



THE BOGAARD: **REIMAGINED**

Stimulating the attraction force of a 20th century Dutch shopping mall by redesigning with an users' orientated approach



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HERITAGE & ARCHITECTURE – MODERN MALLS

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ABSTRACT

The traditional Dutch shopping mall has undergone significant transformations over the past decade, driven by factors like the growth of e-commerce and the impact of the COVID-19 pandemic. This upheaval has left many traditional shopping malls struggling to survive, prompting urgent renovation efforts. However, this research proposes a novel perspective for the redesign of modern Dutch shopping malls. Instead of directly competing with e-commerce, the focus shifts towards reimagining shopping malls as multifunctional spaces that tap into their historical and cultural heritage, offering unique opportunities for socialization and human interaction. The study utilizes De Bogaard in Rijswijk as a case study, aiming to develop a comprehensive framework that combines architectural intervention methods, user perspectives, and heritage values to inform innovative design strategies. By considering the evolving needs of 21st-century consumers and respecting the cultural significance of these spaces, this research seeks to provide a blueprint for revitalizing Dutch shopping malls, ensuring their relevance and sustainability in today's retail landscape.

KEYWORDS: SHOPPING MALL, HERITAGE, USER ORIENTATED, RETAIL DESIGN, REDESIGN

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1. INTRODUCTION

1.1. The physical retail realm

In the last decade, the vacancy within the retail environment has increased significantly due to many reasons, such as the growth of e-commerce, which has only been emphasised by the COVID-19 pandemic. Numerous shops have been forced to close their doors, scale down on their number of locations and some brands have even had to file for bankruptcy (Deloitte, n.d. -a). The stakeholders have amped up the renovations and restructuring of the shopping malls, in a desperate attempt to keep the physical retail realm alive (Retail Bouw Nederland, n.d.; Gemeente Nissewaard, n.d.; Novicon, n.d.; Alphens.nl, 2022). However, as time passes, it becomes increasingly evident that the current operation of the physical retail realm is doomed, as it fails to fight the convenience that e-commerce offers (King, 2018). A new perspective is required in the transformation of the modern Dutch shopping mall, that instead of trying to compete with e-commerce, paves a new path for the physical retail realm to fulfil the physical needs of its users. This perspective could rely on taking the most appreciated aspects of the shopping mall and reworking those into a new program, which would fill in the gaps that e-commerce is not able to fill. Shopping malls are one of the fastest changing environments, which makes their flexibility/adaptability critical for their survival (Nordbotten & Anderson, n.d.). Moreover, most trends, such as the demand for environmentally and socially consciousness, are often heavily dependent on the appreciation/acceptance of the public. This means taking the perspective of the public into consideration when redesigning (Deloitte, n.d. -b). Looking at the history of shopping malls in the Netherlands, for many decades they provided not only retail, but also a platform/space for socialising, leisure and entertainment (Kooijman, 2002). Reviving the multiple functions/ program, could be a valuable concept for the survival of malls in these trying times, especially when considering that the digital world does not offer the same valuable human interaction and socialising opportunity.

The shopping mall as we know it today has its roots in the early 20th century and is integrated into our society as a necessity for a functioning community (Hashemi, 2019). With the oldest Dutch shopping mall even being from an earlier century, namely the Den Haag Passage which was built in 1885 (Vos, 2020), it is understandable that shopping malls are often considered cultural heritage with a significant history. This status is an important note to take into consideration, as from past experiences we have learned that disregarding the existing heritage can lead to rejection and protest from locals and existing users (source). In a case study of the historical shopping mall in Belfast this phenomenon has been researched, showing that the failure to take the cultural heritage of the shopping mall into consideration led to more vacancy (Skoura, 2017). Therefore, redesigns of 'historical' shopping malls ought to be carefully thought through and considered from multiple different angles.

1.2. De Bogaard

This research aims to develop a framework for redesigning modern Dutch shopping malls. It uses De Bogaard in Rijswijk, that was once one of its kind, as a case study. Opened in 1963, De Bogaard has undergone multiple transformation, most of them after catastrophic fires. However, the once extremely successful shopping mall was never able to reach its initial success of the 1960's. Each transformation eventually led to more vacancy (Gemeente Rijswijk, 2023), finally leading to total demolition of certain parts of the shopping as per 2022, and with more demolition and rebuilding scheduled in the years to come (Gemeente Rijswijk, 2023). However, with approximately 53.000 m2 retail surface and renovated buildings of only 25 years old, the Bogaard offers a lot of possibilities for restructuring and reprogramming, which will be explored in this research.

1.3. Filling the gap

In the field of architecture, the act of redesigning existing buildings has been thoroughly researched and categorised into various design intervention methods, considering enhancements on multiple scales (Plevoets, 2019; Alkemade et al., 2020; Petzet, 2012). However, these methods tend to serve as a practical tool for redesigning , while this research focusses on the underlying tissue (theoretical framework) leading up to the redesign. In exploring intervention strategies, this research uses the users' perspective and their assessment of heritage values as the basis for redesign. Historical mall concepts will inform exploring innovative design methods to fulfil the 21st century user's needs for a modern Dutch shopping mall. Even though a lot of literature is written about the topics of heritage and how it affects us (Howard, 2003; Encharri & Brebbia, 2018; Harrison, 2010), design interventions and their link to heritage (Alkemade et al., 2020; Petzet, 2012; Crimson, 1995) and retail design (Petermans & Kent, 2016; Kent, 2007; Christiaans & Almendra, 2012), there seems to be a gap where these subjects are weaved together into one research. Especially, due to lack of adequate research, this gap offers a wonderful opportunity to dive deeper into the ever-changing retail environment and create an understanding of what attracts visitors to shopping malls and how this can be translated into effective design methods while considering the cultural heritage of these shopping malls.

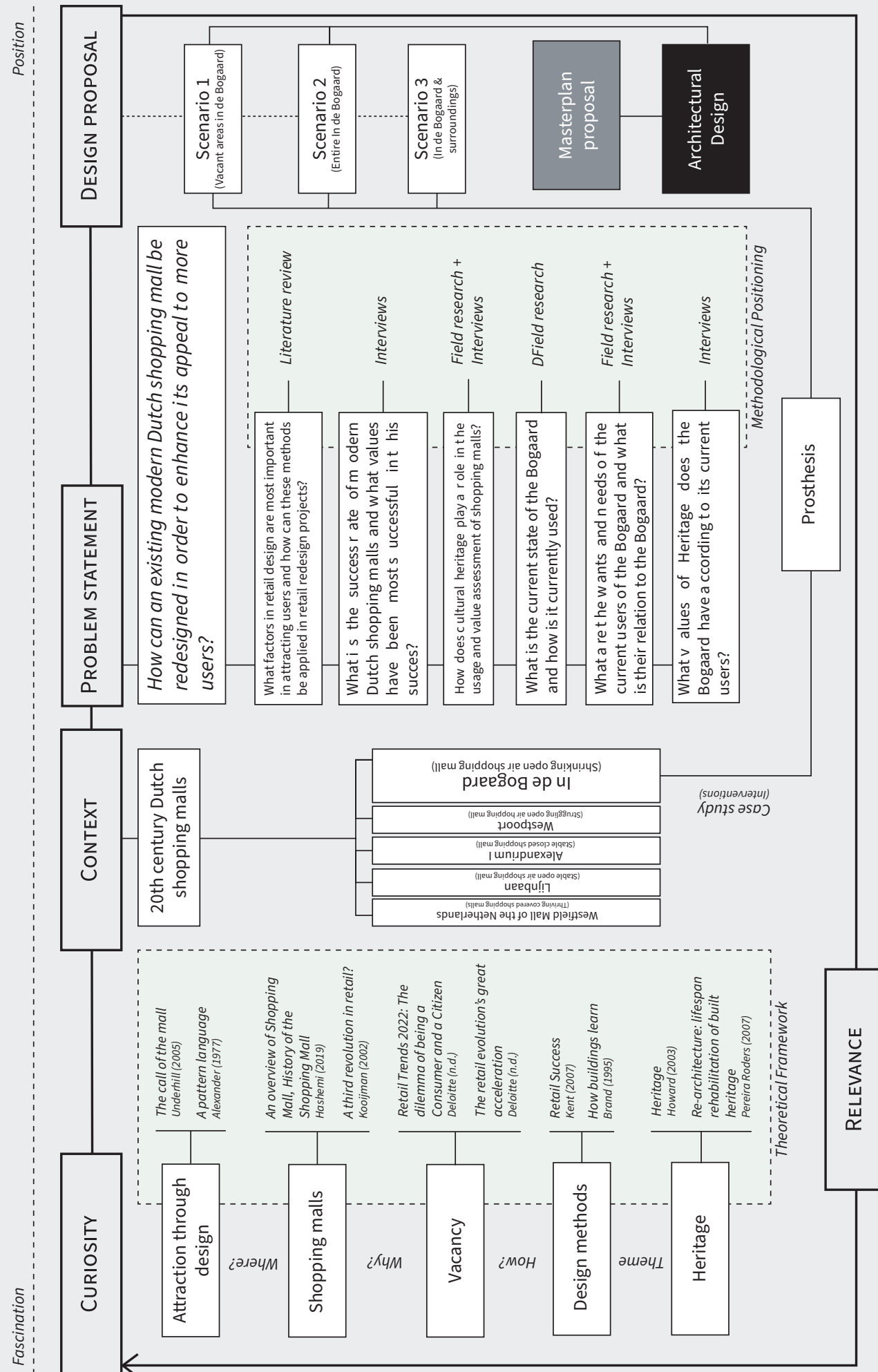


Figure 1: Theoretical framework

2. PROBLEM STATEMENT

This research started from a curiosity for the attraction of users through design. Where do people like to go?, 'why do they prefer one place over the other?' and 'how do people evaluate heritage significance (if they do at all)?' (see Figure 1). Primarily, the context wherein this research is executed, is the modern Dutch shopping mall. As the rise in vacancy in the physical retail realm seems to be a national wide phenomenon in the Netherlands, the broadness of the subject seemed adequate and so seemed aiming to produce a 'universally' applicable solution. However, when approached on a smaller scale, some modern Dutch shopping malls were struggling more significantly than others. This irregularity was addressed by conducting a research into multiple modern Dutch shopping malls, namely Westfield mall of the Netherlands, Lijnbaan, the Bogaard, Alexandrium I and Westpoort. Eventually, the shopping mall that was currently struggling with the highest percentage of vacancy, Bogaard, was chosen as a focal point. As mentioned above, the history of the Bogaard shows potential and the steep decline in success surely sparks one's interest. Moreover, the research and interviews made clear that the success of the shopping malls varied significantly per mall, however the more successful shopping malls, such as the Lijnbaan and Westfield mall of the Netherlands, clearly had more to offer than merely retail and connected to their users through other values, such as scientific, aesthetical, historical or social values. Therefore, an important take on the matter is the importance of the users' perspective. While this seems logical for a successful shopping mall, many redesigns, such as the one of the Bogaard have failed to take the actual wants and needs of the community into consideration and primarily focus on integrating the best methods of making profit (Gemeente Rijswijk, n.d.). However, with the convenience e-commerce offers its users, focusing on making profit through the means of retail is in this digital age certainly doomed to fail (King, 2018).

2.1. Research questions

Considering the users' perspective, this research aims to take an innovative approach that focuses on the needs and desires of the users to then translate that into a user-oriented redesign. The research aims to answer the following main question:

How can an existing modern Dutch shopping mall be redesigned in order to enhance its appeal to more users?

This project can be divided into three phases, wherein different forms of research and execution take place. Each phase is supported by sub-questions, which form the base of the research (see Figure 1). The supporting sub-questions are:

- What factors in mall design are most important for the users?
- How does cultural heritage play a role in the usage and value assessment of shopping malls?
- What values have been most influential in the success of modern Dutch shopping malls?
- What are the characteristics of the inhabitants of Rijswijk, who are directly affected by the Bogaard?
- What is the current state of the Bogaard?
- What are the wants and needs of the current users of the Bogaard and how do they currently use the Bogaard?
- What values of heritage does the Bogaard have according to its current users?

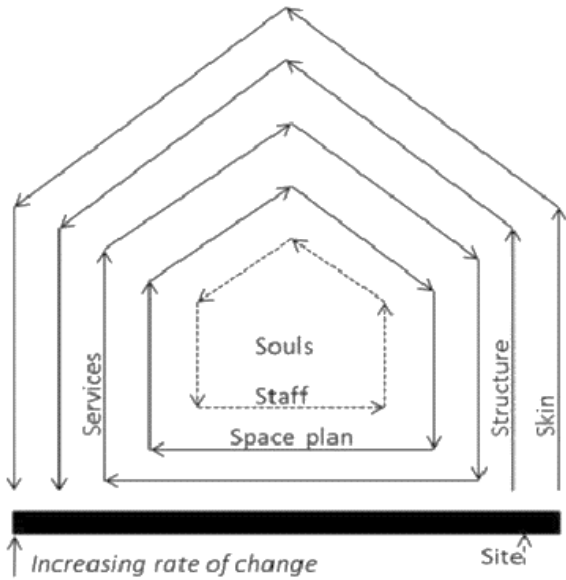
2.2. Frame of reference

For this research, Peter Howard (2003) offered a philosophical perspective on what can be considered heritage and its value in society. His approach offered insight on the importance of various forms of heritage and has played a key role in conducting a ‘public-focused’ understanding of the meaning of heritage, instead of an ‘expert-based’ consideration. The theory of Pereira Roders (2007) explained in “Re-architecture: lifespan rehabilitation of built heritage” was used in analysing and categorising the various values of the shopping malls and used in the assessment of the heritage in the Bogaard (see Figure 2). These theories served to answer the sub-question “how does cultural heritage play a role in the usage and value assessment of shopping malls?” and “what values of heritage does the Bogaard have according to its current users?”.

The subject of retail design is researched by using the theories of Kantola (2016) in “Retail Success” (see Figure 3) and making them applicable to redesign projects by categorising them into the building layers (see Figure 4) theorised by Brand (1995) in his book “How buildings learn”. These theories aim to answer the sub-question “what factors in retail design are most important in attracting users?”.



Figure 3: Retail design factors. Source: Kantola, 2016.



| Shearing layers | Description | Typical lifespan/activity |
|-----------------|-------------------------|---------------------------|
| Site | Location and context | Permanent |
| Structure | Bones | 30-300 years |
| Skin | Envelope | 20+ years |
| Services | Lifeblood | 7-20 years |
| Space plan | Interior layout | 3 years |
| Stuff | Furniture and equipment | Under 3 years |
| Souls | People | Daily |

Figure 4: Building layers by Brand (1995). Ed: UG, n.d.

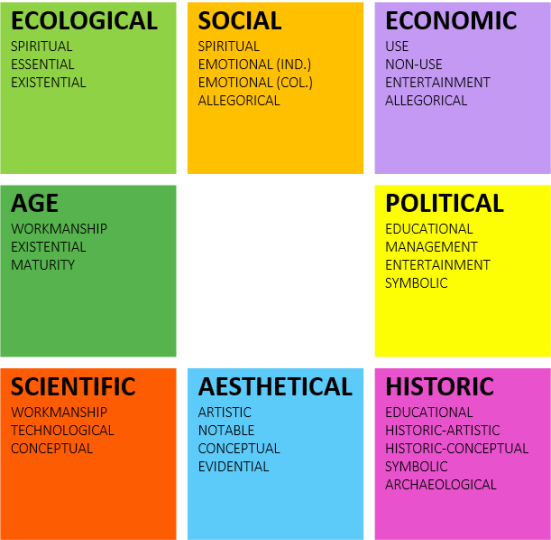


Figure 2: Values of Heritage. Source: Pereira Roders, 2007.

3. METHODOLOGY

In order to understand what, why and how things in the mall are appreciated by users, to prepare for values-based/user-oriented redesign, this research mainly uses qualitative methods.

In the three phases of this project, the applied research methods existed out of qualitative research methods, which focused on retrieving theoretical information on the subject retail design and the theme heritage. This was executed in the form of literature studies on the subjects of retail design and heritage, which form the theoretical base for the following phases. The theories were used to categorise, assess and understand the information retrieved from further research e.g., the applied theories on heritage aid in creating an understanding of what it is and how values can be determined and measured when worked out in value and attributes based on the theories of Pereira Roders (2007) (see Figure 5). This first phase continues into multiple document analyses of modern Dutch shopping malls, where these theories are used, and interviews on the characteristics, use, heritage and success rate of various modern Dutch shopping malls. This aided in the assessment of the most influential values of heritage in shopping malls and the success rate of certain functions and design methods. Theory on retail design factors was combined with the building layers brought forward by Brand (1995), in order to assess the retail design factors applied in these shopping malls and their success.

The second phase existed both out of quantitative and qualitative research methods. For the sub-question “what are the characteristics of the inhabitants of Rijswijk, who are directly affected by the Bogaard?” e.g., the retrieved information existed out of numeric information retrieved from statistical websites, such as CBS and AlleCijfers.nl. This information offered insight on who the current and future users of the Bogaard could be and what their demographic is. The qualitative research methods applied in this phase focused on analysing the behaviour of the current users of the Bogaard through behavioural analyses, assessing the value of the Bogaard from the designer’s perspective

by analysing the history and the current state of the Bogaard, and understanding the desires and requirements of the users for the Bogaard through interviews. These methods led to the discovery of the strengths, weaknesses, opportunities and threats of the Bogaard, worked out in a SWOT-diagram (see Appendix III).

*“I don’t know, it is just not **cozy and fun anymore**. There is nothing to do but **shop**, and even the **shopping** is boring.”*

*“If the **arch in the Bogaard** would be taken away, I would certainly miss it. I am not a designer, but I do have a love of **memories** connected to that arch.”*

*“The mall of the Netherlands entruiges me. **The design is very scientifically** advanced and I love going and seeing how everything is put together.”*

Figure 5: Some quotes from interviews with value assessment.



4. RESULTS

4.1. The shopping mall

The first design orientated research was the document analysis on the various modern Dutch shopping malls and the Interviews with users, where the success of modern Dutch shopping malls was analysed and related to the retail design factors by Kantola (2016) and the values of heritage categorised by Pereira Roders (2007). The conclusions are that the more successful shopping malls, Westfield mall of the Netherlands and Lijnbaan, sufficed to all the internal factors of retail design and seemed to have considered most external factors, such as the site location, the connectivity and the distribution of other shopping malls. Additionally, they both seemed to form connections with their users through various values e.g., through historical, scientific or aesthetical values, answering the sub-question “How does cultural heritage play a role in the usage and value assessment of shopping malls?”. The less successful shopping malls, the Bogaard and Westpoort, were lacking on multiple internal retail design factors e.g., they lacked in variation of functions, the quality of the facility was somehow lacking or there was a lack of functions. Additionally, even though they contained a lot of heritage, they failed to interact that successfully to its users.

4.2. De Bogaard

During the interviews, the users were approached multiple times to express their point of view and wishes (see Appendix V). The answers to these questions were brought together in conclusion drawings of the valued functions in the Bogaard. Additionally, the attribute and value graph of the Bogaard, made post the first set of interviews was supplemented. The most common values were social and historical of nature, while the lack of aesthetical value was emphasised repeatedly. These Interviews were strengthened with the execution of behavioural analyses (see Appendix IV) that showed the most valued functions and the

most appealing routing in the Bogaard. The needs that the current users emphasised on was the need for more and better variety of functions and programs, emphasising on leisure and socialising. The Bogaard lacks areas where social interaction, entertainment and relaxation is stimulated.

Lastly, to interpret the interviews correctly and apply them to a larger scale of the future users successfully, document analyses were performed on the demography of Rijswijk, which answers the sub-question “what are the characteristics of the inhabitants of Rijswijk, who are directly affected by the Bogaard?”. The most key factors to focus on are the rise in population, the high percentage of single-person families and the most common age group of 45–65-year-olds. These people are more in need of community-based design in order to socialize and expand their connections.

4.3. The buildings

The buildings in the shopping mall were examined in order to answer the sub-question “what is the current state of the Bogaard?”. This was done in the form of material analysis, damage assessment (see Appendix II) and historical analysis (see Appendix I) of interventions and these were all concluded in a ‘keep, transform, demolish’ drawing (see Appendix VI). This ought to be combined with the understanding of the historical connection of the current buildings to their users and their hidden value. This led to the conclusion that the most successful and aesthetically pleasing buildings were the parts of the Bogaard that still hold their retail function and their retail success. However, it is not certain that this is either the result or the reason of its liveability.

The conclusion from all of these analyses were brought together into a SWOT-analysis (see Appendix III).

5. DISCUSSION

5.1. Applied methods

The applied research methods varied from interactive methods such as informal interviews with users, to observational studies such as the behavioural analysis. The methods were non-invasive, and users were free to express their thoughts and feelings thoroughly. This aided in mapping the working functions and routing of the shopping mall and discovering missing links. Due to the limited sample sizes, however, the found viewpoints do not represent the entire community. Additionally, the behavioural analyses were influenced by the season and the current state of the shopping mall, as it is under construction. These limiting factors influence the accuracy of the findings. Therefore, it is recommended for future research to broaden the sample sizes of the interviewees and factor in all seasons, as the weather could influence user's behaviour. Moreover, the interviewees were volunteers, acquainted with heritage and architecture, and willing to express their opinion on heritage, their needs and their wants for a better functioning shopping mall. This is not always a guarantee, especially when the interviewees are unfamiliar with the interviewer, architecture or field research. Furthermore, the behavioural analyses were observation studies executed without the researcher's interference with the behavioural patterns of the users. However, it must be noted that the users were often aware of the presence of the researcher, which might have resulted in a shift in their behaviour.

5.2. Translation to design

The research results indicate many directly applicable design recommendations e.g., the lack of variety of functions can be met by the reprogramming of the ground floor to a leisure and retail program. Leisure can have a variety of forms, such as recreational greenery, commercial recreation and hospitality functions, as resulted

from the expressed demands by users. How to deal with the translation of values into a redesign of the buildings, however, is less evident and is open for a range of design interventions, based on the designer's interpretation. For example, restoring the existing historical façades, reinterpreting the former design of the bowling alley into a modern design could be applied in order to entice the memories of the users and reconnect them to the history of the Bogaard. Even though the results of this research are not explicit about all specific physical aspects and their value, in general, connecting users with the physical historical parts is supported could be a viable strategy that is also supported by Howard (2003) emphasising the human need for a physical token of tribute. This decision would also strengthens the connection of future generations to De Bogaard (or can you be more specific, what in the Bogaard) as a historical landmark, which was once the first of its kind in the Netherlands.

5.3. Relevance

The historical and cultural value of Dutch 20th century shopping malls plays a significant role in the need to keep the physical retail realm alive (says who?). These malls often hold a significant history, which has had a massive influence on the evolution of society, the surrounding architecture and the development of modern culture (Fraczkiewicz, 2013). This research aimed to enable a user orientated approach in the reconsideration of modern Dutch shopping malls, approaching the shopping mall not as a tool for the fulfilment of economic needs, but rather that of societal needs. This paper aims to serve as an example of an innovative approach to overcome the issue of vacancy and rising e-commerce as indicated by King (2018), and finding new programs/ models/ concepts for reviving the mall as a physical meeting point for users as proposed by Gaffuri (2016). It sets out to inspire designers to rethink our physical retail realm and rethink our commercial public space.



6. CONCLUSION

6.1. Modern Dutch shopping malls

The goal of this project was to build a research and redesign framework that could be applied to modern Dutch shopping malls, in order to enhance their appeal to more users, aiming to fight the increasing vacancy. This framework was set up using mainly qualitative research methods. The research centred around retail design and heritage, which resulted in a user orientated approach to be adapted. Users were involved in the research process from the beginning and remained central to the project throughout all phases. As shopping malls were implemented into the urban fabric of most Dutch cities in the 20th century, they have become an anchor in society that fulfilled economical, societal and recreational needs. The modern shopping mall, even though heavily dependent on retail, is not just a collection of stores. It (in past and/ or future?) offers leisure, hospitality and communal functions. It is heritage in its purest form.

The general conclusion that can be drawn is, that to successfully redesign and rethink the shopping mall is to emphasise less on retail and focus on all the other functions it has to offer, as the retail functions can be more conveniently be fulfilled by e-commerce. By fulfilling the societal and recreational needs, more users will be drawn to the shopping mall and more demand and supply cycles can be created. Variety of functions, based on the needs of the community, offer diverse business hours and security against competitors or other threats. Additionally, rethinking how retail is offered to the customer is also of significant importance. The physical retail realm has the opportunity to offer the users a unique experience and human interaction, something that e-commerce fails to provide. Heritage here can play an important role to revive and restore that unique experience in the Dutch shopping mall.

The generated results are heavily depended on the case study and will vary per subject. The role of

the users remains equally central; however, each shopping mall will have a distinct set of users, based on the various retail design factors it has implemented and the urban context it is in.

6.2. Outlook

The approach and methods of this project, based on the case study De Bogaard, could be adopted as a framework for future redesign projects on other modern Dutch shopping malls. Although each shopping mall relies has its specific context, history, design and functions, which all affect the heritage value of the mall and its appreciation by users, the centrality of the user and their involvement in multiple stages of the research and redesign is applicable in most mall projects. The research and redesign framework can therefore be interpreted by individual researchers and designers and implemented accordingly, taking all factors into consideration. The applied research methods could be guiding tools that will aid in rethinking the modern Dutch shopping mall and reviving the future of the physical retail realm.

7. REFLECTION

7.1. Introduction

For this graduation project, the focus has been laid on the case study the Bogaard in Rijswijk (see Figure 1), which was once the first of its kind in the Netherlands. It was developed in the 60's, where it was designed as a semi-covered shopping mall, which followed the example of the American Modern Mall design (Bogaardstadscentrum.nl, n.d.). The characteristics of this concept can be found in the Bogaard in the following ways: having an enclosed structure, which translated in the Bogaard as a semi-covered shopping, anchor stores, such as Hema and C&A and later also Albert Heijn XL and Hoogvliet, common areas, store front walkways, variety of stores and parking facilities. However, the design failed to apply the characteristics such as food courts and dining options, entertainment and recreation and outdoor areas, at least an integrated outdoor area. A characteristics that was only introduced in later constructions was atriums and common areas (Worldfinance, n.d.). The Bogaard was car focused, with multiple large parking lots surrounding the mall, had a modern feel, focusing on horizontal lines, white and bright finishes, and a small human scale. This concept closely resembled the Van den Broek and Bakema shopping mall designs, which was highly popular at the time (Van Es, E. 2016). The mall has undergone multiple

transformations, two of them following three fires that had destroyed large parts of the mall. The new developments left the mall incohesive and messy. Slowly, but surely, the Bogaard lost its attraction as Rijswijk lost its younger generation, leading to an increase in vacancy and a severe need for transformation and refunctioning. However, with a total of approximately 53.000 m2 retail surface, the Bogaard still holds a lot of potential.

Currently, the municipality of Rijswijk has developed a new masterplan for the Bogaard, focusing on bringing more functions to the area, such as living, working and greenery. The plans are made with the habitants, owners and entrepreneurs of the Bogaard, as well as Rijswijk in mind (Rijswijk, 2023). Even though the research behind the plans is thorough and the overall solutions seem fitting, the level of demolishment that the new plans include leave room for large miscalculations in the attractiveness of the new developments. As we look at history, the shopping mall had its greatest success in its earlier years, where there was a lot of cohesion and an innovative design. Additionally, the current working parts are the most historical parts, such as the building that holds the C&A and Hema, which was been there since the opening in 1963. Disregarding the attachment the habitants of Rijswijk could have with the Bogaard could

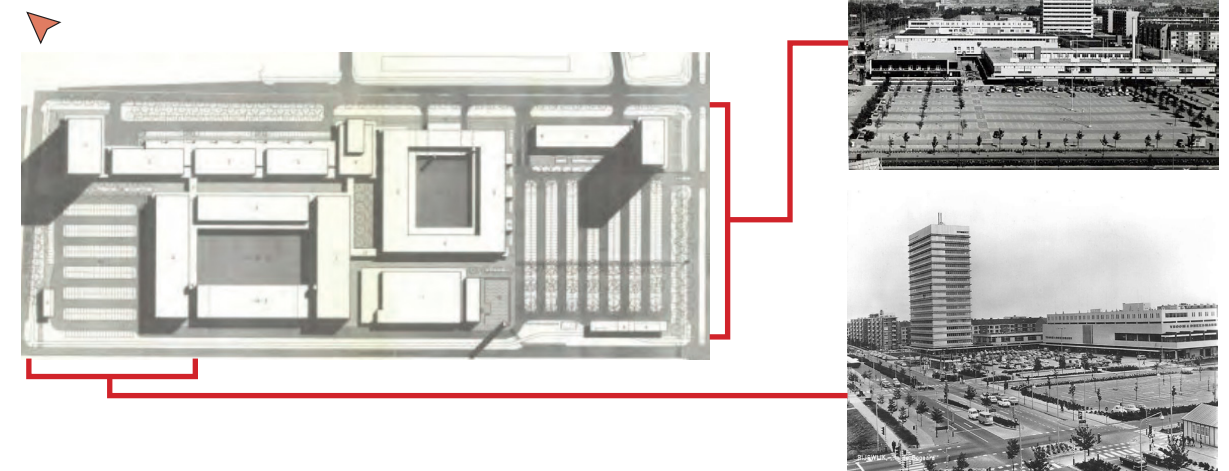


Figure 1: Original plan of Bogaard. Source: Gemeente Rijswijk, 2019

result in what has been a reoccurring theme in the Bogaard, which is 'the newer the building, the lower its success rate and the higher its vacancy rate'. This can be observed in the Terp, that is currently entirely vacant and the Sterpassage, which has already been completely demolished, both (re)built in 1999 (Bogaardstadscentrum.nl, n.d.).

7.2. Positioning the graduation project within the Master program

The studio 'Adapting 20th century Heritage' focuses on the Modern Dutch Mall, which has been struggling to adapt to the digitalisation of the retail world, causing brands to declare bankruptcy and malls to go vacant. Although aware of the constant need for adaptation and renovation, the stakeholders of the Modern Dutch Mall have not been successful in catching up to the speedy transformation of the retail world this time around, which has only been emphasised by the COVID-19 pandemic (Deloitte, n.d.).

The hypothesis that this graduation project adopts is that people's attachment to the existing could aid in successfully recovering the attraction of a shopping mall. Restoring and refunctioning the existing would, according to this hypothesis, have a higher success rate than throwing out the existing and rebuilding the whole area with the same tired plan that has been applied a dozen times in the Netherlands. Reworking the existing might be more challenging, however it is a lot more sustainable and leaves a lot more room for trial and error, with the last resort being demolition or reconstruction. Hereby, heritage is integrated into the project as an overarching theme, that has been adopted through an interesting approach, namely an user-orientated, small scaled and memory based approach. As none of the buildings are listed monuments, the term heritage had to be adapted and reformed. The focus was therefore on Peter Howard's definition of the term heritage, which is that anything

could be heritage, as long as someone deems it meaningful (Howard, 2003). A human connection to the Bogaard allows for smaller adaptation to be more successful and the role of participation to be of most importance, meaning more than other shopping malls, the user defines decides what is needed for the Bogaard to become more successful. Additionally, as a capitalism based, retail focused shopping mall has failed multiple times in this location (referring to the many reconstructions over the years), the project aims for a more community-based approach, with less focus on profit and more focus on offering the tools to bring the community together (Figure 2). This could be referred back to the formerly missing key characteristics of the American Modern Mall design, such as a food court, a common area, entertainment or an outdoor area, that could be applied into the project to enhance the participation of the users and the leisure opportunities of the Bogaard. This concept provides the opportunity to better compete with surrounding cities, such as Delft and The Hague, that offer larger scaled shopping malls. It also adopts the principles of The Social Solidarity Economy (SSE) through the new programming, and offers new functions for multiple age groups, in order to fight the 'desocialisation' of society due to the rise of digitalisation and the rise of loneliness (Johnson, 2021). Participation, as well as leisure, are two important concepts that have been integrated into the new design.

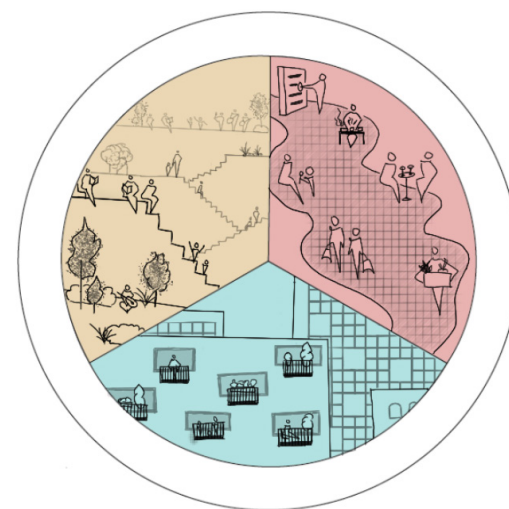


Figure 2: Leisure, Living, Shopping

7.3. The applied research methods

As the current operation of the physical retail realm seems to be failing, a new perspective is needed. The Bogaard is one of the many shopping malls in the Netherlands that has been experiencing a steep decline in usage, because of the current rise of success of e-commerce. The convenience of e-commerce has made the need for the physical retail realm obsolete (King, 2018). Especially shopping malls that relied heavily on retail as their main source of income seem to suffer. This has led to the Bogaard, which has little other functions to offer, to take an almost lethal blow. The main solution to revive the Bogaard to its former glory would be to transform it into a city centre offering multiple function and experiences to strengthen the community, rather than a shopping mall that merely fulfils their commercial needs.

The research question set up to conduct this research has been "how can an existing modern Dutch shopping mall be redesigned in order to enhance its appeal to more users?". The goal of this research was to create a 'research and redesign framework' and apply this to this specific case. The solutions given takes into consideration the demographic of the neighbourhood, which was researched thoroughly using data providing websites such as CBS, as well as the future ambition for the city of Rijswijk. The research relied heavily on close contact with the inhabitants of Rijswijk in the form of interviews, in order to establish their

perspective on heritage in the Bogaard and their needs and wants for the future city centre (Figure 3). Additionally, behavioural analysis of the current users of the Bogaard (Figure 4) and similar shopping and leisure areas was conducted, such as the Foodhallen in Den Haag and Westfield mall of the Netherlands, in order to find patterns surrounding the most successful functions and design methods. This provided a user perspective of what heritage is, what is necessary and what is missing in the Bogaard, from which future proof solution could be concluded that relied more on the fulfilment of the needs of the users, instead of the need for making profit. The solutions rely on attracting more users to the Bogaard by offering more functions, encouraging participation of the community and also therefore strengthening the community thought these functions.

7.4. The relation between research and design

Throughout the length of the research, the emphasis on either research or design shifted back and forth quite a bit. Even though necessary to complete a coherent project, the shift caused the research subject to often get lost when focusing on the design. At first, the emphasis lied on designing a toolkit that could be applied to all Dutch 20th century shopping malls in order to enhance their attraction of users, however this changed with the realisation that the user perspective is key to



Figure 3: Heritage, needs & likes



Figure 4: Behavioural analysis

designing a future proof attraction point and this perspective is heavily dependent on demographic, surroundings and the history of the shopping mall.

Interviews provided information about why certain 20th century shopping malls remain successful, while others are doomed to go under, and this was based on the relation the users had with the mall and the functions it had to offer. The relation between research and design that was looked for in the beginning was therefore not translating well in a design that would actually stand the test of time. As we look at the successful malls, such as Westfield mall of the Netherlands and Lijnbaan, they offer a unique character and experiences that a copy paste design would not be able to offer. Especially not one that is in a shopping mall saturated environment in the Randstad. The shift from a universally applicable design to a research and redesign framework that concentrated more on a universally applicable research method provided more depth and understanding of the subject, and therefore a smoother transition between research and design. The switch to focus more on the case study paved the way for more community-based

solutions, which have more success guarantee for at least the coming decade, however, the conclusion also needs to be drawn that retail and leisure has a fast-changing character and constantly needs to be evaluated against time. Therefore, the design solutions will not offer success guarantee for new generation. The formerly conducted interviews could easily offer solutions that were directly translated into the design. The use of the principles of the SSE emerged from the discovery that Rijswijk existed out of 50% unmarried individuals, most of them being between 25 and 45 years old. The group of 65+ years old also makes up a significant amount. These groups tend to seek a sense of community and human interaction, which were translated into the new design. Functions that activate the community, such as community organised workshops, leisure activities such as bowling and pooling, art spaces and exhibitions and publicly accessible flex spaces. Additionally, more food and beverage spaces were implemented, as many interviewees emphasised on not having enough recreational places to get together and eat and drink together.

7.5. Limitation, ethical issues and dilemmas

As the research focused highly on discovering the users' perspective and their take on heritage, the translation of their views into viable solutions was highly dependent the communication skills of the researcher, as well as the interviewees. The behavioural analysis was set up to minimise the bias, however, a bias will always exist in observation studies, as well as interviews. Minimising these is up to a correctly set up research method and a mindful translation method. Additionally, as this research and design was conducted and executed in under a year, the limitations of time apply and the differences in use of the shopping mall during the various seasons could not be taken into consideration. These limitations are something that the designer, as well as the reader, need to be mindful of. Furthermore, as the subjects of this research are not designers, their input on the physical design of the shopping mall was mostly an interpretation of what the designer deemed necessary for a successful connection to the area. For example, the choice to exhibit the heritage through the revival of the original façade and translating this design into the newly developed building was not directly concluded from the interviews or the analyses. It was an interpretation of creating a physical link to existing memories and creating a new connection with history.

Ethical issues arose mostly from the lack of actual listed heritage. If heritage is up for interpretation, what are the limitations that apply? If anything could be heritage, then how can we limit the research so that not everything becomes heritage? These ethical issues resulted in having to make decisions on behalf of the users, on what was important and what was not, through interpretation of their actual input of course. Additionally, a decision had to be made on how to translate the memories and connections into actual design. Since most of the heritage seemed to be emotional connections to

certain stores or functions, rather than the actual physical building, it was harder to translate that into a future proof design, as functions disappear, and stores move. However, by adding more opportunity for the stores to grow and make use of their emotional influence on their users, the stores could be convinced to stay for at least the near future. This also could be emphasised by adding similar functions, which might be able to create similar connections to their users.

Other ethical issues arose from the decision of what ought to be kept and what needs to be replaced. If people find it a need, want or opportunity, it would be kept. However, deciding to force out other stores or functions seemed like a less morally just decision, even if it was for the future of the Bogaard. Eventually, however, if it does not become clear from the research that the users see a certain store or function useful, the future of these said functions or stores cannot be guaranteed, even without interventions.

Lastly, the dilemmas that occurred were mostly based on what parts of the existing buildings were useful and reusable and what parts could be demolished or replaced. Removing multiple floors off of a four-story commercial building is a weighty decision to make, however when a commercial building is vacant for years and the many floors offer more risk than opportunity, it is best to downsize. This is the more sustainable option, as well as the safer option considering vacancy is a commercial buildings downfall.

7.6. Transferability of the results

In a way the applied research methods offer a framework that could be continuously applied in order to keep up with the needs and wants of the users or applied in the redesign of other modern Dutch shopping malls. Conducting interviews with the current users, the community

and the surrounding citizens offers insight and opportunities for business to grow and thrive in the Bogaard. The results are in no way a one size fits all solution; however, the research methods are in this case universally applicable. As shopping malls will always be a 100 percent dependent on their users, understanding and implementing what the users need and want will certainly result in long term success. However, key to transferability of results is being able to draw the right conclusions, but also to translate these into assessments and design schemes. An interview is only valuable, when it can be translated in order to be applied into the design, as it is only a tool to get to the design.

In the redesign of the Bogaard, the importance of the involvement of the community became apparent through the interviews, as Rijswijk is a smaller city, with a large percentage of senior citizens and single person families. The importance of offering various functions was also concluded from the research. The interviews were therefore a key research method in finding the right approach. From the the conducted interviews and behavioural analysis conclusions were drawn for the needs, likes and wants, e.g. more leisure opportunities, more sitting and relaxing areas, more food and beverage joints. It also led to the assessment of the current functions, the flow between the buildings and the layout of the area. Certain areas such as the Hoogvliet and Albert Heijn, which are anchor stores, had a constant stream of users, while other areas, such as the SoLow and the Bristol had almost no footfall at all. This paved the way to reorganise the underperforming areas, while focusing less on the already successful areas.

7.7. Reflecting on the project

To be able to truly reflect on the research and design process, a critical perspective has been adapted, aiming to answer two reflection questions that focus on the journey behind this project. The

questions aim to compare the initial goal prior to any research being executed and the final goal that has been adapted to the findings. The first question goes as follows: "In what way has the initial goal of the project been adapted, in order to fit more coherently into the research subject and case study?". The initial goal of the project was to come up with a redesign entirely steered by the opinion of the users, in function, program and architectural design. However, during the interviews, it became clear that most of the users focus on the functionality and the program of the mall, rather than the aesthetic of it. When asked questions about the transformations over the years, what they liked and what they were missing, the answers all lacked architectural and aesthetic views. Additionally, questions about potential architectural additions were brushed off with a 'yeah sure' or a 'I guess'. The interviewees were not able to answer these questions, mostly because they did not have the architectural background needed to truly comprehend the reasoning behind some additions, but also because they did not know all the research behind the potential interventions. Therefore, this led to the conclusion that the goal needed to be adapted into taking a user-perspective and translating their needs and wants for the functions and program into well-functioning architectural interventions. The aesthetic of the mall will then be determined by the designer, based on the conclusions from various research and the history of the mall.

The second question that ought to be answered is "what was the most critical finding that caused the biggest shift in the goal of the research?". This was mainly the change in focus deep into the design process. During the site visits, more and more become known about the existing buildings and their condition. Throughout most of the research the focus was on the most historical part of the mall, which remained almost untouched since the beginning. During the last phases the focus briefly shifted to the V&D building (Figure 5), as this was the most 'known' building, whereby a lot of

heritage was related to. The fact that this part of the building was completely vacant also added to the opportunities. However, as this the V&D and the attached 'De Terp' were the newest additions, the architectural urgency was less than the more historical parts. The original design features, such as the horizontal lines, the clean white aesthetic and the outward orientated facade also played a large role in the assessment of the success of the redesign. Even though a large amount of this historical part was vacant or underused, the users still valued the parts that were not vacant. Additionally, the routing from the busiest shopping area to the Hoogvliet was past this historical part, making it a better candidate for a noticeable change in usage. In addition, the unused parking garage in the centre in addition to the easily accessible ground floor made it a great candidate for a redesign with the highest effect.

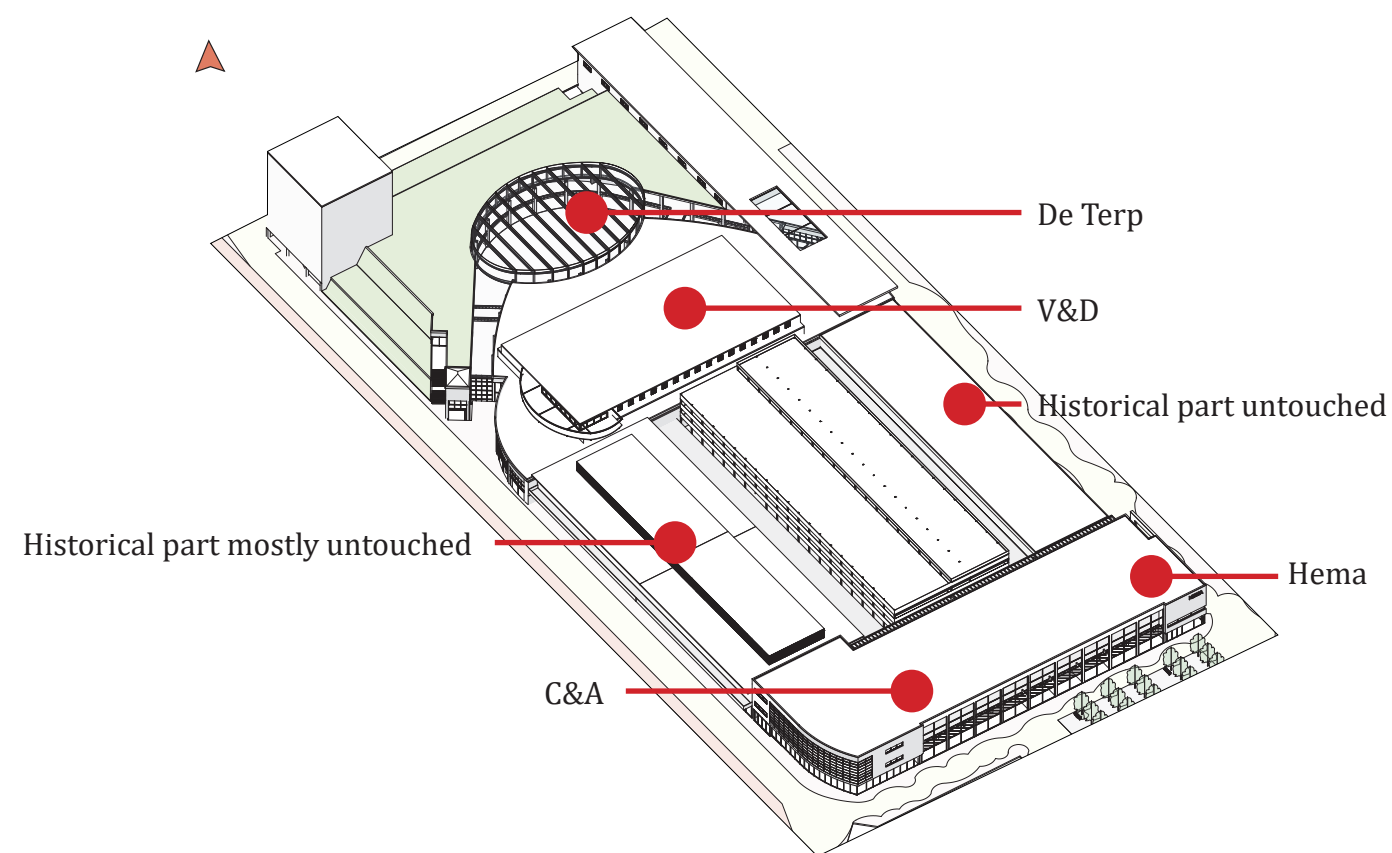


Figure 5: 3D model of the target areas

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8.2. Figures

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2. Values of Heritage. Source: Pereira Roders, 2007.
3. Retail design factors. Source: Kantola, 2016.
4. Building layers by Brand (1995). Ed: UG, n.d.
5. Example of an executed values and attribute graph. Source: Author, 2021.

9. APPENDIX

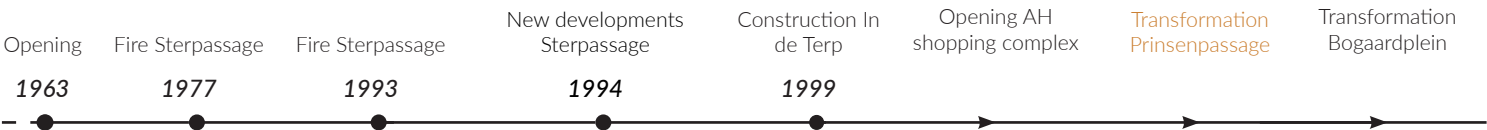
Appendix I. History analysis



Source: Gemeente Rijswijk, 2019

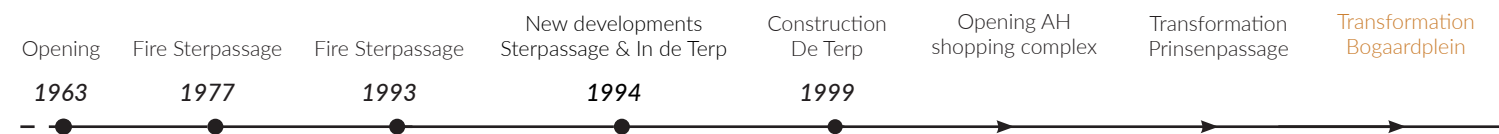


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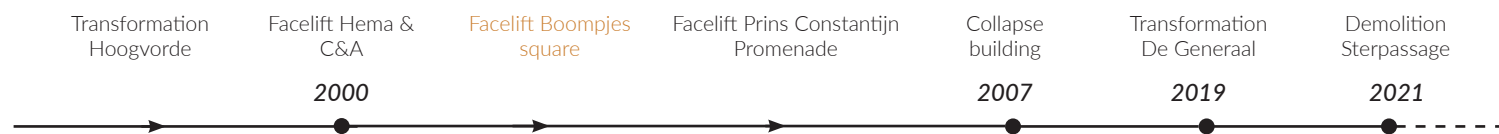




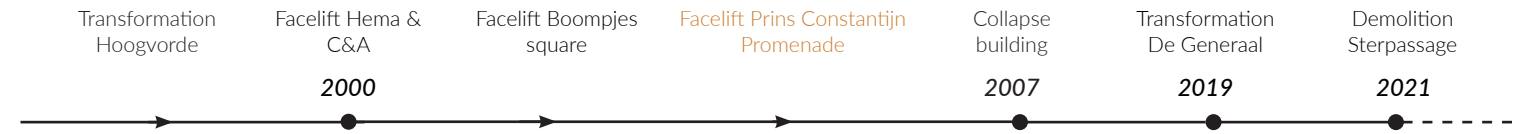
Source: Gemeente Rijswijk, 2019



Source: Gemeente Rijswijk, 2019



Source: Gemeente Rijswijk, 2019

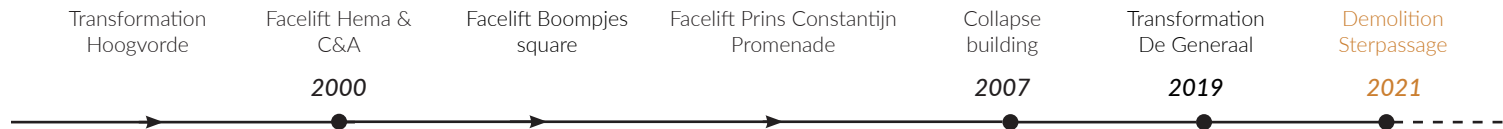


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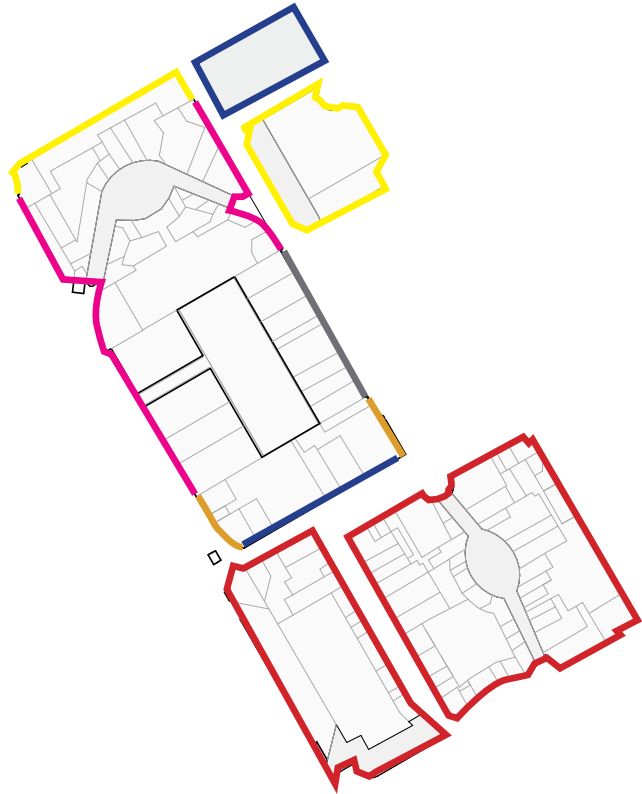
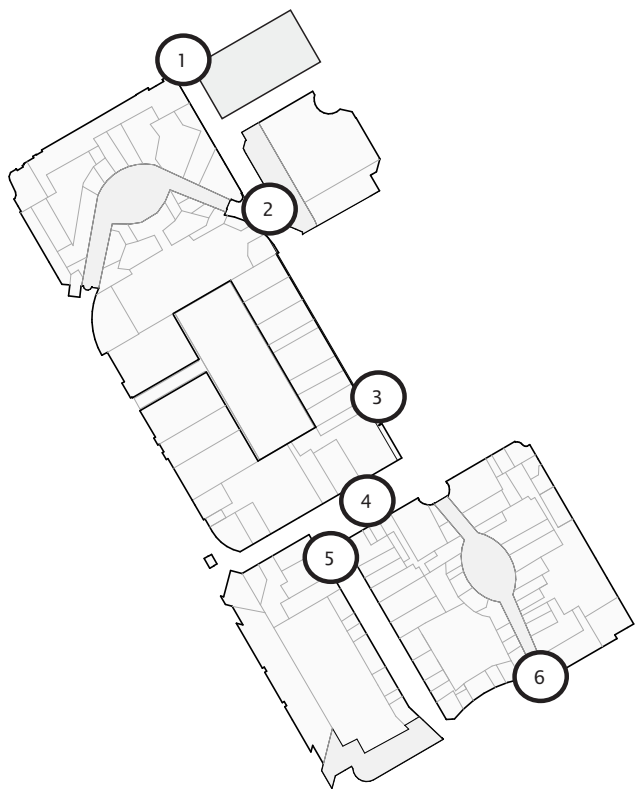


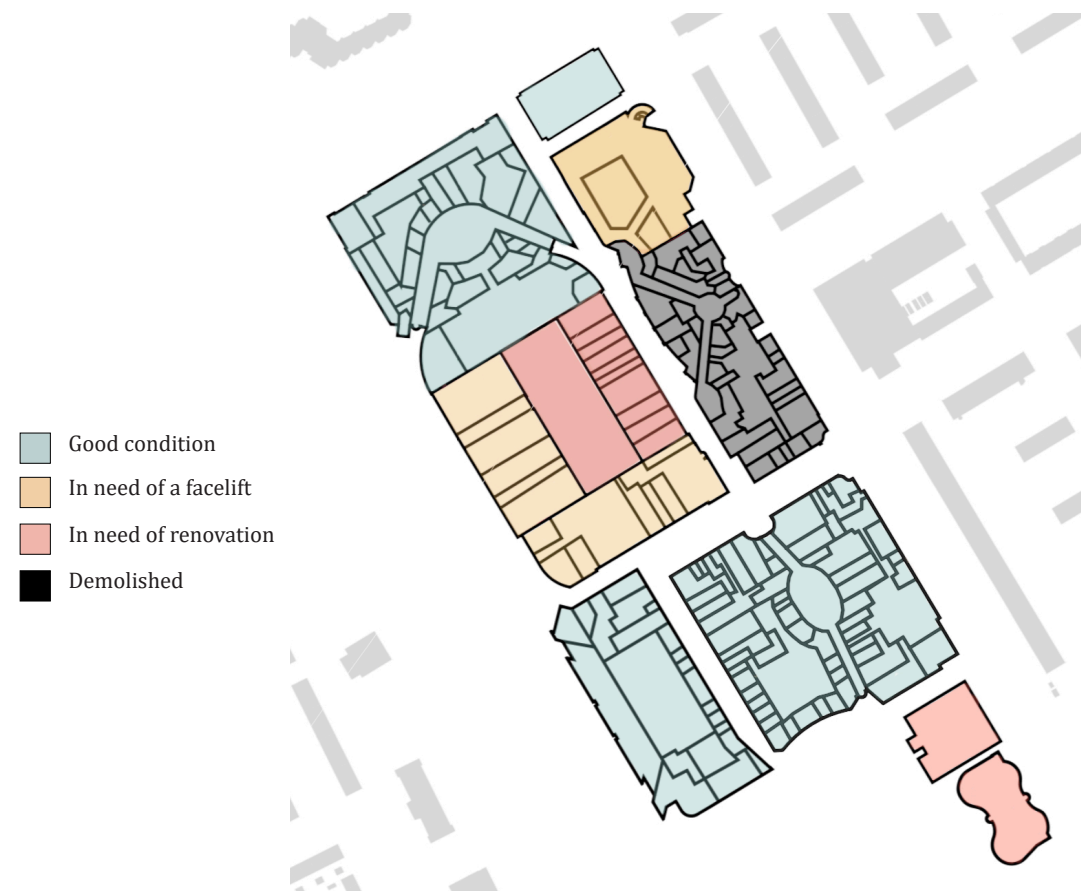


Source: Gemeente Rijswijk, 2019



Appendix II. Material and quality analyses





Appendix III. SWOT-analysis

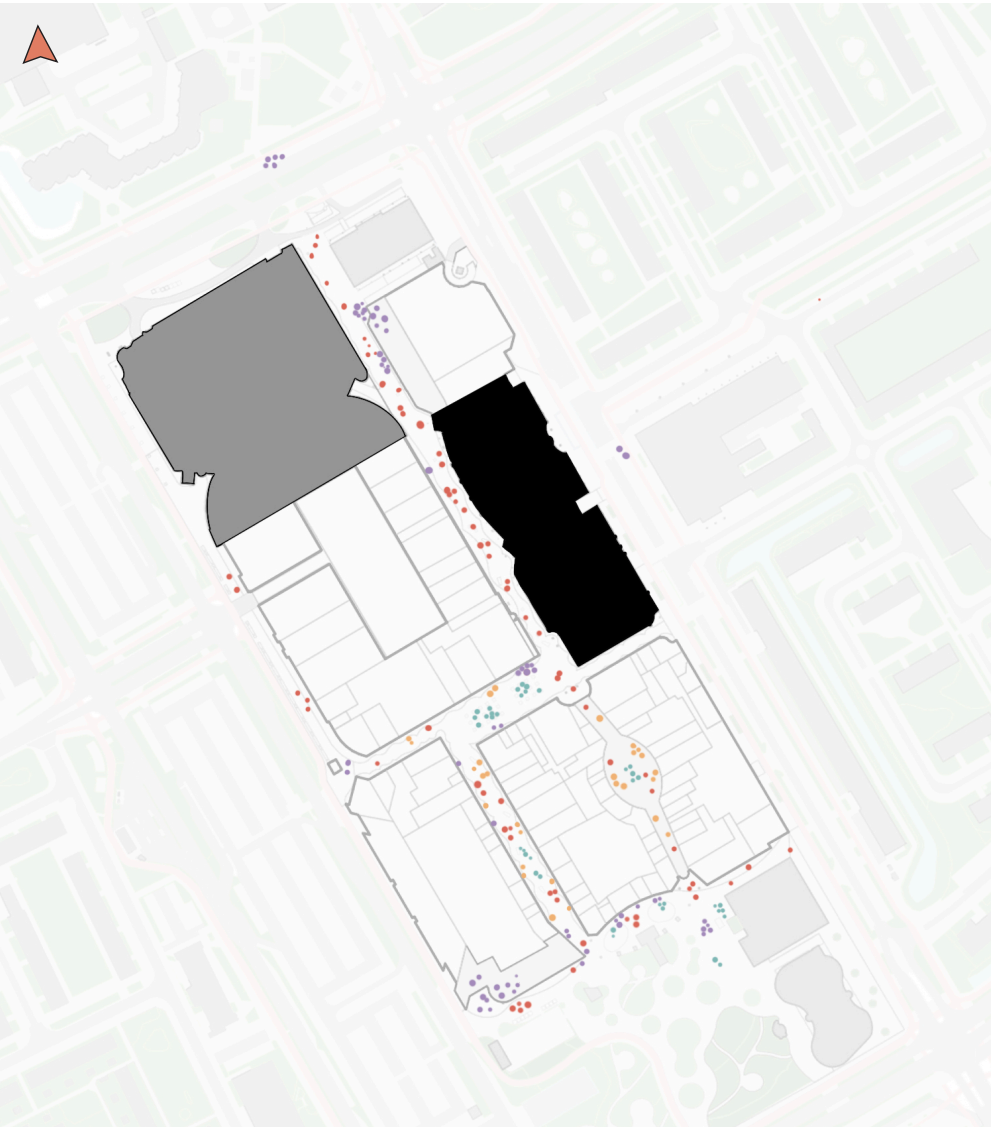


Appendix IV. Behavioural analysis of the users



- Browsing
- Rushing
- Using service
- Relaxing

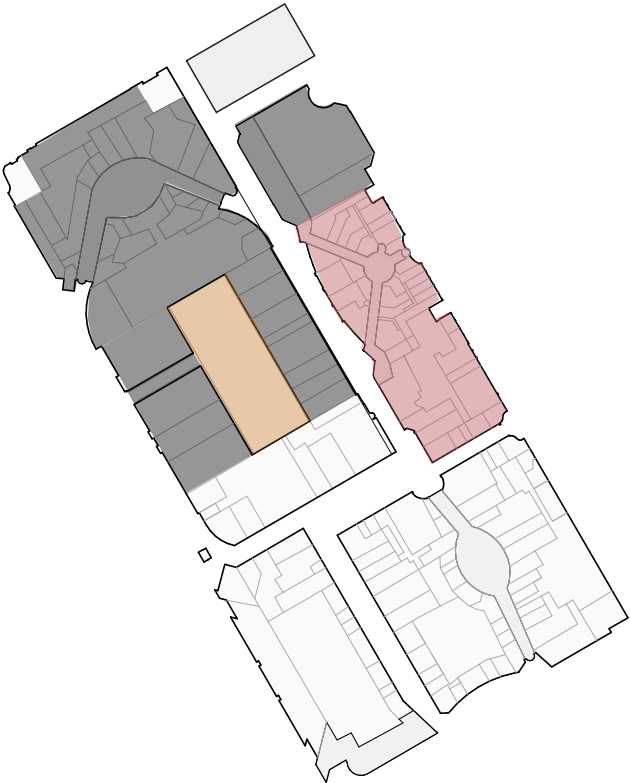
- Browsing
- Rushing
- Using service
- Relaxing



Appendix V. Interviews on heritage, needs and likes of the users



Appendix VI. Keep, transform, remove



Demolish = 13.500 m2 + 900 m2 = 14.400 m2
Transform = 12.100 m2 + 4.400 m2 + 7.500 m2 + 2.800 m2 = 26.000 m2



Retail

Deduction in target area

De Terp +7.250 m2
Target area -1.530 m2



Leisure

New functions added

Total +15.125 m2
Foodhallen +2.255 m2
Former V&D +5.305 m2
Art centre +3.750 m2
Bowling centre +2.565 m2
Biljart centre +1.250 m2



Living

Target area + Strip

Target area +7 houses
Strip +1.500 houses



Work

Ateliers

Target area +1.000 m2