MASTERS

De Koog recovered
bottom-up touristic initiatives for a more resilient De Koog

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De Koog Recovered

Bottom-up touristic initiatives for a more resilient De Koog
Preface

The island of Texel was one of the topics during the exhibition: Urban By Nature on the International Architecture Biennale in Rotterdam. In this exhibition the environmental processes that have shaped the island played a central role. Due to the success of the exhibition the research was continued in collaboration with Eindhoven University of Technology and the Texel Metabolized graduation studio was born.

The graduation project described in this book comes after a collective research done by the studio and has taken interest in the economic processes that have transformed the island. Especially focusing on the touristic village of De Koog. Within the project strategies are developed that stimulate a bottom-up process in the village. From the strategies architectural case studies are derived that hope to inspire to the construction of new small-scale touristic interventions.

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1. Introduction

This graduation project is part of a graduation studio that is about the Dutch island of Texel. The studio is called: ‘Texel Metabolized’ and originated from previous ambitions and efforts of the island to become more sustainable and self-sufficient. Texel is profiling itself as a small version of The Netherlands and therefore could be seen as a test case for future scenarios. The theme of ‘metabolism’ focusses on the invisible processes that have shaped the island over time. This has resulted in a collective research mapping the social, economic, natural and artificial mechanisms of the island. These maps were collected in an atlas of Texel and some of them can also be found in this book.

In relation to the studio this project has taken the economic position of the island as a starting point. In the past the island of Texel has found its economic existence in a variety of things. It played an important part in serving ships during VOC times and its agriculture and fisheries always provided the islands community. Over the course of the last century the island mostly grew in the hosting of touristic activity which during the last decades reached its height with the introduction of mass tourism. The village of De Koog emerged as the center for touristic activity hosting a variety of campsites and hotels. In the later stage of mass tourism De Koog mostly catered towards an adolescent audience that now due to cheaper and sunnier alternatives is decreasing. The decrease in tourism and thus decrease in income has left the local population worried about their economic position. This has guided the research part of the project to focus further on the village of De Koog and map out its ‘economic metabolism’.

Research into the economic metabolism of De Koog has revealed how over time the ownership of the village has been infiltrated by foreign commercial parties. These parties were able to purchase and speculate on land inside the village. The juxtaposition of what has been implemented by commercial parties from the top-down and what has been initiated from the bottom-up have shown that these foreign parties have undermined the village structure of De Koog. The large plots of hotels and closed off holiday parks have been unable to contribute to a vibrant village structure and sense of community. Instead they express a sense of superficial touristic entertainment which seems to be less admired by the contemporary touristic audience, leaving the village in an economic downward spiral. This has led to posting the research question:

*How can local ‘bottom-up’ touristic initiatives become a catalyst for an improved village structure and a more economically resilient De Koog?*

Opposed to inviting investors from outside the community to propose commercial investment plans for touristic exploitation this project focusses on what can be done from within the community, from local small-scale initiatives, or rather what can be initiated from the bottom-up. Although it sounds contradictory when it comes to tourism this project tries to stimulate what can be done from within the community to accommodate tourism. Eventually attempting to make the local community more economically resilient to future change with a locally routed approach to tourism. Further research has revealed the economic metabolism of De Koog and the proposed project is taking a critical standpoint to steer its metabolism in a different direction. This issue goes beyond the influence of the traditional architecture discipline and therefore the proposed solution is not conceived as one fixed
architectural plan. Instead this project focusses on the process that creates the built environment. The process of how economic opportunities are initiated, land is appropriated and eventually produces public spaces and architecture. A process with multiple outcomes.

This has resulted in multiple products and starts with a social incentive structure that stimulates urban strategies for three different locations within the village of De Koog. These strategies give shape to how small scale bottom-up economic opportunities can be implemented and at the same time together revitalize public space within the village structure. Subsequently for each location a set of building guidelines is given for the development of touristic accommodations. These guidelines address the possible issues on a building level and try to mediate in the building process so economic opportunities are equally distributed. The urban strategies and building guidelines are there to create resilience within the village structure whilst keeping spatial qualities in mind. This means there is a variety of possible outcomes and not one ideal plan. Within the three urban strategies a selection of exemplary case studies has been developed as inspiration for what kind of architecture can come forth within this process. All together they embody a catalyst for the process of touristic development in De Koog, guiding its economic metabolism in a new direction. The project combined with the research shows a new possible future for De Koog and the chance for the island of Texel to reinvest in the abilities of their own population. And try to recover De Koog from within. The insurgent bottom-up tactics literally recover ground in the village for community. They open up the possibility for the society to become more self-sustainable when it comes to their tourism focused economy.

On a secondary level the project questions the position of the architect in our current society by contributing to a bottom-up process. In our current society where many buildings are constructed for speculation and profit it might be difficult for an architect to work toward a social agenda. This project investigates how an architect can work toward a common good by designing for what the local community can develop. Instead of designing for government or private development.

Reading Guide

The book starts with two chapters that focused on research. In the second chapter the economic metabolism of De Koog and Texel are investigated through mapping. The third chapter focusses more on how the village structure has developed over time and explains the issues that have developed in the recent years. This results in the identification of three problematic locations that are later addressed by the urban strategies in chapter five. Chapter four is a manifest for bottom-up touristic developments and addresses why bottom-up development should concern the architect.

As touched upon before the research proposed strategies and interventions described in this book are focused on a process of development and contains a lot of different facets. This process is not always linear and some parts, in particular the urban strategies, are not dependent on each other in time. But for the sake of the readability of the book they are placed in sequence in chapter five. Each urban strategy is followed by a set of building guidelines and finishes with the elaboration of a case study. The book ends with a reflection on the work.
Chapter 2: Economic Metabolism

Socio-economic context of De Koog
Figure 1.1 economic metabolism: agricultural turnover
The island of Texel has held several different economic positions throughout its history. Around 8000 b.c. the first humans settled on the island and during roman antiquity the romans possessed a settlement on the island. Around 1200 the island mostly depended on the income generated from fisheries. During the 14th century the island was already well known for the export of their local products such as barley, wool and sheep cheese to the mainland. Later during the 15th century the island became involved in the piloting of ships. The Island was the last stop before ships set seal out to the ocean. This developed quickly in the coming centuries and during the times of the Dutch East India Company it had its peak. During this era the economy of the island of Texel mainly revolved around navigating and supplying the ships before they took off on their long journeys. Afterwards because of the digging of new canals on the mainland this piloting industry of Texel became absolute and ships would take this new shorter route. Around this time the island was again designated to their agriculture and fisheries. The first tourists started coming to the island during the 19th century. These were mostly pioneers interested in observing the flora and fauna of Texel and it became well-known to birdwatchers and botanists. Later more people started to come to the island with their mind set on relaxation. The beach became a popular destination and the dunes were covered with tents during the summer season. Especially in the village of De Koog. This startled the opportunists for the development of the first hotels and beach pavilions. After World War II mass tourism took flight and it sparked the construction of many permanent touristic accommodations on the island in the form of hotels, bungalow parks, chalets, apartments and campsites. At the same time developing the entertainment facilities to keep the visitors happy and money coming in. During this period the neoliberal society developed with a market driven economy. This resulted in the speculation and investments from the mainland into the tourism sector of the island. The village of De Koog was again the center of these developments and with more investments in bars, restaurants and nightlife it attracted heaps of youngsters in the touristic season. Nowadays due to accessible and affordable travel the youth has found sunnier alternatives in the Mediterranean leaving the nightlife of De koog deserted. Now local business owners are urging for a new stream of visitors, lurking for the next hype to take part in that might generate new clientele. But maybe the problem is more complex than just bring more visitors.

So it may be evident that the economy of Texel is in constant flux. The invisible flow of revenue that is generated by the production and consumption of tourism is embedded in the landscape and can be best described by the term economic metabolism. The economic metabolism is shaping the environment of De Koog and in order to understand its spatial manifestation it must be revealed. The forces of economic metabolism are connected to location and organization and to understand how they apply pressure in their environment the method of mapping is used. Maps that show where these economic forces are located and how this has shaped the environment.
Figure 1.2 economic metabolism: tourism
First the scale of the entire island of Texel. As mentioned currently the island of Texel finds most of its revenue from the tourist industry. It is estimated that 80% of the islands revenue comes from tourism while the remaining 20% comes from agriculture and fisheries. Three maps (Fig.1.1f/m1.3) are selected from the Texel Atlas that show how these economic activities are distributed over the island. The agricultural turnover is expressed in turnover per square meter (Fig.1.1). When it comes to tourism it is not as directly connected to the land but the touristic accommodations directly occupy and profit from land. Therefore these are expressed in bed distribution density. Because many of the touristic accommodations are located in and around De Koog a zoomed map of De Koog is shown. (Fig. 1.3)

When putting these maps in perspective makes you wonder why the tourist industry occupies so little land compared to the agricultural sector although being responsible for 80% of the islands income. This is mostly due to the bed quota the Texel government installed in order to limit the amount of touristic beds on the island to 40,000. The Texel municipality was very well aware that if they would let touristic developments go its course it might get out of hand and damage the tranquility and natural setting of the island. Two qualities it is well appreciated for.

Right now that limit of 40,000 beds is reached which means the market of touristic accommodations on the island is somehow locked. This also means that all accommodations that are there now are protected by the government simply because they do not have to fear any new competition. In other words this quota somehow freezes the channels where the economic metabolism of the island flows through. Since De Koog contains over half of all the beds six maps have been made that explore the economic metabolism of De Koog.
Figure 1.3 economic metabolism: tourism (zoomed in on De Koog)
The purple on this map (Fig. 1.4) indicates the touristic accommodations that are owned by people or businesses from outside the island of Texel. As you can see it covers a considerable portion of the core area of the De Koog. What is also notable is that most of these developments are either large grain hotels or apartment buildings in the village structure or clusters of bungalows.
The orange points (Fig. 1.5) out the accommodations that are owned by people or organizations that are located on Texel but not inside De Koog itself. As you can see they are sporadically scattered over the village and make up only a small portion of the villages build environment.
The green in this map (Fig. 1.6) indicates the touristic accommodations in De Koog that are owned by people from De Koog itself. Which means that the business owner is either living in de Koog (the lighter green) or their accommodation is connected to their house (the darker brown). There is a variety of different developments that fall into this category, they stretch from some of the hotels to just an addition to a house that is being sublet to tourists.
This map (Fig. 1.7) is the sum of previous maps and shows all touristic accommodations in the center of De Koog combined. As becomes clear from this map is that the areas owned by parties from outside De Koog are most dominant. Due to their quantity and strong clustering they form well defined entities. The owners from within De Koog are the second most dominant and area already more scattered. The parts of the built environment that remain uncolored are either for residential purpose or touristic entertainment.
In order to understand if the revenue goes directly back to the population of De Koog or becomes profit for the top at a corporation the division is made between individually owned accommodations and corporately owned accommodations (Fig 1.8). What falls under the governance of one corporation is outlined.
The last map (Fig. 1.9) is basically the result of all previous maps. The map indicates the businesses that are owned locally minus the corporately organized ones. With the corporately owned accommodations it is uncertain where revenue goes. It might be that their business is just registered in De Koog and its profit goes elsewhere. Because of this uncertainty these accommodations are deducted in the equation. What is left are the personally owned touristic accommodations which guide their revenue immediately back into the local population and thus stimulate its local economic metabolism. These developments started individually and without any overarching government or organization therefore they can be considered bottom-up.
What can be concluded from these maps is that the economic metabolism of De Koog is misguided. Most of the turnover that is generated by accommodating tourists immediately goes to parties from outside the island or elsewhere on the island instead of going back into the community. It is even uncertain where the profits of local corporations go. To guide back this economic metabolism to a metabolism that can generate income for the local community and also for the community to regain power to participate in shaping their built environment this bottom-up trend needs to be stimulated. Therefore the strategies and proposed case studies in chapter 5 consider stimulating this bottom-up process instead in favor of a top-down approach.

This misguided economic metabolism is not just visible on the map but also manifests itself in the architecture of these developments. The different attitudes towards making a building for solely profit or also making a building for a good environment to live in are producing different kinds of architecture. Some examples are visible in figure 1.10. As the colors the buildings correspond to the colors on the maps the local architecture is well maintained and decorated with plants, they express liveliness. The other buildings look deserted and their materiality chosen for as little maintenance as possible. The development from outside of Texel is also the one that seems most out of place. The bold stacking of apartments with small obtrusive balconies and an outside staircase. This is not how the community would want to welcome its guests but it is a way of maximizing profit.
Figure 1.11 evolution of house on plevierstraat 19 De Koog

Figure 1.12 bottom-up touristic accommodations
Bottom up trend

According to the maps revealing the economic metabolism of De Koog there is a bottom-up trend (Fig 1.9). But what are the conditions of the trend and what are the rules and regulations for it from the government. Traditionally the inhabitants of De Koog have been opportunistic people. During the times of the East India Trading Company they would purposely try to let ships crash so they could loot on their wood an supplies drifting onto the shore. This opportunistic attitude carried through to the times of tourism and some people would rent out their houses during the season while moving to the garage themselves. Eventually this has led people to dedicating part of their home to the accommodation of tourism. It could mean transforming the garage into a small bed and breakfast or adding an extension to the house. (Fig 1.11). Or simply dedicating part of the house to tourists.

Nowadays a lot of these at home touristic accommodations remain (Fig1.12). But due to the bed quota they are also subjected to the rules and regulations of the government. The houses that do have transformed their garage or have built a separate accommodation near their house were grated with a right called 'recreatief opstal'. This basically keeps current owners operational but regulations forbid new developments near homes. A similar thing is happening to people providing accommodation for tourists within their house. The regulation used to prescribe a maximum of 5 rooms with 10 visitors to be dedicated to tourists but has recently been downgraded to 3 rooms with 6 visitors. Although this is hard to monitor these regulations indirectly favor the larger corporations that are already well established. And these regulations are pretty disappointing considering the average income that a simple bed and breakfast at home generates in an extra 10.000 euro on a yearly basis.

To conclude the problem of De Koog is not just the fact that the amount of tourists is declining. But it is an economic metabolism that is unequally distributing the revenue made from tourism, guiding it away from the community. This together with the government enforcing their quota and regulations keeping this system in a headlock. As the life in cities continues to expand so will the demand for an escape to nature, open space and tranquility. And so will they remain desirable qualities of what Texel has to offer. It is therefore important to find solutions for Texel to host tourism in a way it can maintain and stimulate the local community. From the bottom-up with its own culture instead Top-down with the risk of becoming an overly commercial resort.
Chapter 3: The Village Structure

*Historic and spatial context of De Koog*
Figure 3.1 Morphological evolution of De Koog
The previous chapter has revealed the economic metabolism of De Koog and is pleading for a bottom-up approach to transform its economic metabolism. But to actually propose new urban strategies and architectural interventions the structure of the village needs to be further understood. Therefore again the method of mapping is employed to describe the structure of the village. Afterwards these maps are analyzed and interpreted through the perspective of J.B. Jackson as he describes how villages develop in his book *Discovering the Vernacular Landscape*.

Before going into how a landscape is produced it is important to have a definition of what a landscape is. A landscape is not a natural feature of the environment. It is a synthetic space, a man-made system of spaces superimposed on the face of the land. And it evolves not according to the laws of nature but to serve a community (Jackson, 1984). Jackson makes a clear distinction between two definitions of human beings that produce the landscape. The first definition references back to Aristotle who describes human beings as political animals. This in the sense that humans have the power of speech and therefore are able to discuss matters such as good and evil, justice and injustice and how to act to achieve a good life. This human identity produces the political landscape which he defines as:

> “the landscape which evolved partly out of experience, partly from design, to meet some of the needs of men and women in their political guise. The political elements I have in mind are such things as walls and boundaries and highways and monuments and public places...these have a definite role to play in the landscape” (Jackson, 1984, p.12)

The other definition that makes up our identity is the human as inhabitant of the earth. As human beings we are part of a natural order and we need to spent thought and energy on providing ourselves with shelter, food, clothing and a degree of security. It means to come to terms with nature in order to survive (Jackson, 1984). This part of human identity produces the inhabited landscape and since humans understand their interdependence it also has its social implications. These two, sometimes contradicting, definitions of human existence produce a landscape. The landscape as an environment that is modified by the presence of a group. As Jackson points out that no group sets out to make a landscape. The landscape is the manifestation of its presence and what is set out to do is to create a community. Through this scope the different layers of the village of De Koog are analyzed to get a grip on how the identity of De Koog has changed over time. It start with how the village has developed within its natural borders. Secondly it addresses the core of the village. And thirdly the most recent developments of tourism.
The Village Borders

Due to the large sprawl of campsites and hotels some might wonder where the village of de Koog starts and ends. Traditionally the choice for the border of a village often overlaps with a natural border. These choices were often based on safety consideration or simply because of communal resources. For instance the border of the forest would often match the village border. The darkness of the forest always came with risks and peripheral areas of the village would be used for the collecting of wood. These areas were used by all villagers. This explains the first most dominant border of the village: the dunes(Fig. 3.2). The early village was constructed in a typical ribbon development along the main
street, safe from the sea behind the dunes (Fig. 3.1). Later when the village became less dependent on the arable land and more invested in tourism plot sizes reduced and houses were constructed right at the base of the dunes. After WWII developments deviated from the main street and the border of the dunes was accentuated with planting of forest. At the same time the village was bordered off in the south with forest. Although artificially made the forest around De Koog makes up its second border (Fig. 3.2). In this case the forest is not used as traditionally for the gathering of wood but for relaxation. What does remain is that it is used communally. The third logical border of De Koog is the eastside border with the arable land (Fig. 3.2). Traditionally along the periphery of the village was room for farms while the center had space for culture. This is also visible in de Koog where beyond this border the plot sizes are bigger indicating the use for agricultural purposes making clear that here the village of De Koog ceases to continue.

The Core
As mentioned earlier the core, or center, of the village usually has space for culture. This is where the political landscape often prevails and so it does in De Koog. Over time the original ribbon development became also the core of the village where there was room for a central square and a church, essentially a main street was formed (Fig. 3.3). With the developments of tourism the main street embraced a lot of commercial activities. Former houses where quickly transformed into shops, bars, restaurants and nightlife. Housing was relocated to the adjacent areas in the form of neighborhoods (Fig. 3.3). Within a short period of time the main street was filled with touristic activities and although the commercial activity extended a bit along the course of the road the street mostly densified. Some buildings were replaced by bigger ones others enlarged by numerous extensions. The activities all focused on the main street while their backsides, the extensions, storage rooms and trash outlets, slowly invaded the adjacent residential area.

**Tourism**

![Figure 3.4](image_url)

*Figure 3.4 6: holiday parks in the village structure*
Then finally the most modern contribution to the landscape: tourism. Tourism doesn’t have a place in the traditional village and its presence is complicating the relation between the community and the landscape. De Koog is attractive to tourists because of its beaches, natural setting and entertainment and Texel as a whole has even more to offer. The tourists do not set out to make community they are there for relaxation and consumption. It is therefore the decision of the local community how they receive their guests that defines the role of the tourist in their village structure. At first the accommodations for tourists were mostly temporal. The dunes and parts of agricultural land around the core of the village were covered with tents during the summer season. In the years to come the expectations of the tourist changed. With the possible investments from outside the island and the tourists desiring more luxury and comfort these campsites turned into permanent holiday parks. Nowadays these parks are privately owned mostly by organizations from outside of the community. The parks often contain a homogeneous layout of holiday houses and sometimes are closed off from the public with fences and gates. When identifying these holiday parks on the map (figure 6) it becomes clear that they make up large areas within the village structure of De Koog. Unfortunately they do not contribute to any part of the public domain, they are closed from the everyday life of the residents and what happens on these holiday parks mostly doesn’t concern the local community. They become oil stains on the map of De Koog, with their property mostly devoted to profit, they are unable to contribute to a vibrant village life.

Identifying problematic locations

![Figure 3.5 three types of problematic locations identified]
What can be concluded from these observations is that although tourism has induced absolute growth to the village of De Koog it hasn’t resulted in an organized expansion of the village structure. Instead it has caused the main street to burst out of its seems and holiday parks to become closed off, randomly flowing in the village structure that originally does carry elements of a traditional village. Therefore what’s being proposed in the scope of the project is a touristic environment that is focused on bringing tourism closer together to the local community. To find a way how they can co-exist and create new vibrant places for the village as a whole. It is the hope that by doing this the community will be more involved in accommodating tourism and can play a more participating role in the production of their environment. This renewed power can make the local community more flexible in the use of their space. It may instigate different uses outside of the touristic season instead of just being left behind and deserted. At the same time giving the ability to adapt to change in the touristic sector.

To translate this ambition of combining tourism with the local community into a spatial plan three locations are identified that show potential for improvement in the village structure. The consideration for these locations goes hand in hand with the need for the bottom-up development of tourism(chapter 2). The locations are chosen inside the core of the village for multiple reasons. First because this is where the local community lives and second because this is where the conflict between local community and the development of tourism has done the most damage. At the same time Texel is appreciated for its widespread nature therefore working from within the core of the village can cause most structural change. Instead of starting over somewhere else, which might damage the natural qualities of the island.
The first locations that has been identified is west of the main street on the border between the main street for the tourists and the residential area. As mentioned before this street has been incredibly densified and the backsides of the bars and restaurants have invaded the adjacent residential area. This has led to a messy situations with many public green turned into parking and service exits, storage rooms and trash containers clearly defining the backside of main street.

The second location is a border condition. This is where the residential area of the local community is bordering with the commercially developed and organized holiday parks. It is here where the harsh economic condition that is revealed in the economic metabolism could be expressed spatially. But instead this juncture is a very gentle one, decorated with a few bushes and trees. It is here where the
The third location is located on the east side of the main street. This location shows similar problems to its west side counterpart. Its activity is mostly focused on the front side toward the main street while the backsides have become a place for trash, parking, and storage. Here there is no residential area to push back these activities, so they are even spread out more. Some have attempted to build houses on this backside of the main street but were swallowed up by new dense developments and numerous extensions for the entertainment of tourists. Also, some supermarkets set up shop on this side of the main street but could make little structural change. Here, there could be room to implement new cultural activities in the core of the village that can involve locals and the tourist. This is further explained in the strategy for this location in chapter five.

Figure 3.7: Bird's eye perspective of location 2

Figure 3.8: Bird's eye perspective of location 3
Chapter 4: Manifest for bottom-up
Looking back at the contemporary manifestation of the economic metabolism in the De Koog we now know that there are many stakeholders from outside the island that are using De Koog to make a profit. But of course not in a too distant past the opportunities for profit were there to be seized by the people from De Koog. Opportunists as they are they foresaw a resplendent future in the stream of inflowing tourists. So did the homeowner who lived on Ruijslaan 22 in De Koog and started a hotel in his house, Hotel Opduin was born. As business prevailed so grew the desire to expand and so he did in 1963. The hotel built a new complex right into the dunes connected to the old house. It was more than four times as big as the old house itself. And again with the prospect of even more revenue the hotel expanded almost half of its size in 1983. Further polluting the dunes and becoming a chunky misfit in comparison to its neighbors. As opinions might differ about the appearance of the hotel it can be agreed upon that the business was doing well. But when the owner got older he passed off the hotel to his sub-director who quickly sold it to a group of investors from outside the island. Now the point that's being made with this story is that entrepreneurs that are only concerned with commercializing tourism can easily grow to monstrous size. They act independent from their community and surpass any influence of their community simply because they are worth too much. In this case it was highly unlikely that the community, or some group within the community, could take over the hotel after its original owner left. It was therefore necessary to invite bigger capital from outside the island to reinvest, which marginalized the chance of a social agenda in any new development even more.

Of course this situation doesn't just occur on Texel but it is deeper embedded in our society. As with the neoliberal work of Reagan and Thatcher that put more and more faith in a free market economy and private development while diminishing the public sector. And this has also transformed architecture. Reinier de Graaf has explained this transition in his essay in the Architectural Review: ‘Architecture is now a tool of capital, complicit in a purpose antithetical to its social mission’ (De Graaf, 2015). He describes how in the past the city expansions would take place by large public housing projects that would form the texture of the city. Back then this was seen as an expenditure for the city but nowadays, in the times of the free market, private entrepreneurs are using buildings to make capital. And this transition is changing how the build environment is produced. Before, during the modern movement, architecture was seen as the means for social equality, providing affordable housing for the masses. A way of leveling the playing field, rebelling against the social order. But nowadays it is unthinkable that the public sector will be such a big driving force in the development of the built environment. Instead projects are privately developed within the free market that seems to have only two spatial requirements to speculate on: location and surface area. Other spatial qualities are deemed of secondary importance and the inventions of the modern movement are employed for profit instead of towards a social cause.

So with little faith in corporate free market development and a shrinking public sector the urban plans and architecture produced from the top-down are not expected to include many social issues. Instead the developments from the bottom-up have much more potential to engage in social discourse, to serve their community and contribute to a vibrant built environment. And there are examples from the past where initiatives have grown from the small scale into beautiful results. A perfect example of this is the central canal area of Amsterdam. Where within a spatial framework of canals and streets and a set of transparent rules individual developments could take place. Small plots were sold to individuals filling in the framework step by step. In this process the end-user played a central role in the development and became an important driving force within the process. The result is rich of diversity and culture and together forms an integral whole.

By involving end-users in the process developments from the bottom-up have the possibility to be more flexible, to incorporate individual creativity and energy from the local community. When
investing in a bottom-up approach local inhabitants are more likely to take charge in the development of their environment. But how can architects and urban designers stimulate such a bottom-up process. In order to form proposals for bottom-up development four principles are applied that are based on the manifest of Urhahn Urban Design in their book The Spontaneous City (Broekmans, 2012)

1. Start on the individual plot

By zooming in and focusing on the individual plot local needs are specified. It clarifies local opportunities and sparks many initiators in various locations. Starting developments on the individual plots enables working on a small scale that eventually can grow. By embracing the small scale initiators can start independent from each other, making it easier to get the ball rolling. It is important that the plan doesn’t only work in its end stage. By developing from the individual plot the first step is easily made, making the plans accessible for many. It is less dependent on the image of one end result and becomes more flexible in what the plan might become.

2. Create equal development opportunities

An urban strategy or plan should inspire many participants and acknowledge a broad range of opportunities. By creating equal development opportunities for a broad range of locals accessibility and participation are stimulated. And acknowledging these opportunities prevents dominant players taking over the game.

3. Give incentive and reward participation

The involvement in a plan shouldn’t just be executing what is assigned. There should be incentive for personal creativity and positive contribution. People should be inspired to take part in shaping their own environment. And the energy, creativity and investment should be rewarded.

4. Create common grounds

Defining shared ambition is an integral part in the development of cohesive plans. It is a political process that takes place publicly and needs collective investment. Therefore plans cannot divide all grounds into private pieces and expect them to operate as a whole. Plans and strategies need to incorporate common grounds that let in the public domain. Where ambitions can be negotiated that can trigger collective values.
Chapter 5: Strategies for bottom-up tourism
5.1 Social incentive structure

In order to trigger a bottom-up trend for the development of touristic accommodations in De Koog a social incentive structure is proposed contrary to the suppression structure of the bottom-up trend that is in place at the moment (as explained in chapter two concerning the bottom-up trend). Therefore a combination of remunerative incentive and moral incentive is used. Remunerative incentive is when an agent can expect material reward in exchange for acting in a particular way, often this is expressed in money. Moral incentive is where a particular choice is regarded as the ‘right thing to do’ or seen as something highly admirable. Or it can be seen as indecent if an agent fails to act a certain way. The new incentive structure can be applied to all three urban strategies and developments that follow in this chapter.
Local community member with an initiative for touristic accommodation

- **Remunerative suppression**
  - Construction activity
    - Appropriation of additional land
      - When constructing a new accommodation the initiator is allowed to appropriate extra square meters to his plot. In this way the new accommodation stands out from the rest as a sign of entrepreneurial bravery.
    - Low rent mortgage
      - In the case of new construction a low rent mortgage is offered by the government. Giving many members of the community the opportunity to develop.
    - Economic opportunity
      - Simply by allowing new accommodations to be built new economic opportunities are an incentive to partake in new developments. The average touristic accommodation at home can generate 10,000 euro additional income.
  - Communal/outdoor activity
    - Compensation for maintenance
      - When community members take charge in the development of the common grounds they get compensated for maintenance work. As they relieve the overarching government of their duty.
  - Social control
    - When developments are on the border with common grounds the responsibility to work towards a common good is stimulated. When many other houses have a view on a new developments they are indirectly involved in the end result. The result will be a benefactor or burden to all. Therefore the initiator of the project will be inclined to ‘do what’s right’ according to local collective values.

- **Moral suppression**

New proposed social incentive structure
bird-eye perspective of Main Street West
5.2 Location 1: Main Street West

In chapter 3 the location Main Street West has been identified as problematic and carrying the potential to be improved by bottom-up touristic activities. Although from a bird-eye perspective the space looks like a friendly open space in the village from the ground it is experienced differently. (Fig. 5.1). The space is partially surrounded by the backsides of houses and they have built fences and blind facades between their gardens and the open space. In the space there is an old abandoned sauna that has attracted the storage of trash over the years. The backsides of the buildings on the main street are turned towards this space and their activity is requiring passageways to cross through the space in an inefficient manner.

The following strategy addresses the issues of the space and proposes developments for improvement. The strategy starts small on the plot of local residents surrounding a neglected outdoor space right behind the main street of De Koog. According to the bottom-up manifesto it starts from the small grain and shows how they together can from a whole. In the strategy different actors around the area are identified and interventions are proposed what they can do to contribute to the space. These interventions are conceived in such a way that they are not dependent on each other in time. Any one of these actors could be the first brave enough to develop their intervention. Here the strategy is started from the perspective of the local resident that seizes its opportunity to create a touristic accommodation but it could also be started by another actor.
Urban strategy for main street West

1. Turn the back side into a new front side (creating double access to the plot)

The development of touristic accommodations on the plots of the houses can reactivate the open space by turning it into a new front side. Fences and blind facades are replaced by the activity of tourists and a new front façade that together regenerate the image of the space. Some of the plots are already involved in the bottom-up trend of accommodating tourists. Currently any developed accommodation is entered from the front, passing the house of the resident. By creating a separate front side for the tourist the accommodations becomes more independent and therefore more flexible for other uses. As the economic position of De Koog might shift these small scale accommodations could be rented out to starters or could host grandparents. Hence making the investment more economically resilient.
2. Provide new developments with indoor parking

During the high season parking pressure in the village is high. This is damaging the public experience of the village. Due to this parking pressure a lot of front gardens have transformed into parking spaces leaving no room for a front gardens and leaving the village feeling deserted outside the touristic season. Therefore the new front sides include parking facilities and the car can be out of sight during the tourists stay. At the same time opening up the front garden of the existing houses. Eventually if the tourist can be convinced not to bring their car, this garage can contribute to a more spacious touristic accommodation.
3. Shield off the new front side with hedges

As the old saying: ‘good fences make good neighbors’ this also applies here. If a backside is transformed into a front side the taker of the initiative has to put two hedges perpendicular to the plot boundary. This defines the new front side. If a direct neighbor decides to develop he can simply suffice by adding a single hedge. To maintain the green garden character of the public space a hedge has to be planted, preferably with a plant that maintains green also in wintertime. Ideally the hedge reaches above eye height and ideally at first it is over dimensioned up to the length of 5 meter. As stated in the social incentive structure maintenance work should be compensated.
4. Create common ground: invite for participation

In the process of reactivating the public green space other surrounding residents (that might not be involved in tourism) can initiate outdoor activities in the space as long as they border it off with hedges. These hedges are there to allow different initiatives to coexist in the same space. The hedges may vary in height according to the activity that it encloses. But they should always stay 1 meter apart from each other to accommodate a walking path. The initiatives might result in gardening, sports activities or recreation activities such as a pool, tea terrace or hot tub. These initiatives might start out personally by creative pioneers and eventually develop to become collective. As a rule participation may not be rejected. Since the space is owned commonly new inventions can be negotiated and developed collectively when residents see their responsibility. In the event that space becomes fully reactivated full collective decisions can be taken based on collective values.
5. Renewing the old

Right now this space in the village of De Koog contains an old empty sauna that is no longer being used. Over time it has impoverished and accumulated a lot of junk around it. As the process of creating common ground attracts more stakeholders it can eventually lead to renewing or replacing this old building. For instance it can be replaced by a collective pool.
Eventually when the development of touristic accommodations has sparked and the outside space is again being used by the community a road becomes necessary for car entrance. It is possible that the initiatives have developed in such matter that no space is available for a road. In that case the over dimensioned hedges can be trimmed back to accommodate the road. It is not preferable to pave the road but instead to guide it with hedges or wooden posts. Maintaining the green character of the space.

6. Save room for access road
7. Turn two backsides into one

Right now the backside of the bars and restaurants of the main street are being served by two different access ways. This is because one house is located awkwardly behind the main street and its extensions parking and traffic space have developed around it. Now being surrounded by parking and traffic is not ideal for a house. By redeveloping it turned 90 degrees it can face the open green space and create one access way to the backsides of the bars and restaurants. Creating a new active wall of the open space.
Eventually when developments have turned this desolate greenspace surrounded by backsides into a lively greenspace with public amenities and social activity, the hotel Tesselijk would benefit from cleaning up their storage space and giving new access point to the space. Giving the hotel better views and access to a nice 'backyard'.

8. Clean up and make a new passageway
The urban strategy situates our new touristic developments in the urban plan of the village but it doesn’t yet address shape of the building itself. To maintain equal opportunities for residents to develop their touristic accommodation and control unwanted situations between neighbors the following building regulations are developed. The idea is that if they are transparent to all residents and collectively agreed upon they can guide the construction in the right direction.

**Envelope**

By placing an accommodation in the backyard of an existing house the house shouldn’t suffer from any obstructions too close to it. That’s why any new development should be at least 7.7 meter away from the existing house. At this border the intervention cannot be taller than one story. By doing this the sunlight of the existing house is not compromised. To create equal opportunity for each resident the plot may be extended 5 meter parallel to the plot boundary up to 70m². This is the maximum size of accommodations that are developed within the jurisdiction before it changed.

**Orientation**

In consideration of views from the existing houses and neighbors the backside of new developments must be closed. An exception can be made on the ground level according to personal considerations. In order for possible neighboring developments to connect sides that reach the plot boundary must be closed (no windows). It can be beneficial to develop new touristic accommodations at the same time so neighbors can share a construction wall.

**Volume**

The maximum building height is related to the width of the intervention. The narrower the intervention the taller it may be. This leads to either a wide low intervention or slim tall intervention. This to make sure there is a certain permeability for plants an views to peek through. Eventually this also leads to the consideration of program. If a developer would rather have an accommodation with two bedrooms this would eventually mean it will become a lower and wider intervention. If the program becomes smaller the intervention can be taller(which has its qualities) and slimmer.
**Access**

Back side becomes front side. This means there should be a possible access for the car and the front door should be positions to the green public space.

**Flexibility**

It is important there's a space for a car inside the new interventions. Although this can mean that if the tourist can be stimulated not to bring their car, they might get more space/a more comfortable stay. In that sense flexibility with the layout of the program should be stimulated since the intervention might serve multiple uses in the future.

**Corner Condition**

As the houses surrounding the open space are forming a corner there is a corner condition. This corner condition can either result in a closed intervention in line with its neighbors or create a setback, leaving the corner open. What is important is that its neighbors leave space for possible accessing this intervention.

**Ensemble**

Incorporating the different decisions that individual interventions might take a variety of volumetric ensembles is possible.
Variety of outcomes

Only one person develops. The field gets used more often by the new guests.

Multiple people develop and a path is formed. Some community gardens start off small.
All residents develop an accommodation and this puts pressure on the space to develop. Bigger collective decisions are bigger initiatives can be developed in the space.
Case studies

After going through the process of creating an urban strategy and schematic building guidelines the architectural scale is reached. Because the idea of bottom-up development embraces diversity through the creativity and inventions of the local developers not a definite architectural plan is given. Instead case studies are developed to inspire and set an example of what is possible.

To stimulate the local residents of Main Street West to take part in the bottom-up trend of creating your own touristic accommodation case studies are developed starting on the plot of the individual house. Because the depths and widths of the plots surrounding the open area on Main Street West vary two case studies are developed indicating both ends of the spectrum (image plots). One situated on a plot that is both wide and deep. The other plot being the most narrow and shallow. In this way showing two very different options in the same scenario.

The program of the accommodation matches that of a two bedroom home. In this day and age people are more accustomed to traveling and travel is more accessible than ever before. We have seen the emergence of online platforms such as Airbnb and Couchsurfing where people rent out part of their house for tourists. This means the accommodation is less valued as an attraction in itself, it is the experience of the beach, nature and tranquility that brings the tourist to Texel. This has resulted in a simple and modest compact house that can feel like a second home to a family or couple. Again flexibility for future use is considered as these houses can also be used by grandparents or starters.

Due to the bottom-up nature of the developments wooden balloon-framing construction is proposed (image balframe). This is a simple construction method that can be executed by relatively unskilled labor. Instead of being depended on expensive high-tech construction methods easy constructability might spark a new Do-It-Yourself attitude that can speed up the development process. Giving the opportunity for adding a personal touch to the built environment and the use of locally found materials.

Figure 5.2 variety of plots has resulted in the selection of two case studies.
Figure 5.3 Balloon-framing construction method.
Case study 1: Mezzanine type

As the schematic building guidelines prescribe the maximum volume of the intervention it has to be low-rise but can partly be taller. It also means the volume is filled out up to the solar gain restrictions, hence the sloping roof of the building. The living room is situated in the front with large windows connecting to the common space. The kitchen is positioned to the back and has a sliding glass door that has access to a small patio and lets in daylight. The second floor functions as a mezzanine within the bigger volume and contains a bedroom and a small adjacent bathroom. This compact volume can be built first and contains all the elements to function as an accommodation on its own. By doing this the investment can be phased and later a second volume can be added. This volume contains an additional bed- and bathroom on the ground floor and includes the garage.
front facade impression

interior impression
Construction

cement grade beam foundation

balloon-frame wooden structure that accommodate the window- and doorframes
structure is covered with: cladding, battens, insulation and indoor cladding.
Case study 2: Bungalow type

The schematic building guidelines dictate the maximum volume of the development on the plot. Because of the wide and deep nature of the plot it has potential for a wide and low-rise accommodation. This has resulted in the bungalow type with a practical floorplan consisting of two volumes. The volume situated on the new front side contains the living room, kitchen and access to the garage. The bath- and bedrooms are more private and situated in the volume behind it. The two volumes are shifted relative to each other to create two outside patios, one in the front and one in the back.

The two volumes are constructed by a sequence of wooden frames that allow for window openings according to the grid-size. This structure is later filled with insulation, provided with battens and clad on both the inside and outside.
structure is covered with: cladding, battens, insulation and indoor cladding

floorplan, scale 1:100(adjusted)

front facade, scale 1:100(adjusted)
Construction

cement grade beam
foundation

balloon-frame
wooden structure that
accommodate the
window- and doorframes
structure is covered with: cladding, battens, insulation and indoor cladding
5.3 Location 2: Border Condition

The second chosen location is the border between the residents of the Plevierstraat in De Koog and the holiday park of Landal GreenParks. It is here where the difference between the rude economic force of the holiday park invading the village would be expected to be visible. But instead the holiday park is camouflaged with brick and straw roofing creating a nostalgic kitsch image that refers to Texel’s long ago agricultural existence. Many residents in the street have sacrificed their backyard to host touristic accommodations. And these backyards gently connect to the gardens of the holiday houses with a nice green hedge. Behind the central houses in the Plevierstraat is a public space to be found, at least what it is according to the zoning plan. In reality it’s a grass field that forms a buffer between the residents and the holiday park and seems to play an insignificant role in the lives of the residents of the Plevierstraat. It is accessed from a path in between the row houses that make up the street.

The strategy for this location has a stronger political character as it works towards the construction of a wall between the holiday park and the residents. A wall that can express the discontent of the villagers with the economic situation that it caused by the holiday park. A wall that directly battles the holiday park’s profitable position in the village and is used to create a profitable situation for the residents themselves. Again the construction of such a wall can start with the development of small fractions of the wall started on the individual plot. Heroic residents of the Plevierstraat that are one of the first to understand the privileged position of the holiday park can lead the way. They themselves are statements of insurgency against the current economic situation but when this opinion is collectively shared the wall can be completed. As completed it will be a collective statement of where the community ends and the kitschy commercial holiday park begins. The resident’s side of the wall can be claimed for touristic accommodations and common ground. Showing the tourists in the holiday park an interesting alternative for their stay.
Urban Strategy for the Border Condition

1. Place accommodations on the border with the holiday park.

The touristic accommodations no longer have to prevent residents from having a backyard. They can be placed right at the border with the holiday park. No need for a gentle buffer there.
2. Express the border condition with a sturdy closed wall.

On the border with the holiday park the individual developer can construct part of the wall. In order to eventually be able to form a closed wall it should cover the entire width of their plot. To emphasize the permanence of the wall it is ideally made from stone or brick.
3. *Build the intervention behind this wall*

When the wall is built it becomes a good place for constructing a new touristic accommodation. It has more privacy further away from the existing houses of residents and it is shielded from the holiday park by the wall.
4. Create common ground and a new front side for the intervention

the so called public space that before was located behind the houses
is now located between the existing house and the new intervention.
Therefore this side can become the front side for the accommodation with
a common ground that can be filled with recreational green and outdoor
activity.
When eventually more residents are convinced to join in on the development of the wall the touristic accommodations can be accessed independent from the existing house. Creating more privacy and can accommodate small outdoor activities.

6. Additional passageways

Additional passageways to the accommodations and common ground can be explored in the event that every resident of the Plevierstraat takes part in the development. Making the new paths a small hidden alternative shortcut to the street itself and accommodations easier to access.

5. Independent access

When eventually more residents are convinced to join in on the development of the wall the touristic accommodations can be accessed independent from the existing house. Creating more privacy for the tourist and the resident. And eventually more flexibility in the way they are rented out.

7. Recreational green

To create a pleasant and relaxed environment for the tourists and residents trees and other recreational green can be planted onto the common ground. A dense green environment that can grow with little maintenance create more privacy and can accommodate small outdoor activities.
Schematic Building Guidelines

Envelope

The envelope is defined by the individual housing plots and the border to the holiday park in the back. Six plots in the middle of the street border to a public field that is shows little activity because it is tucked away behind the street. These plots will pursue the opportunity to build their touristic accommodations on the border between this field and the holiday park. By doing this the public field can be incorporated and reactivated by commercial and social activity. In order to share the benefit of this intervention residents should give back the same amount of public space they take from it.

In consideration of direct sunlight being able to enter the main house the same 14.5 degree angle is applied as with the Main Street West location. At the same time this rule maintains a backyard for the original house of at least 8.6 meter deep.

Volume

By limiting the volume of the new development according to the solar gain the maximum build volume is defined. Within this maximum volume residents can develop their intervention as preferred. In order to create comfortable lighting and view for the new intervention it is beneficial not to fill the maximum volume.

The plots across the public field are narrower but because they are lie farther from the existing houses they are less limited by the solar gain restriction. If this was the only restriction they could form a 9 meter tall solid volume which would drastically cut views from the original resident and its neighbors. In order to make it work these interventions should be limited to a 7m height, which is the same height as the houses in the holiday park behind. To build taller without compromising views from residents too drastically the intervention should be built narrower. If the intervention is half of the width of the plot or less it can fill out up to the solar gain restriction. This results in an intervention that's on average 4.5m wide or less.
The orientation of windows in the new interventions have to be placed carefully in order to maintain privacy for original residents and tourists. Considering both views from the original residents and the holiday park, the intervention immediately starts to look like a periscope. The ground level on the residential side can be open but to avoid conflicting views, the floors above should be closed. For the deep plots, an exception can be made for the second floor but this should be in consultation with its neighbors.

On the side with the holiday park, the ground level should be closed off to form a wall. As the intervention grows taller, the wall can be opened up gradually allowing views over the holiday park.

Views to the side should be avoided so a neighbor can connect his or her intervention to yours. If the intervention doesn't fill the entire width of the plot, views to the side are permitted on ground floor level. Taken into consideration that its view will be portioned off by or for a neighboring intervention. In this case, side windows on the second level may be developed with approval from the concerning neighbor.
The border between the holiday park and the residential area is not a straight line. It is wrapped around a public field and that creates corner conditions. To make sure the wall runs continuously it would be best if the corner interventions stretch out along this line and leave an opening for a potential pass through. Because these plots burdened more with logistics they are allowed to build a longer volume.

**Corner Condition**

The ensemble together forms a strong statement from the community to the commercial holiday park. While the holiday park excludes residents and any type of village life now the role is turned around. A wall separates the holiday park from the collective touristic atmosphere on the residential side of the wall. The wall defines the boundary of the local community and can express discomfort with the big holiday parks in the village. Although unity is created out of many participants there is a big amount of freedom for diversity. Both in type of intervention and architectural expression.

**Ensemble**

Programmatically the resident is free to develop any type of residency within the given restrictions. This might develop into a touristic accommodation of various sizes. From family stay to couples. But it can also be rented to a part-time dweller of the island, single starter or elderly.

**Access**

In front of the new developed accommodations a 2 meter space should be reserved for a path. If eventually everybody participates in the initiative a collective path can be formed and an individual entrance route can be formed for the tourists. Instead of having to pass through the private space of the resident. This can be considered an improvement for both. Later this entrance route could be expanded into multiple entrance routes, making it a bigger part of the street fabric of De Koog.

**Flexibility**

Programmatically the resident is free to develop any type of residency within the given restrictions. This might develop into a touristic accommodation of various sizes. From family stay to couples. But it can also be rented to a part-time dweller of the island, single starter or elderly.
Variety of outcomes

One entrepreneur develops, opening up his own backyard.

More people develop and what was the brave message of one outlaw becomes a collective statement.
When everyone develops new road can be added that make the space more vibrant.
For the development of this case study a very similar approach has taken as for the case studies of Main Street West. It is catered towards a family or group of tourists and the result is a modest house. What is different from the other location is the two faces that the intervention has. The bold rough side that constitutes the wall to the holiday park versus the gentle side towards the greenspace on the residential side. To explore this tension to the fullest the choice has been made to make this intervention as tall as possible (within the described limitations of the schematic building guidelines). This has resulted in a tall and narrow house that peeks over the wall like a periscope. You enter from the residential side where the kitchen and living room have openings towards a small garden/patio and the collective greenspace. When you go up the stairs the bedroom window looks out over the holiday park. On the top floor this overseeing quality is even bigger with a small balcony. The house is also constructed with balloon-framing but the facade that forms the wall is made from brick (as explained in the urban strategy).
Construction

- concrete grade beam foundation
- balloon-frame wooden structure that accommodate the window- and doorframes
structure is covered with: cladding, battens, insulation and indoor cladding
brick wall and patio are added
bird-eye perspective of main street east
5.4 Location 3: Main street East

The third and final location concerns the east side of the main street of De Koog, so called Main Street East. As chapter 3 already touched upon the spatial issues of this location it might just be one of the worst locations in De Koog. Here the game of building extension on top of extension has manifested in the most chaotic way. As an attempt is made to extend the public activities of the main street on its backside it hasn’t resulted in an unified whole. On some plots businesses have settled and are developed, others have remained empty. Or some plots were at some point used for residential purposes but have been abandoned. The bars and restaurants have extended their awnings and porches further and further to the front narrowing the main street. All with the hope to catch that last customer before it runs off to their neighbor. This attitude has neglected the backside even further and created similar problems as on the West side of the main street. When taking a detour from the main street you encounter the trash containers from the bars, abandoned houses and empty plots fenced off and used for car storage. Before reaching the activities of the secondary main street.

What is essentially different from Main Street West is that none of the plots are occupied by homeowners. It is labelled as central area in the zoning plan and plots are owned by a variety of people, consisting of real estate owners, bar owners or government(Fig. 5.4). It is for this reason that this location demands a different approach. Here it doesn’t make sense to invest in combining tourism with a residential atmosphere but instead the public domain should prevail. Where space should be made accessible for public amenities as shops, bars, restaurants or cultural initiatives. Where the main street is getting narrower by the numerous extensions that owners glue to their front façade they should be able to extend in a way that also extends the public space. Therefore this third strategy focusses on the development of new ‘micro public spaces’ called public rooms that can fill the gaps, and replace abandoned buildings, on the backside of main street.

This development doesn’t start at the individual actor but asks for a collective to be formed. Unfortunately plots often remain empty because of the speculative value that they have. The first claim for the space can be made with or without permission of the owner and will have to function as the first step for negotiating spatial improvements. This can be done by a collective formed by neighboring bar owners who want to use the space as a terrace, local community groups or sport groups (for instance skateboarders) or individual public initiatives (as long as it’s public). Thereby allowing initiatives to be developed from the bottom-up.
1. Surround the empty space with a boundary to create a new public room.

to create an atmosphere that isn’t confronted with the dirt and mess from the back sides of the main street a strong boundary should enclose the empty plot. This the small public space to focus inward which gives it a chance to form its own character.
2. **Amenities serving the space**

The amenities serving the space, such as public bathrooms or small kitchen that serves a terrace, should always connect to the street side. And it can be no deeper than 6 meters from the street. By doing this the street side remains activated and at the same time making sure the core of the room remains open space.

3. **The build on the public side should provide public access to the room.**

To create a continuous experience between streets and public rooms, access to the room should be directed to the street.
During the touristic season these public rooms can host a variety of cultural activities. From an open air movie theatre to, a music performance or performing arts.

4b. Semi-touristic season
During the semi touristic season the space can be covered with a canopy to protect the space from rain.

4c. Outside the touristic season
During the off-season the space can be cleaned up and closed off
5. The development of additional public rooms

Instead of having one new public room various rooms can be develop over time and a spectrum of different public experiences can be added to De Koog. Complementing the predominant main street that is has now. Eventually these spaces can become interconnected to form a network of new spaces. And with business owners getting the opportunity to develop their back side they have the incentive to organize their back access, parking and trash more efficiently.
To claim a part of the space it should be fenced off. At first this can be temporary structure but later should become a more permanent wall like structure. The new formed boundary should be 2.5 meters from plot boundary to remain access to the back side of buildings in the main street.

The focus of the space is inward. This means the walls may be closed and should be tall enough to shield of views outwards. To give the visitor a feeling of being inside a new space instead of being in between the messy back sides of the main street.

The use of the public space is open for interpretation and may be appropriated by different initiatives over time. The walling off and opening up of the space is already an improvement compared to the junkspace what it is at the moment. And in the case it isn’t used it can be closed off. For the space to function for dry activities during the fall and spring it can be covered with a temporary roof.
**Access**

The space should be accessible for the public but for practical reasons it should also be accessible for cars and trucks. As temporary activities might require to move in a podium or other furniture.

**Ensemble**

To form a continuous public experience connections between public rooms can be made by the creation of new openings to adjacent rooms.
Variety of outcomes

The more ‘public rooms’ are developed the more diverse the public experience of De Koog becomes.

All together they can lead to a vibrant diverse public experience on the backside of main street.
For developing this particular case study the following scenario has been chosen. It is assumed that a collective of surrounding local bars and shops have put forward a proposal for a public room. In general this room is supposed to function as a terrace for their businesses but on regular basis it can also host an outdoor (movie)theatre.

The layout of the program has initially resulted in a flexible open space in the center of the pavilion. In this space a terrace can be put down or a podium and bleachers can be set up to create a theatre. According to the schematic building guidelines the serving activities are placed connecting to the street side. This more permanent structure holds public bathrooms, a bar and sales desk for tickets. The central open space is enclosed by a porch area that allows views from the street side into the open central area. Tempting visitors to come in and emphasizing the threshold of entering the space. This feature is borrowed from the beach pavilion that was constructed in the dunes of De Koog in 1921 (Fig. 5.5) when the first stream of tourists came. The space for the porch is scooped out of the continuous space frame and covered by planters that fit into the frame above. Letting vegetation grow into the frame and ease up its rigid character. During the fall and spring season the space can be covered with temporary roof structure that can be stored on the second floor of the pavilion. This space also functions as projector room for the theatre.
Figure 5.4 beach pavilion De Koog
Construction

Because the intervention is developed from the bottom-up a limited budget and simple construction methods are employed. This means the design doesn't use highly industrialized production methods but rather seeks methods that can be constructed with relatively unskilled labor. This means many people can help-out in the construction phase if necessary. From this consideration an wooden space frame is designed that is made of equal wooden parts with the same cross-section. Within this frame parts can be closed to form walls, openings can be formed by breaking through the frame to create access.

Pavilion with temporary roof structure
planters that fit in the wooden frame

simple timber joint
Chapter 6: Reflection
How can local ‘bottom-up’ touristic initiatives become a catalyst for an improved village structure and a more economically resilient De Koog?

What has started out with the mapping of economic forces in the village of de Koog has resulted in a research question of which I have been wondering if it could be answered with architecture. What in response has been given is a step by step plan to improve problematic locations in the village of De Koog. Problems that were created by the vast economic forces of rapidly developing tourism. From the urban strategy down to the scale of the architectural case study it is investigated how a bottom-up scenario for De Koog can take shape. Because large scale top-down developments were part of the problem all faith was put in development from the bottom-up, from the people, by the people for the people. All together they show how if local economic opportunities are used they can form pleasant new public spaces and inspire new architectonic interventions. The project shows a scenario of how De Koog can organize its tourism with an economic metabolism revolving around the local community instead of commercial foreigners. Thereby recovering from their unfortunate economic situation and becoming more resilient to what the future might bring.

Instead of focusing on one architectural project the whole process is addressed. Although this hasn’t resulted in architecture with a profound ideology it has addressed the social and spatial context along the way. And maybe you wouldn’t expect this kind of result from an architecture graduate project. Since in practice the architect wouldn’t be involved in all the steps. But in relation to the theme of metabolism it makes sense. In order to see what spatial interventions can do to influence a metabolism that works at such a large scale, the scale of the entire village, all the scales need to be addressed. And in reality the results of this project might look completely different because if the process is clearly organized and focused on local initiatives it can spark a local construction culture instead of being limited to the imagination of one person. As we’ve seen with the Amsterdam Cannel District, if the process is designed well the architecture can bloom.

As bottom-up projects are becoming more popular in cities I believe it is well at home in the countryside. When in cities bottom-up projects are often employed for residential purposes this project also revolves around tourism. The commercial pressure of tourism can rapidly change the communally shaped environments of the countryside. Especially with the currently decreasing public sector, designing for a bottom-up process might be the only antidote for implementing a social agenda in the design of our built environment.

And this is also changing the position of the architect. As the discipline is more and more employed for commercial purposes these interests might be conflicting with the architects responsibility to work towards a public good. But as a designer you still can make a decision on how you employ the power that you have over the built environment. And this might mean that in the future the architect should also be involved in shaping parts of the process instead of just focusing on one specific project.
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