

**NACDEP 2020 Virtual  
Conference  
June 1, 2020**

# Memory Mapping as a Destination Development Tool

How we conceive of and experience space  
and why it matters



**University of New Hampshire**  
Cooperative Extension



“As a person lives life,  
one’s narrative begins to  
etch meanings on a  
particular space, causing it  
to become a place”  
—Eric O. Jacobsen

Kevin Lynch:

# THE IMAGE OF THE CITY



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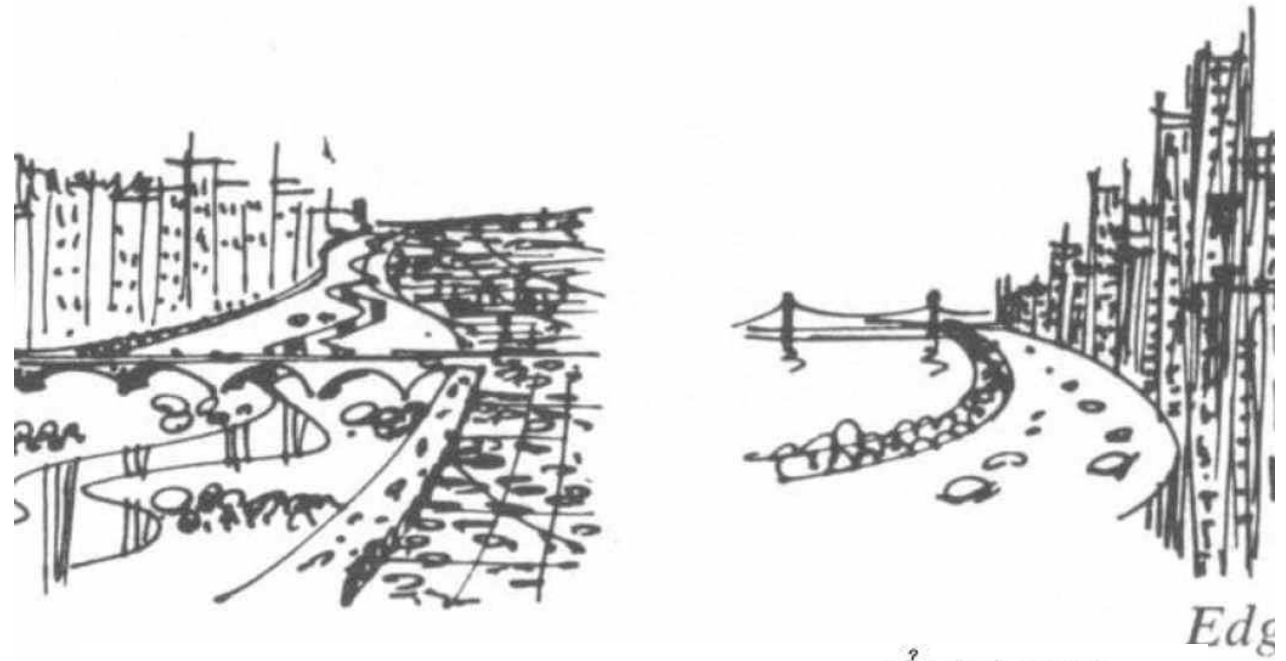
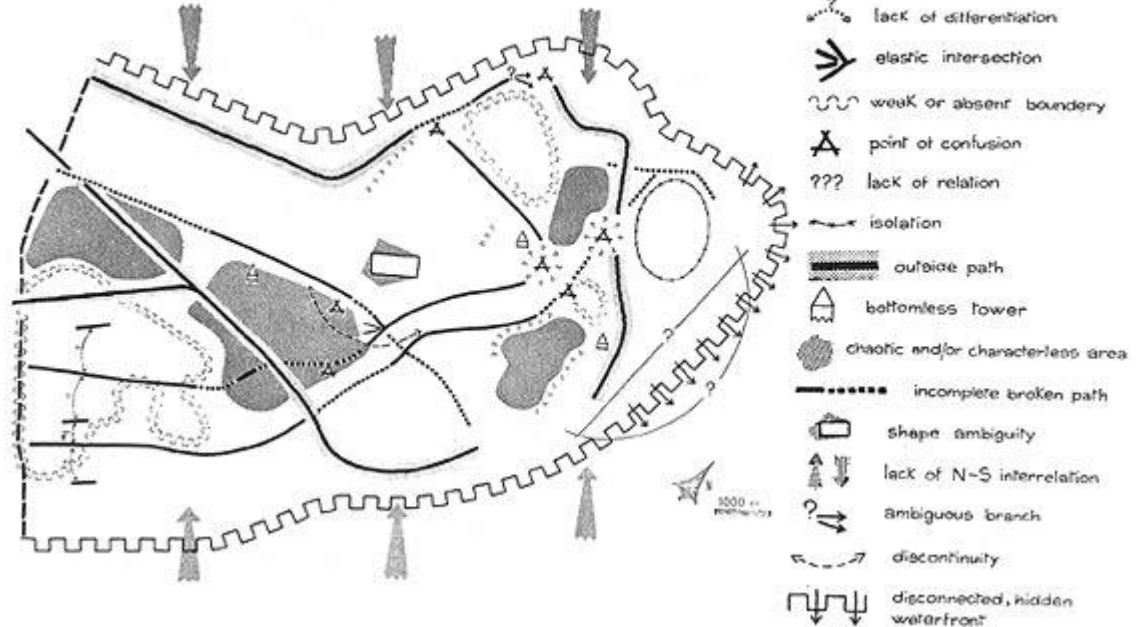
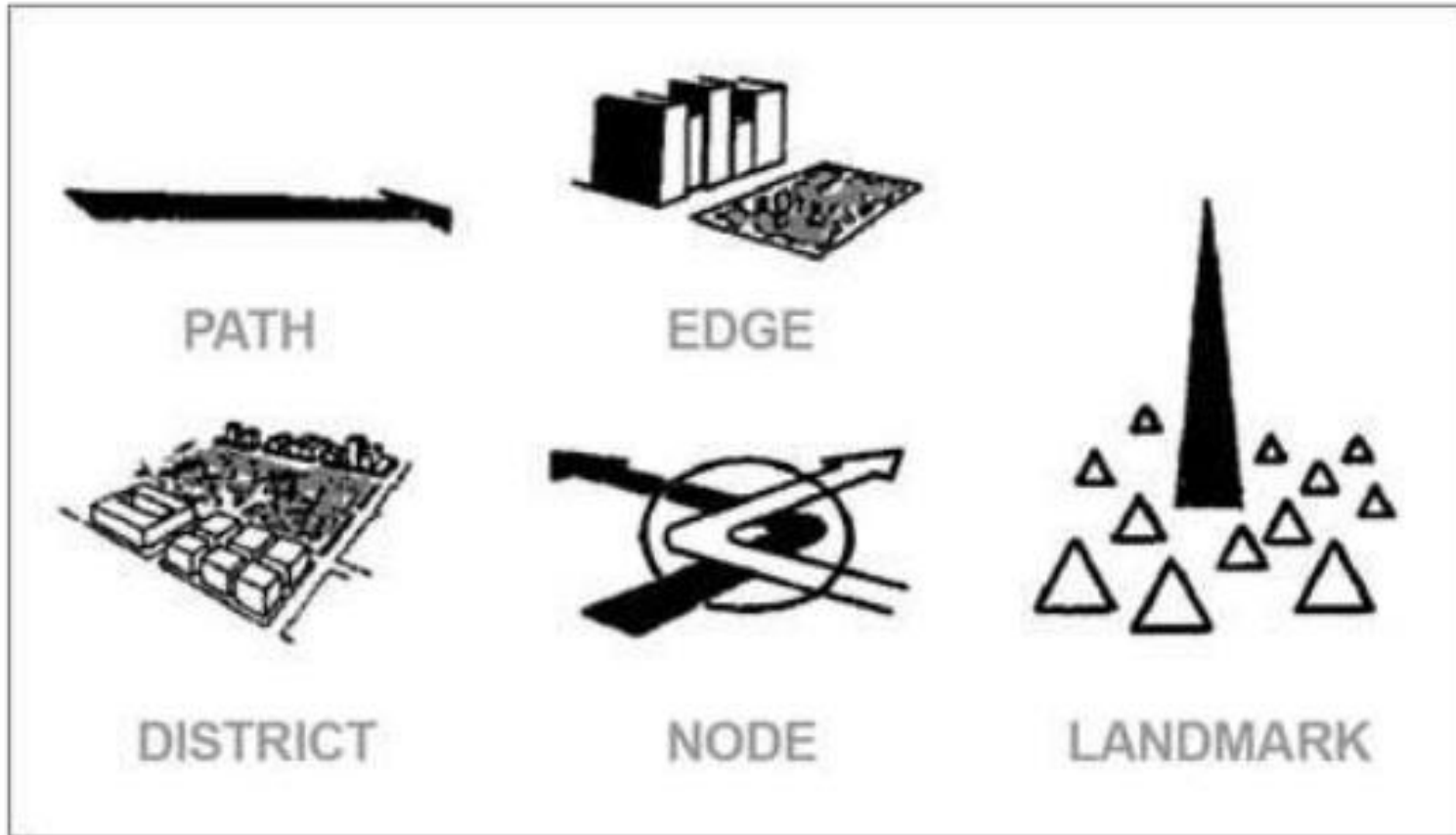


FIG. 8. *Problems of the Boston image*



# 5 Elements



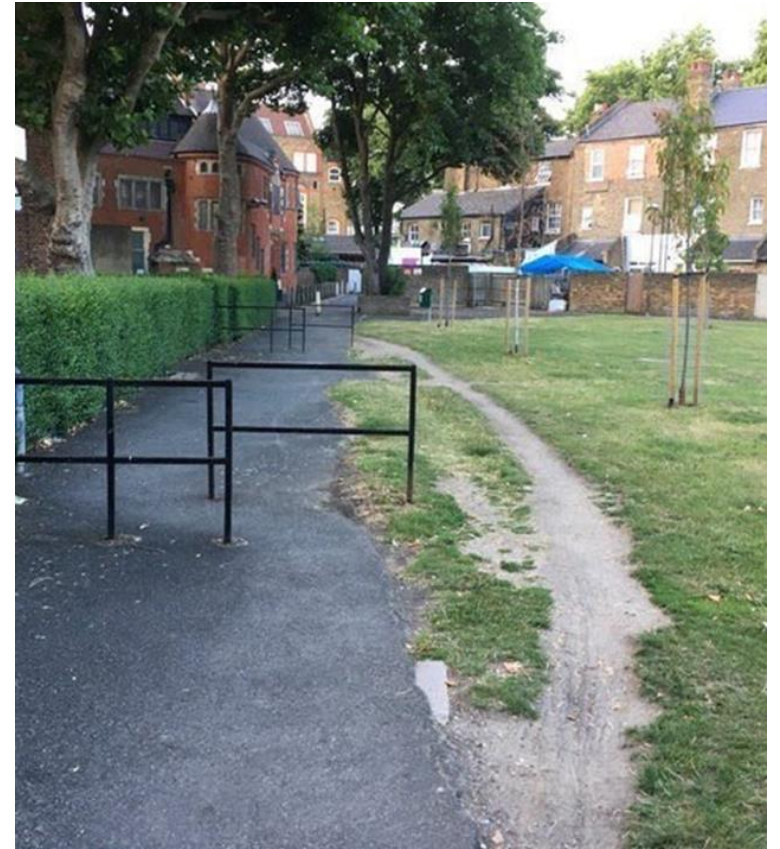


# Paths

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Routes along which people move throughout space

Also Paths





Edges

Boundaries and breaks in continuity



# Districts

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Areas defined by common characteristics

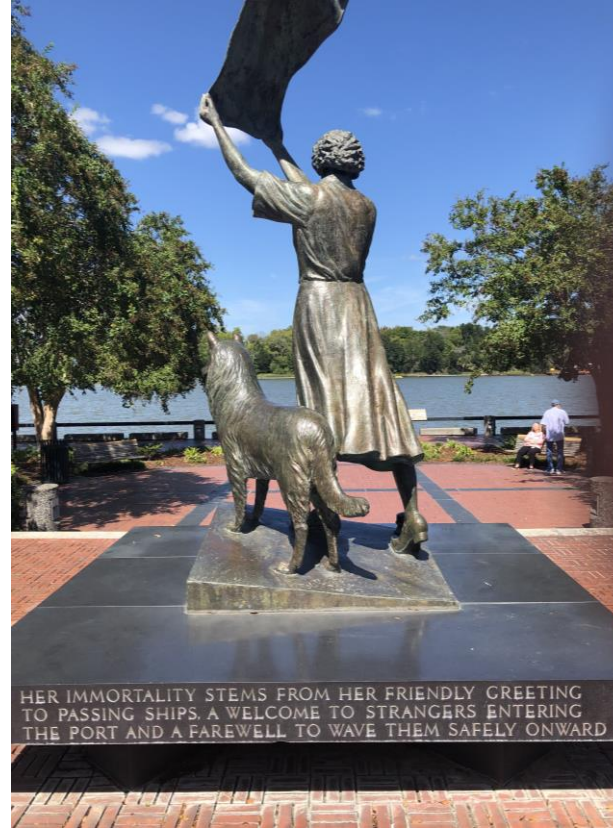




# Nodes

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Strategic focus points for people to meet and gather



# Landmarks

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External points of orientation, usually an easily identifiable physical object in the landscape.



Practice Identifying Elements



# Legend

- **Paths:** Dashed red lines



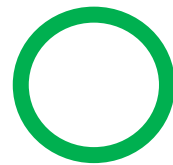
- **Edges:** Solid blue lines



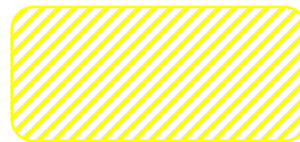
- **Landmarks:** Pink stars



- **Nodes:** Green Circles



- **Districts:** Hashed yellow areas



# Additional Tips for Memory Mapping



Don't worry about accuracy—draw your perception or what you can remember



Don't worry about drawing every detail—start with what comes to mind easily and blank spaces are ok



Paths can be Edges: Although be conscious of mode of interaction



Landmarks can be nodes if people congregate there

# Using Memory Mapping with a community group

## Lake Sunapee Region Chamber of Commerce Board Retreat

- Visitor economy is key to the region but there is no formal DMO,
- We wanted the participants to consider their experience of the region--
- how they “image” it, move through it, make meanings from it

... to inform planning for visitors.

Who Creates  
an  
Experience?

## Anatomy of an experience:

A person  
engages in an  
activity,

within a  
context,

which  
generates a  
reaction,

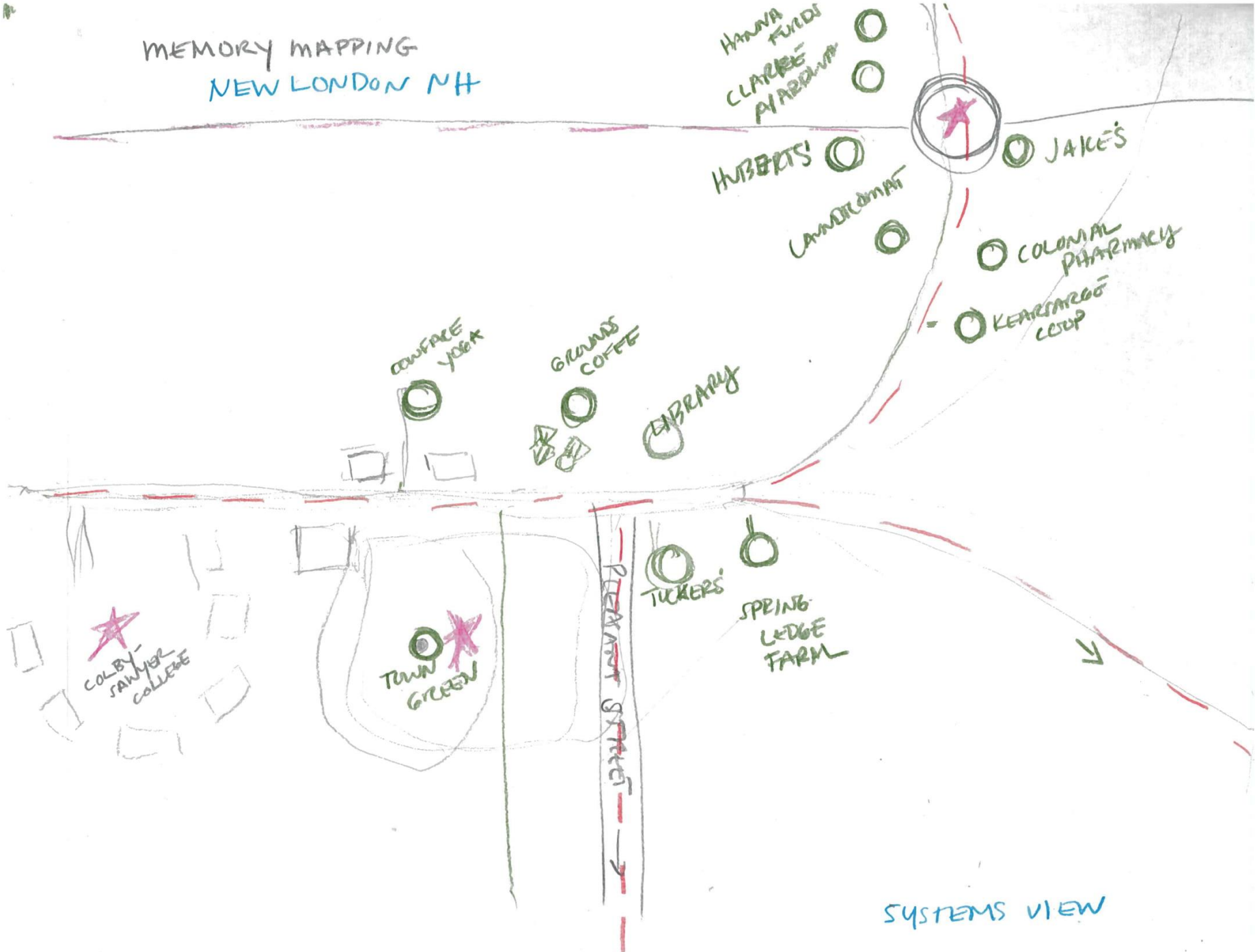
which burns  
a memory,



upon which the person reflects  
and *creates new meaning*.

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MEMORY MAPPING  
NEW LONDON NH



SYSTEMS VIEW





STHAM



# Discussion Questions



What element did you start with  
(path, landmark, edge)?



What insights did you have  
about the region?



What were the dead spaces?  
Where *didn't* you draw or what  
was left blank?

## LANDMARKS

### Landmarks

- Sunapee, Sunapee Harbor
- 89 is a path + edge
  - ↳ north is not much
- Lake as focal point
- Lakes, golf, maintain
- Farmer's table, Hamafords, Cla
- Information booth
- Flying Goose
- Harbor, caboose in Newbu
- Ragged Mountain
- Newport town green
- Sunapee + Newbury Harbor
- Park + Ride
- Node + landmarks overlap

## WHAT DID YOU NOTICE?

Lack of walkability

Lack of businesses in Danbury  
~~one other town~~ Springfield

I-89 as an edge

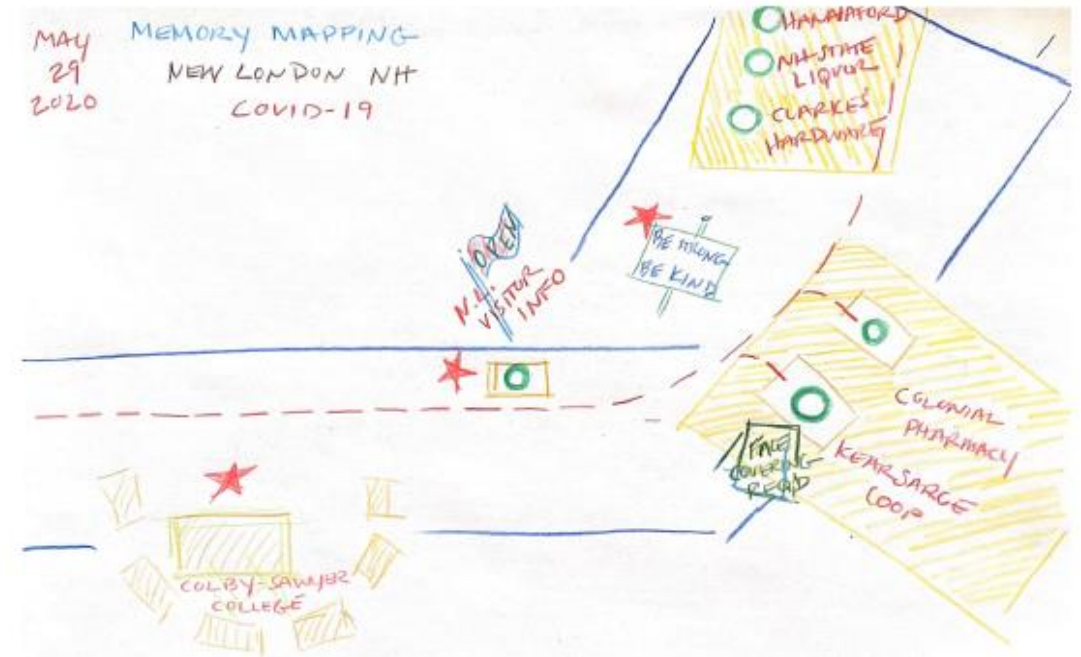
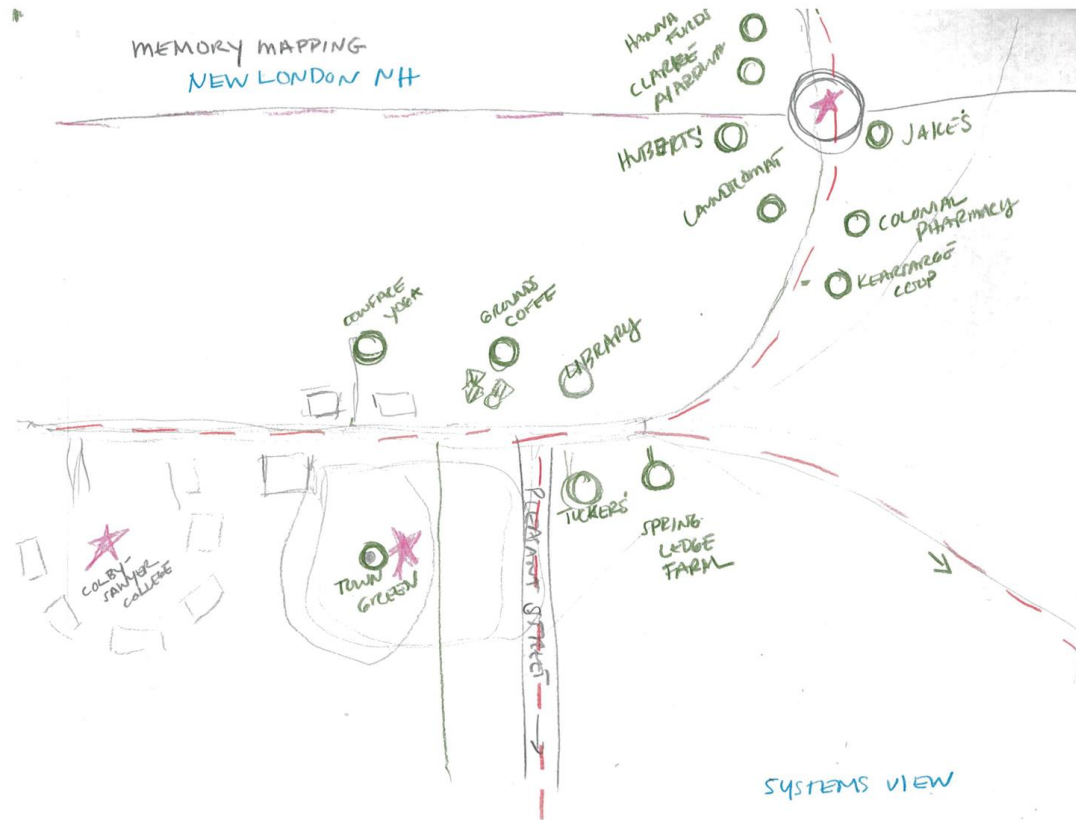
Warner is a stop → visibility  
Connectivity of all 12 towns

## INSIGHTS

### Opportunities

- Regional round tables
- lots of recreation
- landmarks are nodes
- no one mentioned Barn play
- Different users - children
- How best to create emotional connection for others?
- Day trips

# Our conception of places and how we interact with them changes.



## The Basics: What do you need?

Sets of colored pencils for each participant that include 5 colors. A pencil sharpener

11 x 14 paper for map making

Painter's tape to hang the drawings

2 easels with notepads and markers

90 minutes for presentation, activity, discussion

*Kevin Lynch:*

THE  
IMAGE  
OF  
THE  
CITY



*The Image of the City*  
by Kevin Lynch

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<https://www.amazon.com/Image-Harvard-Mit-Joint-Center-Studies/dp/0262620014>

# Thank you!

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