



TOWARDS A POSITIVE CITY EXPERIENCE

A research-by-design in utilizing experience
as a stimulant for the prosperity of Vlissingen



MOTIVATION

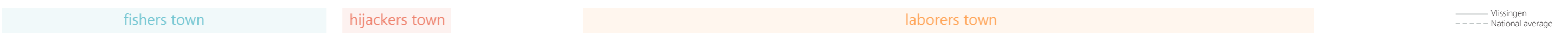
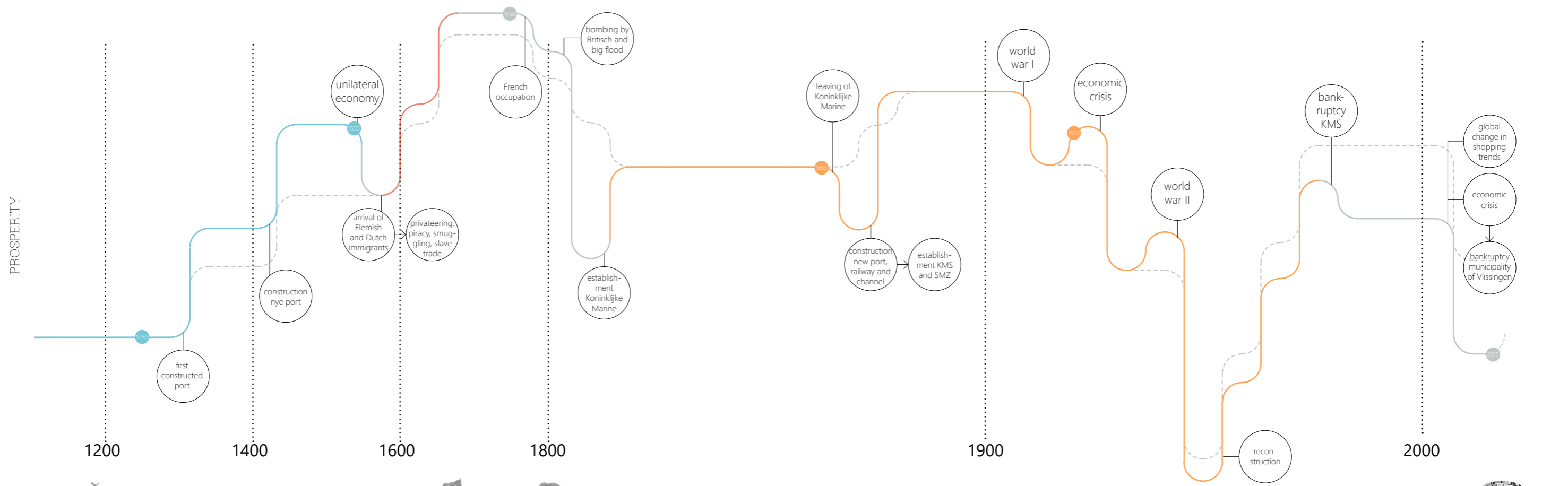


2002: Shopping in the inner city of Vlissingen with my parents



2018: Internet shopping or shopping for the experience, but not in Vlissingen

HISTORY



3 MAIN ISSUES

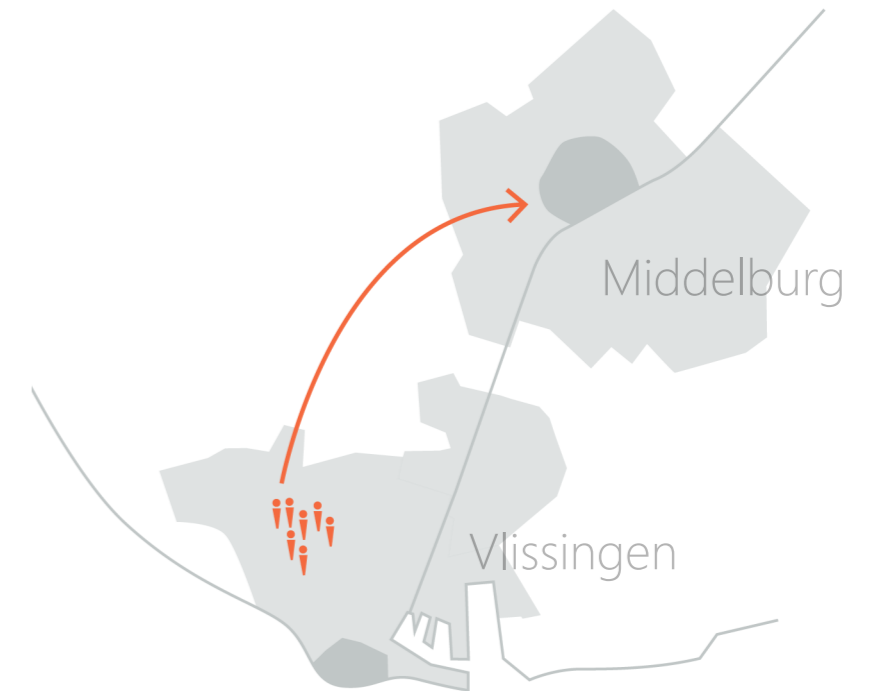
1. Deterioration of public space



2. Lack of representativeness for businesses



3. Lost sense of citizenship



EXPERIENCE AS STIMULANT FOR PROSPERITY



CONTENT

RESEARCH

experience
6 problems and chances
3 trends

SCENARIOS

scenario method
scenarios
recommendations

STRATEGY

program
mobility
image quality

DESIGN INTERVENTIONS

vissershaven
station area

CONCLUSION

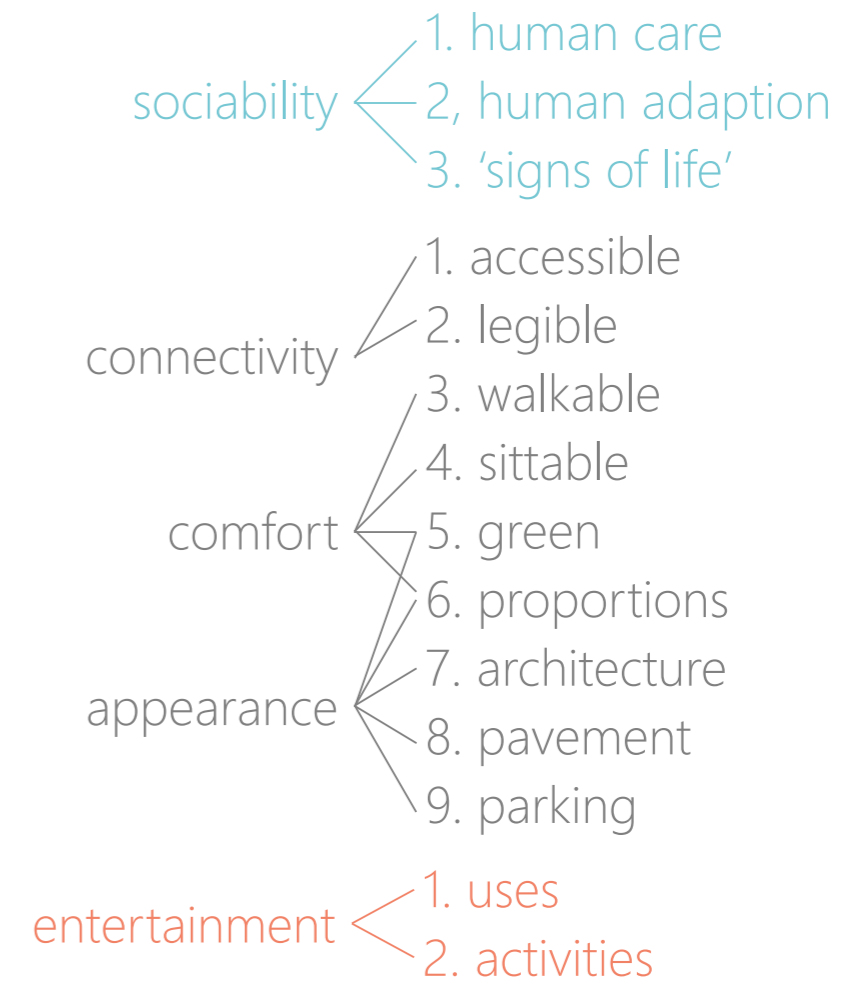
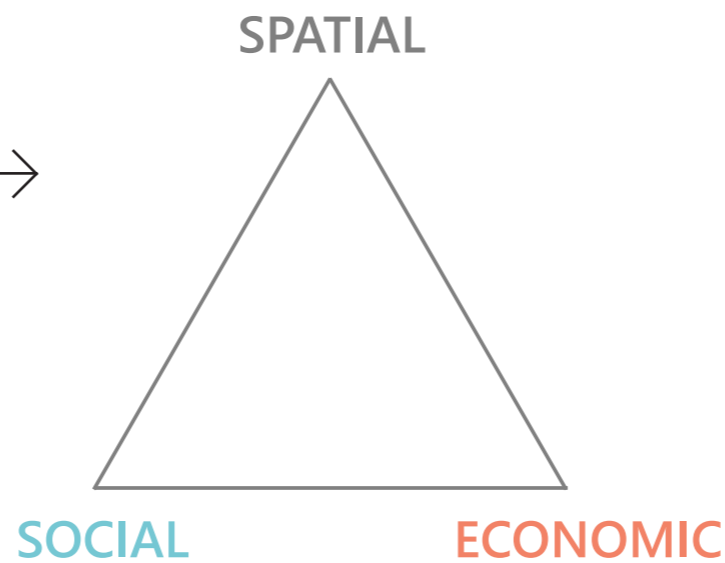
EXPERIENCE DETERMINANTS

subjective experience

associations, memories and embodied experiences

objective experience

experience most people pass through similarly



SCHELDEKWARTIER



SIX SPATIAL PROBLEMS

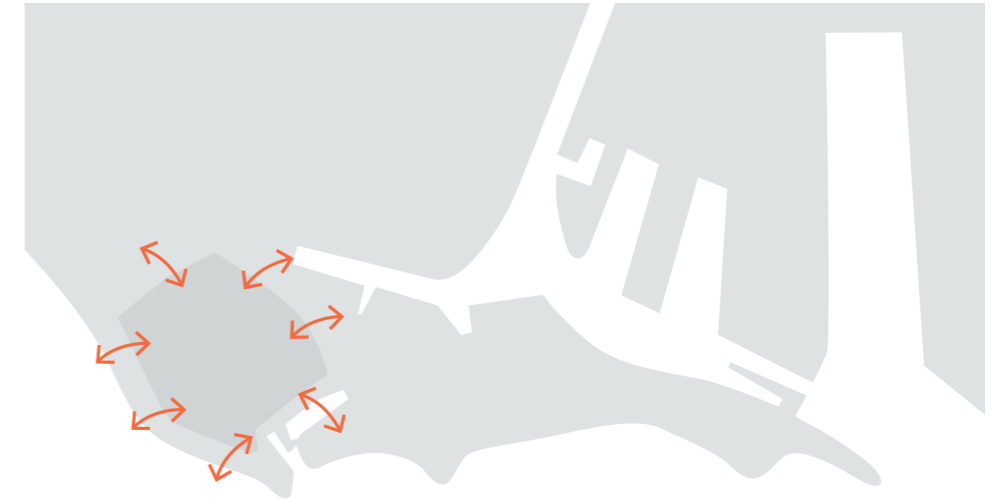
1. Large wasteland next to city centre



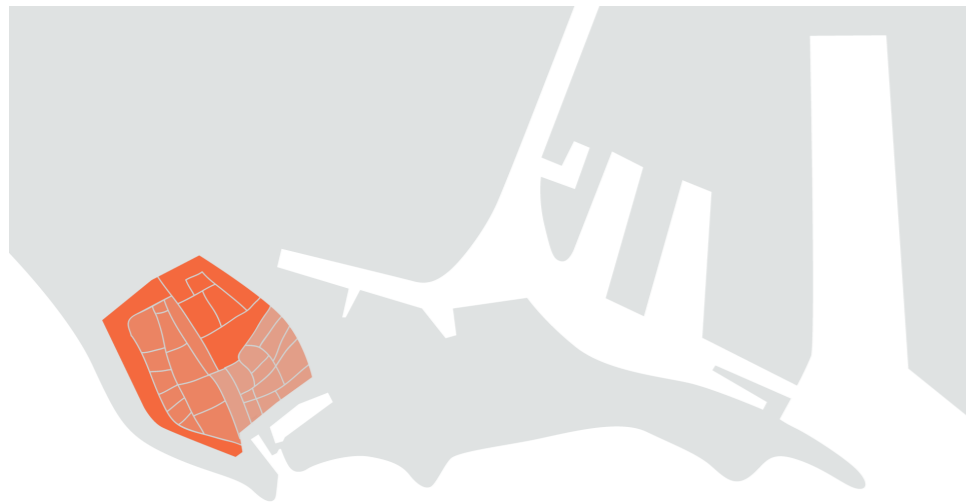
2. Scattered (attractive) amenities



3. Decontextualized from surroundings



4. Lost historic character



5. One-sided mobility approach



6. No cohesion in built environment



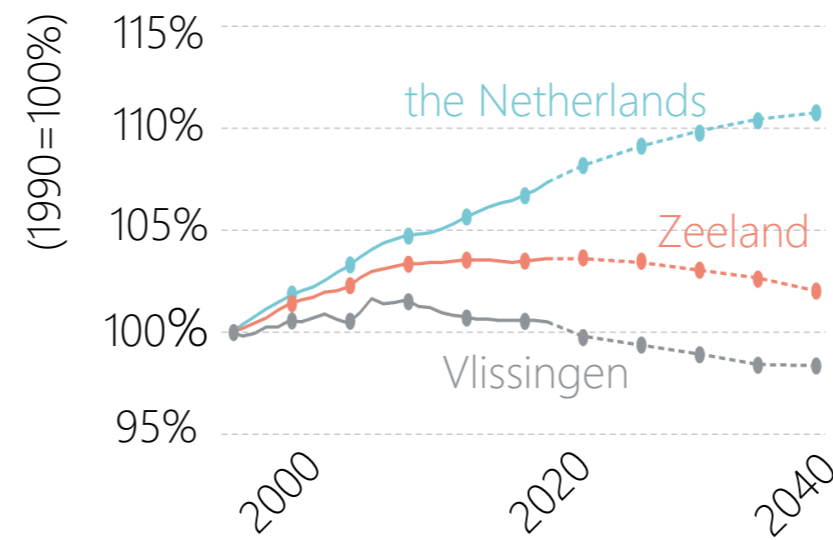
LOCAL TRENDS



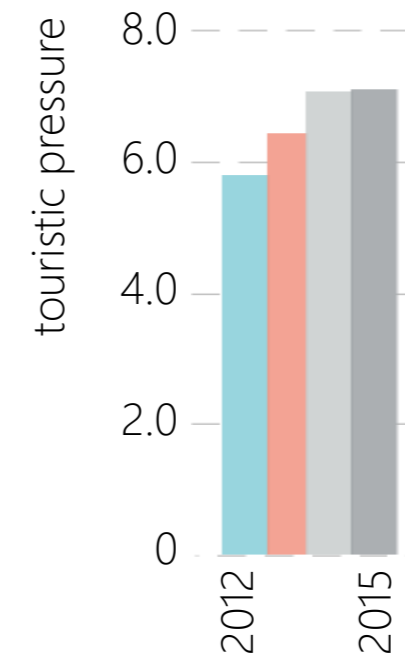
Growth harbour activity



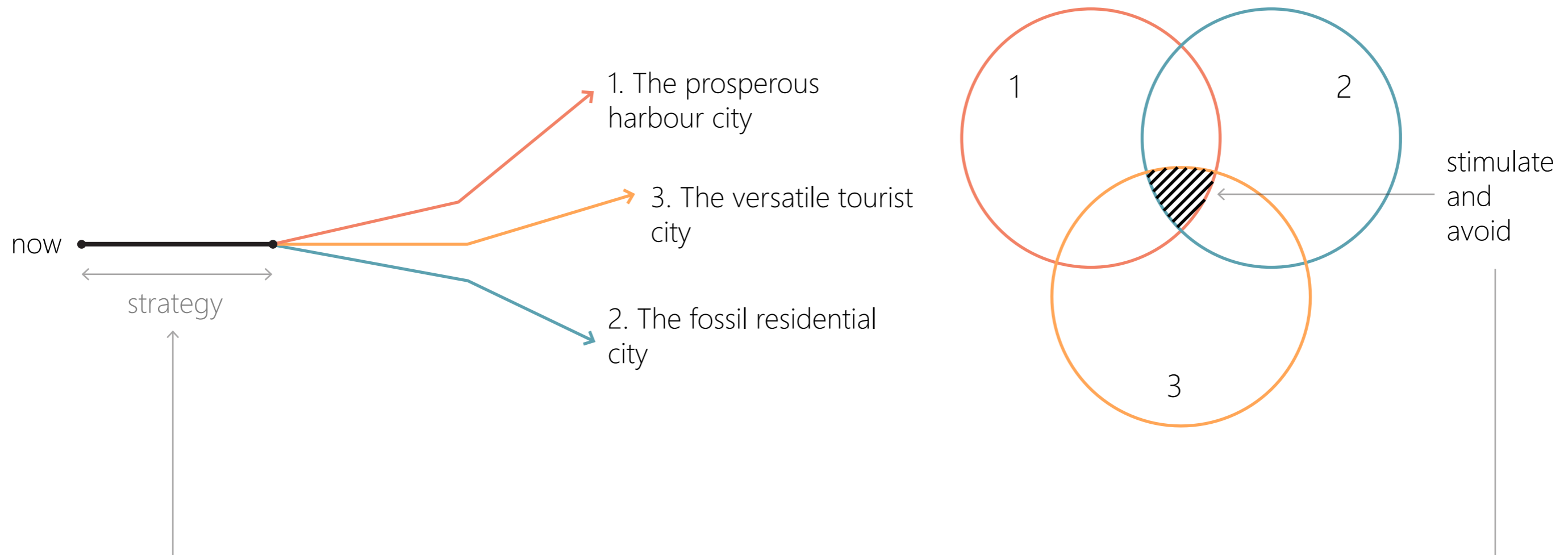
Population shrinkage and growth aging population



Growth tourism



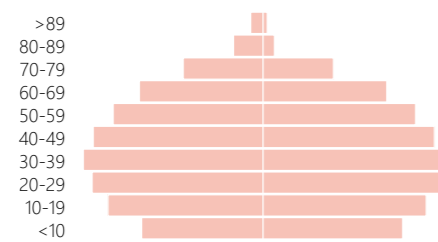
SCENARIO METHOD



SCENARIOS

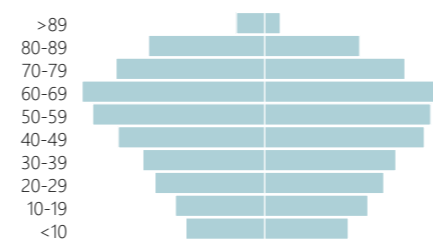
THE PROSPEROUS HARBOUR CITY

economy: harbour and knowledge
inhabitants: 60,000



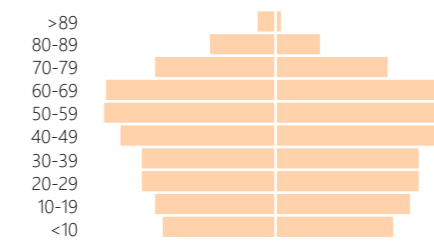
THE FOSSIL RESIDENTIAL CITY

economy: health and leisure
inhabitants: 20,000

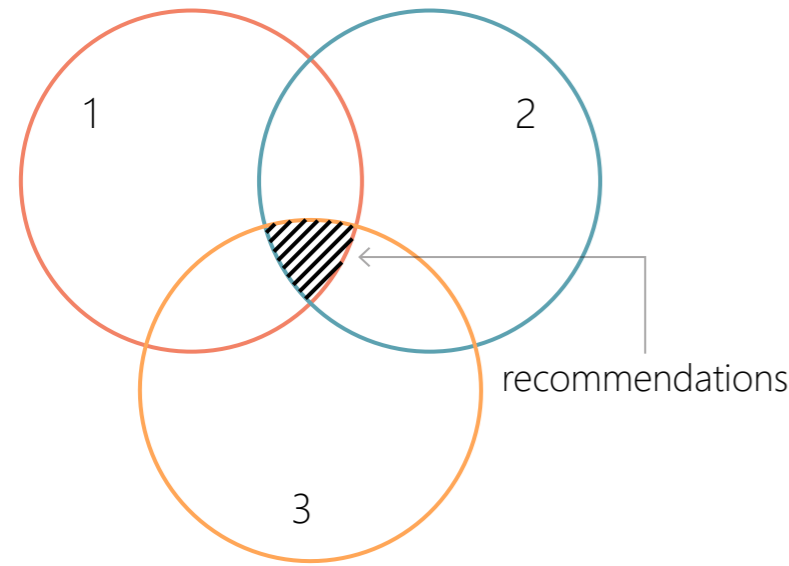


THE VERSATILE TOURIST CITY

economy: tourism
inhabitants: 33,000 + 800-900 tourists per day

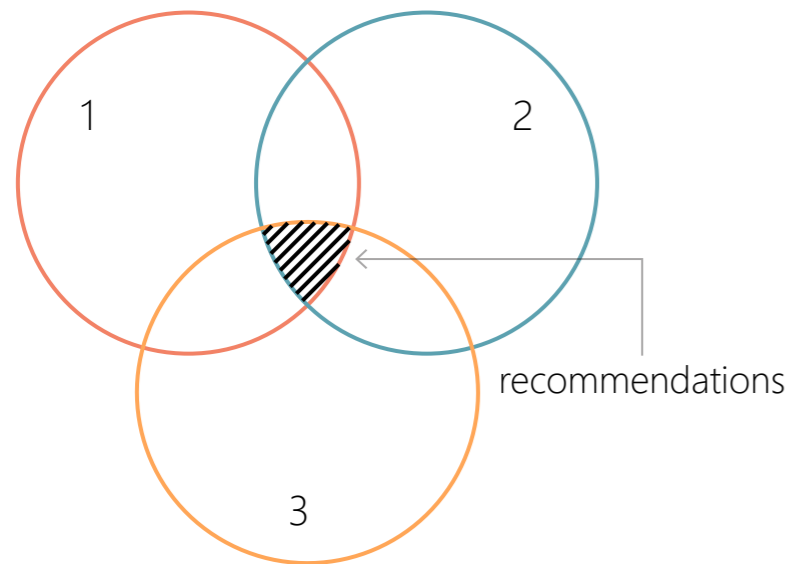


SPATIAL RECOMMENDATIONS



		<i>Scenario</i>		
		<i>1</i>	<i>2</i>	<i>3</i>
		<i>Spatial recommendations</i>		
<i>Program</i>	1. Centralize amenities	XXXX	XXX	XX
	2. Attract new amenities	XXX	X	XXX
	3. Redevelop or remove vacancy	X	XXX	X
	4. Cluster leisure amenities mainly in historic city centre	X	X	X
	5. Strategically place attractive amenities	X	X	X
<i>Mobility</i>	6. Plinth strategy	XXX	XXX	XX
	7. Improve car system	X		X
	8. Improve public transport	XXX	XXX	XXX
	9. Improve cycle system	X	X	X
	10. Strategically place parking facilities and public transport stops	XX	XX	XX
	11. Improve water transport		X	X
<i>Image quality</i>	12. Redevelop generic buildings and urbanism or redesign and renovate façades of generic buildings with low aesthetic value	XX	XX	XX
	13. Redesign back facades of boulevard	X	X	X
	14. Create cohesion by redesigning in the same style (paving, street furniture, green)	XX	XX	XX
	15. Create comfortable public spaces	XX	XX	X
	16. Create hierarchy in traffic type per street	X	X	X
	17. Ingenious new high-rise	X		X

SOCIO-ECONOMIC RECOMMENDATIONS



Economic recommendations

18. Facilitate economic growth optimally
19. Attract new business
20. Stimulate recreation, culture and health care as economic activities
21. Versatile tourism
22. Tempt people to stay more / longer in the city centre by creating a wider range of facilities

Social recommendations

23. Invest in young people
24. Attract young families
25. Attract well-of elderly

STRATEGY CONCEPT

CREATE A HIGH-QUALITY NETWORK THAT ATTRACTS A HIGH-QUALITY PROGRAM AND A DIVERSE AUDIENCE



HIGH-QUALITY NETWORK

CURRENT AXIS



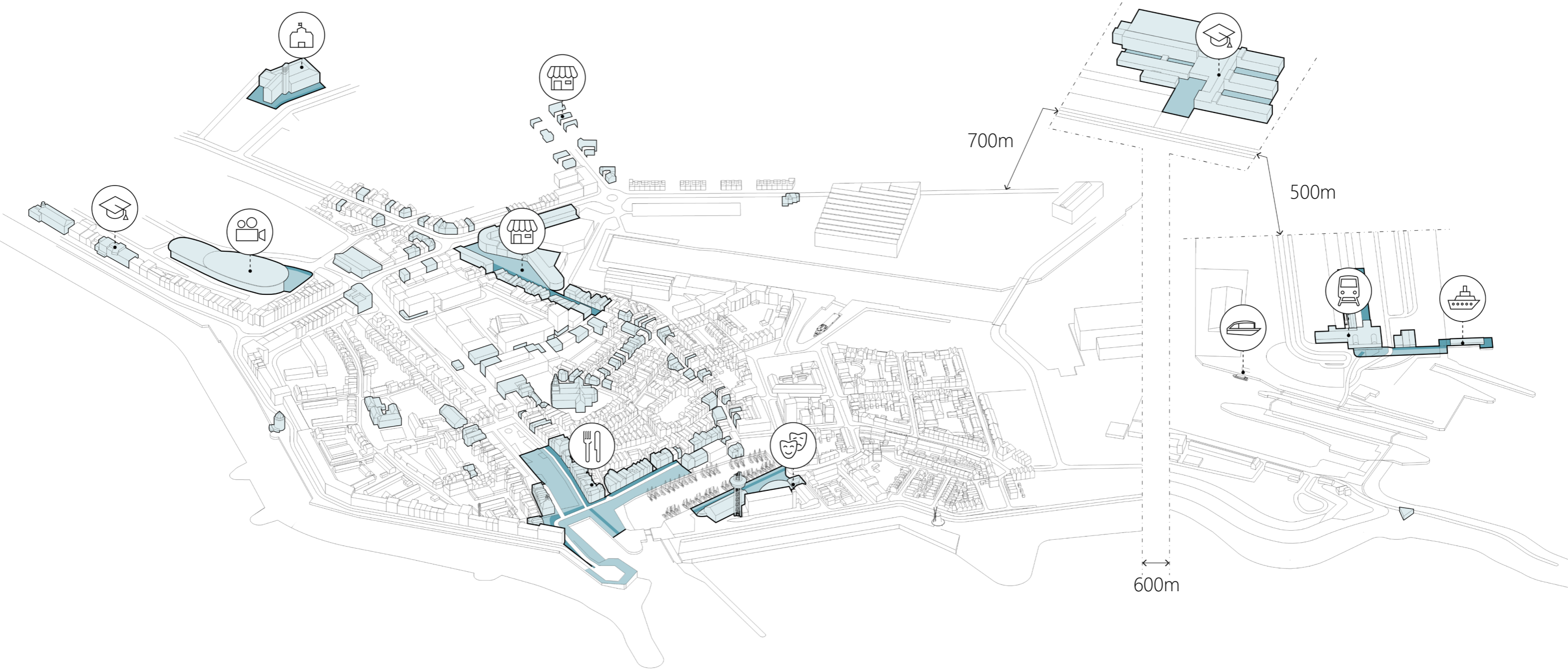
HIGH-QUALITY NETWORK

PROPOSAL



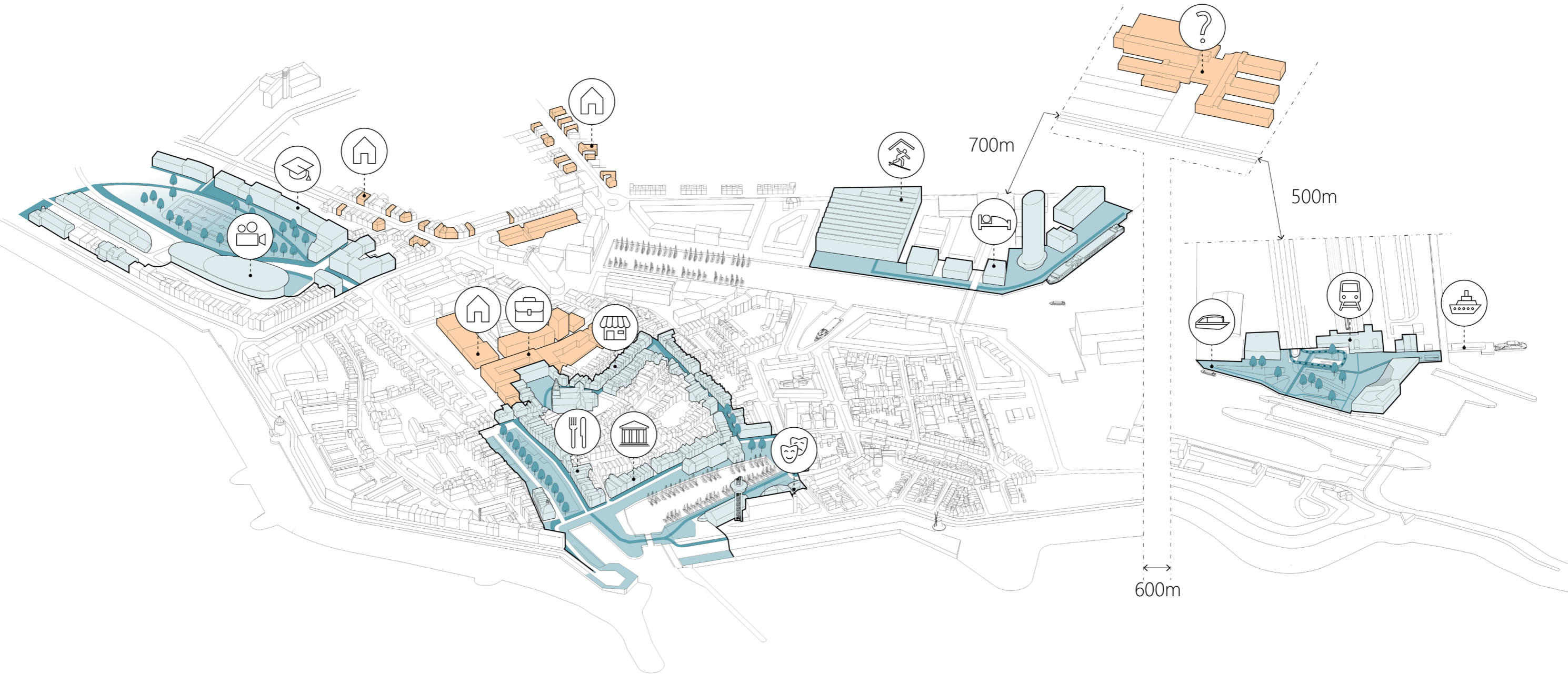
PROGRAM

CURRENT SITUATION: SCATTERED AMENITIES



PROGRAM

CLUSTERS AND REDEVELOPMENTS



PROGRAM

LINKING STREETS



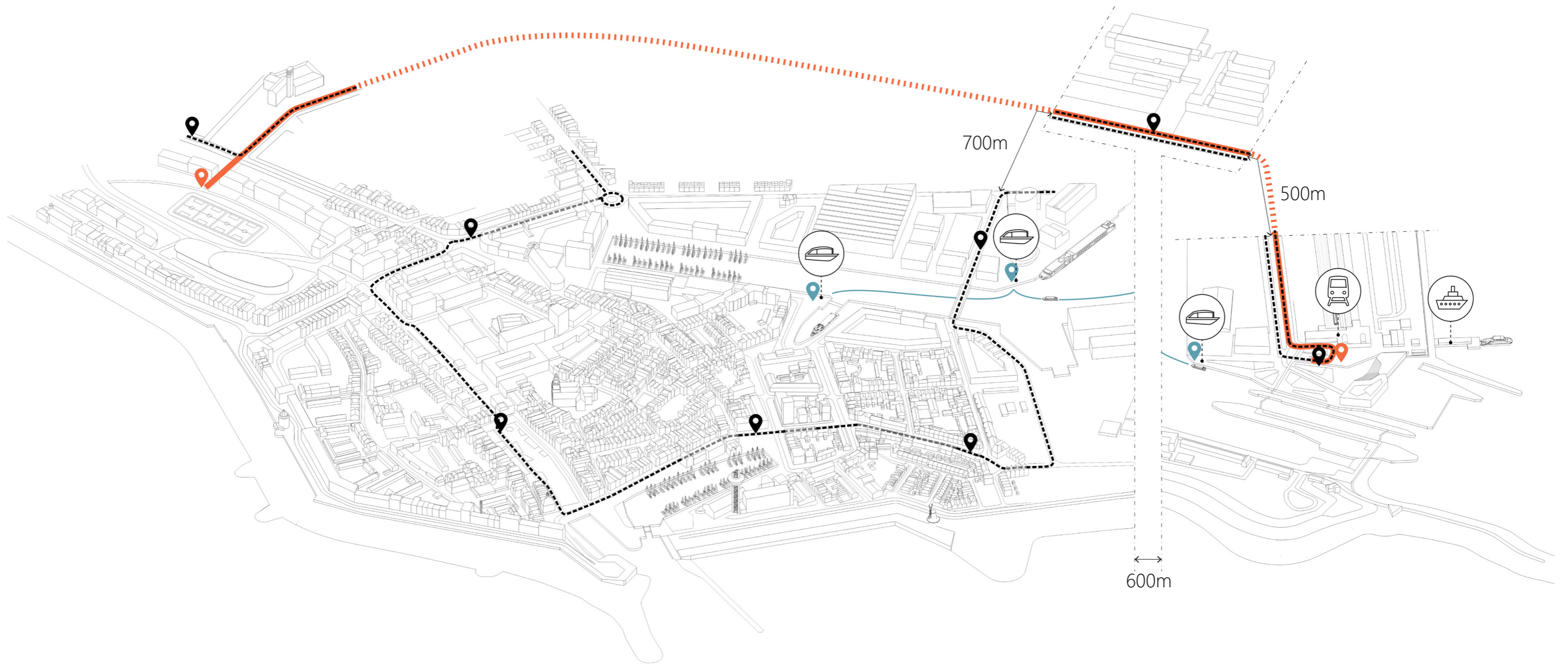
PROGRAM

ATTRACTIVE AMENITIES



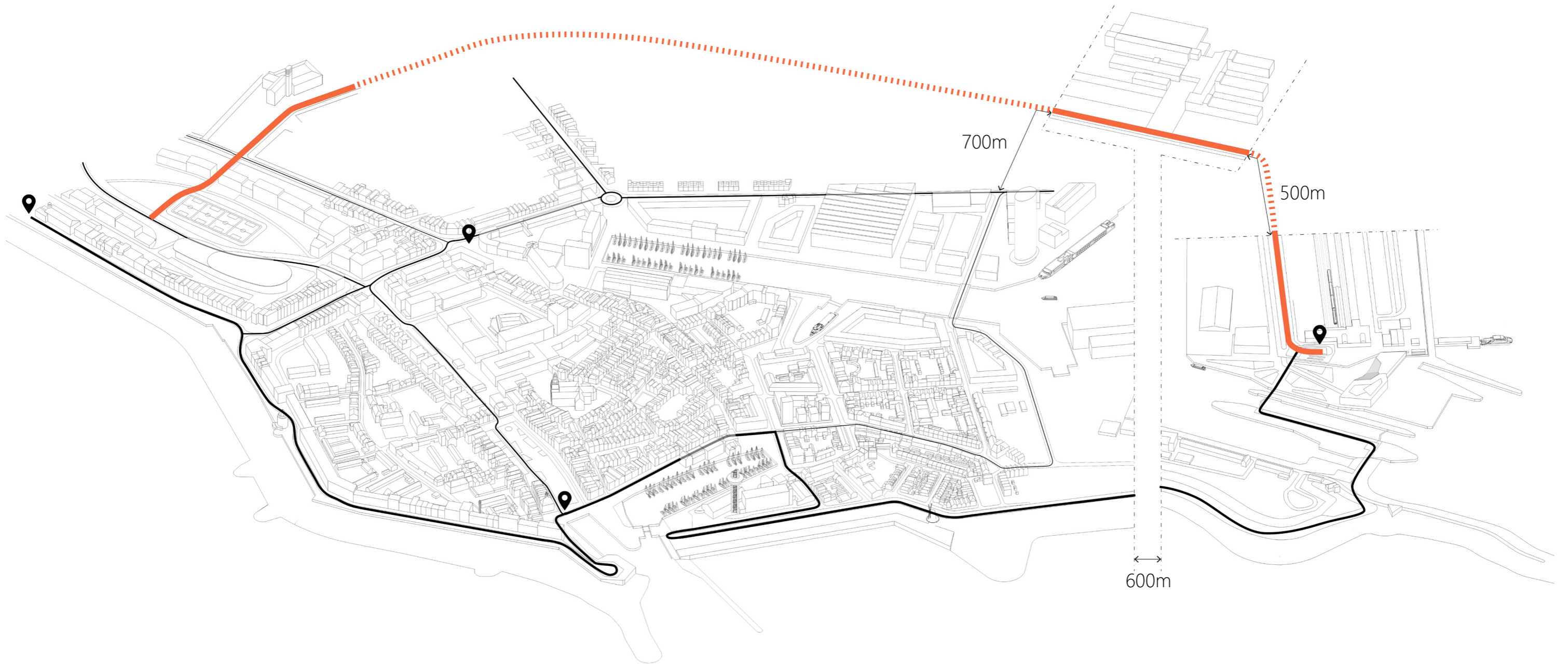
MOBILITY

PUBLIC TRANSPORT



MOBILITY

CYCLE SYSTEM



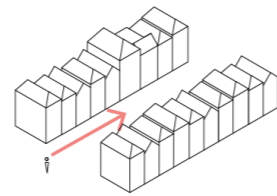
MOBILITY

PARKING FACILITIES

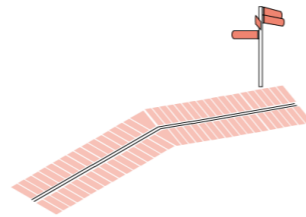


IMAGE QUALITY

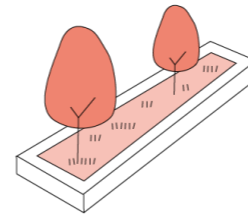
GUIDELINES FOR THE HIGH QUALITY NETWORK



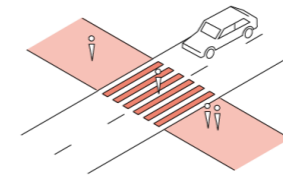
sightlines



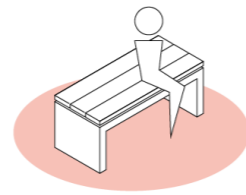
leading elements



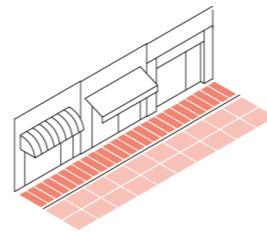
green



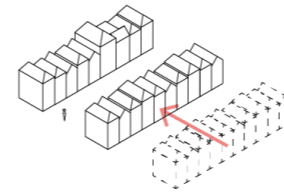
walkable



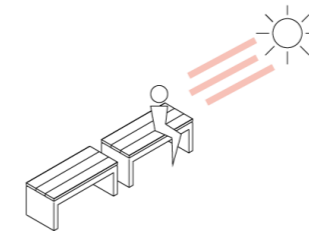
sittable



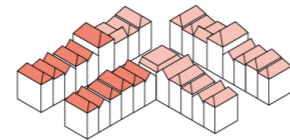
buffer zone



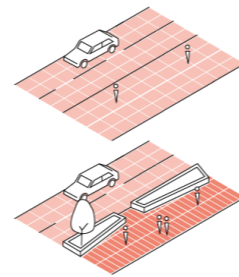
human scale



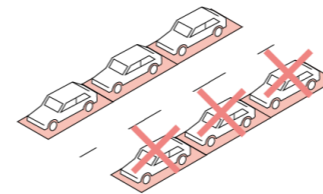
sun



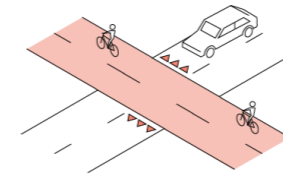
historic value



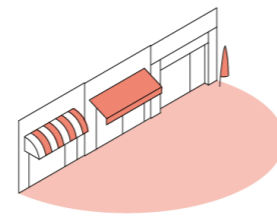
buffer zone



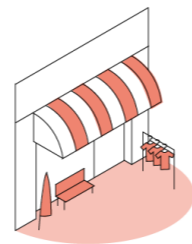
minimize parking



slow traffic



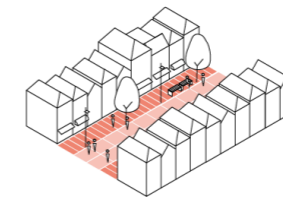
open plinth



extent on street



orient to street



cohesion

IMAGE QUALITY

CURRENT MATERIALIZATION IN THE CITY CENTRE

Paving



Benches



Lighting



Planters



Litter bins



Others



Poles



IMAGE QUALITY

SPHERES: BOULEVARD, HISTORIC AND MARITIME

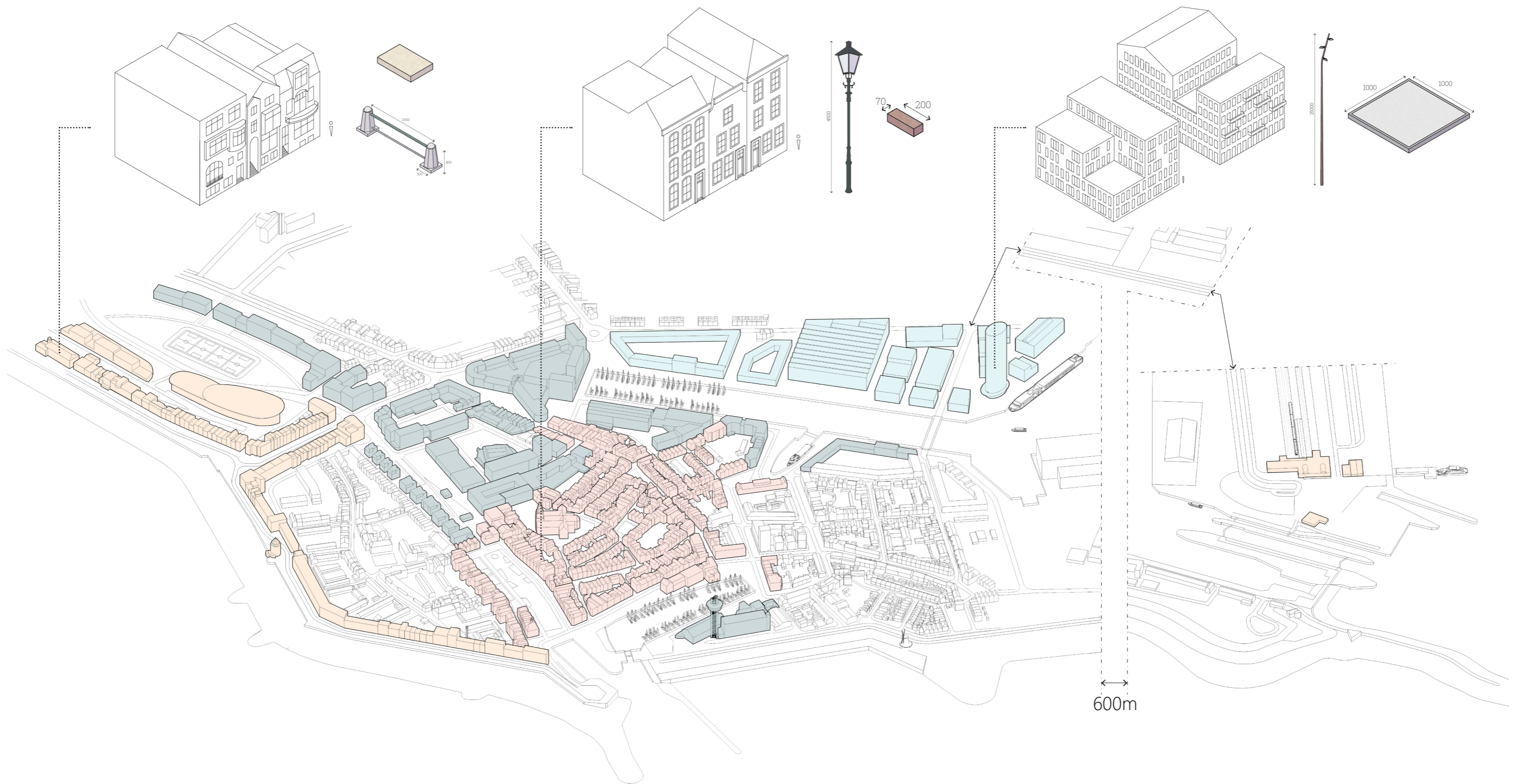
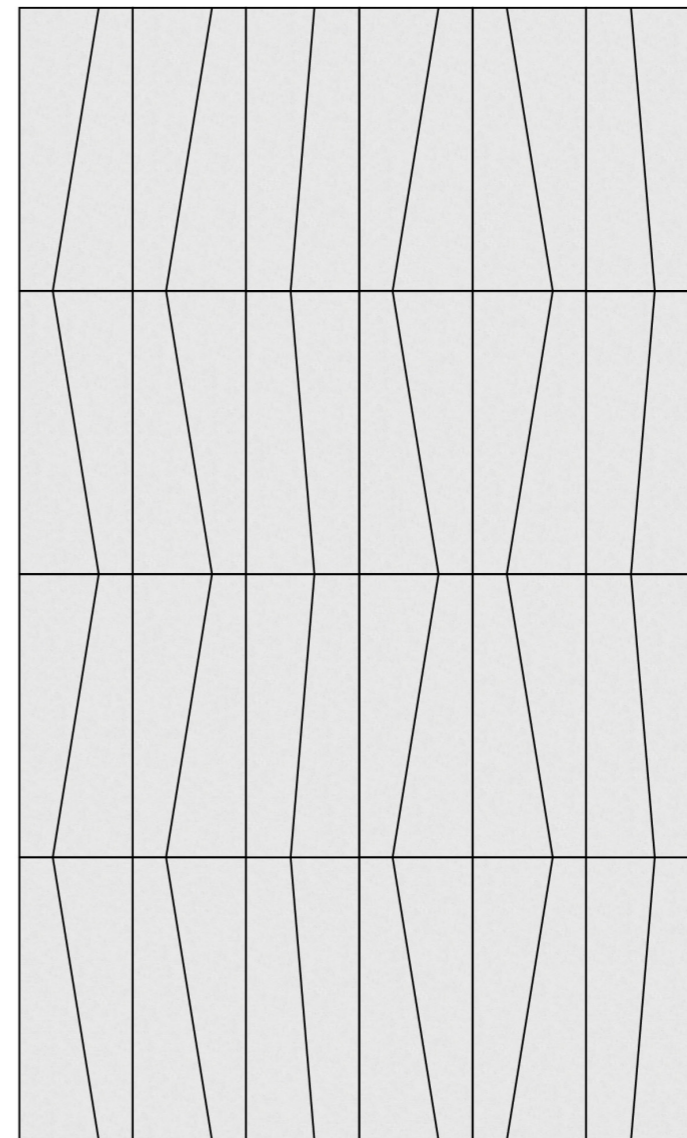
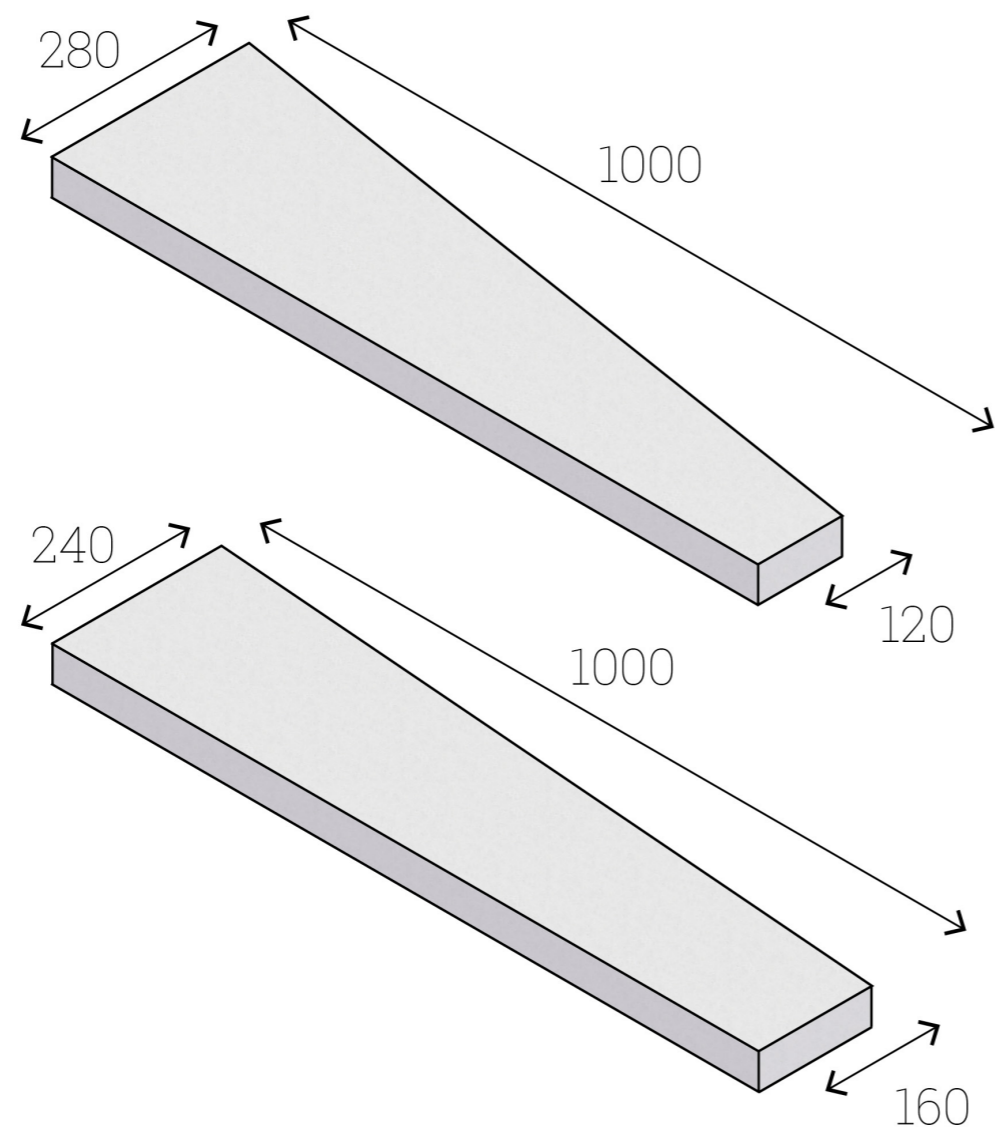


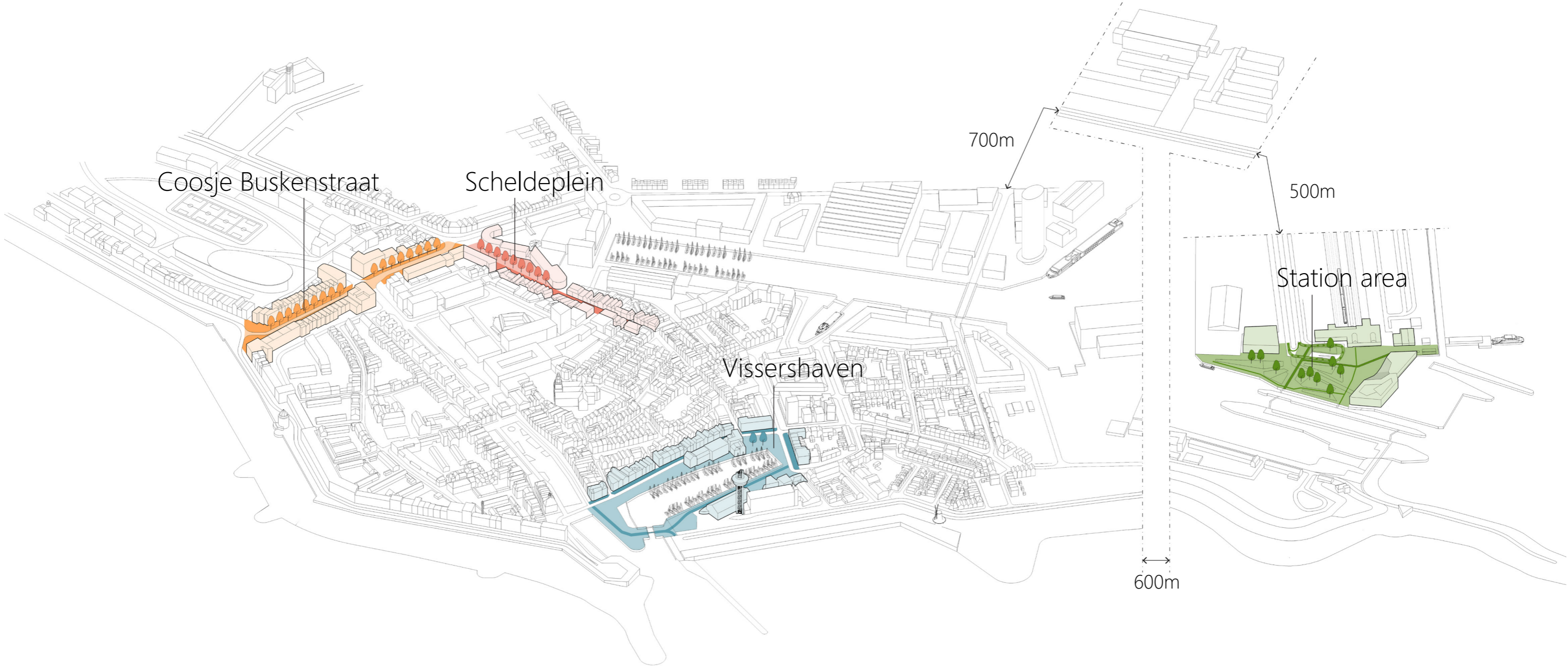
IMAGE QUALITY

NEW DEvised CONCRETE TILE



DESIGN INTERVENTIONS

4 DESIGNS



VISSERSHAVEN

CURRENT SITUATION



0 m 20 m 40 m 60 m



VISSERSHAVEN

CURRENT ISSUES

Car is dominant



Building does not unite with context



Barrier between buildings and harbour

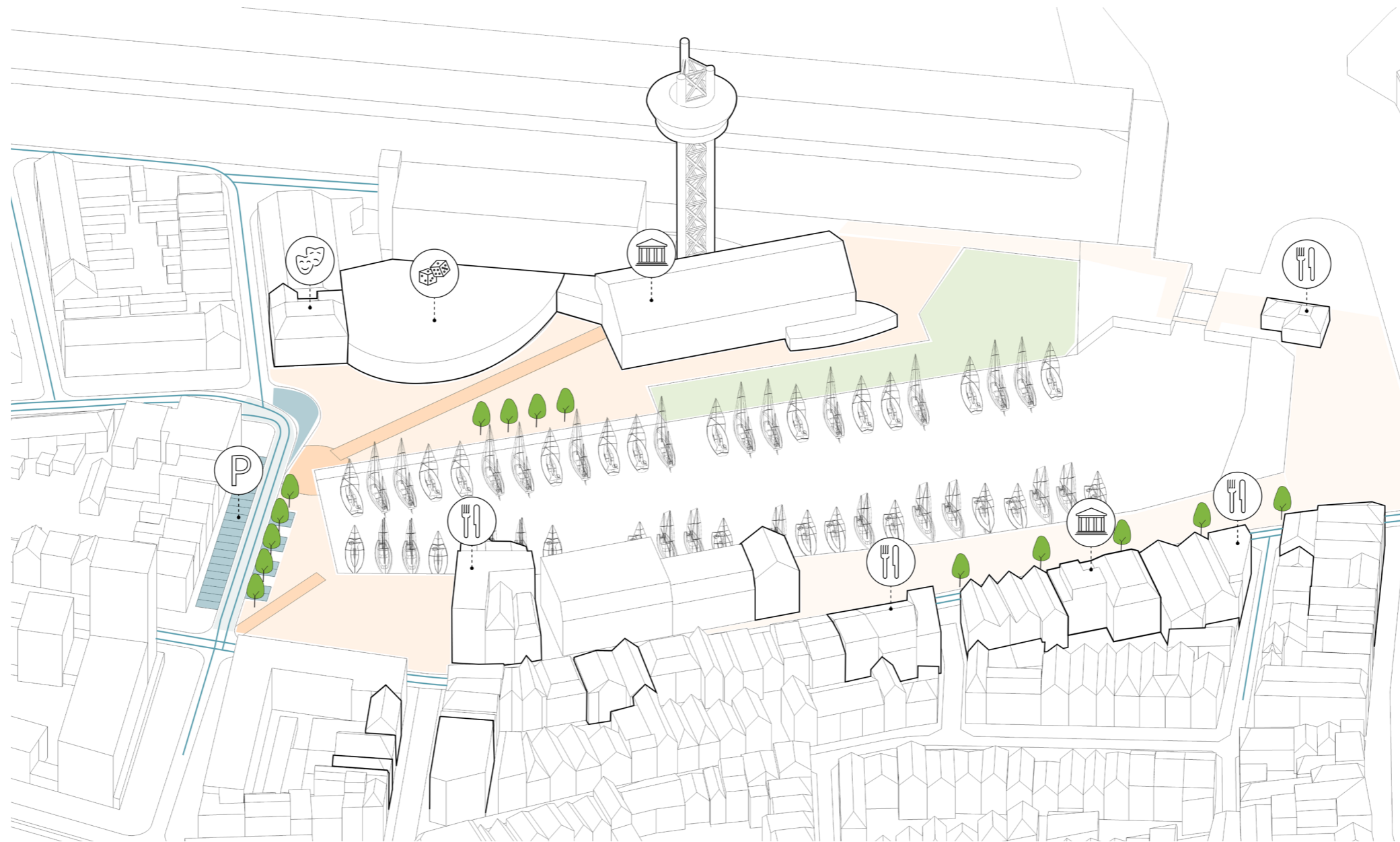


Messy pavement



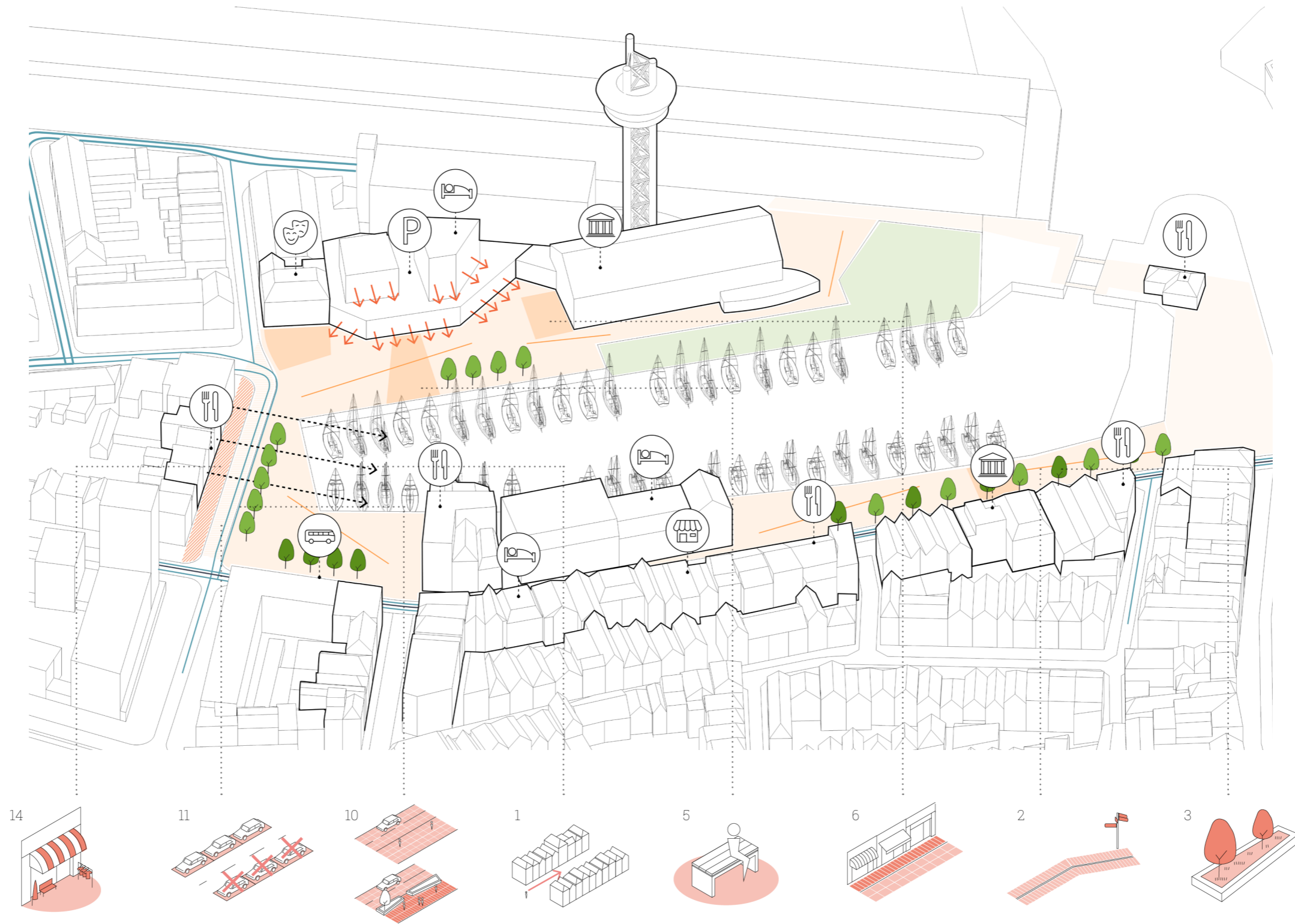
VISSERSHAVEN

CURRENT SITUATION



VISSERSHAVEN

DESIGN CONCEPTS



VISSERSHAVEN

CURRENT IMPRESSION



VISSERSHAVEN

IMPRESSION



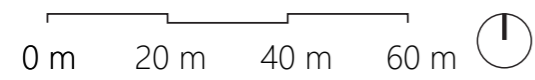
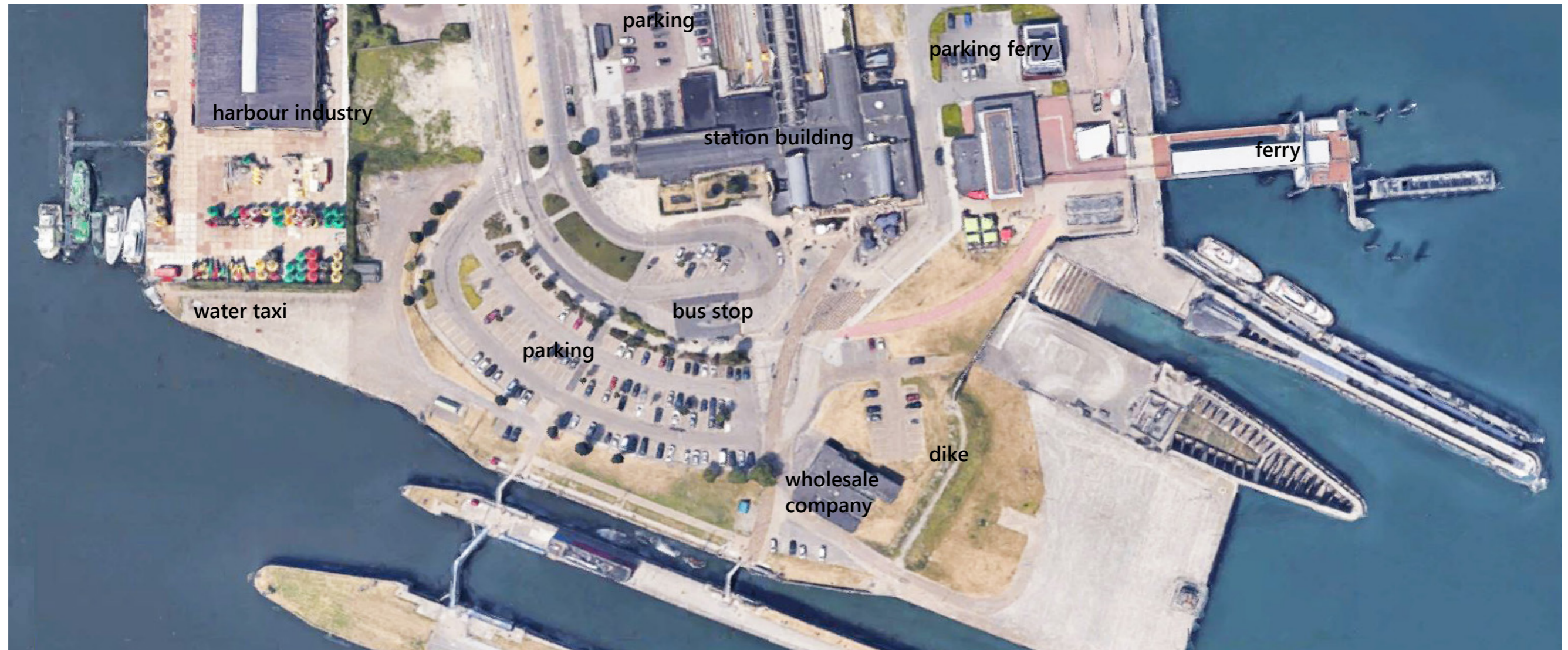
VISSERSHAVEN

IMPRESSION BY NIGHT



STATION AREA

CURRENT SITUATION



STATION AREA

CURRENT ISSUES

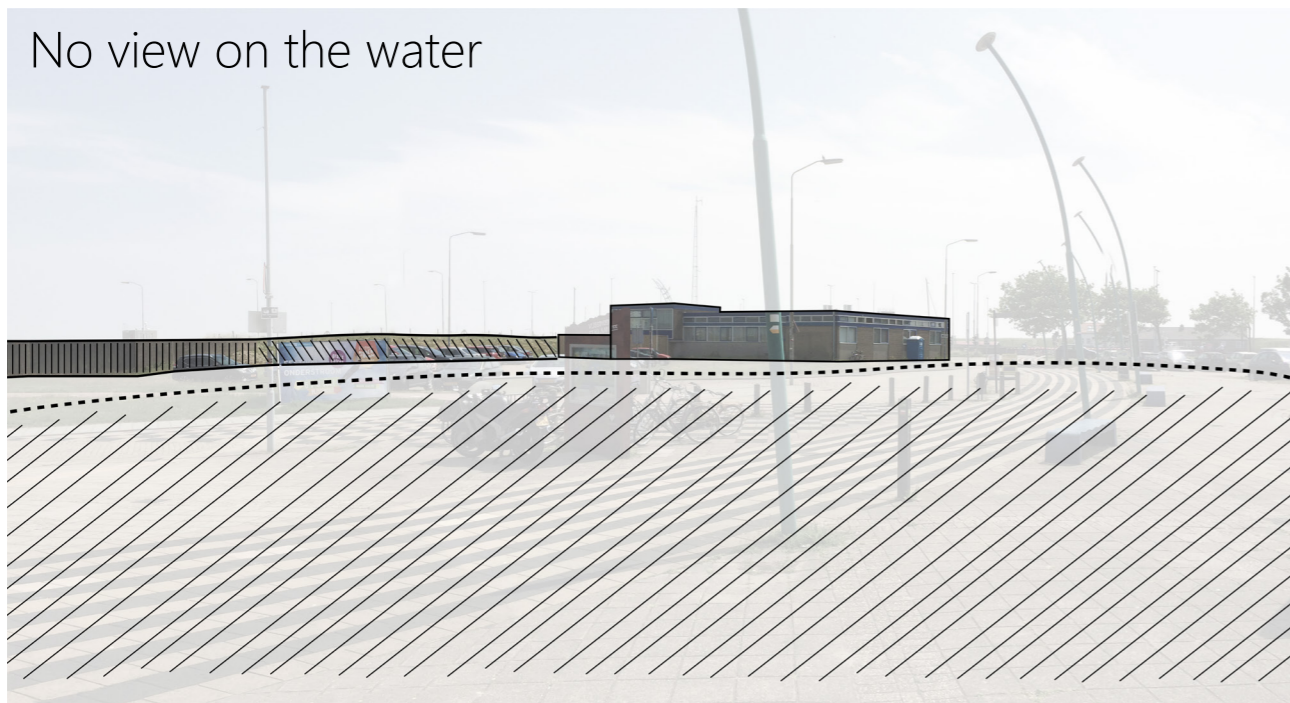
No square feeling



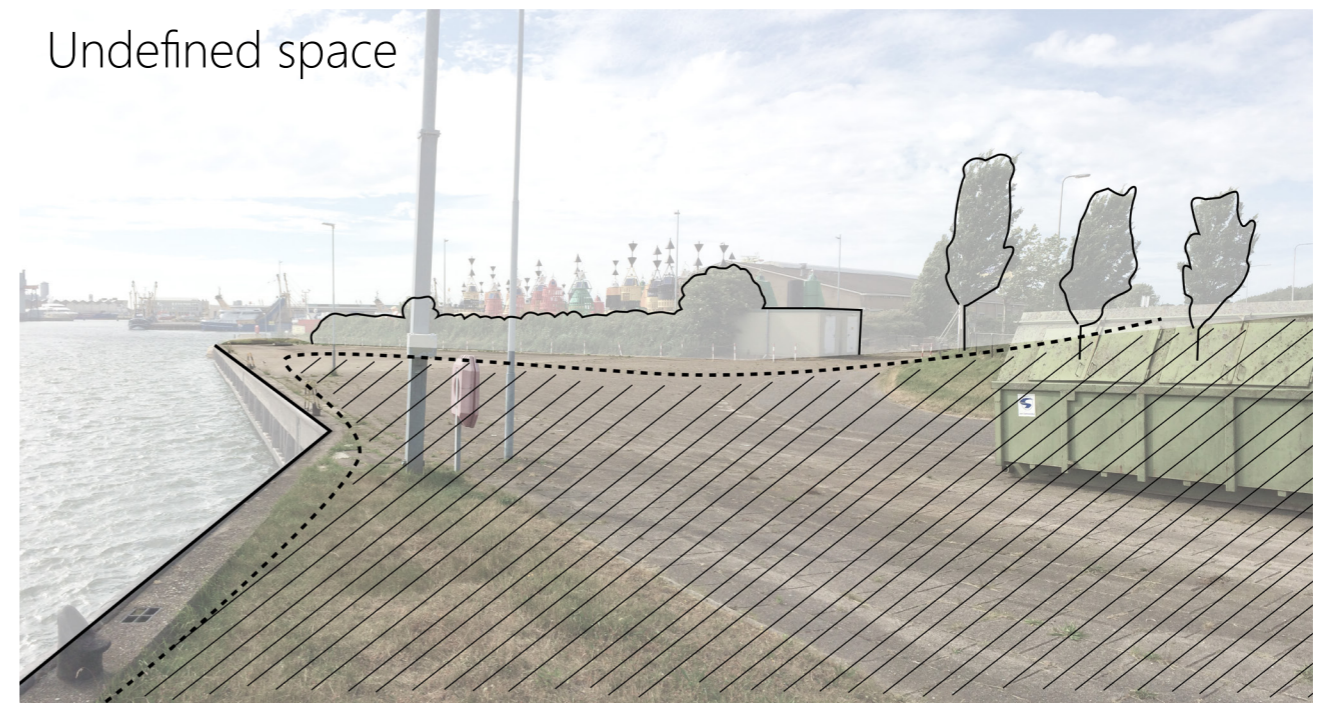
Water taxi is not visible



No view on the water



Undefined space



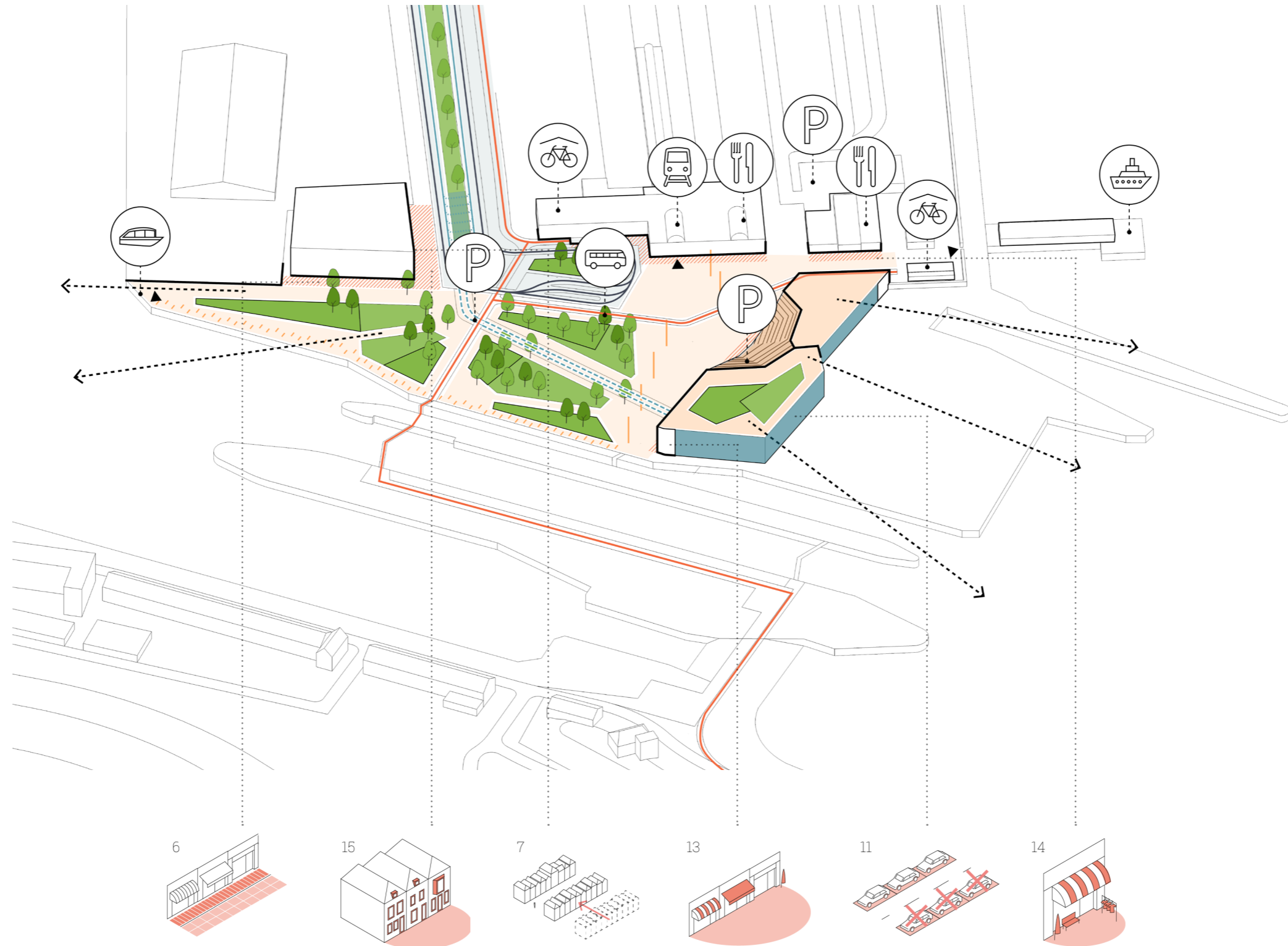
STATION AREA

CURRENT SITUATION



STATION AREA

DESIGN CONCEPTS



STATION AREA

CURRENT IMPRESSION



STATION AREA

IMPRESSION



STATION AREA

IMPRESSION BY NIGHT



STATION AREA

CURRENT IMPRESSION



STATION AREA

IMPRESSION



STATION AREA

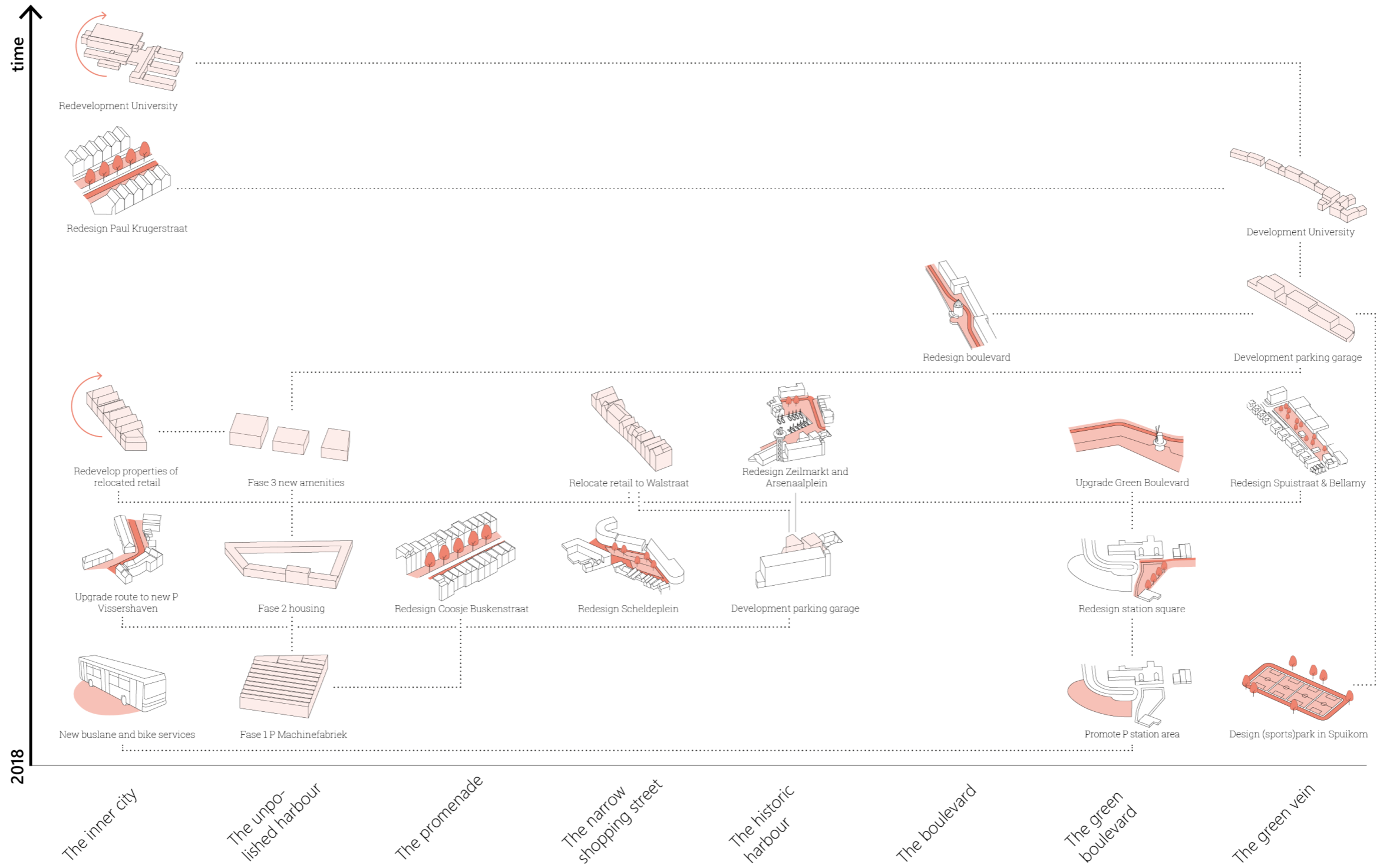
IMPRESSION BY NIGHT



HIDDEN BENEFITS



PHASING





**TOWARDS A POSITIVE
CITY EXPERIENCE**

Thank you!