

DO THEY VALUE THE MALL

Determining insider values on a changed 20th century shopping mall.

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DO THEY VALUE THE MALL!

Determining insider values on a changed 20th century shopping mall.
is the M.Sc. 3/4 Graduation Research by Jelmer Eising

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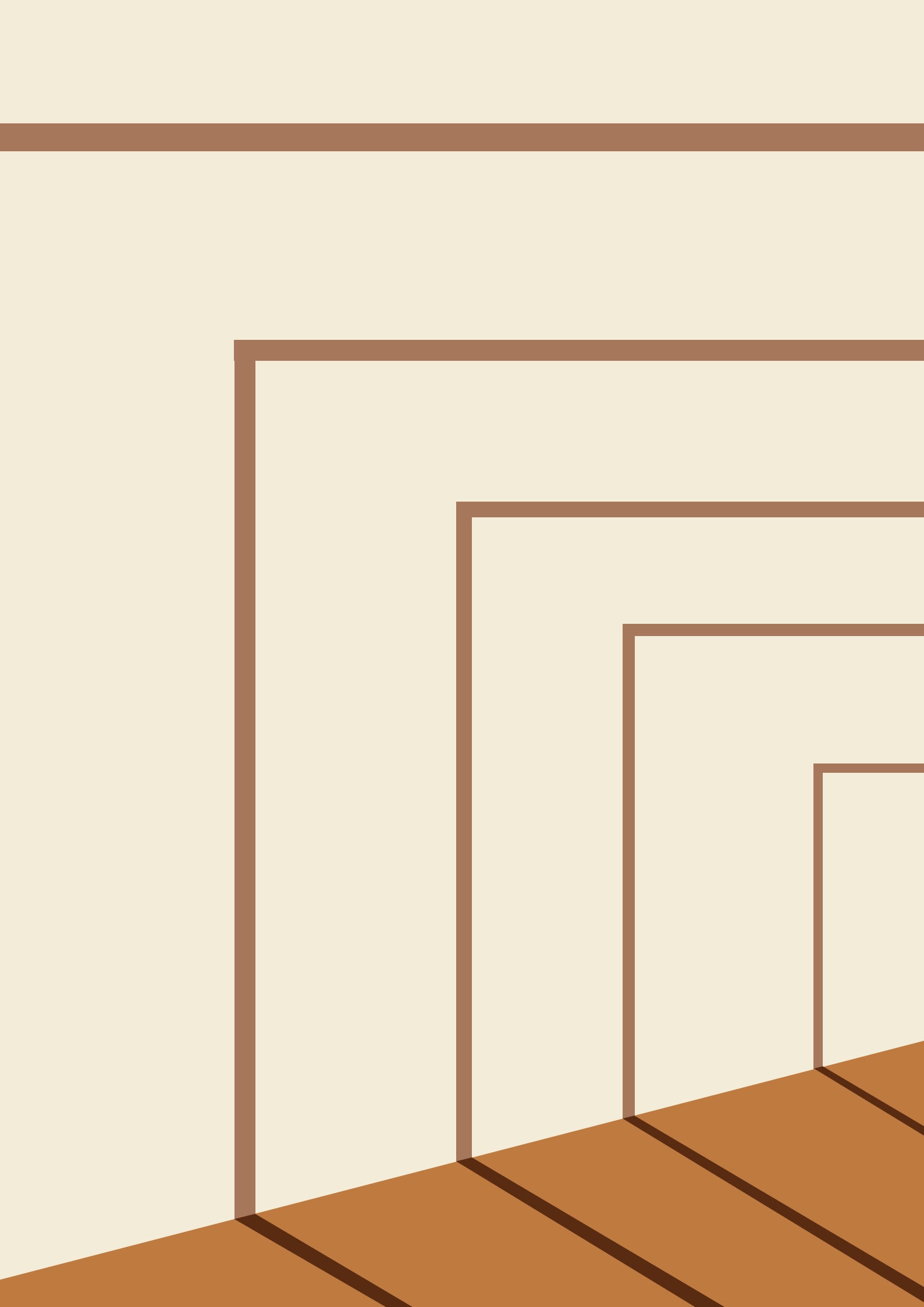




Figure 1: Site drawing of In de Bogaard. scale: 1:2500 (own work)

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Figure 2: The Overvoorde estate in Rijswijk (2009)

Introduction

Despite its socio-economic value, the 20th-century mall in the Netherlands often goes unnoticed by heritage experts, even though its significant role in the lives of people (Robertson & Fennell, 2007; Kooijman, 1999; Feinberg et al., 1989). Due to the speed at which commercial attitudes change, retail is forced to move with the times, and retail buildings and centres change regularly and consequently evade traditional monument conservation (Galema & Van Hoogstraten, 2005).

The Bogaard in Rijswijk is a prime example of a 20th-century mall that could be considered an evolving heritage site based on the cultural and social values it provides for its users. Evolving heritage in architecture recognizes that heritage buildings or sites are not isolated artefacts of the past, but rather part of a larger urban or cultural context that is constantly changing (Cameron, 2023). It acknowledges that the built environment is subject to various social, economic, technological, and environmental influences and that heritage should not be seen as an obstacle to change, but rather as a potential catalyst for creative and sustainable transformation. However, with the changing landscape of retail and the rise of e-commerce coupled (CBS, 2019), many 20th-century malls are facing challenges to their survival in the 21st century and the Bogaard is certainly not immune to this (figure 1) ("Rijswijk: 'Sloop Groot Deel Winkelcentrum in De Bogaard,'" 2018).

One of the key strategies for the survival of a 20th-century mall is to reinvent the shopping experience to meet the changing needs and preferences of the local user (Stec groep, 2022). From the perspective of heritage, this local user of the shopping mall is categorised by Howard (2003) as the insider stakeholder. These are individuals or groups for whom the building functions as the background of their daily lives. This could refer to various and any party - to the individuals or entities who have a direct or vested interest in the use, operation, or management of the mall (Partnership et al., 2004b).

Spatial attributes in architecture refer to what defines the quality of a certain space that influences its functionality, aesthetics, and overall user experience (Veldpaus, 2015). The spaces of the malls designed in the '60s and '70s were primarily for fast and efficient shopping but in the later part of the century, they needed to offer a broader range of experiences to attract and retain customers to remain relevant (Kooijman, 1999). This is significant in a mall such as the Bogaard where vacancy has been an ongoing problem since the start of the 21st century and to remain relevant, attention needs to be given to recognising the evolving experience of insider stakeholders in the spatial attribute of a given space, and engagement has a positive effect on the regeneration process (Lawson & Kearns, 2010;)

These attributes can be divided further into tangible and intangible aspects (Veldpaus, 2015). The connection between attributes and their values is subject to bias as the importance of an attribute can be interpreted in the frequency of the connection, and by how strongly the value of the connection is expressed. The value of connection to spatial attributes lies in its impact on the user experience of a building or space (Rodgers, 2007). There is a non-exhaustive list of tangible and intangible spatial attributes of a shopping complex that needs to be considered in the process of enabling a sustainable transformation of a 20th-century mall.

The case study of the Bogaard shopping mall has been chosen for its cultural significance and as a monument of evolving heritage in addition to being classified as an architectural typological underdog that is driven by demand and commodity. It was built in Rijswijk as the one of the first malls in the Netherlands, showing its importance in the development of the liberal and globalised world (“In Piaspoel polder bezit Rijswijk enige belangrijke industrieobjecten.”, 1959) Nowadays, the role of the Bogaard in its urbanity needs to be re-evaluated as in recent years it has been struggling with structural vacancy with two of its five buildings being closed because of this. There are plans underway opting for demolition to make way for the building of more high-density dwellings (Dlugosz, 2019).

The research is part of the Heritage studio of the Architecture Master of the University of Technology in Delft. This is part of the wider researched theme: the Modern Shopping Centre. By looking at stakeholders (the who), attributes (the what), and values (the why) the research aims to contribute to both analysing and identifying intervention strategies, theorising and applying them.

Problem statement

The modern malls in the Randstad are pressured into redevelopment, as their retail property value is decreasing relative to other more profitable functions (Centraal Bureau voor de Statistiek, 2019). According to Galema & Van Hoogstraten (2005), the shopping centres built in 1940-1965 according to contemporary and recent literature are often hardly recognisable, due to the speed at which commercial attitudes change. They further state that retail is forced to keep up with the times, and retail buildings and centres change regularly. Concluding that the building type evades traditional monument conservation. This is despite forming an essential part of neighbourhoods for their socioeconomic value (Robertson & Fennell, 2007; Kooijman, 1999; Feinberg et al., 1989).

Therefore, the research focuses on determining who the insider stakeholders are and how they value the spatial attributes of a changed 20th-century shopping mall. One of the key strategies for the survival of a 20th-century mall is to reinvent its meaning in contemporary society.

Research questions

To adhere to the problem, trying to answer the question of what the insider stakeholder considers as valueable heritage, the following question is posed: *In what way do insider stakeholders value the spatial attributes of the changed 20th-century shopping mall; In de Bogaard?*

To answer this question the research looks at the who, what, why, and where through the following sub questions:

- 1) *Who are insider stakeholders?*
- 2) *How did spatial attributes of In de Bogaard as a 20th-century shopping mall change?*
- 3) *How do insider stakeholders value the present-day spatial attributes of In de Bogaard?*
- 4) *How do insider stakeholders value past spatial attributes of In de Bogaard?*

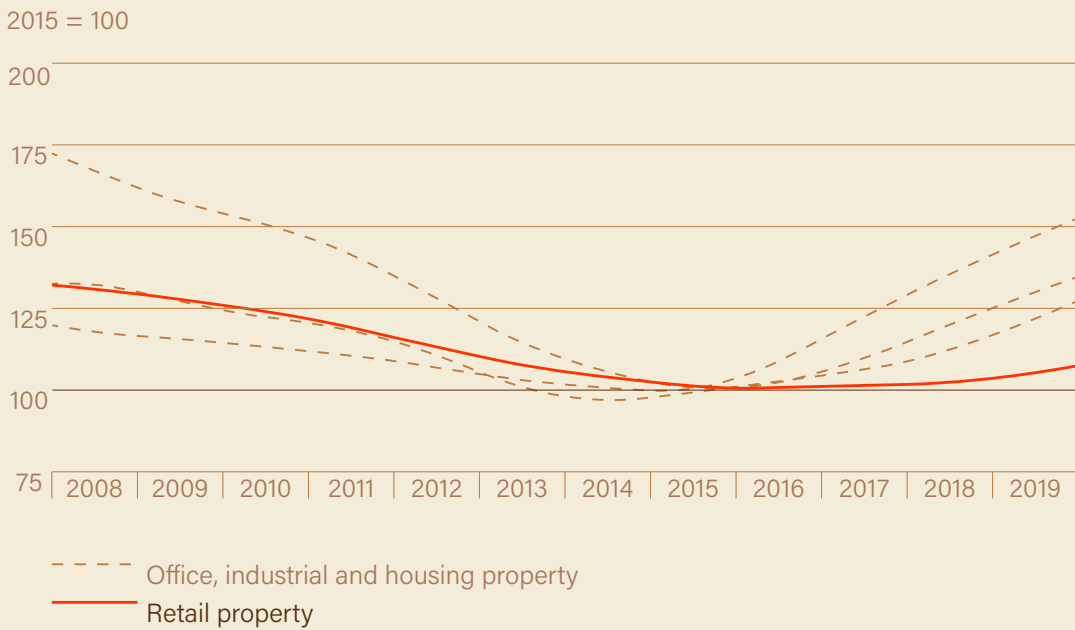


Figure 3: Price development of retail property (source: CBS, 2023)

Relevance

In these questions the social relevance relates to contemporary problems, as other regional malls could be reassessed and re-developed to stay relevant using a similar approach. It determines how tangible and intangible aspects of spatial attributes are valued by insider stakeholders and be used as a potential catalyst for creative and sustainable transformation to remain relevant and be a part of evolving heritage.

Academically, studies have been done about the social role of the mall for its community (Feinberg et al., 1989), customer experience (Gilboa & Vilnai-Yavetz, 2013), and how habits are used in decision-making (Howell & Rogers, 1981; Bloch et al., 1994). Recent trends in retail show that there is a shift in the Dutch retail landscape from a monoculture to a human scale (Stec groep, 2022). The use of observations, and/or data analysis to establish what activities are valuable for the consumer. Gilboa & Vilnai-Yavetz (2013) uses interviews to determine customer experience. The research will look at the value of the experience of the spatial attributes from different insider stakeholders, thereby it will offer new insights concerning 20th-century heritage.

Methodology

This research aims to investigate the questions through mixed methods that are listed below and in the research diagram (figure 4). Reviewing existing literature, conducting interviews, performing comparative analyses, and assessing the value of heritage in the context of the environment of In de Bogaard.

Literature Review

A review of literature will be made to identify the different groups or categories of individuals or entities that have a vested interest in the mall. The methodology that will be used will be derived from Snyder (2019). Three pieces of literature that are used from the field of heritage research are being reviewed, as can be seen in figure 4.

Comparative analysis

The methodology involves comparing and analysing existing data. This will be organized in different categories derived from the tangible attribute list of Veldpaus: urban element, build and build element. In this the context of the mall will also be taken into account, as Howard(2001) shows that insider stakeholders are concerned access and infrastructure of the site. This method has been used in the publication of Kuipers and De Jonge (2017), which guides the research as an example.

The data sources that are being used are historical urban maps; and archival data such as photos and reports from the municipalities of Delft and Rijswijk.

Interviews/questionnaires

By determining who the insider stakeholders are (Research Question 1), an in-person interview with insider stakeholders will be done. This could provide a rich source of qualitative data to explore their values of spatial attributes of the mall in-depth. Questions could be used to elicit their opinions, experiences, and attitudes towards the current artifact that is the mall. Data is collected by a focused interview method, which aims to be non-directional, as described by Flick (2009). Flick states that this can be done by altering open-, semi-open, and closed questions. A familiar setting without too much distraction or purpose should be the backdrop of the interviews, contributing to the willingness of target audience. Specifically, to answer research question 4, about the value of past spatial attributes., The way of questioning will be inspired by the work of Stead et al. (2019). In this oral history analysis is explained as a base for architectural interventions.

The interview questions (appendix 1) will be used on 10 insider stakeholders such as employees, visitors of the mall and people living in the surrounding neighbourhoods. The intent is to interview people that represent different levels of familiarity with the mall. In this way, a broad view on how different people is selected.

Value assessment

Using the framework of Pereira Roders et al. (2019) the data from the interviews will be used in a value

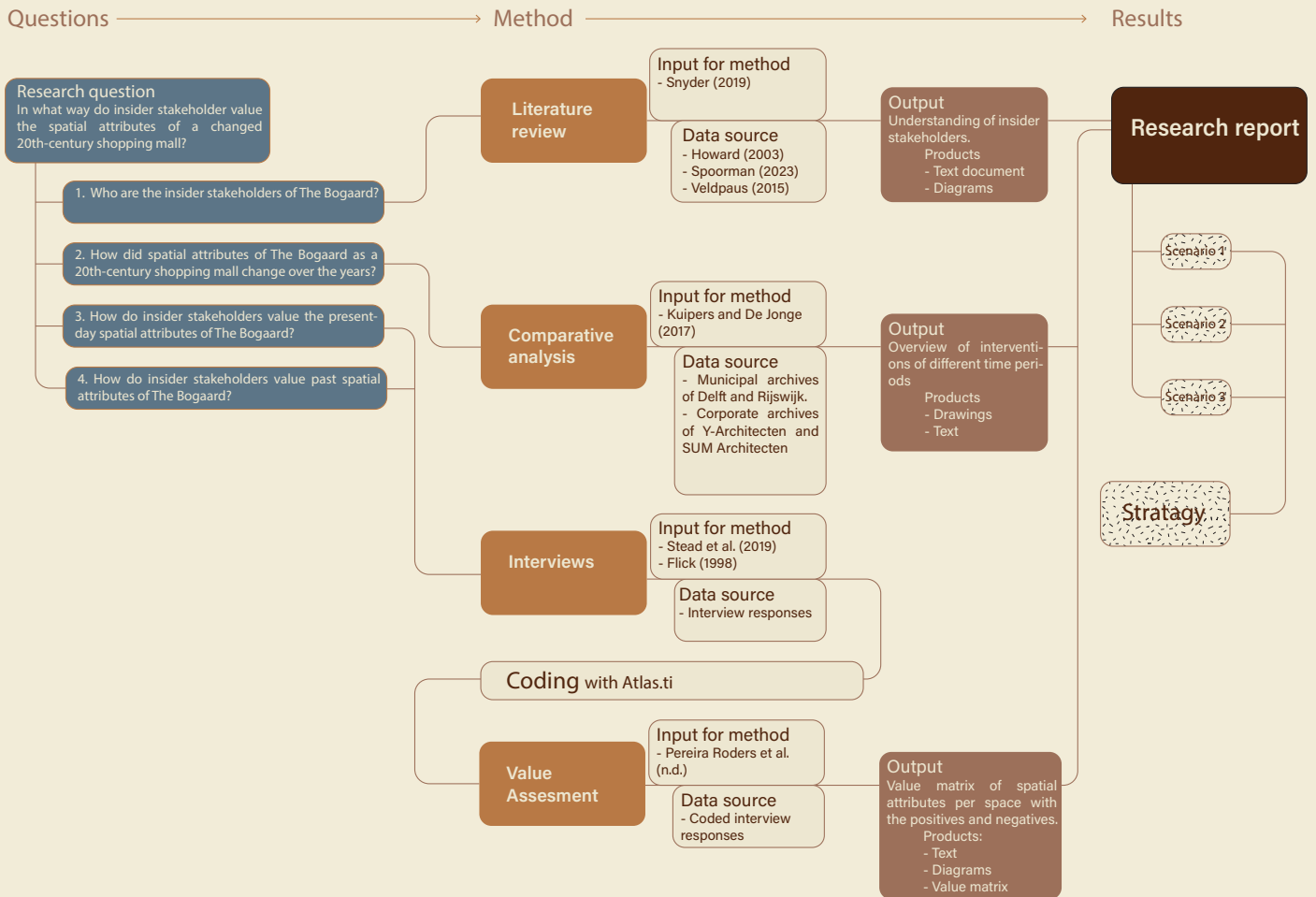


Figure 4: Research diagram (source: own work)

assessment. This dataprocessing of interview notes and transcriptions will be done by using ATLAS.ti. In which, the text assesment was done by the researcher. The artificial intelegence automatisation software will be used as a safeguard and suggetions of categories and themes outside of the proposed framework of the value-attribute matrix. Through this process the research

Theoretical framework

Stakeholders (who)

The interest of stakeholders is described by Howard (2003) posing the term heritage markets (table 1). He defines these markets as a person or group of people who have a vested interest in the development of a project and is/are affected by its success. Each group invests labour, financial or cultural capital in the preservation and promotion of the artifact they view as being heritage. As can be seen in figure 5, the interest and concerns differs per group. Insiders show to be mostly interested/concerned with person- and event-related histories, while owners have interest/concerns mainly in privacy, security and finance. An individual's concern for an artefact doesn't have to limit itself to one market as, for example, an academic can also be part of the insider group, or an owner can be an outsider. Moreover, within stakeholder groups, different opinions are possible that even can be contradictory (Spoormans et al., 2023)(Howard, 2003).

Looking back at the insider group that is being discussed, subdivision can be made based on their insiderness (Howard, 2003. P. 116) (table 2). This is the way insiders experience the artifact, through their frame of reference. These might be represented differently in the assessment of heritage values. An example of this is the research done by Ennen (1999). This research looked at attitudes towards the built heritage of inhabitants living in Hungarian and Dutch city centres and discovered that most of the concern for heritage, as defined by authorities and academics, shown locally comes from a small band of 'historic connoisseurs', but there are other middle-class inhabitants who have a different view. Both studies show that insiders can experience built heritage differently, and the most prominent is not per se the consensus of a certain group.

Heritage Market	Group examples	Interests/concerns
Owners	Private property owners, organisations (can include governments)	Privacy, security, finance
Outsiders	Tourists, visitors, educational visits, connoisseurs	Access, interpretation
Insiders	Residents, parishioners, indigenous people, newcomers. Can also include non-local people (emigrants)	Concerned particularly with activities, with sites, and with people. Person and event-related histories. Access, excluding outsiders. Often oppose interpretation and pricing.
Government	Different levels of government, different expertise	Legitimacy and prestige to show similarity within an area and difference from others.
Academics	Different disciplines	Authenticity, conservation.
Media	Press, digital media, broadcasting, television, film	Agenda for 'newsworthiness', visual value, e.g., films.

Table 1: adapted table from Howard (2003). (source: Spoorman(2023))

Vicarious	Second-hand experience	Acquired through art and literature, e.g. Hardy's Dorset. Can be deeply felt, but fundamentally romantic. Also the attitude to the homeland of the diasporic community.
Behavioural	Direct aesthetic experience	Self-conscious, aesthetic, largely visual, involvement but without other emotional involvement. Typical for a visiting professional.
Empathetic	Direct emotional experience	Self-conscious and deliberate emotional involvement, typical of incomers. Tends to lead to active conservational involvement especially in activities.
Existential	Unselfconscious experience	The insideness of 'home' where we know everyone and are known, and the place is full of significances.
Deep existential	Unselfconscious and unreflecting experience	This is the unreflecting and even dismissive insideness of those people who know no other place. Having no comparison, the place is neither good nor bad.

Table 2: Different kinds of insideness (source: Howard (2003)).

Veldpaus defines stakeholders from the scope of heritage policy makers, such as the ICOMOS and UNESCO organizations. . As the researcher states, the definition seems to be expanding by the decade. The major conclusion stakeholders are divided into government, experts and community. The latter comes as close to the definition of insider stakeholders, while in-direct community and direct community are separated. The in-direct community is the community in general, e.g. the local, regional or national population, tourists, educators. The direct community is Those in direct contact with the heritage, e.g. owners, residents, users

Attributes (what)

As mentioned in the introduction, spatial attributes in architecture refer to what characteristics define the quality of a certain space or qualities of a physical space that influences influence the overall user experience (Veldpaus, 2015). In this, the experience is an interpretation of perception that concerns itself with the surroundings; exteroception (the self-perceiving the sight, sound, smell, taste and touch). The list of attributes is nonexhaustive, but according to Veldpaus (2015), distinctions in perceiving build heritage attributes. Firstly, material (tangible) and immaterial (intangible) attributes can be separated. Veldpaus (2015) links the tangible and intangible attributes to categories, describing tangible attributes

as following a scale while categorizing in-tangible elements as societal, asset or process-related (Figure 5). The cultural value may be directly represented by tangible attributes or indirectly by an intangible attribute that serves as the foundation for the value placed on the tangible attribute.

Value assessment

The connection between attributes and values is subject to a certain bias as the importance of a value of an attribute can be interpreted in the frequency of the connection, or by how strongly the value of the connection is expressed. This is a common difficulty in the assessment of heritage (Pereira Roders, 2007), as the notion of heritage evolves with contemporary norm norms and values. Values can be created, conserved, destroyed and restored (when forgotten/discovered) in re-design. The values put on the attributes of built heritage by people are more complex than which stakeholder they are. More factors affect their view. Some examples of factors affecting the view on heritage values are nationality, gender, ethnicity, class, religion, poverty, insideness, expertise and age (Howard, 2003). In assessing the value of attributes the ever-changing cultural landscape is reflected. An element that would be heritage today, might not be considered heritage in another time frame. As we see from the 19th century until now the notion of heritage and its value has changed (Pereira Roders, 2007). Pereira Roders (2007) concludes the research with a frame of 9 values, shown in figure 6. Each value links to why attributes are important to certain stakeholders.

Coding

The coding of the data will be done by breaking up the interview into meaningful parts. The classification of interviews will be following the tangible and intangible attributes in the scale level of the attribute and the category of the attribute. Next, the given value will be ordered as positive or negative, while following the value categories provided by Ana Pereira Roders (2007). The data is affected by the number and the type of participants. The people who stop and are open to converse with a stranger represent not all, as personality and schedule influence their willingness.

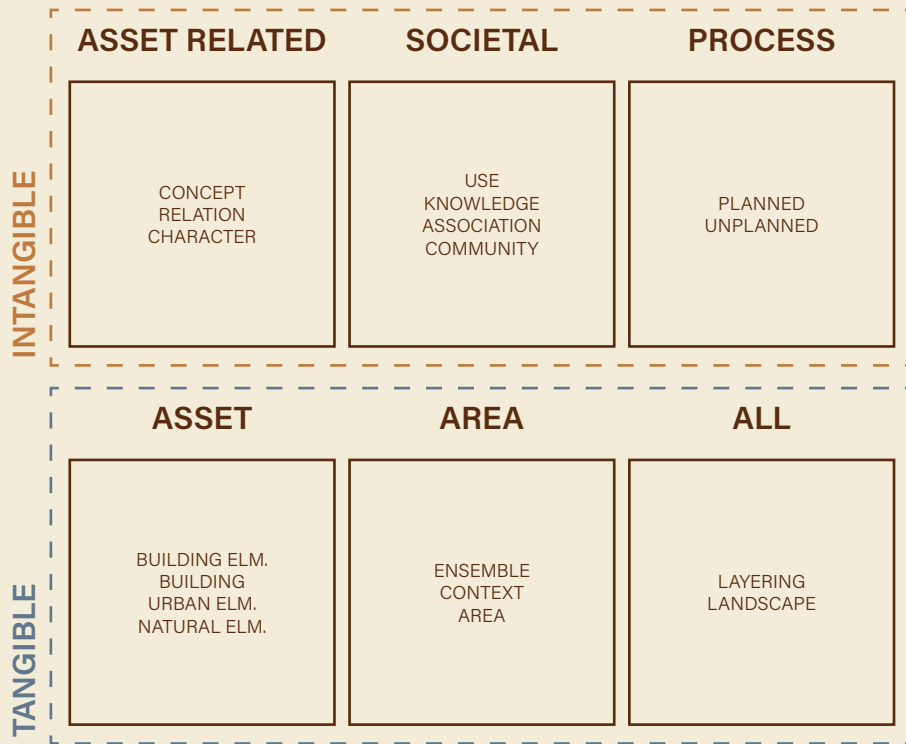


Figure 5: An overview of the categories of tangible and intangible attributes (Veldpaus, 2015; Gustcoven, 2016)



Figure 6: An overview of the categories of tangible and intangible attributes (Veldpaus, 2015; Gustcoven, 2016)



Figure 7: Total co-occurrences of Values and present spatial attributes.

Results

Defining Insider stakeholders

The stakeholder markets poised by Howard (2003), Spoormans (2022) and Veldpaus(2015) were described in the theoretical framework of this research paper. The importance of looking at who is the insider stakeholder is to make clear who to approach, what new information they could offer, and what their blind spots are. Howard's definition of insider stakeholders is a individual or group of people concerned particularly with activities, with sites, and with people; person and event-related histories, and; access, excluding outsiders. Often oppose interpretation and pricing. Example groups are residents, parishioners, indigenous people, newcomers. And can also include non-local people (emigrants). Veldpaus uses the term of direct community instead of insider stakeholder. The direct community is those in direct contact with the heritage, e.g. owners, residents, users. The definition of Howard is more elaborated, describing different and sometimes conflicting attitudes within the insider stakeholder group. Spoorman contributes to Howard's work by elaborating in what attributes these groups mention when being interviewed, and giving nuance, by naming the phenomena of the 'historic connoisseurs' Veldpaus doesn't elaborate on 'direct community', leaving space for interpretation and specificity that is helpfull when approaching specific forms of locallity and insideness. One can imagine the insiders of the bogaard (figure 7) being different from other malls.

Changed spatial attributes

Having examined the nuanced definitions and dynamics of insider stakeholders as described by Howard and complemented by Veldpauw and Spoorman, the subsequent inquiry delves into the evolution of The Bogaard, a 20th-century shopping mall. This shift in focus directs our attention to the spatial attributes of The Bogaard over two distinctive periods, offering an analysis of the change that occurred.

First Period (1963-1993):

In the initial phase of The Bogaard's development, spatial characteristics aligned with the principles of the CIAM (Congrès Internationaux d'Architecture Moderne) approach used for the urban plan. This period, spanning from 1963 to 1993, emphasized convenience and safety through centralized shopping. The most significant spatial change during this time was the introduction of extensive parking spaces. This addition expanded the mall's service radius in the city, enhancing accessibility. Architecturally, The Bogaard exemplified key features of shopping malls of its time. It boasted open outside borders, horizontal lines in its architectural design, and open-air pedestrian areas as can be seen in the images shown in figures 8 and 9. These spatial attributes created a safe environment where shoppers could move freely and comfortably within the mall.

Second Period (1993-2000):

In the later phase, from 1993 to 2000, The Bogaard underwent a substantial transformation in response to changing consumer and urban development trends. This period was characterized by a shift from the original principles towards a more contemporary approach. The spatial attributes were significantly altered to cater to the demand for enhanced experiences, comfort, and entertainment. The key changes included:

- **Housing Integration:** The mall introduced housing within its premises, marking a change in its spatial dynamics. This integration aimed to create a more vibrant and mixed-use environment, allowing residents to live and shop in close proximity (figure 8).
- **Expanded Size:** The mall expanded in size, accommodating a broader range of stores and services. This expansion influenced the overall spatial layout of the shopping center (figure 9).
- **Underground and In-House Parking:** Parking facilities were reimaged, with the introduction of underground and in-house parking. This spatial change enhanced accessibility and maximized land use, contributing to a more efficient use of space (figure 9).
- **Closed Facades:** The spatial attributes evolved to include closed-off facades, offering a more introverted shopping experience. This architectural choice defined the mall's exterior, creating a distinct spatial boundary (figure 10).
- **Covered Areas:** The addition of covered areas further redefined the spatial elements. These covered spaces provided shelter and comfort for shoppers and contributed to a different spatial experience. (figure 11)

Prins Constantijn Promenade



1963-1969

canopy facade building



2010-2022 | pavement lantern and benches + green infill



Steenvoordelaan



1963-1969

facade four stories and housing



2010-2022



Prins Johan Friso Promenade



1963-1969

housing facade



2010-2022 | pavement



Figure 8: Pictures of In de Bogaard showing change of its spatial attributes.

- Vertical Architectural Elements: Verticality emerged as a new architectural language, marking a departure from the horizontal lines of the earlier period. Vertical elements added depth and a sense of modernity to the mall's spatial design (figure 12).

In summary, the spatial attributes of The Bogaard shopping mall underwent significant changes during the 20th century. The mall evolved from a CIAM-inspired design with a focus on convenience and open spaces to a more contemporary approach, housing integrating housing on the corners, expanded size, underground parking, closed facades, covered areas, and vertical architectural elements. These changes reflect the mall's adaptation to meet evolving consumer preferences and urban development trends over time. The subsequent section explores the empirical findings from a diverse group of respondents to shed light on how these spatial changes have influenced their perceptions and experiences within In de Bogaard.



Figure 9: Site layout of the bogaard of 1965 (left) and 2019 (right).
P Inside parking P outside parking



Figure 10: Changed shopping mall from extrovert to introvert building.

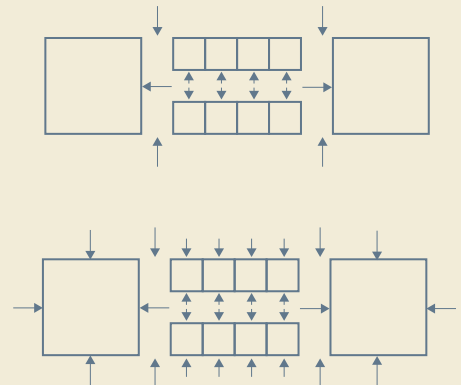


Figure 11: Changed shopping mall from open air to covered.

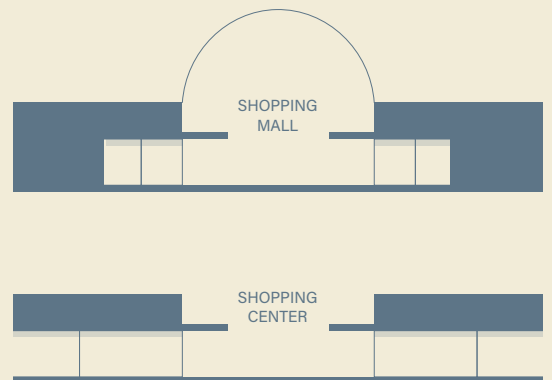
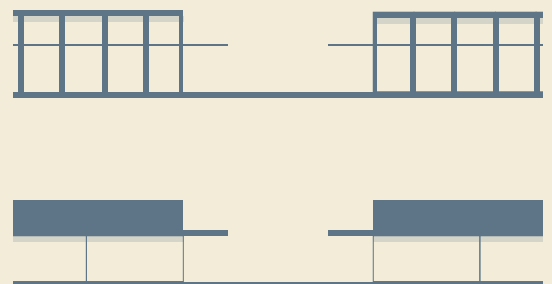


Figure 12: Changed shopping mall from horizontal to vertical architectural language



Spatial attributes: sentiment and value-attribute assessment

The last part of the research involved interviews, bringing the insider stakeholders and spatial attributes together. Ten people were interviewed using the questionnaire (Appendix 1) as a guide. They came from a variety of backgrounds, including working in the mall, visiting the mall, and living in the area. This approach provided an indication on how different people value the shopping centre.

The ten interviews yielded 90 sentences comprising attributes and/or values related to the case study. The quantity and quality of these quotations differed for each of the interviews, with interview 5 (1 quotation) recording significantly fewer than interview 9 (20 quotations). Past tense featured in 53% of the quotations, exceeding present tense (47%), with sentiment expressed on 42 occasions. The past is regarded more positively in terms of sentiment. The quotes consist of both tangible (t: 62%) and intangible (i: 48%) attributes, each subcategory (t/i:subcategoryname) featuring varying proportions as illustrated in figure 13.

ATLAS.ti coding created an attribute-value matrix, quantifying positive and negative comments within each cell, as shown in Figures x. The interviews identified two main values - economic and aesthetic that were linked to present attributes, and social and aesthetic to past attributes (table 3 and 4).

The output the coding gives for the attributes shows a range of named attributes that are categorized by the framework of Veldpaus. These are presented differently within the transcriptions of the interviews. An example of this is subject no. 1, who talked a lot about the value and presence of green. Contrasting is the interviews with subject no. 2 and 3, they don't mention green. They give past spatial attributes aesthetical, economic, social, and historic value. When looking at the present, the quotations contain aesthetical, economic and scientific values.

The second result is the output of more specific categories of attributes. These are topics that were named more frequently than the non-exhaustive list of other possibilities. Also, they can be linked to sentiment (positive/negative). The spatial attributes that were positively named concerned green elements (t: natural green and i: character.), meeting spaces (t: building elements and i: character), and functions (i: function, i: use). Negatively perceived are closed borders (t: building elements, i: character) and the vacancy (i: use).

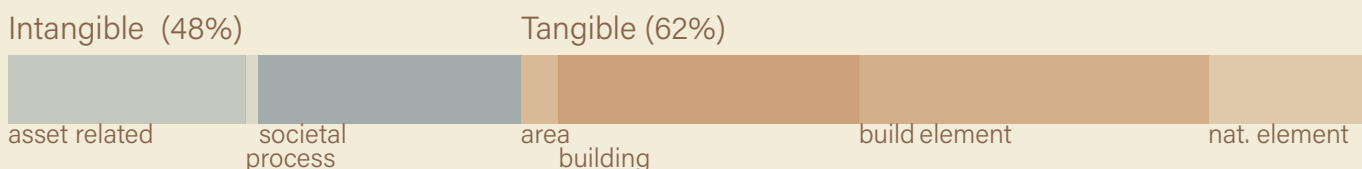


Figure 13: type and ratio of different characteristics mentioned in the interviews.

	(i)Asset related Gr=13	(i)Process Gr=1	(i)Societal Gr=14	(t)Area Gr=2	(t)asset Gr=44
Aesthetical Gr=26	1	1	0	0	7
Economic Gr=31	1	0	3	0	3
Historic Gr=3	1	0	1	0	1
Scientific Gr=2	0	0	0	0	0
Social Gr=11	1	0	1	0	5

Table 3: Total co-occurrences of Values and Past spatial attributes.

	(i)Asset related Gr=13	(i)Process Gr=1	(i)Societal Gr=14	(t)Area Gr=2	(t)asset Gr=44
Aesthetical Gr=26	1	0	1	0	7
Economic Gr=31	4	0	1	1	4
Historic Gr=3	0	0	0	0	0
Scientific Gr=2	0	0	0	0	2
Social Gr=11	0	0	0	0	0

Table 4: Total co-occurrences of Values and present spatial attributes.

Values

ECOLOGICAL SPIRITUAL ESSENTIAL EXISTENTIAL [COE, 1975]	SOCIAL SPIRITUAL EMOTIONAL (IND.) EMOTIONAL (COL.) ALLEGORICAL [SPABE, 1877]	ECONOMIC USE NON-USE ENTERTAINMENT ALLEGORICAL [COE, 1966]
AGE SPIRITUAL ESSENTIAL EXISTENTIAL [SPABE, 1877]	POLITICAL EDUCATIONAL MANAGEMENT ENTERTAINMENT SYMBOLIC [ICOMOS, 1967]	
SCIENTIFIC WORKMANSHIP TECHNOLOGICAL CONCEPTUAL [RIBA, 1904]	AESTHETICAL ARTISTIC NOTABLE CONCEPTUAL EVIDENTIAL [SPABE, 1877]	HISTORIC EDUCATIONAL HISTORIC-ARTISTIC HISTORIC-CONCEPTUAL SYMBOLIC ARCHAEOLOGICAL [SPABE, 1877]

Table 5: Past values

ECOLOGICAL SPIRITUAL ESSENTIAL EXISTENTIAL [COE, 1975]	SOCIAL SPIRITUAL EMOTIONAL (IND.) EMOTIONAL (COL.) ALLEGORICAL [SPABE, 1877]	ECONOMIC USE NON-USE ENTERTAINMENT ALLEGORICAL [COE, 1966]
AGE SPIRITUAL ESSENTIAL EXISTENTIAL [SPABE, 1877]	POLITICAL EDUCATIONAL MANAGEMENT ENTERTAINMENT SYMBOLIC [ICOMOS, 1967]	
SCIENTIFIC WORKMANSHIP TECHNOLOGICAL CONCEPTUAL [RIBA, 1904]	AESTHETICAL ARTISTIC NOTABLE CONCEPTUAL EVIDENTIAL [SPABE, 1877]	HISTORIC EDUCATIONAL HISTORIC-ARTISTIC HISTORIC-CONCEPTUAL SYMBOLIC ARCHAEOLOGICAL [SPABE, 1877]

Table 6: Present values

Positive attributes



Negative attributes

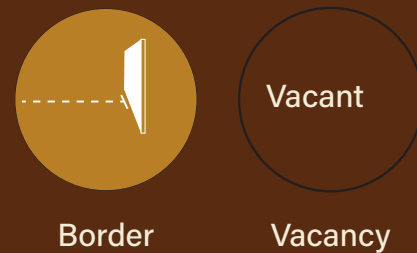


Figure 14: Themes of attributes frequently mentioned.

Conclusion

The research tried to answer the question: *“In what way do insider stakeholders value the spatial attributes of a changed 20th-century shopping mall?”*; this is done by looking at who insiders stakeholders are, how In de Bogaard changed spatially and how these are perceived by the insiders.

For defining the target group, a literature review defined possible Insider stakeholder to be, in the writings of Howard, an individual or group of people concerned particularly with activities, with sites, and with people, while Veldpaus poses a limitation in the definition: The direct community is those in direct contact with the heritage, e.g. owners, residents, users. Spoorman expands the definition of Howards, by giving nuances, expanding the framework behind the definition. The insider stakeholder is therefore a definition that is under flux, depending on context and target audience.

In preparation for the interviews and to give context, changes in spatial attributes were found from the initial plan, and the present. The mall evolved from a CIAM-inspired design with a focus on convenience and open spaces to a more contemporary approach, housing integrating housing on the corners, expanded size, underground parking, closed facades, covered areas, and vertical architectural elements.

For the interviews past spatial attributes show aesthetical, economic, social, and historic value (table 5). Present shows quotations containing aesthetical, economic and scientific values (table 6). These are connected to mostly asset related attributes (urban, building, and building element), indicating the scale of which is important to the interviewee. The coding showed spatial attributes outside the framework (figure 14); positively named concerned green elements (t: natural green and i: character.), meeting spaces (t: building elements and i: character), and functions (i: function, i: use). Negatively perceived are closed borders (t: building elements, i: character) and the vacancy (i: use).

The research shows that the interviewed are concerned with attributes concerning In de Bogaard from very specific thematic attributes, green, meeting spaces, function, borders, and vacancy. They link different values to attributes when talking about the past and present shopping mall. Important are historic and social values that were in the past, which are not found in the present. In this, scientific value is notably represented.

Discussion

The intent of the research was to find what heritage values are for insider stakeholders to determine the value of a changed 20th century mall. During the interviews a connection with past/present spatial attributes was not frequently mentioned, even though the interviews were between 15 and 45 minutes long. The link between defining insider stakeholders and finding them in the field is hard to make, as no definitive checklist can be made in practice of 'the insider stakeholder'. Furthermore, the results from the analysis of spatial changes does not translate to the answers of the interviewed. A possible explanation would be that people have no interest or memory of the spatial experience of the urban, build and build elements of every day life. This is in line with the theory of Howard (2003). Expanding and possibly contradictory is the influence of questioning. It provides people a frame to connect with and thus feel connected with the build heritage; as initial questioning with pictures of past and present

resulted in less usefull data than a more open questioning without the pictures. The pictures in combination with questions might be too much new information for someone who isn't an expert. Overall, the results show that insider stakeholders are concerned not with the meaning of the style of architecture, but more about topics such as green, meeting spaces, function, vacancy and borders. Sometimes, their response is more tangible: e.g.: 'the fries shop on the corner is a place i always liked'.

Limitations of the research are the qualatative nature, that provided themes, but it is unclear how representative this is for all of the insider stakeholders. Furthermore, older people (60+) are overly represented in the research, as they were most willing to participate. Future research could focus more on thaking a quantative approach, with participens of different ages.

The research shows that certain themes are more important than others from the point of view of the stakeholder. These will be incorporated in the graduation desing, and prevents the needs of insider stakeholders of being ignored. This approach is especially important as insider stakeholder participation is becoming more important.

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Appendix

Interview sheet

Interview sheet: In de Bogaard (NL)

Bedankt voor u interesse en deelname aan het In de Bogaard interview, ontworpen om uw ervaringen en herinneringen van het winkelcentrum te verzamelen. Ons doel is inzicht te verkrijgen in hoe bezoekers en voorbijgangers de ruimtes in het winkelcentrum waarnemen en waarderen. De focus ligt op de vraag: wat is de waarde van het winkelcentrum voor haar gebruiker? Deze enquête maakt deel uit van een breder initiatief om het erfgoed van moderne winkelcentra te documenteren, als onderdeel van het onderzoek voor de Master of Architecture; Heritage of the 20th century shopping mall van de Technische Universiteit Delft.

Let op dat uw gegevens anoniem worden gemaakt en niet naar u te herleiden zijn wanneer u deelneemt aan dit interview. Tijdens de vragenlijst wordt u gevraagd of u akkoord gaat met het eventueel opnemen van uw antwoorden. Het invullen van de vragenlijst duurt ongeveer 10 a 15 minuten. Dank u voor uw deelname!

1. Deel 1: Algemeen

1.1. Wat is u leeftijd? (omcirkel het juiste antwoord)

16-19 20-29 30-39 40-49 50-59 60-69 70-79 80-89 90-99

1.2. Wat is u de hoofdreden voor het bezoeken van het winkelcentrum?

Winkelen Ontmoeten Wandeling

Anders:

1.3. Hoe vaak komt u in het winkelcentrum?

1.4. Wanneer ging u voor het eerst naar het winkelcentrum?

1.5. Hoe belangrijk is het winkelcentrum voor u?

1.6. Hoe betrokken voelt u zich met het winkelcentrum?

1. Deel 2: Ervaring van In de Bogaard

1.1. Wat vind u belangrijk in de openbare ruimte in het winkelcentrum?

1.2. Hoe is de openbare ruimte van het winkelcentrum veranderd?

1.3. Hoe waardeert u de openbare ruimte van het winkelcentrum?

2. Deel 3: Veranderingen (met afbeeldingen)

2.1. Hoe zijn de gebieden op de foto's veranderd?

2.2. Wat vind u van deze veranderingen? Kunt u positieve en negatieve dingen omschrijven voor beide situaties?
