

THE ONGOING CALL FOR CHANGE

Safety and diversity: indicators of place
attachment in 80s shopping malls

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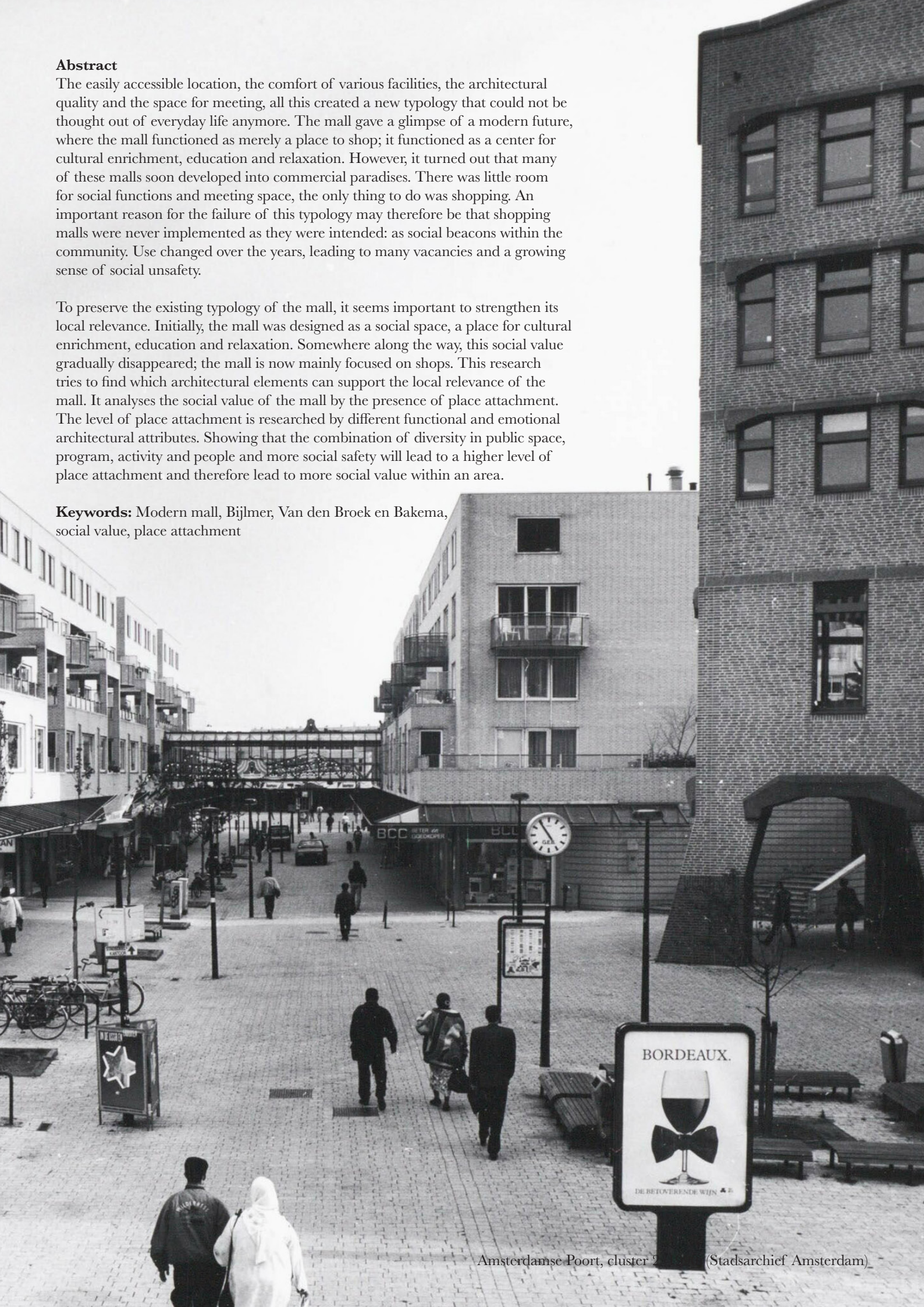


Abstract

The easily accessible location, the comfort of various facilities, the architectural quality and the space for meeting, all this created a new typology that could not be thought out of everyday life anymore. The mall gave a glimpse of a modern future, where the mall functioned as merely a place to shop; it functioned as a center for cultural enrichment, education and relaxation. However, it turned out that many of these malls soon developed into commercial paradises. There was little room for social functions and meeting space, the only thing to do was shopping. An important reason for the failure of this typology may therefore be that shopping malls were never implemented as they were intended: as social beacons within the community. Use changed over the years, leading to many vacancies and a growing sense of social unsafety.

To preserve the existing typology of the mall, it seems important to strengthen its local relevance. Initially, the mall was designed as a social space, a place for cultural enrichment, education and relaxation. Somewhere along the way, this social value gradually disappeared; the mall is now mainly focused on shops. This research tries to find which architectural elements can support the local relevance of the mall. It analyses the social value of the mall by the presence of place attachment. The level of place attachment is researched by different functional and emotional architectural attributes. Showing that the combination of diversity in public space, program, activity and people and more social safety will lead to a higher level of place attachment and therefore lead to more social value within an area.

Keywords: Modern mall, Bijlmer, Van den Broek en Bakema, social value, place attachment



The modern mall: an expression of modernity

Shopping malls are caught between a rock and a hard place: retail vacancies are rising, and shoppers continue to stay away. On January 1st this year, the Netherlands, for the first time ever, counted more web shops (84,1 thousand) than physical shops (82,1 thousand) (Wieringa, 2023). The decision to go to the shopping mall is a decision to go shopping, since buying something is faster, easier and more convenient online (Danziger, 2018). However, not even that long ago, when you needed or wanted something you had to go to a shop to find it.

In Europe, and more specifically in the Netherlands, the shopping mall typology emerged and became part of everyday life between the early 1950's and the mid 1970's. During this period, the prosperity within Europe increased; the average income expanded, while class differences and social conflicts reduced. This shopping mall typology was introduced by architect Victor Gruen. According to him, the mall should function as more than just shopping, it needs to provide a place for social life and recreation. Shops had to be alternated by attractions and the mall would be surrounded by dwellings, offices and other places that made a community (Gruen & Smith, 1960). So, from the early days of the shopping mall, there has always been a focus on the non-commercial aspect of the mall. The mall was merely only a place to shop; it functioned as a center for cultural enrichment, education and relaxation, it formed its own social space (Goss, 1993). However, this social aspect of the mall did not prove to be unending. From 1975 on, the power division between the public sector, private sector and civic society began to shift. The ideas where the European welfare state ideals and commercial interest went hand in hand were over. The shopping mall became mainly the terrain of private developers, meaning its design was now more focused on a collection of stores than on the urban and communal character of the mall (Gosseye & Avermaete, 2017).

In architectural history the period of modernity is often described through state-driven architectural initiatives, such as housing projects or community

buildings. While these projects were very important in creating new associations between modernity and the built environment, they only partially explained the modernity that people were experiencing on a daily basis, but did not explain the role that corporate and commercial modernism played in reshaping post-war Europe (Gosseye & Avermaete, 2017).

Recently, more interest has been shown in the role of commerce in modernity, specifically in the role of mass consumption. More and more is being philosophised, discussed and written about the development of commercial modernity, and the role of the shopping mall during the post-war period.

Although these studies (Richard Longstrech, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950* (Cambridge, MA: MIT Press, 1997); Vicki Howard, *From Main Street To Mall: The Rise and Fall of the American Department Store* (Philadelphia: University of Pennsylvania Press, 2015); Jeffrey Hardwick, *Mall Maker: Victor Gruen, Architect of an American Dream* (Philadelphia: University of Pennsylvania Press, 2004) try to complement the dominant historical narrative, they are often limited to creating a historical overview or to the description of the development of a typology. However, nowadays, these shopping malls share similar problems; the most significant of which is vacancy.

This study researches the hypothesis that the mono-functional aspect of the shopping mall nowadays is part of the current problem. Since, for several years now, the shopping mall consists primarily of a collection of stores. Occasionally a restaurant or entertainment is added somewhere, but the primarily function has always been to shop and buy. However, shopping cannot be the only thing to do anymore (Danziger, 2018). Precisely the mix of different functions in a shopping mall will lead to a lively urban center (Truijens, 1999; Raatgever, 2014; Vries, 1989). To look for a relevant future for the mall, it seems important to re-establish the social value that this typology originally possessed (Danziger, 2018).

This paper investigates the historical architectural developments in a specific case study. By creating an overview of historical developments, it seeks to understand what has happened in the past, which architectural developments may have contributed to the development (decline) of the mall's social value and which aspects should be strengthened to contribute to the

relevance of the mall for the future.

This historical overview consists of a comparison of three time periods, -1 (design for the mall), 0 (actual construction of the mall) and +1 (current situation). The first time period (-1) is analyzed through archival research. Different archival documents such as architectural drawings and historical newspapers are analyzed. The second time period (0) is analyzed through historical photos and historical newspapers. The current situation (+1) is analyzed through photos on Instagram and Flickr; google reviews and observations.

The case study Amsterdamse Poort was not chosen arbitrarily; Amsterdamse Poort is located in Amsterdam Zuidoost, the Bijlmer. This area has a complicated but rich social-cultural history. The design for the Bijlmer emphasized on collectively (Mentzel, 1990). It contained different communal facilities that would encourage neighbourliness and collective life (Blair & Hulsbergen, 1993). This can be a good example of the changing role of social value, and the role that the mall has played in it.

The Bijlmer is one of the best-known examples

of high-rise neighborhoods in the Netherlands. These high-rise areas are often associated with problematic living conditions, deprived areas, isolated locations, a poor population, a negative image, social isolation, pollution and crime (Turkington et al., forthcoming; Krantz et al., 1999: p. 1). However, there has always been one constant factor in this area: the ongoing call for change (Luijten, 2002). When the plans for the Bijlmer emerged in 1960, it was promoted as the great promise of modern urbanization, a challenging and innovative design, influenced by the CIAM (Congrès Internationaux d'Architecture Moderne). But soon after its completion, the area became known for several problems; 'disappointed residents, pollution, drugs, crime and other misery' (Wassenberg, 2013). The Bijlmer was repeatedly discredited for its promising experiments to improve the living conditions. Shopping mall Amsterdamse Poort was supposed to be a solution to the lacking facilities in the area; it was supposed to be the 'resurrection of the Bijlmermeer' (Het Parool, 5-11-88), it was a 'new promise' (Het Parool, 1-7-87), 'a new heart for the city' (Het Parool, 5-10-84). However, Amsterdamse Poort today, is experiencing difficulties. Besides having a lot of vacancy in the shopping mall, there is also a lot of



Bijlmer (1987) (Stadsarchief Amsterdam)

unsafety (Gemeente Amsterdam, 2022).

To look for a viable future for the shopping mall, it seems important to ensure that the mall becomes locally relevant again (Danziger, 2018). To achieve this, the mall will have to establish a connection between people or individuals and buildings, objects and places. People need to have a feeling of place attachment (Silva & Roders, 2012). To investigate how this level of place attachment can be strengthened, a framework by Norsiduh Ujang (2009) is used. This framework combines different theories by Montgomery (1998), Lynch (1960, 1984) and Jacobs (1961). The framework describes the different components of place attachment.

Local relevance and place attachment

The social value of a place is often associated with feelings of identity, social interaction, social meaning and attachment held by people in relation to their environment (Silva & Roders, 2012). When these meanings and the attachment to urban attributes are low, there is less place attachment or even placelessness. Strengthening this meaning and attachment will contribute to a process of socialization and therefore to self-identity, sense of community and sense of place (Hull et al., 1994). In this research the different dimensions of place attachment are used as measurement for the level of social value. This follows the notion that place attachment is shaped by both the functional as the emotional aspects of the built environment (Norsiduh Ujang, 2009). Place attachment is formed when a place is well defined and feels significant to

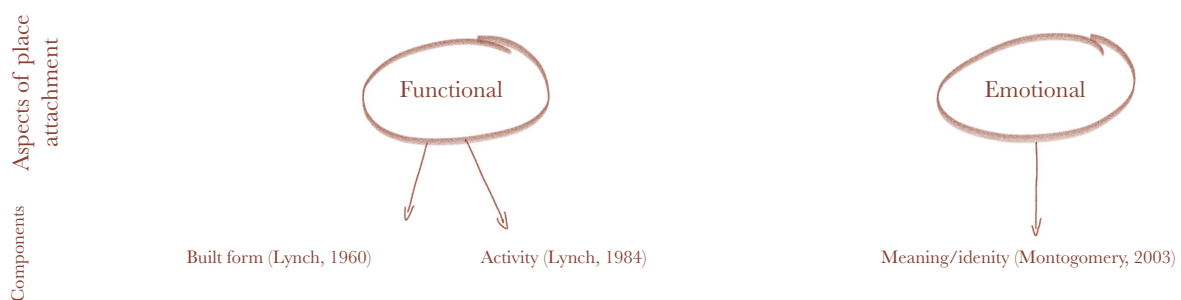
its users, it is able to support both their functional as their emotional goals (Norsiduh Ujang, 2009).

Places are shaped by their (1) physical form, (2) the activities people perform in places, and (3) the meaning this place has for them (Fig. 2) (Montgomery, 1998).

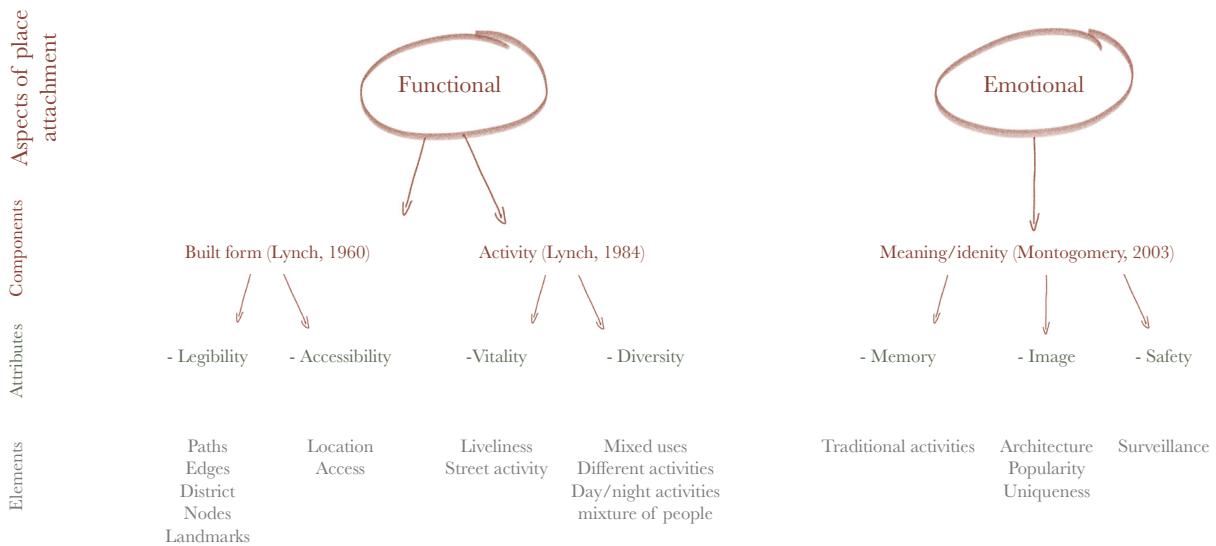
First of all, the physical form influences the feeling people have in a space. Physical elements contribute to the legibility of a place. Legible places allow people to develop a clear image of a particular place, this creates a sense of emotional safety. According to Lynch, the legibility of a place is formed by five different elements; this involves the recognizability of individual elements (nodes and landmarks), but also the connection between these individual elements (paths and edges) (Lynch, 1960).

Secondly, urban vitality can be seen as a measure of the quality of a public space. A place can be considered successful when it provides enough space for vibrant street activity, where people from different backgrounds can come together, at different times, for different purposes (Lynch, 1984). Part of the key requirements to create urban vitality is the need for mixed uses, the place needs to be capable of hosting different activities during different stages of the day (Jacobs, 1961)

Thirdly, a place always represents a certain meaning or identity for people. This meaning is shaped by personal experiences. These experiences are often part of a wider cultural process, values and identities. Places often represent memory, meaning and association for individuals, groups and societies. Meaning and identity are therefore strongly related to culture (Montgomery, 2003).



Aspects of place attachment (own figure)



Aspects of place attachment (own figure)

Place attachment is thus shaped by both the functional as the emotional aspects of a place. These two components (functional and emotional) are recognizable through different attributes, described by the different authors. For example, Lynch (1960) described that to create a functional space with lots of activity there has to be vitality and diversity. This makes the attribute the ‘thing’ to which a component can be measured.

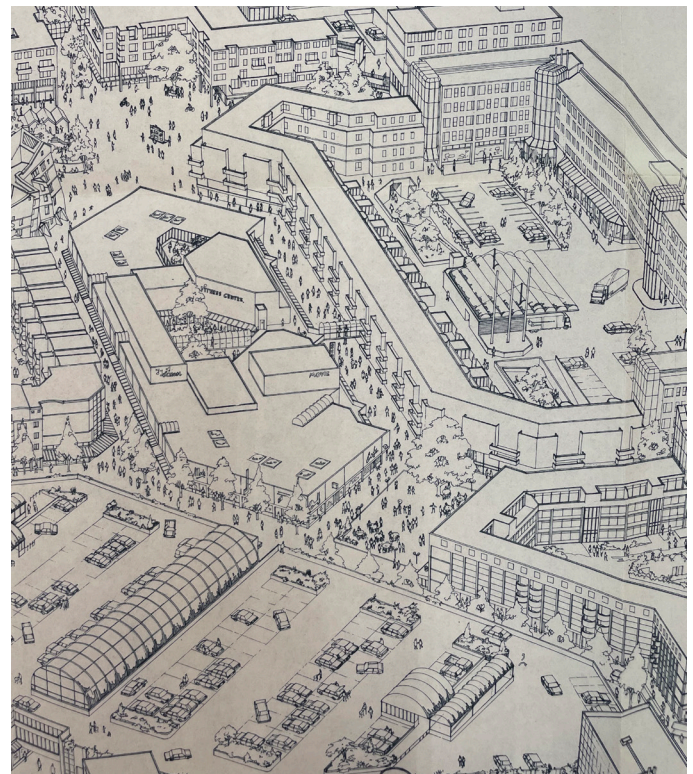
In this research Amsterdamse Poort is analyzed on these stated attributes in three different time periods. By analyzing the presence of these attributes in different times, it tries to form a conclusion on the changing level of place attachment. This research therefore follows the notion that when there are a lot of recognizable elements present in an area, there is a high representation of an attribute, this leads to a higher degree of place attachment, when there is a high degree of place attachment this means that a place has more social value.

Amsterdamse Poort: the utopia of modern comfort and lots of amenities

Amsterdamse Poort was designed by architectural firm Van den Broek en Bakema. They designed the masterplan for the entire area, the public spaces and two building blocks. The other six building blocks were designed by different architectural firms. The building blocks consisted of a combination of housing, shopping and offices. The plan is enclosed by four elevated roads. In between the apartments

and stores, Van den Broek en Bakema tried to create a sequence of streets and squares, all with a different activity and with a different image.

The project was realized in two phases; phase one consisted of cluster 2,3,4,5 and 8, these clusters consisted mostly of shops and apartments. Cluster 2 also housed the public library, as intended by Van den Broek en Bakema. Cluster 5 did have some spaces for social/ societal and medical functions in the higher building in the south of the block. It seems that some social-cultural



Amsterdamse Poort, original drawing van den Broek en Bakema (Nieuwe Instituut)



Amsterdamse Poort, groot Bijlmerplein (1990) (Stadsarchief Amsterdam)

and medical services were located here. Cluster 6 and 7 were completed in the second phase, both clusters were a combination between shopping and living. Even when only the first phase of the mall was completed, it was already viewed positively by visitors. It was described as an attractive shopping mall, with a compact layout, allowing quick access to many stores. The car-free shopping streets were also evaluated as positive (stadsblad de Echo, 21 oktober 1986).

However, not everything that was designed by Van den Broek en Bakema was actually built. Many of the original ambitions were not realized in the built structure; probably because of budget cuts. A lot of the intended social functions did not make the final plan, for example there was no community house and no music school. Although Van den Broek en Bakema aspired the area to be lively all day, there were hardly any night functions when the shopping mall was completed, making it a busy area during

the day but a quieter area during the evening and night.

When Amsterdamse Poort was completed in 1987, the plan consisted mainly of housing and stores. Only in the following years the office buildings around the houses were completed. In 1987 the ING Financial Plaza (cluster 4) was completed. In 1992 the ING Treasury Center (cluster 2) was completed. It was not until 2001 that the office building in cluster 6 was completed. The construction of this office building changed the sequence of squares, as designed by Van den Broek en Bakema, since the market square had to move to the other side of the Flierbosdreef. Around cluster 7 the office buildings were never built.

The first major transformation of the area took place in 2007, when Karres and Brands created a new design for the public space. During this transformation, all original paving was replaced with stones in a reddish-brown color. Trees were also moved, replaced and removed. The recognizable lighting poles were replaced

with pendant lighting. Wide wooden benches were added in the squares. In 2010, the façade of cluster 8 was transformed, colored panels were added to the façade instead of the white panels that previously composed the façade. This was supposed to give the building a more cheerful and bright appearance (Rodeca, n.d.). In 2017 the transformation of the office building in cluster 6 started, transformation the former tax office into housing. During this transformation the public library moved from cluster 2 to cluster 6.

Lastly the office building in cluster 4 was transformed in 2020.

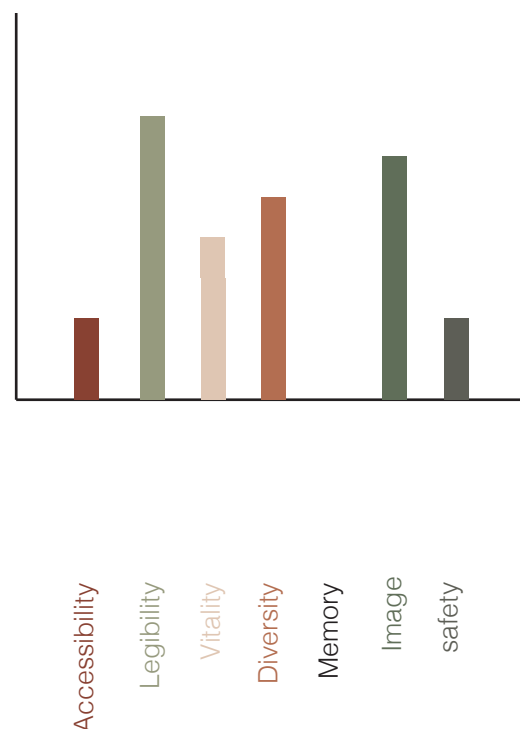
Today, Amsterdamse Poort has complex problems in various domains, including vulnerable households, nuisance, crime, vacancy and an inconvenient urban layout. (Gemeente Amsterdam, 2022). In this vulnerable neighborhood, many basic facilities have disappeared or diminished in recent decades, while these are necessary for the vitality of the community and the future prospects of the individual. Libraries, community centers, schools, local shops, community police officers, care facilities, neighborhood theaters and other small-scale cultural facilities are becoming scarcer in the less prosperous parts of the city. The social safety net is eroding (Milikowski, 2021).

Results: The decrease of social value

In the original plan by Van den Broek en Bakema much attention was paid to the social value of the plan. Based on archival research, the original ambitions of the architects are analyzed and summarized in Appendix A. These ambitions are categorized within the different attributes of the framework. As can be seen in Appendix A, Van den Broek en Bakema paid a lot of attention to the legibility of the area (built form), they aspired, for example, that the designed buildings would not be isolated in space, but rather part of the designed streets and squares. They also aspired different connecting elements, to create a uniform, legible space. These elements were, for example, greenery, street furniture and light poles. There was also a lot of space for social interaction, they proposed a public library, room for the foundation Zuidoost, a community house and a music school. They

proposed different amenities (activity) for day and night activities, such as; cinemas, discos, sandwich stores and brown cafes. Lastly a lot of attention was paid to the image of the area (meaning). It was supposed to be the center point of activities and have its own identity.

The analysis of different archival documents show the starting points of the design by Van den Broek en Bakema. The categorization of these starting points show that the architects paid the most attention to legibility, vitality, diversity and image. The least attention was given to accessibility, memory and safety.



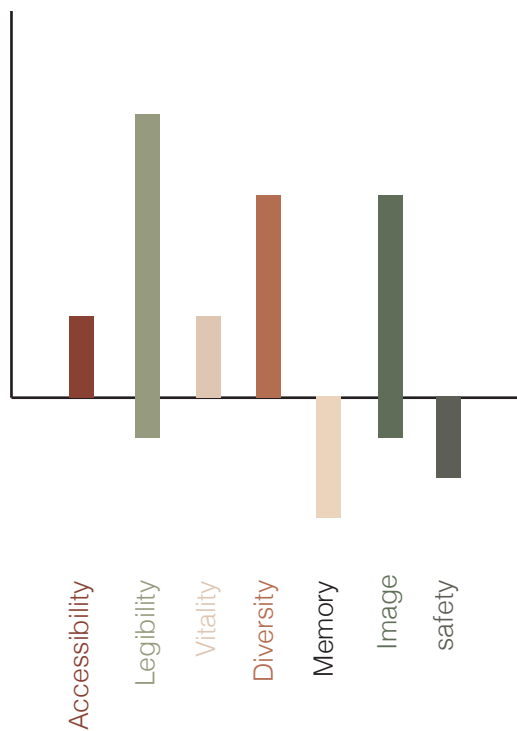
Concluding diagram intended phase (See Appendix A) (own figure)

After the completion of Amsterdamse Poort, social value is present to some extent within the plan. Through the analysis of historical photographs and newspaper articles, the extent to which the original ambitions were actually implemented in the final design was researched. These founding's are summarized and categorized in Appendix B.

Besides many positive aspects, some negative aspects are showing up. The negative aspects mainly concern the context of the mall, there is already speculation about the value of the entire Bijlmer as an urban plan. The design for Amsterdamse Poort is overall valued rather positive. Historical photos show the legibility (built form) of the area, for example, in paving material, light poles, greenery and street furniture. There are also some recognizable elements for diversity

(activity); people value the diversity in shops, but also the different walkways and different seating areas. This categorization make it seem like the shopping mall is quite a diverse area, however it is important to mention that this diversity is mostly about shops. In comparison to the original plan by Van den Broek en Bakema the area is not that diverse, since there are hardly any other activities than shopping (Appendix C). Lastly, the image of Amsterdamse Poort (meaning) is experienced rather positive, the area is described as new, clean and orderly.

The analysis and categorization of the different historical photos and newspapers show the same attributes (as in the original plan) are still recognizable in the actual built structure (for example; legibility and image). Although, there has been a change in the assessment of these attributes; some of them are not only positive anymore. There is also overall a more negative image about the Bijlmer as a whole.



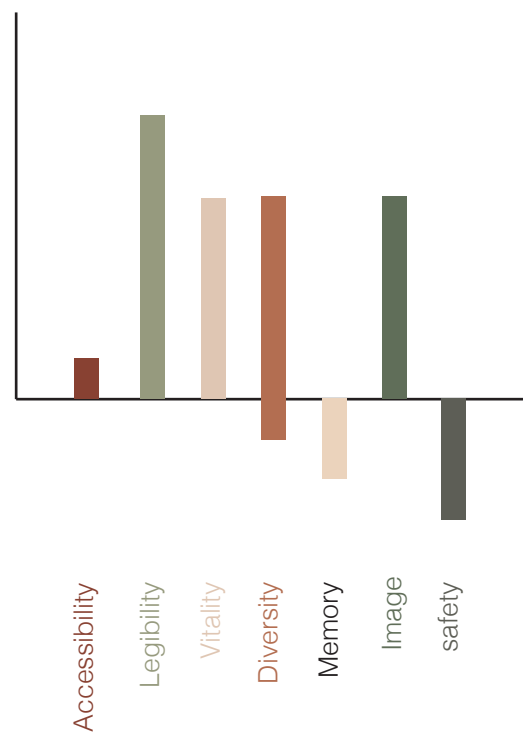
Concluding diagram built structure phase (See Appendix B) (own figure)

Today, the social value of Amsterdamse Poort has decreased. Trough the analysis of photos on Instagram and Flickr, google reviews and doing observations it became clear how people use and value the space nowadays. These founding's are summarized and categorized in Appendix D.

This categorization shows more negative

aspects than before, for example the attribute safety has dropped significantly. There is still a high score for legibility (built form), For example, Instagram and Flickr photos show a lot of photos of visual arts and street art. There is also still a lot of diversity (activity) present, but this is still mostly about daily activities. For memory and image (meaning) there is a big division, in some reviews people speak positively about the area, for example; people describe it as a 'pleasant area' or 'colorful and welcoming', while others describe it as unsafe and not comparable to what it once was.

The analysis also shows that many architectural attributes are much less or no longer. It can be concluded that a few of the architectural attributes (legibility, diversity and image) still play a major role in the current situation. However, the relationship between the attributes has changed, people are much more negative nowadays than during the completion of the plan.



Concluding diagram current situation (See Appendix D) (own figure)

Conclusion: safety and diversity as indicators for place attachment.

Social value can be described by the sense of place attachment and communal value (Roders, 2007). Place attachment consists of functional and emotional components. These components can be analyzed through different architectural attributes (accessibility, legibility, vitality, diversity, memory, image and safety).

When these attributes are highly present in an area, here is a high level of place attachment, when there is a high degree of place attachment this means that a place has more social value.

The analysis of the different time periods has shown in which period, which attributes are most or least recognizable. Here, the change in memory and safety seem to be important markers of place attachment; for these have undergone the most change in the different periods.

In the original plan, Van de Broek and Bakema paid little attention to memory, this can be explained by the fact that at the time of design, there was also little context to relate to, the Bijlmer was an entirely new neighborhood. However, the attribute memory did deteriorate over the years, the area is described as 'not what it used to be' and a number of architectural interventions have changed some aspects of the area beyond recognition, for instance the relocation of the market, or the transformation of the facade of cluster 8.

Safety was certainly considered in the original plan by Van den Broek and Bakema, who were well aware that the design of architecture and public space could influence crime and vandalism. Yet the safety aspect has declined tremendously over the years, today Amsterdamse Poort is described as unsafe and unpleasant.

However, it also seems important to mention diversity as an indicator of place attachment. Diversity is a broad and therefore difficult concept, covering types of places, program, activities and groups of people. It is therefore difficult to assess with the analysis performed in this study. It seems in this study that diversity is rated quite positively, in all three phases it is about the same. However, when looking at the different components of diversity, they differ significantly. The positive ranking can be traced to the diverse retail offer that exists in the area, however, in terms of activity range there is a huge drop, Van den Broek and Bakema designed a diverse area with various day and evening activities, currently the area mainly consists of a commercial area with mainly shops.

Because of the absence of the attribute memory in Van den Broek and Bakema's original plans, it is difficult to compare them with the current situation.

That makes this study mainly argue that diversity and safety are the main indicators of place attachment in this area. The research therefore concludes that, when the combination between a high diversity of products/services, day and night activities, a mixture of people and a high sense of social security within an area are important factors for the sense of social value.

For a neighborhood like the Bijlmer, it seems relevant to redeploy the mall as a social beacon within society. Greater social value leads to a stronger link between individuals and groups and specific places or buildings. Therefore improving/reintroducing diversity in public space, program, activity, people forms a recommendation for the subsequent redesign of Amsterdamse Poort.

For further research it would be interesting to research the connection between diversity and social safety. It may be plausible that a bigger range of diversity in public space, program and activity will lead to more street activity and therefore to more social control. That could lead the conclusion that diversity could be the most important indicator for place attachment, this could be an interesting topic for further research.

Discussion: external influences

This research suggests that diversity and safety are two important indicators of the level of place attachment. More research is needed to study to what extent these results are case study specific or generic, but some aspects of this research can be discussed.

Firstly, the impact of physical interventions on the overall changing sense of social value might seem minor but is important. This is because, the interventions did little change to the spatial design of the plan. At first sight it seems like there have not been major transformations to the spatial layout of the area. However there has been a transformation when the office building in cluster 6 was added. This required the market to move across the Flierbosdreef. It is imaginable that this influenced the social value of this area a lot.

What may have influenced the changing sense of social value even more, are the interventions in a diverse range of shops. Over the years, small retailers have disappeared and more supply of large chains has come in. In this case specifically this led to the impoverishment of retail supply and diversity of functions. This development relates strongly to general market, and

can be observed in more shopping malls in the Netherlands.

Secondly, the specific analyzed material could have influenced the outcome of the study. The material analyzed consists of historical photos, historical newspaper articles, the analysis of Instagram and Flickr photos, the analysis of google reviews and observations. The material is very different and come from different sources (architects, newspaper writers, professionals, non-professionals, users). Therefore, it is understandable that this material gives different outcomes. For example, the written sources (newspapers/reviews) give a more negative image than the analysis of photos and doing observations. An explanation for this could be that people often express themselves more negatively than positively on written sources such as newspapers and the internet. It can also be about which people express themselves in these sources, are these irregular visitors or regular local visitors? Therefore, it can be discussed to what extend these negative descriptions may have influenced the conclusions too much.

Finally, there are some general social developments that may have influenced the research findings. During the construction of the mall, most parts of the Bijlmer had just been completed. Although problems arose then, they were not yet commensurate with those that followed later. In the years following the opening of Amsterdamse Poort, the general picture of the entire Bijlmer changed. There was a general decline in feelings of social safety. It is entirely conceivable that the decrease of social safety in the entire Bijlmer influenced the social value of Amsterdamse Poort. In addition, even outside the Bijlmer, the general feeling of social safety has changed in recent years. People generally feel less safe and less socially connected. The media has played a major role in this. Every day, the media shows various news items about unsafe situations in public spaces; it is possible that this has a major influence on the feeling of social safety. In any case, the media plays a big role in the perception of an area. If you search the media for information about the Bijlmer or Amsterdamse Poort, the vast majority of the information is negative. It is imaginable that this also has a major influence on the change in social value of the area.

ARCHIVE

Nieuwe Instituut, Rotterdam

- BROX.110427301 Stadsdeelcentrum Bijlmermeer;
Amsterdam Zuidoost, 06-04-1978
- BROX.110427682 Centrumdeel Bijlmermeer;
Amsterdam Zuidoost, 05-09-1979
- BROX.110428352 Hoofdarchitectschap hoofdcentrum
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APPENDIX A

Analysis of the intended ambitions by
the architects

bases on archival research

In straten en op pleinen is altijd een keuzemogelijkheid aanwezig om overdekt of onoverdekt te kunnen wandelen. De binnen de verschillende "clusters" gelegen binnenhoven bevatten, naast de bevoorrading en het parkeren, tevens de toegangen naar woningen en kantoren. Het beeld van deze hoven krijgt dus geen "achterkantkarakter"; de stedenbouwkundig-architectonische behandeling ervan alsmede het zogenaamde micromilieu-ontwerp is verschillend in verband met de functies maar gelijkwaardig van kwaliteit.

Verwacht wordt dat de winkels en de reclames veelkleurige levendigheid in het centrum brengen, in ieder geval op het maaiyeveld, te worden. Ook het materiaal voor de bestratingen, één materiaal dat overal doorringt, met de zware verlichtingsmasten, kiosken en het zwarte straatmeubilair draagt hier toe bij.

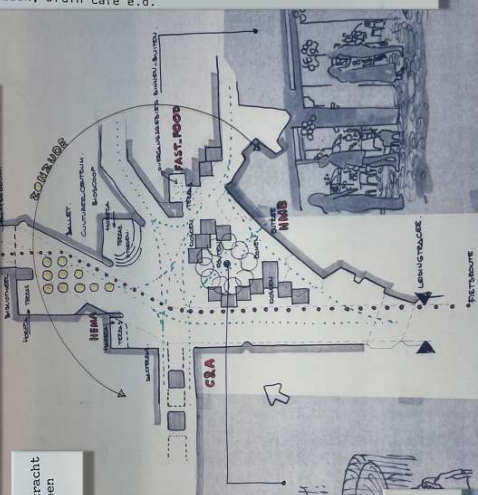
Evenals groen, straatmeubilair, straatmeubilair, lichtmasten en kiosken een bindend element vormen in het centrum, wordt een aspect van beeldende kunst als bindend element in de verscheidenheid van architectuur ingebracht.



het voorstadscentrum zal een eigen herkenbaarheid naar buiten moeten krijgen.

En andere bindende bijdrage aan het centrum is de beeldende kunst.

Het mag als bekend verondersteld worden, dat de architectonische vormgeving van invloed kan zijn op criminaliteit en vandalisme. Beperking hiervan wordt in de hand gewerkt door visuele controle, bijvoorbeeld vanuit de woningen, door activiteit op straat en de aard en kwaliteit van de verblijfsruimten. Vooral dit laatste punt, ook gezien de fase waarin de ontwerpen voor de verschillende clusters in het Hoofdcentrum zich bevinden, is onderwerp van gesprek geweest met het M.B.O., het managementteam en de ontwerpgroep voor de infrastructuur.

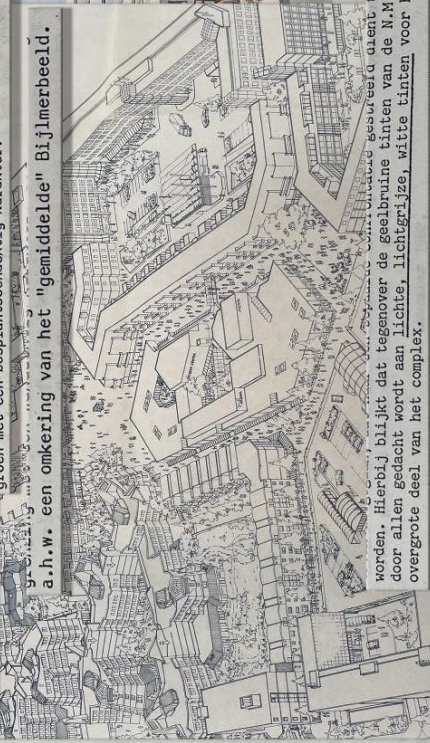


- In het hart van het hoofdcentrum vindt een splitsing plaats in twee winkelstraten. Deze dienen een gelijkwaardige aantrekkingskracht te bezitten. Voor de voetganger betekent deze splitsing tevens een keuze mogelijkheid. *keuzemogelijkheid*



1. Moet het centrum aantrekkelijke, overdekte looproutes hebben, die het de moeite waard maken steeds vanuit het station via het winkelcentrum naar de plaats van bestemming te gaan, ook als het regent, goed etalagepatroon.

Het huidige ruimtelijk-stedenbouwkundig beeld. Het deel van de Bijlmermeer waarin zich het toekomstige centrum bevindt wordt in hoofdzaak bepaald door grote en hoge, vrij in de ruimte staande woongebouwen. De vorm daarvan is in principe onafhankelijk van de ligging van de tegenstructuur ontwikkeld. De gebouwen staan in een overvloed van groen met een bospilansoenachtig karakter.



a.h.w. een omkering van het "gemiddelde" Bijlmerbeeld.

worden. Hierbij blijkt dat tegenover de geelbruine gebouwen oient te worden. door allen gedacht wordt aan lichte, lichtgrijze, witte tinten voor het overgrote deel van het complex.

Binnen het centrum moet een stedelijk-gevarieerde en "herbergzame" sfeer tot stand komen; een stukje stad-als-ruimten, als straten en pleinen; gebouwen dus niet in de ruimte geïsoleerd, maar als deel van straten en pleinen. Mede in verband hiermee is gekozen voor bouwhoogten van ongeveer 5 à 6 lagen.



2. Moet er een aantal trekpleisters zijn, die tot laat in de avond publiek trekken, zoals bioscoop, disco's, broodjeszaken, verhuurbare zaken, ijszaak, bruin café e.d.

3. Uitgebreid pakket voorzieningen voor bewoners en voor verlevendiging van het centrum (er is altijd wat te doen): banken, zitjes, schaak- en damtafels, jeu de boules terrein, publieke muziektent, waar Piet met zijn blokfluit durft te spelen, balmuur.

4. Niet creëren van onoverzichtelijke hoeken. Goede doelmatige straatverlichting.



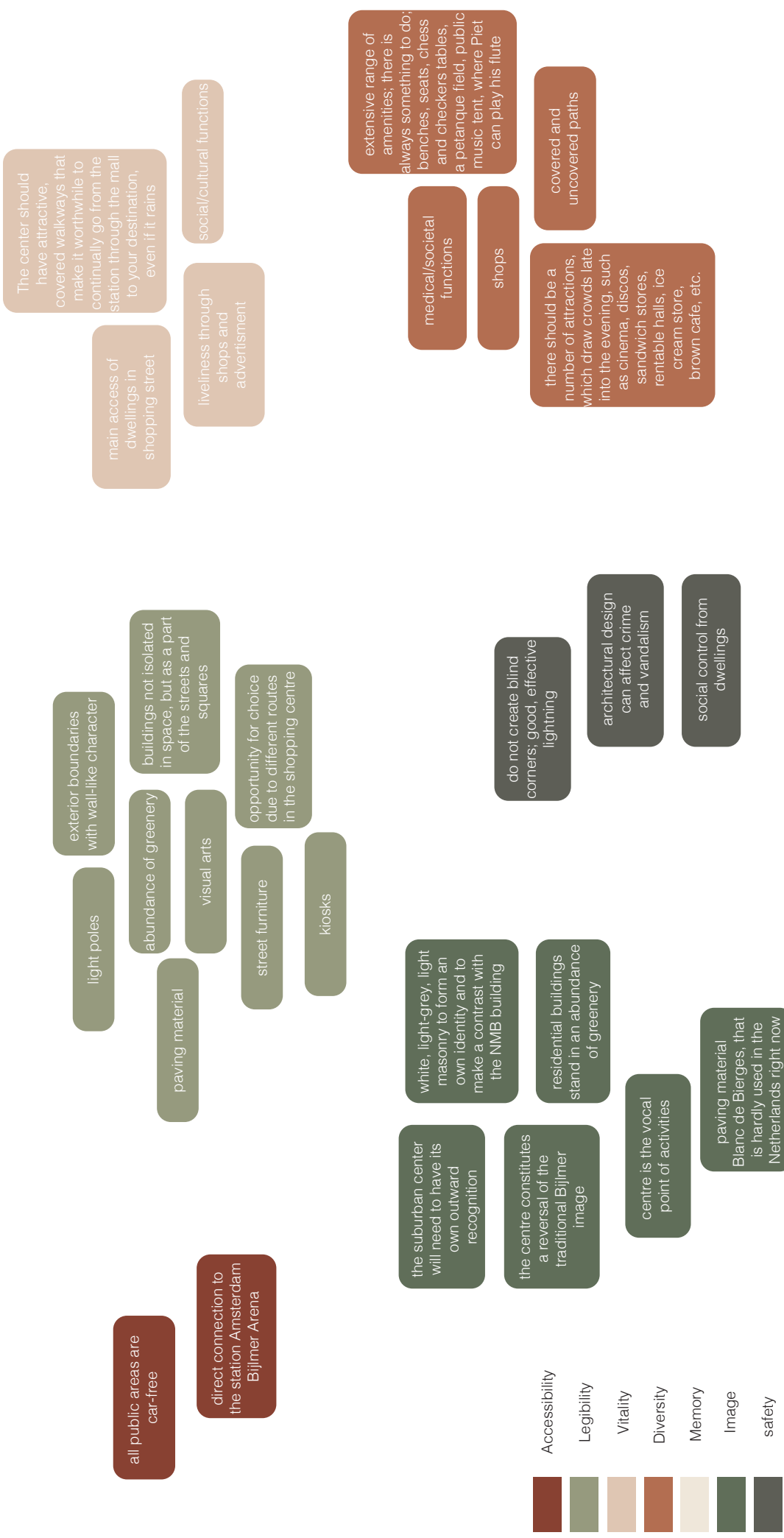
Zijdenes nes-ovring binnen de ontwerpgroep wordt gesteld dat het materiaal Blanc de Sierpas zeer goed geschikt wordt om ook in het door M.B.O. ontwikkelde gedeelte van het hoofdcentrum toe te passen en wel vanwege de volgende argumenten: Het materiaal is nog matavrij in de markt toegepast en zal dus een eigen herkenbaarheid geven. (zie 2.3).

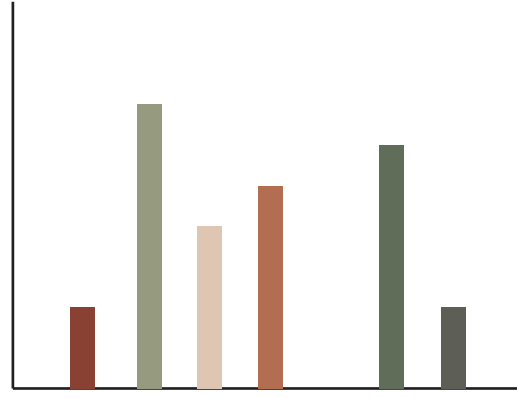
Het ontworpen beeld. Het hoofdcentrum Amsterdam-Zuid moet het concentratiepunt zijn van alle activiteiten in dit stadsdeel, gekenmerkt door simultaneïteit en dichtheid van functies en gebeurtenissen, geïntegreerd in een stuk stad.

Als beeldende vertaling hiervan, gekoppeld aan de wenselijkheid het centrum een eigen, specifieke herkenbaarheid te geven, is gekozen voor een buitenbegrenzing met een wandachtig karakter: eenheid van weg en bebouwing; a.h.w. een omkering van het "gemiddelde" Bijlmerbeeld.

Op enkele honderden meters van het centrum bevindt zich de gooiisweg - een stadsauto (snell) weg die direct aansluiting geeft op de A9 en daarmee op de A2, de A1 en vervolgens de A27, die net niet op deze kaart voorkomt. men is per auto dus snel in amsterdam en nóg sneller op het snelwegennet.

bovendien ligt direct aan het centrum een gecombineerd station van de amsterdams metro en de nederlandse spoorwegen, in de lichtstandaard -utrecht.





Accessibility

Legibility

Vitality

Diversity

Memory

Image

safety

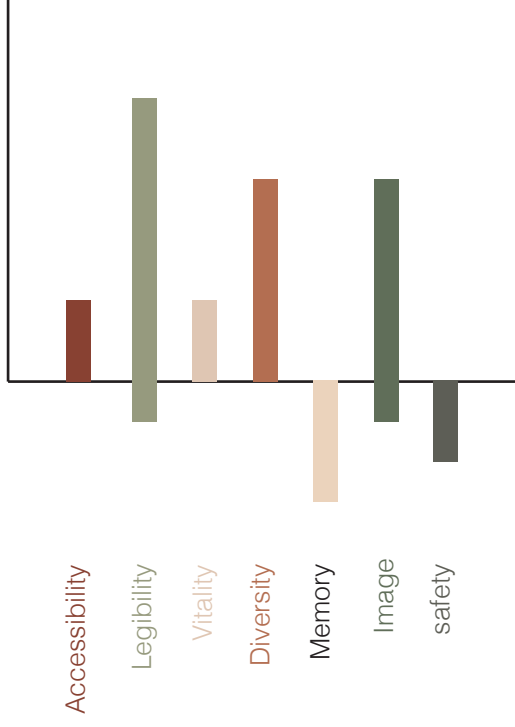
APPENDIX B

Analysis of the actual built structure

bases on archival research

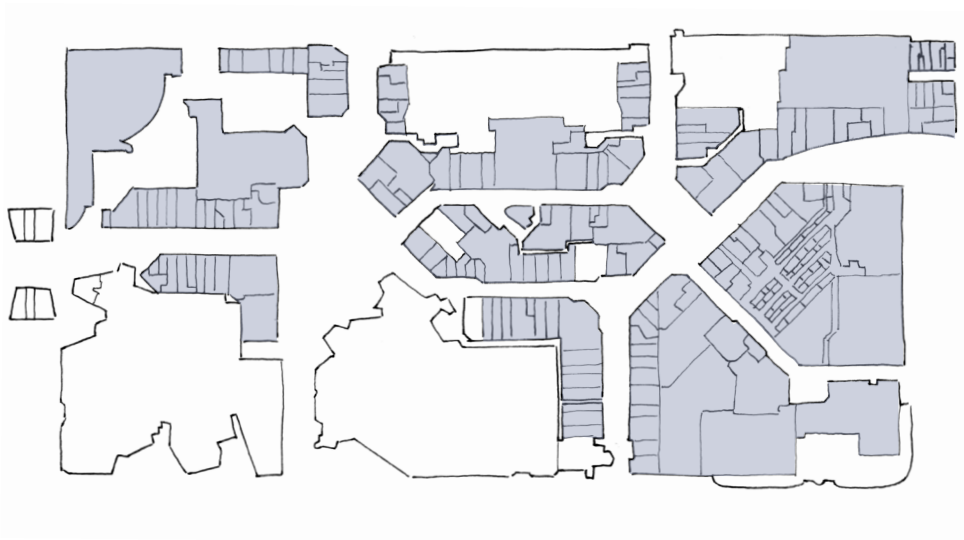


- Accessibility
- Legibility
- Vitality
- Diversity
- Memory
- place identity
- safety

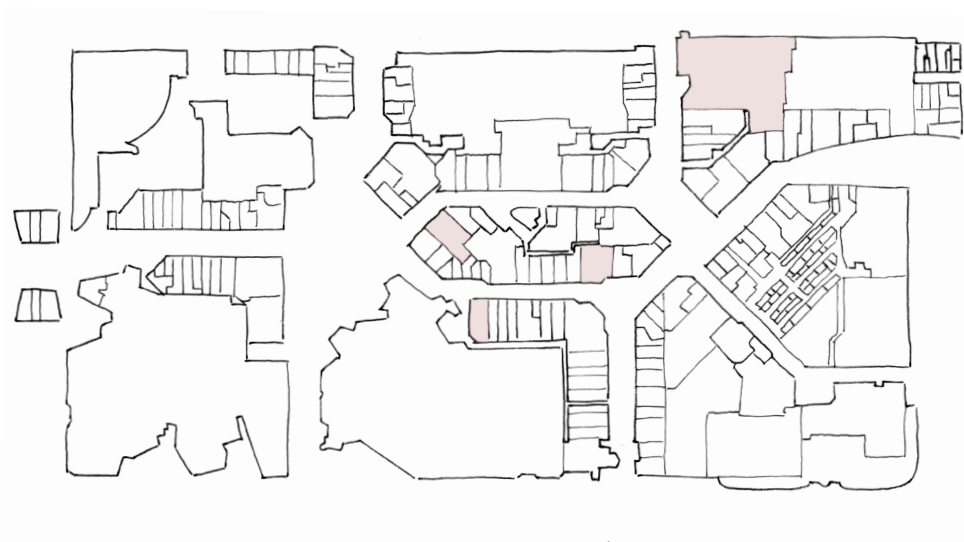


APPENDIX C

Division in program (current
situation)



commercial



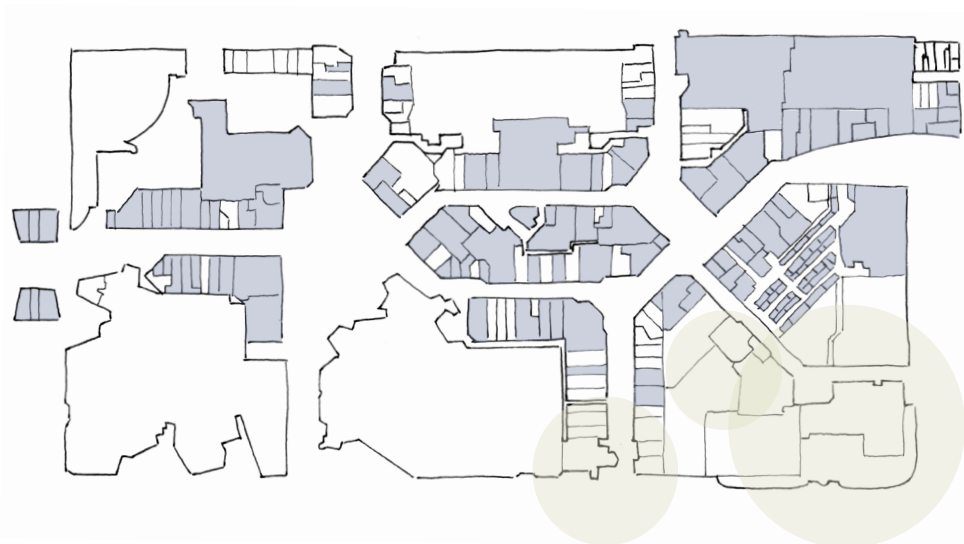
non-commercial



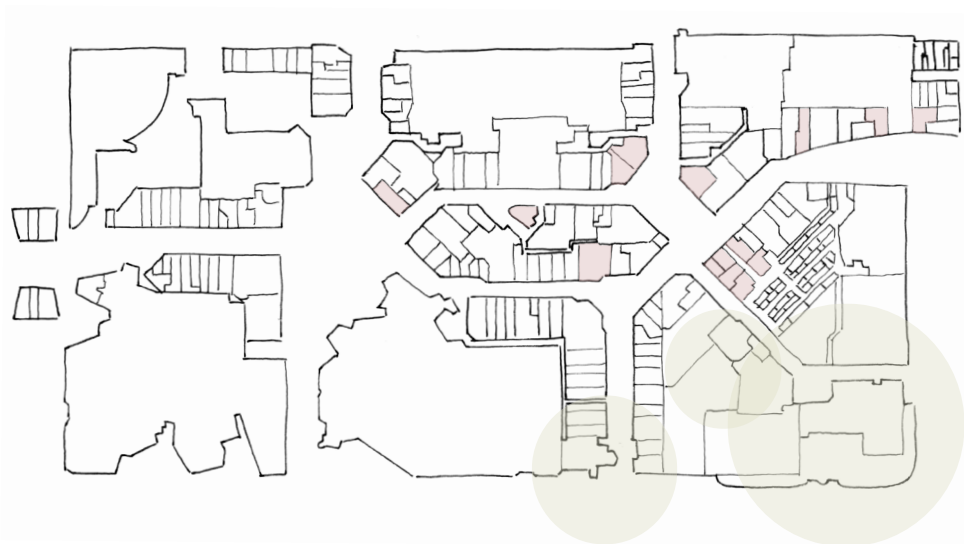
shops



eating facilities



day activities

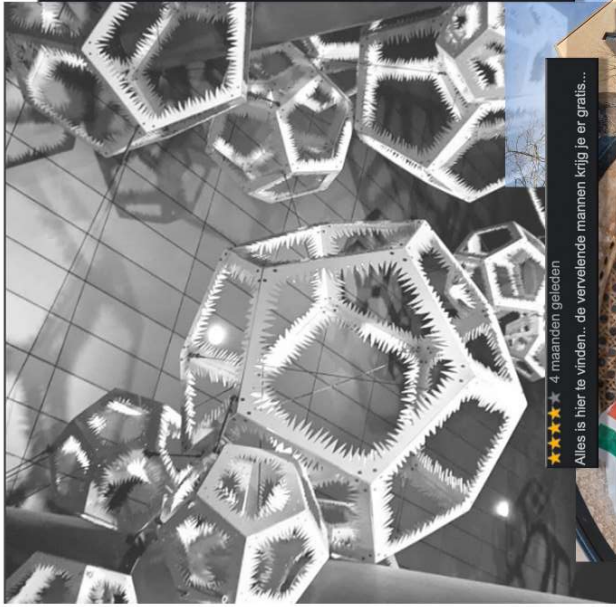


night-activities

APPENDIX D

Analysis of the current situation

bases on the analysis of photos on
instagram & flickr
google reviews
observations



★★★★★ 4 maanden geleden

Alles is hier te vinden... de vervelende mannen krijg je er gratis...

★★★★★ een week geleden

Zeer ernstig achteruit gegaan! Er is totaal geen sfeer meer... zeker niet zoals vroeger!



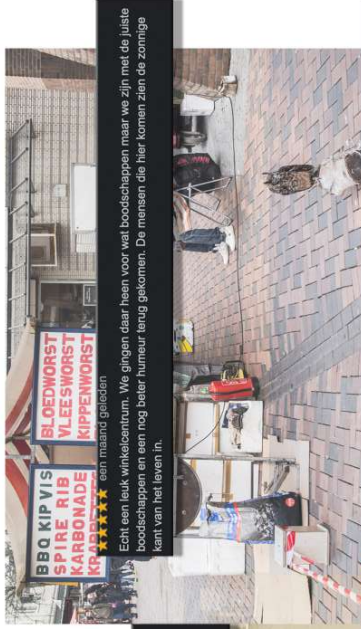
★★★★★ een jaar geleden

Amsterdamse Poort: het leukste en meest bijzondere winkelcentrum van Amsterdam. Een geheel met het recreatie gebied van de Amsterdam Arena. Winkelen is hier een minivakantie in Tropisch Amsterdam. Met op de achtergrond een bruisende wijk, hoogtepunt van de Amsterdamse stedenbouw en vol nieuwe architectuur. In de veelzijdige Bijlmermeer dus.



★★★★★ een maand geleden

Drama winkelcentrum. Voelt zelfs overdag onveilig aan. Geen overzicht, veel leegstand, een rommelige.



★★★★★ een maand geleden

Echt een leuk winkelcentrum. We gingen daar heen voor wat boodschappen maar we zijn met de juiste boodschappen en een nog beter humeur terug gekomen. De mensen die hier komen zien de zonnige kant van het leven in.

★★★★★ 4 maanden geleden

Ik vind het moeilijk te moeten toegeven dat, Amsterdamse Poort niet meer is wat het geweest is. Heel veel lege panden, maar de sfeer heeft daar, door niet hoeven loelen. De samenstelling van culturen is het mooi om te zien. En een goede aansluiting met de trein en metro



★★★★★ een jaar geleden

Gezellige...leuke winkelcentrum.....voor ieder wat wils.....

★★★★★ 2 maanden geleden

Handig dat je de trein kan uitsappen en veel meteen bereikbaar is. Een aantal panden waar grote kelens in zaten staan leeg. Ik mis de gezelligheid van de wel aanwezige winkels en de openingslijden. Ik mis de gezelligheid van voorheen.



★★★★★ een maand geleden

Op de donderdag markt is er van alles te vinden/kopen en daarbij ook de veelheid aan winkels

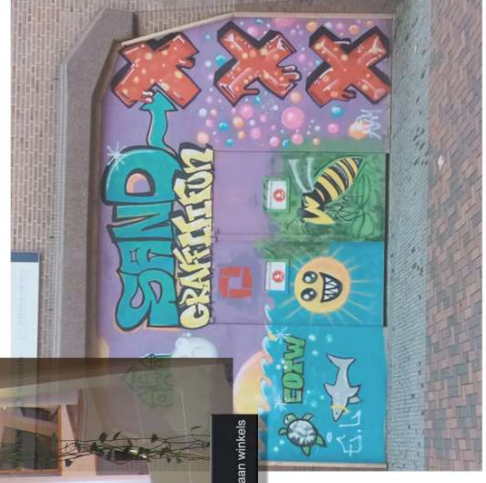


★★★★★ 3 maanden geleden

Altijd gezellig, leuk winkelen en geroosg plekjes om even wat te drinken/zitten.

★★★★★ 8 maanden geleden

Een levendige winkelcentrum zoals je die in een grote stad mag verwachten. Constant in beweging en ben je op zoek naar lekkere Surinaamse gerechten of Indisch of andere streken dan kan je hier prima terecht.



Visual arts

★★★★
Everything can be found here... the annoying men you get for free



food

★★★★
A lively shopping center as you would expect in a big city. Constantly moving and if you are looking for tasty Surinamese food or Indian or other regions then this is the place to be.



Always pleasant, nice shopping and plenty of places to have a drink/seat

★★★★
Very seriously deteriorated! There is absolutely no atmosphere anymore... certainly not like before!

Street art

The most fun and special shopping center in Amsterdam. Shopping here is a mini vacation in Tropical Amsterdam. With a vibrant neighborhood in the background, the highlight of Amsterdam's urban planning and full of new architecture. In the versatile Bijlmermeer

Criminal activities

★★★★
Drama mall. Feels unsafe even during the day. No overview, lots of vacancy, a mess



Interior Zandkasteel

★★★★
At the Thursday market there is all sorts of things to find/buy and along with it the multitude of stores



Really nice shopping center. We went there for some shopping but we came back with the right groceries and an even better mood. The people who come here see the bright side of life.

I find it hard to admit that Amsterdamse Poort is not what it used to be. A lot of empty buildings, but the atmosphere has not had to suffer because of that: the mix of culture is nice to see. And a good connection with the train and subway

Municipal monument 'het Zandkasteel'

★★★★★ een jaar geleden
Cozy... nice mall... something for everyone...

Convenient that you can get off the train and much is immediately accessible. A number of buildings that used to house large chains are empty. I miss a map of the stores that do exist and their opening hours. I miss the coziness of before.

good connection to the train and the metro

- connecting squares
- paving material
- street furniture
- street art
- visual arts

- different walking paths created by architecture
- clear edges created by buildings

- a lively shopping center as you would expect in the big city
- different cultural functions
- different walking paths provide space for social interaction
- plenty of spaces to sit for a while or drink something
- a lot of activity on the streets

versatility of the Bijlmermeer

- mostly day activities
- different eating possibilities

- surprising range of stores
- diverse/something for everybody
- diverse cultures

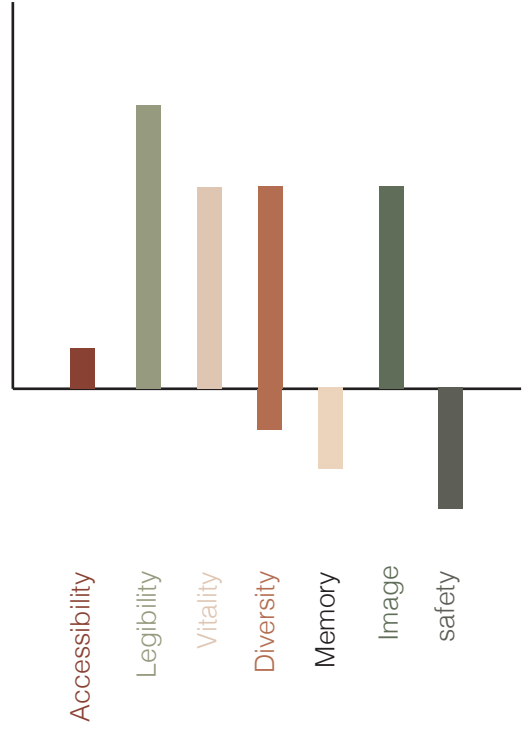
- not what is used to be, a lot of vacancy
- There is no atmosphere anymore.. certainly not like before!

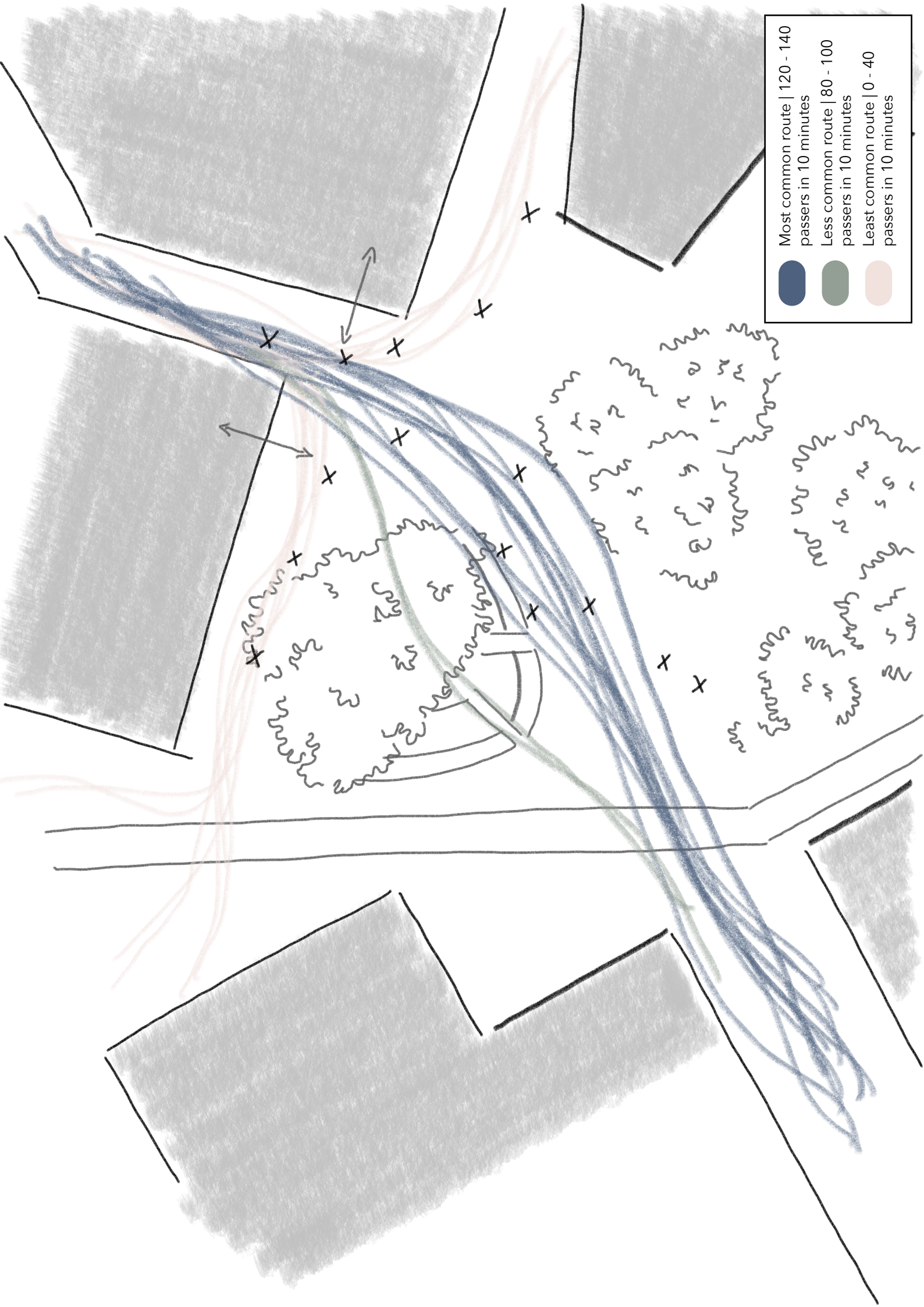
pleasant area




- municipal monument 'het zandkasteel'
- colorful and welcoming
- people see the bright side of life here
- shopping here is a tropical mini holiday within Amsterdam

- feels unsafe even during the day, no overview, lots of vacancy, a mess
- you get annoying men for free
- criminal activities

- Accessibility
- Legibility
- Vitality
- Diversity
- Memory
- place identity
- safety





	Most common route 120 - 140 passers in 10 minutes
	Less common route 80 - 100 passers in 10 minutes
	Least common route 0 - 40 passers in 10 minutes

Most common route | 80 - 100
passers in 10 minutes

Less common route | 20 - 30
passers in 10 minutes

Least common route | 0 - 10
passers in 10 minutes

