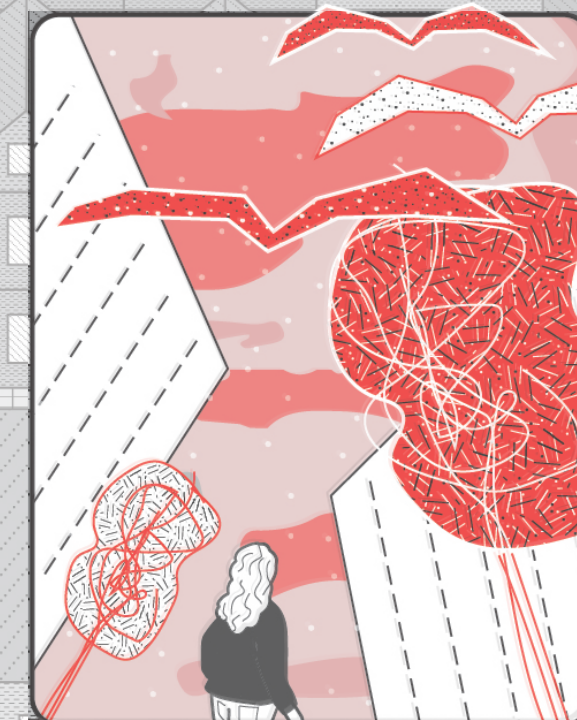
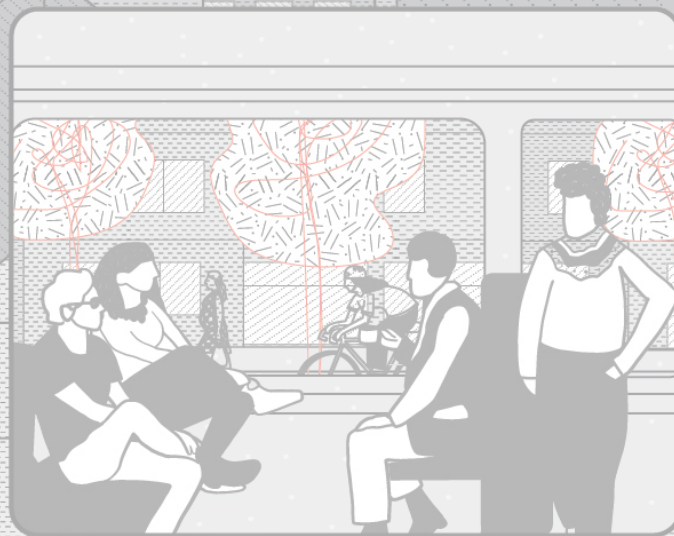


# ***Steps towards Slowness***

Spatial strategies to promote walking for wellbeing  
in a post-growth future in the Netherlands

by Arjanne van der Padt | 17/06/2025

P5 Thesis Urbanism



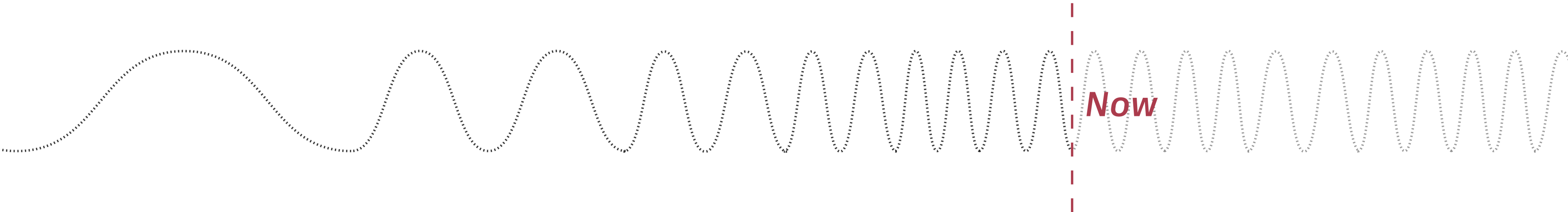




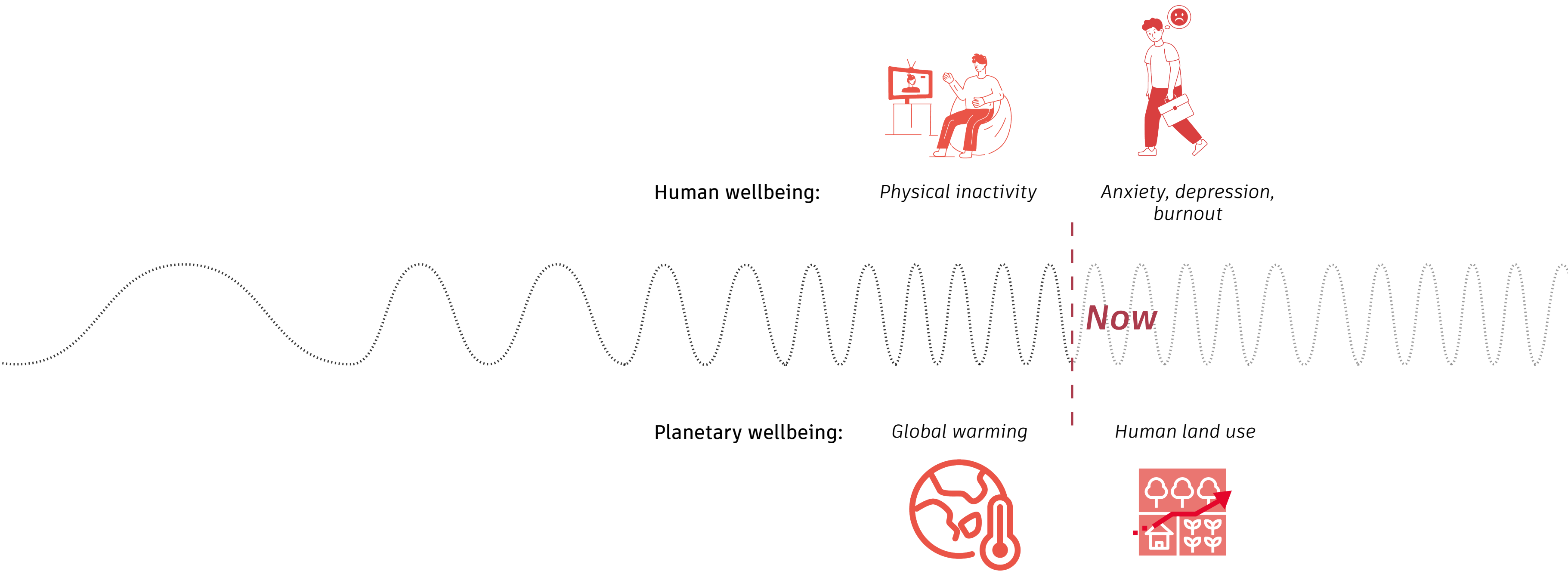
WHY?



# Faster & faster









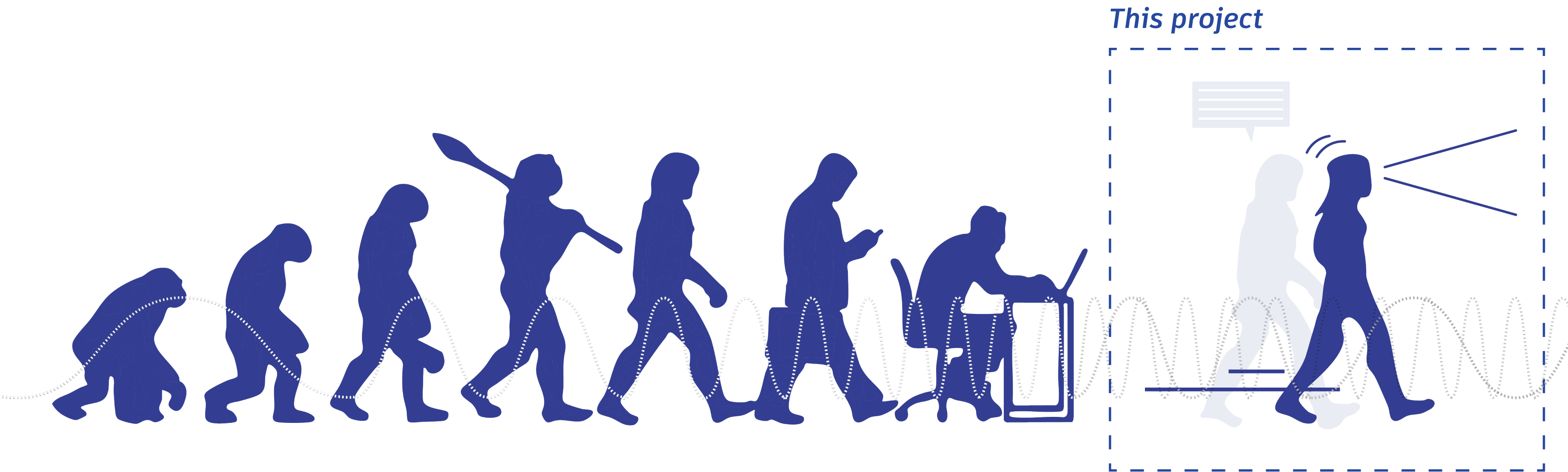


**BEHAVIOURS // SPACES // VALUES**

\* By Author (based on: Garhammer, 2002; Gleick, 1999; Knox, 2005; Levine & Norenzayan, 1999; Mayer & Knox, 2009; Rosa, 2003, 2013; Sullivan & Gershuny, 2017)

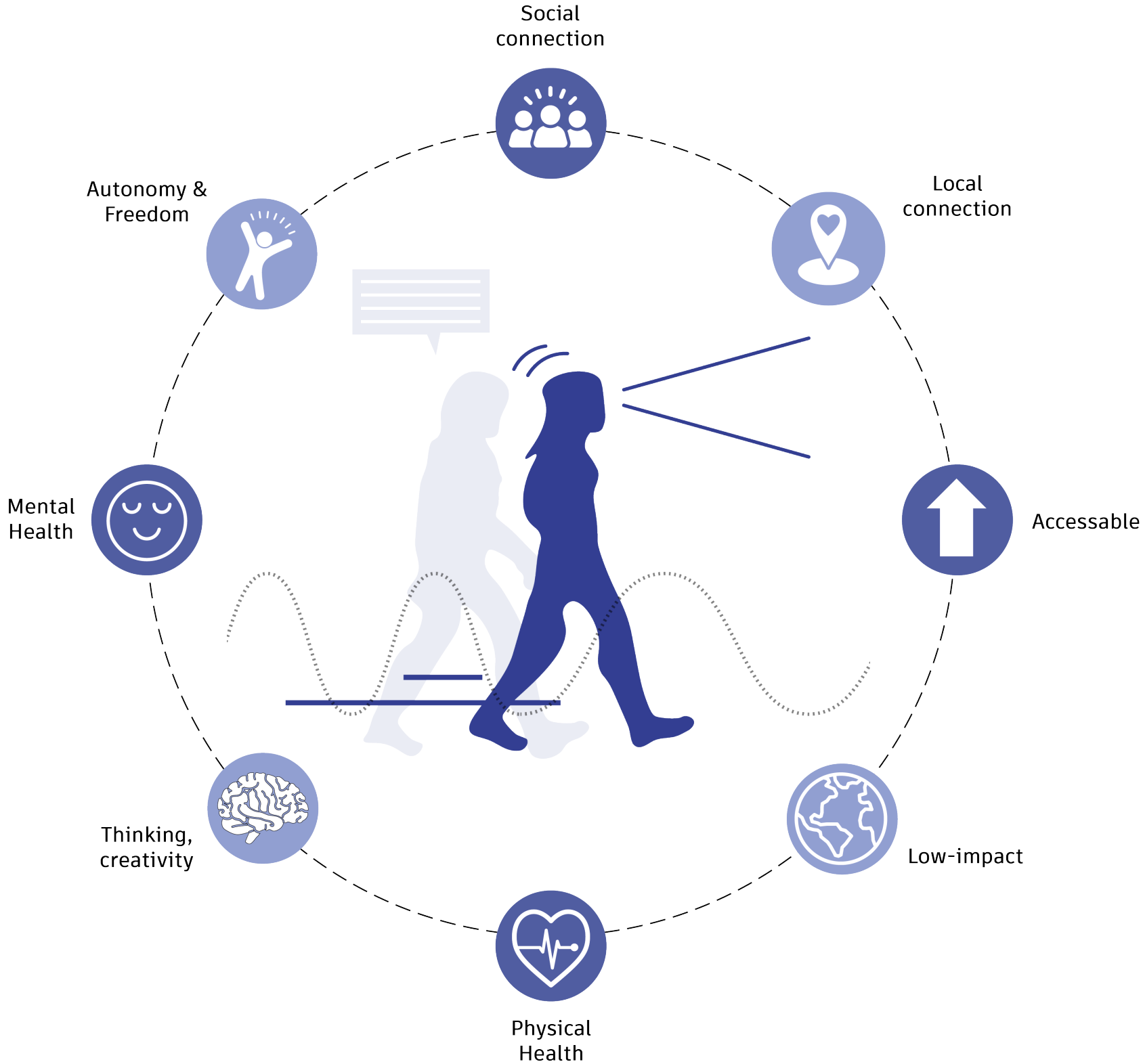


# Proposal: a slower alternative



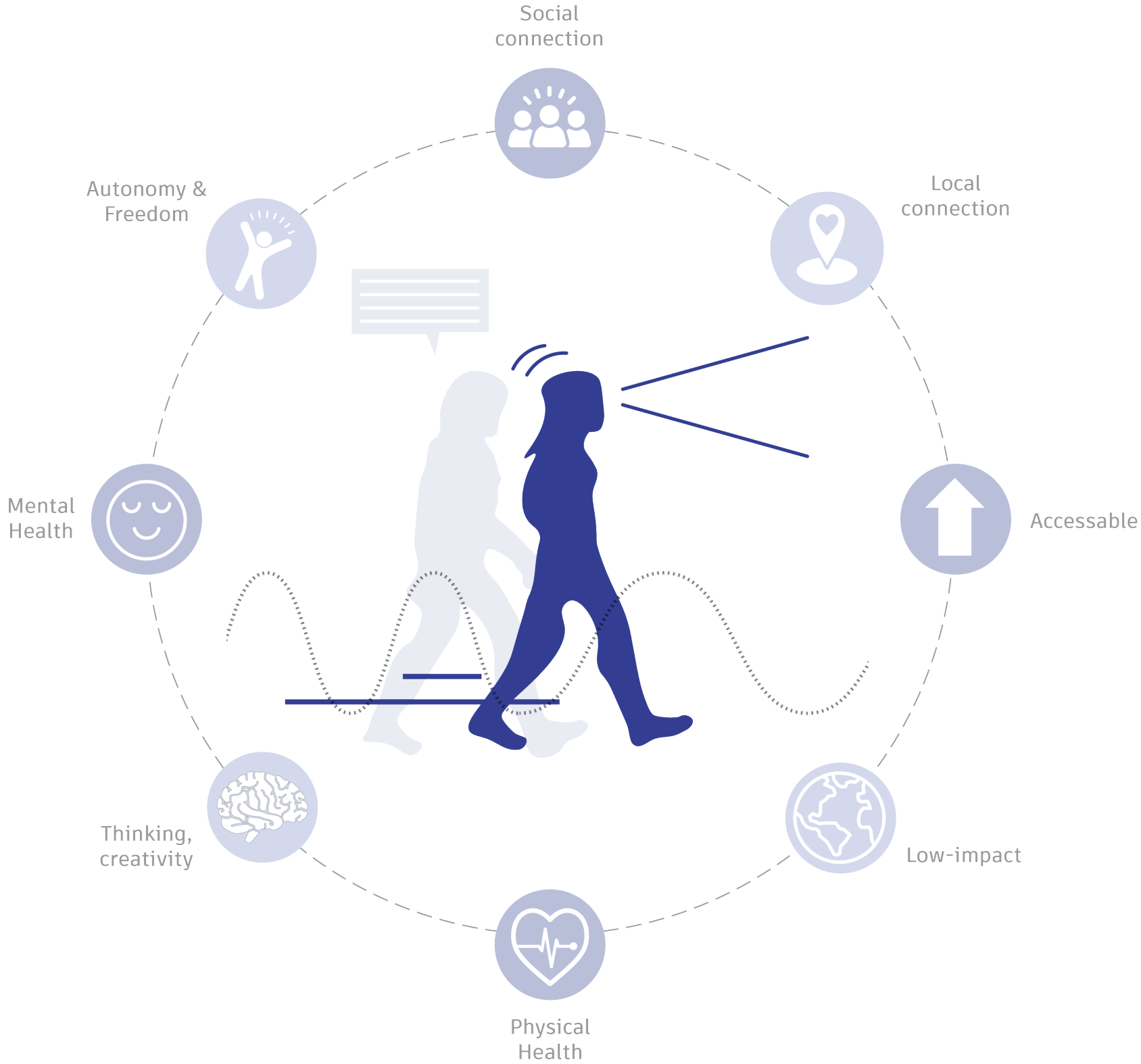


# Wellbeing and slowness: walking





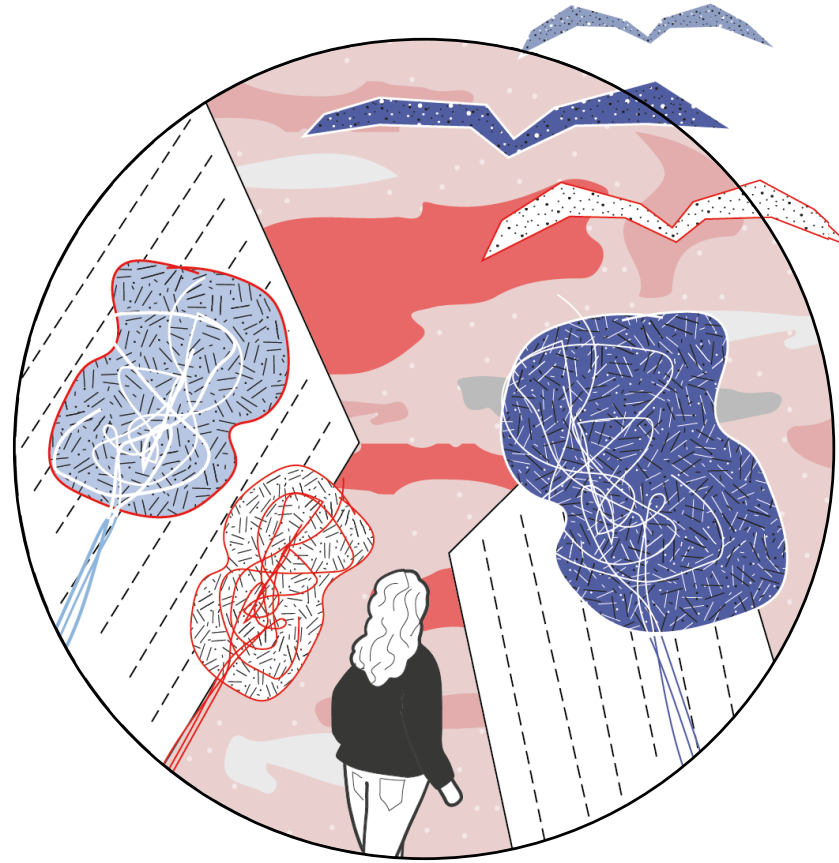
# Wellbeing and slowness: walking



*“the joy of going slow”*

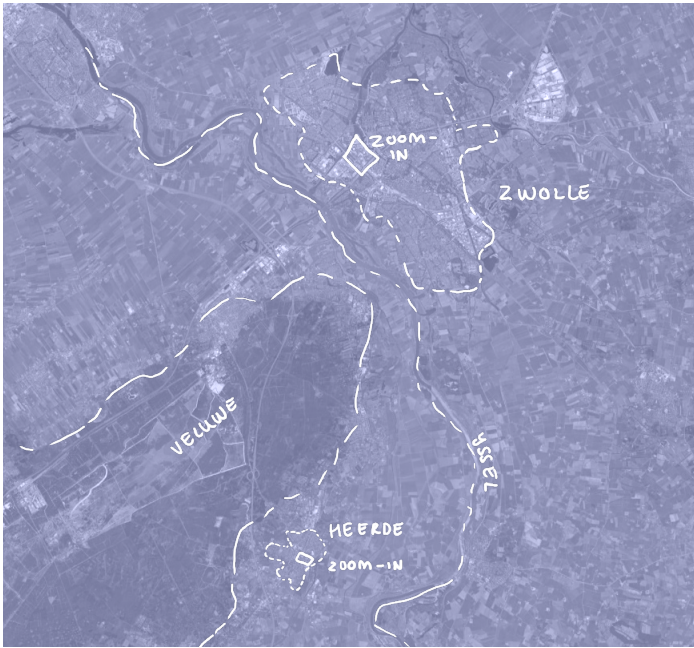
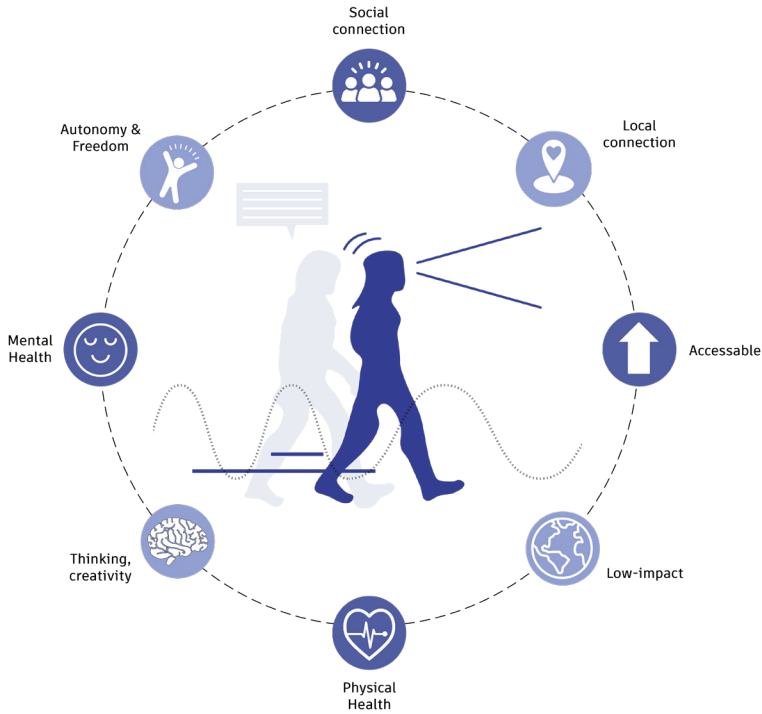
^ Trends of global warming and human activities (IPCC (2021), retrieved from: <https://www.ipcc.ch/report/ar6/wg1/figures/chapter-3/faq-3-1-figure-1>)





*“How can planning and design enhance both the quality and quantity of walking in the Netherlands, to promote slowness, improve wellbeing, and support a transition to a post-growth society?”*





**WHY....**

**1. Problematization**

**HOW.....**

**2. Theory and Analysis**

**3. Approach**  
**actions, tools,**  
**methods and aims**

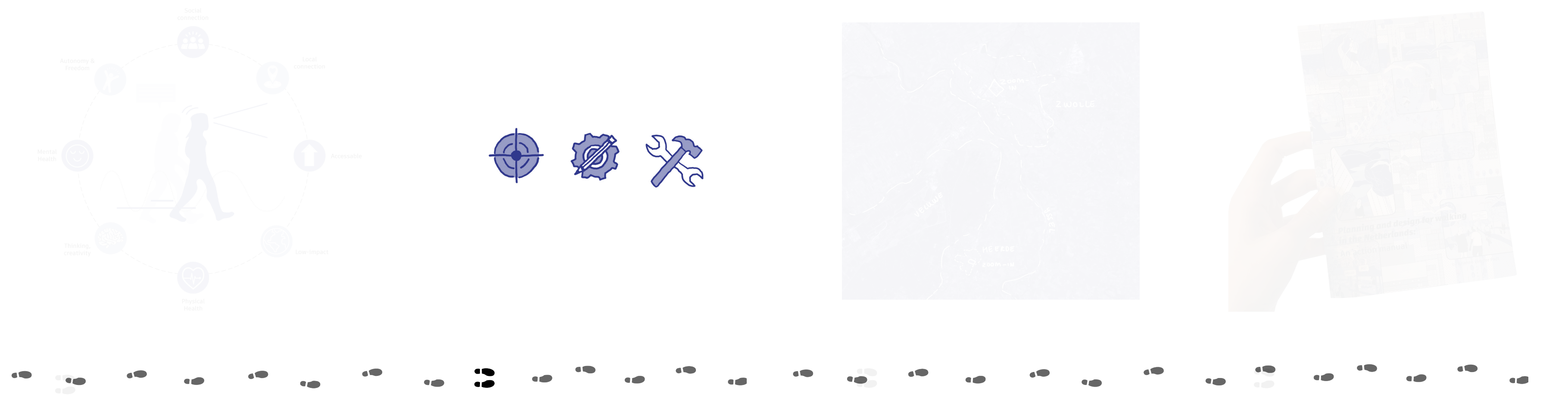
**WHAT.....**

**4. Case studies**

**& WHO....**

**5. Action Manual**





WHY....

HOW.....

WHAT.....

& WHO....

1. Problematization

2. Theory and Analysis

4. Case studies

5. Action Manual

3. Approach  
actions, tools,  
methods and aims

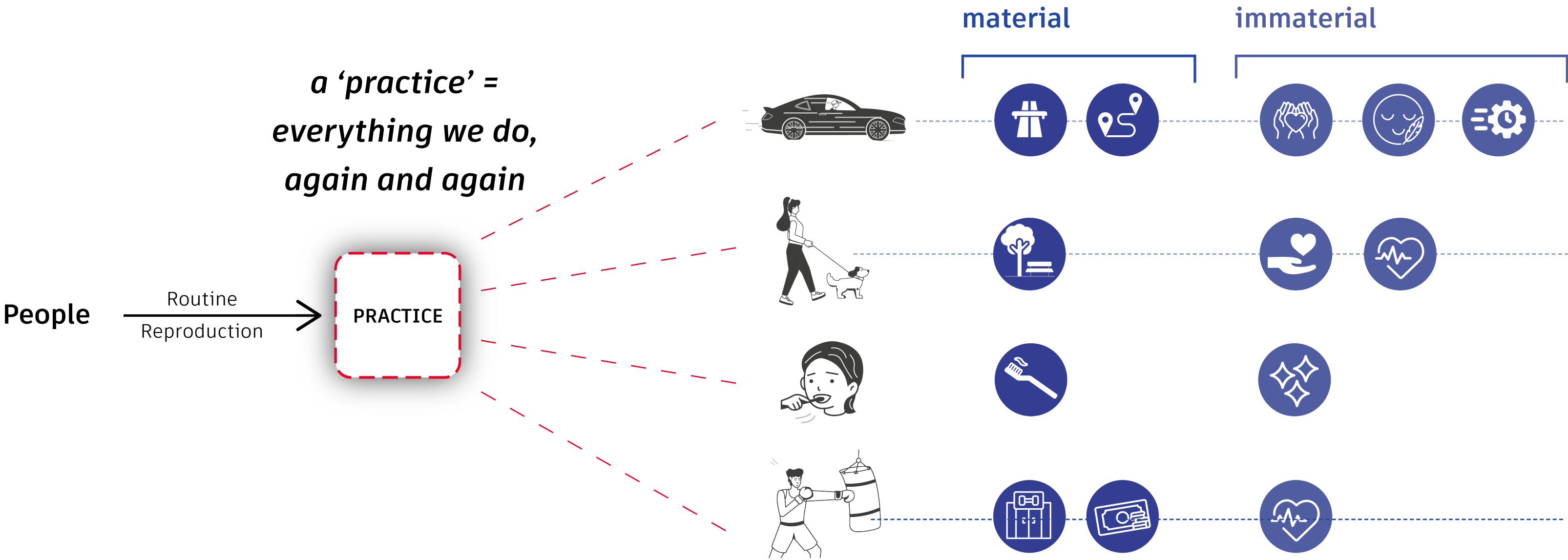
BEHAVIOURS // SPACES // VALUES

WALKING EXPERIENCE



# BEHAVIOURS // SPACES // VALUES

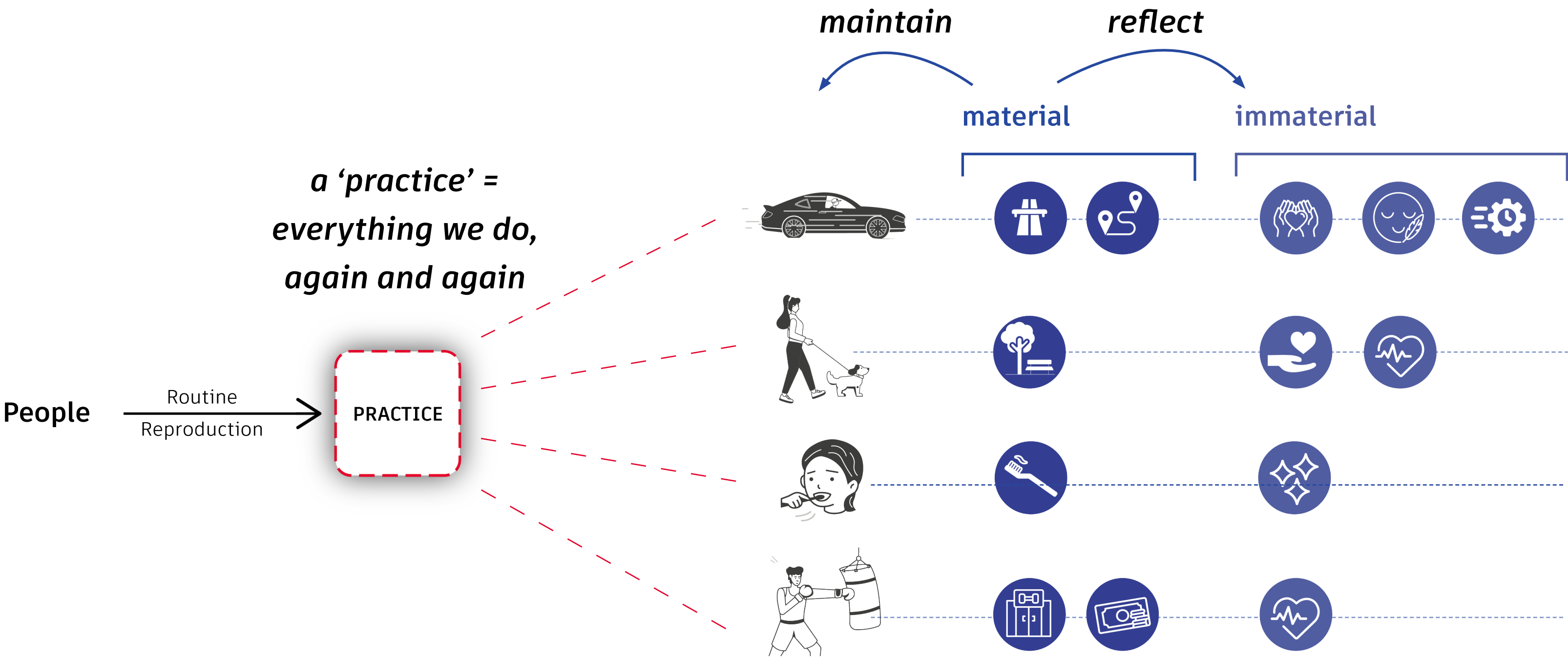
## Practice Theory





# BEHAVIOURS // SPACES // VALUES

## Practice Theory: spaces

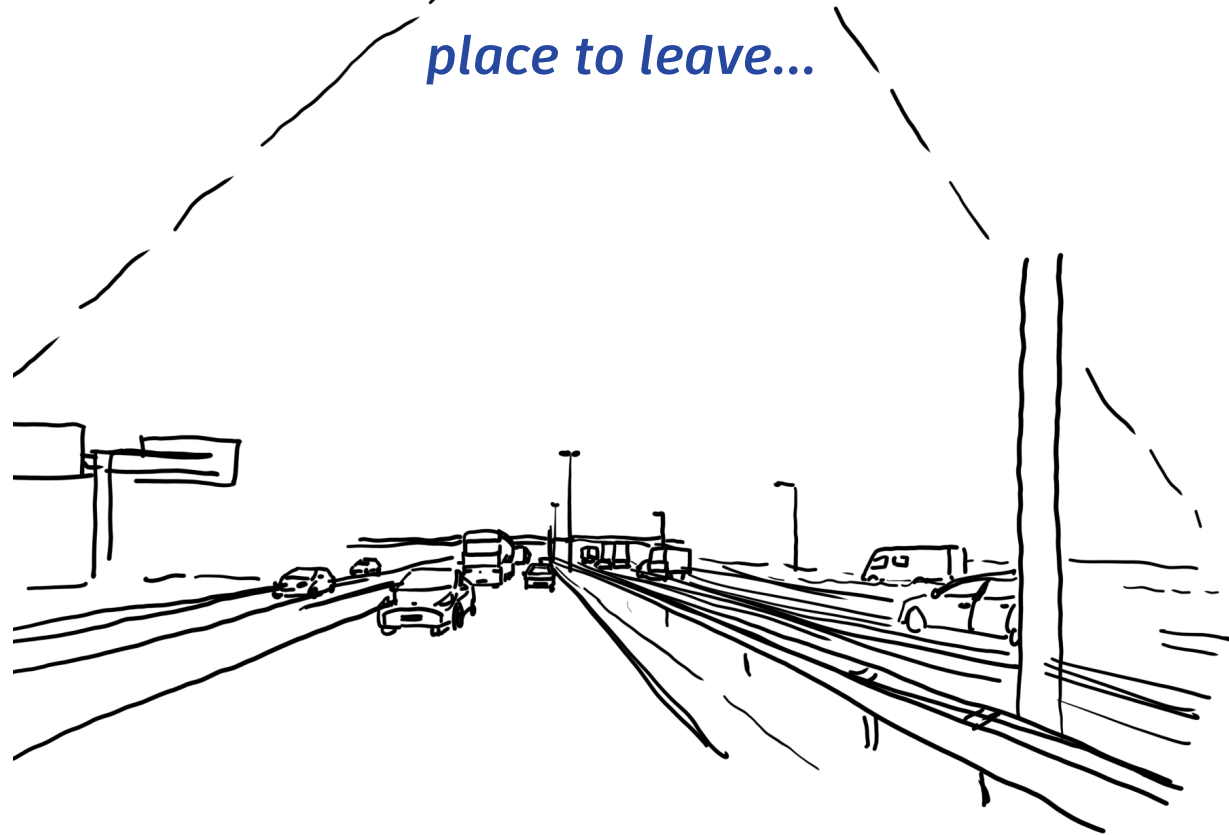


BEHAVIOURS // SPACES // VALUES

Practice Theory: spaces

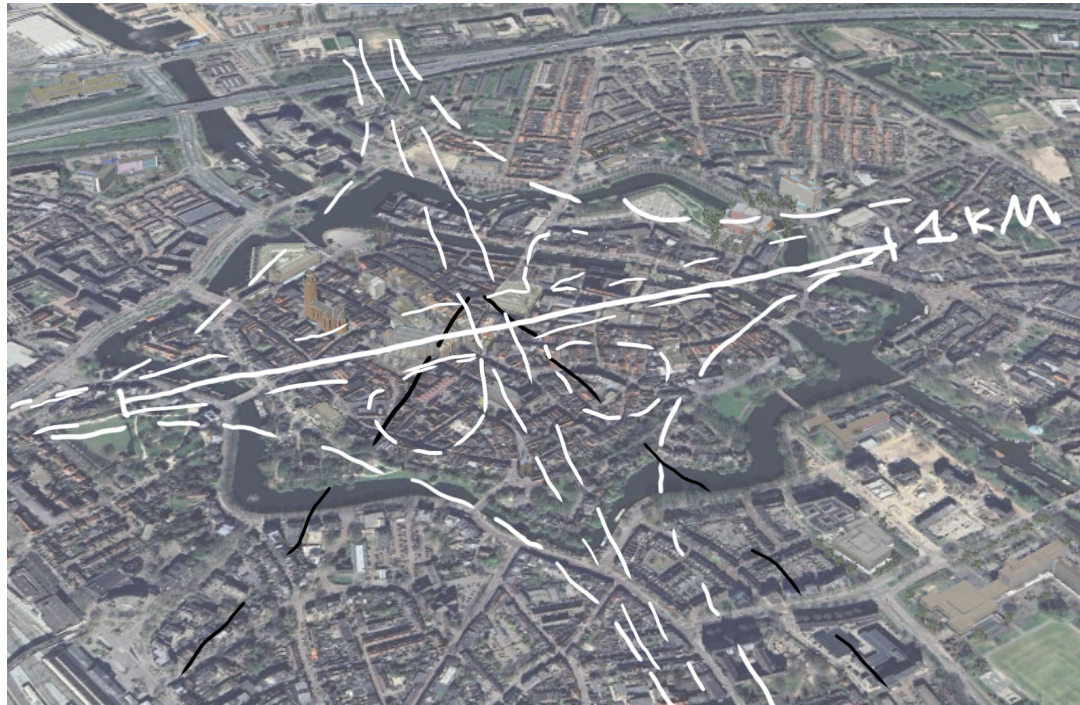


place to leave...



HIGHWAY  
(A28, ZWOLLE)

OR



place to live.

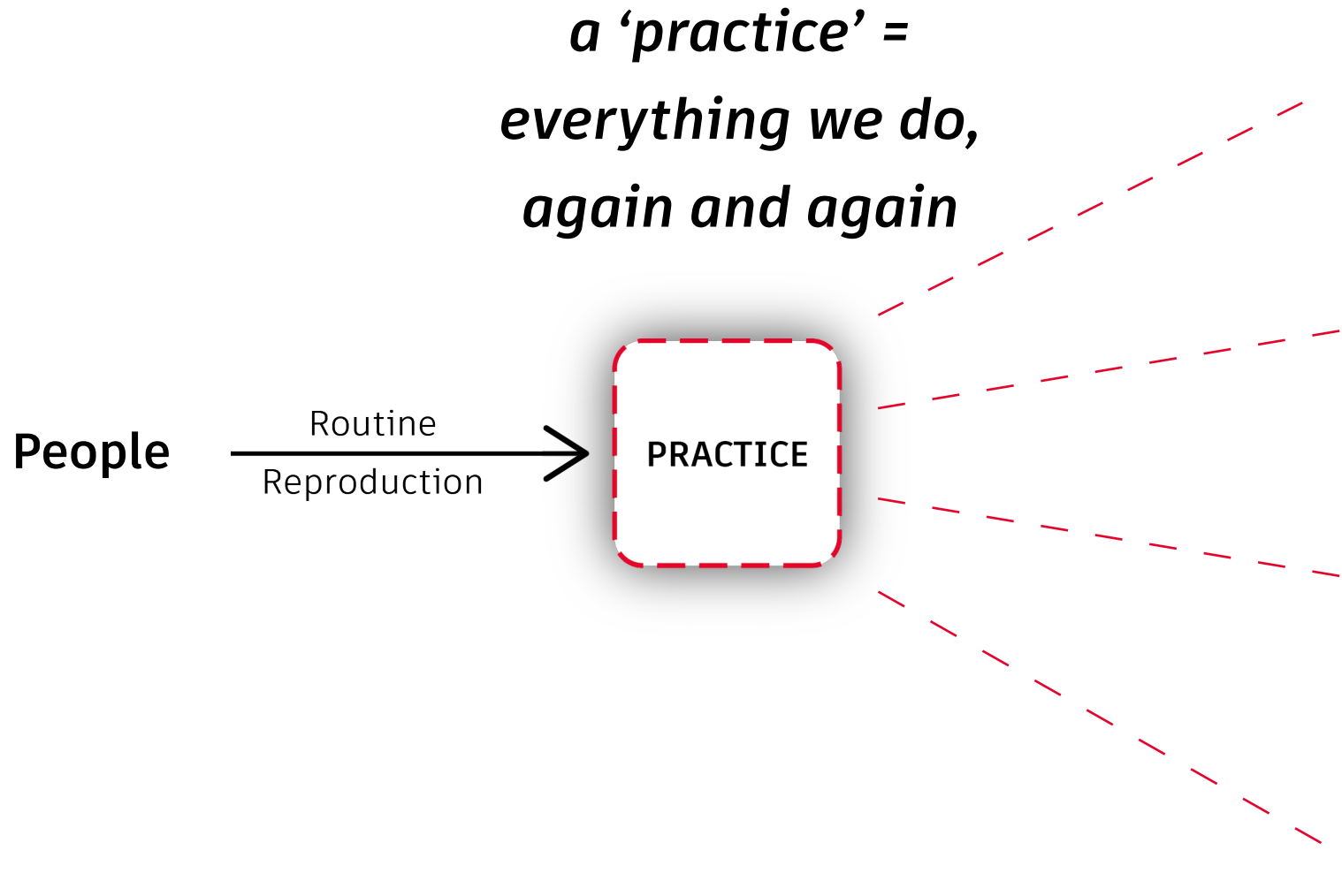


INNER CITY  
(ZWOLLE)

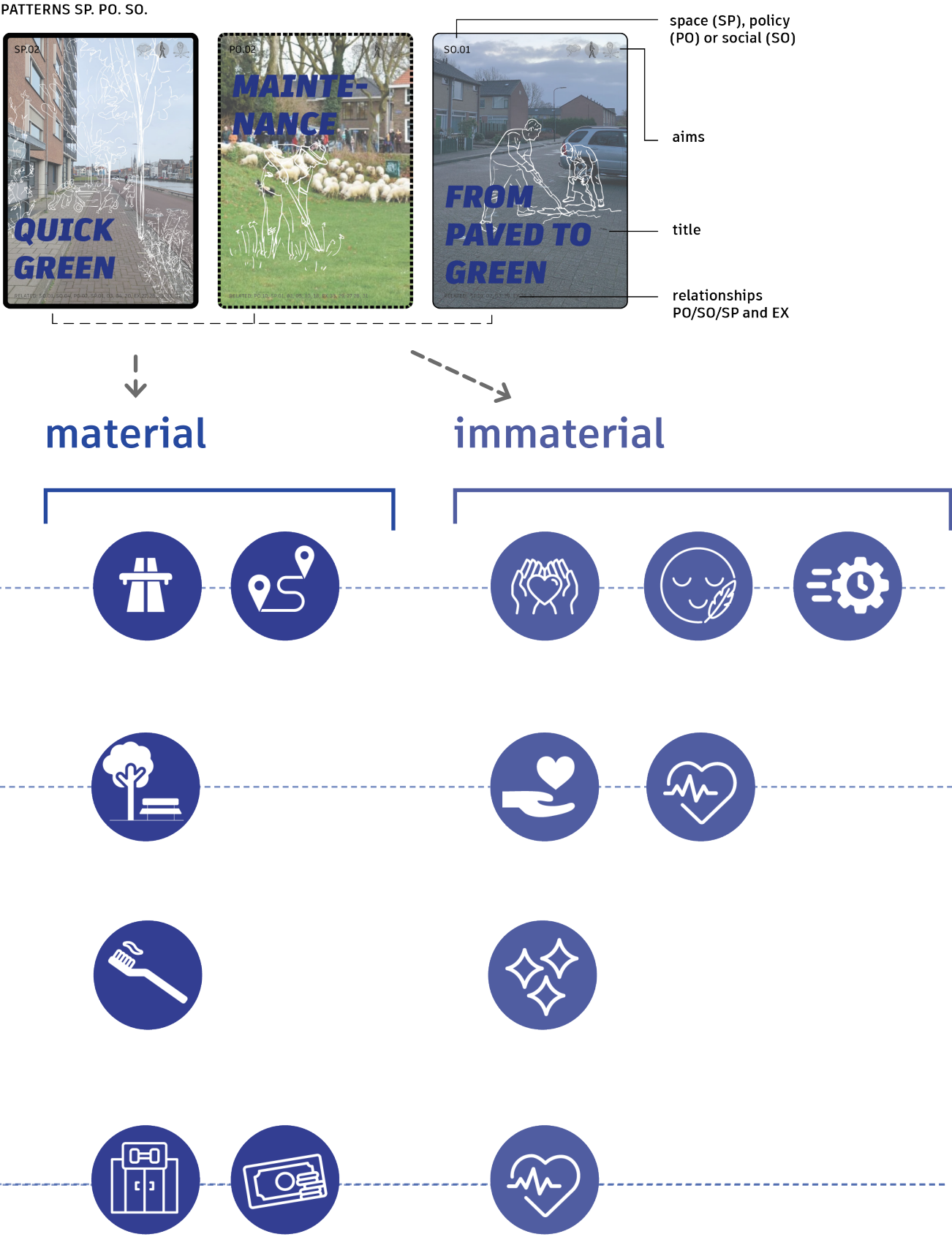


# BEHAVIOURS // SPACES // VALUES

Practice Theory: interventions



Actions



# BEHAVIOURS // SPACES // VALUES

## Practice Theory: interventions

PATTERNS SP. PO. SO.



space (SP), policy (PO) or social (SO)

aims

title

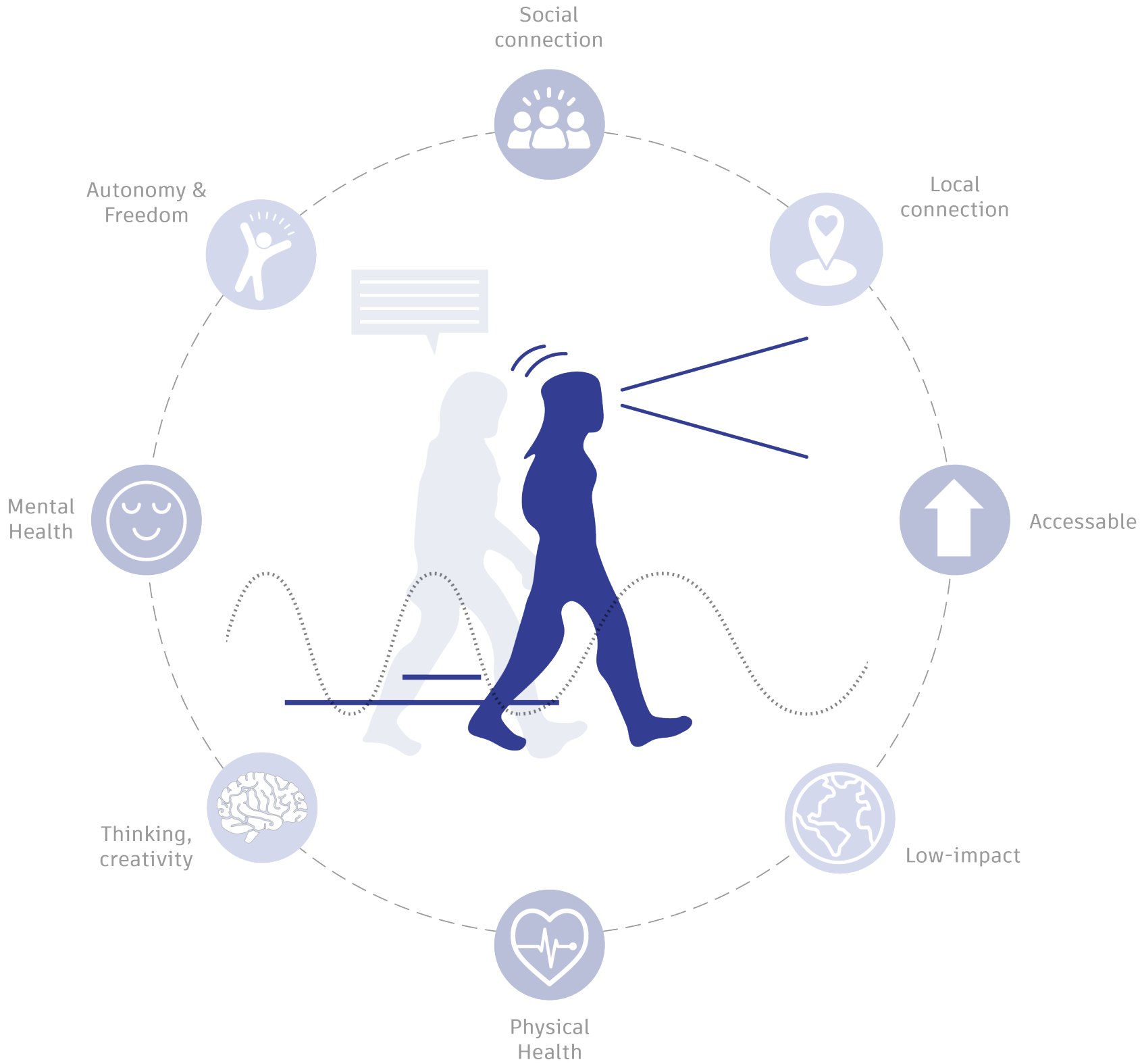
relationships  
PO/SO/SP and EX



*diversity*

*walking as a research  
method*

*keep walking,  
enjoy it*



Material

Space

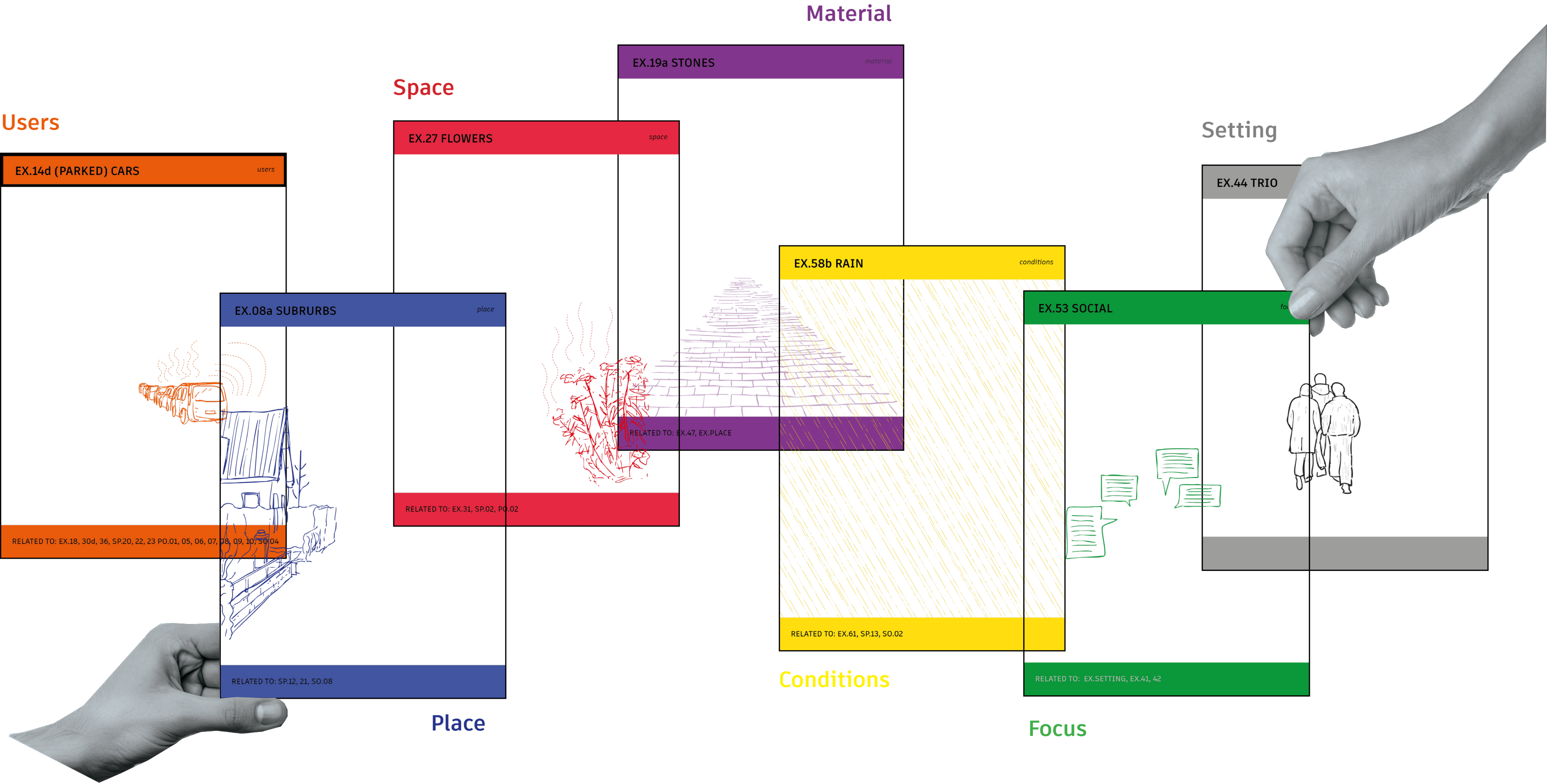
Users

Setting

Conditions

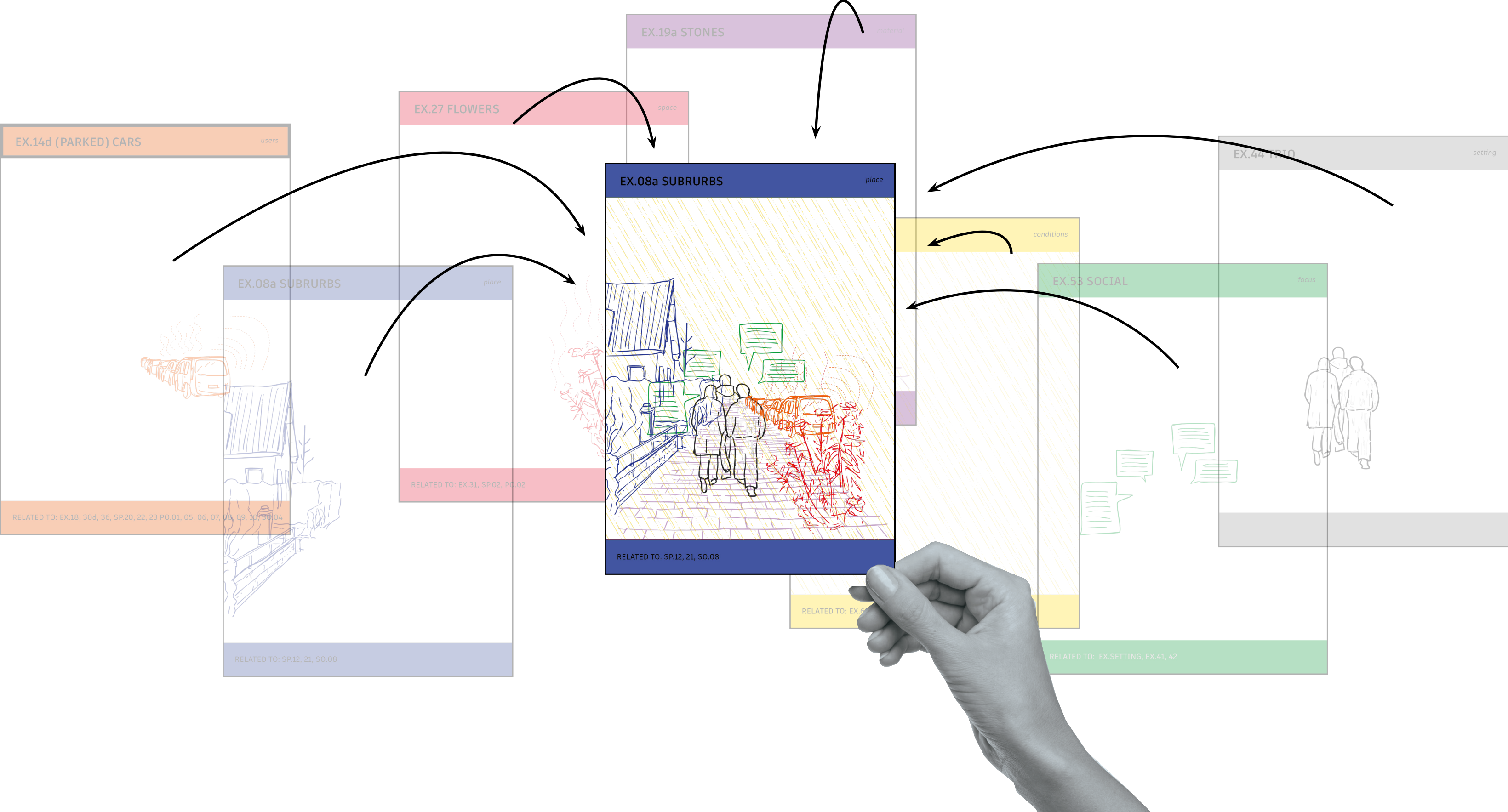
Place

Focus





# WALKING EXPERIENCE





WHY....

HOW.....

WHAT.....

& WHO....

1. Problematization
2. Theory and Analysis
3. Approach  
actions, tools,  
methods and aims
4. Case studies
5. Action Manual



## KICK-OFF

- (Temporary) small initiatives, to rethink how we spend our space and time
- Testing out different ways to walk in space
- Social-political initiatives tailored to personas

## BASIS

- Foundation of slowness: locality and quality
- issues: equitable acces, mix-use (jobs, housing, amenities)



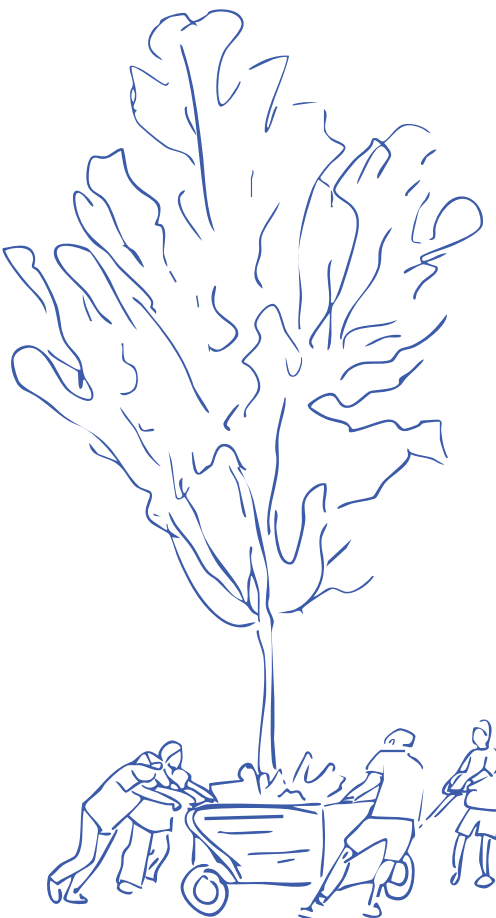
## RESTRICT

- Restrict fast practices, gain space and time
- issues: parking, logistics, (fast) biking in NL

## MAINTAIN

- Adopt the practice, then keep walking
- issues: normalizing, enjoyable, diverse waking

## TOOLS



## AIMS





1. CHOOSE WALKING, *because...*

- A walking has many meanings in daily life
- B walking is normal, self-evident

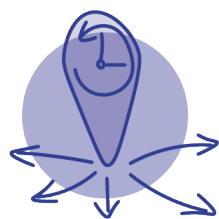
Practice Theory

Shape immaterial + material context



2. KEEP WALKING, *because...*

- A walking has many meanings in daily life
  - B walking is normal, self-evident
  - C the walking experience feels easy
  - D the walking experience feels enjoyable
- long lasting change
- lasting habit



3. FIND TIME AND SPACE TO WALK, *because...*

- A walking has many meanings in daily life
- B walking is normal, self-evident
- C the walking experience feels easy
- D the walking experience feels enjoyable
- E places are designed for living, not leaving

AIMS





# PLANNING APPROACH

## Moments to consider & choose walking

a day.

EDUCATION & WORK

CHORES

CARE

SOCIAL

LEISURE

commute by foot lunch walk weeting daily mile study walks shopping walk for groceries walk and roll hot girl walk walk and play flanerie walking clubs podcast walk pub crawl pokémon go

a year.

AUTUMN

WINTER

SPRING

SUMMER

'uitwaaien' walk & collect leaves sint-maarten christmas lights walk flower walk 'dauwtrappen' trekking 'vierdaagse'

a life.

BABY

CHILD

TEEN

YOUNG ADULT

ADULT

ELDERLY

walk and roll learn to walk new schools move for college new job move get a pet new job buy a car buy a house walk and roll



1. CHOOSE WALKING, because...

A walking has many meanings in daily life  
B walking is normal, self-evident

Practice Theory

Shape immaterial + material context



2. KEEP WALKING, because...

A walking has many meanings in daily life  
B walking is normal, self-evident  
C the walking experience feels easy  
D the walking experience feels enjoyable

long lasting change  
lasting habit

Diverse, enjoyable, easy



3. FIND TIME AND SPACE TO WALK, because...

A walking has many meanings in daily life  
B walking is normal, self-evident  
C the walking experience feels easy  
D the walking experience feels enjoyable  
E places are designed for living, not leaving

Restricting fast practices and spaces

Spaces of Slowness: quality, locality

AIMS





TOOLS & METHODS



KICK-OFF

- (Temporary) small initiatives, to rethink how we spend our space and time
- Testing out different ways to walk in space
- Social-political initiatives tailored to personas

BASIS

- Foundation of slowness: locality and quality
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AIMS



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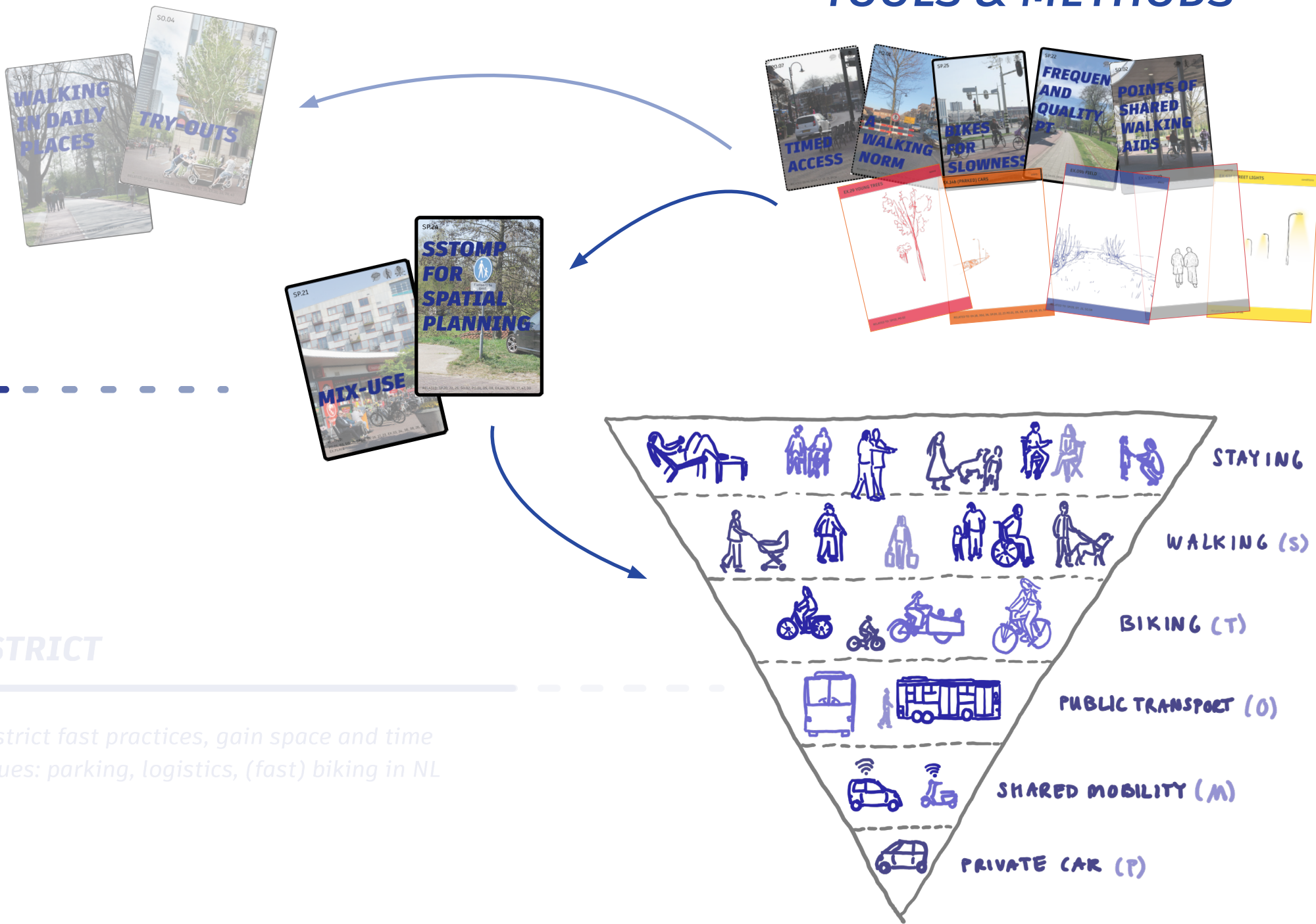
RESTRICT

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TOOLS & METHODS



AIMS





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TOOLS & METHODS

AIMS



DIFFERENT CHOICES ARE MADE....

CLOSER DESTINATIONS

TRIPS ARE AVOIDED

A FEW TRIPS TAKE OTHER ROUTES

DIFFERENT MODES

TOOLS & METHODS

KICK-OFF

- (Temporary) small initiatives, to rethink how we spend our space and time
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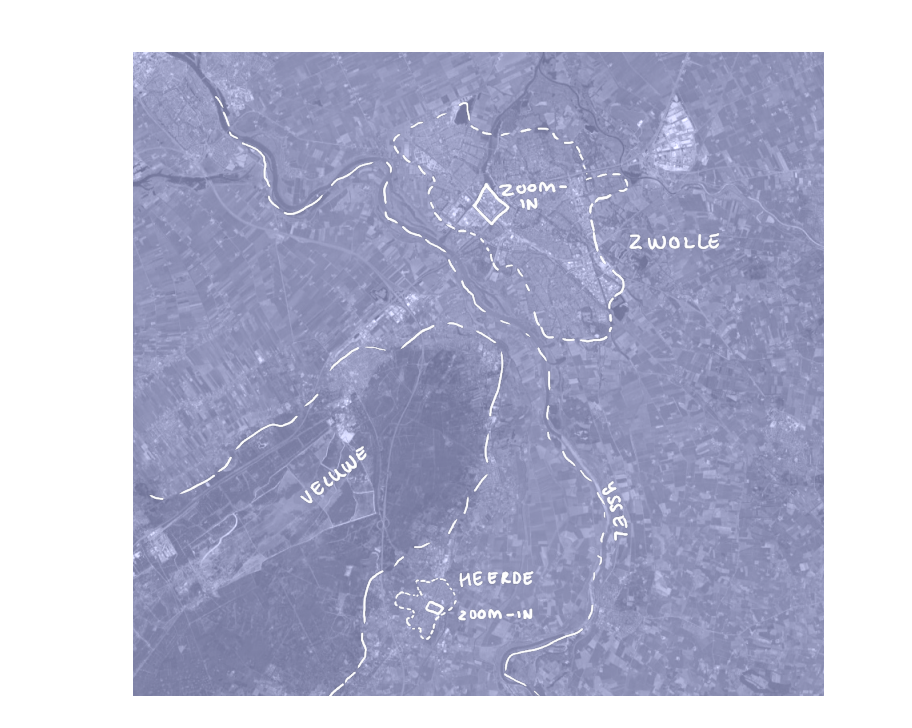
MAINTAIN

- Adopt the practice, then keep walking
- issues: normalizing, enjoyable, diverse waking

AIMS







*WHY....*

*HOW.....*

**WHAT.....**

*& WHO....*

*1. Problematicization*

*2. Theory and Analysis*

**4. Case studies**

*5. Action Manual*

*3. Approach  
actions, tools,  
methods and aims*



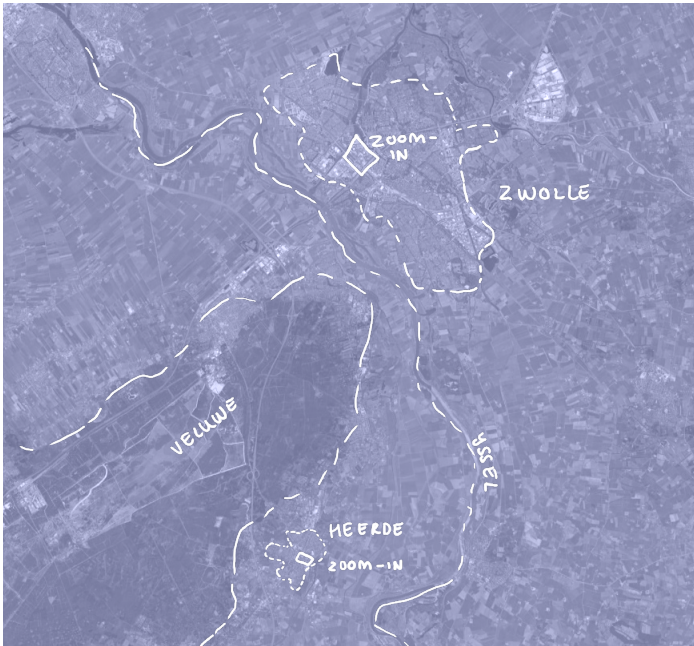
WHY....

1. Problematization

HOW.....

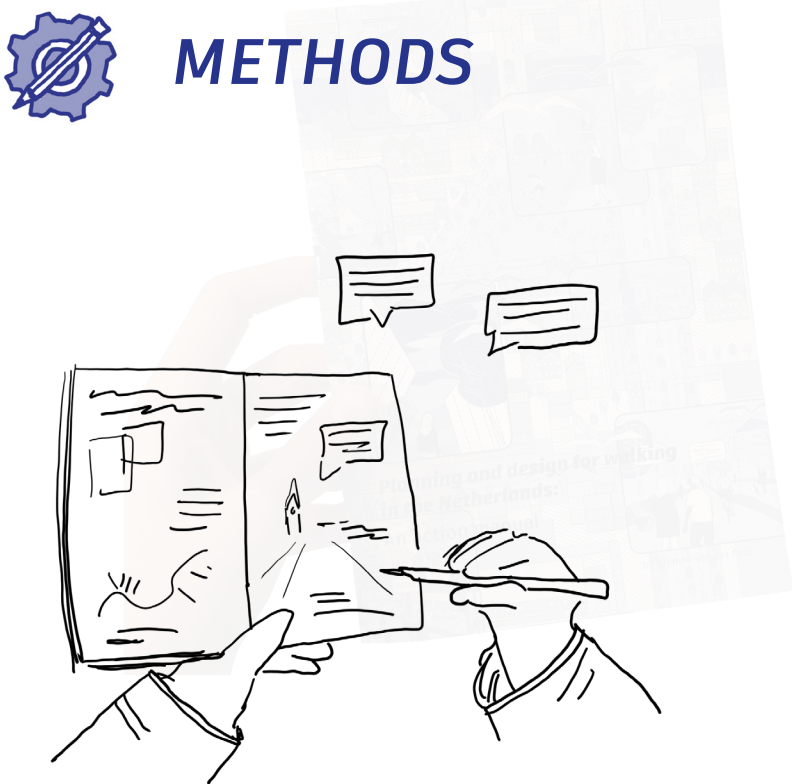
2. Theory and Analysis

3. Approach  
actions, tools,  
methods and aims



WHAT.....

4. Case studies

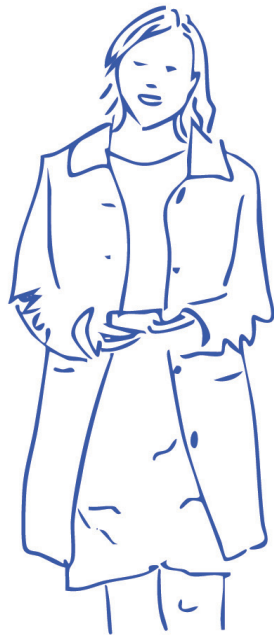


- WALKING AS A RESEARCH METHOD
  - walks with experts and inhabitants
- VISIONING AND BACKCASTING
  - scenarios +1 year, +25 years
- PEOPLE AND PLACES
  - heerde and zwolle
  - 4 personas and their daily routes



# Case studies: personas

Hello,  
I am Blue!



Hi!  
I'm Yellow!



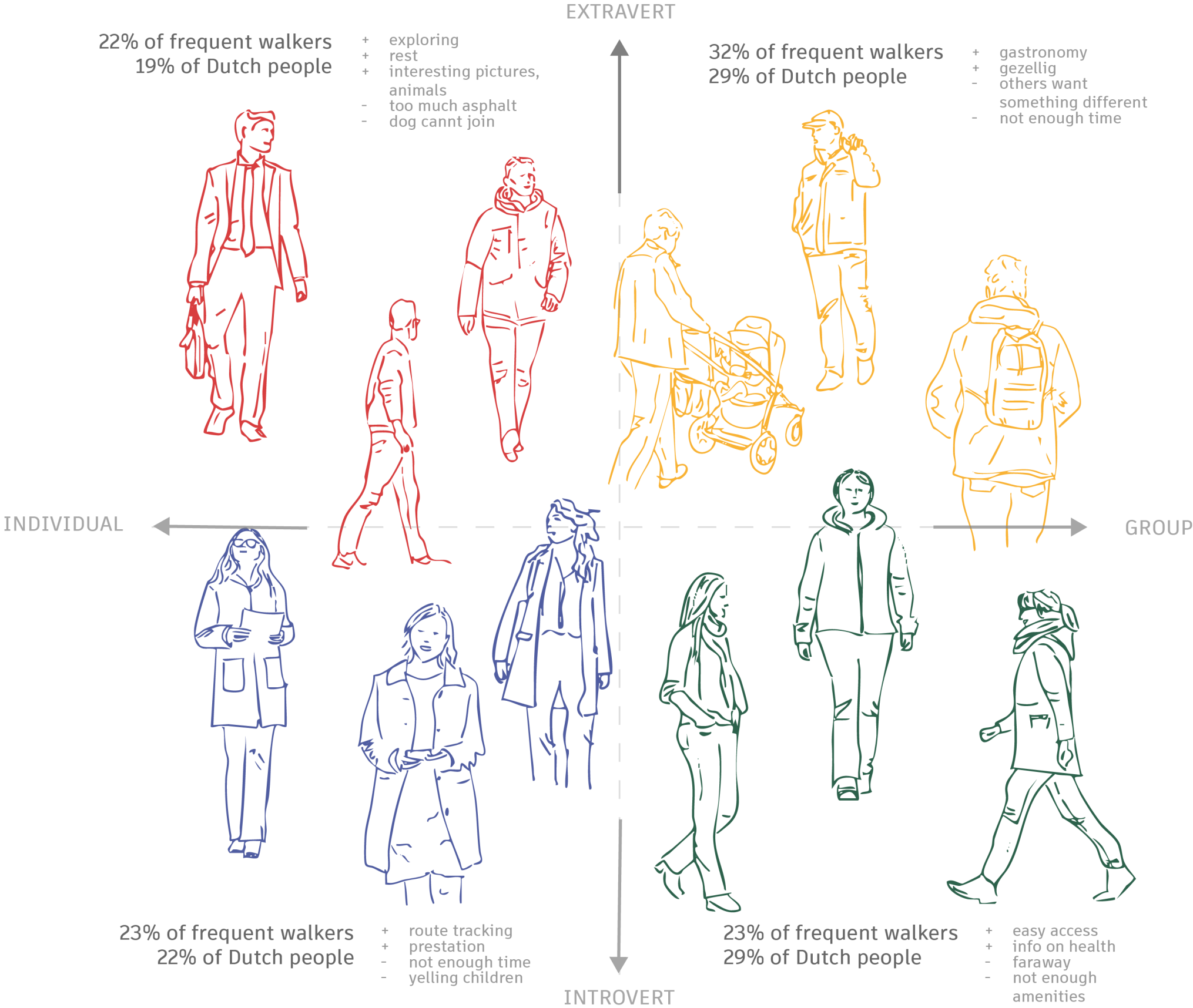
Hello,  
I am Green!



Hi there!  
I'm Red!



# Personas: values and walking





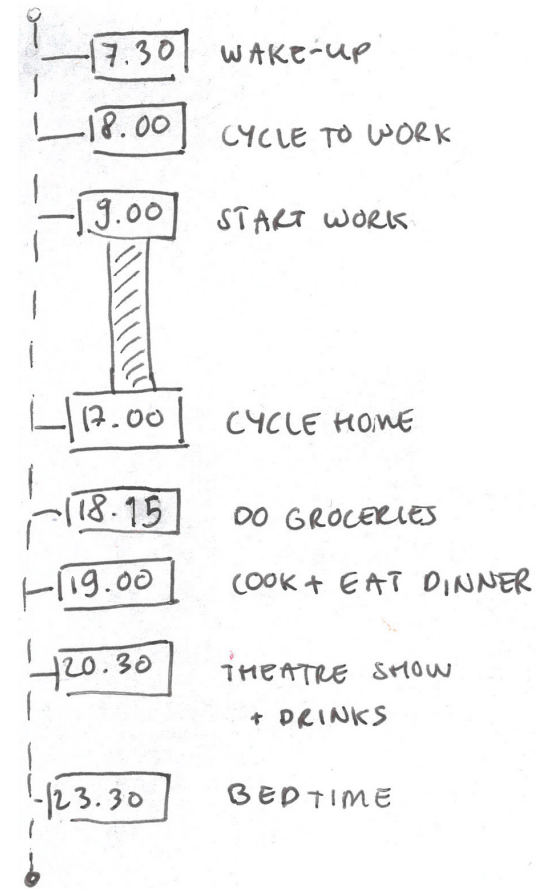
# Personas: 'Red'

*what is important to them?*



I value **freedom, independence, and self-expression**. I'm drawn to **adventure**, the unconventional, and anything that feels like a cultural experience—especially travel. I'll admit, **my preferences change fast**, but that keeps it interesting.

*what does their life look like?*



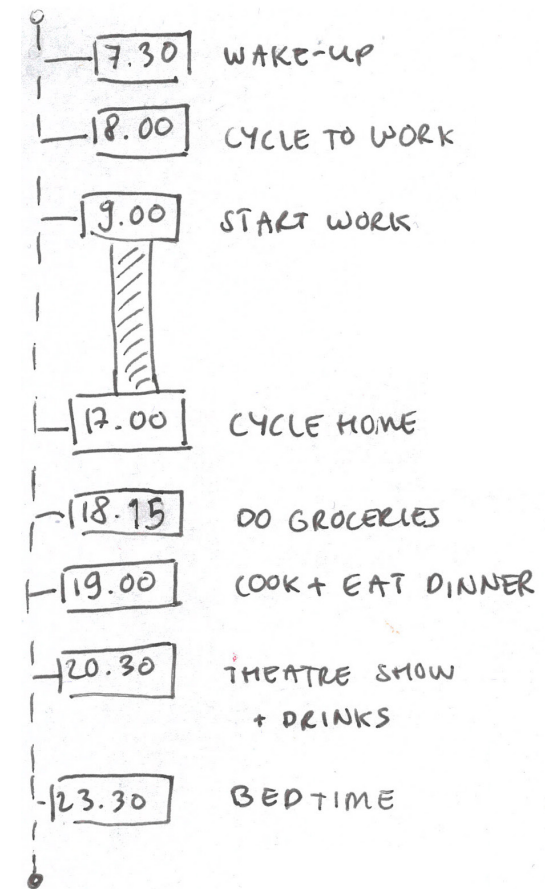
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*what does their life look like?*



*what could their day look like?*

*& what walking experiences would they like?*

*what might convince them to walk?*

# Personas: 'Red'

what is important to them?

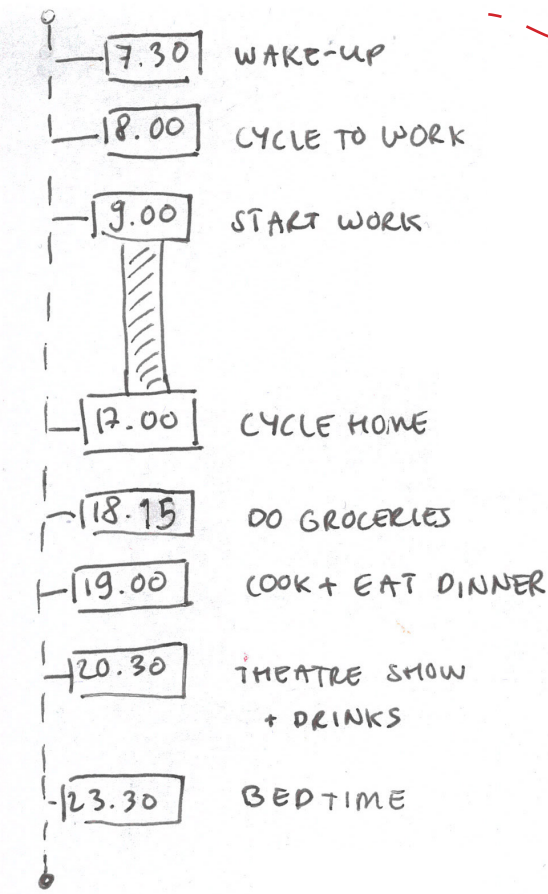
what does their life look like?

what could their day look like?

& what walking experiences would they like?



I value **freedom, independence, and self-expression**. I'm drawn to **adventure**, the unconventional, and anything that feels like a cultural experience—especially travel. I'll admit, **my preferences change fast**, but that keeps it interesting.



wake up

walk to work  
around 8.30

choosing a  
different route

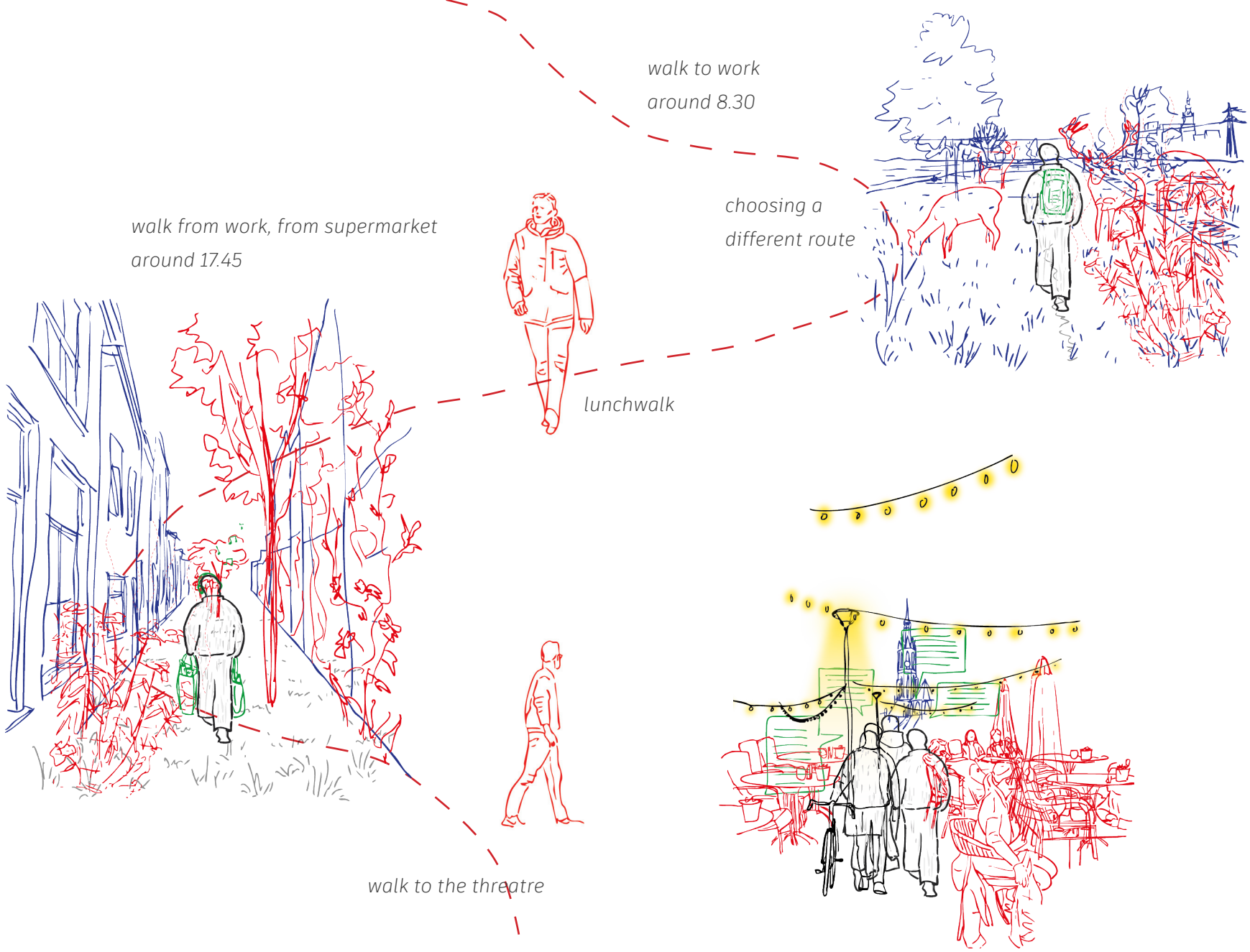
walk from work, from supermarket  
around 17.45

lunchwalk

walk to the theatre

pub crawl  
around 22.00

what might convince them to walk?





# Personas: 'Red'

what is important to them?

what does their life look like?

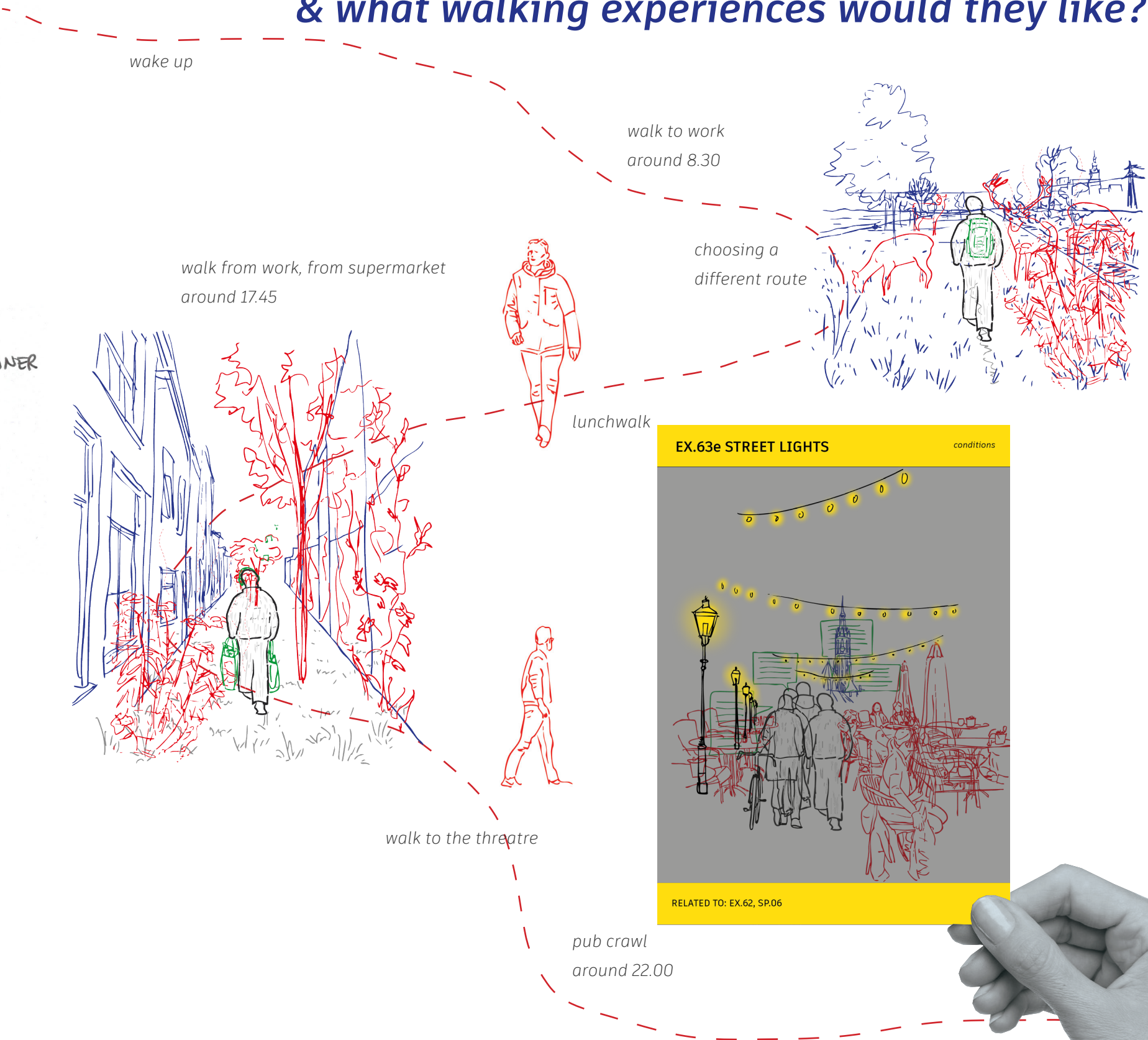
what could their day look like?

& what walking experiences would they like?



I value **freedom, independence, and self-expression**. I'm drawn to **adventure**, the unconventional, and anything that feels like a cultural experience—especially travel. I'll admit, **my preferences change fast**, but that keeps it interesting.

7.30	WAKE-UP
8.00	CYCLE TO WORK
9.00	START WORK
17.00	CYCLE HOME
18.15	DO GROCERIES
19.00	COOK + EAT DINNER
20.30	THEATRE SHOW + DRINKS
23.30	BEDTIME



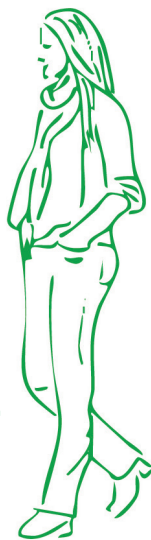
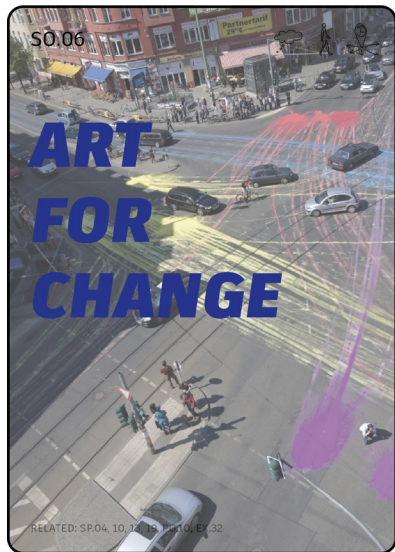
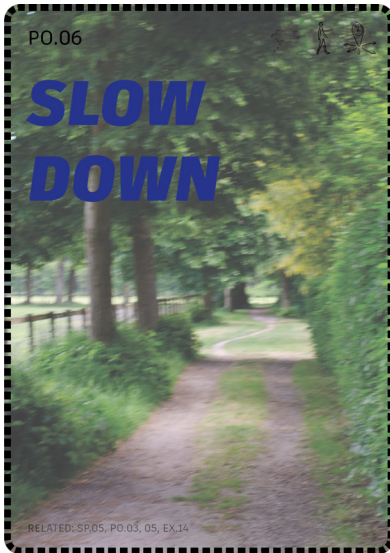
what might convince them to walk?





# Personas

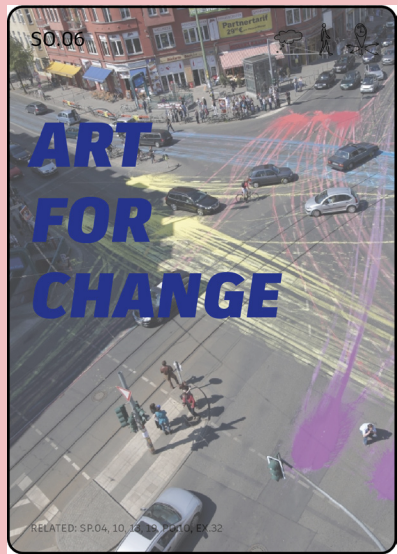
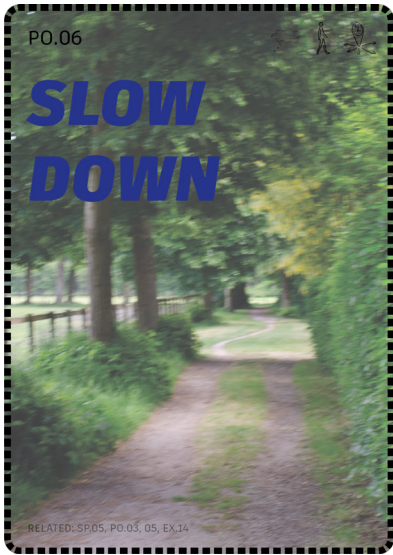
convince them?  
type of walking?





# Personas

convince them?  
type of walking?



cool walking events  
adventure branding  
change point: moving  
welcome walks



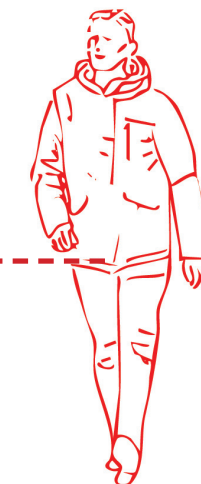
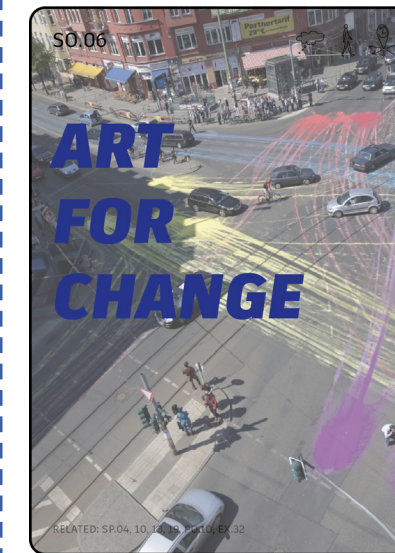
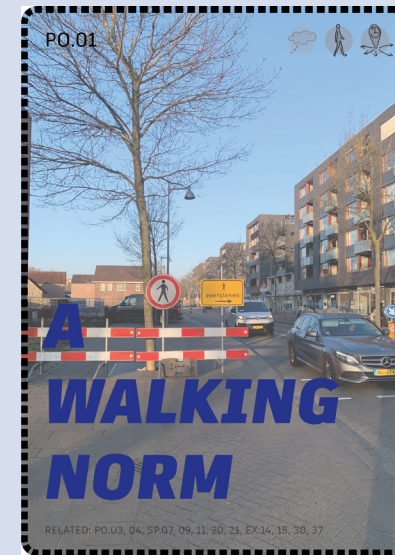
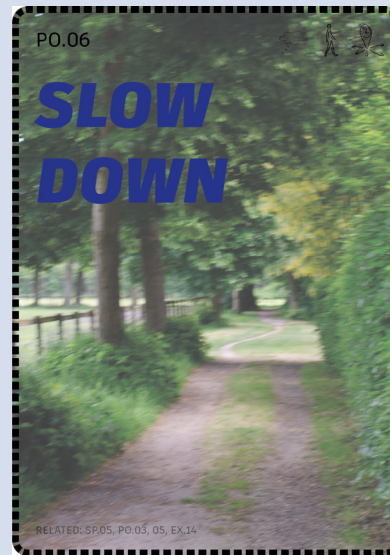


# Personas

convince them?  
type of walking?



change point: other options  
slower, more expensive  
normal at job  
branding: fitness,  
productivity



kick-off...



Case studies: space







# DESIGN PROPOSAL

## heerde



# Heerde



## Heerde 01

when: 3rd of March 2025  
09.00-11.30  
who: with former inhabitant,  
who grew up in Heerde







# Heerde: zoom-in area

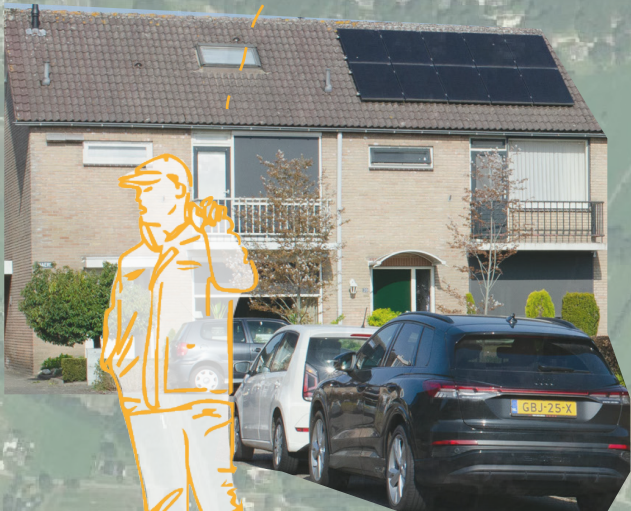
What if... Red, Yellow, Green and Blue lived in Heerde?



green's home



blue's home



yellow's home



red's home



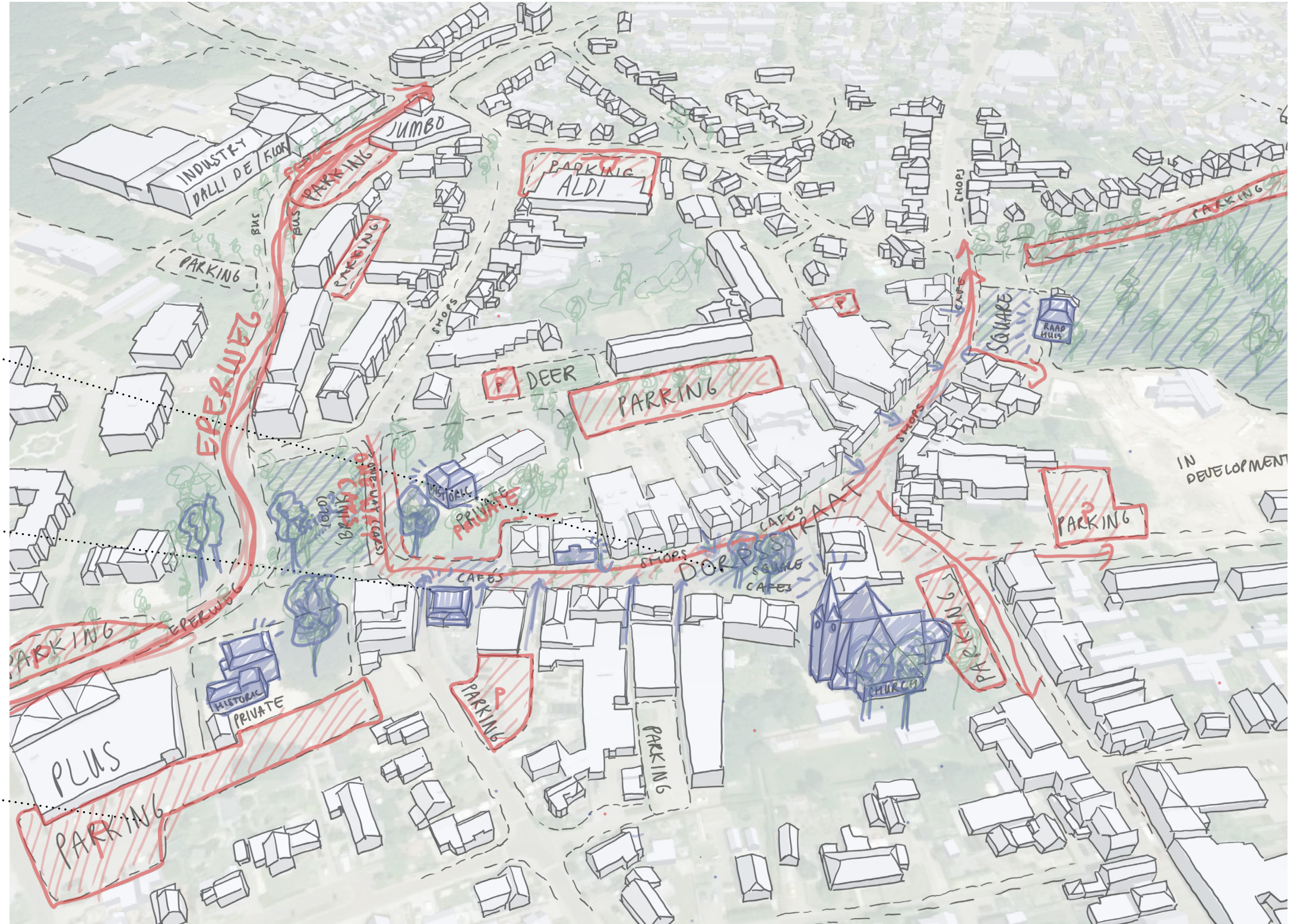
zoom in



# Heerde

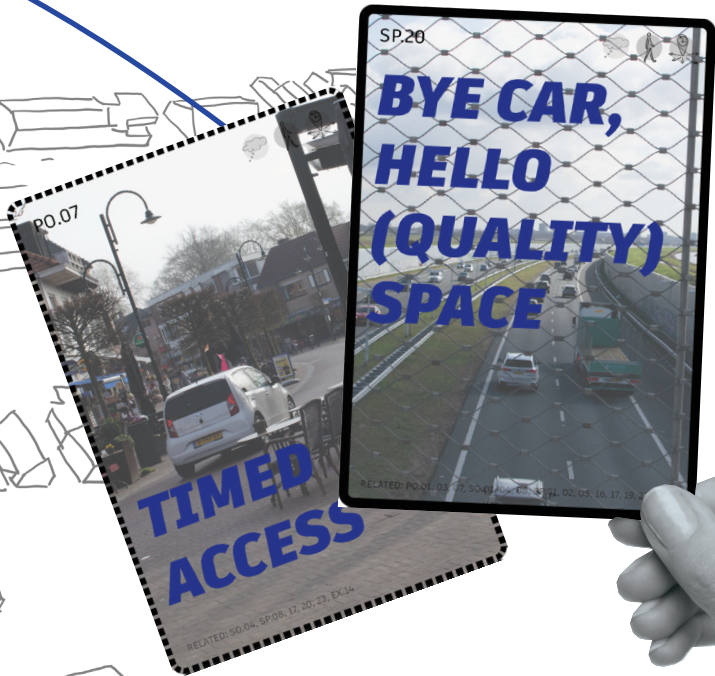
45/76

town centre / parking spaces / car roads



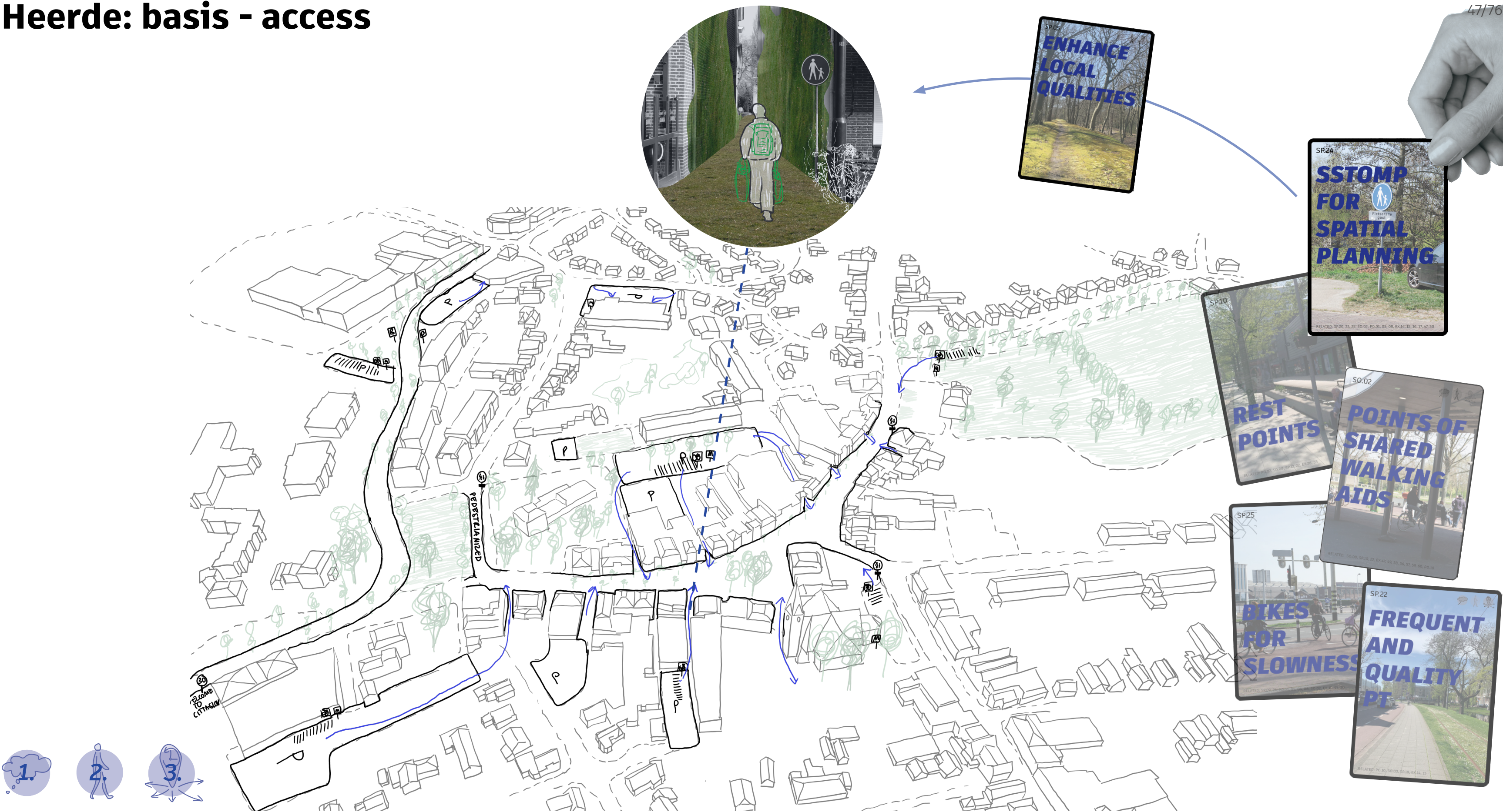


# Heerde: kick-off



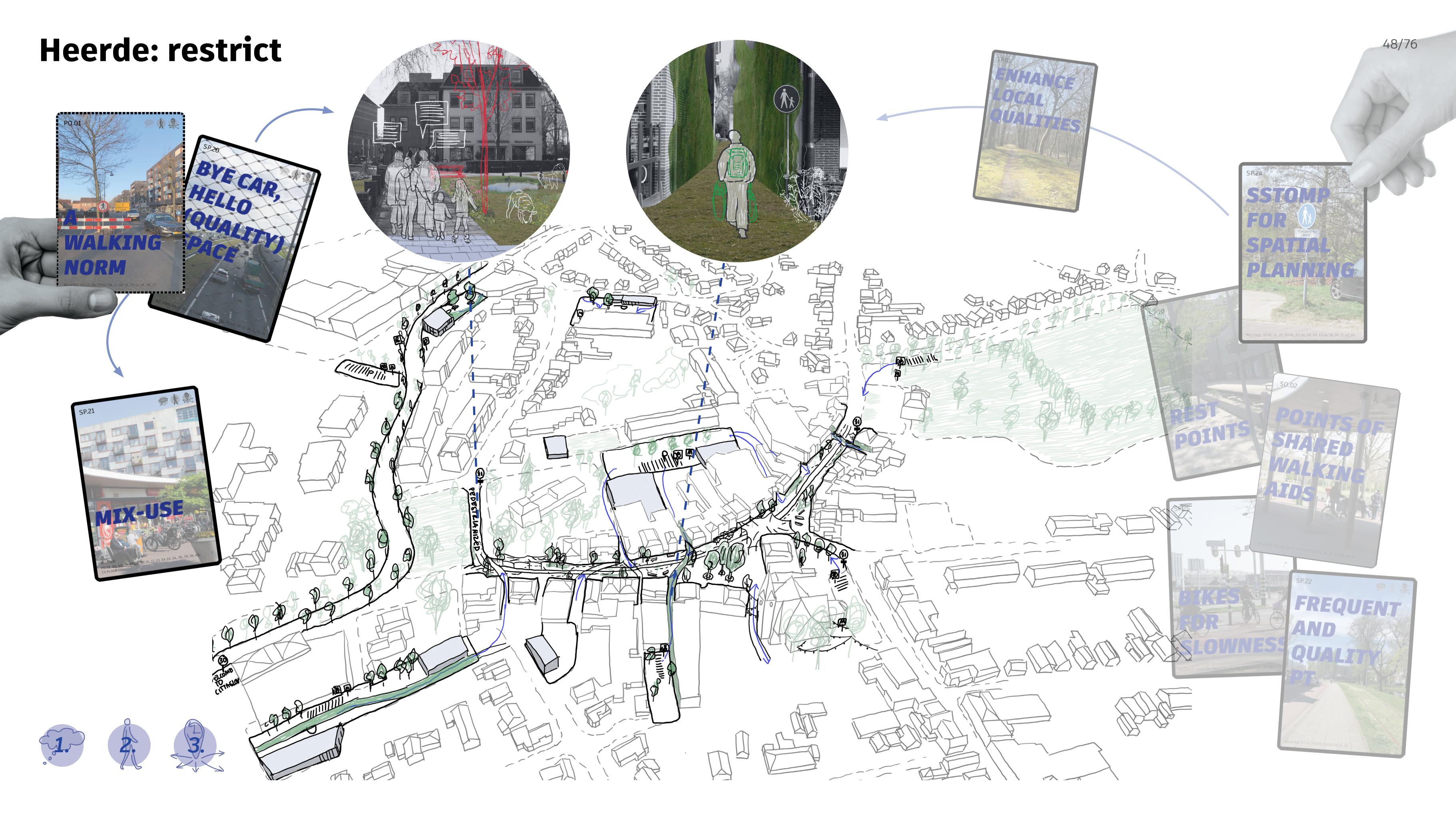


# Heerde: basis - access





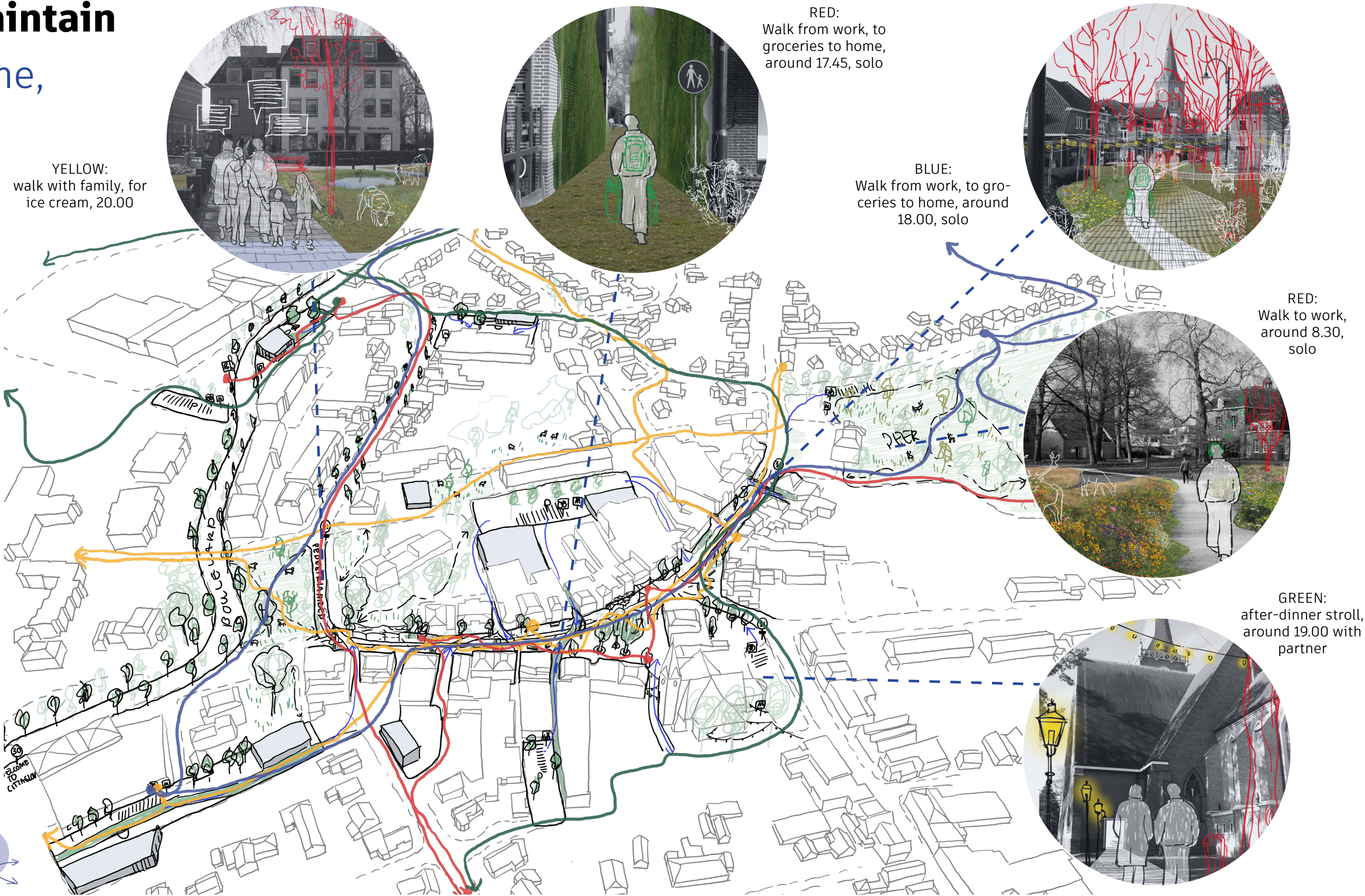
# Heerde: restrict





# Heerde: maintain

walk anytime,  
anywhere

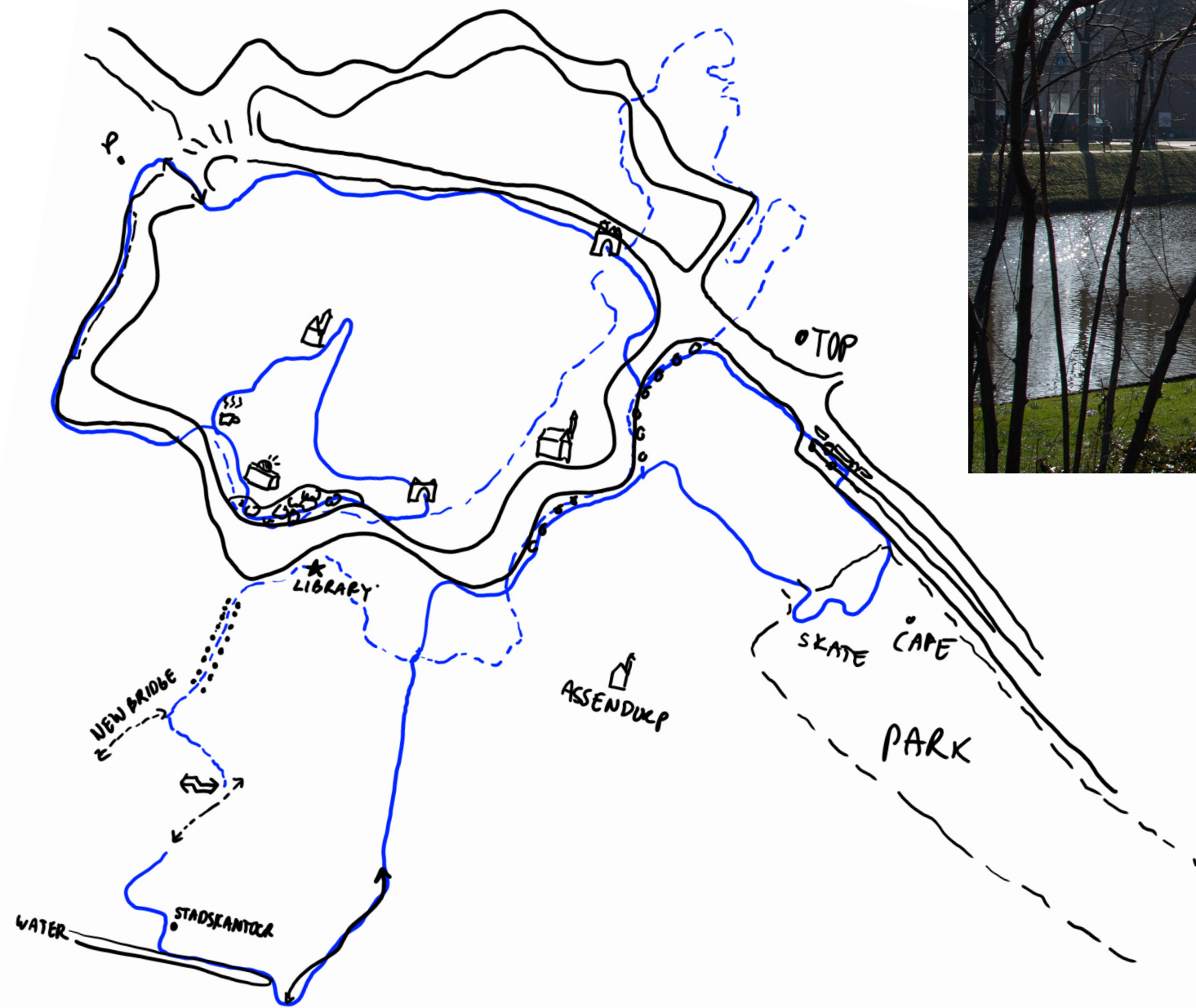




# DESIGN PROPOSAL

## zwolle

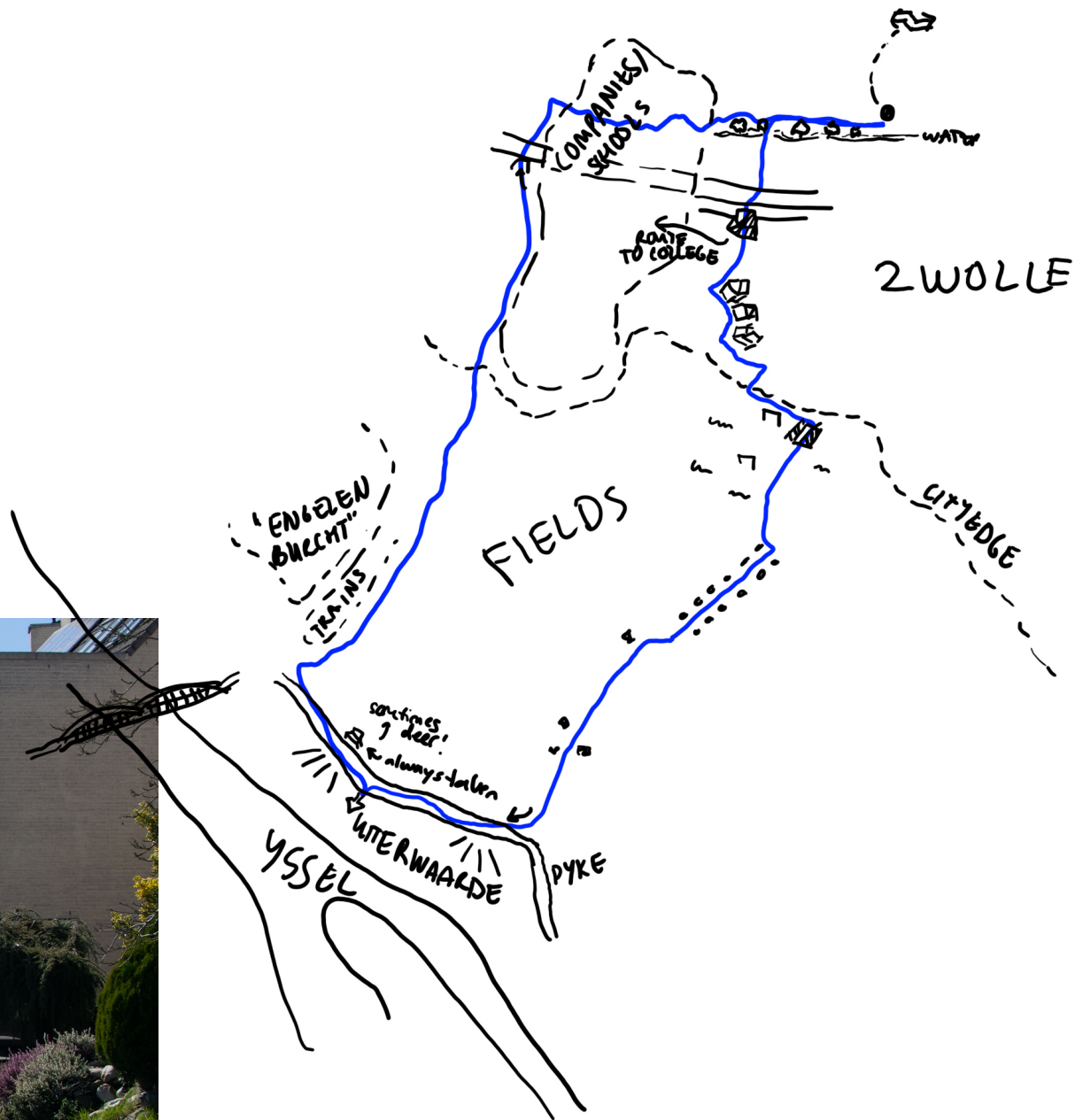




Zwolle 01

when: 4th of March 2025  
12.00-14.00  
who: Emma Harbers, “beleidsadviseur mobiliteit”  
and inhabitant of Zwolle





Zwolle 02

when: 18th of March 2025  
12.00-13.30  
who: Erna Jansen-van der Meer,  
“thematrekker actieve mobiliteit” and  
inhabitant of Zwolle





## 53/76

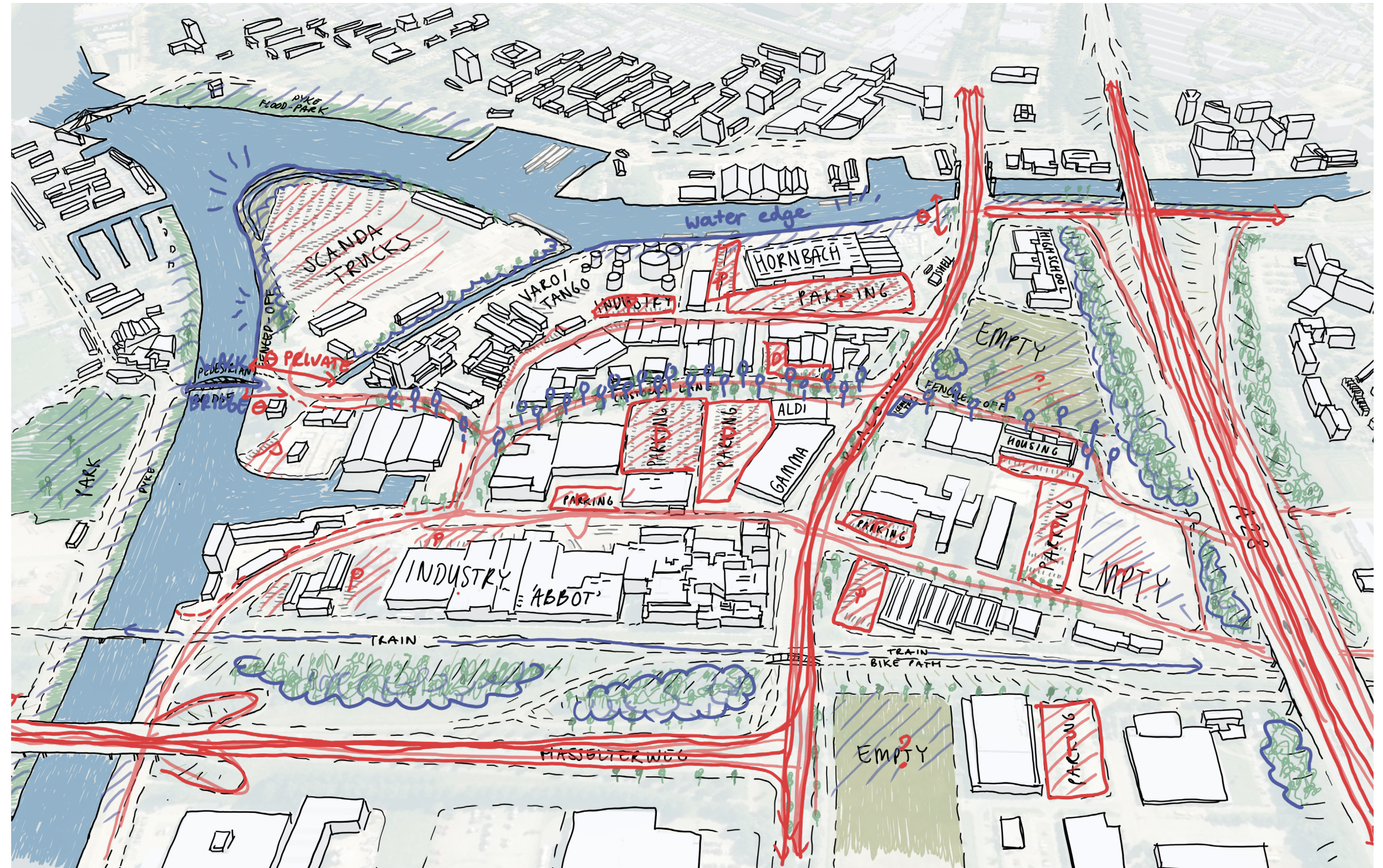
blue's home



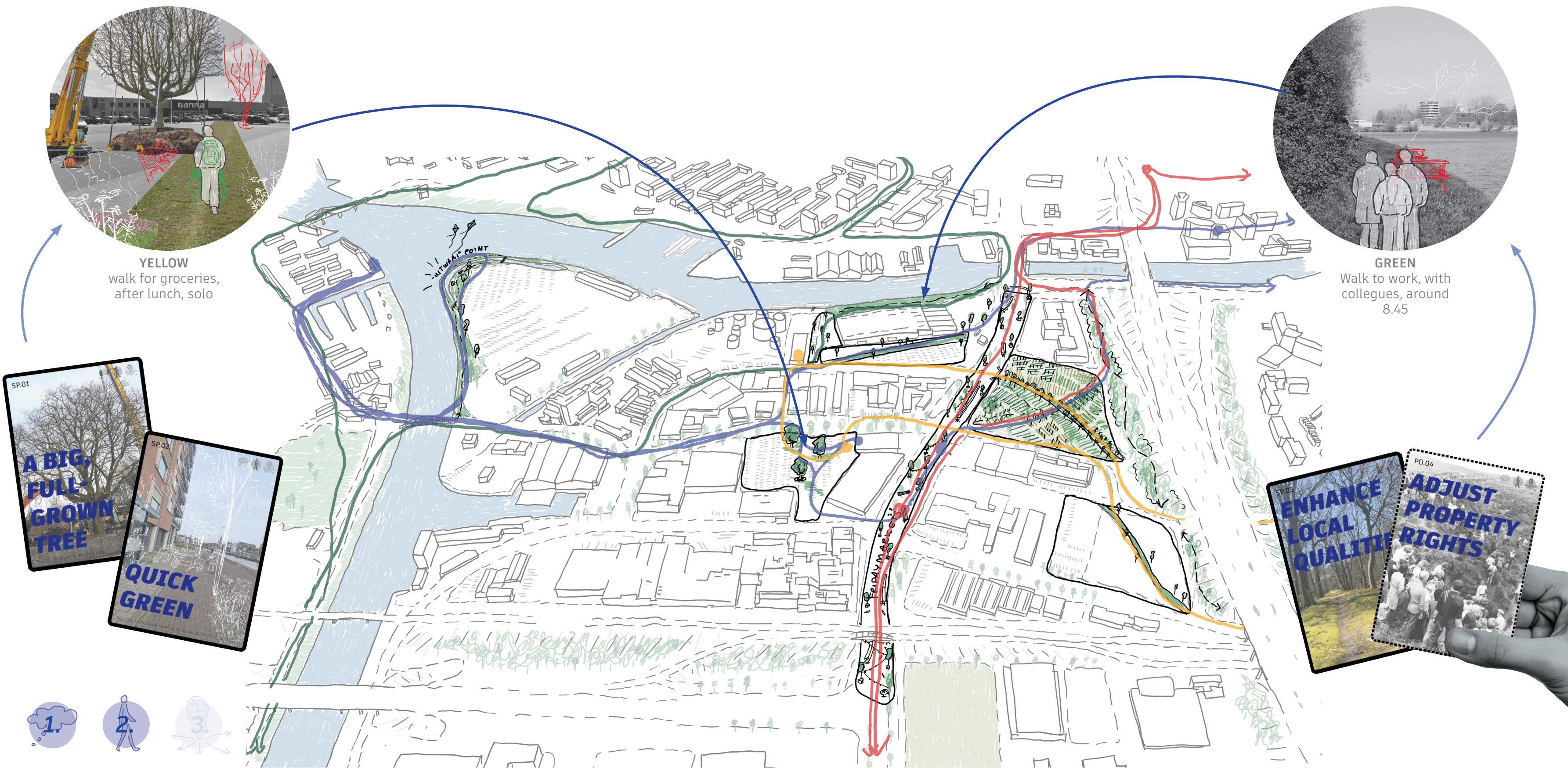


## Zwolle: zoom-in area

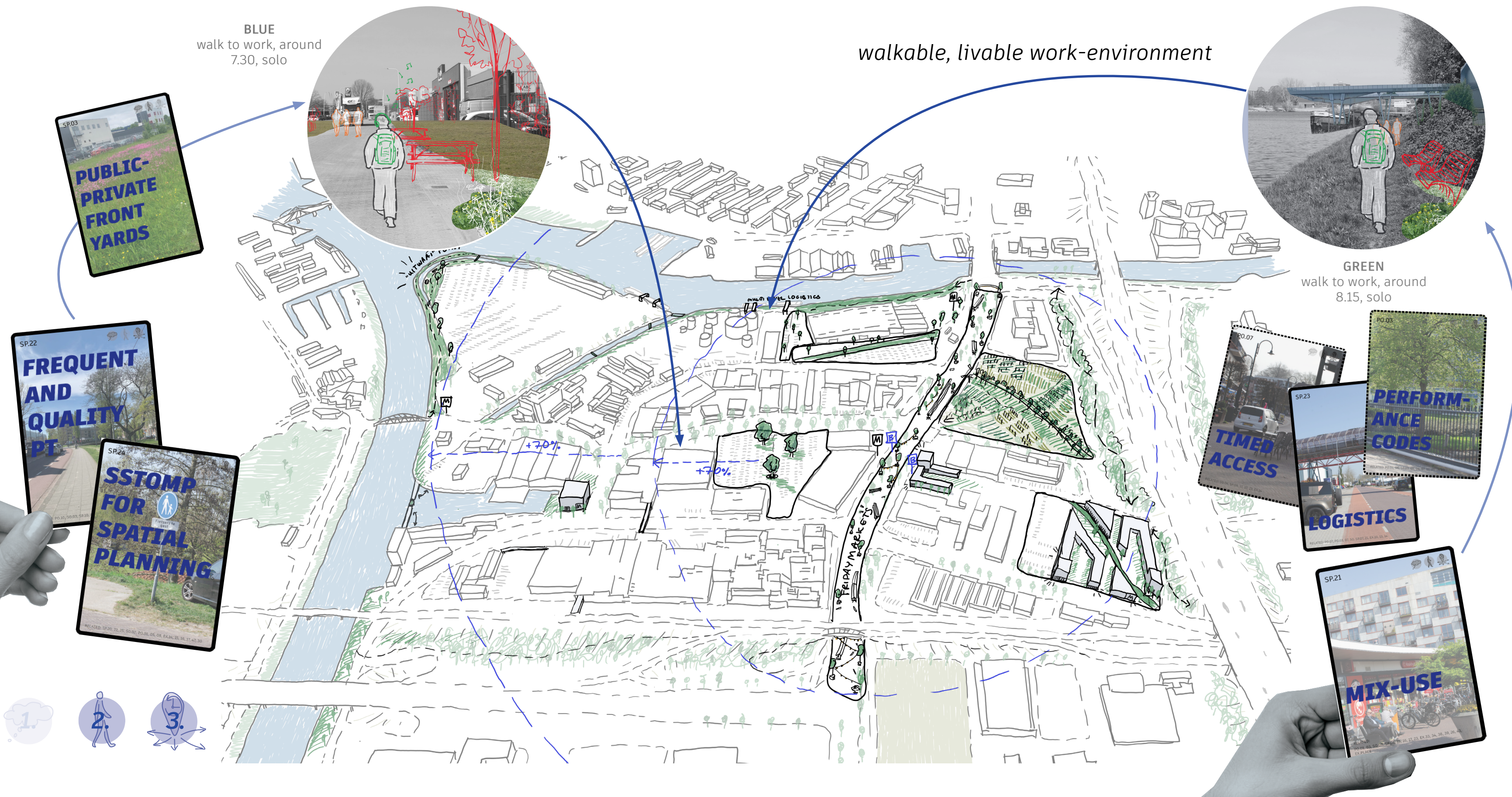
monofunctional / fenced-off / car-dominated



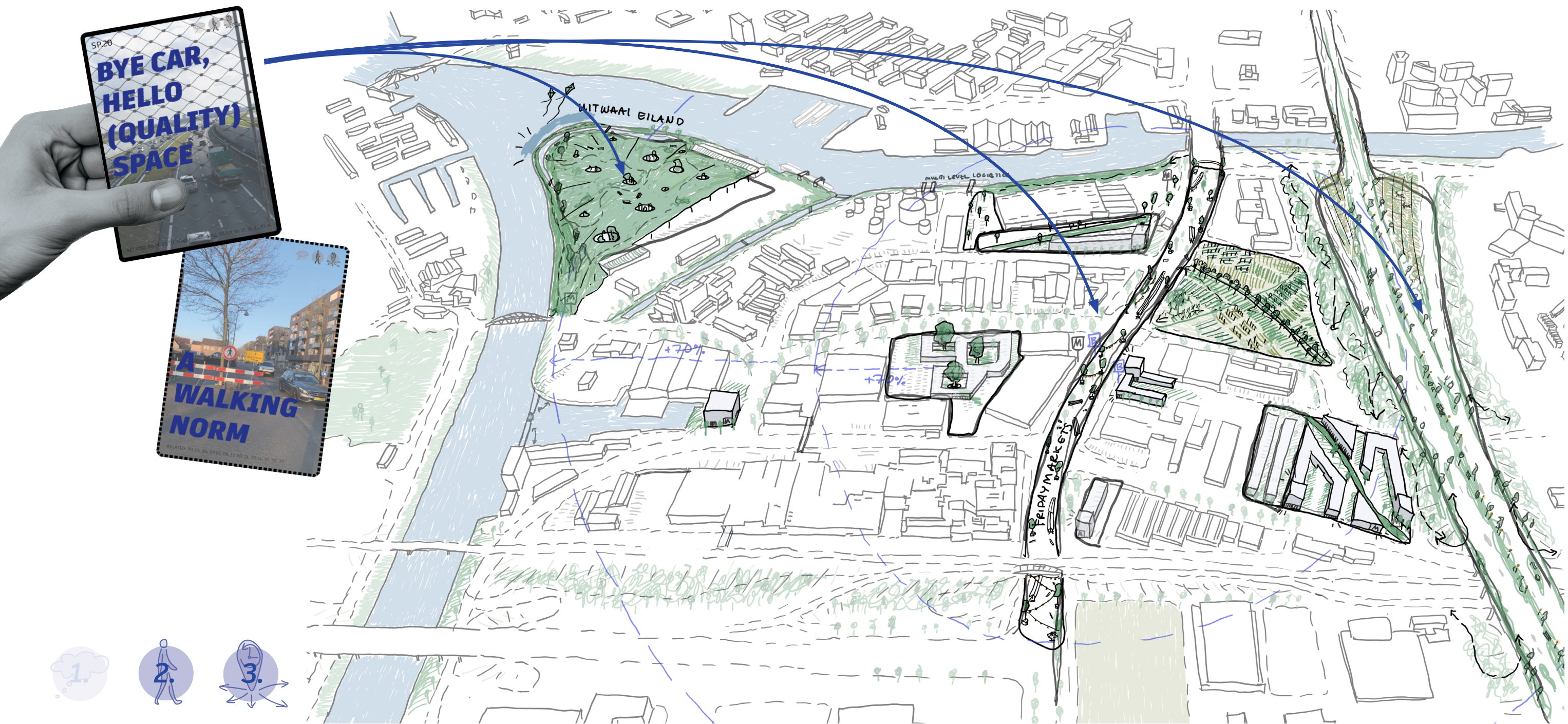






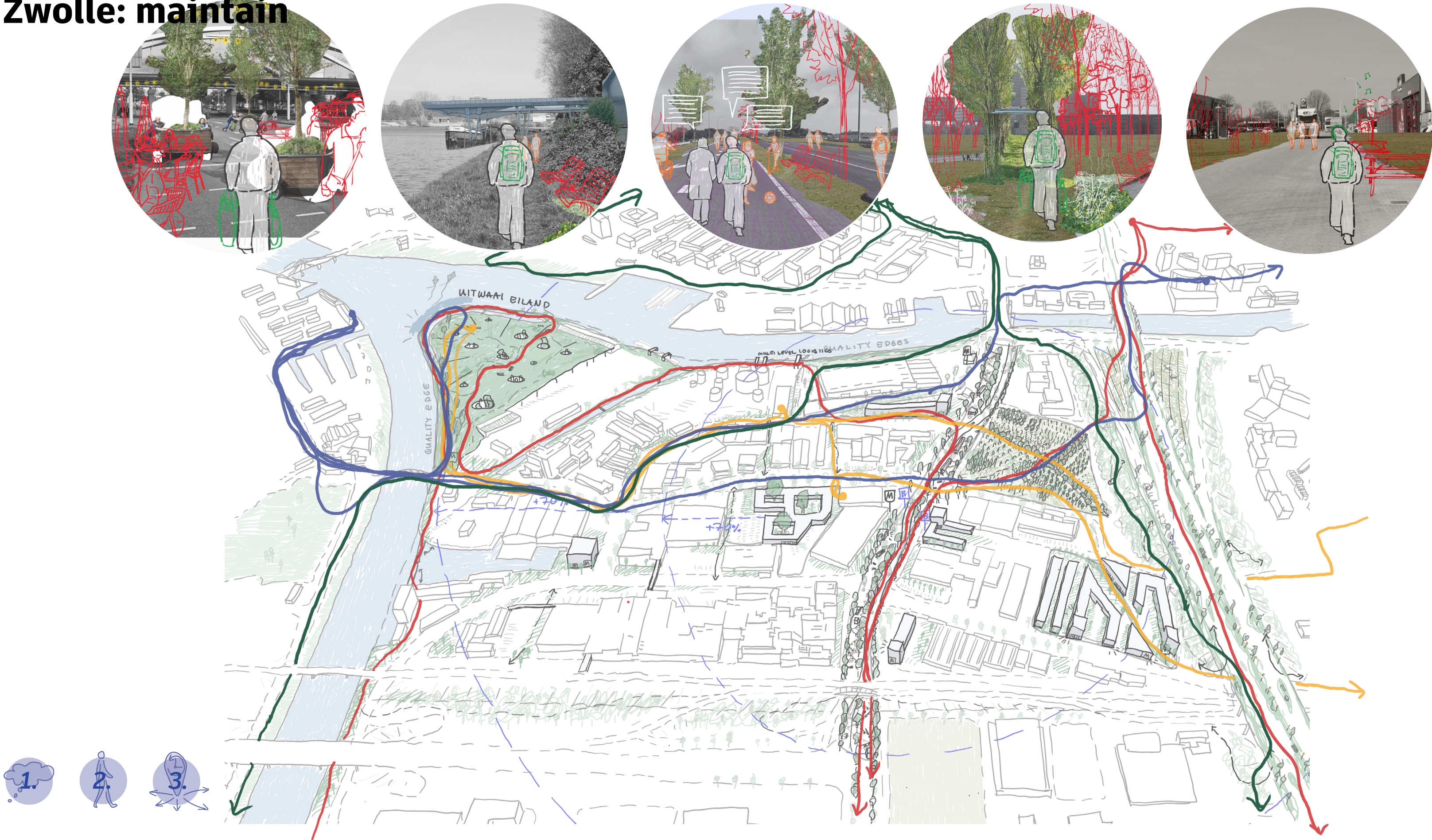






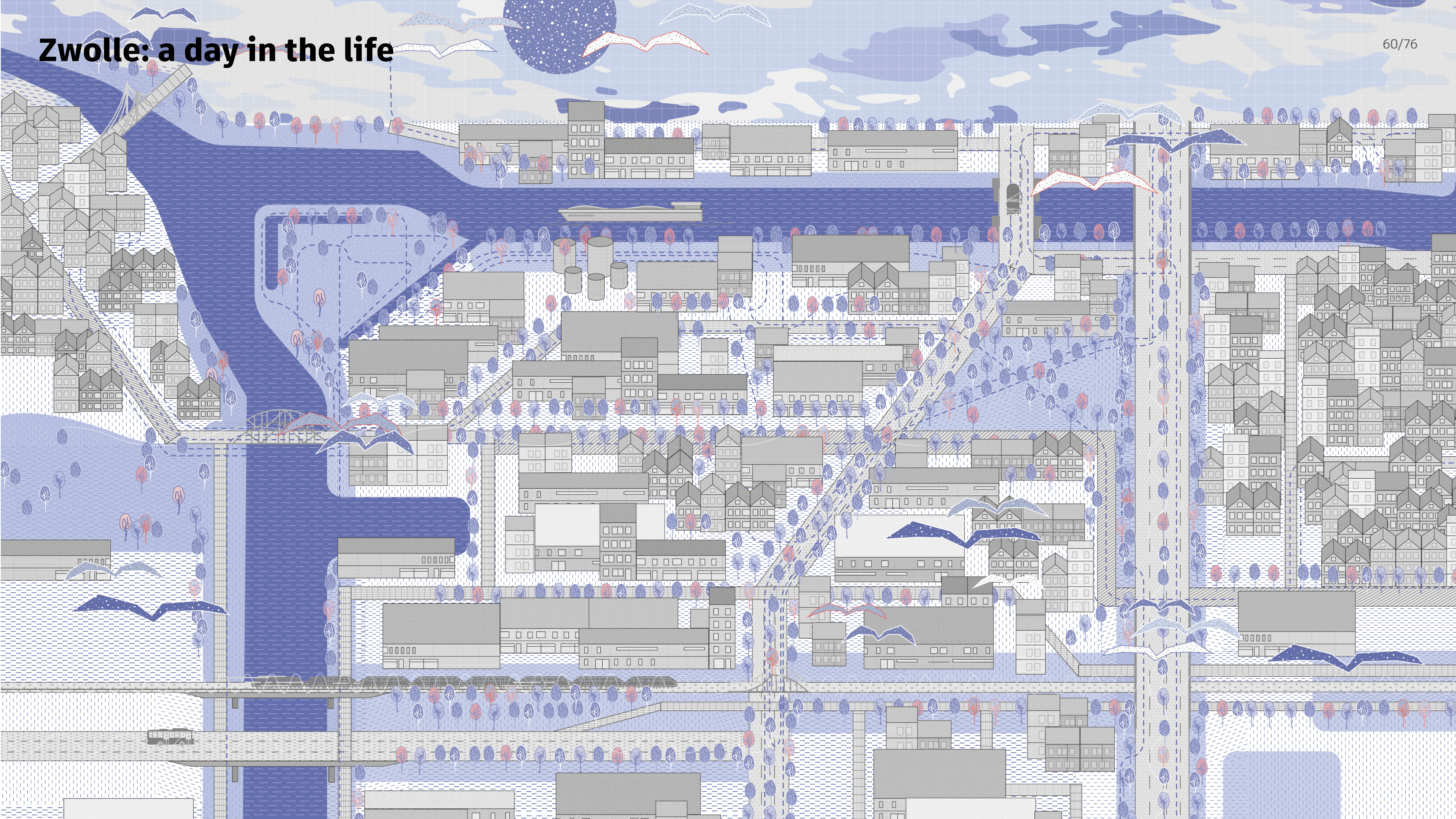


Zwolle: maintain





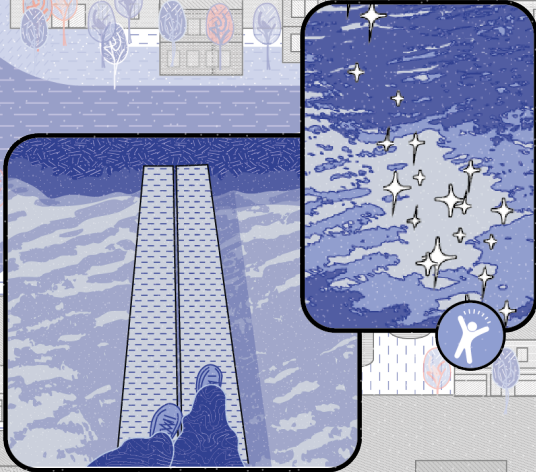
# Zwolle: a day in the life



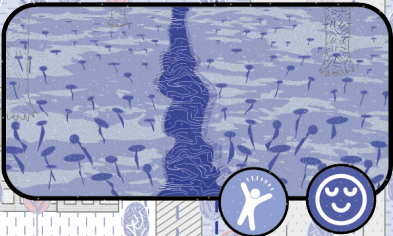


# Zwolle: a day in the life - red

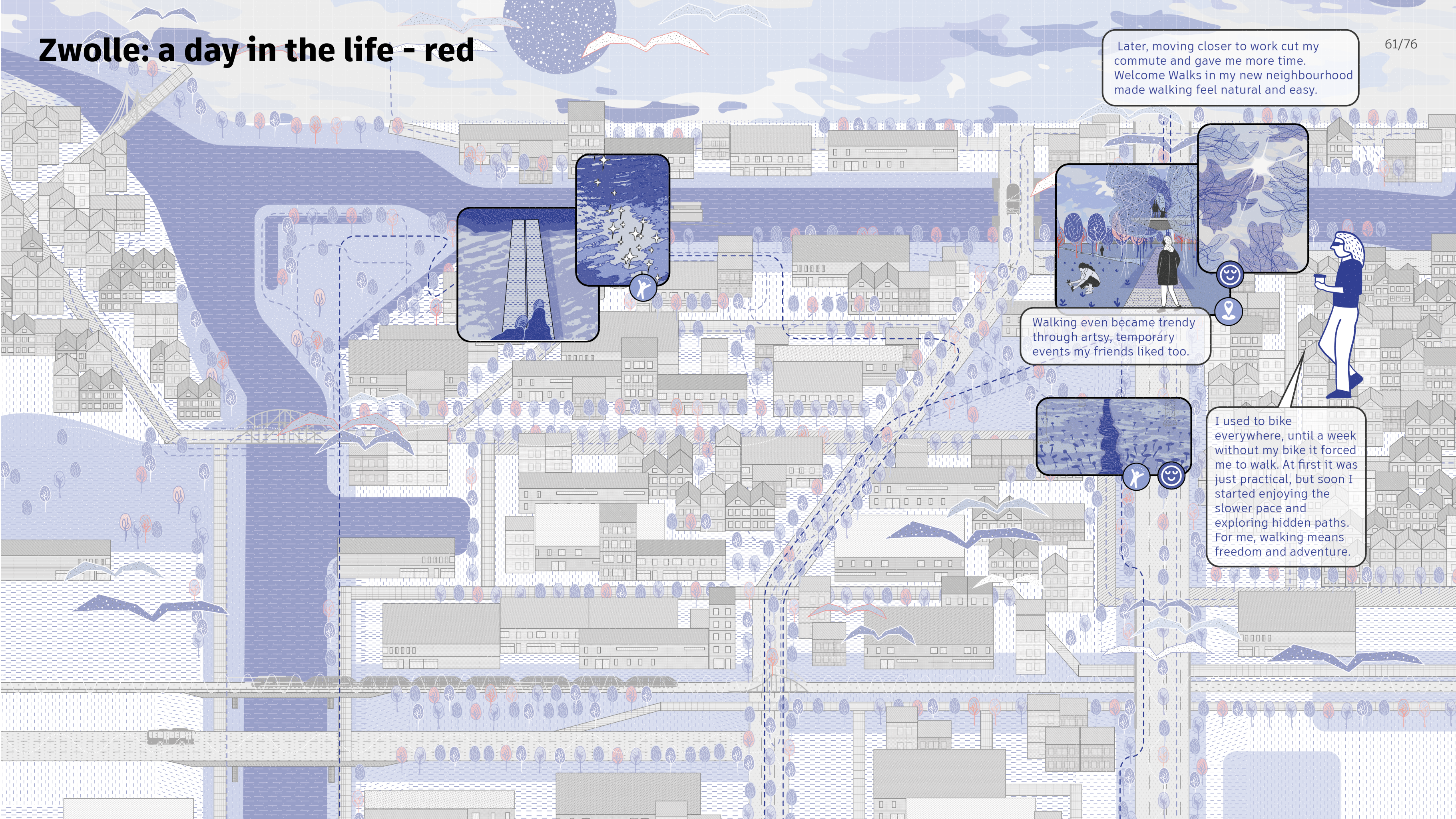
Later, moving closer to work cut my commute and gave me more time. Welcome Walks in my new neighbourhood made walking feel natural and easy.



Walking even became trendy through artsy, temporary events my friends liked too.

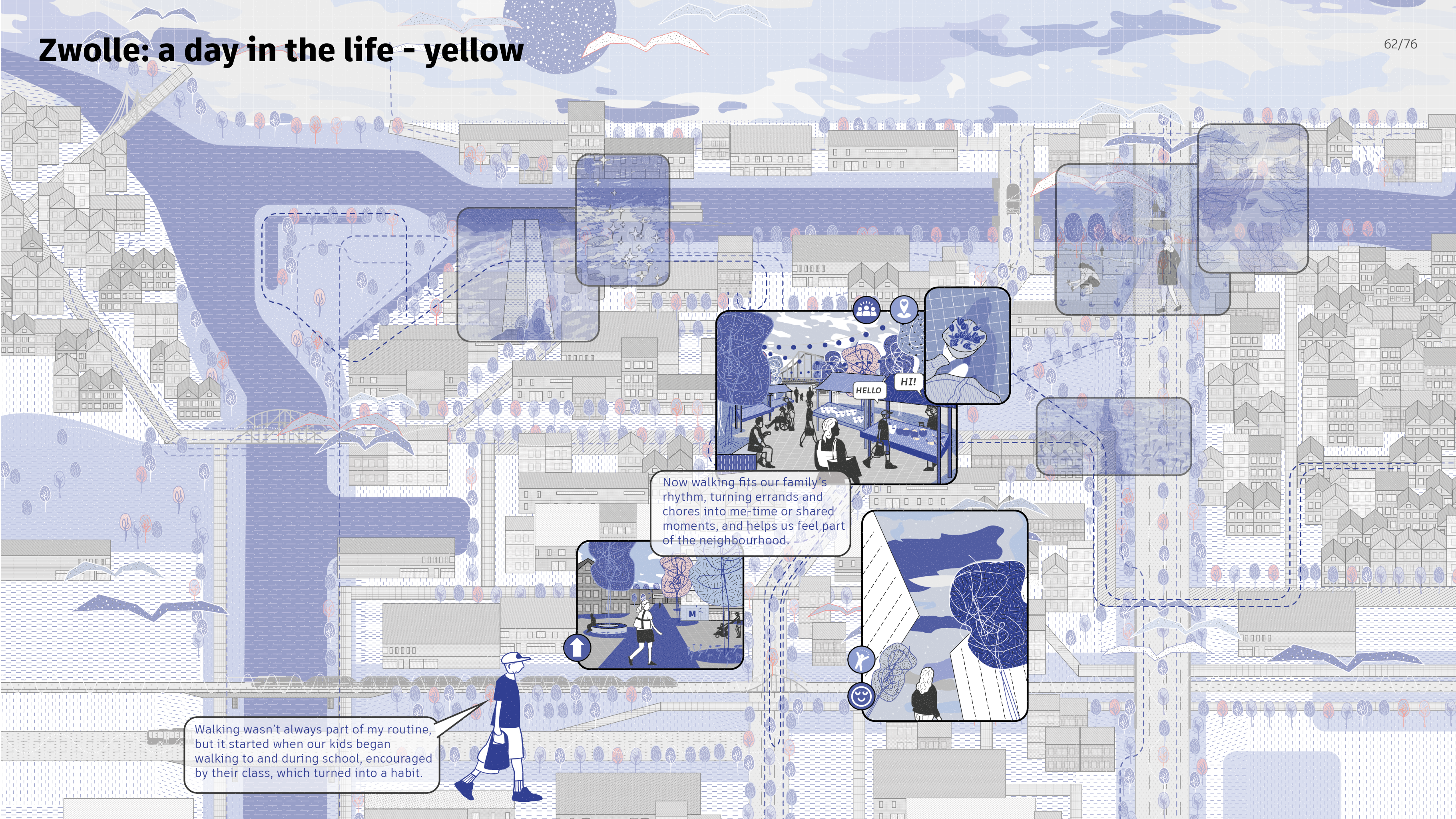


I used to bike everywhere, until a week without my bike it forced me to walk. At first it was just practical, but soon I started enjoying the slower pace and exploring hidden paths. For me, walking means freedom and adventure.



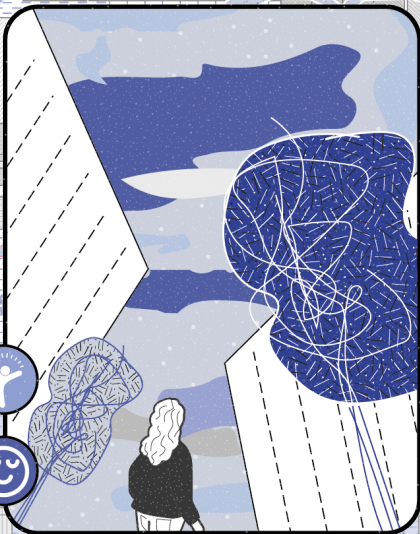
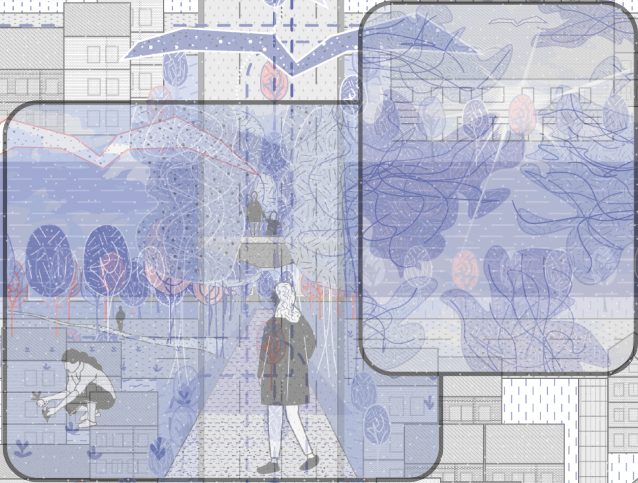
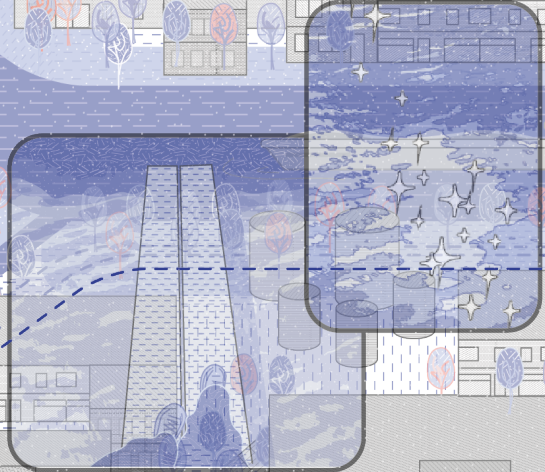


# Zwolle: a day in the life - yellow



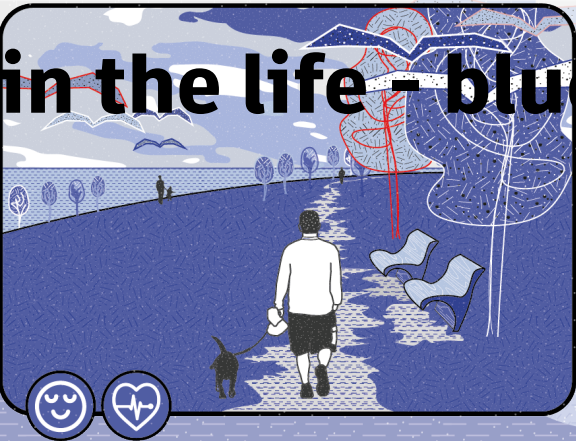
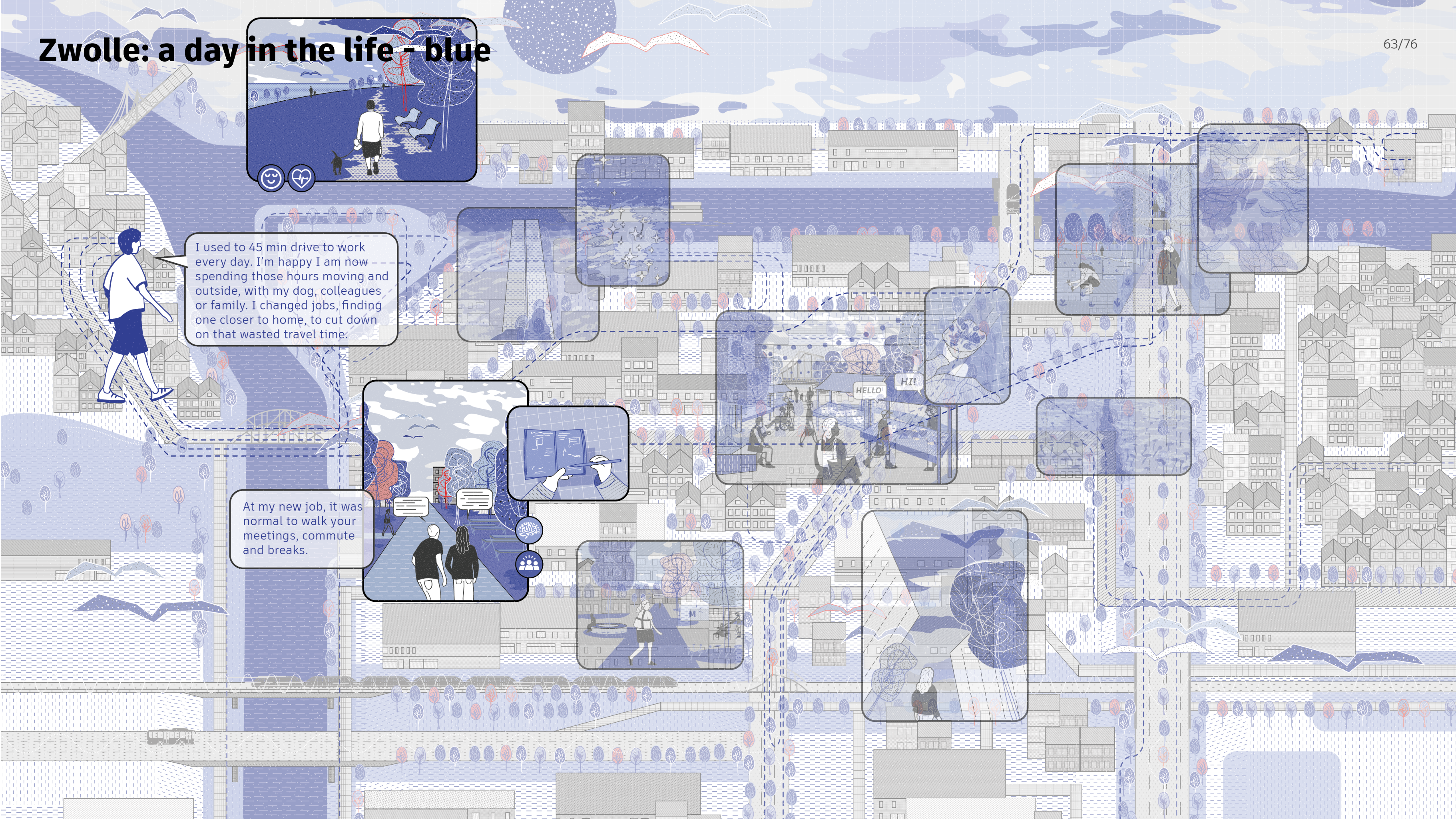
Walking wasn't always part of my routine, but it started when our kids began walking to and during school, encouraged by their class, which turned into a habit.

Now walking fits our family's rhythm, turning errands and chores into me-time or shared moments, and helps us feel part of the neighbourhood.

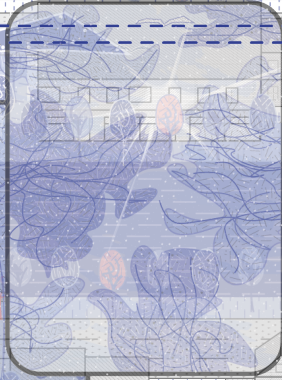
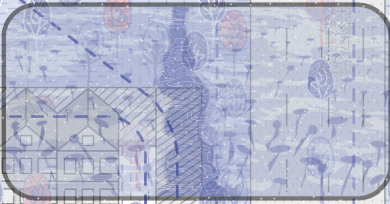
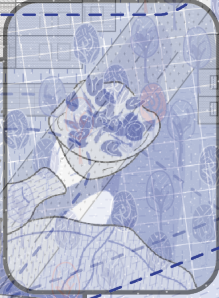
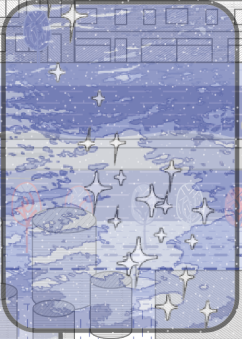
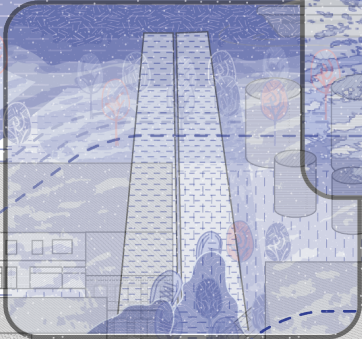




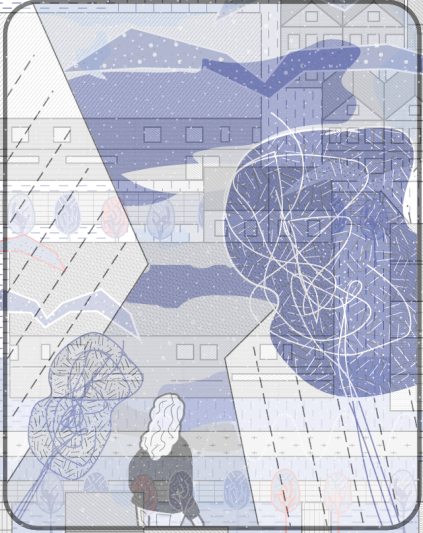
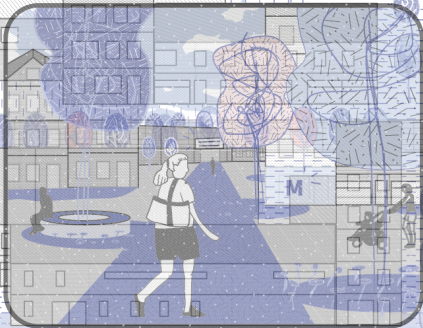
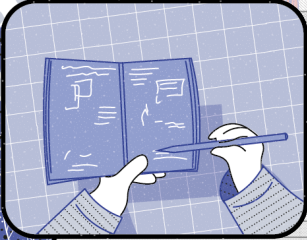
# Zwolle: a day in the life - blue



I used to 45 min drive to work every day. I'm happy I am now spending those hours moving and outside, with my dog, colleagues or family. I changed jobs, finding one closer to home, to cut down on that wasted travel time.

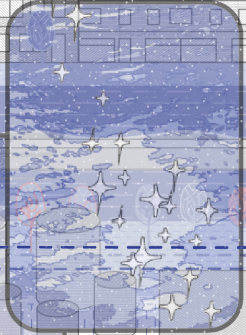
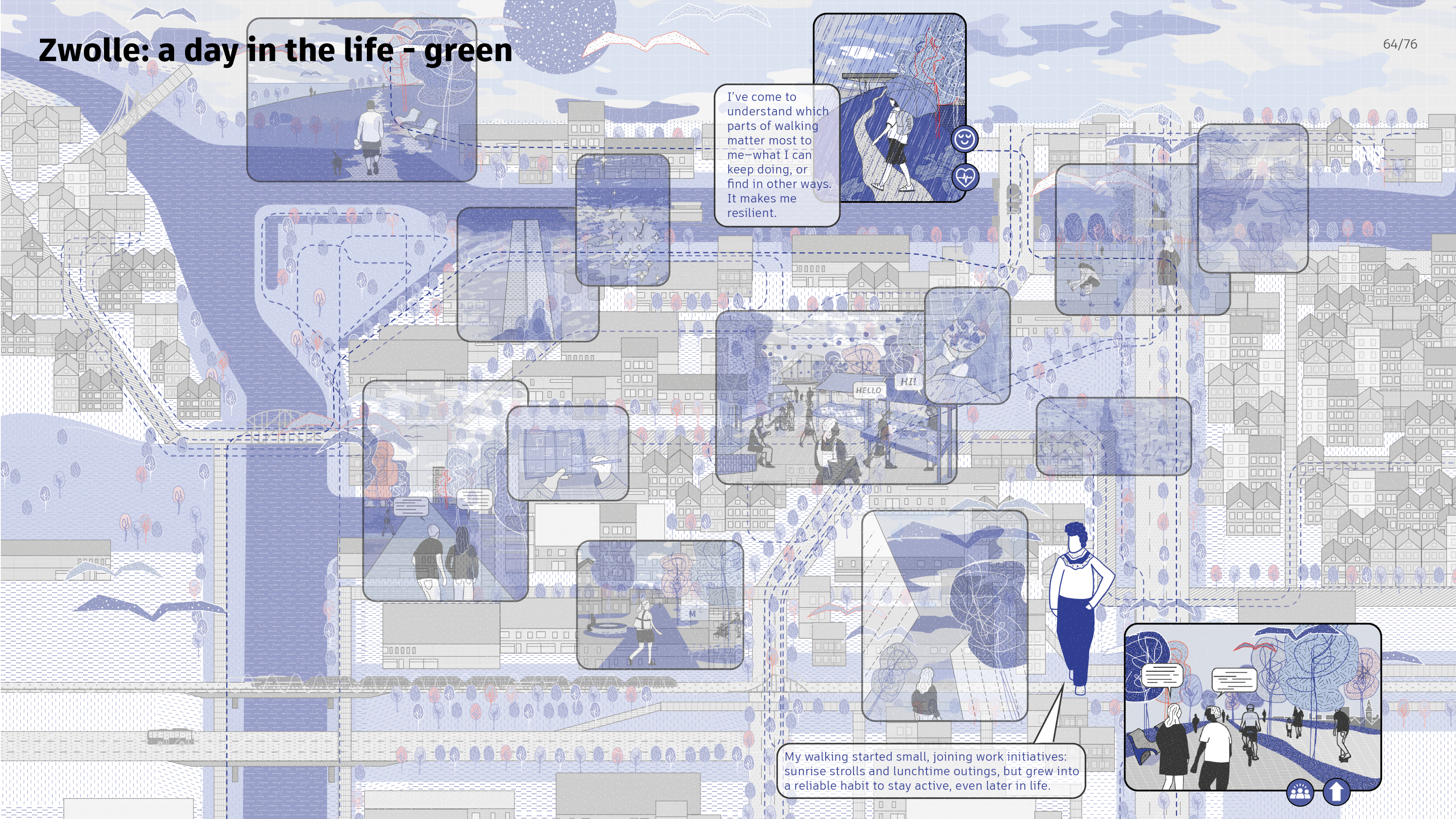


At my new job, it was normal to walk your meetings, commute and breaks.

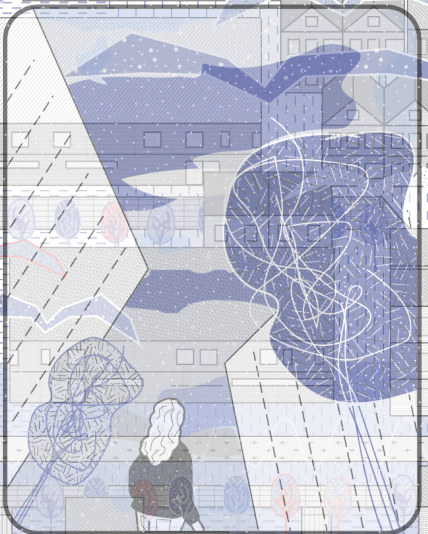
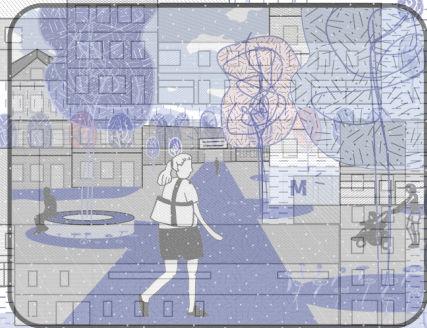
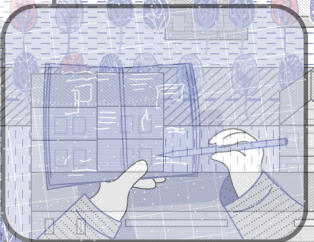
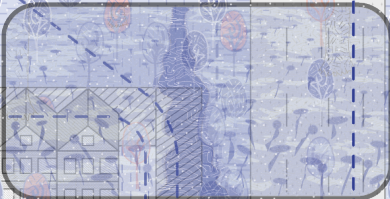
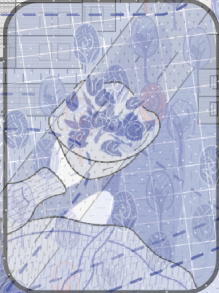
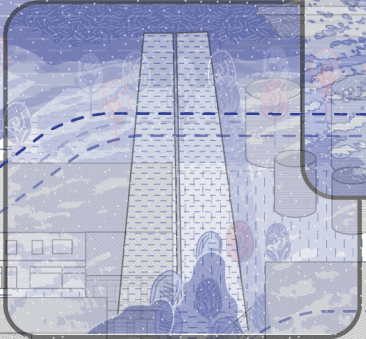
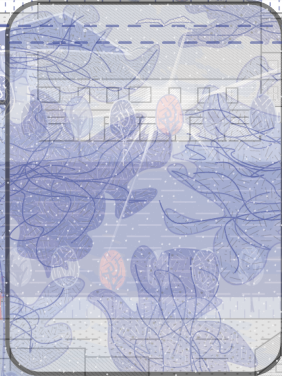
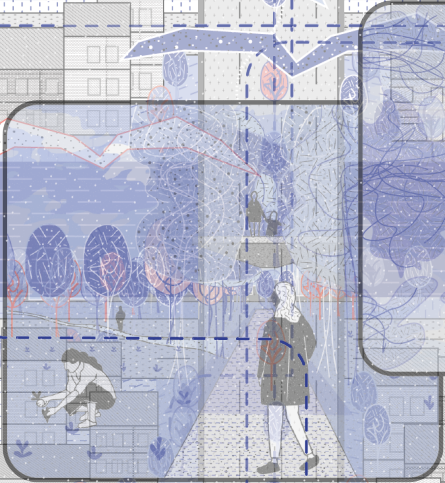
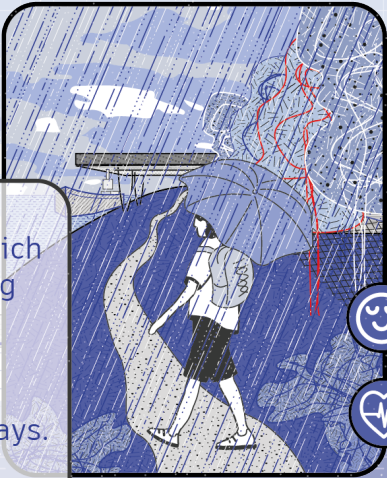




# Zwolle: a day in the life - green



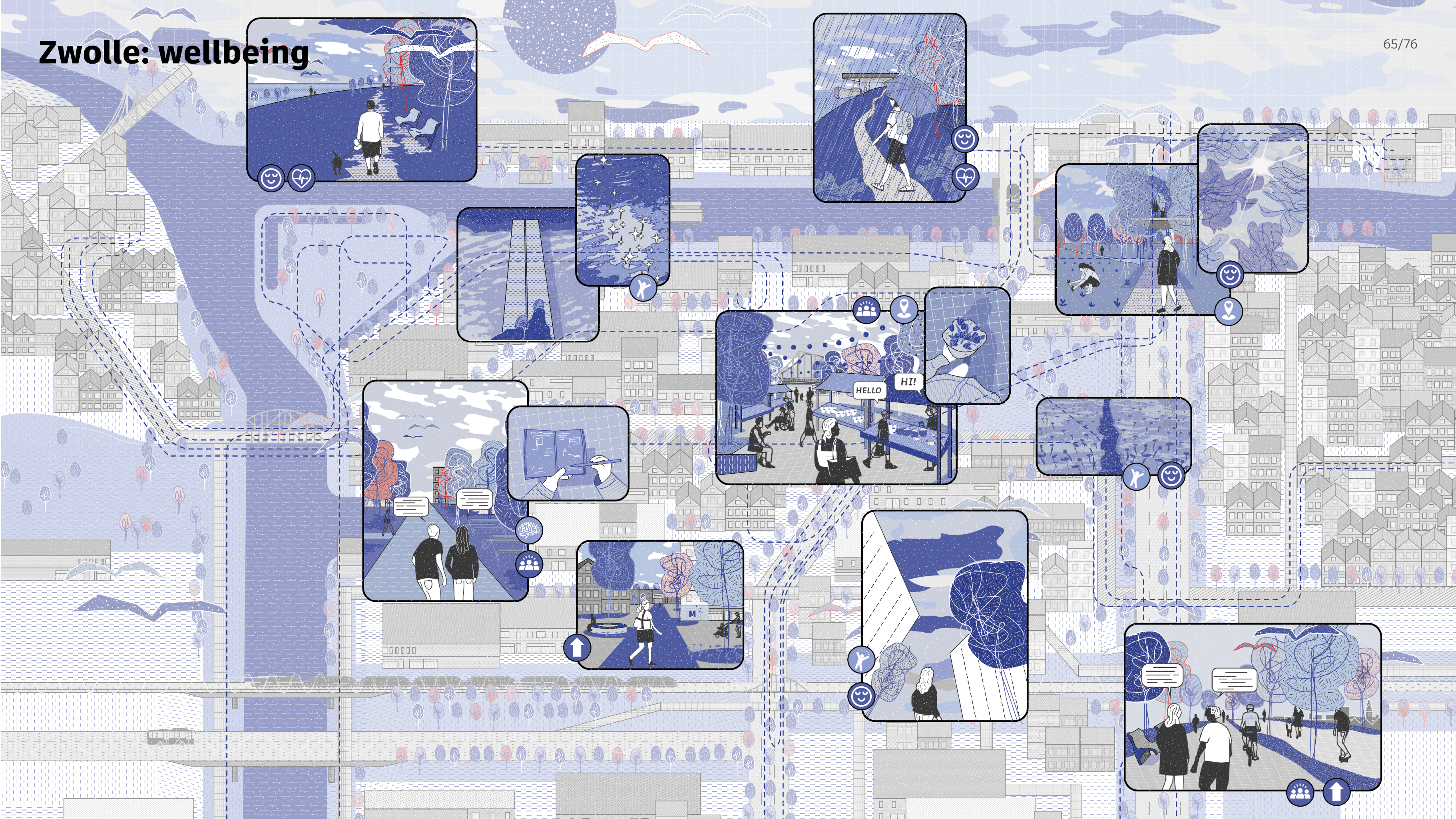
I've come to understand which parts of walking matter most to me—what I can keep doing, or find in other ways. It makes me resilient.



My walking started small, joining work initiatives: sunrise strolls and lunchtime outings, but grew into a reliable habit to stay active, even later in life.











**WHY....**

**HOW.....**

**WHAT.....**

**& WHO....**

*1. Problematization*

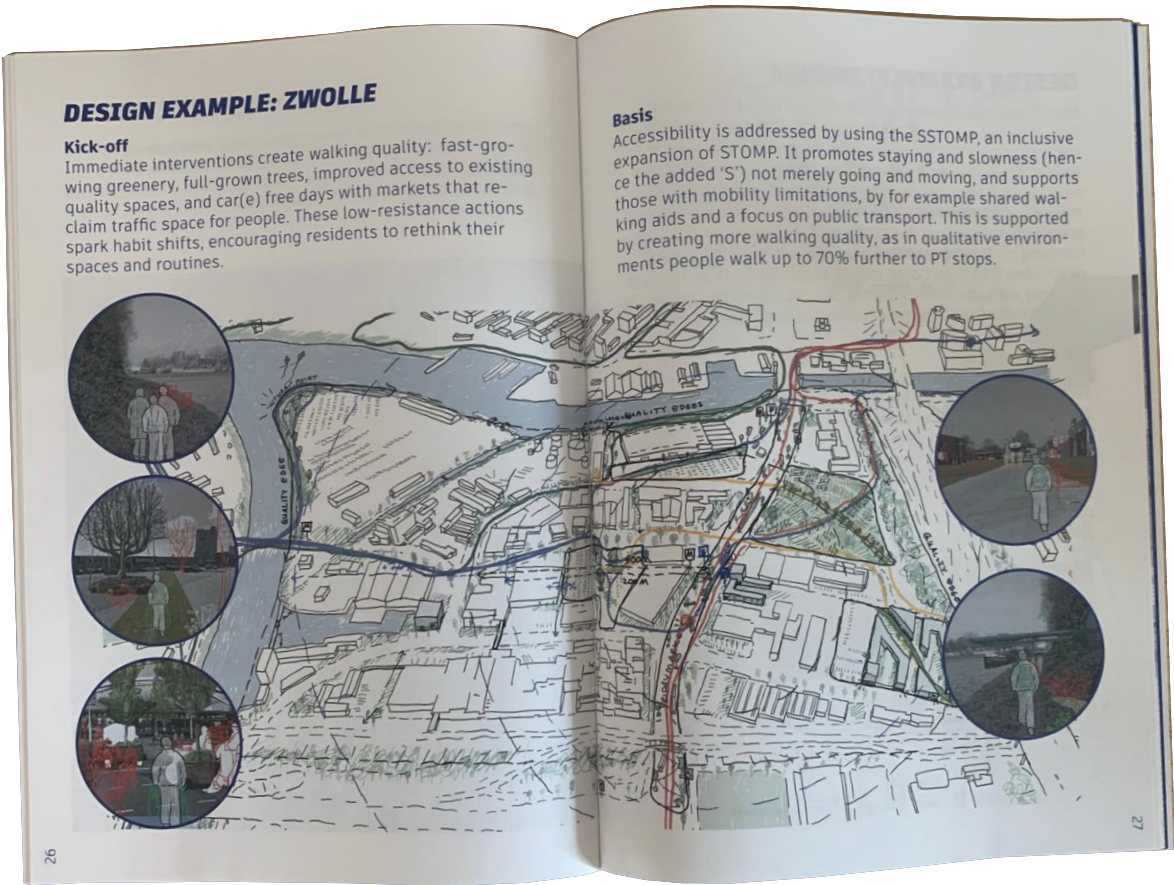
*2. Theory and Analysis*

*4. Case studies*

**5. Action Manual**

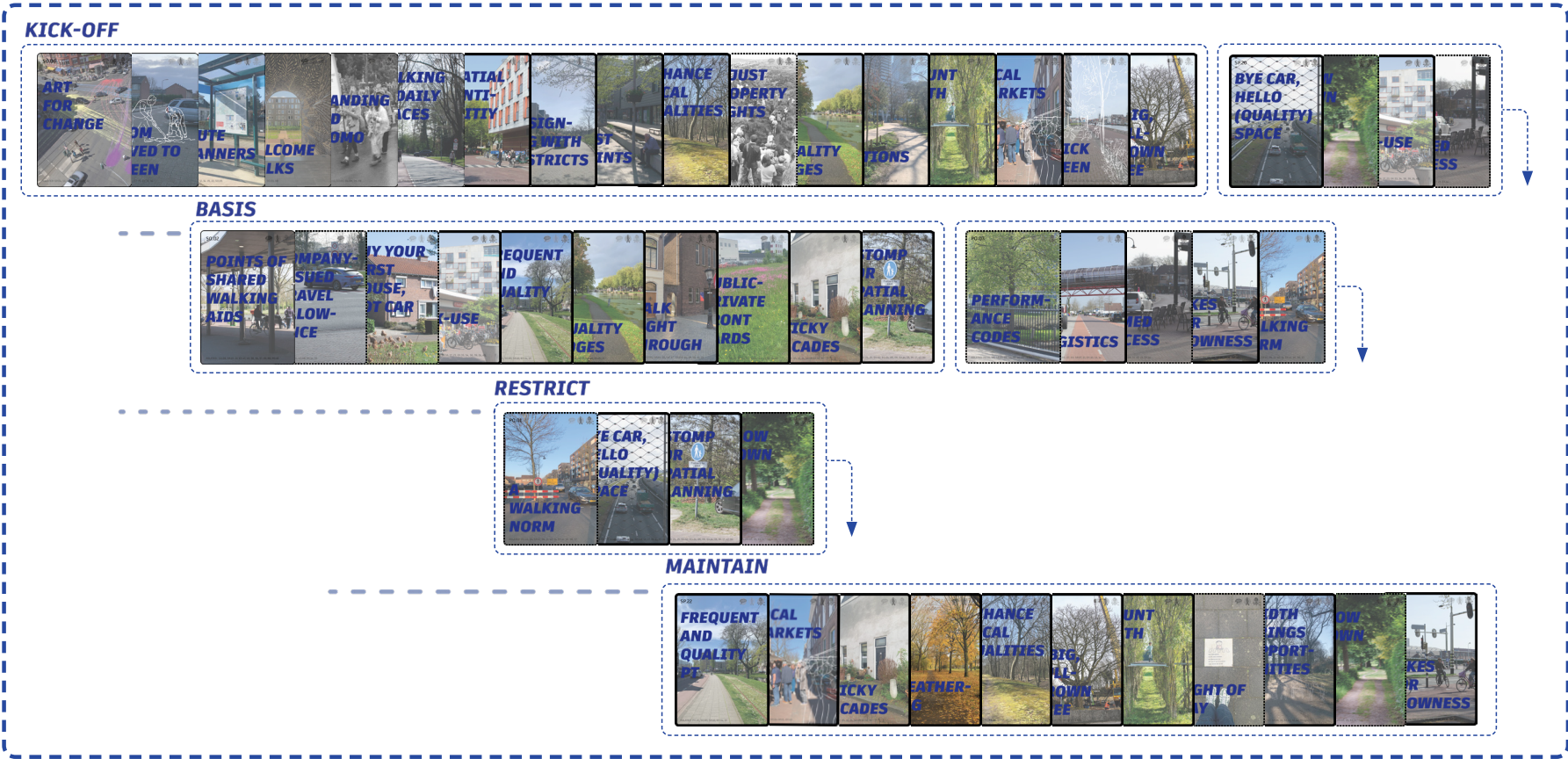
*3. Approach  
actions, tools,  
methods and aims*



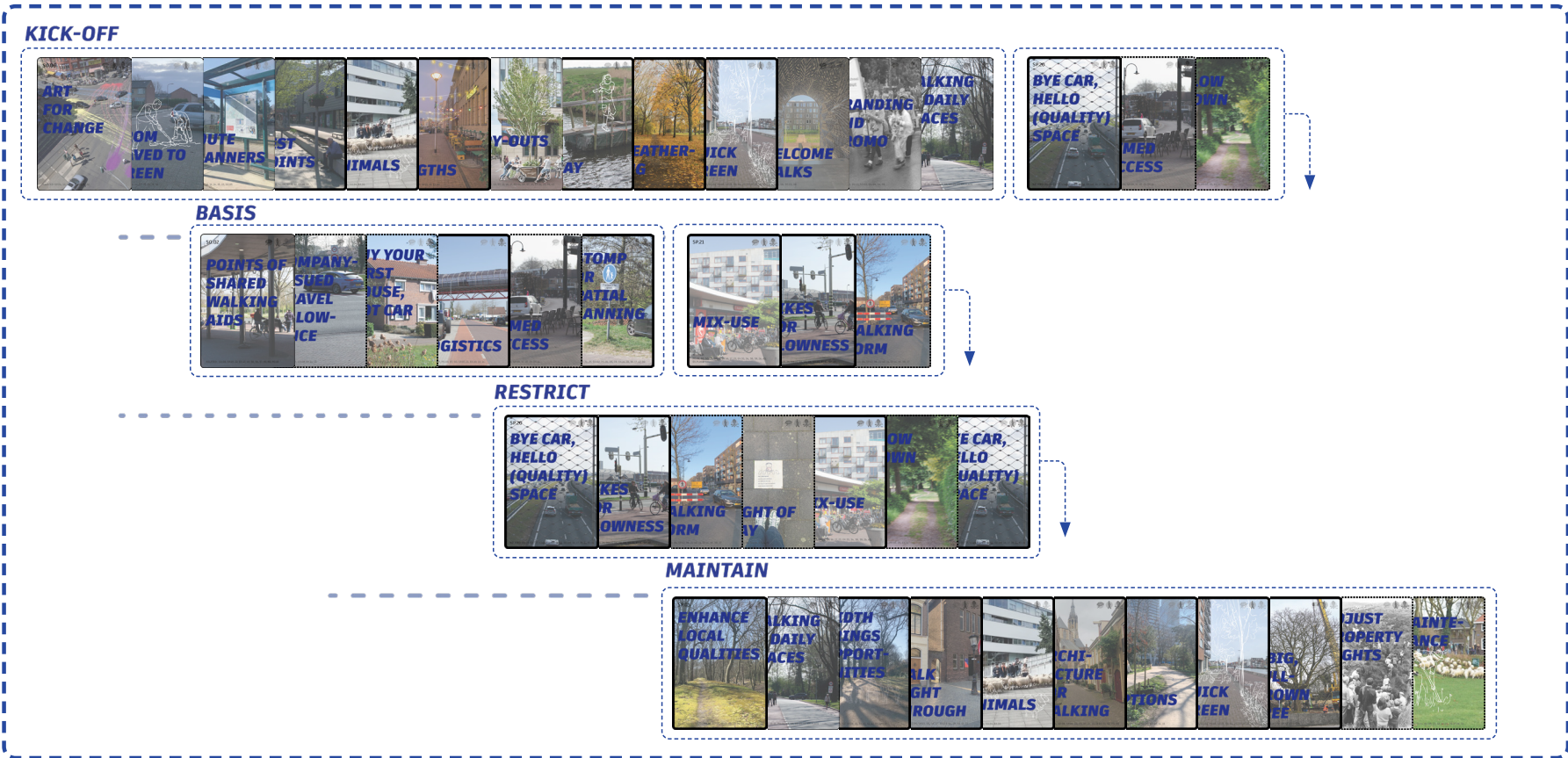




ZWOLLE

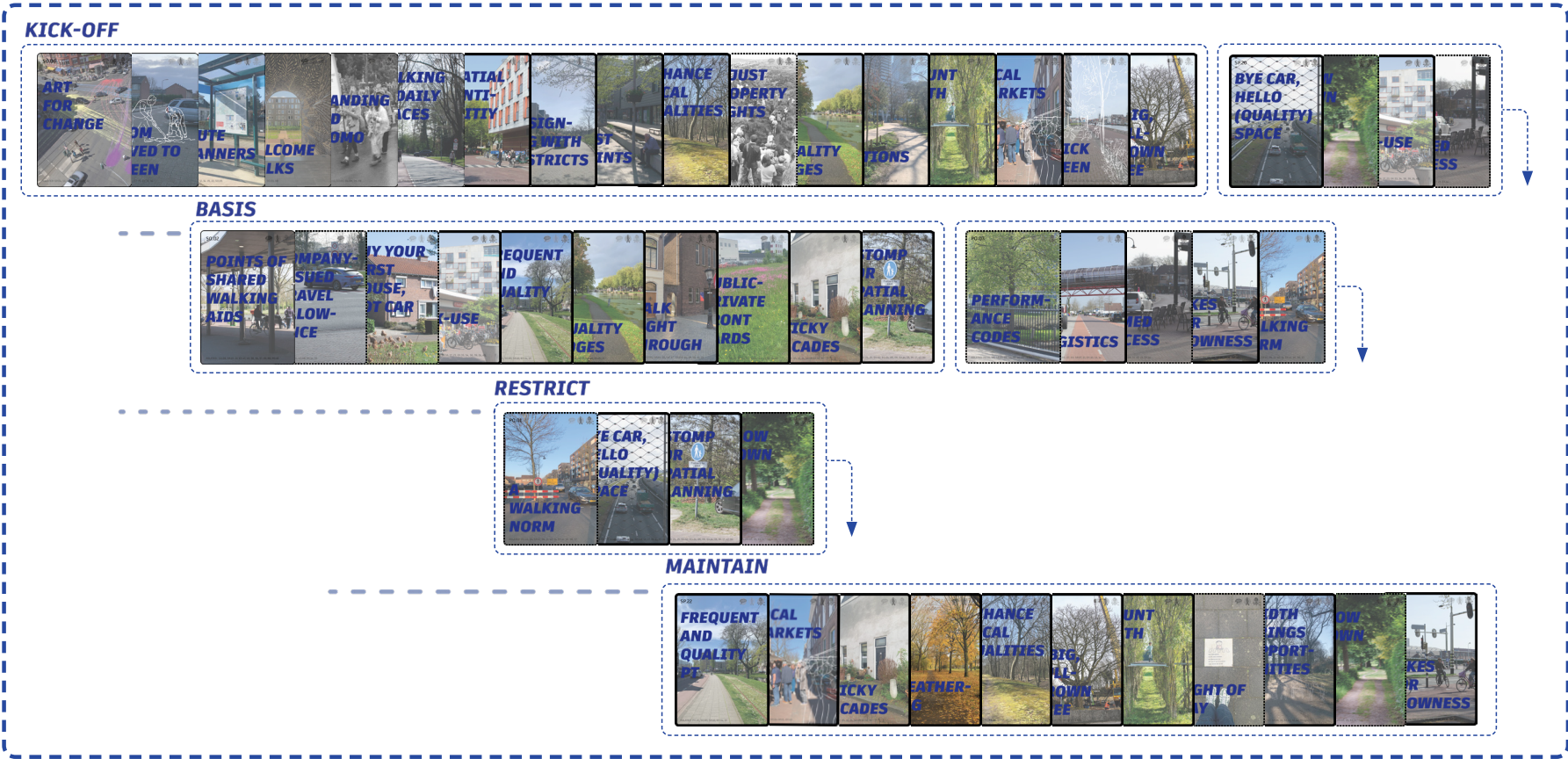


HEERDE

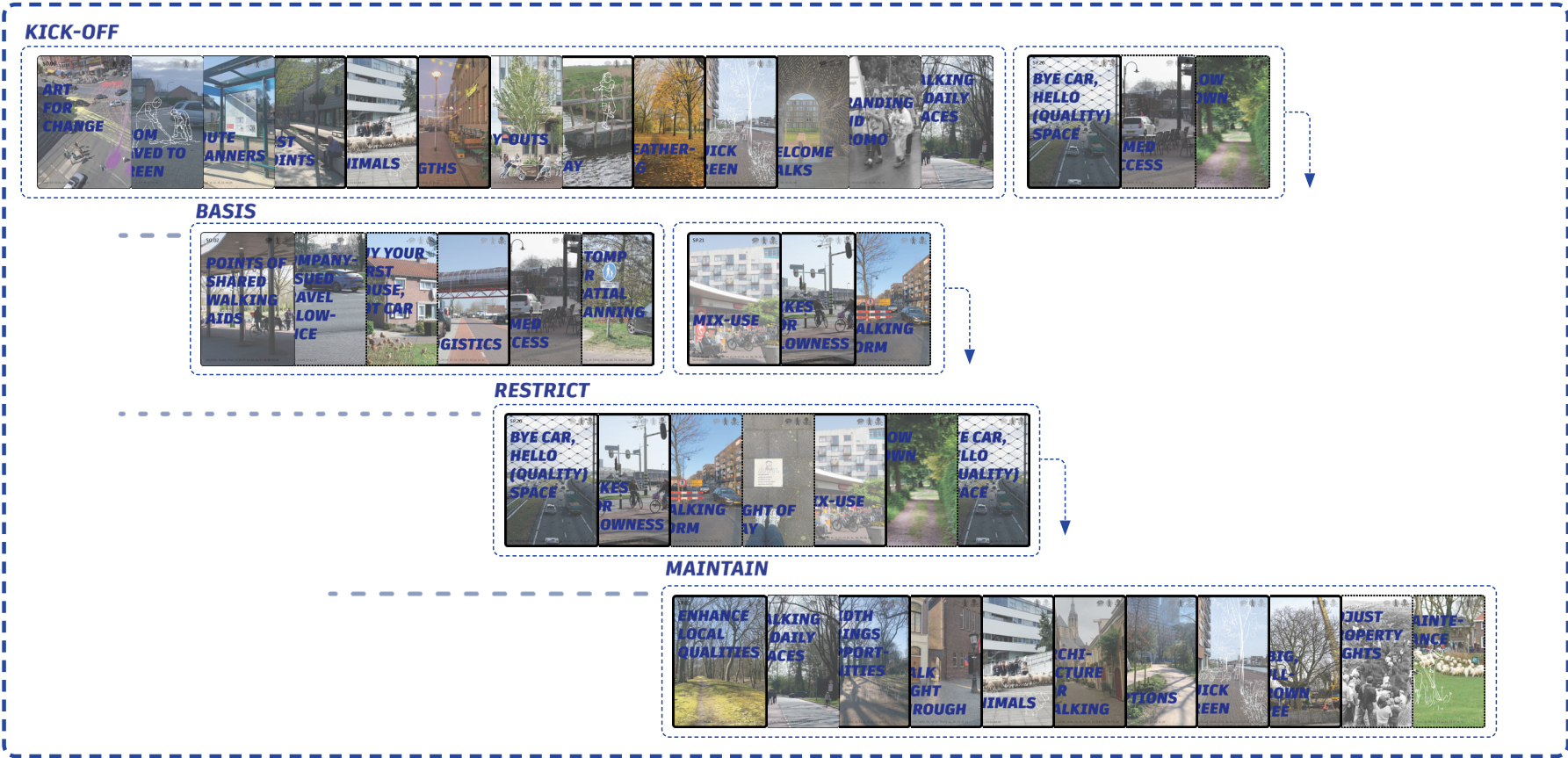




ZWOLLE



HEERDE



KICK-OFF

- SPATIAL ACTIONS:** 01.A BIG, FULL-GROWN TREE, 02.QUICK GREEN, 05.ENHANCE LOCAL QUALITIES, 06.LIGHTS, 08.OPTIONS, 10.REST POINTS, 11.SPATIAL CONTINUITY, 13.WEATHERING, 14.QUALITY EDGES, 15.DESIGNING WITH DISTRICTS, 16.PLAY, 17.LOCAL MARKETS, 18.ANIMALS, 19.STUNT PATH, 20.BYE CAR, HELLO (QUALITY) SPACE, 21.MIX-USE
- POLICY ACTIONS:** 04.ADJUST PROPERTY RIGHTS, 06.SLOW DOWN, 07.TIMED ACCESS
- SOCIAL ACTIONS:** 01.FROM PAVED TO GREEN, 03.ROUTE PLANNERS, 04.TRY-OUTS, 05.WELCOME WALKS, 06.ART FOR CHANGE, 07.BRANDING AND PROMO, 08.WALKING IN DAILY PLACES

BASIS

- SPATIAL ACTIONS:** 03.PUBLIC-PRIVATE FRONT YARDS, 04.STICKY FACADES, 07.WALK RIGHT THROUGH, 14.QUALITY EDGES, 21.MIX-USE, 22.FREQUENT AND QUALITY PUBLIC TRANSPORT, 23.LOGISTICS, 24.SSTOMP FOR SPATIAL PLANNING, 25.BIKES FOR SLOWNESS
- POLICY ACTIONS:** 01.A WALKING NORM, 03.PERFORMANCE CODES, 07.TIMED ACCESS, 08.COMPANY-ISSUES TRAVEL ALLOWANCE, 09.BUY YOUR FIRST HOUSE, NOT CAR
- SOCIAL ACTIONS:** 02.POINTS OF SHARED WALKING AIDS

RESTRICT

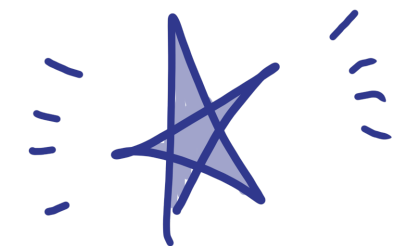
- SPATIAL ACTIONS:** 20.BYE CAR, HELLO (QUALITY) SPACE, 21.MIX-USE, 24.SSTOMP IN SPATIAL DESIGN, 25.BIKES FOR SLOWNESS
- POLICY ACTIONS:** 01.A WALKING NORM, 05.RIGHT OF WAY, 06.SLOW DOWN, 07.TIMED ACCESS, 08.COMPANY-ISSUES TRAVEL ALLOWANCE

MAINTAIN

- SPATIAL ACTIONS:** 01.A BIG, FULL-GROWN TREE, 02.QUICK GREEN, 04.STICKY FACADES, 05.ENHANCE LOCAL QUALITIES, 07.WALK RIGHT THROUGH, 08.OPTIONS, 09.WIDTH BRINGS OPPORTUNITIES, 12.ARCHITECTURE FOR WALKING, 13.WEATHERING, 17.LOCAL MARKETS, 19.STUNT PATH, 22.FREQUENT AND QUALITY PUBLIC TRANSPORT, 25.BIKES FOR SLOWNESS
- POLICY ACTIONS:** 02.MAINTENANCE, 04.ADJUST PROPERTY RIGHTS, 05.RIGHT OF WAY, 06.SLOW DOWN
- SOCIAL ACTIONS:** 05.WELCOME WALKS, 08.WALKING IN DAILY PLACES

- KEY**
- TOP-DOWN
  - BOTTOM-UP
  - PRIVATE
  - MIX

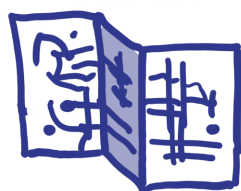




value-based,  
inspiring  
projects



funding &  
defunding



normalizing



process



^ mathilde cabanas

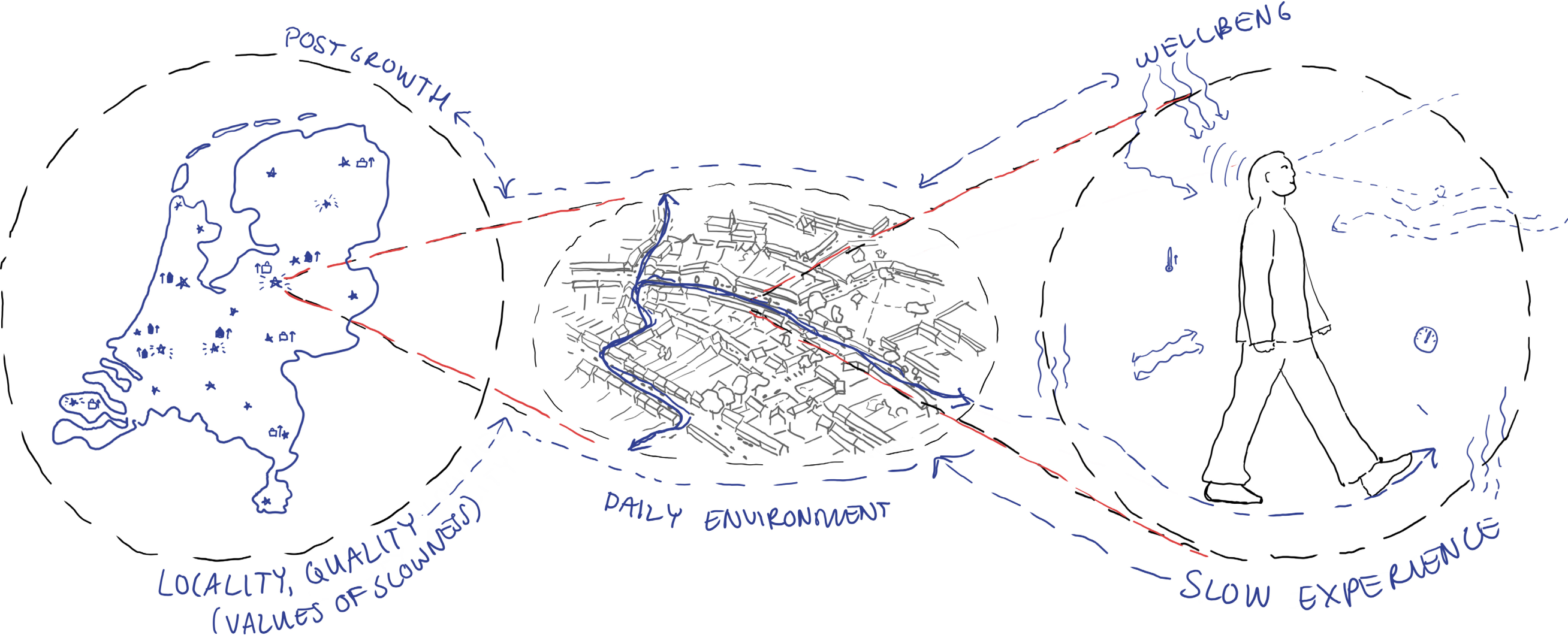


^ <https://www.iamsterdam.com/ontdek/amsterdam-750-jaar/op-de-ring-praktische-informatie>



^ <https://www.boomzorg.nl/article/40769/wandelend-bos-daagt-uit-en-intrigeert>



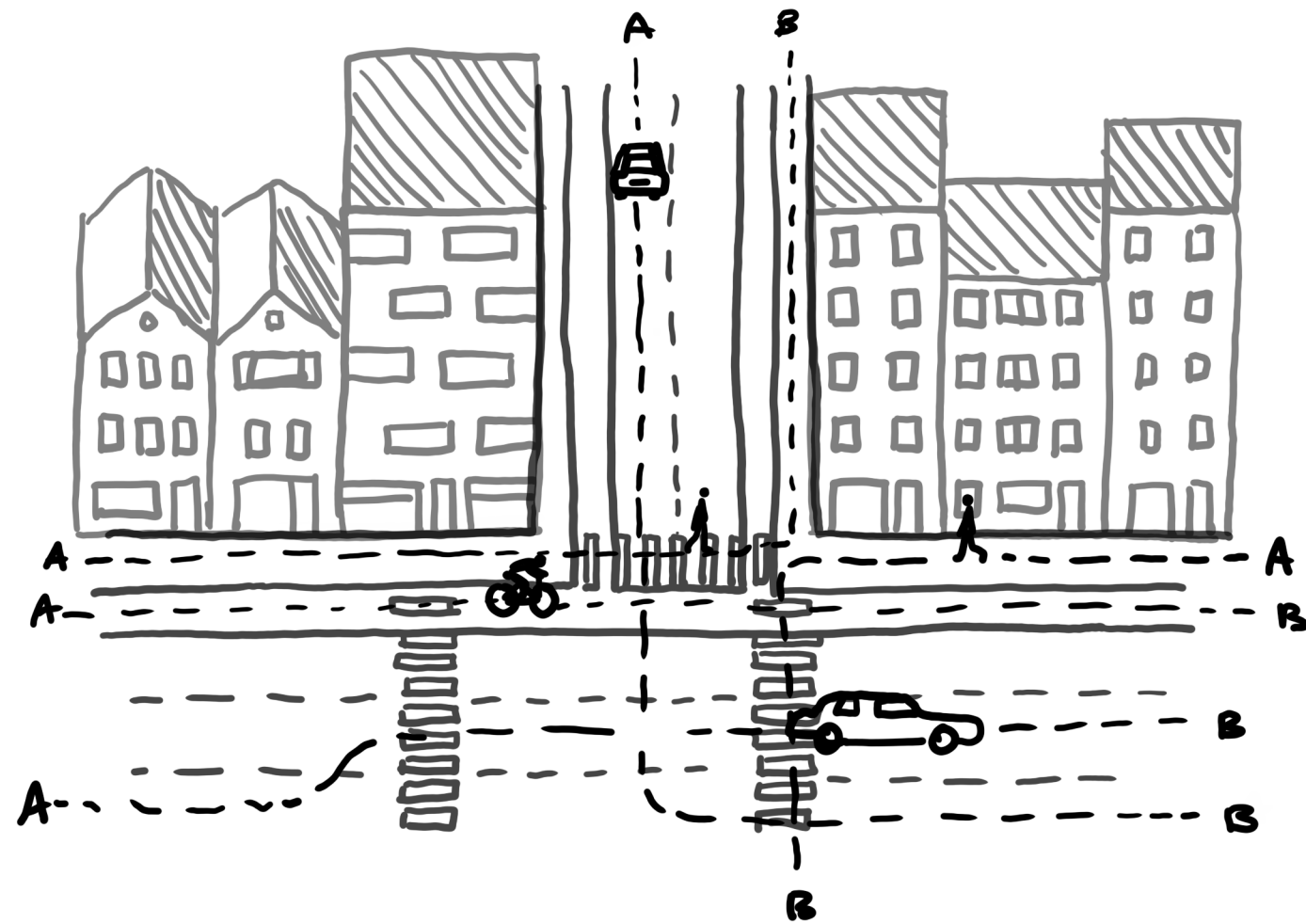




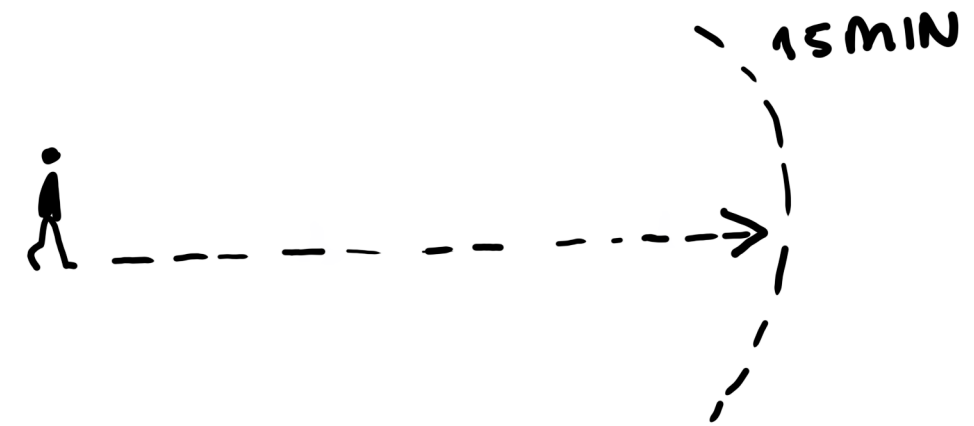
# Planners & designers

72/76

*planning for traffic*



*planning for time*





# Planners & designers

73/76

*planning for traffic*



*planning for humans, for staying*

*planning for time*



*planning for quality time,  
different for everyone*



# Bottom-up, citizens

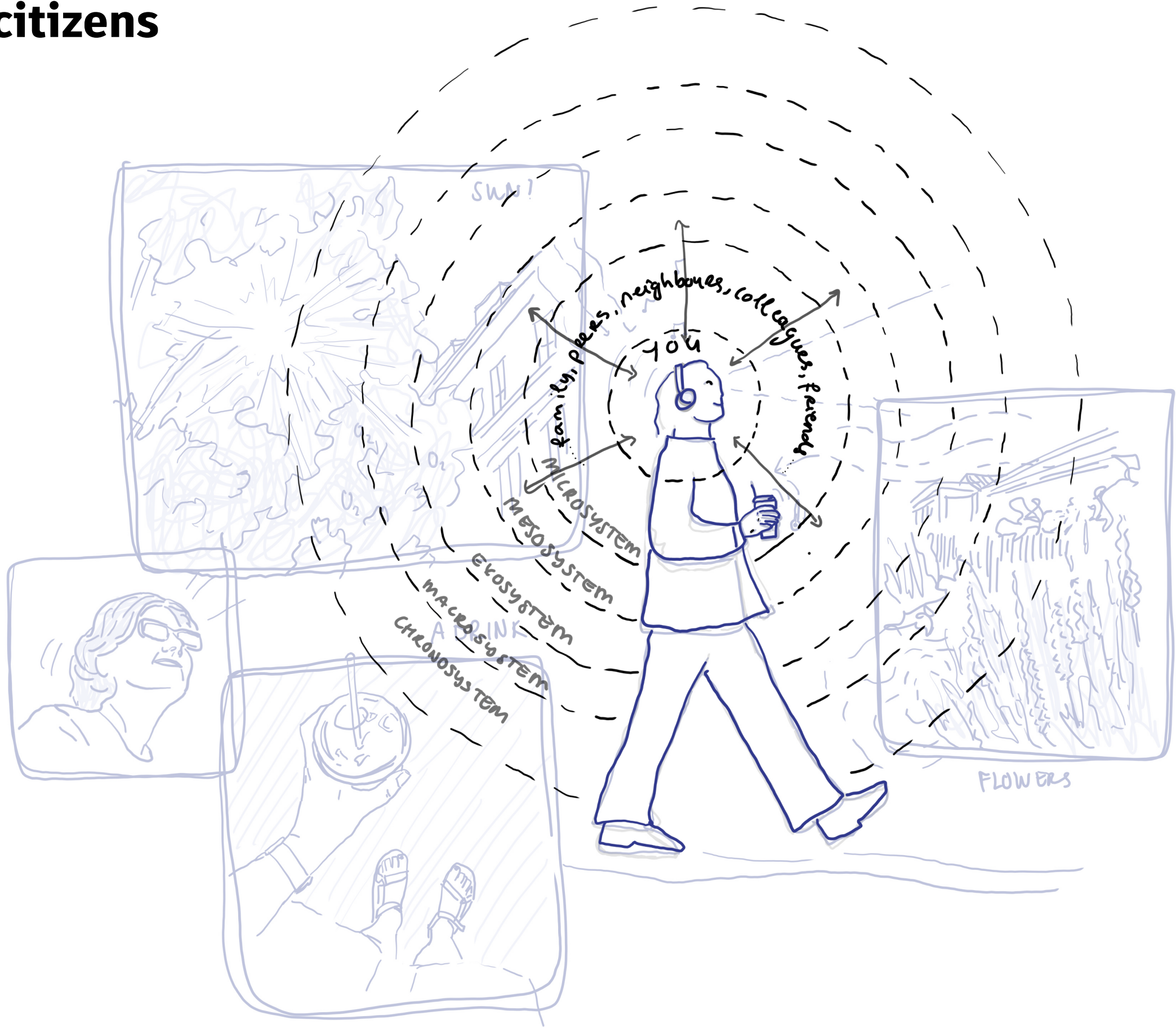
*Just walk*

74/76

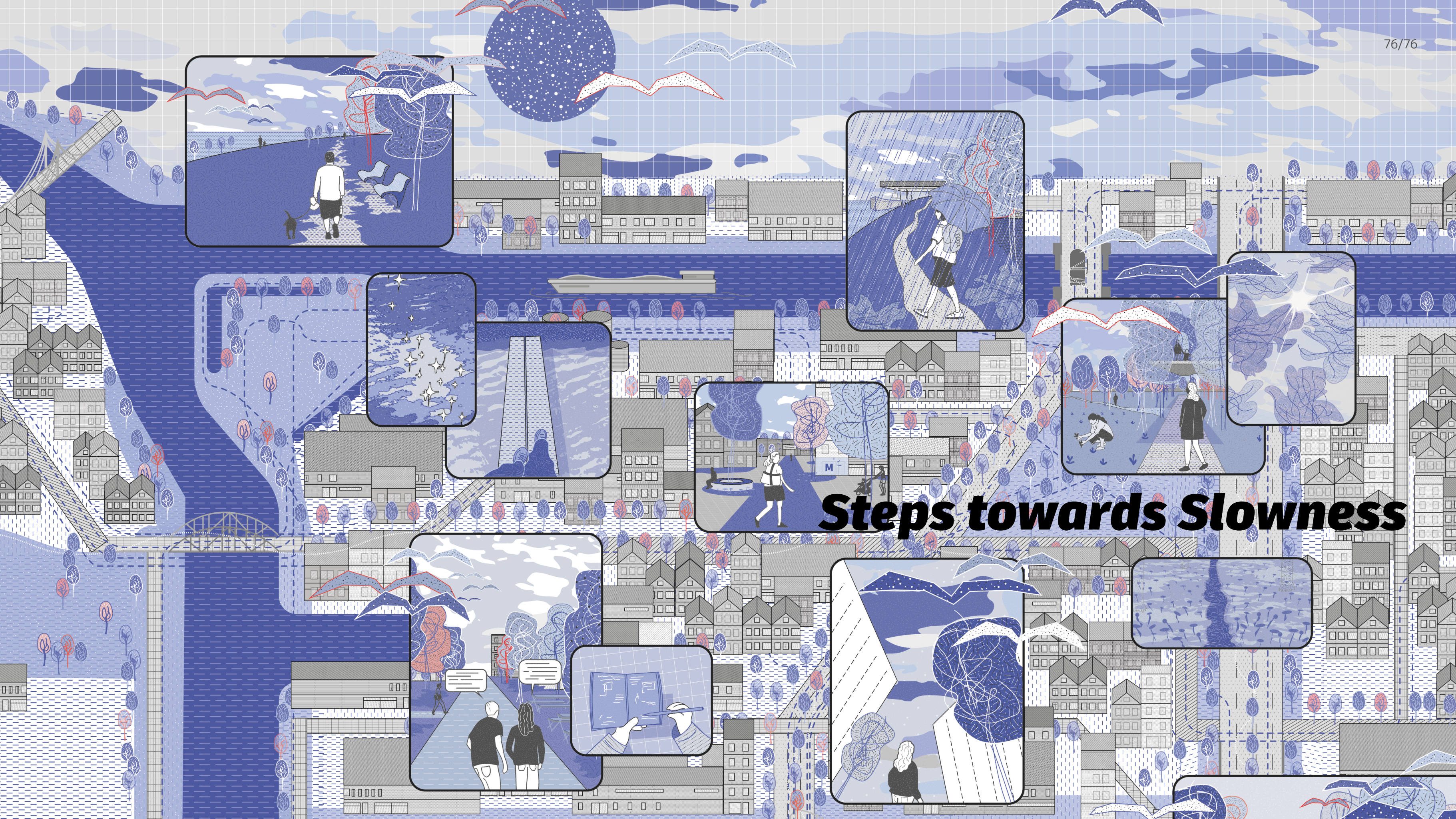




# Bottom-up, citizens







# Steps towards Slowness