



HOTEL AND SHOPPING COMPLEX IN HISTORIC BUILDING, VELDSTRAAT GHENT

- conversion of a shopping complex and implementation of a hotel
- renovation and extension of a shopping complex into a mixed-use project with (shell) retail space and a new 114-room hotel, restoration of the listed façade en rooftop
- study commissioned by a private developer

STUDY

2016 - 2019

REALISATION

2017 - 2020

CLIENT

Bruvaco nv – TANS

DESIGN TEAM

Association of Engineering Offices:
Abscis - Group D - Istema

LOCATION

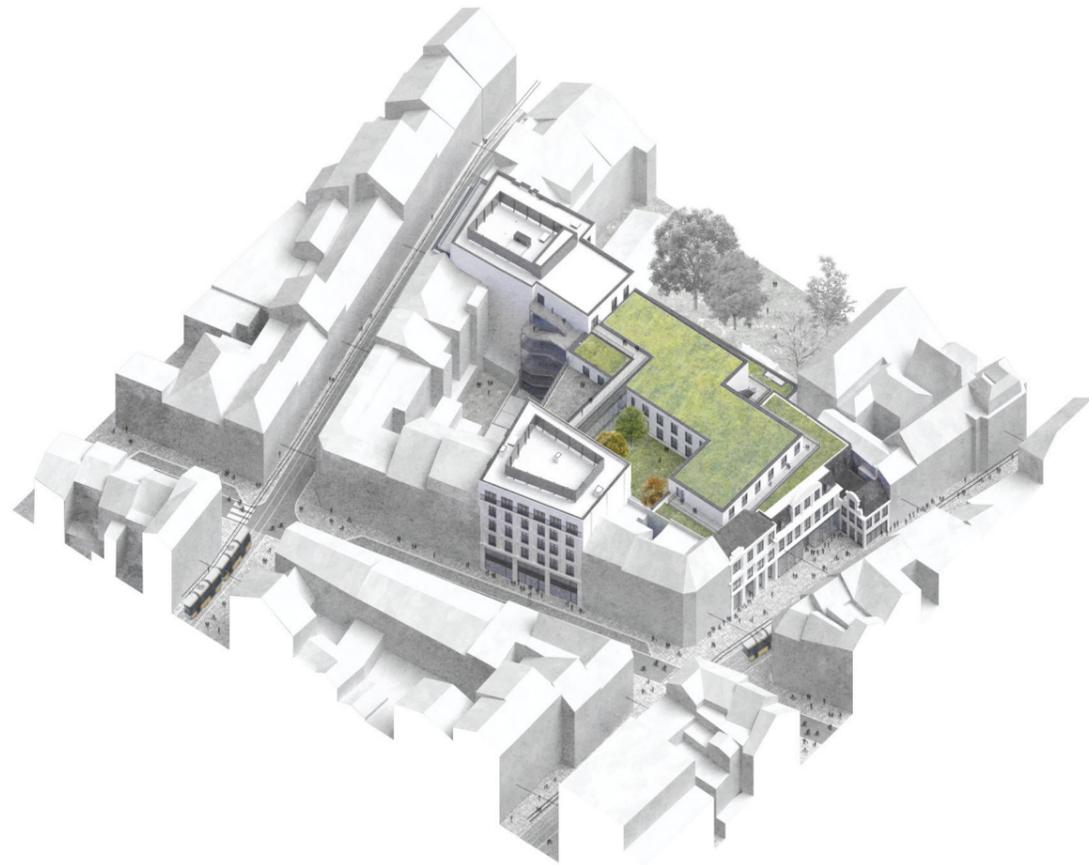
Veldstraat 47-49, Voldersstraat 17
& Korte Meer, 9000 GENT

GROSS AREA

10 930 m²

COST PRICE

€ 16 875 000
excl. VAT and fees



HOTEL AND SHOPPING COMPLEX IN HISTORIC BUILDING, VELDSTRAAT GHENT

DESCRIPTION

The building with the listed facade, which until recently housed the C&A chain of shops, will be partially redeveloped and restored to its former glory. The project consists of converting and extending the shopping complex into a mixed-use project with (shell) retail space and a new 114-room hotel.

The project is aimed primarily at optimising the existing shopping complex by creating more flexible and divisible retail areas, making use of vacant spaces, renovating the shop fronts on Veldstraat and Voldersstraat, renewing the technical installations, and bringing it up to date with current legislation and standards in terms of fire safety, accessibility, etc. With the exception of the Esprit retail spaces (basement and ground floor, Veldstraat), which are not part of this project, all existing retail spaces will be completely renovated. The second part of the project involves converting the upper floors of the shopping complex, as well as the spaces on Korte Meer and Voldersstraat, into a hotel. These parts of the building had been heavily underutilised in recent years and were in urgent need of renovation. A total of 114 hotel rooms will be provided in the existing building volumes and in the new addition, with a view either on the street, the patio gardens or the rooftops of the Ghent city centre. The public entrances to the shops will remain on Veldstraat. The entrance hall to the hotel will be located on Voldersstraat, with the hotel breakfast room on the mezzanine above. On the Korte Meer the gate and delivery zone will remain for deliveries by light trucks and vans.

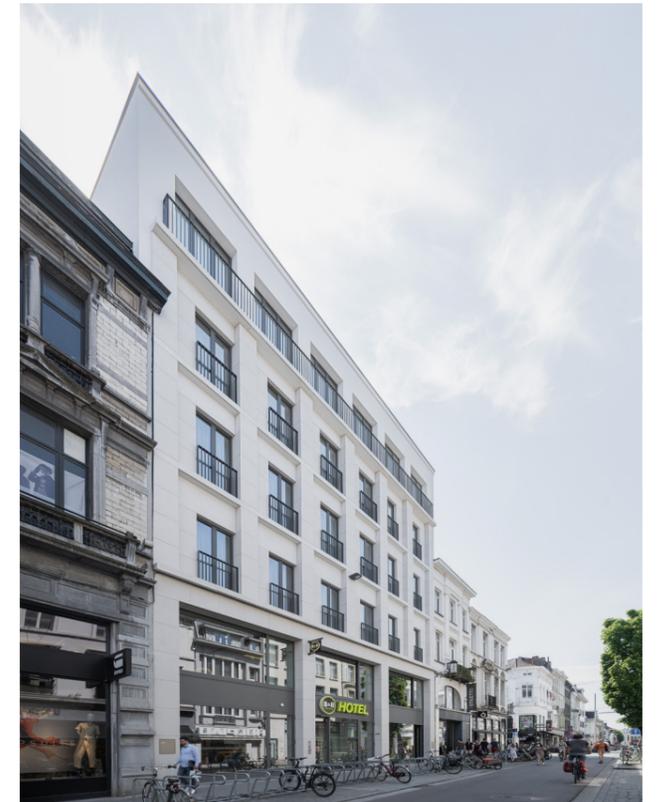
Above the shops on Veldstraat, the existing shop space on the 2nd floor is being converted into hotel rooms. Two large cuts are taken out of the existing building volume and the roof to create a central patio, as well as to lower the volume and the separation wall towards the inner garden of the Hotel d'Hane-Steenhuysse.

On top of the existing building, a new, light addition is planned on the 3rd floor in a high-performance timber frame construction, one storey high and set back from the existing façades. The new volume connects to the higher building on Korte Meer and is connected to the building on Voldersstraat via a glazed passageway. All rooms have a view of the surrounding streets or one of the roof gardens. A roof terrace with a view of the city centre is provided on the connecting passageway on the third floor.

In Veldstraat, the ground-floor shop fronts of the former C&A shop are being converted and the protected facades and roofs restored. The preparation of these restoration works was accompanied by an intensive and constructive dialogue with the Belgian agency for heritage. The design for the new shop windows on the ground floor is a contemporary response to the evolution of the historical façades and shop fronts.



historically restored façades Veldstraat (L) and new hotel (R)
photography Jeroen Verrecht



CONCEPT

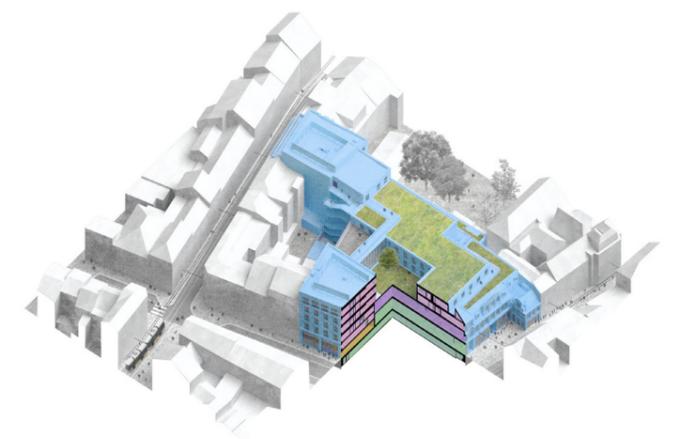
The aim of this project was to reactivate the unused spaces above stores in Ghent's shopping streets. The project is surrounded by 3 streets that each have their own character – shopping (Veldstraat), cycling (Voldersstraat) and driving/parking (Korte Meer). The original condition with retail, storage and vacant floors was transformed into a lively combination of stores, space for a catering business and a hotel. The addition of the hotel ensure some liveliness in the city centre after closing time of all the shops.

All rooms have a view of one of the surrounding streets or one of the patios in the complex. The visible roofs around the hotel rooms are perceived as rooftop gardens. On the 3rd floor the roof terrace gives a tremendous view over the city centre. By visually opening up the building there is a great connection with the towers of Ghent, which generates great added value for the hotel visitor.

The building has a complex structure due to its many renovations. We tried to preserve the structure of the building as much as possible (circular approach). Both new and existing facades have been insulated in a high-performance manner and finished with durable quality materials. For the extension on top of the existing building a light and easy to install, timber frame construction was the obvious choice. Because of its central location, the budget hotel is aimed at visitors who make optimal use of public transport.

An in-depth analysis of the building complex led to a strong

optimization of the spatial efficiency of the complex. The impeccably restored facades combined with the new facades, which modestly blend into the historical street scene in terms of tonality, materiality and rhythm, support the authentic Ghentian architecture. The building with its previous renovations, its different levels and accesses, its retail that had to remain in use and its location, is of such complexity that working it out in an integral BIM model proved to be the most efficient way to realise this multi-faceted project in a short timeframe.



a mix of functions