

Parkstad Mall

A conversation about clustering and reconnecting the Parkstad region

Design project by Ellis Soepenberg

Based on my research, I identified several issues the Parkstad region is currently coping with. These issues mainly derive from the negative demographic growth and the previously closing of the mines.

Based on the four scenarios described in my research, I decided to make a new radical vision for the region; the creation of Parkstad Mall.

Parkstad Mall is a conversation piece to start the region off with. It is a mega mall, where all different functions within the region are moved to one well connected area. This will relieve the rest of the region of the moving functions. It will be able to connect some of the region rather than the fragment it even more.



Impression of Parkstad Mall



Current fragmented region

Fragmentation in the new strategy



I don't want to make a design!

But I do want to talk about it.

Research by Ellis Soepenbergh

'What recommendations can be made to policy makers and developers to improve the urban fabric in the Parkstad region?'

My research question has led to several sub questions:

- 'What are current issues in the Parkstad Region?'
- 'How has past and current policy tried to mitigate these issues?'
- 'How has these policy affected the region?'
- 'What are possible improvements for the region?'

These questions are answered in four different analyses.

The first literature analysis outlines the impact on the urban fabric of four recurring main themes in the region: Fragmentation, Shrinking Demographics, Changing Mobility and Moving functions.

The second literature analysis discusses how these themes relate to past and current policy documents and how these policies try to mitigate them.

The third analysis looks at historical maps of the region, to see if a physical change can be seen in Parkstad Limburg in relationship to the policies.

The themes, the policy research and the historical research result in four different scenarios. These scenarios show in which direction the region could progress if different issues are chosen to be the focus of development over the next years.

Finally, the main research question is answered and discussed. Several recommendations are outlined based on the themes, the shown scenarios and current policy.

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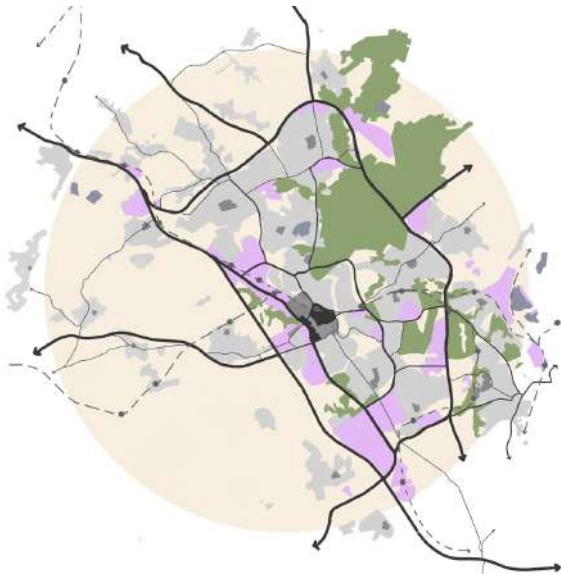


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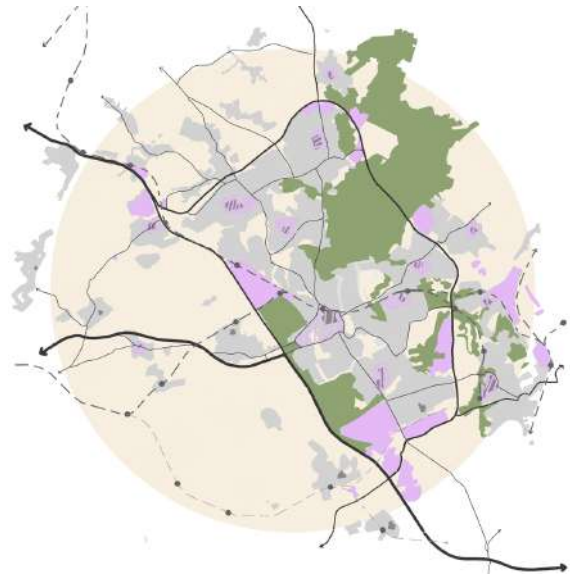


2020





Policy Scenario
projects what the region would look like if all current policy is implemented



Downgrade Scenario
facilitates the moving of the functions, but within the size of the region



Green Scenario
focuses on downgrading the oversized roads and creating a green network



Cluster Scenario
fixes fragmentation in the region by moving all functions into one big area

All possible scenarios for the region