

# The healthiest shopping mall in the Netherlands

## Revitalising Palace Promenade in Scheveningen

Graduation Studio H&A | P5 presentation  
Adapting 20<sup>th</sup> century architecture

5498309

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# CONTENTS

01

INTRODUCTION

02

RESEARCH TO DESIGN

03

PALACE PROMENADE SCHEVENINGEN



# INTRODUCTION

## RELEVANCE AND PROBLEM

### ONLINE SHOPPING

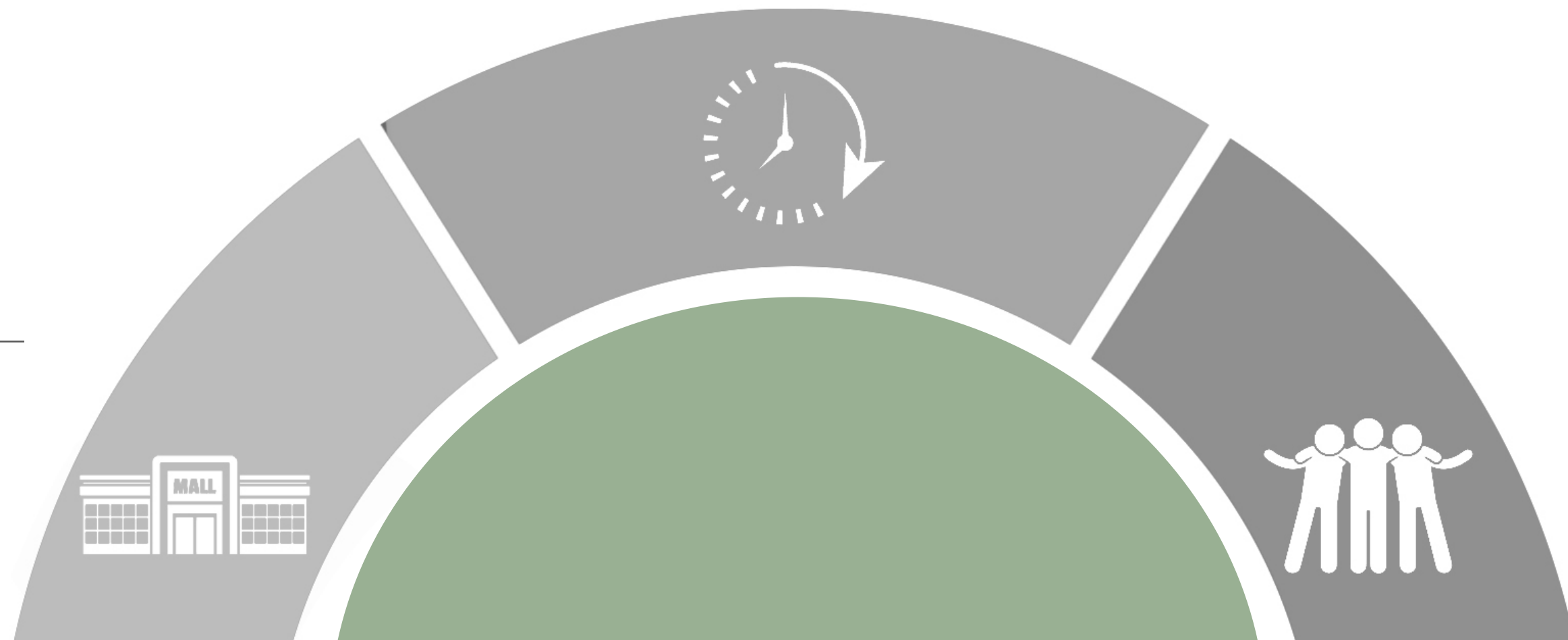
The growth of online shopping has a negative effect on shopping malls in the major cities of the Netherlands. Vacancy makes it less attractive to visitors and so you get even more vacancy.

### LEISURE TIME

Due to the corona pandemic the behaviour of consumers has changed. More than one in three people now spend their leisure time differently than before the pandemic.

### SOCIAL AREA

People feel more the need to meet physically with others. One of the popular places to do this is the mall. 71% of respondents said they experienced shopping as relaxing. In addition, dining and lunch also came high on the list as a pastime. (CustomerFirst, 2022).





*How can shopping areas be made more attractive for fun shoppers  
in the Netherlands?*

***FUN***

lively  
joyous play  
playfulness  
amusement  
sport  
recreation

***SHOPPING***

the activity of visiting  
places where goods are  
sold in order to look at  
and buy things



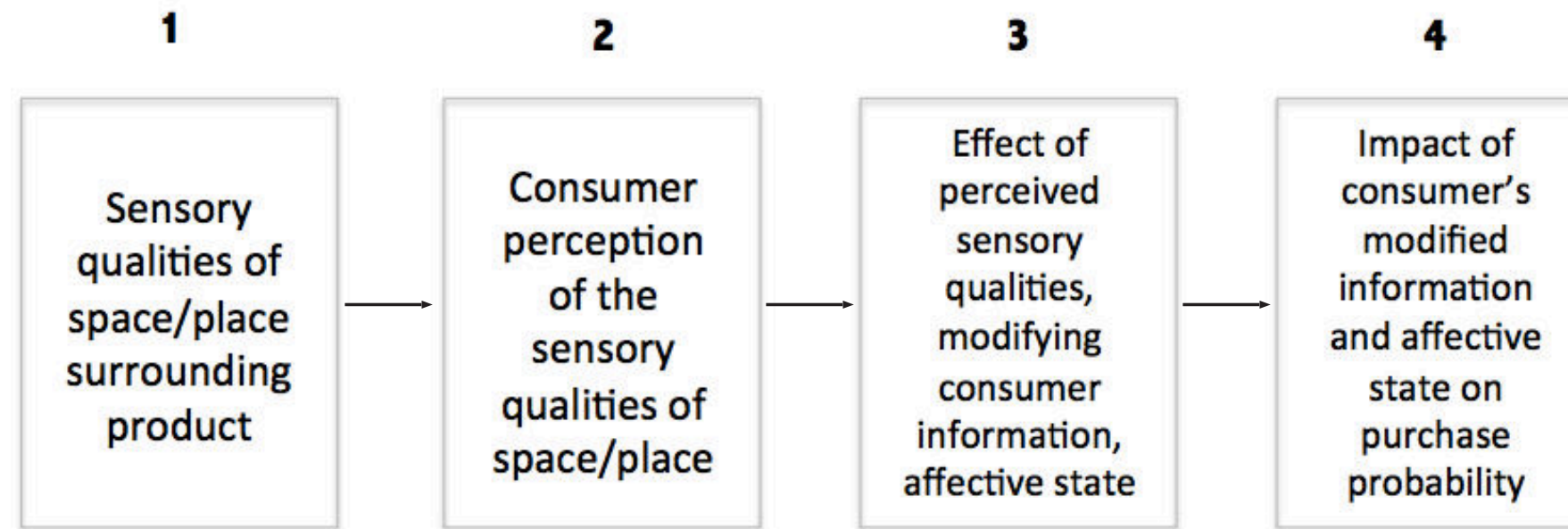
*How can shopping areas be made more attractive for fun shoppers in the Netherlands?*





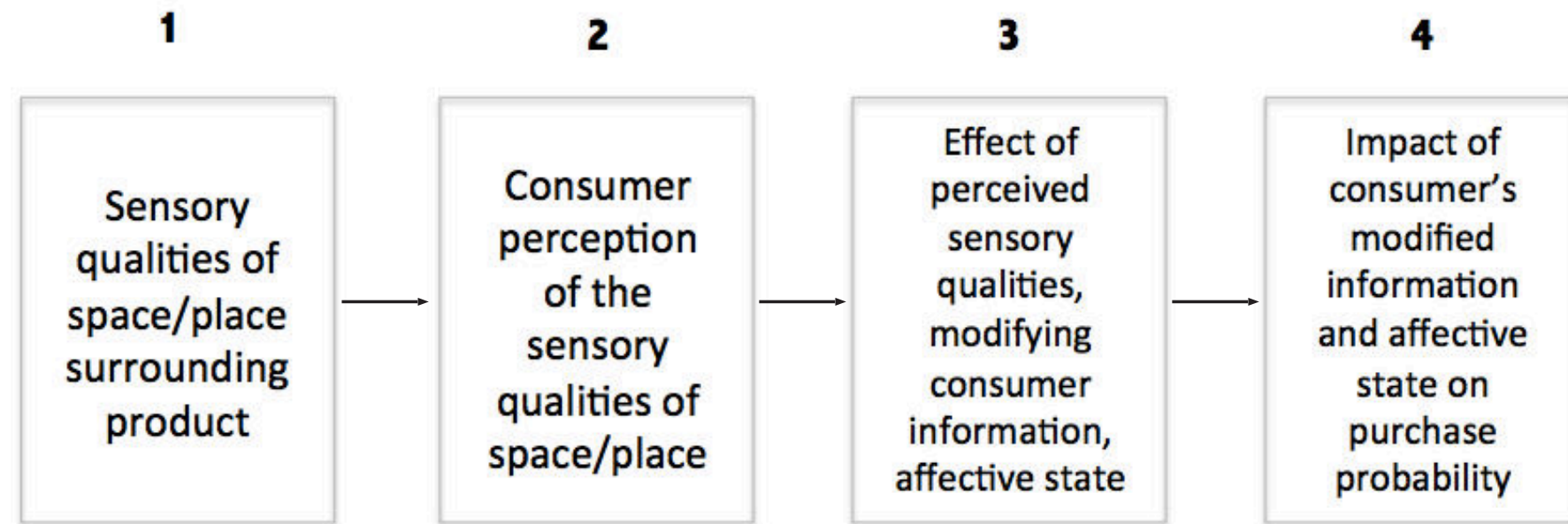
# RESEARCH

## FUNSHOPPERS AND ATTRACTION FACTORS

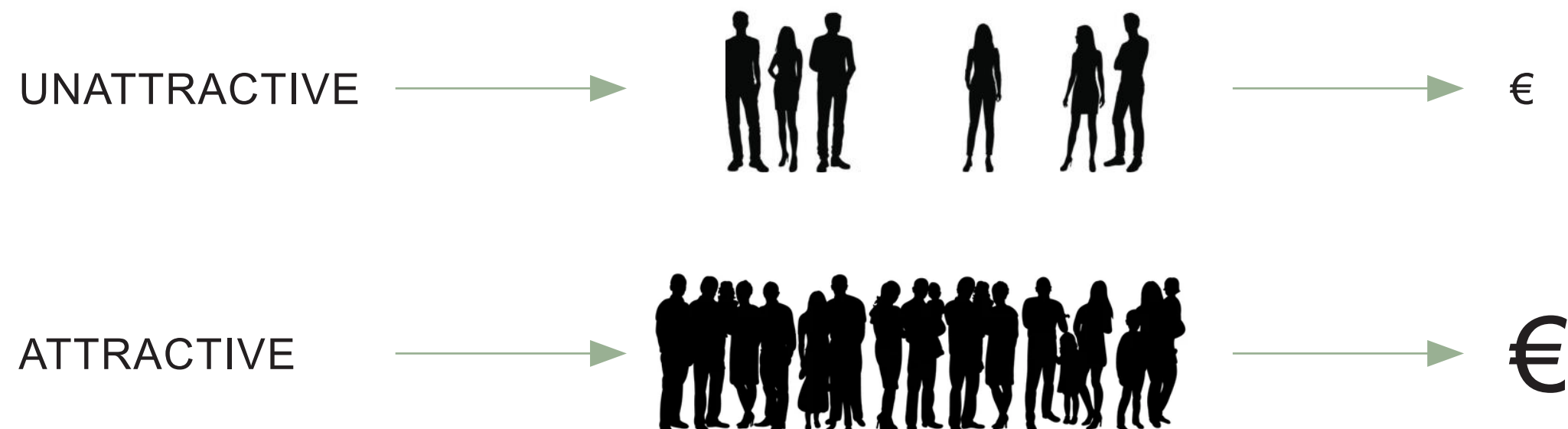


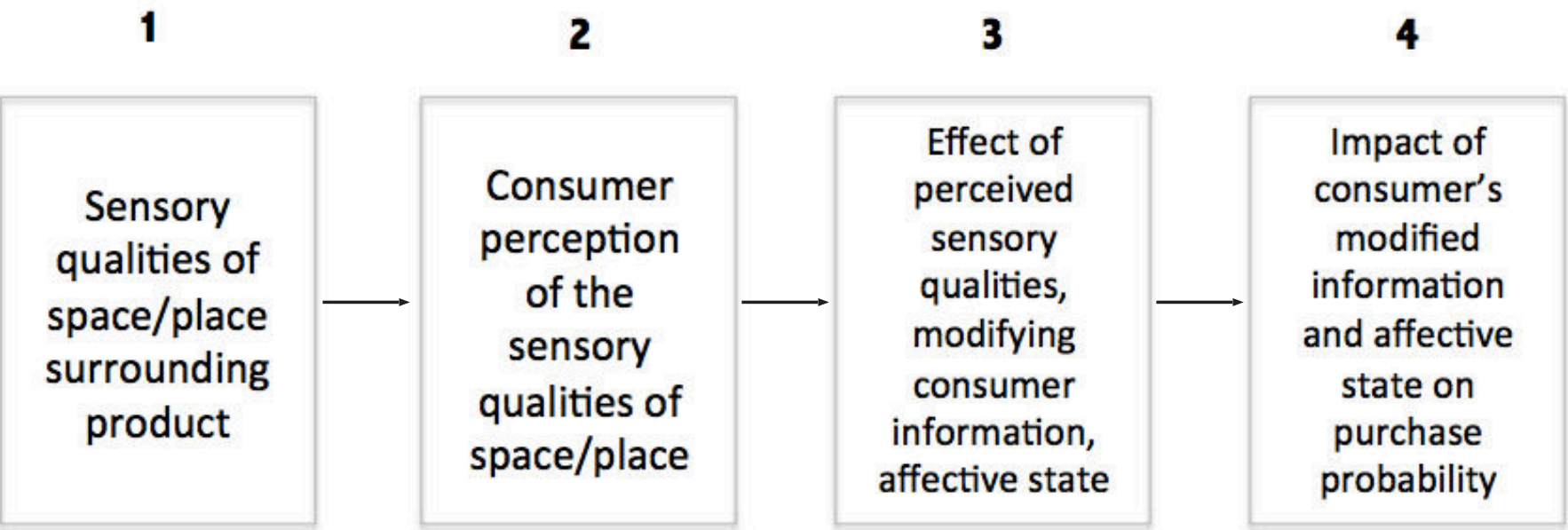
*Causal Chain Connecting Atmosphere and Purchase Probability (Kotler, 1974)*





*Causal Chain Connecting Atmosphere and Purchase Probability (Kotler, 1974)*



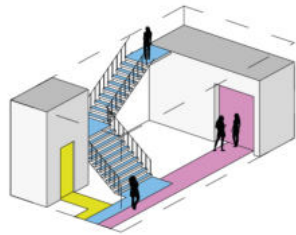


Causal Chain Connnecting Atmosphere and Purchase Probability (Kotler, 1974)

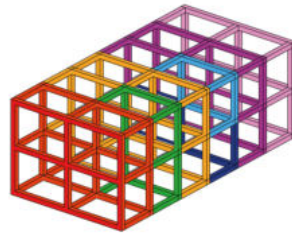
Factors	Attributes
Atmosphere	Color
	Layout
PLAY'ces	Agon (competition)
	Alea (change)
	Mimicry (simulation)
	Ilinx (vertigo)
Retail offer	Generator role shops
	Shared role shops
	Suscipient role shops
Entertainment	Enjoyment
	Promotions / special events
Services & facilities	Personal services
	Communal services

*How can shopping areas be made more attractive for fun shoppers  
in the Netherlands?*

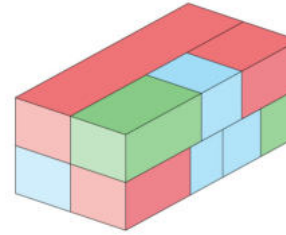
**Atmosphere**



*Color schemes  
(interior)*



*Color schemes  
(exterior)*

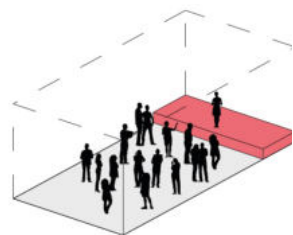


*Layout according  
to appeal level*

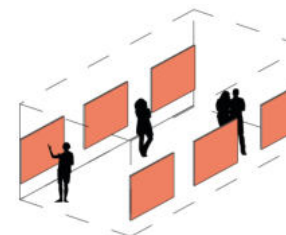
**PLAY'ces**



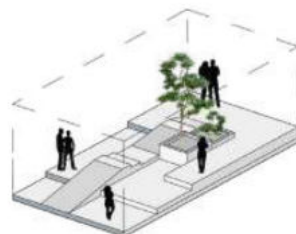
*Pop-up cinema*



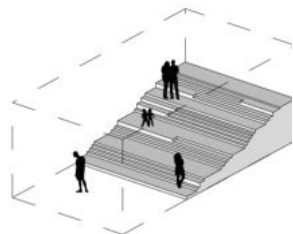
*Competition*



*Exhibition*



*Climateable street  
furniture*



*Grandstand stairs*

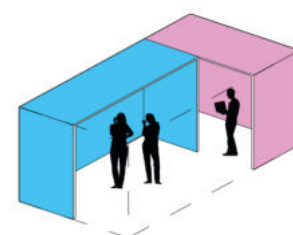


*Streetscape*

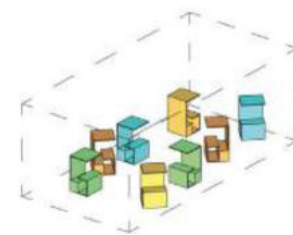
**Behavior**



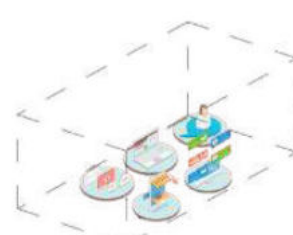
*Stimulate senses*



*Fusion concept  
(fashion + enter-  
tainment)*

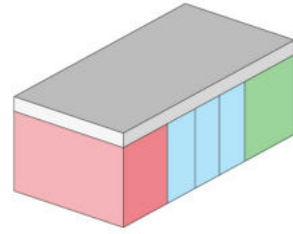


*Fusion concepts  
(fashion + work-  
places)*

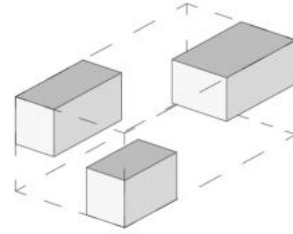


*Omnichannel*

**Retail offer**

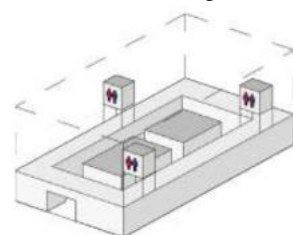


*Types of store  
(generator; shared;  
suscipient)*



*High attraction sto-  
res (anchor stores)*

**Service and facilities**



*Public toilets*

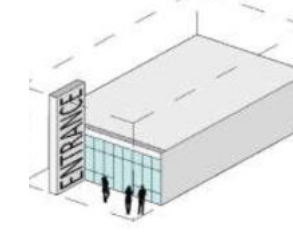


*Hospitality*

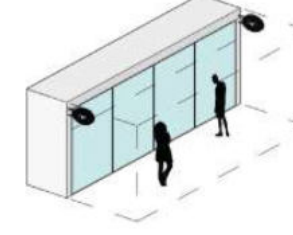
**Exterior**



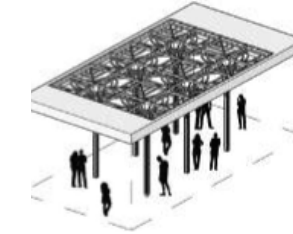
*Prominent entrance*



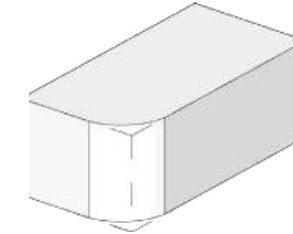
*Transparent  
entrance*



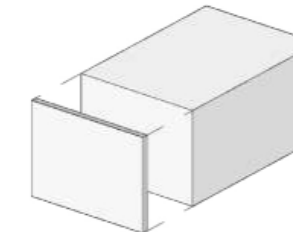
*Redesign storefront*



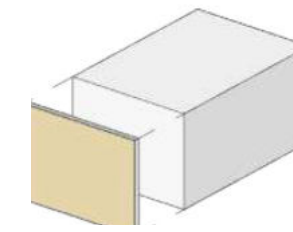
*Glass roofs*



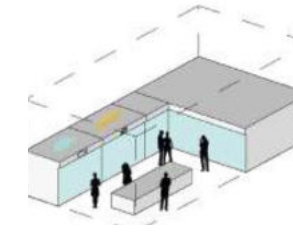
*Cutting corners*



*Replace facade*

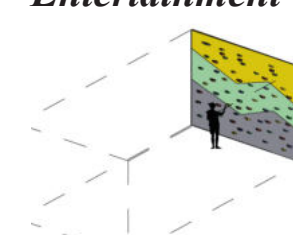


*Redesign facade*

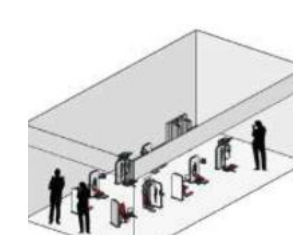


*Clustering of  
functions*

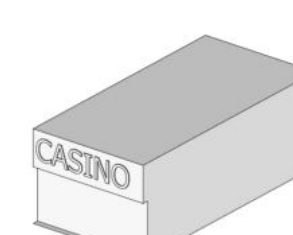
**Entertainment**



*Climbing wall*



*Gym*



*Casino*



# TO DESIGN

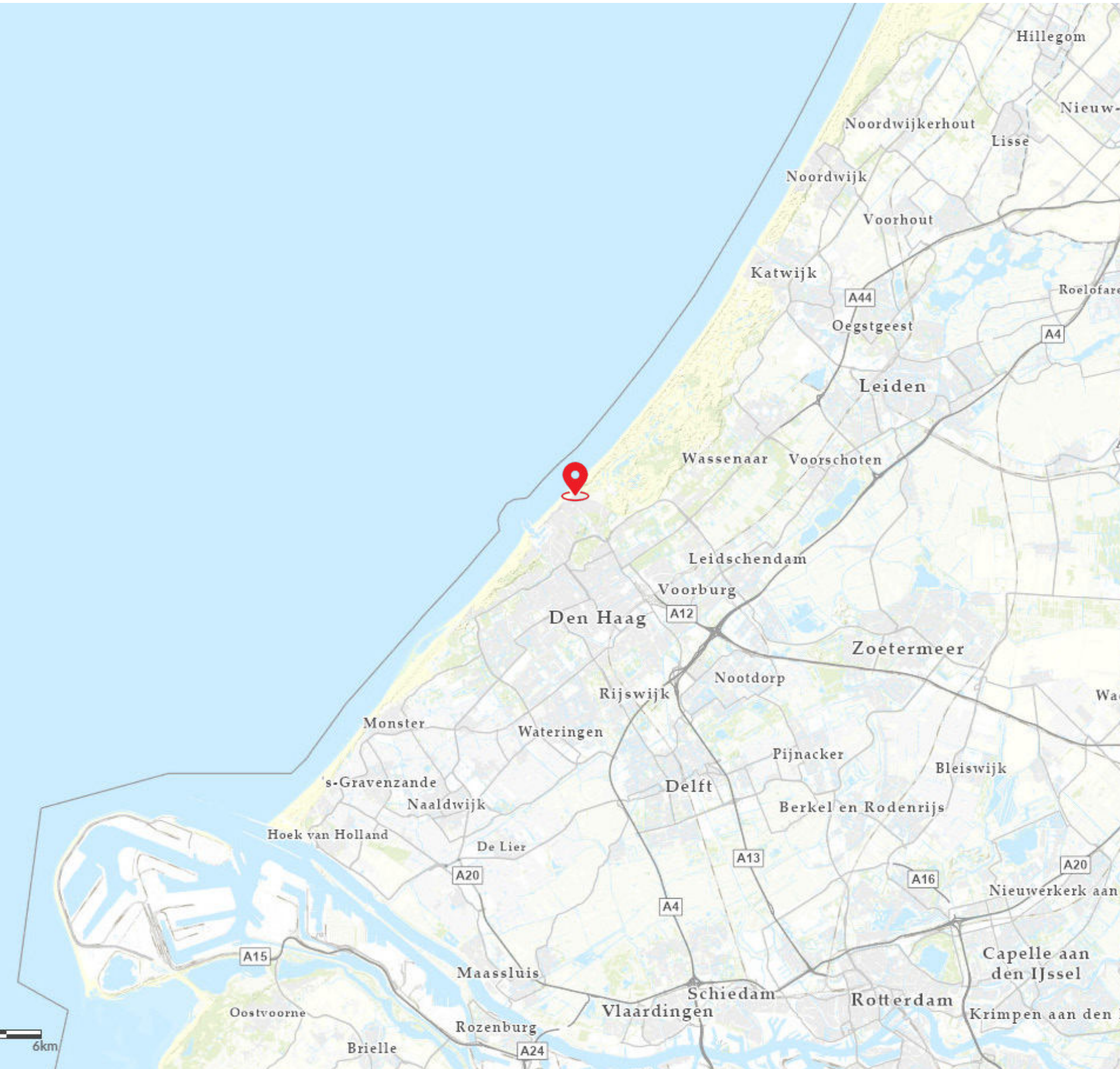
## PALACE PROMENADE IN SCHEVENINGEN





# TO DESIGN

## PALACE PROMENADE IN SCHEVENINGEN





# TO DESIGN

## PALACE PROMENADE IN SCHEVENINGEN

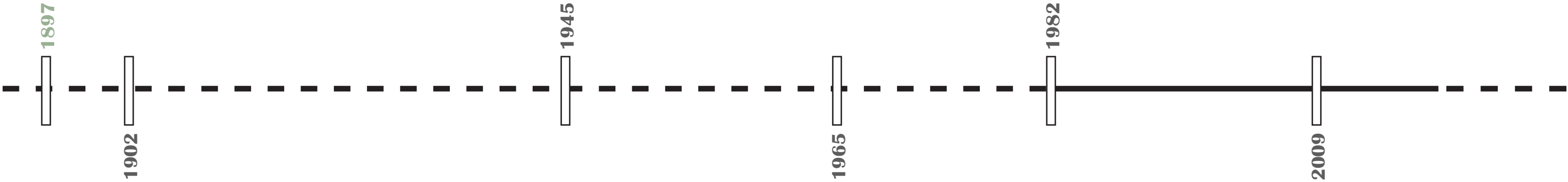




PALACE PROMENADE SCHEVENINGEN  
HISTORY



Villa Jacobson and the Kurhausbar

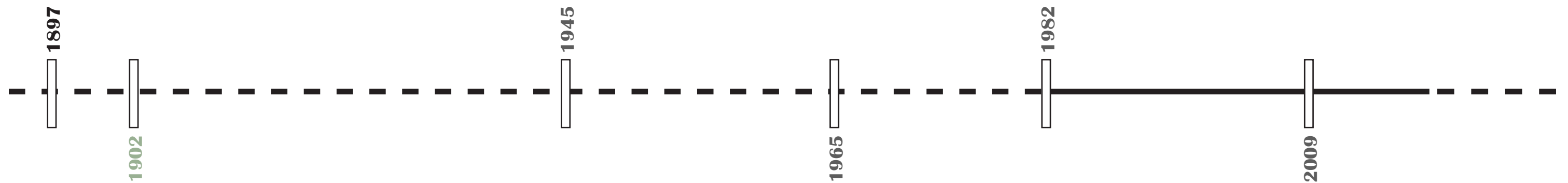


# PALACE PROMENADE SCHEVENINGEN

## HISTORY



On the place of Villa Jacobson and the Kurhausbar the Palace Hotel was built



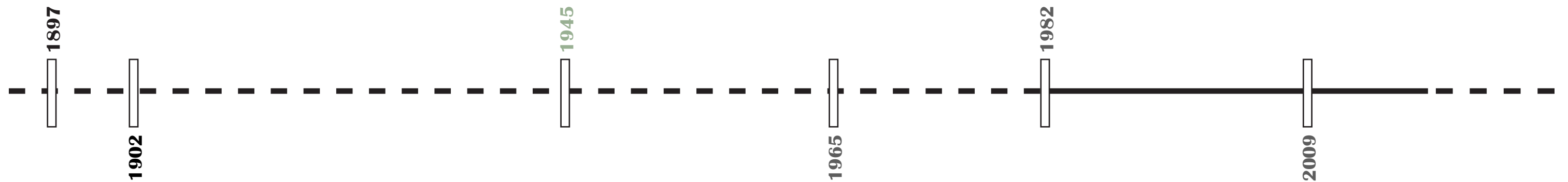
# PALACE PROMENADE SCHEVENINGEN

## HISTORY

1945



In 1945, a high and thick concrete wall stood on the promenade in front of the Palace Hotel, which had to be demolished.



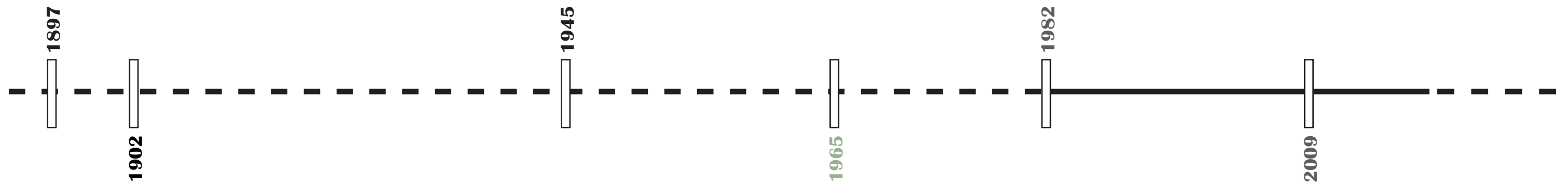


# PALACE PROMENADE SCHEVENINGEN

## HISTORY



The Palace Hotel closed in 1965 and became the offices of the Gasunie. It was permanently demolished in 1979.

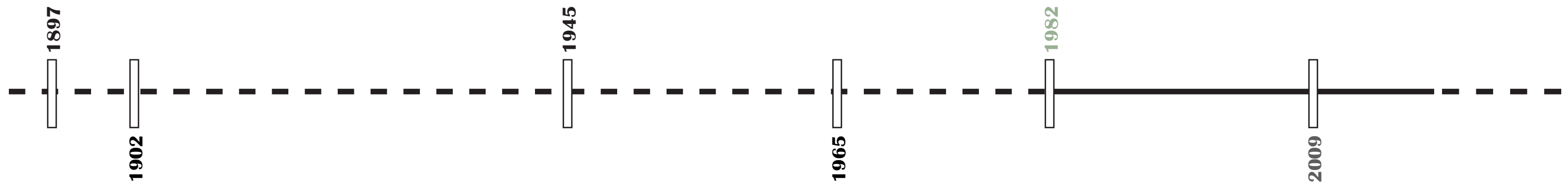


# PALACE PROMENADE SCHEVENINGEN

## HISTORY



The Palace Promenade was completed in 1982. Construction of the apartment buildings on top of the Palace Promenade began in 1984. The last flats were completed in 1986.

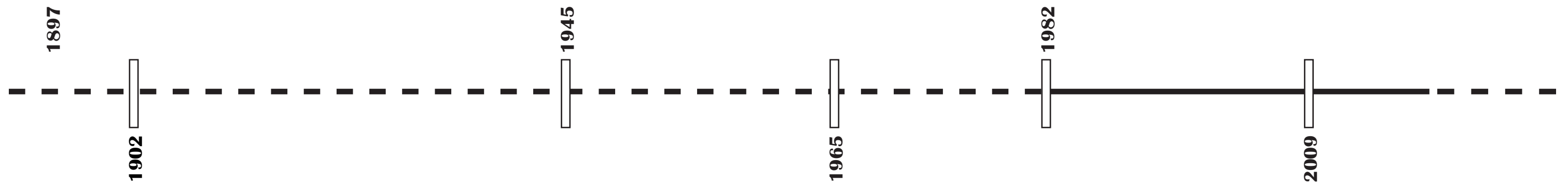


# PALACE PROMENADE SCHEVENINGEN

## HISTORY



In B&W's original ambitions for 2009, the flats were scheduled for demolition. In the Scheveningen Coast Master Plan, they remain.





## DE KUST GEZOND

For residents, tourists and shopkeepers  
inviting, welcoming and comfortable:

Less stone, more green

coastal experience, not only on the boulevard, but  
also in the “receiving area”

improve passages from the receiving area to the  
boulevard

more space for pedestrians and cyclists











PLAN34



# DE KUST GEZOND FOODHALL





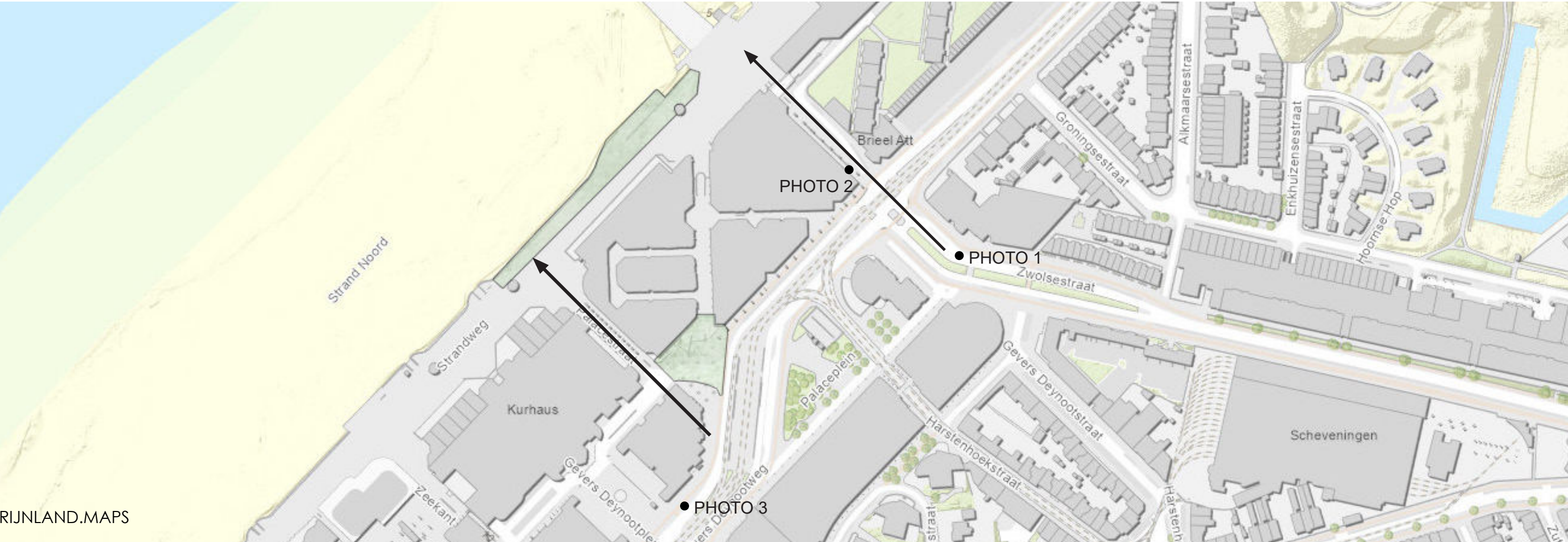
# DE KUST GEZOND

## SCHEVENINGEN



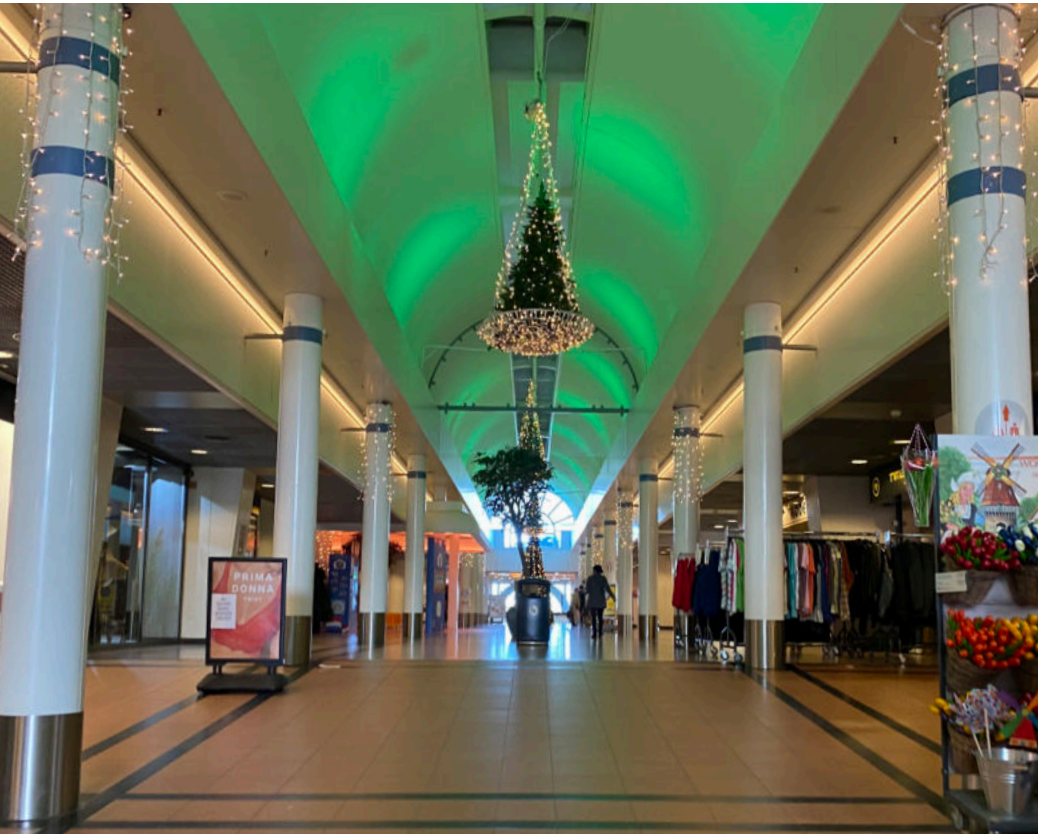


DE KUST GEZOND  
SCHEVENINGEN





# PALACE PROMENADE SCHEVENINGEN



*"Every time you come back there you hope that a lot will have changed in the **retail offer**."*

*"When it rains, you walk over dry or take **shelter** for a while."*

*"Lack of **atmosphere, old** and **unattractive**"*

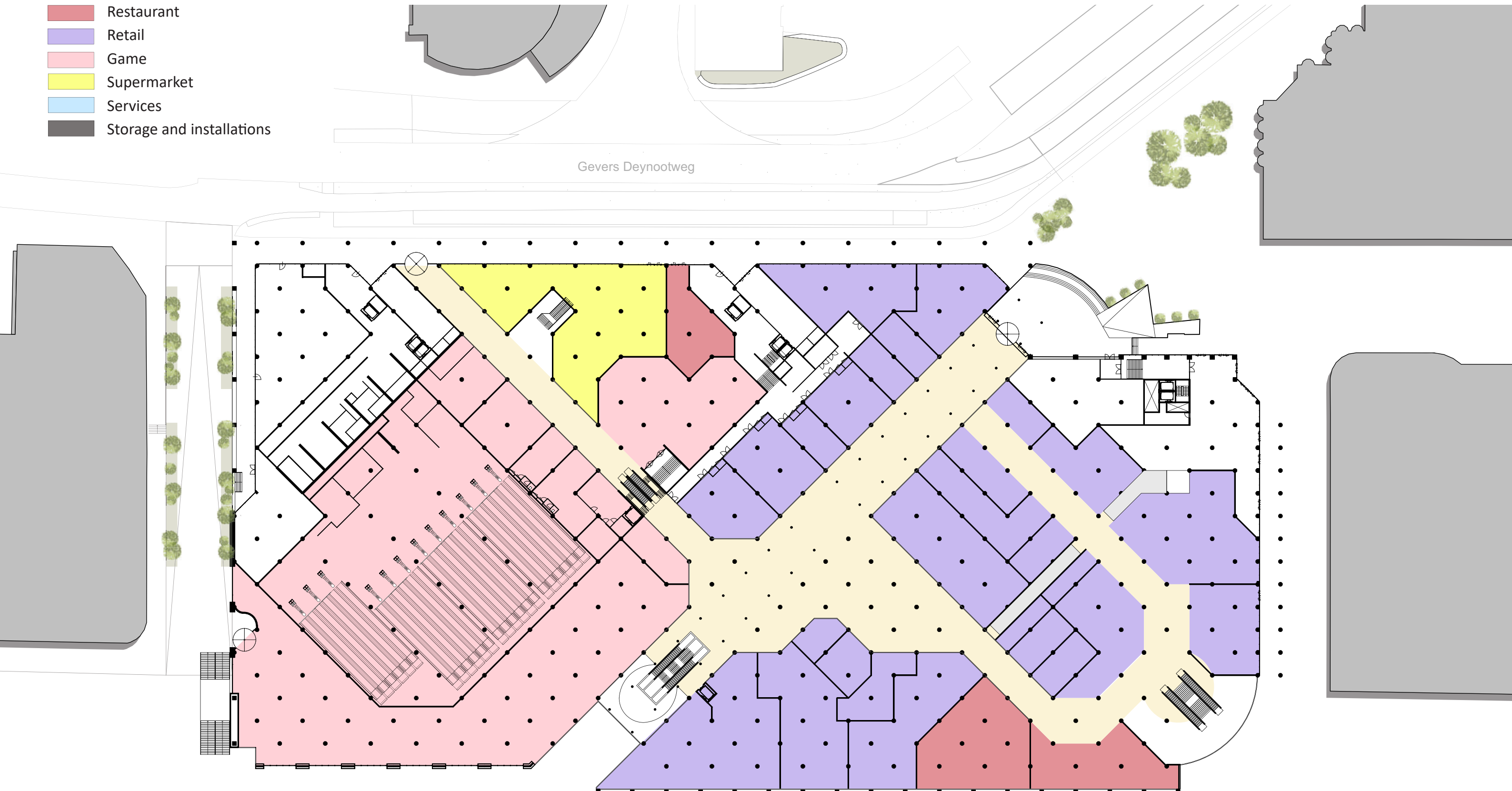
*"It feels sad, partly because of its **outdatedness**."*

*"A **very nice bistro** overlooking the sea and the beach."*

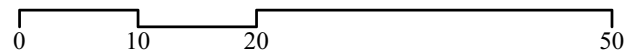
# Floorplan

Current situation

- Restaurant
- Retail
- Game
- Supermarket
- Services
- Storage and installations



## First floor

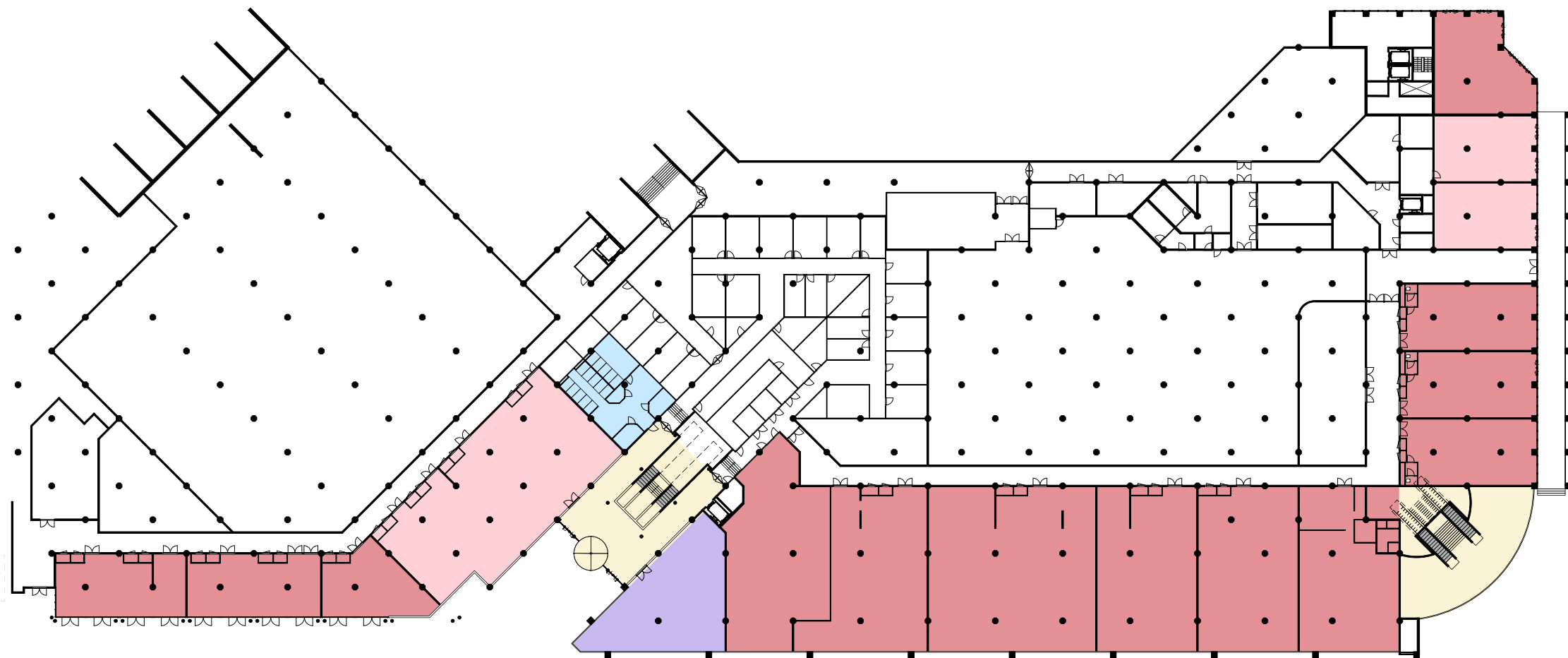




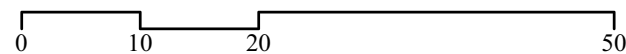
# Floorplan

Current situation

- Restaurant
- Retail
- Game
- Supermarket
- Services
- Storage and installations



## Ground floor





# PALACE PROMENADE

## SCHEVENINGEN

The goal of the building

Social aspect

Health

# PALACE PROMENADE

## SCHEVENINGEN

### The goal of the building

Social aspect

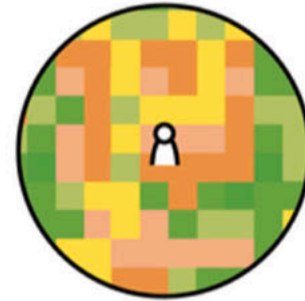
Funshopping  
Interaction  
Community

Health

Mitigation  
Restoration  
Instoration



Mitigation

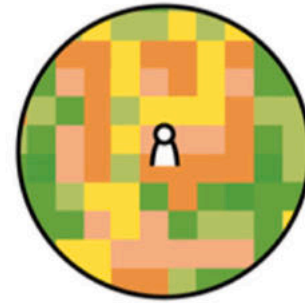


**Surrounded by Vegetation**

Reduction of stress, anxiety and depression



Restoration



**Surrounded by Nature**

Experience nature (seeing and hearing)

Reduction of mental illness and improves learning and creativity



Instoration



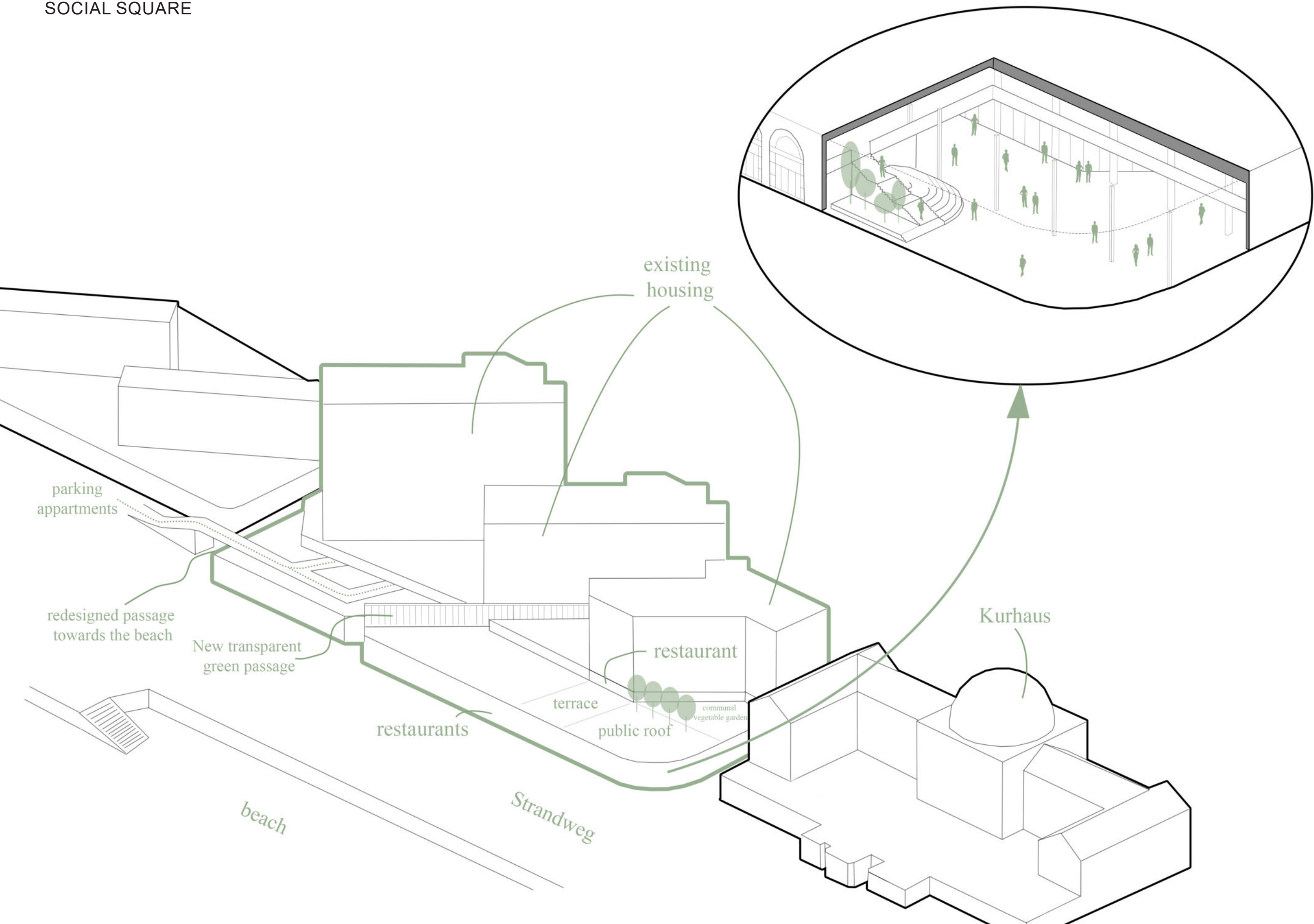
**Accessible Green Spaces**

Encourages people to improve physical activity or social interaction

Green space assessment by dominating positive effect pathway and potentially harmful effects. (Cardinali et al., 2023)

# THE HEALTHIEST MALL OF THE NETHERLANDS

## SOCIAL SQUARE





E N T R A N C E



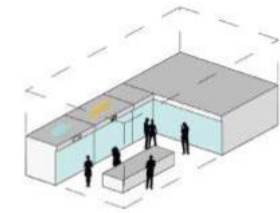
F I R S T I M P R E S S I O N

F I R S T S T O R E S

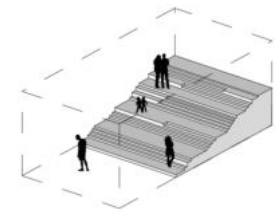




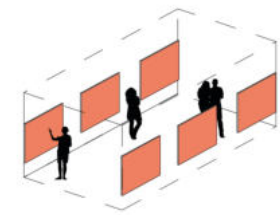
# TOOLBOX



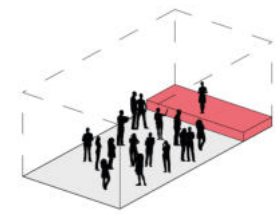
Clustering of functions



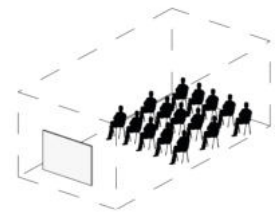
Grandstand stairs



Exhibition



Competition



Pop-up cinema

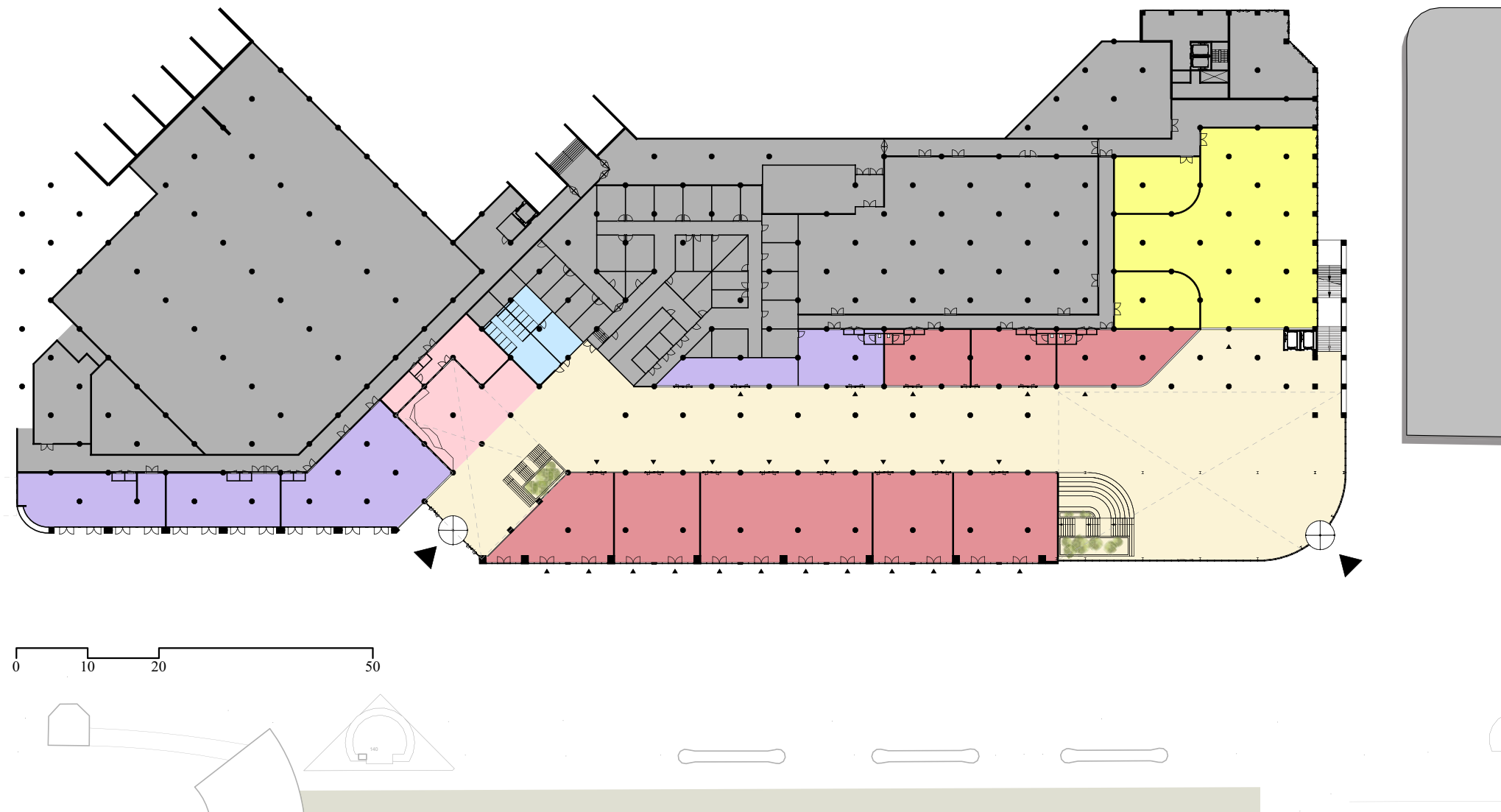
## HEALTH



Restoration

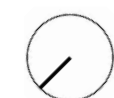


Instoration



- Restaurant
- Retail
- Game
- GYM
- Supermarket
- Services
- Storage and installations

Ground floor





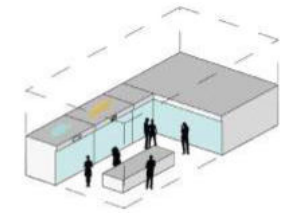


Ground floor



- Restaurant
- Retail
- Game
- GYM
- Supermarket
- Services
- Storage and installations

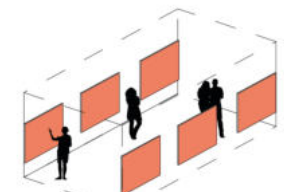
## TOOLBOX



*Clustering of functions*



*Grandstand stairs*



*Exhibition*



*Competition*



*Pop-up cinema*

## HEALTH



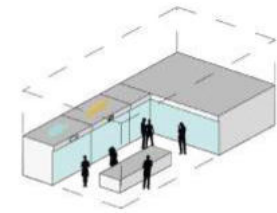
*Restoration*



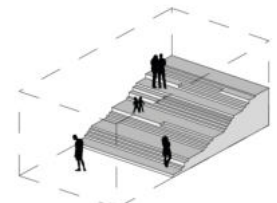
*Instoration*



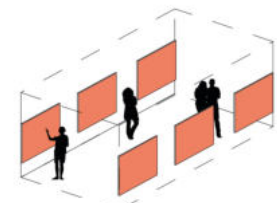
## TOOLBOX



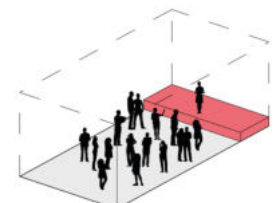
*Clustering of functions*



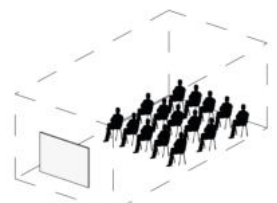
*Grandstand stairs*



*Exhibition*



*Competition*



*Pop-up cinema*

## HEALTH



*Restoration*

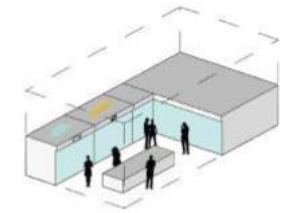


*Instoration*





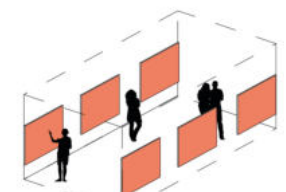
## TOOLBOX



*Clustering of functions*



*Grandstand stairs*



*Exhibition*



*Competition*



*Pop-up cinema*

## HEALTH



*Restoration*

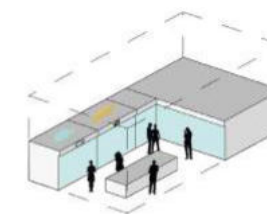


*Instoration*





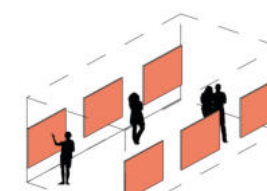
## TOOLBOX



*Clustering of functions*



*Grandstand stairs*



*Exhibition*



*Competition*



*Pop-up cinema*

## HEALTH

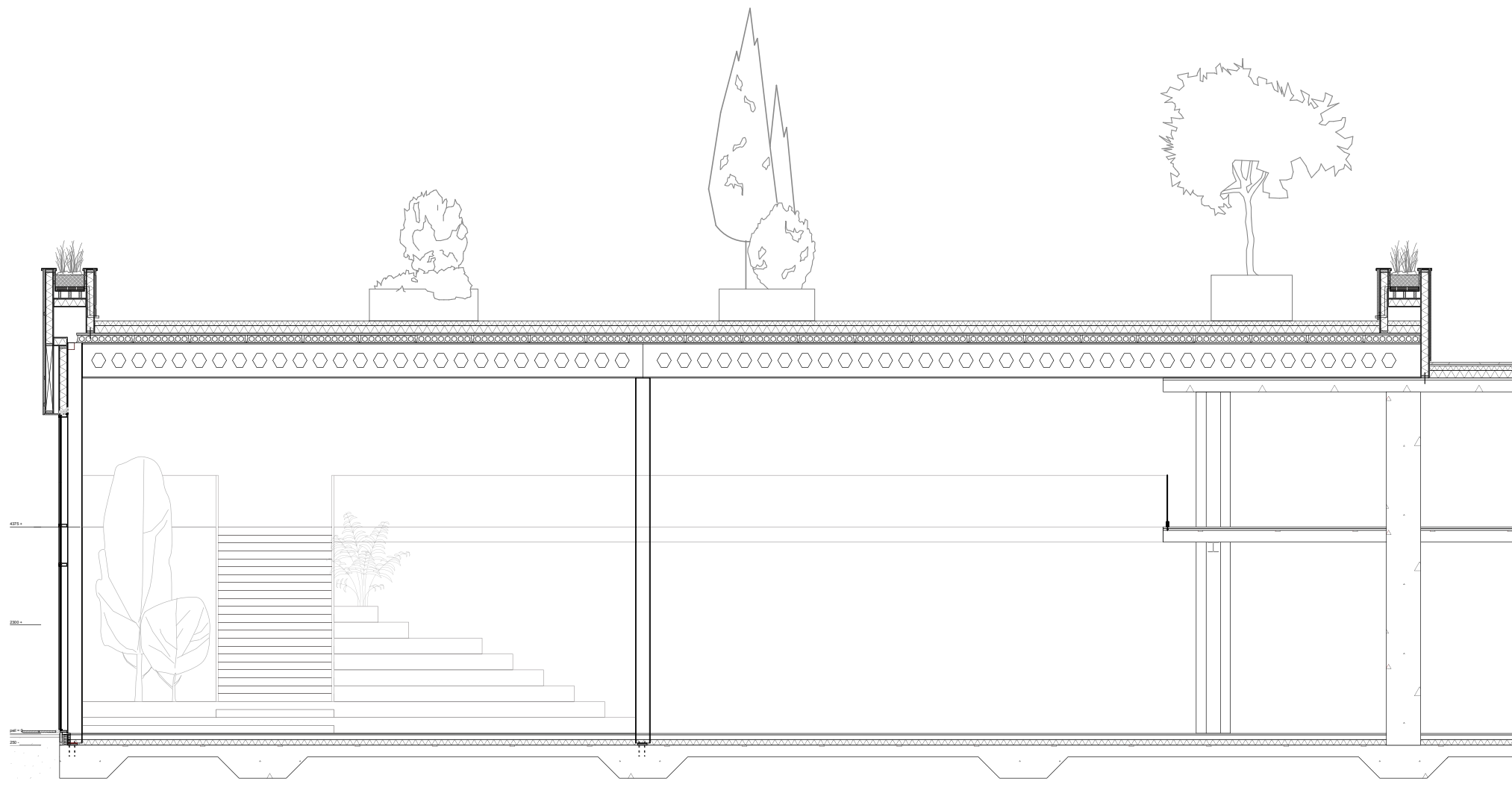


*Restoration*

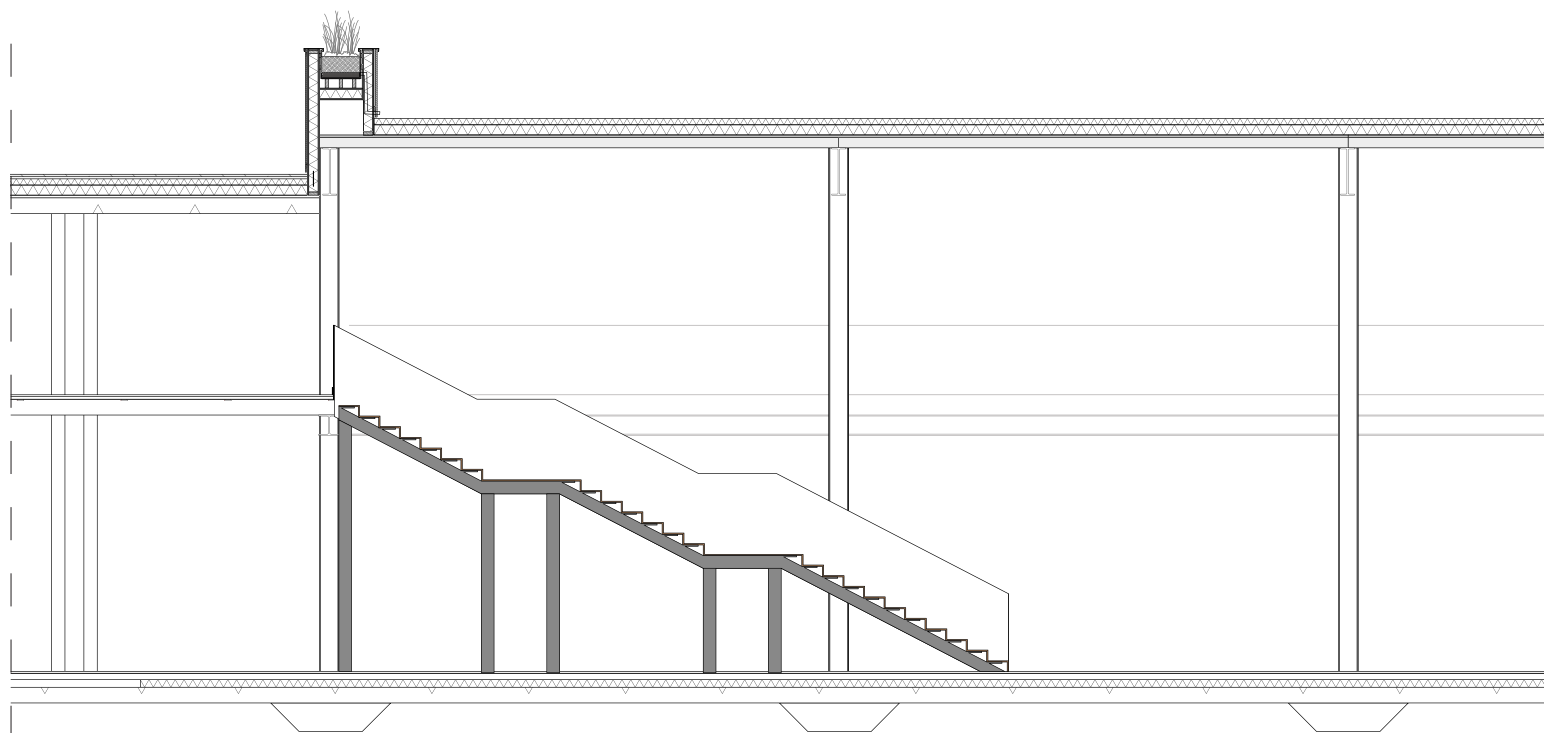


*Instoration*





**Section A-A**



**Section B-B**









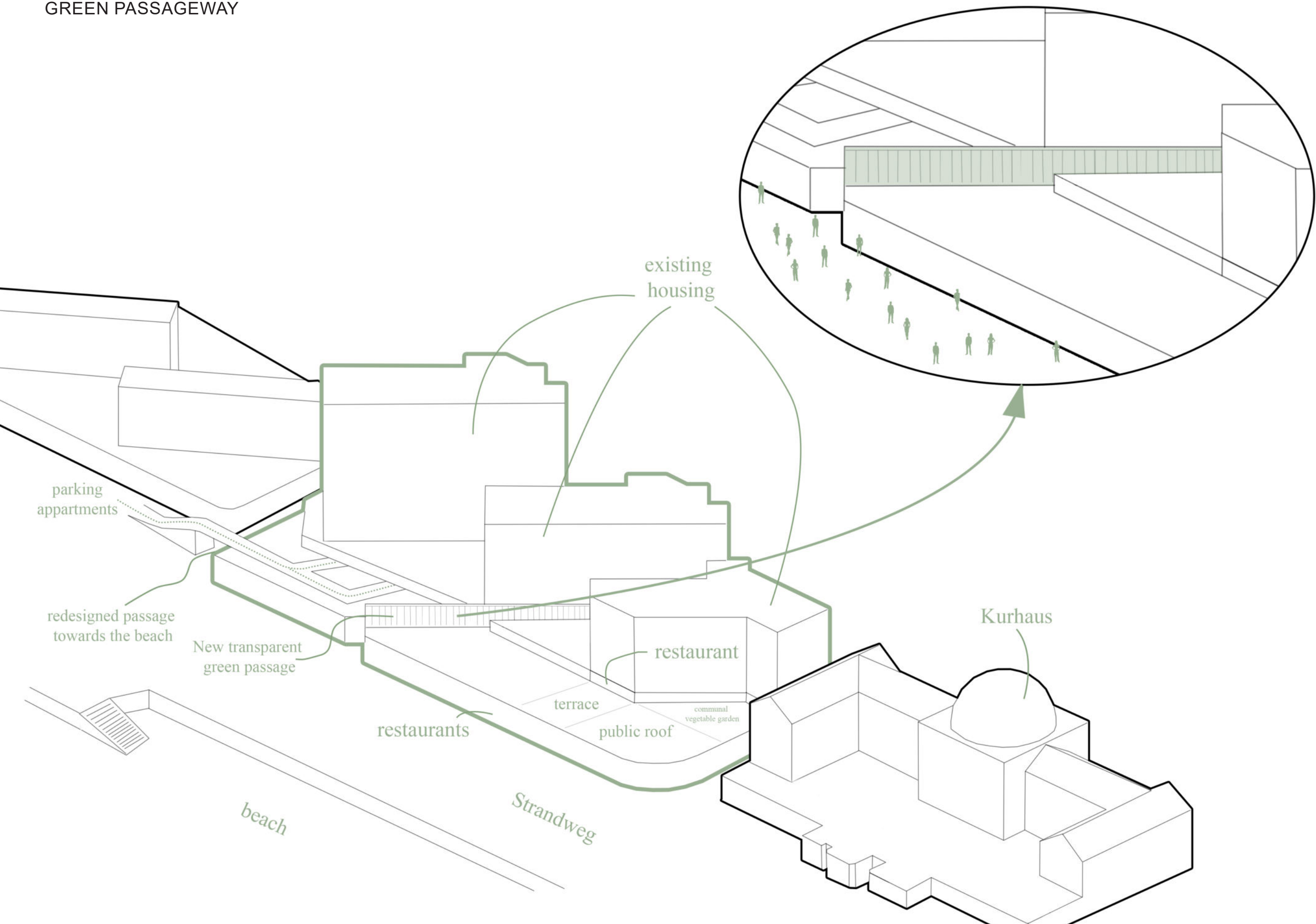






# THE HEALTHIEST MALL OF THE NETHERLANDS

## GREEN PASSAGEWAY







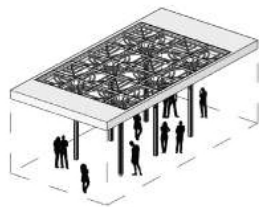


Section passageway  
Current situation

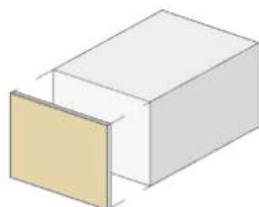


Section passageway  
New situation

TOOLBOX



*Glass roofs*



*Redesign facade*



*Mitigation*

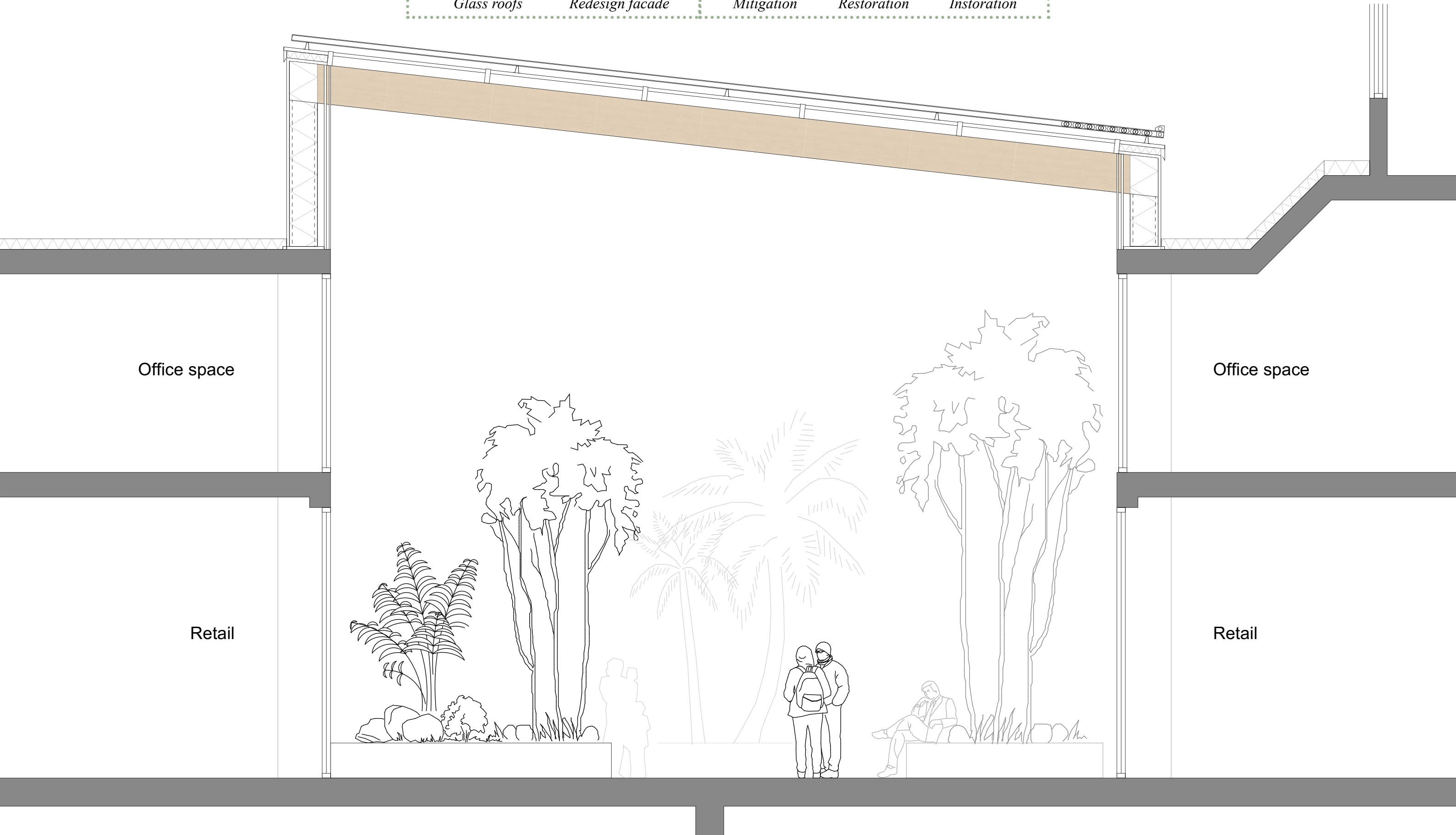


*Restoration*



*Instoration*

HEALTH





## Green passageway

Current situation





**Impression**  
Green passageway





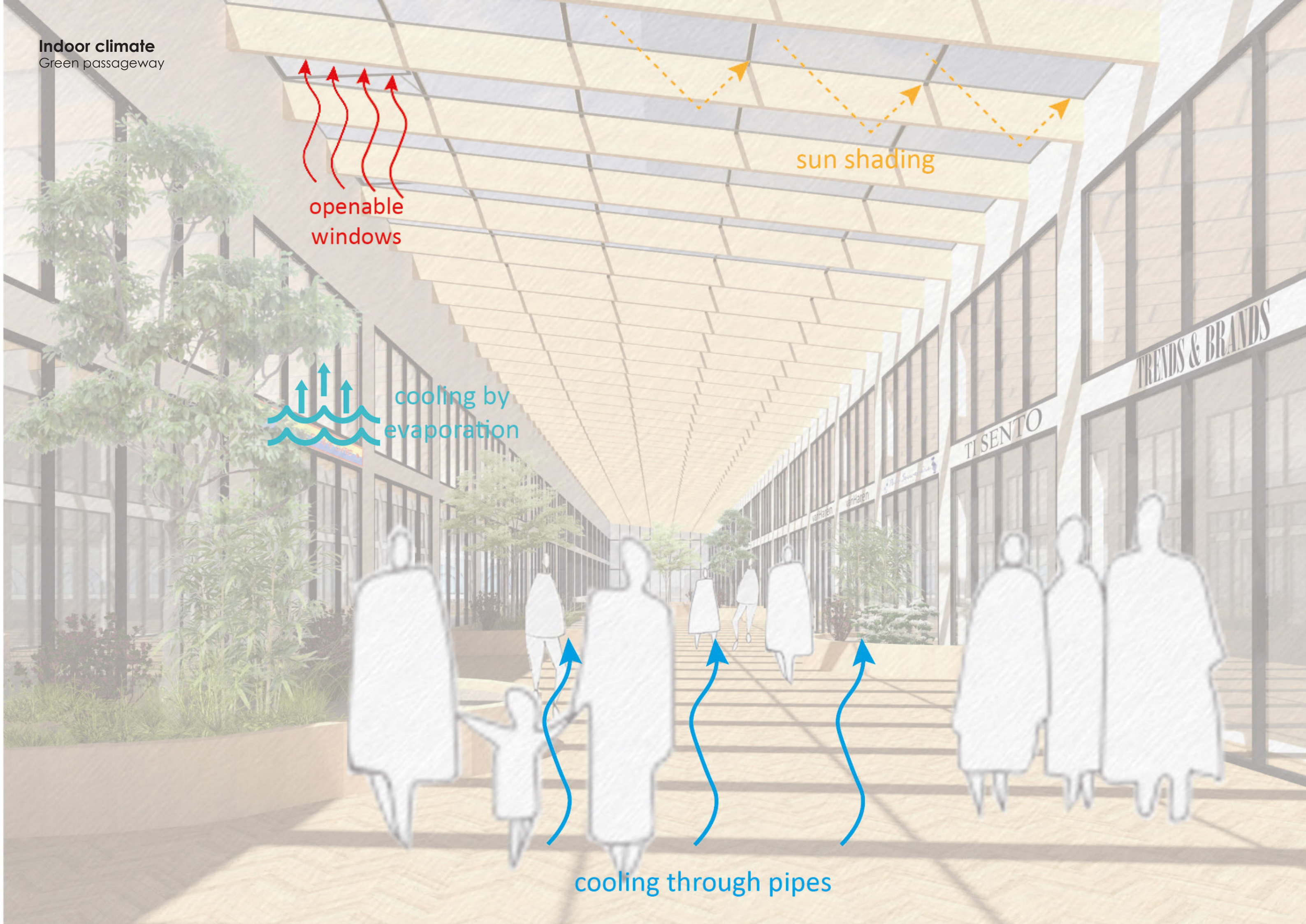
**Indoor climate**  
Green passageway

openable  
windows

sun shading

cooling by  
evaporation

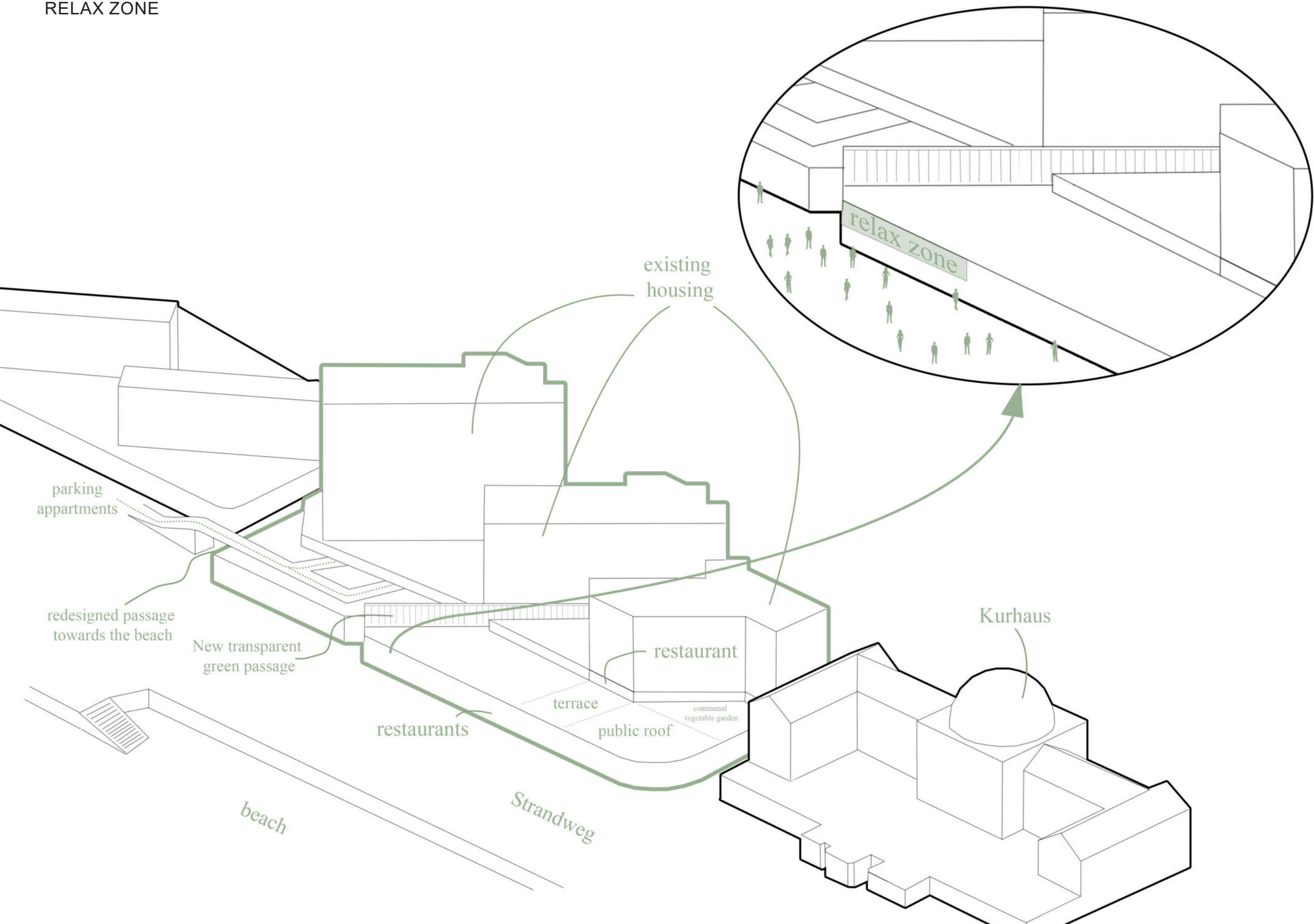
cooling through pipes





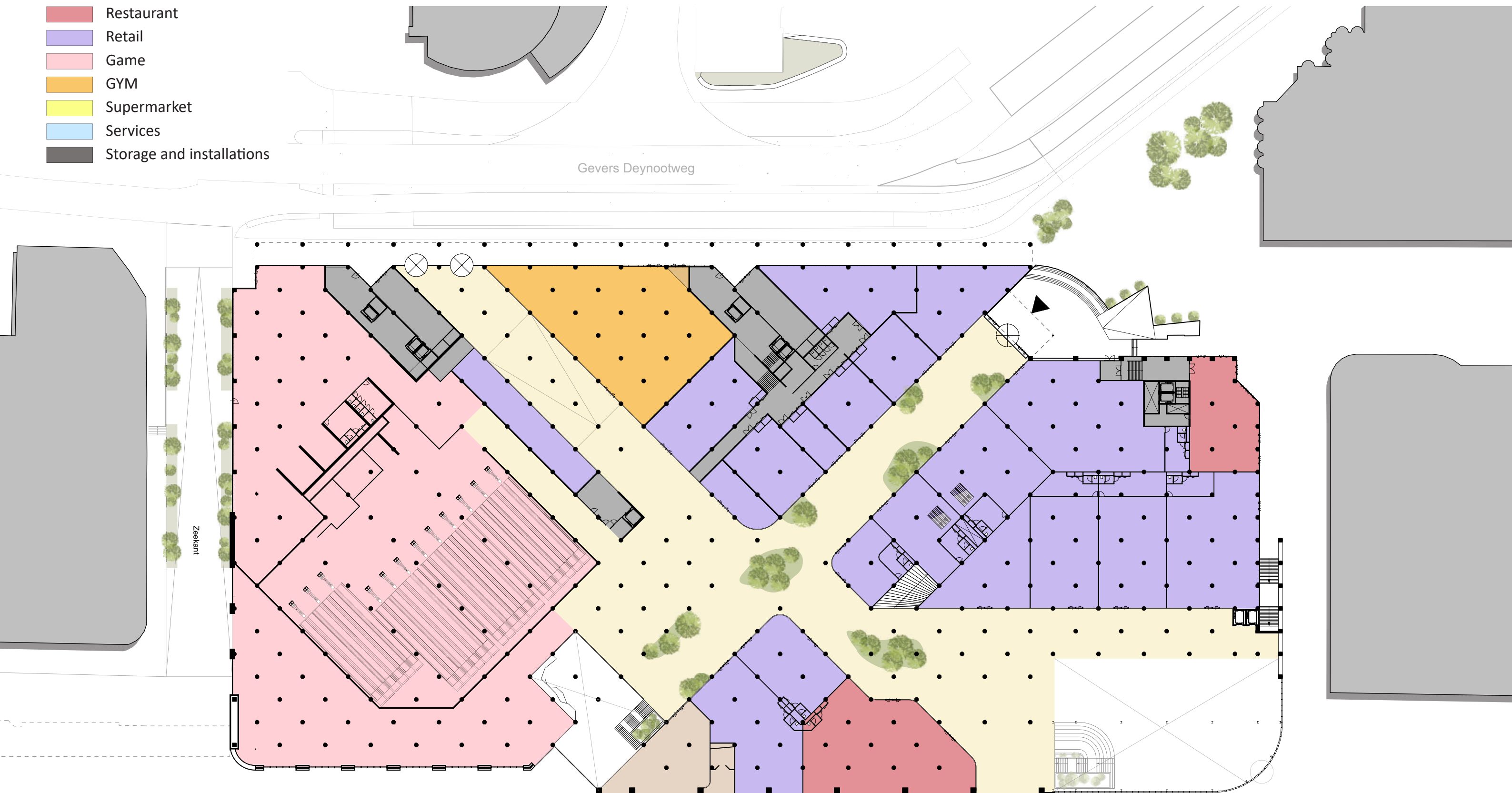
# THE HEALTHIEST MALL OF THE NETHERLANDS

## RELAX ZONE

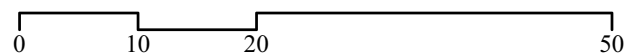




- Restaurant
- Retail
- Game
- GYM
- Supermarket
- Services
- Storage and installations



First floor









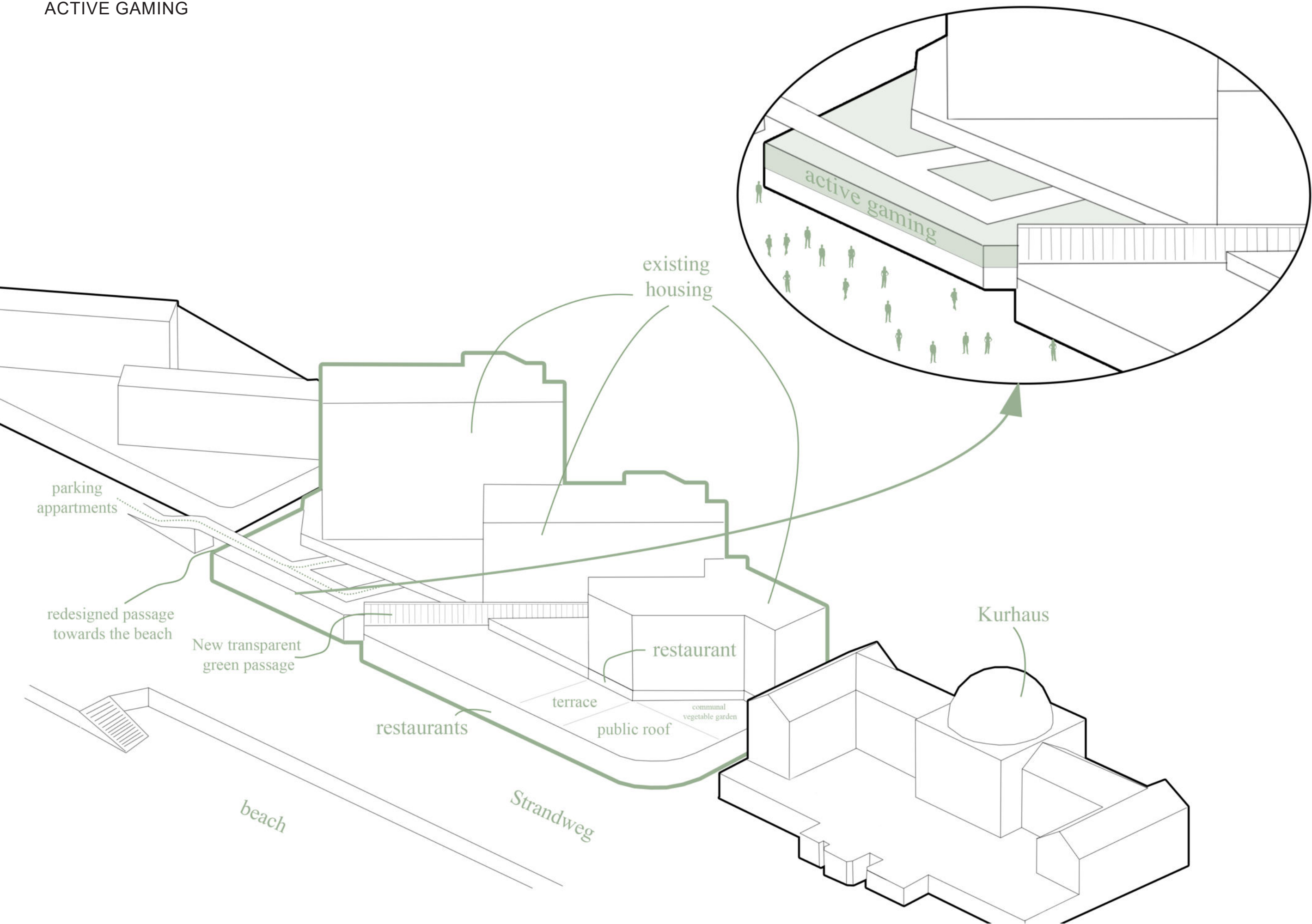
# Impression

Relax zone





THE HEALTIEST MALL OF THE NETHERLANDS  
ACTIVE GAMING

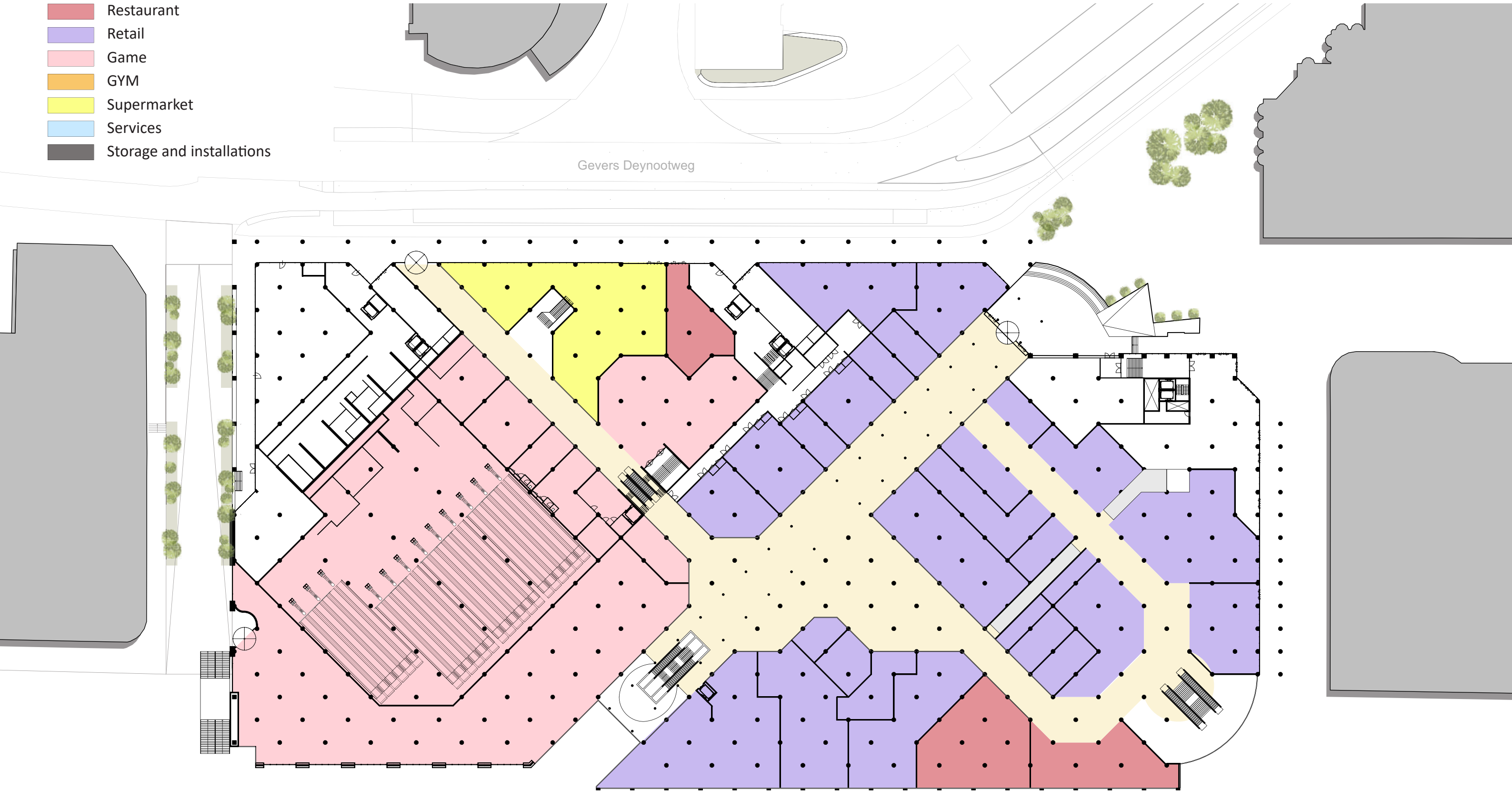




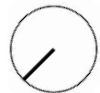
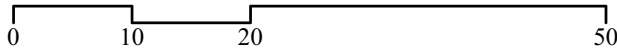
Active play & gaming

Current situation

- Restaurant
- Retail
- Game
- GYM
- Supermarket
- Services
- Storage and installations



First floor

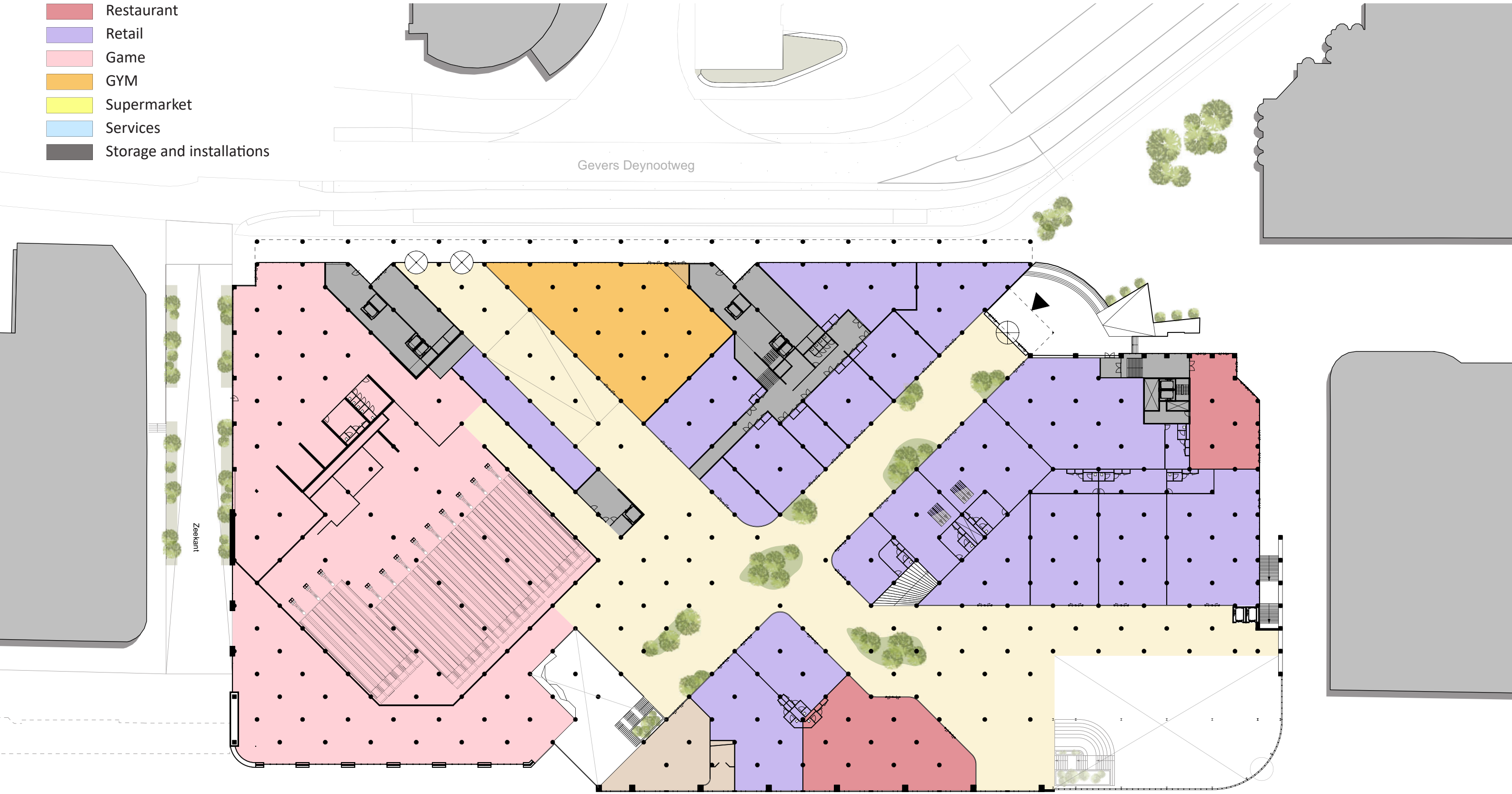




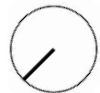
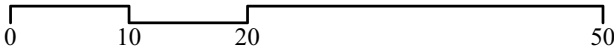
Active play & gaming

New situation

- Restaurant
- Retail
- Game
- GYM
- Supermarket
- Services
- Storage and installations

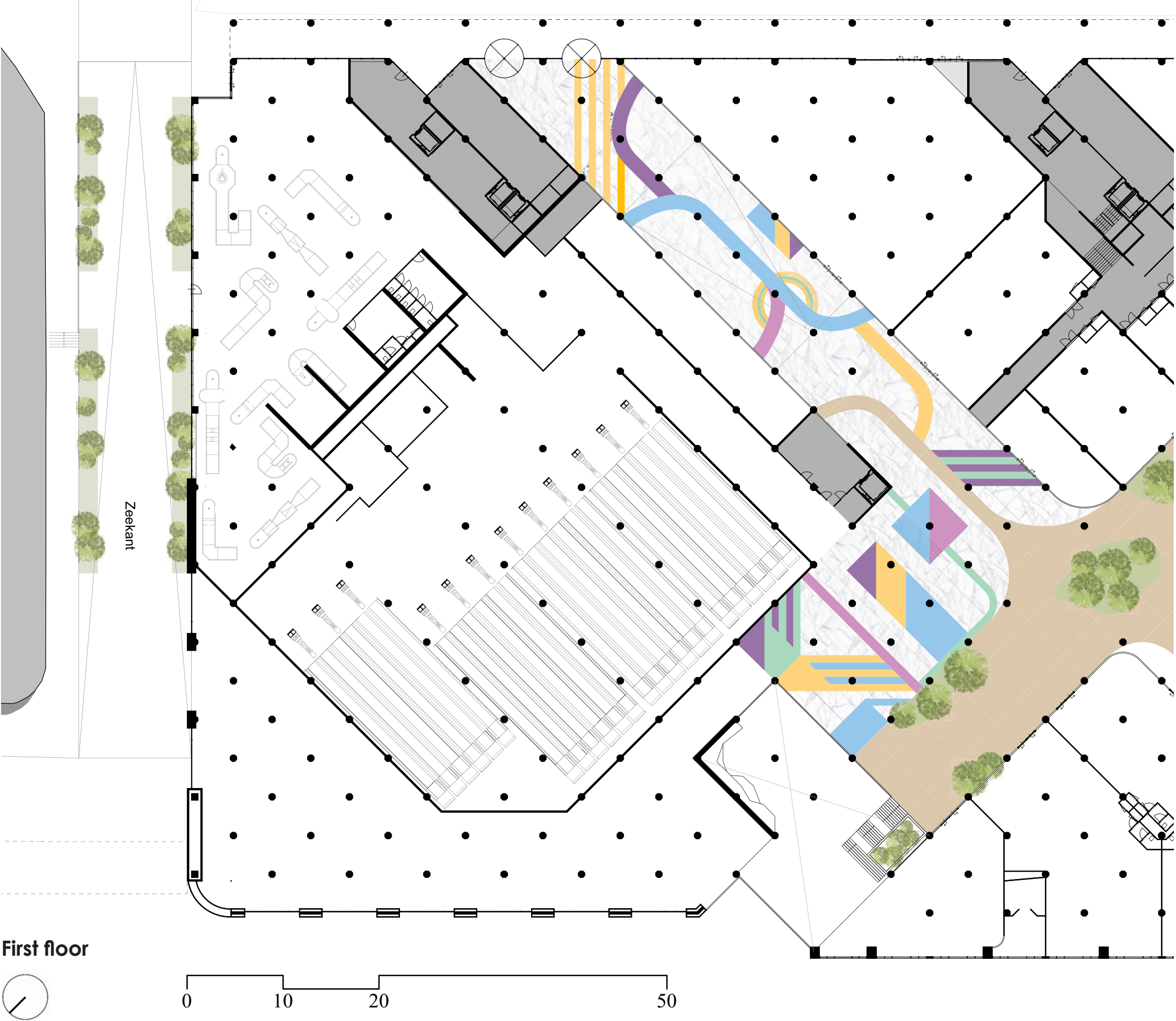


First floor



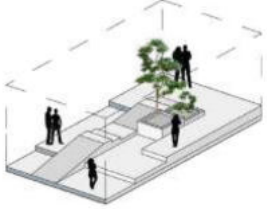


Active play & gaming  
New situation



First floor

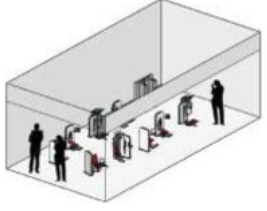
TOOLBOX



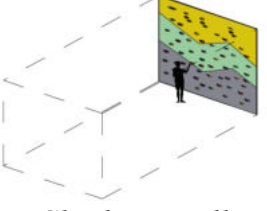
Climateable street furniture



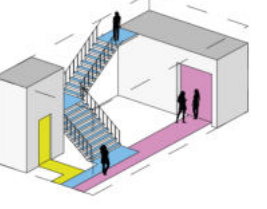
Streetscape



Gym



Climbing wall



Color schemes (interior)

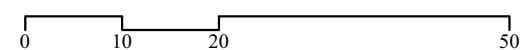
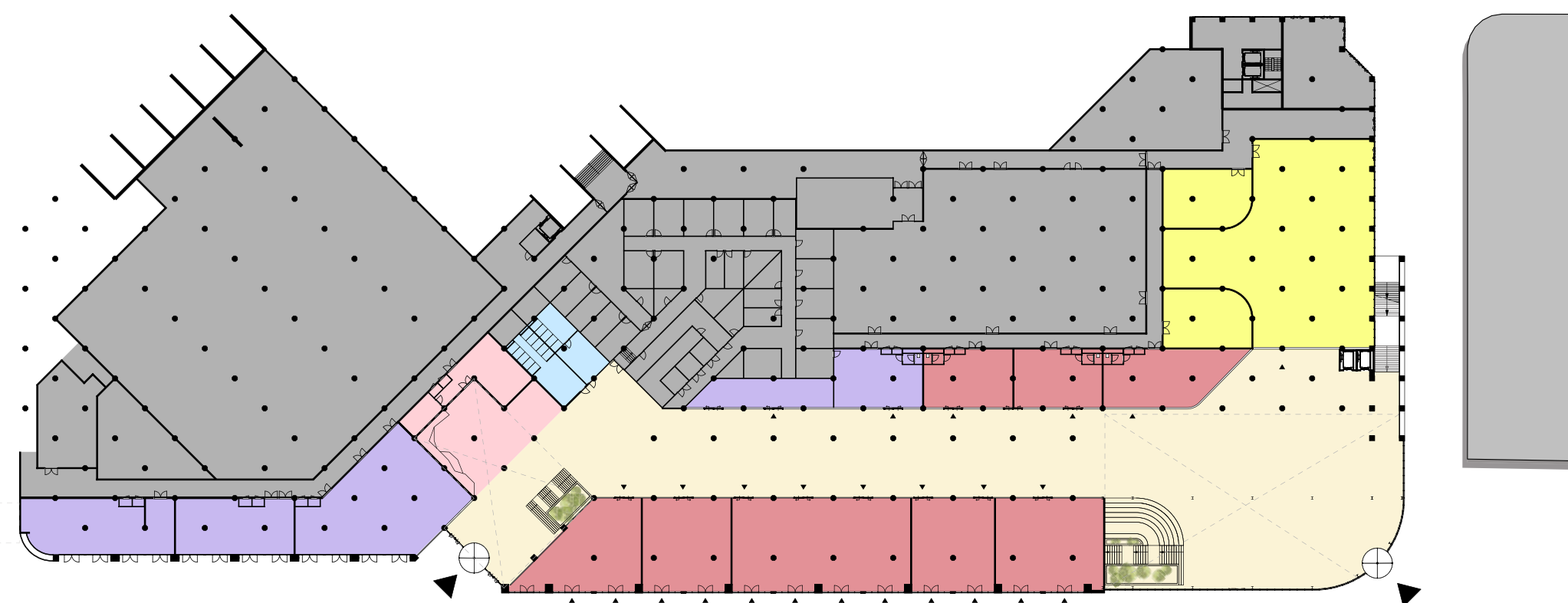
HEALTH



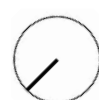






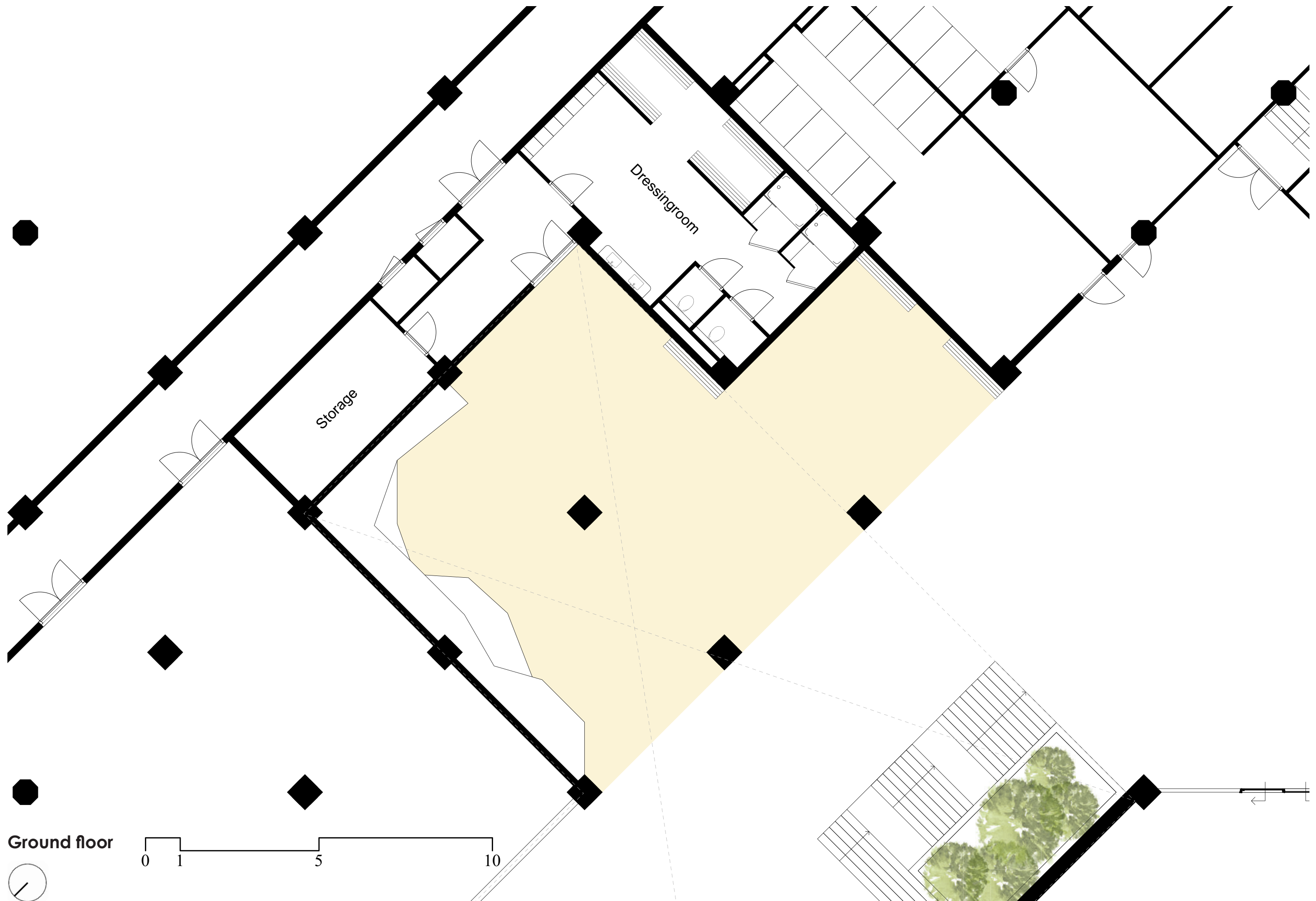


Ground floor



- Restaurant
- Retail
- Game
- GYM
- Supermarket
- Services
- Storage and installations





Ground floor

0 1 5 10



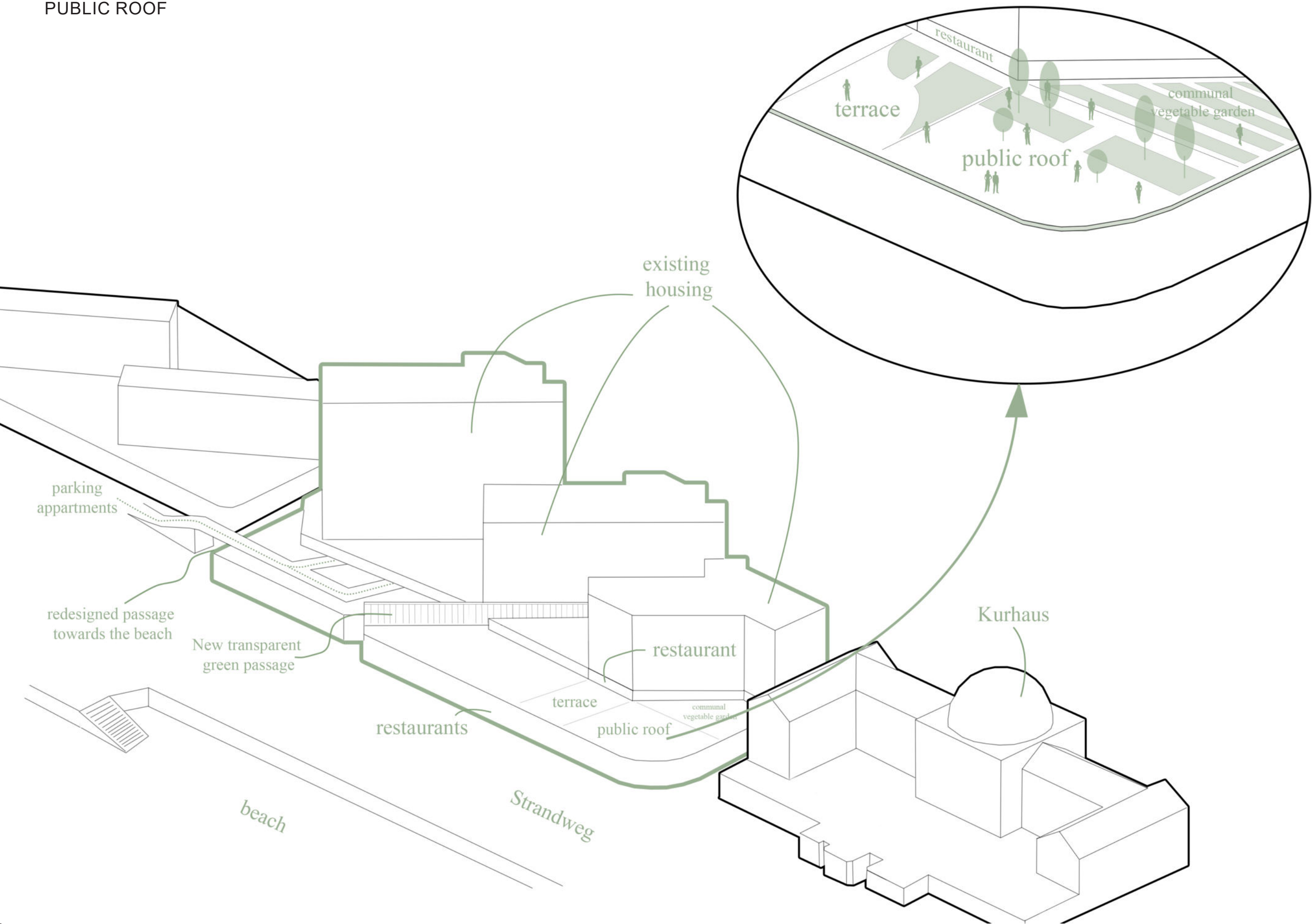


**Impression**  
Climbing hall





THE HEALTIEST MALL OF THE NETHERLANDS  
PUBLIC ROOF





## Roof

Current situation

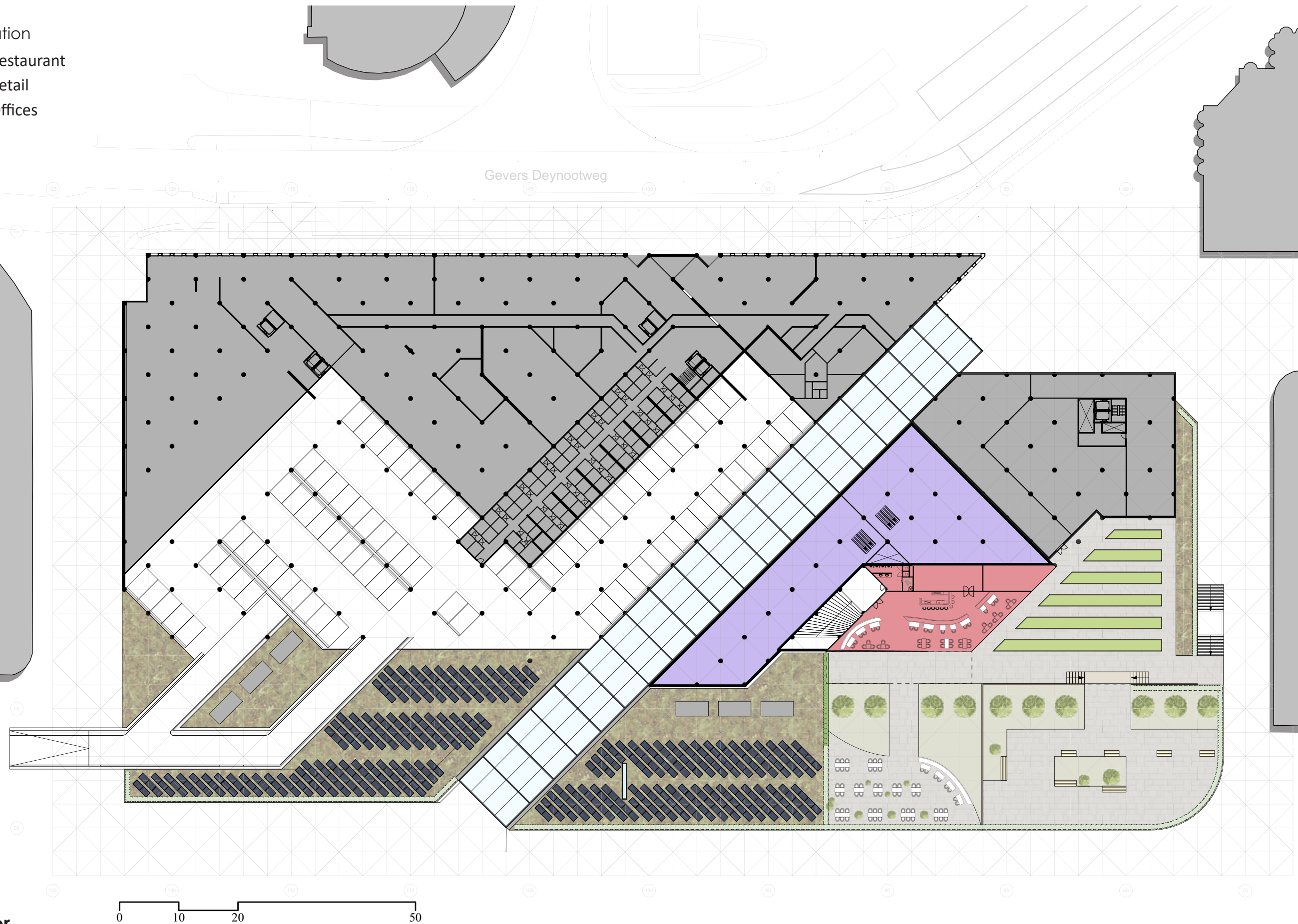




## Roof

New situation

- Restaurant
- Retail
- Offices



## First floor







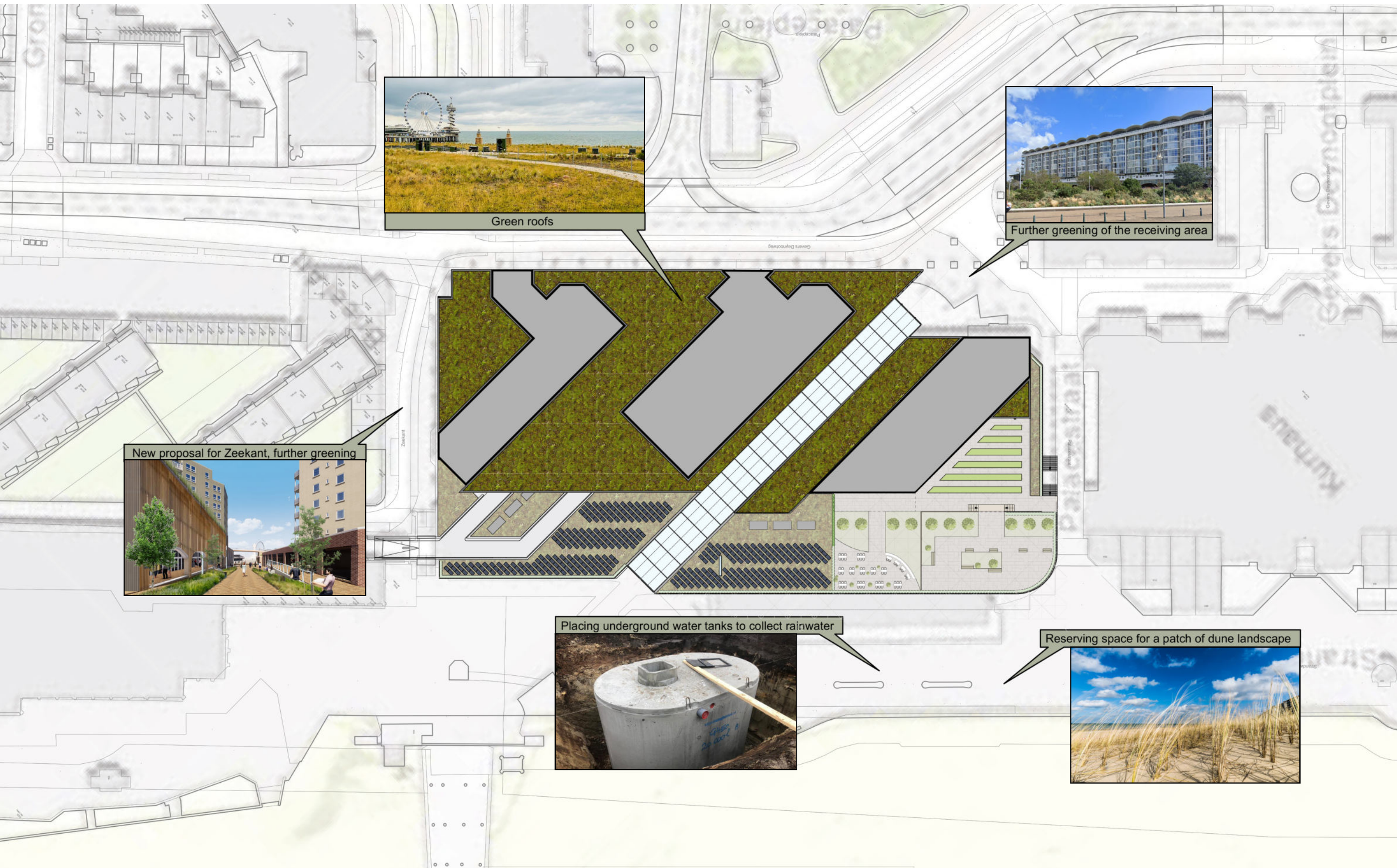






## Outdoor space

New situation





## Ventilation, cooling and heating

New situation

- A Newly designed facade with insulation and outdoor sun shading (RC 4.0)
- B Vertical wooden slats provide shade but the view towards the beach is preserved
- C Mechanical ventilation on roof in combination with a WTW
- D Cooling and heating by pipes in screed

- Extra cooling or heating is possible by ventilation pipes

- E Insulated green roof (RC 6.8)

- F Solar panels (south-orientated)

- G Gray water storage:

± 1950 m<sup>2</sup> green roof

$A_{\text{roof}} = \pm 1950 \text{ m}^2$

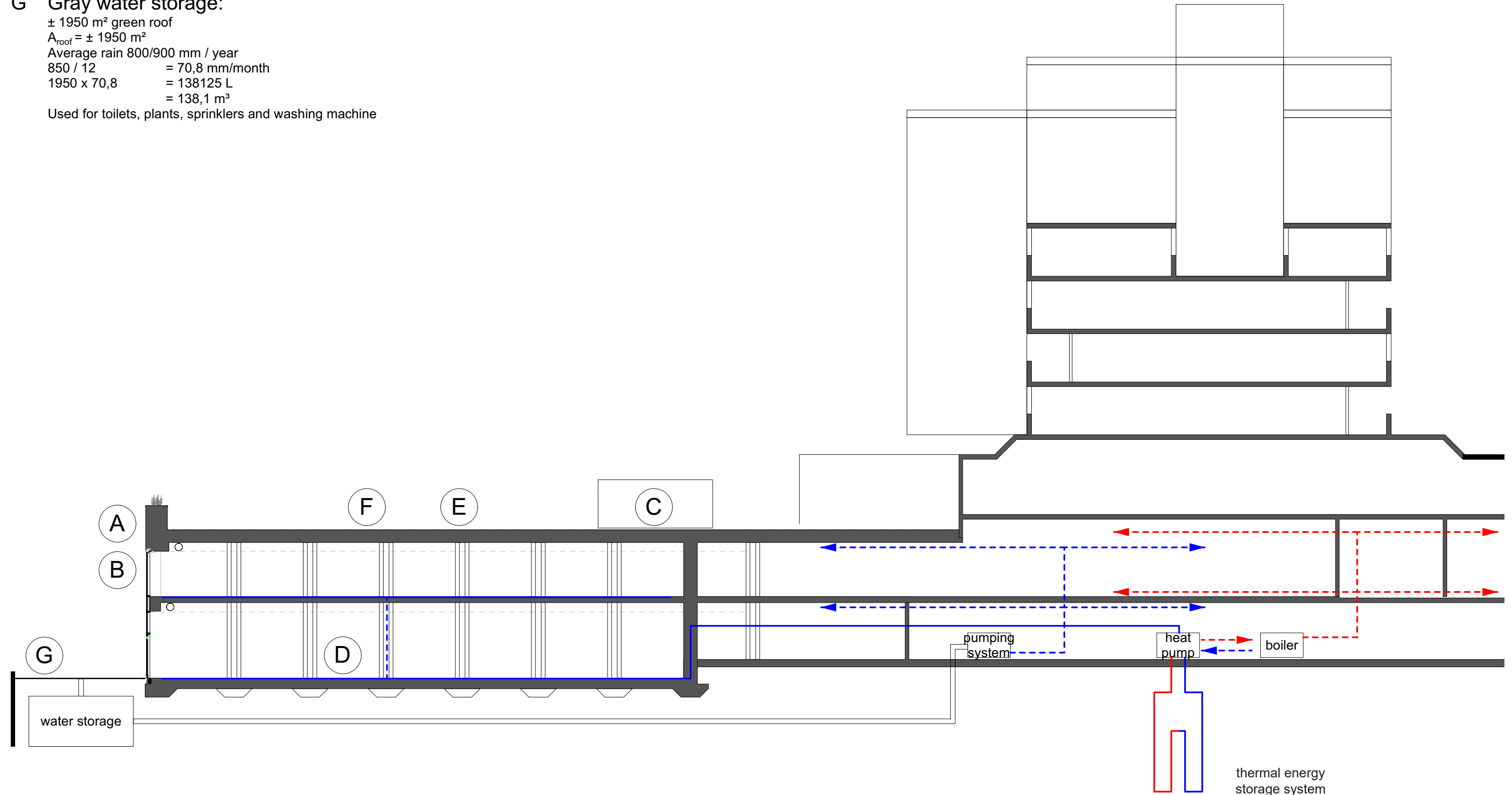
Average rain 800/900 mm / year

850 / 12 = 70,8 mm/month

1950 x 70,8 = 138125 L

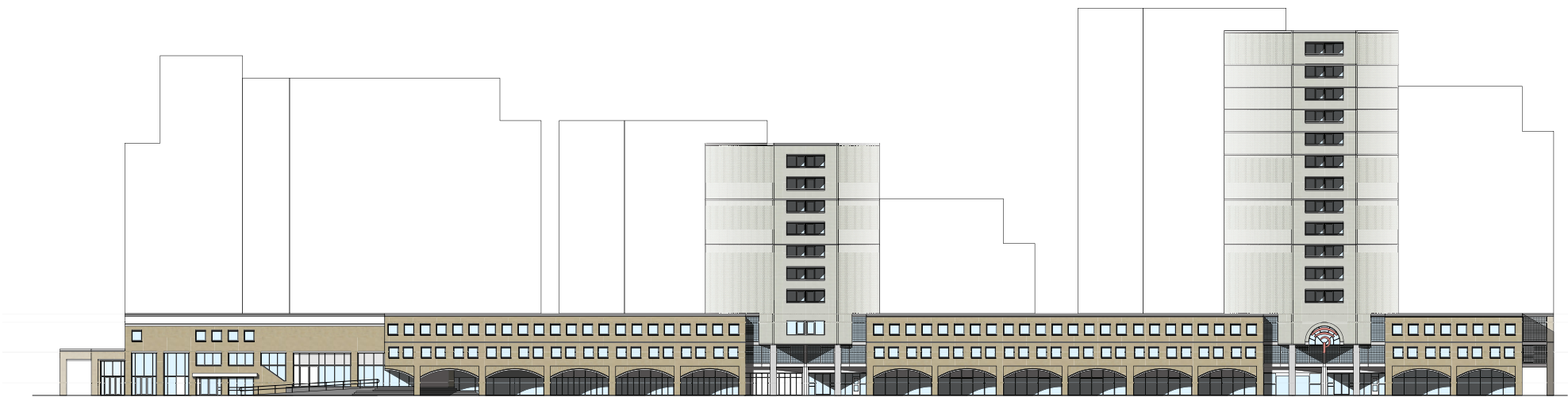
= 138,1 m<sup>3</sup>

Used for toilets, plants, sprinklers and washing machine





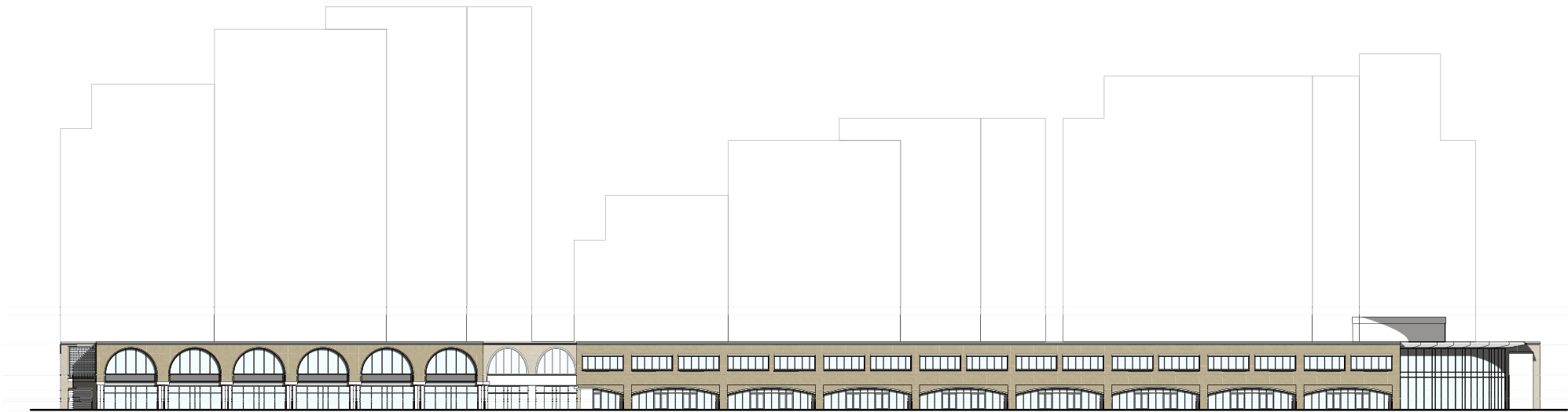
**Facade**  
Current situation



East facade



North facade



West facade



South facade



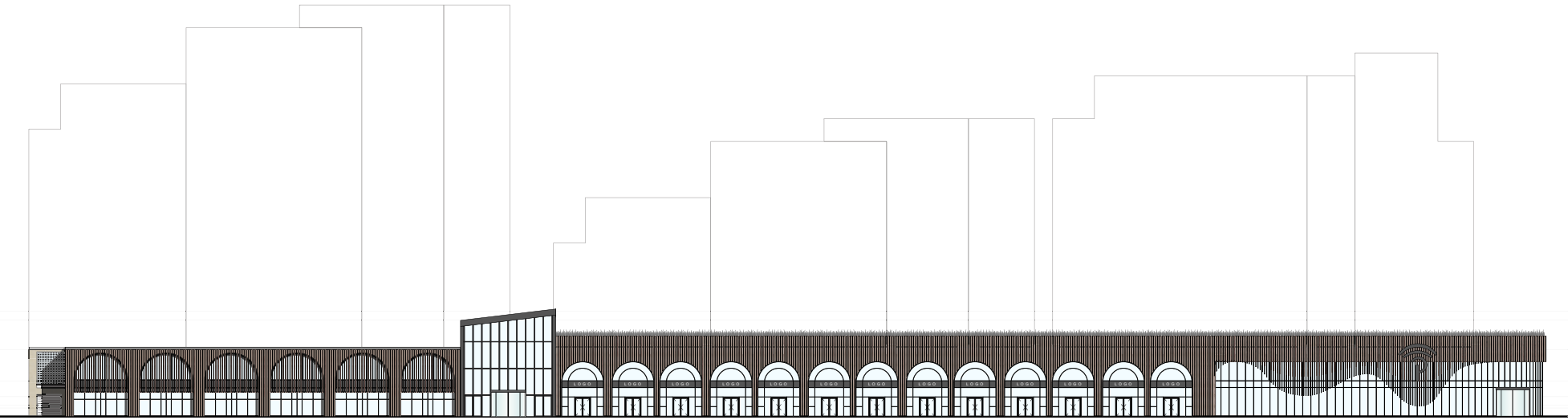
**Facade**  
New situation



East facade



North facade



West facade



South facade



Facade  
New situation



W O O D E N F A C A D E



M A R R A M G R A S S



N A T U R A L L I G H T

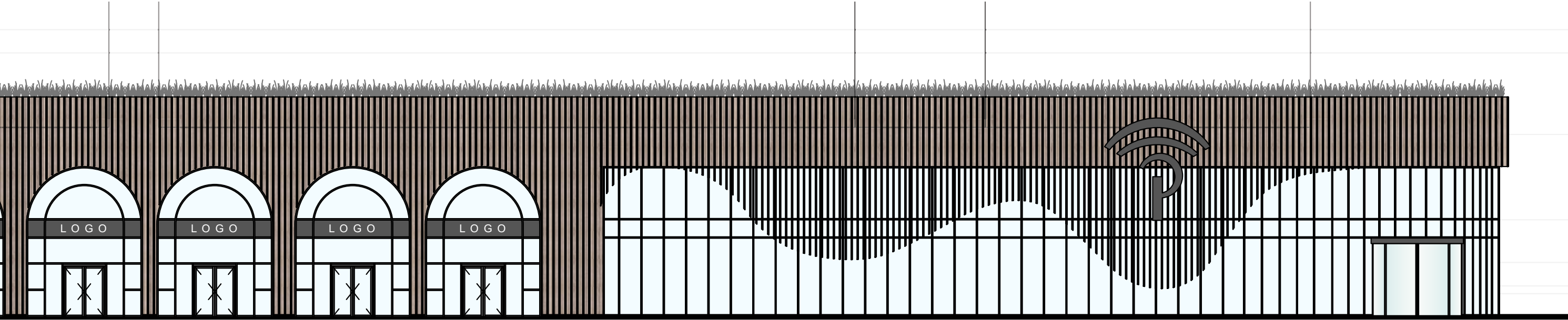


Mitigation



Restoration

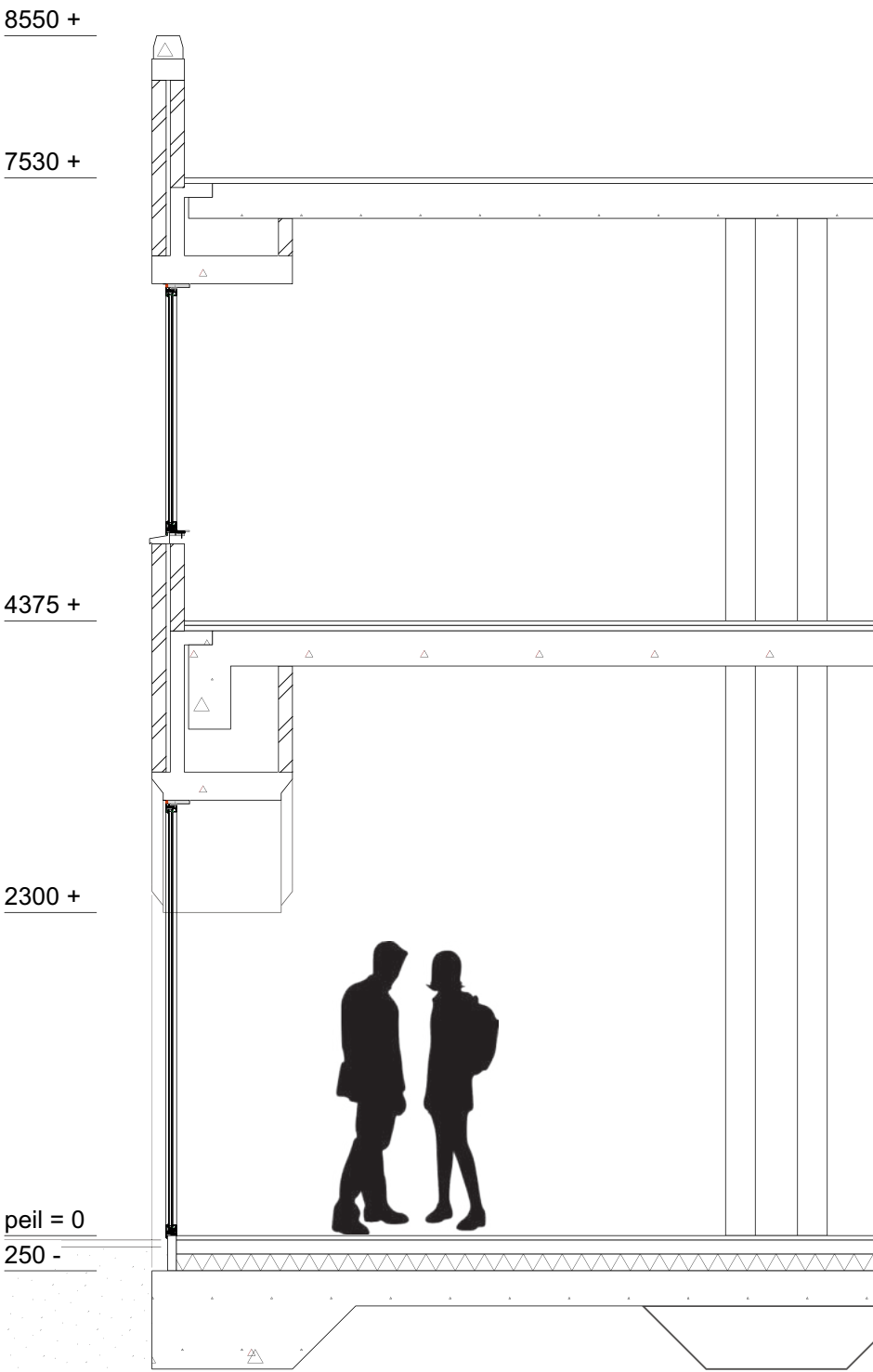
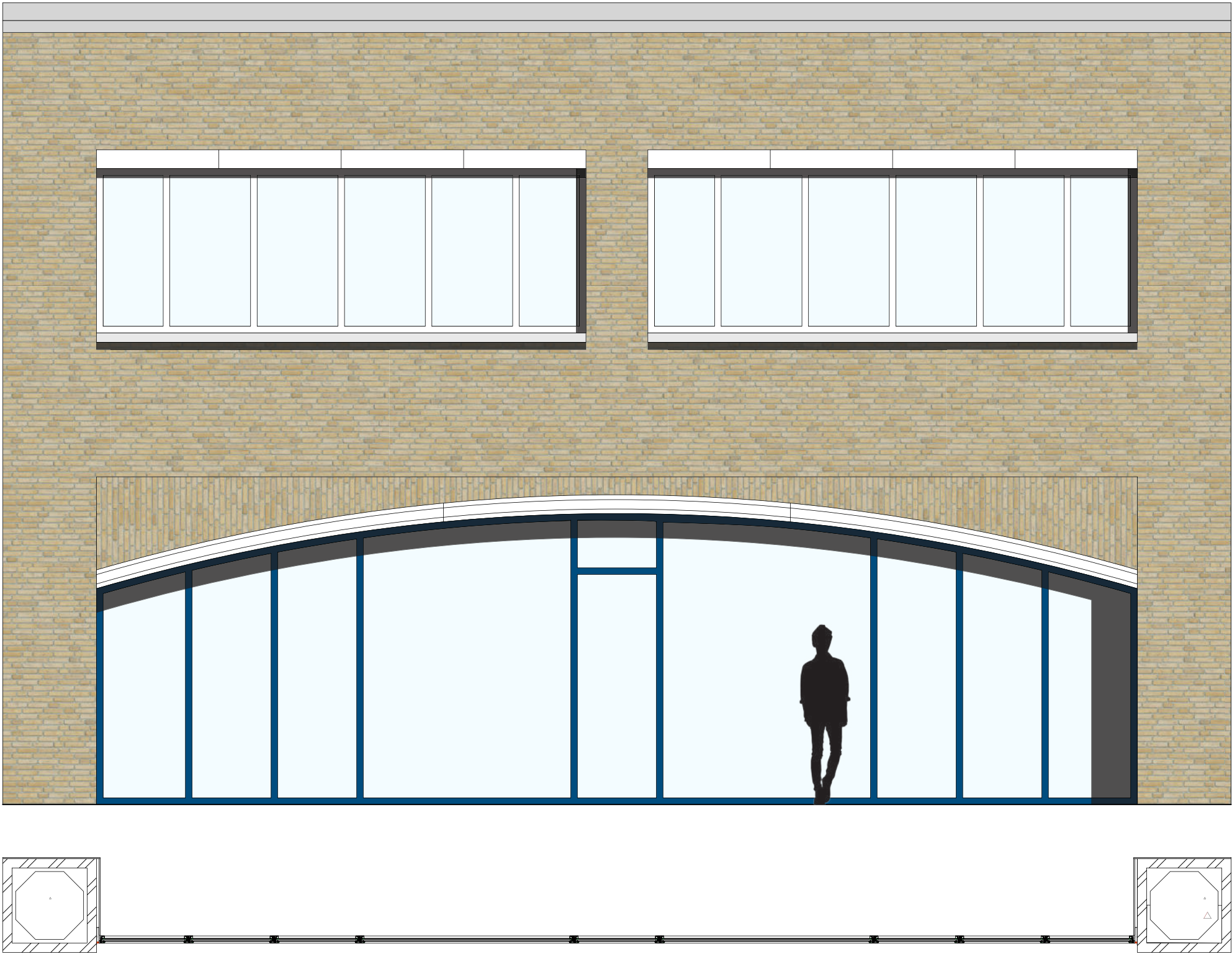
H E A L T H



West facade

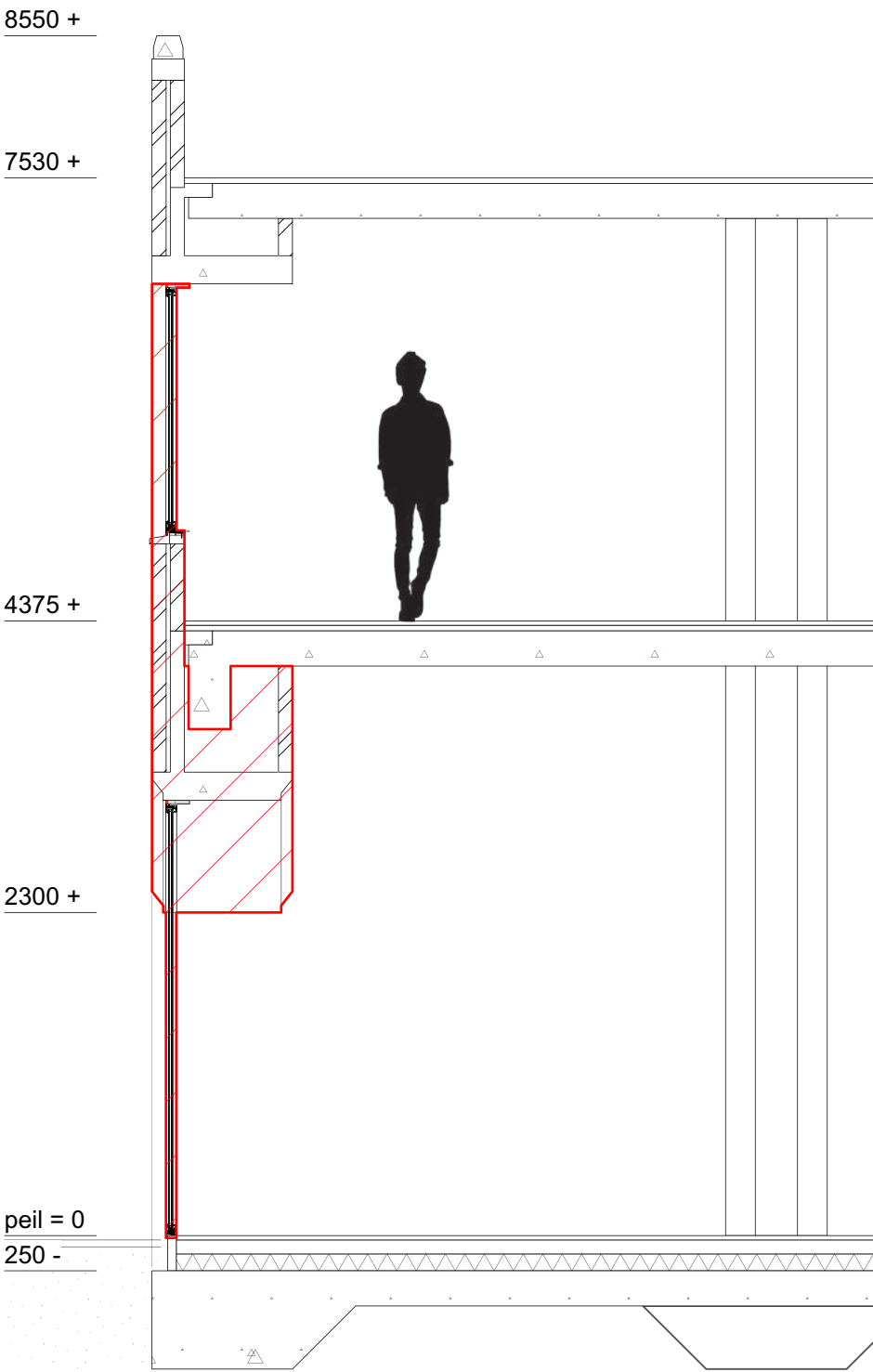
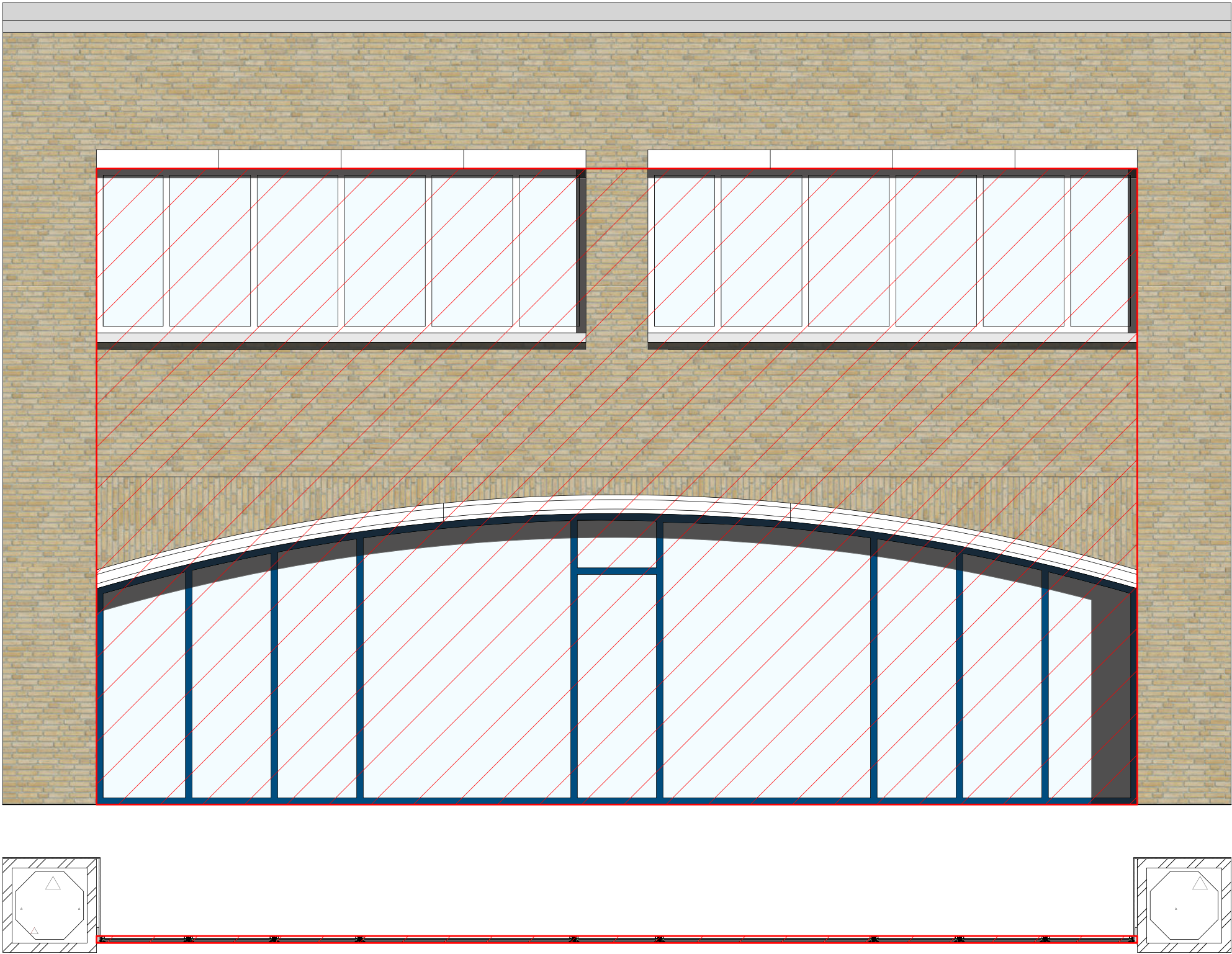


Redesign the facade  
Current situation



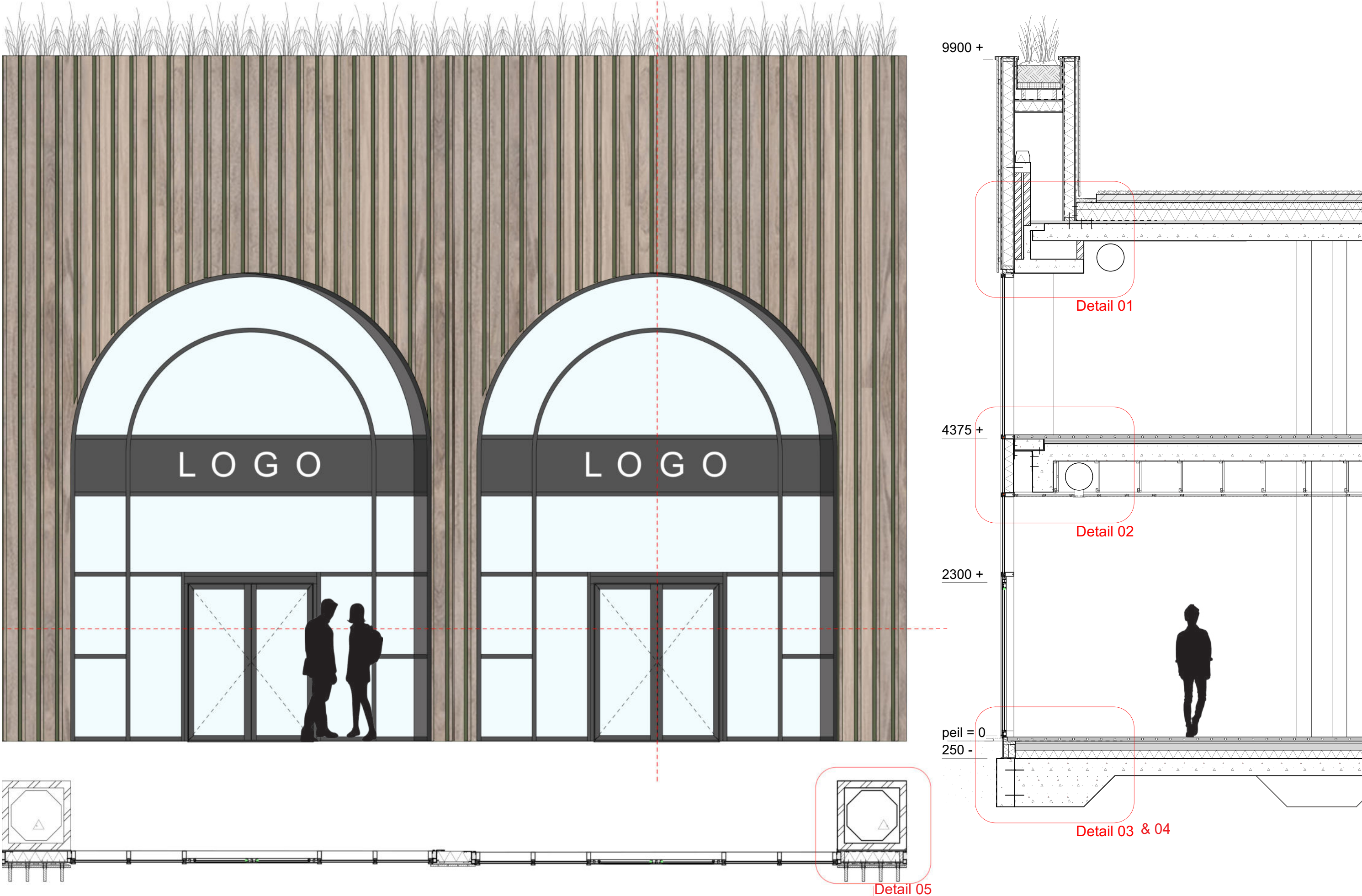


Redesign the facade  
Demolition proposal





Redesign the facade  
New facade proposal

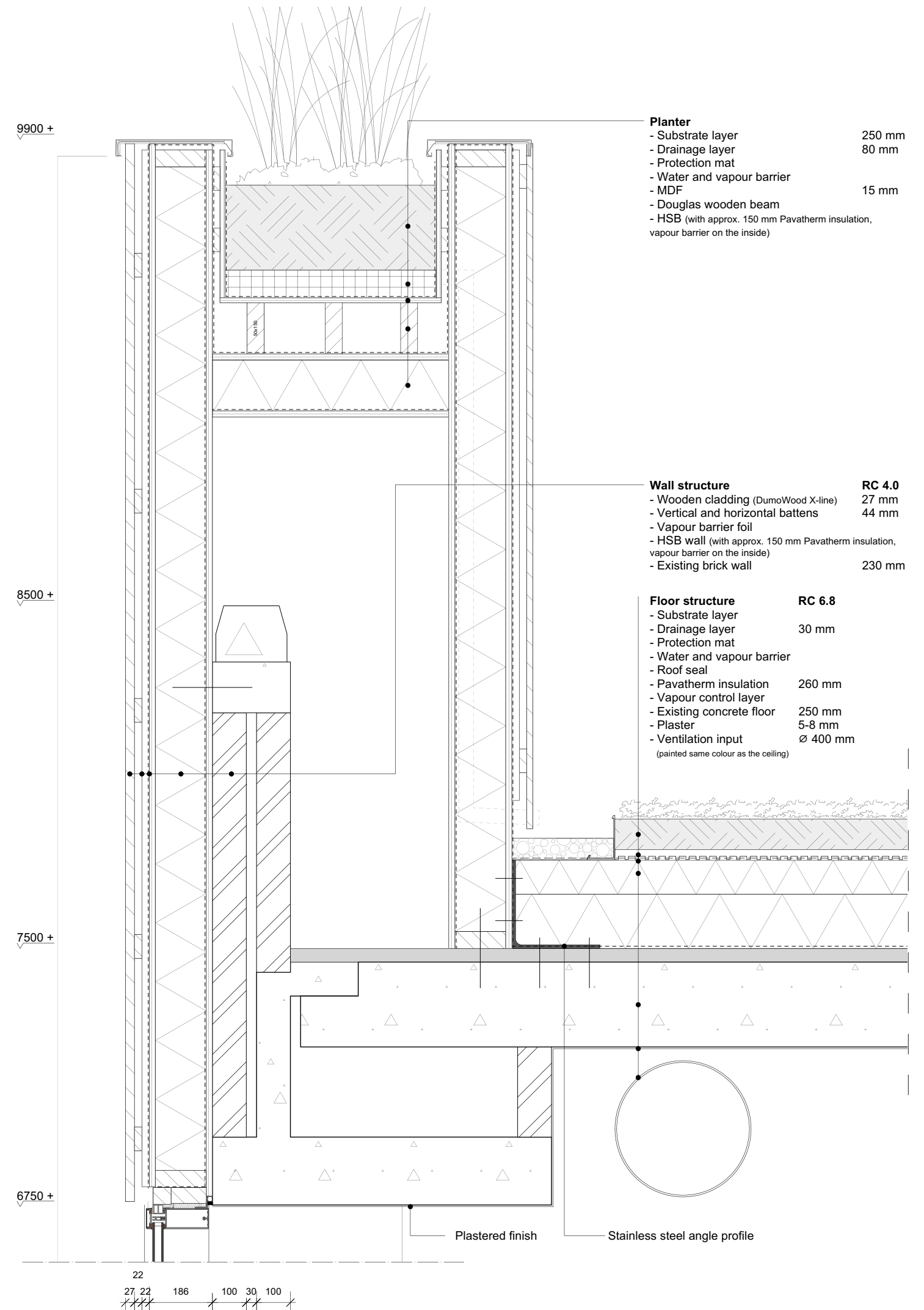






## Detail 01

Roof detail

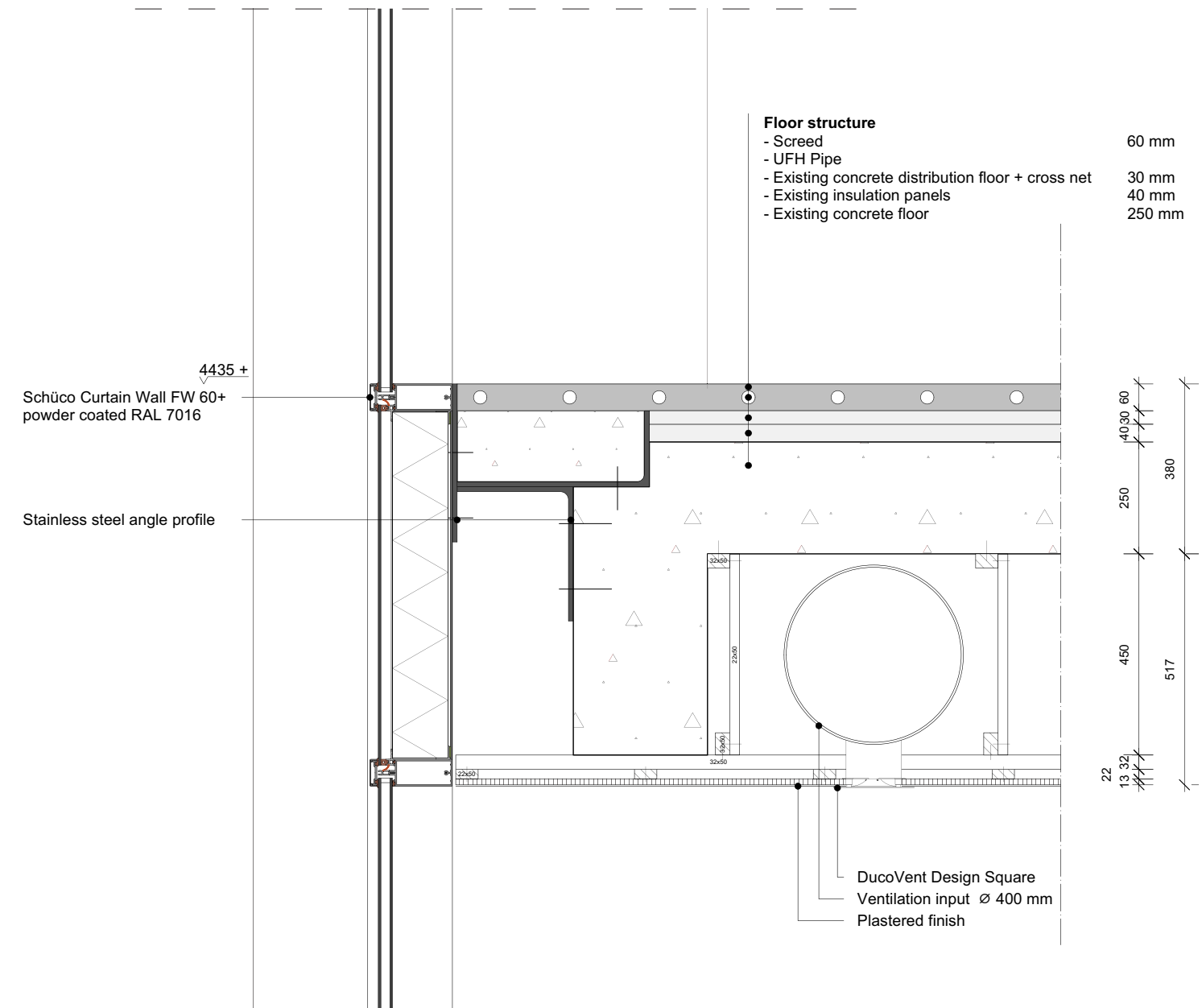






## Detail 02

Floor detail

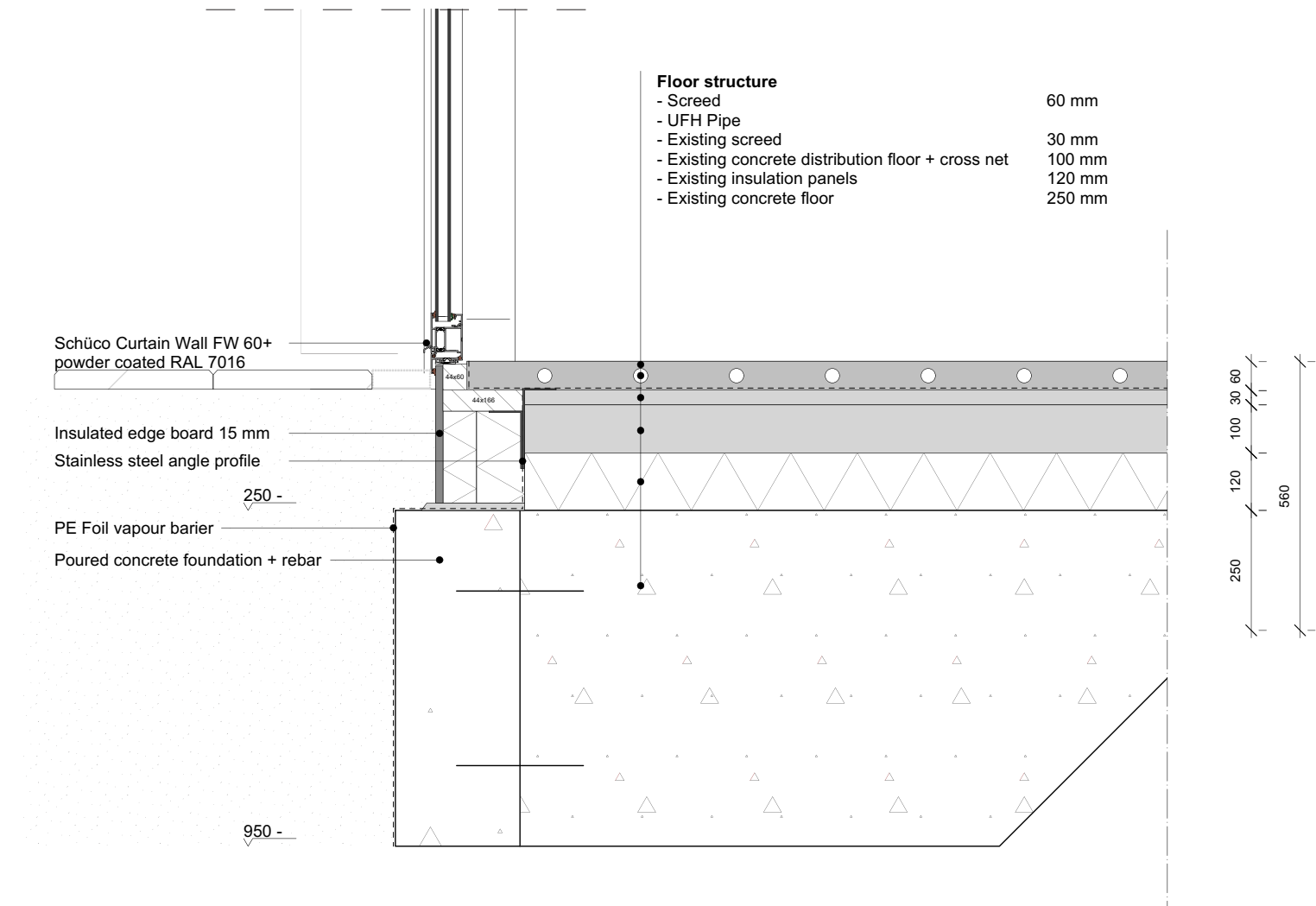






### Detail 03

Foundation detail

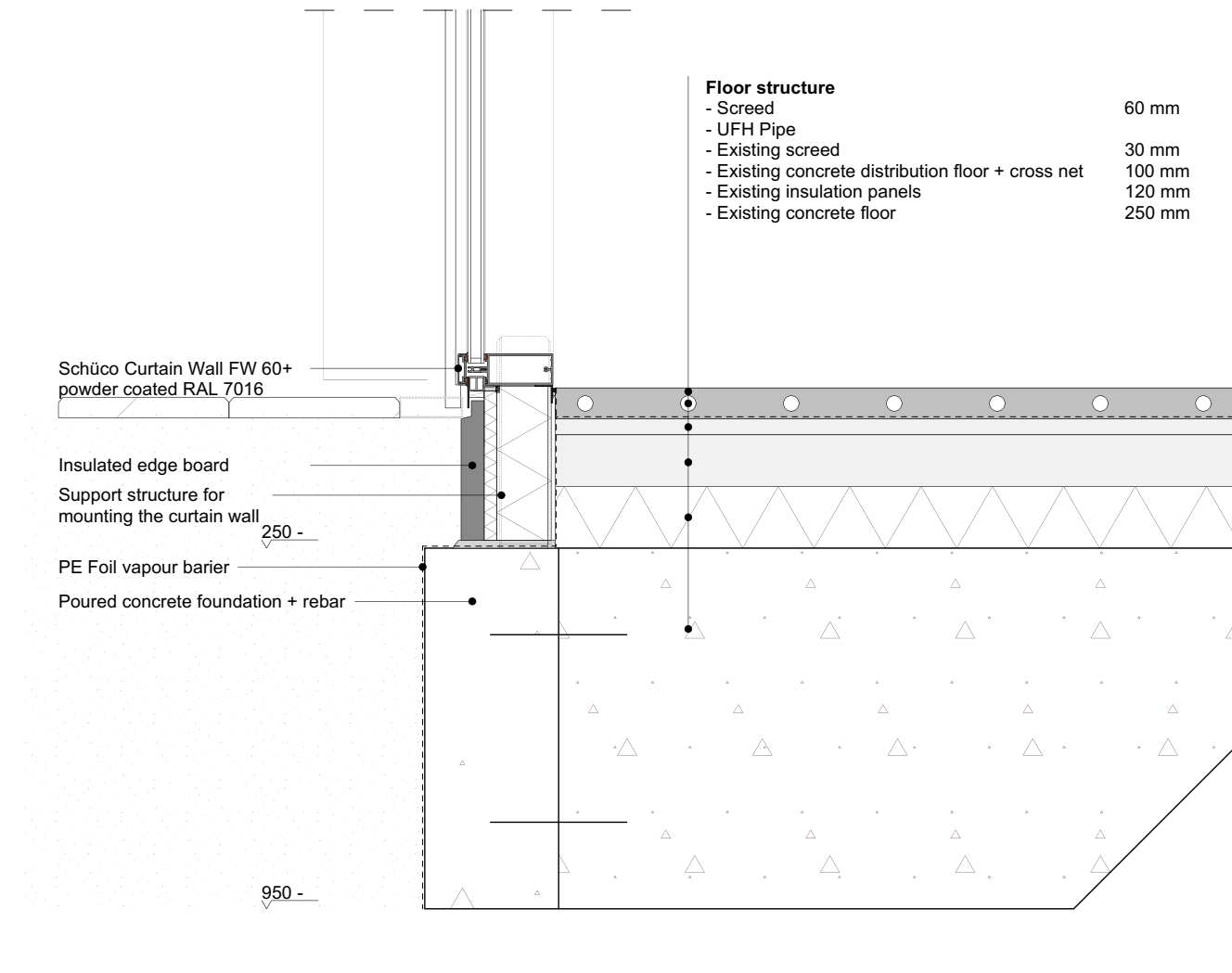






## Detail 04

Foundation detail

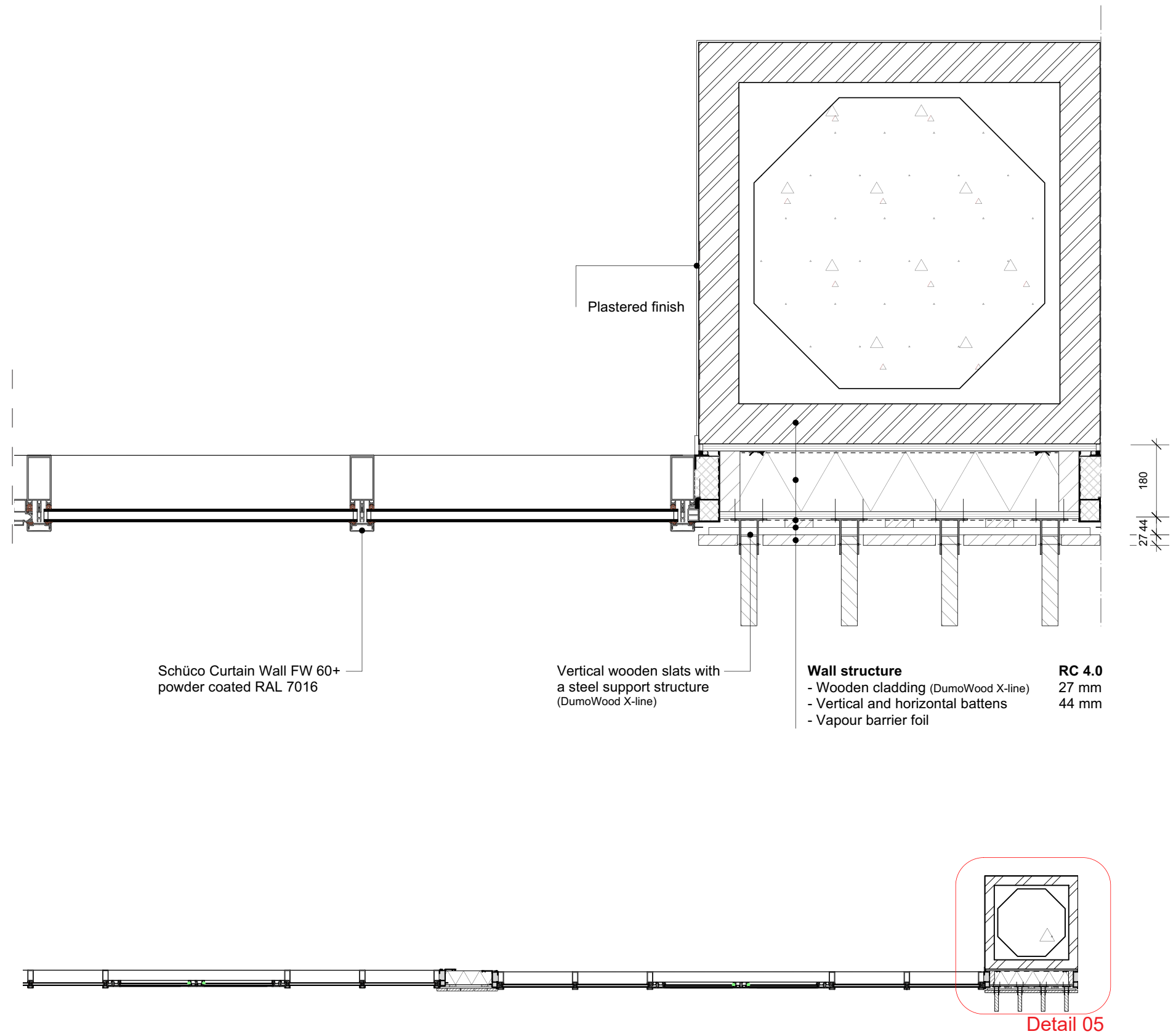






## Detail 05

Horizontal detail





# The healthiest shopping mall in the Netherlands

## Revitalising Palace Promenade in Scheveningen

