Zandvoort
A new touristic leisure dune landscape
Colofon

Graduation project, design part:
'Zandvoort. A new touristic leisure dune landscape'

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Preface

In front of you lies the result of the design part of the graduation year of the Master Urbanism at the faculty of Architecture at the TU Delft. Together with the analysis 'Dutch Seaside Landscape. Representing the Edge' (Janssen, 2011), it forms the Master thesis for graduation. This thesis starts by linking the importance of the analysis, done during the first half of the graduation year, with the choice for Zandvoort as a design project. In that way the coherency between both rapports should be clear. To get a complete picture of the whole graduation year, it is still recommended to study both rapports.

The graduation year could not have been completed without the expertise and support of my mentors. Special thanks go out for first mentor G.A. Verschuurs-Stuip and second mentor L.P.J. van den Burg. Both mentors gave good and sincere guidance during the graduation year.

Martin Janssen, June 2012
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1. Dutch seaside landscape

1.1 Introduction

The choice to take on Zandvoort as a graduation design project is a direct result of the analysis on the spatial qualities and failures of the Dutch seaside landscape: Dutch Seaside Landscape. Representing the Edge (Janssen, 2011). This analysis has been done during the first half of the graduation year. The main goal of the analysis has been to gather comparable data on spatial quality, in order to make a comparison between the three different Dutch seaside landscapes (estuary, beach ridge and mudflats) and to compare the Dutch seaside resorts.

The main results of the analysis were summarized into one map, which shows potential design projects within the Dutch seaside landscape. (figure 1)

1.2 Dynamic landscape

A large part of the analysis is filled by a research on the profiles of the seaside resorts. These profiles give an insight into the transition from seaside resorts towards the beach / the sea. These transitions make several qualities visible, which can be characterized as the dynamics of the seaside landscape. (Janssen, 2011) The spatial quality found in several profiles lies in the fact that one or more elements of the dynamic character of the seaside landscape is fully utilized.

For example the profiles of Groot Valkenisse, Domburg and Huisduinen. (figures 2,3,4) The profile of Groot Valkenisse shows an extreme use of height. By putting a meandering path on top of the dunes and no easy access to the beach, this height is emphasized. The profile of Domburg has a very dynamic composition. Urban structures and the dune landscape look respectfully for confrontations. The balance is perfectly and the two elements reinforce each other. This balance is also found in the profile of Huisduinen. A great composition of low scale urban structures, a lighthouse and a well designed dyke. (Janssen, 2011) The profile of Zandvoort (figure 5) misses this ‘balance’. The present urban structures do not relate to the landscape. A confrontation is also not found. The dynamic character of the dune landscape, which is fully used in the given other examples, looks to be neglected in the profile of Zandvoort. (Janssen, 2011)
1.3 Unique routing

All Dutch seaside resorts are also compared on routing. Because many seaside resorts have temporary peaks in traffic streams during the year an efficient routing system is often needed. There are four seaside resorts with train connections, which give extra opportunities to have such an efficient traffic system. These are Den Helder, Vlissingen, Hoek van Holland and Zandvoort. (Figures 6,7,8,9) The train connection at Den Helder and Vlissingen is aimed at the harbour, not at the interesting dune landscape / beach. The connection at Hoek van Holland lies decentralized and also has a strong focus on the harbour. The train station at Zandvoort lies with huge potential in the centre of the seaside resort and it reaches far towards the coastline. So a unique connection is present. However, the connection between the train station and the boulevard / beach is not working. Caused by an urbanized maze and barriers, the present routing is unclear and unpleasant. (figure 10) (Janssen, 2011)
1.4 Urban key figures

The analysis summarizes several key figures from all seaside resorts to get factual and comparable data. By averaging the figures, a single key figure can be put into context. Zandvoort has many signs of extreme urbanization. This is found in almost all key figures for Zandvoort. (Figure 11) With 8.8 ha of open air parking lots Zandvoort scores by far the highest within the beach ridge seaside landscape (average 2.5 ha). The beach of Zandvoort is the best accessible beach within the beach ridge seaside landscape. With 42 access points and on average every 150 meters one point, Zandvoort easily competes with the seaside resorts which can be characterized as cities: Kijkduin (212 meters) and Scheveningen (210 meters). (Janssen, 2011)

1.5 Conclusions

Zandvoort shows many signs of extreme urbanization, compared to other Dutch seaside resorts. The scale of Zandvoort in combination with its place within the dune landscape causes tension. The fact that Zandvoort lies in a rich, dynamic and unique landscape gives all the potential to seek for exiting confrontations between city and landscape. By doing so it shows respect and understanding of the place. At this moment it looks like city and landscape are neglecting each other by living alongside each other instead of with each other, the place is not recognized. (Figure 12) The present spatial form is out of balance. In order to understand the current state of this tension it is necessary to do more spatial research on Zandvoort. In order to understand the needs for Zandvoort a thorough research on the target groups is needed.
2. Zandvoort

2.1 Problem statement

Tourism is for many seaside resorts the most important economic factor. This also applies for Zandvoort. The boulevard and the connection to the beach form the most important areas for these tourists. The design project’s main problem statement is:

How can a redesign of the Zandvoort boulevard tackle the problems on extreme urbanization and routing?

2.2 Plan area

Zandvoort can be divided into three boulevards: south, middle and north. (figure 13) The observed signs of extreme urbanization are mainly found at the middle and north boulevard. The south boulevard aims at the inhabitants of Zandvoort and avoids large touristic streams. The scale of this boulevard is much lower and the dune landscape is more or less in harmony with the urban structures. This image changes completely at the middle and north boulevard. The middle boulevard lies opposite of the train station. As said before, the connection between the train station and the (middle) boulevard is unclear and unpleased, due to a maze of urbanization. The north boulevard is mainly characterized by a wide road profile and large open air parking lots direct near the boulevard. This creates a sea of cars in the summer months and during the rest of the year a desolated scene. This results in the bordering of the plan area for the design project. (figure 14)

2.3 Visual essay

In order to understand the spatial impact caused by the extreme urbanization within the plan area, a visual essay is made. Eleven photos have all been taken within the borders of the plan area and on eyelevel. Distinction is made between hard elements (pavement and urban elements) and the seaside landscape (dune, beach and sea). The photos have been reduced and the percentages orange (urban) and green (landscape) have been calculated. The results give a clear image: the percentage orange is always very high, green is very low and even four times 0%. Only when standing on the edge of the boulevard, the dune landscape becomes more present. (figures 15 – 25)
2.4 Urban maze

The route between the station and the boulevard is very important. A clear and interesting connection is needed to suit the tourist travelling by train. The current situation is a tangle of generic seaside architecture and misplaced routes. The apartments which form the biggest barriers do not have any architectural value and do not enrich the identity of Zandvoort. Therefore it is legitimate to remove these buildings, this does not mean that the program is also removed. All apartments should return in the design. This also applies for the facilities that are housed in the passage. (figure 26)

<table>
<thead>
<tr>
<th>Apartments 'La Mer'</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartments 'Burgemeester Fennema'</td>
<td>90</td>
</tr>
<tr>
<td>Apartments 'Residence d'Orange'</td>
<td>50</td>
</tr>
<tr>
<td>Facilities 'The passage'</td>
<td>11</td>
</tr>
</tbody>
</table>

2.5 Target groups

The main target groups for this design are the tourists who visit Zandvoort. During the year approximately 5.5 million tourists visit Zandvoort. These tourists can be divided into two groups: day trippers and long stay tourists. 4.5 Million tourists are day trippers and almost 1 million tourists visit Zandvoort for a longer stay. The day trippers have an average visit of 4.86 hours, the long stay tourists visit Zandvoort for 5.25 days. Day trippers tend to come from the Netherlands (84%), the long stay tourists are mainly foreigners (71%), many come from Germany. (graph 1) The major part of both groups (day trippers 82% en long stay tourists 56%) is already familiar with Zandvoort. (graph 2) (Amsterdam toerisme & congres bureau, 2009)

Both groups differ in composition. (table 1) The day trippers tend to come mainly in couples (2,2 average group size) and mainly without children. The children are connected to the long stay tourists (4,2 average group size). (table 2) (ZKA Consultants & planners, 2010)

<table>
<thead>
<tr>
<th>Group composition</th>
<th>Day trippers</th>
<th>Long stay tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Household with children</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Family with (grand)children</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Couple without children (&lt;30 years)</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Couple without children (30-49 years)</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Couple without children (&gt;50 years)</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Friends, acquaintances (&lt;30 years)</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Friends, acquaintances (30-49 years)</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Friends, acquaintances (&gt;50 years)</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Tourists who visit Zandvoort prefer to travel by car/motor (day trippers 40% and long stay tourists 76%). (table 3) So good facilities for cars are essential for Zandvoort. This also reflects in the current number of open air parking lots. (figure 27) Although the facility is essential, the spatial effect of these open air paring lots is very negative. It is important to understand the reason for tourists to visit Zandvoort. For day trippers and long stay tourist the beach/sea is clearly the main reason for visit, so a good access to the beach is essential. Within the top 5 reason...
The long stay tourists have several residences, by far the most important one is the bungalow park. Almost two thirds (61.6%) of all long stay tourists stay in the only bungalow park of Zandvoort. (Amsterdam toerisme & congres bureau, 2009) This bungalow park lies in the north and borders the plan area, so a good connection between the bungalow park and the design gives access to a major part of the target group. The main target groups within the plan area are made visible in figure 28.

<table>
<thead>
<tr>
<th>Transport type</th>
<th>Day trippers</th>
<th>Long stay tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Bike/Moped</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Touring car</td>
<td>-</td>
<td>2%</td>
</tr>
<tr>
<td>Public transport</td>
<td>40%</td>
<td>18%</td>
</tr>
<tr>
<td>Car/Motor</td>
<td>40%</td>
<td>76%</td>
</tr>
<tr>
<td>Plan</td>
<td>-</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>4.2</td>
</tr>
</tbody>
</table>

Table 3. Zandvoort tourists by transport type. (ZKA Consultants & planners)

for visit, number 2 and 3 are also important and interesting: Walking/cycling and Quietness/Landscape. (graphs 3 and 4) (ZKA Consultants & planners, 2010)

The long stay tourists have several residences, by far the most important one is the bungalow park. Almost two thirds (61.6%) of all long stay tourists stay in the only bungalow park of Zandvoort. (Amsterdam toerisme & congres bureau, 2009) This bungalow park lies in the north and borders the plan area, so a good connection between the bungalow park and the design gives access to a major part of the target group. The main target groups within the plan area are made visible in figure 28.
2.6 Schedule of requirements

All research combined gives the schedule of requirements for the redesign of the boulevard of Zandvoort. This schedule forms the guidelines for the design and will be used to control the final outcome of the design. The schedule can be categorized into three main themes: routing, parking and facilities. (figure 29)

Routing
- No important fast traffic connection alongside the boulevard
- Slow car traffic should be possible
- New walking and cycling paths should connect to the current network
- Good connection between station and boulevard
- Good connection between bungalow park and boulevard

Parking
- Renewed parking space of 2.0 ha.
- No open air parking lots
- Parking close to the beach essential
- Parking space near the beach for bikes

Facilities
- Apartments (ca. 200)
- Shops (1200m2)
- Lost facilities from 'passage' on new locations (hairstylist, snackbar, etc)
- Good connection/coherency with beach
- Network of cycling and walking paths
- Resting areas
- Centre focussed on efficient, multifunctional leisure
- Diversity in facilities
- Cafes, Restaurants
- Dune pavilions (with different themes)

Figure 29. New connections, new cycling/walking paths, resting areas, new leisure centre and dune pavilions. (by author)
3. A new leisure dune landscape

3.1 Master plan

The new master plan for the Zandvoort middle and north boulevard (figure 30) shows a penetration of the dune landscape into the city. This results in many confrontations between urban structures and the landscape. By looking for these confrontations the master plan uses the potential of the dynamic dune landscape. Exiting spatial effects occur, a game is played between the landscape and the city: sometimes the landscape is leading, sometimes the city. The master plan can be divided into three areas. (figure 31) In the north the plan makes a connection with the bungalow park. The dune landscape stretches from bungalow park to the boulevard and new walking and cycling paths form new routes. The open air parking lots are completely gone, a new hidden parking system lies underneath the boulevard. The meandering access route to this parking system lies lowered in the landscape. The parking system will further be elaborated in section 4.2 of this thesis. The main fast traffic route, which was situated near the boulevard, is guided in front of the train station and behind the urban pattern near the boulevard. The boulevard forms a hard urban element in the landscape, here the city is leading. The boulevard is suitable for large streams of tourists and is fed by the tourists coming from the bungalow park, the new parking system and the train connection as well. The boulevard forms the main transition from city to the beach, this part of the beach aims for mass tourism. A high concentration of beach pavilions is present and alongside the boulevard dune pavilions facilitate part of the tourists’ needs. The boulevard starts or ends at the centre of the plan, there the boulevard becomes a square. At this point new buildings lie perpendicular to the boulevard. They emphasize the end/start of the urban boulevard and they form the ultimate confrontation with the landscape by reaching out all the way to the beach/sea. The new square forms the centre of the master plan and functions as a balcony, which extends over the dunes and beach. It gives the visitor a wide view over the southern part of the plan and the beach/sea. The square is flanked by new buildings with new program. The flat which is standing on the square is the existing Palace Hotel and apartments, this iconic high building is of high value for Zandvoorts’ identity. The building denotes the place, everyone knows that near that building the beach will be found. The building forms an important part of the connection made between the new square and the train station. This connection is guided by a climbing dune. This gives the route an ecstasy and it triggers the curiosity of the visitor. It is also a facility as well. The southern part of the master plan is formed by a wide dune landscape, equipped as resting area. The dunes at Zandvoort are safe and for that matter it is not necessary for the municipality to join the coastal enforcements initiated by the Dutch government. However the municipality states that...
joining will give spatial and economical advantages. (Gemeente Zandvoort, 2009) The resting area forms an experimental part of Zandvoort. Here the dunes will grow towards the sea and the landscape embraces the urban structures. The centre of the resting area is located in line with the centre of the old city. The scale on which this centre works is much lower than the northern parts of the plan. A balance between the old city centre and a resting area is present. The current square has a balcony which stands on the beginning of the beach, in the future this balcony will lie in the dunes. By designing a new, smaller balcony on the new beginning of the beach in the future, a landscape time line will be created. This makes the visitor understand that the landscape is dynamic and moving. Visitors by car will use the existing low scale parking facilities which are present parallel to the main road on the east side of the rest area.
3.2 New routing

The new fast traffic routes (figure 32) in the plan avoid the coast line, the meandering route that lies close to the beach is completely mend for the parking system. It lies, as said before, lowered in the landscape and the speed will be limited to 30 km/h.

New cycling routes (figure 32) connect to the existing network in the south and north. A total of seven parking facilities for bicycles lie alongside the new routes. The resting area is mainly neglected by the cycling routes to avoid disturbance.

The walking routes (figure 32) often go parallel with the cycling paths. On the borders of the climbing dune, more accessible walking paths are present, to be able to avoid the climbing dune.

3.3 Connection south and north

The master plan connects in the south to the existing south boulevard. This boulevard is designed for the inhabitants and operates on a low scale. The connection with the new resting area is made by the walking path of wooden decking. The path lies on top of the existing boulevard, this emphasises the entering of a ‘new world’. (figure 33)

In the north the redesigned boulevard connects to the existing boulevard, which lies outside the borders of Zandvoort and goes further north. The boulevard narrows and parking space for bikes is present. The pavement styles of the new boulevard and the existing one match. (figure 33)
4. New sequences

The design has four important new routes (figure 34) which can be seen as exiting sequences. They all use the potential of the dynamic dune landscape and they grasp the curiosity, build up the tension and rewards the visitors who takes these routes. The four new sequences are found between the train station and the new square (A), on the route to the new parking system (B), between the bungalow park and the boulevard (C) and finally on the boulevard towards the new square (D).

4.1 Train station to new square

The sequence between the train station and the new square (figure 35 and 36) starts in front of the train station. Before you lies an imposing climbing dune and behind it the iconic Palace hotel is visible. The visitors’ attention is triggered, whilst climbing the dune the tension rises and on top the visitor is rewarded with a wide view. The next step is the decent. The Palace hotels’ ground floor is made transparent and the new square is visible, the route towards the square is clear. Halfway the decent an exiting effect occurs: when the visitor sees the end of the square, the sea becomes visible. The sequence ends on the square, rewarded with a wide view.

![Figure 35](image1.png)
![Figure 36](image2.png)
The square forms a balcony which extends over the dune landscape. There is no physical connection between the square and the landscape. (figure 37) To create the optimal effect of a borderless square, the real border is formed by a small balcony row around the square and lowered. The illusion of a borderless square is needed to get the optimal effect of the view on the sea. Therefore all elements on the square are orientated east-west. Underneath the square is parking space for residents. (figure 38,39,40,41) The new buildings offer space to approximately 200 new apartments, a restaurant (700 m2), a grand café (500 m2), a large beach/surf shop (600 m2), a beach pavilion, the lifeguards’ headquarters and parking space (0.5 ha). (figure 42) The new buildings are divided into three parts, the last building stands on the edge of beach and sea. The floors above the facilities house the apartments. The apartments are separated from the square and the facilities. The bridge which connects the last building with the largest building is only meant for the residents, therefore the bridge is on the apartment level. The architecture of the new buildings should fit in the modernistic past war architecture of the reconstruction plans by architect Friedhoff, which are recognizable for Zandvoort.
4.2 Parking system

An important demand within the schedule of requirements is the abandonment of open air parking lots. Because parking near the beach is essential and the car is the most important way of transfer by the tourists of Zandvoort, a new parking system is designed underneath the boulevard. (figure 43) Designing parking lots inside a dune is a fragile operation and the dunes are often too weak for such a design. The dunes at Zandvoort are strong and the municipality states that it is possible to design parking lots inside dunes. (Gemeente Zandvoort, 2009)

Entering the parking system from the south gives the visitors an interesting route. (figure 44) The route starts by driving over a dune top. The tension is build and on top a broad view is the reward, the visitor sees the beach/sea: its goal. But than, when descending, the road turns parallel to the beach and it goes further down. The visitor is disorientated and confused.

Figure 43. New parking system. (by author)

Figure 44. Sequence entering the new parking system. (by author)
After passing underneath the square and the buildings, the visitor has entered the new parking system. When signs like 'P1' and 'P2' will occur, the visitor knows that the beach is close and his curiosity will grow again. The new parking system can be entered at the roundabout near the station or in the north. A meandering, 30km/h road leads the visitors towards 3,1 ha of parking space, divided into four parking lots. From the parking lots direct access is granted to the beach and boulevard by four stairs or elevators. (figure 45, 46, 47)

The road consists of three lanes. (figure 48) Two hardened outer lanes which will be used all year long and a semi-hardened middle lane which will be used during the peak moments in the summer. The parking system is separated from the dune landscape and boulevard above it. In order to guarantee this separation the lowered road is flanked by dense dune vegetation like Hawtorn and Buckthorn. (figure 49)
4.3 Bungalow park to boulevard

The only bungalow park of Zandvoort forms an important concentration of the long stay tourists. A connection with the boulevard is made by two walking and cycling routes. These routes connect to the existing paths of the bungalow park. All cycling and walking paths within the plan have the same materialisation, the cycling paths are made from shells and the walking paths are wooden decking. (Figure 50) At the start of the sequence (Figure 51) the visitor sees the dune landscape coming thru the urban pattern in front. A meandering route between low dune tops should grasp the attention. Between the buildings the sightlines are directed at the boulevard, but mainly blocked by the vegetation around the lowered road of the parking system. By making small openings in the vegetation on strategic points, two sightlines are created. When the visitor comes near the passing over the lowered road the boulevard and its facilities becomes visible. Finally the visitor reaches the boulevard.

The boulevard is made by rearranging the current pavement. Elements of the current boulevard play an important role in the recognisability and distinctiveness of Zandvoort as a Dutch seaside resort. The patron of the pavement and the streetlights are examples of these elements and are reused. (Figure 52)
4.4 Boulevard to new square

The fourth and final sequence within the plan is the route following the boulevard towards the new square. (figure 53) This route starts on the boulevard. The visitor encounters relatively quiet parts of the boulevard and parts where the visitor will receive more incentives caused by dune pavilions and other facilities. The narrow passage (figure 54) between the two buildings in the distance always stands out. When the visitor comes close to the passage, the boulevard will gradually rise and the sight narrows. Passing the narrow street feels like passing a street in an old Italian village. (figure 55) The facade is almost completely closed, to avoid the space being used other than a passing space. Entering the square opens up the view and gives breathing space figuratively speaking.

Figure 53. Sequence between boulevard and the new square. (by author)

Figure 54. Narrow passage. (by author)

Figure 55. Narrow street in Rome, Italy. (Picasa)
5. Conclusions & Recommendations

The schedule of requirements which was formed at the start of the end of the analysis and at the start of the design process is used to judge the final outcomes of the design.

### Routing

- No important fast traffic connection alongside the boulevard - check
- Slow car traffic should be possible - check
- New walking and cycling paths should connect to the current network - check
- Good connection between station and boulevard - check
- Good connection between bungalow park and boulevard - check

### Parking

- Renewed parking space of 2,0 ha. 3,1 ha and 0,5 ha private - check
- No open air parking lots - check
- Parking close to the beach essential - check
- Parking space near the beach for bikes - check

### Facilities

- Apartments (ca. 200) - check
- Shops (1200m2) - 600 m2 - check
- Lost facilities from ‘passage’ on new locations (hairstylist, snackbar, etc) - 9 pavilions
- Good connection/coherency with beach - check
- Network of cycling and walking paths - check
- Resting areas - check
- Centre focused on efficient, multifunctional leisure - check
- Diversity in facilities - check
- Cafes, Restaurants - check
- Dune pavilions (with different themes)

Almost all requirements have been met. There lies more potential in the new parking system of 3,1 ha. This means that other open air parking lots (Zandvoort has 8,8 ha of them) can be closed. The dune pavilions did not have a fully worked out design in this graduation project. These pavilions could be seen as separate design projects for the future. A diversity in different themes is essential and should get sufficient design time.

The design builds upon parts of the earlier outcomes of the analysis on the whole Dutch seaside landscape. Elements which enrich the spatial quality of seaside resorts in the Netherlands and origin in the uniqueness of the seaside landscape have formed the base approach for the design of Zandvoort. The design has been a search for translating the dynamics of the landscape into exiting and surprising urban/landscape planning.

The specific research on Zandvoort’s spatial failures and tourists needs directly resulted in a realistic schedule of requirements, which guided the whole process into a realistic design.

In order to take the next step with this design for Zandvoort it is recommended to do research on the safety issues concerning the new parking system. It is also preferable to do economical feasibility studies.

Finally it must be remarked that this design project took on a redesign task with the ambition to make the approach from the dynamic, rich, unique and beautiful Dutch dune landscape. The design shows how an extreme urbanized seaside resort can get a spatial benefit of the characteristics of the landscape it lies in. The first step for every seaside resorts with the same spatial issues should be to seek for confrontations with the landscape.
Literature


Used internetsites

Gemeente Zandvoort. www.zandvoort.nl

Google Earth. www.maps.google.nl

Picasa. www.picasa.google.com