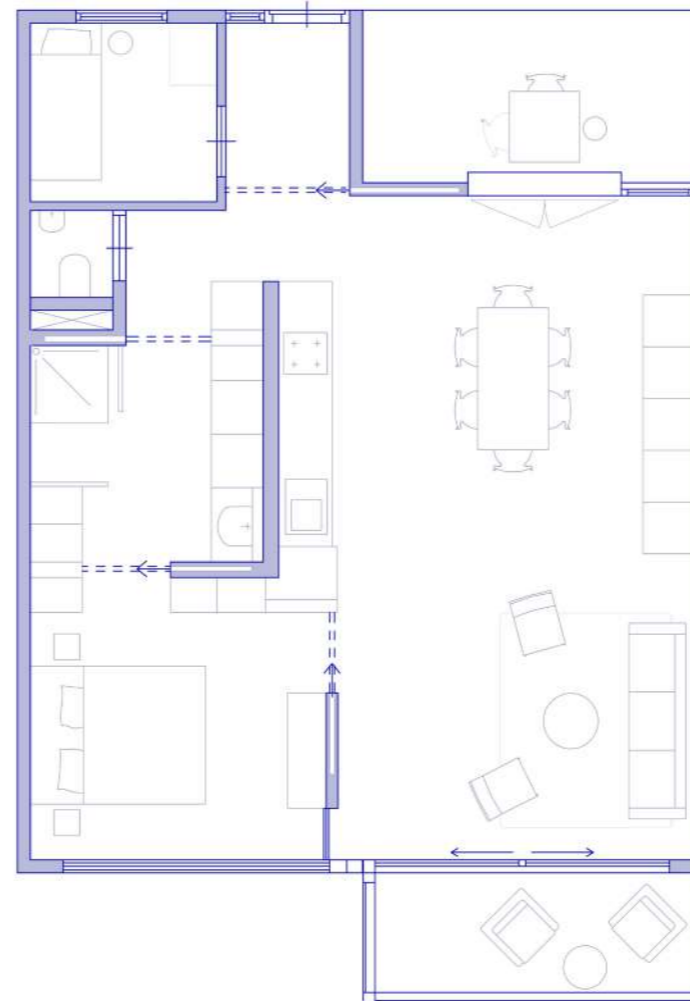
0 8m

Modular homes variants

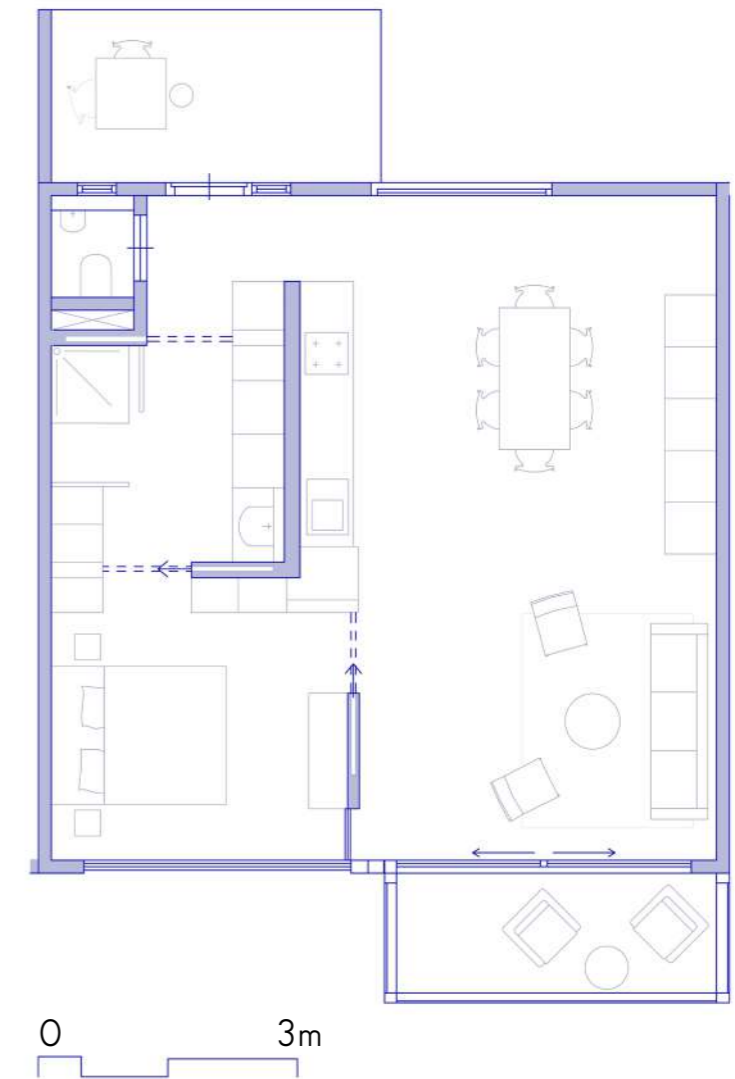
Small family homes
75 m²



Starters, single
parent households
62 m²



Singles and couples
55 m²

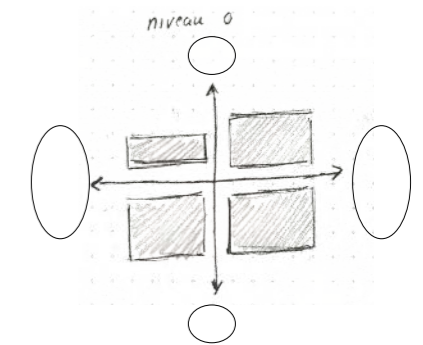
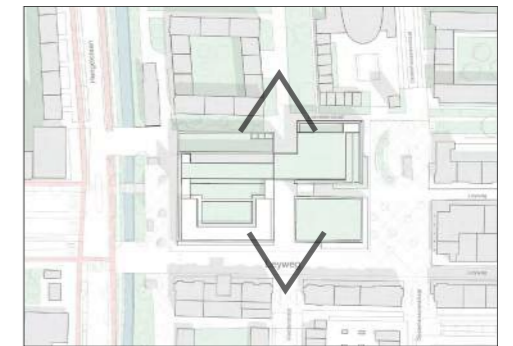
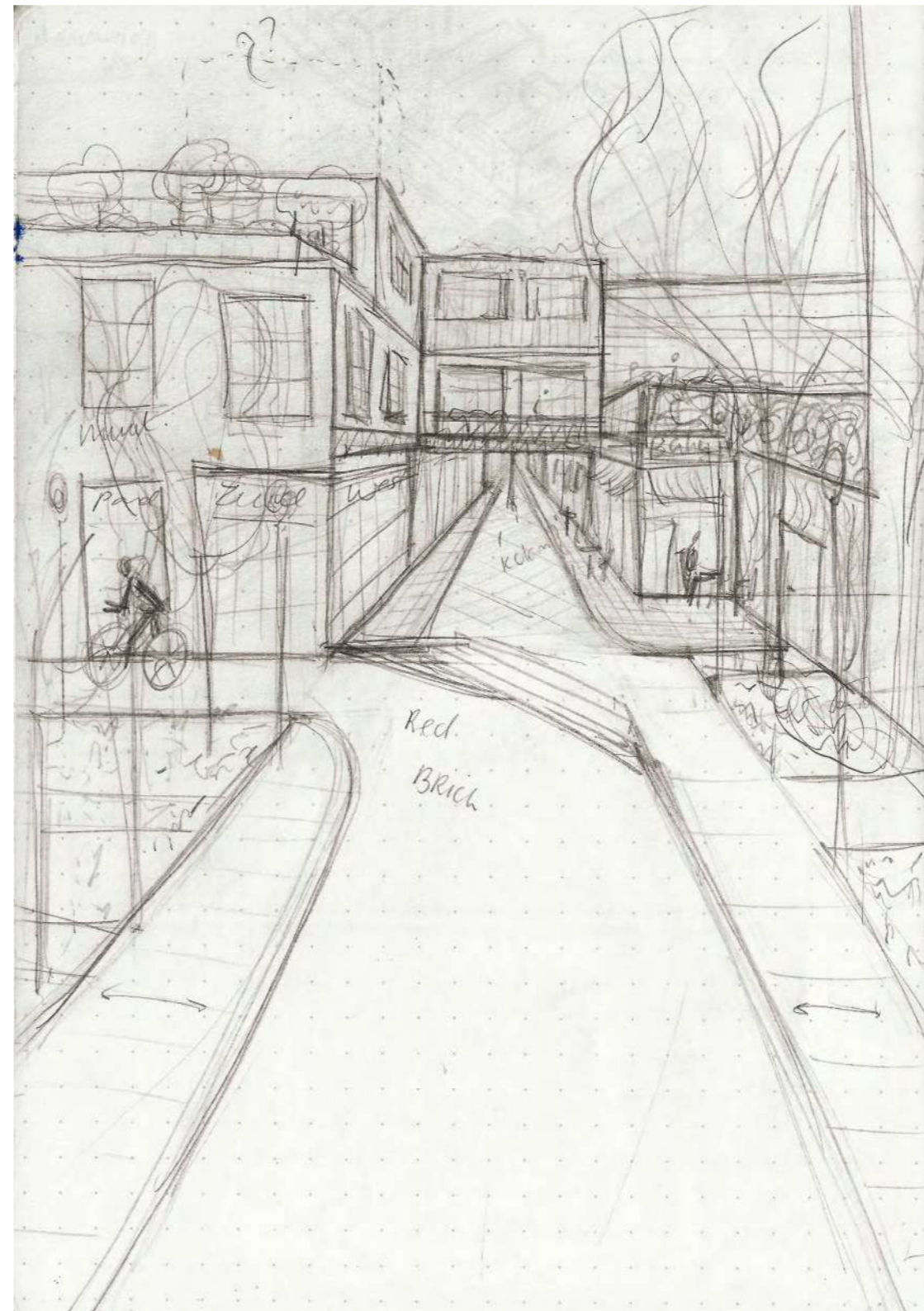


Passages

Leyweg entrance



“Back” entrance



Challenges Leyweg

Affecting the quality of the public spaces

Recommendations

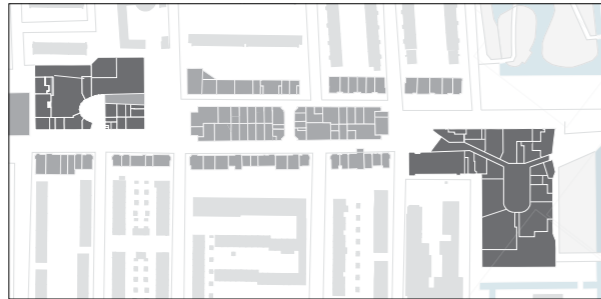
Based on interventions and the comparisons

Design principles

Base for the design concept



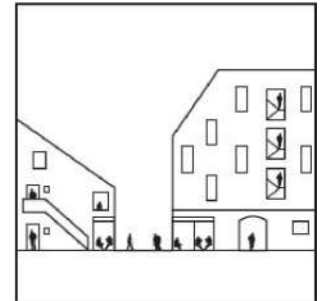
Insufficient overlap of functions



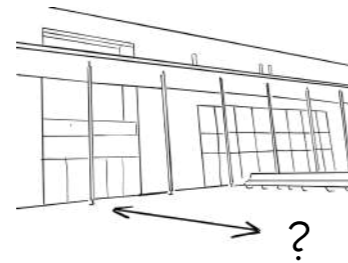
Overlap between day and night functions



Concentrated and walkable



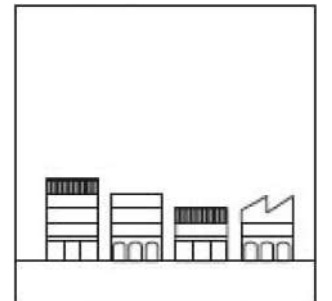
Vacant or dark facades without interaction the streets and squares



"Pergola showcases", lit & open shopwindows, housing upper floors



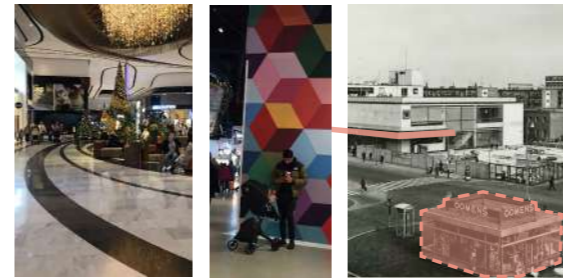
Layering of functions with an active public ground floor



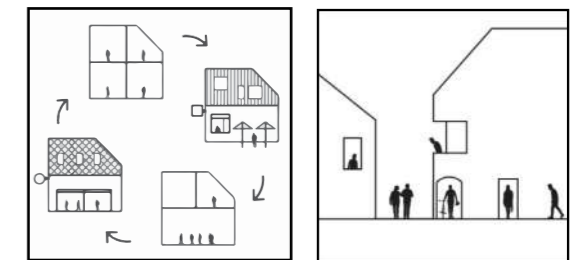
Lack of human scale: large squares without activity



Smaller dimensions of spaces or eyecatchers and zoning for places to walk, stop and rest



Human scale & flexibility



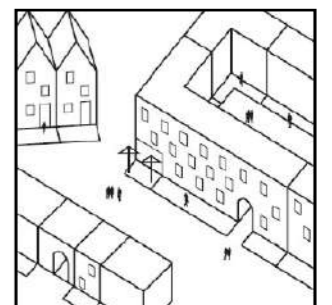
No clearly defined spaces for use



A hierarchy of identifiable territories with clarity of public and private



Sense of Control and identity



(Sim, 2019)