

AR3AH105 Vacant Heritage Studio  
P5 Presentation - 05/07/2021

# Revitalize V&D Haarlem into a new Hub

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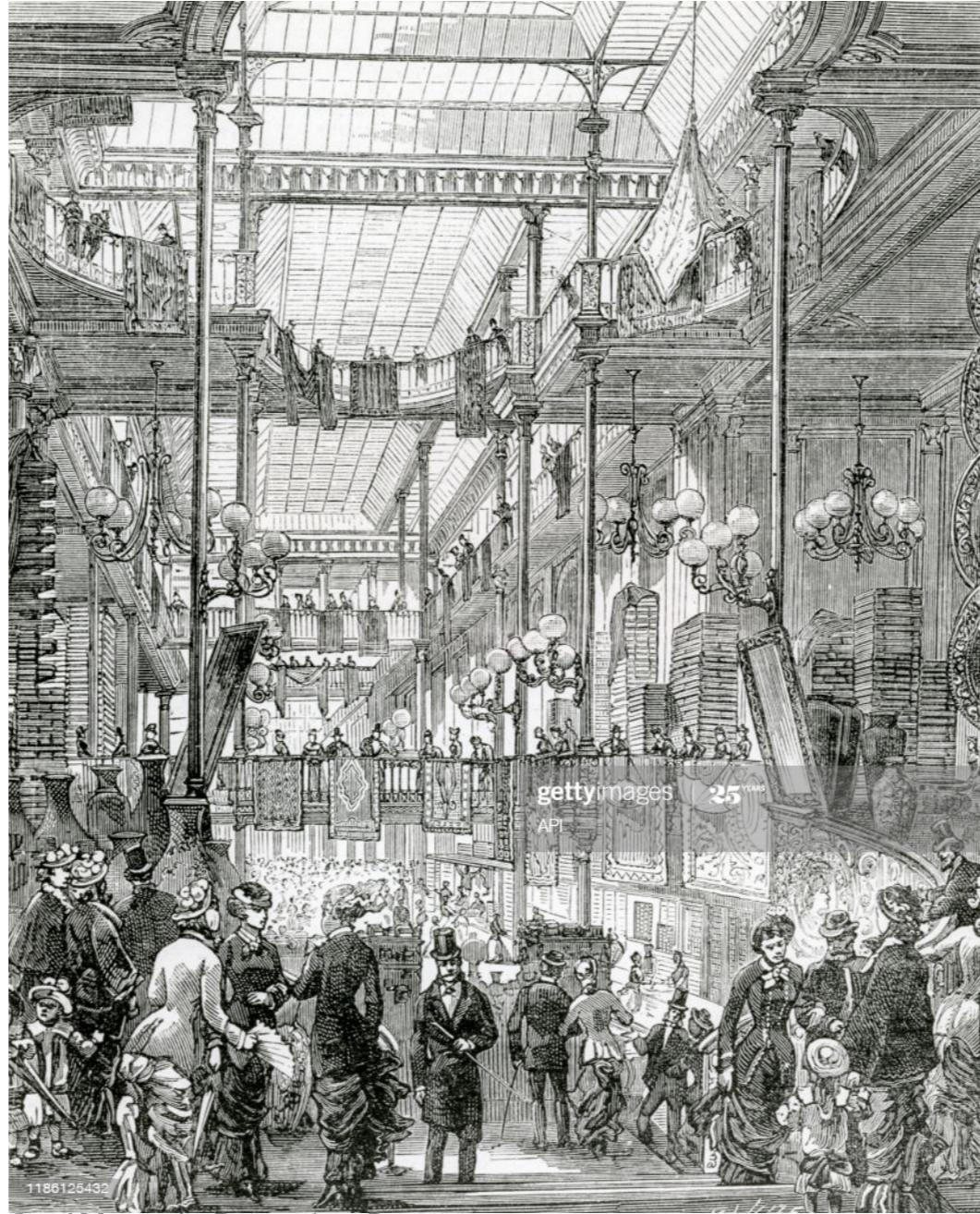
## Content of Presentation

1. Introduction
2. Research
3. Analysis & Values
4. Design
5. Conclusion

# 1. INTRODUCTION

## The Rise of Department Store

Le Bon Marché



Grand Magasin Au Bon Marché in Paris, 1880  
Source: Beekum & Kuijt (2018, p. 12)

## V&D Department Stores

Amsterdam V&D



V&D at the Rokin in Amsterdam; October 6th, 1930 (Paul Guermonprez - wiki)  
Source: [https://nl.m.wikipedia.org/wiki/Bestand:Paul\\_Guermonprez,\\_Afb\\_010016000160.jpg](https://nl.m.wikipedia.org/wiki/Bestand:Paul_Guermonprez,_Afb_010016000160.jpg)

## V&D Department Stores

Utrecht V&D



Closed V&D in Utrecht after bankruptcy 2016 (Sander.v.Ginkel - wiki)  
Source: [https://nl.wikipedia.org/wiki/Bestand:Gesloten\\_V&D\\_in\\_Utrecht\\_na\\_faillissement\\_\(2\).jpeg](https://nl.wikipedia.org/wiki/Bestand:Gesloten_V&D_in_Utrecht_na_faillissement_(2).jpeg)

## 2. RESEARCH

## SBT Research

City Centre

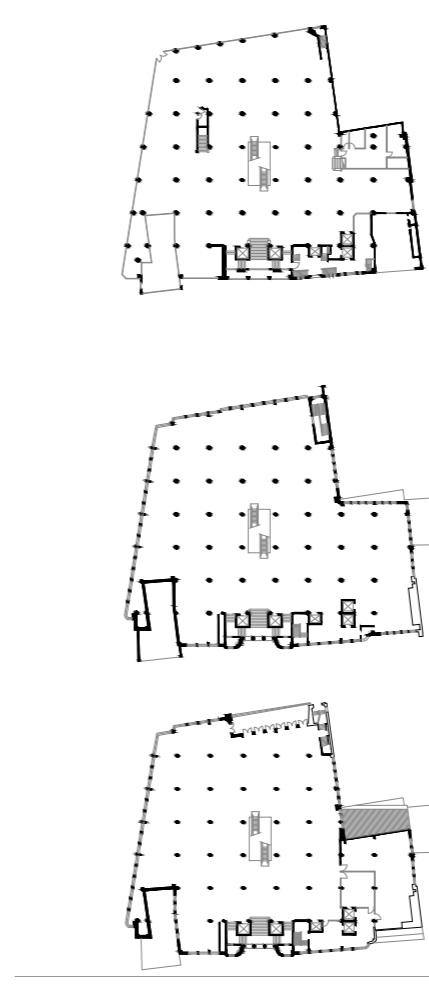


Urban Block



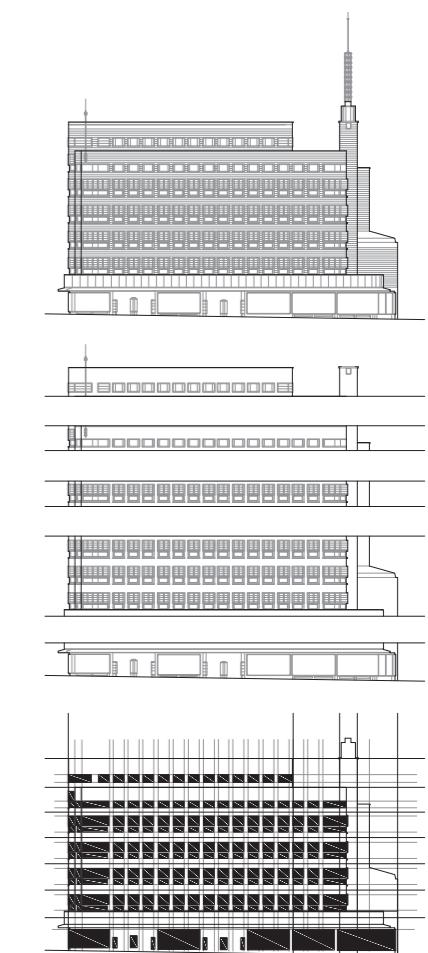
Drawn by Urban Block group (SBT Book, 2021)

Building Object



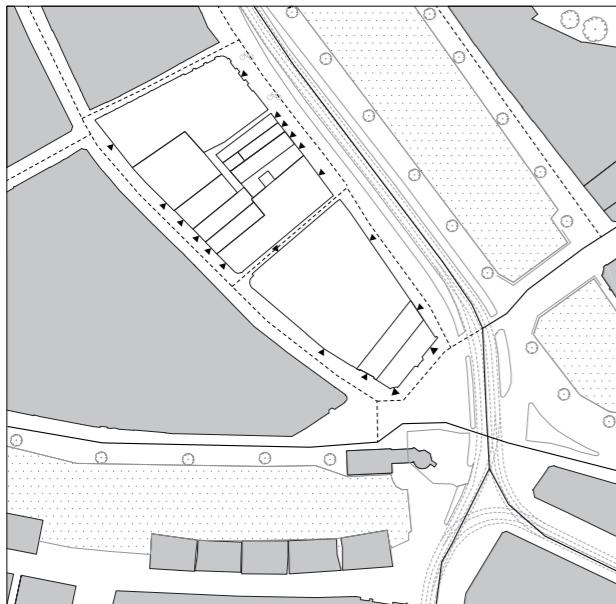
Drawn by Building Object group (SBT Book, 2021)

Facades & Roofs

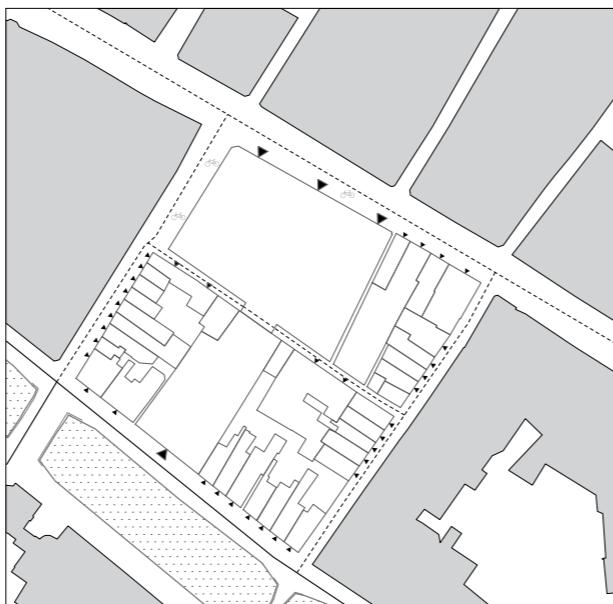


Drawn by Facades & Roofs group (SBT Book, 2021)

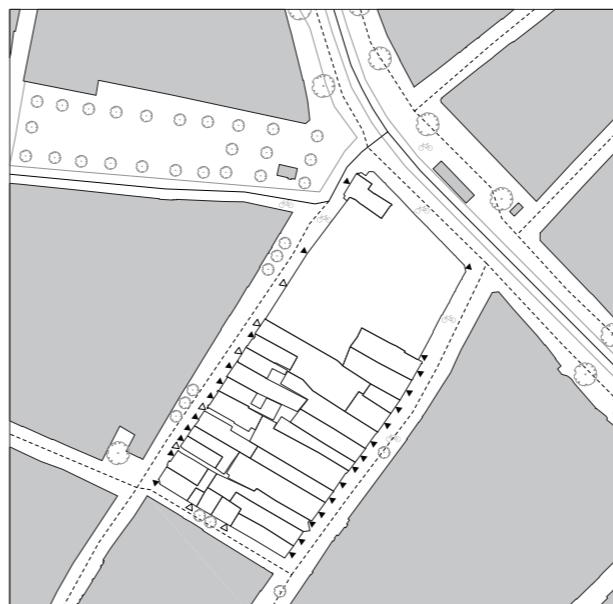
## SBT Research - Urban Context



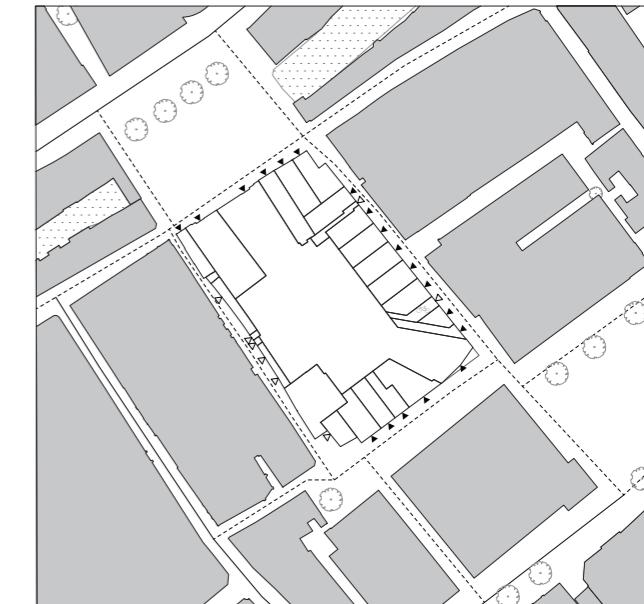
AMSTERDAM



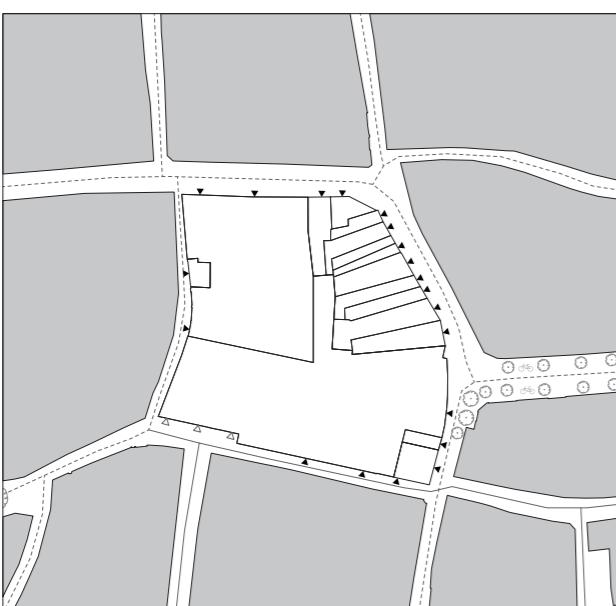
ALKMAAR



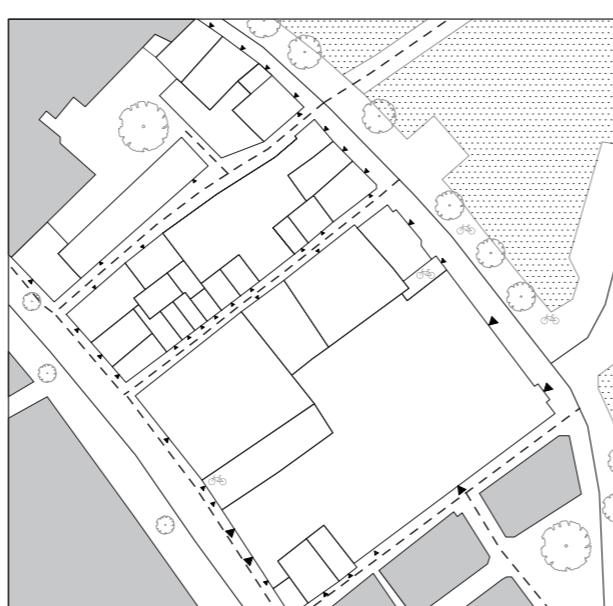
HAARLEM



DORDRECHT



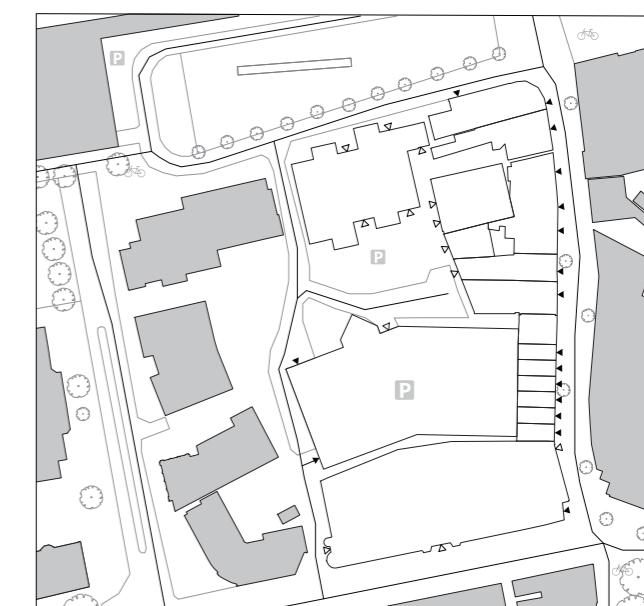
MAASTRICHT



LEIDEN



AMERSFOORT

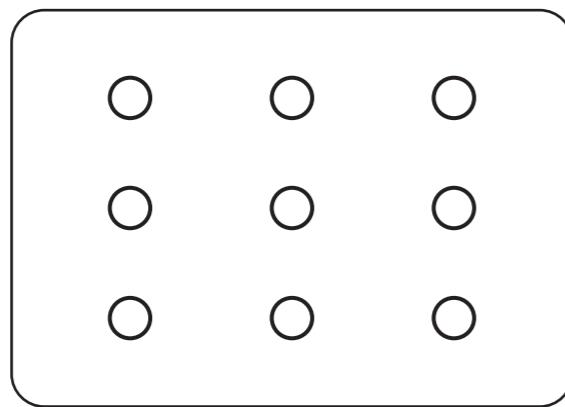


ENSCHDEDE

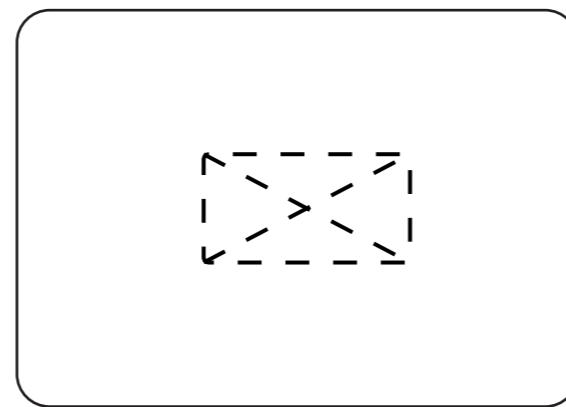
Drawn by Urban Block group (SBT Book, 2021)

## Spatial Building Typology - Conclusion

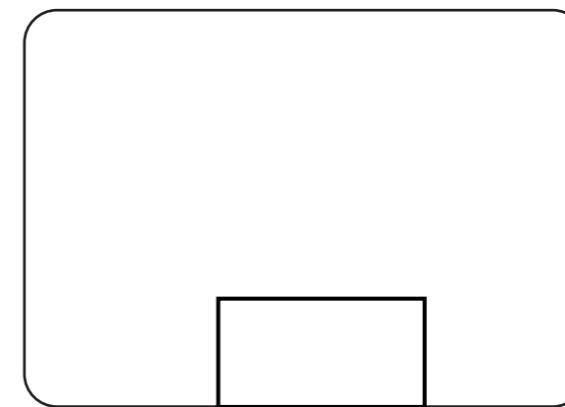
What are the typology characteristics of department stores?



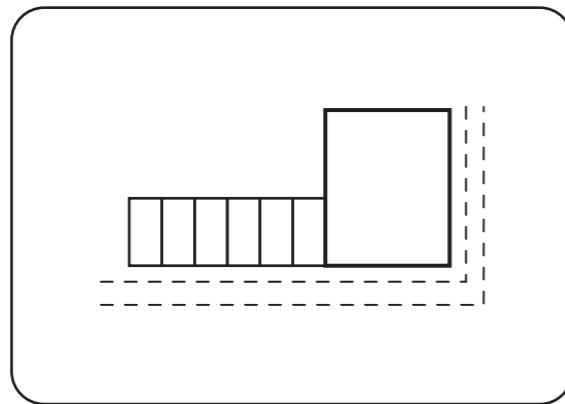
Open Plan



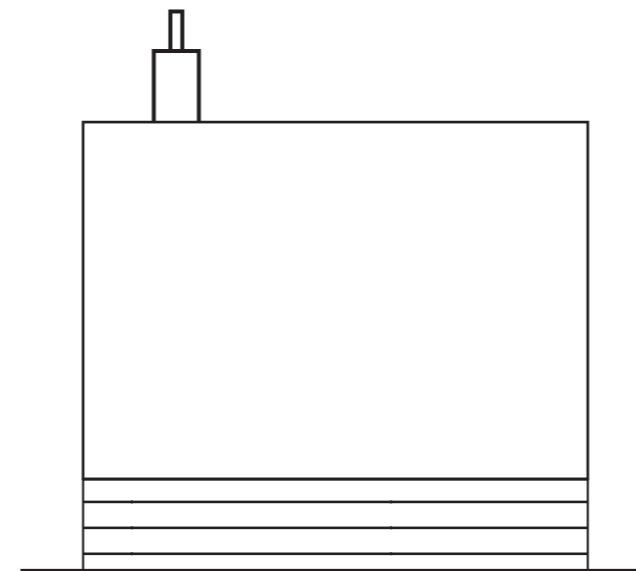
Atrium



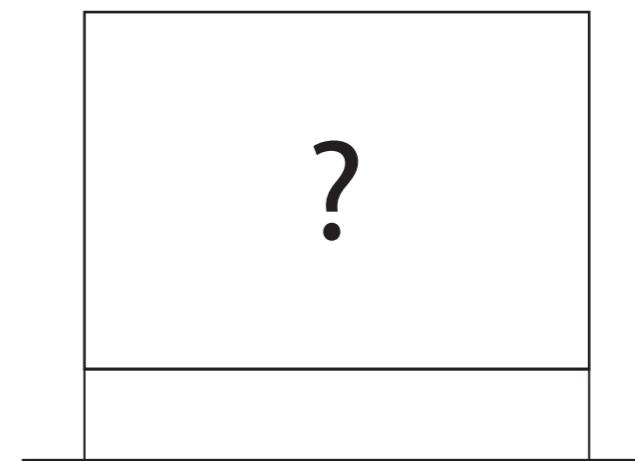
Representative Staircase



Position in Fabric

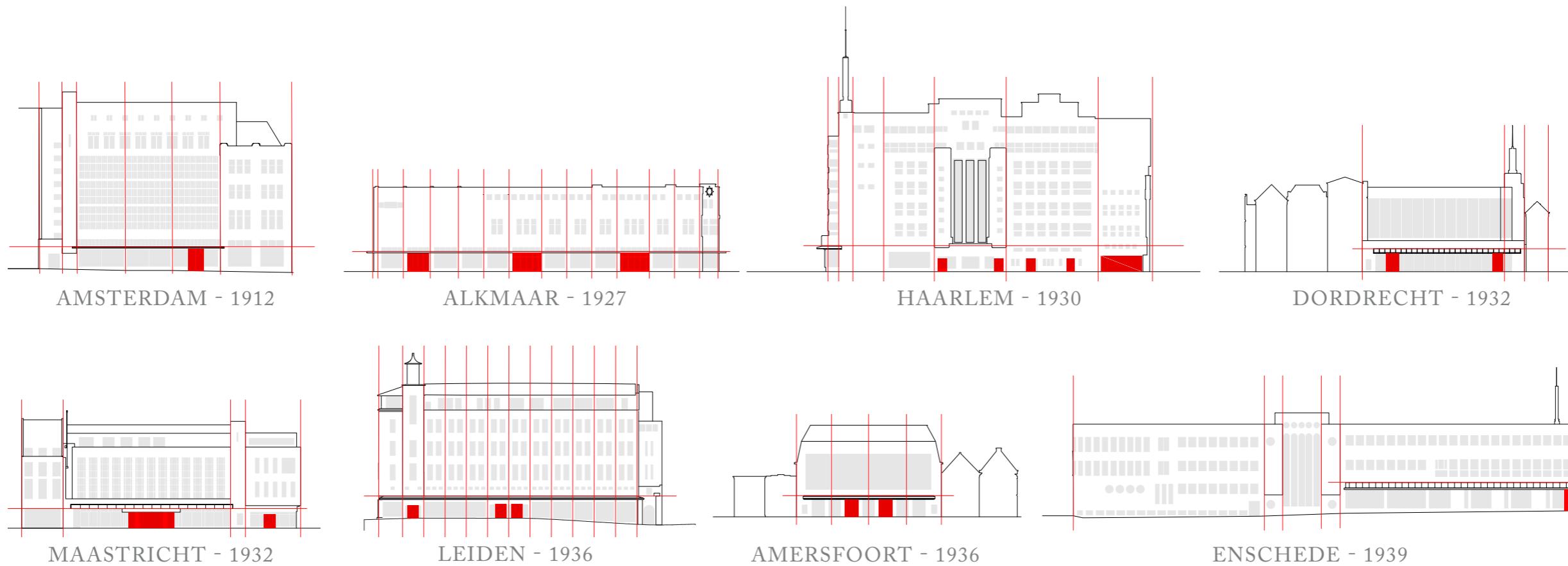


Human & City scale

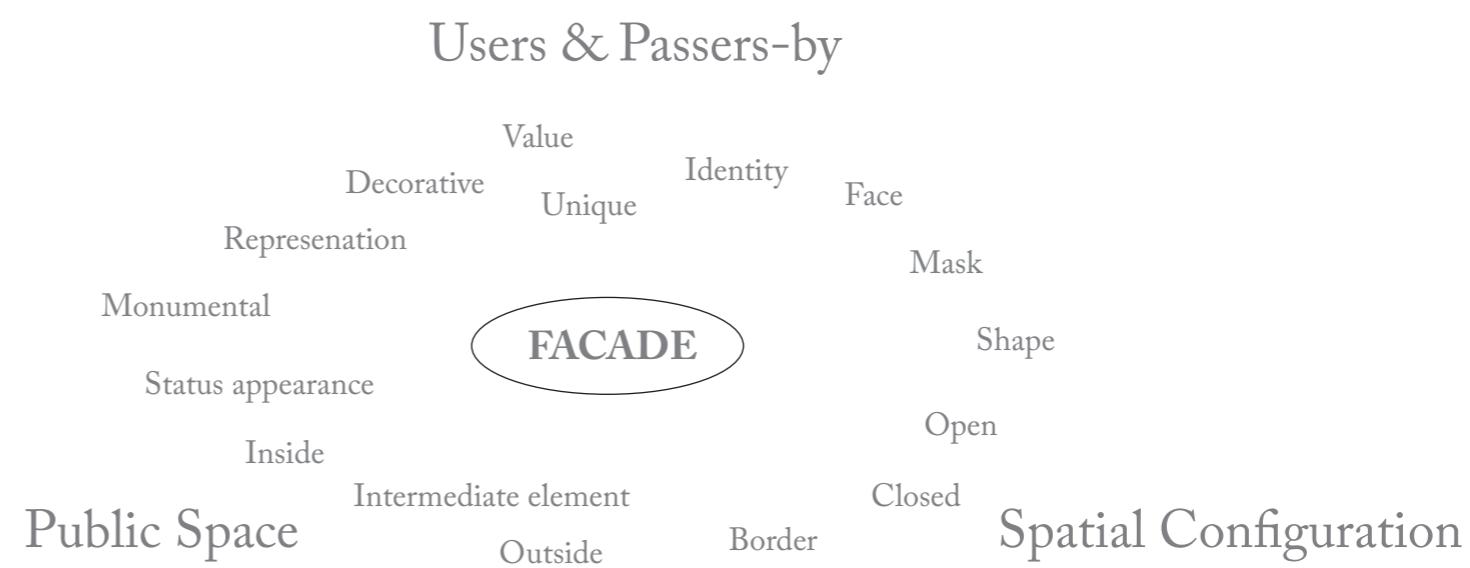


Representation

## Value of the facade



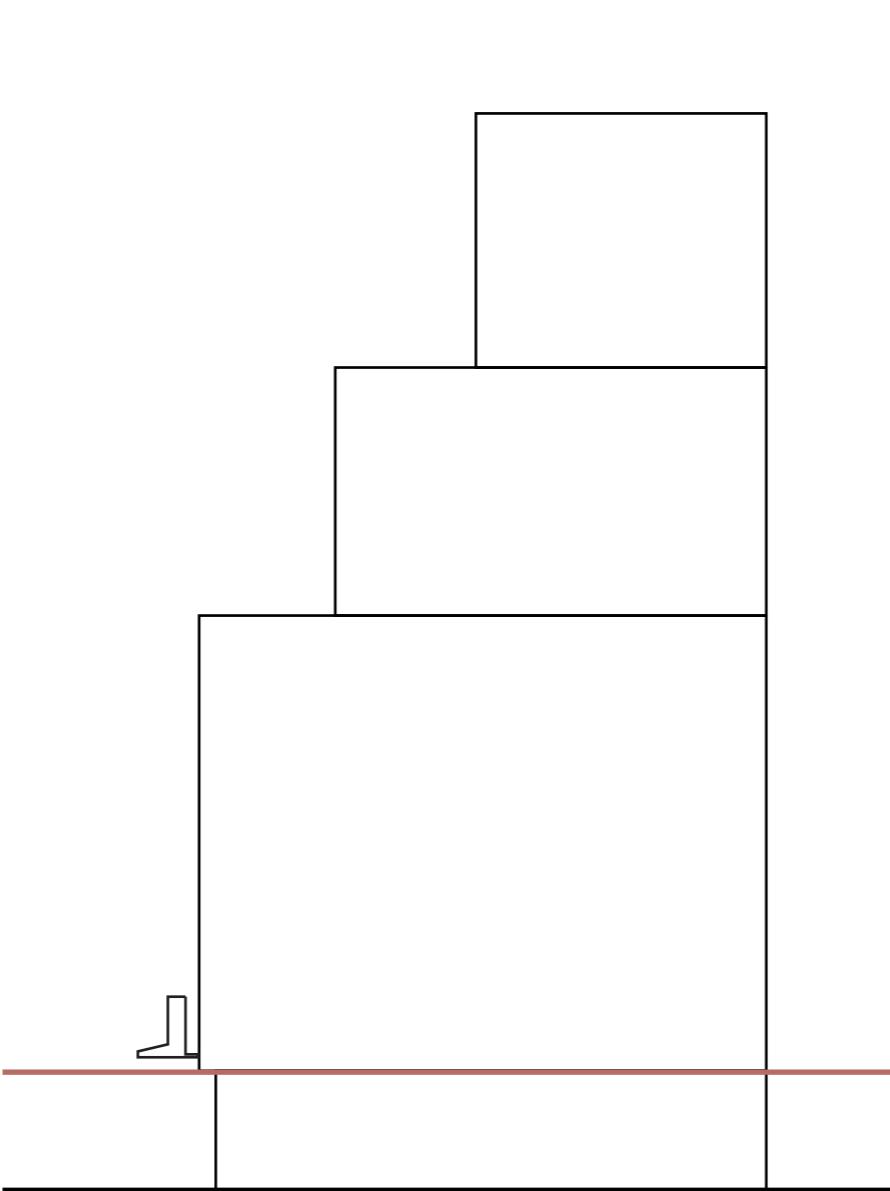
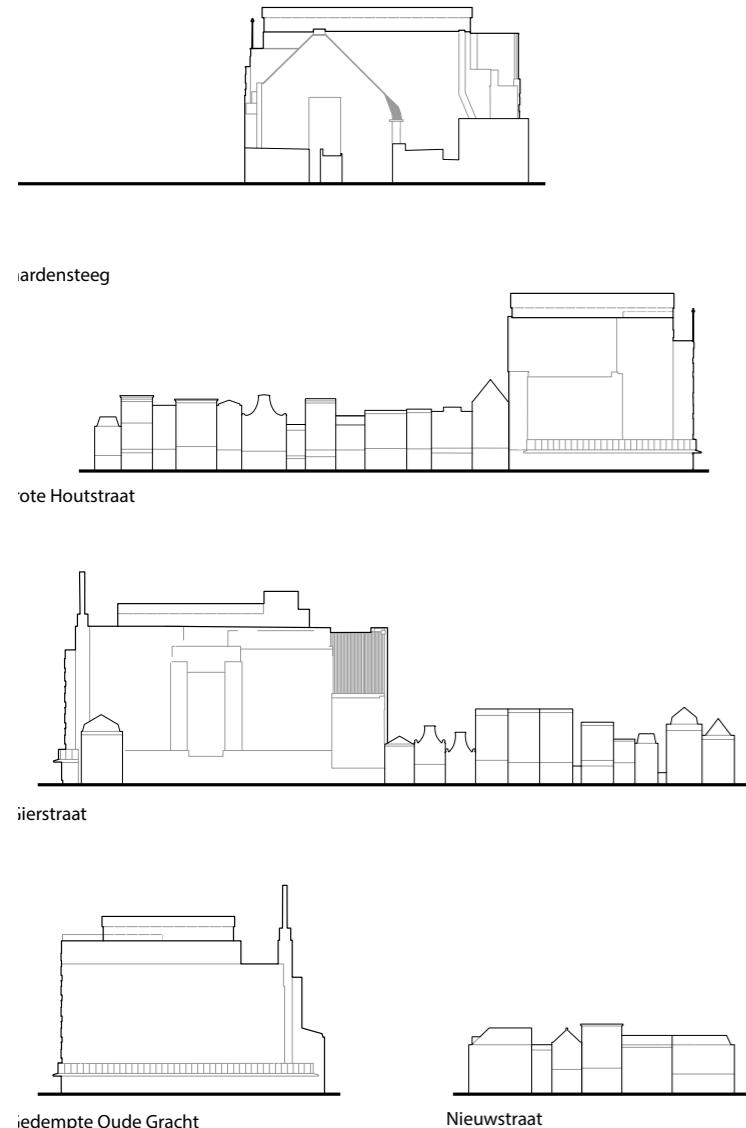
Vacancy  
 Closed character  
 Lack of Interaction  
 Missing link  
 New function



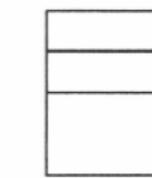
## Research Question

To what extent does the facade of buildings, such as the V&D department stores, play a role between indoor and outdoor space and to what extent does this determine the experience of the space in these buildings?

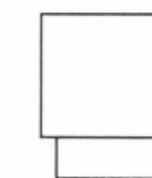
# Importance of the Ground floor



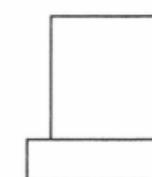
1. A different facade surface



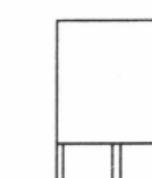
2. A different storey height



3. A recessed facade



4. A protruding facade

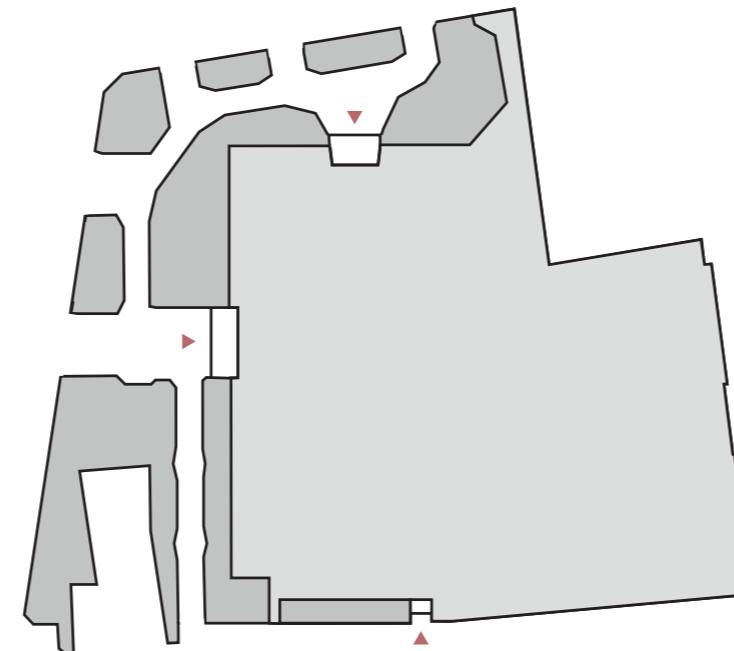


5. Lifted by Columns

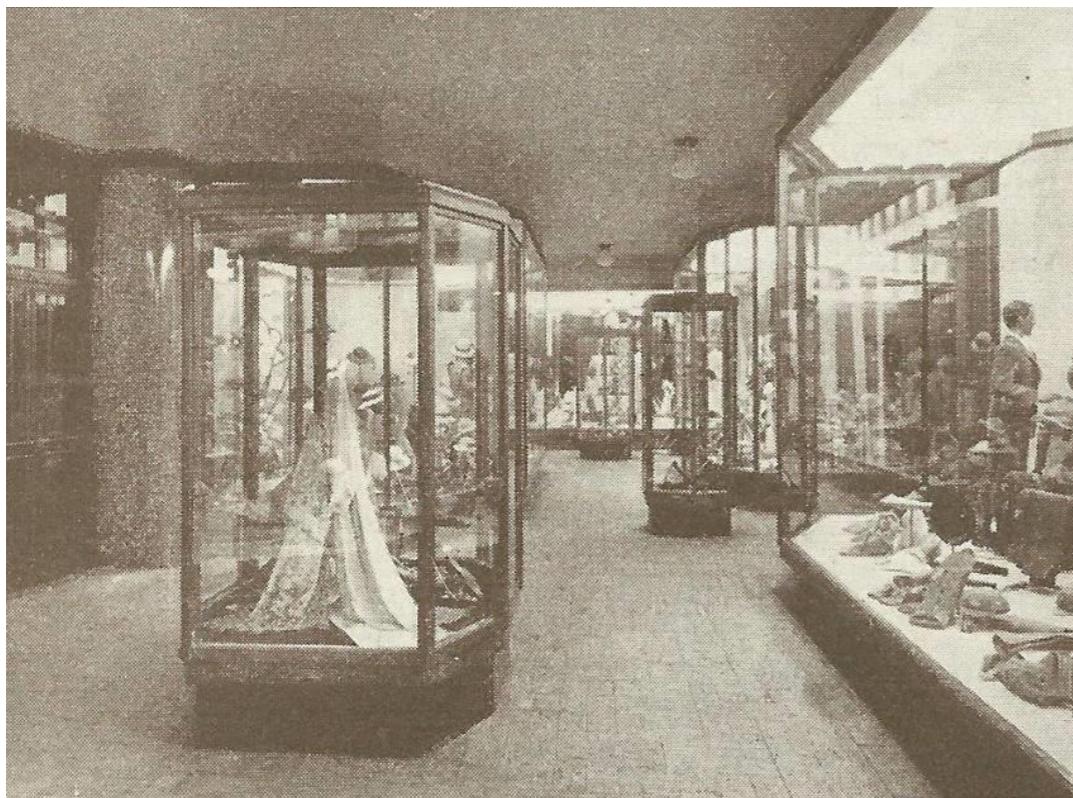
Rongen, C., Helfferich, A., & Stellingwerff, M. (1994). Typologische ordening van gevels. Delft: Publicatiebureau Bouwkunde.

## Ground floor transition

Original ground floor plan from 1934



Drawn Mark van der Blom (Archive number 2269 construction drawings, NHA).



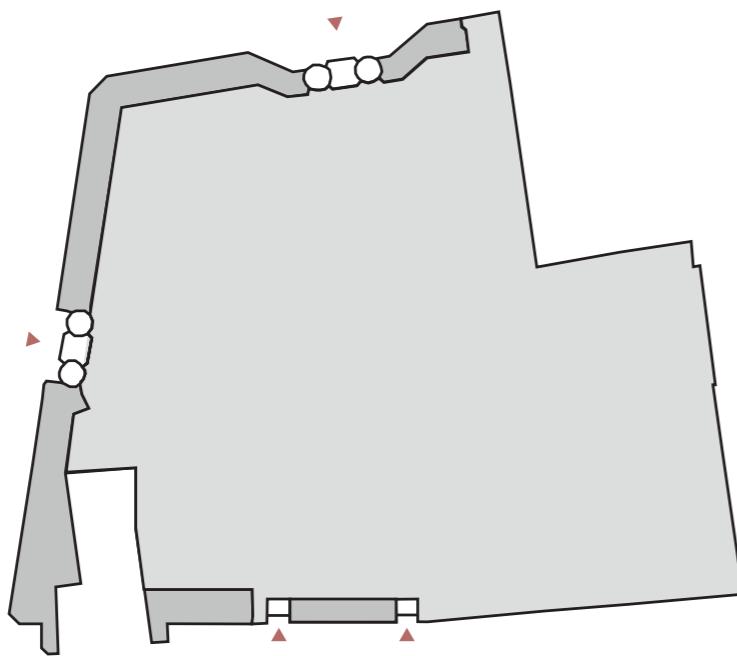
Showcases passage. Photo from Beeldbank Noord-Hollands archief.



Showcases passage. Photo from Beeldbank Noord-Hollands archief.

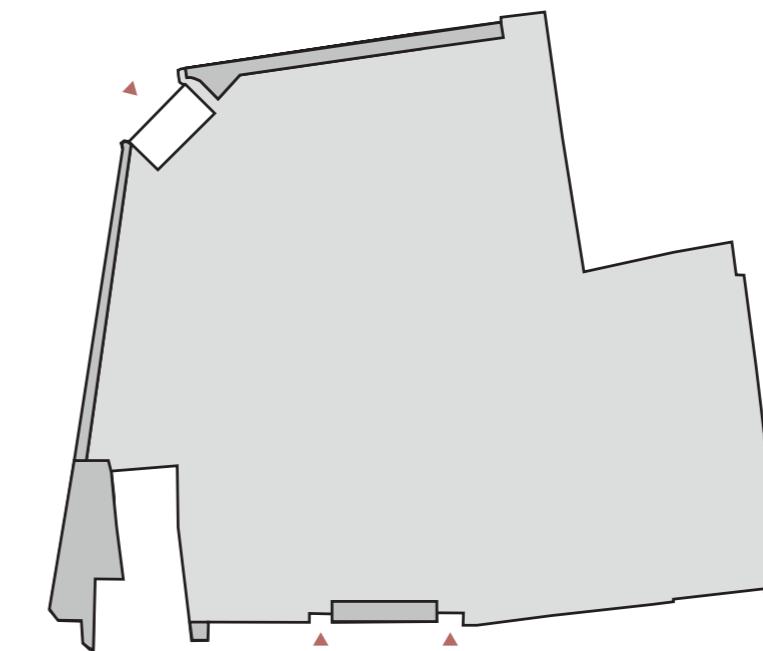
## Ground floor transition

Ground floor plan from 1950



Drawn Mark van der Blom (Archive number 2269 construction drawings, NHA).

Ground floor plan from 1995



Drawn Mark van der Blom (Archive number 2269 construction drawings, NHA).



View on the entrance in 1950s. Photo from Beeldbank Noord-Hollands archief.



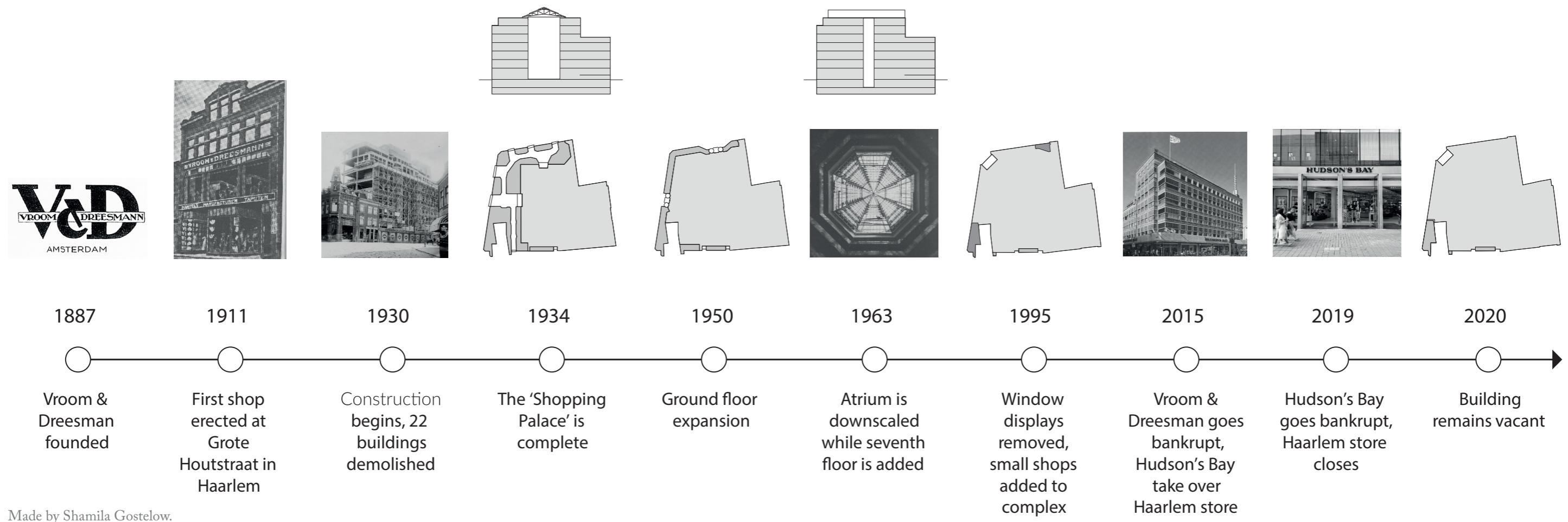
View on the entrance in 1950s. Kraaijvanger (Archive number 2269 construction drawings, NHA).

### 3. ANALYSIS & VALUES



View on the Building from Verwulf in 1950s. Photo from Beeldbank Noord-Hollands archief.

# History timeline

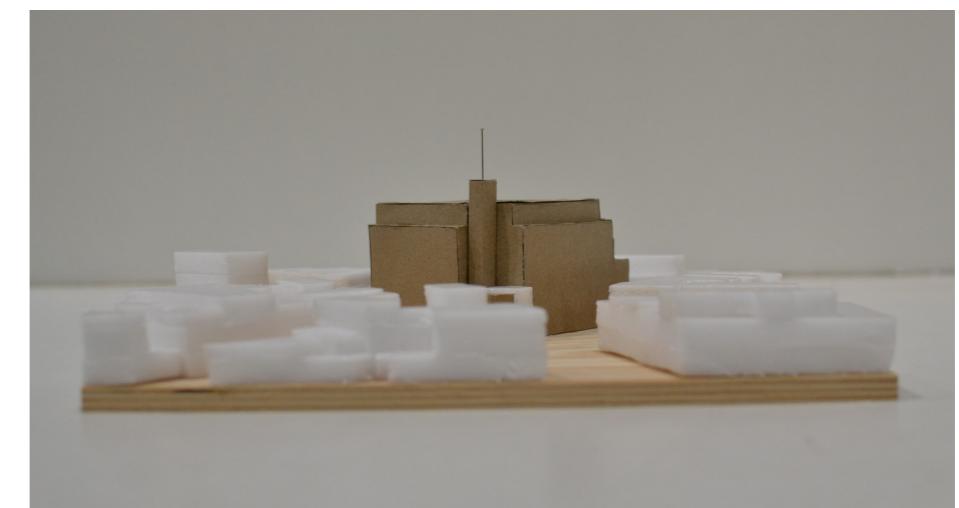


## Site context

Old town of Haarlem



Luchtfoto Beeldbank Nederland. (Marco van Middelkoop/Aerophoto-Schiphol, 2009)

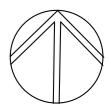


## Urban functions

### Cultural buildings in the city



- Religious buildings
- Cinema (sexshop)
- Theater (concert hall)
- Nightclubs
- ..... Horeca (bars & restaurants)
- Shopping streets

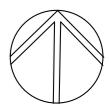


## Urban functions

Important buildings in the city



- Library
- Museum
- Monument (hof)
- Municipality & Government

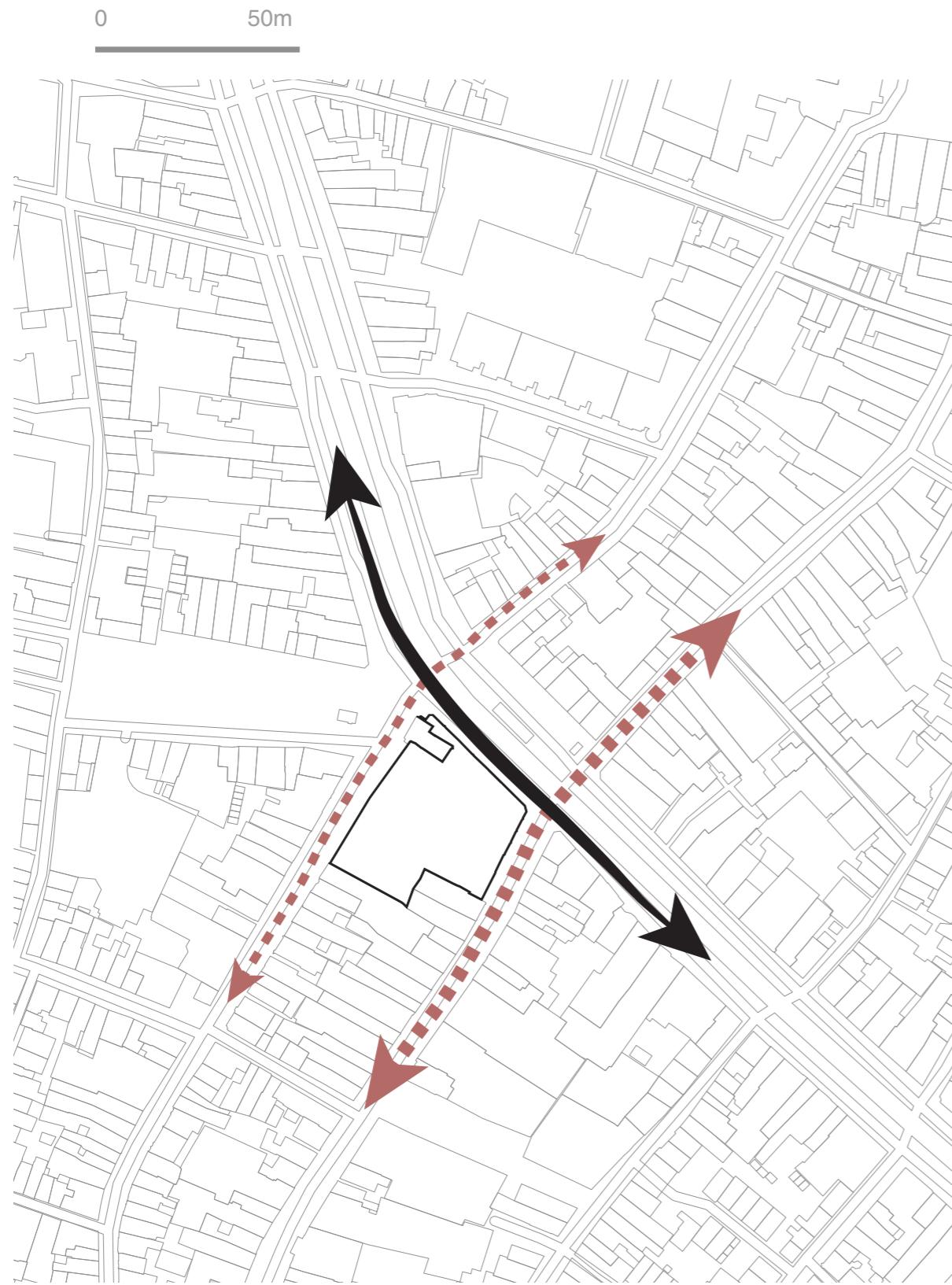


# Urban functions

## Greenery & Accessibility in the city



## Urban traffic situation



Google maps situation in 2020.



Drawn by Urban Block group (SBT Book, 2021)

## Urban traffic situation



Verwulft entrance in 1950s. Photo from Beeldbank Noord-Hollands archief.



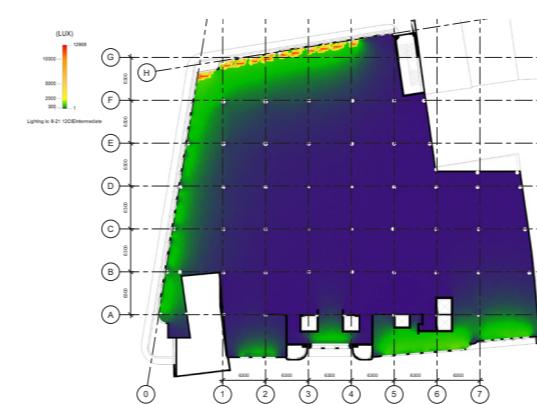
Traffic situation in 1950s. Photo from Beeldbank Noord-Hollands archief.

# Sunlight analysis

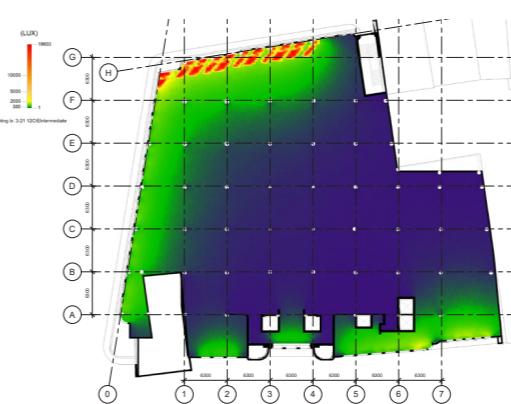
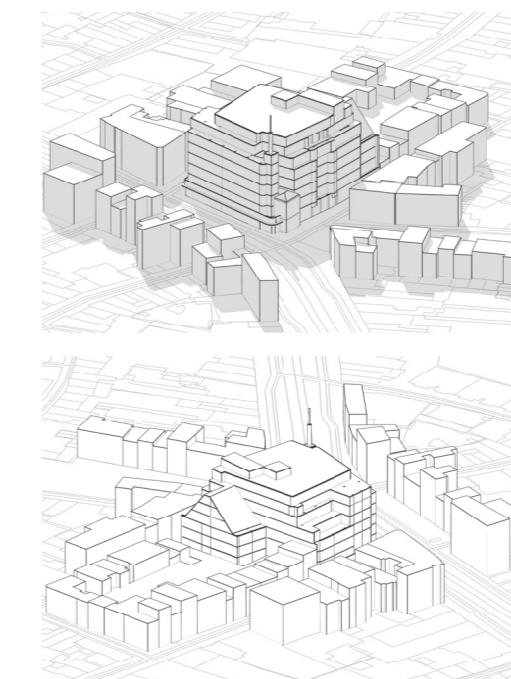
Orientation



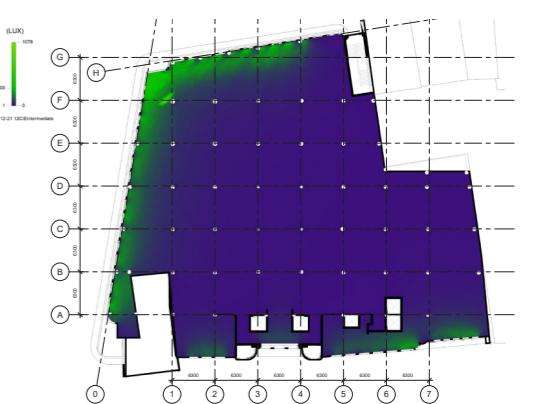
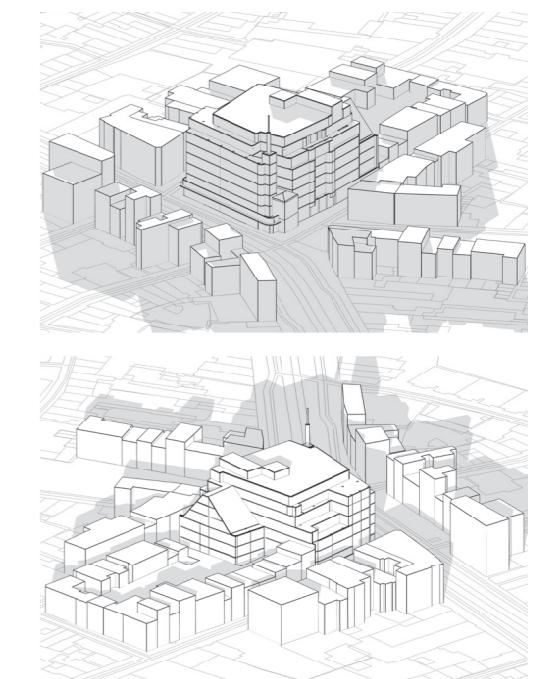
June 21 at 12 pm



March 21 at 12 pm



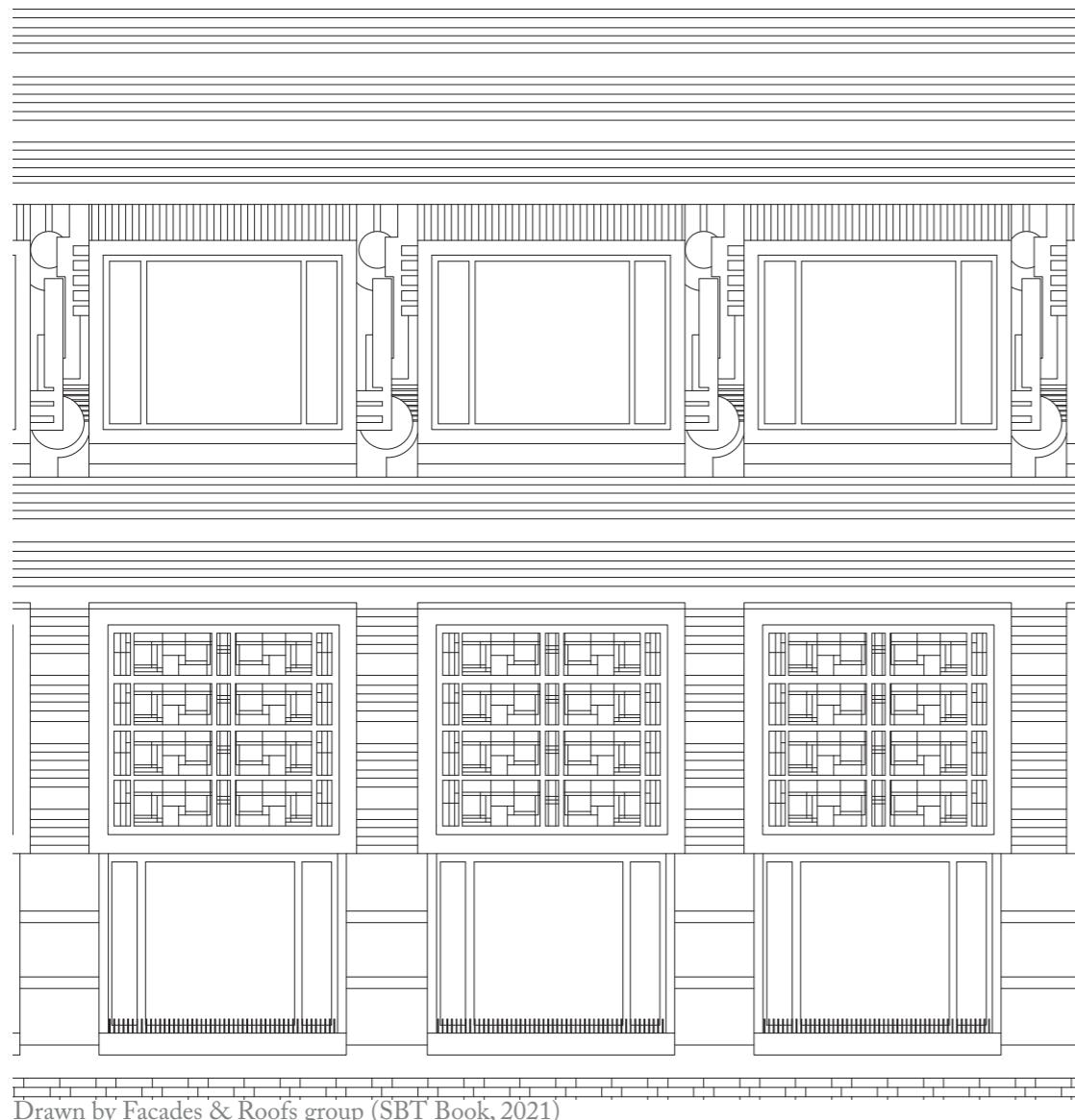
December 21 at 12 pm



## Heritage approach

How can the V&D Haarlem be reused to accommodate a new function while retaining its identity and values?

## Facade identity & materialization



'SPEKKOEK' Layers



## Value assessment - Outer layer

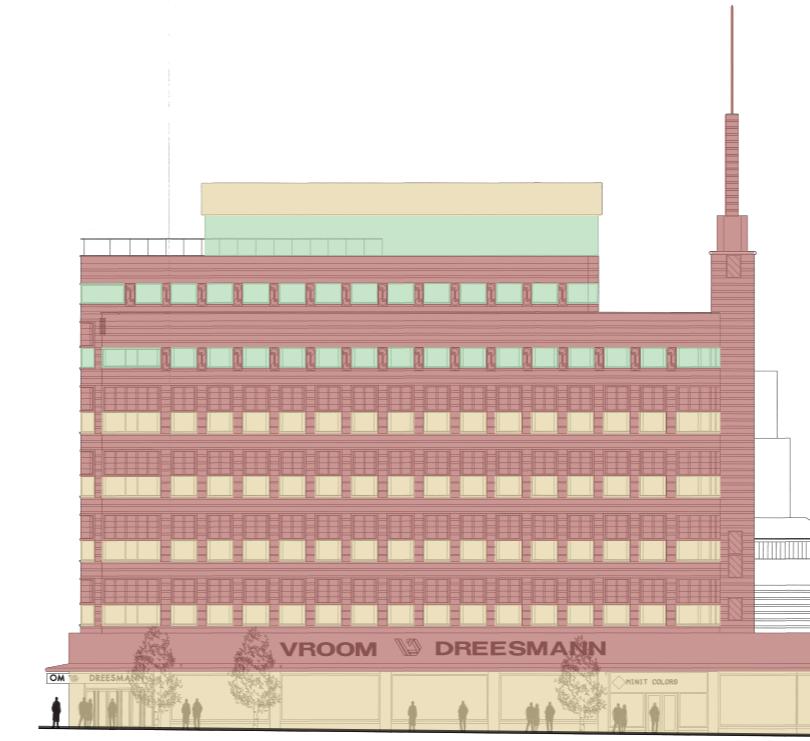
High Valued

Medium Valued

Low Valued



Gierstraat



Verwulft



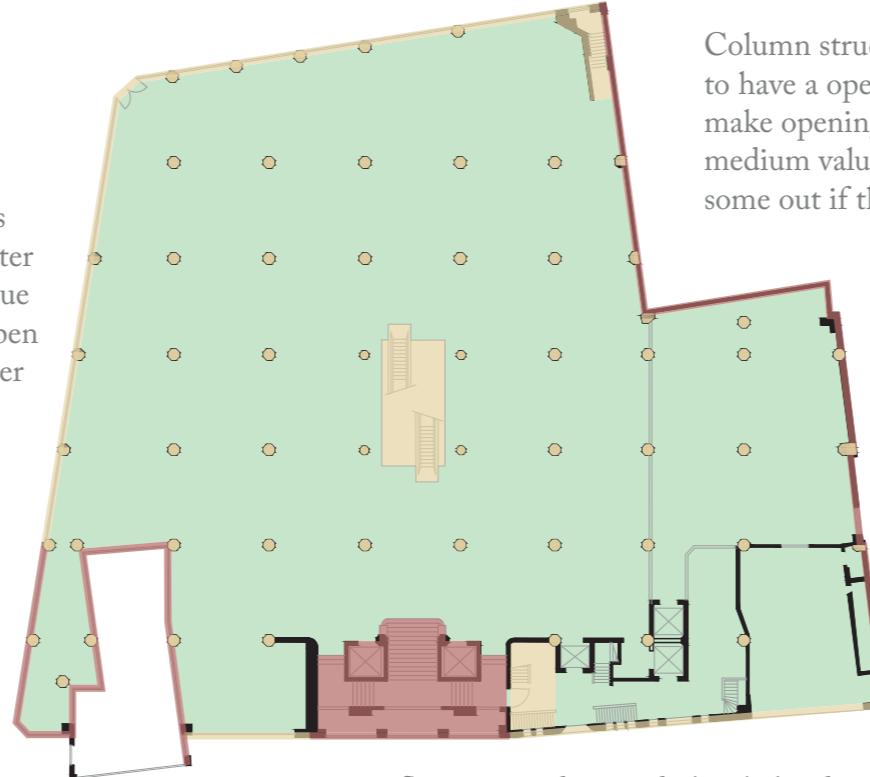
Grote Houtstraat



## Value assessment - Inner layer

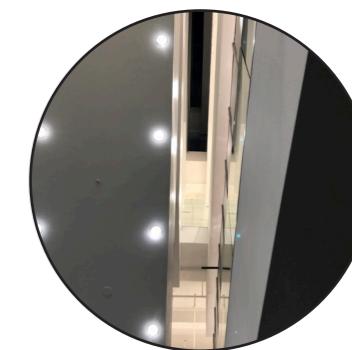
- High Valued
- Medium Valued
- Low Valued

Escalators are typological elements of the retail function, but were a later addition in the 60s, so medium value its not original and it blocks the open feeling and visual contact with other floors.



Column structure allows the building to have an open plan and allows to make openings in the floor-slabs. So medium valueable, possible to take some out if the design requires it.

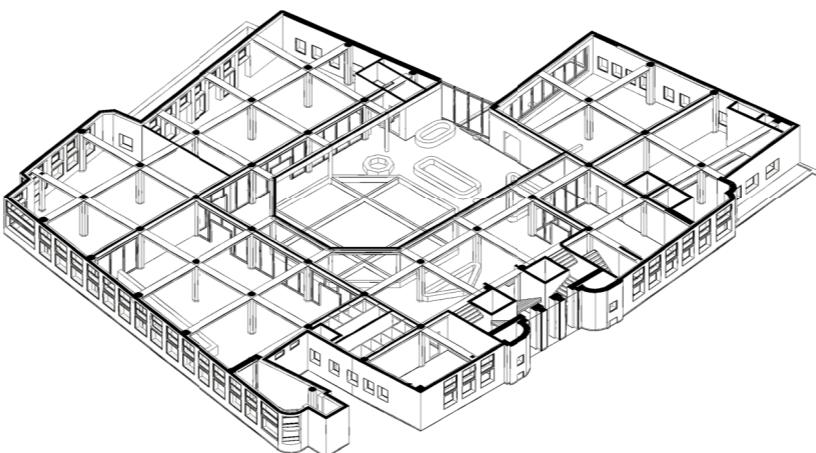
Staircase and stained glass behind are of high architectural value, have been heavily blocked and hidden over time so the escalators have the role. High value due to originality and art value.



# Heritage position

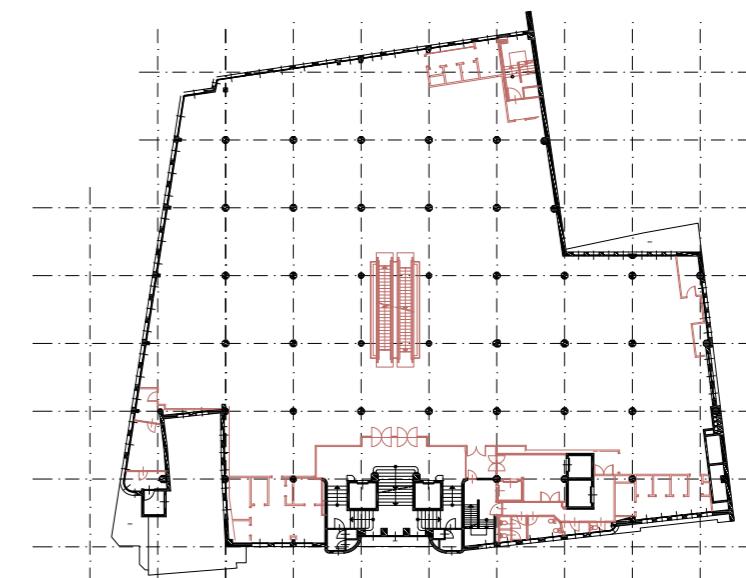
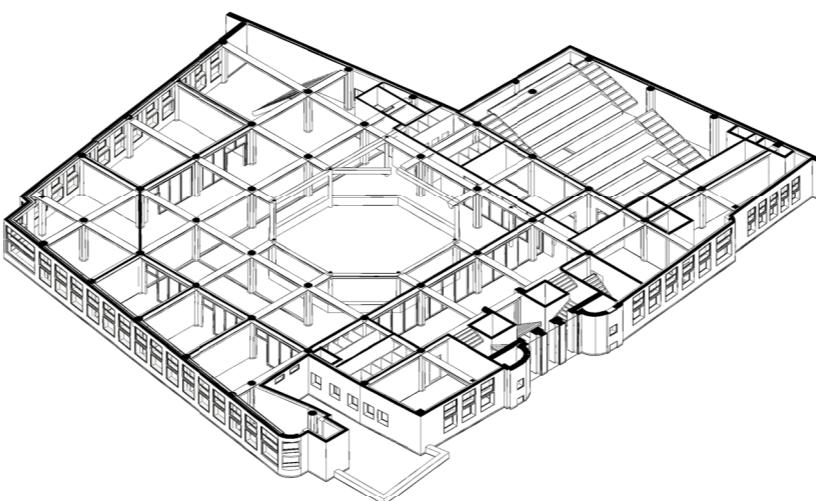
## Preservation

Structure  
Sandstone ornaments  
Staircase  
Stained glass windows  
Open space plan



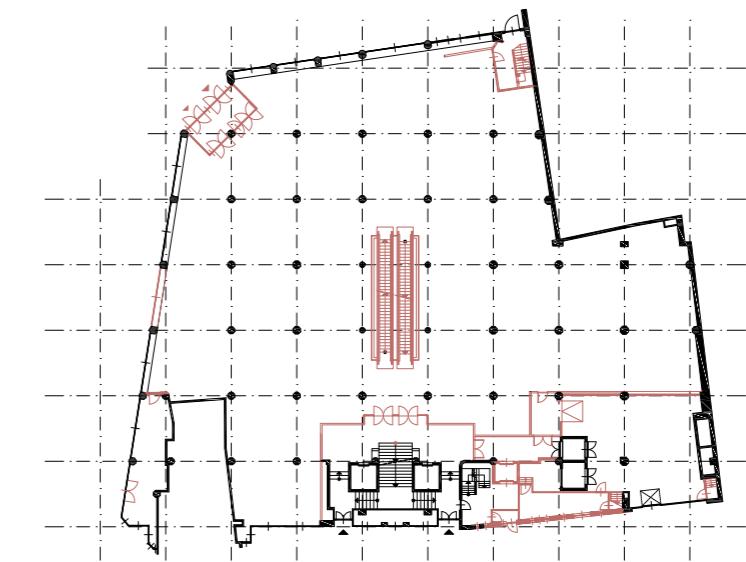
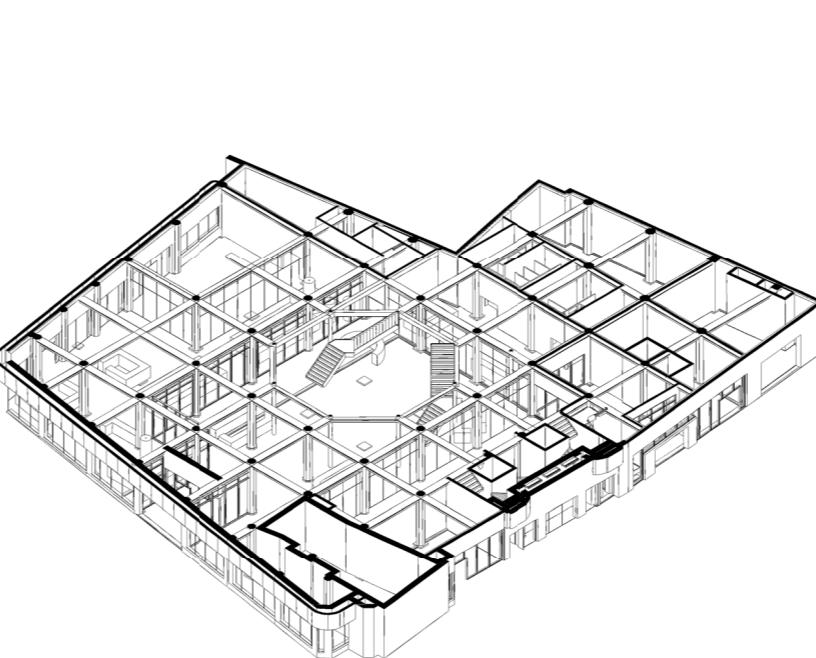
## Renovation

Construction, roof, floors must meet the current requirements for a good indoor climate, interventions have been made to partially renovate the systems.



## Redesign

Auditorium a hole is cut and new structure is placed.  
Atrium has been partly redesigned after Kuijt 1930 with a new structure and form.



## Restoration

Facade has been restored to former glory, updated with new window frames and sandstone maintenance.

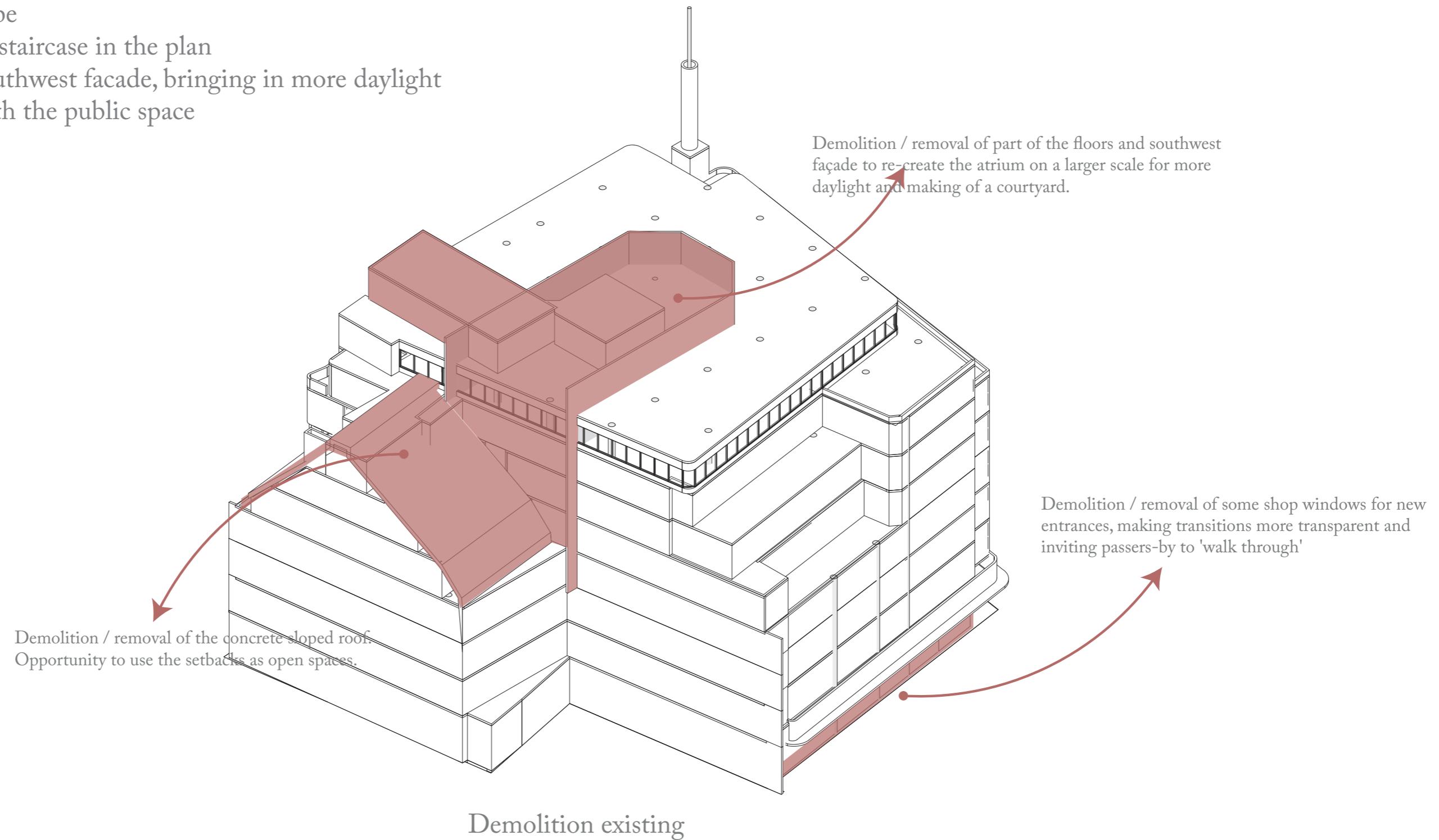
## Intervention

Atrium intervention to provide high quality space and removing slope roof. Facade ground floor entrance cut open to align with atrium and connection with urban context.

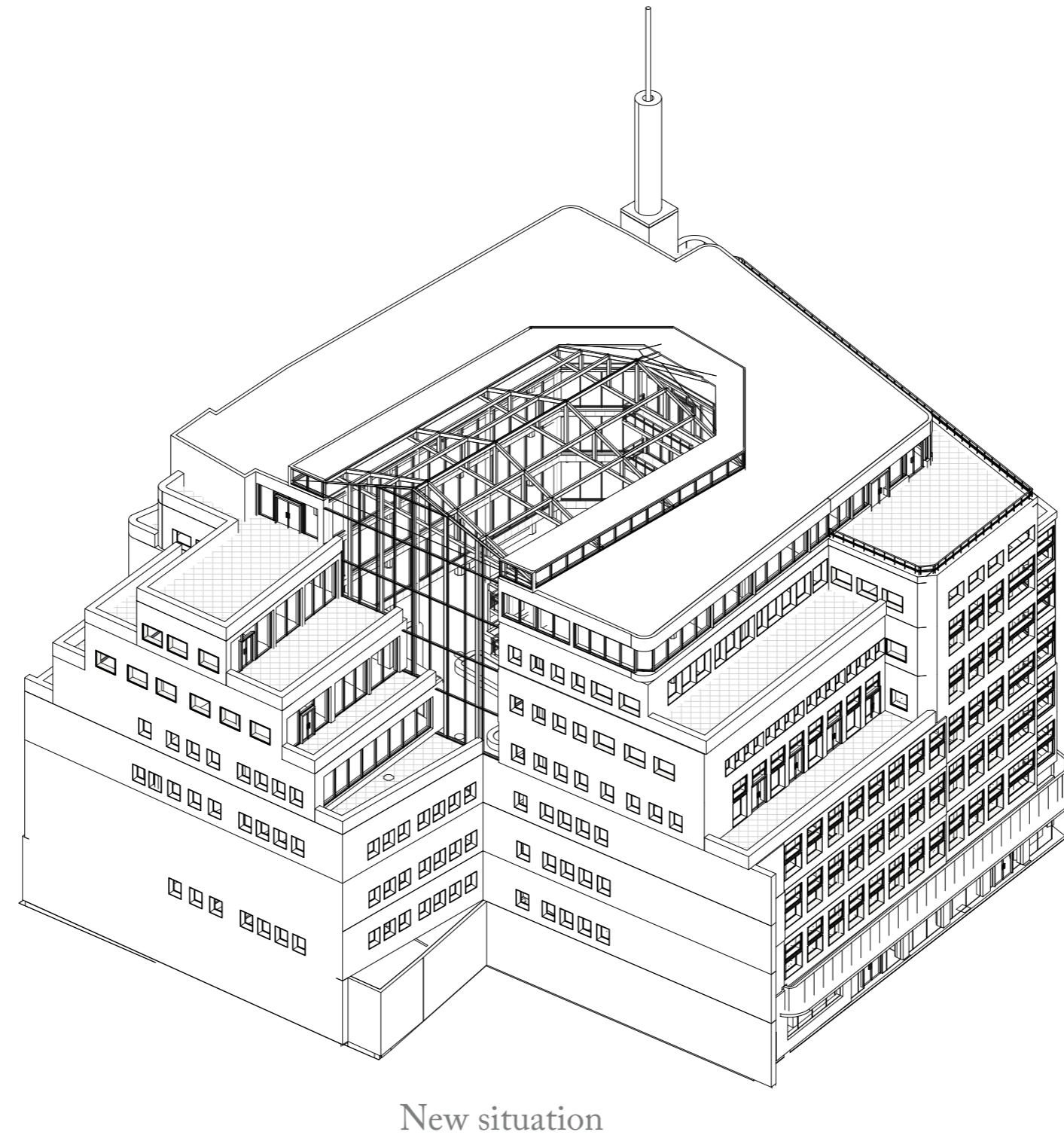


## Transformation Framework - Interventions

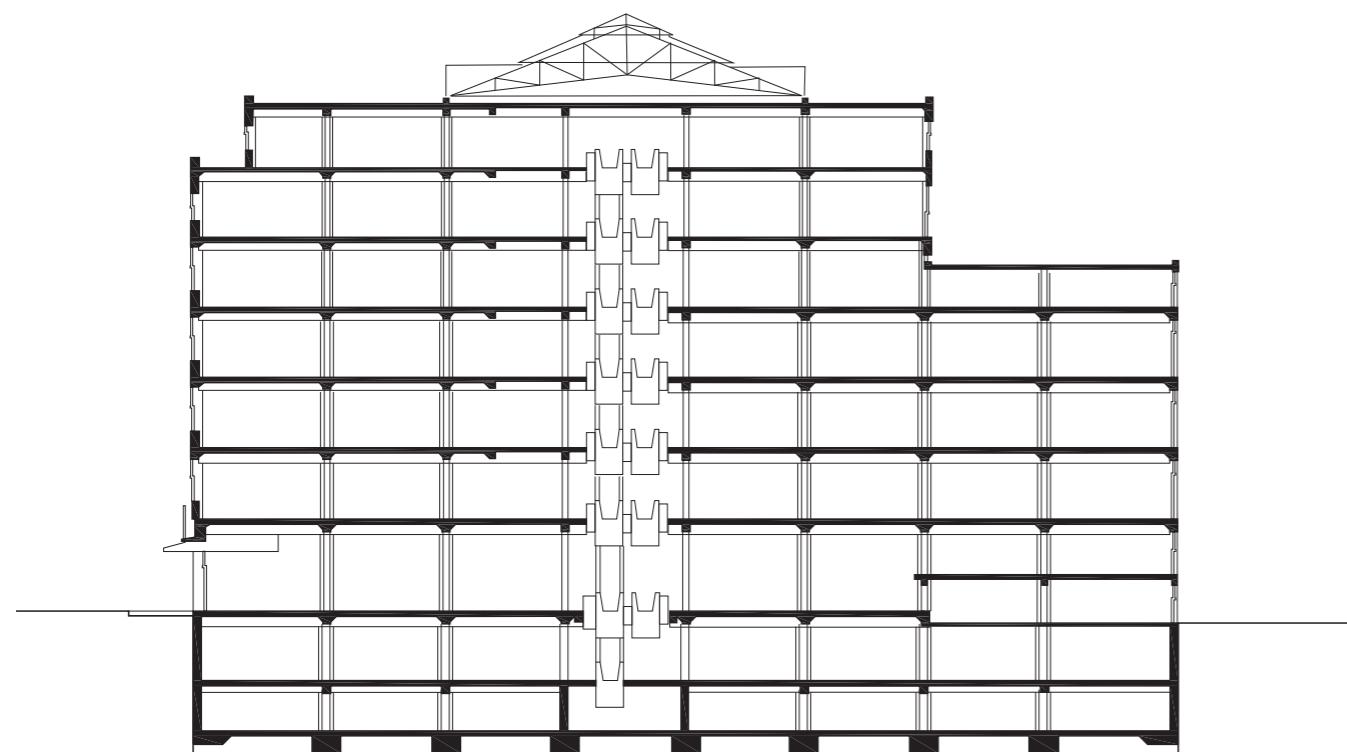
- Restoration of the octagonal atrium
- Removal of the escalators, visual view of other floors
- Remove the roof slope
- Reconnect the main staircase in the plan
- Reopening of the southwest facade, bringing in more daylight
- More connection with the public space



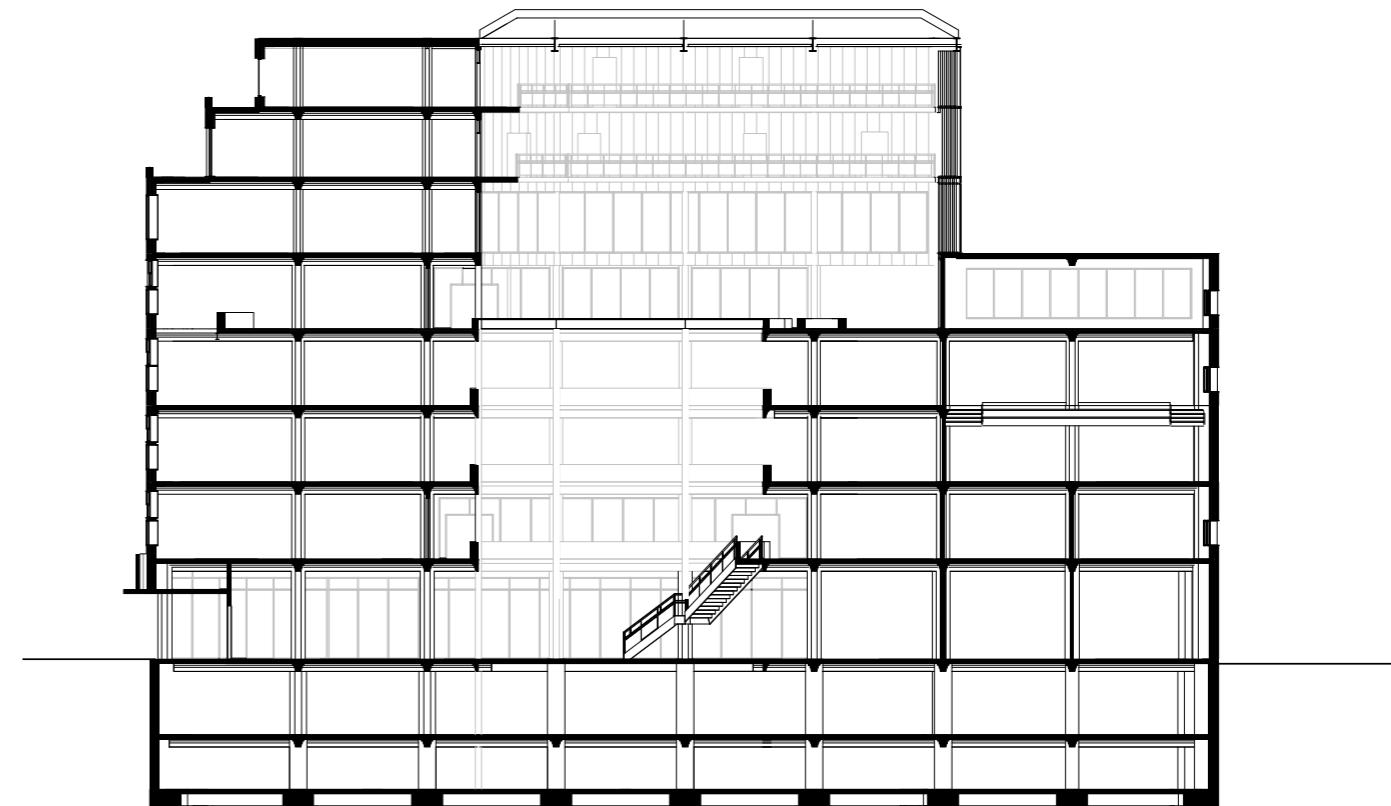
## Transformation Framework



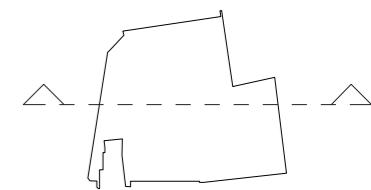
## Transformation Framework



Existing situation



New situation

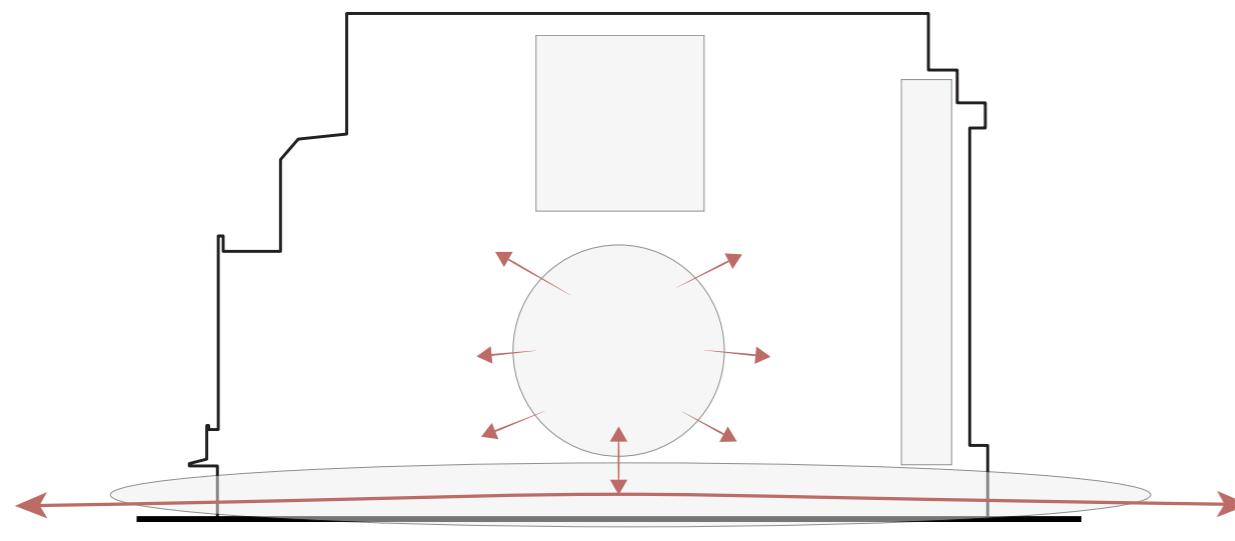


## 4. PROGRAM & DESIGN

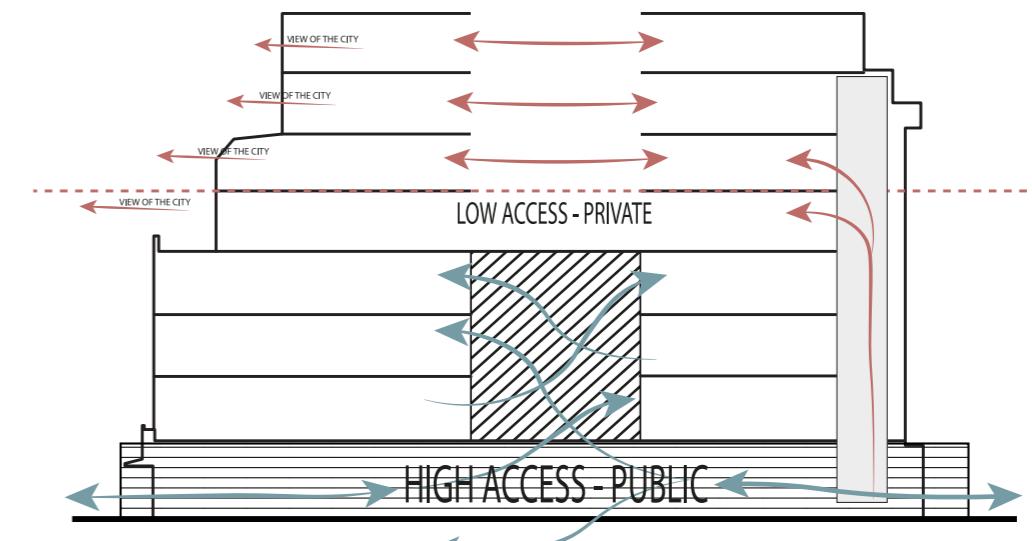
## Design concept

How can the former department stores be transformed into a more open adaptive reuse building that allows more interaction with public space?

## Design starting points

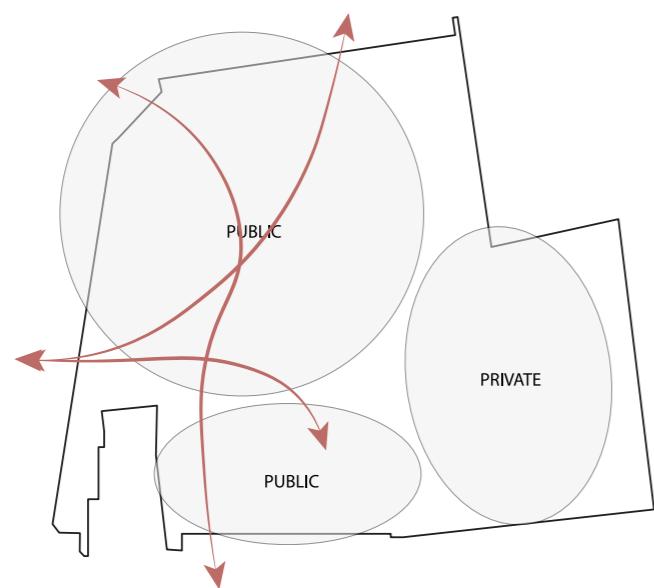


Atrium as a connector



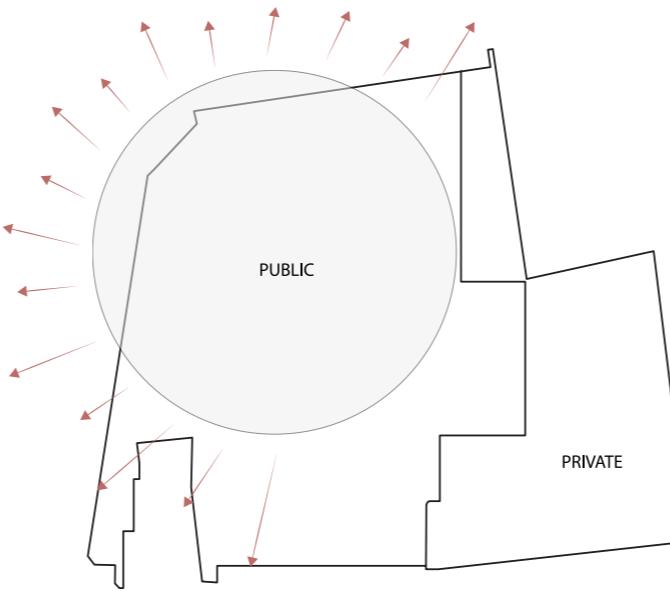
Horizontal and Vertical movement

## Design starting points



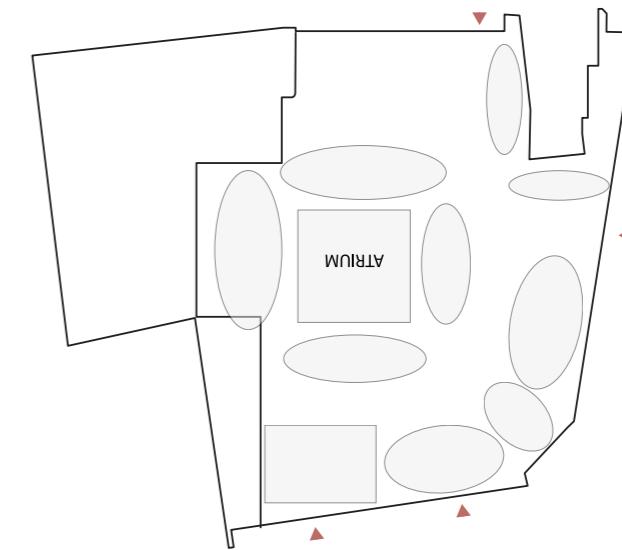
Flow through the building

Keep the open space plan as much as possible.



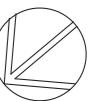
Accessible and Transparent

New entrances to connect with surroundings and make building easily accessible.



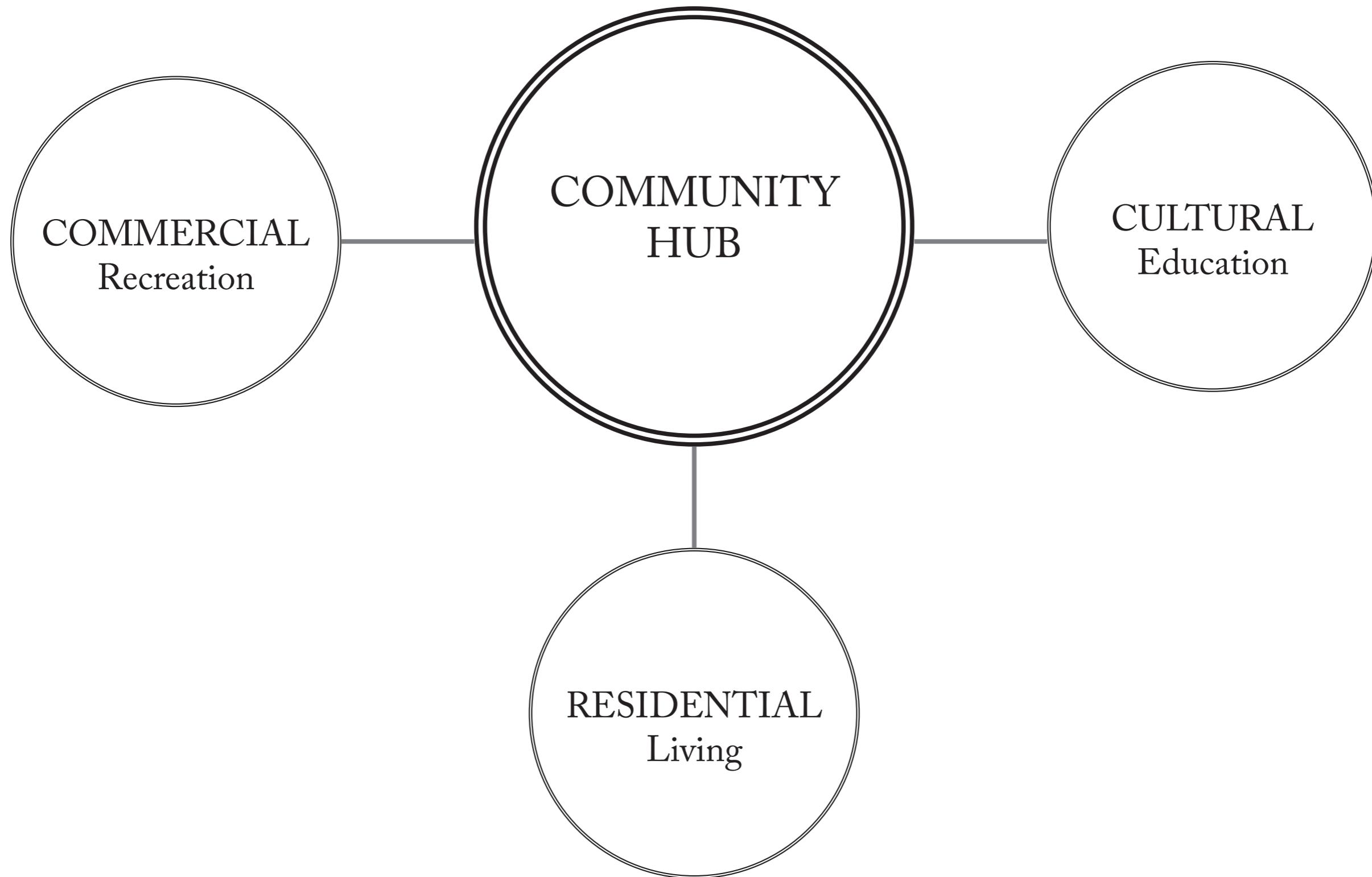
Pop-up Retail in 'market system'

Create variety in spaces and have a good overview.

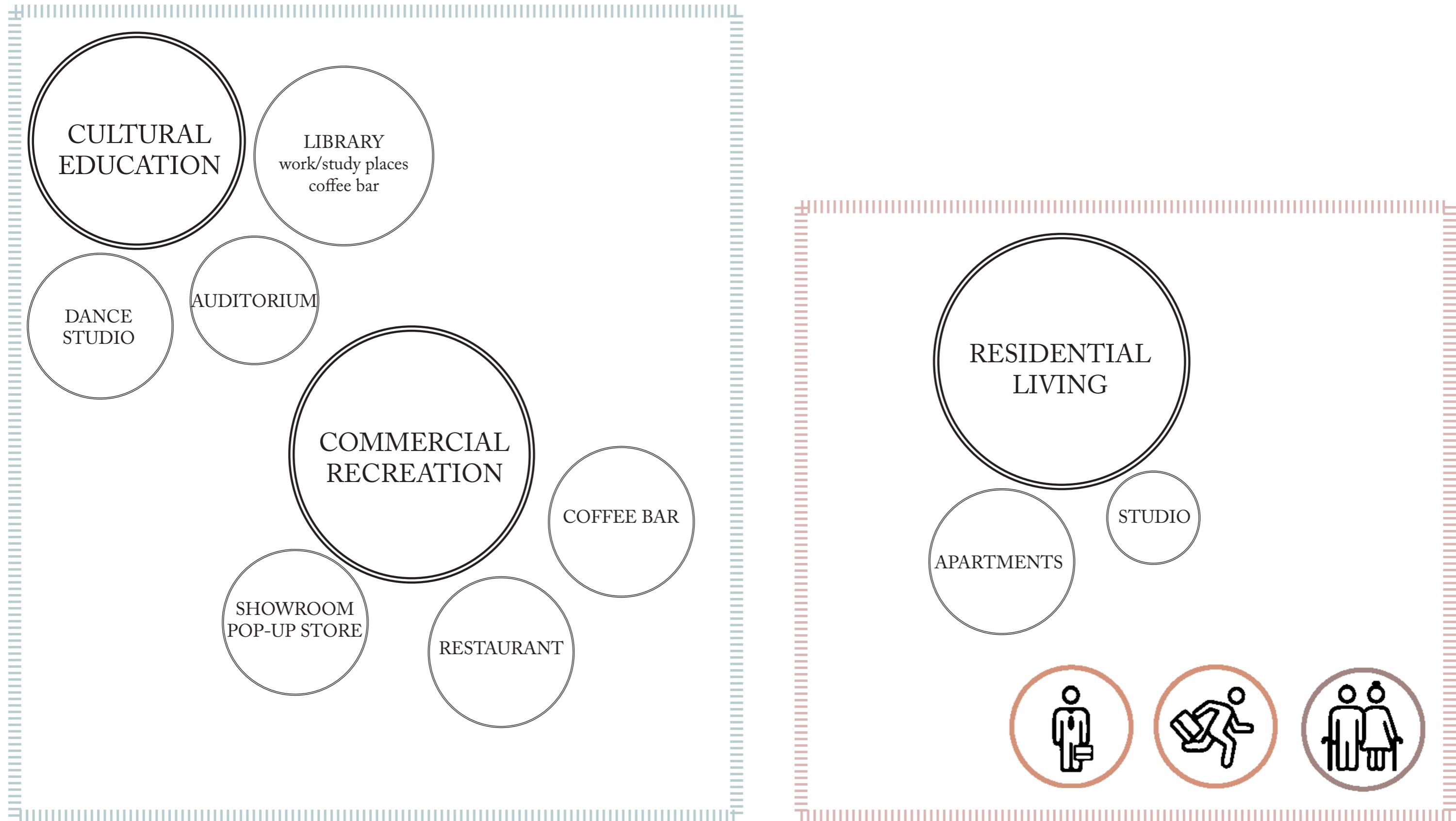


## Program concept

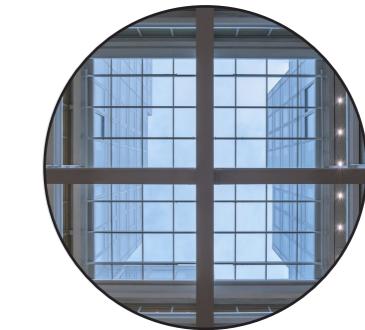
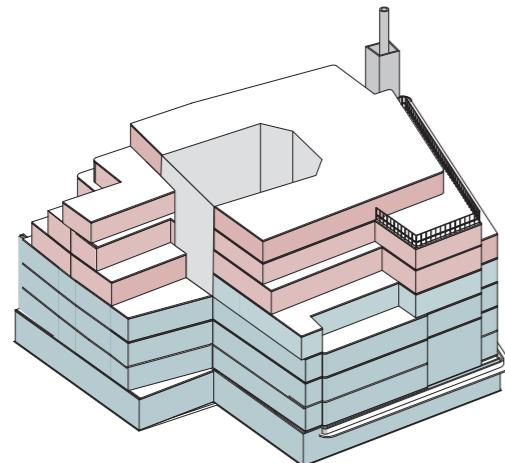
A hub for meeting, recreation and living



## Program organogram



## Program organization



Timmerhuis, Rotterdam (OMA)



De parkrand, Amsterdam (MVRDV)

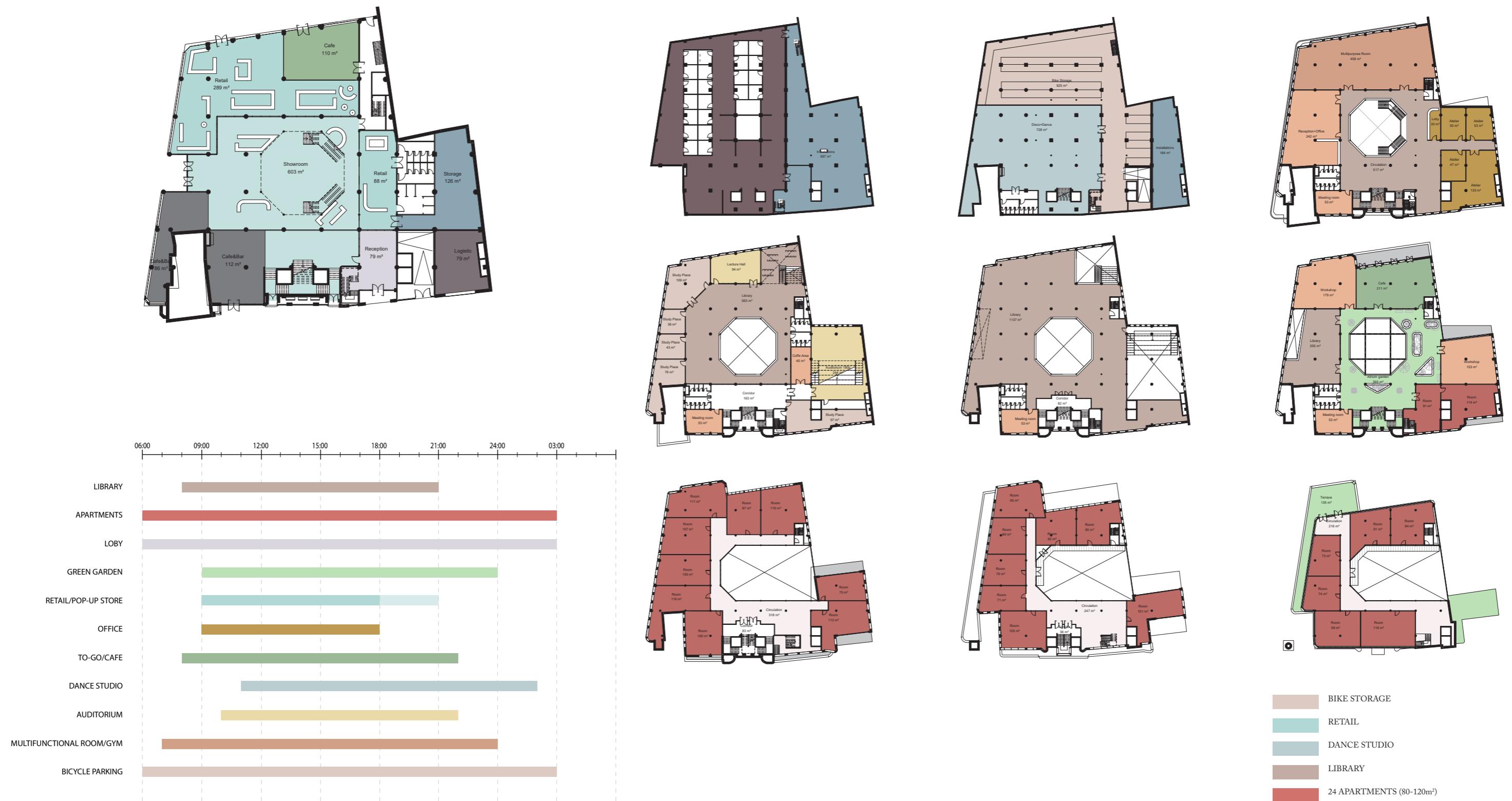


Fenix 1, Rotterdam (Mei architects)

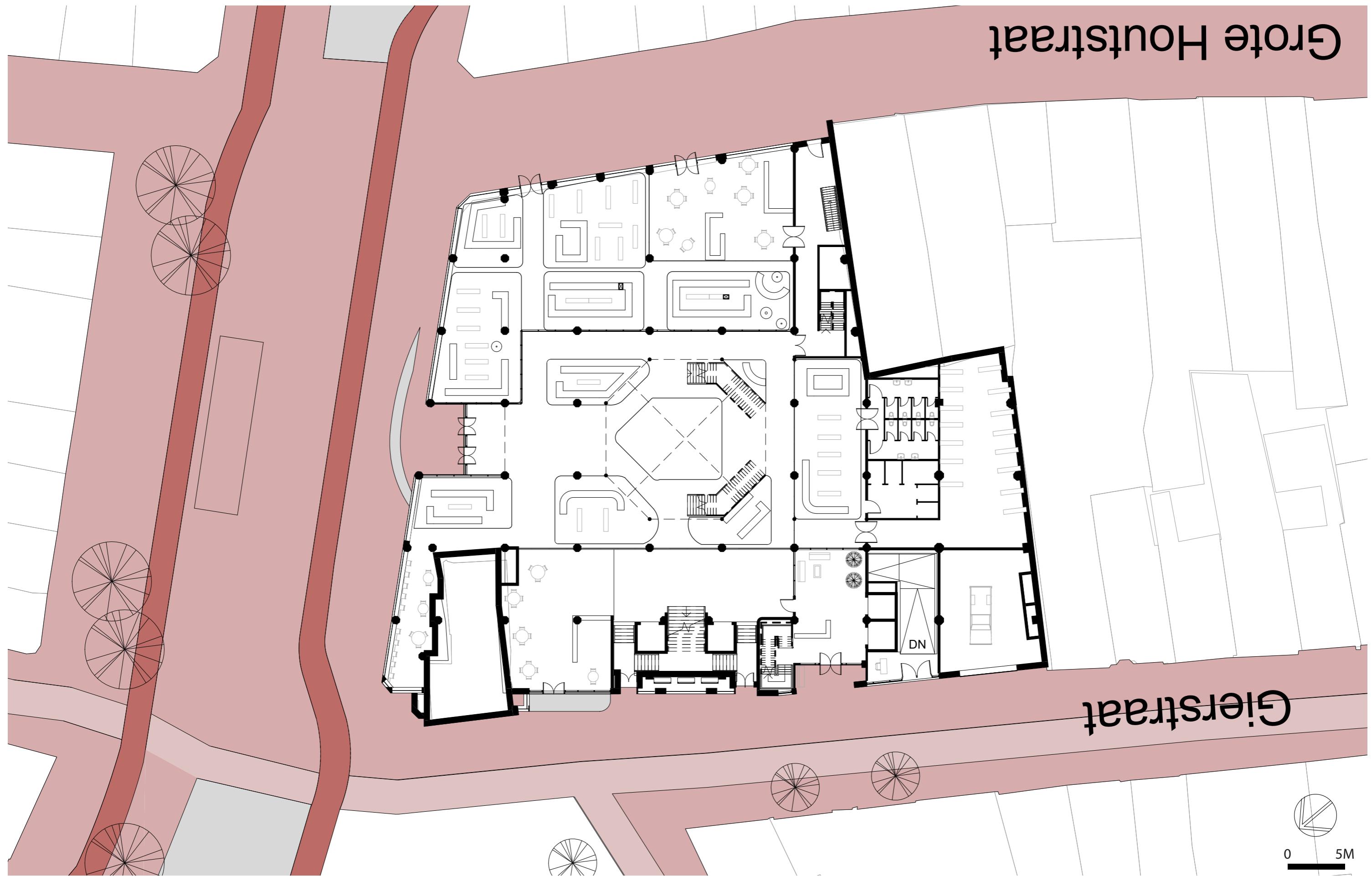


Utopia Library, Belgium (KAAN Architecten)

# Program organization



## Site plan

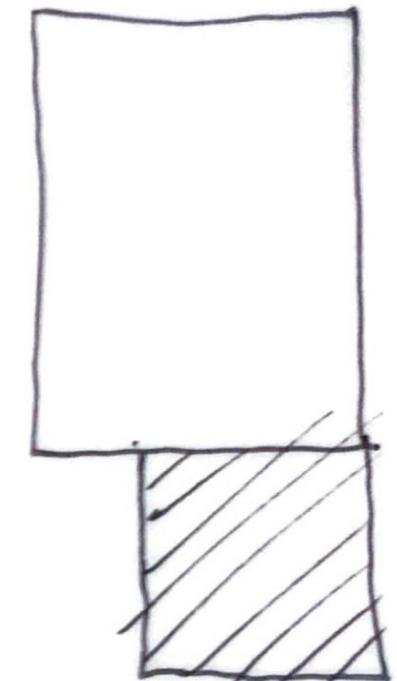
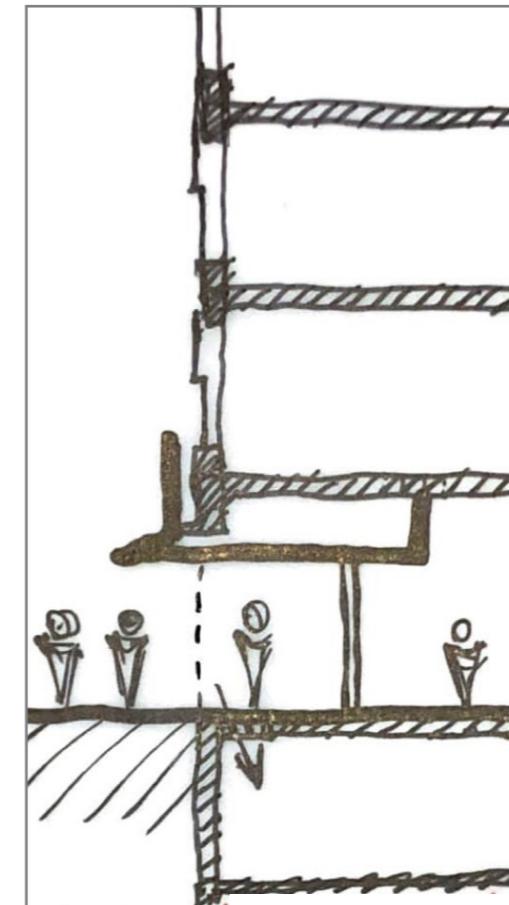
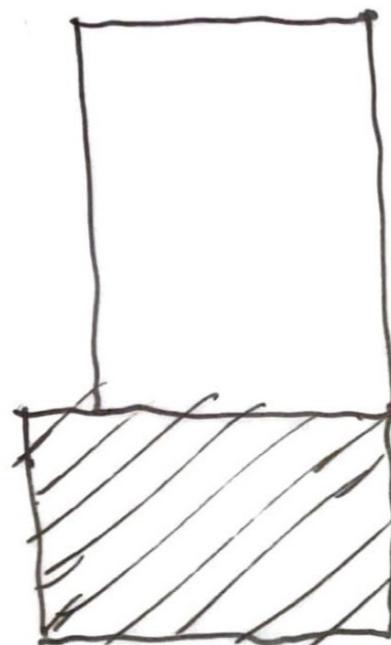
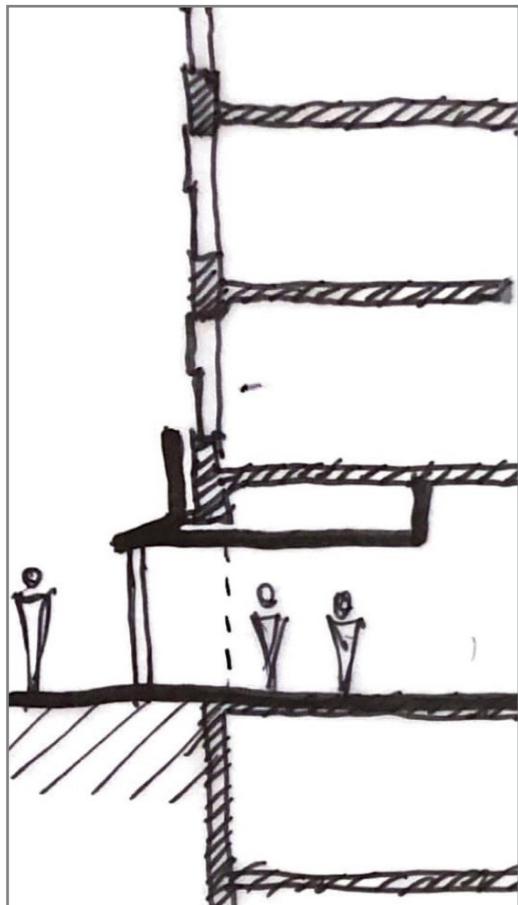


## Approaching the main entrance

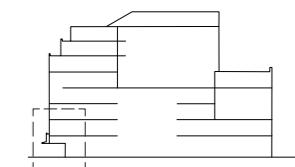


## Main entrance

Protruding element vs Setback element



Rongen, C., Helfferich, A., & Stellingwerff, M. (1994). Typologische ordening van gevels. Delft: Publicatiebureau Bouwkunde.



## Main entrance

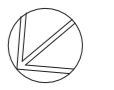


## Main entrance



View upon entering the building

## Ground floor

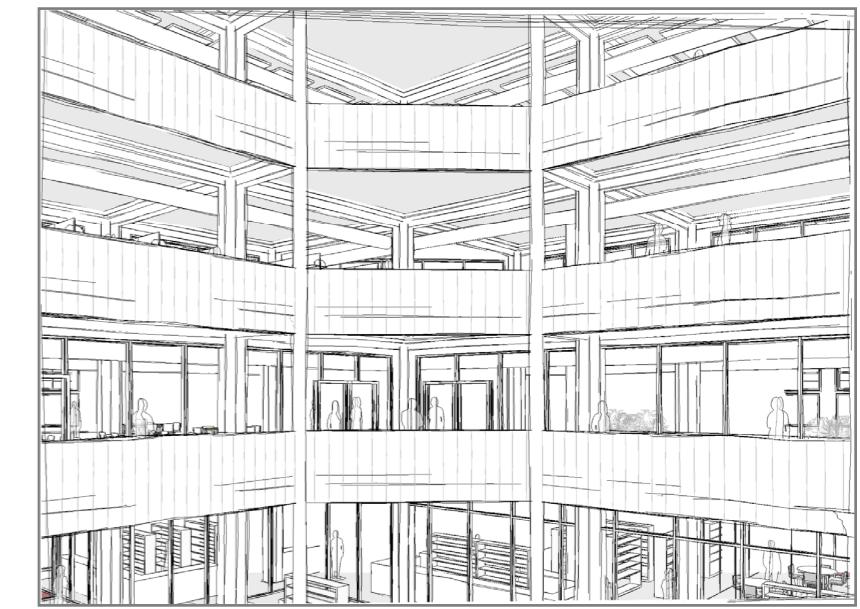
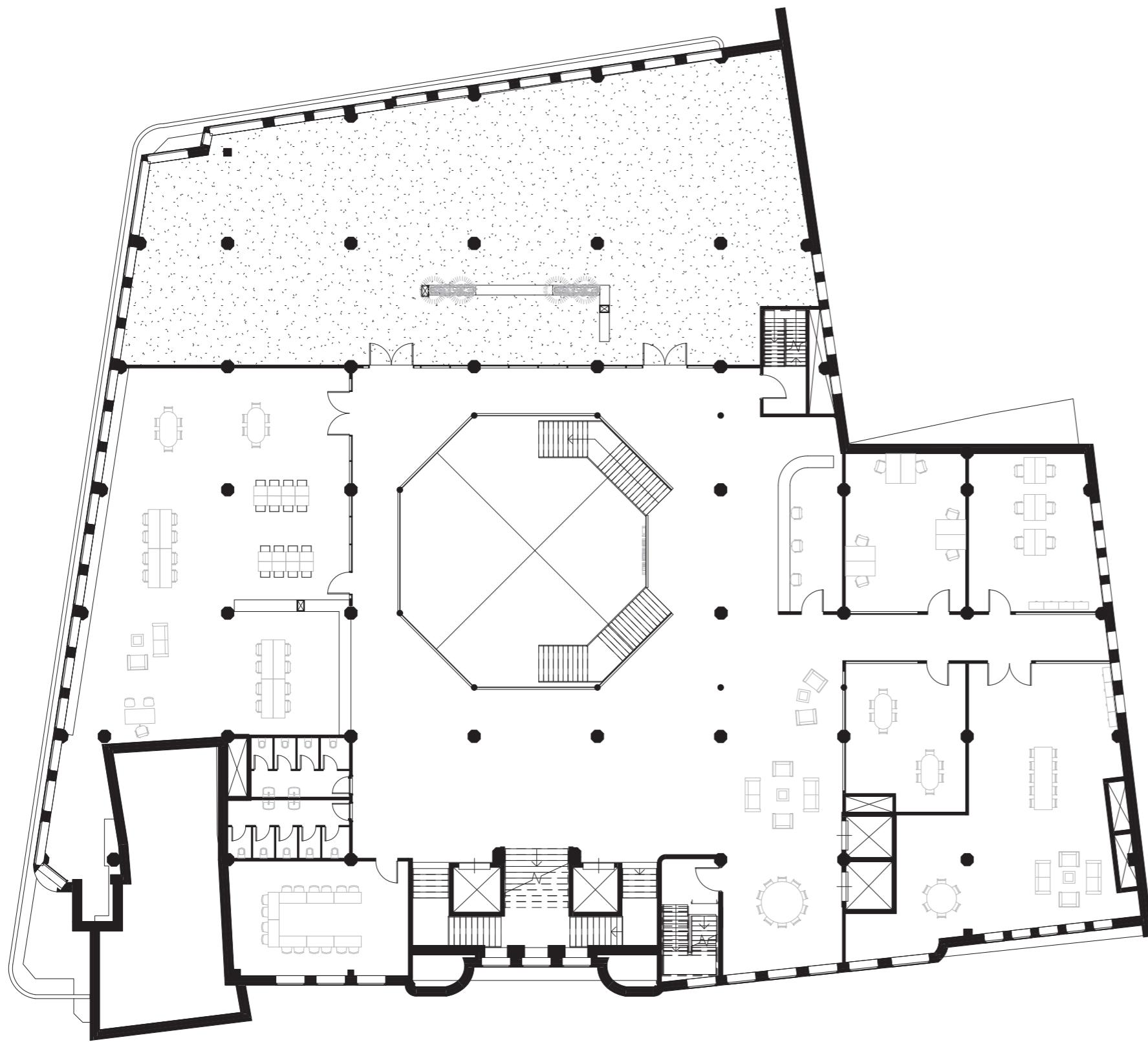


0 5M

## Ground floor

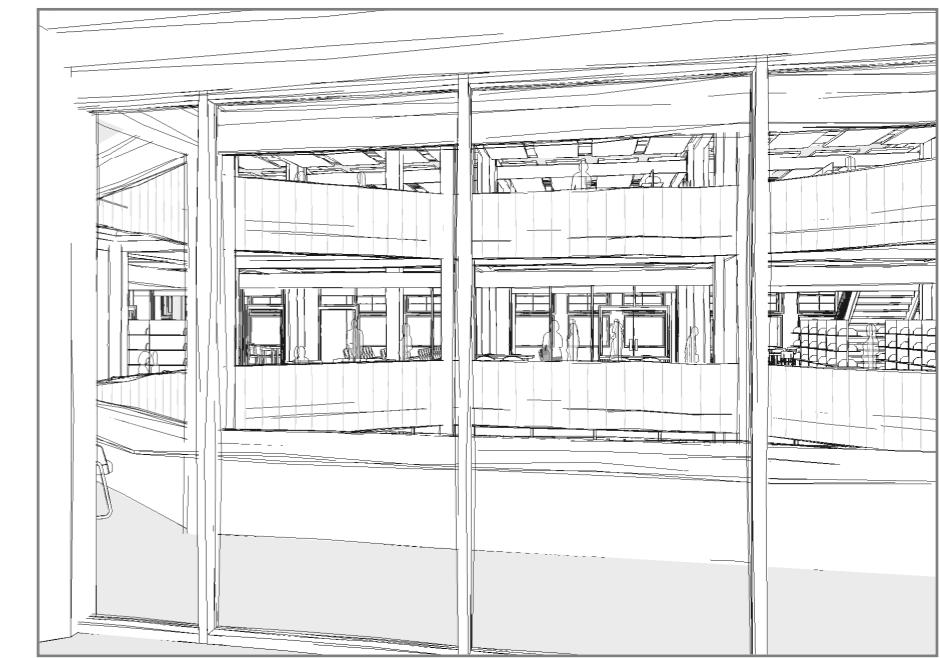
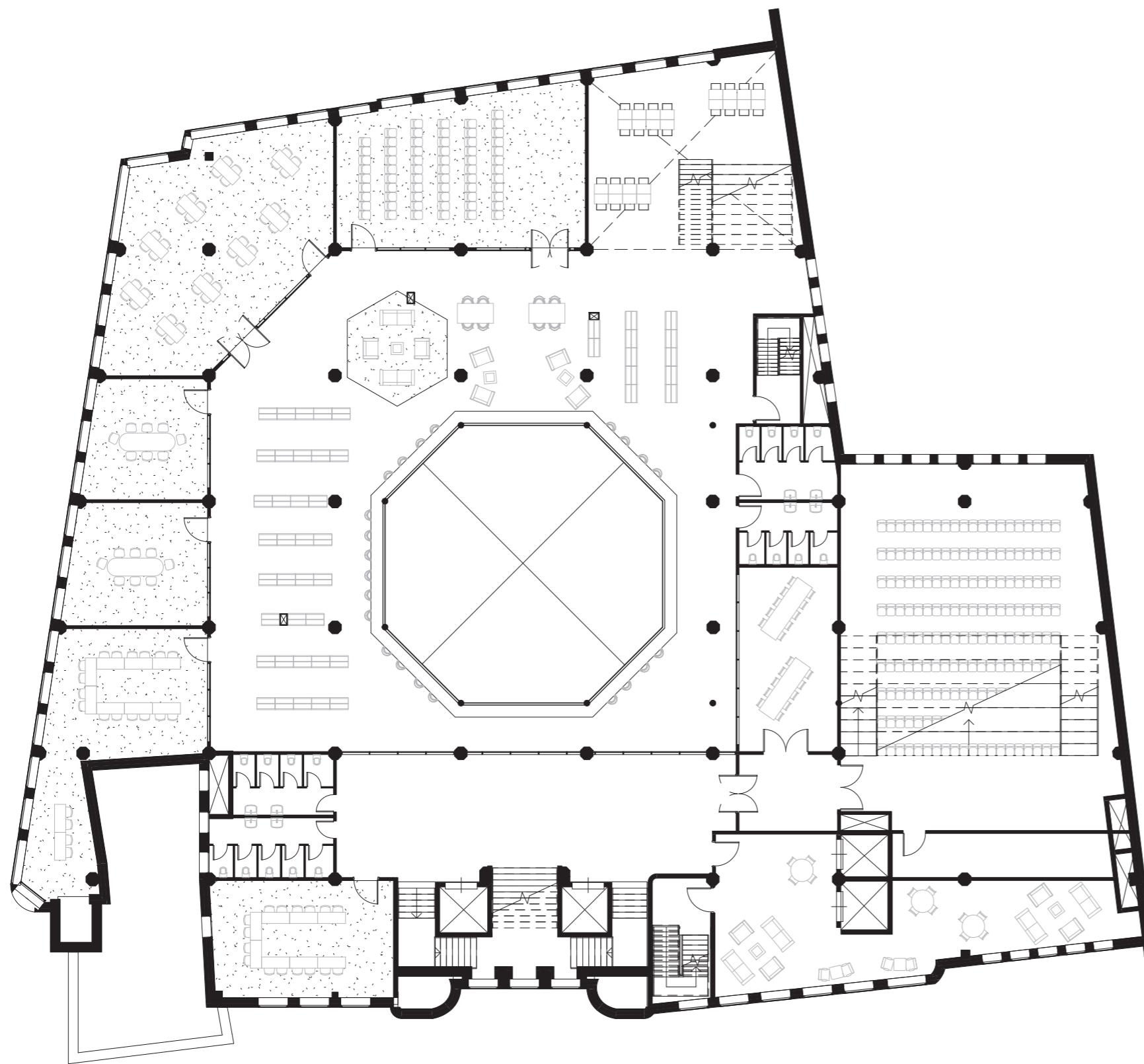


## First floor



0 5M

## Second floor

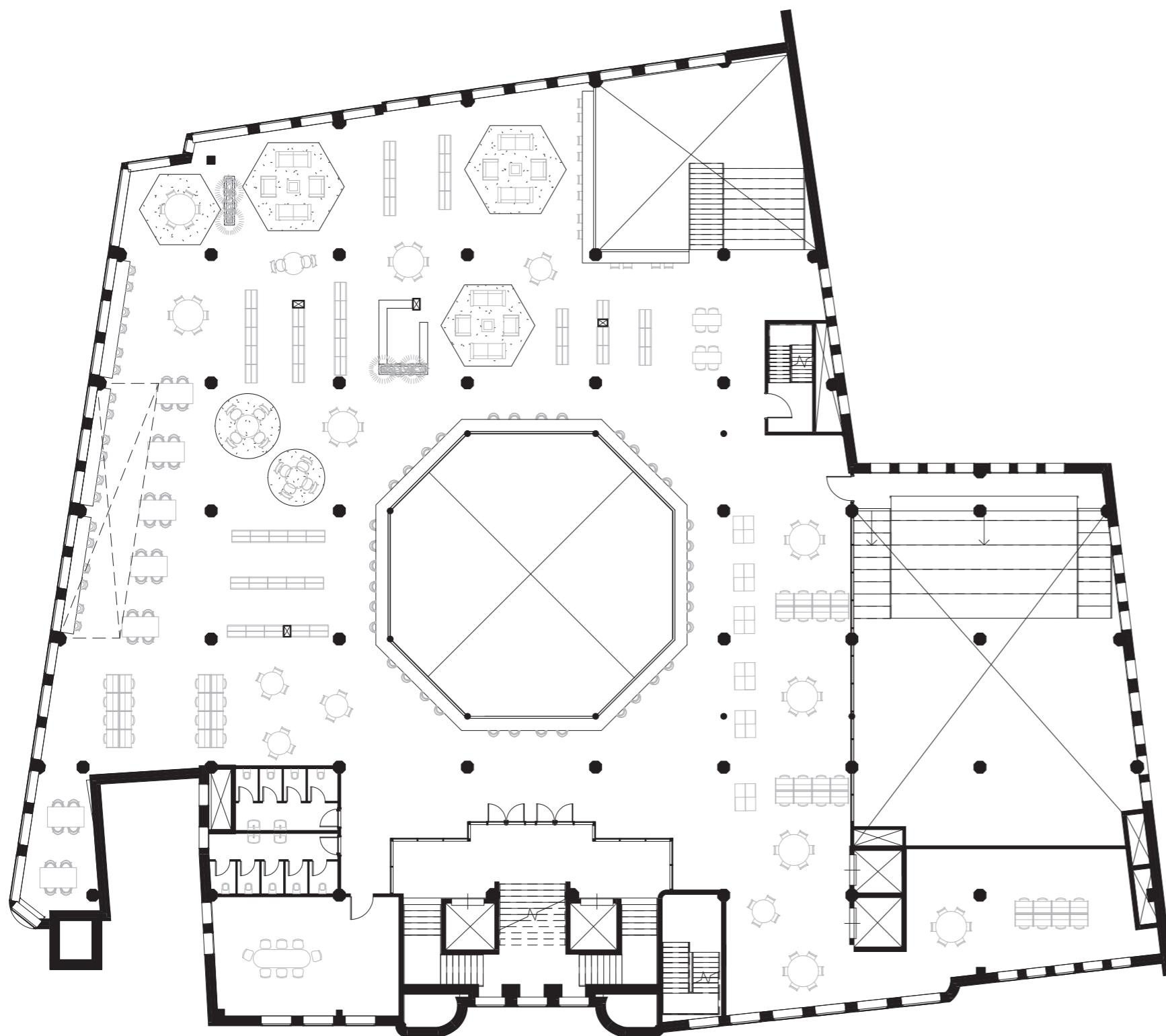


0 5M

## Second floor

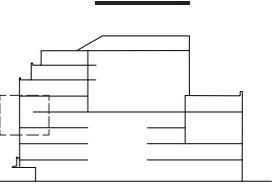
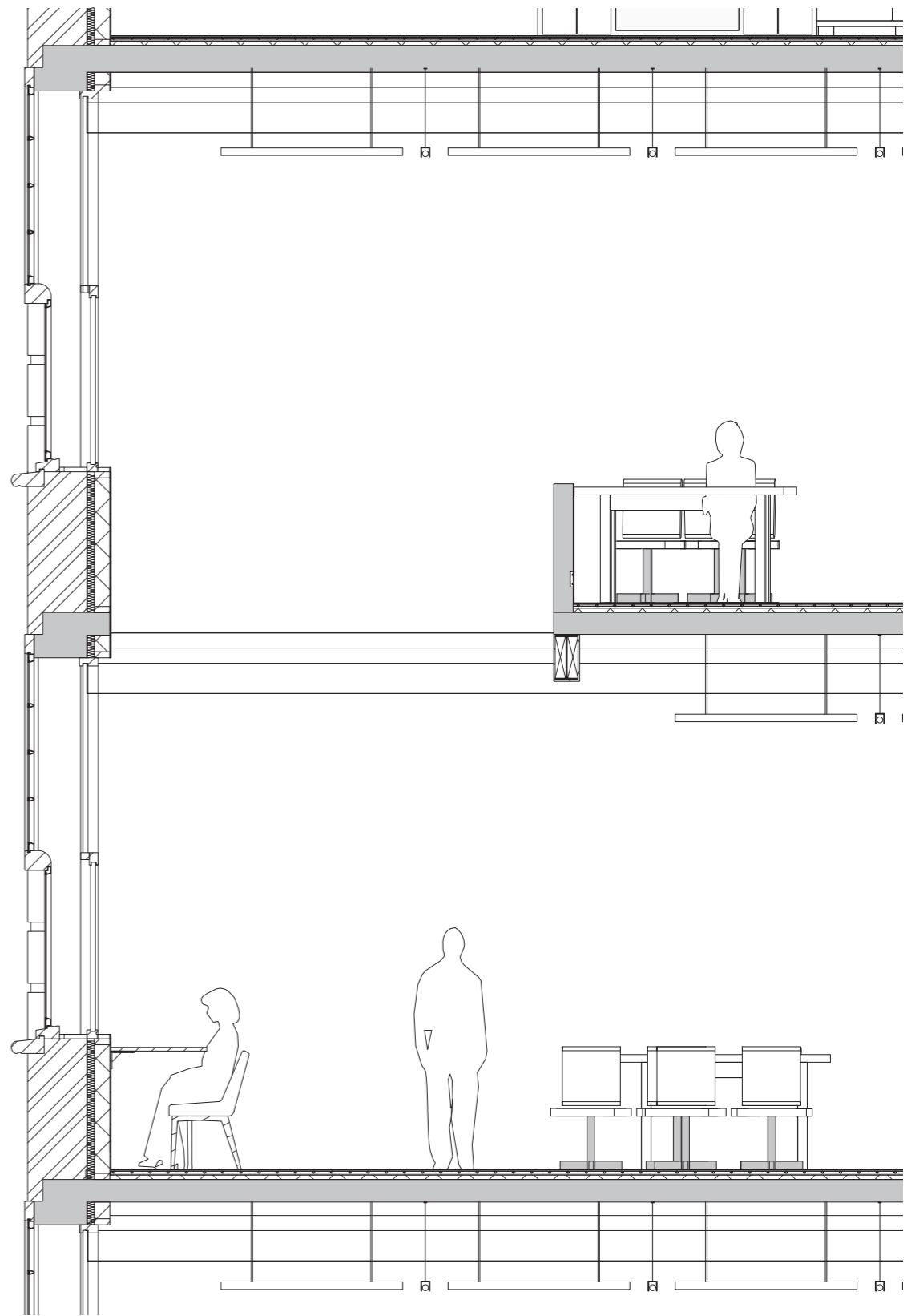


## Third floor

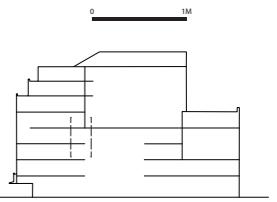
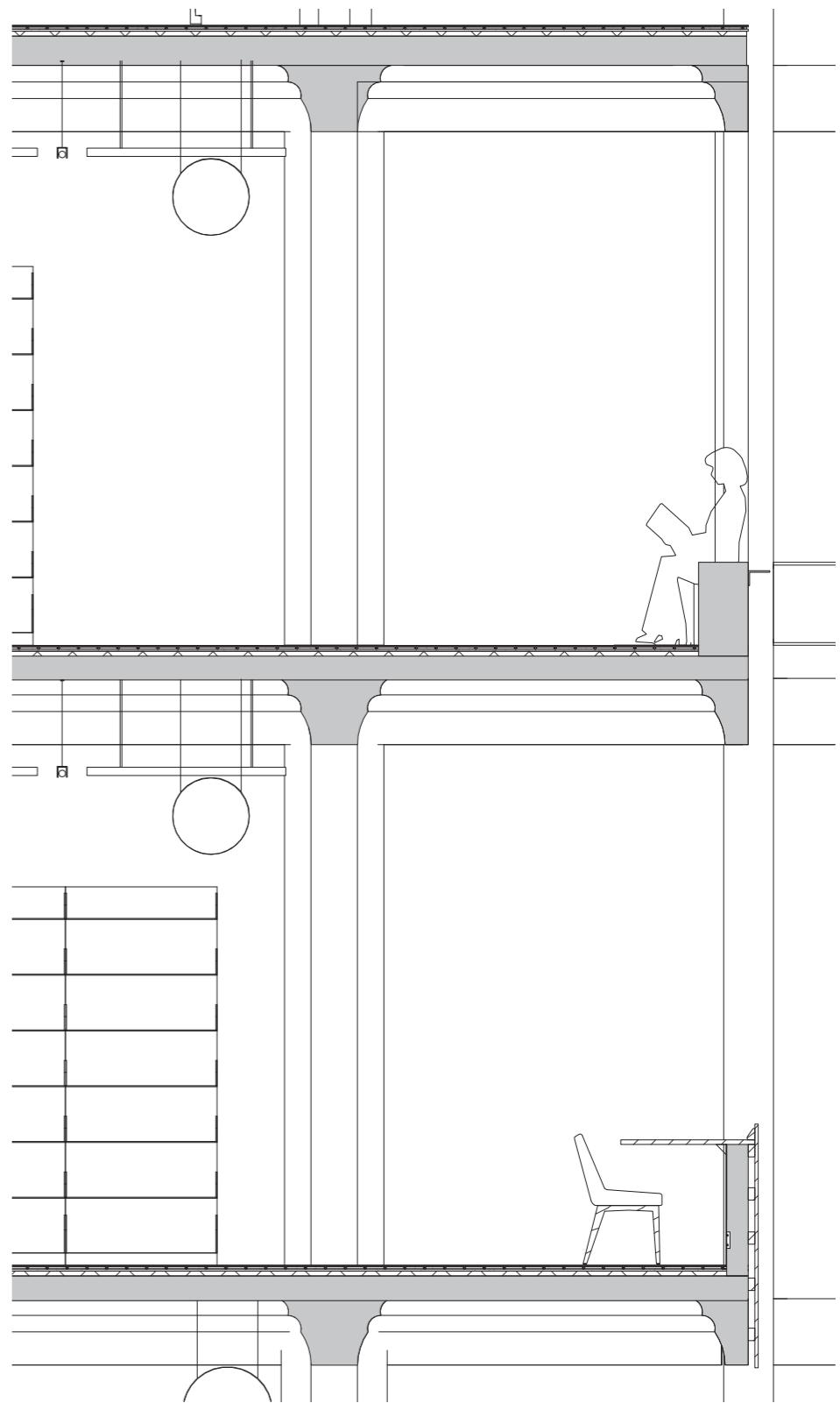


0 5M

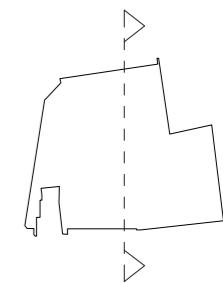
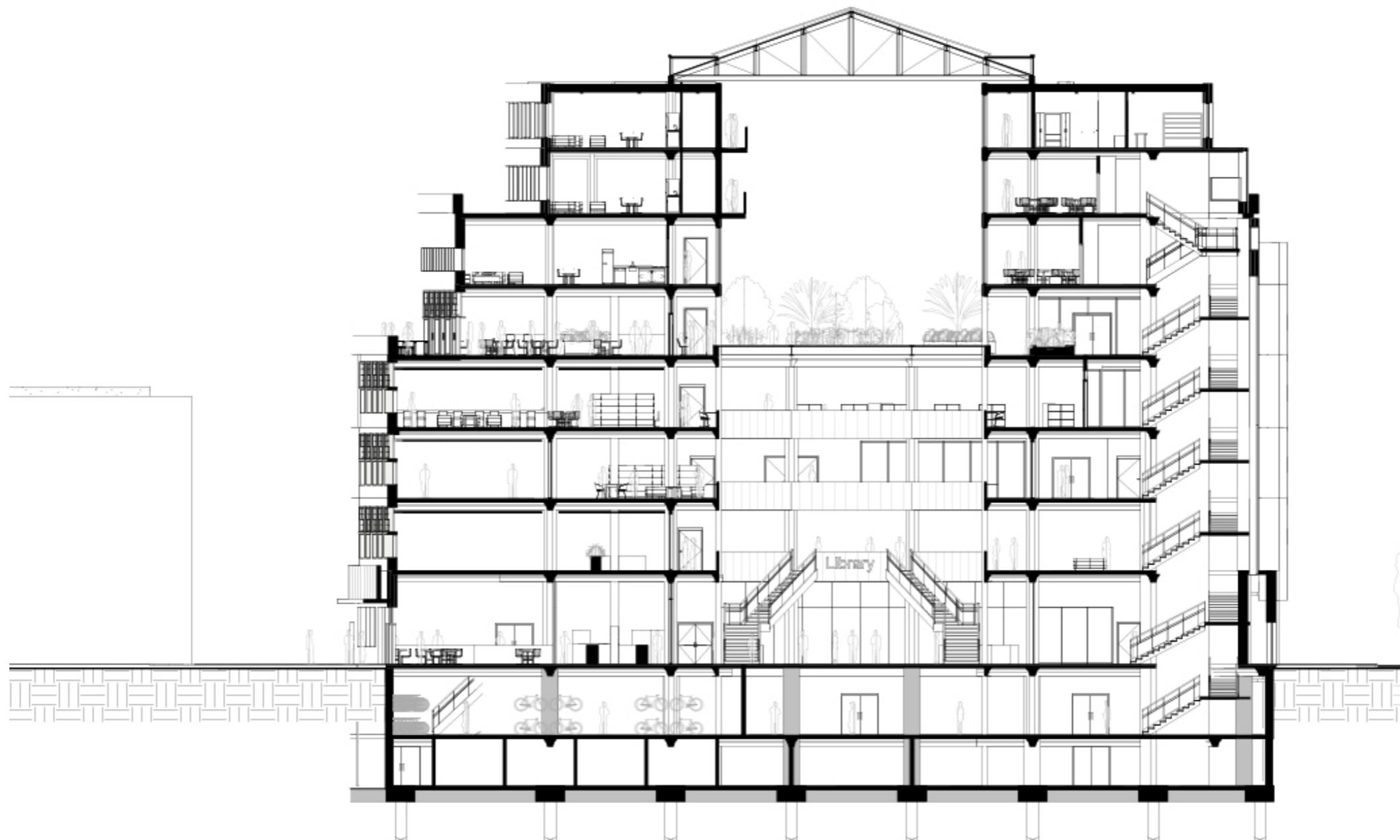
## Third floor



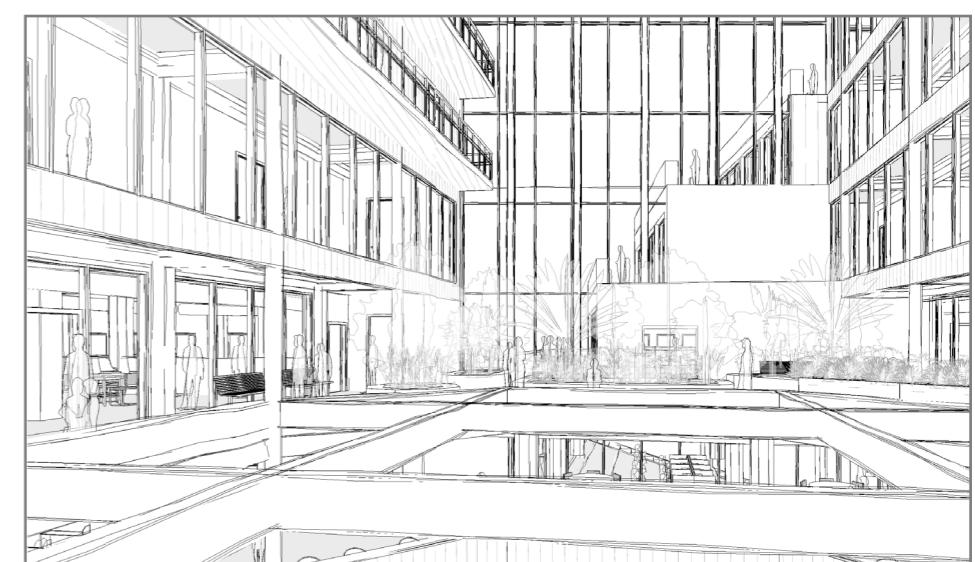
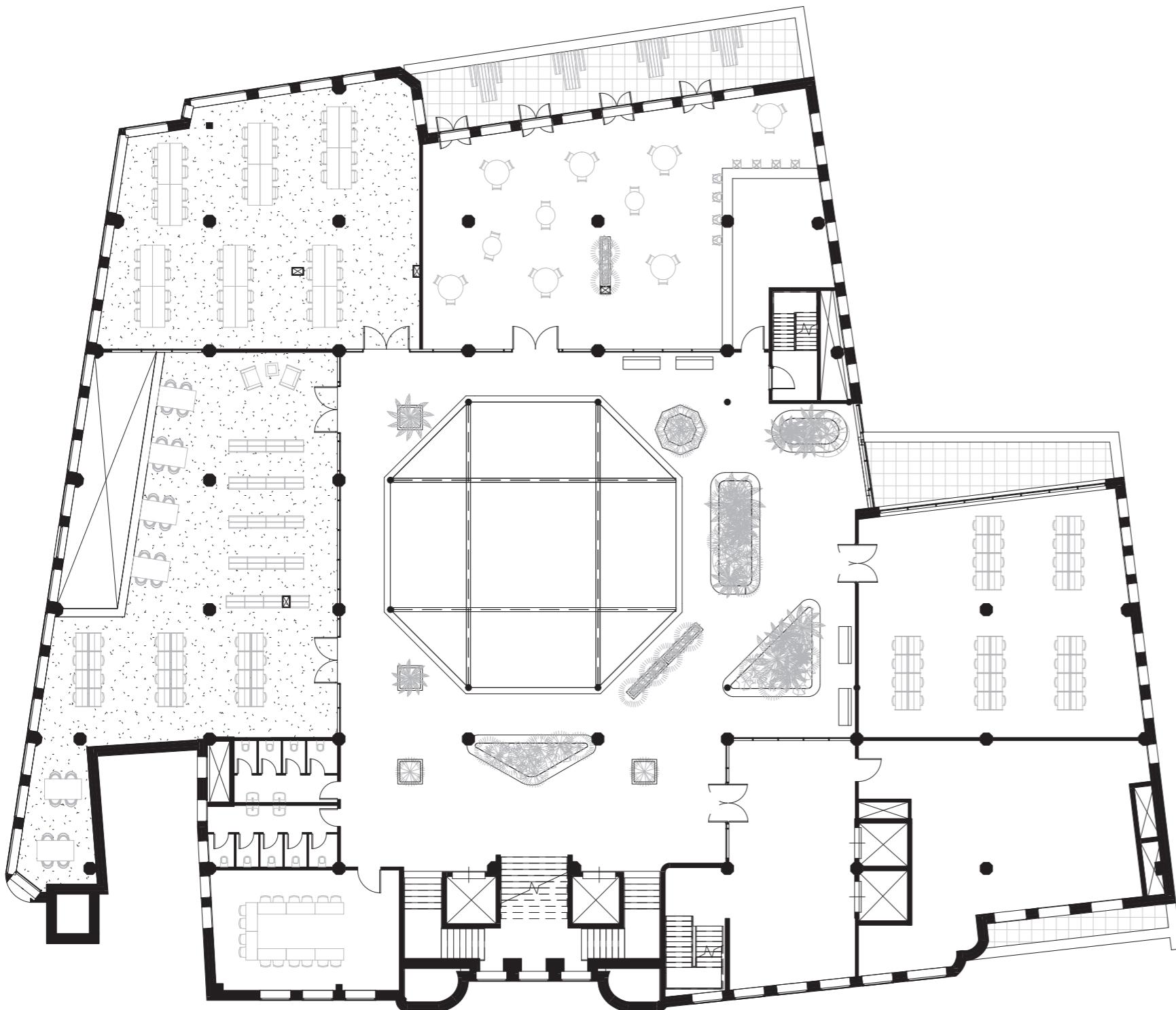
## Third floor



# Section



## Fourth floor



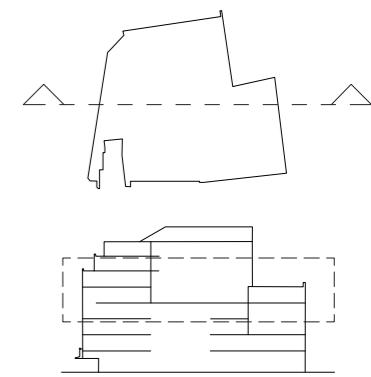
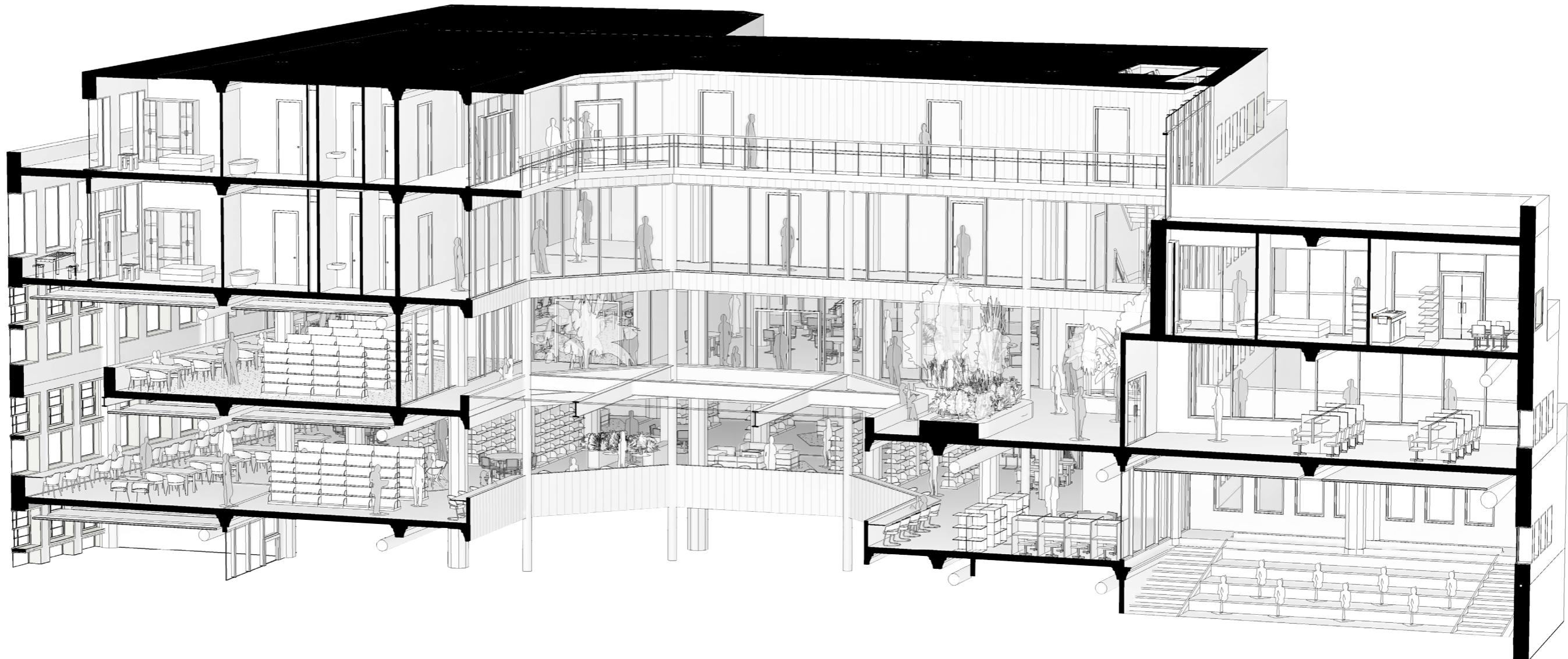
0 5M

## Fourth floor

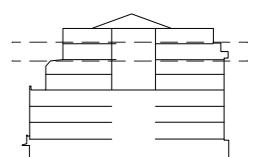
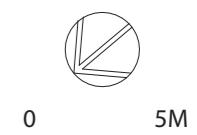
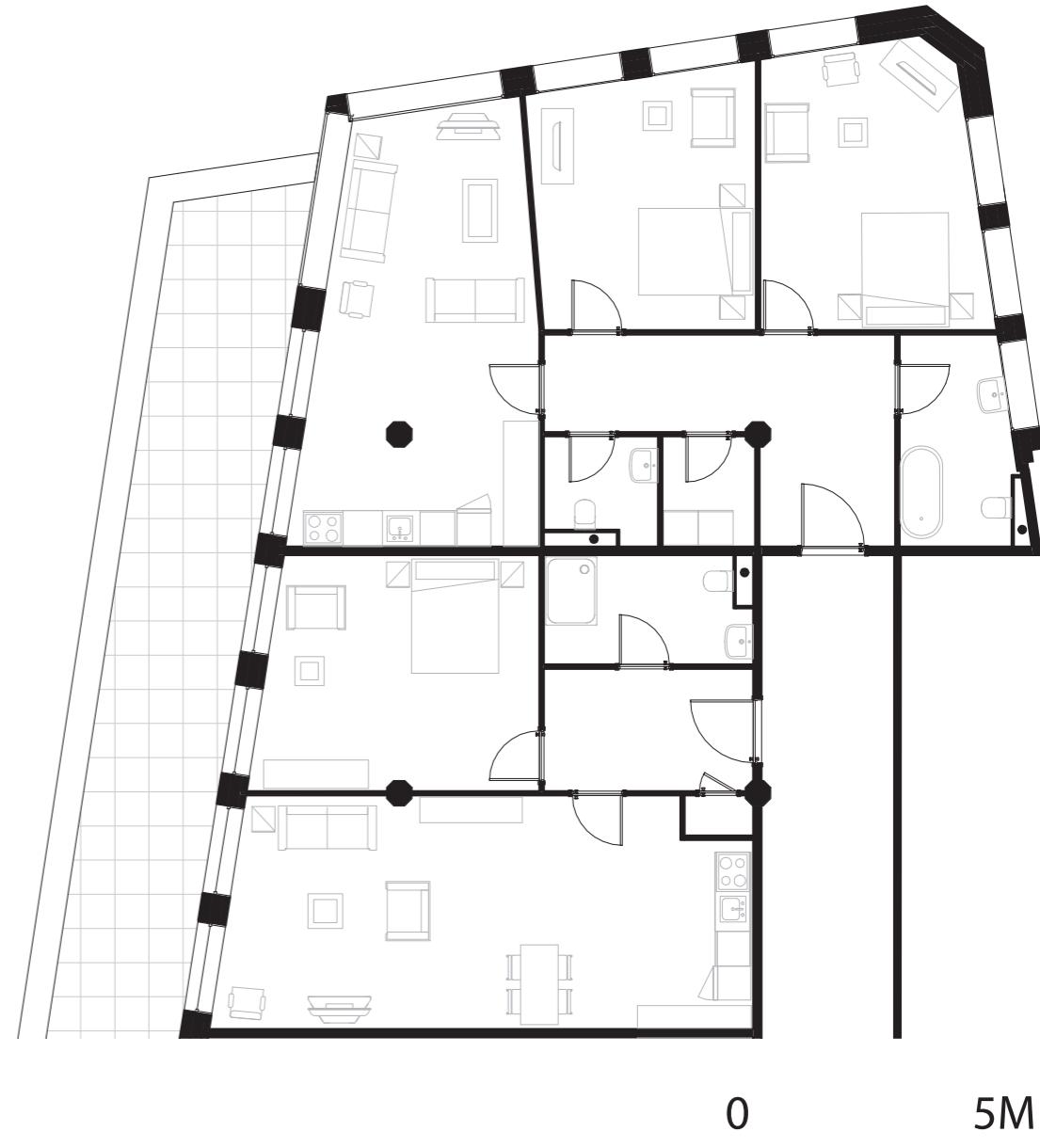
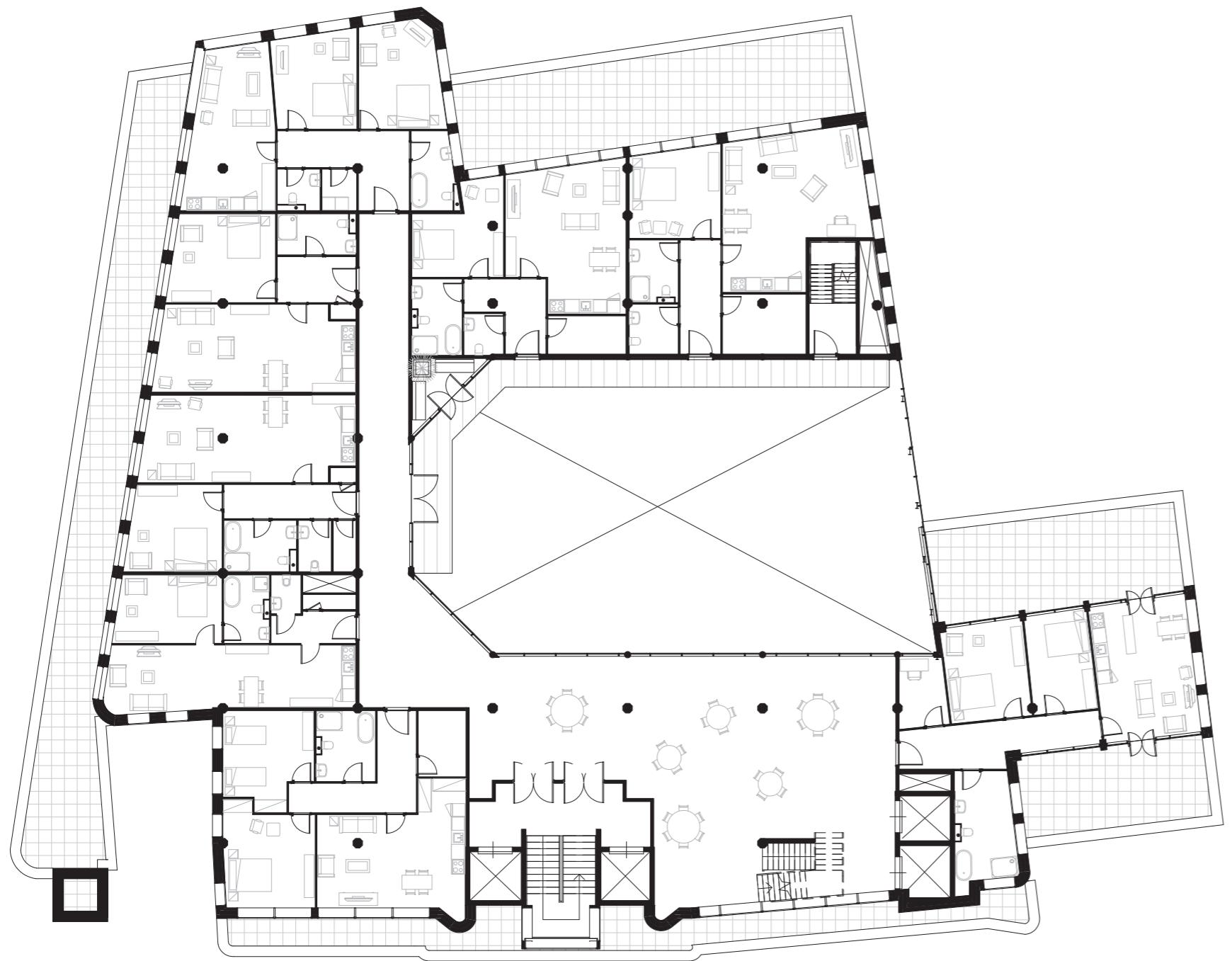
The green Atrium



## Section



## Sixth floor

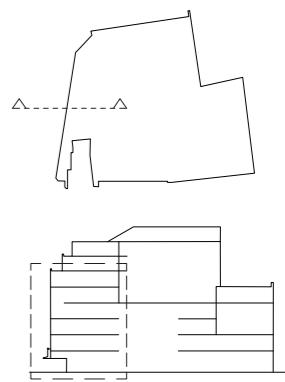
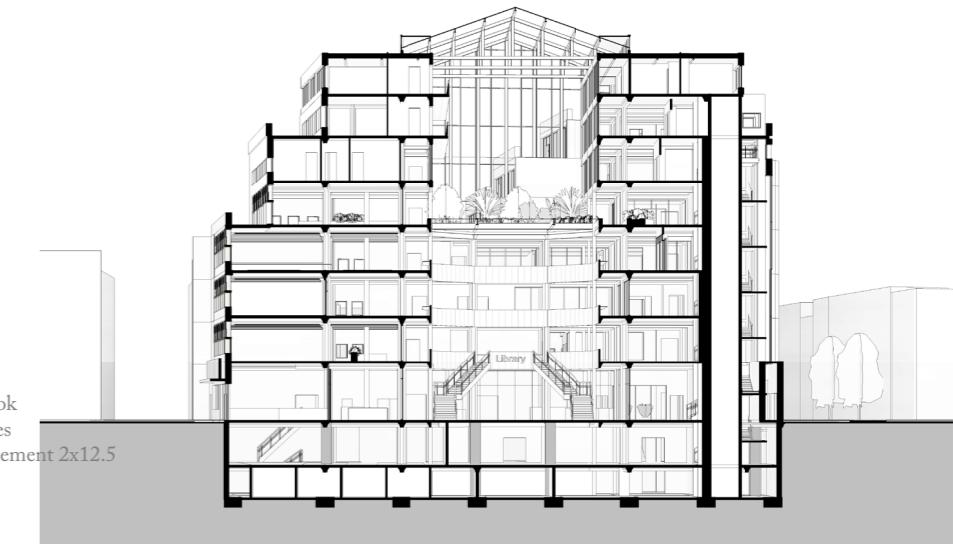
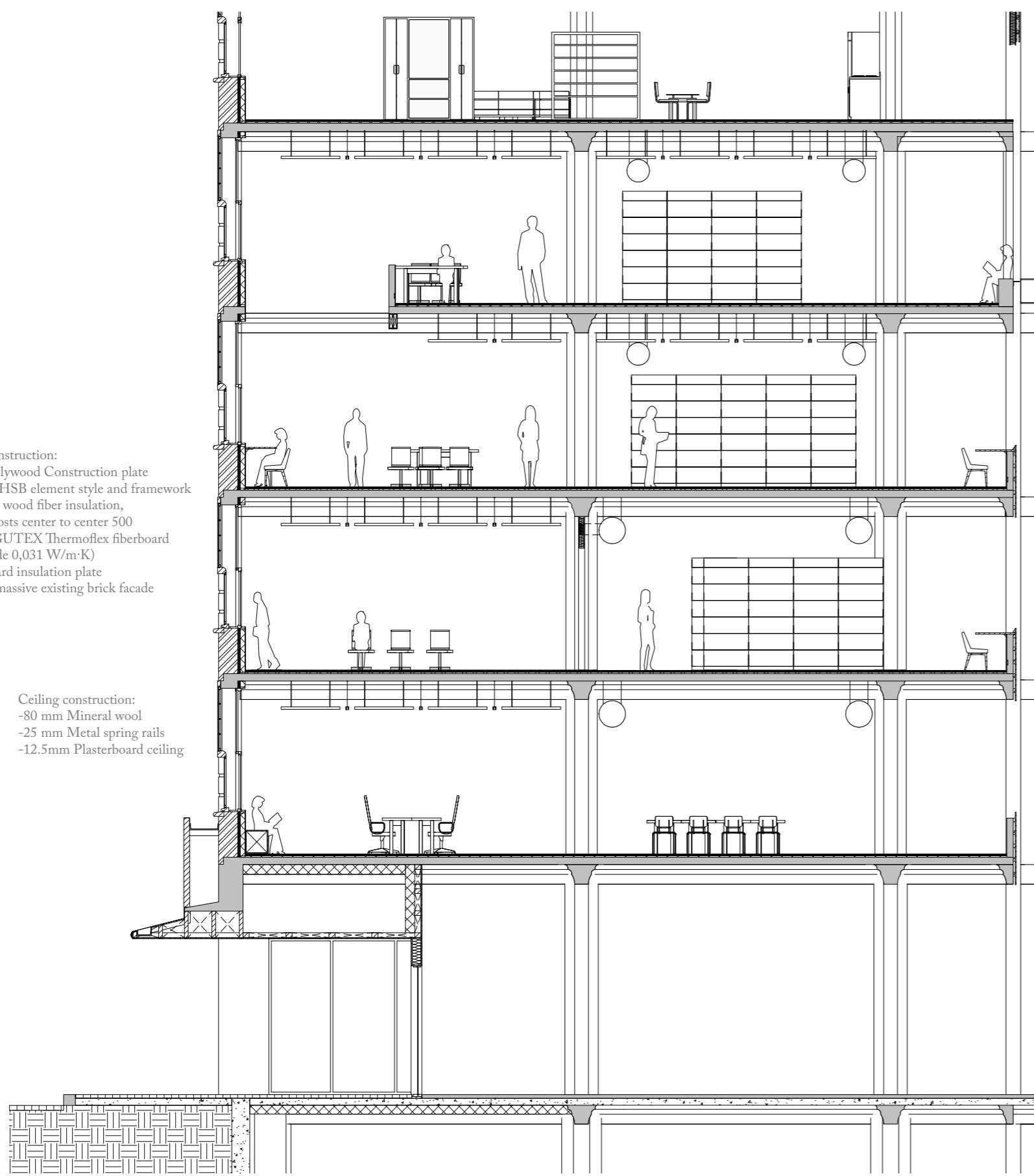


## Sixth floor

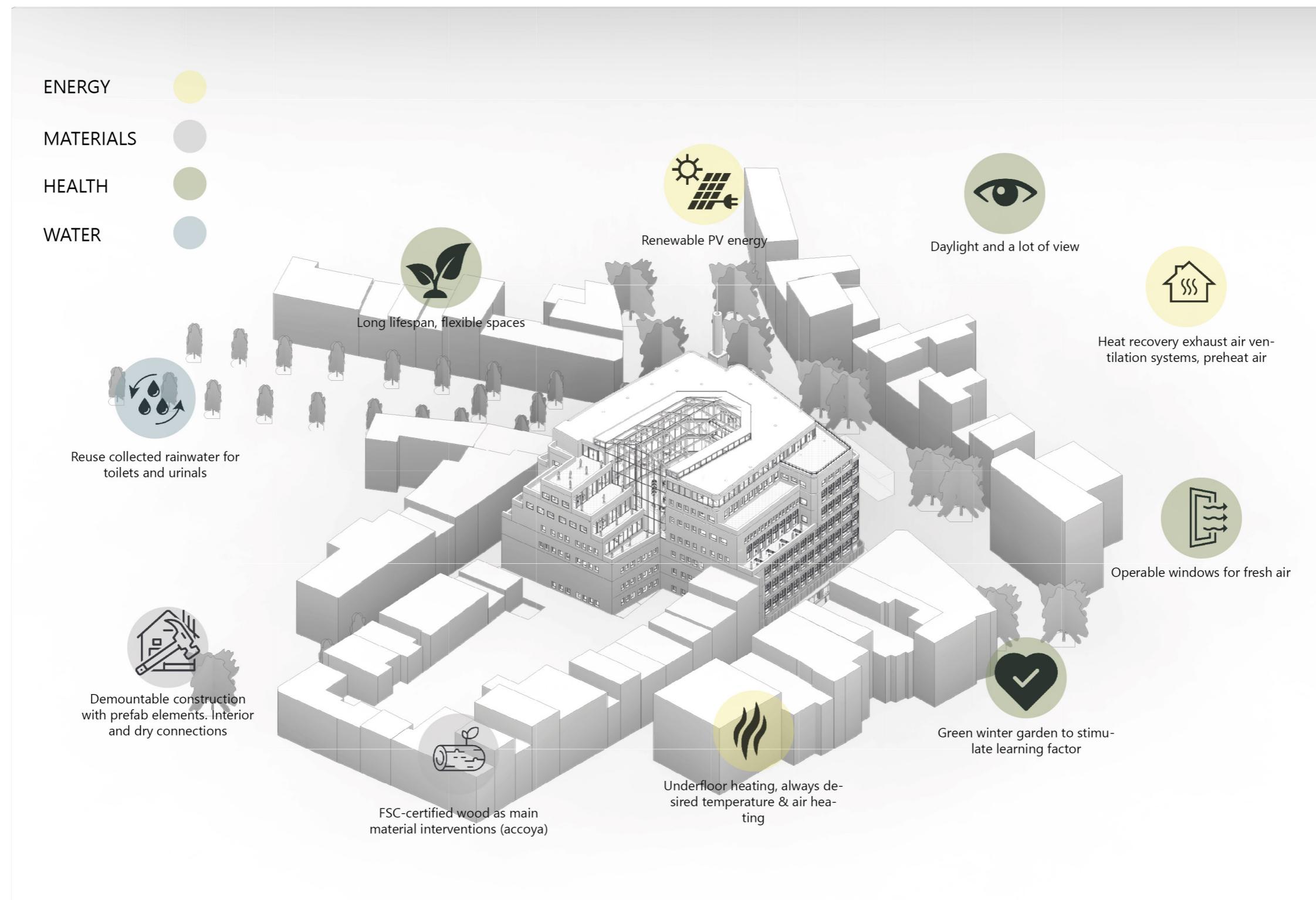
Views from corridor



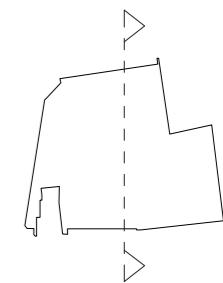
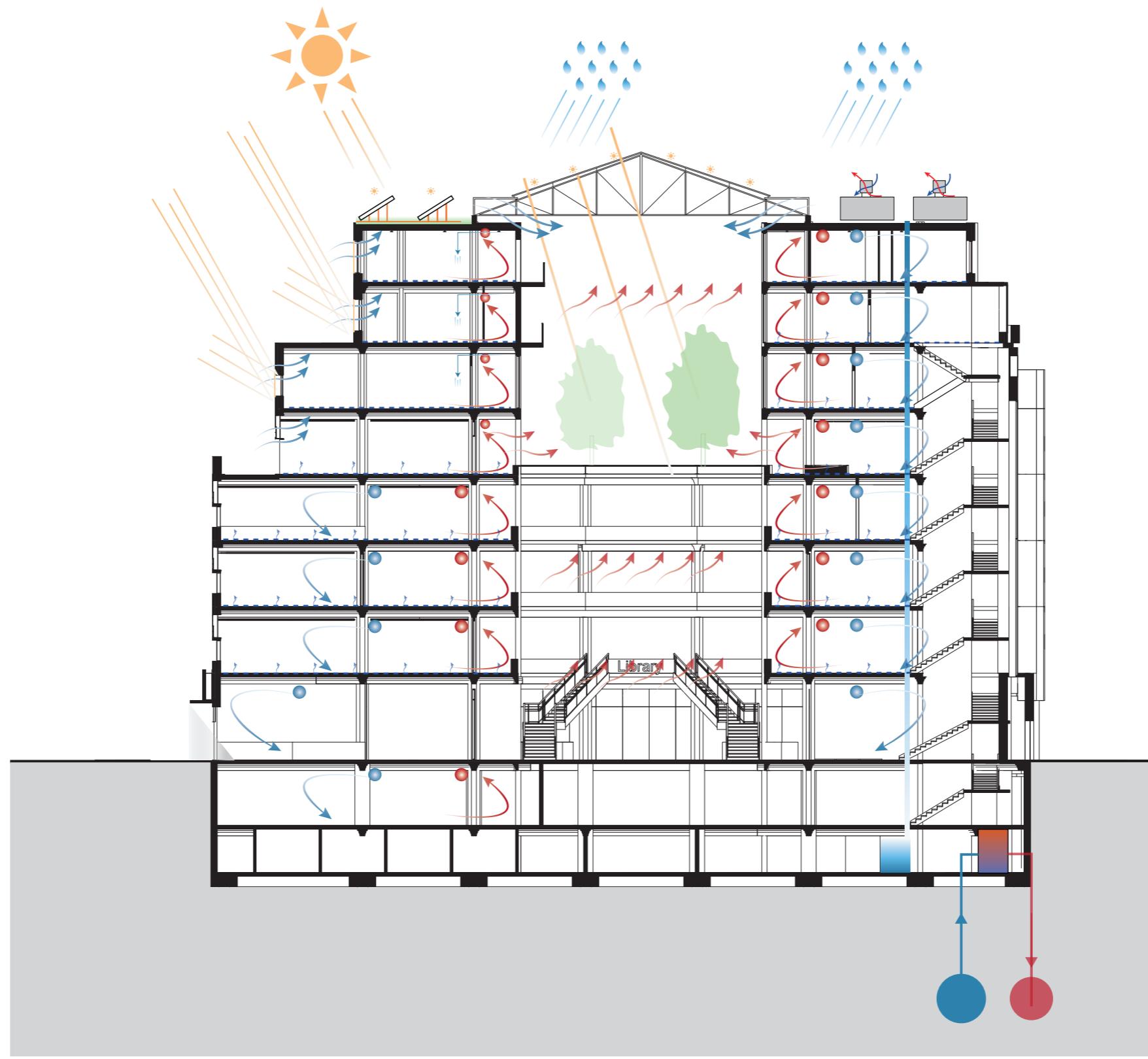
## Detail fragment



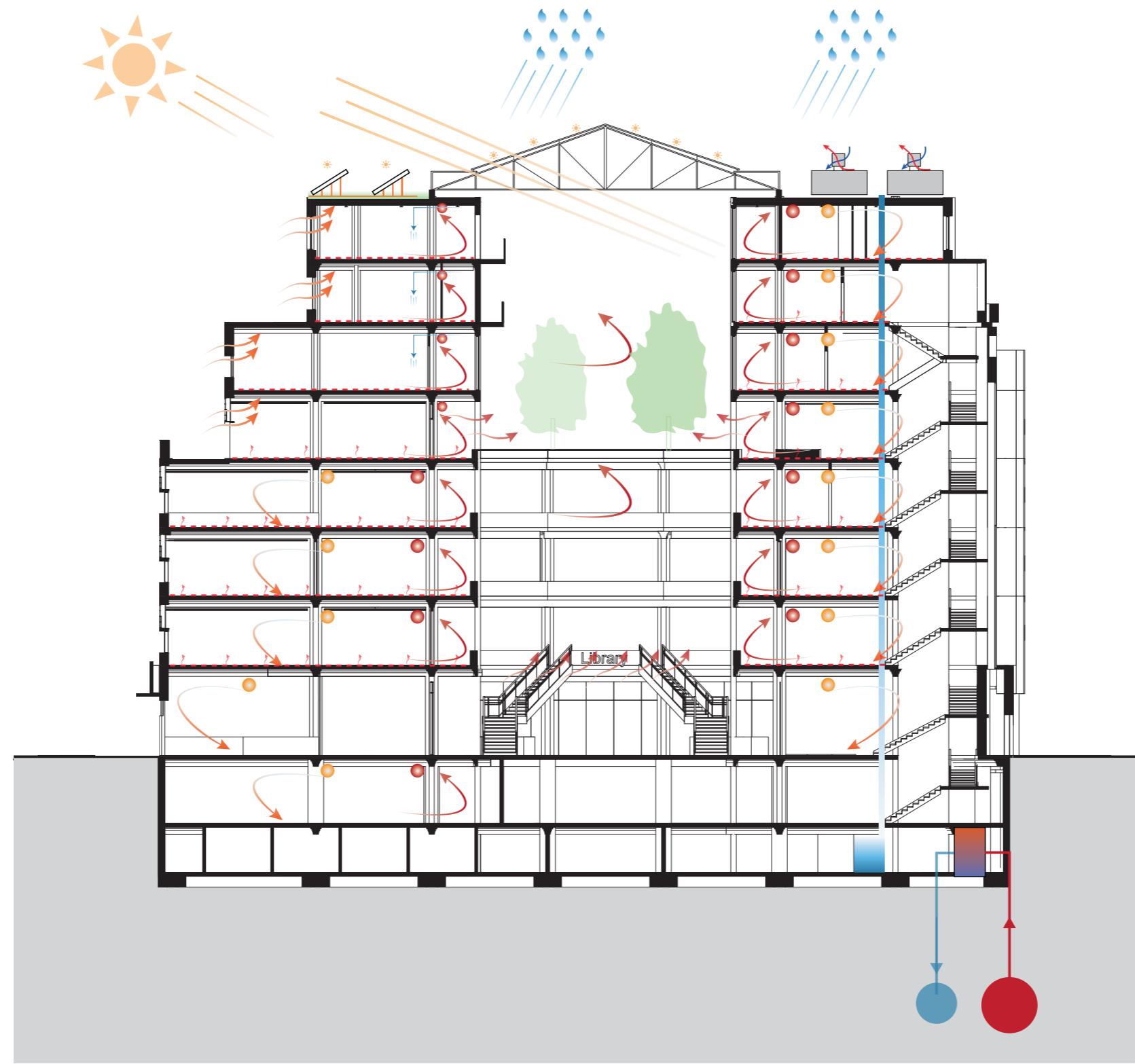
## Sustainability points



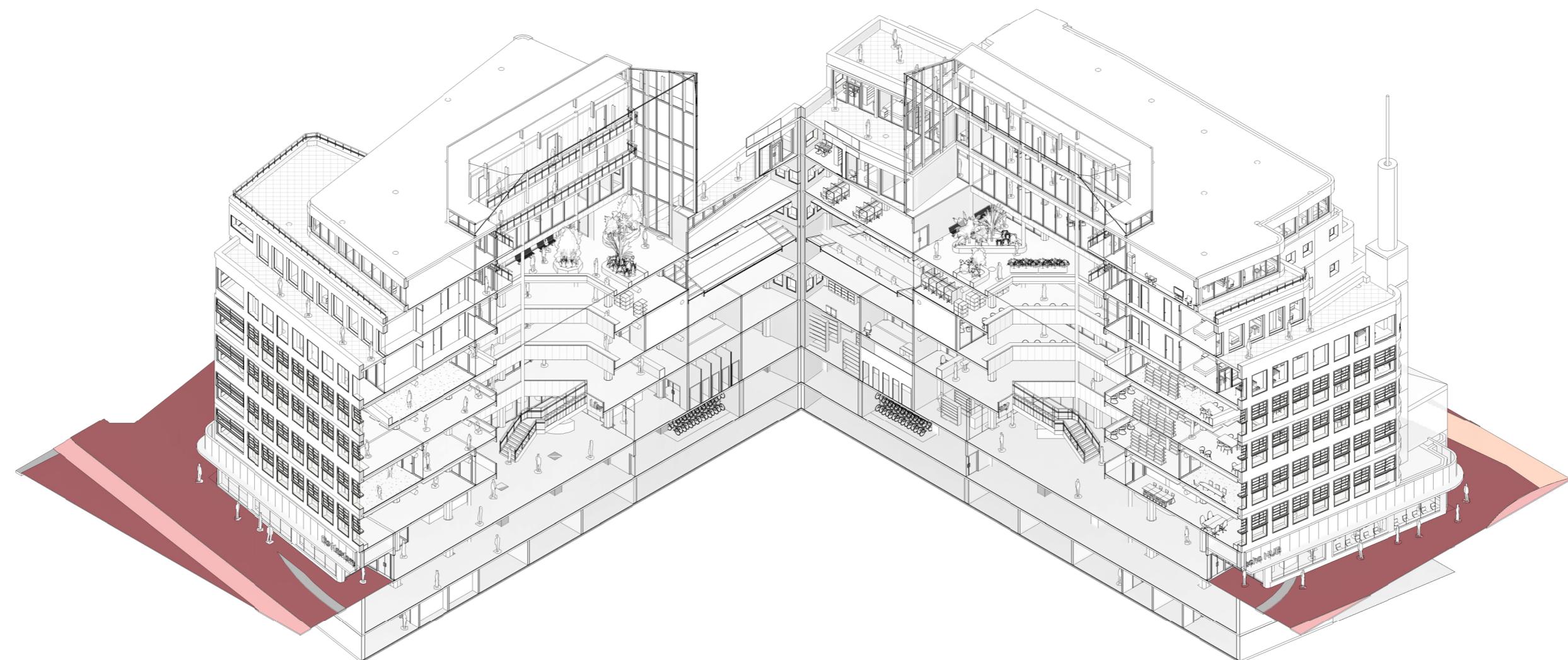
## Climate scheme Summer



## Climate scheme Winter



## Total building in use

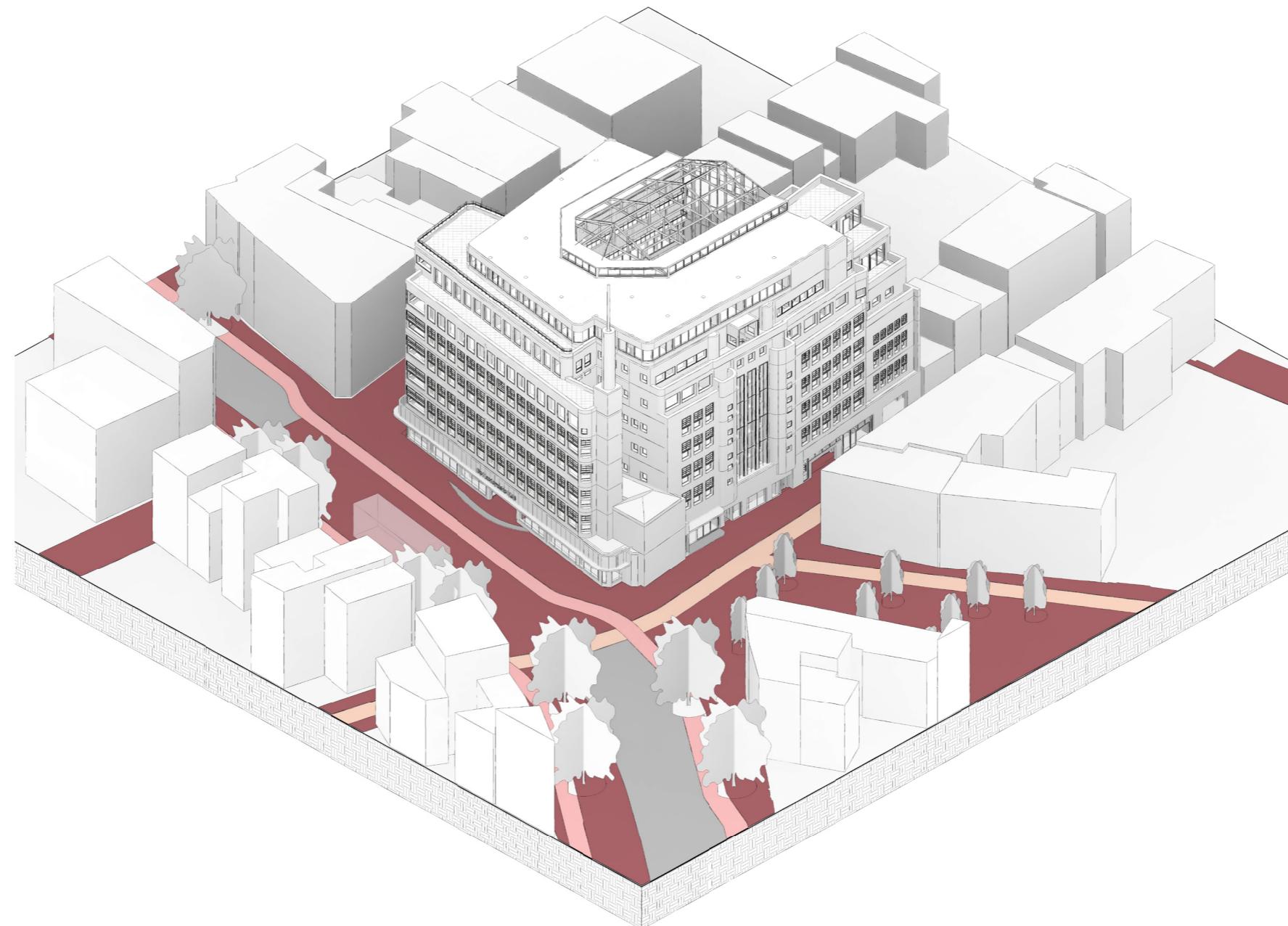


## The center of gravity

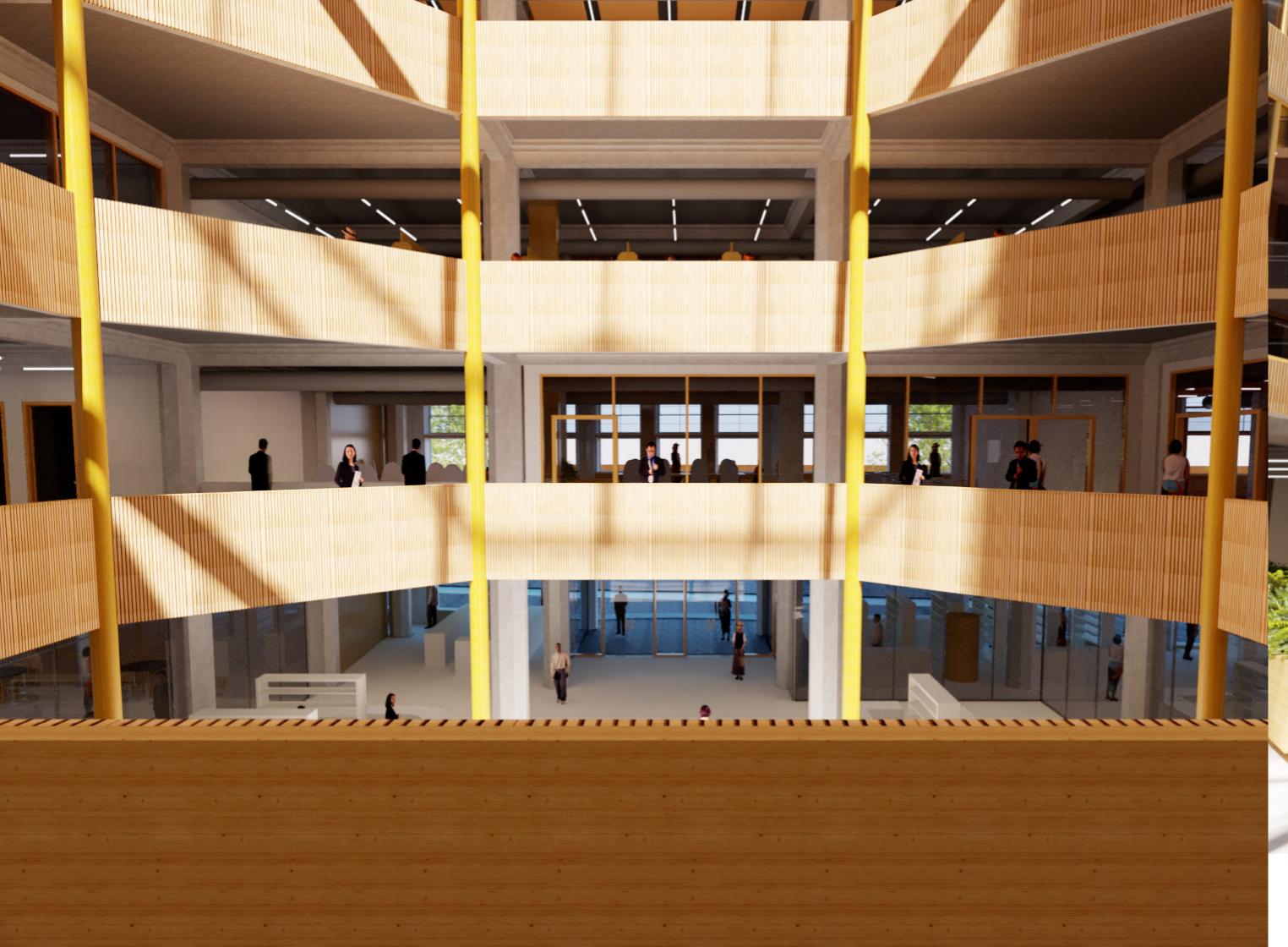


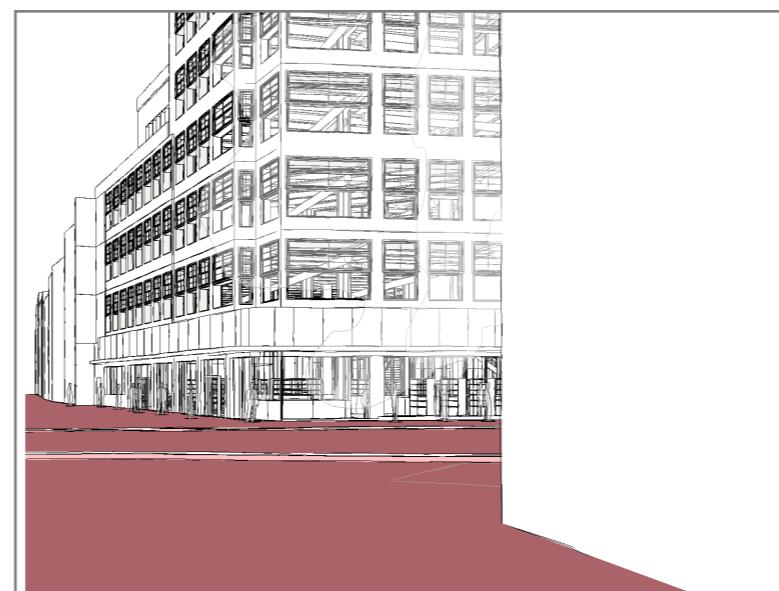
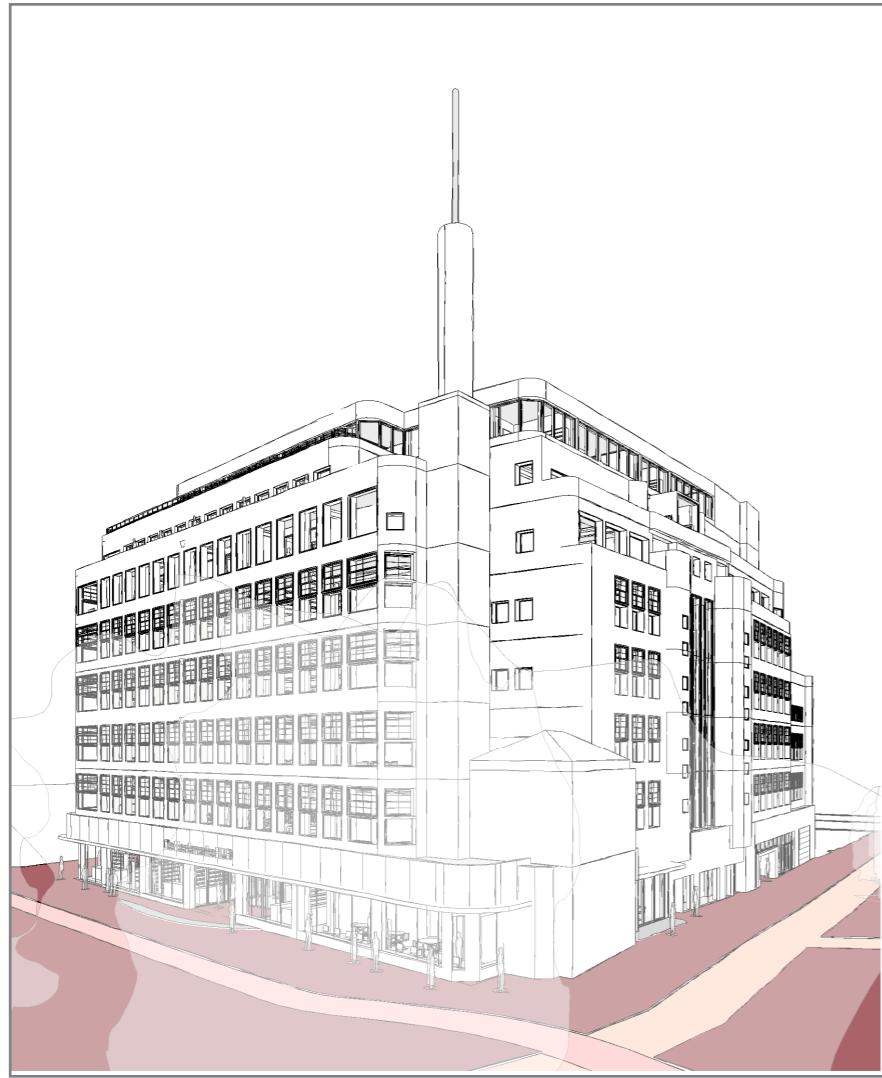
## 5. CONCLUSION

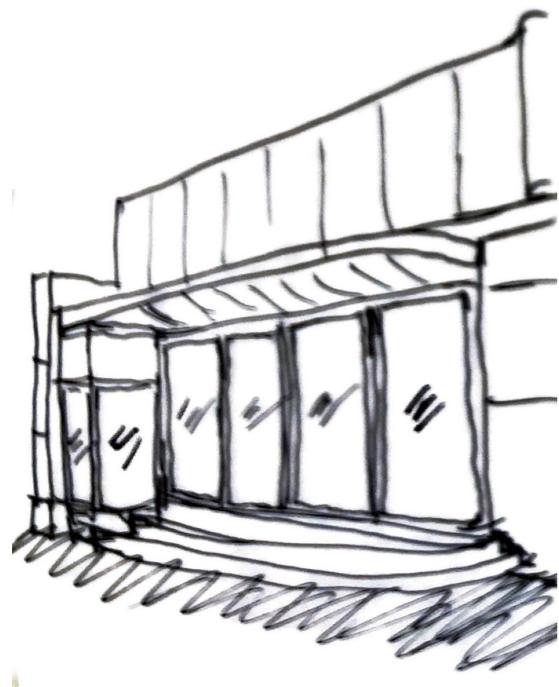
## Conclusion



Masha Danki! | Gracias! | Obrigado! | Merci! | Thank you! | Bedankt!



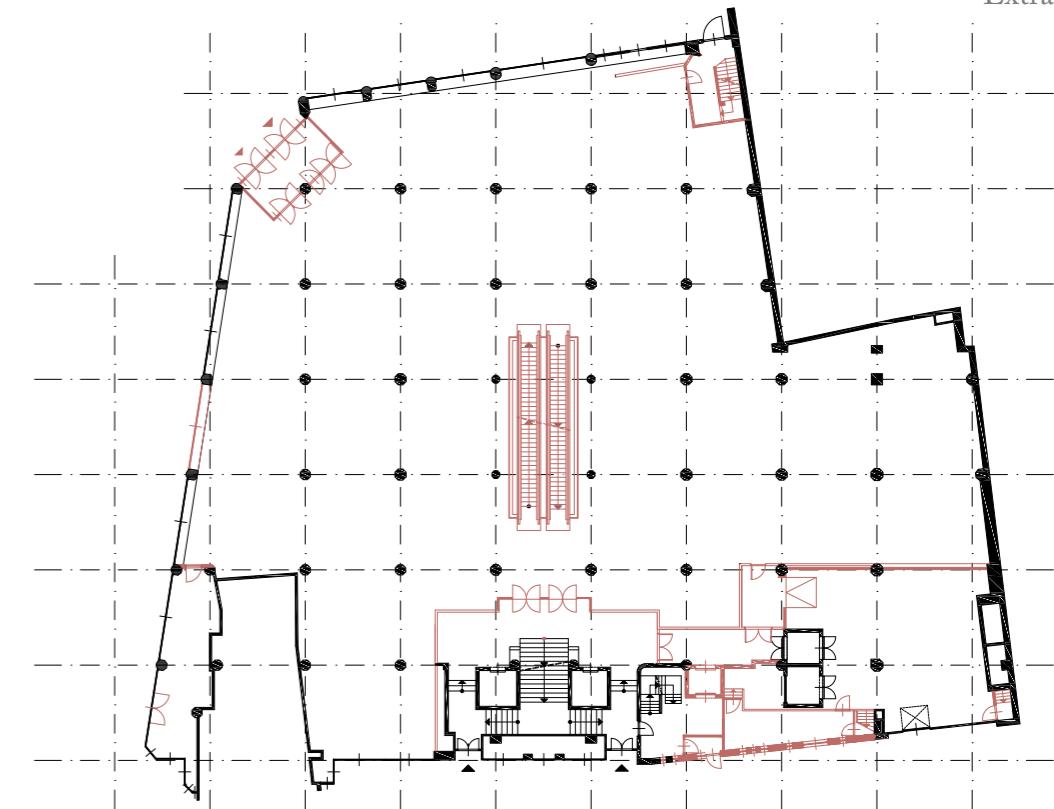


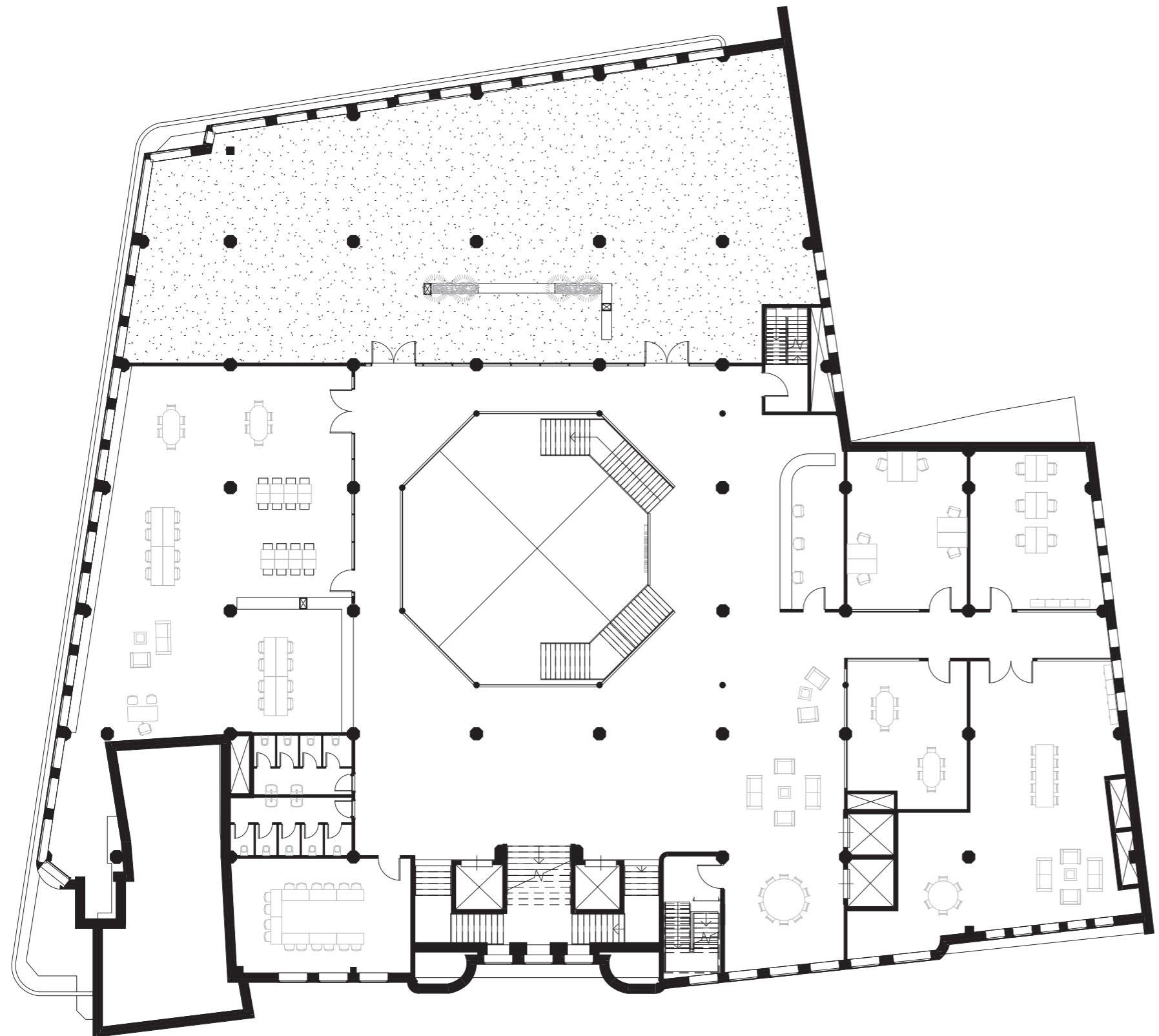


## Gierstraat Interventions



Ground floor

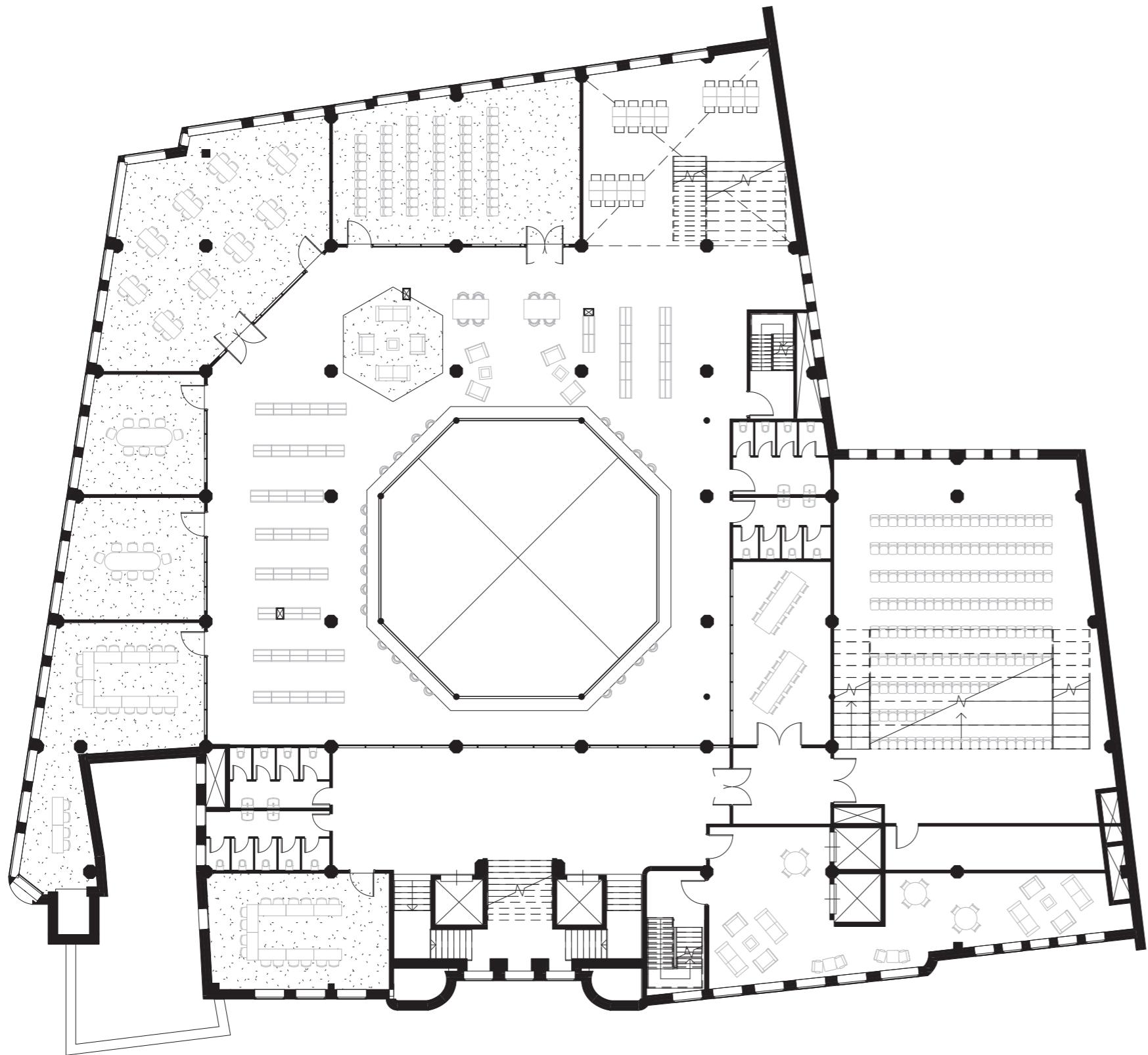




First floor



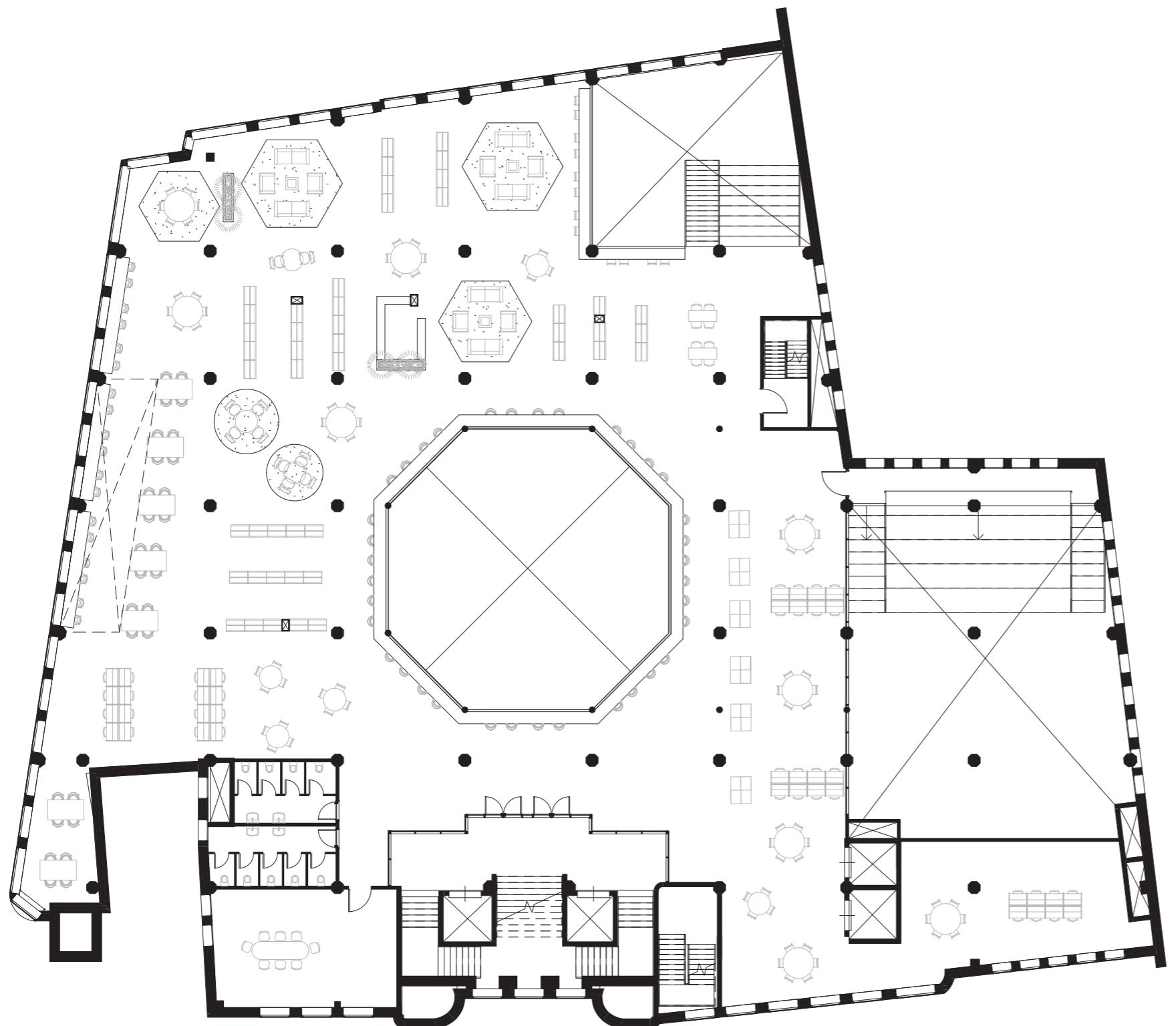
0 5M



Second floor



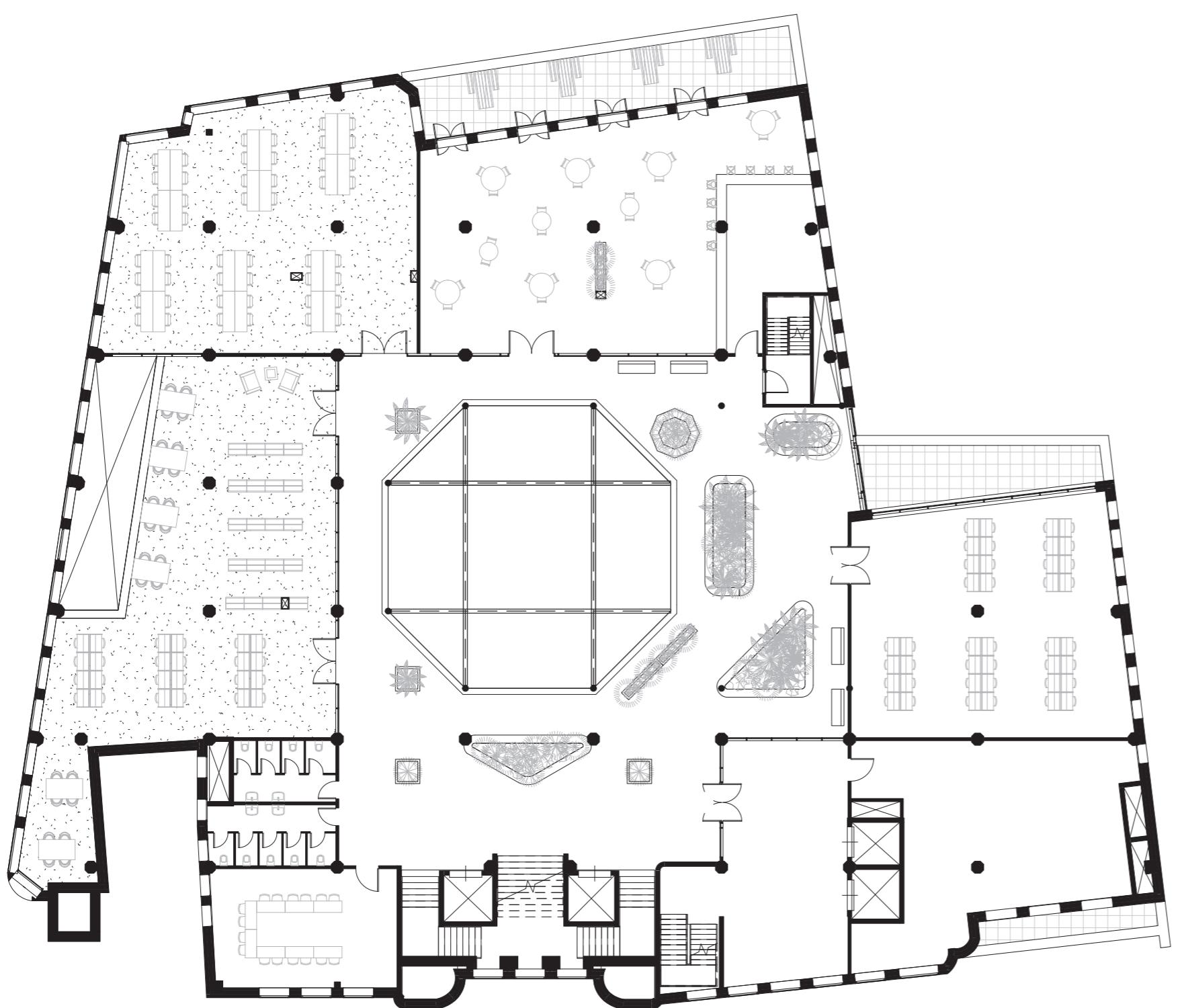
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Third floor

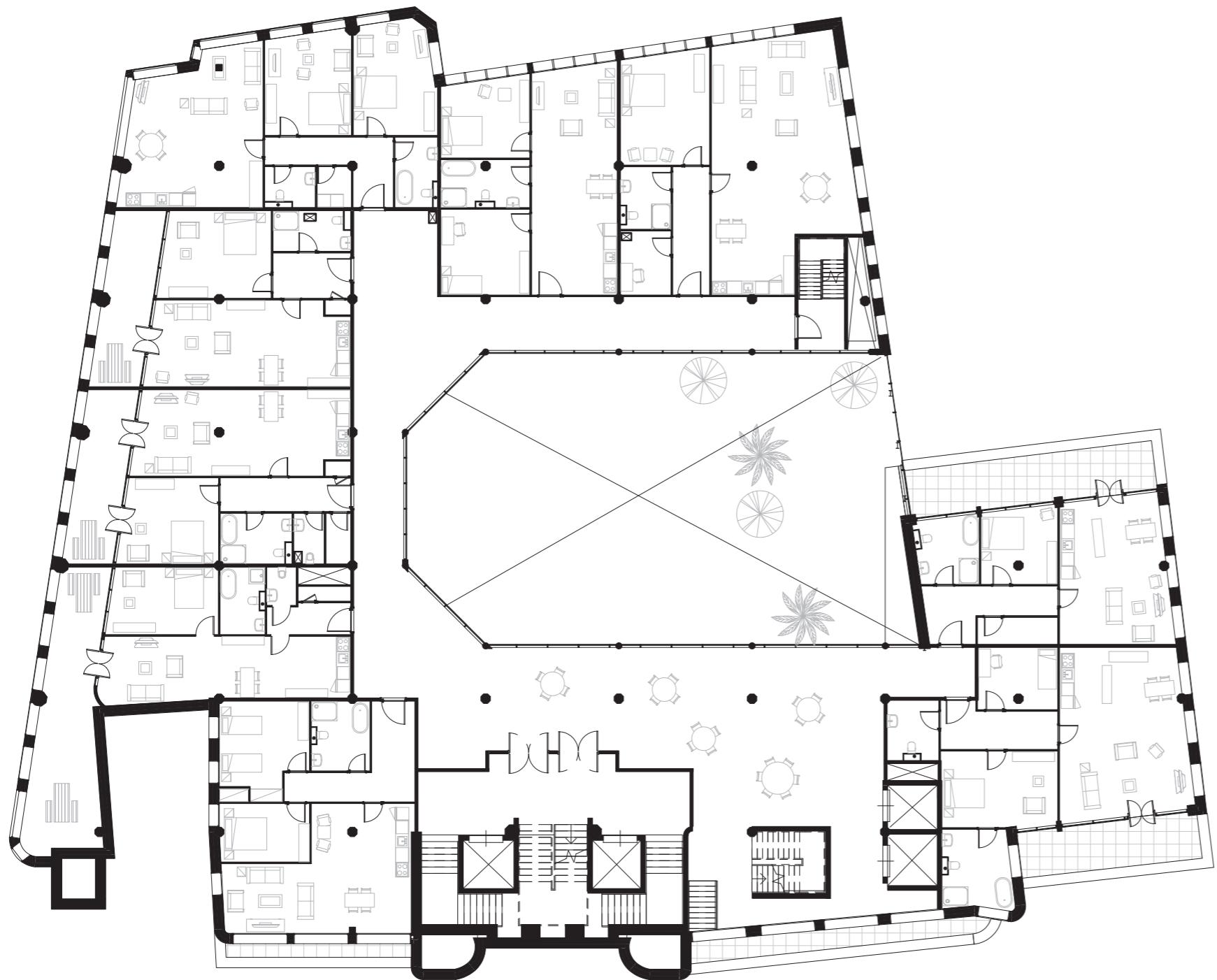


0 5M



Fourth floor

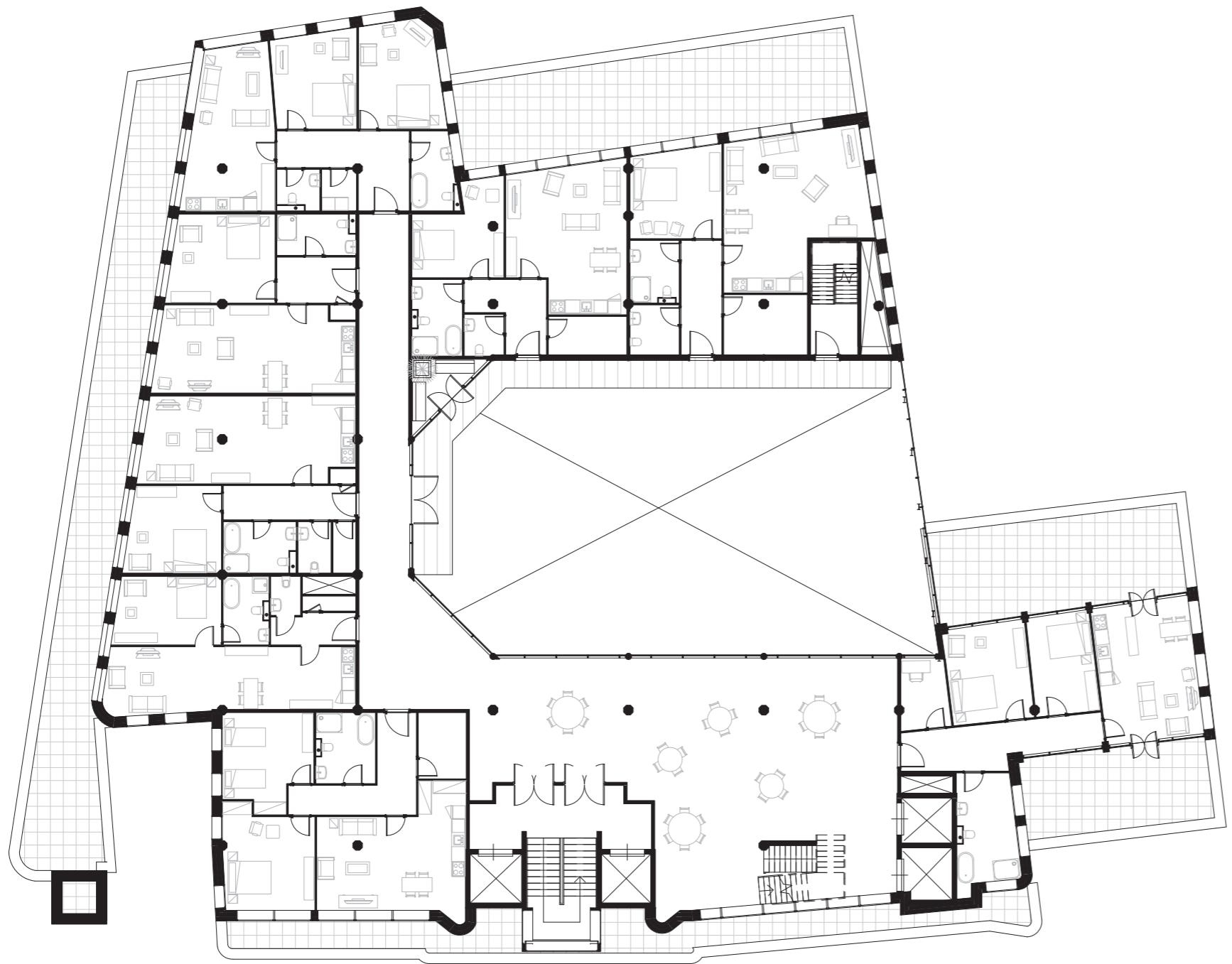




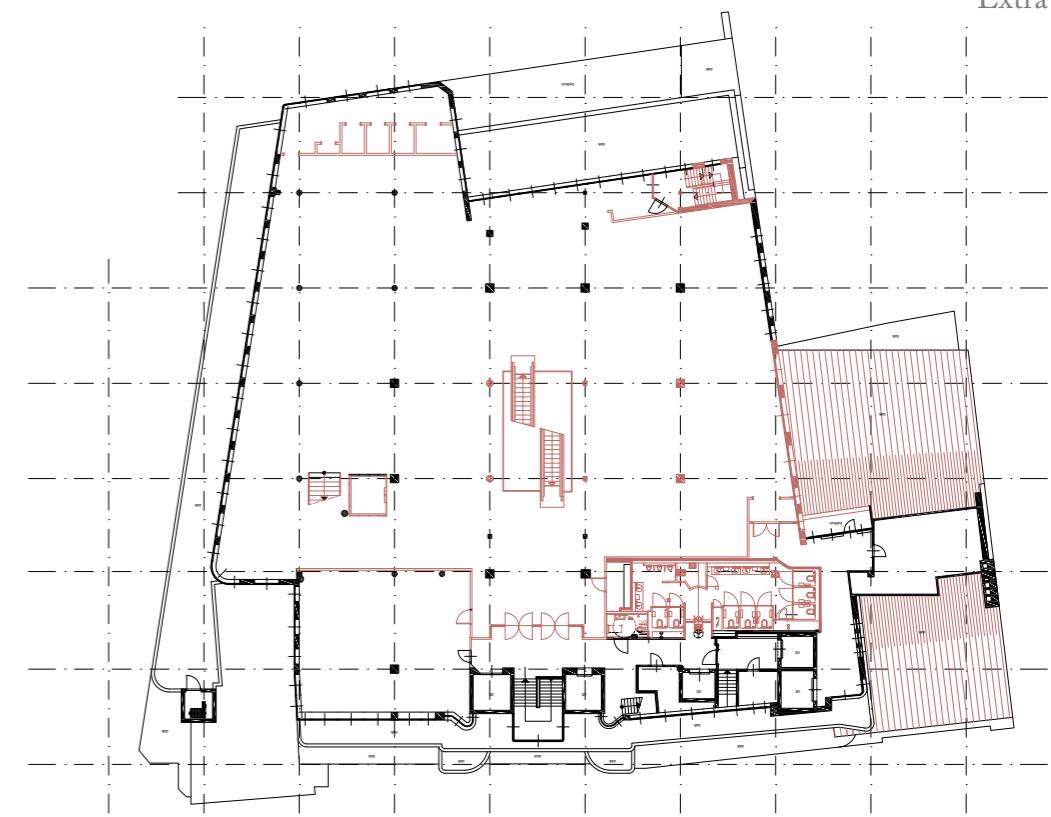
Fifth floor



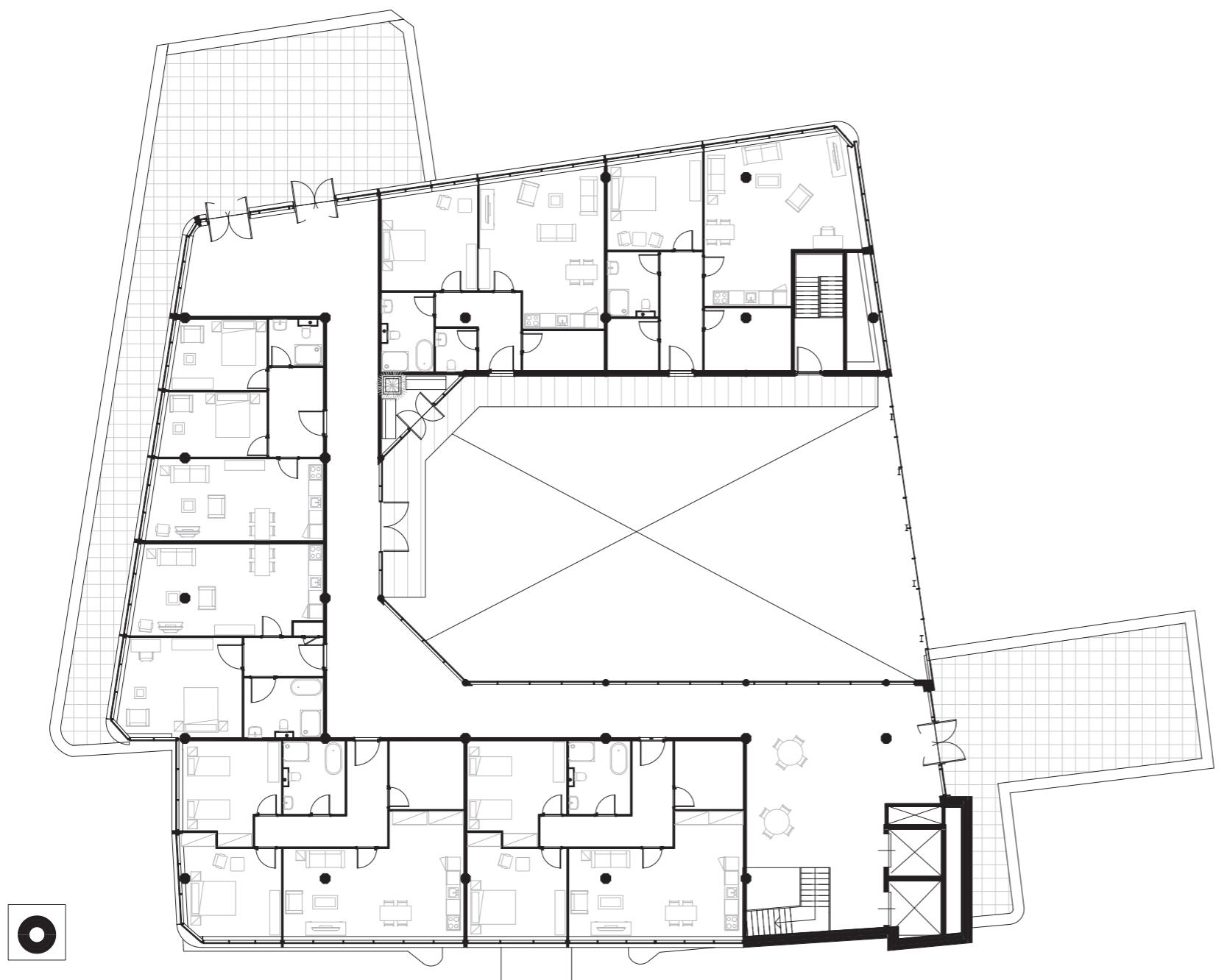
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Sixth floor

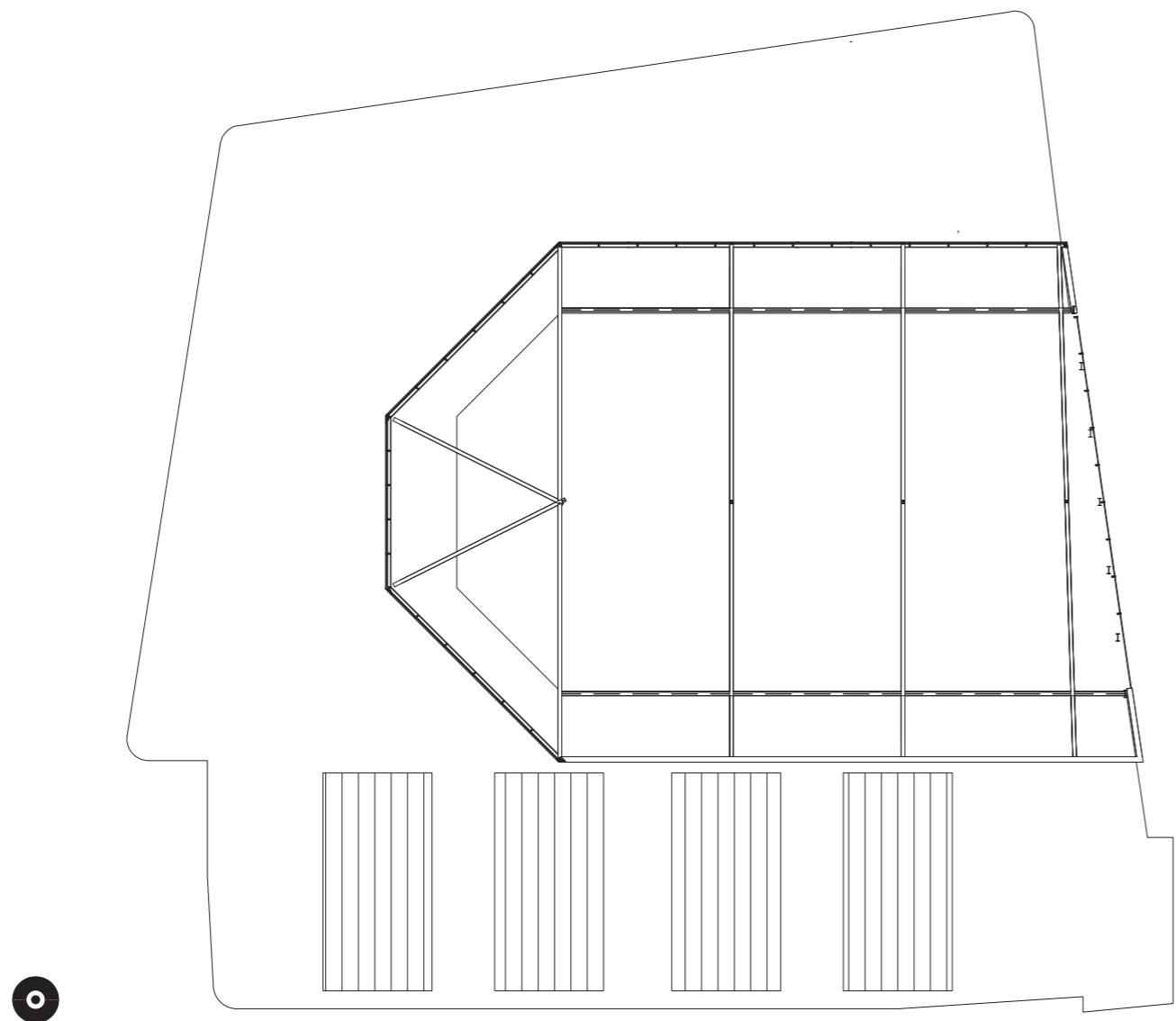


0 5M



Seventh floor

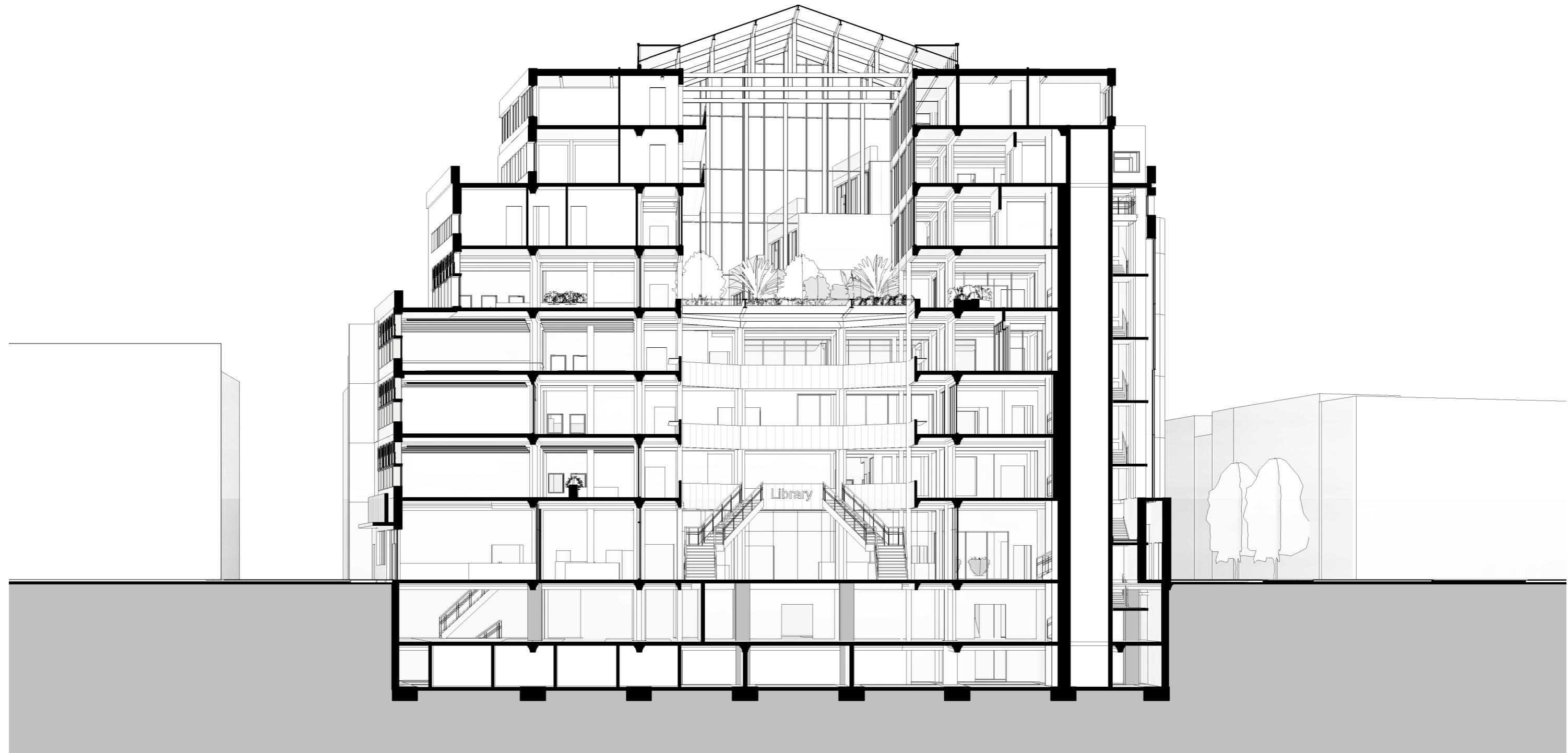


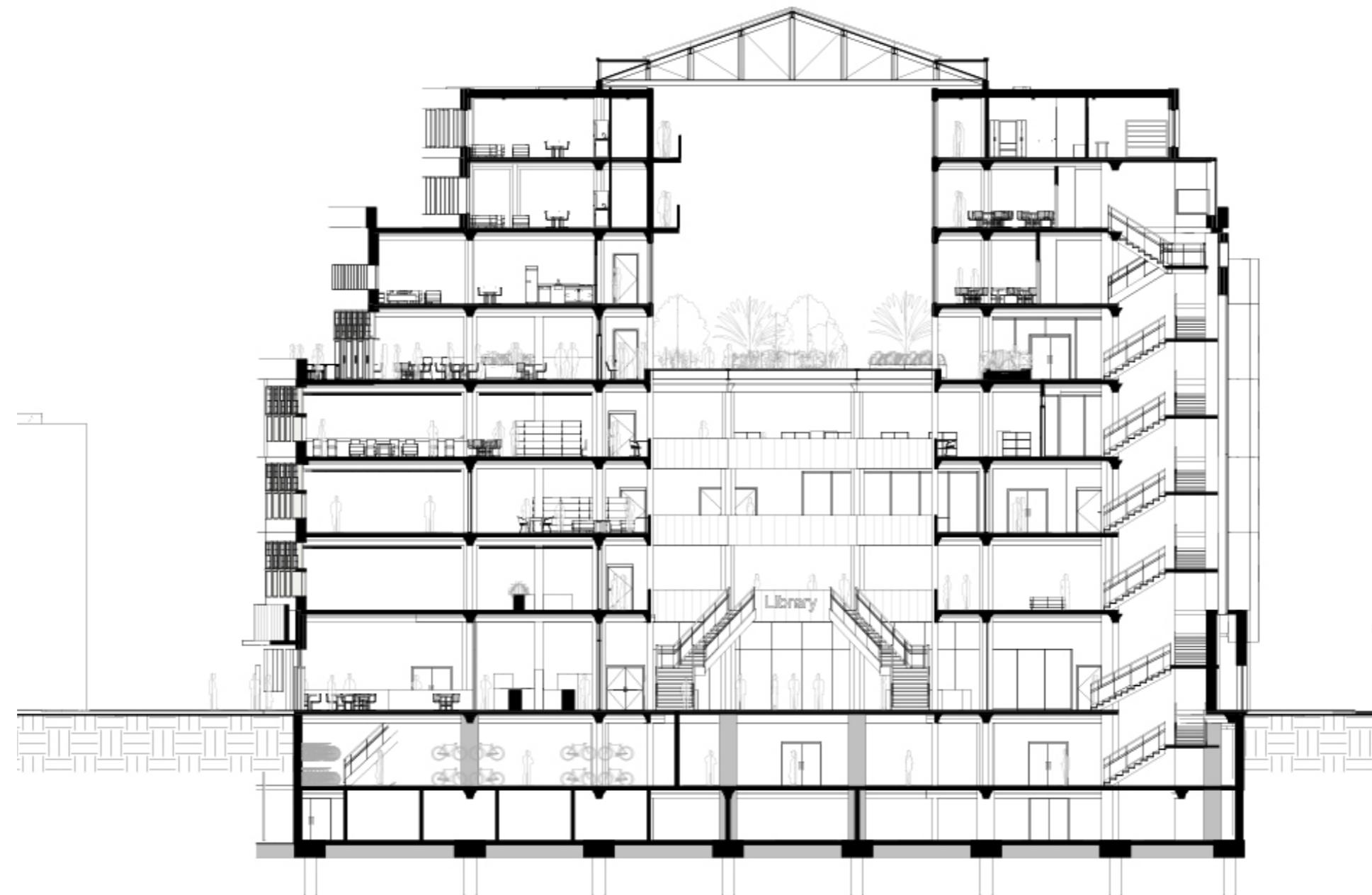


Roof

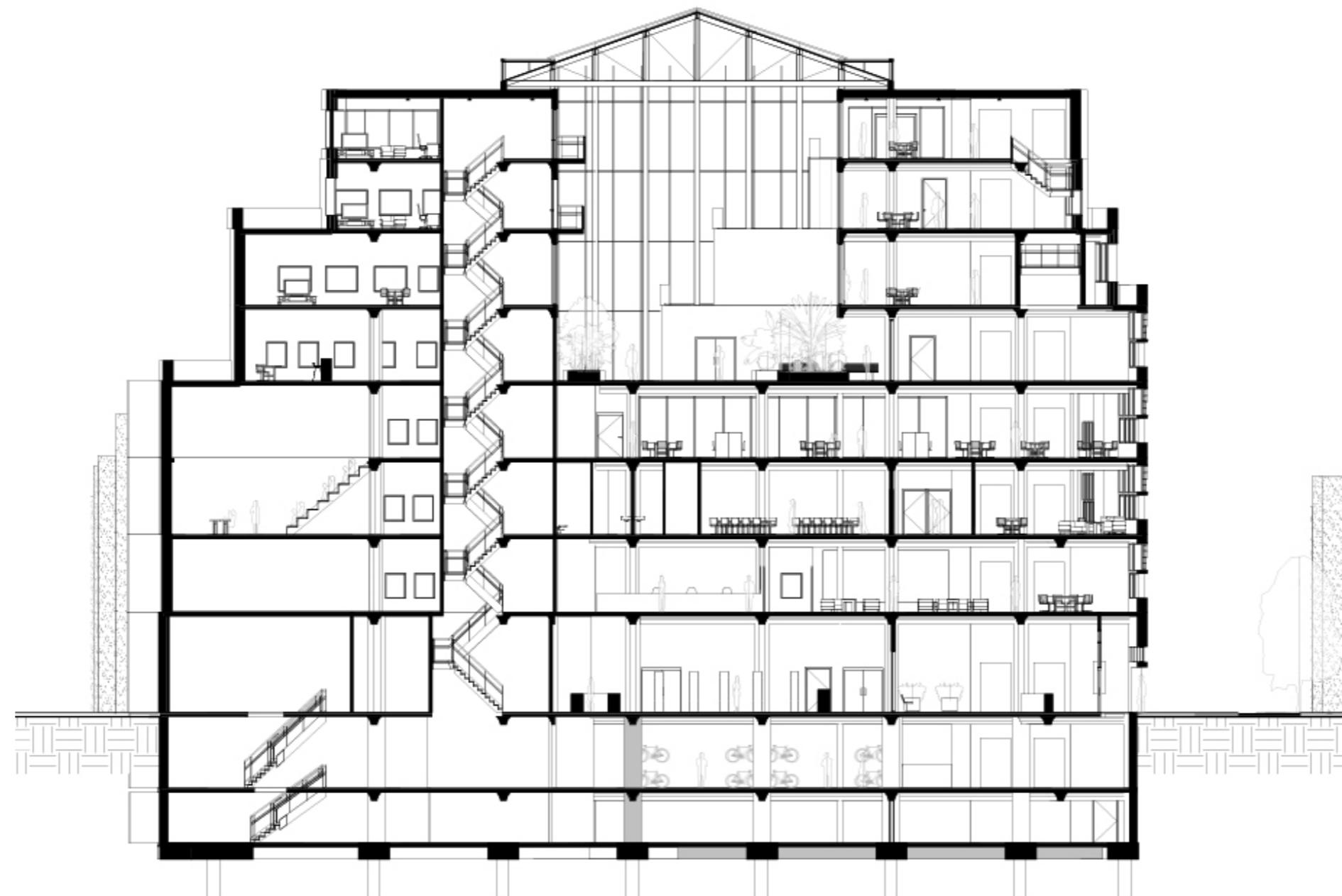


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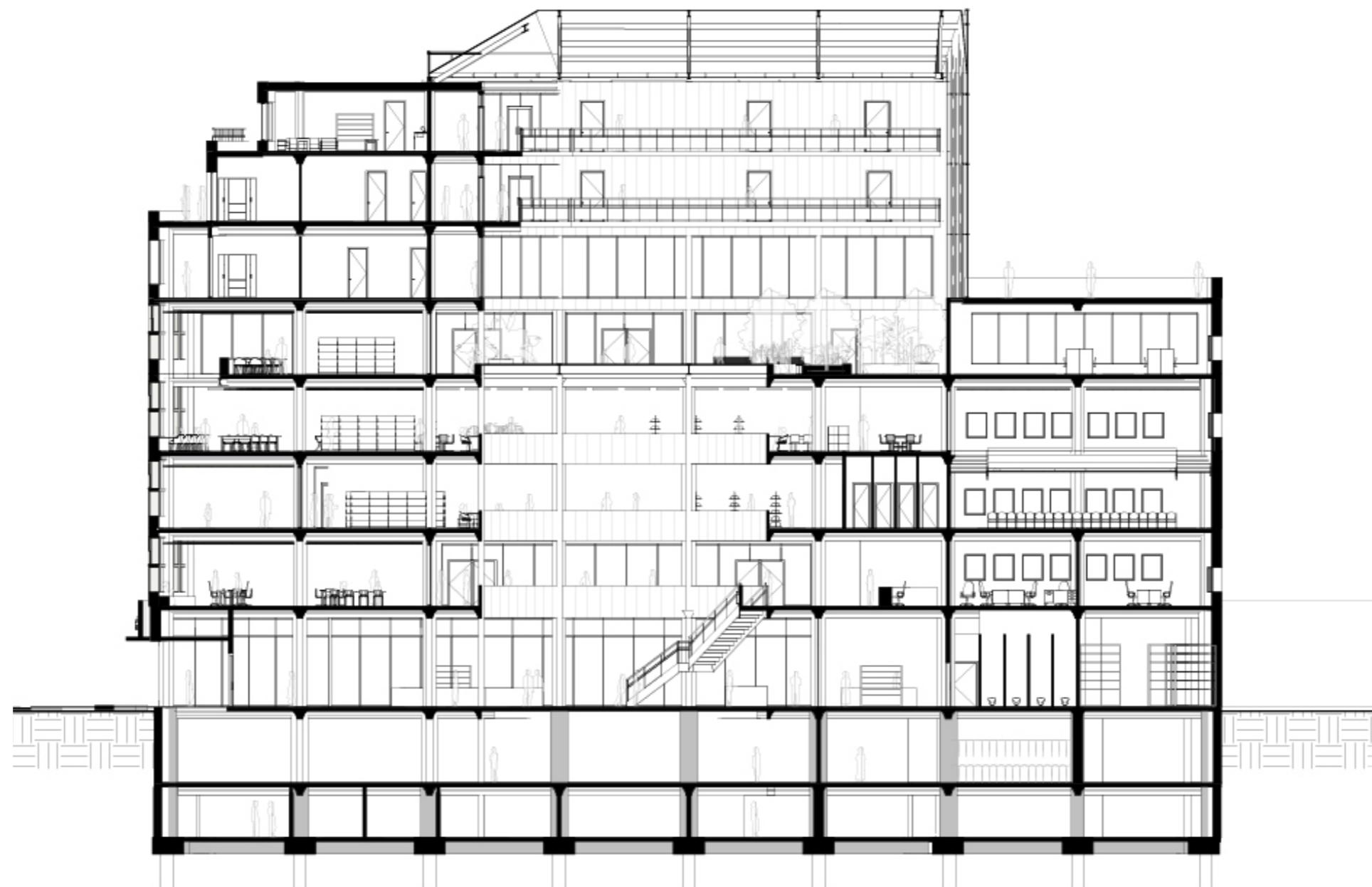




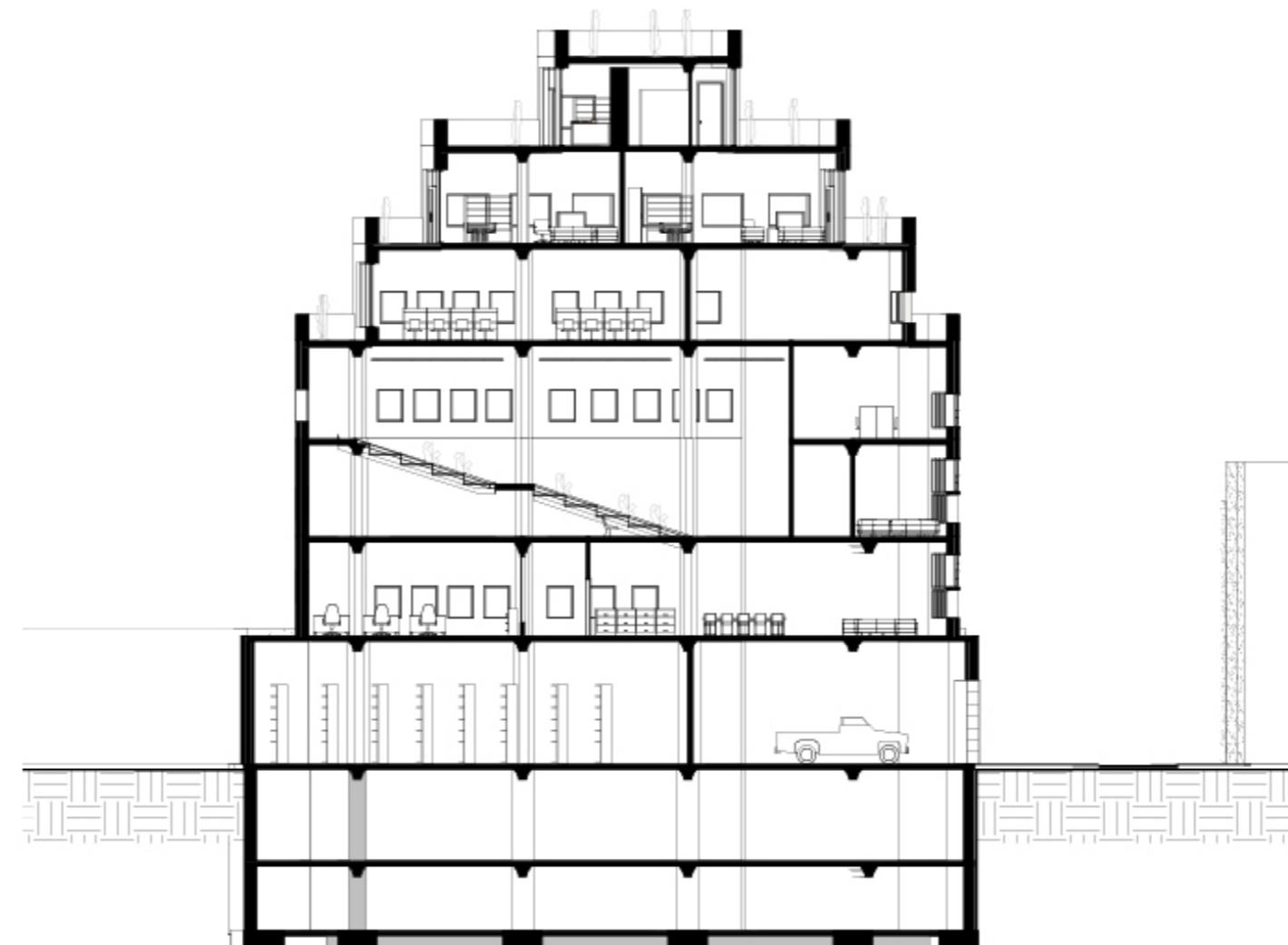
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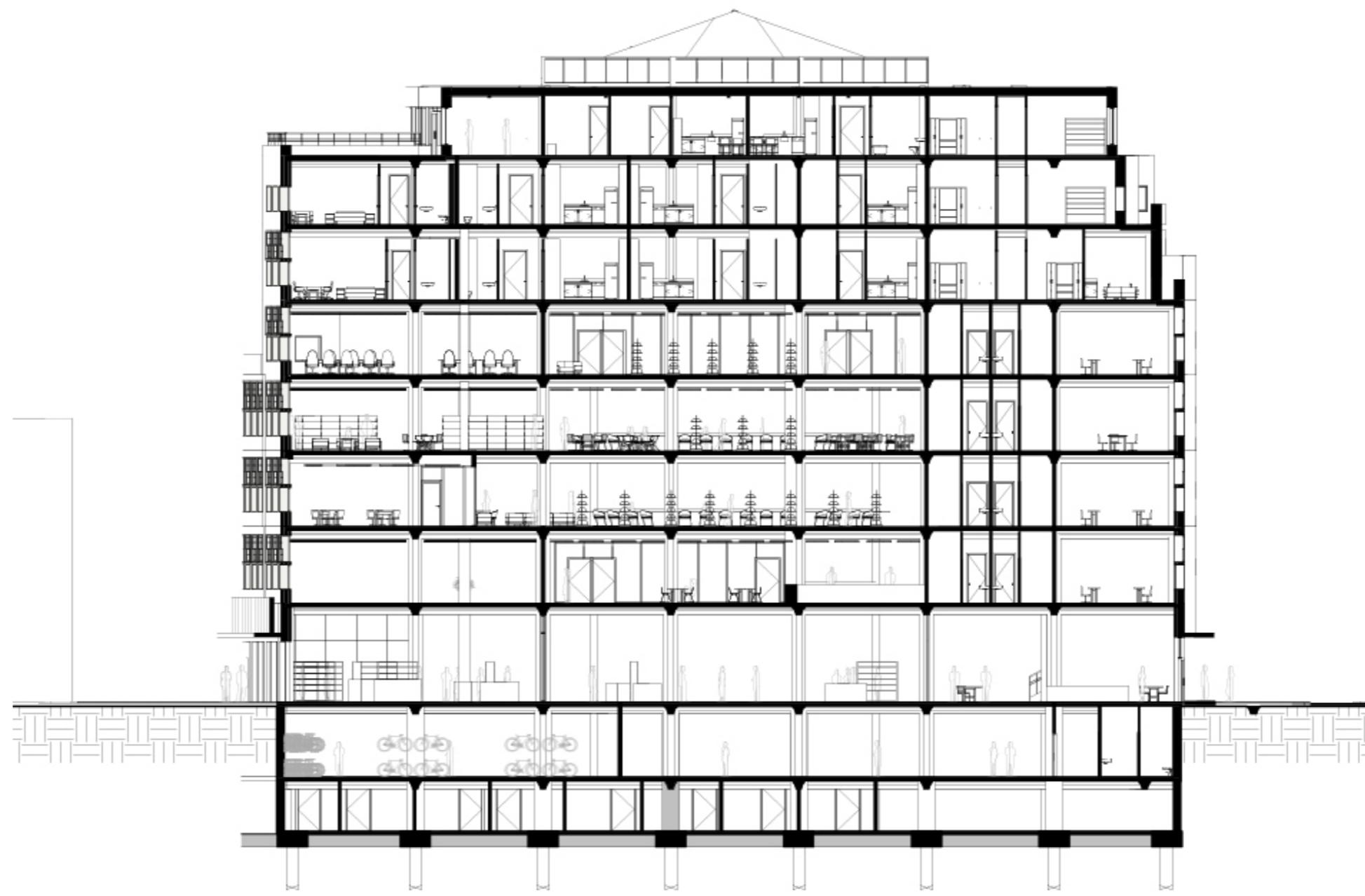
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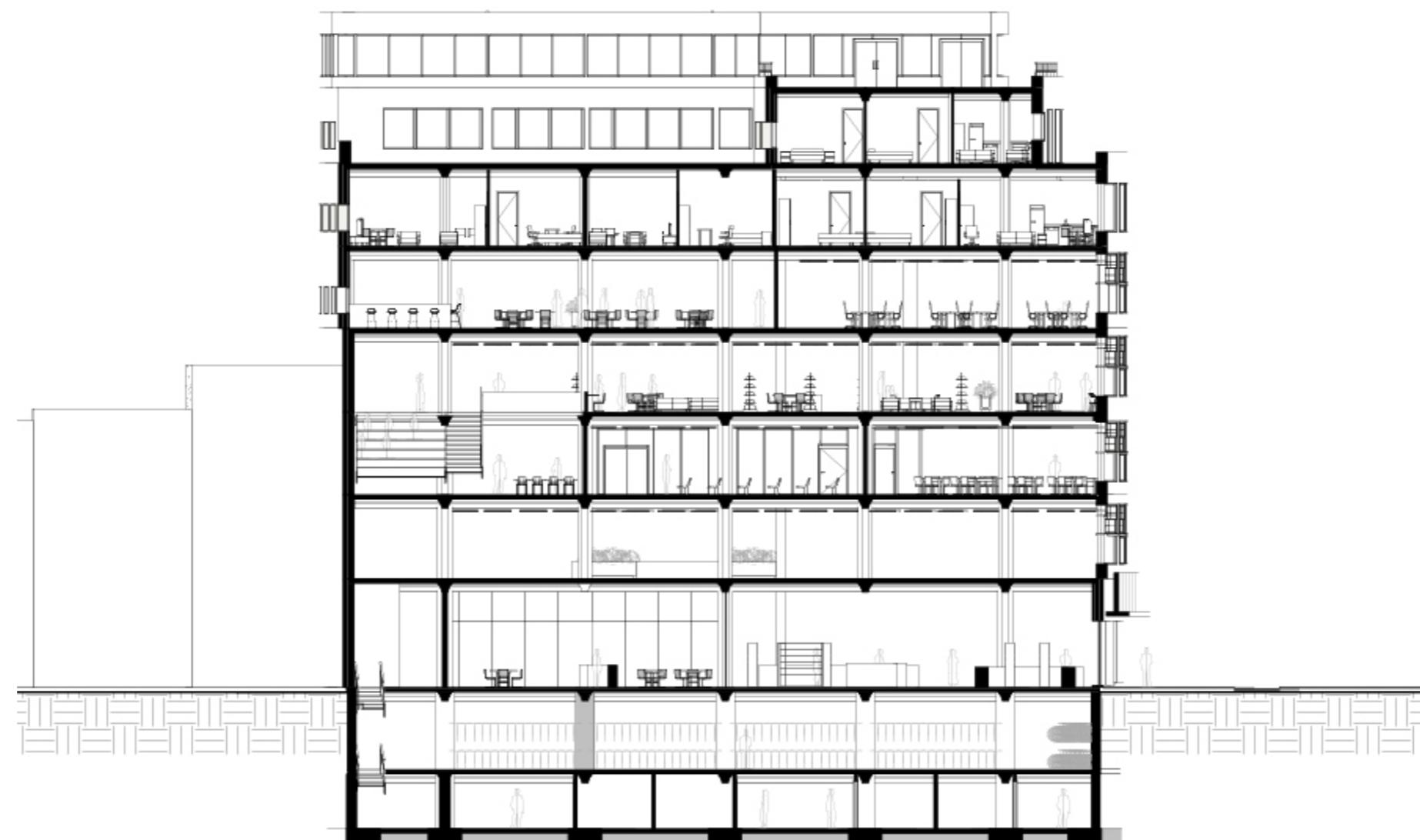
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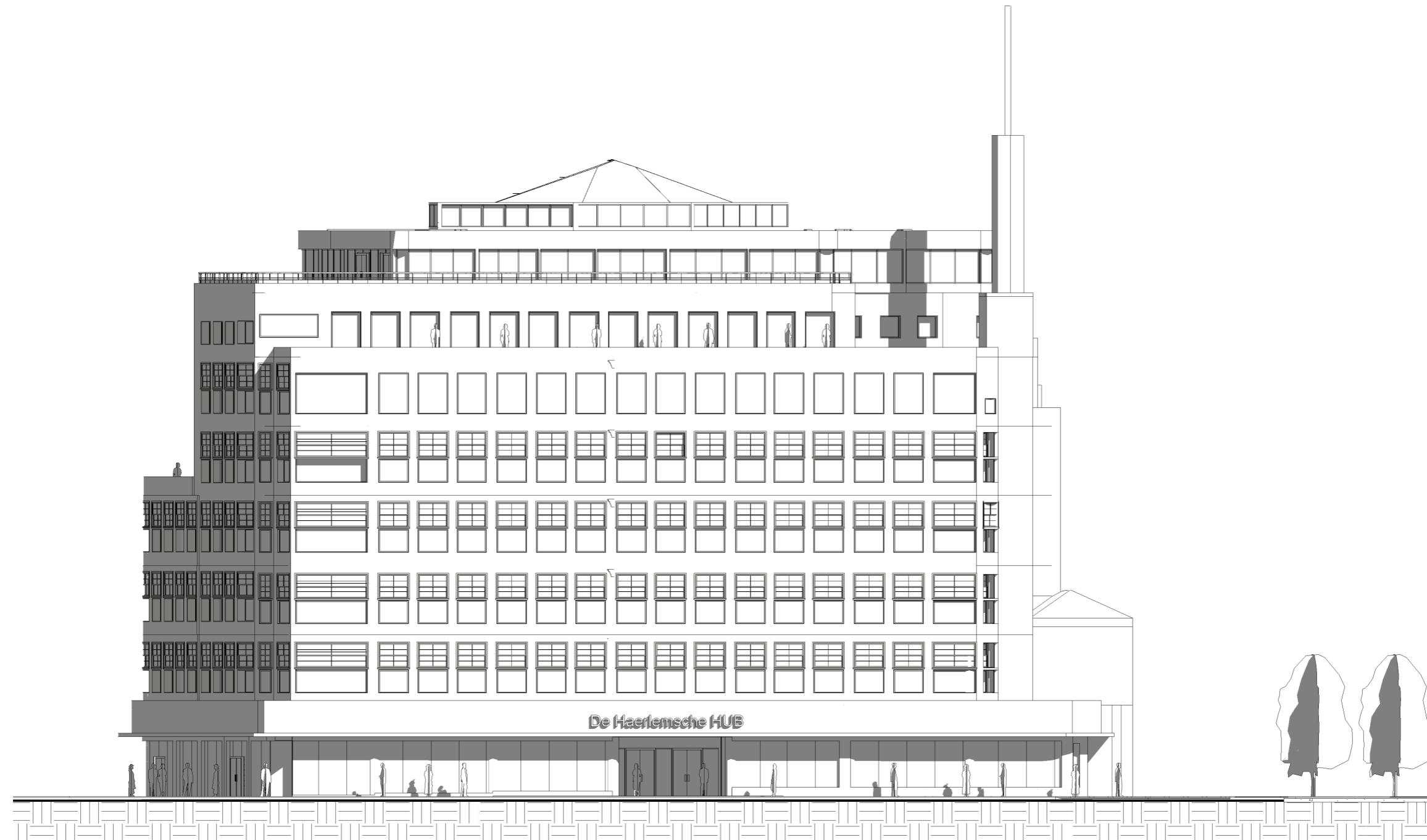
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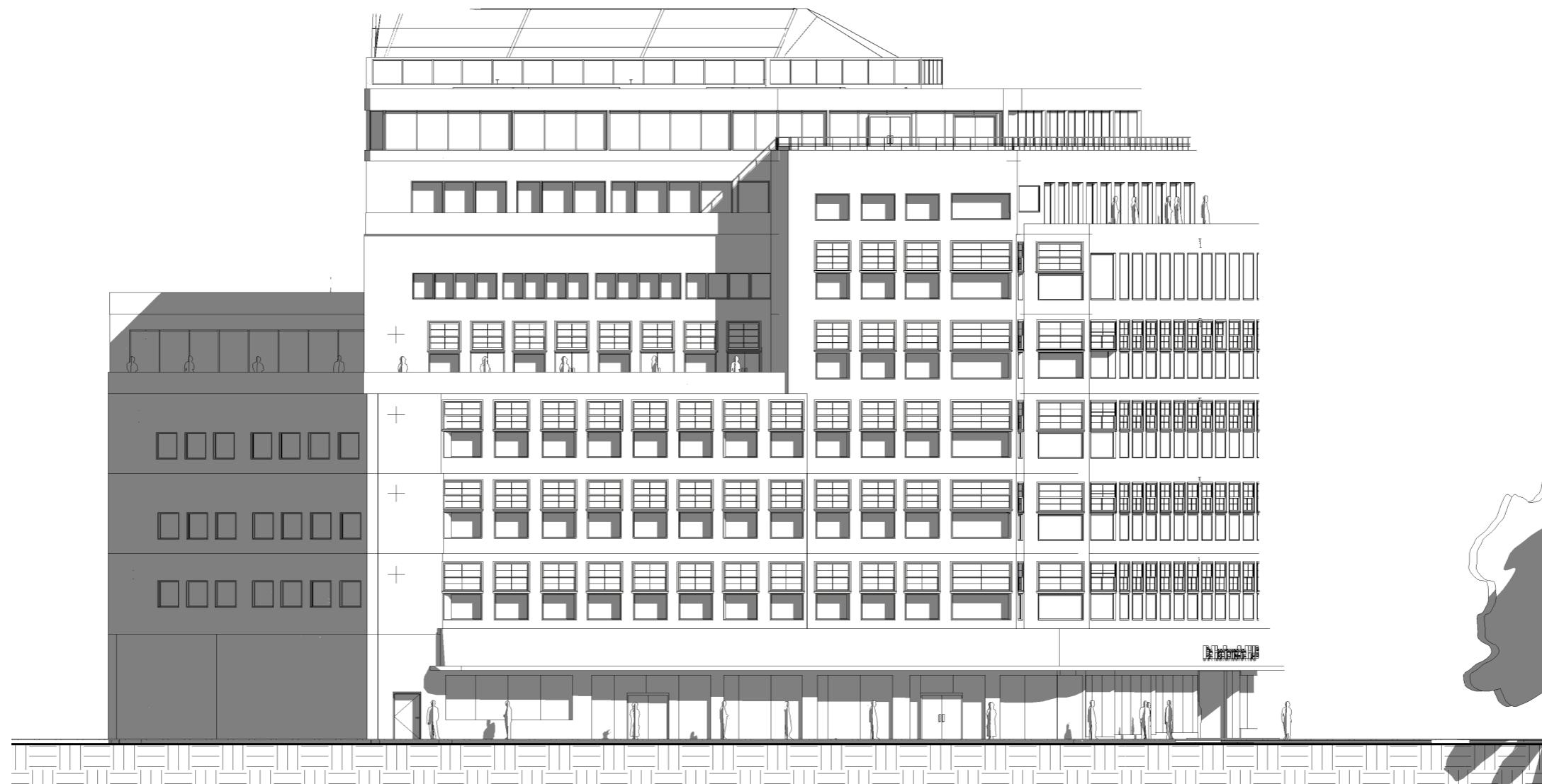
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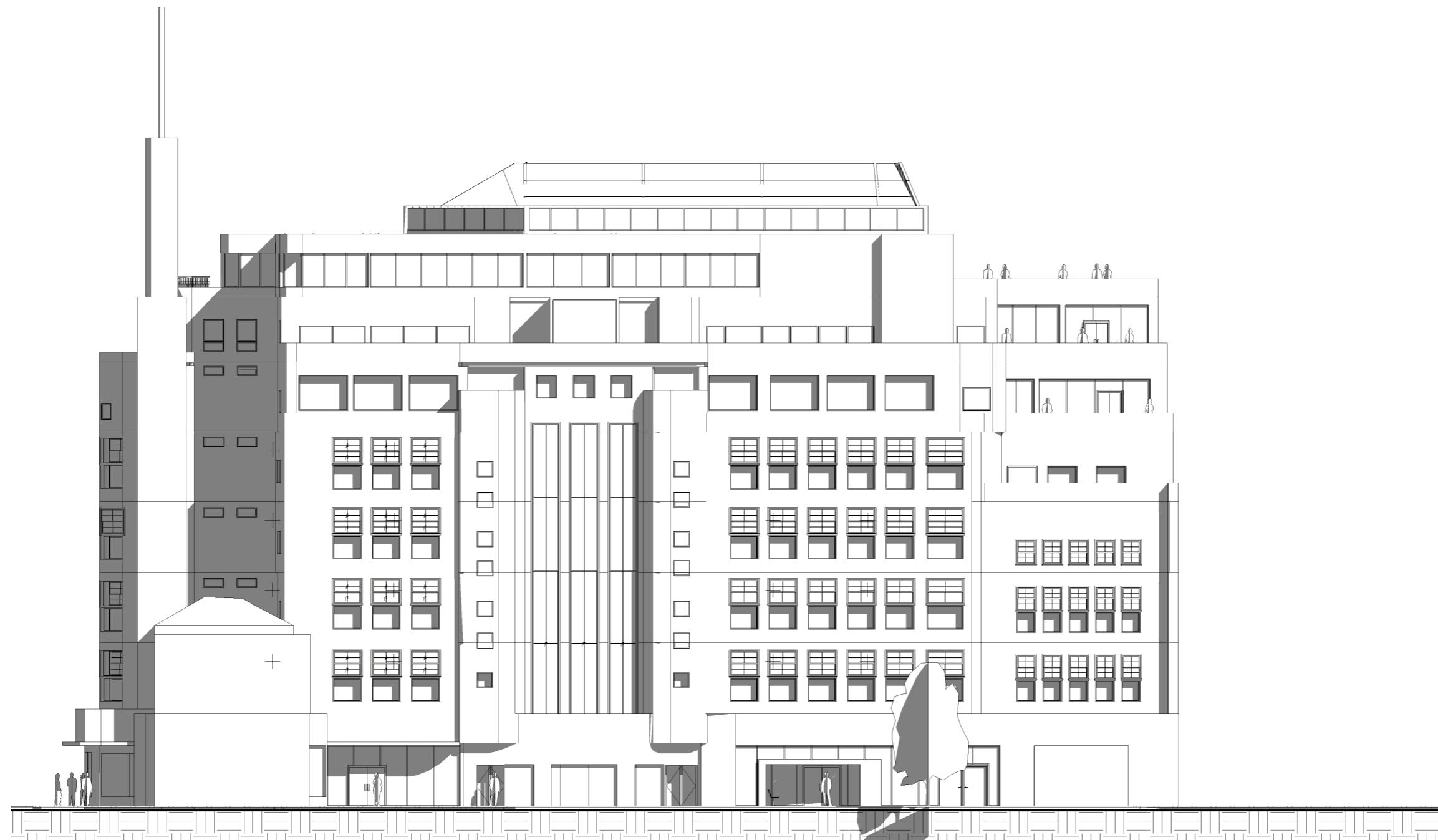
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Verwulft facade

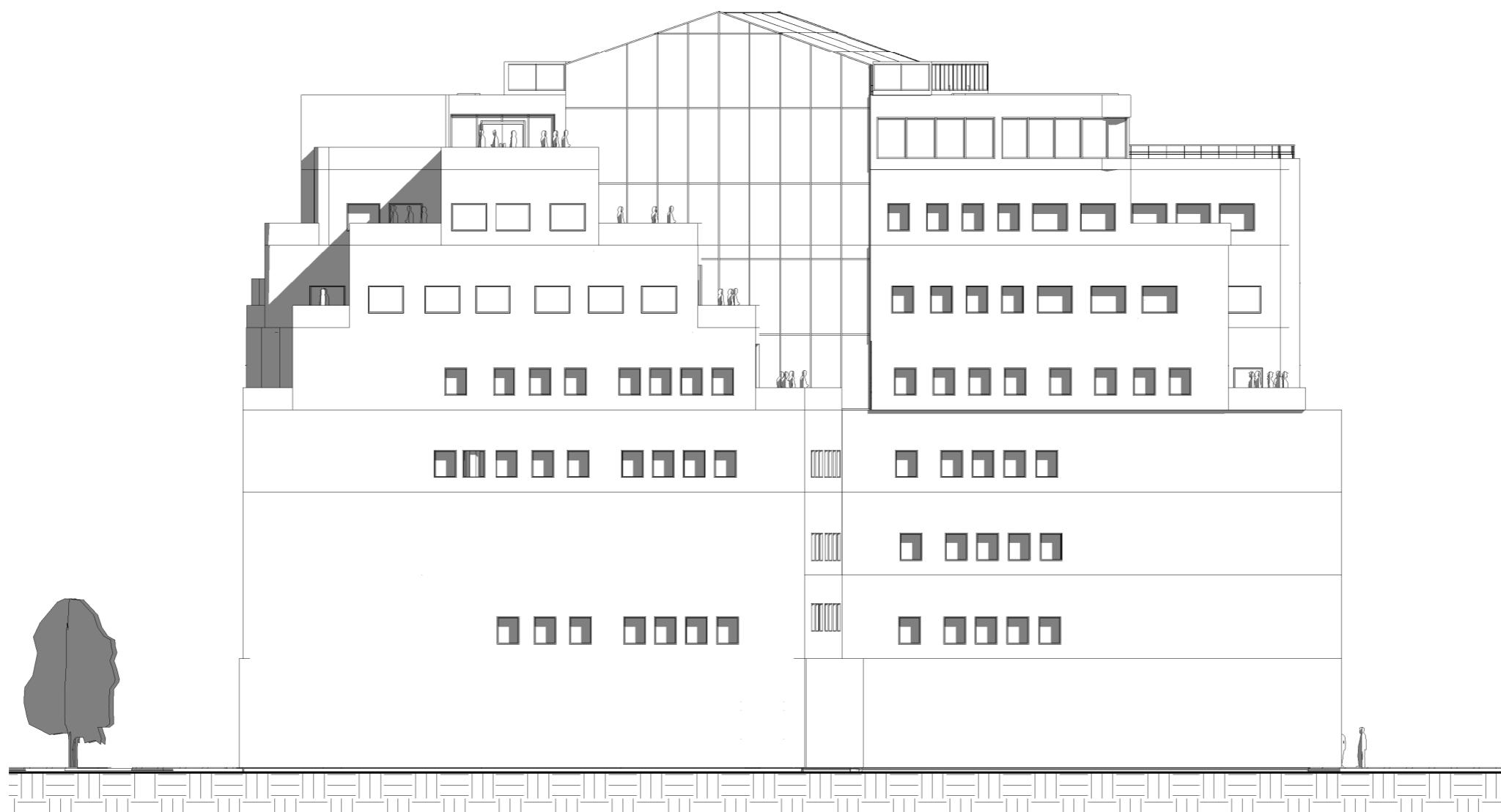


Grote Houtstraat facade



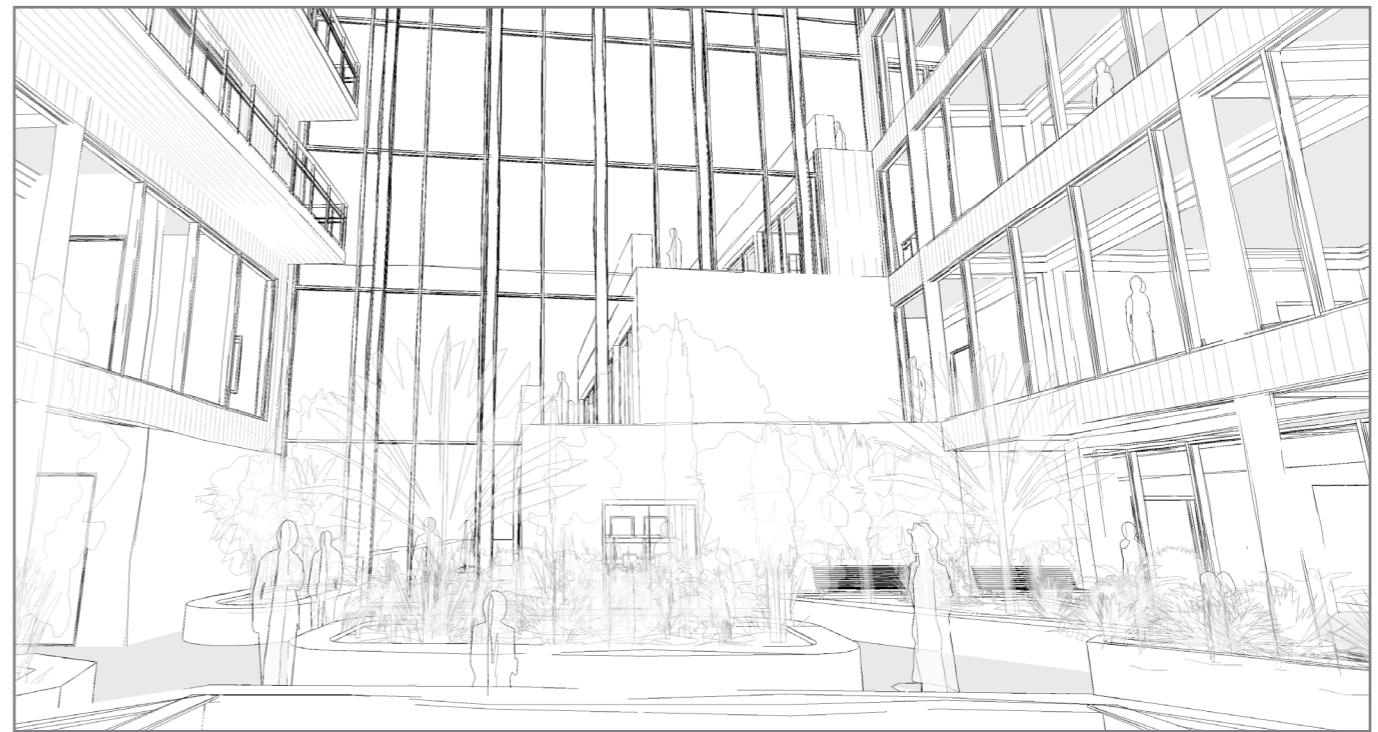
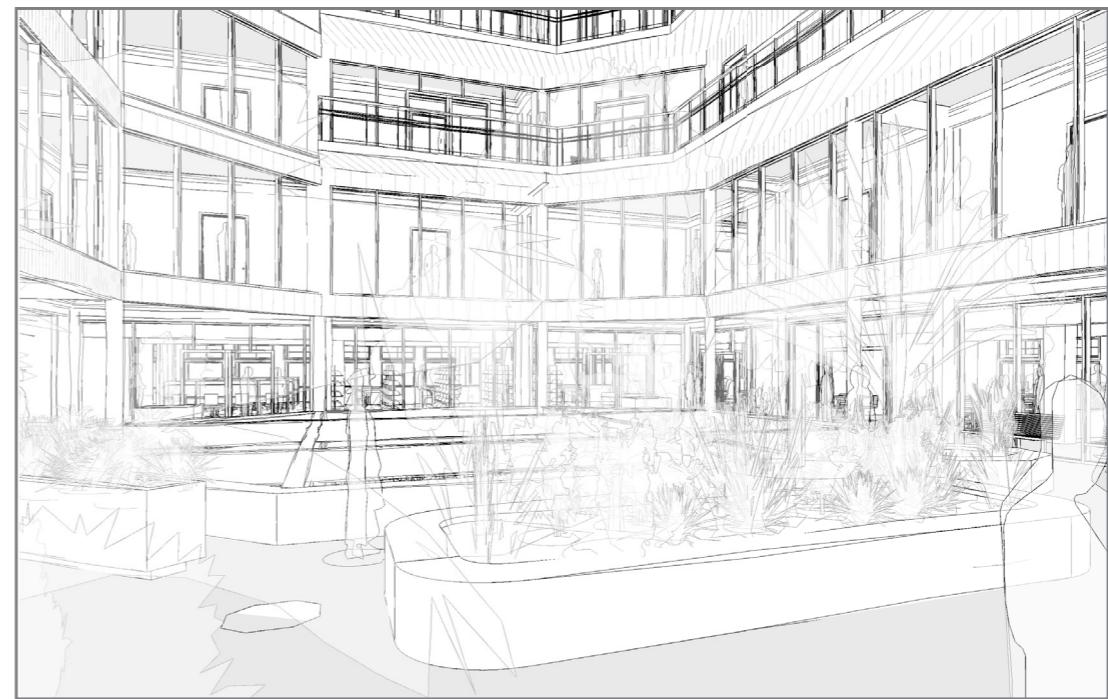
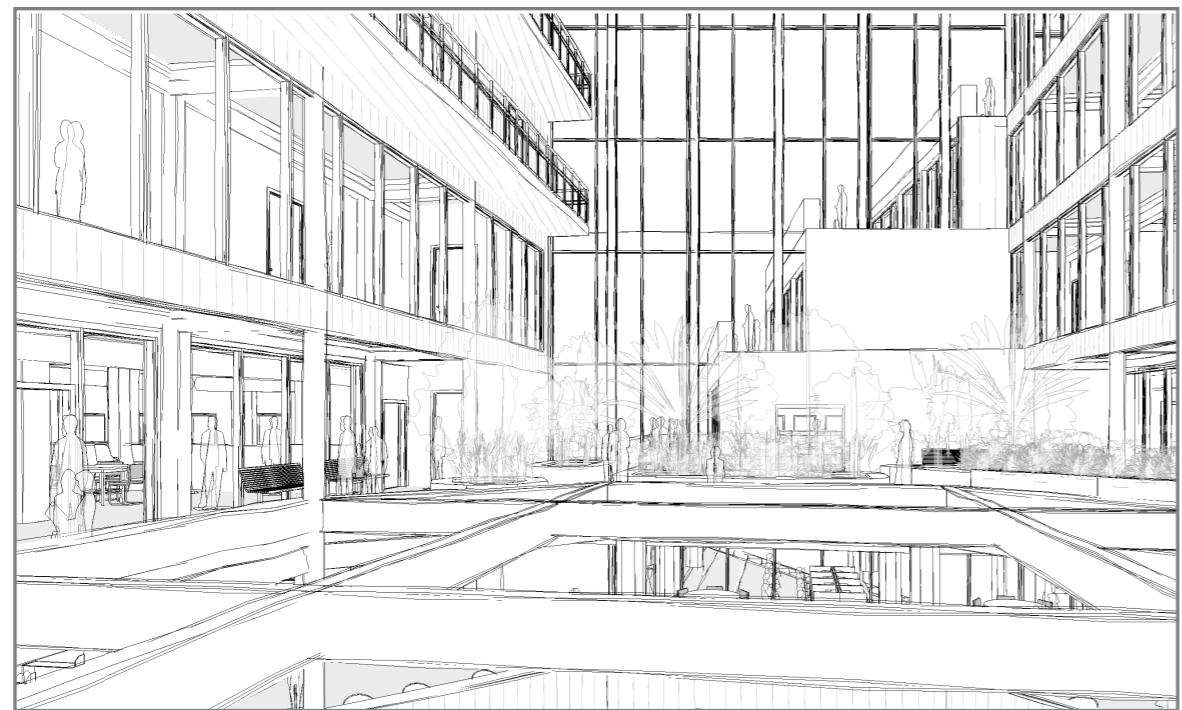
Gierstraat facade

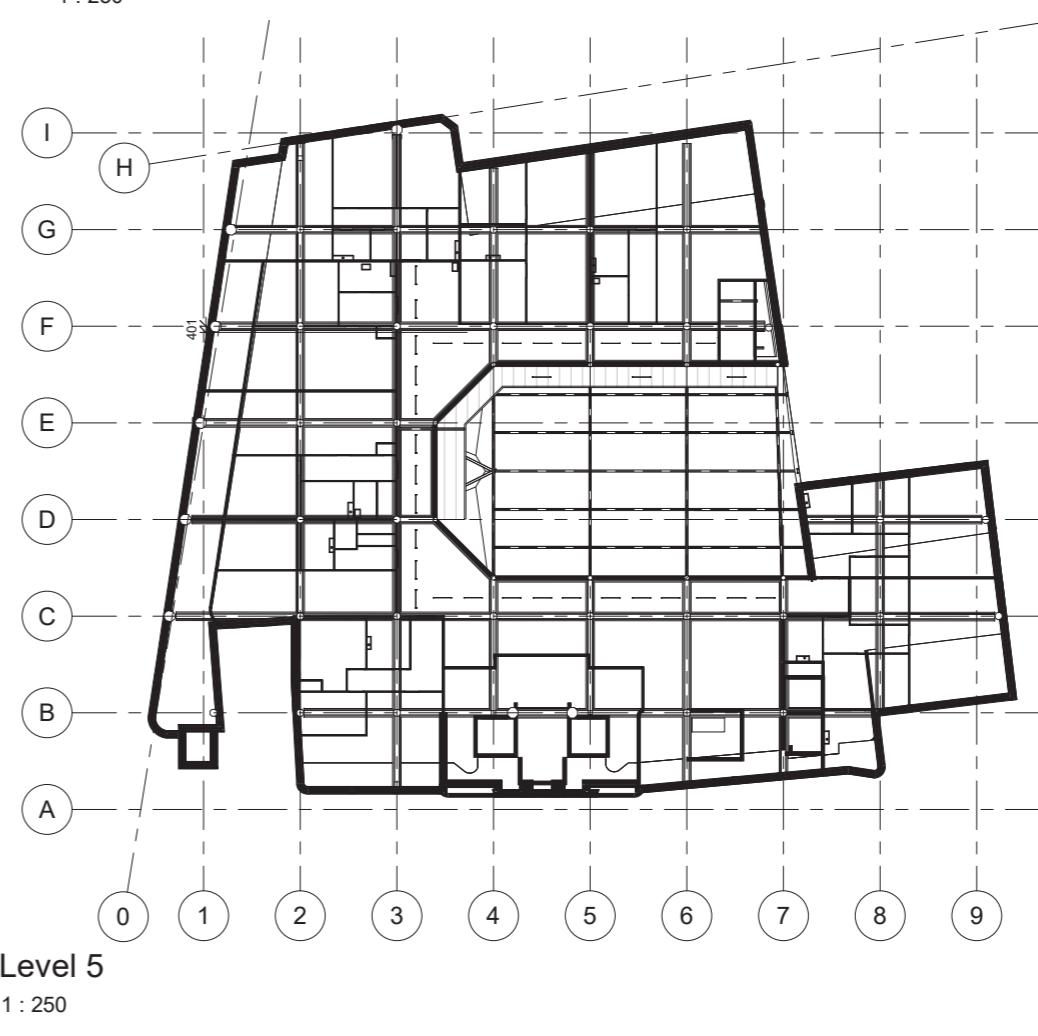
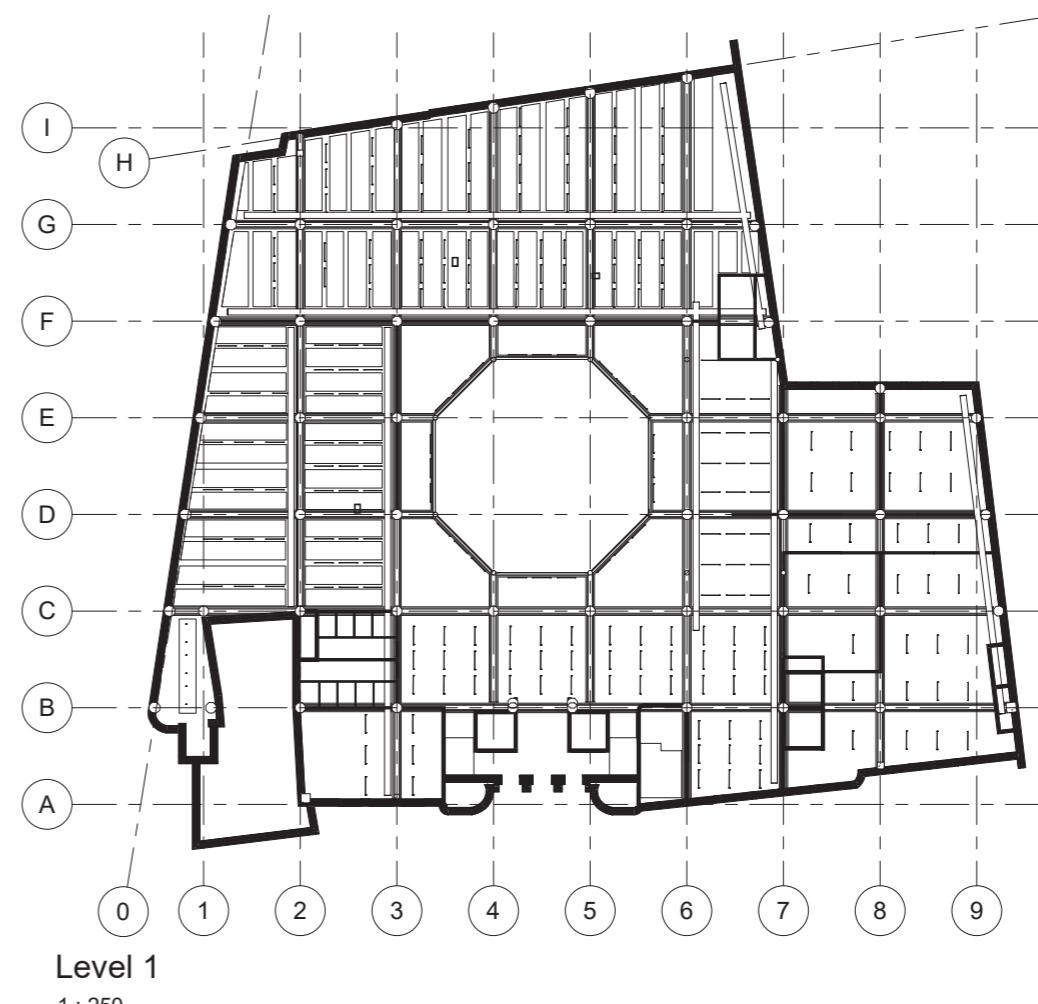
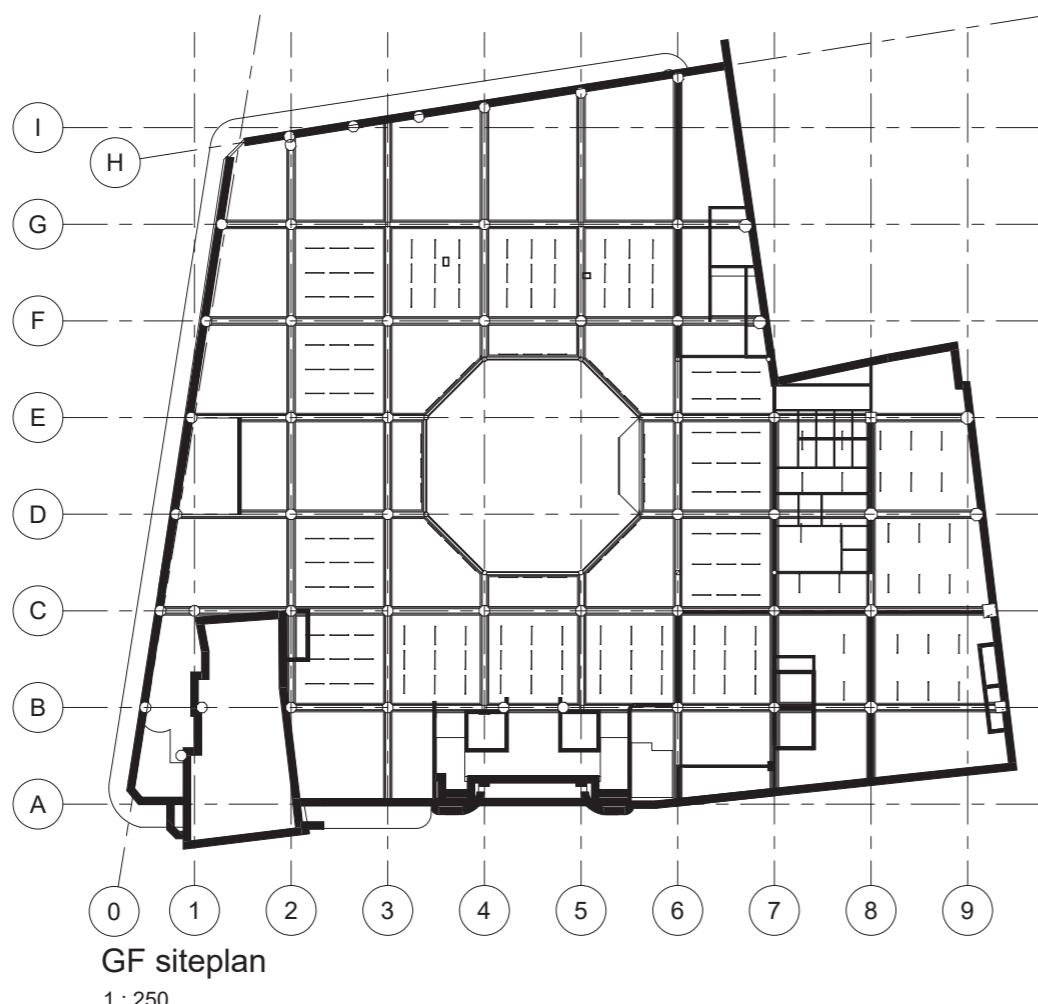
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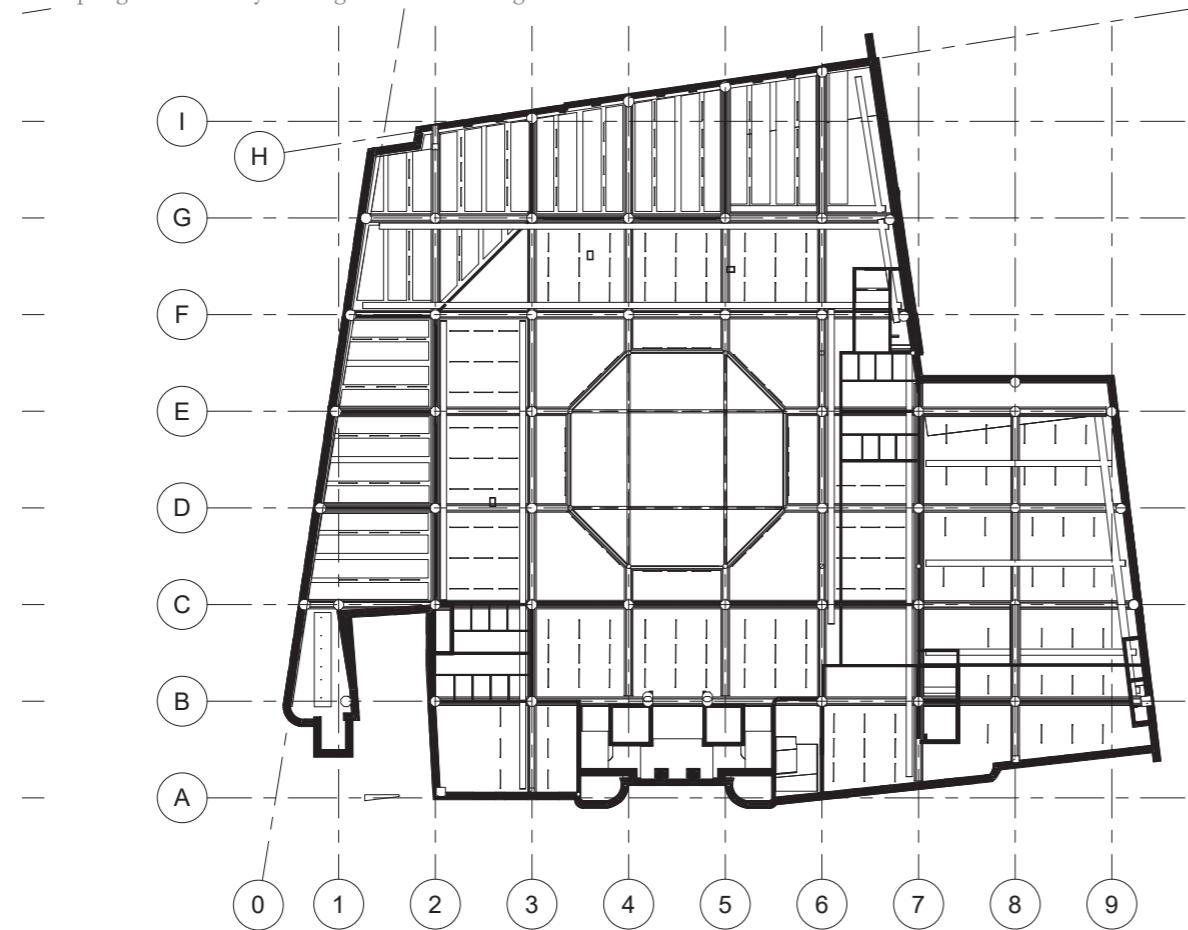


South facade

0 5M

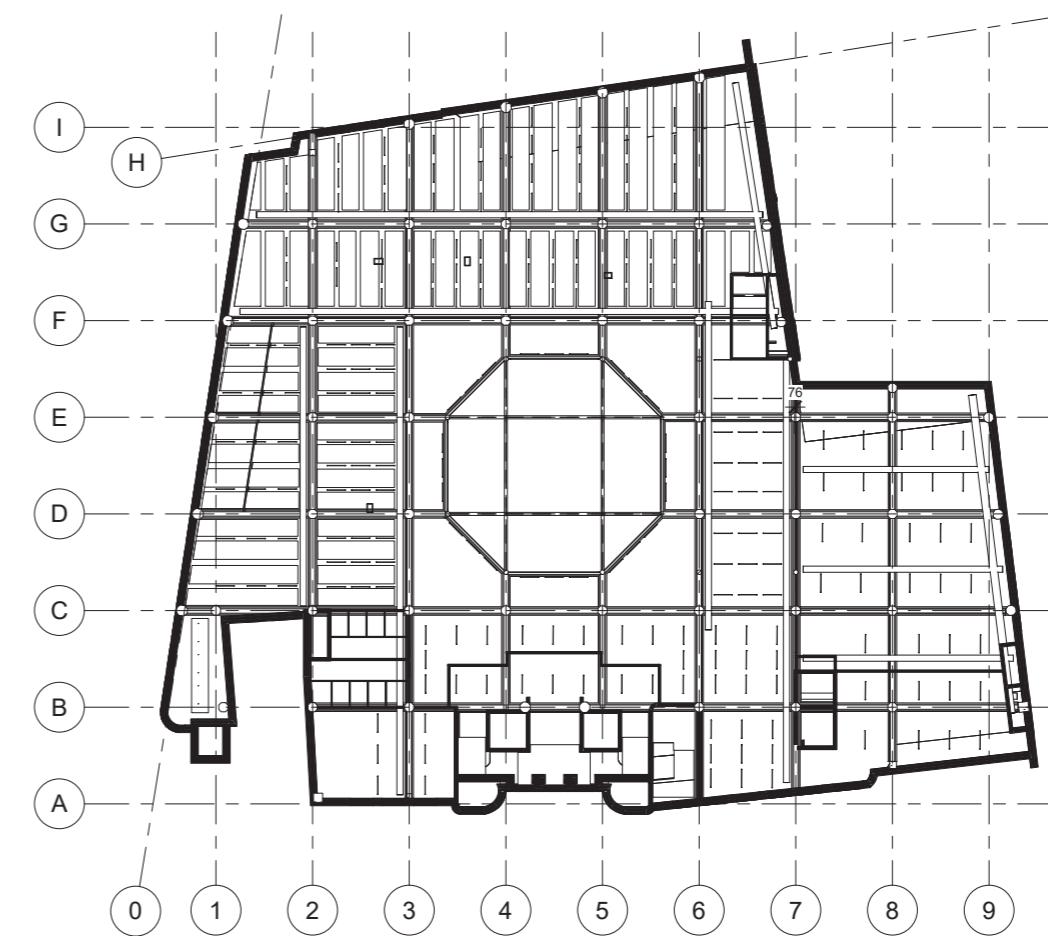






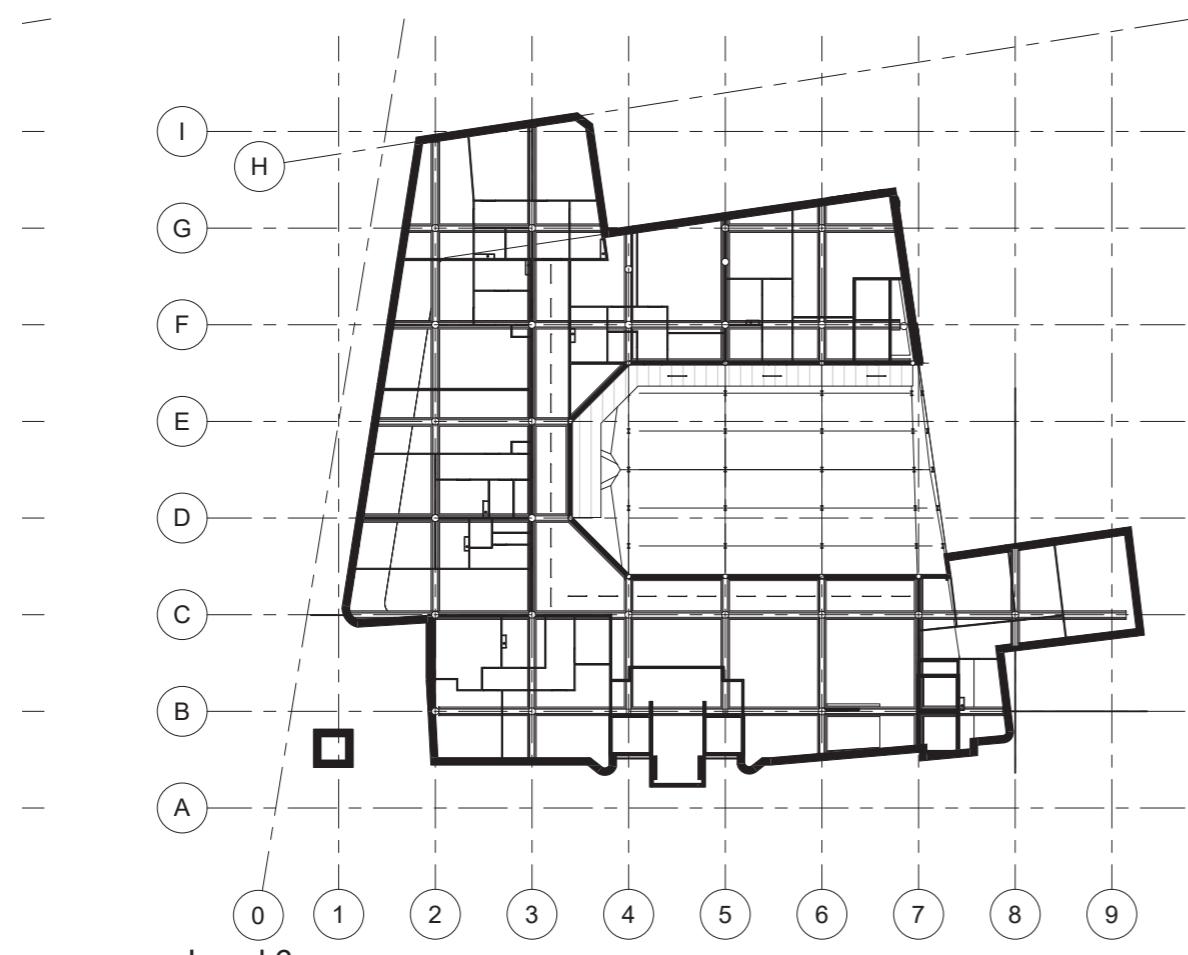
Level 2

1 : 250



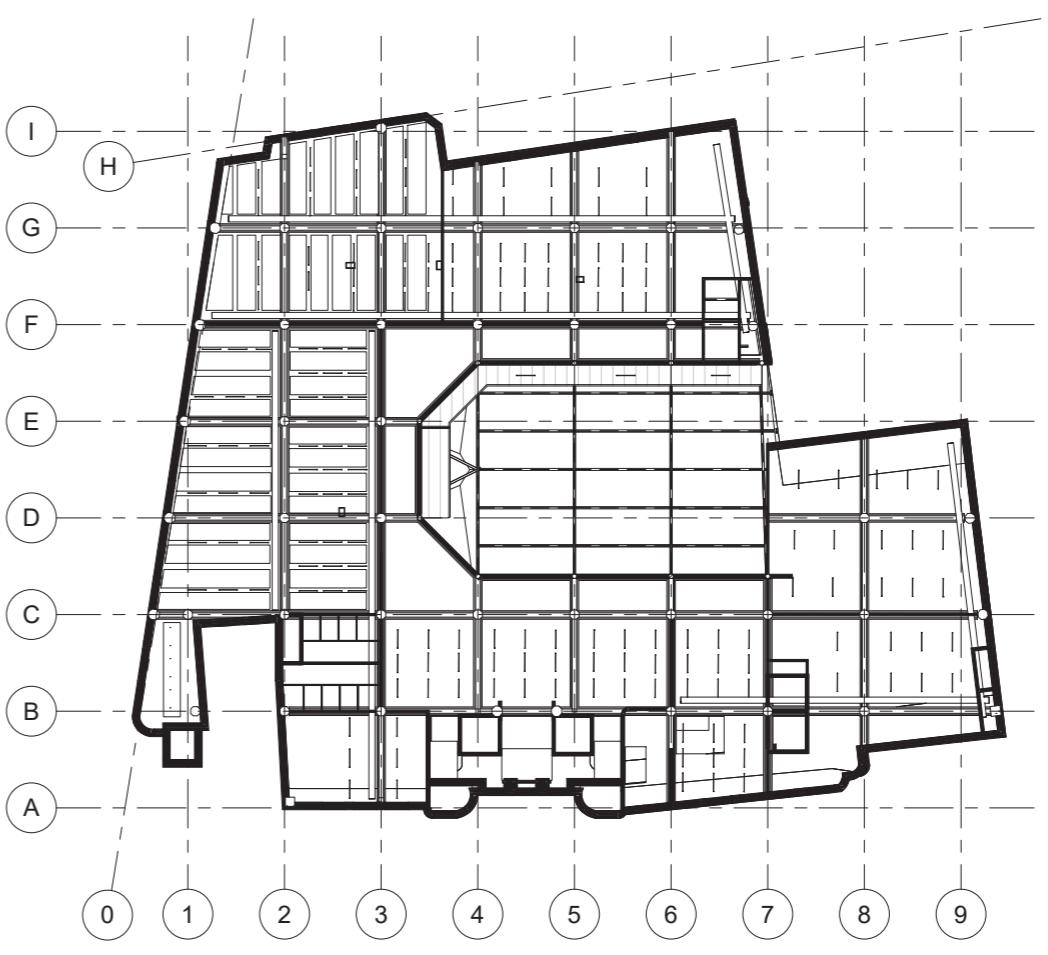
Level 3

1 : 250



Level 6

1 : 250



Level 4

1 : 250

