MASTER

Revitalization city center Veghel
Midsize Brabant : the industrial village

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Midsize Brabant: the industrial village

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In front of you lies the report that concludes my graduation project on the degradation of the city center of Veghel. It is the final part of the master Architecture, Building and Planning (ABP) at the University of Technology in Eindhoven (TU/e). During the course of my study I specialized myself in Urban Design and Planning (UDP).

This graduation project is part of the studio ‘Midsize Brabant: the industrial village’. My project has been supervised by three tutors: chairman prof.dr.ir. P.J.V. (Pieter) van Wesemael, dr. S. (Sukanya) Krishnamurthy, and ir. A.W.M.M. (Ad) de Bont. I would like to use this space to thank all three of them for the tutoring in which they shared their experienced opinion. It has been a rough year for me; a lot happened in my private life outside of the university atmosphere. So maybe more important, I would like to thank the tutors for their patience, understanding, and sympathy.

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Finally and in special, I am very grateful for the trust and support my parents gave me during this whole project. No matter how unhappy I was, they never let me down.
The degradation of city centers is a problem in many cities and countries. The post-industrial period of economic decline we are currently living in, brings along several problems. Especially in a small-scale village as Veghel this is the case as well. Large areas of vacant industrial complexes, modernist and functional architecture, and a lack of spatial quality and historical identity.

These interventions have robbed villages such as Veghel of their historical quality of place and unique identity. Similar to a lot of (Brabant) cities and villages, Veghel grew very rapidly in the 19th and 20th century. Biggest drivers of change were the river Aa, the implementation of the canal (Zuid-Willemsvaart) and the harbor, the introduction of a tram and railway line, the upscaling of agriculture due to fertilization and irrigation so a large amounts of the harvest became available for trade, and last but not least the settlement of the Coöperatieve Handels Vereniging (CHV) and Noord-Brabantse Coöperatieve Boerenbond (NCB).

For years, the Noordkade and the city center formed a dumb-bell model. The Noordkade with the most important companies, businesses, and industries together with the harbor formed the left pole. The right pole consisted of the market and the church. Both poles were connected through the Hoogstraat and Hoofdstraat, part of the main trading route.

In the meanwhile, the CHV left the Noordkade, the Netherlands suffered from an economic crisis, ageing is a national challenge, Veghel is known as a ‘working city’, and the new economy of creativity, experience, and knowledge arrived. The last decades have left their marks: high vacancy rate, dilapidated areas and buildings, a lack of identity, and historic values that were lost out of sight.

This report contains the full analysis and a proposal in order to solve these challenges. A solution is found to let the Noordkade and the city center no longer repel each other, but make the areas complementary to, benefit from and attract each other again. This redevelopment focuses around four themes: upgrading the public space, rerouting traffic flows, social-economic aspects and reprogramming. As a concept, ‘history’ forms the handhold through the whole report.
1. Introduction 11
   1.1 Midsize Brabant 11
   1.2 Meierijstad 12
   1.3 Problem statement 12

2. Analysis 13
   2.1 Historic analysis 13
   2.2 SWOT-analysis 17
   2.3 Programmatic analysis 18
   2.4 Architectonic analysis 20
   2.5 Target group 23
   2.6 Concept 24

3. Masterplan 25
   3.1 Introduction 25
   3.2 Old CHV-terrain 26
   3.3 Noordkade 27
   3.4 Heilig Hartplein 28
   3.5 ‘Green lung’ 29
   3.6 Private garden 30
   3.7 Shopping center 31
   3.8 Green/blue-structure 35
   3.9 Traffic system 36

4. Zoom in: shopping center 41
   4.1 Introduction 41
   4.2 Former post office terrain 44
   4.3 Market and Hoofdstraat 45
   4.4 Kalverstraat and patio 46
   4.5 Deken van Miertstraat and Molenstraat 47
   4.6 Meierijplein and health center 48
   4.7 Concept 49
   4.8 Reprogramming 50
   4.9 Phasing 52

5. Conclusion 55
   Epilogue 56

References 57
   Literature 57
   Links 57
   Figure sources 58
1. INTRODUCTION

Some of which are:
- an ageing population;
- dejuvenation, youth going to the big cities;
- empty industrial and cultural buildings;
- a lack of identity.

However, of course, there are some city-specific problems as well. In the case of 'working city' Veghel these are:
- a high vacancy rate (mainly retail);
- several vacant or dilapidated buildings/areas;
- the cultural cluster at the Noordkade is expending with a food cluster, this will empty and repel the city center even more, while these poles used to attract each other and form a 'dumb-bell model';
- the Hoogstraat transformed into a transit zone, while through history this has always been part of the main street and a trading route;
- undefinable streets due to an unbalanced mix of historic buildings and functional architecture of the '70s and '80s, causing a lack of identity and orientation.

Summarizing, one could say the rich history of Veghel was lost out of sight.

1.1 Midsize Brabant

The rural, scattered landscape of the Dutch province Noord-Brabant is unique and consists of big cities and small villages. These five big cities (Breda, Eindhoven, Helmond, ’s-Hertogenbosch and Tilburg) are better known as BrabantStad, which is the name of the network these cities are cooperating in. Besides the big cities and the large number of small villages, there are seven so-called ‘midsize cities’: Bergen op Zoom, Oosterhout, Oss, Roosendaal, Uden, Veghel and Waalwijk. It has been found that ‘Midsize Brabant’ does not get the attention it deserves.

The city Veghel has ±31.000 inhabitants and is situated in the urbanized region of northeast Brabant. It has got to deal with the general problems of the post-industrial period, national phenomena, and general problems (or opportunities) of midsize cities.

The red lines in the map indicate the boundaries of the newly formed municipality 'Meierijstad', which is elaborated more in paragraph 1.2.
1. INTRODUCTION

1.2 Meierijstad

Veghel has got to deal with great competition of (bigger) neighboring cities such as Eindhoven, ‘s-Hertogenbosch, but also Uden. This competition is mainly in the cultural and recreational sectors, because when employment is concerned Veghel is a big player in the region. For Veghel, a solution to deal with their problems is to cooperate with neighboring municipalities. For years it has tried to start this collaboration with Uden, but this municipality does not want to cooperate with Veghel. Not in the least because of historical differences in religion. In the year 2015 Veghel came to an agreement with Schijndel and Sint-Oedenrode to merge and form a new municipality in 2017. The name of this newly formed municipality will be ‘Meierijstad’.

Currently, the municipality of Veghel has about 38,000 inhabitants and a surface of 78,92 km². After the merge with the other neighboring municipalities, Meierijstad will house a little less than 80,000 inhabitants and have an area of 185,5 km², which is about 2,5 times the municipality of Veghel.

1.3 Problem statement

All the factors mentioned in paragraph 1.1 together cause an ongoing degradation of Veghel’s core, making it an unattractive place. Which is a pity, because there are a lot of hidden qualities and unused potential. The pictures illustrate several dilapidated areas between the old CHV-terrain near the harbor and the main shopping center.

The degradation of the city center and its surroundings is a problem that is not only confirmed by several reports and articles, but which is also recognized by the municipality itself. Over the years, small interventions have been done, but the ‘Masterplan Veghel-centrum 2030’ is dated and very conceptual. Currently the municipality is a little bit stuck about what to do about this problem.

That means the problem was recognized, but how to solve it? The following problem statement was formulated:

“Ongoing degradation of the city center of Veghel is a serious problem. What is needed to make this situation reversible and make this place into an attractive one again?”

Figure 1.2: Overview of data after the merging of Veghel, Schijndel and Sint-Oedenrode.

Figure 1.3: Pictures showing the degradation of several different areas around the core of Veghel.
2.1 Historic analysis

The village of Veghel was first mentioned in historic documents in 1225. In the 16th and 17th century, Veghel remained surrounded by a marshy landscape full of poplars, because these trees grew very quickly on loam. The most prominent crop grown back then was hop, of which eventually a portion became available for trade. This made Veghel develop into a passenger village with country roads, a solid bridge across the Aa and taverns and breweries along the main street (Hoogstraat and Hoofdstraat).

Due to primitive but successful fertilization and irrigation, the agriculture in Veghel was able to expand and diversify. As such, a new production cycle emerged: livestock was held to graze on the fertile grasslands along the stream valley; their manure was used to fertilize the agricultural lands; calves and dairy products were traded on the newly introduced market; on the fertilized land rye, buckwheat, oats, potatoes and flax was grown; these products were subsequently traded at the local weekly markets and the residual part was reused as feed for the cattle.

The implementation of the Zuid-Willemsvaart and construction of the harbor in 1826 together with the introduction of a train station in 1872, also proved to be important catalysts for the development of Veghel. The significance of the river Aa diminished and Veghel’s spatial structure transformed into a dumbbell model.
The regression of agriculture as the economic pillar started at the end of the 19th century. Gradually the economy was supplemented by new industrial initiatives. These new initiatives frequently found their roots in preexisting activities of Veghel. The fact that food and livestock have always been in the DNA of Veghel, was confirmed by the settlement of the Noord-Brabantse Coöperatieve Boerenbond (NCB), an emancipation movement of small farmers in 1914, and therewith the Coöperatieve Handels Vereniging (CHV) which was the purchasing organization for compound feeds and fertilizers of the NCB. The CHV-terrain was developed with the establishment of a compound feed factory and the famous grain silos.

The settlement of these institutions formed the basis for the development of an industrial area near the harbor. The factories that followed were predominately specialized in butter, fertilizers, dairy, milk, and meat. But, the geographical location and the infrastructural facilities, such as waterways, roads, tram and railway, made Veghel into an attractive place to settle for companies. Small-scale industries and entrepreneurship especially lead to the foundation of companies by middle class families in Veghel in the early 20th century that grew into multinational forms today (Jumbo, Sligro, FrieslandCampina DMV). These developments transformed the harbor region of Veghel into an industrial cluster.
In the 1960s the geomorphologic expansion of Veghel really took a flight. This can be explained by the allocations made in the Welvaartsplan of 1947, the popularization of the car and finally the general increase in wealth whereby people could afford larger homes. This manifested itself with the rapid expansion of new residential neighborhoods in the east of Veghel and the enlargement of the industrial area in the west. The village became rather well connected by a new highway to the surrounding larger cities, contributing to the status of Veghel as a distribution village. Furthermore, the ideal location of Veghel made other big companies settle there as well. For example in 1963 Mars built its first European factory in Veghel further ratifying Veghel’s food identity. Mars indicated to have specifically chosen for Veghel because of its good infrastructure, favorable business climate and the high work ethic of the people.

During this century, most of the existing building structure and urban tissue of the city center become visible. The map illustrates that the Meierijstraat replaces the ‘Steegje’ as an access road. With the functional architecture of the ’70s and ’80s, terms like atmosphere, human scale, and historical identity were lost out of sight. Partly because of this, streets have lost their function and value; for example the Kalverstraat has always been known as the ‘versstraatje’ (fresh, high quality products from specialists). Currently, it is an uncomfortable area with a high vacancy rate.
The CHV (Coöperatieve Handels Vereniging) changed its name over the years; CHV became Cehave, then in 2003 it merged with Landbouwbelang to become Cehave Landbouwbelang and eventually in 2010 Cehave Landbouwbelang merged with Agrifirm. Agrifirm mainly has the north of the Netherlands as working area, so this made Cehave leave Veghel. Agrifirm is still situated in Veghel, but the headquarters are now in Apeldoorn (Agrifirm, 2010-2015). In 2004 the Nederlandse Spoorwegen stopped with the transport of goods at the last track, Veghel-Boxtel. For example the compound feed factory of Cehave still used it to import and export goods. Nowadays this transport mainly takes place by water (Zuid-Willemsvaart) or road (new highway A50).

At the empty CHV-terrain, Veghel is currently developing a cultural cluster with a cinema, a museum, several bars and restaurants, and wants to expend it with a giant Jumbo Foodmarkt. These developments at the Noordkade will empty and repel the city center even more, while these poles used to attract each other and form a ‘dumb-bell model’. The transformation of prominent buildings into other functions is an ongoing process: the library, the archives and a lunchroom are now located in the old town hall at the market, another lunchroom settled in the Broederkapel near the Hoogstraat, and a synagogue turned into a restaurant.

Historic texts are based on the atlas of studio Midsize Brabant (2015).
2.2 SWOT-analysis

**Strengths**
- Strategic location nearby Eindhoven, ‘s-Hertogenbosch and Nijmegen
- Economical distribution node
- Accessibility by car thanks to the A50 highway
- Urban site surrounded by open green landscapes and water
- Many job opportunities
- Entrepreneurial mentality
- Spacious, green and modern living environment
- Preservation/redevelopment of historical buildings; (e.g. old CHV-terrain)
- Regional cooperation with Schijndel and Sint-Oedenrode: ‘Meierijstad’

**Opportunities**
- Controlled shrinking of city center (compact, high quality)
- Focus on small scale retail with a local identity;
- Link the old CHV-terrain and city center
- ‘Veghel Bruist’; online platform for start ups
- Explore qualities of the open landscape for new spatial interventions
- Bottom-up initiatives
- Branding: Foodpark Veghel
- Historical and spatial value of the water ways for new development
- Redevelopment plots into mixed used areas

**Weaknesses**
- High vacancy rate in city center
- Declining of students and starters
- Small range of cultural and recreational facilities
- No strong spatial and identical elements
- Poor public transport system on regional scale
- Overuse of the A50 highway
- Veghel ‘working city’
- Vacant/abandoned areas

**Threats**
- Ageing population
- Departure of youth
- Cultural companies going bankrupt
- Environmental consequences of the upscaling of agricultural landscapes
- Growing vacancy rate
- Departure of facilities
- Redevelop dilapidated areas
2.3 Programmatic analysis

The map on the next page shows the current situation of the program in the city center of Veghel. At the same time, it gives us a clear idea of the vacancy rate. Especially the empty buildings at the market, in the Kalverstraat and around the patio catch the eye.

Nowadays, the market houses some small bars and restaurants, but the empty buildings, the car traffic and parking places make it an unpleasant area. On top, the area around the river Aa behind the buildings on the west side of the market has a lot of unused potential.

The Hoogstraat, Molenstraat and Meierijstraat are secondary shopping streets or ‘aanloopstraten’ as they are called in Dutch. The Hoofdstraat is the main shopping street and ends at the Meierijplein with chain stores such as the HEMA and Blokker around it. The public space of this square is from very poor quality and the road adjacent to it is intensively used by cars. The patio halfway the Hoofdstraat and the underpass at the Meierijplein are unpleasant and undefinable areas. Besides, it is difficult to orientate once you are in one of these places. The Kalverstraat has always been known as the ‘versstraatje’ (fresh, high quality products from specialists), but this alley can’t escape the slump either. The monastery at the Dekken van Miertstraat is gradually becoming more and more empty since the nuns are passing away one by one. Currently, the monastery garden is not open for public. Finally, there is a surplus of supermarkets in the city center of Veghel; the higher quality supermarkets EMTÉ (in the north) and Albert Heijn (just off the map in the southeast), but also the cheaper stores Lidl (east) and Aldi (behind the Hoofdstraat).

Fact is that the inhabitants of Veghel mainly go to Uden for non-daily shopping such as clothes or a more varied range of shops. Veghel has the ambition to focus on qualitative shops, while Uden is more focusing on quantity and therewith attracts a bigger group of people.

Furthermore, it is given that chain stores such as Zeeman and Xenos would like to open a store in Veghel (again), but can’t find a suitable location. Besides that, the Action and the Lidl would both like to enlarge their stores, which gives opportunities for the city center.

The numbers on the map correspond to a map further on in the report illustrating a proposal for reprogramming.

Figure 2.5: Pictures showing several unpleasant areas in the shopping center: the patio (top), intensive car traffic at the Hoofdstraat (middle) and empty buildings at the market (bottom).
Figure 2.6: Map showing the current situation of the program in the city center and simultaneously the vacancy.
2.4 Architectonic analysis

In order to show the current architectonic disbalance of the buildings in the city center, panoramas were created from all the sides. Using these panoramas, an architectonic analysis was made of the current building styles. Based on the monumental status, building age, urban fabric, building style, and own interpretation a selection was made of the buildings that have historical value for Veghel. At the same time, that means the other buildings need refurbishment of their facade or will be demolished. This is illustrated with the different colors; for example the green dots symbolize valuable architecture and urban fabric. Orange means that part of the facade is valuable and only some renovation is needed, while the red color indicates functional and/or outdated architecture, hardly any value, and so significant refurbishment is recommended.

As mentioned in the introduction of this report, Veghel has got to deal with undefinable streets due to an unbalanced mix of historic buildings and functional architecture of the ‘70s and ‘80s, causing a lack of identity and orientation. Terms like atmosphere, human scale, and historical identity were lost out of sight. This functional architecture is especially visible in the Meierijstraat (panoramas 26 till 36).

Marlijn Baarveld, employee at the Rijksdienst voor Cultureel Erfgoed (RCE) and writer of ‘De biografie van de winkelstraat’ claims that “the plinth of a building does not influence the streetscape that much. The facades, on the contrary, do influence the atmosphere significantly. It is all about distinctiveness. The question one should ask themselves is: what characteristics make a shopping area attractive and future-proof? Buildings with quality, interesting objects, characteristic structures and urban fabric, and special places are key points in redeveloping projects.” That’s why the buildings and facades that need refurbishment will be redesigned with focus on vertical alignment (‘pandjescultuur’) where our country is famous for.

Figure 2.8 gives a good idea of the valuable architecture in the core of Veghel.
2. ANALYSIS

Figure 2.8: Map showing which buildings have historic value for Veghel, based on monumental status, building age, etc.
2. TARGET GROUP

Now that the problem (ongoing degradation of the city center of Veghel) is identified and a research question is stated (‘what is needed to make this situation reversible and make this place into an attractive one again?’), we should ask ourselves the question: who are we doing it for? What is the target group?

Ageing is a general ‘problem’ in the whole of the Netherlands and Veghel’s situation is not an exception. People above the age of 55 belong to the elderly. Of course these people are much more vital and busy than those of 80 or 90 years old; something to keep in mind. The prognosis for Veghel is that the percentage of the 55+-group will increase from just above 30% (31,2) in 2015 to almost 40% (38,2) in 2030. A separate graph was added to show you the different groups that are distinguished within the ‘elderly’-group. Another remarkable fact is the increase in 1-person households. Thereewith, the demand for apartments and small dwellings, mainly rent, grows as well.

Furthermore, elderly have specific demands: - facilities/amenities should be close; - surroundings should be save due to physical discomforts, focus on slow traffic and good paving; - difficult to orientate, so sightlines and routing should be clear; - balance of busy and quiet, green spaces;

On the other hand, elderly have a lot of positive factors as well. Think about social control, and their knowledge which could be used and inspiring for young entrepreneurs.

Because cities like ‘s-Hertogenbosch, Eindhoven, Oss and Uden are near, Veghel’s city center is not of regional importance. That means people do their daily shopping in Veghel, but if they want to buy clothes for example, the inhabitants will travel to Uden or even further. Veghel is mainly known as a ‘working city’ and its entrepreneurial mentality. This image is confirmed by the fact that 60% of the employees in Veghel comes from outside the city.

According to the Centraal Bureau voor de Statistiek (CBS) there currently are about 29,000 working places (70 places per 100 citizens) in Veghel and this number is still growing.

The new ambition Veghel formulated a couple of years ago matches with these facts. Veghel realizes that it might has to ‘strategically shrink’. A compact shopping center of high quality is then the result, which simultaneously means there will become more space available for dwellings, small businesses, etc. A compact city center with pleasant public spaces, in combination with a cultural cluster not far away, could possibly form an attraction for day-tourists.

That means the focus is on the inhabitants of Veghel, in particular the elderly. Furthermore, Veghel would like to become more and more attractive for its employees, so potential inhabitants. A high quality city center will contribute to this. Thirdly, day-tourists form a target group as well.
2.6 Concept

The fact that some historic values were lost out of sight and therewith degrading the city center, was reason enough to make ‘history’ the concept of this proposal. The key terms will be: human scale, plot wise development, vertical alignment (‘pandjescultuur’), sightlines, functions, green, pleasant public spaces, slow traffic. The proposal in this report wants to bring back or at least put more emphasis on these aspects.

Centuries ago, Veghel consisted of a so-called ‘dumb-bell model’. The harbor formed the western pole of the dumb-bell where goods were delivered. The market square symbolized the eastern pole, where the trading took place. The two places were connected by the Hoogstraat and Hoofdstraat, part of the main trading route. With this masterplan, that will be elaborated in chapter 3, there is sought new life into this dumb-bell model. In this case the old CHV-terrain, where a cultural and food cluster is being developed, forms the left pole and the shopping center, including the market, the right one. Again both poles will stay connected by the Hoogstraat and Hoofdstraat. But different from the current situation, which contains several dilapidated areas, it will be a connection through a ‘chain of interesting places’. What is meant with this metaphor is that visitors of the old CHV-terrain are pulled towards the city center through a concatenation of pleasant areas; or the other way around of course, from the city center towards the harbor area.
3.1 Introduction

In this chapter, the overall plan will be explained.

This ‘masterplan’ covers the whole area between the old CHV-terrain at the Noordkade and the main shopping area, in order to make the city center of Veghel into an attractive place again. An attractive place for current citizens of Veghel, potential citizens and possibly even day-tourists. ‘History’ will form an important concept of this project. This fits the municipality’s vision, which is “to restore the historical structure of Veghel, with city center functions at both sides of the river Aa, connected through the Hoogstraat.” This plan consists of the reintroduction of the ‘dumb-bell model’ in which the Noordkade and the city center no longer repel each other, but are complementary to, benefit from and attract each other. The system will not work as an entity, but as two separate poles connected by an interesting street. The plan consists of a series of interesting places, these are from west to east: former CHV-terrain (cultural and food cluster), Noordkade, Heilig Hartplein, ‘green lung’ (from the Aa all the way down to the cemetery), private garden in front of majestic building (function as ‘green to look at’), and the shopping center.

In the next six paragraphs, these interesting places will all be further elaborated one by one. In paragraph 3.8-3.10 there will be dealt with the different systems: green/blue-structure, traffic, and routing and source points.

Figure 3.1: Cropped top view of the overall plan. The colors indicate either an intervention or an iconic building functioning as orientation point.
3.2 Old CHV-terrain

At the former CHV-terrain a redevelopment is going on since 2011: a cultural cluster where culture, art, and food mix and which functions as a meeting place. Currently the cluster houses different art, music and theatre groups, cinema ‘Industry’, museum ‘SIEMei’, restaurants ‘P’rooflokaal’ and ‘Wittern’, a café, a brewery, and form a home base for several organizations. Soon a new theatre will open here.

Furthermore, Jumbo has established their third Jumbo Foodmarkt, after Amsterdam and Breda, at the Noordkade. The Foodmarkt is a combination of a supermarket and fresh market. It is a place where food is prepared and can be consumed or taken home, where parties can be celebrated, and cooking workshops are organized.

Figure 3.2: Map of the former CHV-terrain at the Noordkade; no interventions needed.

Figure 3.3: Existing situation at cultural cluster with restaurant P’rooflokaal and cinema ‘Industry’.
3.3 Noordkade

Situated at the Noordkade, east from the former CHV-terrain, are several warehouses that have been empty now for a couple of years. The location, so close to the quay and harbor obviously offers great opportunities. It could have been the ideal building to transform into the new theatre for example. Currently, the cultural hotspot is very clustered and the distance towards the city center significant. So it would have been a great opportunity to build the first metaphorical bridge towards the city center. Since Veghel has decided to establish the theatre at the old CHV-terrain as well, there has to be thought of another destination for the warehouses.

To look for some connection with the city center, the best destination for this empty warehouse would be a big restaurant or a museum. Compared to the current situation some buildings will be demolished, the private dwellings will be renovated and get clear boundaries of their plots, a lot of parking places are created, and a footbridge will be built at the quay for sidewalk cafes. This area forms the beginning of the walking route along the 'chain of interesting places'.

Figure 3.5: Current situation of empty warehouse at Noordkade.

Figure 3.6: Impression of how it could look like.

Figure 3.4: Maps of current situation at the Noordkade (left) and design proposal (right).
### 3.4 Heilig Hartplein

The area around the harbor, the Heilig Hartplein, has been redeveloped recently. Although the appearance is great, it is hardly used by passengers. Without a doubt, the number of dilapidated buildings and the great amount of car traffic surrounding the square contribute to this lack of usage.

With the simple adjustment of bringing back the former infrastructural pattern, a significant result might be achieved. The routing guides the car traffic to the Sluisstraat, which means away from/around the city center. The Hoogstraat is supposed to be used mainly by local traffic (Dutch: ‘bestemmingsverkeer’). Simultaneously, a square is created in front of the houses. In this way, it becomes more attractive for bars and restaurants to settle there and have their sidewalk cafes at the square instead of having to cross the busy road.

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**Figure 3.8:** Panorama of current situation at Heilig Hartplein.

**Figure 3.7:** Maps of current situation at the Heilig Hartplein (left) and design proposal (right).

**Figure 3.9:** Impression of how it could look like.
3.5 ‘Green lung’

Just behind the Heilig Hartplein, a little hidden lays a green zone: the Broederhof with a lunchroom in a small chapel and adjacent to it a little park which ends at the river Aa. With the proposal this green area gets the honor it deserves. On the opposite side of the Hogstraat, a parking lot which is hardly used can be turned into a park where for example art is exposed. This matches the wish of Jan van Hoof, director of the yearly Culture & Food Festival ‘Fabriek Magnifique’. He claims that “during this festival, the city center and Noordkade are well connected with small stages and stands at several different places along this walking route. It would be great if this connection is also present in daily life, after the festival. For example through a concatenation of interesting places. Think of green, art, shared gardens, etc.”

Furthermore, the municipality of Veghel is striving to get the property over the area around the river Aa behind the buildings at the market. The old, empty post office could then be demolished and sidewalk cafes at the water can be created. The green strip formed by the cemetery, the former parking lot, Broederhof, small park and area around the river Aa will function as a ‘green lung’ in the middle of the chain between the Noordkade and the city center.

Figure 3.10: Maps of current situation at the ‘green lung’ (left) and design proposal (right).

Figure 3.11: Broederhof and the small park adjacent to it.

Figure 3.12: Current situation of the parking lot (left) and how it could look like (right).

Figure 3.13: Terraces at the water replace empty post office (left).
3.6 Private garden

Between the ‘green lung’ and the market a notary office is situated in a majestic building. The garden in front of this house is beautiful and well maintained. Unfortunately the garden is not open for public, so it will function as green to look at (Dutch: ‘kijkgroen’). Looking from above, at the west side of this garden Veghel has placed a monument to remember and honor the soldiers of the US army that died in Operation Market Garden during the Second World War. This monument consists of artistic greenery, is from high quality as well, and will also function as ‘kijkgroen’. The private garden together with the WW II-monument can easily function as one of the shackles of the chain.

Figure 3.14: Map of the private garden; no interventions needed.

Figure 3.15: Private garden and WW II-monument functioning as ‘kijkgroen’.
3.7 Shopping center
The shopping center is the right pole of the reintroduced dumb-bell model and needs the most attention. That's why it will also be elaborated more than the other locations on the route. In the next few pages impressions show the positive impact of some of these interventions and chapter 4 is completely dedicated to the zoom-in of this area. The ‘vlas & graan-beurs’ has been demolished some decades ago in favor of an access road. One of the interventions is bringing back this (type of) building. Since the city center will be closed off for car traffic, this access road is not needed anymore.

Figure 3.16: Current situation in the Hoofdstraat (top) and how it looked like before the ‘vlas & graan-beurs’ was demolished in favor of an access road (bottom).

Figure 3.17: Maps of current situation at the city center (left) and design proposal (right). The red cross indicates where the building in figure 3.16 is situated and the colors illustrate the interventions.
The market will be closed off for car traffic in order to upgrade the atmosphere in this area. The current trees will be used and complemented in such a way that two rows of trees arise creating a sightline from the old town hall to the Sint-Lambertuskerk.

Figure 3.18: Current situation and impression of what the market looks like after the interventions.
At the Meierijplein the parking places will be removed and a one-story high building will be constructed in order to create some shelter from the busy Meierijstraat. The square will be filled with benches, bushes and sidewalk cafes. Together with the chain stores this square will now function as crowd pleaser (Dutch: ‘publiekstrekker’).

Figure 3.19: Current situation and impression of what the Meierijplein looks like after the interventions.
The chain stores at the Meierijplein will also get an entrance at the backside on the opposite of the newly created health center. The health center will house amenities like a general practitioner, an optician, hearing care, and a pharmacy. On the floors on top senior apartments will be realized.

Figure 3.20: Current situation and impression of what the Meierijstraat looks like after the interventions.
3.8 Green/blue-structure

The blue on the map consists of the artificial Zuid-Willemsvaart and the harbor with more than 30 moorings and the more natural stream of the river Aa. Especially during the summer months, the marina is intensively used. This gives opportunities for the areas adjacent to it such as the footbridge at the Noordkade and the recreational square at the Heilig Hartplein. It is Veghel’s ambition to give the river Aa an even more natural appearance. One of the related projects is the widening of the river near the old and empty post office. Furthermore, at

the former parking lot at the Hoogstraat a little park is realized where a small pond could be added.

The light green areas represent significant gardens or other types of artificial green functioning as ‘kijkgroen’. The dark green area in the north of the map below consists of the cemetery of the Sint-Lambertuskerk and the monastery garden, which will be opened for public as part of the proposal. The two rows of trees at the market catch the eye, as well as the trees around the widened part of the river Aa. Of course these are not the only trees in the city center, just the ones needed to stress the two locations. The dark green space around the river Aa is better known as the Julianapark, which not only has great walking and cycling paths, but also houses a petting zoo. To conclude, the ‘green lung’ in the middle of the map which was widely discussed in paragraph 3.5. It consists of the former cemetery of the demolished Heilig Hart van Jesus Kerk, the parking lot that was transformed into a park, and the Broederhof with the small park which ends at the widened part of the Aa.

Figure 3.21: The main green and water structures in the core of Veghel.
3.9 Traffic system

An analysis about the traffic system teaches us that the NCB-laan together with the Hoogstraat on the one side and on the other side the Rembrandtlaan in combination with the Meierijstraat are quite busy access roads leading towards or around the city center. The greatest part of the traffic from the NCB-laan goes over the Heilig Hartplein and then towards the center. If cars want to get to the Rembrandtlaan via the Sluisstraat, they have to make a strange turn at the Heilig Hartplein. The market is accessible for car traffic, which makes it an unpleasant place to stay. Main shopping street the Hoofdstraat is for the biggest part only accessible for destination traffic. Although, the first part of the Hoofdstraat along the market is quite intensively used by car drivers in order to get to the parking places at Vlas en Graan and Stadhuisplein. The parking places at the market and Meierijplein negatively contribute to the atmosphere of both squares. The public space at both squares is hardly used by passengers.

An enumeration of the parking places along the parking route around the city center is as follows:

<table>
<thead>
<tr>
<th>Location</th>
<th>Parking Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHV-terrain</td>
<td>750</td>
</tr>
<tr>
<td>Hoogstraat</td>
<td>77</td>
</tr>
<tr>
<td>Sint-Lambertuskerk</td>
<td>50</td>
</tr>
<tr>
<td>Market</td>
<td>47</td>
</tr>
<tr>
<td>Deken van Miertstraat</td>
<td>48</td>
</tr>
<tr>
<td>Vlas en Graan</td>
<td>185</td>
</tr>
<tr>
<td>Stadhuisplein</td>
<td>170</td>
</tr>
<tr>
<td>Meierijplein</td>
<td>42</td>
</tr>
<tr>
<td>EMTÉ</td>
<td>150</td>
</tr>
<tr>
<td>Bolkenplein</td>
<td>64</td>
</tr>
<tr>
<td>Lidl/Action</td>
<td>84</td>
</tr>
<tr>
<td>Albert Heijn</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>1767 parking places</td>
</tr>
</tbody>
</table>
3. MASTERPLAN

The traffic system changes significantly after the interventions of this proposal. First of all, the city center is closed off for car traffic. By closing off the market and Hoofdstraat for car traffic, the core of the city center becomes a more pleasant and safe place to be for pedestrians. The routing near the Heilig Hartplein is restored and guides the car traffic to the Sluisstraat and thus away from/around the city center. That means that the Hoogstraat is supposed to be used mainly by local traffic (Dutch: ‘bestemningsverkeer’). In a more extreme way, the same goes for the Hoofdstraat and market; these will only be accessible for emergency services and (un)loading. These changes will also have consequences for the Julianastraat in the north crossing the river Aa; this road will become busier. But after recent reconstructing of this street, this increase will not form any problem.

All the parking places along the Market and Meierijplein are removed, as well as a great amount at the Hoogstraat. Because of the reintroduction of the vlas & graan-beurs building at the beginning of the Hoofdstraat, some parking places at Vlas en Graan are lost. To compensate these losses new parking lots are created at the Noordkade (112 parking places) and at the river Aa at the former post office terrain (85 parking places). An enumeration of the parking places along the parking route around the city center shows us that 30 extra parking places were created.

- CHV-terrain: 750
- Noordkade: 112
- River Aa: 85
- Sint-Lambertuskerk: 50
- Deken van Miertstraat: 57
- Vlas en Graan: 175
- Stadhuisplein: 170
- EMTÉ: 150
- Bolkenplein: 64
- Lidl/Action: 84
- Albert Heijn: 100

Total: 1797 parking places
3.10 Routing and source points

Inside the ‘chain of interesting places’, the market and the Meierijplein will functions as a small ‘dumb-bell model’ as well. The market will form the western pole with a concentration of bars and restaurants. The eastern pole consists of the square at the end of the Hoofdstraat, where the more famous chain stores will be situated. At the Meierijplein will be some sidewalk cafes as well from the small restaurants that will settle in the newly built buildings alongside the Meierijstraat. Both the market and the Meierijplein will be redesigned and so function as crowd pleasers (Dutch: ‘publiekstrekker’). In between, the Hoofdstraat forms an interesting street with a high concentration of qualitative retail.

The new goal of the city center has to be to ‘strategically shrink’. A compact shopping center of high quality is then the result. The ideal situation is when the most important shops will be organized around the ‘shopping-8’, which, according to research, is the best way of routing a shopping center.

Furthermore, supermarkets and parking places always form source points. Concerning Veghel, the Aldi and Lidl are very close to the shopping center and many parking lots (river Aa, Deken van Miertstraat, Vlas en Graan, Stadhuisplein) are near as well. In this case, when opening the monastery garden for public, this green area could function as an attraction in the future.
3.11 Phasing

Due to several reasons, the different interventions of the proposed masterplan cannot all take place at the same time of course. Phasing is then an important issue to decide on. Phase 0, or the current situation, consists of the developments at the cultural and food cluster at the Noordkade. No interventions are needed here. The next phase would be the redesigning of the city center, which is further elaborated in chapter 4. Phase 2 contains the reintroduction of the former routing at the Heilig Hartplein, simultaneously creating a recreational square. Turning the parking lot at the Hoogstraat into a small park and connecting it with the rest of the green zone would be part of phase 3. The fourth phase would be the demolishing of the empty warehouses at the Noordkade and redeveloping those.

Why this order?
Closing off the city center for car traffic, part of phase 1, and the reconstruction of the Heilig Hartplein, phase 2, might have to be executed at the same time because of the influence the interventions have on each other. Finally, creating the ‘green lung’ is assumed to have a bigger influence on the route between the CHV-terrain and the city center than the creation of a footbridge at the Noordkade.

Figure 3.25: Phasing indicated on a conceptual drawing of the plan area.
4.1 Introduction

Part of the theory to reintroduce the dumb-bell model is that people will be attracted towards the city center. It’s obvious that the main shopping area is the part with the most focus on it. Figure 4.1 on the next page is the base map of the current situation of Veghel’s city center.

As said, the area concerned roughly consists of the market up until the Meierijplein, the square at the end of the Hoofdstraat. Obviously these two squares are connected by the main street called the Hoofdstraat. This immediately describes the concept of this zoom in: the market and the Meierijplein will form a ‘dumb-bell model’ as well.

With this proposal and the strategy to strategically shrink, there is aimed for a small scale city center of high quality. The focus on the small-scale is part of the concept ‘history’, as well as creating alleys, restoring sightlines, and giving streets back their importance. Furthermore, there will be more attention for green inside and near the city. In this plan there has been thoroughly thought about routes, traffic, and the atmosphere that comes with it. The proposal contains solutions from which both cars and slow traffic benefit and the most favorable public spaces are created.

In the next few paragraphs, the reasons for the interventions highlighted in figure 4.2 will one by one be explained.
4. ZOOM IN: SHOPPING CENTER

Figure 4.1: Map showing the current situation of the city center.
4. ZOOM IN: SHOPPING CENTER

Figure 4.2: Map showing the situation at the city center after the redevelopment. The highlighted areas show the interventions.
4.2 Former post office terrain
A couple of years ago, the post office moved and since then the buildings along the river are vacant. Additionally, the backsides of the buildings at the west side of the market are dilapidated, functional, and mostly vacant. By demolishing the empty buildings, an area becomes available with high potentials. The municipality of Veghel has been working very hard to become owner of this former post office terrain and get money from the water board. Plans are made for refurbishing the area around the river Aa. These plans include widening the river and redeveloping the (facades of the) buildings at the market. When bars and restaurants settle in these buildings, the area around the water could function as a beautiful place for sidewalk cafes. Furthermore, a reasonably big parking lot (85 parking places) can be realized.

Figure 4.3: Current situation at the former post office terrain.

Figure 4.4: Situation after the redevelopment.
4.3 Market and Hoofdstraat
By closing off the market and Hoofdstraat for car traffic, the core of the city center becomes a more pleasant and safe place to be for pedestrians. The routing at the Heilig Hartplein is restored and so guides the car traffic away from/around the city center. That means that the Hoogstraat will probably be mainly used by local traffic of the offices and residential areas. In a more extreme way the same goes for the Hoofdstraat and market; these will only be accessible for emergency services and (un)loading of the retail.

The public space at the market will be turned into a pleasant place to stay and will then function as a meeting place again with benches and sidewalk cafes. The facades of several buildings will be renovated in such a way that the focus is on the small scale (‘pandjescultuur’) again. The building on the corner of the market and Frisselsteinstraat, currently vacant, will be demolished and a new building will be built in such a way that it guides both streets. The rows of trees are largely based on the existing trees and will create a sightline from the church towards the old town hall and vice versa.

The ‘Vlas en Graan-Beurs’ at the Hoofdstraat was demolished in 1968 in favor of an access road. The combination of the wish to bring back history and the closing off of the city center for car traffic, leads to the reintroduction of the ‘Vlas en Graan-Beurs’. At least a comparable building at its original place.
4.4 Kalverstraat and patio
Due to the combination of functional architecture of the ’70s and ’80s and its high vacancy rate, the patio is an unpleasant place. By creating an alley, history is reintroduced here as well. A more pleasant street is created with Amersfoort, Culemborg, and Utrecht as successful references. The best solution for this street would be dwellings instead of retail, but a mixed zone dwellings, shops, and small businesses is also possible.

Reprogramming and gathering small-scaled shops and specialists in the Kalverstraat, throughout history always known as the ‘versstraatje’ (fresh, high quality products from specialists), will give this street a new boost. Currently, a small part of the Kalverstraat has a great atmosphere, but this is negatively influenced by the high vacancy rate. The kind of shops that are meant are bakeries, butchers, specialists in fish, vegetables, and cheese, but also the small scale businesses like boutiques with clothing or local products, small music stores, and florists. This is the category of shops that will probably disappear the first in the coming decades. This street is flexible enough to change into a residential area or small businesses in the long run.

Stefan Romijnders, owner of ‘Romijnders Uw Slager’, says that he thinks “it is a great idea to cluster high quality food suppliers in the Kalverstraat.” To make it interesting to move to the Kalverstraat, building owners should be convinced to renovate their building and lower their rent or to sell their shop.
4.5 Deken van Miertstraat and Molenstraat

The monastery is emptying since the sisters are getting older. The buildings that are already vacant and do not have any architectural or historic value, including the annexes built over the years, will be demolished. A giant opening is what arises and the monastery garden is then open for public, bringing back green into the city center. On the south side of the Deken van Miertstraat, trees will be planted along the parking lot in order to guide the street.

By closing of the city center for cars, the pressure on the Molenstraat will increase and that makes this street less suitable for restaurants with sidewalk cafes and shops. Moving most of the restaurants towards the market creates a great meeting place at the market on the one hand, and on the other hand gives opportunities for the Molenstraat to develop into a more residential area. The same goes for the building at the point where the Deken van Miertstraat changes into the Molenstraat. The shops at the inside stay, but on the side of the street the shops disappear and dwellings guiding the street come in return. With the elderly as biggest target group in mind, these dwellings can be either senior apartments, ground bound housing (Dutch: ‘levensloopbestendig’) or a mix. Because of this reconstructing, the amount of parking places can also be extended.
4.6 Meierijplein and health center

As mentioned before (e.g. paragraph 2.5), the biggest target group of this project is elderly. Facilities nearby and compact is one of the wishes of this target group. That is why a ‘health center’ is created where amenities such as a pharmacy, a general practitioner, an optician, and hearing care will be clustered. On top of the newly created buildings, senior apartments will be established in such a way that these buildings guide the street and create a sightline that was lost throughout the years.

The Meierijplein is currently not much more than a transit zone. By closing of the square from the busy Meierijstraat with buildings and redesigning the public space, a more intimate area is created. Furthermore, the unpleasant underpass is closed and so makes way for giant plots to be created. These areas are a very interesting place for chain stores such as the Action and Xenos to settle, since the HEMA and Blokker are already present around the Meierijplein. The refurbished public space and the chain stores will strengthen each other and function as a crowd pleaser (Dutch: ‘publiekstreker’).
4.7 Concept
This paragraph is about the atmosphere that would like to be created in the several different places around the city center. With the map filled with texts there is tried to describe the differences in streets, alleys, squares, and their functions. It looks a very tiny bit on what Jan Rothuizen did for Amsterdam in his ‘Soft Atlas of Amsterdam’. As you can see, a large variety in atmospheres is what would like to be achieved with the interventions part of the proposal.

Figures 4.14 till 4.16 are impressions of some of these areas. Figure 4.14 illustrates the current atmosphere in the Kalverstraat (‘verstraatje’); which would like to be created through the whole street again. The picture in the middle gives a good impression of what the monastery garden looks like. Finally, 4.16 illustrates what the trees at the Deken van Miertstraat will look like after these are planted along the parking lot in order to guide the street and create a natural fence.

Figure 4.13: Conceptual map filled with texts to illustrate the large variety in atmospheres that would like to be achieved.

Figure 4.14: The whole Kalverstraat should look like this again.

Figure 4.15: Impression of monastery garden.

Figure 4.16: Aspired image of trees along Deken van Miertstraat.
4.8 Reprogramming
Since we don’t live in a makeable world, figure 4.13 in the previous paragraph was shown to illustrate what different kinds of atmospheres would like to be achieved with the interventions in the streets, alleys, and squares. The proposal is quite an ideal picture of course which is difficult to fully accomplish until the tiniest detail. But of course, it could always be more extreme.

Imagining that the world is sort of makeable and to show you that when squared meters are considered it is possible, the most ideal picture after reprogramming was created. This utopian image assumes that a certain shop could easily be moved from location A to a more suitable location B. To illustrate that it is not impossible: the organization ‘Streetwise’ from Heerlen managed to move a large amount of shops closer to the city center. “Our ambition for the city center of Heerlen was to revitalize it and make it more compact. In the meantime, more than 40 buildings got a new destination. Streetwise forms the connection between the owners of the building and the entrepreneurs. Of course it is not easy, but once you booked some success, suddenly everyone wants to work with you.”

Assuming that everything is possible and considering all the design perspectives mentioned earlier in this report, figure 4.17 would be the most idealistic picture. The numbers in the map correspond to figure 2.6 in paragraph 2.3.

The buildings around the market will be filled mainly with restaurants from the Molenstraat. This street gets less suitable for sidewalk cafes, while the market is closed off for car traffic and so becomes the ideal location for these restaurants to settle. The lunchroom at the middle of the market is demolished and finds a new location in the Kalverstraat. Also newly settled in the Kalverstraat are a butcher, a florist, the music store, and several clothing boutiques. Together with the specialists already offering high quality products and services here, this street will get back its original village atmosphere.

The Hoofdstraat remains the same for the biggest part. As said the ‘Vlas & Graan-building’ will be reintroduced, forming the perfect place for a good running restaurant. Halfway the Hoofdstraat is room for famous chain stores such as the Zeeman and Etos, making this main shopping street even more attractive.

The ice room at the Meierijplein will be demolished and will be settled in the newly built buildings in order to close of the square from the busy Meierijstraat. Furthermore, a small restaurant and a souvenir shop that are currently situated around the little square behind the underpass will find their new location here. The closing of this unpleasant underpass and little square gives the opportunity to Xenos and Action to settle here, next to the HEMA. As soon as the Action has moved, this gives room to the Lidl to enlarge their supermarket. Currently there are ugly backsides of shops at the Meierijstraat, but with this proposal that changes into front sides with windows. In figure 4.17 the Gall&Gall and Vögele move here.

Finally, there is tried to make the city center more compact by filling as much empty buildings as possible. This is especially done with shops that were settled in the backstreets of the city center. In this way, a very clustered shopping center is accomplished.
4. ZOOM IN: SHOPPING CENTER

Figure 4.17: Assumed to be the most ideal situation in the city center after reprogramming.
4.9 Phasing
Due to several reasons, the interventions cannot all take place at the same time of course. Phasing is one of the last important things that has to be thought about. Beneath a rough planning was made, starting at phase 0 since the municipality of Veghel is currently working hard to become owner of this area. Furthermore, with every phase a distinction was made between activities related to public space and the built environment.

Phase 0 - river area
Built environment
- demolish empty buildings of the former post office
- renovation of the backside facades of the buildings at the market
- construct a new building at the corner of the market and Frisselsteinstraat
Public space
- widen the river Aa
- create green environment
- construction of parking lot (85 parking places)

Phase 1 - market & Hoofdstraat
Built environment
- reprogramming; restaurants settle at the market
- create new front side facades at the buildings at the market
- reintroduce the ‘Vlas & Graan Beurs’-building at the Hoofdstraat

Phase 2 - Meierijplein
Built environment
- reprogramming and reconstructing; in this way create new location for chain stores
- construct new buildings guiding the Meierijstraat, creating more intimacy at Meierijplein
Public space
- redesign public space

Phase 3 - Deken van Miertstraat
Built environment
- demolish vacant buildings and annexes at monastery
- redesign building at the point where the Deken van Mierstraat and Molenstraat meet

Phase 4 - core
Built environment
- close the patio, therewith create an alley with dwellings instead of retail
- simultaneously reprogram and redesign the Kalverstraat (‘versstraatje’)

Phase 5 - Elderly center
Built environment
- demolishing of the old buildings
- plot wise creating health center with facilities for elderly and senior apartments on the higher floors
Public space
- finish redesigning public space; similar paving through the whole pedestrian area

Why this order?
Phase 0 is actually the current situation and the redesigning of this area is then an obvious step. Closing off the market and Hoofdstraat for car traffic, part of phase 1, might be the most important decision of this proposal and has the biggest consequences. It is then important to complete the renovation of the small dumb-bell model inside the shopping area, so phase 2 consists of the refurbishment of the Meierijplein. The third phase is relatively short and when it’s finished extra parking places are created and green is brought back to the city center. Then, in phase 4 the core of the city center is finished with the closing of the patio and the redesigning of the Kalverstraat. Phase 5 is the last, because the new health center is created at the edge of the shopping area.
Figure 4.18: Phasing indicated on a conceptual drawing of Veghel’s core.
In the analysis phase, several problems were identified which cause an ongoing degradation of Veghel's core, making it an unattractive area. The plan area consists of the area from the former CHV-terrain at the Noordkade up until the main shopping area. The cultural and food cluster that has been developed at the Noordkade works on its own, but the risk is that it will become or stay an autonomous place. The ongoing expansion of this cluster will empty and repel the city center even more, while it used to form a ‘dumb-bell model’ with the city center throughout history.

For various of reasons, this and many more historic values were lost. Veghel currently has got to deal with an ongoing degradation of the city center and its surroundings. The research question formulated in the first chapter of this report reads: "What is needed to make this situation reversible and make this place into an attractive one again?"

The answer to this question in my opinion, could have been read in this report. It is not just about one location, but about two central areas (former CHV-terrain at the Noordkade and the main shopping area) and the whole route in between. Creating a ‘chain of interesting places’ will attract people and guide them from one pleasant public space to the other. This route will form the connection between the two poles: Noordkade and city center; the way it always has been.

5. CONCLUSION

Through the whole proposal specific factors played an important role. Car traffic should be avoided as much as possible in the core, but on the other hand it should stay easy for car users to find their way around the city center. In this plan only a small part of the route is closed off for cars, but a significant result is achieved. In this way the main shopping area is only accessible for pedestrians and cyclists, and local traffic (Dutch: ‘bestemmingsverkeer’; emergency services and (un)loading). Furthermore, by reintroducing the original routing at the Heilig Hartplein a square is created in front of the buildings at the same time. Another important factor, is the upgrading of public spaces in order to transform areas into meeting places again instead of unpleasant transit zones.

The main story of this proposal is tried to illustrate in two conceptual drawings used earlier in this report to indicate the phasing. In the case of the overall masterplan (figure 5.1) the thick lines with arrows indicated the stream of people to and from the city center/Noordkade. On the route, several interesting places can be discovered and explored. Through the whole plan, there is a lot of attention for green and water and the same goes for the most important part: the main shopping area. A green sightline is created at the market largely based on the already existing tree pattern and the monastery garden is opened for public.

Figure 5.1: Conceptual drawing of plan area.
The proposal is quite detailed with fixed conditions, but this is an individual vision and so just one of the many possible solutions. Nevertheless, in my opinion it is the best way to address the problem. Furthermore, if this proposal appears to be too ambitious, the plan can also be executed in phases; that is basically how this proposal is designed anyhow.

Epilogue
Now that the graduation project has come to its end, it is a good opportunity to reflect on the project and myself.

During the collective part of the Studio Midsize Brabant a lot of information was gathered on the development of Veghel. Maybe even more important, my interest for this midsize Brabant city was aroused and many visits and an internship at the municipality followed. Especially the city center immediately drew my attention and from that moment on I knew I would like to create a strategy and design for a certain problem area. In the beginning I wanted it to be as specific and elaborated as possible, but halfway I realized I had to make concessions. The problem area appeared to be bigger than I thought and then a very detailed proposal in such a short amount of time is quite impossible. Nonetheless, I am happy with the end result and believe it could be a contribution to the thinking process of the municipality of Veghel. It was a period full of ups and downs, but I believe I developed myself both on a personal level as on a practical level.

Figure 5.2 illustrates the concept of the eastern pole of the dumb-bell. The thick lines symbolize streets with high intensity car traffic. The thin lines show the possible routes in the pedestrian area. As one can see, historic alleys and sightlines are created or restored. A city center with a reasonable amount of green is created through which visitors can wander.

As said, the concept ‘history’ has been the handhold throughout the whole process. Key words in this are the human scale, sightlines, historic values, alleys, green, and of course the dumb-bell model. Conclusively, one could say that the reintroduction of the dumb-bell model could form the solution towards a more connected city center.
Literature
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Links
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http://bhic.nl/het-geheugen-van-brabant
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http://watwaswaar.nl/
Figure sources
The images and maps displayed within this report are self-made unless indicated otherwise beneath.

Figure 1.2: Map Meierijstad. Retrieved from http://www.bd.nl/ (Brabants Dagblad).

Figure 2.1-2.4: Historic maps Veghel. Retrieved from 'Atlas Studio Midsize Brabant' (2015).

Figure 2.9: Demographics. Data retrieved from http://statline.cbs.nl/ (Centraal Bureau voor de Statistiek) and 'Bevolkings- en woningbehoefteprognose Noord-Brabant' (2014).

Figure 3.3: Pictures cultural cluster Noordkade. Retrieved from http://www.chvnoordkade.nl/ (CHV Noordkade).

Figure 3.5: Pictures Noordkade. Retrieved from https://www.google.nl/maps/ (Google Street View).

Figure 3.6: Picture sidewalk cafe at footbridge. Retrieved from http://kapiteinrob-rondvaart.nl/ (Sneek).

Figure 3.8: Picture Heilig Hartplein. Retrieved from https://www.google.nl/maps/ (Google Street View).

Figure 3.9: Picture sidewalk cafes. Retrieved from https://www.nationalebeeldbank.nl/ (Eindhoven).

Figure 3.11: Picture Broederkapel (left picture). Retrieved from http://www.bd.nl/ (Brabants Dagblad).

Figure 3.12: Picture art in park (right picture). Retrieved from http://www.dezorggroep.nl/ (Venlo).

Figure 3.13: Picture sidewalk cafes at water (right picture). Retrieved from https://www.nationalebeeldbank.nl/ (Utrecht).

Figure 3.16: Picture ‘Vlas en Graan-Beurs’. Retrieved from http://www.vehchele.nl/ (Heemkundekring Veghel).

Figure 4.15: Picture monastery garden. Retrieved from https://www.bhic.nl/ (Brabants Historisch Informatie Centrum).

Figure 4.16: Picture row of trees. Retrieved from http://www.bomenzoeker.nl/ (Tree nursery Boskoop).