TOWARDS A POSITIVE CITY EXPERIENCE
A research-by-design in utilizing experience as a stimulant for the prosperity of Vlissingen
2002: Shopping in the inner city of Vlissingen with my parents

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

HISTORY

URBAN STRUCTURE

PROPERTY

LINE

IDENTITY

fishers town

hijackers town

laborers town

1200 1400 1600 1800 1900 2000

INTRODUCTION  SCENARIOS  STRATEGY  DESIGN INTERVENTIONS  CONCLUSION

1/51
3 MAIN ISSUES

1. Deterioration of public space
2. Lack of representativeness for businesses
3. Lost sense of citizenship
EXPERIENCE AS STIMULANT FOR PROSPERITY
<table>
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<tr>
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<tr>
<td>experience</td>
<td>scenario method</td>
<td>program</td>
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<td>6 problems and chances</td>
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<td>3 trends</td>
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</table>
subjective experience
associations, memories and embodied experiences

objective experience
experience most people pass through similarly

EXPERIENCE DETERMINANTS

SPATIAL

SOCIAL

ECONOMIC

1. human care
   2. human adaptation
   3. 'signs of life'

sociability

connectivity

comfort

appearance

entertainment

1. accessible
   2. legible
   3. walkable
   4. sittable
   5. green
   6. proportions
   7. architecture
   8. pavement
   9. parking

1. uses
   2. activities
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

INTRODUCTION

RESEARCH

SCENARIOS

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DESIGN INTERVENTIONS

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SCENARIO METHOD

INTRODUCTION

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CONCLUSION
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

**Spatial recommendations**

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

**Scenario**

<table>
<thead>
<tr>
<th>Program</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
<th>Scenario 3</th>
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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
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

LINKING STREETS
MOBILITY

CYCLE SYSTEM
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

INTRODUCTION
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IMAGE QUALITY

NEW DEVISED CONCRETE TILE

INTRODUCTION

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VISSERSHAVEN

CURRENT SITUATION
CURRENT ISSUES

Car is dominant

Building does not unite with context

Barrier between buildings and harbour

Messy pavement
VISSERSHAVEN

CURRENT SITUATION
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

CURRENT IMPRESSION
STATION AREA

IMPRESSION BY NIGHT
HIDDEN BENEFITS

- economy
- stimulate cycling
- water infiltration
- biodiversity
- traffic safety

- economy
- stimulate cycling
- water infiltration
- biodiversity
- traffic safety
TOWARDS A POSITIVE
CITY EXPERIENCE

Thank you!