

Strategies & Urban Management: New Areas' Use Planning on

Nimmanhaemin Street Network, Chiang Mai Thailand

ยุทธวิธีและการจัดสรรพื้นที่เมือง: การวางแผนการใช้พื้นที่ใหม่

บนระบบถนนนิมมานเหมินท์ จังหวัดเชียงใหม่

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ABSTRACT

Nimmanhaemin is new street district in Chiang Mai, Thailand. It was planned by Modernism thought which maintained for Grid System since 80th Century. Now, Present commercials business overruns and disturbs Old residential and locals by holding bad activities habit (Night Clubs & Bars). Also, Old communities' lands are bought for High investigations (Shopping Malls, Condominium) This Research aims to create Strategies and Primary design for taking balance between Old and Present Communities by using 2 concerned theories; Productions of Space by Henri Lefebvre and Spatial Practice by Michael De Certeau. These theories explain spaces characteristics and people's attentions. "Place" defines to one strict function has practiced by "Strategy". Whereas, "Tactic" is another spatial practice for other negotiate attentions from its strict function as "Space" to select potential areas for restating strategies and designing areas' use.

บทคัดย่อ

นิมมานเหมินท์เป็นย่านเศรษฐกิจใหม่ของจังหวัดเชียงใหม่ ซึ่งมีภูมิหลังของพื้นที่มาจากการเป็นบ้านจัดสรร และพื้นที่ที่จัดสรรด้วยแนวคิดสมัยใหม่ ซึ่งเป็นการจัดแบ่งพื้นที่ว่างด้วยระบบตารางและถนน จากการกระตุ้นพัฒนาเศรษฐกิจของรัฐบาลพื้นที่ตั้งแต่ปีพ.ศ.2528 เป็นต้นมา ปัจจุบันเกิดการทับซ้อนของพื้นที่ย่านเศรษฐกิจและชุมชนที่พักอาศัยเก่า โดยงานวิจัยนี้จะศึกษายุทธวิธีของรัฐบาลพื้นที่ที่ถูกจัดสรรให้เป็นย่านเศรษฐกิจ และกลวิธีของผู้พักอาศัยในพื้นที่เพื่อการอยู่รอดในการเป็นชุมชนที่พักอาศัยเก่า โดยผู้วิจัยอาศัยทฤษฎีผลผลิตของที่ว่างขององรี เลอเฟวร์ และปฏิบัติการเชิงที่ว่างของ มิเชล เดอเซอโตเพื่ออธิบายความมุ่งหมายของการใช้พื้นที่เพื่อนำไปสู่การออกแบบยุทธวิธีและการจัดสรรพื้นที่ใหม่เพื่อการอยู่ร่วมกันของกลุ่มชุมชนที่อาศัยเดิมและกลุ่มพื้นที่เศรษฐกิจใหม่

Key Words: Urban Management, Strategy, Tactics

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Introduction

Nimmanhaemin district is very well known as an entertain district in present. There are plenty of coffee shops, dining and bars. It's growing up rapidly in 10 following years (2002 – present). There used to be a housing & residential zoning. In fact, this area was well-known for art and culture district for 8 years ago. Nimmanhaemin district was plenty of designs and galleries. Investigators take advantages from this district to invest many businesses; coffee shops, restaurants and bars. Now, there becomes a commercial & tourist area. Besides the growing up of economic, many old houses are disturbed by car traffics and bars. Most of Investigators estates many areas to be modern shophouses which gained them more profit. From the past time, local housing was turned to be modern shophouses.

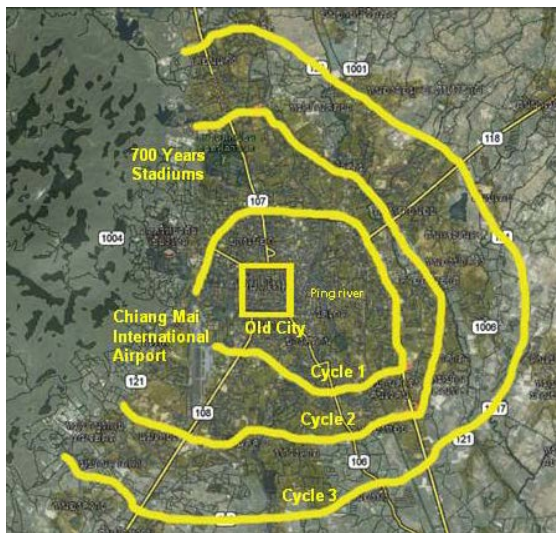


Fig 1 Chiang Mai Urban Planning Development 2004

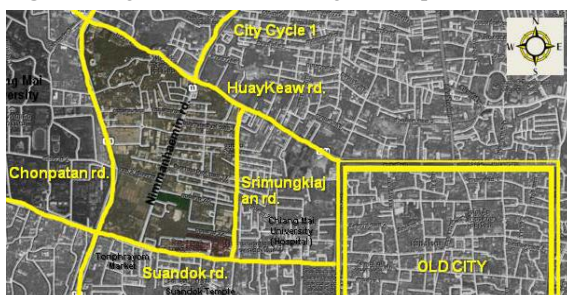


Fig 2 Nimmanhaemin District's Area

Present Strategy - Nimmanhaemin District is forced by Government and Local Government to run as New Commercial Area in Town. With potentials in location, land geography and background leads itself to be unique and rise business and investigation up since 20 years ago. Present Strategies which push Nimmanhaemin up faster than several years ago are from 2 essences which are; 1) Government Strategies

for AEC+3 as “Hub of commercial in the north part of Thailand and 2) Local Government “Creative City” From those motivations, Chinag Mai was pushed to be compact city. For transportations, Chiang Mai Government extended street networks as cycles which connected streets around outside old city. Now, Chiang Mai also has 3 street cycles connected extending Chiang Mai city. Nimmanhaemin is a part of First Cycle which connected with Superhighway and other district.(See Figure 1-2)

Nimmanhaemin District relates to Grid Street Networks which provides for 2 sides; In the West side is strict for Even number's Streets including Soi 2, 4, 8, 10, 12. In the East side is strict for Odd number's Streets including Soi 1, 3, 5, 7, 9, 11, 13, 17. Unofficially there is different character s for both side of Nimmanhaemin Main Street. In The West Side, There was old communities and the street networks inside are not belong to grid system linkage to the main street. Then West side is plenty of Residential Area and is investigated for Condominiums so far. On the other hands, In the East Side is planned for completely grid system and connected to Sirimungklajan Street backside. Its geography leads this area to business district and presently there appear characters in another soi (See Figure 3)



Fig 3 Nimmanhaemin Street Networks

Objectives of the study

To research Present Areas' Use in Nimmanhaemin District by using Human Factor and Spatial Practice theory to solve and create Strategies for Sustainable Areas' Use at Nimmanhaemin District Chiang Mai, Thailand.

Research unit: Scoping on Spatial Practice appeared on residential. Because of this area was planned for Real estate since 1980, Mostly Buildings' Origins in Nimmanhaemin District is Single Houses which was restated to Early Modern Style designing (See Figure 4)



Fig 4 Early Modern Housing around Nimmanhaemin

Methodology

Researcher divided methodology for 6 sessions which contains;

1) Field Work Session:

This session is to collect literatures and backgrounds. It provides for 2 parts; Interviews and Group Participate associated with Old Community and Present Commercial Communities. Since Researcher collected Day and Night Functions appeared on Nimmanhaemin District, There's got many areas which uses for day and night functions in Pedestrians on Main Street and Areas around Soi 6, 9, 17. Many buildings are adjusted areas for parasite units in the night time such as Coffeeshops allow other businesses to rent front gardens or areas to run their businesses in

the nighttime, The communities plaza and malls take advantage their courtyard for outdoor restaurants and beer garden in the nighttime. And, the most potential areas are on Soi 6, 9 and 17. From Area analysis, Researcher found out the relations of areas' use. Their needs the connection to their each business with fosters of Main spots in district. Soi 6 and Soi 9 are on opposite sides which makes this intersection be community and lively from daytime to nighttime. And also Soi 17 has been located for bars since long times. With this history, many bars and nightclubs are plant around this Soi and make this Soi whole day areas' use than other street. Thus, this is how "Place" as Representations of Space surrounds on this area by Business strategy and Economic forcing.



Fig 5 Overlapped Daytime (Orange Zone) and Nighttime (Purple Zone) Function Areas' use

2) Questionnaires:

. This session is to collect Human Factors with Old Community, Present Commercial Communities

and Public people by using Questionnaires. Research attended Workshop with 52 Locals to attend for Interviews and Workshops to collect Areas' Use Data in Nimmanhaemin District Chiang Mai 2012 (See Figure 6)

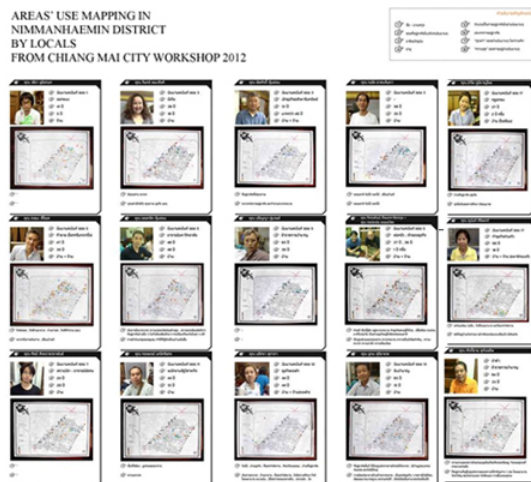


Fig 6 Samples of Interviews and Workshop with locals

3) Systematic Observation

This session purposes for Human Factors' data and areas' use analysis. From analysis workshop with 52 locals, Researcher found out that Locals live inside Soi and upper part on the north side where they can be served by Public facilities well. (See Figure 8) Researcher provides workshop data to providing 3 types of Areas' use; Residential, Communities Facility and Everyday life's functions (See Figure 7) And, This facts lead us to define "Space" as Representational Spaces which depend on Spatial practice and represent to Users' attentions on area.

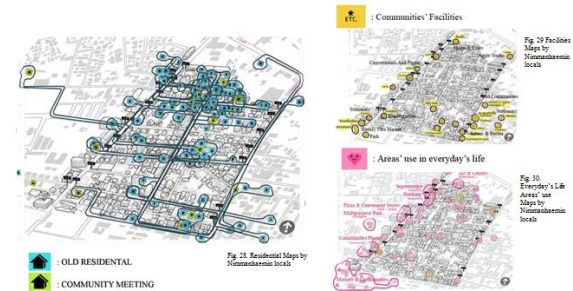


Fig 7 Recently Areas' use' diagram; Residential, Communities Facility and Everyday life's functions

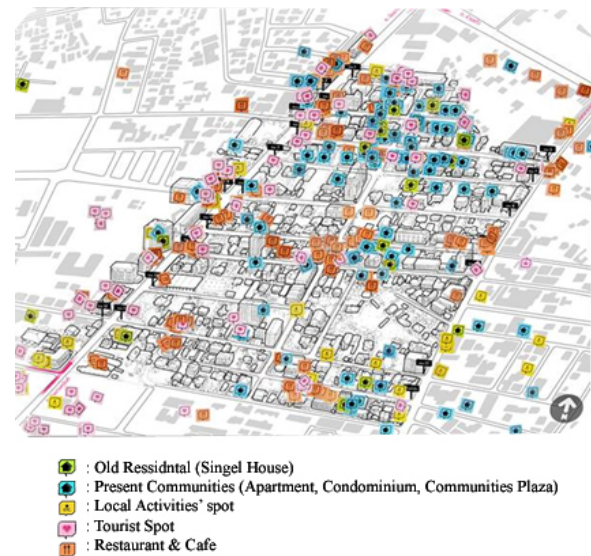


Fig 8 Maps for Areas' using by Nimmanhaemin locals

4) Activities Analysis:

This session is to analysis areas with Productions of Space theory by Henri Lefebvre. The session divided areas for 2 types which are Place (Representations of Space) and Space (Representational Spaces). This session purposes for selecting potential Areas to restate and design. From this analysis session, only the middle section of district that we found overlapping of 2 different production of spaces which this is hypothesis to claim those areas should have flexible spatial practicing as "Tactics" to represent mode of representations for "Place" and "Space" in the same time (See Figure 9)

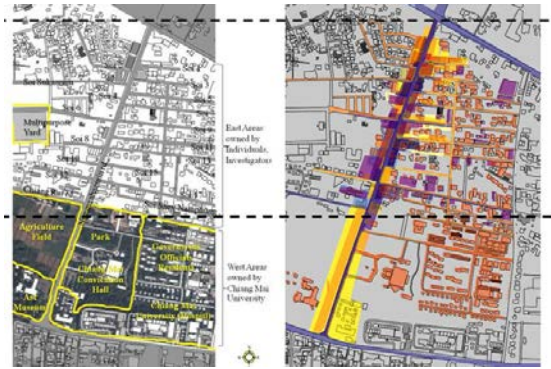


Fig 9 Comparison functions on area

5) Evaluation Procedures;

This session is Area evaluation for users' attentions and purposes to relate with Government Strategies and users' Tactics. From studying, Research found out that Timing is the most essential topic for this area. The highest areas' use in Nimmanhaemin district in daytime and nighttime are belonged with 5 essences; Sounds, Lights, Activities, Street Scenes and The relations between Indoor and Outdoor areas' use. Researcher analyzed that the cause of whole day functions lead those areas more noise pollutions, supporting for public lights, the street scene is improved for commercial and especially the buildings are separated indoor uses for daytimes and outdoor uses for parasite units and other functions in the nighttime so far. The research provides these areas for Present Nimmanhaemin image which are known as Commercial District. But in the other areas are plenty of residential areas which are private and represented for local lifestyle so far. (See Figure 10)

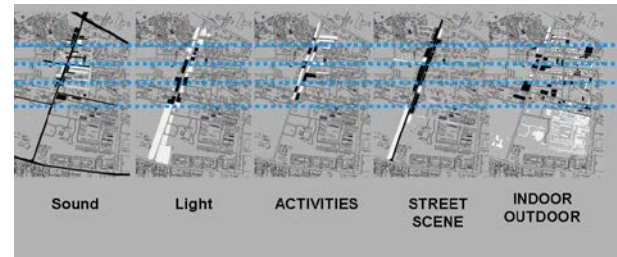


Fig 10 Analysis for Using Areas' use during the day

6) Applications:

In this session, Research found that Nimmanhaemin was divided for 4 parts which are not continuing and belonging by activities and physical demands (See Figure 11) And, Researcher studied on Spatial Practices in this 4 areas to analyze Tactics which they use for surviving their own residential and business on these un-continued areas

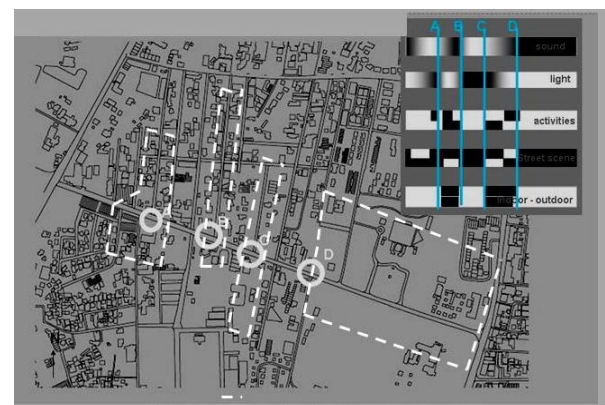


Fig 11 4 areas which are not continuing in District

Results

Government Strategy plans to make Nimmanhaemin more commercials and keeps running for whole lands. But the lack of connection of Areas uses around district makes this district not related each others as well. Then, the investigates around nimmanhaemin need to be able running their own business around district well and there appears tactics

for running their business in the lack of connections and communities around district which researcher analyzed to

“Tactics” for New Areas’ Use Planning on Nimmanhaemin Street Network - Complexities Areas’ use in Nimmanhaemin makes relationship and connecting of users and circulation disorder and also leads many businesses be unsuccessful. Beside, Old housing communities need to more privacy and get away from bars and night club distribution. In recently 5-6 years, there happened new forming area for business instead of shophouses. From unsuccessful businesses in shophouses turn to communities courts and plazas which owner can own their lands but take retail shops rental instead. Also many buildings are grouped to connect circulations and make communities to hold ad lead their businesses and other agendas together. The researcher provides 5 kinds of New Areas’ Use Planning on Nimmanhaemin Street Network which are;

A) Converting Old House

Since Old housing was overrun by Investigators, There’s got many houses turned it for take advantages from locating Nimmanahaemin which is as known as the highest density Commercial District in town. There’s got many kinds of managing their areas for making profit for business by setting front land areas for rental business and renovating existing building for Retail Shops Units and also Allowances for Parasite Business Units

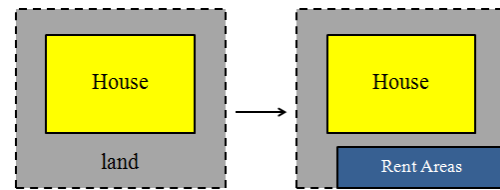


Fig 12 Old housing set front land areas for rental business.



Fig 13 Converting Old House On Sitemap

B) Renovating Shophouses

Shophouse is the most famous real estate in Town. With the reason is an easy way to sell and make profits in very short term. Nowadays many shophouses was sold and used for business and living but with their plans and functions are not belonged and be successful to hold business in. How to survive their businesses in Shophouse real estate, they had to make their own shops more interesting to attract users. There appears Tactics for surviving their own shophouses which have renovation existing for more profit and providing shops’ area for rent

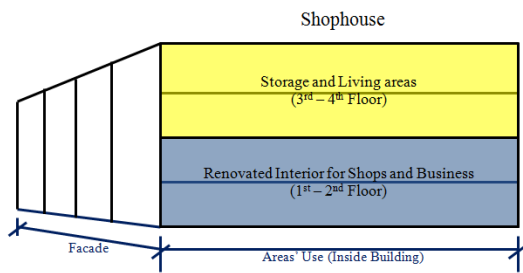


Fig 14 Shophouse Renovates areas' use



Fig 15 Renovated Shophouse On Sitemap

C) Creating Commercial Courts

New Forming of Individual businesses nearby, They needs to earn more profits and links for making communities malls. Additional lands for Business Communities. But there appears unsuccessful in same projects which are not related to contexts

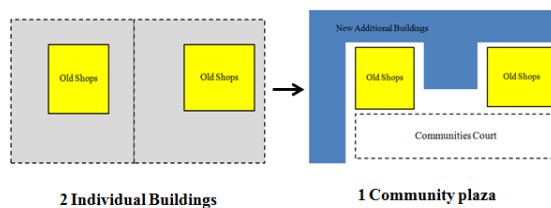


Fig 16 Creating Communities Court



Fig 17 Communities Court On Sitemap

D) Night Bars Grouping

Along the Nimmanhaemin Main Street and In Farthani Area are located with bars and night clubs. But there appeared groupings of bars and nightclubs which caused from bars district fosters. There are; Sided areas from existing Old Famous bars are on Nimmanhaemin soi 5, 6, 9, 17. Also, Parasite units for Night activities are around on Footpath and Courts in communities' plazas (See Figure 18)



Fig 18 Present Bars District On Sitemap



Fig 19 Samples Bars District in Nimmanhaemin

E) New longitude communities-Condominiums'

In Nimmanhaemin and Pa-Ha Villages, there's plant for many condominiums which are own lands and overrun old local communities. Now they tries to make their own condominium complete facilities as modern life but many project tries to relate lifestyle in Nimmaehaemin street to concern their designs such as supporting pedestrians for bikes and walking access to nimmanhemain, low rises condominium adjusted contexts and connect to other communities which are often on Even number streets side

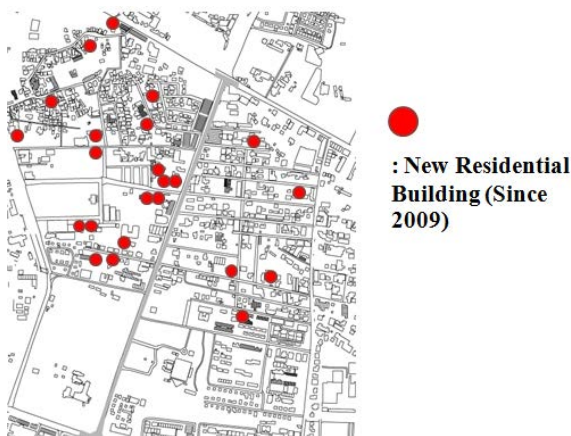


Fig 20 New Residential On Sitemap Since 2009



Fig.21.Samples of New Residential in Nimmanhaemin

Discussion and Conclusions

In Thailand, Government Strategies always controls and plans the city with legal rules and inflexible conditions. From 80th century, Government was pushing and growing many cities to have evidences for commercial and economy. For

developing economic, Government was supporting Investigators to estate lands. There's plenty of modern buildings such as real estate, shophouses, high-rises building and concrete construction which are able to gain much profit. Without studying their local foundation, many areas in the city was developed and gain evidence from commercials. But, there lost their local communities and less of residential area. Somehow people who live in the city do not concern and participate with Government Strategies. Because most of strategies estate without communities' participation. Then, there happened many tactics to manage their living life under legal and rules. This paper is studying the relationship of New forming areas' uses in context of Creative Urban Management from Strict Strategy to Flexible Tactics. The Most Important things to proof Nimmanhaemin district better and sustainable is connect Old communities and New Business investigation together and create New planning and Street networks design with old community group named "Rak nimman" and Business Investigate communities. There are topics to solute their problems around nimmanhaemin district which are; Relating Circulations and Visual Boundary for Residential and Business area, Adjective Day and Night activities for each areas, Draining Traffic and parking system around Nimmanhaemin and Connecting users from Old communities and Present business communities peaceful.

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