

Stakeholder perspectives on an evolving 20th-century shopping mall.

The (in)visible legacy of the 20th-century mall: the Bogaard.

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Date: 14-04-2023

Document compiled for online submission: 14-04-2023

Stakeholder perspectives on an evolving 20th-century shopping mall.
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*Prins Johan Friso promenade between
1963-1963 (photographer unknown)*



*Images from group analysis
(various sources)*

Content

1. Introduction
2. Problem statement
3. Research Question
 - 3.1 Relevance
4. Theoretical Framework
 - 4.1. The interest of stakeholders (who)
 - 4.2. Attributes (what)
 - 4.3. Values (why)
5. Methodology
 - 5.1. 1) Who are the insider stakeholders of The Bogaard?
 - 5.2. 2) How did spatial attributes of The Bogaard as a 20th-century shopping mall change over the years?
 - 5.3. 3) How do insider stakeholders value the present-day spatial attributes of The Bogaard?
 - 4) How do insider stakeholders value past spatial attributes The Bogaard?
6. From research to design
7. Bibliography

1. Introduction

The 20th-century mall is a place that has been part of the backdrop of the lives of people in the Netherlands but is often overlooked by heritage experts, despite its socio-economic value (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 (image 1) ("Rijswijk: 'Sloop Groot Deel Winkelcentrum in De Bogaard,'" 2018).



Image 1: Vacancy in the Bogaard. (Schouten, 2016)

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). The local user of the shopping mall is categorised by Howard (2003) under 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;)

The 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 (Roders, 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 first mall 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 chair of the Master course in Architecture 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.

2. 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 Therefore, the building type evades traditional monument conservation. This is despite forming an essential part of neighbourhoods for their socio-economic value (Robertson & Fennell, 2007; Kooijman, 1999; Feinberg et al., 1989).

Therefore, the research will focus on determining who the insider stakeholders are and how they value the spatial attributes of a changed 20th-century shopping mall.

3. Research question

Following the introduction and problem statement the research comes to the following research question:

In what way do insider stakeholder value the spatial attributes of a changed 20th-century shopping mall?

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

3.1. Relevance

The relevance of this research could be divided into two main aspects.

3.1.1. Societal

The social relevance of the research relates to contemporary problems, as other regional malls could be reassessed and re-developed to stay relevant using a similar framework. 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.

3.1.2. Academic

Other fields of study 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.

4. Theoretical framework

4.1. The interest of stakeholders (the who)

The interest of stakeholders is described by Howard (2003) as heritage markets (figure 1). He defines these as a person or group of people who have a vested interest in the development of a project and is affected by its success. Each group invests labour, financial or cultural capital in the preservation and promotion of the heritage. Howard gives a distinction between the different markets, where each concerns itself with certain aspects of heritage, and can include different sub-groups. As can be seen in Figure 1, Insiders are mostly concerned with person- and event-related histories. A person'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 insiders, or an owner can be an outsider.

Table 5.1 Heritage markets

Owners	Especially in built heritage and artefacts. Can include governments and organizations. Drives up market (gentrification). Concerns of privacy, security, finance.
Outsiders	Includes tourists, but also day trippers, educational visits, pilgrims, connoisseurs, all with different agendas, which don't mix well. Concerns for access and interpretation.
Insiders	Concerned particularly with activities, with sites and with people. Long-settled locals and club members. Concerned for access but also to exclude outsiders. Often oppose interpretation and pricing. Concerned with person- and event-related histories.
Governments	Primarily fund nature, landscape, built heritage and museum sectors. Levels of government often compete. Concerned for legitimacy and prestige, to show similarity within area and difference from others.
Academics	Often 'discover' heritage. Disciplines establish hegemony over types of heritage. Lack resources, so advise governments. Concerned for authenticity and conservation.
Media	Old agenda for 'newsworthiness' now joined by visual value for films etc.

Figure 1: Heritage Markets of Howard (2003)

The research of Spoormans et al. (2023) and Howard (2003) show that within stakeholder groups, different opinions are possible that even can be contradictory. In the research, Spoormans et al. (2023) concludes that insiders, residents, commented in varying degrees on the attributes, categorized in object, location, infrastructure/route, spatial, comfort, appearance, activity, collectively, identity and story/memory.

Table 5.2 Insideness

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 conversational 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.

Figure 2: Insideness from Howard (2003)

The involvement among insiders with build heritage differs on their insideness (figure 3), and different types are given (Howard, 2003. P. 116). Ennen (1999) 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.

4.1.1. Oral History

The influence of oral history in architectural research, how to listen and the way of questioning is part of understanding what buildings are, what they do, and what they mean to people (Stead et al., 2019). The research is aware of the historic connoisseurs and is still doubtful about how to be inclusive towards different stakeholders. Stead et al. (2019) offer multiple examples of how to approach different people in order to be inclusive.

4.2. 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 non-exhaustive, 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 3). 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.

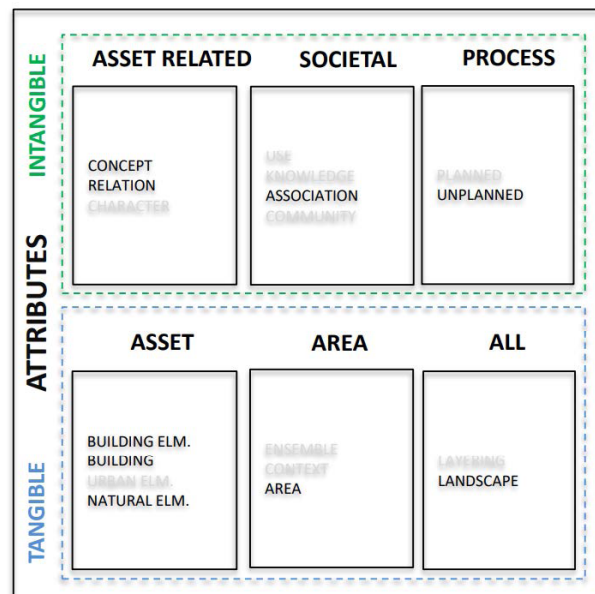


Figure 3: An overview of the categories of tangible and intangible attributes (Veldpaus, 2015; Gustcoven, 2016)

4.3. Values (the why)

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, insiderness, 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 4. Each value links to why attributes are important to certain stakeholders.



Figure 4: An overview of the different value categories (Pereira Roders, 2007; Speckens, 2010; Tarrafa and Pereira Roders, 2011)

4.3.1. 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.

Interview data sheet		approximal duration: 10 - 15 minutes			
General	Type				
Age	39				
Cultural background	Western / non-western.				
Frequency of visit	1x a week				
Stakeholder type	Insider, sub-group (Resident, Employee), insiderness (behavioural)				
Value	Space	Type	Category	Value	Type (Roders)
Spt. Attribute 1	1	Tangible	Element	-	Cultural
Spt. Attribute 2	2	In-tangible	Identity	+	Historical
Spt. Attribute n+1					

Figure 5: An example of the interview data sheet that can be used for the collection. (own work)

5. Methodology

The research looks at previously done research in establishing the methods that contribute to its aim and socio-academic positioning. Spoormans and Roders (2021) give an overview of storylines, and research directions, that are currently used in assessing the value of heritage. Following this, the goal of the research is to create an integral picture. Hereby, the research focuses on gathering both qualitative and quantitative data, using four methods; namely: Literature, interviews, comparative analysis/archival research and value assessment.

5.1. 1) Who are the insider stakeholders of The Bogaard?

5.1.1 Literature Review

Various pre-existing literature will be reviewed 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), as here different forms of literature reviews are discussed. As per the introduction of this proposal, 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.

5.2. 2) How did spatial attributes of The Bogaard as a 20th-century shopping mall change over the years?

5.2.1. Comparative Analysis / Archival Research

Comparative analysis: This methodology involves comparing and analyzing existing data or records of The Bogaard (including historical building plans as well as text documents from the municipal archives of Delft and Rijswijk) from different time periods to identify changes in spatial attributes. This could include using archival data, floor plans, or other available resources to compare the spatial attributes of shopping malls at different points in time and identify patterns in the changes that have occurred over the years.

5.3. 3) How do insider stakeholders value the present-day spatial attributes of The Bogaard?

4) How do insider stakeholders value past spatial attributes The Bogaard?

5.3.1. Interview / Surveys

By determining who are the insider stakeholders of The Bogaard (Research Question 1), an in-person interview with insider stakeholders could provide a rich source of qualitative data to explore their perspectives on the spatial attributes of the mall in-depth. Questions could be used to elicit their opinions, experiences, and attitudes towards the present-day spatial attributes of 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 altering open-, semi-open, and closed questions. Specifically to answer research question 4,

pictures of the selected spaces of different time periods (as per Research Question 2) will be shown while semi-open questions will be asked to determine both positive and negative values they hold towards the spatial attributes. The way of questioning will be inspired by the work of Stead et al. (2019) where oral history analysis is explained as a base for architectural interventions.

5.3.2. Value analysis

The method of value analysis is a systematic approach used to identify opportunities to improve the value of the 20th-century mall of the Bogaard. The primary objective is to identify and improve quality. A combination of methodologies used to answer all the research questions will be analysed with the aid of a theoretical framework (A. Pereira Roders et al., n.d.).

6. From research to design

The research will provide the design phase of the studio with a framework that can be used for deciding on design interventions. Insight into the historical development of the mall, the representation of its insider stakeholders' values, and the way design can contribute to this would be beneficial for the designer as an expert in broadening their view. In this way, the design aims to contribute to a creative and sustainable transformation of the 20th-century mall that is the Bogaard and the design practice. This can be seen in the diagram of Appendix 1.

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Appendix 1: Research Diagram

P 1

