

UNPACKING THE IMAGE OF THE WATER CITY WITH THE THEORY OF IMAGEABILITY

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ABSTRACT

This study investigated how to design imageable cities with water using Lynch's (1960) theory of imageability. It examined the contributions of imageability elements (landmarks, paths, nodes, edges, and districts) and components (structure, identity, and meaning) to the image of the water city. The author sampled 55 sketch maps from 60 participants in eight water cities and colored water elements blue to generate 55 colored maps. To measure uncolored map identifiability (UMI) and colored map identifiability (CMI) as dependent variables, raters 1 and 2 were asked to identify the city associated with each uncolored sketch map, and raters 3 and 4 were asked to identify the city associated with each colored sketch map. To assess the contribution of water (CW) to CMI, raters 3 and 4 were asked to indicate the extent to which the map's blue features helped the raters identify the city on a three-point Likert scale. The contribution of water (CW) was used to weight CMI to generate the dependent variable of waterbased colored map identifiability (WMI). The author used cognitive mapping, photovoice, and nonvisual protocols to measure waterscape attributes using imageability components, waterscape mappability, identifiability, and attachment as potential explanatory variables for UMI, CMI, and WMI. Regression analyses suggest that only canal mappability (the structure of water-based paths) significantly contributed to all measures for the image of the water city (UMI, CMI, and WMI) while controlling for the potential effects of gender, environmental exposure, age, income, education, and aquaphilia sensitivity baseline, which measured people's attachment to water.

Keywords

Imageability, identifiability, sketch map, water cities, spatial anchor