

Abstract

The objective of this study is to propose an approach of community market design for the development of local economy and capability through case study of Rangsit Community. The study covers 7 areas of the followings: 1) the design and management of shopping centers and community markets; 2) the characteristics of being Rangsit Community; 3) activities carried out in the community; 4) the need of area for those people in the community; 5) the location of the market for Rangsit Community; 6) data analysis for an approach of market design for Rangsit Community; and 7) the conclusion of an approach in locating and designing the market. The subjects for this study are the people living within the municipalities of Prachatipat and Bueng Yeeto in Tanya Buri District, and the people living in the municipality of Koo-Kot in Lam Lukka District, Pathumthani Province. The collection of data from the random sampling of 100 subjects was carried out and the data was analyzed by basic statistic using percentage and means.

The result of the findings indicates that an approach of community market design for the development of local the economy and capability must be in accordance with the characteristic of investigated area and can meet the demand of the people in the community. Firstly, the survey of areas reveals that Rangsit Community has characteristic mainly of three types: agricultural community, housing and real estate community and commercial community. Secondly, upon surveying types of activities, it is found that 18 projects of activities were carried out in the year 2007. They include traditional activities, recreation, contest, occupation development and products display. Areas for those activities are scattered all over Rangsit with insufficient area for participants. There is no specific place for them. As for the public relations, they use on-line broadcasting, leaflets, and a van with microphone announcement. Thirdly, the market should have sufficient space to accommodate all goods produced by the community, activities, public area for recreation, government contact point, knowledge transfer center, health care service and meeting area. The market must be in the central

area of the community and should be easily accessed and connected to the community center or its tourist attractions. The buildings should be contemporary in design with two levels and in accordance with surrounding context. The provision of space around the building is essential for outdoor activities whereas 10,300 square metres of utilizable space inside the building are needed as well. The service radius is of 3 kilometres and the capacity of accommodation is of 25,000 – 45,000 attendants per day. Regarding management, sellers should be selected from those in the community, goods quality control is in practice and group unity as well as conveniences is promoted. Fourthly, it is also found that members of the community need spaces for social activities, recreation for all walks of life and shops for their daily life needs. They want all kinds of services and activities. Fifthly, the survey for market location by using certain criterion finds that the space in front Tanya Buri District quarter building close to Rangsit – Nakorn Nayok Road on outbound lane, the former recreation and parking area, is suitable for the community market.

The planned area belongs to the district covering an area of 18,000 square metres with 300 metres in front width and 60 metres in side width. The target groups are people living within 3 kilometres in radius and incoming tourists. The market comprises 2 main parts: the area for promotion of economic development in which 150 stands and 60 shops as well as service area and restaurants are provided; the other part for capacity development which includes learning and developing occupation center with sporting field, public park, children playground and space for organizing activities. The functional area covers 13,390 square metres, and together with parking area and outside landscape, the total is about 21,245 square metres. The budget of 272,906,700 baht is co-invested by Pathumthani Province Authority and private sector.