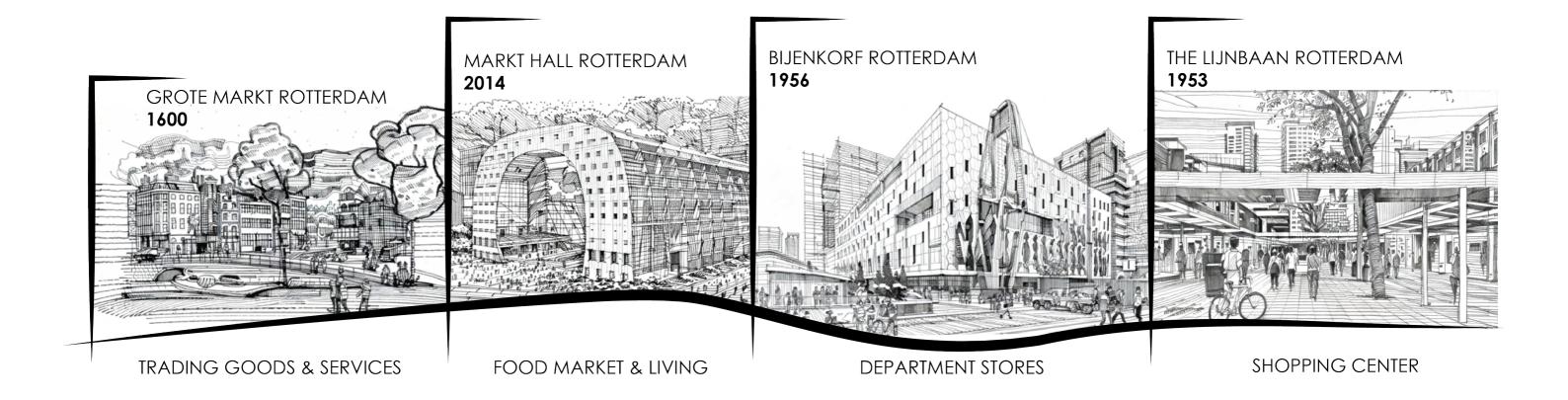


# The Mall as a Public Space

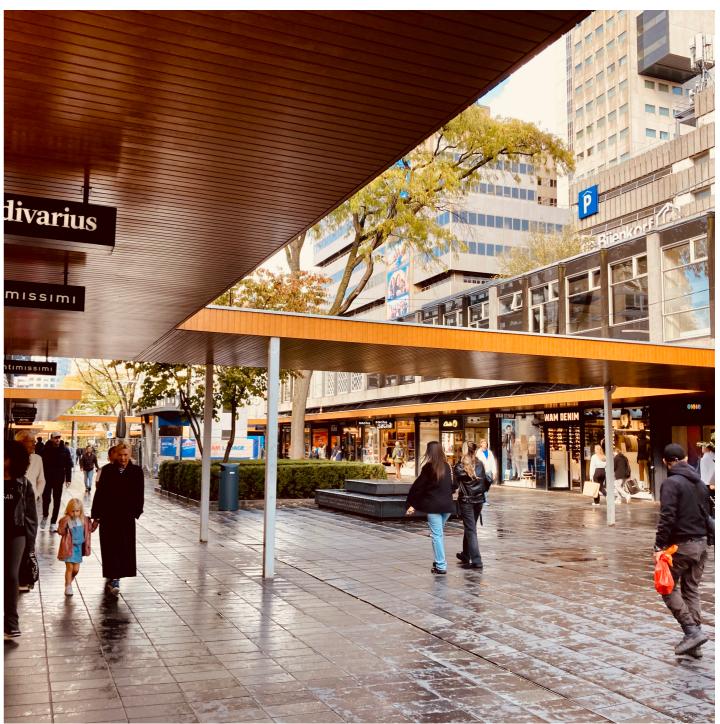


#### The Mall as a Public Space



#### A Place to shop & stroll





The Lijnbaan, Rotterdam, 1953

The Lijnbaan, Rotterdam, 2023

#### A Place to eat





The Lijnbaan, Rotterdam, 1960

The Lijnbaan, Rotterdam, 2023

#### A Place to meet



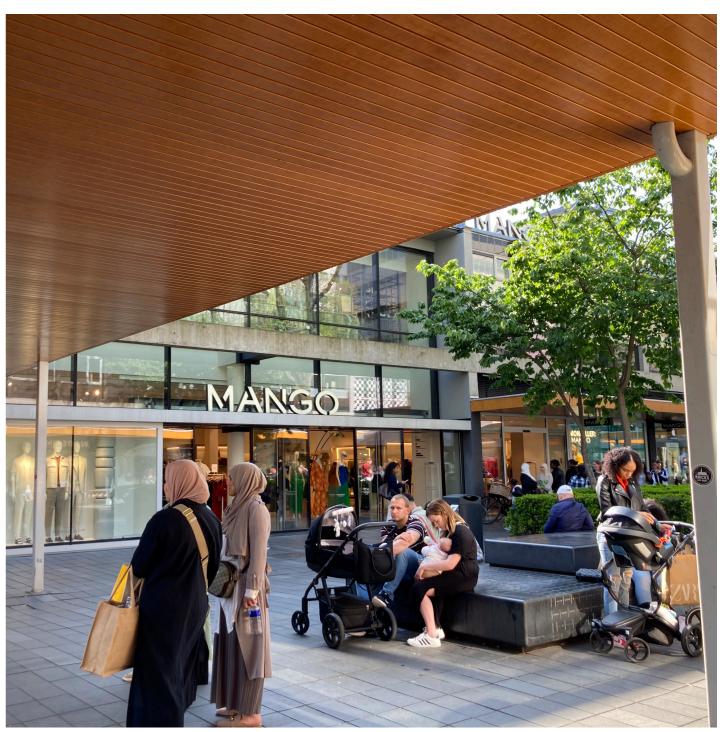


The Lijnbaan, Rotterdam, 1957

The Lijnbaan, Rotterdam, 2023

# A Place for entertainment & relaxing

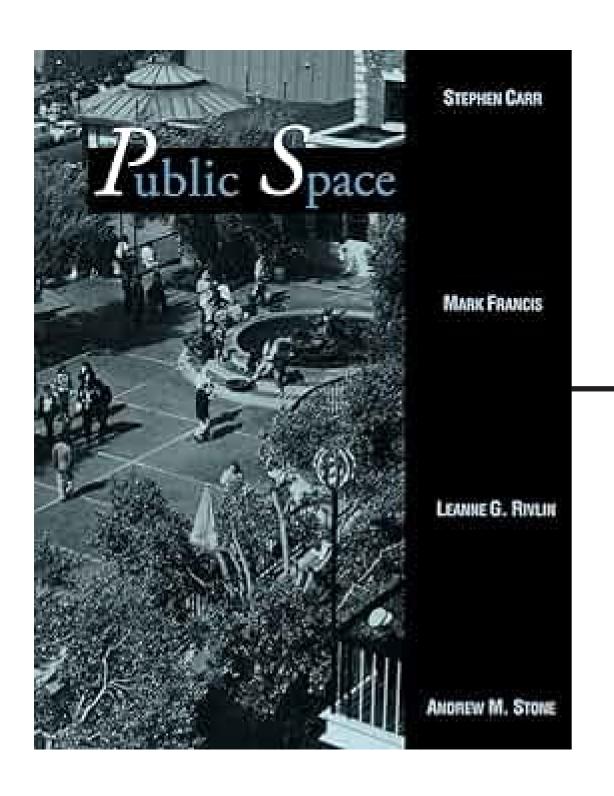




#### RESEARCH

#### Theoretical Framework

Stephan Carr, Public Space



#### 5 Types of needs in Public Space

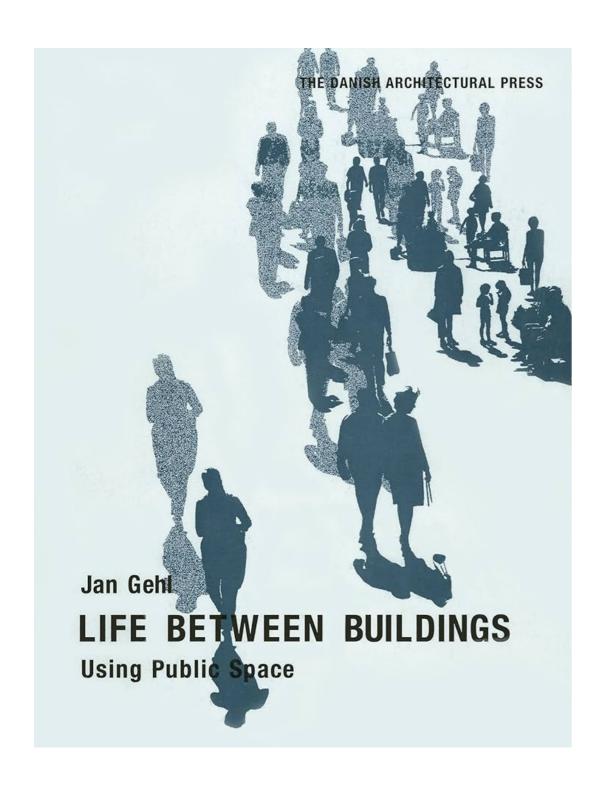
1. Comfort

Food & Drink, Shelter, Place of Rest



#### Theoretical Framework

Jan Gehl, Life Between Buildings

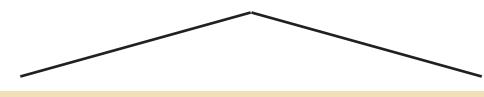


"The desirable or enjoyable features of shopping tend to revolve around the ways in which people involve their selves in shopping activity"

- Prus & Dawson, 1991

#### Space for walking & places for staying

Walking, Sitting, & Standing

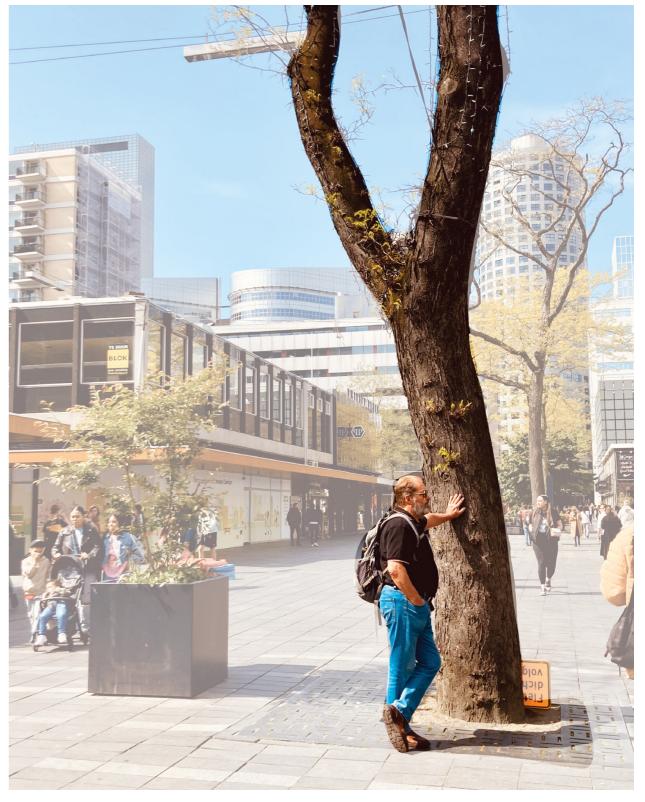


Walking	Standing	Sitting
Room to walk	Stopping for a moment	Choice of sitting places
Dimensioning of streets	Standing to talk to someone	Placement of seating
The "wheeled" walking traffic	Standing for a while	Orientation and view
Paving materials and street surface conditions	Zones for staying - the edge effect	Type of seating
Walking distances - physical distance, experienced distance	Zones for staying - half shade	Primary seating
Walking routes	Standing places - supports	Secondary seating
Spatial sequences	Supports - indoors and outdoors	Sitting landscape
Pedestrian routes in open spaces Differences in level	Irregular facades	Benches for resting every 100 meters
Ramps rather than stairs		

# How does the behavior of users demonstrate how comfort is experienced at a Dutch Post War Shopping Center?



- 1. Binnenwegplein
- 2. Square next to G-Star store
- 3. Van Oldenbarneveltplaats
- 4. The Lijnbaan Promenade
- 5. Square between Korte Lijnbaan and Stadhuisplein
- 6. The Korte Lijnbaan



Man leaning against Tree, The Lijnbaan, 2023

# How does the behavior of users demonstrate how comfort is experienced at a Dutch Post War Shopping Center?



Image 3 - Liinbaan Promenad

Sitting alone

# How does the behavior of users demonstrate how comfort is experienced at a Dutch Post War Shopping Center?

WALKING SITTING **STANDING** Attributes of walking (Gehl, Attributes of Standing (Gehl, Walking See result: See result: Sitting Attributes of sitting (Gehl, 2011) See Results: Number of People by Group Size 2011) 2011) People mostly walking in groups Choice of sitting places Standing in groups Standing to talk Sitting and on the phone of 2 or 3 Image 3 - Binnenwegplein 200 Image 3 - Binnenwegplein;Image 180 1 - Square at G-Star; Image 3 & People walking alone Room to walk Graph 1 Standing to talk on the phone Standing to talk Image 5 - Binnenwegplein Sitting and eating Choice of sitting places 160 4 - Lijnbaan Promenade; Image 2 - Korte Lijnbaan 140 Standing next to someone Standing to talk: Standing for a Image 2 & 5 - Binnenwegplein; Mostly people aged 13 - 65 Image 3 - Lijnbaan Promenade Room to walk Graph 2 Sitting and drinking Choice of sitting places 120 Image 1 - Square at G-Star Drawing 4 - Lijnbaan 100 Promenade; Drawing 6 - Korte Standing in line next to a food Image 1 & 3 - Binnenwegplein; People walking straight Stopping for a moment Choice of sitting places Image 1 - Stadhuisplein Walking routes Sitting and waiting Image 4 & 3 - Square at G-Star; 80 Lijnbaan; Image 3 - Van Drawing 1, 2, 3, 4, 5, 6; Image 4 People crosswalking Walking routes Standing and playing music Standing for a while Image 5 - Binnenwegplein Sitting and watching Choice of sitting places Image 5 - Binnenwegplein 40 Picture 2 & 4 - Square at G-Star: Standing to drink from the Image 5 - Binnenwegplein; People walking with a bike surface conditions / Room to Stopping for a moment Image 7 - Binnenwegplein Choice of sitting places 20 Sitting to talk Graph 3 fountain Image 3 - Lijnbaan Promenade Image 4 - Van People in a wheelchair The wheeled walking traffic Graph 3 Standing to eat Stopping for a moment Sitting under an umbrella Choice of sitting places Image 4 - Lijnbaan Promenade Group size: 2 Group size: 3 Group size: 4 Group size: 5+ Oldenbarneveltplaats 1 person Paving materials and street Image 6 & 2 - Binnenwegplein; Standing in between the Graph 3 People with a suitcase surface conditions / Room to Stopping for a moment Choice of sitting places Image 1 - sqaure at G-Star; Drawing 3 Sitting under a tree Image 1 - Stadhuisplein Image 4 & 5 - Binnewegplein: Paving materials and street Image 4 - Square at G-Star; Image 5 - Binnenwegplein: Image 3 - Liinbaan Promenade: surface conditions / Room to Image 5 - Lijnbaan Promenade; Choice of sitting places People walking with a stroller Standing to watch Standing for a while Sitting in the sun Number of People by Age Image 2 - Square at G-Star Image 1 - Stadhuisplein: Image 2 Korte Liinbaan Drawings 1 - 6; Image 1,2,3 & 4 -Image 2&3 - Binnenwegplein 250 Pedestrian routes in open Image 7 - Binnenwegplein; People walking along the edge Lijnbaan Promenade; Image 1 - Standing to wait for someone Standing for a while Sitting in the shade Choice of sitting places Image 1 - Square at G-Star; Image 5 - Lijnbaan Promenande; spaces Korte Lijnbaan Image 4 - Lijnbaan Promenade Drawing 4 - Lijnbaan Image 6 - Binnenwegplein; 200 Promenade; Drawing 6 - Korte Image 1 - Square G-Star; Image Walking distances Standing under a tree Sitting facing eachother Image 2 - Korte Liinbaan People walking under canopies Zones for staving Placement of seating Lijnbaan; Image 1,2 & 3 -5 - Lijnbaan promenade; Image Liinbaan Promenade 3 - Stadhuisplein Image 3 - Lijnbaan Promenade 150 Drawing 3 - Van People crossing traffic streets Image 2&3 - Binnenwegplein Walking distances Standing under a canopy Zones for staving Sitting next to green Placement of seating Oldenbarneveltplaats Image 3 - Korte Lijnbaan Image 9 - Binnenwegplein; Image 5 - Binnenwegplein: Image 3 - Van Sitting in the middle of the Image 3 & 4 - Lijnbaan 100 People walking in the sun Walking distances Standing in the sun Zones for staving Image 5 - Lijnbaan Promenade Placement of seating arneveltplaats; Image 1 Promenade promenade Image 3 - Stadhuisplein Korte Lijnbaan Image 1 & 3 - square at G-Star; Image 3 - Oldenbarneveltplaats Drawing 1 - Binnenwegplein; Image 4 - Van Image 1, 4 & 5 - Lijnbaan Sitting along the side of the Drawing 5 - Stadhuisplein; Standing in the shade People walking in the shade Walking distances Zones for staying Oldenbarneveltplaats; Image 3 Placement of seating Promenade; Image 1 - Korte Image 8 - Binnenwegplein; Liinbaan Promenade: Image 3 -Lijnbaan Image 1 - Stadhuisplein Korte Lijnbaan Drawing 1 - Binnenwegplein; Child Young Adult Adult Elderly Image 1 - Liinbaan Promenade: Drawing 2 - Square at G-Star: People walking in the rain Standing next to a lighting pole Standing places - supports Image 5 - Binnenwegplein Placement of seating Image 5 - Stadhuisplein Image 2.3&6 - Binnenwegplein: Image 1 - Binnenwegplein Standing against a wall Standing places - supports Image 5 - Binnenwegplein Sitting facing the promenade Orientation and view Image 1 - Square at G-Star Image 5 - Lijnbaan Promenade Number of People by Mode of Image 2 - Van Image 5 & 8 - Binnenwegplein Standing next to planter Standing places - supports Sitting facing the square Orientation and view Oldenbarneveltplaats; Image 4 Image 1 - Stadhuisplein **Transportation** Stadhuisplein Image 2 & 3 - Binnenwegplein 35 Standing next to a sculpture Standing places - supports Image 2 - Stadhuisplein Sitting facing the shops Orientation and view Image 1 - Square at G-Star; Image 3 - Lijnbaan Promenade 30 Image 4 - Lijnbaan Promenade Standing with a bike Standing places - supports Image 6 - Binnenwegplein Sitting by a table (movable) Type of seating Image 2 - Korte Lijnbaan 25 Image 2 - Korte Liinbaan Standing with a scooter Standing places - supports Image 3 - Korte Liinbaan Type of seating 20 Image 3 - Lijnbaan Promenade Image 1 - Square at G-Star; Standing with a stroller Standing places - suppurts Seating with back support Type of seating Image 5 - Lijnbaan Promenad Image 1 - Stadhuisplein 15 Image 2,3 & 6 - Binnenwegpleir Seating without back support Type of seating 10 Image 2 &3 - Binnenwegplein; Image 1 - square at G-Star: Type of seating Image 3 & 4 - Lijnbaan Sitting together Promenade; Image 2 - Korte Liinbaan Bike Stroler wheelchair suitcase scooter other (step & Image 4 - Binnenwegplein: skatboard) Image 1 - Square at G-Star:

#### Results

**ON SITE OBSERVATION** 

PEOPLE WALKING UNDER

**CANOPIES** 

ATTRIBUTES OF WALKING (GEHL, 2011)

**WALKING DISTANCES** 

**REFERENCE** 



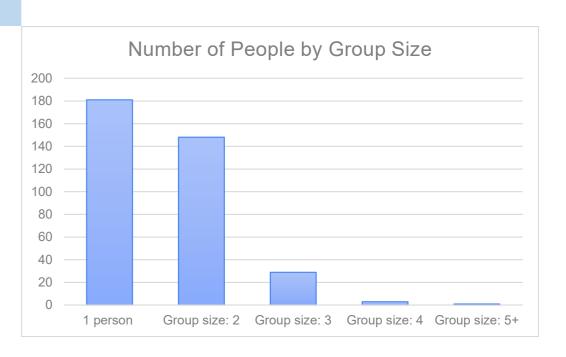
ON SITE OBSERVATION

ATTRIBUTES OF WALKING (GEHL, 2011)

PEOPLE WALKING IN GROUPS OF 2/3

**ROOM TO WALK** 

**REFERENCE** 



#### Research Conclusion

Comfort is found in the connection from Facade to Street Level 2.50 2.50 18.00

Room to walk and stay



RESEARCH QUESTION

- Room to walk and stay
- Views over surrounding activities



RESEARCH QUESTION

- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes





- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions





- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions
- Different zones of staying





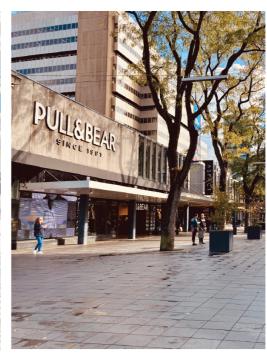




- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions
- Different zones of staying
- Greenary





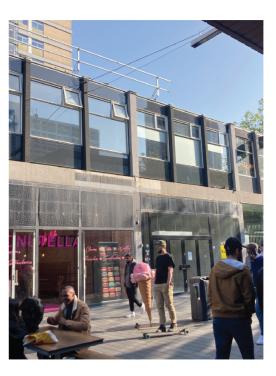




- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions
- Different zones of staying
- Greenary
- Pavement material for different users







RESEARCH QUESTION

#### Interviews

"It is **not special here**. I don't feel like I am in Rotterdam. I could be anywhere in the world right now. There are a lot of lingering people here."

"We come often to the Lijnbaan to shop. We don't come here to rest."

"I am on my break right now.
I am just going for a walk because there is no place to rest.
I only shop here during the weekend."

"I am on my break right now. I am just going for a walk because **there is no place to rest.** I only shop here during the weekend."

"I am on my break right now. I am just going for a walk because **there is no place to rest.** I only shop here during the weekend."

"I would not come here to spend time. It is a meeting point but not a meeting place. There are also not enough benches and the lijnbaan needs more green"

"I am here for the first time.
Parking is too expensive here.
The shops are good, but it is not very relaxing."

- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions
- Different zones of staying
- Greenary
- Pavement material for different users

#### **INTERVIEWS**



**RESEARCH QUESTION** 

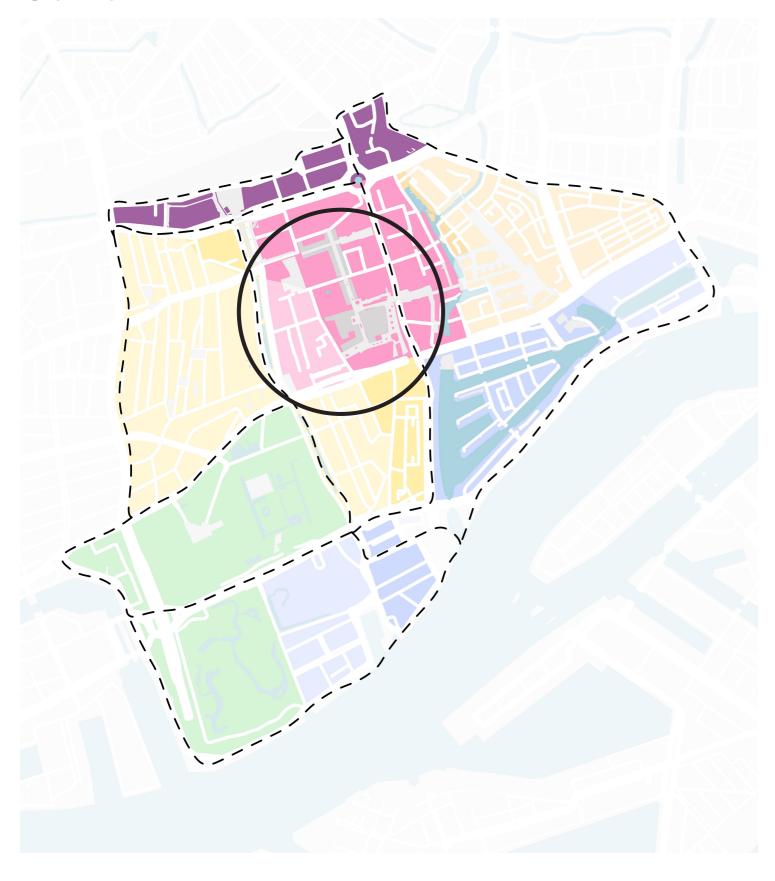
- Special
- Place of Rest
- Relaxation
- From meeting point to meeting place
- More green

#### TO THE DESIGN

# The Lijnbaan, Rotterdam



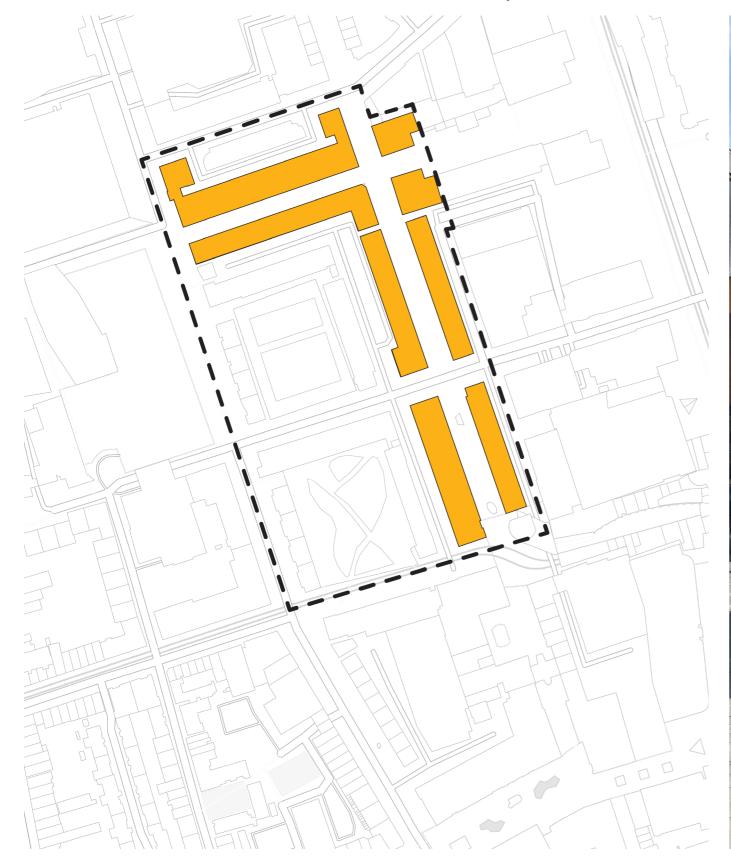
#### Context



# Center of Rotterdam CS Kwartier

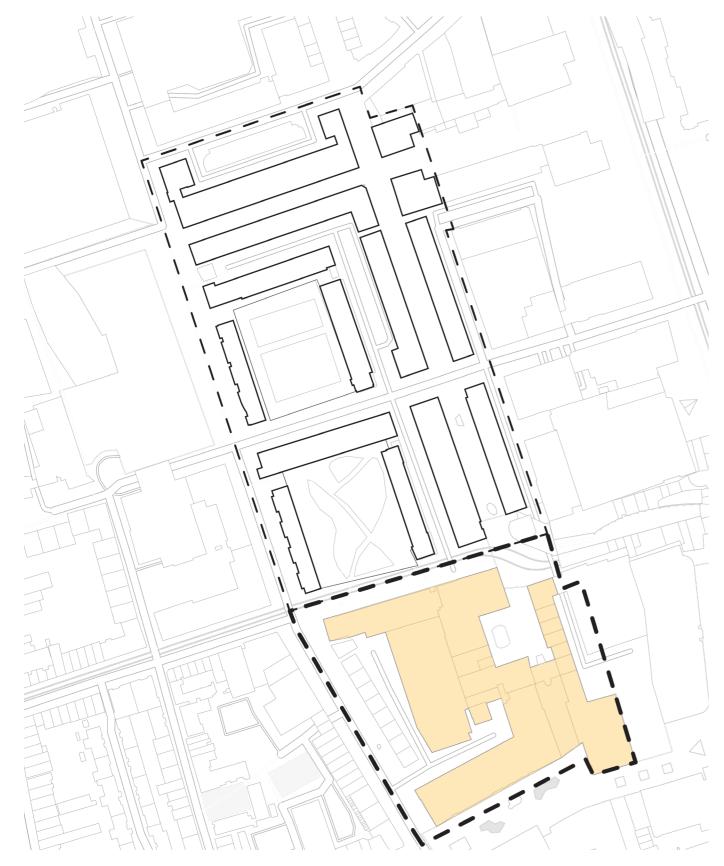


Historical Time Line - 1953, Shops



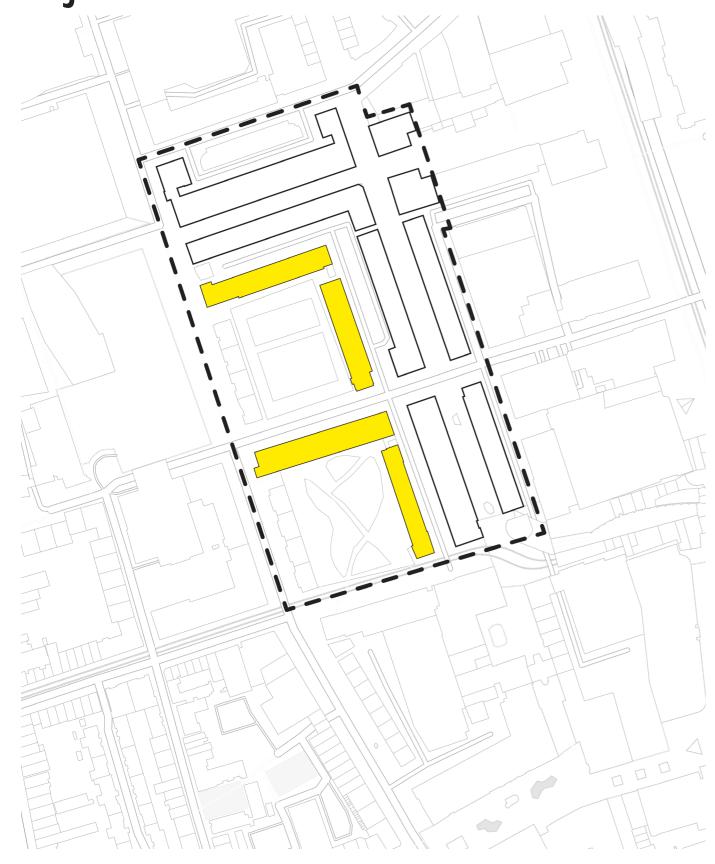


Historical Time Line - 1969, Extention



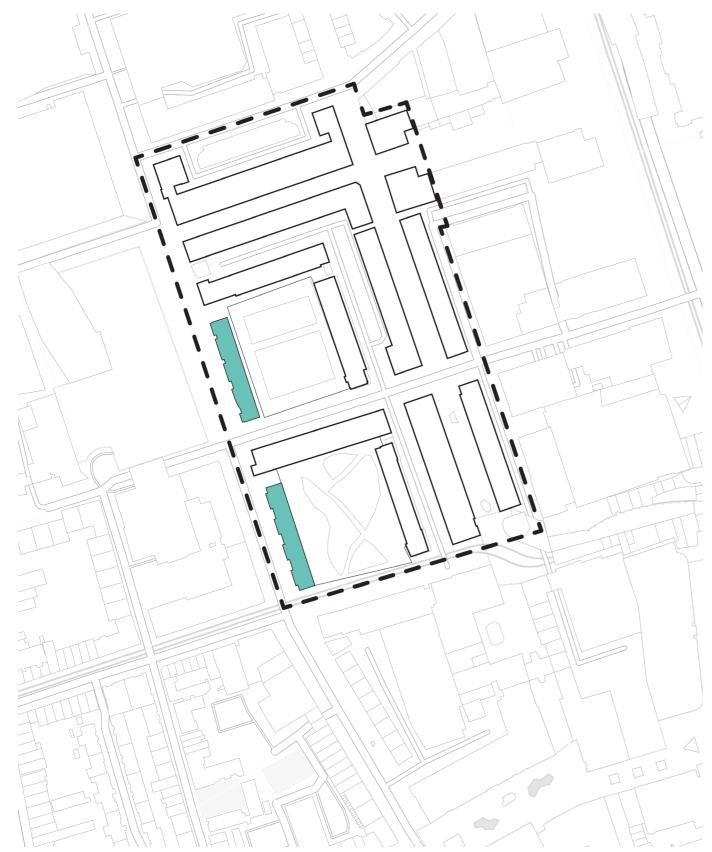


# INTRODUCING THE LIJNBAAN Introducing the Lijnbaan



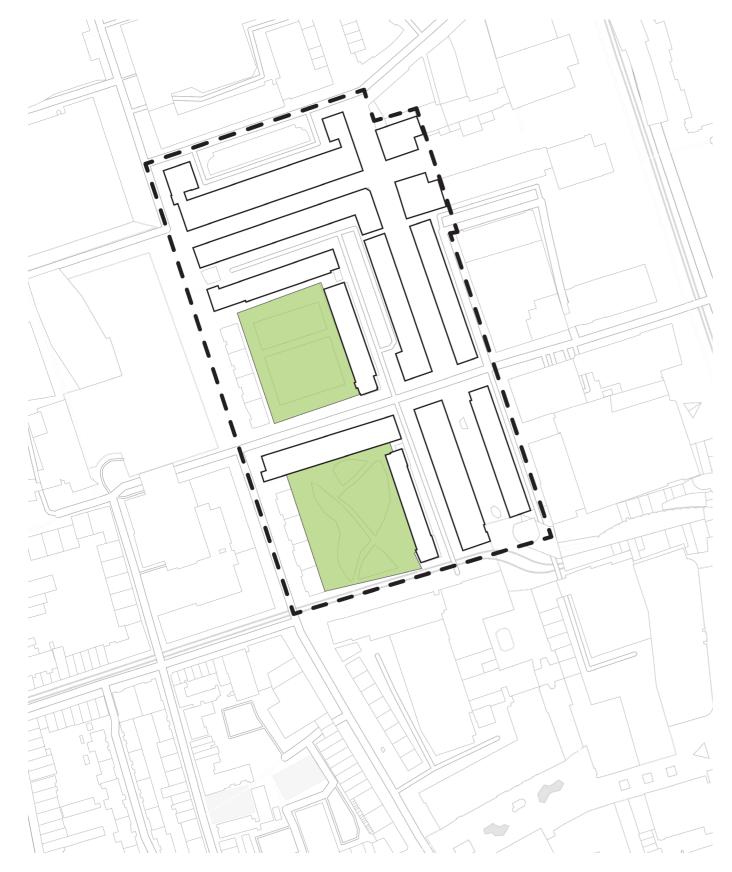


Historical Time Line - 1953, Residential units with public function on ground floor



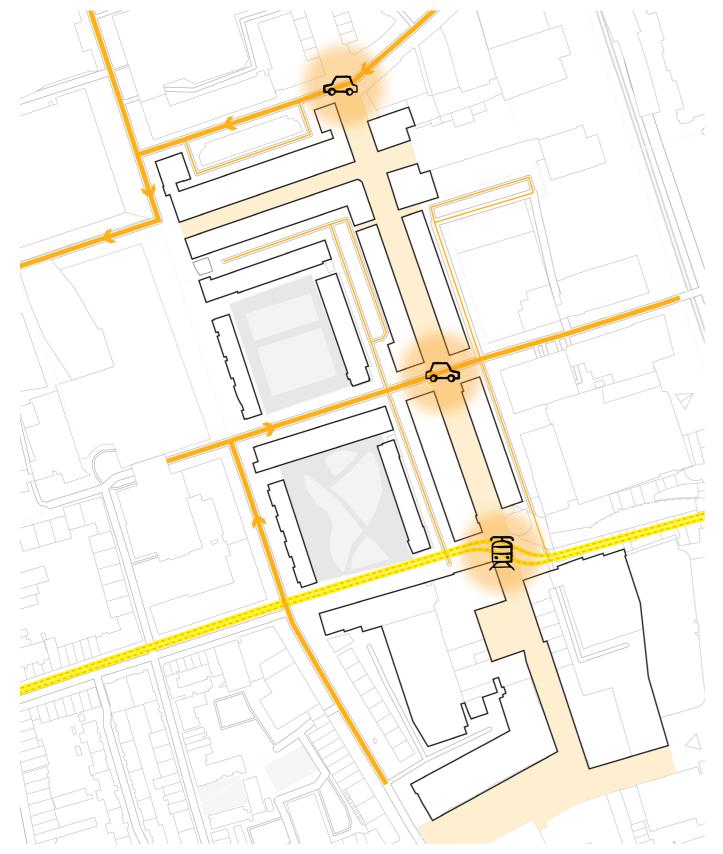


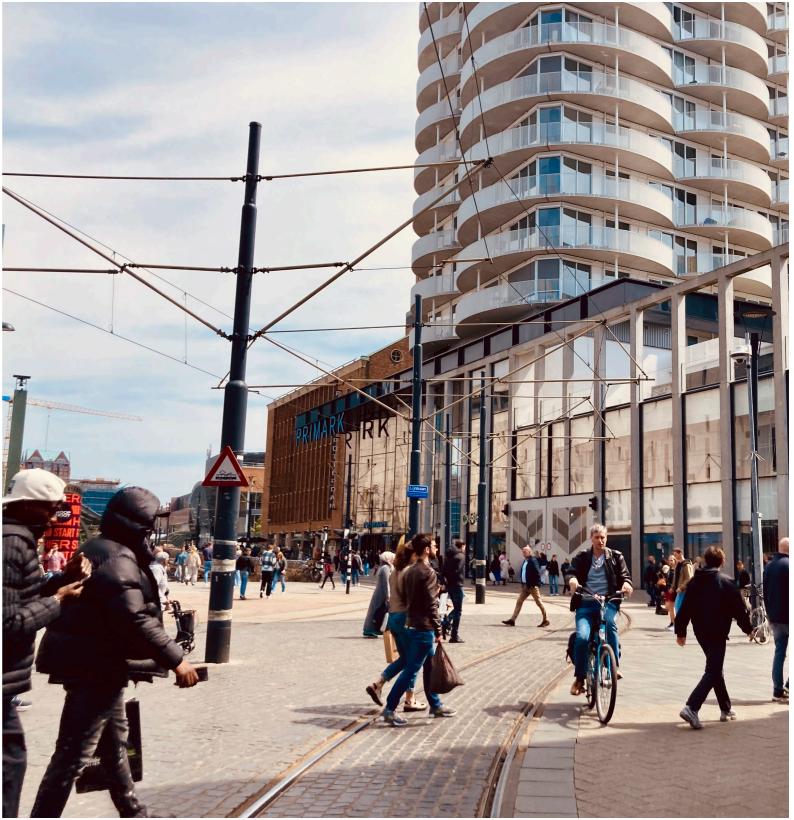
Historical Time Line - 1953 Semi Public Green





Historical Time Line - Transit Shopping Center

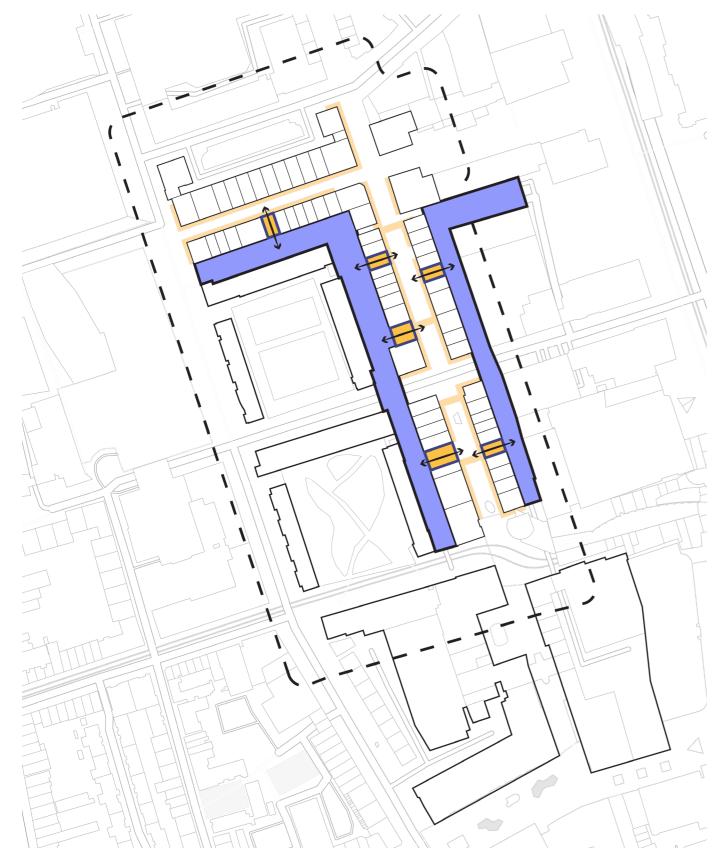


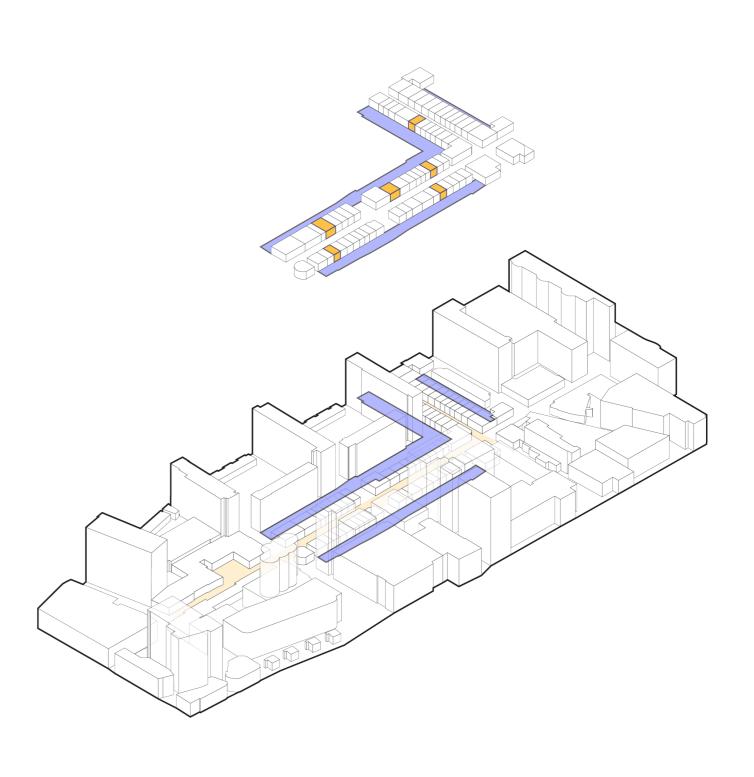


#### FOCUS OF THE DESIGN

# Masterplan

Transform Logistical Streets





#### VS



Logistics Street

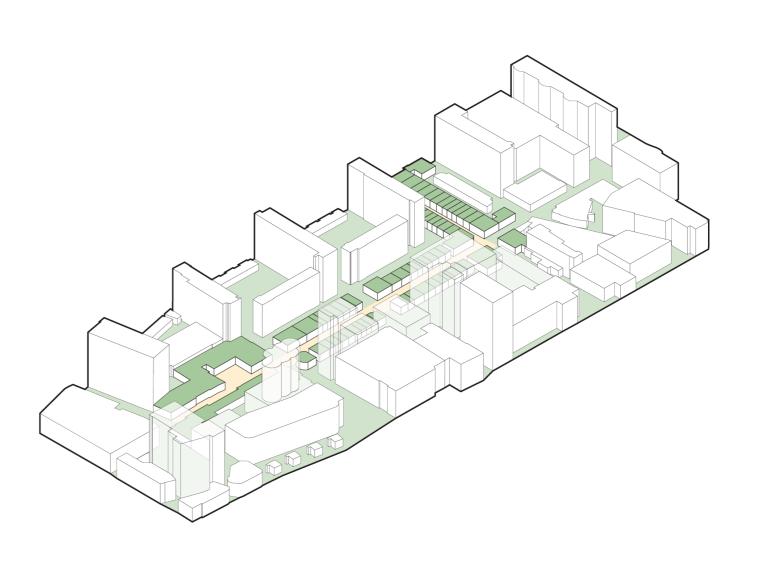


Lijbaan Promenade

# Masterplan

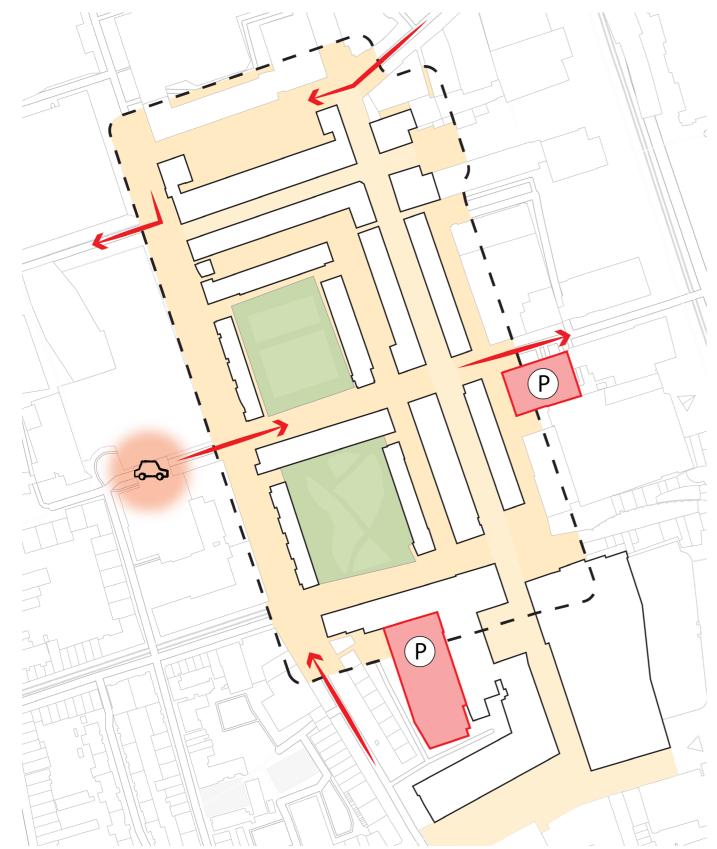
#### Connecting Green



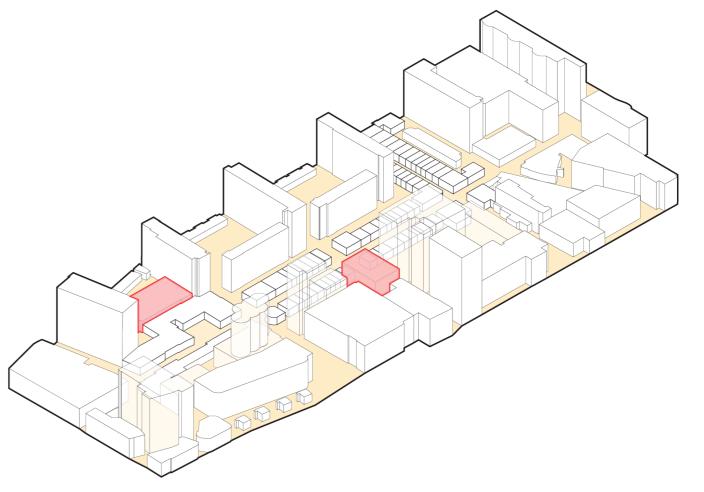


# Masterplan

Repurpose Parking







# Research to Design Ambition

- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions
- Different zones of staying
- Greenary
- Pavement material for different users

- Car Free Zone
- Repurpose Parking Garages
- Connecting Green
- Activate Exhibition Street
- Introduce more Mixed Functions

RESEARCH QUESTION

- Special CONTEXT ANALYSIS
- Place of Rest
- Relaxation
- From meeting point to meeting place
- More green

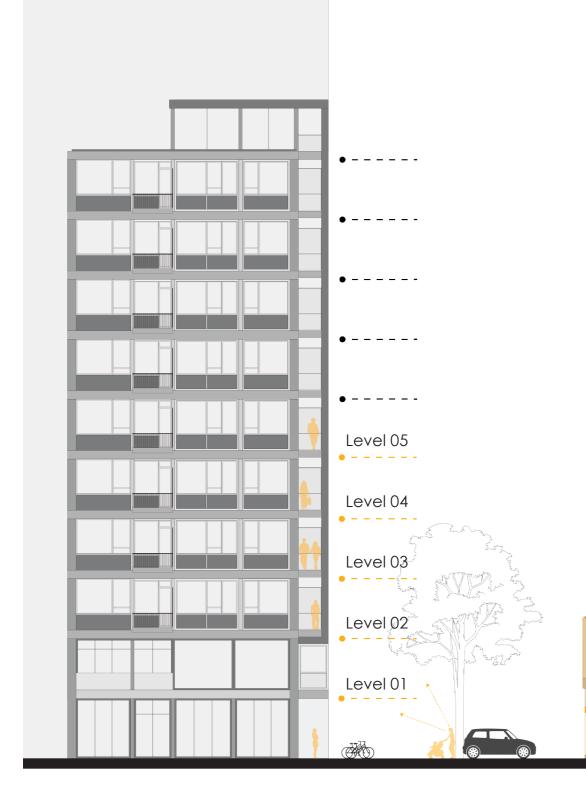
**INTERVIEWS** 

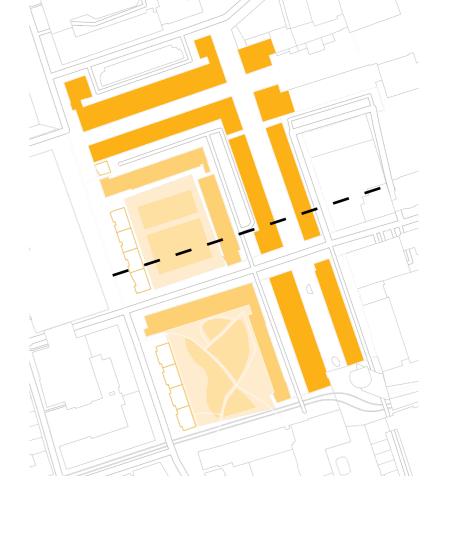
**COMFORT** 

#### MONUMENTAL VALUE

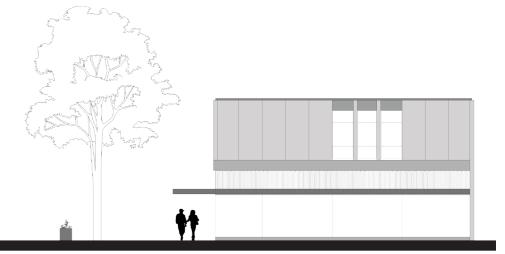
# Urban Value

Building on a Human Scale



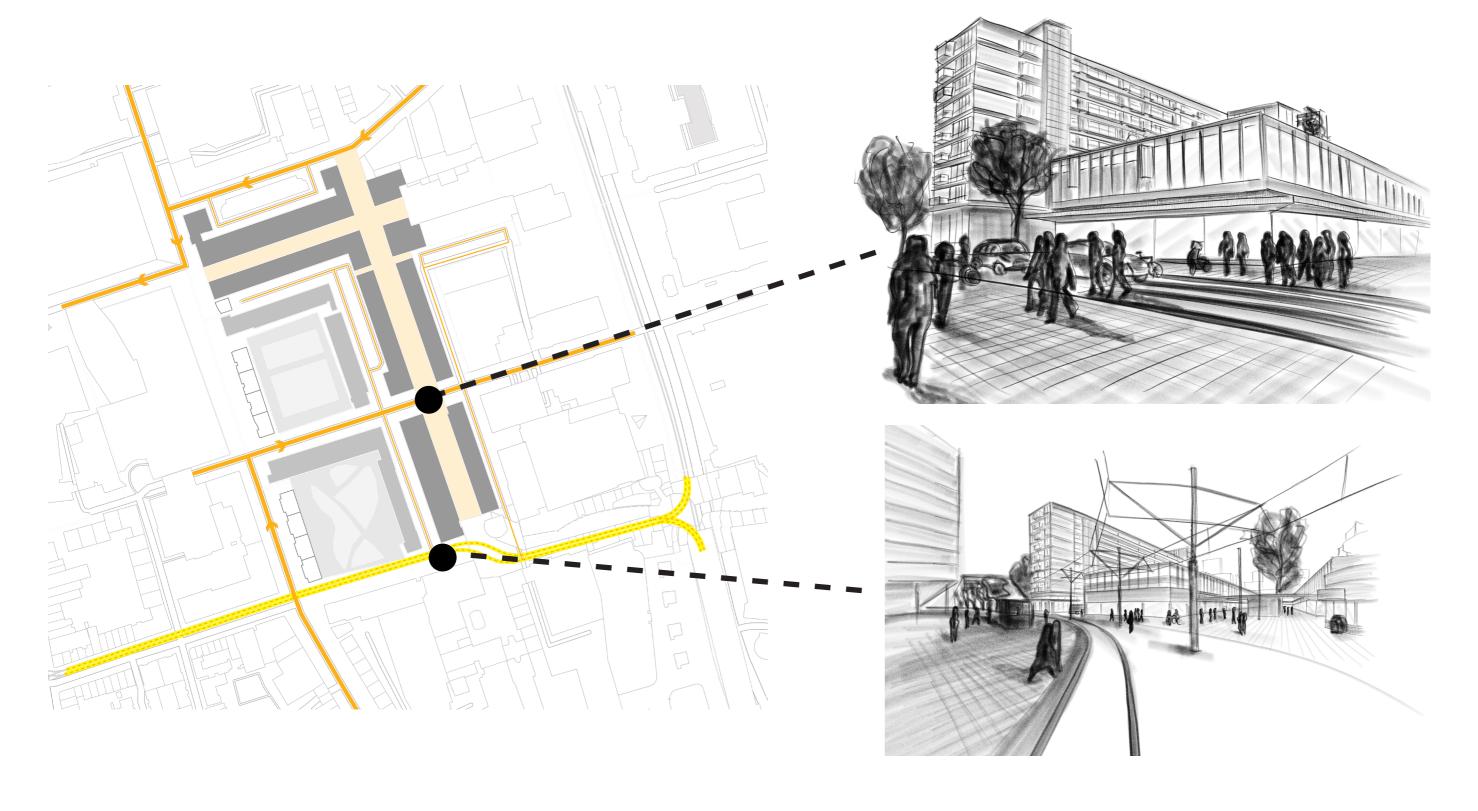




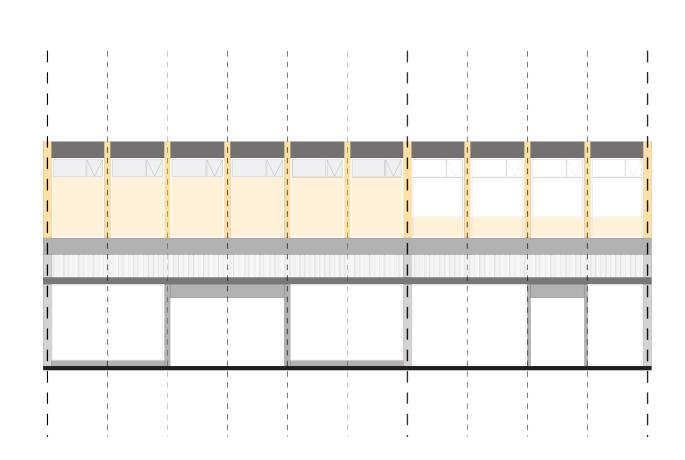


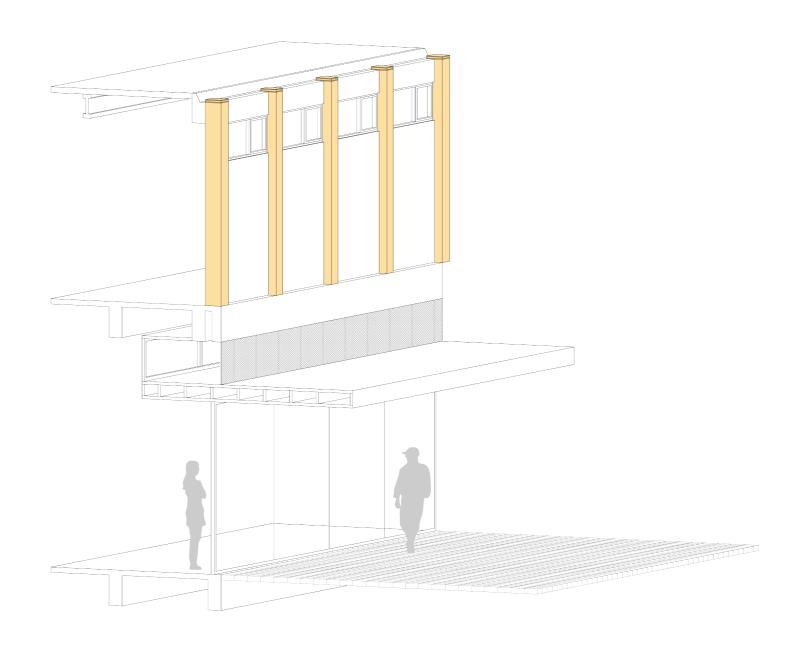
# Urban Value

First Pedestrian Shopping Center in the World

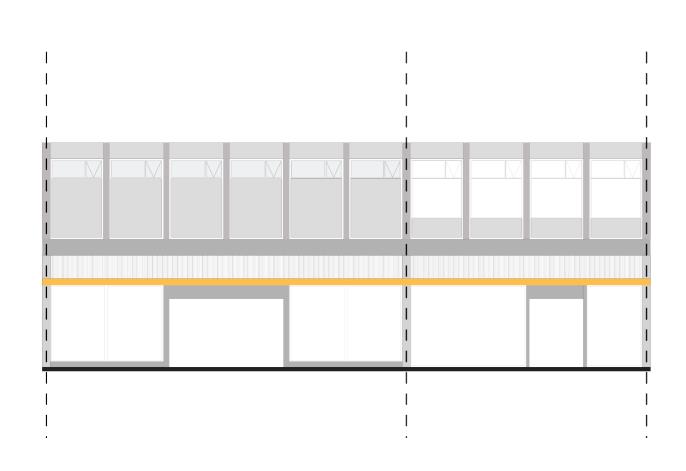


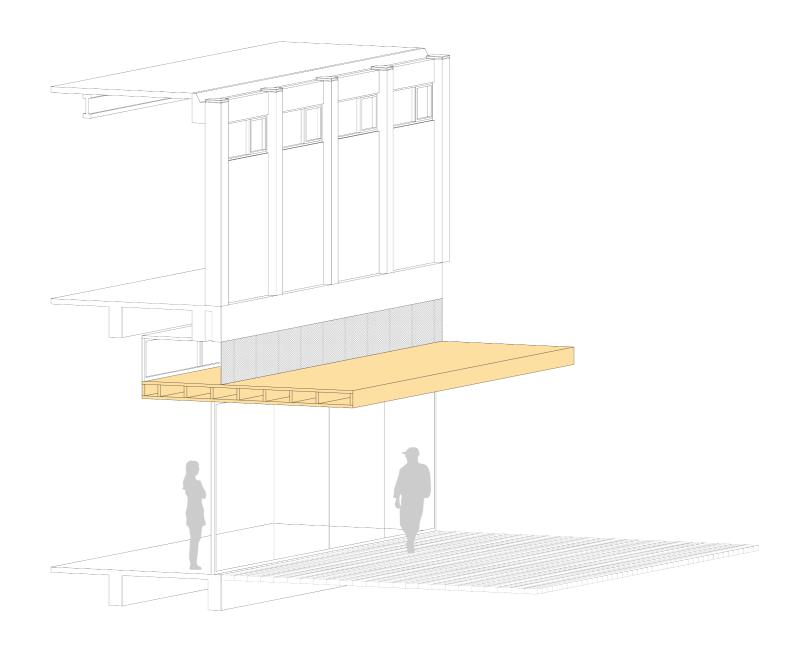
Unity - Through Vertical Accents of Pillars & uniform concrete pannels





Unity - Through a Canopy that unites all the shops



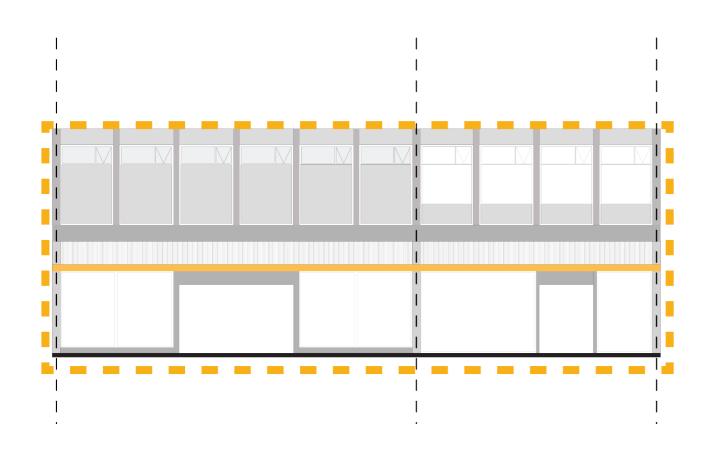


Through a Canopy that unites all the shops





Flexibility

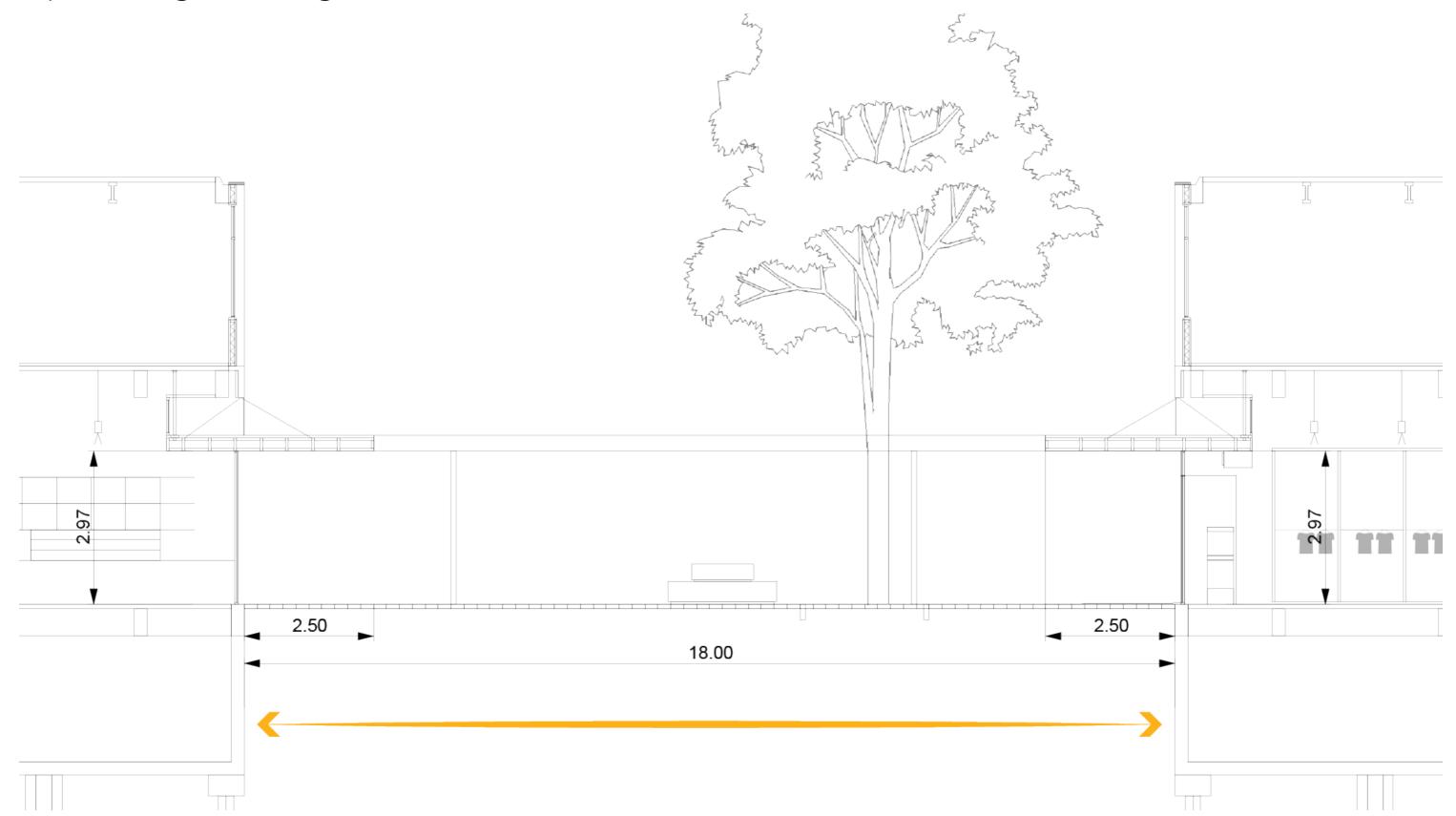




Inside / Outside Feeling



Open & Light Through a wide width



# Research to Design Ambition

- Room to walk and stay
- Views over surrounding activities
- Experience Distances & Routes
- Shelter from weather conditions
- Different zones of staying
- Greenary
- Pavement material for different users

- Car Free Zone
- Repurpose Parking Garages
- Connecting Green
- Activate Exhibition Street
- Introduce more Mixed Functions

RESEARCH QUESTION

Special
Place of Rest
Relaxation
From meeting point to meeting place
place
More green

MONUMENTAL VALUE

Shopping as a recreational activity

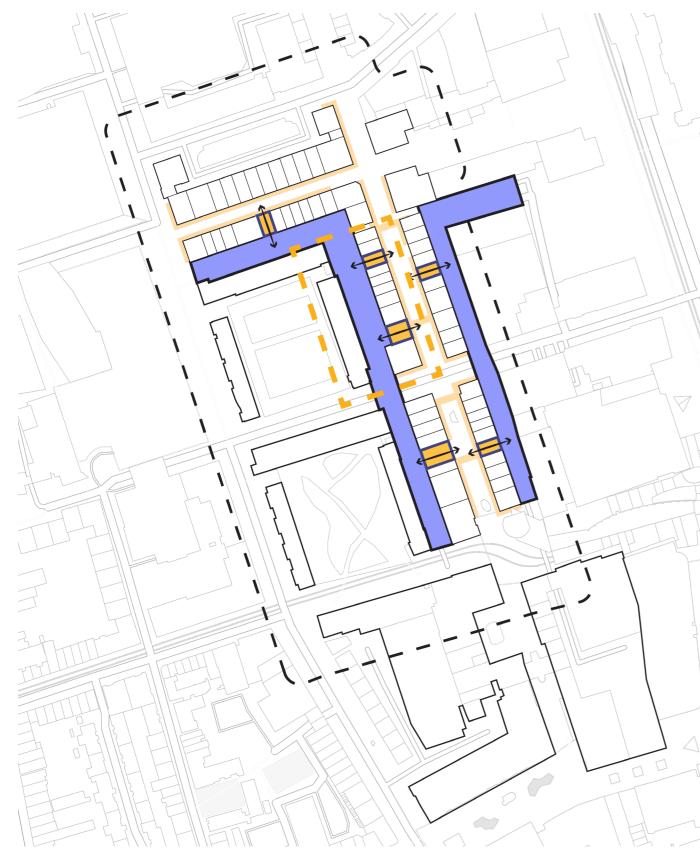
- Seperate Functions?
- The Human Scale
- Pedestrian Friendly
- Unity
- Flexibility for Retailers
- Inside & Outside
- Open & Light

**COMFORT** 

#### DESIGN OUTCOME

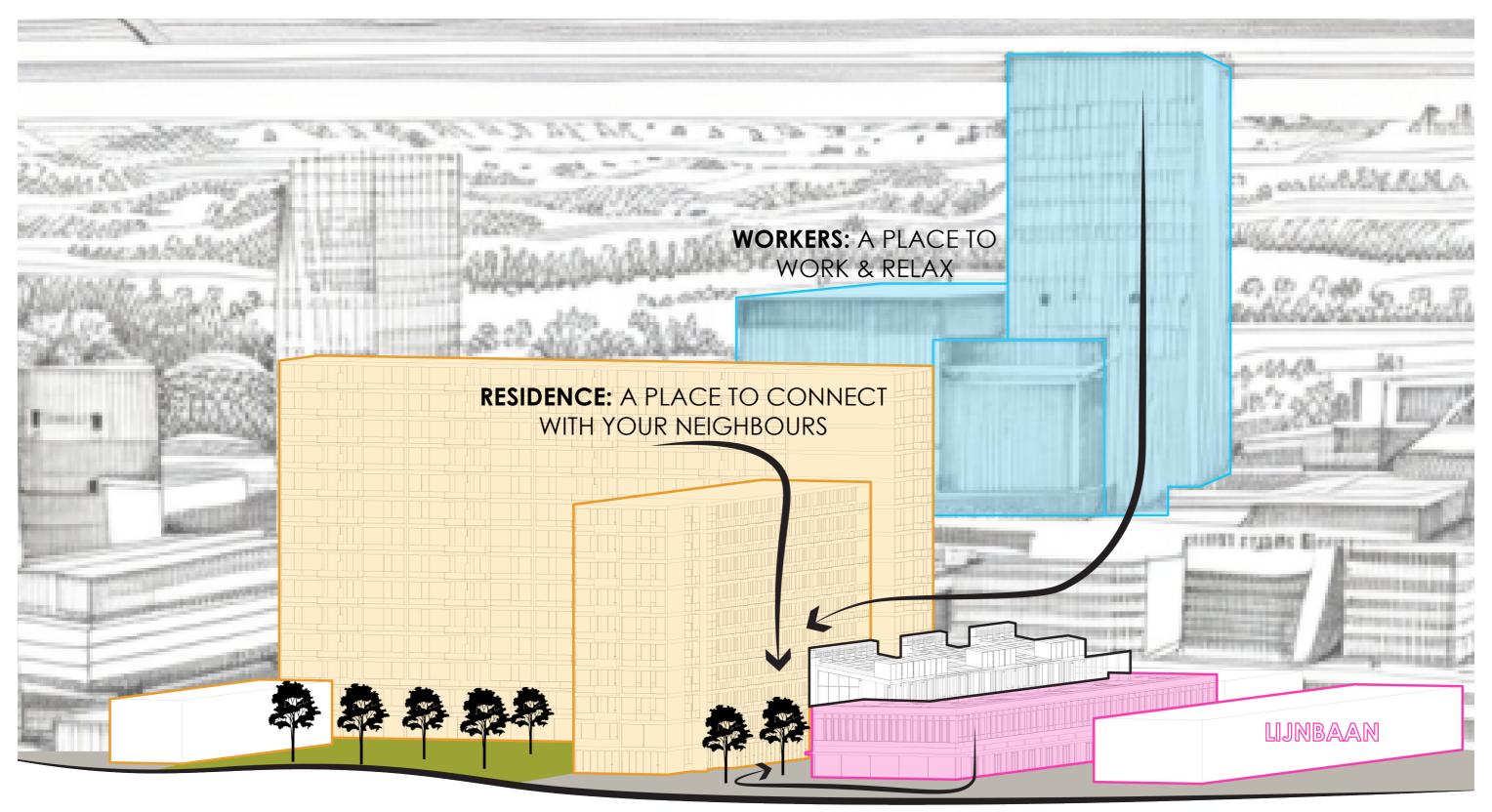
# 1. Chosen Area of Interest

#### Logistical Street





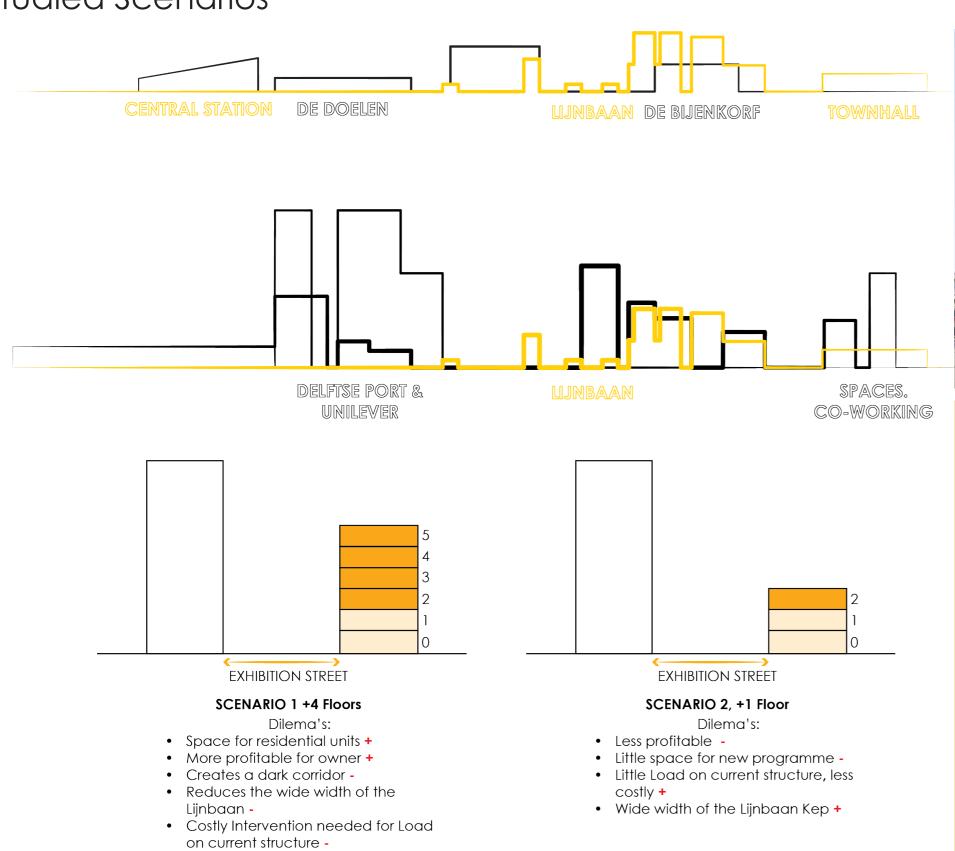
#### 2. A Place for All



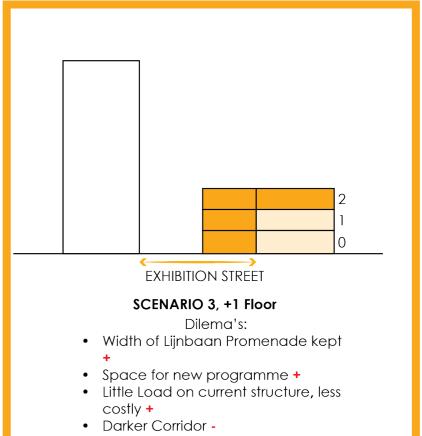
RETAILERS: A PLACE TO LENGTHEN THE STAY OF CONSUMERS & INCREASE DESIRE OF SHOPPING

#### 3. The Human Scale

#### Studied Scenarios





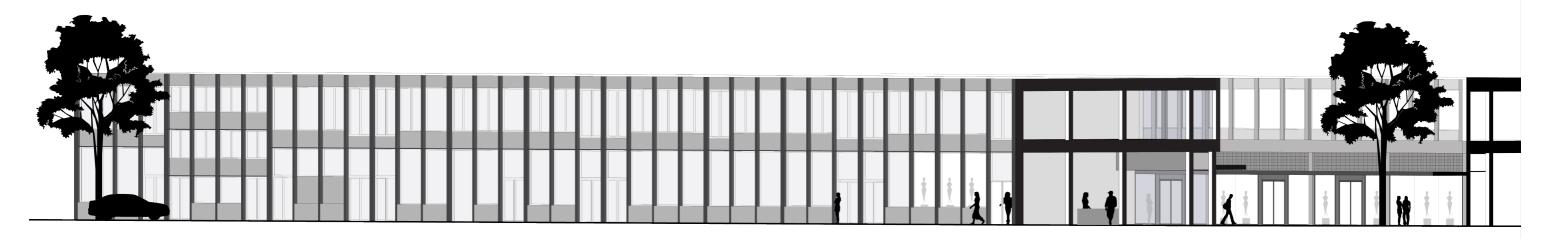


# 4. Activating & Opening the Back Street

Before & After Renovation



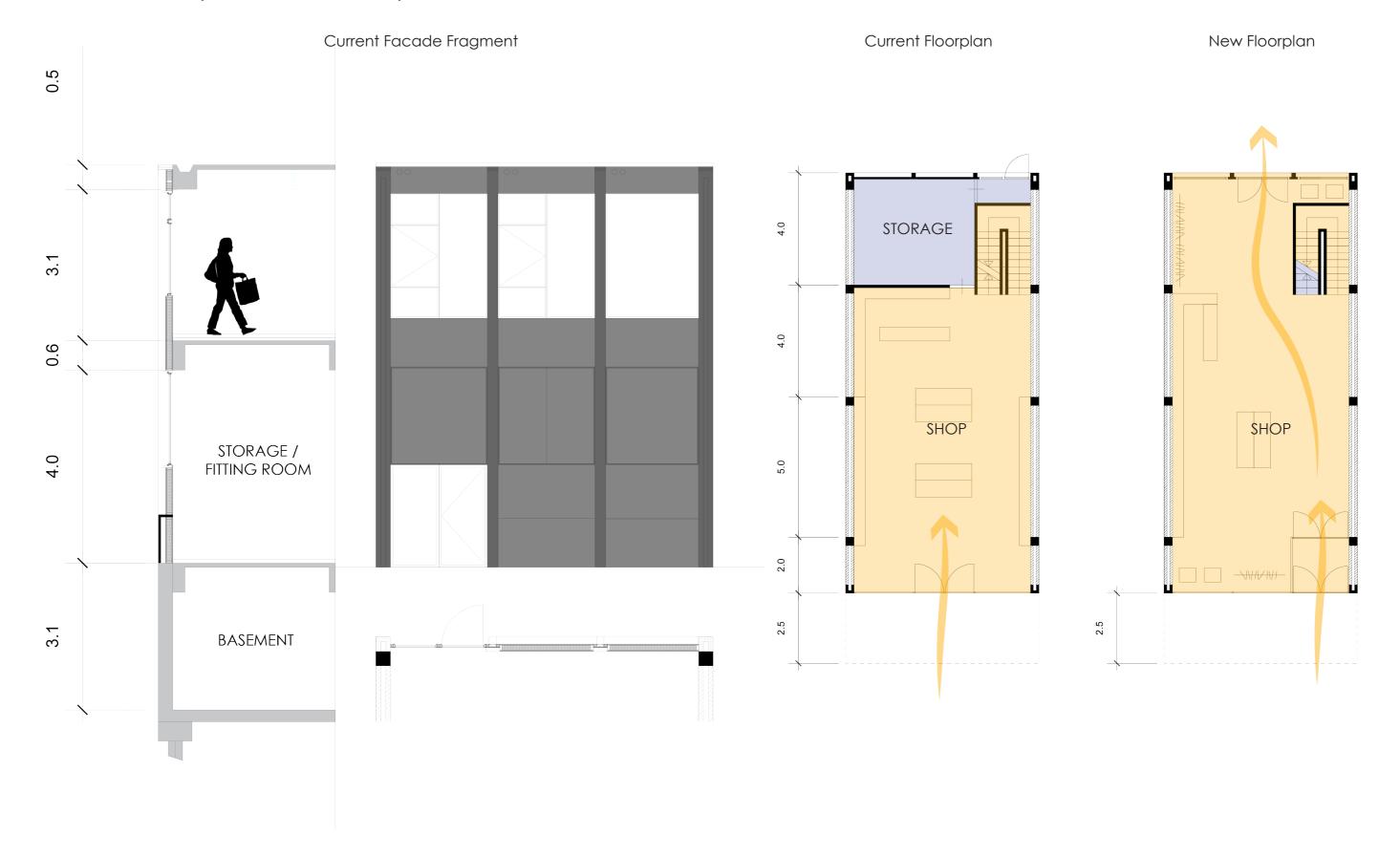
Old Facade



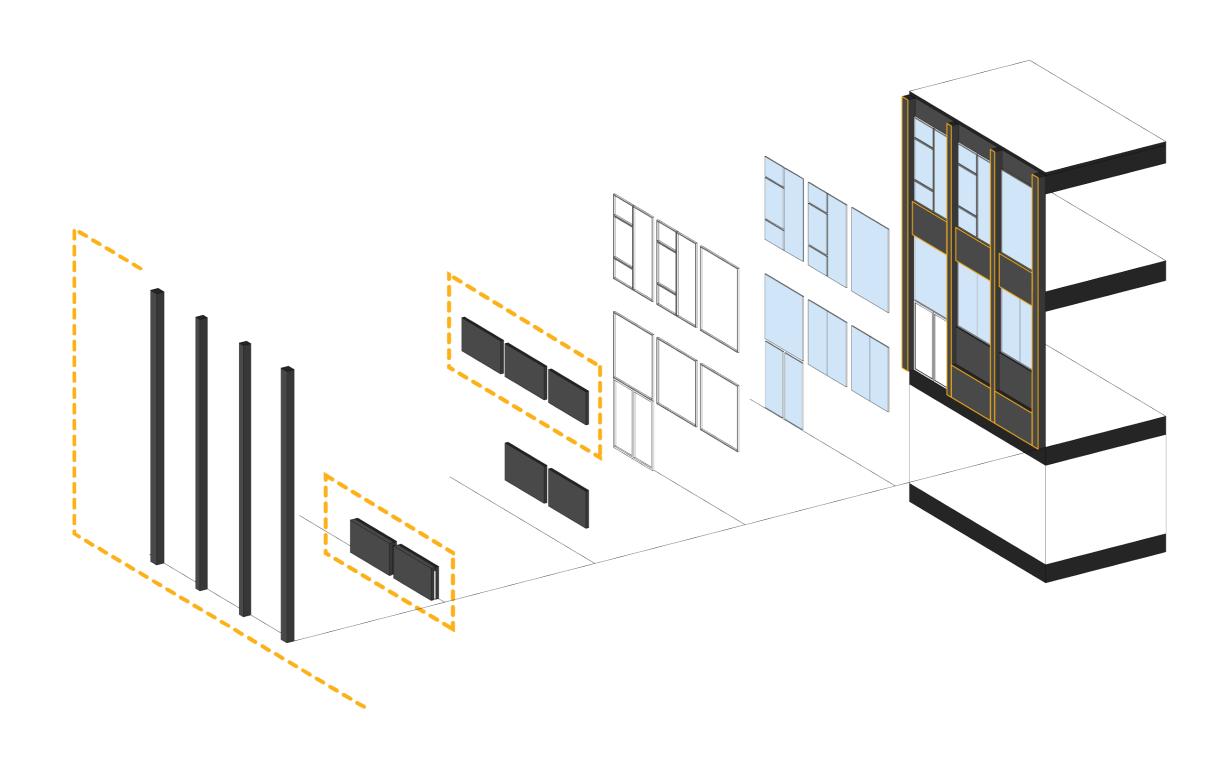
New Facade

# 4. Activating & Opening the Back Street

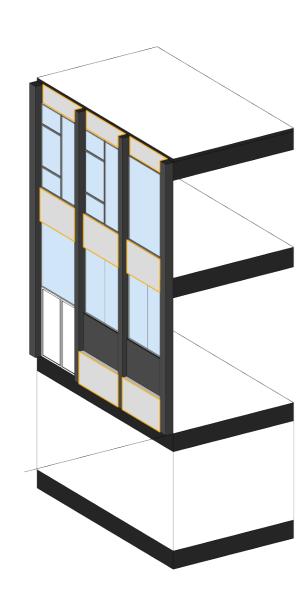
Retail Floorplan of 1 shop

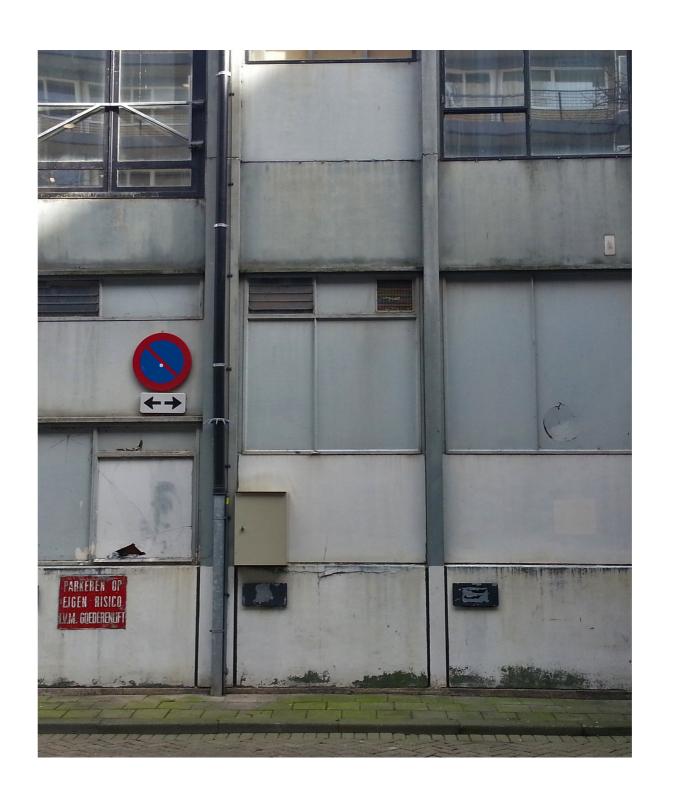


Material to Keep

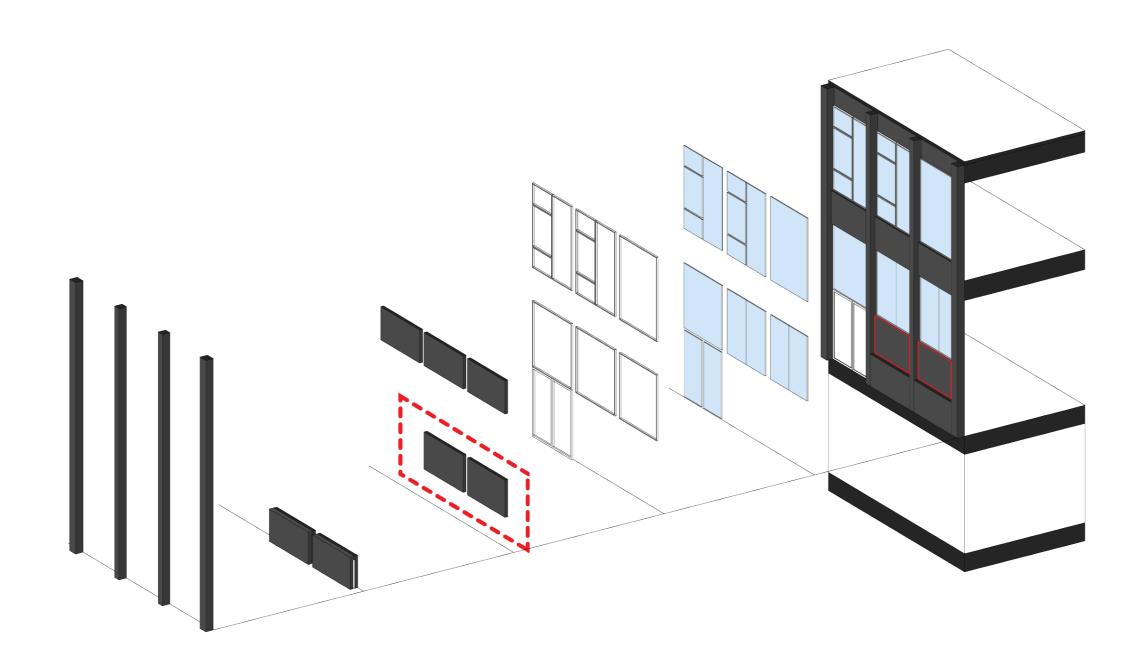


Remove Black Paint

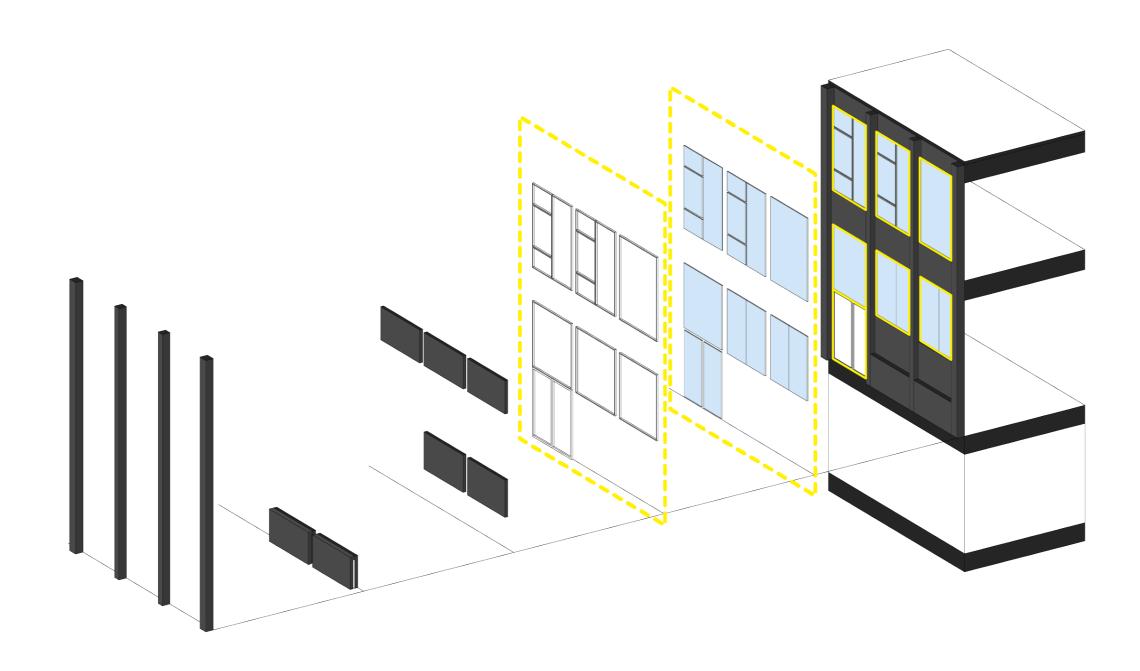




Material to Remove

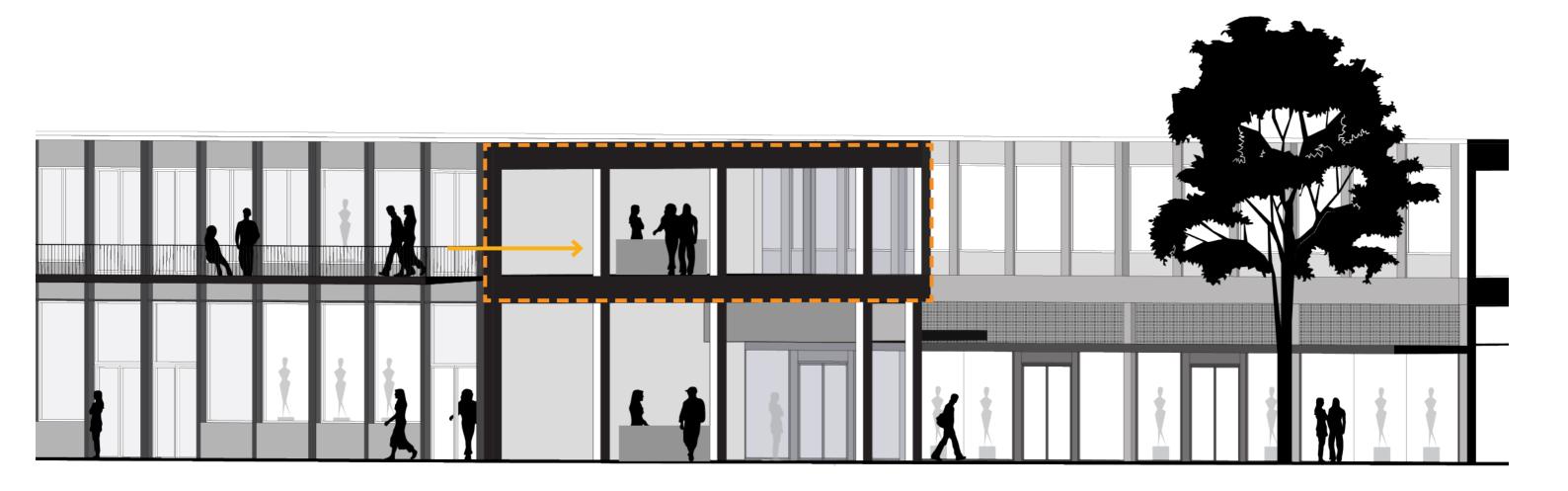


Material to Re-install



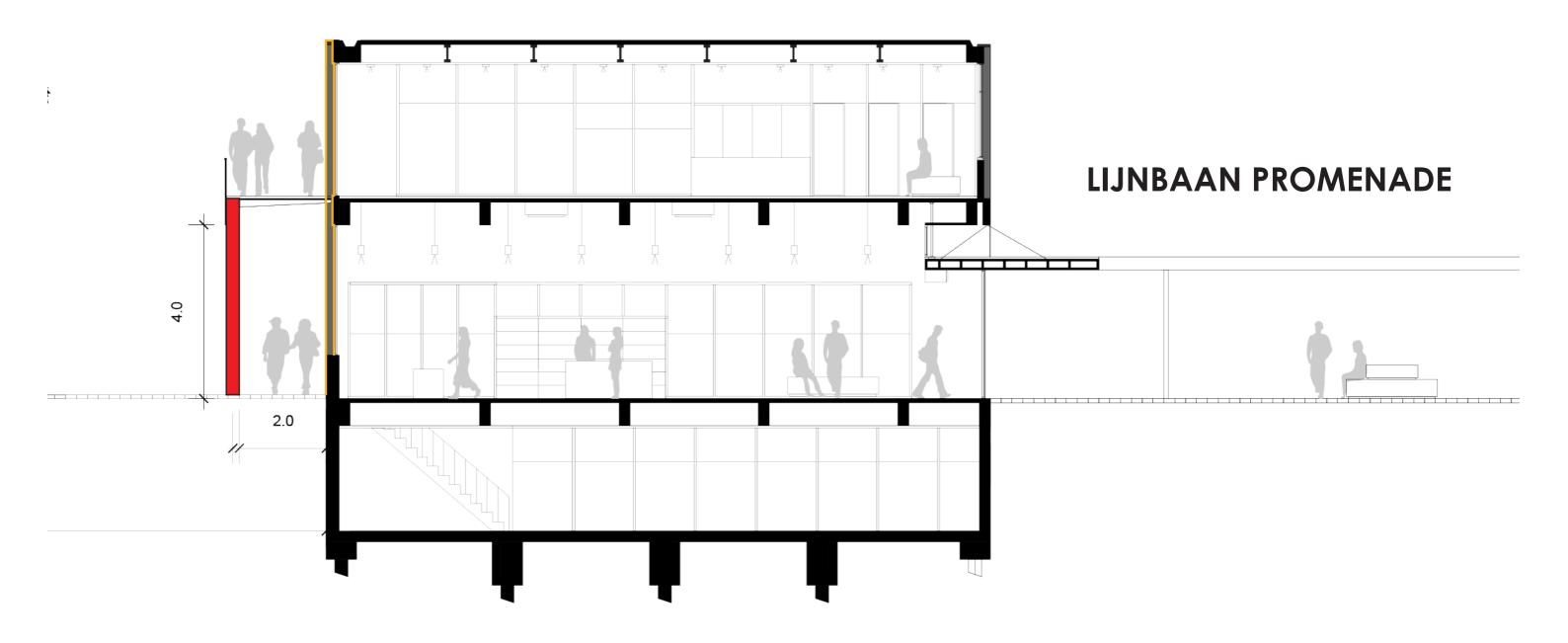
## 6. Access to 1st Floor

Adding a Gallery



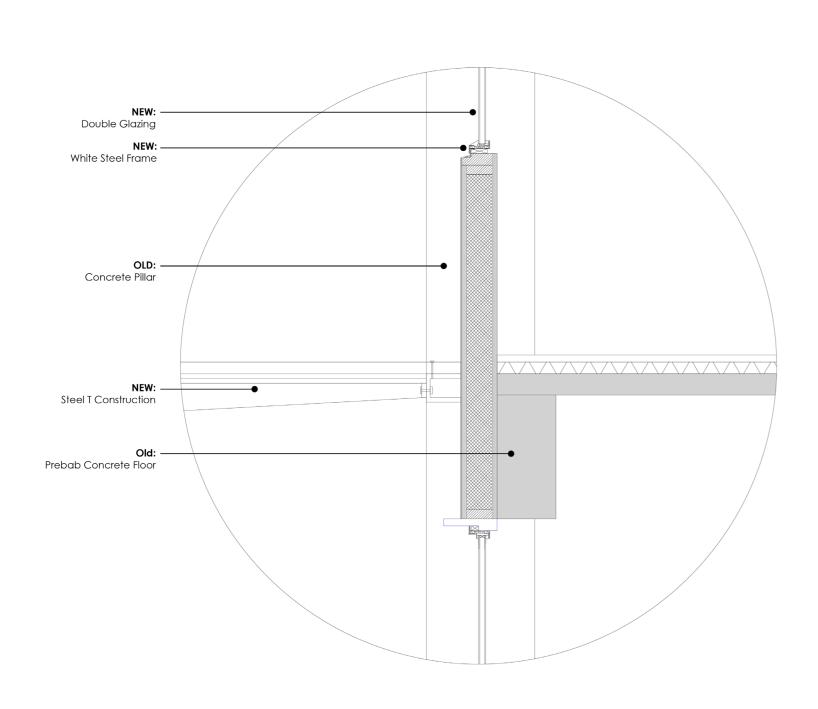
#### 6. Access to 1st Floor

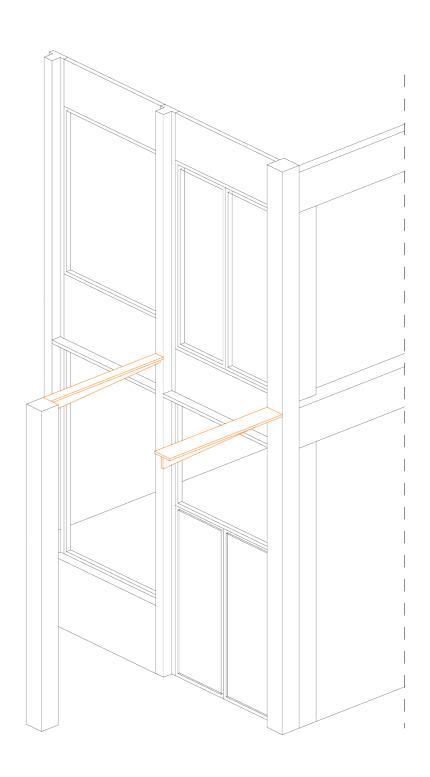
A New Load Bearing Structure



### 7. Access to 1st Floor

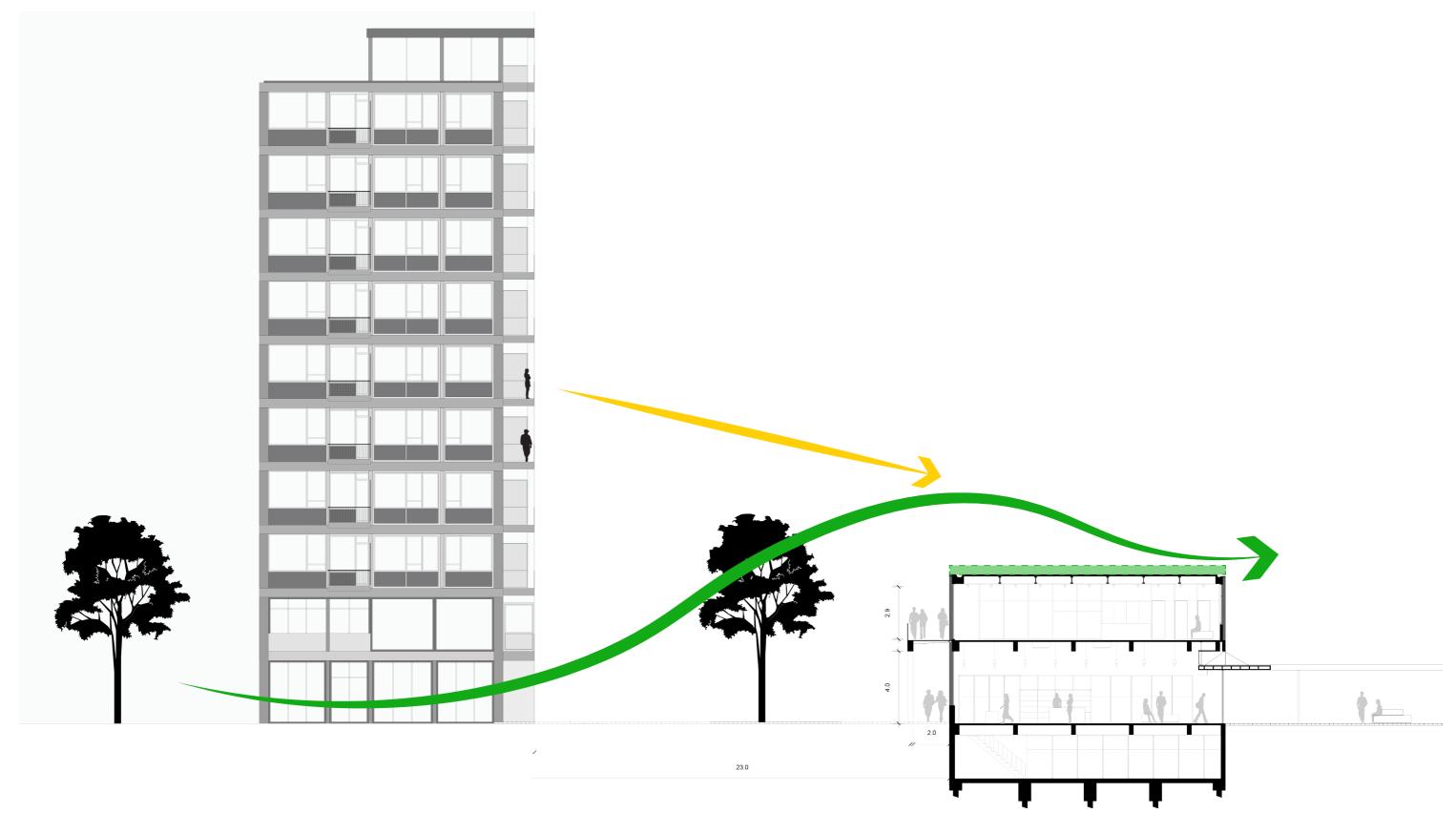
Slim Construction to ensure maximum view of the back facade





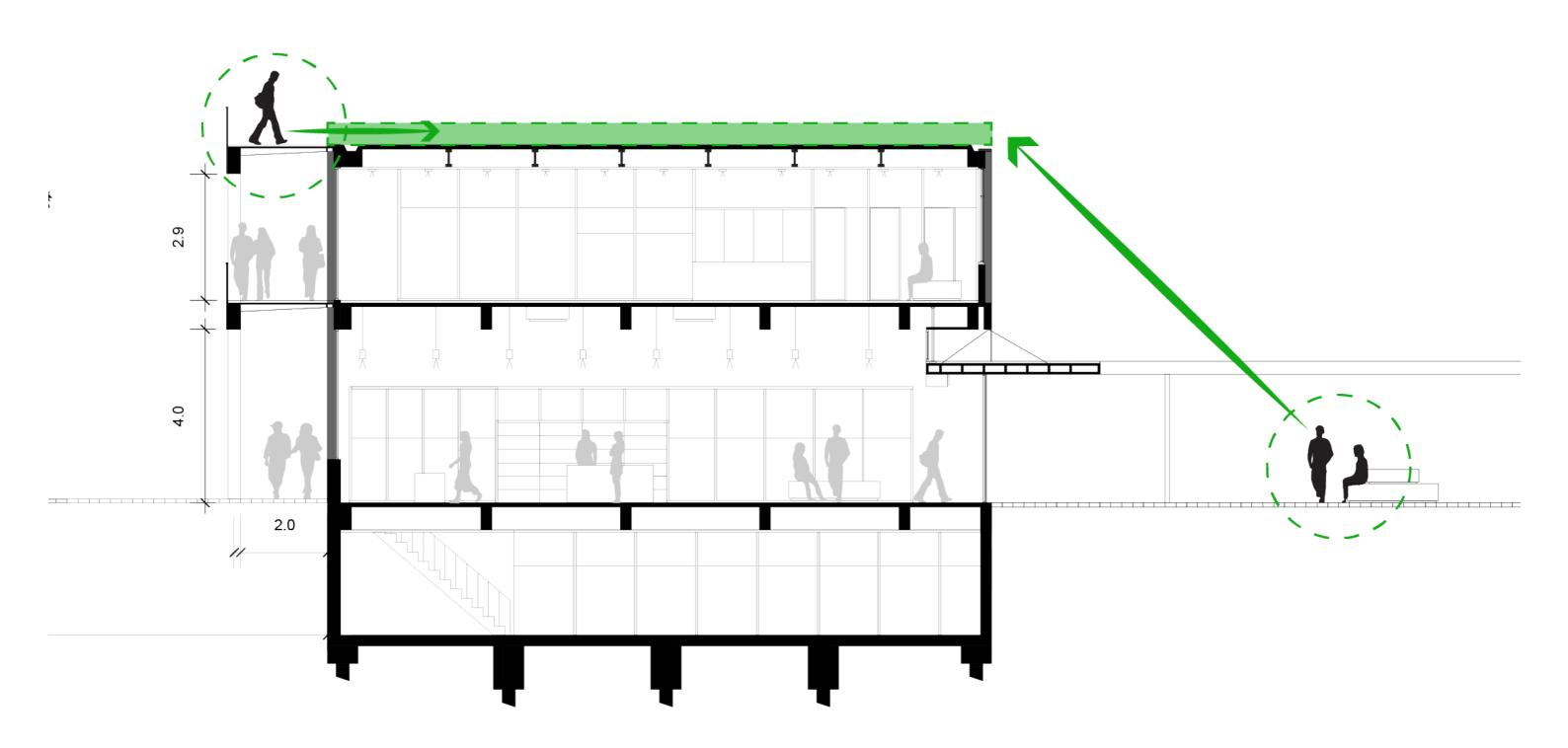
# 8. Improve View of the Roof

#### Connecting Green

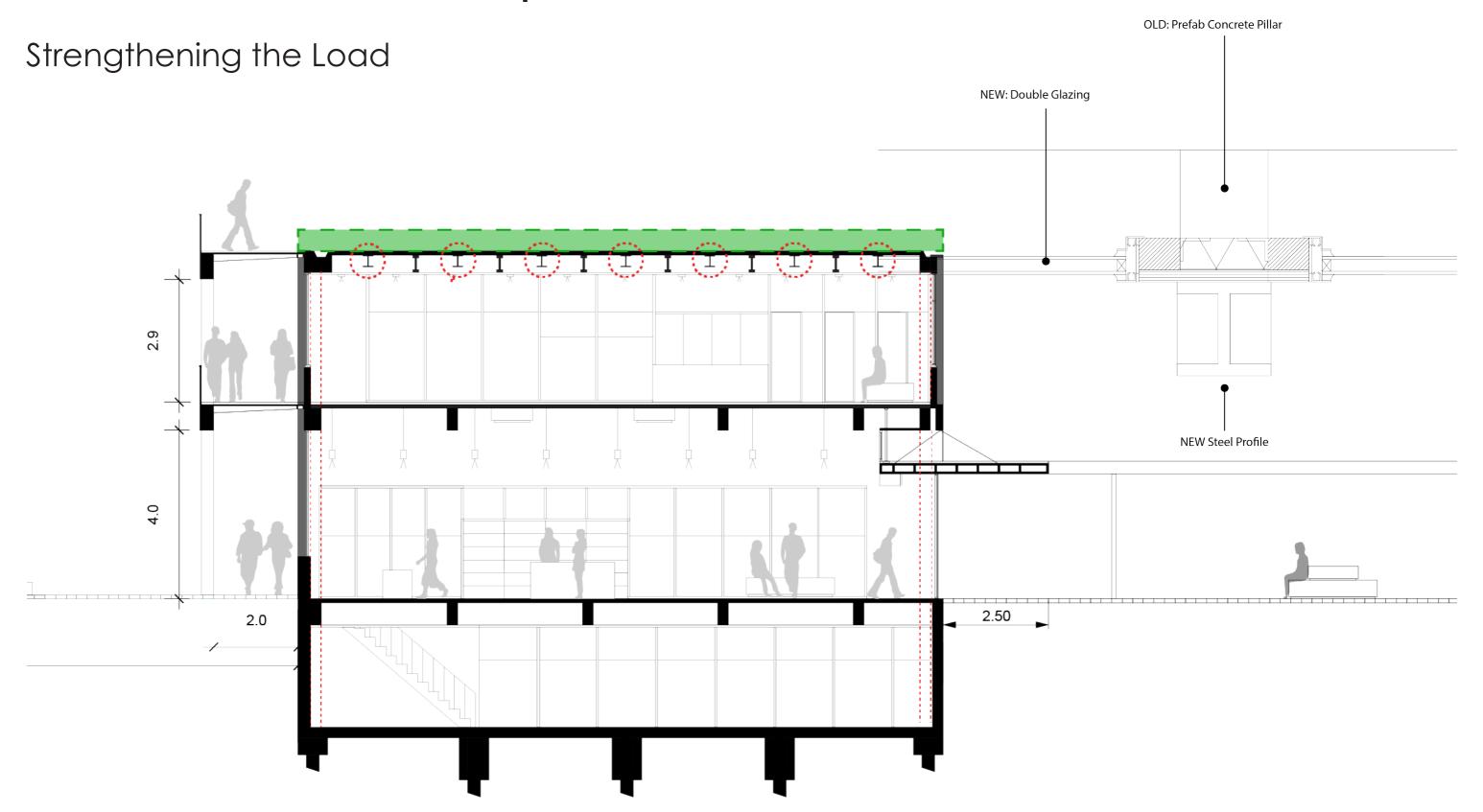


# 9. Green Rooftop Terrace

Lure people from the promenade to the back street



# 9. Green Rooftop Terrace



# 10. Stimulate Movement

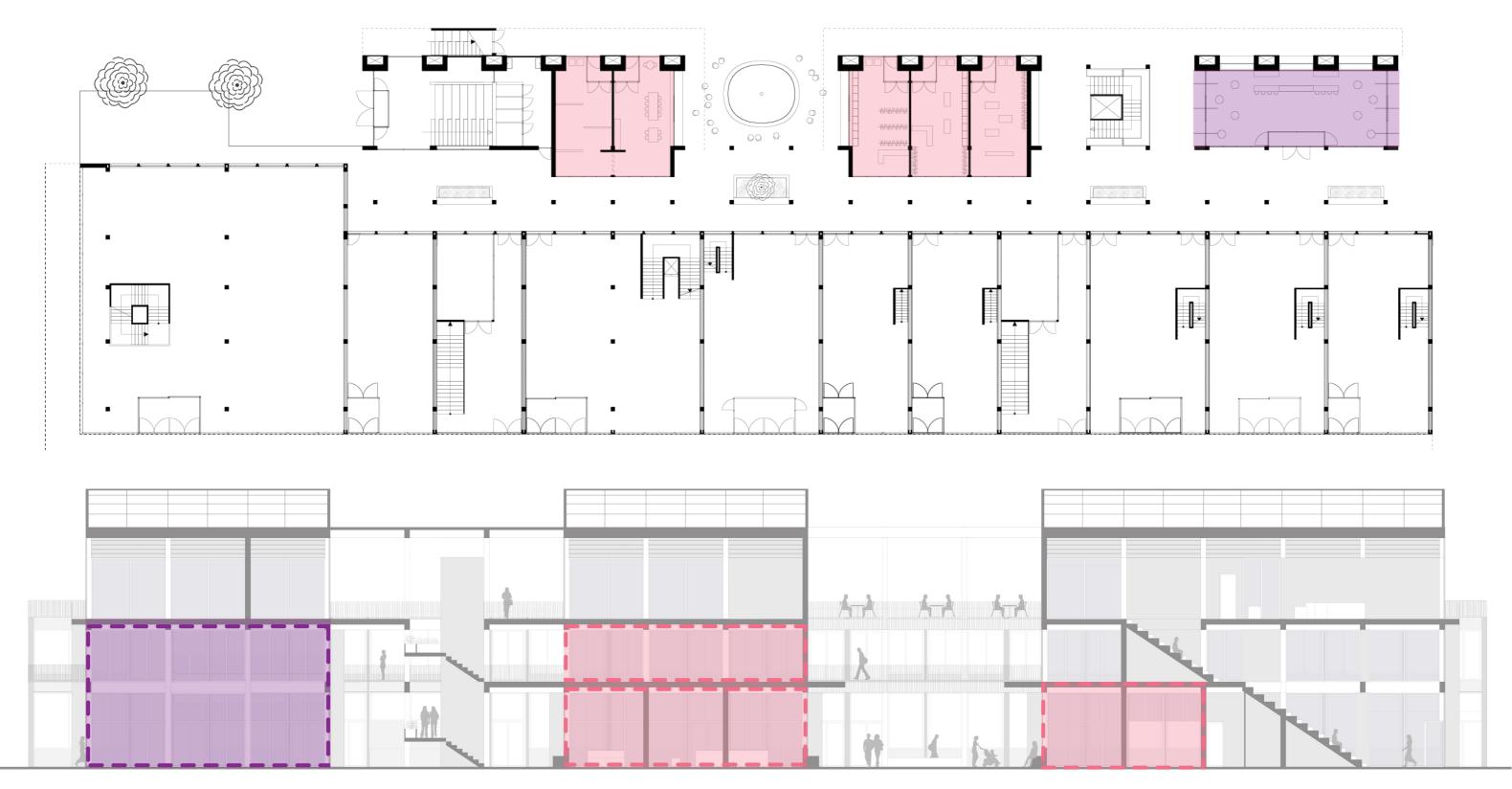
#### An Attractive Programme



# 11. A Flexible Construction

# Construction Materials 4.0 2.0 7.0

## 12. Ground Floor

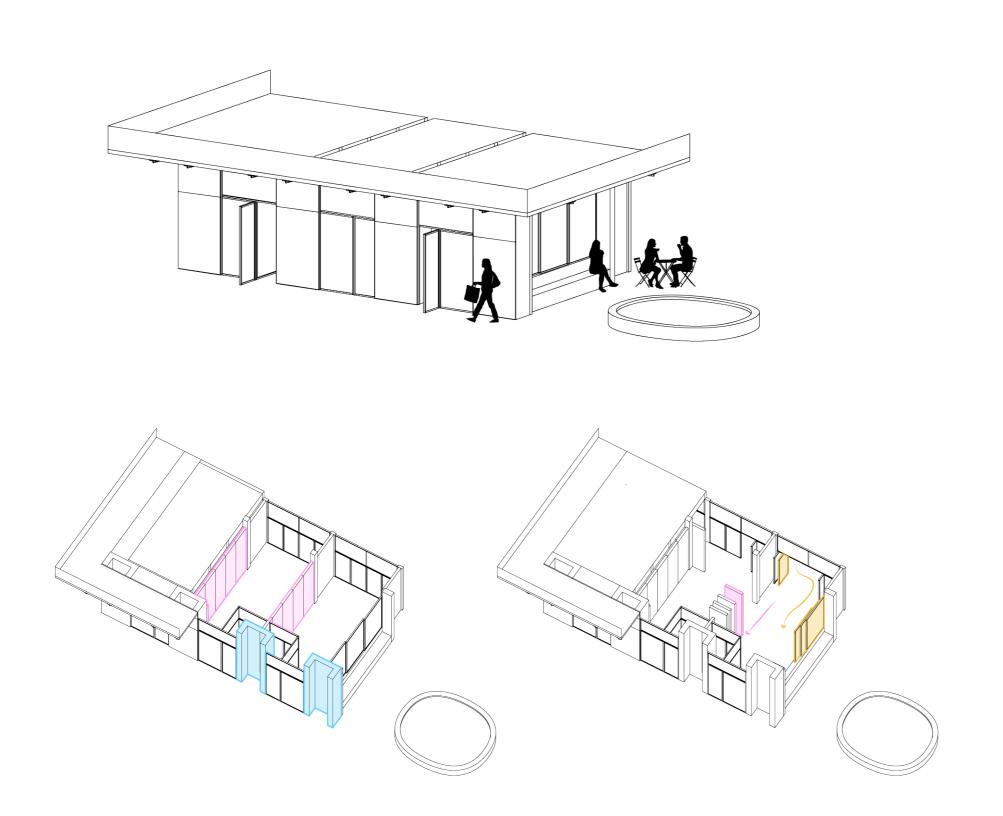


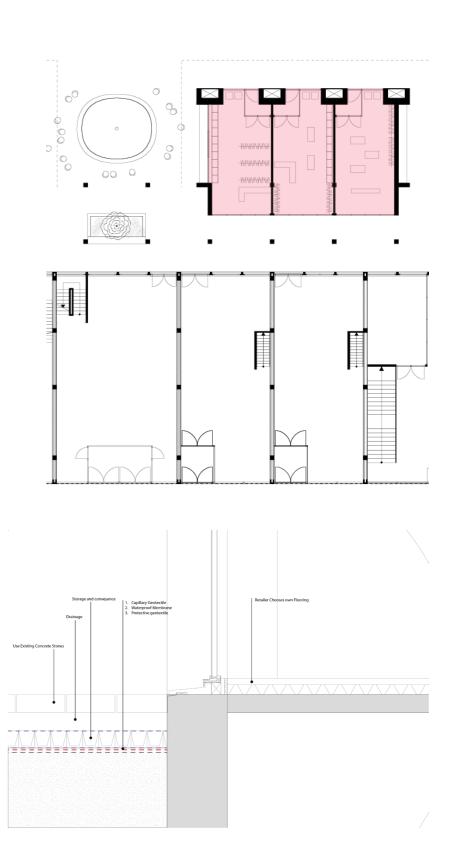
**Event Space** 

Pop up Store/ Work Studio Pop up Store/ Work Studio

# 12. Ground Floor - Shops

#### Fist Floor

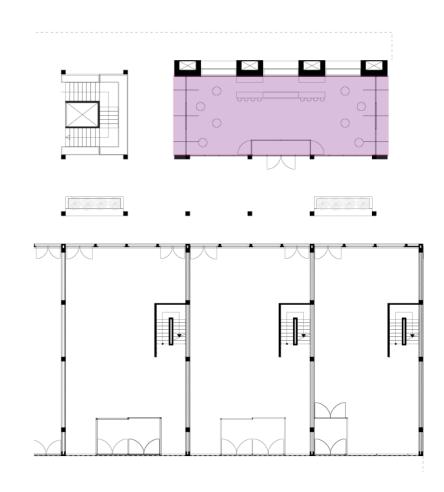




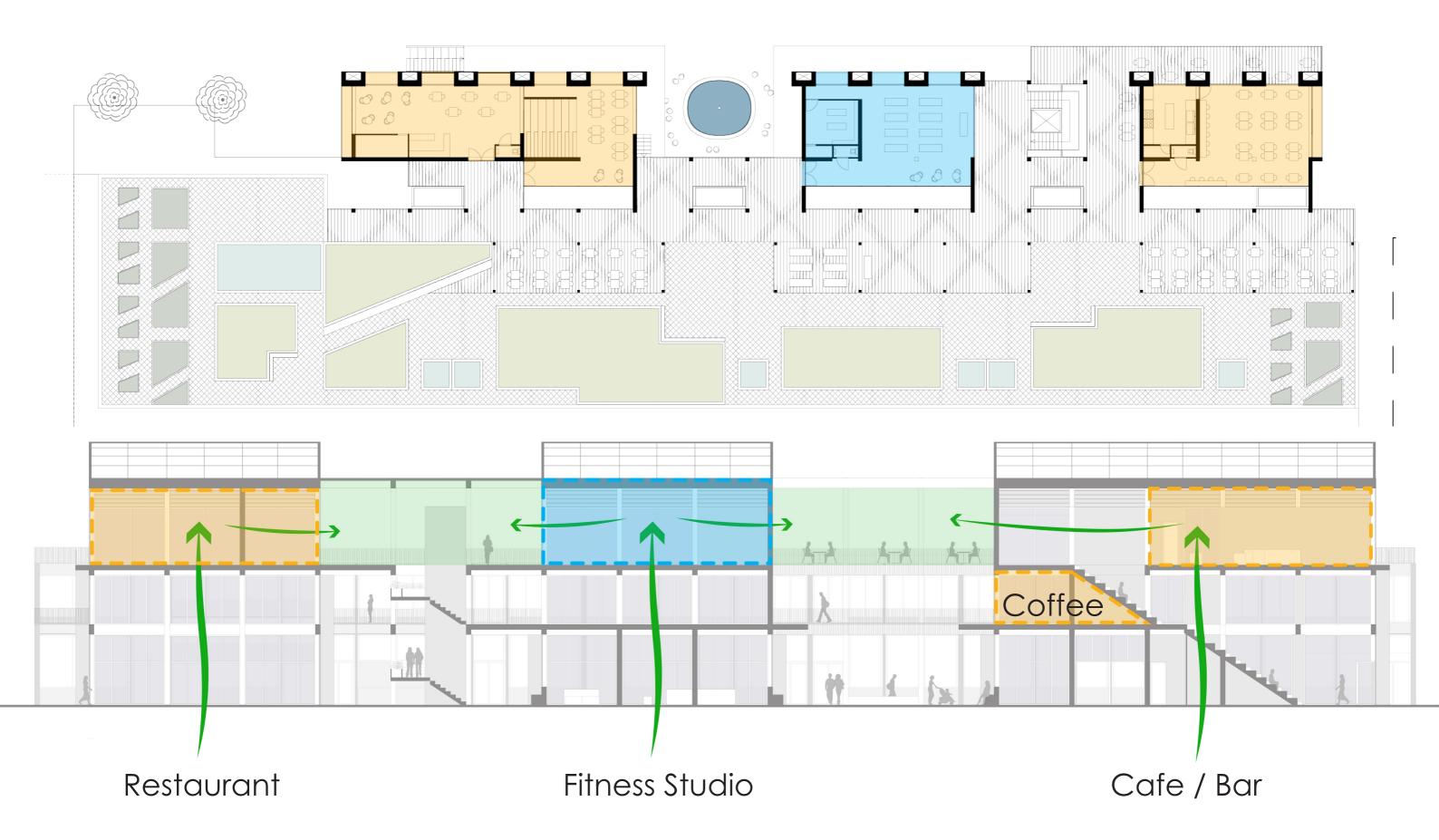
# 12. Ground Floor - Event Space

#### Fist Floor



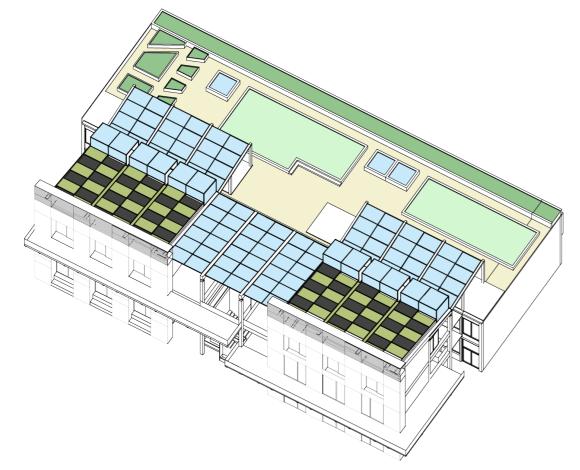


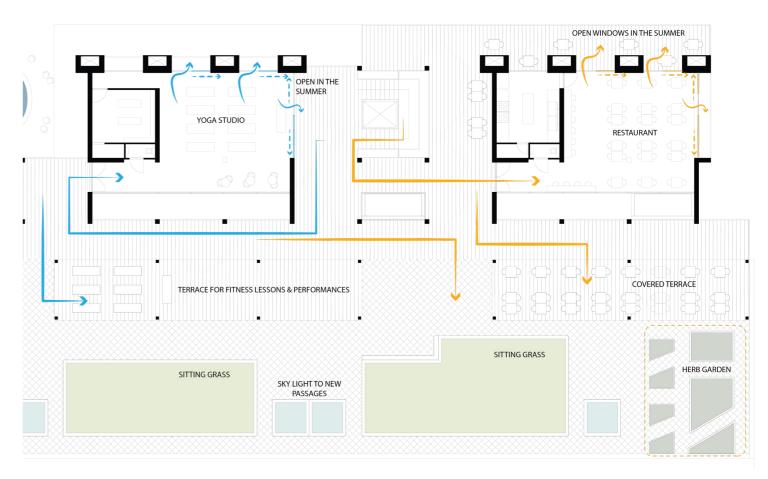
# 13. 2nd Floor



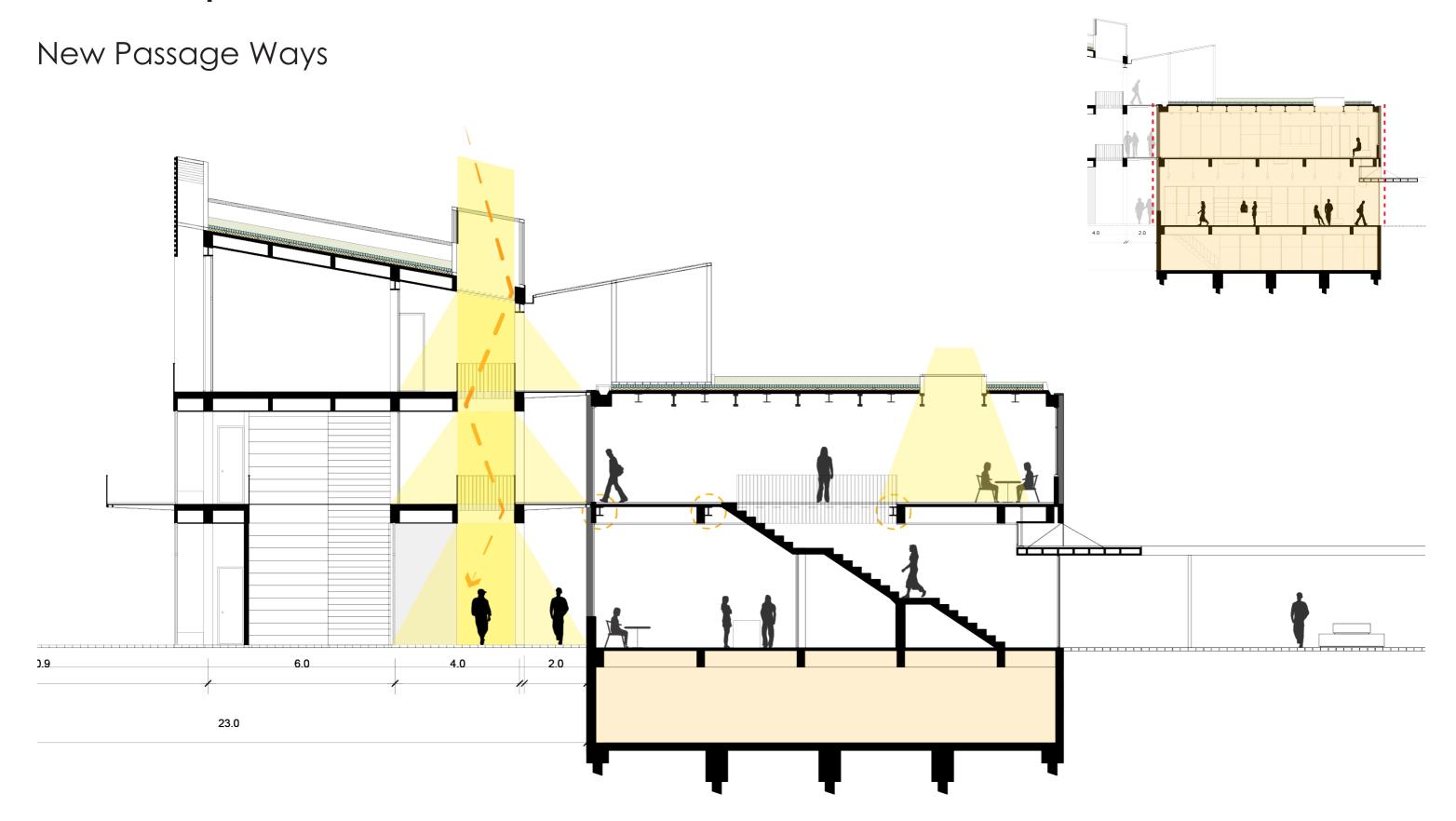
# 13. 2nd Floor - Restaurant & Studio Space





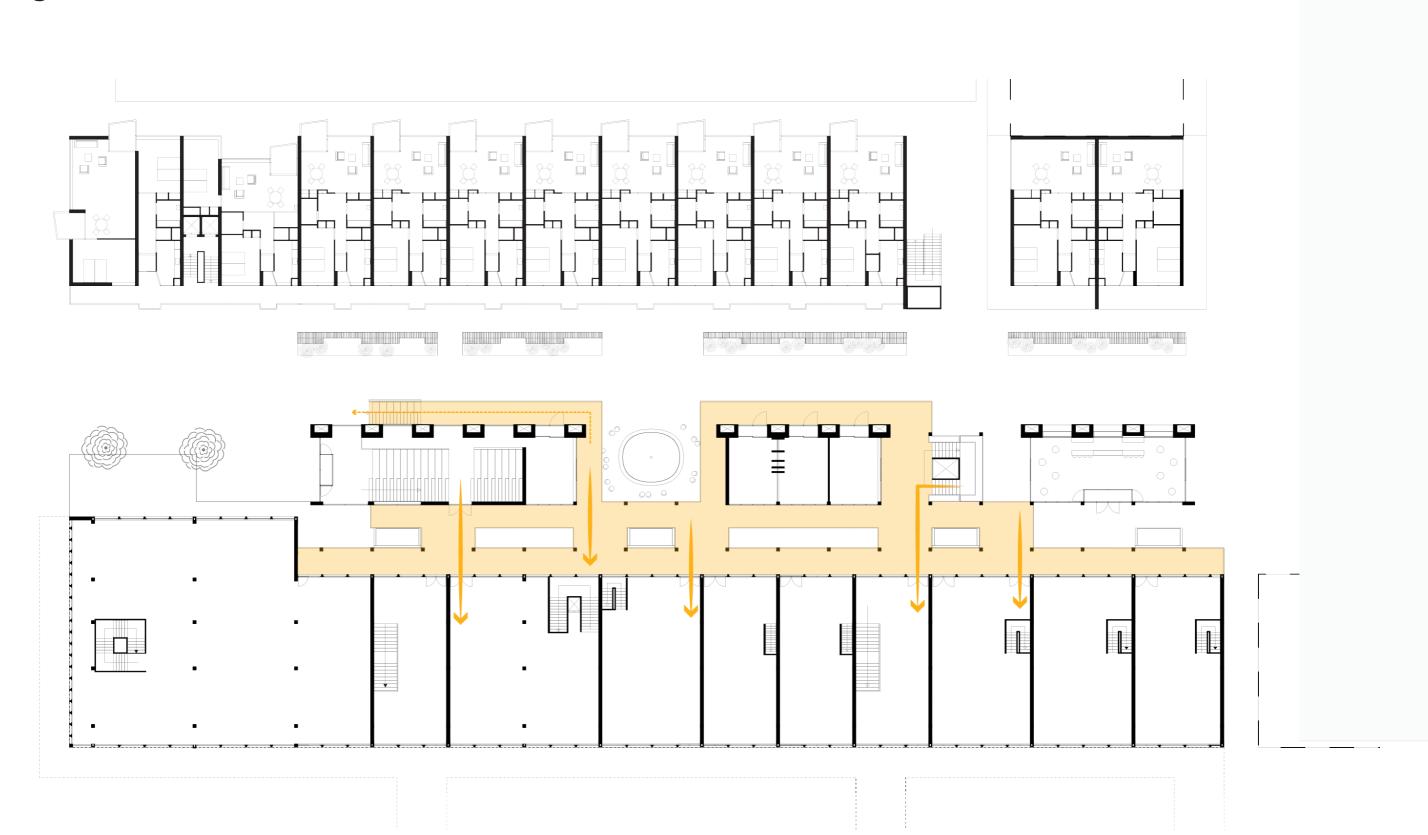


# 14. Experience Routes



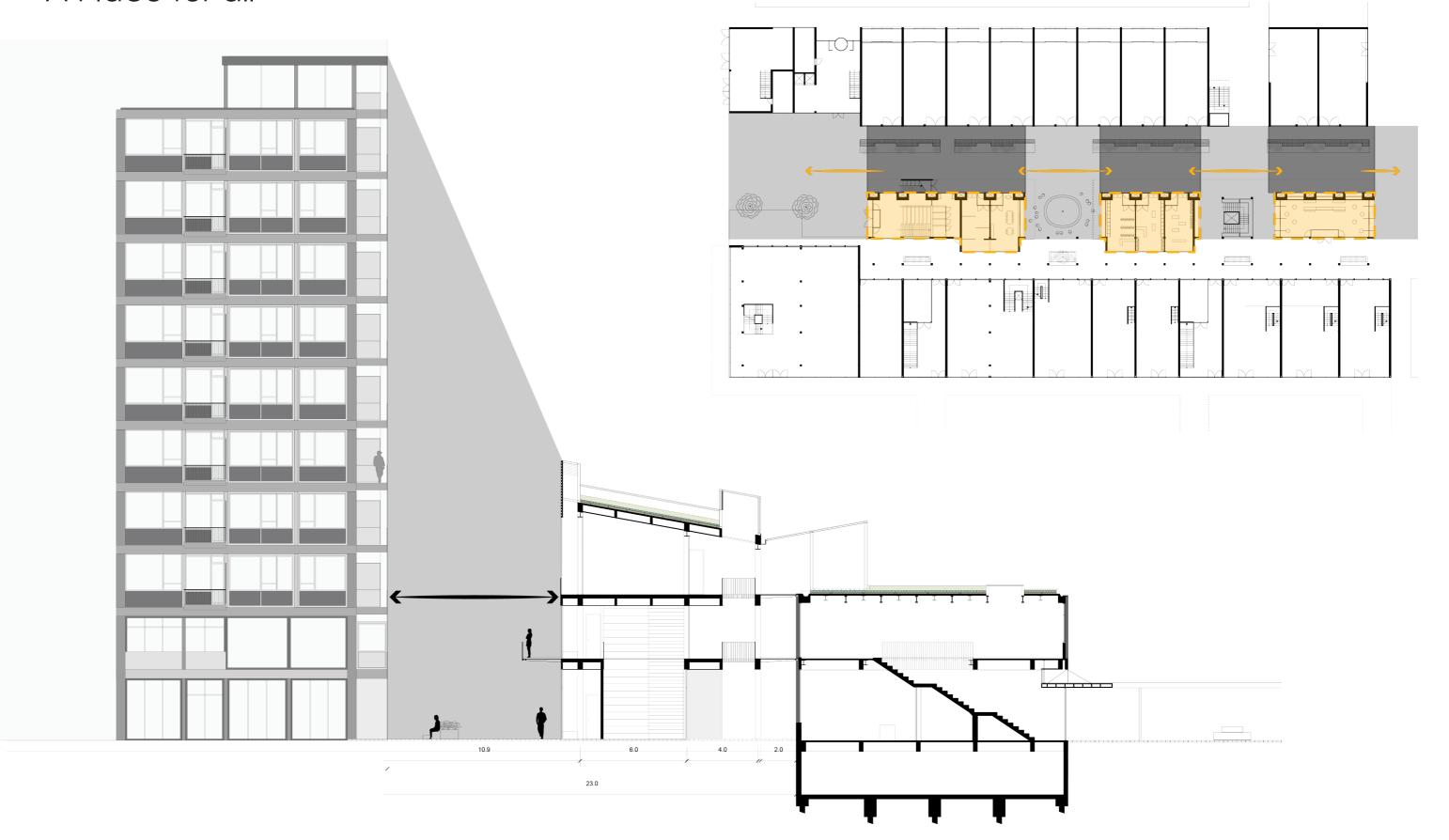
### 14. Experience Routes

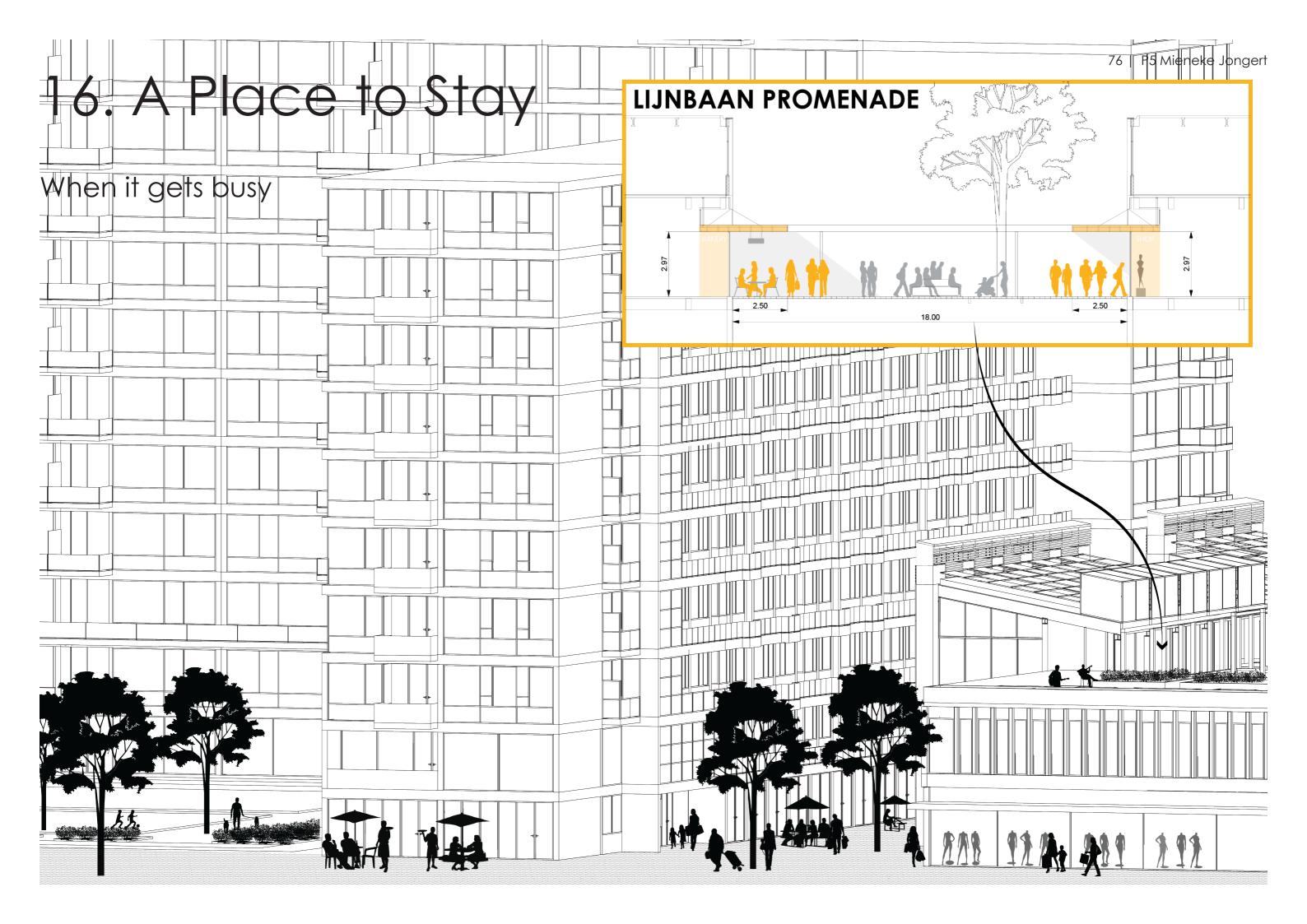
Letting Light in

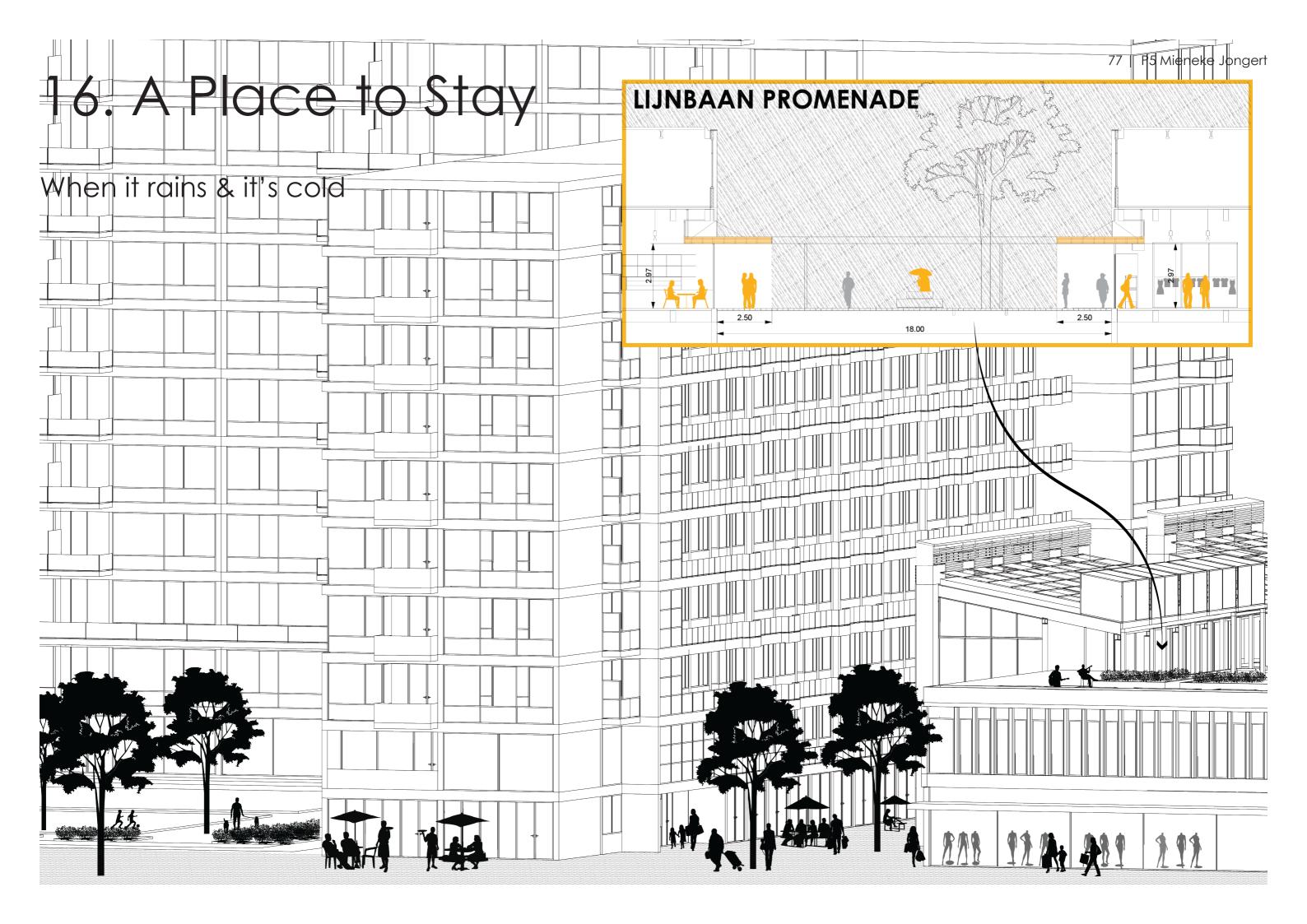


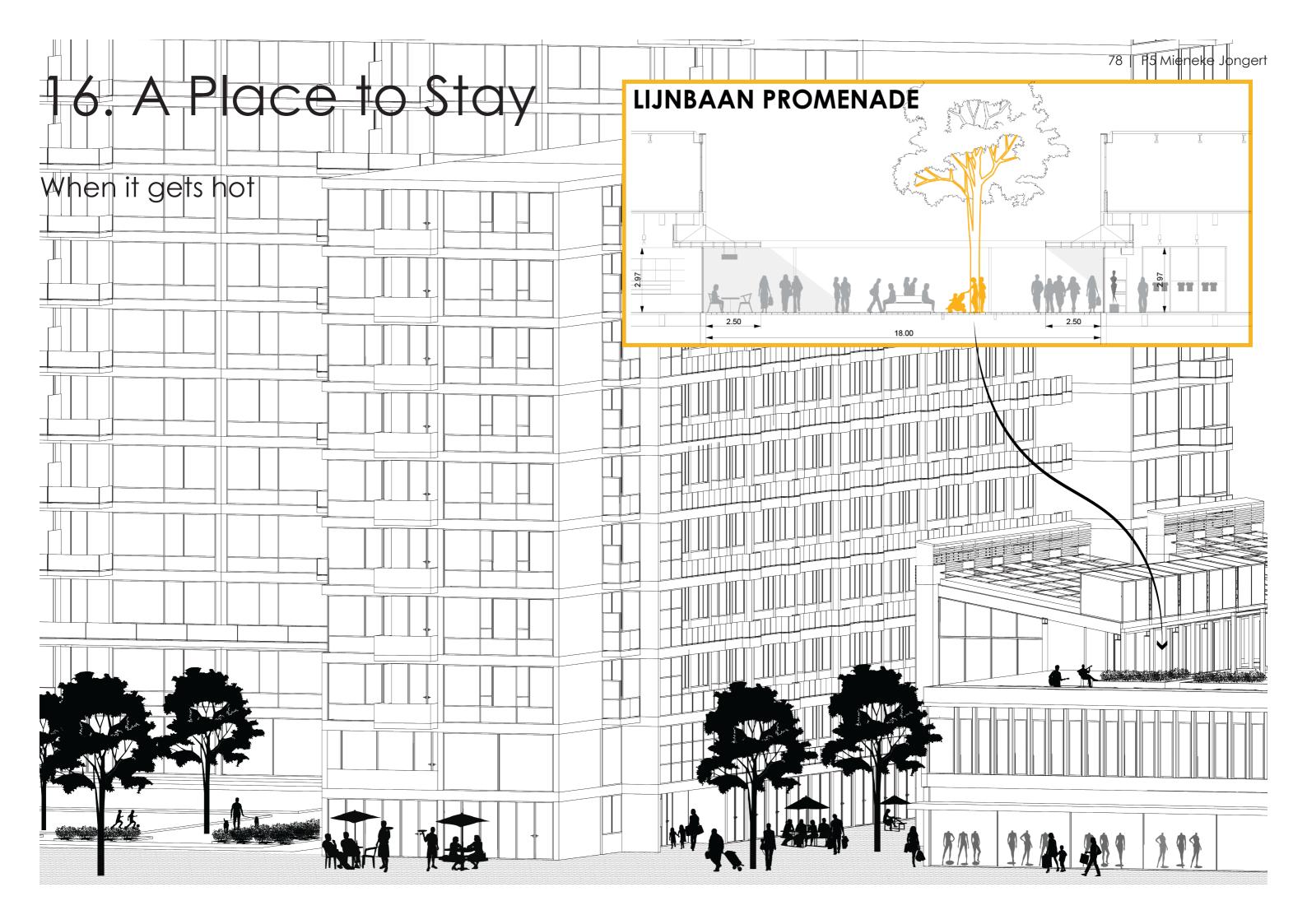
### 15. The Street

A Place for all

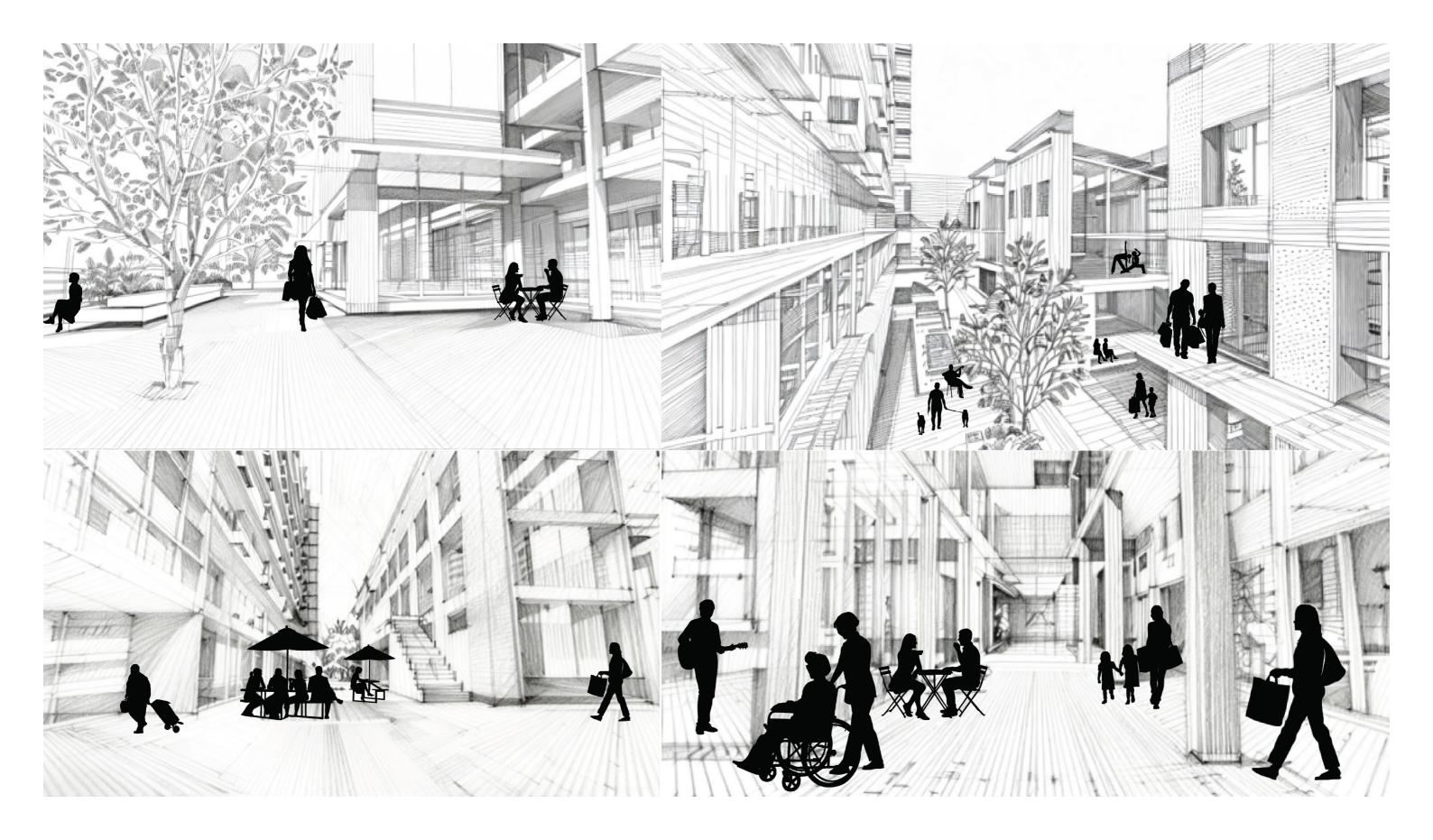


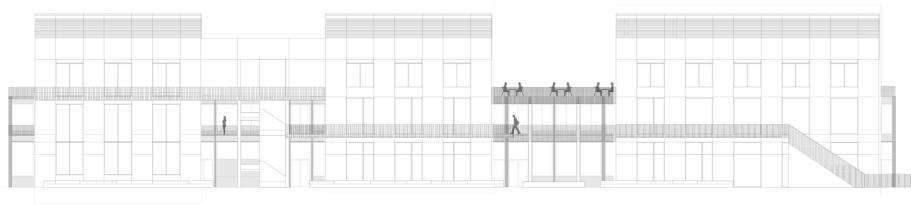






# 16. A Place to Stay









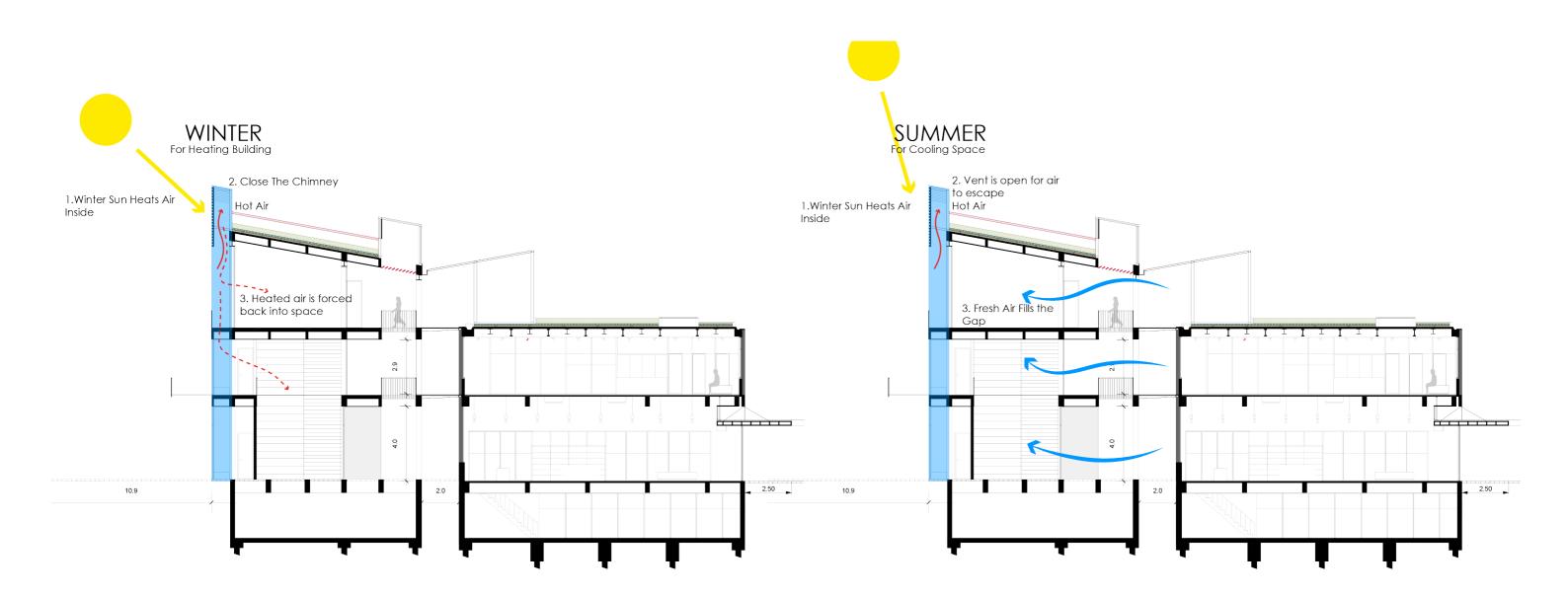






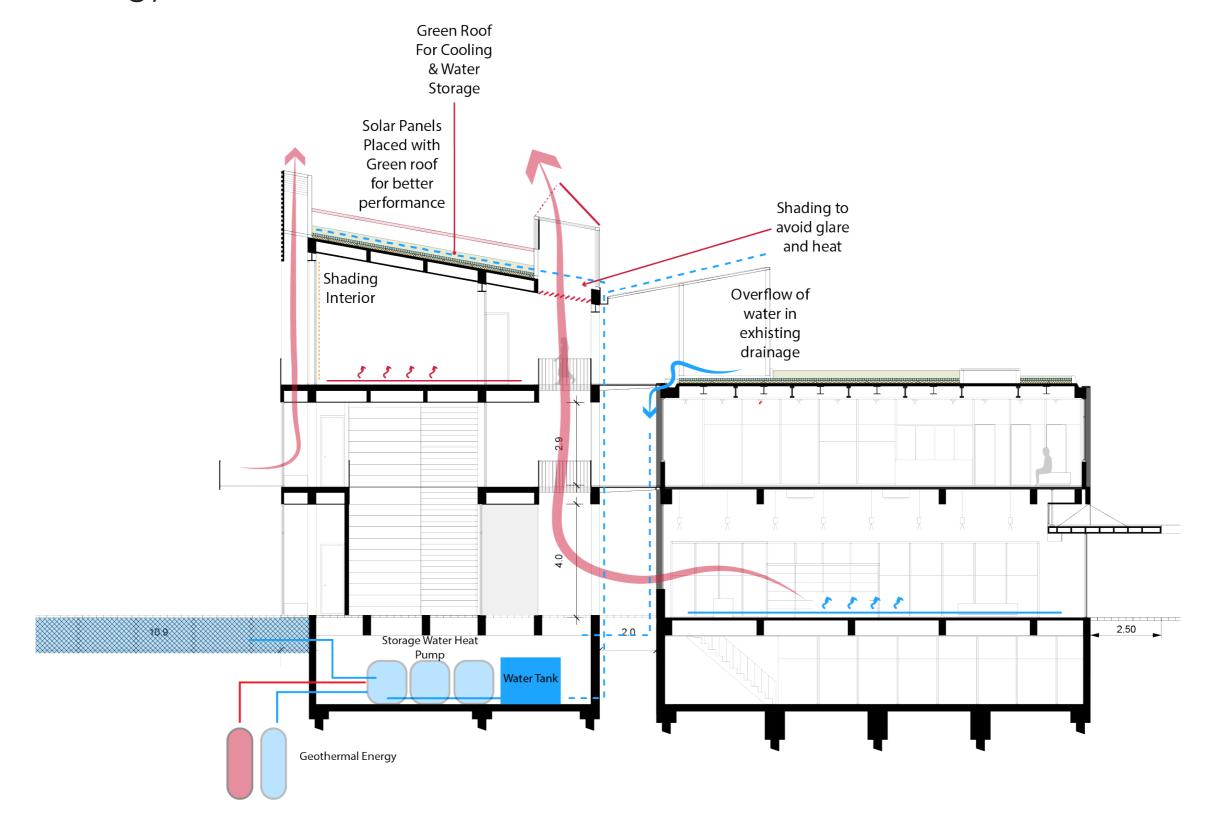
### 17. Extreme Weather

#### Solar Chimney

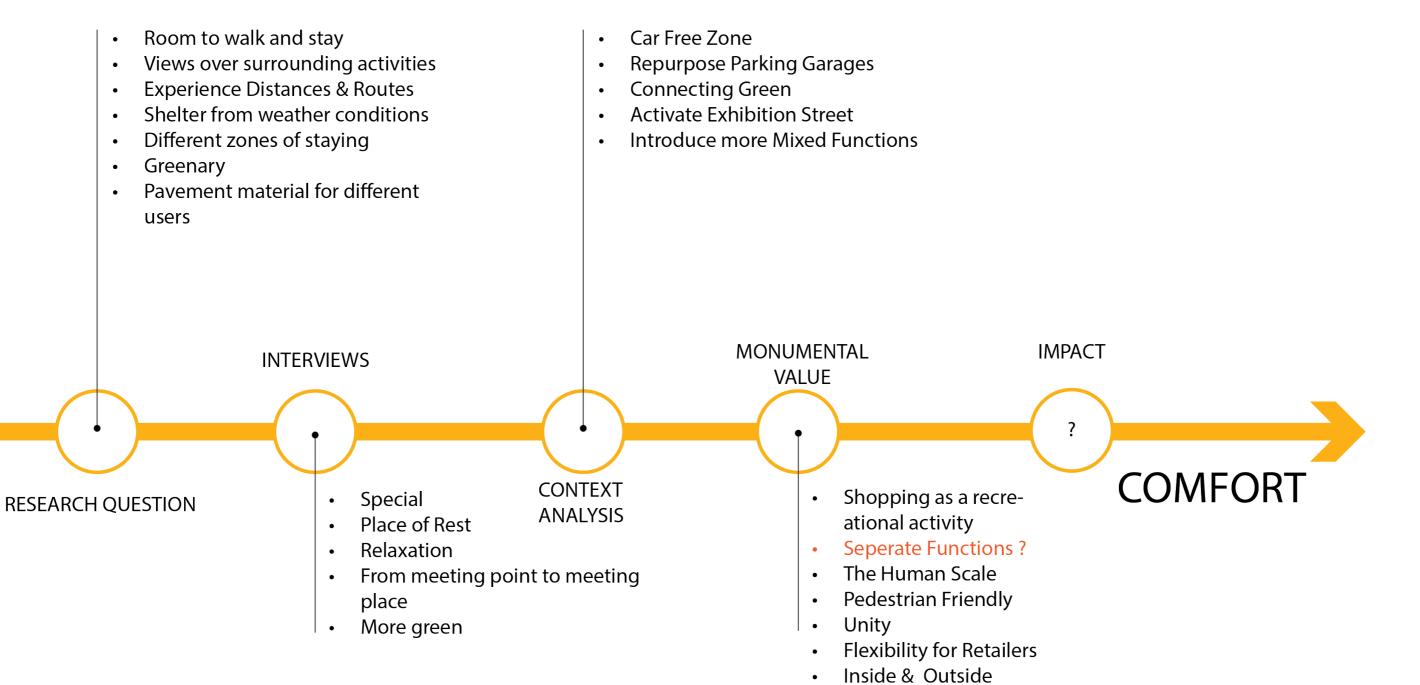


#### 17. Extreme Weather

Sustainable Energy Source & Ventilation

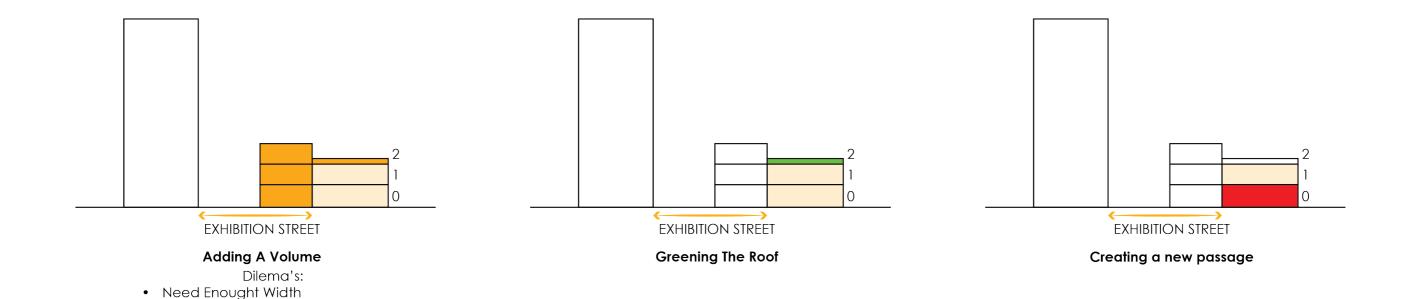


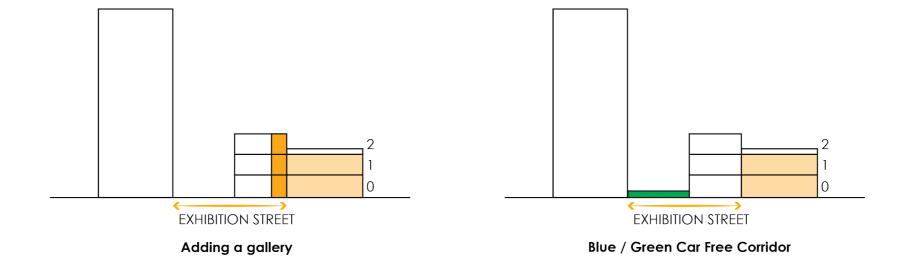
### Research to Design Ambition



Open & Light

### Impact - Flexibility & Scalability

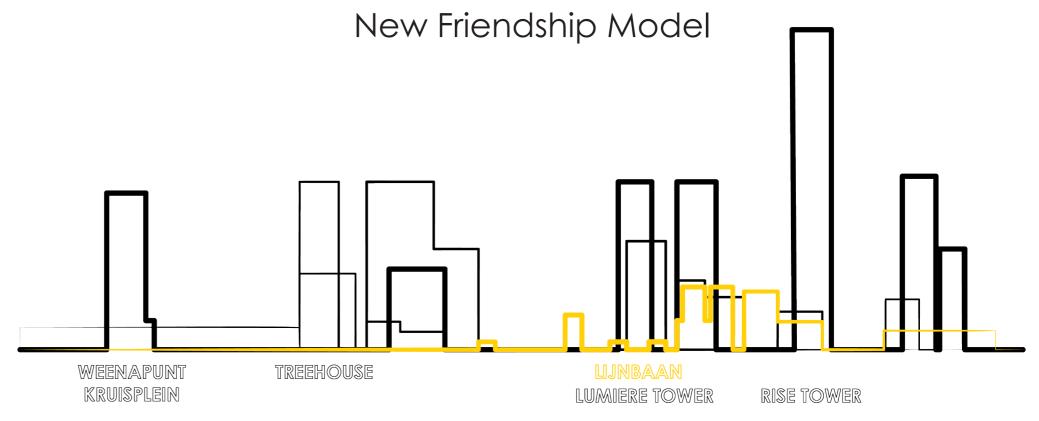




## Impact - Flexibility & Scalability

Different Dimensioned Logistical Streets













## Impact - Flexibility & Scalability



