

# Markthal V & D

'Local market concept of Alkmaar 's farmers, initiatives  
and entrepreneurs experienced by the  
***vers- & deli markt***'

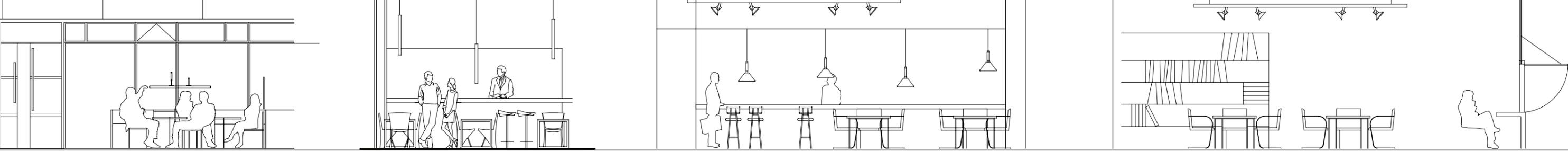
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Vacant Heritage Studio - AR3AH105

Research - *Wandering from the shopping street  
into the department store*

***P5 presentation*** - Patty Rietveldt





## Structure and topics

V&D Alkmaar

Research findings

Program

Experience

Translation

Design

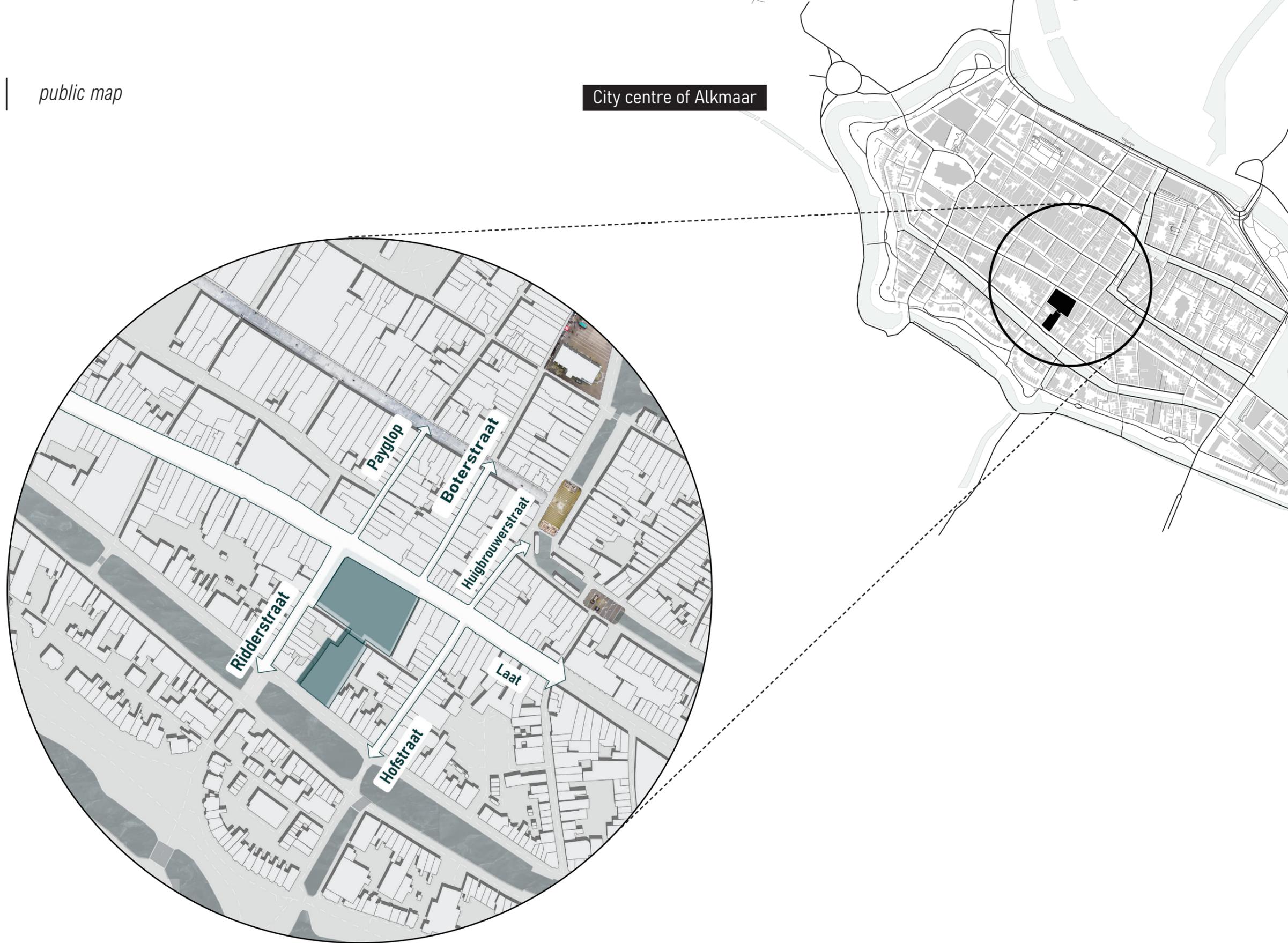
Climate

Detailing

# Location overview

public map

City centre of Alkmaar





Dordrecht



Amersfoort



Amsterdam



Enschede



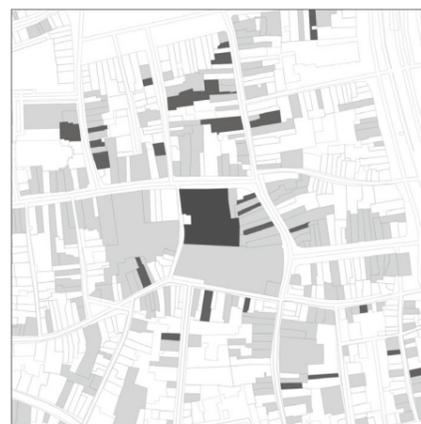
Leiden



**ALKMAAR**



Haarlem



Maastricht



**UPDATED - ALKMAAR**

**SBT:** Maps of vacant stores in city centres for all studio research locations

**OBSERVATIONS:** Maps of vacant stores in city centre of Alkmaar updated after fieldtrip on 07/12/2020

***The vacant department store reduces the quality of the shopping street.***

***It does not fit society its needs.***



FIELDTRIP: Monday 7th of december -  
before lockdown

Department store | *the project*



FIELDTRIP: Monday 7th of december -  
before lockdown

The fact that the Primark is disappearing from the streets is not exactly a mercy blow for the shopping street.

Good, demolish it immediately. build flats with small shops or restaurants underneath, or a beer brewery!



Let people not only shop, but also live, recreate, eat, drink, play sports and so on.

**Primark Alkmaar disappears, final blow to shopping street?**

*Primark will officially disappear from the city centre. That is what the chain of shops told NH News. The branch on the Laat pulls the plug "for commercial reasons" per June 1st. Ninety employees will be made redundant.*

**SOURCE:**

Facebook discussion group:  
Je bent een Alkmaarder als...

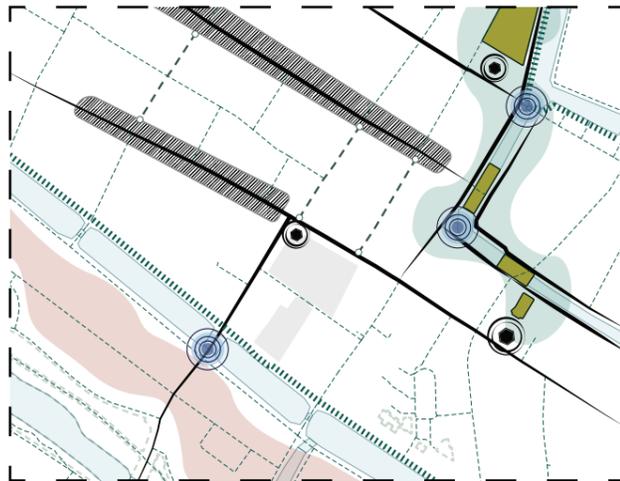




**What defines the cityscape experience from users moving through the shopping street?**



Urban analysis

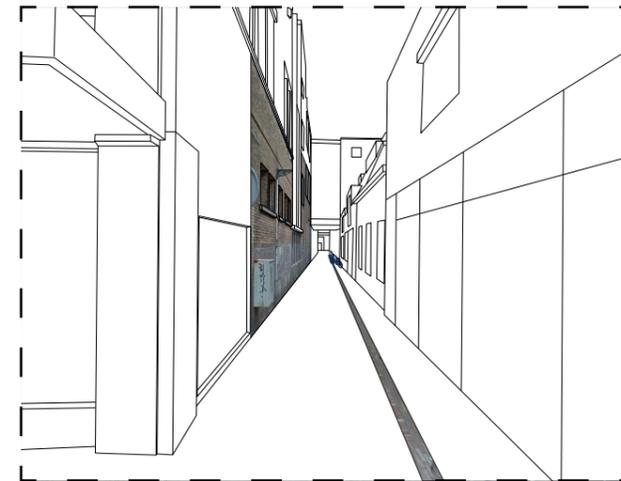


Case study comparison

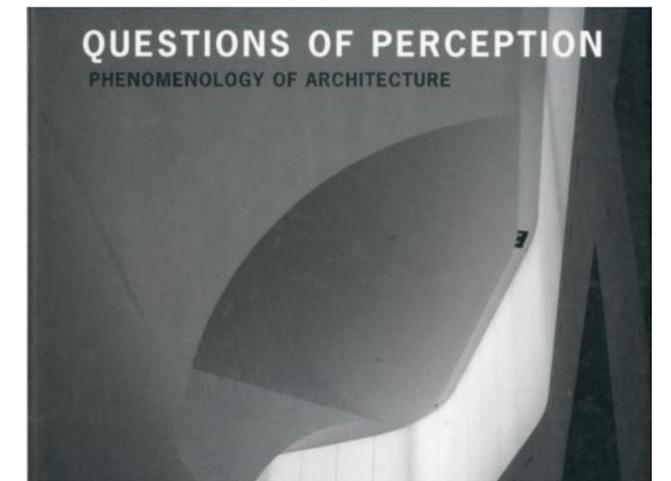


SOURCE: Image of Stadsarchief Rotterdam [4273-L-391]

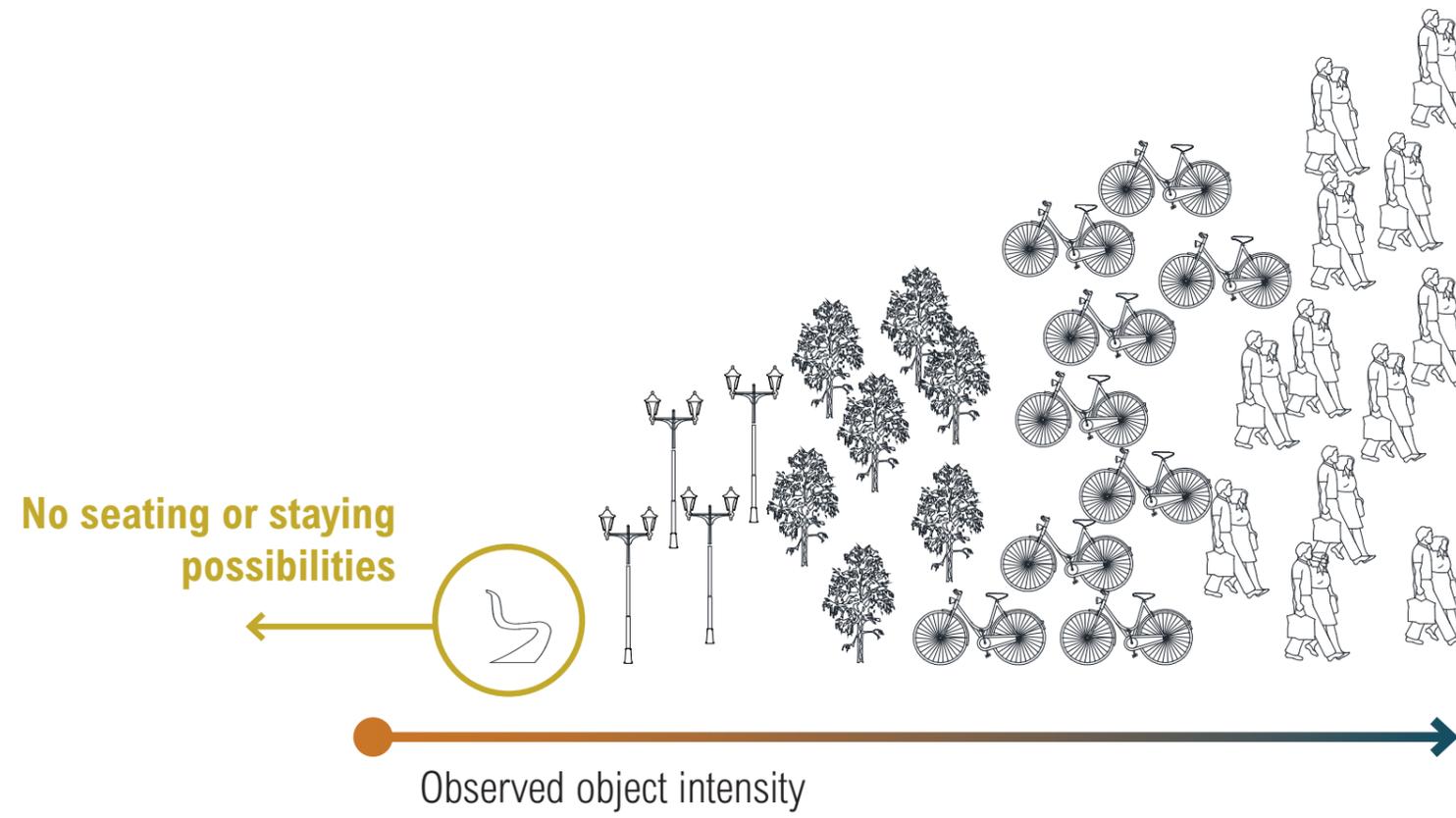
Perspective observations



Literature study



SOURCE: Steven Holl - Questions of perception [2006]





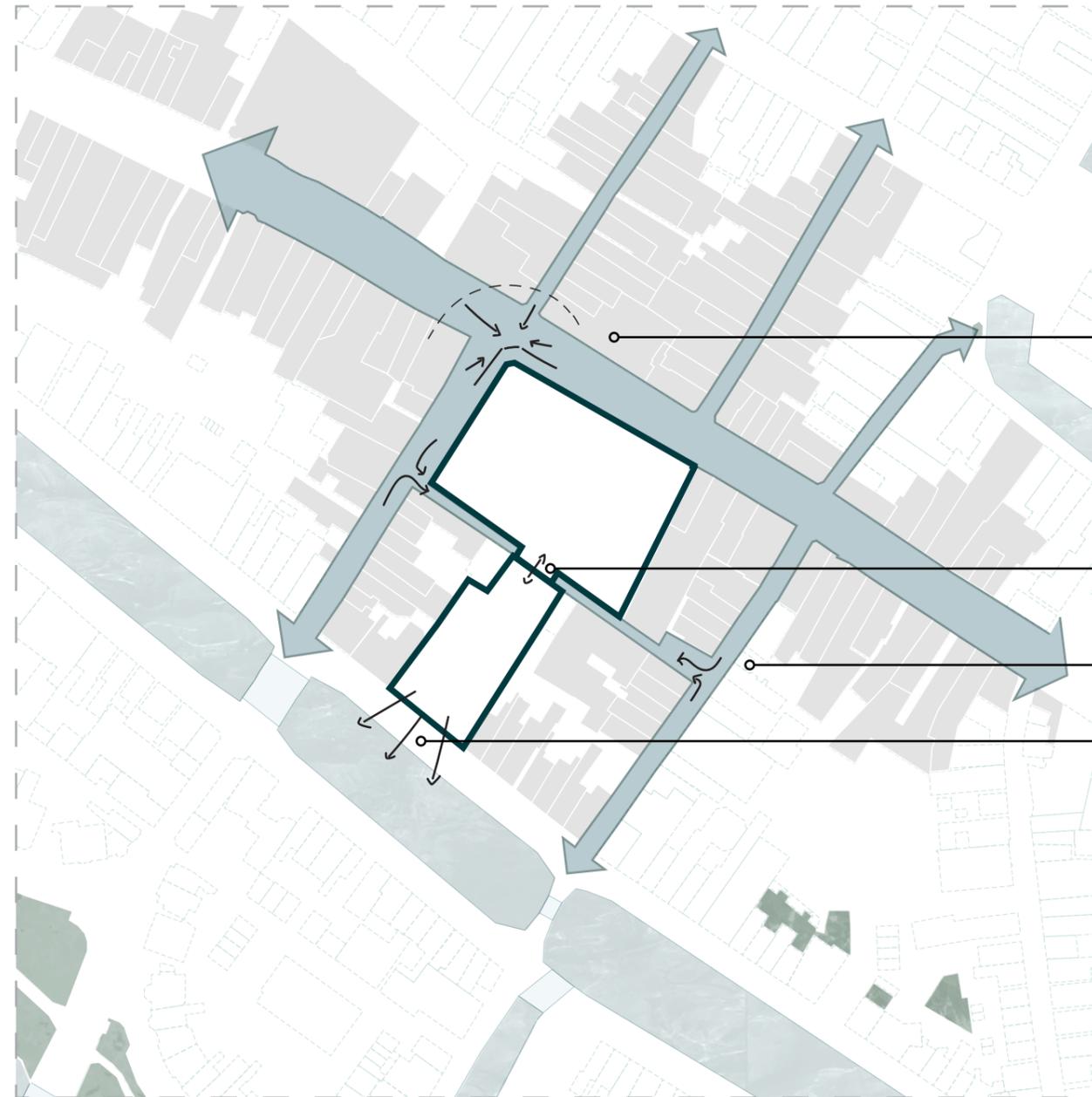
Shopping street - **LAAT**



Alley - **T' VIJVERTJE**



Canal side - **OUDE GRACHT**



**RECOGNIZABLE** within the street

**BRIDGE** between two sides

**SHORT CUT** of the block

**VIEW** on the canal side

*A Saturday in 1959.  
The day that the streets of  
Alkmaar were filled with people.  
The day of the markets.  
Also on the Laat, like here.  
Not one plant, not two,  
no, a whole armful in one sale.  
Paying on the spot.*

*No room to park the car?  
No, you just stick  
your nose in the alley!*



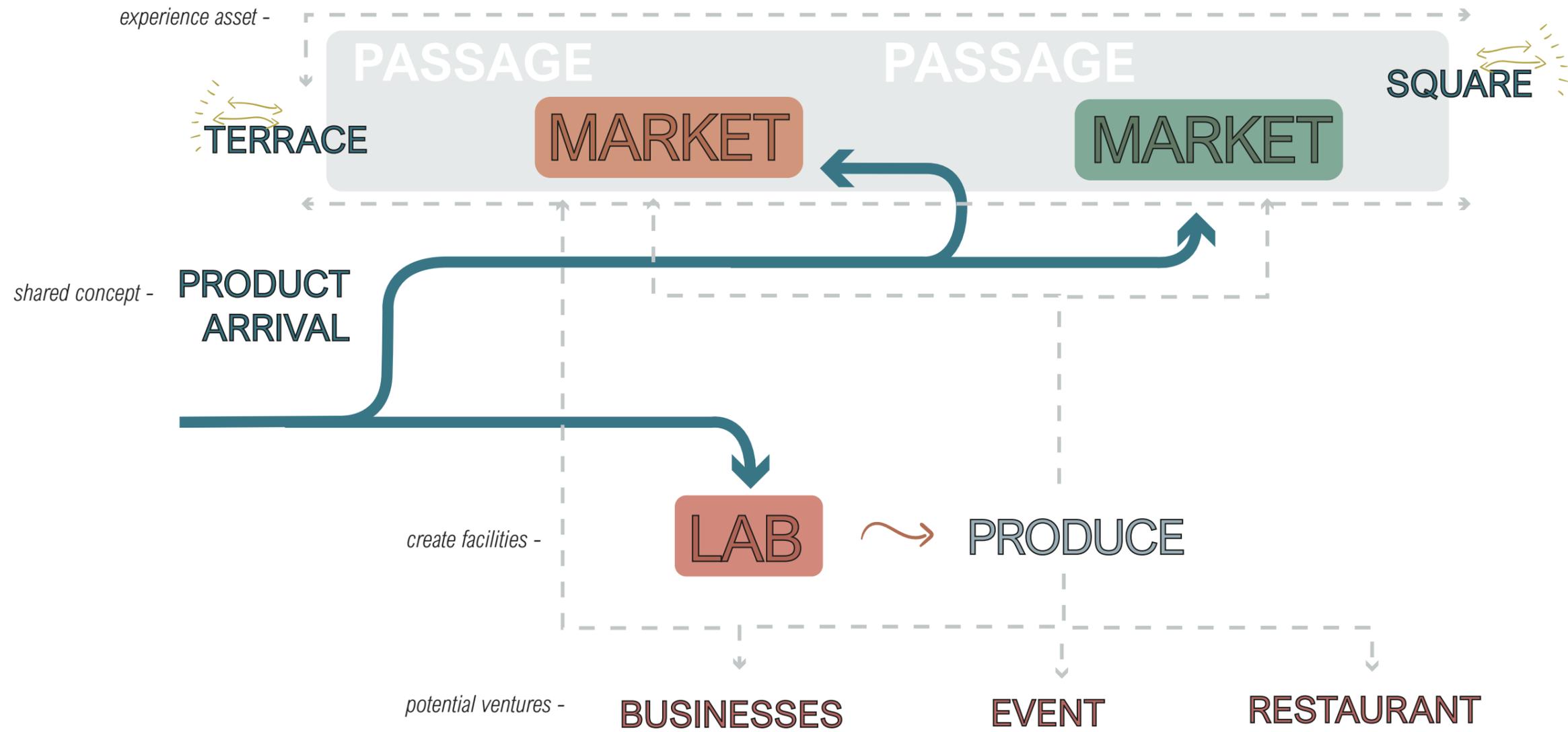
SOURCE: Picture from  
archive of Alkmaar

Support the local producers of Alkmaar

Create public domain to stay

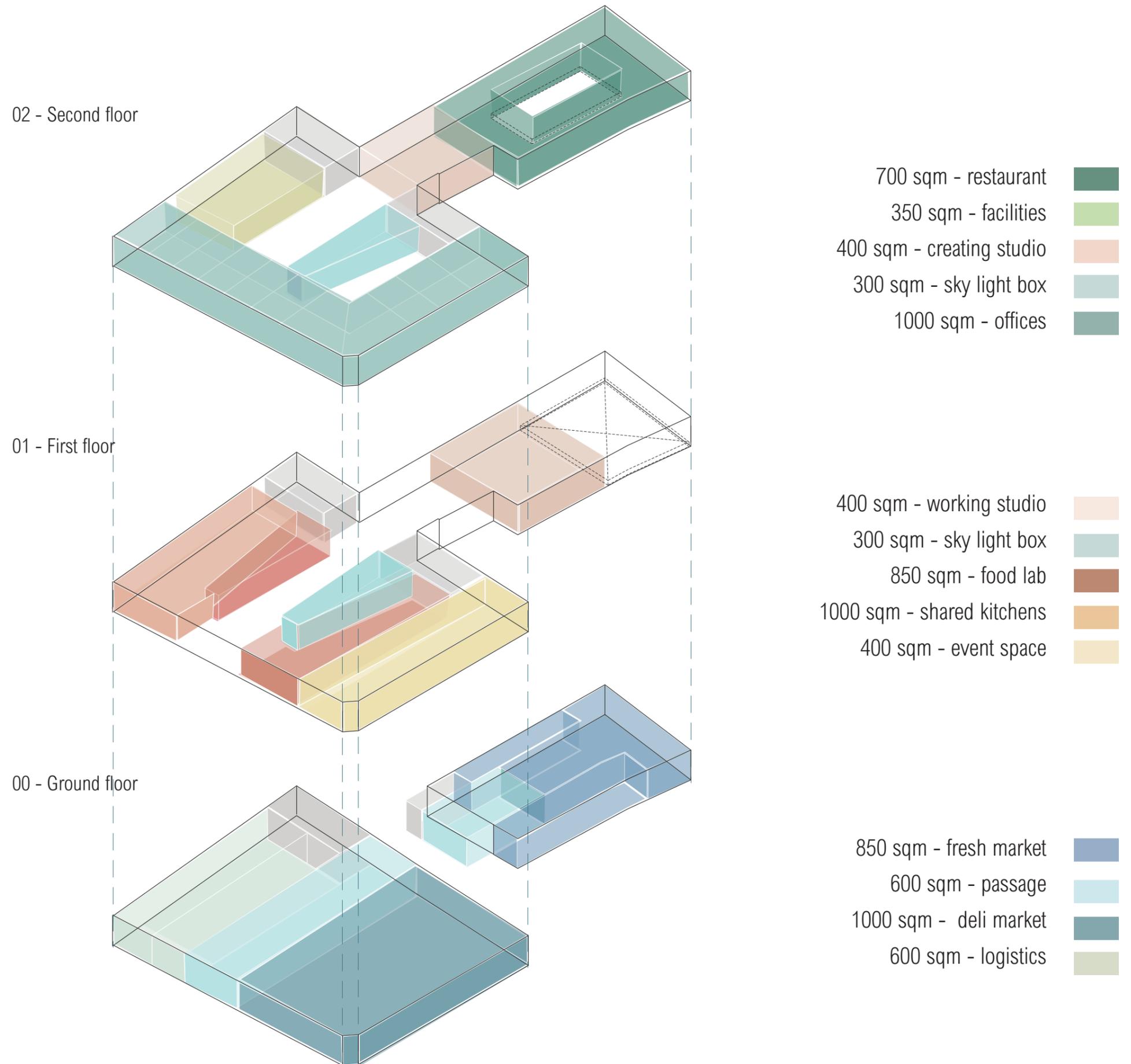
Boost the vitality of the shopping street

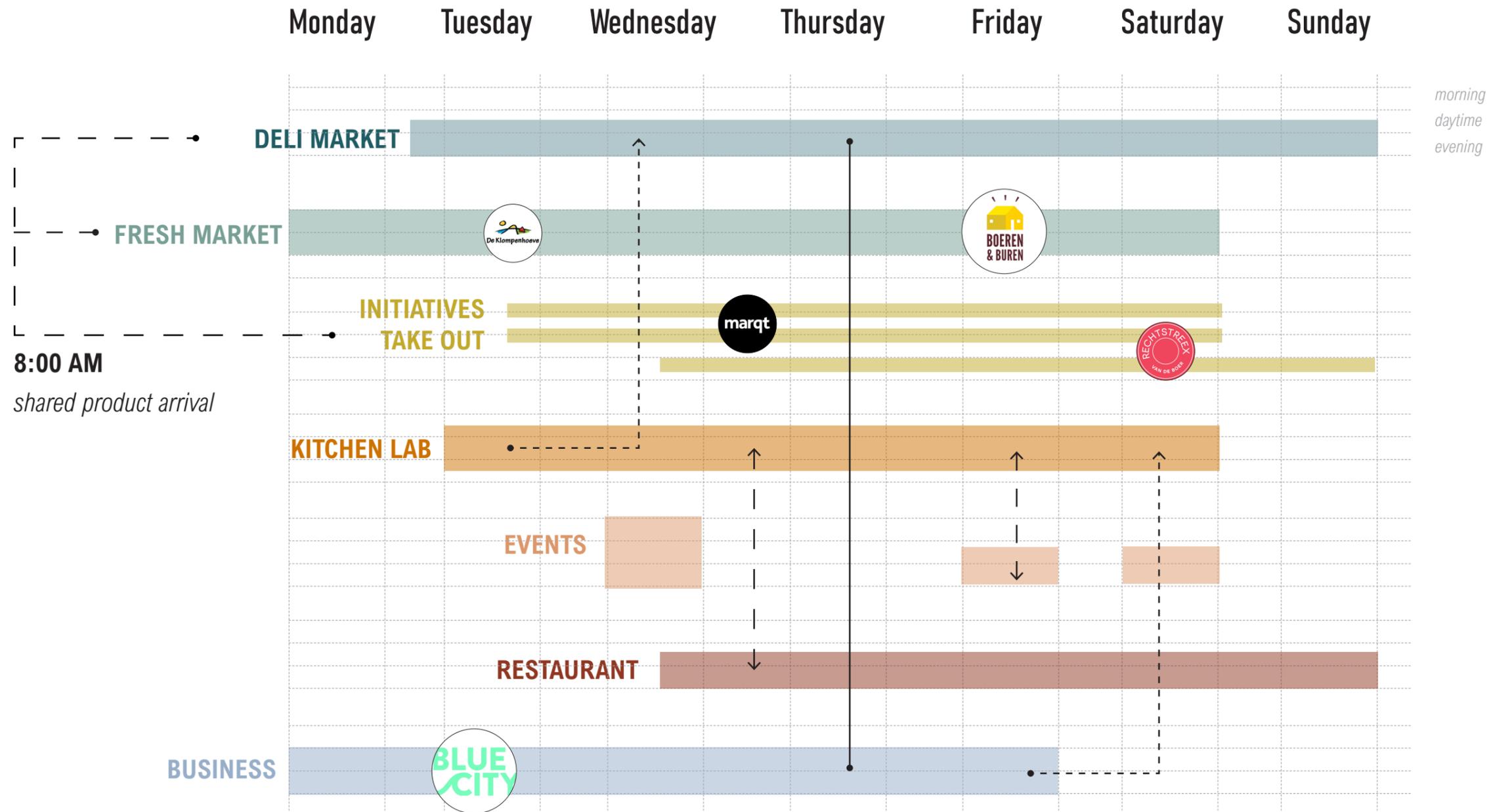




# Program layout | composition & ratio

*'Mixing local initiatives into new shared concept and adding a market as the experience of products'*

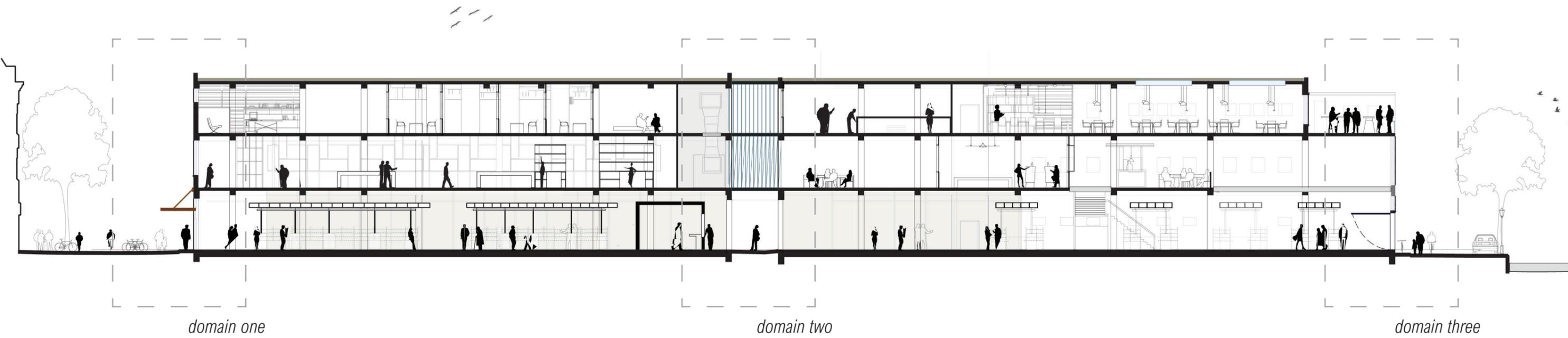
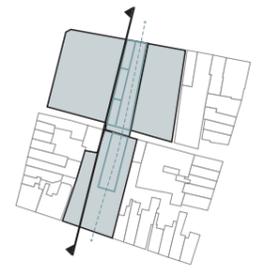




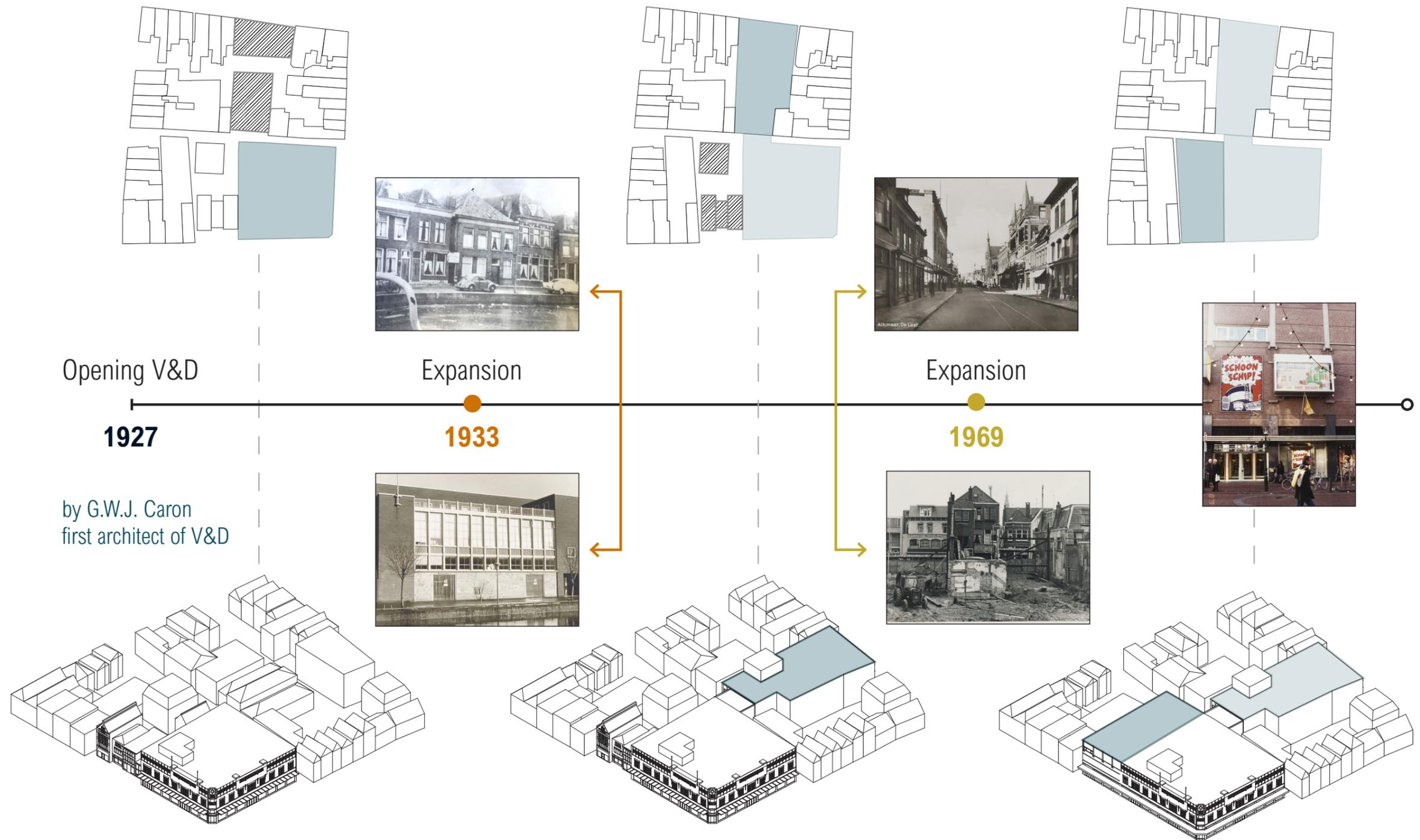
Three streets

| overall section

Section cut line



# Building a story | expansion timeline



**Fragmented** | *multiple facades*

**FACADE 1**

*expansion 1969*

**FACADE 2**

*original 1927*

**FACADE 3**

*original 1927 and renovations*

**FACADE 4**

*expansion 1933*

**FACADE 5**

*expansion 1933*



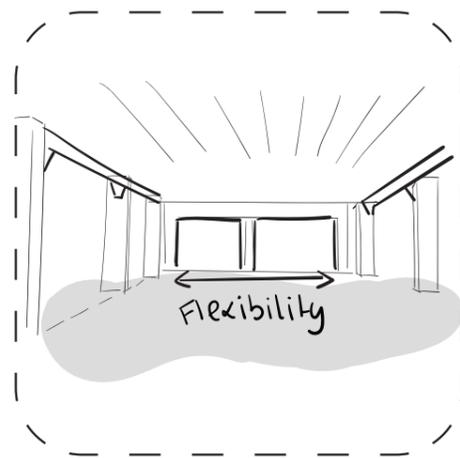
Protected character | *original structure*



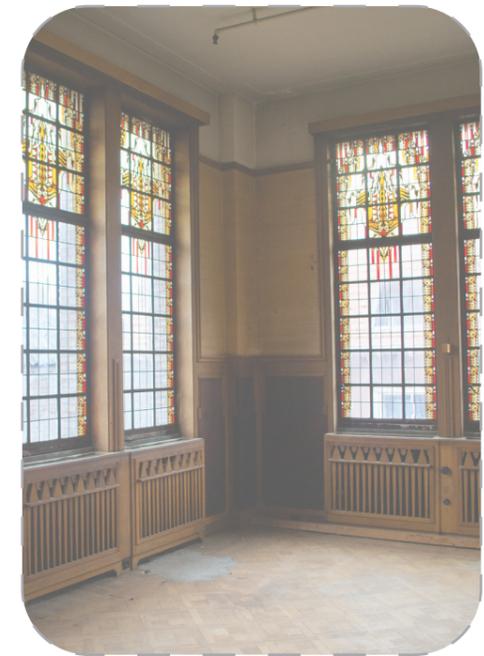
The first V&D story: the coloured stained-glass windows in Art Deco style in the former director's office.



AGE VALUE - structure



AGE VALUE - iconic facade



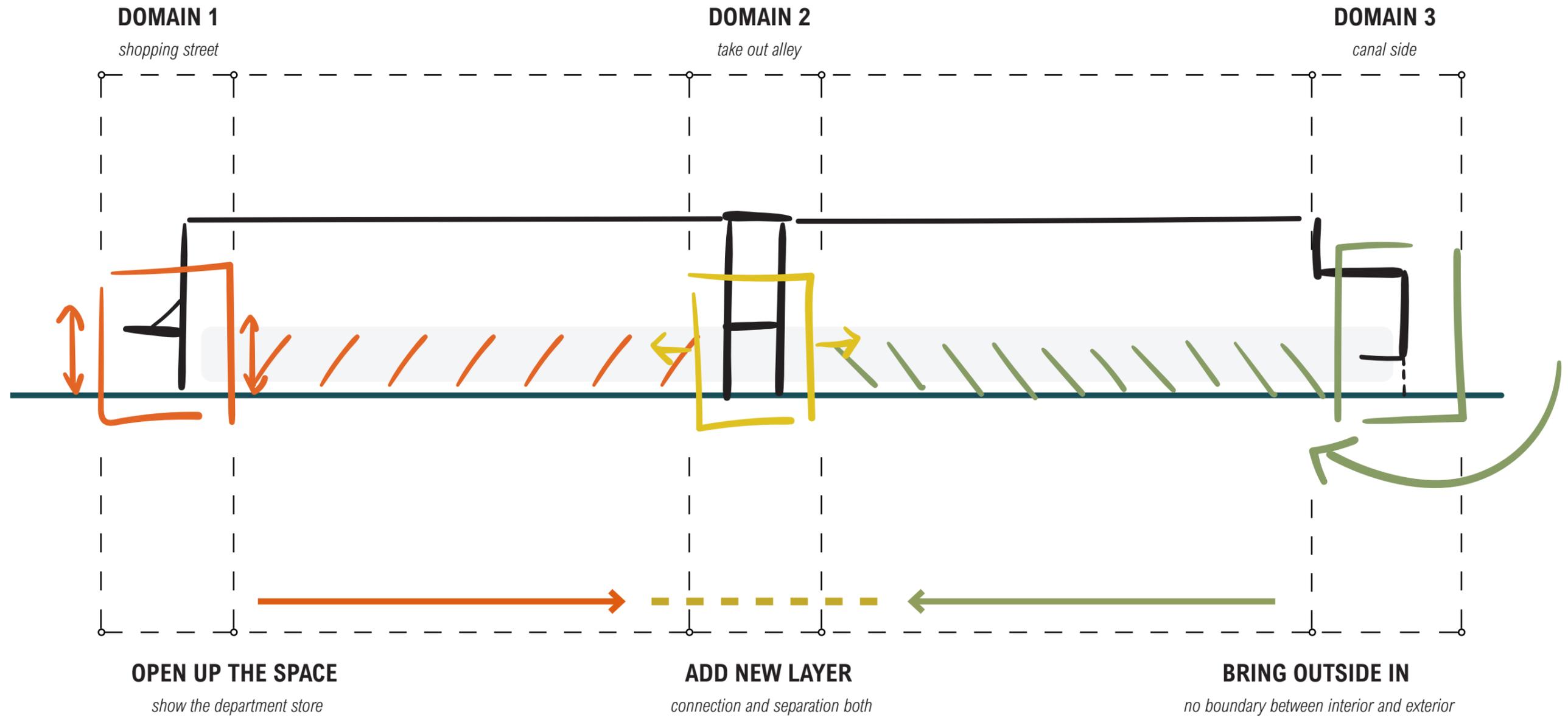
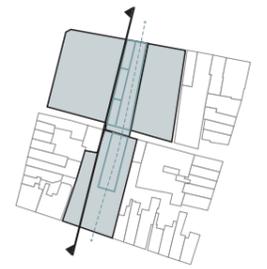
The building has situational value due to its image-determining location in the centre of Alkmaar.

HISTORICAL VALUE - monumental facade

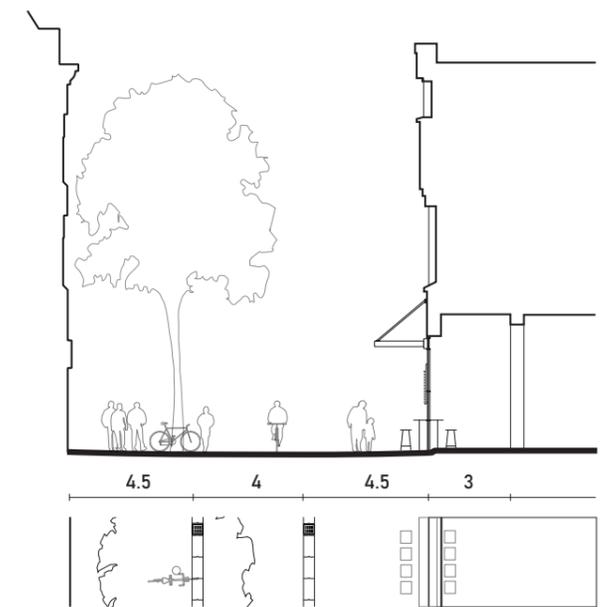
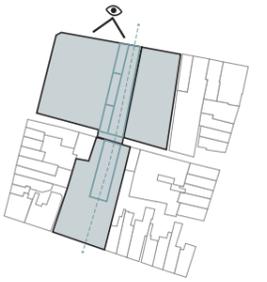


RESULTED

LASTING STORY

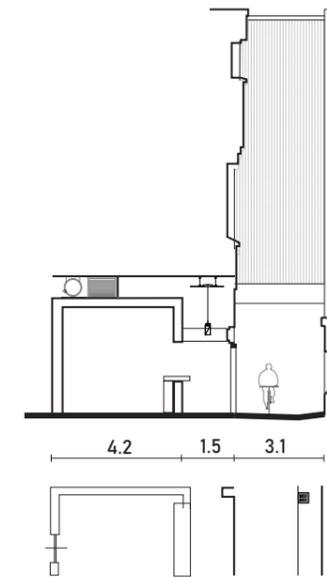






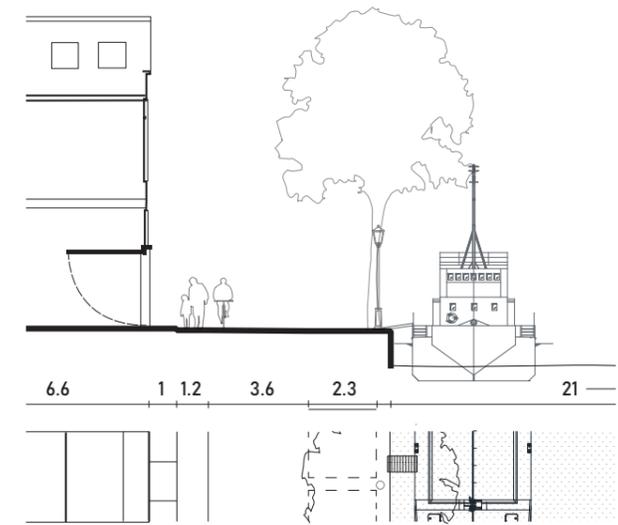
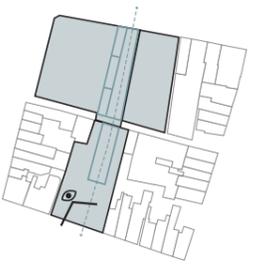
domain - section cut



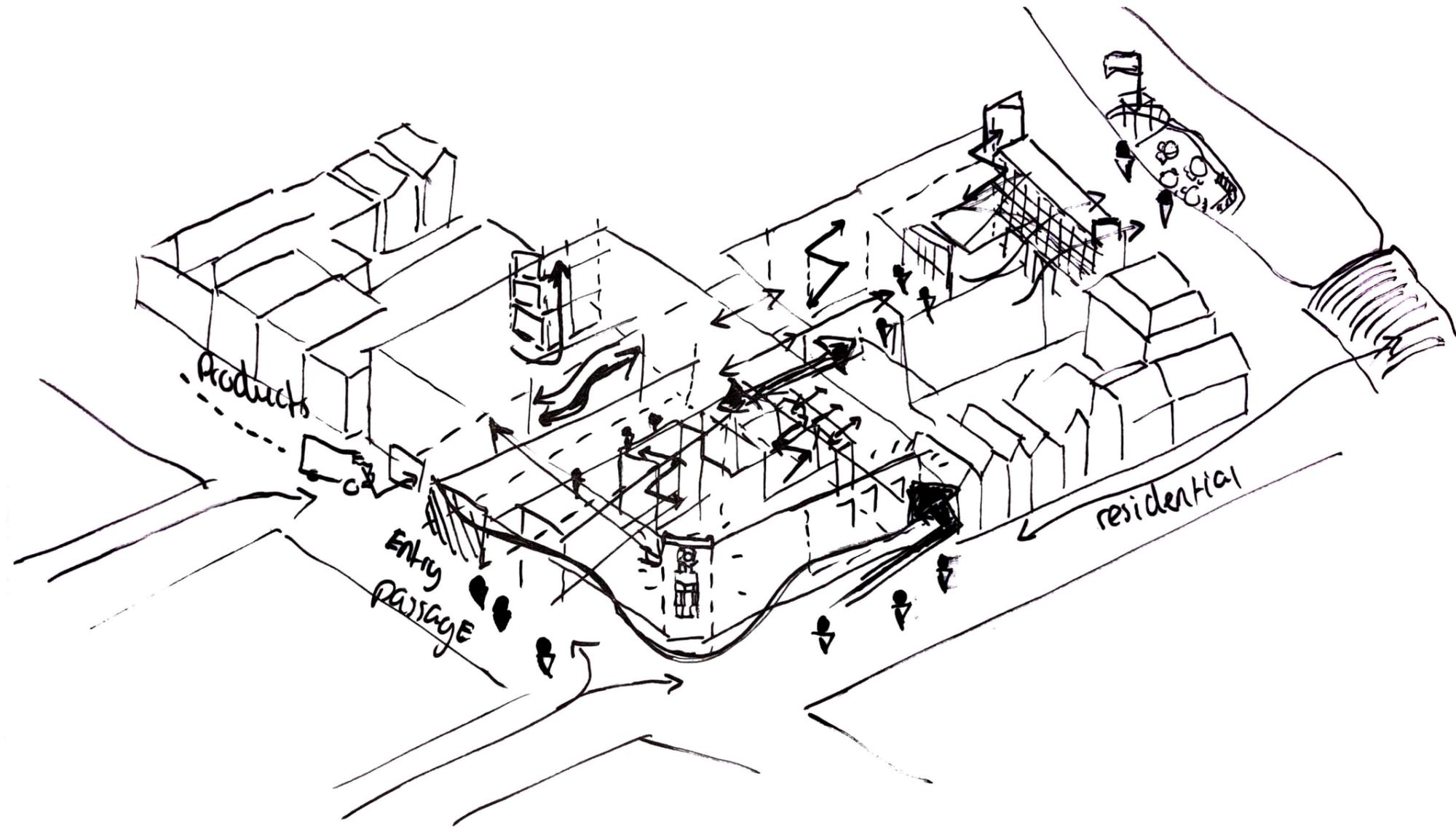


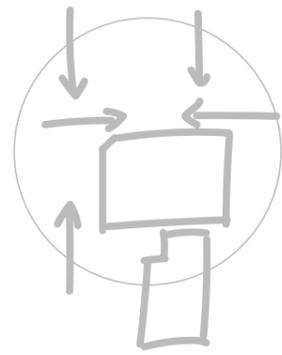
*domain - section cut*



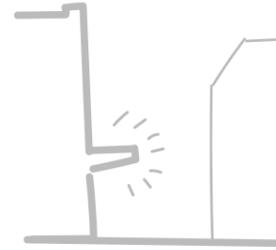
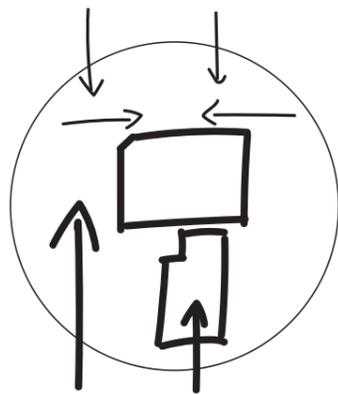


domain - section cut

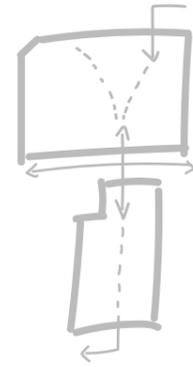
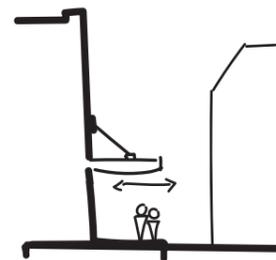




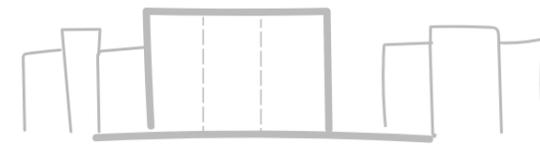
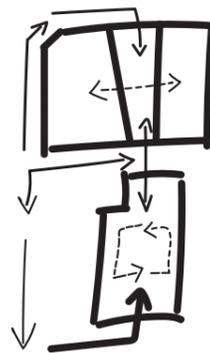
Node



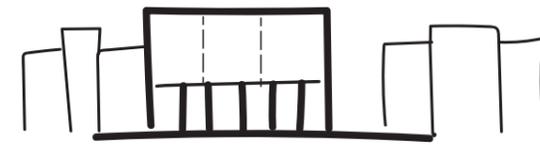
Shelter

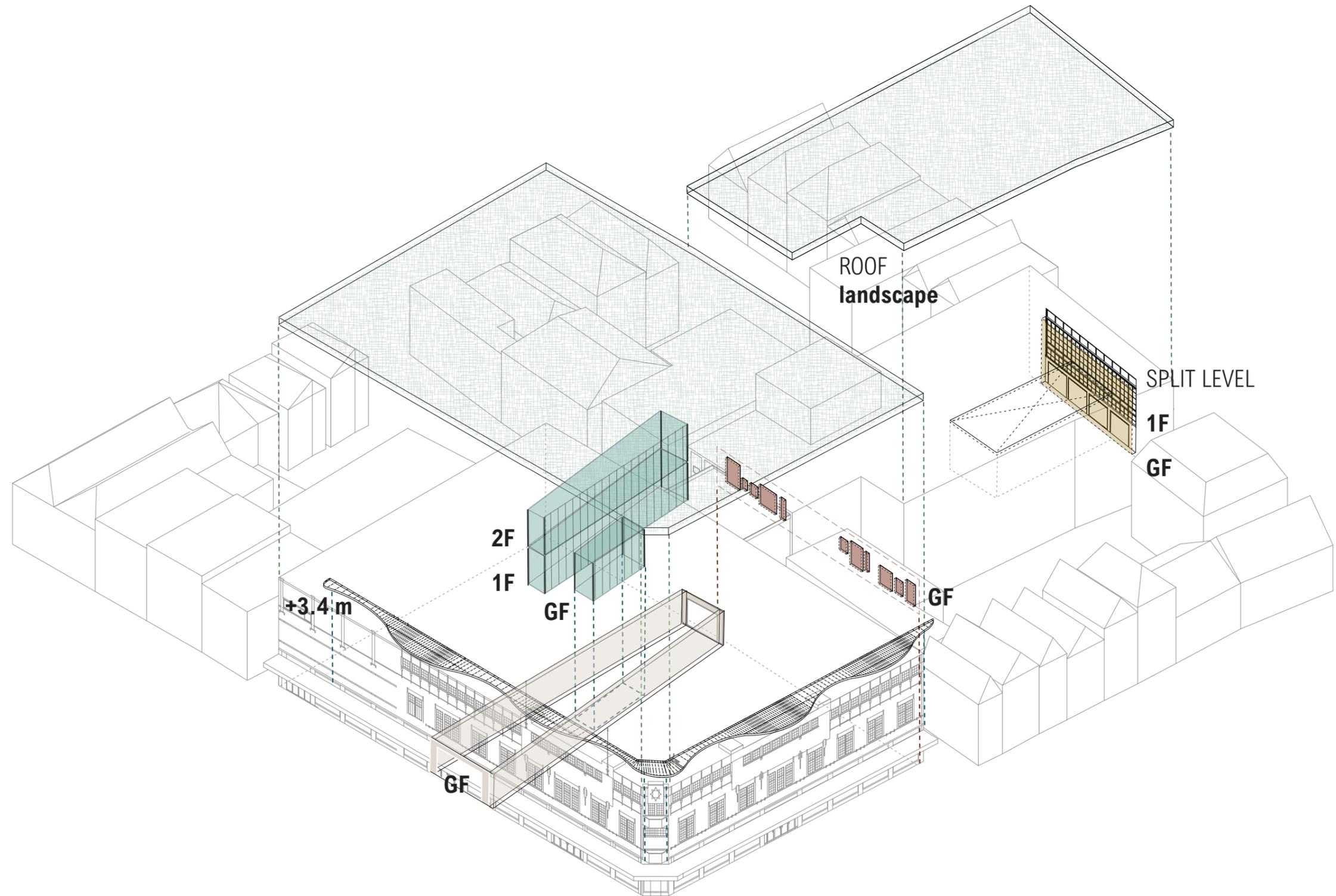


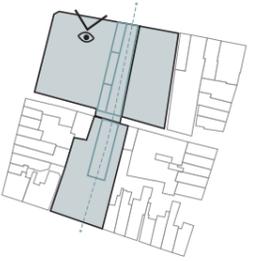
Connection



Rythm

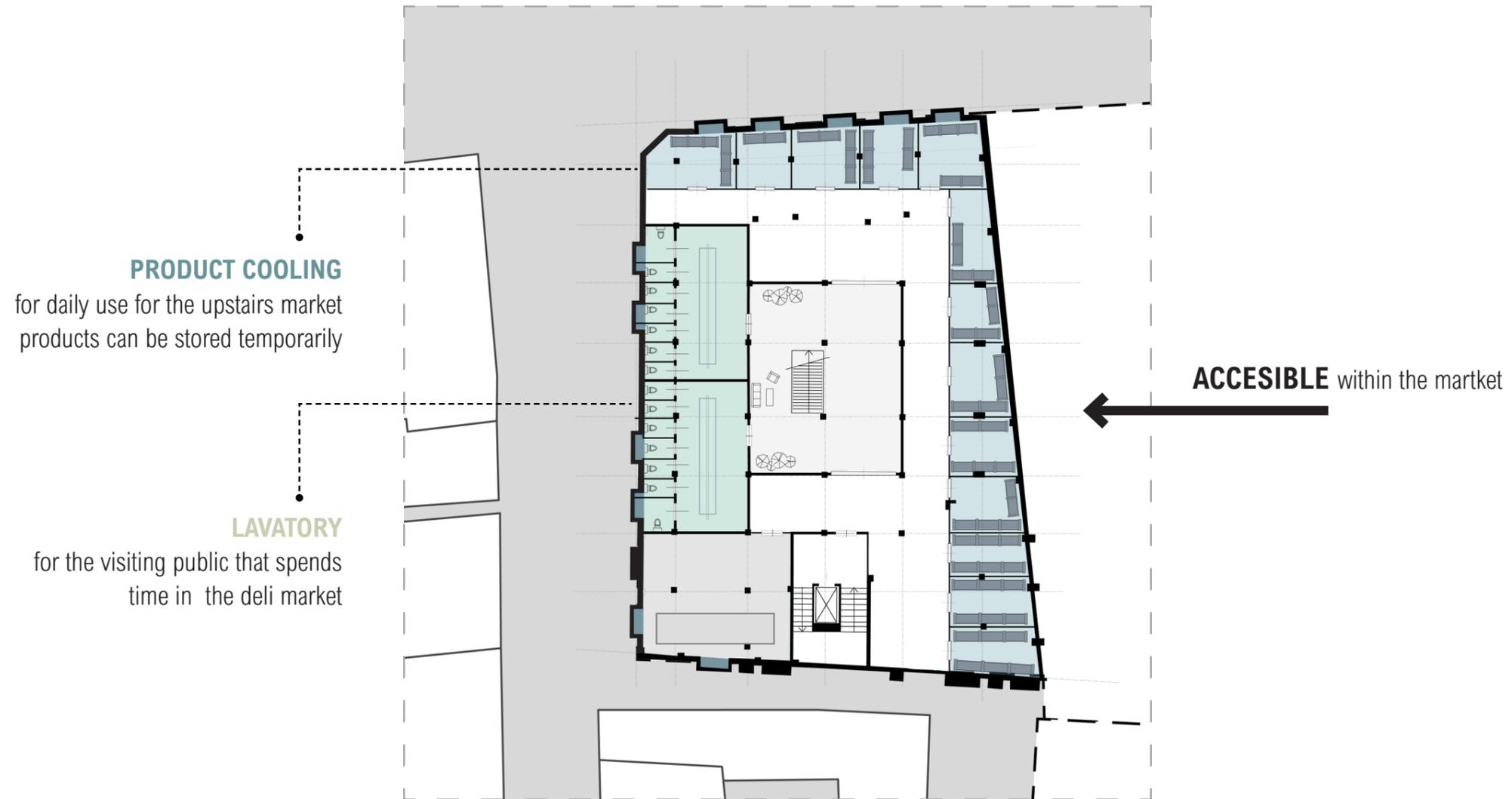
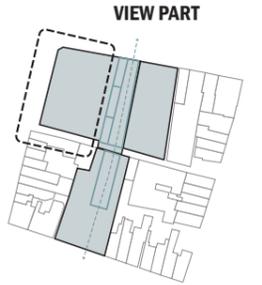






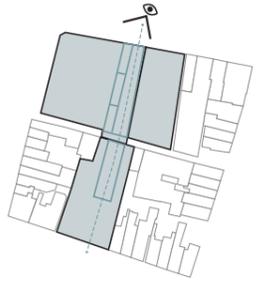
# Basement

plan view - scale 1:100



Shopping street | *passage entry*

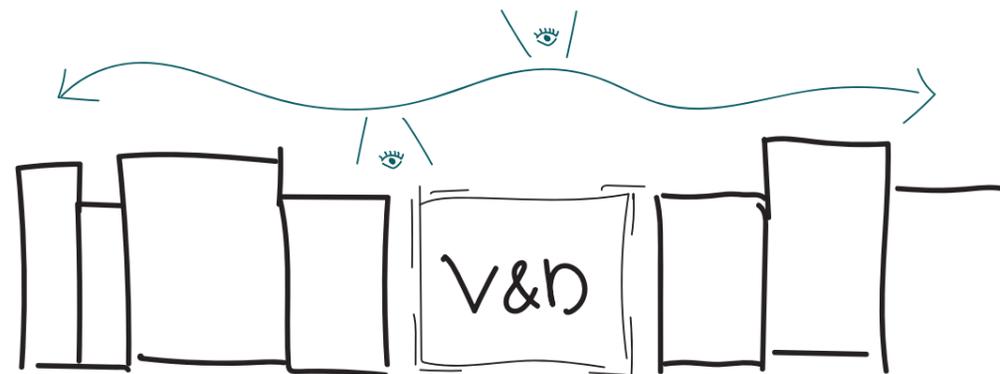
Point of view

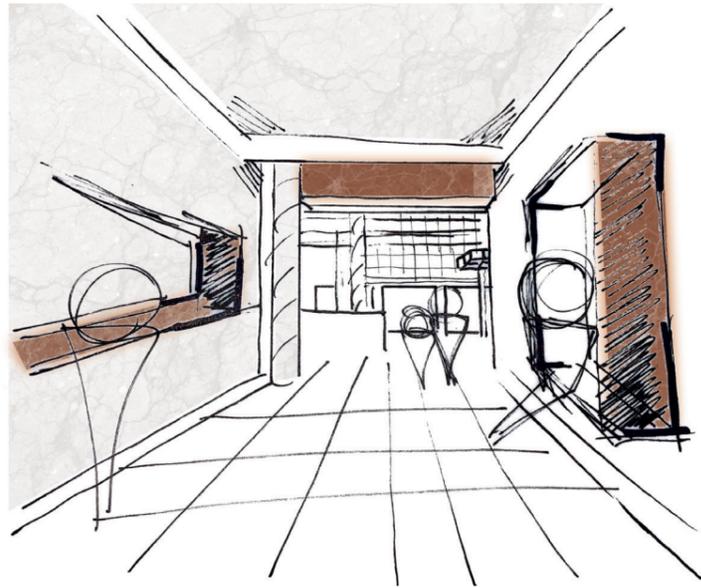


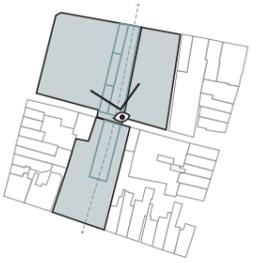
**Slow desires** - 'If citizens move slowly through the streets, they will observe more detail of their environment. We live in a modern society where we are always in a rush' ..... 'the difference between slow and fast perceptions while citizens move through the shopping street.'

Quote of research plan:

*Wandering from the shopping street into the department store*





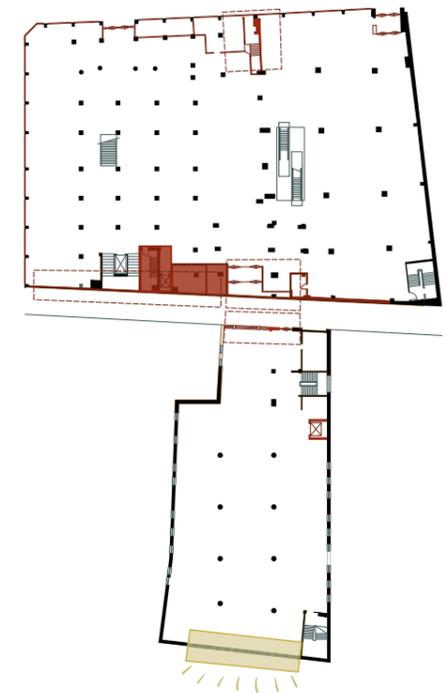


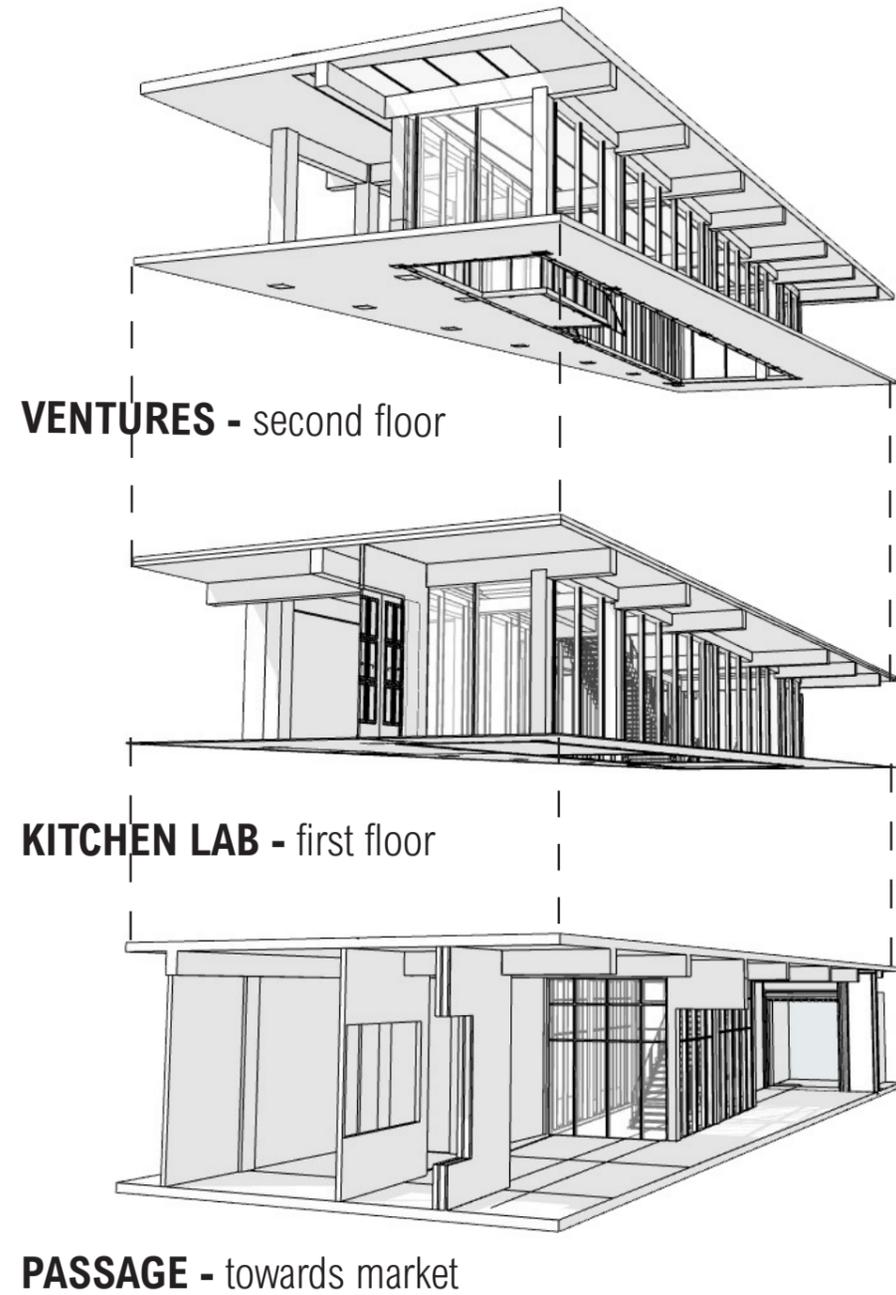
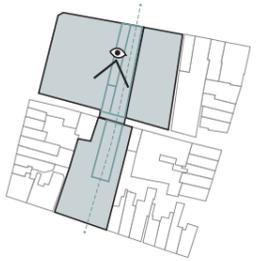
# Groundfloor

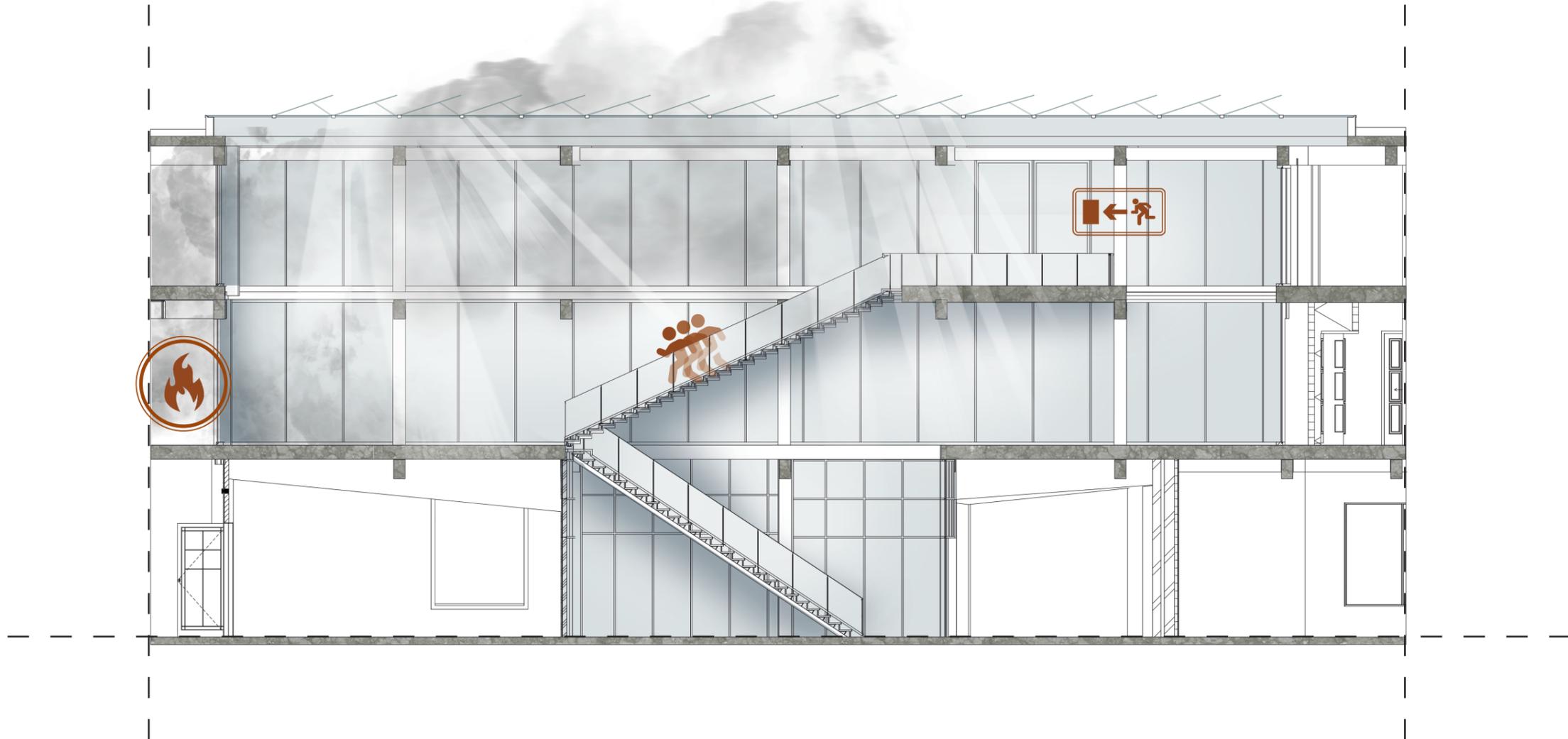
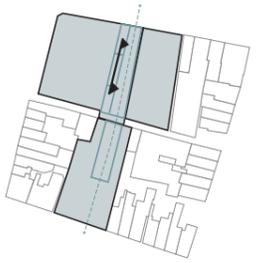
*old & new plan*

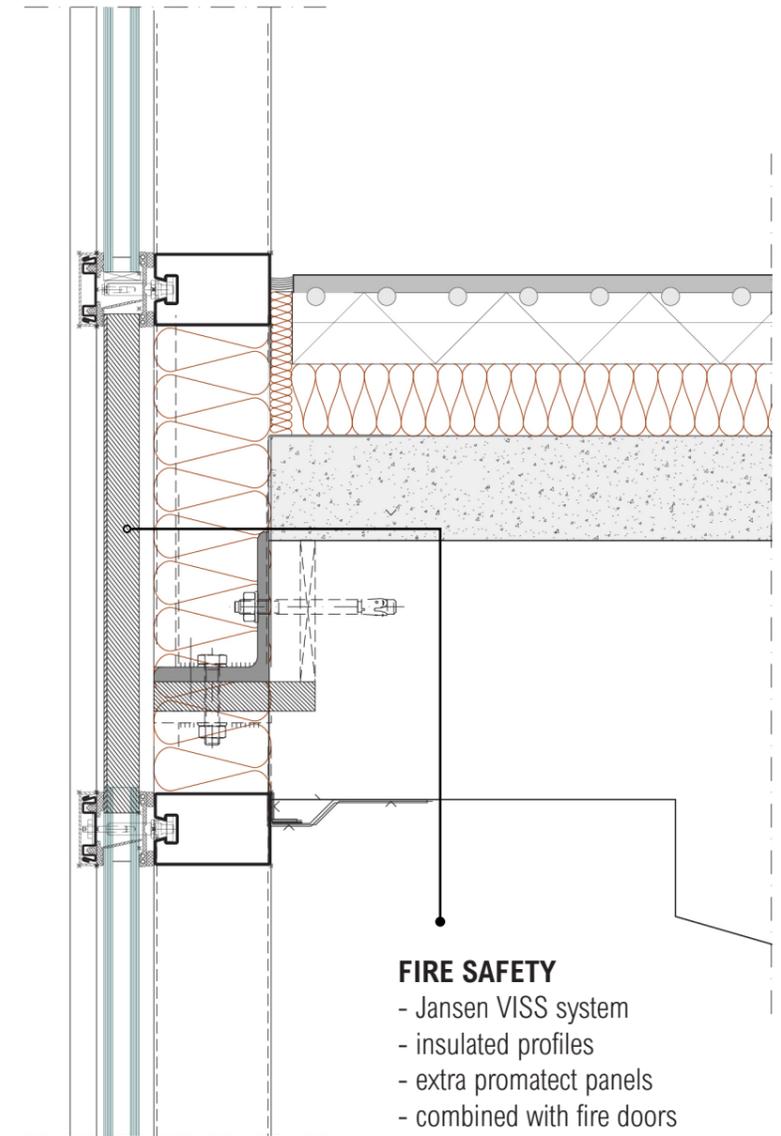
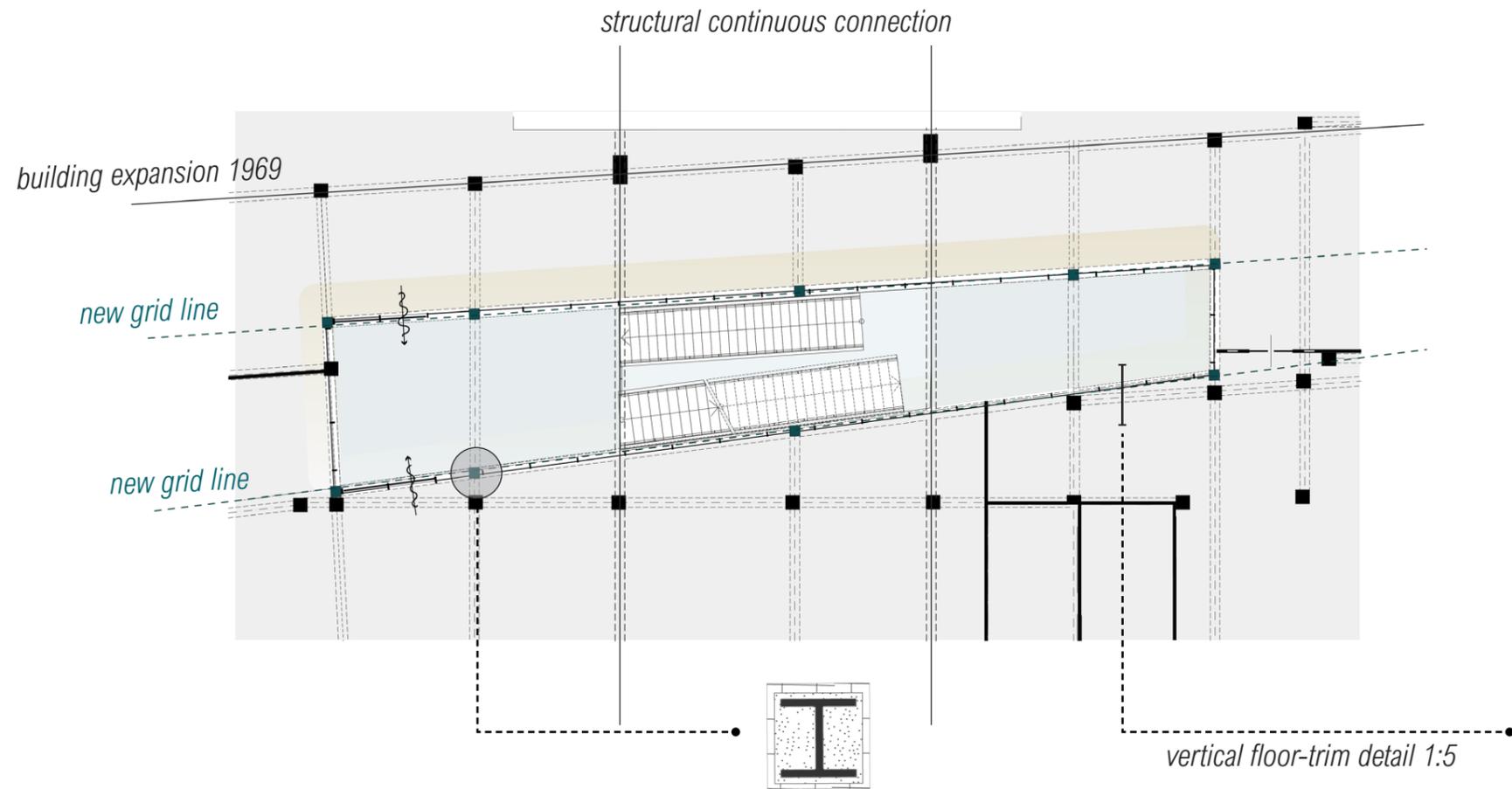
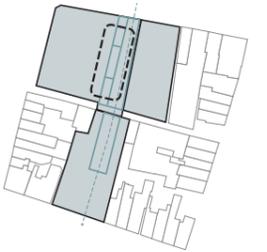


*demolition / restoration*



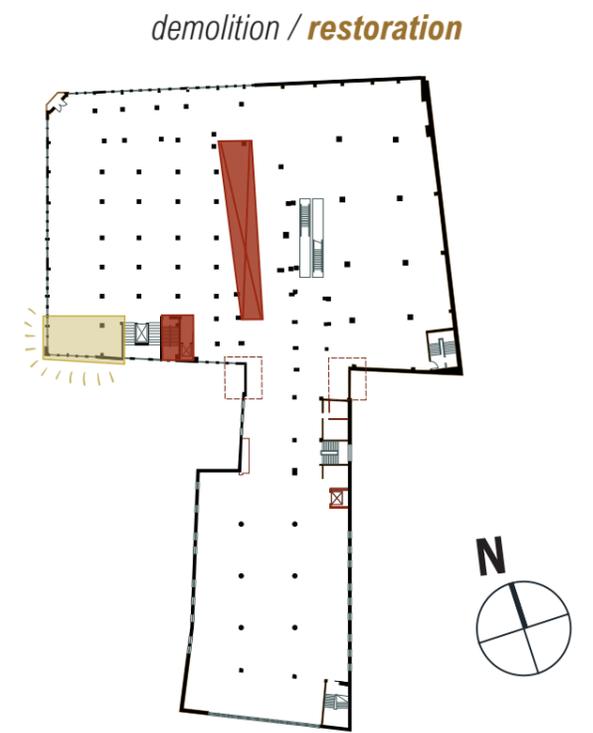
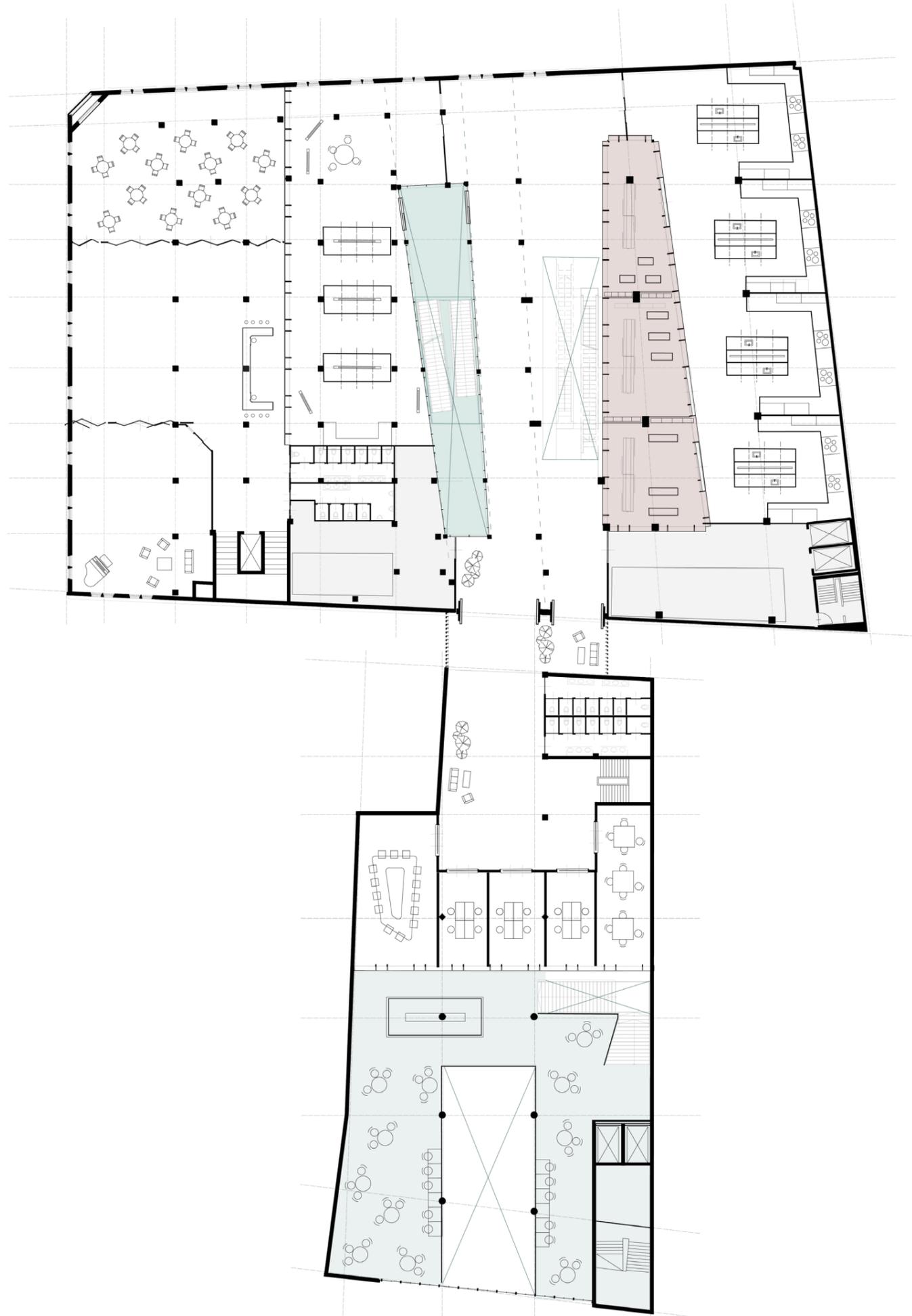


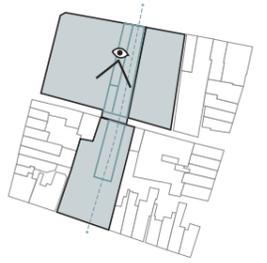




# Firstfloor

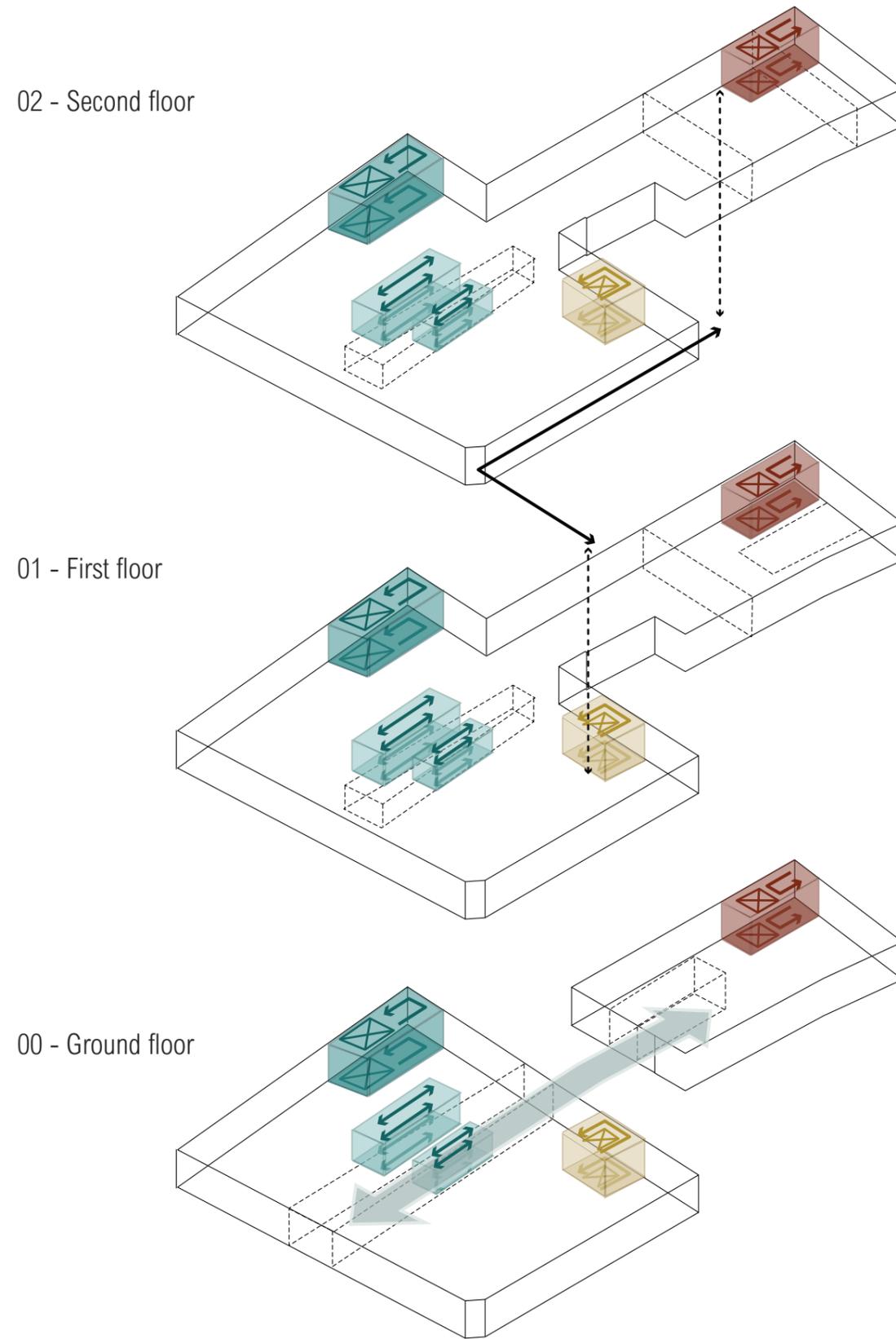
*old & new plan*





**'KOFFIE MET KUHNE'** local concept of the store owner



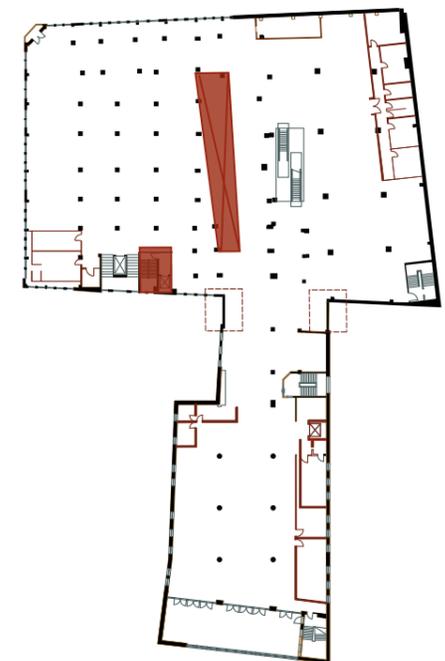


# Second floor

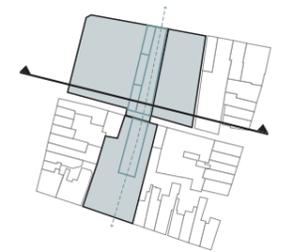
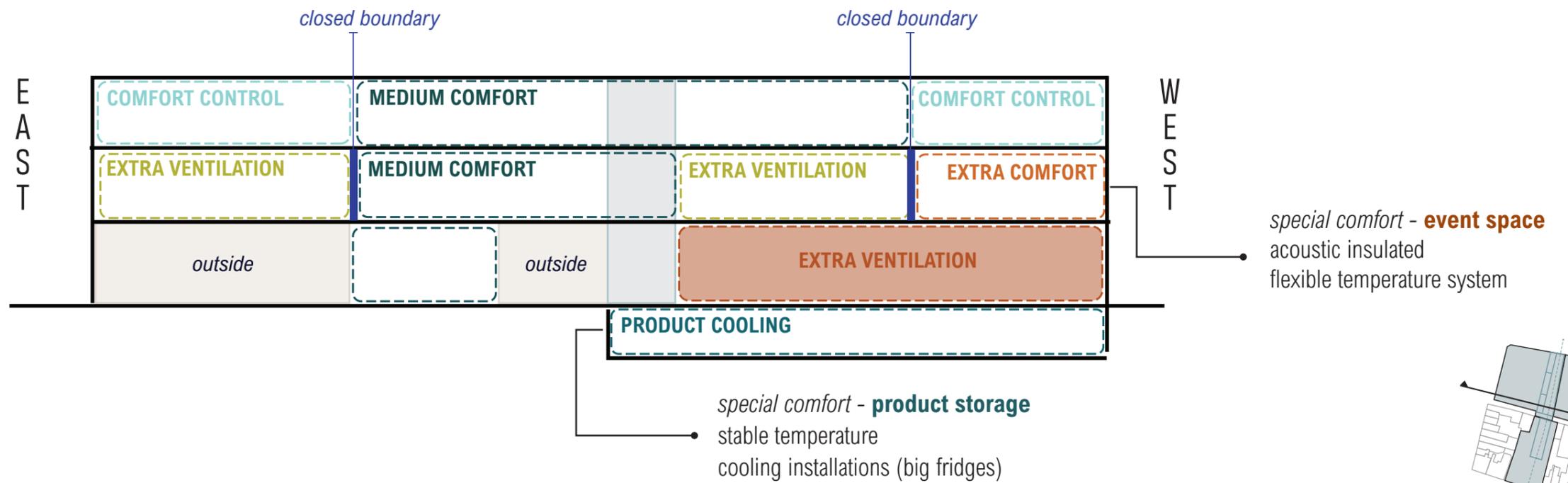
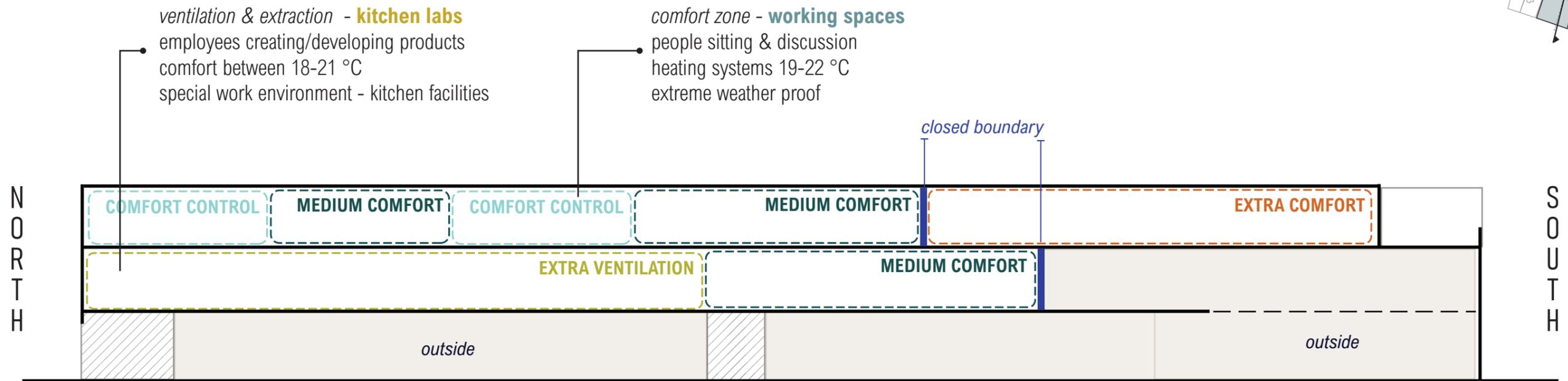
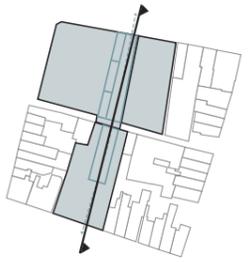
*old & new plan*

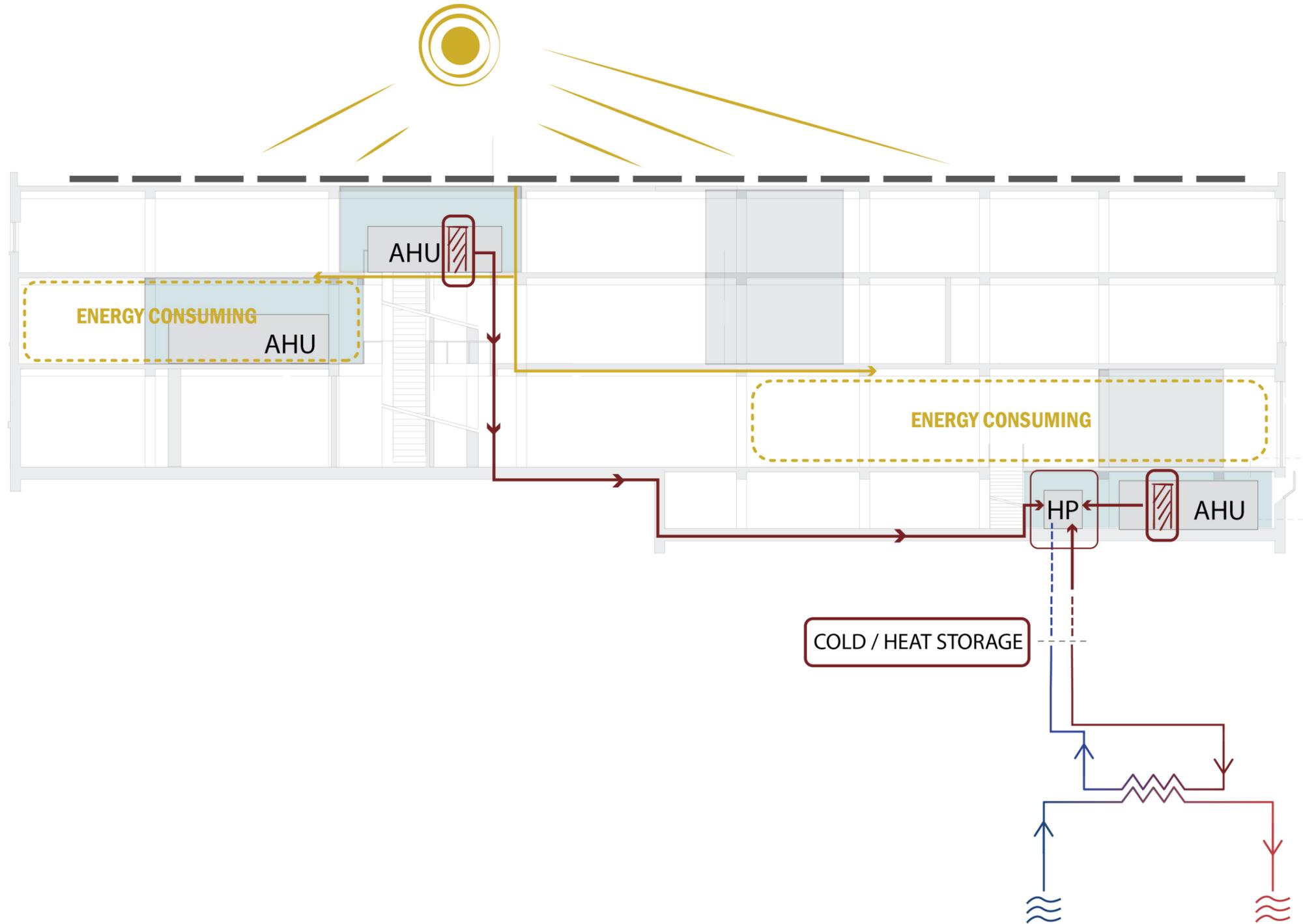
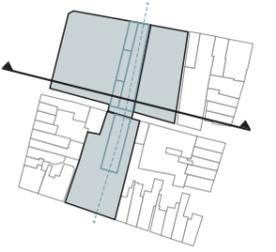


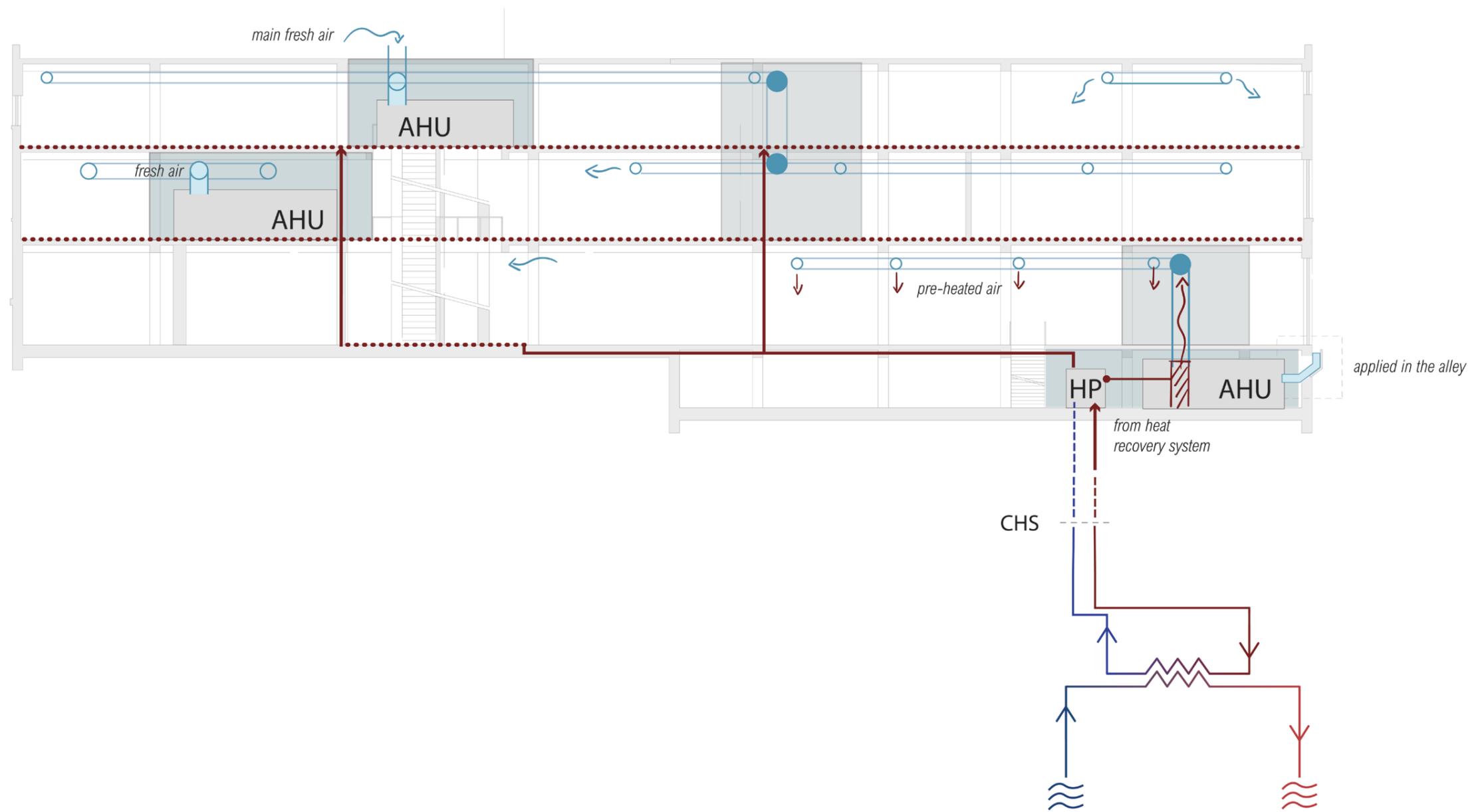
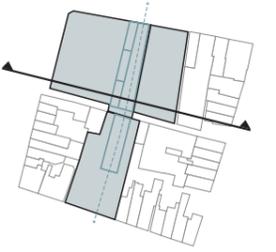
*demolition plan*

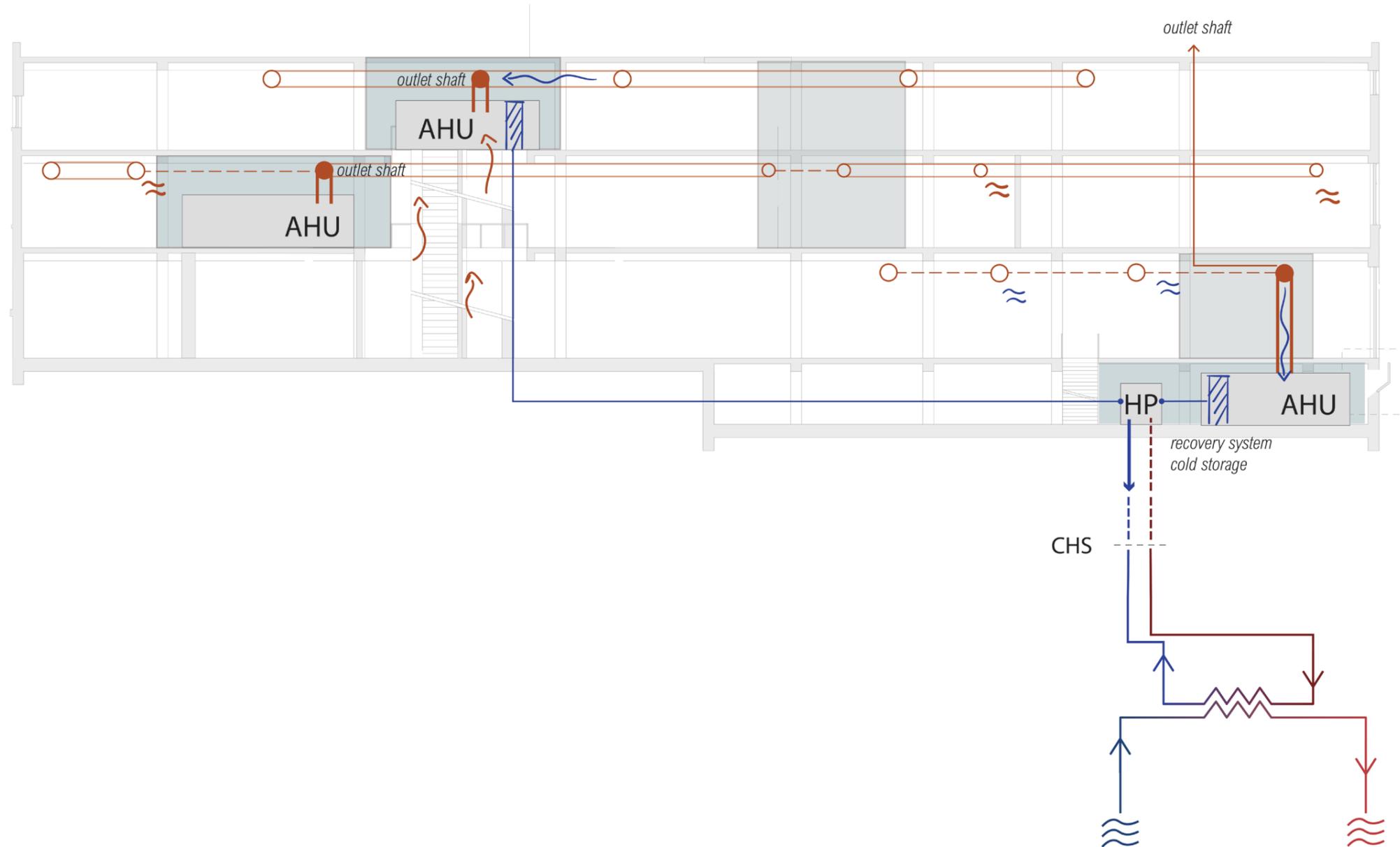
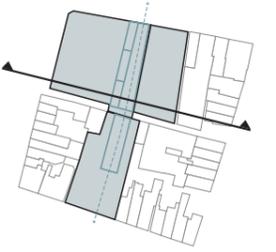


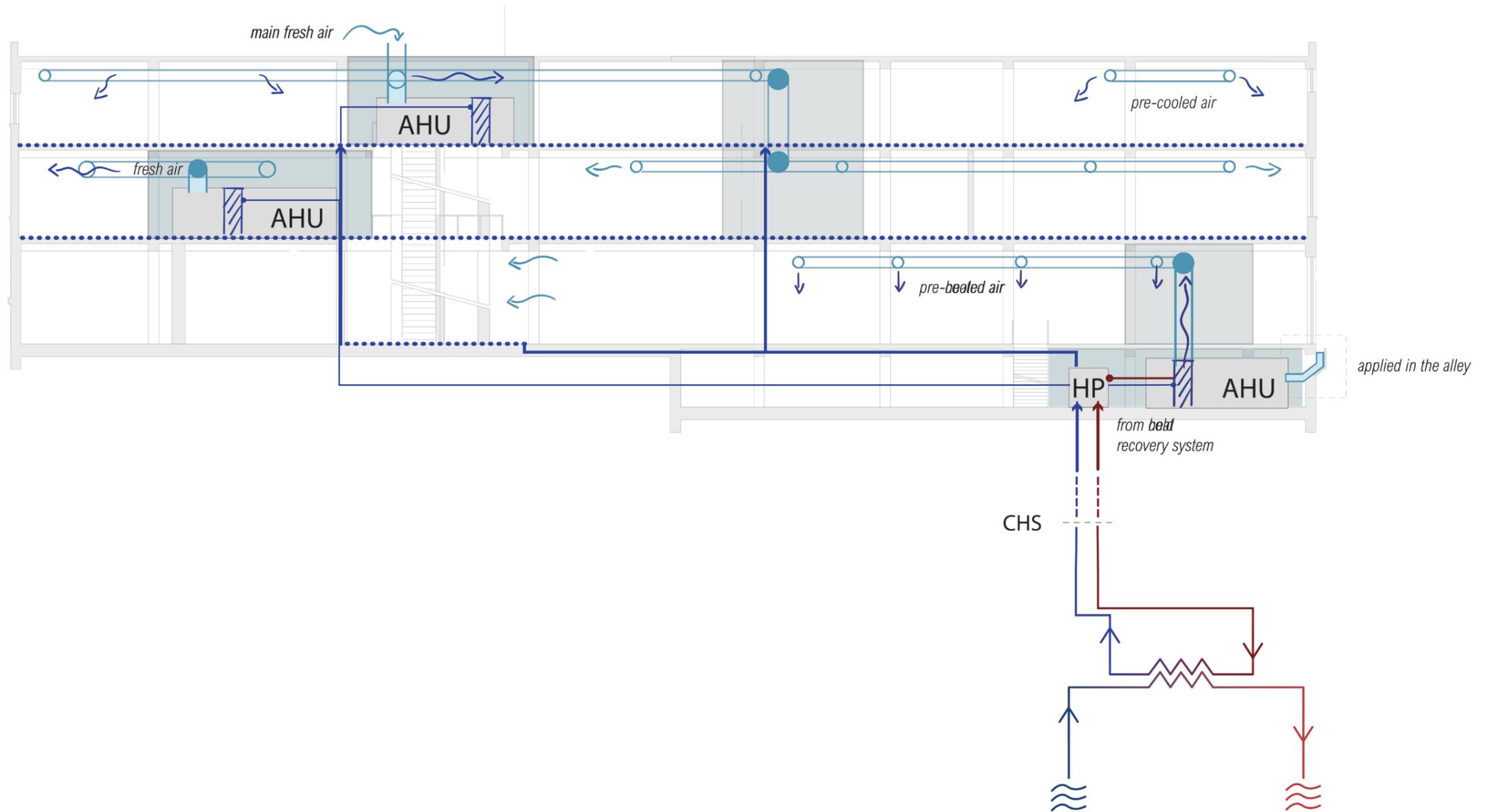
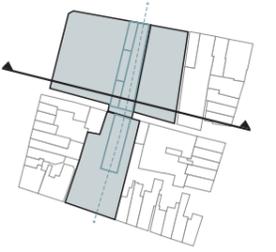
Section cut line

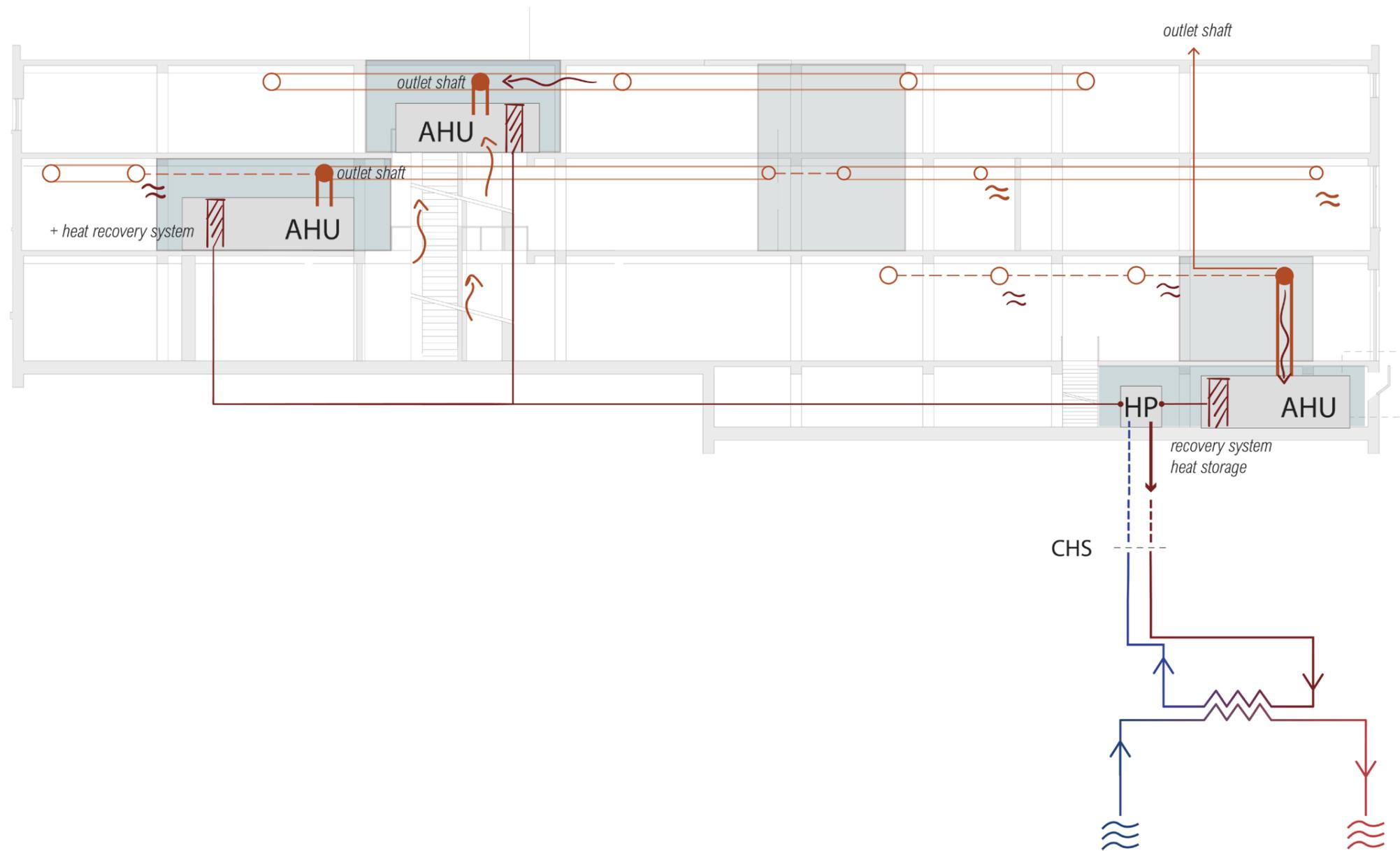
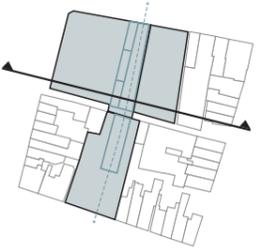


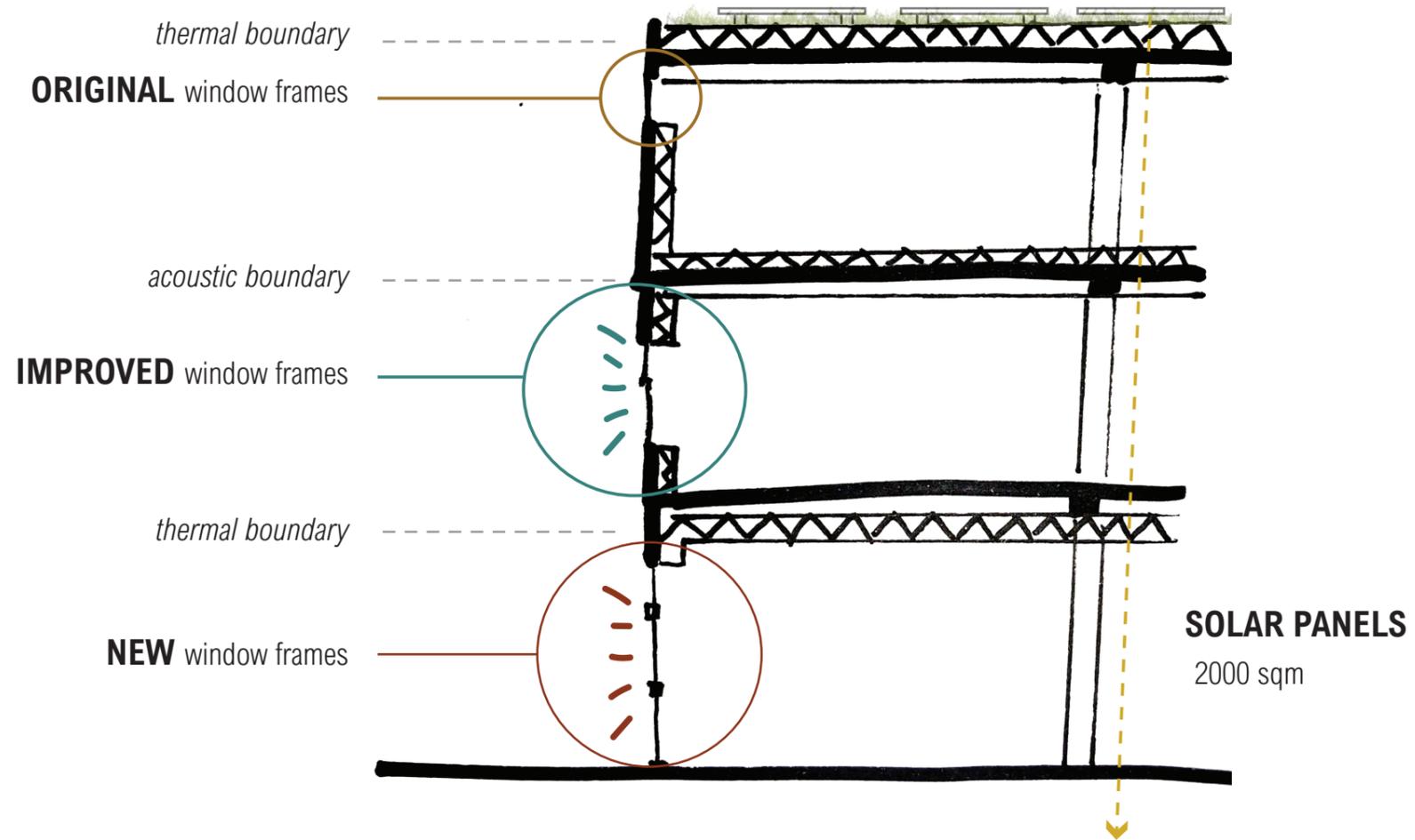








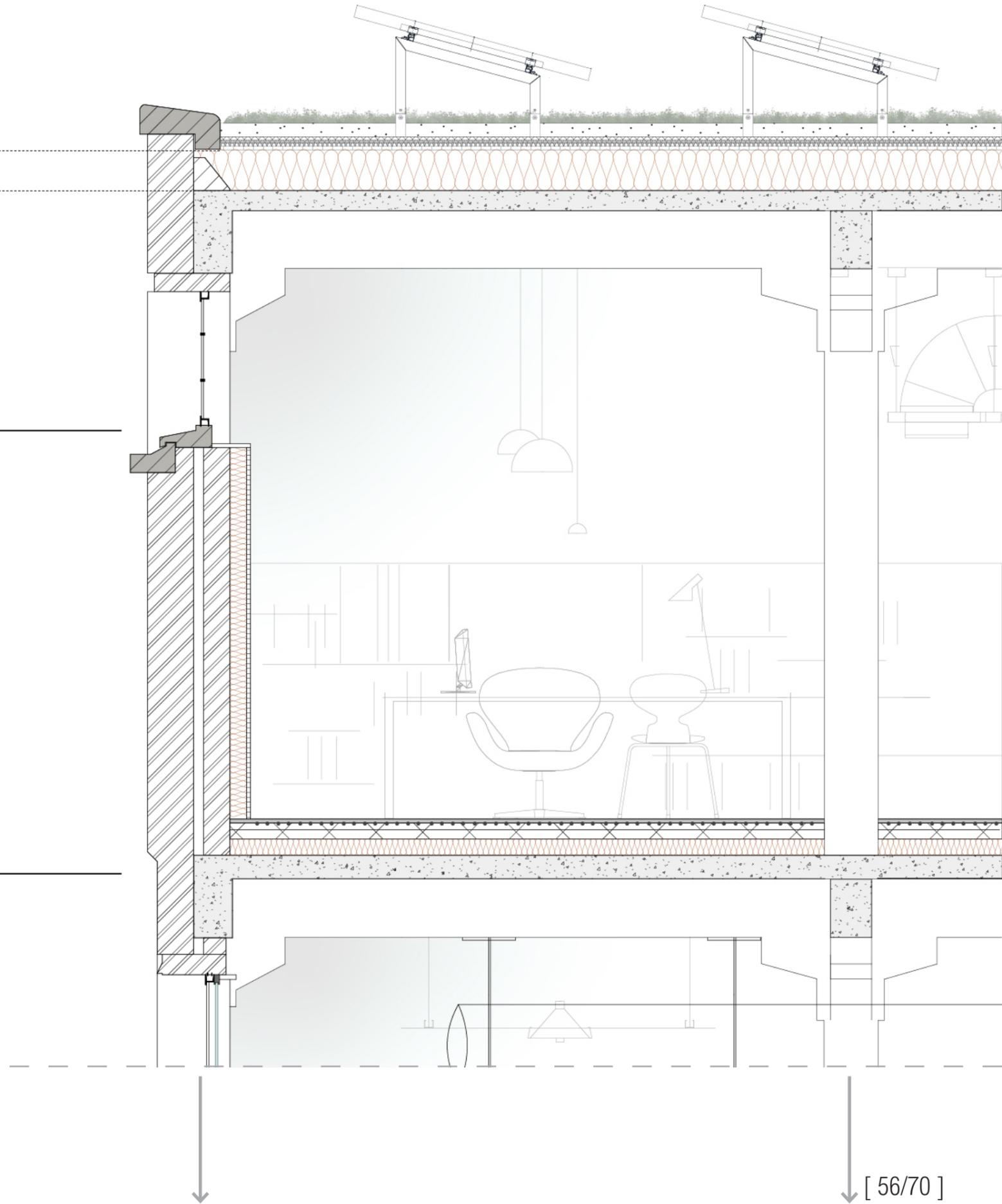




Renovated facade | *second floor fragment*

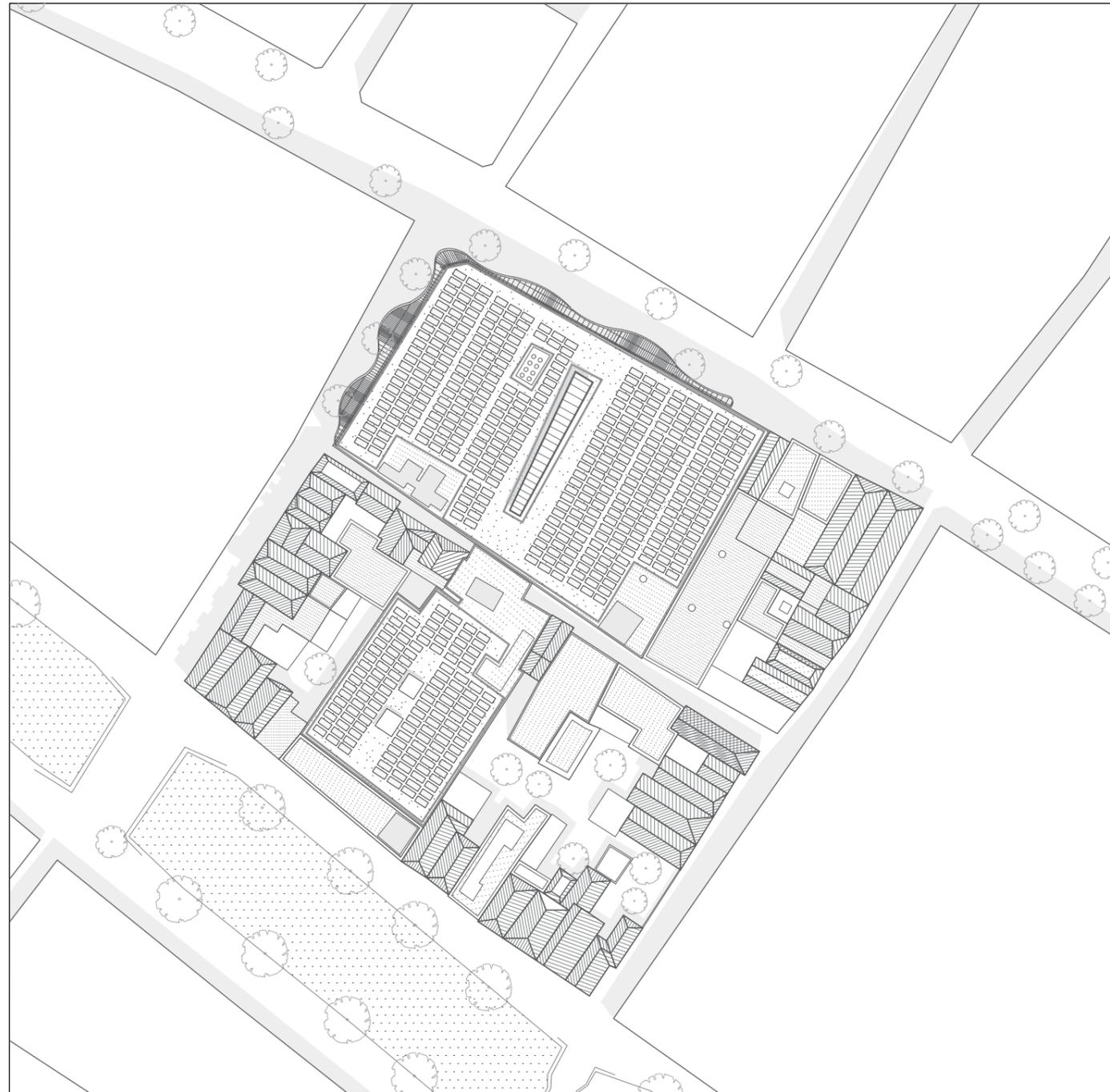


**ROOF INSULATION**  
Rockwool Caproxx Energy -  
Rc value = 8.5 m<sup>2</sup>K/W -



# Roof landscape | *Solar panels*

**DISTRIBUTION**  
50 % - PV panels  
50 % - solar collectors



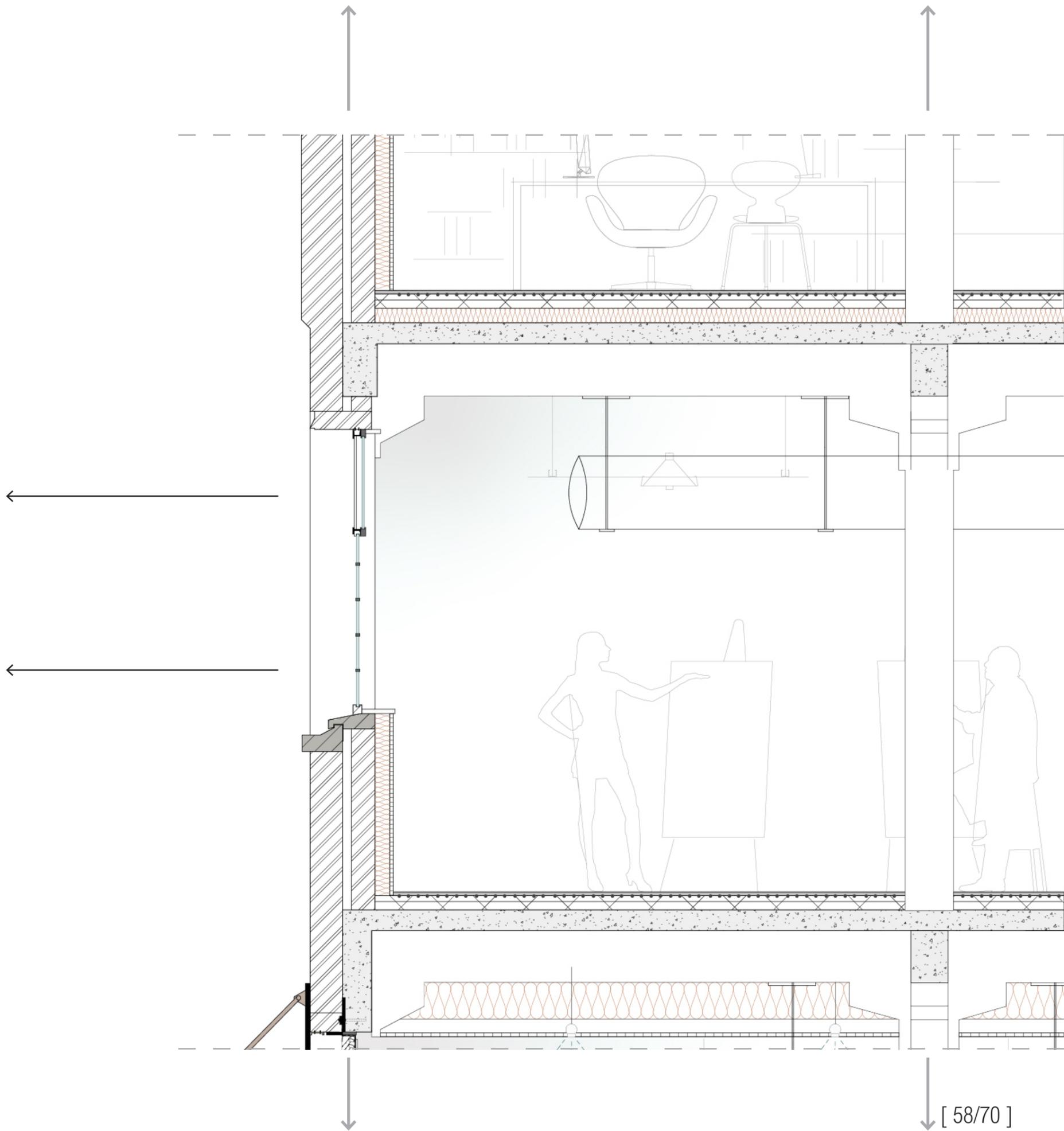
*urban block - SBT BASED*  
roof landscape overview  
flexible temperature system

**Renovated facade** | *first floor fragment*

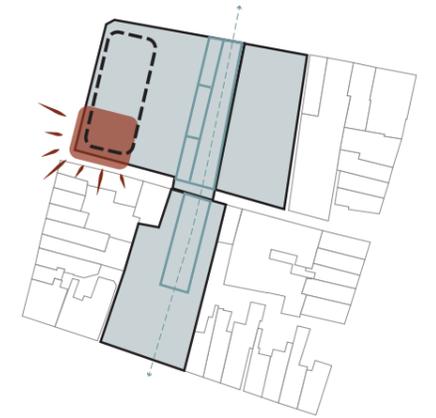
**STAINED GLASS**  
maintaining by extra frontal window



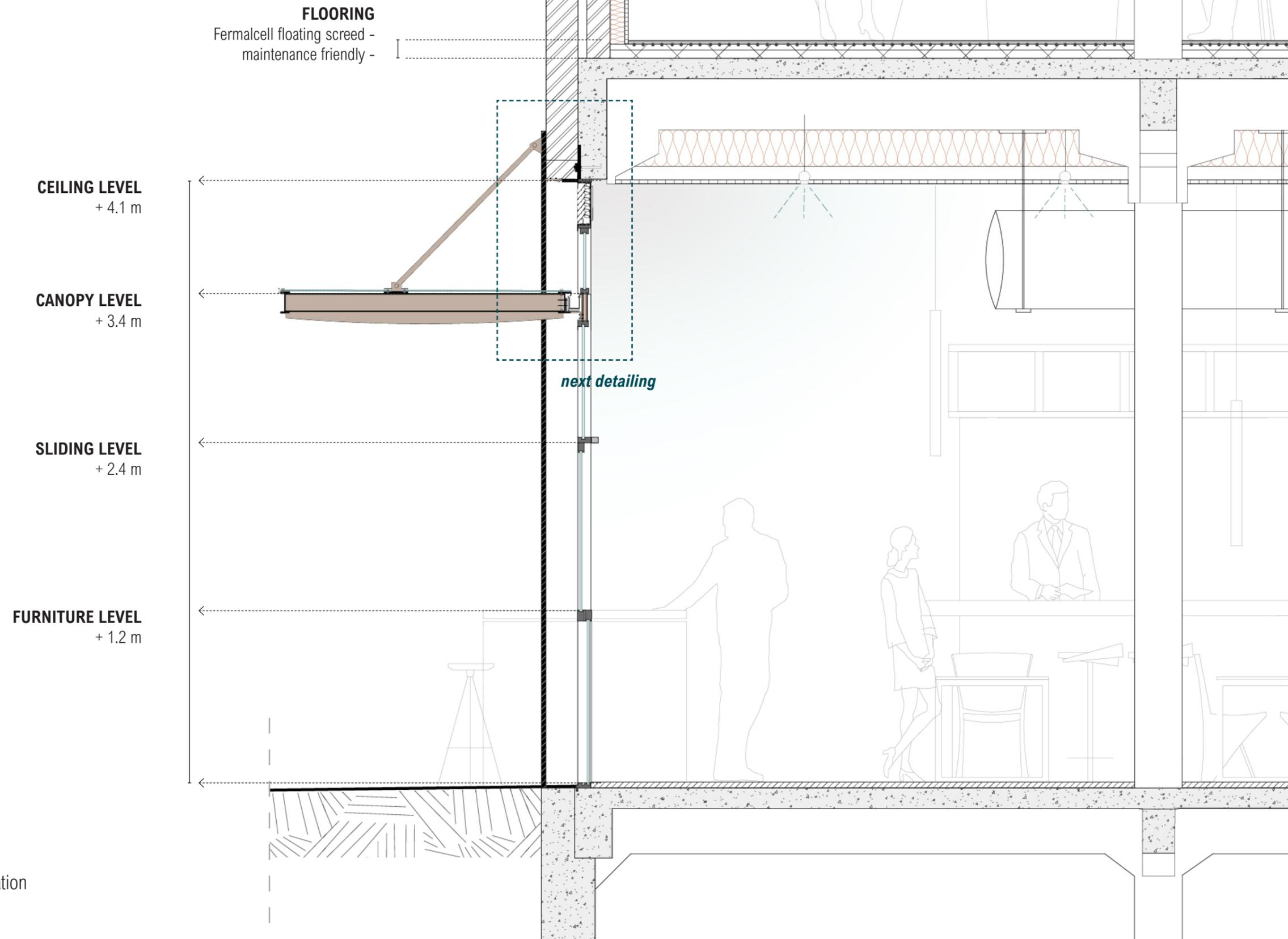
**STEEL WINDOW FRAME**  
replaced by new aluminium window frames  
(in the same composition)



**FIRST FLOOR**  
partly detailed with original windows



**Renovated facade** | *groundfloor fragment*



Canopy change | *load-bearing facade*



SOURCE: Picture from 1928 (archive of Alkmaar)



SOURCE: Picture from 1989 (archive of Alkmaar)

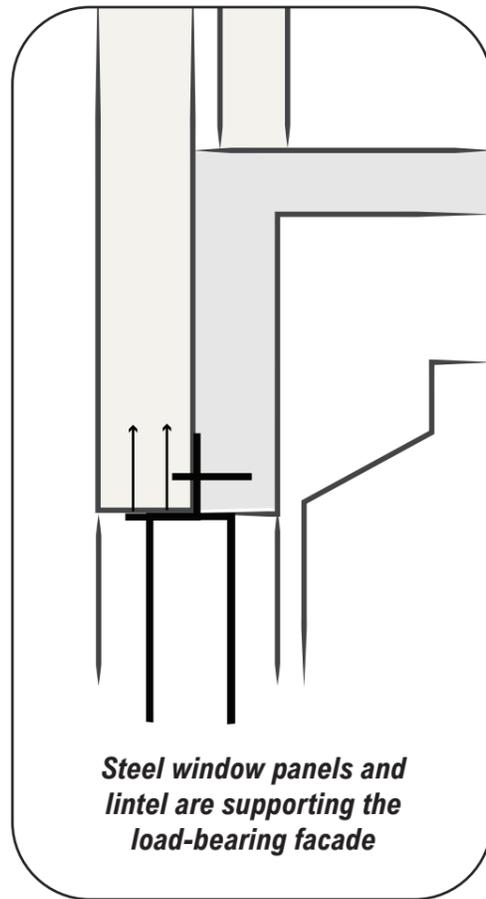


SOURCE: Picture from 1991 (archive of Alkmaar)

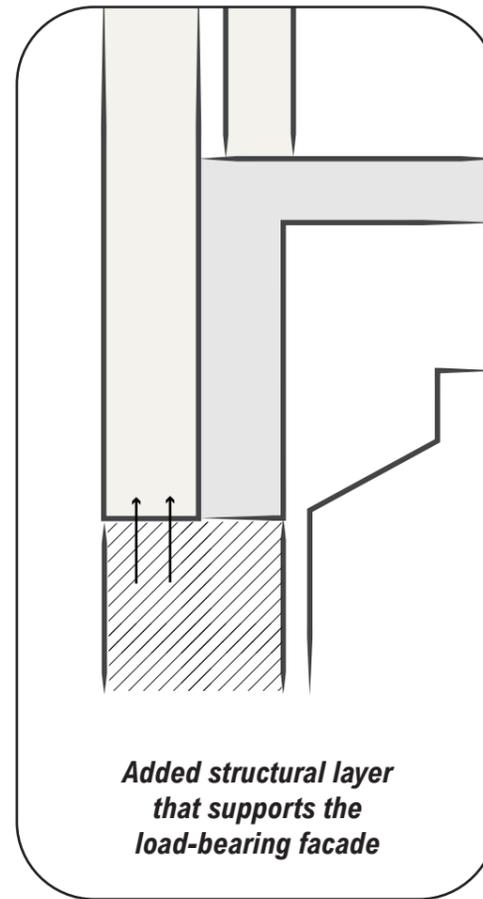


FIELDTRIP: Tuesday 22nd of december - in lockdown

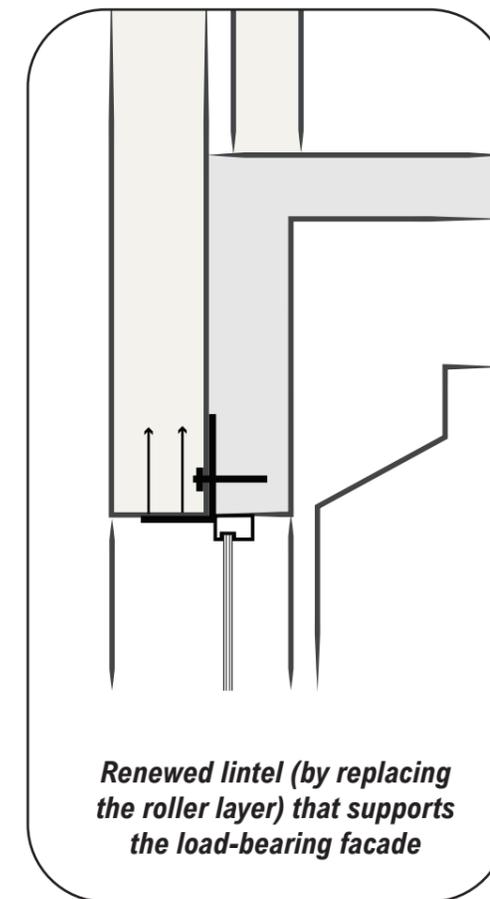
*Original facade structure - 1925*

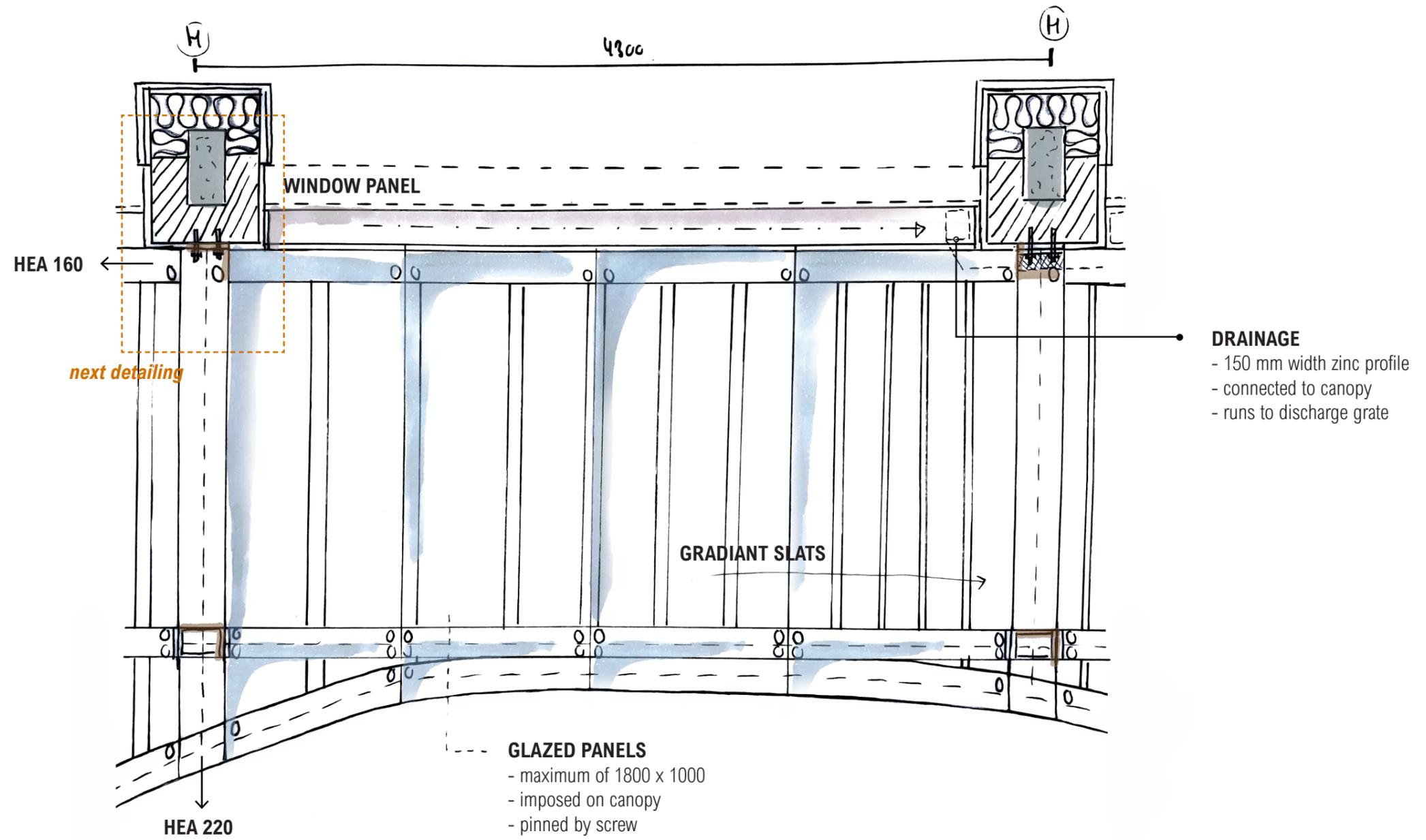
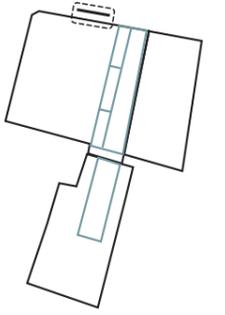


*Second facade structure - 1969*



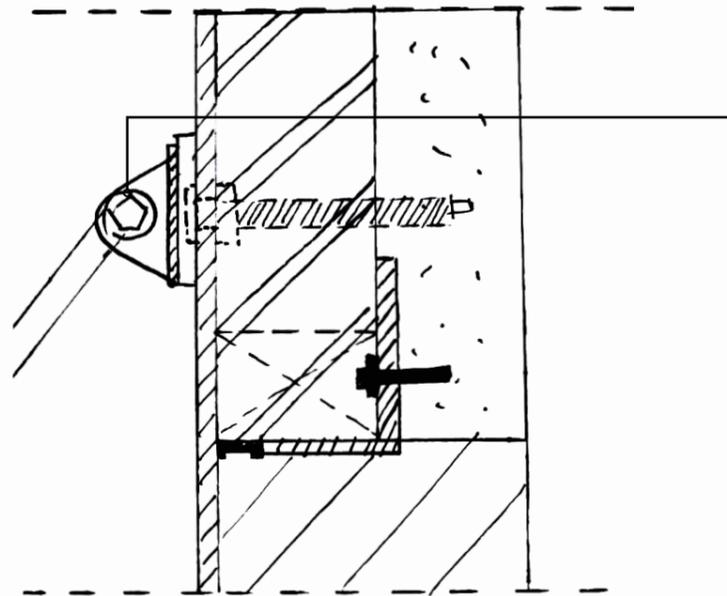
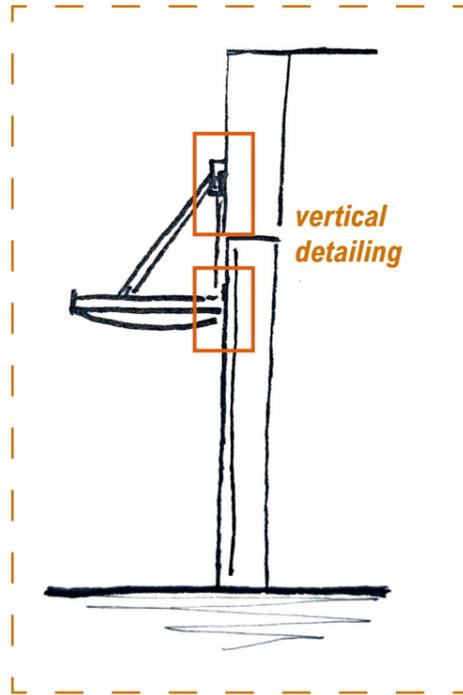
*New facade structure - design*



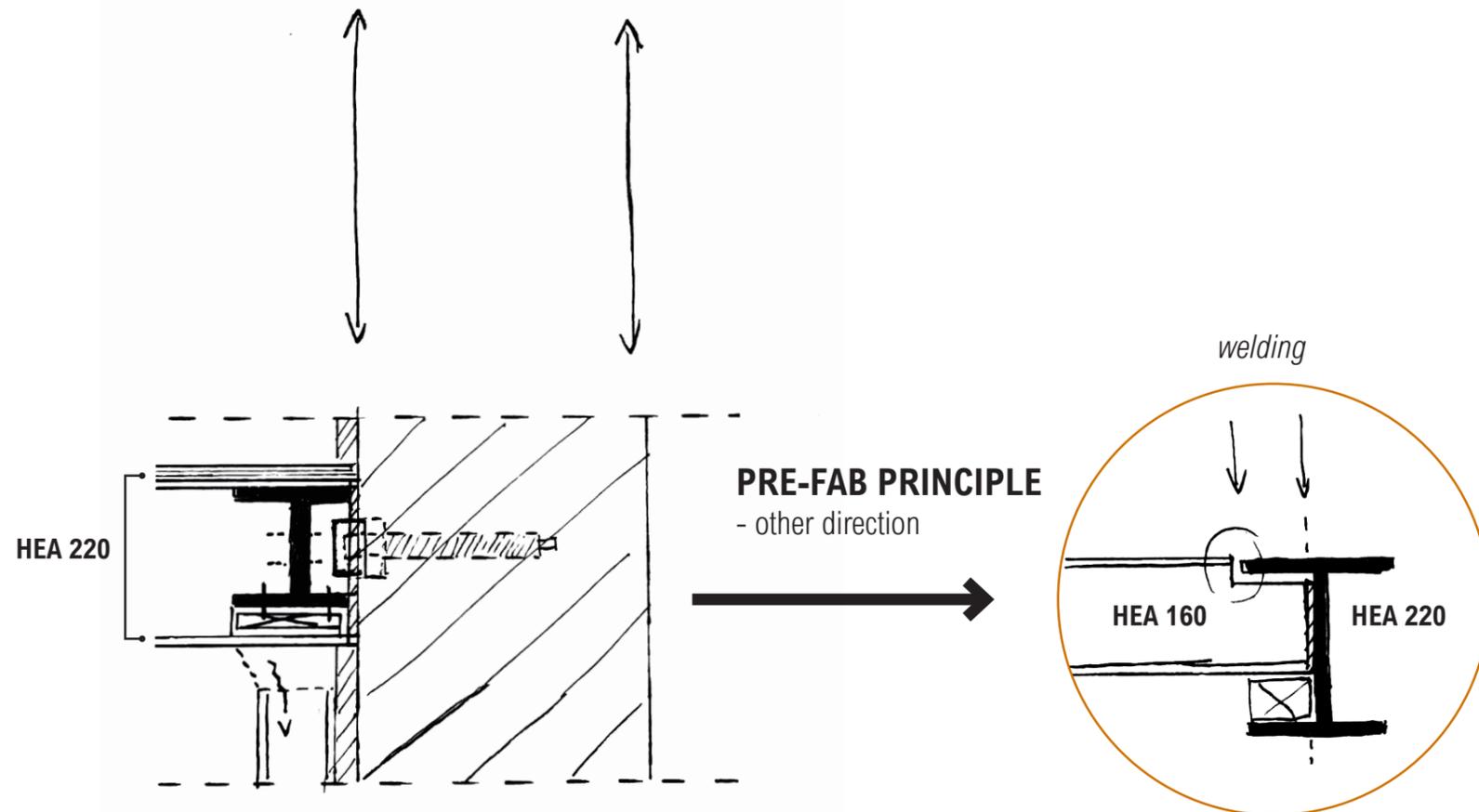
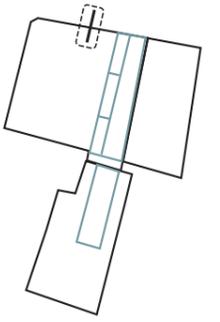


# Canopy design

detail drawings - vertical 1:10

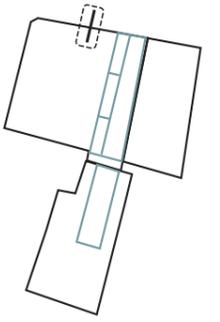


- DRAW BAR**
- carrying the canopy
  - steel bar in 45 ° angle
  - anchored in construction

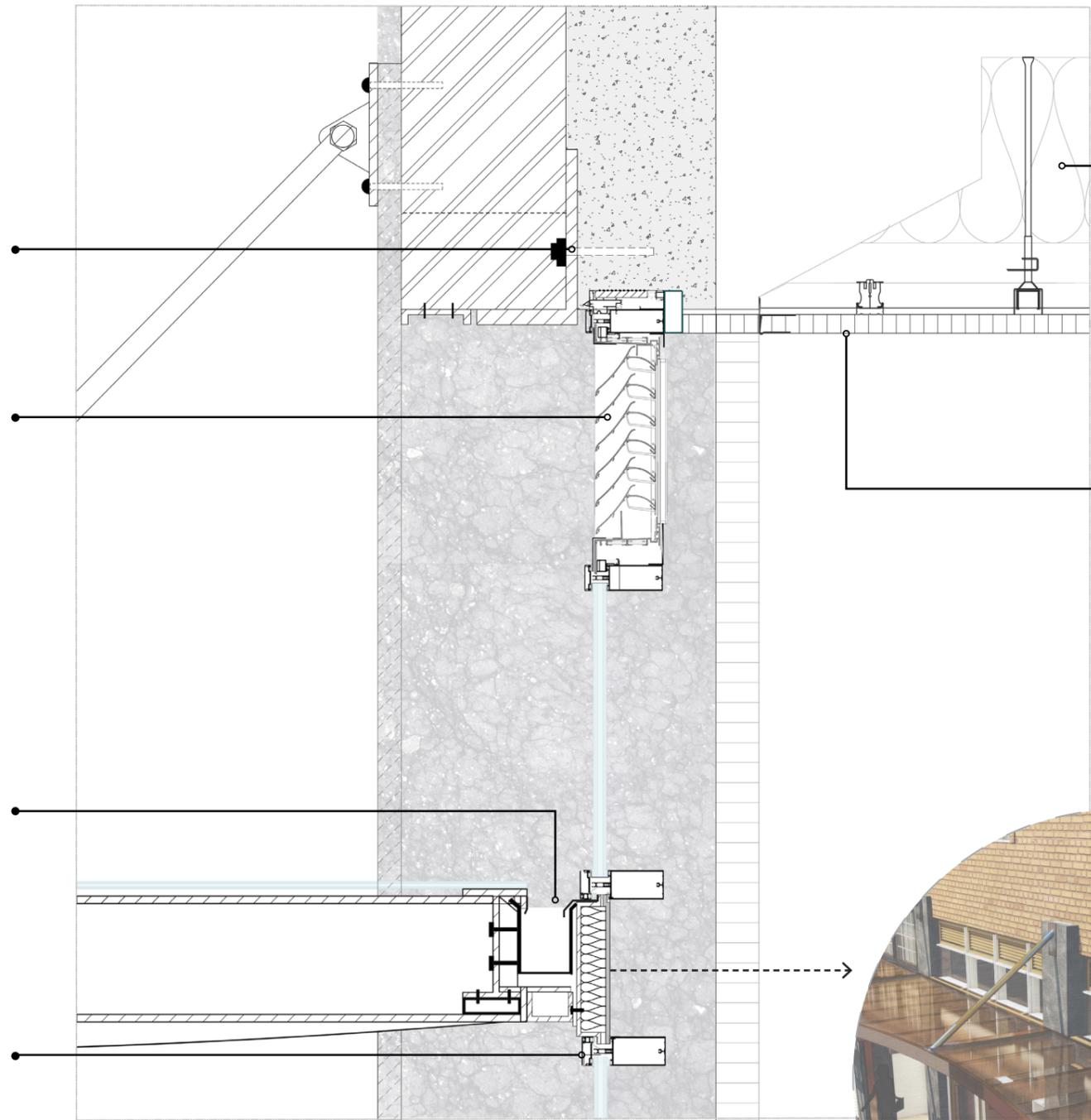


# Window panel

detail drawing - vertical 1:10



- BRICKWORK LINTEL**  
attached to concrete structure -  
hidden by colour steel profile -
- VENTILATION PANEL**  
waterproof design -  
aluminium profiles -  
manufacturer: Renson 450V -
- CANOPY DRAINAGE**  
zinc gutter profile -  
supported upon steel frame -  
sloped for drainage -
- WINDOW FRAMES**  
coloured aluminium profiles -  
manufacturer: Reynaers -  
CP130-EVS vertical sliding window -



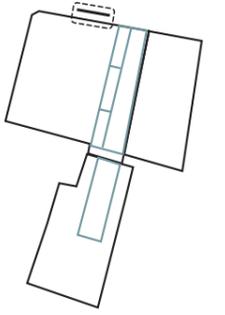
- ROCKWOOL INSULATION**  
- RockSono Extra: d = 250  
- thermal and acoustic  
- 0,034 W/m.K  
- wrapped around trusses

- LOWERED CEILING**  
- Hiding electronics and watersystems  
- attached on concrete beams / floors



# Window panel

elevation & detail - horizontal 1:10



### FACADE COLUMN

- exterior: existing natural stone
- interior: plated & plastered
- thermal and firesafety insulation

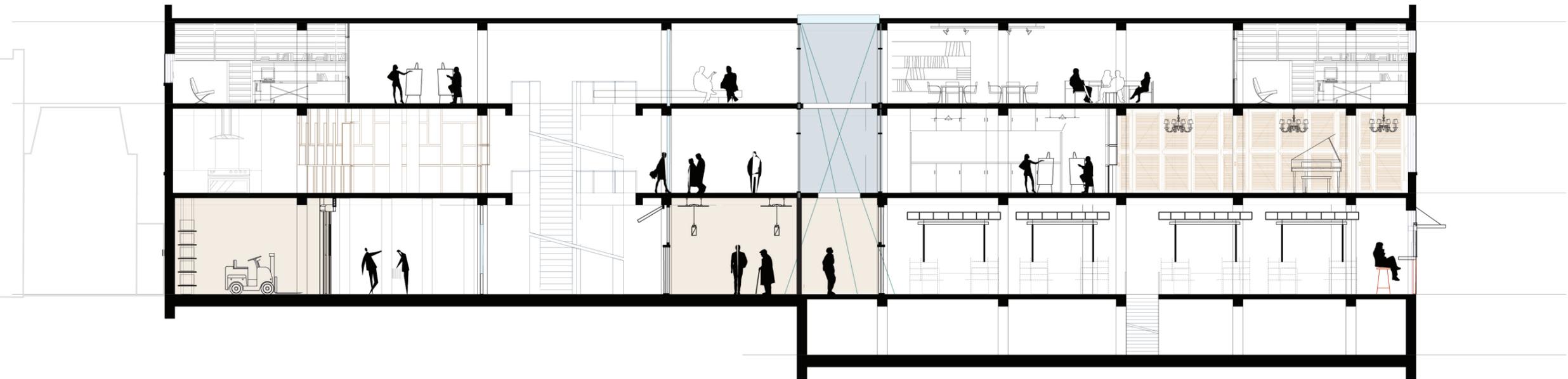
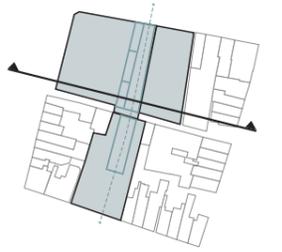
### WINDOW FRAMES

- coloured aluminium profiles
- manufacturer: Reynaers
- CP130-EVS vertical sliding window

### DRAINAGE PIPE

- rectangular aluminium profile
- connected to canopy
- runs to drain grate





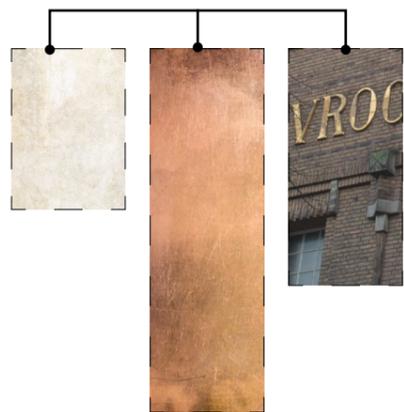
# Materialization | *different expressions*

## **BLENDING**

reflecting the grandeur expression of Vroom & Dreesman



*Shopping street domain - section box*



## **BUFFERING**

more transparent and light to fit in the multiple domains

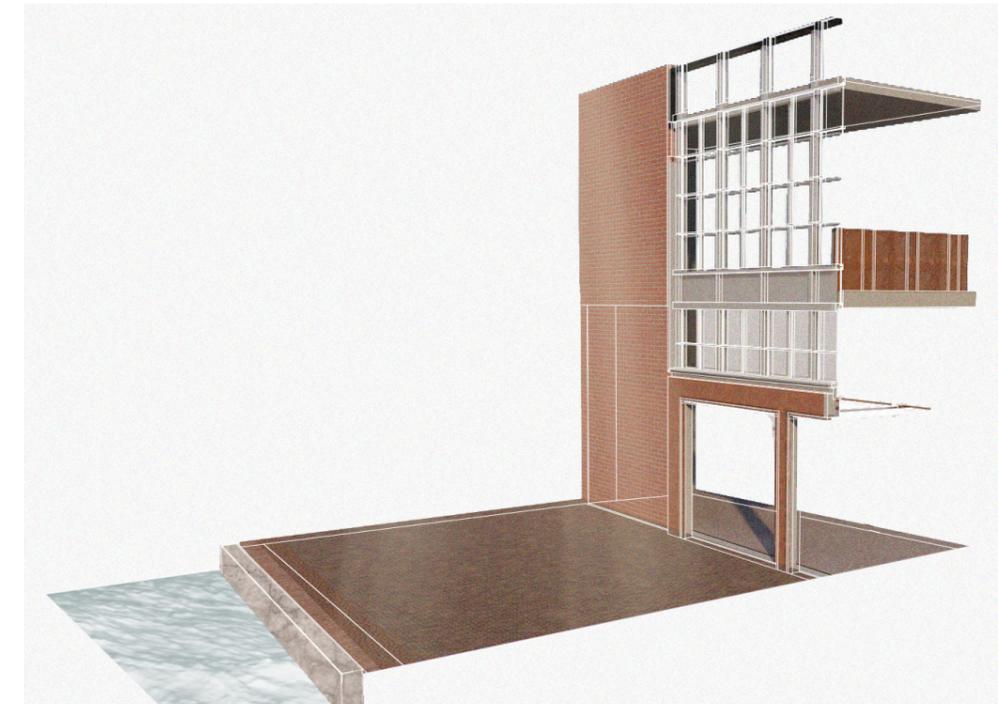


*Alley domain - section box*

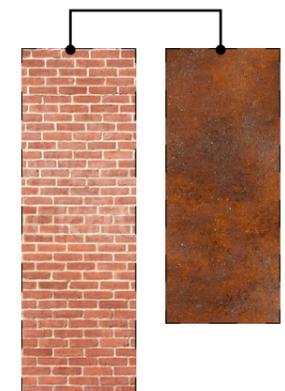


## **HIGHLIGHTING**

the warmth and toning of the contextual landscape



*Canal side domain - section box*



Recap of experience | *diversity of impressions*



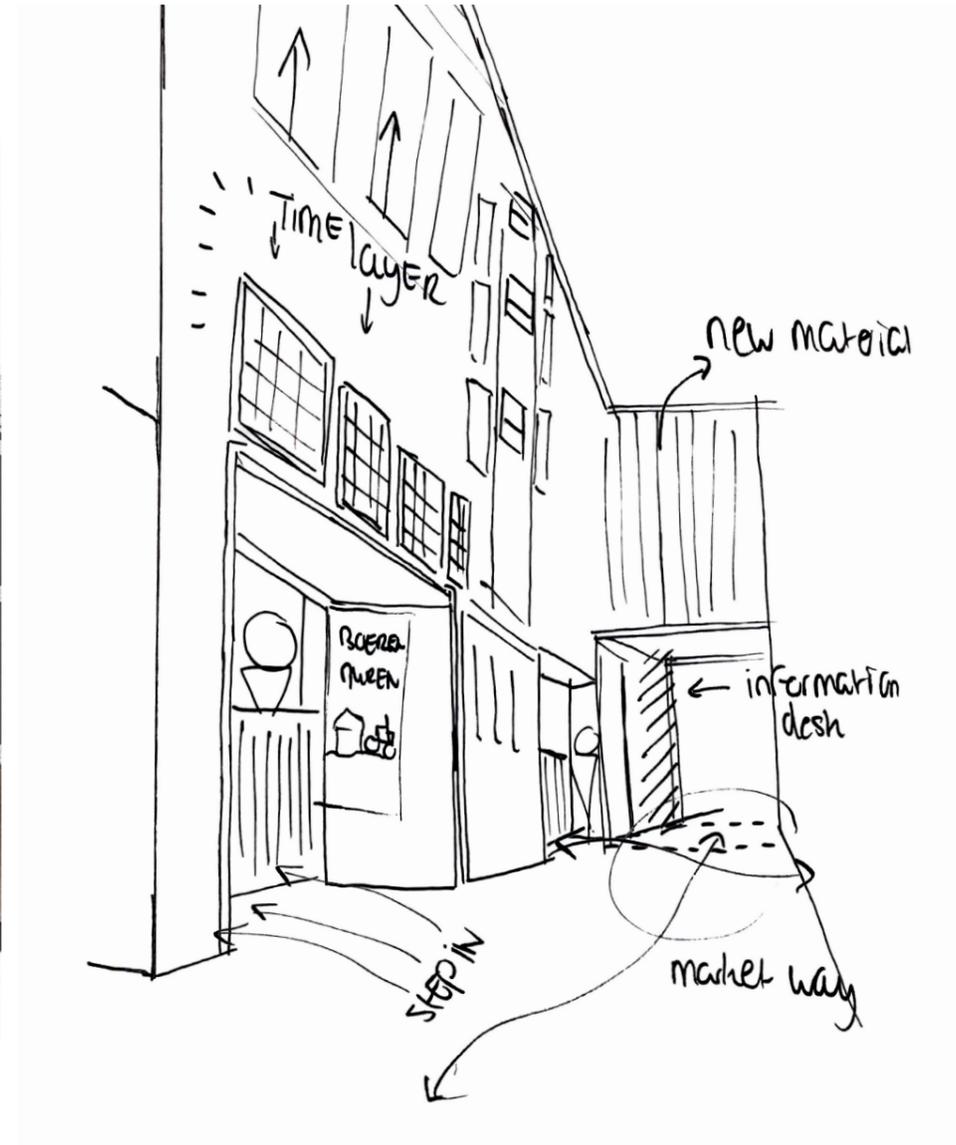
Questions of perception (2006) p.43 - Steven Holl

*'The challenge for architecture is to stimulate both inner and outer perception: to heighten phenomenal experience while simultaneously expressing meaning; and to develop this duality in response to the particularities of site and circumstance.'*

# Markthal V&D

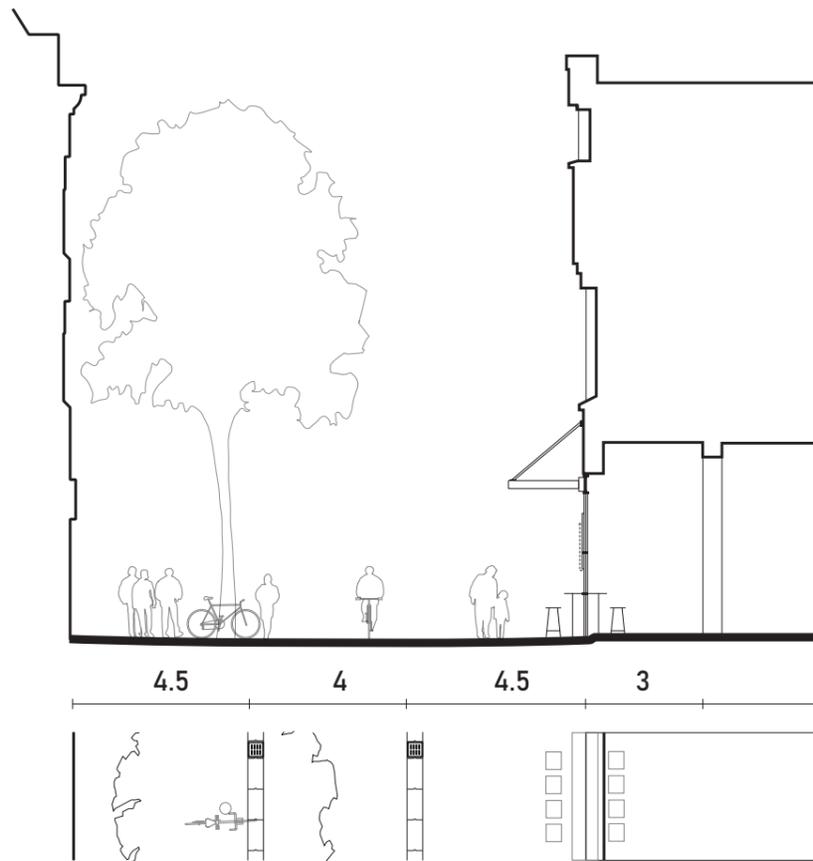
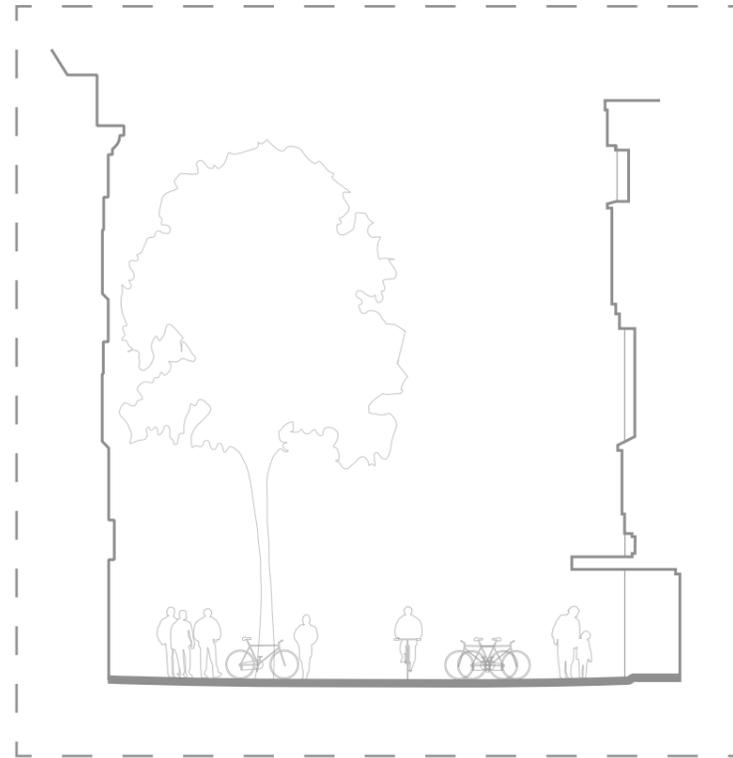
Thank you for listening!





*existing situation - Laat*

The shelter is a characteristic that is valuable within the domain (research conclusion)

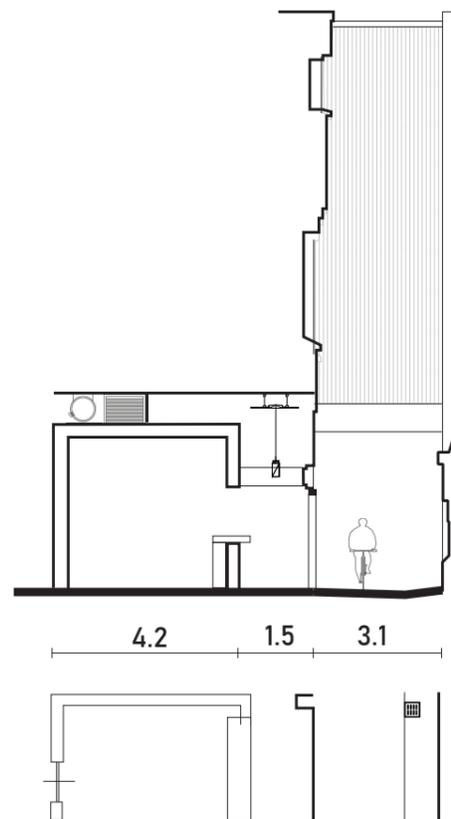
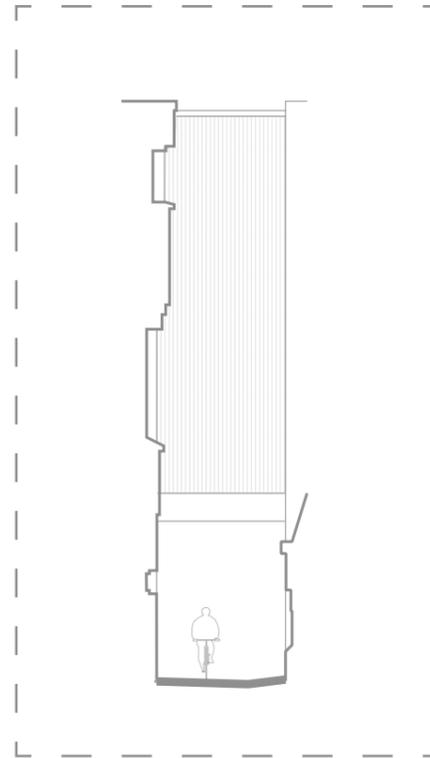


**FACADE-INTERACTION**

The passage creates a new public area, but the marketplace itself will be opened up towards the street while the desire to eat, drink, and stay around the market is present. Therefore, the new facade panels opened with seating possibilities and a renewed shelter to protect them from weather circumstances.

*existing situation - 't Vijvertje*

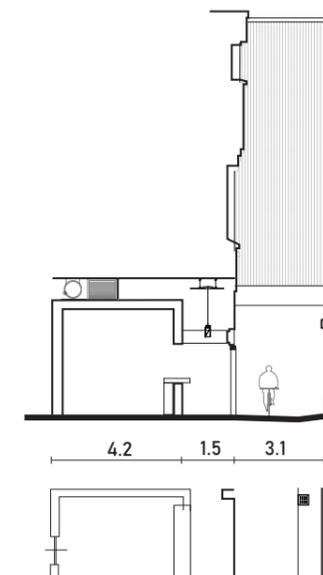
The small alley is now used as a short cut with no openings in the building



**F A C A D E - S T E P - I N**

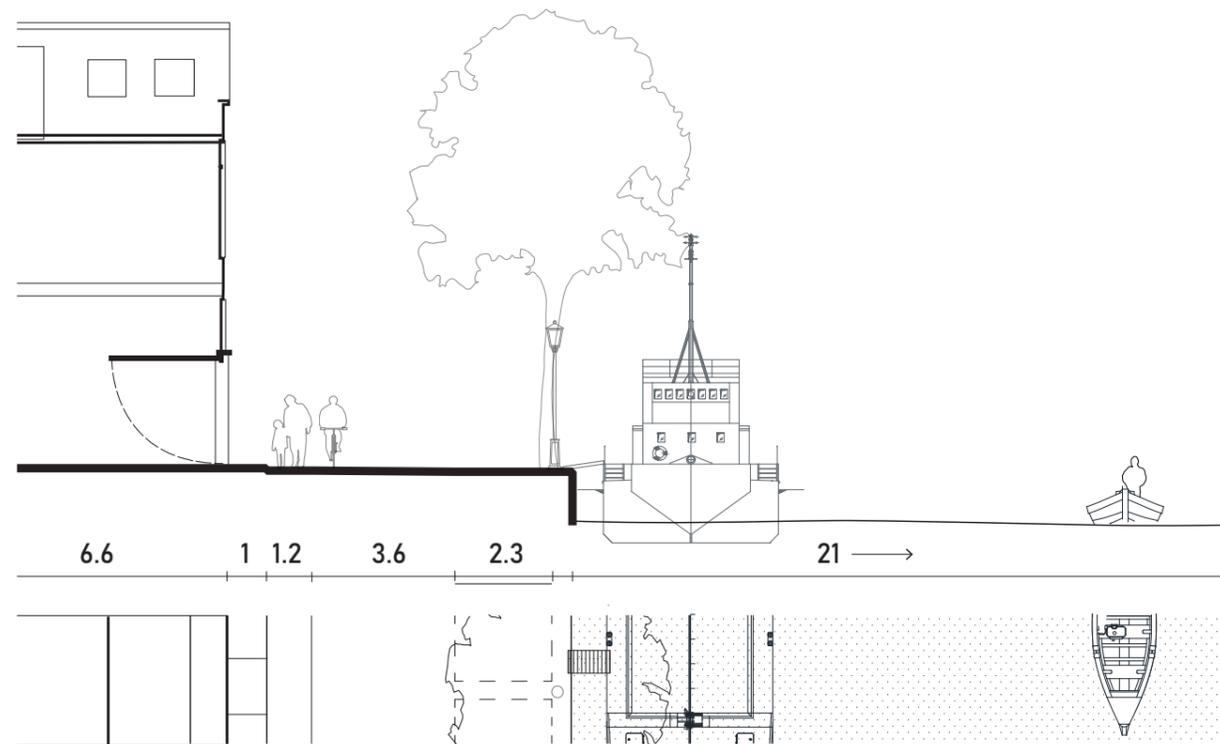
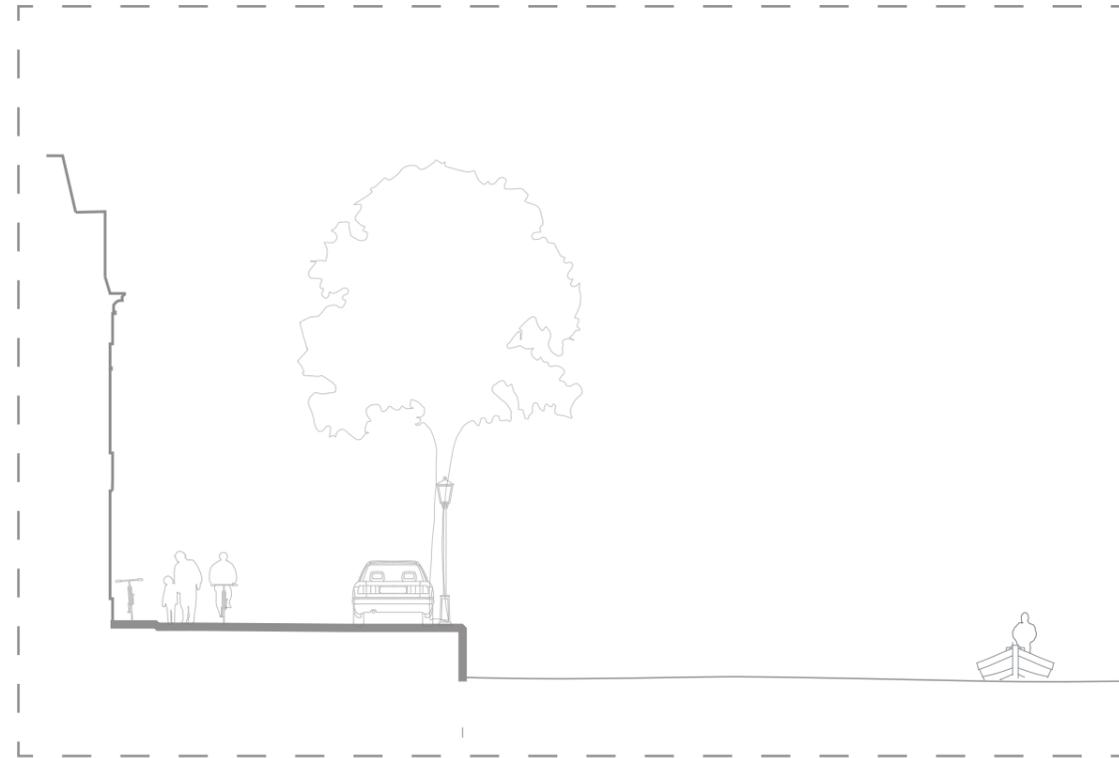
To create space for a new function is the alley enlarged for people to visit, stay there for a few minutes maximum and take their goods. Through the alley, there is a possibility to end up in the markets.

**LAVA ARCHITECTEN** (Stad & Architectuur, 2021)



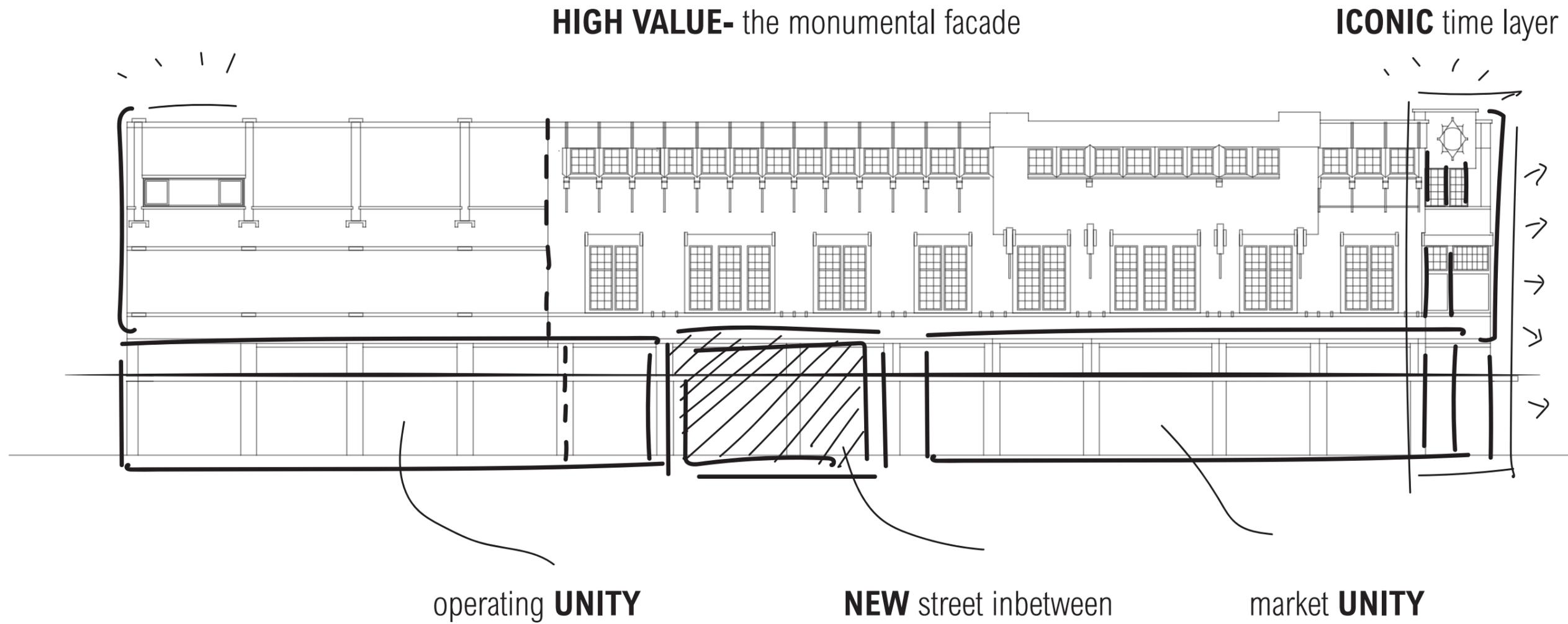
*domain - section cut*

*existing situation - Oude gracht*  
A quiet local side of Alkmaar where more dwellings are situated and the move trough

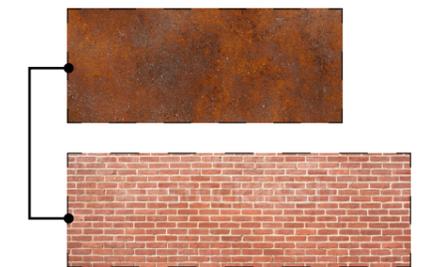
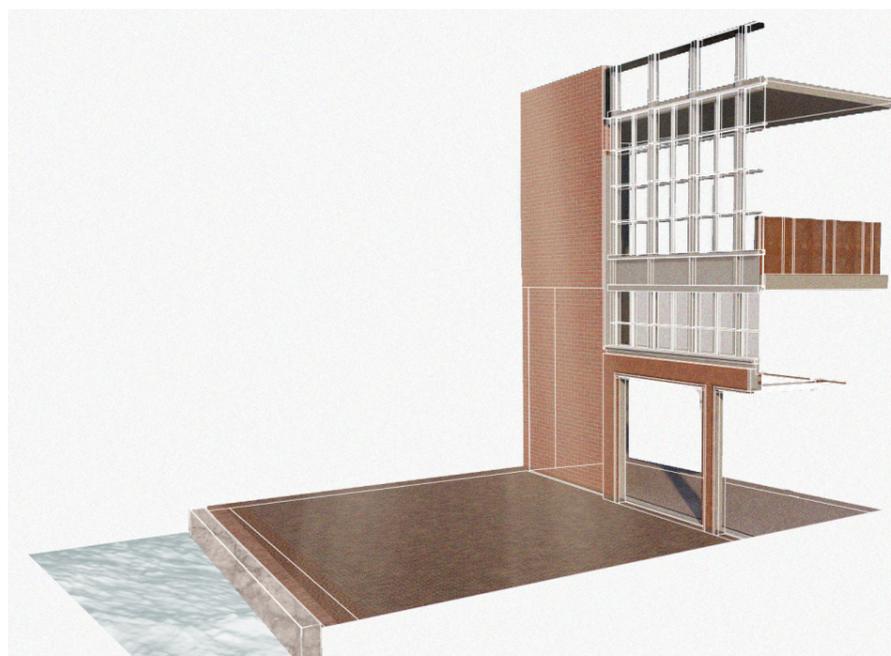
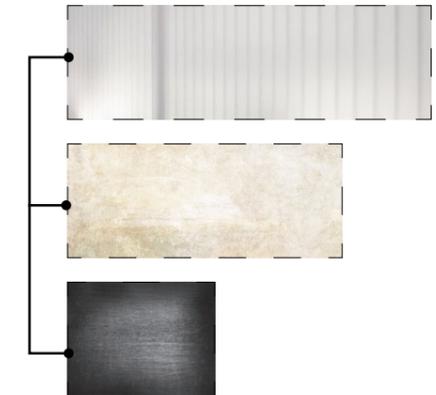
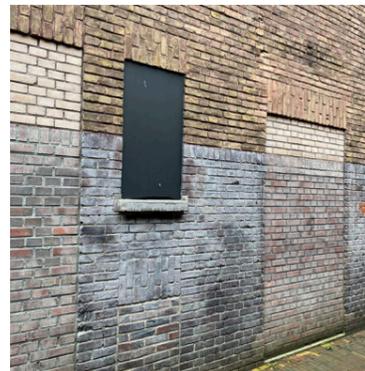
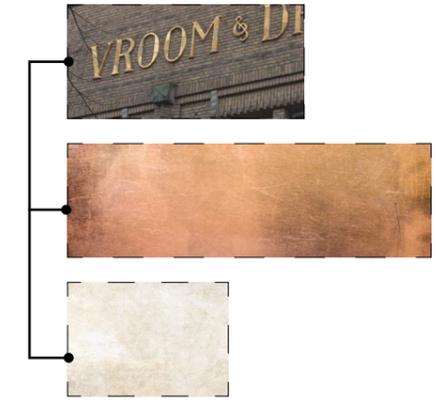


**O P E N E D - F A C A D E**

The passage will end or start in the market square, which is built by different levels up till the first floor. By this way of stacking the market is the view towards the oude gracht the focus orientation of the market.



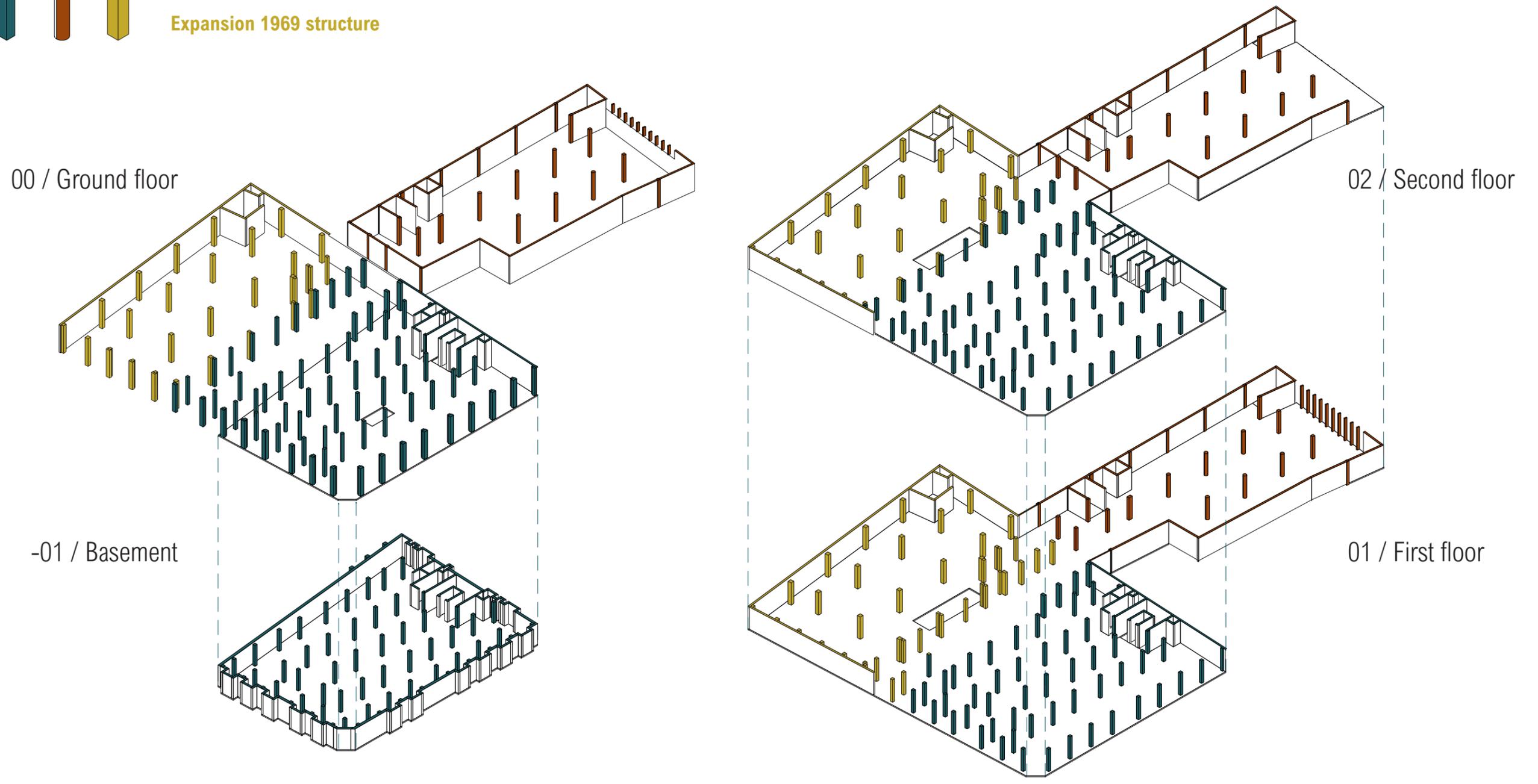
Materialization | *different expressions*



# Construction

*load-bearing structure*

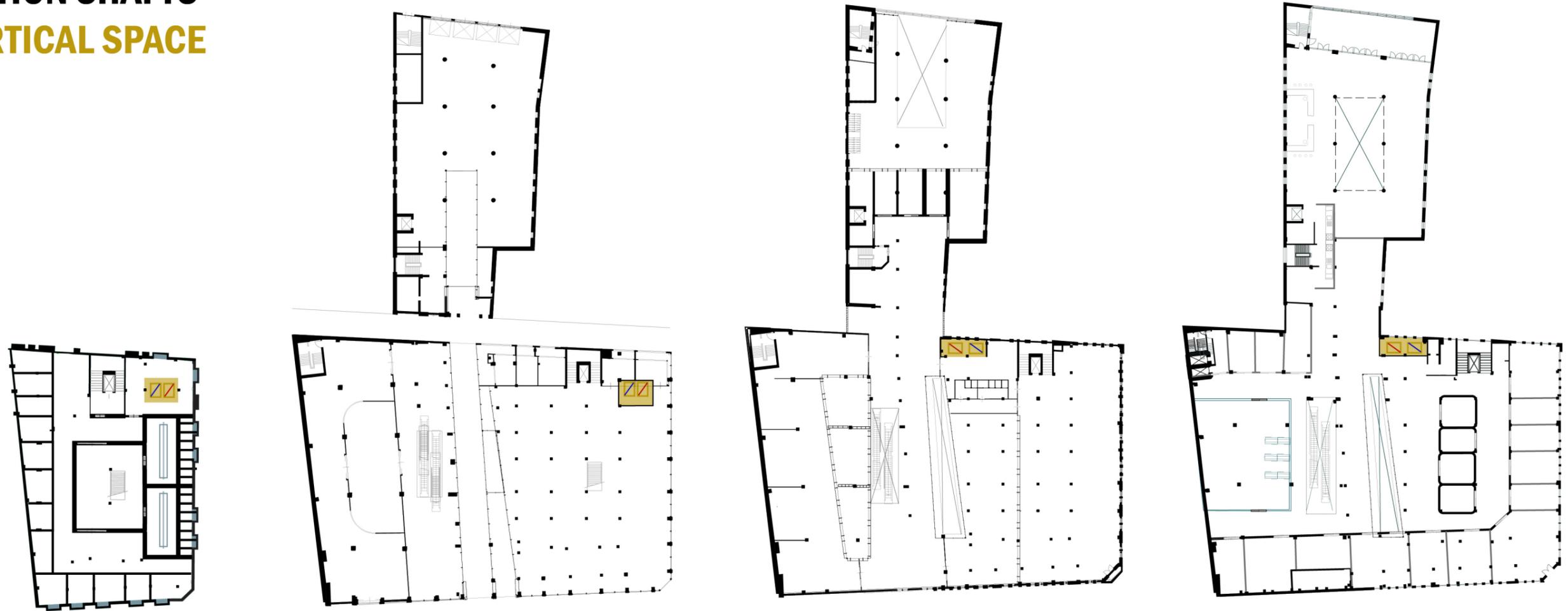
-  Original structure
-  Expansion 1933 structure
-  Expansion 1969 structure



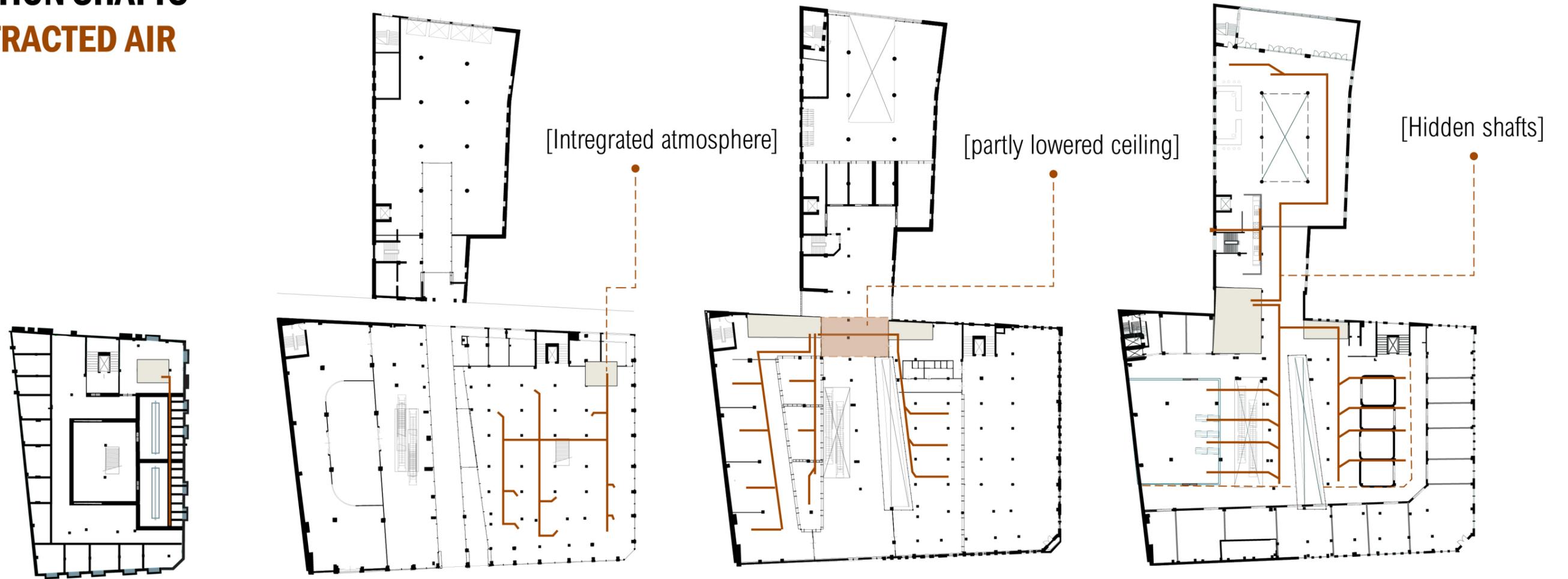
# VENTILATION SHAFTS - TECH ROOMS (AHU)



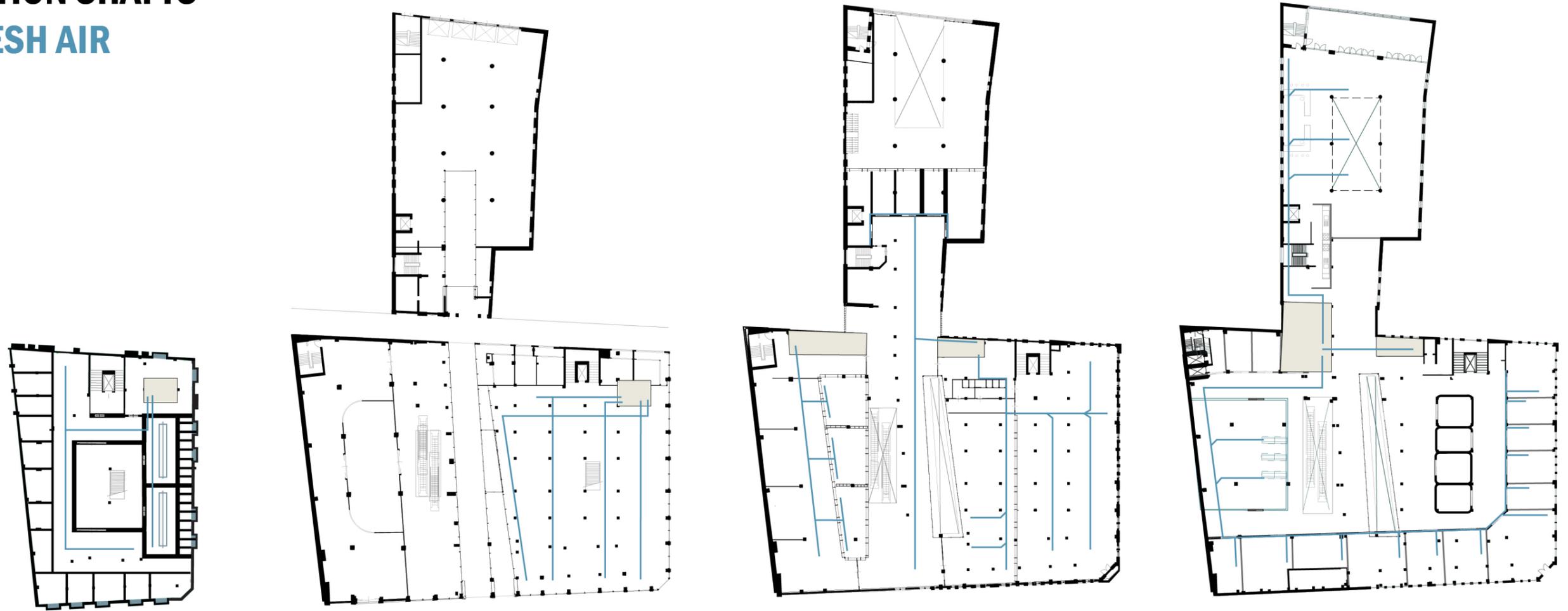
**VENTILATION SHAFTS**  
**- VERTICAL SPACE**



# VENTILATION SHAFTS - EXTRACTED AIR

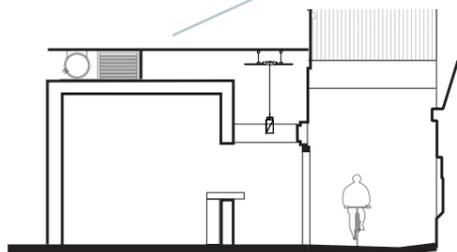


**VENTILATION SHAFTS**  
**- FRESH AIR**



**VERTICAL-SHAFTS**

from the air handling unit towards the market floor will be placed along the backside; ceiling integration of the take out alley (hidden)



**INLET-SHAFTS**

Because the deli market has many cooking places will there be a lot of air extraction, so the division of fresh air shafts needs to be fully spread. These are the only shaftst in the space (choise of atmosphere) but the outlet (extraction) shafts will be intregated in the market stands.

**VIEW PART**

