

*We need*

*to talk about*

*the mall*

Graduation Master Architecture

Pelle Oude Vrielink

12 April 2022

***We need***

***to talk about***

***the mall***



***We need***

***to talk about***

***them all***



Subject: Hof van Spaland, Schiedam





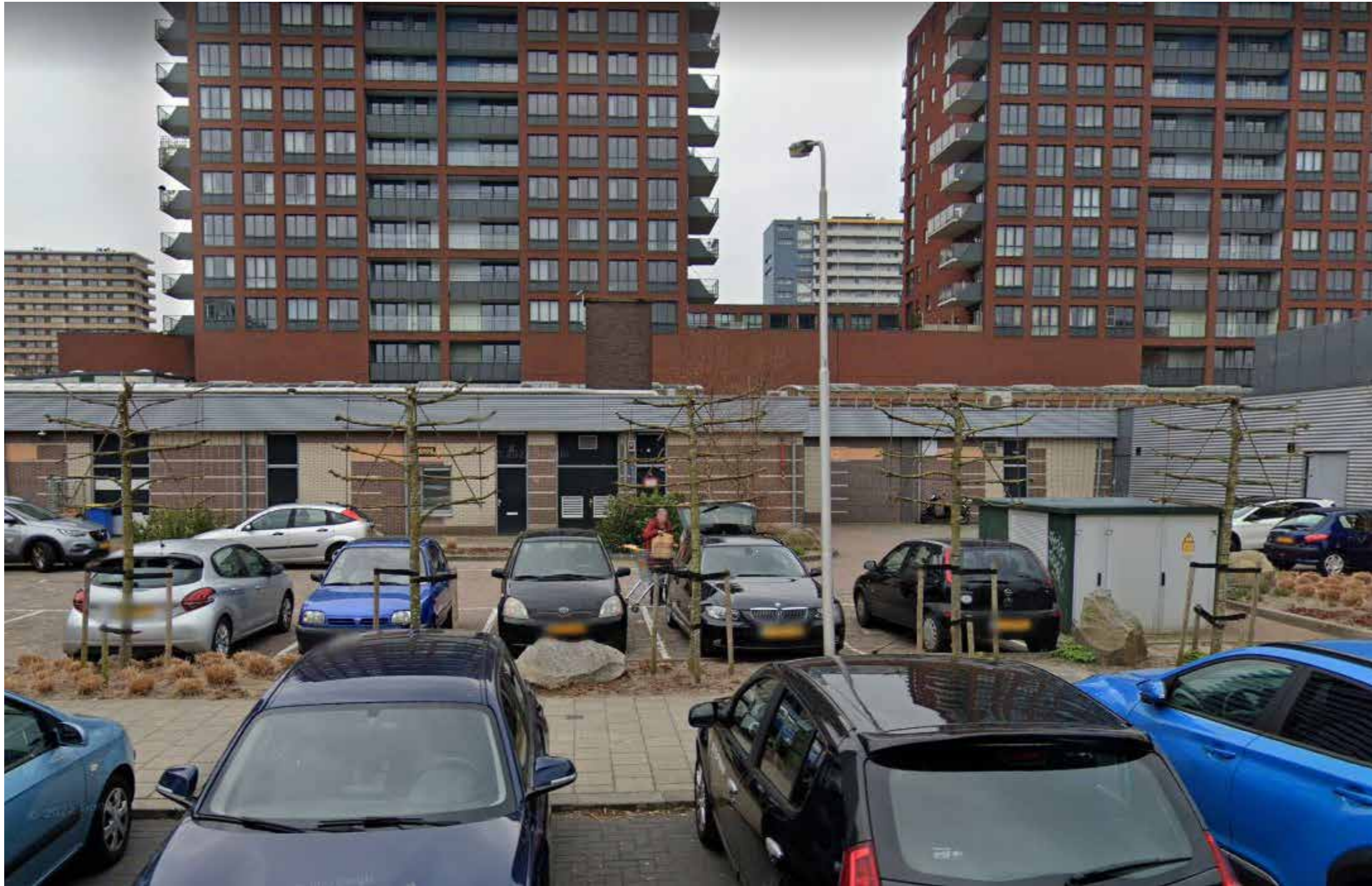
Similarities: Interior for shopping





Similarities: Surrounded by parking space





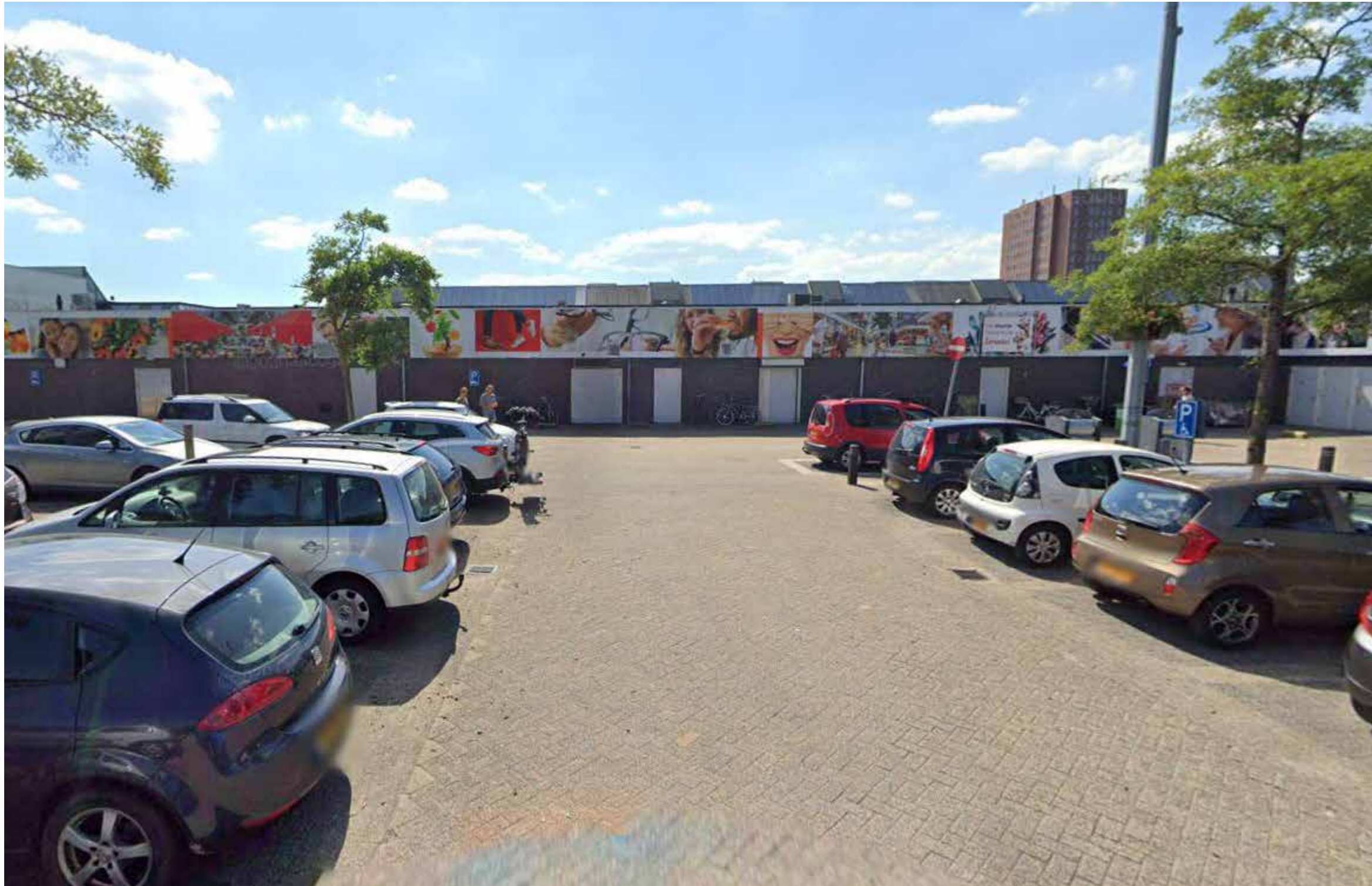
Hovenpassage, Delft





Winkelcentrum kanaleneiland, Utrecht





Paddenpoel, Groningen





Winkelcentrum de Savornin Lohmanplein, Den Haag



Malls South-Holland  
1:15.000 @ A3

- Built in 1960-1975
- Built in 1975-1985
- Built in 1985-1995
- Built from 1995







Hof van Spaland, Schiedam  
Similarity: anonymous backside





Open character, a place with different facilities



Different activities, a place that brings people closer together

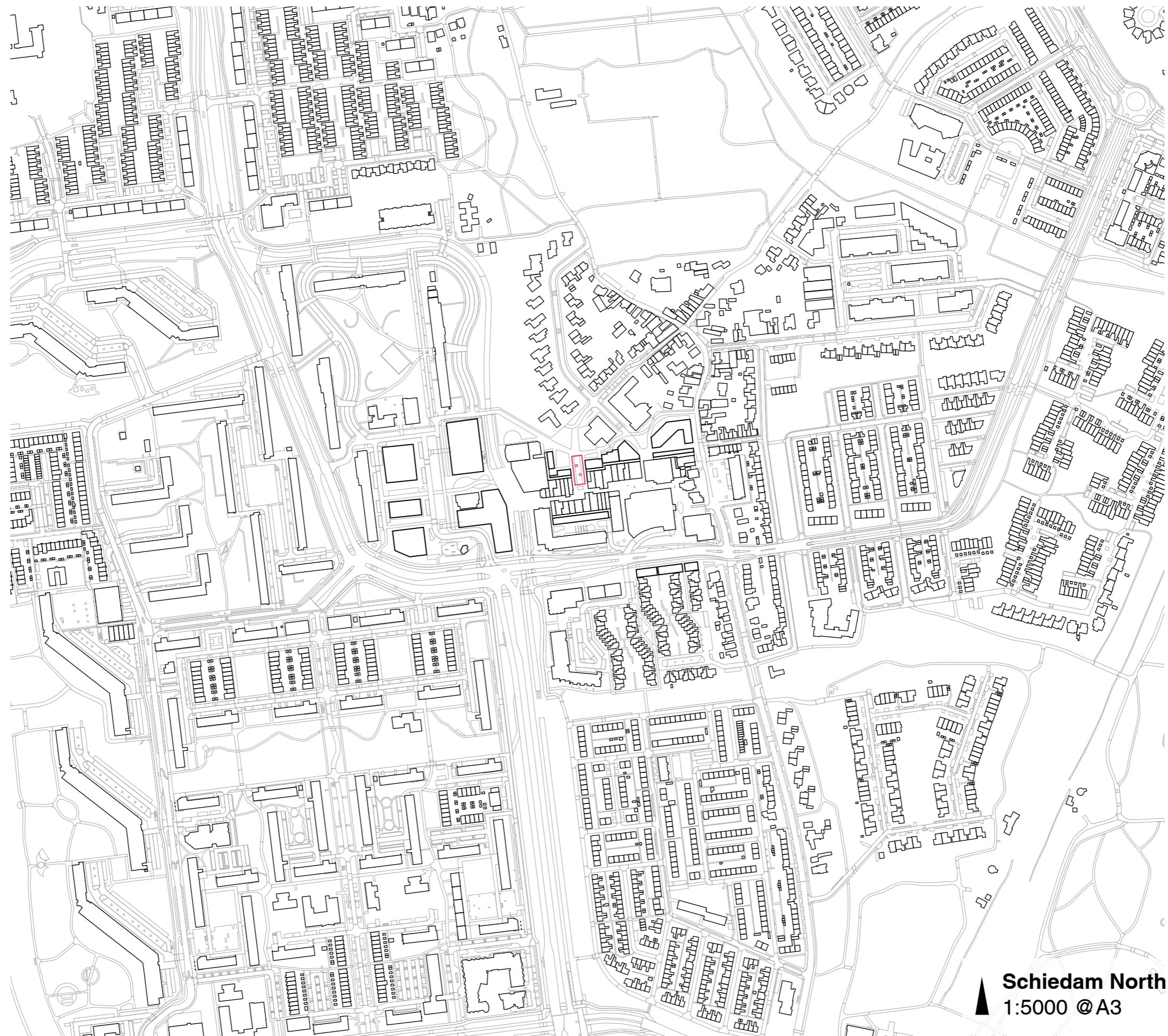
# ***1. Hof van Spaland***





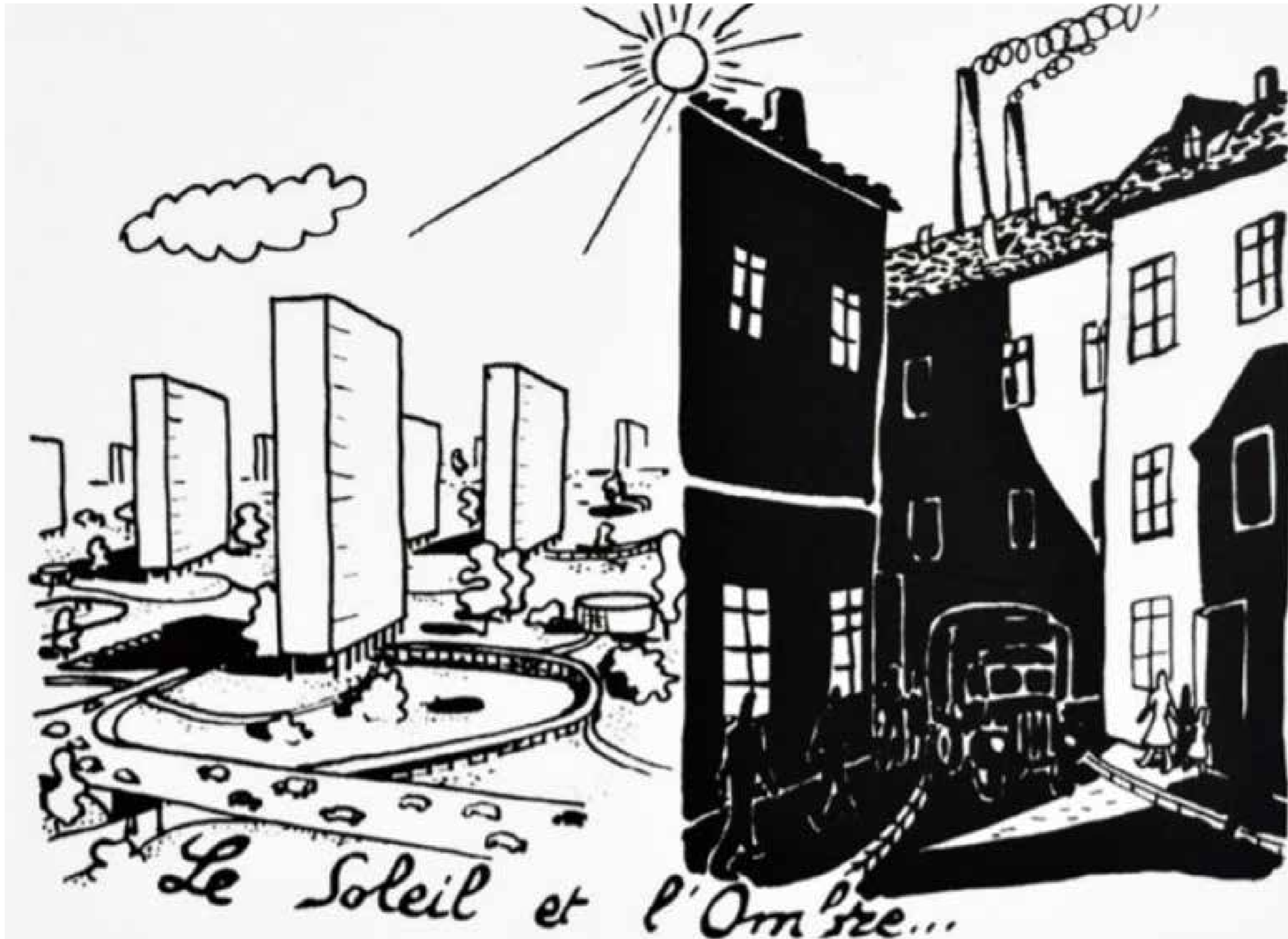
▲ 1:50.000 @ A3





▲ Schiedam North  
1:5000 @ A3

Part of a new bigger city expansion



Modernism: Light, air, space





Modersnism: Neighbourhood mall



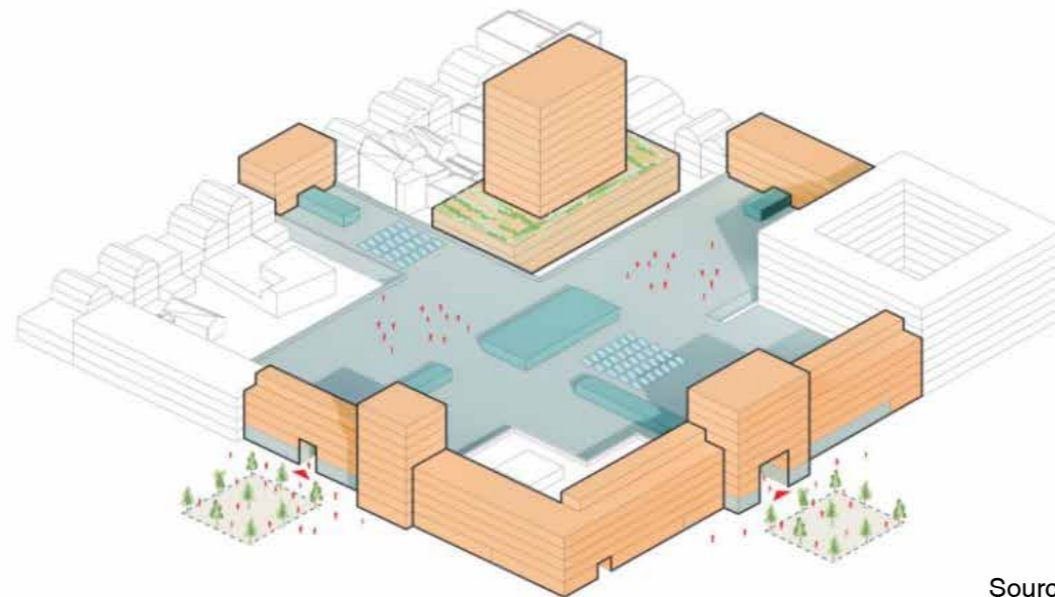
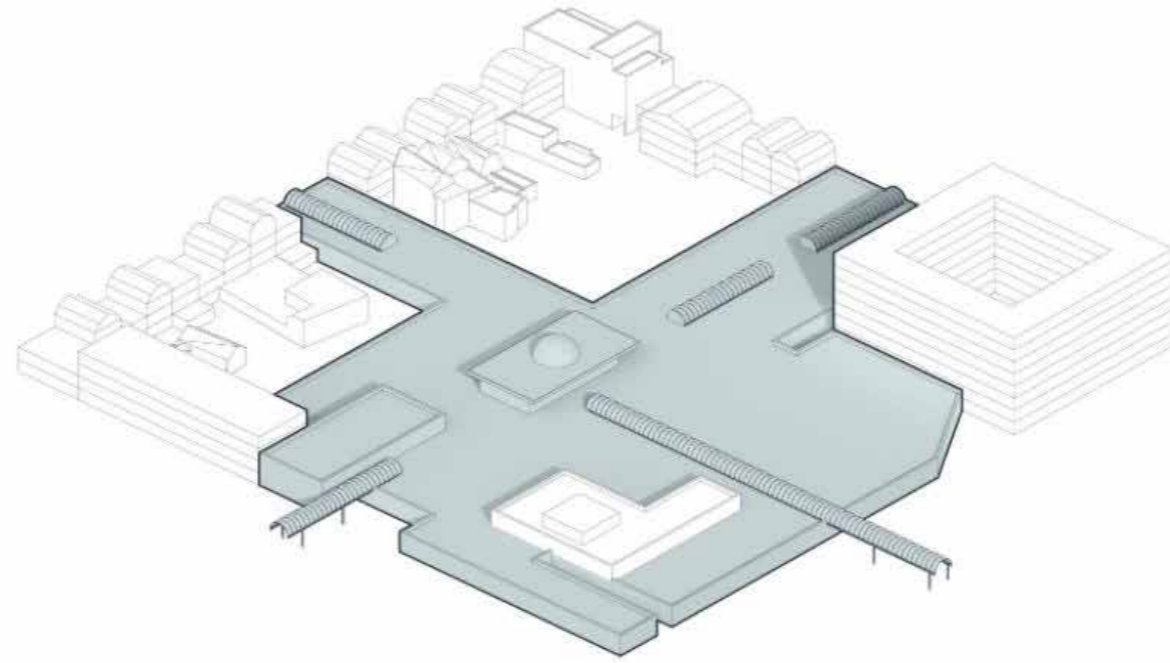
Problems: Decay, ugly, no public space





Focuss on city centre. Small local centres do not get any attention.





Source: Citymaker retail, Common Affairs

Unfounded focus on economical situation  
Standard renovation: building apartment blocks on top

***What spatial and functional interventions could give the suburban mall added value regarding qualitative public space?***

*What key problems regarding planning and design of the mall could be identified?*

*How do these problems influence the public space, people and neighbourhood in and around Hof van Spaland?*

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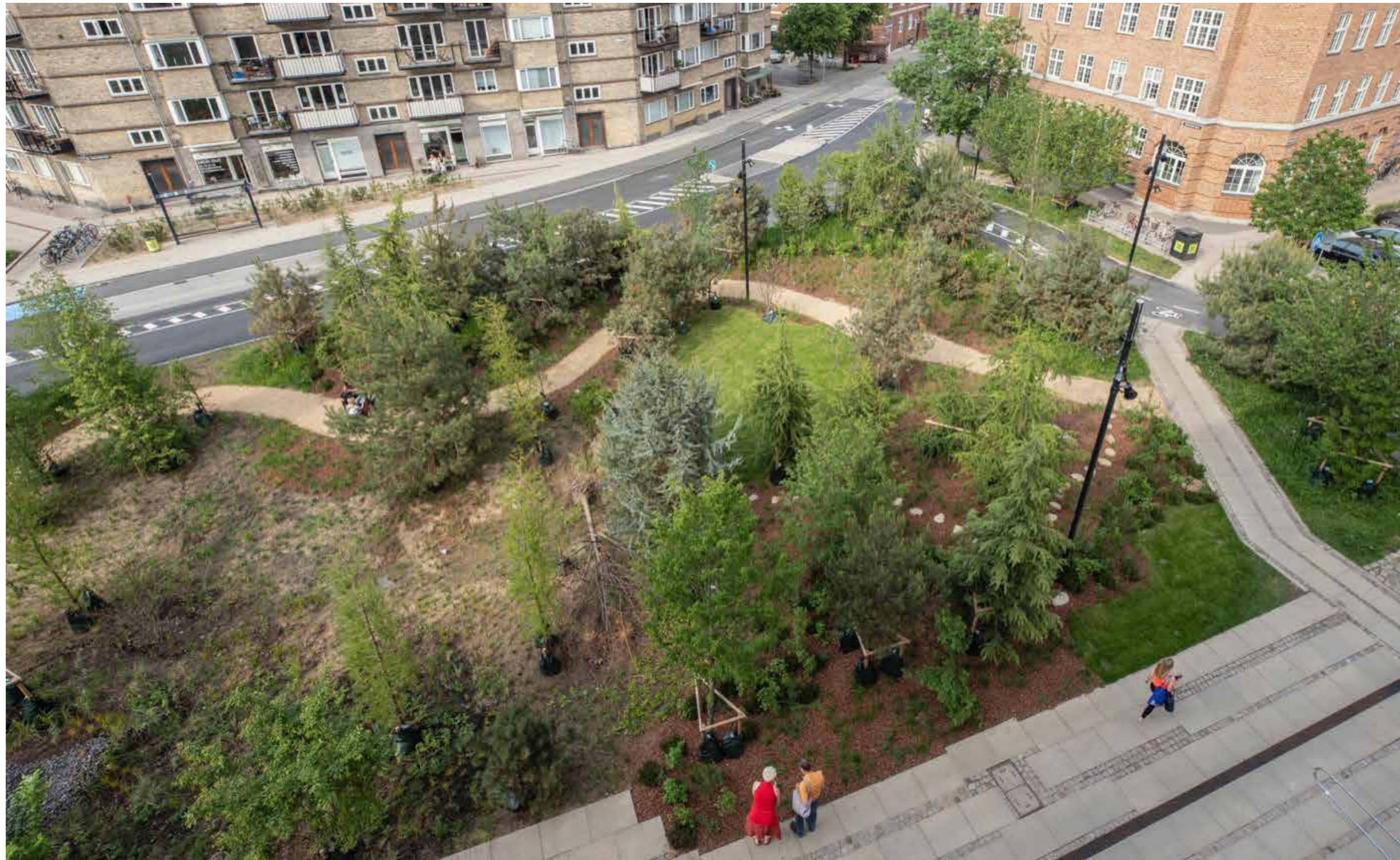
# ***Why public space?***



***Why public space?***

***Goal: Create a tight  
community in a strong  
neighbourhood***





St. Kjelds square and Bryggevangen, Copenhagen

Source: Wang, inhabitat.com

Public space helps creating social cohesion (Patricia Aelbrecht)  
Public space has social and economic benefits (Vikas Mehta)





Standaertsite, Ghent

Source: De Architect

Good public space has a huge positive effect on neighbourhood (Matthew Carmona)





Public facilities are spread out over the neighbourhood

▲ Public space  
1:5000 @A3

- ▨ Park/Plaza
- ▨ Public building
- ▨ Store
- ▨ (Enclosed) semi-public space



Public space around the mall is public wasteland

# ***Consumers mentality***

***Consumers mentality***

***Car mobility***





Focus on quick and easy mobility, in and out  
People like the car for its convenience (Visitors)





Focus on quick and easy mobility, in and out  
People like the car for its convenience (Visitors)

***Consumers mentality***

***Car mobility***



***Consumers mentality***

***Car mobility***

***Monofunctional programming***



- ▲ Building functions  
1:1500 @A3
- Vital shops
  - Other shops
  - Facilities
  - Public buildings
  - Houses

Civic mall designs from Victor Gruen slowly dissapeared



***Consumers mentality***

***Car mobility***

***Monofunctional programming***

***Consumers mentality***

***Car mobility***

***Monofunctional programming***

***Inside-orientation***





Protect the pedestrian (Le Corbusier, Gruen) created unwanted side effect.  
Day: Trucks invade the public space (Denise Scott Brown)  
Night: Loitering youth, no social control (Visitors)



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**Problem statement:**

The mall in its current form has due to consumer mentality embodied problems with mobility, orientation and programming that direct undermine the public space and therefore weaken indirectly the strength of the community.

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The mall in its current form has due to consumer mentality embodied problems with mobility, orientation and programming that direct undermine the public space and therefore weaken indirectly the strength of the community.

**Project goal:**

I'm aiming to improve the strength of the existing community, with a minimized negative impact on the ecosystem. This is done by repositioning mobility, orientation, and programming around Hof van Spaland in a sustainable and circular way to add qualitative public space. The result needs to be future proof, in means contributing to climate adaptation.

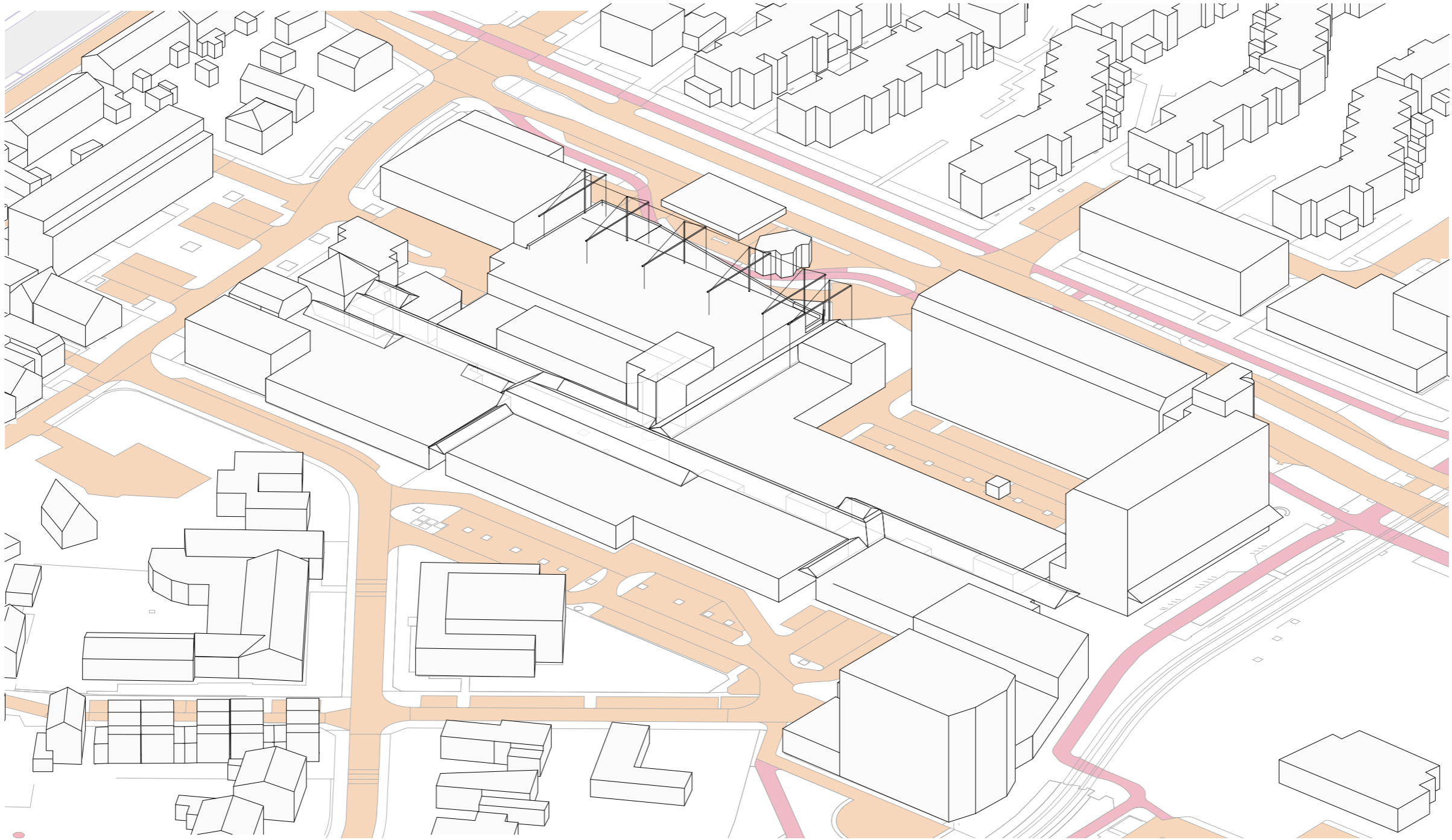


***Place  
to shop***



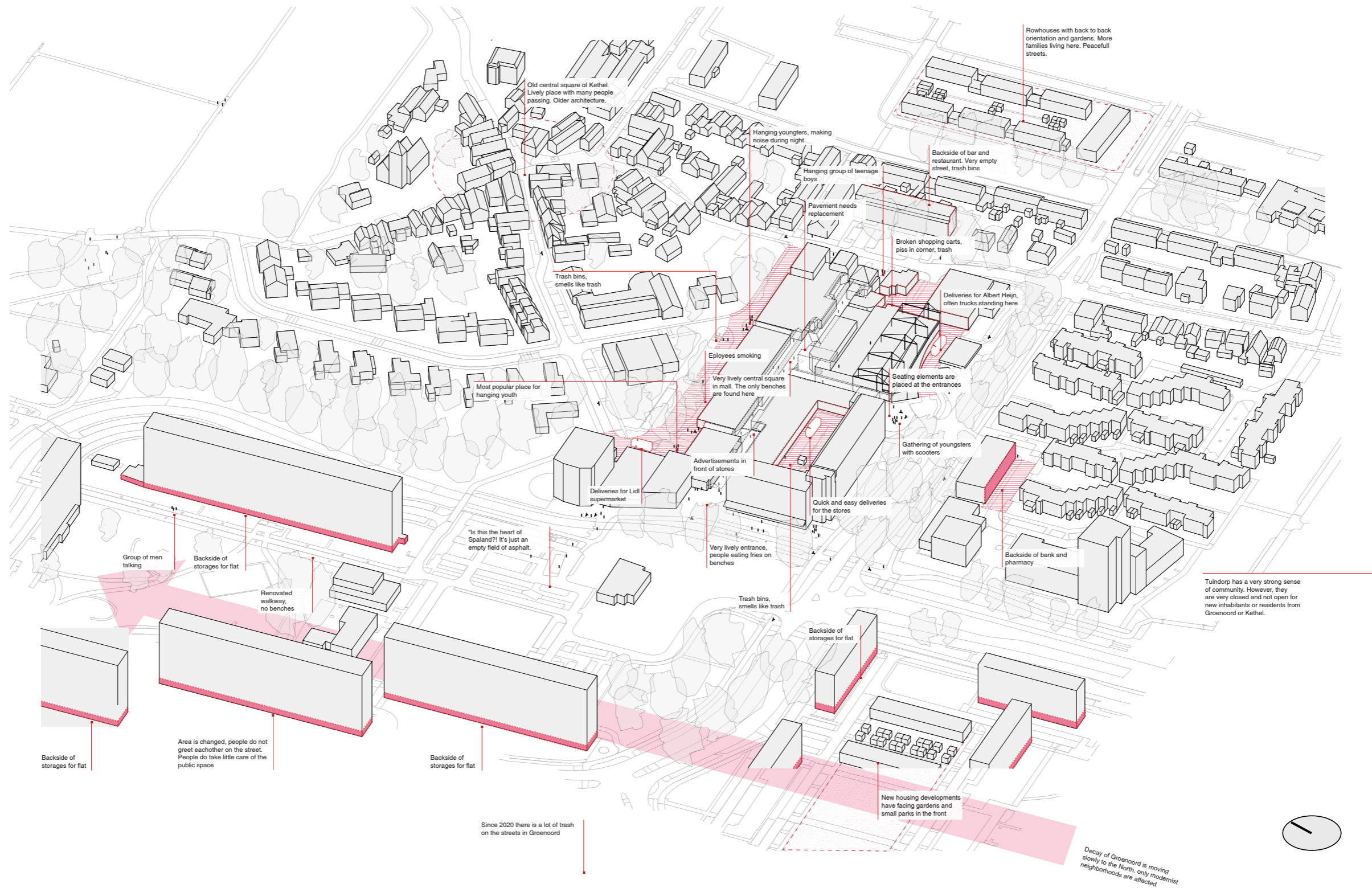
***Place  
to be***



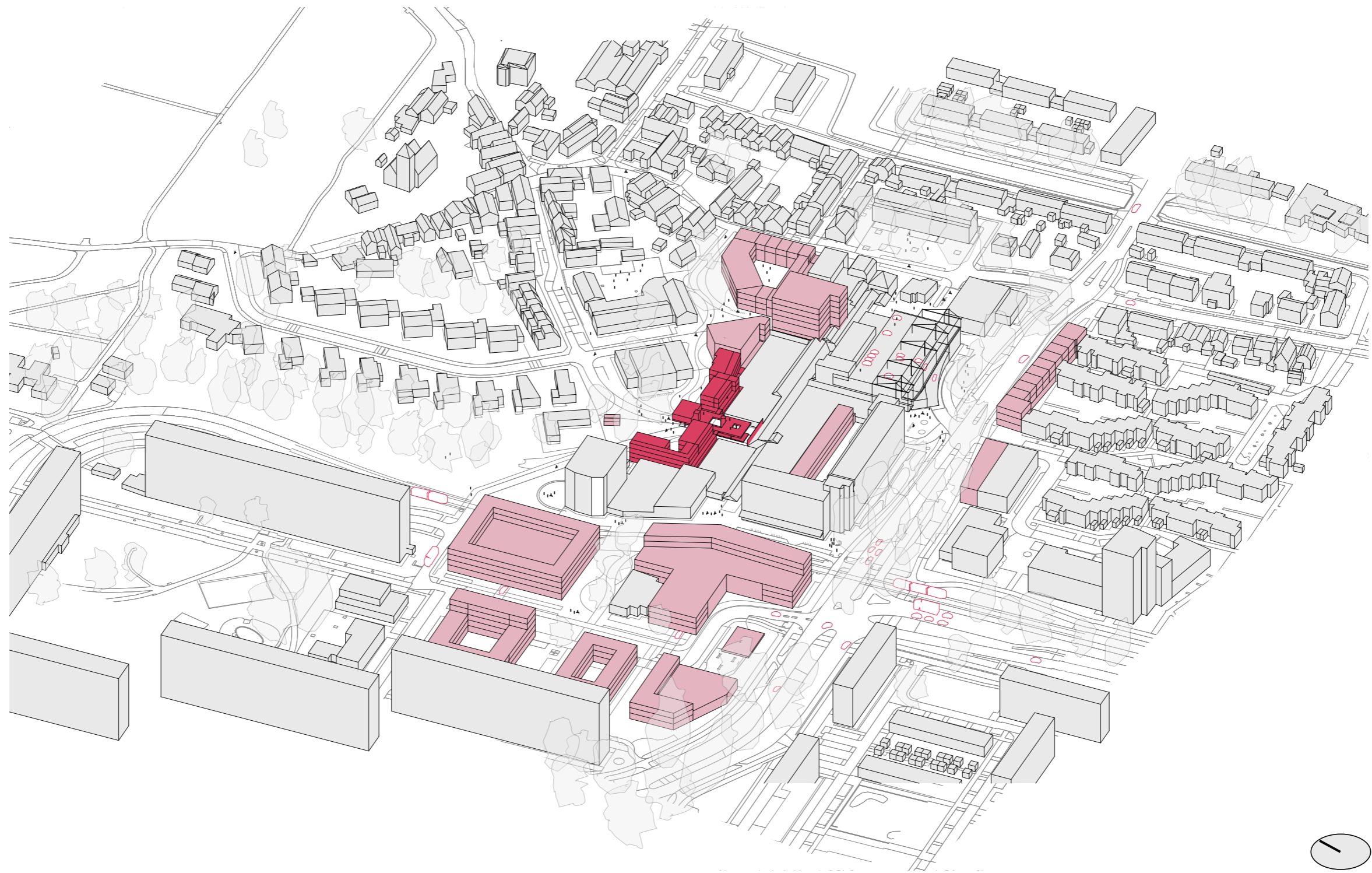


Field research gave answers in how to generate value for the community.



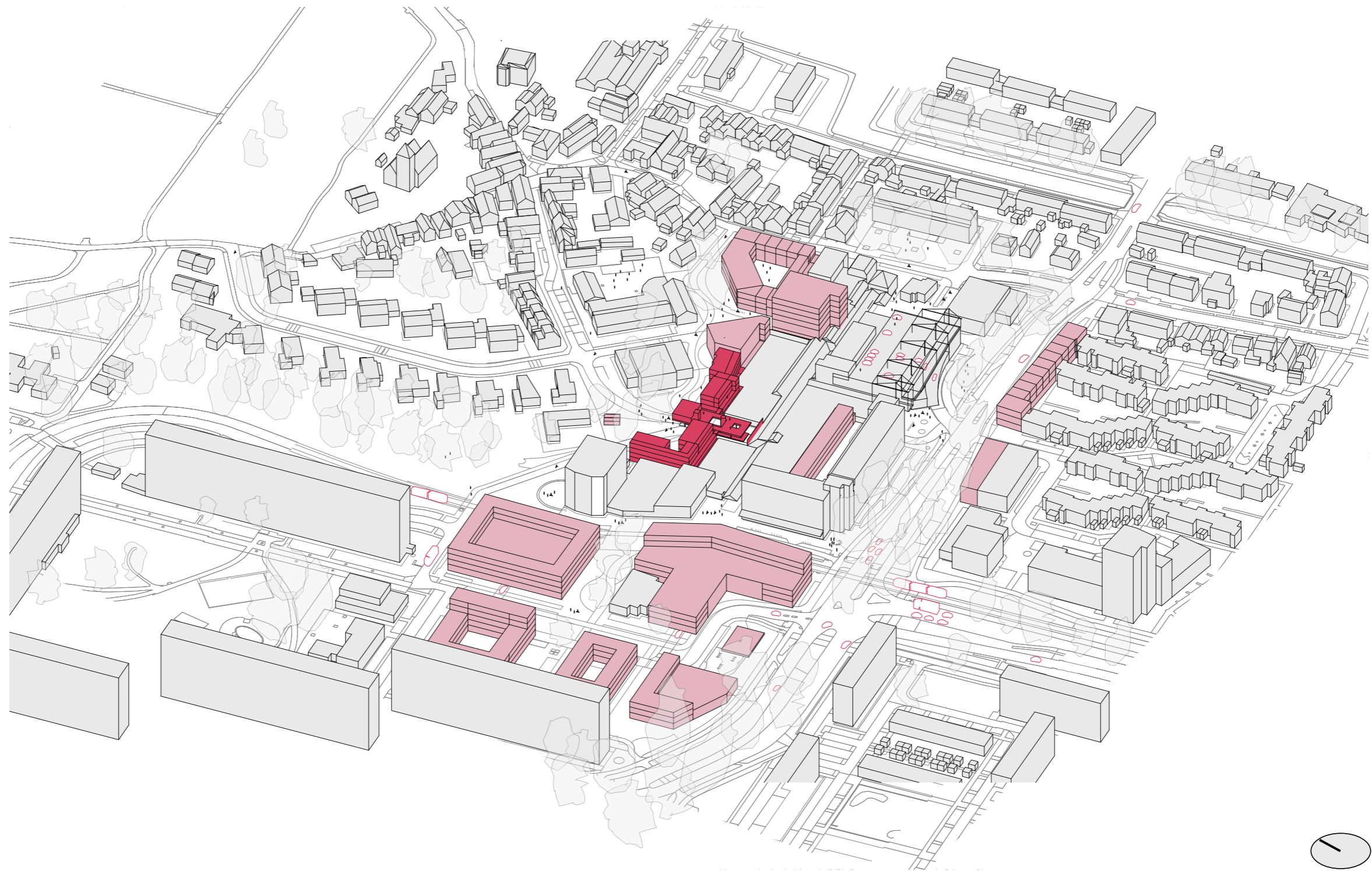


From problems



From problems to solutions





Why a masterplan? The whole neighbourhood needs to be redeveloped (Bas Buvelot)













Masterplan  
 1:1500 @ A3  
 ■ New created squares  
 ■ New buildings  
 ■ Existing buildings  
 ■ Exterior with roof

Move parking to central location near big roads



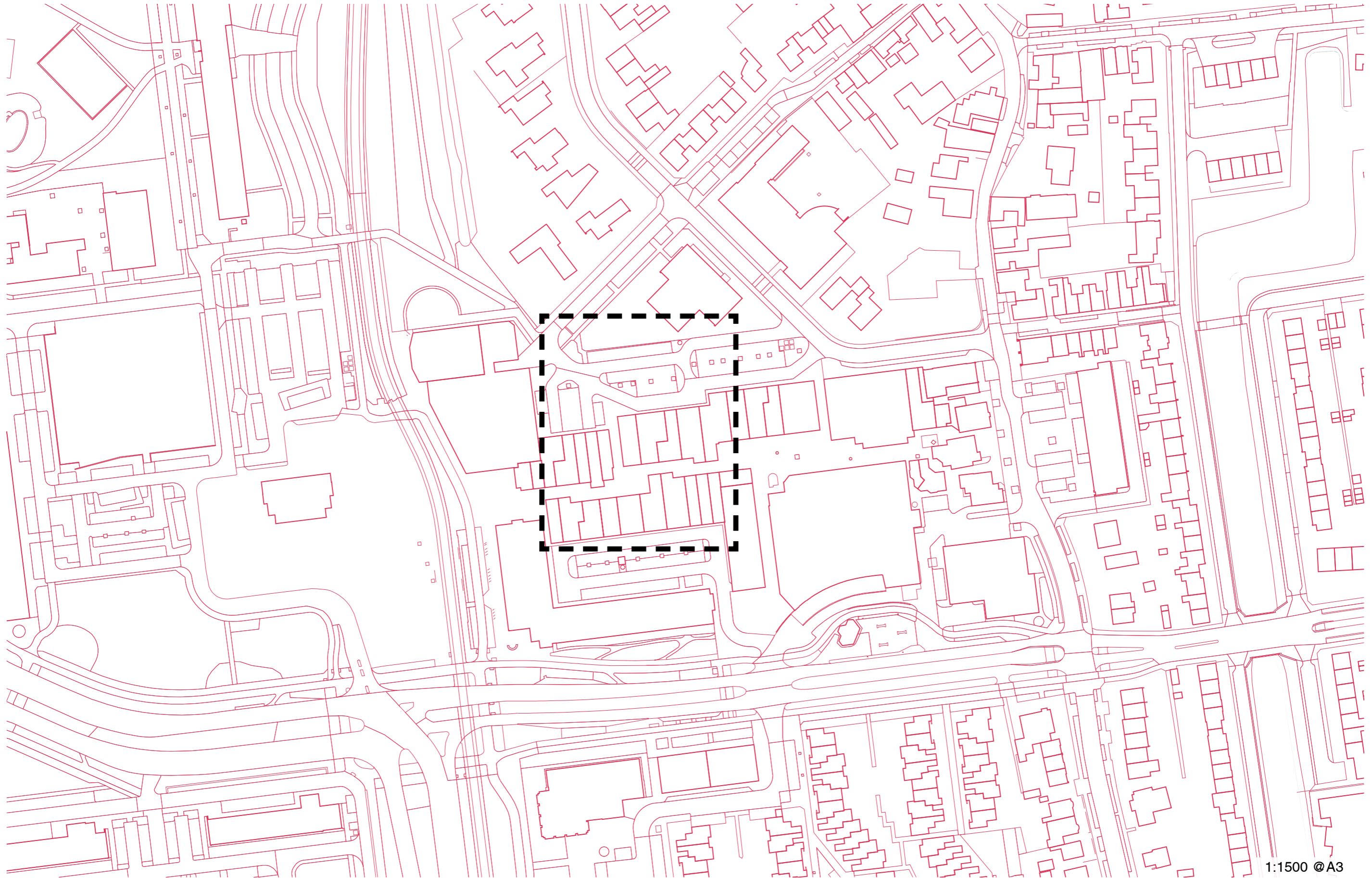


Activate the backside with housing and public space









1:1500 @ A3



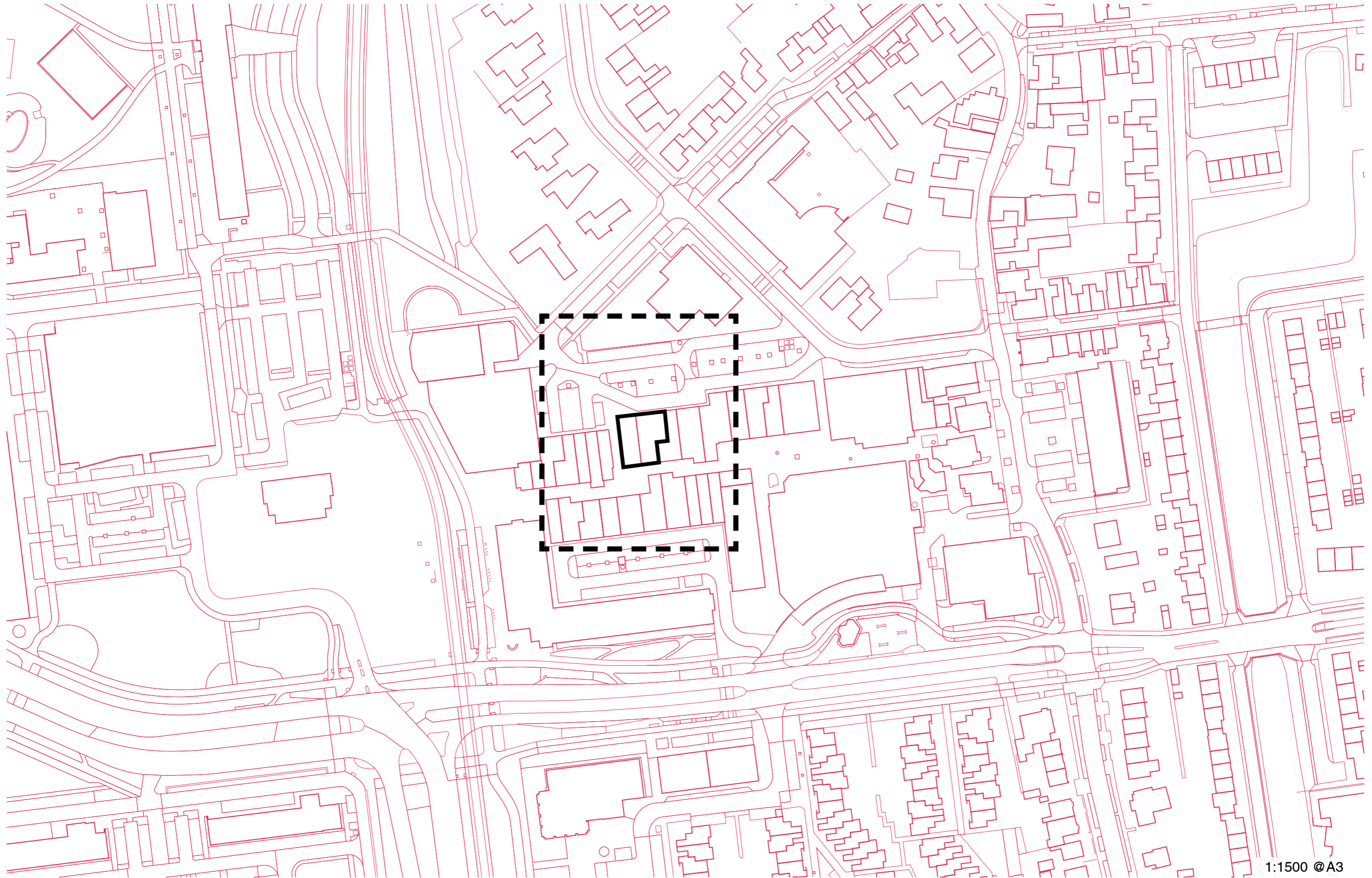
Location of project in masterplan





***For sale***

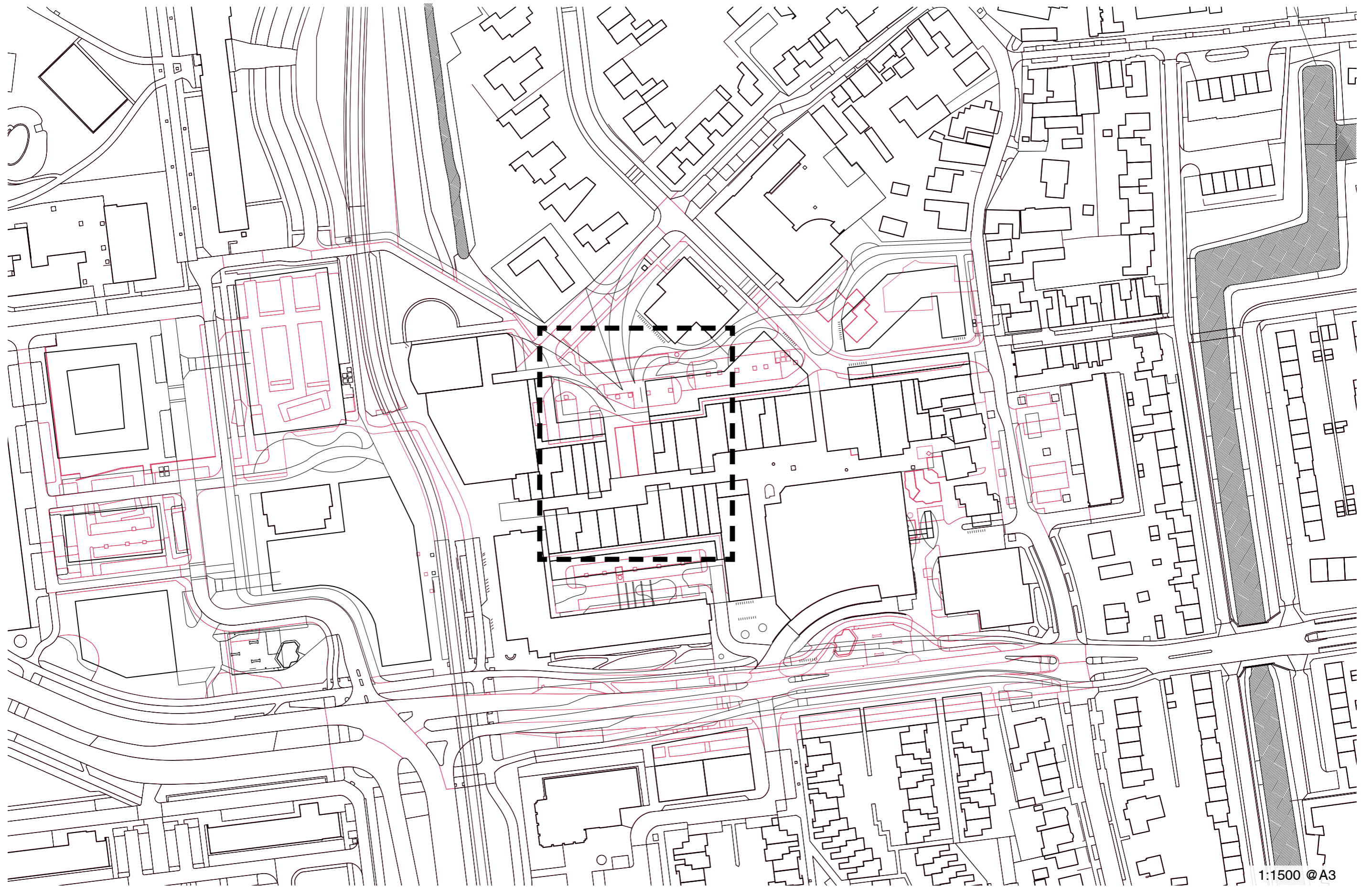




1:1500 @ A3

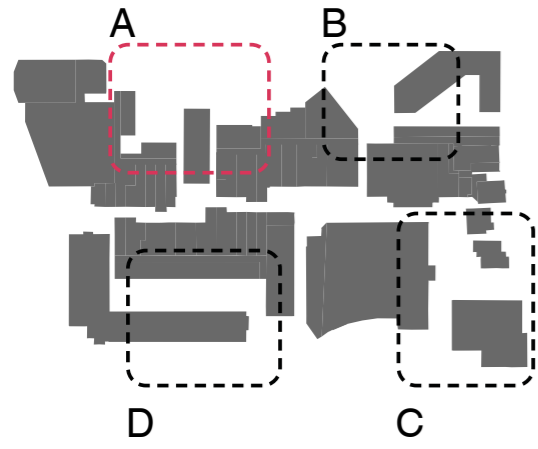




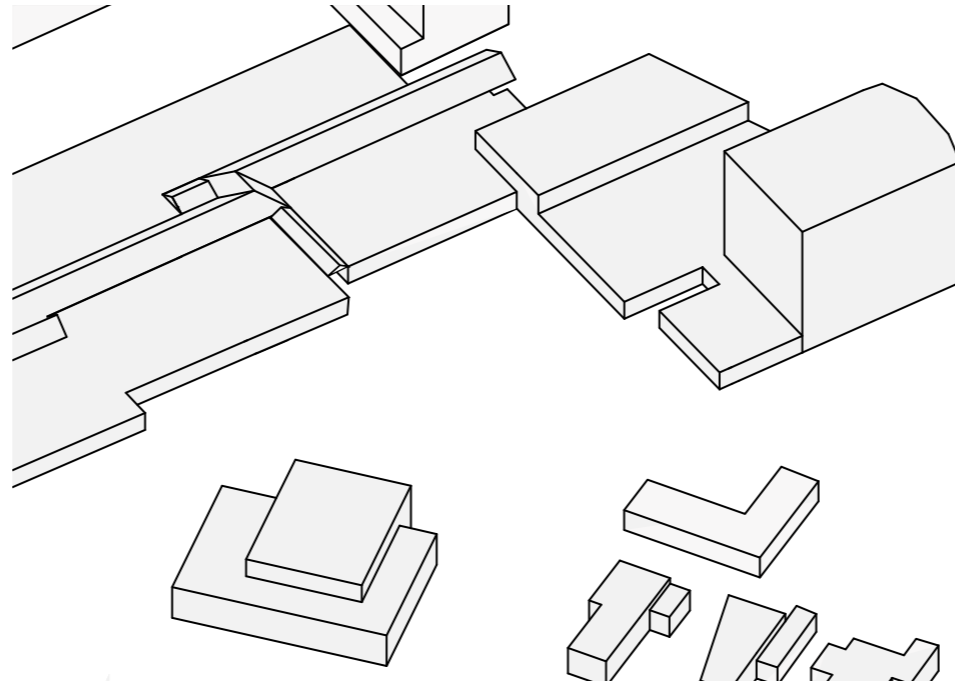


Many characteristics of the masterplan come together on the site

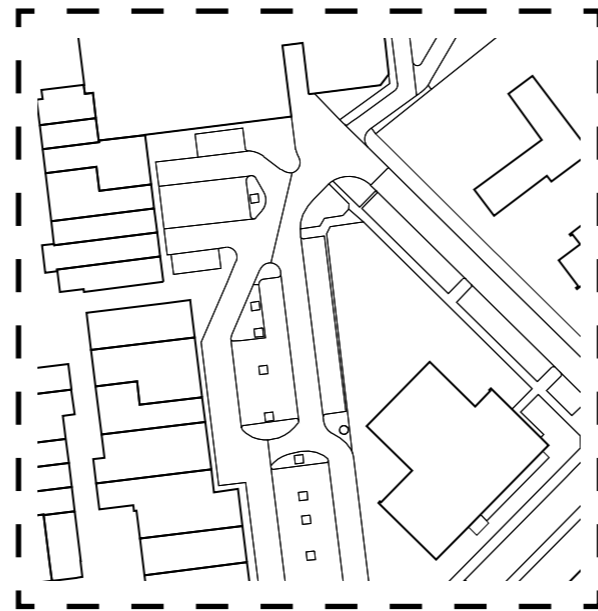




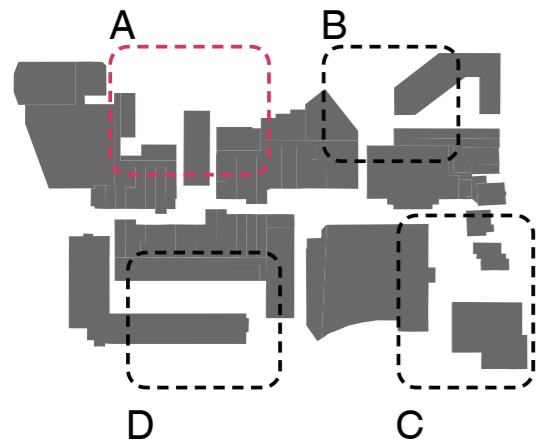
▲ Locations



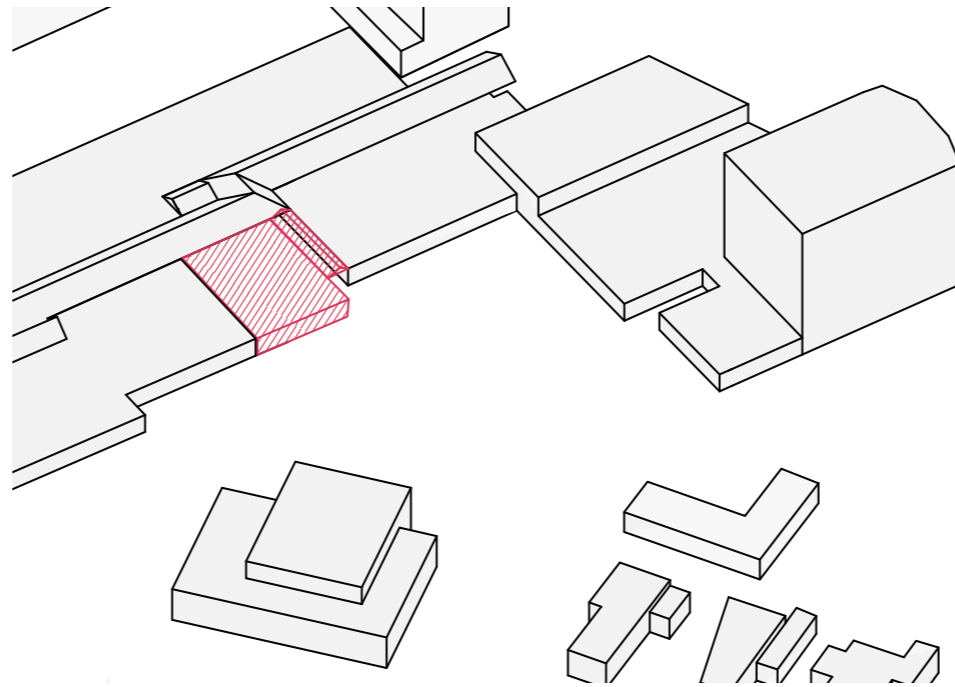
**Current situation**



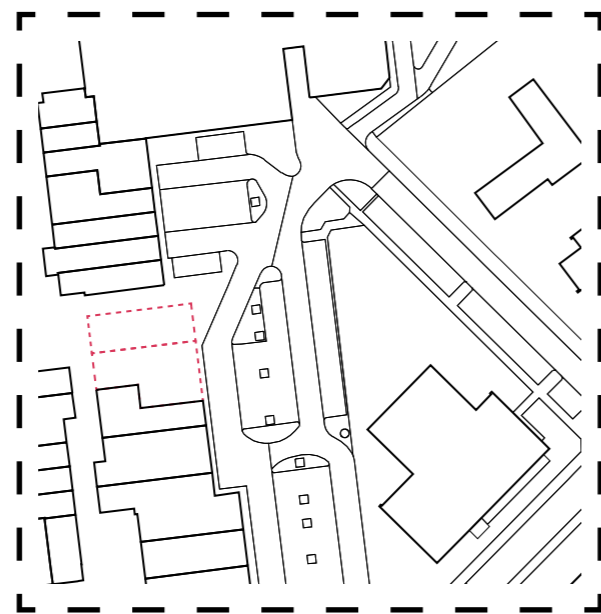
▶ A 1:1000 @A3



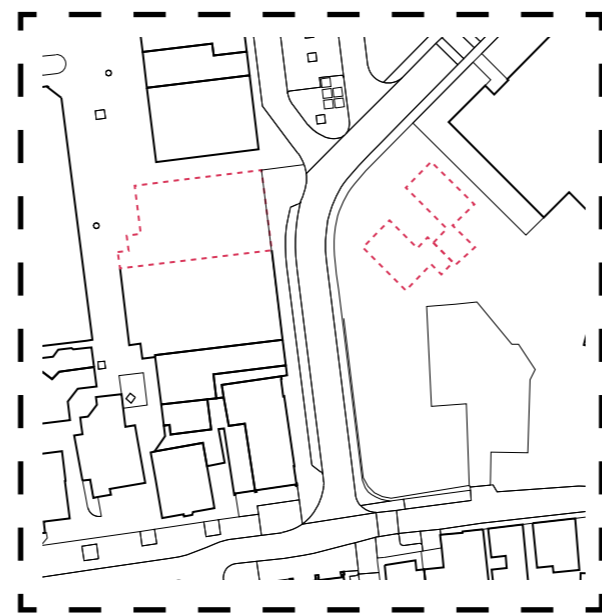
▲ Locations



**Make space for possible interventions**



▶ A 1:1000 @A3

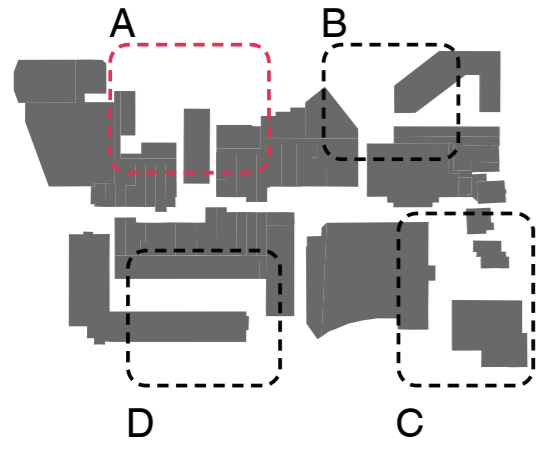


▶ B 1:1000 @A3

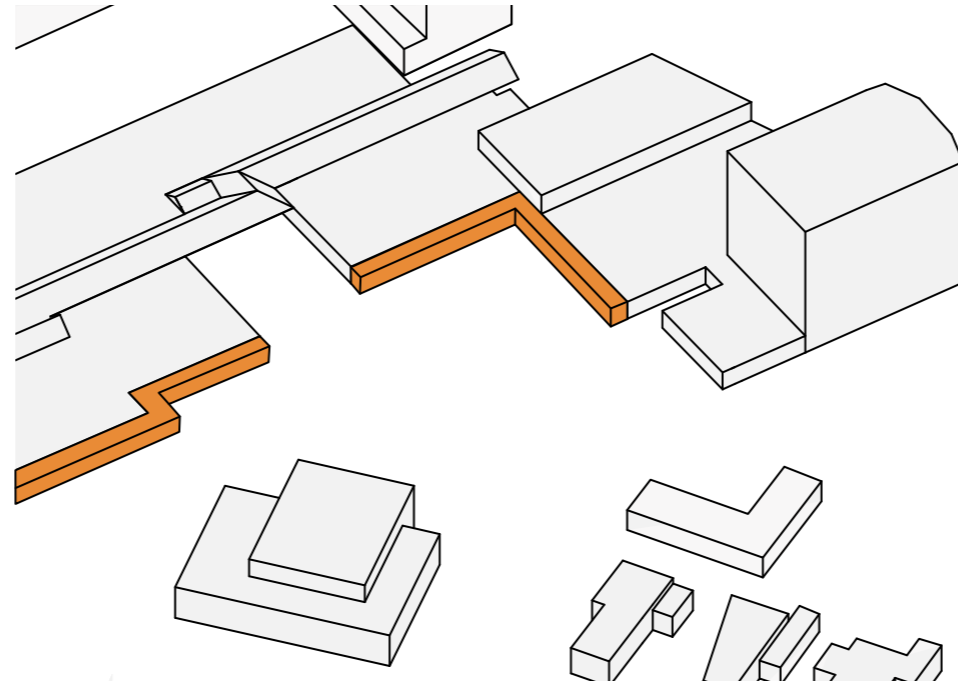


▶ C 1:1000 @A3

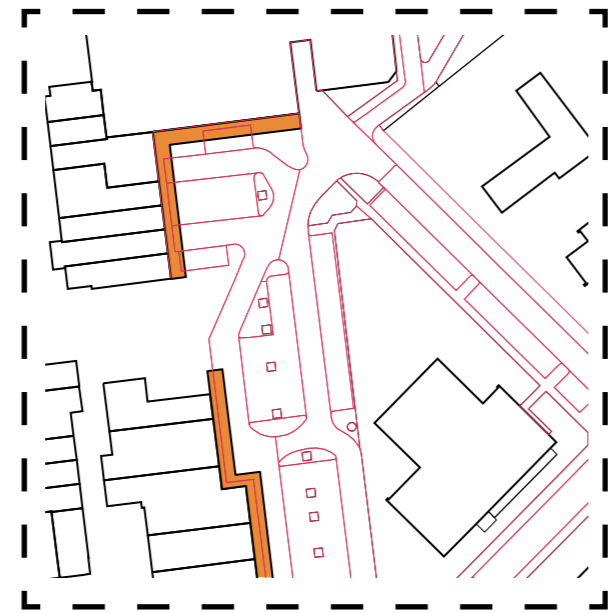




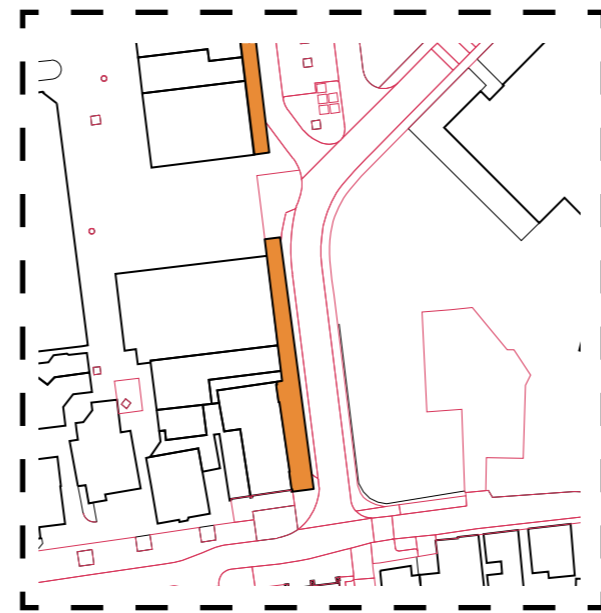
▲ Locations



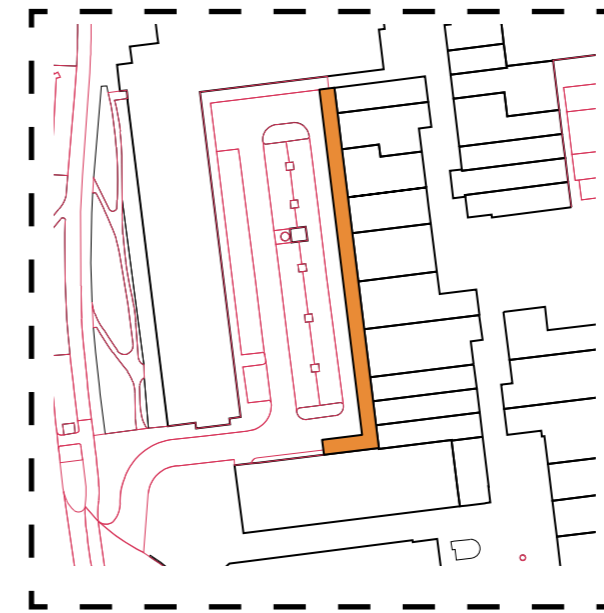
**Add a delivery hallway**



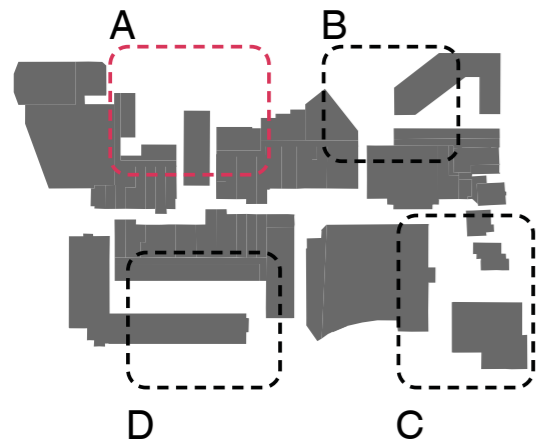
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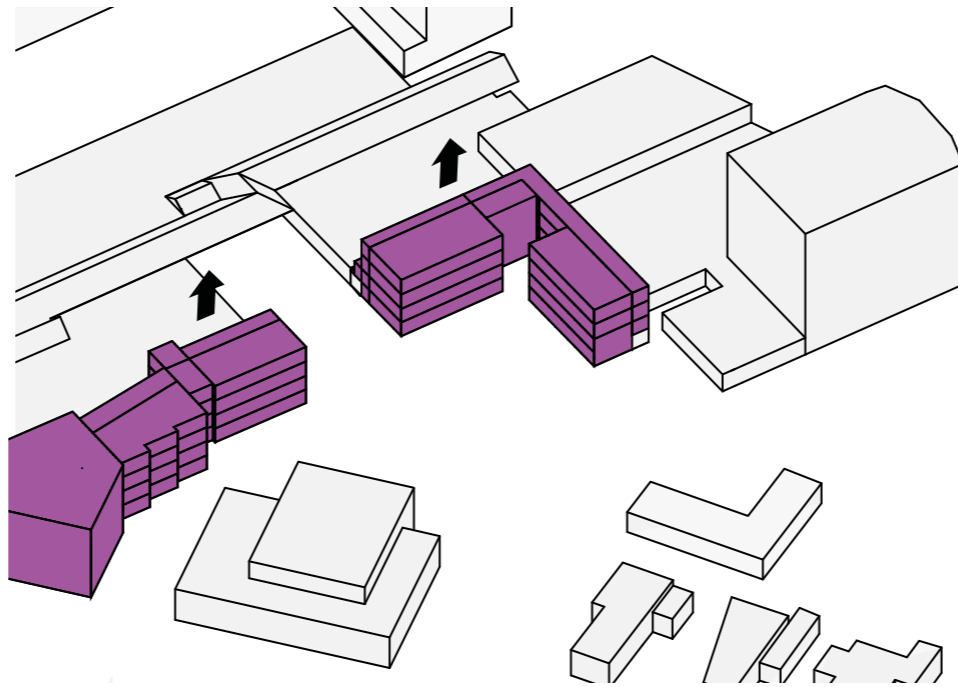
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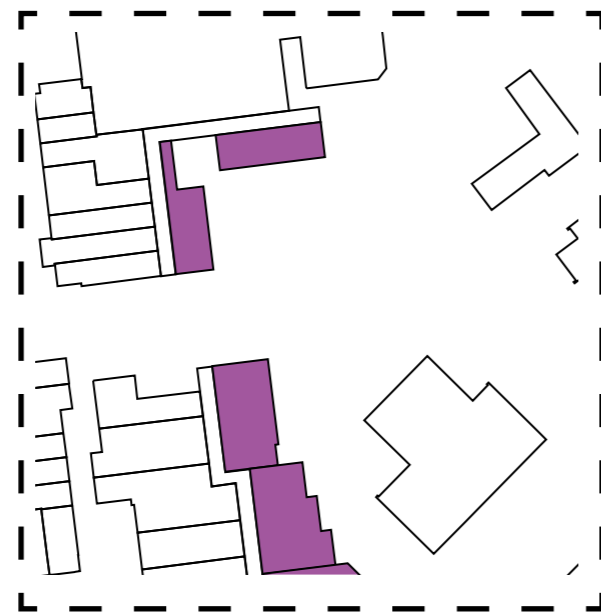
▶ D 1:1000 @A3



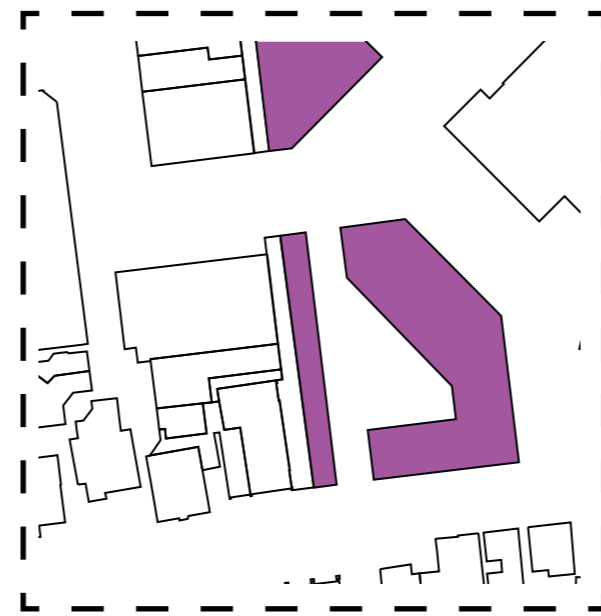
▲ Locations



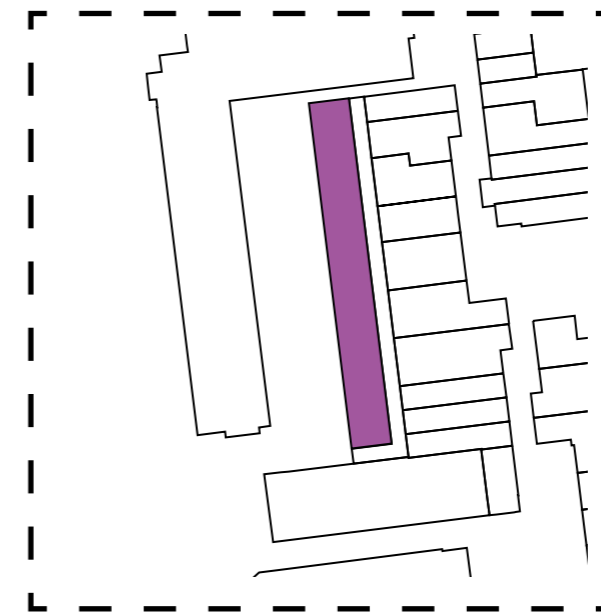
**Build housing at the backside**



▶ A 1:1000 @A3

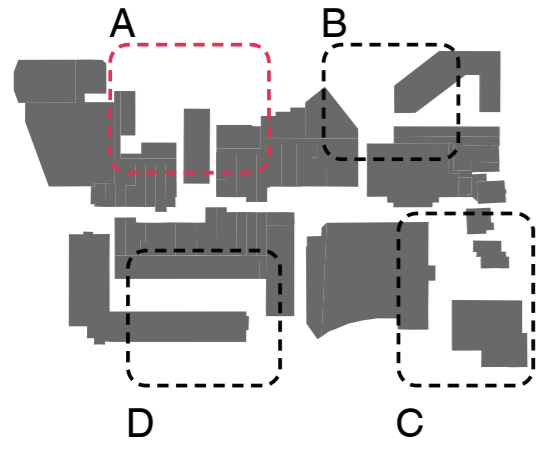


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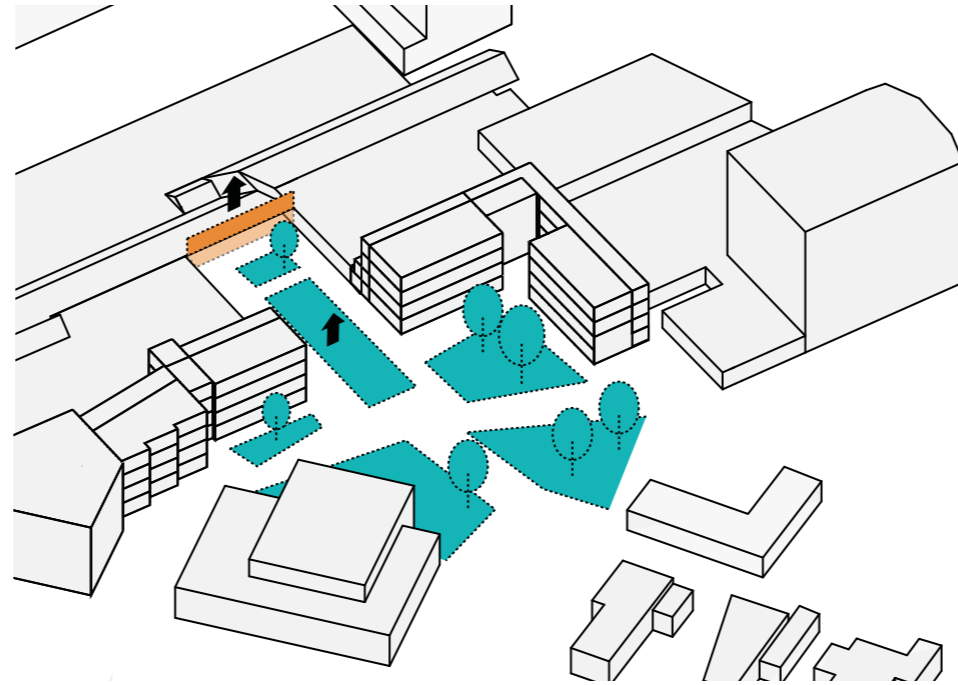


▶ D 1:1000 @A3

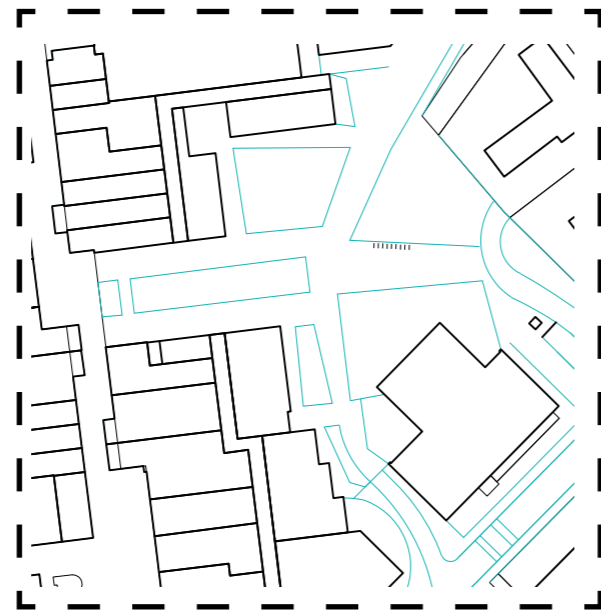




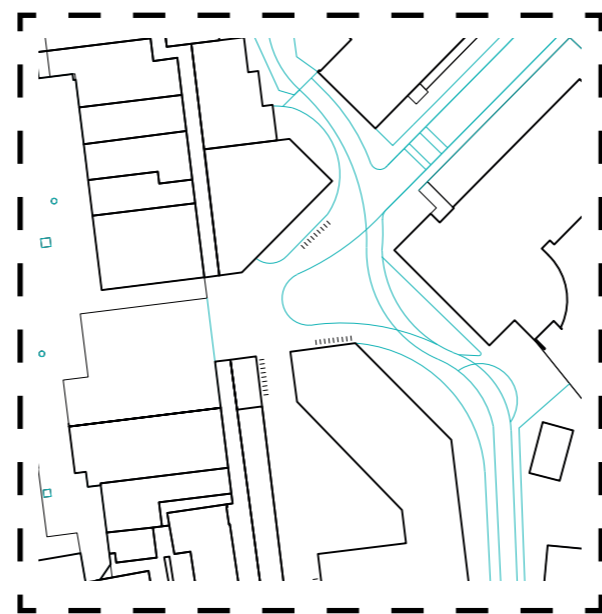
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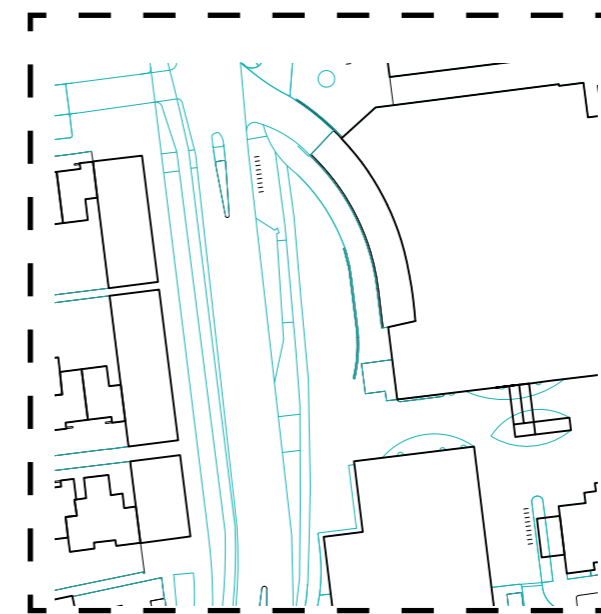
**Add qualitative and social public space**



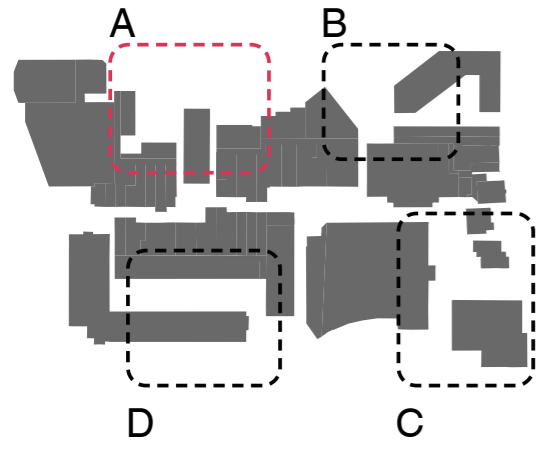
▶ A 1:1000 @A3



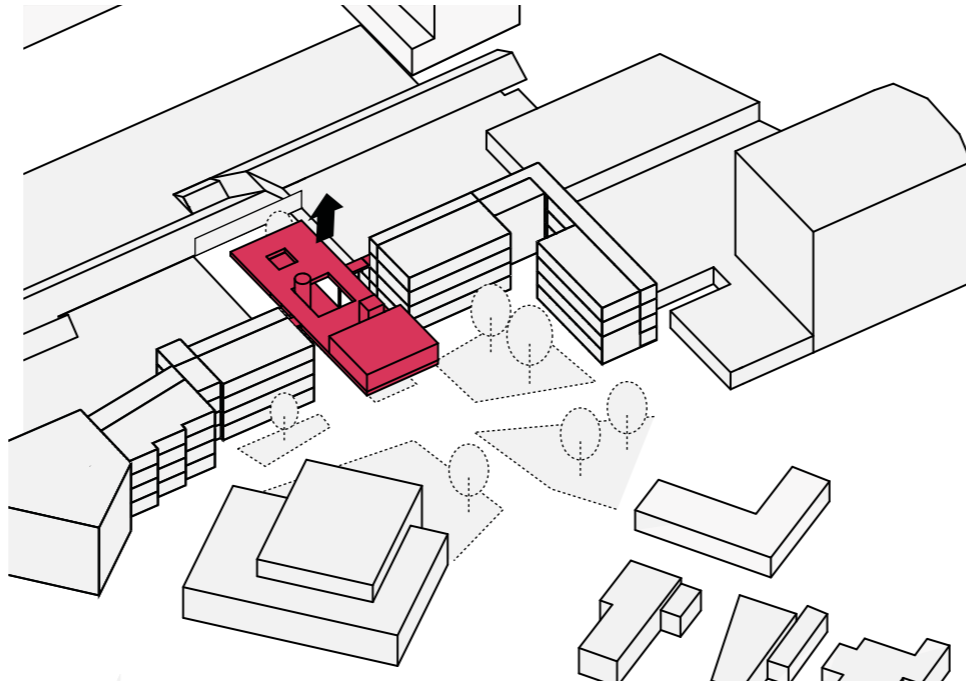
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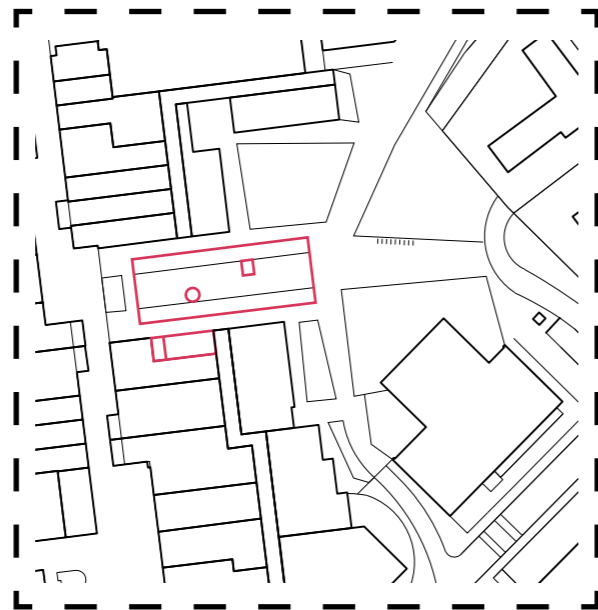
▶ C 1:1000 @A3



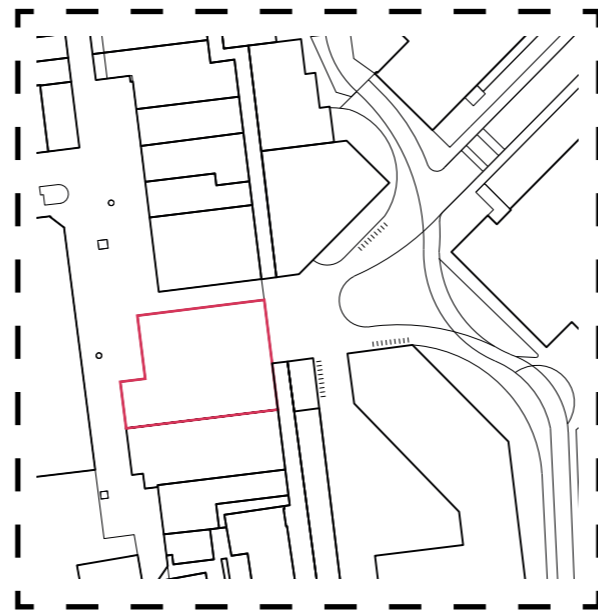
▲ Locations



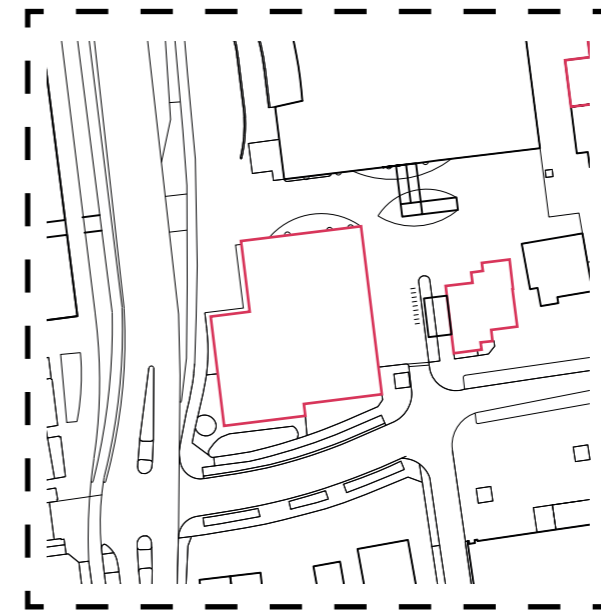
**Build public facilities**



▶ A 1:1000 @A3



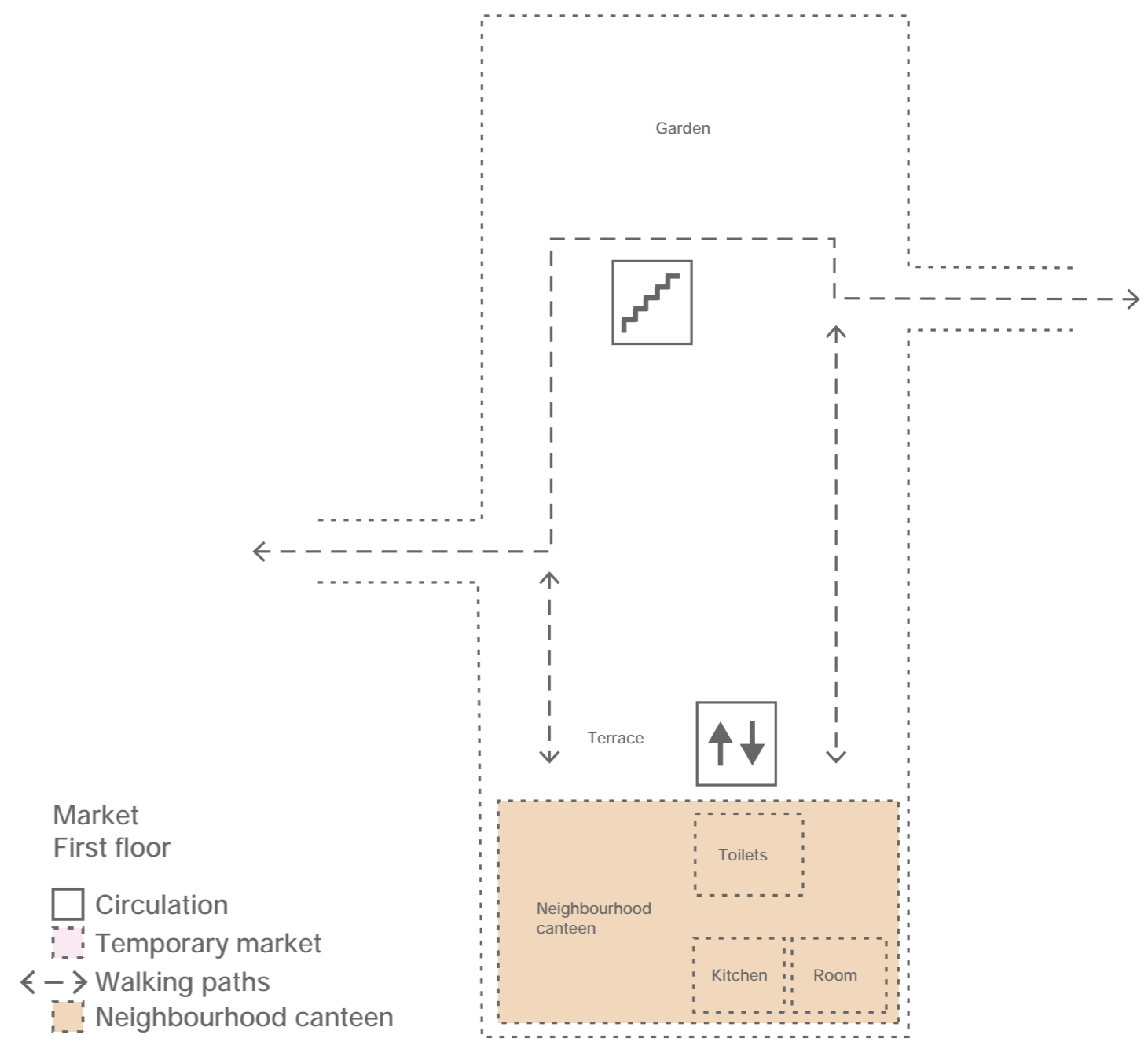
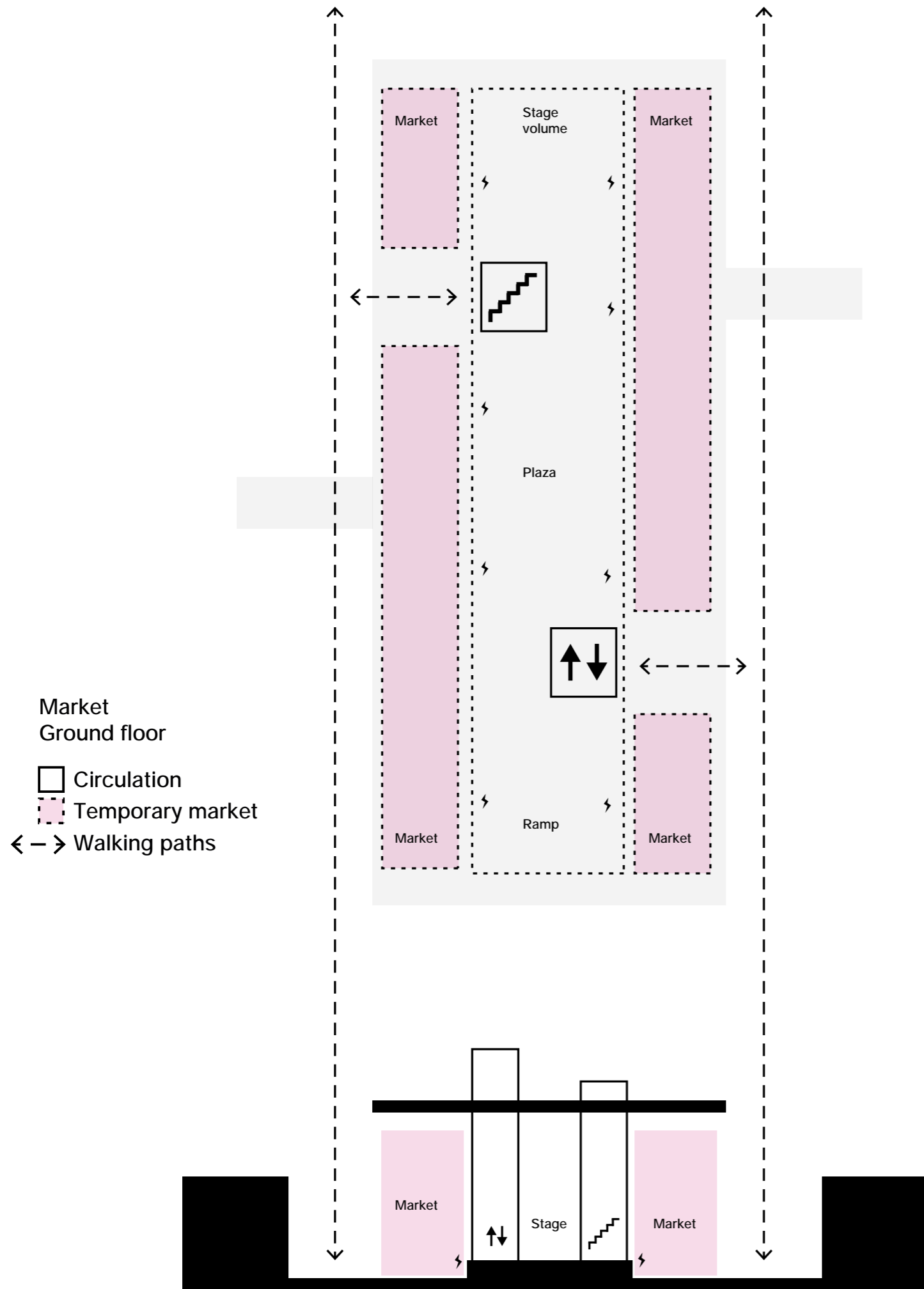
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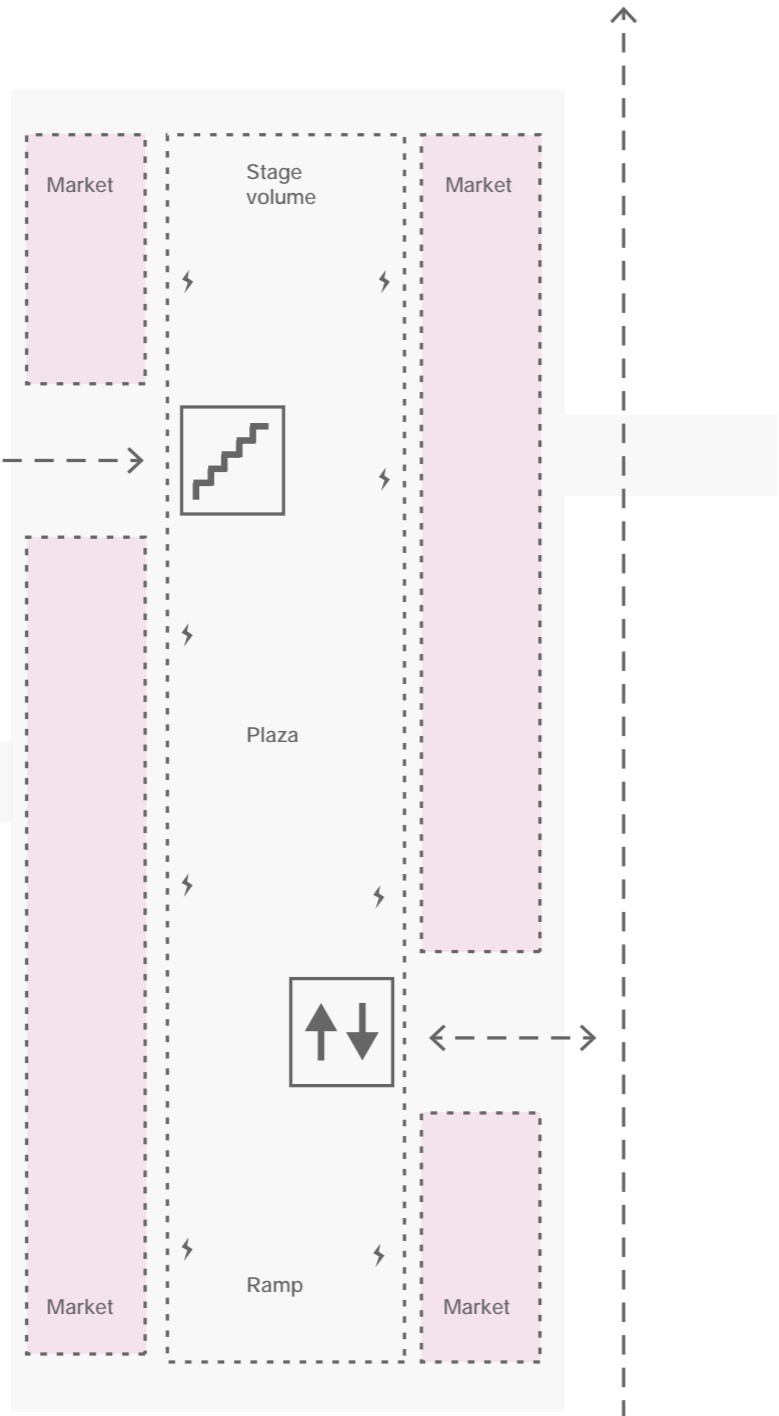
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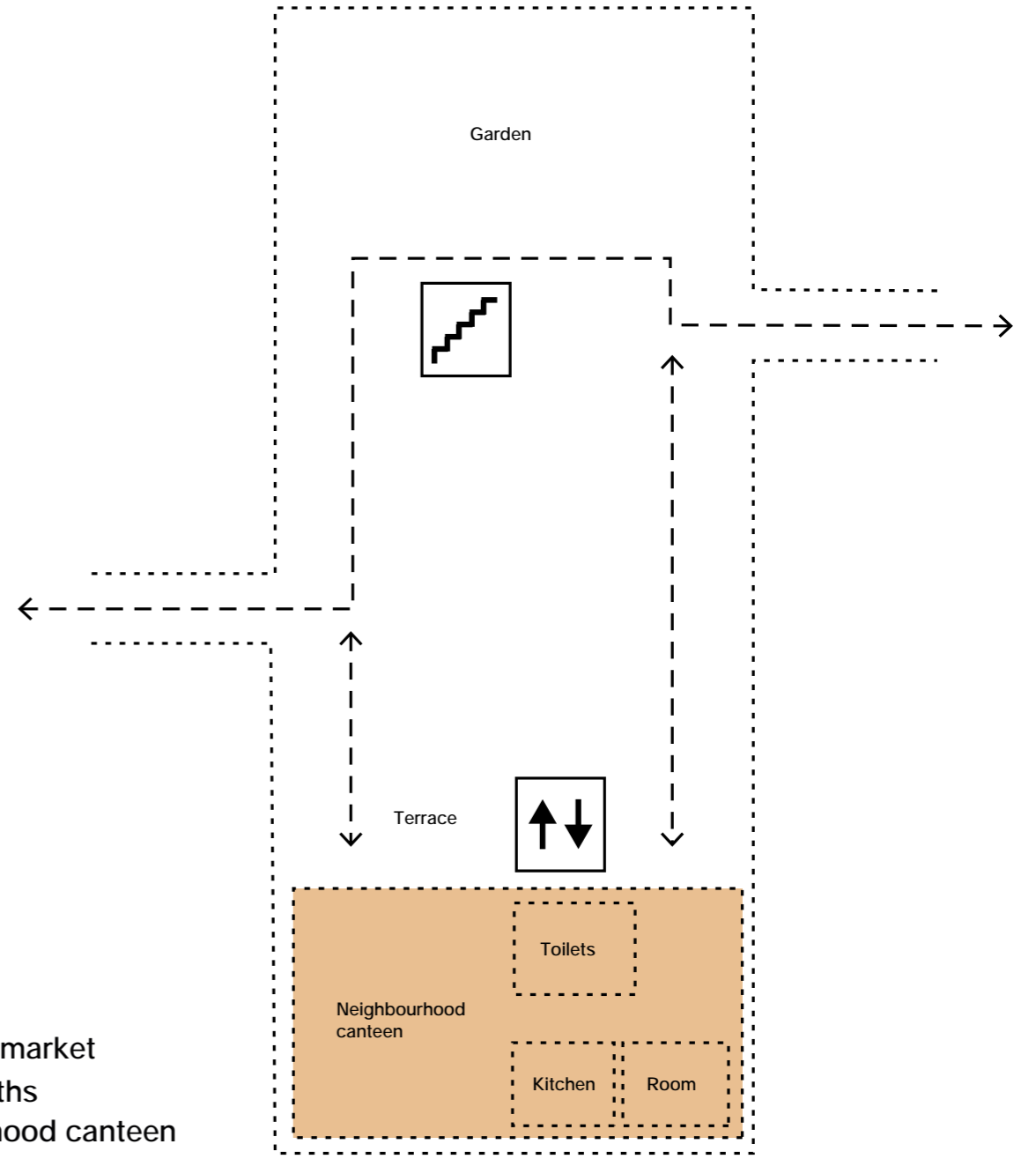
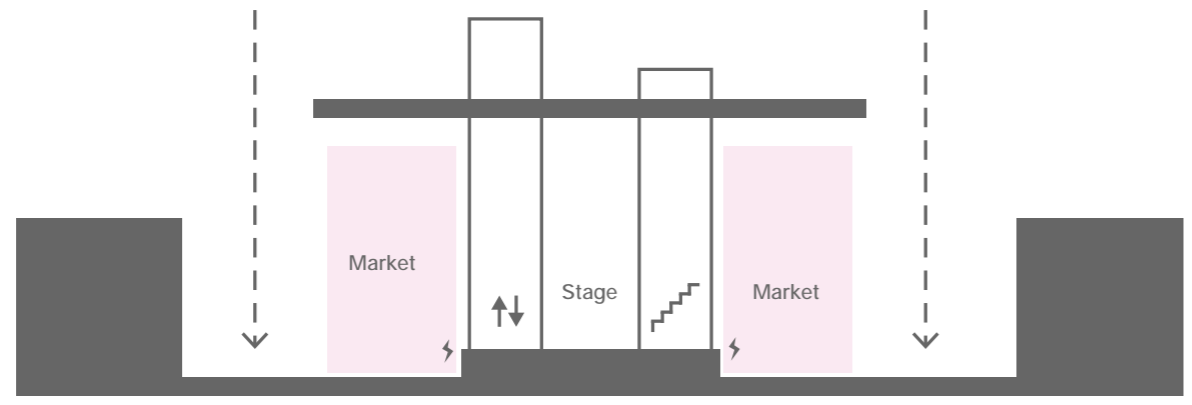
## ***2. Strong community***







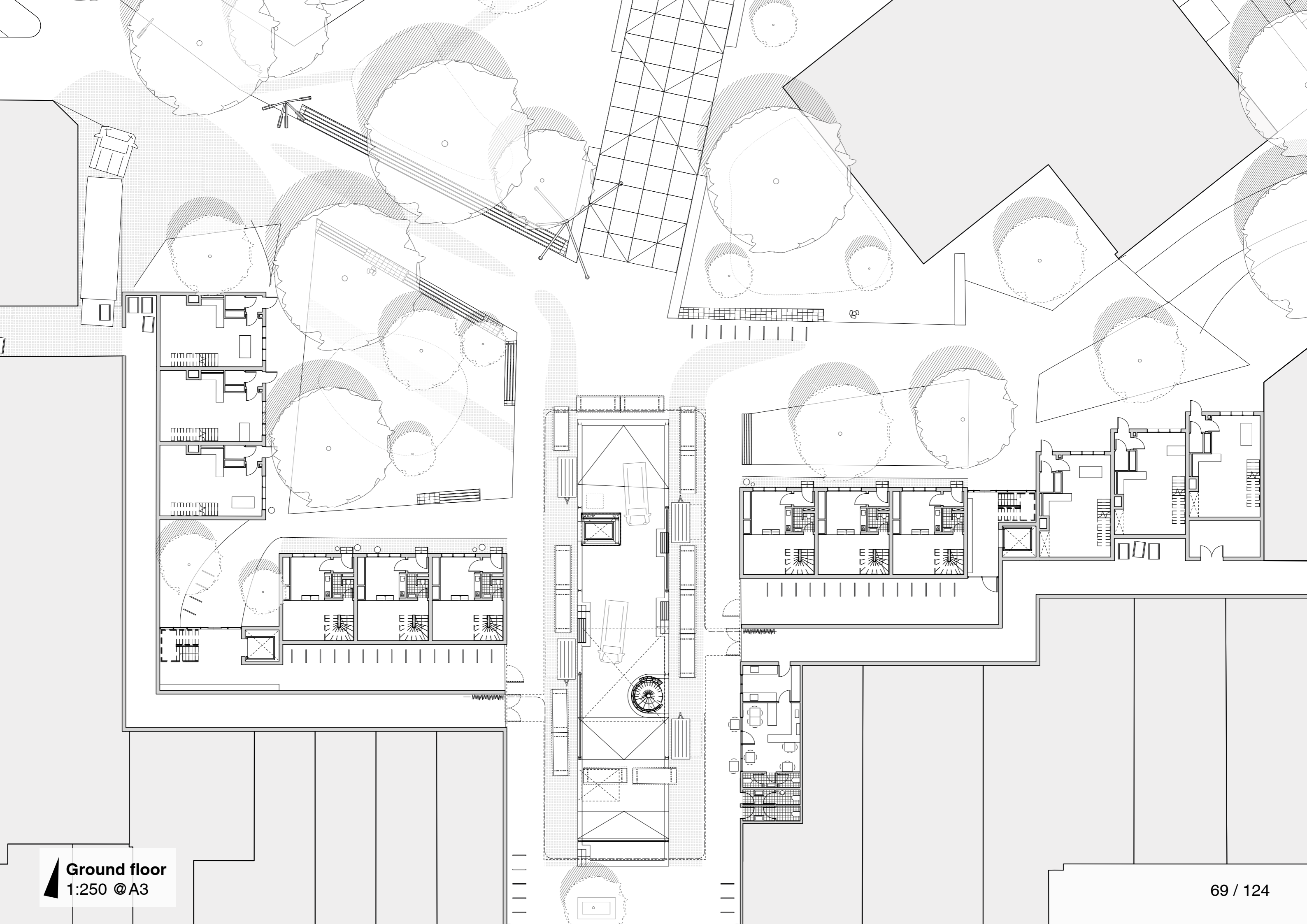
- Market
- Ground floor
- Circulation
- Temporary market
- Walking paths

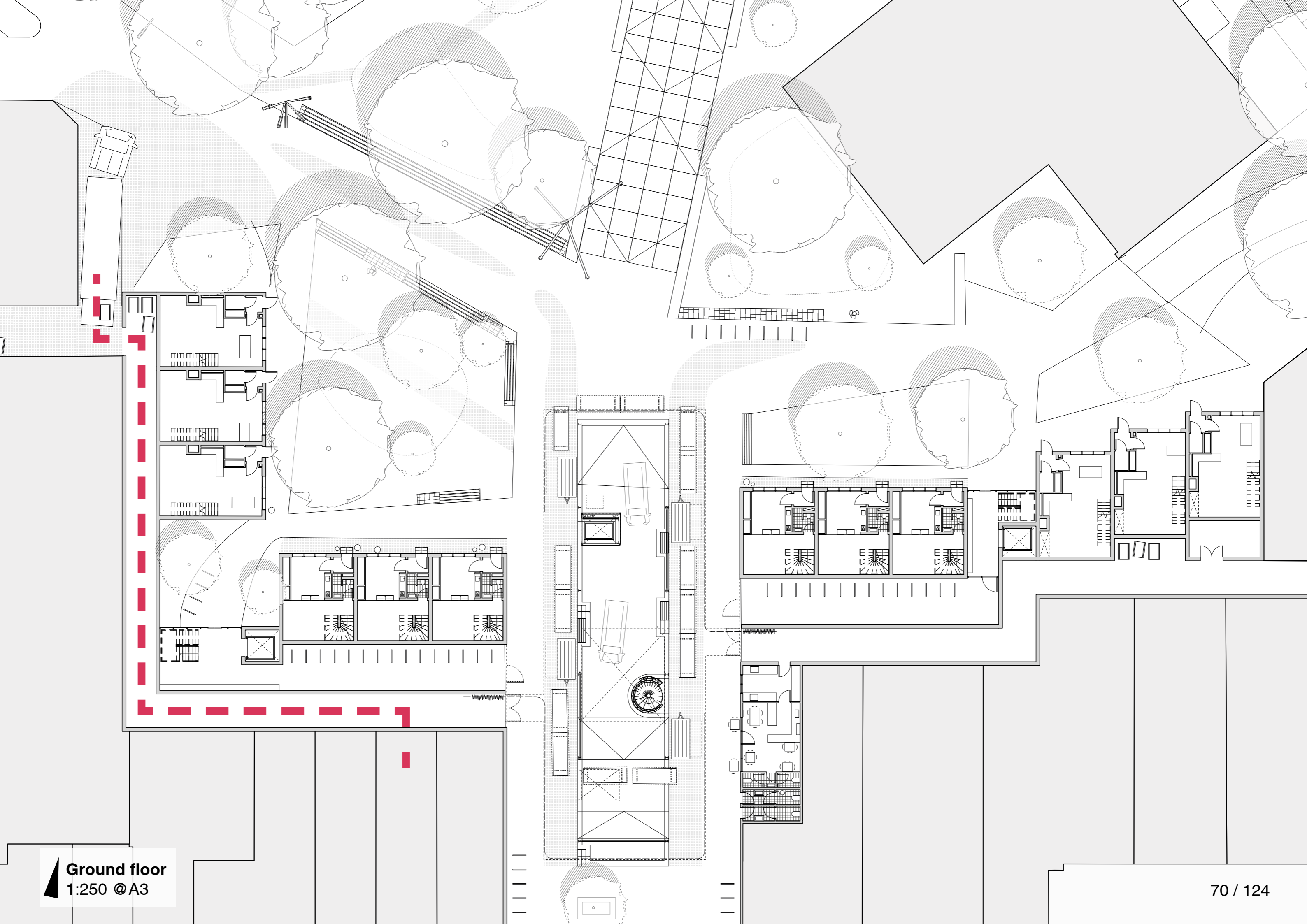


- Market
- First floor
- Circulation
- Temporary market
- Walking paths
- Neighbourhood canteen

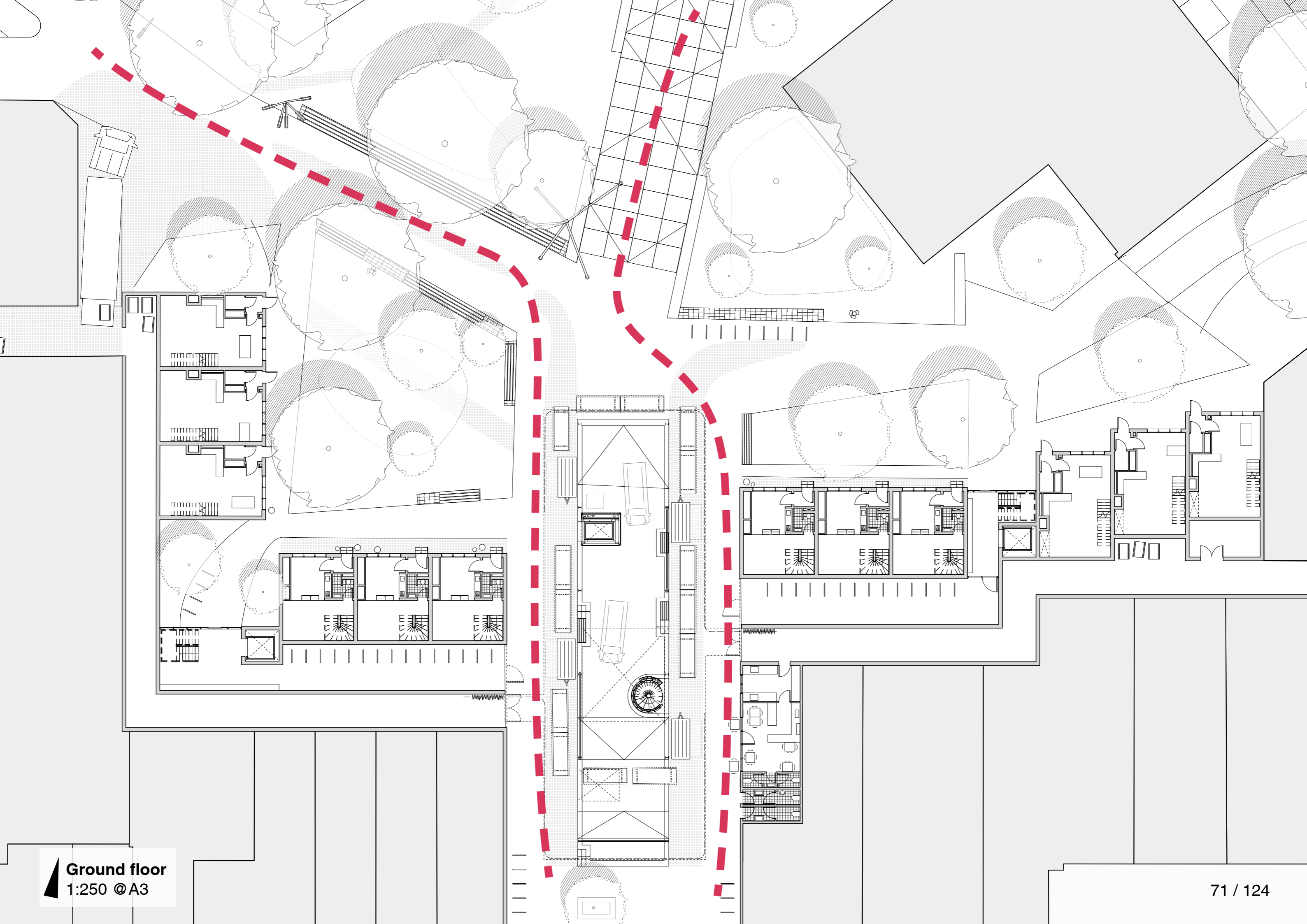
***Day use***







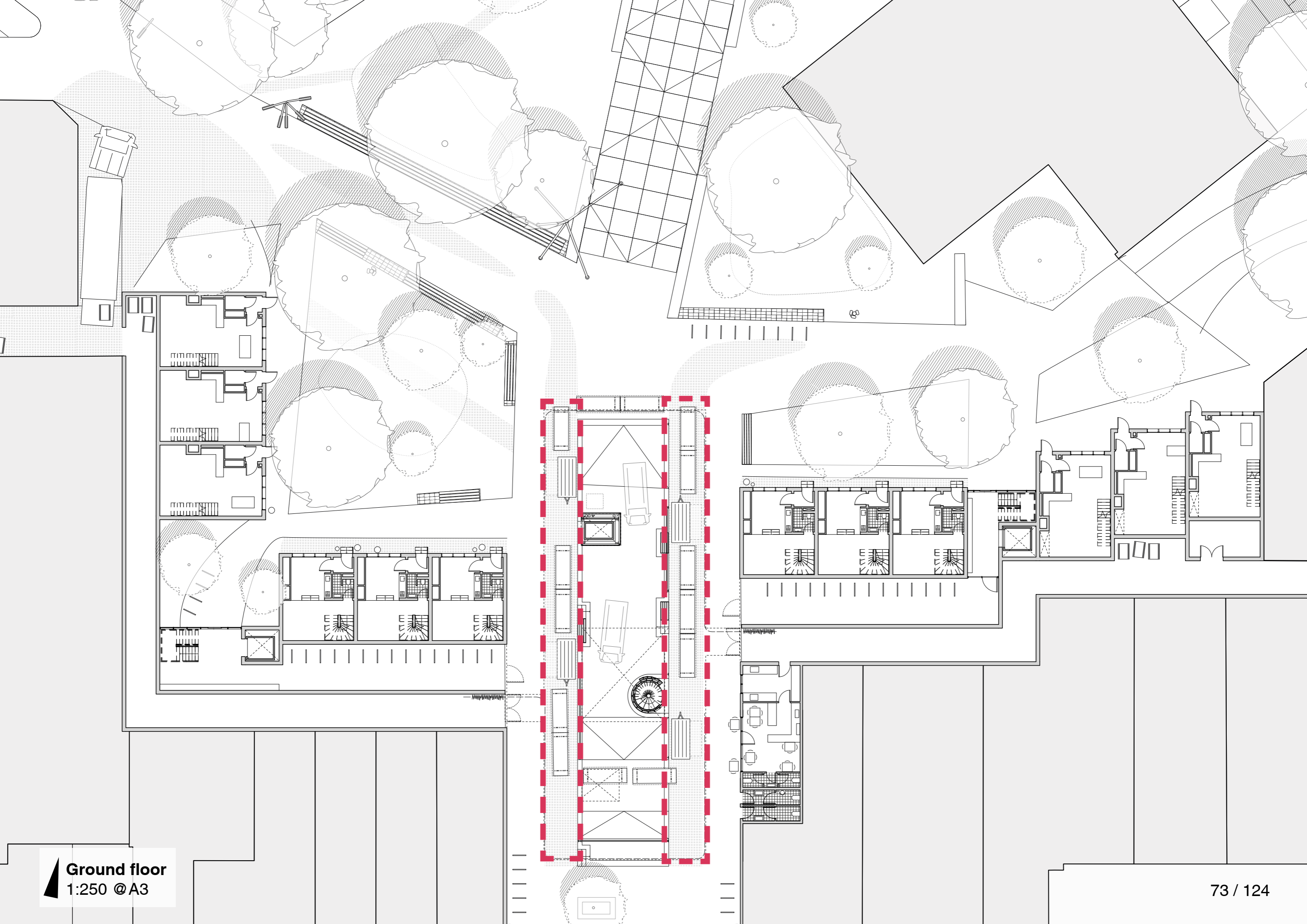






People meet at the plaza because different routes collide here.  
The plaza invites for many different uses.  
Pavement continues: pointing out the public character of the market hall.

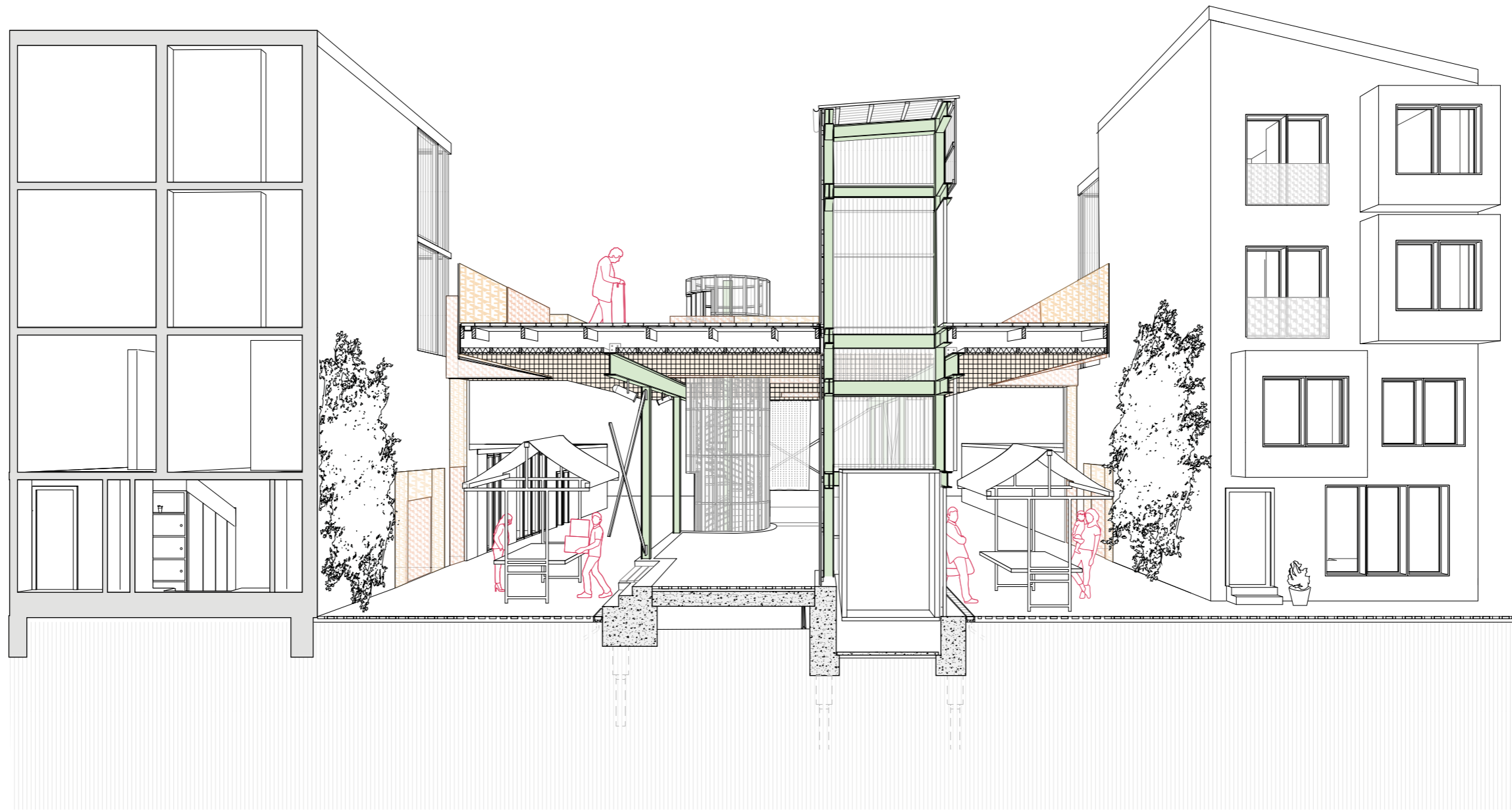




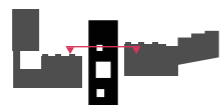


Market in front of the central stage volume. This volume has space for a small van, and extra storage.

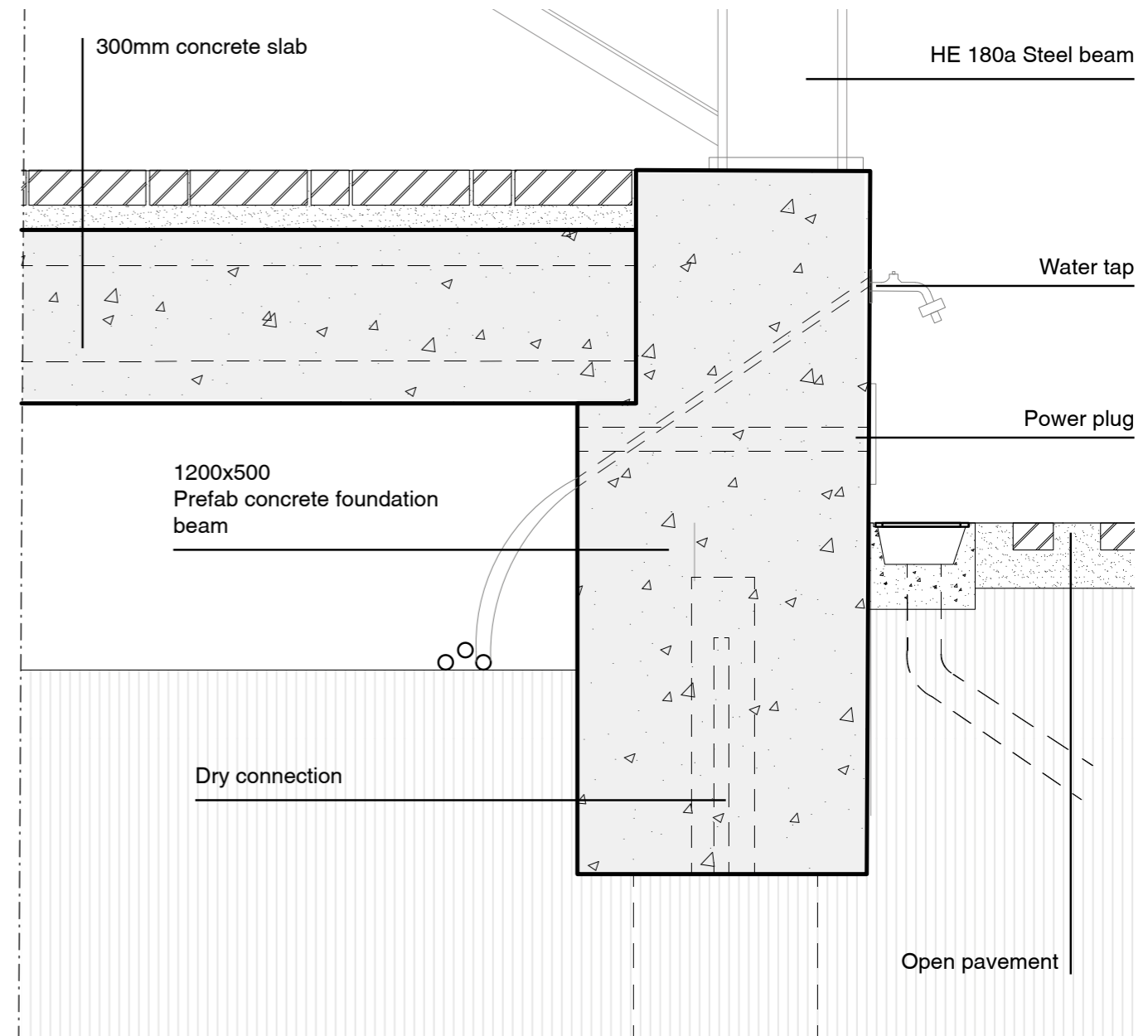
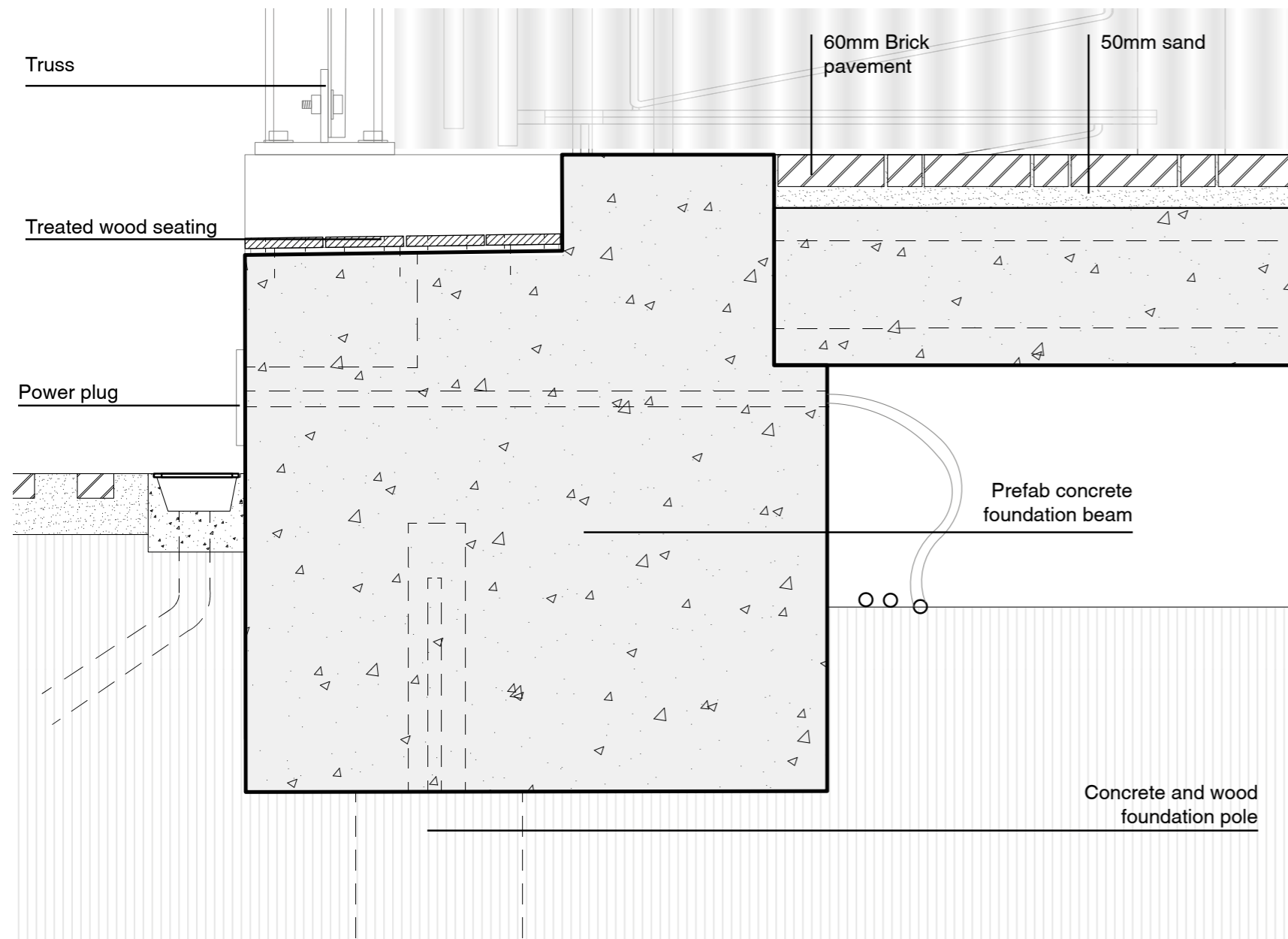




**Section**  
1:100 @A3



Two volumes connect with upstairs. Market is taking place at both sides of the volume.

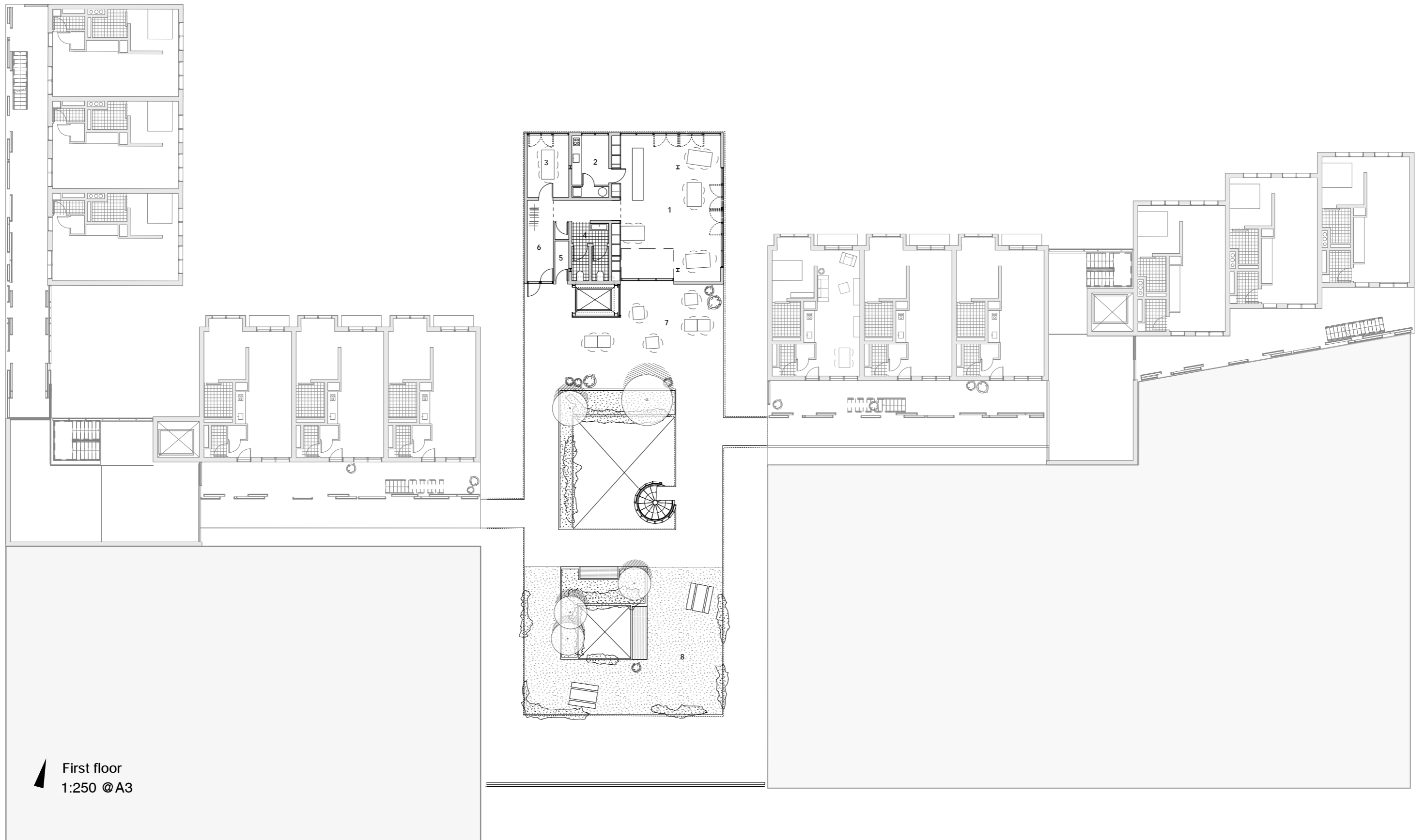


**Vertical details**

1:10 @ A3

Electricity, water and seats.





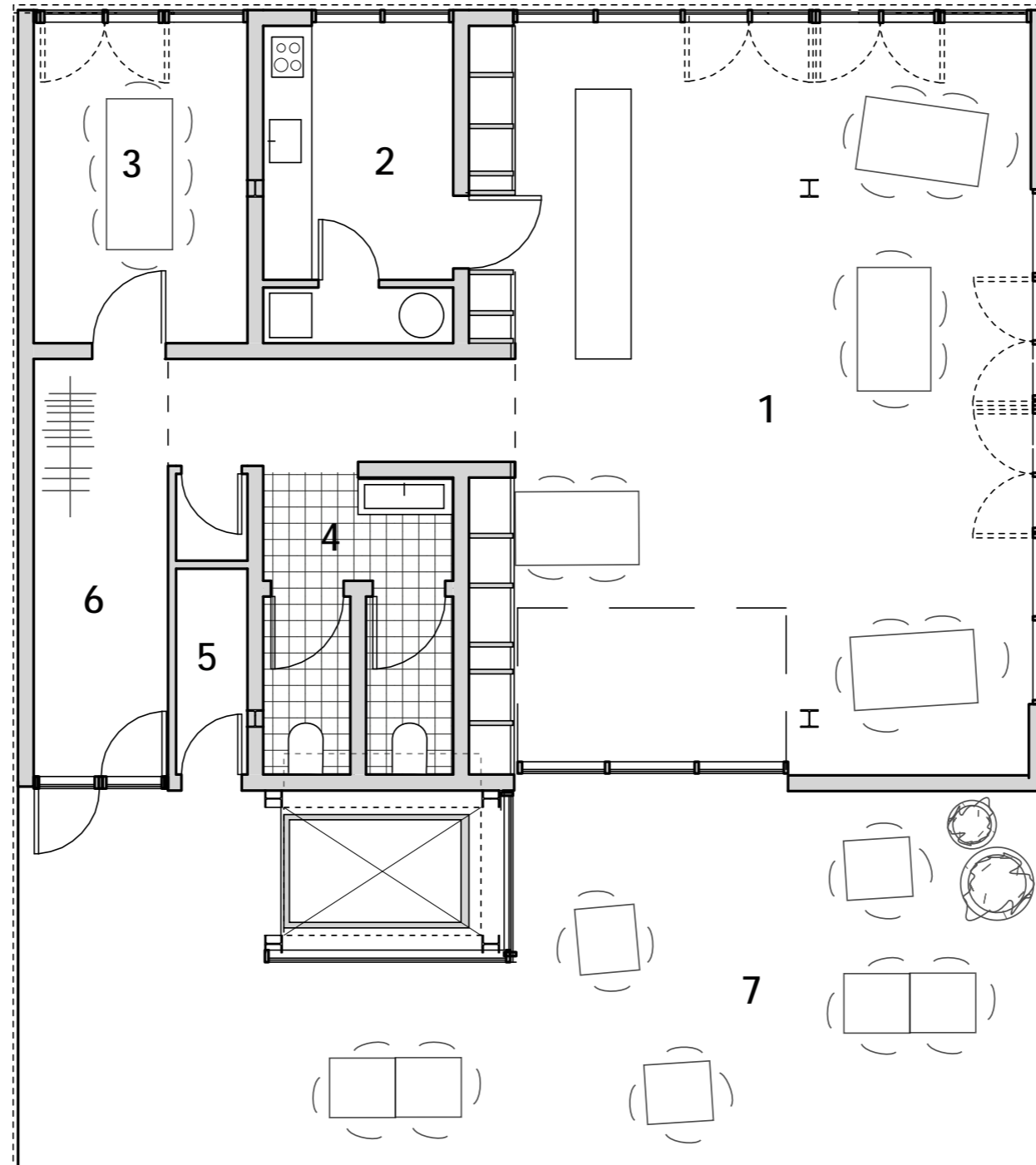
Neighbourhood canteen: elderly who live around could come together here.



View on community garden. Community garden as meeting space.  
Garage door connects canteen with exterior terrace and garden.



- ▲ First floor  
 1:100 @A3
- 1 Neighbourhood canteen
  - 2 Kitchen
  - 3 Multifunctional room
  - 4 Toilets
  - 5 Outside storage
  - 6 Entrance, Wardrobe
  - 7 Terrace
  - 8 Communal garden



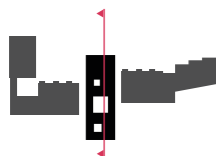


Big storage wall for multiple uses

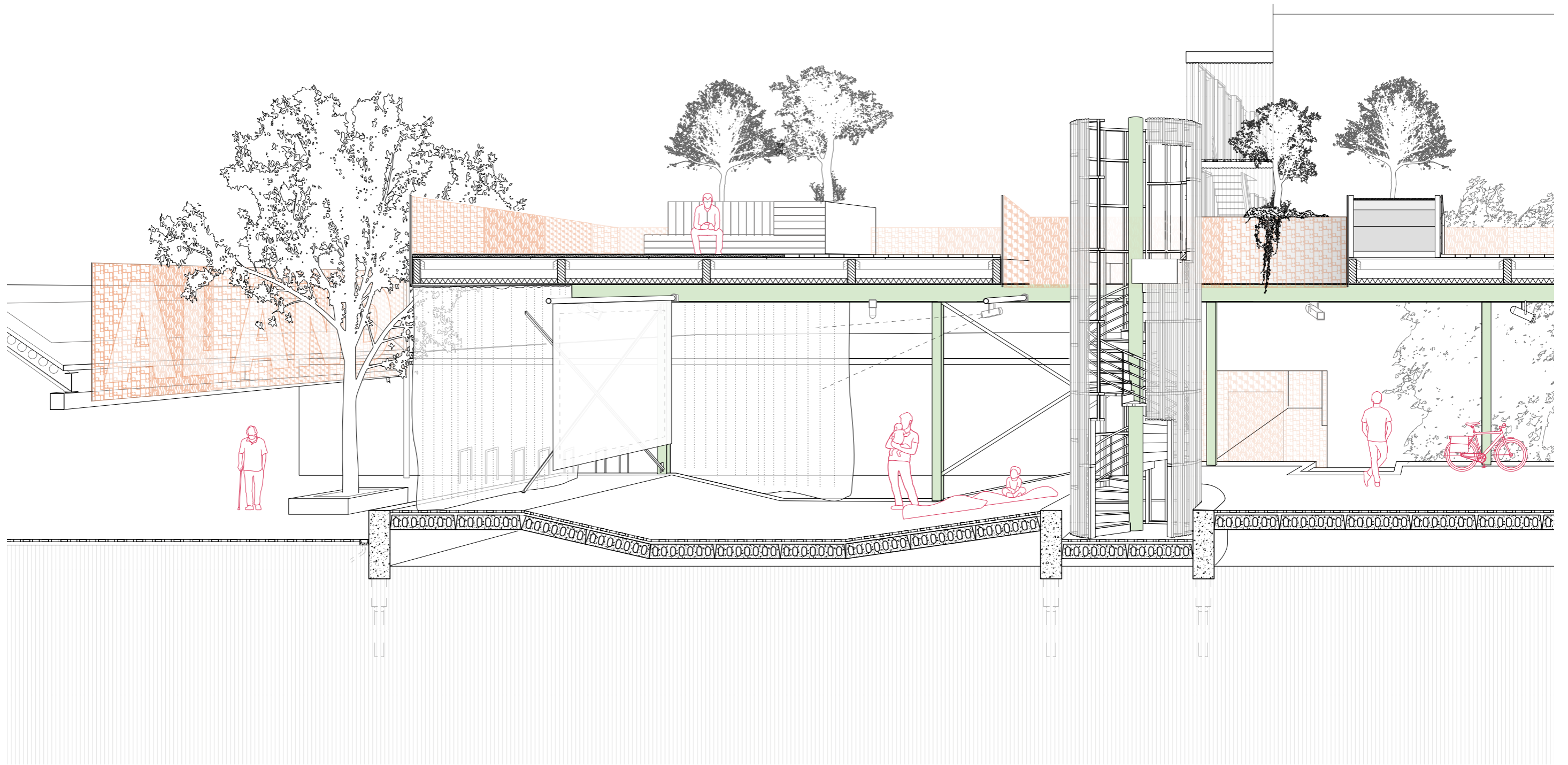




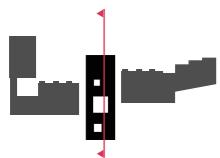
**Section**  
1:150 @A3



Under the roof different activities can take place:  
movie screening, music performance, flea market.

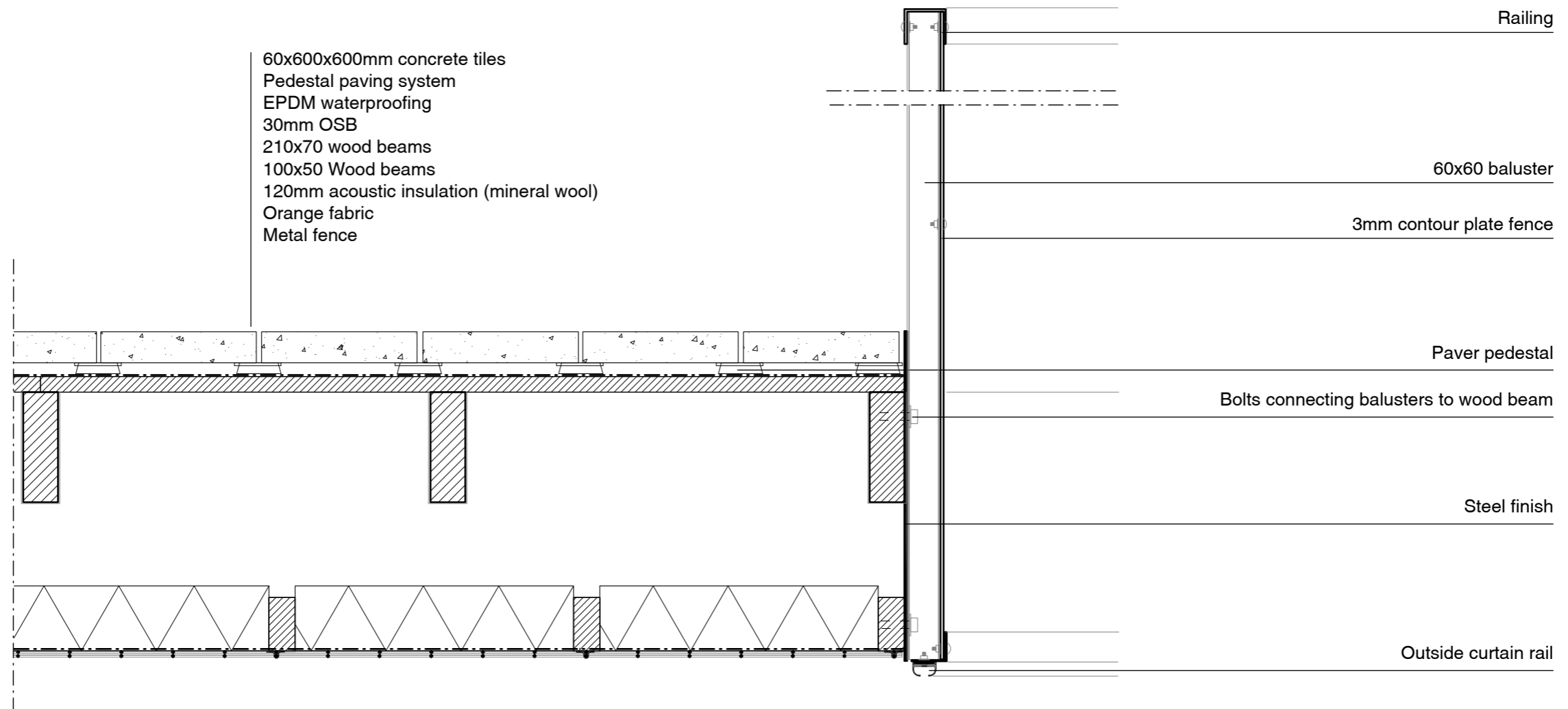


**Section**  
1:100 @ A3



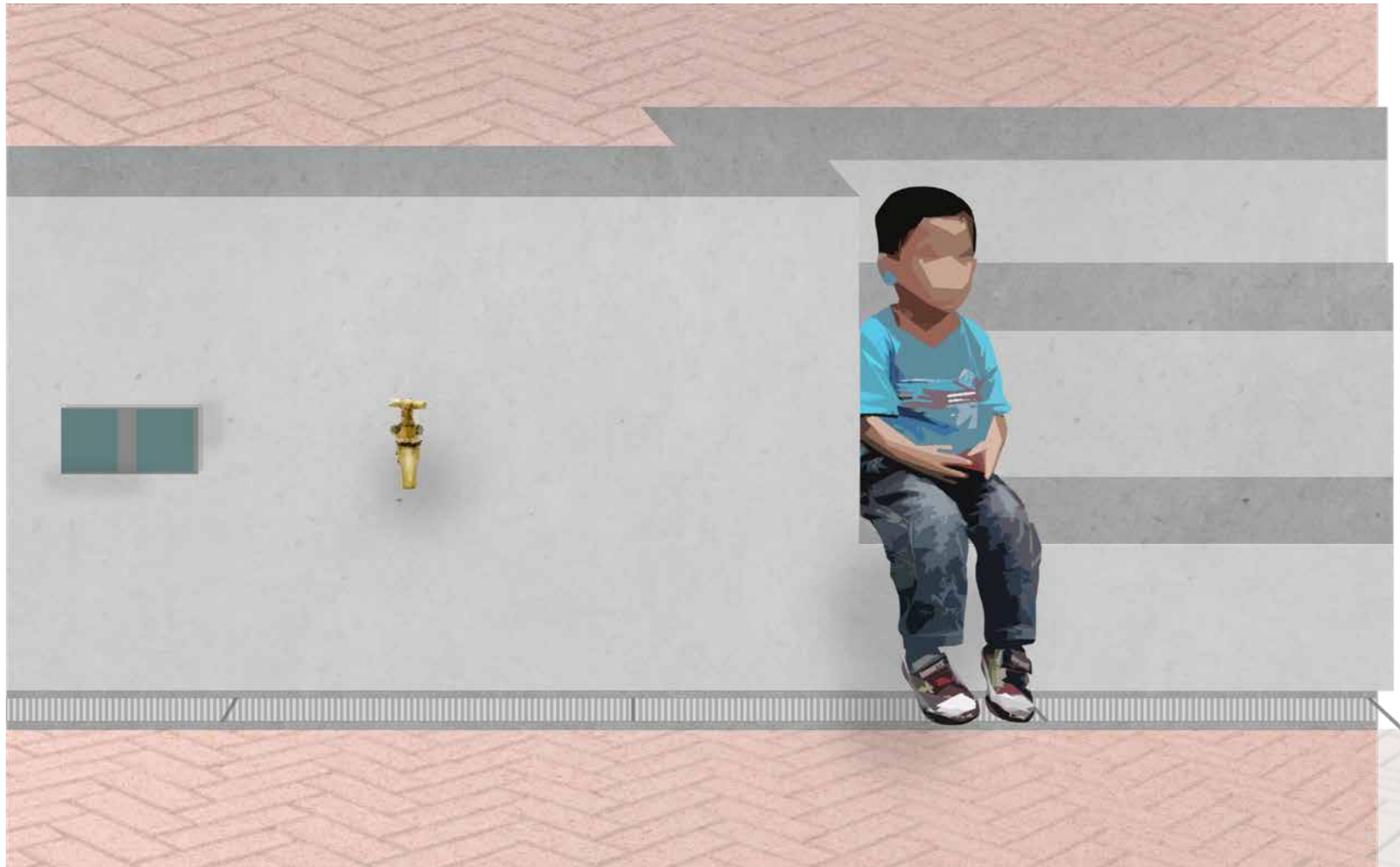
Under the roof different activities can take place:  
movie screening, music performance, flea market.  
Temporary curtain as flexible wall.





**Vertical detail**  
 1:10

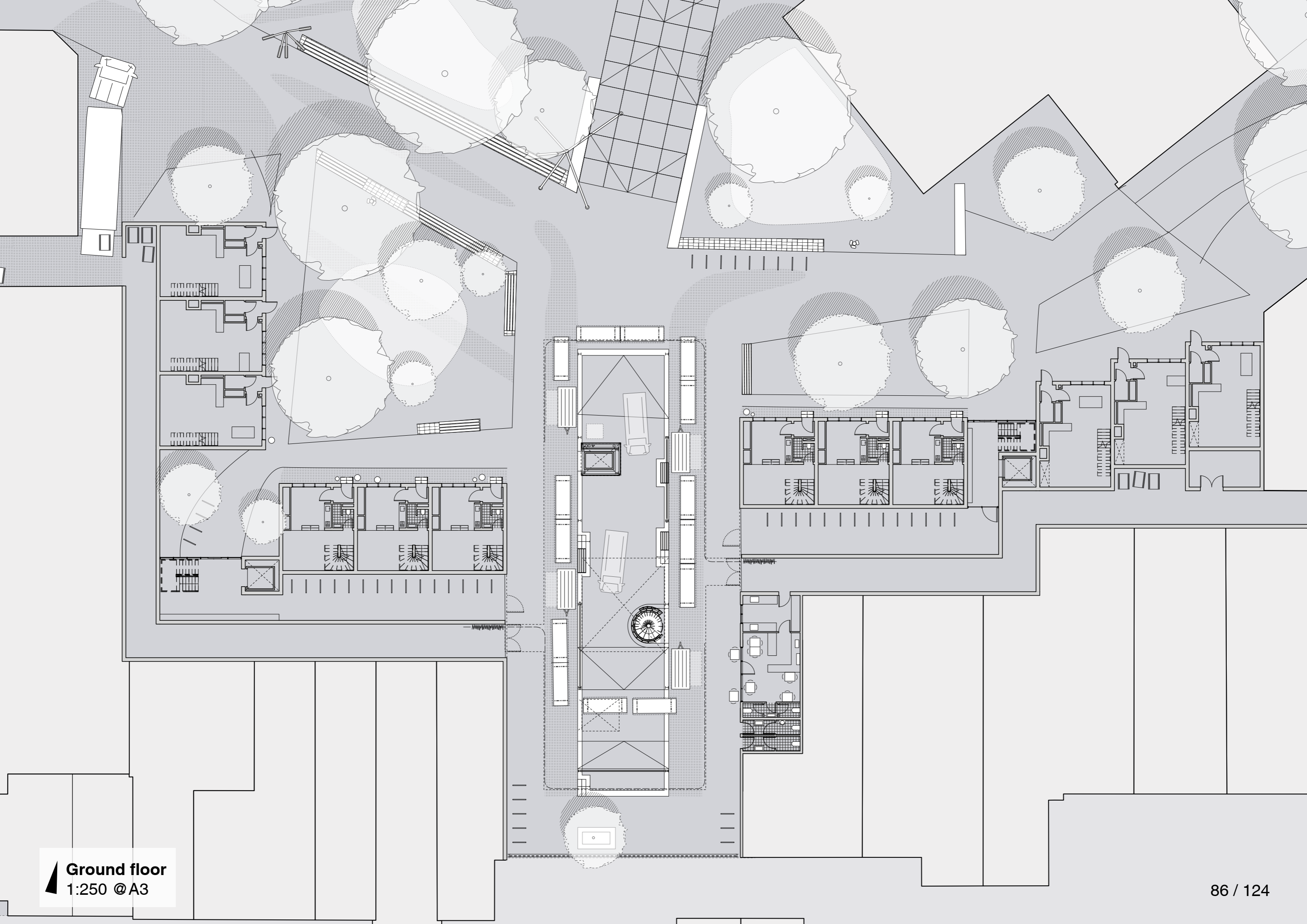
Acoustic isolation in ceiling.  
 Curtain railing connected to balusters.



Edge has multiple uses as seating, water and electricity.  
Material continues, to emphasize the public character.



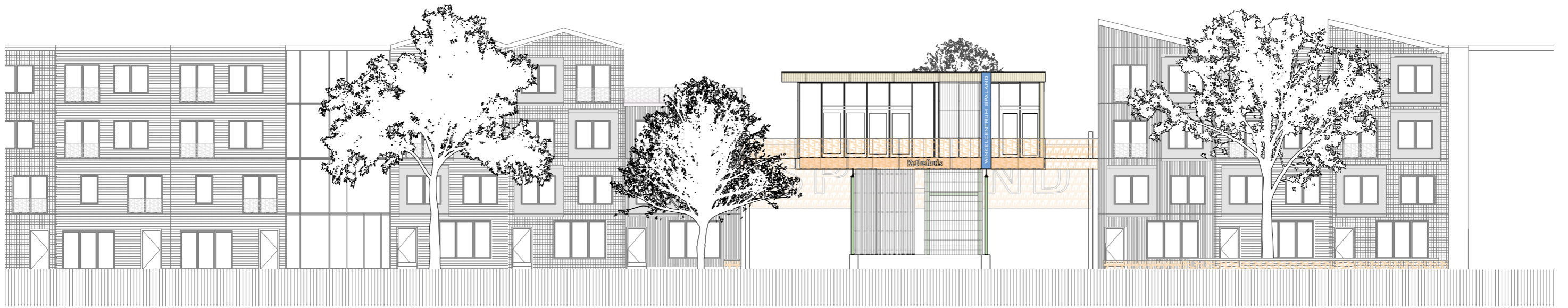
***Night use***



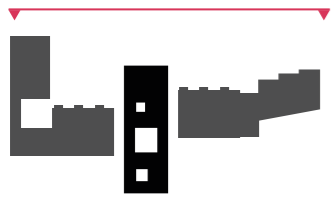




▲ Ground floor  
1:250 @ A3

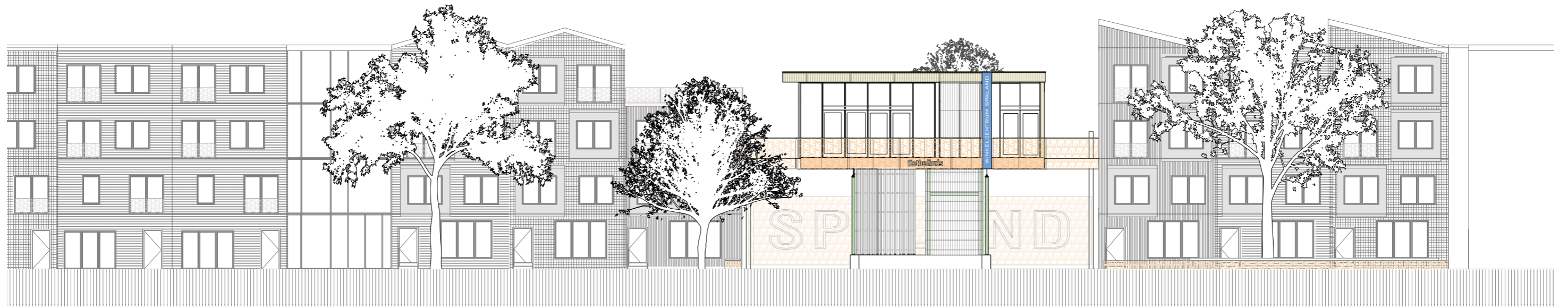


North elevation  
1:200 @A3

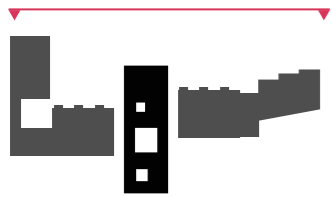


Loitering youths? Give them space, with social control





North elevation  
1:200 @A3



Loitering youths? Give them space, with social control



**Section**  
1:50 @ A3

Well lit public space, provides feeling of safety.





Well lit public space, accessible for everyone.  
View into canteen.



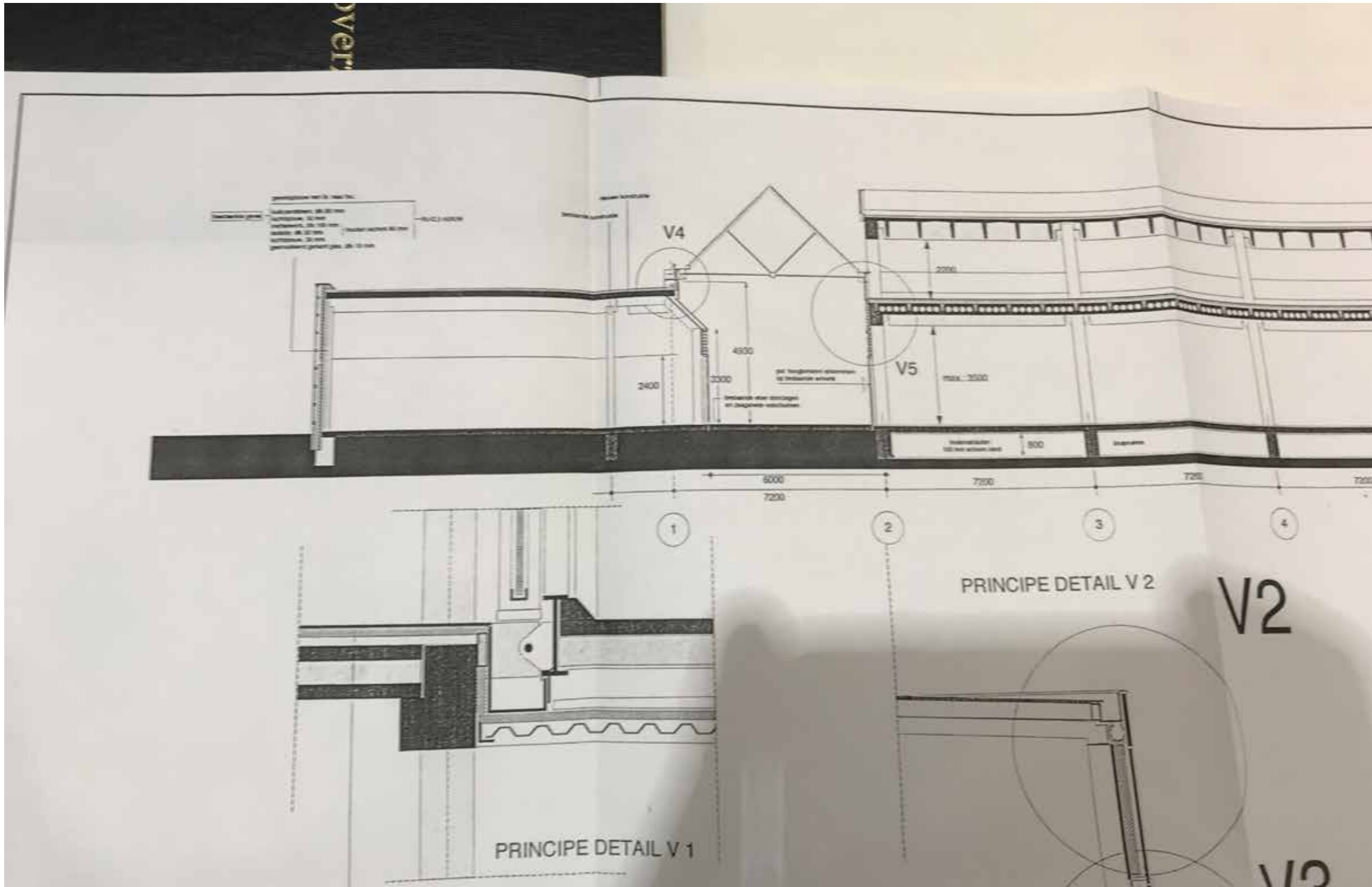
The canteen can host night activities.

# ***3. Local resources***



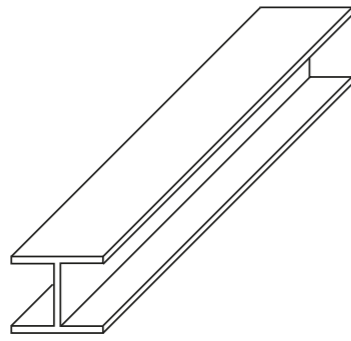


Reuse of structural materials



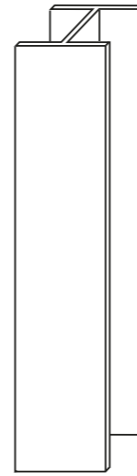
Visiting the archive

HE 220a beam



3 x 1500cm

HE 220a column



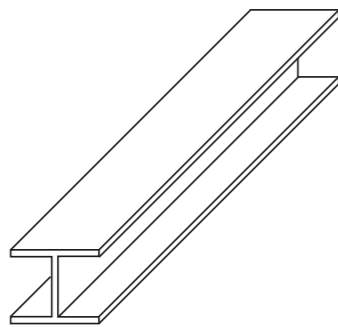
7 x 345cm

HE 100a



7 x 325cm  
7x 345cm

HE 180a



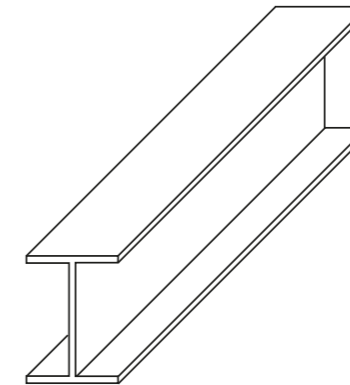
9 x 500cm

IPE 220



9 x 325cm  
7 x 345cm

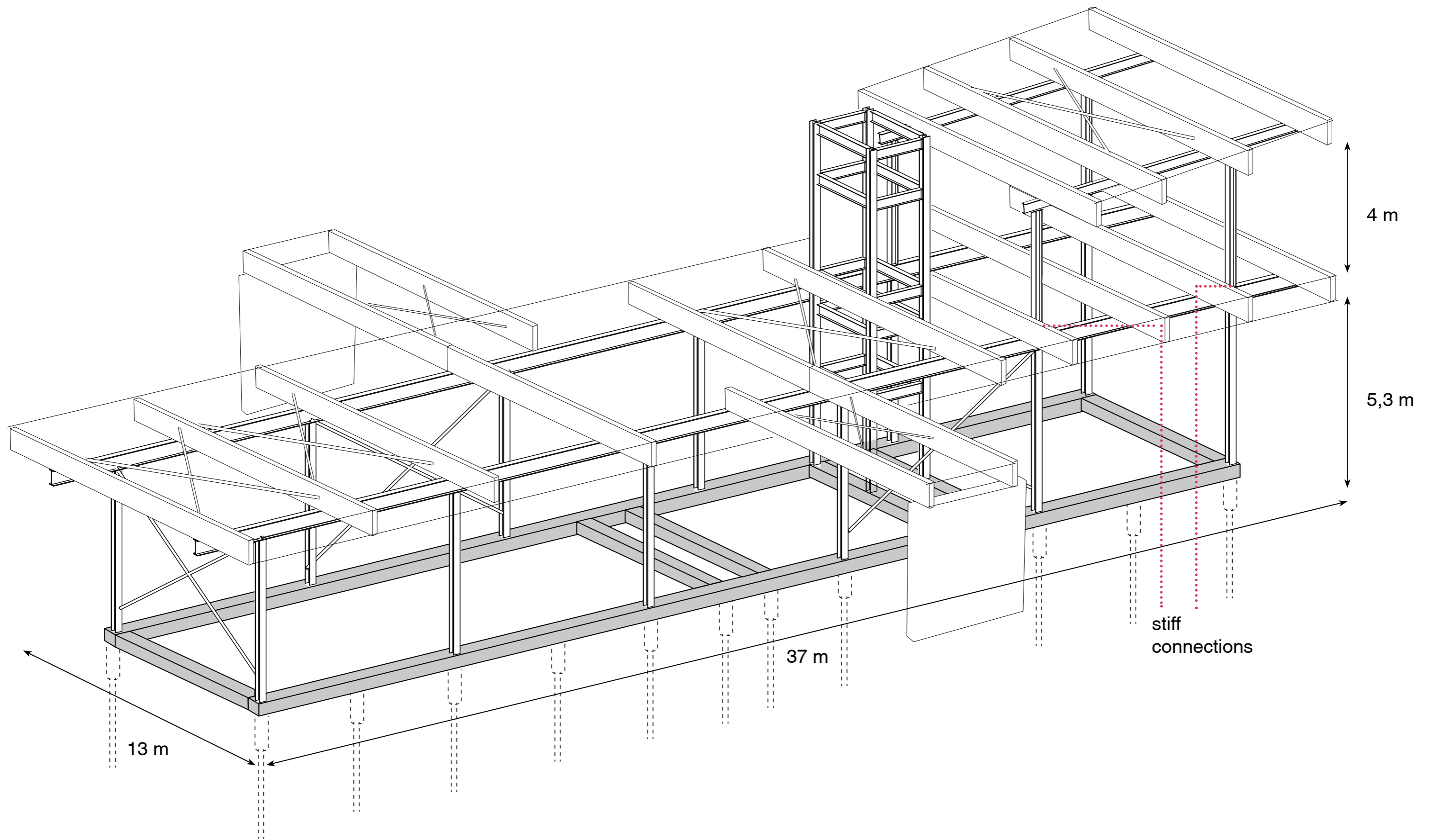
IPE 450 beam



4x 2030cm

Reuse of steel from mall.





Also reuse of laminated wood beams



Reused steel, fence, contour plates.  
Curtain hanging from the ceiling

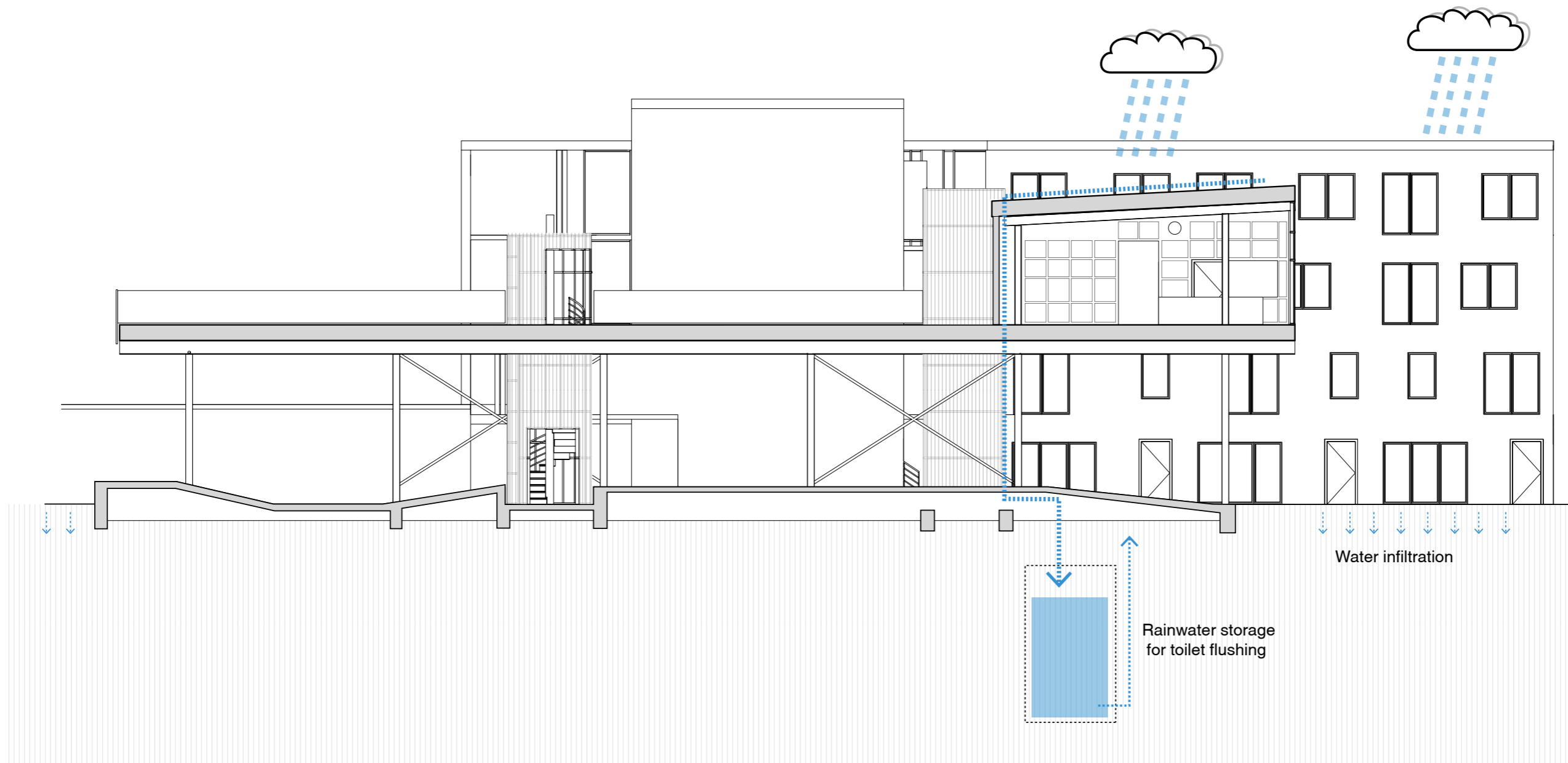




Public benches also made from local and reused materials.

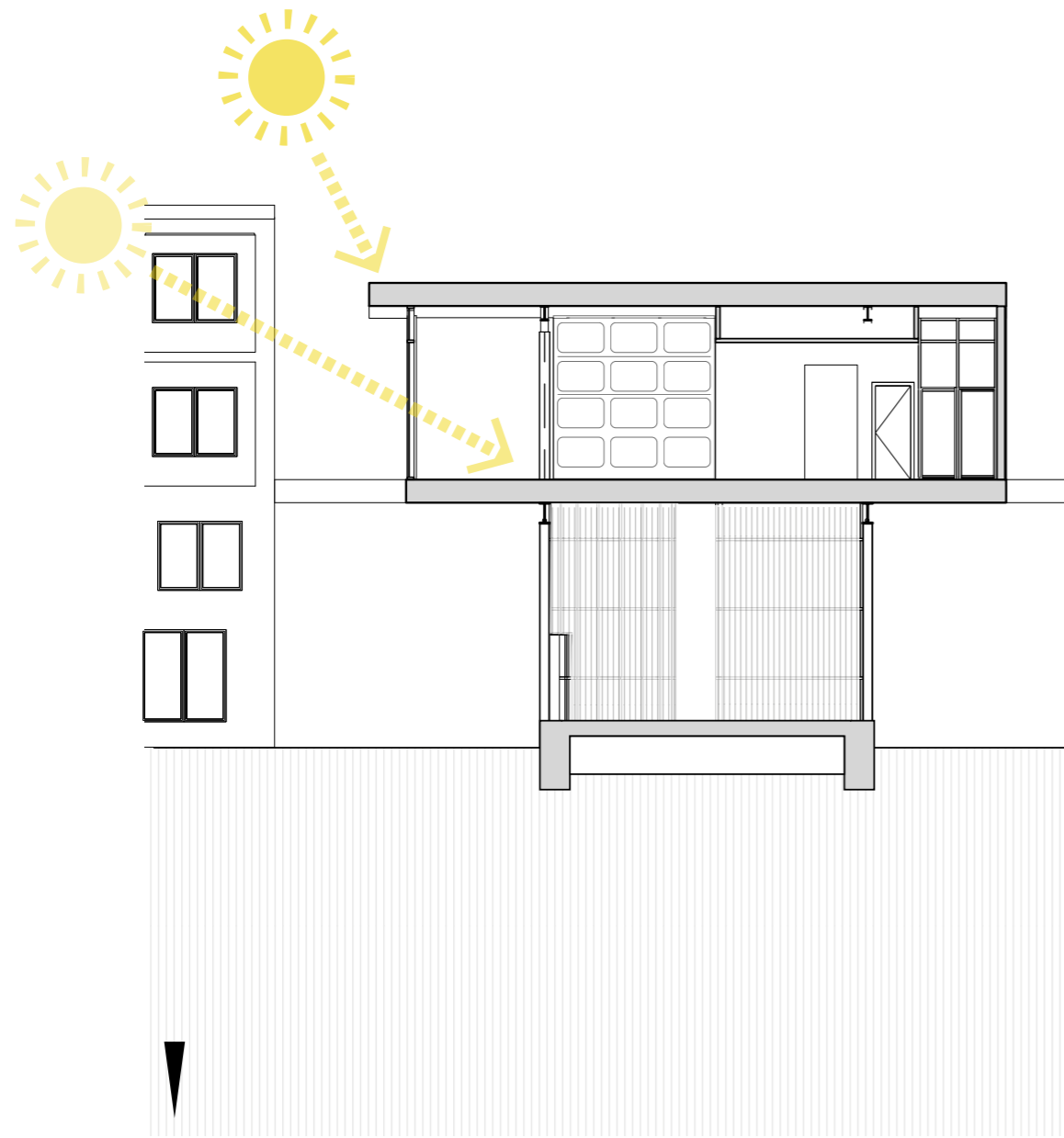


**Water management:**  
Also recources as local as possible.

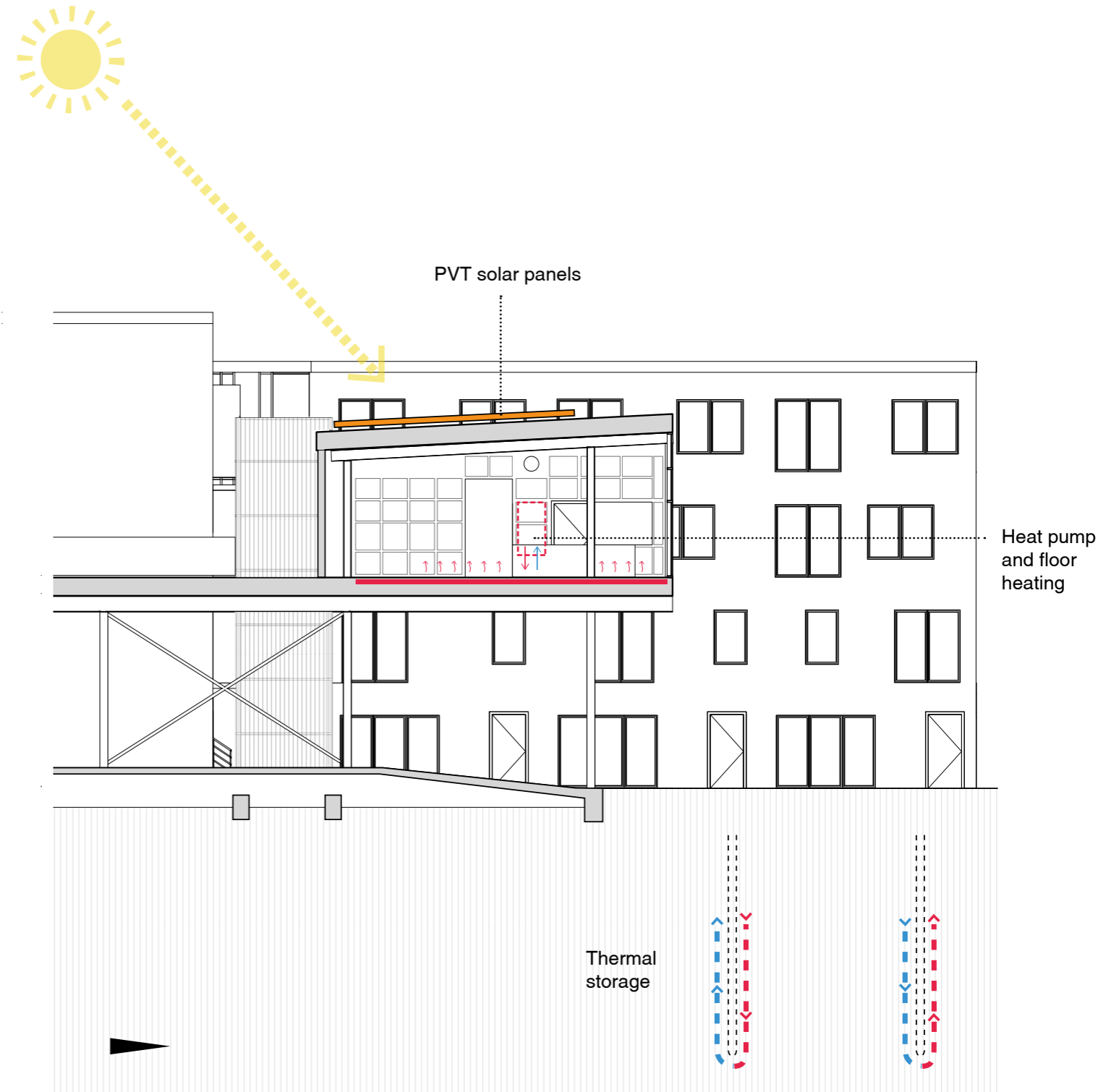


**Section**  
1:200 @A3

# Heating and cooling system



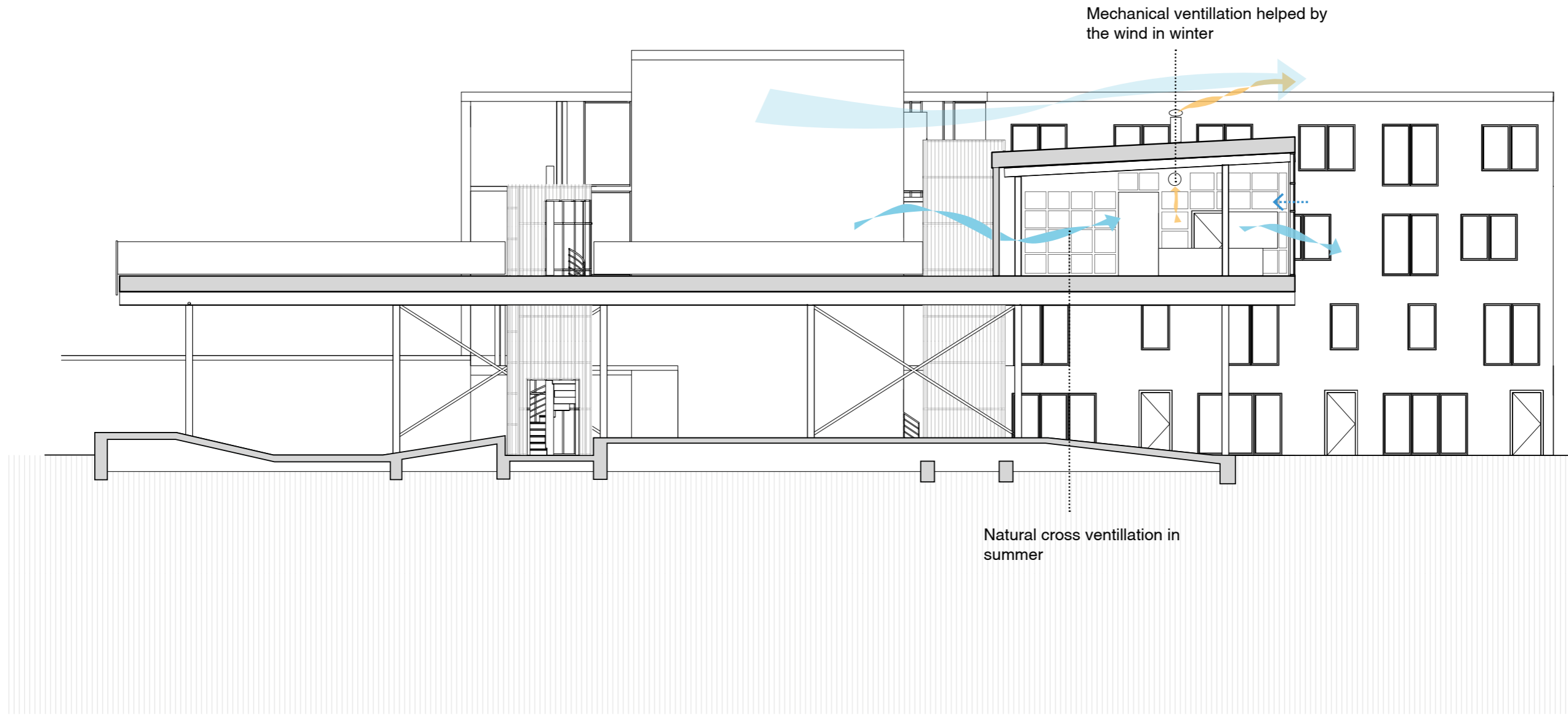
Section  
1:200 @A3



Section  
1:200 @A3

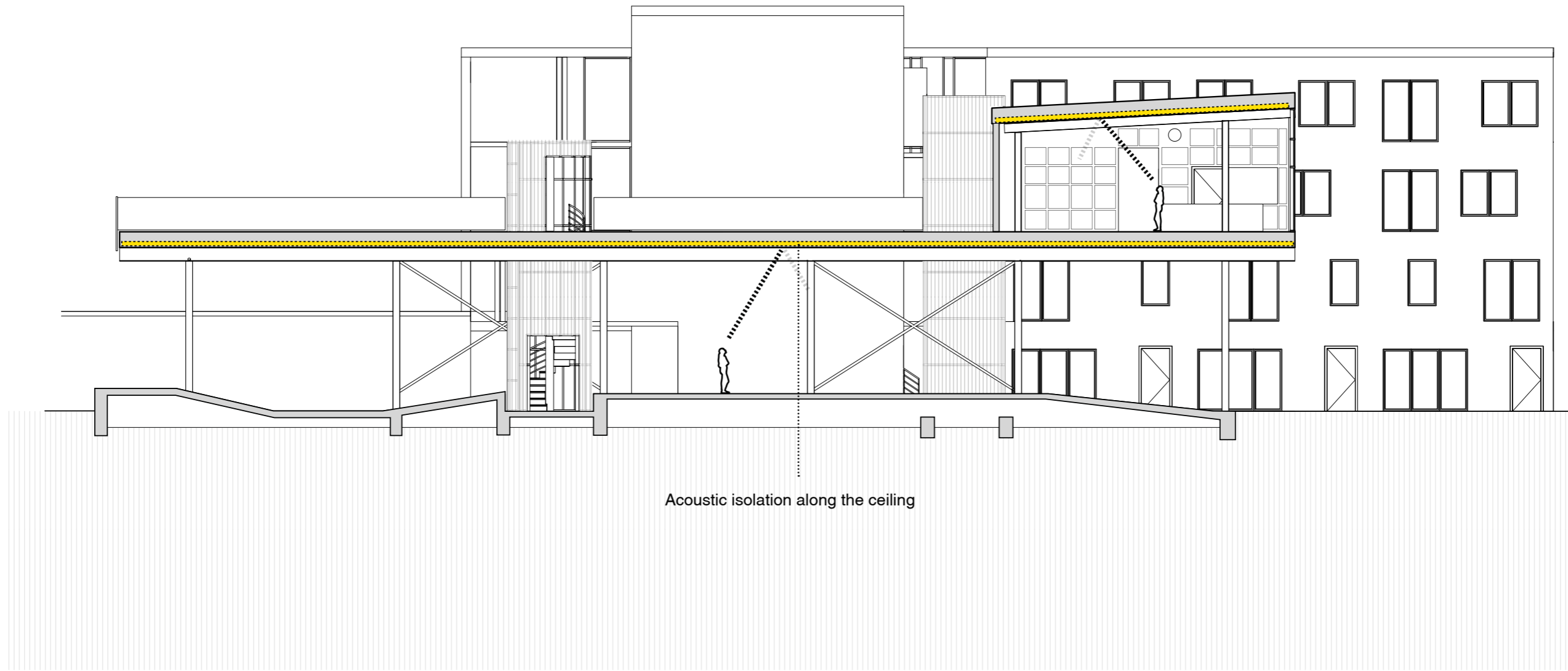


# Ventillation



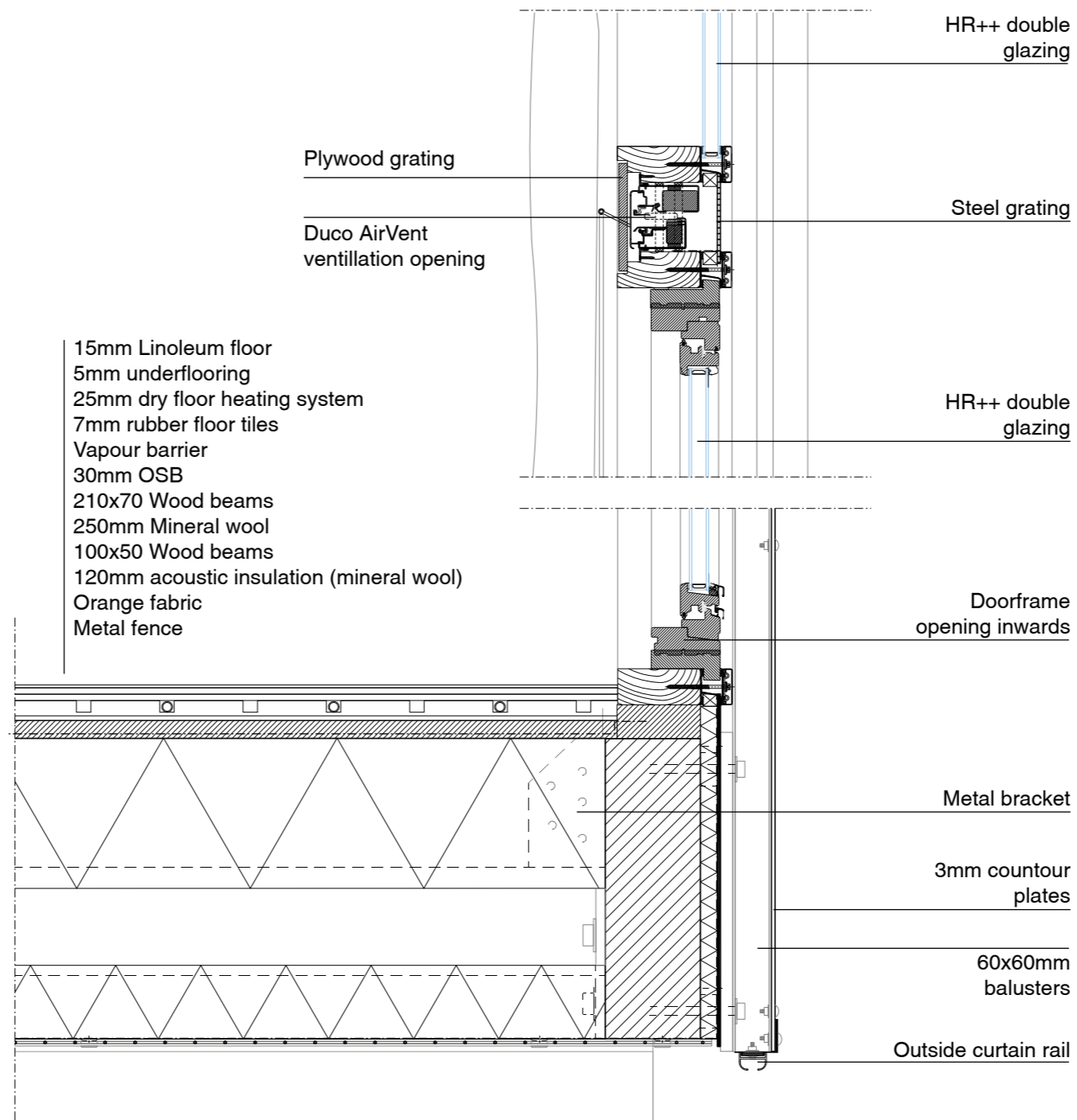
**Section**  
1:200 @A3

# Acoustics



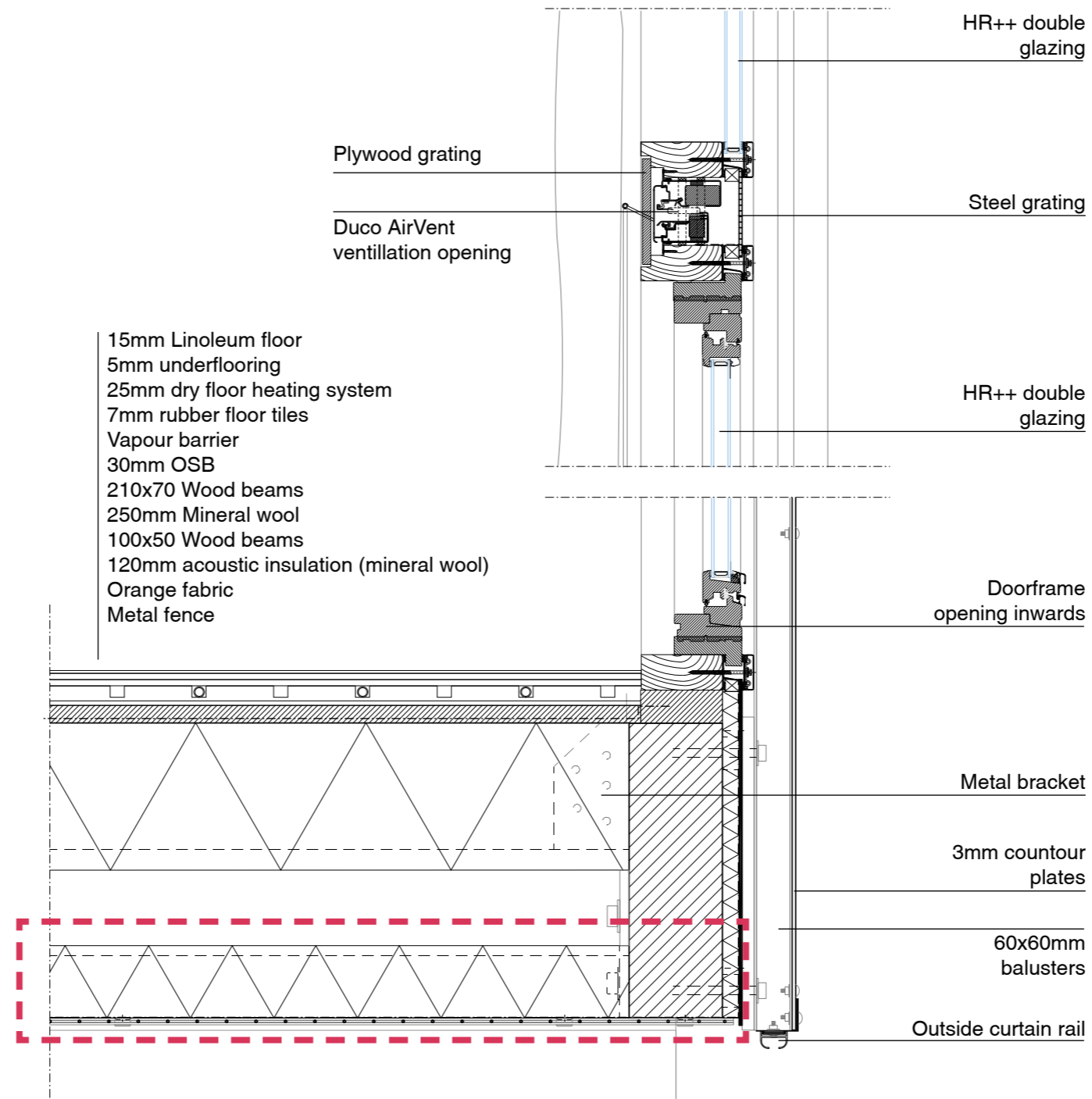
**Section**  
1:200 @A3





**Vertical details**  
1:10 @A3

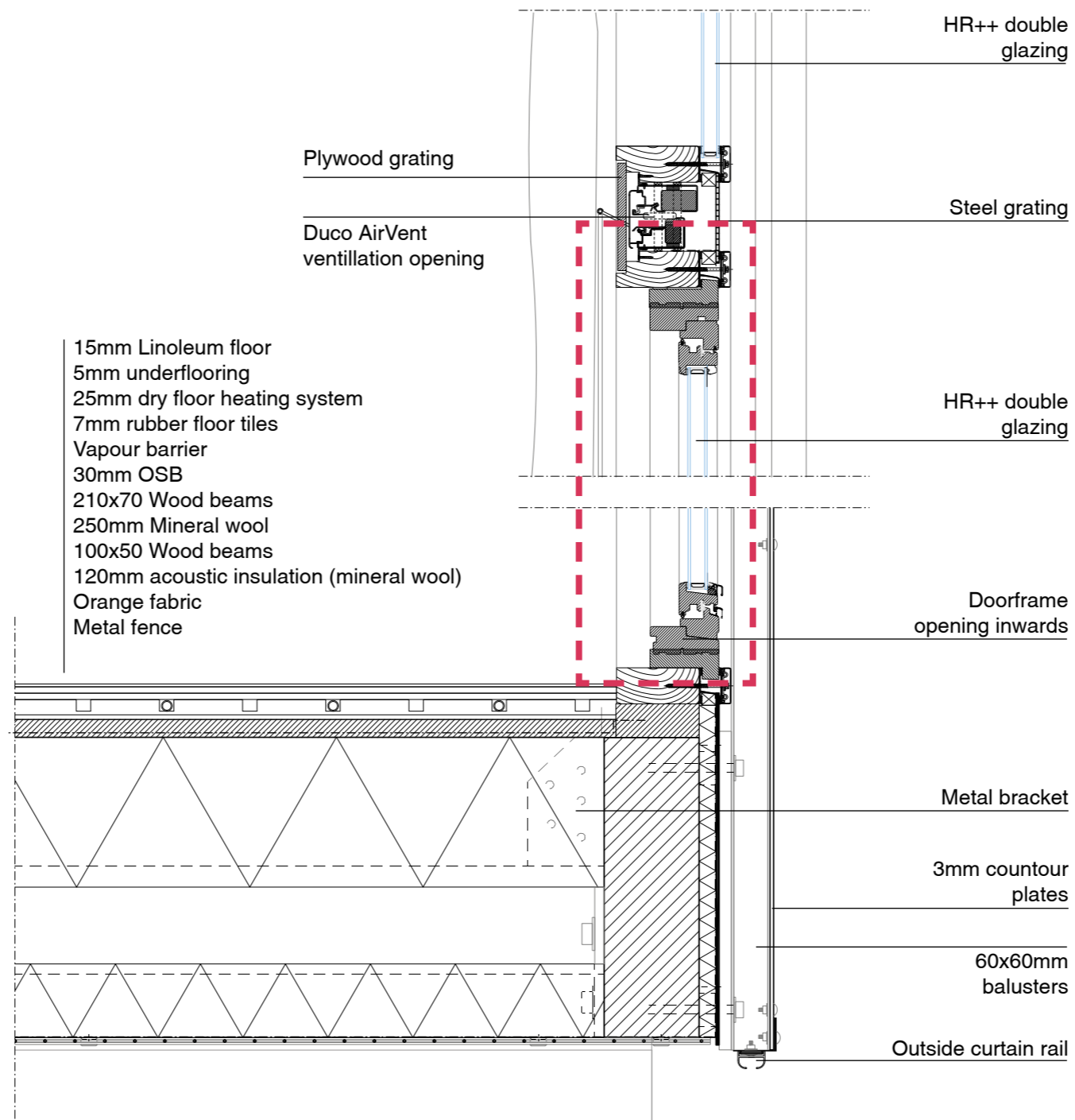
Focuss on user:  
Acoustic ceiling, doors for ventillation, curtain rails.



**Vertical details**  
1:10 @ A3

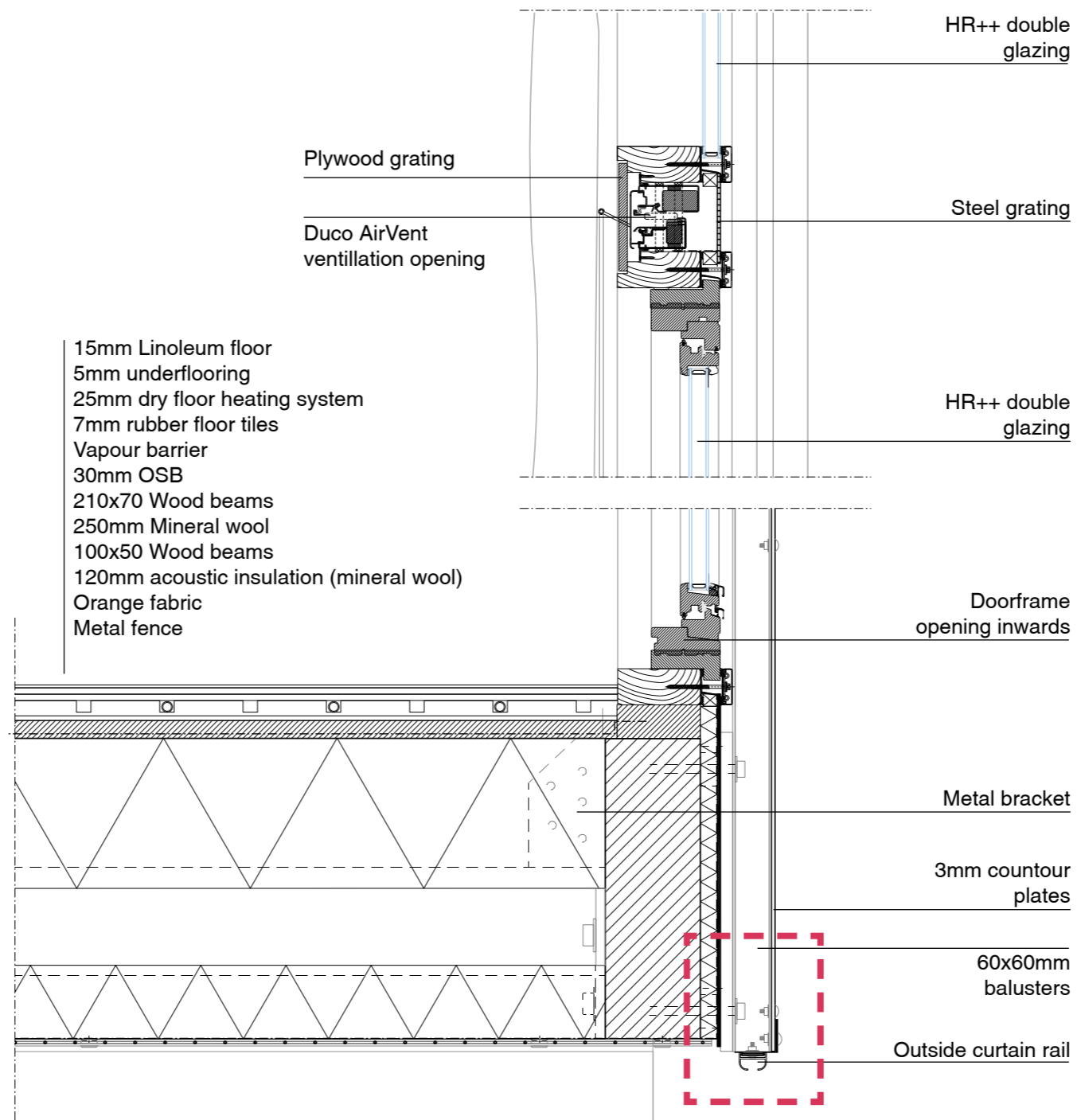
Focuss on user:  
Acoustic ceiling, doors for ventillation, curtain rails.





**Vertical details**  
1:10 @ A3

Focuss on user:  
Acoustic ceiling, doors for ventillation, curtain rails.



**Vertical details**  
1:10 @A3

Focuss on user:  
Acoustic ceiling, doors for ventillation, curtain rails.



**Facade fragment**  
1:50 @A3

Reused materials on outer façade: orange fence.  
Reused entrance sign.





Reused entrance sign



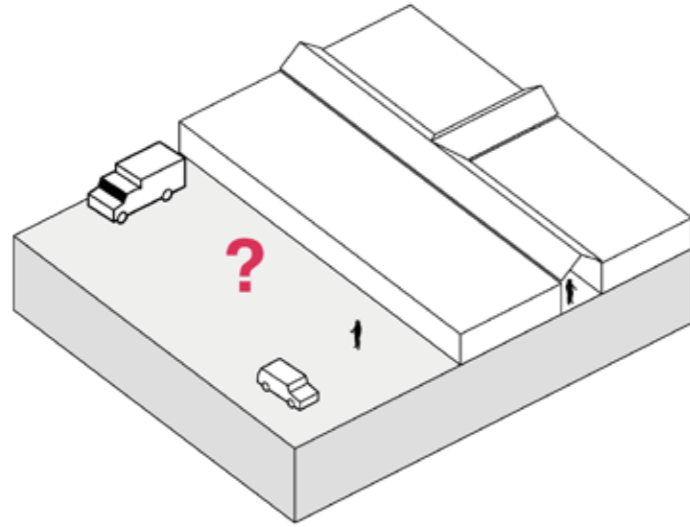
Interior is flexible and cozy.



Garage door can be opened in summer:  
Erasing the border between inside and outside.

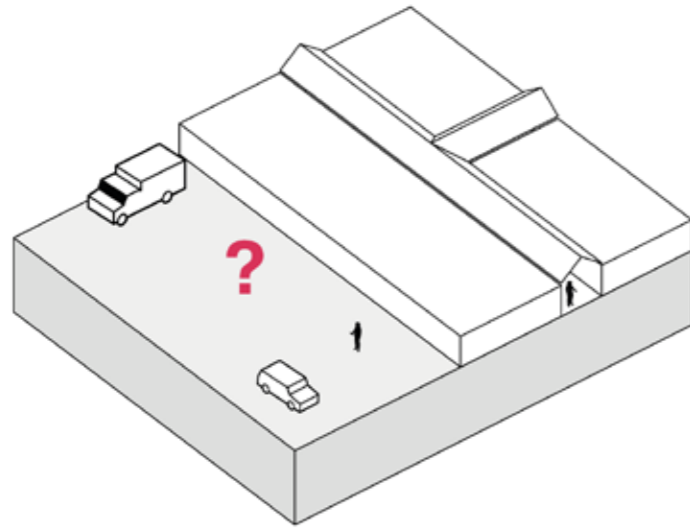


**Conclusion:**

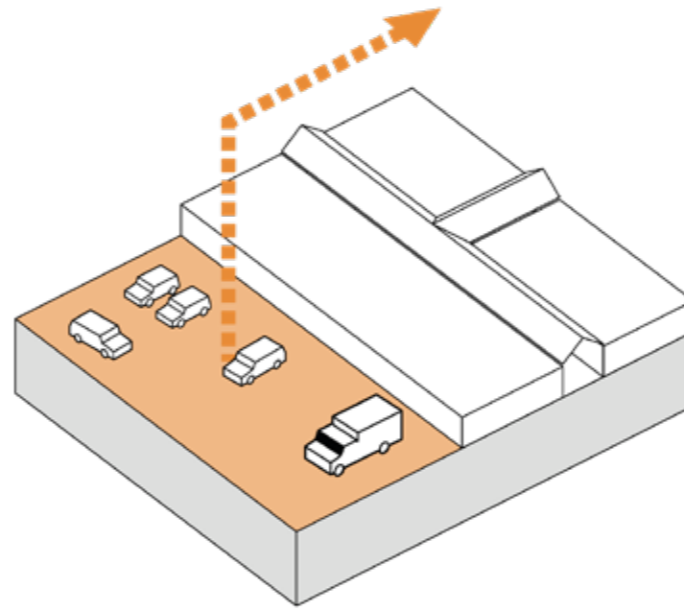


Investigate the Modernist suburban mall.

**Conclusion:**

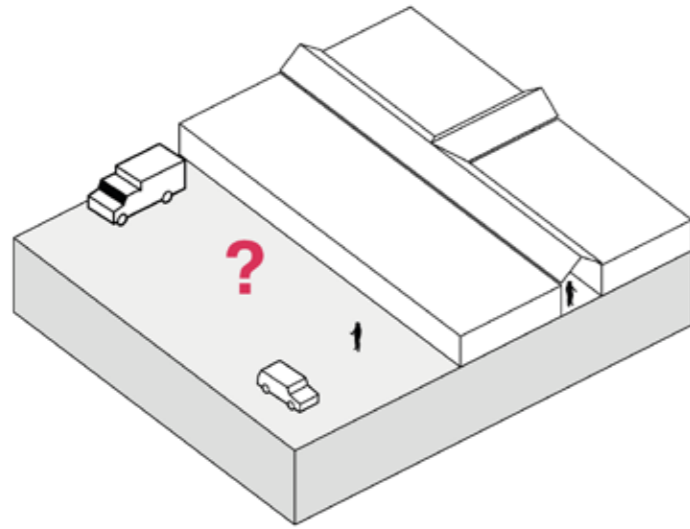


Investigate the Modernist suburban mall.

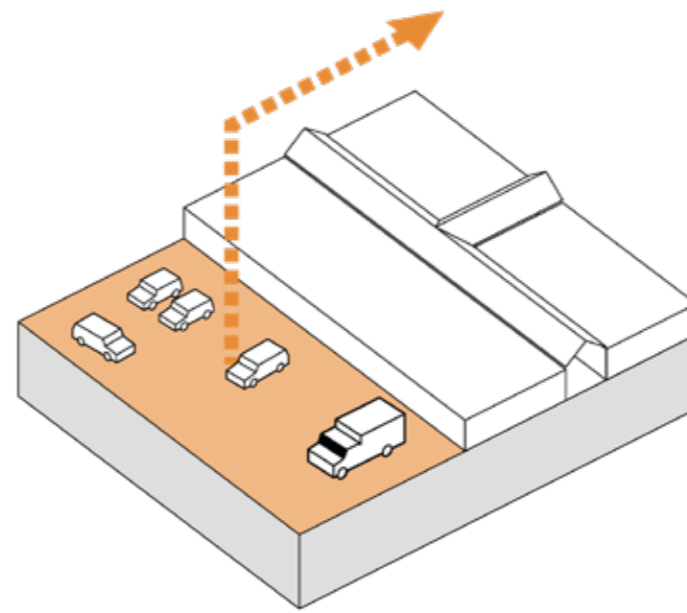


Move the parking to one suitable location

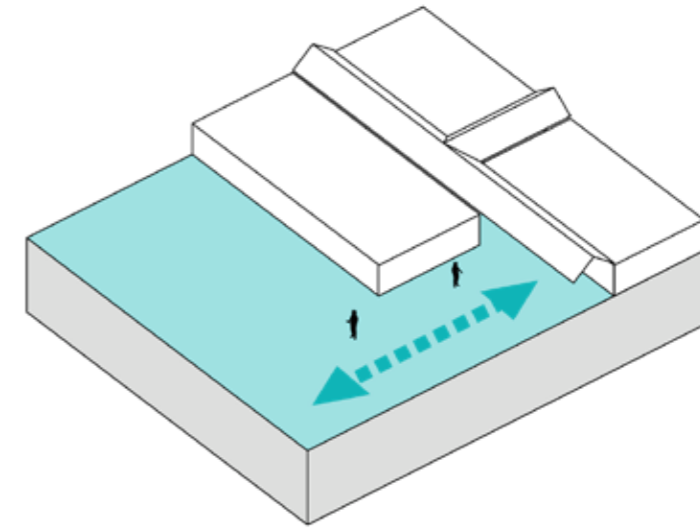
**Conclusion:**



Investigate the Modernist suburban mall.



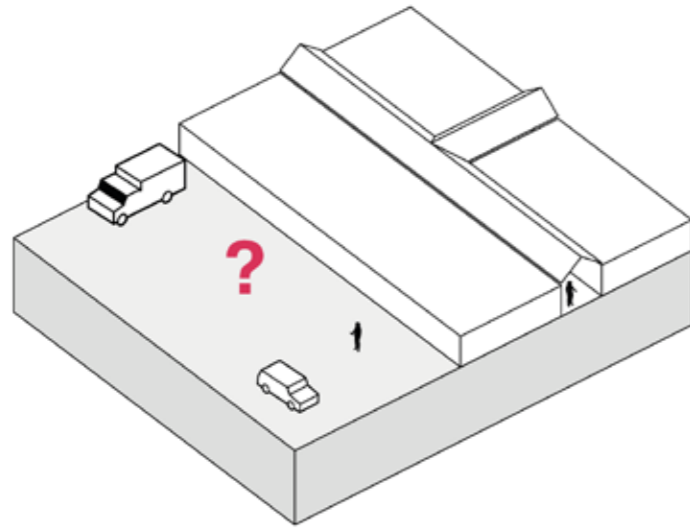
Move the parking to one suitable location



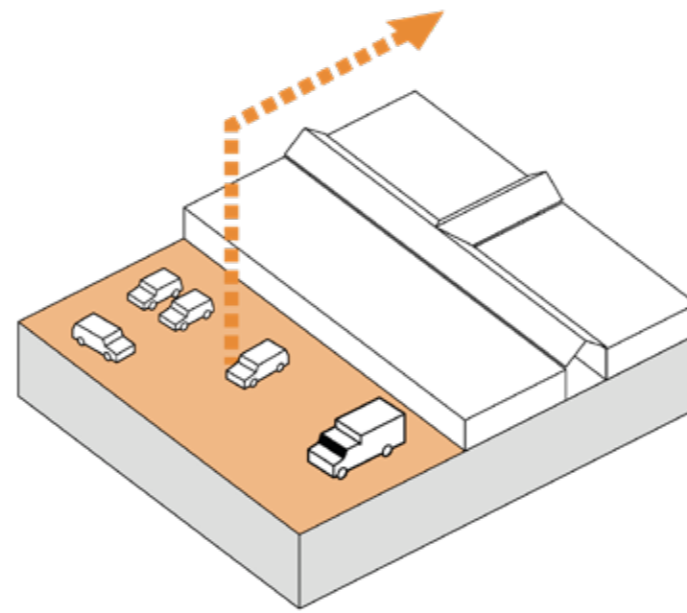
Connect the interior and exterior.



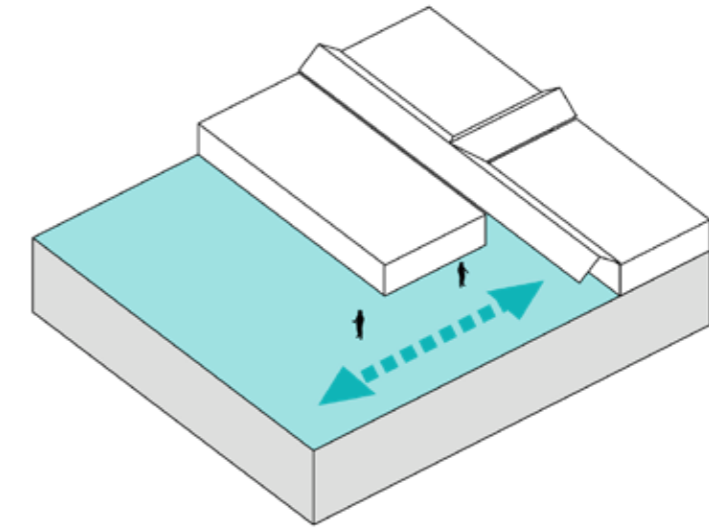
**Conclusion:**



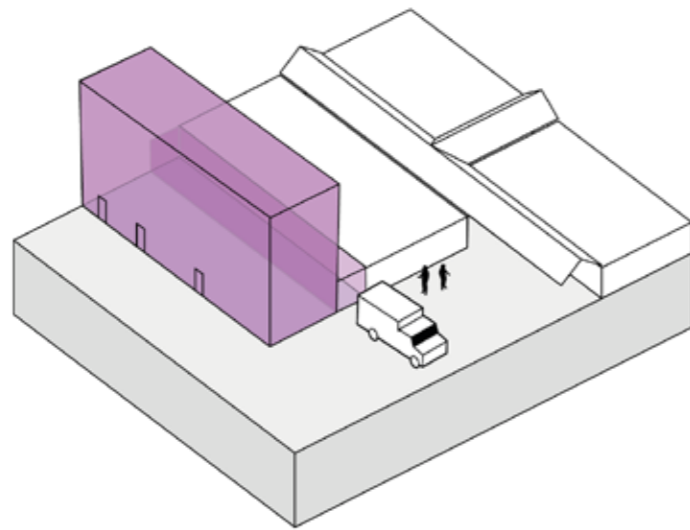
Investigate the Modernist suburban mall.



Move the parking to one suitable location

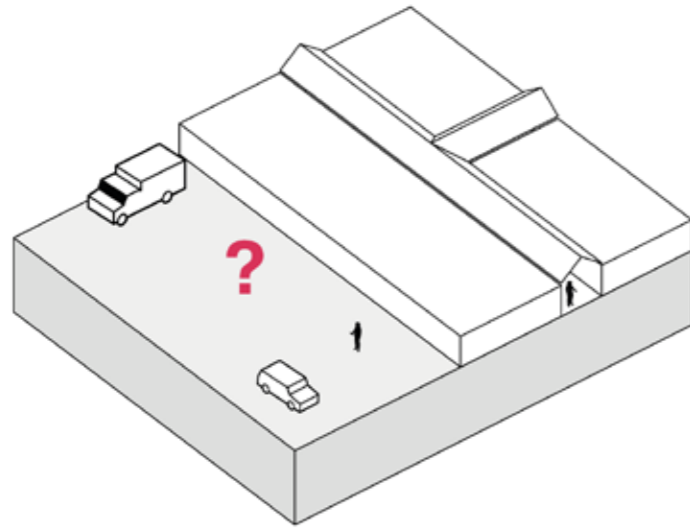


Connect the interior and exterior.

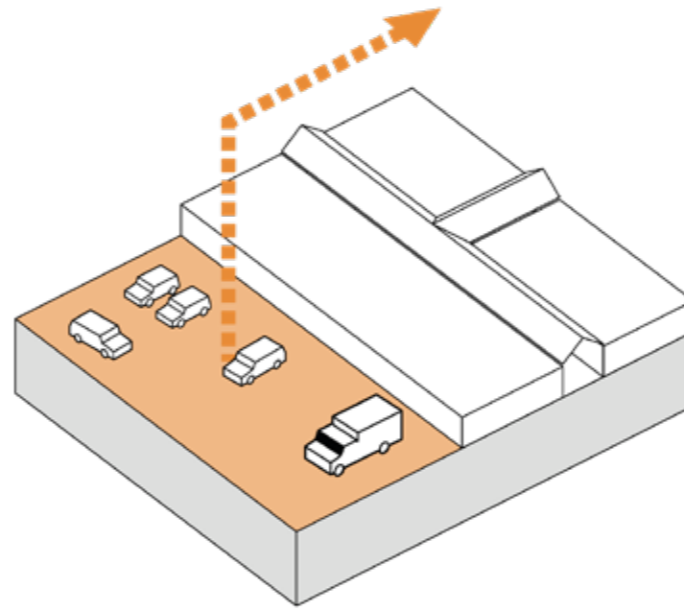


Activate the backstreet with housing.

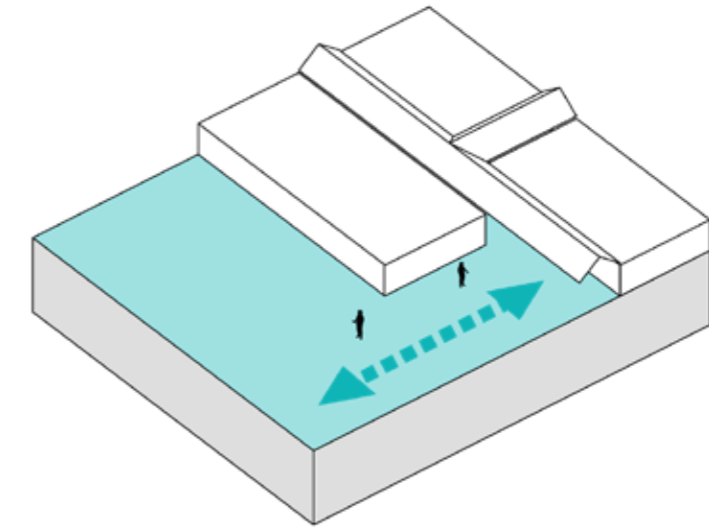
**Conclusion:**



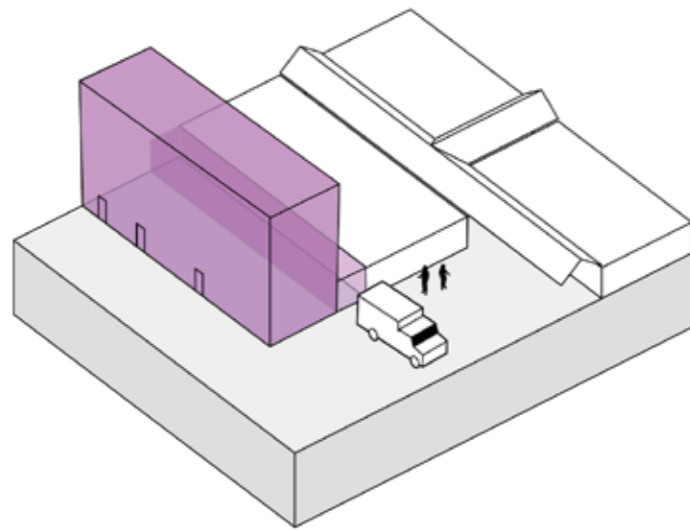
Investigate the Modernist suburban mall.



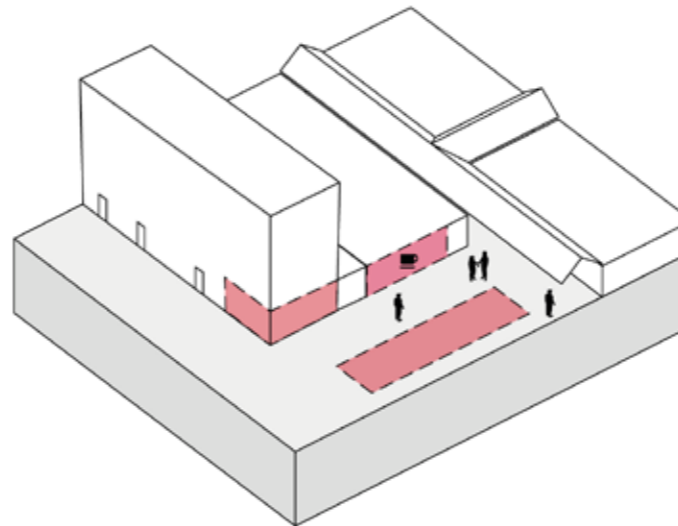
Move the parking to one suitable location



Connect the interior and exterior.

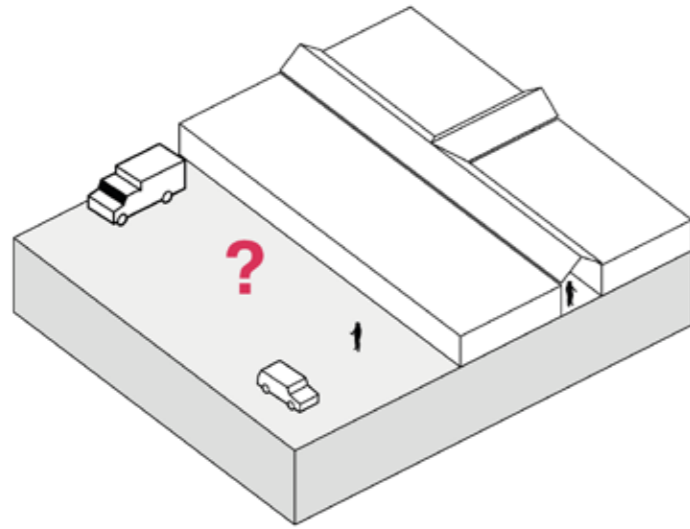


Activate the backstreet with housing.

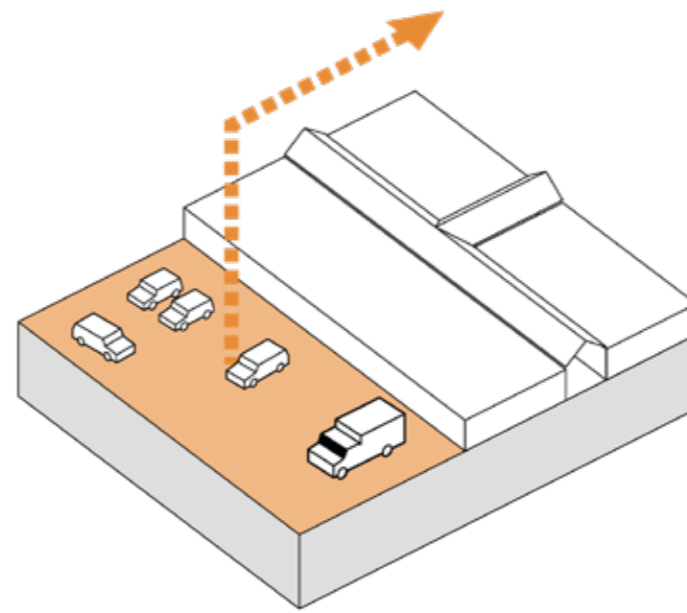


Add diverse public facilities.

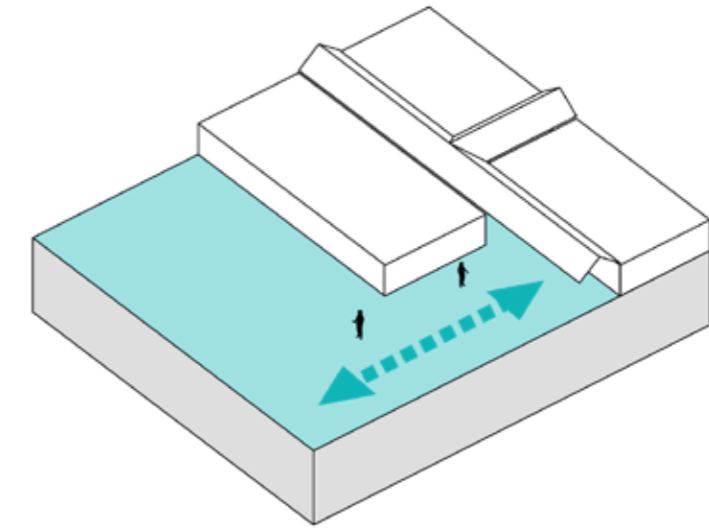
**Conclusion:**



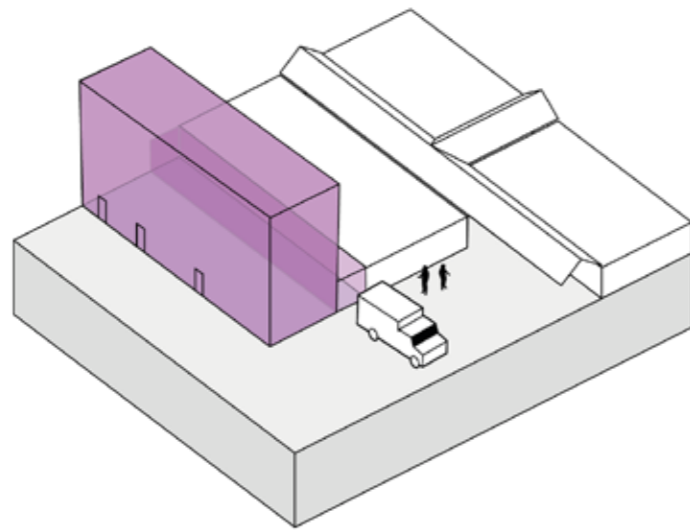
Investigate the Modernist suburban mall.



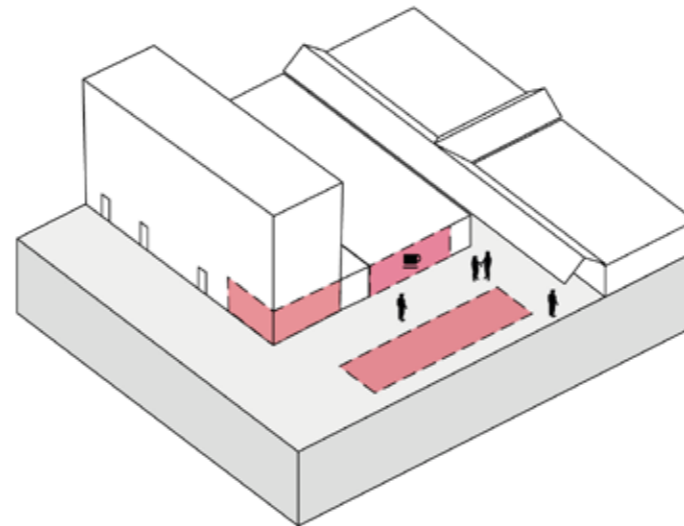
Move the parking to one suitable location



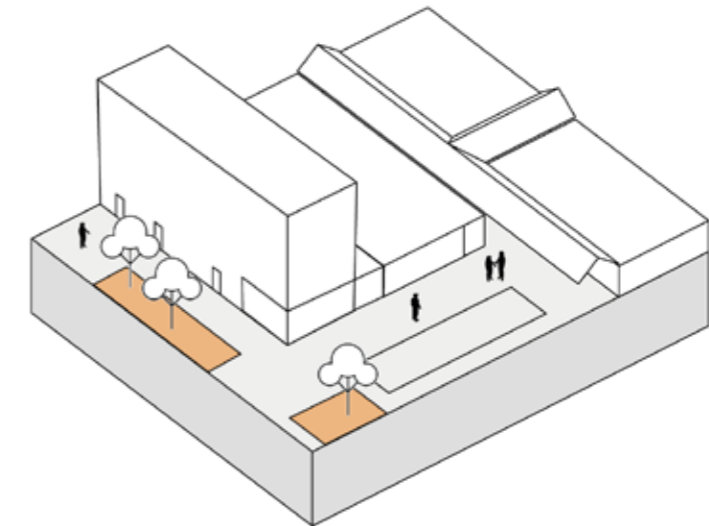
Connect the interior and exterior.



Activate the backstreet with housing.



Add diverse public facilities.



Design a diverse public space.



**Conclusion:**

From a public wasteland



**Conclusion:**

From a public wasteland



to qualitative public space



**Conclusion:**

From a shopping mall





**Conclusion:**

From a shopping mall



to a community centre.





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SCHIEDAM/DELFT - Een student van de TU Delft heeft onderzoek gedaan naar winkelcentrum Hof van Spaland. In dit onderzoek is een ontwerp gemaakt voor een markthal en buurtkantine op de plek waar nu de Zeeman zit. Deze markthal en de buurtkantine zouden een plek kunnen zijn waar mensen samenkomen. Uit het onderzoek van de student is gebleken dat daar meer behoefte aan is.

Zo kan een nieuw Winkelcentrum Spaland eruit zien

Kinderraad van Franciscus Gasthuis & Vlietland is officieel geïnstalleerd

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Dat kan jij ook Doe mee en ontvang sub...

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6 4 opmerkingen 6 keer gedeeld

Leuk Opmerking plaatsen Delen

Alle opmerkingen

Schrijf een opmerking...


De ontmoetingsplek was de Blauwe Brug.  
Leuk Beantwoorden 5 u

JA, ik zeg Doen, hard nodig.  
Leuk Beantwoorden 2 u


Leuk Beantwoorden 1 u




Belangrijke nieuws



STUDENT TU KOMT MET ONTWERP HOF VAN SPALAND SCHIEDAM



RCE WIL VERVANGING SCHIEDAMSE TRAM 21 DOOR BUS



POLITIE HEEFT BELANGSTELLING VOOR VLAARDINGER NA SIEBAT ZELENSKY

Uitgeleucht

Laatste nieuws

Getuige van nieuws?

Hopefully the municipality is finally taking a next step towards building a proper future for the neighbourhood.

***Thank you!***





***We need  
to talk about  
the mall***

**Thanks for watching!**  
*Bedankt voor het kijken!*

For questions you can reach me at:  
*pelle.oudevrieling@gmail.com*

Did you miss something? Look at [vimeo.com/pelleoudevrieling](https://vimeo.com/pelleoudevrieling)  
or read the full research on: [issuu.com/pelleoudevrieling](https://issuu.com/pelleoudevrieling)