

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

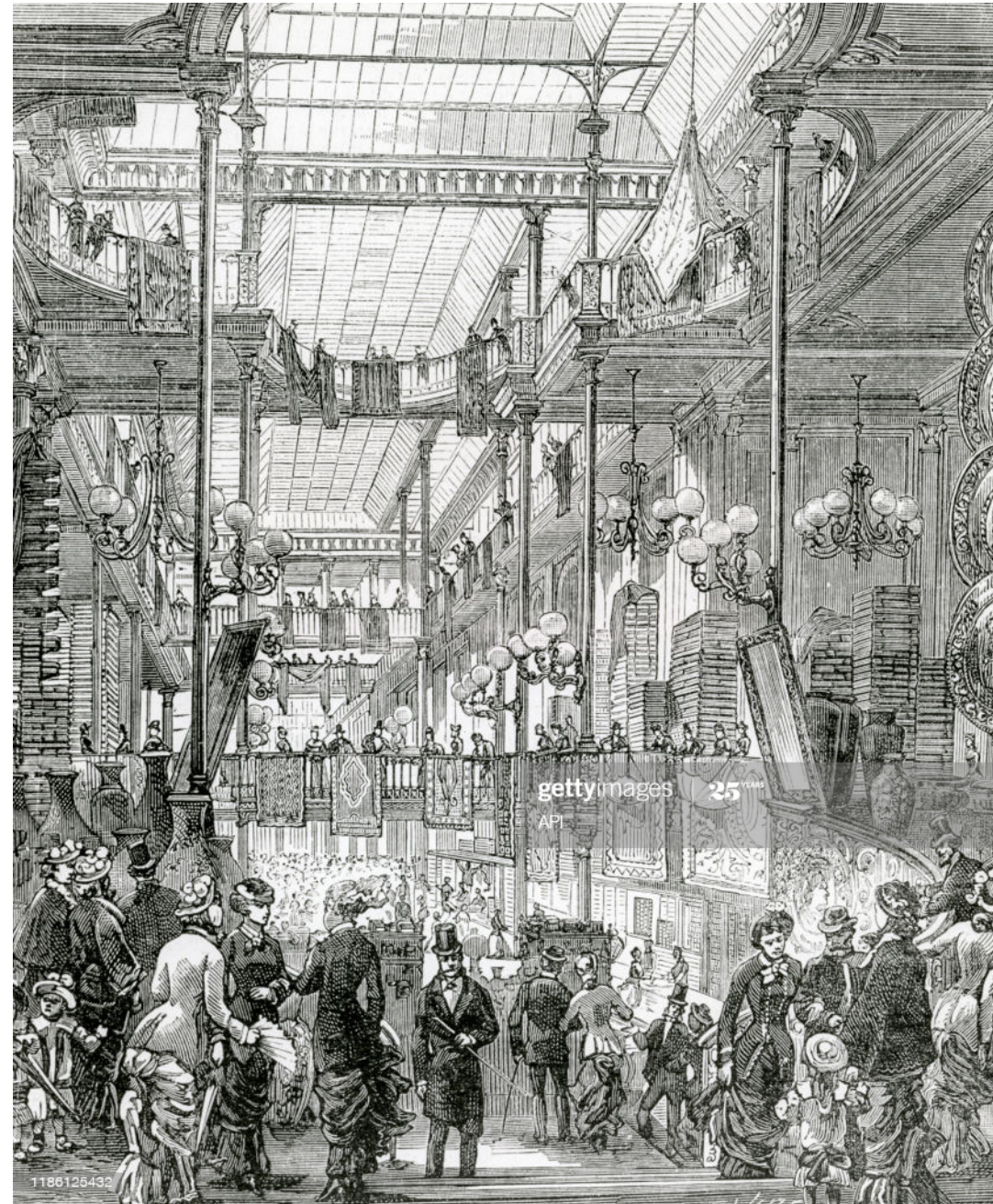
4. Design

5. Conclusion

1. INTRODUCTION

The Rise of Department Store

Le Bon Marché



Grand Magasin Au Bon marche in Paris, 1880
Source: Beekun & 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

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%26D_in_Utrecht_na_faillissement_\(2\).jpeg](https://nl.wikipedia.org/wiki/Bestand:Gesloten_V%26D_in_Utrecht_na_faillissement_(2).jpeg)

2. RESEARCH

SBT Research

City Centre



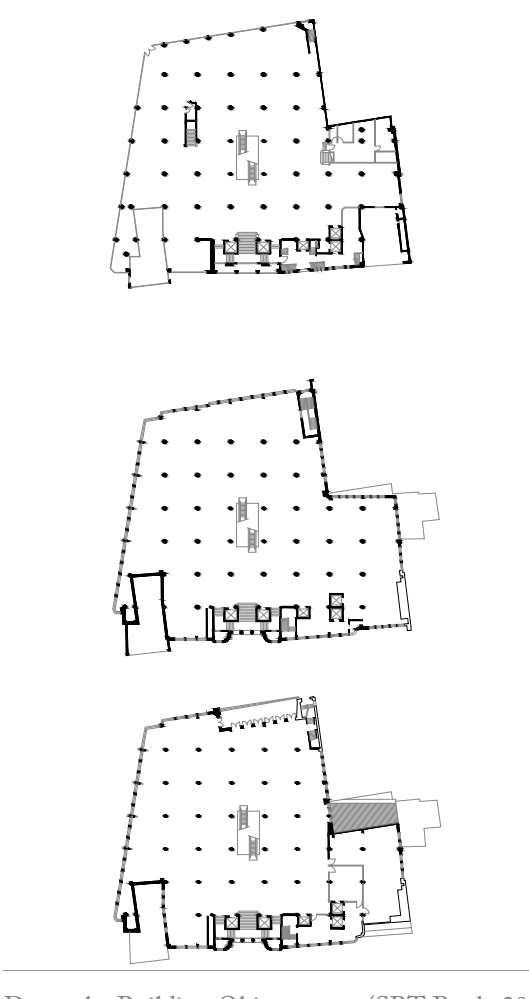
Drawn by City Scale group (SBT Book, 2021)

Urban Block



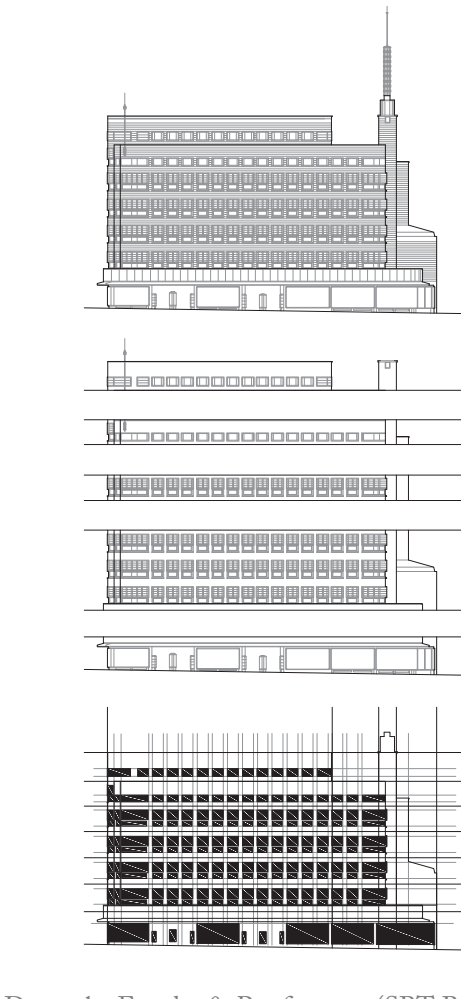
Drawn by Urban Block group (SBT Book, 2021)

Building Object



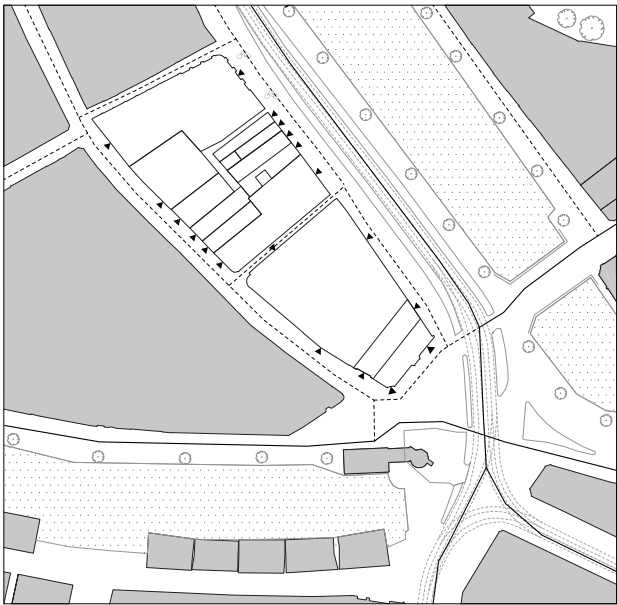
Drawn by Building Object group (SBT Book, 2021)

Facades & Roofs

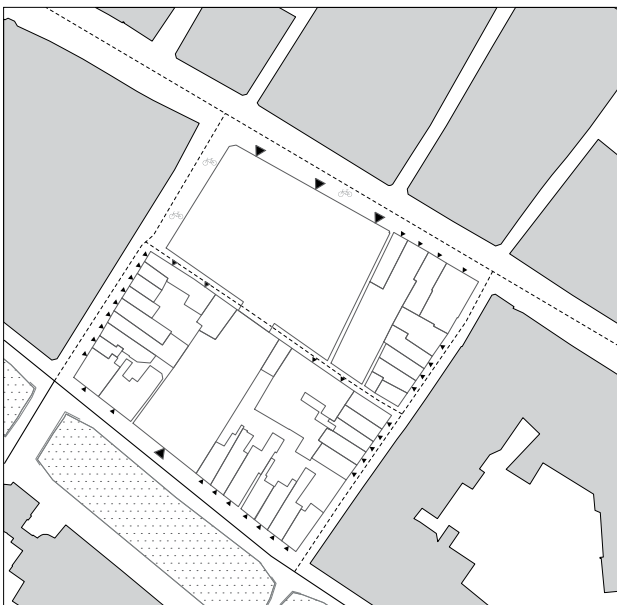


Drawn by Facades & Roofs group (SBT Book, 2021)

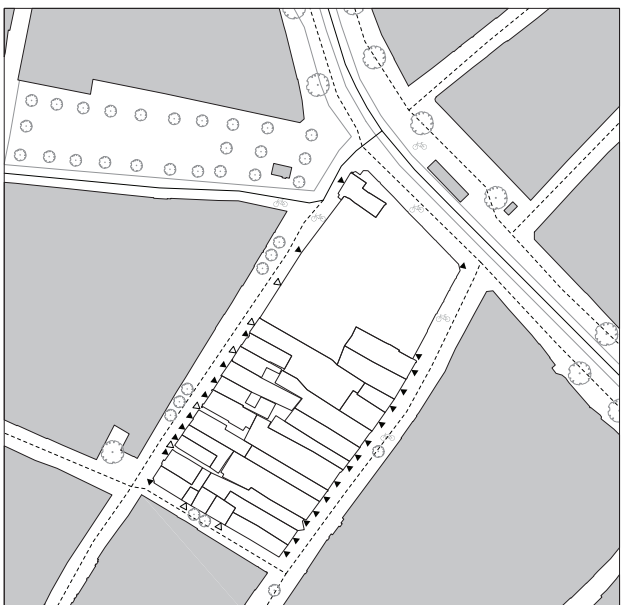
SBT Research - Urban Context



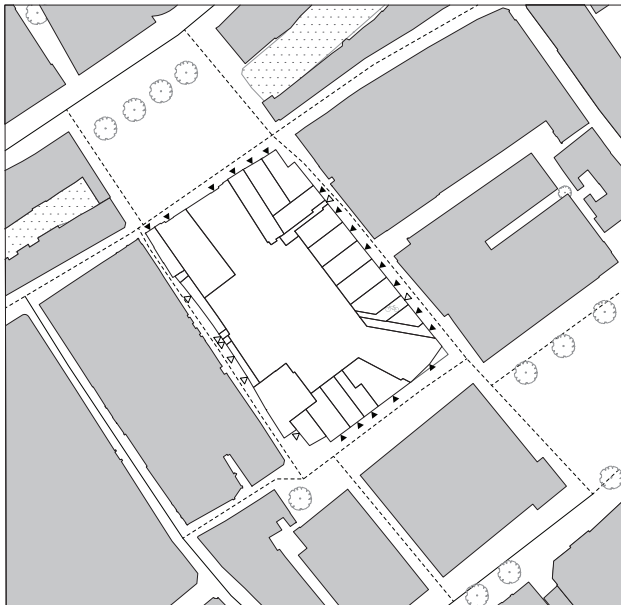
AMSTERDAM



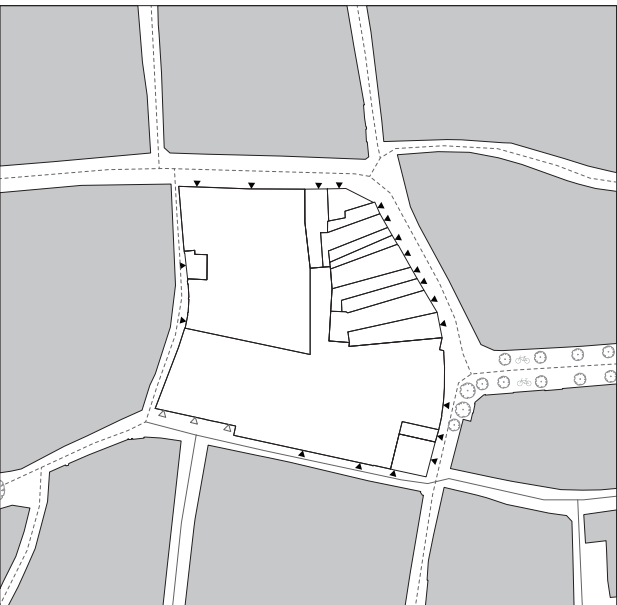
ALKMAAR



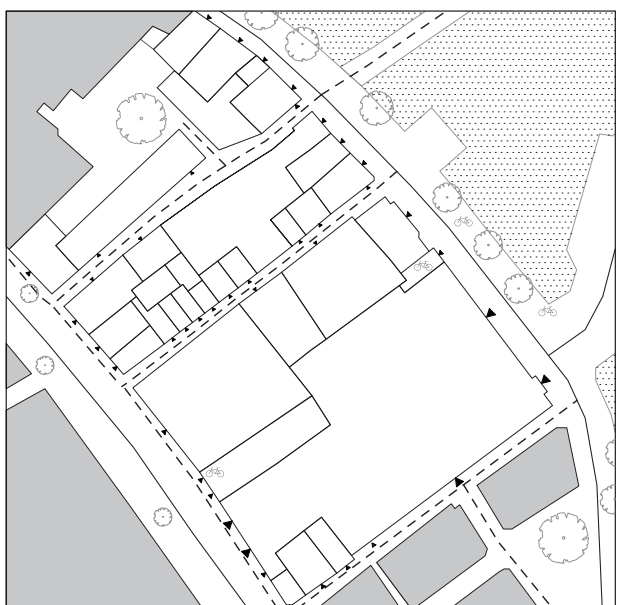
HAARLEM



DORDRECHT



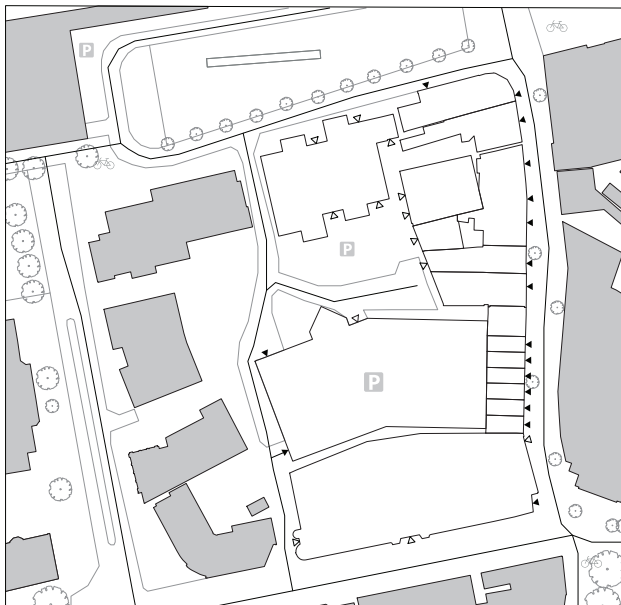
MAASTRICHT



LEIDEN



AMERSFOORT

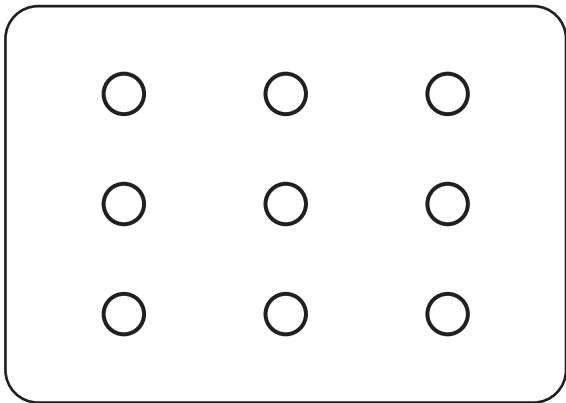


ENSCHEDE

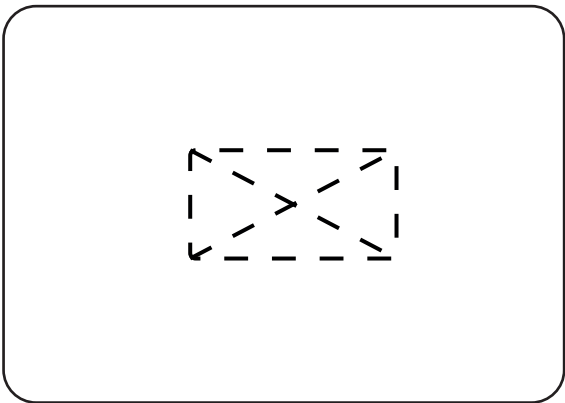
Drawn by Urban Block group (SBT Book, 2021)

Spatial Building Typology - Conclusion

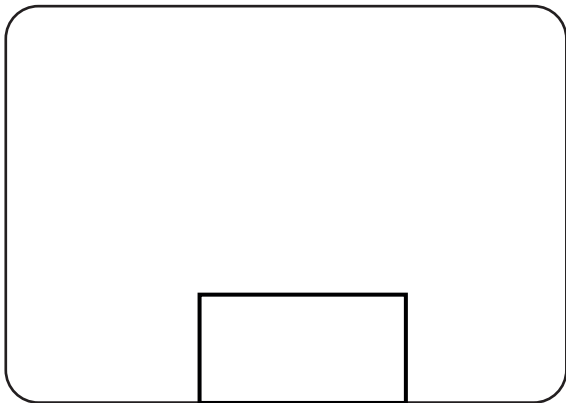
What are the typology characteristics of department stores?



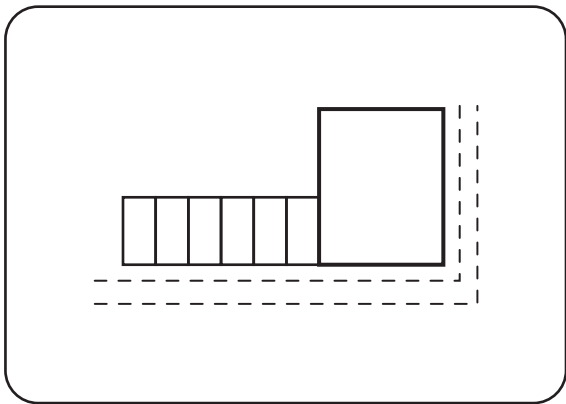
Open Plan



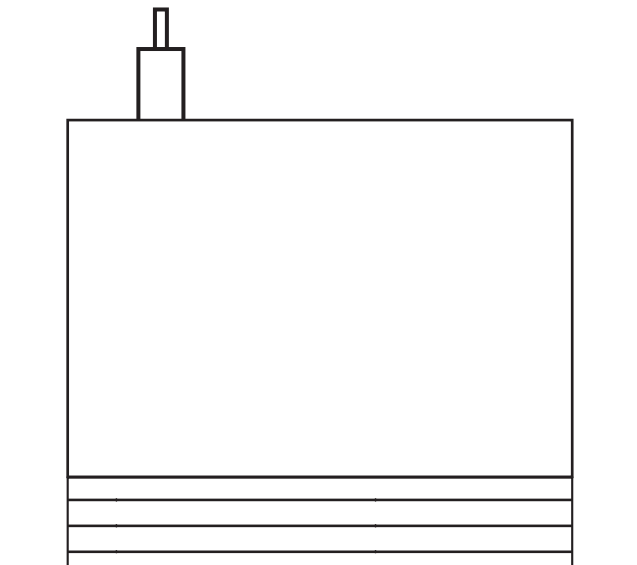
Atrium



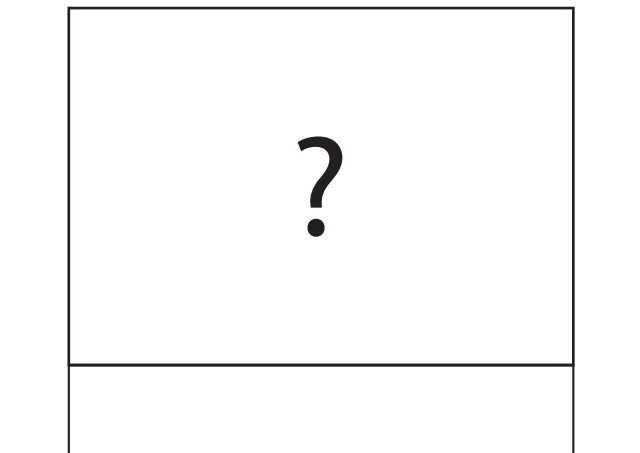
Representative Staircase



Position in Fabric

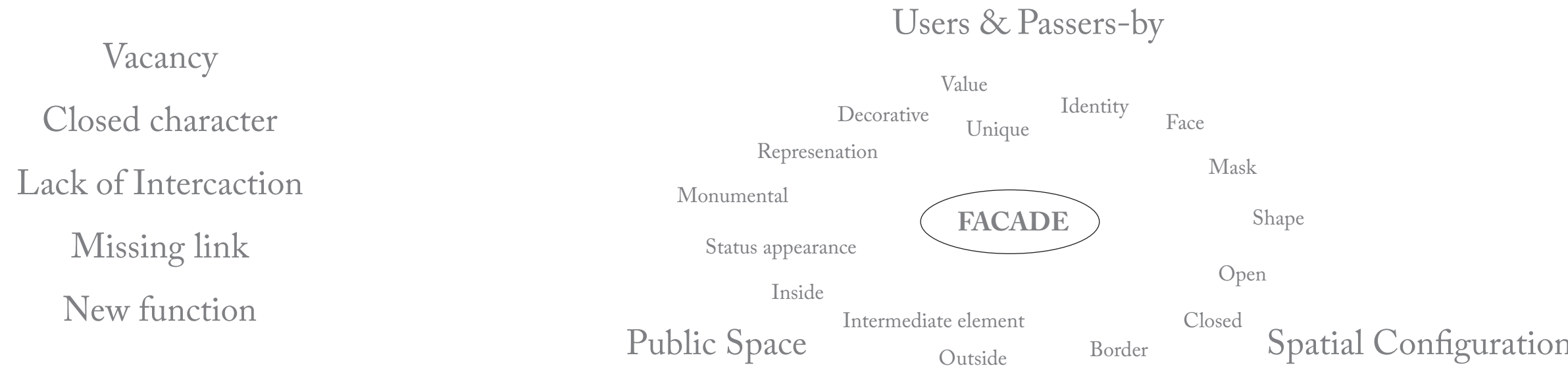
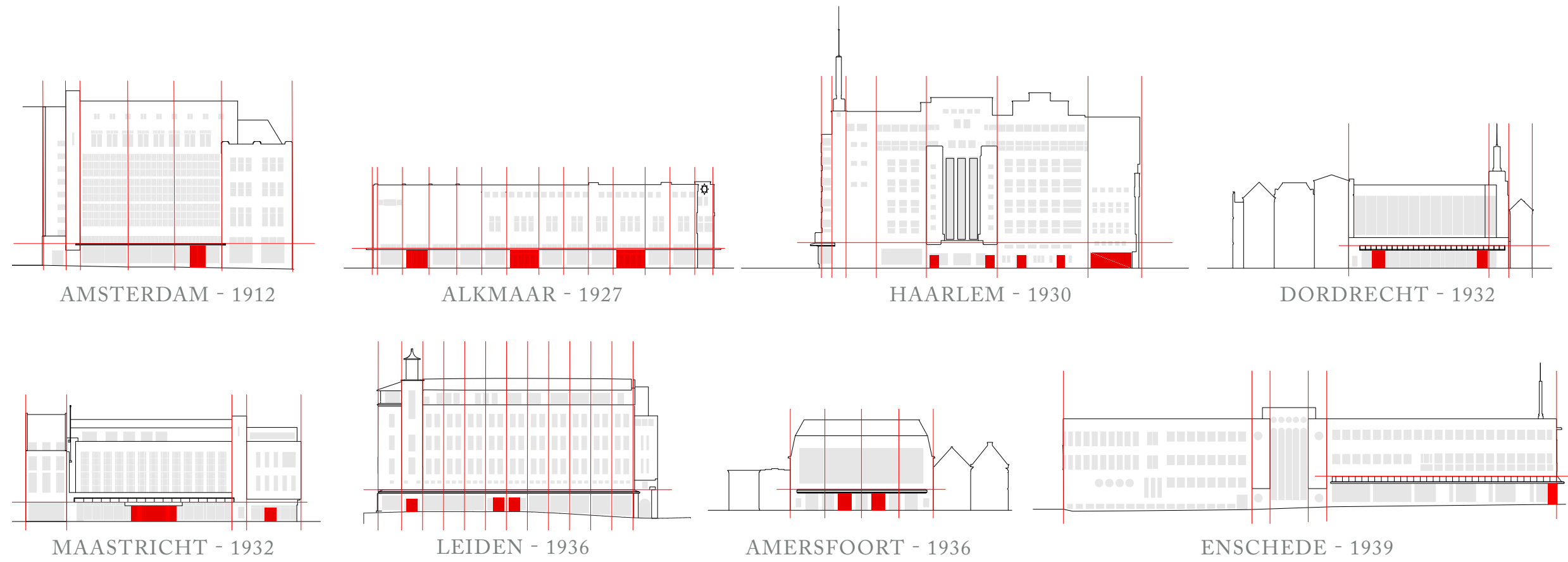


Human & City scale



Representation

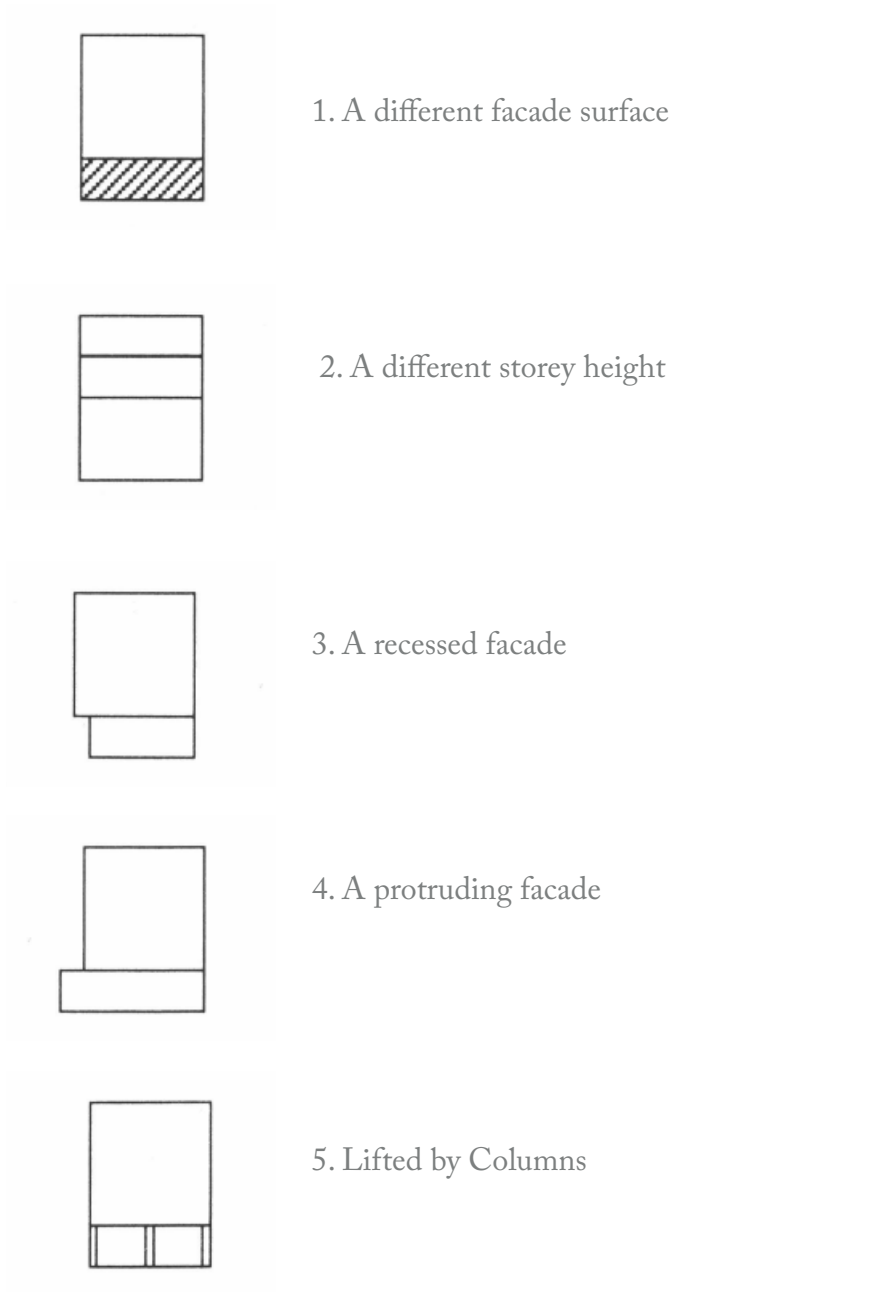
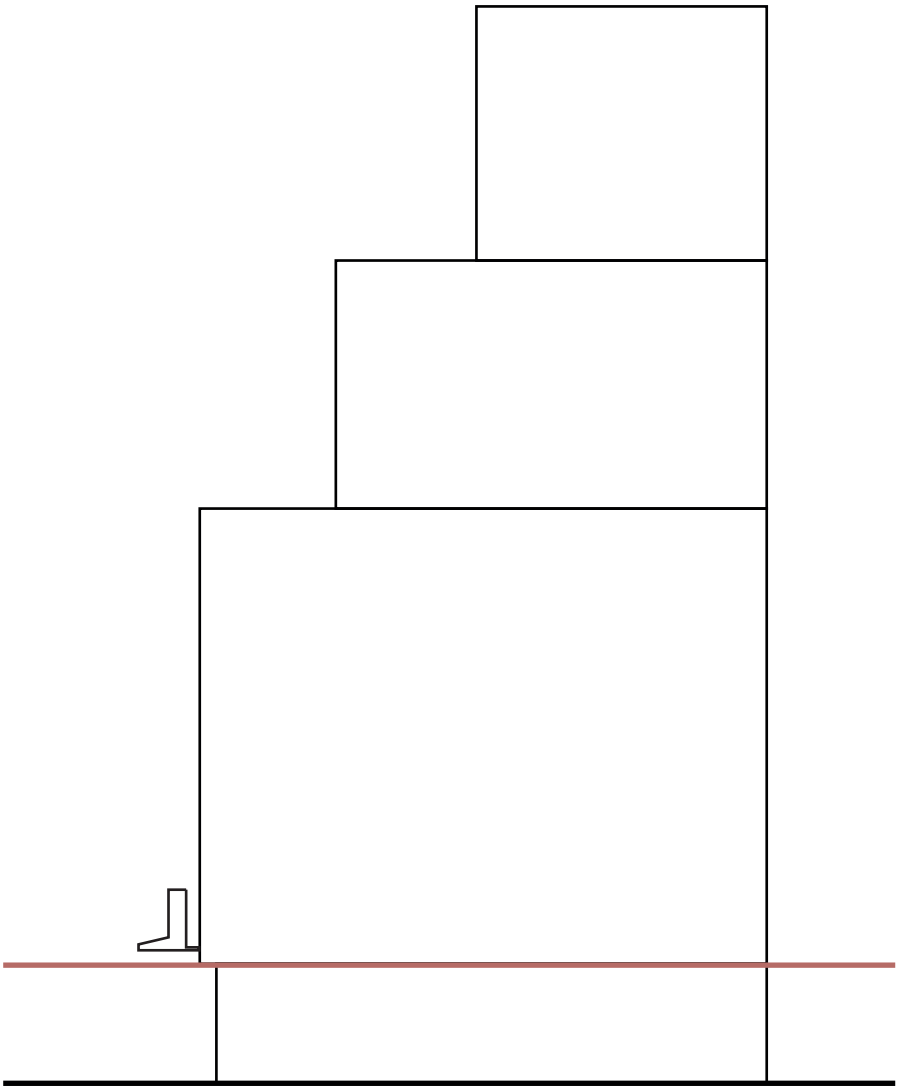
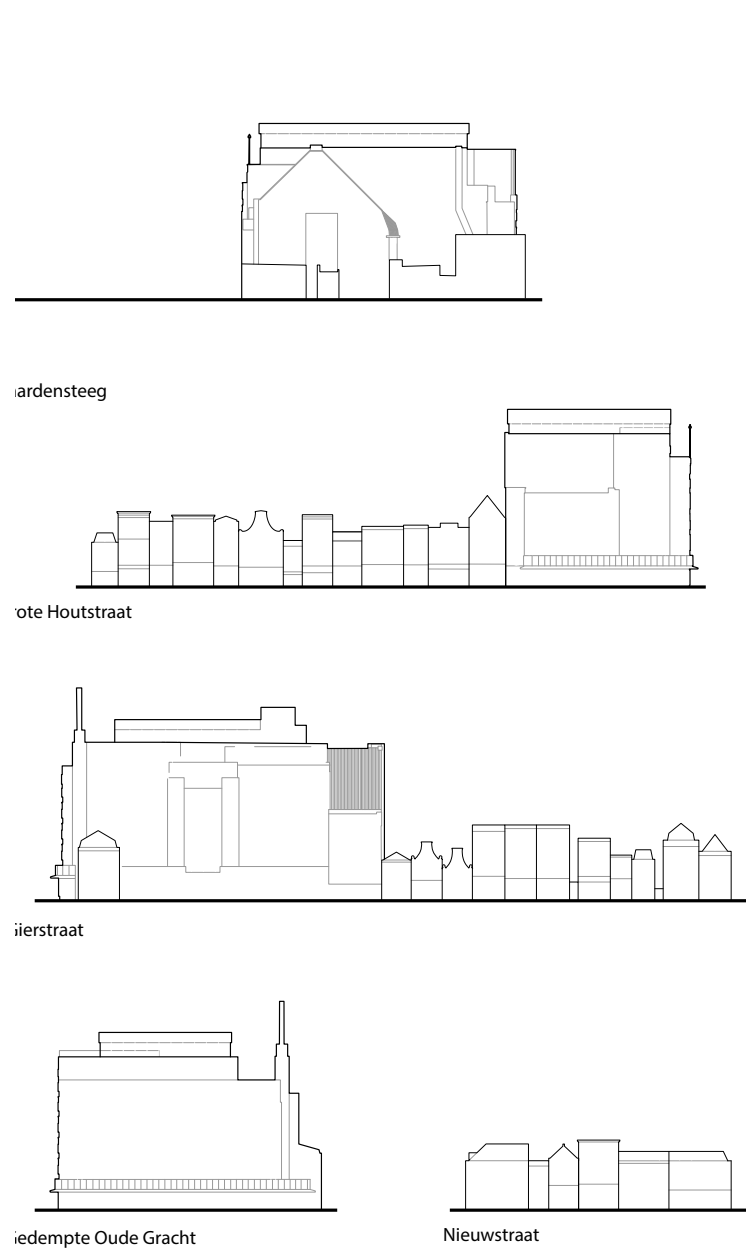
Value of the facade



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?

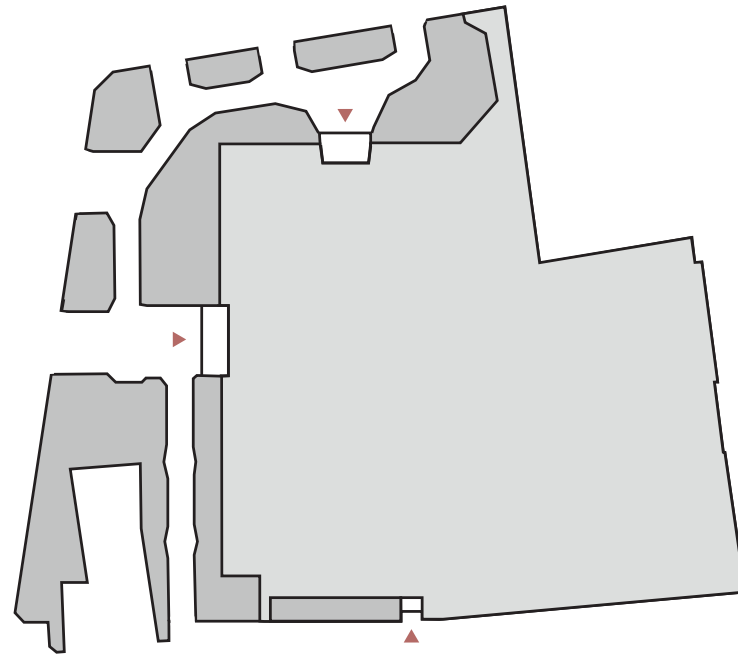
Importance of the Ground floor



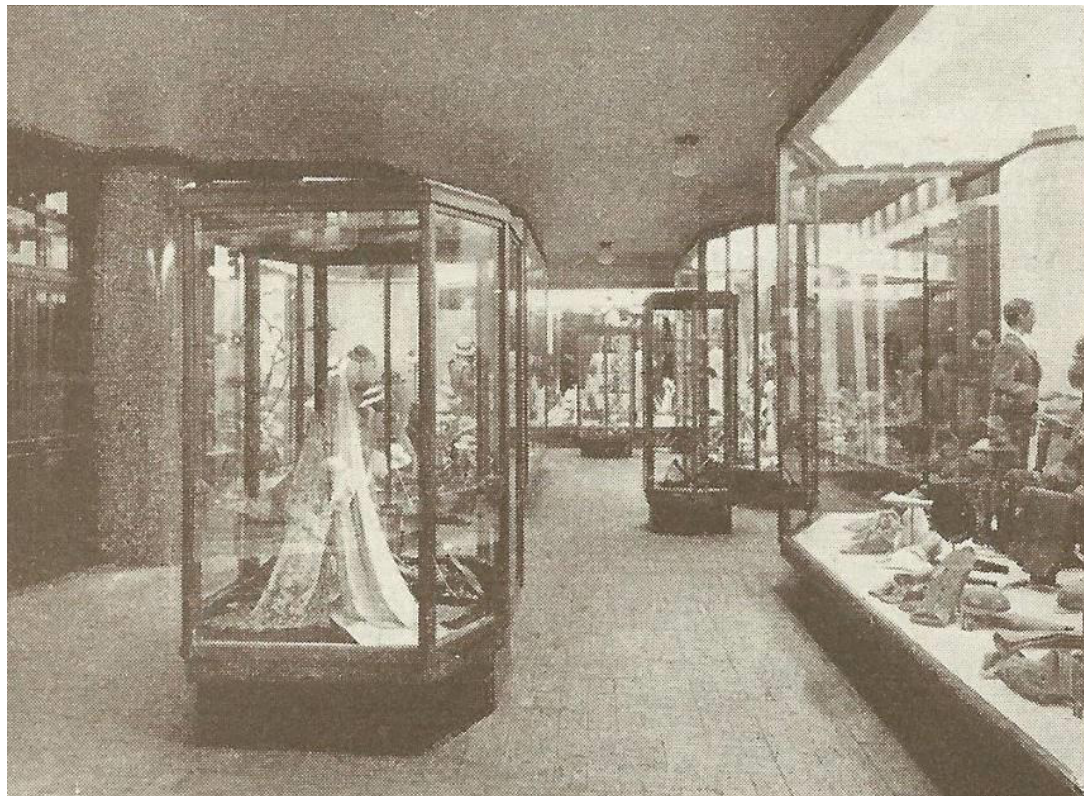
Rongen, C., Helfferich, A., & Stellingwerff, M. (1994). Typologische ordening van gevels. Delft: Publicatiebureau Bouwkunde.

Ground floor transition

Original ground floor plan from 1934



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



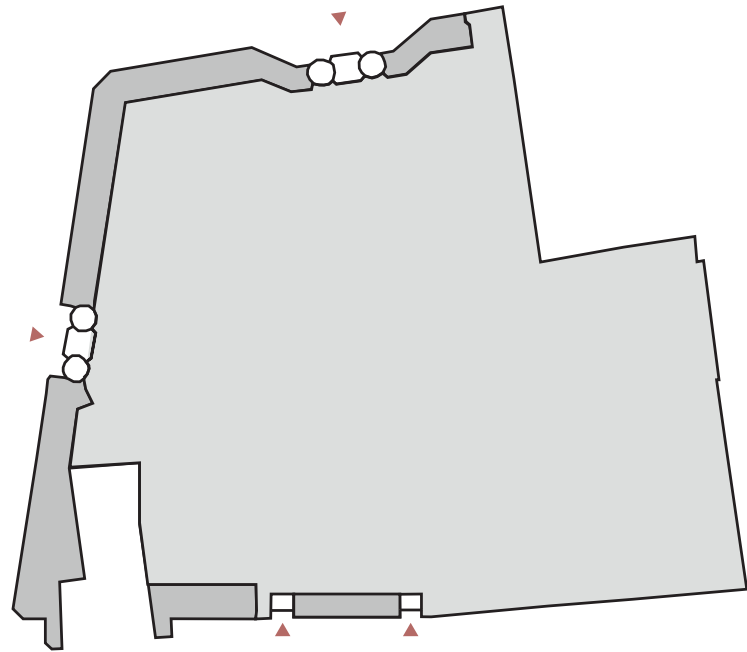
Showcases passage. Photo from Beeldbank Noord-Hollands archief.



Showcases passage. Photo from Beeldbank Noord-Hollands archief.

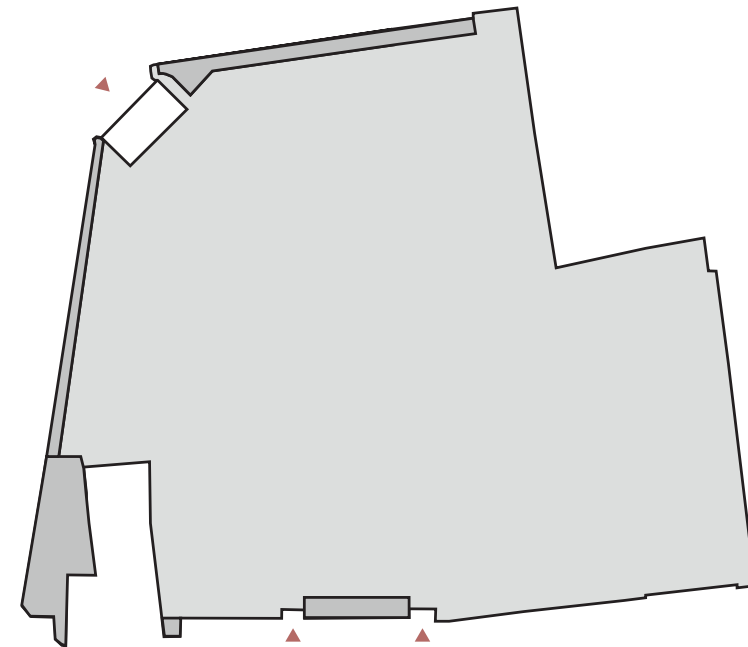
Ground floor transition

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.



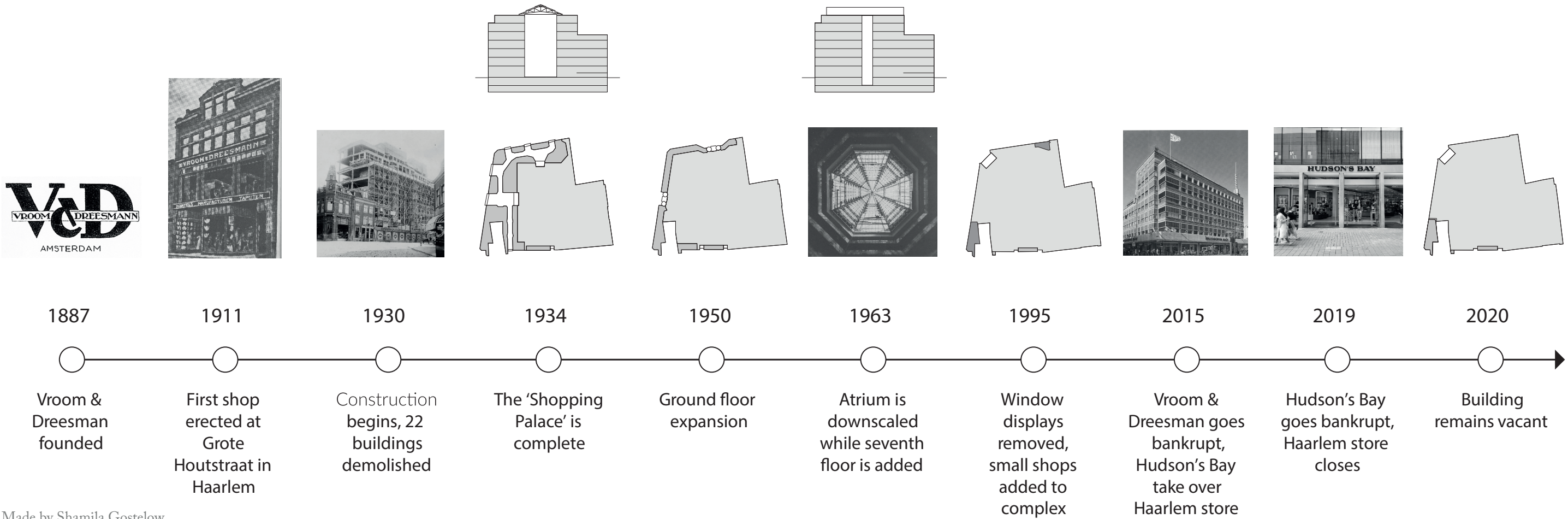
View on the entrance in 1950s. Kraaijvanger (Archive number 2269 construction drawings, NHA).

3. ANALYSIS & VALUES



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

History timeline



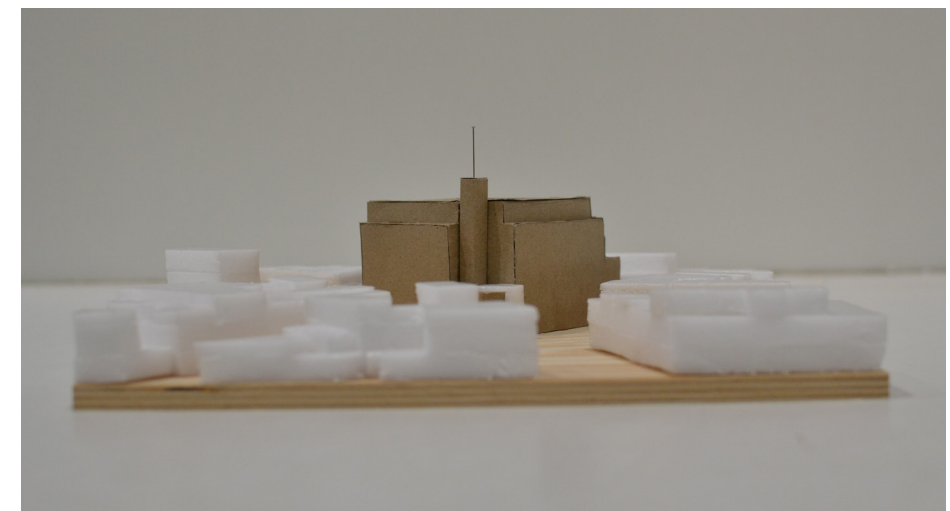
Made by Shamila Gostelow.

Site context

Old town of Haarlem

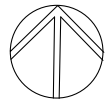


Luchtfoto Beeldbank Nederland. (Marco van Middelkoop/Aerophoto-Schiphol, 2009)



Urban functions

Cultural buildings in the city



Urban functions

Important buildings in the city

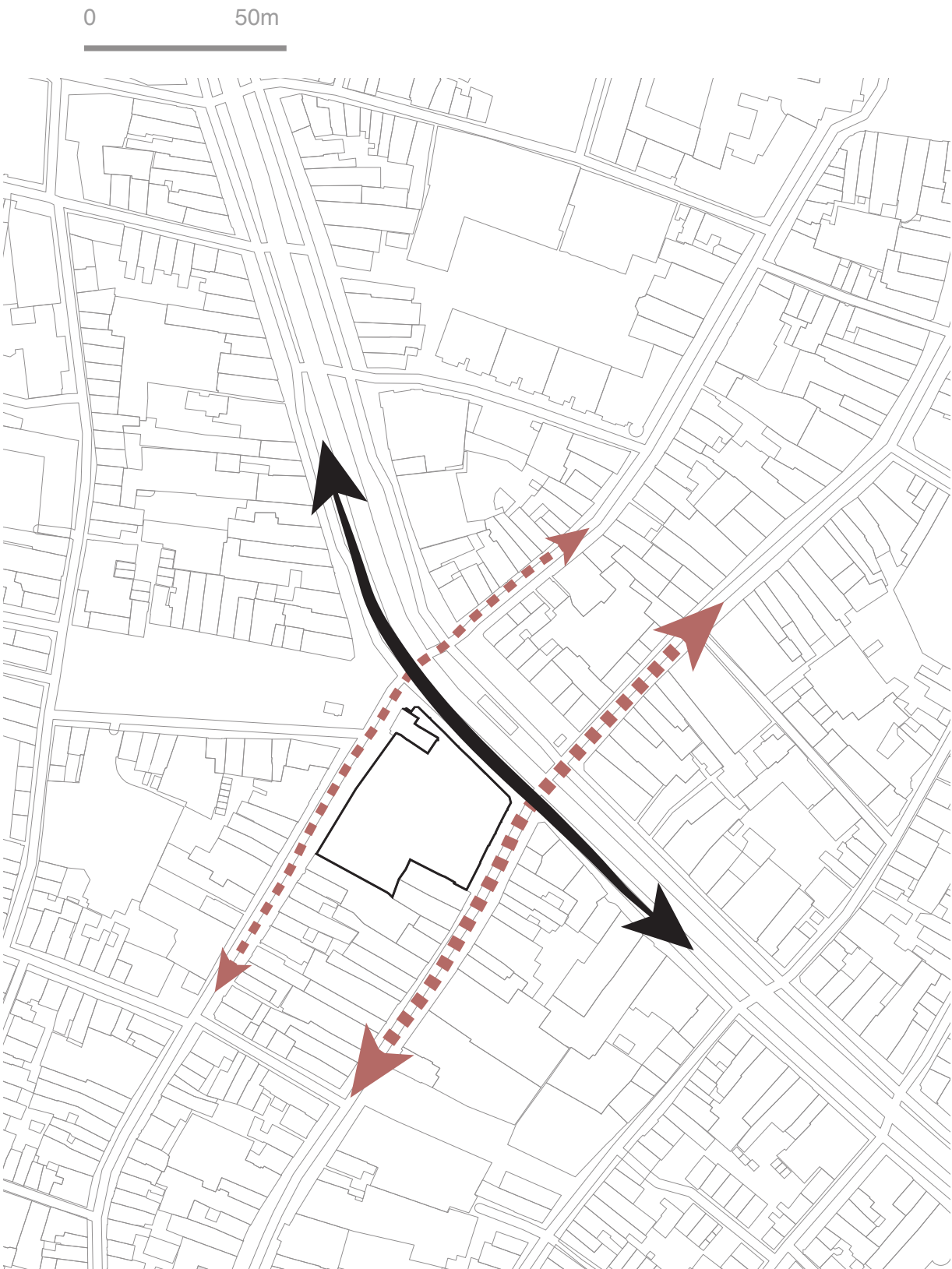


Urban functions

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.

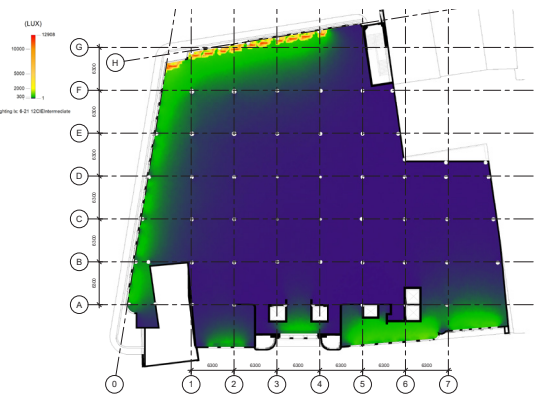
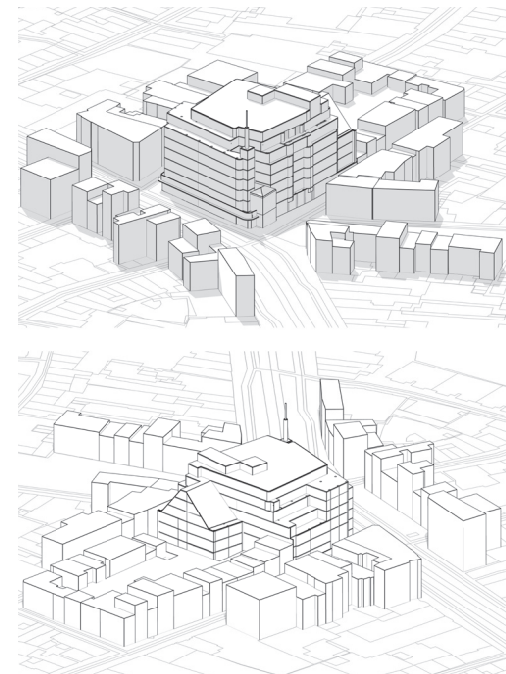
Sunlight analysis

Orientation

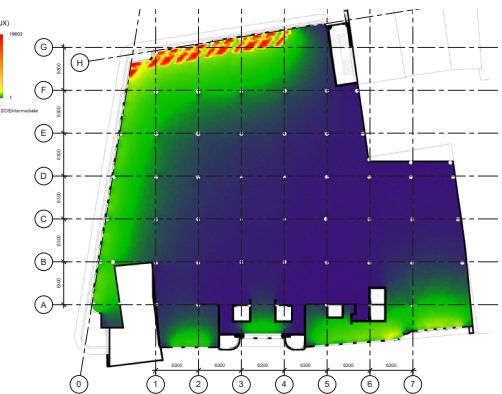
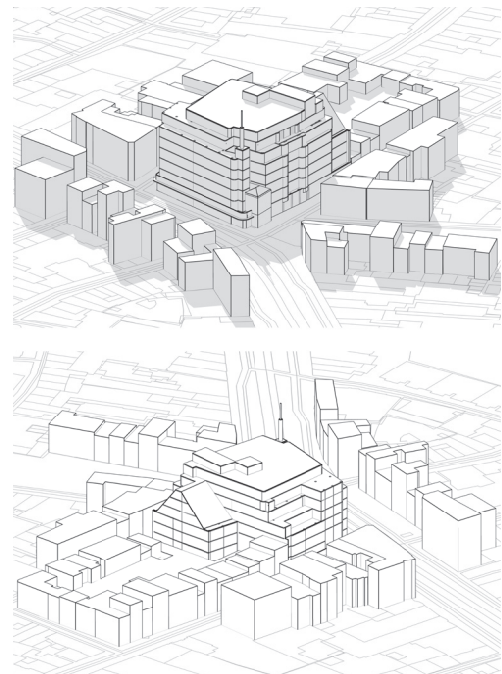


Sunlight Analysis done by Mark van der Blom

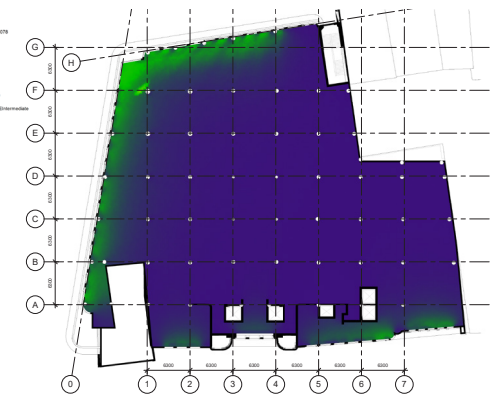
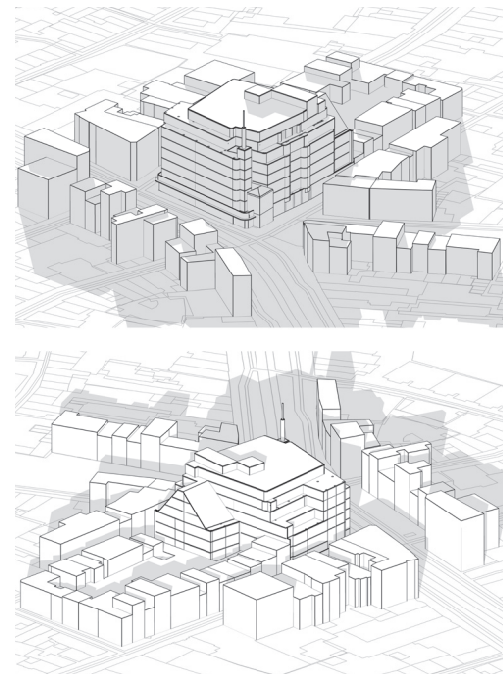
June 21 at 12 pm



March 21 at 12 pm



December 21 at 12 pm



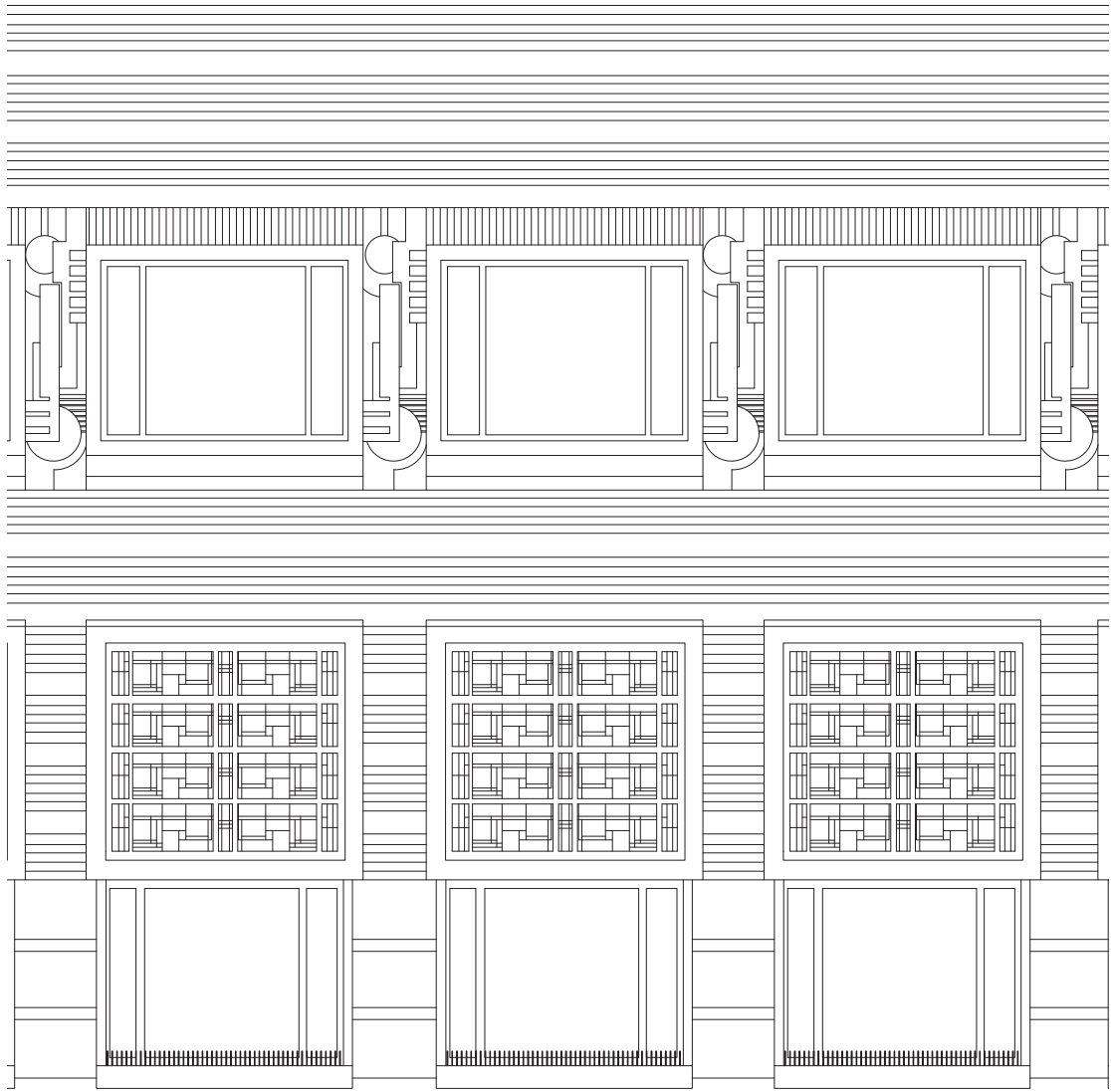
Heritage approach

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

Facade identity & materialization



'SPEKKOEK' Layers



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

- Sandstone bands
- Masonry 'noors' bond
- Sandstone decoration
- Transparent glass (single glazing)
- Granite sill
- Wooden Framework
- Aluminium Framing
- Stained glass (single glazing)
- Transparent glass (single glazing)
- Granite sill
- Sandstone bands



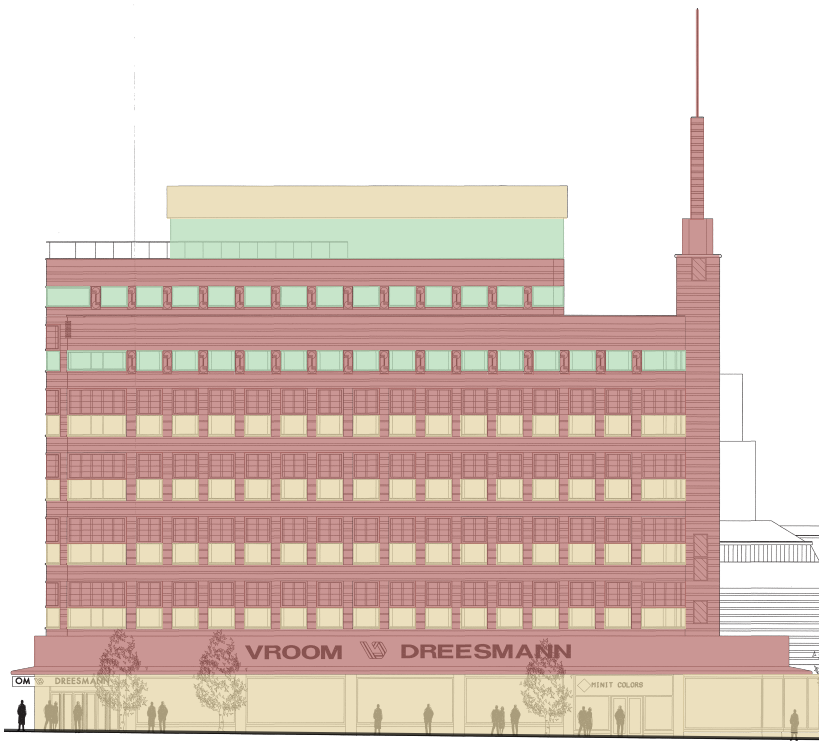
Drawn by Facades & Roofs group (SBT Book, 2021)

Value assessment - Outer layer

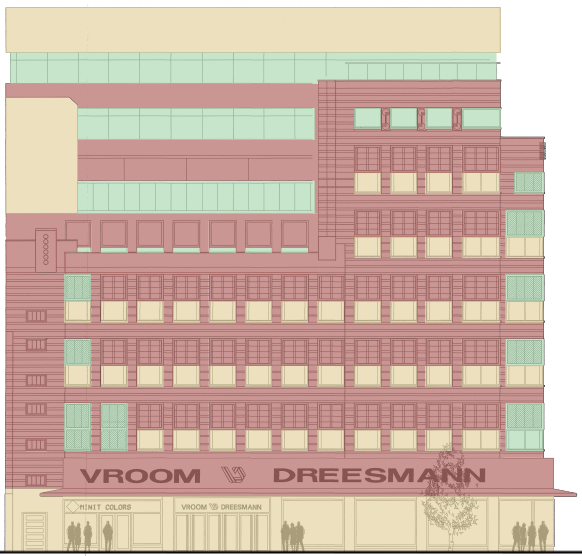
- High Valued
- Medium Valued
- Low Valued



Gierstraat



Verwulft



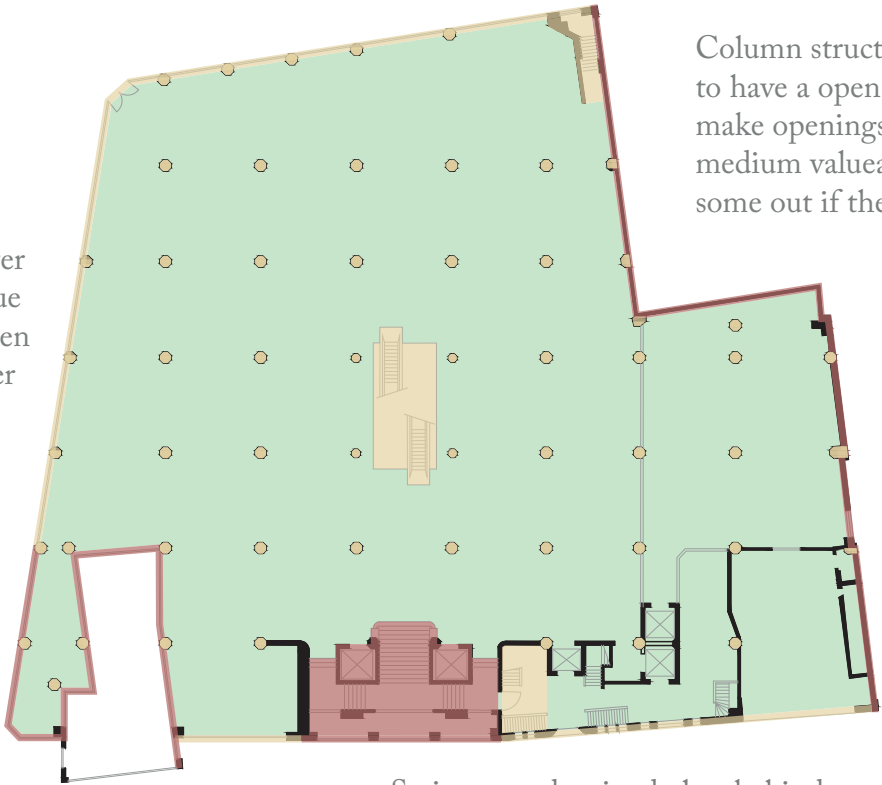
Grote Houtstraat



Value assessment - Inner layer

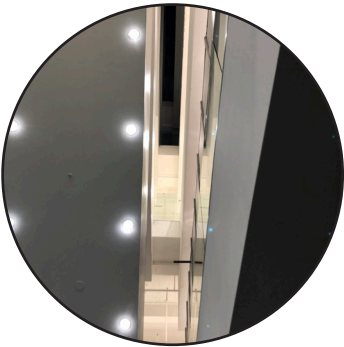
- High Valued
- Medium Valued
- Low Valued

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 a 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 escalotors 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 renovatethe systems.

Redesign

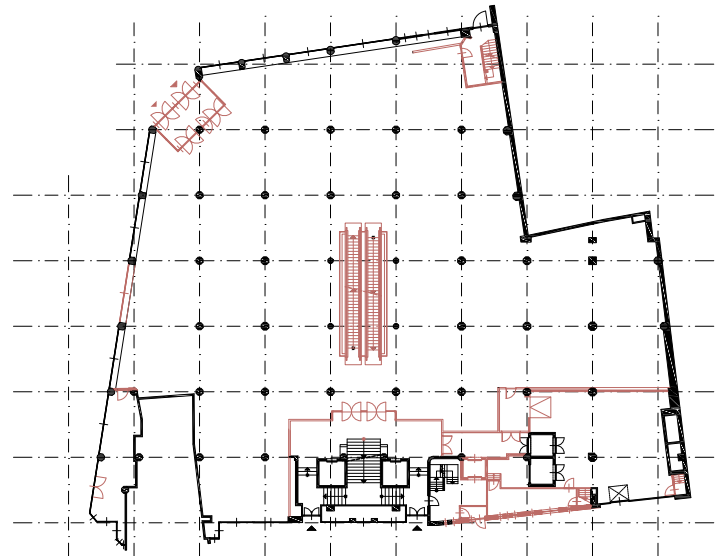
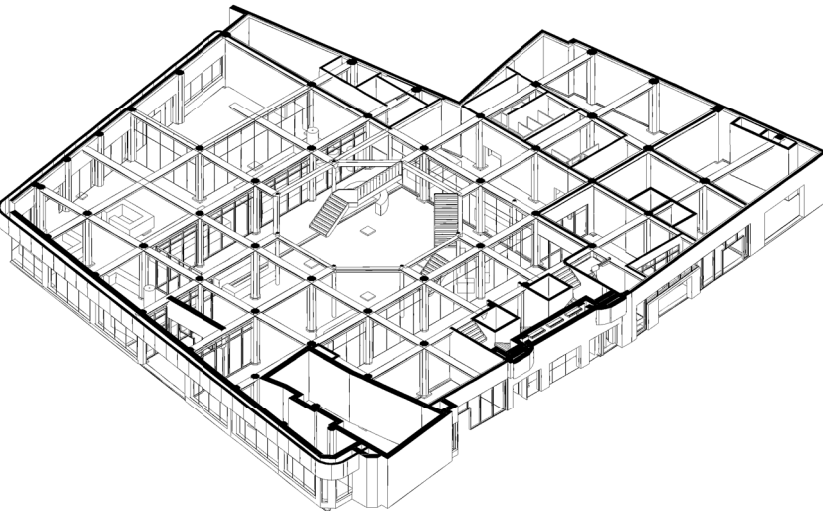
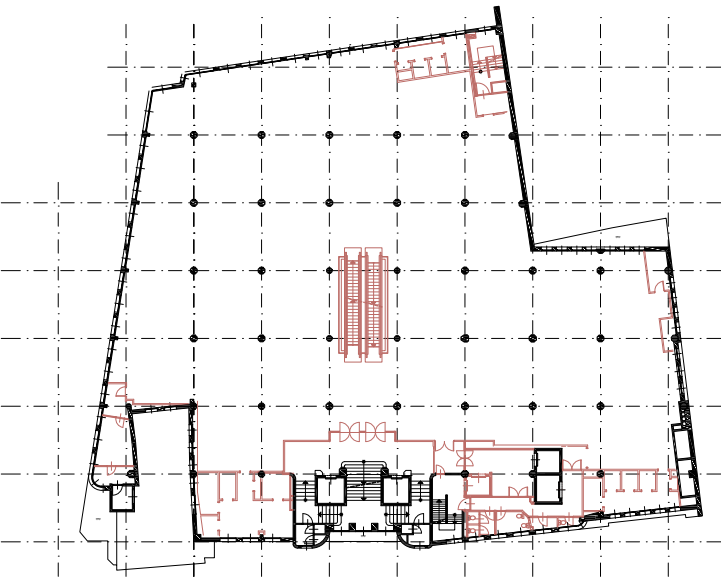
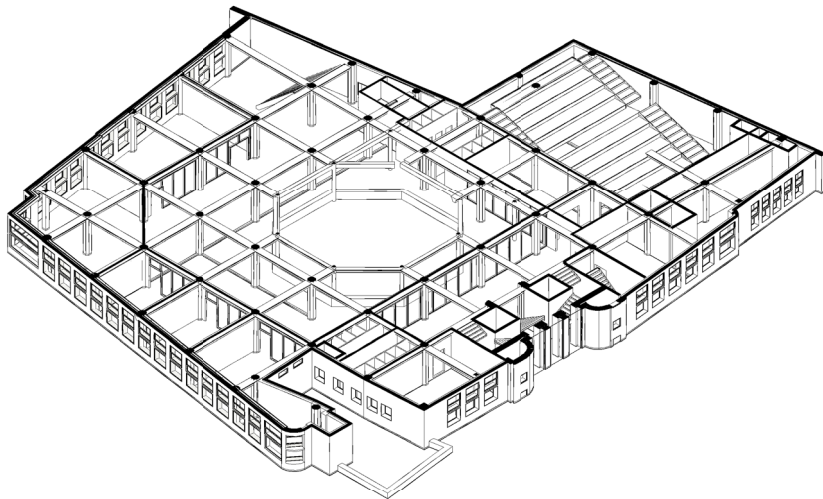
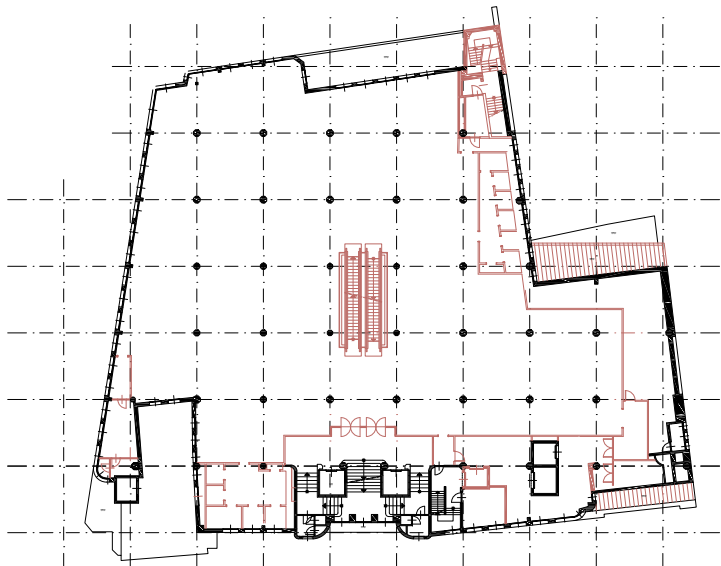
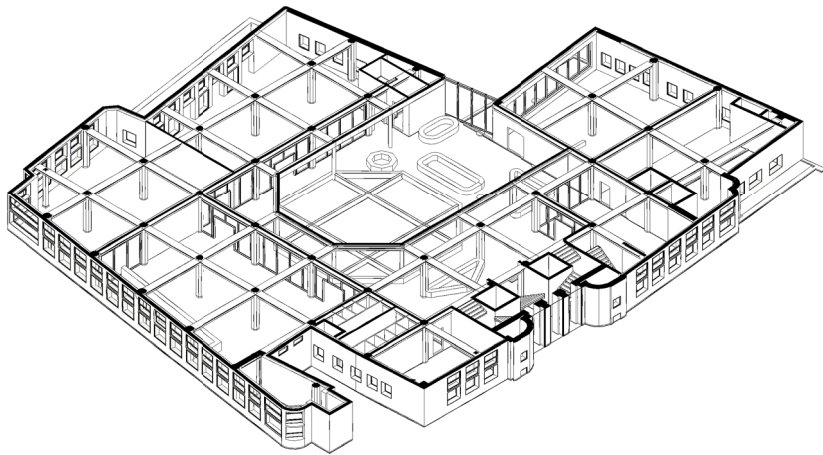
Auditorium a hole is cut and new structure is placed.
Atrium has been partly redesigned after Kuijt 1930 with a new structure and form.

Restorartion

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

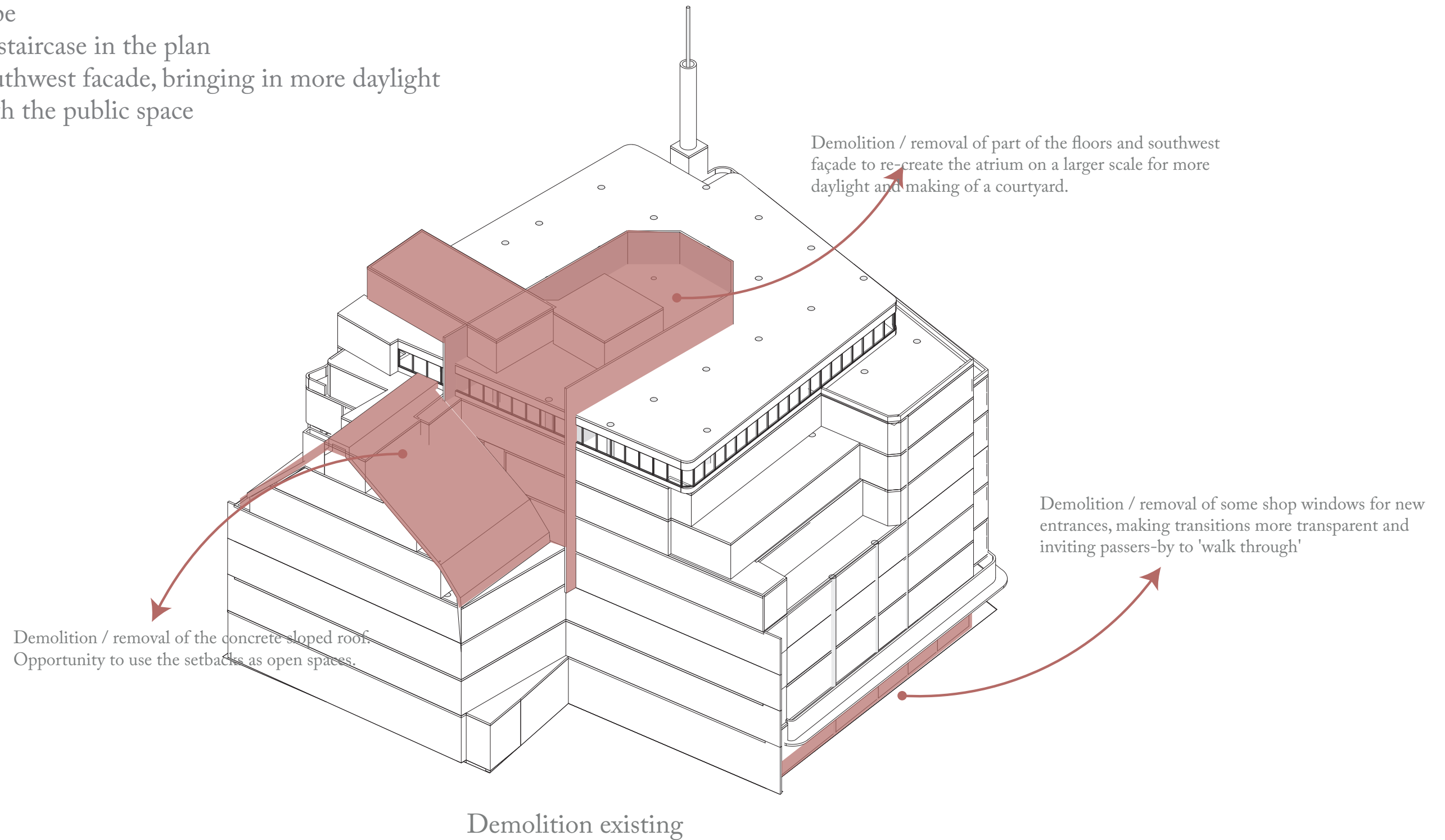
Intervention

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

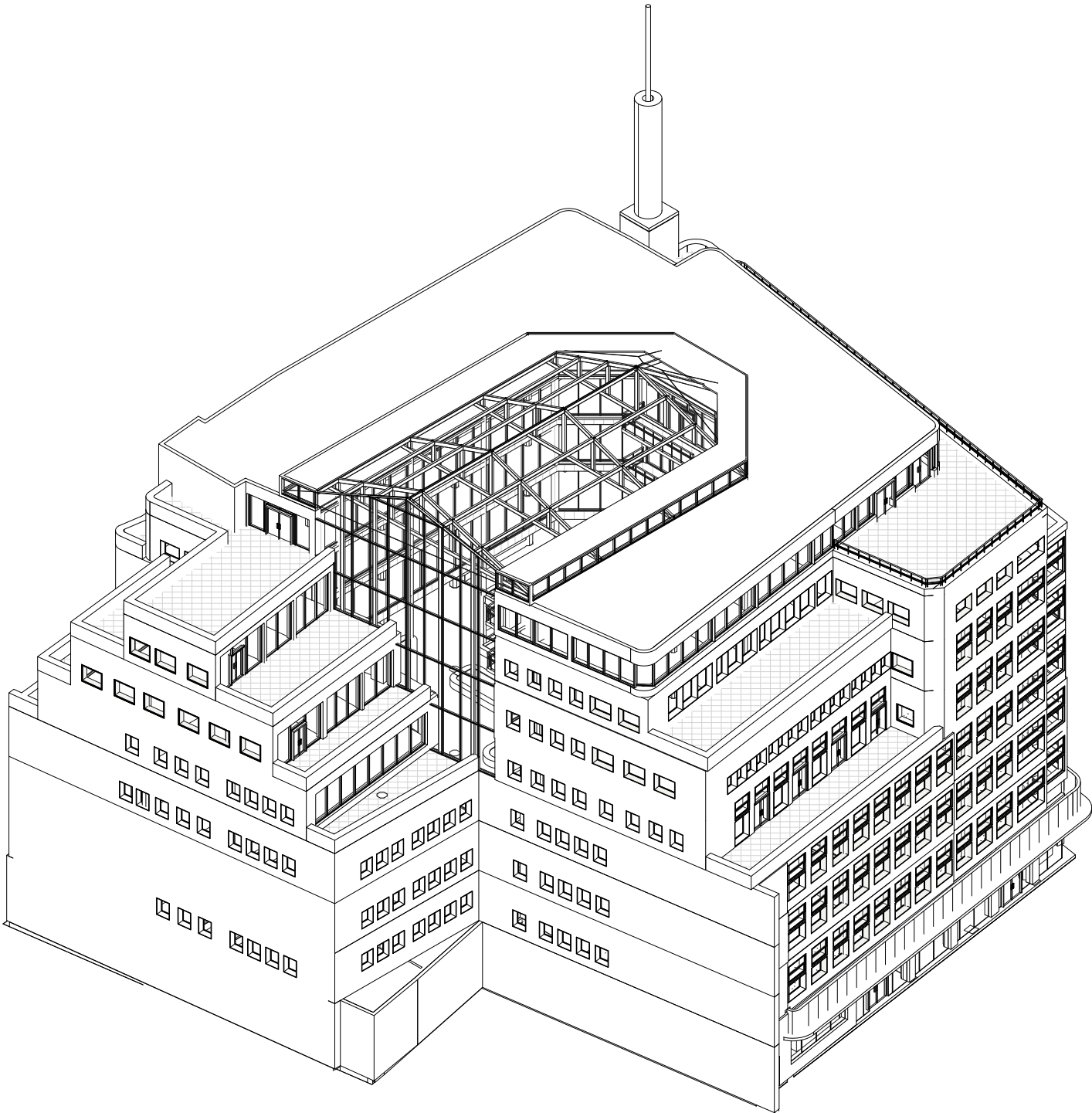


Transformation Framework - Interventions

- 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

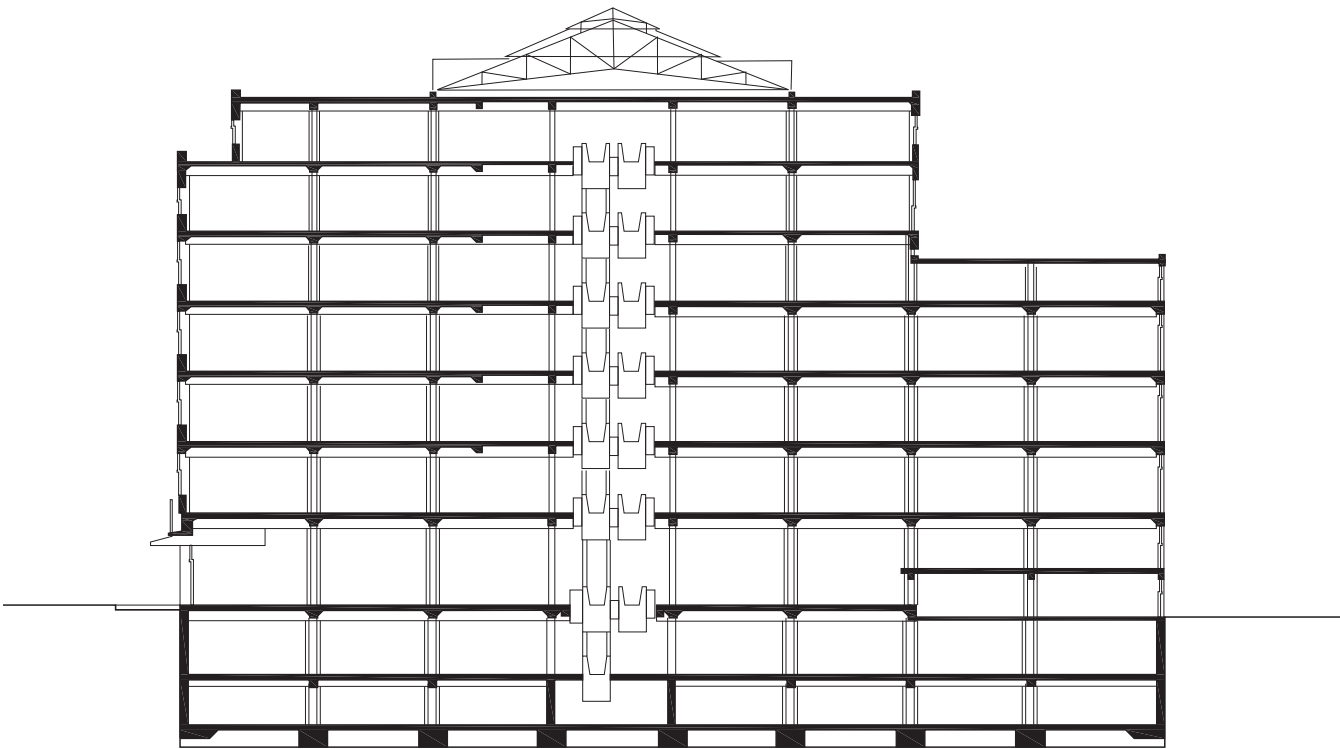


Transformation Framework

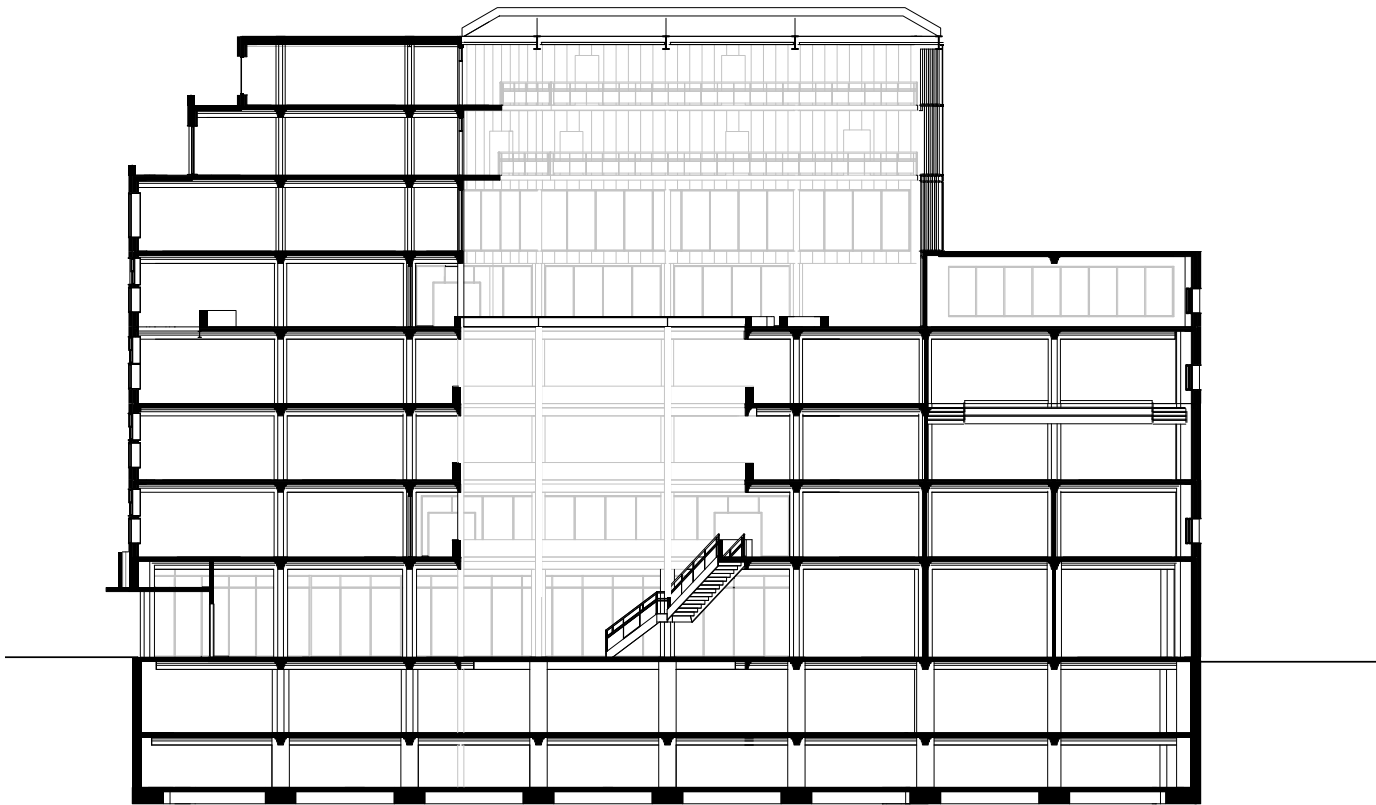


New situation

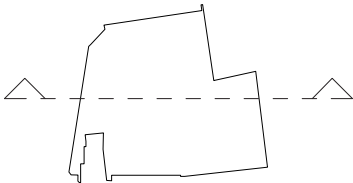
Transformation Framework



Existing situation



New situation

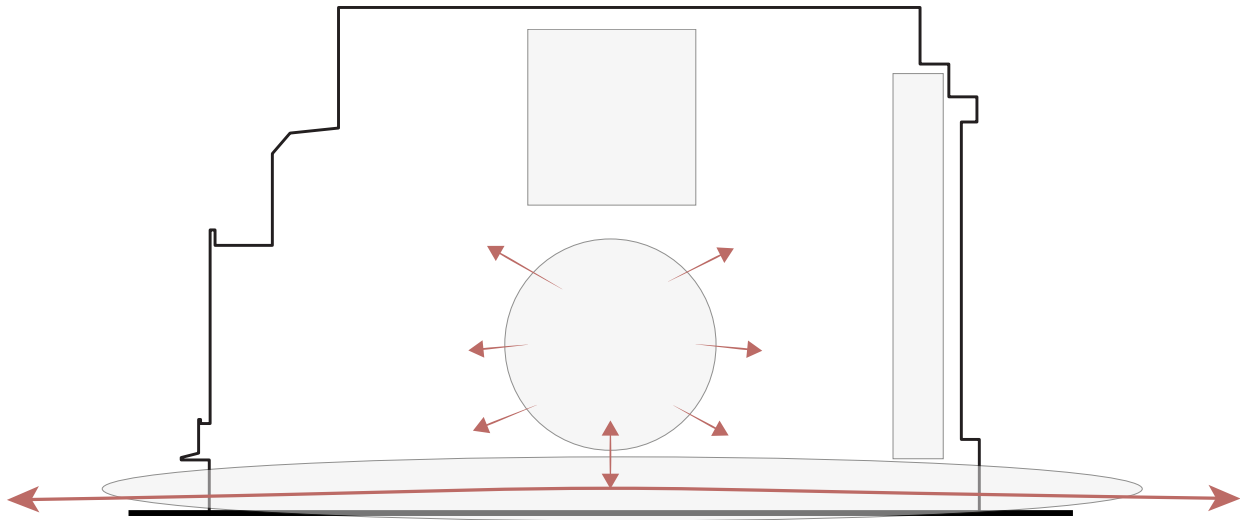


4. PROGRAM & DESIGN

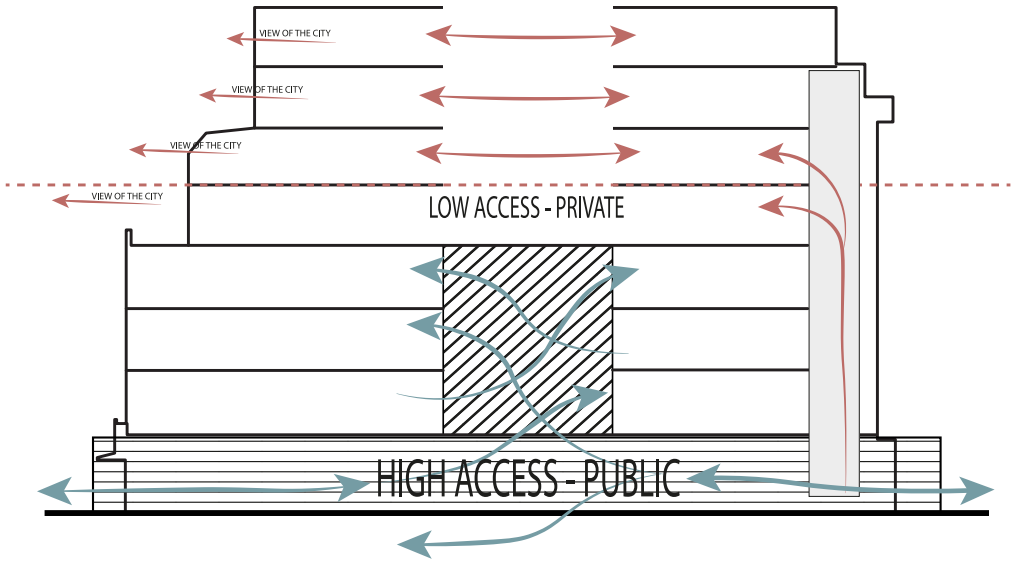
Design concept

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

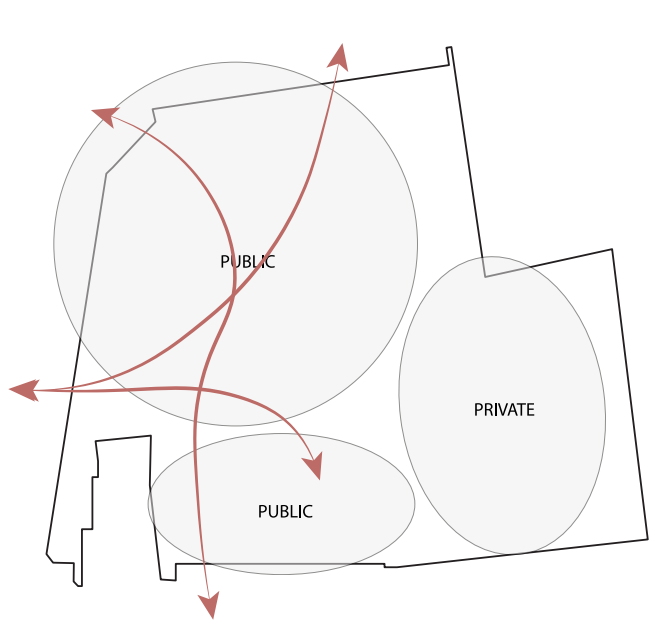


Atrium as a connector



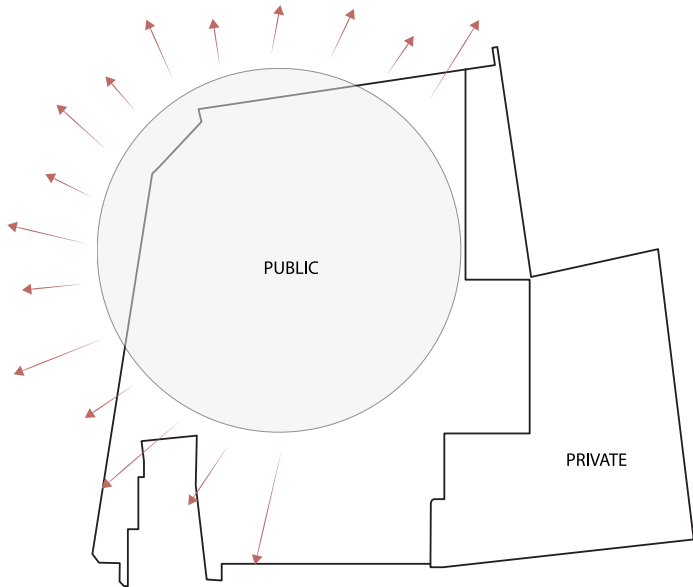
Horizontal and Vertical movement

Design starting points



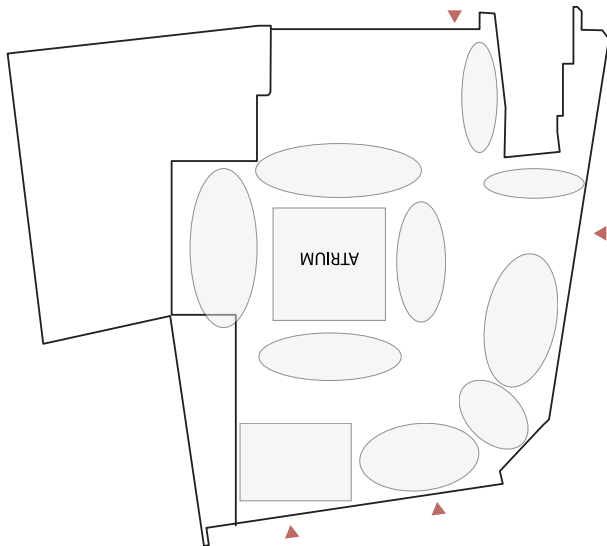
Flow through the building

Keep the open space plan as much as possible.



Accessible and Transparent

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



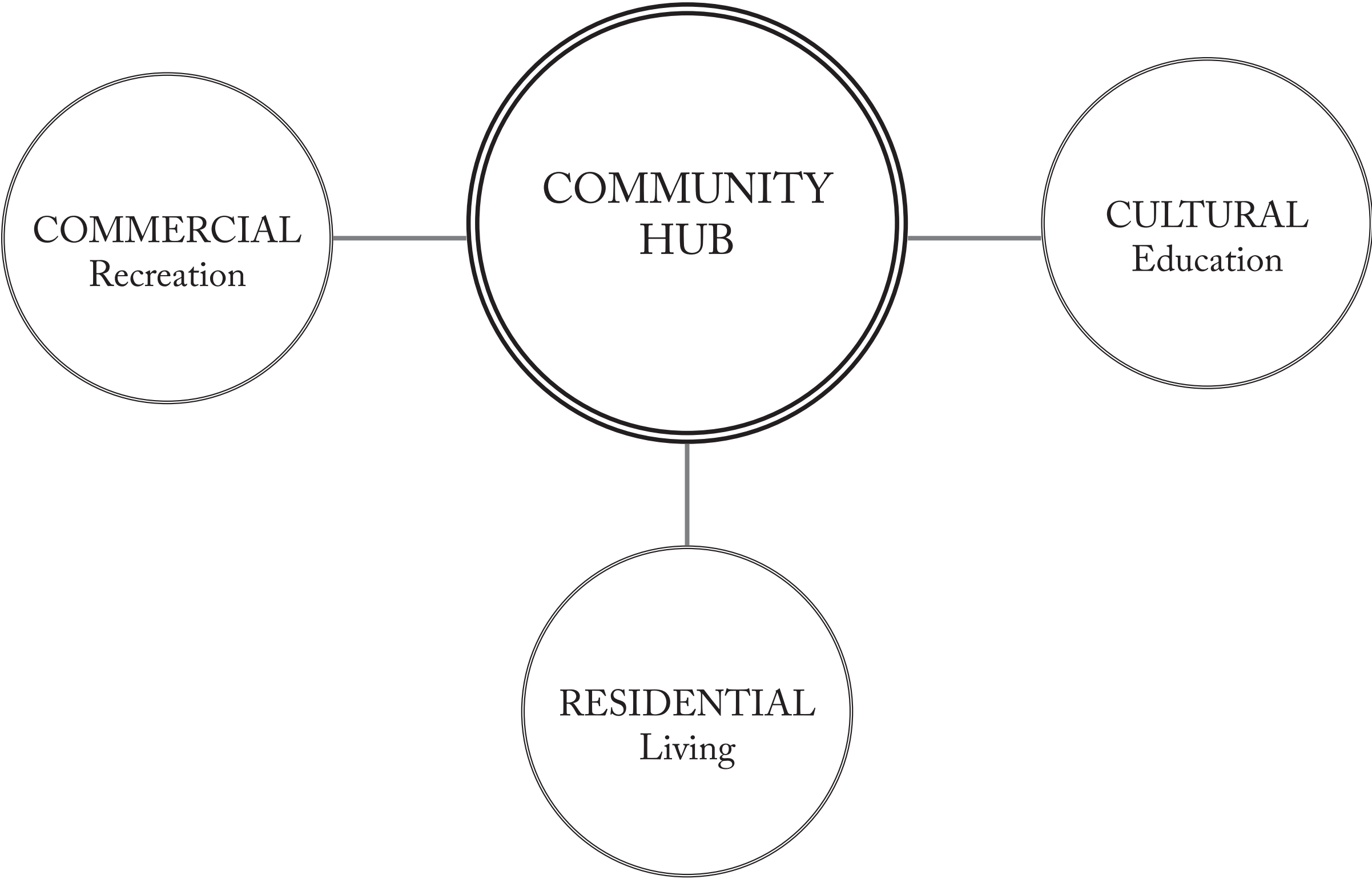
Pop-up Retail in 'market system'

Create variety in spaces and have a good overview.

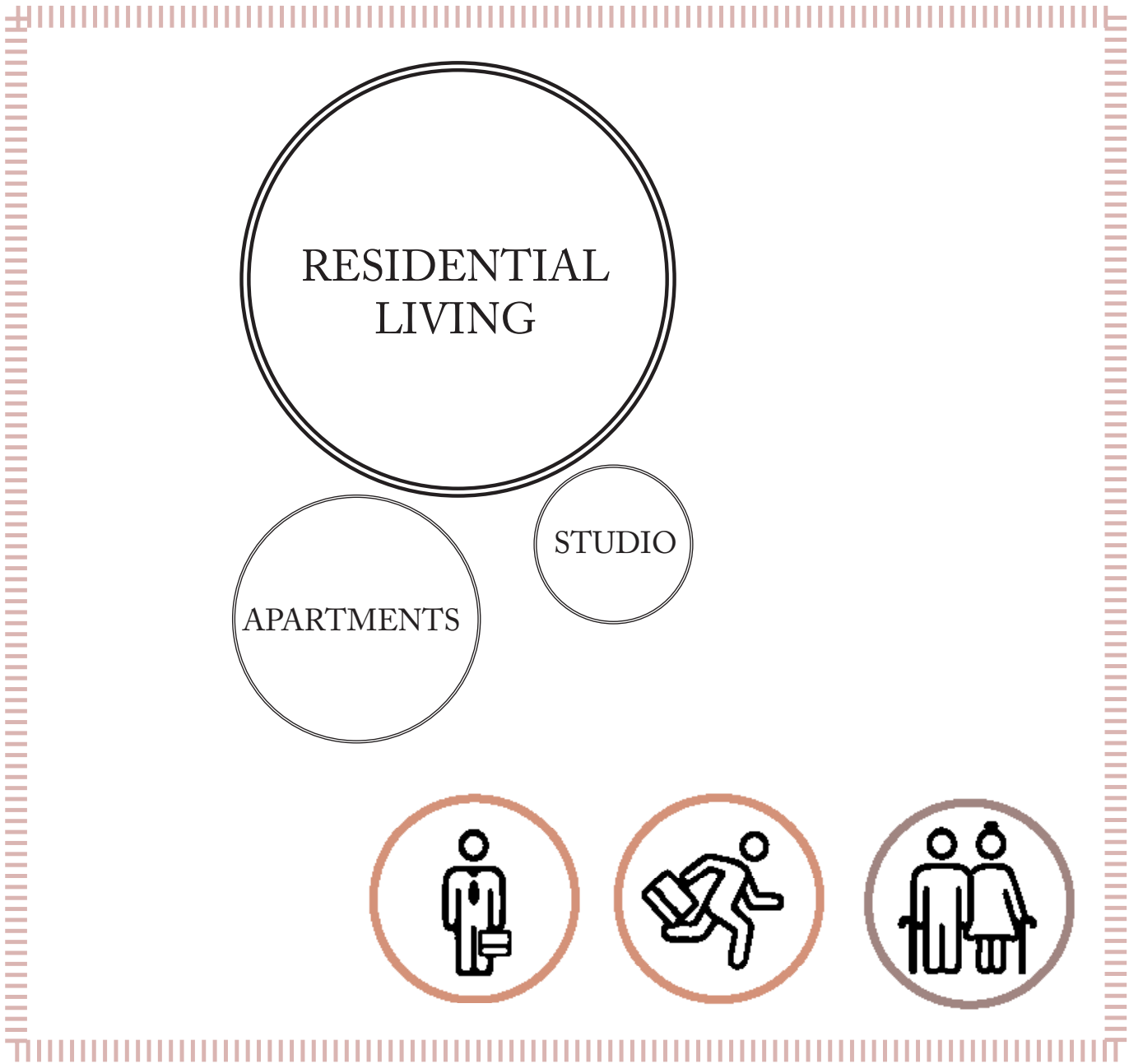
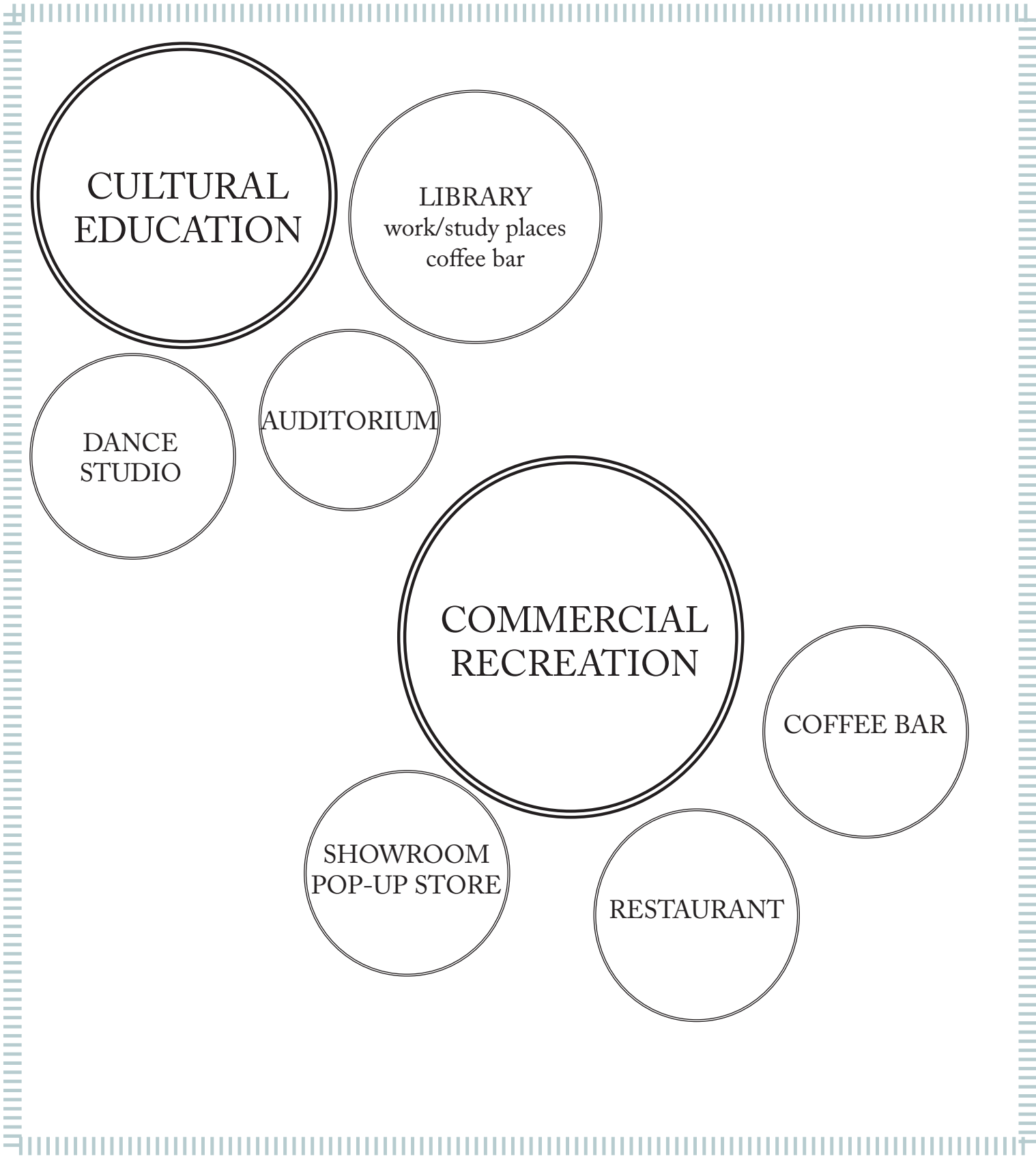


Program concept

A hub for meeting, recreation and living



Program organogram



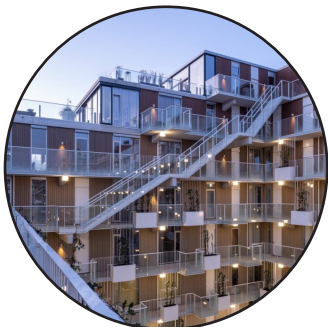
Program organization



Timmerhuis, Rotterdam (OMA)



De parkrand, Amsterdam (MVRDV)

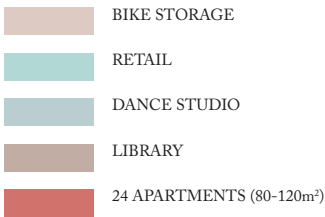
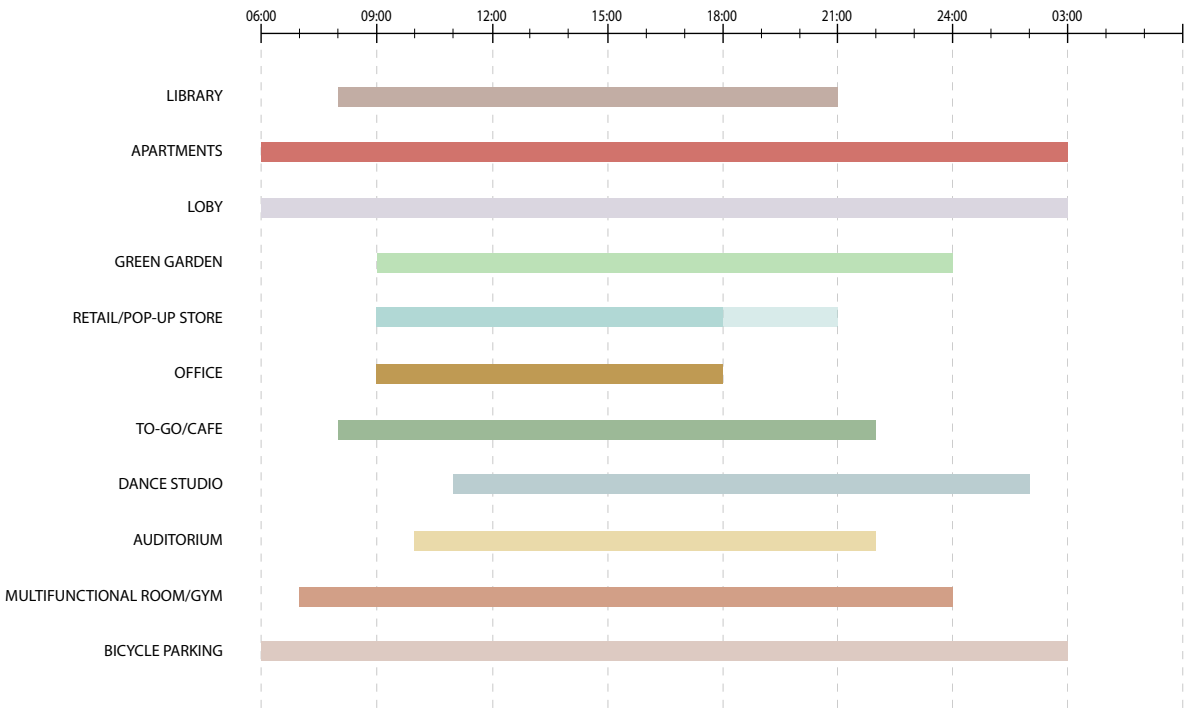
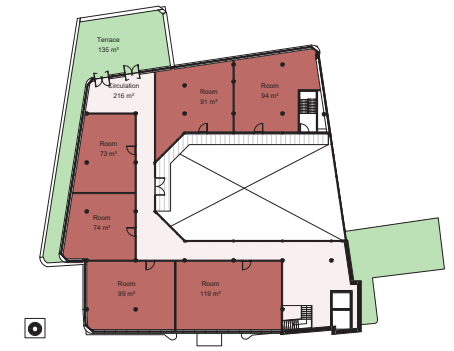
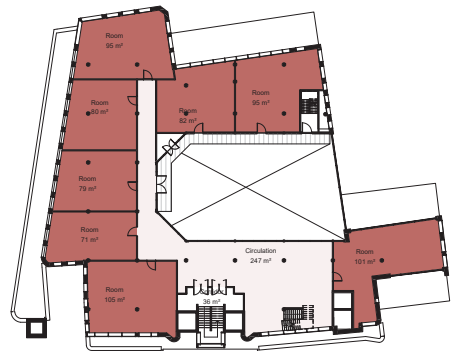
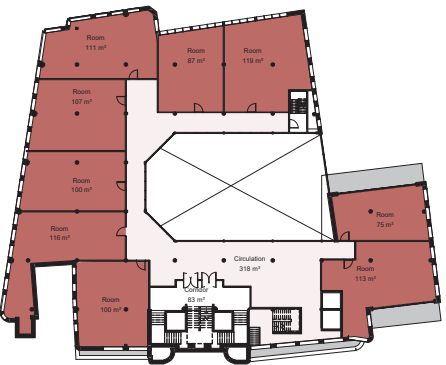
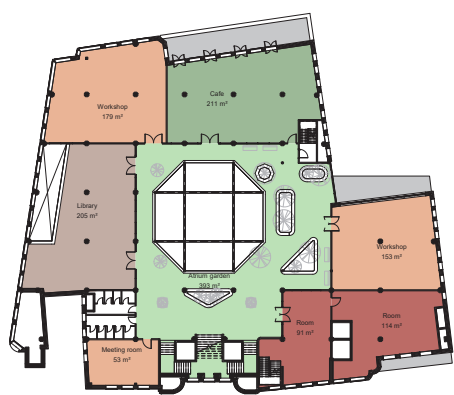
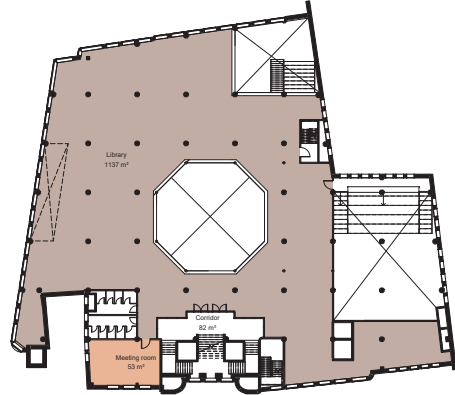
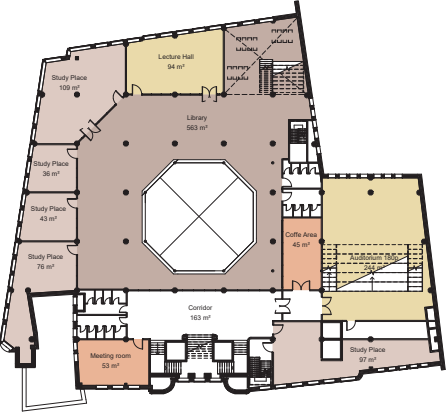
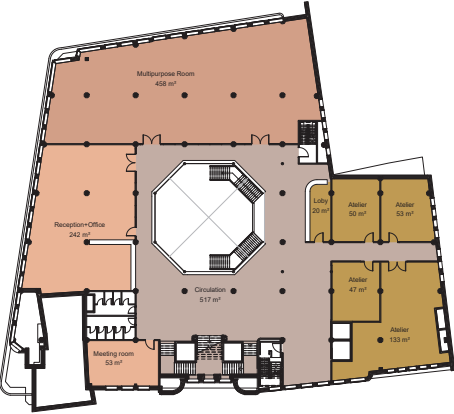
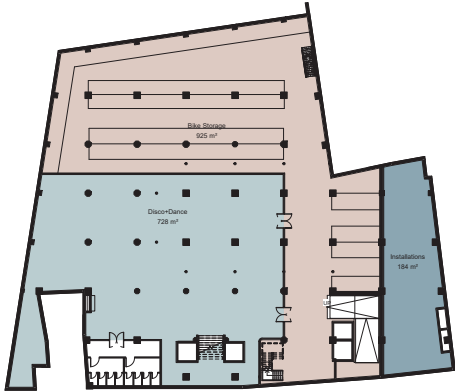
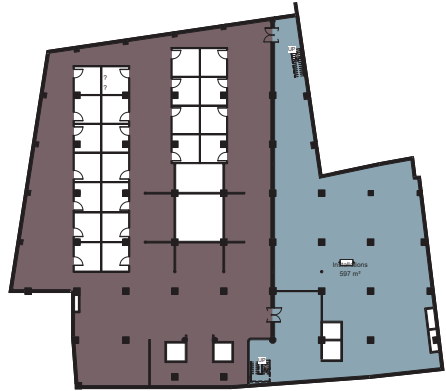


Fenix 1, Rotterdam (Mei architects)

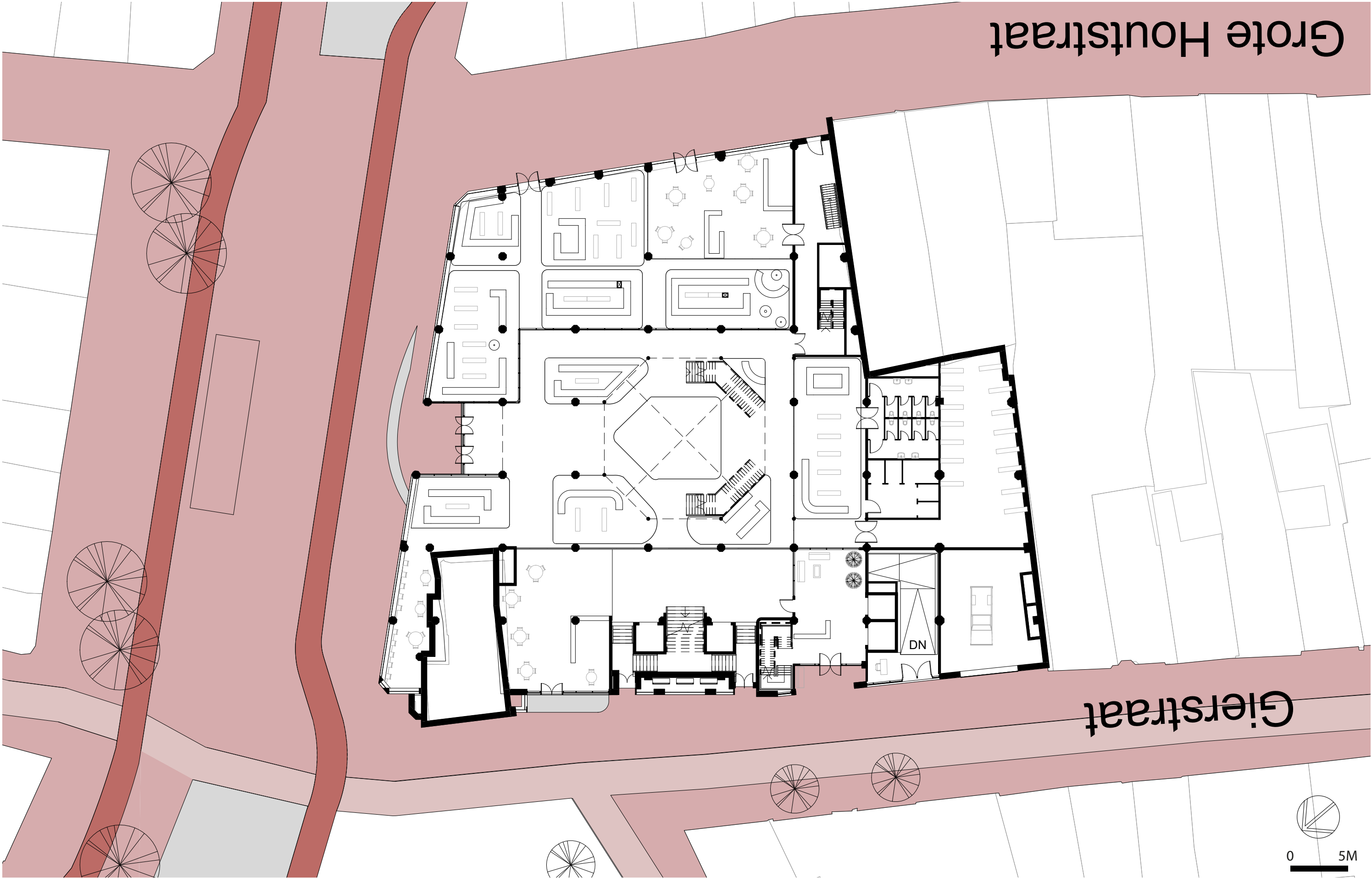


Utopia Library, Belgium (KAAN Architecten)

Program organization



Site plan

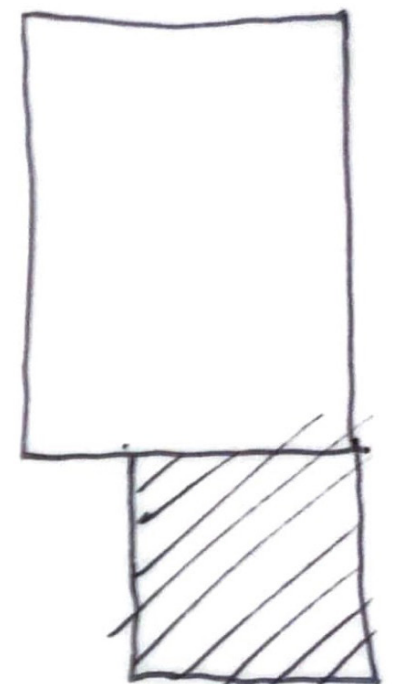
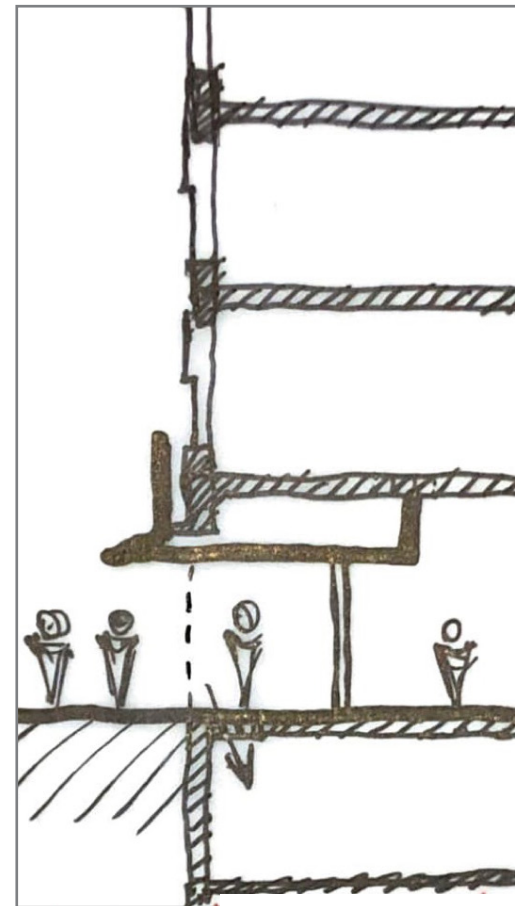
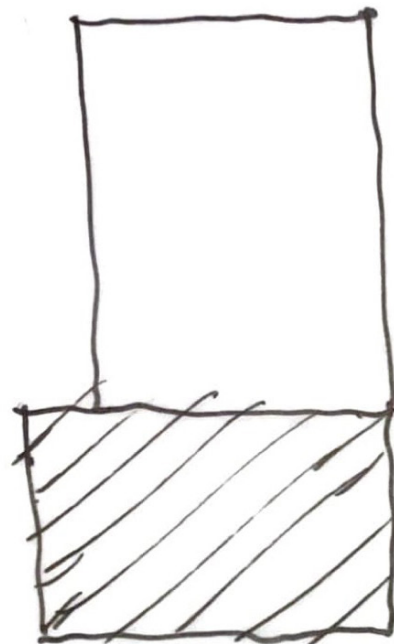
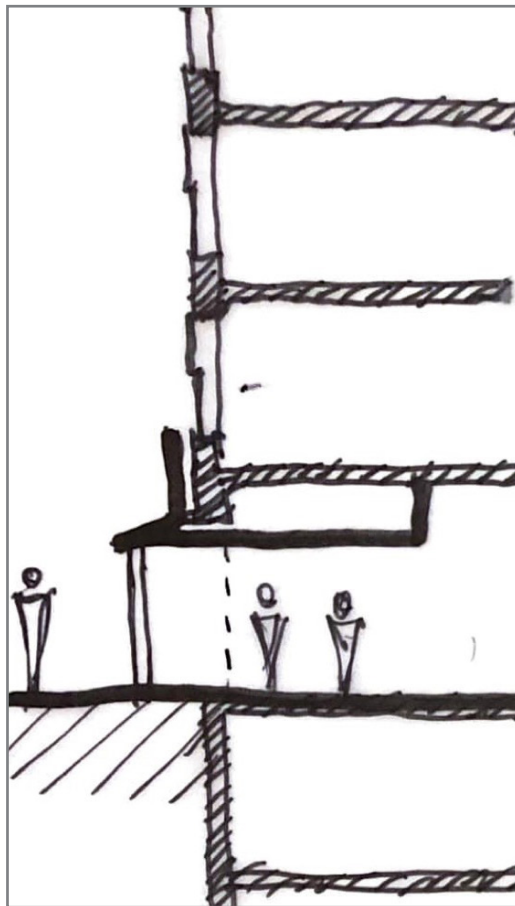


Approaching the main entrance

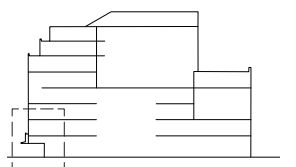


Main entrance

Protruding element vs Setback element



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



Main entrance

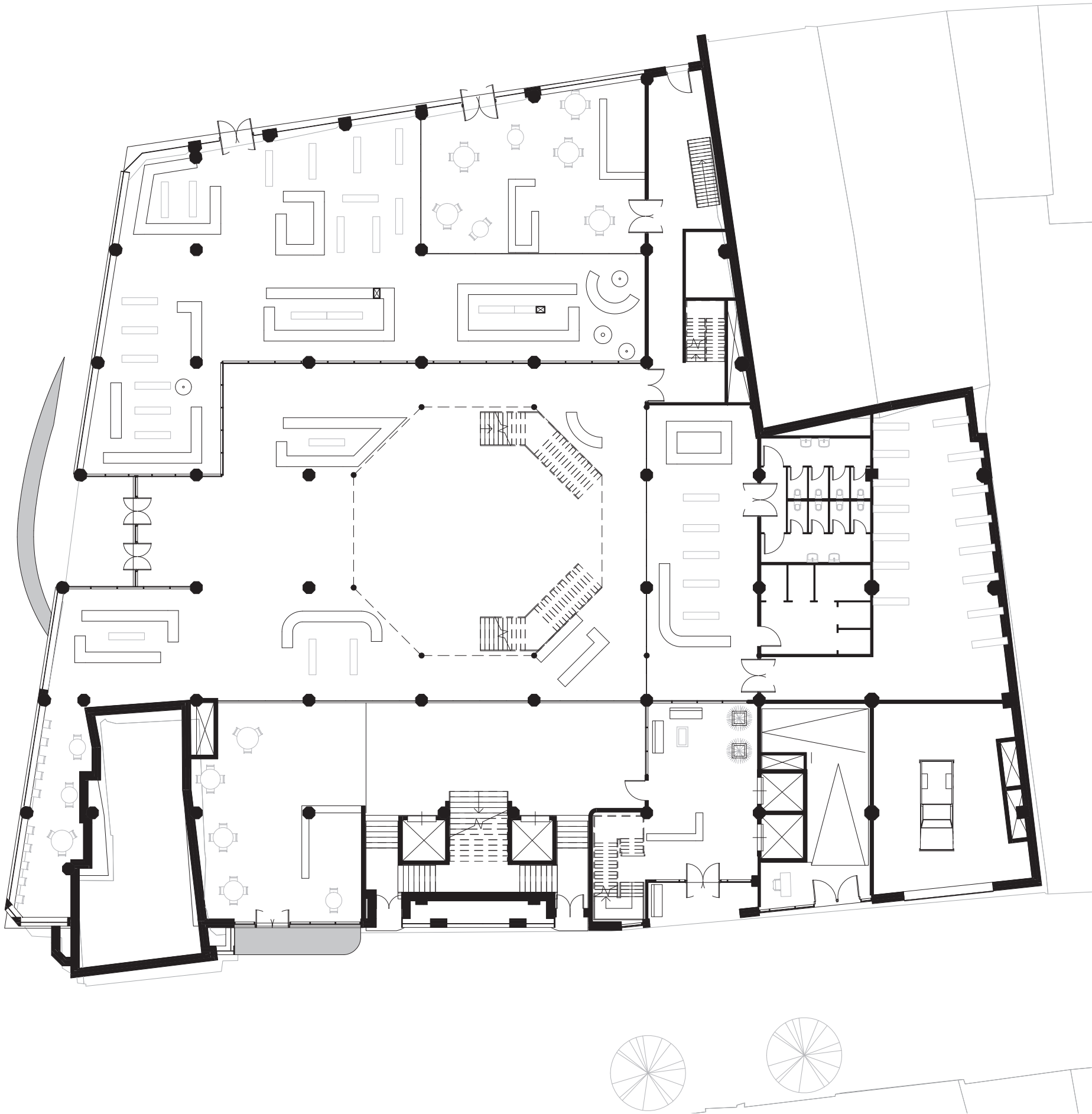


Main entrance



View upon entering the building

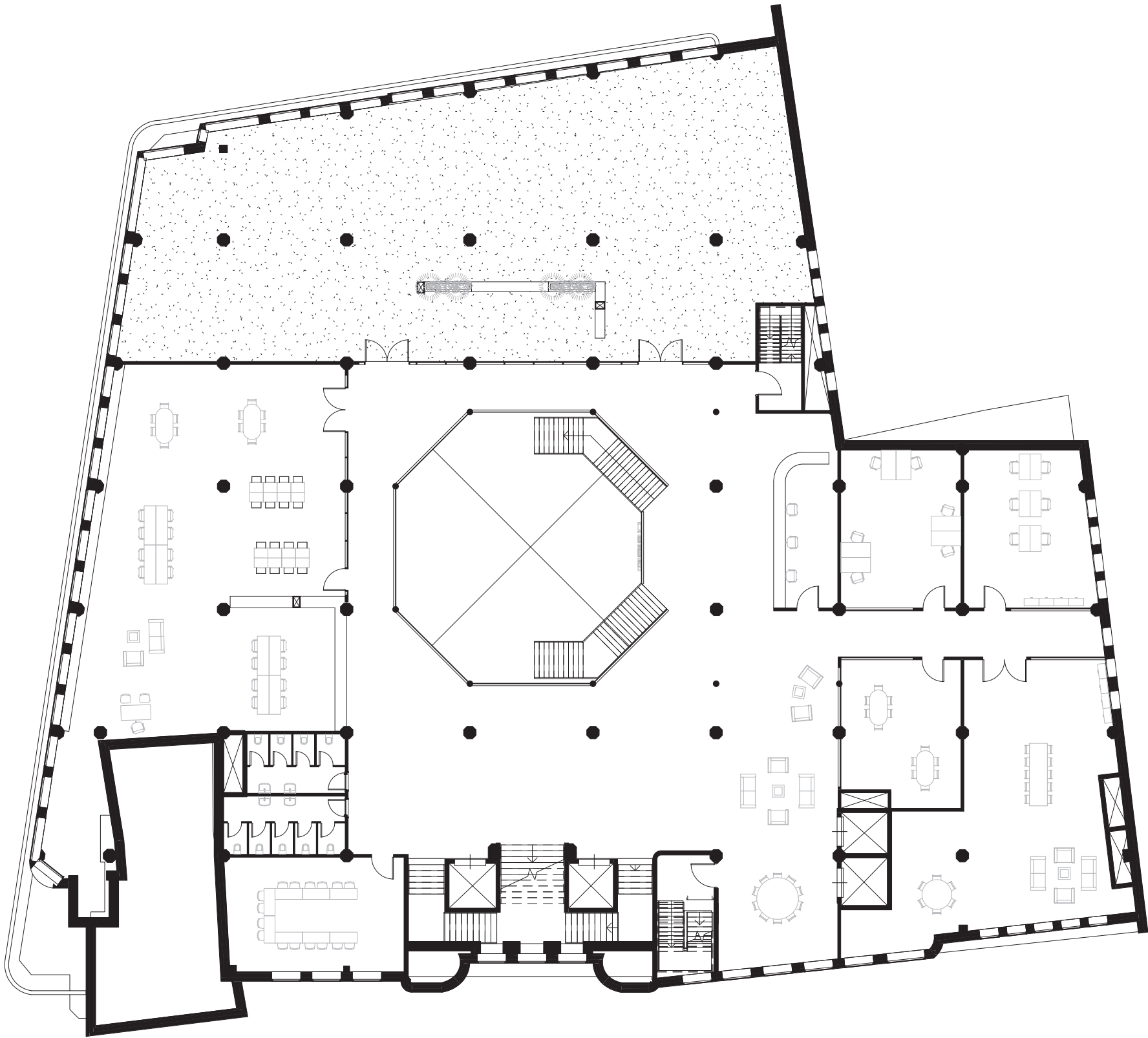
Ground floor



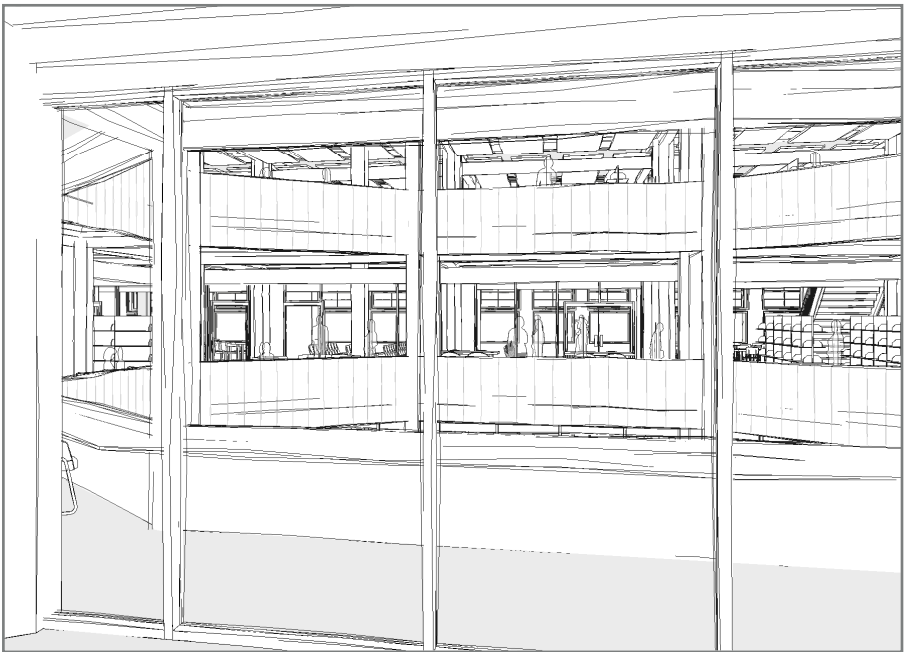
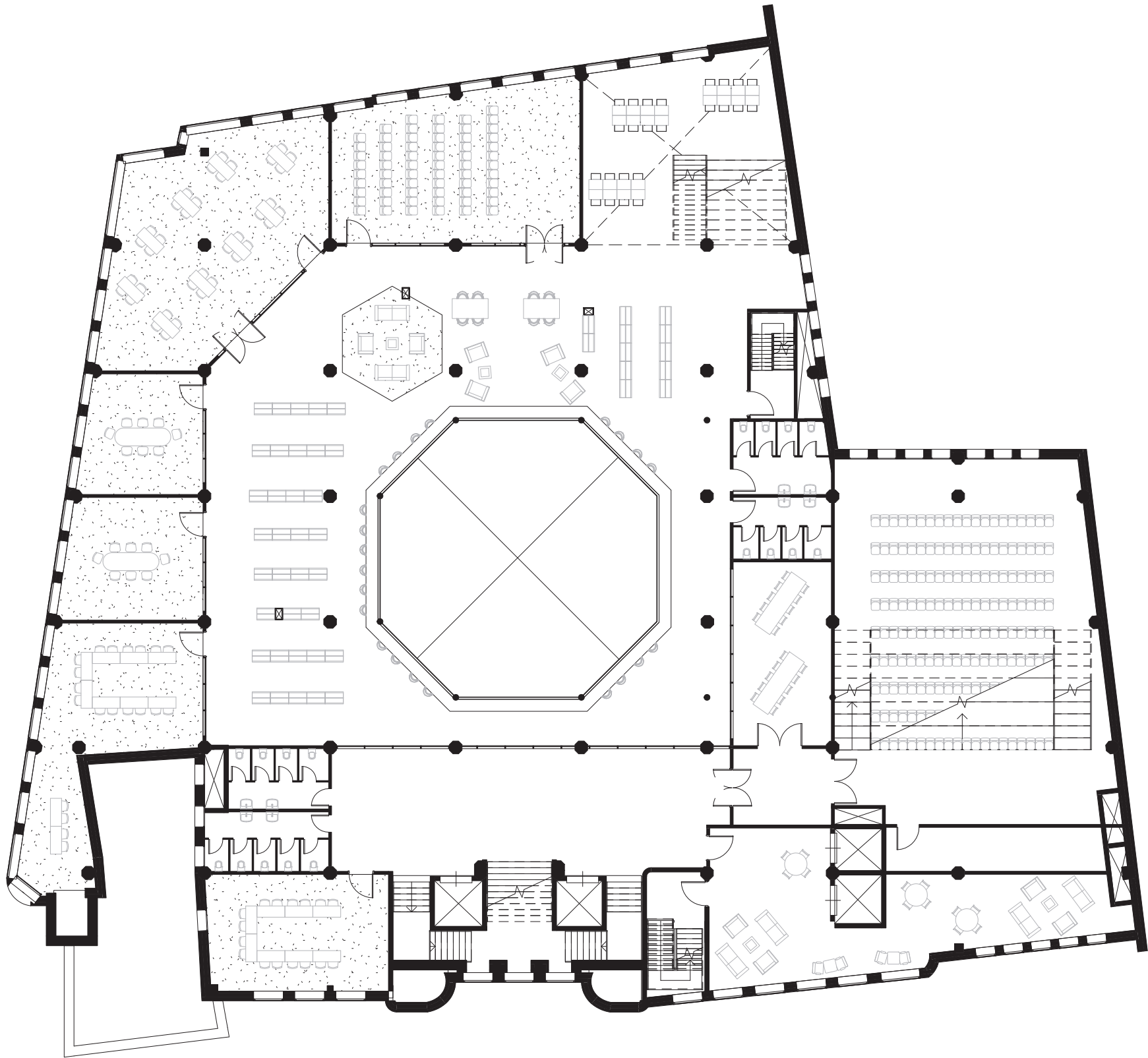
Ground floor



First floor



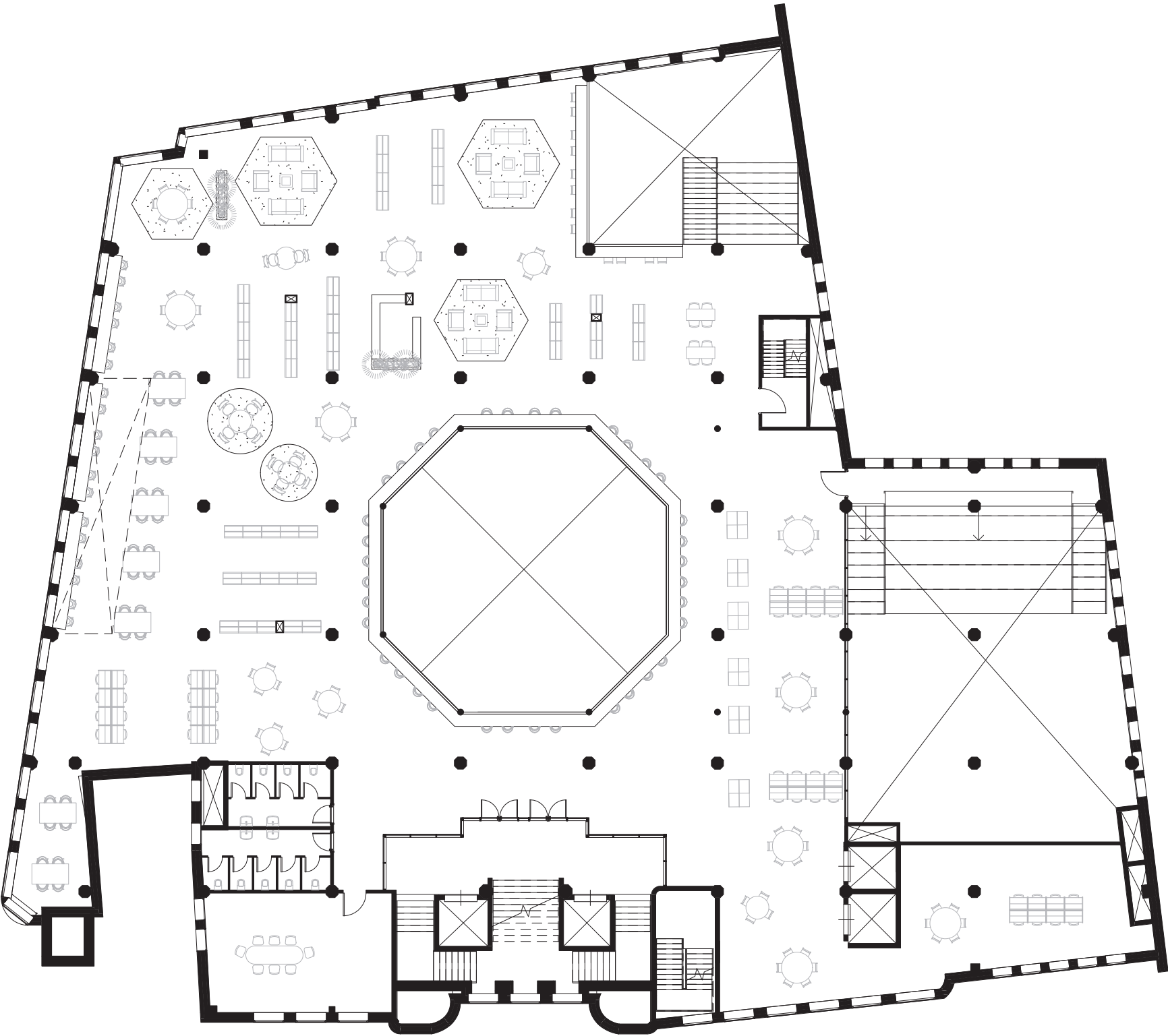
Second floor



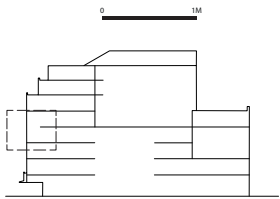
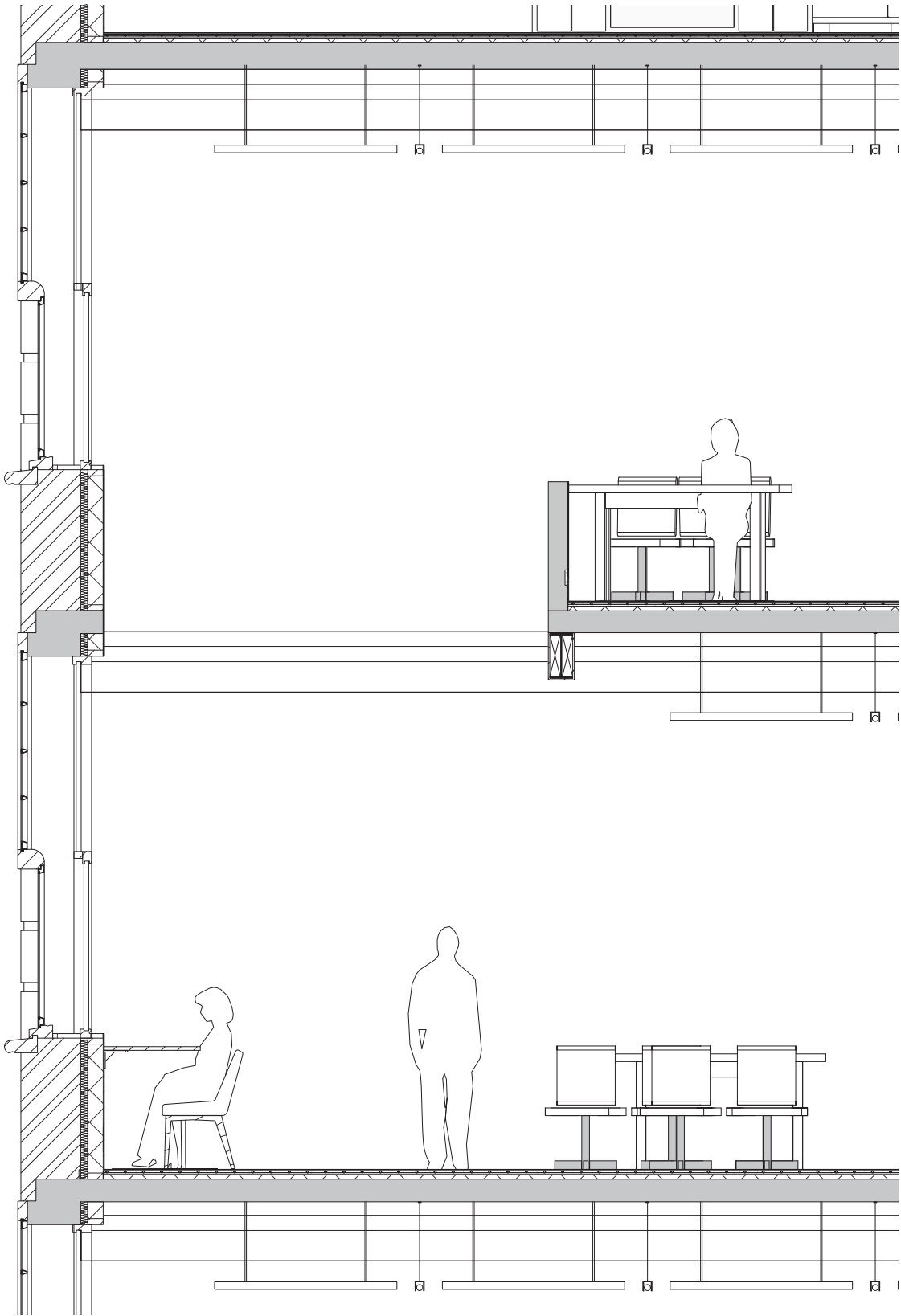
Second floor



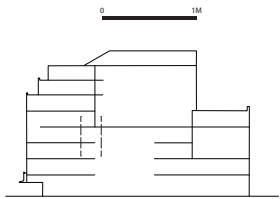
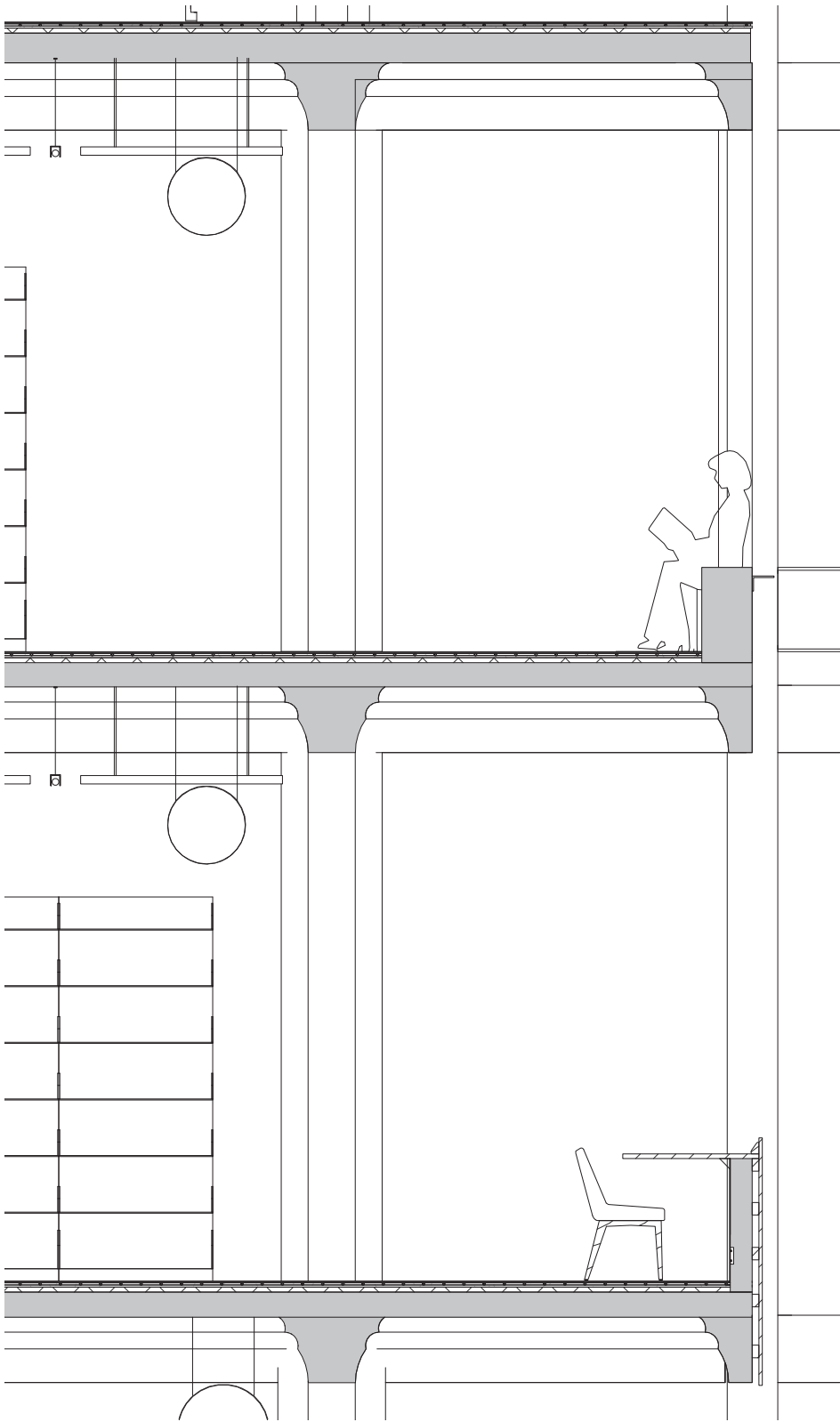
Third floor



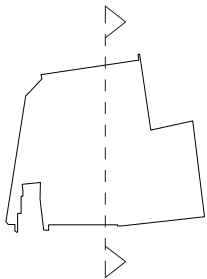
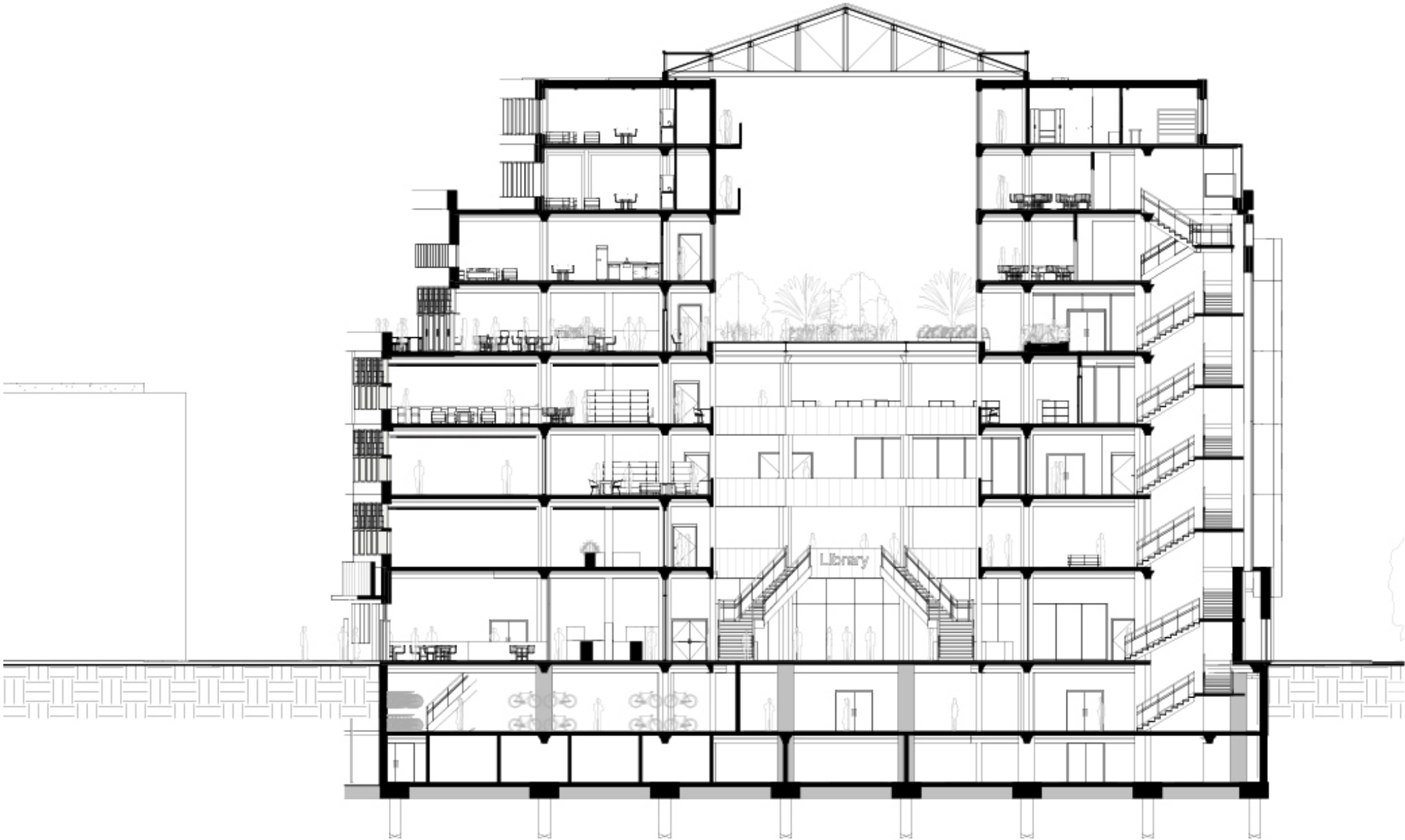
Third floor



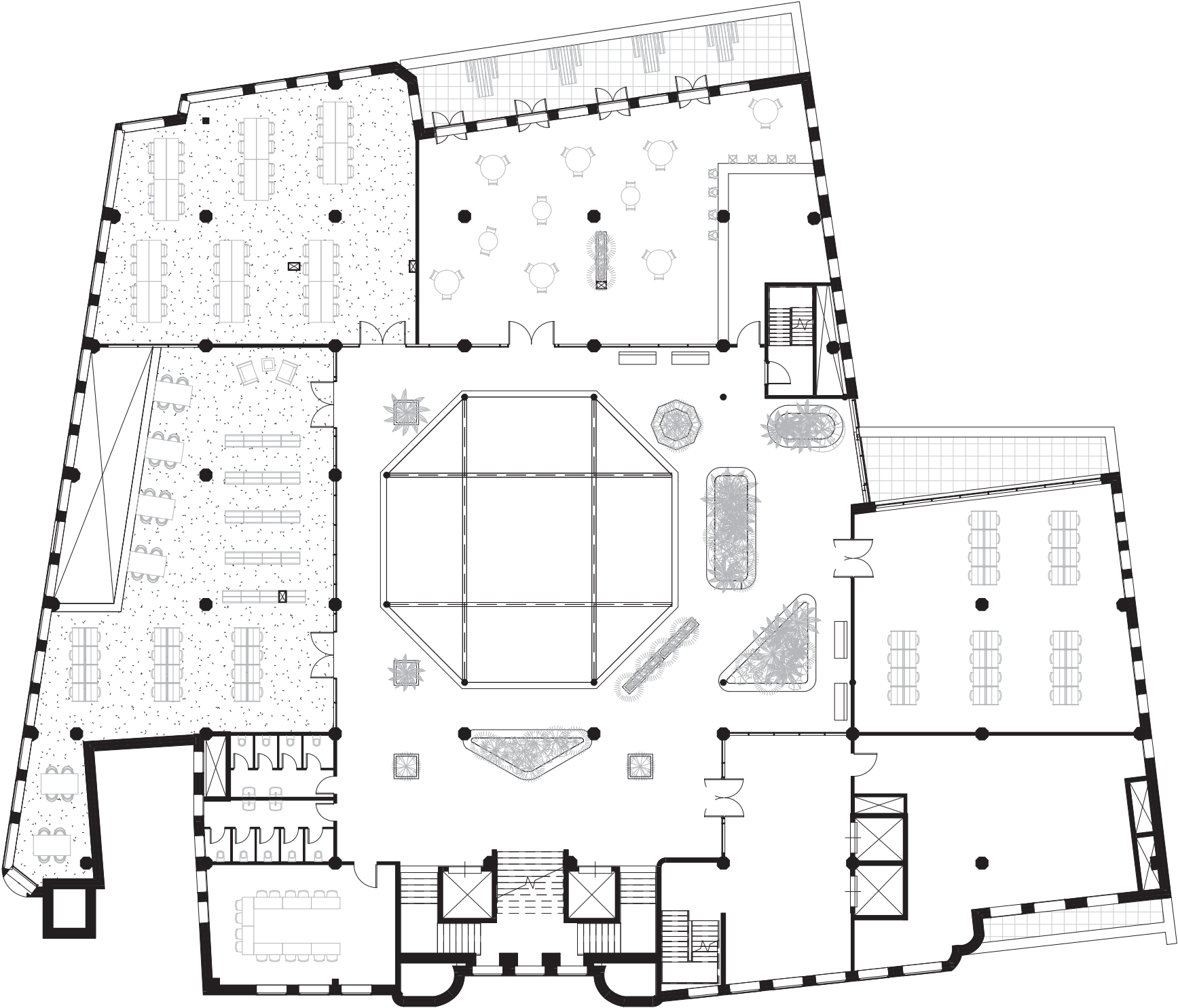
Third floor



Section



Fourth floor



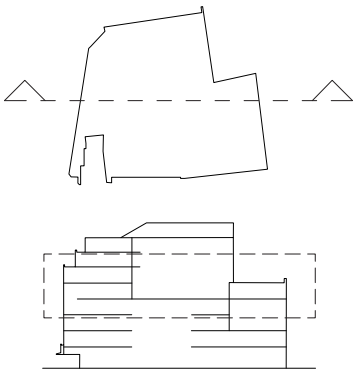
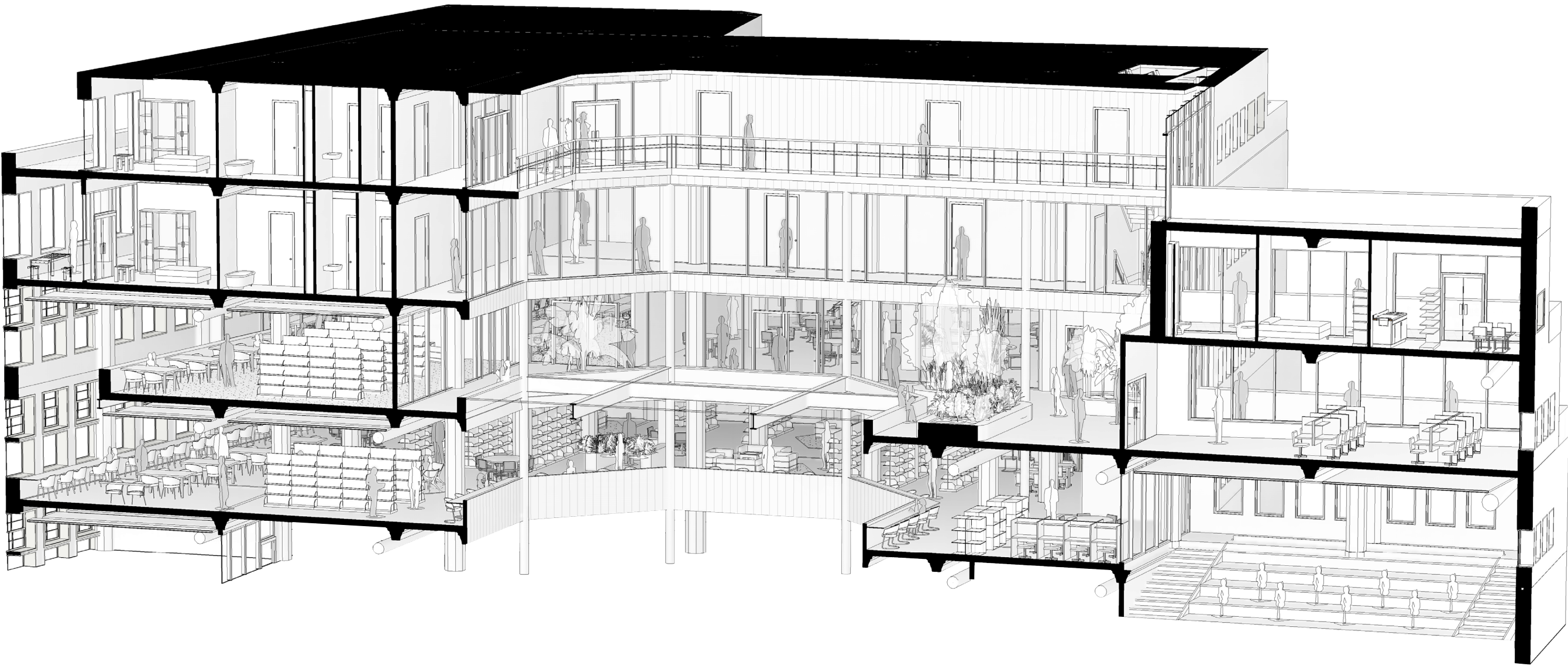
0 5M

Fourth floor

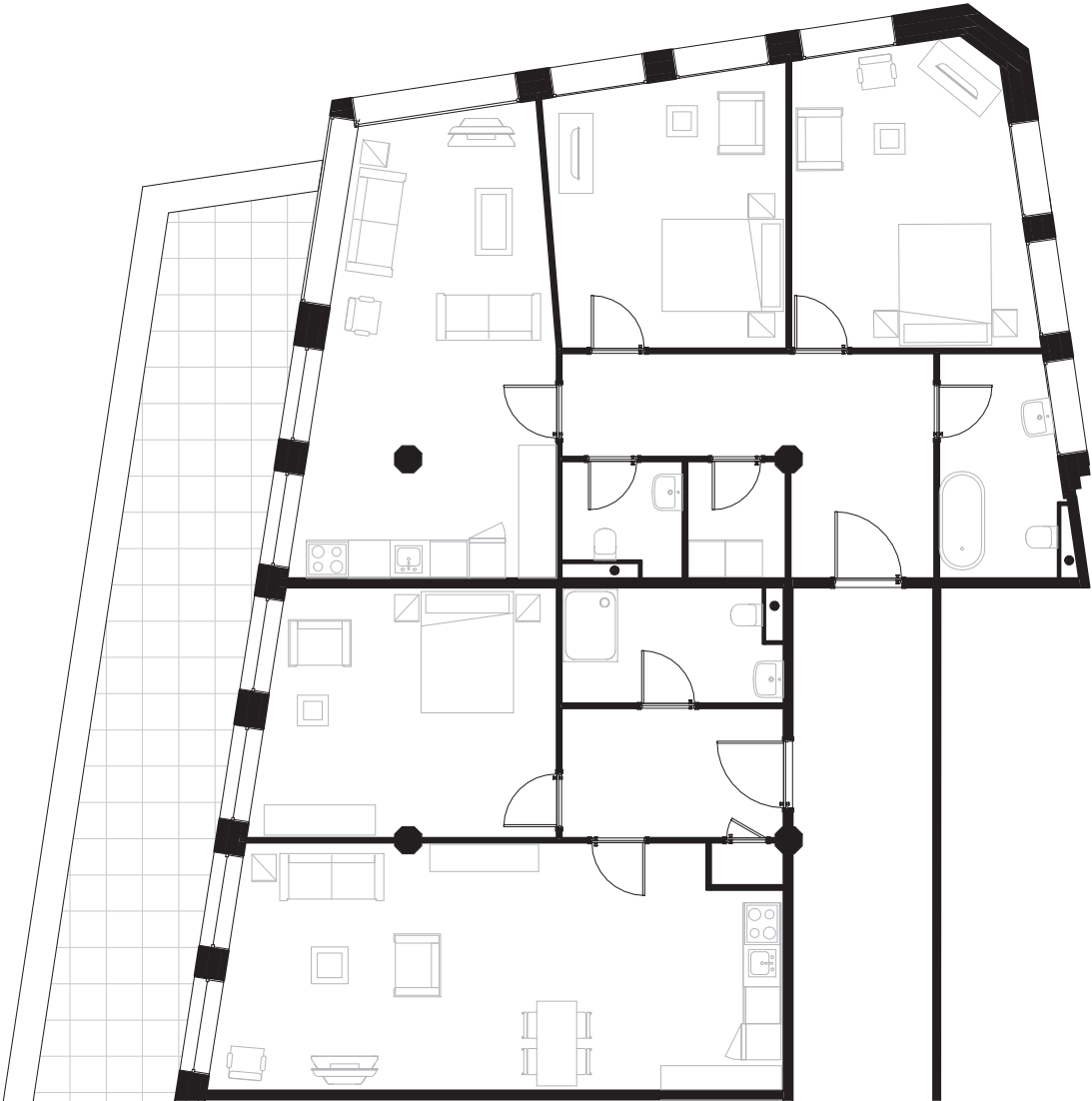
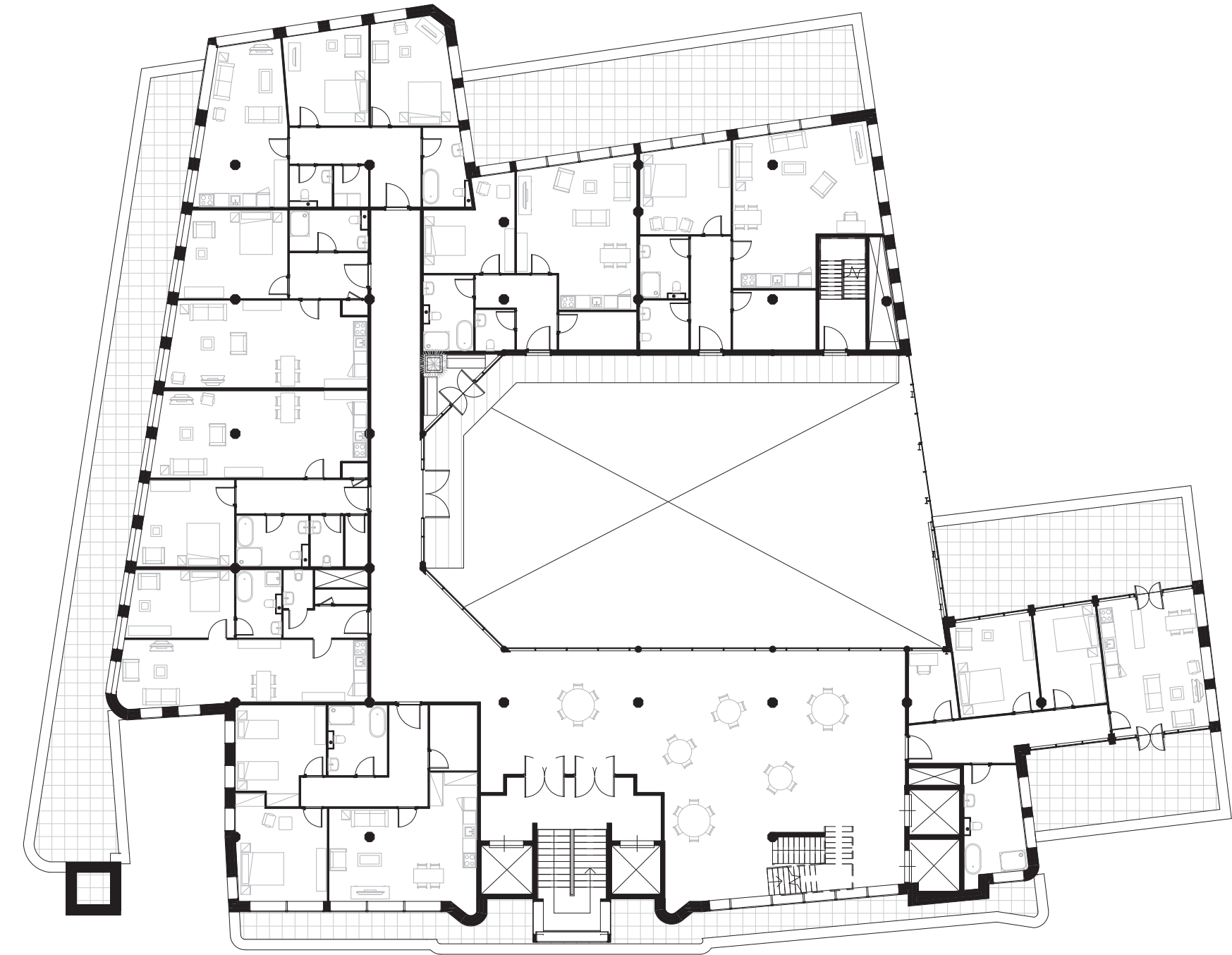
The green Atrium



Section



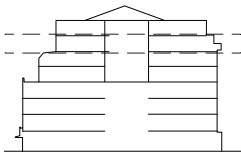
Sixth floor



0 5M



0 5M



Sixth floor

Views from corridor



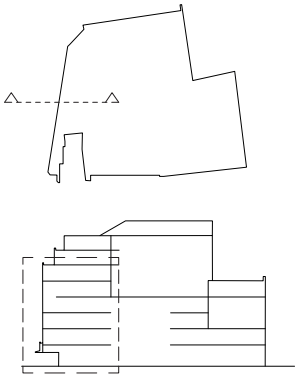
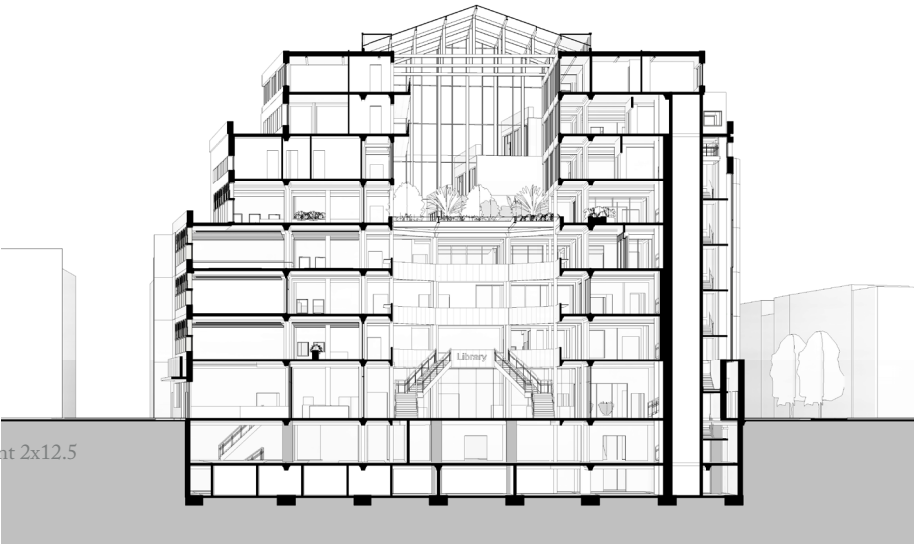
Detail fragment

Facade construction:
-20 mm Plywood Construction plate
-100 mm HSB element style and framework
filled with wood fiber insulation,
wooden posts center to center 500
-60 mm GUTEX Thermoflex fiberboard
z(A-waarde 0,031 W/m·K)
-50mm hard insulation plate
-390mm massive existing brick facade

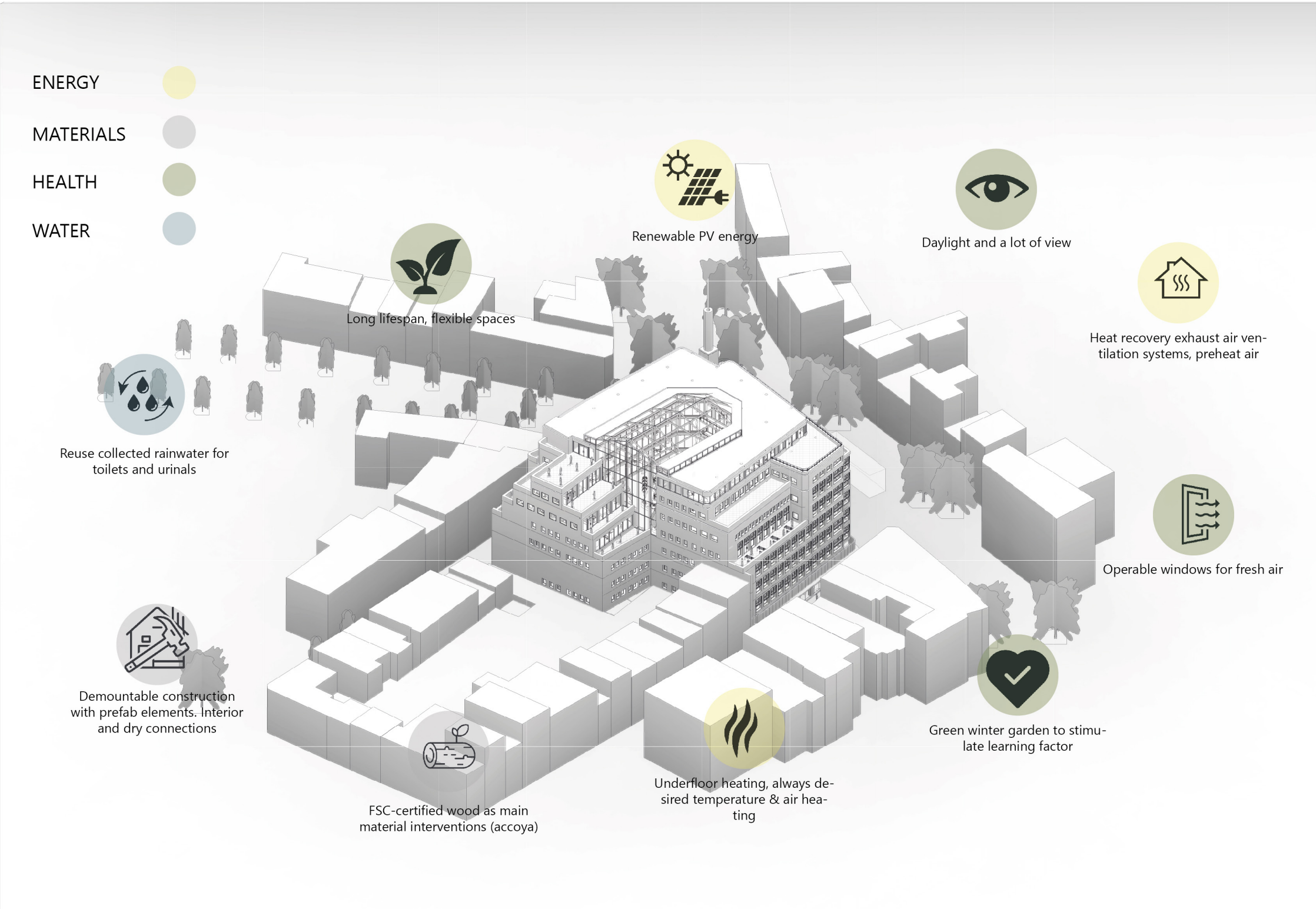
Ceiling construction:
-80 mm Mineral wool
-25 mm Metal spring rails
-12.5mm Plasterboard ceiling

Floor construction:
3 mm Marmoleum finish concrete look
- FERMACELL dry leveling granules
25 mm FERMACELL 2E22 floor element 2x12.5
mm
with low temperature heating in
milled slot Ø 15 mm
- PE film
20 mm XPS flameproof sound insulation
140 mm Poured concrete in situ

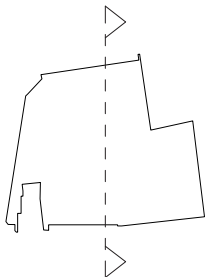
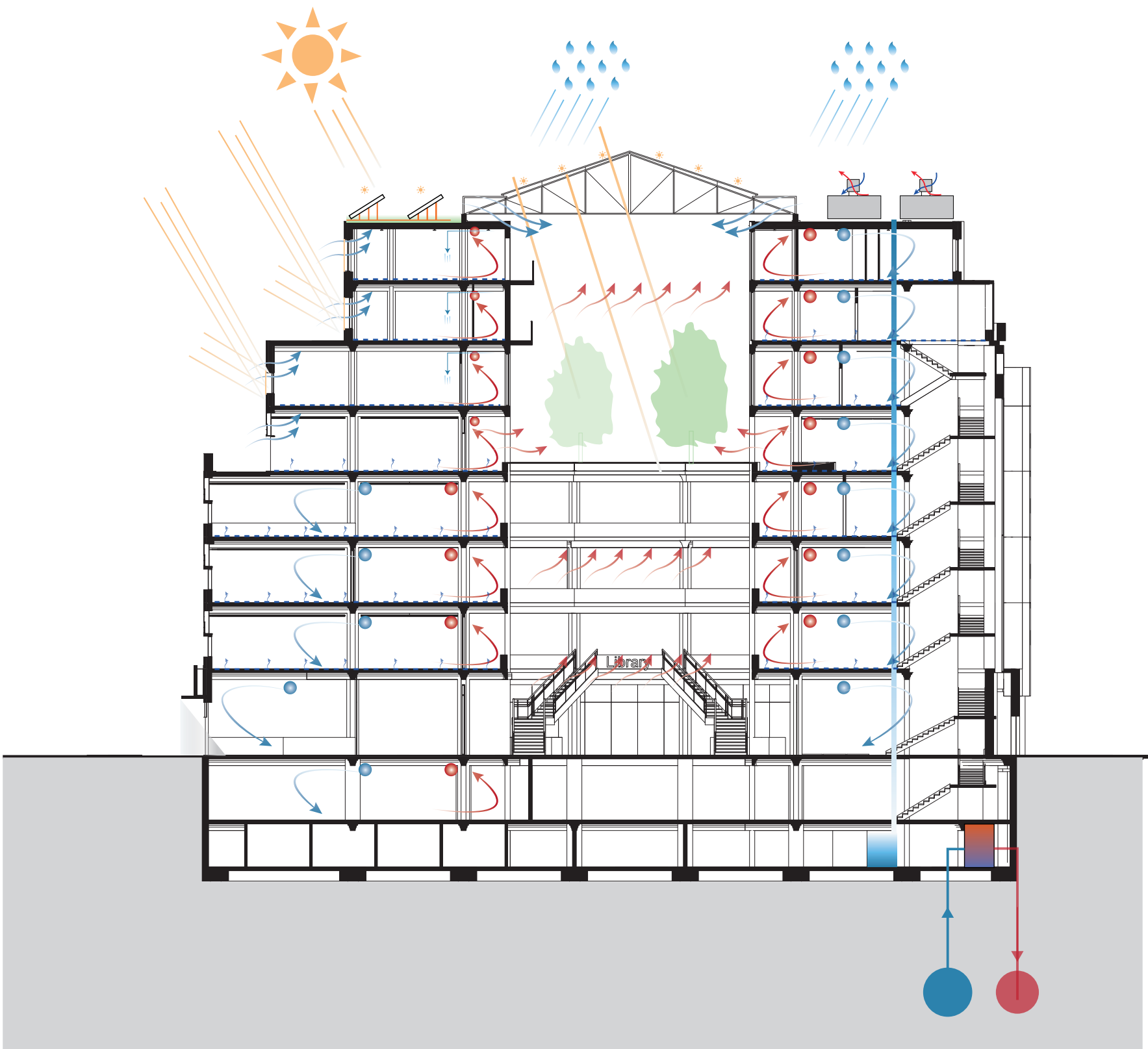
Structure of Dividing wall:
-12.5mm FERMACELL gypsum fiber board
-12.5mm FERMACELL gypsum fiber board
-100mm GUTEX Thermoflex 100mm
wooden uprights h.oh. 600mm
-12.5mm FERMACELL gypsum fiber board
-12.5mm FERMACELL gypsum fiber board



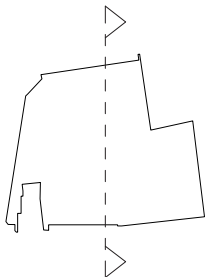
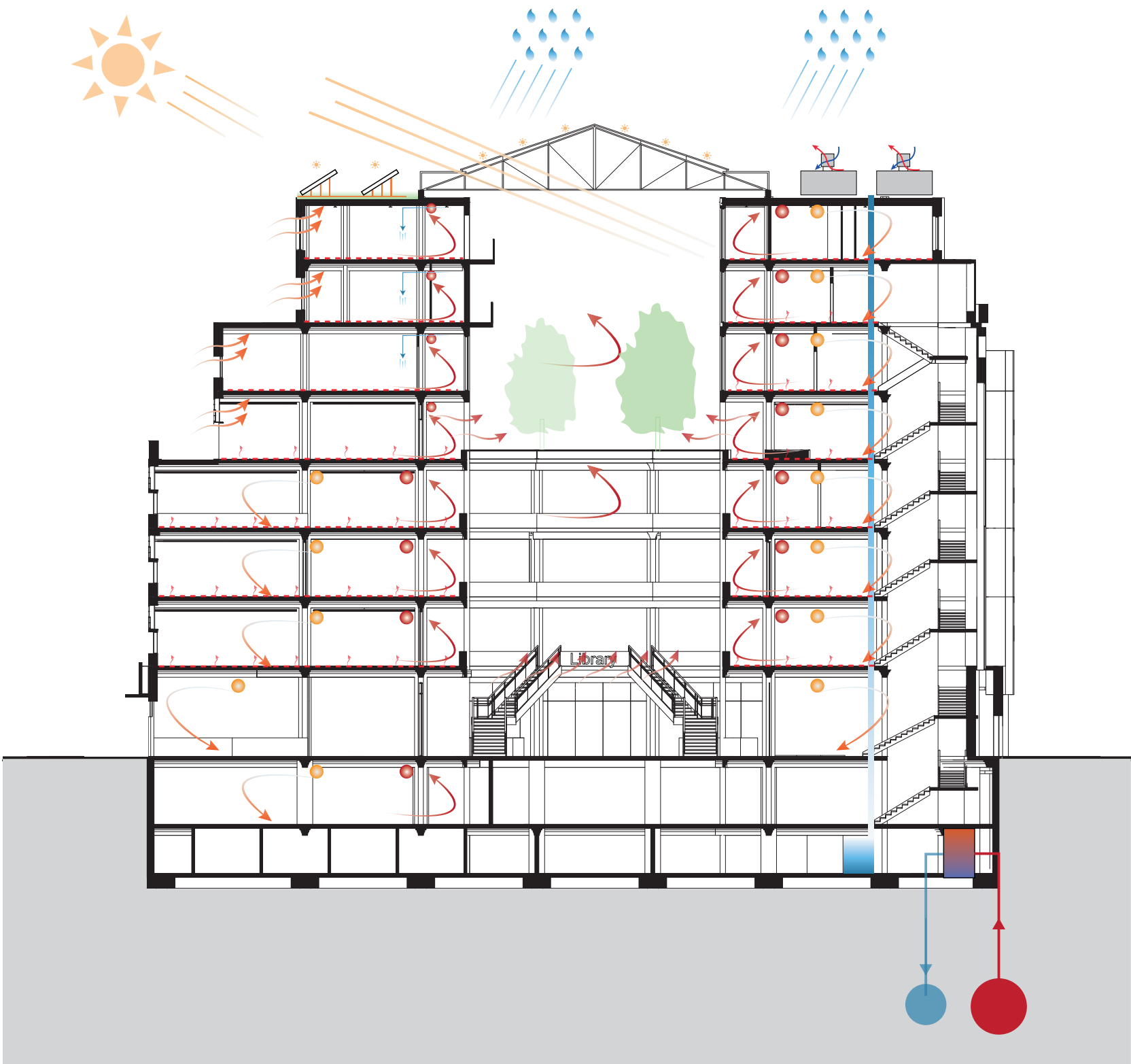
Sustainability points



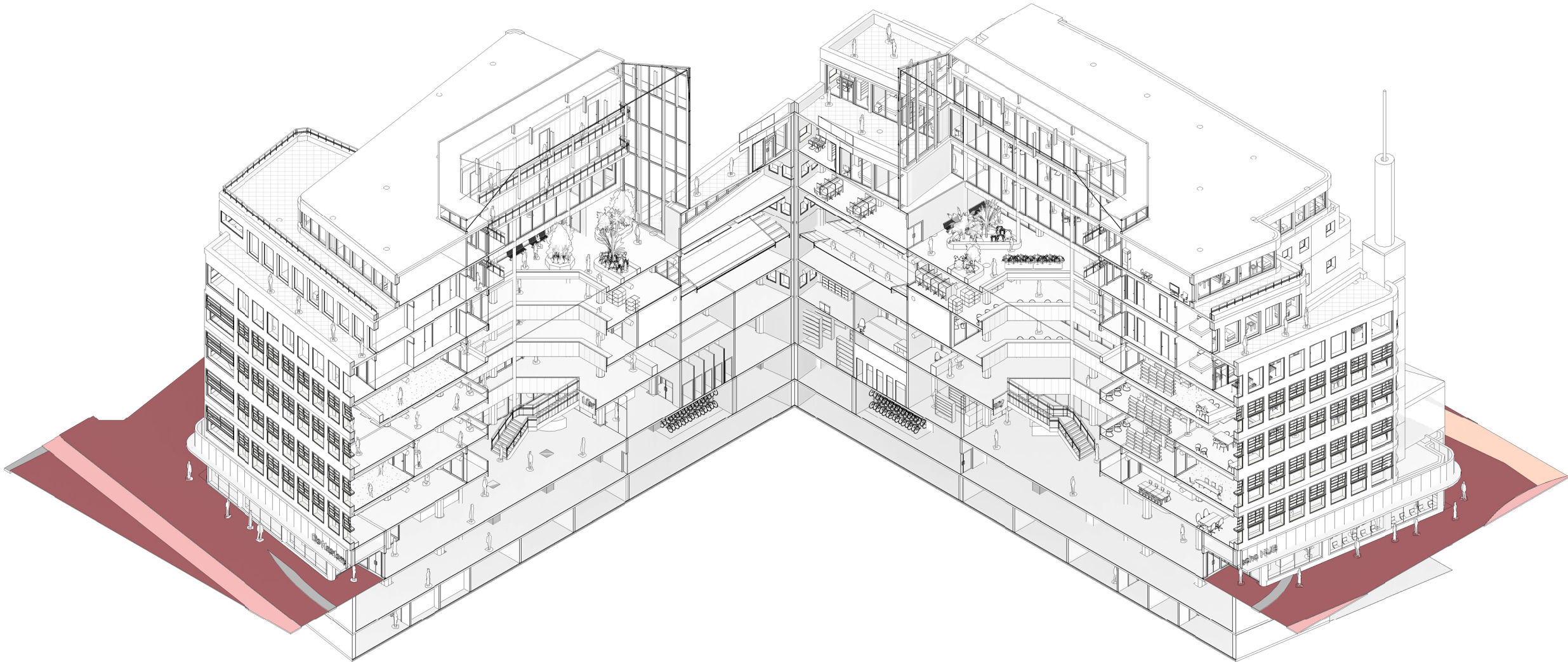
Climate scheme Summer



Climate scheme Winter



Total building in use

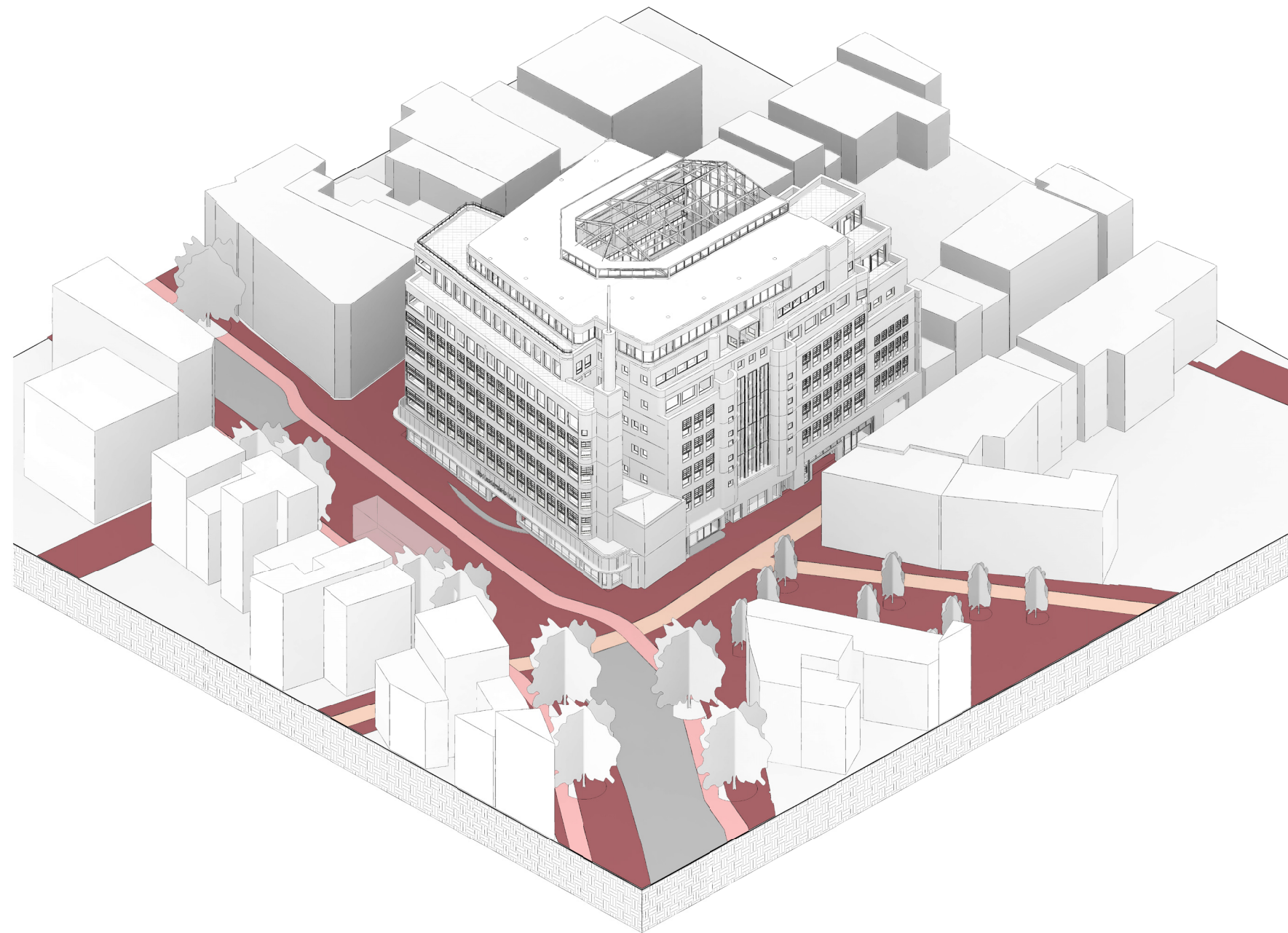


The center of gravity



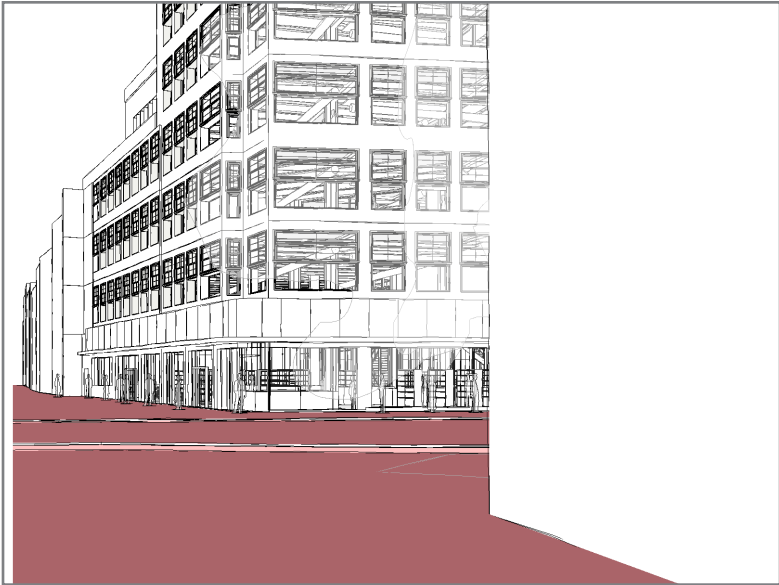
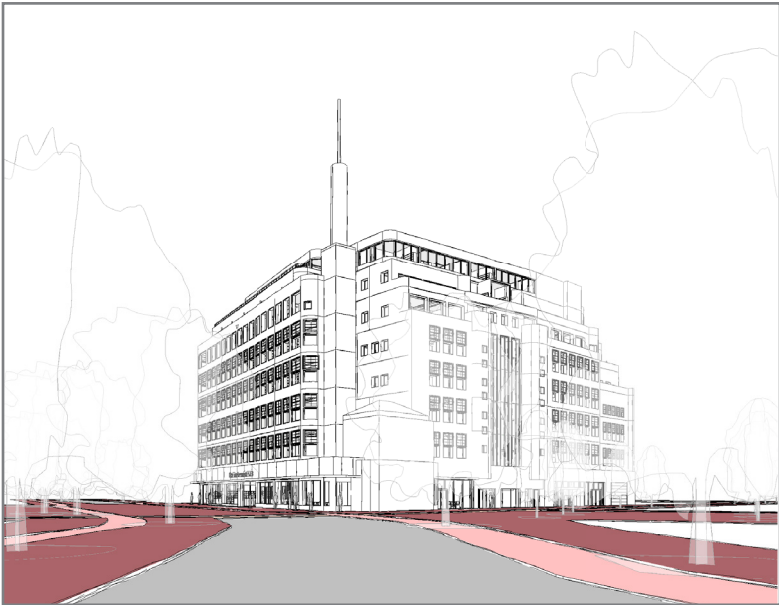
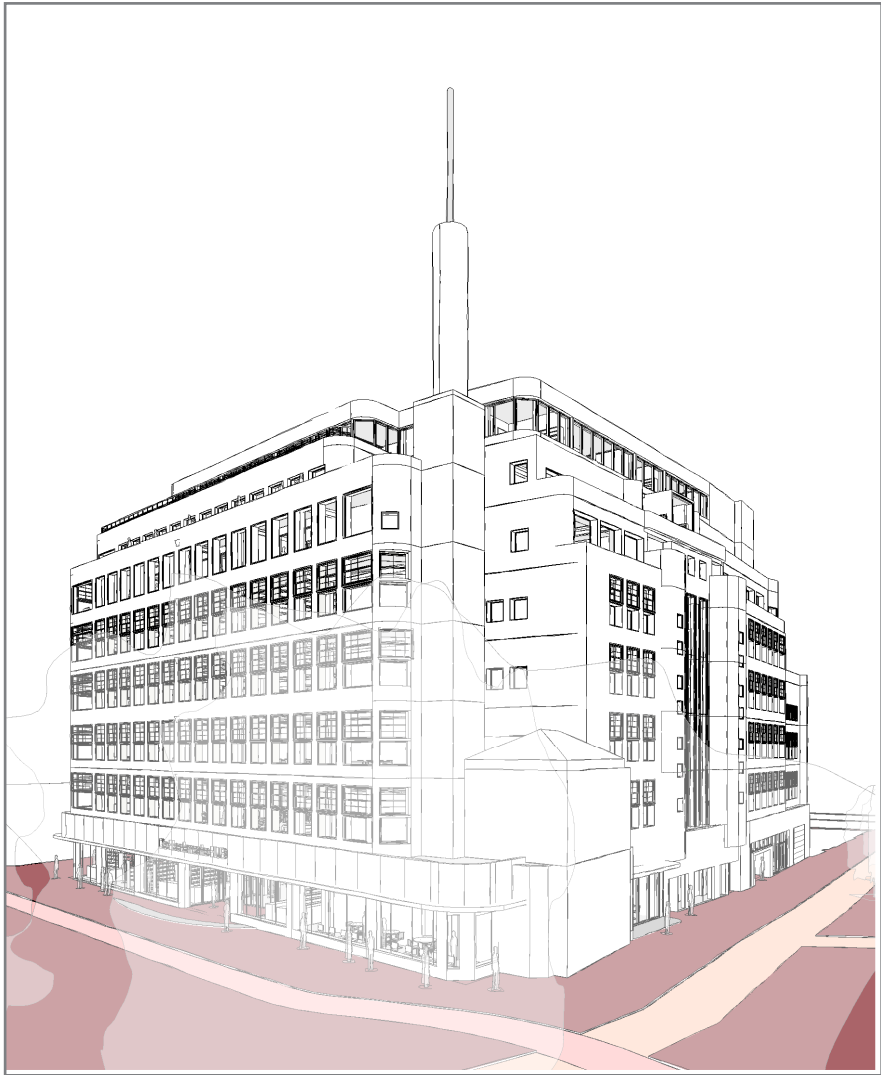
5. CONCLUSION

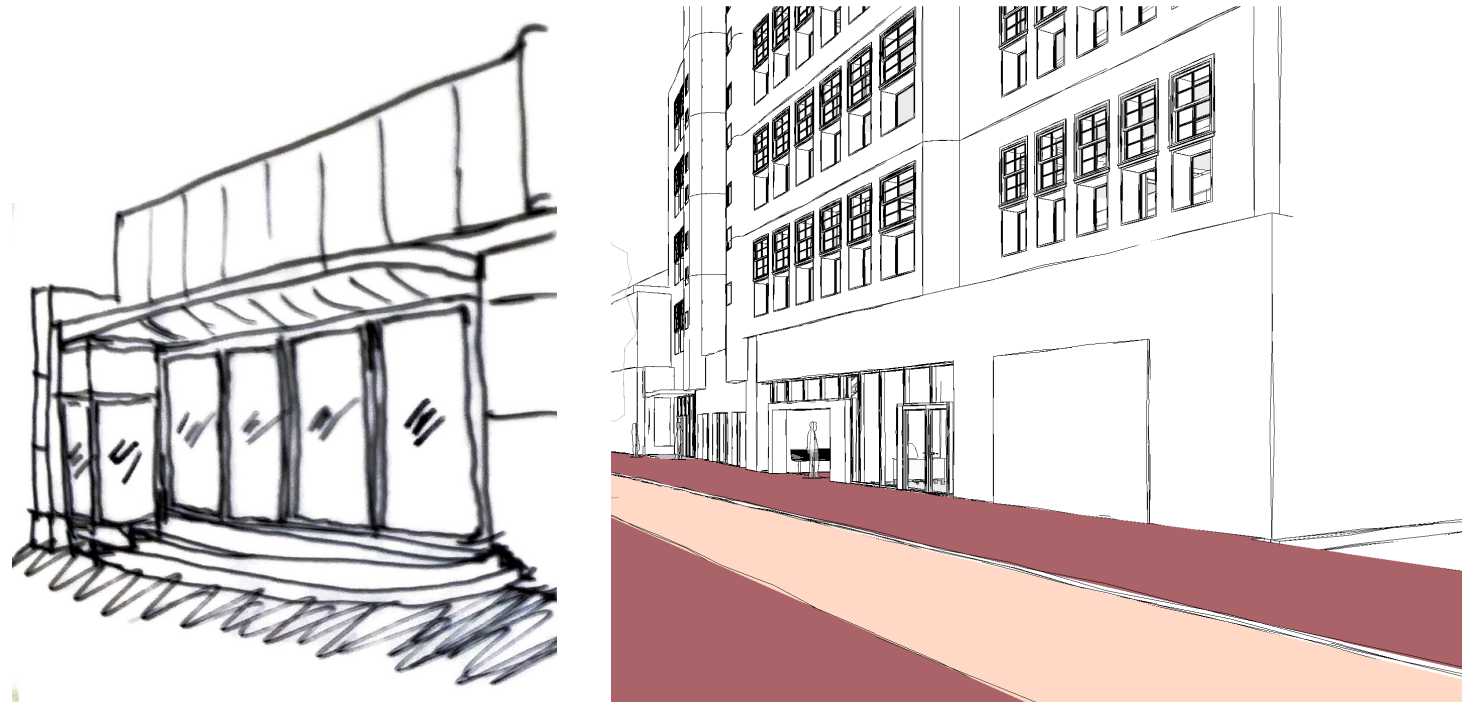
Conclusion



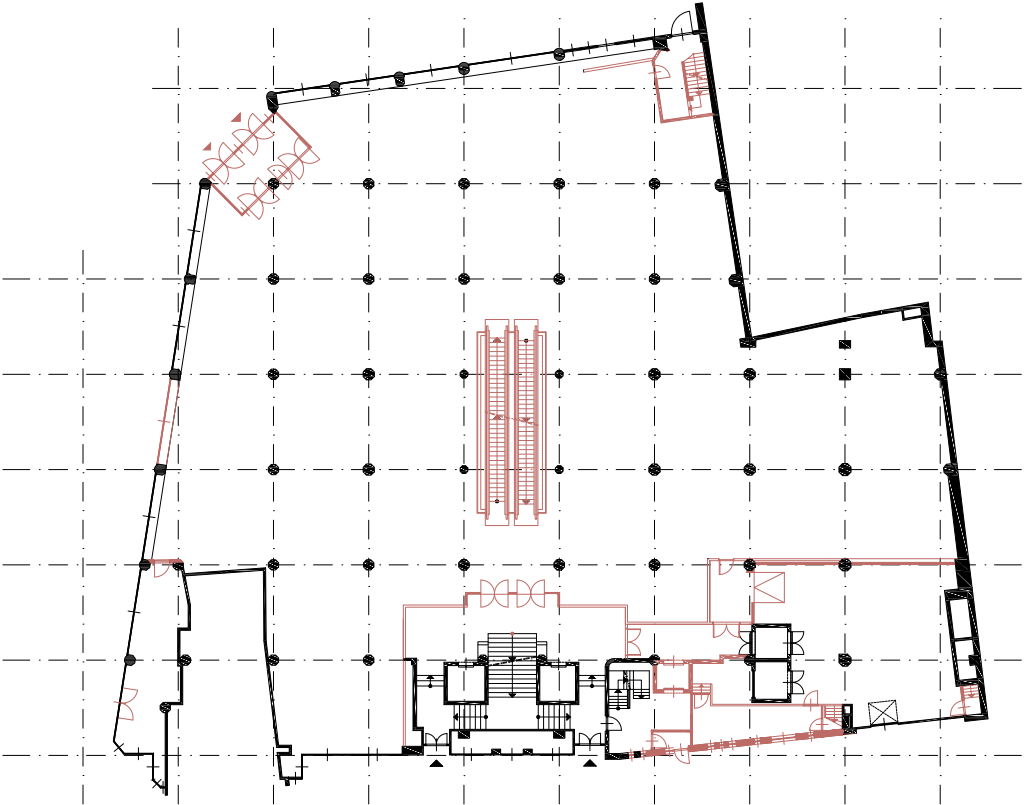
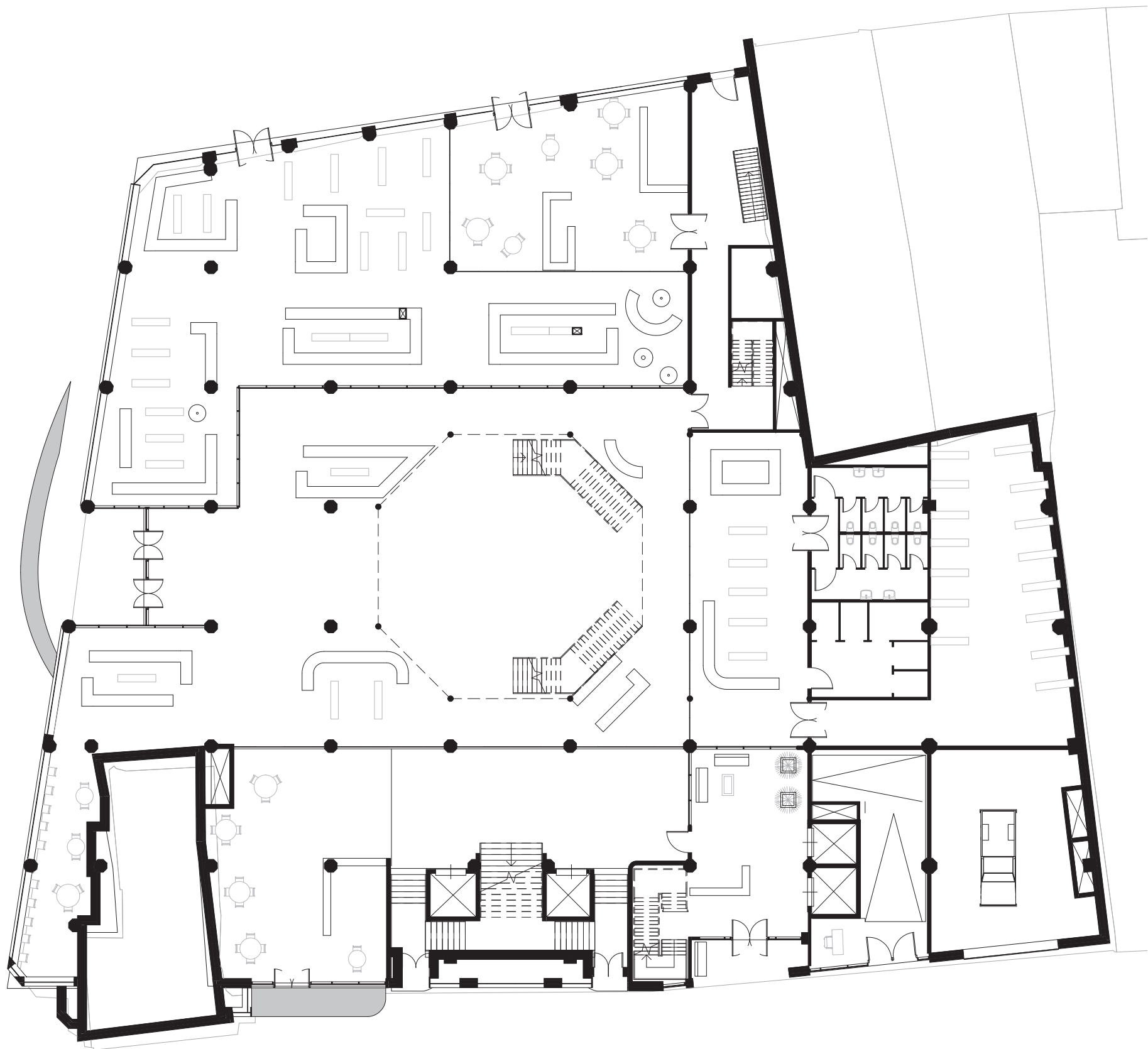
Masha Danki! | Gracias! | Obrigado! | Merci! | Thank you! | Bedankt!



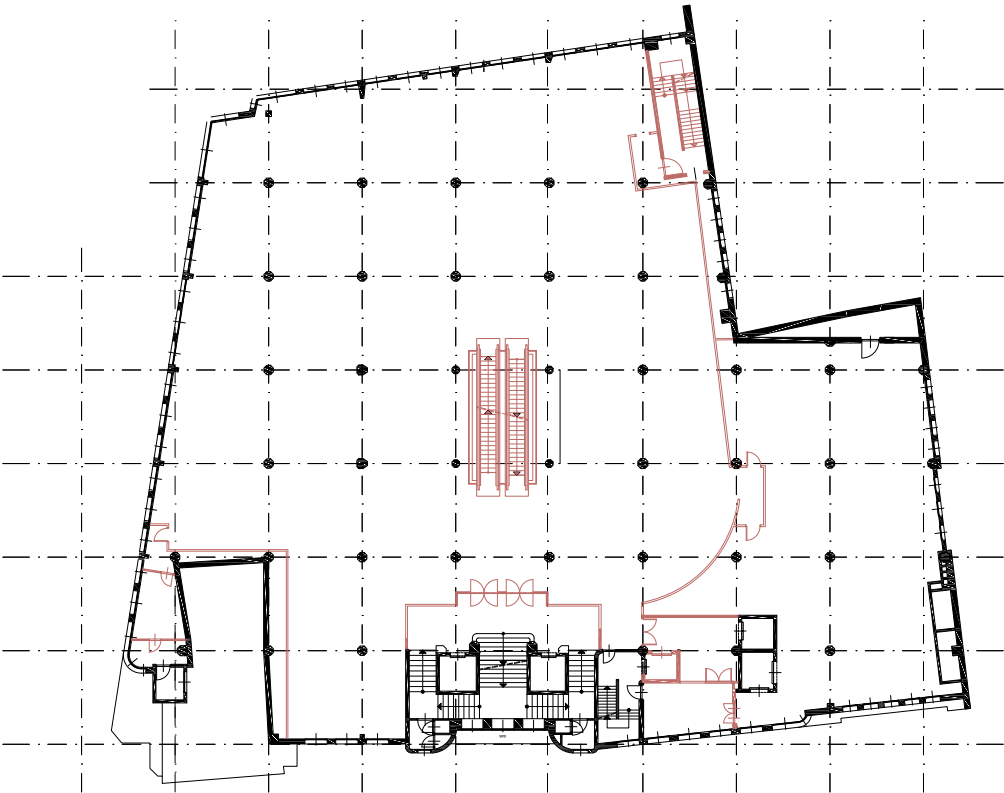
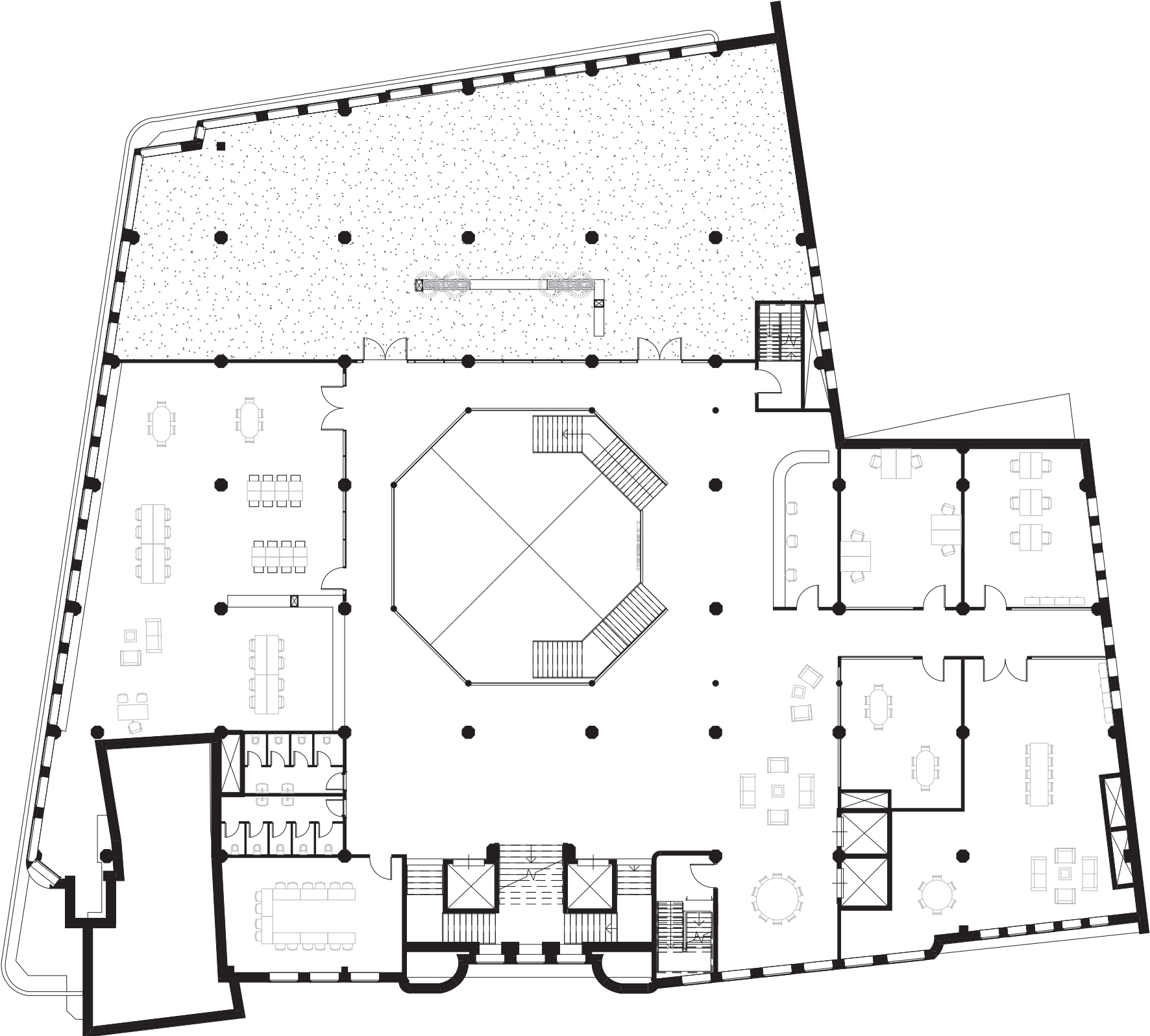




Gierstraat Interventions

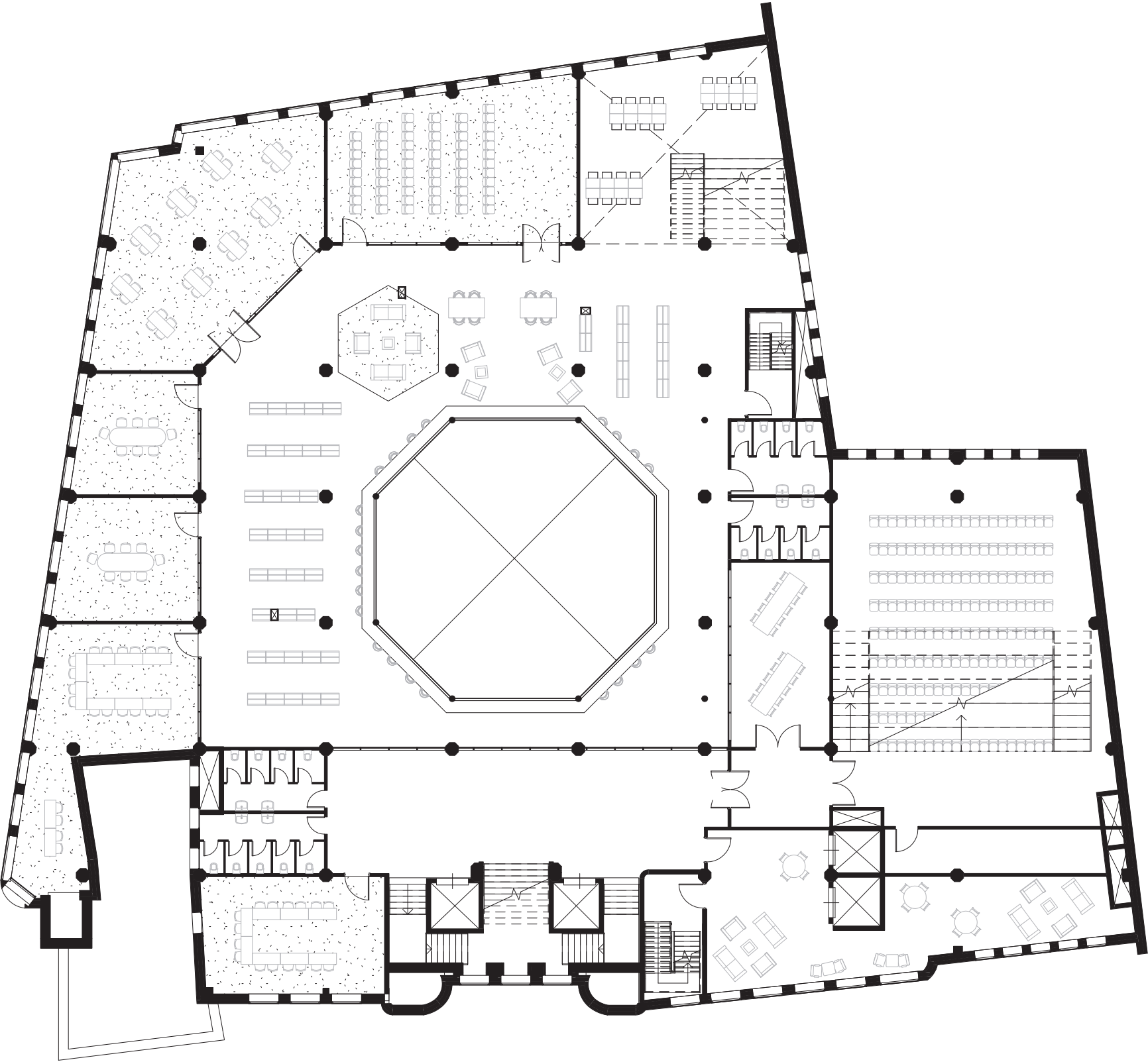


Ground floor



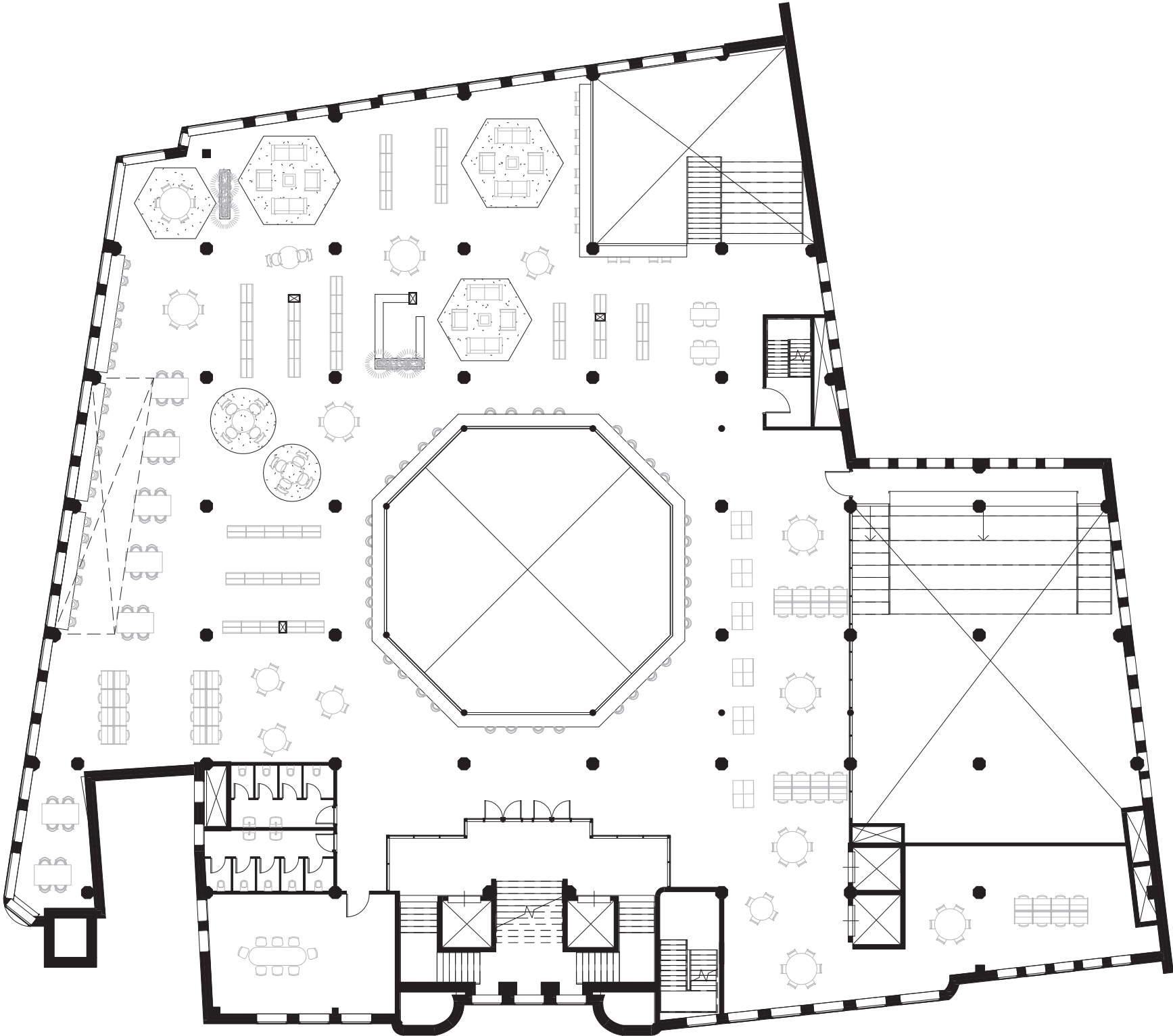
First floor



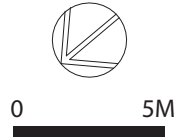


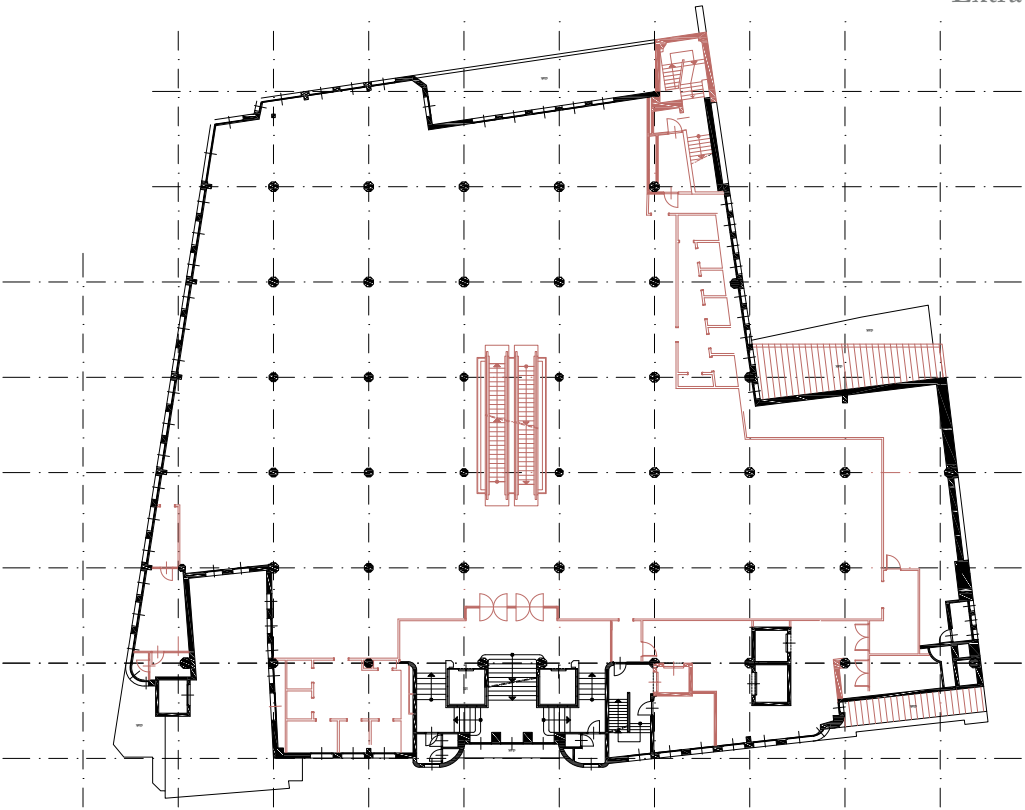
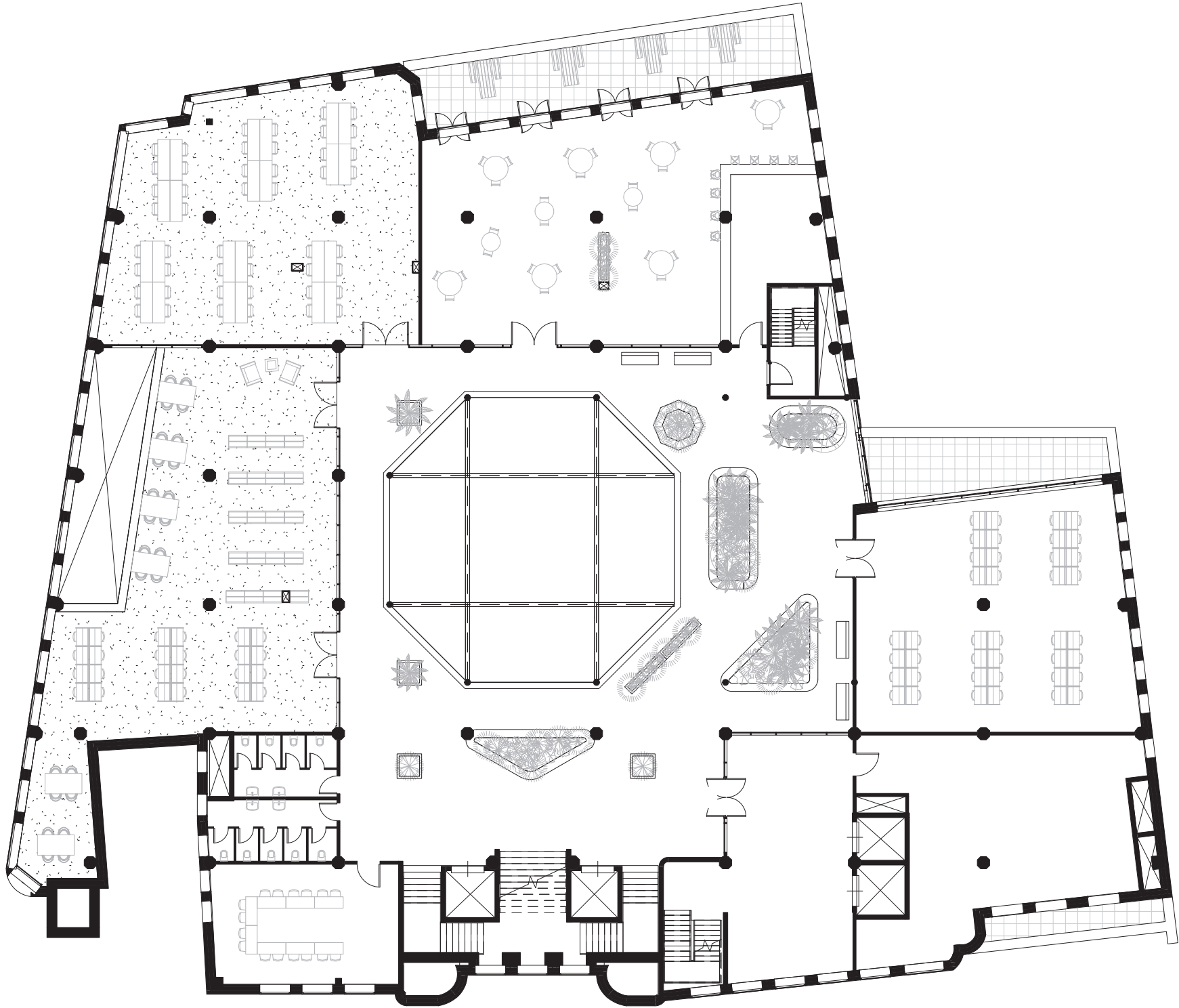
Second floor





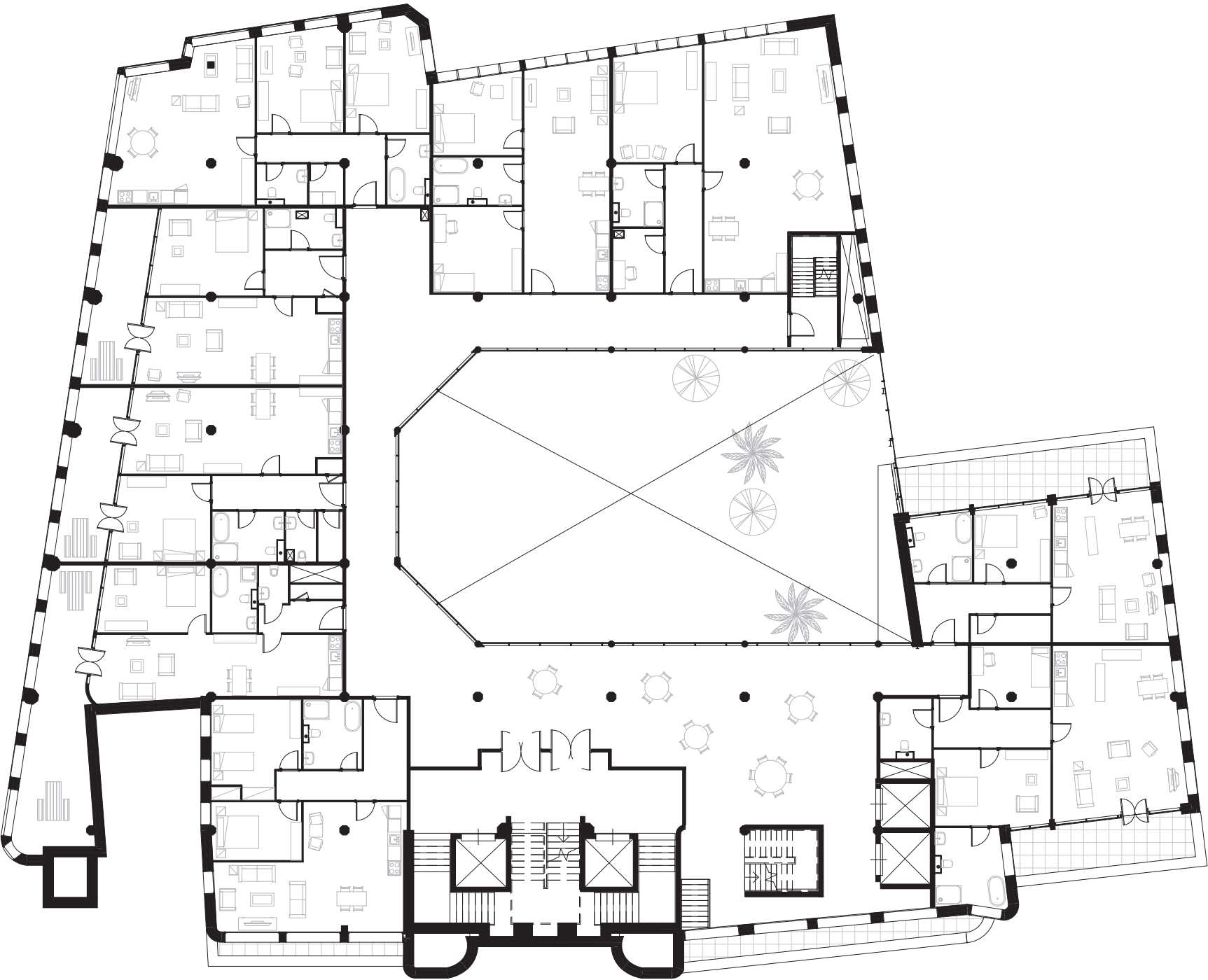
Third floor



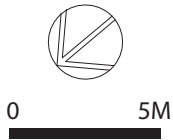


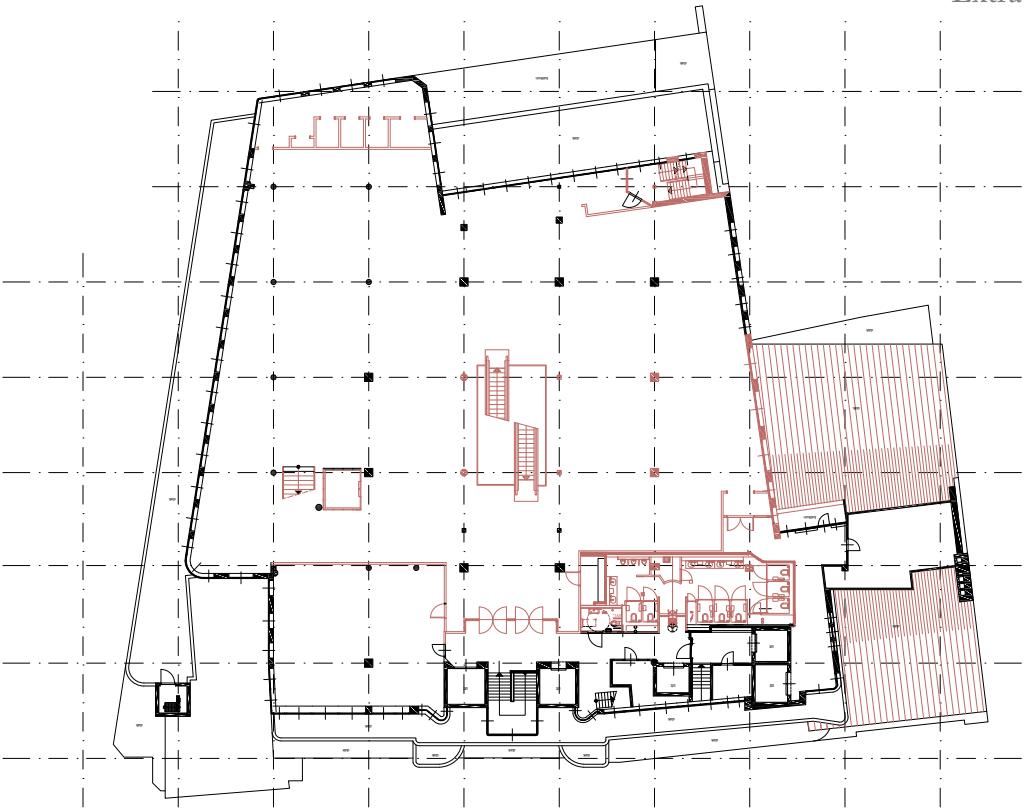
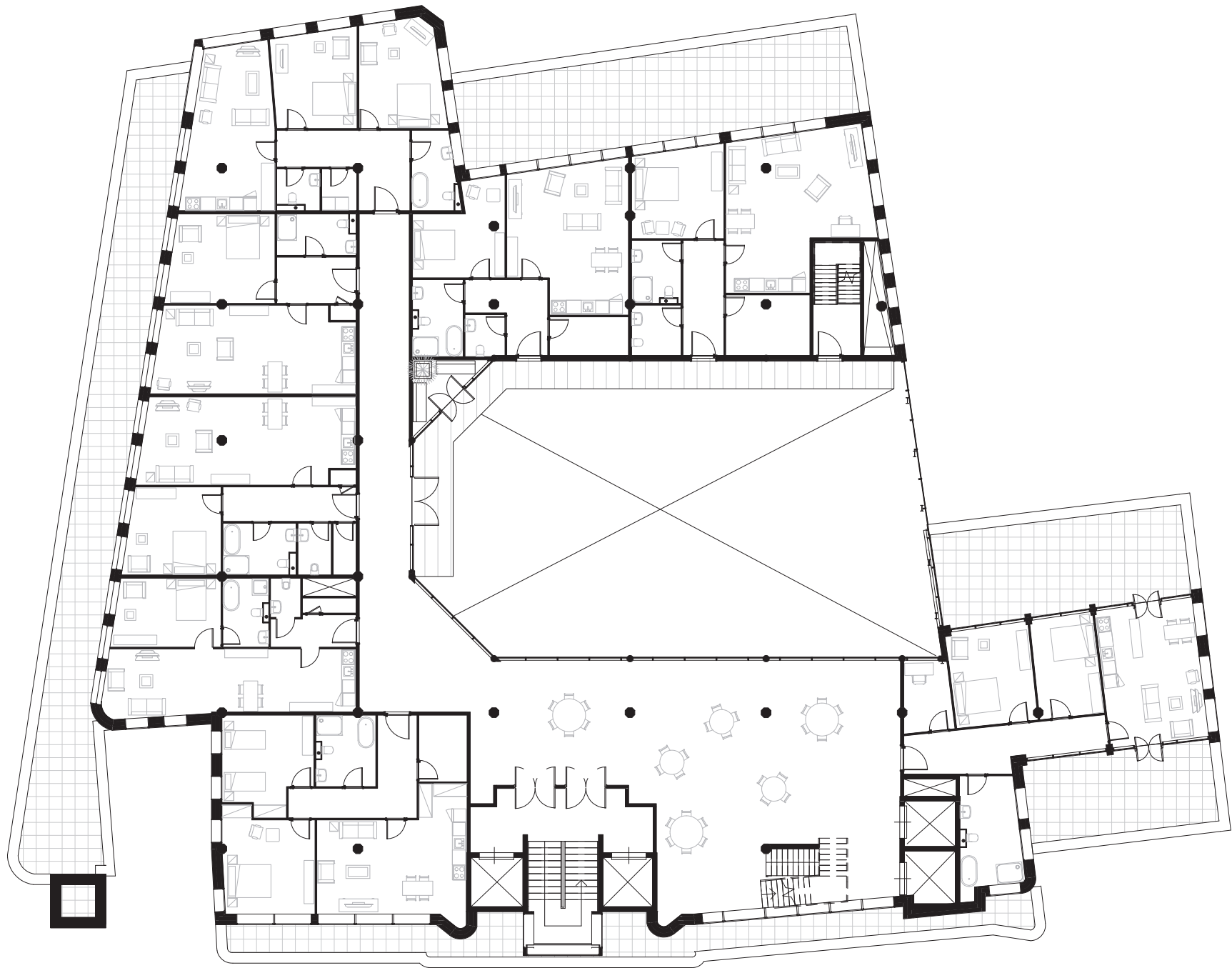
Fourth floor



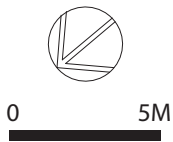


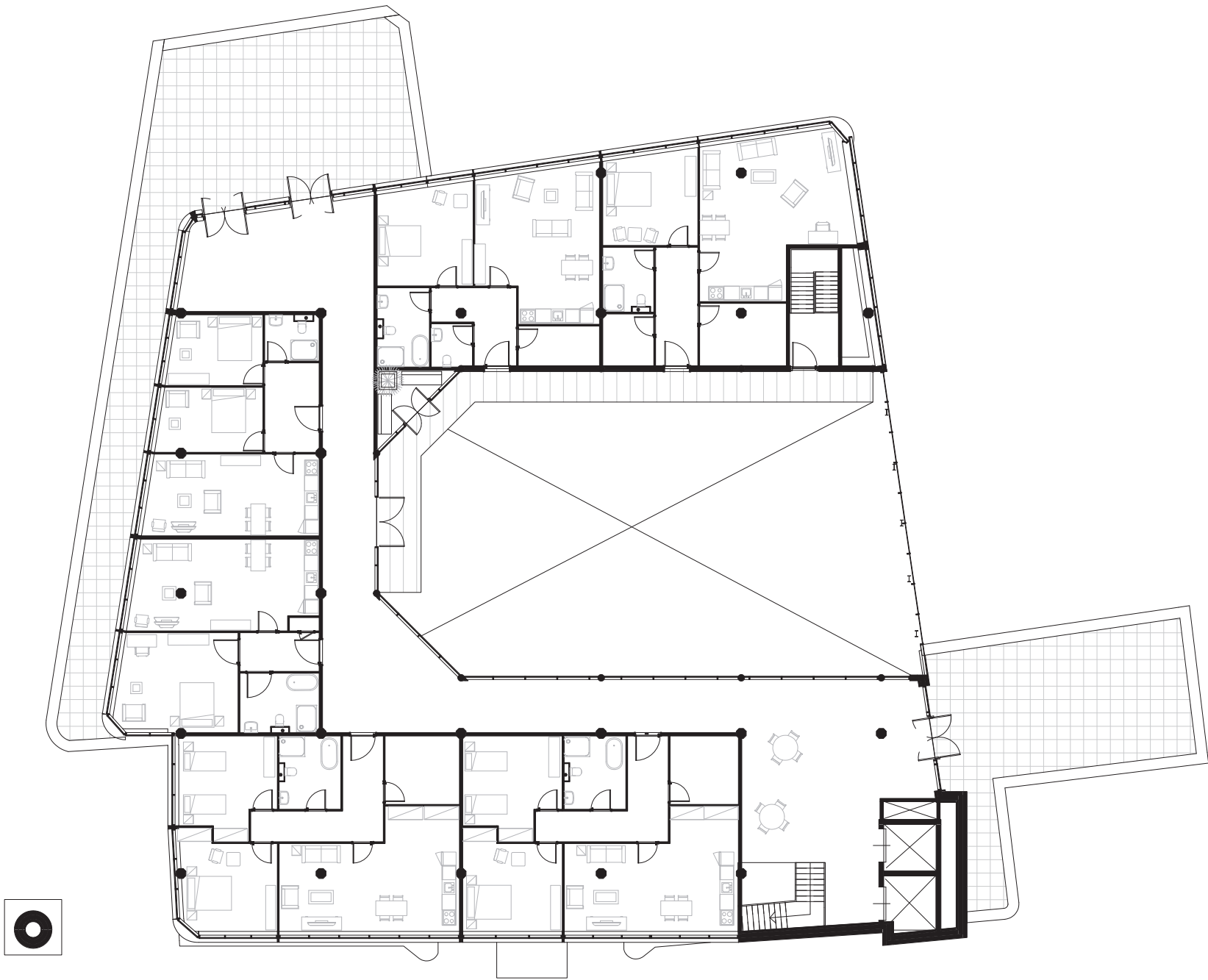
Fifth floor



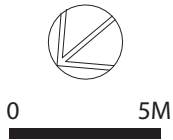


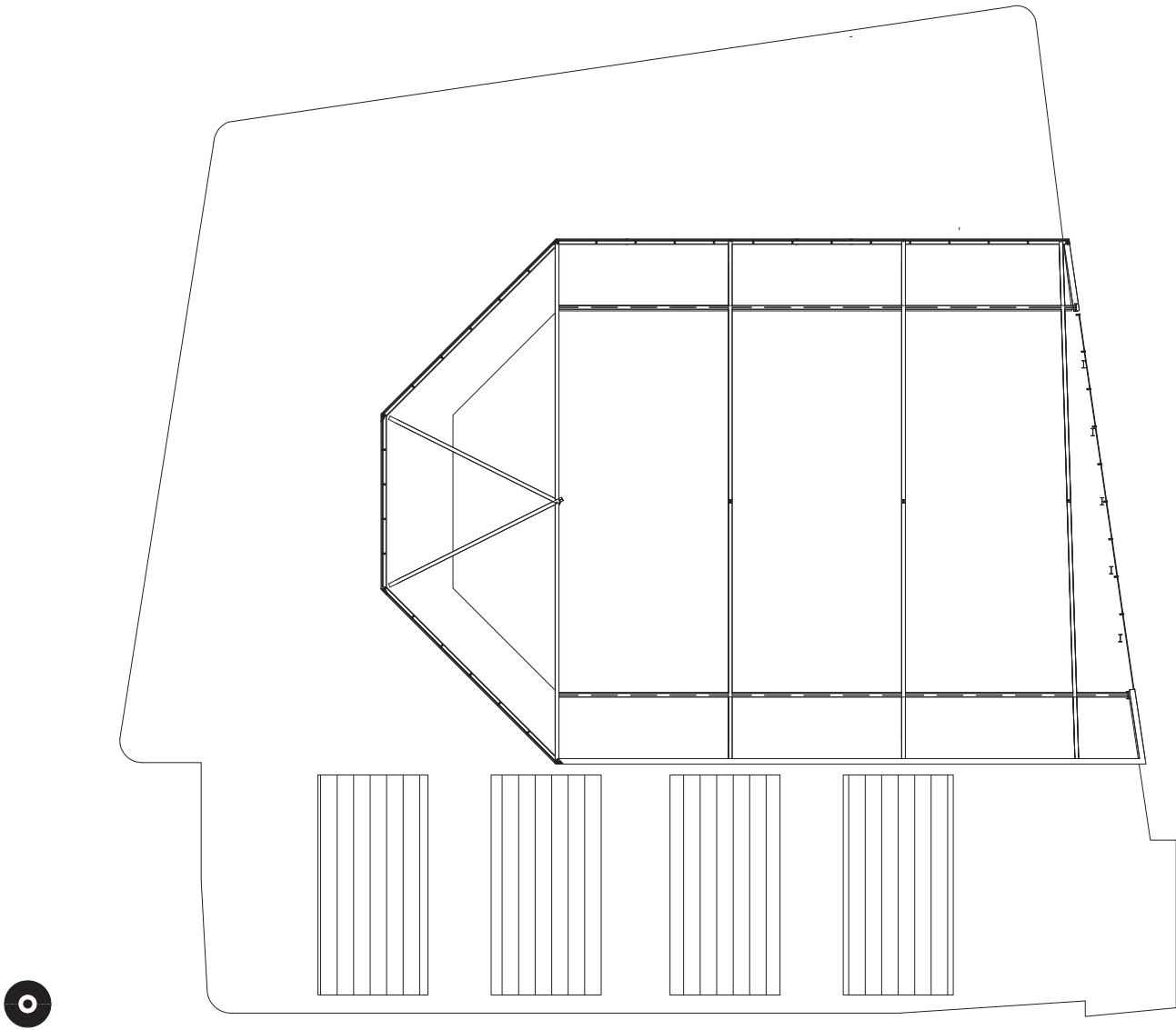
Sixth floor



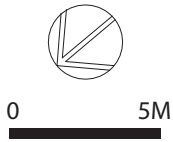


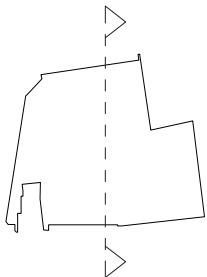
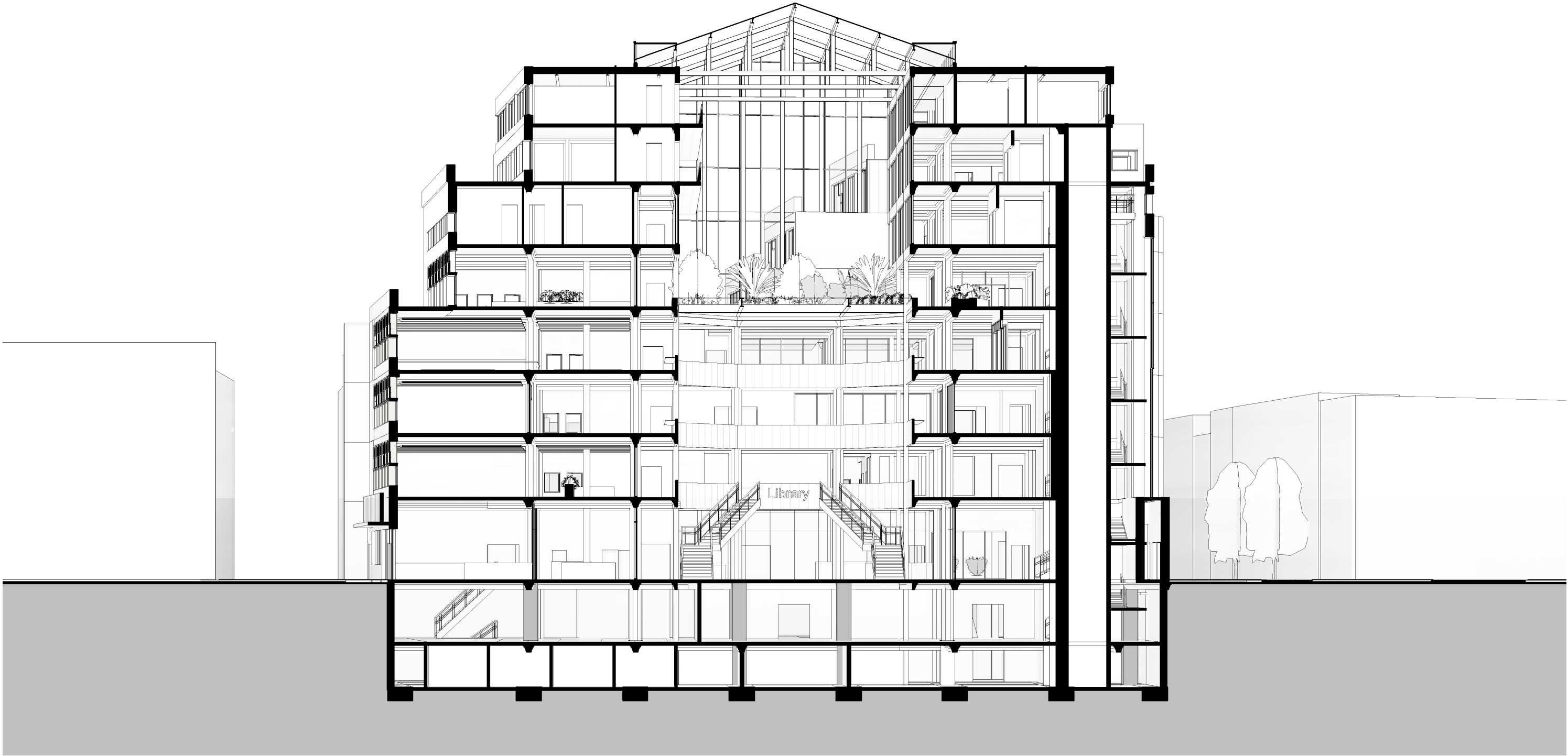
Seventh floor

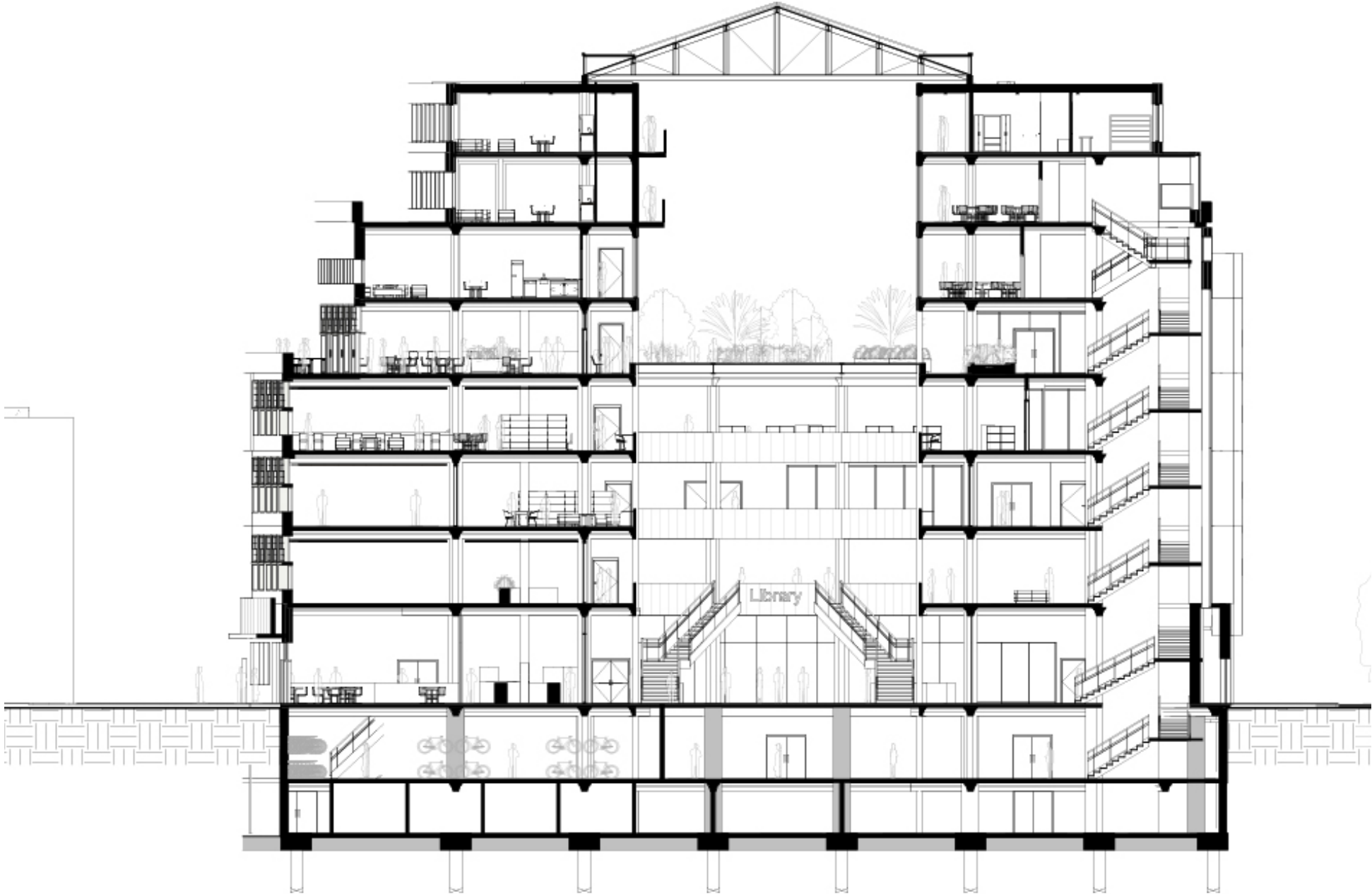


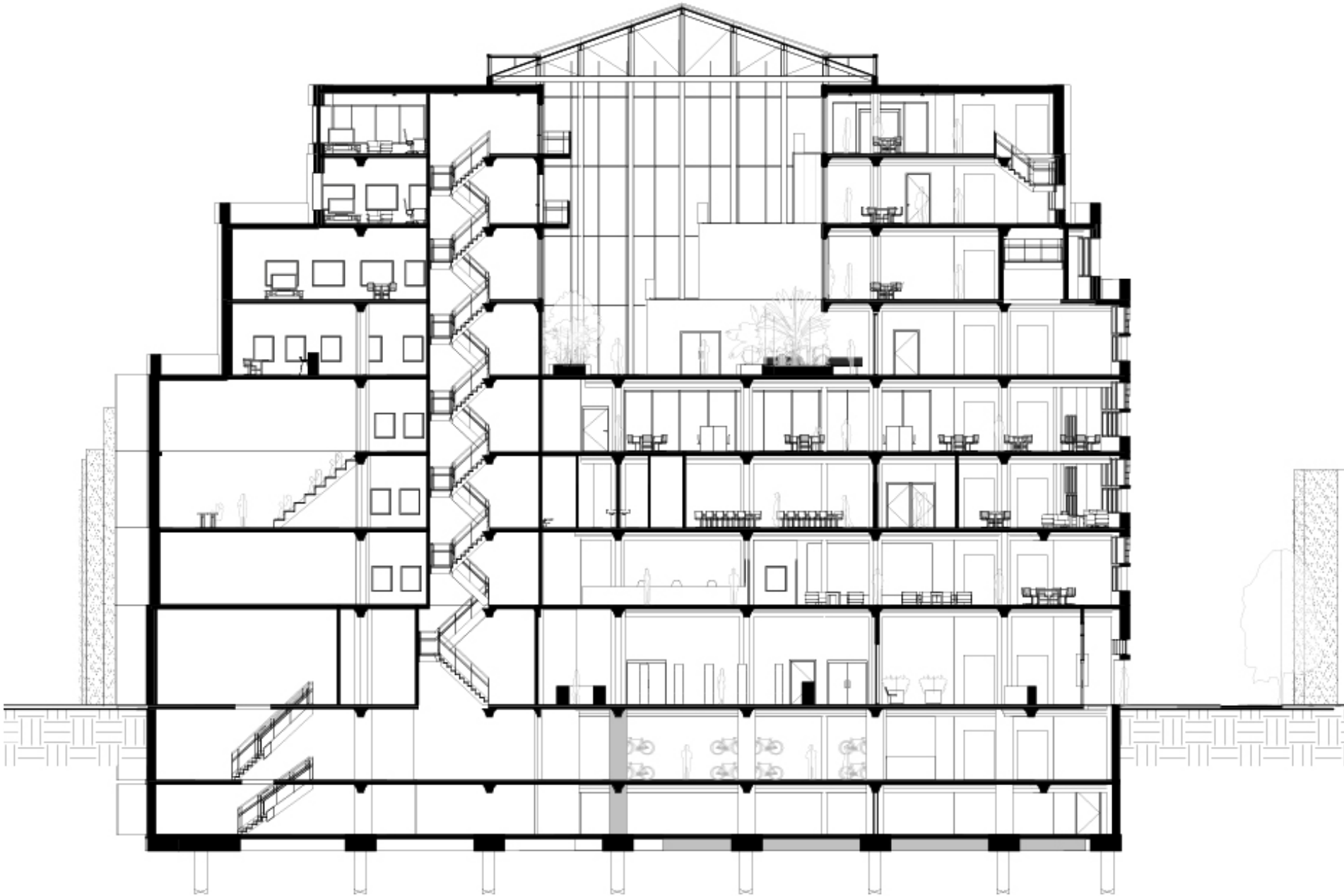


Roof

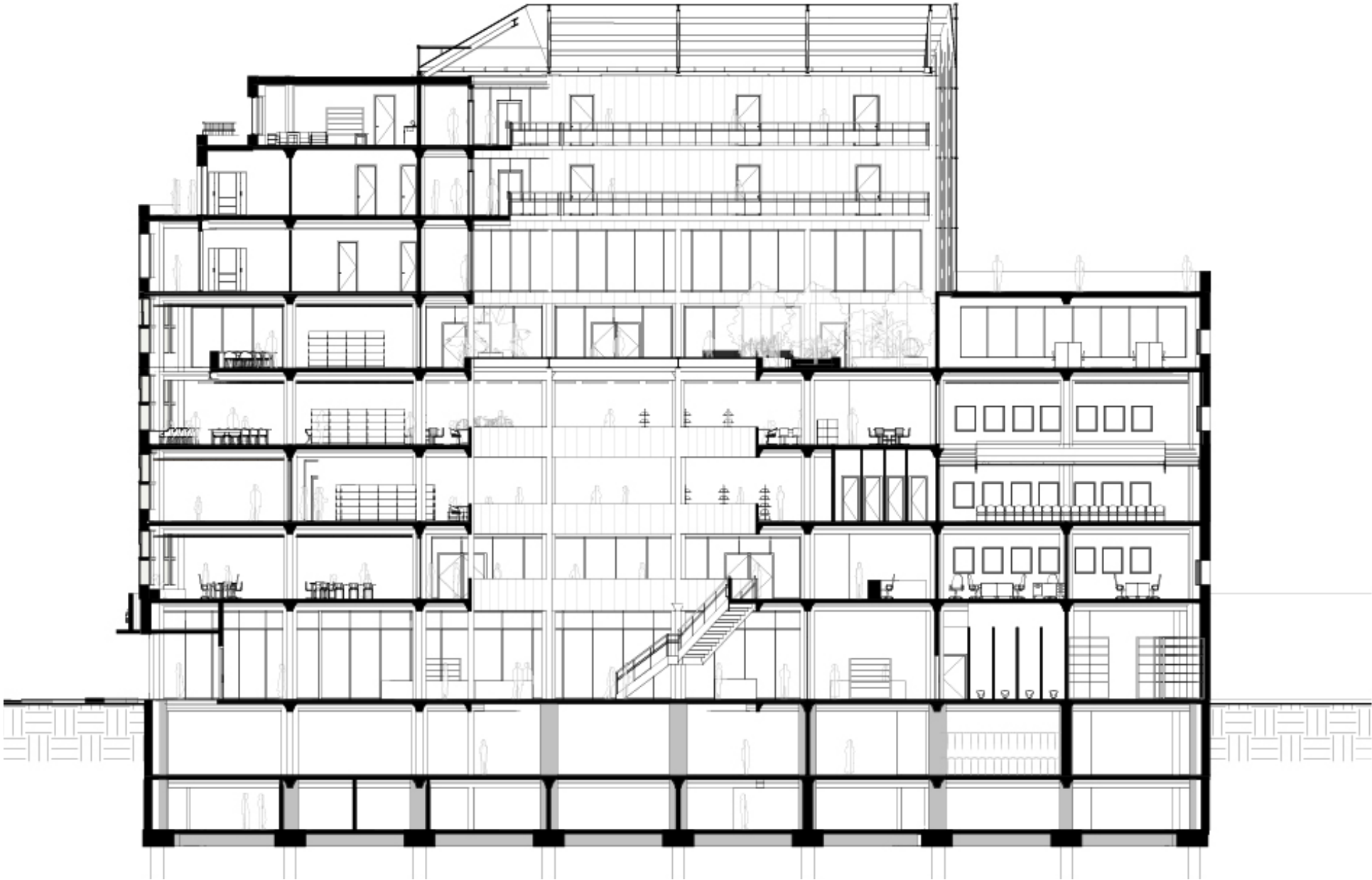


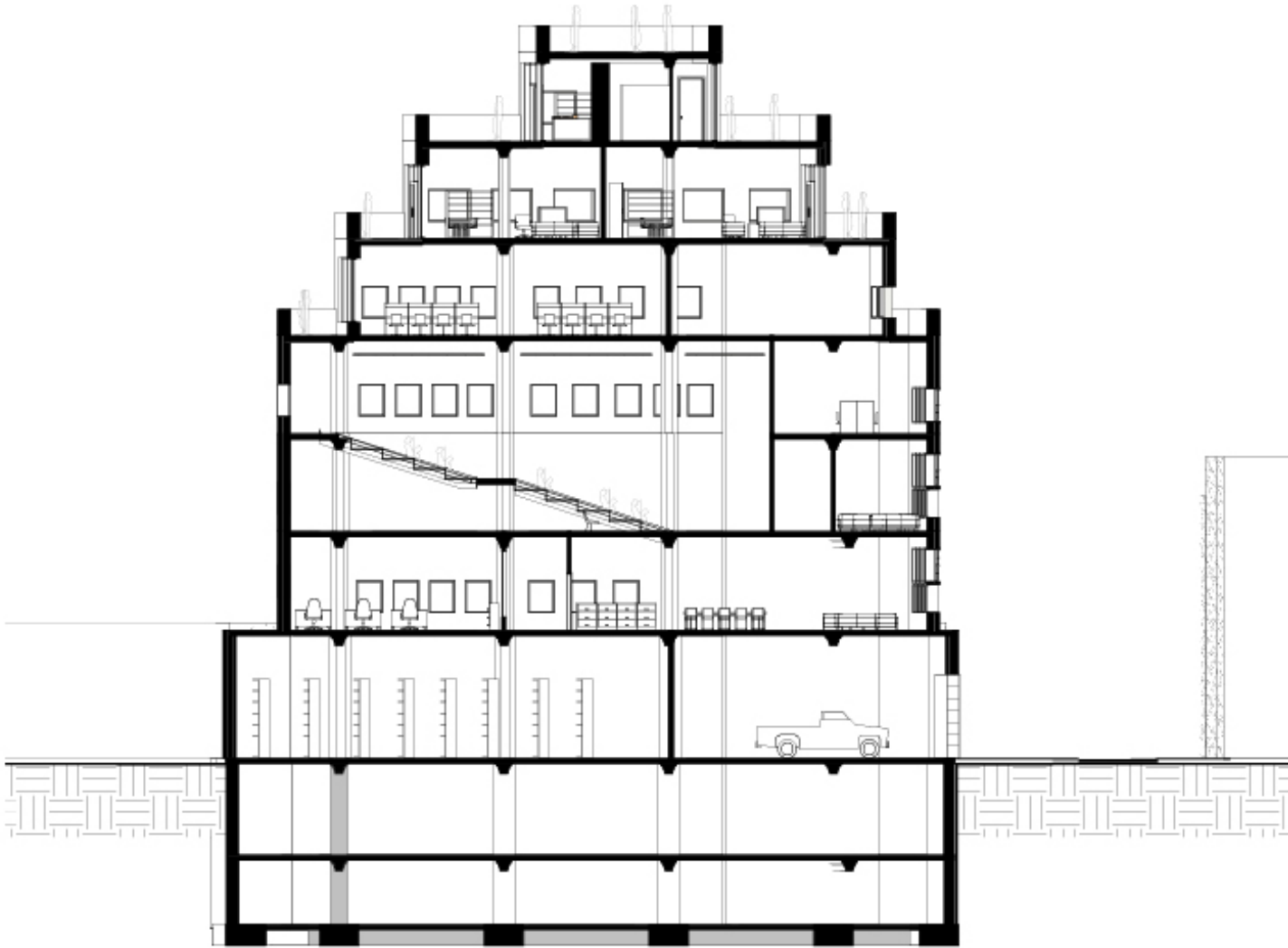


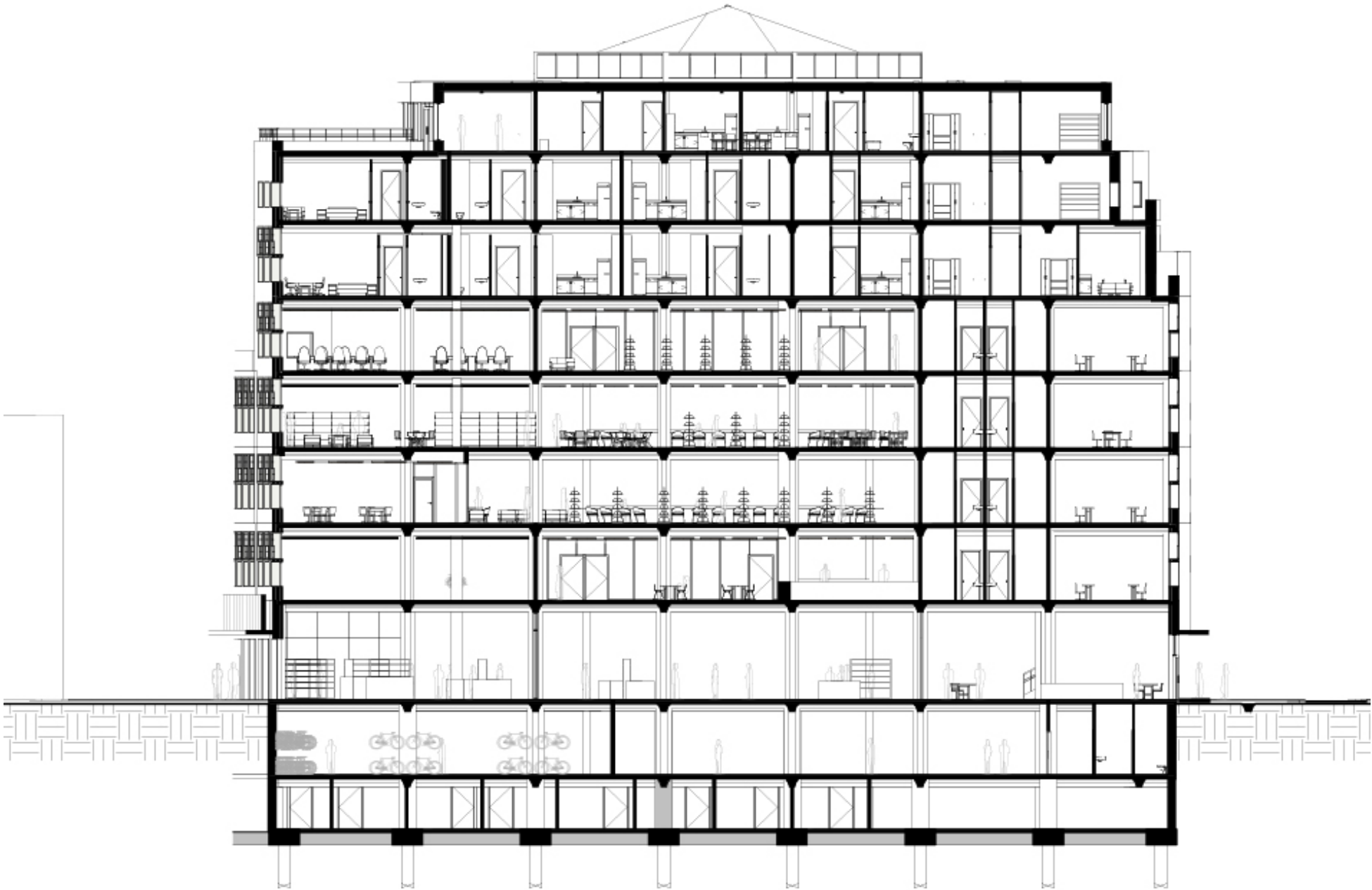


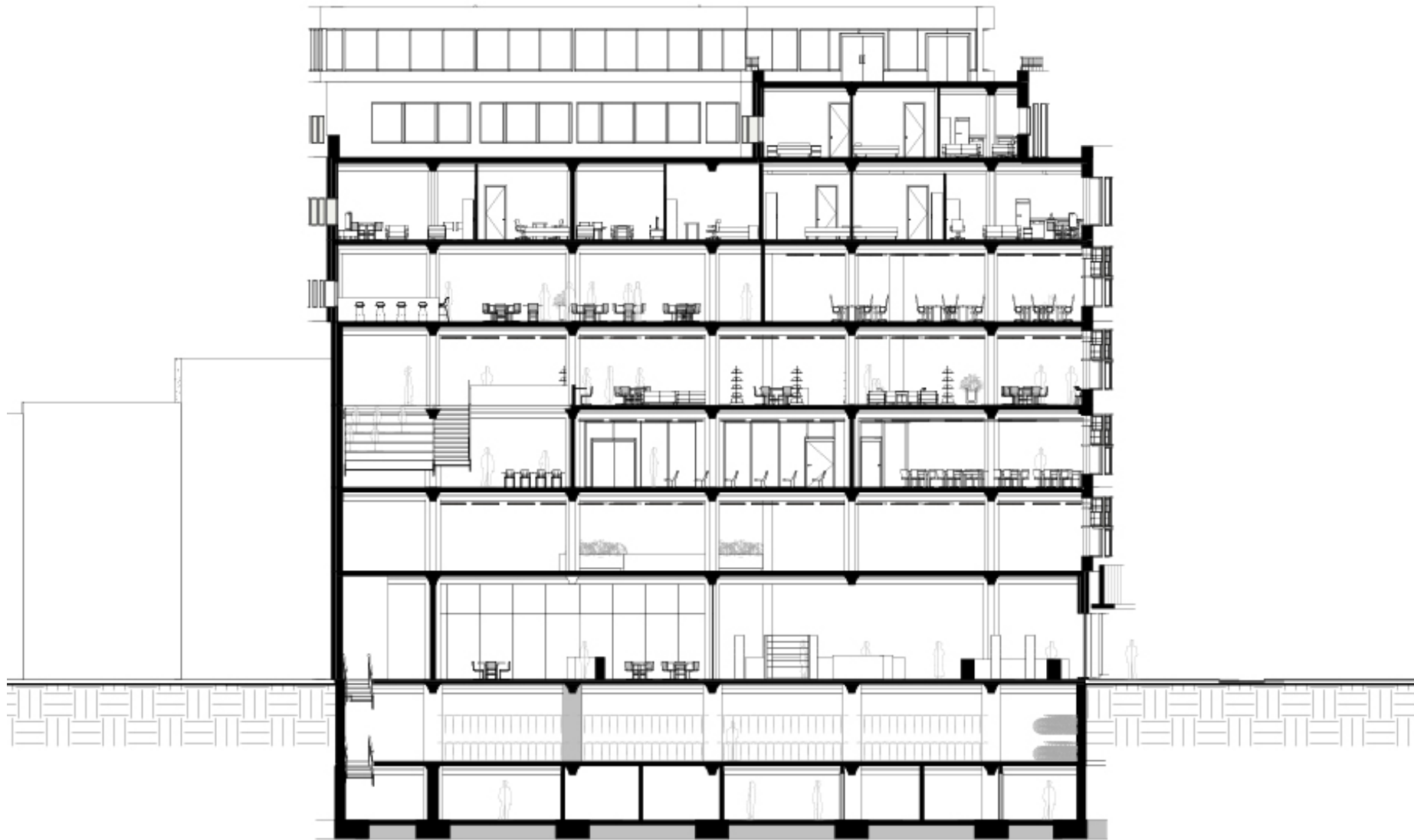


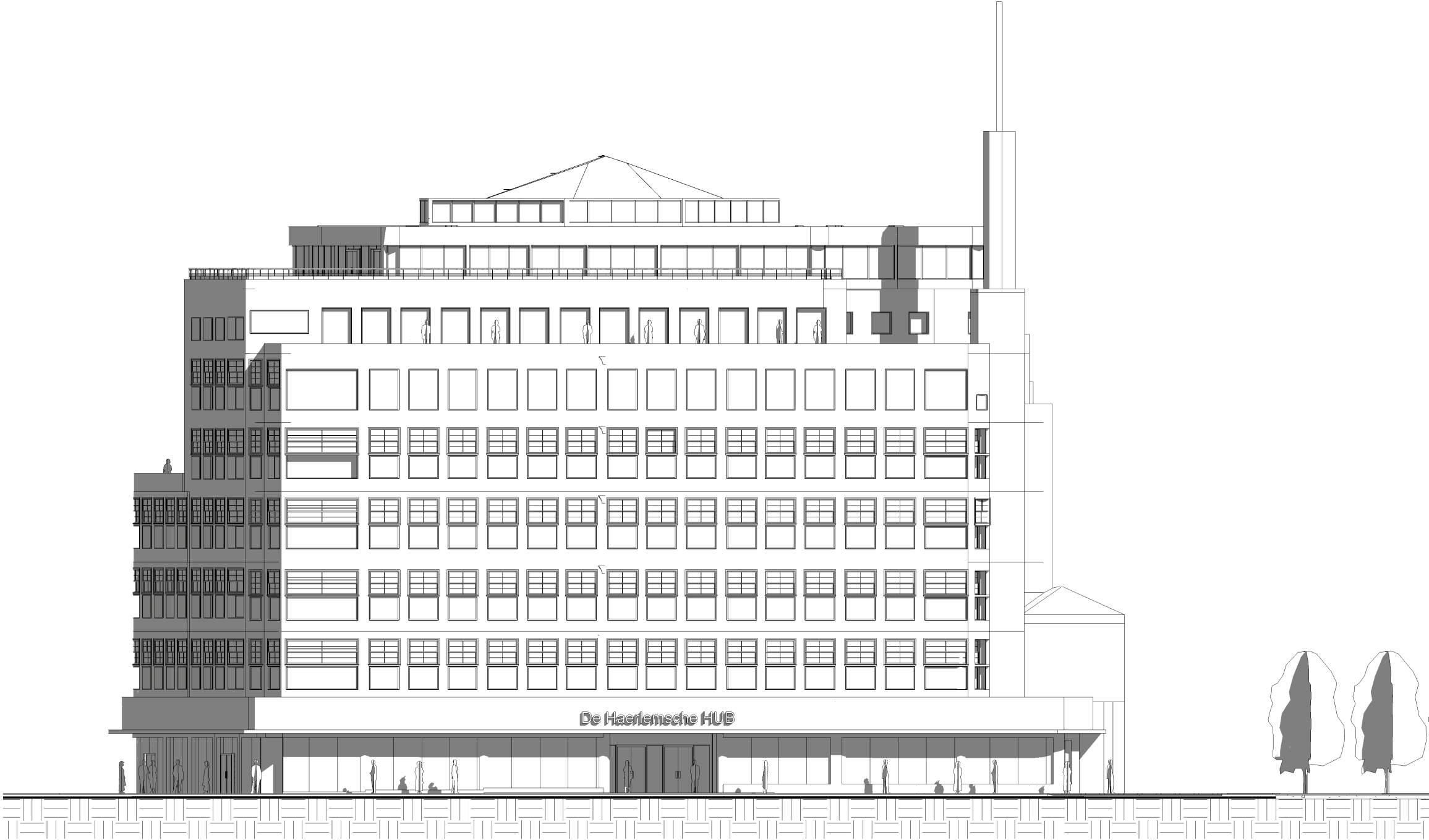
0 5M



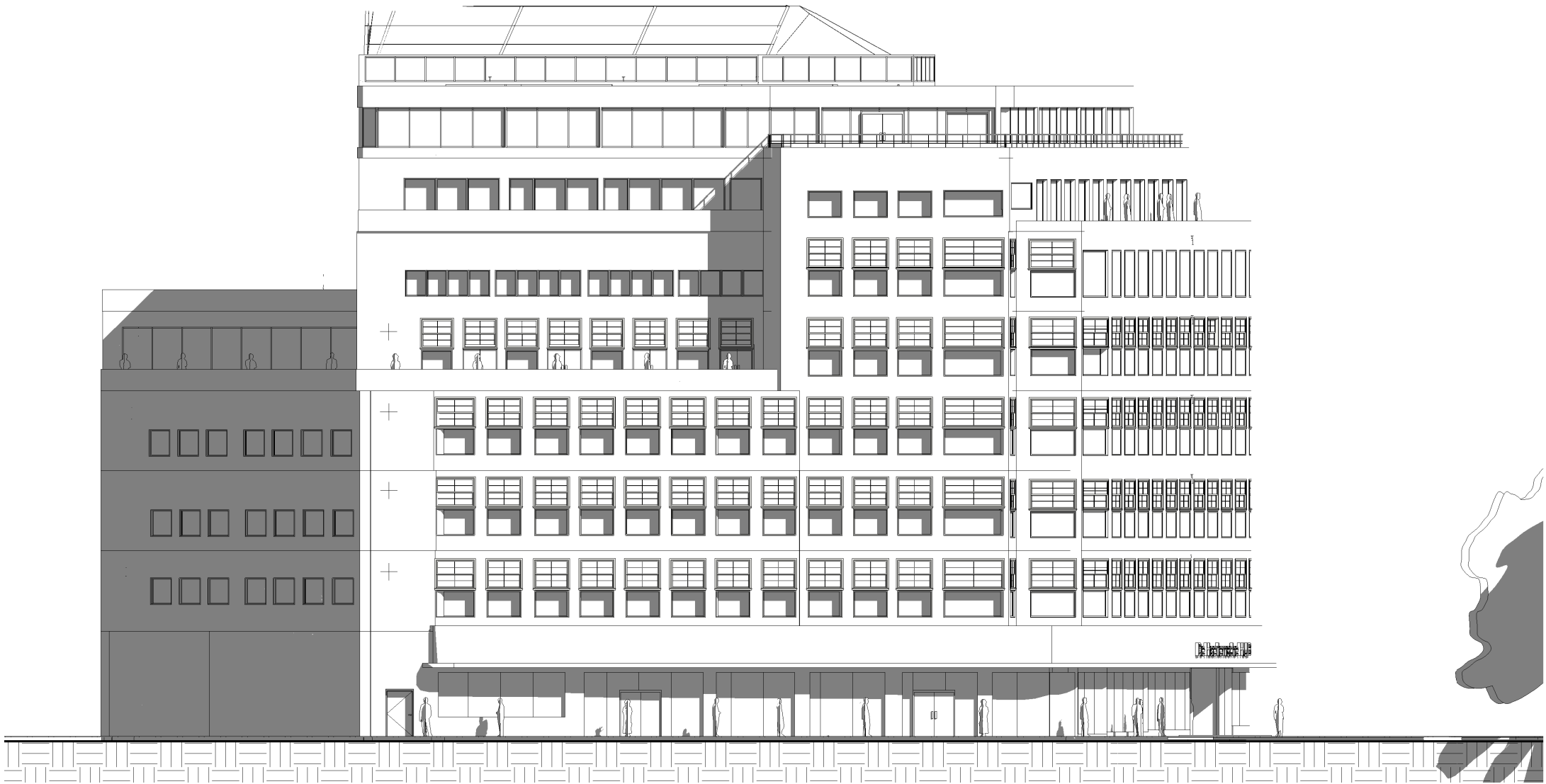








Verwulft facade

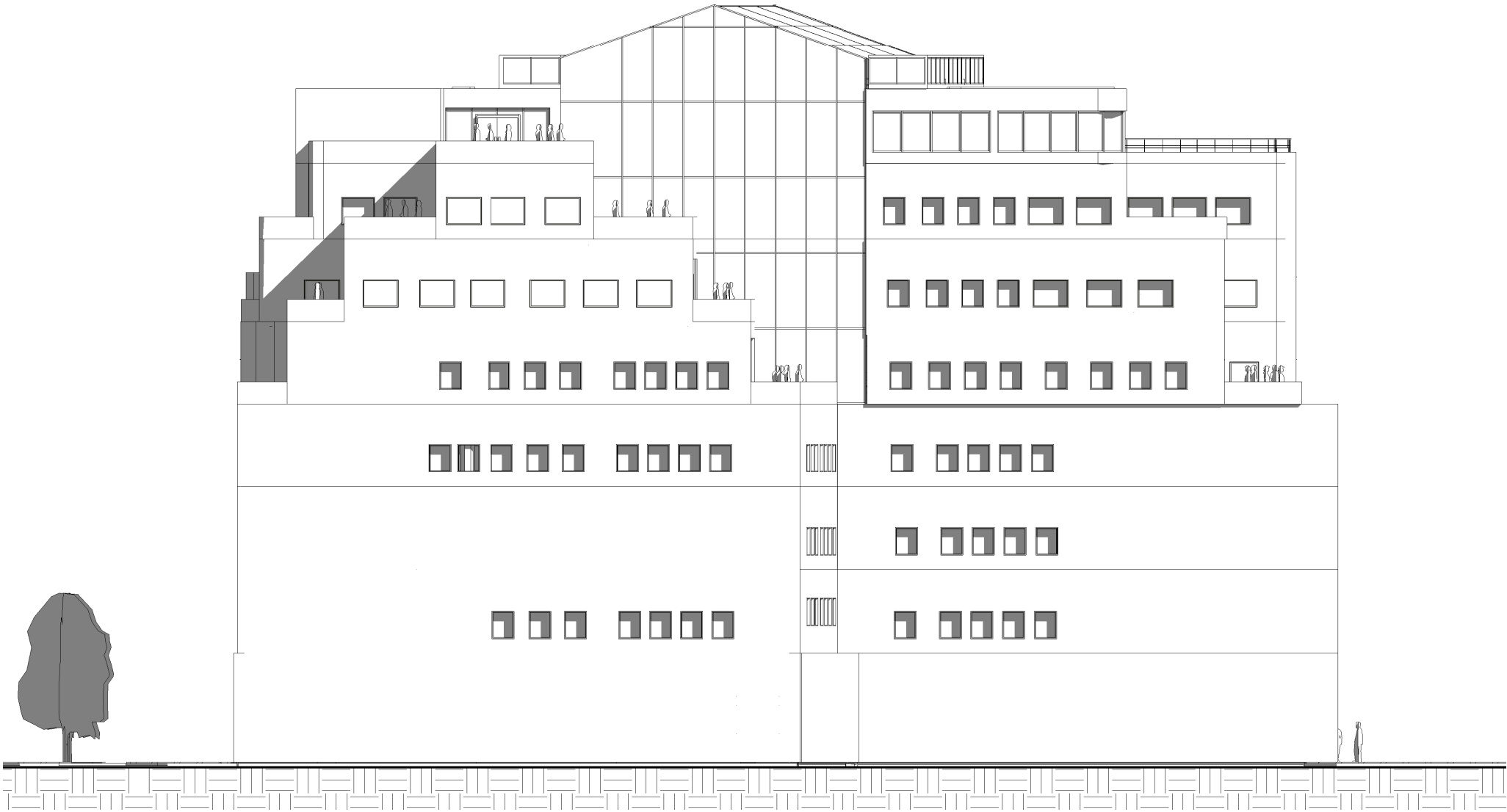


Grote Houtstraat facade

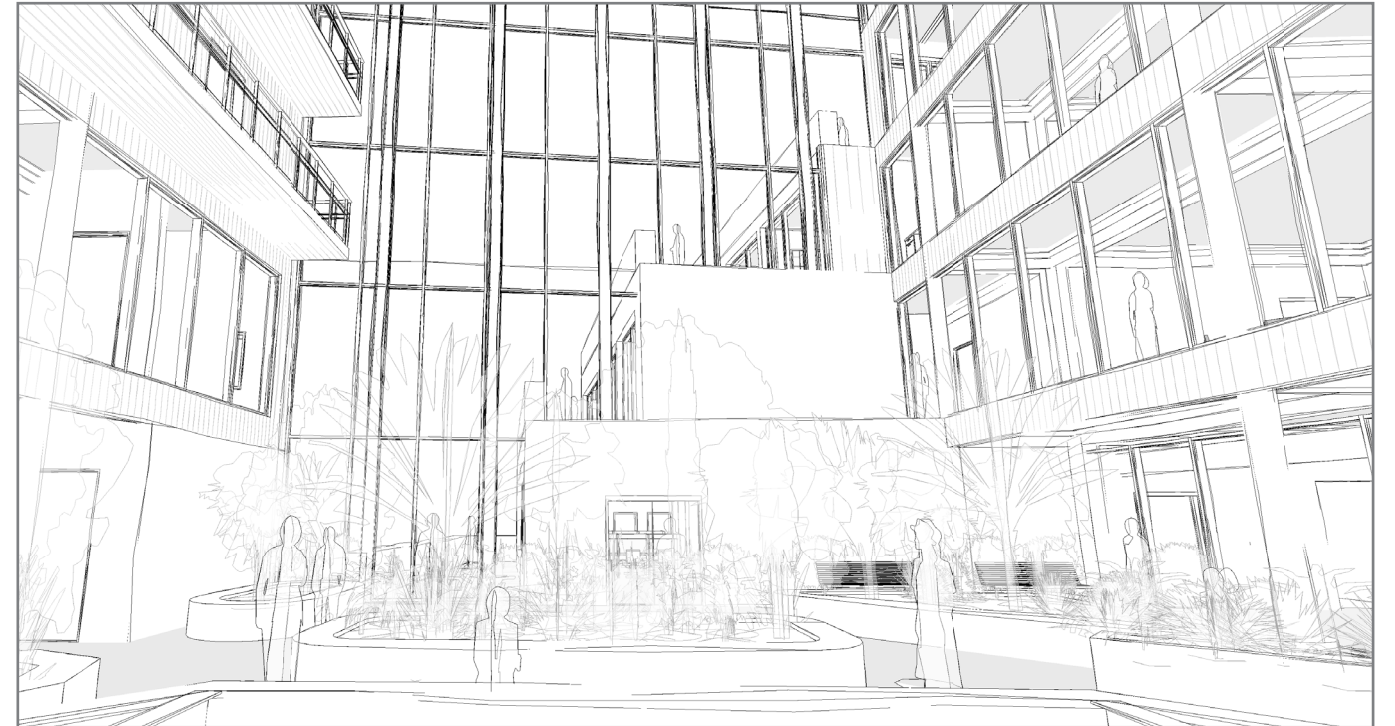
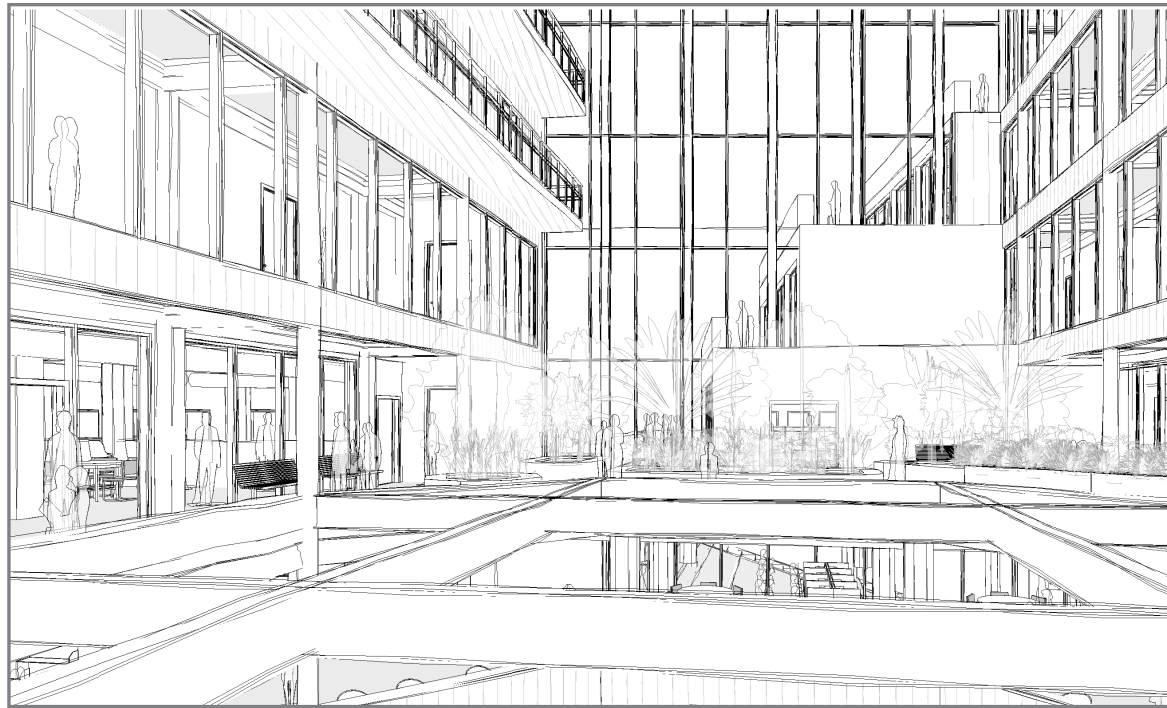


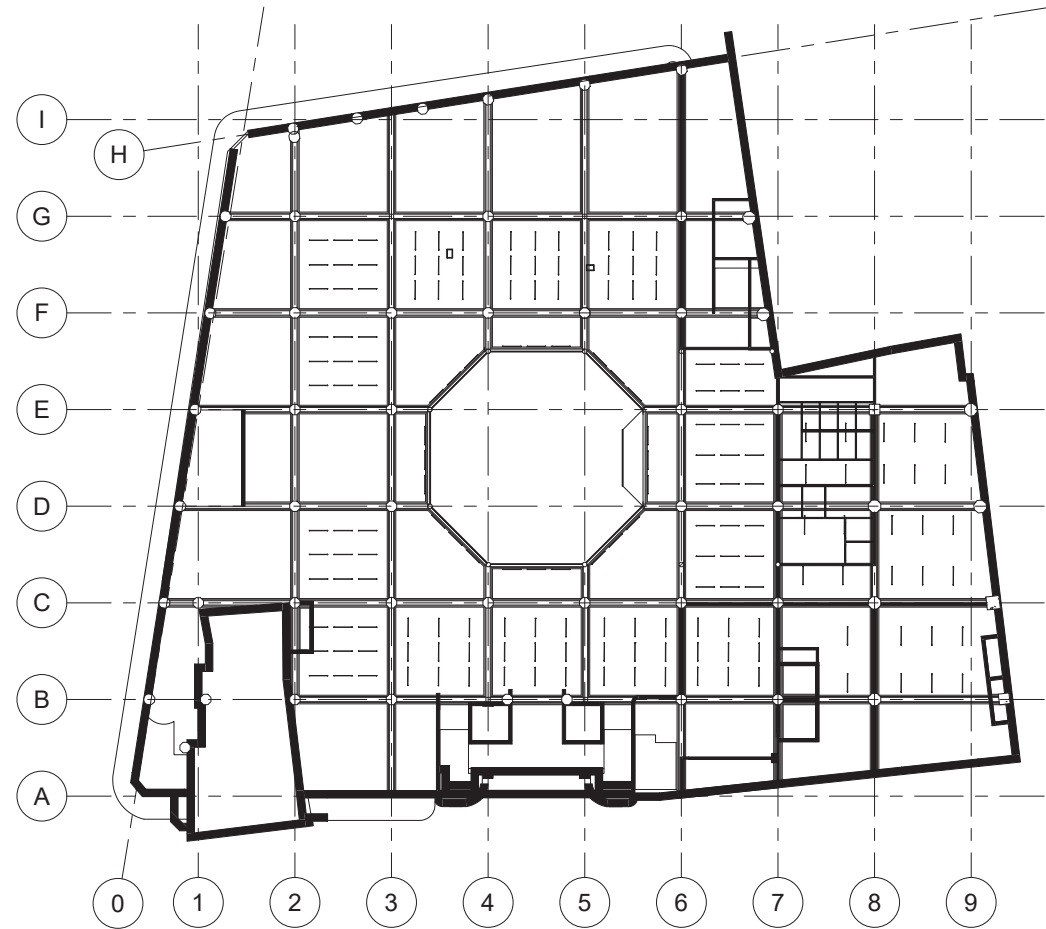
Gierstraat facade

0 5M

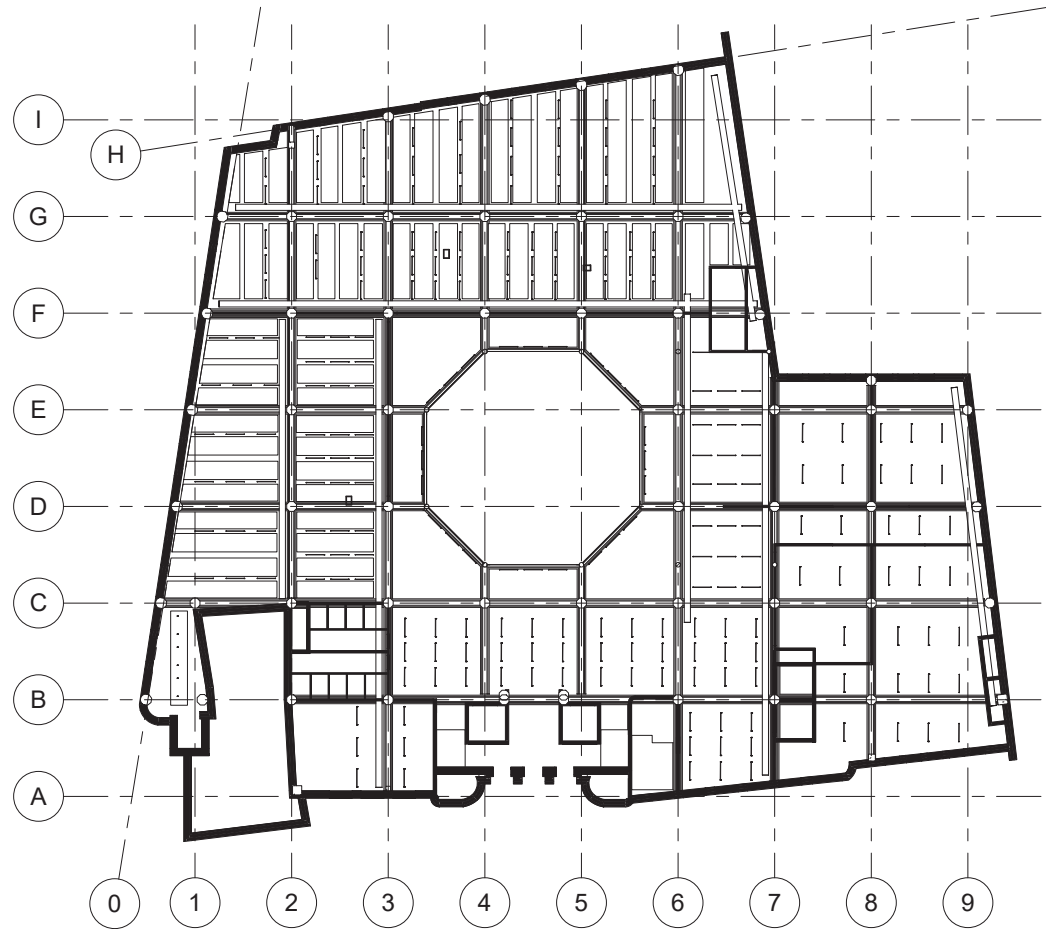


South facade

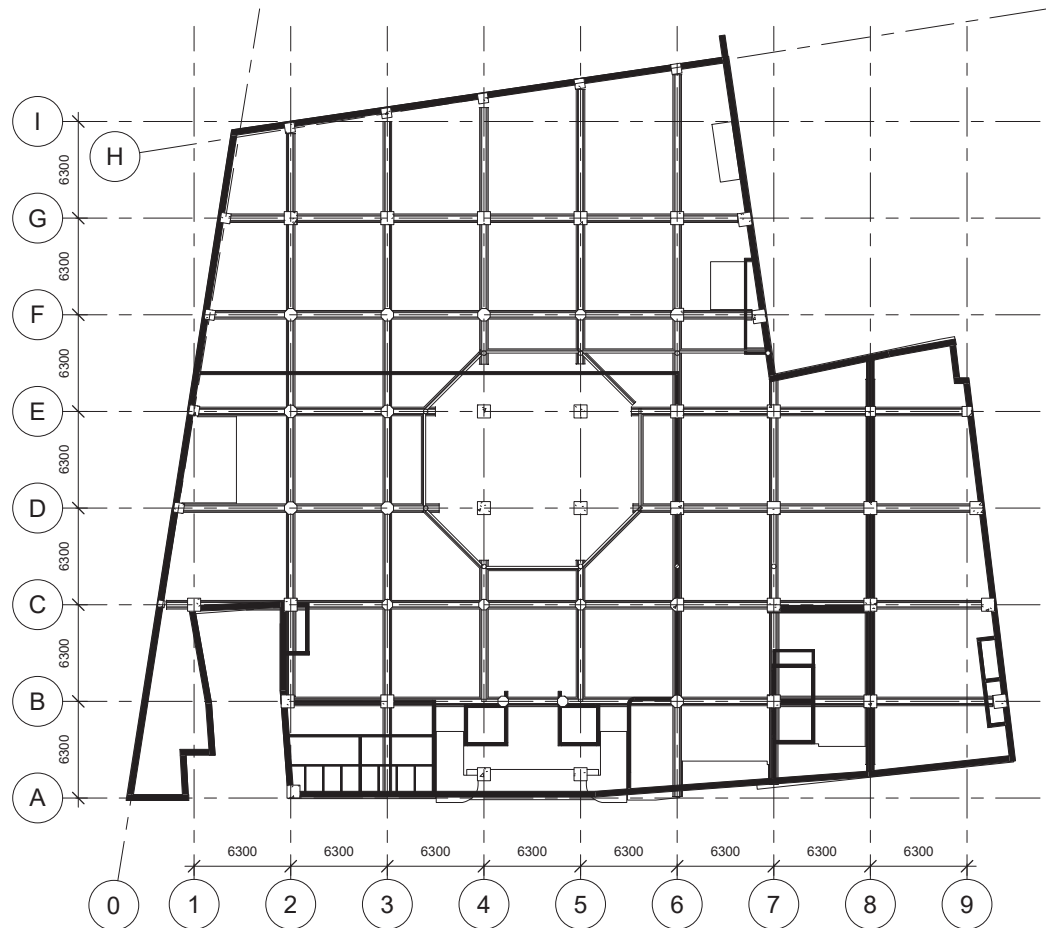




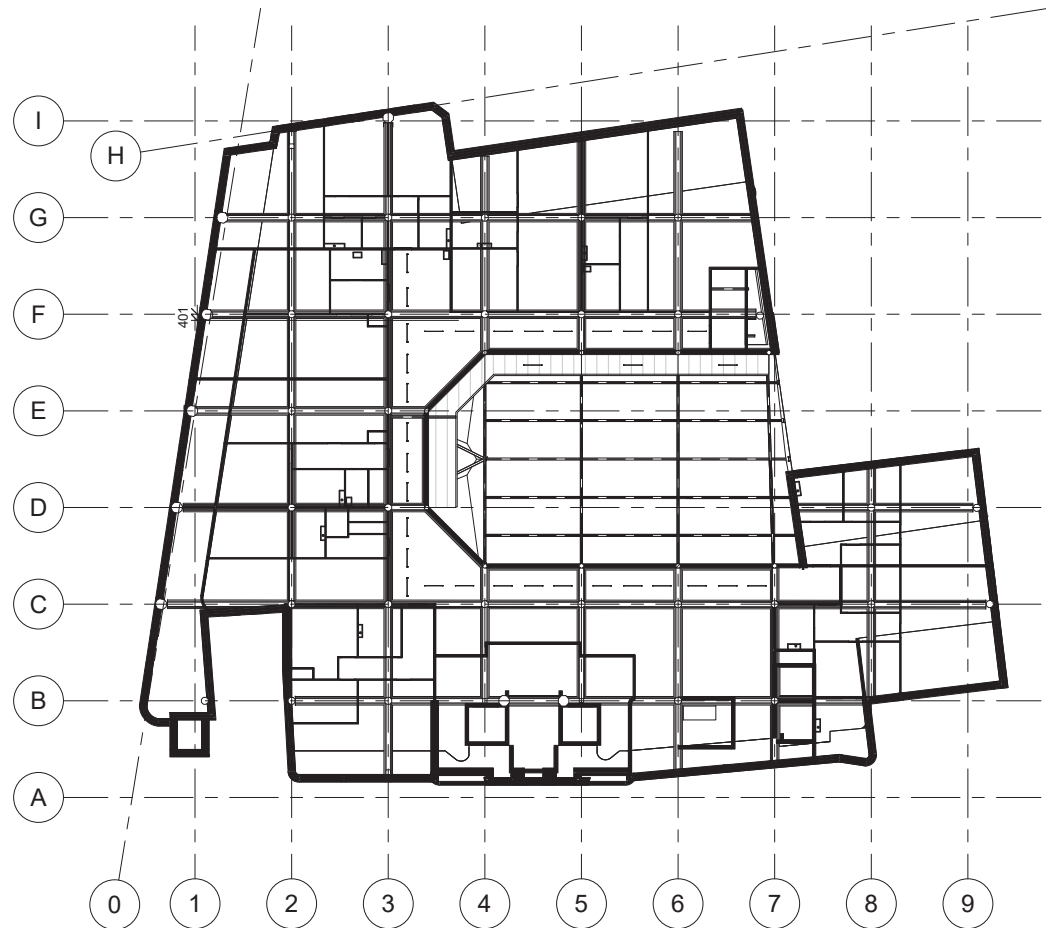
GF siteplan
1 : 250



Level 1
1 : 250



Basement -1
1 : 250



Level 5
1 : 250

