

WHAT DOES COMFORT MEAN FOR THE FUTURE SHOPPING CENTER?

Mieneke Jongert
P5 Presentation

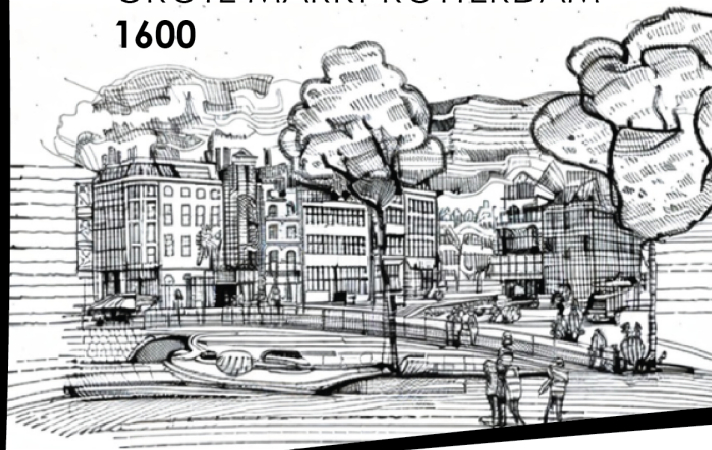


The Mall as a Public Space



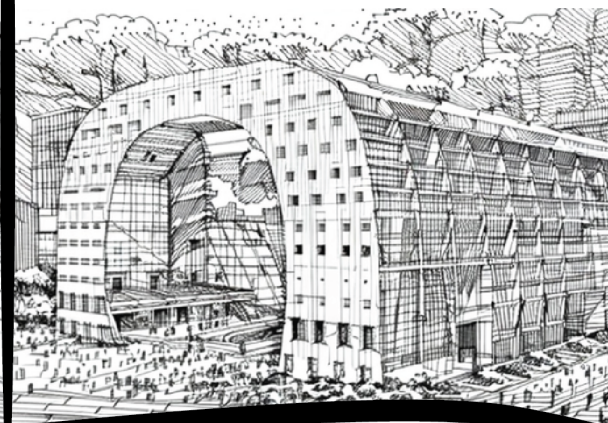
The Mall as a Public Space

GROTE MARKT ROTTERDAM
1600



TRADING GOODS & SERVICES

MARKT HALL ROTTERDAM
2014



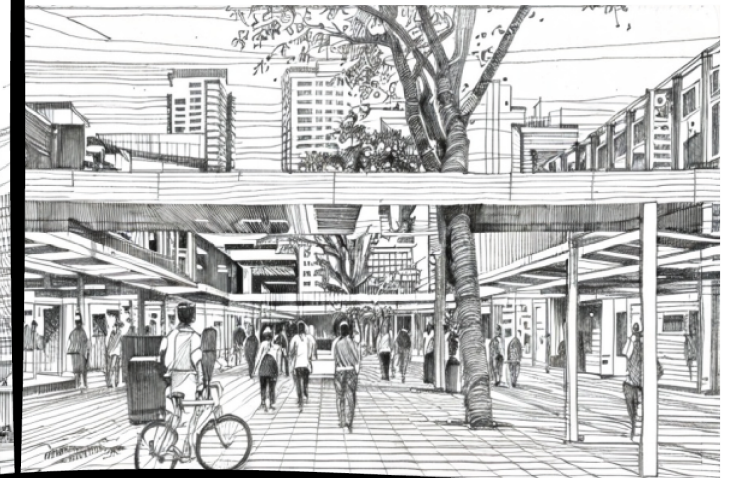
FOOD MARKET & LIVING

BIJENKORF ROTTERDAM
1956



DEPARTMENT STORES

THE LIJNBAAN ROTTERDAM
1953



SHOPPING CENTER

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



The Lijnbaan, Rotterdam, 1960

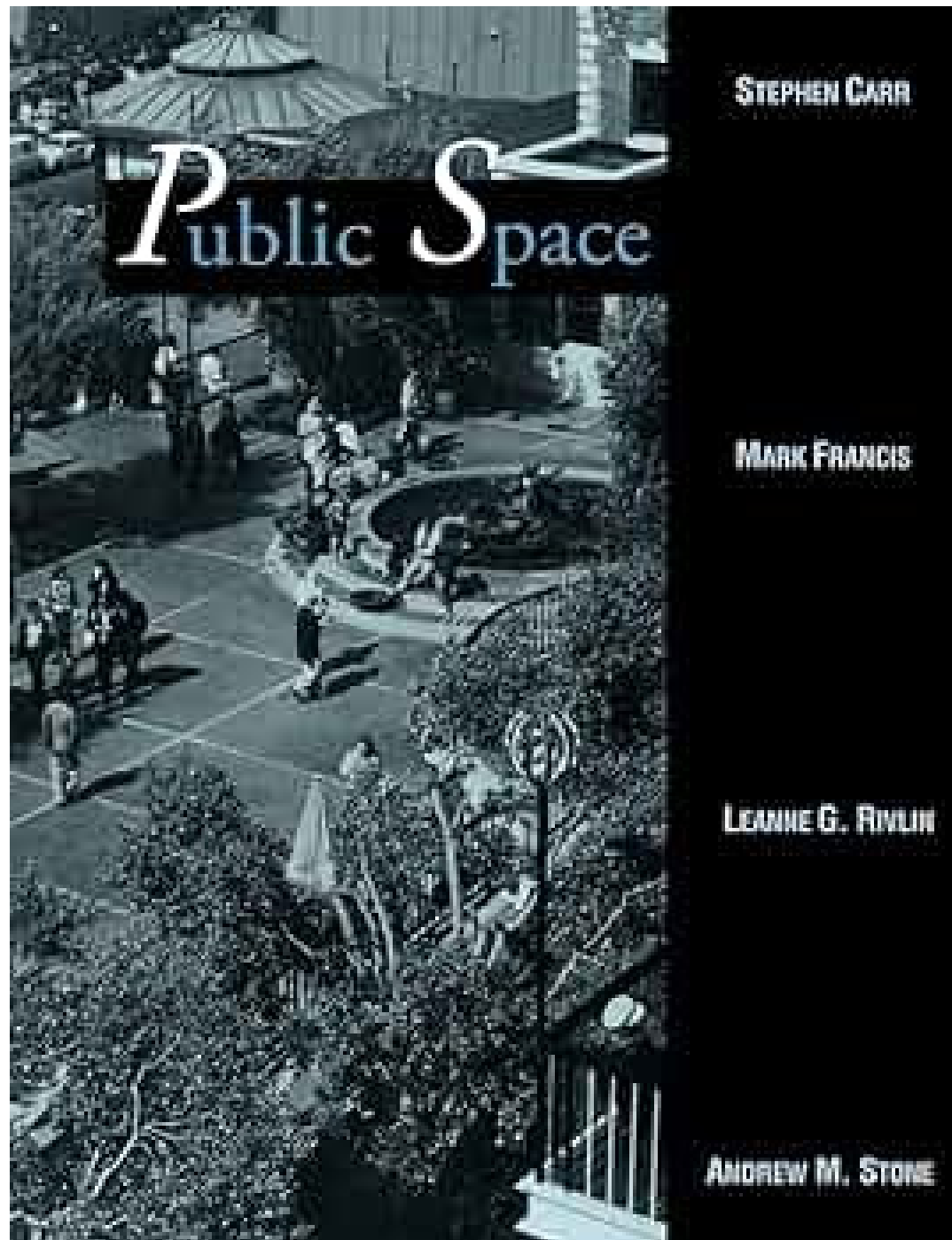


The Lijnbaan, Rotterdam, 2023

RESEARCH

Theoretical Framework

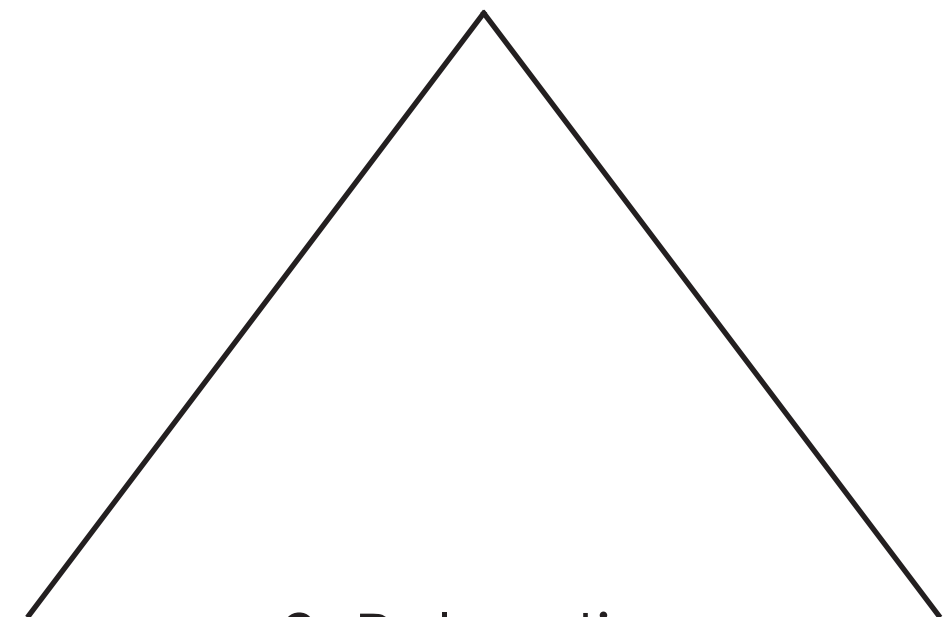
Stephan Carr, Public Space



5 Types of needs in Public Space

1. Comfort

Food & Drink, Shelter, Place of Rest



2. Relaxation

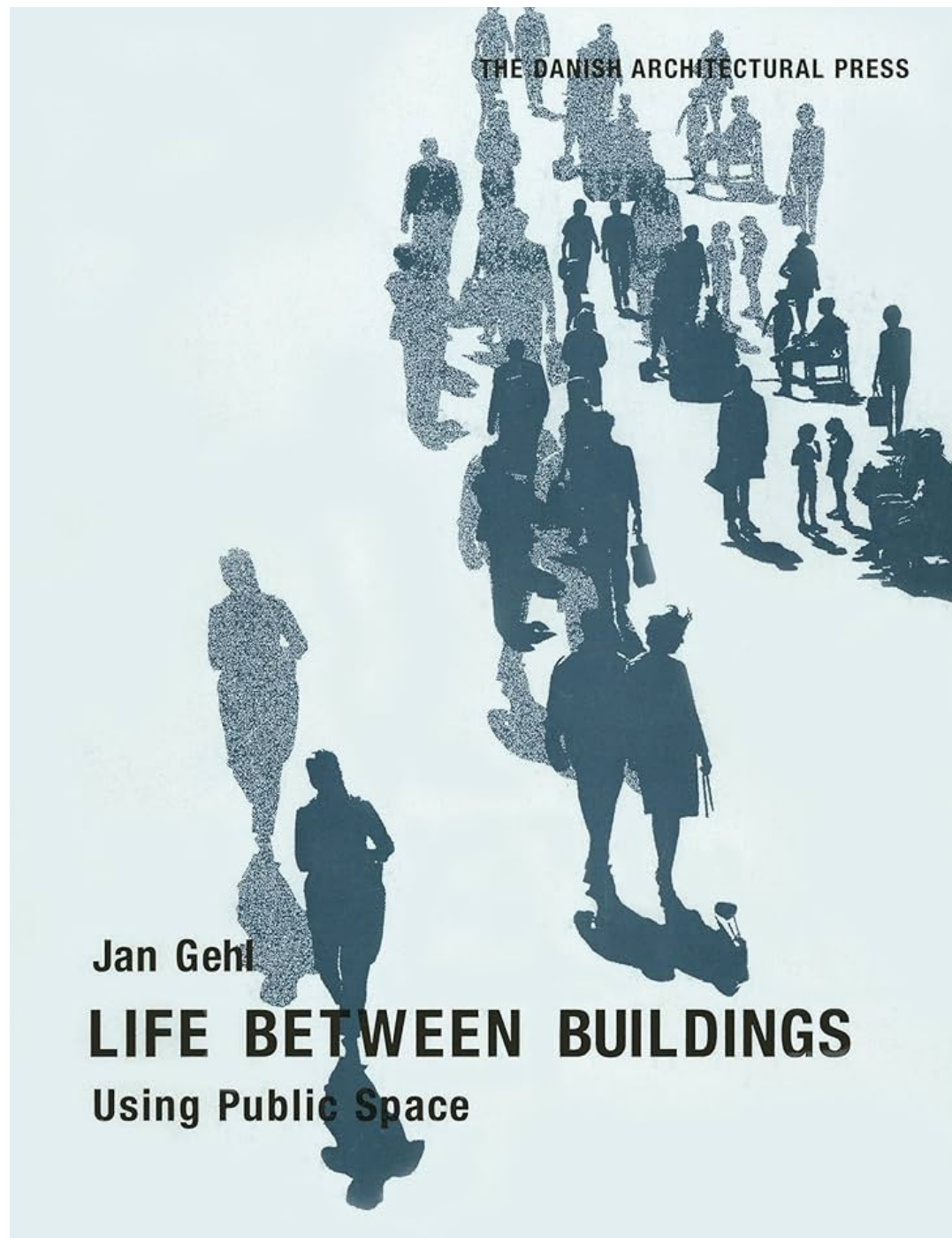
3. Passive Engagement

4. Active Engagement

5. Discovery

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**”

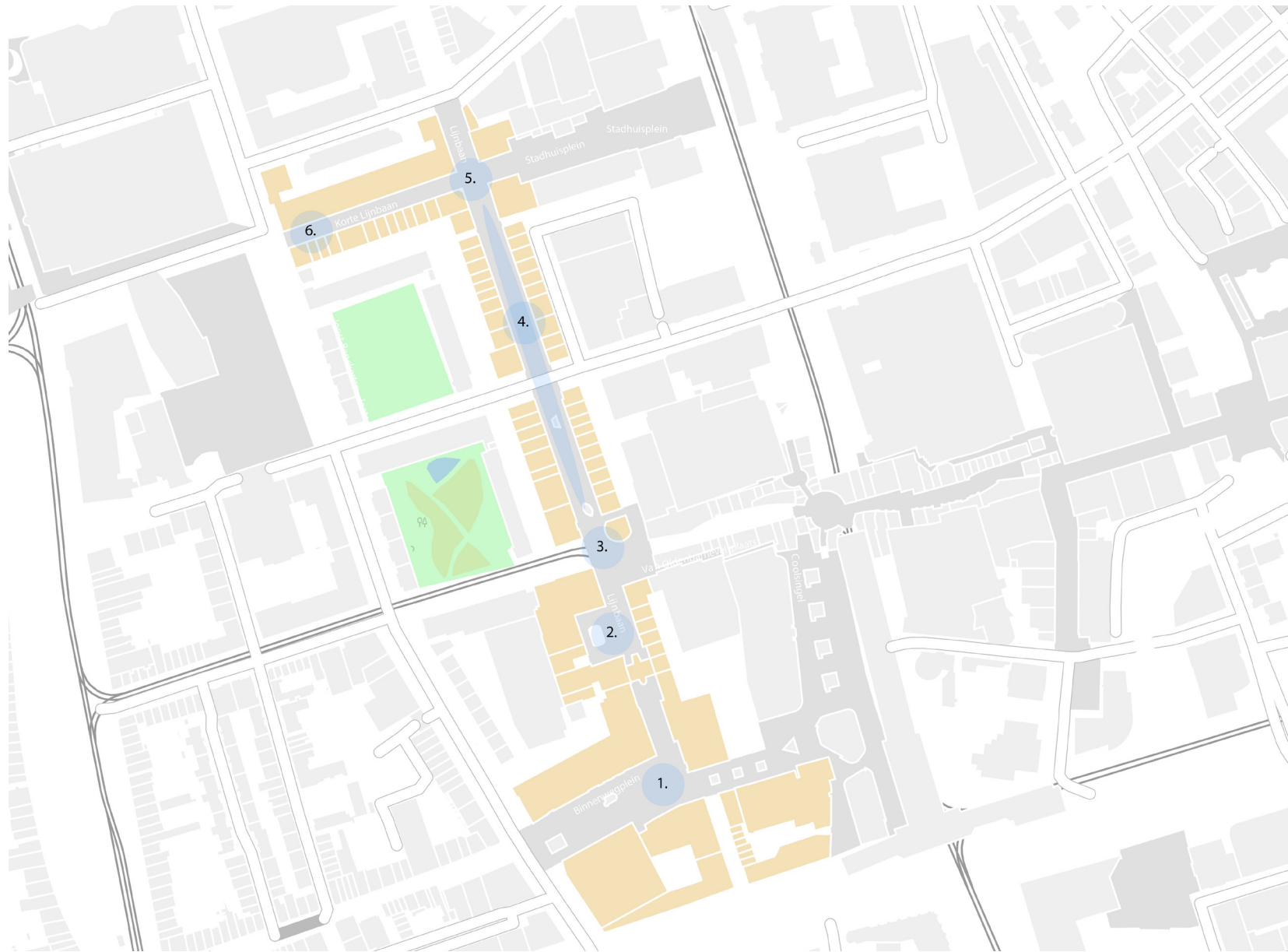
- Prus & Dawson, 1991

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	Irregular facades	Benches for resting every 100 meters
Differences in level		
Ramps rather than stairs		

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

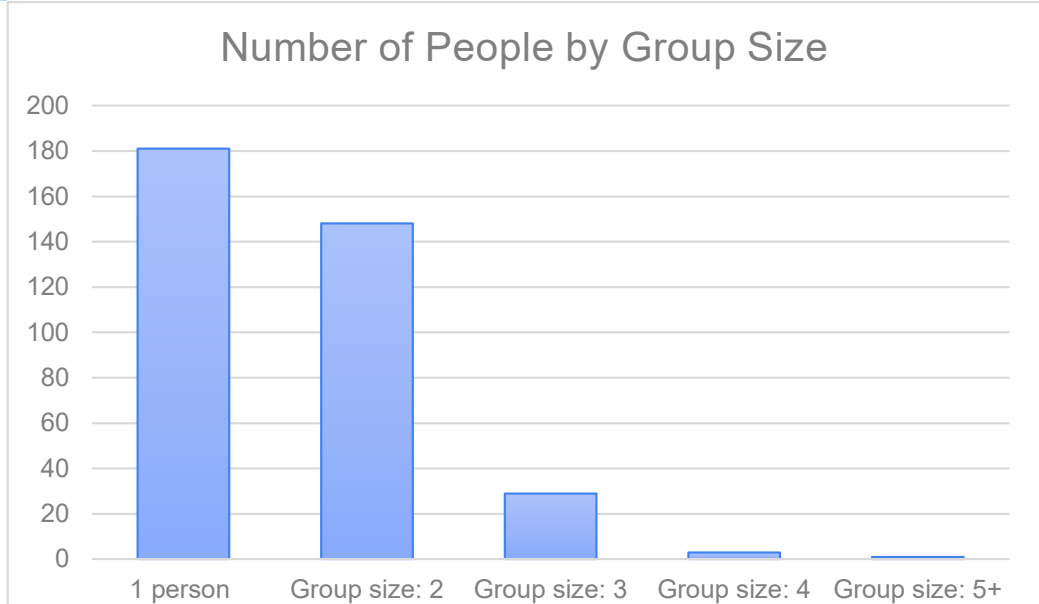


1. Binnenwegplein
2. Square next to G-Star store
3. Van Oldenbarneveltplaats
4. The Lijnbaan Promenade
5. Square between Korte Lijnbaan and Stadhuisplein
6. The Korte Lijnbaan



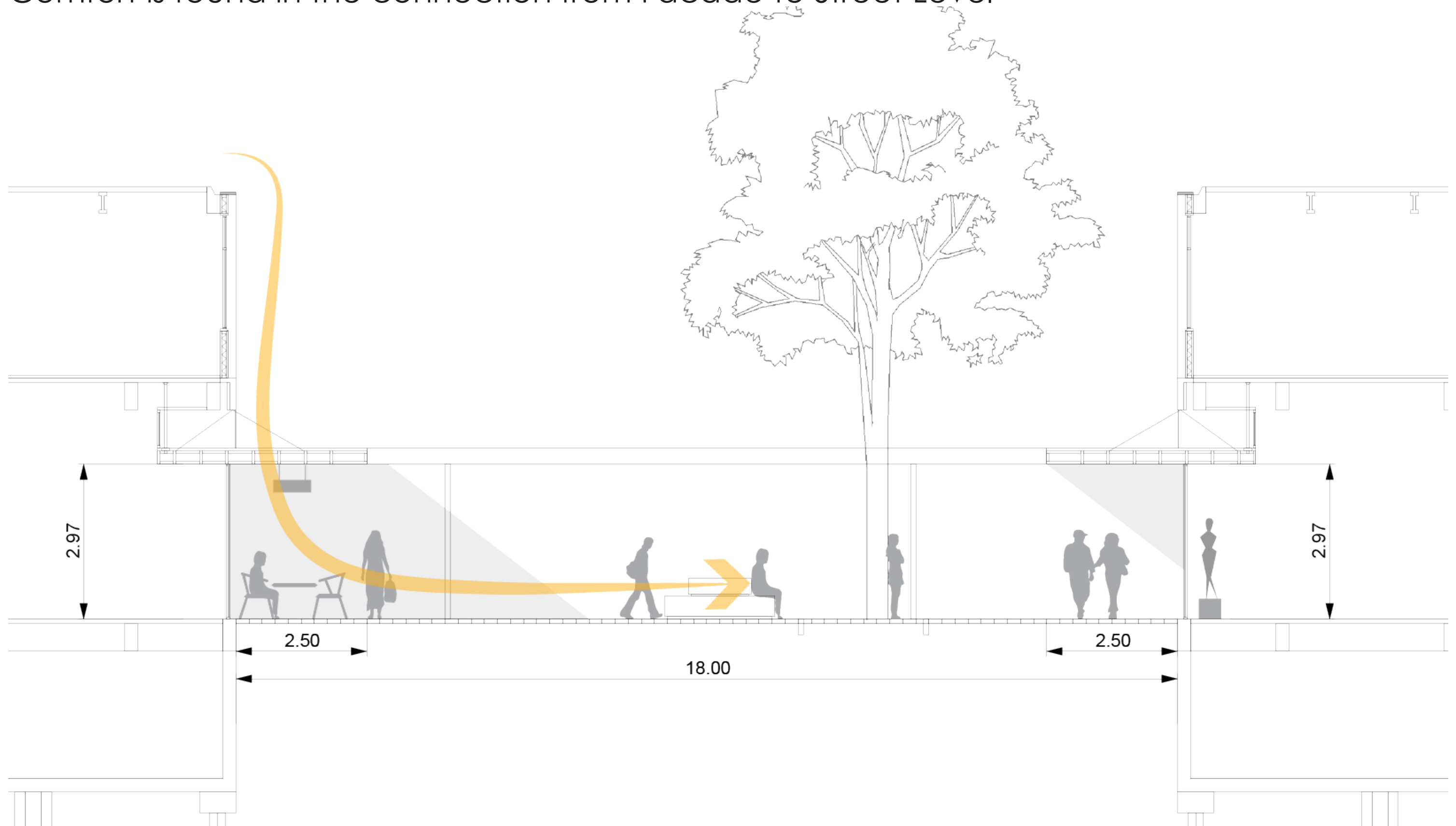
Man leaning against Tree, The Lijnbaan, 2023

Results

ON SITE OBSERVATION	ATTRIBUTES OF WALKING (GEHL, 2011)	REFERENCE												
PEOPLE WALKING UNDER CANOPIES	WALKING DISTANCES													
ON SITE OBSERVATION	ATTRIBUTES OF WALKING (GEHL, 2011)	REFERENCE												
PEOPLE WALKING IN GROUPS OF 2/3	ROOM TO WALK	 <table><caption>Number of People by Group Size</caption><thead><tr><th>Group Size</th><th>Number of People</th></tr></thead><tbody><tr><td>1 person</td><td>180</td></tr><tr><td>Group size: 2</td><td>145</td></tr><tr><td>Group size: 3</td><td>30</td></tr><tr><td>Group size: 4</td><td>5</td></tr><tr><td>Group size: 5+</td><td>2</td></tr></tbody></table>	Group Size	Number of People	1 person	180	Group size: 2	145	Group size: 3	30	Group size: 4	5	Group size: 5+	2
Group Size	Number of People													
1 person	180													
Group size: 2	145													
Group size: 3	30													
Group size: 4	5													
Group size: 5+	2													

Research Conclusion

Comfort is found in the connection from Facade to Street Level



Research to Design Ambitions

- Room to walk and stay



RESEARCH QUESTION

COMFORT

Research to Design Ambition

- Room to walk and stay
- Views over surrounding activities



RESEARCH QUESTION

COMFORT

Research to Design Ambition

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



RESEARCH QUESTION

COMFORT

Research to Design Ambition

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



RESEARCH QUESTION

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Research to Design Ambition

- Room to walk and stay
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- Different zones of staying



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- Greenary



RESEARCH QUESTION

COMFORT

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



RESEARCH QUESTION

COMFORT

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. ”

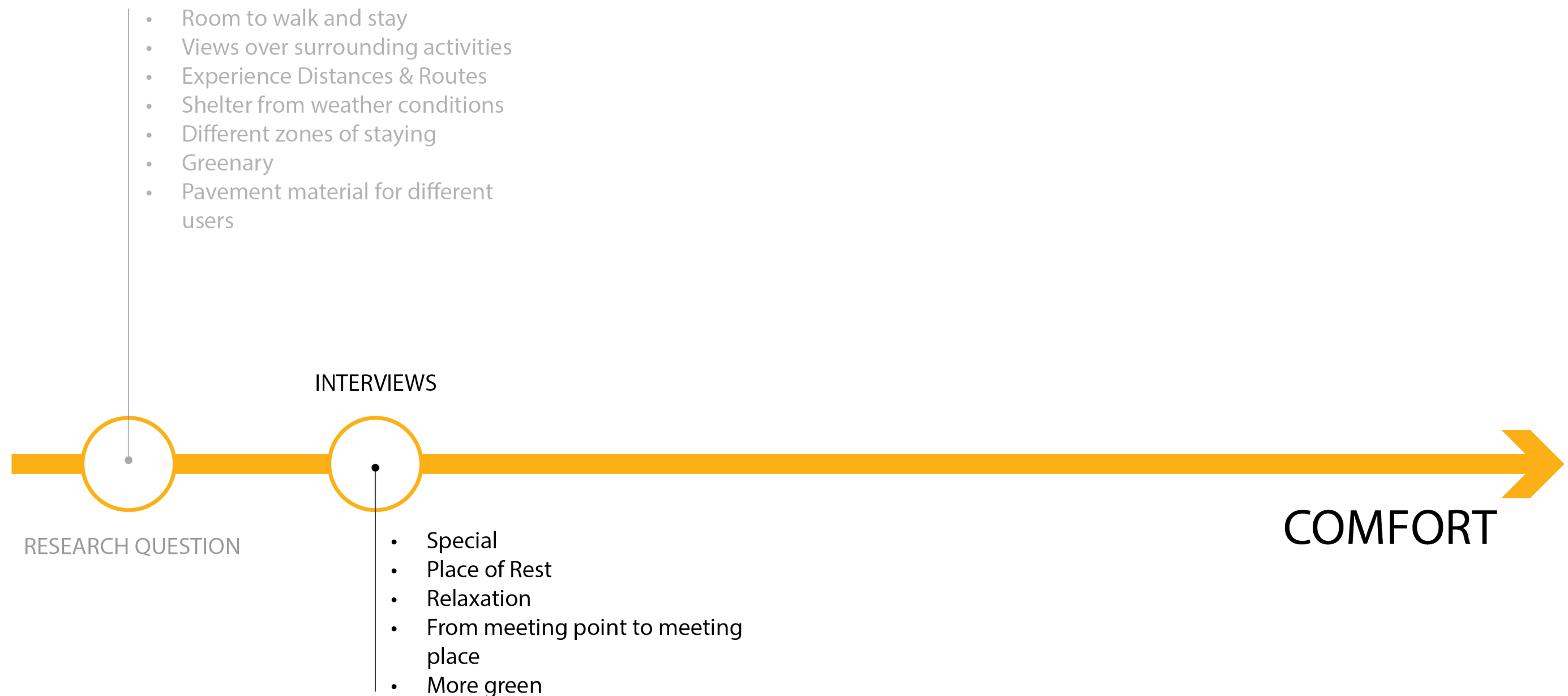
“I would not come here to spend time. **It is a meeting point but not a meeting place**. There are also **not enough benches** and the lijnbaan needs **more green**”

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

Research to Design Ambition



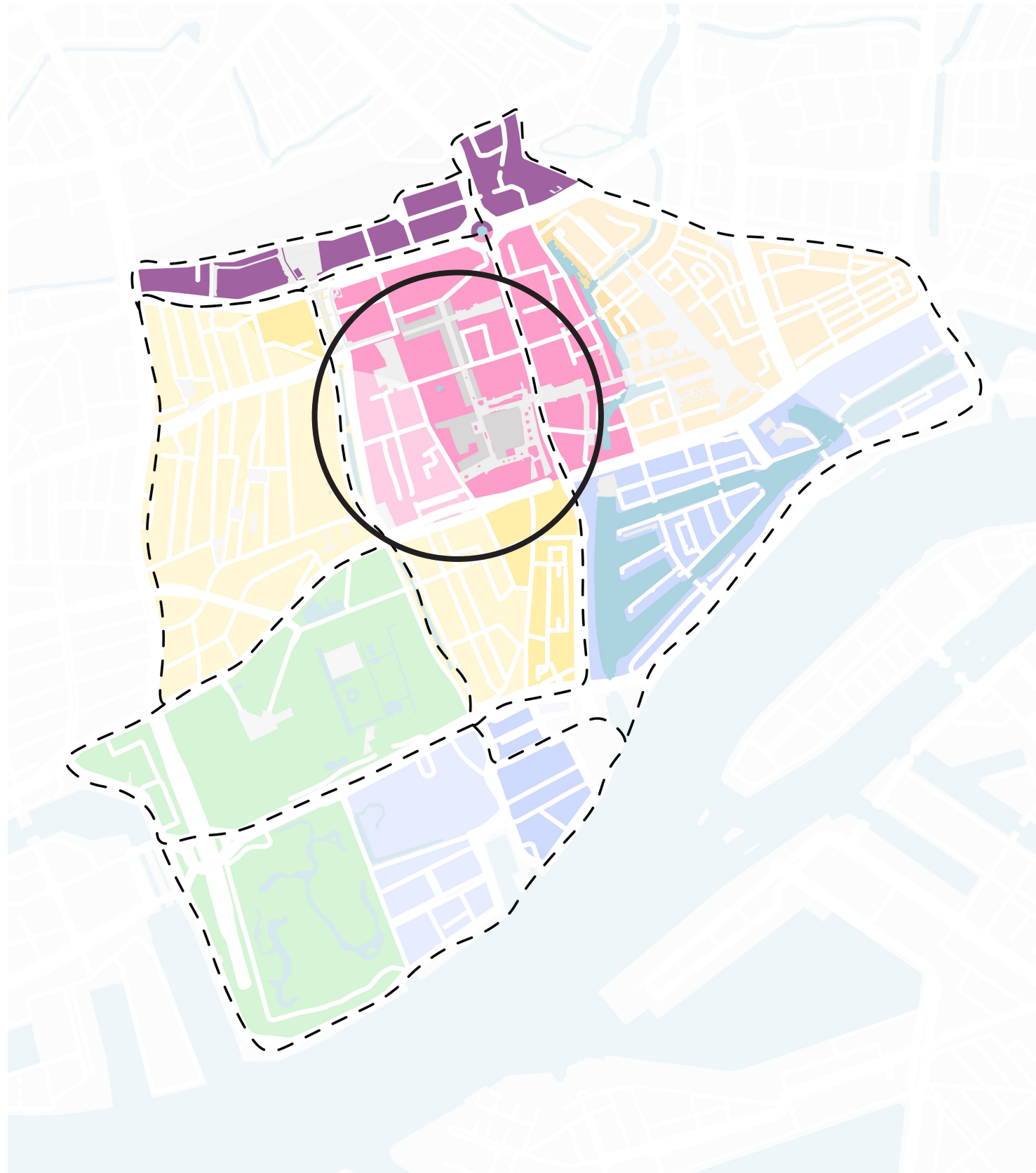
TO THE DESIGN

The Lijnbaan, Rotterdam

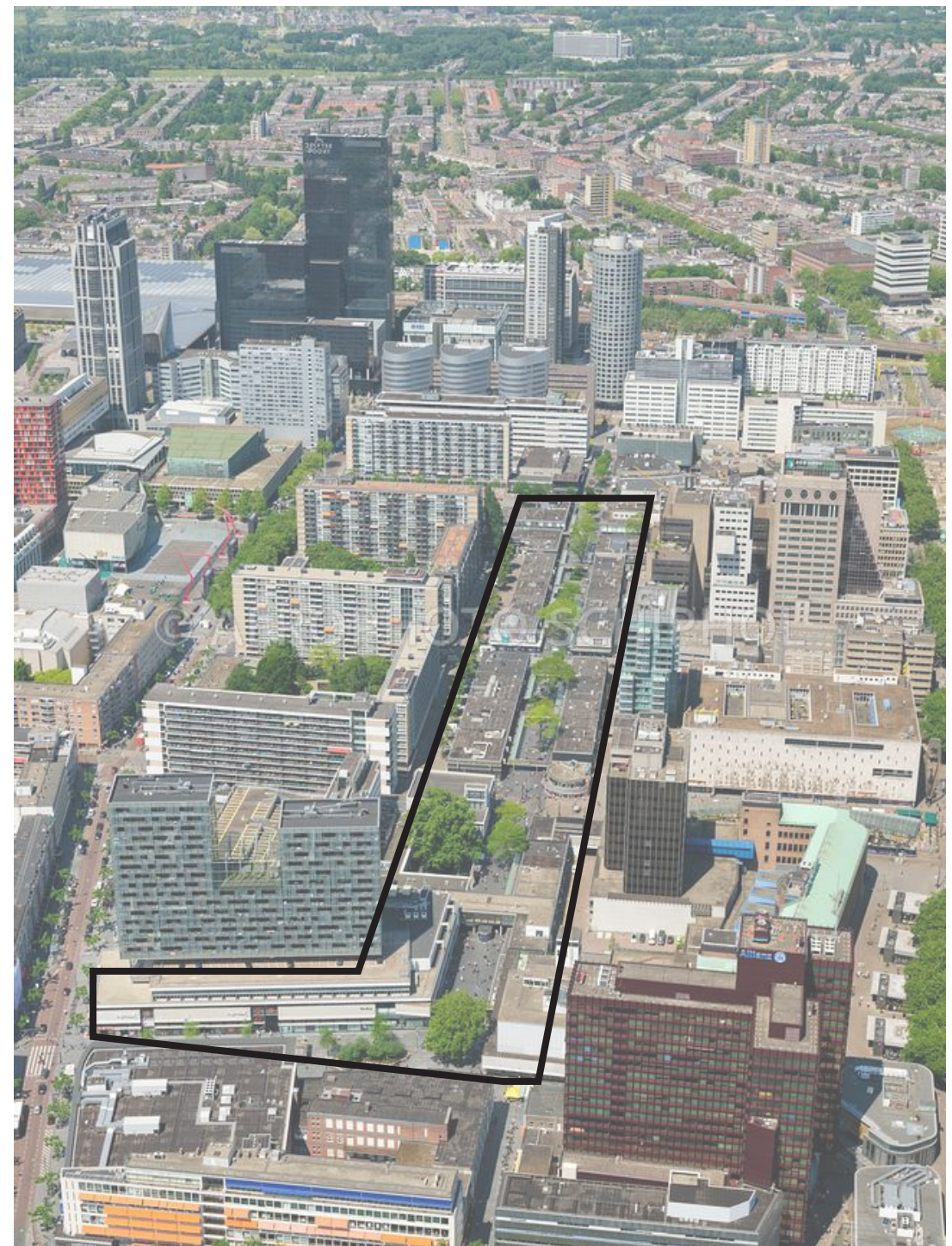


Introducing the Lijnbaan

Context

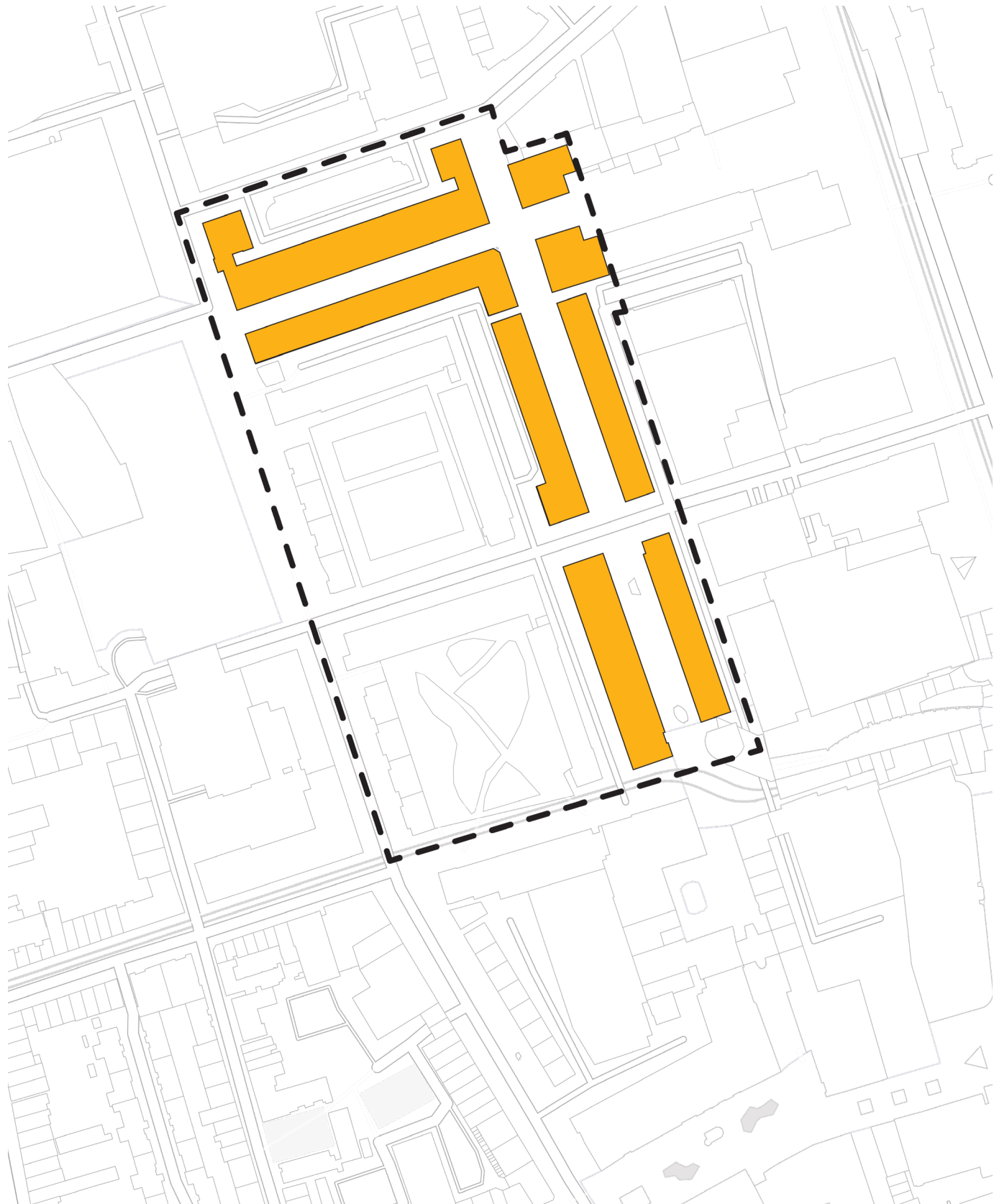


Center of Rotterdam CS Kwartier



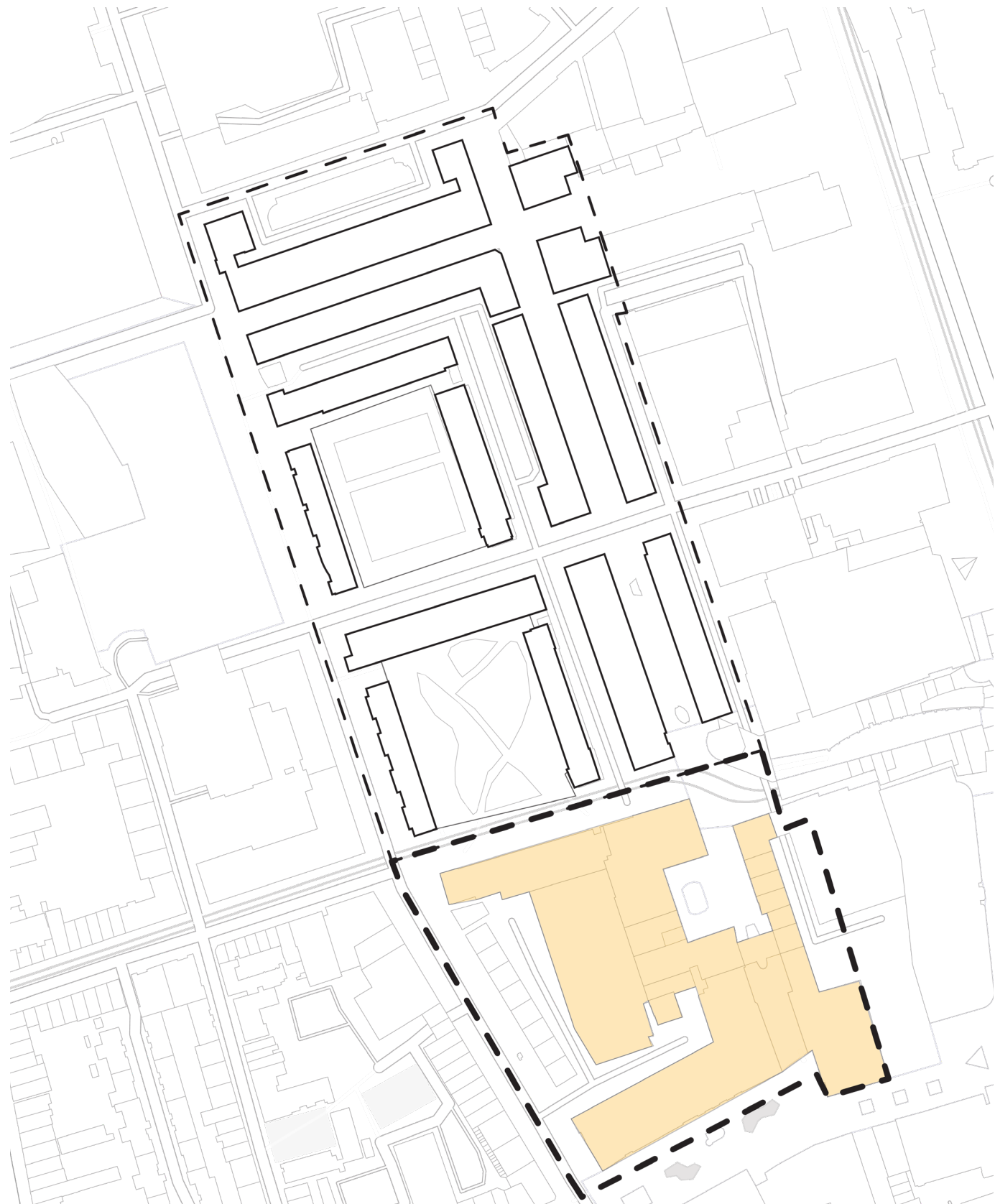
Introducing the Lijnbaan

Historical Time Line - 1953, Shops

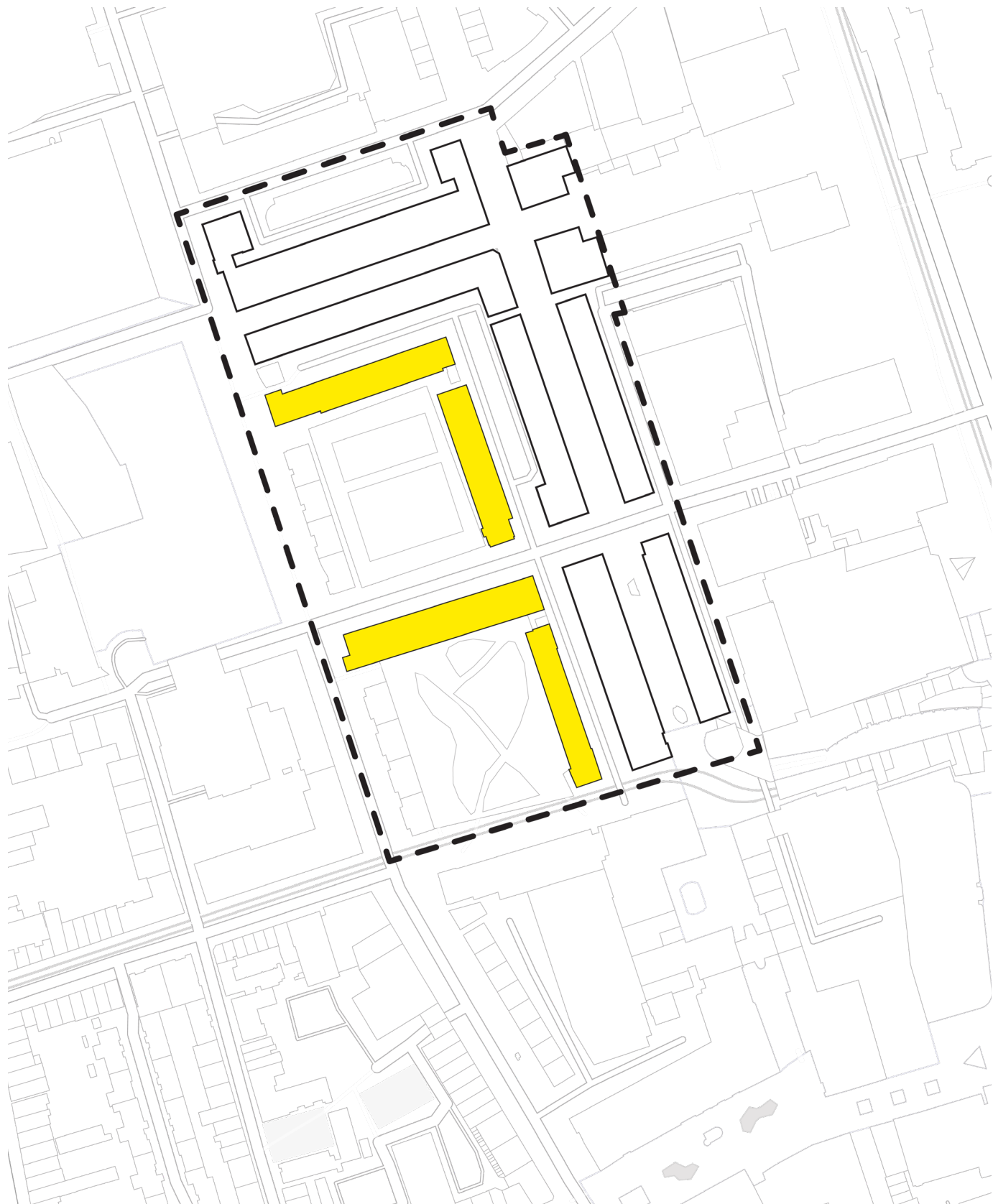


Introducing the Lijnbaan

Historical Time Line - 1969, Extention

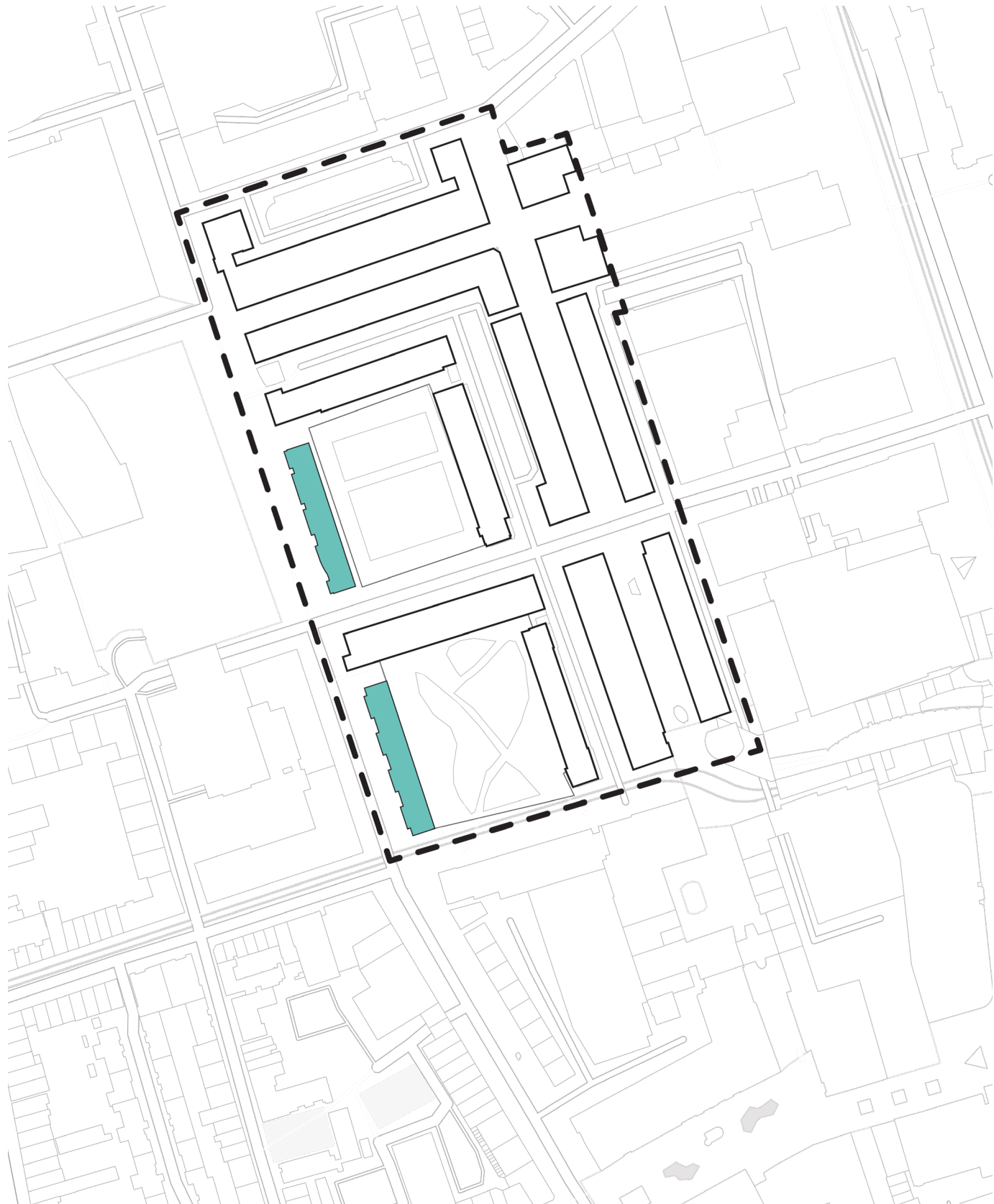


INTRODUCING THE LIJNBAAN Introducing the Lijnbaan



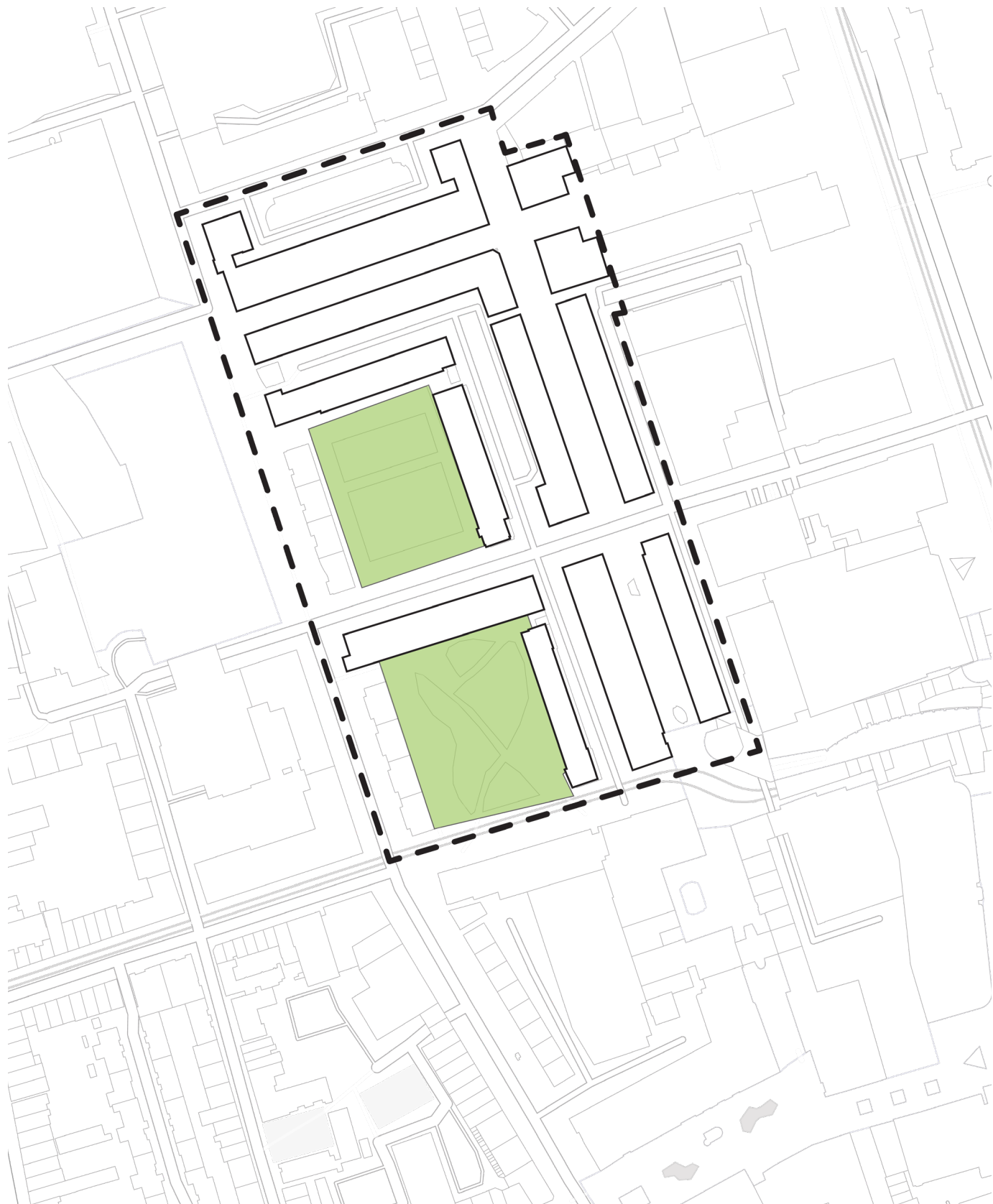
Introducing the Lijnbaan

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



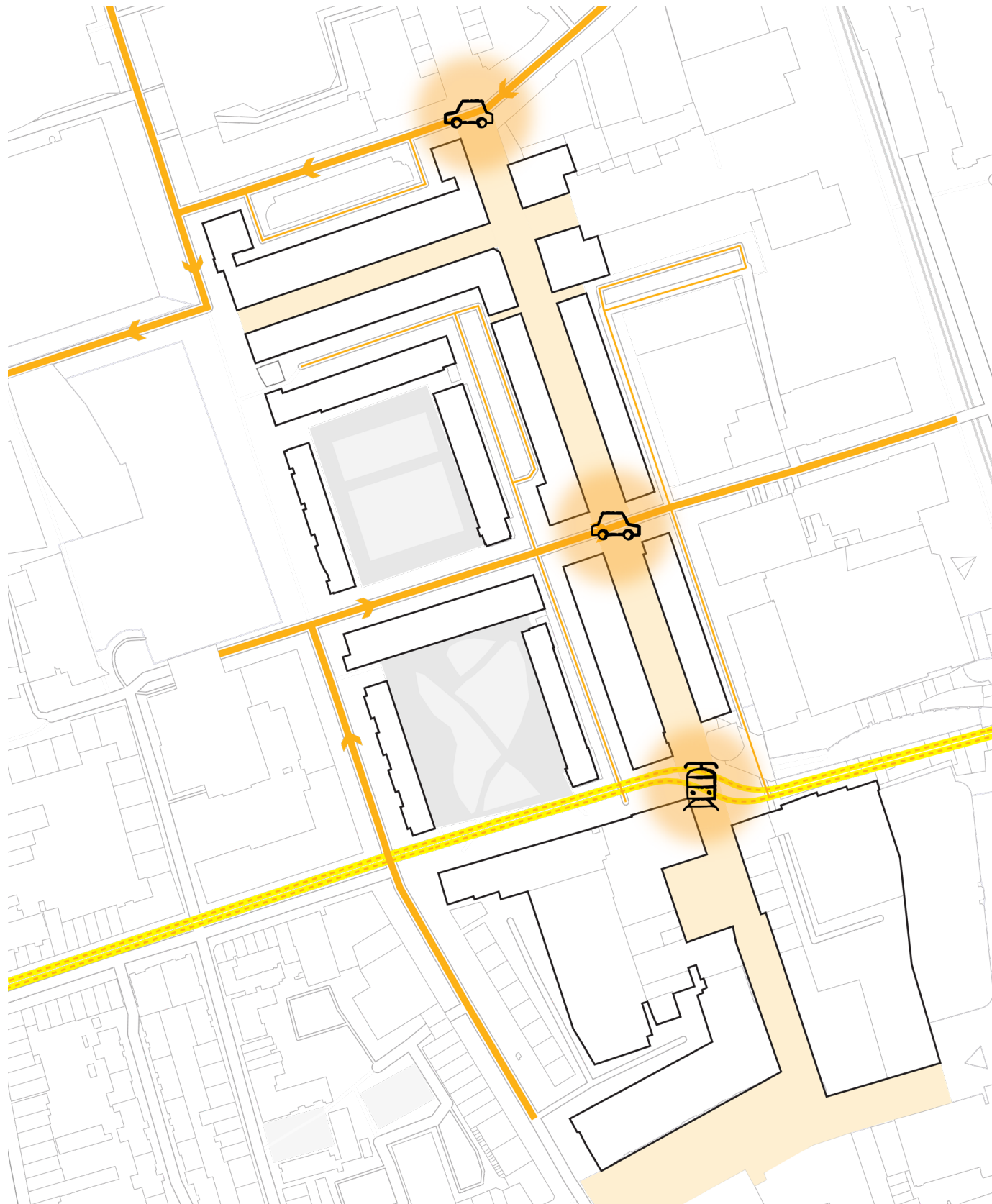
Introducing the Lijnbaan

Historical Time Line - 1953 Semi Public Green



Introducing the Lijnbaan

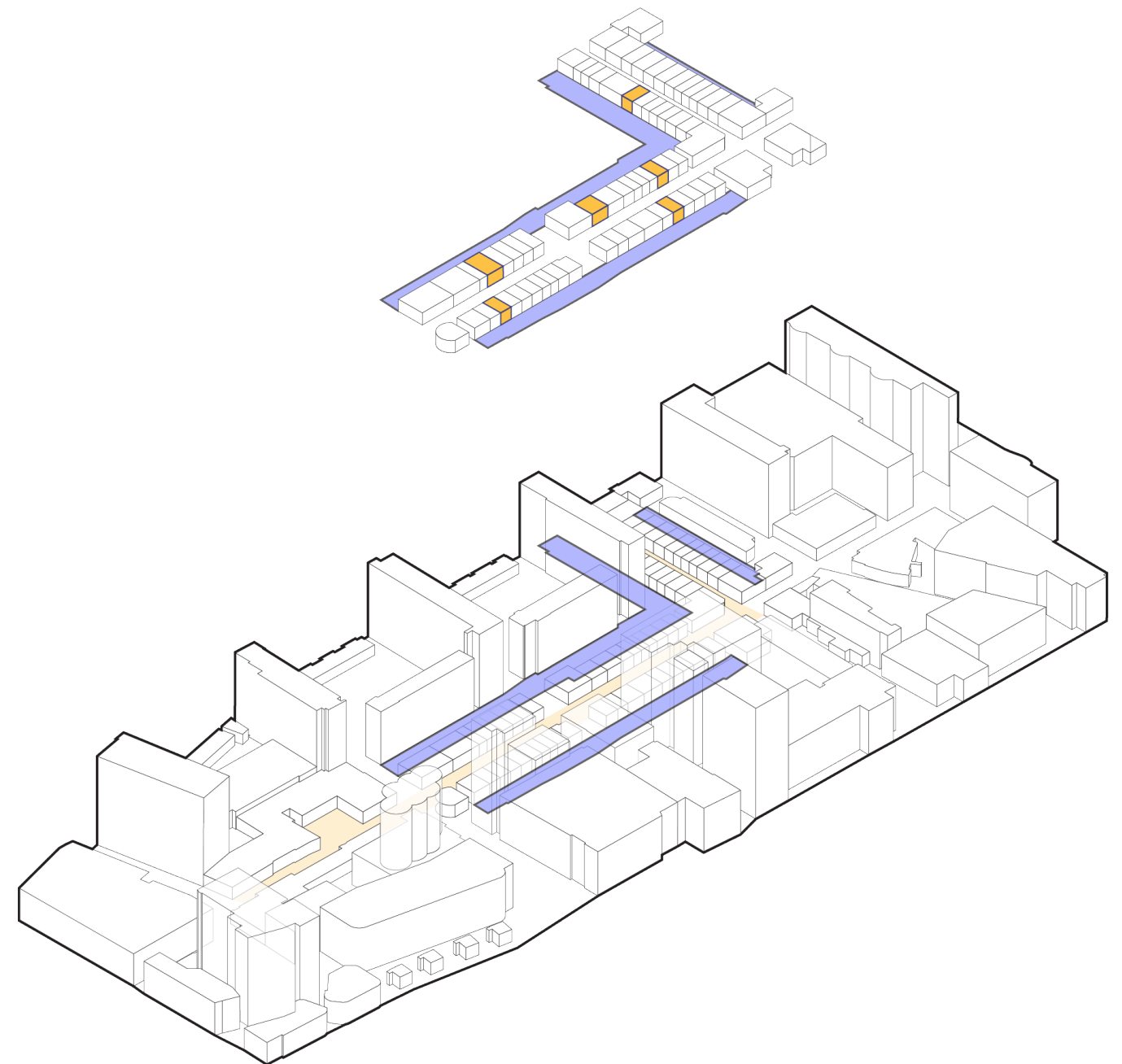
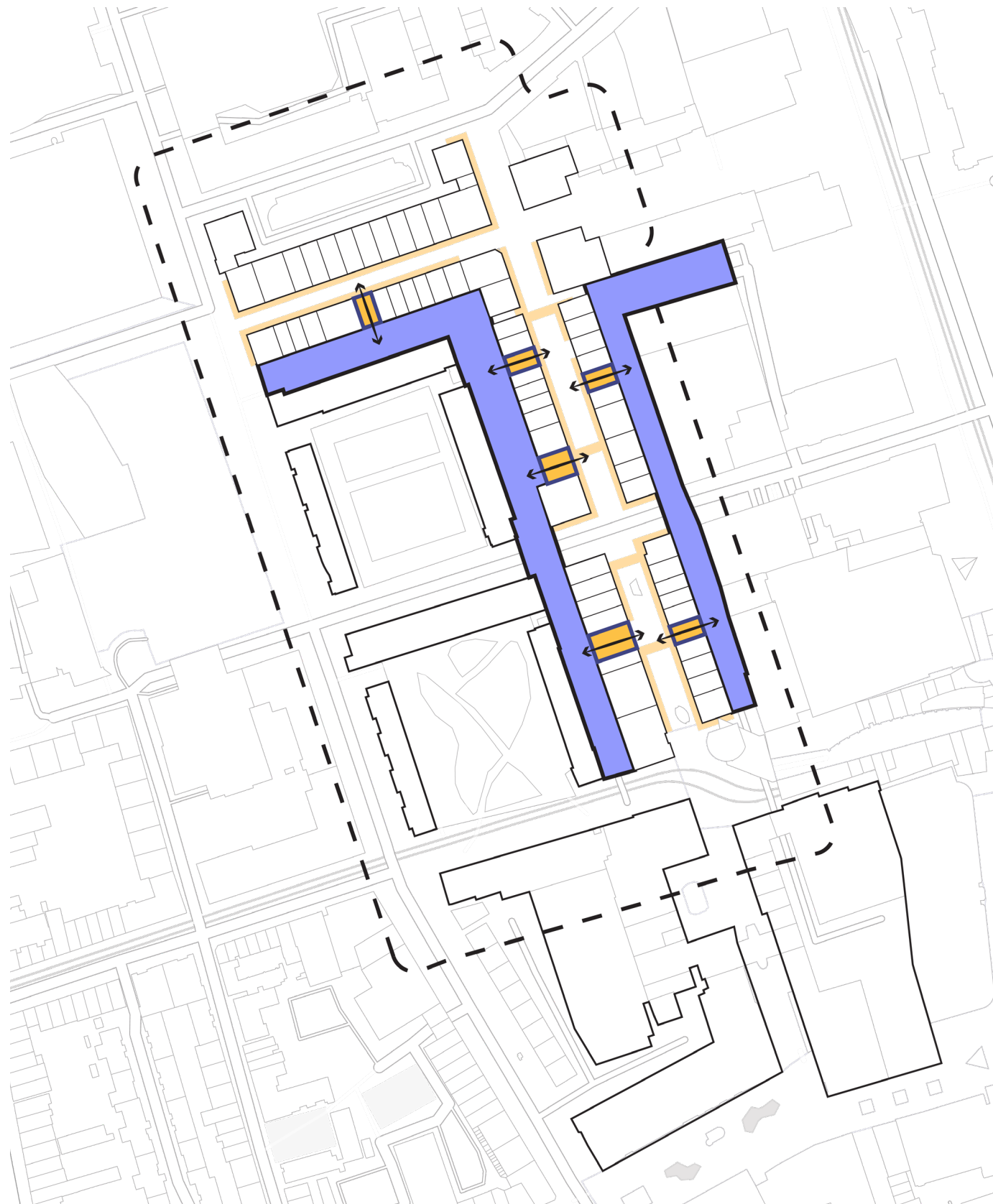
Historical Time Line - Transit Shopping Center



FOCUS OF THE DESIGN

Masterplan

Transform Logistical Streets



VS



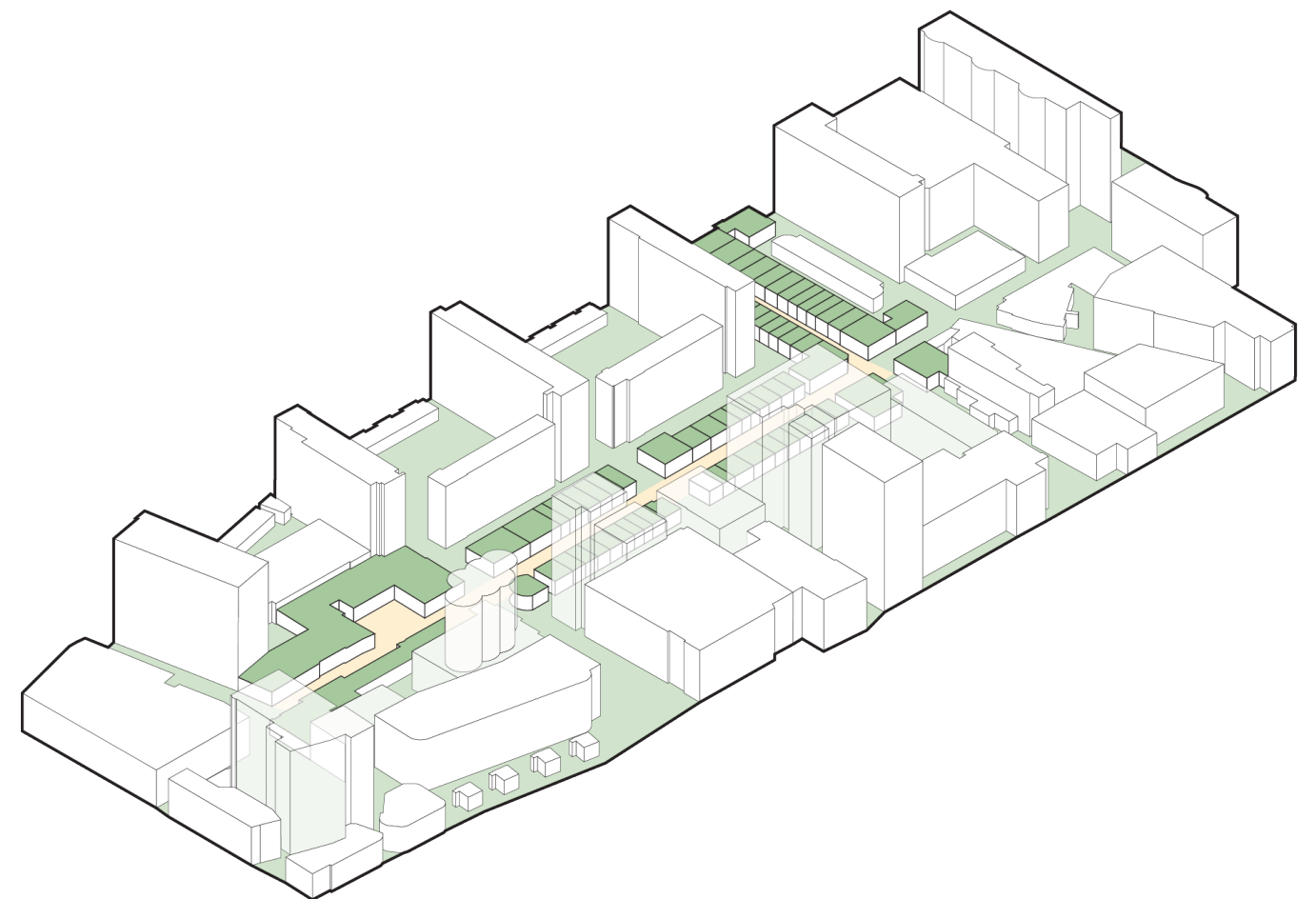
Logistics Street



Lijbaan Promenade

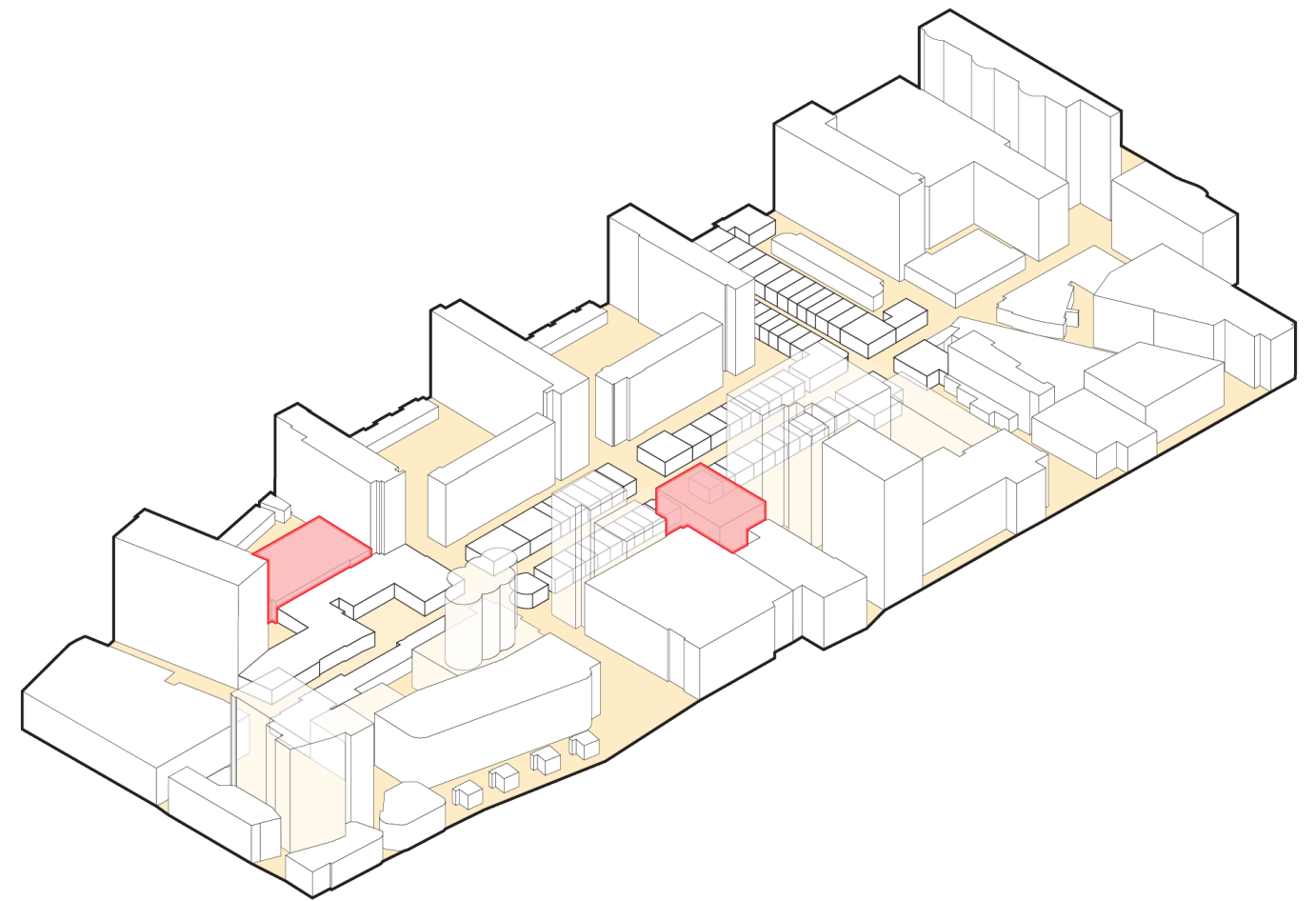
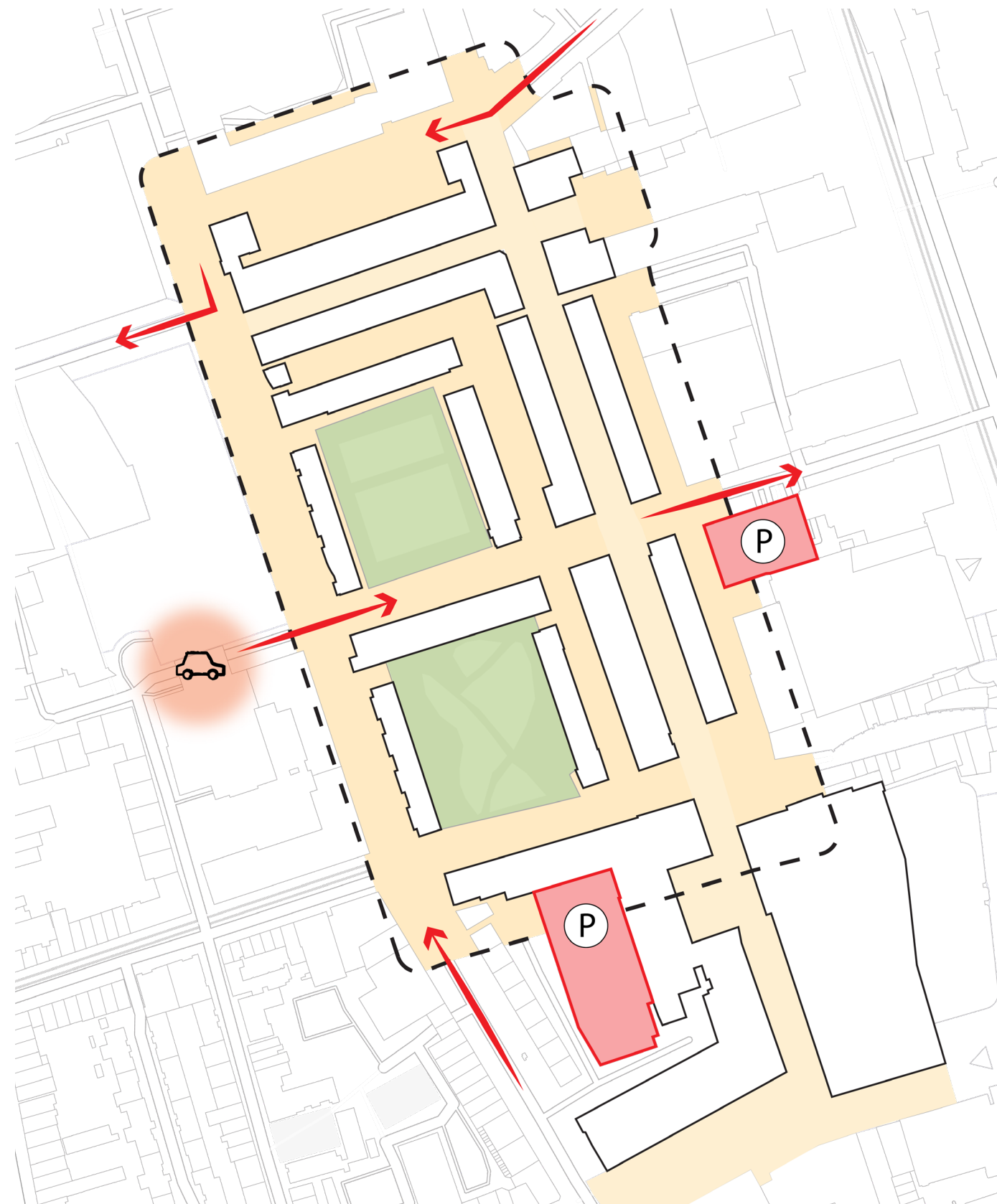
Masterplan

Connecting Green

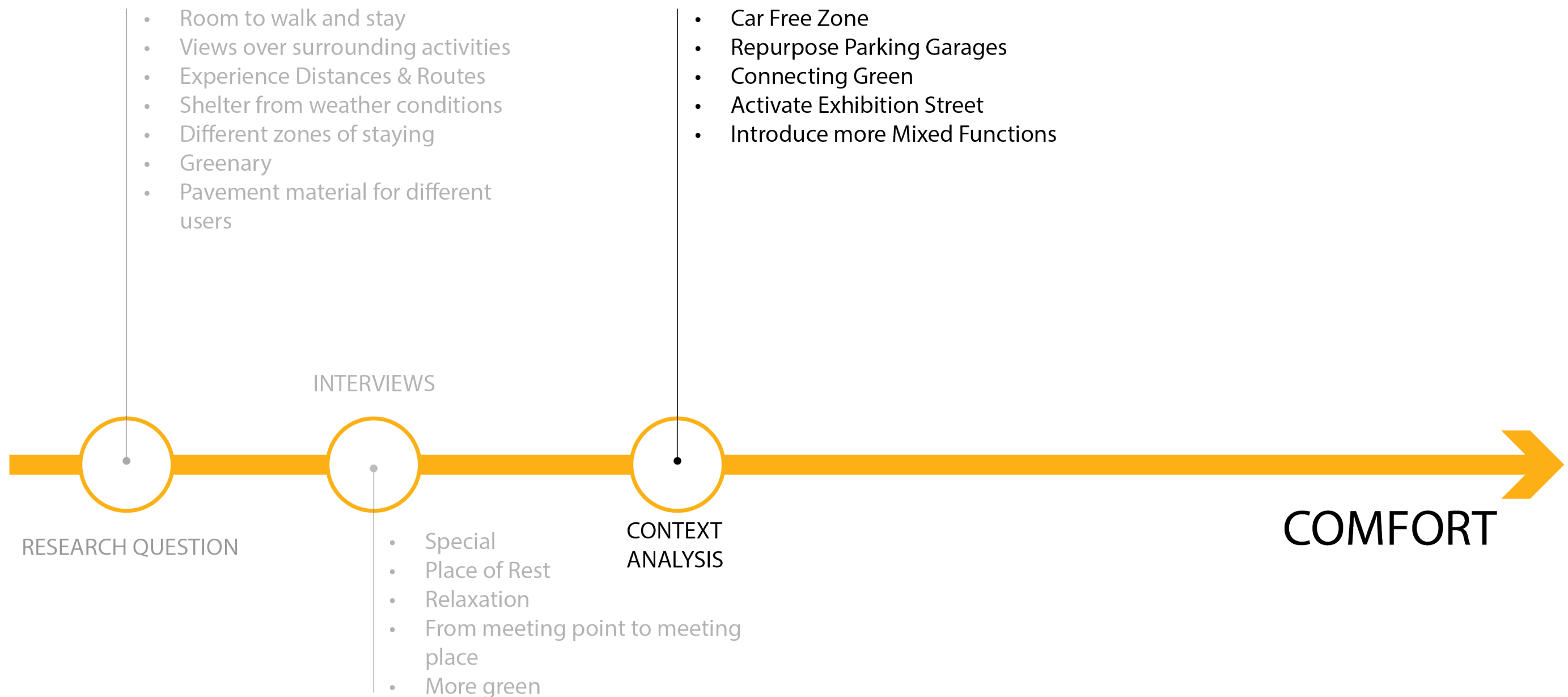


Masterplan

Repurpose Parking



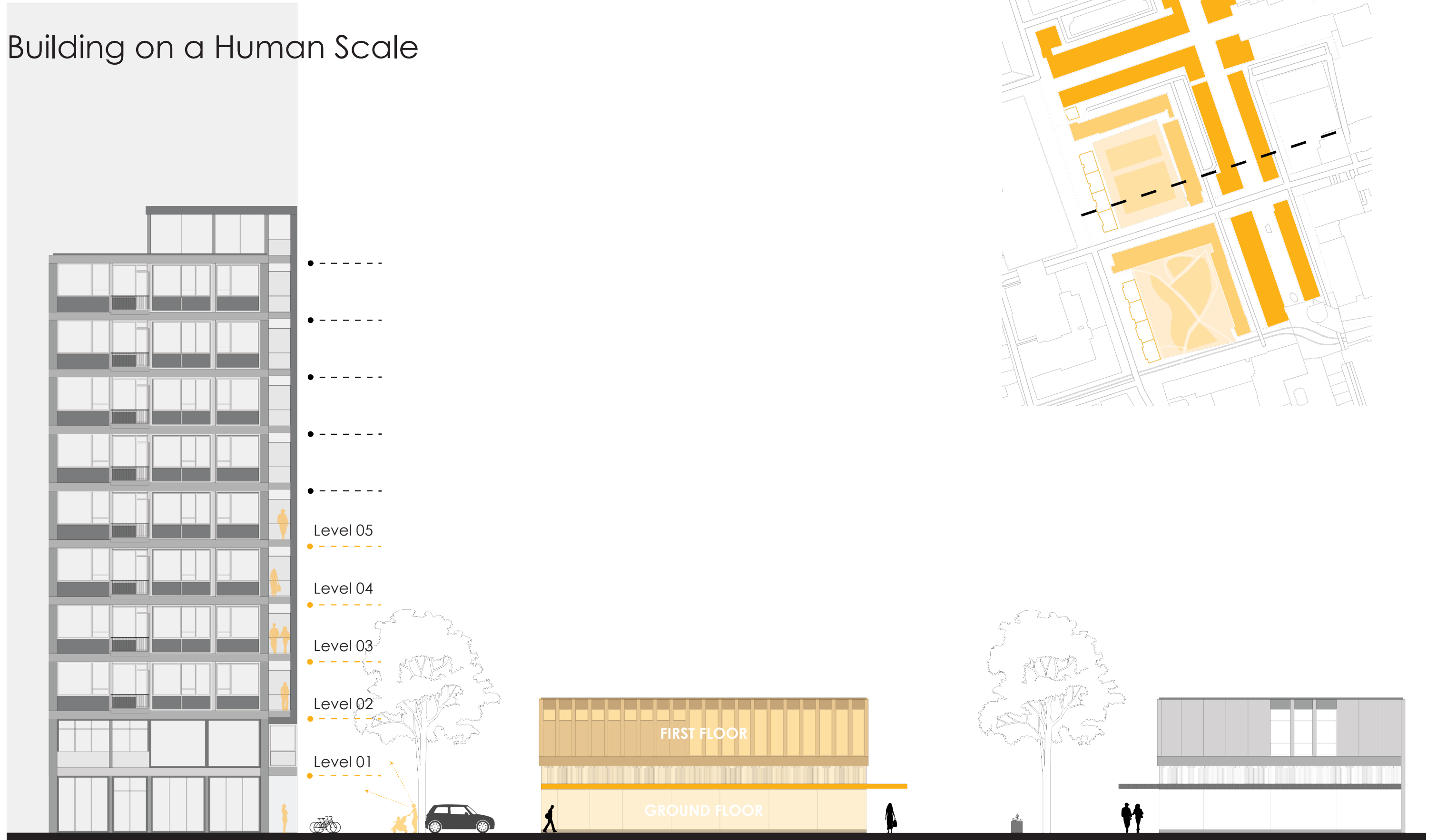
Research to Design Ambition



MONUMENTAL VALUE

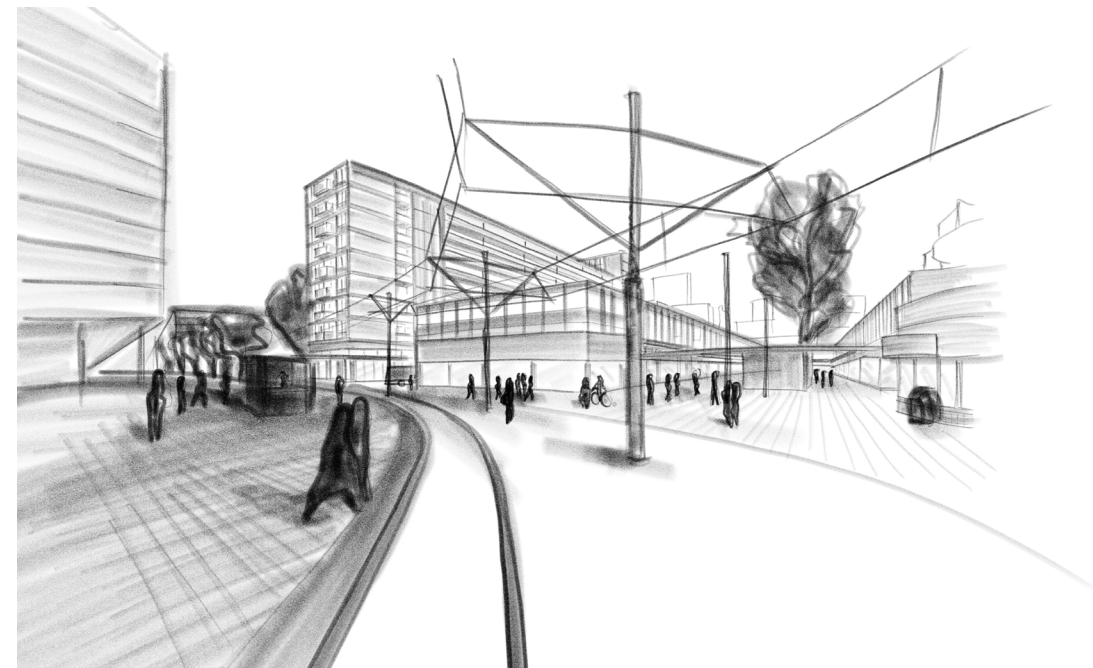
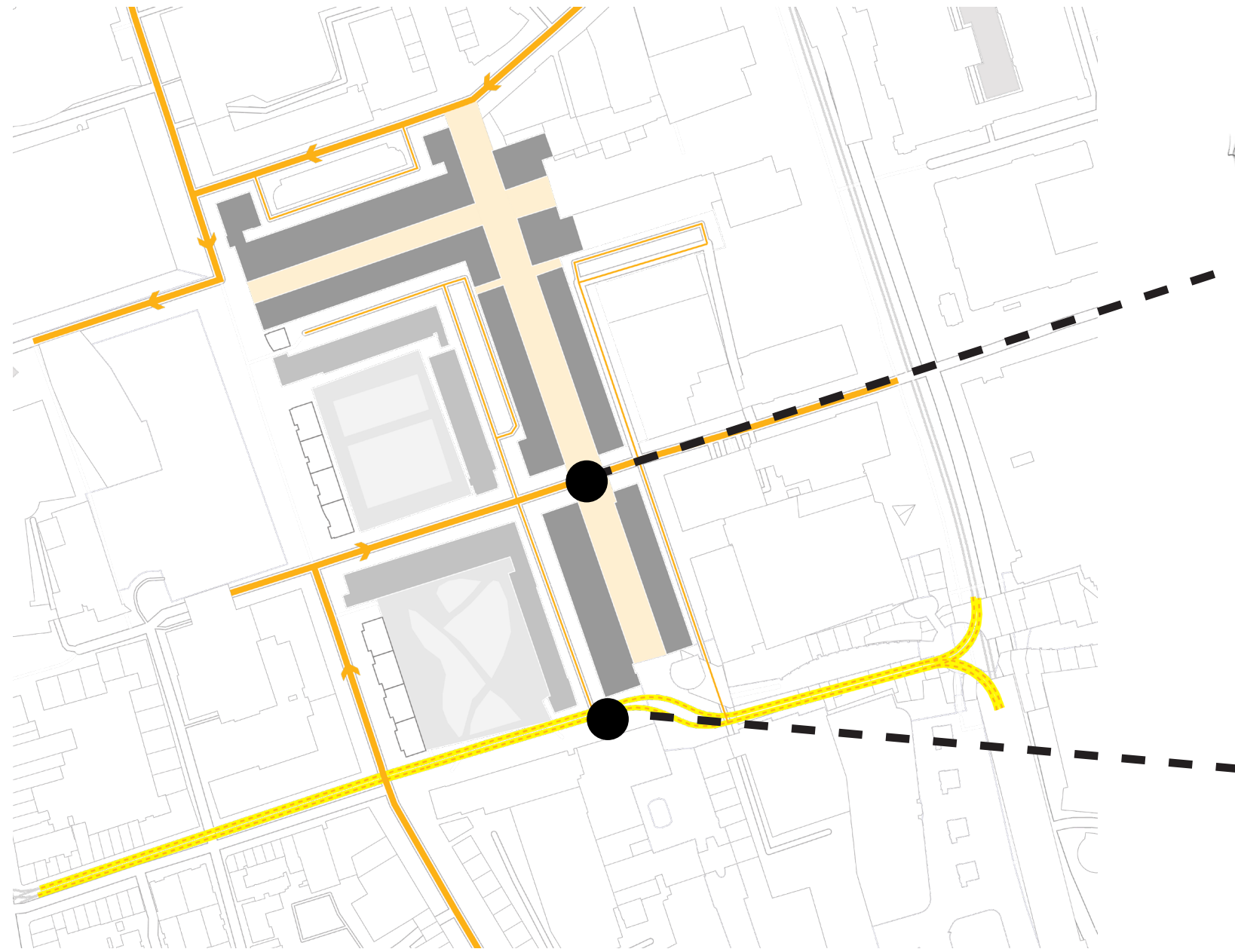
Urban Value

Building on a Human Scale



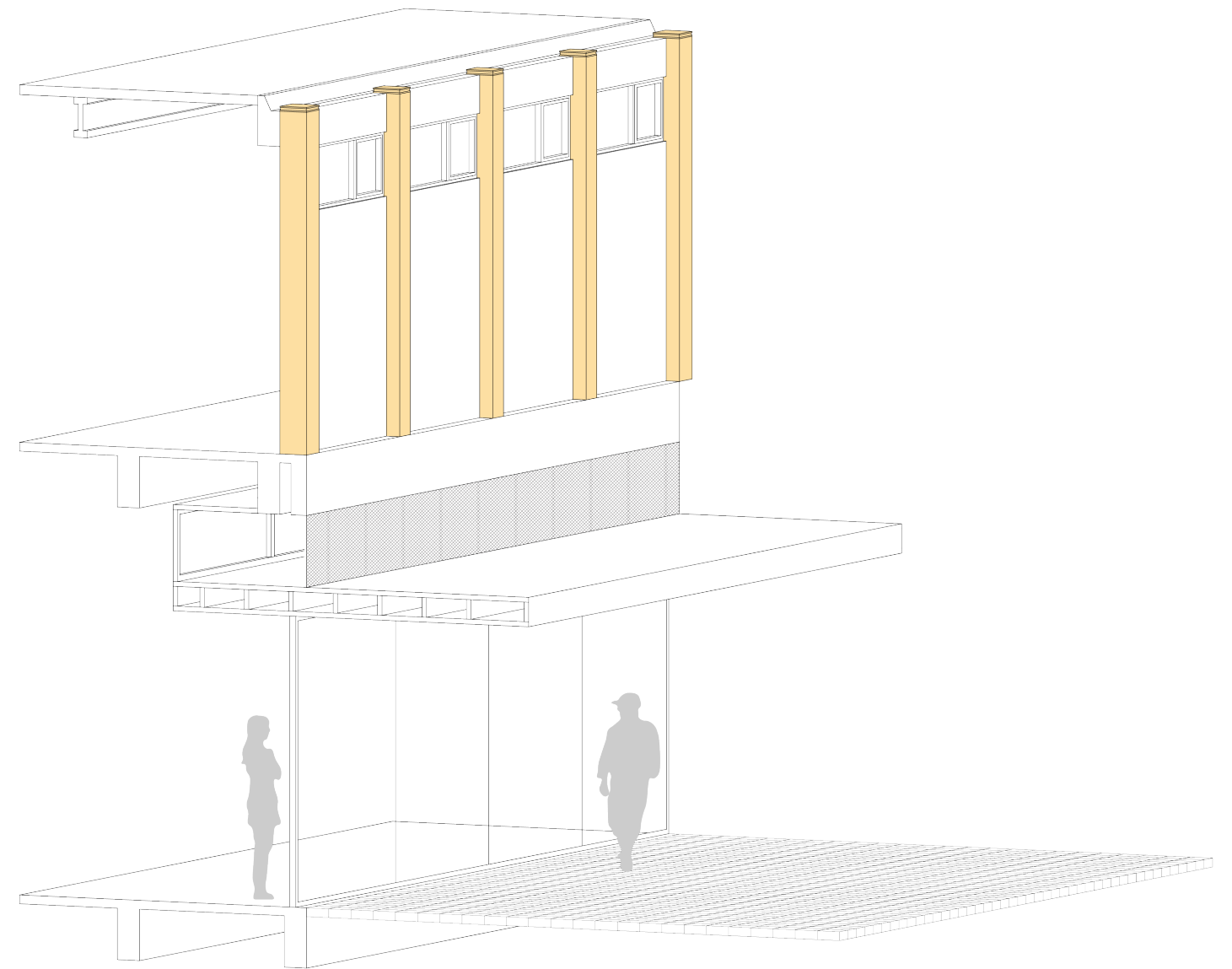
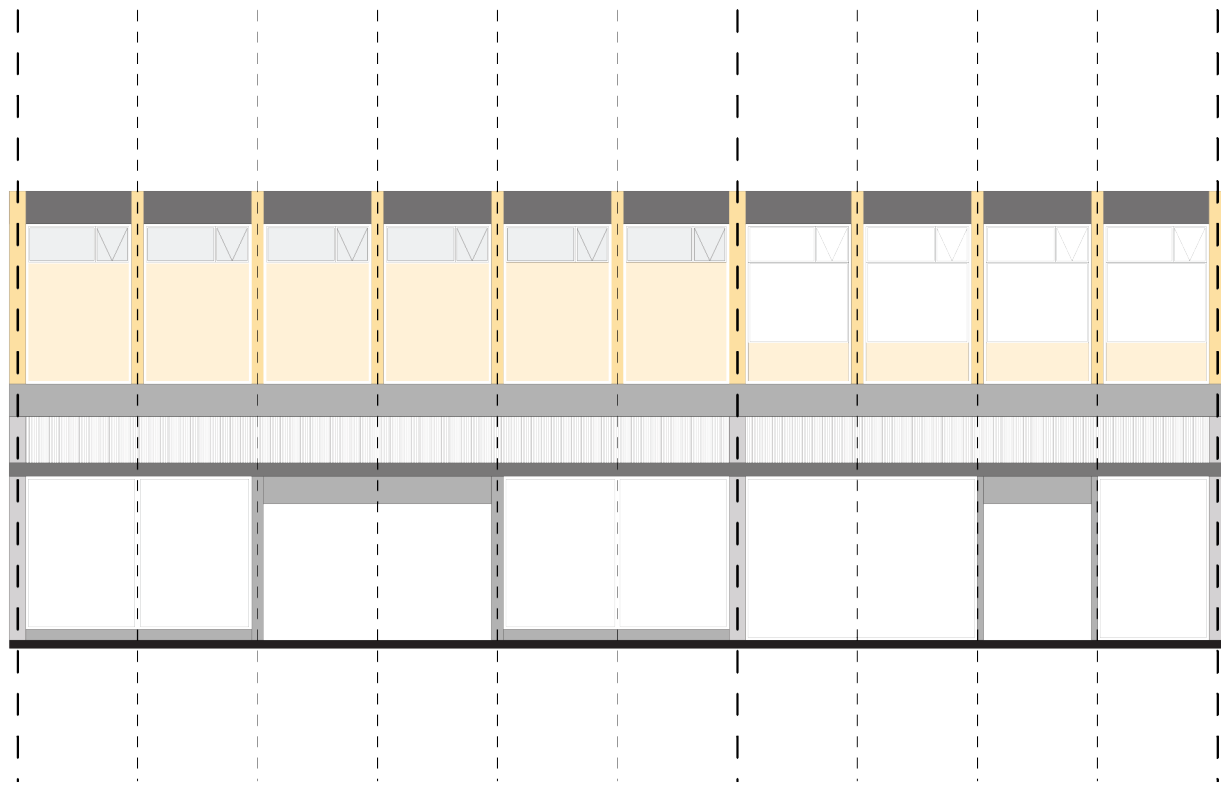
Urban Value

First Pedestrian Shopping Center in the World



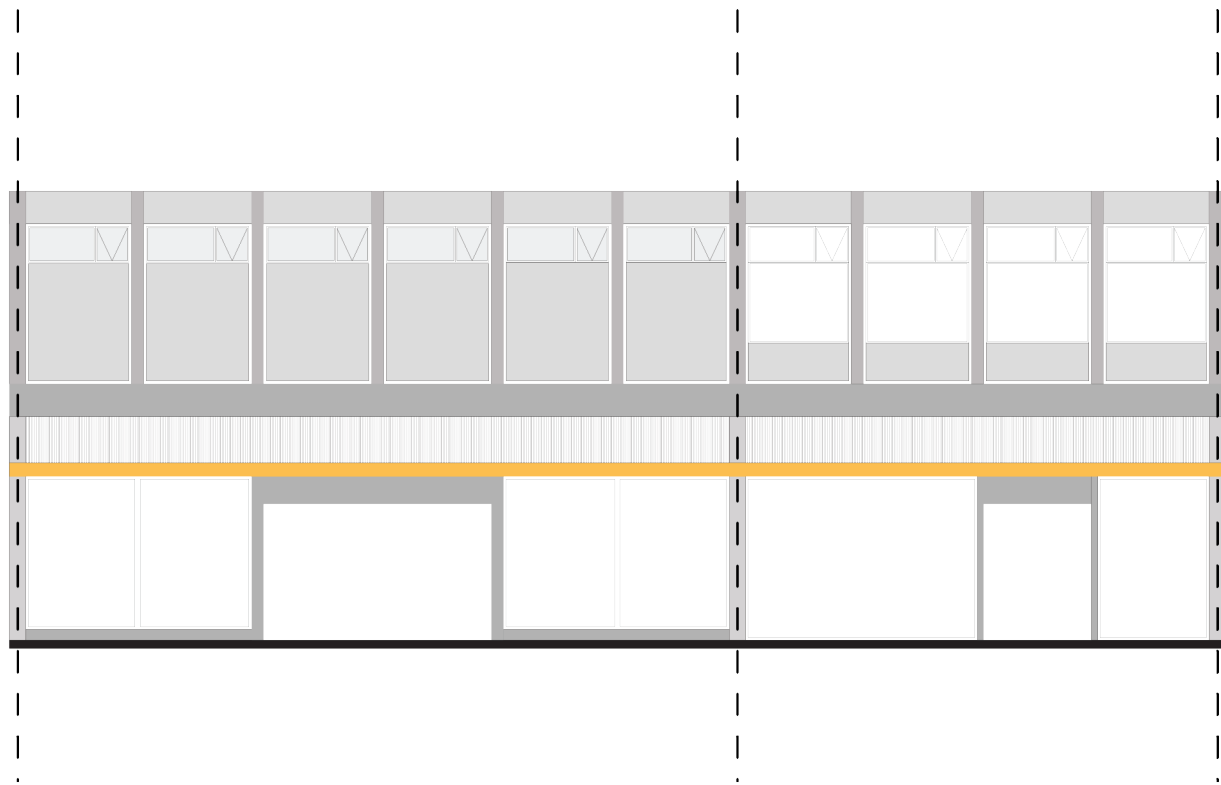
Architectural Value

Unity - Through Vertical Accents of Pillars & uniform concrete pannels



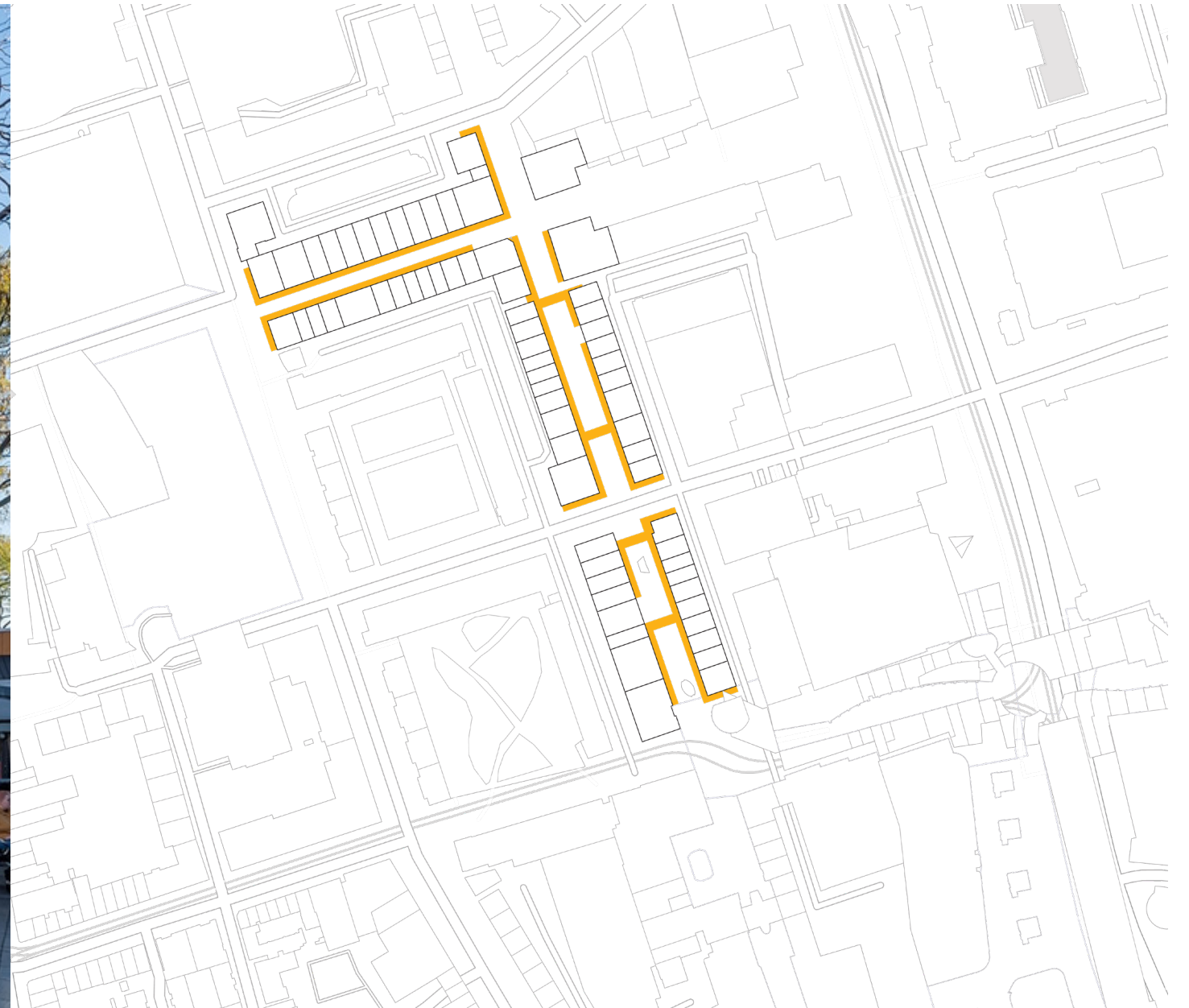
Architectural Value

Unity - Through a Canopy that unites all the shops



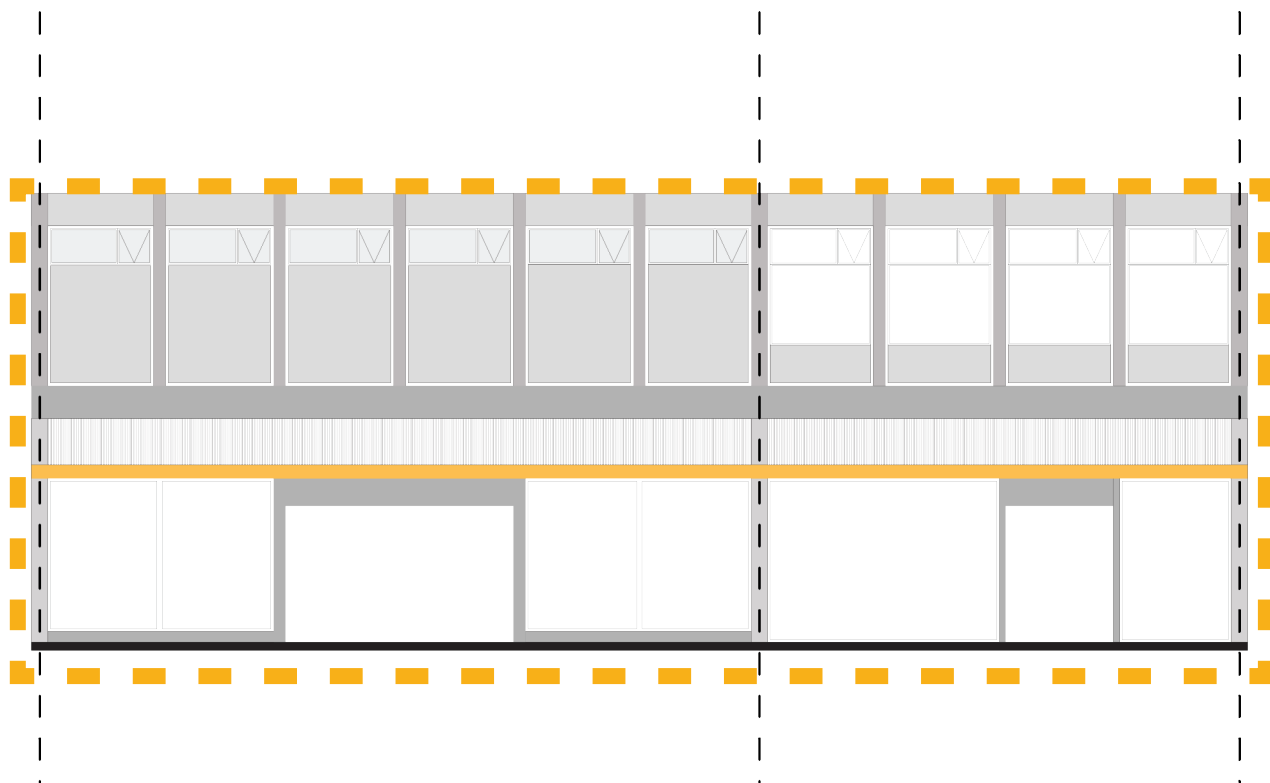
Architectural Value

Through a Canopy that unites all the shops



Architectural Value

Flexibility



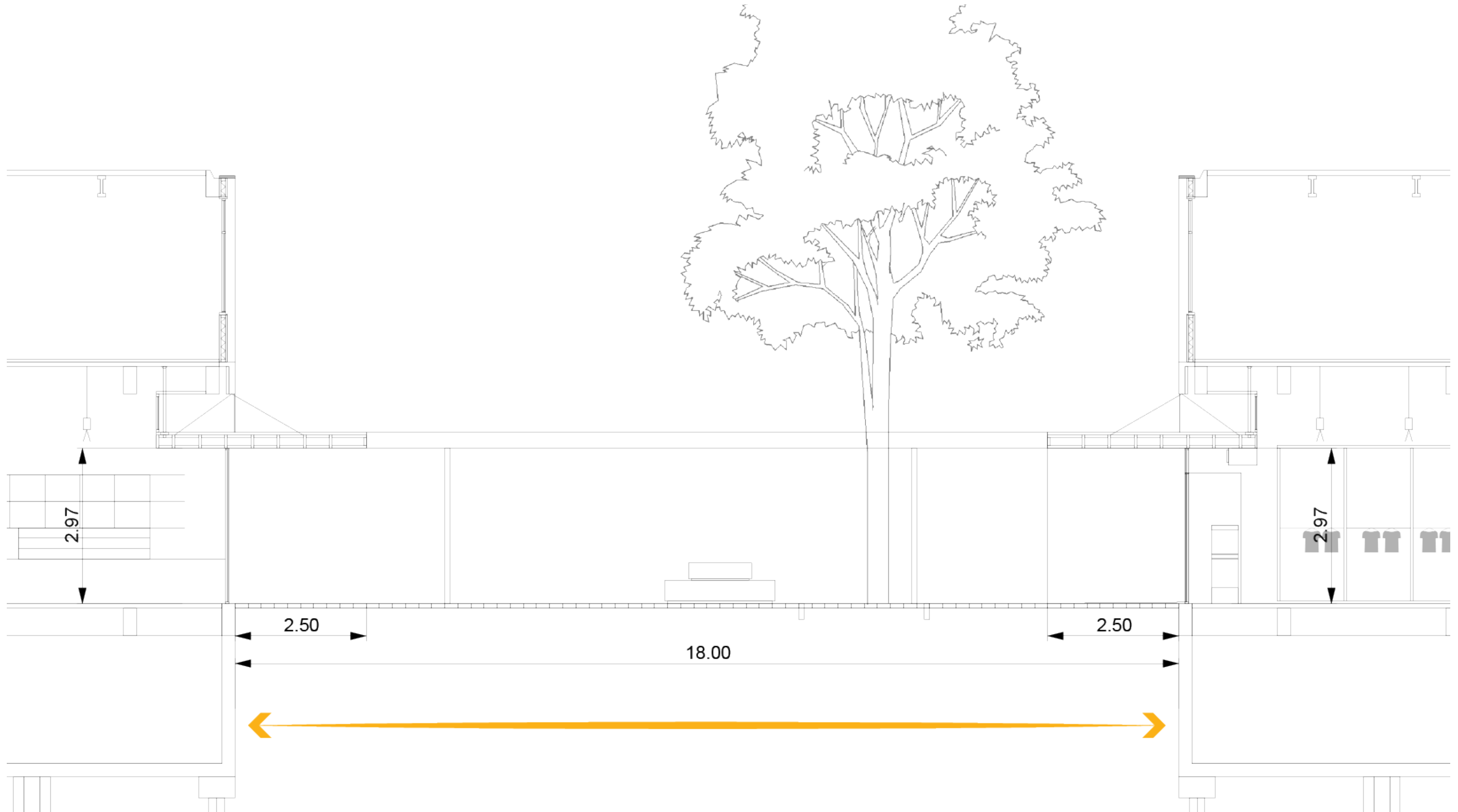
Architectural Value

Inside / Outside Feeling

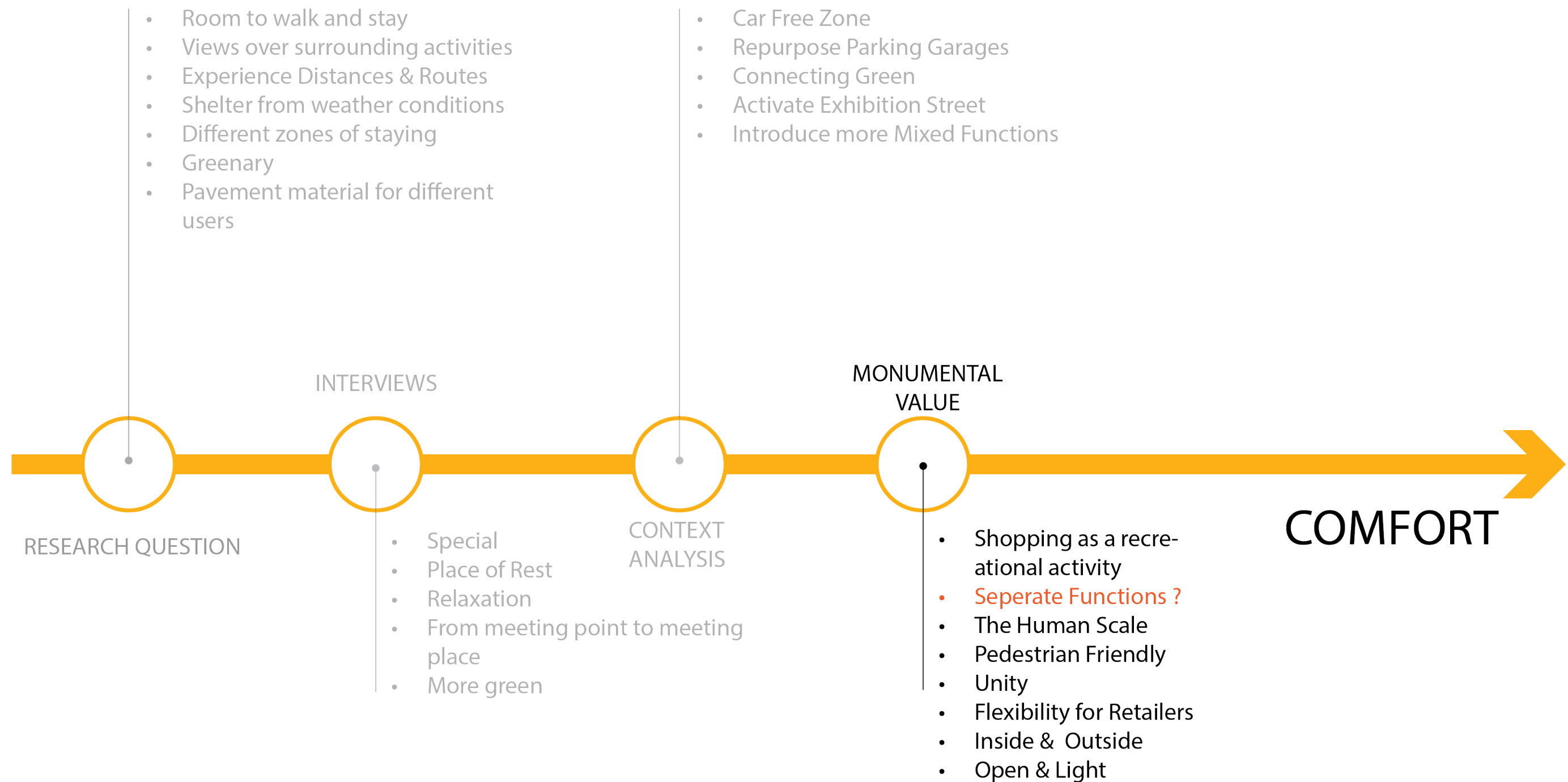


Architectural Value

Open & Light Through a wide width



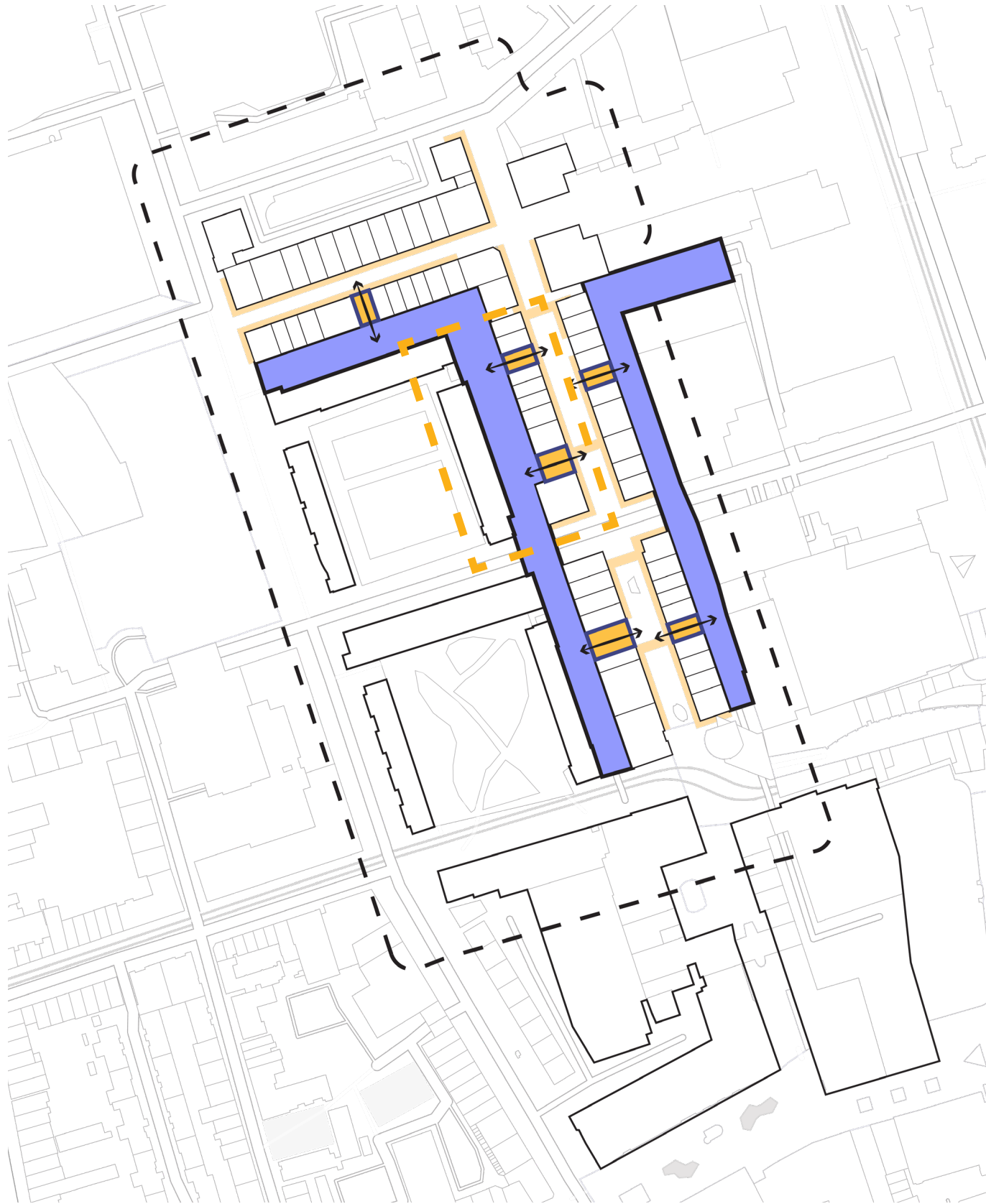
Research to Design Ambition



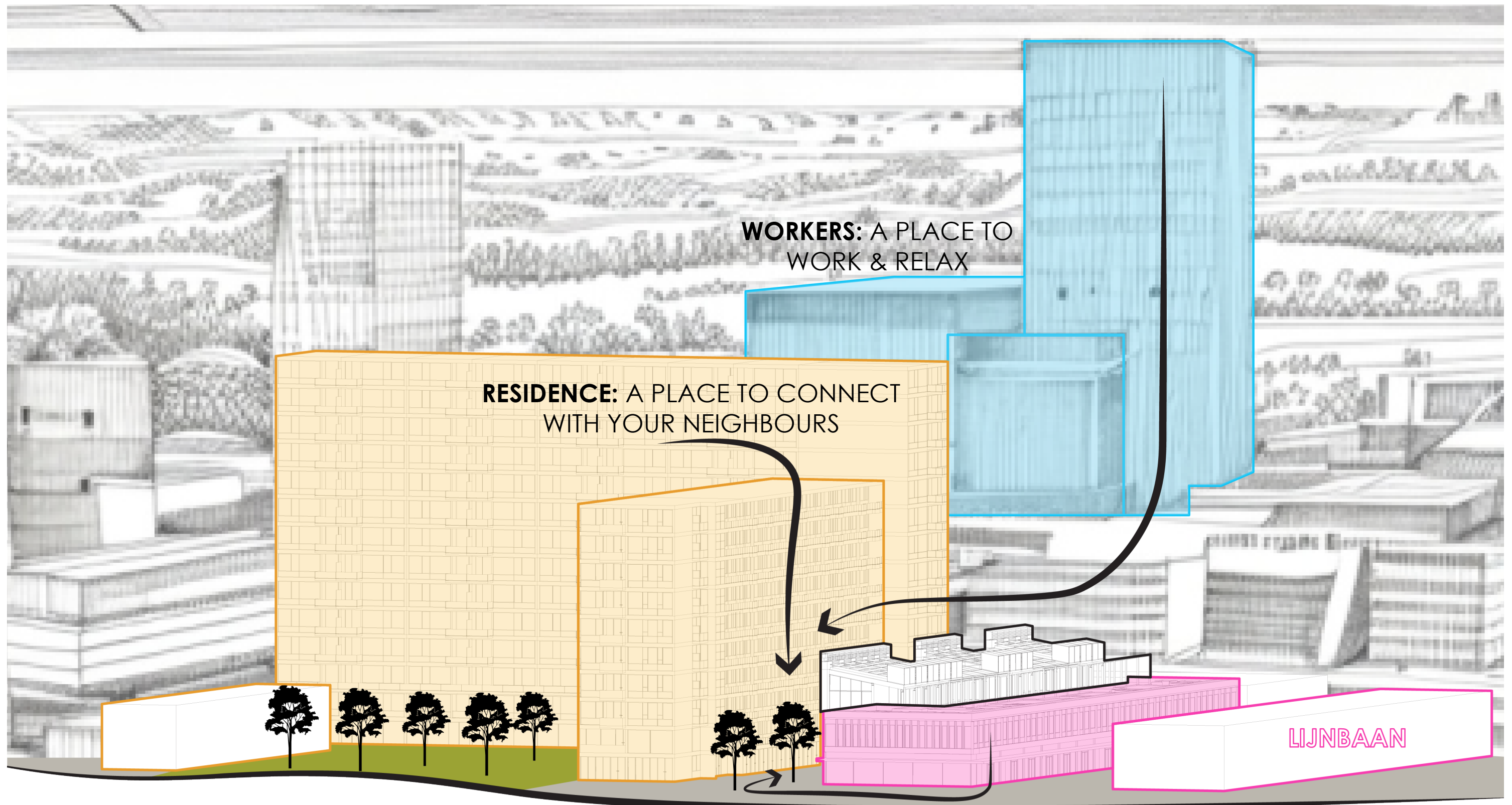
DESIGN OUTCOME

1. Chosen Area of Interest

Logistical Street



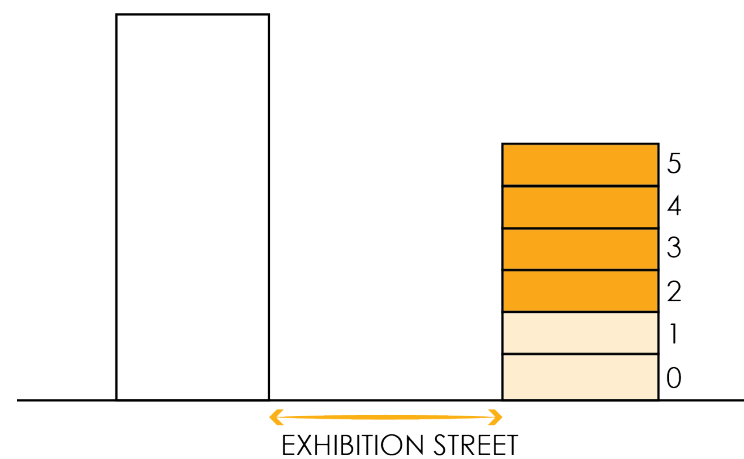
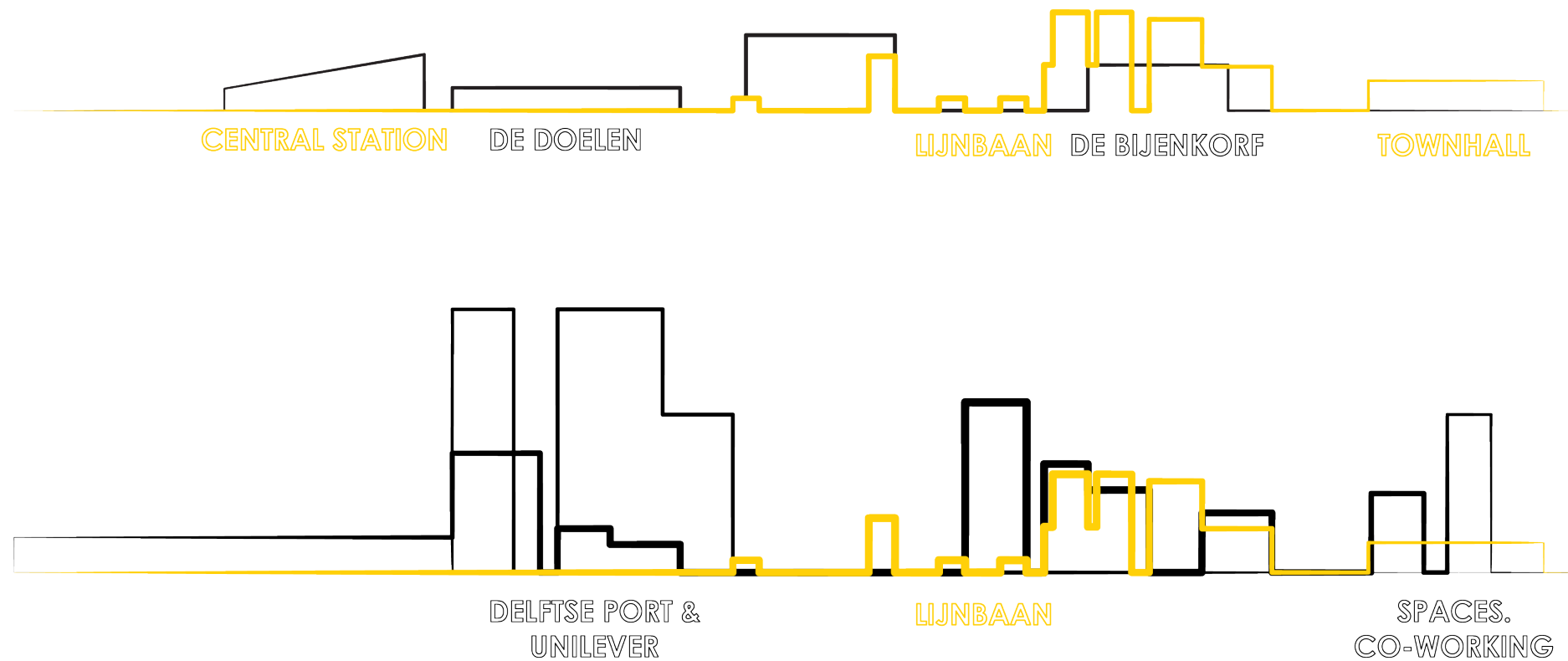
2. A Place for All



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

3. The Human Scale

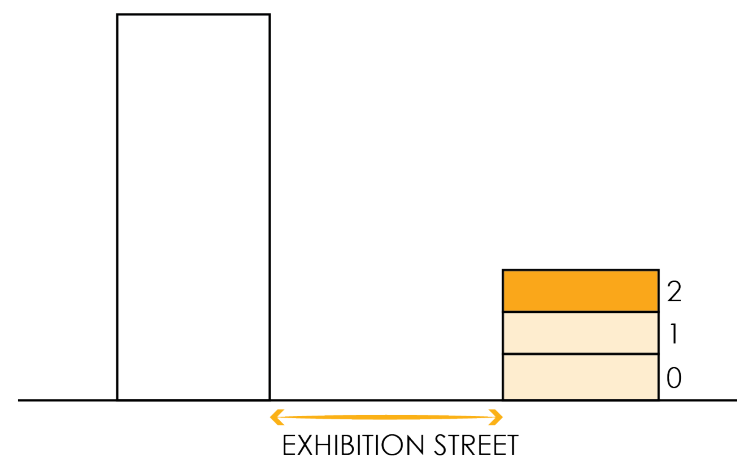
Studied Scenarios



SCENARIO 1 +4 Floors

Dilema's:

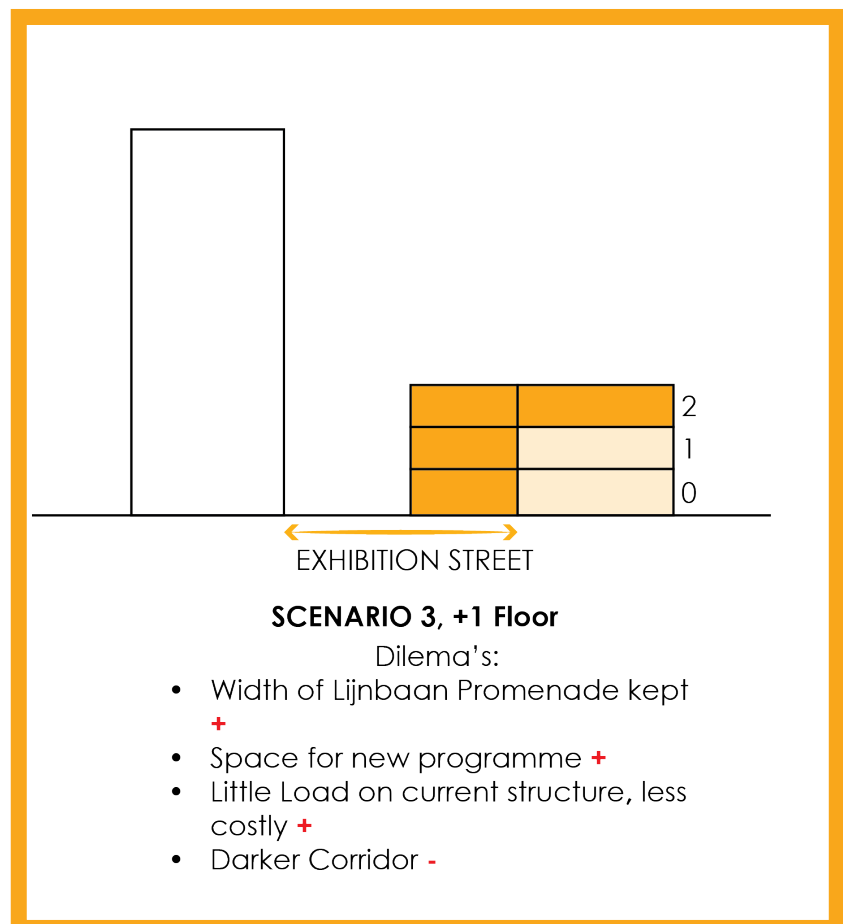
- Space for residential units +
- More profitable for owner +
- Creates a dark corridor -
- Reduces the wide width of the Lijnbaan -
- Costly Intervention needed for Load on current structure -



SCENARIO 2, +1 Floor

Dilema's:

- Less profitable -
- Little space for new programme -
- Little Load on current structure, less costly +
- Wide width of the Lijnbaan Kep +



SCENARIO 3, +1 Floor

Dilema's:

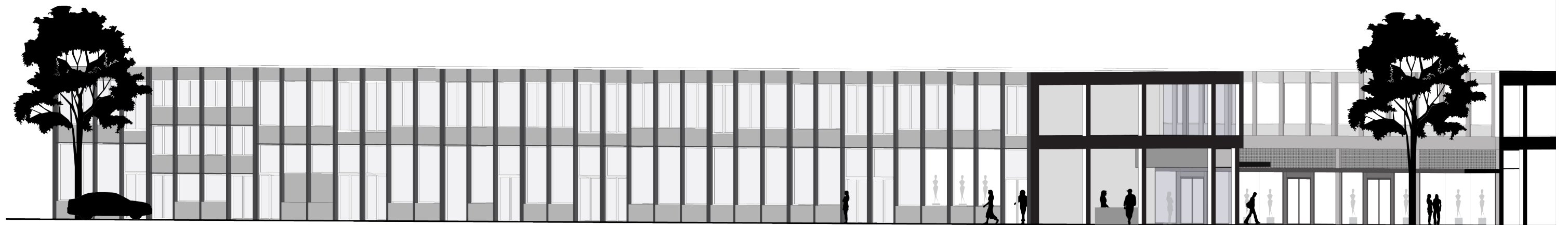
- Width of Lijnbaan Promenade kept +
- Space for new programme +
- Little Load on current structure, less costly +
- Darker Corridor -

4. Activating & Opening the Back Street

Before & After Renovation



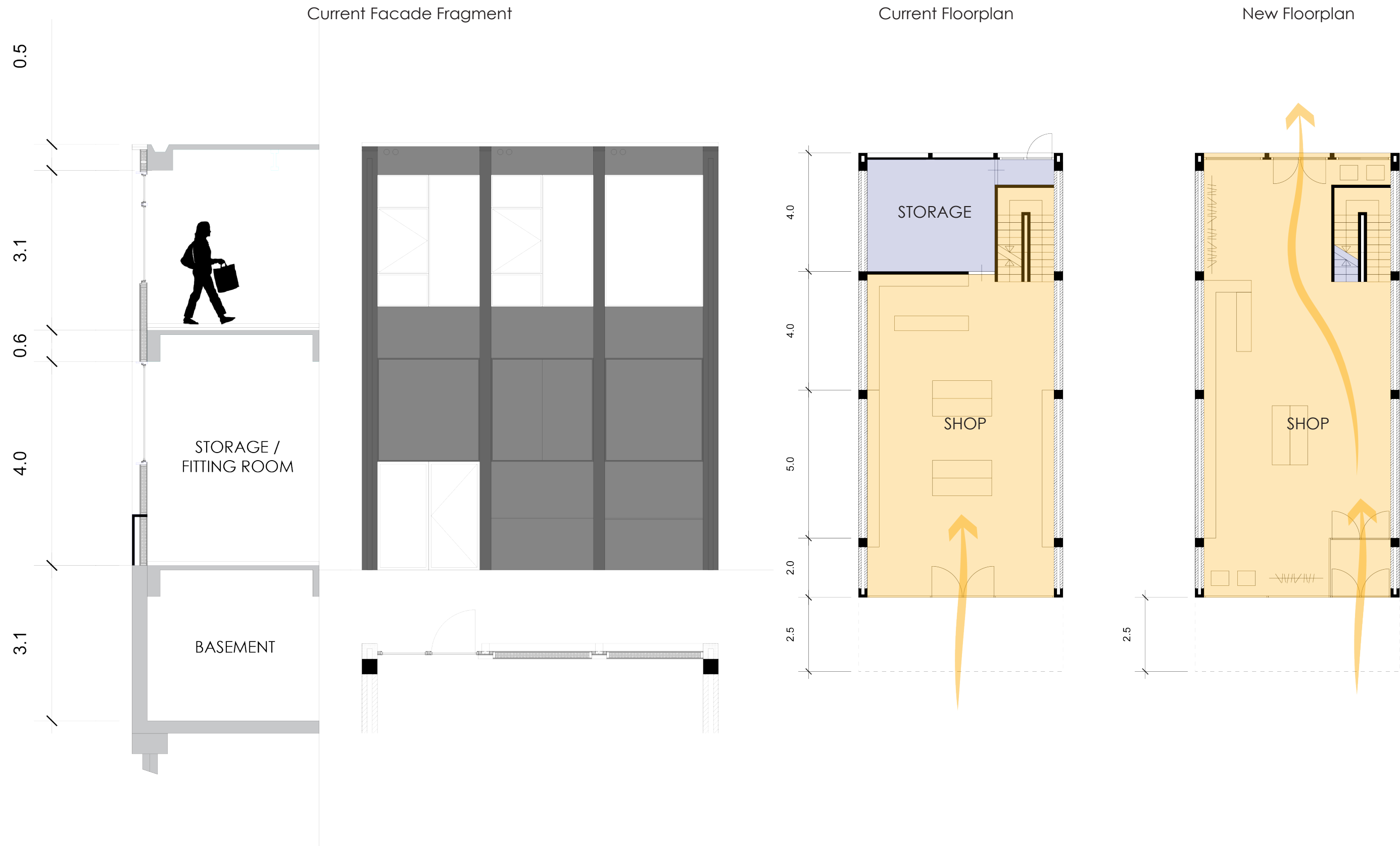
Old Facade



New Facade

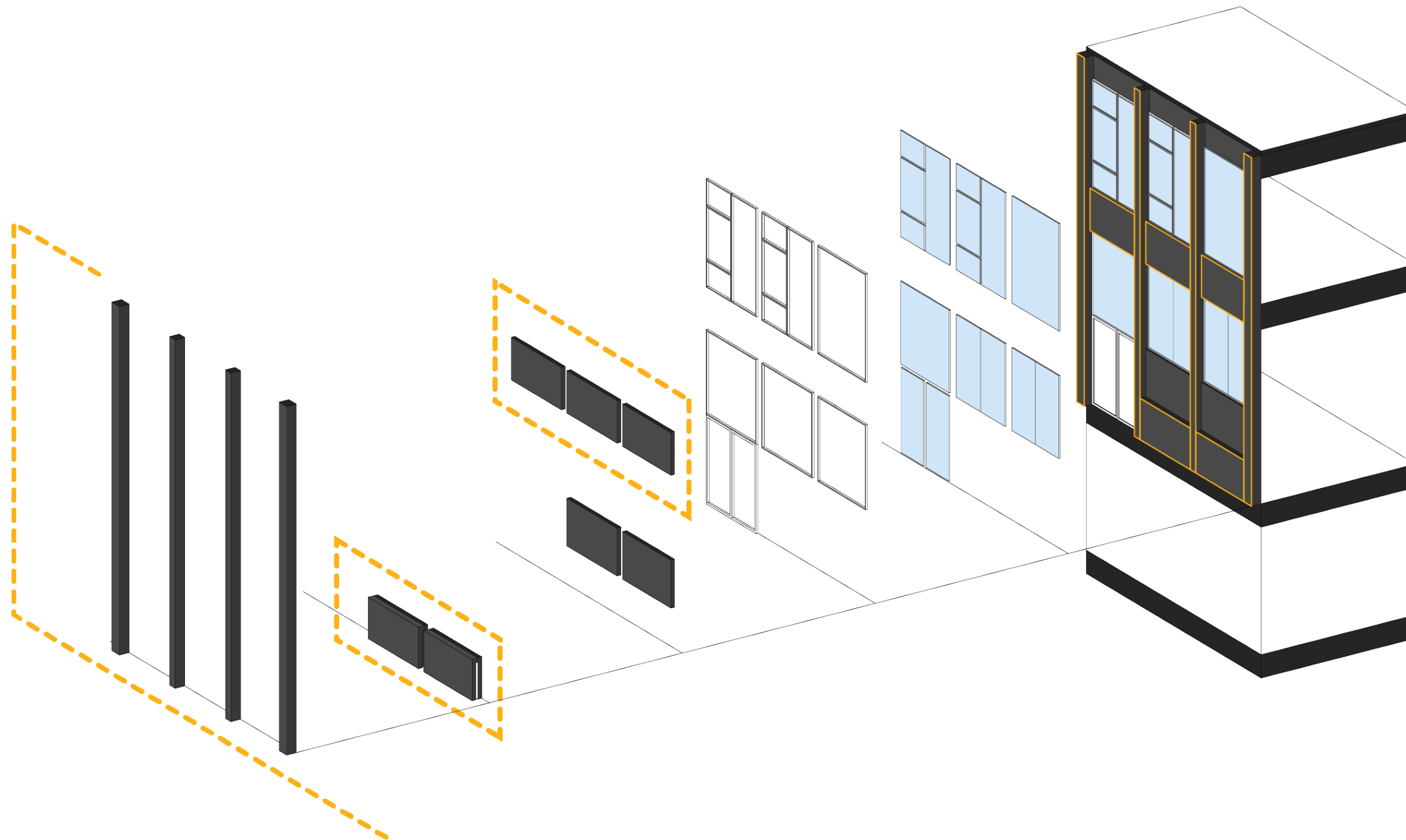
4. Activating & Opening the Back Street

Retail Floorplan of 1 shop



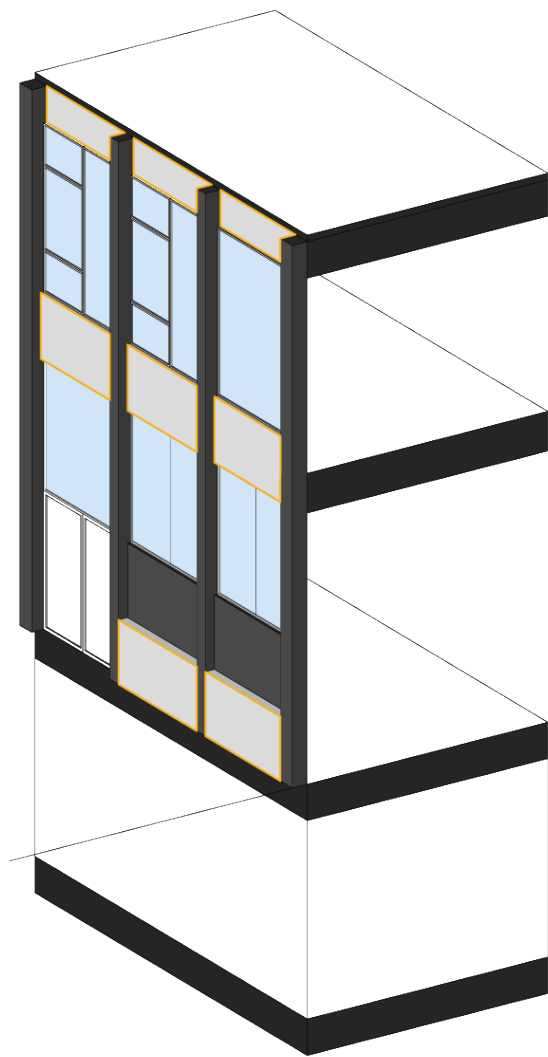
5. Renovating the Back Facade

Material to Keep



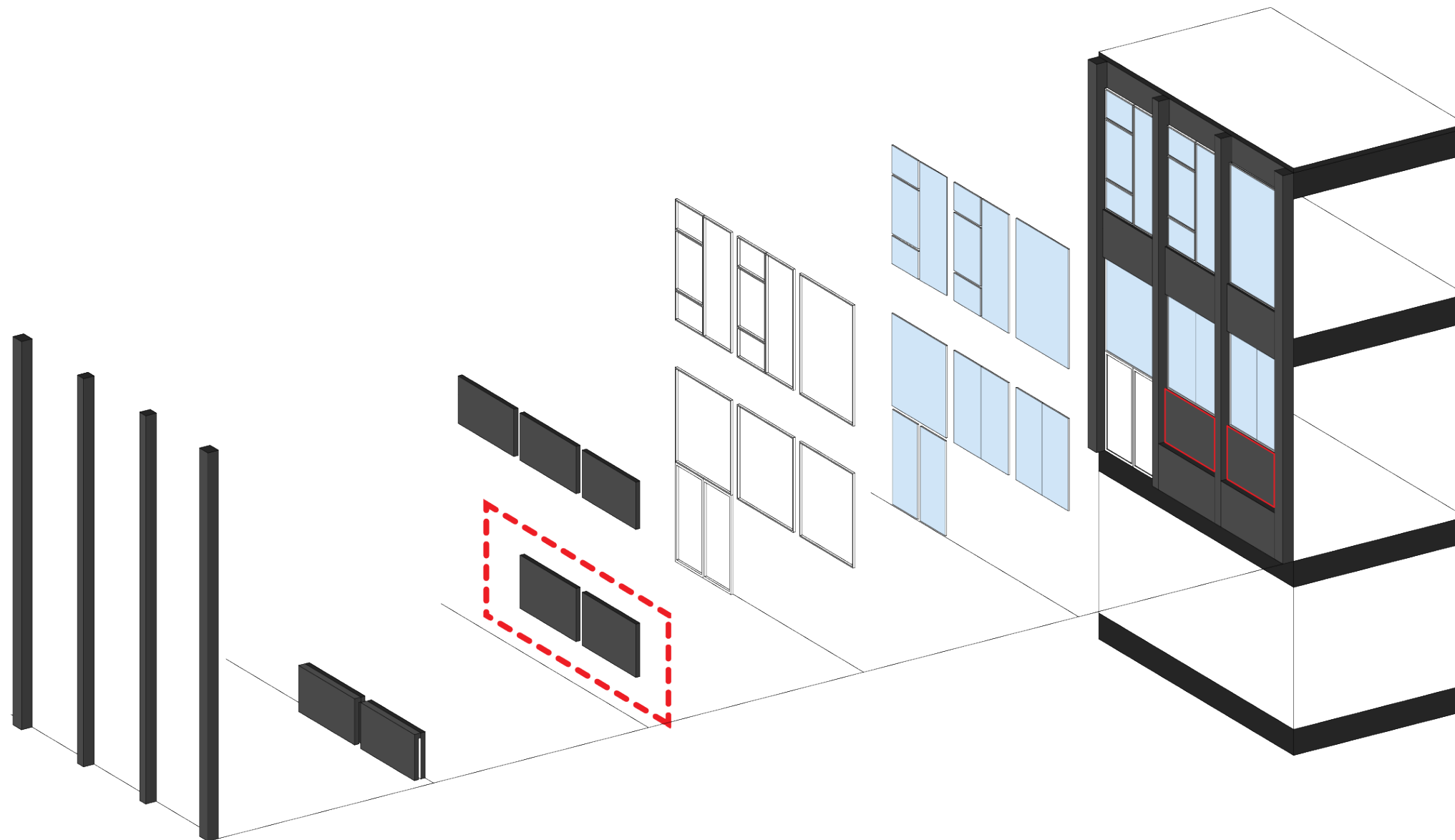
5. Renovating the Back Facade

Remove Black Paint



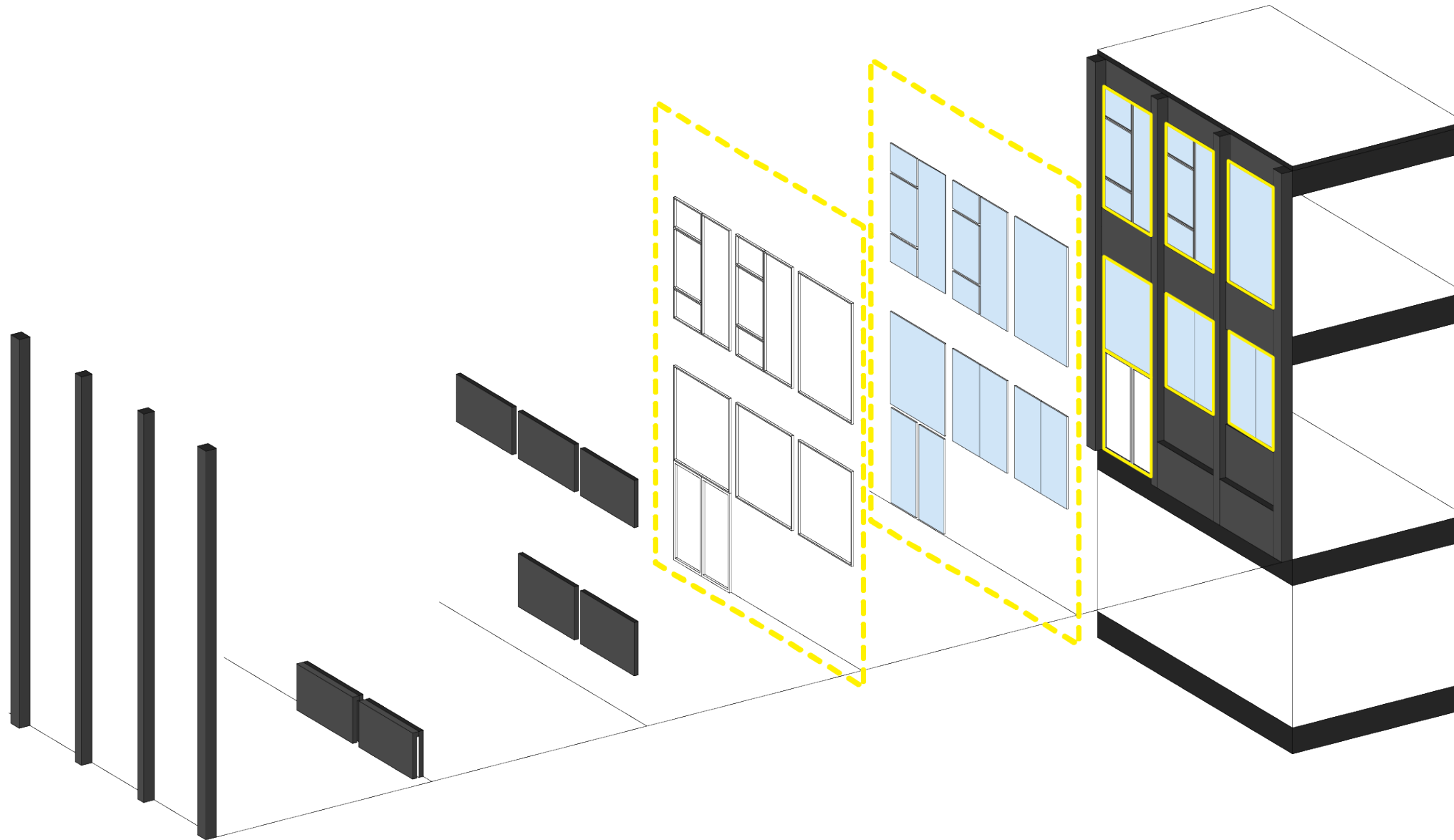
5. Renovating the Back Facade

Material to Remove



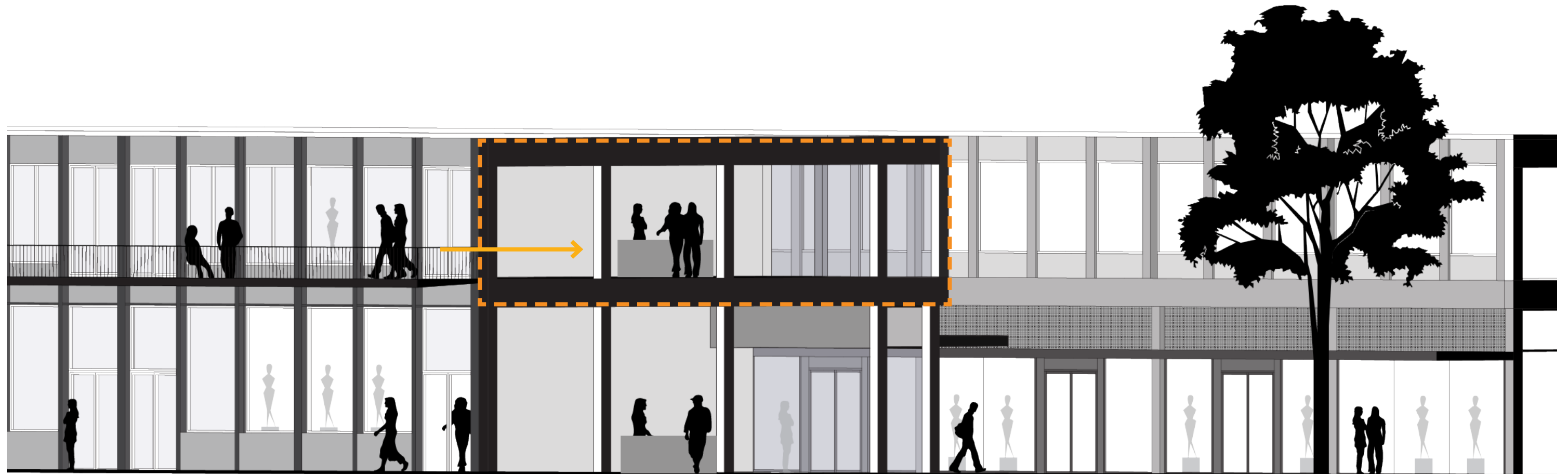
5. Renovating the Back Facade

Material to Re-install



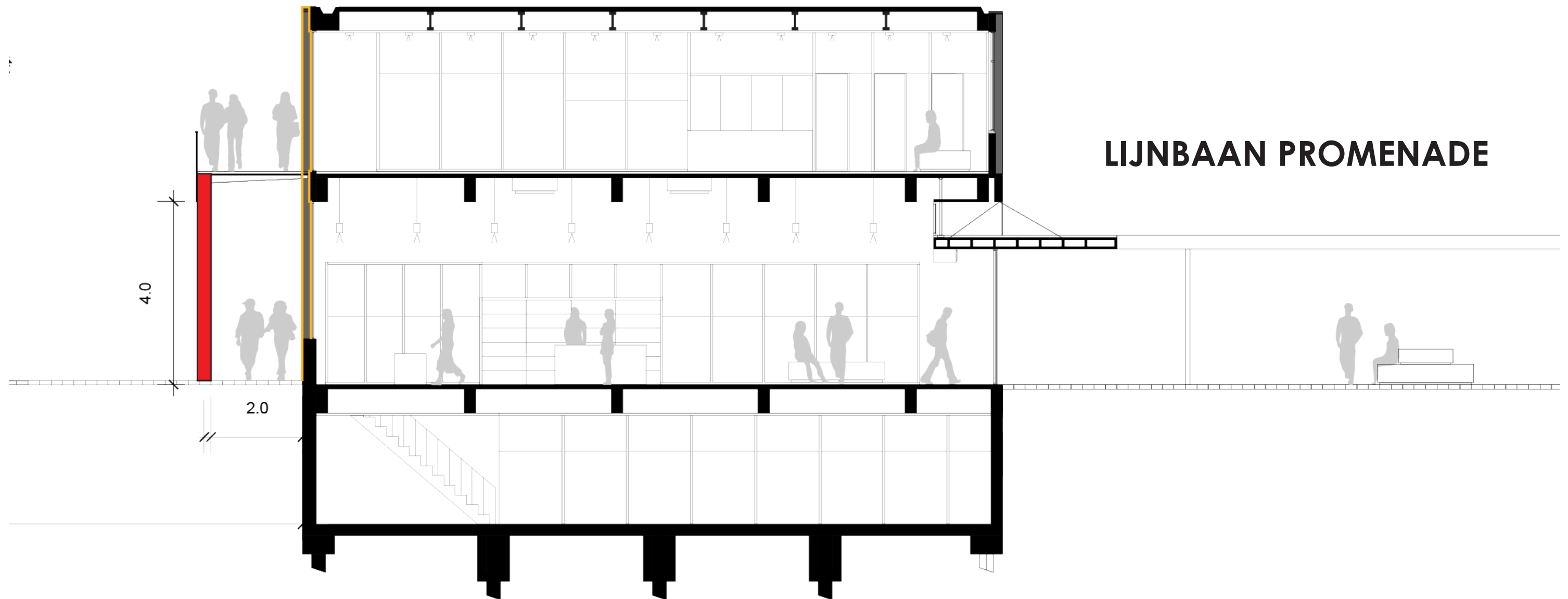
6. Access to 1st Floor

Adding a Gallery



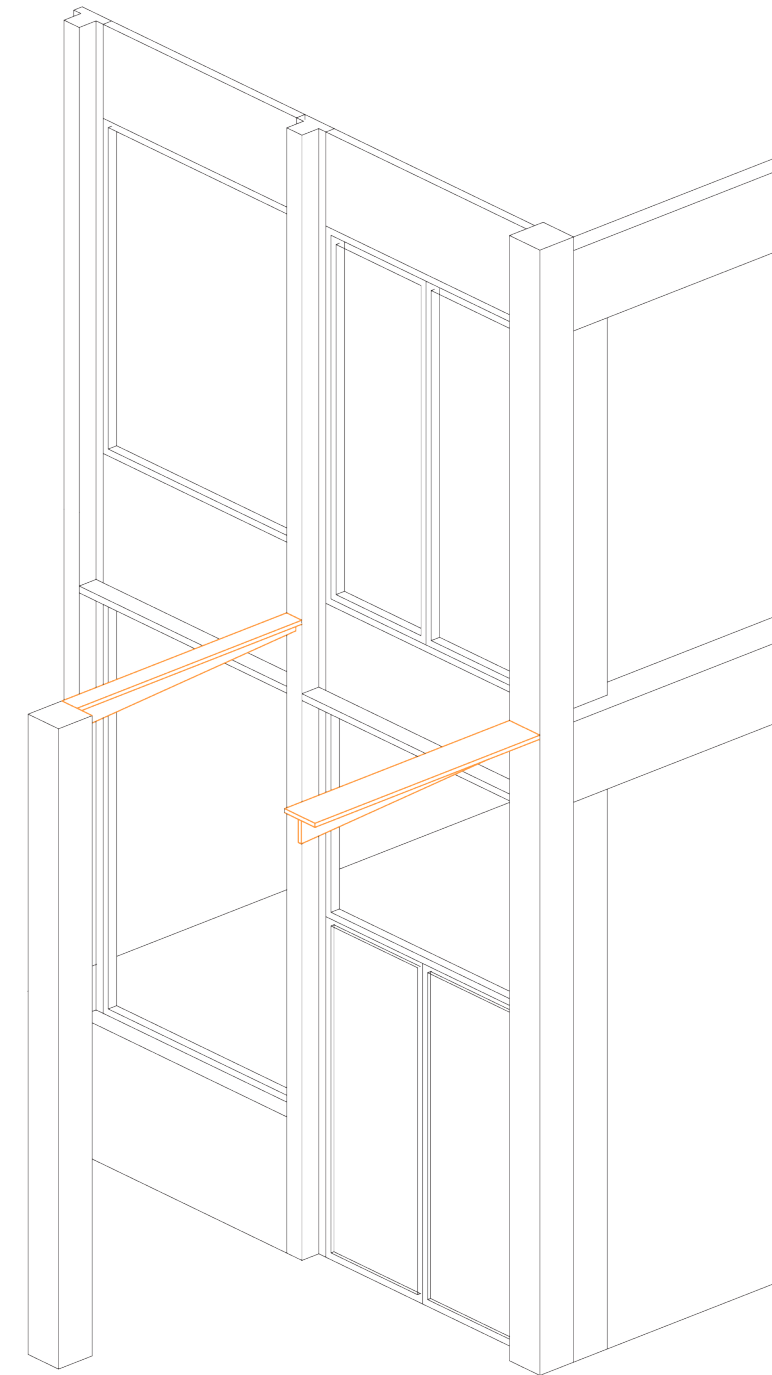
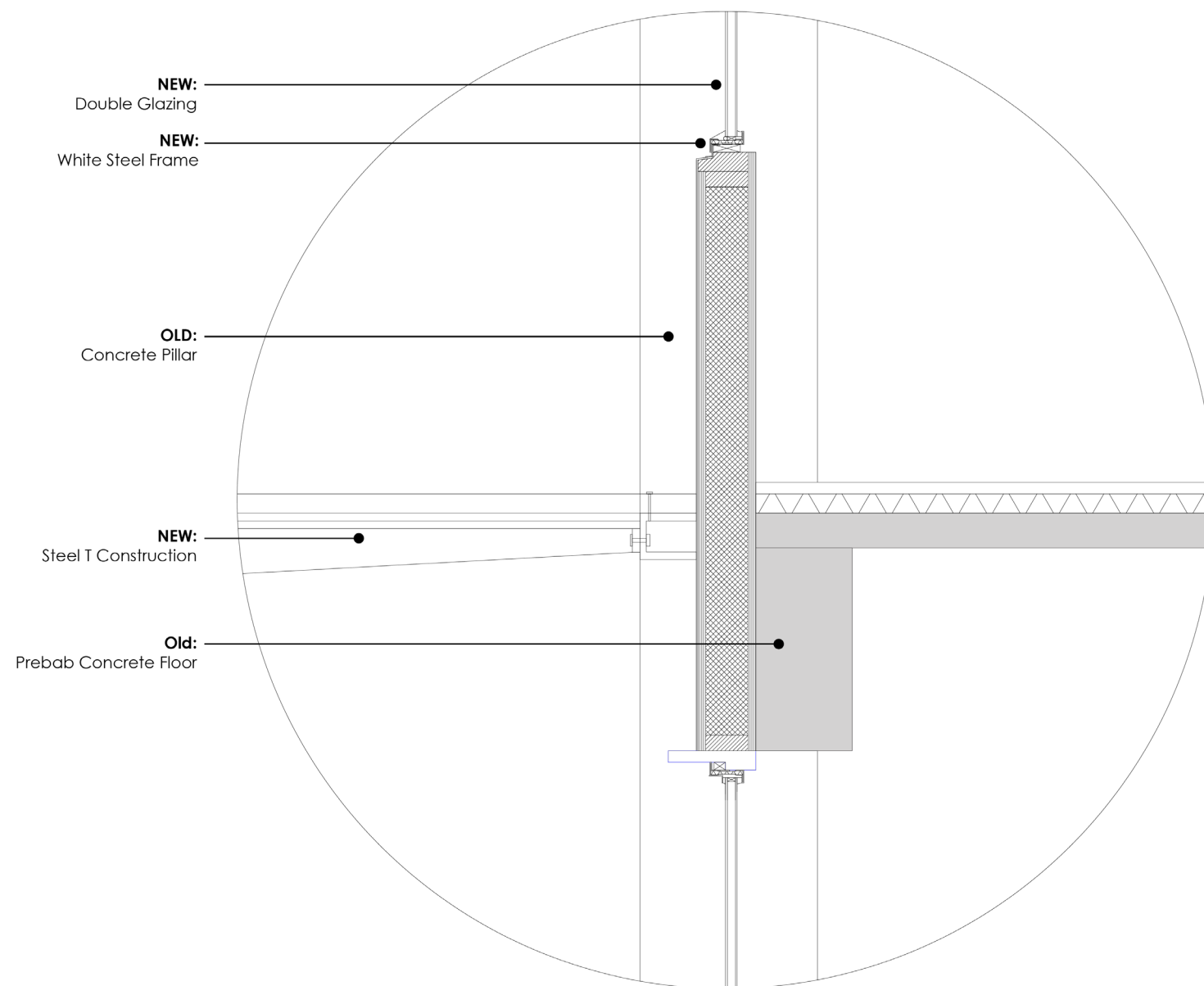
6. Access to 1st Floor

A New Load Bearing Structure



7. Access to 1st Floor

Slim Construction to ensure maximum view of the back facade



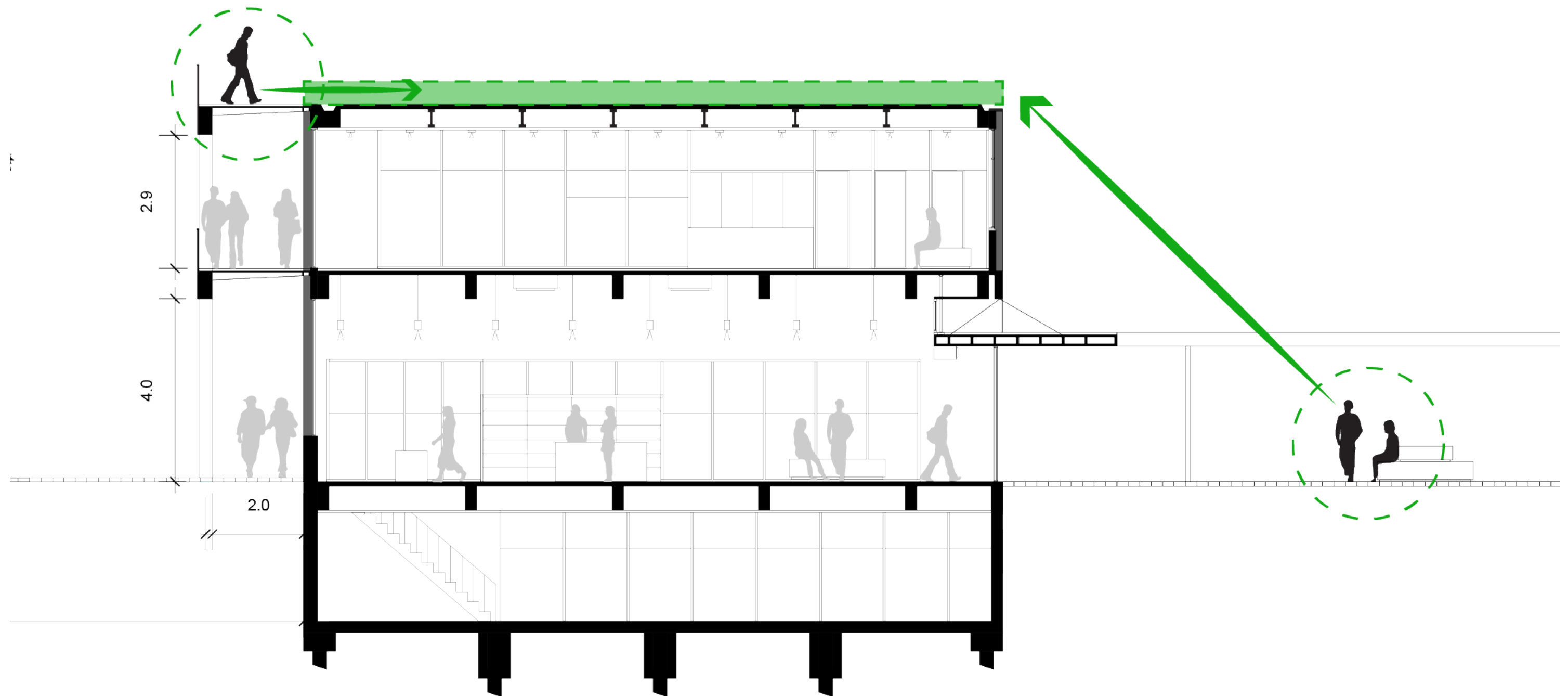
8. Improve View of the Roof

Connecting Green



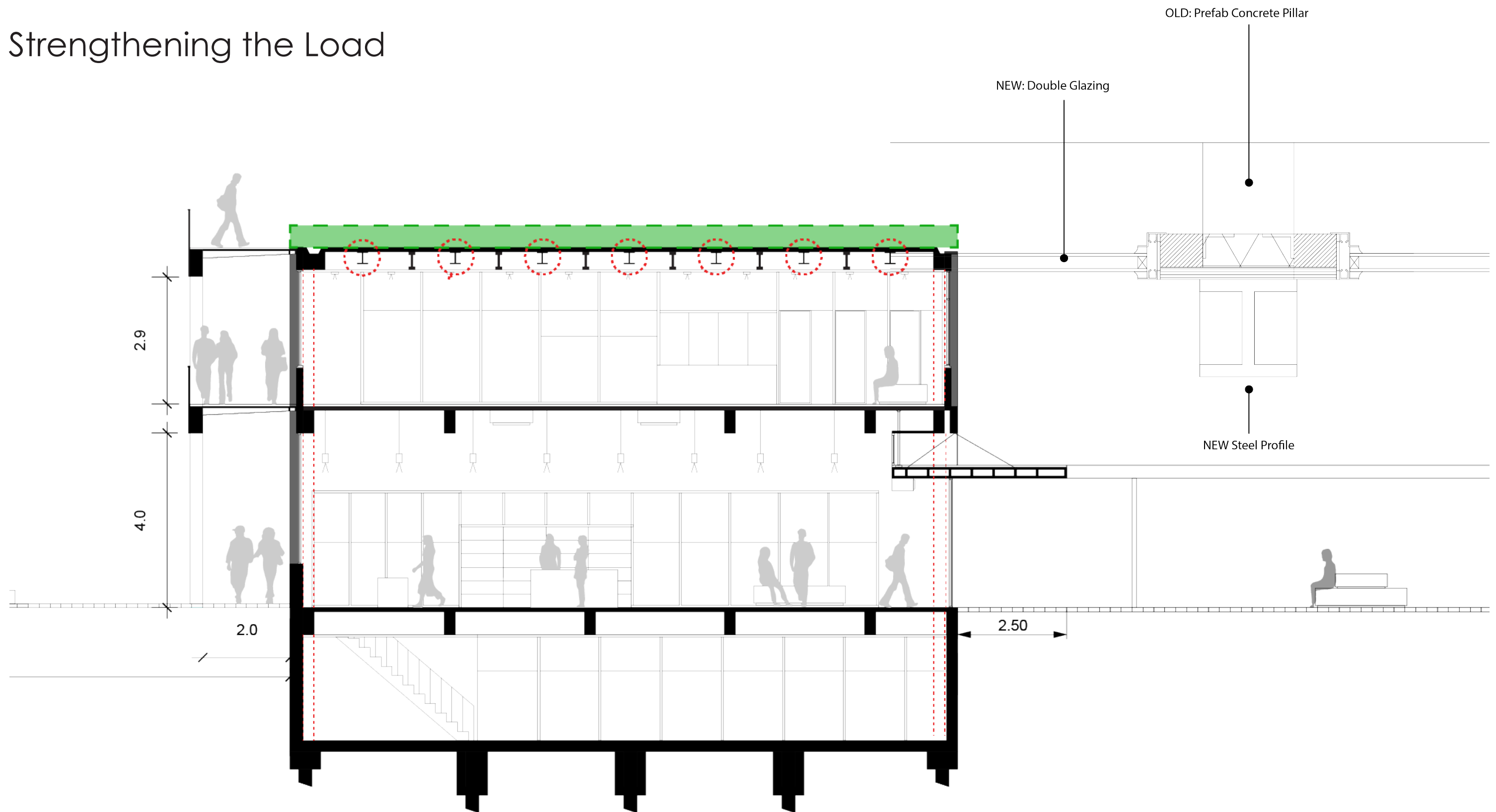
9. Green Rooftop Terrace

Lure people from the promenade to the back street



9. Green Rooftop Terrace

Strengthening the Load



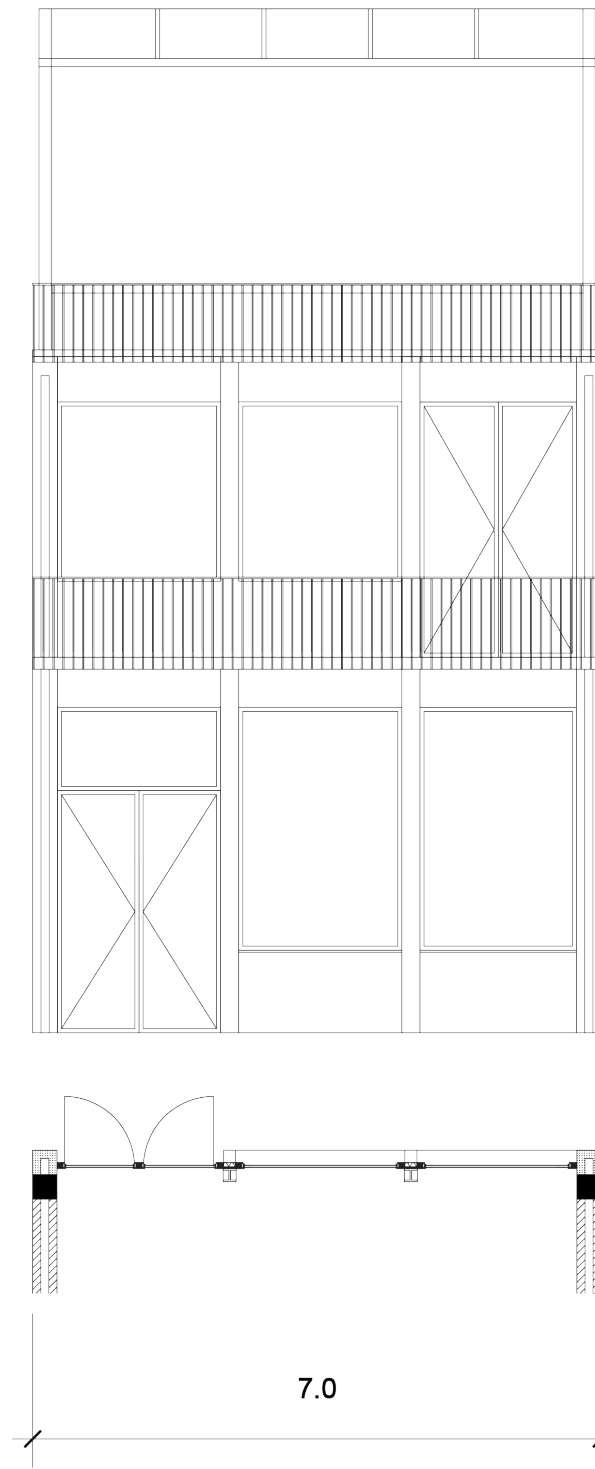
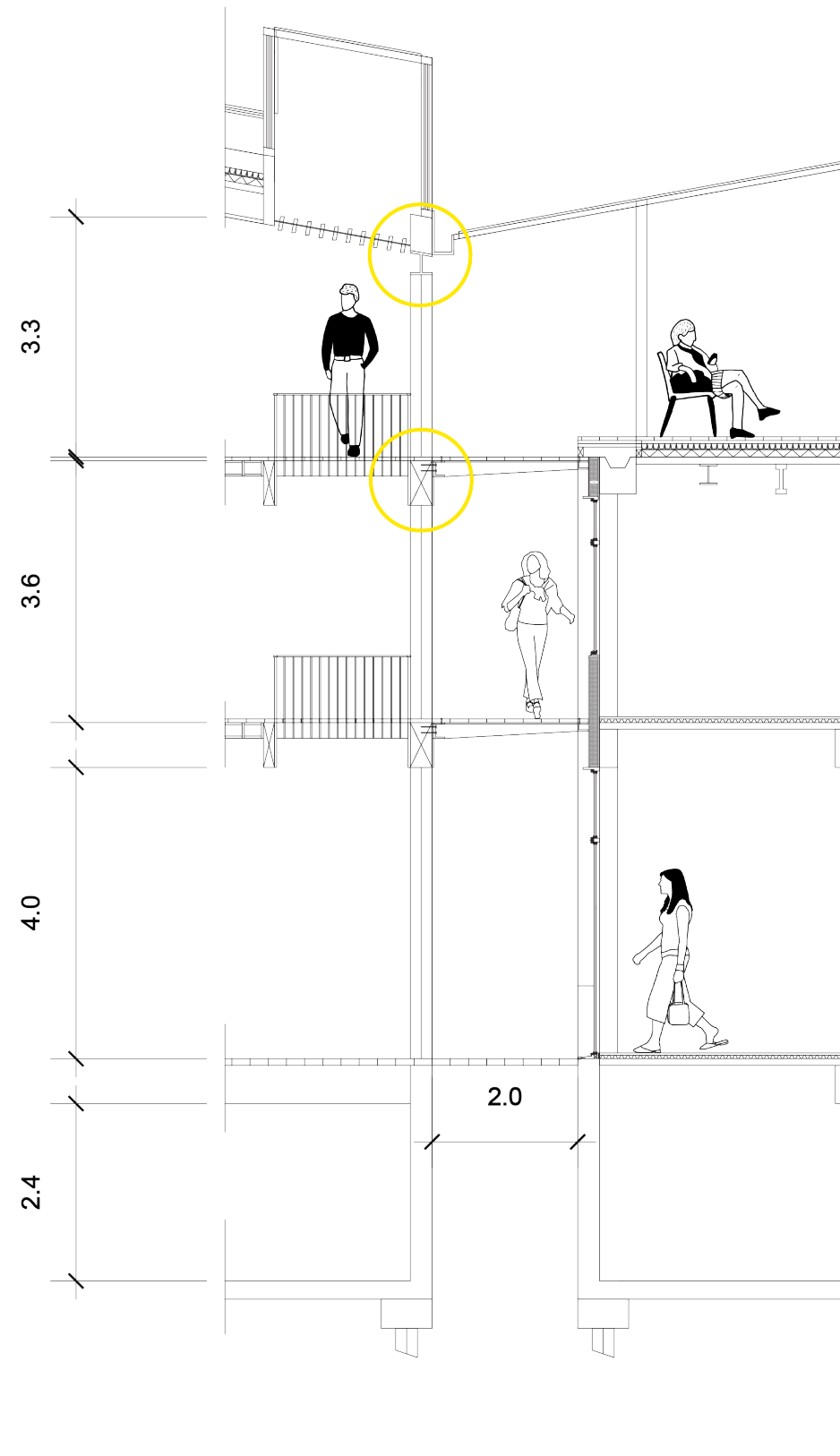
10. Stimulate Movement

An Attractive Programme

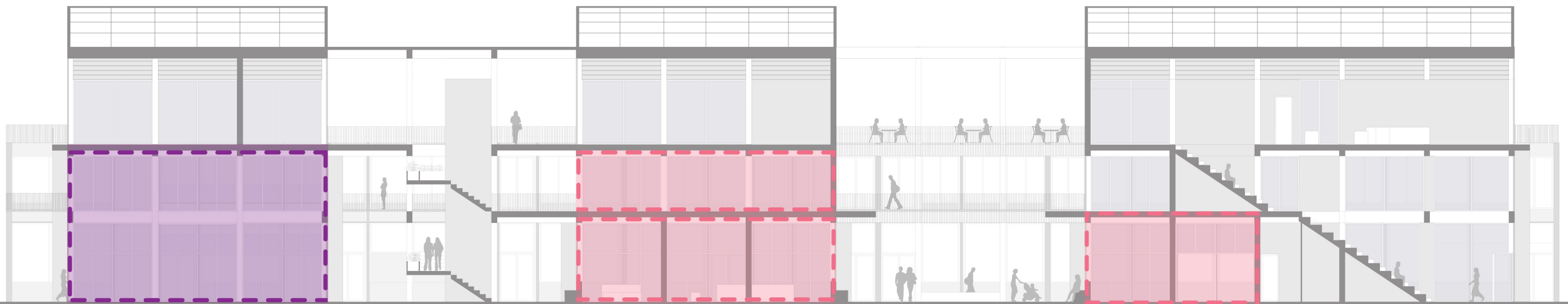
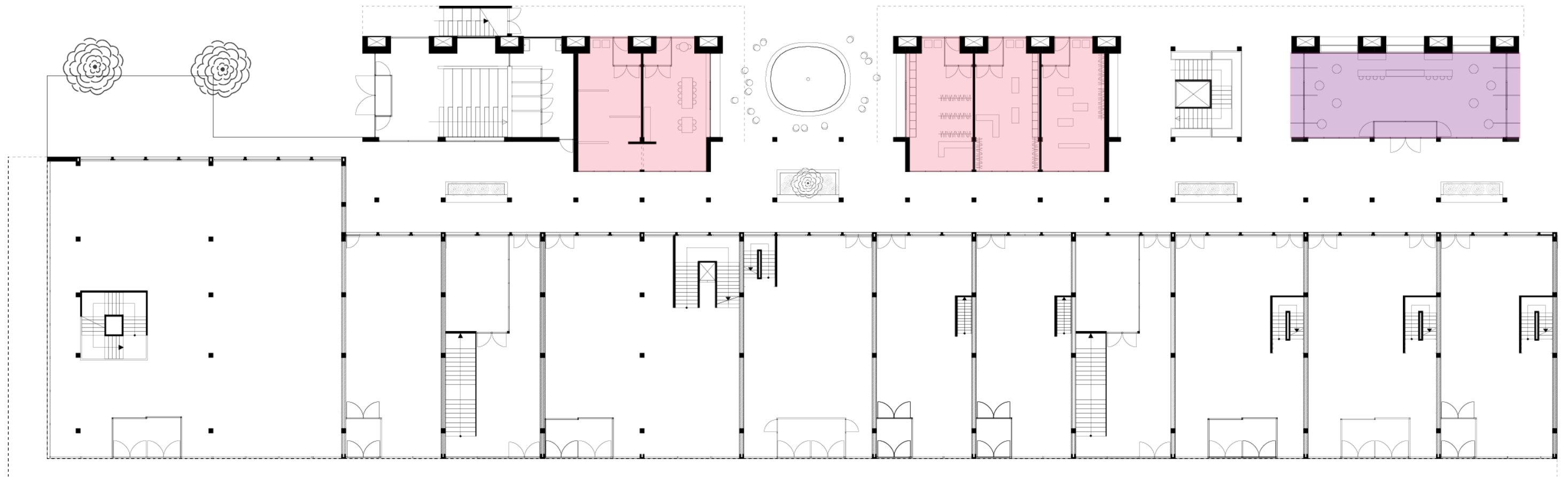


11. A Flexible Construction

Construction Materials



12. Ground Floor



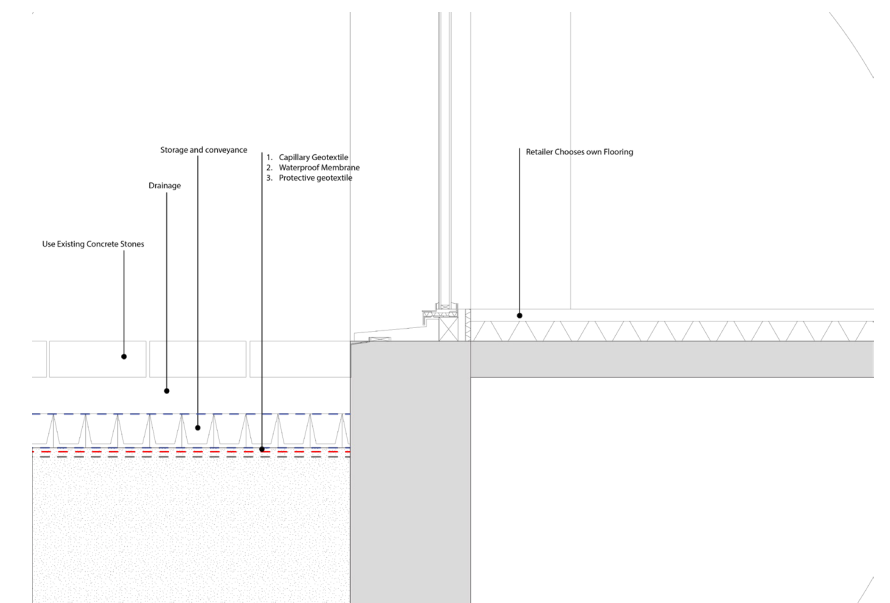
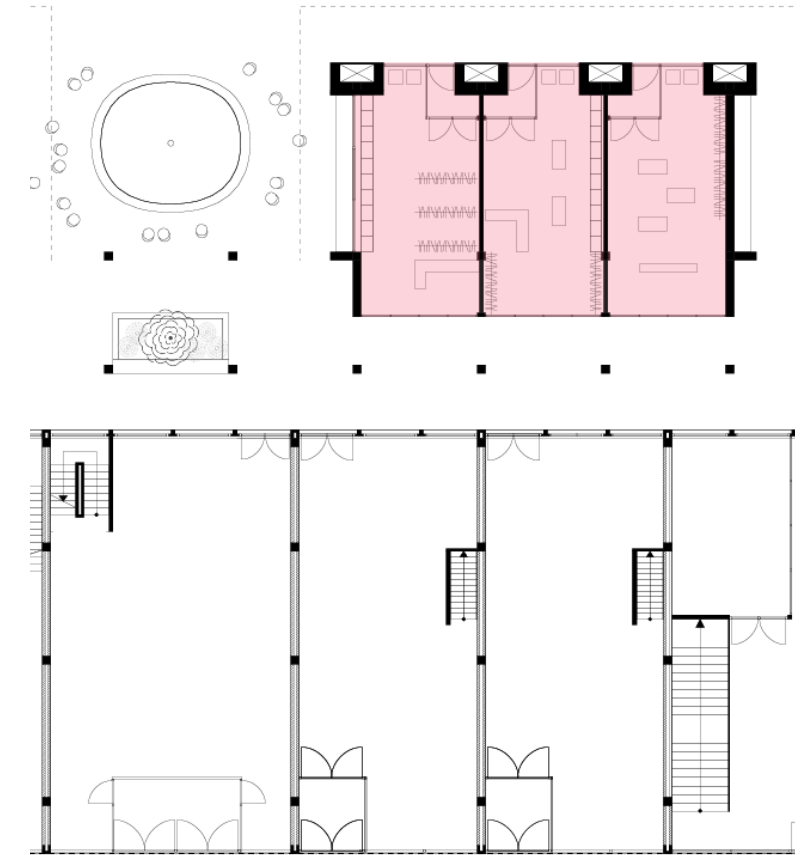
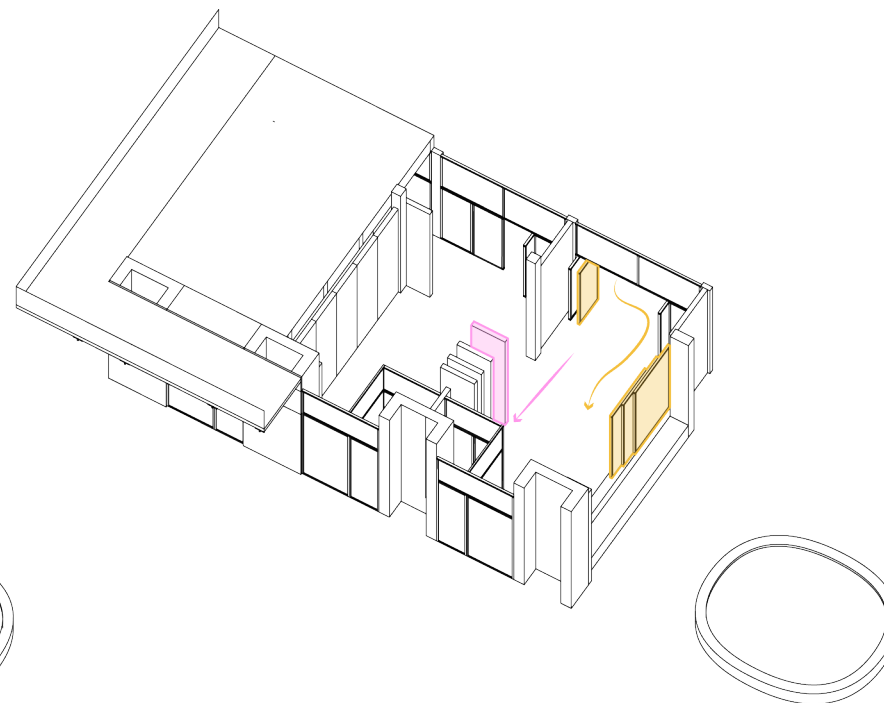
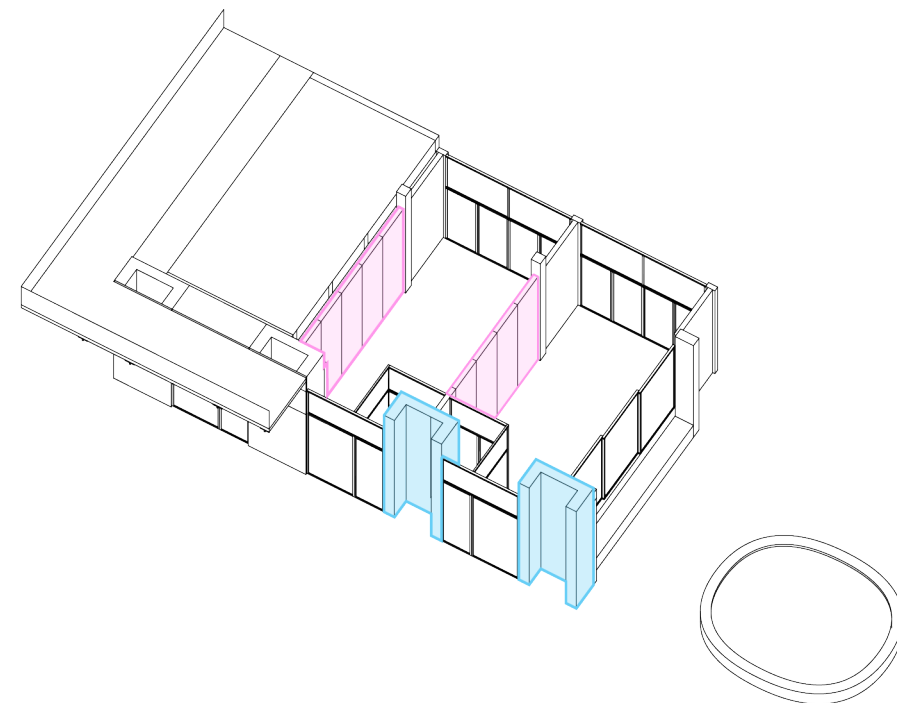
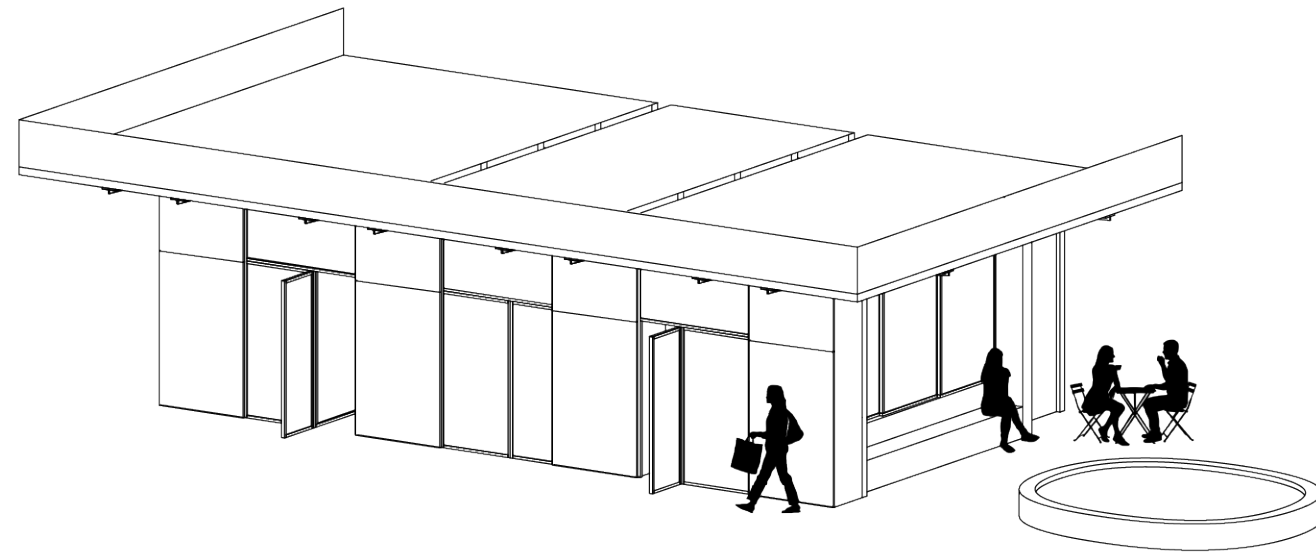
Event Space

Pop up Store/
Work Studio

Pop up Store/
Work Studio

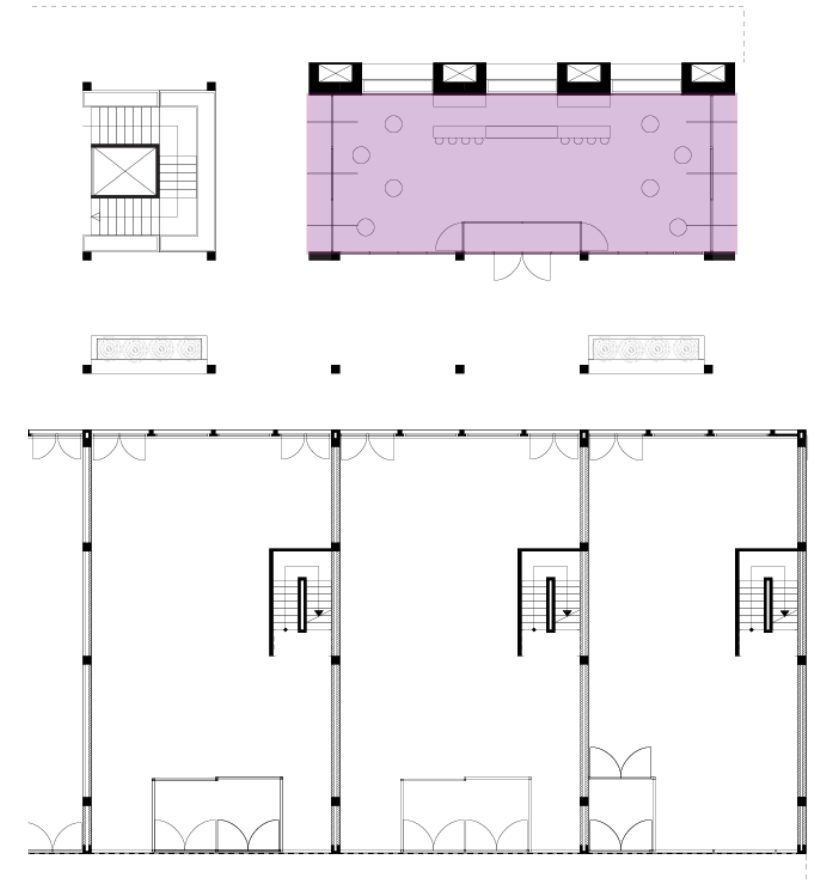
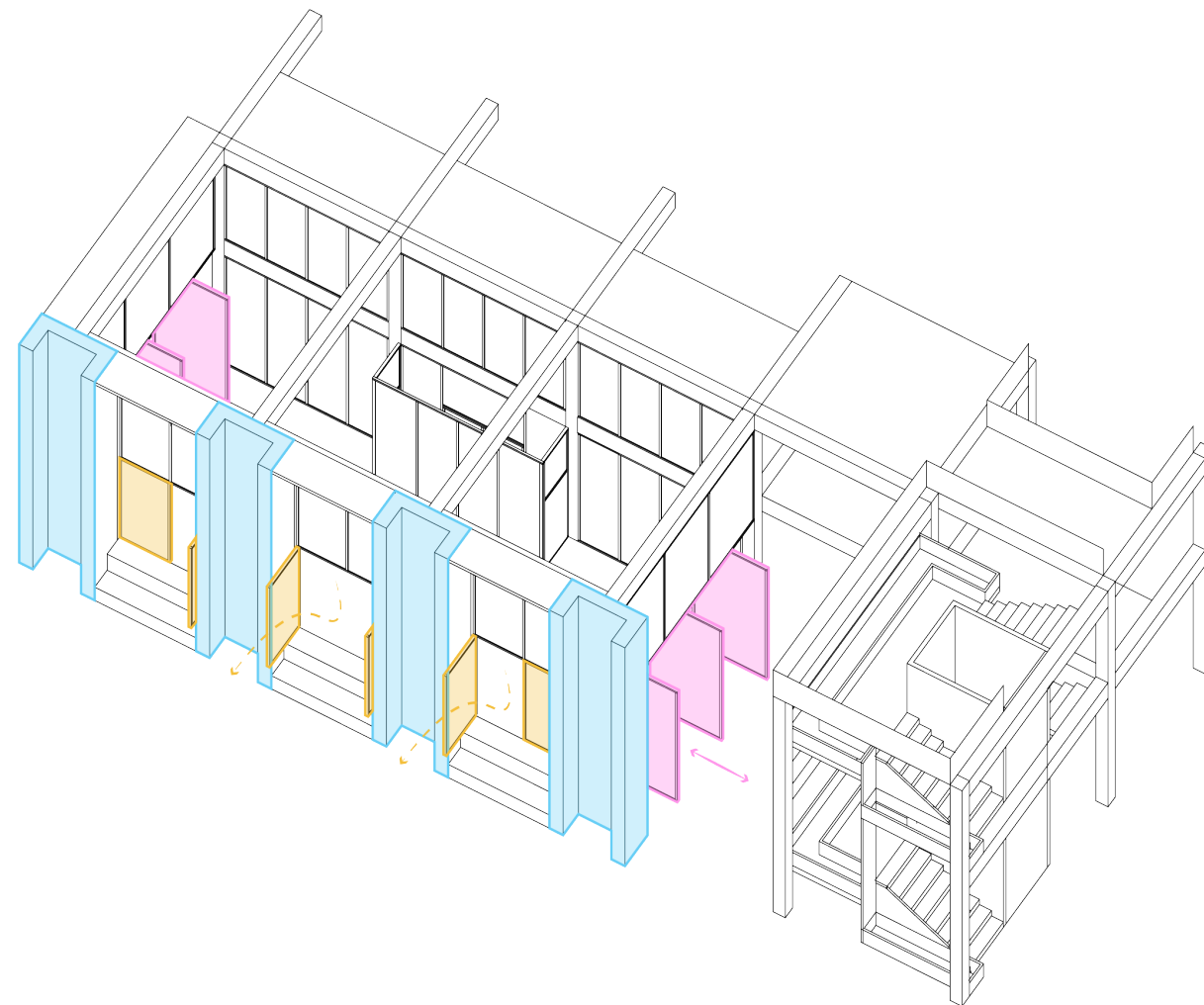
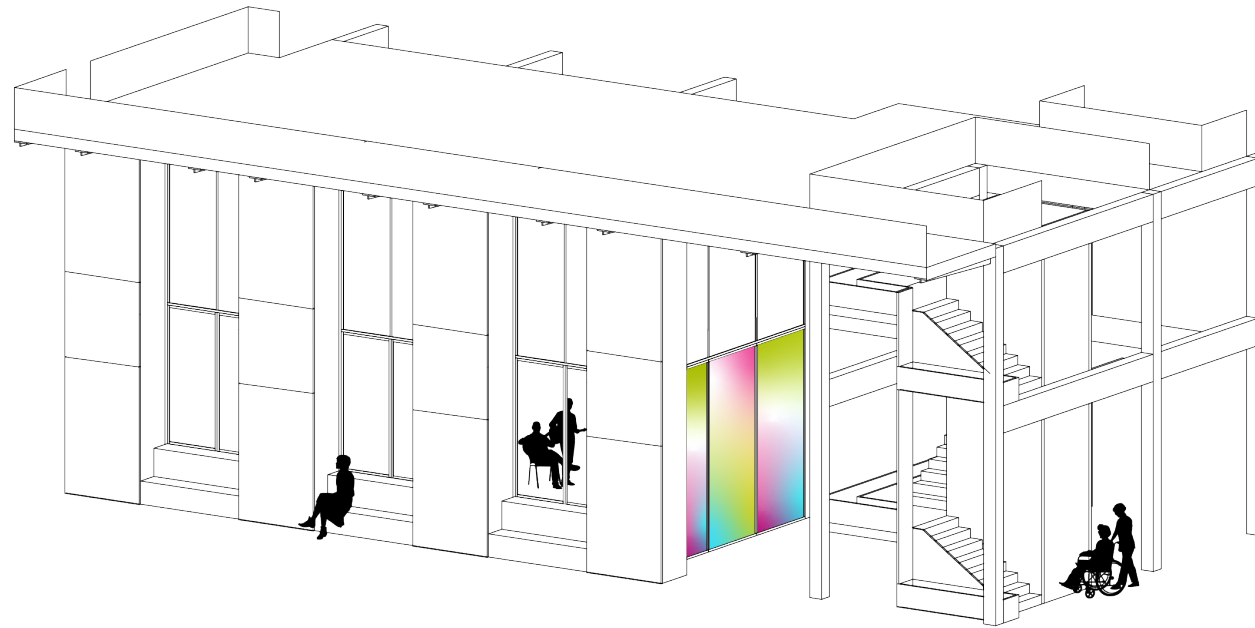
12. Ground Floor - Shops

Fist Floor



12. Ground Floor - Event Space

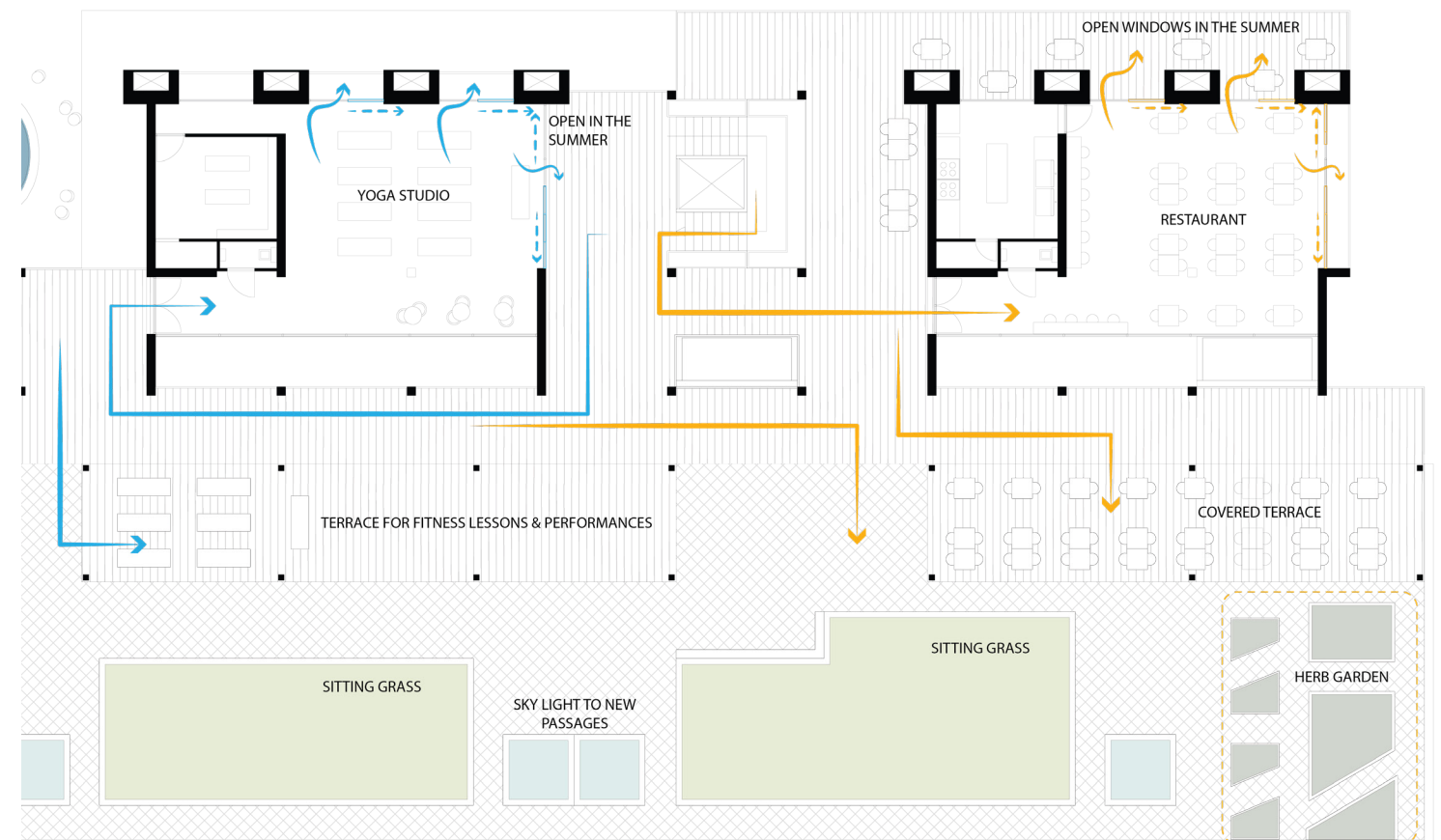
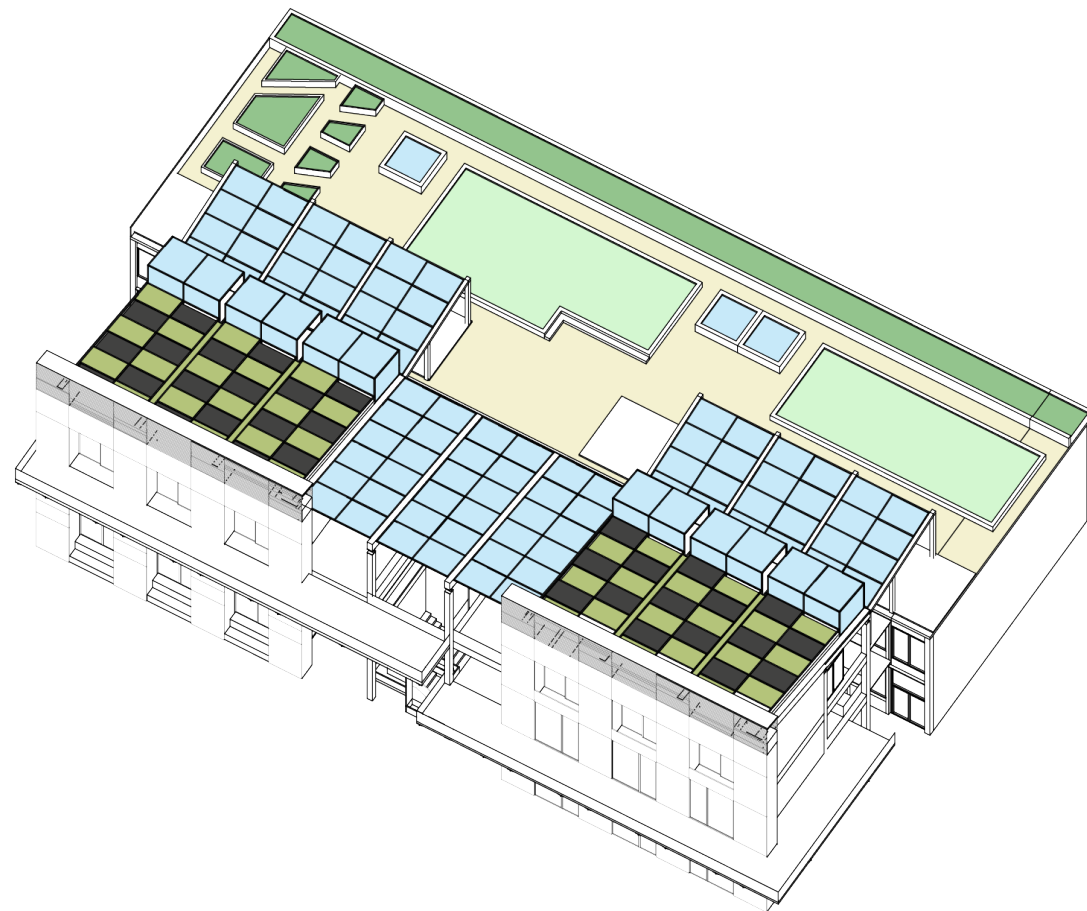
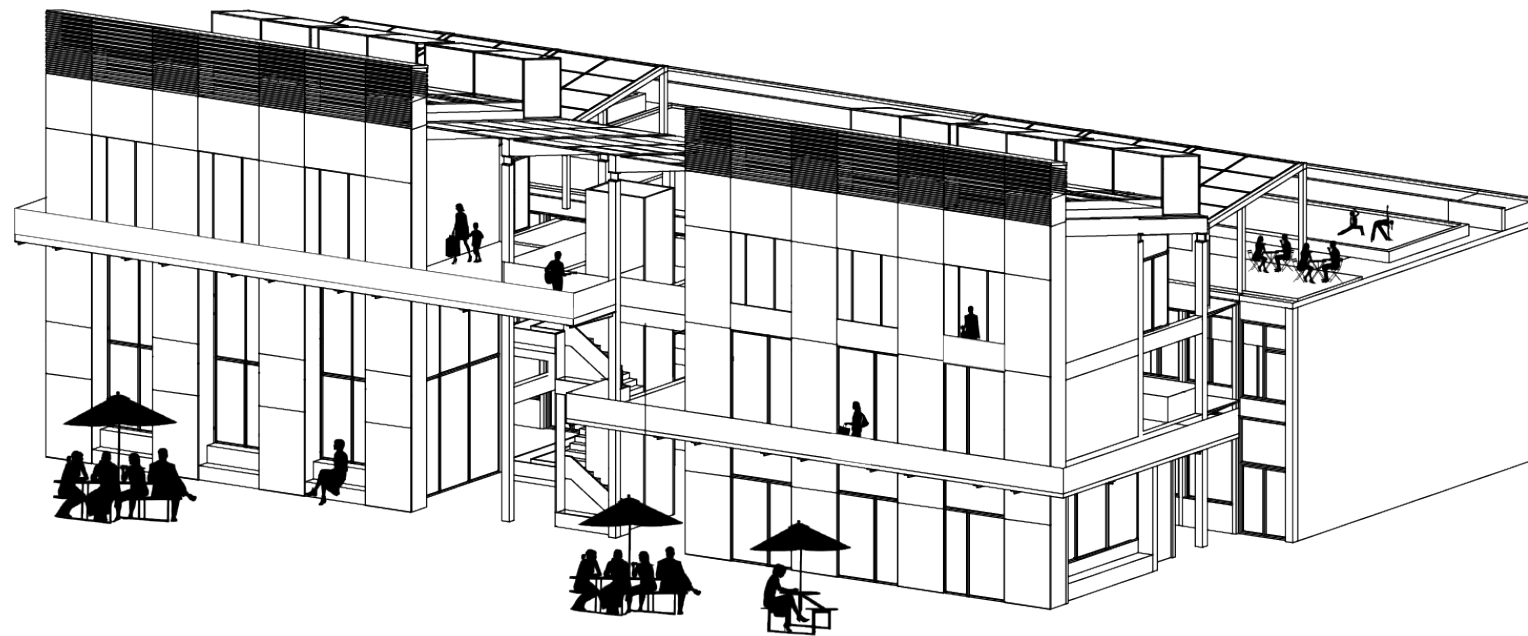
Fist Floor



13. 2nd Floor

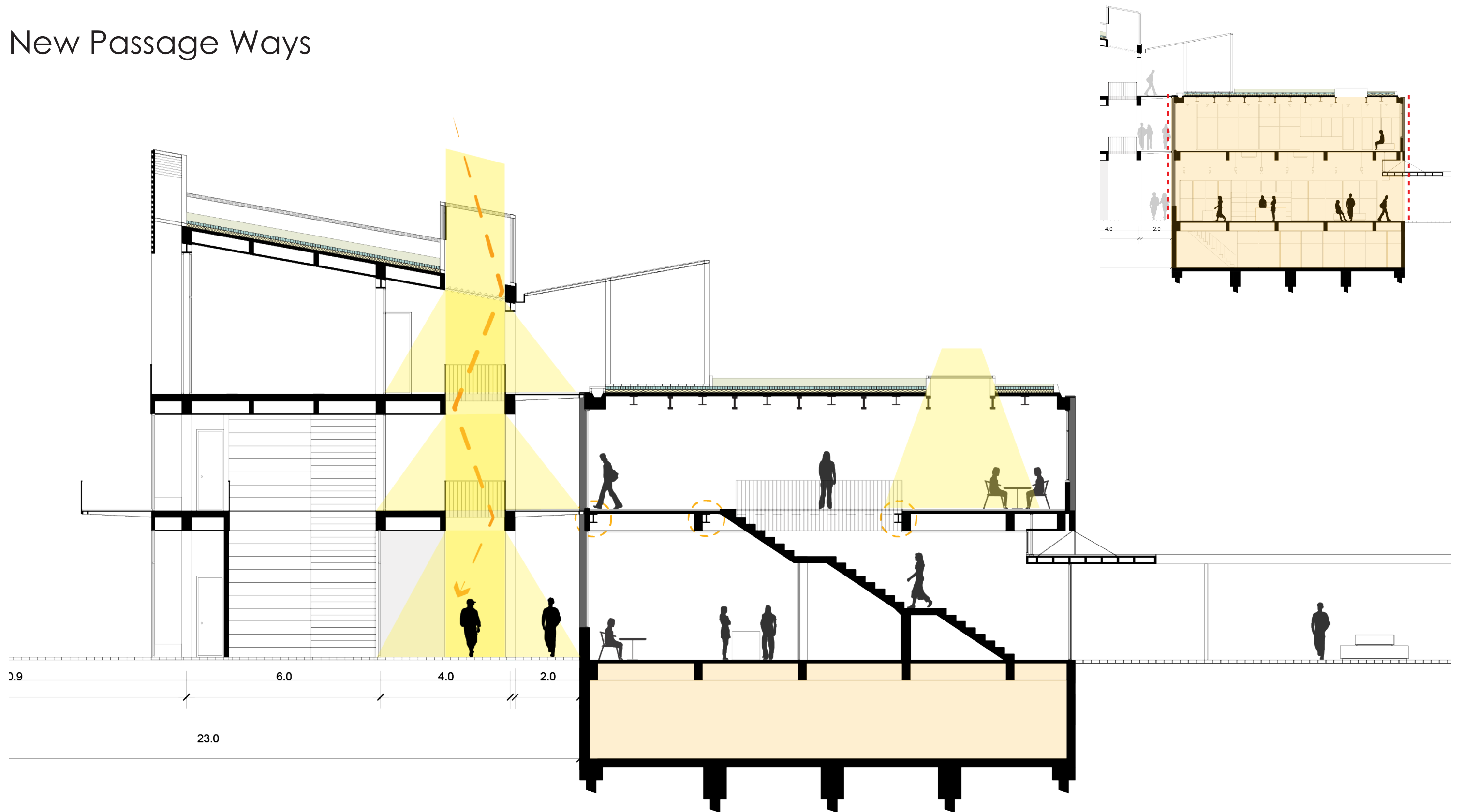


13. 2nd Floor - Restaurant & Studio Space



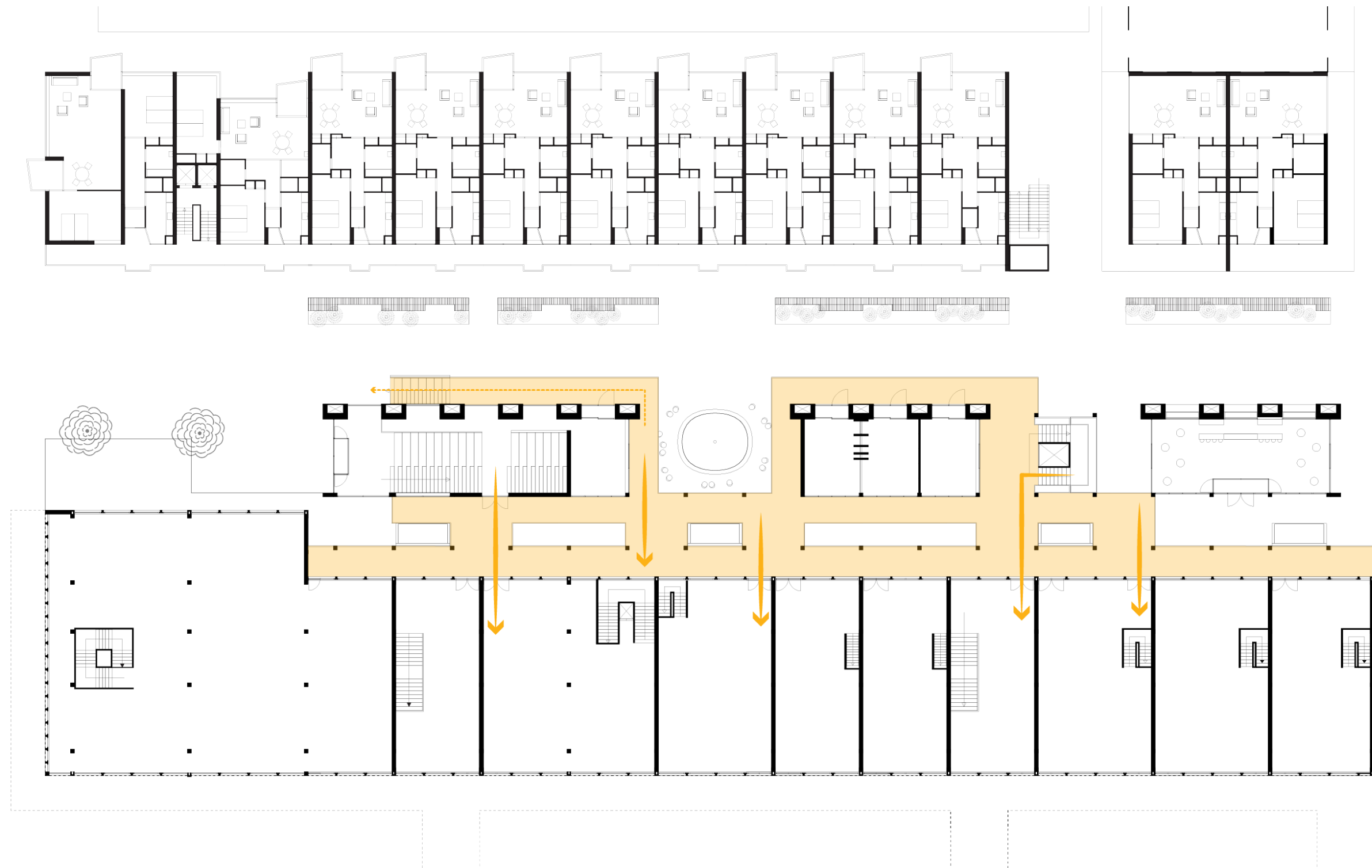
14. Experience Routes

New Passage Ways



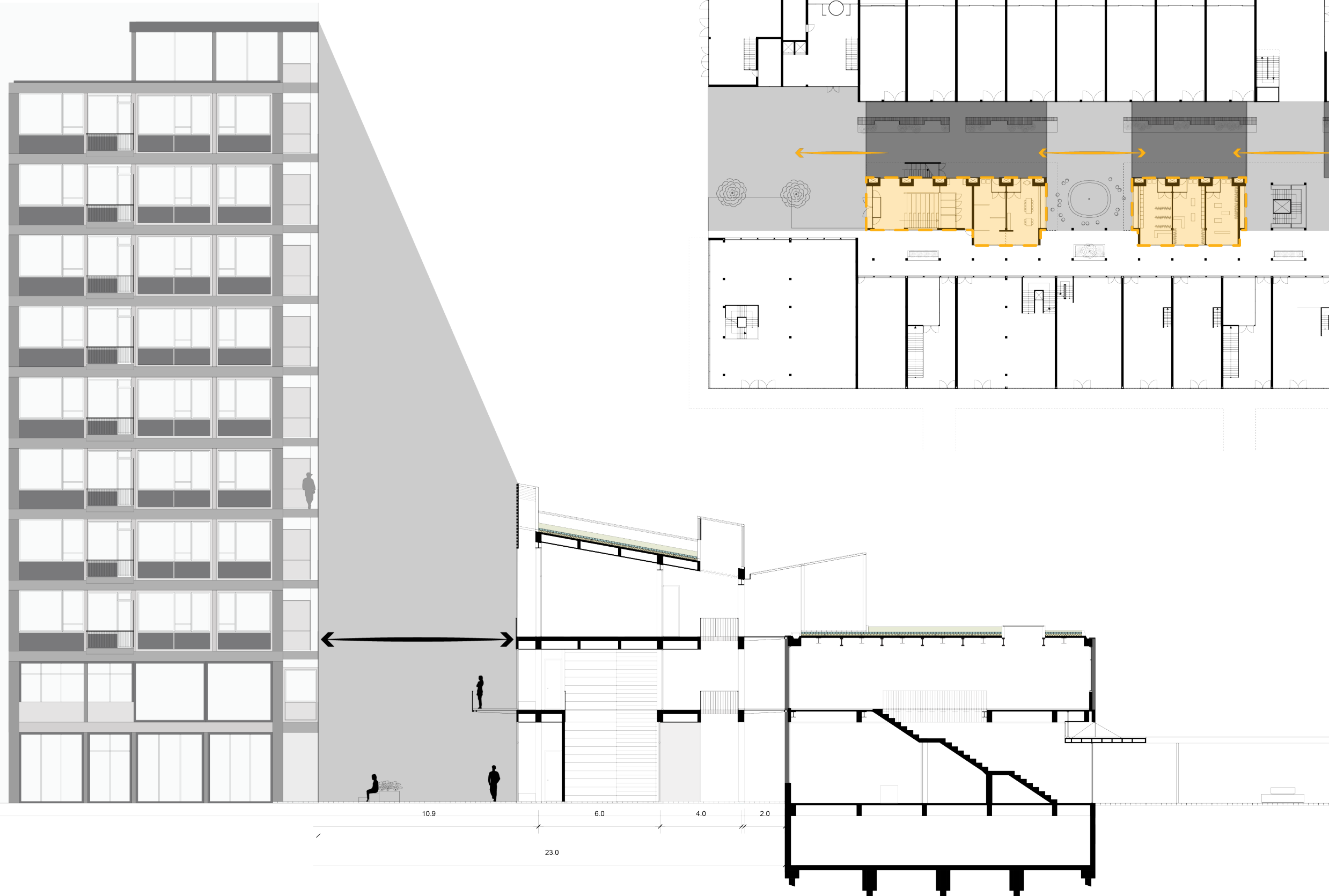
14. Experience Routes

Letting Light in



15. The Street

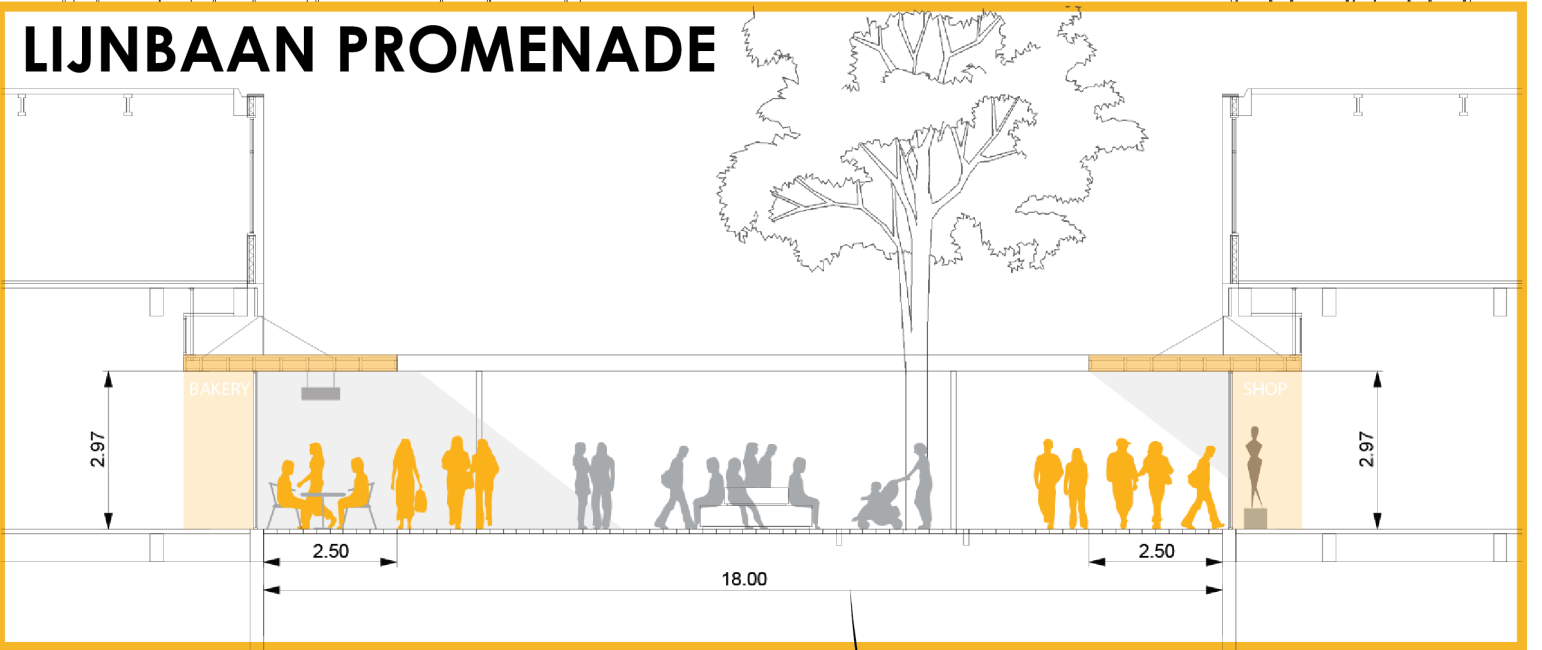
A Place for all



16. A Place to Stay

When it gets busy

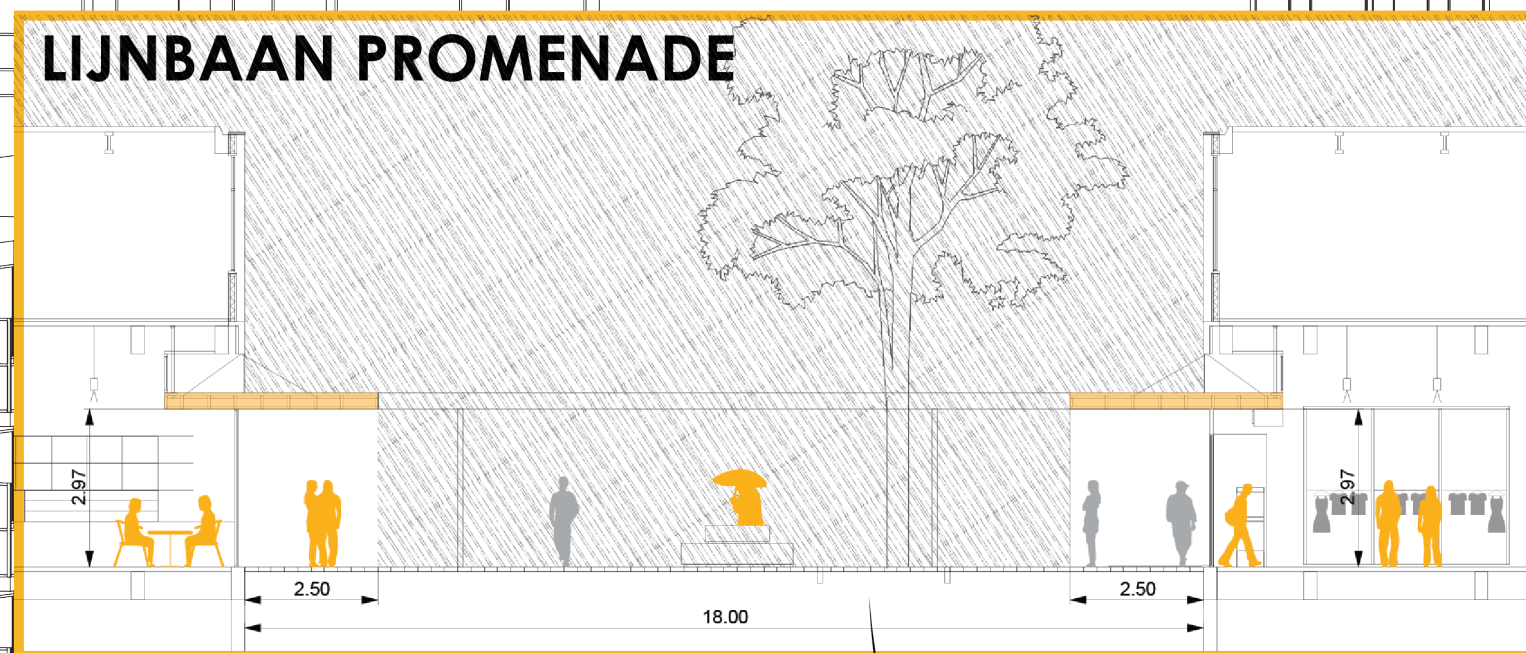
LIJNBAAN PROMENADE



16. A Place to Stay

When it rains & it's cold

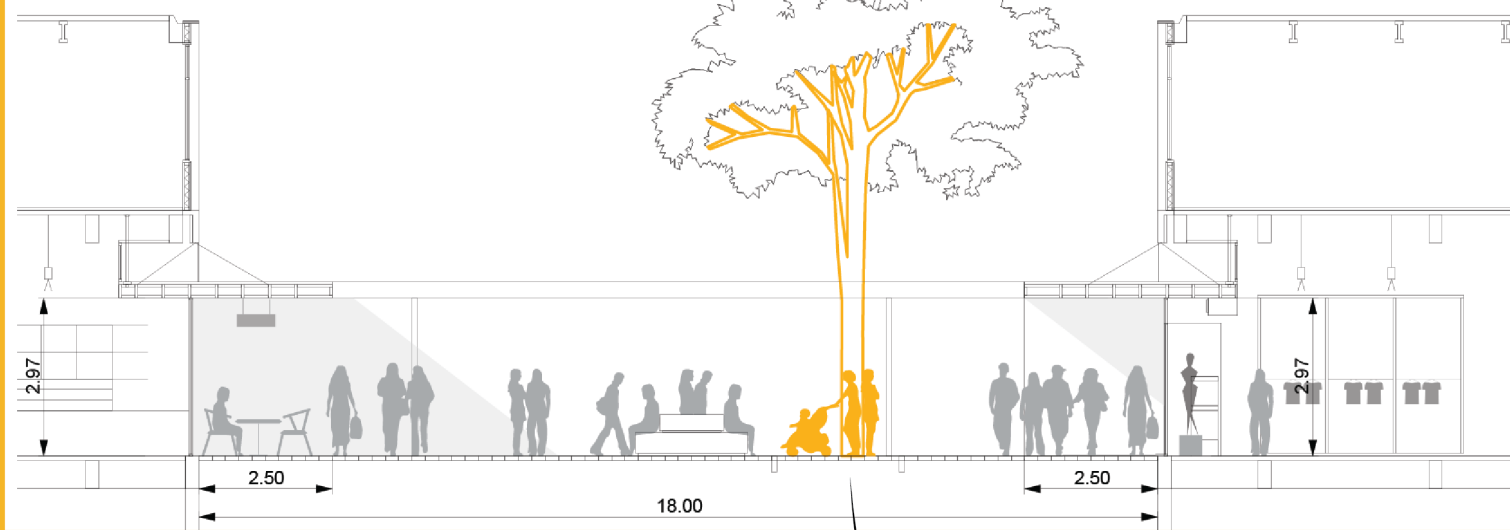
LIJNBAAN PROMENADE



16. A Place to Stay

When it gets hot

LIJNBAAN PROMENADE



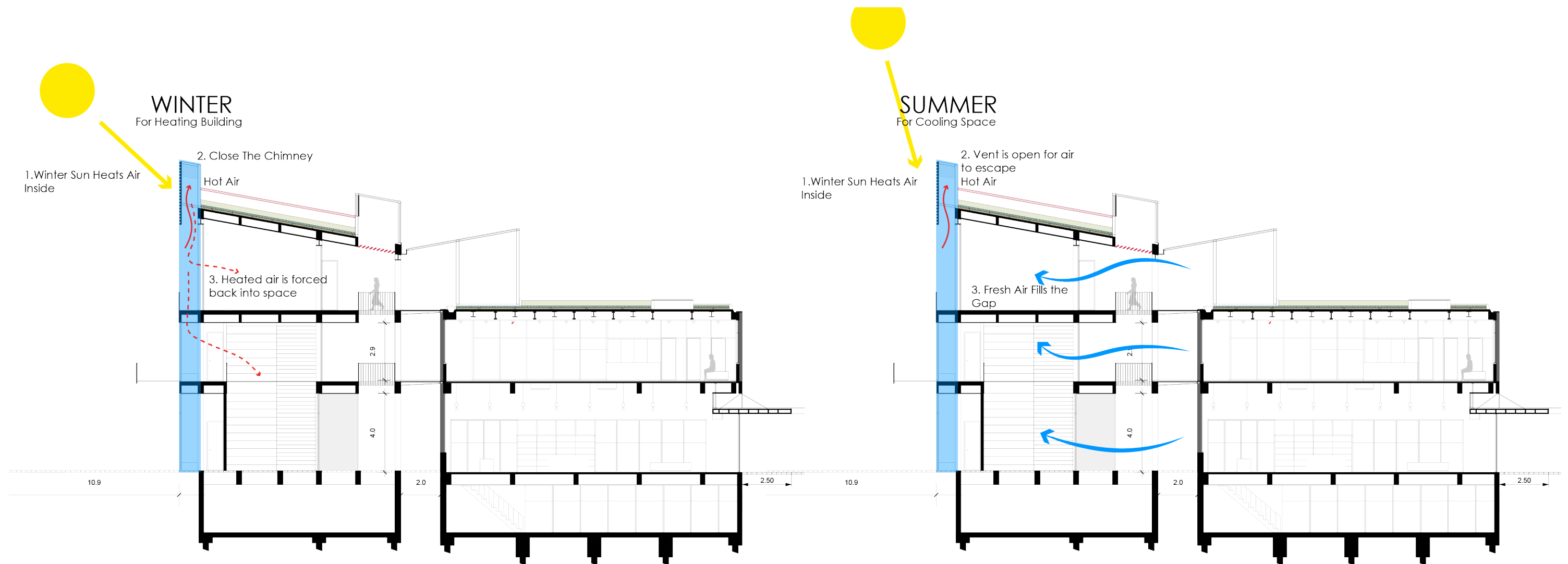
16. A Place to Stay





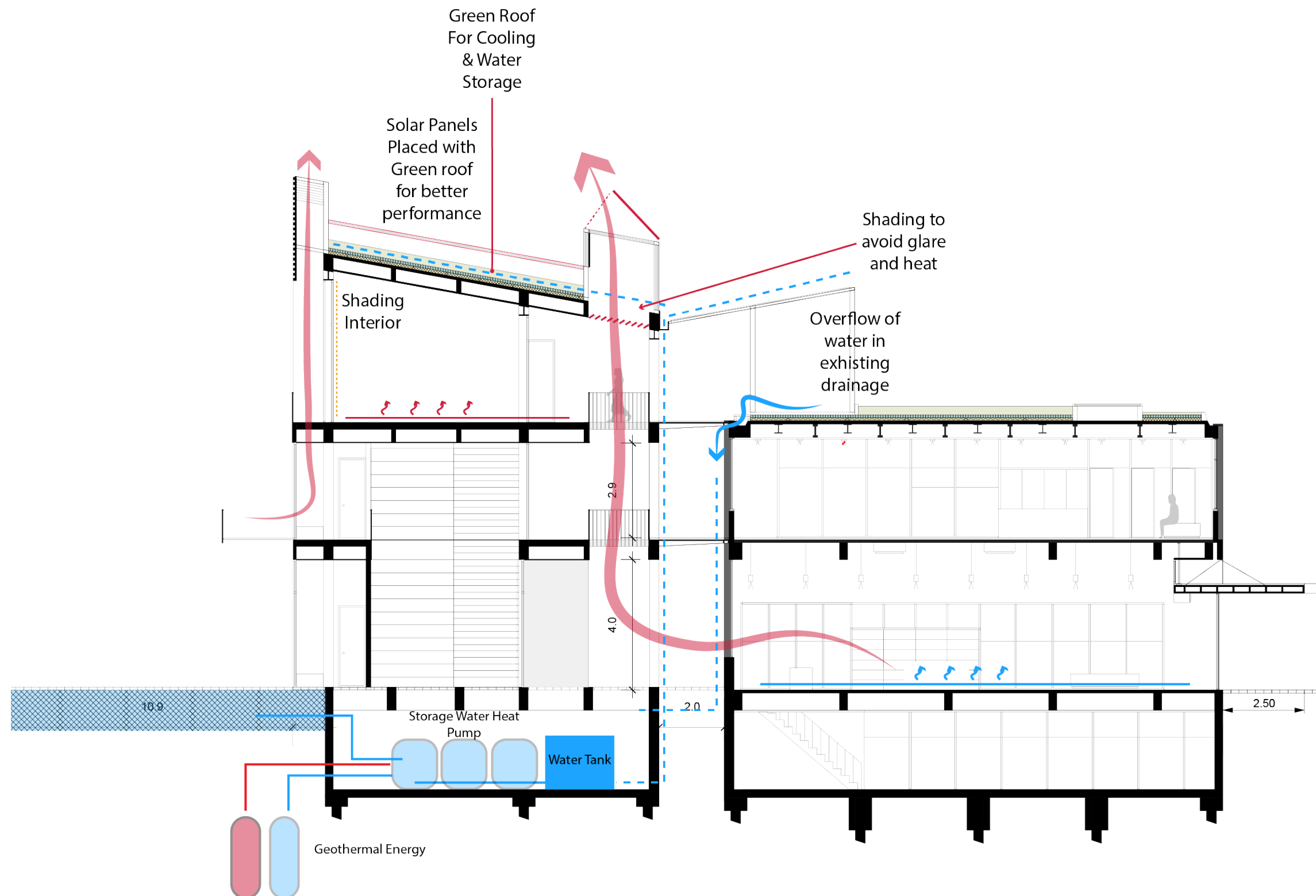
17. Extreme Weather

Solar Chimney

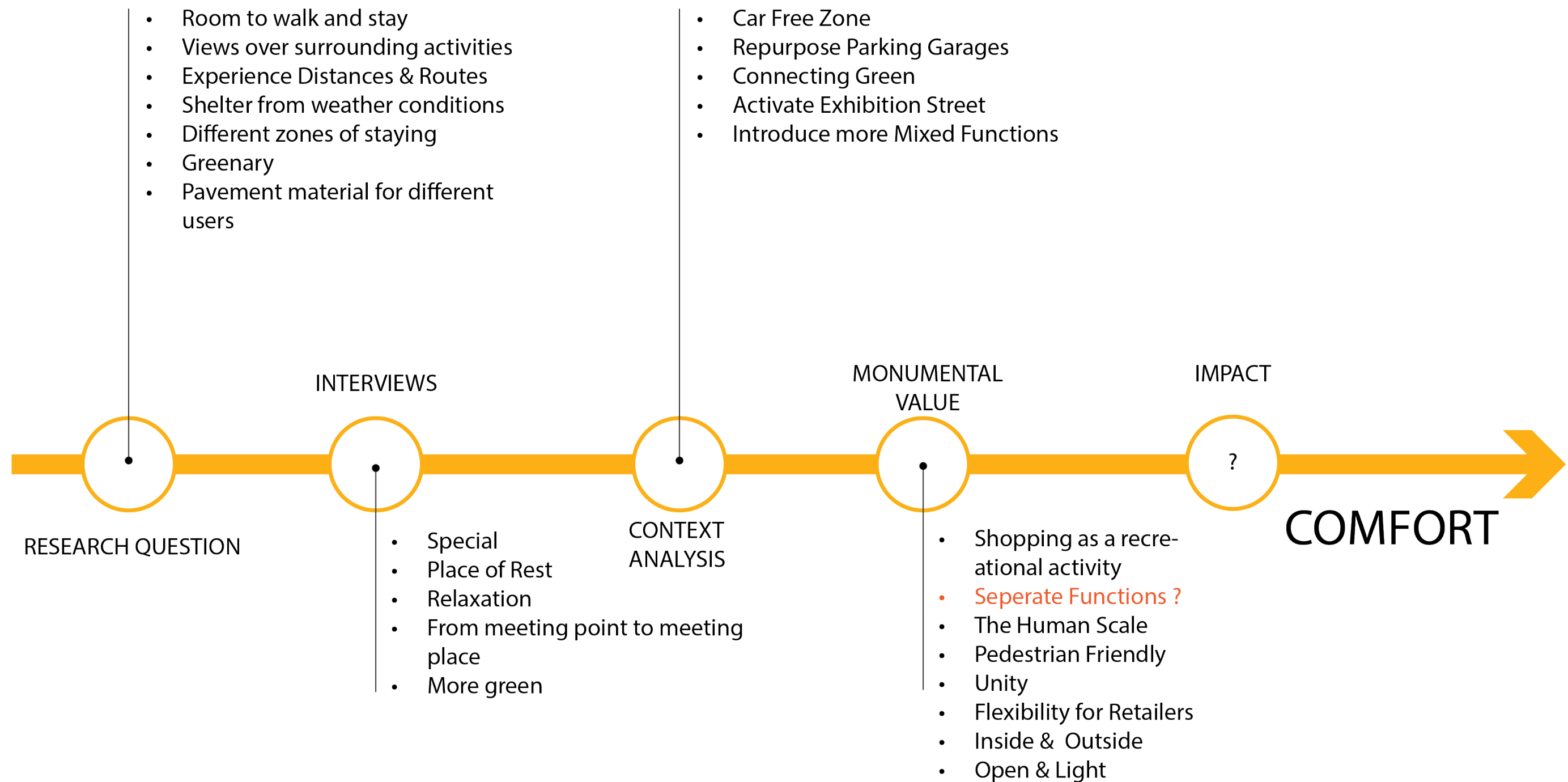


17. Extreme Weather

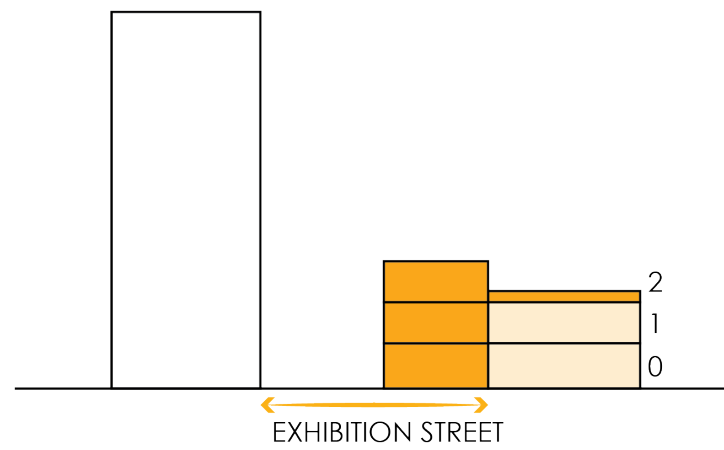
Sustainable Energy Source & Ventilation



Research to Design Ambition



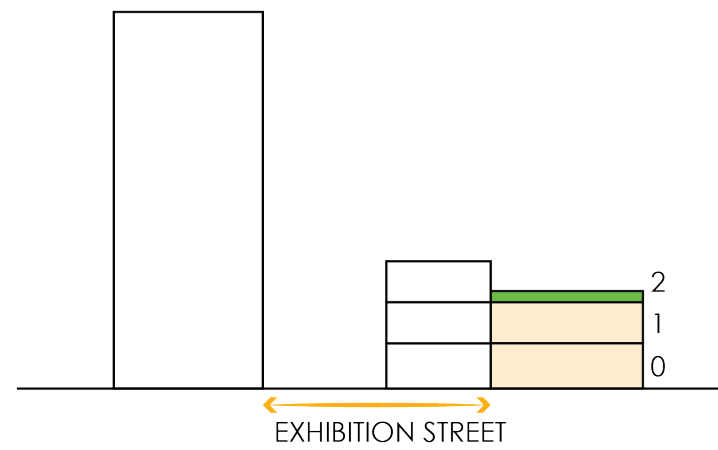
Impact - Flexibility & Scalability



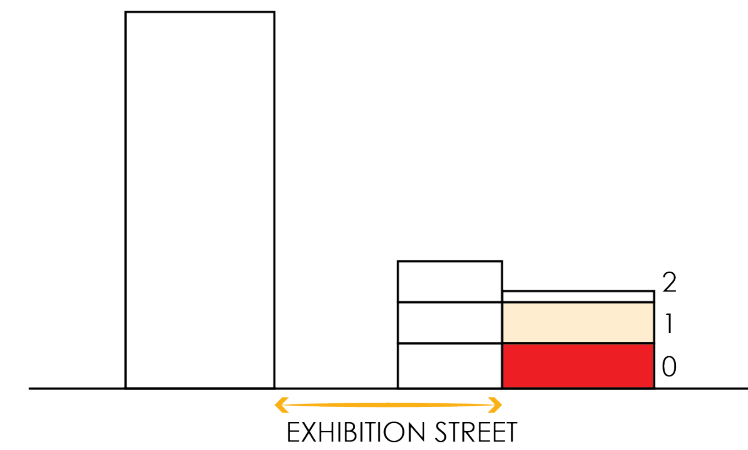
Adding A Volume

Dilema's:

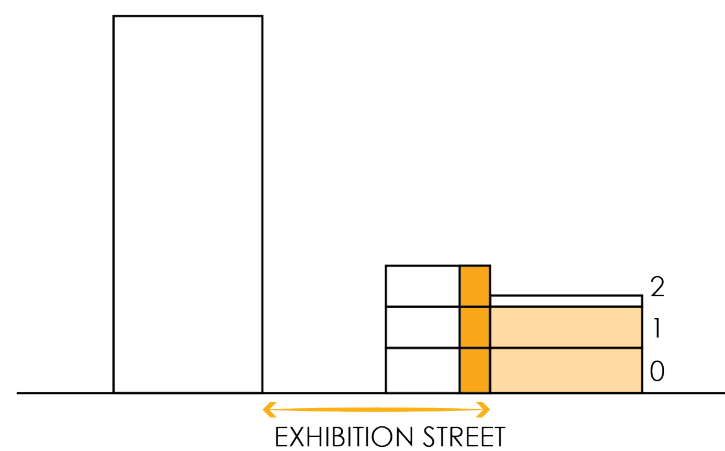
- Need Enough Width



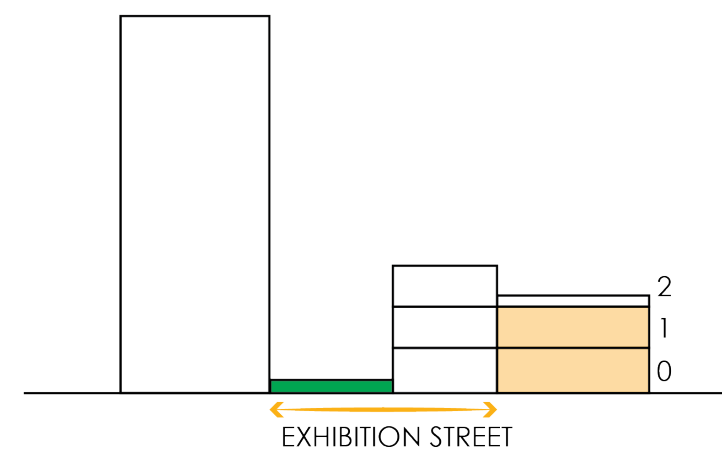
Greening The Roof



Creating a new passage



Adding a gallery



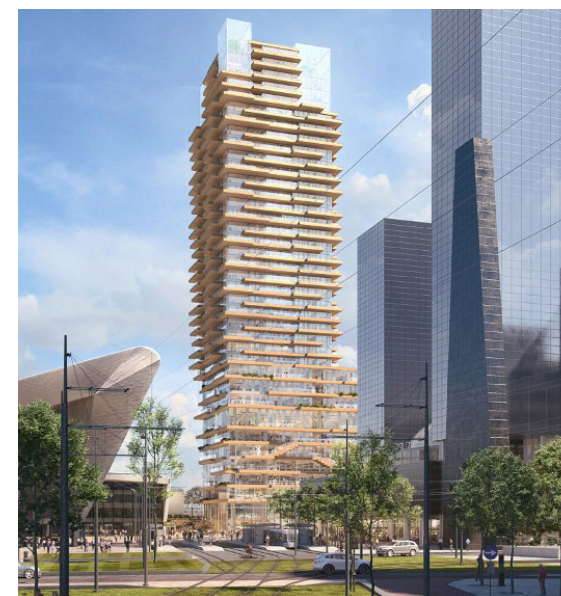
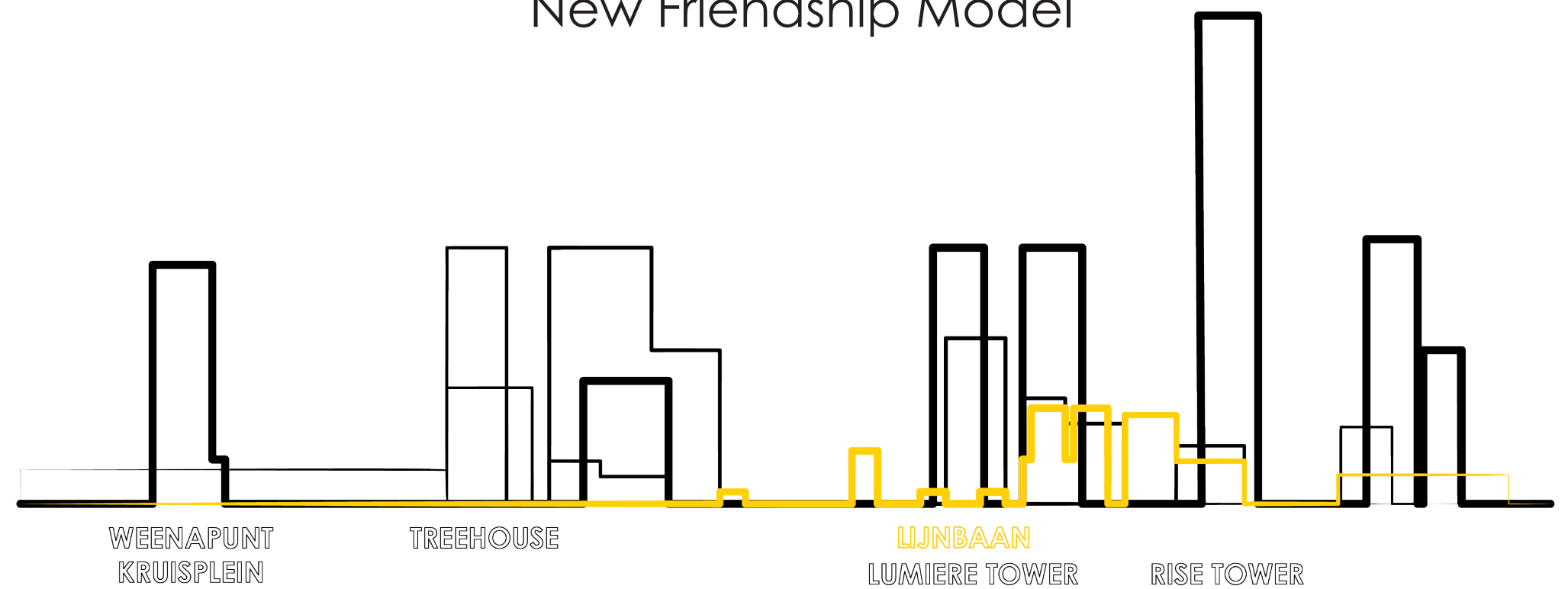
Blue / Green Car Free Corridor

Impact - Flexibility & Scalability

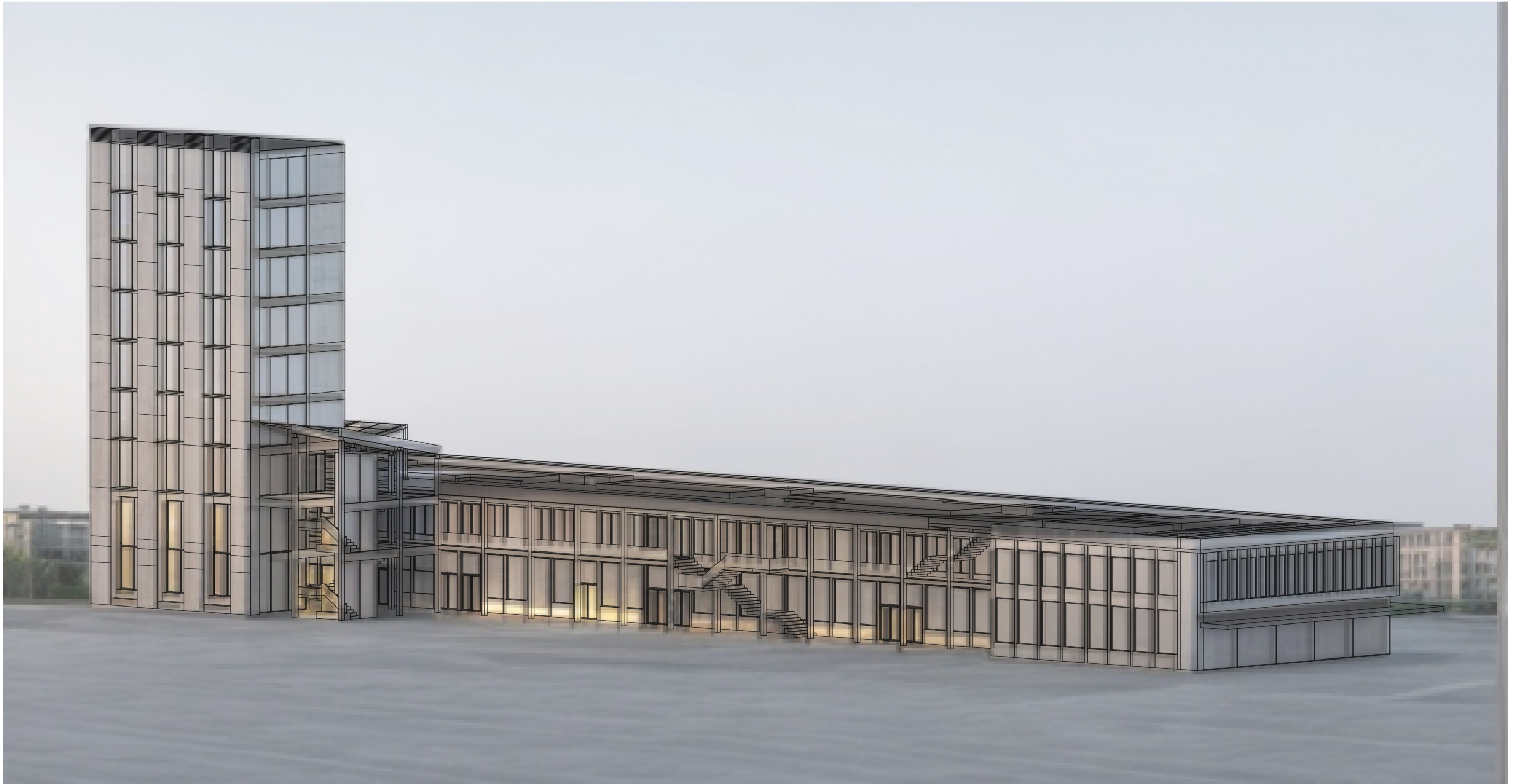
Different Dimensioned Logistical Streets



New Friendship Model



Impact - **Flexibility & Scalability**



THANK YOU!

