



**PAK KLONG TALAD, RATTANAKOSIN ISLAND, BANGKOK: STEPS TOWARD THE
CONSERVATION OF A HISTORIC URBAN COMMUNITY**

**By
Naphatsanan Vinijvorakijkul**

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree
DOCTOR OF PHILOSOPHY
Program of Architectural Heritage Management and Tourism
(International Program)
Graduate School
SILPAKORN UNIVERSITY
2008**

**PAK KLONG TALAD, RATTANAKOSIN ISLAND, BANGKOK: STEPS TOWARD THE
CONSERVATION OF A HISTORIC URBAN COMMUNITY**

**By
Naphatsanan Vinijvorakijkul**

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree

DOCTOR OF PHILOSOPHY

Program of Architectural Heritage Management and Tourism

(International Program)

Graduate School

SILPAKORN UNIVERSITY

2008

The Graduate school, Silpakorn University has approved and accredited the Thesis title of “Pak Klong Talad, Rattanakosin Island, Bangkok: Steps Toward the Conservation of a Historic Urban Community” submitted by Ms.Naphatsanan Vinijvorakijkul as a partial fulfillment of the requirements for the degree of Doctor of Philosophy in Architectural Heritage Management and Tourism.

.....
(Associate Professor Sirichai Chinatankul, Ph.D.)
Dean of Graduate School
...../...../.....

The Thesis Advisor

Professor William Chapman, Ph.D.

The Thesis Examination Committee

..... Chairman
(Professor Trungjai Buranasomphob, Ph.D.)
...../...../.....

.....Member
(Assistant Professor Chaiyasit Dankittikul, Ph.D.)
...../...../.....

.....Member
(Professor William Chapman, Ph.D.)
...../...../.....

51056953: MAJOR: ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM
KEY WORD: CONSERVATION / HISTORIC URBAN COMMUNITY
NAPHATSANAN VINIJVORAKIJKUL: PAK KLONG TALAD,
RATTANAKOSIN ISLAND, BANGKOK: STEPS TOWARD THE CONSERVATION
OF A HISTORIC URBAN COMMUNITY.
THESIS ADVISOR: PROFESSOR WILLIAM CHAPMAN, Ph.D., 216 pp.

Pak Klong Talad is located between the Chao Praya River (Inner Krung Rattanakosin) and Outer Krung Rattanakosin on the south side of the historic city of Bangkok. This area has great historical, architectural and cultural significance. The future of Pak Klong Talad, within the context of Krung Rattanakosin, is a subject of considerable debate and controversy.

The Bangkok Metropolitan Administration (BMA) was to have developed a plan for the Pak Klong Talad area. However, the BMA faced a significant number of problems and obstructions. These included the fact that no specific conservation regulations were promulgated; that the owners of land and properties did not cooperate; that there was no budget to pay restitution; the negative response of people who were to be affected by the plan; and the lack of a truly comprehensive and sustainable development plan.

This dissertation is the reexamination of several factors including: taking a fresh look at the physical character of the community; an analysis of the present economy and social make-up of the community, and in particular, ways in which community participation may be encouraged and enlisted in future development and conservation schemes. The study also examines ways that economic change and new marketing strategies might be enlisted to further the aims of community sustainable future by learning from market models in other countries and consider their applicability to Pak Klong Talad. This study's final intention is to better understand existing factors and thereafter develop guidelines that might provide a better solution for future management – one that adequately takes into account the participation of the people in Pak Klong Talad as well adapt to new economic realities.

Architectural Heritage Management and Tourism Graduate School, Silpakorn University Academic Year 2008
Student's signature
Thesis Advisor's signature

Acknowledgements

I would like to acknowledge all the contribution from the following individuals. Without their help and support, this dissertation would not have been completed.

To begin with, I would like to express my deepest gratitude to my supervisor, Professor Dr. William Chapman, for all his guidance and contribution to my research from the very first day until the end. Additional thanks go to my examiners, Professor Dr. Trungjai Buranasomphob and Assistant Professor Dr. Chaiyasit Dankittikul, for all their support and advice throughout my entire doctoral study.

My special thanks go to President and Vice President of Kasem Bundit University that give me the opportunity to study and provided financial support. Thanks also to Dean and all lecturers of Liberal Arts Faculty Kasem Bundit University for their advice and moral support.

My thanks also go to all people in Pak Klong Talad who participated in the interviews and survey as well as those who granted their permissions for every process of data collection.

Thanks to Mr. Mel Sharman and Mr. Henry Silverman for their suggestion, comments and English edition.

Finally, I would like to express my deepest gratitude to my dear parents, sisters and brother for their love and unlimited support.

Table of Contents

	Page
Abstract.....	c
Acknowledgements.....	d
List of Figures.....	h
List of Tables.....	k
 Chapter	
1 Introduction.....	1
Rationale for Study.....	6
Statement of the problem.....	7
Objective of the Study.....	8
Scope of Study.....	8
Study Area.....	9
Research Methodology.....	10
Procedures Involved in the study.....	13
2 Thai Markets.....	16
Part 1 : Thai Markets : Background History.....	16
Markets in the Sukhotai Era.....	16
Markets in the Ayuthaya Era.....	17
Markets in the Thonburi Era.....	19
Markets in the Rattanakosin Era.....	21
1. Markets in between the reign of King Rama I to the reign of King Rama III.....	21
2. Markets in between the reign of King Rama IV to the reign of King Rama VI.....	26
3. Markets from the reign of King Rama VII up until now.....	32
Part 2 : Changes in the market landscape in Bangkok.....	34
3 History of the Rattanakosin Conservation Project.....	42
The Background of the Krung Rattanakosin.....	42
Prior to the Rattanakosin Period	42
Bangkok in Thonburi Period.....	43
The Rattanakosin Period	43
Background to the Conservation and Development of Krung Rattanakosin.....	50
Policies and Measures for the Conservation and Development of Krung Rattanakosin.....	52

Chapter	Page
Master Plans for the Conservation and Development of the Krung Rattanakosin.....	55
Action Plans of the Masterplan for the Conservation and Development of Krung Rattanakosin.....	61
4 Literature Review.....	63
Conservation Viewpoint.....	63
Reasons for Conservation.....	64
Principles of Urban Conservation.....	65
Urban Renewal.....	66
The Concept of Citizens' Participation.....	67
Relevant Research.....	72
5 Physical condition of Pak Klong Talad Area.....	82
Function of the Buildings.....	83
Number of Storeys	89
Additions to Buildings.....	95
Building Materials Used.....	101
Condition of the Buildings.....	107
Type of Buildings.....	113
Traffic.....	125
Parking.....	131
6 Social and Economic of Pak Klong Talad.....	133
Residents of the buildings.....	133
Characteristics and Traditions of the community	133
Characteristic of population	134
Duration of residence in Pak Klong Talad	135
Type of business.....	135
Business trend.....	136
Interaction in the community	137
Property ownership.....	137
The Venders.....	140
Characteristics of population	140
Duration of Residence in Pak Klong Talad	141
Reason of trading at Pak Klong Talad.....	141
Type of business.....	142
7 The Cases from another countries.....	145
Main Street Program, U.S.A.....	145
What is the National Trust for Historic Preservation?.....	146

Chapter	Page
What does the National Trust do?.....	146
History of the National Trust Main Street Center.....	146
The Main Street Four-Point Approach to commercial district revitalization.....	147
The Main Street Philosophy - Eight Principles of Success.....	148
Civic Trust.....	150
Civic Societies.....	150
About the Civic Trust Regeneration Unit.....	151
About Civic Champions.....	151
The Civic Champions programme	151
About The Civic Trust Awards.....	152
Festival Marketplaces in other countries.....	153
Faneuil Hall / Quincy Market in Boston, U.S.A.....	156
South Street Seaport in New York, U.S.A.....	159
Harborplace in Baltimore, U.S.A.....	162
Pike’s Place Market in Seattle, U.S.A.....	166
New Covent Garden Market in London, England.....	169
Les Halles in Paris, France.....	179
Analyzing of the first part with applying in to Pak Klong Talad case....	183
8 Conclusion and Recommendations	189
Bibliography.....	202
Appendix.....	207
Autobiography.....	216

List of Figures

Figure		Page
1	The Pak Klong Talad Market.....	1
2	A map showing sub-districts, locations and boundary of Krung Rattanakosin.....	2
3	A plan featuring canals and city wall of Bangkok during the early period of Rattanakosin.....	3
4	The road of flowers.....	5
5	Pak Klong Talad in Present.....	5
6	Pak Klong Talad in Present	6
7	The area of Pak Klong Talad Market.....	9
8	The geographic location of Ayuthaya.....	17
9	A map of Ayuthaya in 1687.....	18
10	Floating markets in the Ayuthaya Era.....	19
11	The way of life of people in the Thonburi Era.....	20
12	Bang-Luang Canal in Present.....	20
13	Floating market in the early Rattanakosin Era.....	22
14	Transportation system in the past.....	26
15	The shops and row buildings of western merchants.....	30
16	The shops in the reign of King Chulajomklao Rama	31
17	Yaowarach road in the past.....	32
18	Shops and Chinese communities in Yaowarach.....	33
19	Shops and Indian communities in Sampeng.....	33
20	Function of the Buildings.....	84
21	Function of the Buildings at Aong Karn Talad Market.....	85
22	Function of the Buildings at Yod Phiman Market.....	86
23	Function of the Buildings at Group of buildings at Saphan Buddha Lane...	87
24	Function of the Buildings at Song Serm Kaset Thai Market.....	88
25	Number of Storeys	90
26	Number of Storeys at Aong Karn Talad Market.....	91
27	Number of Storeys at Yod Phiman Market.....	92
28	Number of Storeys at Group of buildings at Saphan Buddha Lane.....	93
29	Number of Storeys at Song Serm Kaset Thai Market	94
30	Additions to the Buildings.....	96
31	Additions to the Buildings at Aong Karn Talad Market.....	97
32	Additions to the Buildings at Yod Phiman Market.....	98
33	Additions to the Buildings at Group of buildings at Saphan Buddha Lane..	99
34	Additions to the Buildings at Song Serm Kaset Thai Market.....	100
35	Building Materials Used.....	102
36	Building Materials Used at Aong Karn Talad Market.....	103
37	Building Materials Used at Yod Phiman Market	104
38	Building Materials Used at Group of buildings at Saphan Buddha Lane...	105
39	Building Materials Used at Song Serm Kaset Thai Market	106
40	Condition of the Buildings.....	108
41	Condition of the Buildings at Aong Karn Talad Market.....	109

Figure	Page
42	Condition of the Buildings at Yod Phiman Market 110
43	Condition of the Buildings at Group of buildings at Saphan Buddha Lane... 111
44	Condition of the Buildings at Song Serm Kaset Thai Market..... 112
45	Type of Buildings..... 114
46	Type of Buildings at Aong Karn Talad Market..... 115
47	Type of Buildings at Yod Phiman Market 116
48	Type of Buildings at Group of buildings at Saphan Buddha Lane..... 117
49	Type of Buildings at Song Serm Kaset Thai Market..... 118
50	Show old buildings along Chakraphet Road..... 119
51	Show old buildings in Saphan Buddha Lane model 1..... 120
52	Show old buildings in Saphan Buddha Lane model 2..... 121
53	Show old buildings along Assadang Road..... 122
54	Show old buildings at Song Serm Kaset Thai Market..... 123
55	Show middle type buildings along Chakraphet Road and Tha Klang Lane...124
56	Chakraphet Road is the main road passing through Pak Klong Talad..... 125
57	Vehicles around Pak Klong Talad..... 126
58	Many pushcarts in Pak Klong Talad..... 127
59	Many hawkers and venders on the pedestrian footpath..... 128
60	Rajinee Pier..... 129
61	Memorial Bridge Pier..... 130
62	Parking for residents and merchants..... 131
63	Flowers Business at Pak Klong Talad..... 135
64	Diagram of the property ownership of the land in Pak Klong Talad area... 138
65	Diagram of the estimate value of the land in Pak Klong Talad area..... 139
66	Most of the venders (40.0 percent) sell flowers..... 142
67	Civic Trust Award plaque on the Severn Bridge..... 150
68	Rouse on the August 24, 1981 cover of TIME..... 154
69	From left to right: Statues of Willard Rouse and James W. Rouse in Columbia, Maryland by artist William F. Duffy. Willard was James Rouse's nephew. Photo taken by Jeff Kubina..... 154
70	Faneuil Hall in 1776..... 156
71	Faneuil Hall circa 1890-1906..... 157
72	Faneuil Hall today, east side..... 157
73	Quincy Market as it appeared in 1830..... 158
74	Quincy Market, east side, 1987..... 158
75	North Market (left) and Quincy Market (right)..... 158
76	Quincy Market; Faneuil Hall can be seen behind, and South Market to left...158
77	Faneuil Hall Marketplace..... 158
78	A view of the South Street Seaport in New York with the Brooklyn, Manhattan, and Williamsburg bridges..... 159
79	South Street Seaport..... 160
80	South Street Seaport..... 161
81	Harborplace in Baltimore..... 164
82	Baltimore's Harborplace..... 165
83	Baltimore's Inner Harbor..... 165

Figure	Page
84	In November 1907 the Goodwin brothers built the first Market Arcade that housed 70 farmers under cover in stalls rented by the day..... 166
85	Seattle's Pike Place Market was established on 08/17/1907 as an experiment for farmers, who were being gouged by the middleman, to sell directly to the consumer..... 166
86	Pike to Virginia Street, on Pike Place, Seattle, WA..... 167
87	Seattle's Pike Place market is world-famous for its fresh seafood and produce..... 168
88	Farmers and craft vendors still rent stalls by the day to sell farm fresh produce and their hand made crafts. The 'Meet the Producer' concept is alive and well..... 169
89	New Covent Garden Market..... 170
90	New Covent Garden Market..... 171
91	Covent Garden Market..... 173
92	The exterior of Covent Garden market..... 174
93	The interior of Covent Garden Market..... 174
94	Covent Garden London, United Kingdom..... 175
95	The Floral Hall, now part of the Royal Opera House..... 177
96	A street performer in front of the Market..... 177
97	Covent Garden Community Association's Carols by Candlelight will take place at St Paul's Church The Piazza, Covent Garden at 6.30 p.m. Thursday 16th December..... 178
98	Les Halles in the 16th century..... 179
99	Les Halles in 18th Century..... 179
100	Les Halles in 19th century: Baltard's Pavillions..... 180
101	Looking down at Forum des Halles in 2005..... 180
102	The outside of the Forum des Halles today..... 181
103	A plaza with moveable seating provides prospect over the central open air space which is surrounded by boutiques, restaurants, and cafes..... 182
104	Sculptures situated within the inner sunken courtyard of Les Halles... 182
105	Looking through the market area to houses on the other side of the Chao Phraya River..... 196
106	Map of the Chao Phraya River (including the Memorial Bridge Pier)... 197

List of Tables

Table		Page
1	Table for determining sample size.....	11
2	Function of buildings in Pak Klong Talad.....	83
3	Number of storeys of buildings.....	89
4	The number of additional buildings.....	95
5	Building materials used.....	101
6	Condition of the buildings.....	107
7	Number of buildings categorized according to type.....	113
8	Characteristics of local residents.....	134
9	Duration of residence in Pak Klong Talad.....	135
10	Type of business.....	136
11	Respondents' opinion regarding business trends.....	136
12	Interaction in the community.....	137
13	Show characteristic of population.....	140
14	Duration of Residence in Pak Klong Talad.....	141
15	Reason for trading in Pak Klong Talad.....	141
16	Type of business.....	142

Chapter 1

Introduction

The focus of this study is Pak Klong Talad, a flower and vegetable market, which is located between the Chao Phraya River (Inner Krung Rattanakosin), and Outer Krung Rattanakosin on the south side of the historic city of Bangkok. This area has great historical, architectural and cultural significance. Pak Klong Talad is Bangkok's main wholesale market to which merchants come daily to buy supplies for markets, shops, and sidewalk stalls elsewhere in the city. A specialty of the market is cut flowers, sold by the basket load, mostly brought from gardens across the river by boat and sold for remarkably low prices in the early morning; fruits and vegetables are also plentiful. In the 19th and early 20th centuries, this was the main market for people of the capital. (Warren, 1989)

Pak Klong Talad is awake from dawn until dusk and people from all over Bangkok brave the traffic to buy flowers here. The market is well known among flower-merchants as a hub for flowers imported both from inside and outside Thailand. Likewise, Pak Klong Talad for decades has been renowned as a long-time flower market among the owners of flower gardens in both Bangkok and the surrounding suburbs.



Figure 1: The Pak Klong Talad Market Source: Naphatsanan Vinijvorakijkul

Pak Klong Talad is located at the mouth of what was formerly the Kumueng Canal. After the passing away of King Krung Thonburi, King Rama I relocated the capital to the eastern side due to the fact that it was a strategically superior site. More than half of the capital was flanked by the river, which simplified the protection of the city during wartime. King Rama I furthermore used a corvee labor force of 10,000

men to excavate a new canal on the east bank, stretching from Wat Bophitpimuk (Wat Cherglen), and Wat Sampleum to Wat Banglampoo. Both ends were connected to the Chao Phraya River, the length of the enterprise being 3,426 meters, with a width of 20 meters, and a depth of 25 meters. He named it Klong Robkrung.

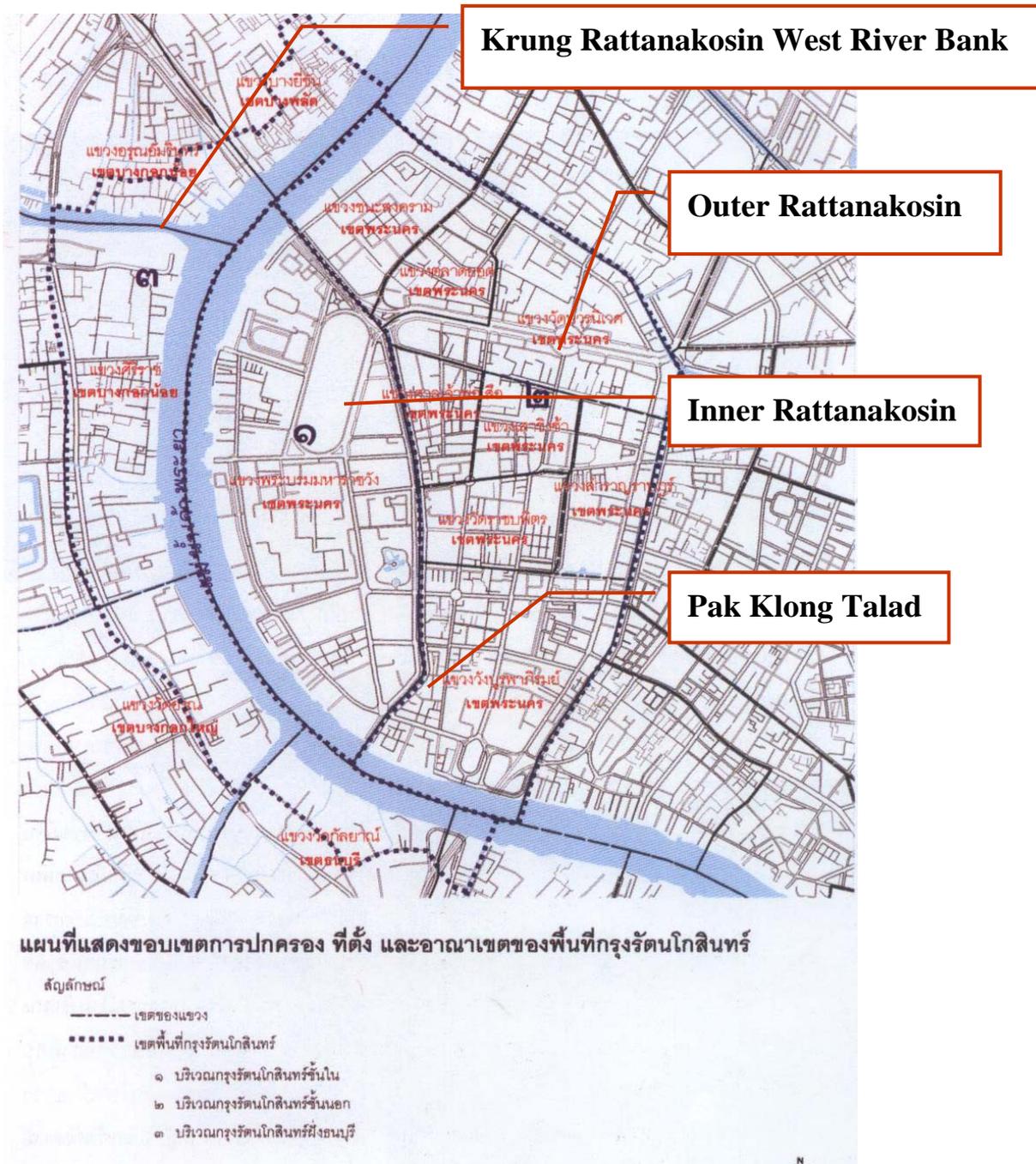


Figure 2: A map showing sub-districts, locations and boundary of Krung Rattanakosin
 Source: Conservation and Development of Krung Rattanakosin, February 2004.

In addition, orders were given to dig Klong Lod from two previous Kumueng Canals through a new excavation site outside the city. Klong Lod means the Straight Canal, lod or loke referring to its shape. The southern part of Kumueng Canal was called Klong Talad due to the number of saltwater fish from Ta Jeen (Samutsakorn Province) that congregated here. In the book “Niras Pa Klad”, written by Her Highness Kuen Phetsena (Somjeen Unhanant) in 1894, it states that “This Klong Talad was originally called Klong Nai in the Thonburi period and was excavated in 1772. In the reign of King Rama V, it was renamed Saphan Pla (Fish Bridge), and was located in Klong Lod Talad Mai District. In 1893, the Ministry of Finance announced that from 15 December 1893, it would be shut down and only Taphan Pa in Hua Lampong would be maintained. Accordingly, the regulars who normally sell their fish here are to go to Taphan Pla in Hua Lampong instead”. However, it has continued to be called Klong Talad down to the present day.

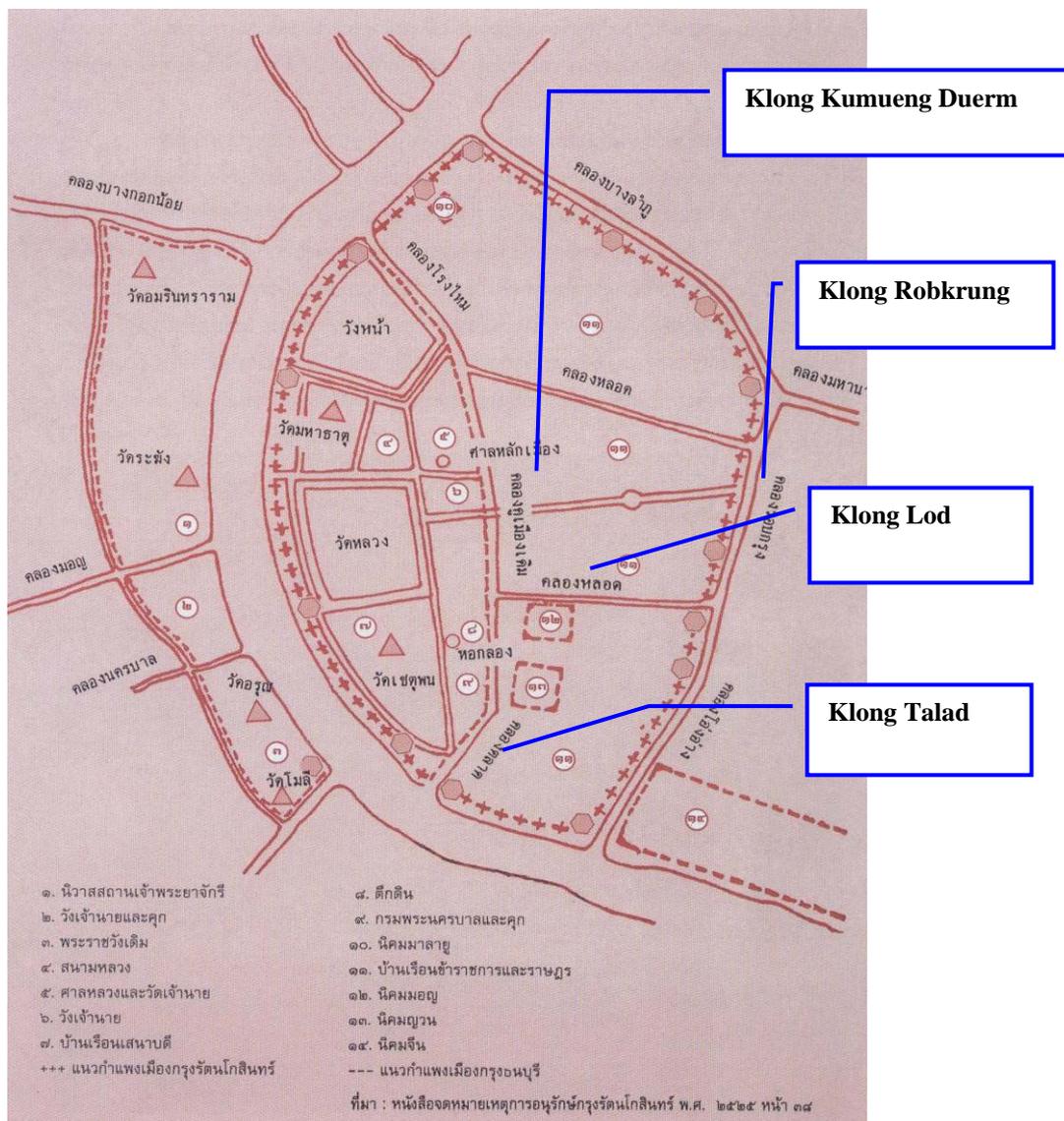


Figure 3: A plan featuring canals and city wall of Bangkok during the early period
Source: Conservation and Development of Krung Rattanakosin, February 2004.

During the era of the Field Marshall P. Phibulsongkram, who became Prime Minister for a second term from 1948 to 1957, the size of the population increased and along with it the demand for produce. The existing markets at that time, such as Tatian Market, Nanglerng Market and so on, were not enough to fulfill the needs of both buyers and sellers. Consequently, scores of merchants used the walls surrounding Wat Pho to set up their stalls, and built their dwellings close by, which created an eyesore for the revered royal temple nearby. Later, a new plot of land around the mouth of Pak Klong Talad was provided for them. The land it occupied was close to the waterfront of the Chao Phraya River and in the middle of the city, thus making it more convenient to bring in goods from other sources, both by land and water. Consequently, existing markets were relocated there and placed under the care of the government sector. Afterwards, in 1953, a royal decree was issued to establish the Market Organization, which was affiliated with the Ministry of the Interior, thereby becoming the first market around the Pak Klong Talad area.

Rattanakosin markets during the reconstruction of the city on the east bank of the Chao Phraya River, opposite Thonburi City, duplicated the advances that had been made during the Ayuthaya period, that is to say, the land was attached to the core transport route of the city. According to the book “Stories of Siam” by Monsieur Pal L’Egois, “The Kingdom of Siam should be the country of trade. Naturally, canals and rivers are the major form of waterway transport, overcrowded with boats conveying goods to stores and warehouses. The trade was mainly conducted by the barter system.”

Being located next to the Chao Phraya River, Pak Klong Talad was teeming with ferryboats from Bangkok to Thonburi and was also a center for tramway system. Trams were later abandoned in 1960 and reduced the significance of the ferry and the pier, which merely became a loading place for fruits and vegetables. (Focus Bangkok, 2004)

Although officially named the Vegetable and Fruit Market Organization, Pak Klong Talad market is full of flowers from all over the kingdom, from the gardeners in Thonburi to those in the northern, central, eastern and southern provinces. It is outright the largest flower market in the country and, in addition, offers better prices than many others do.

This market is normally very lively from the evening until late morning of the next day. Nonetheless, it never closes, as there are vendors there selling their goods all day long. The strip starts from the mouth of the Laud canal to the foot of the Buddha Bridge, a total area of around 200 meters. At the beginning of the road, outside the Phra Raja Wang police station, fruits and vegetables can be bought, either retail or wholesale, by the truckload. Further down, the road is a riot of color, yellow and red, white and green, pink and purple, of not only different kinds of flowers, such as orchids, roses, marigold, jasmine, lotus, etc., but also decorative foliage such as pandanus and ferns. There is such a wide variety of flora that this is rightly called “the road of flowers”.



Figure 4: The road of flowers Source: Naphatsanan Vinijvorakijkul

Small alleys, as well as buildings and houses in the area, have been transformed into stores and you can rarely find an empty space. Most of the residents have inherited the business from their ancestors and have made this one of the most important commercial zones of Bangkok. (Fasang, 2003)

Pak Klong Talad continued to grow during the decade following which the Market Organization was established. In addition, a private market selling fruits and vegetables, called Talad Yod Phiman (Yod Phiman Market), was set up to further enhance its growth. An organization entitled the Thai Market Agricultural Extension was also established for the auction of longan, as well as other fruits and vegetables. It was at this market, therefore, that the shipment of vegetables originated, which generates a great deal of revenue.



Figure 5: Pak Klong Talad in Present Source: Naphatsanan Vinijvorakijkul

Nowadays, Pak Klong Talad is considered to be of national significance as a market, owing to the fact it is a hub for trading in fruits, vegetables and flowers. This commercial area started to develop during the early Rattanakosin era, its importance receiving a huge boost when the Buddha Yodfah Chulalok Bridge was built in the reign of King Rama VII in order to connect Bangkok and Thonburi. Today the market for agricultural produce was built close by in order to expand the scope Pak Klong Talad Market. In consequence, Pak Klong Talad expanded as far as the Buddha Bridge and Chakraphet Road on the other side and through to Sawapha Banmoh School.(Focus Bangkok, 2004)



Figure 6: Pak Klong Talad in Present Source: Naphatsanan Vinijvorakijkul

Rationale for Study

The relationship between the conservation of heritage areas and tourism, as well as that between the conservation of heritage areas and urban development is in a continual state of flux. In the case of the latter, this may represent a constant tug of war of conflicting values, both in terms of opposing views of what actually constitute heritage conservation and its underlying principles and how its needs are prioritized in the face of the demands of developers, whose notion of urban development is frequently in direct opposition to those principles. This phenomenon is particularly true of living heritage sites, such as waterfront landscapes, ethnic communities, whose history and way of life represent a concrete link with an otherwise intangible past. It is also true of living communities, whose lifestyle in the contemporary world reflects a link with that past.

The status of such communities, including marketplaces, which are of great historic and cultural value, needs to be evaluated from a number of perspectives. These include the viability of current or future projects to preserve such living heritage sites, their sustainability in terms of CHM, as well as the question of authenticity, in other words whether it is possible to preserve intact – as far as possible – the atmosphere and culture of the site in question, as a living touchstone

for the sake not only of present generations but for future generations as well. The dissertation also examines the question of cooperation among agencies; of collaboration or partnerships between private, public and non-profit sectors, as well as between destinations, in achieving and promoting the principles of sustainable development (including ways to achieve pro-active planning as opposed to the typical remedial planning); of the role of stakeholders (government agencies, site managers, land owners, destination residents, business owners and so on) in such heritage tourism development efforts; and their participation in the potential economic and social benefits of such schemes.

The rationale underlying this dissertation, therefore, is to examine such issues in light of the initiative to preserve Pak Klong Talad, a flower and vegetable market in the historic center of Bangkok, itself of a larger project to serve an entire area of the capital city, Rattanakosin Island, which is of great historical and cultural significance to the Thai people, as will be explained in greater detail elsewhere in the introduction to this paper. Chapter 7 of the dissertation will also examine a number of case studies of successful heritage tourism sites in the US, the UK, and France to determine the principles underlying such conservation efforts, to attempt to extrapolate the reasons for their success, and to determine whether there are lessons to be learned which could be applied to heritage conservation and tourism in the context of Thailand.

Statement of the Problem

Pak Klong Talad is located between the Chao Praya River (Inner Krung Rattanakosin) and Outer Krung Rattanakosin on the south side of the historic city of Bangkok. This area has great historical, architectural and cultural significance. The future of Pak Klong Talad, within the context of Krung Rattanakosin, is a subject of considerable debate and controversy.

The primary agency responsible for the management of the Rattanakosin area is the Rattanakosin Conservation Project Committee. The committee is charged with addressing development along the riverbank in terms of the following concerns:

1. To conserve buildings with historical and/or architectural significance.
2. To remove or demolish non-important buildings and develop their land for the creation of tourism areas and open spaces.
3. To adopt and promote activities that will support conservation and tourism in the area.

Any plans for Pak Klong Talad must meet with the aims of these broader policies. The relevant governmental agency responsible for implementing the plan is the Bangkok Metropolitan Administration (BMA). Originally, the BMA was to have developed a plan for the Pak Klong Talad area, along with the rest of Krung Rattanakosin. However, the BMA faced a significant number of problems and obstructions. These included the fact that no specific conservation regulations were promulgated; that the owners of land and properties did not cooperate; that there was no budget to pay restitution; the negative response of people who were to be affected by the plan; and the lack of a truly comprehensive and sustainable development plan.

The problems experienced by -- and still facing -- Pak Klong Talad require the reexamination of several factors. These include taking a fresh look at the physical character of the community; an analysis of the present economy and social make-up of the community, and in particular, ways in which community participation may be encouraged and enlisted in future development and conservation schemes. This study's intention is to better understand existing factors and thereafter develop guidelines that might provide a better solution for future management – one that adequately takes into account the participation of the people in Pak Klong Talad.

For it to be successful, a development and conservation project needs to involve the community in each step of the planning process. It is the underlying assumption of this study that the community must assume a participatory role in order for solutions to be realistic and sustainable and meet with modern expectations for democratic participation and the judicious management of historic resources. This project is first and foremost a study of community participation models and the ways these may be employed in future planning in the Pak Klong Talad area.

Objective of the Study

The objectives of this study are as follows:

1. To review the history of the Rattanakosin Conservation Project
2. To examine social and economic trends in Bangkok relating to land-based markets
3. To study the form, condition and function of architecture and related sites in Pak Klong Talad
4. To identify the potential for Pak Klong Talad community participation in future planning
5. To examine market models in other countries and consider their applicability to Pak Klong Talad.
6. To provide a framework and suggested model for community participation in Pak Klong Talad as part of the overall urban development and conservation plan for Krung Rattanakosin.

Scope of study

The scope of the study is to examine the Pak Klong Talad community, its history and present status. This is carried out with the aim of determining the potential for community cooperation and action in the area. The main focus of this study is as follows:

1. To study and analyze the secondary sources pertaining to the conservation and development of Rattanakosin and extract pertinent details from those sources.
2. To look at secondary sources touching upon the phenomenon of markets in Bangkok.

3. To rely on secondary sources in order to systematize and analyze the physical character of the area to determine its background and significance.
4. To examine factors leading to the potential for participation within the community including economic and social factors. These will include demographic factors, including age, gender, educational level, career, period residing in the area, land-holding aspect, and also a perception survey about the Pak Klong Talad project.
5. To propose a model for community participation in the conservation of the historic area of Pak Klong Talad, in the greater context of the Rattanakosin development plan.

Study Area

The study is confined to the area of Pak Klong Talad, which is located in Wang Burapapirom, Phra Nakorn District, Bangkok.

The area of Pak Klong Talad Market can be divided into 4 areas, namely:

1. Aong Karn Talad Market (The Marketing Organization)
2. Yod Phiman Market
3. Group of buildings at Saphan Buddha Lane
4. Song Serm Kaset Thai Market.

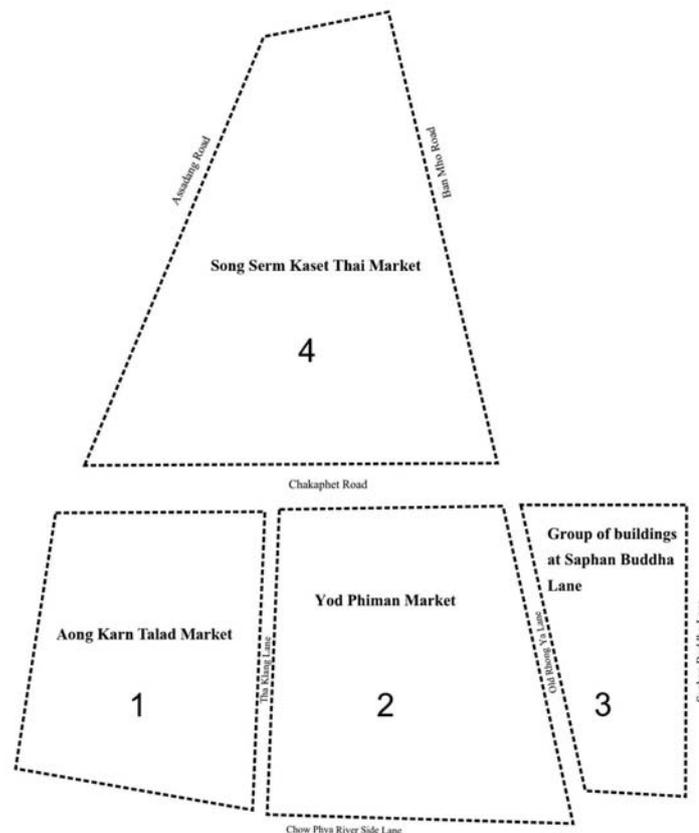


Figure 7: The area of Pak Klong Talad Market Source: Naphatsanan Vinijvorakijkul

Research methodology

This research aims to study factors affecting the participation of people living in the surrounding community by using the “exploratory study method”.

Data collection

The data collection procedure makes use of two main sources, as follows.

1. Primary sources

Primary data is collected by using a structured survey as follows: an observation inventory, questionnaire and interviews.

- Observation Inventory. This method is used for surveying the physical data relating to architecture, public utilities and traffic. It involves working with a map that shows details of buildings and addresses.
- The questionnaire is of the close-ended type and is divided into two parts: Part 1. Demographic data, and Part 2. Attitudes and opinions regarding community participation. (See Appendix - Close-ended Questionnaire Form)

The questionnaire is tested in two steps before the survey is conducted in Pak Klong Talad to ensure the validity of the instrument. First, the questionnaire is verified by the dissertation supervisor to check the necessary content is covered. Second, before the actual survey, the questionnaire is also shown to three experienced Thai researchers in order to elicit their comments. The questionnaire is finally revised according to the comments, and used in the site.

Interviews were conducted by talking with people in the community itself. Most of the topics involve basic issues and follow no particular structure (Unstructured Interview) as in the Reaction Probe Process.

2. Secondary sources

Secondary data is collected from textbooks, related research, newspapers, articles, maps and pictures.

Sample size

The “population” in this instance consists of citizens living in Pak Klong Talad. The method used for selecting the sample population will be Accidental Random Sampling Method, based on surveys of citizens living in the Pak Klong Talad area. For the purposes of this study, the researcher will use the theory of Krejcie & Morgan, who have produced a table for determining sample size. They did this in response to an article called "Small Sample Techniques" issued by the research division of the National Education Association. In this article, a formula was provided for the purpose, but, according to Krejcie & Morgan, an easy reference table was -- regrettably -- not provided. As a result, they produced such a table based on the formula. No calculations are required to use the table, which is also reproduced

below. According to Krejcie & Morgan, if one wished to know the sample size required to be representative of the opinions of 9,000 specified electronic users, then one enters the table at $N=9,000$. The sample size in this example is 368. The table is applicable to any population of a defined (i.e. finite) size.

Required Sample Size, Given A Finite Population, Where $N = \text{Population Size}$ and $n = \text{Sample Size}$

N - n	N - n	N - n	N - n	N - n
10 - 10	100 - 80	280 - 162	800 - 260	2800 - 338
15 - 14	110 - 86	290 - 165	850 - 265	3000 - 341
20 - 19	120 - 92	300 - 169	900 - 269	3500 - 346
25 - 24	130 - 97	320 - 175	950 - 274	4000 - 351
30 - 28	140 - 103	340 - 181	1000 - 278	4500 - 354
35 - 32	150 - 108	360 - 186	1100 - 285	5000 - 357
40 - 36	160 - 113	380 - 191	1200 - 291	6000 - 361
45 - 40	170 - 118	400 - 196	1300 - 297	7000 - 364
50 - 44	180 - 123	420 - 201	1400 - 302	8000 - 367
55 - 48	190 - 127	440 - 205	1500 - 306	9000 - 368
60 - 52	200 - 132	460 - 210	1600 - 310	10000 - 370
65 - 56	210 - 136	480 - 241	1700 - 313	15000 - 375
70 - 59	220 - 140	500 - 217	1800 - 317	20000 - 377
75 - 63	230 - 144	550 - 226	1900 - 320	30000 - 379
80 - 66	240 - 148	600 - 234	2000 - 322	40000 - 380
85 - 70	250 - 152	650 - 242	2200 - 327	50000 - 381
90 - 73	260 - 155	700 - 248	2400 - 331	75000 - 382
95 - 76	270 - 159	750 - 254	2600 - 335	100000 - 384

Table 1: Table for determining sample size

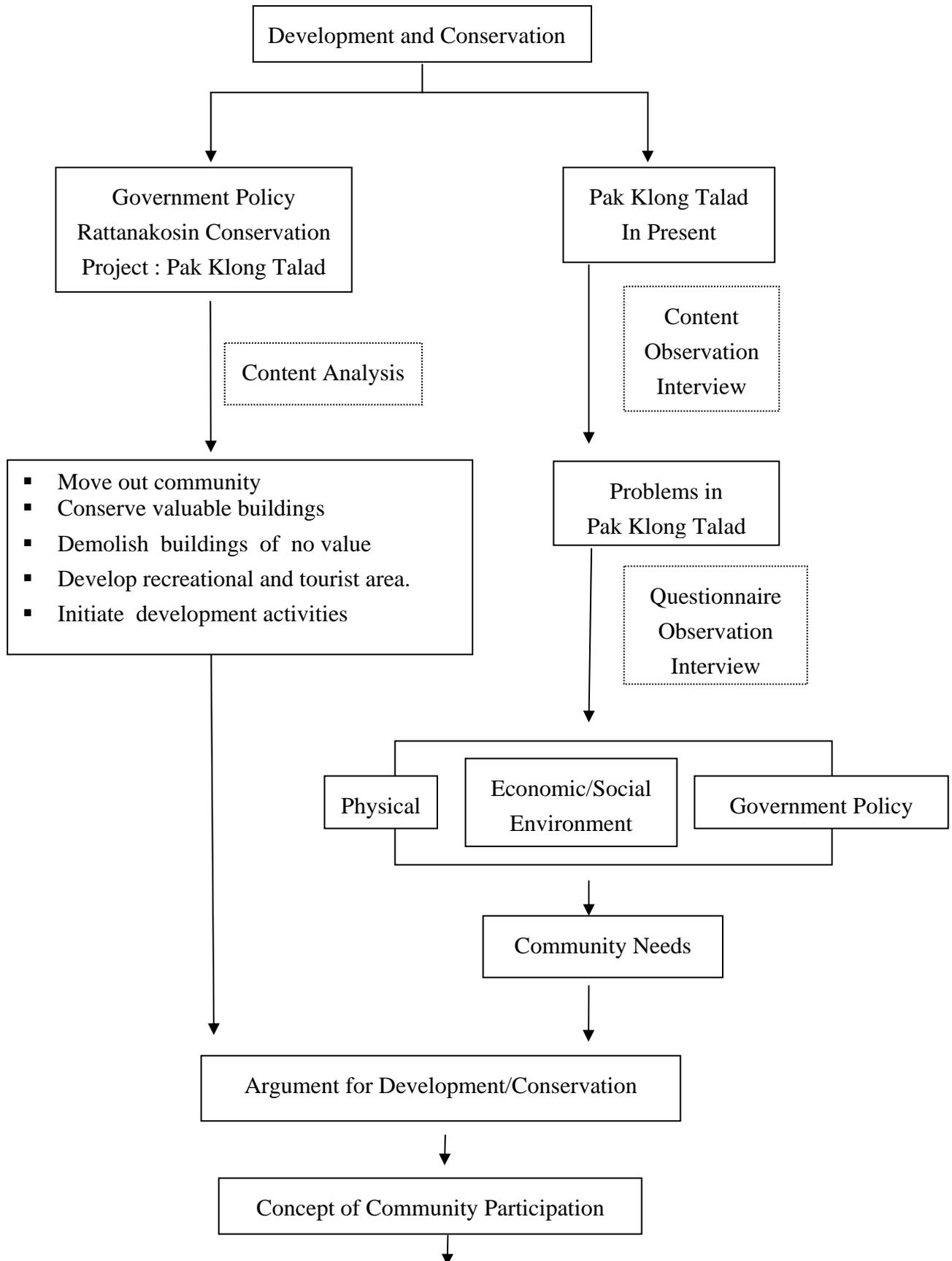
Source: www.emoderators.com/ipct-j/1998/n3-4/hill.html, accessed in July 14, 2005

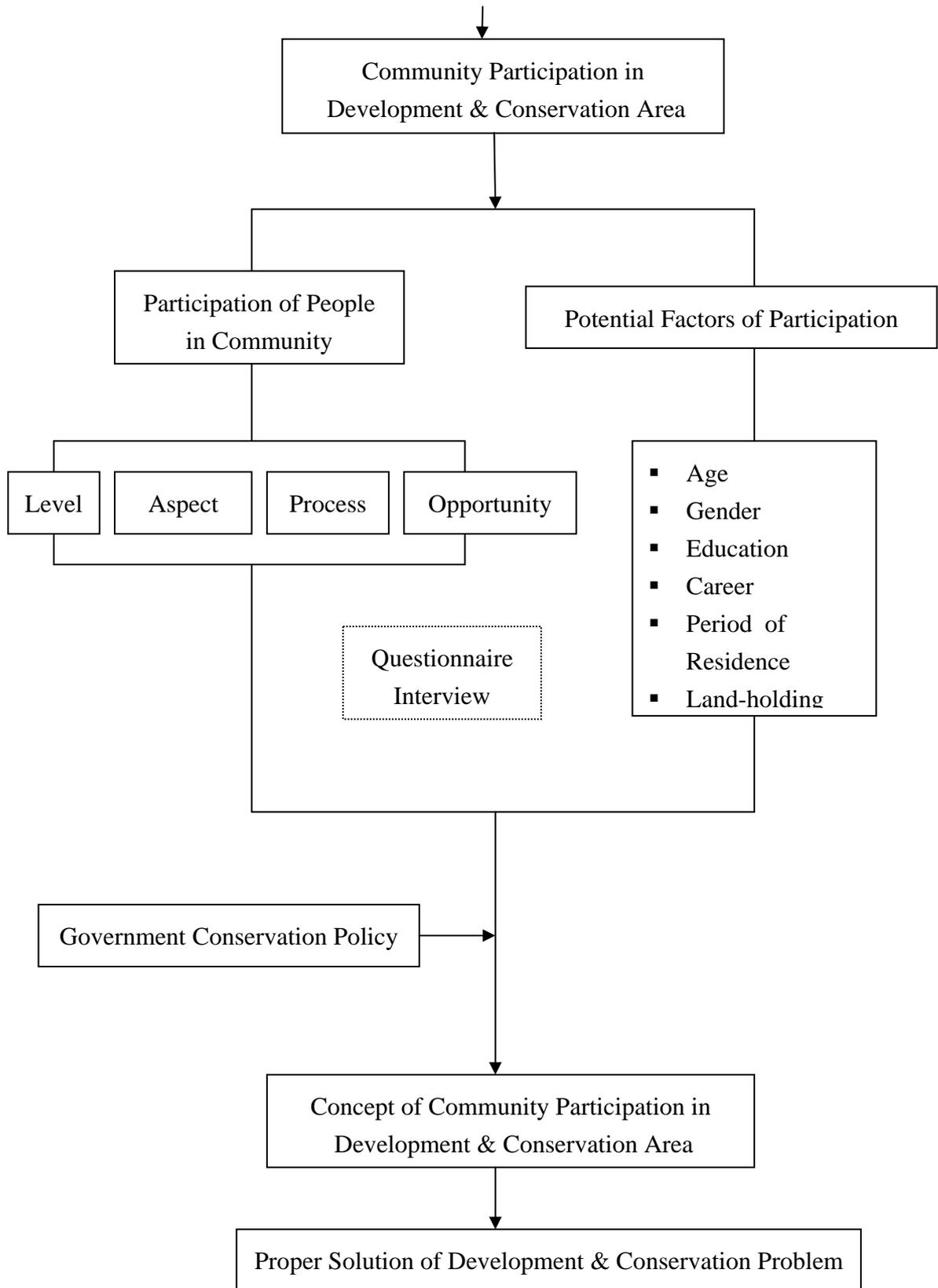
From the survey, there are 623 households in Pak Klong Talad; therefore the confidence level is 234 households. Consequently, in this study no fewer than 234 questionnaires were collected for analysis.

Data analysis

Variables	Instrument	Analysis procedure
1. Physical data	Observation Inventory, Questionnaire and Interview.	Descriptive Analysis with photos and maps
2. Ordinary data	Questionnaire	SPSS (Statistical Package for Social Science), Descriptive Statistics
3. Community participation data	Questionnaire	SPSS (Statistical Package for Social Science), Descriptive Statistics
4. Government policy data	Content analysis	Descriptive Analysis
5. Social and Economic Environment of Pak Klong Talad	Content analysis	Descriptive Analysis

Procedures Involved in the study





Summary

In Chapter 1, the researcher presented a brief overview of Pak Klong Talad, and its historical development as a market set against the background of the history of Rattanakosin Island. In addition, the rationale underlying this dissertation was discussed in order to place it within the broader context of principles relating to the conservation of living heritage sites worldwide. This was followed by a statement of the problem and a more detailed presentation of the objective of the study itself, the scope of the study and the physical area covered by it. Next, the research methodology was explained, together with the data collection procedures and sample size, and a brief overview given of the primary and secondary sources used by the researcher. Finally, the data analysis procedures involved in the study were outlined.

In Chapter 2, the researcher will proceed to examine the background history of markets in Thailand during the four main eras of Thai history, as well as their status in the new millennium.

Chapter 2

Thai Markets

Chapter 2 examines the background history of markets in Thailand, as well as their current status. This chapter is divided into two parts, as follows:

Part 1: Thai Markets: Background History

- Markets in the Sukhothai Era
- Markets in the Ayuthaya Era
- Markets in the Thonburi Era
- Markets in the Rattanakosin Era

Part 2: Changes in the market landscape in Bangkok

Part 1: Thai Markets: Background History

Undeniably, there is a strong relationship between Thai communities and their markets as marketplaces are places where people both live and trade goods. Besides, markets also function as public hubs where people in the community or those from other regions meet up and socialize, thereby acting as centers of news and information. Despite the fact that we have already moved on to the era of information technology, markets still serve communities as places to update the news they receive. However, the importance of markets has slowly diminished or their role has changed in certain respects.

The term “market” refers to a place where people trade merchandise. Thai markets have undergone changes and development with regard to location, the form they take and the variety of merchandise they purvey. The development of markets is affected by a number of factors, -- physical, economic, political, and technological--, which vary from period to period (Khied Jirakul and Group, 1982).

- **Markets in the Sukhothai Era**

Evidence reveals that most markets in the Sukhothai era were established on dry land since Sukhothai was not a riverside capital. The major market in the city was “Pasan Market”, which was the center for trading in those days. Here people traded domestic goods and merchandise imported from other cities. At the time,

marketplaces were located near the grand palace or by the city gate. These consisted both of everyday markets and those which were held at a stated time (e.g. weekend markets), and were set up at the northern part of the city, which was where the main residential area was located. As for smaller, minor markets, these were set up at random, both inside and outside the city itself. In addition, the King of Sukhothai encouraged citizens from the major provinces to come and trade in Sukhothai by implementing a “tax-free” policy for those manufacturers and suppliers wishing to journey to Sukhothai for purposes of trade. This confirms how committed the Sukhothai leadership was to making Sukhothai a commercial hub, a situation which would eventually lead to its economic and political wellbeing.

- **Markets in the Ayuthaya Era**

The geographic location of Ayuthaya was perfect for the capital of the kingdom in both tactical and monetary terms since it was surrounded by rivers. Meanwhile, it also fostered the growth of agriculture as there was a sufficient amount of water all year long due to its proximity to three main waterways: the Jao-Praya, Pa-Sak and Lopburi rivers. As a result, Ayuthaya became the main communication hub between the Northern provinces and the Gulf of Thailand, which was the principal place for trading during this period. Asian merchants were well aware of this market even before the rise of Ayuthaya as a kingdom. European merchants then began to move in and construct their own business houses from the period of King Rama II onwards, with the latter giving permission and support to the foreign merchants to ply their trade. He allowed them to dock and trade, to work in government service, even to settle down and preach their religion. As a result, there were communities of foreigners all around the Kingdom of Ayuthaya, but concentrated mostly in the southern part. The largest foreign community was the Chinese community in Bangkaja district, which was also the major foreign market. Since the neighborhood was settled, most of the buildings in this market were permanent in nature. The market consisted of large-sized warehouses built close to the rivers.



Figure 8: The geographic location of Ayuthaya

Source: <http://www.thaiblogonline.com/Ayuthaya.blog>, March 2007



Figure 9: A map of Ayuthaya in 1687

Source: http://th.kapook.com/cms/popup_image.php?cid, March 2007

Beside the central market, which was the place to trade with foreign countries, Ayuthaya also had numerous fresh markets in its communal areas. Most local residences were settled alongside the rivers (A noble of Pradu-song-thum temple once said that there were over 20 thousand houseboats) and most markets were also located along the riverside. Another significant type of market was the markets which contributed specific kinds of merchandise such as food, household goods and tools, handicrafts and arts. These were inherited by the younger generations from their elders.



Figure 10: Floating markets in the Ayuthaya Era

Source: <http://kanchanapisek.or.th/kp6/BOOK28/chapter3/t28-3-m.htm>,
March 2007

- **Markets in the Thonburi Era**

King Taksin the Great built a new capital city in Thonburi. Though this capital was closer to the Gulf than Ayuthaya, it was not the centre of trade that Ayuthaya had been because of the continuous wars that had been an almost permanent feature of Thai history since the Ayuthaya era. Thus, foreign merchants were too afraid to enter the area, which in turn led to a discontinuation of trade, except for a few Chinese merchants who continued to trade with the kingdom. Possibly this was because King Taksin was of Chinese ancestry and always sent Thai ambassadors to maintain relations with Chinese Emperors of the Tai-Seng dynasty. As a result, Chinese merchants had more confidence and felt secure enough to trade in Thailand. King Taksin also had a policy to provide the same protection for foreigners as he did for local citizens. The Chinese community, which was the largest group, settled along the left bank of the Chao-Praya River, opposite the Grand Palace. Therefore the central market must have been located right there or around the southern area of Bang-Luang Canal as far as Kalayanamit Temple or the Kadeejeen area.



Figure 11: The way of life of people in the Thonburi Era
Source: <http://www.oursiam.net/webboard/display.php?category=1&id=188>, March 2007



Figure 12: Bang-Luang Canal in Present
Source: http://th.kapook.com/cms/popup_image.php?cid=1226&PhotoNo=1&adminview=0, March 2007

- **Markets in the Rattanakosin Era**

The development of markets in Rattanakosin era was divided into three phases (taking economic, social, political and technological factors into consideration).

1. Markets between the reign of King Phraphutthayotfa Chulalok Rama I and the reign of King Phranangkla Rama III
2. Markets between the reign of King Phrachomkha Rama IV and the reign of King Phramongkutkha Vajiravudh Rama VI
3. Markets from the reign of King Phrapokkha Prajadhipok Rama VII down to the present

1. Markets between the reign of King Phraphutthayotfa Chulalok Rama I and the reign of King Phranangkha Rama III

During the early Rattanakosin era, the main aim in building the city was to replicate the glories of the Kingdom of Ayuthaya. Therefore, the ancient remains and arts found in this era are comparable to those from the Ayuthaya era. Also, the way of life of people in Bangkok was quite similar to that of people in the Ayuthaya era as well. Similarly, with regard to the markets of the early Rattanakosin era, waterways still served as the main routes for shipping and trading. There were several important markets, fresh markets, manufacturing markets, and import markets that sprang up along the crowded banks of rivers and canals.

Fresh Markets

Fresh markets are places that supply fresh foods such as meat, fish, vegetables, fruits, and dried foods such as chilies, onions, garlic, shrimp paste, spices, salt, sugar and confectionery. The fresh markets located around the city of Bangkok are of the floating market type as well as those built on dry land.

Floating Markets

In the early Rattanakosin era, floating markets were found along major rivers and canals. They were the most important type of market in this era. Floating markets were similar to those on dry land, but used boats or rafts to transport their merchandise, such as food (e.g. meat, fish, vegetables, fruits, dried foods) and handicrafts to their customers. They could also stop along the way to sell their goods. Floating markets usually started before dawn depending on tidal level. Most mongers were women since men aged between 18-60 had to join the military in case of war.



Figure 13: Floating market in the early Rattanakosin Era

Source: http://guru.sanook.com/slide_photo.php?pic=&pictitle, March 2007

Beside these wandering boats, there were also some vessels that transported merchandise from the inner canals, distributing them to other dealers in the outer areas. Most markets which obtained merchandise from these vessels are situated at the entrances or intersections of the canals. Besides, there were also a number of daily markets set up on floating houses by the community, which usually acquired foods and consumer goods from these merchant vessels.

Most floating markets in the Rattanakosin era were spread around major rivers and canals, such as the floating markets at Bangkok Noi, Klong Bang Luang, Wat Tong, Dao Kanong, Ta Tian, Klong Maha-Nakra, and Klong Ku Phranakorn-derm. Bigger floating markets were usually located around the entrances to canal, while smaller ones were usually to be found along the canals.

Markets on land

It is assumed that in the early Rattanakosin era, markets on dry land were less significant than floating markets due to the inconvenience of transporting goods by land. Markets built on land were set up by groups of merchants in the metropolitan area who obtained merchandise from floating markets, or from suppliers who delivered goods along the major river banks; these were Ta Klong Talad, Ta Wat

Po, Ta Tian, Ta Khun Nang, Ta Chang Wang Luang, Ta Chang Wang Na, Ta Na Rong Mai, Ta Pra Artid, and Ta Prachan. The process of shipping goods into the metropolitan area could prove complicated due to the existing rules. Therefore, most markets on land were smaller in size, selling only certain types of food and groceries. These markets would be set up only in the morning. Another kind of market developed from the floating markets that established themselves along the river/canal shorelines when boat merchants needed some goods from the land markets. These markets were built as small shacks or houseboats. However, most merchants didn't have proprietary rights to the land upon which they settled. Usually they just rented the area from landlords or temples. Some of the markets on dry land which have continued to exist down to the present day are Baan Mor market, Sao Chiangchar market, Tai Wang market, Pratu Pee market, and Saphan Hun market.

Productive Markets

Most occupations which concern craftsmanship and productivity were home industries. The younger generation, as a rule, inherited such professions from the elder generation. If they gain a reputation popular for what they do, there will be more members of the younger generation willing to take over from them. According to Thai tradition, all relatives in the family usually stayed together or lived nearby, so those with identical professions would congregate in a certain area to ply their trade together (the area in which a specific profession was pursued was called "Yan" or "Pa").

As Rattanakosin was built to resemble the Kingdom of Ayuthaya, the custom of "Yan", where professional craftsmen would congregate, was the same as well. These markets produced goods which were their hallmark; many of these were located both in the old Bangkok metropolitan area and in Thonburi and have continued to exist down to the present day, as can be seen from the list of these areas mentioned below. Most of the names of these districts/neighborhoods exemplify the kind of work local villagers do for a living (Pranee Klumsom, 2006).

Baan Pan Tom: Located near Sra Ged temple along Ong-Ang canal, it makes nielloware, such as water bowls and pedestal trays,

Baan Bart: Located next to Baan Pan Tom, it makes "Bart" (the alms bowl carried by a Buddhist monk),

Baan Dorkmai: Located near the canal in front of Sra Ged temple, it makes various kinds of fireworks,

Baan Mor.: Located near Koo Muang Derm canal near Pak Klong Talad, it makes pottery

Baan Dinsor.: located near Brahman temple (Sao Ching Cha, the Giant Swing), it makes marly limestone

Baan Nang Lerng: Makes earthenware jars

Baan Tum Kradard: Makes paper

Baan Chang Lor: Located on the Thonburi side, it makes images of Buddha, temple bells and brass

Baan Yee Kan: Makes liquor

Klong Ong Ang: Produces earthenware jars, basins, and pottery made by the Mon people from Nonthaburi

Klong Bang Lumpoo: Makes wagon boats, small boats and supplies fruit such as durians

Markets for Imported goods

The main markets for imported goods are Sam Peng, Saparn Hun, Talad Kao, Talad Noi which have been located in the Chinese community since the reign of King Phraphutthayotfa Chulalok or Rama I. Most of the buildings were built in the Chinese style, similar to towns in southern China where buildings were built in dense proximity to one another. This kind of construction was very dangerous, especially in cases of fire, which actually happened in almost every reign during the Rattanakosin era, resulting in huge losses for the community. However, when those buildings were rebuilt after such fires, their former structures were still retained.

Merchandise sold in these markets were not only imported from China but were also manufactured in the country itself, such as images of the Buddha, temple bells, brassware, monks' goods, joss sticks, candles, perfumes, aromatic oils, areca nuts, lime powder, cigarettes, medicines and regional fruit. There were also textile goods that were imported by Indian merchants. These Indians established shops among Chinese communities in Sam Peng and around Wat Kor.

The Chinese community not only played an important role in importing goods, they were also the main exporters in their areas. When large merchant vessels from China came to Thailand and sold all of their merchandise, they would load their ships with Thai cargo for the return journey to China or for shipment to those countries along their voyage home. Rich people would buy native goods from sources within the country or from vessels from the north. Most of them were goods from wilderness areas such as timber, aromatic woods, animal hides, bones, dried fish, salted fish, birds' nests, spices, tin ore etc. Therefore, a number of import/export warehouses were built along both sides of Chao-Praya River.

Beside markets that were held every day, there were also those markets which were held only occasionally at stated times or places (such as weekend markets). Usually, this kind of market was found in less crowded areas where there were less demands. This caused circulation of market occurrences in specific times

and places. When there was sufficient demand in the area, weekend markets would eventually become daily markets. Furthermore, there were those markets which were held in special occasions such as religious, festivity or public occasions. These markets usually took place at temple areas where traders and buyers could also take chances to have fun and do some charities. Most goods sold here were household stuffs, various foods and snacks.

Market Characteristics

From the Sukhothai era to the reign of King Chulachomklao Rama V, systems and arrangements governing markets were fairly random. Businesses were conducted in buildings which were adapted for such purposes, as in the following :

Markets on land : Buildings were built lower but compensated for this by occupying a wider areas to line up the merchandise. Buyers could select the merchandise more comfortably without having to walk upstairs. Also, where the merchandise was too big or too heavy, vendors could simply build a shack downstairs on the ground floor, thereby establishing a small area where they could sit and conduct business. This kind of store would be better secure to protect it from thieves. The doors of these stores were designed like a hidden lid that could be opened and held up with sticks. As for wooden houses, they would use wooden boards aligned vertically to secure the stores. Most stores were set up like this because sellers wanted to have more spare room in front of their stores. In general, fresh markets on land would be held in open-air areas in local neighborhoods, such as temple lawns or areas in the centre of the community. Vendors in these markets would place their goods on the ground (with banana leaves or other materials underneath their goods). Since these markets were held on a temporary basis only , unlike daily markets, they did not need to build any permanent constructions on the lawns. Instead, these lawns could be used to hold other public activities.

Floating Markets : Usually floating markets were built as houseboats floating along river banks. Vendors used these as both their houses and their stores. In addition, they could use their houseboats as transportation to sell their merchandise at communities along the waterway.

However, there were other, specialized kinds of markets, such as foreign markets for Chinese, Arabs, and Europeans. The Chinese typically built their stores in an authentic Chinese architectural style, while the Europeans did really build theirs in the European style, but in what was more like a mixture of European, Thai and Chinese styles. Because the Chinese came to Thailand much earlier than the Europeans, Chinese-style markets were more remarkable than the others. Their markets supplied fresh foods, dried foods, and household goods, especially those imported from China. And since their community was bigger in size, the area became a virtual China town, with Chinese societies, as well as trading and entertainment

spots, such as those found as Talad Noi, Talad Pratu Jeen and so on. Overall, however, the characteristics of markets in the Rattanakosin era were comparable to those of the Ayuthaya period.

2. Markets between the reign of King Phrachomklao Mongkut Rama IV and the reign of King Phramongkutklao Vajiravudh Rama VI

Since the reign of King Phrachomklao Mongkut Rama IV, Thailand has been developing and making the necessary for the kingdom to be increasingly westernized. Most developments in this period involved beautification, making cities look more refined, and improvements to the transportation system e.g. cutting new paths and digging canals.



Figure 14: Transportation system in the past

Source: http://guru.sanook.com/slide_photo.php?pic=&picitle, March 2007

In the reign of King Chulajomklao Rama V, an order was issued to reconstruct and build more roads both inside and outside the metropolis, such as when Bumrung Muang road was straightened and expanded. Private commercial buildings were rebuilt to ensure that they were of the same height designated by the

government. In this regard, the King offered funds from the royal treasury as interest-free loans for property owners, allowing them to rent these renovated buildings until they could pay off the remainder, after which they could get back the right of ownership to their property.

The expansion of the kingdom caused community areas to spread, as a result, of which there were more markets and business areas. All Chinese in Sam Peng area, Westerns and Thais inhabited all over the metropolis.

Fresh Markets

Due to developments in transportation and communications systems both in the form of waterways and roads on land, along with a significant growth in the population in Bangkok, an increasing number of communities and markets appeared along the canals. In particular, most fresh markets were established on land rather than on water as floating markets. This period also witnessed also the development of markets that were able to meet western standards in terms of hygiene, electricity and overall appearance. The followings are some of the main fresh markets during this era.

Ta-Tien Market

Formerly, this area, from Phra Chetupon Temple to the end of Pratoo Dang, was the place where royal ships were kept during the Thonburi era. Then it was transformed into a residential area for noblemen, a status it maintained until the reign of King Phrachomklao Mongkut, or Rama IV. Subsequently, there was a conflagration which burned the whole area down. Later, the government decided that this area was a perfect spot to build a market to unload shipments and seafood from Thonburi and abroad since it was located along the riverbank and near the main metropolis. Tai-Wang market, the market close to this area, was then relocated and combined with the earlier Ta-Tien market. There were so many cargo ships and rafts docking along the river that it was renowned as the 'river market'. This market has remained one of the most important markets down to the present day, the only difference being that now there are permanent buildings instead of houseboats.

Sao Ching-cha Market

Sao Ching-cha market used to be a smaller market located near the Brahmin temple (which is an area around modern-day Sao Ching-cha junction). Later, in the reign of King Chulajomklao, or Rama V, the King issued an order to move it and rebuild it in a more hygienic environment at Rong Prateep Lom, opposite Sao Ching-cha (which nowadays is the area in front of Bangkok city hall). The market currently falls under the responsibility of the Public Health Department and the market's owners. It is a big market surrounded by several shop buildings and supplies all types of fresh groceries. The shops around the market are those of Chinese

merchants who provide dried foods, groceries and general household goods.

Bang Lumpu Market

Formerly, the communities in the area of this market were inhabited by foreigners, such as Mon, with some Thais and Chinese. Since the reign of King Phranangklaio, or Rama III, this market has expanded in size due to the construction of a grand temple, Baworn Niwesviharn, in the vicinity, although the market and its surrounding communities were constructed in a rather haphazard fashion. Later, in the reign of King Chulajomklaio, or Rama V, a fire broke out in which which burned the whole community was burned to the ground down, so they rebuilt it in a more methodical fashion. Nevertheless, Bang Lumpu market is considered rather a small market when compared to more prominent markets such as like those in Sao Chiang-cha. Bang Lumpu market was rebuilt yet again in the Buddhist Era of 2445 and was renamed “Talad Yord” (Yord market). There were several shops which provided foods and other merchandise around this area. “Bang Rak market”, formerly known as “Luang Nava market” (named after its owner), was burnt down in another conflagration during the reign of King Chulajomklaio, or Rama V. The King then bought the land himself and presented it to his son. He also ordered his people to rebuild and repair the market and lease it to the merchants so that they could continue to operate their businesses. Bang Rak market was considered to be the chief market for the newly established community inhabited by Westerners. The market provided fresh food, dried foods and imported fruits.

The new trading area along the newly expanded route

As a result of the Bowring Treaty (1855) , concluded during the reign of King Phrachomklaio Mongkut, or Rama IV, the Thai economic system expanded, Transforming itself from a system that produced goods for domestic consumption only, to one that produced goods for trading purposes instead. In this era, many shops were built along the newly built roads and canals. Shops and factories considered their location mainly from the aspect of access to transportation. Since most of the merchandise stored by rice mills and warehouses was heavy and bulky (for example, hardware, ironware, wooden goods etc.), shipping via rivers and/or canals was the best and only option. Later, in the reign of King Chulajomklaio, or Rama V, the development of transportation and economic expansion, including the growth of the population, caused the expansion of the city’s trading area serving both Thais and foreigners.

Market Characteristics

During this stage of adaptation and expansion in Thailand, the characteristics of the city's markets have developed in terms of their form, systematization, sanitation control and the facilities they provide. Especially in fresh markets, permanent buildings were constructed which supplied fresh/dried foods, vegetables and fruits. Most permanent buildings which supplied other types of merchandise, such as household goods, containers, clothes and some groceries, were built around and/or in front of the markets. Meanwhile, shops which supplied foreign goods and handicrafts appeared among row buildings, making it more convenient for members of the community to approach and acquire the goods they sought. They did not have to go to the products' sources or Sam-Peng area anymore since there were merchants who shipped and supplied these products to every part of the metropolis, especially among the row buildings which were set up jointly by the government and landlords to facilitate the development of the country as a whole. The expansion of shops and row buildings along the street mounted since western merchants immigrated here and built their own shops, thereby foregoing the need to deal through Chinese merchants any longer. These shops were both distributors and manufacturers, including for example, European tailors' boutiques, photo/camera shops, jewelry stores, shipyards etc. They were constructed along the main roads of the metropolis, such as Charoen Krung road, Bumrung Muang road, Fuang Nakorn road, Mahachai road, Si Praya road, Yaowaraj road etc. These roads were built in the reign of King Chulajomklao, or Rama V. Furthermore, another major group of shops was built along the Padung Krung Kasem canal, stretching to the river in the south of the metropolis. This formed a new trading area for Chinese and Western merchants, including some members of the Thai upper-class elite.

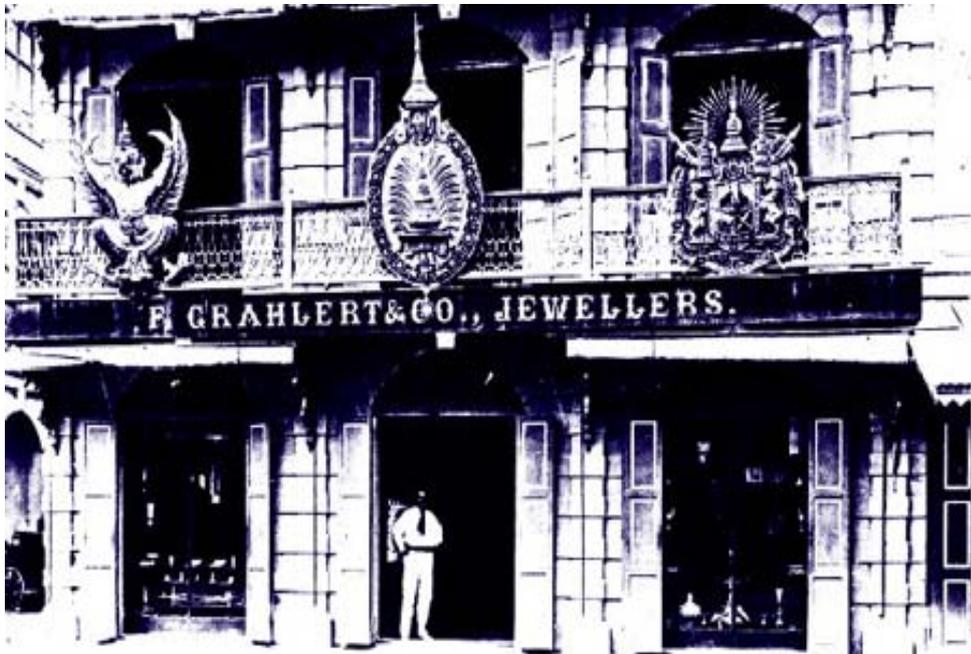


Figure 15: The shops and row buildings of western merchants
Source: http://guru.sanook.com/slide_photo.php?pic=&picitle, March 2007



Figure 16: The shops in the reign of King Chulajomklao Rama V
Source: http://guru.sanook.com/slide_photo.php?pic=&pictitle, March 2007

3. Markets from the reign of King Phrapokkiao Prajadhipok Rama VII down to the present

Ever since the reign of King Rama VI, markets and shops have clustered along the city wall, while some were spread alongside the newly built roads. Major markets in the past, such as those around Sao Ching-cha, Bumrung Muang road and Fuang Nakorn road, played a less significant role due to the fact that trading hubs had by then spread in different directions from inside the city to other areas in the suburbs. Still, there were lots of markets – those which supplied specialized or traditional merchandise -- that have been able to maintain their status as major markets down to the present day, such as Pahurad market, which supplies imported fabrics and garments from India and Europe, as well as Sampeng, Sapan Hun and Yaowarach, which still stock a variety of distinctively Chinese merchandise.



Figure 17: Yaowarach road in the past

Source: http://guru.sanook.com/slide_photo.php?pic=&pictitle, March 2007

Markets and trading areas in the reign of King Phrapokkiao Prajadhipok, or Rama VII

During this era, boundaries of the metropolis gradually expanded as the inner-city area got more and more congested, for instance, those Chinese communities in Yaowarach, Rachawong and Sampeng where most shops were built as row houses/buildings in which people could also live as well. The most notable area to which the city has expanded is Thonburi, across the river by Sapan-Pud Bridge. However, former major trading areas were not greatly affected by this expansion.



Figure 18: Shops and Chinese communities in Yaowarach
Source: http://guru.sanook.com/slide_photo.php?pic=&pictitle, March 2007



Figure 19: Shops and Indian communities in Sampeng
Source: http://guru.sanook.com/slide_photo.php?pic=&pictitle, March 2007

Markets and trading areas in the reign of King Ananda Mahidol, or Rama VIII

During this era, major markets from the reign of King Rama VII still maintained their important roles as community hubs and developed alongside each community. However, the most prominent trading area in this era was the market along Rachadamnern Klang road which was assembled in Western style, with spacious streets bordered on both sides by shady trees. The area consisted of 3-4 storey buildings, constructed neatly along the street, which looked more like real office buildings than the common row buildings of the past.

Markets and trading areas in the reign of King Bhumibol Adulyadej, or Rama IX

There are three main factors contributing to the relocation of trading areas in Bangkok. Firstly, there is the expansion of the metropolis itself. Secondly, there is the matter of location and population density. Markets in the old metropolis have gotten more and more congested, while the area available is extremely limited. Also, the lack of parking areas and the traffic problem have caused residents to suffer severe discomfort and tedium. Thirdly, relocation is the consequence of social and economic reconstruction, which has a direct effect on how people lead their lives. Most people are helpless, living out their hectic lives in economic despair, encountering traffic jams in the city every single day. These have transformed people's way of life, which has become more frenetic as a result. They head to convenience stores where they can find everything they need at one go. They tend to use the services of supermarkets, department stores or hypermarkets, which can actually provide them with sufficient parking space and fulfill their need for comfort.

Part 2: The changing market landscape in Bangkok

In conclusion, the three factors mentioned above have gradually caused a transformation in the location, size, and form of markets/trading areas. The transformation that occurred from the reign of King Rama VI to the reign of King Rama VIII was slower in comparison to that which has taken place in the reign of King Rama IX, which has been quite dramatic. Markets and trading areas have expanded to an extensive these days. They also play important roles as centers of old and new, big and small communities. However, it is noteworthy that markets today have changed their roles and activities in the following ways.

Community markets of a moderate size are those small markets in local neighborhoods or small communities, providing only certain basic everyday necessities. They are usually established near the communities they serve, for example in front of villages/neighborhoods.

Community markets along main streets are those which are established a little farther away but not more than 15-20 minutes distant. Generally, they are to be found along main streets where people walk/drive through every day. These markets are more like the “official market” type, which includes shops in row buildings, trade buildings, vendors and stalls. There is a wider variety of merchandise available in these markets, such as fruit and vegetable markets. As for trade buildings, there are shops selling specific items, such as furniture stores, electric appliance stores, pharmacies, eateries etc. Another significant characteristic of these markets is that they usually have service hubs available in the area, such as electric appliance repair stores, car repair shops, waterworks centers etc. These markets provide merchandise and services for the communities surrounding them and for any other individuals who happen to pass by.

Markets at the four corners of the metropolis are essential at the provincial or even regional level. These markets have become more important as Bangkok has undergone rapid expansion. As the population grows, many of these migrate to sites far outside the city. Consequently, there are gigantic department stores appearing around the metropolitan area to serve people coming from all directions of the city. There are a number of main roads from Bangkok to its perimeters, such as Pahonyothin road, Sukhumwit road, Predkasem road, and roads which link Bangkok with its surrounding communities, such as Ngam Wongwan road, the Bangkok-Nonthaburi road, and Taksin road. At this level, markets and trading areas usually include several fresh markets, row buildings, hundreds of trade buildings and countless vendors. As a result, traffic is busy on a daily basis. The city gets more jam-packed as there are numerous trading areas and dynamic social activities. Some examples of trading areas at this level are:

- On the north side: the trading area at Saparn-kwai on Pahonyothin road
- On the south side: the trading area at Phra Pradaeng market
- On the east side: the trading area at Phra Kanong market, on Sukhumwit road
- On the west side: the trading area at Bang Kae market on Predkasem road

Additionally, there are also the “Central Markets” (Talad Klang), which are major trading hubs in almost every respect. They incorporate numerous shops, huge parking areas, vendors, stalls and so on. They are also responsible for a trade communications system, product grading and selection, news bulletins and publications relating to the market, as well as transportation and storage systems. Some of these central markets also export merchandise. In the past, some of the most important markets which provide fruits and vegetables were Pak Klong Talad market and Yod Phiman market on the banks of the Chao Phraya river at the Saphan-pud Bridge. These markets have made shipping merchandise via river easier. Most of the

vegetables come from the suburbs of Taling-chan or from Amphur Dumnern-saduak in Rachaburi province. The business of these markets has expanded to such a degree that now there are two new markets in the same area : Song Serm Kaset Thai market and Ongkarntalad market (operated by the Ministry of the Interior). When the city roads are congested , there is a regulation allowing big trucks to enter the city at specific times only. Accordingly, this has caused obstacles regarding the transportation of merchandise. Therefore, non-government organizations have set up central markets which supply fruits and vegetables outside the city, such as Se Mum Muang market, followed by Talad Thai in the Rangsit area of Prathumtanee province. Both markets play an important role as central markets on a national scale, and even on a regional (i.e. Asian) scale. They practically dictate the price index of vegetables in the whole area.

Nevertheless, when the subject is considered as a whole, it is notable that the markets and trading areas of Rattanakosin have not really undergone dramatic change compared with the past, since most areas are limited by the surrounding canals. The actual changes mostly involve the renovation of old markets, rather than the construction of new projects. This is because the trading areas of Rattanakosin usually consist of row buildings, which were divided into small chunks, making it difficult to make the entire area homogenous again. Especially since the promulgation of a policy in 1981 to control land on Rattanakosin, real estate in Rattanakosin has been handled in a more methodical manner. It was almost impossible to change the way people already used their land. As a result, trading activities were limited only to those areas around enclosed communities.

However, it is apparent these days that fresh markets and trade buildings are slowly vanishing from the Rattanakosin area, as there are more and more modern department stores with ideal facilities, e.g. sufficient parking areas, assorted shops, air conditioning, clean spaces and more. And now that the lifestyles of Thai consumers have changed, modern department stores can fulfill their needs better than conventional retail shops such as common grocery stores. At present, the Thai retail business could be classified as follows.

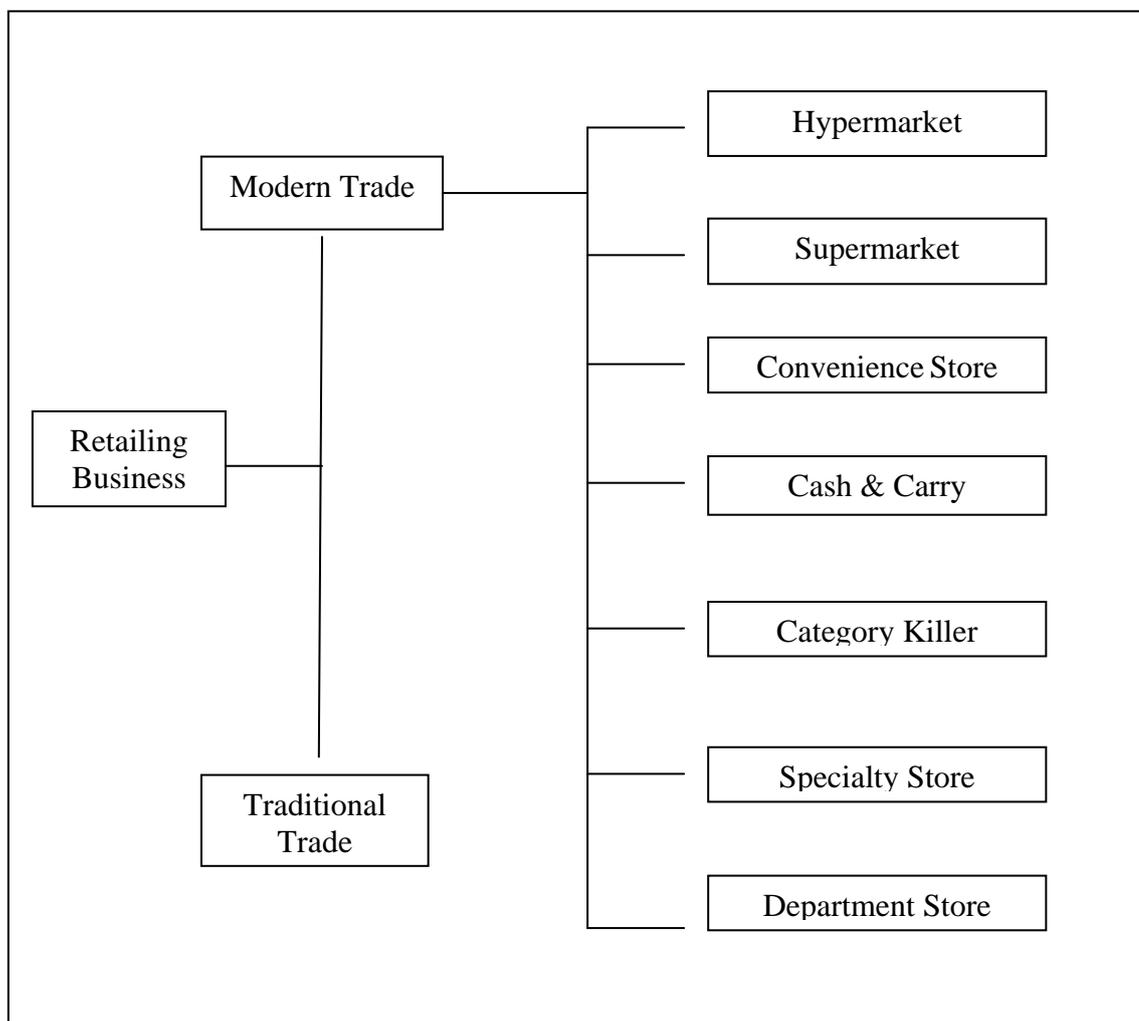
Traditional Trade

Traditional retailers or grocery stores; are small stores which provide general household goods. They retain their customary style of retailing and service. The arrangement of products in these stores is not very modern. They are mostly situated in row building with a limited area available to them and most of their customers consist of people from the local neighborhood. They are mostly family businesses with small budgets. Therefore the store management system might not be of standard quality. Traditional stores typically sell all kinds of basic items required for day-to-day living, the standard items found in these stores including rice, cooking oil, sugar, canned tuna, eggs, soda, drinking water, sanitary napkins, tissue paper, candies, snack food, cigarettes, beer, and liquor. Most stores also carry some basic medications such as painkiller pills, cold pills, stomach-upset pills, and bandages, although they do not have a license to sell pharmaceutical products. There are no price tags on the products

in these stores. Normally, these stores operate out of a shophouse and do not use or have any electronic data processing in any stage of their operations. They are generally not air-conditioned and use L steel bar racks as display shelves. They also try to minimize their stock, and most of the time avoid warehousing surplus items. Logistically, sales teams from suppliers/manufacturers will visit these stores on a regular basis to replenish the shelves and/or offer new products. All of their business is in cash, both in terms of purchasing and selling.

Modern Trade

A number of shops have improved their product arrangement, making it to be better and more modern; they have systematic management and use modern, high-budget technologies to attract their target customers. They collaborate with both Thai and overseas companies. These constitute the backbone of the modern retailing business in Thailand as follows.



Supercenters or Hypermarkets

Supercenters or hypermarkets are categorized as “discount stores” They are large-sized retail stores which developed from supermarkets and department stores. Usually they are approximately 10,000 – 20,000 square meters in size and provide various foods and household goods in “Mass Product” style. The quality of their merchandise varies from excellent to average. The majority (60 percent) of their merchandise consists of foodstuff, while the rest (40 percent) consists of non-food products. These stores emphasize low-budget management so they are able to price their products cheaper. Their target customers are members of both the middle and lower classes. They also have an excellent inventory system in order to lower their budgets. They have their own distribution centers to control their inventories by obtaining merchandise from suppliers which deliver them to each branch. Some examples of supercenters or hypermarkets are Big C, Tesco Lotus and Carrefour.

There are four discount store operators in Thailand at the moment: Tesco Lotus, Big C, Carrefour, and Siam Makro. All of them are owned by foreign investors: Tesco Lotus (Tesco from UK in partnership with the CP Group of Companies); Big C (Casino from France in partnership with The Central Group of Companies); Carrefour from France, originally in partnership with the Central Group Of Companies); and Siam Makro (Makro from the Netherlands in partnership with CP Group of Companies). Only Siam Makro operates as a cash-and-carry wholesale outlet which requires membership; the other three discount stores operate as a cash-and-carry retail and wholesale store and are open to members of the general public with no membership required.

Tesco Lotus and Big C are the two leading firms that concentrate on the retail business, while Carrefour is ranked third. Siam Makro is the leader, and concentrates on the wholesale business. All four of them are known for ordering in bulk at a price cheaper than the supplier would normally grant to other major wholesalers, to win a prize set by the supplier according to the quantity ordered. They then sell that bulk order to small wholesalers or major retailers at the same price. The prize, which is normally extra quantities of the product ordered, is their profit, in addition to the product entry fees, promotional fees and the shelving fees, that the supplier has to pay to these stores to have their products displayed in the store. This has led to fierce protests on the part of the suppliers who have petitioned the government, alleging unfair business practices. At the same time, the growth of discount store outlets has been phenomenal in the past few years. This has also stirred a series of protests from small traditional stores who are losing their business as the discount stores are moving closer to their territory. This prompted the Ministry of Commerce of the Royal Thai Government to initiate the so-called Retail Trade Control Legislation, controlling applications to open new discount store outlets and enforcing the rules concerning unfair business practices. The Ministry of the Interior has also assisted local small traditional stores by enforcing the zoning system for the opening of large retail outlets. It is anticipated that stiff regulations will hinder the growth of new discount store outlets in the future.

Supermarkets

Supermarkets are retail stores which provide general foods and household goods. Their concern is that their commodities are fresh, new and diverse, especially fresh foods such as meats, fruits and vegetables including instant foods and some other personal goods. Therefore, there is a limited amount of time in which to handle their inventories. As a result, their storage space is usually located underneath the supermarkets, thereby enabling them to transfer their merchandises to the store with less effort. Some examples of supermarket are Top Supermarket and Food Lion.

Convenience Stores or Minimarts

Convenience stores or Minimarts are retail stores which developed from a mixture of conventional grocery stores and supermarkets (in a smaller version). Most of their merchandise consists of fast foods and beverages, including some other personal goods. Most of them emphasize services by keeping their stores open 24 hours, day and night. Their target customers are those who need quick and convenient services around their neighborhoods/offices so they can get the things they need quickly and conveniently. These stores are concerned about location more than anything, though none of them have much space.

Cash & Carry

“Cash & Carry” are discount stores which emphasize their role as distributors to other retailers or people who would like to buy stuff in at bulk cheaper prices. Cash & Carry accommodate minor retailers and grocery stores, enabling them to purchase their merchandise without having to go through middlemen. They mostly provide merchandise of average quality. About 60 percent of what they sell consists of non-foods while the rest (40 percent) consists of foodstuff. Their customers are able to sign up for membership and to subscribe to news bulletins and publications on a regular basis. They do not emphasize service so there are only the bare minimum of employees in each store. Customers must endure a certain amount of self-service in order to lower the cost of products in such stores. They also have an excellent inventory system by having their own distribution centers, obtaining merchandise from suppliers and distributing them to each of their branches. One good example of cash & carry is Makro.

Category Killer

“Category Killer” is another type of retail store which provides specific commodities in the same way as “Specialty Stores”. However, category killer stores usually provide merchandise of average to high quality at cheaper prices. Generally, they do not stock their products at the stores themselves, but only have sample /model products. If customers want to purchase a product, then the store will order it from

the supplier. As for specialty stores, they usually stock their products right at the stores themselves. This causes category killer stores to have a lower margin. Some examples of category killer stores are Power Buy, Super Sport and Power Mall.

Specialty Stores

Specialty Stores are retail shops which provide specific commodities, such as skincare or haircare products and sports equipment. They emphasize the variety of their products, especially those related to fashion, and trendy merchandise of high quality. They also focus on the quality of their service and are concerned about the style factor. Their target customers are general buyers. Some examples of specialty stores are Boots, Watsons, and Mark & Spencer.

Department Stores

Department stores are large-size retail stores that provide all types of good-quality merchandise for a mass market and function as one-stop shopping centers. They arrange and categorize their goods clearly in departments so that they are easy to browse through. Usually they highlight soft lines such as clothes, cosmetics, footwear, handbags etc. The management of department stores is quite complex since they have lots of employees. They focus mainly on good service to impress their customers. Their locations is usually inside communities or trading areas. Department stores also do consignment selling by having shop/counter assistants who are responsible for consultation, publication including boutique departments, footwear, handbags and cosmetics with acceptable brand names e.g. Esprit, Guess, Mc, Prada, Gucci, Estee Lauder, Chanel etc. Some products in these department stores are bought by credit card. Each department store has different divisions for selling on credit and on consignment. Some examples of department stores are Central, The Mall, and Robinson's.

Summary

Chapter 2 examined the background history of markets in Thailand in general and their development over four distinct periods in Thai history: the Sukhothai Era, the Ayuthaya Era, the Thonburi, and the Rattanakosin Era. It also presented a brief overview of the: changes that have taken place in the market landscape in Bangkok in recent times with the emergence (and proliferation) of a wide range of alternatives for the modern Thai consumer, including supercenters or hypermarkets, supermarkets, convenience stores or minimarts, cash & carry, discount stores, “category killer” retail stores, specialty stores, and department stores, all of which have had an impact on traditional open-air markets such as Pak Klong Talad.

In Chapter 3, the author will provide a detailed examination of the history of the Krung Rattanakosin Conservation Project, a major conservation initiative that is relevant to Klong Talad, in that the market is situated within Rattanakosin island, and thus subject to the Policies and Measures, the Master Plan, and the Action Plan for the Conservation and Development of the monuments and heritage sites within this area.

Chapter 3

History of the Rattanakosin Conservation Project

Chapter 3 focuses on the history of the Krung Rattanakosin Conservation Project and is divided into the following sections:

- The Background of Krung Rattanakosin
- Background to the Conservation and Development of Krung Rattanakosin
- Policies and Measures for the Conservation and Development of Krung Rattanakosin
- Master Plan for the Conservation and Development of the Krung Rattanakosin
- Action Plan for the Conservation and Development of Krung Rattanakosin

The Background of Krung Rattanakosin

“Krung Rattanakosin”, according to the Regulation of the Office of the Prime Minister on the Conservation and Development of Krung Rattanakosin and the Old Towns of 2003, signifies the area along both sides of the lower Chao Phraya River. This area is the oldest settlement in the Bangkok Metropolitan area and appeared under the name “Bangkok” in marine maps and ancient maps made by foreigners from the Ayuthaya Period.

Prior to the Rattanakosin Period

Bangkok, or Thonburi Srimahasamuttra City, had been an important city since the early Ayuthaya period. In the 13th Century, during the reign of King Borommaracha II [Chao Sam Phraya], there was evidence indicating that Bangkok was a port city responsible for tax collection or “Daan Khanorn”, with a governor who was granted the title “Nai Phraya Khanon Thonburi”.

Due to the meandering course of the original Chao Phraya River, the trip to Ayuthaya was a long one. King Chairachathirat [1534-1546] had a canal cut between Bangkok-Yai and Bangkok-Noi canals. This new by-pass canal accommodated the whole flow of water and eventually became the new course of the present-day Chao

Phraya River. The former meander was eroded, filled up, and became the Bangkok-Yai and Bangkok-Noi canals of today.

In 1665, King Narai the Great had the city of Bangkok fortified along both banks of Chao Phraya River. Later, in 1688, when King Phetracha was crowned, he expelled Westerners from Ayuthaya, deported French soldiers from Bangkok fortifications, and ordered the eastern fort dismantled, leaving only the western fort, called “Vichaiyen Fort”, intact. In the Thonburi period, this fort was renovated and became a royal residence named “Vichaiprasit Fort”.

Bangkok in the Thonburi Period

Ayuthaya, the city that had prospered for over 416 years, renowned throughout the world for its invaluable art and culture, met its end on April 7, 1767 at the hands of Burmese invaders due to the weaknesses of its leaders, the dereliction of duty on the part of its officials and soldiers, and an overall lack of unity. Magnificent palaces and temples, illustrating the superb workmanship of artists, were burnt to ashes and finally became overrun by forests.

Nevertheless, King Taksin the Great and the Thai people, whose love for freedom and great attachment for the country would not allow them to give up the land so easily, were willing to sacrifice their lives and blood and joined forces to drive the Burmese out of Thailand. Thonburi was then established as the capital in the area of Wat Chaeng (Wat Arun Ratchawaram, the “Temple of the Dawn”) to declare the independence of Thailand and the dawn of a new and promising future.

King Taksin the Great gained independence from Burma and in 1767 established Krung Thonburi as the new capital. At the time, Thonburi covered areas on both banks of the Chao Phraya river, with the Royal Palace and main government offices located on the west bank and residential quarters on the east. The city boundary was defined by city moats and city walls made of solid bricks along both sides of the Chao Phraya River.

However, the 15-year reign of King Tak Sin of Thonburi was devoted to wars, leaving no time for the construction of beautiful palaces and temples as in the Ayuthaya period.

The Rattanakosin Period

Krung Thonburi remained the capital for a brief period of 15 years when a political revolt took place and King Taksin died. Subsequently, on April 6, 1782, Somdej Chao Phraya Mahakasatsuk ascended the throne to become King Rama I [Phra Buddha Yodfa Chulalok], the first King of the Chakri Dynasty, and immediately turned his thoughts to building a new capital city on the eastern side of the Chao Phraya River, which was to become modern-day Bangkok. The idea of building the new capital of Bangkok arose due to the fact that its geographical

location was, in strategic terms, much better since more than half its area was flanked by the river which was an ideal form of protection during wartime. Thus began the history of the Rattanakosin era.

The border of Rattanakosin City was first measured along the border of the City Canal, starting from Pak Klong Talad to the Chao Phraya River around Pinklao Bridge. This area constituted Rattanakosin Island or inner Rattanakosin, which covered an area of 1.8 square kilometers.(Focus Bangkok, 2004).

King Rama I performed a ceremony to erect the City Pillar on Sunday, 21 April 1782. The construction of the Grand Palace and the city was completed in 1785. The King hence ordered celebrations to be held and named the city as follows:

“Krungthepmahanakhorn Bowonrattanakosin Mahintharayutthaya Mahadilkphop Nopparatratchathaniburirom Udomratchaniwetmahasathan Amornphimanawatansathit Sakkathattiyawitsanukampasit” This translates as: Great City of Angels, the Supreme Repository of Divine Jewels, the Great Land Unconquerable, the Grand and Prominent Realm, the Royale and Delightful Capital City Full of Nine Noble Gems, the Highest Royal Dwelling and Grand Palace, the Divine Shelter and Living Place of the Reincarnated Spirits.(John Hoskin, 1992).

Later, during the reign of the King Rama IV, the “Bowon Rattanakosin” part was changed to “Amorn Rattanakosin” while the rest remained the same. However, the city name was called “Rattanakosin City” until 1906 when, during the reign of King Rama V of the Chakri Dynasty, “Rattanakosin City” was upgraded to a county called “Monthon Bangkok”. Later, on 22 June, 1971, the Prime Minister, Field Marshal Thanom Kittikajorn, issued the 24th Revolutionary Decree, combining Bangkok City and Thonburi City under the name “Nakhonluang Krungthep Thonburi”. The following year, on 14 December 1972, he issued the 334th Revolutionary Decree to improve the country’s administrative areas, naming the capital “Bangkok City” or “Bangkok”, a name it has maintained until the present day. (Focus Bangkok, 2004).

Since Bangkok was founded in 1782 as the capital city of the Kingdom of Siam, its gradual development can be divided into three phases, as follows:

1. Early Bangkok [King Rama I – King Rama III]

King Rama I [1782-1810], the founder of the Chakri Dynasty, established a new capital city on the eastern side of the Chao Phraya River for the following reasons:-

- Strategically, its cape-like land mass, enclosed by the river on three sides with a vast plain on the east, was considered a good defense against the enemy.

- Geographically, the western bank was being eroded much faster by the swift, strong currents of the river than the eastern bank.

- With respect to city development, flanked by temples on both sides and densely populated, Thonburi was difficult to expand. Moreover, a vast expanse of rice-fields on the eastern bank was more favorable to city development than the

orchard areas full of ditches on the far west of Thonburi.

Prior to 1782, Bangkok on the eastern bank could be divided into two parts. The first one was the area within a city moat and defensive wall, comprising Wat Pho [Wat Phra Chetuphon Wimonmangkhalaram Ratchaworamahawihan] and Wat Salak [Wat Mahathat Yuwarat Rangsarit Ratchaworamahawihan], both of which were ancient temples from the Ayutthaya period. The Chinese community in the area where the Grand palace is situated, and the Vietnamese community at Tha Tian, were also included in this first section. The other area consisted of residential and agricultural plots outside the city wall.

On founding a new capital on the eastern bank in 1782, King Rama I graciously allocated an area of land by the river on the southern part of Bangkok, which is known today as “Sampheng,” as a site for rebuilding the Chinese community. The Vietnamese also moved from Tha Tian to resettle at Ban Mo and Phahurat outside the city wall. The Grand Palace was then constructed in the area that used to be the home of the Chinese community. The new capital city was named “Krung Rattanakosin” , although it was commonly called “Bangkok”.

So as to expand the capital city to the north, east and south, in 1783 an outer city moat, known as the City Moat Canal, was dug parallel to the former one. Along the City Moat Canal, fortifications were constructed. For leveling the water, two small canals, called Lot Canals, were cut between the inner moat, known as the Former Moat Canal, and the outer moat, or the City Moat Canal. The city wall of Thonburi and the city’s citadels were demolished, and all administrative headquarters were moved to the new capital city.

Next to the City Moat Canal, another large canal was dug, starting from the north of Wat Saket [Wat Saket Ratchaworamahawihan] and reaching towards the countryside in the east of Bangkok. During the season when the river rose to a high level, this canal served as a venue for people sailing their boats as part of the Sakkawa Performance Festival which used to be celebrated in Ayutthaya during its heyday.

It took three years to build the new capital city. Upon its completion in 1785, Bangkok Founding Celebrations were held for the first time to commemorate this auspicious occasion.

Land use in the reign of King Rama I can be divided into three parts as follows:

Inner Bangkok

This part of the city had the Grand Palace as its center and was flanked by Wat Salak on the north and Wat Pho on the south. To the north of Wat Salak was the Frontal Palace, and there was an expanse of open space called Sanam Luang or Phra Meru Ground to the east of the temple. Next to the east and southeast of Sanam Luang were situated the Royal Courts of Justice, royal palaces, the Royal Stables and Gunpowder Stores. To the rear of the Grand Palace and Wat Pho were located the

Department of Civic Affairs, a prison and a Drum Tower. Wat Pho itself faced Tha Tien Palace. In the area between the southern wall of the Grand palace and Wat Pho, the residences of members of the royal family were situated. Paths paved with bricks and three bridges across the inner moat, also known as the Former Moat, were constructed to connect Inner Bangkok with Outer Bangkok.

Outer Bangkok

This area was divided by Lot canals into three parts. This was the area where the houses of court officials, low-ranking officials and members of the general public could be found. Foreign communities, such as the those of the Malay, Mon and Vietnamese people, were also located in this district.

Outside the City Wall

Beyond the city wall was the vast plain with groves. Also situated in the south, near the Chao Phraya River, was the Chinese community.

In accordance with city planning during the reign of King Rama I, a number of physical changes gradually took place in Bangkok during the reigns of King Rama II and King Rama III [1824-1851]. Major developments in King Rama II's reign were the expansion of the Grand Palace as far as Wat Pho, with a road built between the rear of the palace and Wat Pho, and also a project to dig Pak Lat Canal to connect Pak Lat with Bangkok. In the reign of King Rama III, Saen Saeb Canal was dug to link up with Bang Kapi Canal ; for strategic purposes, it went as far as Bang Khanak at the time of a war with the Vietnamese, both as a means of communication and also for irrigation. To enhance the morale of the nation, a large number of temples were built during this reign as well. Most of the temples were established by wealthy families.

2. Westernization [King Rama IV – King Rama VII]

Influenced by western countries, especially those of Europe, King Rama IV [1851-1868] had a policy to develop Thailand as a modern country. Bangkok changed considerably under his reign. Significantly, the principal means of communication was changed from water to land transport. In the southern part of Bangkok, streets were built parallel to the Chao Phraya River, passing along commercial areas and consulates of different countries to which the King graciously granted plots of land for the establishment of their offices. A number of important roads were built during this reign as well, including Charoenkrung, Bamrungmuang, Fuangnakhon, Silom and Trong [Rama IV]. Consequently, settlements on land, with houses along paved roads, gradually replaced communities by rivers or canals. The number of floating houses also declined around the end of this reign.

In the reign of King Rama IV, there was an increase in the population of Bangkok. Given King Rama IV's open-door policy, the number of countries having diplomatic and commercial relations with Thailand was also increasing. Meanwhile, wars, in terms of the use of armed forces, were becoming rare and conflicts with other

countries were settled instead through diplomacy. To lay the foundation for the future expansion of the city, the King expanded the capital city towards the east and the southeast. Parallel to the second moat, therefore, a canal, known today as the City Moat Canal, was dug. No city wall was built, only citadels were constructed at intervals along this newly dug canal. A canal was dug, and the earth used to build a street called Trong Road, which was favorable to the type of business conducted by foreigners, especially Westerners.

In western Bangkok, Phasi Charoen and Mahasawat Canals were also dug to connect with the Chao Phraya and Tha Chin Rivers, the main aim being to facilitate transportation.

Following the building of roads, there began the construction of one- or two-storied buildings for both commercial and residential use. People often built houses in the European architectural style. In this way, Bangkok was gradually transformed from an old walled city into a modern one under the influence of the West.

During the reign of King Rama V [1868-1910], which corresponded to the Industrial Revolution in Europe, Bangkok was another city which underwent quite a transformation. Roads and railways became the city's main communication routes. Moreover, innovations relating to the manufacture of construction materials, such as cast iron and cement, dramatically changed the face of the capital city, Bangkok.

In response to his father's initiatives towards the city's development, King Rama V both expanded and improved the old roads, and built new ones which crossed and connected with one another just like a road system in Europe. The experience King Rama V gained from his visits to Europe greatly contributed to the development of the capital city. To make Bangkok a delightful city, the King constructed Ratchadamnoen Avenue, a wide and elegant thoroughfare with a sidewalk for pedestrians, shady trees, lamp-posts and cast-iron benches on each side. This avenue was built to connect the Grand Palace with Suan Dusit Palace, a royal villa on the outskirts of Bangkok with the remarkable Anantasamakhom Throne Hall at the end of the street. Along the avenue, three bridges were built across three canals. Two of them were made of steel while the other was built with reinforced concrete. The third bridge had beautiful cast-bronze railings and marble columns adorned with exquisite European designs in cast bronze. In addition, perennial trees were planted to form green areas on both sides of various canals. The lamp-posts along the canals and bridges over the water helped to beautify the landscape. Buildings in a variety of styles -- traditional Thai, typical Chinese and European architecture - harmonized with one another in form and color in a pleasing manner. Bangkok at that time was a charming city indeed.

Railways played another significant role in these means of communication during that period. King Rama V built Bangkok Railway Station and initiated the construction of railway lines to the North, Northeast and East of Thailand.

Such canals as Premprachakon, Prapa and Sathon were also cut through land for the expansion of the capital city to the north, east and south. However, the densely

populated area of Bangkok was still located along the southern part of the Chao Phraya River.

During the reign of King Rama VI [1910-1925], there was no expansion of the city. Nevertheless, the King continued to construct several more roads and bridges. Rama VI Bridge was built as the first bridge across the Chao Phraya River connecting the southern railway line with Bangkok Railway Station.

As a result of the reformation of the State Administration in the reign of King Rama V, Bangkok was divided into several administrative districts. In the reign of King Rama VI, expansion of the road system took place in the inner districts only.

During the reign of King Rama VII, prior to the political changes that took place in 1932, the size of the population in the inner districts increased, especially in the south of Bangkok. The growth of such businesses as ports, docks, saw-mills and rice-mills extended towards the south end, with orchards at intervals, while paddy fields were located inland. In other districts, there was a linear expansion of the city along the Chao Phraya River. One important development of Bangkok during this reign was the growth of the outer districts. The construction of Pracharat Road along the Chao Phraya River towards the north and Sukhumvit Road, starting from Sa Pathum Palace towards the east, was favored the expansion of communities along these two roads. A major community in the north was Bang Su, which included a railway station, a military unit and a cement factory, while Bang Kapi community in the east was a well-known residential area.

On the occasion of the 150th anniversary of Bangkok in 1932, a second bridge, named the Phra Buddha Yot Fa Bridge, was built across the Chao Phraya River, with a statue of King Rama I at the foot of the bridge. There were plans to build main roads like Prachathipok, Taksin, Isaraphap and Lat Ya in Thonburi, all extending from the western end of Phra Buddha Yot Fa Bridge. On the eastern end of the bridge, Song Wat Road was also extended to connect with Bangkok Railway Station at Hua Lumphong. In terms of infrastructure, such development helped the expansion of communities in Thonburi. However, growth was initially concentrated along rivers and canals.

3. The Influence of New Technology [King Rama VIII – the Present King]

Comparative studies of the three phases of city development from 1936-1953 and 1958 show two trends relating to the expansion of Bangkok : the one spreading towards the east along Sukhumvit and Rama IV Roads, with the other expanding towards the north along Phracharat, Rama V, Rama VI and Phahonyothin Roads.

On the eastern bank, Bangkok expanded away from the centre along main roads. On the western side, owing to the development of infrastructure and public utilities, the growth of Thonburi clearly began to take off after World War II. Several bridges were built to join the eastern bank to the western one. Moreover, automobiles became a vital means of transportation on land. In addition, there was a great expansion of city on both sides of the Chao Phraya.

In 1970, the size of the population and city expansion increased by 100 percent, in comparison with the figures for 1958. The government's policy to construct roads connecting the capital city with provincial and rural areas caused an instant influx of people from upcountry into the city of Bangkok. At the same time, there was a great demand for housing estates, which were scattered throughout such suburban areas as Huay Khwang, Bang Kapi, Bang Su and also further towards the Don Muang and Phrakhanong areas.

Projects such as the first phase of Inner Ring Road or Ratchadapisek Road, together with other projects aimed at constructing main roads to connect with the surrounding suburbs, caused Bangkok to expand in all directions. Today, Bangkok is on the list of world metropolises and has become the most important center for business in the Kingdom. Like other big cities, Bangkok is experiencing many of the same problem, such as traffic jams, pollution and a high-density population. Both the government and the private sectors have joined hands in solving these problems. Serving as bypasses, the expressway project is entering upon phase 3 and the ring road system, comprising inner, middle and outer rings, is being brought to completion. The mass transit system, both in Bangkok and between cities, has facilitated the development of land use. The use of high technology and modern construction materials has changed the character of buildings in the city, which have affected the way of life in Bangkok to a considerable degree. To cope with environmental problems in a big city like Bangkok, such projects as a public water treatment system have been implemented. According to government policy, rural areas have been developed through public works so as to reduce the growth of the population in Bangkok by encouraging people from the countryside to return to work in their home towns. Moreover, plans to construct satellite towns around Bangkok, a new government administrative center and also a second international airport, have been incorporated in the policy to control the size of Bangkok.

If these projects are completed successfully, Bangkok will be revitalized and once again become a pleasant place in which to live as it used to be in the times gone by.

Boundary of Krung Rattanakosin

The Krung Rattanakosin area covers 5.8 square kilometers and can be divided into 3 sub-areas (Shin Cron Group, 1995):

1. Inner Krung Rattanakosin includes the area from the Chao Phraya river bank to the Koo Muang Dem Canal [Inner Moat Canal] , an area covering 1.8 square kilometers. This area lies within the sub-district of Phra Ratchawang of Phra Nakhon District, in the Bangkok Metropolitan area.

2. Outer Krung Rattanakosin signifies the area bordered by the Koo Muang Dem Canal, the Chao Phraya River to the north, Rob Krung Canal [Bang Lumphu and Ong Ang canals], and the Chao Phraya River to the south, covering a total area of 2.3 square kilometers. This area lies within the sub-districts of Chana Songkram,

Bowonniwet, Talad Yod , and Wang Burapaprom of Phra Nakhon District, in the Bangkok Metropolitan area.

3. *Thonburi Sub-area, opposite Krung Rattanakosin* [Krung Rattanakosin West River Bank] is the area bordered by the Chao Phraya River, the Bang Yikan Canal, Wat Daodung Lane, Wat Dusitaram Lane, Kanom Chine Canal, Bangkok Noi Canal, Bann Kamin Canal, Wat Arun Canal, Bangkok Yai Canal, Wat Kalaya Lane, Municipal Road1, and Somdej Chao Phraya 1 Lane, an area covering 1.7 square kilometers in all. The area lies within Bang Yikan Sub-district of Bang Plad District; Arun Amarin and Siriraj Sub-districts of Bangkok Yai District; and Wat Kalaya, Thonburi, Somdej Chao Phraya Sub-districts of Klongsan District, in the Bangkok Metropolitan area.

Background to the Conservation and Development of Krung Rattanakosin

Ever since it was first founded, the Krung Rattanakosin area has been the center of a number of significant institutions and important activities, including administration, tourism, transportation, education, the national economy, and commerce. The area inevitably faces several problems as in other world metropolises. Problems such as the high density of building construction, traffic congestion, environmental deterioration, and devaluation of arts and architecture, have intensified, and could altogether destroy the invaluable cultural heritage of the capital city. These immediate problems, together with heightened public awareness of the need to conserve the nation's cultural heritage, have encouraged the government to tackle such problems in earnest by appointing different committees to work on the conservation and development of this highly significant historical area. The relevant committees are as follows:

Committee for the Conservation of Valuable Historical, Archeological, Cultural, and Architectural Buildings within the Bangkok Metropolitan Area

This committee was appointed by the Ministry of Interior on September 30, 1976 with Bangkok Metropolitan Administration as the key agency. Its responsibility is to define policies and measures for the renovation of significant buildings in Bangkok for the Bicentennial Anniversary of the city in 1982. Significant projects include the Rattanakosin Island Conservation Project, the Improvement of Sanam Luang Project, and the Project on the Enactment of Municipal Regulations on Building Conservation in the Rattanakosin Island Area (Committee for the Conservation and Development of Krung Rattanakosin and The Old Towns, 2004).

Committee for the Conservation, Improvement, and Restoration of Ancient Monuments on Rattanakosin Island

Appointed by the Ministry of Education in accordance with the Cabinet resolution of January 5, 1978, this committee is responsible for defining policies and guidelines for the conservation of Rattanakosin Island. Several government agencies are represented in the committee.

Committee for the Rattanakosin Island Project

This national-level committee was appointed by the Cabinet in accordance with the National Environmental Board's proposal on July 4, 1978. It is responsible for defining conservation and development policies for the Krung Rattanakosin Area, combining the responsibilities of the Committee on the Conservation of Valuable Historical, Archeological, Cultural, and Architectural Buildings in Bangkok of the Ministry of the Interior and the Committee for the Conservation, Improvement, and Restoration of Ancient Monuments on Rattanakosin Island of the Ministry of Education (Committee for the Conservation and Development of Krung Rattanakosin and The Old Towns, 2004).

Committee for Krung Rattanakosin Project

This committee is essentially the former Committee for the Rattanakosin Island Project, which underwent a name change proposed by the original committee itself and approved by the Cabinet on September 5, 1978. The actual boundary of the Inner Rattanakosin Area, the original city area, covers not only the area from the Chao Phraya River bank to the Koo Muang Dem Canal, or the Inner City Moat, but also includes the area from the river bank to the Rob Krung Canal or the Outer City Moat [from the mouth of Bang Lumpu Canal to Ong Ang Canal]. As a result, the shape of the area designated for conservation did not resemble an "island" surrounded by waterways as was previously understood.

The Committee for the Krung Rattanakosin Project, chaired by the Deputy Prime Minister, who is in charge of the Ministry of Science, Technology and the Environment, with the Office of the Environmental Policy and Planning as its secretariat, is responsible for defining policies and plans for the conservation and development of Krung Rattanakosin. The committee also defines administrative and legal measures, as well as regulations, for the operating agencies involved. Its task is also to encourage greater cooperation on the part of the general public and the private sector throughout a variety of processes.

Committee for the Conservation and Development of Krung Rattanakosin and the Old Towns

Basically, this committee is the former Committee for the Krung Rattanakosin Project, which underwent a change in status on December 24, 1998, from a committee under a Cabinet resolution to a committee under the Regulation of the Office of the Prime Minister for the Conservation and Development of Krung Rattanakosin and the Old Town. The committee still retains the Deputy Prime Minister as chairman and the Office of Environmental Policy and Planning as its secretariat, its responsibilities being similar to those of the former committee. However, the boundary under its responsibility has been extended to cover the area of The Old Town in accordance with the Regulation of the Office of the Prime Minister.

The Bureaucratic Reform Bill of 2002 became effective on October 2, 2002, resulting in a change in the structure and name of several government offices. Thus a new Regulation of the Office of the Prime Minister was issued on March 24, 2003 to replace the Regulation of the Office of the Prime Minister for the Conservation and Development of Krung Rattanakosin and The Old Towns of 1998, which was invalidated due to a change in the names of various government offices.

Policies and Measures for the Conservation and Development of Krung Rattanakosin

In the last 20 years, the objectives and policies that the Committee for the Krung Rattanakosin Project has pursued are to promote more open space, to preserve ancient monuments and architecture possessing historical and architectural value, and to reduce the density of built structures and traffic. These policies have led to the introduction of regulatory measures governing construction and activities in the Krung Rattanakosin area, such as the following :

1. The Cabinet resolution of October 10, 1978 imposed temporary controls on government building construction within the Krung Rattanakosin area, requiring that government agencies in the area submit construction plans for potential building projects for consideration by the Committee for the Krung Rattanakosin Project, together with clarification regarding environmental impact assessment.

2. The Cabinet resolution of October 13, 1981 defines land-use policy for the Inner Krung Rattanakosin Sub-area and for the Thonburi Sub-area along the Chao Phraya River. The cabinet has agreed upon a proposal put forward by the Committee for the Krung Rattanakosin Project as follows;

Inner Krung Rattanakosin

- Prohibits any kind of industrial craft and all kinds of factories that could cause fire and have negative impacts on the environment within the Inner Krung Rattanakosin Sub-area.
- Control of commercial activities in the Inner Krung Rattanakosin Sub-area to a sustainable amount for local communities only.
- Construction prohibition on all types of residential buildings, government or private.
- Existing buildings from the Rama V period or earlier can be renovated and restored to their original state. The buildings can be demolished and rebuilt in the original form and to the same height. New buildings must not exceed the height limit of buildings from the Rama V period ; they must not be higher than 16 meters, with floor to area ratio [F.A.R.] of the land plot, and with at least 20 percent allocated to open space, in which green areas must comprise at least 50 percent of said open space.
- Providing control and regulations on buildings along waterways, as well as piers and marinas.
- Improving traffic system to decrease traffic density, especially in areas with historic buildings, and providing pedestrian streets on some routes.
- Providing control and regulations on all types of signboards in the Inner Krung Rattanakosin Sub-area.
- Providing protection and control of the visual landscape, as well as maintaining the cleanliness and serenity of the area.
- Promoting more open spaces, particularly along the Chao Phraya River.
- Encouraging the maintenance of buildings with historical and cultural value.
- Encouraging land use for Thai traditional activities and cultural events.

Area along the Chao Phraya River

Land areas, piers, and marinas on the Thonburi side opposite Inner Krung Rattanakosin Sub-area are out of the boundary responsible by the Committee on Krung Rattanakosin Conservation Project; Nevertheless they are significant and greatly impact the environmental quality and the scenery of the Inner Krung Rattanakosin Sub-area. Consequently, Bangkok Metropolitan Administration and the Harbor Authority are to propose legal control measures for buildings along the waterways.

3. The Cabinet Decision on December 24, 1985 on temporary measures for the construction of government buildings in Krung Rattanakosin area, agreeing that government offices, including state enterprises and other government agencies, should follow such measures in accordance with the resolution of the Committee for Krung Rattanakosin Project. This Decision became effective on October 10, 1998.

4. The Cabinet Decision on December 25, 1998 on the control measures for building construction within the government sector, state enterprises, and other government agencies that may appear in Krung Rattanakosin Area, requiring that such agencies submit construction plans to the Committee for Krung Rattanakosin Project for environmental impact assessment. After a permit is granted by the committee, such project is to be presented to the Bureau of the Budget for further budgeting. Relevant government sector, state enterprises, and government agencies should strictly act in accordance with this Cabinet Decision.

5. Bangkok Metropolitan Administration Regulation of 1985 on areas with prohibits on construction, modification, uses or changes of uses of some types or categories of buildings within the Inner Krung Rattanakosin Sub-area in Phra Ratchawang Sub-district, Phra Nakhon District, Bangkok Metropolitan.

6. Bangkok Metropolitan Administration Regulation of 1987 on areas with prohibits on construction, modification, uses or changes of uses of some types or categories of buildings within the Outer Krung Rattanakosin Sub-area in sub-districts of Chana Songkram, Talad Yod, Chao Po Sua Shrine, Bowonniwet, Sao Ching Cha, Samranrat, and Wang Burapapirom of Phra Nakhon District, Bangkok Metropolitan.

7. Bangkok Metropolitan Administration Regulation of 1992 on areas with prohibits on construction, modification, uses or changes of uses of some types or categories of buildings within the Thonburi Area opposite to Krung Rattanakosin Area in Bang Yikan Sub-district of Bang Plad District, sub-districts of Arun Amarin and Siriraj of Bangkok Noi District, Wat Arun Sub-district of Bangkok Yai District, Wat Kalaya Sub-district of Thonburi District, and Somdej Chao Phraya Sub-district of Klong San District, Bangkok Metropolitan.

8. Bangkok Metropolitan Administration Regulation of 1996 on areas with prohibitions on construction, modification of some types or categories of buildings within sub-districts of Bang Khunsri and Ban Chang Lor of Bangkok Noi District, sub-districts of Wat Arun and Tha Phra of Bangkok Yai District, and sub-districts of Wat Kalaya, Hirunrujee, and Bang Yi Rua of Thonburi District, Bangkok Metropolitan.

9. Bangkok Metropolitan Administration Regulation of 1999 on areas with prohibits on construction, modification of some types or categories of buildings in the near by area of Krung Rattanakosin within sub-districts of Wat Sam Phraya and Ban Pantom of Phra Nakhon District, sub-districts of Wat Sommanat, Ban Bat, Klong Mahanak, Tepsirin, and Pomprabsatrupai of Pomprabsatrupai District, and sub-districts of Sumpantawong, Jakkrawat, and Talad Noi of Sumpantawong District.

Master Plans for the Conservation and Development of the Krung Rattanakosin

The Committee for Krung Rattanakosin Project has formulated master plans for the conservation and development of Krung Rattanakosin area to provide concrete framework for relevant agencies to operate in accordance with the above mentioned policies and measures. Two master plans according to the Cabinet Decision are;

1. Master Plan for the Conservation and Development of Krung Rattanakosin, approved by the Cabinet on May 21, 1997
2. Master Plan for the Conservation and Development of Krung Rattanakosin on Thonburi side, approved by the Cabinet on May 2, 2000

1. Master Plan for the Conservation and Development of Krung Rattanakosin Area [Bangkok Side]

The objectives are to conserve valuable buildings or places and their environments and to ensure that all developments in Krung Rattanakosin Area are conservation conscious. The plan emphasizes on opening up of views and vistas that enhance the significance and identity of valuable buildings and places, restoring ancient monuments and architectures, as well as developing proper surrounding environments. There are 20 projects generated by this master plan, dividing into 4 groups as follow:

1. A group of 3 projects in the area of Mahakan Fort, Wat Theptidaram, and the Golden Mount:

- Conservation and restoration of Mahakan Fort
- Improvement of area near Wat Theptidaram and Wat Ratcha Naddararm
- Construction of the Golden Mount Public Park

2. A group of 4 projects on land and water transportations in the Inner Rattanakosin Sub-area:

- Improvement of canals and bridges for navigation
- Construction of pedestrian walkways along Koo Muang Dem Canal and Rob Krung Canal
- Conservation and restoration of city gates, city wall, and forts
- Organization of activities in the Ong Ang Canal mount area

3. A group of 8 projects in the areas along Chao Phraya River:

- Improvement of the Phra Athit Road Area
- Enhancement of view for Wat Bowonniwetsathan Suttawas

- Improvement of the Tha Prachan area
- Improvement of the area around the Royal Naval Institute
- Improvement of the area around the Department of Internal Trade
- Enhancement of view for Wat Pho
- Project for the Improvement of the Tha Tien area
- Project for the Improvement of the Pak Klong Talad area

4. A group of the other 5 projects:

- Improvement of the Praeng Nara, Praeng Phoothon, and Praeng Sapphasat areas
- Measures for controlling housing development behind Ratchadamnern Buildings
- Construction of a multipurpose urban plaza for cultural activities in the area between Wat Suthat and the Bangkok Metropolitan City Hall
- Environmental improvement of the Bang Lumphu commercial district
- Provision of infrastructure for the Krung Rattanakosin Area

The administration and management of all 20 projects is prioritized according to significance, appropriateness, and availability of resources into 4 groups: the first phase [year 1-5] with 9 projects, the middle phase [year 6-10] with 6 projects, and the last phase [year 11-15] with 6 projects. The overall budget is 7,052.76 million baht.

2. Master Plan and Action Plans for the Conservation and Development of the Krung Rattanakosin West River Bank [Thonburi Side]

These plans emphasize the conservation and improvement of the areas surrounding religious sites and waterways that are significant in terms of the way of life and history in the area of Krung Rattanakosin on the Thonburi side. The master plan for the Thonburi side divides the area into 3 categories : conservation areas, protected areas, and nearby areas. There are two levels of work plans and conservation and development projects, city-level work plans and area-level work plans.

City-level work plans prevent problems that would impact development, and make way for the developments in different areas in the area work plans. They are :

1. A work plan for the improvement and control of the environment along Koo Muang Derm Canal and the Thonburi's city wall.
2. A work plan for the environmental improvement, control, and protection against encroachment of the area's riverine periphery of the old Chao Phraya River [Bangkok Yai, Chak Phra, and Bangkok Noi canals]

Area-level work plans are being generated for those areas containing ancient monuments and significant places with the potential for conservation development. The work plans are categorized by each area's characteristics into 3 work plans and 20 projects, as follows:

Work Plan 1 Improvement of urban elements in conservation and protected areas

- Project 1 Improvements in the areas nearby Wat Bang Yikan, Wat Daowadungsaram, Wat Jaturamitra Praditharam, Wat Phraya Siri Ayasawan, and Indra Chai College
- Project 2 Improvements in the areas nearby Wat Amarintraram, Thonburi Railway Station, Siriraj Hospital, Wat Chim Tayakawas, and Wat Wisetkan
- Project 3 Improvements in the areas nearby Wat Rakang Kositaram, Wat Wongsamoon [The Naval Dockyard Department] and Wat Phraya Tum
- Project 4 Improvements in the areas nearby Wat Nak Klang, Wat Kruea Wal, Wat Arun Rachawararam, the Old Palace, Wat Molee Lokayaram, Ton Son Mosque, Wat Hong Ratanaram, and Kudee Charoenpad
- Project 5 Improvements in the areas nearby Wat Buparam, Wat Kalayanamitra, Gian An Geng Chinese Shrine, Santa Cruz Chapel, and Wat Prayoon Wongsawas
- Project 6 Improvements in the areas nearby Wat Pichai Yatikaram, Wat Anongkaram, and the Honor Celebration of Somdej Prasrinakkarintra Borromrajchonnee Park

Work Plan 2 Improvement to areas around the ancient monuments along Bangkok Yai Canal, Chak Phra Canal, and Bangkok Noi Canal

- Project 1 Improvements in the areas nearby Wat Racha Sitharam, Wat Sangkajai, and Wat Riddhi Narongron
- Project 2 Improvements in the areas nearby Wat Pradittharam, Wat Bang Sai Kai, Ban Eka Nak [Ban Somdej Teacher's College], Wat Yai Sri Supan, and Wat Hirunrujee
- Project 3 Improvements in the areas nearby Wat Werurachin, Wat Indraram, Wat Chantraram, and Wat Racha Karu
- Project 4 Improvements in the areas nearby Wat Pradoo Nai Songtum, Wat Pradoo Chim Plee, Wat Nuan Woradit, Wat Pak Nam, Wat Apsor Sawan, Wat Waramataya Pantasarm [Wat Kun Chan]

- Project 5 Improvements in the nearby areas of Wat Bod Indorn Sarapech, Wat Kooha Sawan, Wat Kampaeng, and Wat Thong Sala Gnam
- Project 6 Improvements in the areas nearby Wat Pak Nam Neua, Wat Pak Nam Tai, Wat Wijitrakan Nimit, Wat Bang Waek and Wat Nok
- Project 7 Improvements in the areas nearby Wat Kanchana Singhad, Wat Rachadathithan, and Wat Kaew
- Project 8 Improvements in the areas surrounding Wat Suwan Kiri
- Project 9 Improvements in the areas nearby Wat Pawana Pirataram
- Project 10 Improvements in the areas surrounding Wat Sri Sudaram
- Project 11 Improvements in the areas nearby Wat Pawana Pirataram and Wat Nai Rong

Work plan 3 Improvement of other areas [Nearby Areas and Extended Areas]

- Project 1 Improvements in the areas surrounding Wat Chao Arm
- Project 2 Improvements in the areas nearby Wat Amphawa, Wat Kruth, and Wat Chinorasaram
- Project 3 Improvements in the areas surrounding King Taksin the Great Park [Wong Wien Yai]

Project administration and management are prioritized according to significance, appropriateness, and availability of resources into 4 groups; the first phase [year 1-5] with 3 projects, the second phase [year 6-10] with 3 projects, the third phase [year 11-15] with 2 projects, and the fourth phase [year 16-20] with 12 projects. The total of 20 projects received an overall budget of 2,973.8 million baht.

Action Plans of the Masterplan for the Conservation and Development of Krung Rattanakosin

Apart from the two above mentioned master plans, the Committee also assigned the Subcommittee for the Consideration of Work Plans in Krung Rattanakosin to formulate project action plans relating to the master plan for the Conservation and Development of Krung Rattanakosin. These project action plans will provide a clear framework and sufficient details for applicable operation in prototypical areas. These are four project action plans currently under execution:

1. An action plan for the conservation and development of the Mahakarn Fort area, the City Wall, and surrounding areas
2. An action plan for the conservation and development of the Phra Athit Road area and Phra Sumen Road
3. An action plan for the conservation and development of the Royal Naval Institute and Wat Bowonsathan Sutthawat areas
4. An action plan for the improvement of areas nearby Wat Nak Klang, Wat Kruea Wal, Wat Arun Rachawaram, the Old Pakace, Wat Molee Lokayaram, Ton Son Mosque, Wat Hong Rattanaram, and Kudee Charoen Pad

1. Action plan for the conservation and development of the Mahakarn Fort area, the City Wall, and Surrounding Areas

The objective is to improve the environment in the Mahakarn Fort area, the City Wall, and nearby area by providing an open space that enhances the view of both the ancient monuments of the Mahakarn Fort and the City Wall. The open space also serves as a recreational space for local communities and the general public. Therefore, the main design concept emphasizes groups of ancient monuments in the area, providing the surrounding area with a green landscape and pathways connecting different groups of ancient monuments. The internal traffic system is also linked to the external system in a convenient manner. Altogether, there are 4 sub-areas for this operation:

- The Mahakarn Fort and the City Wall area
- The area around Wat Theptidaram and Wat Ratchanadda
- The area around Wat Sra Ket and the Golden Mount
- The area around the Department of Public Works Building

The overall budget for these action plans is estimated at 863 million baht over a 9-year period.

2. Action Plan for the Conservation and Development of the Phra Athit Road Area and Phra Sumen Road

The objective is to improve the environment along Phra Athit and Phra Sumen roads to maintain an attractive vista that enhances the cultural value and identity of ancient monuments and other conservation buildings in the area. A further objective of the plan is to improve traffic network in the area. Furthermore, the plan aims to define control measures that are effective and beneficial to the local community and the general public in a sustainable manner. Such measures are

intended to comply with the conservation of the historical and cultural value of the area as a whole. The main concept underlying the conservation and development of the area emphasizes the notion of urban image and urban landscape, including views and open spaces, community activities, and internal and external traffic networks. The action plan has generated 4 work plans, with a total of 11 projects, as follows:

1. A work plan for the Improvement of Traffic Networks: 5 projects
2. A work plan for the Improvement of the Phra Athit Road Area: 2 Projects
3. A work plan for the Improvement of Bang Lumphu Commercial District and Kao Sarn Road: 2 Projects
4. A work plan for the Improvement of Rob Krung Canal [Bang Lumphu Canal part]: 2 projects

The overall budget is estimated at 196 million Baht over a period of 10 years.

3. Action Plan for the Conservation and Development of the Royal Naval Institute Area and the Area around Wat Bowonsathan Sutthawat

The objective of this plan is to develop the environment surrounding the Royal Naval Institute into an open waterfront area that is linked to the Ratchaworadit Royal Pier. It also aims to provide an open space in Wat Bowonsathan Sutthawat area that connects with the area around the National Museum [Bowonsathan Mongkol Palace] to enhance the view of national heritage sites in the vicinity, namely: Ratchaworadit Royal Pier, Bowonsathan Mongkol Palace, and Wat Bowonsathan Sutthawat. The open space is also to be used by local communities and members of the general public as a public space for cultural, traditional, and recreational activities. The action plan's concept consists of three main aspects: a network of associated architectural elements, the conservation of sites of architectural significance, and landscape improvement. The work plans are divided into two main areas:

1. Work plans for the area around the Royal Naval Institute, in three Phases :

- | | |
|---------------------|--|
| Phase 1 [year 1-4] | operating in the Royal Naval Institute area |
| Phase 2 [year 5-7] | operating in the Naval Welfare Department Building |
| Phase 3 [year 8-10] | operating in Ratchakit Winichai Throne Hall, Ratchaworadit Royal Pier; South Royal Barge Pier; and the Royal Court areas |

2. Work plans for the area around Wat Bowonsathan Sutthawat, in four phases:

- Phase 1 [year 1-7] operating in lecture buildings of the College of Dramatic Arts
- Phase 2 [year 8-12] operating in areas of the College of Dramatic Arts apart from Phase 1 and the main hall of Wat Bowonsathan Sutthawat
- Phase 3 [year 13-24] operating in the Office of the Council of State and the surrounding area
- Phase 4 [year 25-35] operating in the National Theatre

The overall budget for the four phases of these work plans is estimated at 3,010 million baht.

4. Action Plan for the Improvement to the Areas Around Wat Nak Klang, Wat Kruea Wal, Wat Arun Ratchawararam, the Old Palace, Wat Molee Lokayaram, Ton Son Mosque, Wat Hong Rattanaram, and Kutee Charoen Pad

The objective of this action plan is to improve the environment around religious sites and ancient monuments, as well as to control land use to ensure open spaces for community activities. The concept underlying the action plan consists of three main aspects : sustainable development, creation of associative urban elements in the Krung Rattanakosina Area on both sides of Chao Phraya River, and adaptive conservation. There are 4 processes involved in the action plan: the setting up of relevant organizations, public area development, the development of areas around government agencies, and community development. The overall budget for the 10 projects in the action plan is estimated at 2,000 million baht.

Summary

Chapter 3 attempted to place the Pak Klong Talad project within the larger context of the master plan for the conservation of Rattanakosin Island in which the market is located. To this end, the history of Krung Rattanakosin was presented, followed by background information regarding the conservation and development of this historic area, as well as policies and measures to this effect, including the Master Plan and Action Plan for the Conservation and Development of the Krung Rattanakosin area.

Chapter 4 will consist of a review of the extant literature, with the focus being on a number of theories and background research relevant to the understanding of more complex issues regarding conservation in the Pak Klong Talad area of historic Rattanakosin Island in Bangkok. The chapter addresses key definitions, principles of urban conservation and past research on the concept of citizen participation in conservation activities.

Chapter 4

Literature Review

This chapter focuses on a number of theories and background research relevant to the understanding of more complex issues regarding conservation in the Pak Klong Talad area of historic Rattanakosin Island in Bangkok. The chapter addresses key definitions, principles of urban conservation and post research on the concept of citizen participation conservation activities.

Conservation Viewpoint

In several respects, conservation is a process of cultural management. The process of conserving buildings and places involves looking at the entire picture of architecture, culture, and society. In reality, this requires a close examination of the unique values of communities, subject to conservation planning and policy. Most importantly, conservation practice must be tailored to meet these values. Any conservation project, especially in community areas where historical value is inexorably linked to the inhabitants' social life, must take these relative priorities into account.

Thailand has been a signatory to a number of international agreements since the 1960s and has employed approved methods regarding "conservation thinking" from that time down to the present. This has been most evident in the conservation of Ayuthaya and Sukhothai, both of which have been designated World Heritage Sites by UNESCO.

According to Sunon Palakavong Na Ayudhya (Conservation; 1994 : 87-88), conservation may be defined as follows : "It is essential to the proper understanding of any subject that it be discussed in clearly defined terms. In this regard, there are four words that need precise clarification; Preservation, Restoration, Reconstruction and Conservation.

1. "Preservation" The term describes the static maintenance of an object to keep it in its existing state.
2. "Restoration" The objective of restoration is to carefully revive the original concept or legibility of the object. Re-integration of details and features is based upon respect for original material, archaeological evidence, original design and authentic documents. Replacement of missing or decayed parts must integrate harmoniously with the whole, but must be distinguishable from the original ones.

3. “Reconstruction” Reconstruction of historic buildings and historic centers may be necessitated by disasters such as fire, war, etc. The objective is to rebuild the object into its original state. The difference between reconstruction and restoration is that, reconstruction cannot have the patina of age, even though the same types of building materials are used. As in restoration, reconstruction must be based upon accurate documentation and evidence, never upon conjecture.
4. “Conservation” Conservation embraces all acts taken to prolong the life of our architectural heritage. It includes the act taken to prevent decay, and ensure proper maintenance, and even takes on a dynamic character by being concerned also with needed adaptations.

Reasons for Conservation

Henry Sanoff (1978: 44-45) outlines the four principle reasons for conservation, which focus particularly on conservation in a community context.

1. To act as a cultural memorial by keeping physical evidence that presents the historical value of the site, such as the ancestor’s intelligence, so that the next generation can be proud of it and be encouraged to study it.
2. To conserve relationships within societies. The joint activities of local people are a way to represent relationships within a society. The activity will be completed with a balance achieved in terms of people, activities, environment, and changes in the community structure, such as streets running through the community area, and land zoning according to the law. Community and environmental conservation will act as a barrier to avert problems and maintain relationships within society.
3. To conserve environmental diversity. Modern development destroys the unique character of a locale due to the fact that the same modern materials and industrial production processes are used, which are cheaper than employing local craftsman. Conservation will help to maintain the art of craftsmanship and protect the local community from overdependence on technological processes in order to save on costs and natural resources.
4. Conservation possesses economic benefits,, both in terms of saving on the cost of new construction by modifying old buildings, at the same time turning communities into tourist spots, thereby increasing the income of local residents.

The aim of conservation is not merely to preserve history and culture; it is also to revive economic and social conditions. As Florian Steinberg (1996: 465) writes, the “cultural value is not the only precious thing, economics should be considered as a value as well. Economics is a benefit; for instance, the architectural heritage that contains cultural value is a benefit in terms of tourism.”

With regard to the conservation of Pak Klong Talad, the old area of Rattanakosin, the aim is not merely to stabilize the condition of the community itself and physical sites of historical value; it is also to foster economic growth throughout the community.

Principles of Urban Conservation

There are three kinds of historic city, namely living cities, such as Rattanakosin, Paris, Venice, etc.; dead cities, such as Pagan in Myanmar, and Srisatchanalai in Thailand, and those that represent a blend between the past and the present, for example Ayuthaya and Sukhothai. The latter signifies the fact that people have inhabited the city on a continuously basis from the past down to the present, and that the historical architectural monuments of national importance can still be found there alongside contemporary elements, such as the physical layout of the city, the people’s history, buildings, historical resources etc.

Sir Bernard M. Feilden (1993: cited in Yongthanit Pimonsathien, 1999: 9) outlined the four principles of historic city conservation as follows:

1. **Integrated Conservation:** It is vital that conservation be planned in several practical ways. According to the terms of the Washington Charter, in order to be successful, conservation plans need to be included in every level of the master plan in terms of policy and economic and social development.
2. **Control of Change:** In modern city development, there should be appropriate criteria for growth control, such as size limitation, building control, traffic control, infrastructure control, etc.
3. **Infill Design:** The infill should be based on certain systematic analysis, especially for urban fabric and function by creating a blend between the principles of urban planning and aesthetic considerations.
4. **Administrative Action:** The management in a living city has to be more concerned about the dynamic political instrument than static or technical means. Importance should be given to economic rather than physical conservation. Moreover, conservation plan should receive the consent of the local community and local authorities. In the Washington Charter, it states that conservation planning needs to take into account the participation of the local community, whose needs and benefits should be of primary concern.

Urban Renewal

The idea of urban renewal started in America in 1965. F. Stewart Chapin Jr. and Edward J. Kaiser (1979:271) wrote that city rehabilitation is a new idea for developing deteriorated architecture and its surroundings. The first phase of rehabilitation involves clearing away slum areas and creating in their stead a nice residential area with a pleasant environment. In the next 20 years, the next phase will involve the setting up of the physical infrastructure of the city and a traffic network system, the redevelopment of the downtown area, and the renewal of commercial areas under long-term urban planning measures.

Urban Renewal is divided into three aspects as follows:

1. Conservation means preserving an area in good condition in terms of land use and size of population; however, systematic protection criteria are needed to maintain the area in good condition and improve the infrastructure or appropriate public services.
2. Rehabilitation involves the renewal of deteriorating city areas so that they can once again be used in an efficient and effective manner. Criteria might be included such as a plan to reduce the size of the population, restore buildings and land, develop infrastructure, build new streets, establish park and maintain them in good condition etc. This approach is intended for those areas that are not ready for redevelopment because the old structures are still in good condition but are outdated and neglected, and thus have a tendency to deteriorate.
3. Redevelopment refers to the process involving the reconstruction of buildings, which have already deteriorated, and cleaning up the surrounding land. The new structures will be completely different from the old. Moreover, redevelopment also includes developing or changing the use to which the land is put and addressing the spreading of the population by restoring the land and removing old structures and launching a reconstruction program, which can support the population, and the activities envisaged within the community. Consequently, it may be said that urban redevelopment is a technique of urban renewal which emphasizes the removal of all the existing old structures and constructing new and different buildings in order to increase the potential capacity of that area for each period of its existence.

The study of urban renewal shows that conservation has to consider both the local architectural values and other factors, such as society, the economy, culture, law, policy, and an appropriate management strategy.

The Concept of Citizens' Participation

Definition

The participation of the local citizenry has many aspects, forms, methods, and objectives that change according to the circumstances. There are many definitions of the term as follows:

Suri Tansrisuroj (1995: 8) concludes that the aim of citizens' participation, both with regard to individuals and groups is to improve and change in the desired direction and to achieve a goal.

Saitip Sukatipan (1991: 92) agrees that citizens' participation does not only mean that people participate in a project created by the government but that they are also empowered and assume at least some part in planning the project and setting up activities involving their lives and their future.

Luechai Sringsanyaung and Pasuk Anekwanid (1983: 12) state that the objective behind giving the local community a role to play in a project is not only to encourage them to participate, but to make them assume responsibility and play an integral part in planning, inspecting, controlling, and evaluating the project from beginning to end.

Pairat Taycharin (1984: 7), in discussing the participation process points out that local people play a part in gathering information, determining causes and finding solutions, making decisions, planning the project, following up on the results, and carrying out long-term maintenance work.

Also with regard to the participation process, Wisardjono (1978: 66) mentions that the local community will take part in every step of the development procedure, beginning with the following:

1. Identifying goals and objectives
2. Stating the problems in descending order of importance
3. Specifying alternatives or plans
4. Following the plan by determining appropriate strategies
5. Understanding the project and encouraging improvements to it

From the above, it may be concluded that the participation of the citizenry means that locals participate in the activities that have been set up with their consent and that concern their livelihood. They need to understand the activity and participate in it with their complete consent, starting from playing a part in stating the problem, as well as in planning, operating, controlling, and evaluating the activity in order to improve their community in the desired direction.

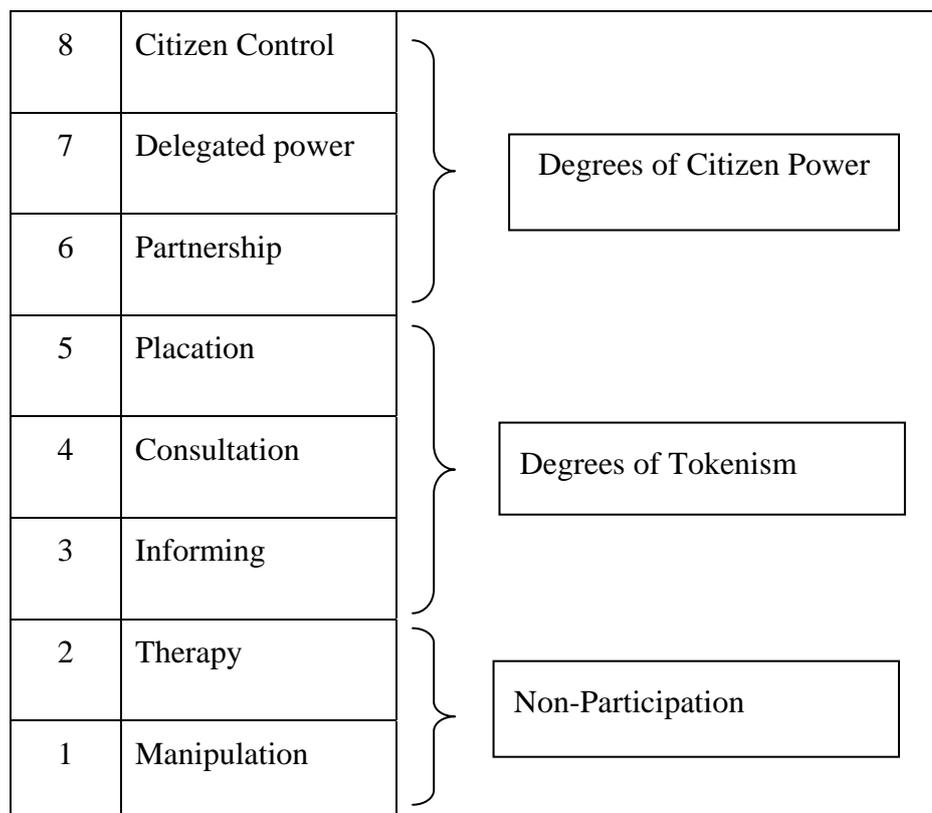
Citizens' Participation in a "Sustainable Development" Context

There are many definitions of sustainable development, a term used in many development fields, such as sustainable agriculture, sustainable tourism, or even sustainable architecture. However, the accepted definition of sustainable development is "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Presently, the idea of citizens' participation involves sustainable development, which is a very interesting issue because participation is considered one of the basic principles of sustainable development.

A Ladder of Citizens' Participation

Sherry Arnstein, writing in 1969 about citizen involvement in planning processes in the United States, described citizens' participation in the form of a ladder. (Arnstein, Sherry R., 1969)



1 Manipulation and 2 Therapy. Both are non-participative. The aim is to cure or educate the participants. The proposed plan is best and the job of participation is to achieve public support by public relations.

3 Informing. A most important first step to legitimate participation. But too frequently the emphasis is on a one-way flow of information. There is no channel for feedback.

4 Consultation. Again a legitimate step attitude surveys, neighborhood meetings and public enquiries. But Arnstein still feels this is just a window-dressing ritual.

5 Placation. For example, co-option of hand-picked ‘worthies’ to serve on committees. It allows citizens to advise or plan ad infinitum but retains for power holders the right to judge the legitimacy or feasibility of the advice.

6 Partnership. Power is in fact redistributed through negotiations between citizens and power holders. Planning and decision-making responsibilities are shared e.g. through joint committees.

7 Delegated power. Citizens holding a clear majority of seats on committees with delegated powers to make decisions. The public now has the power to assure that the programme is accountable to them.

8 Citizen Control. Have-nots handle the entire job of planning, policy making and managing a programme, e.g. a neighborhood corporation with no intermediaries between it and the source of funds.

In the first group, i.e. levels 1 and 2, there is a lack of participation. The government merely provides information.

In the second group, levels 3 – 5, there is a greater degree of participation on the part of citizens in providing information and advice, but which communication is one-way only. This is known as tokenism.

In the third group, levels 6 – 8, the local community has the supreme right to participate.

Later, in 1996, Choguill created “a ladder of community participation” for underdeveloped countries by adapting Arnstein’s idea to suit third-world countries. The ladder also consists of eight levels, as follows :

1. Empowerment: the community has the most power to plan and make decisions with the help of external organizations, such as NGOs or other relevant organizations.
2. Partnership: joining the government in decision-making.

3. Conciliation: the community makes a decision in some part of the project or government plan.
4. Dissimulation: nominating a member of the local community to serve on the committee but whose opinions are not accepted.
5. Diplomacy: studying written projects, but no progress is made.
6. Information: one-way mode of communication.
7. Conspiracy: government's plan is proposed without the idea of helping the poor.
8. Self-management: managing everything themselves because of a total lack of help from the government.

Steps in the Process of Citizens' Participation

- **Aspects of Citizens' Participation**

Chapin and Lee J. Carry (cited in Anuporn Suwansatitsakorn, 1986: 24) studied the aspects of citizens' participation and divided them into in four main areas.

1. Attendance at meetings
2. Financial contributions
3. Membership
4. Position of leadership

- **Process Regarding Citizens' Participation**

Pirat Taycharin (1984: 7) explains such participation as follows:

1. Participating in research conducted into problems appearing in the community and their cause (s) , and the wishes of the community.
2. Participating in finding and creating model solutions to reduce community problems or to create new and useful plans to serve the community at large.
3. Participating in planning policy or activities to eradicate the problem.
4. Participating in decision-making with regard to using resources in a way that is of maximum benefit to the community.
5. Participating in improving the proficiency of development management.
6. Participating in community project investment depends on owners' capacity and organization.
7. Participating by following the set policy, plan, project, and activities designee to achieve the designated goal.

8. Participating by controlling, evaluating, and maintaining the project.

- **Opportunities for Citizen's Participation**

The idea of Uphoof (1979) shows that the opportunity for citizens' participation consists of different forms, such as formal or informal, which translate into direct and indirect participation. The form that participation takes is mostly either voluntary or forced.

Opportunity for Communication

From the literature review, it may be concluded that communication provides an opportunity for citizens' participation, as in the following:

1. Participating in meetings, listening to the plan and proposed solution
2. Listening to the media, radio, television, and newspapers
3. Answering questionnaires
4. Giving interviews
5. Participating in workshops

David Hapgood (1969) states that citizens' participation can be developed in three ways, as follows:

1. Educating the local community in order to encourage them to be leaders and disseminating information among them. The overall aim is to narrow down the gap in communication and to help them until they reach the point where they can help themselves.
2. Setting up a development project as an exercise for the local community to participate; such a project enhance the standard of living up-country and should reflect their lives. A further aim is to make them understand the benefits of participation.
3. Improving their viewpoint so that it is line with systematic and complicated rules.

It might be said that the opportunity for communication must consist of giving and receiving information. It is important to disseminate information to everyone in order to give them the opportunity to participate.

There are many factors for citizens to participate, the important thing being that the government must give them the opportunity to do so. In the main, however, the government claims that the local community is undereducated or misunderstands the information, so giving them the opportunity to participate might be inappropriate.

It is vital to choose a communication channel and educate local residents about the project in the community because it will reduce the level of disagreement between the local community and the government.

Other opportunities are created to educate the local community in order to let them participate in the development plan based on democratic principles. Here is a list of such opportunities compiled by John Stewart.

- A panel of citizens consists of members of the general public who gather together for their own benefit by exchanging opinions and finally making a decision with the agreement of the general public.
- Deliberative opinion polls involve the planner disseminating information via the media, most of which reaches the public. Based on this information, they will make a decision.
- Consensus conferencing refers to professional meetings with the local community to find solutions to problems. Based on the proposed solution, they will then make a decision.
- A standing citizens' panel is a body representing the citizenry, the aim of which is to receive information and make proposals to the government.
- Mediation groups are a system whereby every department joins hands in finding solutions and preventing disagreement regarding different policies with the assistance of a mediating agent.

Relevant Research

Over the past decade, a number of research studies (many emanating from the Faculty of Architecture at Chulalongkorn University) have been conducted into the issues of urban renewal in the context of heritage conservation in Thailand, many of which are of relevance to the Rattanakosin Island Project, and in particular the Pak Klong Talad sub-project that is the main focus of this dissertation.

Jirawan Pisesskolkit (in her thesis entitled "Public Opinion Regarding the Environmental Surroundings of an Ancient Monument: A Case Study of Pom Mahakran, Bangkok Metropolis." 1991) investigate factors relating to public opinion regarding the environment of an ancient monument, Pom Mahakarn, in Bangkok. The key elements in her study consisted of residents' reactions to the issue of

expropriation, as well as key psychological factors (level of value judgment, knowledge of conservation and utilization of available mass media). The problems, obstacles and the recommendations of the respondents themselves were also taken into consideration and discussed in detail. The subjects of the study consisted of 384 inhabitants of Pra Nakorn district (Bowon Niwet and Somran Rat sub-district) and Pom Pram Suttru Phai district (Ban Bat sub-district), in Bangkok Metropolis. Data was collected by using a structured questionnaire, and the findings were as follows:

1. The opinion of the majority of the people was at a medium level regarding the environmental surroundings of Pom Mahakarn. The factors which were found to have a significant effect on the level of public opinion were the following: present level of education, household income, expropriation, attitude towards Pom Mahakarn, knowledge of conservation ($p < 0.001$) and the distance from the residential area to Pom Mahakarn ($p < 0.05$).

2. An Analysis of Variance and Multiple Classification Analysis revealed that the group of people with a bachelor's degree (or its equivalent) or higher, those whose houses were being used both for living and for commercial purposes, the group that had not been expropriated, the group with a high judgment value of Pom Mahakarn, and those with good knowledge of conservation tended to express more positive opinions towards the environmental management of Pom Mahakarn compared to other, more minor groups.

3. When asked about problems, obstacles and recommendations regarding the environmental surroundings of the Pom Mahakarn project, most of the respondents remarked that problems and obstacles arose from their eviction from their homes and working areas. They were against the project and recommended that the Bangkok Metropolitan Administration should first find a place for their resettlement and provide them with security guards to insure continuous peace and strict crime prevention.

Jirawan went on to make a number of recommendations, as follows:

1. The Bangkok Metropolitan Administration should increase the people's level of knowledge about the conservation of the environment of Pom Mahakarn through the effective utilization of mass communication, i.e., television, radio, newspaper and the school curriculum.
2. The Bangkok Metropolitan Administration should encourage the people to express their opinions about the project with regard to maintaining the environmental surroundings of ancient monuments so that appropriate and effective policies can be formulated and implemented.
3. The Bangkok Metropolitan Administration should encourage coordination among other organizations and with the people involved to achieve the desired goals.

The results of Jirawan's Master's thesis point to a number of key issues that need to be addressed with other heritage restoration projects as well, namely : the need for education regarding conservation-related issues both in schools and via the mass media; the need to sound out the opinions of local residents regarding such projects and to take those opinions into consideration when formulating and implementing policies governing the conservation and development of heritage sites; and the need for more efficient co-ordination among the various agencies involved and more effective co-ordination between those organizations and local residents, i.e. the stakeholders themselves. All these issues are relevant to heritage conservation in general and the Pak Klong Talad sub-project in particular, and will be revisited and discussed in further detail in Chapters 7 and 8 of this dissertation.

The issue of changes in land use, changes in demographics, and the question of accessibility (particularly in those areas where commercial activity and tourist traffic are increasing) are discussed by Nawin Tanwattanaprateep in her thesis entitled : "Development Planning for Tha Phrachan-Tha Chang District." (M.Arch.; Chulalongkorn University, 1998).

The objectives of Nawin's research were to identify the physical factors and the commercial activities in Tha Phrachan and their relationship to the hinterland and the transport system in Tha Chang district. These factors were analyzed in terms of their potential for development and the constraints involved by using urban renewal strategy within the conservation area.

The study found that activities were concentrated at the north and the south ends of the area due to the nodes of public transport at these points, both water and land transport, such as ferries, boats, buses and trains, which connected Thonburi and Bangkok. In addition, the land use of this site was formed by the linkage between activities and the population around this area, such as government officials and university students.

The analysis of the above factors defined the changing trend with regard to land use. This has resulted from the change in land use activities and changes in population in that while the population living in the area is decreasing, the number of tourists, university students and staff members, and train passengers is increasing. Moreover, public transportation has resulted in more people accessing and passing through the area, both by water and land transport.

With regard to the development of Tha Phrachan – Tha Chang district, the development plan would need to concentrate on the variation and transformation of commercial activities which are related to the area's future needs, particularly concerning the area's carrying capacity. Additionally, successful projects could be conducted by adopting urban renewal strategies which harmonize with the aims of ensuring the conservation of Rattanakosin Island and its unique identity.

Again, these self-same issues of urban renewal strategies that take into account shifting commercial demographics and carrying capacity, while at the same time adhering to the principles of heritage conservation, will be discussed

in relation to the Pak Klong Talad sub-project in further detail in Chapters 7 and 8 of this dissertation.

The evolution and transformation process of communal elements in as well as trends regarding future changes were also investigated by Apichai Kabthong in his study of Banglumpoo District (“Transformation process of Communal Elements in Krung Rattanakosin: A Case Study of Banglumpoo District”; M.Arch. thesis; Chulalongkorn University, 1999).

The objective of Apichai’s study was to study the evolution and transformation process of communal elements in Banglumpoo District, as well as trends regarding future changes. The study was divided into four periods, as follows: 1. Early Rattanakosin, 2. The age of modernization, 3. The democratic age and 4. The current age. (This division is similar to the historical overview of Thai markets presented in Chapter 2 of this author’s dissertation.) In each period, the relative changes were studied at the rural level, the urban level and district level and the transformation of communal elements analyzed in terms of physical aspects, land use, buildings, land rights, lifestyle and the government sector’s urban development policy.

Apichai’s research indicated that the main factor that caused the transformation of communal elements in each period in terms of physical aspects and lifestyle, and also the image of each period, is the government sector’s urban development policy. The alteration of urban structures started with urban development in age of modernization or the Rama IV era. The construction of the land transport network or many new streets resulted in a link-up with a wider area and destroyed previous urban structures such as fortresses, walls and city gates, a consequence of the political management policy. The policy was used to separate residential areas and working areas. Shop houses emerged along the new streets and Talad Yod was developed as the image of a traditional commercial area. Such changes became more evident following the industrial development that occurred after 1960, which was a direct effect of the National Economic and Social Development plan. At present, Banglumpoo is still a district that is a combination of existing and vanished communal elements, with traces of its historical background, ancient communities that arose with the settling of Krung Rattanakosin, combined with the rapid spread of guest houses, or service and commercial districts, that affected changes in lifestyle and traditional ways of life.

With regard to this trend, it can be said that it is the government sector’s policy to promote tourism and encourage foreigners to visit Thailand that has had the greatest impact on the new community or guest houses. However, there is no plan to manage this wide-ranging, rapid expansion of guest houses, especially with regard to infrastructure and designated areas which can give rise to a number of problems in the future and also affect urban planning. The Bangkok Strategic Plan limited land use and the height of the buildings in the Rattanakosin area, but this focused on the physical aspects of conservation only. Its lack of planning failed to maintain the ancient communities and way of life which were a feature of the settlement of Krung Rattanakosin. Clearly, this lack of planning -- an foresight – is

something that the current project to conserve the unique character of Rattanakosin Island needs to avoid if it is to succeed in its stated aims. (c.f. Chapter 3)

Another research study, conducted by Sumonmarn Kanchana, into urban conservation and regeneration in the Rattanakosin Island area, entitled “The Urban Conservation and Regeneration of Sao Chingcha Area, Bangkok” ; M. Arch. thesis ; Chulalongkorn University, 2001) also examines key issues that are of relevance to the Pak Klong Talad sub-project .

The purpose of Sumonmarn’s study was to search for appropriate methods to effect urban conservation and regeneration around Sao Chingcha that corresponded to the framework outlined for future development in the Krung Rattanakosin area. As a result of detailed study and analysis using urban design methodology, it may be concluded that as an area such as Sao Chingcha possesses a great deal of potential for development in various dimensions. Additionally, it deals with the parking problem in the Krung Rattanakosin area, noting that cannot simply be resolved by landlords alone. As certain conditions of the landscape itself (the basements of buildings belonging to the Bangkok Metropolitan Authority (BMA) located in that area have plenty of space for car parks) lend themselves to solving this problem, in addition to its continuing geographical importance as the city center of Krung Rattanakosin in the past, it may be concluded that it is possible to define a development strategy, to set attainable targets, as well as plan its future layout and activities. These include an initiative to provide basic knowledge and understanding of Krung Rattanakosin, especially the background to its history and the ways of life of the people living in the old Krung Rattanakosin. This can be done, for example, through modifying the main function of the BMA, which has a tendency to move out from the area, so that it becomes a building complex highlighting art and culture and supports life in the local community instead, for example through the establishment of a historical-cultural center or museum.

With regard to the recommendations the researcher makes, the paper emphasizes the concept of overall integration and cooperation amongst sub-projects relating to the Krung Rattanakosin development plan. It mentions the appropriate linkage and effective management of the traffic system, the regeneration of old buildings to add to its inherent value, and the necessity of being responsive to current needs, as well as certain criteria required in the construction of any new buildings, to strengthen the uniqueness of this area. Some other recommendations involve the concept of the new and effective design of open spaces, as well as new urban planning efforts, in an attempt to improve the quality of life within the existing community and neighboring areas, and to enhance the quality of the landscape. While at the same time maintaining all the old structures in this great area. Since the Sao Chingcha area comes under the management of the BMA, the study thus addresses the above recommendations regarding urban conservation and regeneration to that organization. As for the private sector, however, cooperation focuses mainly on the promulgation of specific laws, regulations and guidelines, which correspond to existing and future policy. Consequently, there would be a high possibility that this approach could achieve concrete results.

The issues of heritage conservation cultural tourism, which are highly relevant to the Rattanakosin Island project, are addressed by Thip Srisakulchairak in her paper entitled “Conservation of the Bang-Rak area for cultural tourism” (M.Arch. ; Chulalongkorn University, 2000).

Architectural and urban conservation is an essential component of the conservation process, emphasizing both the physical and cultural aspects of such a process. Tourism is one of the major economic activities that has an impact on the physical and cultural aspects of the local landscape. The study is a combination of concepts related to both conservation and tourism and is based on the rationale that tourism can facilitate the achievement of "conservation". The study starts with a site survey in order to select the area to be covered by the researcher. It was found that "Bangrak", one of the many historic areas in Bangkok, qualified for conservation and development due to its intrinsic historical value. The geographical scope of the study was 0.175 sq. km., an area covering old buildings and communities with original ways of life. Historically speaking, Bangrak was an outstanding commercial area inhabited by three different ethnic and religious groups, each of which possessed its own culture. The analysis, conducted by onsite observation, indicated the physical and cultural importance of the study area, as well as its potential for tourism development. Consequently, the study emphasized a need for the conservation of this area for the development of tourism.

However, due to the fact that tourism produces impacts on the physical aspects and lifestyle of the community, a preliminary study was conducted regarding the development of tourism in the area under study, followed by the types of tourism resources in the area under study. The major outcome regarding the appropriate form of tourism within the study area was that it should be related to "cultural tourism". Finally, the study recommended policies for the conservation and sustainable development of both the physical and cultural aspects of the area, based on concepts relating to architectural and urban conservation, cultural tourism and sustainable development, all key issues regarding the development of Pak Klong Talad as a tourist hub and a living cultural heritage site.

Wimonrart Issarathumnoo, in her thesis “A study for the preservation and renewal program of Sam Prang District” (M.Arch.)--Chulalongkorn University, 2000), also focuses on the problems involved in the development – and conservation -- of a living heritage site, in this case Sam Prang District, which is composed of Prang Nara, Prang Poothon and Prang Sanphasart, and is one of the most important districts in the historic area of Rattanakosin Island. With a reputation for being a living historical district, it used to be the location of a number of old palaces. Sam Prang District is recognized as a well-known trade center serving the central government district in this area. When the government offices moved out from this zone, Sam Prang District realized it was facing a crisis in terms of losing its main customer base. The decline of this district worried planners and inhabitants alike, so master plans for development and conservation were established by local authorities. In 1998, the Klong Ku Muang Derm Sam Prang Community was established, thus marking the first stepping stone in adopting the bottom-up approach towards conservation in Thailand. This research focuses on understanding how the inhabitants

have been working on rejuvenating the local economy and implementing conservation within Sam Prang District through their daily lives. Five-month-field observations of the area were made. Experimental data included carrying out conservation work with seven main actors/inhabitants, as well as sketches, photographs and records, all of which were collected. The analysis of the experimental data is grounded in the knowledge and process relating to phenomenology. It involves an analysis of five meanings of Sam Prang District : as a dwelling place, a place for dialogue, place of welcome, a place of worship and a lively neighborhood, historically and physically in a meaningful way. Simultaneously, knowledge of conservation and the process relating to this field are used for the evaluation of the value and authenticity of the physical elements and activities of the area in question. A comparison between the top-down approach to the conservation program and the community requirements resulted in the conclusion of this study. The wholly interwoven and sustainable program consists of a food street program, a life street program, an edutainment center program, community bazaar program and the program for promoting of local specialty products. In conclusion, the implementation of the conservation program consists of establishing mutual awareness within the community, an effective local community organization, in addition to promoting public awareness and eliciting the wholehearted support the government.

This research study is of particular relevance to the Pak Klong Talad sub-project in that the main stakeholders initiated the move to regenerate the area and formed an association on the lines of those in the US and England and Wales (see Chapter 7), the Klong Ku Muang Derm Sam Prang Community, in a bottom-up approach to urban renewal, yet were able to work in conjunction with the official stakeholders (e.g., the BMA). The integral approach to conserving and promoting a living heritage site, and the focus on community spirit and sustainability are issues that will be revisited in further detail with regard to Pak Klong Talad in Chapters 7 and 8 of this dissertation.

In “A Conservation Approach to Community Development in Wat Samphraya, Ban Panthom and Bangkhunprom,” Saowalak Boonphoapichart Thesis (M.Arch.; Chulalongkorn University, 1997) studied the condition of three sub-districts: Wat Samphraya, Ban Panthom and Bangkhunprom in all their physical, social and economic aspects, including related projects that affect the study area, in order to determine the community's role and responsibilities with regard to land use that are the characteristics of the study. The research results were to be employed for establishing a conservation approach to community development in the area under study. The study was based on a combination of two concepts. According to the community development concept, community development is regarded as an ordered and proper procedure for planned community change because communities are man-made environments that are different in nature. The conservation concept is concerned with the preservation and protection of an architectural site, including its environment, social conditions, and local culture, which constitute the characteristics of each community. The data was collected from the relevant authorities and by means of questionnaires.

The results of Saowalak's study show that land in the study area is generally utilized for residential purposes, which constitutes the unique character of the study area. However, land utilization is showing a tendency towards building more commercial row houses and home offices. The remarkable architecture, which is worth preserving, appears in the form of government buildings and temples. People in nearby communities, which are clustered around temples, live a simple life. The communities have been established in the study area since the Rattanakosin Period. The people's attitude is affected by their level of education, economic status and age. Old timers in the area who own land have a genuine feeling for the place and realize its intrinsic value, rather than those who live on rented land. One possible obstacle to community development is the potential of the community itself. The success of a conservation approach to community development in Wat Samphraya, Ban Panthom and Bangkhunprom will depend on supportive projects of the government and the cooperation of people within the communities in order to satisfy their needs.

The questions to which Saowalak's study gives rise in terms of the Pak Klong Talad sub-project are questions of community and community spirit, the need to educate local residents regarding the need for - and the benefits to be derived from -- conservation linked to sustainable redevelopment , as well as their active involvement in the projects and its immediate aims and long-term goals.

The main objectives of "A Study of the Conservation of Nang-Loeng District," (Chulalongkorn University, 2000) one of the few surviving old commercial areas in Bangkok, (a study conducted by Tiamsoon Sirisirsak) were to determine the historical significance, urban structure, and the limited attempts at conservation in this area in terms of existing laws and governmental policy. Moreover, this study also provides some recommendations for conservation planning which will be beneficial for further implementation. Although the scope of study is limited to a smaller area at the heart of the district itself, the major findings reveal that Nang-Loeng used to be an entertainment zone and is still a favorite center for food, especially for Thai desserts. Other unique characteristics of Nang-Loeng are that it is a cozy community with valuable architectural features, which have high potential for development as a location for cultural tourism. However, Nang-Loeng district still lacks influential leaders and political clout to solve the problems of weak organization within the community. To conserve Nang-Loeng district, physical development should be considered on three levels, namely conservation, rehabilitation, and redevelopment. Historical value sequence and announcements regarding building conservation guidelines and design guidelines should be made to control physical changes in the district. It may be necessary to amend the relevant laws, such as regulations relating to building height in order to make a sound linkage between historic structures and new buildings. Apart from the physical factors, control needs to be exerted over economic activities in the area, for example to enhance building usage, land usage, etc. Therefore, the lengthening of lease contract should encourage people to create a strong sense of community. The requisite budgets may come from The Crown Property Bureau's fund or low-interest rate funding for conservation. To build community strength, a social group of people should be set to work together to solve social and economic problems, in addition to the setting up of a savings fund, exchanging experiences, and creating conservation awareness. All the processes

involved in conservation have to be made acceptable and practical by eliciting the participation of the general public.

In “Improvement of Physical Control Measures for the Conservation of Krung Rattanakosin,” Monthana Siriwan (M.U.R.P. thesis; Chulalongkorn University, 1998) emphasizes the physical aspects, i.e., buildings and land use, of Krung Rattanakosin, the problems and existing measures regulating the private sector through building and land-use regulations, and basic principles for the specifications of physical characteristics in historic cities. The conclusion of the study indicates that, under existing control measures, major problems, i.e. height, bulk, architectural styles, and activities, would have to be solved by the improvement of the physical control measures. The height of buildings could be improved using as reference points the height of certain specific buildings and the visual angles from central points. The buildings along the roads and the river would apply the height of the buildings thus specified, while the buildings inside would apply the visual angles from designated central points. The majority of buildings could be improved by using the size of certain historic buildings within the area as reference point. The buildings in front would not be over scale and would be homogenous with existing buildings. Architectural styles could be improved by applying the architectural characteristics of the buildings of Krung Rattanakosin. All buildings, except for houses, would have to be controlled in terms of the pattern and proportion of windows, color and construction materials, ornamentation, and building proportion and roof styles, especially of the façades of such buildings. Finally, activities in the area could be improved by applying the basic principles of environmental and atmospheric conformity of historic cities. The enforcement of the above-mentioned physical control measures would require the implementation of relevant regulations. Measurements regarding height, bulk, and architectural styles could be enforced by the Bangkok Metropolitan Authority's bylaws for specific areas through the Building Control Act of 1979, and measures related to activities could be enforced by ministerial regulations to create comprehensive plans through the City Planning Act of 1975. Physical control measures after improvements have been made would create conformity with regard to the physical development of the area in the future and its conservation. These measures would be able to regulate, and at the same time act as indicators of, the efficient development of the specific identity of Krung Rattanakosin.

The above theses, all conducted by postgraduate students at Chulalongkorn University in Bangkok, deal mostly with issues related to living heritage conservation sites on Rattanakosin Island and their development for the purposes of cultural tourism – issues that are all relevance to the development of the Pak Klong Talad sub-project; community participation, the education of community members regarding the importance of conservation and their stake in its implementation and sustainability, the need for effective community leadership, the importance of effective laws regarding the development of buildings and other tangible assets in the area, the necessity of making a comprehensive economic, demographic profile of the cultural heritage site, along with a list of its historic and cultural assets (as was done by Tiamsoon Sirisirsak in his study of Nang-Loeng District cited above), and of the desirability of creating programs that are marketable, profitable,

sustainable, and attractive to tourists, while at the same time reflecting important elements of living Thai culture to visitors both from home and abroad (as described by Wimonrat Issarathumnoo, in her thesis “A Study of the Preservation and Renewal program of Sam Prang District”). These issues will be revisited and discussed in further detail in Chapters 7 and 8 with specific regard to Pak Klong Talad, the main focus of this dissertation.

Summary

This chapter examined several theories and background research relevant to the understanding of the many issues regarding conservation in the Pak Klong Talad area of Rattanakosin Island in Bangkok. To this end, the researcher presented key definitions regarding conservation in general and the conservation of living heritage sites in particular, as well as the principles of urban conservation and past research on the concept of citizen participation in conservation activities, a key element to the success of the Pak Klong Talad project which is the focus of this dissertation.

In Chapter 5, the researcher will focus on the area of Pak Klong Talad itself, specifically its four main parts. In addition, the physical condition of Pak Klong Talad will be described in detail in terms of the following: Function of the Buildings, Number of Storeys, Additions to Buildings, Materials, Condition, Architectural Style, Traffic and Parking.

Chapter 5

Physical Condition of the Pak Klong Talad Area

This chapter focuses on the area of Pak Klong Talad, which is divided into four parts: Aong Karn Talad Market (The Marketing Organization –Ministry of the Interior), Yod Phiman Market, a group of buildings on Saphan Buddha Lane, and Song Serm Kaset Thai Market.

The physical condition of Pak Klong Talad is described in terms of the following : Function of the Buildings, Number of Storeys, Additions to Buildings, Building Materials Used, Condition of the Buildings, Type of Buildings, Traffic and Parking.

The four areas in Pak Klong Talad

1. Aong Karn Talad Market (The Marketing Organization –Ministry of the Interior).
 2. Yod Phiman Market
 3. Group of buildings at Saphan Buddha Lane
 4. Song Serm Kaset Thai Market
1. Aong Karn Talad Market is bordered by Chakraphet Road, Assadang Road, Tha Klang Lane and Chao Phraya River Side Lane. This enclosed area has rows of buildings on all four sides. Three sides have two rows of buildings, while the other has one row only. Inside this enclosure lies Aong Karn Talad Market, which has three halls selling dried food, with Thai desserts and green vegetables in some parts of the premises.
 2. Yod Phiman Market is bordered by Assadang Road, Tha Klang Lane, Old Rong Ya Lane and Chao Phraya River Side Lane. This enclosed area has rows of building on three sides , except for the side along Chao Phraya River Side Lane , which has no buildings at all. In the center of this area lies Yod Phiman Market, which has two halls.
 3. As for the group of buildings on Saphan Buddha Lane, in the past there was a movie theater inside this area. Now, there are new rows of buildings built around. This area does not have a market hall, but consists mainly of retail outlets and dwelling places.
 4. The area comprising Song Serm Kaset Thai Market belongs to a private company and is bordered by Chakraphet Road, Assadang Road and Baan Mor Road. It consists of ten building clusters and two market halls. On the Baan Mor side, there are many flower shops and vendors. In this market, there are many fruit and

green vegetable wholesalers. Along Assadang Road, there is a row of old buildings which are of historical value, as well as clusters of old buildings at the top of Baan Mor Road.

Physical condition of the Pak Klong Talad Area

▪ Function of the Buildings

Pak Klong Talad contains a total of 623 buildings. According to the findings of this research study, 206 of these building, or 33.1 percent of the total, are used for selling agricultural products. A lesser number, i.e. 14 buildings or 2.2 percent sell dried foods.

Table 2 Function of buildings in Pak Klong Talad

No.	Function	Number of buildings	Percentage
1	Not in use	56	9.0
2	Dwelling	89	14.3
3	Groceries	34	5.5
4	Food	32	5.1
5	Dried food	14	2.2
6	Agricultural products	206	33.1
7	Agricultural equipment	19	3.0
8	Flowers	37	5.9
9	Offices	28	4.5
10	Services	36	5.8
11	Other	72	11.6
	Total	623	100

Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

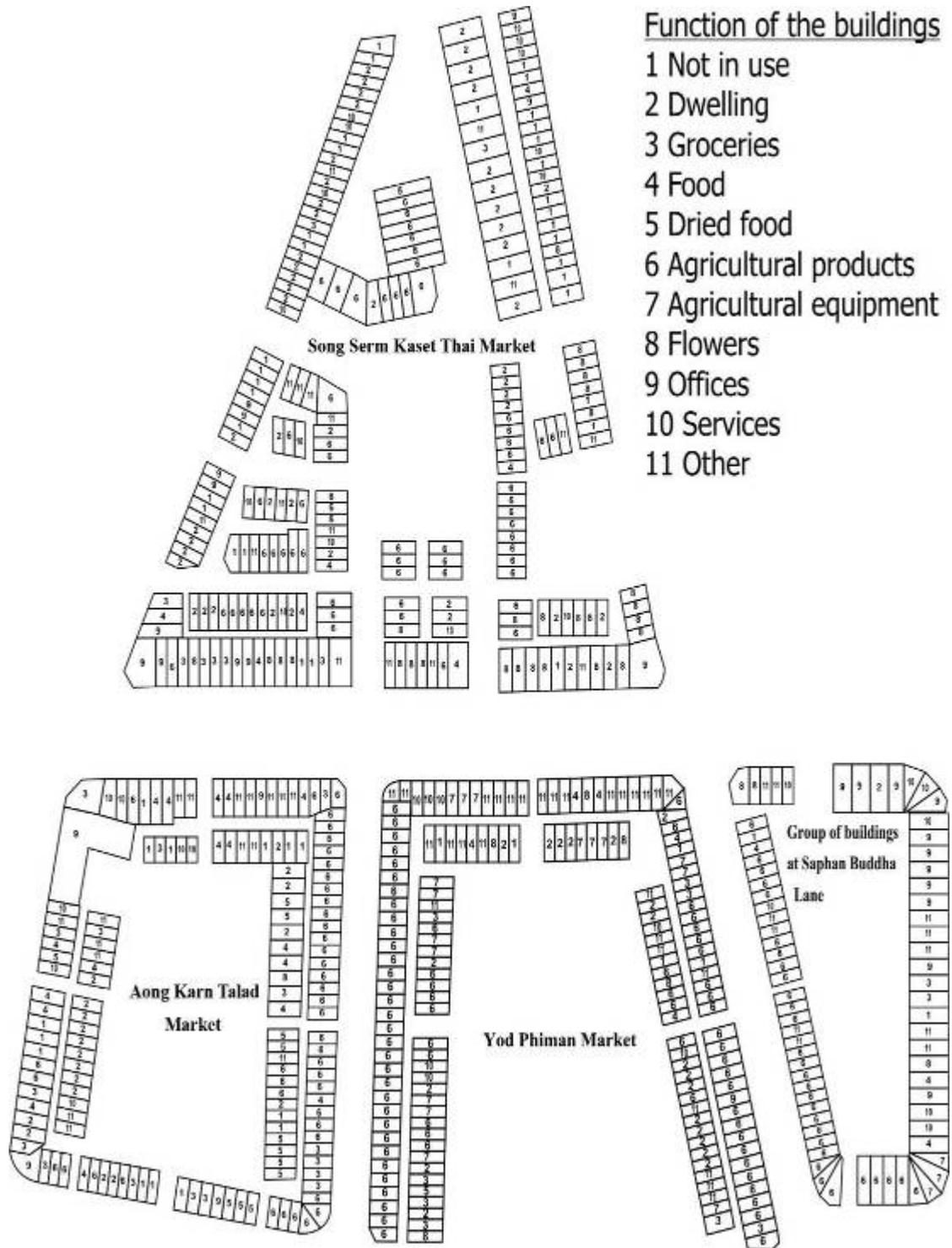


Figure 20: Function of the Buildings
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

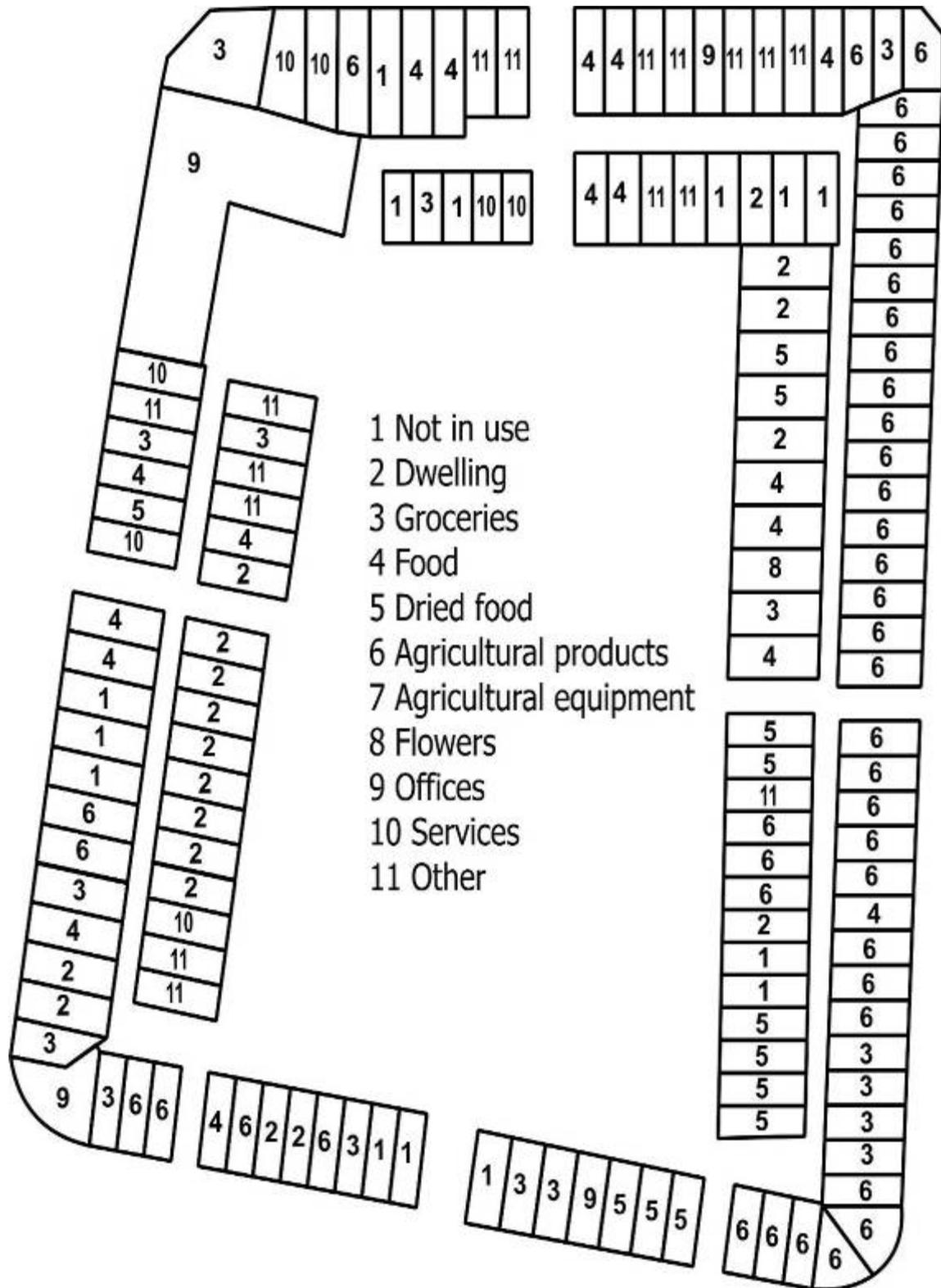


Figure 21: Function of the Buildings at Aong Karn Talad Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

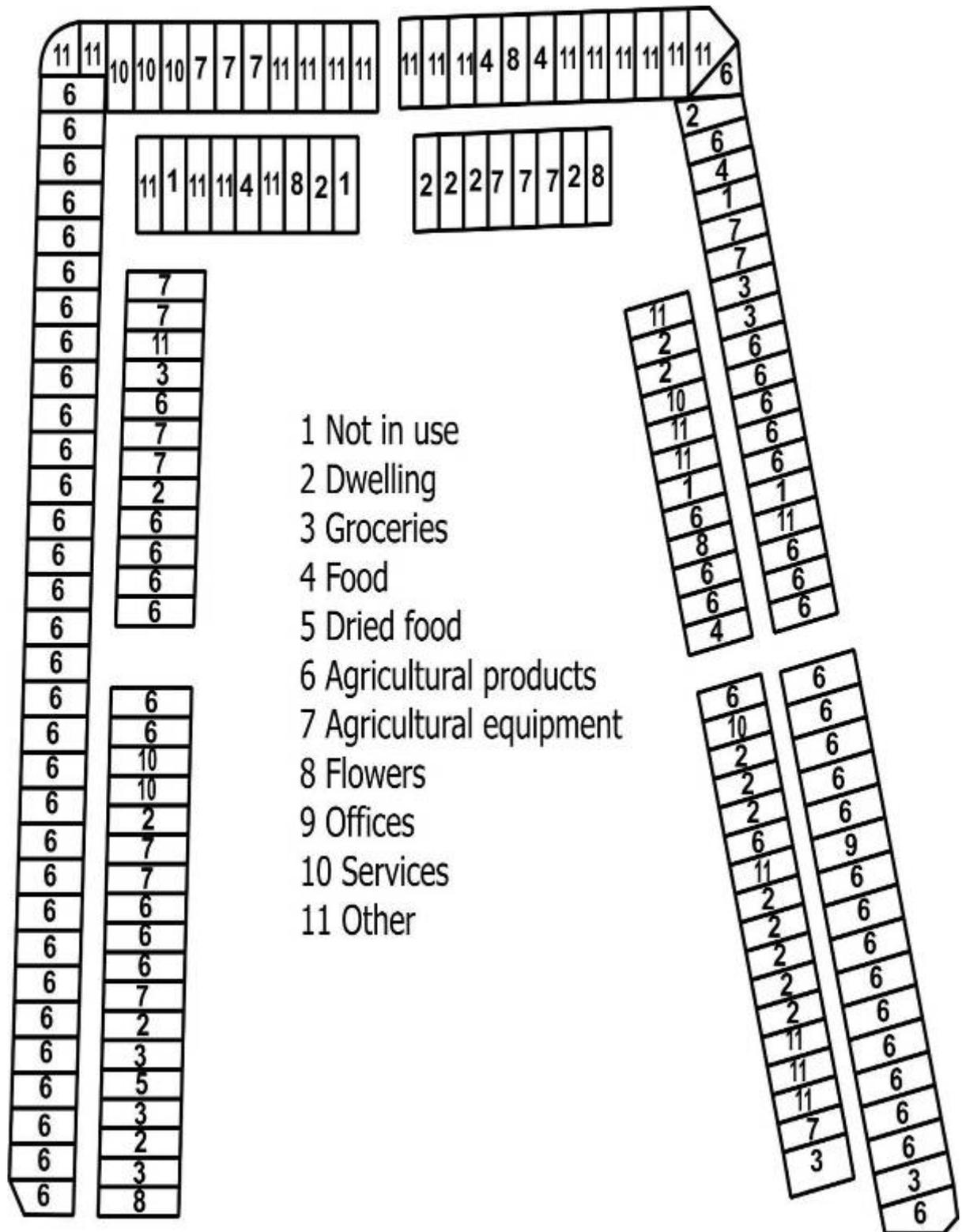


Figure 22: Function of the Buildings at Yod Phiman Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

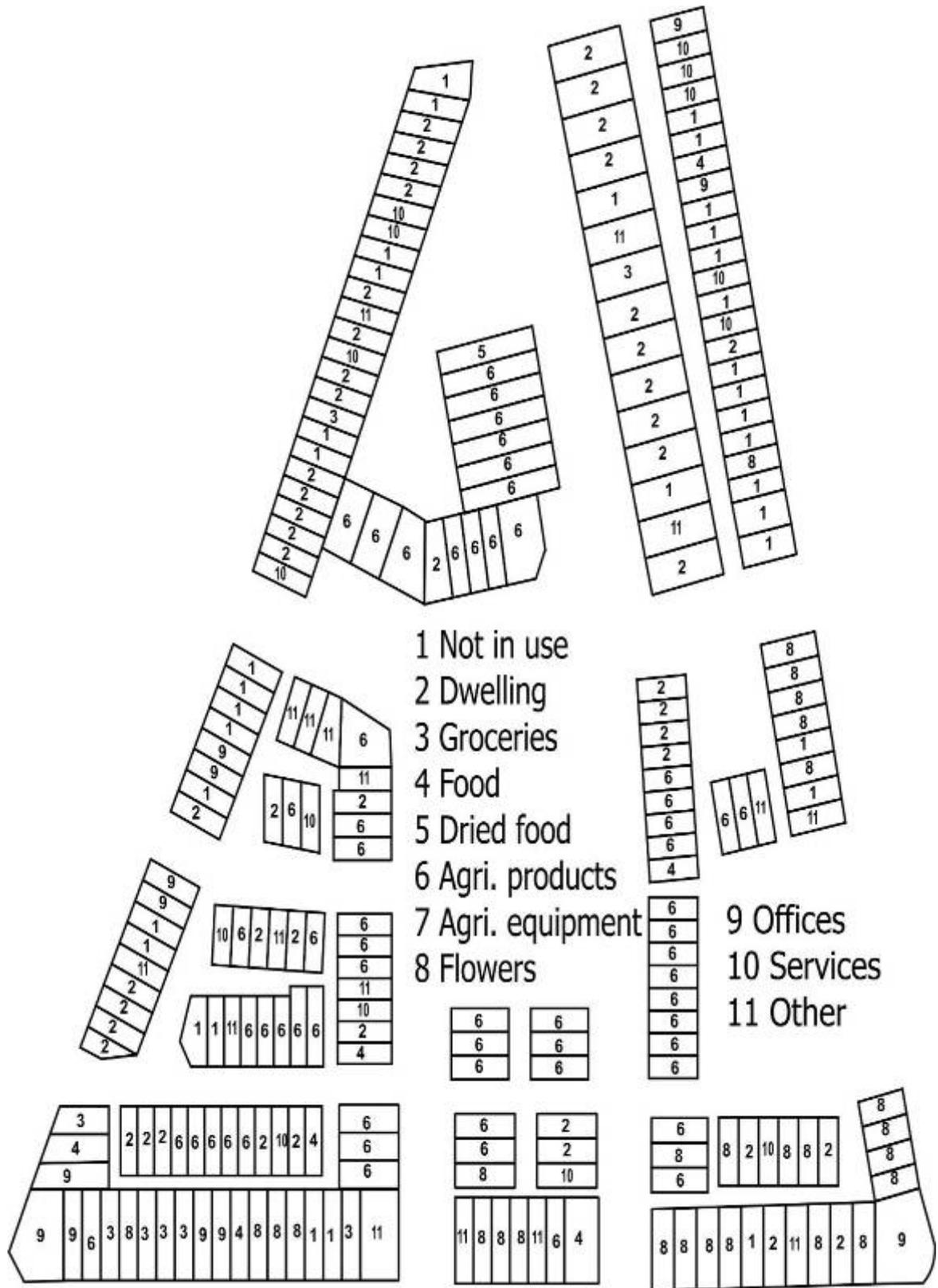


Figure 24: Function of the Buildings at Song Serm Kaset Thai Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

- **Number of Storeys**

Most of the buildings in Pak Klong Talad (313 buildings or 50.2 percent) are higher than three stories . Next are buildings that have two stories, consisting of 173 buildings in all, or 27.8 percent of the total number. A lesser number, consisting of 137 buildings or 22.0 percent of the total are three-storey buildings.

Table 3 Number of storeys of buildings

Number of storeys	Number of buildings	Percentage
1 storey	0	0
2 stories	173	27.8
3 stories	137	22.0
More than 3 stories	313	50.2
Total	623	100

Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

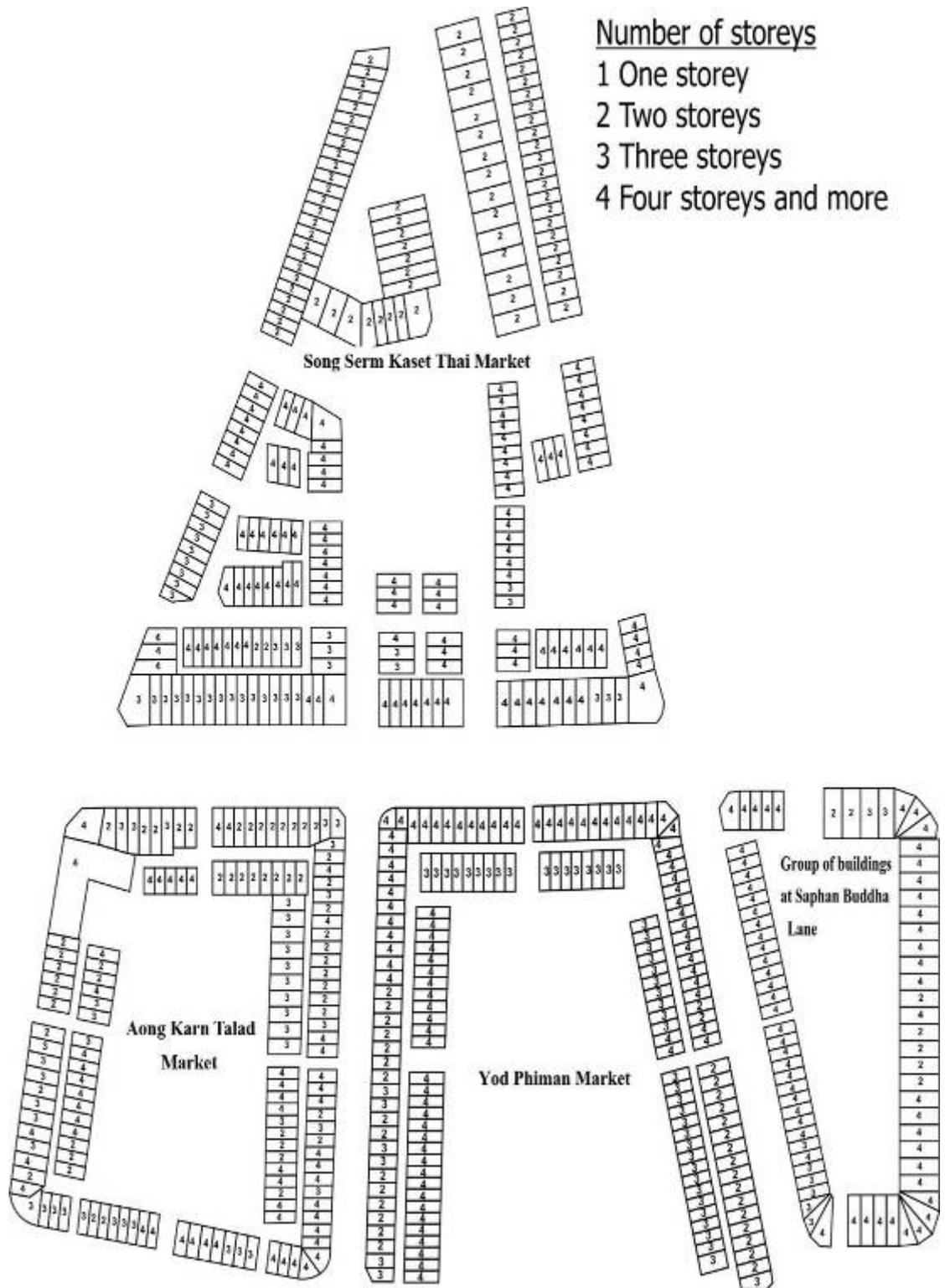


Figure 25: Number of Storeys
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

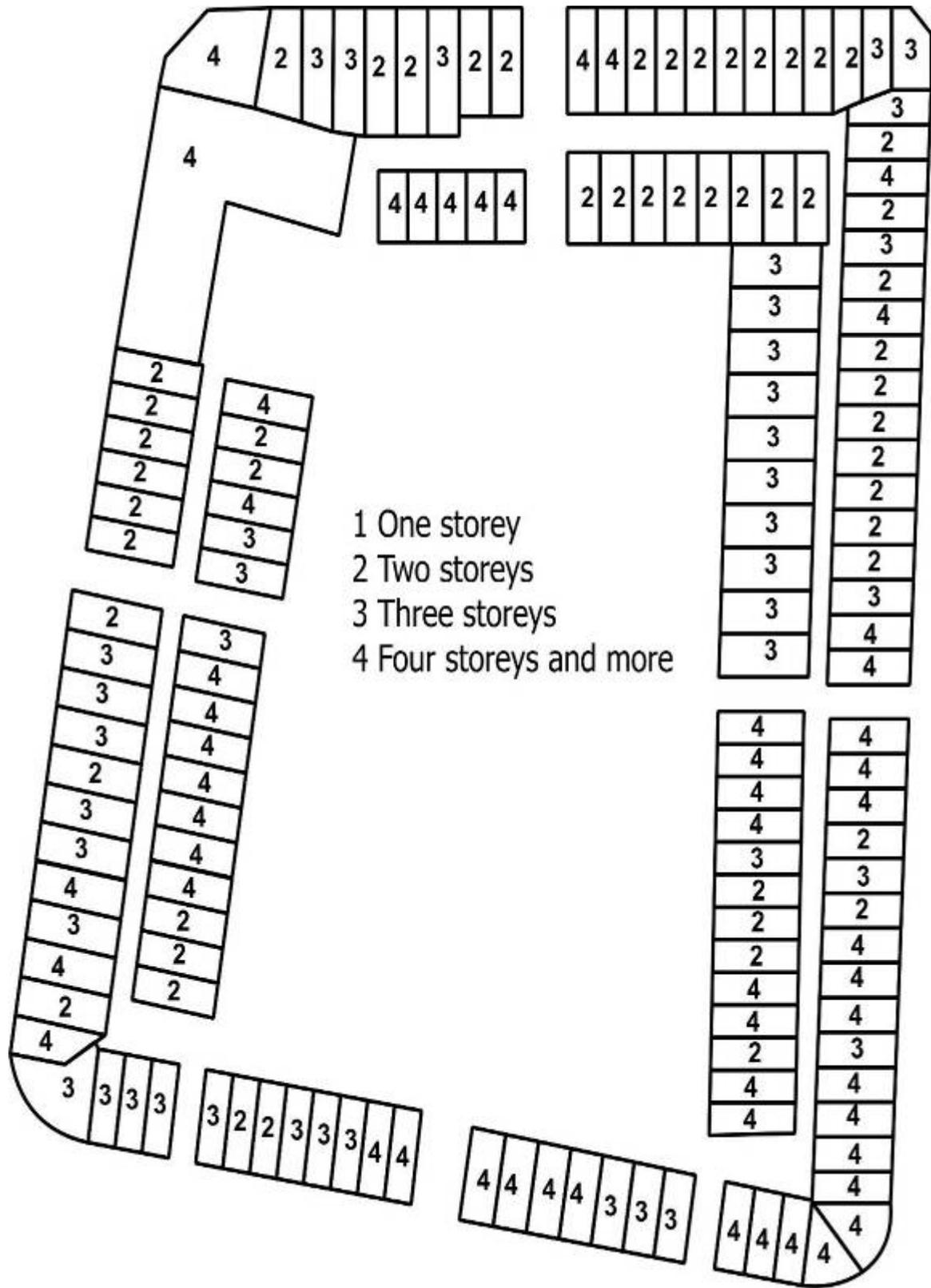


Figure 26: Number of Storeys at Aong Karn Talad Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

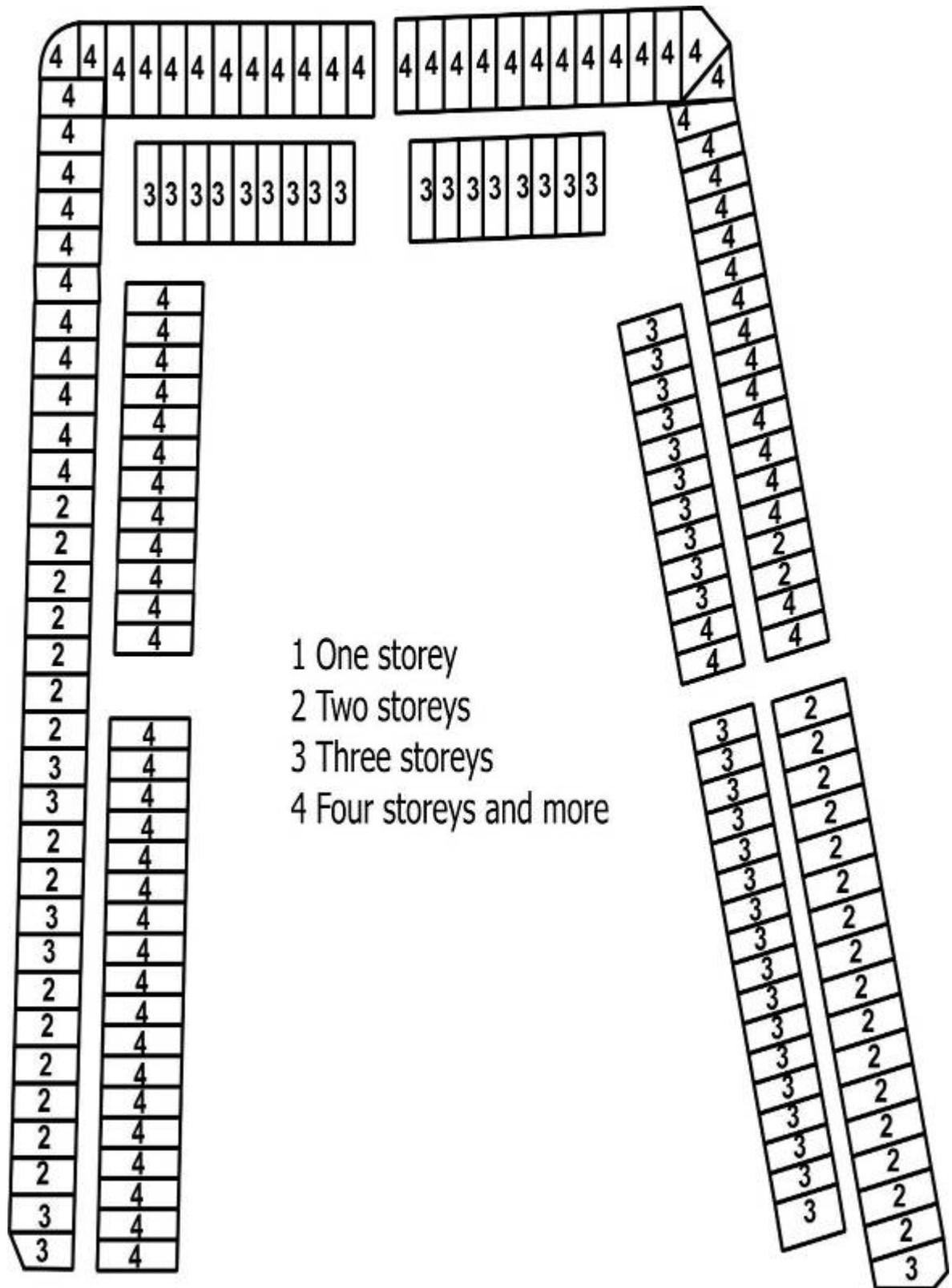


Figure 27: Number of Storeys at Yod Phiman Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

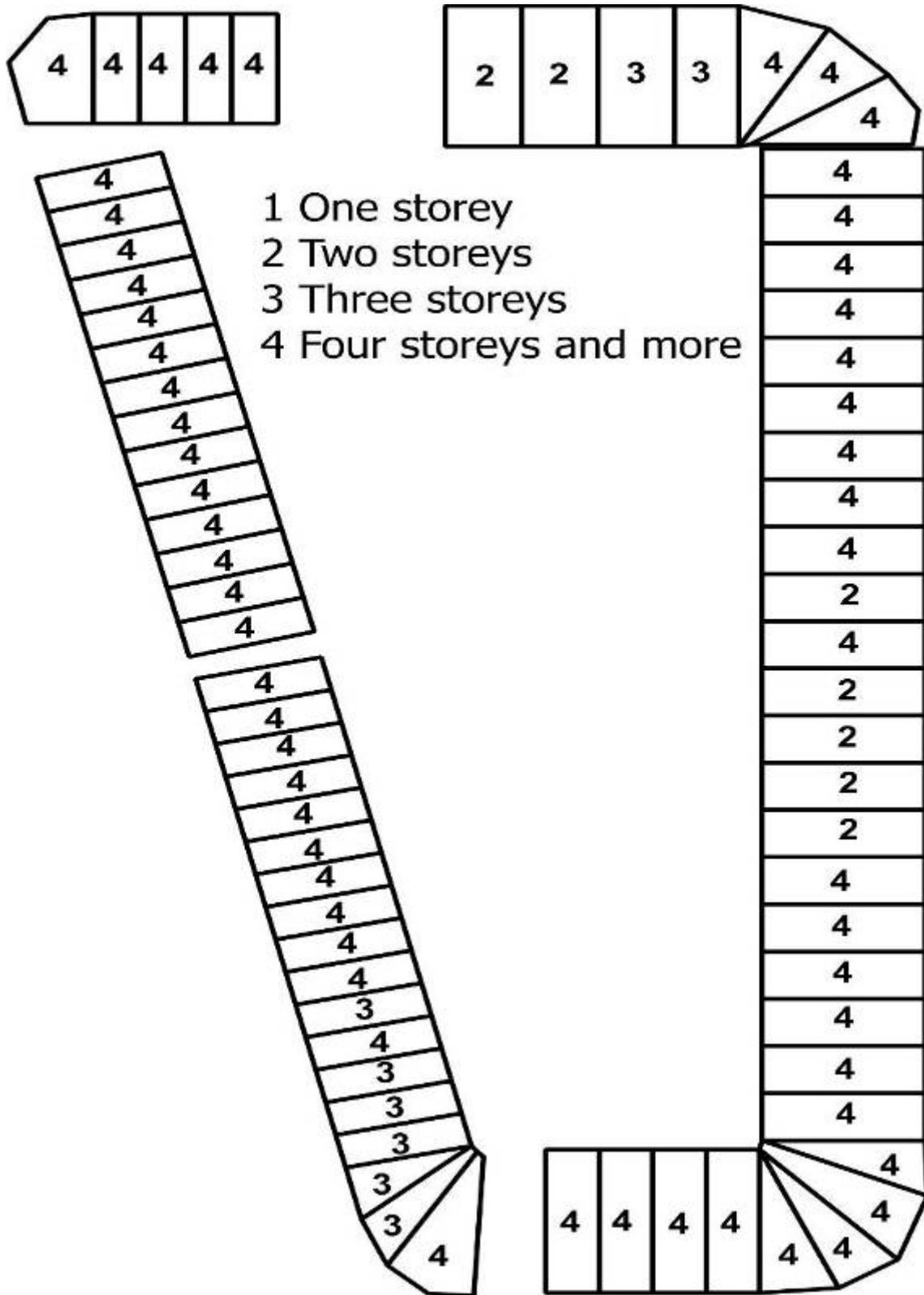


Figure 28: Number of Storeys at Group of buildings at Saphan Buddha Lane
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

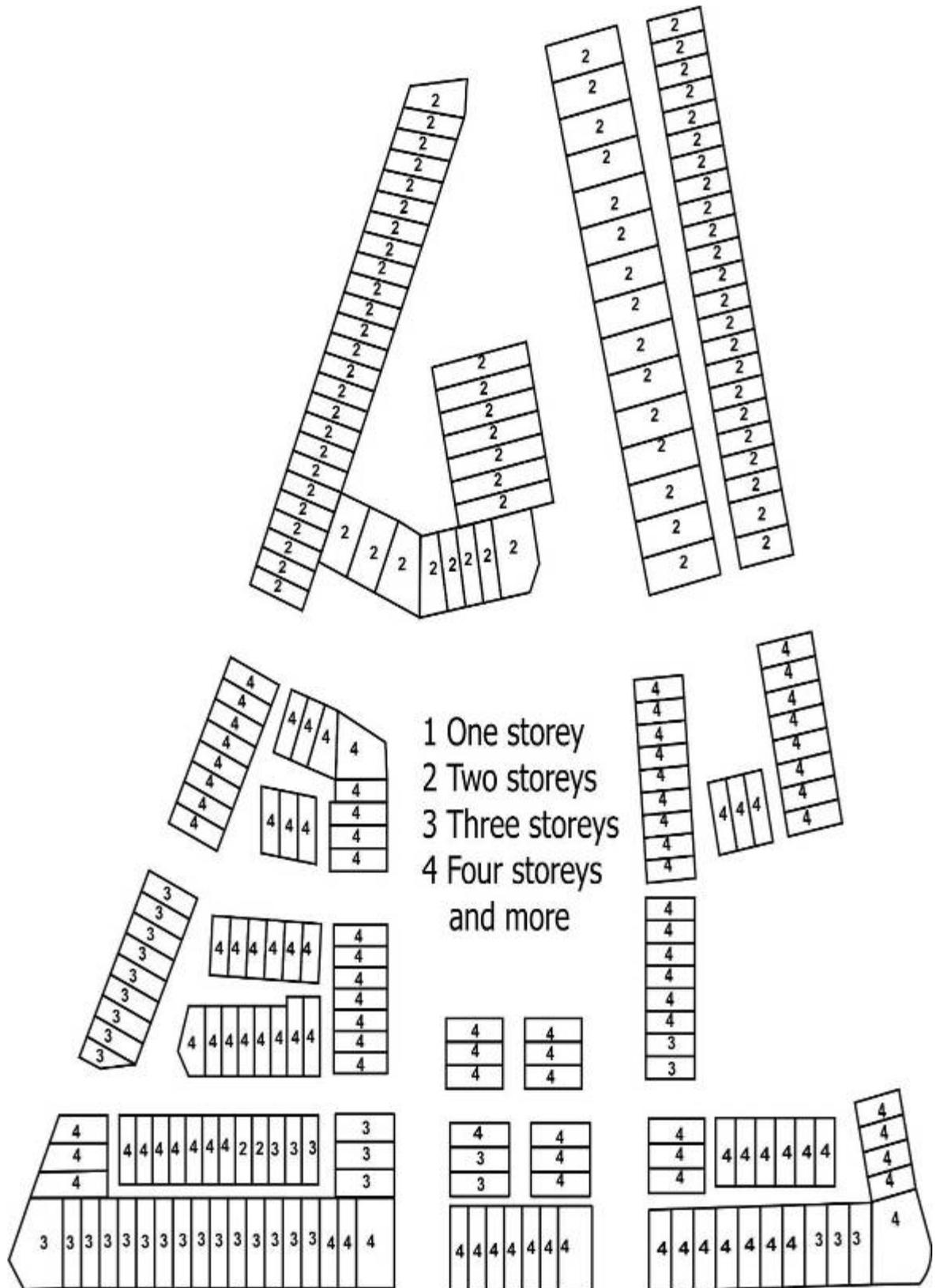


Figure 29: Number of Storeys at Song Serm Kaset Thai Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

- **Additions to Buildings**

The number of buildings Pak Klong Talad that have not expanded or added to the existing structure is approximately equal to the number of buildings that have had some additional work done to them, the figures being 318 buildings and 305 buildings or 51.0 percent and 49.0 percent respectively.

Table 4 The number of additional buildings

Additional	Number of buildings	Percentage
No	318	51.0
Yes	305	49.0
Total	623	100

Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

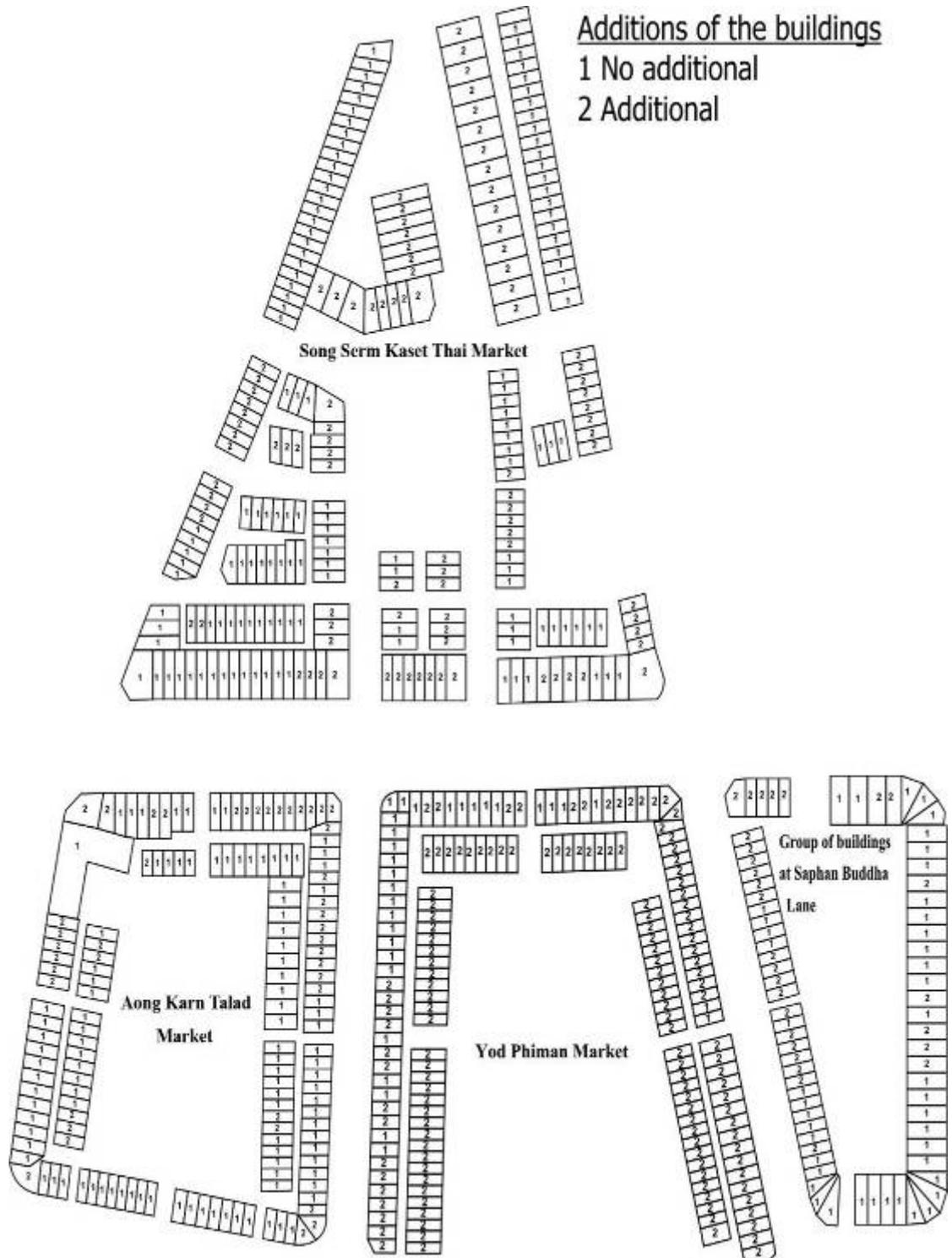


Figure 30: Additions to the Buildings
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

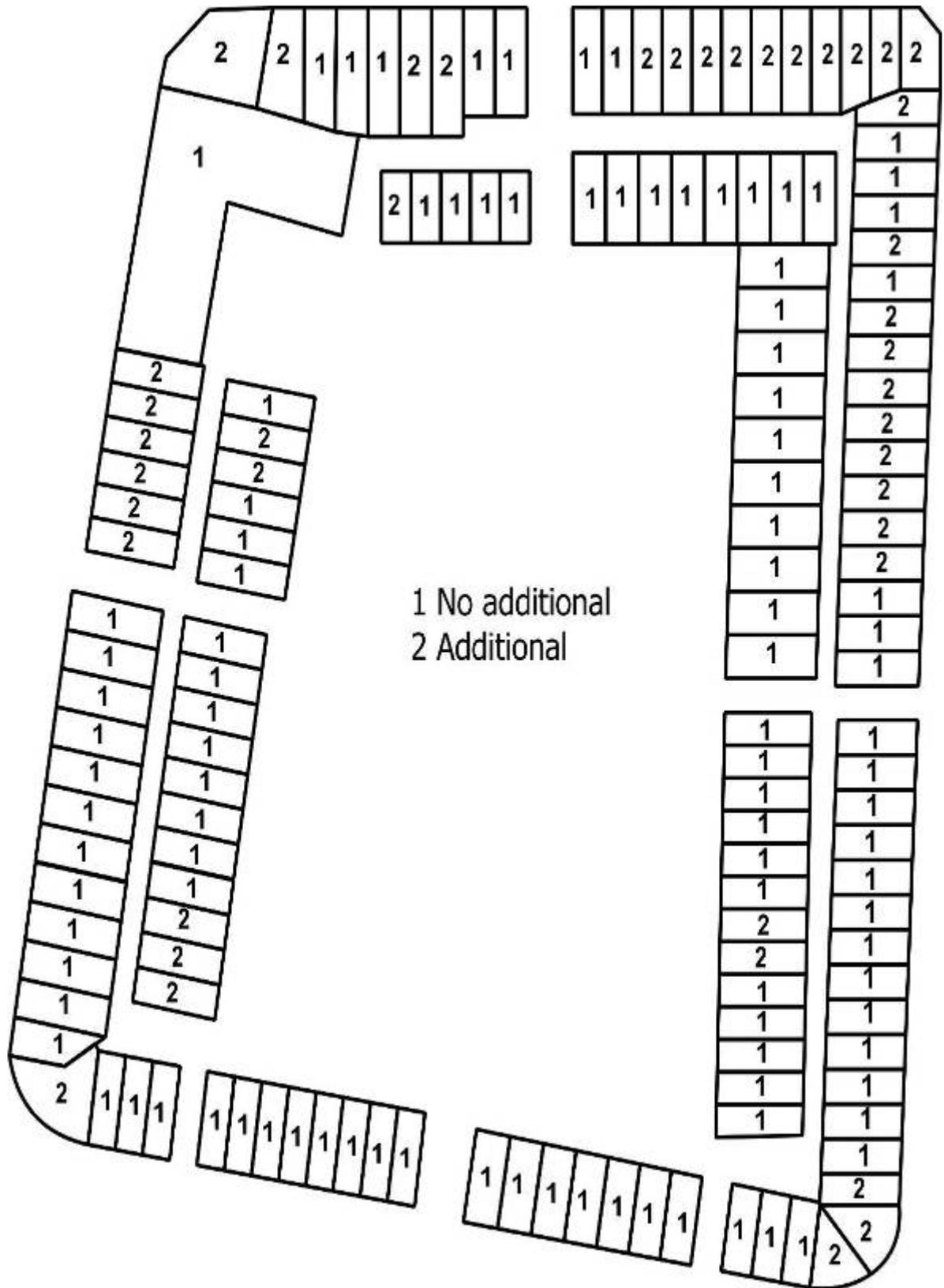


Figure 31: Additions to the Buildings at Aong Karn Talad Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

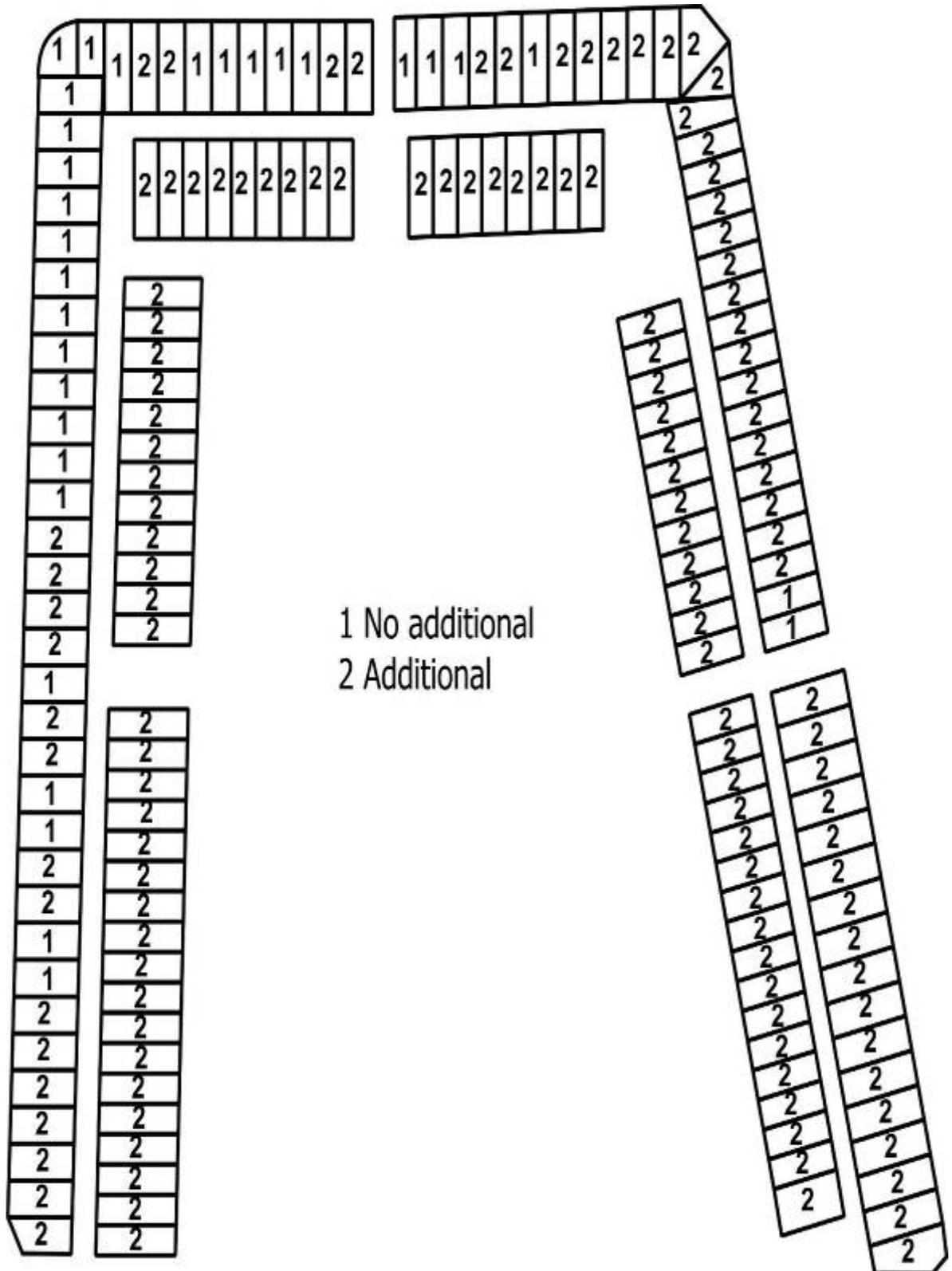


Figure 32: Additions to the Buildings at Yod Phiman Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

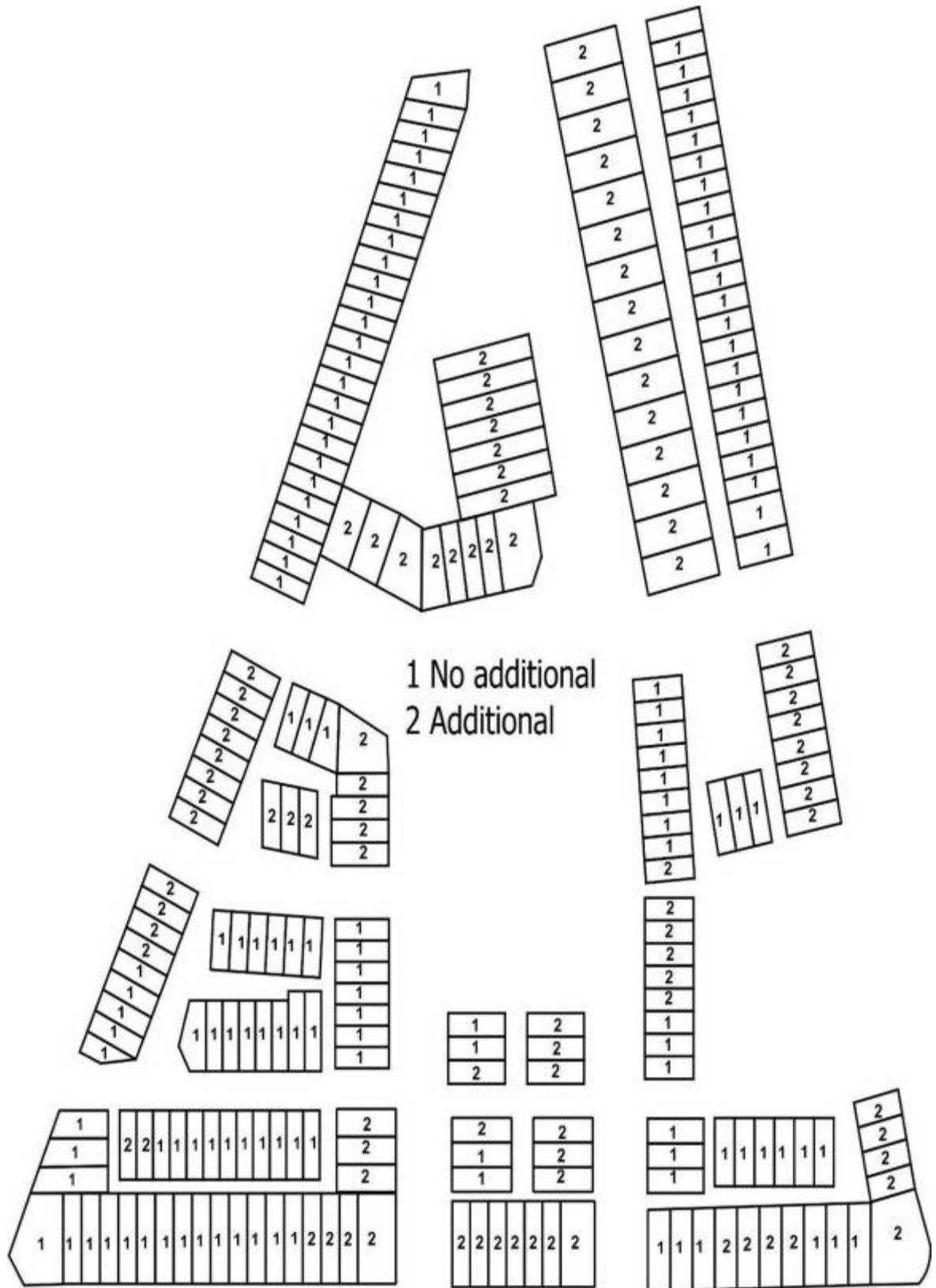


Figure 34: Additions to the Buildings at Song Serm Kaset Thai Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

- **Building Materials Used**

Most of the buildings (392 buildings or 63.0 percent in all) are built from concrete or brick. A lesser number (231 buildings or 37.0 percent) are a combination of timber and brick. However, there are no timber or wooden houses (buildings) in Pak Klong Talad.

Table 5 Building materials used

Materials	Number of buildings	Percentage
Timber	0	0.0
Timber and brick	231	37.0
Concrete or brick	392	63.0
Total	623	100

Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

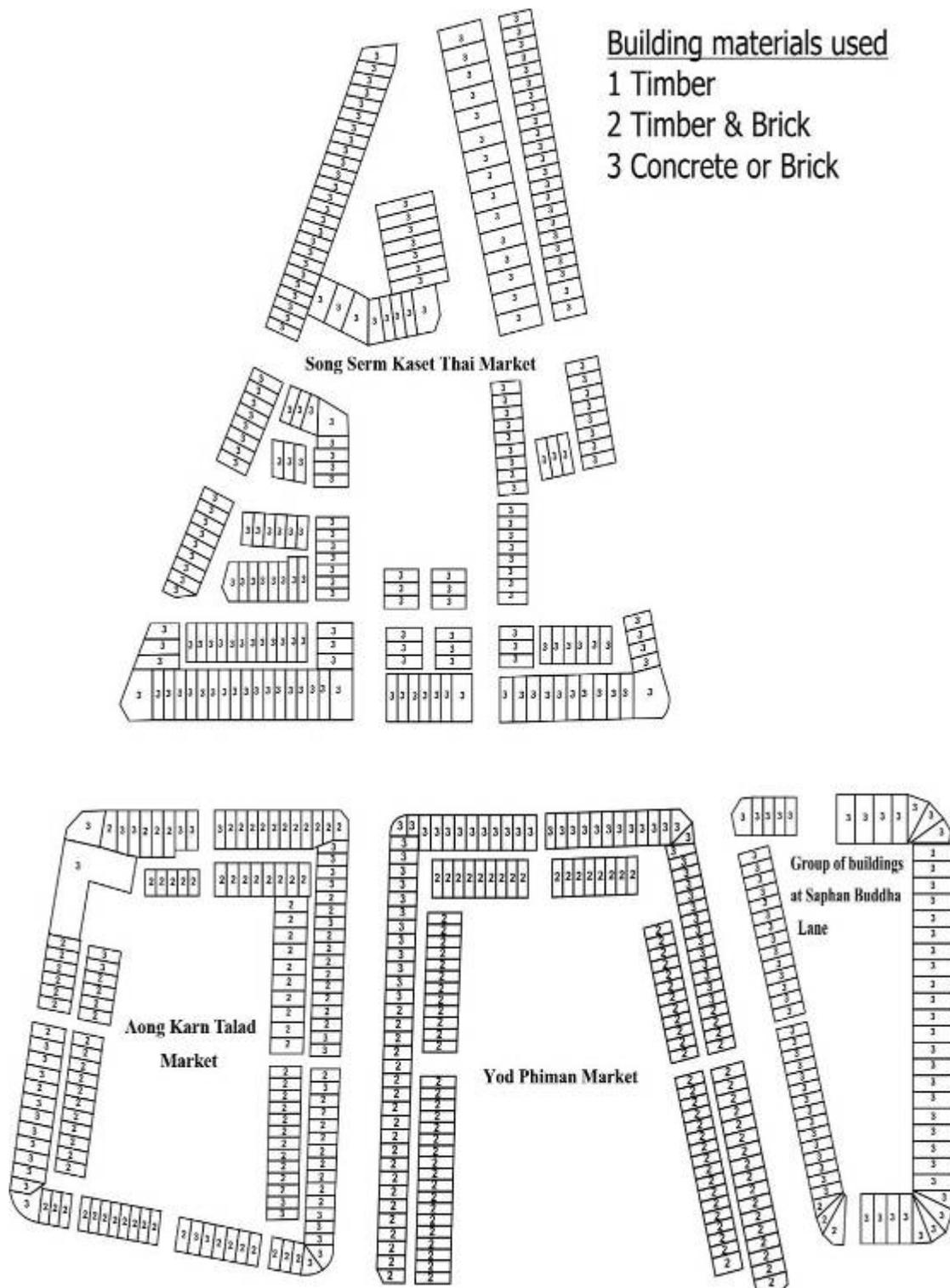


Figure 35: Building Materials Used
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

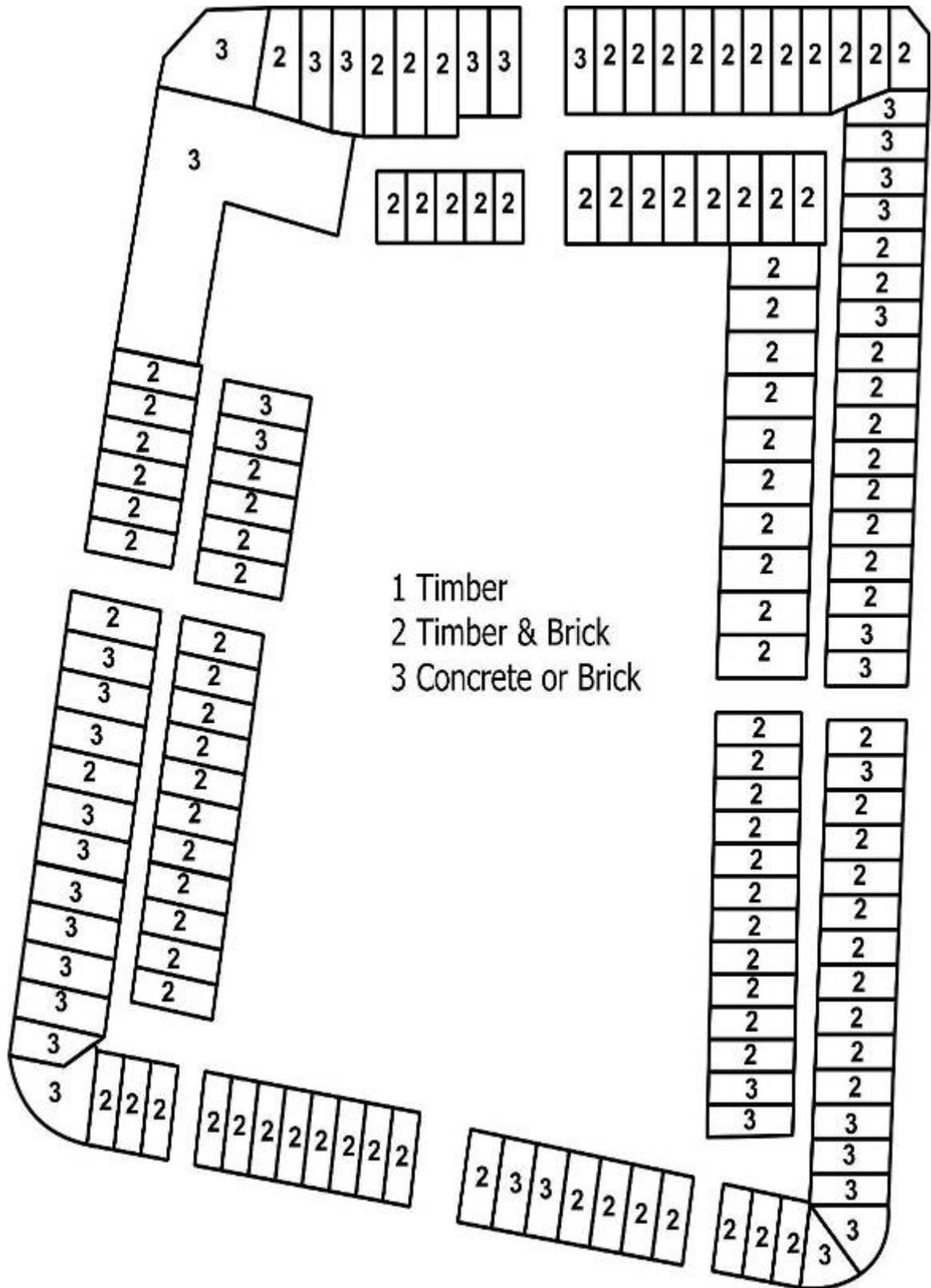


Figure 36: Building Materials Used at Aong Karn Talad Market
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

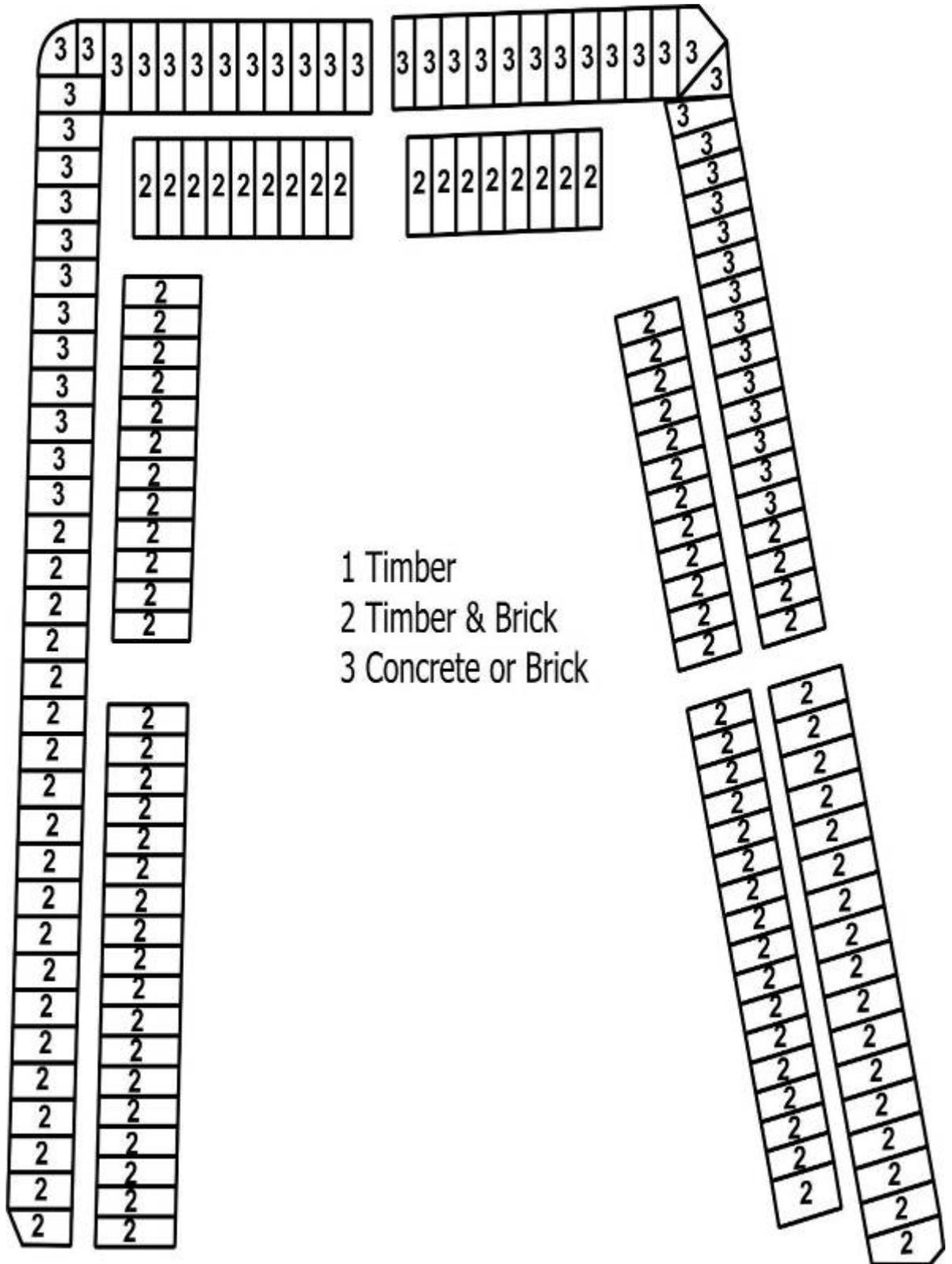


Figure 37: Building Materials Used at Yod Phiman Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

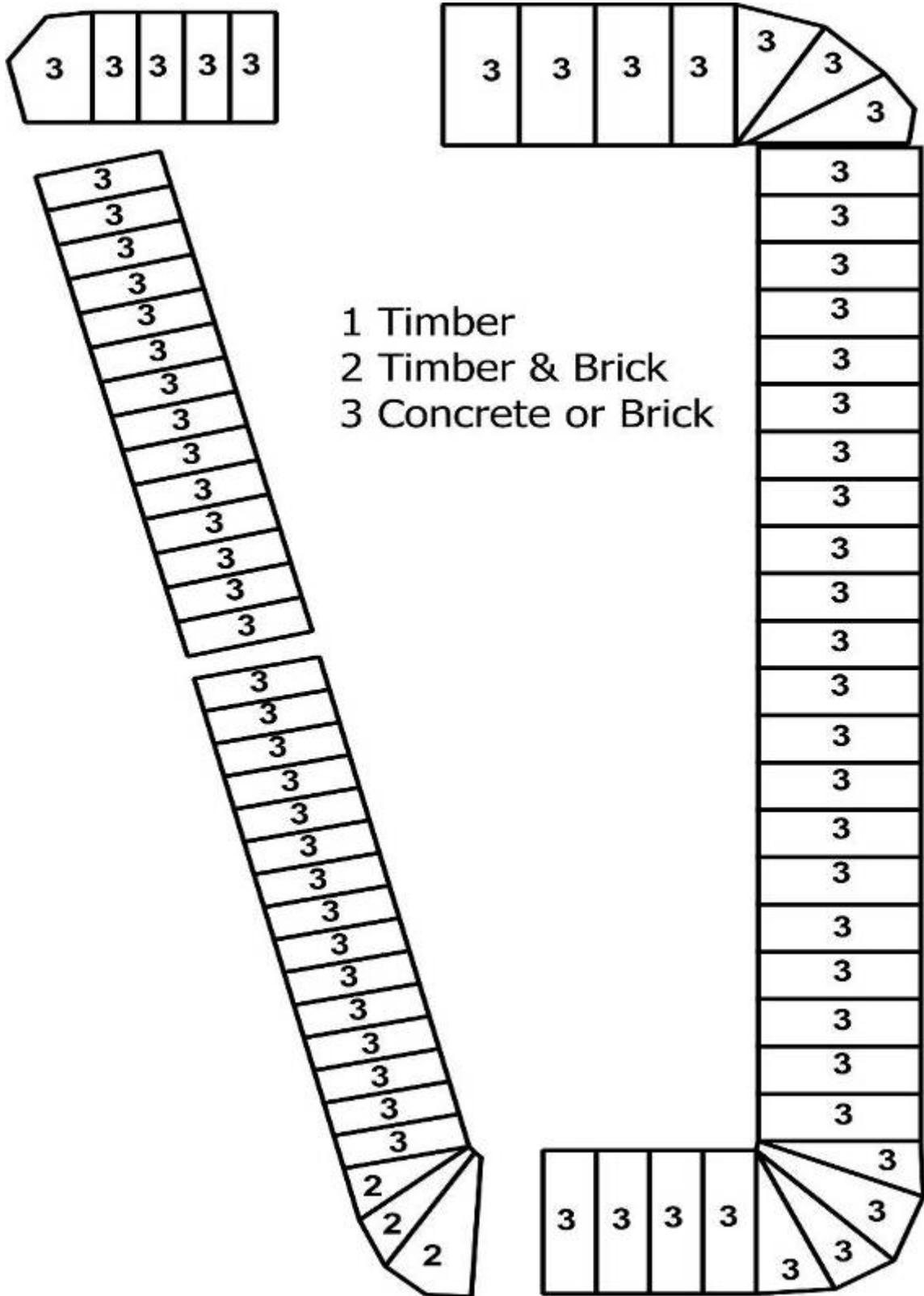


Figure 38: Building Materials Used at Group of buildings at Saphan Buddha Lane
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

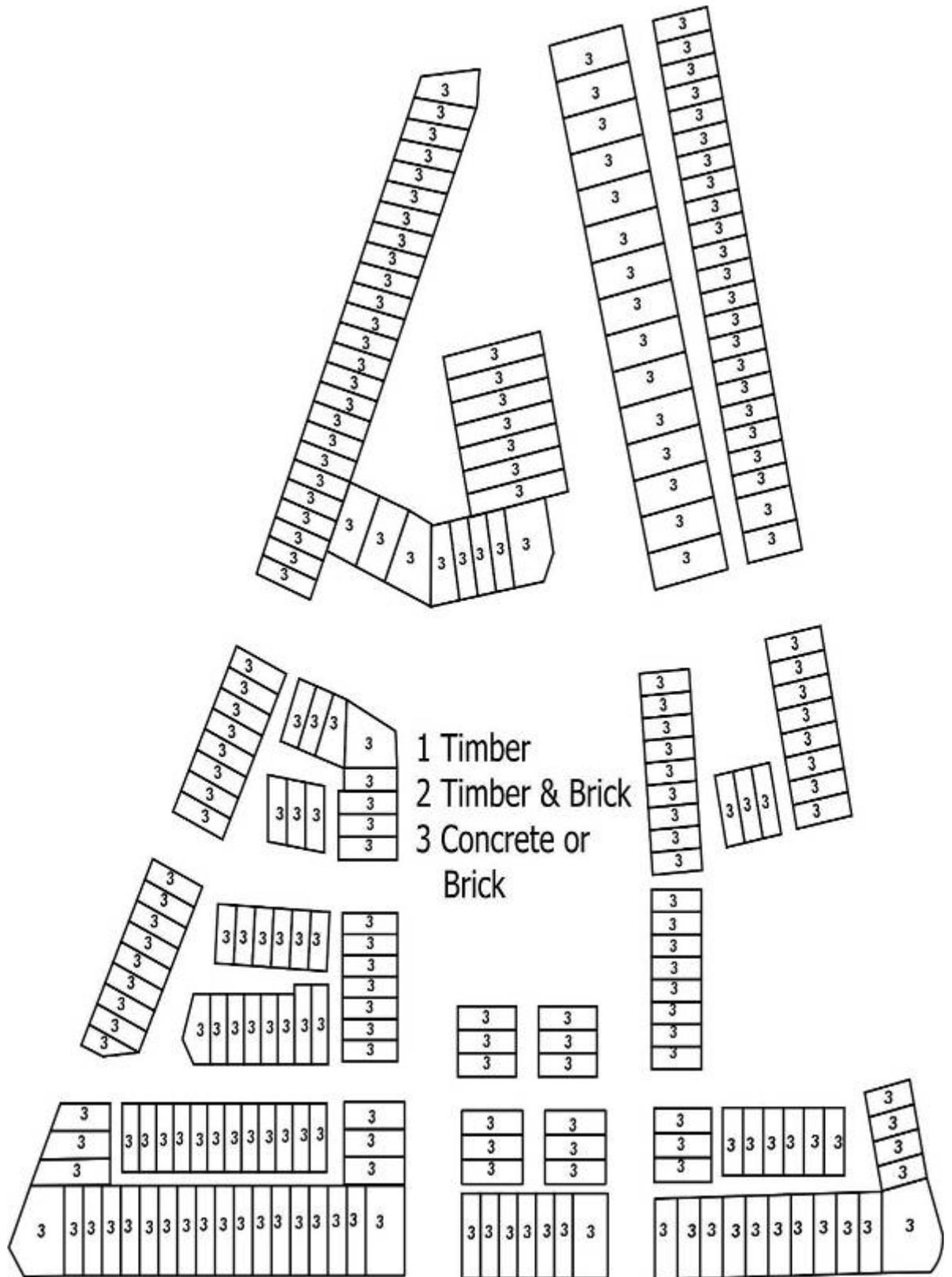


Figure 39: Building Materials Used at Song Serm Kaset Thai Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

- **Condition of the Buildings**

Most of the buildings (464 buildings or 74.5 percent in all) are in fair condition. A lesser number (159 buildings or a total of 25.5 percent) are deteriorating.

Table 6 Condition of the buildings

Condition	Number of buildings	Percentage
Good	0	0
Fair	464	74.5
Deteriorating	159	25.5
Total	623	100

Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

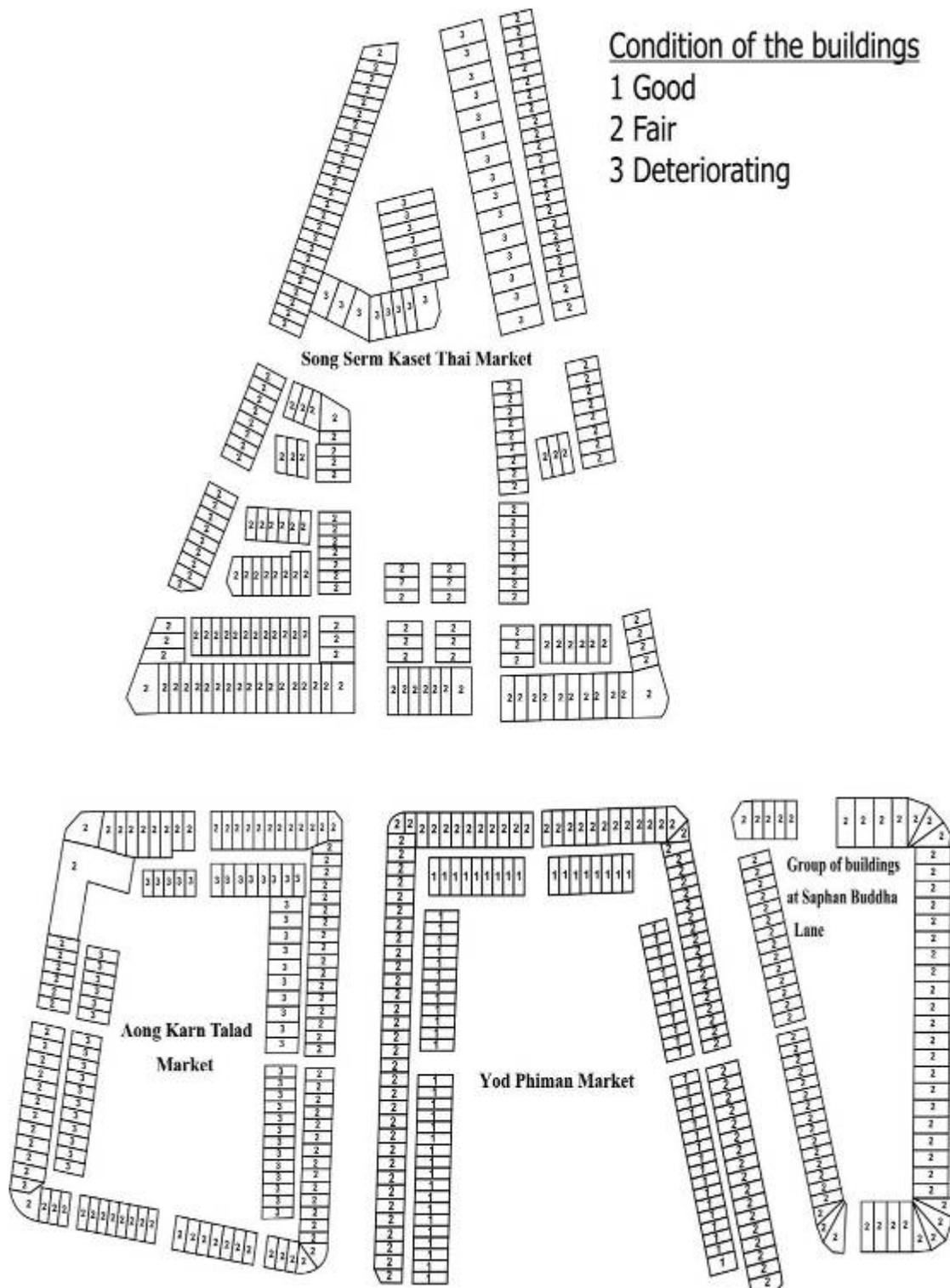


Figure 40: Condition of the Buildings
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

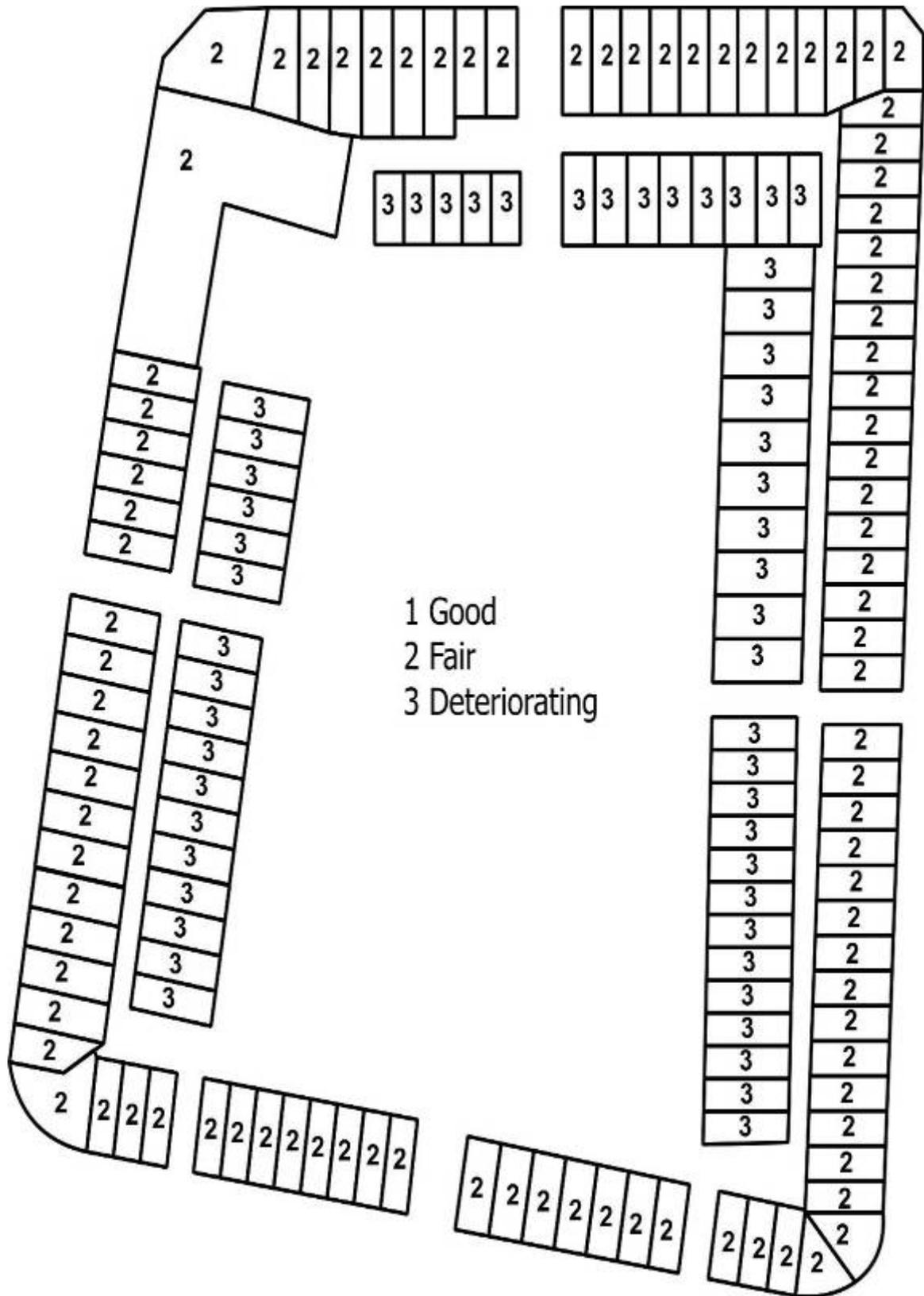


Figure 41: Condition of the Buildings at Aong Karn Talad Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

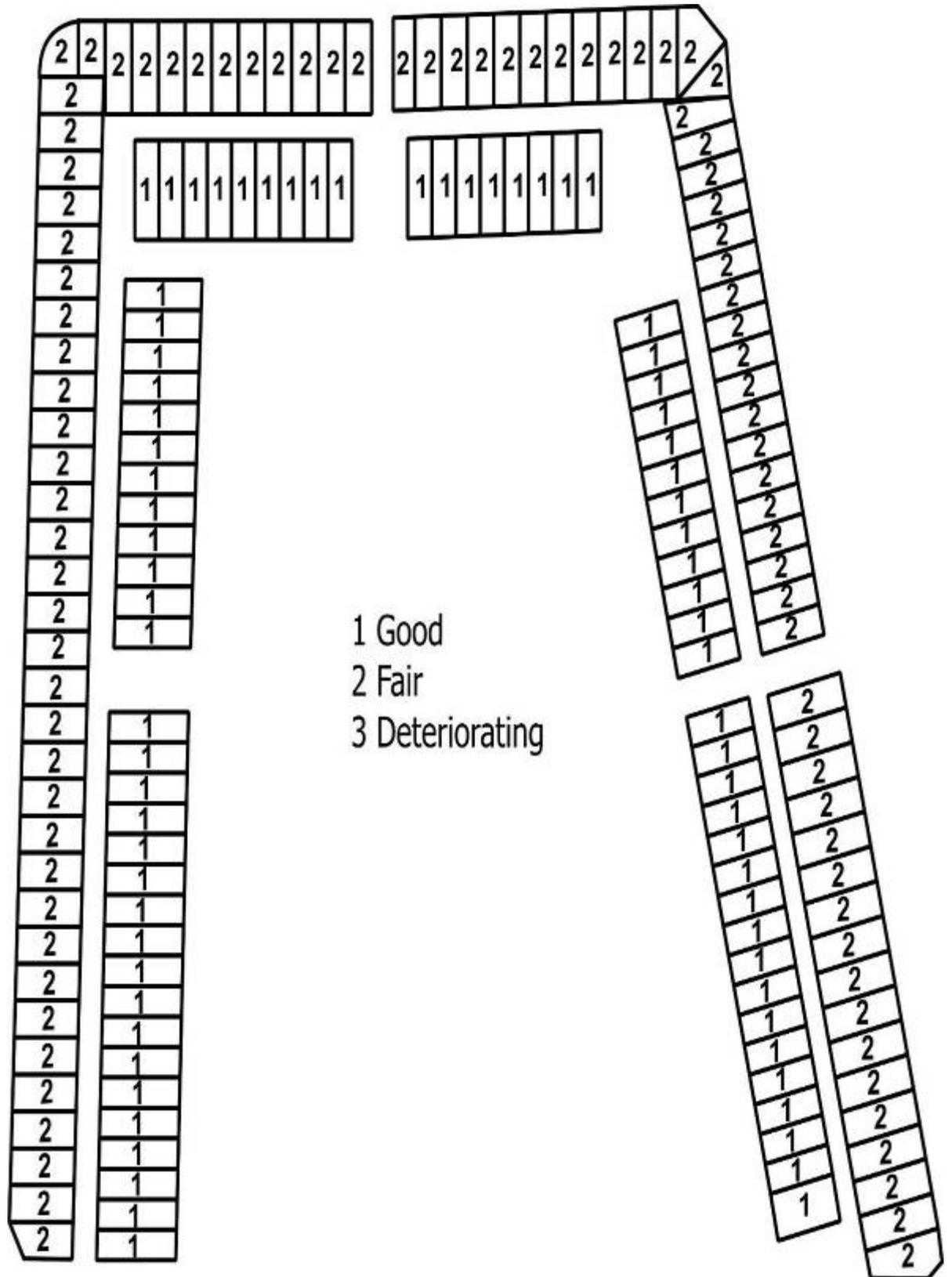


Figure 42: Condition of the Buildings at Yod Phiman Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

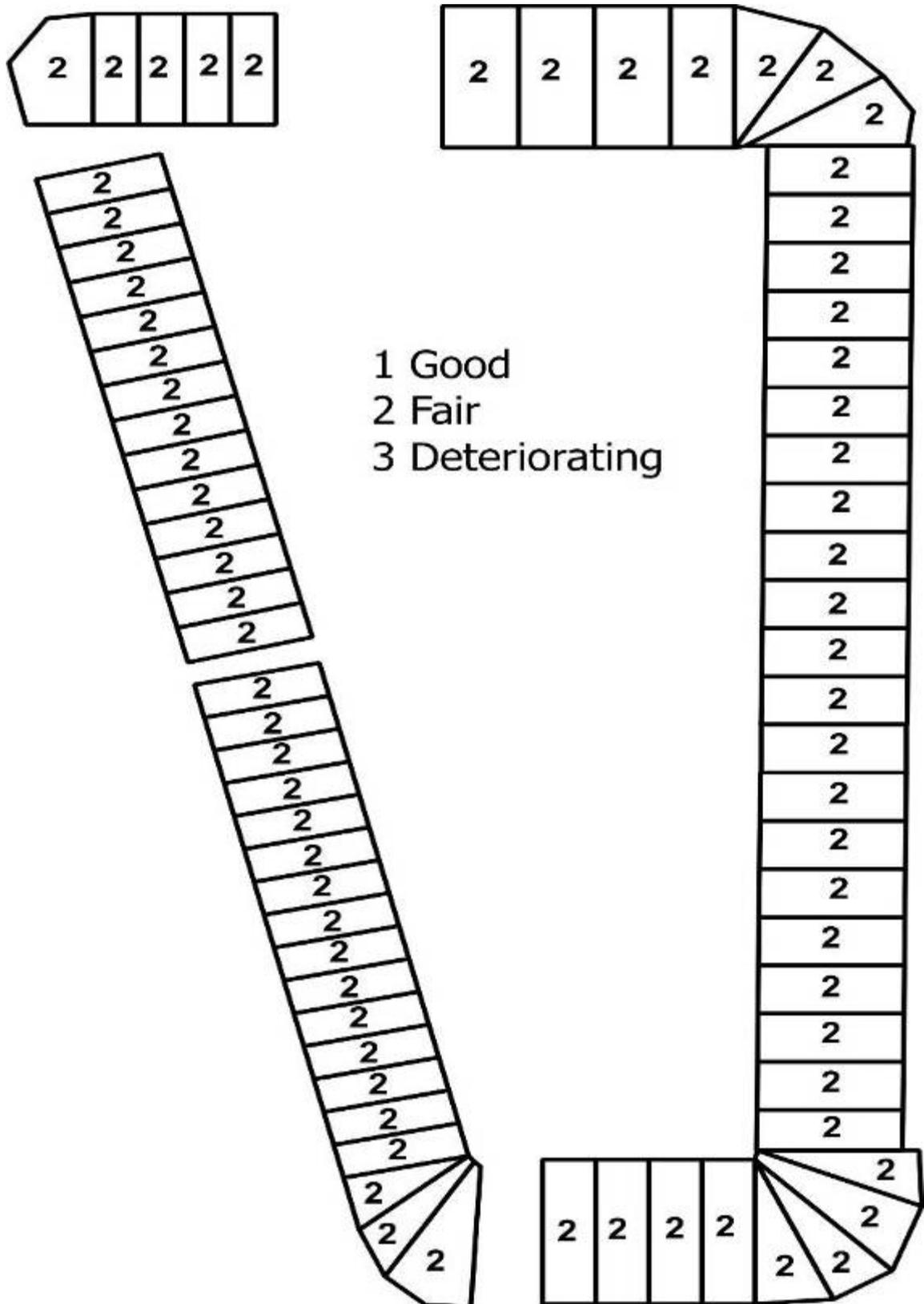


Figure 43: Condition of the Buildings at Group of buildings at Saphan Buddha Lane
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

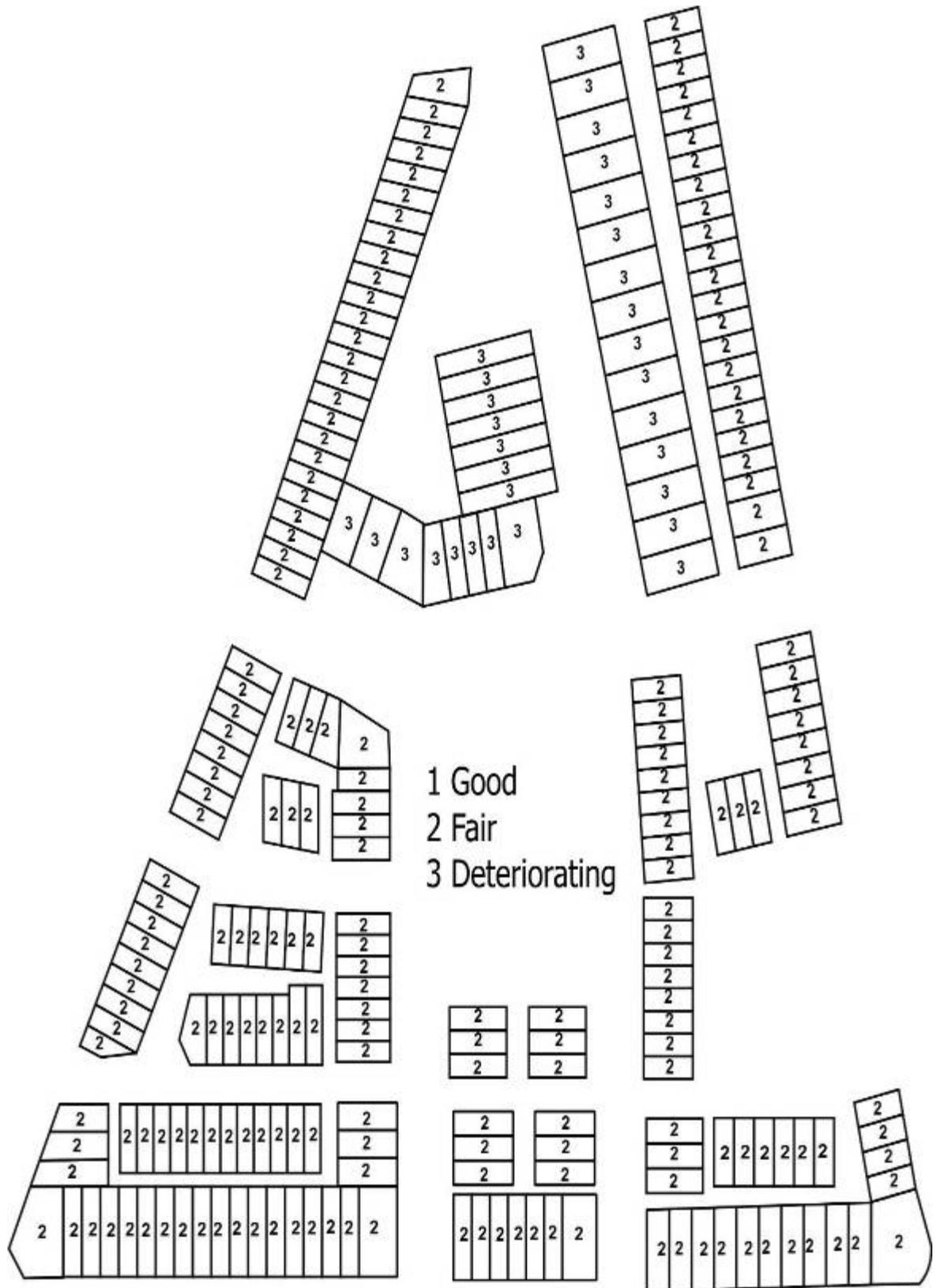


Figure 44: Condition of the Buildings at Song Serm Kaset Thai Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

- **Type of Buildings**

The type of buildings at Pak Klong Talad fall into the following three categories.

1. **Valuable Type**

- Buildings along Assadang Road and Baan Mor Road are old-style building that are influenced by European architecture. This style, which was popular in the reign of King Rama V, consists of two-storey row buildings with high roofs. Every window on the second floor has a window hood in the shape of an arch. Each building at the corner comprises a façade with a high parapet, stucco and motif elements, with the top of the cornice decorated with a finial.
- Some buildings in front of Aong Karn Talad Market and along Tha Klang Lane are also old-style buildings, but with fewer structural and decorative elements.

2. **Middle Type**

- Some buildings along Saphan Buddha Lane were built around 1932 at about the same time as Patom Bharhom Rachanusorn Bridge (Saphan Buddha Bridge) during the reign of King Rama VII.
- One particular building on Assadang Road, also built during the reign of King Rama VII, is in the same style as that mentioned above, and is currently a branch office of Omsin Bank.

3. **Modern Type**

- Most of the buildings in Pak Klong Talad are buildings in modern-type structures made from concrete and modern materials such as glass and aluminium.

Table 7 Number of buildings categorized according to type

Type of building	Number of building	Percent
Valuable	229	36.7
Middle	120	19.3
Modern	274	44.0
Total	623	100

Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

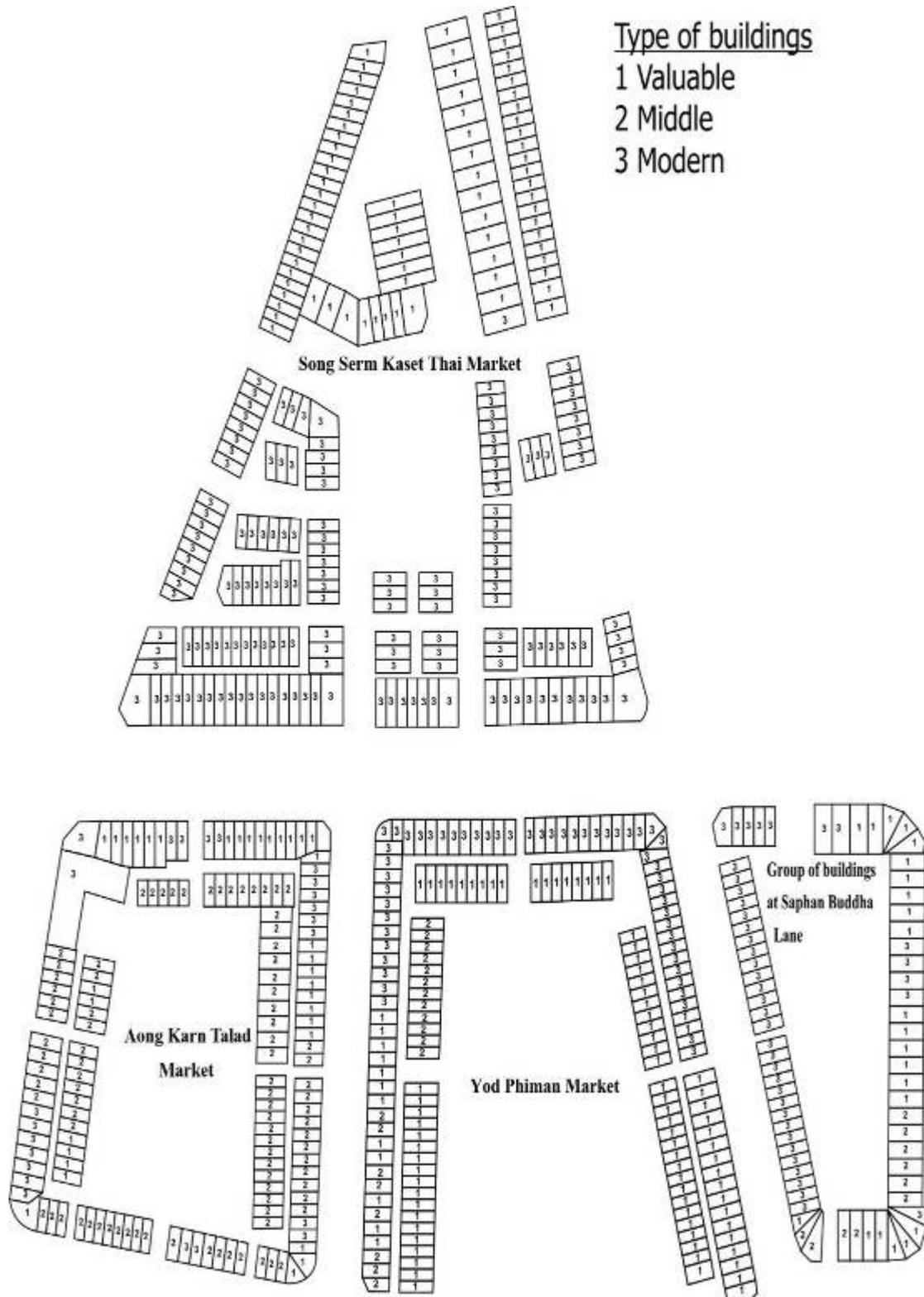


Figure 45: Type of Buildings
 Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

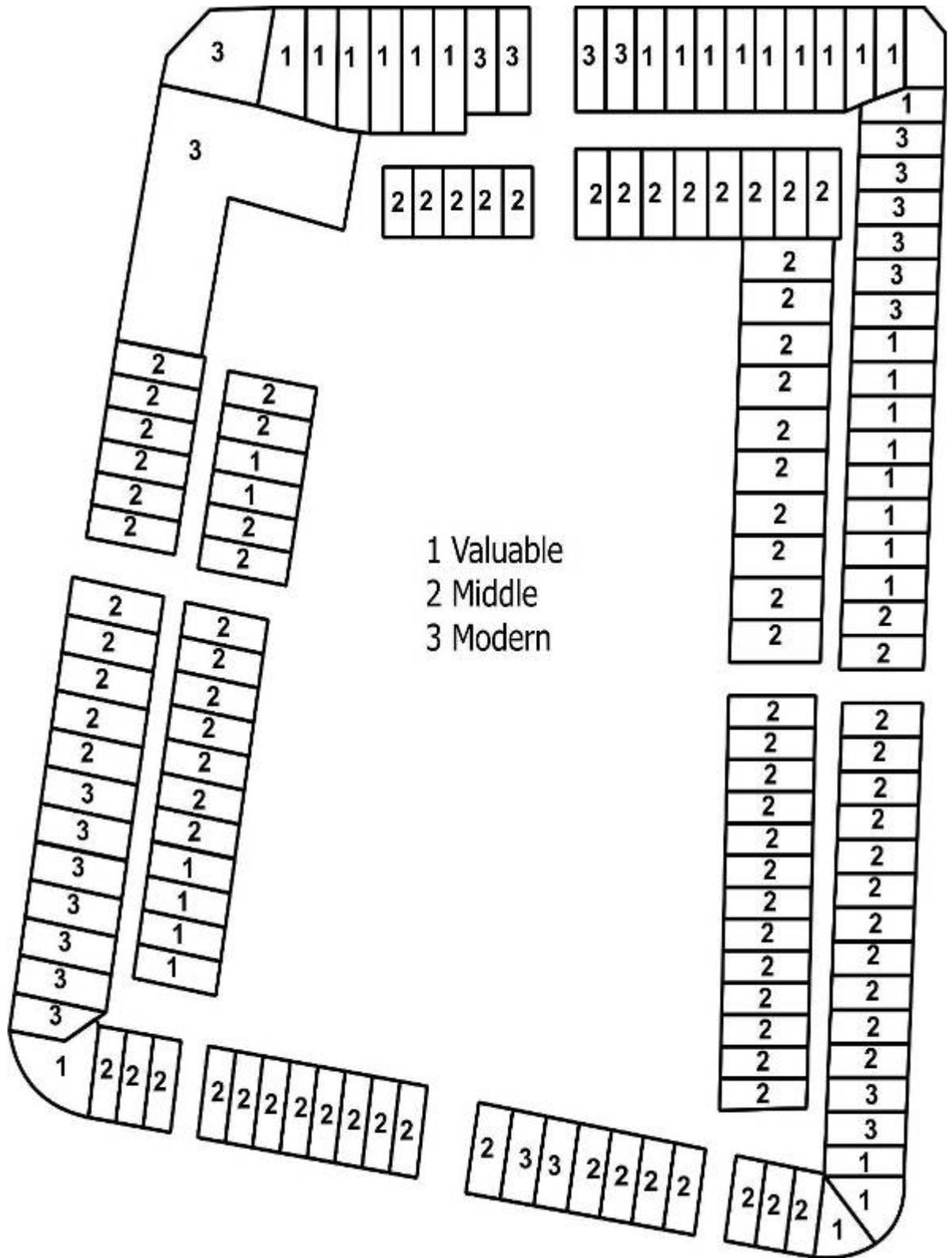


Figure 46: Type of Buildings at Aong Karn Talad Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

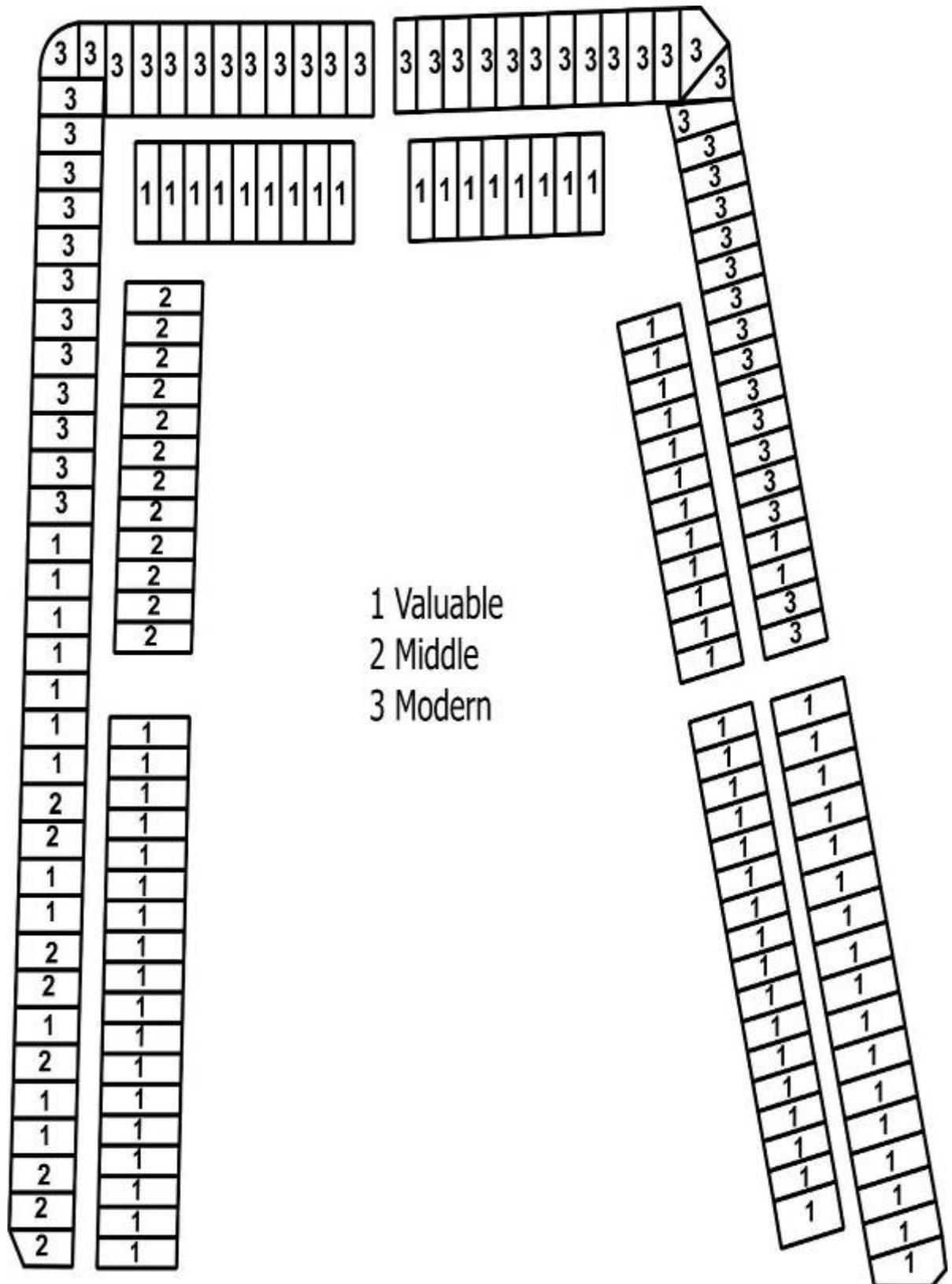


Figure 47: Type of Buildings at Yod Phiman Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

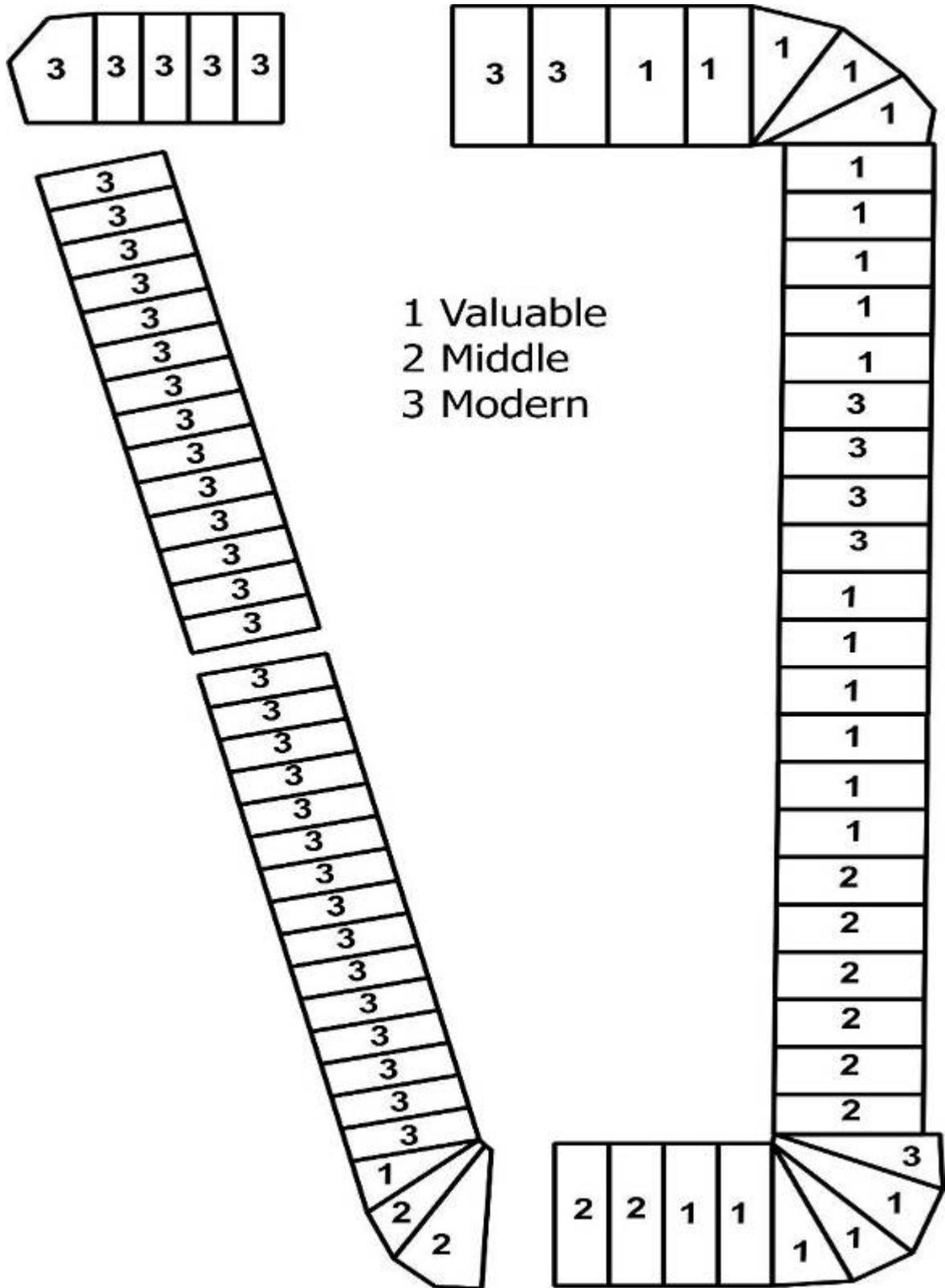


Figure 48: Type of Buildings at Group of buildings at Saphan Buddha Lane
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

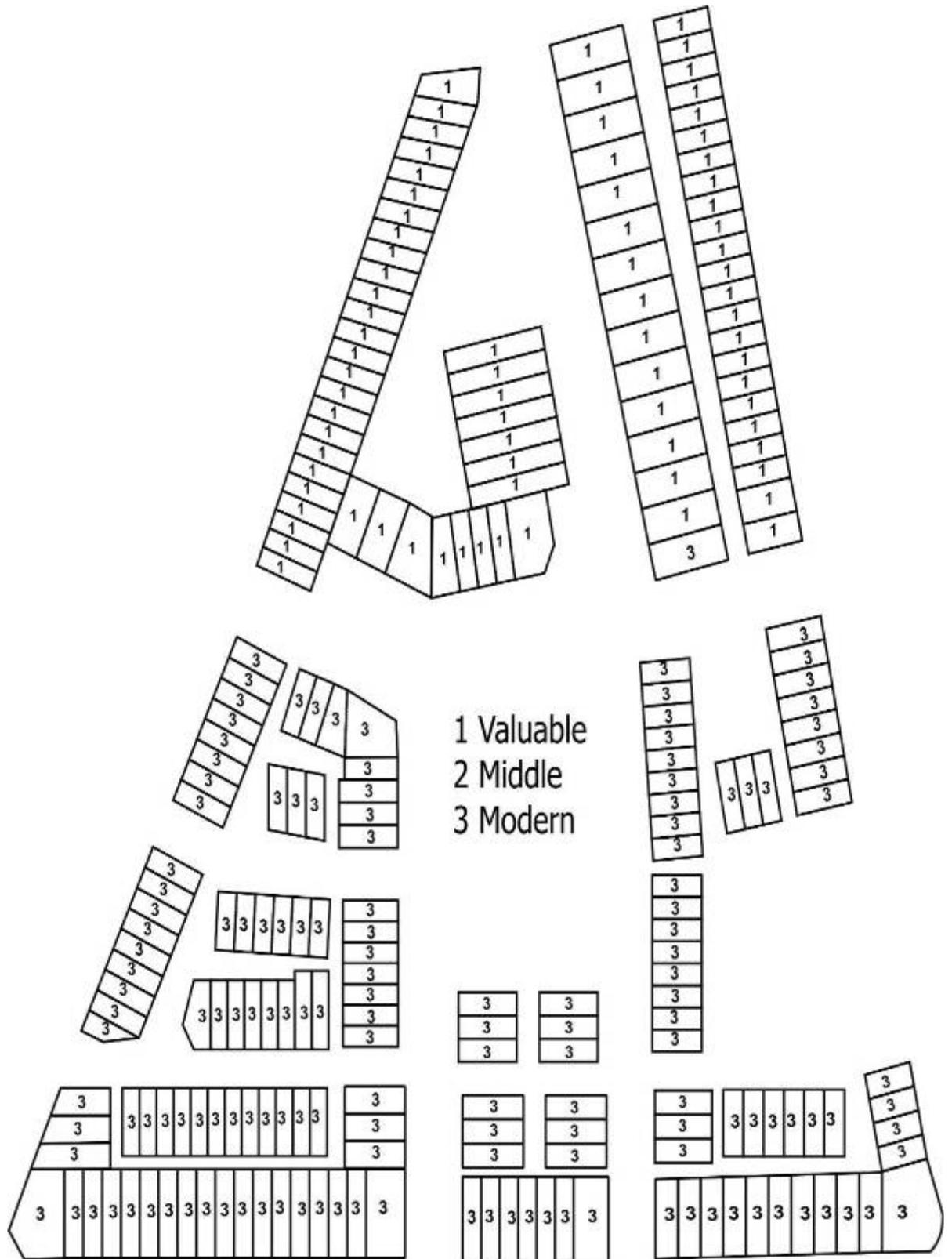


Figure 49: Type of Buildings at Song Serm Kaset Thai Market
Source: Survey by Naphatsanan Vinijvorakijkul (August - October 2006)

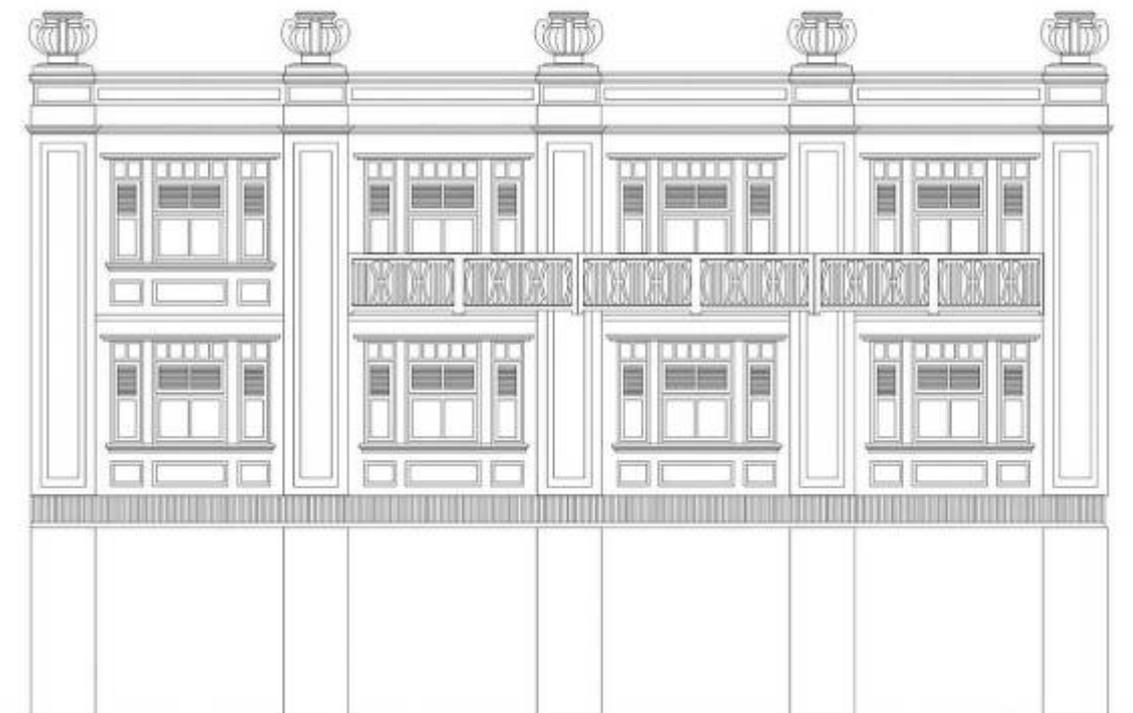


Figure 50: Show old buildings along Chakraphet Road

Source: Naphatsanan Vinijvorakijkul, August 2006.

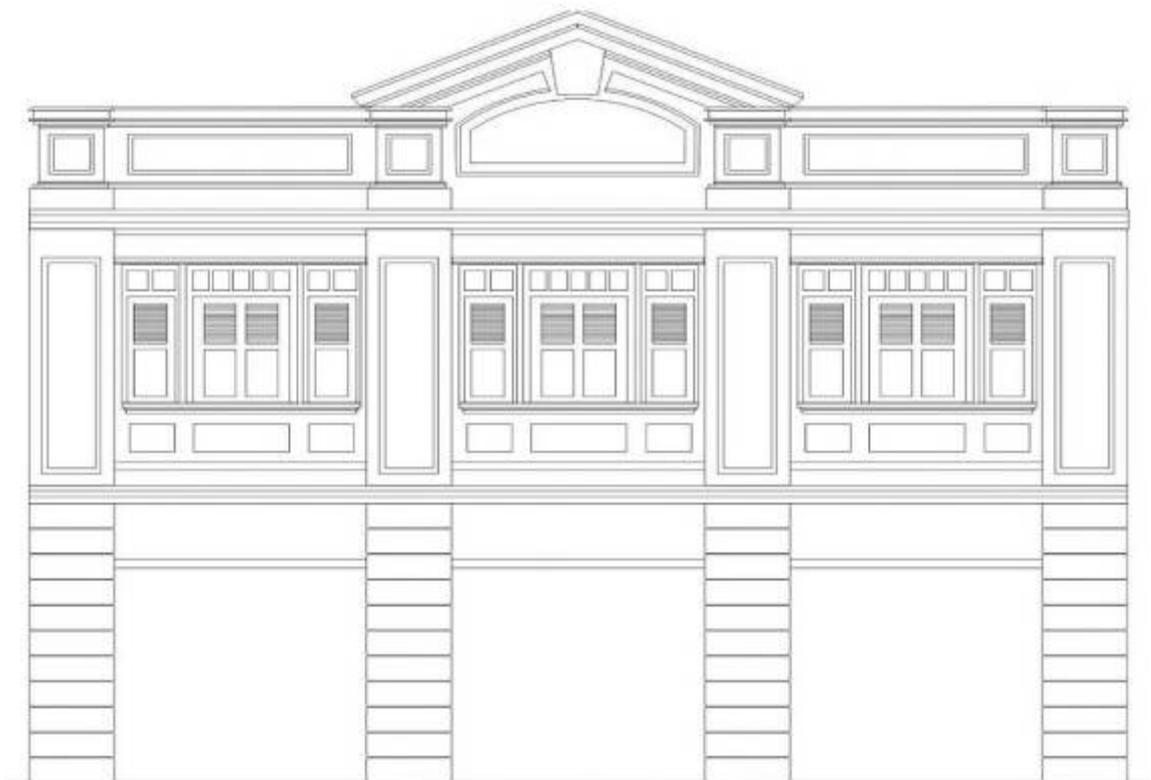


Figure 51: Show old buildings in Saphan Buddha Lane model 1

Source: Naphatsanan Vinijvorakijkul, August 2006.



Figure 52: Show old buildings in Saphan Buddha Lane model 2
Source: Naphatsanan Vinijvorakijkul, August 2006.

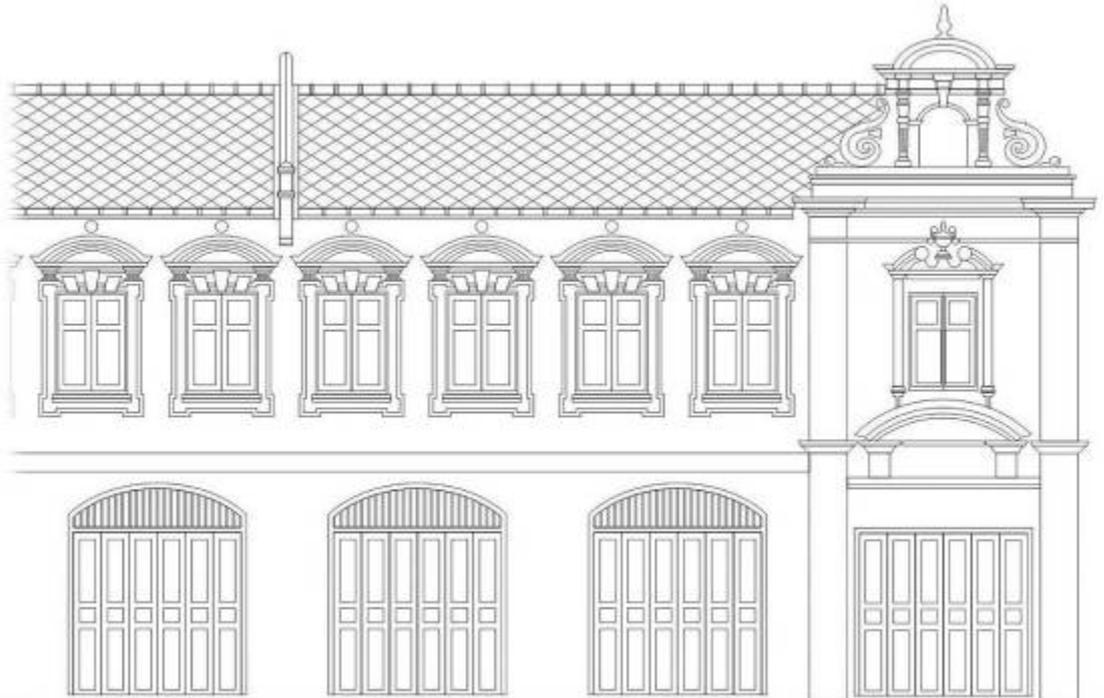


Figure 53: Show old buildings along Assadang Road
Source: Naphatsanan Vinijvorakijkul, August 2006.



Figure 54: Show old buildings at Song Serm Kaset Thai Market
Source: Naphatsanan Vinijvorakijkul, August 2006.

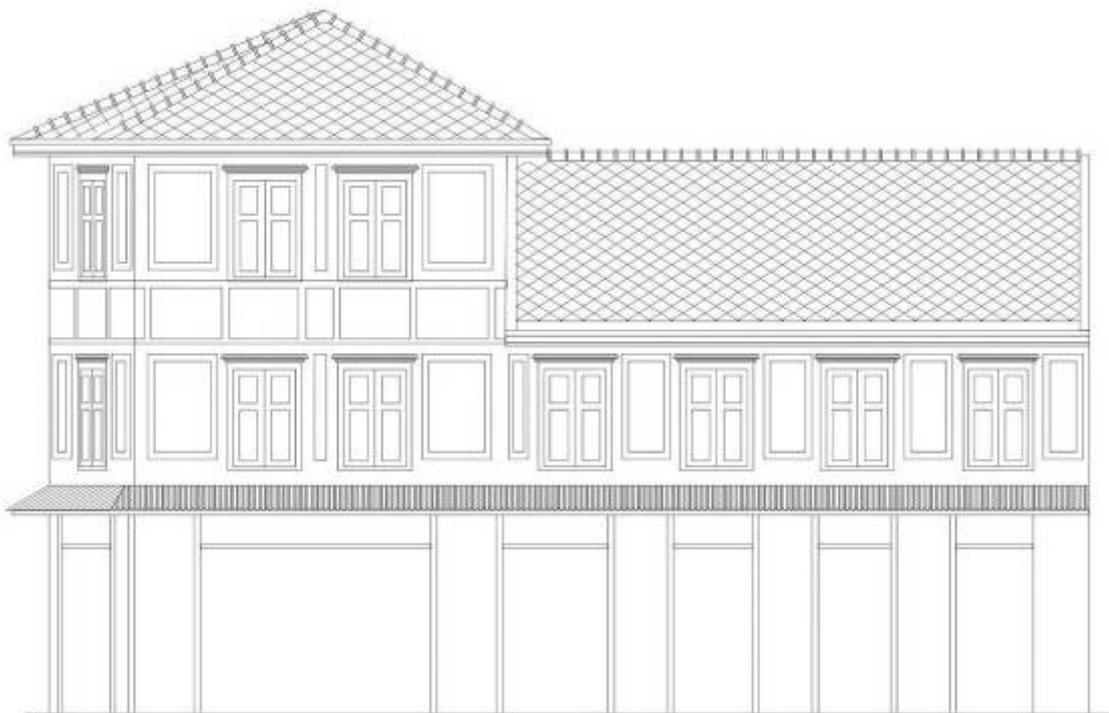


Figure 55: Show middle type buildings along Chakraphet Road and Tha Klang Lane
Source: Naphatsanan Vinijvorakijkul, August 2006.

- **Traffic**

- *Land traffic*

- Currently, traffic by land is the most popular of transport ; this differs from the past in which waterways were the main form of transport. Chakraphet Road, which is the main road passing through Pak Klong Talad, is extremely congested in the morning and late afternoon due to the fact that there are many schools nearby.



Figure 56: Chakraphet Road is the main road passing through Pak Klong Talad.
Source: Naphatsanan Vinijvorakijkul, March 2007.

- There are many kinds of vehicles around Pak Klong Talad, such as pickup trucks, lorries, private cars, buses, taxis, tuk tuks (tricycle taxi), motorcycles, and pushcarts.



Figure 57: Vehicles around Pak Klong Talad
Source: Naphatsanan Vinijvorakijkul, March 2007.

- Many pushcarts are used for transfer goods from cargo trucks to shops and/or from the shops to customers' vehicles, using bamboo baskets or boxes as containers.



Figure 58: Many pushcarts in Pak Klong Talad
Source: Naphatsanan Vinijvorakijkul, March 2007.

- There are many hawkers and vendors on the pedestrian footpath, especially along Chakraphet Road, selling, among other things, vegetables, fruit, flowers, food and lottery tickets. Most of the footpaths inside the markets are wet because green produce needs to be sprinkles with water to ensure that it remains fresh.



Figure 59: Many hawkers and vendors on the pedestrian footpath
Source: Naphatsanan Vinijvorakijkul, March 2007.

Water traffic

- There is a pier and two ferries at Pak Klong Talad, the first one near Rachinee School and the second below Saphan Buddha Bridge.



Figure 60: Rajinee Pier

Source: Naphatsanan Vinijvorakijkul, March 2007.



Figure 61: Memorial Bridge Pier
Source: Naphatsanan Vinijvorakijkul, March 2007.

- **Parking**

The residents and merchants park their vehicles along the roads and lanes. However, there is a major problem in that there is not enough space for parking cargo trucks.

Parking space for members of the public, such as customers and tourists, is severely limited. There are two places for parking : the first one is along Chakraphet Road on the Yod Phiman Market side, where parking fees are 30 baht per hour, while the other is along the canal near Rachinee Road, with parking fees pegged at 10 baht.



Figure 62: Parking for residents and merchants
Source: Naphatsanan Vinijvorakijkul, March 2007.

Summary

Chapter 5 focused mainly on the physical aspects of Pak Klong Talad, and the four parts into which it is divided, namely: Aong Karn Talad Market (The Marketing Organization –Ministry of the Interior), Yod Phiman Market, a group of buildings on Saphan Buddha Lane, and Song Serm Kaset Thai Market.

The researcher then proceeded to examine the physical condition of the Pak Klong Talad area in detail with regard to the function of the buildings, the number of storeys they contain, any additions that have been made to such buildings, the materials with which they were built, the condition they are in, and their architectural style. Also examined were traffic flow and parking facilities. All these elements need to be taken onto account in any heritage conservation project to be undertaken in Pak Klong Talad, as do the characteristics of the local residents and stallholders and their socio-economic status, which will be described in detail in Chapter 6.

Chapter 6

Social and Economic Status of Pak Klong Talad

This chapter explains the social and economic status of Pak Klong Talad. The data is collected by using field notes (survey), and a questionnaire (interviews). The population is divided into two groups. The first group consists of people who live in the buildings while the second group consists of vendors, as explained below.

1. Residents of the buildings

- Characteristics and traditions of the community
- Characteristics of the population
- Duration of stay in Pak Klong Talad
- Type of business
- Business trends
- Interaction in the community
- Property ownership

2. The Vendors

- Characteristics of the population
- Duration of Residence in Pak Klong Talad
- Reason for trading in Pak Klong Talad
- Type of business

1. Residents of the buildings

- **Characteristics and traditions of the community**

For many years, the people in community have organized an annual event in Pak Klong Talad that has become somewhat of a community tradition. On this occasion, which take place on December 31 every year, they parade around the community with Prabovornmaha Surasihanad (Boonma) statue to ensure their continued prosperity, and in the evening, stage a party and various kinds of entertainment as a social gathering.

▪ **Characteristics of population**

A questionnaire was prepared, 600 copies of which were distributed to collect data on every building in Pak Klong Talad. However, only 383 copies were filled in completely since some of the respondents did not have time, some of them refused to be interviewed and some of the buildings were closed.

Table 8 Characteristics of local residents

Characteristic of population	Frequency	Percentage
1. Gender		
• Male	156	40.7
• Female	227	59.3
2. Education		
• Did not finish school	34	8.9
• Primary school	69	18.0
• Secondary school	53	13.8
• Junior High school	56	14.6
• High school	42	11.0
• Vocational education	48	12.5
• Bachelor's degree	74	19.3
• Higher than a bachelor's degree	7	1.8
3. Occupation		
• Civil servant	8	2.1
• Private company employee	21	5.5
• Owner of a business	155	40.5
• Freelance	105	27.4
• Housewife	29	7.6
• Student	12	3.1
• Other	53	13.8

Source: Questionnaire (October-December 2006)

▪ Duration of residence in Pak Klong Talad

Most of the people have resided in the community for not more than 20 years, with 28.5 percent of the population having stayed there 11-20 years and 27.9 percent having lived there for not more than 10 years.

Table 9 Duration of residence in Pak Klong Talad

Duration of residence	Frequency	Percentage
• Not more than 10 years	107	27.9
• 11-20	109	28.5
• 21-30	69	18.0
• 31-40	32	8.4
• 41-50	27	7.0
• More than 50 years	19	5.0
• No answer	20	5.2
Total	383	100

Source: Questionnaire (October-December 2006)

▪ Type of business

The data gathered from 383 questionnaires found that most of the populations, i.e. 21.9 percent, sell agricultural produce, followed by 16.2 percent who sell flowers.



Figure 63: Flowers Business at Pak Klong Talad
Source: Naphatsanan Vinijvorakijkul, September 2006

Table 10 Type of business

Type of business	Frequency	Percent
• Dwelling	46	12.0
• Dried food	34	8.9
• Food and drink	54	14.1
• Grocery store	51	13.3
• Agriculture produce (fresh vegetables and fruit)	84	21.9
• Flowers	62	16.2
• Agriculture material and equipment	19	5.0
• Office	8	2.1
• Service sector (barber's, beauty salon etc.)	25	6.5
Total	383	100

Source: Questionnaire (October-December 2006)

▪ Business trend

With regard to business trends, almost half of the populations (40.7 percent) are of the opinion that it will stable. This is followed by 31.6 percent of the population who think that the business in the future will decline, while a further 12.5 percent believe that it will increase. At present, business in the area is still flourishing, especially that of wholesalers of agricultural produce.

Table 11 Respondents' opinion regarding business trends

Business trends	Frequency	Percentage
• Decline	121	31.6
• Stable	156	40.7
• Increase	48	12.5
• No answer	58	15.1
Total	383	100

Source: Questionnaire (October-December 2006)

▪ **Interaction in the community**

Most of the population participate in the community and always chat with their neighbors, with 47.0 percent of them having relationships with more than 10 households. This indicates that social interaction in the Pak Klong Talad community is at a moderate level. However, 8.1 percent the population chat with less than two households.

Table 12 Interaction in the community

Interaction with neighbors	Frequency	Percentage
• Fewer than 2 neighbors	31	8.1
• 3-5 neighbors	78	20.4
• 6-10 neighbors	70	18.3
• More than 10 neighbors	180	47.0
• Do not know	24	6.3
Total	383	100

Source: Questionnaire (October-December 2006)

▪ **Property ownership**

Property ownership in Pak Klong Talad is divided into owners of a large private property, a small private property, and property belonging to the government. (See diagram)

Land in the Marketing Organization's Market, which consists of areas occupied by fresh vegetable wholesalers, belongs to The Marketing Organization of the Ministry of the Interior. The value of land is approximately 120,000 baht per square wah. The land surrounding this market belongs to small private owners and is valued at around 150,000-350,000 baht per square wah.

Land in Yod Phiman Market, which is owned by Her Royal Highness Princess Sutthi Sirisopha, is valued at approximately 130,000 baht per square wah. The land surrounding this market belongs to small private owners and is valued at around 240,000-350,000 baht per square wah.

Land occupied by buildings on Saphan Buddha Lane belongs to small private owners and is valued at approximately 260,000-350,000 baht per square wah.

Land in Song Serm Kaset Thai Market (Thai Agricultural Promotion Market) is owned by Mr. Vivat Suwanpasri, and is valued at about 200,000 baht per square wah. The land surrounding this market value about 20,000-350,0000 baht per square wah.

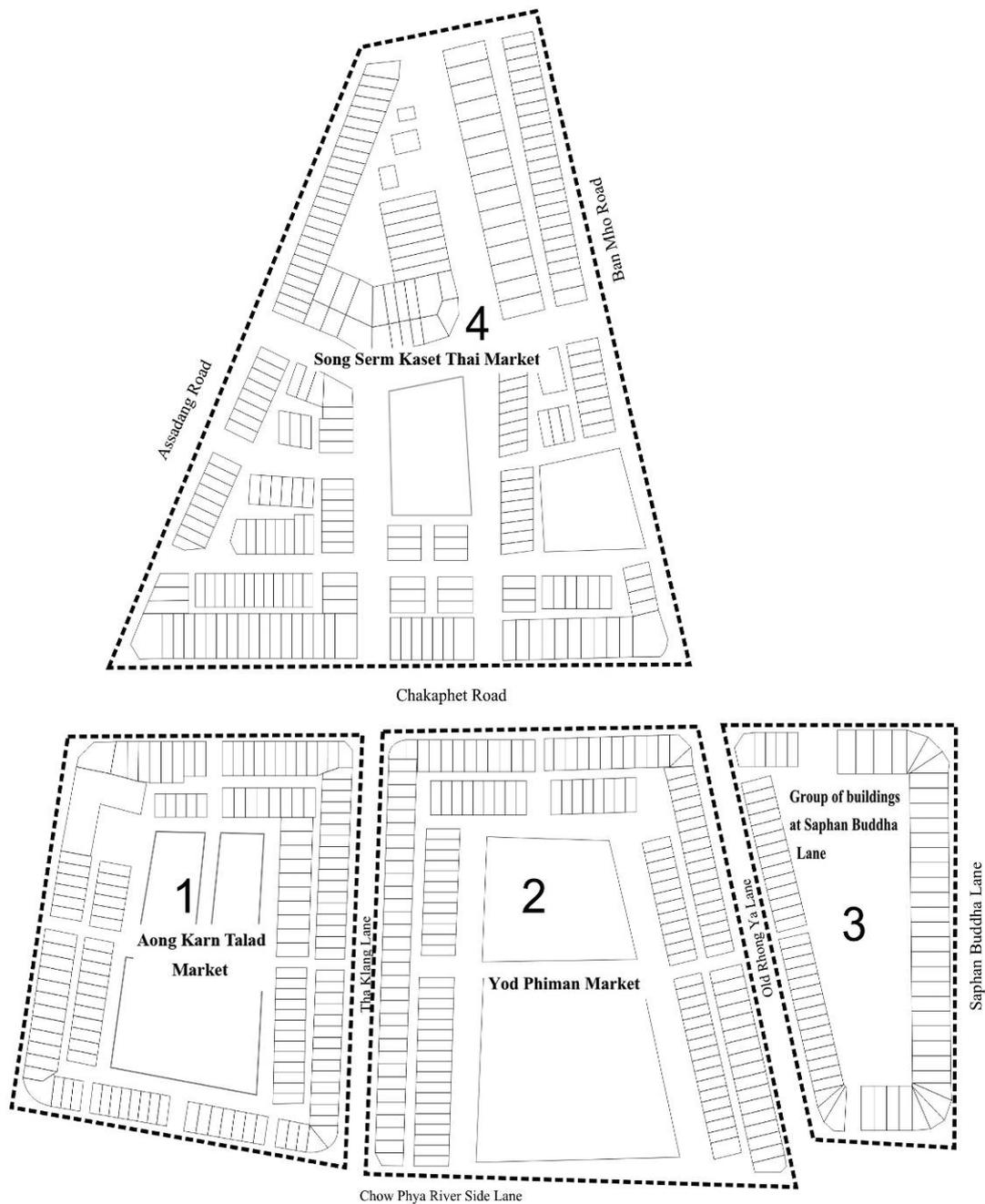


Figure 64: Diagram of the property ownership of the land in Pak Klong Talad area. Source: Naphatsanan Vinijvorakijkul, December 2004.

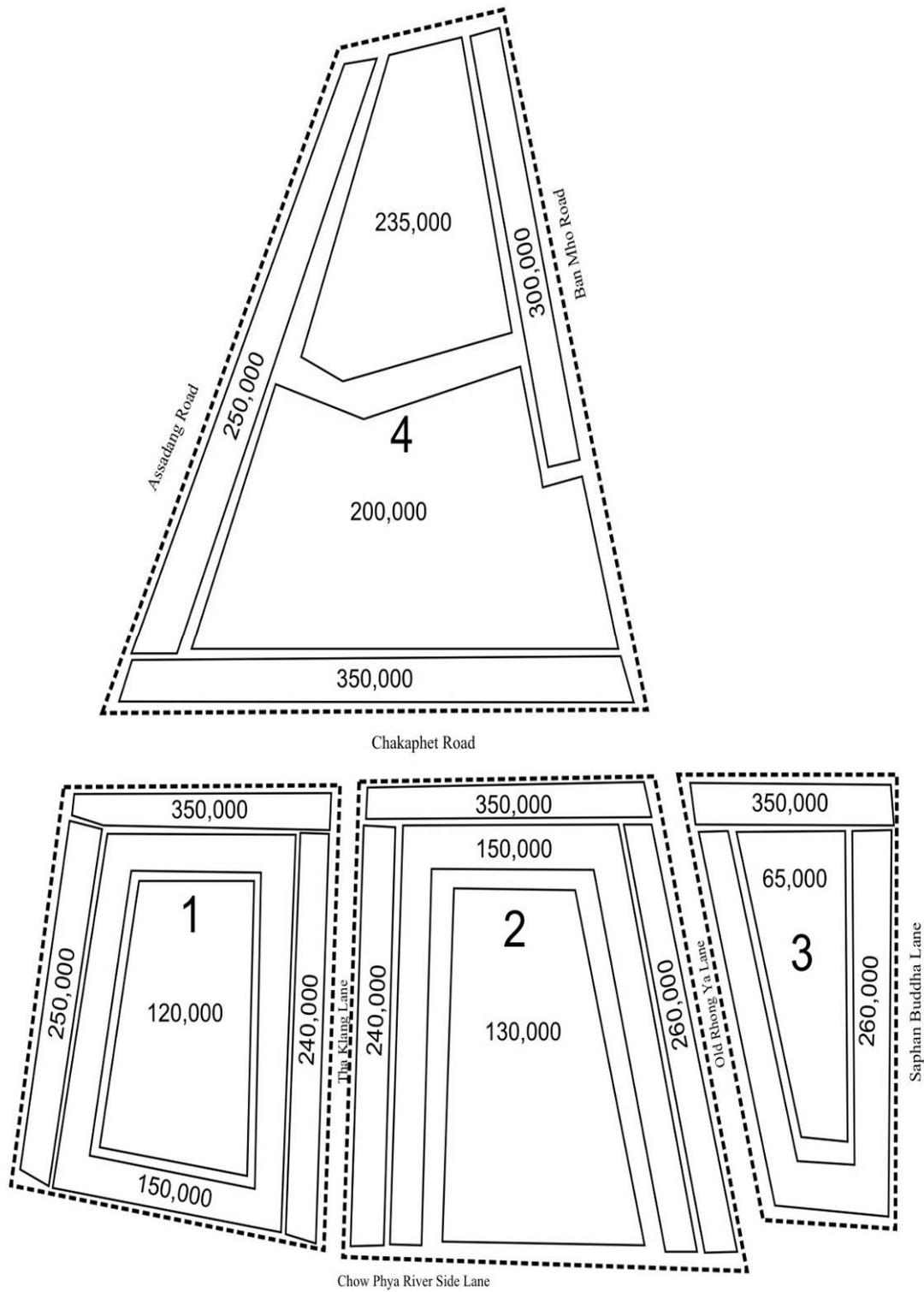


Figure 65: Diagram of the estimate value of the land in Pak Klong Talad area
 Source: The Treasury Department, January 2007.

2. The vendors

A total of 100 questionnaires were distributed to the vendors around Pak Klong Talad by accidental random sampling, amounting to approximately 35 percent of the total number of vendors in this area. Some vendors refused to answer the questionnaire because they did not have time to do so, nor did they agree to answer after work either. Ultimately, 91 questionnaires were collected in all.

▪ Characteristics of population

The results of the questionnaire revealed that most of them are not highly educated, with 63.8 percent having less than a high school education. The level of education of the people in the community varied to a high degree, which meant that their attitudes were different as well. This could well prove an important obstacle to planning with regard to community participation.

Table 13 Show characteristic of population

Characteristics of population	Frequency	Percent
1. Gender		
• Male	37	40.7
• Female	54	59.3
2. Education		
• Did not finish school	7	7.7
• Primary school	27	29.7
• Secondary school	24	26.4
• Junior High school	11	12.1
• High school	11	12.1
• Vocational education	3	3.3
• Bachelor's degree	8	8.8
Total	91	100

Source: Questionnaire (October-December 2006)

▪ **Duration of Residence in Pak Klong Talad**

Most of the venders have done business in Pak Klong Talad for less than 10 years, indicating that the stalls are frequently transferred to new venders and that the venders do not stay as long as those who live in buildings nearby.

Table 14 Duration of Residence in Pak Klong Talad

Duration of Residence	Frequency	Percentage
• Less than 10 years	62	68.1
• 11-20 years	21	23.1
• 21-30 years	7	7.7
• More than 10 years	1	1.1
Total	91	100

Source: Questionnaire (October-December 2006)

▪ **Reason for trading in Pak Klong Talad**

From personal observation and interviews, it was found that the number of venders in Pak Klong Talad is tending to increase because 57.1 percent of the population thinks that this area has many potential customers who have a high purchasing power. Another 33.0 percent of the population like this area because it is nears their place of residence.

Table 15 Reason for trading in Pak Klong Talad

Reason for trading	Frequency	Percentage
• Near home	30	33.0
• Potential customers	52	57.1
• Convenience	4	4.4
• No rental fee	5	5.5
Total	91	100

Source: Questionnaire (October-December 2006)

- **Type of business**



Figure 66: Most of the vendors (40.0 percent) sell flowers.
Source: Naphatsanan Vinijvorakijkul, September 2006

Table 16 Type of business

Type of business	Frequency	Percent
Food	16	17.6
Fresh vegetables and fruit	14	15.4
Flowers	40	44.0
Lottery tickets	4	4.4
Agricultural equipment	1	1.1
Other	16	17.6
Total	91	100

Source: Questionnaire (October-December 2006)

The social and economic status of Pak Klong Talad :

A brief overview

At present, Pak Klong Talad area is still dense with economic activity, although there is a tendency for commerce to decline because many wholesalers have moved out to the suburbs. However, according to the data, there are 250 buildings still used for trading purposes, mostly selling agricultural produce.

Besides, the interiors of the three markets (Aong Karn Talad Market, Yod Phiman Market, and Song Serm Kaset Thai Market), are full of stalls and the commercial atmosphere is quite dynamic, spilling out onto both sides of Chakraphet Road.

With regard to the social aspect of Pak Klong Talad community, although there are a few people who get together in a group and participate in community life, there are still no arrangements to set up a community committee. This is an obstacle to participation and makes it difficult to elicit their opinion when the community needs to decide on something, such as a government development project for instance. Besides, the cooperation from the vendors might not be good due to the gap in their education. The vendors also have not the same relationship with this community because they tend not to stay as long as those who live in the buildings nearby.

Despite the development of Pak Klong Talad, which has grown into a large-sized market due to the replacement of water transportation by land transport, the growth of other wholesale markets in many places around the city has undermined the role of Pak Klong Talad as a centre of the wholesale trade. Potentially, the future of Pak Klong Talad can be summarized as follows.

- The wholesalers, especially those trading in agriculture produce, should remain, but the size of the market will decrease due to the increasing number of suburban markets, and the traffic congestion in Pak Klong Talad, which renders transportation inconvenient.
- To a certain extent, business activity might change to the service and tourism sectors. Many tourists come to visit Pak Klong Talad, the main attraction being the fresh flower market and the wholesale vegetable and fruit market. Thus, developing the area for tourism should be considered, along with appropriate conservation activities within the community.
- The Master Plan for the Conservation and Development of Krung Rattanakosin aims to move the community out; although the plan will require a huge amount in compensation as well as huge budget, it will still meet with fierce resistance from the community. This might mean that the project will run into obstacles, delays and an increase in budget. Thus, the development project should be revised, taking into account the need to conserve the Pak Klong Talad area by drawing up a plan that is both appropriate and feasible.

Summary

Chapter 6 examined the socio-economic status of Pak Klong Talad and the people associated with it, including local residents, shopkeepers, businesspeople and vendors by means of both a survey questionnaire and extensive interviews. The population was divided into two groups, consisting on the one hand of those who actually live in the buildings in Pak Klong Talad, and on the other hand vendors who operate in the area. In terms of the first group, the characteristics and traditions of the community and its population were described, and information presented regarding the duration of their stay in Pak Klong Talad the type of business in which they were engaged ,business trends within the area, the extent of interaction in the community, and the degree of property ownership. A similar was survey was conducted of vendors in the area, including the characteristics of the population, the duration of their stay in Pak Klong Talad, together with the type of business in which they were engaged and the reasons they gave for trading in this area.

Chapter 7 will proceed to discuss some of the problems facing “The Project for the Improvement of Pak Klong Talad”, and to examine a number of case studies from other countries for the purposes of studying them, and comparing them with the Pak Klong Talad.sub-project. These case studies will be analyzed with a view to applying the lessons learned to the case of Pak Klong Talad.

Chapter 7

Case Studies from Other Countries

The Master Plan for the Conservation and Development of the Krung Rattanakosin has given rise to a sub-project involving Pak Klong Talad, called “The Project for the Improvement of Pak Klong Talad”. This project has not been accomplished because of several problem and obstacles : a lack of clearly-defined criteria, a lack of determination with regard to conservation and development, and a lack of recognition on the part of the community and stakeholders, for instance. Therefore, a number of case studies from other countries have been selected in order to study them and compare them with Pak Klong Talad. This chapter is divided into two parts.

The first part consists of case studies from other countries, namely:

- Main Street Program, U.S.A.
- Civic Trust
- Festival Marketplaces in the US other countries
 - Faneuil Hall / Quincy Market in Boston, U.S.A.
 - South Street Seaport in New York, U.S.A.
 - Harborplace in Baltimore, U.S.A.
 - Pike’s Place Market in Seattle, U.S.A.
 - New Covent Garden Market in London, England
 - Les Halles in Paris, France

The second part consists of an analysis of the first part, applying the lessons learned to the case of Pak Klong Talad.

Part I: Case studies from other countries

Main Street Program, U.S.A.

When the business sector is robust, it is capable of promoting sustainable growth, attracting new investment, reducing poverty along with crime, and enhancing the physical structure and value of residential and commercial buildings in the rapidly deteriorating areas of inner cities. As the housing community becomes increasingly aware of the role that commerce can play in rescuing America’s inner cities from oblivion, more and more people are looking for ways to breath life into decaying commercial centers.

What is the National Trust for Historic Preservation?

The National Trust for Historic Preservation is the only private, nonprofit organization chartered by Congress to encourage public participation in the preservation of sites, buildings, and objects significant in American history. Founded in 1949, the Trust provides leadership, education and advocacy the aim of which is to save America's diverse historic places and to revitalize communities. Its Washington, D.C., headquarters staff, six regional offices, and 21 historic sites work with the Trust's 270,000 members and thousands of local community groups in all 50 states. (<http://www.nationaltrust.org/Magazine/trust/index.htm>, accessed March, 2005).

What does the National Trust do?

- Helps local groups save historic buildings and neighborhoods by providing the technical know-how and financial assistance they need.
- Demonstrates how preservation can revitalize communities through programs such as the National Main Street Center, which has brought new economic life to more than 1,600 downtowns and commercial districts nationwide, and Community Partners, which uses preservation as a tool for providing affordable housing in older neighborhoods.
- Has a nationwide collection of 21 historic sites open to the public.
- Teaches people about the benefits of preservation through workshops and other educational programs, including the nation's largest preservation conference, a lively Web site, and the award-winning Preservation magazine.
- Promotes travel to historic destinations through Study Tours and Historic Hotels of America, and helps develop heritage tourism nationwide.
- Works on Capitol Hill and in state legislatures and city halls to encourage the adoption of laws and policies that support local preservation work.
- Goes to court to ensure that preservation laws are upheld.
- Works with "smart growth" advocates to revitalize communities and reduce sprawl.

History of the National Trust Main Street Center

The Main Street Project

In 1977, concerned about continuing threats to traditional commercial architecture in economically declining downtowns across America, the National Trust for Historic Preservation launched the Main Street Project. The three-year demonstration project was designed to study the reasons so many downtown areas were dying, identify the factors affecting the health of downtown areas, and

develop a comprehensive revitalization strategy to save historic commercial buildings. In a regional competition among 70 towns, three pilot communities, ranging in size from 5,000 to 38,000 people, were chosen for the project: Galesburg, Ill., Madison, Ind., and Hot Springs, S.D. The National Trust assisted the three communities by providing an analysis of each downtown's assets and needs. These architectural and economic profiles, conducted by consultants under the direction of the Trust, served as the basis for design improvements and economic revitalization strategies that would make it feasible to rehabilitate and reuse historic downtown buildings. With a grant from the manufacturing firm Bird and Son, the Trust hired a full-time Main Street program manager for each community. The program manager's role was to serve as an advocate for the downtown; coordinate project activities; and convince merchants, property owners, and city officials to spend funds that would create long-term benefits. In effect, the three program managers served as catalysts for change.

The demonstration program laid the groundwork for the Main Street approach to downtown revitalization. What became clear over the three years was the need for a strong public-private partnership; a dedicated organization; a full-time program manager; a commitment to good design; quality promotional programs; and a coordinated, incremental process. By almost any standard of measurement, business improved in all three downtowns during the Main Street Project. Seven new businesses opened in Hot Springs, six in Madison, and 30 in Galesburg. Sales tax revenues increased by 25 percent in Hot Springs, while the downtown occupancy rate in Galesburg rose to 95 percent. Moreover, for every dollar spent on managing the local Main Street project, \$11 was invested by private businesses in rehabilitation and adaptive-use projects. Most importantly, scores of buildings were rehabilitated and put back into productive use, preserving important symbols of each community's unique heritage for future generations.

The Main Street Four-Point Approach to commercial district revitalization

The Four Points

The National Trust Main Street Center adopts a comprehensive commercial district revitalization strategy that has met with significant success in towns and cities nationwide. The four points of the Main Street approach, which combine to build a sustainable and complete community revitalization effort, are as follows:-

Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main

Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. Coincidentally, the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic.

The Main Street Philosophy - Eight Principles of Success

The National Trust Main Street Center's experience in helping communities bring their commercial corridors back to life has shown time and time again that the Main Street Four-Point Approach succeeds. That success is guided by the following eight principles, which set the Main Street methodology apart from other redevelopment strategies. For a Main Street program to be successful, it must whole-heartedly embrace the following time-tested Eight Principles.

Comprehensive: No single focus — lavish public improvements, name-brand business recruitment, or endless promotional events — can revitalize Main Street. For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is *essential*.

Incremental: Baby steps come before walking. Successful revitalization programs begin with basic, simple activities that demonstrate that "new things are happening" in the commercial district. As public confidence in the Main Street district grows and participants' understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex problems and more ambitious projects. This incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

Self-help: No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they'll reap by investing time and money in Main Street — the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Partnerships: Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.

Identifying and capitalizing on existing assets: Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.

Quality: Emphasize quality in every aspect of the revitalization program. This applies to all elements of the process — from storefront designs to promotional campaigns to educational programs. Shoestring budgets and "cut and paste" efforts reinforce a negative image of the commercial district. Instead, concentrate on quality projects over quantity.

Change: Skeptics turn into believers and attitudes on Main Street will turn around. At first, almost no one believes Main Street can really turn around. Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

Implementation: To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures, and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

Civic Trust, England

The Civic Trust of England and Wales is a charitable organization founded in 1957. Its prime purpose is to improve the quality of new and historic buildings and public spaces, and to help improve the general quality of urban life.



Figure 67: Civic Trust Award plaque on the Severn Bridge
Source: http://en.wikipedia.org/wiki/Civic_Trust, March 2006

The trust supports a national network of Civic Societies, which are local groups in which volunteer members participate in efforts to improve their surroundings. It runs the Civic Trust Regeneration Unit, which works for urban and neighborhood renewal. It runs campaigns in order to influence or change thinking on civic matters, and sometimes to change government policy. The Trust claims some responsibility for the passing of the acts under which conservation areas exist in Britain today. The Civic Trust provides incentives for best practice through the Civic Trust Awards. It provides awards for well managed public parks in the Green Flag Awards. It coordinates the European Heritage Open Days. The trust operates from two main offices, in London and Liverpool. (http://en.wikipedia.org/wiki/Civic_Trust, accessed March 2006).

Civic Societies

The Civic Trust is the national umbrella body for 850 Civic Societies. Representing 250,000 people Civic Societies are voluntary organizations promoting high standards of planning, conservation and regeneration for the benefit of their local community. They also undertake practical projects, including restoring old buildings, improving the quality of public places and finding solutions to traffic problems.

Civic Societies have a formal role as community watchdogs commenting on planning applications for new buildings and developments and guarding against unsympathetic changes to Conservation Areas and historic buildings.

By pooling the resources of Civic Societies the Trust has campaigned successfully on issues such as reusing derelict land, reducing the damage done by heavy lorries and safeguarding the vitality of our towns and villages. (<http://www.civictrust.org.uk/csocs/index.shtml>, accessed March, 2006).

About the Civic Trust Regeneration Unit

CTRU pioneers, promotes and delivers regeneration initiatives. Working in partnership with local government, business, industry and the voluntary sector, CTRU has contributed to all the key areas of regeneration. Some 750 projects have been designed or supported by CTRU in inner city neighborhoods, housing estates, seaside towns, market towns, town and city centers, development areas and conservation areas. They have over 20 years experience in local regeneration, town centre revitalization, urban design, economic development, community engagement, training and capacity building. They have strong partnerships with all sectors at national, regional and local levels; the backing of government departments in key areas; and the commitment of leading private sector sponsors and partners. (<http://www.Civic trust.org.uk/regeneration/aboutctru.htm>, accessed March, 2006).

About Civic Champions

Civic champions are in fact extraordinary people doing extraordinary things on a voluntary basis in their community. Civic Champions is a unique skills and business development programme, run by the Civic Trust in East Anglia, for residents and volunteers who are passionate about the wellbeing of their community. Champions are running new buildings, have set up social enterprises, won funding, created jobs and are delivering services that their communities need. The Civic Trust has run the Champions programme over the last five years, initially as a national programme working with volunteers from across England. Over the last two years, they have run the programme at a countywide level. Consequently, alongside Champions developing their own personal and business skills, they have also created strong local networks, offering support, knowledge and information; Champions link into other existing networks so providing a huge resource that helps get things done!

The Civic Champions programme

The Champions they wish to work with are either:

- ❖ a person volunteering for a community or voluntary group or social enterprise

- ❖ an individual with a project idea and some local support

- ❖ an employee of a voluntary organization or social enterprise that employs less than three people.

In 2004 and 2005 the Civic Champions programme ran in Norfolk, Suffolk and Essex. They worked in partnership with Business Link for Norfolk, Business Link Suffolk, Business Link Essex and The Guild, a Norwich based Social Enterprise Development agency.

They are now developing a graduate programme for those existing champions who wish to focus their passion and skills on facilitation and "championing" champions - to help members of their communities to help themselves and by that create further employment opportunities and new enterprises to provide products and services their communities want. Details will be posted as soon as they are available.

Civic Champions are passionate and entrepreneurial people who want to create and sustain wealth in the communities where they live. By working in partnership with Business Links and other business support agencies they provide a programme that enables entrepreneurs to do what they are good at: create wealth and jobs, create and sustain new networks and share learning and practice so making real economic changes in the communities they live in. (<http://www.civictrust.org.uk/champs/about.shtml>, accessed March, 2006).

About The Civic Trust Awards

The Civic Trust Awards recognize the very best in architecture, urban design, landscaping and public art; they are awarded to projects of the highest quality design, but only if they are also judged to have made a positive contribution to the local environment and helped improve the places where they live. There are four categories of winners; Awards, for outstanding projects; Commendations, for projects that make a valuable contribution to the local environment; Mentions, for projects which have a particular cultural, social or economic benefit; and Special Awards, for projects which are outstanding in particular ways. The Civic Trust is a national charity which champions the value of good, inclusive design in the built environment; the Awards have been running since 1959. The Civic Trust Awards run on a two-year cycle. Projects in the countryside and county towns are awarded every second year. (<http://www.civictrust.org.uk/ctawards/aboutawards.shtml>, accessed March, 2006).

Festival marketplace

A festival marketplace is a concept of James W. Rouse and the Rouse Company in the United States to revitalize downtown areas in major cities in the late 20th century. Festival marketplaces were a leading downtown revitalization strategy in American cities during the 1970s and 1980s.

In the second half of the 20th century, Rouse and his company became major developers of suburban strip shopping centers and pioneered large shopping malls. In many cities, these were seen as escalating the failure of retail businesses and causing further deterioration of older, downtown core areas.

In the late 1970s, Rouse and his company, who had developed entire planned communities such as Columbia, Maryland, took on some of the inner-city dilemmas their earlier work had been accused of exacerbating. Studies had shown such areas were often perceived as both dirty and dangerous. In response, they developed the festival marketplace concept as a way to reverse the negative trends and attract both suburban residents and out-of-town visitors to the downtown areas.

A typical festival marketplace would include local involvement in the creation of a safe and trendy attraction intended to serve as a major catalyst for other redevelopment. Generally, a festival marketplace offers major restaurants, specialty retail shops, and an international food court. Often, there is an exciting nightlife with music, dancing and live entertainment. The more successful projects seemed to benefit from waterfront locations and secure parking. (http://en.wikipedia.org/wiki/Festival_marketplace, accessed March, 2005).

James W. Rouse

James Wilson Rouse (April 26, 1914 - April 9, 1996) was a pioneering American real estate developer, civic activist, and later, free-enterprise-based philanthropist. He was born in Easton, Maryland. He attended college and law school during the Great Depression; after graduating in 1937 he worked for the Federal Housing Administration and in 1939 he was a partner at a mortgage banking firm called the "Moss-Rouse Company", which would eventually become the Rouse Company.



Figure 68: Rouse on the August 24, 1981 cover of *TIME*.

Source: http://en.wikipedia.org/wiki/James_W._Rouse, March 2005



Figure 69: From left to right: Statues of Willard Rouse and James W. Rouse in Columbia, Maryland by artist William F. Duffy. Willard was James Rouse's nephew. Photo taken by Jeff Kubina. Source : http://en.wikipedia.org/wiki/James_W._Rouse, March 2005

After World War II he became involved in Baltimore, Maryland's efforts to rehabilitate its slums. This led to his participation in Dwight D. Eisenhower's National Housing Task Force starting in 1953. He introduced (or at least helped popularize) the term "urban renewal" to describe the series of recommendations made by that task force.

In 1958, Rouse built Harundale Mall in Glen Burnie, Maryland, the first enclosed shopping center east of the Mississippi River. His company coined the term "mall" to describe the development, which was an alternative to the more typical strip malls usually built in the suburbs. Although in retrospect, many attribute the rise of the shopping mall as a major contributor to the decline of the city downtown core, Rouse's focus at the time was on the introduction of malls as a form of town center for the suburbs.

In the 1960s Rouse turned his focus on planned communities; his crowning achievement during that decade was Columbia, Maryland. Then, starting in the mid-1970s and continuing into the 1980s he shifted focus to what he ended up calling the "festival marketplace"; of which the Faneuil Hall Marketplace was the first and most successful example. Completed in 1976, the Faneuil Hall Marketplace (comprising Quincy Market and other spaces adjacent to Boston's Faneuil Hall) was

designed by architect Benjamin C. Thompson (see below) , and was a financial success, an act of historic preservation, and an anchor for urban revitalization. However, at its inception, it was considered a highly risky venture, and many critics felt it was doomed to fail. Rouse's innovative business vision looked obvious in retrospect, but it was a bold and controversial move with few friends at the outset.

Other examples of Rouse Company developments include South Street Seaport in New York City, Market East in Philadelphia, Pennsylvania, Harborplace in Baltimore, Maryland, Waterside in Norfolk, Virginia, St. Louis Union Station in St. Louis, Missouri, Downtown Portland's Pioneer Place, and the River walk of New Orleans. This focus led TIME magazine to call him "the man who made cities fun again."

After forty years at the Rouse Company, he retired in 1979. Soon afterwards, he and his wife founded the Enterprise Foundation, a not-for-profit foundation funded in part by a for-profit subsidiary, The Enterprise Community Partners, Inc., and focused on seeding partnerships with community developers that address the need for affordable housing and associated social services for poor neighborhoods. ([http://en.wikipedia.org/wiki/ James_W._Rouse](http://en.wikipedia.org/wiki/James_W._Rouse), accessed March, 2005).

Benjamin C. Thompson

Benjamin C. Thompson (July 3, 1918 – August 21, 2002) was an American architect who began his career as an architect in 1946 when he convinced Walter Gropius to form The Architects' Collaborative with himself and four Yale classmates. Thomson's interest in modernism, however, was balanced by appreciation of older architecture. In the late 1950s he renovated Harvard Yard's historic dormitories by updating their interior arrangements without visible exterior effect. Shortly thereafter he persuaded Harvard to remodel Boylston Hall (built 1857) rather than demolish it.

Thompson also taught architecture at Harvard University, and served as Department Chairman 1964-1968 , during which time (in 1966) he published a seminal essay entitled "Visual Squalor and Social Disorder," in which he argued for an urban architecture that would encourage, rather than discourage, joy and social life. To this end, in 1967 he proposed reviving Boston's historic markets with food stalls, cafes, restaurants, and pushcarts.

He is probably best known for a series of collaborations with the developer James W. Rouse, including the Faneuil Hall Marketplace (1976), Harborplace (1980), South Street Seaport (1985), Bayside Marketplace in Miami (1987), and Jacksonville Landing in Jacksonville, Florida (1987). (http://en.wikipedia.org/wiki/Benjamin_C._Thompson, accessed March, 2005).

Rouse's festival marketplace concept was successful not only in his native US, but was also copied, with varying degrees of success, in London and

Paris as well. The following are some of the projects launched by Rouse and copied across the Atlantic:

- Faneuil Hall / Quincy Market in Boston, U.S.A.
 - South Street Seaport in New York City, U.S.A.
 - Harborplace in Baltimore, U.S.A.
 - Pike's Place Market, Seattle, Washington, U.S.A.
 - New Covent Garden Market, London
 - Les Halles, Paris
-
- **Faneuil Hall / Quincy Market in Boston, U.S.A.**

Faneuil Hall, near the waterfront and today's Government Center, in Boston, Massachusetts, in the United States, has been a marketplace and a meeting hall since 1742. It was the site of several speeches by Samuel Adams, James Otis, and others encouraging independence from Great Britain, and is now part of Boston National Historical Park and a well known stop on the Freedom Trail. It is sometimes referred to as "the Cradle of Liberty".

(http://en.wikipedia.org/wiki/Faneuil_Hall_Marketplace, accessed November, 2005).

History

The original Faneuil Hall was built by artist John Smibert in 1740–1742 in the style of an English country market, with an open ground floor and an assembly room above, and funded by a wealthy Boston merchant, Peter Faneuil. The ground floor was originally used to house African sheep brought over from the northwestern region of New Hampshire. The program was short lived however, due to a shortage of sheep and faulty reasoning behind the program in the first place.



Figure 70: Faneuil Hall in 1776
 Source : http://en.wikipedia.org/wiki/Faneuil_Hall_Marketplace, November 2005

The hall burned down in 1761, but was rebuilt in 1762. In 1806, the hall was greatly expanded by Charles Bulfinch, doubling its height and width and adding a third floor. Four new bays were added, to make seven in all; the open arcades were enclosed; and the cupola was moved to the opposite end of the building. Bulfinch applied Doric brick pilasters to the lower two floors, with Ionic pilasters on the third floor. This renovation added galleries around the assembly hall and increased its height. The building was entirely rebuilt in 1898–1899, of noncombustible materials. The ground floor and basement were altered in 1979. The Hall was restored again in 1992. The building is a National Historic Landmark and is on the National Register of Historic Places.



Figure 71: Faneuil Hall circa 1890-1906
Source: http://en.wikipedia.org/wiki/Faneuil_Hall_Marketplace, November 2005



Figure 72: Faneuil Hall today, east side
Source: http://en.wikipedia.org/wiki/Faneuil_Hall, November 2005

Faneuil Hall is now part of a larger festival marketplace, Faneuil Hall Marketplace, which includes three long granite buildings called North Market, Quincy Market, and South Market, and which now operates as an outdoor–indoor mall and food eatery. It was managed by The Rouse Company; its success in the late 1970s led to the emergence of similar marketplaces in other U.S. cities.



Figure 73: Quincy Market as it appeared in 1830.
Source: http://en.wikipedia.org/wiki/Quincy_Market, November 2005



Figure 74: Quincy Market, east side, 1987
Source: http://en.wikipedia.org/wiki/Quincy_Market, November 2005



Figure 75: North Market (left) and Quincy Market (right)
Source: http://en.wikipedia.org/wiki/Quincy_Market, November 2005



Figure 76: Quincy Market; Faneuil Hall can be seen behind, and South Market to left
Source: http://en.wikipedia.org/wiki/Quincy_Market, November 2005



Figure 77: Faneuil Hall Marketplace
Source: <http://www.faneuilhallmarketplace.com/opportunities5.html>, November 2005

- **South Street Seaport in New York City, U.S.A.**

From China clippers, Long Island Sound steamboats and trans-Atlantic cargo ships of the 17th and 18th century, to present day shops, restaurants and museums, the South Street Seaport has remained a key ingredient in the success of New York City.

Historically, this Seaport located on the East River dates back over 300 years to the 16th century. Throughout this time, the most important role of the South Street Seaport was its usage as a gateway to New York City. Through this gateway, goods were shipped to and from many parts of the country and all over the world. The active shipping industry of this East River port ignited the development and construction of new buildings, taverns and warehouses along the waterfront. Soon, this area became one of the most vital commercial centers in New York City.



Figure 78: A view of the South Street Seaport in New York with the Brooklyn, Manhattan, and Williamsburg bridges.
Source: http://en.wikipedia.org/wiki/South_Street_Seaport, November 2005

Nevertheless, during the mid 1860's South Street Seaport began to deteriorate. Many shipping lines left the port for larger ones located along the Hudson River. The once-thriving port had become abandoned, except for a couple of remaining shipping lines and the Fulton Fish Market. The area remained a relatively deserted seaport for many decades to follow.

It was during the 1960's, however, that lower Manhattan began to experience a fundamental change. The business district of the Wall Street area, also known as the "financial district", was expanding. With the expansion and growth of the financial district came new residential and commercial developments in lower Manhattan. The time had come for the revitalization of the complete lower Manhattan sector.

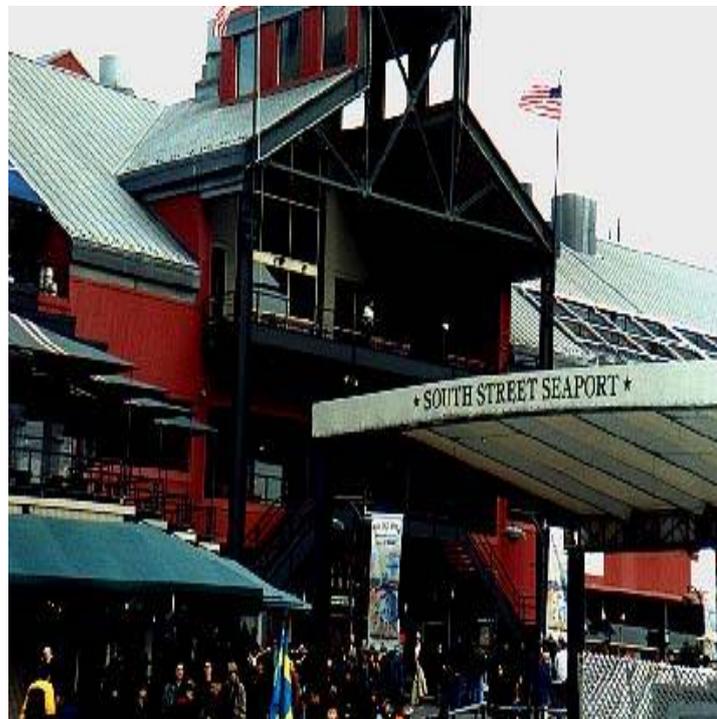


Figure 79: South Street Seaport

Source: <http://www.emich.edu/public/geo/557book/d365.southst.html>, November 2005

The Rouse Company of Columbia, Maryland became interested in including the South Street Seaport in the revitalization effort taking place in lower Manhattan. The goal of the revitalization of the seaport was to give the urbanites of Manhattan an escape from the city. The streets that originally ran through the seaport were closed off to all motorized traffic and then paved with cobblestones. This created an environment that welcomed the leisurely stroll of the pedestrian. The abandoned buildings and warehouses that were once important to this seaport became necessary once again. These historic buildings were renovated and quickly became occupied by numerous specialty shops and restaurants.



Figure 80: South Street Seaport
Source: <http://www.emich.edu/public/geo/557book/d365.southst.html>,
November 2005

Today, the South Street Seaport is bustling with just as much commercial and retail activity as it was, historically, with shipping activity. The South Street Seaport Museum opened in 1967 and has helped preserve the historic seaport district. Important parts of the museum include the historical buildings that line the streets and the ships, also known as the "Street of Ships", that are actually docked at the port.

The Pier 17 Pavilion has been constructed at the site of one of the fish market's oldest piers. The pier has since been reconstructed, allowing the three-story pavilion to extend into the East River. The Pier 17 Pavilion is filled with a variety of retail establishments and restaurants.

The Fulton Market Building was constructed in 1983. It is home to restaurants and private gathering facilities. The remainder of the building is presently being extensively renovated.

The revitalization of the South Street Seaport has resulted in a historic district filled with pieces of New York City's nautical past. The seaport creates the opportunity to catch a glimpse of what the city was like years ago and to interact with actual pieces of history. The South Street Seaport is alive with the bustling activity of urbanites, tourists and commerce once again. (<http://www.emich.edu/public/geo/557book/d365.southst.html>, accessed November, 2005).

- **Inner Harbor / Harborplace in Baltimore, U.S.A.**

During the 1700s and early 1800's, Cheapside Wharf, named after Cheapside in London, a principal mercantile district, was the bustling center of Baltimore. Shipping agents, ships' chandlers, grocers, copper and tin manufacturers, carriers and furniture makers lined the streets creating a seaside commercial district. In 1904, the Great Baltimore Fire destroyed more than 140 acres of prime business land. Many merchants were ruined and could not afford to rebuild.

By the 1950's the Inner Harbor was decimated. Derelict warehouses stood as a testament to a once thriving commercial center. Abandoned cars were found along deserted streets. The area's population consisted of toothless winos and rats. The rest of the city fared no better. There were overcrowded and deteriorating neighborhoods and the downtown was losing its focus as a retail center. According to the Baltimore Harbor Book "It was perceived as a city with a great past and no future, and if you made it you were moving to New York or Philadelphia or Chicago."

The final straw was the closing of O'Neill's Department store in 1954. Concerned over the disinvestment in the city, J. Jefferson Miller, then executive vice president of the Hecht. Co. and director of the Retail Merchants Association persuaded the group to look into what other cities were doing to cope with similar problems. The conclusion: merchants, by themselves, could not bring about a turnaround. The same year the group formed a Committee for Downtown and recruited members from utilities, banks and other property owners.

Concurrently, a group of 100 executives formed the Greater Baltimore Committee. Together, the Greater Baltimore Committee and the Committee for Downtown agreed that downtown revitalization was a top priority. In 1956 the Greater Baltimore Committee created a wholly owned subsidiary, the Planning Council, which was financially supported by contributions from the parent organization and the Committee for Downtown. The Planning Council secured the service of David Wallace, a nationally known planner and architect. His mission: to develop comprehensive study and plan for downtown.

Revitalization has begun

The first effort was Charles Center, an office development on a 33-acre parcel between the existing retail and financial districts. The project was intended to be a dramatic step that would reverse the downward spiral of Baltimore's downtown. In 1959, the City Council adopted Charles Center as an official urban renewal plan.

The plan's adoption effectively made the downtown business community and city government partners in the revitalization efforts. To formalize the relationship the partners formed the Charles Center Management Office led by J. Jefferson Miller. Through the management office the city could combine the flexibility of a private corporation with its powers to raise working capital and assemble land through eminent domain.

In 1963, with construction of the Charles Center well underway, then Mayor Theodore R. McKeldin, Jr. proposed an even more ambitious plan: the redevelopment of 240 acres adjacent to the Charles Center location. The Planning Council again looked toward the expertise of David Wallace. This time, however, the funding was provided through a three-way partnership between the City, the Greater Baltimore Committee, and the Committee for Downtown. This three-way collaboration was key in bringing federal urban renewal funding to the cause.

In 1964, David Wallace produced a plan that provided the basic guidance for a 30 year, \$260 million effort to redevelop the harbor's edge. The key: bring the public to the water's edge. The problem: the public was not accustomed to visiting the harbor. Waterfronts were virtually ignored because of their history as commercial centers and proposals were often made to turn them into to be highways.

Knowing that the plan would cause skepticism among Baltimore residents, the Greater Baltimore Committee launched a successful public education campaign. Later that year voters approved \$2 million in bonds to finance the first steps in the redevelopment of the Inner Harbor.

The first of the Inner Harbor attractions was the restored U.S.F. Constellation, the oldest ship in the U.S. Navy. The ship was placed at the newly rebuilt Pier I in 1972. Baltimore City officials planned special events to draw people to the district. In 1973 the City Fair, an annual September celebration that continues today, was moved to the Inner Harbor. Residents began to feel the pride of the City's accomplishments.

In 1976 during the nation's bicentennial celebration, Baltimore took an opportunity to showcase its revitalization efforts to the country. The City hosted the Tall Ships, replicas of early sailing vessels. People from around the Midwest flocked to the Inner Harbor to see the spectacle and the future of the area as a regional attraction was sealed.

By this time much had been accomplished. The U.S.F.&G., one of Baltimore's tallest, was completed. The Christ Lutheran Harbor Apartments, the first new building in the Inner Harbor, were occupied. In 1976 the IBM building, the Maryland Science Center and the Harbor Campus of the Community College opened.

But the work had just begun. The City was only halfway through its 30-year plan and to finish turning the Inner Harbor vision into reality would still cost millions. Fortunately, during the 1970s the federal government was very supportive of innovative revitalization efforts and provided funding through Community Development Block Grants (CDBG) and Urban Development Action Grants (UDAG) and Baltimore accepted the help without question.

In 1977 Baltimore secured a \$10 million UDAG grant to assist in developing the area's first hotel. Baltimore loaned the money, together with a \$2 million settlement from an earlier hotel developer who pulled out, to the Hyatt chain. The City also constructed a \$4 million parking garage. Hyatt in turned agreed to repay

the loan at seven percent and pay a base rent plus 2/3's of the profits back to the city coffers. The Baltimore Hyatt is one of the most successful of the entire chain and the hotel bought out the City's interest in the 1980s.

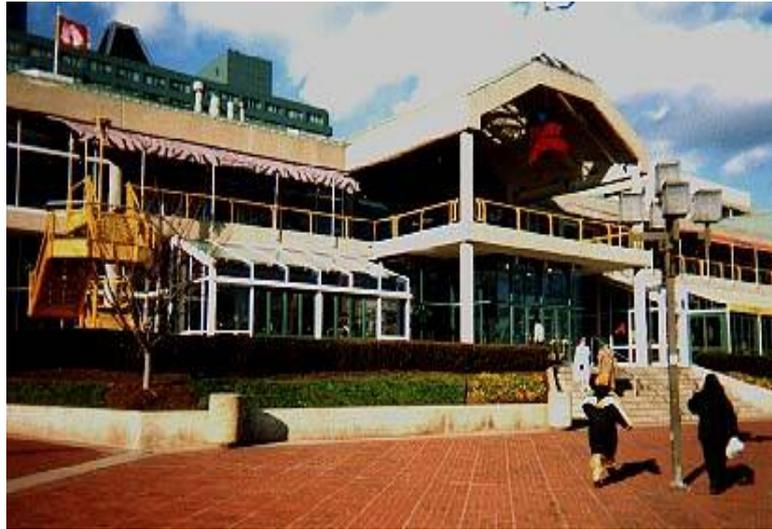


Figure 81: Harborplace in Baltimore

Source: <http://www.emich.edu/public/geo/557book/d370.innerharbor.html>, November, 2005

A decade after revitalization efforts began, the Rouse Company approached the city with a proposal to build two pavilions of shops and restaurants along the Inner Harbor promenade. Although the plan called for commercial development the Rouse proposal was met with public opposition. Baltimoreans feared that a large commercial development would eliminate their "open space" along the water's edge. Businesses in Little Italy and South Baltimore, two of the city's most stable neighborhoods, feared their shops would suffer. And Baltimore's African American population feared they would be frozen out of high-priced shops and restaurants.

To calm public concern, James Rouse committed to the inclusion of minority firms in the building of the pavilions, significantly minority hiring, high tax returns and careful attention to design. In 1978 the Harborplace proposal passed with 54 percent of voter approval. In July 2, 1980, the doors opened to a record noontime crowd of over 50,000. (<http://www.emich.edu/public/geo/557book/d370.innerharbor.html>, accessed November, 2005).

Harborplace is a festival marketplace in Baltimore, Maryland, that opened in 1980 as a centerpiece of the revival of downtown Baltimore. As its name suggests, it is located on the Inner Harbor. (<http://en.wikipedia.org/wiki/Harborplace>, accessed November, 2005).



Figure 82: Baltimore's Harborplace
Source: <http://en.wikipedia.org/wiki/Harborplace>,
November, 2005

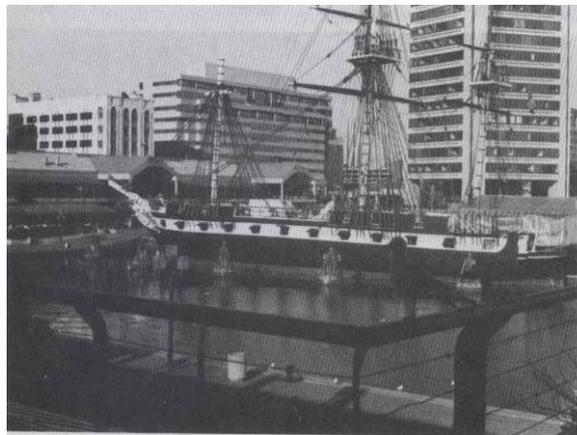


Figure 83: Baltimore's Inner Harbor
Source: Contemporary Urban Planning

Harborplace, designed by Benjamin C. Thompson and (as mentioned above) built by the developer James W. Rouse and The Rouse Company, is comprised of two 2-story pavilions, the Pratt Street Pavilion and the Light Street Pavilion. There is also a 4-story glass-enclosed building known as The Gallery at Harborplace, which opened in the late 1980s. Each of these buildings contains stores and restaurants.

Many of the stores sell merchandise specific to Baltimore or the state of Maryland, such as blue crab products, Baltimore Orioles and Ravens merchandise, and University of Maryland Terrapins clothing.

- **Pike's Place Market in Seattle, U.S.A.**

Since the early 1950s cities have been struggling to revitalize their downtown areas. The form of revitalization chosen by many cities during this period was the development of downtown retail centers. One city that has used retail business to revitalize downtown is Seattle, Washington. Unlike other cities Seattle has revitalized downtown by preserving a historic market rather than creating something new.

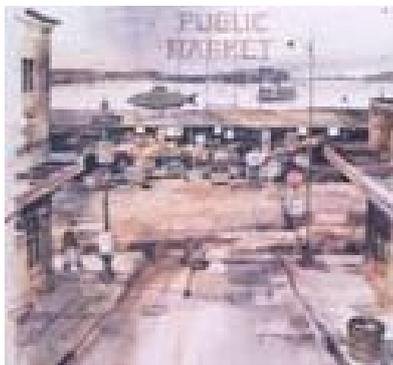


Figure 84: In November 1907 the Goodwin brothers built the first Market Arcade that housed 70 farmers under cover in stalls rented by the day.
Source: <http://www.theus50.com/washington/sponsor2.shtml>, November 2005



Figure 85: Seattle's Pike Place Market was established on 08/17/1907 as an experiment for farmers, who were being gouged by the middleman, to sell directly to the consumer.
Source: <http://www.theus50.com/washington/sponsor2.shtml>, November 2005

In 1907 Seattle's City Council designated an area on the coast referred to as Pike Place as a public market area. This market gave farmers an opportunity to sell their crops in the downtown. The market became an instant success and it grew rapidly. By 1917 much of the market as it is today was constructed. The construction during this time produced the Economy Market, Corner Market, Sanitary Market, and it finished off the lower levels of the Main Market. The market continued to prosper until World War II. During the W.W.II era business declined at Pike Place. The market lost half of its farmers when the Pearl Harbor attack led to the immurement of the Japanese and in 1941 the Sanitary Market was almost completely destroyed by fire. After the war the market struggled to regain its pre-war popularity. The people were no longer interested in farming, industry was taking over farmland, and the new supermarkets were attracting the consumers.

During the 1960s the number of consumer's shopping at the market reached an all time low. In 1963 a plan was created to demolish the market and create a new modern "Pike Plaza". This plan called for office towers, apartments, a parking structure, and a small up-to-date market. The citizen's of Seattle let it be known that they were strongly opposed to the redevelopment of the market. A group of those opposed formed the group "Friends of the Market". The leader of this group was University of Washington professor of architecture Victor Steinbrueck. Steinbrueck and his friends worked to get the market issue on the November 1971 ballot. The "Friends of the Market" succeeded in getting the issue on the ballot and they were awarded with a 60% vote from residents to preserve the Pike Place Market.

The passage of the issue created a 7-acre National Register of Historic Places and local market historic district and commission. The win also created the non-profit Preservation and Development Authority (PDA) whose job was to restore and govern the market. The PDA was given 10 years and \$150 million dollars of both private and public funds to restore and revitalize the market. One of the reasons that the Pike Place Market has been so successful is that the restoration and use of the market was very strictly laid out. The city created an ordinance that protected the structure from demolition and protected the character of the market. The ordinance stated that if a structural material needed to be replaced it should be replaced with a material of the same quality as the original material and it stated that a product must either be made or grown by the vendor to be sold at the market. The result as stated by George Bartholick, the principle architect of the market's restoration, is that: "This project, in contrast to most architectural work, was similar to restoration of a mountain meadow: If the work is done well, no one is aware of the presence of new hands". These provisions have helped to create the vital and bustling Pike Place Market of today.



Figure 86: Pike to Virginia Street, on Pike Place, Seattle, WA
Source: http://www.pps.org/gps/one?public_place_id=101,
November 2005

Another reason the Pike Place Market has been so successful is because it has been preserved as a place where people of all income levels can live and shop. Fresh fish and flowers, fruits and vegetables are offered by an assortment of vendors in this authentic farmers market. “Salty air, roasted coffee and fresh-baked bread are among the aromas that fill the air as an ever-present throng of people, made up of meandering tourists and purposeful locals, work their way through a hodgepodge of stalls stocked with just-caught fish and artistically arranged produce.”



Figure 87: Seattle's Pike Place market is world-famous for its fresh seafood and produce
Source: <http://seattle.about.com/cs/photogallery/1/blphotomarket.htm>, November 2005

From its beginning more than 90 years ago it has always been a place where small local farmers and crafts people can sell their goods, including pottery, jewelry, clothing and Northwest-oriented wares. The streets and sidewalks of the market are a bustling, energetic place where shoppers, vendors, tourists, bums and street musicians create an inviting atmosphere. The result of the restoration and preservation of Pike Place Market was, to say the least, successful. Today, the market has become a "pedestrian-friendly neighborhood right in the heart of the city". (<http://www.emich.edu/public/geo/557book/d340.pikeplace.html>, accessed November, 2005).



Figure 88: Farmers and craft vendors still rent stalls by the day to sell farm fresh produce and their hand made crafts. The 'Meet the Producer' concept is alive and well.

Source : <http://www.theus50.com/washington/sponsor2.shtml>, November 2006

FESTIVAL MARKETPLACES ACROSS THE ATLANTIC

- **New Covent Garden Market in London, England**

New Covent Garden Market is a wholesale fruit, vegetable and flower market, known as 'London's Larder', located in Nine Elms between Vauxhall and Battersea, South West London, 10 minutes from the West End and the City. It is ideally placed to serve London with a full range of fresh produce and food services such as: fruit, vegetables, flowers, plants, cheese, lobsters and crabs, smoked salmon, gourmet ingredients, ice and ice sculptures.

With over 250 companies on site employing over 2,500 people, New Covent Garden Market, covering a site of 56 acres (227,000 m²), is the largest wholesale market in the country.

The Market is run by a government agency, the Covent Garden Market Authority, set up in 1961 and charged with modernizing and overseeing the administration of the vegetable market which was considered strategically important as a wholesale food and flower market, providing ingredients for London's restaurants, schools, prisons, hospitals and other mass caterers.

The Market opened for the first time on November 11, 1974, construction having started in 1971 on the site of the former Nine Elms Locomotive Works. The Market is so called because it transferred directly from its previous location at Covent Garden in central London. (http://en.wikipedia.org/wiki/New_Covent_Garden_Market, accessed November, 2005)



Figure 89: New Covent Garden Market

Source: <http://www.britishcouncil.org/environmentuk/agencies.htm>,
November 2005

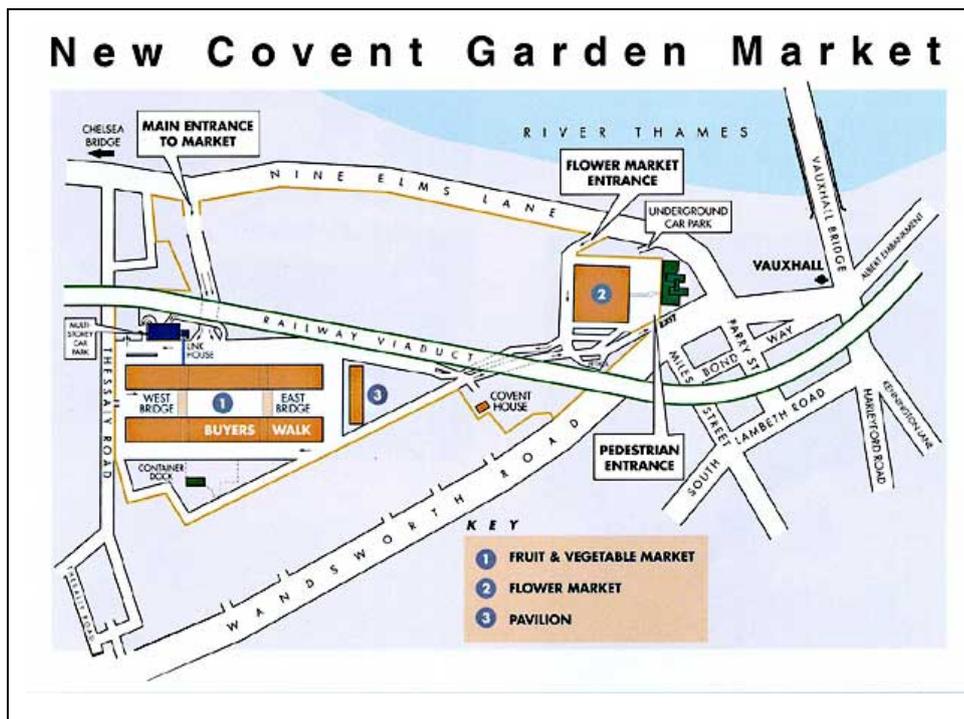
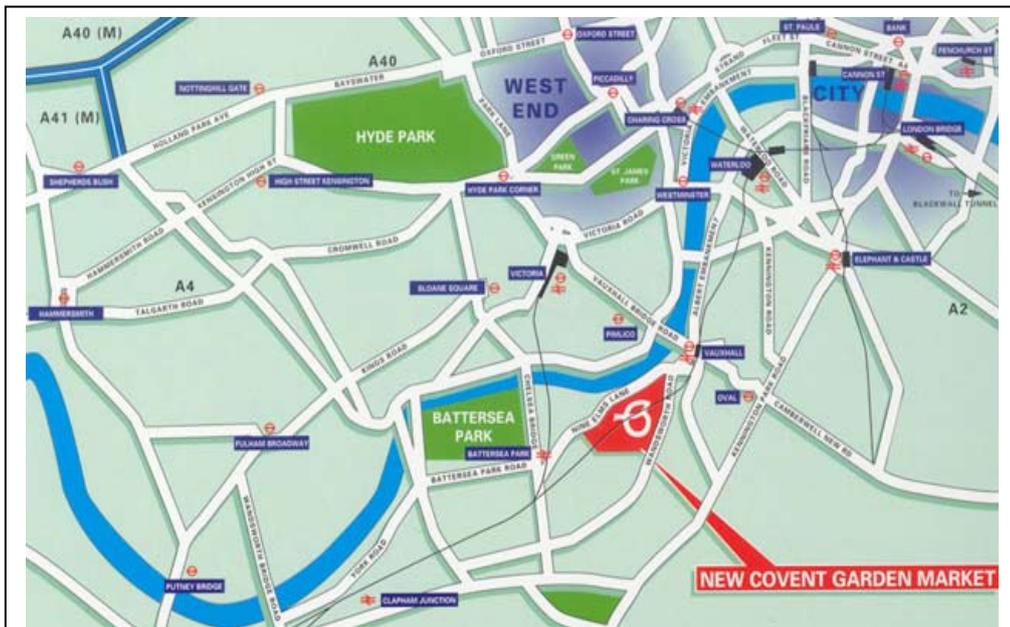


Figure 90: New Covent Garden Market
 Source: <http://www.britishcouncil.org/environmentuk/agencies.htm>,
 November 2005

New Covent Garden Market: Background Information

The Larder of London - the source for fruit, vegetables, flowers, plants and all catering needs

When? Monday to Friday 03.00 to 11.00: Saturday 04.00 to 10.00

Who? Fruit & Vegetable wholesalers, Flower wholesalers Importers
Catering Distributors Other and Food Services

Facts and figures:

- ❖ The Market moved to Vauxhall, Nine Elms in 1974
- ❖ It covers 56 acres (22.7 hectares), has 250 companies employing 2,500 people
- ❖ Some 4,500 vehicles enter daily, rising to 7,000 at peak times

The Fruit & Vegetable Market:

- ❖ 160 different types of fruit and 180 varieties of vegetables.
- ❖ Prices are set on a free market basis in response to supply and demand.
- ❖ Traders sell both on commission and bought 'firm' by themselves.

The Flower Market:

- ❖ The UK's only specialist flower market.
- ❖ Over 60 companies selling flowers, plants, foliage and sundries.
- ❖ Fresh daily deliveries from home and abroad.

Catering Distribution:

- ❖ The UK's largest concentration of catering distributors.
- ❖ Supplying hotels, restaurants, schools, prisons, hospitals in London, the South-East and beyond.
- ❖ With temperature controlled warehouses and vehicles as standard many companies offer second and even third deliveries.

Food Services:

cheese, gourmet ingredients, smoked salmon, ice and ice sculpture, lobsters, crabs, meat, organic produce, spring water, marquee-hire...No other market offers this range of services to the catering trade.

Covent Garden

Covent Garden is a district in London, England, located on the easternmost parts of the City of Westminster and the southwest corner of the London Borough of Camden. The area is dominated by shopping, street performers and entertainment facilities and contains an entrance to the Royal Opera House Covent Garden, which is also widely known simply as "Covent Garden", and the bustling Seven Dials area.



Figure 91: Covent Garden Market

Source: <http://www.coventgardenmarket.co.uk/navigation/welcome.htm>, December 2005

The area is bounded by High Holborn to the north, Kingsway to the east, the Strand to the south and Charing Cross Road to the west. Covent Garden Piazza is located in the geographical centre of the area and was the site of a flower, fruit and vegetable market. (http://en.wikipedia.org/wiki/Covent_Garden., Accessed 24 November 2005.)

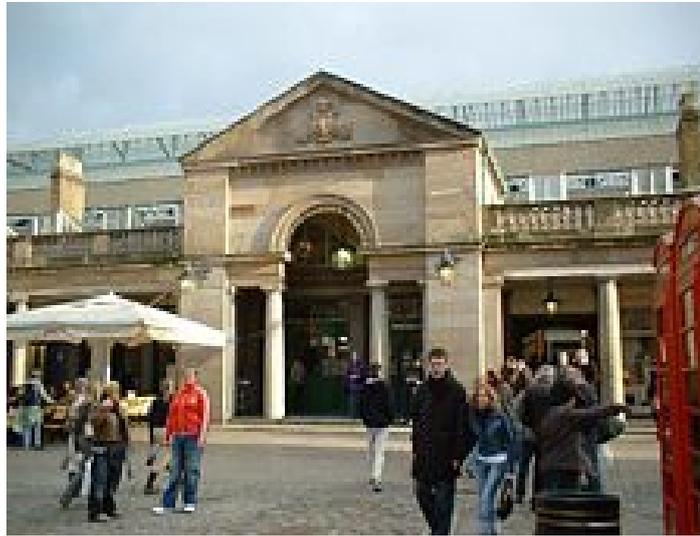


Figure 92: The exterior of Covent Garden market
Source: http://en.wikipedia.org/wiki/Covent_Garden.,
December 2005



Figure 93: The interior of Covent Garden Market
Source: http://en.wikipedia.org/wiki/Covent_Garden.,
December 2005



Figure 94: Covent Garden London, United Kingdom
 The best "festival marketplace" in the world.
 Source: http://www.pps.org/gps/one?public_place_id=652, December 2005

History

1600s to 1800s

Although dating back to the reign of King John (1199–1216), modern-day Covent Garden has its roots in the early 17th century when land ("the Convent's Garden") was redeveloped by Francis Russell, 4th Earl of Bedford. The area was designed by Inigo Jones, the first and greatest of English Renaissance architects. He was inspired by late 15th century and early 16th century planned market towns known as bastides (themselves modeled on Roman colonial towns by way of nearby monasteries, of which "Convent" Garden was one). The centerpiece of the project was an arcaded piazza. The church of St Paul's, Covent Garden stood at the centre of the western side of the piazza. A market, which was originally open air, occupied the centre of the piazza.

The area rapidly became a base for market traders, and following the Great Fire of London of 1666 which destroyed 'rival' markets towards the east of the city, the market became the most important in the country. Exotic items from around the world were carried on boats up the River Thames and sold on from Covent Garden. The first mention of a Punch and Judy show in Britain was recorded by diarist Samuel Pepys, who saw such a show in the square in May 1662. Today Covent Garden is the only part of London licensed for street entertainment with performers having to undertake auditions for the Market's management and representatives of the performers' union and signing up to timetabled slots. In 1830 a grand building reminiscent of the Roman baths such as those found in Bath was built to provide a more permanent trading centre.

Modern day period

By the end of the 1960s, traffic congestion in the surrounding area had reached such a level that the use of the square as a market, which required increasingly large lorries for deliveries and distribution, was becoming unsustainable. The whole area was threatened with complete redevelopment. Following a public outcry, in 1973 the Home Secretary, Robert Carr, gave dozens of buildings around the square listed building status, preventing redevelopment. The following year the market finally moved to a new site (called the New Covent Garden Market) about three miles south-west at Nine Elms. The square languished until its central building re-opened as a shopping centre and tourist attraction in 1980. Today the shops largely sell novelty items, though street performers can be seen almost every day of the year, both on the pitches within the market, and on the West and East Piazza's/James Street outside. More serious shoppers gravitate to Long Acre, which has a range of clothes shops and boutiques, and Neal Street, noted for its large number of shoe shops. London's Transport Museum and the rear entrance to the Royal Opera House are also located on the Piazza.

In August 2007, Covent Garden launched the UK's first-ever food Night Market. Fresh produce from over 35 different stalls included Neal's Yard's specialist cheeses, Spore Boys' mushroom sandwiches, Gourmet Candy Company, Ginger Pig sausages and Burnt Sugar fudge. The aim of the Night Market was to bring Covent Garden back to its roots as the Larder of London. Organizers are hoping to make it a permanent event in 2008 as part of a wider initiative to regenerate interest in the Covent Garden area.

Royal Opera House

In the 1960s an extension to the rear of the Royal Opera House had somewhat improved its facilities, but as time passed, it became clear that a major remodeling was needed. In 1975 the government gave adjacent land for the modernization, refurbishment and extension of the house and, by 1995, with the availability of National Lottery money, significant funds had been raised. A major reconstruction of the building took place between 1996 and 2000, involving the demolition of almost the whole site (except for the auditorium itself) including several adjacent buildings to make room for a major increase in the overall scale of the complex. In terms of volume, well over half of the complex is new.

The new opera house has greatly improved technical, rehearsal, office and educational facilities, a new studio theatre called the Linbury Theatre, and much more public space. The inclusion of the adjacent old Floral Hall, long a part of the old Covent Garden Market but in general disrepair for many years, into the actual opera house created a new and extensive public gathering place. The venue is now claimed by the ROH to be the most modern theatre facility in Europe.



Figure 95: The Floral Hall, now part of the Royal Opera House

Source: <http://www.coventgarden.org.uk>,
December 2005



Figure 96: A street performer in front of the Market

Source: <http://www.coventgarden.org.uk>, December
2005

The Covent Garden Community Association

Covent Garden, an area of around one hundred acres, lies between High Holborn, Shaftesbury Avenue, Strand, Kingsway and Charing Cross Road: The neighborhood is divided between Camden Council and The City of Westminster.

Covent Garden includes an unparalleled mix of facilities with twenty eight theatres, many specialist shops and enough lively pubs, clubs and restaurants to keep over eleven million tourists annually wined and dined and keen for a return visit. The neighborhood has over 6,000 residents and provides employment for over 60,000 people. Facilities include two primary schools, a public library, leisure, health and sports centers and gardens; it has the highest concentration of emergency hostel accommodation in London. (<http://www.coventgarden.org.uk/>, accessed November, 2005).

The Covent Garden Community Association (CGCA), established in 1971, has worked for the long term survival of the social mix of Covent Garden and for improved facilities in the whole neighborhood, irrespective of borough boundaries.



Figure 97: Covent Garden Community Association's Carols by Candlelight will take place at St Paul's Church The Piazza, Covent Garden at 6.30 p.m. Thursday 16th December
Source: <http://www.coventgarden.org.uk.>, December 2005

The Covent Garden Community Association is the representative voice of the residents, the business community and working population of Covent Garden. It was founded in 1971 in response to the GLC's disastrous plans to redevelop the area. After a long and bitter struggle these plans were defeated and Covent Garden was saved from the bulldozers. Then began the uphill task of working out a plan that would take into account the needs of the residential community. The people that had lived in the area for many years, including second and third generation families,

needed useful, affordable shops, health care, safe streets, decent housing and recreational facilities.

Covent Garden would not still be here if it was not for the early work of the CGCA. All our lovely buildings, many of which are now listed, would have been demolished and the area turned into concrete and motorways. No one had planned where the resident population was supposed to go!

Despite the night life, shopping and tourist attractions, Covent Garden is a village in the heart of London. Around 6,000 people live in the area, including many young families and children.

The CGCA has instigated and/or campaigned for a number of projects over the years: The Seven Dials Housing Co-op, various tenants associations, Seven Dials Social and Community Centre, Covent Garden Area Trust, Phoenix community Garden, Pensioners Day Centre, Central London Law Centre, Jubilee Hall Sports Centre, Covent Garden Business Group, Covent Garden Community Trust, etc.

- **Les Halles in Paris, France**

Located in the 1st arrondissement in Paris, France, Les Halles is named after the large central wholesale marketplace that existed before it was demolished in 1971.

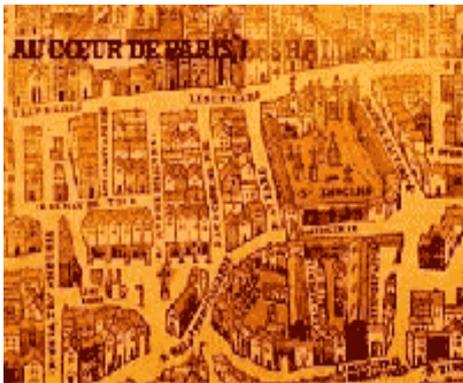


Figure 98: Les Halles in 16th century
Source: <http://en.forumdeshalles.com/vue/form/forumdeshallesuk/accueil/accueil.htm>, December 2005



Figure 99: Les Halles in 18th Century
Source : <http://en.forumdeshalles.com/vue/form/forumdeshallesuk/accueil/accueil.htm>, December 2005

History

Les Halles was the central marketplace of Paris commissioned by Louis VI le Gros in 1137. Merchants came from all over the country to sell their goods. In 1183, King Philippe II enlarged the marketplace and had permanent shelters constructed to house the merchants. In the late 1800's, Architect Victor Baltard was commissioned to construct 10 enormous glass pavilions. The successful center became known as the "stomach of Paris ". This success was not permanent.

By 1970, it could no longer compete with the new market economy. It was also in desperate need of repairs. As a result of these failures, Les Halles was demolished in 1971. Baltard's Art Nouveau Pavilions were razed much to the dismay of the public. The site remained an open pit and was considered a tremendous eyesore. In the 1960's the site was to become the point of convergence for a network of new underground express lines. Paris 's new railway hub, the Chatelet-Les-Halles, was completed in 1977. In the 1970's a partially underground, multiple story commercial shopping center was also being constructed. The Forum des Halles opened in 1979. Activity resumed, and Les Halles once again became a busy center. However, unsavory activities such as drug trafficking made the area unsafe after dark.



Figure 100: Les Halles in 19th century : Baltard's Pavillions

Source :

<http://courses.umass.edu/latour/2007/chandler/index.html>, January 2007

Project Description

Today, Les Halles is dominated by a modern shopping center, which is a spread over four subterranean levels. The department stores and boutiques frame an open air space that is sunken below street level. Gardens have been planted from the Eglise Saint-Eustache to the Centre Beaubourg. The Pavillion des Arts, a futuristic exposition hall, is located within the gardens. The exclusively pedestrian quarter is punctuated with fountains and sculptures. The Forum provides shopping in all seasons. Visitors can picnic and stroll in the gardens and the surrounding restaurants and cafés provide places to eat. Les Halles has something for everyone.



Figure 101: Looking down at Forum des Halles in 2005

Source: http://en.wikipedia.org/wiki/Les_Halles, January 2006

Significance and Critique

Les Halles is the largest commercial center in Paris. Although improved, the new Forum has been met with much disapproval from the public now that it is radically different from Baltard's Art Nouveau aesthetic. In response to the widespread disapproval, Mayor Delanoë held a contest for its reconstruction in 2004. David Mangin's design won. His plan includes replacing the gloomy interiors of the shopping center with an underground atrium that links the shops with the metro station beneath. His plan also reorganizes circulation, which consisted of a maze of staircases and escalators, by enlarging pedestrian walkways along the major boulevards in the area. It is notable that the open air center is located below street level. Having a main gathering space either above or below street level has proven detrimental to the success of many public spaces in cities. Take for instance Bryant Park, in New York City ; its lack of connection to the street made it an island of unsavory activity until it was redesigned. However, the open air space at Les Halles, despite being below street level, is bustling with activity. This success is due perhaps to the intensive programming of the space. It is a transportation, commercial, and artistic hub for both residents and tourists. It also serves as an essential connection to the city and an estimated 800,000 people use the underground metro station each day. (<http://courses.umass.edu/latour/2007/chandler/index.html>, accessed November, 2005).



Figure 102: The outside of the Forum des Halles today

Source: http://en.wikipedia.org/wiki/Les_Halles, January 2006



Figure 103: A plaza with moveable seating provides prospect over the central open air space which is surrounded by boutiques, restaurants, and cafes.

Source: <http://courses.umass.edu/latour/2007/chandler/index.html>, January 2007



Figure 104: Sculptures situated within the inner sunken courtyard of Les Halles

Source: <http://courses.umass.edu/latour/2007/chandler/index.html>, January 2007

Part II : An analysis of the above case studies and their potential application to the case of Pak Klong Talad

The relationship between heritage areas and tourism is essentially dynamic in nature, and may involve conflicting values. As mentioned elsewhere in this dissertation, the process should be managed in a sustainable way for the sake not only of present generations but for that of future generations as well. The principles underlying sustainable heritage tourism include the following:

- Providing a high-quality visitor experience (Australian Government, 2004).
- Ensuring an appropriate fit between community and the tourism industry, thereby ensuring that host communities benefit from the tourism (Pederson 2002)
- Resolving conflicts through the following means :
 - building consensus between the majority of stakeholders and developing mutually beneficial partnerships (Australian Government, 2004; Pederson, 2002).
 - maintaining open and effective communication among stakeholders with ambitious strategies, motivation for action, and a strong will to realize objectives together (Kafalakis 2002)

It is vital that all groups of stakeholders play an active role in heritage tourism management site and be empowered enough to be able to make contributions (Aas et al., 2005; Mattsson & Praesto, 2005; Timothy, 1999c). Unfortunately, in many parts of the modern world, this is still far from the norm in that minority groups, women and people who live in peripheral regions still exert very little control over their own circumstances, particularly where tourism is concerned, even when the industry is based on their own built and living cultural heritage. These issues have gained in prominence over the past few years, which in turn has given rise to what has come to be known as pro-poor tourism, which seeks to ensure that even the most marginalized and poorest segments of society benefit from tourism, rather than simply bear its burdens (Timothy & Boyd, 2006).

There is a need to refine these ideas further and to understand the various power relations at play in the planning and development of heritage tourism. It will become increasingly necessary to seek ways in which various stakeholders can become more involved in tourism planning and heritage conservation, especially the poor and the disenfranchised. In many cases, for example, the poor population and

even entire villages have been forced out of their traditional homes to make way for the growth of heritage tourism, one of the many issues that future research needs to address in an attempt to solve the problems associated with the exclusion of certain segments of the population (Timothy & Boyd, 2006).

Stakeholders

A stakeholder, as defined by Freeman (1984), is any individual or identifiable group affected by, or that can affect, the achievement of given objectives. Clearly, conflict can arise in the tourism development process from stakeholder groups with different interests and ideas about the cost and benefits of the development (Byrd, 1995; Ioannides, 1995; Markwick, 2000). Consequently, one aspect of stakeholder management that needs to be understood is the type of involvement the stakeholders will have in the tourism development process.

The differing interests of each stakeholder group must be understood for stakeholder involvement to have the greatest chance of success. Based on this understanding, planners can then find indicators of where groups stand and how they feel about a particular issue. Multiple techniques have been suggested to assist in understanding stakeholder interests, with Markwick (2000) suggesting the ideas of *stakeholder mapping*, which De Lopez (2001) utilized for a conservation project.

Broadly speaking, the stakeholders in any potential heritage tourism project involving Pak Klong Talad can be categorized as follows:

Local Stakeholders: These would include shop owners, stall owners, landlords, and ladies, buyers, customers, members of the community, including temples, schools, government offices in the vicinity of the market, as well as members of neighboring communities.

Official Stakeholders: These would include official organizations such as the Bangkok Metropolitan Administration (BMA) and the Tourism Authority of Thailand (TAT), the Ministry of Tourism and Sports, and the Ministry of Culture, which to varying degrees have the power to affect and implement policy.

Peripheral Stakeholders: These would include organizations that possess the necessary historical, cultural, and artistic expertise with regard to the conservation of heritage tourism sites. Here the potential stakeholders might include Silpakorn University (e.g. the Faculty of Architecture), The Department of Fine Arts, Siam Society and similar institutions of higher learning with expertise in the aforementioned areas.

As mentioned at the beginning of this chapter, the project to conserve Pak Klong Talad project has not been accomplished due to several problems and obstacles : a lack of clearly-defined criteria, a lack of determination with regard to conservation and development, and a lack of recognition on the part of the community and stakeholders, for instance.

Heritage Conservation in Thailand: The Missing Pieces

There are a number of lessons to be learned from the case studies cited above that could in theory be applied to the case of Pak Klong Talad ; equally, however, there are a number of reasons why such projects as Main Street USA would not be as successful within a Thai context. These reasons need to be examined in greater detail.

Some of the following aspects of the National Trust's mission, for example, could – in theory -- work here in Thailand, while others would not so well. Such an organization could prove invaluable, for instance, in helping “local groups save historic buildings and neighborhoods by providing the technical know-how and financial assistance they need.” The Trust already does a great deal to promote the notion of preservation and how it can help revitalize downtown areas and commercial districts (such as Pak Klong Talad for instance). It is also involved in raising awareness of heritage conservation by teaching people about the tangible benefits of preservation through workshops and other educational programs, its web site, and a magazine dedicated to conservation in all its aspects called, appropriately enough, *Preservation*. Certainly, this is one of the main lessons to be learned from the National Trust ; the importance of raising awareness with regard to the conservation of heritage sites, and the benefits to be derived by conserving them. As yet, however, Thailand does not have such an organization and is in dire need of one such agency to deal with a wide range of issues relating to conservation, particularly the legal aspects. As mentioned earlier, the National Trust works on Capitol Hill and in state legislatures and city halls to encourage the adoption of laws and policies that support local preservation work, and is willing to go to court to ensure that preservation laws are upheld.

The lesson here is twofold : that Thailand needs such an organization to ensure that conservation policies are adopted and adhered to, and one that has the political will and legal muscle to fight developers, who are easily able to exploit loopholes in Thai law and turn them to their advantage (a situation which is facilitated by the loose interpretation of property laws in this country and straightforward corruption). At least initially, the Trust was supported by several federal agencies, including the Department of Housing and Urban Development, National Endowment for the Arts, Department of Transportation, Economic Development Administration, Small Business Administration, and Farmers' Home Administration. If Thailand could gain the backing of such a wide range of agencies, then the conservation of heritage sites in this country would be in a much stronger position. Failing such backing, however, Thai conservationists need to work with existing stakeholders on the ground and, more importantly, to concentrate on

persuading those stakeholders closest to potential heritage sites (local residents, shop owners, vendors etc.) of the all-round benefits of conservation within their neighborhoods.

A lesson that *can* be adopted to the Pak Klong Talad project is the way the Trust approached the need for conservation and renewal in downtown areas, particularly with regard to needs assessment. For instance, each of the three downtown communities chosen for the initial project were analyzed in terms of its assets and needs. These yielded detailed architectural and economic profiles, conducted by consultants under the direction of the Trust, which then served as the basis for design improvements and economic revitalization strategies that would make it feasible to rehabilitate and reuse historic downtown buildings. This approach has already been adopted in this country, but perhaps lacks the vital ingredient of oversight and management which the Trust put in place from the very outset by hiring a full-time Main Street program manager for each community. The program manager's role was to serve as an advocate for each downtown area ; to coordinate project activities; and to convince merchants, property owners, and city officials to spend funds that would create long-term benefits. The overall result, therefore, was that the three program managers served as catalysts for change. This of course has a number of implications for the management of the Pak Klong Talad project as well, which will be discussed in further detail in Chapter 8 .

Although the Civic Trust of England and Wales was founded earlier than the National Trust in the USA (in 1957 in fact) , its main mission is the same : to improve the quality of new and historic buildings and public spaces, and to help improve the general quality of urban life. Like its American counterpart, the Trust supports a national network of Civic Societies, which consist of local groups in which volunteer members participate in an effort to improve their surroundings. In addition, it also operates the Civic Trust Regeneration Unit, which works for urban and neighborhood renewal and runs campaigns in order to influence or change thinking on civic matters, and sometimes to change government policy. In this regard, the Trust claims some responsibility for the passing of the acts under which conservation areas exist in Britain today. Finally, it provides incentives for best practice through the Civic Trust Awards, an idea that could be adopted on the Pak Klong Talad project (see Chapter 8). Again, it is the kind of organization that Thailand sorely lacks, in that it has been responsible for passing important legislation that has affected the conservation of historic monuments and heritage sites in England and Wales in a positive manner. Its mission, however, like the four-point approach and the Eight Principles of the National Trust, should provide a model for an integrated approach to heritage conservation in this country as well.

As for the notion of the "festival marketplace" as conceived of by Rouse, there are elements of his approach that are worthy of emulation in a Thai context, but also some aspects to his approach that would prove controversial and unworkable. The fact that he took the human dimension of development into account is both laudable and applicable to a Thai social context such as Pak Klong Talad. This can be said of the principles underlying his vision of inner-city rejuvenation, regarding which he once made the following remark : "There is a real

need for residential development,” he said, “in which there is a strong sense of community; a need to feed into the city some of the atmosphere and pace of the small town and village; a need to create a community which can meet as many as possible of the needs of the people who live there; which can bring these people into natural contact with one another; which can produce out of these relationships a spirit and feeling of neighborliness and a rich sense of belonging to a community.” Similar goals have been noted by this researcher in the context of the conservation and rejuvenation of Pak Klong Talad as well. His first major project, Faneuil Hall Marketplace, completed in 1976, was “a financial success, an act of historic preservation, and an anchor for urban revitalization.” Despite such a laudable outcome, this kind of success cannot necessarily be copied within a Thai milieu, however, since Rouse was a unique individual, a millionaire businessman with a vision, and with access to the huge amounts of capital needed to refurbish run-down areas of historic interest. There is also the question of authenticity ; many such projects, such as the urban renewal of Les Halles in Paris for example, the original design of which met with a great deal of resistance due to its futuristic design (which failed to take into account the nostalgia of Parisians (and visitors) for all things Art Nouveau). Nevertheless, the new design by David Mangin is a masterpiece of urban planning due to “..... to the intensive programming of the space. It is a transportation, commercial, and artistic hub for both residents and tourists. It also serves as an essential connection to the city and an estimated 800,000 people use the underground metro station each day.” A similar holistic approach would need to be undertaken with regard to the Pak Klong Talad project as well, one that would take into account ease of access for traffic (including delivery trucks), sufficient parking space (possibly in the form of underground car parks should these prove feasible both from an engineering and financial point of view), as well as traffic-free pedestrian areas.

The researcher will revisit some of these issues in the following chapter (Conclusion and Recommendations) not merely within the context of the Pak Klong Talad project, but in the context of conservation in general, and in particular the current state of the conservation of both historic monuments and living heritage sites in the Kingdom of Thailand, and its potential future.

Summary

In Chapter 7, the researcher briefly outlined the number of problems and obstacles facing the Pak Klong Talad sub-project, including a lack of clearly defined criteria, a lack of determination with regard to conservation and development, and a lack of recognition on the part of the community and stakeholders. In this context, therefore, it was deemed advisable to examine a several outstanding case studies from the US, specifically the Main Street Program, U.S.A., the Festival Marketplaces in the US and other countries, the National Trust in the US, and the Civic Trust in the UK. The study then proceeded to analyze to determine the factors underlying their success and how the lessons to be learned from such case studies to the Pak Klong Talad sub-project.

In the final chapter of this dissertation, the researcher will summarize the project to develop and revitalize Pak Klong Talad, revisit the research questions with a view to making a number of recommendations regarding the project and its future, as well as providing potential guidelines for ensuring the sustainable development of other living heritage sites in this country. In addition, recommendations will also be made for further research in this area that might prove of benefit not only to the conservation of Pak Klong Talad itself, but to heritage conservation in Thailand in general as well.

Chapter 8

Conclusion and Recommendations

The final chapter of this dissertation will present an overview of the project to develop and rejuvenate Pak Klong Talad, revisit the research questions with a view to making a number of recommendations regarding the project and its future, as well as providing potential guidelines for ensuring the sustainable development of other living heritage sites in this country. In addition, recommendations will also be made for further research in this area that might prove of benefit not only to the conservation of Pak Klong Talad itself, but to heritage conservation in Thailand in general as well.

The Pak Klong Talad Project: Underlying Principles

The following consists of a set of guidelines that are not only relevant to heritage tourist sites in general, but to the Pak Klong Talad project in particular, perhaps the most important of which are the guidelines that are set forth for community engagement and sustainable development.

Guidelines relevant to visitors' impact on the area:

- It is important that visitors' impact on the area (undesirable changes- risks) be monitored and evaluated on a constant basis and that the way in which this impact will be managed be identified.

- In addition, the means of controlling and regulating seasonal and geographic flow patterns need to be outlined according to the carrying capacity of specific assets or designated areas.

- A plan for visitor management must be adopted based on the idea of Limits of Acceptable Change (LAC) or newer techniques such as the Visitor Experience and Resource Protection Process (VERP). This would involve the following steps:
 - I. Determination of objectives derived from the concerns of management authorities and stakeholders.

- II. formulation of a set of performance indicators based on the goals (loss/deterioration of assets, visual intrusion by modern or incompatible additions, number of visitors per month, per day and per hour, visitor satisfaction, availability of visitor facilities).

The above guidelines are particularly important in the case of Pak Klong Talad since it is still a busy market that attracts local Thais – both wholesalers and retail shoppers. Hence, ensuring ease of access for both Thai shoppers and overseas tourists, and ensuring as far as possible that the one group does not interfere with the flow of the other is paramount (this involves the effective flow of both human *and* vehicular traffic).

Guidelines relevant to community engagement:

– As stated elsewhere in this dissertation, it is necessary to develop beneficial partnerships in order to maintain both the environment and the local culture (i.e. the cultural value) of the site in question, in this case Pak Klong Talad. This saves time and money, helps managers understand local cultures and identify problems, and provides useful input in the implementation of the development plan for the heritage tourism site in question. The key steps to developing such partnerships are as follows:

- I. To identify stakeholders (the partners who are or should be involved, local residents, cultural heritage agencies, local and regional government, investors, tourist agencies, etc.) as already noted in Chapter 7 (also see (IV) below).
- II. To decide when and how stakeholders should be consulted and involved.
- III. To develop a mutual understanding of the issues involved.
- IV. To develop communication: to determine the best way to maintain, maximize and improve communication between stakeholders with different interests. As defined in Chapter 7, the parties directly involved in the project consist of local stakeholders (shop owners, stall owners, landlords, landladies, buyers, customers, members of the community, including temples, schools, government offices in the vicinity of the market, as well as members of neighboring communities), official stakeholders (such as the BMA and the TAT, the Ministry of Tourism and Sports, and the Ministry of Culture), as well as so-called peripheral

stakeholders, who would act in an advisory capacity to the other stakeholders (e.g. the Faculty of Architecture at Silpakorn University, The Department of Fine Arts, the Siam Society and so on).

- V. To implement training and capacity building: enhancing the skills and additional capacity needed to participate and play an effective role in decision-making and the implementation of the plan.

– Outlining means of maximizing community engagement in developing heritage tourism and maintaining heritage assets.

It is also vital that case studies in various countries be examined (as was done in Chapter 7) to prove the engagement of partnerships in promoting a wide range of tourism-related activities such as marketing, the provision of services, promoting transportation, and collaborative projects for the protection, regeneration and promotion of historic heritage sites.

With regard to the concept of sustainability, the objectives of sustainable tourism are (Pearce, *et al.* 1996) as follows:

To improve the material and immaterial welfare of the community.

To maintain inter-generation and inner-generation equality.

To protect biological diversity and take care of ecological systems.

To ensure cultural the integrity and social compatibility of the community.

It is misleading to think that tourism is merely the prerogative of the private sector since some aspects of the tourism industry, such as the dissemination of information and infrastructure are mostly the direct responsibility of the public sector (i.e. local government). In addition, several non-profit organizations and volunteer groups can influence tourism through their activities (environmental protection) and community events (festivals and other festivities). Although the key role in tourism belongs to the private sector, it cannot be left to that sector alone, in consequence of which partnerships between the two sectors and the stakeholders most immediately involved in the project are vital. As seen from the case studies cited in Chapter 7, often the best destination development plans can be worked out in cooperation with the private, public and non-profit sectors. In this way, the twin goals of conservation and tourism development (which are all too often in conflict) can be met through cooperation and improvement, not through inner competition and division (Godfrey, Clarke 2000). Organization and coordination are the key elements. An ideal variant would be if someone assumed total responsibility for tourism development, but an even better solution would be the formation of a

holding enterprise that would represent and coordinate different local groups, an approach used by J.W. Rouse and his team in his festival marketplaces. An organized community offers several advantages: it is easier for it to meet the demands placed upon it, to improve flows of information, to ensure quality control, to invest in local products and to develop human resources.

There are different types of tourism organizations:

They could have completely different economic, social and other objectives

They could be mono-functional or multifunctional

They could be engaged in one or several functions: marketing, development, planning, research, providing guest services, lobby work and working out regulations (Pearce 1992, 1996a and b, 1997a; Choy 1993 through Pearce 2002).

Their main goal is to accelerate the growth of tourism. Pearce has stated that there is no concrete best (tourism) organization or inter-organizational network, maintaining instead that every state and county must find a system that best reflects the local, regional and national situation. It could be a tourism board, a tourism association, tourism committee, advisory group or visitor and convention bureau. It is not the name that is important, but the ability of this structure to manage tourism development, taking into account the differences in the objectives and wishes of the groups, individuals and enterprises involved, principles that pertain to the Pak Klong Talad sub-project as well.

The tourism sector is not separated from the general economy, but a part of it and it is in this way that tourism should be planned – not working against some of the parties, but meeting the interests of the community as a whole. The parties concerned in tourism planning (as cited above) could be as follows : local groups of citizens, regional or state government, regional tourist groups, community groups with special interests, enterprise groups (e.g. The Chamber of Commerce), local government and, if necessary, hired consultants. Representatives from different groups should belong to the newly formed tourism association where they could represent the interests of their group in tourism planning.

A tourism association acts as a catalyst for local interests, channeling the information and ideas received from local government and residents and carrying out necessary research. Thus, a Pak Klong Talad Tourist Association could be established, whose main tasks would be to coordinate and manage the local tourism industry, work out a policy on tourism that is suitable for the Pak Klong Talad area and is compatible with national strategies, ensure effective marketing and communications, organize hospitality and client service training courses, perform monitoring functions, and carry out necessary research.

Using such a structure makes tourism planning of the destination (Godfrey, Clarke, 2000) more extensive (part of a holistic economic system), interactive and dynamic (tourism issues are regularly taken into consideration and tourism-related influences are understood), systematic, integrated (tourism interests are accepted by the representatives of other business areas), oriented towards the community (representatives among residents, enterprises, and other interest groups), renewable (tourism activities become a part of the local socio-economic system), are oriented towards the set objectives and applicable.

The Potential Development of Pak Klong Talad

As mentioned earlier (in Chapter 2), Pak Klong Talad as a vegetable market has been facing increasing competition from newly established markets on the fringes of Bangkok that can be more easily accessed by truck and car via the highway and expressway system. It would make sense, therefore, from a planning perspective to establish Pak Klong Talad as a central market dedicated solely to the sale of flowers from local nurseries, as well as from flower-growing centers throughout the country, while at the same time promoting it as a major tourist destination.

Management assessment

The four-point approach adopted by the Main Street USA program (Organization, Promotion, Design, Economic Restructuring), as well as its Eight Principles of Success (cited in Chapter 7), could also be applied to the case of Pak Klong Talad. First and foremost, an organization has to be established by the stakeholders, including a volunteer-driven program (on the lines of similar programs run by the Civic Trust and the National Trust), and the organization needs to hire a competent project manager. Then, a promotional drive will be launched for those who would like to join the initial pilot project. In terms of the overall design of the project, the cooperation of architectural faculties from various universities should be sought, perhaps (as in the case of the Les Halles project) in the form of a competition to select the prize-winning design. The design itself should take into account ease of access, explore the possibility of at least the possibility of some of the facilities (again, as in Les Halles) being underground, particularly the parking spaces, while at the same time ensuring that the end product retains some of the atmosphere of the original (as in the festival marketplace projects launched by J.W. Rouse) and reflects an element of “Thainess” as well. (In this regard, as with Rouse’s festival marketplace projects, franchises such as 7-Elevens, Family Marts, Burger King etc. would be excluded from the area to preserve the authenticity of the market as far as possible. In addition, any coffee shops, restaurants, cafes etc. wishing to establish themselves in the area would have to submit for approval plans of their establishments, with the selection criteria being

based on their ability to blend in with the overall atmosphere of the marketplace.) With regard to the question of authenticity (or being as close to authentic as possible within the context of a modern urban environment), the assistance of experts from the Siam Society, the Fine Arts Department, and so on (the so-called peripheral stakeholders enumerated in Chapter 7) could be co-opted. A local association on the order of a Civic Society (mentioned in the previous Chapter7) could also play the role of community watchdog, providing its own input with regard to planning applications for new buildings and developments and warding off unsympathetic changes to conservation areas and buildings of historic interest in the Pak Klong Talad area. Its members would receive the requisite training in the concepts underpinning the preservation and revitalization of a cultural heritage site such as Pak Klong Talad and receive ongoing support to enable them to fulfill both their short-term and long-term and goals in this regard.

Lastly, to ensure that the shop owners gain greater profit from the tourist trade (both domestic and international), economic restructuring will be implemented in the form of advertising or promotion in the media (with the assistance of the Tourism Authority of Thailand and the Ministry of Culture).

With regard to the revitalization process in the area, the management plan will require the commitment of all stakeholders, and will also involve seeking the advice of professionals with the requisite expertise in the conservation and preservation of heritage sites.

The management plan itself would involve following the steps:

- Reducing the density of the area by relocating the vegetable market and retaining only the flower market at Pak Klong Talad.
- Conserving and restoring buildings of cultural interest, adjusting the look of the place, for example by erecting clear signs, e.g. street signs, shop signs, and advertising signs in the area, and infrastructure (including streets, lights, electric wiring, telephone wires and phone booths, crossings for pedestrians, public restrooms, and so on).
- Initiating a training program for the conservation and restoration of local buildings and the environment surrounding the site. Those who apply to participate in the program should receive a discount for the materials and supplies that they need to buy to restore the site to the requisite condition.

- Building conservation by launching a program offering those shop owners who are interested in the conservation program long-term credit and low interest rates.

- Establishing an award-winning program for those shop owners who do an exemplary job of conservation and retain the authenticity and integrity of the place in the most effective manner. This could be done on a local level, and / or be linked to a nationwide competition on the lines of the Civic Trust Awards in England and Wales, as cited in Chapter 7. On a national level, the Thai awards could copy the four categories in which Civic Trust Awards are evaluated, namely : Awards -- for outstanding projects; Commendations -- for projects that make a valuable contribution to the local environment; Mentions -- for projects which have a particular cultural, social or economic benefit; and Special Awards -- for projects which are outstanding in a particular way.

- Eliciting the assistance of the BMA in establishing a water treatment plant in the area in order to maintain the environment in good condition.

- Restoring the riverside of the Pak Klong Talad (the area close to the Chao Phraya River) by adding a walkway from the river and changing the style of some of the shops that are close to that area to coffee shops, restaurants, and handicraft shops, where tourists can walk – or sit and relax – and enjoy a good view of the Chao Phraya River along with a glimpse of what remains of the river-based culture that has characterized the Thai way of life since ancient times. Also, given its proximity to the river, a special Loy Krathong ceremony could be staged for both local and foreign tourists, whereby visitors could purchase Krathongs in the market (and possibly be taught to make their own), creating a participatory experience that is both memorable and authentic.



Figure 105: Looking through the market area to houses on the other side of the Chao Phraya River

Source: <http://images.google.com/imgres?imgurl=http://2bangkok.com/>, March 2008

Also, if the waterfront were developed in the above-mentioned manner, and if eating establishments etc, could be given the necessary dispensation to stay open until the early hours of the morning, this would lure a substantial number of visitors - both Thais and foreigners alike -- who might be attracted by the scene of the market at its busiest (i.e. from 12.00 to 2.00 a.m.)

- Changing some streets in the area into walking streets and issuing clear-cut regulations regarding the times that such thoroughfares are closed to traffic (since it would be impractical from the vendors point of view to have streets closed off all the time, as can be seen from the following picture).
- Establishing a parking area by adding a car park (as mentioned above, below street level if possible) for tourists and visitors who visit the flower market.

- Linking the area to existing heritage trails or creating new heritage trails that would include Pak Klong Talad. A number of tours include the market area in their itinerary, which – if conducted by river (see map below) -- may take in Yaowaraj, followed by a stop-over at the Memorial Bridge Pier and a leisurely stroll around the market (possibly linked to a side trip to nearby Wat Pho), before embarking for other sights and tourist attractions further downriver.

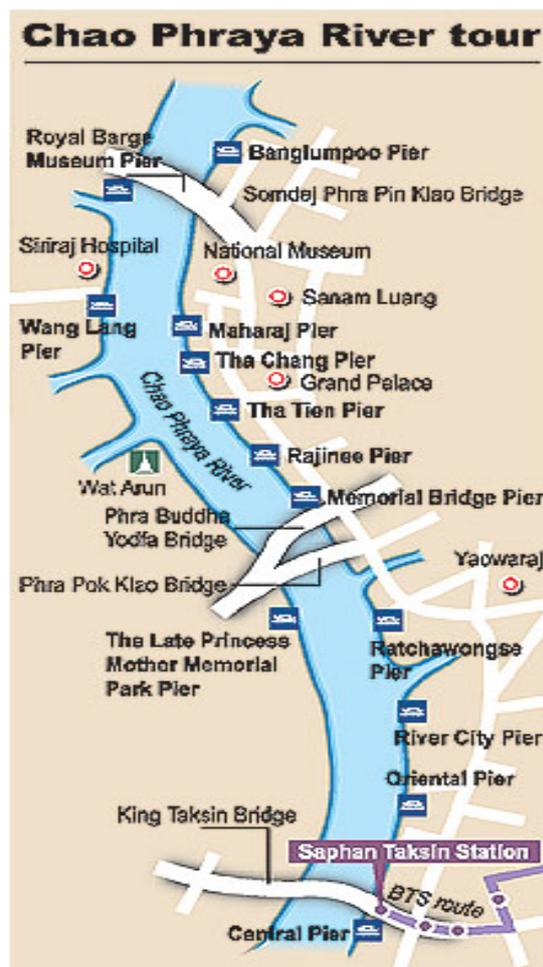


Figure 106: Map of the Chao Phraya River (including the Memorial Bridge Pier)

Source: <http://www.bangkokpost.net/education/images03/my20in2.jpg>, March 2008

- Planning linkages with river traffic and access by means of subway via the projected subway station near Phra Rajawang Police Station (on the other side of the klong).

As stated earlier in Chapter 7, the main problem Thailand faces in the context of heritage conservation and tourism development is that the country lacks

a central body on the lines of the Civic Trust in England and Wales and the National Trust in the US. Given the necessary mandate, a single body of this nature could do much to encourage the adoption of laws and policies that support local preservation work in conjunction with other government agencies (such as the BMA), as well as local SMEs, and other local stakeholders. The latter are particularly important, since, as mentioned in Chapter 6, the community in Pak Klong Talad is shifting in nature, with many vendors living outside the area, and others staying there for only a limited period of time (an average of 10-20 years or less). It is vital, therefore, that Thai conservationists work closely with existing stakeholders on the ground and, in addition, concentrate on persuading those stakeholders closest to potential heritage sites (local residents, shop owners, vendors etc.) of the all-round benefits of conservation within their neighborhoods, especially since the latter are often skeptical of the government's long-term intentions in their regard. (To quote from a report in *The Bangkok Post* dated July 22, 2004: "The traders..... expressed scepticism over the acting director's explanation, saying they want to have a say in the blueprint to ensure the renovation would not have any negative impact. We're wondering whether this is just a way of trying to buy more time," one trader said.)

Over time, this will contribute to a greater sense of community, and indeed may help to create a new sense of community as experienced in the inner city areas targeted by Rouse in his festival marketplace projects. His emphasis on "a strong sense of community" cannot be overestimated, which Rouse (as cited in Chapter 7) perceived as "a need to feed into the city some of the atmosphere and pace of the small town and village; a need to create a community which can meet as many as possible of the needs of the people who live there; which can bring these people into natural contact with one another; which can produce out of these relationships a spirit and feeling of neighborliness and a rich sense of belonging to a community."

However, management remains the key to the twin objectives of effective conservation and development, and effective management in turn depends on accurate and ongoing needs assessment, as well as on comprehensive architectural and economic profiles of the Pak Klong Talad area. Since everything stems from this - recommendations for design improvements, economic revitalization strategies and so on - the task would best be left to professional (i.e. private-sector) agencies acting in an advisory capacity. As with the Main Street initiative cited in Chapter 7, the role of the program manager is key to the success of any such initiatives here in Thailand such as the Pak Klong Talad project. Following the US example, the program manager and his team should serve as an advocate for each downtown area; to coordinate project activities; and to convince merchants, property owners, and city officials to spend funds that would create long-term benefits. (again, there is a lesson to be learned from Main Street USA regarding such partnerships, whereby "...for every dollar spent on managing the local Main Street project, \$11 was invested by private businesses in rehabilitation and adaptive-use projects.") Thus, another guiding principle for any potential heritage conservation program in Thailand, especially with regard to Rattanakosin Island as a whole and the sub-project

dealing with Pak Klong Talad in particular, is that competent, professional managers must be found to shepherd such projects along to eventual success – and more importantly to a state of sustainability.

In conclusion, despite the lack of an organization with the political clout of the National Trust in the USA, and despite a lack of organic laws to protect heritage sites (particularly those that have been designated living heritage sites), those involved in heritage conservation here in Thailand would do well to emulate the Trust's four-point approach to conservation and revitalization of downtown areas: "... the need for a strong public-private partnership; a dedicated organization; a full-time program manager; a commitment to good design; quality promotional programs; and a coordinated, incremental process."

Recommendations for Further Research

Within the context of the conservation and preservation of cultural heritage sites both in Thailand and neighboring countries in the Southeast Asian region, further research could be conducted into the following areas :

- (i) The feasibility of establishing a body such as the National Trust or the Civic Trust in Thailand (Cambodia, Laos etc.)

More research needs to be conducted into the feasibility of setting up an organization on the lines of The National Trust etc. in a Thai context, as well as the potential obstacles (legal, cultural, political etc) and possible ways of overcoming them.

- (ii) The applicability of foreign case studies to a Thai context

A more in-depth study could be made of the kind of case studies cited in Chapter 7, with a view to determining the reasons for their success and their applicability to a Thai cultural heritage context. In addition, more research could be conducted into the successful development (or otherwise) of heritage sites in the Asian region in order to extrapolate the lessons to be learned by Thai conservationists from their success or shortcomings.

- (iii) Community attitudes to tourism development

Useful research could be conducted into community attitudes towards tourism development before, during, and after the launching of tourism initiatives in a particular community or area. The results should prove

useful in shaping future projects aimed at conserving and developing cultural heritage sites in Thailand, in determining the shape and form of community participation, as well in avoiding the pitfalls of past initiatives and shaping government policy with regard to cultural heritage tourism.

(iv) Maintaining a sense of community

Throughout this dissertation, frequent reference has been made to the need to maintain a sense of community in areas designated for cultural heritage tourism development, and of the possibility of building a new sense of community. More research needs to be done on the impact of cultural heritage tourism in Thailand on the local community, and in particular the impact of tourism on cultural identity.

(v) Finally, projects such as the Pak Klong Talad sub-project should be studied in depth at each stage of their development to determine whether their objectives are being met in terms of conservation, physical and economic development, management, ongoing community involvement, and sustainability.

Conclusion

The above chapter revisited the research questions with regard to the project aimed at developing and rejuvenating Pak Klong Talad, in addition to making a number of recommendations regarding the project and its future, as well as potential guidelines for ensuring the sustainable development of other living heritage sites in this country. In addition, a number of recommendations were made with regard to further research in this area that might prove of benefit not only to the conservation of Pak Klong Talad itself, but to heritage conservation in Thailand in general as well.

The key ingredients to success were also discussed, culled from the lessons that were extrapolated from an examination of case studies relating to the National Trust in the US, the concept of the festival marketplace as envisioned and realized by J.W. Rouse, and the Civic Trust in England and Wales. In general, all the case studies cited in Chapter 7 have certain elements in common that are applicable both to the Pak Klong Talad sub-project itself and similar projects concerning the preservation and development of cultural heritage sites here in Thailand. In brief, these may be summarized as follows: The need to work in partnership with local government, business, industry and the voluntary sector, as in the case of the Civic Trust Regeneration Unit (CTRU). As with the National Trust in the US, such projects are based upon strong partnerships with all sectors at the national, regional and local levels, have the backing of government departments in key areas; and enjoy a high level of commitment on the part of leading private sector sponsors and partners. Finally, the participation of local stakeholders has also been seen to be paramount to the success of initiatives such as the Pak Klong Talad sub-project, the aim being to create a community whose members gradually develop into passionate and entrepreneurial individuals who are committed to creating and sustaining wealth in the communities where they live (along the lines of the Civic Champions of the Civic Trust mentioned in Chapter 7). By working in partnership with business interests and other business support agencies they provide a programme that enables entrepreneurs to do what they are good at: create wealth and jobs, create and sustain new networks and share learning and practice so making real economic changes in the communities they live in, while at the same time retaining some of the flavor of authentic Thai culture through a thorough understanding of the need to preserve cultural heritage sites and the benefits to be derived from such initiatives.

Bibliography

English

- Aas, C., Ladkin, A., & Fletcher, J. "Stakeholder collaboration and heritage management." Annals of Tourism Research 32, 1 (2005): 28-48.
- Anusorn Suwansatisakorn. "Participation of the Sub-district Council Committee to Kor Sor Chor Project in Year 1985: Chonabhot District, Khonkhen Province." Master Degree Thesis, Kasetsart University [in Thai], 1986.
- Apichai Kabthong. "Transformation process of communal Elements in Krung Rattanakosin: A Case Study of Banglumpoo District." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 1999.
- Arnstein, Sherry R. "A Ladder of Citizen Participation." Journal of the American Planning Association 35, 4 (July 1969): 216-224.
- Askew, Marc. Interpreting Bangkok: The Urban Question in Thai Studies. Bangkok: Chulalongkorn University Press and Thai Studies Section, Faculty of Arts Chulalongkorn University, 1994.
- Australian Government. "Steps to Sustainable Tourism." Department of the Environmental Heritage, 2002.
- Beek, Steve Van. The Chao Phaya River in Transition. New York: Oxford University Press, 1995.
- Chapin, F. Stewart, and Edward J. Kaiser. Urban Land Use Planning 3rd. Chicago: University of Illinois Press, 1979.
- Committee for the Conservation and Development of Krung Rattanakosin and The Old Towns. Office of Natural Resources and Environmental Policy and Planning. Conservation and Development of Krung Rattanakosin, February 2004.
- "Conservation of National Heritage Culture The 222nd Anniversary Celebration of Rattanakosin City." Focus Bangkok 2, 2 (April 2004): 35-36.
- E. J. Tips, Walter. Bangkok in 1892. White Lotus Co. Ltd., Bangkok, 1998.
- Fasang Krangkrung. "Blossoming at Pak Klong Talad Flower Market." Focus Bangkok 1, 5 (July-August 2003): 63-65.
- Freeman, R. E. Strategic Management: A Stakeholder Approach. Englewood Cliffs, NJ: Prentice Hall, 1984.

- Getz, Donald. Festivals, Special Events, and Tourism. New York: Van Nostrand Reinhold, 1991.
- Hoskin, John. Bangkok. Bangkok: Asia Books Co. Ltd., 1992.
- Ioannides, D. "Planning for international tourism in less developed countries: Toward sustainability." Journal of Planning Literature 9, 3 (1995): 235-259.
- Jirawan Pisesskolkit. "Public Opinion Regarding the Environmental Surroundings of an Ancient Monument: A Case Study of Pom Mahakran, Bangkok Metropolis." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 1991.
- Kaflakas, A. Yiannakou and A. Tasopoulou. "Successful Partnerships for Sustainable Urban Tourism – Unified Framework Model." SUT- Sustainable Urban Tourism Governance Team, 2002.
- Khied Jirakul and Group. "Increasing of the Markets in Bangkok during 200 Years." Seminar Proceeding: Bangkok Changing during 200 Years. Chulalongkorn University, 1982.
- Lhuchai Sringsenyong and Phasook Aneakvanij. "The New Strategy of (Public Health) Development in the Rural Areas." Seminar paper of the Social Public Health group, 1983.
- Marisa B. G. Choguill. "A Ladder of Community Participation for Underdeveloped Countries." Journal of America Institute of Planner 20, 3 (1996): 431-444.
- Markwick, M. "Alternative tourism: Change, commodification and contestation of Malta's landscape." Geography 86, 3 (2001): 250.
- Mattsson Jan; Praesto Anja. "The Creation of a Swedish Heritage Destination: An Insider's View of Entrepreneurial Marketing." Scandinavian Journal of Hospitality and Tourism 5, 2 (August 2005): 152–166.
- Monthana Siriwan. "Improvement of physical control measures for conservation of Krung Rattanakosin." M.U.R.P. Thesis, Department of Urban and Regional Planning, Chulalongkorn University [in Thai], 1998.
- Nawin Tanwattanaprateep. "Development Planning for Tha Phrachan -Tha Chang District." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 1998.
- "Pak Klong Talad the Astonishing of Flowers Market." Focus Bangkok 2, 4 (June-July 2004): 61-64.

- Pederson A. "Managing Tourism at World Heritage Sites." A Practical Manual for World Heritage Managers. World Heritage Center, UNESCO, 2002.
- Piyanart Bunnag, Duangporn Nopkhun, and Suwattana Thadaniti. Canals in Bangkok: History, Changes and Their Impact (1782 A.D.- 1982 A.D.). Chulalongkorn University, 1983.
- Pranee Klumsom. The Old District in Bangkok. Bangkok: Muangboran, 2006.
- Saithip Sukhatiphan. Ideal of Development and Fundamental of Public Health in Thailand. Bangkok: Thammasat University Press, 1991.
- Sanoff, Henry. Designing with Community Participation. Pennsylvania: Dowden, Hutchinson&Ross, 1978.
- Saowalak Boonphoapichart. "Conservation-approach to Community Development in Wat Samphraya, Ban Panthom and Bangkhunprom." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 1997.
- Shin Cron Group. Master Plan of the Conservation and Development of Krung Rattanakosin. Bangkok, 1995.
- Smithies, Michael. Old Bangkok. Kim Hup Lee Printing Co. Pte. Ltd., Singapore, 1993.
- So Phlai Noi. "The Beginning From Yesterday." Muang Boran Journal 13, 2 (April-June 1987): 44.
- Sumonmarn Kanchana. "The Urban Conservation and Regeneration of Sao Chingcha Area, Bangkok." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 2001.
- Sunon Palakavong Na Ayudhya. "Architectural Heritage Conservation in Thailand (A Country Report.)" Asa Journal (1994): 87-88.
- Thanaphon Charanwanitwong. "Organization Guidelines for Conservation and Development of Krung Rattanakosin." M.U.R.P. Thesis, Department of Urban and Regional Planning, Chulalongkorn University [in Thai], 2001.
- The Fine Arts Department. Bangkok 1946-1996. Bangkok, 1994.
- Thip Srisakulchairak. "Conservation of Bang-Rak area for cultural tourism." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 2000.
- Tiamsoon Sirisirsak. "The study for conservation of Nang-Loeng district." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 2000.

- Timothy, D.J. "Built heritage, tourism and conservation in developing countries: Challenges and opportunities." Journal of Tourism 4 (1999): 5-17.
- Timothy & Boyd. "Heritage Tourism in the 21st Century: Valued Traditions and New Perspectives." Journal of Heritage Tourism 1, 1 (2006): 10.
- Tourism Division, Office of the Permanent Secretary for the Bangkok Metropolitan Administration. Explore the East Side of Bangkok, 2003.
- Warren, William. Bangkok's Waterways An Explorer's Handbook. Bangkok: Asia Books Co. Ltd., 1989.
- Wimonrart Issarathumnoon. "A study for the preservation and renewal program of Sam Prang District." M.Arch. Thesis, Department of Architecture, Chulalongkorn University [in Thai], 2000.
- Yongthanit Pimonsathien. Understanding in Foundation of Conservation. Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang, 1999.

The Internet

- Civictrust.org.uk. About the Civic Trust [Online]. Accessed March 2006. Available from <http://www.civictrust.org.uk/regeneration/aboutcivictrust.htm>.
- Civictrust.org.uk. About The Civic Trust Awards [Online]. Accessed March 2006. Available from <http://www.civictrust.org.uk/ctawards/aboutawards.shtml>.
- Civictrust.org.uk. About the Civic Trust Regeneration Unit [Online]. Accessed March 2006. Available from <http://www.Civictrust.org.uk/regeneration/aboutctru.htm>.
- Civictrust.org.uk. Civic Societies [Online]. Accessed March 2006. Available from <http://www.civictrust.org.uk/csocs/index.shtml>.
- Civictrust.org.uk. The Civic Champions programme [Online]. Accessed March 2006. Available from <http://www.civictrust.org.uk/champs/about.shtml>.
- Coventgarden.org. The Covent Garden Community Association [Online]. Accessed November 2005. Available from <http://www.coventgarden.org.uk/>.
- Inner Harbor [Online]. Accessed November 2005. Available from <http://www.emich.edu/public/geo/557book/d370.innerharbor.html>.
- Krejcie & Morgan. Small Sample Techniques [Online]. Accessed 14 July 2005. Available from <http://www.emoderators.com/ipct-j/1998/n3-4/hill.html>

- Les Halles [Online]. Accessed November 2005. Available from <http://courses.umass.edu/latour/2007/chandler/index.html>.
- Nationaltrust.org. The Main Street Project [Online]. Accessed March 2005. Available from <http://www.mainstreet.org/content.aspx?page=1807§ion=1>.
- Nationaltrust.org. What is the Main Street Approach to Commercial District Revitalization? [Online]. Accessed March 2005. Available from <http://www.mainstreet.org/content.aspx?page=3§ion=2>.
- Nationaltrust.org. What is the National Trust for Historic Preservation? [Online]. Accessed March 2005. Available from <http://www.nationaltrust.org/Magazine/trust/index.htm>.
- Picture Description [Online]. Accessed November 2005. Available from <http://www.upkeep.org.uk/museum/conservation.htm>.
- Pike's Place Market [Online]. Accessed November 2005. Available from <http://www.emich.edu/public/geo/557book/d340.pikeplace.html>.
- South Street Seaport [Online]. Accessed November 2005. Available from <http://www.emich.edu/public/geo/557book/d365.southst.html>.
- Wikipedia.org. Benjamin C. Thompson [Online]. Accessed March 2005. Available from http://en.wikipedia.org/wiki/Benjamin_C._Thompson.
- Wikipedia.org. Civic Trust [Online]. Accessed March 2006. Available from http://en.wikipedia.org/wiki/Civic_Trust.
- Wikipedia.org. Covent Garden [Online]. Accessed November 2005. Available from http://en.wikipedia.org/wiki/Covent_Garden.
- Wikipedia.org. Faneuil Hall Marketplace [Online]. Accessed November 2005. Available from http://en.wikipedia.org/wiki/Faneuil_Hall_Marketplace.
- Wikipedia.org. Festival marketplace [Online]. Accessed March 2005. Available from http://en.wikipedia.org/wiki/Festival_marketplace.
- Wikipedia.org. Harborplace [Online]. Accessed November 2005. Available from <http://en.wikipedia.org/wiki/Harborplace>.
- Wikipedia.org. James W. Rouse [Online]. Accessed March 2005. Available from http://en.wikipedia.org/wiki/James_W._Rouse.
- Wikipedia.org. New Covent Garden Market [Online]. Accessed November 2005. Available from http://en.wikipedia.org/wiki/New_Covent_Garden_Market.

Appendix

No.....

Pak Klong Talad Community Questionnaire**Pak Klong Talad, Rattanakosin Island, Bangkok: Steps Toward
The Conservation of a Historic Urban Community****Section 1: General Information**

1. Gender
 1. Male
 2. Female

2. Ageyears old

3. Education
 1. Not finish school
 2. Primary school
 3. Secondary school
 4. Junior High school
 5. High school
 6. Vocational education
 7. Bachelor degree
 8. Higher than bachelor degree

4. Occupation
 1. Bureaucracy
 2. Private company employee
 3. Owned business
 4. Freelance
 5. House wife
 6. Student
 7. Other.....

5. How long have you been in Pak Klong Talad Community?year(s)

6. What is the right of your property?
 1. Owner
 2. Lease from Crown Property Bureau
 3. Lease from the owner of the building
 4. Sublease
 5. Other.....

7. Social status in community.
 1. Community member
 2. Community board
 3. Leader of community
 4. Other.....

8. Have you ever received any information from your community?
 1. Never
 2. Rarely
 3. Often

9. Do you stay (sleep) in your building in Pak Klong Talad?
 1. I do
 2. I do not

10. What is your business?
 1. Only staying (Pass to 12)
 2. Dry food (Pass to 12)
 3. Food and drink (Pass to 12)
 4. Grocery store (Pass to 12)
 5. Fresh vegetable and fruit (Pass to 11)
 6. Florist (Pass to 11)
 7. Agriculture material and equipments (seed, fertilizer etc.) (Pass to 11)
 8. Office (Pass to 12)
 9. Service (Barber, Beauty salon etc.) (Pass to 12)
 10. Other.....

11. If your business is about agriculture product or florist, what is the selling aspect?
 1. Retail
 2. Wholesale

12. How many of your neighbors (households) do you always chat with them?
 1. Less than 2 households
 2. 3-5 households
 3. 6-10 households
 4. More than 10 households
 5. Do not know

13. Do you or your family have another house to live outside Pak Klong Talad?
 1. I do
 2. I do not (Pass to 15)

14. Why you or your family have another house to live outside Pak Klong Talad?
(Can choose more than one)
 1. The cost of property in Pak Klong Talad is high
 2. The decline of Pak Klong Talad's environment
 3. The property in Pak Klong Talad may expropriated by Rattanakosin Project
 4. Other.....

15. Do you know about the government project that has a plan to improve Pak Klong Talad area to be a public park?
 1. I know
 2. I do not know

16. What is your opinion about the height control regulation that is implemented in Pak Klong Talad and Rattanokosin Island?
 1. I disagree and it should not have this regulation.
 2. I disagree, but since it has this regulation I have to obey.
 3. I agree, because in this area is conserved area.
 4. I agree, because I do not have plan to expand my property anyway.
 5. Other

17. How do you think about general surrounding of Pak Klong Talad?
 1. Good
 2. Not bad but need to improve
 3. Bad
 4. Do not know

18. What do you think about the future or trend of Pak Klong Talad economic?

1. Slow down decrease
2. Stable
3. Increase
4. Do not know

Section 2: Attitude and opinion of community participation

19. If there are “Pak Klong Talad Conservation Program” do you want to join or not?

1. Yes, I want.
2. No, I don't (please go to 21)

20. What state / level you want to involve? (more than one answer is acceptable)

1. Brainstormed about the problems, causes and needs of community members
2. Brainstormed about the solution of the problems
3. Planned the project activities
4. Managed and improved community organization system
5. Promoted the activities
6. Financial, manpower or equipment supported
7. Carried on the project
8. Followed up the project

21. Why you do not want to join the conservation program?

1. I am not stay in Pak Klong Talad.
2. I have no time.
3. I am not close to other people in this community.
4. I am not believed that conservation program can be success.
5. Other.....

22. If you can express your idea about conservation and development in Pak Klong Talad, what is the way of your expression? (more than one answer is acceptable)

1. Joined the meeting
2. Gave opinion to mass media (newspaper, radio or TV)
3. Answered questionnaire
4. Interviewed
5. Trained and joined seminars
6. Other.....

23. If there is a meeting about Conservation and development Pak Klong Talad Community in some place near by here, do you join this meeting or not?

1. I do
2. I do not (End of questionnaire)

24. What is the right time do you prefer?

(Monday-Sunday).....(Morning, afternoon or evening).....

Thank you very much
Miss Naphatsanan Vinijvorakijkul
Faculty of Architecture
Silpakorn University

No.....

Pak Klong Talad Community Questionnaire (Hawkers and Stands)**Pak Klong Talad, Rattanakosin Island, Bangkok: Steps Toward
The Conservation of a Historic Urban Community****Section 1: General Information**

18. Gender

1. Male
2. Female

19. Ageyears old

20. Education

1. Not finish school
2. Primary school
3. Secondary school
4. Junior High school
5. High school
6. Vocational education
7. Bachelor degree
8. Higher than bachelor degree

21. What is your domicile?

22. Present address.....

23. How long have you worked in Pak Klong Talad?

24. How many days in one week you come to work here?

1. Every day
2. Every.....
3. Other.....

25. How long do your work in one day?hour(s)

26. What is your working time?

1. Morning
2. Afternoon
3. Evening
4. All day
5. Other.....

27. What do you sell?

1. Food
2. Fresh vegetable and fruit
3. Florist
4. Garland
5. Rotary
6. Agriculture material and equipments (seed, fertilizer etc.)
7. Other.....

28. How you move or transfer your goods? (Can choose more than one)

1. Pubic bus
2. Taxi
3. Private vehicle
4. Boat
5. Other.....

29. Why do you come to do business here? (Can choose more than one)

1. Near home
2. High demand customer
3. Convenience to set stand
4. No rent
5. Other.....

30. Do you have specific place for your stand?

1. No specific place, just move around (Pass to 15)
2. Have my own place (Pass to 14)
3. Other.....

31. If you have your own place, do you have to pay the rent or not?

1. No (Pass to 16)
2. Yes

32. Who you pay to?
1. The owner of the shop where setting the stand in front
 2. Municipal officer
 3. Other.....
33. Do you have any problem with this place? (Can choose more than one)
1. No
 2. The owner of the shop try to move me out
 3. Municipal officer try to move me out
 4. Many stands that make uncomfortable to setting stand
 5. The walk way is to narrow
 6. Not enough using-water supply
 7. Not enough light at night
 8. Other.....
34. Are you satisfy with this place or not?
1. Yes
 2. No why?
35. If you can express your idea about conservation and development in Pak Klong Talad, what is the way of your expression? (more than one answer is acceptable)
7. Joined the meeting
 8. Gave opinion to mass media (newspaper, radio or TV)
 9. Answered questionnaire
 10. Interviewed
 11. Trained and joined seminars
 12. Other.....
19. If there is a meeting about Conserving Pak Klong Talad Community in some place near by here, do you join this meeting or not?
1. I do
 2. I do not (End of questionnaire)
20. What is the right time do you prefer?
(Monday-Sunday)..... (Morning, afternoon or evening).....

Thank you very much
Miss Naphatsanan Vinijvorakijkul
Faculty of Architecture
Silpakorn University

Autobiography

Name-Surname	Ms. Naphatsanan Vinijvorakijkul
Permanent Address	97/12 Moo 6, Soi Watcharapol, Bangkhen District, Bangkok, Thailand 10220
Contact Address	97/12 Moo 6, Soi Watcharapol, Bangkhen District, Bangkok, Thailand 10220
Educational Background	Bachelor of Liberal Arts in Hotel and Tourism Studies Faculty of Liberal of Arts, Kasem Bundit University Master of Arts in Tourism Industry Management Faculty of Humanities, Chiang Mai University