# INTEGRATED COMMUNITY

# DIVERSE PUBLIC SPACE

# **Inclusive** Market

DESIGNING PUBLIC SPACE FOR DIVERSITY TOWARDS SOCIAL INCLUSION IN THE HAGUE'S TRANSVAALKWARTIER-ZUID





#### **Motivation**

I often spend my weekends searching online for interesting activities, with various markets being a significant part. In large cities like Rotterdam and The Hague, I've observed a fascinating phenomenon where the formalization of some markets is encroaching upon the spaces of informal ones. Increasingly, their target audience is shifting towards "tourist" groups like us. Well-known markets on the internet are often not the places frequented by locals. This leads me to wonder: what was the original value of these places? What circumstances are urban residents facing as their public spaces are being squeezed? I am compelled to explore how to balance economic development and the overlooked social groups in this process of gentrification, from an urban design perspective.



Fig 1. Grote Markt met Haagse Toren op de achtergrond. Prentbriefkaart uit 1910 collectie Haags Gemeentearchief

# 1. Introduction

tin...

- 1.1 | Problem Analysis
- 1.2 | Historical Analysis
- 1.3 | Problem Statement
- 1.4 | Project Aim
- 1.5 | Main Question
- 1.6 | Research approach

# PROBLEM ANALYSIS



#### Location



Figure 1: "total land area (in hectares) 2018 - Urban district". *Den Haag in Cijfers.* Retrieved 26 August 2018.

Haagse Markt is located in the Transvaal district of Den Haag. According to the municipality, it is one of the largest markets in Europe. It's just next to the Centrum district, which is the centre of economic development and the most densely populated and trafficked area of the city of The Hague.

The Centrum district is the centre of economic development and the most densely populated and trafficked area of the city of The Hague.



#### **Pressing issue - Liveability**



Figure 6: Transvaalkwartier Livealibity circle (Data platform Den Haag)

hbourhood	The Hague		
33.700	44.300		
29,8%	28,1%		
2,3%	1,6%		
2.200	44.100		

ghbourhood	The Hague	
32.800	44.300	
35,7%	28,1%	
1,9%	1,6%	
5.200	44.100	





#### Den Haag wacht in spanning af of rechter de bouw van nieuwe woningen Zuidwest door laat gaan

Moet de bouw van 220 nieuwe woningen gestopt nu de Raad van State het nieuw project heeft vernietigd? Stichting SOS I Bewonersorganisatie vinden van wel, m Staedion en Heijmans Vastgoed zeggen moeten wachten op een woning. Vandaa zich erover.

Ilah Rubio 01-03-24, 16:27 Laatste update: 0

#### Low Liveability

▲ Den Haag, 16-04-2024 Bijplaatsingen bij een ondergrondse restafvalcontainer ( ORAC) in Laak (Capadosestraat) © Martijn Beekman

# karwei

Het wordt steeds lastiger om ondergrondse restafvalcontainers neer te zetten in de stad. Voor het tweede jaar op rij zijn er minder van deze afvalbakken neergezet dan de bedoeling was.





#### Housing crisis



#### Rechtszaken, leidingen en hoge parkeerdruk: afvalcontainers neerzetten wordt steeds helser

Terence Garnier 07-05-24, 07:00

# Social background



Figure3: Migrant background in Transvallkwartier and Schildersbuurt districts (CBS)



Figure 4: Spatial concentration of poverty in The Hague, NL (Regional Income Statistic, 2000)







Figure 5: Average rating pleasant living, 2015/2017 (CBS)

# Haagse Markt- LOCATION



# Haagse Markt- HISTORY



# The opportunity— Potential of the market

Inspirations- Market as a socio-economic engine



Fig 1.2 Santa Caterina Market (Barcelona, Spain)





Fig 1.2 Mercato di Porta Palazzo (Turin, Italy)

# **Current practices**

After the rennovation of Haagse Markt between 2014-2015







#### Ondernemers Haagse Markt slepen gemeente voor de rechter

Een grote groep ondernemers op de Haagse Markt stapt naar de rechter om het geld dat zij de afgelopen jaren te veel betaalden aan de gemeente, ruim een half miljoen per jaar, terug te krijgen. Dat bevestigt Leen van Popering namens de belangenorganisaties CVAH, NKB, VETRA en SHMO. "We gaan doen wat nodig is."



#### 🔺 © Frank Jansen

#### Kooplui Haagse Markt maken 'zwartboek' vol klachten

Oppositiepartij Groep de Mos wil uitleg van het college over klachten van marktkooplui van de Haagse Markt. Zij hebben een 'zwartboek' gemaakt waarin ze klagen over rioolstank, stroomstoringen, problemen met de rolluiken, gebrekkige promotie en 'exorbitante huurverhogingen', schrijft Groep de Mos aan het college.

Niels Klaassen 29-08-16, 11:41 Laatste update: 29-08-16, 11:42

#### Kooplieden Haagse Markt betaalden jaarlijks half miljoen te veel aan gemeente

DEN HAAG - Kooplieden moeten te veel geld betalen aan de gemeente voor een plek op de Haagse Markt aan de Herman Costerstraat. Dat blijkt uit een onderzoek van de Rekenkamer Den Haag. Volgens dit onafhankelijke instituut, dat in opdracht van de gemeenteraad onderzoeken uitvoert, brengt de gemeente sinds de herinrichting van de markt meer kosten bij de ondernemers in rekening dan met hen is afgesproken en door de raad is besloten. Dat gaat jaarlijks om ruim een half miljoen euro.

•

18 juli 2019, 06:01 • 5 minuten leestijd



Marktkooplui Haagse markt betaalden jaarlijks te veel

#### Voices from community



🔺 🗄 Frank Jansen

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Niels Klaassen 29-08-16, 11:41 Laatste update: 29-08-16, 11:42



#### Haagse markt per direct gesloten: 'Waarom moet dat met zoveel machtsvertoon?

**VIDEO** Burgemeester Remkes van Den Haag heeft vandaag alsnog besloten om de Haagse markt dicht te gooien. Om de populaire markt was de afgelopen week <u>veel te doen</u>. Vorige week bleken veel bezoekers zich niets aan te trekken van de maatregelen tegen het coronavirus. <u>Daarna</u> <u>daalde het aantal bezoekers</u> zeer snel, en vroegen de ondernemers zelf om sluiting van de markt.



# er klanten op de Haagse M... ⑦

I've been selling fruit here for ten years and I've enjoyed it, but now the food market elsewhere is growing and most of the people who come over are clothes buyers, I don't make much money, although *I hope the market* doesn't go away but it's an undeniable trend



It's going to be a big clothing market!

..........





Now that a high-class residential building is being built next to it, I hope the government will use the money to invest in the renovation of the market to turn it into a better **shopping mall** 



Whenever it rains there are very few customers, it's a disaster for the sellers, I hope this place can be turned into an indoor market

# SPATIAL CHARACTERISTICS









#### **Spatial deficit**

There is a lack of open spaces to stop and interact both inside the market and in the surrounding streets, which is cluttered and crowded and reduces the possibility of communication.

#### **Spatial Segregation**

Markets are walled off from their surroundings, gardens in residential neighborhoods are enclosed and dispersed, and there is no connection between public spaces.

Potential social activities and opportunities for interaction are lost due to the underuse of market space during non-operational hours.

#### Space Wastage

# **PROJECT DEFINITION**



#### **1.3 Problem Statement**

In recent years, The Hague market has continued to follow a path of retail gentrification. Despite local authorities actively managing the market, they have not sufficiently considered factors affecting the area's appeal, leading to limited success in attracting tourists. Furthermore, the needs of populations previously reliant on the affordability of the market have been overlooked, resulting in a loss of stable clientele. Additionally, the transformation and modernization of retail and surrounding businesses have gradually diminished the area's multicultural characteristics, further exacerbating social displacement.

In relatively underprivileged areas, gentrification often emerges as a primary strategy by the government. While this approach can spur economic development to some extent, it also leads to several adverse effects. These areas are typically densely populated with an inherent scarcity of public spaces. The process of gentrification can easily lead to heightened direct and indirect displacement, an issue frequently overlooked by government. Markets, as crucial hubs for commercial transactions and cultural communication, should ideally represent the most egalitarian and inclusive public spaces. Yet, the gentrification of markets tends to further constrain the living spaces of marginalized groups, leading to the gradual erosion of multiculturalism, first locally and then societally.

This project put forward the problems that in such a multiculture and reletively deprived area, the marketplace is undoutably an opportunity as the largest public space, but formalization of the market, in other words, gentrification, usually brings exclusivity, which is negative to the urban vulnerabilities and future development.



#### Retail Gentrification

# **1.4 PROJECT AIM**

The aim of this study is to explore how the marketplace in Transvaalkwartier, The Hague, can be redesigned to facilitate its revitalisation while addressing the potential impacts of retail gentrification and enhancing social inclusion. This study intends to identify design and strategic interventions that not only stimulate economic growth and attract diverse market participants but also preserve the cultural identity and inclusivity of the community. By examining the intricate dynamics between urban design, market functionality, and social equity,

So our project's aim is to explore how redesigning Haagse Markt can enhance social inclusion and mitigate the gentrification's effects.

#### **1.5 RESEARCH QUESTION**

How can redesigning the Marketplace in Transvaalkwartier Den Haag help revitalize the market while enhancing social inclusion by coping with the potential effect of retail gentri-

fication?

#### **Sub-Questions**



SQ1: How the retail gentrification leads to the crisis of social inclusion within Transvallkwartier? And what is its spatial configuration?

RESEARCH

SQ2: What are the specific needs and preferences of public space quality in the market from local communities and how can public space design respond to these to promote social inclusion during the retail gentrification process?



SQ3: What kind of design interventions of public space can enhance social inclusion for the future diversity of Haagse Markt?

#### 1.6 Research Approach

**Literature Review:** This foundational step in the project involves a thorough examination of relevant literature to understand and define core concepts, including hyper-diversity, socio-spatial segregation, inclusivity, resilience, and coexistence. The insights gained from the literature review guide the research direction and provide a contextual basis for subsequent spatial analyses.

**Socio-Spatial Analysis:** This analysis delves into the demographic characteristics of the population, including income levels and educational backgrounds, which are crucial for formulating design propositions. It helps to identify the distinct needs and requirements of various social groups concerning the built environment.

**Interview:** To grasp the current and historical dynamics of the area, we not only analyzed various media sources such as news reports, documentaries, blogs and social media posts. It was also necessary to conduct offline interviews in order to obtain the most authentic and direct information first-hand.

**Fieldwork:** Observing human behavior in public spaces is instrumental in comprehending the area's diversity, the formation and interaction of different groups, and how individuals utilize or relate to the space. This method is invaluable for gaining an in-depth understanding of the study area and its specific requirements. **Mapping:** Utilizing statistical data, this method provides a comprehensive understanding of the area's socio-spatial challenges. Factors such as urban form, building functions, public facilities, networks, and low-income or low-education areas are analyzed, informing the design proposal for public spaces.

**Design experiment:** As a design-oriented project, design experiment is a crucial tool for generating conclusions and proposals. It leverages design values and principles to create a framework for planned interventions, drawing from both qualitative and quantitative analyses.

**Case Study:** A pivotal component of this graduation project involves conducting a detailed case study. This analysis examines a specific urban area or a set of areas where similar urban design challenges have been addressed or are currently being tackled. The case study approach allows for an in-depth understanding of how theoretical concepts and design strategies have been practically applied and manifested in real-world settings. It involves evaluating the successes, challenges, and the socio-economic and cultural impacts of urban design interventions

# 2. Theory and Concept

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- 2.1 | Research Framework
- 2.2 | Research methods
- 2.3 | Theoretical Underpinning
- 2.4 | Empirical strategy
- 2.5 | Conceptual Framework

#### 2.1 Research Framework



INTEGRATED PROCESS

#### ----→DESIGN

#### 2.2 Research Methods

#### Main Question

How can redesigning the Marketplace in Transvaalkwartier Den Haag help revitalize the market while enhancing social inclusion by coping with the potential effect of retail gentrification?

#### **Sub-Questions**

SQ1: What the (spatial) characteristics of Haagse Market neighbourhoods cause the potential crisis of retail gentrification and indirect displacement within Transvallkwartier?

SQ2: What are the specific needs and preferences of public space quality in the market from local communities and how can **public space design** respond to these to prevent **social**, economic and cultural displacement during the potential retail gentrification process?

SQ3: What kind of design interventions of public space in the marketplace can enhance social, economic and cultural inclusion for the future diversity of Haagse Markt?



S	Intended outcomes
eview g	Having a comprehensive un- derstanding of the current pros and cons of the market, spatial characteristics and fu- ture needs from different groups.
Analysis	5 1
N	Theoretical basis Design principles
llection	Understanding site potentials Translation of literature to strategic densification po- tentials
iments	
g	Spatial design principles that can be used to construct pub-
'k	lic space design for important marketplace in the urban en-

vironment.

### 2.3 Theoretical Underpinning

A marketplace is a significant public space in urban areas where economic transactions occur, serving as a hub for both commerce and social interaction, and playing a crucial role in urban development.

Retail gentrification is the transformation of traditional retail spaces into more upscale and tourist-focused areas, often resulting in the displacement of original market vendors and patrons, and a shift in market functions from transactional to experiential.

Social inclusion refers to the creation of environments that are welcoming and accessible to all community members, ensuring equitable opportunities for participation in economic, social, and cultural activities, and counteracting displacement caused by gentrification.



#### **Conclusion- From research to design**

We have narrowed down our study from the theoretical framework that potential retail gentrification in the process of regeneration of the Hague market can indirectly lead to economic, social and cultural displacement, so in designing the market space we need to take a bottom-up design approach that fully considers the groups that may be excluded by gentrification and cares about their current activity status.

# 2.4 Empirical strategy

#### Qualitative research programme

#### Methods

#### - In-depth interviews

Understand the deeper feelings and motivations of your customers.

#### - Observation

Understand the day-to-day workings of the market and social interactions.

#### Target stakeholders for interviews and observations

- 1. Traders
- 2. Customers
- 3. Local community members

#### Interview question design

#### 1. Perceptions of the current market:

1). How do you like the current design and function of the Hague Market?

2). What role do you think the market plays in the community?

#### 2. Perceptions and Impacts of Gentrification:

1). Have you observed signs of becoming fancy in the Hague Market or surrounding area? In what specific ways?

2). How have these changes affected you personally or your business? Perceptions and expectations of the market's transformation:

# 3. How do you think the market could be remodeled to increase its attractiveness and competitiveness?

1). What aspacts of space transformation you wanna have?

2). Hopes and fears for the future?

# 4. What are your hopes or concerns about the future of The Hague Market and its neighborhood?

1). What measures or policies do you think could effectively address or alleviate these concerns?

2). Specific Suggestions:

3).What specific suggestions or ideas do you have that could help revitalize the Hague Market and enhance social inclusion in the redesign process?

#### Decoding of Interview Messages

Middle-aged man	Dutch mid-age	Maracco teen
A Seatland store namer		Son of a Seateod
Kow long have you have a store here?	contrag some samer	store owner
nyte mayte 50 years like this.	spát: How long have you been here? spát2: This old sure is for me for <mark>5 years.</mark>	split: What do you think about the market now? split.2x5 a nice market, it's the biggest of the Europe, yes.
they were hold on this mention here, hold on the people here, and then the exple by this place. They buy from the Moraccan people, Understand?	split: System <sup>1</sup> And so it's effer the renovation of the market, right? split: Yeah, <mark>I'm have on the market for elimost 30 years.</mark>	spk1: And you are helping your parents here? spk2: yeah
Land you How long you working here? Imple, this one with the with the glasses maybe 20 years.	spk1: On, 30 years! spk2: I'm working have 30 years.	${\rm spl}(2;you are student)^2 \\ {\rm spl}(2; {\rm Ves}, if i dont go to school i come here help them.  $
this one with the with the glasses maybe 20 years. e renovation?	spikit: On, wow, that's so long! And what's the difference from now and 30 years ago? sold." Item, now it's with all the fixed units. And then 30 years ago we come with two and we	spiri: What do you think about the wibe of the market, everything like outsomers or, spiri: Yhe the outsomere are always rice but you have sometime they are anyly on a form other places are more, local propier more like, you (only take outsides counted)
were, they were Hollands people on this. One it was working with a with a, with with the, with the parter	had to pick the bus out and yeah, it was a lot of work.	from other places are nice, local people more likeyea (they like outsides custom
people also sel the fast? e Thai people sell-have no pressure personnel, personnel, people, you gaogie doeart have so much children or or or we can say the their	split: And the stalls not look like this, right? $split:with all markets, with all units, with all, I'm not so good in English.$	spit: And where are you from? spit: http://comefromWordco, but i green up here insere and more 2nd general
we use the payle set mere in present provide the provide. Journal of the payle set of the p	spk1: And where do you come from? spk2: Holand. On, yean, yean, <mark>Ducth people</mark> .	sph1: Do you have some recommendations for the market? sph2:No.
ske over the stores cut the career changed, showing the switch of market are)	split Do you think it's more diversity here or less diversity here. In terms of customers and	spk1. Do you think it's a good thing to make it more international like attracting to
ou think this is like the main neason, a the main neason, well so many neasons. Like Verscons people, Verscons people	also the product. spl2: Yeah. What do you mean?	here? spk2: Ves, that would be a good thing.
e so much, so much children Teen 11/6 mis one the owner, the glasses The owner e 11/11/11 children,25 you see 20, file: This is Mohemmed, maybe three, is 40	spirit: Like the spire owner. Yean, Yea, Since some people like observe that like there's less builts owner here, night here by people. Like the owner of other spires are changed to like from Duck to other works. Like the owner of other spire, built, and spir2, No Hend, there are a lot directives here. But we here all people. Duch, American, Turkins, all pople buy here.	spit: Therk you' spit: No problem.
Su philo that is like the minimum. a the main watch, year to many watches the Westerne people Westerne people and the state of the state of the state of the state of the state state of the s	from Dutch to other races? spl2: No. Yeah, there are a lot of races here. But we have all people, Dutch, American, Turrish, all oesple bury here.	
ucation, Do you think they will have 10		
I the respondance in the set of t	split: here, and where the mejority of your customent? Like the local people or the people from the split: <mark>All people All people and buying there because we have cheep prices.</mark>	
and the second second second	spin. So you mean all the people from the Netherlands or all the people from Den Haag? ap2_Devybody who is here to the manifest and is tabling for obthes, yeah, we have all customere, for packadly on global or only all customere.	
een 15-1500, but the being much more.) have to go, thank you have a nice day!		
	aph? So the price is much higher than . aph2 Lower: Lower: We have a low price.	
	spirit Buc comparing with the years before, like 10 years before, 30 years before, the prices spirit like have all cheap prices, because where we have a big price here, we don't have customers. Because we have all propose with not a bid of monity on the mether. Do we need	
	to keep the prose low.	
	spict: So ics all like 30 years ago it was also like thic? spic2.tean, 30 years ago we also had cheap prices.	
	spikt: Okay, mank your	Young Dutch
	Canchesian: Since 39 years age they awned the store. They thisk the market is much better now, for ices work of leading, they need to keep low prior to meet the need of lew-incerce	Young Dutch guy
fican man nd a teen	people.	cafe owner
so a been		
Jing store owner and his son		split: How long have you been here? split: How long have I been here? Monling here?
How long have you been working here? : One year.		
<ol> <li>Do you know much about the market?</li> <li>A little bit.</li> </ol>		spat: Warking here in the stare. app2: This assore is for my parema. We were on the merites since my grandparenta. 3 been on the market for a started 420 years more or less. This particular shop is by set
And do you think the market is good now? The market is dead now. The market is dying now.	Middle-aged	spiri-So 10 years before is was also a coffee shop?
: The market is dying now?	man	sph1: So 10 years before it was also a coffee shop? sph2: No, there was a resolution on the market. So there were never units on the it was just stands. So everyboard will be a consider where they had to some their sho not like a unit like new which there he didn'd, before the tend parts. And my go
16. 19.5	A tay stare owner	test me a unit we now, was then we not denig, debute that every parts, who my gri before that even had Christmas articles and wees and sout. And we did all kinds of (sound) like there diversity before)
Dicuse me, ledies. You don't have time for this. You have no time. You have to finish ming.	SPIC: Thank you	periods the server description for the difference from tables the resources and the server description is period. The server description and the resources of these is period. The server description and the space is the server description and the server description and the space and server description and the server description and the loss and the server description
oning. Only two minutes. Okay, Thank you, thank you.	SRI: Thank you SRI: How log the you worked in? SRI: Tesh, Srice I was a fallo boy. SRI: Tesh, Srice I was a fallo boy.	web just a child, like 12 or 14. So i never knew in the business aspect. I never knew, course the age changed a bit, it got a bit more multicultural. But the market is still,
Aright, ekight, Yeph, veh.		throughout this time, it's always been busy and nice. And with the units it's nice that have a coffee shop, because before that it wasn't possible, because you had to store
bu can work here while I arower me. Why do you think the merket is dying now? o, no diversal idon't speet Dirgins,	SRI 1:50 positivi like a like percend generation, likeh. SRI 1: And you also speek Dusth, right? SR2 Tesh, if divose.	before.(Walticulture/ Good for facilities to stay)
fom Africa. He cannot speak English. On my goodness, it's better you interview e talks very good. He's from Pakistan. He's a long time here. And he is very highly	SPR.1. And and do you think the market to good on not good new what do you think about? SPR.2. The search rely of the RC objective of the THP partnersk years. This charged interval for the wood EV search way been to before the partnersk to goat.	spirit: And now you have this with the rent and the cast of more, because it's govern run now, so you pay more for it spit: <u>buck also it gives you more possibilities</u> . So firm not sure, but like it the way it is
		Tm doing good.
Okey, Therk you so much.	SPK1: Nou-mean in terms of clience? SPK2: In terms of in terms of now many people there are and the money-you make, it's less less than before	spld: For you personally, do you often go to other markets in The Hegue? Like the r marked spld: No in The Hegue there's not many markets that increase me, but if i go abroa
	SW1: So why do you think the reason off SW2: Torink because during the pendenci people <mark>ordered a lot coline</mark> i think that's a big fector and <sup>1</sup> think they got used to it and some people, they just don't like conlings the	marked <sup>1</sup> spi2. No, In The Hegue thereis not many markets that interest me, but if i go abroa go out for the markets. If i go to other countries I want to visit those. Nothing in the
	<ul> <li>where we need because ouring the percent of people proteins a coloring (chink that's a big feator and 1 shink they got used to it and some people, they just don't like coming to the market.</li> </ul>	3.96.1. Chin you give some examples about other markes? 3.96.2. Ligs to Fance, but still lakespitoxic amound and think like on these are the set of sames that we have all our markes. It is all the same.
	SPK1: Next, buc Linox the aniline strapping is quite like a much higher price SPK2 Thirds true, buc to appendiz ready seems like there are way less people than before on Sometimes there are is of of people, buc modely is not the same rule, was before	and the behavior because and the second s
		now to make it better?
	2911: The dients are mostly from the local 2912 It depends lifetime means while distances are a loc of bounds from Germany, France, Beautimand during the week there are mostly people from here (web, they do the) Propping	with the second seco
sung Dutch Lady	shapping	don't like this idea. They've been taiking about this as far as the solar panels go. The need to do it averywhere. That's nice. And then it has to come back to the go y runn those to the cost will be down. That's may do the itera. Back to the solar to the solar the solar to the solar the solar to the
pier of a dolbing store owner	SPK 1: Do you strick it's better to make it more sourism, like attract more people here? I mean like charge the which of the stores or something? SPK2: feat/like that would be possible at a constant for a healthy market.	but I'm not seeing anything on my electricity bill (powerment actually dated to be maney back to the stallers)
How long have you been here, at the store?	environment)	spk1: Oh, really? Spk2:tech, spk2:tech, for the star panel is not used for use?
on long have you been here, at the store? on long fire working here? I is say 10 years now. 10 years? So before the renovation # beer? "Hen, but then I was younger, so I don't remember much from the time.	SPK 1: New, Even if it will release the price and you think its better price of rent, well. SPK 2: The price of rent parks of them the income should also go up. If that obserst go up then idon't work the prices incost These best logs.	april. So the server press of used for the government, I givess. It's not being protected for apr2." Not yes, yeah, it's used for the government, I givess. It's not being protected for electricity bill. There when it innov.
Not do you think is different from now and before the renovation? The flexible which do you prefer? which are not prefer? In now, to yourh. The old one, before the renovation, it was		per la lange que la facta de la
	SPLT - And you do have some recommends of the market, like what do you want to change SPLT2 block what do it want to changed think is to control do because it in Port the government. They control is on wurd. Sey our call doel with the you own httpbc. It can do doe when to clear, when to control way, this with more freedom for the for the people that work have it more market and	sym. How or you never my viet, hering or recommendation that's not helped to like architectures, like about anything like about polog, about management? spi21 want to see Mayte they should hantow down what you can have on the ma
Yeah, but for the next, it's higher, right? It's higher.		because everybody that's coming new on the market, they usually end up with out something that's arready here it has to be a specialty more or less. We to have a go
CAnd do you think the customer changed? Like the variety of the customers and also punctly of the customers?	SPK 1: And you also like running all the like same business during the years or your chance to?	sutcher, you have to have a good vegetable shop that hows everything pices, you have like special shops to make it more unique, more unique market, yeah for poo come and really pick something out. Like it can bring more boost, diversion? Yes.
	(b) SPL2, No, it's it's it has been the seme. Ny my ded has been in this market for more than 20 years and it in the behind to know a bit different to see like mobile same and stuff but the was must think. Now it's mostly been stugged as larged my, location is all diagong to suit.	we're gesting shet. We do hewe e los of souriem, especially in she pummer. It's really souriem. But the power of this market is shat for 70 years it's always been lower of
: You mean the local people? : The local people, yes.		at people in the area anothing so people come out on this neighborhood, howevery of what you see vaking here is from around these houses. (It has potential of to they cannot find unsigne things here, so making the making the marked many animal how the second the unsigned things here, so making the marked many animal how the second the unsigned things here, so making the marked many animal how the second the second terms of ter
ch is it a decrease or increase? Qhi think the same, but a change of people. A change? What kind of change? <mark>(Ne, yeah,</mark>		lower class market.)
		split-kn, live local people. Nexh. split ven, fits always been a community manual, more or less, venn, more local in fact throw if you want to mail at branched and maile trauslatic and very separati also not good for the negrotamose. So you have to find the balance init, first poor water is through
11. Yeart, so for the prior, it cannot get fighter. And do you have some recommendation the marked bias the advectory of the producted of the like failed bias of the producted of the bias of the better if you have more variations. The would be better: Any yeart, Jont know what they can change. You meet his to provide the register metter.		also not good for the neighborhood. So you have to find the balance in it (not goo make it family)
lat would be better. And yean, I don't know what they can change. You mean like to ove the Hegue market?		spk?: And for you, live in the neighborhood or not? spk?: I have lived here equally in force, living in this house in force of we use from
. Yesh, improve this market. Stark, I don't know. Because I think many persons from outside of the Hegue don't He me here because of the neighborhood. Because they don't fiell okay,		moved with my girthired particular we leak. After 25 years accurd, those of my life, but it spice. My girthired also works as architect, in a good building company in the Nett
		york and they you have not receptored or not optimized in the set of the model at the ying offer and set on the sets and the 'System standy', up the Apportune of the set of
1: You mean insecure or something? 2: <mark>Yesh, insecure, yesh, Bechure of the news, It's more because of thes</mark> , Okay, and you e from the, where do you come from? Forber, so it's nearby.		spk1: Okay, thank you so much about your answer. Okay, thank you so much about
<ol> <li>Ah, okay, Yeah, So, okay, thenk you so much.</li> <li>Yeah, you're selcome.</li> </ol>		antover. aph2-Yeah, sure, thenk you.

#### Dutch female

#### spici. And do you onsin come her spici. Every two months

Propose, Annotation and Anno and Ann

tor my whole the conting here, so it's just year

spict. And how you get there, like by cars or

#### with the with the car.

spici, and spici, and what do you think the diversity of the product here? Are you satisfied wit product here? spici, Yeah, yeah, There are some spuff that are lower quality and also spuff that I w

That it was used from the from the survivance or is it will think there are enough than both like "you ere not pring for that look a like ligg guilty there is both of cheaper. spl1. Weaths and comparing with the online shopping, which do you prefer like here? spl2. Yeeh. spl3. Just do come, do you here score recommend about the althings about the meet/The structures or the serve of the dote are into a.

recommendations for those and which coffee place to take. Like its wide, its its big, its it gota list of noom for a lot of people because its always busy here. The fine not far your typ variatio.

#### Middle-aged Chinese man

spict: Any lidees on how to improve the market? spic2: Inthic the market is fine. spic3: How often do you come to the market?

spic1: What do you usually buy here? spic2: Meet and fish

spk1: Is it because it is cheeper here mic? Non really , because the mean

buy bigger pieces here. apk1: What do you think about the current situation in The Higgue market? apk2: No, I'm in a humy, sorry.

#### female cuito

spicit 50 i recorded, thenk you. spic2 And what do you do? He tasts at the beginning again. I come once a week, I comy food and sings. with food and sings.

#### spic1: Could be better? Like for multiple years ago?

Incounted 1. But note there was a connect distance between the wars and all the others. An own that gets to be mixed, and if that the clicition is a treated to the gets 8 and but theters then the Connec problems. So many stand indees, they had to stap. They outlink manages, to there are the problems. So many stand indees, they had to stap. They outlink manages, to there are the problems and the stand states are started and the there have the feast and then County problem having a stall in the manages. And its more and more to the "full-started" started between the started states manages and the started states. And it the started started between the started between the started st

#### pk1: Where do you live in the Netherlands pk2: I live in the dby centre.

spk1: You meen Den Haag city centre? spk2: Den Haag, yes. spk1: Ah, ok, so you take tram here. spk2: I take the bus. I take the bus.

\_\_\_\_\_

#### woman cestom

1: How often do you come to this ma 2: ábout once per week?

k1: And what do you usually buy here? k2: Normally ...fresh food and vepetables.

k1: What is the main reason you choose here? k2: becasuse it's abit cheaper compare to buy in the supermarke which of constrained.

pi/2: Yes I'm trying to.

i2: It's really nice, I mean here, I used to have at like home to it, and all the fresh procucts the second sec

ppl1. Do you think its better to make the market more international like market in Labon o Barasional Ular there would be more tourists. To be market from you would be provided from the Labon in the Tan reason you to be market from you would to pick you doubt for houseman (of par and there a sprong specific about doubt house there are is too of open market like bits. Fee they do have it and to great built. Users have had they are pick.

pi(1: Do you think it's diverse enough for the products here? pi(2: Yeal

ph1: Do you have zone recomends for the market to make it much setter? pk2: On., That's toggn., maybe it can make it wide?/Because i feel abit overwhelme econde toto of things happen here everysby. ph1: Thenk woul

# 2.5 Conceptual Framework



**Retail Gentrification** 

3. Analysis 3.1 Analytical Framework

3.2 Spatial& Social analysis- City scale

3.3 Spatial & Social analysis- Neighbor-

hood scale

3.4 Marketplace analysis



#### 3.1 Analytical Framework



The analysis framework consists of spatial and social analyses of the current state of public space and its impact on social inclusion, they are divided into three scales, with each scale having its own research theme. The aim of the analysis is to identify existing spatial problems and provide guidance for subsequent design strategies.

- **Building Function**
- Distribution of public spaces

#### 3.2. Spatial& Social analysis- City scale

Landuse



The scale map of the city shows that social amenities and public spaces in The Hague are concentrated in the northeast and dispersed and sparse in the south-west.

In terms of transport, the natural river and the man-made infrastructure separate the city centre of The Hague from the south-west.

From the public space mapping we can see that the urban landscape around the site is fragmented and lacks continuity, and that the Hague market is comparable in size to the city centre business district, so there is a huge potential for development.

#### **Urban Public space**





Landscape fragmented

#### 3.2. Spatial& Social analysis- Neighborhood scale

#### Landuse

#### Accessibility

Proximity a Spaces



The Hague Market connects the neighbourhoods to the east and west and has a high demand for pedestrian access. The Hague market is reached mainly by trams and buses, for the neighbourhood walking is the most common way to reach it and walking accessibility is very important. The double sides of the market have relatively low proximity, there should be more accessibility for people to get across.

#### Proximity and allocation of Public



#### Two hard boundaries of Haagse Markt



Fences on west side



Wall on east side

# **PUBLIC SPACE-** Outdoor Public space



Public space Commercial Educational Industrial Residential 

Observations indicate that these formal public open spaces have great potential, with multiple outdoor public spaces of considerable size, but are underutilised. At the same time, these spaces are underutilised for a single use, while they have quite large potential of encountering.





Transvaal Wijkpark





Kaapseplein





Vermeerpark





North etrance



South etrance



























#### Semi-public space- Courtyard



Semi-public space Commercial Educational Industrial Residential Semi-public spaces such as courtyards are usually owned by individuals. This is particularly true of schools and social housing. Most of them are to some extent for public use. Most of the time they are used by specific groups. They are gated and fenced and have fixed opening hours. In addition, the construction of such facilities and places is led by local planning, so there is a comparable number of them compared to the rest of The Hague, but this also leads to a very homogeneous functioning of the public space, and some of the informal, people-generated activities hardly take place. **So the public spaces should have more diversity.** 





Collective housing



School

School

High school











Community center & School

























#### Market place Analysis- Street& Square



Public realm
 Encounter spot L
 Encounter spot M
 Encounter spot S
 Physical boundary

Street is a very important linear public space, it is the field where people most often move and pass through, and it connects different public spaces. The frequency of encounters is related to the degree of openness of the road boundaries, the more open the boundaries are the more opportunities for encounters are created.



The tramline side have good environment with greenary. But the pedestrain lane is narrow and far away from the market.



The back street is well-connected with residential area, but cars are parking both sides of the street, and full of trash on the pedeatrain ways.



Conclusion: The batter encounter realm is needed.

The streets towards the market have both sides parking cars with no greenary or resting space.

### Market place Analysis- Innerside activities

#### Open days



Outdoor Cafe

Flexible stall

Outdoor furniture

Corridor

#### Close days



Women shopping



The Haagse Markt is empty 3 days a week, and the formality of the marketplace prevents it from being utilised flexibly, creating a waste of space and a barrier.

# Identifying the Users and their Needs- INTERVIEW

**Stallers** 



Seafood

#### Customers



Local unDutch



Local Dutch



Visitors

#### 3.5 Problems conclusion






# 3.5 Problems conclusion



Conclusion map

# **Diverse** pubic space

## Mix-use public space

# Integrated Public space

# 04

Haagse Markt Commercial district 4. Design Intervention
4.1 | Design Steps
4.2 | Design Concept
4.3 | Design Principles
4.4 | Vision
4.5 | Design Strategy
4.6 | Design Intervention



# 4.1 DESIGN STEPS



The design process will unfold through the above sequence, starting with my conceptual framework combined with the content of the analysis to get my design concepts and design principles, each of which is underpinned by a corresponding design strategy that underpins the spatial organization, and concluding with the final chapters of the design interventions based on the actual site.

## **4.1.1 FROM RESEARCH TO DESIGN**



# **4.1.2 DESIGN FRAMEWORK**



### Access to all

### Spatial justice

# **4.2 DESIGN CONCEPTS**



### Belonging

This principle focuses on creating spaces that foster a sense of community and personal connection. It aims to support local cultures and histories, making residents and visitors feel that they are part of the community.





Hybridity in urban design refers to the integration of multiple functions within a single space, promoting a blend of uses such as residential, commercial, cultural, and recreational. This principle supports a flexible urban environment where spaces can adapt to different activities, times of the day, or community needs.



### Dynamic

The dynamic principle relates to the design of spaces that are not only physically adaptable but also perceived as lively and engaging. It focuses on creating environments that respond to the changing needs and behaviors, incorporating elements like movable structures, temporary installations, and interactive features that encourage participation.

# **4.3 DESIGN PRINCIPLES**

### 1. Market as the social glue

Increase the connections. Marketplace acts as a important social place, should involve some culture events that can help connect different groups.

### 2. Cultural diversity

Considering more about the culture identities in the multi-culture neighborhood when doing placemaking, this contributes to the promotion of cultural and social inclusion.

### 3. Spatial justice

This is both about accessibility and flexibility. Economical opportunities should be equal to anyone here, normal people can have chance to set up there own business, like some handcraft souveniors. They can rent the temperory stalls to make money. Making connections is quite important for the actual use of the space, and landscape modifications can provide a sense of attraction and help integrate different neighbourhoods.



Intengiable



### 5. Mixed-use

Mixed function urban blocks, with emphasis on the common space should be investigated, with a direct connection with the urban fabric, in order to provide both the needed amount of new housing units, but also better living conditions and more opportunities for interaction. (multiple use 24h)

### 6. Consider the vulnerabilities

The public spaces should be hybrid enough with more complementary functions such

### 4. Access to all

For the governence we need more policy to let everyone especially people who living here have opportunity to make money in the market.



This vision map illustrates three key strategies at the urban scale, the main thrust of which is to enhance the connectivity of commercial streets between different neighbourhoods to form a coherent commercial network at different scales, to increase pedestrian accessibility and to attract a diverse range of people to the market, and to optimise the network of public spaces to provide public spaces at different levels and functions.

# 4.4 Vision

So on a large scale, there are three main guidinglines:

- Increase public infrastructure and **socio-cultural facility** - Make soft boundaries for the **pedestrain accessibility** - Increase the **connectivity** of public space



facilities

# **4.5 DESIGN STRATEGY**

Local food market

Free market

Housing and other functions



### New connections

# **4.5.1 SPATIAL STRATEGIES**

DIVERSITY+ ACCESSIBILITY



First focus on diversifing the public space inside the market, now the walkways are the main linear public space inside the market, which are narrow and repetitive, more diverse the space is, more interactions will happen.



Narrow and monotonous walkways





Second strategies focus on the flexibility of the marketplace, as we make the two entrances more integrate with the urban fabric, the size of the temporary market can adapt to different needs.



Fixed stalls

MIX-USE+ ORIGINAL STRUCTURE



The original market is really important for the sense of belongings of locals, so we remain the fixed market on the first floor, to face with the needs for future young generation, we build the new small housing clusters above it, based on the original structure. Make sure to minimise construction costs, and allowing the market to be a public space for residents during closing times.



Closed hours market



Diverse public spaces



Temporary stalls



Added functions

# **4.5.2 FLOW OF THREE LAYERS**



### Stalls typologies







Handicrafts stalls

Vintage market stall

Cultural market stall

# 4.5.3 STRATEGIC MAP



PEDESTRAIN LOOP



PERMANENT ELEMENT



FUNCTIONS



LANDSCAPE

# **4.6 IMPLEMENTATION**

### MASTERPLAN



First Floor 1:1000

## **4.6.1 MASTERPLAN**



ZOOM IN AREA 1

# **4.6.3 PUBLIC SPACE DESIGN**



### Balcony

The balcony becomes a semi-private space that creates a visual and socio-spatial connection between the market and the housing.





### Roof-top Garden

The rooftop space is owned by the residents and is a space free from commercial interruptions, where people can communicate and interact with each other from their daily actions such as drying clothes, planting flowers, and so on.



### Terrace

The corridors within the housing clusters form the public space within the settlements, which is a semi-public space, separated from the market, and whose main users are the residents of social housing.

### Community center

One of the original buildings became the community centre, and the community square connected to it became a public space shared by all residents, accessible to all during the market's opening hours, and only to residents during its closure.

# **4.6.3 PUBLIC SPACE DESIGN**



### Mobile stalls

Flexi-shops can be used as venues for a variety of themed fairs and cultural events where everyone has the opportunity to set up a stall - it's flexible, cheap and plentiful.





### Shop extension

The extension of the shop into the street can also be a particular type of public space, where people sitting on the street side drinking coffee can have a visual and verbal exchange with people walking.



### **Fixed stalls**

The elevated space on the ground floor of the residence is used for fixed stalls, preserving the original function of the current market, with a combination of warehouses and housing, which serves as both a commercial space and a space for visitors and residents to interact.



### **Festival Plaza**

The flexible space at the north entrance of the market can be used for a number of cultural activities and events to create a favourable atmosphere and attract people to the market.

# **ZOOM IN AREA 1**



Fig 6.2. Zoom in plan 1:250 (First Floor)

This is the south entrance of the market. The plan includes a new east-west pedestrian path, connected by landscaped greenery and mobile shops on both sides. On the east, where it borders a major thoroughfare, entrance steps and landscaping create a buffer zone, also crafting an inviting feel for people to enter. The south plaza is equipped with movable shops available for rent by any residents wishing to set up stalls, thus energizing the space.



Section A-A 1:250



Section B-B 1:250

1. Social housing

- 2. Outdoor furniture
- 3. Underground parking entrance
- 4. Fixed stalls
- 5. Mobile stalls
- 6. Pedestrain lane
- 7. Entrance
- 8. Balcony
- 9. Parking



The new walkway at the south entrance



The landscape of the west street

# **ZOOM IN AREA 2**

А



Zoom in plan 1:250 (First Floor)



- 1. Social housing
- 2. Community center
- 3. Community plaza
- 4. Fixed stalls
- 5. Mobile stalls
- 6. Pedestrain lane
- 7. Entrance
- 8. Balcony
- 9. Parking

The central area of the market features a combination of newly built social housing and a ground-level open market, preserving an original market building as a community center. The housing clusters are arranged in a settlement pattern, with a community public space in the middle. Entrances are located on the east and west sides, with the entrances to the residences situated internally within the clusters. On the plan, this layout clearly delineates private, semi-public, and public spaces.



The close days- inside the housing clusters



Free cultural market

# -1. THANK YOU!!

