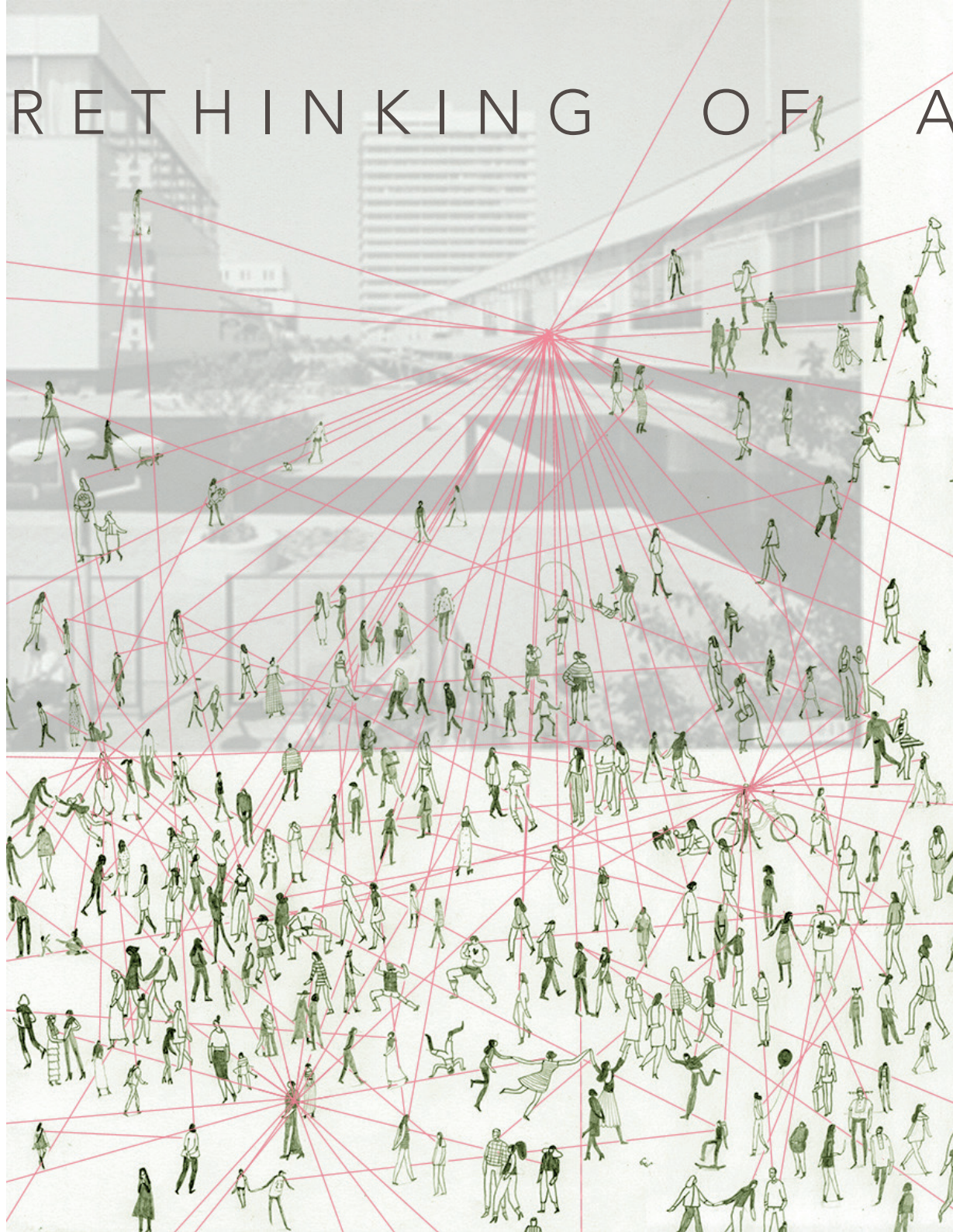


RETHINKING OF A TYPOLOGY

5612179

Heritage & Architecture Studio
Exploring 20th century malls

P5 Graduation Presentation | 26nd of June, 2023



Rethinking of a Typology

Content

THE Mall In de Bogaard

-

One of the biggest problems today

-

A possible Solution - Research

-

Application

-

Revitalization of the Mall In de Bogaard

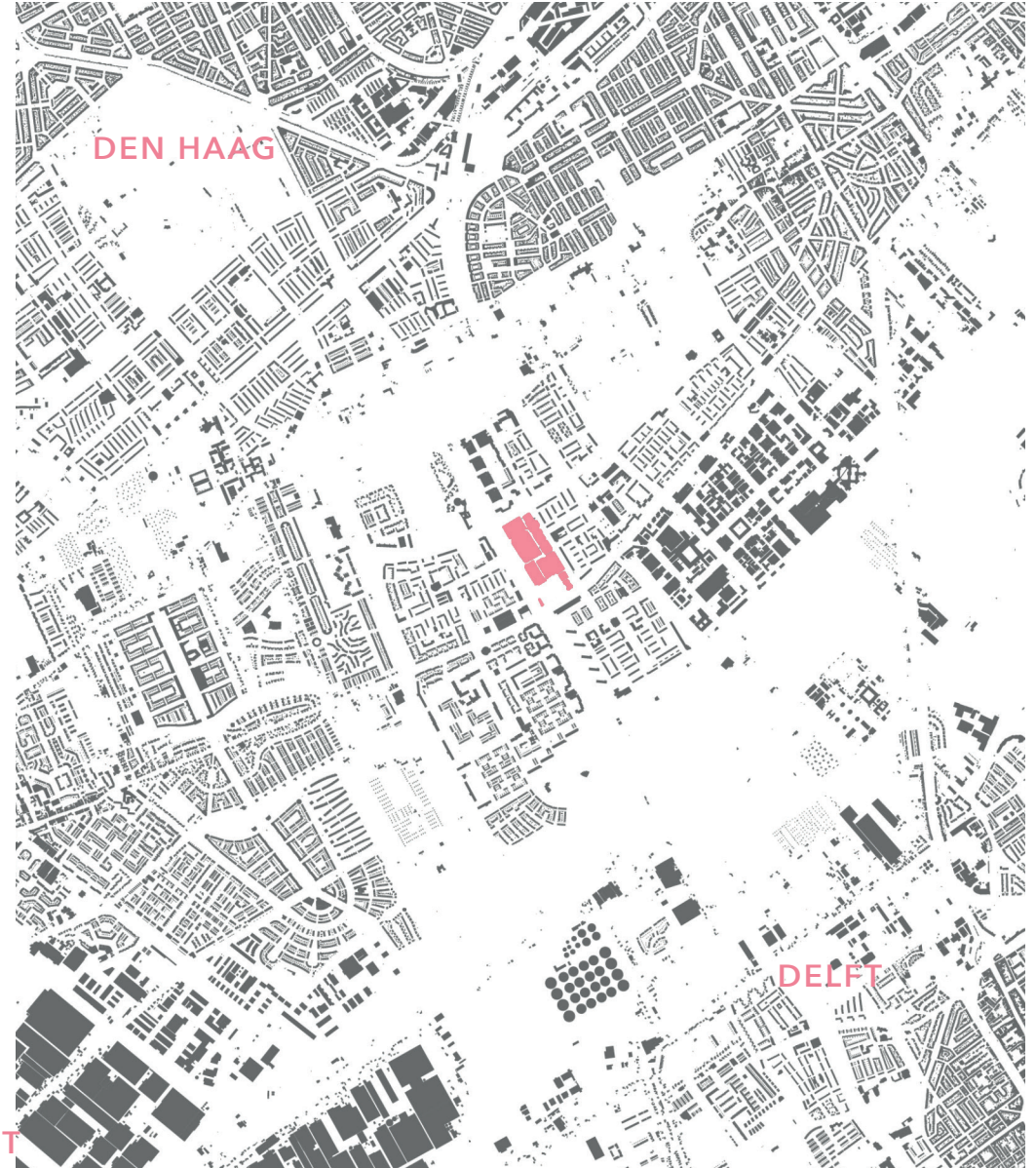
Urban Plan

Urban Focus

Architectural Focus

In de Bogaard

Place of action | The design case



In de Bogaard

Place of action | The design case

Shopping Center In de Bogaard (National Archief, 2022) |1| 1963



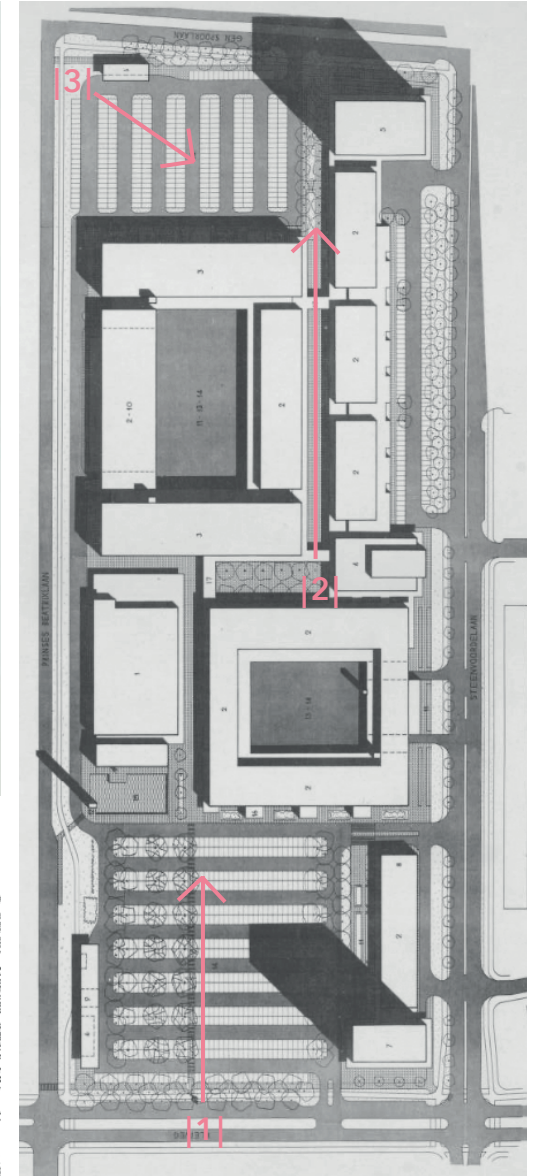
|2| 1976

Shopping Center In de Bogaard (National Archief, 2022)



|3| 1963

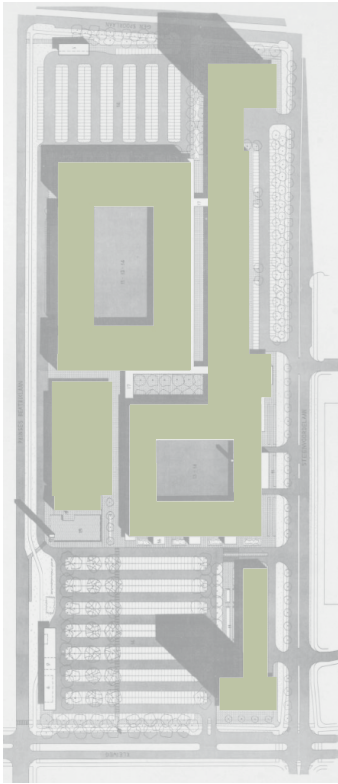
Shopping Center In de Bogaard (National Archief, 2022)



Shopping Center In de Bogaard (National Archief, 2022)

In de Bogaard

Place of action | The design case

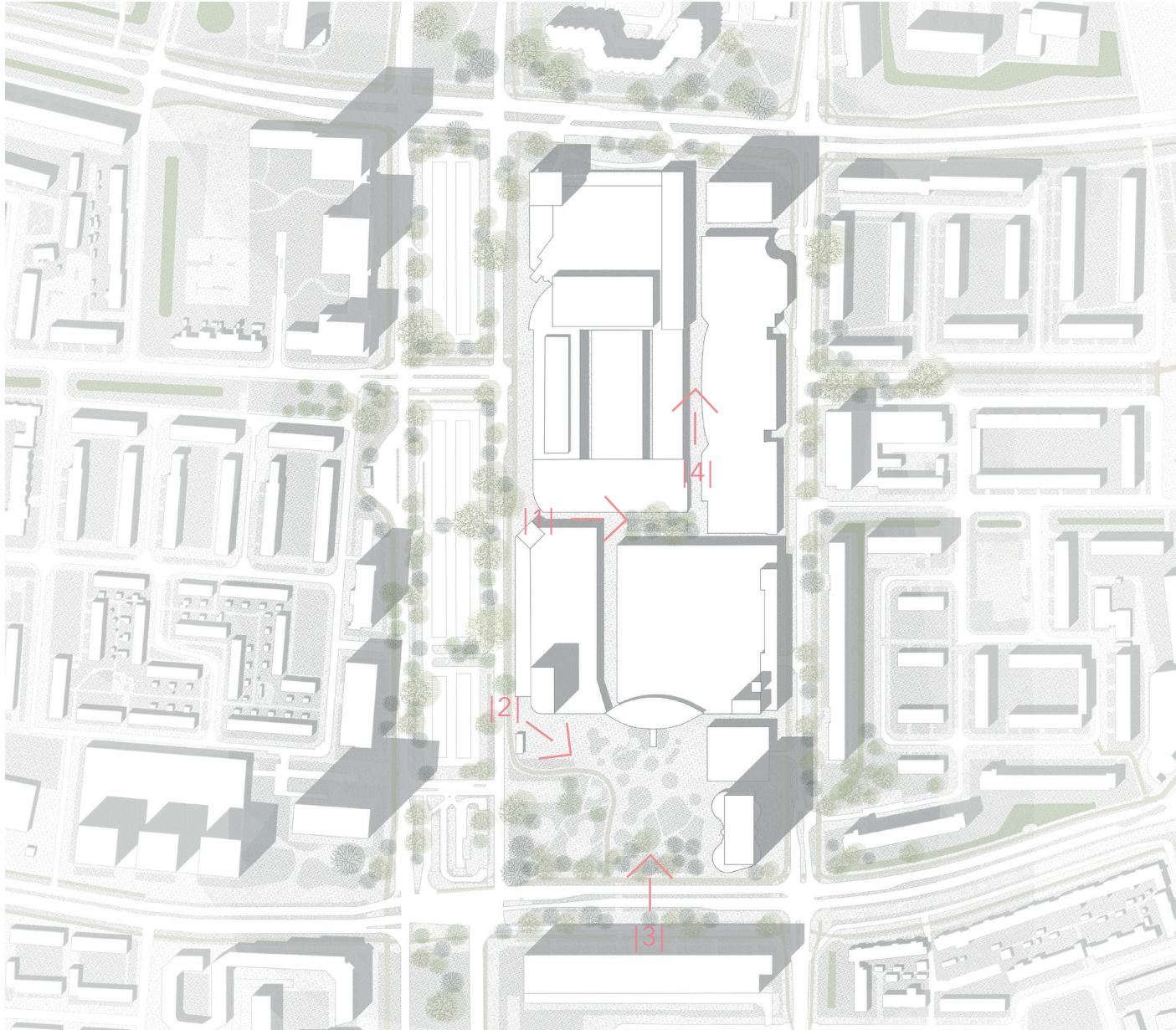


Shopping Center In de Bogaard (National Archief, 2022)



In de Bogaard

Place of action | The design case



Shopping Center In de Bogaard
(Isabella Mortensen, 2022)



| 1 |

Shopping Center In de Bogaard
(Isabella Mortensen, 2022)



| 2 |

Shopping Center In de Bogaard
(Isabella Mortensen, 2022)



| 3 |

Shopping Center In de Bogaard
(Isabella Mortensen, 2022)

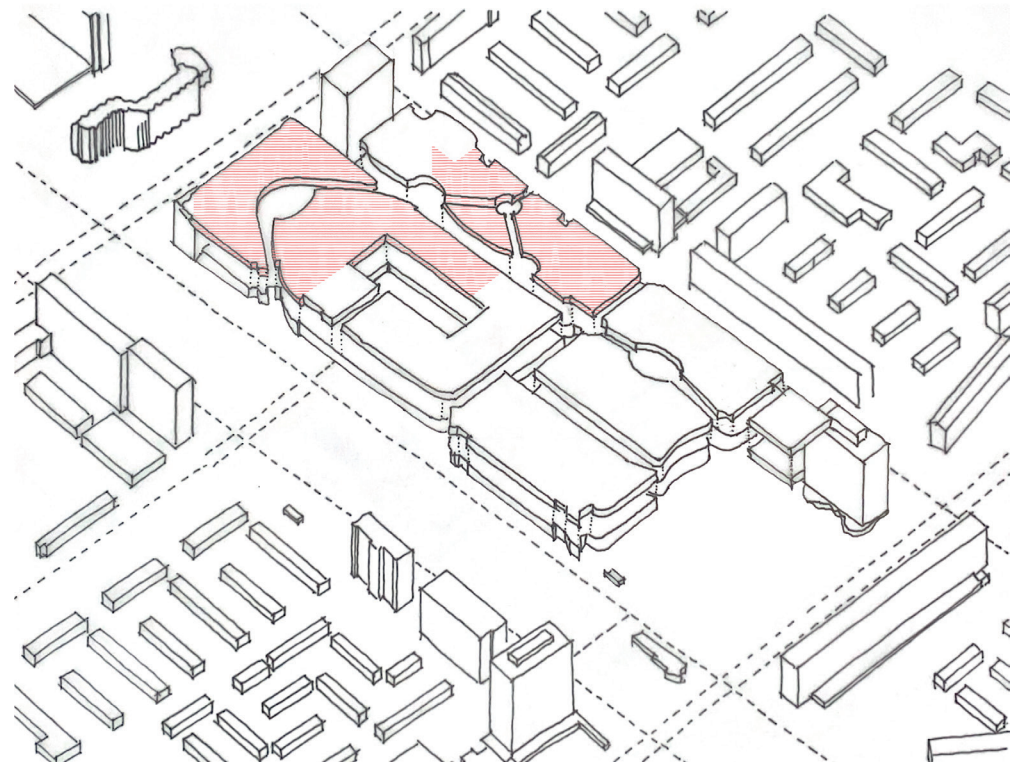
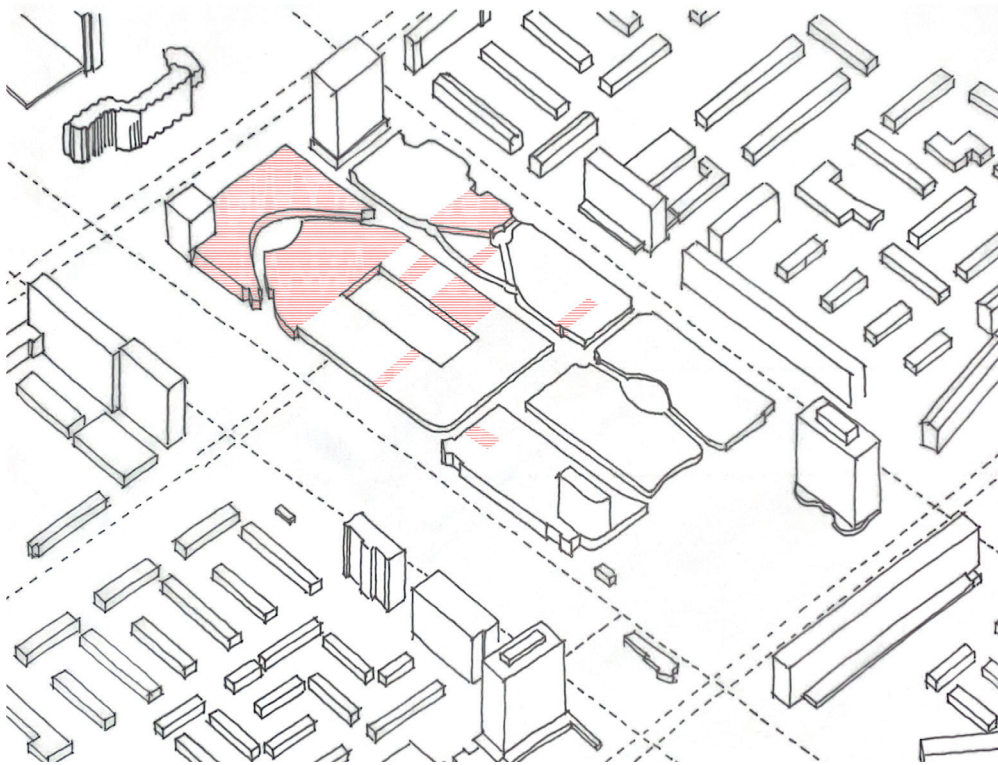


| 4 |

Shopping Center In de Bogaard
(National Archief, 2022)

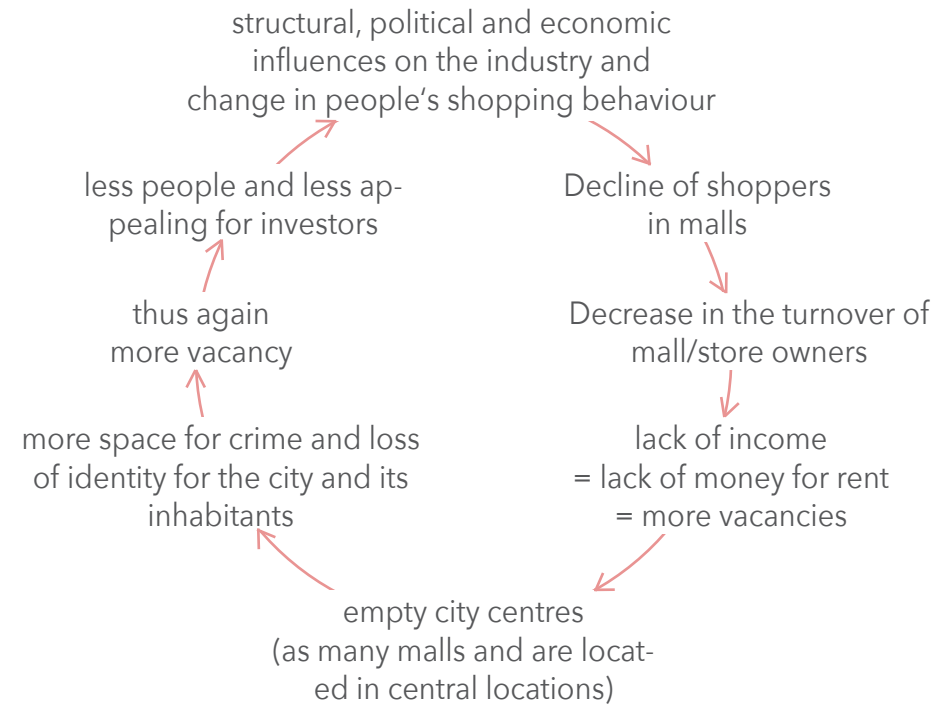
In de Bogaard

Place of action | The design case



How to break the vicious circle?

Motivation



„If a city centre loses multifunctionality, vitality and diversity (due to vacancy), this is not infrequently equated with a threat to urban living culture and social identity.“

(Brinker & Sinning, 2011)

Solution —————→

Exploring 20th century malls

Graduation Studio

How could the shopping mall meet contemporary demands?

What is the future of the mall?

Why does it take too long?

Problem Statement



Revitalized shopping mall The Westfield Mall of the Netherlands, Den Haag
(van der Kwaak, 2022)



Revitalized shopping mall Hoog Catharijne, Utrecht
(ULC Groep, n.d.)

„The idea of revitalization is to balance the current rapid development in urban areas through the conserving urban identity, culture and traditions.“

(Ramlee, 2015)

Owners

Privat property - Public Sector - Financial Suppliers - Investors - Property Developers

Insiders

Residents - Interest Groups - local and regional administrations - Temporary User

Government

Municipality - Planners - Policy makers - Country administrative Board - National Government - financial suppliers

Outsiders

Educational Parties - Tourists - Foreign Visitors - Pilgrims - Connoisseurs - Non-Profit Organizations

Academics

Experts and Scientists - Students - Teachers - Researchers

Media

Books - Websites - Literature - Documentation

Why does it take too long?

Problem Statement



= New Strategy for future of a mall

DECISIONMAKER

"[Decisionmakers] often face challenges in the processes of identifying stakeholder and their needs, assessing stakeholder impacts and their relationships, and formulating appropriate engagement strategies."

(Mok et al., 2014, p. 447)

Owners

Government

Academics

Insiders

Outsiders

Media

Why does it take too long?

Problem Statement



≠ New Strategy for future of a mall

DECISIONMAKER

- not the right tools
- no informationbase of the Typology of Shopping Malls

Owners

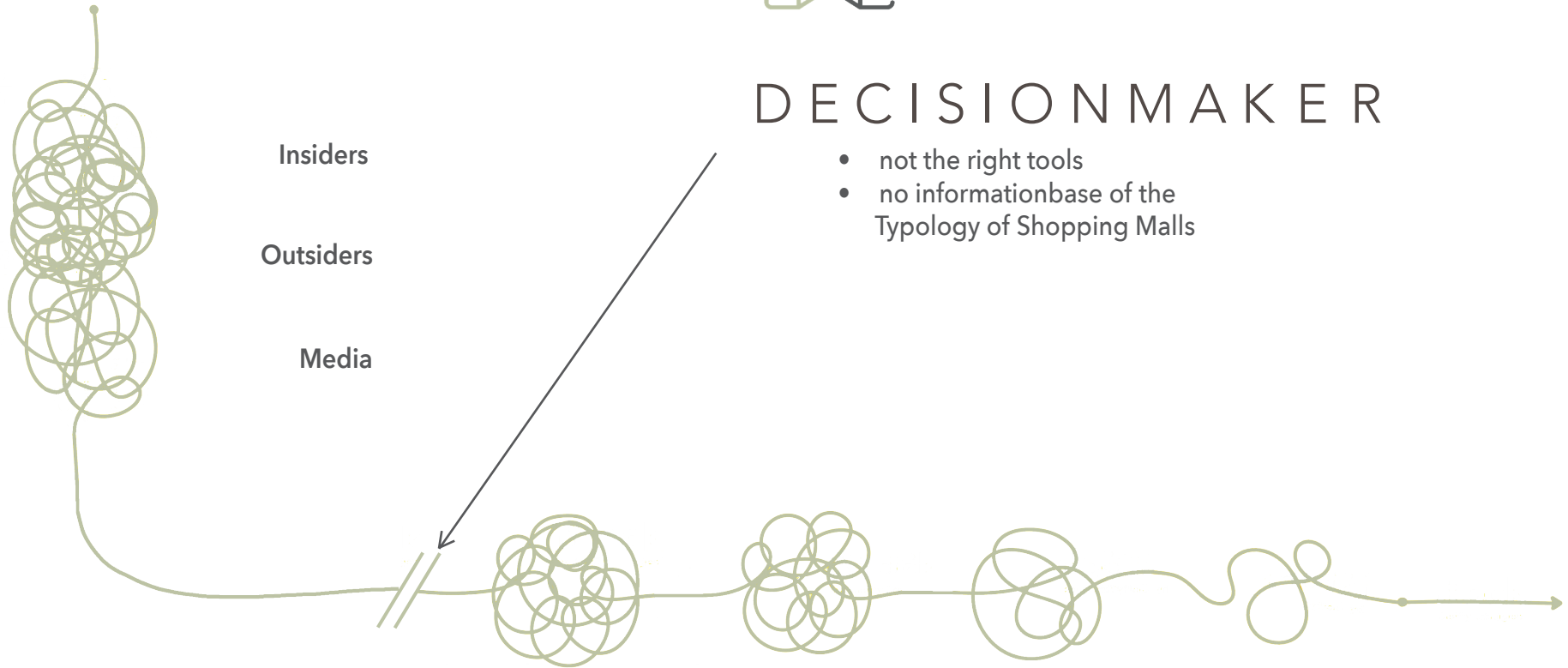
Government

Academics

Insiders

Outsiders

Media



Why does it take too long?

Problem Statement



Shopping Center In De Bogaard (Isabella Mortensen, 2022)



Shopping Center In De Bogaard (Isabella Mortensen, 2022)



Shopping Center In De Bogaard (Isabella Mortensen, 2022)

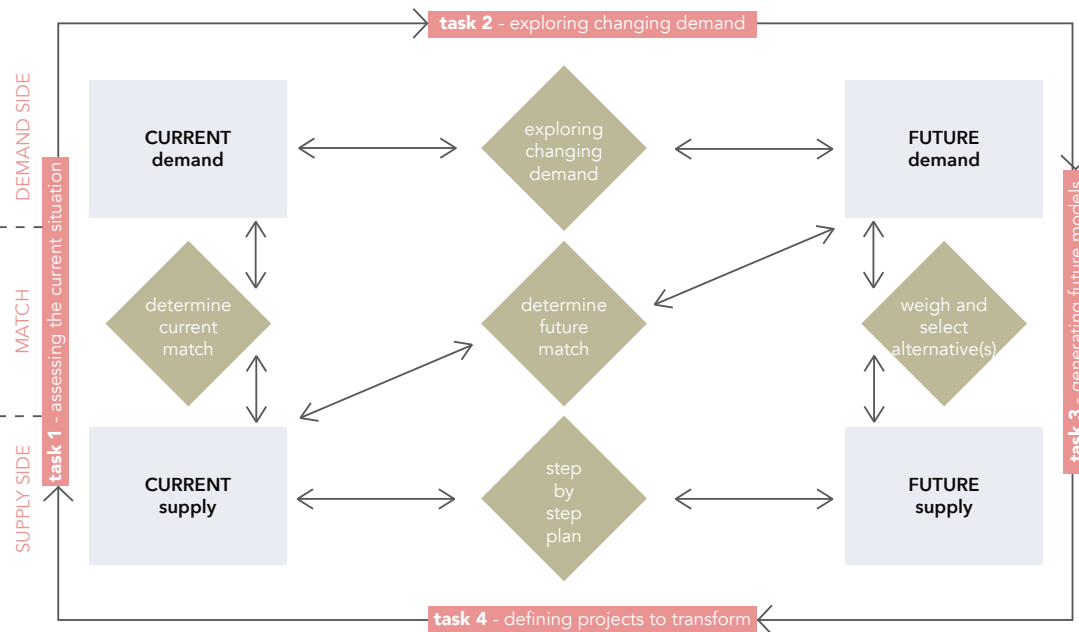
Developing a Tool

Theoretical Framework

Designing an Accommodation Strategy | DAS

built like a step by step plan to develop new accommodation strategies for vacant buildings:

1. **assessing** the current situation
2. **exploring** the changing demand
3. **generating** future Models
4. **defining** projects to transform

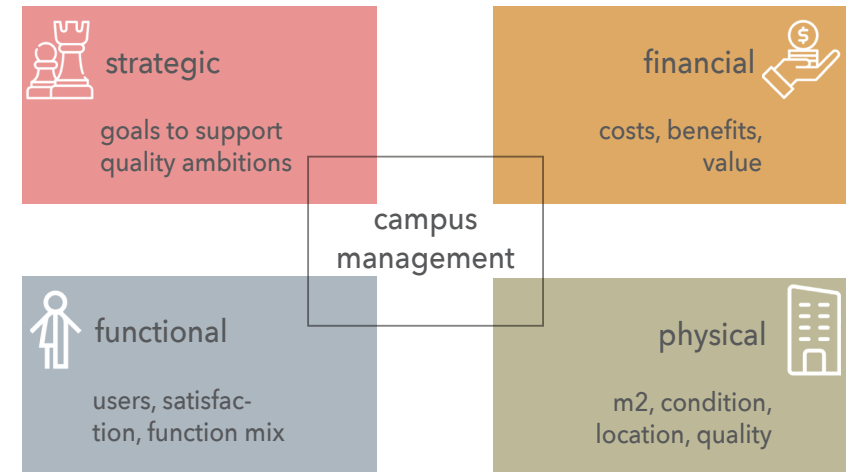


The DAS-frame (Den Heijer, 2011, p. xv)

Corporate Real estate Management Perspectives | CREM

four important perspectives to evaluate every stakeholder and building in the corporate real estate management:

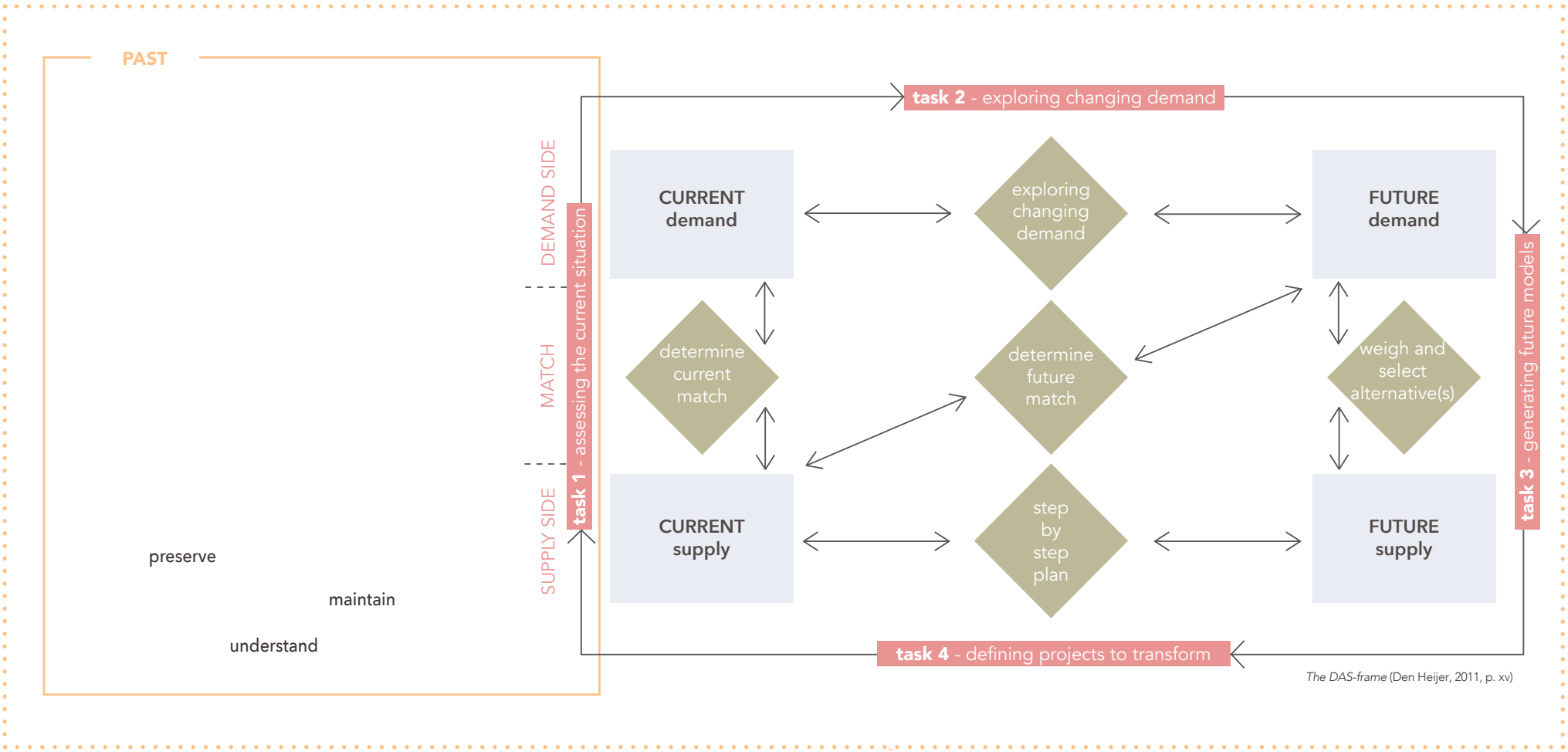
- strategic
- functional
- physical
- financial



CREM perspectives (Den Heijer, 2011, p. xiv)

Developing a Tool

Theoretical Framework



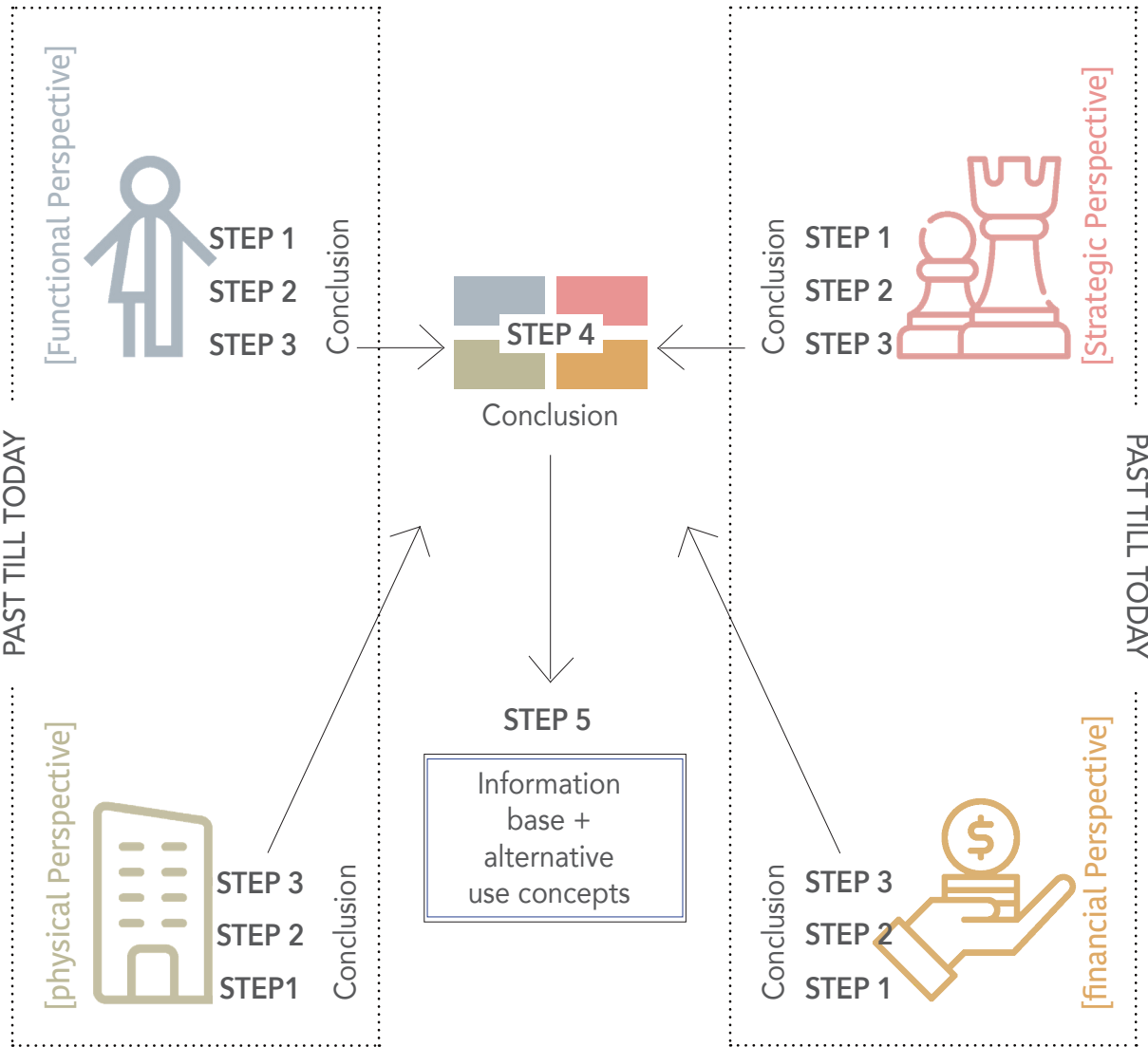
Rethinking a Typology

Research Question

How should the theories of Den Heijers dissertation „Managing the University Campus - Information to support real estate decisions“ be applied in the analysis and revitalisation process of malls to make time efficient, informed and optimal decisions about the future of vacant shopping malls?

Step by Step

Research Results



PAST TILL TODAY

STEP 1

Assessing the original Mall

serves the analysis of the original malls as well as their background

STEP 2

Assessing changing demand of the original Mall

looks at past social, economic and political influences that have affected the original mall and led to its current state

STEP 3

Assessing the current mall

serves the analysis of the current malls and their state and situation

TODAY TO FUTURE

STEP 4

Exploring changing demands of the current situation

identifies and analyses future trends that might have an impact on the mall and should therefore shape the concept for the future mall

STEP 5

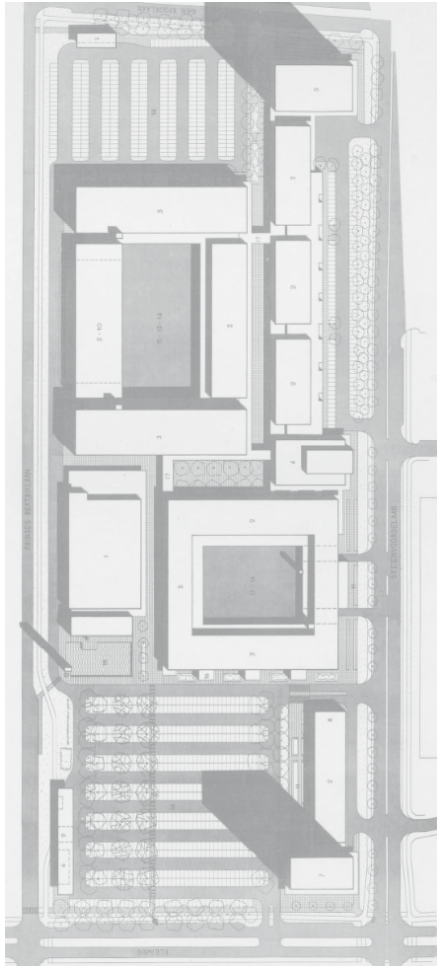
Generating future models

investigates which of these trends have the greatest and most important influence on the development of malls - with that information it is possible to develop scenarios and strategies for new concepts

Step by Step

Research Results

STEP 1

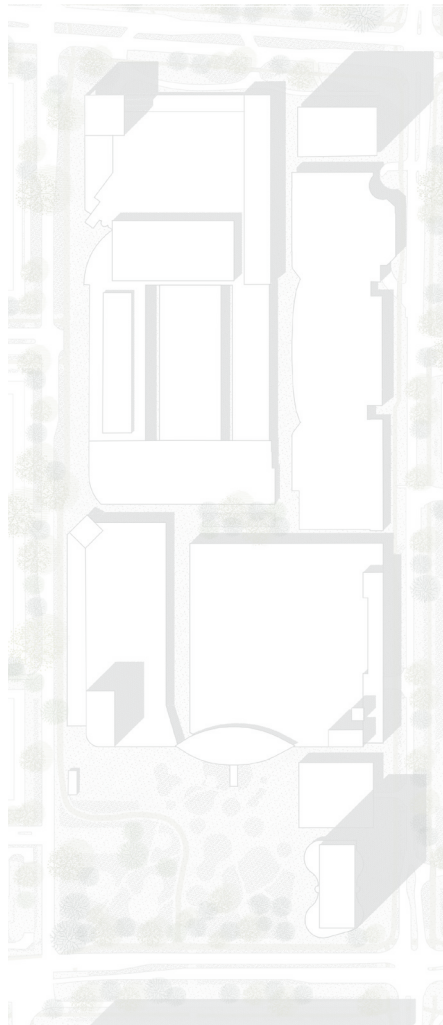


Shopping Center In de Bogaard (National Archief, 2022)

STEP 2



STEP 3



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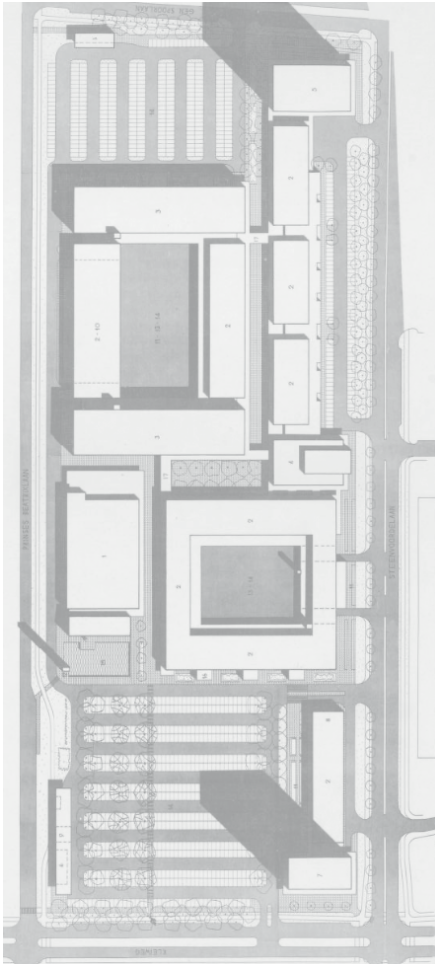
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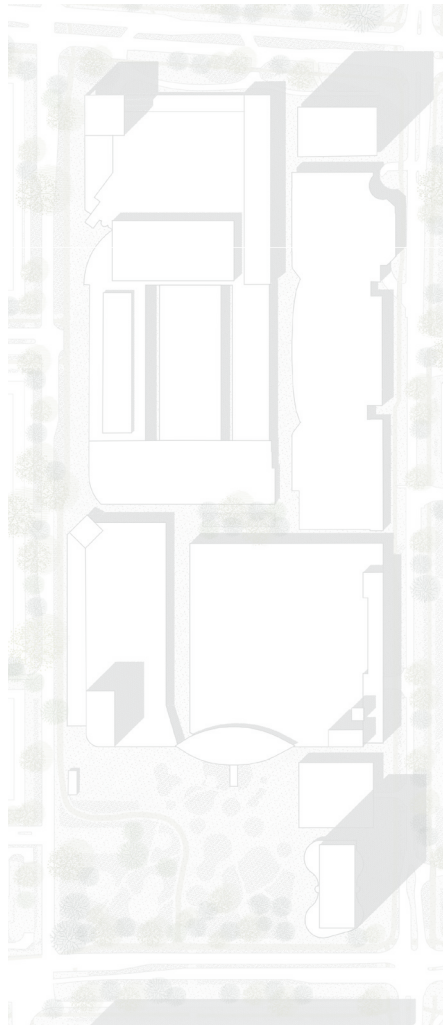


Shopping Center In de Bogaard (National Archief, 2022)

STEP 2



STEP 3



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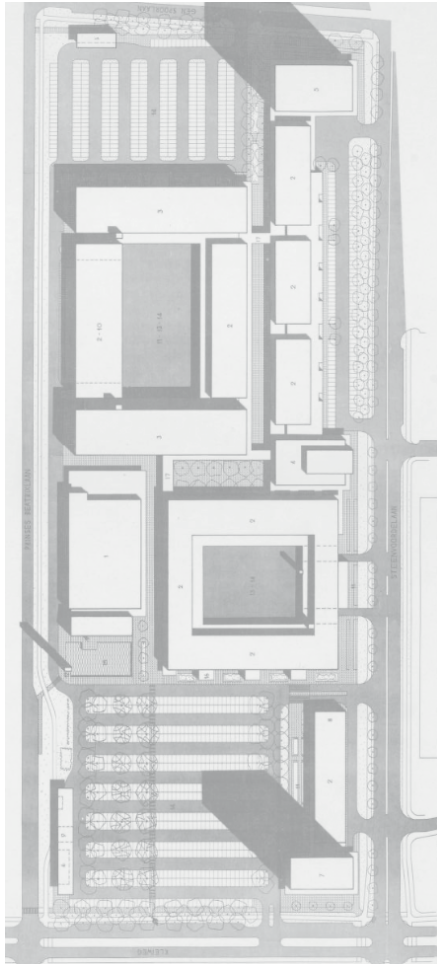
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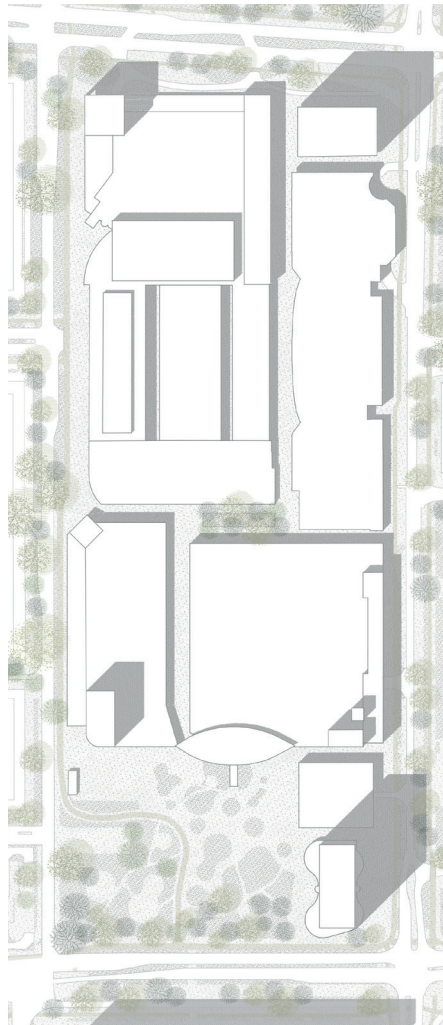


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STEP 2



STEP 3



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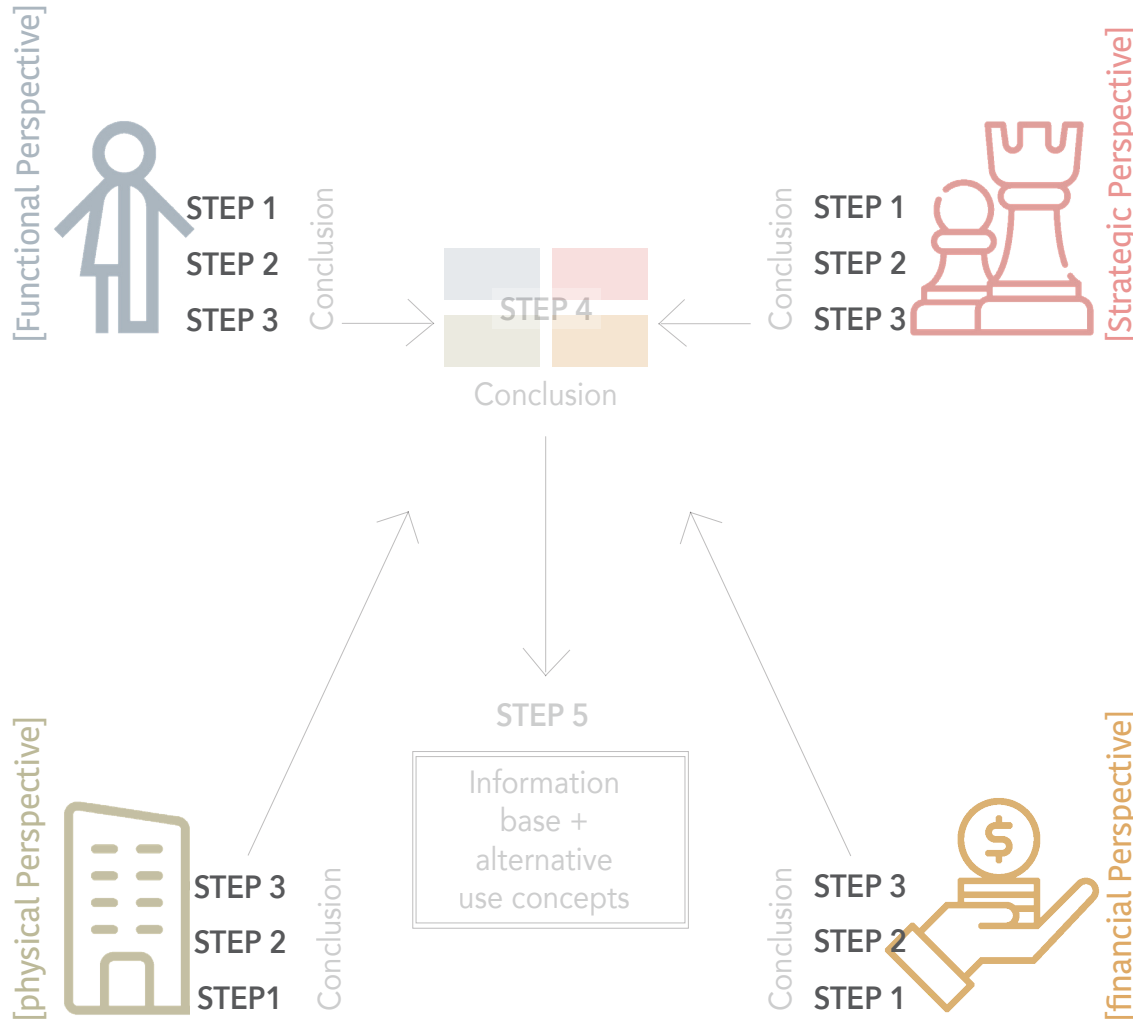
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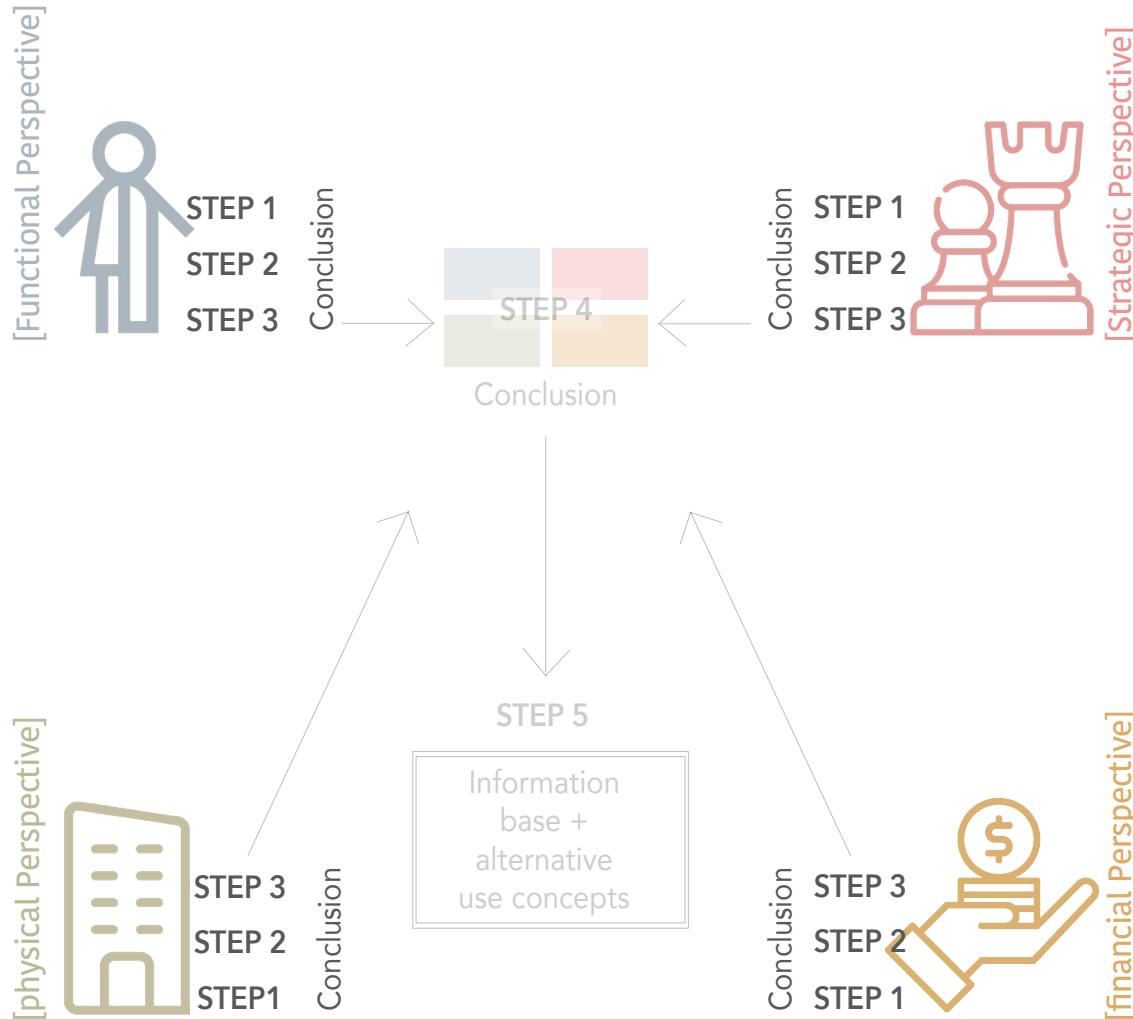
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Step by Step

Research Results

functional CREM Perspective
- subject of the analysis: function and users -

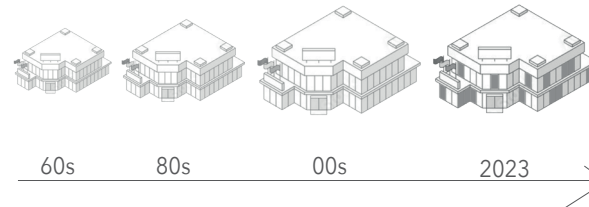
Step 1 - assessing the original mall

Adaptation to demand

The location and function of a mall was based on the needs, purchasing power and focus of the population, and was therefore well attended (Galema & van Hoogstraten, 2005).

Step 2 - exploring changing demands

Changed buying behaviour + consumer demands



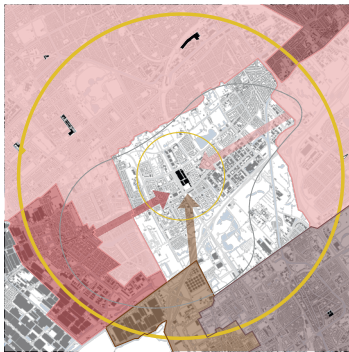
Step 3 - assessing the current mall

Due to the expansions in the context of the growing demands of the customers, the malls developed into monofunctional and oversized shopping centres, which today no longer meet the needs, resulting in a lot of vacancies (Rijswijk, 2019).

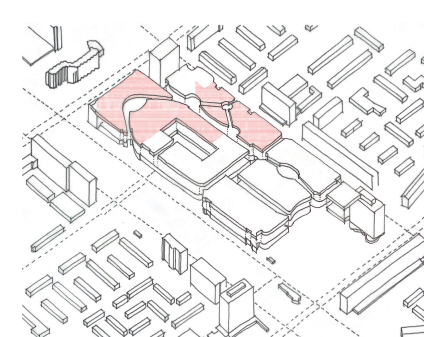
National Level

Individual Project Level

5 and 15-minute radius: The mall's catchment area was Rijswijk and parts of The Hague and the surrounding area. (Rijswijk, 2019)



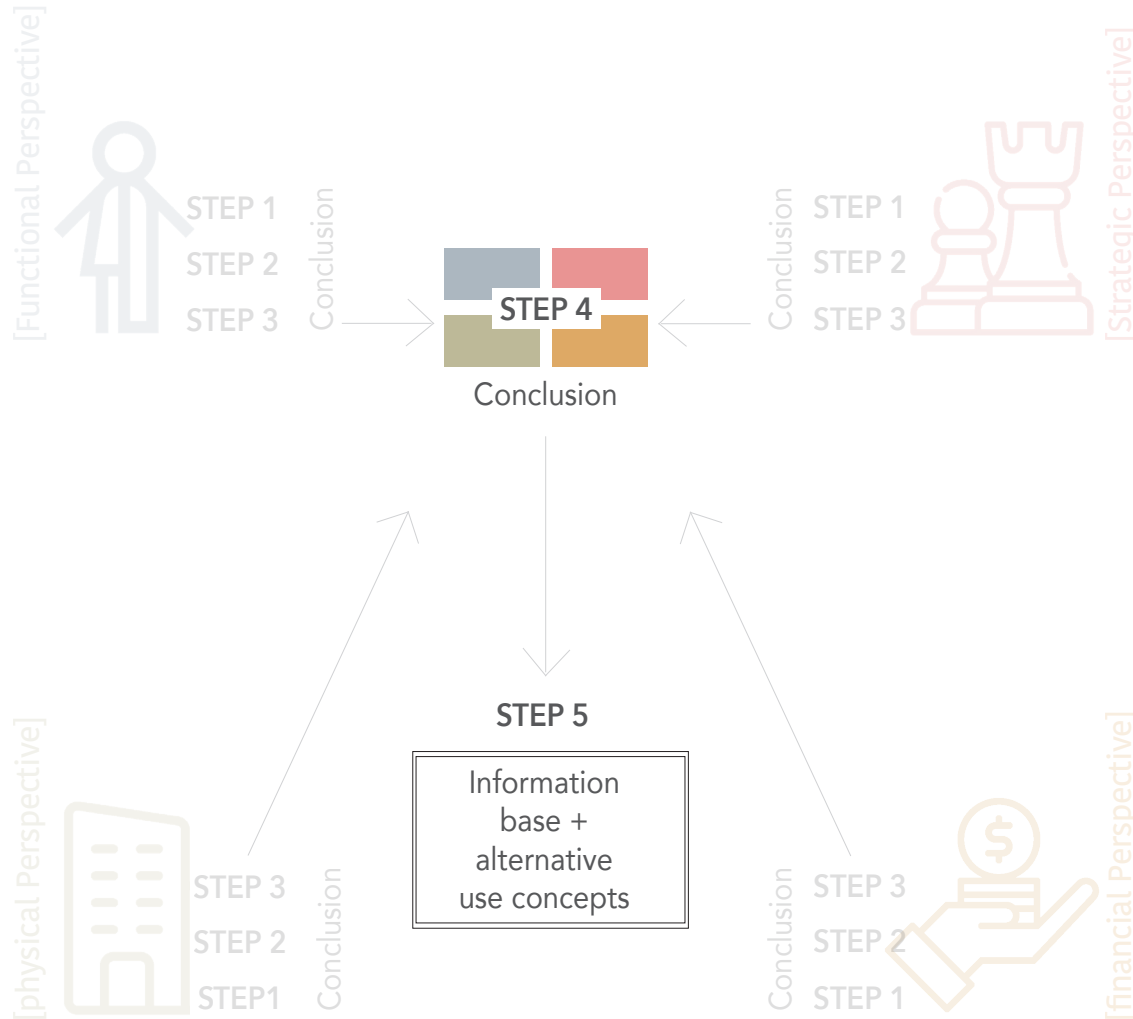
Shopping Center In de Bogaard (National Archief, 2022)



today 30% vacancy
(Rijswijk, 2019)

Step by Step

Research Results



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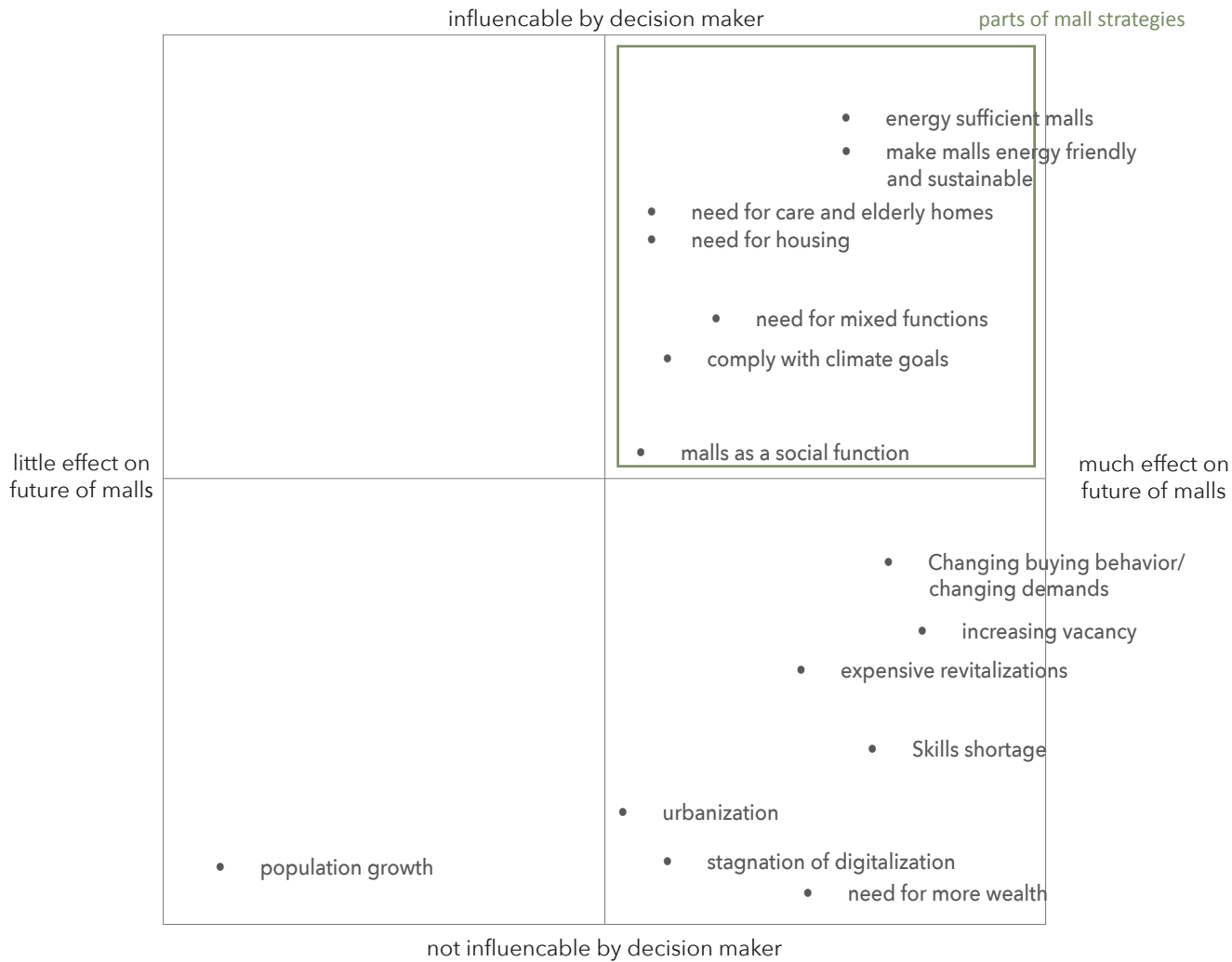
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Step by Step

Research Results



[Parts of mall strategies]

need for housing
need for care and elderly homes
need for mixed functions
comply with climate goals
energy sufficient malls
make malls energy friendly and sustainable
malls as a social function

[Groups of developments]

(1) transformation to housing
(3) adaptive reuse (transition to different uses)
(2) transform into sustainable buildings in order to preserve
(4) preservation of mall function

Step by Step

Research Results

Application

National Level of the Netherlands

Providing of information on the typology of Dutch malls



BOGAARD STADSCENTRUM

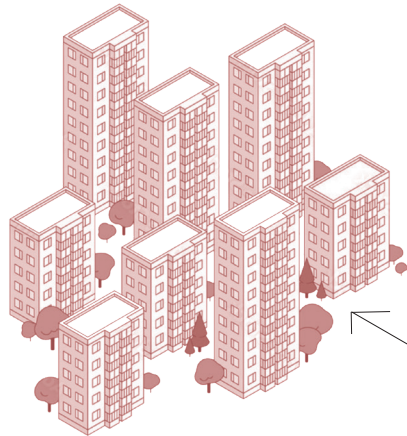
Individual Project Level

Providing an individual new strategy for the future of vacant malls



Step by Step - national level

Research Results



bakery
butchery
greengrocer's

housewares
clothing
haberdashery

clothing to shoes
food to many other
functions



- Adapting mall to demand and purchasing capacity

- more social functions then today

- Revitalizations have been going on

- They show grater success by including social facilities

functions

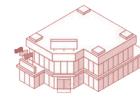
users

- Younger people are using stationary retail more frequently again

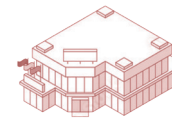
- Positioning of malls in peoples minds

success factors

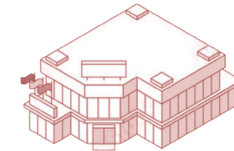
failure factors



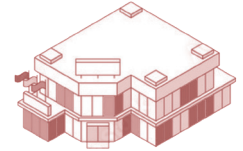
60s



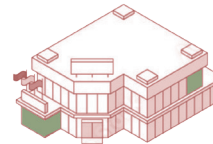
80s



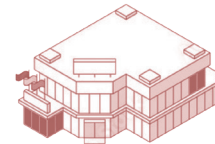
00s



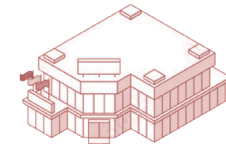
- To give monofunction more space, change in size, today too big and vacant



60s



80s



00s

- Shopping malls and city district shopping malls had a few social functions but they where removed to give monofunction more space, today because of that vacancy

- focus on consumption, adapting to changing needs takes too long

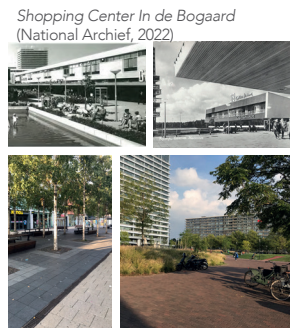
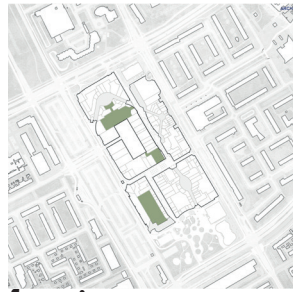
- Non adaptability to digitalisation

- Adult-oriented in their function
> 28 years, thus few children

Step by Step - project level

Research Results

- use to have two big anchor stores, good for footfall
- use to have social functions
- The square is used by the community for festivities
- revitalisations have been going on
- many different stakeholder - potential of diversity
- Surroundings: enough schools, daycare centres, restaurants



Shopping Center In de Bogaard (National Archief, 2022)

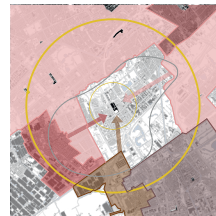
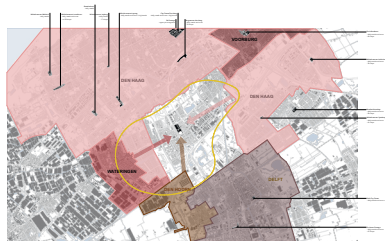
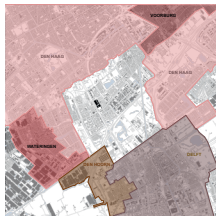


functions

Shopping Center In De Bogaard (Isabella Mortensen, 2022)

users

- Positioning of malls in people minds
- Shopping mainly serves residents of Rijswijk and visitors from The Hague



success factors

failure factors

- was build as a replacement of city center (Plan)
- had a few social functions but they where removed to give monofunction more space, mall grew, today too big an vacant (Plan vacancy, sizes)
- focus on consumption, adapting to changing needs takes too long
- too much parking space - 30-35% are being used
- too may different stakeholder - coordination bad
- Surroundings: not enough health centers/elderly homes, living and library and social facilities



Shopping Center In de Bogaard (National Archief, 2022)



1956



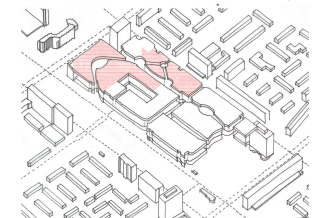
1972



Shopping Center In de Bogaard (Rijswijk, 2019)



Shopping Center In de Bogaard (National Archief, 2022)



- Adult-oriented in their function
> 28 years, thus few children

Conclusions for Design

Research Results

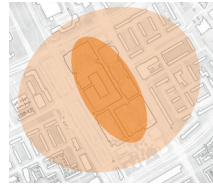
urban quality



connect to urban surrounding



further development of accessibility



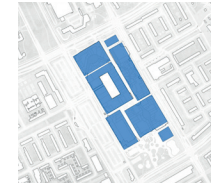
resolve the island character



stick up with surrounding revitalisation project



point out areas for additional new buildings



Strong geometry



keep it accessible by car



connection of greenery



no second city center, but community center
Shopping Center In de Bogaard (Rijswijk, 2019)



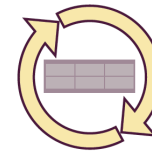
branching out into a smaller and adapted shopping centre



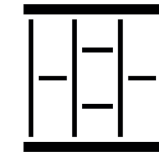
diversity in typology, but still orderly



better bike lanes pedestrian paths
Shopping Center In de Bogaard (Rijswijk, 2019)



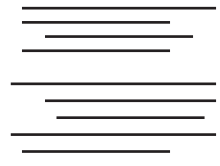
technical renewal, materiality renewal
Shopping Center In de Bogaard (Rijswijk, 2019)



unity in facade
unity in materials



keep good sun and wind protection



horizontal appearance: continuous height of buildings, canopies and horizontal band windows



building has to be adaptable to changing needs, function and structure, flexible floorplans



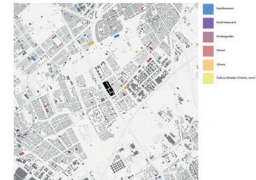
adaptability to digitalization



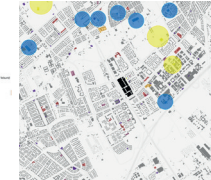
Stores of different sizes, in the floor plan opportunities for flexibility



no monofunctional center anymore
Shopping Center In de Bogaard (Rijswijk, 2019)



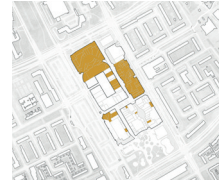
gastronomy, care and health center, elderly homes, studios and small offices, living for younger people but empty office buildings around could be used for it, small services: real estate agency, babysitting centre, catering, parents' box, leisure programmes (such as cinema), social facilities, library, educational functions



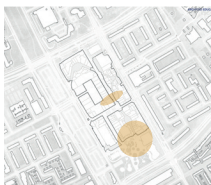
health center and elderly homes



better and more recreation area
Shopping Center In de Bogaard (Rijswijk, 2019)



use vacancy for revitalization



more space for community



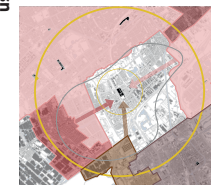
17,500 square metres of shopping centre space can be transformed



too much parking space - revitalise



plan anchor stores

urban quality
building qualityfunctions
building qualityfunctions
users

attract people from Watteringen and Den Hoorn



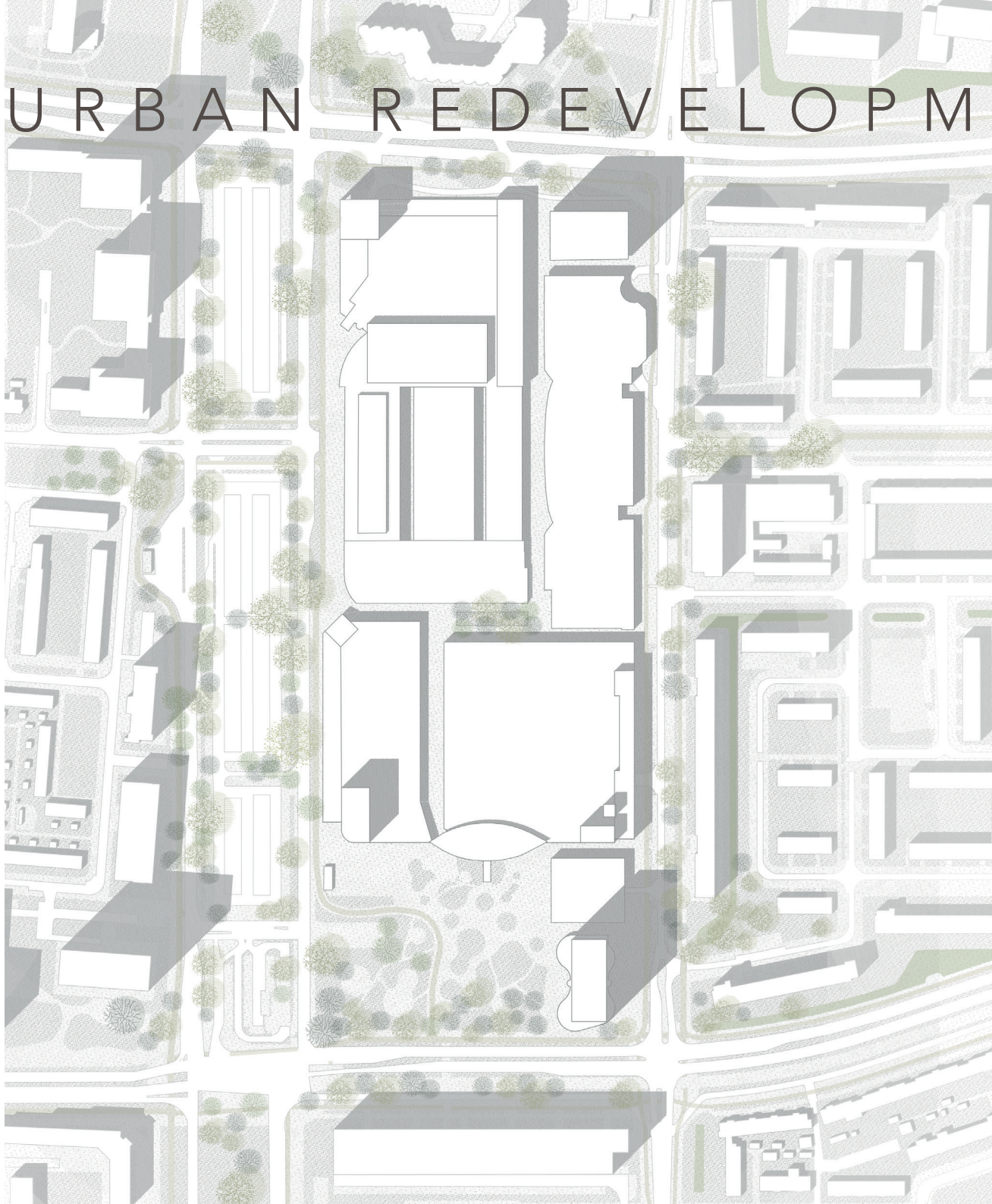
attract younger people (students, working people families)



include elderly people

users

URBAN REDEVELOPMENT



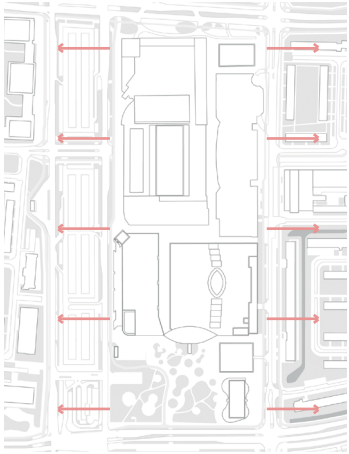
Urban Redevelopment

Social Starting Points Urbanism

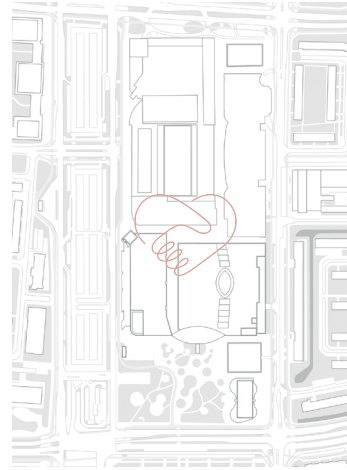
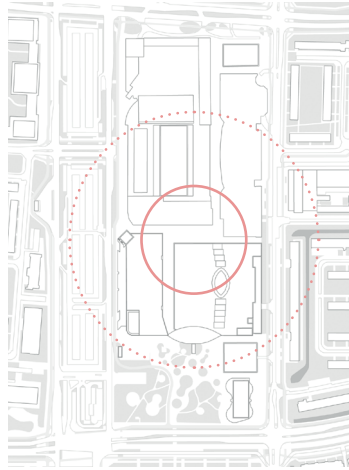


Urban Redevelopment

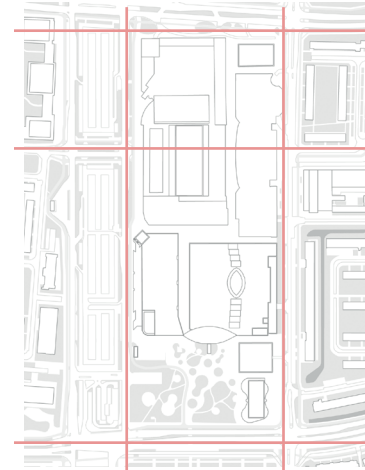
Architectural Starting Points Urbanism



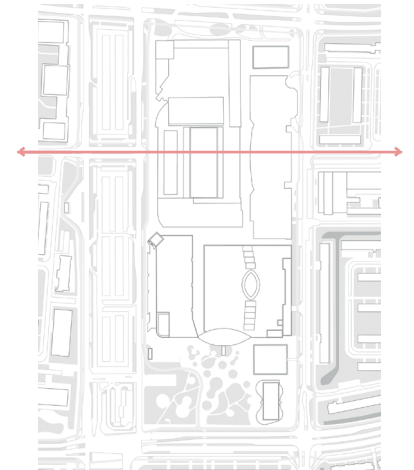
Resolve island character



No second city centre - but place for community



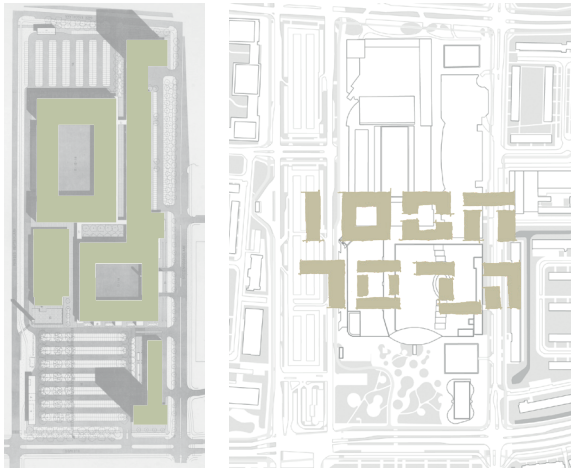
Better bike lanes and connections



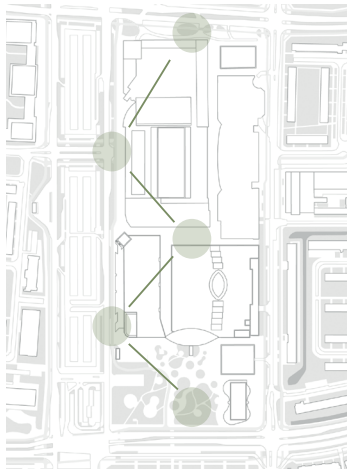
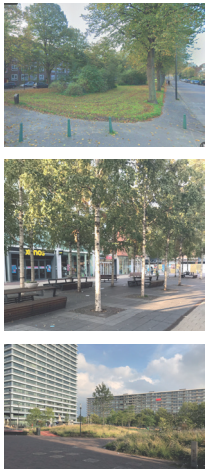
Connection between West and East (Train)

Urban Redevelopment

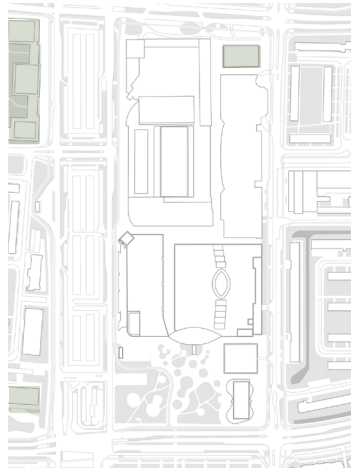
Value Assessment Urbanism



In de Bogaard (Isabella Mortensen, 2022) In de Bogaard (Isabella Mortensen, 2022) Prins Beatrix Laan (Google Maps, 2023)



De Generaal (Kendrick Wesels Projecten, 2023) The Minister (Nieuwswijk Pijpijk, 2023) HBG Blok (Romijn Weesels, 2019)



P5 Graduation Presentation | 26th of June, 2023

Urban Redevelopment

Prins Beatrixlaan

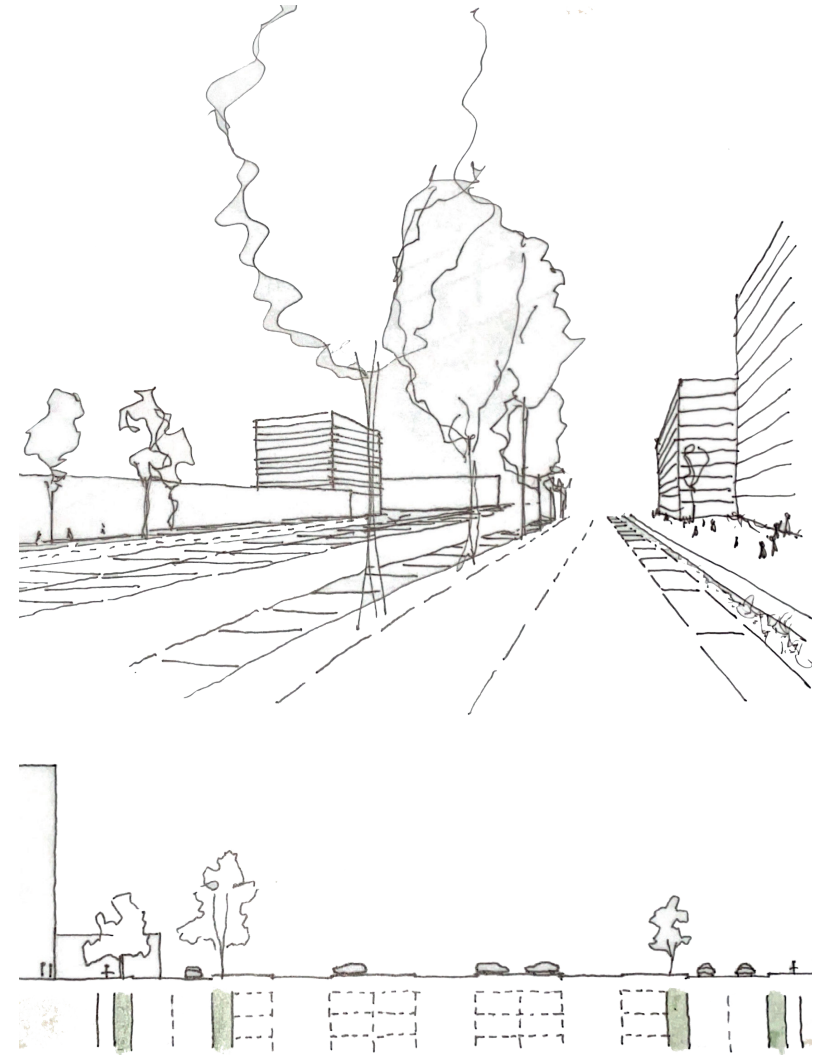


Urban Redevelopment

Prins Beatrixlaan

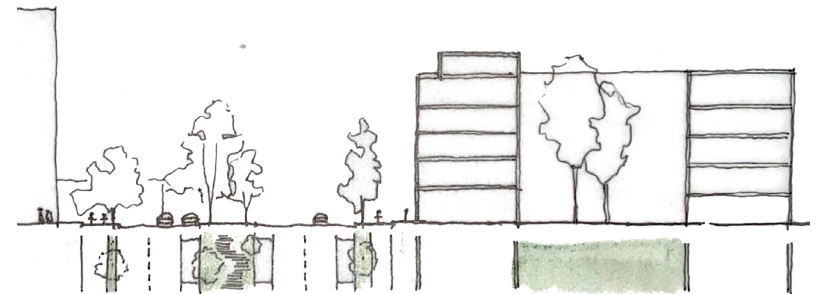
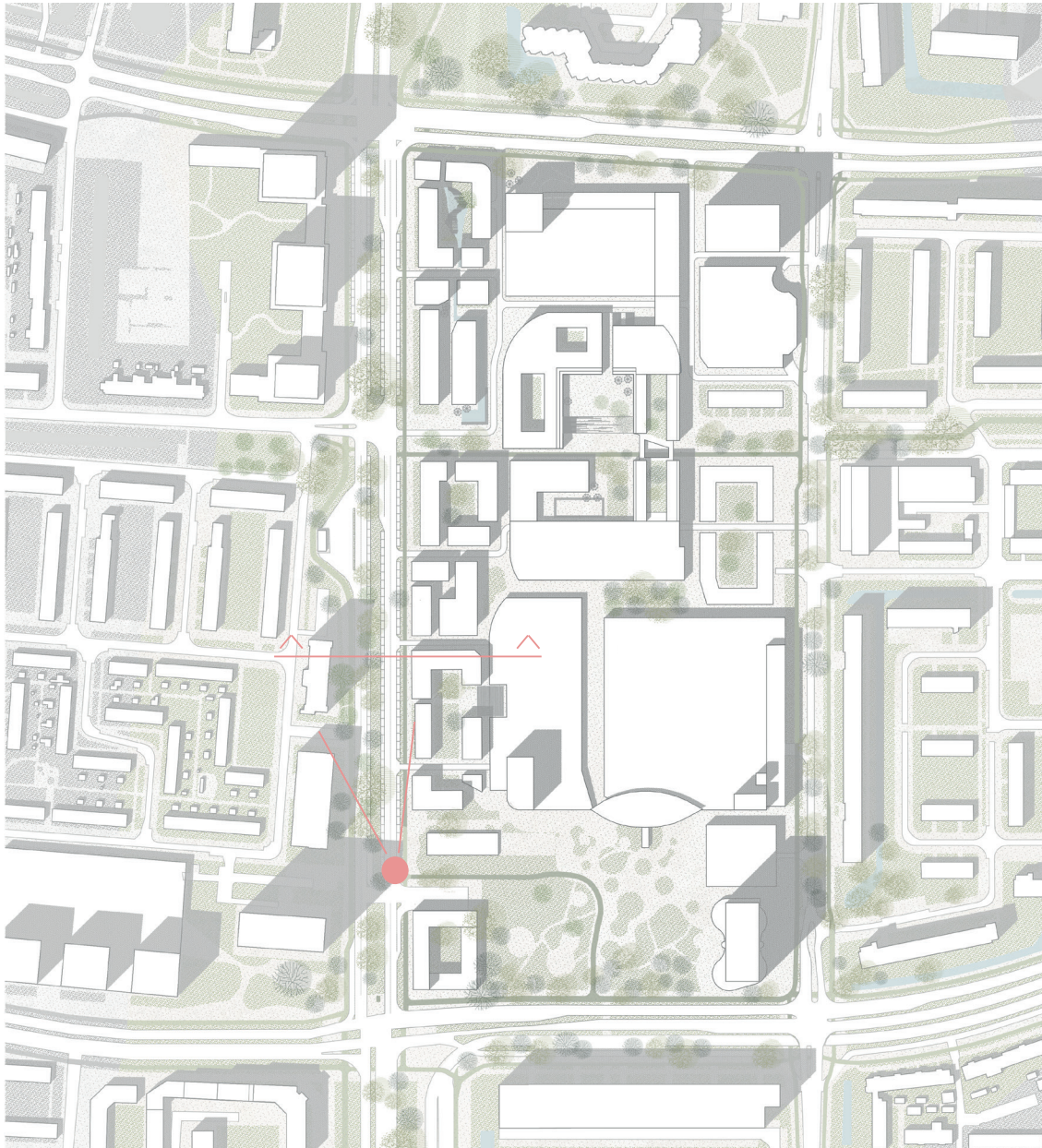
Heritage & Architecture | Exploring 20th century malls

P5 Graduation Presentation | 26th of June, 2023



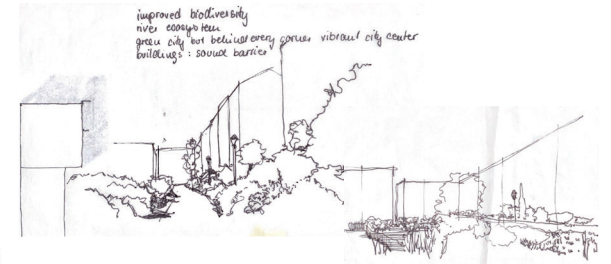
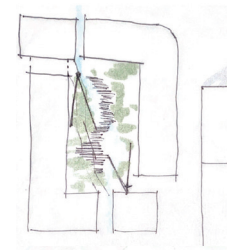
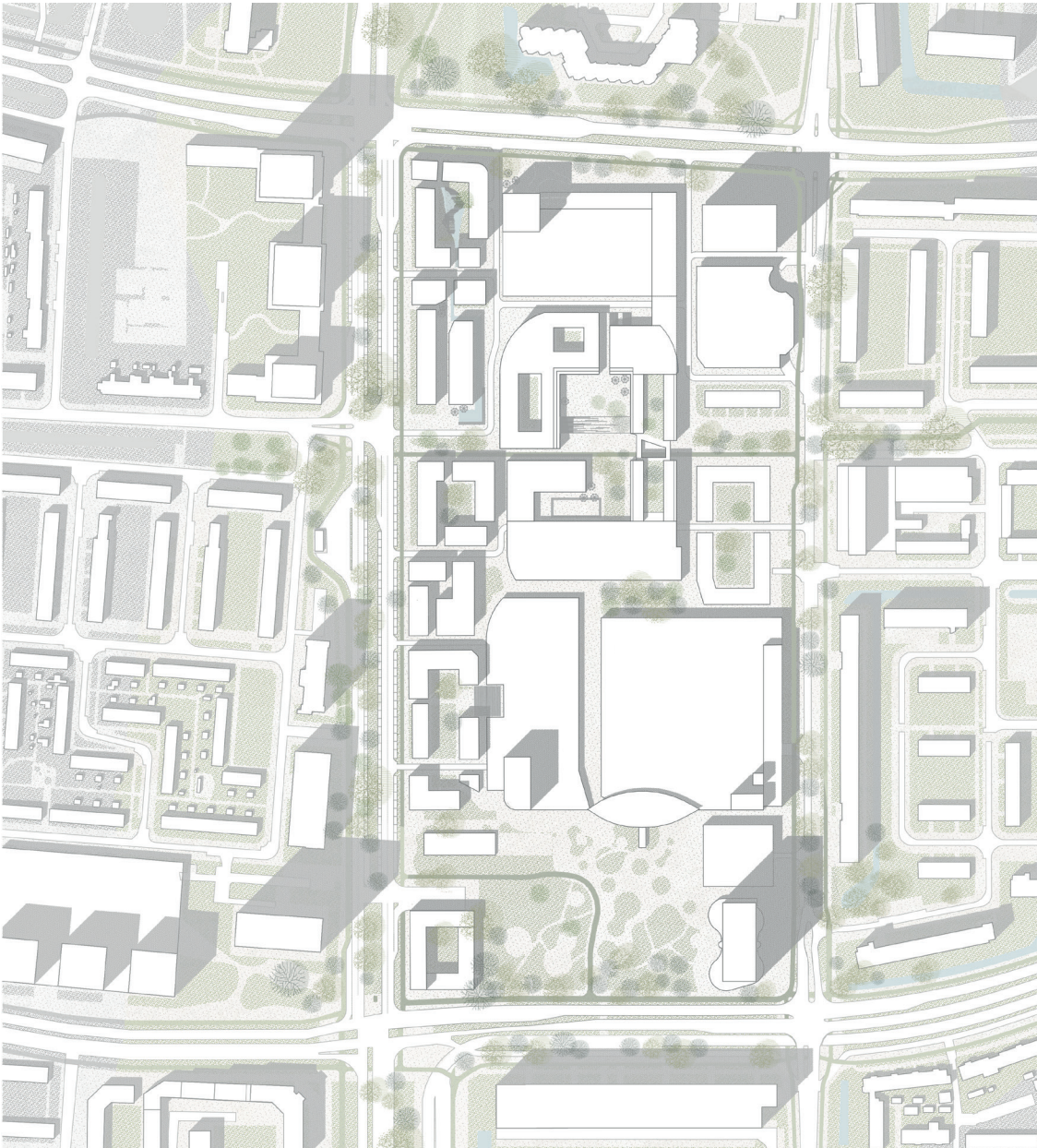
Urban Redevelopment

New Urban Plan

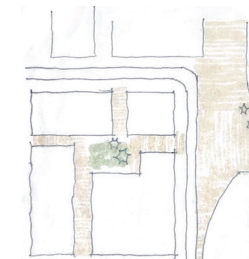


Urban Redevelopment

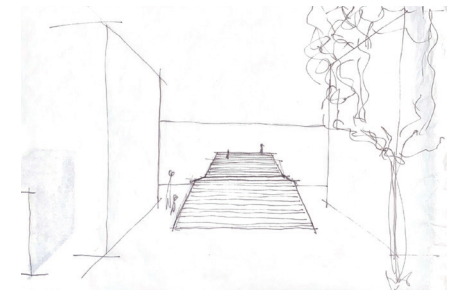
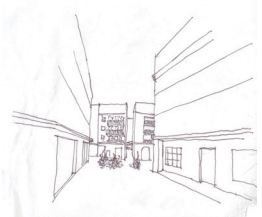
Character of the Blocks



reference for volumes: Le Massis-Robinson (near Paris)
different building blocks surrounded streets
Le Massis-Robinson into square
inverted block
to reference: ODA propose for a zoning regulation to expand the public space
in 40% (beyond the street)

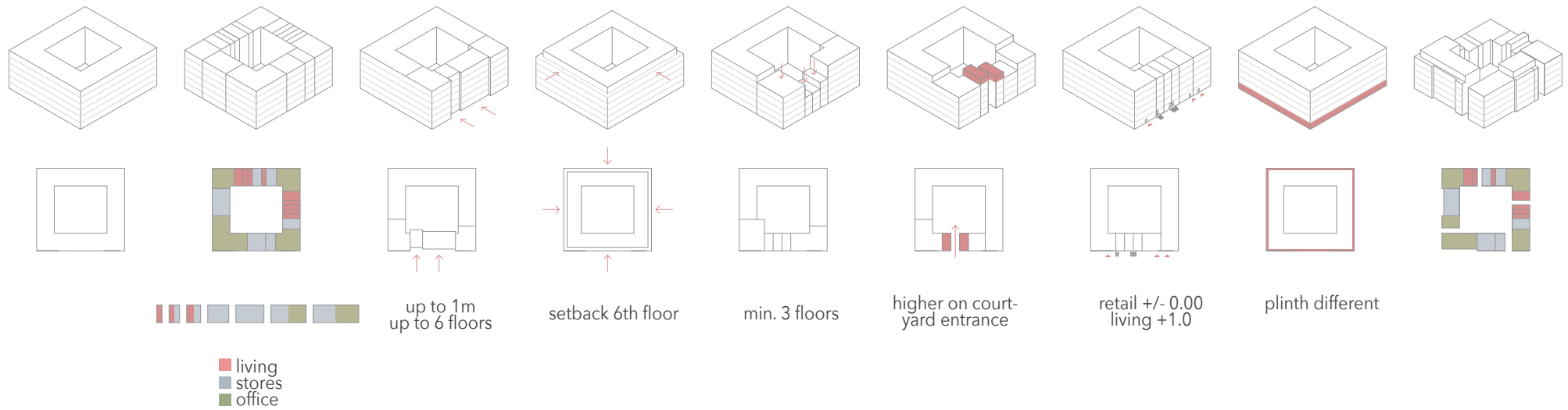


reference of square: Le Massis-Robinson (near Paris)



Urban Redevelopment

Building rules

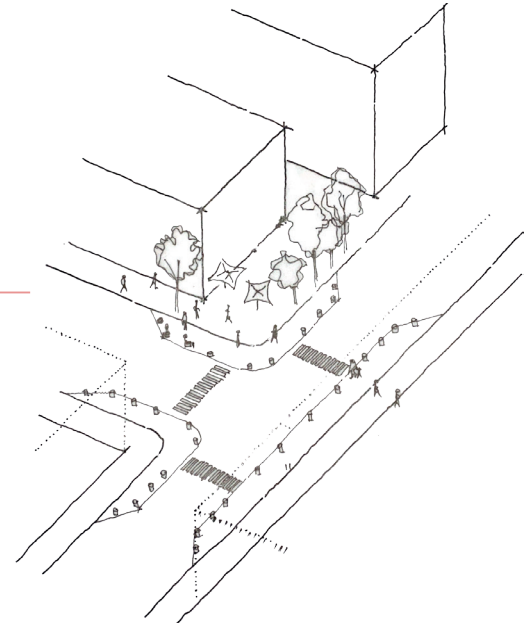
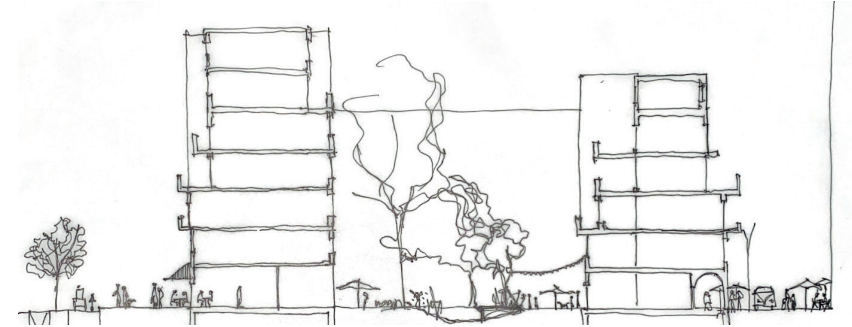
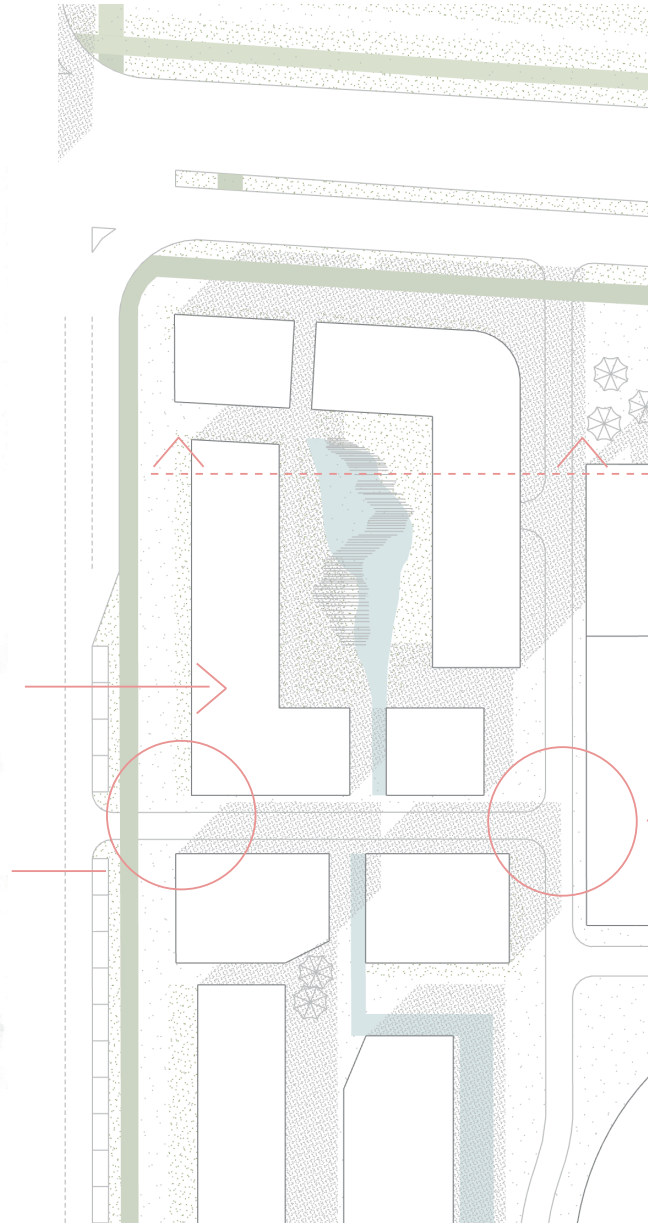
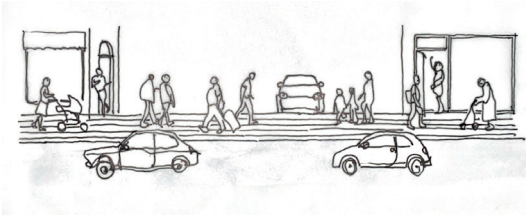


Urban Redevelopment

Urban Plan

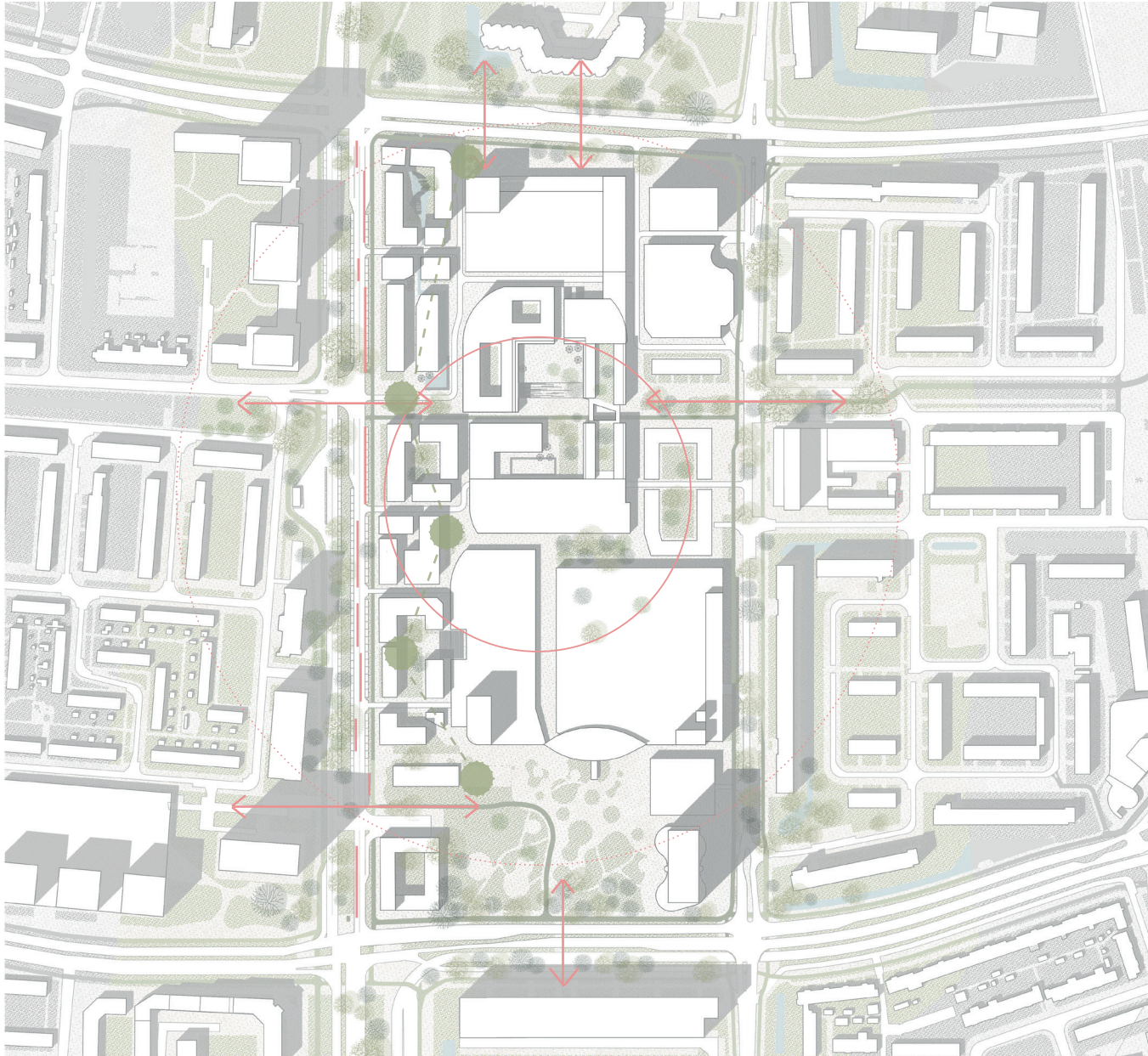
Heritage & Architecture | Exploring 20th century malls

P5 Graduation Presentation | 26nd of June, 2023

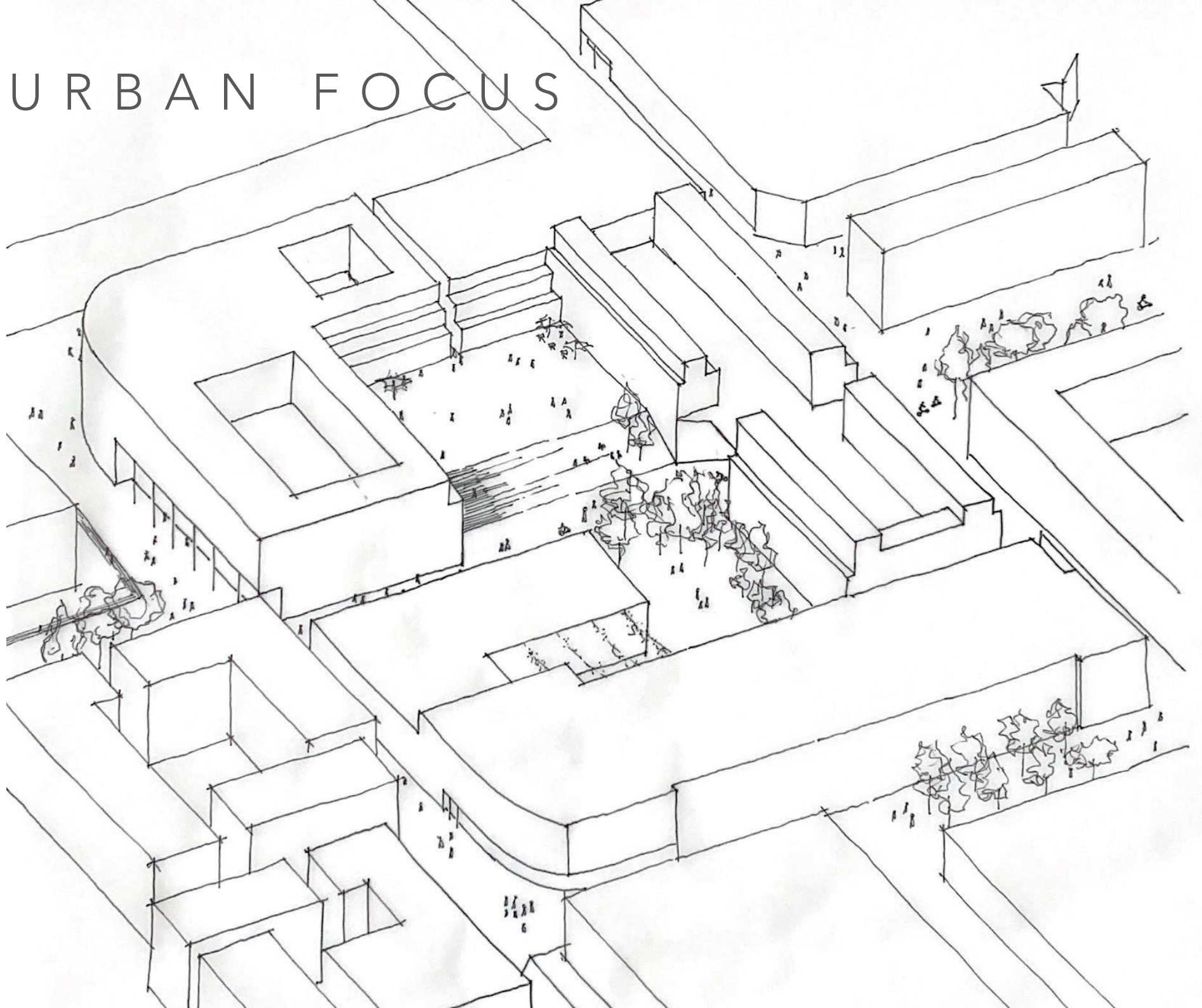


Urban Redevelopment

Urban Plan



URBAN FOCUS



Urban Focus

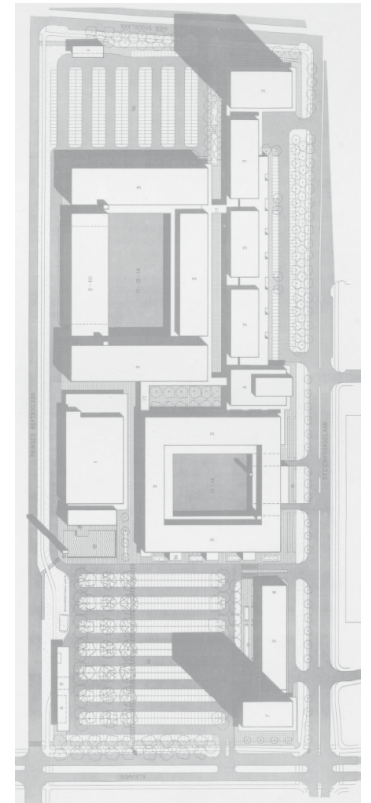
The Grootwinkelblok



Shopping Center In de Bogaard (Google Maps, 2023)



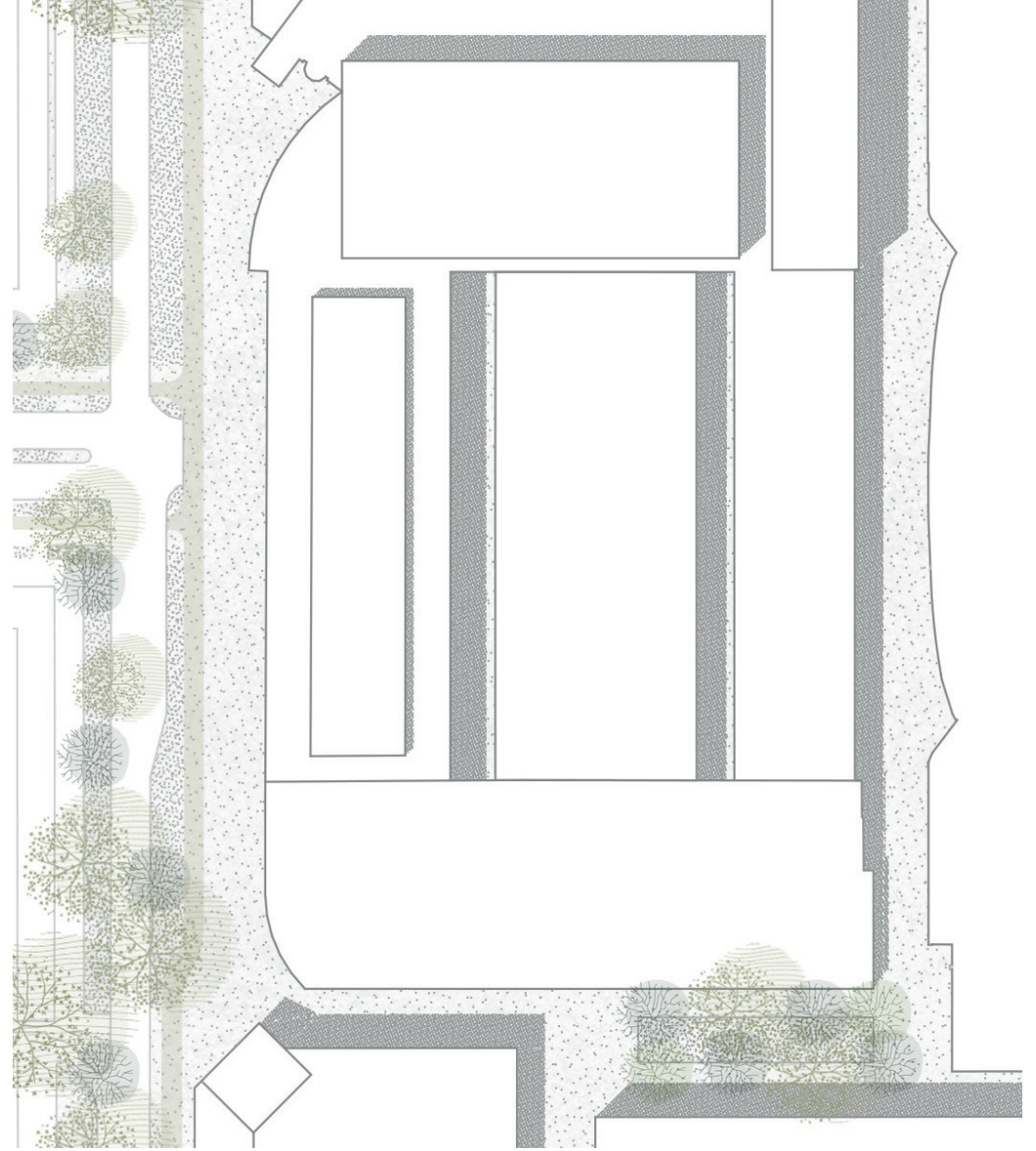
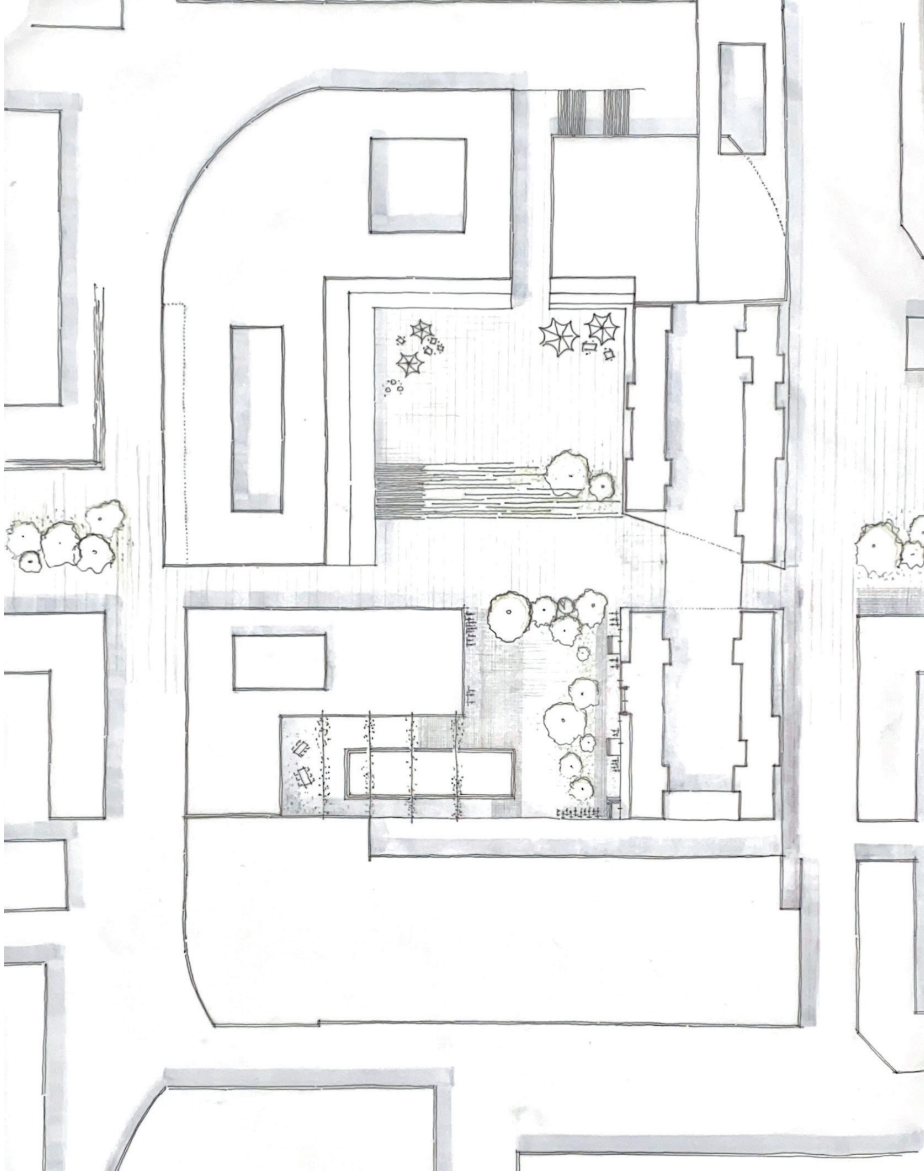
Shopping Center In de Bogaard (Isabella Mortensen, 2022)



Shopping Center In de Bogaard (National Archief, 2022)

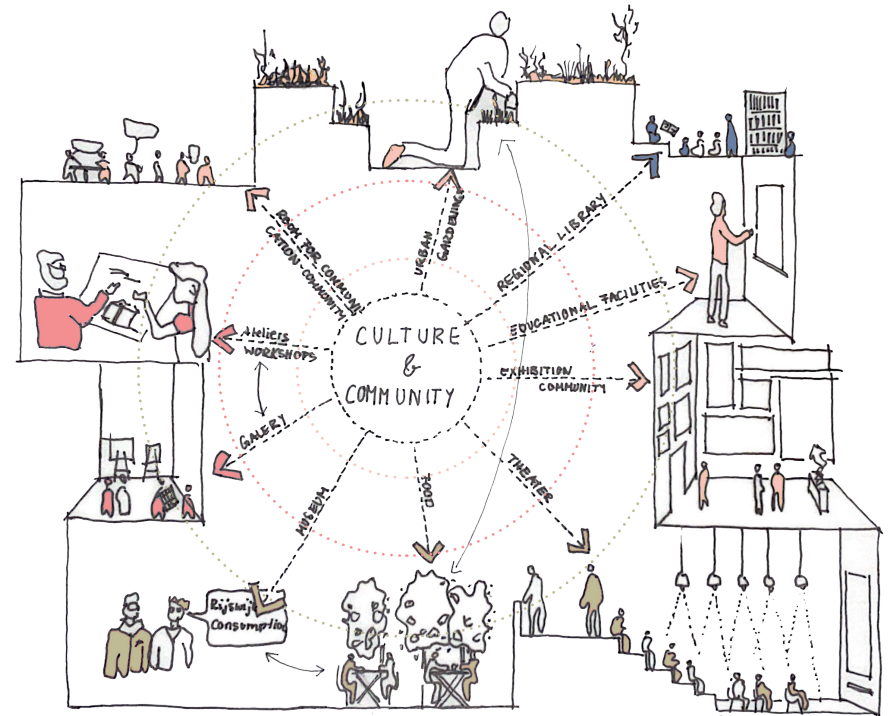
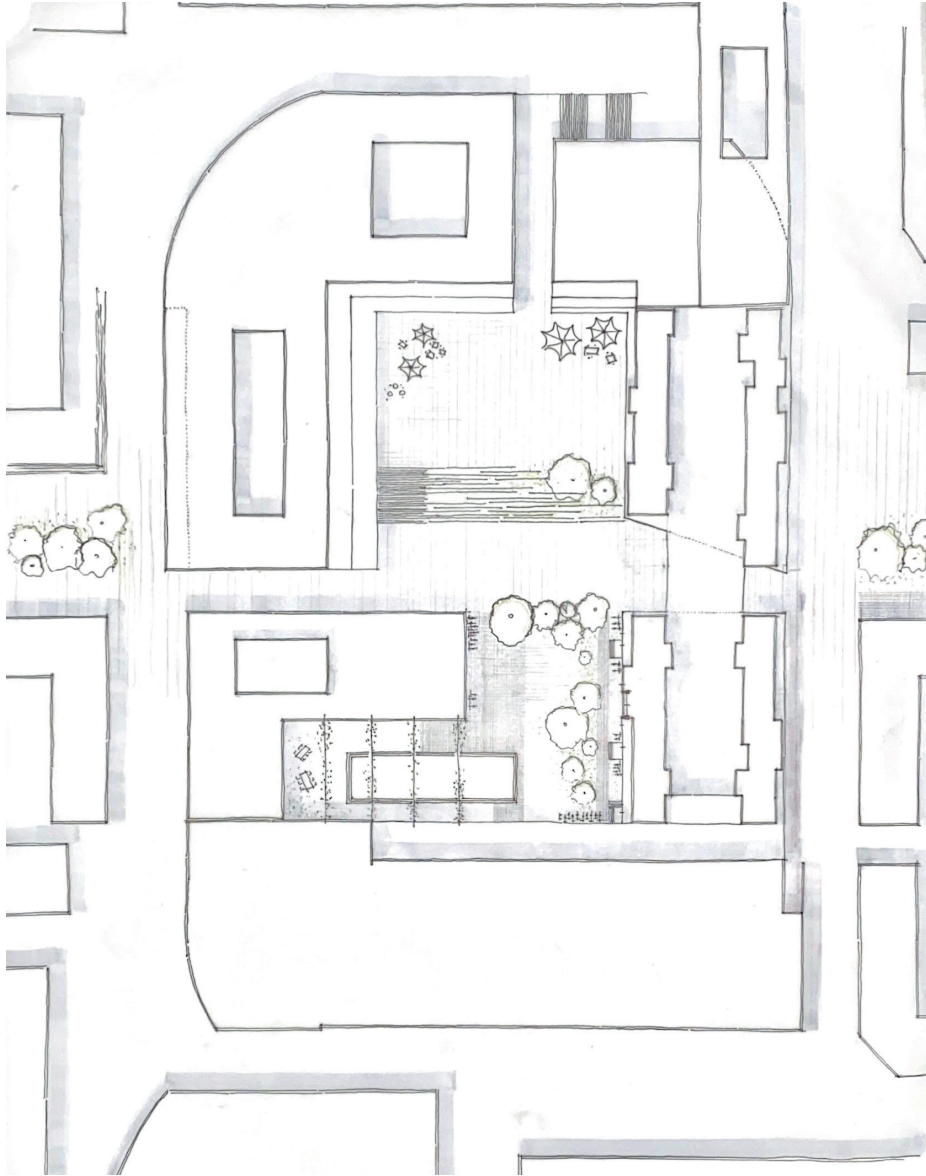
Urban Focus

The Grootwinkelblok



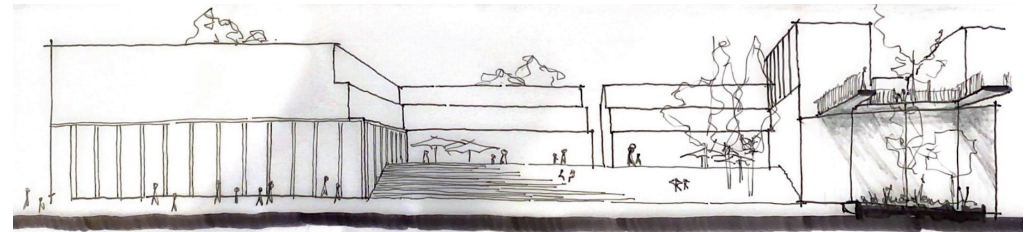
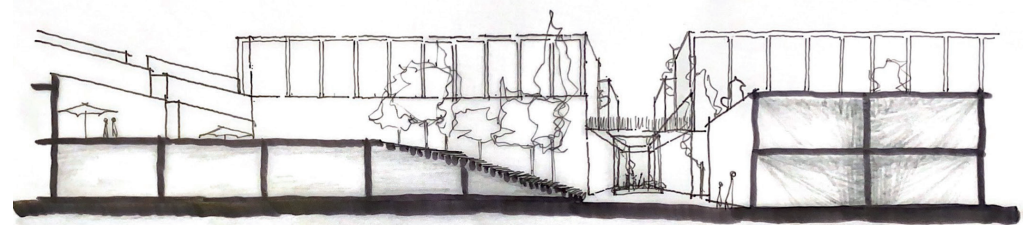
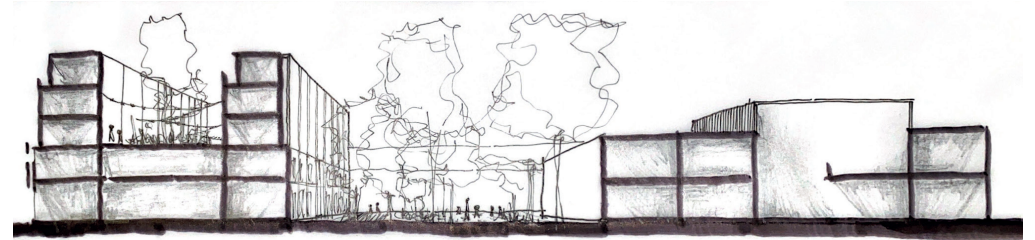
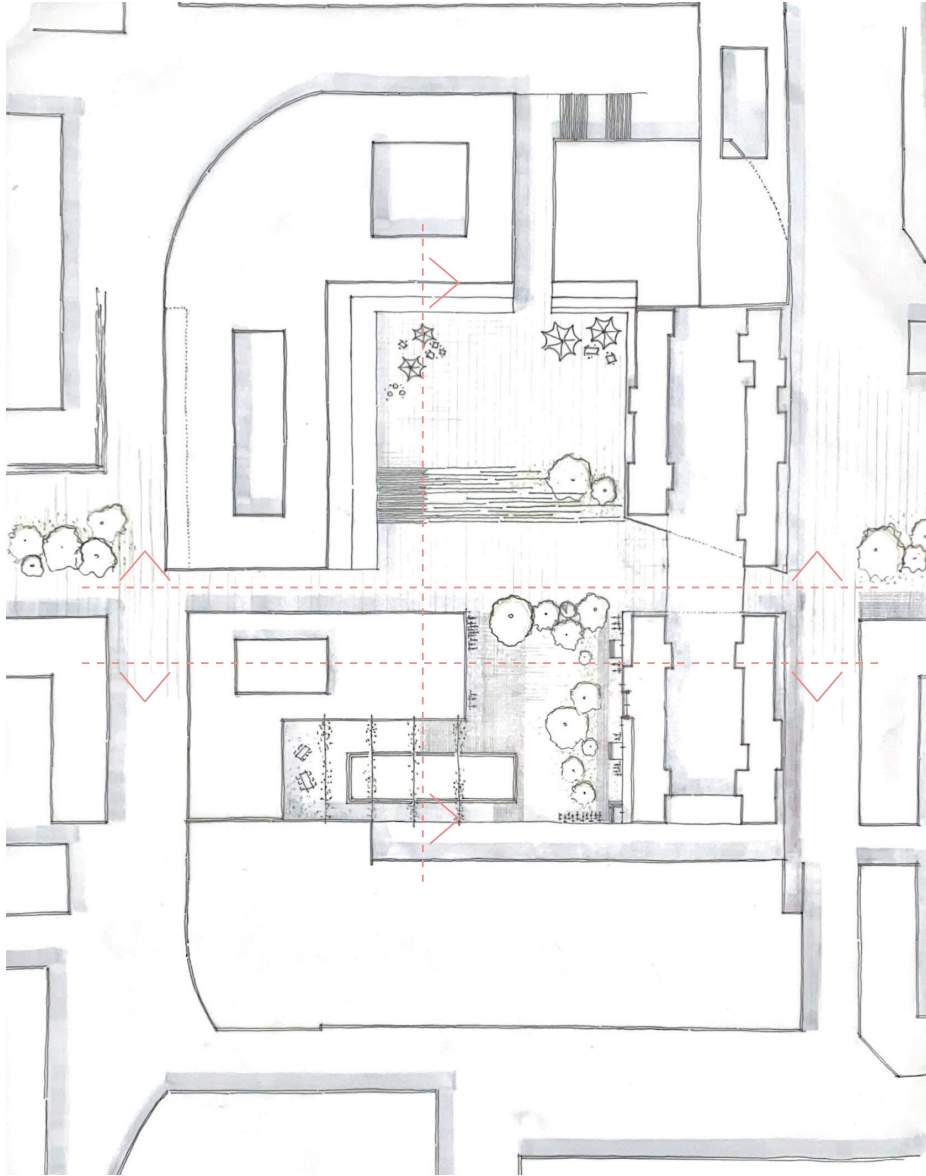
Urban Focus

The Grootwinkelblok



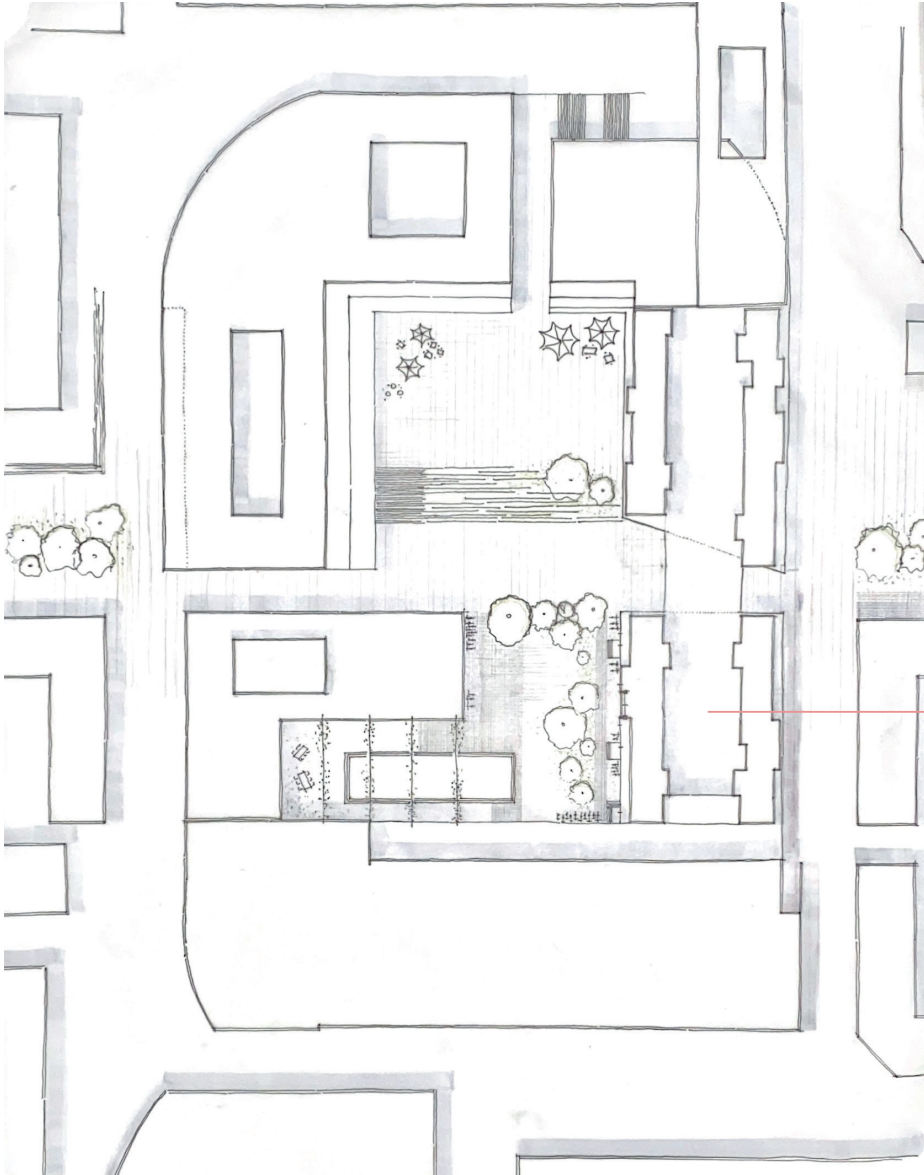
Urban Focus

The Grootwinkelblok



Architectural Focus

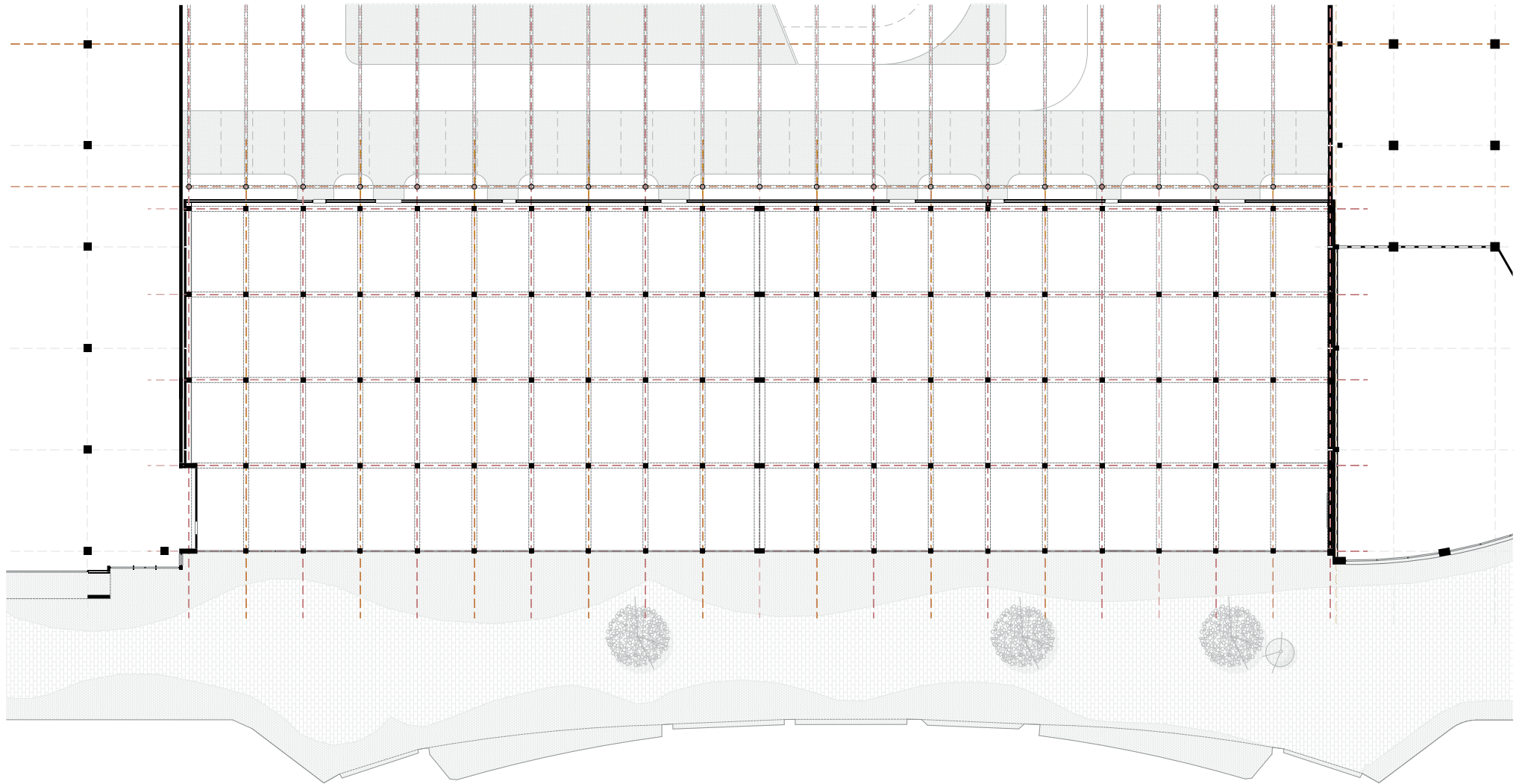
Building F



Shopping Center In de Bogaard (Google Maps, 2023)

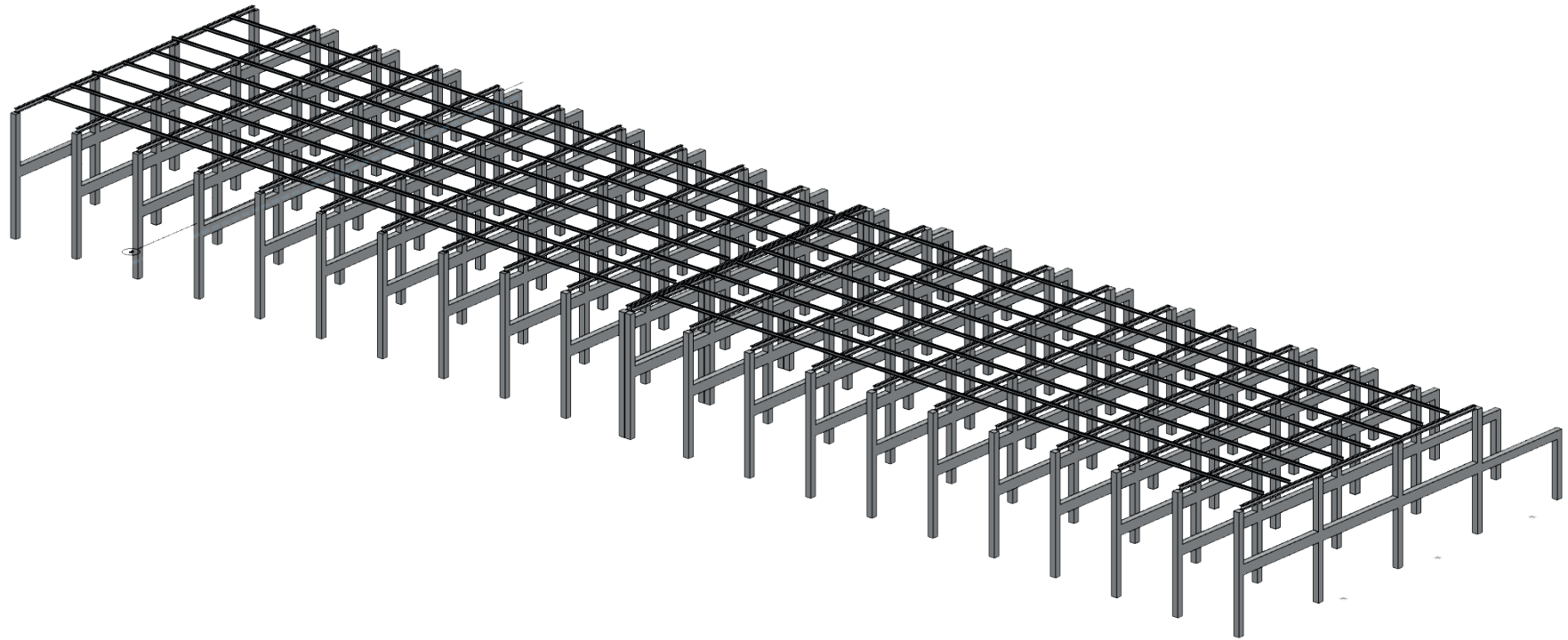
Architectural Focus

Value Assessment Building F



Architectural Focus

Value Assessment Building F



Architectural Focus

Value Assessment Building F



Shopping Center In de Bogaard (Isabella Mortensen, 2022)

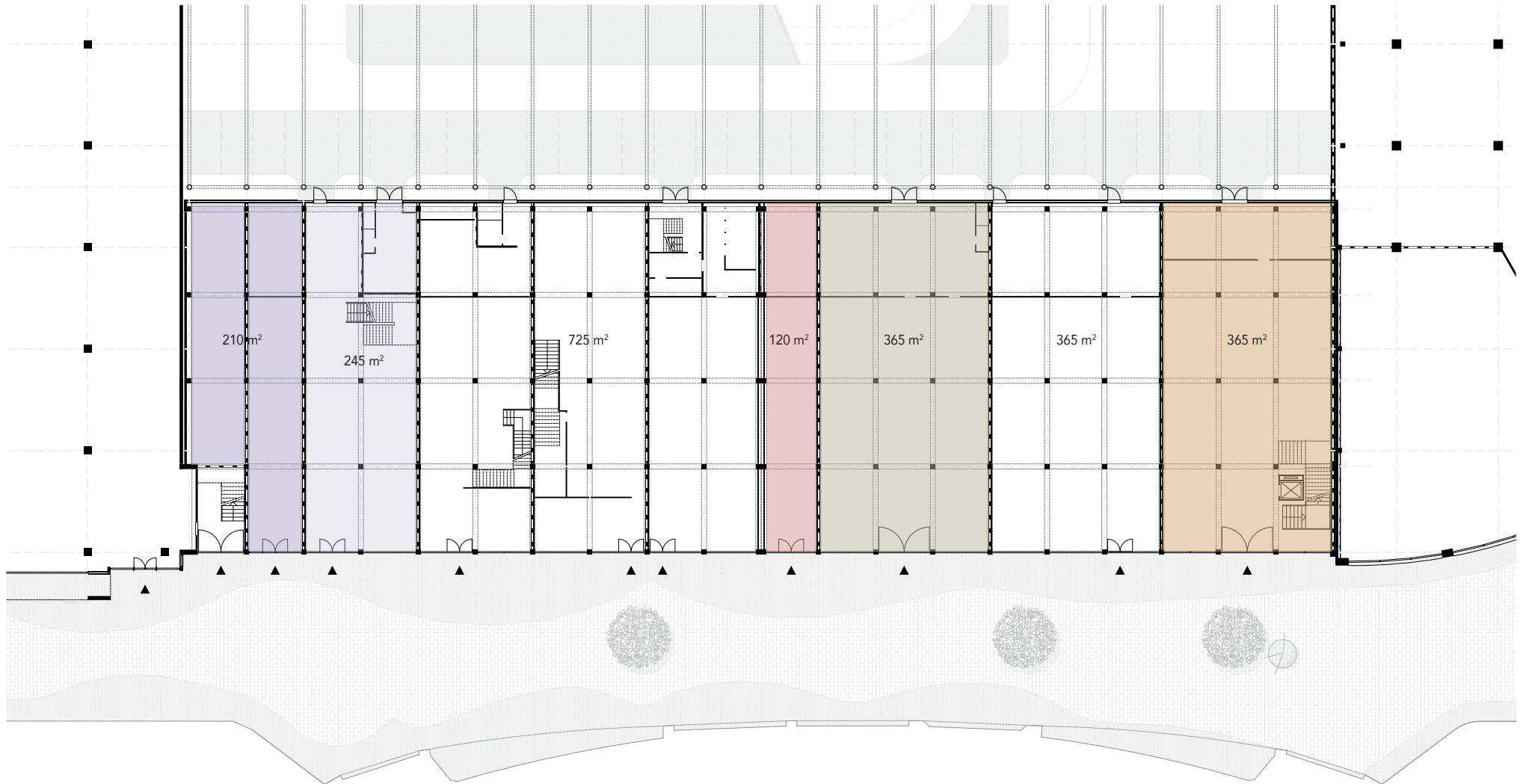


Shopping Center In de Bogaard (National Archief, 2022)

Architectural Focus

Value Assessment Building F

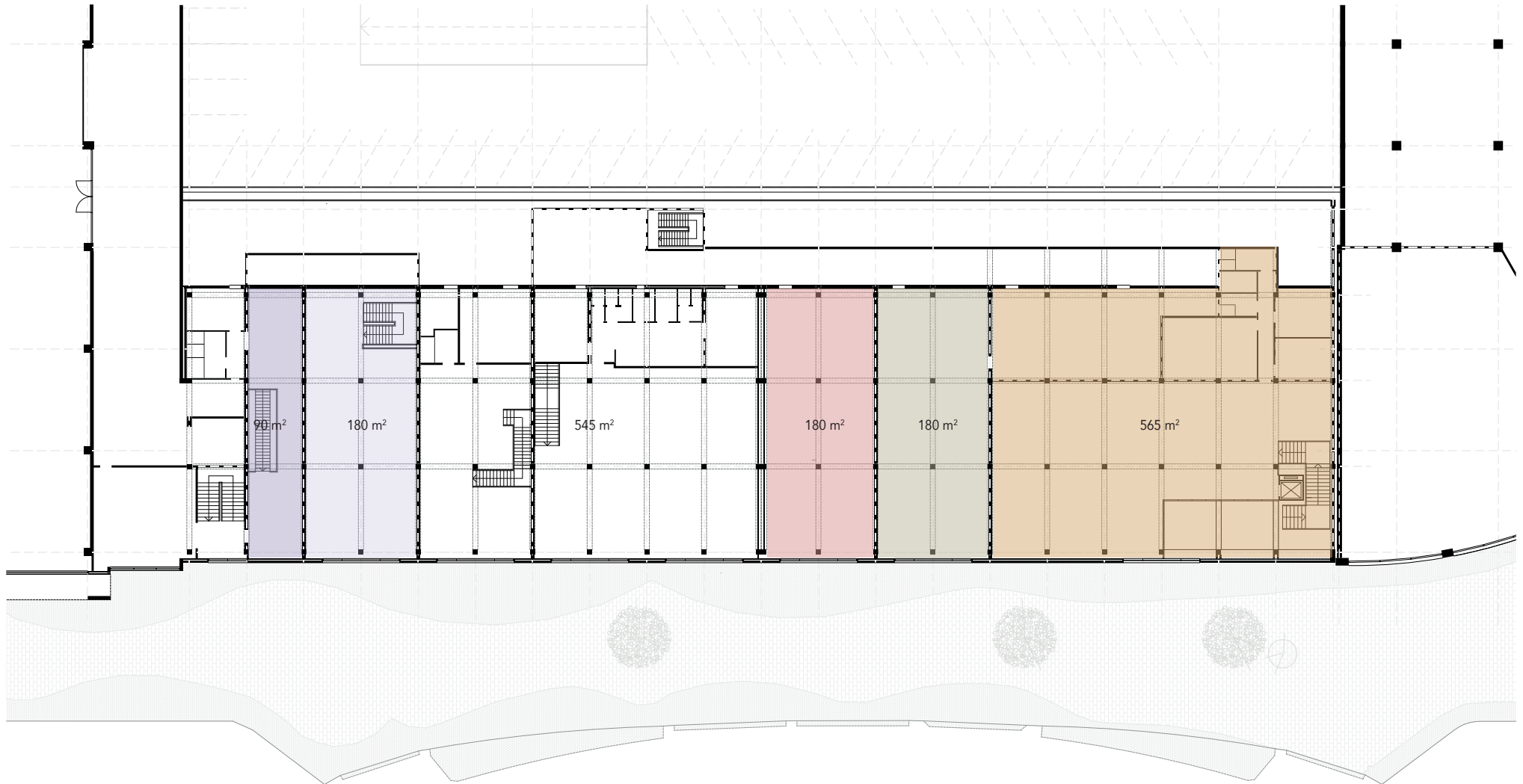
- Jeans Center
- Nelson
- Lucardi
- Douglas
- Van Haren



Architectural Focus

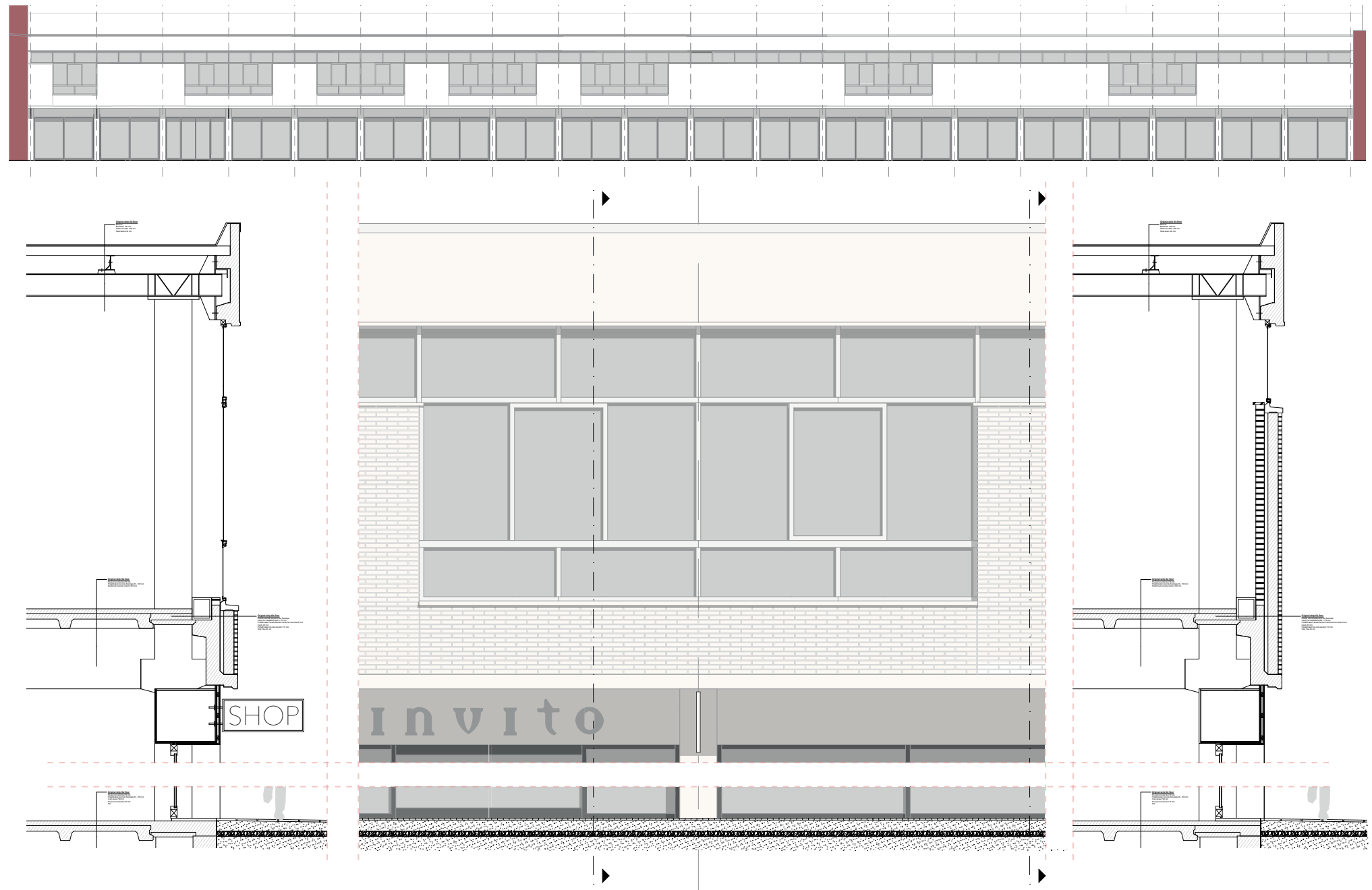
Value Assessment Building F

- Jeans Center
- Nelson
- Lucardi
- Douglas
- Van Haren



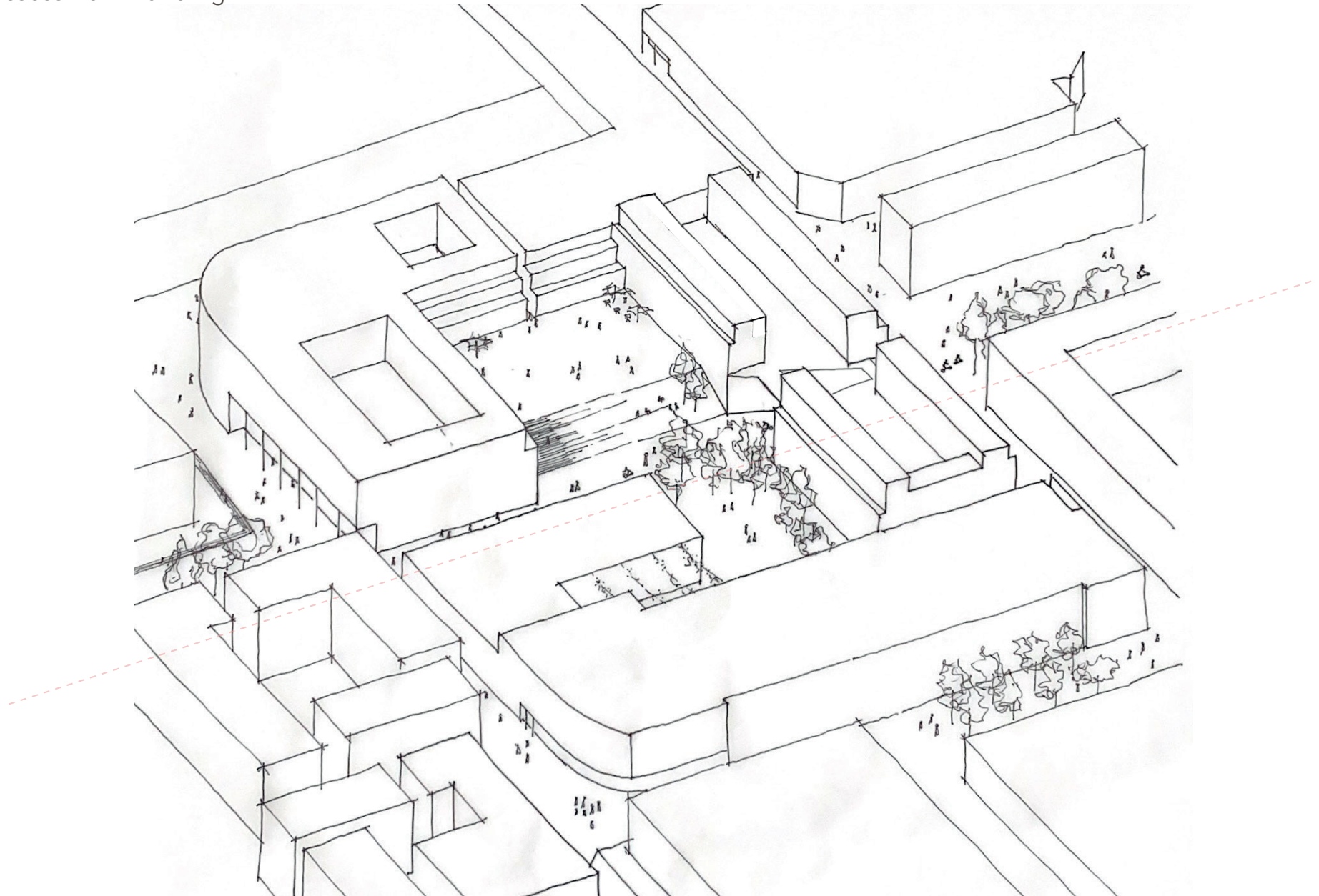
Architectural Focus

Value Assessment Building F



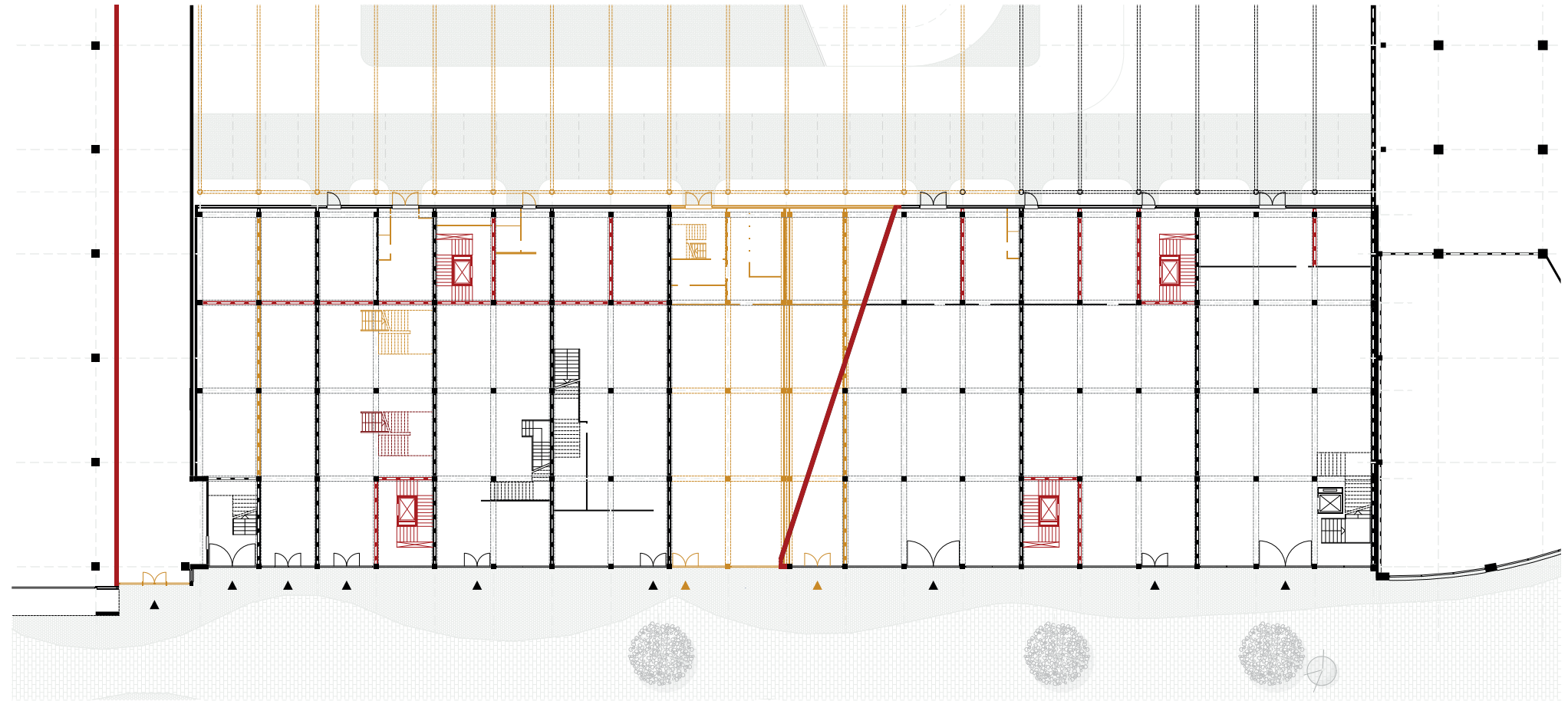
Architectural Focus

Value Assessment Building F



Architectural Focus

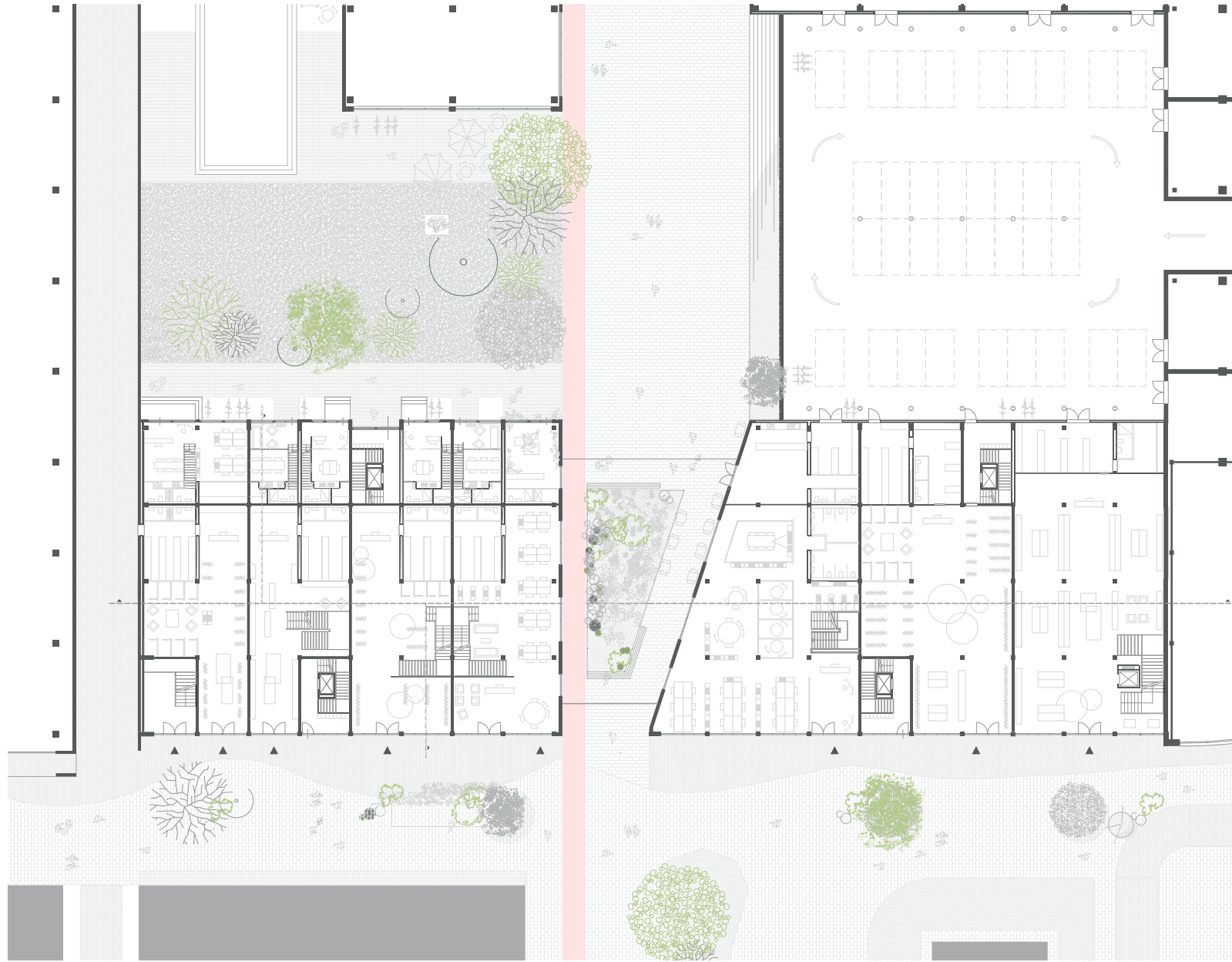
What to keep - what to demolish?



Ground Floor - Demolition Plan

Architectural Focus

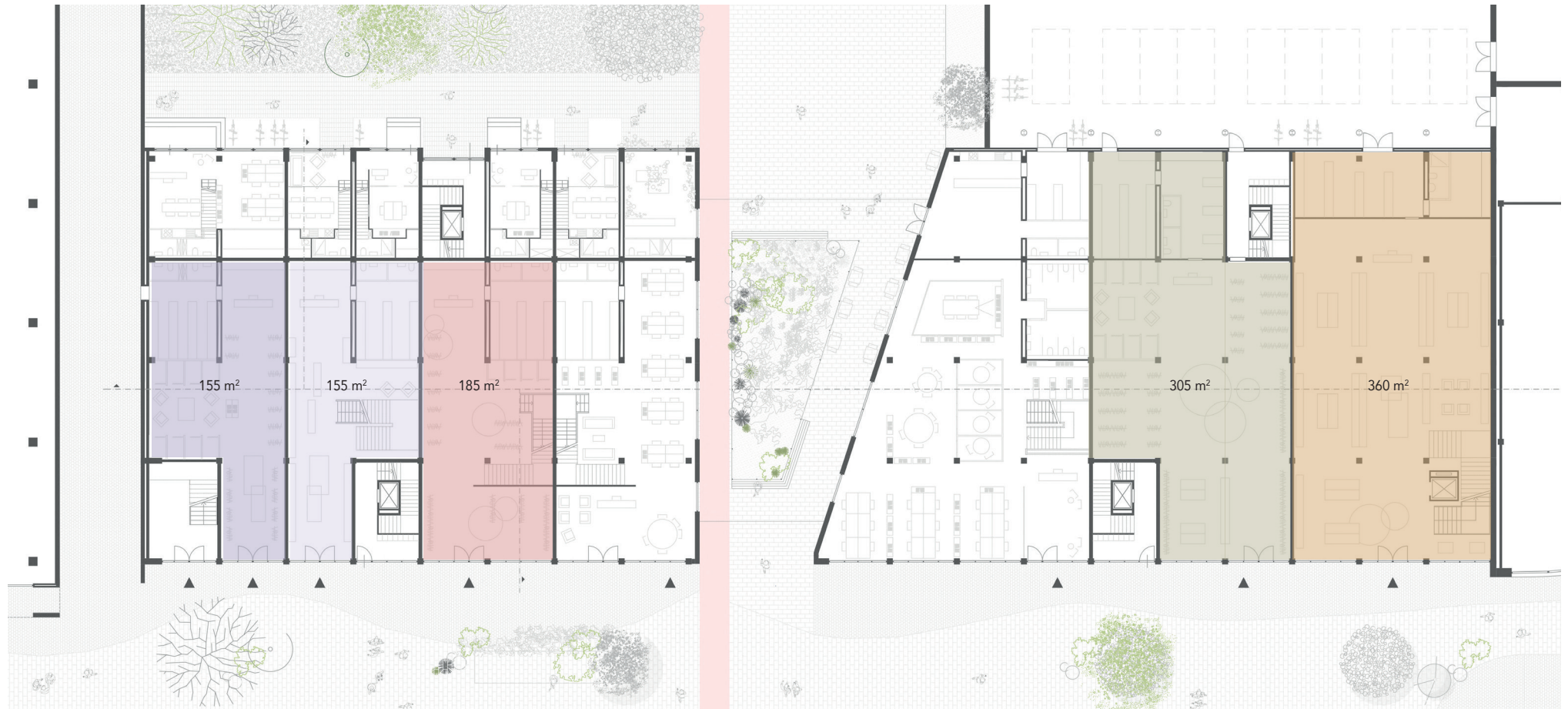
New ground floor



Architectural Focus

New ground floor

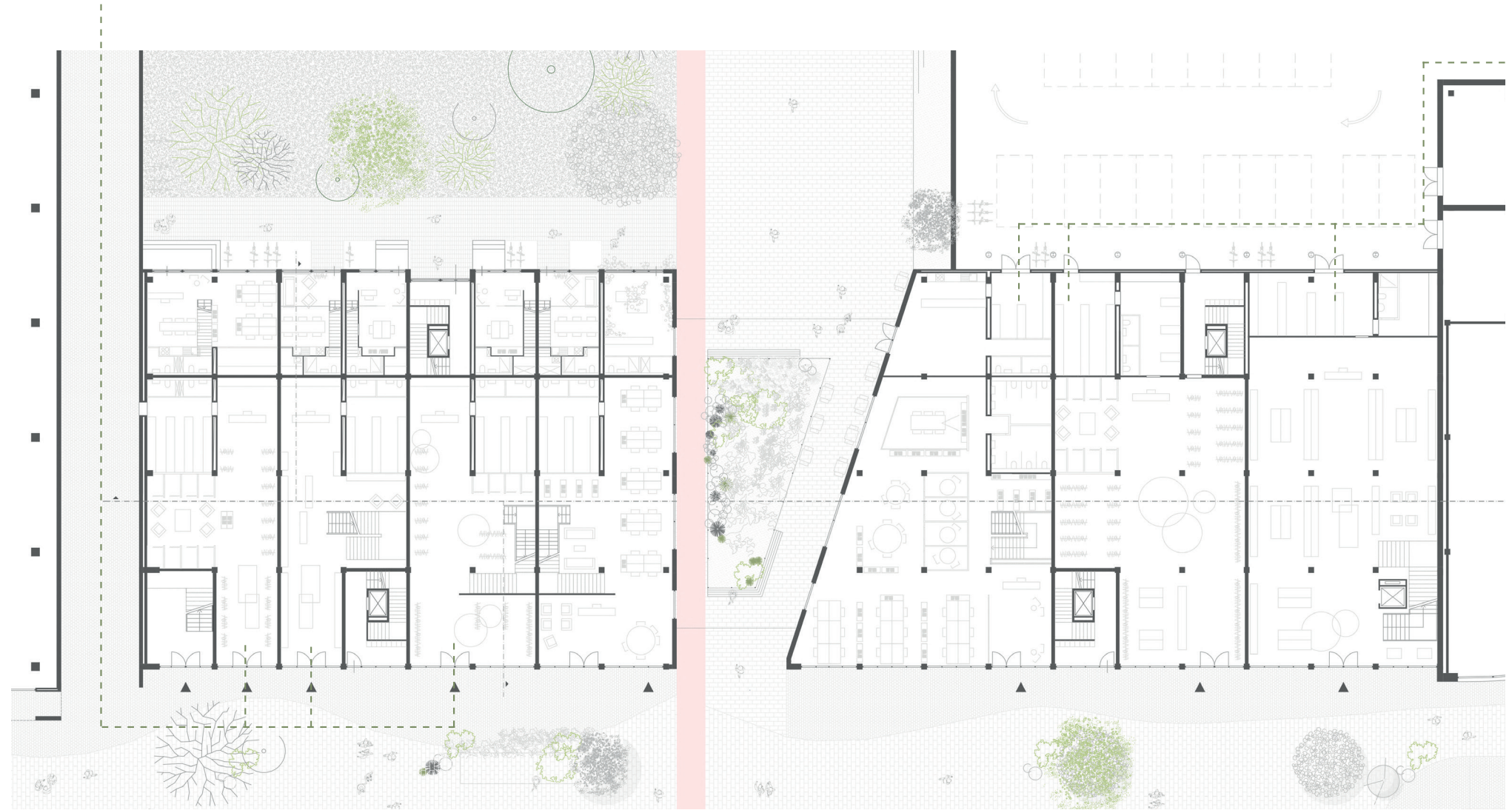
- Jeans Center
- Nelson
- Lucardi
- Douglas
- Van Haren



Ground Floor - New

Architectural Focus

New ground floor

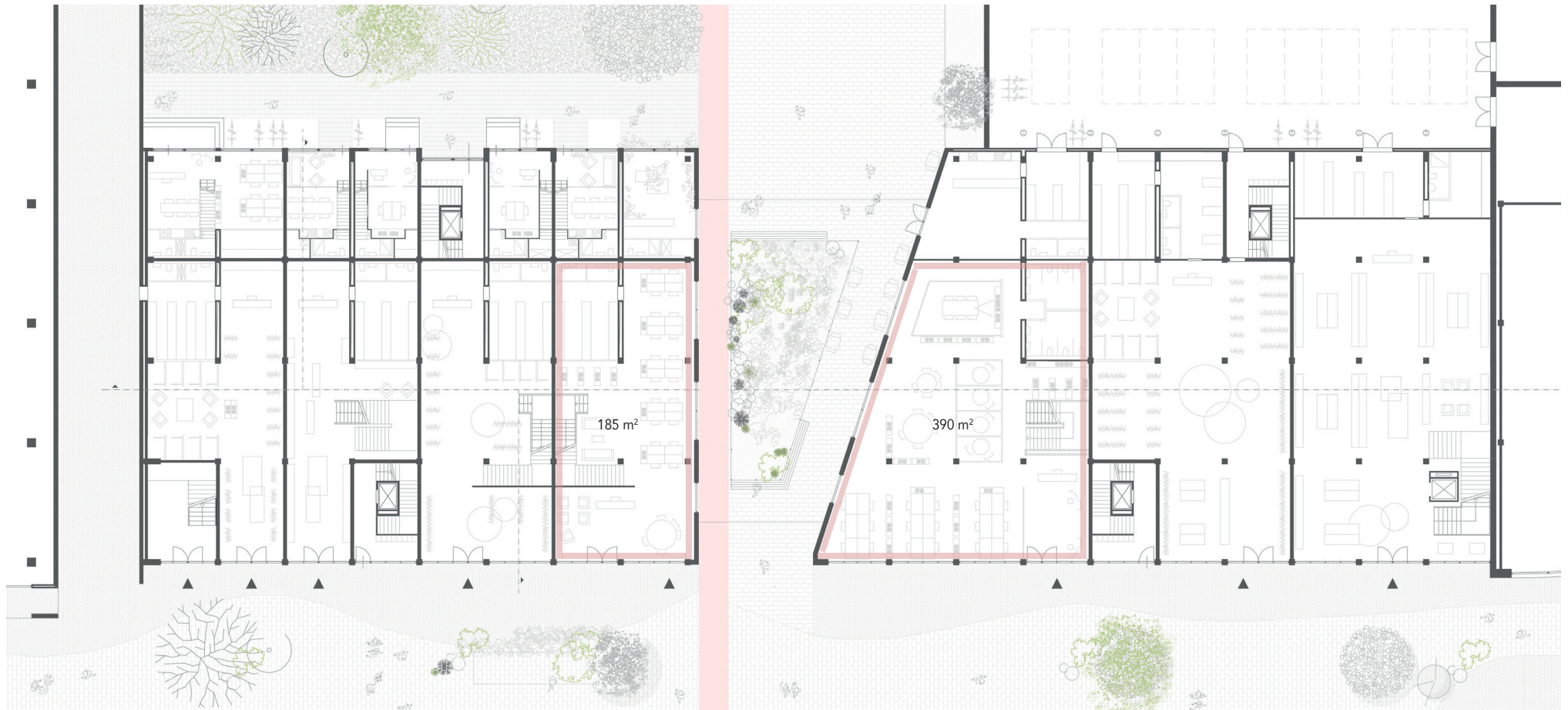


Ground Floor - New

Architectural Focus

New ground floor

Office



Ground Floor - New

Architectural Focus

New first floor

- Jeans Center
- Nelson
- Lucardi
- New Cafes and Community function
- Van Haren

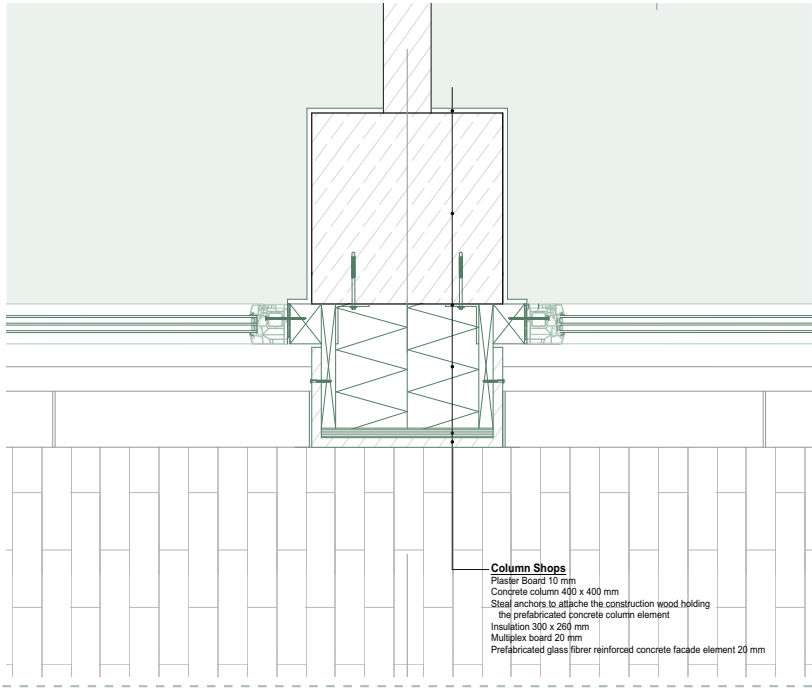
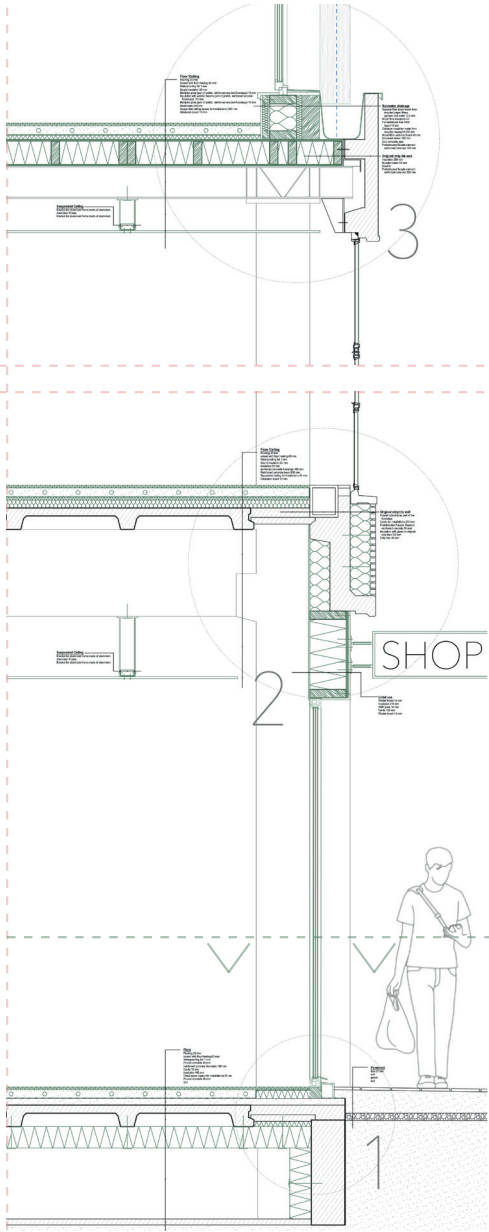


First Floor - New

Office

Architectural Focus

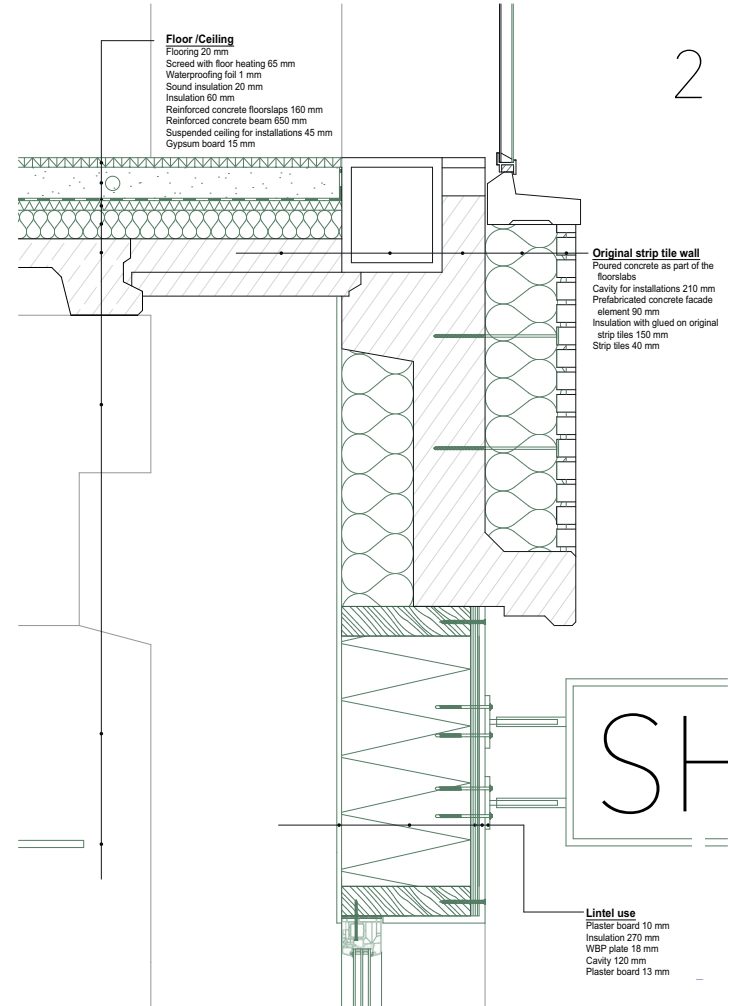
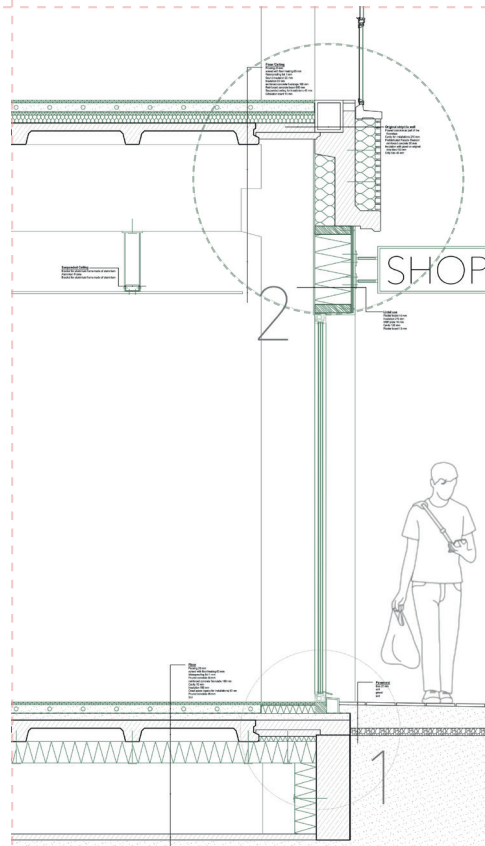
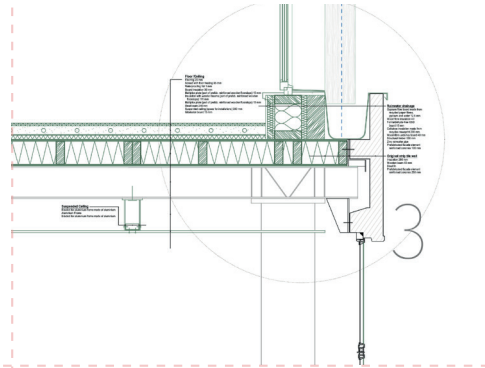
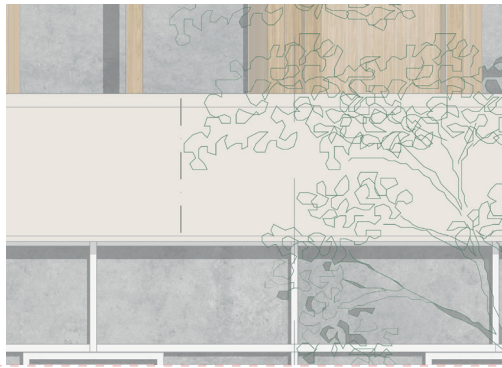
Keeping the old facade



Column Shops
Plaster Board 10 mm
Concrete column 400 x 400 mm
Steel anchors to attach the construction wood holding the prefabricated concrete column element
Insulation 300 x 260 mm
Multiplex board 20 mm
Prefabricated glass fiber reinforced concrete facade element 20 mm

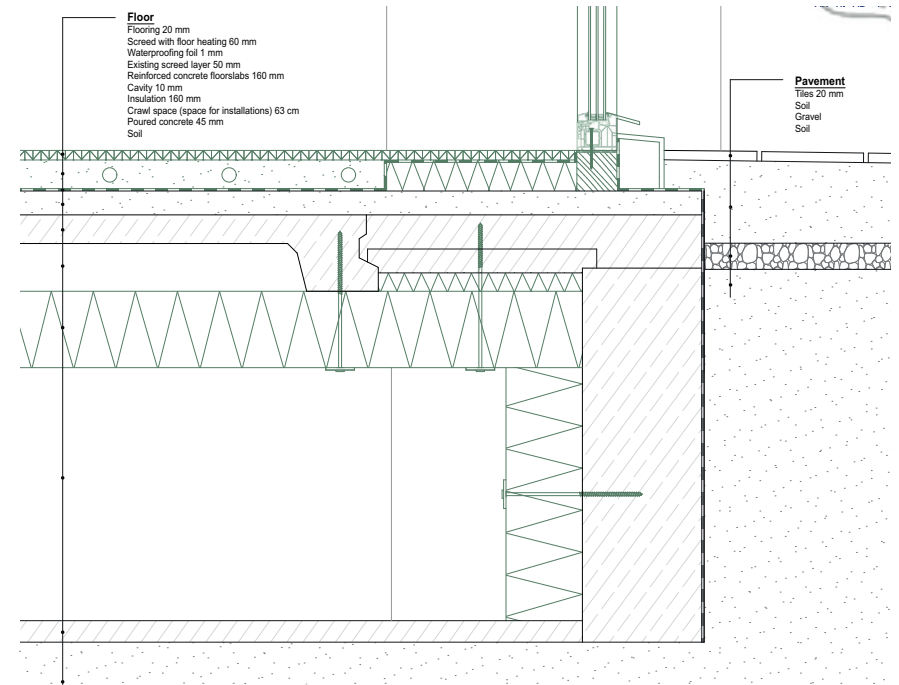
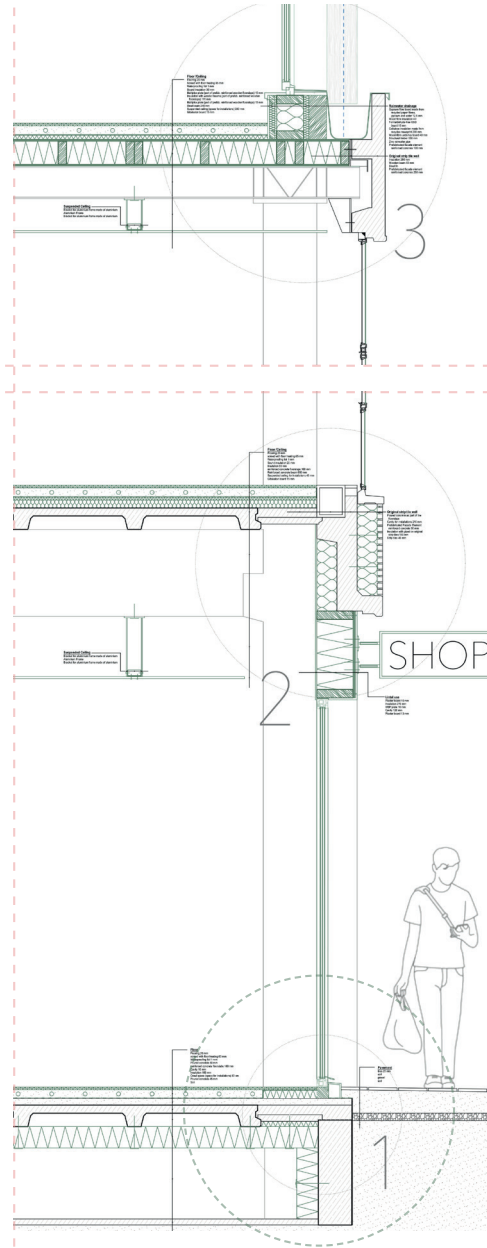
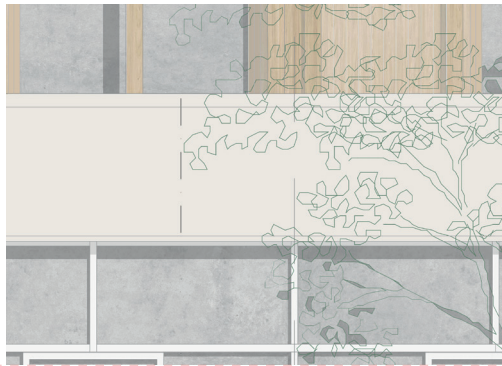
Architectural Focus

Keeping the old facade



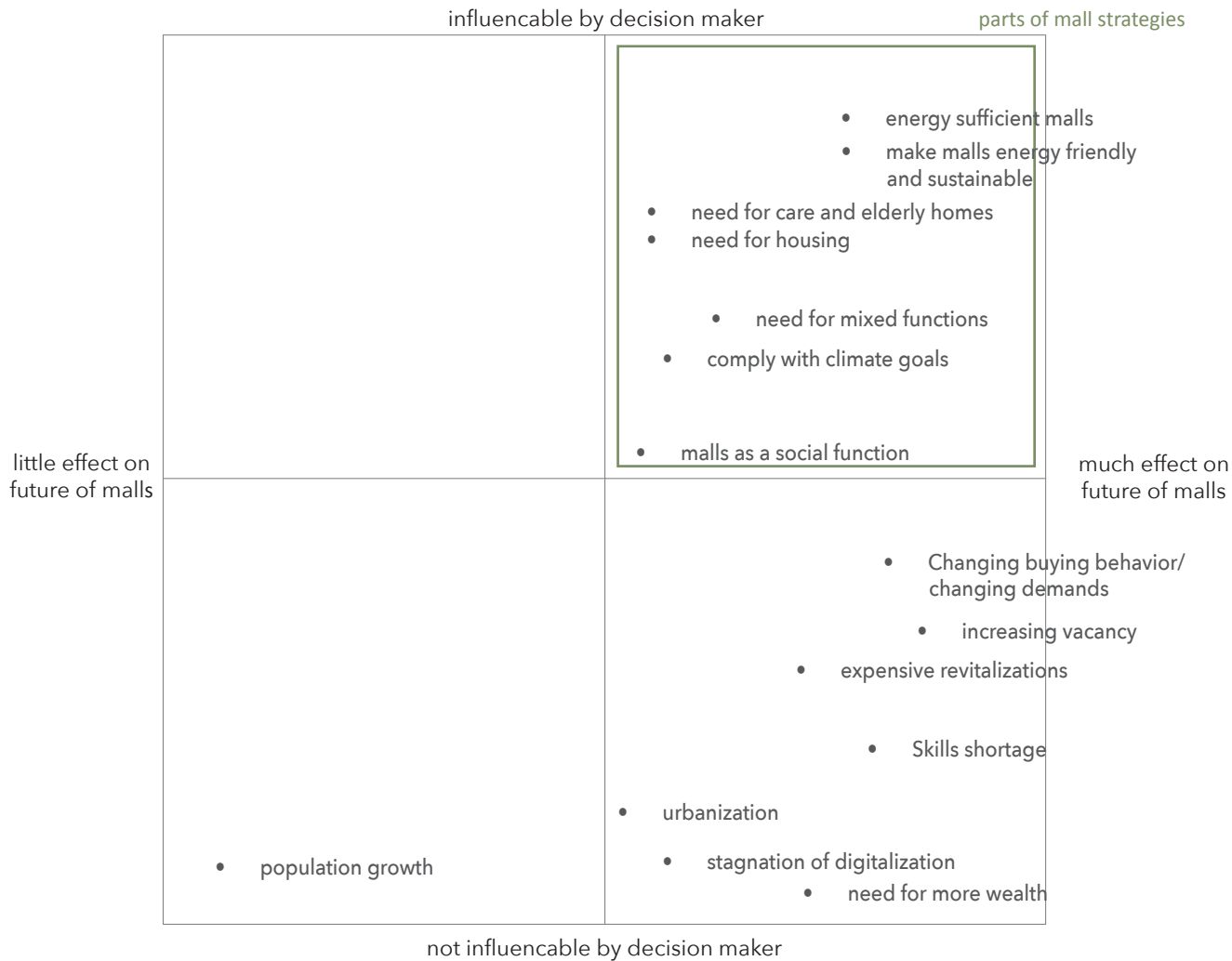
Architectural Focus

Keeping the old facade



Step by Step

Research Results



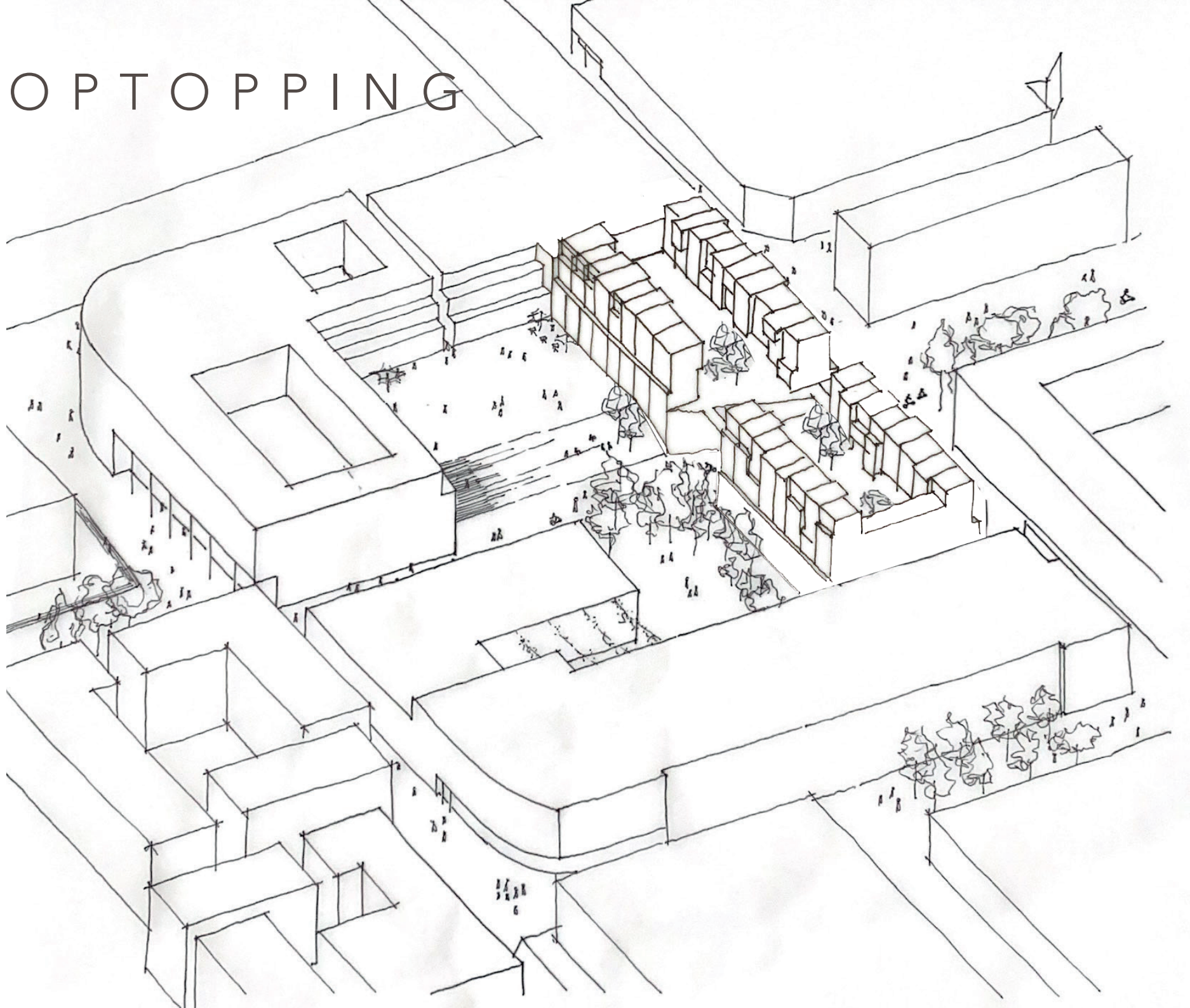
[Parts of mall strategies]

need for housing
need for care and elderly homes
need for mixed functions
comply with climate goals
energy sufficient malls
make malls energy friendly and sustainable
malls as a social function

[Groups of developments]

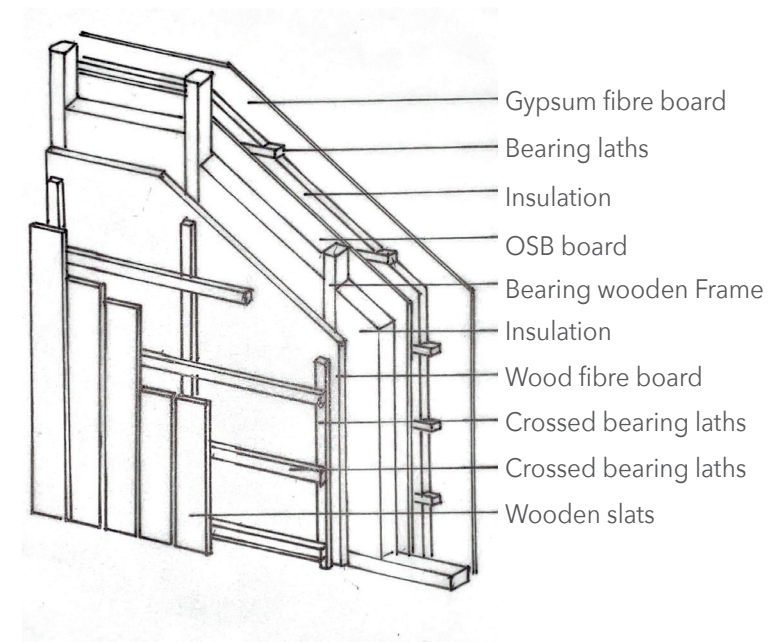
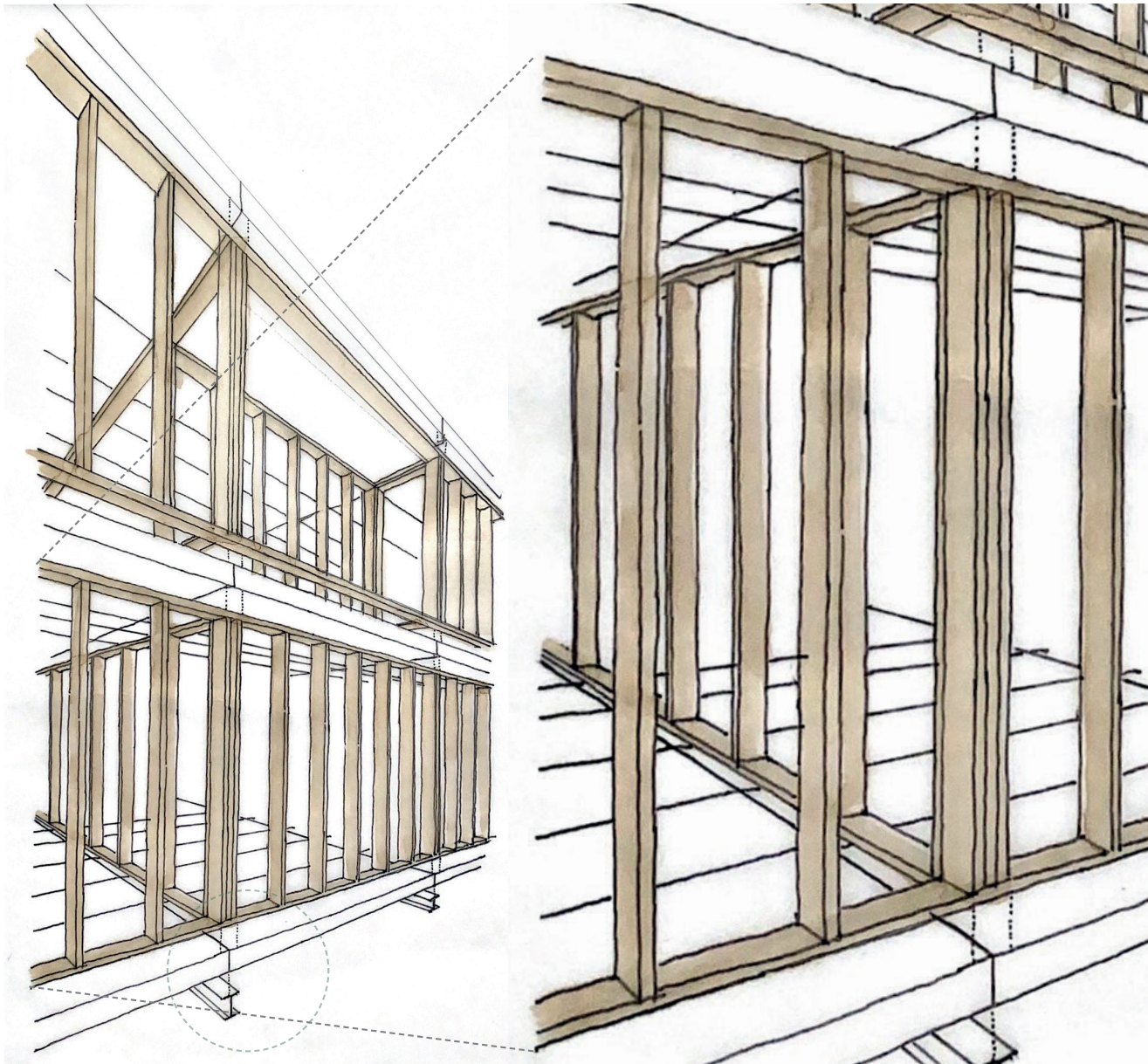
(1) transformation to housing
(3) adaptive reuse (transition to different uses)
(2) transform into sustainable buildings in order to preserve
(4) preservation of mall function

OPTOPPING



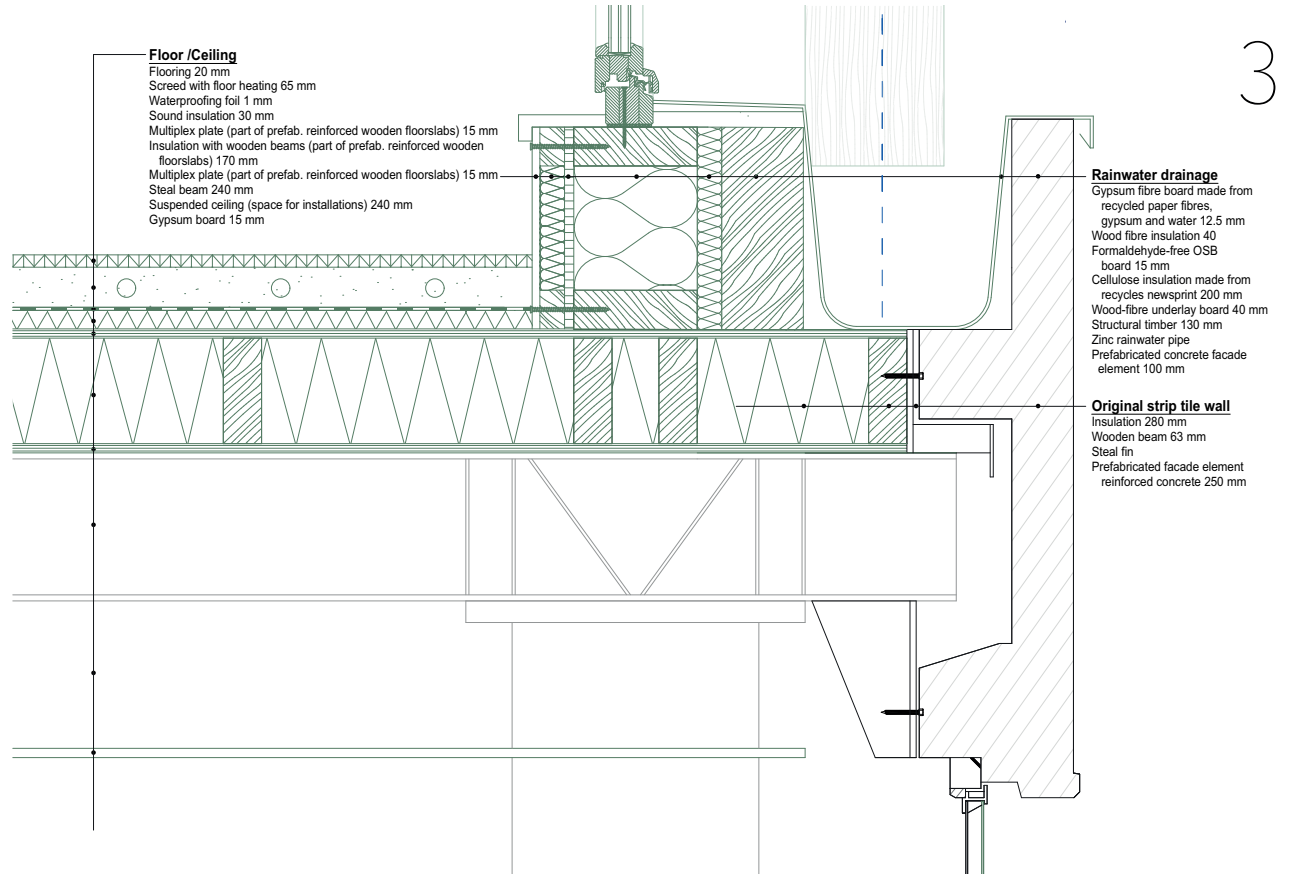
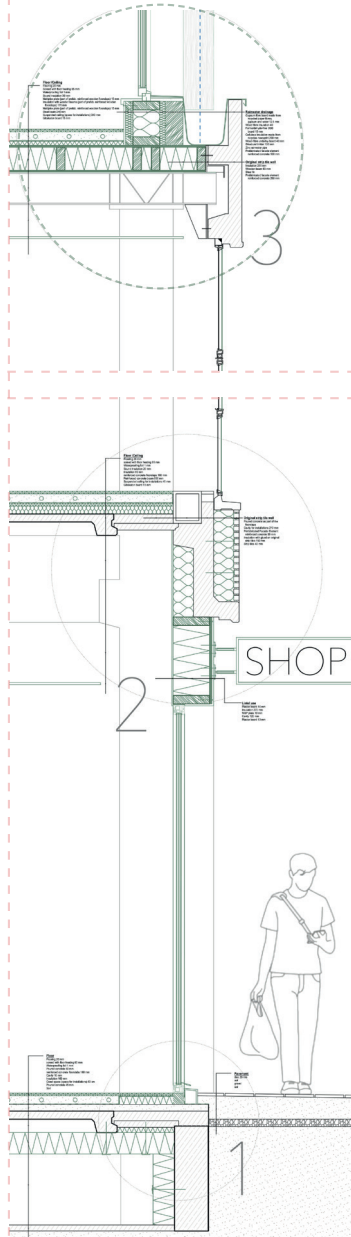
Vertical Extension

Wooden Frame construction



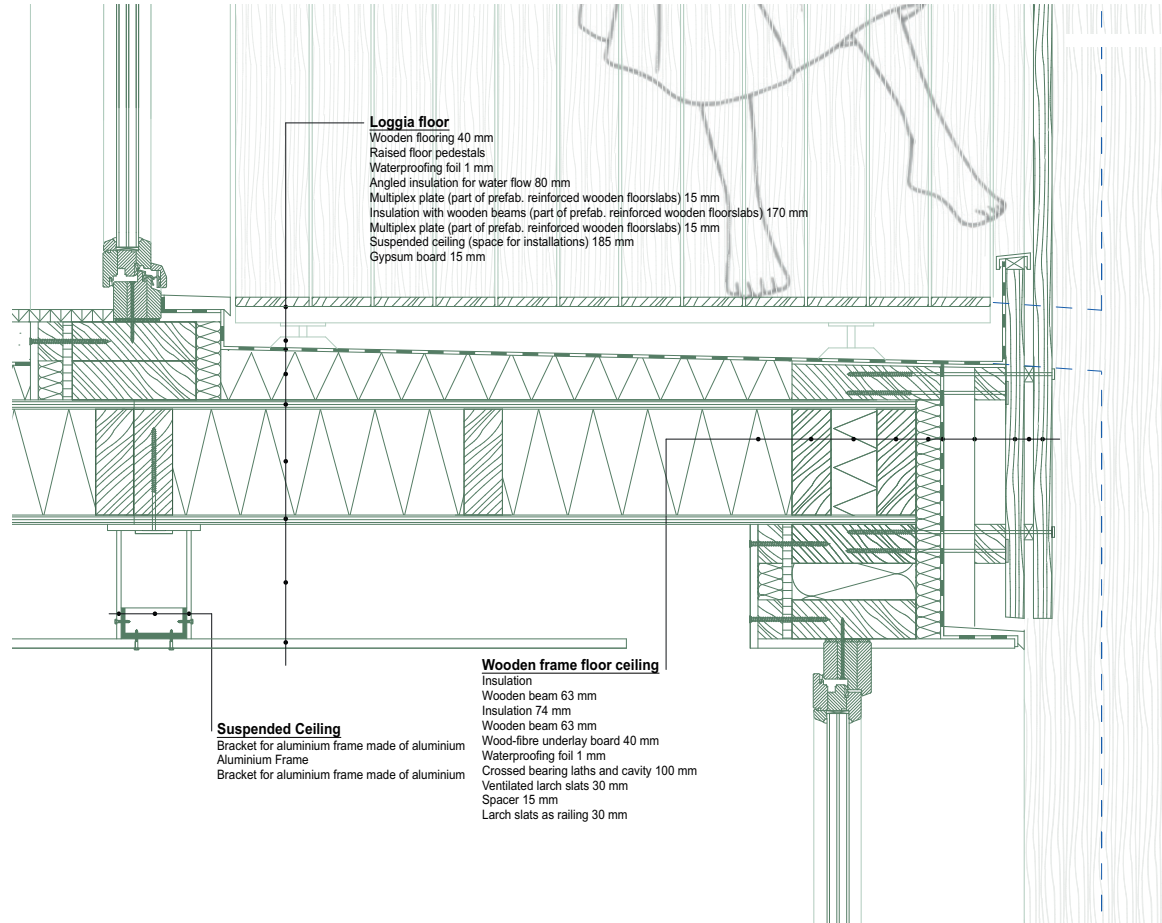
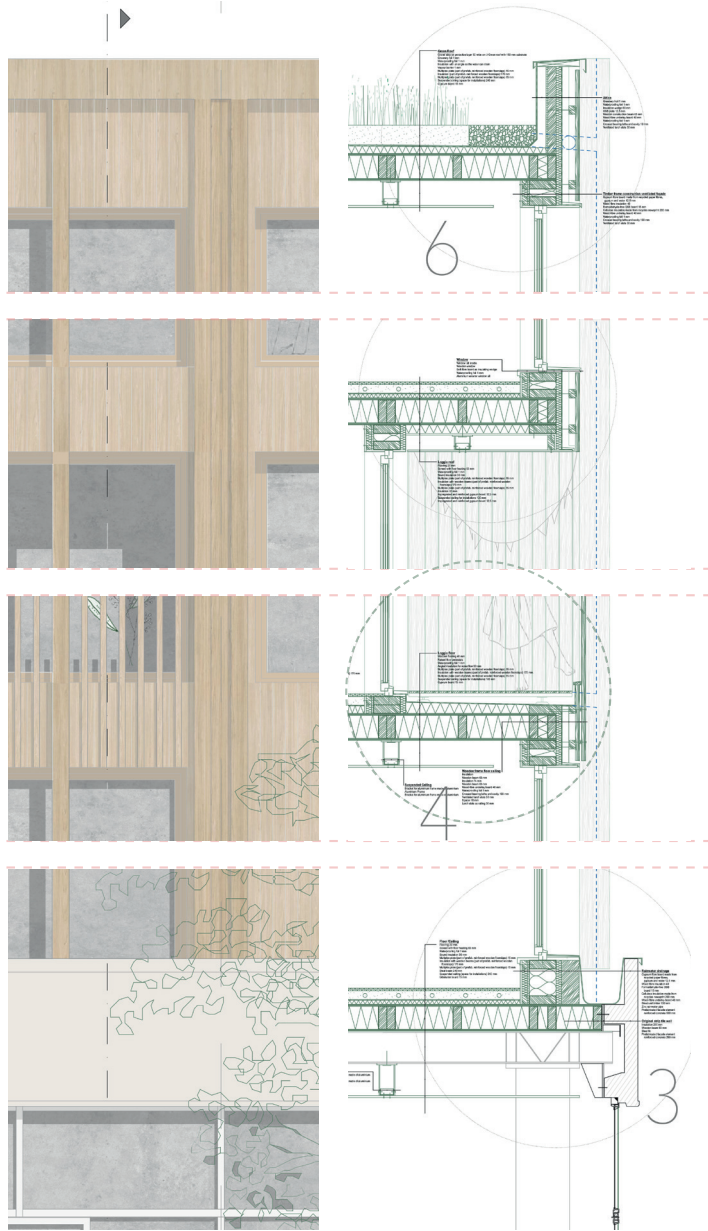
Vertical Extension

How to connect old and new?



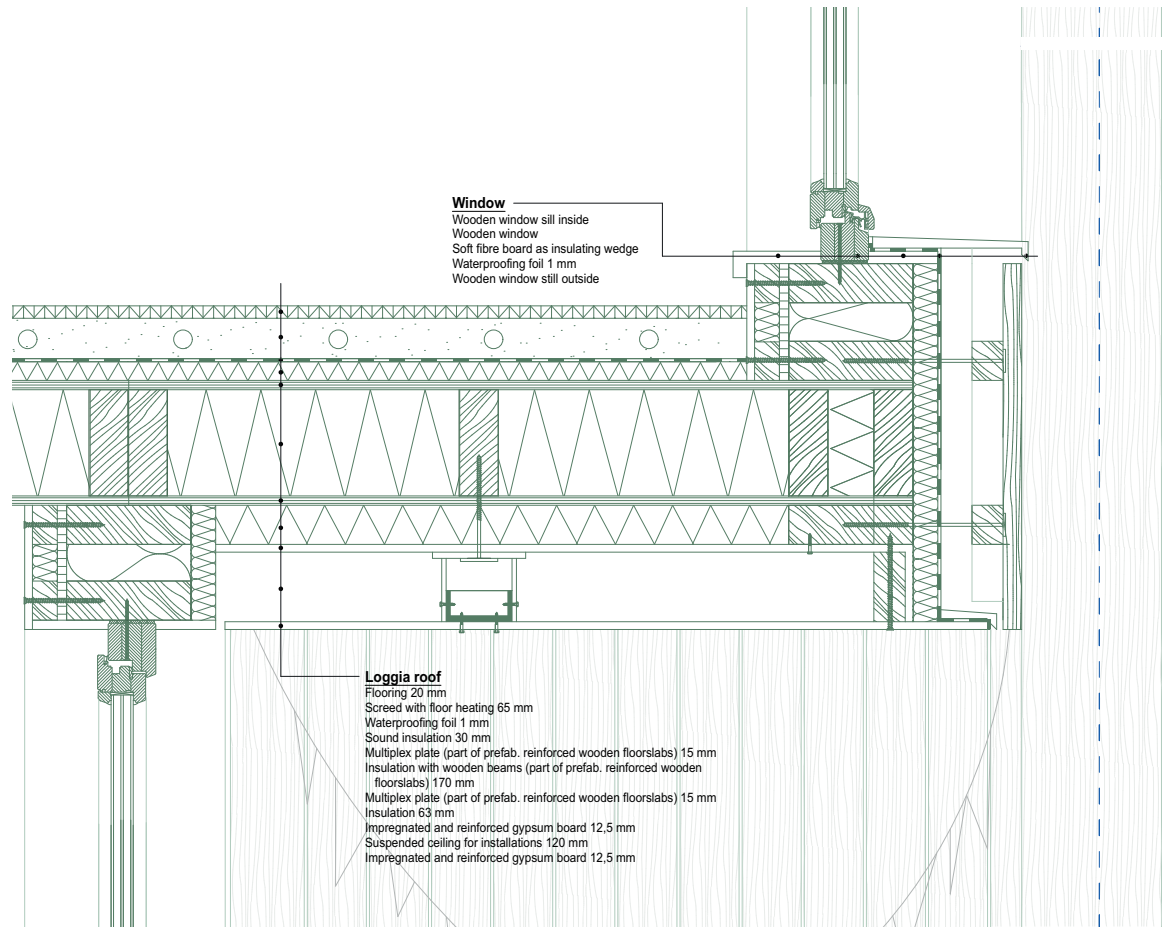
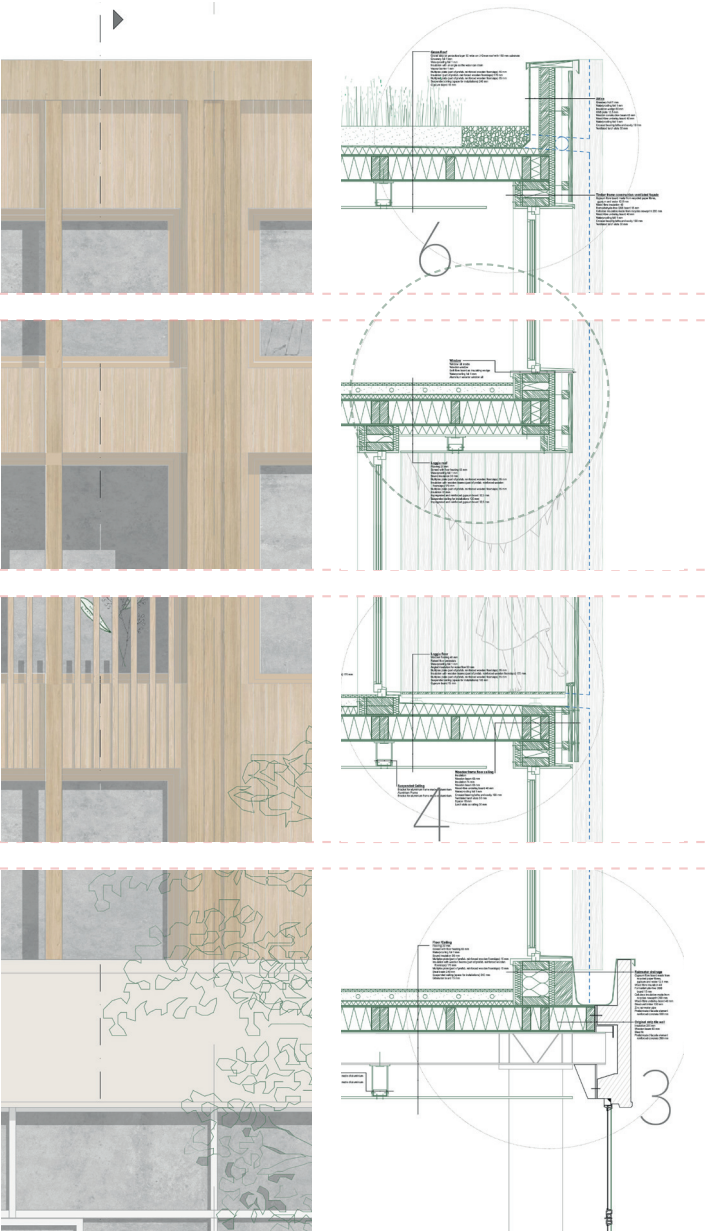
Vertical Extension

How to build higher?



Vertical Extension

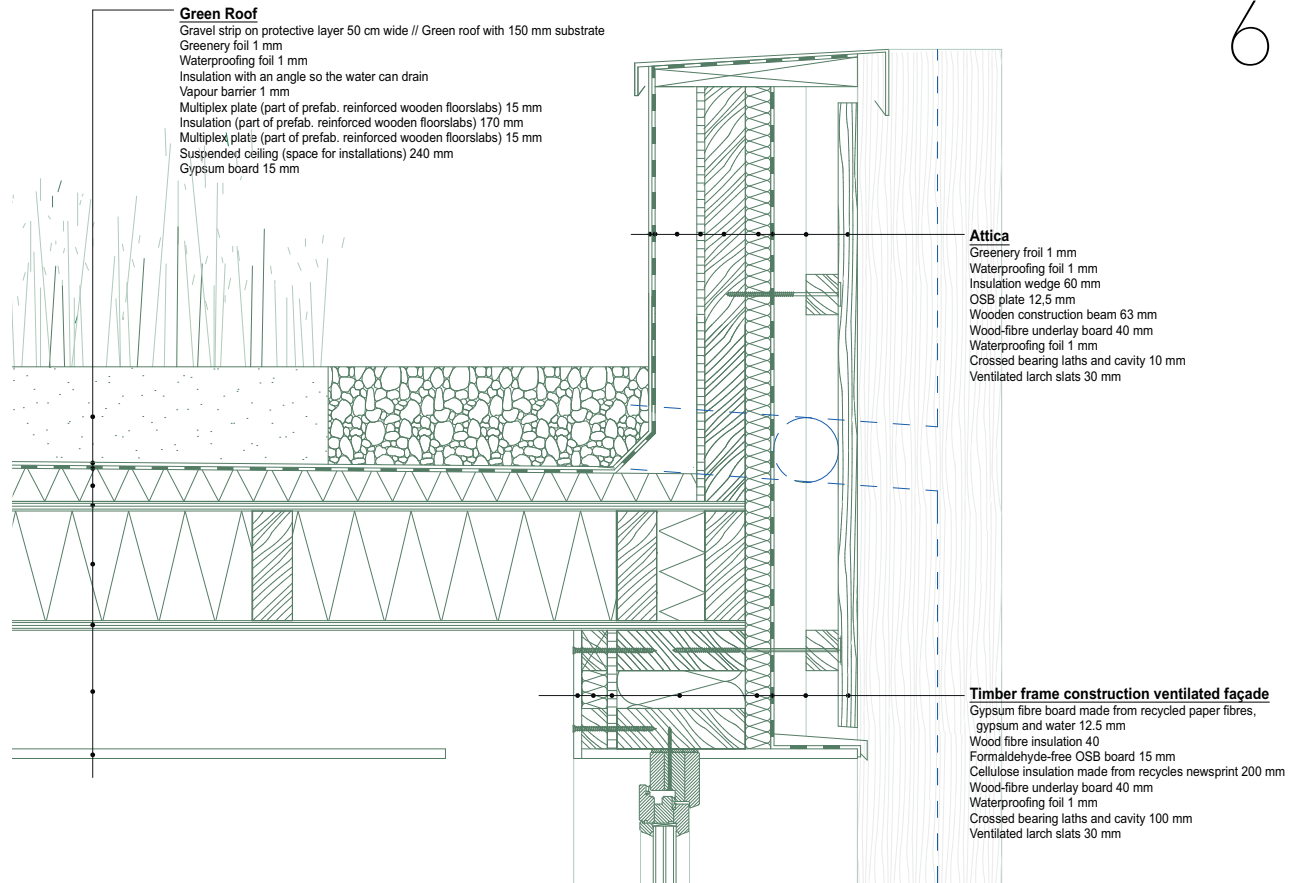
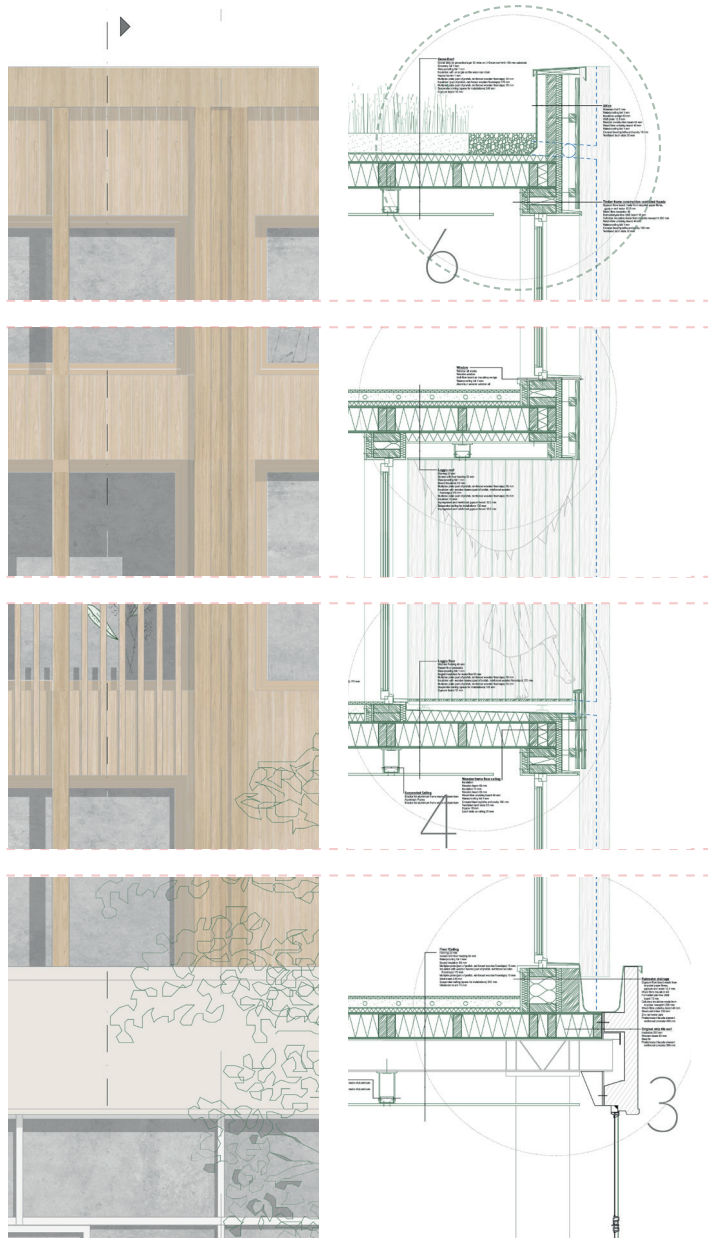
How to build higher?



5

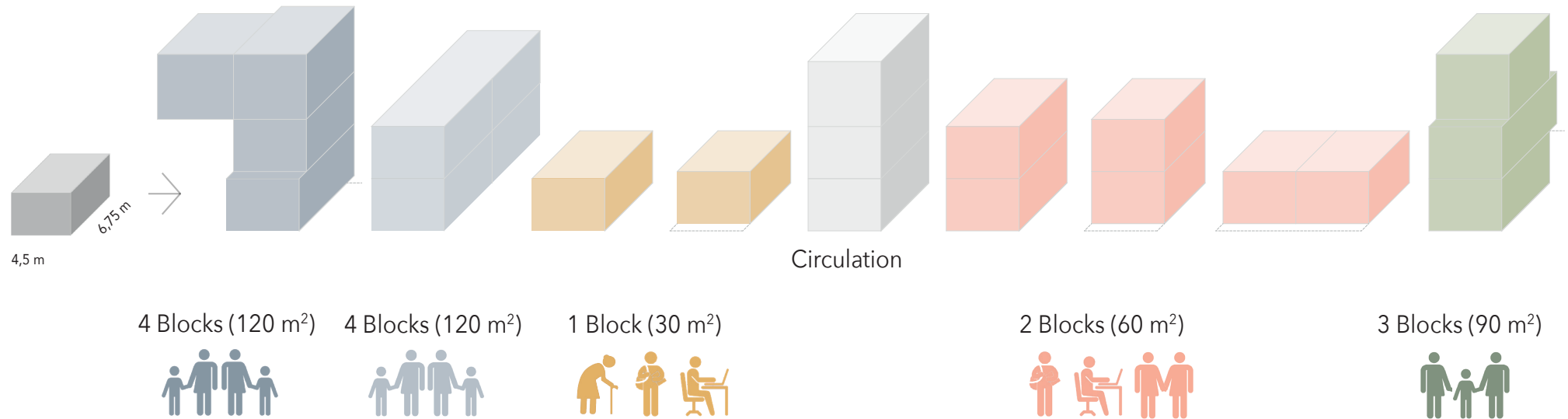
Vertical Extension

How to build higher?



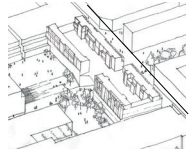
Vertical Extension

Diversity



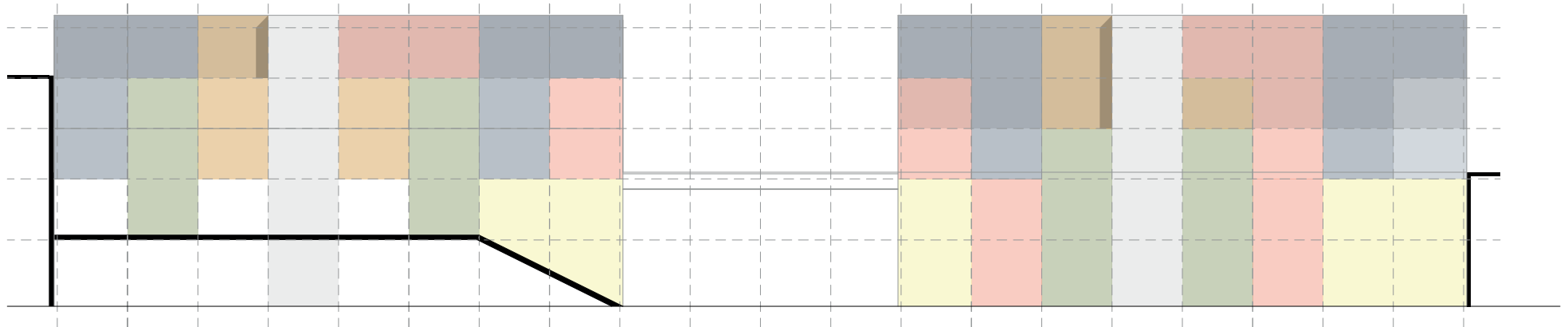
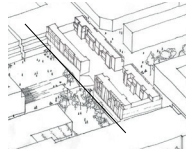
Vertical Extension

Diversity



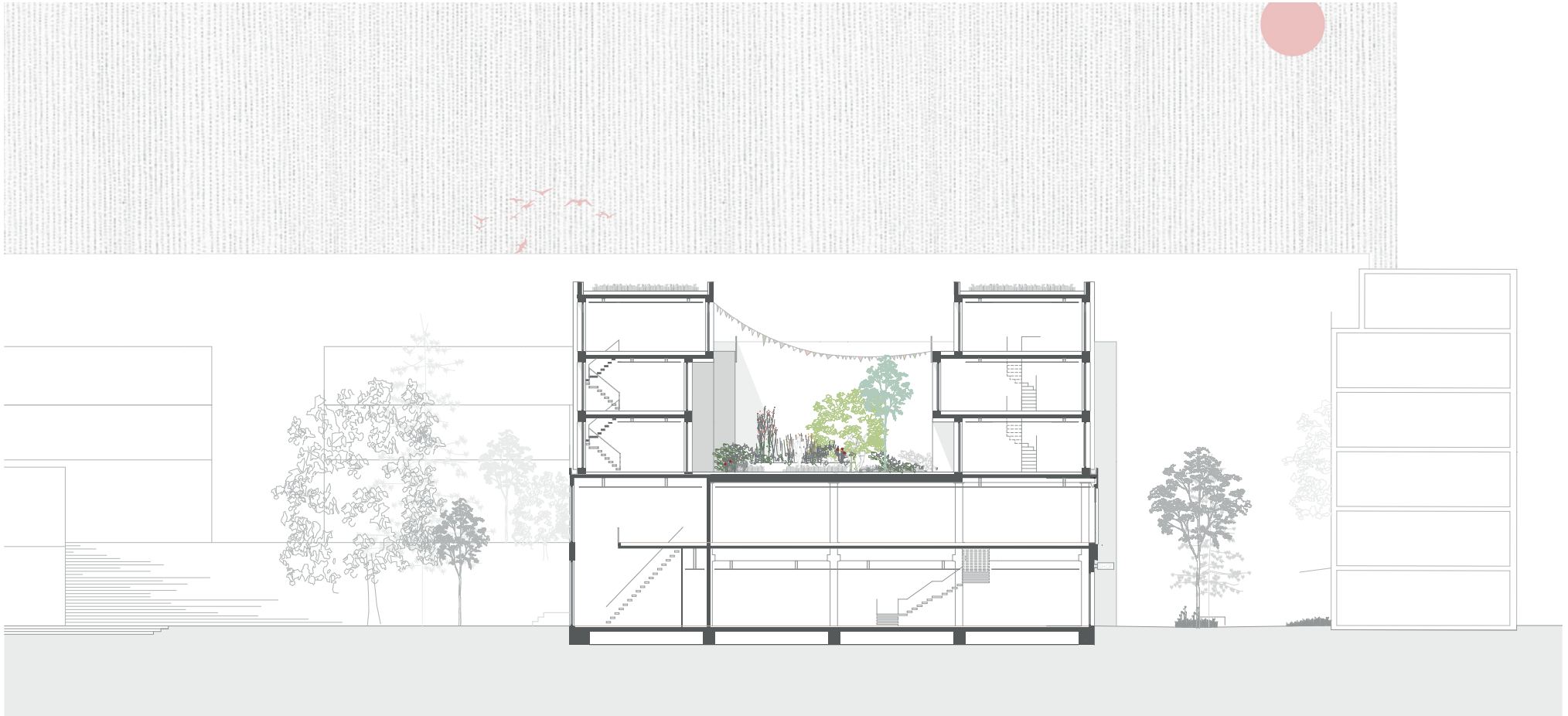
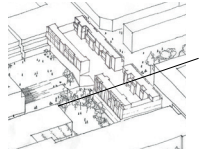
Vertical Extension

Diversity



Vertical Extension

Community Garden



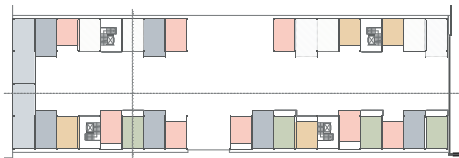
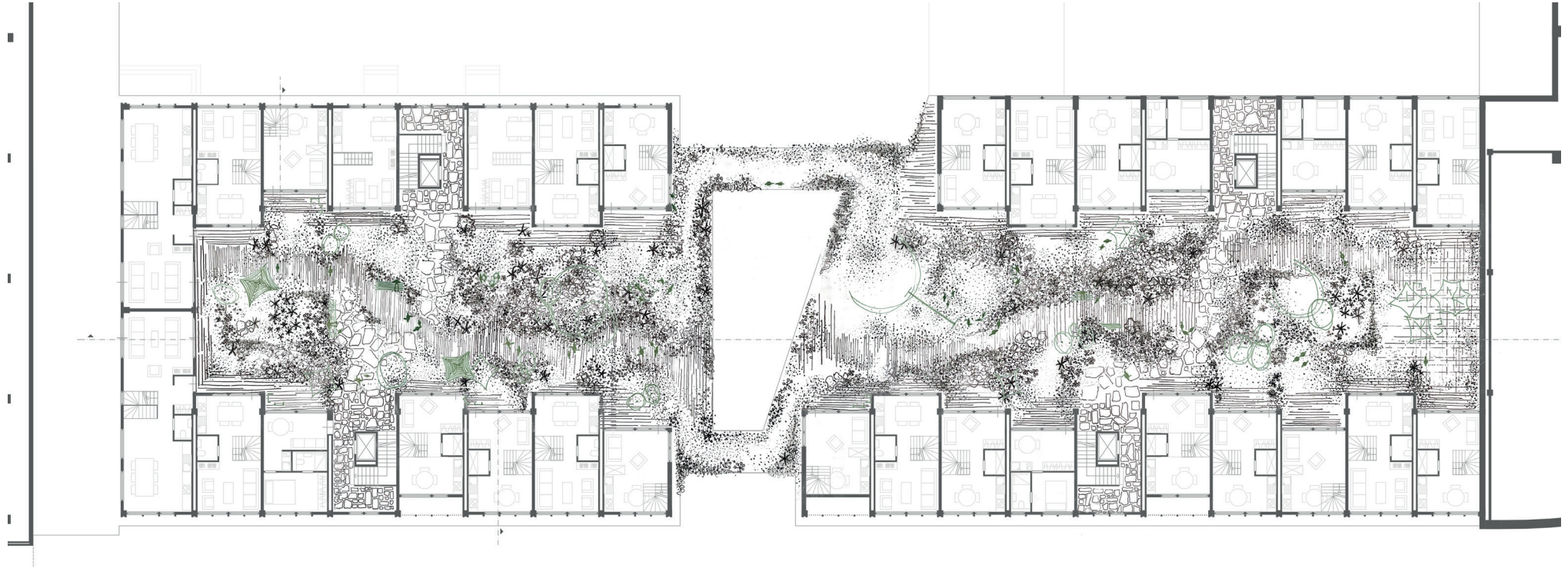
THE BLOOM JUNCTION:

Where Community and Shopping Flourish



Thee Bloom Junction

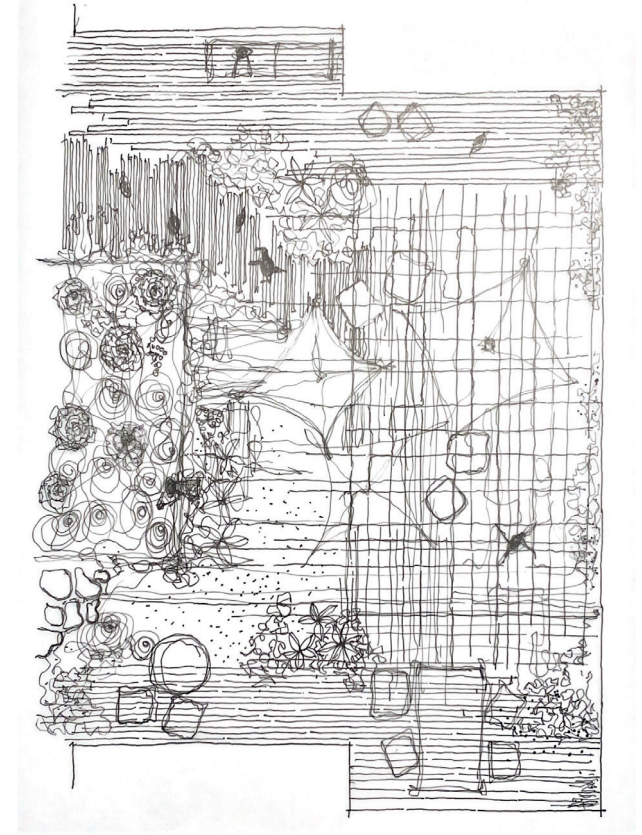
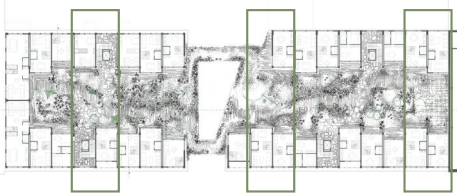
Community Garden



2nd Floor - Garden

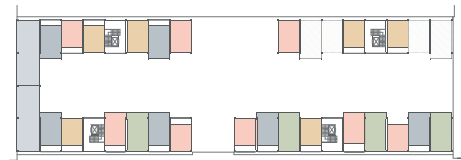
Thee Bloom Junction

Community Garden



Thee Bloom Junction

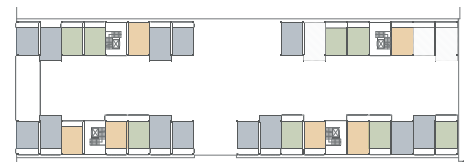
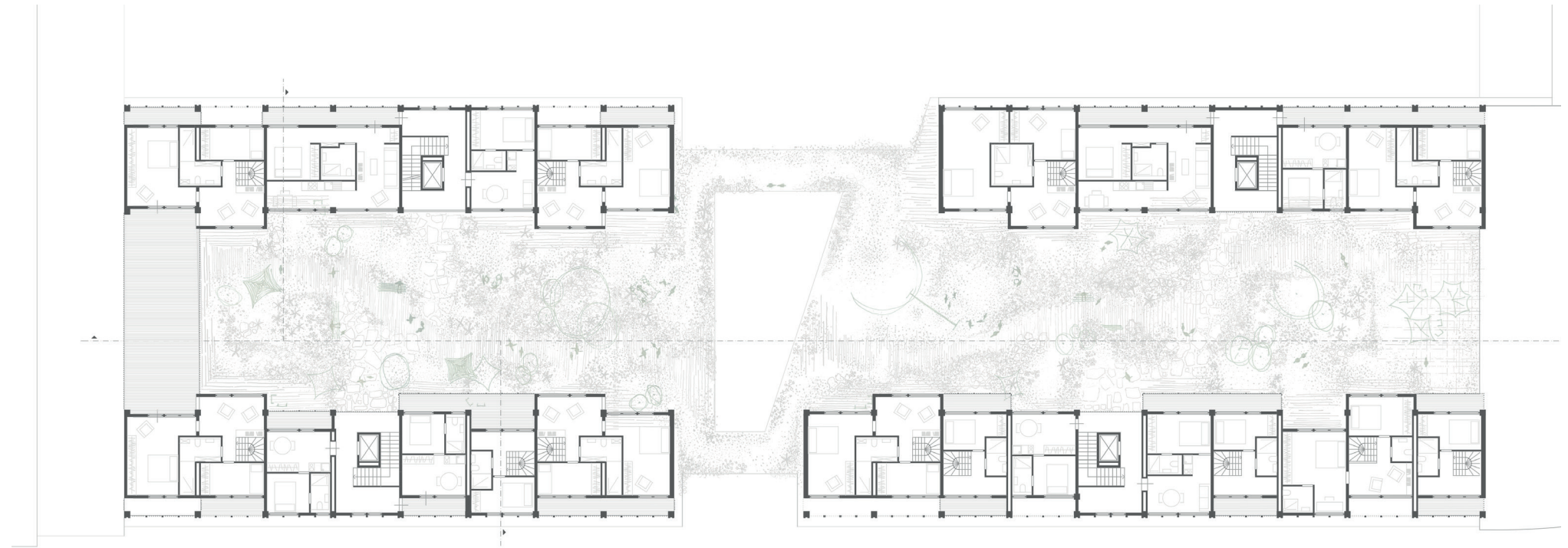
New third floor



3rd Floor - Extension

The Bloom Junction

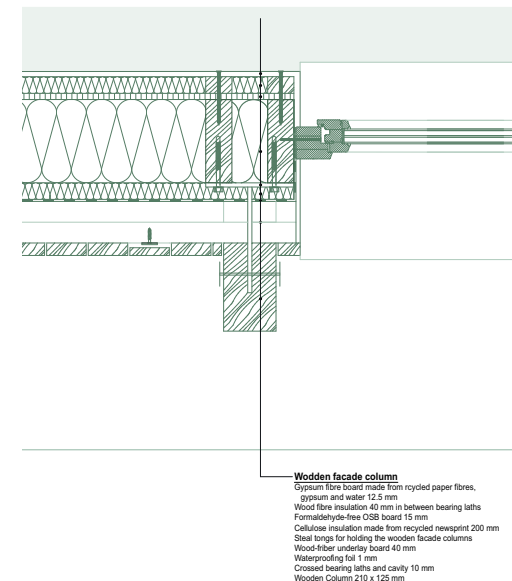
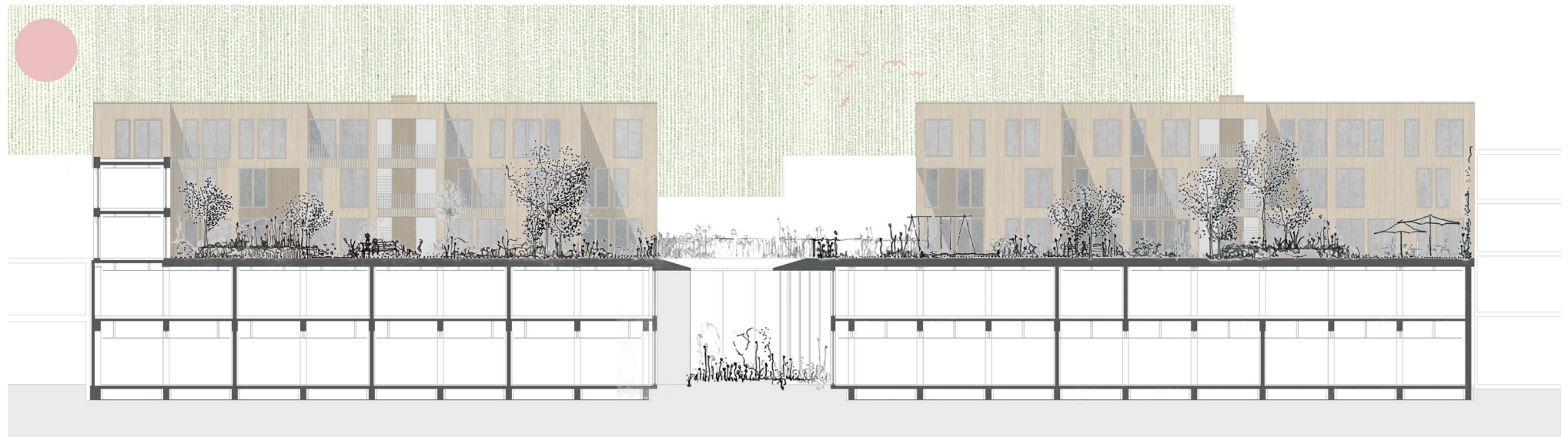
New fourth floor



4th Floor - Extension

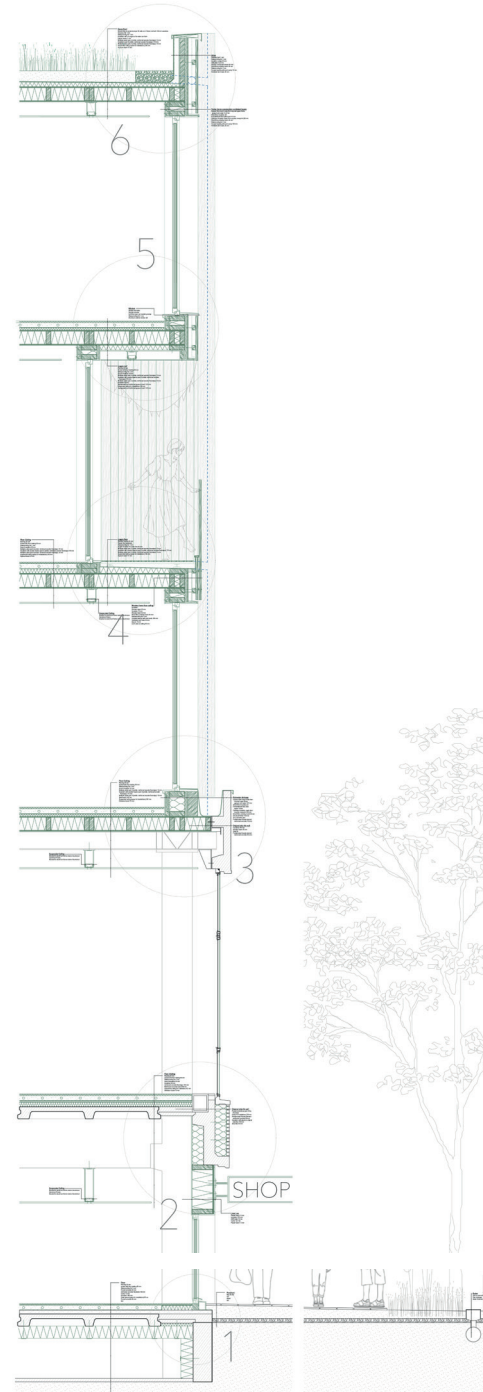
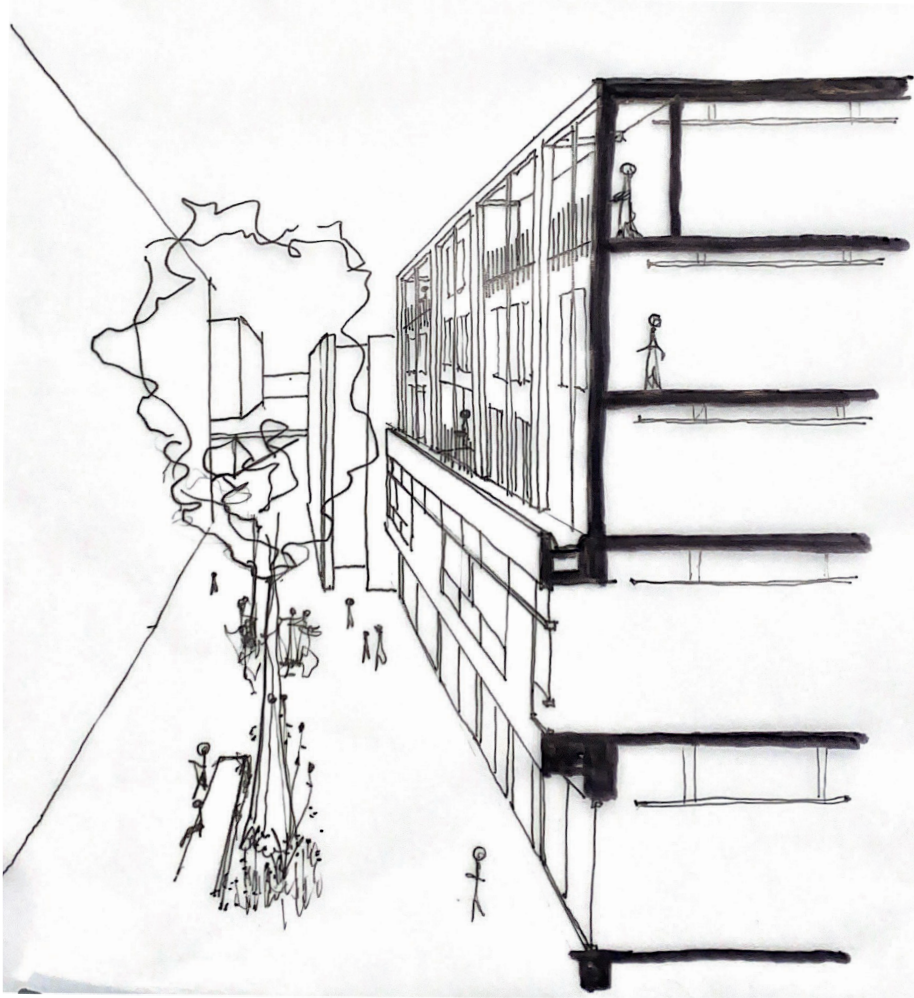
The Bloom Junction

Community Garden



The Bloom Junction

Facade Street



The Bloom Junction

Facade Street

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P5 Graduation Presentation | 26th of June, 2023



The Bloom Junction

Facade Square

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The Bloom Junction

Facade Square | Public

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Facade Square | Private

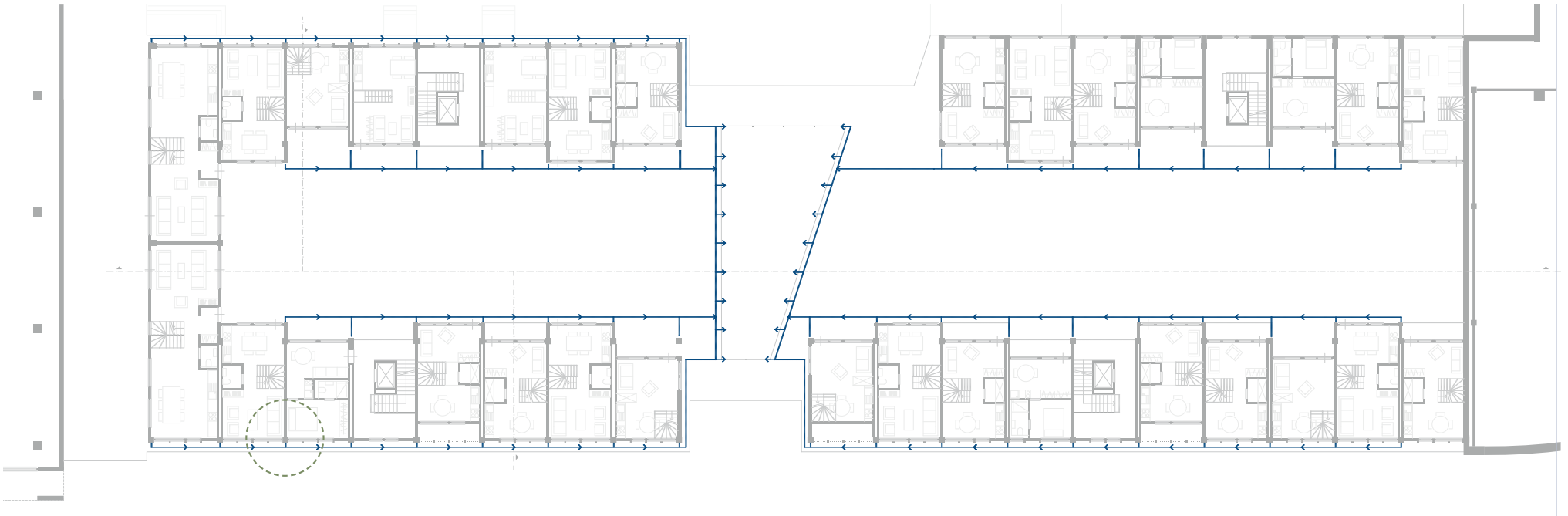
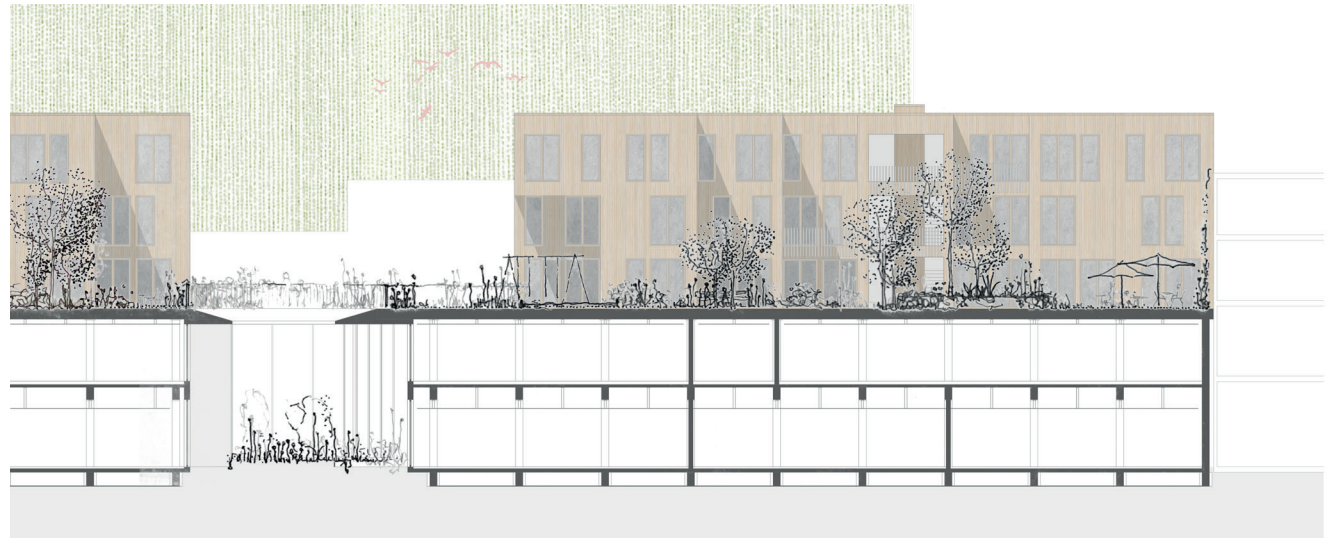
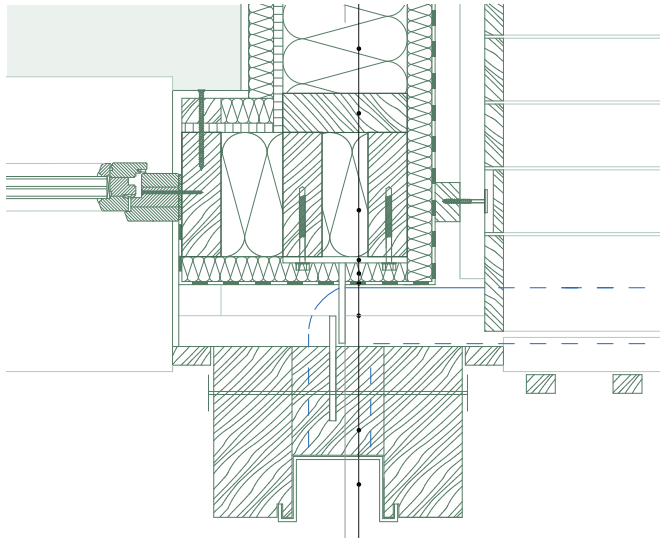
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The Bloom Junction

Water and Rainwater Supply



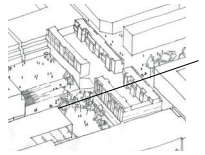
The Bloom Junction

Water and Rainwater Supply



The Bloom Junction

Water and Rainwater Supply



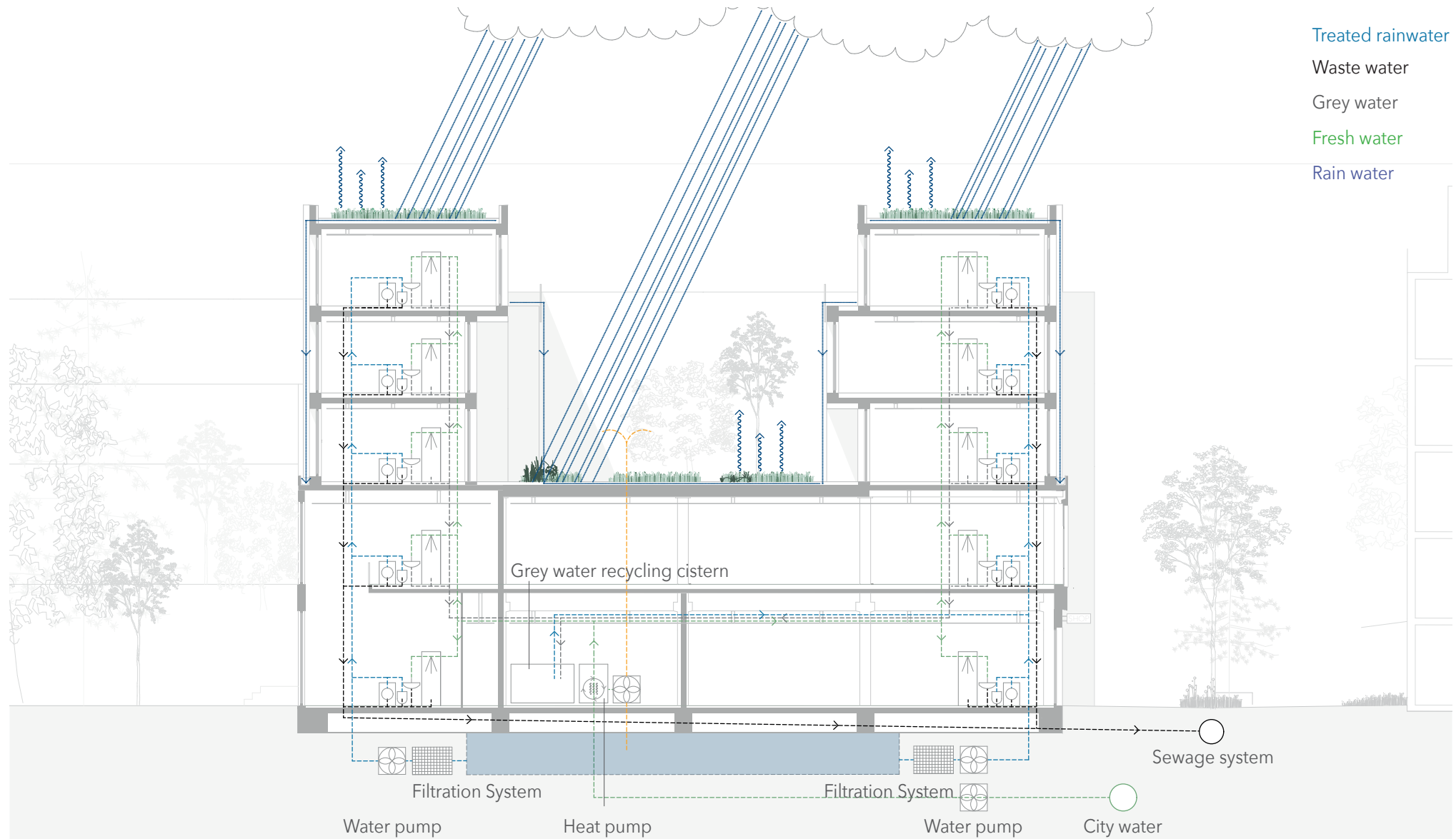
Treated rainwater

Waste water

Grey water

Fresh water

Rain water



The Bloom Junction

Facade Square | Private

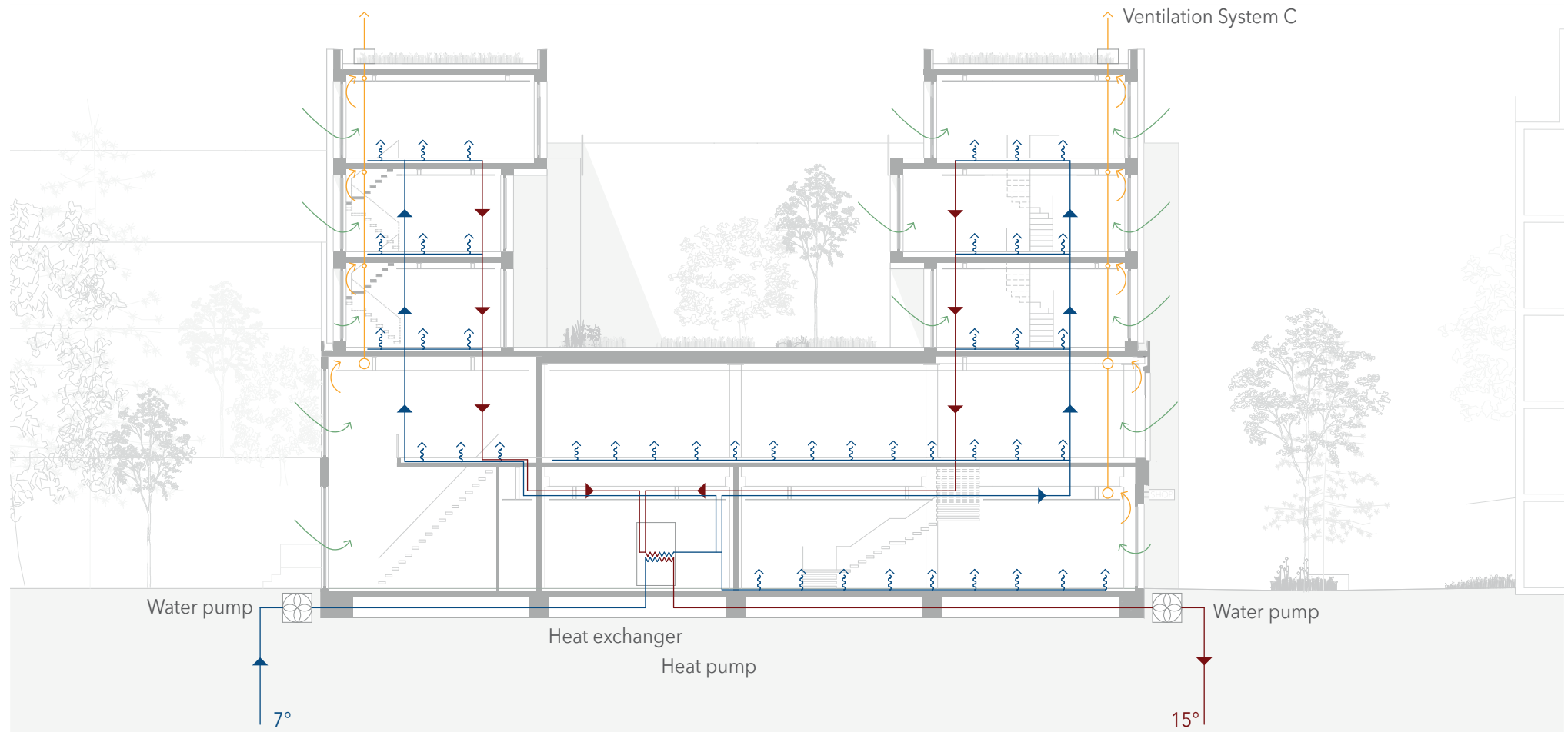
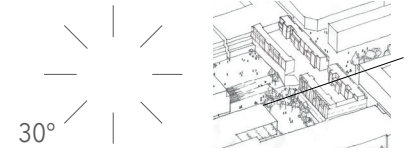
Heritage & Architecture | Exploring 20th century malls

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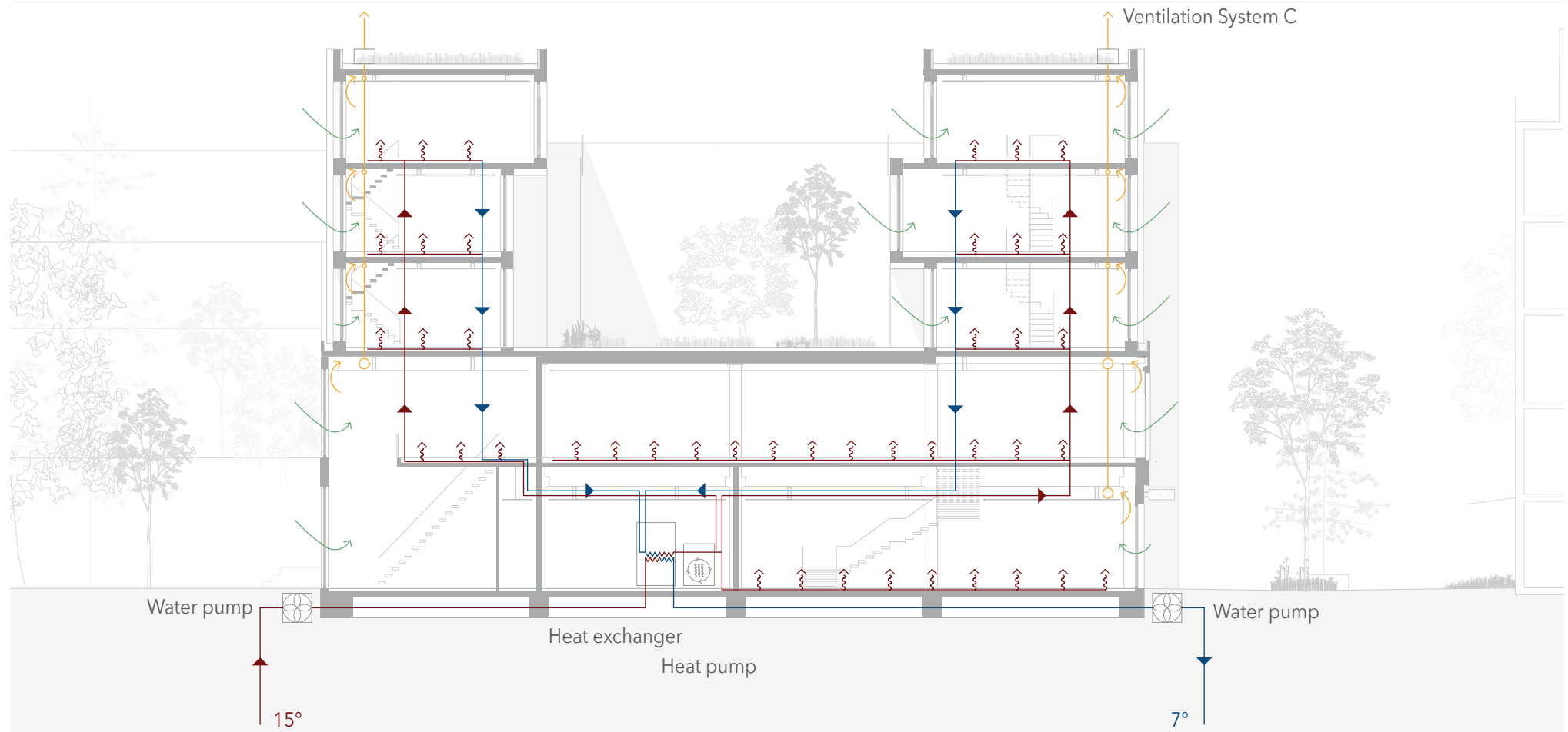
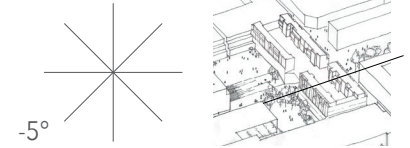
The Bloom Junction

Climate Design - SUMMER

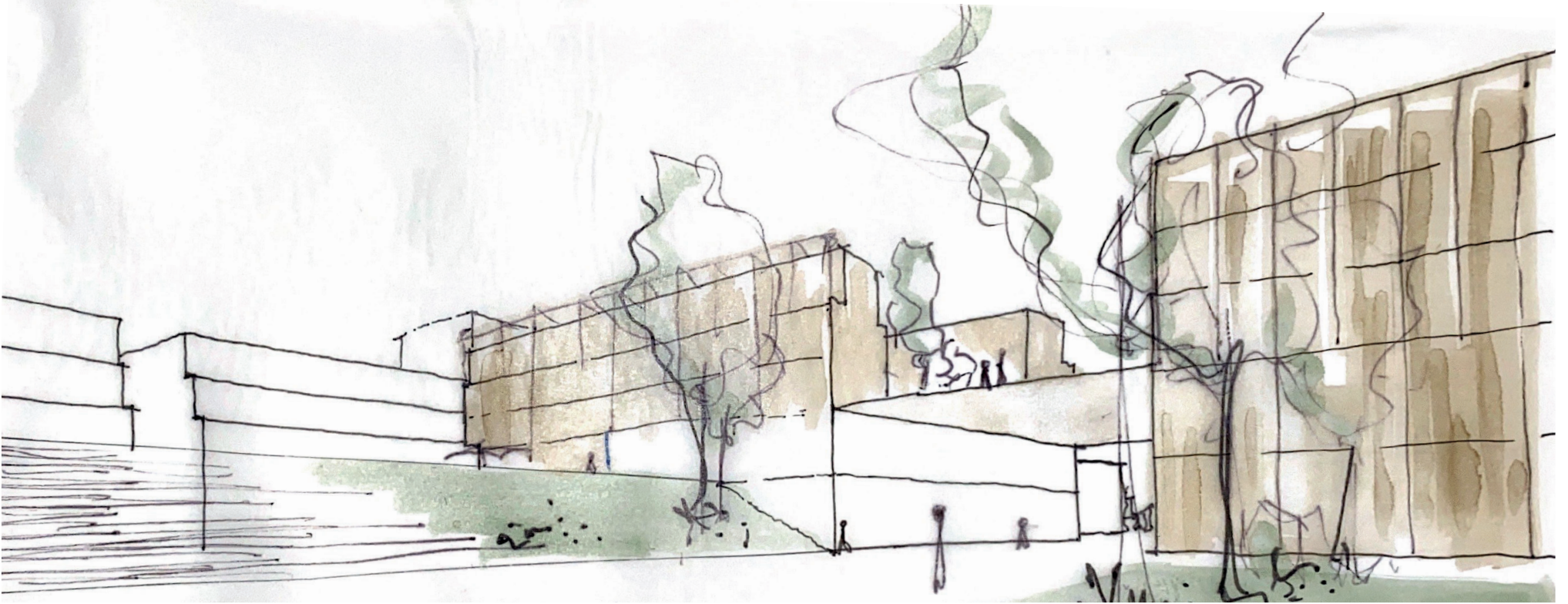


The Bloom Junction

Climate Design - WINTER

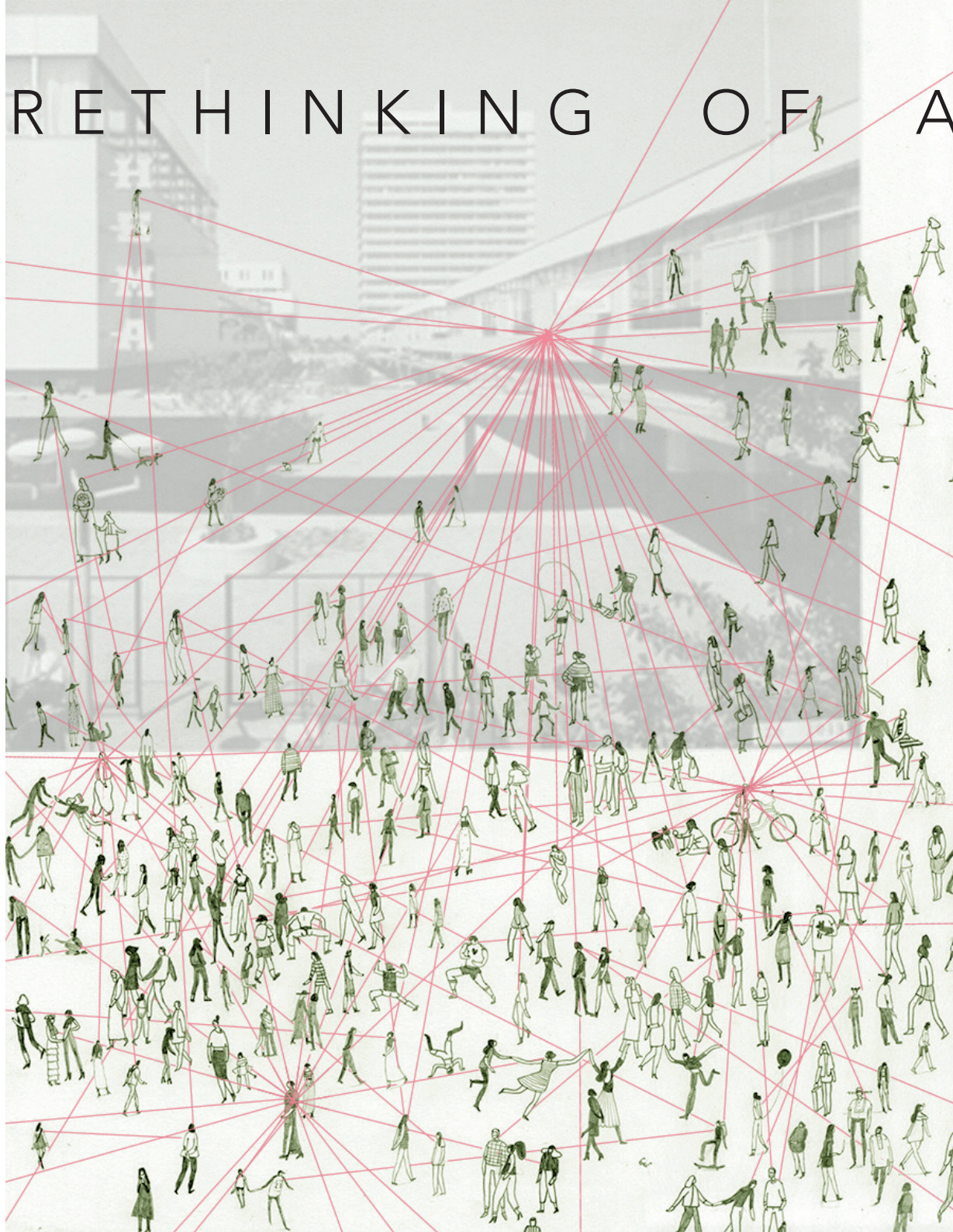


CONCLUSION



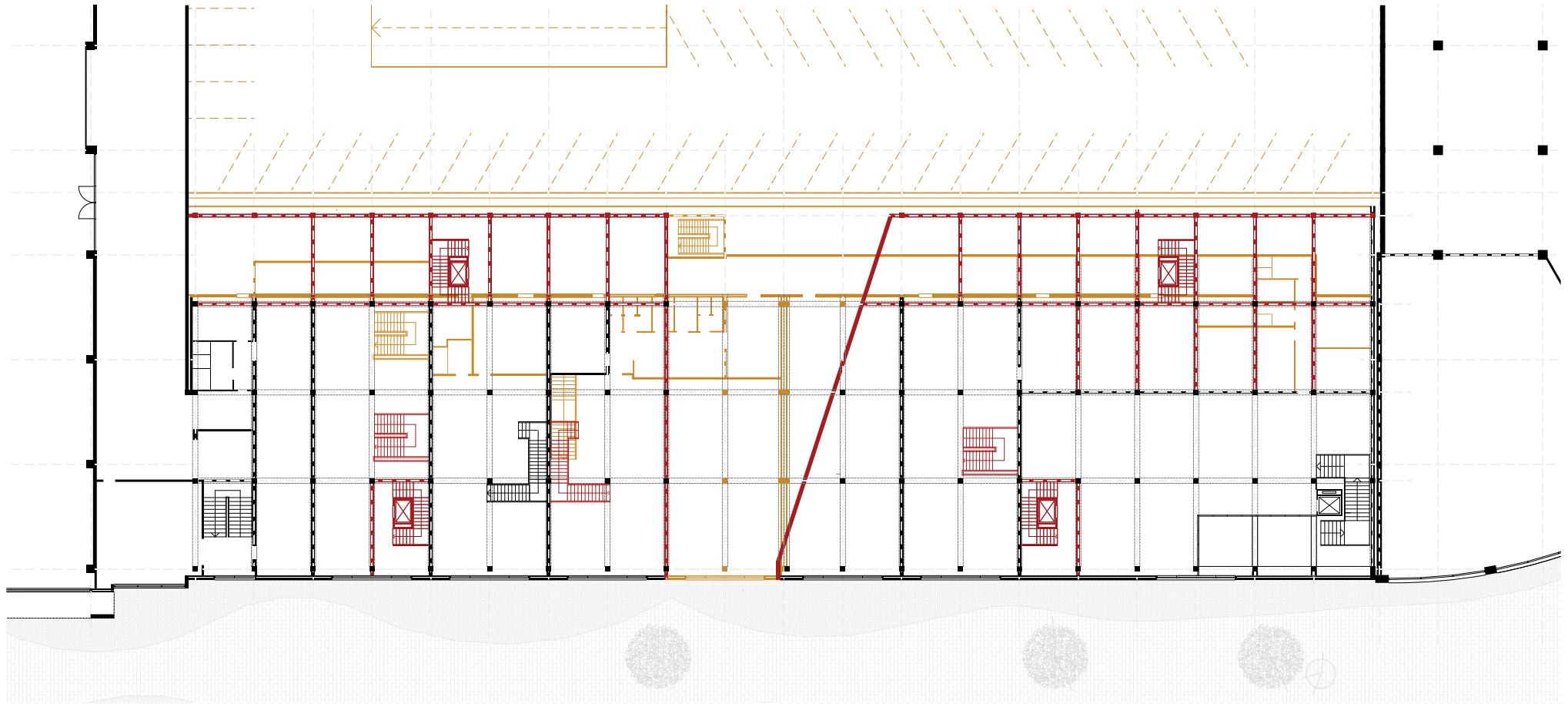
RETHINKING OF A TYPOLOGY

Thank you for your attention!

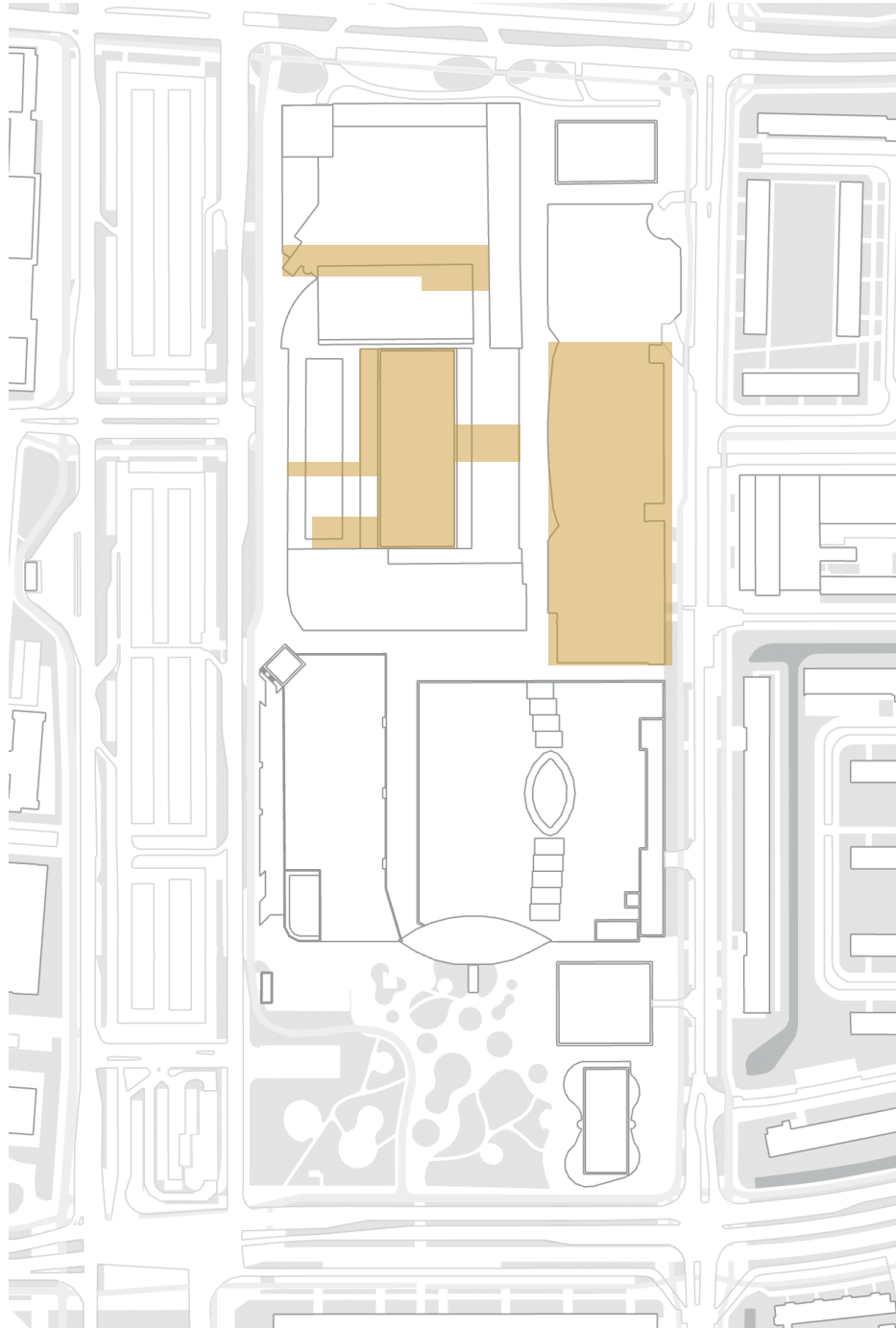


Architectural Focus

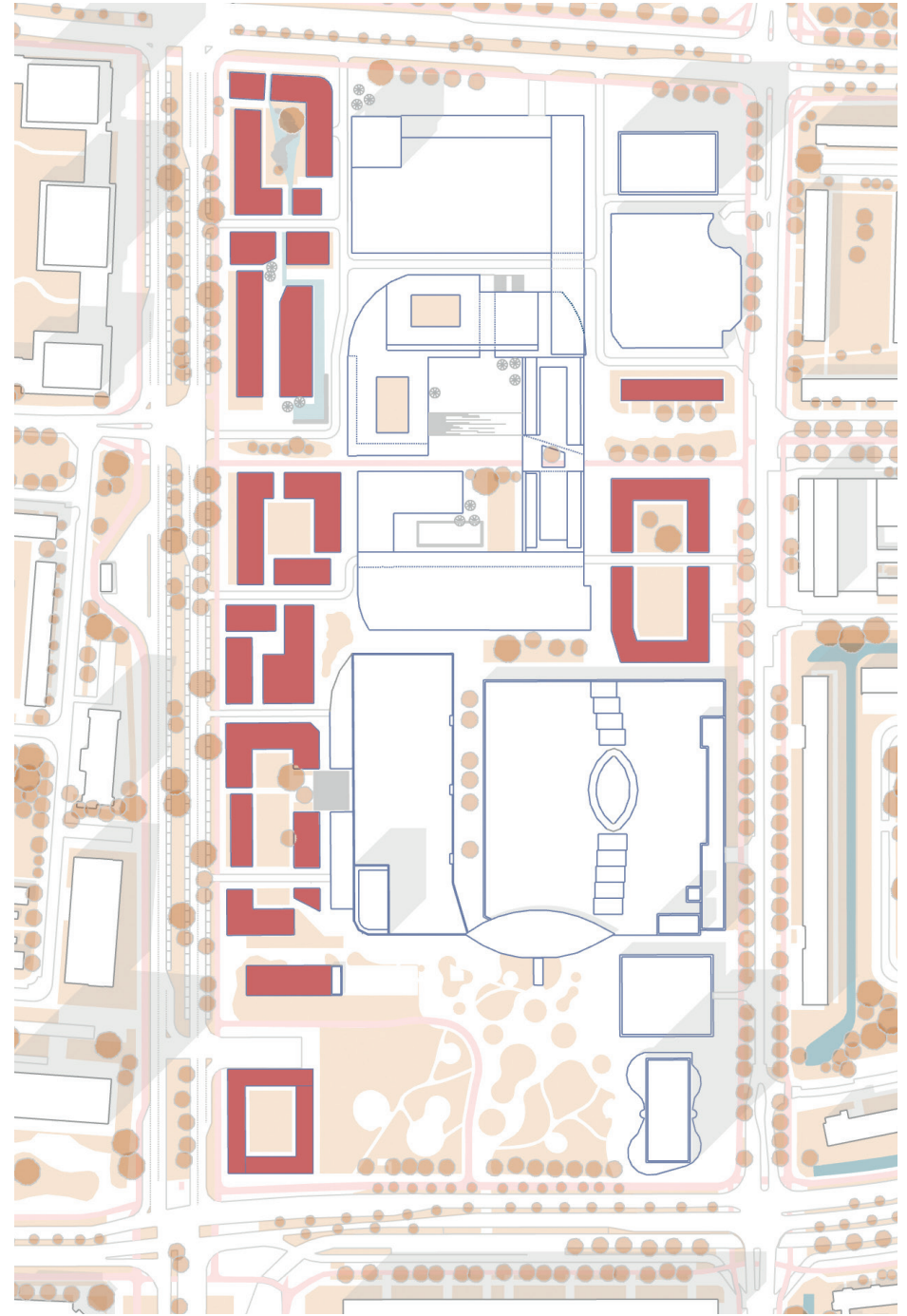
[What to keep - What to demolish]



1st Floor - Demolition Plan

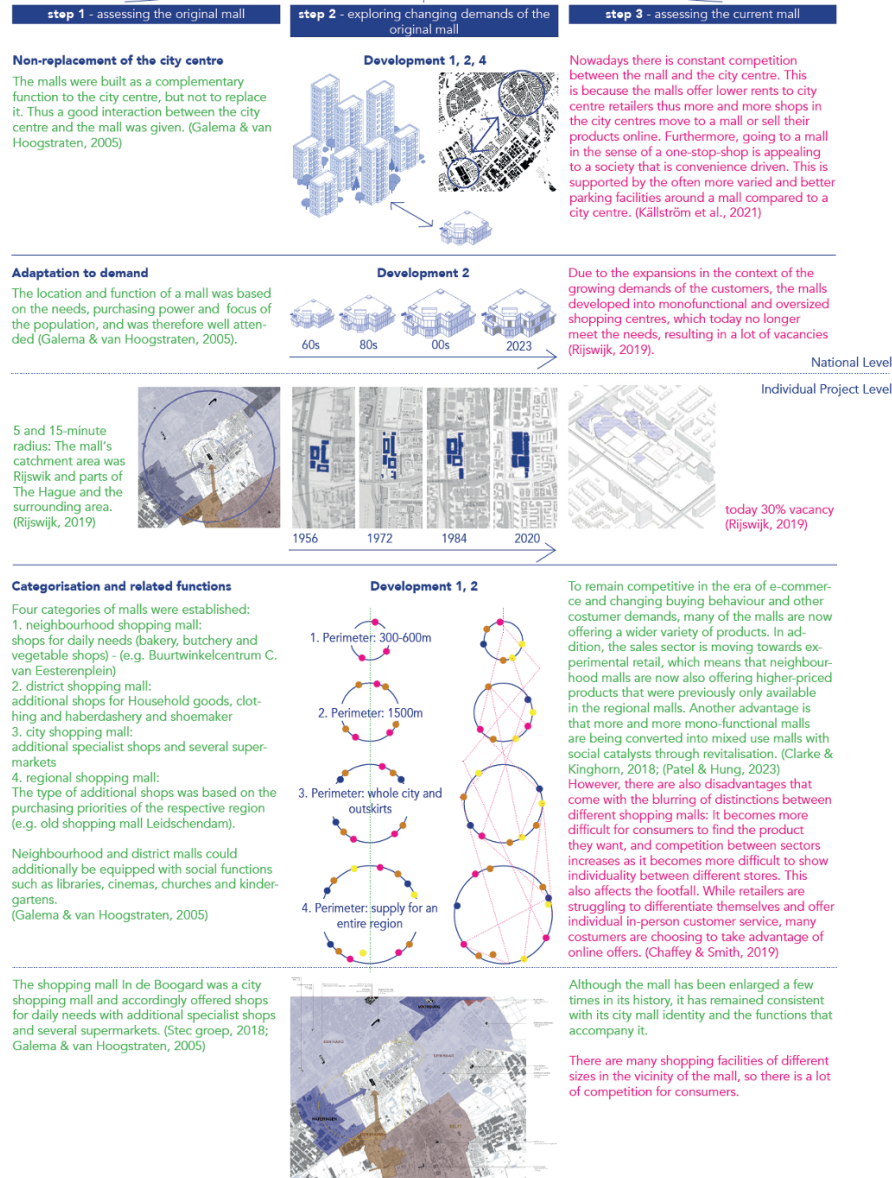


Demolition: footprint of 6.200 m²

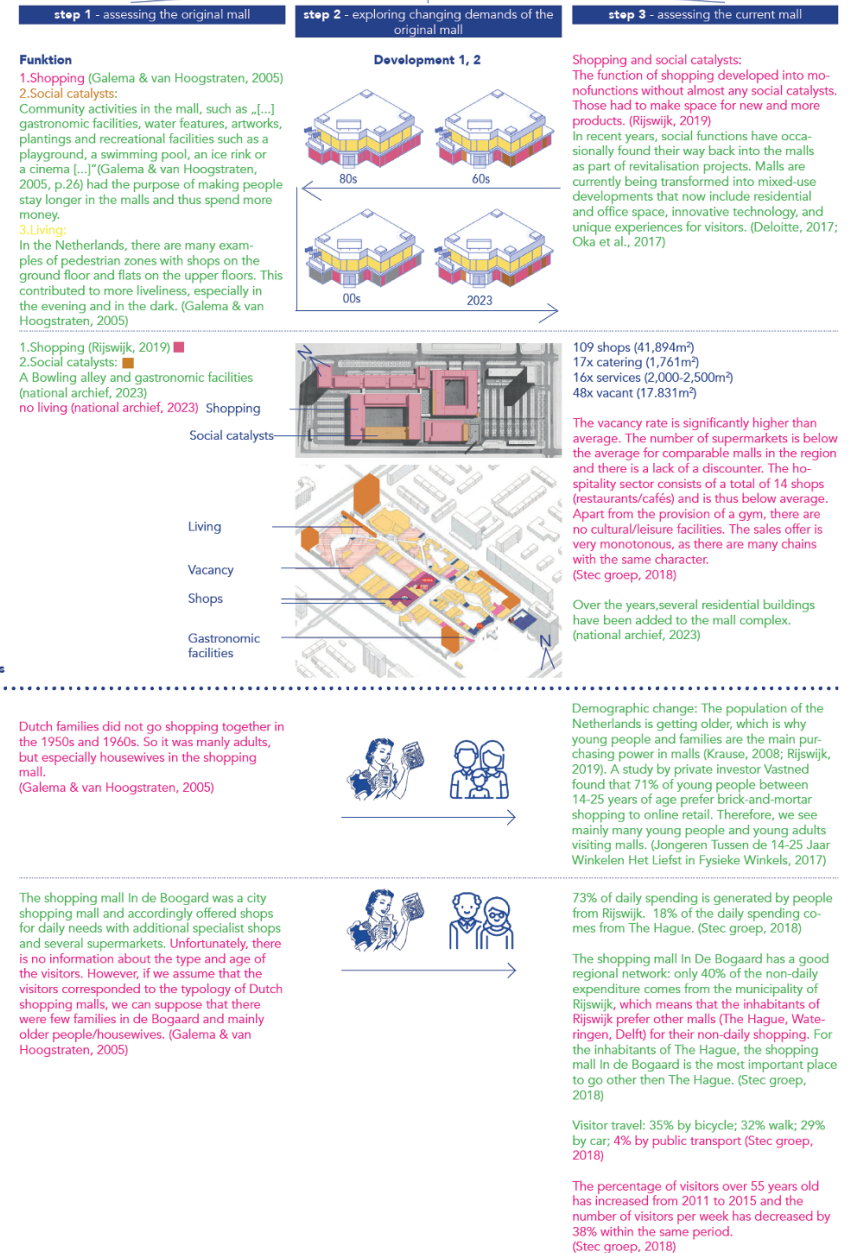


Addition: footprint of 14.400 m²

functional CREM Perspective
- subject of the analysis: function and users -



functional CREM Perspective
- subject of the analysis: function and users -



Quality	Low	Explanation	High
Size I Dev. 2	 	The size of newly built shopping centres was often determined on the basis of experience. As a result, the shopping centres were often planned too small. (Galema & van Hoogstraten, 2005, p. 37)	
Connection to the urban surrounding I Dev. 1+2		closed facades (negative) or open shop windows (positiv) influenced/ influence the attraction of people. (Galema & van Hoogstraten, 2005)	
Urban Visibility I Dev. 2		Landmarks such as towers and domes refer to public buildings, thus highlighting their social significance and radiating dignity. (Galema & van Hoogstraten, 2005, p. 12)	 
Accessibility by car I Dev. 1		The car became more and more popular and therefore the good access (roads) and the possibility of loading the car was very important. Good mall accessibility was/is important for high footfall. Parking spaces arranged at an angle facilitated the flow of traffic. Furthermore, it was found that roads running tangentially towards the mall produced the least amount of congestion. (Galema & van Hoogstraten, 2005, p.39; Rijswijk, 2019)	 
Pedestrian Zone and delivery I Dev. 1+2		By setting up pedestrian zones, visitors do not have to watch out for traffic and thus have more time to devote to the products. Deliveries were also clearly separated from shoppers so as not to impede the flow of pedestrians. (Galema & van Hoogstraten, 2005, p. 41)	 
Accessibility by foot I Dev. 1+2		A good entrance, through large shop windows, appealing architecture and advertising attracts people to enter. (Galema & van Hoogstraten, 2005, p. 12)	
Structure of the Mall I Dev. 1+2		Grouping and concentrating but also the functional separation of shops, flats and traffic flows, were a successful concept. (Galema & van Hoogstraten, 2005, p. 24+47)	 
Parking Space I Dev. 1		Existing parking spaces lead to higher footfall and can now be used as space for revitalization. (Galema & van Hoogstraten, 2005; Rijswijk, 2019)	 
Typology I Dev. 2		A clear typology prevented/prevents a restless cityscape and thus looked/looks more attractive. (Galema & van Hoogstraten, 2005)	
Squares I Dev. 2		„Large empty squares should be avoided, perhaps kiosks on a square could provide variety. Small squares were generally appreciated by the public“ (Galema & van Hoogstraten, 2005, p. 41).	
Quality of recreation areas I Dev. 2		Among plants, seating, toilets and the right lighting and advertising, large and small squares became/become popular places to stay.(Galema & van Hoogstraten, 2005, p.44)	
Walking route I Dev. 2		The walking routes were to be kept as concise and short as possible, so that a common movement but also slightly more private areas could be created. It was beneficial if the mall was based on a floor plan with a „[...] line centre, [...] L-centre, [...] T-centre, [...] U-centre or [...] square centre“. In addition, large chains of shops at the ends of the shopping mall should promote circulation. (Galema & van Hoogstraten, 2005, p. 42).	
URBAN QUALITY ORIGINAL			
Condition of the urban environment		If the mall is located in an environment that is growing in population, the chance of success is higher. (Rijswijk, 2019)	
Revitalization projects in the area		If there are already ongoing projects, this means that the social compositions in the surrounding area will improve and the surrounding area will become more future proof (Rijswijk, 2019)	
Possibility of adding and removing buildings		„Empty building plots can be of great importance regarding financial feasibility of plans“ (Moons, 2020,p. 37) and for revitalization plans.	
Accessibility with public transportation		„Accessibility with OV increases the chance of succes when adaptively reusing“ (Moons, 2020, p. 37)	
URBAN QUALITY NOW			

In de Bogaard

 original Mall  current Mall

Quality	Low	Explanation	High
Adaptation to demand I Dev. 2		The size of the mall was determined based on the surrounding population to achieve a better footfall (Galema & van Hoogstraten, 2005, p. 30)	
Composition I Dev. 2	 	Ground floor: articles with highest frequency Upper floors: bulky items, such as furniture and carpets Top floor: restaurants and cafes. (Galema & van Hoogstraten, 2005)	
Flexibility I Dev. 2		Supply and demand were/are in constant change, so the space needs to be as flexible as possible. The construction through a load-bearing skeleton or outer wall and the use of uniform spacing in the subdivision of the shops and interior spaces contributed/contribute to the flexibility. In addition, load-bearing walls, staircases or downpipes were/are prohibited in the sales areas and it had/has to be possible to combine the sales areas and install technical equipment without any problems. (Galema & van Hoogstraten, 2005)	 
Ceiling Structure I Dev. 2		Ceiling system allows cables, pipes and lighting fixtures to be accessible without structural changes (Rotterdam ceiling) (Galema & van Hoogstraten, 2005, p. 15)	 
Intention I Dev. 1+2		The exterior of a mall aims to attract as many customers as possible (see facade design). The interior of a mall aims to keep people in the mall as long as possible (see lighting). (Galema & van Hoogstraten, 2005, p. 12)	
Accessibility of the stores I Dev. 1+2		The disappearance of the threshold at the entrance of a shop led to visitors entering the shop more often (Galema & van Hoogstraten, 2005, p. 42).	 
Height I Dev. 2		Height differences between shops and in the pedestrian zone are not beneficial (Galema & van Hoogstraten, 2005, p. 41)	 
Facade Design I Dev. 1+2		Design must not distract too much from the goods. Horizontal design/structuring, reflecting the dynamics of traffic and the modern principles of the post-war period. (Galema & van Hoogstraten, 2005, p. 13+15) To enliven the shops, showcases should be placed at the circulation areas. The same purpose was achieved by open shop windows facing the car parks.	 
Unity I Dev. 2		The store windows and the stores should have been/ be continuous and as uniform as possible to avoid a disorganized appearance. It was/is not to be interrupted by vents or walls. (Galema & van Hoogstraten, 2005, p.44)	
Sun and wind protection I Dev. 2		Was/Is of great importance for air conditioning and weather protection. (Galema & van Hoogstraten, 2005, p. 44)	
Material I Dev. 2		Coordinated materials, colors, shapes, paving and measure units attracted/attract more people. (Galema & van Hoogstraten, 2005, p.44) Assessment of the condition: [Change in building material properties after completion of building material production.] (Kolbmüller, 2004, p. 1)	
Character I Dev. 1+2		„Aspects such as cosiness, seclusion, intimacy and a good atmosphere were mentioned by shopkeepers and economists as well as urban planners and architects as important characteristics of a successful shopping mall. (Galema & van Hoogstraten, 2005, p. 44).	
BUILDING QUALITY ORIGINAL			
Connection building ground		[Facilities connected to or resting on the building ground, made of construction elements and suitable connecting means.] (Kolbmüller, 2004, p. 2)	
Building condition		[Evaluation of the condition of the entirety of a building or a structural facility including all individual parts with the help of damage grades.] (Kolbmüller, 2004, p. 2)	
Physical wear and tear		Process or condition of material wear and tear or damage to buildings or structural facilities or their parts as a result of its use and/ or environmental influences. (Kolbmüller, 2004, p. 4)	
BUILDING QUALITY NOW			

In de Bogaard

 original Mall  current Mall