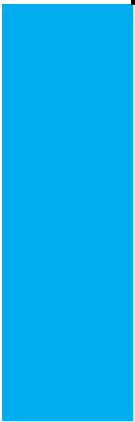


Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Joppe Kant
Student number	1512609 (wordt gebruikt voor koppeling met student file)
Telephone number	+31620956411
E-mail address	joppekant@gmail.com
Studio	
Name / Theme	Urban Fabrics
Teachers	Egbert Stolk and Birgit Hausleitner
Argumentation of choice of the studio	Due to a new structure of the graduation year, there were no options to choose a studio. After choosing your mentors, you were placed in a studio. In my case, the Urban Fabrics studio
Graduation project	
Title of the graduation project	Improving the legibility of the city center of Rotterdam
Goal	
Location:	Inner city of Rotterdam, connection between the Meent – Aert van Nes. In a broader framework, the connection between Central Station and Station Blaak.
The posed problem,	The connection between the Meent and Aert van Nes is a missing link. The connection between East and West. The coolsingel acts as a huge barrier. Since the legibility of the city center needs to be improved, the notion of legibility is used to relink this connection and make it part of a closed walking circuit in which the different shopping environments are better connected with each other.
research questions and	Main research question: What kind of small-scale interventions within the urban fabric can help to improve the legibility of Dutch inner cities, and how can we facilitate them? Subquestions: -What are theories of urban legibility? -What are problems resulting from lack of

	<p>legibility?</p> <ul style="list-style-type: none"> -How does the municipality of Rotterdam see the problem of urban legibility? -What are lessons that can be learnt from other Dutch cases? -What are examples of interventions that have improved urban legibility? -How can small-scales interventions be facilitated? -Which actors are involved in the specific small-scale interventions? -How do visitors experience the problem of legibility?
design assignment in which these result.	the final proposal will improve the legibility of the city center, restore visual and physical connections between the Eastern and Western part of the city and will revitalize parts of the city center which have been disconnected from the main shopping route until now.
<p>This should be formulated in such a way that the graduation project can answer these questions. The definition of the problem has to be significant to a clearly defined area of research and design.</p>	

Process
Method description
<p>Literature Review</p> <p>In the theoretical framework, the method of literature review will be used. The literature review is used to understand different topics, using existing theories. Knowledge about legibility, human behavior and cognitive maps is gained from different literature and research, compared with each other to understand the relations between the notions. With this literature review a broad and academic basis is made which contains the necessary information to understand the main topic and form a position, from where more detailed research can be done to provide a first answer to the sub research questions.</p> <p>Literature Study</p> <p>The literature study is used to gain knowledge and learn from experiences when investigation the situation and location for this graduation project. Documents from municipalities about future directions / goals compared with knowledge from the literature review, described above, provide insight in the location specific approach. This will form a theoretical basis as a start for the analysis which is the next step.</p> <p>Socio-spatial analysis</p> <p>This method is important when investigating the project location. The aspects and problems of the connection will be analyzed, in general and theoretical specific analysis, to be able to</p>

make a design for this specific location.

Reference analysis

This method is used to gain inspiration, knowledge from other experiences that are in a way comparable to this project. In the cities of Utrecht and Haarlem the topic of legibility is an important notion as well. The information gained from these analysis will be compared with the information which is gained from the other, above, described methods.

Interviews

Last but not least the method of interviews. In this case it is a notion which incorporates both questionnaires and mental maps. These methods will be used to retrieve information from people who are related or play an important role in the functioning of the connection between East and West. In the end the end-users are the visitors and inhabitants of the city of Rotterdam. So it is only natural to incorporate the knowledge these people have in the design.

Literature and general practical preference

Appleyard, D. (1969). Why Buildings Are Known: A Predictive Tool for Architects and Planners. Environment and Behavior, 1(2), 131-156.

Appleyard, D. (1970). Styles and Methods of Structuring a City. Environment and Behavior, 2(1), 100-117.

Arthur, P., & Passini, R. (2002). Wayfinding: People, Signs, and Architecture: Focus Strategic Communications.

Golledge, R. G. (1990). The conceptual and empirical basis of a general theory of spatial knowledge Wayfinding Behavior (pp. 15-16).

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Golledge, R. G., & Spector, A. N. (1978). Comprehending the Urban Environment: Theory and Practice. Geographical Analysis, 10(4), 403-426.

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Kaplan, S. (1973). Cognitive Maps, Human Needs and the Designed Environment. Environmental Design Research: Selected papers, 1, 275-283.

Kaplan, S., Kaplan, R., & Ryan, R. (1998). With People in Mind: Design And Management Of Everyday Nature. Washington: Island Press.

Lynch, K. (1960). The Image of the City: MIT Press.

Portugali, J. (2011). Complexity, Cognition and the City: Springer.

Tolman, E. C. (1948). *Cognitive Maps in Rats and Men*. *Psychological Review*(55), 189-208.

Sources

Gehl, J. (2007) *Public Spaces, Public Life*. Rotterdam Analyse

Gemeente Rotterdam. (2008) *Binnenstadsplan 2008 -2020*. Rotterdam: dS+V

Gemeente Rotterdam. (2010) *Collegewerkprogramma 2010 – 2014*. Rotterdam

Gemeente Rotterdam. (2011) *Plintenstrategie*. Rotterdam: dS+V

Gemeente Rotterdam. (2013) *De City Lounge*. Rotterdam: dS+V

Gemeente Rotterdam. (2013) *Binnenstadsmonitor*. Rotterdam: dS+V

Gemeente Rotterdam. (2014) *City Lounge 2014 – 2018*. Rotterdam: dS+V

Reflection

Relevance

Societal Relevance:

the problem of legibility in the city center is being addressed in multiple municipality documents, the latest being the vision for the inner city for 2014 – 2018. The abundance of the notion legibility shows that the problem is relevant for the municipality to tackle. Since the observation, in the evaluation monitor of 2013, not much has changed in the structure of the city or the public space. This is why the topic is still mentioned under the section 'urgent' in the new vision for 2014 – 2018. Multiple landmarks have been added to the selection of icons of the city of Rotterdam, but nothing to strengthen the legibility c.q. solving missing links, in particular the missing link Meent – Aert van Nes.

Besides the wish of the municipality to improving the legibility and reconnect the missing link, already efforts are made from other parties to make the missing link more lively and enjoyable to walk through. However these are just individual developments, which can benefit from an overall strategy in which these developments play a key role.

Academic Relevance:

As mentioned earlier in this thesis plan, huge steps in developing the city center into a quality spot have been made. Focus is now shifting to the part of leisure and stay. The visitor is becoming more and more important. The municipality wants to offer the visitors of their city the best experience they can get. This is being done because in this way, people are more at ease, enjoy more and stay longer. And especially the latter is important. With every hour people stay longer, they spend €40 - €50 more. It goes without saying, that this can have a positive effect for the city of Rotterdam.

However, to stay longer and thus spend more, people have to feel at ease and are able to find their way through the city center. To facilitate this in the most optimal way it is important to know how the legibility of the city works. Theories on this topic are, however, from decades ago. Kevin Lynch was the first one to come up with the notion of legibility in his book 'The Image of the City' in 1960, and until 15 years ago his theory was the prevailing one, despite the fact the Lynch, in the 1980's, critically reviewed his own conclusions. In my opinion the theory of Lynch, and other theories from the 1970's and 1980's are outdated. They are in need of refreshing. How are the theories of Lynch, Appleyard, Golledge, Kaplan and Portugali applicable in contemporary design for legibility and what possible additions can be made?

Time planning

See the project planning below. The image could not be placed in this text box.

