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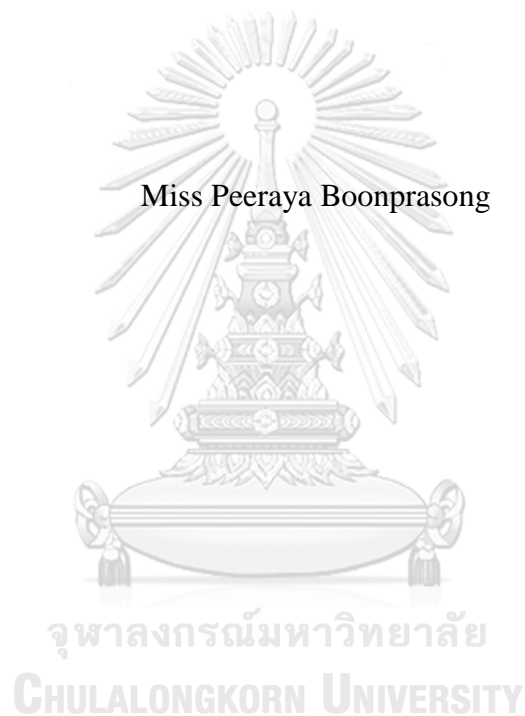
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USE TRANSFORMATION PROCESS OF SHOPHOUSES: A CASE STUDY OF
THA TIEN'S SHOPHOUSE, BANGKOK

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A Dissertation Submitted in Partial Fulfillment of the Requirements
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ท่ามกลางการเปลี่ยนแปลงสภาพการณ์ของเมือง แนวทางการเปลี่ยนแปลงการใช้สอยของอาคารประวัติศาสตร์ประเภทตึกแถวที่เป็นไปตามแนวโน้มของอุปสงค์และการบริโภคนิยม ได้สร้างแรงกดดันต่ออัตลักษณ์ของถิ่นที่ โดยเนื้อเมืองประวัติศาสตร์อันประกอบไปด้วยคุณลักษณะทางกายภาพ กิจกรรมและประสบการณ์ แสดงออกถึงความหมายที่เกิดจากความรู้สึกร่วมต่อสถานที่และความหมายอันแท้จริงตามที่ปรากฏจะโดนรบกวนจากการใช้งานผิดประเภท และการเติบโตของการใช้งานที่เกินขีดจำกัด อันเกิดจากแนวความคิดที่เกิดการใช้งานในแบบใหม่

การศึกษากระบวนการการเปลี่ยนแปลงการใช้สอย จึงมีวัตถุประสงค์ในการทำความเข้าใจพฤติกรรมตอบสนองที่สะท้อนถึงความรู้สึกผูกพันของคนที่มีต่อสถานที่ ภายหลังจากการใช้สอยได้รับผลกระทบจากปัจจัยภายในและภายนอก อันได้แก่ เหตุการณ์ในชีวิต การเปลี่ยนแปลงกรรมสิทธิ์ของอาคาร การนิยามความสำคัญให้แก่อาคาร ความล้ำสมัยของอาคาร และโอกาสที่เกิดจากการเปลี่ยนแปลงบริบทของอาคาร

ย่านท่าเตียนซึ่งเป็นตัวแทนของย่านการค้าขายที่มีการตั้งรกรากมาตั้งแต่การก่อตั้งกรุงรัตนโกสินทร์ และมีการเปลี่ยนแปลงการใช้สอยมาอย่างต่อเนื่อง จึงเป็นตัวแทนของกรณีศึกษาที่แสดงถึงการเปลี่ยนแปลงการใช้สอยของอาคารตึกแถว ที่เป็นไปตามความต้องการของชีวิตในบริบทเมือง

กรอบทฤษฎีของการวิจัยนี้ได้รับการพัฒนามาจากการทำความเข้าใจการเปลี่ยนแปลงพฤติกรรมที่ตอบรับกับการสร้างถิ่นที่ในสภาวะของการเปลี่ยนแปลง โดยการผสานของกระบวนการปรับปรุงการใช้สอยของอาคารประวัติศาสตร์และการสร้างความหมายในกระบวนการการสร้างถิ่นที่ การเก็บข้อมูลของโครงการวิจัยครอบคลุมการสำรวจตึกแถว การสังเกตพฤติกรรมการใช้สอย และการสัมภาษณ์แบบกึ่งโครงสร้างผู้ที่เกี่ยวข้อง และใช้ชีวิตอยู่ในพื้นที่ท่าเตียน

ปัจจัยที่ส่งผลต่อกระบวนการการเปลี่ยนแปลงการใช้สอยจะวิเคราะห์และสังเคราะห์ จากทฤษฎีความผูกพัน ทฤษฎีการสร้างถิ่นที่ ทฤษฎีพฤติกรรมศาสตร์เมือง และทฤษฎีการปรับตัว เพื่อทำความเข้าใจปัจจัยที่จะส่งผลต่อแนวคิด วิธีการ กระบวนการ ในกรอบการเปลี่ยนแปลงของถิ่นที่ ทั้งทางด้านกายภาพและความหมาย

ผลการศึกษาสรุปได้ว่า กระบวนการการเปลี่ยนแปลงการใช้สอยไม่ได้ทำให้ความหมายของสถานที่เสื่อมไป แต่ความหมายยังคงอยู่ในรูปของการสร้างประโยชน์ใหม่ ด้วยการสร้างกิจกรรมและประสบการณ์ร่วมให้ดำรงไว้ซึ่งความเป็นถิ่นที่ โดยผ่านกระบวนการสร้างสรรค์อัตลักษณ์ด้านกายภาพและความหมาย

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PEERAYA BOONPRASONG: USE TRANSFORMATION PROCESS OF SHOPHOUSES:
A CASE STUDY OF THA TIEN'S SHOPHOUSE, BANGKOK. ADVISOR: ASSOC.
PROF. PINRAJ KHANJANUSTHITI, Ph.D., CO-ADVISOR: ASST. PROF. WIMONRART
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In the changing urban context, proposing new uses for historic buildings such shophouses has mould a constraint to place identity when the application of utilisation is grounded on tendencies of demand and consumerism. The historic urban fabric, as a particular physicality of activity and experience in which meaning is interpreted through a sense of place and authenticity, is disturbed by misuse and excessive growth from the new concept of uses.

The study of use transformation is to comprehend the capability of responsive behaviour to place bonding, when use is transforming by internal and external influences e.g. life course, repossession, honourability, obsolescence, and opportunity.

A case study of Tha Tien, an area that was thriving since the establishment of the Rattanakosin Island, is to represent uses of shophouses that are evolutionally altering to requirements of urban life. The theoretical framework is developed from understanding of behavioural reaction towards re-making place.

The measurement method is conducted from the process of reuse emerging with the construction of meaning during the process of place. The data were gained from a survey of shophouses, behavioural observations and semi-structured interviews with occupants in Tha Tien.

Issues contributing to use transformation are analysed and synthesised with the place attachment, incorporating placemaking, urban anthropology and adaptability, in which concept, method and process impact to physical setting and meaning of place through perspective of re-making place.

The dissertation is concluded that use transformation does not eliminate the meaning of place but rather constructs the meaningfulness of utilisation by changing of uses and experiences as a creative identity of physical setting and meaning process.

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Field of Study: Architecture

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Student's Signature

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CHAPTER 1

INTRODUCTION

1.1 Preamble

Change and continuity are always controversial subjects within conservation concerning issues of preservation and loss. Use or utilisation has been a subject discussed when historic buildings become redundant. Reuse, rehabilitation and revitalisation are methods commonly engaged by planning institutions.

Based on conservation and modification theories, discourses in methods, controlling, managing and manipulating change, are key concerns in retaining physical aspects. Even when feasibility studies have carefully been established, the new use can soon be outdated after reopening. Additionally, the new function may change due to excessive growth in utilisation. With a problem of unsustainability in utilisation, the process of “reuse” should be reviewed again within its setting, context, and urban landscape of actual requirements.

Through the literary review of current theories, the question arises as to whether the transformed utilisation is executed due to situations of control, natural growth or creative planning. It also questions how the flexibility of responsive behaviour develops towards these changes.

This research will be conducted by an examination of historic shophouses in the Tha Tien area. It is a representative case study of an historic urban market that expired from an outmoded public transportation and socio-economic requirements.

The exploration of **use transformation** could be a tool in understanding a behavioural transformation in the preparation of developing reuse and rehabilitation plans. The proposed research methodology is **observation, survey of local behaviour and semi-structural interviews**. Finally use transformation is synthesised through a place identity process in order to understand use as re-making identity of a place.

This thesis is conducted through an epistemological perspective of behavioural environment theory. Through the notion of place attachment, each mechanism in the process and other relevant key factors and expectations made during use transformation will be deeply scrutinised. The construction process is understood through changes made to the physical settings and non-physical instruments as it relates to the use transformation.

In the chapter 1, the research introduction - question, objective, outline and methodology is clarified.

1.2 Background

Reuse and other similar terminologies e.g. adaptive use, adaptive reuse, rehabilitation, change of use, conversion and creative reuse have focused on how use as a function is motivated in obsolete or redundant building to be come alive (Cunnington, 1988; Fielden, 2003; *Heritage Works: The Use of Historic buildings in regeneration: a toolkit of good practice*, 2006; Larkham, 1996; Latham, 2000; Orbasli, 2009; Y. Pimonsathean, 2004; Plevoets & Cleempoel, 2011; Tiesdell, Heath, & Oc, 1996; Toggart, Thorpe, & Wilson, 2006). Initially changing of use is in the form of replacement when one building was end for one use. A replacement of such empty structure is always culturally proposed by local requirement (Jokilehto, 2006, p. 3).

Background of reuse is divided into 2 parts which are reuse and reuse in Thailand.

1.2.1 Reuse

The study of adaptive reuse or conversion has been developed to conform with conservation and architectural design (Plevoets & Cleempoel, 2011), urban design and urban planning (Great Britain: Parliament: House of Commons: ODPM: Housing, Committee, & Bennett, 2004; Taggart, Thorpe, Wilson, & Trust, 2006). It is the challenge of finding a new usage which fits the building as well as the context in order to guarantee the sustainability of usage (Latham, 2000). Primarily reuse was developed in consideration of the building's appropriateness in terms of use, space, design, and owner's desire (Cunnington, 1988).

Until the end of the 20th C, creative reuse or reuse was proposed along with urban regeneration in the UK as a redevelopment scheme for historic urban quarters. Said, Aksah, and Ismail (2013), points out that reuse and regeneration involves an improvement of the physical environment with the assistance and provisions of social and community facilities in historic urban areas. This provides an opportunity for historic buildings and their settings to be conserved. Reuse offers opportunities for further investments, increasing the quality of living and built environments (Larkham, 1996).

Another meaning of reuse is adaptive use, mentioned in *Conservation of Historic Buildings*, 1993 by Bernard M. Feilden. This is a method of shifting usage in historic buildings by upgrading the building structure in which original values are conserved.

A similar meaning as described in the Burra Charter (1999) is "adaptation" which means a process of altering building to suit with existing use or to further requirement.

Later, adaptation, adaptive use, adaptive reuse and reuse has been revised within the fields of urban regeneration, engineering, sustainability and economy (Bullen & Love, 2010; Plevoets & Cleempoel, 2011) to rejuvenate deteriorated, designated

historical areas. Depending on the case, prospective uses generally respond to local and sometimes regional context for greater social and economic benefits (Orbasli, 2009).

In the last few decades, the method of adapting building function, called reuse and regeneration, has become more prevalent. It represents an opportunity for conservation and development to work together to transform the built environment and public realm of the communities (Said et al., 2013). It also offers heritage a sustainable secured future (Cullen, 2006) within a constrained context. This is done by using various approaches, such as reuse, adaptation to enhance income and climatic capability. D. D. Rypkema (1999) indicated that sustainable economic development has occasionally been accepted by the resource industries.

While Kohler and Yang (2007) argued that “Heritage Works” is a process of life, an extension of both fabric and context, and usually occurs with global wealth. Moreover, in the UK, English Heritage provided a strategic approach for heritage led regeneration that, when economic value was added, including social, aesthetic values would be increased (Said et al., 2013).

Samples of this trend given in the following order: Europe, Asian and the South East Asia. These national to local level contexts will briefly exemplify the reality of conversion as a significant strategic plan in planning development.

First, in the European context, proposed uses regarding the character of a place are conceived by a collaboration of stakeholders; building owners, City Councils and other local enterprises. They collaborated to increase spatial diversity in the local district, with the aim to enhance sustainability, well-being, healthcare, quality of life, and use of public spaces within their contexts (Cullen, 2006).

Second, the countries Singapore and Hong Kong are concern with their identities and cultural roots. Therefore, the conservation of historic settlements as part of re-development was conceived during the 1980’s and continues today. Many important buildings were conserved and proposed for new uses that match contemporary life styles. “The Blue House in Wanchai”, Hong Kong, for example, was converted to a service apartment and a small museum area. The project could not be conceived if they did not have the cooperation of the stakeholders and a strong national policy on heritage (Yin & DisStefano, 2010).

Third, in other Asian countries, reuse and regeneration happened in historical districts in small towns during the last decade. Poullos (2010) indicates that “Heritage led Regeneration” is considered as living heritage, a bottom-up approach. This approach organically proceeded according to social requirements and capital constraints (Issarathummanoon & Boonprasong, 2012). Elnokaly and Elseragy (2013) explain that urban conservation in the non-western context offers the continuation of local traditions. An emphasis on extending opportunities for local traditions to integrate with a responsive commerce will result in generating a local pride in pursuing traditional ways of living. Additional results is the picturesque townscape that is protected to ensure a thriving economy and an upgraded infrastructure. In fact, obsolescent historic towns in Samchuk were rejuvenated by the imitation of past images

through their revised cultural products and occupations (Ngaothammasan & Kongpan, 2009).

1.2.2 Reuse in Thailand

Adaptive and changing use in Thailand has developed from natural change to purpose alteration and modification through reforms in politics, economics, and social functions. When buildings no longer serve their original uses, a new use is proposed according to location and context thus renewing utilisation and meaning.

Primarily reuse in Thailand is concealed within the pattern of birth and death. In fact, the local buildings are often constructed with natural material that do not last long. When a primary use of a building is ended, it was generally donated for public uses. A representative case is the former timber house; the King Rama I, Phra Phutthayotfa Chulalok residence given to the Rakang Temple to use as a chronical house (Ho Trai). The house was reassembled as a reading room. An additional reuse example is seen in the new use of a permanent building within the temple compound. A former sanctuary space of Phra Chetuphon Wimolmangklararm Rajwaramahaviharn Temple was converted to Sermon hall (Sala Kanparian) where Buddhist usually derive acknowledgments for making a merit. The extension of two franked wings were proposed at each side to accommodate the demand of the newly utilized space.

The major shift in building conversion did not occur until the Reign of the King Rama V, then a proposed use of new building typology was secured when a museum and library, were required. The Front Palace (Wang Na) was designated as the National Museum to display treasures kept from the first Thai Expo at Sanam Luang.

Other uses of redundant buildings for public uses include the alterations being made to the previous Royal Cremation Royal Sermon Hall to accommodate a public library and the transformation of Phraya Thai palace into the Phraya Thai Hotel.

A dramatic change occurred to building reuse during the reformation in 1932 (2475 B.E.) when a number of palaces were handed to the government administration. Replacement of space rather than adaptation was used in the existing buildings. Office space replaced each existing space of the palaces before further extension and upgrading was used to house the growth of the government organisation.

Again in 1982, the promulgation of conservation to the area of Rattanakosin Island, a historic core of Bangkok (Chungsiriarak, 2011), led to the redundancy of a number of existing buildings. Only uses for culture, education and hospitality were acceptable, hence the administrative offices housed in the previous palaces were relocated.

The development of the reuse concept was shifted when the act of conserving historic buildings, historic objects and art objects and the National Museum (revision) 1992 (2535 B.E.) were revised. The new concept of reuse was to retain the original historic fabric or return it to the original design. All new additions to the existing building were taken out while a new retrofit was installed for contemporary use such as

an active museum and art gallery. However, the existing building suffers from the mismatch between used space and the historic fabric resulting from the separation between architectural and decorative processes (Boonprasong, 2015).

Currently there are increases in the number of listed historic buildings announced by the Fine Art Department. After the decision that old office buildings could be converted, to function as cultural spaces, the former Ministry of Commerce and luxury apartments on Ratchadumnern Road were converted to the Museum Siam and Nitasrattanakosin (Rattanakosin Exhibition Hall) respectively. Their existing structures were modified and refitted as exhibition spaces with integrated special techniques.

This strategic plan has become an opportunity for conducting parallel trends: one, when old properties in the area are altered to benefit both cultural and commercial aspects; two, the reuse of old properties in a creative cultural manner to support the tourism sector.

Recently reuse is conceived through the revision of branding when a new business model is required by the pressure of fierce completion. Business owners desire to revise and upgrade their products and brands to meet with new socio-economic demands. In reality, old-fashioned retail structures on Yaowarat Road (China town) were reimaged by new architectural designs, logos and products to attract the customers. The marketing concept of using historic buildings for branding and traditional themes has become popular among small hospitality businesses. Nostalgic decoration, for example, always attracts tourists to take and post photos.

In conclusion, the reuse of old buildings in Thailand was developed from designing and utilising a new use as a purpose for historic/old buildings. Also the buildings are used as a tool in urban strategy by prolonging building use for purposes of culture, economic and politics. The new uses of old buildings were guided by the buildings' existence as well as their contextual shape, thus providing new experiences to place of existence.

1.3 Problem and situation led research

1.3.1 Problem led research

Reuse was invented to further the development of conservation methods, offering the existing a useful life (Latham, 2000). Integrated with regeneration and other subjects, reuse is merged with strategic planning, providing a sufficient tool in sustainable revitalisation as a functional diversification in obsolete historic areas. Nevertheless, the situation of heritage management is intensely negligible regarding each local.

In Bangkok, one of the recognized mega cities, economic growth and proposals of new development is embraced. Changing context of urban life, the arrival of social

media culture and land prices have become a constraint in securing old buildings. Reuse frequently destroys a historic quarter through revitalisation, or new use does not always last long. In reality, the proposed area experiences overgrowth after revitalisation. Conversely, a successful utilisation may be quickly eliminated due to the rapidly changing context.

Due to fabric over-modification, the original element of buildings under the reuse scheme is sometimes impacted from the new concept and method of use. In fact, the high price of land values and the high expenses of the architectural conservation have pressured building owners to implement supplementary usage in limited spaces to generate extremely high returns. Therefore, these buildings are faced with situations of nostalgic over-decoration and excessive functions. Finally, over-modification from undetermined loading and unconsidered extensions can eradicate original building structure and spatial perception.

Even adaptive use does not exist theoretically in Thai conservation. One cannot deny such phenomena occurred in the historic core of Bangkok where the new built is very limited by building regulation, town planning, and conservation zoning. On one hand, adaptive use in Thailand is integrated with everyday living. The occupants' are always altering buildings to suit their behaviour and function requirements. In fact, the new user usually replaces the existing building when a former use is outdated.

On the other hand, adaptive use in Thailand was developed parallel with the promulgation of legislation to conserve significance places. Therefore, authorisation is automatically applied to such cases. Use of the designated building is limited. However, it is impossible to control unauthorized use. Additionally, the occupants of the building may in fact have their own expertise regarding skill and knowledge which may be in conflict to the Use Act.

It can be argued that use in a building is not only an end result of satisfying social requirements of a certain period but it is also an opportunity to restructure family, town and region. Use with a complexity of requirements can be processed through functional restructuring and functional diversification (Tiesdell et al., 1996) by which a part of urban function evolved through individual transformation.

1.3.1.1 Research on use and gap of knowledge

In recent year, a number of researches of adaptive use project have been done in an empirical perspective in order to conceive a framework of understanding process, decision making and success and evaluation. Researches have been conducted interrelated with various disciplines such as sustainability, economics, knowledge management and etc. by perspective of ontology, epistemology and empirical methods.

1.3.1.2 Research on use

Research in the field of architecture, urban design and conservation has represented various ways of understanding use. Firstly, reuse was developed with the provision of finding an appropriate method and concept to suit the various disciplines.

A shift in reuse occurs when it is integrated with other disciplines such as real estate, urban design and urban planning and sustainability. To accommodate those shifts, research methodology was designed to suit each field.

For several decades, research on understanding “use” as a tool of prolonging the building has been expanded to include notion, decision making, and process. In the late 1970s, in “A Time-Space Odyssey”, Maver (1979, pp. 12-30) put forth a premise based research to examine the methodology of designing new use in existing buildings. The research was aimed at “investigating decision making methods” which were obtainable through the life span of the building’s use. A computer programme was developed to test and ensure his hypothesis and analysis by correlating information.

Additionally in “A Designer’s Approach to Rehabilitation”, Farrell (1979, pp. 59-82) was looking to develop a matching process theory. He theorized that by matching user(s) and building(s) through the three case studies, an understanding of the relationship of use, users and the ability to change the building could objectively be made. His research development method was based on the architectural design process.

Latham (2000), a principle of Lathams Architects, published a manual guideline called *Creative Re-use of Old Buildings Vol.1 and Vol.2*. Lessons learned from his experiences were converted into principles and a philosophy of fitting new use into historic buildings. *Adapting Buildings for Changing Uses: Guidelines for Change of Use Refurbishment* by David Kincaid (2002) relates clear opportunities to examine the mechanisms of decision-making and implementation involved in converting buildings of particular interest to the current policy making. Empirical methods through a number of case studies was analysed by the comparator aid decision methods.

Later, Voordt and Wegan (2005) conducted a research *Architecture in Use: An introduction to the programming design and evaluation of building* in order to develop a measurement method for functional quality and design of buildings. Functional analysis was conceived by the studies of activities and relationships between activities. These activities can be measured typology as a design method. To evaluate the building’s use, research methods were conducted by questionnaires, individual interviews, group interviews, observations, documentation study, a workshop, field trips and by virtual reality.

Research studies that integrated use with urban context, was conducted to set a guideline of converting historic building to fit with new planned context as reported in *Heritage works: The Use of Historic buildings in regeneration: a toolkit of good practice* by English Heritage, published in 2006 and 2013 respectively. Throughout the UK, successful case studies on heritage-based regeneration projects were selected.

Moreover, Esra Kurul (2007) suggested “A qualitative approach to exploring adaptive re-use process” in order to develop a conceptual framework of assessment of risk, complexity, cost and value. Research methodology was conducted through four case studies based on geographical focus. Analysis was framed by novel methodological approaches of grounded theory.

In a German context, Kohler and Yang (2007) generated “Long-term management of building stocks” in order to represent the application of flow and capital based approach resulted on sustainable development. Additionally Crammer and Breitling (2007) published *Architecture in Existing Fabric* in order to understand the role of new design in historic existence during the planning process. Later, *Refurbishment Manual* by Fisch and Giebeler was published in 2009 offering the process of upgrading and redesigning old buildings to fit with contemporary requirements. However the focus of the book is on management of service systems in historic building.

On the other hand, “The Rhetoric of Adaptive Reuse or Reality of Demolition: Views from the field” by Love and Bullen (2009) from Australia is a discourse of their views on decision making processes in adaptive reuse and demolition views from 81 professionals related to the fields. The data was examined through Nvivo which the researchers confirmed that the method can be analysed through an organic approach. H.-J. Wang and Zeng (2010) created “A multi-objective decision making process for reuse selection of historic buildings” to develop the model called ANP¹ through the empirical study of two important heritage buildings in Taipei to meet sustainability.

Again Bullen and Love (2011a) published “Adaptive Reuse of Heritage Buildings” on how the conservation of heritage buildings may contribute to a more sustainable environment. Their research method was focused on an interpretative approach, which can adopt information involved in the decision making process perceive. Semi-structural interviews were done by 61 professionals within the field and content analysis was used during data collection. The analysis was based on use of a coding mechanism to identify issues that encouraged further steps of changes.

“Intellectual Capital Model Development Towards Adaptive Re-use Success: An analysis on historical development of case studies” by Alauddin and London (2011b) identifies the unique problems in the adaptive re-use process of historical buildings. The proposed model incorporates the intellectual capital model for project success and was developed by reviewing project management as a critical success factor. This model is an advancement of construction management grounded in theory and empirical observations.

In Asia, Yongthanit Pimonsathean (2004) publication on “Current Issues Concerning Adaptive Re-use in the Conservation of Urban Cultural Heritage” criticizes adaptive reuse, a method of adapting historic buildings to meet with viability. This method has become a useful and helps in generating revitalised areas. The research was conducted through a number of case studies in the Macao World Heritage Site. In contrast, “Design Guideline for Cultural Learning Center in Historical Area (Thonburi) and Adaptive Re-use Old Architecture and Infill Design” by Tawat Ampaiphan (2007) develops guidelines for creative learning centres in historic communities by adapting local historical buildings. In order to understand and compare three concepts, the

¹ ANP is an inclusive decision assembling technique that has proficiency to embrace all relevant criteria in incoming at a decision (Wang and Zeng 2009:1243).

researchers used 400 sets of questionnaires to examine 300 users in major museums in Bangkok and 100 professionals who are working in museums and related disciplines.

“Impacts of adaptive reuse in the UNESCO listed Heritage Buildings, George Town, Penang” by Rani (2015) examined buildings after refurbishment for new uses. The research method was a set of questionnaires given to occupants who were dwelling in the case study buildings.

The amount of research on reuse in Thailand is low and it does not include social trends. “The Evaluation of Western Style Buildings Constructed between 1851 and 1925 after Rehabilitation to Cultural Use” by Boonprasong and Tadtong (2015) was conducted to find relationships between design process, interpretation and spatial design in buildings designated for cultural uses of museums and galleries. A number of empirical studies were made to understand use within the existing buildings before converting them into cultural use structures.

Furthermore, reuse in Singapore was instigated through a re-strategic plan of 1999 after the refurbishment of an old Chinese shophouse community became a tourist destination shopping street. Later, the application was selected for prolonging an old maritime building for other useful purposes. *Architectural Heritage Singapore: a record of the buildings in Singapore that have won the Urban Redevelopment Authority's Good Effort Awards in 1994 and the Architectural Heritage Awards from 1995 to 2004* was published to promote the use of heritage sites.

In addition, reuse in the Hong Kong context has become a strategy of protecting historic buildings from the expansion of development. Not only use of historic building can enhance land reclamation, but new street functions are also adapted.

In conclusion, most research on reuse focuses on finding an appropriate use which fits the building and context. Since long term use cannot be guaranteed, other research is being developed to provide better solutions for decision making that include project management, real estate and construction process. One can note that research on reuse still lacks an understanding of the nature of use effecting programming, performance and characteristics’ of actual activity and experience.

1.3.1.3 Gap of knowledge

Although adaptive use in historic building conservation is greatly concerned with preserving the historic fabric, the change of use process still excludes an understanding that a proposed use should be matched within specific conditions. Developing a framework in the category of understanding a use and the characteristics of use that does not threaten the building or disturbs the local residential context is dreadfully missing. Importantly, new use plans should be revisable when it is outdated. The gap of knowledge in this area of research should address the method of understanding use and its transformation.

The study of fitting use to a building to preserve the buildings’ fabric has not been discussed among professions. This is generally because the buildings’ owners

generally have a proposal of use in mind. However, it does not always mean the proposal assures sustainability and viability of use. *The Venice Charter* (ICOMOS, 1964), indicates that a preferred use result would be socially useful and preserves the lay-out or decoration of the building and only limited change must be allowed.

Without utilisation, a building is dead. Many conservationists point out that buildings that are utilised last longer than the ones that are redundant (Fielden, 2003). Usage has been the subject discussed among practitioners in which appropriateness and compatibility could enhance circumstances when conservation is compatible with architectural design. This concern is not only with the building fabric, but also concerns performance. The life time of the new function weighed against capital returns needs to be aligned so the investor can handle the project and is satisfied. Notably, damage of the fabric during the adaptation process might result in loss of place identity and the sense of place.

Use and its transformation include an understanding of both use characteristics and the actual actions transpiring within the building and surrounding landscape. It also examines issues interrelated to use transformation allowing the processes of changing whilst maintaining both building significance and value for future generations.

Use transformation into which the fulfilled gap of knowledge can be divided:

1. New use transformation corresponding with proposed functional requirements including:
 - Approach to understanding new use
 - Key factors leading to transform of use
 - Process of new use transformation
 - Impact of new use to the building and surrounding area especially concerning cultural and social dimension
 - Other conditions regarding creation of new use
2. Appropriate method of use transformation in adaptation processes especially when considering continuity with a new useful amenity and its long term feasibility.
3. Long term new use that is sympathetic to the urban grain; both physical and non-physical, the social structure and the cultural dimension

Use transformation process is a key issue in leading to the continuity of a place. As a social process, use is considered as activities and experiences occurring in a place. Through research in recent years, proactive steps to protecting loss of physicality after reuse been noted. This can be done from replacements in existing spaces to improving sustainability standards. However, proposed use of buildings for cultural and social

imitation may decline after a few years of application. The building may need a revision of a programme since initial use may not be a feasible one. On the other hand, when capital return is expected, the use of a building can be excessive.

Use transformation is described as a process of changing use within the physical structure, the social process and its reflection of place continuity. The process of use transformation includes; the situation that forced the change of use, decision making in new use, the process during use transformation and the process of occupancy. This transformation can be seen through the changes in the activity within the building and new physical structures/treatments to accommodate the new use activity. It is also seen through the impacts of new use on moral issues, community requirement and excessive use.

To understand use transformation process, research methodology is developed and based on qualitative research.

1.3.2 Understanding changing socio-economic context

The dramatic changes in our society that are based on capitalism have shifted the way people use urban spaces and their expectations of the built environment quality. A recent publication of *Introducing Urban Anthropology* is the study of complexity in areas of urbanization where various groups of people are living and sharing public spaces. Jaffe and Koning (2016) relate an understanding of this ongoing situation. This shift has shaped a new urban space through social life, urban economy consumption and leisure and etc.

At the same time, the notion of using a historic building has shifted to a “heritage commodity” (Tunbridge & Ashworth, 1996). The attraction to an old fabric has become a benefit in the property market. In addition, this can be referred to the idea of duplication of nostalgic scenery in urban public spaces where the decoration of rooms is based on the concept of dreaming twist.

To understand these changes, the socio-economic contexts that should be discussed are 1) new urban life 2) media society 3) gentrification 4) mobility 5) tourism.

1.3.2.1 New urban life

Today’s context is more complicated when living, working and leisure has been overlaid in daily living of urban groups. In fact, these activities can occur within one space since activity/behaviors are similar. This urban space where various groups of people living and sharing public space together. Jaffe and Koning (2016) could take a form of living and working in a townhouse or taking a break in a café making notes for works. Also leisure activities are a major part of city living. Another quality of urban living is a feeling and well-being.

Leisure lifestyle in an urban area forms new urban spaces of restaurants and cafés with dramatic decoration. This is because urban people use a leisure lifestyle to present their social status (Jaffe & Koning, 2016, p. 147).

Changing working behaviours is a result of the invention of new working spaces. An office is not necessarily tied to occupying an actual physical office space, but it can occur in any space that provides broadband network. In fact, there are a rising of co-working space and integrated space with other function such as the use of coffee shop and café for office space instead of renting a proper one (Khongkaeo, 2016). Definitely this is reducing mobility in the urban area.

Additionally the constraint from social media culture is another factor forcing built environments, including heritage buildings, to be modified. Today, the building with character and where services are utilized satisfactorily is regarded as a precious product. The trend to add nostalgic scenes was constructed to serve the demand of current culture. An example of this is the yearning for the past can be seen by the demands for historic art, media and architecture (Moore, 2012). So there is a rising trend of converting historic shophouses into chic coffee shops, co-working spaces and other hospitality venues.

1.3.2.2 Media society

The constraint of commodity in the rising trend of cultural media is another issue contributing to old buildings to being modified. In fact, Jaffe and Koning (2016, p. 95) pointed out that broadcasting, from adverts and publications to television and YouTube browser, play a chief role in commercialising favourable lifestyles among urban groups. This includes culture through the consumption of music and the transfer of other cultures in the form of networking. With this unlimited bounty of accessibility, the cultural consumption trend is diversity of perception through photos, music, and contents from promotion and advertisements. For instance, major web platforms like Facebook, Instagram and Pinterest are leaders in presentation of photo sharing. Trends for architecture and beauty could develop through visual perception.

1.3.2.3 Gentrification

Gentrification is a term used to explain the situation when wealthier residents move into low-income areas (Creswell, 2005, p. 37). Gentrification – class inflected urban re-making: recreation, consumption, production and pleasure as well as residence (S. W. H. Wang, 2011). Also gentrification, recently, included residential gentrification, commercial gentrification, functional gentrification, tourism gentrification, institutional gentrification.

Invented in 1960s by Ruth Glass, a British Sociologist, developed an objective theory: gentrification is a phenomenon explaining the situation of middle-class peoples' arrival which was displacing lower-class worker residents in urban quarters. Later, the concept of gentrification was used as tool in real estate that forced the transformation of neighbourhoods from low to high value. This change caused the dislocation of permanent residents or businesses from a gentrified area where higher rents, mortgages and property taxes were instituted. By this meaning gentrification's intent is improving housing, economic and health issues by stimulating the community's history, culture and reduction of social capital. Gentrification can also 'lift' a neighbourhood's

character, e.g., racial-ethnic structure and household income, by adding new stores and resources in formerly neglected areas.

Recently gentrification has become a useful tool in the replacement of people in areas which intend to achieve a strong master appraisal; gentrification in a control group of people within a place. First, commercial gentrification is referred to as new middle-class shops and services replacing existing affordable services to residents. Second, functional gentrification implies the displacement of a lower value use by a higher one. Third, tourism gentrification is a situation when tourist facilities replaced existing ones. Fourth, institutional gentrification can be symbolised as the redevelopment committed to the structure or 'image' of the government or important institutions in a form of planning and master plan.

Gentrification in this decade also includes a new middle-class user who is wealthy and has the ability to make investments. These new users could be included as anticipated stakeholders in revitalisation historic quarters. Requirements by this group of users would shape a new direction of an historic quarter (Pokharatsiri, 2012). Therefore, the anticipated advantage of gentrification is the improvement of physical environments. However, the situation is opposite. The drawback of gentrification in an ongoing community is the destruction of local culture when a new group of people replace whole populations.

So it can be argued that planning in conservation and redevelopment is necessary to understand a genuine value as compared to re-imaging, or gentrification, for new business replacement; either the continuity of a place or the disconnection to a place.

1.3.2.4 Mobility

The endless growth of mega cities all over the world has led a number of rural people to look towards urban areas for job and better life opportunities. Definitely, these new groups of people bring attached culture with them. At the same time, the middle class moves out of urban areas to find a quiet life in rural areas. With this exchanging movement of people, their activities and experiences generate more diversity in a place.

Traditionally mobility among groups of people was usually in relation to nature, security, crop fertilization, politics and power.

Today, relocation and human mobility is due to upgrading jobs, the work place and quality of life. The demand for labours, due to continuing of capitalism growth, has also reinforced new entries from neighbouring countries of people seeking employment. In fact, rapid economic development in manufacturing has transformed the new society in which more labour is recruited to support the skilled worker sector. Historic urban areas that contained a number of obsolete buildings become a destination, a cheap tenement, for migrating people. Hence, the area is transformed into a local migrant's group that echoes the cultural familiarity from where they came.

Recently the study of mobility also includes an ability of movable life within a city when a commuting mode has controlled growth and decline in an urban area (Jaffe and Koning (2016). In an anthropological study, the movement of people is a new method of understanding a city. In fact by using mobility, one can define a network of daily commuting in today's urban areas.

1.3.2.5 Tourism

Unsurprisingly tourism has become a top ranking industry in many countries worldwide. After the 19th century, travelling was not limited by convenience of commuting among town, city and country. Going to another locality was considered a new experience to gain after graduation. After the 20th century, tourism is defined as a leisure activity. Heritage tourism is the fastest growing industry of international tourism (Rypeka, n.d. p.5). Therefore many countries have programmes, such branding a city, to increase the number of tourist's arriving annually.

Currently tourism is not only a leisure activity; it is also a new tool for economic opportunity. When the tourist industry has a vast impact on a GDP (gross domestic product) of an economic growth rate, tourism becomes a strategic tool in developing national policy. It provides the incentive for the development of further facilities to support tourism growth.

This is especially true in the heritage sector. A number of historic buildings nearby tourists' sites have an opportunity for conversion to further business. For example, *"heritage has become a major resource for international tourism by providing visitors with authentic cultural experiences"* (Mengüşoğlu & Boyacıoğlu, 2013)."

The shift in the socio-economic context today has twisted the meaning of utilisation within the old buildings to include a nostalgic notion. In fact, old buildings with prime locations have become an investment tool providing a new experience of urban lifestyles. Hence age of patina can be enhanced or ignored by new experiences in each place.

1.4 Research question

The aforementioned problems and gap of knowledge have formulated the research question which is **"How can use transformation in historic shophouses, embraced by the context of urban growth be developed through the notion of placemaking?"**

This main question is composed of three other questions in the following order:

1. What is "use transformation" in historic shophouse?

- What are usages in historic shophouses?
 - What are factors leading to use transformation in the historic shophouses and their settings?
 - How do new activities shape requirements of space in historic shophouses?
 - How do these activities change the appearance as well as spatial quality or experience of the shophouse?
 - What are the impacts after the transformation of use process?
2. What are the approaches of the use transformation concept and process?
 - Are all methods of modification involved in conservation? If not, what are they?
 - Are there other approaches of use transformation in historic shophouses? What are they?
 3. What is construction of meaning in each approach of use transformation towards the procedure of placemaking?
 - What are the key issues in use transformation process towards placemaking?
 - How is meaningful utilisation constructed through procedure of placemaking?

1.5 Objective

1. To define “use transformation” as a process of changing use through forming, processing, declining and revitalising
2. To develop a measurement of understanding use transformation through perspective of place
3. To understand the concept and process of use transformation through perspective of placemaking
4. To discuss issues contributing to the process of reuse which includes; the beginning of use, transformation of use and continuity of use
5. To synthesise the procedure of meaningful construction in use transformation process

1.6 Outline of the study

Before Tha Tien is chosen as a case study, the criteria for selecting the site is set in following to the objective of the thesis.

1. A large number of researches and documentation – with a limited research timeline, any selected sites should have an adequate number of supported document.
2. An evolution through history timeline – the site should transform over time from the changing context and rapid impact.
3. A wide range of shophouse – the research is proposed to study a shophouse because this building typology is shaping vastly in the South East Asia townscape. The selected site should contain a number of shophouse series from characteristic, construction and technology, material and space. This is including how the shophouse was designed to interrelate with the setting.
4. Conservation area – the selected site should be located in a conservation area that has a strong control of activity and land use.
5. Changes by events – the site should have been facing changes throughout time and this trend should keep going to the future.
6. Ownership - a various types of the landownership can represent a clear vision of using the shophouse in diverse approach.

A number of the sites throughout Thailand were selected to overview of similarity and difference among issues that was transforming uses. After the initial study, the area of the site was specified to the south area of the Rattanakosin Island in Bangkok. Later, a number of historic shophouse communities in this specific area were again overview. Tha Tien was later selected after the pilot study was implemented.

The thriving towns in Thailand during the 1940-1980, were served by markets for agricultural products and other supplies along the canal and the junctions of the rivers and canals. Market communities that were developed on riverbanks close to floating markets moulded the Thai urban morphology that included the market place, shophouses, theatres, and other communal facilities; grocery stores, cafés, Ran Khoa Kang (places that sold meal during the day time). With the growth of road and motorway systems and the growth of supermarkets, the former market place started to decline.

The study of use transformation is developed through an understanding of market nodes generally located at major junctions of water transportation throughout Thailand. These communities represented a part of a transportation network of trading and a commercial system of Thai economy. Similarly, other cities that were based on waterways flourishing during the 1940-1980. After these areas turned to an inactive

state, due to land based infrastructures, they are recently faced with the need to revitalise and further development. However, they were at the success state for only a while before turning to obsolete again (Latham, 2000, p. 80).

From the initial survey, it can be concluded that these historic market places were based on unique marketing activities which is no longer relevant. The proposed activities in the market have become unauthentic experiences for leisure events, such a weekend market.

With use transformation, the south part of Bangkok, where is the longest settlement in Bangkok, is still thriving with commerce and residence. A focused criterion on transformation and frequent impacts to the historic market places was developed through an overview study of the historic core of Bangkok- Rattanakosin Island where is embracing by the endless urban growth.

The overview study was focused on the area of Rattanakosin Island that is comprised of three parts; inner zone, middle zone, and buffer zone on Thonburi riverbank. A number of historic market places in this area were selected for the initial study in order to understand the settlement, evolution through life span and changing context, and capability of conversion and adaptation. While the historic market nodes are a major focus, another important criterion is the development of the shophouse style providing further use modification.

After the overview study, it is necessary to include another important criterion – the conservation area where use of building and landscape are limited due to the question of appropriateness. Choices among case studies were narrowed to the inner Rattanakosin Island where regulation and limitation is solidly in place. After a rough review Tha Tien, as an important historic market confronted with change through life span, was selected for the case study.

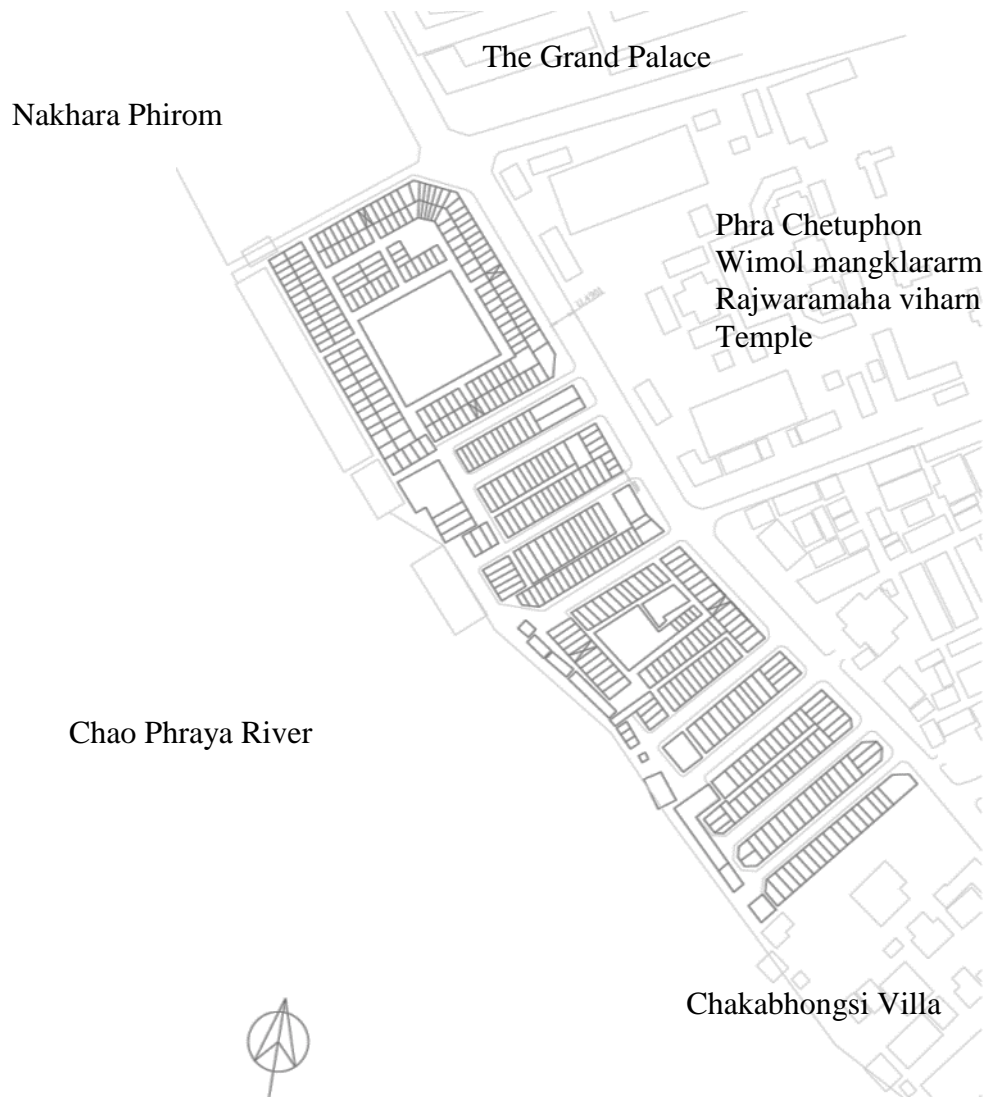


Figure 1-1. Map of Tha Tien

Tha Tien, a representative of historic markets, symbolizes a former rundown market place turned into a revitalised area. Through Tha Tien's life span, the site demonstrated use transformation. In its 200 years, it was developed as an area for Royal family resident, survived the great fire during the King Rama IV, endured the establishment of Maharaj Road and the establishment of the Domestic Commerce Department, to host the arrival of Nakharapirom Park. Through these transformations the Tha Tien area has experienced both conformation and loss of "place".

The distinct characteristic of Tha Tien morphology comprises narrow alleys that are lined with 3-4 storeys shophouses terminating at the pier located at the end of each lane. This configuration served the waterway transportation before 1980c when Tha Tien was a thriving community serviced by sellers of fresh fruit and vegetable from the rural area of Bangkok. Not only did the decline of the market depending on water ways

and the tramline change the activities of the community but also the enactment of Conservation area Act 1982, followed by the Land use Act 1985 limited traditional use.

After this acts, the area of Tha Tien experienced limitations of urban functions as well limited utilisation of shophouses. Therefore, the existing use of the wholesale market rapidly declined. Later, the promulgation of listed buildings has encouraged the conservation and protection of usage of the shophouses owned by the Crown Property Bureau. Whist the other private properties still has the right to freely convert their own places.

However, the situation in recent years has turned over when new opportunities have arisen due to booming tourism. The shophouses in Tha Tien's have been transformed into a host of new activities such as restaurants, hostels, and other hospitality venues. With the aforementioned transformation, Tha Tien area is selected for this research case study since it is addressing the criteria of critical use transformation from changing urban functions affecting both physical and non-physical elements.

1.7 Assumption

A qualitative research process of use transformation was started from a pilot study. A number of market nodes throughout Thailand were examined for similarity and difference of declining and revitalising situations. In reality, Rattanakosin Island precinct is a representative of a controlled area where utilisation in the buildings and area blended together during the last hundred years. Therefore the situation of use transformation is clearly illustrated.

A discourse of use transformation with other relevant factors is understood through a perspective of place. It can be assumed that place can continue by use, as a complex function, is performed in physical settings through activities and experiences. When use is as a part of place identity, use is ongoing. To synthesis with the theory of place, process of use transformation is discussed with other relevant issues on ideological levels, that of remaking a place by physical and non-physical issues.

To develop the theory of "Transformation of Use for Historic Building", it is necessary to debate various subjects regarding the building and its relation to setting and its urban area. Also, it is necessary to the revision of the fundamental ideology behind the definition of heritage and its implication form of adaptation. The subjects discussed are in following order: branding heritage, adaptive use, revitalization of historic quarter, urban regeneration, gentrification, architectural programming, urban anthropology, marketing, building typology and place attachment.

1.8 Theoretical framework

Use transformation framework is to “**understand the capability of human responsive behaviour to place bonding in to the situation of place change**”. To retain use as activities of human intention and experiences, use transformation should be discussed by the shifting of a situation and the context that enforces new use to develop.

The concept of place, the situation of place and placelessness, is discussed through the identity of place and that the physical setting, activities and the meaning reflecting particular interests, experiences and viewpoints can be continued. Theory of place by Relph (1976), Creswell (2005), and Lynch (1972) are reviewed. Other literature are sense of place by Shamai (1991), and Hashemnezhad, Heidari, and Hoseini (2013), and place identity by Proshansky, Fabian, and Kaminoff (1983), and Twigger-Ross and Uzzell (1996).

A framework is developed from the theory of place in the context of changing society through urban anthropology, adaptability and placemaking. Place attachment (Cross, 2015; Najafi & Mustafa, 2012; Scannell & Gifford, 2010), relationship among place, people and process, reflects flexibility in use transformation (Figure 1-2). Further explanations of use transformation framework (Figure 1-3) will be deeply discussed in chapter two.

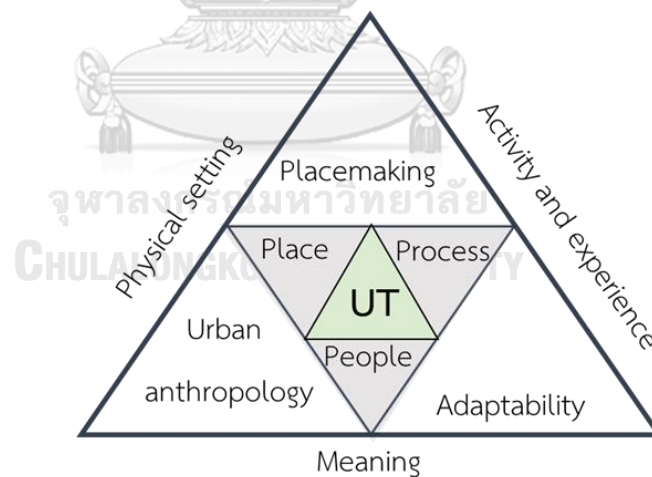


Figure 1-2. Use Transformation framework

1.9 Measurement

To do so the concepts of process and adaption (Crammer & Breitling, 2007) and the premise put forth by Latham’s *Heritage works: the Use of Historic Buildings in Regeneration: a toolkit of good practice* (2000) are assimilated with Proshansky, Fabian and Kaminoff’s theories of place identity functions (1983).

The procedure of use transformation can be divided into four processes which are acknowledgement, conceptualisation, adaptation and identification (Figure 1-3) are formulated by reuse of building and its relation to identity function which are recognition meaning, expressive-requirement, mediating change and anxiety and defence functions.

‘Acknowledgement’ denotes the understanding and emphasising of condition and assessment of the situation.

‘Conceptualisation’ specifies human bonding through intention and an objective of aspiring to adapt.

‘Adaptation’ is the capability of adjusting to the methods and processes of behavioural and physical modification, especially building work and construction.

‘Identification’ is a process of reconstructing meaning when occupancy and activities within place is redeveloping. At this stage, place attachment through intentions, activities and levels of knowing a place is an important key on how decisions are made that affect place.



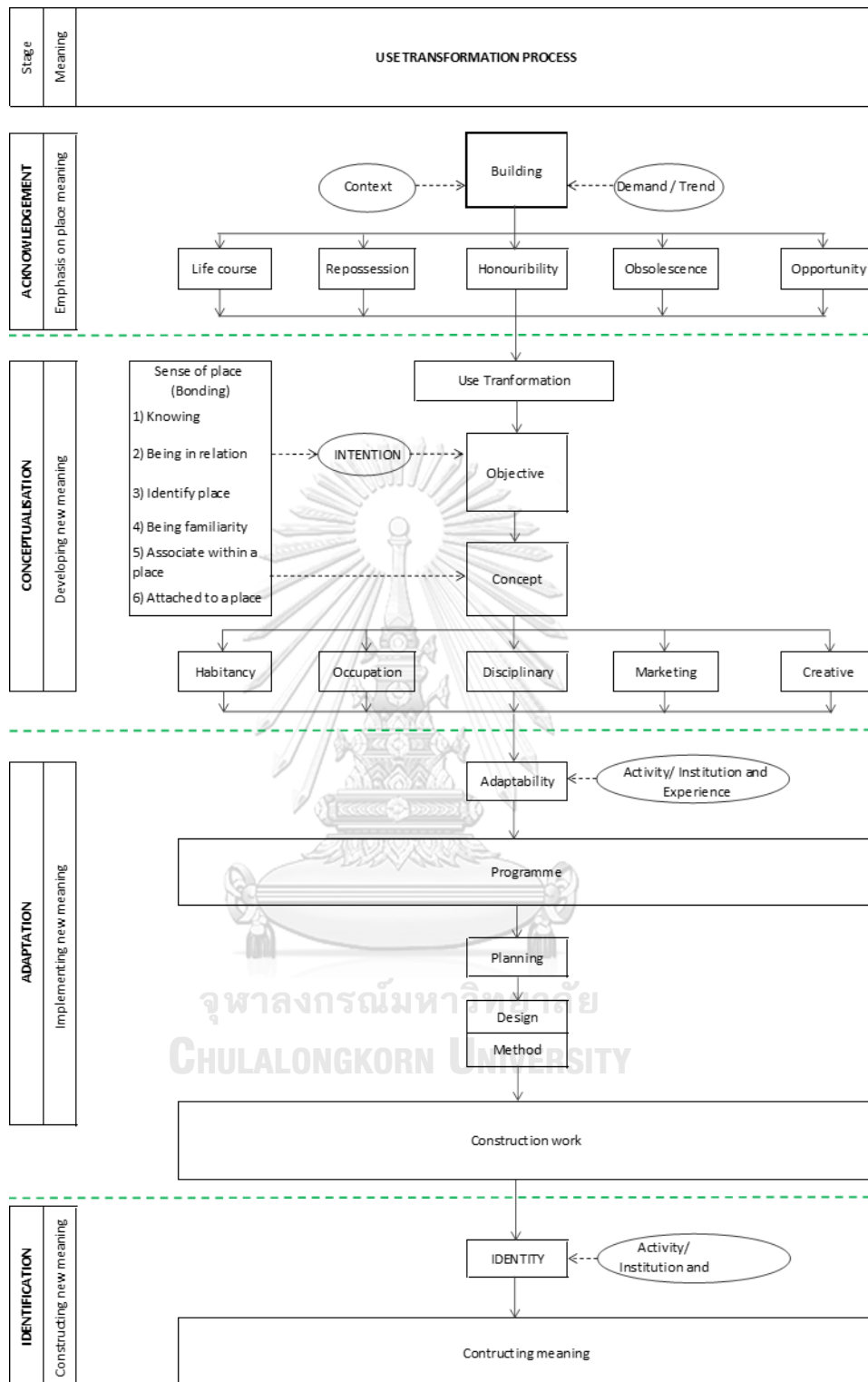


Figure 1-3. Use transformation process

1.10 Research method

As a grounded theory, issues of discussion that are erected by research questions, and a case study is assumed. In this thesis, the flexibility of responsive behaviour to place bonding is reflecting use transformation process. To understand the issues that impacts to the flexibility of responsive behaviour to place bonding, the research is plotted in 5 stages which are 1) preconception 2) data collection 3) analysis 4) synthesis and 5) theoretical outline.

Issues	Method	Stage
Issues of the discussions	Problem and literature review	Preconception
Shophouse typology and its usage	Survey and observation	
Tha Tien area	Survey and observation/ Historical research	
Tha Tien people	Filed observation and semi-structural interview	Data Collection
Situation of change	Timeline	
Concept, process and method of changes	Table and grouping of issues	
Cohesion of issues regarding use transformation process	Framework	Analysis
Validation	Content analysis and relationships among issues	Synthesis
Relationships between concepts	Outline the theory	Theoretical Outline

Figure 1-4. Research process and method

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First, literature review and research problem are developed to answer the research question in which possible issues are reflecting to the assumption of the thesis. Issues impacting to physical and meaning elements are proposed.

Second, an inventory of shophouses is conducted and categorised by characteristics of uses. Interviewing occupants is done at the same time as the shophouse use surveys were made. Recording of conversations of the occupants collected their attitudes towards occupation, jobs and residency. Changes between use and urban function in the Tha Tien area is also understood by a chronological study and a review of made of other records. Data is collected by mapping, sketching and a recording of an interview.

Third, the data are organised by tables and diagrams in order to define issues impacting both physicality and meaning. A mapping of shophouses in Tha Tien was conducted by categorisation of uses through a timeline. At this stage changes of

physicality and meaning are discussed in terms of place and process of use transformation. Case studies are selected on the basis of the remaking concept. Then each case study is analysed, with the adaptation process, as to how idea, concept and method are desired.

Fourth, issues relevant to the use transformation process are discussed in relation to how place attachment reflects levels of adaptability and adaptation. Bonding to a place through attitudes and intention towards the shophouses' adaptations are analysed and synthesised through the theoretical framework in which the physical setting and meaning are transformed. Issues regarding identity of place and the capacity to adapt are understood through how the meaning and sense of place is developed within each stage of use transformation.

Finally, the theory of use transformation is outlined while the essential keys in the use transformation process in historic shophouses are discussed.

As a qualitative research, the process is repeating when a new issue is gained from case studies especially during data collection and analysis.

1.11 Conclusion

Continuity of an urban historic quarter can be perceived through understanding issues contributing to enhancing continuity of a place in the "Use transformation process". Transforming use, with use defined as activities, is a dynamic function within a place.

To ensure identity of place, this dissertation explains the integrated process of use transformation within place. In Chapter Two, the theoretical framework of the dissertation is developed. In Chapter Three, a case study of Tha Tien through a history timeline is understood through the theory of place. In Chapter Four, use transformation process of shophouses is derived through information collected in the surveys, by observations and semi-structural interviews. Use transformation is also synthesised with approaches of placemaking towards objective and intent. Later, issues contributing to use transformation towards conformation of place making is discussed. In Chapter Five, these issues are synthesised through a theoretical framework. Finally, the conclusions and suggestions of the dissertation are found in Chapter Six.

In the next chapter the theory of use transformation is developed as it relates to this dissertation.

CHAPTER 2

THEORETICAL FRAMEWORK

‘Use transformation’ develops through levels of place attachment during changes of use. Use transformation is as a method of understanding the flexibility² of responsive behaviour to place bonding and comprehending the attitudes and intentions of occupants’ connections through their acceptance of change.

To discuss a process of new use construction, use being defined as an activity, this thesis utilises the theory of place, where the physical setting is developed by the construction of meaning and activities. The unique identity of place can be experienced through performance of activities and their physical setting. As activity and experience in a place, use is born, growing and maturing, declining and expiring. Also use can be reborn. Within this cycle of use, it is essential to clarify issues that are embraced and are pressured through process of use transformation. Within this discourse these issues are clarified by the process of use transformation. A process by which place is remade through bonding and acceptance of change.

This chapter explains 1) introduction 2) theoretical framework of use transformation 3) understanding the use transformation process 4) variable issues contributing to the use transformation process 5) thesis structuring.

2.1 Introduction

Rapid change always varies a process of daily life within a place, especially when human inflexibly is asserted into the situation.

In the context of socio-economic extreme, the use transformation process can enhance an understanding of issues contributing to **flexibility of place attachment behaviour** through behavioural environment perspective and could determine continuity of shophouse use. This dissertation seeks to understanding flexibility of responsive behaviour to change in relation to place bonding.

The initial study on the use transformation process and issues contributing to the process was conducted through a literary review and a pilot study of the proposed site. It revealed that people’s bond towards place could lead to positive adaptations to

² Flexibility - an ability to change and cope with variable circumstances and capable of being changed or adjusted to meet particular or varied needs.

meet the state of placemaking. Also, the ability to adapt, either physical settings or human activity and attitudes, is dependent on the construction of meaning.

Thus, a theoretical framework is developed from the theories of urban anthropology, adaptability and placemaking through the perspective of “Place attachment”. This is to allow the possible issues contributing to the process of use transformation to be clearly identified in the place where activities transpire. This chapter is divided into 1) use and use transformation and 2) understanding use transformation.

2.2 Use and Use transformation

The construction of this theoretical framework is based on use transformation within the process of a place. Place which is defined as a fixed setting, allowing social production as activities and uses to develop meaningful purposes. The construction of the thesis framework is based on places where changes emerge.

Growth in urban areas encompasses diverse activities and people from different backgrounds living in a particular place. As this complexity of urban anthropology, adaptability and placemaking are intertwined growth becomes a principle of understanding a place.



Figure 2-1 Use transformation framework

The commitment of bonding to a place is based on adaptations to the manipulation of required use and experiences. Use transformation in a place is explained through the definitions of use, place, the context of the changing use, place

attachment and use transformation. These are followed by an understanding of use transformation and the contribution of its variables.

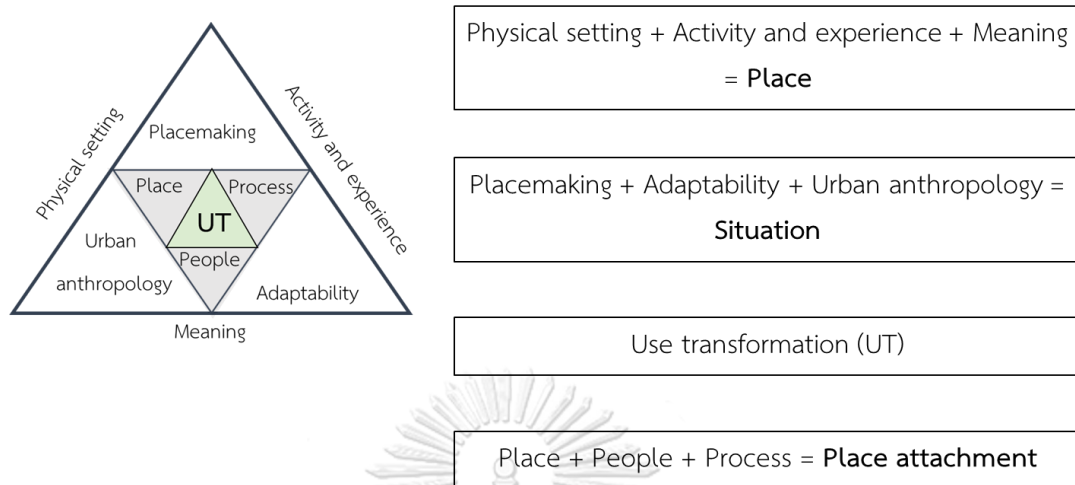


Figure 2-2 Development of use transformation framework

The diagram above presents a relationship among place, place in the situation, place attachment and use transformation (Figure 2-1). This section is divided into five subjects: 1) use 2) place 3) changing use context 4) place attachment and 5) use transformation.

2.2.1 Use

A notion of use can refer to an application of a purpose which is defined diversely regarding subjects and approaches. Voordt and Wegan (2005) claimed that use was as a function, where other publications defined use as a kind of action, activity, institution or purpose. Mentioned in the Burra charters (1999), use means functions of a place³, as well as activities and practices that may occur at or in a place.

In other disciplines such as geography, anthropology, urbanity, architecture, and philosophy, use is regarded as the soul of a place that leads to place continuity or decline. Recently utilisation is considered as being planned but, in reality, it is a natural and dynamic process instigated by human needs. The diffusion of use is necessary to retain an identity and a sense of place.

An understanding of use can be discussed through 1) history of use in architecture and planning 2) use in architectural programming 3) use in urban planning 4) use as a social construction in a place 5) use and continuity of a place.

³ Place is an assemblage of things – space, activity and experience.

2.2.1.1 History of use in architecture and planning

Before the invention of the reuse theory, use in architecture was defined as an occupation of available space and adaptability required by activities. Use of natural elements for dwellers, like the Göreme cave village in Turkey, represents replacement for residential use in the available landscape. Other examples are seen through use of appropriate sites and spaces for settlements. The activities of dwelling, commerce and agriculture are conducted in response to basic human needs; physical and safety needs (McLeod, 2007, updated 2016). Initially the term use indicated finding an appropriate space and then adapting it for settlements.

In architecture and planning the word use describes a complexity of function, purpose, and utilisation. The concept of building and its use can be dated from ancient Greek when Hippodamus, Architect and urban planner, designed Miletus by a gridding system with three categories of function: sacred, public, and private space. His public square design was compounded by market place, public forum, and the stoa which designated the relationships between building and place.

In contrast, Thai landscapes and settlements existed spontaneously within the natural environment, explained by a number of small houses on elevated land around the temple (Chaichongrak & Freeman, 2002).

After the industrial revolution, innovation shifted human requirements of living standards to suit new social constructions. The fast expansion of towns forced the planning of cities to be more organised and urbanised. During 1922 and 1923, Le Corbusier expressed his new concept of architecture and planning with a new town model, which offered convenient living in the city by usage zoning; residential, office and parks. Papageorgiou-Venetas (1971, p. 73), pointed out that this is the first modern concept of function – functionalism integrated socialism invented an urban space, which would later inspired the Athens Charters, “*Their use makes it possible to avoid the dangers of dismantling and reinstating the portions to be preserved*” (ICOMOS, 1931).

In the 1960s, use, again, become a tool in revitalising a number European towns after the Second World War (Bevan, 2007; Orbasli, 2008). Not only were picturesque scenes reconstructed, a number of damaged buildings were restored with integrating uses. Remaking a place in a war torn city was to remind people of the familiarity of the former neighbourhood. A sample reading from the 1970s indicates – *Continuity and Change: Preservation in City Planning* by Papageorgiou-Venetas (1971) gave views on how important it was to renew townscapes by planning integration within the existing remains. Use, as urban functions, was discussed in light of continuity and change in historic settings during an urbanization era. As Papageorgiou-Venetas (1971), “*Townscape fulfils a further function as a sphere of human activities.*”

In the 1980s, when contemporary conservation was reinvented in European countries, a new ideologies by scientific committees were conceived to understand the notions of conserving buildings and their settings. Reuse, for example, was known as rehabilitation, as mentioned in *Rehabilitation of Historic Building* (Markus, 1979).

In the 1990s, use was mentioned in *the Burra Charter* as an activity confirming longevity to a place. At the same time, regeneration was designated in the UK as a national policy. The reuse identity of historic buildings' planning depended on region and local authority.

By the millennium, use as a tool of prolonging a building's life had become a strategy in enhancing UK historic town areas. Simultaneously *Creative Re-use of Buildings Volume I and Volume II*, by Derek Latham, was published parallel with the practice. His book noted the reuse of old buildings in the urban context, sighting examples such as churches, government and industrial buildings. Similarly adaptive reuse of old buildings in the USA focused on fitting new uses into existing buildings focusing on generating benefits by providing upgraded technical systems for contemporary standards of living and the benefits that have emerged (Latham, 2000).

2.2.1.2 Use and function

In the study of architecture, use and function have similar meanings which need to be clarified.

Theo JM van der Voordt & Herman BR van Wegan (2005), indicated that use denotes function in buildings.

In the 1960s, De Bruijn, one of the founders of functional analysis as a discipline at Delft's Faculty of Architecture, (Voordt & Wegan, 2005; Zeeman, 1980), categorised functions into four types which are; protective function, domain or territorial function, social function and cultural function.

Later C. Norberg-Schulz (1965), defined a building by means of two functions which were utility and cultural functions. The former one is a building created in respond to local climates against weather, hazard from animals as well as enemies and other environmental dangers. At the same time, the building carried a functional structure in which human activities were employed through social constructs. He indicated that these social constructs gave the building meaning, either culturally or philologically.

Dirken (1972), head of the product ergonomics department of the industrial design faculty, mentioned that the term use - has primary and secondary functionality. The former means the utility value or efficiency of a product. The later meaning being a deliverer of meanings; a building expressing status, representing other values, feeling and associations. However, Ekambi-Schmidt (1972), calls this 'affective functionality'. Later Hillier, Leaman, Stansall, and Bedford (1976), in *Space Syntax* define function in a different way. They indicate that function is comprised of spatial organisation of activities, climate regulation, symbolic and economic functions. Theo JM van der Voordt & Herman BR van Wegan (2005, p. 2), summarised that the first two functions - spatial organisation of activities and climate regulation, were utility function and the following two were called cultural functions - symbolic and economic functions.

In fact, function of use in buildings is defined by the needs and demand of specific activities, for example, utilisation, gathering, and controlling. A house is built to serve the needs of cooking, washing and sleeping. Whilst a public building, like an office, is designed to provide comfort and correlation among colleagues in a controlled space.

Examples of this can be seen in the Larkin Company's administration building built in 1904. Wright's autobiography described the Larkin building as "*a genuine expression of power directly applied to purpose...*" (Frank Lloyd Wright Foundation()). The rise of industrial production was another factor that caused new functions in commerce. The Burlington Arcade in London was originally a shopping mall, invented by Lord George Cavendish in 1819, to serve the demand for upmarket product sales. The covered walkway was added to provide protection from weather conditions and was an expression of retail decoration. Later, in the 20th century, the sales of goods merged with leisure activities such as movies and restaurants as a single structure so the word shopping mall or shopping arcade was invented.

In conclusion, in architectural design, use is required to generate a programme of function, while functions are designed to serve the requirements of uses. This is different from the use of space, which means to occupy the space for utilisation. Then people would name that space a function rather it is 'use'.

2.2.1.3 Use in architectural programming

Use is an introduction to programming and evaluation of buildings in a form of building function. Theo JM van der Voordt & Herman BR van Wegan (2005, pp. 13-14), noted that function and form is an interactional process. Purpose would lead to development of programme in a form of spatial structure which is defined differently due to use (Blagojevic, 1997). Hershberger suggested that function and user direct the future design in the form of quality and performance. An organizational structure within building is included under the supervision of internally imposed conditions and by externally enforced requirements and conditions. These can include personnel, environmental, cultural, technical, temporal, economic, aesthetic, and safety issues (Hershberger, 1999, pp. 73-167).

When considering use in an existing building, the location is fixed, which can become a constraint in the formation of new use. Use within the existing building plays different roles; either use is looking for existence or existence looking for use (Latham, 2000). Use is also a commission among the building, site and occupation during brief development. Markus (1979, p. 9), suggested that use and exact space were matched. In the case of revitalization, new use may be processed by stakeholder agreement (Mason, 2004, pp. 66-67).

In a place surrounded by existing character, reprogramming use requires replacement and adaptively. In recent years, a great deal of research has been conducted on various approaches of understanding and related disciplines in order for unused space to become experiential within present-day contexts. The conservationist may assess this unused building in terms of heritage, while the developer may look for an

opportunity for investment. The poor may use the place because of cheap rent. It could be argued that the programme of use is dependent on the needs and understanding of use and function of the building and its site.

2.2.1.4 Use in urban planning

Use, which performs as an urban function⁴, is considered as a tool in control, health and safety, and the development of infrastructure in urban areas. This can be seen in the planning of zones like residential areas, commercial areas, industrial areas and others. Specification of use in the urban function could assist planning in preparation of support and distribution. However, strong zoning commonly leads to a monotonous area. Relph (1976), claims the situation as being a form of placelessness; zoning that creates an unauthentic and inorganic mass society.

Programming new uses in existing areas was mentioned in *Revitalization in Historic Quarter* by Tiesdell et al. (1996, p. 18). It was noted that revitalization in an existing building should reconcile the physical fabric, the active economic use and the natural (authentic) social public realm. He indicated that the public realm takes a form of a social construct. When happening on a large scale, renewal of economic requirements or functional restructuring could result from changes in occupation with new uses or replacing space by new activities. Also the existing operating use remains more efficient or profitable; functional diversification and functional regeneration on a larger scale.

Nevertheless, strong conservation ideas have forced the intervention of protection by which building use and land use are strictly controlled. In fact, this phenomenon can be seen in mainstream conservation areas. Other uses that can obstruct preservation must be relocated (Larkham, 1996, p. 79). The consequence being the place is dead and there is a lack of experiences.

Furthermore, invention of new use under the control of stringent planning can lead experiences in the area to be heavily harnessed. Less variety of activities could lead to descent when the growing market disregards social integrations (Tiesdell et al., 1996, p. 27). Pimonsathean (2004), argued that if the adaptive reuse rate of historic buildings is very high, the town might lose its charm and diversity. Therefore, a loss of spirit and sense of place happens if urban planning, restoration and revitalization always propose a single use for an area.

2.2.2 Place

Place is an ideology of a specific site by means of location, name place, people and cognition, and the social production established at each site. The definition of place was developed by socialists, geologists, humanists and architects through the concept that growth of situations and context embraced place. In contemporary society, meaning and materiality was socially constructed by matters of place (Creswell, 2005; Harvey,

⁴ Function means the action or purpose for which a person or thing is suited or employed (American heritage)

1985, pp. 29-32). While Canter (1977), offered place components as a visual metaphor for the nature of places - form, function and meaning.

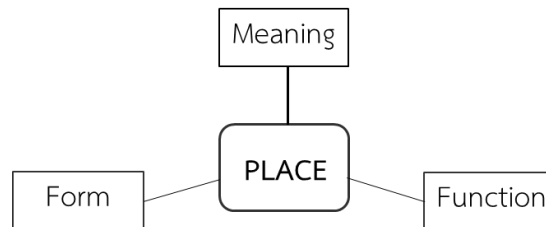


Figure 2-3 Dimension of creating places

Source: Canter (1977); Hashemnezhad et al. (2013); Jorgensen and Stedman (2001)

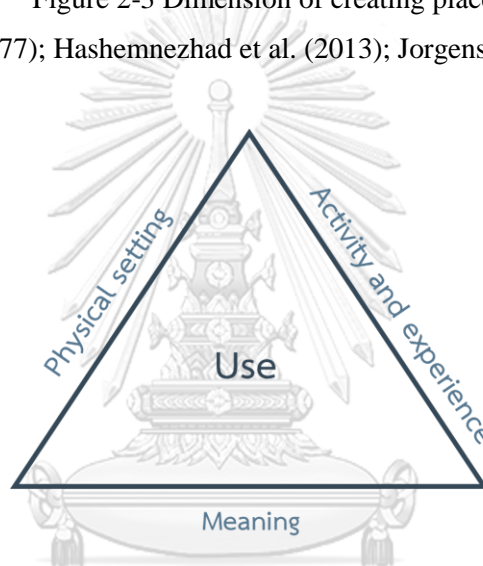


Figure 2-4 Use in a place

In this thesis, place is understood by three characteristics: as a space in terms of locale; a sense of place; and use defined as activities, is developed. To understand the use transformation process, place and people who are conducting meaning and process are united. Place in this thesis is composed of physical setting, activity and experience and meaning.

2.2.2.1 Physical setting

A physical setting is where genuine historic fabric is preserved. By different terminology, materiality and material settings can also be considered a physical setting. Materiality, for example, is a fabric which is an invention of society that includes production of profit and other motivations (Creswell, 2005, p. 30). The example encompasses the buildings, the parks, the planted trees, the roads and the restaurants that have virtually been assembled. Additionally, Agnew (1987), believed that place was about locale – the material setting for social relations. As tangible qualities induce attachment, it is suggested that physical elements of place are kept.

The building, as an historic fabric, is ruined by natural use and provides a beauty of patina (Lowenthal, 1990, p. 151). The building ages through each component (Papageorgiou-Venetas, 1971, p. 114). To comprehend this, Frank Duffy put forth his theory on shearing layers in British concept building longevity naming four components: shell, service, scenery, and site.

Later, Stewart Brand (1995), in *How Buildings Learn: What Happens After They're Built* expanded the meaning of shearing layers for an American model to six components which are site, structure, skin, services, space plan and stuff. The shearing layer shows the moveable aspects of adaptively in the building and also the different lifespan due to repair and maintenance cost. In conservation and preservation the historic fabric is thoughtfully considered for retention of purity and authenticity (Papageorgiou-Venetas, 1971, pp. 112-113).

2.2.2.2 Activity and experience

Activity and experience constructs a place as Relph (1976, p. 48), denotes, “*activities and functions can be distinguished as being creative or destructive or passive, as communal or individual*”. However a place is dynamic and complex. Activities and experience are shaped by a number of disciplines that interact to organise society from a socio-economic context. Activity and experience as performance in a place shapes the place’s identity in different ways. For example, the imitation of a past event can generate a remembered identity. Activity and experience can be divided into three major groups: activity by cultural groups, activity by disciplines and activity by adaptability.

First, place as a cultural area can be defined by groups marking and changing their ordinary habits, (Creswell, 2005, p. 17). Papageorgiou-Venetas (1971, p. 76), writes that a townscape both reveals and delivers the context for urban experiences and social activities as a sphere of human activities. Place can be considered as shared cultural spaces, suggesting the importance of meaning and practice in given locations (Creswell, 2005).

Second, rule and control has limited people to only participate in behavioural activities that are defined appropriate. This means place is less organically developed. Characteristics of a particular place are purposefully performed by formal and informal politics and activities (Gieryn, 2000).

Third, activity is always developed to fit with its condition as continuity (Twigger-Ross & Uzzell, 1996). On the other hand, a new experience redefines space as a new place, since place identity is reconstructed (Gieryn, 2000; Relph, 1976).

2.2.2.3 Meaning

In Creswell’s book *Place: A Short Introduction* (2005), discussed place as “*...being in the world...*” versus place as being a social construct. He views meaning and materiality as a socially constructed place in contemporary society (Creswell, 2005, pp. 29-32; Harvey, 1993). Meaning takes the form of a social construct by the way

people ascribe their experiences of a place. Through his profound way of thinking about place, Creswell expanded ideas from geographers, Sack (1997) and Malpas (2007), in order to confirm his ideas of humans needing the sense of being in the world. Both geographers argued that humans could not construct anything without being primary in a place. Place, which is the origin of the construction between meaning and society, is an empirical datum of our existence. The essence has become the necessity of defining place because essence is the aspect of what makes something as it is.

2.2.3 Context of changing of use

Use is a dynamic function that fluctuates due to activities that reflect the requirements of socio-economics, politics, culture and religion. In a contemporary society use within a place changes due to changing occupants, capability to adjust to socio-economic contexts and the ability of making a theoretical place. This discussion will incorporate a selection of three theoretical situations of changing use: urban anthropology, adaptability and placemaking.

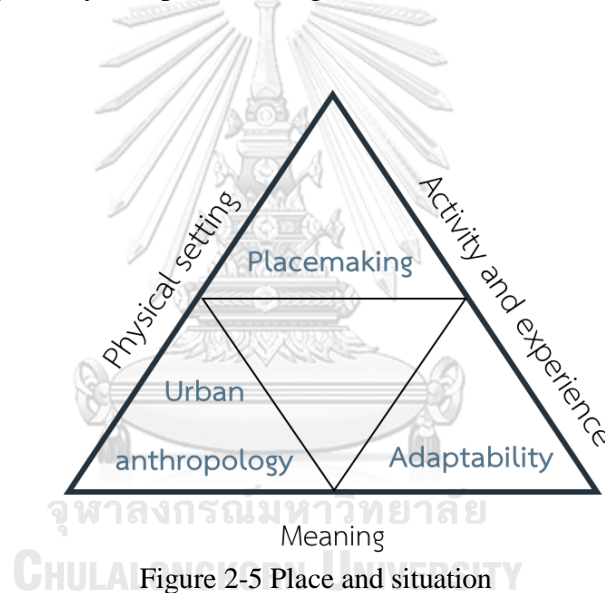


Figure 2-5 Place and situation

2.2.3.1 Urban Anthropology

The subject of urban anthropology is an understanding of changes in human behaviour that is studied in relation to the use of built environments. Bhandari (2011, p. 5) cites “...*the cultural systems of the cities...as part of a worldwide urban system*”. These studies include the changing socio-economic contexts of globalisation, politics, social media, and capitalism that enhance greater communication from one place to another.

This is significant when providing convenient mobility for people moving from rural to urban districts for employment and a better lifestyle. This phenomenon has shifted the urban society to generate more diverse groups of demographic and cultural mix. *Introducing Urban Anthropology* has presented a complexity of built

environments that reflect the socio-cultural behaviour of numerous groups who are living and sharing public spaces (Jaffe & Koning, 2016).

The shift in social life, urban economy, consumption and leisure has formed new characteristics of the urban place. The use of public space not only responds to basic requirements, but also represents social status through social media applications (Kanters, 2016).

The study of urban anthropology also investigates situations of new urban life styles where leisure is mixed with daily routine activities. “*The structure of city life and its impact on human behaviour locally or cross-culturally... through time and space...*” (Bhandari, 2011, p. 5).” Hence, the use of a space is mixed. Another force of social change within urban areas is the ease of mobility and tourism, which allow people to visit anywhere.

The use of urban anthropology in this research discusses a range of culture through the need and flexibility of adaptation.

2.2.3.2 Adaptability

A situation’s flexibility and the capacity to adapt is discussed in relation to how existence can be pursued. This adjustment can be psychological and/or physical in nature, and the changed circumstances can be positive, negative, or neutral. Adaptability, as mentioned by Lynch (1972), is to plot an opportunity for the future. In an urban context, adaptability refers to the state of modifying humans or things towards a better situation. Although Lynch argues that adaptability cannot be measured in historical circumstances through built environments, adaptability can trace subsequent changes in an urban area.

Adaptability of buildings is defined by Schmidt et al. (2009), as “... *definable design characteristic with a principle consciousness towards time and layers.*” Time adaptability is considered accommodating changes of space, function, and component over time. Layer adaptability is referred to as organizing and interfacing life spans of each component and function available. They conceded that developing adaptable buildings was relevant to the ability of changing and prolonging building stock overtime.

Furthermore, people’s capacity to responsibly adapt to change, with a willingness to obtain new ways of undertaking goals, with a positive attitude (BOWDOIN, n.d.), Rettew (2011), can readily (without great difficulty) fit a changed circumstance.

In this research adaptability is used to explain the changing functions in shophouses through human action and building.

2.2.3.3 Placemaking

Placemaking is the design activity that creates experiences connecting people to place. Identity design creates a strong sense of ‘you are here’ by differentiating a

place or space from others (Creswell 2005). Placemaking and identity design use the combination of physical features, people, function, history, culture, and potential that makes a place unique, accentuating the experience and the identity of that place. Placemaking can be described as a process of making a place which combines the construction of meaning with the physical environment through rational and sensory experiences (Jaffe & Koning, 2016, p. 25). Defined by diverse disciplines, placemaking is as an ideology of making and identifying a place through planned as well as organic growth. On the other hand, in the field of reuse and adaptation of redundant places, the placemaking concept should be understood as re-making a place. The process of re-making place is to reform or pursue the identity of a place. Places conserved and identified as places of heritage retain memories of the past. Places that are rundown could be improved, revitalised and vested with love and care. Places could also be re-constructed and re-cultivated. An example of this is a place that is refitted to confirm national identity and regionalization (Creswell, 2005, p. 83). Thus, the concept of remaking a place can be conducted through two approaches; remaking a place by experience and intention, and by the creating of place through the structure's name, building use and architectural role.

Citing the first model, Jaffe and De Koning described placemaking in each level through the definitions given by people. A place name is a visual marking of space and a sensorial dimension of urban experience. The building experience is accomplished through appropriate design and social relations generated through discussion and development of emotional attachment, design and use. Creswell (2005, p. 83) stated that people generate place by making a new home after relocating.

The second model of "placemaking", is a complex creativity reflecting the sensible organization of essentials to create a space that accommodates activity (Harrison & Dourish, 1996, p. 74). They highlighted the distinction between space and place and how the notion of place is created. They (1996) also implied space as physical forms that human perceive. Architecture always has attached meanings and purposes via the roles of buildings in shaping urban space and shaping the occupants' behaviour. Perceptions of architectural roles allow implication of symbolic meaning. Creation also includes remaking identity as well as reconfirming people's memory of place (Creswell, 2005, p. 83).

2.2.4 Place attachment

Place attachment is defined by people bonding to a place through the development of emotional and cultural linkages especially between a place or a building and a society and can occur at many levels (Casal, 2003). Attachment includes a symbolic relationship with a particular place and affords emotional meanings. These factors explain people's perceptions and their relationship to place (Low & Altman, 1992, pp. 856-857; Yazdanfar, Heidari, Behdadfar, & Eskandari, 2013). Hashemnezhad et al. (2013) pointed out that "...people place attachment developed based on their place expectation due to previous experience and their cognitive process and place satisfaction depends on the cognition". Najafi and Mustafa (2012, p. 7639), discussed that the bonding between people and meaningful environments are defined through place dependency and place identity. As a functional attachment place dependency is

identified as the situation that strengthens the bond between people and place. This refers to a particular setting providing circumstances that reinforce uses and activities. As an emotional attachment, place identity refers to people associating with a place through symbolic settings.

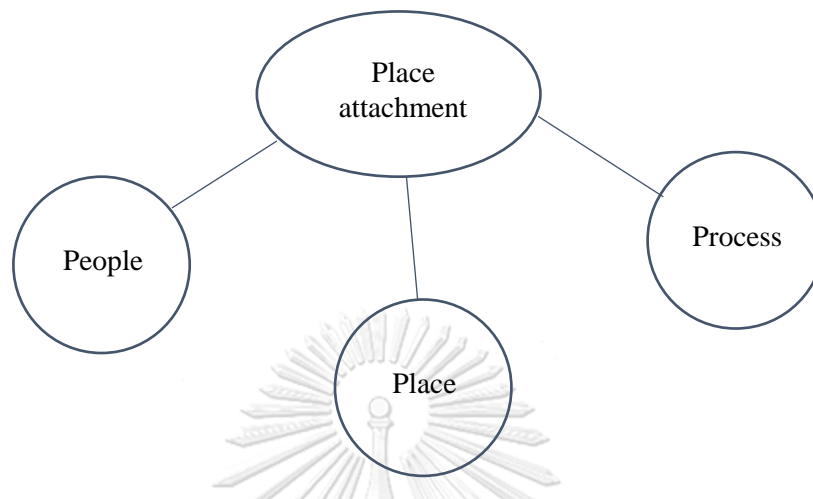


Figure 2-6 Place attachment model simplified from the tripartite model of place attachment (Scannell & Gifford, 2010)

A human's bond reflects the attention to placemaking and improvement. When people are in place, he or she develops a relationship to the surrounding environment (Creswell, 2005). This can be seen through care and maintenance of their living place.

In the use transformation process, where change is commonly applied, the idea of place as physical, non-physical elements and social construct is somehow disconnected from human association. Qing and Man (2008), feel that spirit of place is handed down from generation to generation by memories attached to that place. They suggested that adaptive reuse takes a role of a social and interpretive act, centred on the material creation of culture through collective memory. In a conservation sense, cultural significance, memorial, social and urban values that reflects lifestyles, identity, and memory has been shown to generate an association to a place. Place attachment is formed by coordination of place, process and people.

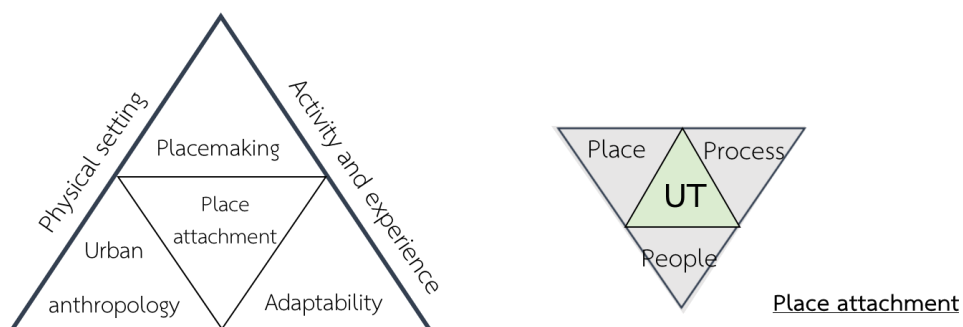


Figure 2-7 Place attachment in place

2.2.4.1 Place

Place may be understood by combining meaning, and materiality; by being in a place. Without being in a place, people cannot connect to it, thus it cannot be constructed. Shamai, (1991), in Hashemnezhad, Heidari, and Hoseini (2013), divided how people acknowledge three phrases of place; the level of belonging to a place, the level of attachment to a place, and the level of commitment to a place. She also divided each of the phrases into different scales as seven forms of sense of place: not having sense of place, knowledge of being located in a place, belonging to a place, attachment to a place, identifying with a place goals, involvement in a place and sacrifice for a place.

At the highest level people may feel committed to a place. This means that adaptation will result in a level of involvement in a place and they will make sacrifices for a place. They would invest human resources for place-oriented activities (Shamai, 1991, p. 350). From this, it can be argued that successful adaptation can occur once values and important attributes are embraced by participants, causing sensitive place bonding along with generating a deep commitment.

2.2.4.2 Process

Process in this meaning is the cognition, activity and behaviour gained during the moment of being in place; the sense of place, identity and other connections between people and place. During a time of residency, place attachment, as a process of understanding place, is generated through levels of place satisfaction and bonding (Hashemnezhad et al., 2013, p. 10).

Seamon's theory about place attachment can be understood through six place processes which are; place interaction, place identity, place release, place realisation, place creation, and place intensification (Seamon, 2014). Cross (2015), looked at place attachment process as an interactional process among seven approaches which are sensory, narrative, historical, spiritual, ideological, commodifying and material dependence.

2.2.4.3 People

The people factor contributes to the meaning of place, both individually and collectively. The former depends on personal experiences, life milestones and occurrence of personal growth (Scannell & Gifford, 2010), while the latter includes religious, historical, and cultural meaning by groups of people (Jaffe & Koning, 2016).

Today's society is diverse since there are various groups of people living in urban areas. In rundown historic areas, the existing places have generally become residents for the poor who can only afford cheap rent. Once these places are noticed by the rich or artists, new opportunities in developing new businesses and settlements occur and the neighbourhood becomes gentrified. This can imply that people impact adaptability since their aspirations towards upgrading depends on their various backgrounds, knowledge and belief in a form of social progress.

It can also be argued that people altered their place to levels of attachment regarding personal satisfaction (Hashemnezhad et al., 2013). This cannot be controlled by planning alone.

Later in this dissertation a discussion of issues that impact individual and group agendas will be put forth. These issues will include: residents' backgrounds, education, occupations, religion, social and cultural factors. They will be discussed in relation to generation, mobility, and the roles of landlord or tenant which affect decision making.

2.2.5 Use transformation

Use transformation is a process of changing functions within a building which adapts the notion of placemaking. The process of transforming uses includes use by contextual change and use by application⁵. The former can be referred to cycles of use that are comprised of the following: beginning of use, transformation of use, continuity of use, survival of use, end of use and new or revitalized use. The latter can be mentioned in relation to any intentions of further upgrading or changing activities.

Process of use transformation is clarified by reintegrating a place through the process of place attachment by which the capacity of adapting is enhanced. In fact, the intention of adapting a physical setting is desired by the construction of meaning. In this section the discussion is divided into two themes which are 1) use as a social production within a place, 2) use and continuity of a place and 3) use transformation.

2.2.5.1 Use as a social construction within a place

Use is a social production, social construction or institution (Creswell, 2005, p. 30). Transforming use is a result of contemporary society reflected by human behaviour and needs. As a social construction within a place use discussed in this section include 1) use and place and 2) use and continuity.

Use existing in a place can be defined as the collective assemblages of things incorporated within social processes, as Thomas F. Gieryn, defined this relationship through material forms of design, build, use and communication (Gieryn, 2000, p. 465; Habraken, 2000). Use is also attached to place where people have built and design (Werlen, 1993). Additionally, use is the product of experiential value, an activity that includes a familiar object (Poerschke & Führ, 2012). Use represents an association of human and space which has a range of delicacies and meanings as well as the range of human experiences and intentions within a place, (Relph, 1976, p. 26).

Use makes a place dynamic. A place shaped by social processes is changing all the time since people's involvement with a place is developed, both in positive and negative ways. As Warlen (1993), indicates, social life forces a place, as setting or backdrop, to become a genetic space, one that that reflects behaviour patterns, structural

⁵ Application refers to the act of applying to a particular purpose or use (Collins English Dictionary– Complete and Unabridged)

changes or attitudes, (Gieryn, 2000, p. 446). Creswell (2005, p. 19) forwards Lösch (1954) in Christaller and Baskin 1966 that significance of place grows in “...*the locations where particular functions, services and populations were concentrated*”. To summarise, place changes in relation to the dynamics of society.

The state of being out of place is explained as a place that lacks identification and representation. As Relph (1976, p. 90), and Gieryn (2000, p. 465), describes the situation of placelessness, that of lacking an identity.

Due to embracing automotive mobility, modern cities are beginning to be constructed in a similar manner. New buildings employ the concept of simple clean lines with industrial details. This new town ‘look’ has resulted in monotonous identities of place. Once modern construction overtakes the existence of traditional/historic buildings, people may lose connection with identification of place. At this point, understanding use in place is necessary in the process of use transformation.

2.2.5.2 Use and continuity of a place

Without use, a place would ‘die’. Use, as defined in this research, is developed to meet the requirements of remaking a place. Utilisation that is created and planned becomes the usage of a place. New proposed use in redundant buildings could enhance a place, especially where important physical characteristics were preserved. Tiesdell et al. (1996), states that developed plans can become a ‘booster tool’ in historic quarters to achieve economic viability. In continuity of a place, planning new use as an activity and experience, planners should be concerned with formulating use which takes the form of social construction and institution.

Avoiding popular trends can be achieved by planners considering location and regional contexts. Highly competitive markets and excessive occupation may cause failure of use once use is outdated. To fabricate new uses in a place, attention to what composes the needs of humans has to be addressed. Those requirements are; activity, space, atmosphere, experience, identity and character. These are framed by externally imposed conditions such as building regulations and zoning schemes.

Use as placemaking is indicated in the principles articulated in the Vienna Memorandum 2005 on the Conservation of Historic Urban Landscapes (HUL). Functional use integrated with social structure, political context and economic development as part of continuity of a city’s tradition requires a vision of forward-looking action, with decision making a dialogue between other actors and stakeholders as a whole. “Functional interventions” by HUL also concerns enhancement of quality of life and productivity by improving living, working and recreational conditions and adapting uses without interfering with existing values. Proposed rehabilitation and contemporary development of the historic environment are based upon a proper inventory and assessment of its values, as well as the addition of high-quality cultural expressions (UNESCO, 2005).

In conclusion, use of space can be understood in various ways, by formulating types of place through human society and specifically in each geographical sphere and development of society. Poerschke & Führ (2012), mentions that function, purpose and use were a rational affiliation of things, evidence, activities and/or people. Use is therefore transformed over time.

In order to comprehension use and its transformation, measurement of the framework is developed.

2.2.5.3 Use transformation

Use transformation process is to ensure ongoing activities that retain and construct meaning of place in any changing situation with the notion of remaking a place. Placemaking, urban anthropology and adaptability are major theories used for understanding meaningful construction. This is done through bonding to an enhancement of a place. Enhancement is defined differently dependent upon the relative groups of people shaping urban issues.

Diverse situations of use and use requirements are difficult to predict since there is a wide range of place attachments among residents, professionals, and stakeholders. Relationships to the tangible environment, as logical and sensual forms are explained by the concept of placemaking, include group of occupancies, Jaffe and Koning (2016). Physical setting and meaningful constructions are observed through behavioural changes due to the influences of economics, politics and religion. This adaptability includes the factions of behaviour, architecture, business and product, and makes a place comfortable and familiar. Process of use transformation is developed from building adaptation merged with identity process.

2.3 Understanding use transformation process

To discuss the flexibility of responsive behaviour to a place is synthesised with the identity process (Twigger-Ross & Uzzell, 1996). Bonding is established by the process of constructing a meaning through use transformation process in building adaptation (Crammer & Breitling, 2007; Latham, 2000; Said et al., 2013), Thus, generating the concept of function of place as an identity model (Proshansky et al 1983).

Recognition, meaning, expressive-requirement, mediating change, anxiety and defence functions are merged with building adaptation processes. Project initiation, conceptual development and preparation, implementation and occupation are scrutinised. It can be argued that anxiety and defence functions occur during use transformation since people would feel uncomfortable within the changing situation.

Building adaptation process

- Project initiation
- Conceptual development and preparation
- Implementation
- Occupation

Identity process

- Recognition meaning
- Expressive-requirement
- Mediating change
- Anxiety and defence functions

Figure 2-8 Diagram of building and identity process

However place attachment plays important role throughout the whole process. The use transformation process is separated into four processes which are 1) acknowledgement 2) conceptualisation 3) adaptation 4) identification.

First, acknowledgement is the stage of understanding and assessing the situation of place by means of context, demand and trend. Second, conceptualisation is the step that allows human bonding in regard to intentions and objectives that formulate decisions concerning future works. Third, adaptation is a process of accommodating, from the flexibility of human behaviour to building modification. These include concepts, methods and processes of building reform. Fourth, identification is when meaning is reconstructed through occupancy and activities. In each stage, place bonding regarding the levels of associating with place, reflects decision making through the intentions of proposed activities (figure 2-9).

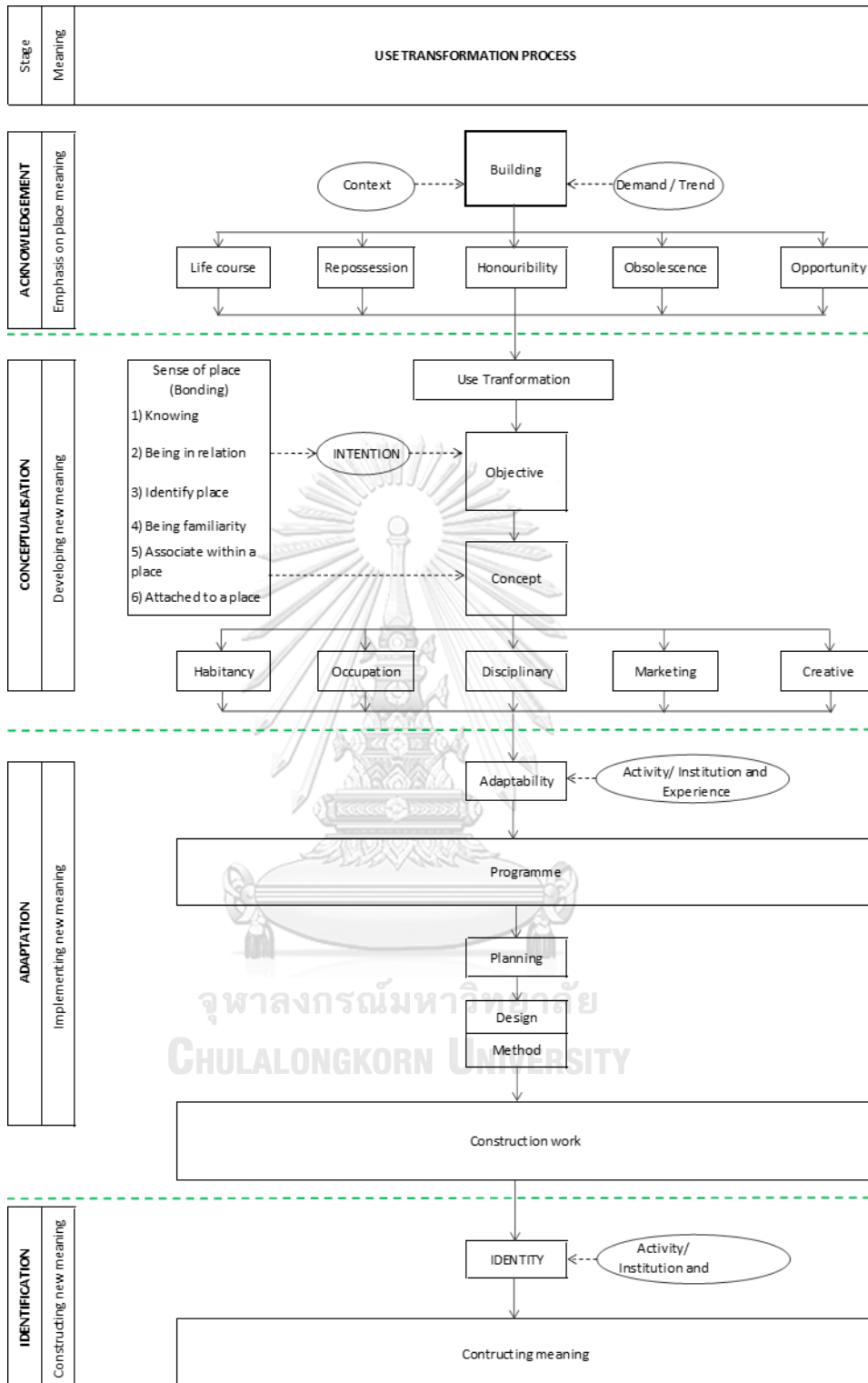


Figure 2-9. Use Transformation process

To understand place attachment in the process of use transformation Najafi and Mustafa (2012), pointed out that it is to understand people's feelings and components of the environment that absorb their attachment. Also influencing issues that form place attachment: e.g. physical components of the place, socio-cultural relationship within the environment and environmental behaviours or activities, should be clarified. Other aspects that should be included are impact of place attachment on people's environmental satisfaction, plus attitudes and intentions towards certain places.

2.3.1 Acknowledgement

Acknowledgement is a stage of considering an existing situation based on changes. When a building and its setting is facing a rapidly pressured situation as opposed to an ongoing activity and culture, humans tend to resist. Once people lose the ability to repel, adaptability then becomes the compelling behaviour.

In the case of non-stress changes, flexibility is simply part of daily life. The acknowledgement stage is about awareness and acceptance of change. Consideration at this stage is an analysis of building and its utilisation situation. Circumstances are intertwined with change, decline and growth. In the acknowledgement stage, there are two key concerns that should be examined; context analysis and situation of change.

2.3.1.1 Contextual analysis

Contextual analysis is a stage of defining an environment. It is the use of a building clarified by context, proficiency of demands and trends. In fact, context shapes a building's use. It is known that shifts in the socio-economic context shapes the trends of consumption. It is these trends that direct use to grow and decline. A facility can be popular at a particular time, and later, suddenly decline.

The changing contexts are 1) new urban life 2) media society 3) gentrification 4) mobility 5) tourism. These changes invite new activities to take place at the same time local occupancy is adapting to meet these trends. In the process of use transformation, changing contexts requires consideration in investigating issues that lend pressure to the physical building, ongoing activities and culture.

2.3.1.2 Situation of change

Continuity of living in a place is connected to sustainability of place identity since activities regarding an institution and experience can be freely pursued. Taking a place as a life cycle, a thing is born and it dies. When the original use is changed it causes an interruption in this cycle. The construction of time and space is always related to one another. Space created in an era is always attached to its time. As the space grows older the original space changes, thus the original is no longer. Revitalising, slowing the life cycle, is considered interventional space. This intervention reflects current culture, trends and values of the society. It may occur due to new requirements or new material relationships.

The idea to protect the disappearance of space by conforming to a new use, or a new presentation of the space, is consistent with the current time or the time left to the space. Humans generally choose the best protection that satisfies them, but not always the best protection that is available to satisfy their needs, thoughts and requirements. When generations pass on, a place is handed on to the next generation. Repossession is due to family relations and kinship.

Remaining materiality (building, street pattern, urban character and plants) from previous generations, which is associated with past events, is considered useful or obsolete. If a memory is overwhelming, people tend to retain their keepsakes with affection. This can be defined as honourability, an attempt to protect from deterioration, weakness and loss. However, the possibility of keeping things generally involves costs for care and maintenance. Also external forces directed by market demands become an impetus for adapting new use and physical settings.

The results of declining demand in use due to economic influences, is considered obsolescence (Bourne, 1970; Larkham, 1996, p. 77). Larkham (1996, p. 79), noted that structural and functional obsolescence were the results of outmoded economic systems, rental, community deterioration and unsuitability of utilisation. Tiesdell et al. (1996, pp. 17-26), agreed that the situation of obsolescence was a mismatch between fabric and function from a reduction of capital good. Based on economic assessments by Lichfield's model of 1988, Tiesdell, et al., discusses physical/ structural, functional, image, legal and official, location, financial and legal obsolescence in *Revitalization of Historic Quarter* (1996). Doratli (2005), further developed Lichfield's model towards sustainability of conservation approaches to argue that physical/ structural, functional and locational obsolescence were a necessity to justify levels of intervention. Based on Seeley IH. *Building Economics: Appraisal and control of building design cost and efficiency* (1995), Langston (2008, pp. 1710-1711), claimed that obsolescence for useful life should be assessed by physicality, economics, function, technology, social, and legal aspects. Boonprasong (2016), extended the idea of obsolescence in a paper presented at the ICOMOS Thailand International Conference 2016. She felt memory absence and disconnection be considered as associational obsolescence.

Opportunity in SWOT analysis is an assessment method used in urban analysis to signify projects' possible encouraging effect on social, physical and economical aspects. It provides more sufficient results with the accomplishment of urban regeneration project (Said et al., 2013).

2.3.1.2.1 Initial data

a) Understanding place

On arrival to a building "*first step is to absorb the atmosphere of the building by letting subjectivity take control for a moment before the objectives takes over*" (Latham 2000:78). Emotional feelings should glow with the building. Creswell (2005), supports that the way to understanding a place is to associate with it.

b) Understanding site

To sustain use, initial data of the site is included in a study and an analysis is made of the local context. So understanding the history and context is to comprehend the dynamics of a site's potential, continuity and change (Latham, 2000: 80-81). When the context of the site is valuable this process maybe optional. The study of the context should include regional networks, policy and planning that reflects the objective of historical representation and an acceptance by the public.

c) Building

Understanding a building includes initial documentation of the site in which chronological data from research and building surveys are integrated into the process. This is to define the existing state of the building and decide if reuse should be applied in the future. At this stage significance and value should be noted as to how it fluctuates in the declining context and how to re-add lost value.

Architectural quality regarding space and characteristics should be potentially defined. Damage of a building's fabric and the conditions of building materials and construction affect future use.

Also location and accessibility of the site are important aspects to be considered, especially how the building works with the new occupants.

A study of previous use and occupation through a timeline of the building is needed to understand building behaviour as "Changes do not always reflect expansion through improvements in economic and social circumstances; they also reflect contractions, down turns and loss of standing (Latham, 2000, p. 80)."

To help in understanding and recording historic buildings, English Heritage (2006), generated a guide divided into five components which vary due to the application and significance of the building. Prior to adaptation, understanding the building requires a comprehensive analytical record. The information includes architectural, social, historical, religious and historical economic issues in relevance to the expansion and decline of the building.

2.3.2 Conceptualisation

Conceptualisation is when ideas of desired reuse and function of the building are developed. At this stage, gathering of information from participants of the project is essential. The objectives of future use can be construed from actual requirements, prospect of users and a feasibility study. Success of any proposed works is based on the stakeholders' bonding to and associating with the place.

At this level the sense of place plays important roles in decision making concerning the objectives and concepts. In the contextualization process three important contents should be noted 1) objective of use transformation 2) intention and sense of place and 3) notion of use transformation in socio-economic context.

2.3.2.1 Objective of Use transformation

Reuse within a place varies due to intention through the objectives of utilisation and expectation. Crammer and Breitling (2007), pointed out that a selective method of adaptation was dependent on functional requirements, preservation of urban identity, plus cultural value and aesthetics. The aims of reuse, as an addition to the new use method, can be divided into five periods regarding the role of use in the building; 1) organic change 2) preserving physicality 3) allowing modification 4) further benefits 5) investment and development.

Table 2-1. Concept and Method of Changing of Use

Concept	Methods
1) Organic change	Fitting in existing layout (Cantacuzino, 1975) Preserving layout and decoration of the building (ICOMOS, 1964)
2) Preserving physicality	Physical matches between functions and existing spaces desired spatial relationships between the functions to be located (Aylward, 1979)
3) Allowing modification	Upgrading building structure in which values are conserved (Fielden, 2003) Continuing use of existing building or fitting new use by limited changes of building characteristic (Crammer & Breitling, 2007) Allowance of modification by consideration of significance (ICOMOS, 1999) Anticipate extended values by modification and extension to the existing fabric
4) Investment for further benefits	Various approaches of uses for further benefits from society and cultural distinctiveness to assessable economic and environmental improvement (Orbasli, 2009)
5) Investment and development	Economic development, sustainability accepted by the resource industries (D. D. Rypkema, 1999) Upgrading of building to meet a contemporary requirement as well as refurbishment (Fisch & Giebeler, 2009) Viability of income (Mason, 2004) Sustainable development as economic value in a standing structure (Murray, 2012)

2.3.2.1.1 Organic change

Inevitably change applies to daily life. Small scale objects are continuously relocated within a house for the owner's pleasure. (Brand, 1995). Whereas, on a large scale, new housing blocks were invented in response to development plans. Use of vacant space for any purpose naturally occurred before the theory of reuse was invented, Plevoets & Cleempoel (2011, p. 1). He cited the case of a church being

converted into a factory as a phenomenon which was conceived without theoretical reflections. The concept of use is to lay out on the existing physical match.

2.3.2.1.2 Preserving physicality

The influence of retaining authenticity is based on strong conservation ideas that dominate the changing uses of historic buildings. Preserving the lay-out by only limited change must be authorized (ICOMOS, 1964). Ideally, even minimal changes are allowed in the historic fabric; not changing the existing fabric is still preferably. In fact, physical matches between functions and existing spaces are anticipated by spatial relationships between locating of functions within the space (Aylward, 1979). Conversion, as a conservation method forwarded by various purposes, is finding new use (Cunnington, 1988), that ensures the new use is economically sound. The new use must comply with current building regulations.

2.3.2.1.3 Allowing modification

Fielden (2003), argued in *Conservation of Historic Buildings* that changing utilisation is economically the way to secure historic and aesthetic values and to upgrade to contemporary standards. This means that an appropriate amount of changes, conceived through modification and extension, can be applied to the historic fabric. This application can extend the building's value (Said et al., 2013). In reality, Georg Giebeler (2009), defined that change of use was always involved with new building regulations due to higher standards of safety. He also showed concern of the implementation of long term use and ecology aspects.

2.3.2.1.4 Investment for further benefits

Cultural distinctions and societal oriented approaches of use are assessable economic and environmental improvements (Orbasli, 2009). Derek Latham (2000), pointed out that creative reuse was a process of prolonging a property to continue its life with use. Creative reuse is also a process that harnesses the energy and quality of the original building, and empowers a building with significance. Buildings with architectural value or buildings in a redundant stage can be signified by the balance of energy and activities the new uses convey. Reuse with regeneration is a conductive scheme assisting in rebooting redundant areas to be rejuvenated (Taggart et al., 2006).

2.3.2.1.5 Investment and development

Adaptive reuse developed as a new tool in the rehabilitation of redundant buildings as well as upgrading buildings to meet contemporary standards. This concept was established to achieve sustainable development as an economic value in a standing structure (Murray, 2012). In Australia, adaptive reuse was promoted as a part of sustainability in order to fit new use into existing structures (Bullen & Love, 2011b). Adaptive reuse of converting an existing building to suit the needs of a new tenant or a new use offers renewed vitality to outmoded structures (Campbell, 1996). With the trend reuse now is a useful tool not only in finding an appropriate use for the building and neighbourhood area, but also improving sustainability. In fact, increasing building

life through reuse can lower material, transportation and energy consumption and pollution (Douglas, 2011; Love & Bullen, 2009).

2.3.2.2 Intention/ Sense of place

‘Sense of place’ as Relph (1976, p. 48) cites “ *the attribute of identity referring to character*”. This includes “*topography and appearance, economic functions and social activities and particularly significance deriving from past events and present situation*” (1976, p. 48) To understand place of rootedness and authenticity, the aspects in relation to place meaning – experience and practice will be scarified through physical setting, spatial behaviour (experience), and practice (control). Within the sense of place, Tuan edited by Gale & Olsson (1979, p. 410), also indicated that it could be perceived through visual qualities and long periods of association. Shamai’s sense of place (1991), with the identity process (Twigger-Ross & Uzzell, 1996), and function of place identity model (Proshansky et al., 1983), and the pilot study are developed together in use transformation. Being divided into six levels, sense of place in use transformation process is comprised of 1) knowing a place 2) relating to a place 3) identifying place 4) being familiar 5) associating within a place and 6) attaching to place.

First, knowing a place refers to someone who is only knows of a place, without knowing any information about a place. Second, relating to a place stands for the stage of having information of a place or having information of a place from some acquaintances that are staying in a place. Third, identifying place denotes someone who can give information of place correctly. Fourth, being familiar refers to someone who has a routine with a place and remembers details of a place. Fifth, associating within a place means someone who has a memory linked to a place. Sixth, attaching to a place stands for someone who has an emotional connection with a place. These levels of sense of place can be debated through the theory of place; the situation of living in, and being of.

Defining the situation of “in place” is explained as living in a place, while the situation “of place” is identified when a person has a strong feeling of being with or attaching to a place. These levels reflect objective and intention towards place.

2.3.2.3 Notion of use transformation in socio-economic context

Urban places are occupied by layers of meaning generated by diverse groups of people and various types of activities. Harmonious activities are planned through zoning. Place in itself still requires diverse functions (Tiesdell et al., 1996). These functions depend on the occupants’ objectives and requirements of use. Life goes on, paralleled with palimpsest of building (Brand, 1995). The building tends to grow through its needs. Changing owners usually changes use requirements.

When significance is derived through age, style and values, a building’s protection and use control is induced. Fast economic growth and recession directly affects businesses’ adaptability to maintain thriving levels within the marketplace. So, notions of use transformation in urban places are dictated by socio-economic patterns.

These include use transformations led by; habitation, occupation, controlling use, marketing, and creativity.

Habitation led use transformation is when the building is modified to fit with the needs usually related to life events. When a generation ends, **Occupation led use transformation** is regarded as the situation of changing possession of the property. Use of the building is therefore transformed by the desires of the occupants through skills, knowledge and interests.

When an old place is significant, controls on the uses and activities within the place is specified through legislation. Hence people who are living in this specific area have to adjust their ways of living or even abandon ongoing activities. This is called **controlling led use transformation**.

Fierce competition in the hospitality business has forced old buildings to be re-programmed, redesigned and re-experienced. This is not only a reaction to the shift of programme and performance of new uses, but it is also a socio-economic requirement. These requirements are based on leisure activities integrating daily life and the work place. This defines the new theme of **marketing led use transformation**.

When the process, programme and performance are designed to fit with requirements, skills and abilities of residences, creative solutions are designed, based on local resources. Therefore **creative led use transformation** is initiated.

2.3.3 Adaptation

Adaptation is a process of behavioural adjustments of both people and physical settings through creating new meaning and processes. In this stage, the procedure starts with adaptation as a behavioural process and adaptation as a building process.

2.3.3.1 Adaptability – Behavioural process

In a changing situation, adaptation is the capability of adjusting among people or things towards a better state of existence. In the re-making of a place, flexibility in thought towards actions and physical settings seems to retain ongoing and culturally based activities. Adaptability is not only an acceptance of the situation, but also includes an understanding and an ability to adjust through skills and acquired knowledge. This adaptability depends on socio-cultural factors including; sex, social class, nationality, ethnic and religious background, and others (Proshansky et al., 1983, p. 70).

In advanced cases, changing management of an organisation or a business may require flexible models. A new business model based on understanding market demands is proposed. When a new image of business and products is necessitated, research of existing potential within the socio-economic context is conducted. Adaptation involves changing patterns of living, and the physical setting enhancement. Consequently, a building and its setting are taken into the process of adaptation.

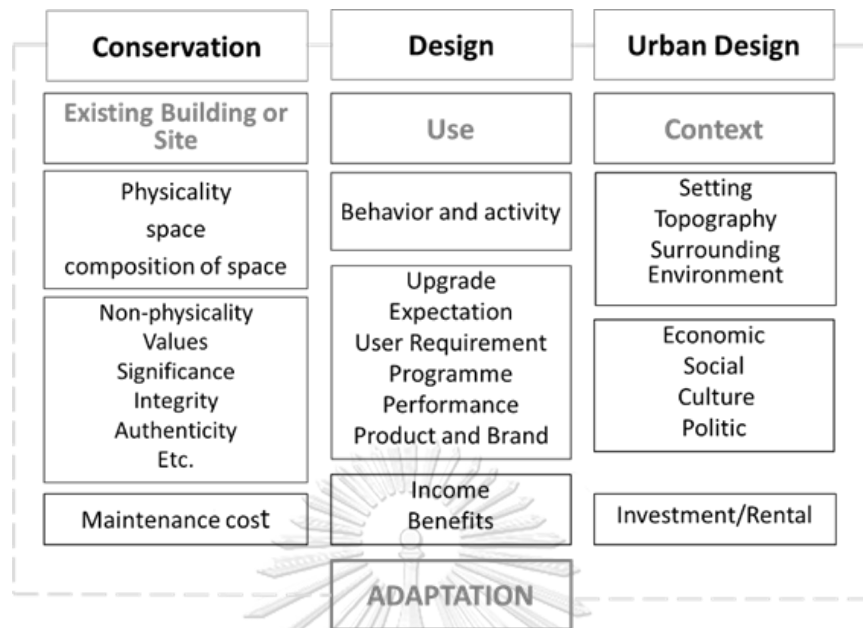


Figure 2-10 Issues in relation to adaptation

2.3.3.2 Adaptation - Building process

In Burra Charter “*Adaptation means a process of altering a building to suit with existing use or to further requirement*” (1999), Crammer & Breitling (2007, pp. 119-133), agreed that adaptation is to confirm continuity of use by the character of the building, changing use and other essential works. Compatible use is preferred in order to retain levels of modification and alteration. Ranges of options include; change of use without changing the overall existing form, combining several buildings into a singular unit (Crammer & Breitling, 2007, pp. 119-133). As the shearing layer had shown, the moveable aspects, according to adaptation within the building, can generate a different life span with repairs and maintenance (Brand, 1995).

An argument can be put forth that physicality and non-physical elements and the requirements of new programme must be weighted to fit with the building and its surrounding context. The process of building adaptation lies with the programme of use corresponding to feasibility studies, design ideas, approval, production and implementation. Table 2-2 below compares the process of building adaptation.

Table 2-2 Process of building adaptation

Procedure	Creative Re-use of Old Buildings (Latham, 2000)	Said et al. (2013)	Architecture in existing fabric (Crammer & Breitling, 2007)
1	User's brief <ul style="list-style-type: none"> - Identify new use - Identify new user - Preparing a brief 		
2	Cost and Confidence <ul style="list-style-type: none"> - Evaluating a unique context - Feasibility study 		
3	Design <ul style="list-style-type: none"> - Plan for action - Addition or alteration - Repair Techniques - Restoration plan (if necessary) 	Project Preparation <ul style="list-style-type: none"> - Funding strategy - Value added tax - Town planning strategy - Design development - Delivery vehicle/ procurement strategy/ and - Implementation strategy 	Design Strategies
4	Approvals <ul style="list-style-type: none"> - Approaching planning authority - Energy conservation - Strategies to deal with approving body - Obtaining funding 		Detail planning <ul style="list-style-type: none"> - Prerequisites - Planning - Principles - Solutions
5	Production <ul style="list-style-type: none"> - Finding a good artisan - Using modern technology - The conservation architect's perspective 		
6	Implementation <ul style="list-style-type: none"> - Protecting the building - Procurement methods - Design & documentation - Detail design - Structural design & service - Contractor - On site - Finding Artefacts 	Implementation <ul style="list-style-type: none"> - Secure planning - Complete design and undertake building works 	Building works <ul style="list-style-type: none"> - Site Facilities - Supervising Building Works - Specifications and quantities - Construction time and costing

2.3.3.1.1 Programme

A programme is the document that specifies requirements of the building. It can be defined by the clients through their objectives for utility, function, quality, time and cost. Requirements of use depend on location, building, rooms, parts of the building and facilities. A sufficient programming stage would assist the building in transitioning to the stage of being successful in re-use. “programme of requirement” or “a brief” is to ensure that the development plan is carefully conducted to achieve benefit and feasibility of the project, correct information for the designer, fits with cost, time and process. Necessary contents in the programme of requirements include; limiting conditions, characteristics of the target group or groups to be housed, and requirements relating to the objectives.

There are three main groups of requirements. First, limited conditions include laws and regulation, technical issues and financial issues. Second, issues stemming from characteristics of the target group include; the aims of the organization, the users and their activities, the services or products to be delivered, organizational structure, economics, functional and ecological issues, and future expectations. Third, requirements relating to the objectives are the site, the building as a whole, the subdivision of space, i.e. spatial configuration, particular aspects of spaces, building components and on-site facilities.

Table 2-3. Programme of Requirements

Programme of requirements	
User requirements:	Organization, specifying its nature, size, organizational structure and its present and future pattern of activities.
Function and performance :	Spatial and the building needs Desires relating to location (accessibility, facilities in the neighbourhood, possibility of extension, etc.) Needs and design relating to the building: space required in the building as a whole and per room Desired level of environmental control (temperature, lighting, humidity, sound and view), security and flexibility.
Expected visual quality	Depend on the designer idea and the expression of the clients.
Internal imposed conditions	Financial and economic conditions, possible investment and exploitation and any limitations, or any satisfaction relating to time and other specific requirement such sustainable design.
Externally imposed requirement and conditions	Protection the appearance of the townscape, building regulation and zoning scheme.

Furthermore the brief of the project should embrace principal objectives, successful key elements, user requirements and long term strategies, and feasibility studies. Therefore, the brief should be comprised of 1) assessment of historic building condition 2) feasibility study 3) land use 4) social satisfaction 5) project procedure 6) professional preparation 7) an understandable, comprehensive writing of the brief.

2.3.3.1.2 Concept led process

a) Conservation based process

Clark (2001), suggested in *Informed conservation: understanding historic buildings and their landscapes for conservation* that the working process of historic building is a conservation-based research and analysis. The procedure should follow in the manner of an initial survey, an assessment, an analysis, and then development of a conservation plan in order to secure successful future decision making. The idea that the information from the initial survey is necessary for conservation architectural decisions is supported by Crammer and Breitling (2007).

With this approach, the main objective is mainly focused on the preservation of historic fabric where it is identified as an attachment of values and significance. Therefore, changing use by a conservation method seems to be concerned with only the physical aspects, space defined by ignoring the occupancy requirement and experience; the situation of being in place. In the Thai circumstance, the patina of age is too far from the concept of conservation. This is due to strong ideas that only renovation is a way of living and repairing an old building (Boonprasong & Tadtong, 2015).

b) Architectural design based process

The architectural design based process is comprised of understanding issues, developing concepts, planning, designing and constructing. Architectural practitioner, Latham (2000), suggested that the procedure is divided into an initiating action, an understanding of the building, an understanding of the user's requirements, enhancing the value of a property, designing and presenting the project, understanding techniques, and implementing the project. Similarly, Crammer and Breitling (2007), confirm that the design process of working in an existing building is following reality. The procedure they believe is based on the architectural process: of preparatory investigations, design strategies, detail planning and building works. While the terminology is different the concepts are the same.

However, Yaldiz & Asatekin (2016), defined that the design process for iconic buildings is a combination of building space and other criteria including sustainable designs, construction, and social requirements. They also pointed out that the process of building adaptation is comprised of problem identification, data analysis and synthesis, decision making, and restoration. First, problem identification and analysis is the process of collecting data and setting objectives for the preservation of value and significance when the new use is implemented. Second, synthesis is the process of structure and environmental study integrated with creating new functions. Third, decision making is the next step of finding the appropriate functions for the existing building. Finally, restoration is the stage where the building is consolidated to meet the needs of use before the other work is completed later on.

By the architectural process, a new design is generated by the idea of merging commerce with the historical fabric. As found, materiality and fragmentation, transparency, continuation and association are proposed concepts by Crammer (2007), as part of an architecturally based design process. Architectural expression is divided into five approaches: correspondence, unification, fragmentation, junction and

delineation and deliberate transition. Whereas, Strike (1996), claimed that new design, in the historic context, lies within the concept of the monument , connection by assimilation, presence and the way forward.

c) Integration process

Integration process can refer to a combination of processes in which conservation, regeneration and reuse are fabricated. Issues concerning concept, people, urban issues, demand are examined through the methods of solution and creation. Latham (2000), wrote his experiences in practice called *Creative Re-use of Buildings* in which he formulated the idea of converting a building to fit within changing contexts. Even the process of reuse is intensely intertwined with the changing context of planning and investing. The situation to failure after a reuse process is not discussed in his book. He points out that a significantly strong brief could lead to a successful creative process of reuse. In 2006, *Heritage Works: The use of historic buildings in regeneration*, published by English Heritage, offered a process of adapting the building to fit within the new context economically through collaboration between professionals and developers.

Furthermore, Alauddin & London (2011b), offered an analytical model called “Intellectual Capital Model” to understand the complexity in adaptive reuse projects in Australia. The model was developed using the theory of knowledge management in the context of design management to improve skill and knowledge among stakeholders. The objectives of his paper is to identify factors leading to a successful project by investigating design, personal, organisation and social benefits and by analysing case studies.

Alauddin & London (2011a), also noted that managing a complex process can be developed through “Intellectual Capital” which concerns knowledge capital; generating a solution for any problems during the reuse process. Factors leading to success in an adaptive reuse project were carefully planned throughout the whole process. These factors are feasibility studies, building assessments, good workmanship, and integrating collaboration among stakeholders and preservation of the historical value into the new design.

Initiation of the process includes understanding context, programme, the feasibility study, users, grants or investments. A brief of the project must be developed during this process otherwise necessary components may be lost. To prevent loss of place identity, during use transformation process, Twigger-Ross and Uzzell (1996, p. 208), suggests that a person’s efficacious invested in their lifestyle through a manageable environment can be retained. This can be done by allowing ease of daily functions within that environment. This also lets attachments to emerge in each stage of the transformation process. It can be argued that enhancing ongoing activities through a person’s experience and associations to place should correspond to any programme of changes that have risks of misinterpreting the physical setting.

2.3.3.1.3 Method

Methods of changing use are always related to the concepts and objectives of utilisation. Proposed changes in physical settings are more efficient when the method of modification is minimal. This not only saves costs but also retains the building

fabric. The range of methods can be divided by conservation, adaptation and branding perspective (see table 2-4).

Table 2-4 Method of Building Adaptation for Use Transformation

Concept	Adaptation	Conservation	Branding
1) Organic change	Interim temporary	Maintenance	Refreshment
2) Preserving physicality	Subdivision House in house	Replacement	Refurbishment
3) Allowing modification	Extension	Modernisation	Rehabilitation
4) Investment for further benefits	Completion Conversion	Modification	Reuse and re-function
5) Investment and development	Reconstruction New story Additional floor Combination	Infill	Rebranding

Methods in building adaptation are designing and managing the physical characteristics of the building to accommodate purpose of use. Concern for methods employed is always connected to a building and its setting, its significance and level of activation within a particular space (Fisch & Giebeler, 2009). To meet the objectives of reuse, proposed works should be minimal, otherwise the adaptations may cost more than anticipated with uncontrolled expenses and result in a loss of originality.

A case can be made for a careful selection of methods and techniques if contemporary craftsmen cannot maintain the original fabric due to loss of skills. So, a search for a fitting solution is conducted for each case. The quality of the work lies on the acknowledgement of place attachment by the project's architects and other involved professionals.

2.3.3.1.4 Design

Design ideas in the process of reuse depend on purposes of use. The two main aspects are designing with a clear brief and designing with an open-programme. The former would allow designers to comply and plan future changes regarding activities and utilisation. The latter is to design a typical space that can be occupied by a wide range of activities.

Stella Maris Casal (2003), divided new functions into two programmes; one function involves similar activities/uses to those of the original and one that involves functions that are far from the existing activities/uses. The former programme, in her opinion, seems to be generous to the building, in contrast to the latter programme where new interventions will be added.

Dissimilarity between new programmes within an existing building causes the new additions to obstruct an improvement in the identity of the place (Casal, 2003). The spirit of new functions may cause a loss of memory concerning the original functions of the building. Designs regarding new proposals are conceived to enhance legibility the form of privileged details.

2.3.3.1.5 Planning

Limitations for many conversion projects' allowed use and modifications to the building may cause many issues in the planning. The best way to avoid this problem is to consult with the local authorities in the area to gain a guideline of restrictions before the project starts. Latham (2000, pp. 154-158), denotes that issues in approaching the planning authority are understanding policy, emerging with the master plan, timing, suggestion, fire prevention, space and ventilation, service, energy conservation and other strategies.

In terms of the architectural planning stage, it is paramount to deal with a design that meets with building regulations, listed building consents, master plans and allowance of use. Others issues deal with the process and safety of the building that will fit context. When the building is listed, the process takes longer to deal with authorities on issues of building regulation, planning, listing and consent. With the aim of retaining place identity, planning systems vary due to the local authority of each place.

In the Thailand, reuse of buildings is to deal with issues of allowance and upgrading the building to meet with contemporary safety standards. The process of planning takes longer when proposing reuse of listed buildings. In fact, the Fine Art Department and the Town County as a major office that the project's owner should consult concerning the process of changing of use. In addition, the building should also comply with local authority of where they are. For example, one located in Bangkok's area should consent for planning permission from the Bangkok Metropolitan Authority.

2.3.3.1.6 Construction

Time, cost and quality are the most impact factors in construction work (Said et al., 2013). Noted historic buildings generally have limitations when participants of the projects access the site, therefore damage predictions of existing structures maybe missed (Crammer & Breitling, 2007).

a) Tenders

A contractor who is taking on the project should have the experience of working with historical buildings and an understanding of their construction. Other considerations are costs, ability and responsibility. The price of the project should be based on reality, and not apply the cheapest.

b) Building works

Building works include the selection of craftsmanship, quality control models, and costs. It also and includes the design, the construction processes used, and details of construction methods. Contractors should be concerned about time and the

season. They need to be attentive to the safety of the historic building, protecting it from any damages occurring from transferring materials, storage, working on site and preparing the existing space for construction. Protection from humidity when the building is shuttered is important. In the whole site, interiors, exteriors and surrounding grounds, should be secured from any natural or man-made threats.

c) Detail works

Designing details should be based on an assessment of the values and the significance of historic buildings (ICOMOS, 1964). Right from the design stage, professionals need to acknowledge the limitations and the best practice concepts of working within an historic building. Any additional details, not of the original fabric, need to be carefully considered. So they do not damage the building's existing identity or harmful to the building's historical fabric. Selection of replacement materials should correspond with the original type; style, texture, colour, pattern and techniques.

2.3.4 Identification

After the human desire of having a place to settle is met, the tendency to develop the place to meet personal requirements is addressed and then efforts are made to generate secondary satisfaction. A personal space or place called "home" can have another meaning, one that is where people feel safe and secure from danger. Place by means of location or locale was defined by geologist as a relationship between humans and buildings, (Agnew, 1987). After a certain time of residency, bonding to a place starts to develop (Creswell, 2005). Not only do humans commonly attach to the place where they live, they also attach to the surrounding areas and the local population. Due to requirements of integration, self-identity and identifying with place redecoration often takes place (Proshansky et al., 1983, p. 73).

2.3.4.1 Occupancy

Activity and experience identifies place and place identity (Twigger-Ross & Uzzell, 1996, p. 208). Proshansky, Fabian and Kaminoff (1983) indicated that self-identity growth also depends on the development of a meaningful place identity. When preferred activities are taking place within in the environment, a place is ongoing. In the stage of identification, occupancy is the most important key of continuity and success of a project. In planning for the management of users or participants, they are usually divided into two main categories. These categories address continuity of the local group and planning for a new user group. The former is to ensure that place can be carried on through identity while the latter is at risk of losing the original identity.

Planning for the occupants includes a capable management and business plan if the building needs high maintenance (Said et al., 2013). Special functions should be planned according to its allocation of space. Ideally planning the building as previously used is the best way to protect a building's fabric as well as saving costs of maintenance. However new use with similar spatiality can be a benefit if it fits into the contemporary context and requirements of society. To enhance viability, new uses should not be forced by conservation rationale, but be allowed other uses such as accommodations,

shops, leisure activities, hotels, and offices. This can be done through conserving the physicality and significant components of the building.

2.3.4.2 Construction of meaning

Meaning is a social construction within a place, as use produces requirements of function, values and status. Meaning in the use transformation process as a construction of a place is due to the relationship of human and place. To enhance this relationship, the process can be conducted for participants' usage.

Towards conservation of historic building in the Nara Document (1994), genuine meaning as an authenticity is defined by "*form and design, materials and substance, use and function, traditions and techniques, location and setting, and spirit and feeling, and other internal and external factors*". Ethnically, authenticity could be observed as a part of operational process (Mason, 2004, pp. 70-71), in which cultures may have diverse ways of expressing various creations such as truth and authenticity (Jokilehto, 2006, p. 3).

In conclusion, place attachment is always developed and involved in the process of use transformation due to the progression of each stage.

2.4 Conclusion

In conclusion, use transformation framework is to understand the situation of change that impact to place and place attachment in which behaviour responds to re-making of place. To measure this capability of change, the process of use transformation is to comprehend the forms of place attachment that intertwines within the changing process. Intention and objective, sense of place and understanding place will be later discussed in the chapter 4.

In chapter 2, use can retain the state of being and a place identity through continuity of physical setting, activity, and experience and meaning. Selection of the concept, method and process of use transformation is due to decision making that regards intention and objective as defined by sense of place. To understand the capacity of adaptation, a perspective of placemaking relationships, the physical setting and meaning should be defined. This is done in relation to the changing of activities and experiences, how it is perceived and how it is impacted from variables. The next questions that should be raised is how use is transforming a place, and **how are physical settings and meaning altered when ongoing activity is pressured from internal and external factors?**

In chapter three, use within place and the situation of changing of use will be clarified through discussion of Tha Tien palimpsest. This is to describe how place identity - physical setting, meaning and activity are developed within time of place. Urban anthropology, adaptability and placemaking are also discussed as situations embracing place and use.

CHAPTER 3

THA TIEN AS PLACE

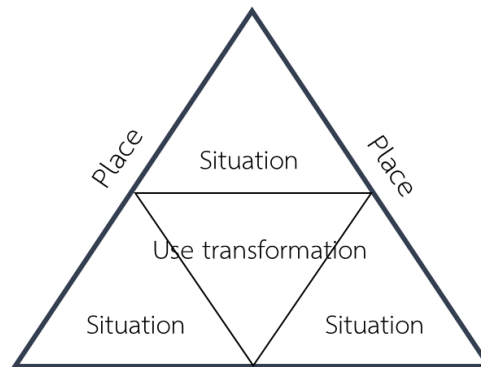
Place by location is defined by set of coordinates Relph (1976, p. 24), that is in association with space. Place is a range of significances and meanings as well as the range of human experiences and intentions (Relph, 1976, p. 26). In Chapter 2, theoretical framework was developed to understand use transformation in a place. In this chapter, a case study of Tha Tien's historic market represents relationships of use and place in which use is transforming place, incorporating both physicality and meaning. Use is in a place where social construction in the form of activity and experience develops (Creswell, 2005). Once there are changes in social functions and contexts, transforming use within a place generates new meaning and physical setting.

Tha Tien is an intersection between land and water, next to the edge of the Grand Palace. When the Grand Palace was placed on this side of the Chao Phraya River, it generated various land use through time. Tai Sanom market, Royal food storage, Foreign Affair Court, Tha Tien market, Department of Domestic Trade, Nakarapiromya Park and other requirements are functions that have occurred in Tha Tien. Studying these complexities of function, Tha Tien as a place, is analysed through the theory of place, the theory of connection that has remained even with the layering of histories (Creswell, 2005, p. 40).

This chapter discusses Tha Tien's background, of how a place is developed in a form of social construction in a particular space and time. The chapter concludes that place is dynamically developing and declining due to changing of activity and construction of meaning. This chapter is divided into 4 sections which are 1) introduction 2) the palimpsest of Tha Tien 3) Tha Tien as changing place and 4) conclusion.

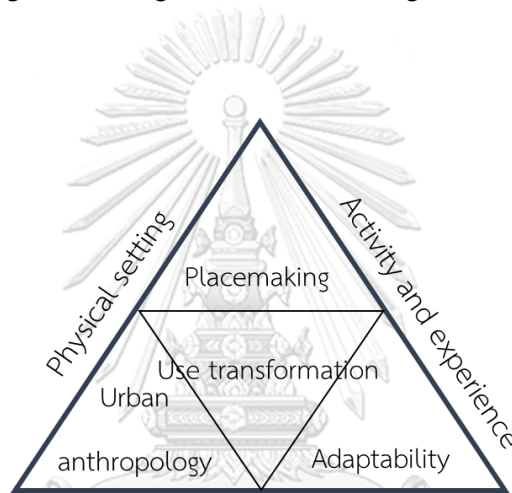
3.1 Introduction

To understand the role of use in a place, physical setting, activity, experience, and meaning is to comprehend the situations and contexts surrounding the buildings and its urban area. The first two steps of a use transformation framework are invented in this chapter. The first step is to understand the role of use in a place. Whereas the second step is to explain the transformation of use due to changing occupants, the flexibility in the changing situations and the ability of re-making a place.



Use transformation within the changing situation

Figure 3-1 Diagram of understanding use and place



Use transformation within the changing situation: urban anthropology, adaptability and placemaking

Figure 3-2 Use transformation in place and in place's situation

As concept of place, use is a key mechanism which influences a perception of a place. Due to employing various forms of functions, use in a particular place is dynamically overlapped. Sudden events may impact every kind of use. One use may decline, while other uses may be thriving. At the same time, some uses may become obsolete. To explain the situation, urban anthropology, adaptability and placemaking are developed to understand place; the physical settings, activities experiences, and meanings. This understanding helps explain how transformation of use evolves. The issues attributed to urban anthropology, adaptability and placemaking are shown in the table below (Table 3-1).

Table 3-1 Placemaking, urban anthropology and adaptability

Theory	Success keys	Issues
Urban anthropology	Creating new urban space Space of everyone Integration	cc Requirement Behaviour Urban context
Adaptability	Improvement Survival Continuity	Action Adjustment State A to B
Placemaking	Cohesion Settlement Naming Meaning	Physical setting Use and activity Meaning

First, urban anthropology is composed of human, requirements, behaviour and urban context. Second, adaptability explains action, adjustment and transformation of A to B. Third, placemaking is understood by the re-making of place identity through enhancement of physical settings, activities and meaning. This chapter is to understanding the place of Tha Tien through its historical timeline on which physical settings and meaning are transformed by new activities, experiences and adaptability. This chapter is structured in the following order; 1) palimpsest of Tha Tien 2) Tha Tien as a changing place and 3) impact to Tha Tien from changing of use.



Figure 3-3 Location of Tha Tien on Rattanakosin Island



Figure 3-4 Area of study in Tha Tien

3.2 Palimpsest of Tha Tien

A place culturally occupied by activities and experiences as uses and functions form a social construct. Even Lynch (1972), critiqued that change was hard to measure,

Creswell (2005), Malpas (2007), Sack (1997), and Relph (1976) suggested that if understanding a place is being primary in a place, then place is constructed. To understand changes of place, the study of historical circumstances are needed (Lynch, 1972). This is because a place is the origin of the construction between meaning and society as well as empirical datum of our existences.

Tha Tien's history will be discussed in terms of how physical settings and meanings have developed over time and how place is constructed. This section is divided into 1) overview of the situation and 2) the palimpsest of Tha Tien.

3.2.1 Overview of the situation

Tha Tien, a typical 1900s market community in Thailand, was developed as an on-land settlement after the eradication of a floating house community. The land was owned by the Royal family and the temple. The Chinese trading community started here when they rented the newly built shophouses. Thus a major marketplace along the Chao Phraya river bank was expanded and encompassed the land of Tha Tien. Once Rattanakosin Island's significance was announced as a precious territory, use of the land and the buildings has been restricted. Tha Tien's market declined because local activities such as small industry, food production and wholesale trading were eliminated. Currently Tha Tien's traditional activities are replaced by leisure activities due to the changing of local and regional contexts.

The location of the site, which is enclosed by major tourist destinations, has shaped Tha Tien to become an important hospitality hub in the area. Also, the prime location of Tha Tien has benefited from the view of Wat Arun Ratchawaram Mahaworaviharn (Wat Arun) which is located on the other side of the Chao Phraya River. Apart from the major landmarks, the area is full of other buildings with significances, for example, Tha Chang shophouse, Na Phralarn shophouse and Tha Phrachan shophouse.

Located on the east side of Chao Phraya River, the site's northern boundary is next to the Nakarapirom Park, while the southern boundary is next to Chakrabongse Villa Palace. West of the site is Maharaj Road and Phra Chetupon Wimon Mungkararam Woramaha Wiharn Temple or Wat Pho.

From north to south, the study of Tha Tien area covers ten alleys (figure 3-4) which are) Trok Rong Mo 2) Soi Tha Rong Mo 3) Soi Tha Rue Dang or Soi Tha Tien 1 4) Soi Tha Tien 2 5) Soi Tha Supan 6) Soi Pratoon Nokyoong north 7) Soi Pratoon Nokyoong south 8) Soi Benbadhana, Soi Preecha Phanichaya 9) Soi Sahakorn 3 and 10) Soi Panjai.. The area can be divided into four main areas; 1) the New Market (Crown Property Bureau Market) 2) the Old Market (Morakot Market) 3) threshold land of Phra Chetupon Vimolmangklaram Rajchawarammahaviharn Temple or Wat Pho 4) the previous Bhenbhadhana Palace.

Historically the place name of Tha Tien may not be ordinarily mentioned or its meaning exposed. The chronological study of Tha Tien's name can be traced by historic demography, the historical character of the place, and even significant past events. The first historians thought 'Tha Tien', was a form of 'Ha Tien' – a town in Vietnam. Yim Punthayangkoon (1980), assumed that Tha Tien was distorted from Bhudthaimas or Ha Tien, that is the town name of the first settlement that relocated to Tha Tien. Second, Tha Tien's flat land might be named by the locals who viewed the unique characteristics of the empty land next to the Royal boat storage during the King Tarksin's reign in 1770s. Third, Tha Tien's name could be derived from past events. 'Tha', a Thai word, means a boat pier, whereas 'Tien' refers to a large area of an unfilled space. Tha Tien, all together, may indicate the physical characteristics after a great fire during the King Rama IV.

Throughout time Tha Tien, a historic residential area, enticed new comers to settle there. This is because a vibrant economy existed, providing a strong sense of community through the physical settings and ongoing activities. Now, unlike in the past, Tha Tien, has a low density of local residents, but high numbers of visitors. The local residency is hard to define since a resident registered with the Phra Nakorn District Office may not live in the area, but there are workers living on the upper floors of shophouses. In fact, the last survey, by the Principal Recipient Administrative Office in 2011, specified that there were around 1900 residents, composed of 1079 men and 821 women. The most popular occupation among the residents was trading, following by private business owners and government officers. The generation or their ages was not specified in the research, but the survey in 2017 indicated that Tha Tien community is primarily elderly- based⁶.

The survey of 396 shophouses in Tha Tien in 2016-2017 surmised that occupational use of shophouses are diverse due to the ages of the population, their lifestyles and jobs⁷. Although the number of shophouses used for residence is less than in the past, it is still a major function in the area. The extensive uses are those shophouses which are occupied by commercial use that expect a high financial return. The declining uses of Tha Tien's shophouses were noted due to the ending of viable water transportation and an announcement of the organization and replacement plan in the 1990s. A number of shophouses in Tha Tien was vacated and their uses shifted to other functions. The rise of tourism, tourist facilities, and leisure activities, has become opportunities for continuity of these shophouses. However, the constraint of available of parking spaces has generated controversy among local residents when uses of shophouses are diverse.

The next section will discuss Tha Tien's evolutionary development as a place and how its identity has been transformed.

⁶ The overall survey of the shophouses in Tha Tien conducted by Peeraya Boonprasong in 2016-2017.

⁷ Ibid.

3.2.2 The palimpsest of Tha Tien

Tha Tien, a complex society, has been performing as a place by the distinct social constructions of a marketplace and related activities. To understand Tha Tien, the physical settings and the activities are understood through a construction of meaning. The history of Tha Tien is explained through the layering of the place where relationships of meanings and physical settings were developed throughout time. To understand a community, the geographical aspects of a place in relation to human settlement and past events should be analysed together (Lukermann, 1964).

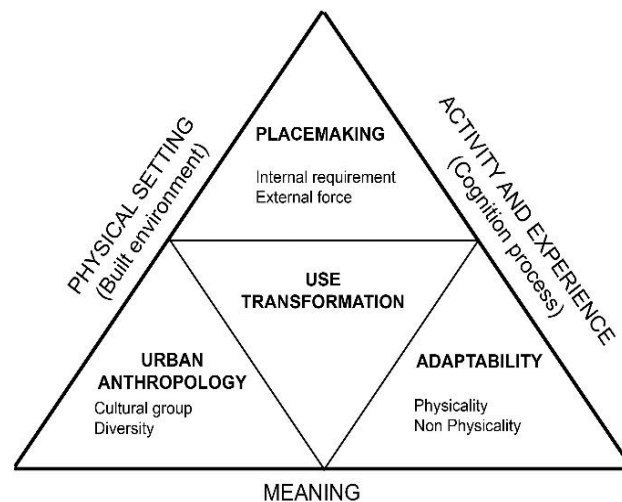


Figure 3-5 Use transformation in place - physical setting, activity and experience and meaning in the changing context

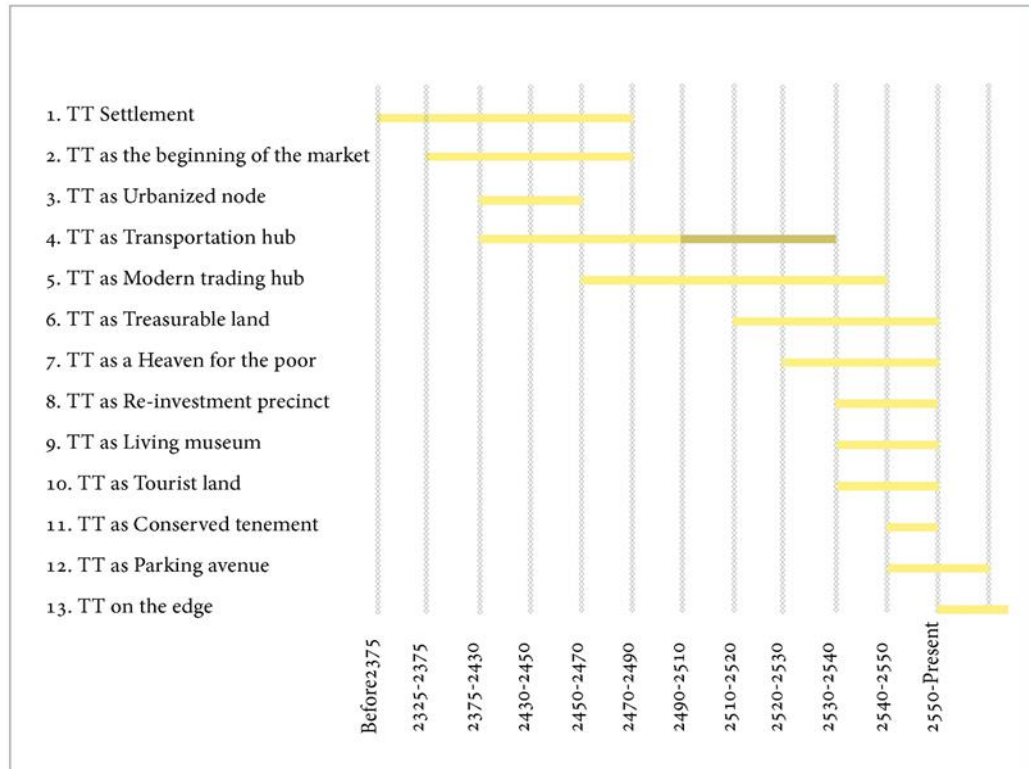
This discussion is based on the role of shophouses in Tha Tien that include the evolution of places of dwelling to places of investment. Tha Tien's history, as place, will be represented through the changing of activities in regards to the physical environment and developed meaning.

The data was derived from a chronological study and scrutinized by the theory of place. Changes in meanings and authenticity's sense of place and identity will be explained through space, activity and social pattern. Meaning encompasses the physical settings of buildings, street decorations, and signage. Meaning will also be defined through the social process; ways of living, cultural events and occupations. These are examined through residential groups who are passing through the adaptation process caused by changes that affected place.

Tha Tien, as a marketplace, can be divided into 13 periods which are 1) settling Tha Tien 2) the beginning of Tha Tien's market 3) Tha Tien as an urbanized node 4) Tha Tien as a modern trading hub 5) Tha Tien as a transportation hub 6) Tha Tien as treasured land 7) Tha Tien as a heaven for the poor 8) Tha Tien as a re-investment

precinct 9) Tha Tien as a living museum 10) Tha Tien as a tourist hub 11) Tha Tien as conserved tenements 12) Tha Tien as a parking venue 13) Tha Tien as on the edge.

Table 3-2 Tha Tien's events through timescale (Tha Tien – TT)



3.2.2.1 Settling Tha Tien (2413 B.E. – 2513 B.E.)

Tha Tien dates to the Ayutthaya period when the wetland was excavated and linked to the grand line of the Chao Phraya River. The first settlements were Vietnamese and Chinese, around 325 and 250 years ago respectively (Dumrongpon Inhun, 2007). The Chinese later developed the area after the reformation of Krung Thonburi (Konkeaw, 2006). At that time Tha Tien, on the east side of the Chao Phraya River, was awarded to the marshal - Phraya Racha Setthi Chin and Yuan, who won the war in Bhudthaimas to settle the area with his armies once return to Bangkok.

During King Rama I, of the Rattanakosin era, the first Chinese in Tha Tien were relocated to Wat Sam Pruem in Sam Peng. Then the land was repossessed by the Royal Highness's Residence which was a wooden house elevated on stilts.

Nearby the market began at the juxtaposition between the Chao Phraya River and the Bangkokyai Canal. Tha Tien became a land based centre where various groups of people, Vietnamese, Thai, and Chinese, were living in proximity to one another. After the 1870s, the migrating Chinese became the majority. They relocated from Chenghai, the northeast of Shantou, and Guangdong Province. The Teochew culture started to expand within Tha Tien.

“The aim of Chinese migration was to eliminate the situation of the poor. Men desired to work abroad while left their wife and family behind in China. Thailand, at that time, there were high demand on a number of workers to fill the work force of rice production and other sectors. After the arrival, they were sent to work in the city as well as in the rural area” (Skinner, 2005, p. 99)

When they first arrived in Thailand, they normally found their kin with whom they lived. Certainly the majority of Chinese from Chenghai arriving to Tha Tien expanded their businesses and trading networks. The beginning settlements were on the floating houses or houseboats which were used as their dwellings and also for commercial trade. Once living on the water was eliminated, floating market-houses were removed from the major water routes. As Crawford (1967) in Smithies (2003) indicated that the most valuable merchandise was found in the floating houses occupied totally by Chinese.

Place of settlement is reflected in the physical setting as a result of life events and experiences of local culture. The annual events taking place in Tha Tien are primarily based on Chinese rituals – Chinese New Year, Qing Ming festival, Ghost Day (Zhong Yuan Festival), Hanyi Festival, and the Chinese Moon Festival. In fact, showing esteem to the gods in Tha Tien is celebrated two times a year. The first occurs at the beginning of the year during the Chinese New Year, the second one is held at the end of the year during the Chinese opera festival. Dumrongpol Inchun (2015, p. 165), confirmed that Chinese operas take place to show the respect to five important gods, one for each shrine: Shrine of Phung Tou Kong, Shrine of Chew Tee Lau Ear, Shrine of Chao Phor Fha Sang, Shrine of Kuen Au, and Shrine of Chao Phor Sasadee. Other perceptions of Chinese culture are gleaned from the decorative Chinese lanterns, symbols, smells of incense-sticks and wide folding doors.

In conclusion, place of settlement in Tha Tien is associated by a group culture attached to China’s Teochew culture. After a while, the Chinese culture blended with the existing Thai socio-cultural pattern. This social construction has fabricated a unique meaning in relation to physical setting as an ongoing culture. Thus, Tha Tien has become a place of an overseas dwelling place as well as trading community for native Chinese.

3.2.2.2 The beginning of Tha Tien market (2430 B.E. – 2480 B.E)

Tha Tien was located on the crowded junction of two important waterways which were the major lines of public transportation between the east and west of Bangkok. The floating market, called Tong Num floating market, had natural accessibility. Another market was Tai Sanom which existed at the back wall of the Grand Palace, it catered to the Ladies of King Rama V’s Court. Later, the new market, known as Talad Morakot or Morakot market, was established on the Tha Tien river bank.



Figure 3-6 Illustration of Tha Tien during the King Rama IV.
Source: Office of National Archives of Thailand by Francis Chitt (1866).

Morakot market was mentioned in *the Market in Bangkok: Expansion and Development* (in Thai “Talad Lae Karn Kayai Tue”) as an urban development after the Great fire in Tha Tien in 1857. Later, the two aforementioned markets were combined into one. The street market was relocated to a collective, large market hall selling various products. A vast change was made to Tha Tien when the city wall was removed and Maharaj Road was expanded and developed.

“Taland Tai Sanom named by the public since the main customers here was the ladies who were looking for goods for both cooking and decorating. Fresh vegetable and fruits, and meat were the best quality. Not only the local products were sold here, but also the imported expensive stuffs such as cloths from India and laces from Europe, Porcelain and nourishing foods from China, and the other luxurious goods for women (Dumrongpol Inchun, 2015)”.

Marketplaces during this period were naturally defined by their physical settings. Because activities occurred in available spaces human intentions and experiences could be summarised through the need of utility in relation to their lifestyle. This ongoing socio-cultural pattern was later justified by new western ways of thinking.

3.2.2.3 Tha Tien as Urbanized node: the new era of shophouse (2450 B.E.-2472 B.E.)

After the Great fire in 1850s, Tha Tien’s shophouse, marketplaces and government office buildings were constructed along the Chao Phraya River bank to represent Bangkok’s urbanization. At this time, the new market place called “Talad Mai”, was to become a centre of goods and agricultural products. The new Tha Tien market was established at this time, renting to those merchants who required a permanent space of commerce. The goods found here were still fruits, vegetables, flowers and other products for daily use in the palace. In addition to the vegetation and food products, cloth, perfume, porcelain and beauty products were also available for the ladies who were living in the Royal Palace. During this period a new building type, the shophouse, was introduced to Tha Tien as a living and working space.



Figure 3-7 Ariel view of Tha Tien along the Chao Phraya River

Source: Museum Siam collection; photo taken (Huns, 1946)

After the Great wall that enclosed the Rattanakosin Island was demolished in 1909, the new Maharaj Road was constructed on the west side from Tha Phrachan to Tha Tien. At the same time, the new shophouses were built north of Morakot market. The largest cluster of shophouses were constructed in 1909 (2452 B.E.) by the Office of The Privy Purse. The two storey shophouses were opened in 1911 (2454 B.E.) and encompassed the market pavilion which was known as the new market (Dumrongpon Inchun, 2007). This typology of planning is similarly to the existing Morakot market. Later, due to Tha Tien's thriving market the Ministry of Education or "Krasuang Thummakarn" to develop another cluster of shophouses in the south in Morakot Market's vicinity, on the land of Wat Phra Chetuphon Vimolmangklaram Rajwaramahaviharn (Wat Pho) in 1902 (2445 B.E.). A few rows of one storey and two storey wooden shophouses were constructed.

The famous Royal Theatre of Prince Benbadhana was built south of Tha Tien Market. This development was noted in the records of King Rama V concerning enhancing the waterfront. However, the project could not be completed during his reign. Presently the tramline was established to connect with other modes of transportation, thus providing convenient accessibility to Tha Tien.

Later, the Ministry of Civil Works expanded the waterfront area. Two rows of shophouses were constructed along the river at the same time, a flood protection wall was also erected in 1929 (2472 B.E.) (Chungsiriaruk, 2010). Additionally the one storey shophouses owned by Wat Pho were rebuilt as two storeys.



Figure 3-8 Tha Tien street activities in 1920s

Source Museum Siam collection

While more shophouses were added along the Maharaj road in 1929 (2472 B.E.). Inclusive 37 shophouses were cheaply rented on the temple's threshold of land. Tha Tien's market and Tha Tien's lane continued to sell agricultural products and goods from abroad.

As physical settings were constructed, attachments to the area were developed through activities. Thus, meaning started to be associated with the built living place. This was clearly seen when the Chinese moved from their houseboats and floating markets to land based structures; landlord and tenant relationships were established.

As a building typology, shophouses were built on the land adjacent to the road. The Chinese, who liked to trade, were keen to rent these properties for workshops and commercial spaces. Once these groups of immigrants were wealthy, these rental properties were brought as dwellings; structures catering to both dwellings and workspaces. To emphasise, activities were always adapted after a reinforcement of the new controls from the authority. In fact, eradicating houseboats generated a high demand for tenements and supported the rental businesses. Since the Chinese could not register to own any properties, the need for rental property was very high.

In conclusion, the physical setting of Tha Tien urbanization was developed in accordance to the townscape planning concept. Merchandising activities were organised by the notion of urbanisation through enhancement of built environment. So shophouses were constructed in order to house the activities of trade and work. They can be considered as a tool within a physical setting arrangement. Tha Tien was therefore developed as a functioning major market in Bangkok during the maritime era.

3.2.2.4 End of transportation hub of boat and tramline (2440 B.E. – 2509 B.E.)

Along the Chao Phraya River bank, Tha Tien was known as the centre market for all goods and food products for a hundred years. Viability of trading activities convinced private and public transportation companies to provide services. Boats and rickshaws were a major form of transportation during the marine era, and later tramlines. With the development of roads, cars and buses were introduced. After the first Economic and Social Development Plan promoted in 1960 (2503 B.E.), highways were expanded to the rural areas of the north, the northeast, the east and the south. Thus, boat transportation slowly started to decline.

As an important feature along the river bank, Tha Tien's terminal serviced people who travelled to the North of Bangkok, Ayutthaya, Supanburi, Chainart, and Nakornsawan, and to the east, Chonburi and Bangpakong. The name of Tha Tien was not only known for the central market, but also as the main destination for Bangkok arrivals. Other modes of transportation were established to connect with the boat services since Tha Tien had become a transport hub supporting goods delivery from the other locales. This may be the most thriving period of Tha Tien, when lively activities took place throughout the day.

“The first boat departed from Tha Tien to Supanburi at 3.00 a.m. and the one from the north were also arrived at similar time. All agricultural products were on the top while people were sitting at the bottom. In the boat, facilities were also provided on the trip. WC and food sale on every boats (Chinnasawat, 2016).”



Figure 3-9 A man carried a coconut basket (left).
Source: Marc Riboud (1969)1969



Figure 3-10 Tha Tien waterfront from Thonburi province (right). Source: Charles Samz (1958)

During the last several decades, Tha Tien had eight piers lining the river bank from north to south - Tha Rong Mo, Tha Khao Pod, Tha Reu Dang, Tha Supan, Tha Nokyoong, Tha Bang Bua Tong and etc. These were accessible from alleys leading to the Chao Phraya River. However, there are only four piers existing in Tha Tien today.

Only two piers - Tha Rong Mo and Tha Khoa Pod are still in-used whereas Tha Rue Dang and Tha Rue Supan were recently sold to private developers. A resident of Tha Tien, who is over 60 years old, shared a memory of when he was young.

“I used to live in the boat on the river bank of Chao Phraya River until my dad desired to buy this row of shophouse 50 years ago. It is very convenient due to the location that is next to the river. The sugar was packed and sent to the boat. Daily life here started very early when the boat from other provinces arrived with fresh goods and crops” (sic) (Wisetphalittaphon, 2016).

Due to difficulties during the Second World War a number of businesses were discontinued including the green boat service to Supanburi, Ayutthaya, Angthong and Singhaburi province. In a talk entitled “Green Boat in the Chao Phraya River Khun Dum Yotha Samothara’s Life of Travelling” given for the Lek-prapai Foundation, Apinya Nonhnart (2016) summarised that importing boat parts and petrol from the Philippines was a struggle during the Second World War. Therefore, the company desired to end green boat service in the Chao Phraya River. Later, the company sold their services to the red boat company. The red line ran until 1970s.

After running at a loss during the Second World War and the city of Bangkok with the expansion of the road networks, the tram line was troubled by a continued loss of revenue, it was facing the same problem as the boat services. The company closed down in 1968. Thus the major access to Tha Tien was shifted to car, bus and trolley. Later, the limitation of accessibility to Tha Tien became a constraint for the ongoing activities of wholesale trade, food production and delivery businesses. Tha Tien as a hub of transportation ended. Once boats were less in demand, people who travelled to the area on a daily basis desiring to settle in Tha Tien permanently.

Accessibility to a site generates linkage to the outside world (Creswell, 2005), as well as bringing in new people to visit, share space, and to construct place. When the supporting transport to the site was interrupted, existing activities slowed down or disappeared. Some relocations occurred, thus facets of the local physical settings were redundant. Once the intention and experience in a place are weakened, meaning to physical setting also wanes or disappears. When connections to place is declining, place can be employed as space. The impact from relocation of businesses has caused Tha Tien to become an endanger space. This will be discussed later in the section addressing Tha Tien as a heaven for the poor.

3.2.2.5 Tha Tien as a modern trading hub: The degeneration of Royal residents’ area and the arrival of modern trade (2489 B.E. – 2549 B.E.)

With an ideal location, an enhanced physical environment and facilities, and viable trading activities Tha Tien’s market grew continuously until the Second World War. Being conveniently accessible by boats and tramlines, Tha Tien was full of traders and buyers from throughout Thailand and surrounding countries. The markets at this time were opened twenty four hours. A downturn in the market was experienced when

capitalism was influenced by World War II. Gradually trading was controlled by the authorities and the politically culture of modern trading was established.

After the reformation in government in 1932, the importance of the Grand Palace was reduced. However, Tha Tien's market had developed into its most thriving period due to its central location and connection to other rural towns. Diplomacy changed Thai markets just before World War II when there were a great deal more Japanese products being imported. Thus Chinese merchants, as a majority group, lobbied for the fairness of the guarantee pricing of domestic products. To control the situation, The Department of Domestic Trade was established in 1942 (2485 B.E.) at the north section of Tha Tien's market. This represents Tha Tien's market's significance at the time.

After the Second World War, Tha Tien was becoming the major modern trading market where estimative prices were controlled by the Department of Domestic Trade. As Tha Tien was the central pier in Bangkok, all agricultural products from the northern areas and seafood products from the southern areas were transported to Tha Tien via the railway and boat services. Both products were sold either through wholesale and retail sales.

In the 1950s, the thriving flower and vegetable markets were relocated to a new market in the southern area of Rattanakosin Island – Pak Klong Talad or Pak Klong market. Tha Tien was becoming a mono-function market that of wholesaling preserved products. The fresh fish market had transformed itself to dried fish and dried seafood products paralleled wholesale trading.

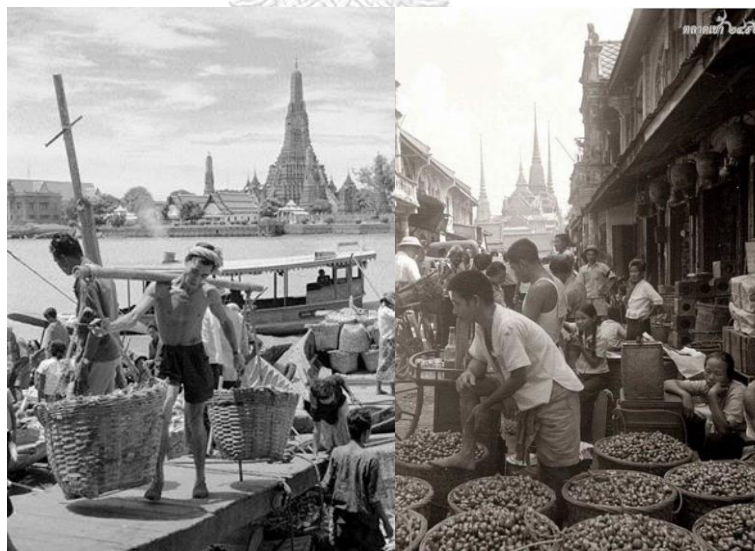


Figure 3-11. One of the pier in Tha Tien in 1956 (left)

Source: Museum Siam Collection from Office of National Archives of Thailand

Figure 3-12. Street atmosphere in Soi Tha rue dang (right)

Source: Life Magazine 2016

The booming Tha Tien market attracted merchants who acquired a fine location for trading and it attracted manufacturers who required raw materials for small industries. It also contained and dwelling spaces. Small industrial activities were linked to the notion of Tha Tien as a market place. A number of food products were made here, since it was easy to find customers and was convenient to trade to other wholesalers. Trading in Tha Tien included both imported and exported products.

After the Second World War, the market's growth not only depended on the invention of modern trading, but also embraced the high numbers of Chinese merchants arriving from Chenghai. As the owners of the majority of businesses, the strong Teochew trading culture and food production industries structured the unique society.

The culture of food production and wholesale trade was developed by the food industry which was strongly rooted in Thai-Chinese gourmet tastes. The dried food imported from China as well as the dried food products made in Tha Tien and other areas of Thailand could easily be found in this market. *“Dried nut, dried chili, dried garlic, many kind of spices such as pepper, star anise were found here in Tha Tien market”* (Siri, 2015 :131). Other goods such as palm sugar, handmade Toffee, and products made from fresh vegetables and fruit were also produced. Later, these products became identified with Tha Tien.



Figure 3-13 the wholesale trading in Tha Tien in 1974

Source: Facebook taken by Rerkdee Potiwanakul (1974)

With the growth of activities in Tha Tien, new dwellings were required. The destruction of the Benbadhana Palace's space being converted into a large number of shophouses was good news for the Chinese merchants who used to live on houseboats along the River. In an interview on May 6, 2016, Songsit Wisetphalittaphon related this memory, *“When I was 5 years old. My dad brought these shophouses for our on-land first home after a while living on the boat house.”* (sic)

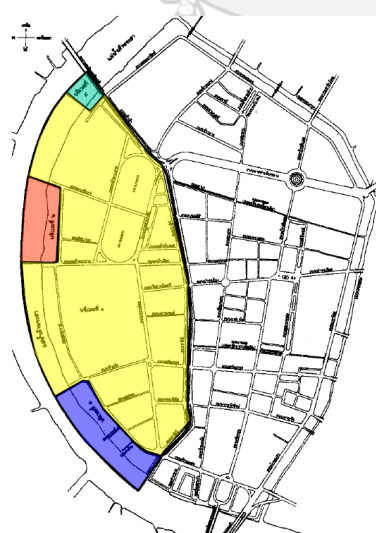
In fact, the development of the modern shophouses was in 2502 B.E. and in 2506 B.E. in the southern part of Tha Tien. After the fire in the area of the Morakot market in 1967, another new development of shophouses was established in the northern section on a threshold of land owned by Wat Pho in 1968 and 1970 respectively.

Until it was decreed a conservation area and the relocation of the Department of Domestic Trade to the outer area of the Rattanakosin Island, Tha Tien's thriving growth continued. These two events caused a decline in Tha Tien's modern trading.

In conclusion, the characteristics of a physical setting are acquired due to a growth of activities. A number of shophouses were constructed in response to the needs of commercial spaces as well as living spaces. When the ongoing activities are interrupted, the requirements of physical settings decline. It could be summarised that unique activities always shape the characteristics of that place.

3.2.2.6 Tha Tien as a treasured land: Conservation area appraisal – Rattanakosin area (2521 B.E. – Present)

In the occasion of 200th anniversary, the proclamation of the Conservation Area Act in 1978 (2521 B.E.) was to ensure the significance of the Rattanakosin area when there was limited accessibility due to the demise of the trolley system. This resulted in a rapid decline of occupation and manufacturing. Only some small manufacturers could continue and the larger industries were relocated. The ongoing businesses at this time were dried fish and seafood products as well as the wholesale of sugar and rice.



Area 1 (Yellow)

Only allow newly built row houses, factories, public buildings, with the limited height of 16 meters, except any religious and government buildings are allowed.

Area 2,3 and 4 (Red, blue and green respectively)

Do not allow use of factory, buildings housing dangerous commerce, entertainment facilities, hotels, theatres, storage, auditoriums, row houses, crematoriums, gas stations, commercial sport stadiums, to be built higher than 16 metres. Do not allow signage that is more than 5 square metres.

Figure 3-14 Map highlighted the control area in the Rattanakosin Island including Tha Tien, according to the Conservation Area Act in 1978 (2521 B.E.)

Source: Bangkok Metropolitan Administration

Later the Bangkok building code, enacted in 1985, regarding Rattanakosin Island, was to control both the use and height of the buildings. This proclamation affected newly built structures, building adaptations and changing activities in some building types, especially in Phra Borom Maharatchawang, Phra Nakorn. On the following map Tha Tien is in the blue area in which the following decree was initiated, *“Do not allow use of factory, building housed dangerous commerce, entertainment facility, hotel, theatre, storage, auditorium, row house, crematorium, gas station, commercial sport stadium, and the signage that is up to 5 square metres and the building that do not higher than 16 metres (sic).”*

In relation to the first act in 1978, a new master plan was approved by the Office of Natural Resources and Environmental Policy and Planning in 1997 (2540 B.E.), to relocate the existing market and to demolish all unlisted shophouses in Tha Tien to provide a clear vision to Wat Pho and to reduce traffic in the Rattanakosin Island. With this news, attitudes of local people towards their living places were suddenly changed. Unsecured futures in business and living generated pressure and anxiety for the local population. The shophouses were sold at cheap prices and some were left empty.

The argument was founded in *A Study of Specific Plan in Historic Area of Tha Tien and Pak Klong Talad* to The Urban Renewal Section, Land Readjustment and Urban Renewal Division under the Department of City Planning Bangkok Metropolitan Administration or BMA in (1999) or (2542 B.E.). It was conducted by the King Mongkut's Institute of Technology Ladkrabang to represent Tha Tien's significance from an urban planner's perspective. The report noted the importance of historical communities in an urban area and suggested the idea of an urban renewal plan through a schematic design initiated by participant stakeholders.

The proposal was devised as an integration of three disciplines; conservation, rehabilitation and redevelopment and was divided into three phrases. The short term plan was to develop a policy and a plan to improve the physical setting. The mid-term plan was to enhance local activities regarding methods of trading and strengthening the community's public works. The long term plan was to enhance conservation of the physical setting and incorporate a management plan of landscape elements. After this plan was published, an upgrading of landscape and façades were proposed by The Urban Renewal Section, Land Readjustment and Urban Renewal Division under Department of City Planning Bangkok Metropolitan Administration.

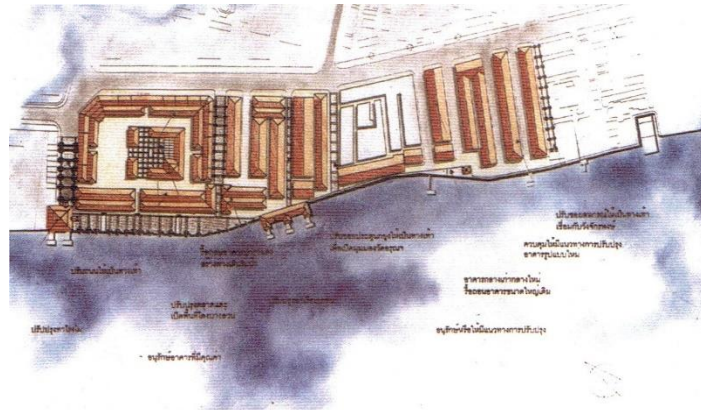


Figure 3-15. Proposed plan of Tha Tien revitalisation 2001.

Source: *Kan Sammana Soemsang Khwamru Khwam Khaochai Dan Kan Prapprung Saphapwaetlom Akhan Nai Phuenthi Samkhan Thang Prawattisat. [Seminar of knowledge enhancement of understanding historic area environment] 2001)*



Figure 3-16. Proposed perspective on Tha Rong Mo alley.

Source: *Kan Sammana Soemsang Khwamru Khwam Khaochai Dan Kan Prapprung Saphapwaetlom Akhan Nai Phuenthi Samkhan Thang Prawattisat. [Seminar of knowledge enhancement of understanding historic area environment] 2001)*

Later the first renewal scheme by The Urban Renewal Section, Land Readjustment and Urban Renewal Division under Department of City Planning Bangkok Metropolitan Administration or BMA was adopted for Soi Pratoon Nok Noong or Nok Yoong's Gate Lane in the Tha Tien area. In 2003 (2546 B.E.). The project was developed with funding from financial year in 2004 (2547 B.E.), asserts the notion of conservation and redevelopment of historic town strategies. To promote tourism, the refurbishment of the townscape was the first major works; new pavements, new first floor eaves and repainting. This plan strengthened relationships among community members and encouraged them to care about the urban issues as well as their daily maintenance to the community's physical setting.

The newly enforced discipline of the townscape may cause difficulties for ongoing activities. Once the demands of original uses change, then the physical setting declines. At the same time, the controlling amendments placed on the physical setting also limits the growth of occupations, hence relocation occurs. It can be concluded that

the meaning between people and place suddenly became obstructed and was the result of the following; limiting original uses and activities, and expanding or changing existing physical settings. The local population and their activities and experiences became mismatched.

3.2.2.7 Tha Tien as a heaven for the poor (2543 B.E. – 2559 B.E.)

When Tha Tien declined to the certain state, it became a desolate area in the historic core area. Unused piers and the redundant fruit and vegetable markets on the Chao Phraya River bank, for example, were replaced by a number of cheap rental rooms which were subdivided by temporary wooden panels. The availability of inexpensive accommodations brought a new group of people, those hired as a work force, to live in the area. The north part of Tha Tien became a dangerous place where drugs and the mafia were actively engaged due to the increase in the growth of this situation. Later, this area was found unsafe and therefore suppressive actions were taken in 2016 (2559 B.E.) (thairat, July 30, 2014).



Figure 3-17 Extension to existing shophouses in Tha Tien for cheap rental rooms (right).

Source: Peeraya Boonprasong

Figure 3-18 Soi Pratu Nokyoong in 2010 (left).

Source: Peeraya Boonprasong

Furthermore, some shophouses were modified into a multiple number of rental rooms at cheap prices, while the downstairs' areas were still kept as shop fronts. In addition, the small shophouses were cheaply rented. In fact, a number of shophouses in Soi Pratu Nok Yoong have an average rental price of 600 to 1200 baht. Without concern for the built environment, the small shophouse units were reconfigured to meet the requirements of multiple occupancies. In fact, one storey shophouses were generally extended over the roof for use as a storage space and the front space used for cooking and relaxing. Some utilities, such as washing areas occupied public alleys.

Hence, a new cultural group made a place according to their restricted financial situations. These new arrivals from rural areas or from neighbouring countries require a cheap place to reside while making a living in the hard life of the urban area. Thus,

the place is being made in different ways. Once the original area is misunderstood or misused by the new occupants, the concept of place has become unpleasant among the original, local inhabitants and the visitors. The original state of being and place is turning into placelessness, since the initial place is less cared for or maintained as originally intended. The opportunity of converting redundant spaces to residents is varied due to background, attached experience and care of the built environment.

3.2.2.8 Tha Tien as a re-investment precinct (2545 B.E.) to Present

During the last decade, a new restaurant with a nice decor and atmosphere reinvented a Tha Tien shophouse as a contemporary function. Even in the beginning of the business it was rejected by the locals. The new use was initiating new opportunities for the declining Tha Tien. In addition, it prolonged the use of remaining shophouses after the shocking news of demolition in 1982. Tha Tien has become popular among alternative business developers who have seen opportunities for the hospitality business. The changing of the regional economic context, large wholesale product industry was invaded by franchise businesses, has resulted in hard times for small wholesalers.



Figure 3-19. Sunset behind Wat Arun.

Source: Peeraya Boonprosong

Oldness in these historic places is used for the construction of new experiences. Creation of new uses by the idea of a fantastic view and site experience assists in launching and promoting new businesses. In fact, the finest location between two important temples, Wat Pho and Wat Arun, provide a benefit in an associative process; views and unseen local activities for visitors. Dr Bhiyanuch Rakphanichaya, who runs a number of hospitality businesses in Tha Tien, represents the point of view that, “*An amazing view of Wat Arun and special built environment of Tha Tien was attracted her (sic) and her partners to choose Pratoon Nokyoong pier to construct her new restaurant and small guesthouse.*” She expressed on (sic) her impression of the stunning sunset behind The Stupa of Wat Arun that it was the most wonderful moment (Rakphanichaya, March 1, 2010).

New activities could be reconstructed to meet the demands of the new society. Retention of existing physical settings and fabrications of new designs for the shophouse fabric not only enhances the outdated place, but also formulates contemporary businesses. The consideration of place is not place itself. The surrounding of place can provide benefits to place and enhance place.

3.2.2.9 Tha Tien as a living museum: New neighbour – Museum Siam (2546 B.E. to Present)

As a part of the Island's learning centre that was established in 2003, the Museum Siam fulfils the gap of cultural and educational experiences. It has become a close neighbour to Tha Tien's weakened and loss of place community. The Museum Siam proposed a prototype of a living on-site museum using Tha Tien. In fact, a research named *A Study of Local Community around the First National Learning or Tha Tien and Pak Klong Talad Community* in Thai by Dumrongpon Inchun (2007), followed by a book called *Tha Tien : Temple, Palace, House, Shop, and People* or in Thai name of *Market Tha Tien : Wat, Wang, Ban, Ran, Talad and Bhukhon* by Saran Tongpan in 2015, were cited. Other materials are promotion maps and leaflets generated by the Museum Siam's curator in cooperation with the Tha Tien population.

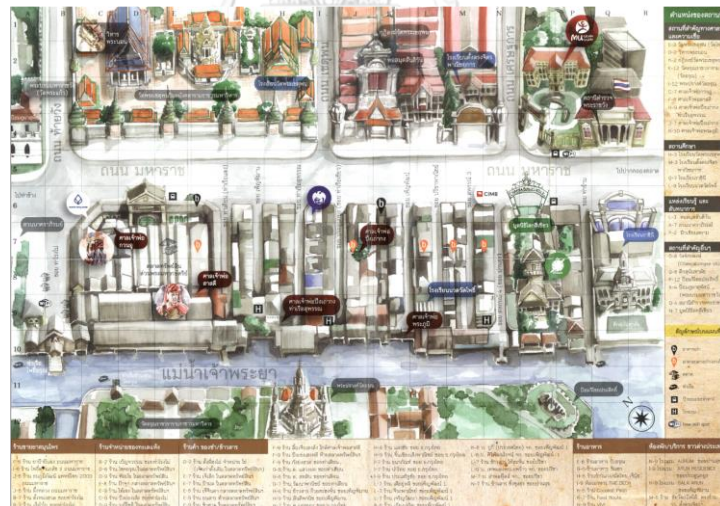


Figure 3-20. Map by local community and Museum Siam.

Source: Museum Siam and Tha Tien community 2014

A cultural route map is integrated with new technology by QR Code reading throughout landmark spots in Tha Tien, offering a one day trip. In reality “the new way of visiting in the historic quarter” by Namek (2014) presents his experience of a one day cycling trip in the Tha Tien community. He indicated that the learning experience was facilitated by a map and a mobile application from the Museum Siam in order to find and read the QR Code. His impression of the excursion was a new experience of

familiarity accessed through the local community and the knowledge gained through story telling.



Figure 3-21. Samples of QR Code position in Tha Tien

Source: <http://www.thairath.co.th/content/456603>

Experience can be constructed through materials that assist in gaining an understanding of a place. Leaflets, maps and applications of place are utilised as background knowledge. Therefore, people in the situation of processing an understanding of place can connect themselves to physical settings and existing activities.

3.2.2.10 Tha Tien as a tourist land: New hope – Guest house and more tourist facilities (2545 B.E. to Present)

Tha Tien's district has recently attracted a number of investors to convert their shophouses to facilitate tourists' hospitality. Not only a number of the new restaurants are rising, but a number of short term accommodations are increasing. Even these changes sound unpleasant to the conservationists, although this helps in prolonging these shophouses' status.

A recent survey in Tha Tien found that there are around 90 shophouses that were converted to new uses. In almost 50 cases the shophouses are owned by the Crown Property Bureau, which means that about 50% of the conversions happened after a long term of activity relocation or after renovation and refurbishment between 2011 and 2015. In fact, 50% of these new uses are geared towards hospitality. The other shophouses that are converted into massage training, offices and local services are privately owned. Therefore, the area today represents a mixture between the uses continuing from the past era while offering a new chapter of reuse. The new use serves the new socio-economic culture.



Figure 3-22. Bedroom at Inn a day hostel.

Source: Inn a day hostel

The benefit of a fine location and an authentic experience in leisure urban life style is constructing a new market by imitation of inexperienced place. Disneyfication and fantasification are commonly created themes designed by marketing requirements of promoting and competing in a capitalistic world where high returns are expected. Conversion of shophouses for these leisure uses therefore imitates a nostalgic style. Hence, the place of shophouses is obscured in meaning and physical expression.

The changing of activities could reflect the changes in experiencing place. Therefore, the physical setting is readjusted to fit with these new uses. Meaning through these mixed activities makes it difficult to define the state of a genuine experience. This would argue that each practice performs a state of authenticity through construction of meaning through intention and experience.

3.2.2.11 Tha Tien as a conserved tenement: Revival of the physical setting but discontinuity in activity (2556 B.E. – Present)

After the Department of Domestic Commerce was relocated, Nakarapirom Park was constructed in 2006. This corresponds to the previous idea of a rich waterfront view established by the Conservation and Development of Rattanakosin Island Committee during 1997. The Grand Palace is clearly seen from the Thonburi river bank across the Chao Phraya River.

The recent refurbishment of a cluster of 55 listed shophouses owned by the Crown Property Bureau (CPB) was conducted by the conservation and refurbishment processes between 2010 and 2013. The project was a part of the rehabilitation of listed buildings owned by the Crown Property Bureau that are located around The Grand Palace.

Proposed work on 5 Rai or 1.975 Acres is divided into two phases – the refurbishment of 55 units of the listed shophouses and the rehabilitation of the central market and related area. The objective of the project was as follows:

- 1) To conserve historic buildings around the Grand Palace for appropriate contemporary use
- 2) To revitalise historic shophouses and upgrade the quality of living for local residents, both for dwelling and for tourists' hospitality
- 3) To enhance living conditions through the development of sanitation and use in listed shophouses
- 4) To promote collaboration and to derive benefits from investments and management among landlords, authorities and the community
- 5) To preserve and conserve places of tourist destinations for historical identity and economic viability
- 6) To set a guideline of uses in the listed buildings, including any installations and further extension of essential systems.

The first phase has a four year timeline, which includes three years of preparation and one year for on-site construction. The process of the preparation work involved a survey of existing conditions, assuming a theory of architectural and archaeological styles, and conducting repairs and engaging in conservation methods. The Crown Property Bureau followed the principles and policy concepts of sustainability, which included collaboration and shared resources. The project represented a compromise between the tenants and the landlord. The payments were divided into two parts, which the CPB took over at 75% while the tenants accepted 25% on the condition of a three year contract. However, the rent would be increased after initial year's contract.

To repair and conserve the shophouses, the frontage was retained but the back was demolished and three storeys were added. In the original part, work regarding repairs of damaged materials and upgrades of furnishing was conducted according to best practice conservation methods. In the new part, new technology was integrated to enhance convenience and contemporary living. In my opinion, the new extension at the back imitated the traditional style but this imitation would be confusing for future generations concerning originality and new additions. New materials also replaced the old to represent a feeling of newness.



Figure 3-23. Proposed image for Tha Tien renovation project

Source: The Crown Property Bureau

Unfortunately, the two years relocation has forced a number of local people to move out, because of the difficulty of retaining business continuity. In some cases, regular customers are very important, so finding the new location is paramount to maintaining commercial relationships. If the location is important for the business, the business owners always try to live nearby. Additionally, relocation may destroy important equipment that is essential and impossible to be replaced. In fact, expensive ingredients used for Chinese drugs were destroyed by the damp during relocation. Hence the owners of the pharmacy decided to end their over 100 years plus business.

Other issues are failures of new use and the difficulty of launching a new business. When tenants return to Tha Tien, they are disconnected to the local context. In reality, a small café was closed down after a few months of being opened because it could not integrate with the changing market. Another example is a man who returned to his conserved shophouse, that previously had a small store, but the new store barely made positive financial returns.

Soon, the market pavilion at the centre and the other 26 units of historic shophouses along the riverfront will be under construction. Further works include waterfront shophouse revitalisation, Tha Tien's market renewal and Tha Tien's pier relocation. According to the timeline, the whole place should be finished in 2017 – 2018.



Figure 3-24. Section of newly refurbished shophouse.

Source: A Conservation of Shophouses by Yongthanit Pimonsathean (2016)

In conclusion, a strong emphasis on physical improvement might destroy attachment to a place. Some activities associated with the identity of place may be not allowed. So, the deterioration of associative memory and occupation is incidentally destroyed by the process of enhancing physical settings. People may discontinue living and continuing their enterprises within the place. This concludes that meaning and physical setting are always correlated.

3.2.2.12 Tha Tien as a parking centre – development or deterioration (From 2560 B.E.)

The announcement of a new parking space under the Nakarapirom Park on Rattanakosin Island in January 2016 stunned conservationists concerning its appropriateness. Not only would there be problems from the number of vehicles' vibrations to the edge of the Grand Palace, but also a congestion problem in the inner part of the Rattanakosin Island that is surrounded by historic attractions. The construction of the parking space would help with the traffic management by providing parking for tourist vans and cars.



Figure 3-25. Computer generated image of the future plan.

Source: Diallynews (2017)



Figure 3-26. Computer generated image to Wat Arun view.

Source: Siamrath (2017)

Owned by The Crown Property Bureau and the Treasury Department, the whole area is approximately 1.54 Acres. The proposed project will include a public park, toilets, the underground parking, and the conversion of the old treasure house to accommodate a Khon⁸ museum. With collaboration among the Bureau of The Royal House Hold, The Crown Property Bureau and the Treasury Department, the proposed project is planned to be completed at the end of 2018.

The major construction of 25,000 square metres or 3.5 storeys depth under the street level at 12.90 metres would provide approximately 700 parking spaces. The other buildings proposed with the parking garage are a lobby providing a lift, a music hall, a control room and public toilets. This car park will be managed by Siam Sinthorn Ltd. at the cost of 800 – 1000 million Thai Baht. The Crown Property Bureau expects this return in 37 years.

⁸ Khon is a Thai dancing that is influenced from the famous Indian's tale-Ramayana.

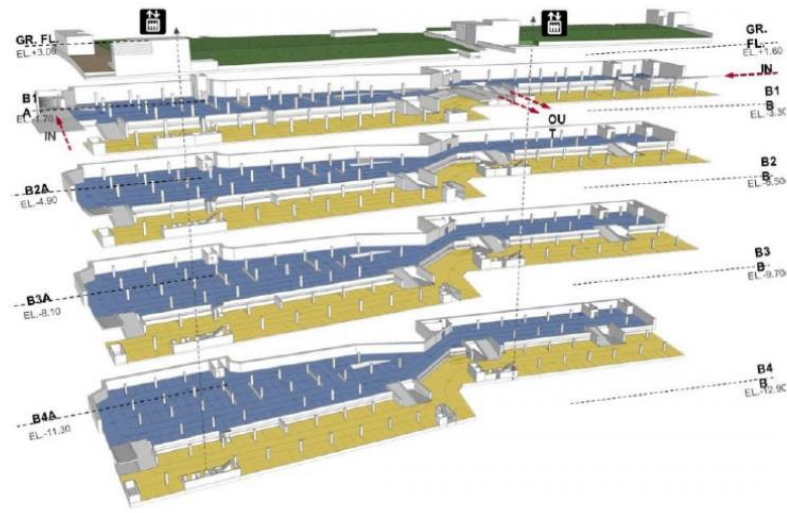


Figure 3-27. Computer generated image of the parking space.

Source: Edtguide (2016)

A change in a context always provides opportunities and at the same time eradicates place and identity of place. The construction of the new transportation facility enclosed by place means that convenient accessibility is on the horizon. Car parking connecting with boats and buses may assist in the arrival to a hidden place, but overcrowd and overuse are impacts of which to be aware. As Relph cites (1976), new development is convinced place to the state of placelessness. As a justification of top-down policy and planning, the project is to enhance the use of the historic river bank by promoting the new into the old pattern. Definitely this development will have a great impact to the local community of Tha Tien.

3.2.2.13 Tha Tien on the edge – a new proposal for Rattanakosin Island (from present to the future)

Bangkok, on the occasion of its 250 year anniversary, announced its goal of conserving the historic townscape of Rattanakosin Island by 1) promoting connection and identification of cultural landscape 2) promoting cultural values among local communities 3) promoting dynamic and diversity among cultural groups 4) enhancing accessibility to the Chao Phraya River 5) managing tourist to visit other areas.

As a location, Tha Tien is a setting (a ring) on Rattanakosin Island that connects three significant places – the Grand Palace, Wat Pho and Wat Arun. This location is always occupied by a variety of uses. Residential areas, administration offices, leisure centres, and markets are complexly layered in this small quarter. All are providing a

unique physical setting in relation to the historical palimpsest. While Tha Tien recently was transforming to accommodate the hospitality business and other activities related to places nearby, Tha Tien is still a unique attraction due to its physical setting and local activities. At the same time, because of the limitations on land usage, ongoing activities cannot be expanded, so they are relocated. This includes the wholesale businesses that are totally controlled by large companies. A difficult situation arises when people tend to use local convenient stores rather than grocery shops. With the decline of these local activities, Tha Tien is now facing the situation of loss of identity.

However, there are some robust, existing elements within Tha Tien's built environment that still communicates with the visitor through the experience of walking around the area. For example, the Chinese shrines at every corner are unique elements signifying a Chinese cultural neighbourhood. The door shutters opening widely to the door jambs are decorated with Chinese gods. The gods are depicted in delicate paintings or wood carvings. The two red lamps above the doors seem to be a familiar element of shrines' frontage. The odour and misty scene from incense sticks are also intriguing to people, relating the atmosphere of the faith. Apart from the shrines, decorations on shophouses' interfaces and signage also shaped the unique landscape of this historic urban town. The front of shophouses represents series of folding doors at the ground floor level. This extensive folding door expands the frontage for retail, industry or storage uses.

Unfortunately, this ongoing culture is interrupted by time and changes in local beliefs. The Chinese opera, which was to be a common leisure activity and part of annual ceremonies, is almost disappearing. One of the landlords in Soi Penpat gave an interview in which he stated that the Chinese opera represents the wealth of business owners between the north and the south market. Each year the embellishment of the opera was operated during the shrine worship (Wisetphalittaphon, 2016).

Not only do the Chinese ceremonies still occupy a cultural place, but the residents' lifestyle also includes Thai culture. The Songkran festival, for example, is an important part of the social life of Tha Tien's locals. Most of the people in Tha Tien experience this ceremony each year because Tha Tien is close to Wat Pho. Also Thai people have an open society. Loy Kratung, another Thai festival that is an important day related to Buddhism, is one in which local residents are welcomed to participate.

Nevertheless, Tha Tien today has become a haven for tourist. The number of tourists' accommodations are increasing due to local business transformations and outsiders' investments. This trend seems to continue to rise. With the positioning Tha Tien to cater to new functions, the process of use transformation in relation to meaning and physical setting is to be examined.

Through time, the place of Tha Tien, has always been dynamic due to the changes in activities, physical settings and meanings. These situations through conditions and events have shaped a number of changes in different regards. Place of Tha Tien is developing as well as declining at certain times, so the state of placeness and placelessness is defined.

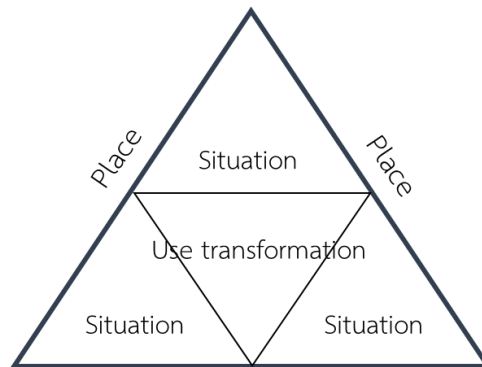
3.3 Tha Tien as a changing place

A place is changing all the time due to the mismatch among physical settings, activities, experiences and meaning. Adjustments of any aspect are to retain balance of a place. Tha Tien, where developing through time paralleled the use of the market, reflects a place that is intertwined with both external and internal forces. The situation of Tha Tien as place can be discussed through the composition of place and changes of events that pressures and enhances place.

3.3.1 Tha Tien as place: placeness and placelessness

The study of Tha Tien's history signifies that the place of Tha Tien is dynamically transforming through time. This occurs by the changing meanings of activities and physical settings. At the beginning of the settlement, genuine experiences were commonly considered through basic requirements. Once the demand on basic functions was replaced by expectations, then problem solving and adaptation was implemented. These changes were due to the intention of the physical settings and activities. These two trends could explain the situation of changing meaning to a place when the meaning does not interfere with constructions of socio-cultural contexts and economic trends. As such, activities generated by cultural roots develop a place and reflect the needs of the space. The study of use in place is analysed with the situation of place (Figure 3-25).

The study of the 13 different periods has identified relationships among physical settings, activities and meanings as shown through human intention and experience. The Tha Tien settlement has indicated that the meaning of physical setting and activity is consistent to place. At the start of the initial Tha Tien's market, the meaning of the activities developed because of the availability of natural physical settings. Once Tha Tien was an urbanised node, meaning was regulated by the organization of the physical settings and the control of activities. During Tha Tien being a modern trading hub, activities were implicated by intention. As a result, the physical settings were rearranged. In contrast, changing of the contexts and external support of the place could obstruct continuance of existing activities. Tha Tien's role as a hub of transportation became outdated because meaning is reduced or depleted by less association between humans and physical settings.



Use transformation within the changing situation

Figure 3-28. Diagram of understanding use and place (figure 3-1)

The construction of disciplined meaning to Tha Tien as place did not appear until it was defined as a treasured quarter. In reality, the implication of significance was defined by the tangible and intangible qualities of a place from the outsider’s perspective rather than by the insider. The mismatch of the existing activities were rejected and displaced. Only the positive functions to significance would be allowed. However, new activities by intention of new meaning may assist the deteriorating physical settings to be enhanced. This occurs when Tha Tien became a re-investment precinct.

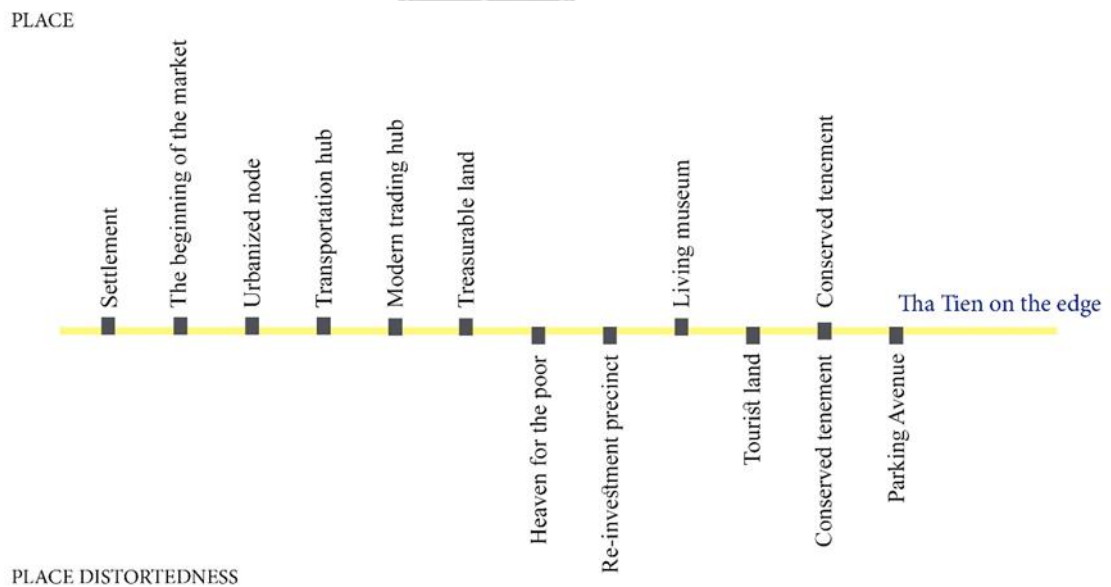


Figure 3-29. Tha Tien as place

The integration of contemporary activity was achieved by Tha Tien being considered as a living museum. Meaning from social interpretation of both the insider’s

and outsider's perspectives is constructed while the place is improved. This idea is similar to Tha Tien's being a tourist hub; place was enhanced with new programmes and their use requirements. Consequently the physical setting is reconstructed by new implications of meaning.

When the socio-cultural context was more complex, the conservation development of Tha Tien's tenement cannot consider meaning only through the physical aspects, but also meaning through human intention and experience of activities. Once human intention is in conflict with allowed activities, place therefore loses its meaning.

Although development always brings more opportunities for place, Tha Tien as a parking venue may force the decline in traditional activities. This is because the new infrastructure would enhance accessibility for only the new arrival groups. So, physical settings, activities and experiences and meaning in a complex context is easily leading this place to a placelessness, since each place's composition may be interfered with by external disturbance.

Hence, Tha Tien is currently on the edge of shifting place and meaning of place as identified by locale and society. The situation of place and place distortedness can be defined by events regarding changes.

With the study of Tha Tien, meaning of place varies dynamically due to conditions and events which impact a process of place. The place of Tha Tien is viable when people still give a meaning and a construction of meaning through social activities and physical settings. It is also achieved when people implicate significance to physical settings and then construct meaning through social activities.

On the other hand, placelessness occurred accidentally by the new development and construction of the unauthentic meaning in place. To respond to tourists' requirements, new meanings were constructed under the new theme of experiences. Therefore the authenticity is distorted by both physical and sensory aspects. The revision of authenticity, within this state, must be re-understood since the genuine experience occurs within each place by conditions and events.

In addition, meaning of a place depends on dwellers, visitors neighbours, planners and any people who are associated with the place. A sense of place depends on who defines place in each era, since people in each period have been embraced by different settings and contexts. Basic components of place should only be defined within a specific time of each event and each relationship or human association.

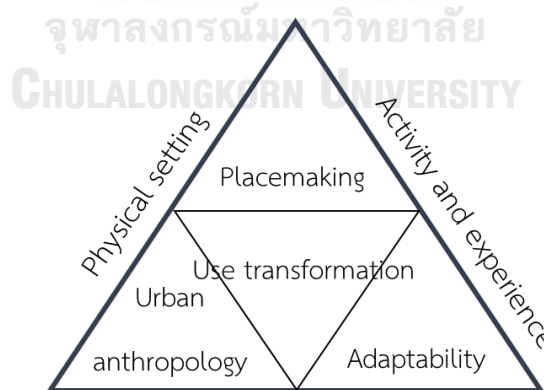
It is hard to define contributions of past attachments with which people have had no associative experience. So the spirit of place is dynamically intertwined with basic components of identity. In order to keep the place in time of attachment, it is essential to keep associative and familiar components through memory, storey telling and feelings of association within place. The spirit of place can continue in spite of profound changes in the basic components of identity – physical setting, meaning and activity (Relph, 1976, p. 48).

3.3.2 Tha Tien in the changing situation

As a result of replacing original activities with new activities, physical setting and meaning in Tha Tien have become deformed. Through a discourse from urban anthropology, adaptability and placemaking can explain the diverse group of cultural contexts that have different capabilities in adapting changing situations. The Tha Tien overview study demonstrates that place deformation occurs when physical setting, activities and experience and meaning are mismatched. The changing situation is discussed through 1) physical setting in the changing situation 2) meaning in the changing situation and 3) activity and experience in the changing situation.

Table 3-3 Placemaking, urban anthropology and adaptability

Theory	Success keys	Issues
Urban anthropology	Creating new urban space Space of everyone Integration	Human Requirement Behaviour Urban context
Adaptability	Improvement Survival Continuity	Action Adjustment State A to B
Placemaking	Cohesion Settlement Naming Meaning	Physical setting Use and activity Meaning



Use transformation within the changing situation: urban anthropology, adaptability and placemaking

Figure 3-30. Use transformation in place and in place's situation (figure 3-2) used for explaining the changing situation

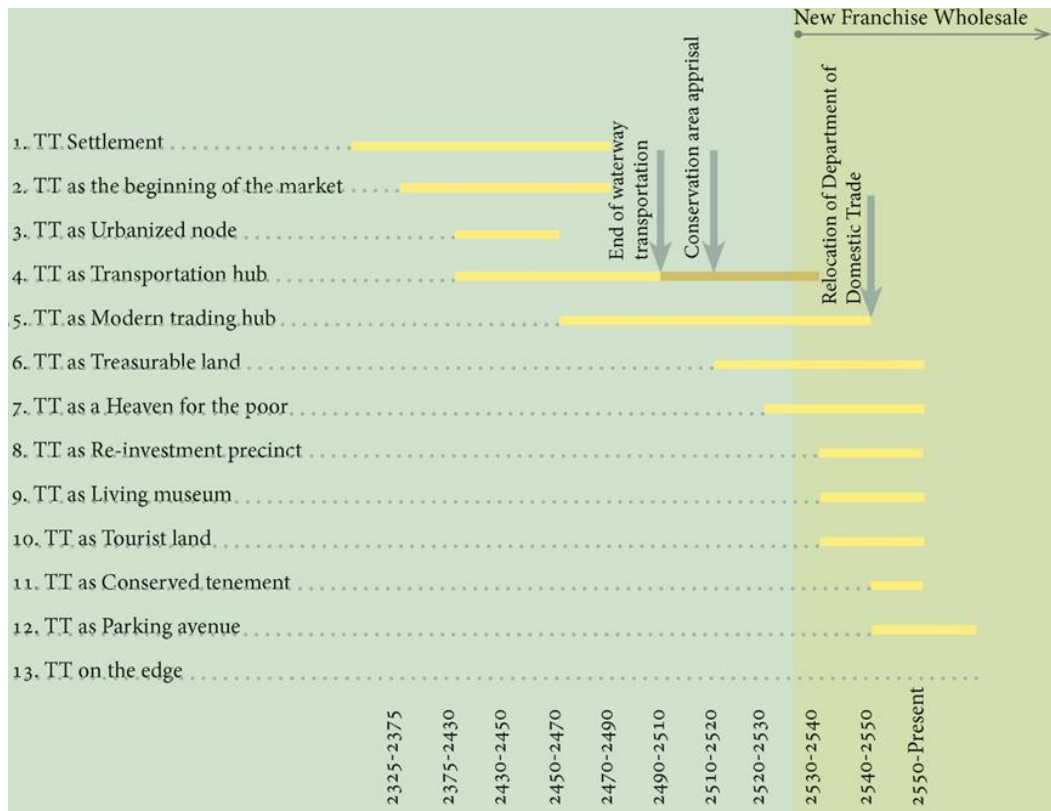


Figure 3-31 Changing of situation that impacts to Tha Tien

3.3.2.1 Physical setting in the changing situation

Changing of physical setting impacts from natural and manmade damages. Physical fabric is destroyed by wind, heat, damp, etc. (Fielden, 2003), as well as, the way place is used. Excessive use and redundancy are differently in actions but they are both destroyed physical setting. In Tha Tien, when one event destructed previous structure and morphology, there was always new constructions taken place. The Great fire in 1857 during the King Rama IV and the great fire of Morakot Market in 1967, for example, were invented Tha Tien to urbanisation of new urban patterns and activities - the Administrative Foreign Office 3.5 storeys shophouses respectively. Once the physical setting was not occupy by any activities, the damage is growing rapidly. However, damage of place ensues when place is still overdue and overuse.

Relocation and gentrification are the two recent situations that shapes physical setting in place of Tha Tien. First, the retention of physical settings is always relevant to the legibility of original meaning. Loss of historic fabric, a building component and/or decoration during the process of use transformation, always disconnects people from their places. With standardisation and solitariness, refurbishment and rehabilitation aims for cleanness and tidiness. Therefore, remembrance through objects attached with place of shophouse has been removed. In fact, walking into a shophouse, it is noticed that an old fascia hanging at the back of the ground floor room. To look around, the place looks totally new – with no sign of any memories. An owner of a

shophouse, Choong Huad Jung, a former egg wholesaler, gave his view that only the shop facia were kept as a remembrance.

Second, the situation in Tha Tien improved when, in the last 12 years, guest houses with restaurant businesses gentrified the area. Even these uses were resisted by the locals in the beginning. These new uses have become an opportunity for redundant shophouses. Today Tha Tien, with a number of chic restaurants and cafés, has become a destination among social network followers. However, understanding the existing place is sometimes ignored, since the renewal intentions are heavily invested in high financial returns. The place of shophouse is over-designed by catering to the dreaming experience.

In conclusion, physical setting shapes uses by available space while activities, on the other hand programme space for occupation. Without the physical setting, people is hardly to link with place.

3.3.2.2 Meaning in the changing situation

The change of use always brings new aspects to the local area, either through new activities or people. While reuse gives a building and an area new life, it is also offensive to the identification of an ongoing place.

Changing groups of occupancies shapes place by the new requirements of users. This not only denotes use of space for particular activities, but also proposes construction of meaning towards existing place. The vibrant economics of the past attracted outsiders to work and live in Tha Tien. Once a place is overgrown, reduction and displacement is required for retaining a balance. Relocation of local groups in Tha Tien resulted from the extreme control placed on ongoing activities, which were in opposition to the Planning Act and building regulations. Therefore, expansion of businesses is limited. These designated intentions also diminished existing activity. In fact, the reduction in the number of local residents can be signified through loss of their ongoing culture, such as a celebration of Chinese opera during the New Year and the celebration of the god's shrines. This displacement occurred when local residents were pressured by the local authorities to relocate. The vacant properties were also sold at low prices. Once the area was turned into a withering state, a new group of working class started to move in.

In Tha Tien, meaning of place is various and dynamic due to conditions and events that impacts to a process of place. Place of Tha Tien is when people still give a meaning and construction of meaning through social activities and physical setting or when people implicate significance to physical setting and then construction of meaning through social activities. In fact, the reduction in the number of local residents can be signified through loss of their ongoing culture, such as a celebration of Chinese opera during the New Year and the celebration of the god's shrines. This displacement occurred when local residents were pressured by the local authorities to relocate. The vacant properties were also sold at low prices. Once the area was turned into a withering state, a new group of working class started to move in.

On the other hand, placelessness was occurred accidentally by the new development and construction of an unreal meaning in place. To respond with tourist requirement, new meaning was always constructed under the new theme of experiences. Therefore, authenticity is distorted by both physical and sensory aspects. The revision of authenticity, in this state, must be re-understanding since genuine experience occurs within each place by condition and event.

In conclusion, meaning is constructing through the state of being in place and the conditions that allow activities to link people to their place. To sustain place identity through adaptability, and a new construction of meaning may be generated. Making a new place according to personal satisfaction of experience and identity is essential. Once this process is negated people will relocate. This is a similar situation when construction of place is limited.

Table 3-4 Place of Tha Tien

<u>Period</u>	<u>Place</u>
1. Settlement	Place by location
2. The initial Tha Tien's market	Meaning through the availability of natural physical settings
3. An urbanised node	Meaning regulated by the organization of the physical settings and the control of activities
4. Tha Tien being a modern trading hub	Activities implicated by intention, as a result, rearrangement of physical settings
5. Outdated Tha Tien's role as a hub of transportation	Reduced or depleted meaning by less association between humans and physical settings.
6. A treasured quarter	Disciplined meaning
7. A re-investment precinct	Intention of new meaning may assist the deteriorating physical settings to be enhanced.
8. Living museum	Integration of contemporary activity
9. Being a tourist hub	Enhancement of new programmes and their use requirements
10. The conservation development of Tha Tien's tenement	Meaning only through the physical aspects, but also meaning through human intention and experience of activities.
11. A parking venue	Enhance accessibility for only the new arrival groups.
12. The edge of shifting place	Place distortedness defined by events regarding changes

3.3.2.3 Activity and experience in the changing situation

From time to time people have always moved to settle in safe and fertile places. Activities regarding basic requirements and social needs are developed through changing of generations, repossession, incident and relocation and even growth within a place. Continuing changing activity is from the interruption from the internal and

external context. For example, declining of trading and manufacturing activity in Tha Tien was due to the end of the boat service, limitation of the trolley size arriving to the inner area of the Rattanakosin Island, and the end of the settlement generation.

Activity is a cultural result of social construction and beliefs occurring in a particular space. Once the interruption of an activity is determined, a place starts to decline. Increase of control over land use always escalates the strain on local activity. The building without any usages is deteriorated faster than the one in-used (Fielden, 2003). On the other hand, changing groups of occupancies shapes place by the new requirements of users. This not only denotes use of space for particular activities, but also proposes construction of meaning towards existing place.

The ongoing activities of food production in Tha Tien, for example, is declining after the promulgation of land use control as well as demand from the society. Besides, the long term relocation during the construction work unfortunately separate people from their familiar place. Once a place limits activities, people will relocate to another place (Twigger-Ross & Uzzell, 1996). The ones, who can accept to a place's condition, may take a different position instead. Additional displacement in the area occurred after the renovation of shophouses owned by the CPB. With a new, short three year term contract only a few occupants completely redecorated their shophouses. Other residents are not making attachments to living spaces due to their unsecured time limits.

On the other hand, the situation in Tha Tien improved when, in the last 12 years, guest houses with restaurant businesses gentrified the area. Even these uses were resisted by the locals in the beginning. These new uses have become an opportunity for redundant shophouses. Today Tha Tien, with a number of chic restaurants and cafés, has become a destination among social network followers. However, understanding the existing place is sometimes ignored, since the renewal intentions are heavily invested in high financial returns. The place of shophouse is over-designed by catering to the dreaming experience.

Activity today can be defined from the genuine, acquired and constructed activity. So, meaning of place is reflected to the construction of objectives and intentions of uses.

The question should be raised at the end of this chapter is: **how does use is transforming within the process of re-making place? And what are the important issues in the use transformation process?**

3.4 Conclusion

Changing groups of occupation, adaptability and cohesive composition of a place are three important issues in understanding physical setting, activity and meaning when a place is in the situation of change. The study of Tha Tien's palimpsest clarifies events which institute complexity in a place. It demonstrates that a place is dynamic. A mismatch among physical setting, activity, experience and meaning continuously occurred; therefore each aspect should be adjusted to retain balance. Changes in

physical setting resulted from the demands of space requirements or the demands of changing activity. Changing meaning through intention is reflected by an allowance of activity and therefore adaption of physical setting. The state of being, a placeness and placelessness, is therefore a cohesion or mismatch among physical setting, activity and meaning. Surprisingly, the strict controlling of a physical setting that contains meaning and association always pressures existing activities desist.

In the next chapter use transformation process in a place will be discussed by how the process is created through intention and objective.



CHAPTER 4

USE TRANSFORMATION IN THA TIEN'S SHOPHOUSES

The last chapter surmised that the place of Tha Tien is dynamically transforming. Once groups of occupants change, a place is reconstructed in different ways due to socio-cultural patterns. The identity of a place is continuously changing according to the internal and external events in which a society and the economy are developing and declining. The shophouses in Tha Tien, for example, have been converted into various new uses by demands of urban living, leisure lifestyles and tourism.

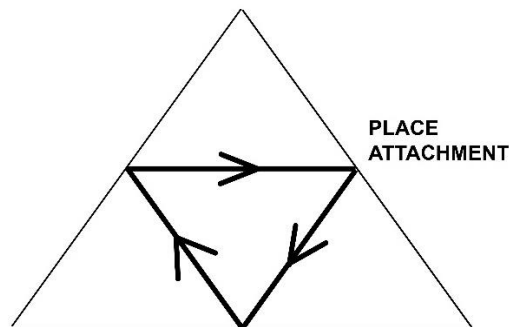
In this chapter, new uses as social activities and institutions, represent in and through the assembly of a particular place (Creswell, 2005, p. 31; Malpas, 2007, pp. 35-36) by place bonding. The physical setting and its meaning is justified by the analysis of new usage by which modification and adaptation is relative to commitment to place. Through an ontological perspective, the data was derived from surveys and observations of shophouses and interviews with occupants in Tha Tien. The analysis was triangulated by the empirical data on the site, documentation and the interviews.

To understand the impact after changes regarding material (Built environment), meaning (authenticity, sense of place and value) and social construction (cognition and process), the theories outlined in this chapter are revitalisation, regeneration, programming and creative reuse. Understanding use transformation in Tha Tien is comprised of 1) understanding the chapter 2) use in Tha Tien's shophouses 3) approach to use transformation in Tha Tien and 4) conclusion.

4.1 Introduction

The aim of this chapter is to understand the process of use transformation in Tha Tien's shophouses that intertwine with levels of place attachment. This is done in order to answer the questions of how use is transformed within the process of place? What are the issues that enhance the process of use transformation? Place, people and process are three important issues of understanding the levels of bonding that occur through the process towards the re-making of place.

Figure 4-1 represents the diagrams that explain the chapter's framework. While figure 4-2 demonstrates relationships among place, people and process within place. In place bonding, levels of sense of place would affect decisions concerning the adaptation and spending on modification and improvement (Shamai, 1991).

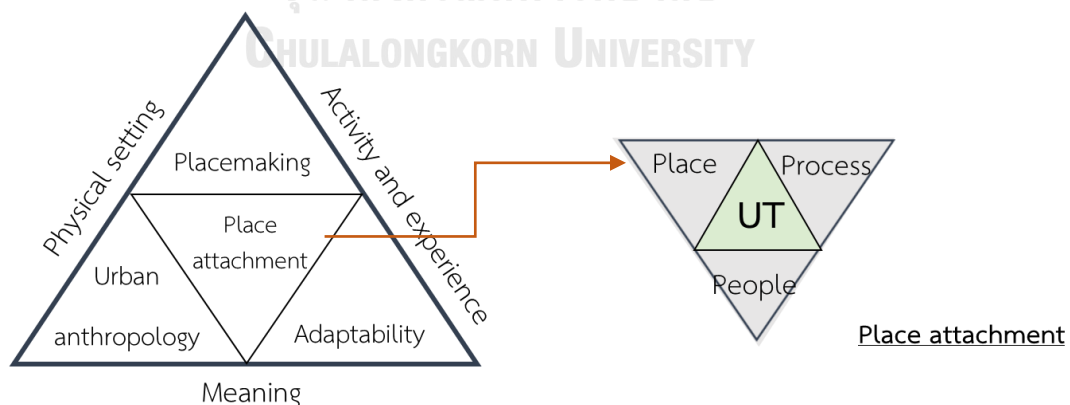


 Place attachment

Figure 4-1. Diagrams explaining Chapter 4 framework

Place attachment plays a role as a linkage among use transformations, situations and place. The process, by which people desire to remake a place, can be understood through their place attachment, intention and objectives. The composition of place (physical setting, activity and experience and meaning) could be understood through a cycle of uses.

In this chapter, use transformation addresses the flexibility of responsive behaviour towards remaking a place. The first part of the chapter focuses on shophouses' usage. The second part emphasises the capacity to adapt through intention and bonding. The former is an overview of transforming use within a place and the development of uses that have an impact on the physical setting and meaning. The latter provides the concept of place bonding that affects intentions and decisions on the process of reuse. In the use transformation framework, place attachment – place, people and process area are entangled between situation and place are interpreted (Figure 4-2).



 Place and place attachment

Figure 4-2. Relationship of place, people and process with place

4.2 Use in Tha Tien's Shophouse

In historic places, use can be referred to as a dynamic social production, reflecting skills and occupations and includes intentions and objectives. The programming of new uses in an historic area should be authentically reconciled with the physical fabric, active economic use and interpreted through the public's social realm as was mentioned in *Revitalizing Historic Urban Quarter* by Tiesdell et al. (1996) In this section, Tha Tien's shophouses' usage is understood by ontological and an epistemological perspective in order to represent both use as an ongoing culture and occupation and use as a socio-culture and economic trend. Use is divided into 1) previous survey of Tha Tien use 2) current use of Tha Tien's Shophouses as surveyed in 2016 – 2017 and 3) use transformation in Tha Tien.

4.2.1 Previous survey of Tha Tien's use

The anxiety of loss of Tha Tien's shophouses spurred humanitarian, anthropological, and geological, and social activists to conduct several research studies. During the last two decades, the research included anthropology, history, urban planning, architecture, real estate, built environments and tourism. To understand use transformation in Tha Tien, selected research on land uses and uses of shophouses are relevant to the subjects of 1) humanity and history 2) urban planning 3) architecture and 4) real estate.

From 1999 (2542 B.E.), to present, a summarization of shophouses' uses from previous research can be divided into six periods, 1) use of shophouse before 1999 2) use surveyed in 1999 (2442 B.E.) 3) use surveyed in 2004 (2547 B.E.), 4) uses surveyed in 2006 (2549 B.E.) 5) use surveyed in 2012 (2555 B.E.) and 6) use surveyed in 2014 (2557 B.E.).

4.2.1.1 Use of shophouse before 1999

Even if there is no research concerning shophouses in Tha Tien previously, the study of land use in Tha Tien conducted by Dumrongpon Inchun (2007) implies that shophouses in Tha Tien were used mainly for dwellings and trading. The series of maps below show the development of land uses in Tha Tien from the King Rama V to King Rama IX. It can be concluded that Tha Tien's land was mainly used as residents, palaces and administrative offices, before the invention of shophouse in 1901 (2444 B.E.).

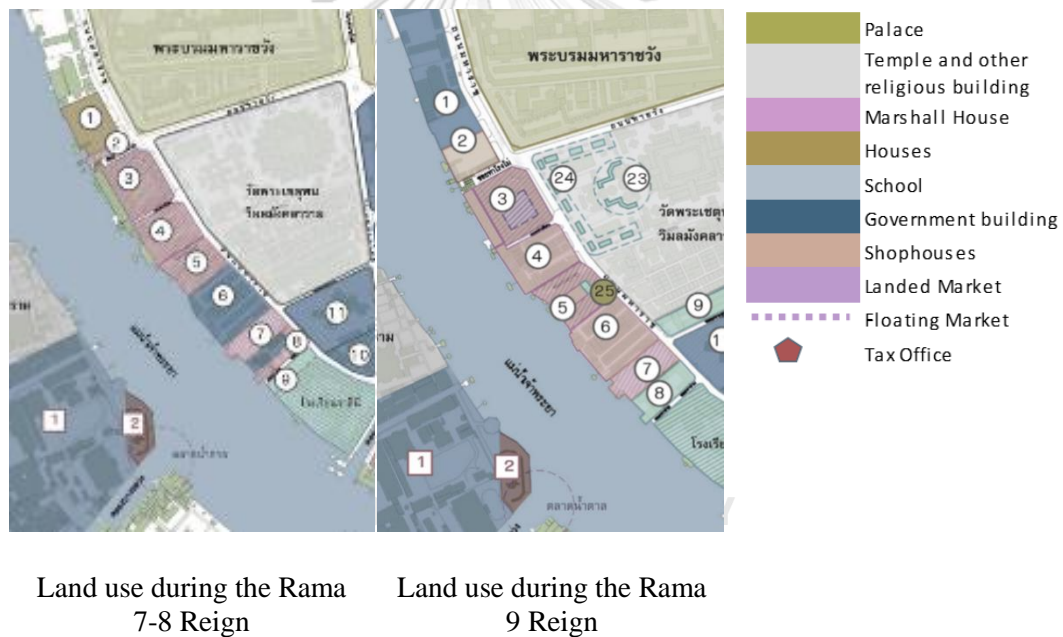
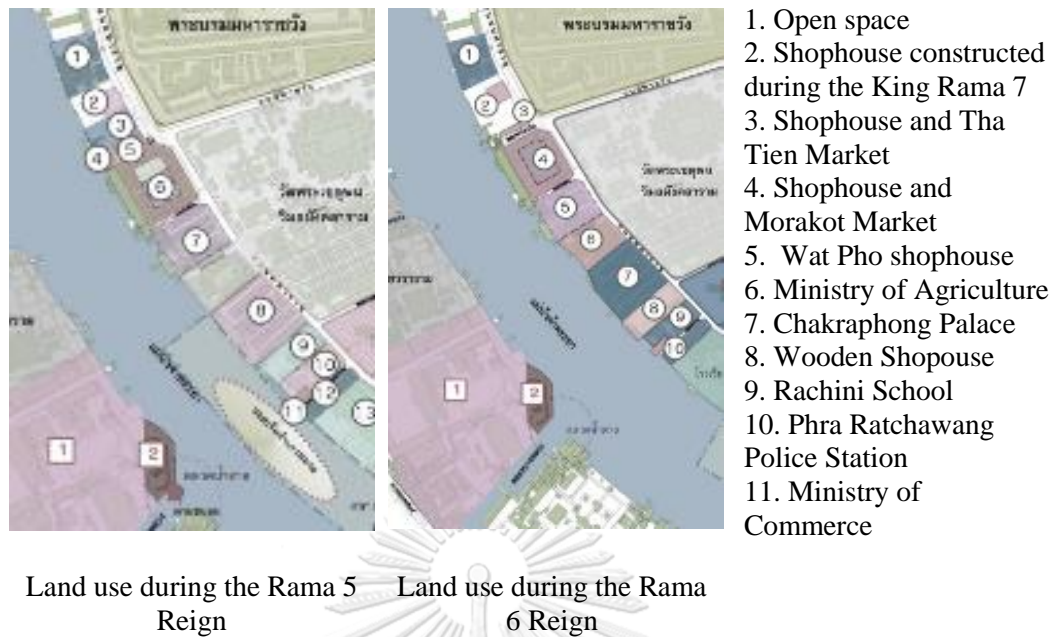


Figure 4-3. Development of land uses in Tha Tien

Source: the research on Community surrounded National Discovery Museum 1 (Tha Tien and Pak Klong Talad Community by (Dumrongpon Inchun, 2007)

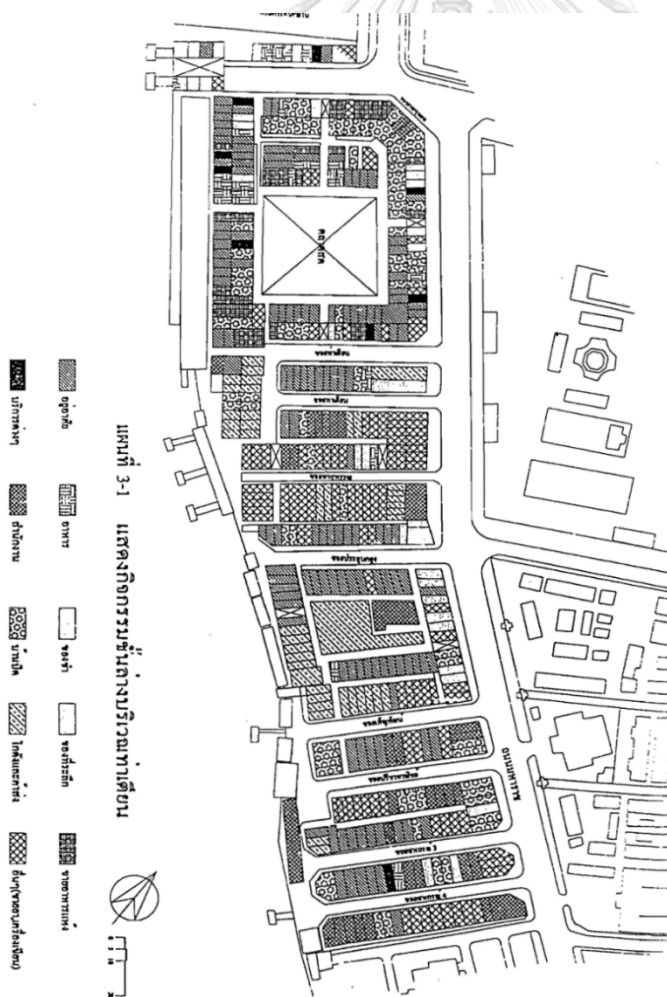
4.2.1.2 Use surveyed in 1999 (2442 B.E.)

A Study of the Specific Plan in the Historic Area of Tha Tien and Pak Klong Talad conducted by King Mongkut's Institute of Technology Ladkrabang in 1999 (2542 B.E.) summarised that the major functions of Tha Tien's shophouses surveyed in November 1997 (2540 B.E.) were residences, closing shophouse, offices, retail of dried

products, wholesale and warehouses, grocery stores, food stalls, souvenirs, services and others.

The most popular function was residences at 28.6%, followed by the other functions at 19.2% and redundant units at 17.4%. There were 128 units of shophouses used for residential purposes while there were 85 shophouses closed. Dried products, wholesale and grocery engaged 19.7% in which 98 units of shophouses were occupied. At that time, Tha Tien was noted for cheap rental rooms that subdivided existing spaces over food stalls in the central market and in small huts built along the Chao Phraya River.

The ground floors of shophouses were engaged in commercial activities; such as offices, wholesale, dried food and food stalls. The upper floors of shophouses provided private accommodations. Sometimes, only the office of wholesalers occupied the front part of the ground floor. The retail uses of shophouses were varied and included; pharmacies, salons, stationary stores, gambling equipment store and etc. On the upper floors of 356 units out of 490 units were local residents, tenants and workers' accommodations (Figure 4-4).



Source: A Study of Specific Plan in Historic Area of Tha Tien and Pak Klong Talad conceived by King Mongkut's Institute of Technology Ladkrabang in 1999 (2542 B.E.)

Figure 4-4. Map of ground floor activity.

4.2.1.3 Use surveyed in 2004 (2547 B.E.)

An individual study made at the graduate level titled “Tha Tien Social History from the Ultimate to the Common: A Case Study of Economic Role in Tha Tien Community” noted that activities occupying in Tha Tien community were wholesale, retail and small industry as well as residency (Konkeaw, 2006). Uses in the shophouses were summarised through a humanitarian perspective and showed that uses were, wholesale business, local studies related to Wat Pho, tourism and retail shops. Even as Tha Tien was slowly declining the wholesale businesses were still demonstrating uniqueness of place. The map (Figure 4-5) drawn in 2006 and the interview by Pornarpa Konkeaw concluded that residency and wholesale were the major functions in Tha Tien.

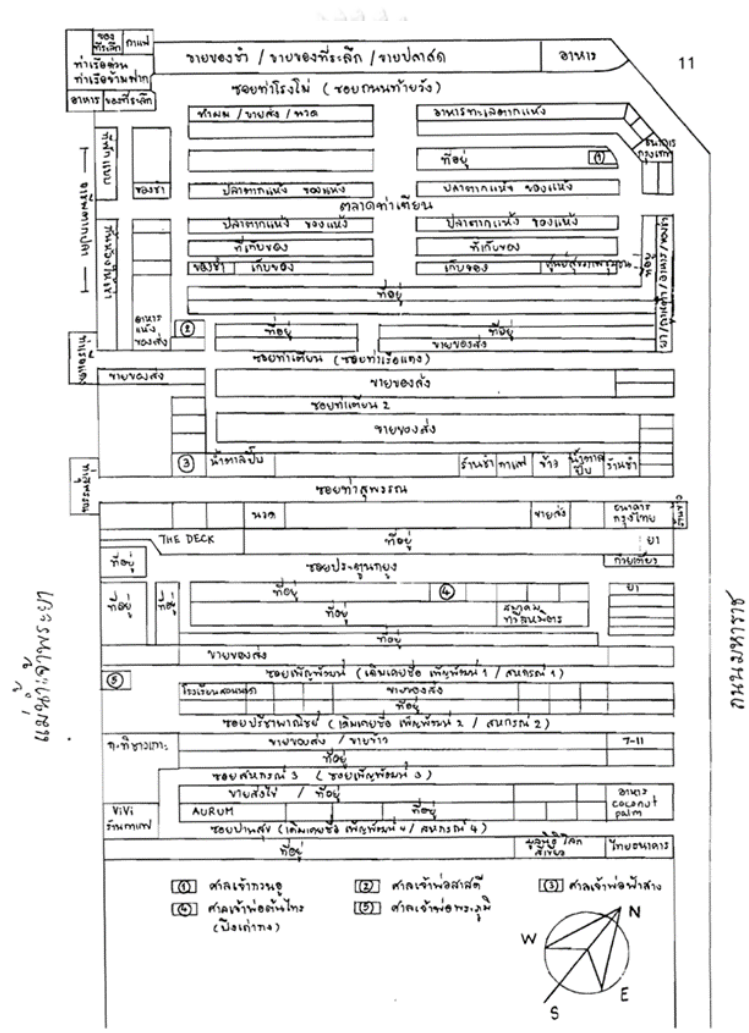


Figure 4-5. Map of footpath in Tha Tien.

Source: Tha Tien Social History from the Ultimate to the Common: A Case Study of Economic Role in Tha Tien Community (Konkeaw, 2006)

4.2.1.4 Uses surveyed in 2006 (2549 B.E.)

“The Report on Conservation of Tha Tien Community Bangkok” was conducted in 2006. It emphasised that uses occupying the downstairs of shophouses were for commercial purposes whereas the upstairs were residential functions. The identity of Tha Tien was still a place of wholesale and retail located in the historic core of Bangkok. Remarkably, only 24.5% of the shophouses were recognised as dwellings. The others uses were retail, storage, hotel and bank at 70%, 2%, 0.5% and 0.5% respectively (Figure 4-6).

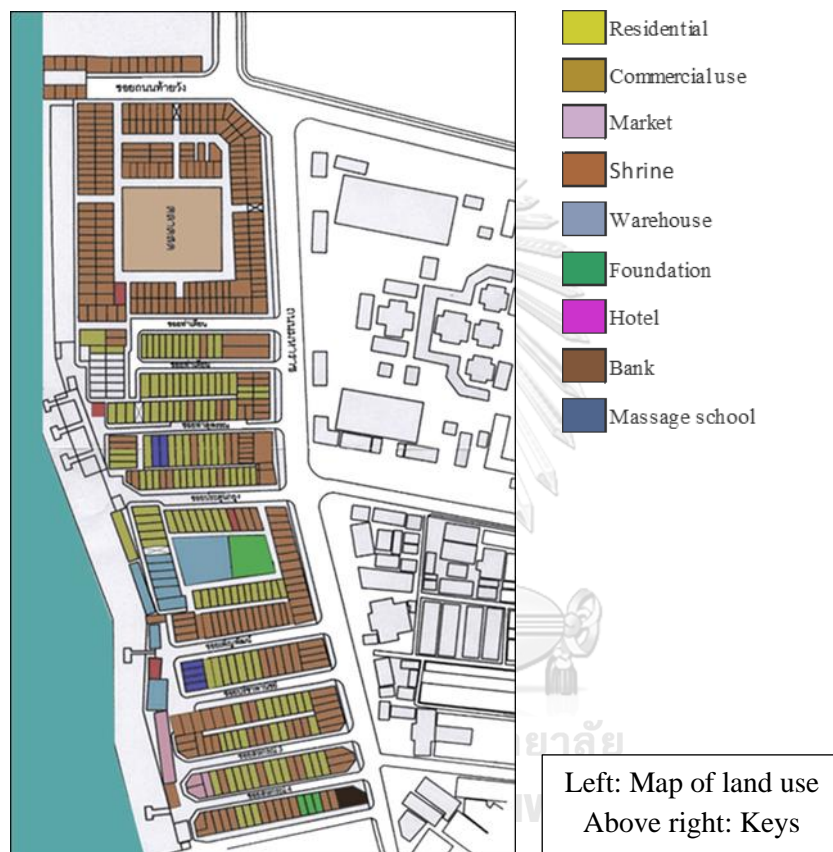


Figure 4-6. Map of land use surveyed in 2006

Source: the Report on Conservation of Tha Tien Community Bangkok in the academic year of 2006

4.2.1.5 Use surveyed in 2012 (2555 B.E.)

Research from a real estate development perspective for the management of shophouses by Metee Lertpreechapakdee, studied the shophouse compound owned by the CPB in 2012. It found that the major uses of shophouses were a mixture of residency on the upper level and commercial use downstairs at 23.33%. This was followed by the empty shophouses at 18.45%. The others were residences and retails at 12.62% and

10.68% respectively. Surprisingly, a number of shophouses accommodated hospitality services were rising at 9.7% (Figure 4-7).

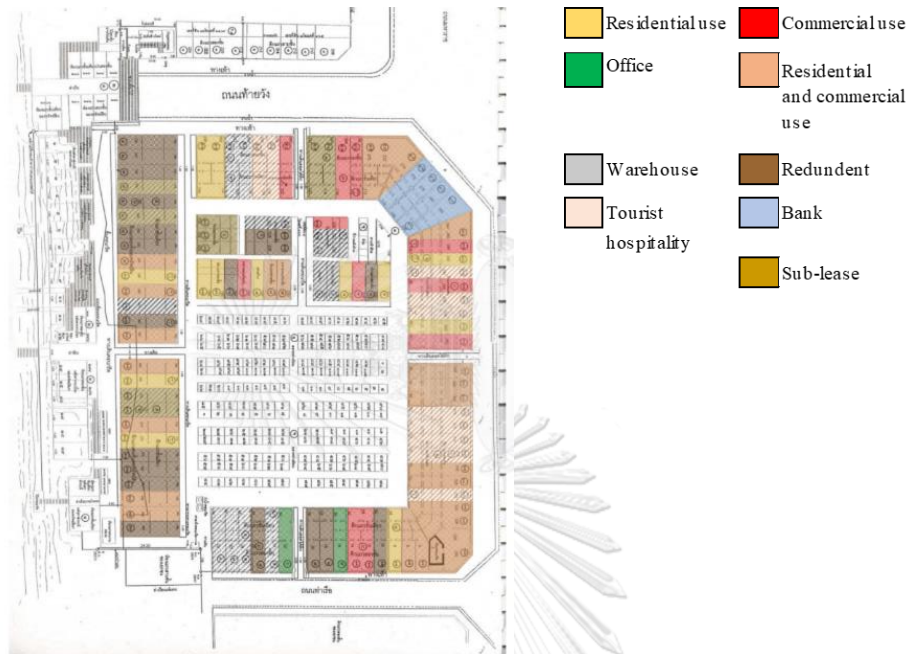


Figure 4-7 Map of use in shophouse owned by the Crown Property Bureau

Source: A Master's Degree Thesis on "Real Estate Development Approach For Tha Tien Area, Bangkok Metropolitan" Metee Lertpreechapakdee (2012).

4.2.1.6 Use surveyed in 2014 (2557 B.E.)

"Regeneration of Chinese Urban Heritage: A Case Study of Tha Tien Shophouses Bangkok" conducted in 2014, concluded that residences, hotels, retail spaces, offices, restaurants, warehouses, shrines and community centre, massage school and manufacturers were found in Tha Tien. During the last few decades, the shophouses were principally a mixture of residential and commercial uses, followed by only residence and only retail respectively. The rising trend of tourism has recently attracted hospitality business to invest in Tha Tien. After the opening of the CPB's shophouses in the 2015, the whole area of Tha Tien was turned into the extreme hospitality and service area responding to the social trend of nostalgic tourism (Figure 4-8).

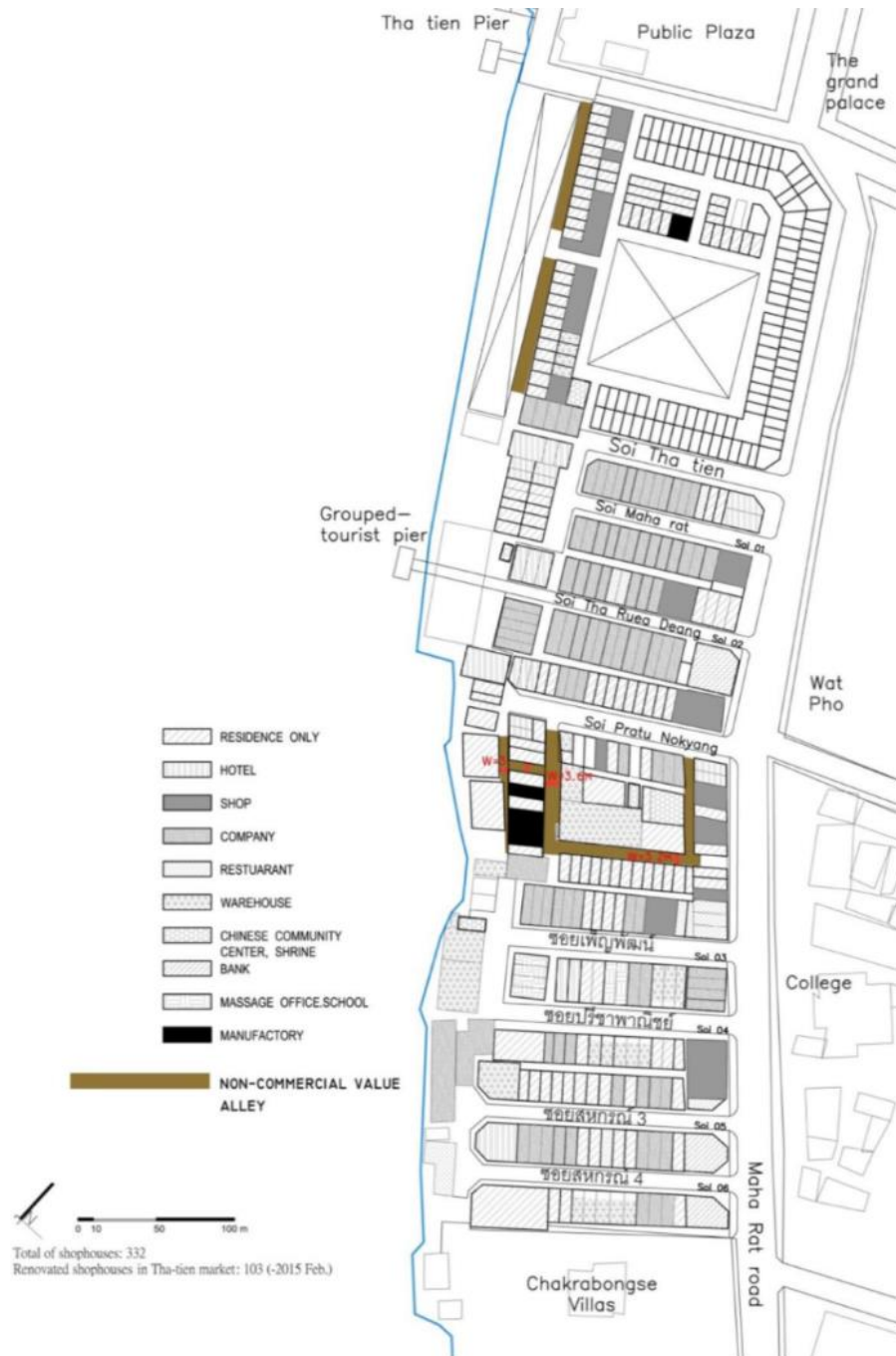


Figure 4-8. Map of Tha Tien shophouse use surveyed in 2011

Source: “Regeneration of Chinese Urban Heritage: A Case Study of Tha Tien Shophouses Bangkok” conducted by Lin (2011)

Table 4-1 Comparison of previous uses of Tha Tien's shophouses

Previous researches	Period		Uses of shophouses				
			Residence	Wholesale	Retail	Others	Redundancy
A research on Community surrounded National Discovery Museum 1 (Tha Tien and Pak Klong Talad Community	Use of shophouse before 1999	King Rama VI	High	N/A	High	N/A	N/A
		King Rama VII	High	High	High	N/A	N/A
		King Rama VIII	High	High	High	N/A	N/A
		King Rama IX	High	High	High	N/A	N/A
A Study of the Specific Plan in the Historic Area of Tha Tien and Pak Klong Talad	Use surveyed in 1999 (2442 B.E.)		28.60%	19.7		19.2	17.4
Tha Tien Social History from the Ultimate to the Common: A Case Study of Economic Role in Tha Tien Community	Use surveyed in 2004 (2547 B.E.)		High	Moderate	Low	Moderate	Low
The Report on Conservation of Tha Tien Community Bangkok	Uses surveyed in 2006 (2549 B.E.)		24.50%	70%		3%	N/A

Previous researches	Period		Uses of shophouses				
			Residence	Wholesale	Retail	Others	Redundancy
Real Estate Development Approach For Tha Tien Area, Bangkok Metropolitan	Use surveyed in 2012 (2555 B.E.) [only the CPB block]		High	Low	Moderate	Moderate	High
Regeneration of Chinese Urban Heritage: A Case Study of Tha Tien Shophouses Bangkok	Use surveyed in 2014 (2557 B.E.) [except the CPB block]		High	High	Moderate	Low	Low

In comparison, surveys between 2004 and 2014 (2547-2557 B.E.), have shown growth and decline of shophouses' uses due to both existing conditions and overstretched factors. Between 2004, and 2009 (2547-2552 B.E.), Tha Tien was under the threat of demolition before assurances from the revitalisation programme by the Urban Renewal Section, Land Readjustment and Urban Renewal Division under Department of City Planning Bangkok Metropolitan Administration in 2004 (2547 B.E.). At this time, Tha Tien started to change from declining wholesale businesses to gentrification.

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4.2.2 Today use of Tha Tien's Shophouse surveyed in 2016 – 2017

A recent survey of uses in Tha Tien's shophouse has shown that the food industry has completely disappeared from Tha Tien. However, the attractions surrounding Tha Tien has become the strengths of Tha Tien to use shophouses as heritage commodities. The benefit has brought a number of investments to rejuvenate a rundown area. The newer businesses, a restaurant and the hostel along the river, have tapped into the locals and the outsiders' fascination of stunning views.

Another change occurring in this area is the refurbishment of the u-shape court of shophouses (figure 4-9). This enforced local residents to adapt and to respond to the new dynamic society and economic trends. Furthermore, a gradual increase of a new generation of entrepreneurs entails rapid changes to the uses of shophouses when the desire for jobs are different due to personal attitudes and backgrounds. Demand from tourist requirements has also shaped uses of shophouses to aid the hospitality and service industry. Current uses can be divided into two major functions which are ongoing uses and new uses.



Figure 4-9 Map of present day uses surveyed in 2016-2017

Source: Peeraya Boonprasong

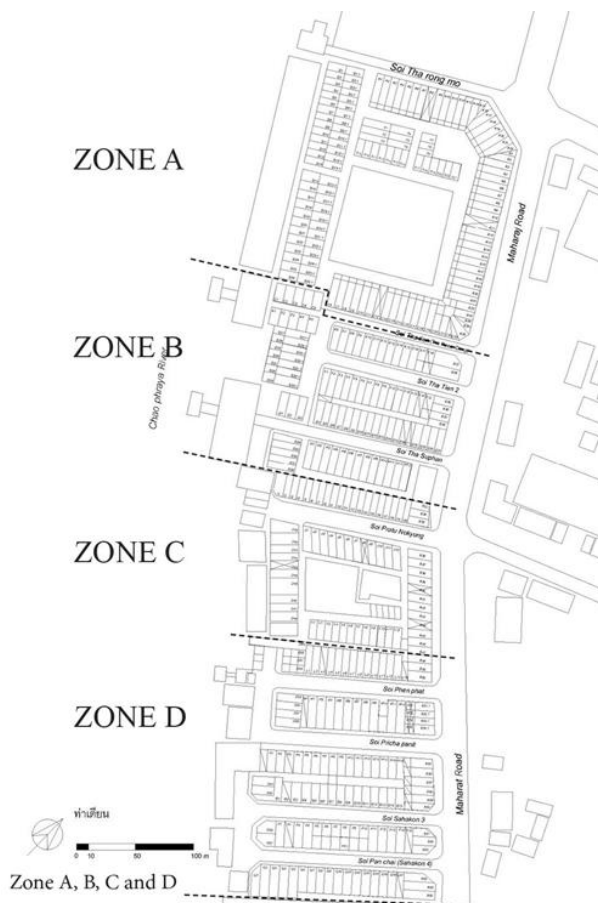


Figure 4-10 Zone A, B, C and D

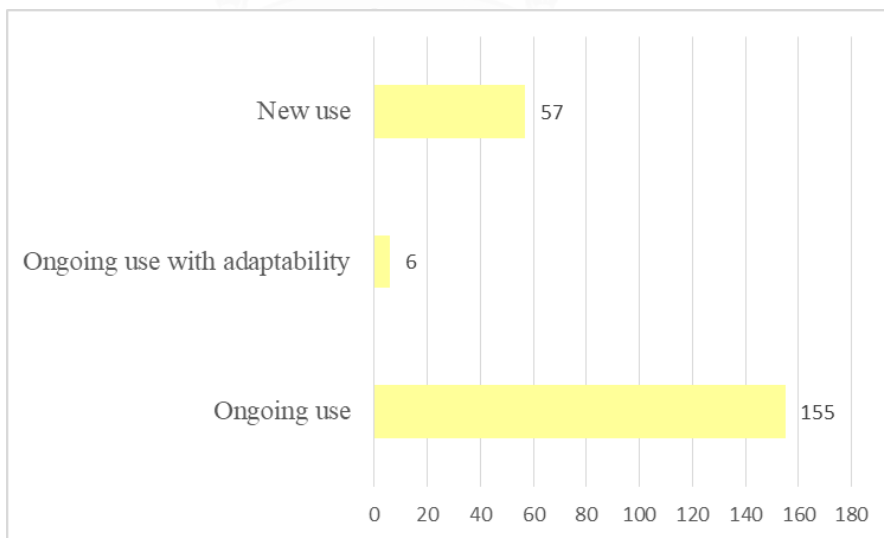


Figure 4-11 Present uses of households in Tha Tien

The map (Figure 4-9 and 4-10) shows various, present day uses of shophouses. From north to south, zone A shophouses, owned by the CPB, are occupied by new uses, that of hospitality and tourist facilities, followed by warehouses and offices. While in zone B the shophouses are privately owned and are a mixture of uses; hospitality and leisure, dwellings, workshop space, wholesale and retail stores, offices and small industry. In zone C, owned by Wat Pho, the uses of shophouses are mainly residential, following by hospitality. In zone D, the also privately owned shophouses are a mixture of offices, dwellings and workshop spaces, wholesale and retail stores, followed by hospitality and tourist services and locally owned stores e.g. grocery, barber and convenient store. The current uses of Tha Tien's shophouses can be divided into two 2 categories; ongoing use and new use.

4.2.2.1 Ongoing use – Resident, wholesale, retail

An existing use in Tha Tien that still continues today can be divided into two categories; as is, and remaining use with adaptability.

4.2.2.1.1 As is

From the surveys, uses that are still carried on are primarily residences with the ground floor as retail shop or wholesale. This pattern of use in the shophouses represents the uniqueness of Tha Tien by continuing local activities, trading and small manufacturing. Others spaces are designated for local services that still serve the residents, such as small industry, grocery and coffee shops and Ran Khoa Kangs (Food stall).

The samples representing ongoing use in the shophouses are only found in Zone B, C and D since the Zone A shophouses were converted to new use after their major renovations in 2013. First, representative case studies from Zone B are the shophouses G10 (A. Thai Wathana) and F11-F13 (Thanapan). Second, demonstrative case studies from Zone C are the shophouses I9 (House no.20) and J10-J12 (Lo Hiap Seng). Third, illustrative case studies from Zone D are the shophouses M9 and N13-N14 (Tung Yu Lee). These uses of shophouses are based on wholesale, which is still run as family businesses. The downstairs of these shophouses are used for warehouses, while the upstairs are used for dwellings.

Recently, the local industry of palm sugar, salted eggs, salted fish, pickle vegetables, that were famous products from Tha Tien's market, was completely closed down. There are only a few ice makers that still occupy shophouses F3 and G10. In addition, some case studies show that uses of trading may soon be ended. In some cases, the second and the third generations have just recently closed the ancestral enterprises, leaving only the offices downstairs. Uses as it is, may not require upgrading to the external façade, but subdivision is always instigated by life events.

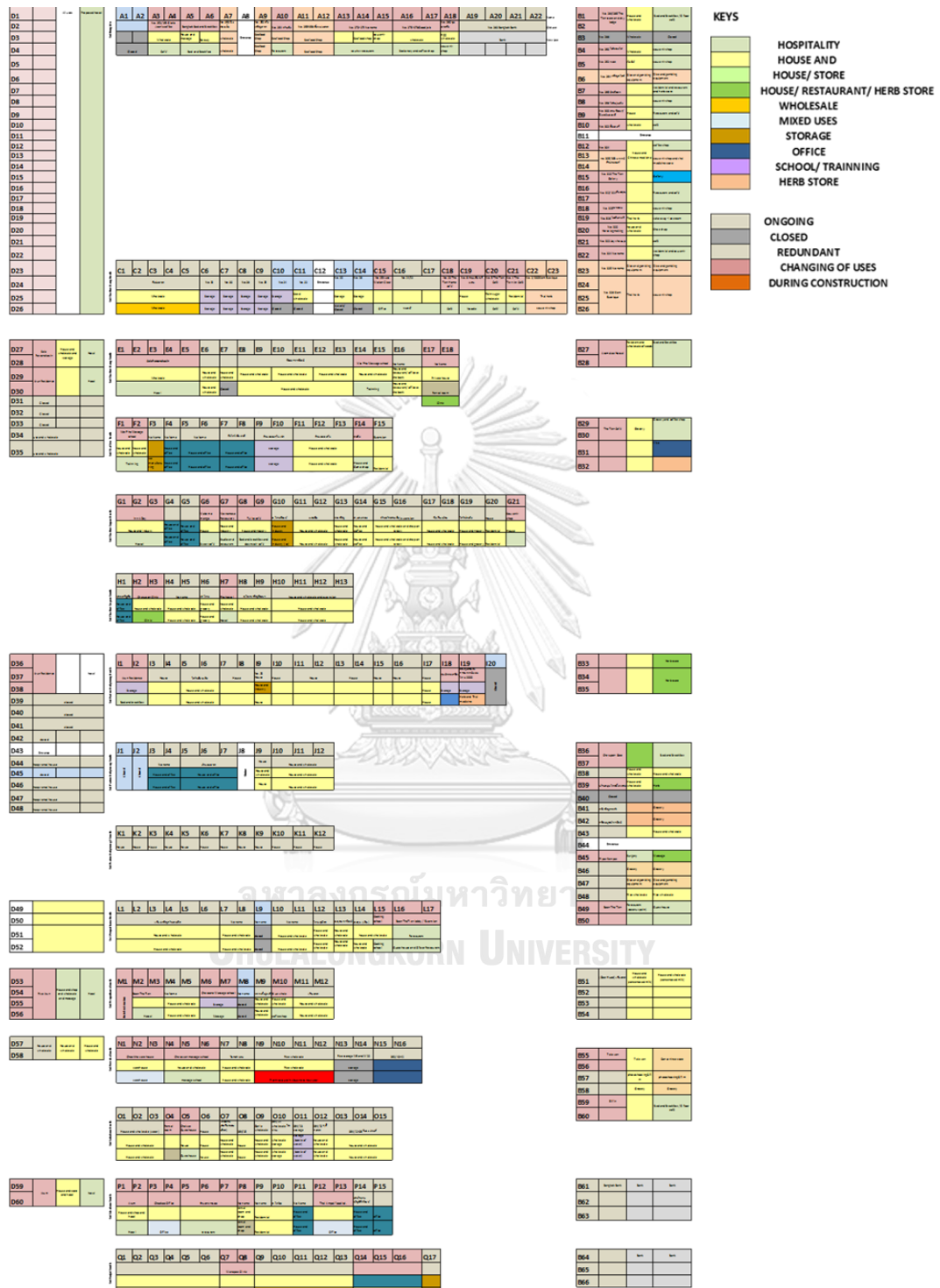


Figure 4-12. Mapping of uses in Tha Tien

4.2.2.1.2 Remaining use with adaptability

The capability of an ongoing use depends on an owner's attitude of adaptability. Adaptability in the process of use transformation depends on the establishment of place attachment or place association. To continue an outdated use, the owner of the business adapts their expertise regarding behaviour, lifestyle, product, service and business models. With this functional change, the building as a physical setting is later modified to meet the new requirements. In some cases, continuity of business may involve brand adaptability or "rebranding" which focuses on a new image of the product and the service it promised. Flexibility is paramount to adaptability.

In Tha Tien, a low number of local uses survived from the previous rapidly changing era and the invasion of the modern grocery stores. Thus, an ongoing wholesale business has adapted products for retailing. Another example of adaptability of ongoing use in Tha Tien can be seen when the dried seafood store developed new packaging in order to increase the amount of sales to tourists. Additionally, the owners of a third generation Chinese pharmacy converted the store to meet the nature of new clientele; customers are able to walk in and choose products off of the shelves. Also, new packaging was designed to attract customers. When product and personal adaptability is not forthcoming and original uses are lost, the building needs to be modified. This modification represents, extends, re-functions, upgrades, re-programs and infills use.



Figure 4-13. Dried seafood store

Source: Peeraya Boonprasong

4.2.2.2 New use

According to previously mentioned surveys, trading uses ended due to generational changes. The new functions of buildings are therefore an inspired or

skilled occupation of the existing generation who eventually own the buildings. Apart from personal interests, skills, and desires, occupational use may be shaped by local or regional contexts embracing the area. 82 cases or 123 shophouses from overall 218 households of 393 shophouses were converted into new uses. 45 cases or 54.87% of the converted shophouses were hospitality usage; guesthouses, cafés and restaurants, followed by retail and personal working space and training at 21 cases or 25.60% and 12 cases or 14.63% respectively. The other uses are services and convenient stores at about 4.87%.

New use of shophouses in Tha Tien can be divided into 2 main categories which are 1) new use by rootedness and 2) new use by changing context.

4.2.2.2.1 New use by rootedness

Background knowledge and proficiency generally inspire locals to change traditional use to new uses. The local content of new enterprises was a response to Tha Tien's changing context after 2004 (2547 B.E.). The contents of these new uses include educational and training use and personal working spaces.

a) Educational and training use

Rooted in Wat Pho's traditional medical and massage history, Phaet Kit Prasong, one of the co-founders of a Chinese drugstore's family business, gained Thai massage skills from the local temple. He has expanded the family business to become Kit Prasong Surgery. Starting around 15 years ago, there are now five massage training schools in Tha Tien's area. This not only expands local knowledge, but also it constructs a local socio-culture and related business such as Thai herbal stores.



Figure 4-14. Massage school
Source: Peeraya Boonprasong

b) Personal working space

Building conversions to office space use in Tha Tien is recently a new use and extends from existing family businesses, wholesale or retail. To house an office, the ground floor of a shophouse is usually subdivided by a glass partition in order to fill the space with office furnishings and an air-conditioned atmosphere. The upstairs is still used as a residence or converted into a storage space. This use rarely changes the façade since the renovation was generally completed on a low budget.



Personal working space



Shopfront of Hun Sun

Figure 4-15. Hun Sun and Food route restaurant

Source: Peeraya Boonprasong

4.2.2.2.2 New use by changing context

The rising numbers of tourists to Wat Pho and Wat Arun, approximately 2.2 million per year, has rebooted an obsolete Tha Tien market, transforming it into a tourist hub. During the last decade, there was a rapid growth of tourist facilities in Tha Tien due to the high demands from individual travellers as well as tour groups. Consequently accommodations, restaurants and souvenir shops are thriving and are replacing existing wholesale businesses.

a) Accommodation use

The rising trend of tourism has convinced the owners of shophouses to convert their properties into short stay accommodations. In reality, Tha Tien today has around 14 overnight accommodations: the highest number, eight places, are guest houses, followed by three hotels and two hostels and one bed and breakfast respectively. Seven businesses are owned by outsiders while the other eight businesses are run by local people. Three guest houses, The Deck by Arun residence, Sala Aurun and Chetupon Gate, have the same owner. There are two hotels owned by big investors, and two places are business chain hotels – Sala Rattanakosin and Elefin Bed and Breakfast.

A number of shophouses are combined into one building which contain a number of guest rooms and support facilities. The Guest House is converted from one shophouse to include three units of shophouses. While at least four to seven shophouses were used to establish a hotel. Interestingly, all accommodation services in Tha Tien use the downstairs area as a café while the upstairs accommodate lodging for the customers.

Conversion of shophouses for overnight accommodation has shown a similar number of bedrooms at seven to nine guest rooms by the conversion of two units of two and three storied shophouses. In contrast, the Rivar Arun hotel converted from four shophouses contains 25 guestrooms with addition of two floors over the roof deck.

With the competitive market, each hotel was designed to meet a theme which offers a different feeling of boutique standards. Places of temporary accommodation today are not only a night's stay, but also a place of experience constructed by comfort and beauty. Media, such as websites and magazines, also promoted place through recommendations from previous customers who have an immense impact on the popularity of the converted accommodations.

b) Leisure use

The arrival of tourists to Tha Tien always brings opportunities for leisure businesses e.g. body massage, art workshops and cooking classes. This idea is to add activities during the day time as new experience of place. Conversions of shophouses for these businesses are different due to space requirement and pattern of activities.

Reuse of a shophouses for massages requires more space compared to art workshops or cooking classes where only a small room is required. Sometimes, it only occupies the downstairs of the shophouse. The shophouses N4 and N6 are shown as a sample conversion of massage practice while the shophouses C 21 and L 12 represent a replacement of space for a collaborative workshop.

c) Upgraded retail use

Use of shophouses for retail is not new but the space of the today's retail spaces are designed in a new format. The downstairs of shophouse is commonly used for retail while the second floor is occupied by storage or residential space. In fact, the new retail ventures require spaces for small shops of Thai herbs, stationary stores, galleries and etc. The shophouses - I 19, A 16 -17 and B15 represent the new types of retail spaces where people can have access to, be able to touch and look closely, and try the products.



Figure 4-16 Today use of Tha Tien's Shophouse

d) Service use

Restaurants and food stalls, souvenir and other shops meet the requirements of tourists. The number of approximately 6500 tourists a day who visit Wat Pho has convinced locals in Tha Tien to alter their businesses to provide for the tourist trade. The range of service uses is regulated by the condition of possessing and leasing. Service functions also may include local grocery stores, barbers and take-away restaurants.

From the previous survey, service use in hospitality mostly occurs in the recently renovated shophouses owned by the Crown Property Bureau. All the shophouses along Soi Tha Rong Mo and Maharaj Road were converted to hospitality use. The small spaces on the ground floor of the shophouses are used for restaurants and shops.

Uses	Resident	Resident and wholesale/Industry	Retails	Hospitality	Others
As is	Yes	Yes	Yes: Grocery, Barber and coffee shop and food stall	No	-
Retaining use with adaptability	Yes: extension, function adding and modification	Yes : Resident part	New packaging of the products	No	-
New use by locality	No		Air-con take away food service and food stall, and souvenir	Yes : Guest accommodation, luxury restaurant, and café'	Office, education and training
New use by context	No	No	Souvenir and gift shop	Yes : Guest accommodation, leisure and tourist services	-

In summary, the ongoing uses in Tha Tien's shophouse are based on resident uses while the new uses are focused on businesses and revenues. The trend of using Tha Tien's shophouses tends to be orientated by the local context of the site.

4.2.3 Use transformation in Tha Tien

To answer the research question, use transformation process is a sequence of actions that results in changing utilisation of buildings and urban areas through two perspectives; changing of use by contextual change, and changing use by application.

In the former case, use transformation is referred to beginning of use, transformation of use, continuity of use, survival of use, end of use and reborn of use. For the latter one, transformation of use occurs through intentions of the proposed work such as upgrading or changing of activities. By the intention, the use transformation process is understood through making a better place by the capacity to adapt. The intention in changing physical settings and meaning depends on the levels of place attachment.

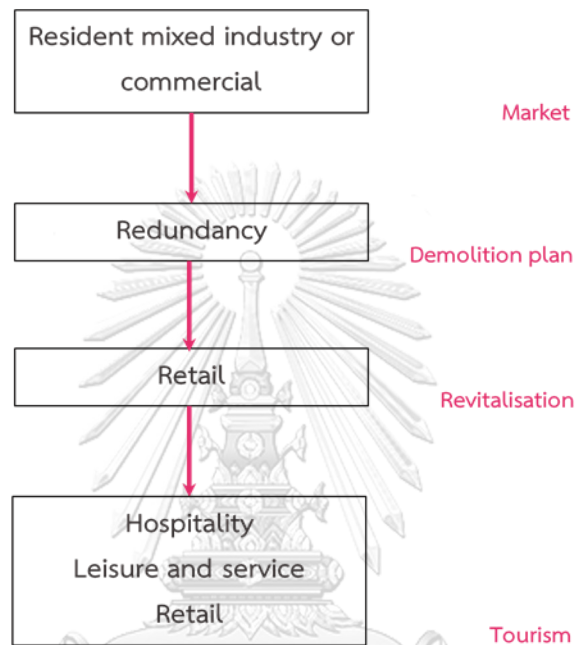


Figure 4-17 Uses of Tha Tien's shophouse

It can be surmised from the study of use in Tha Tien's shophouses, that the four major functions of uses are residential, wholesale and industry, retail and hospitality, whilst others are offices and training. Even with a rising number of hospitality uses, the majority of Tha Tien's shophouses, is currently a residential function mixed with the ground floor being used for product wholesale, retail or office space. Figure 4-17 above illustrates a comparison between each use and the state of use.

In conclusion, use transformation in Tha Tien represents a shift in the situation; uses of the shophouses were transformed by the intention of re-making place by rootedness and association.

4.3 Approach to Use Transformation in Tha Tien

The phenomenon of use transformation in Tha Tien represents both continuity and destruction of a place when there is a mismatch of physical settings, activities and meaning. To understand the concept of reuse towards re-making the place of Tha Tien's

area, change of use and adaptability through activities as a result of changing in physical setting and meaning is synthesised through the process of use transformation.

The concept of re-making a place by formation of place identity is to theorise the process of use transformation regarding intention and objective. Continuity of a place use as a social production is a result of living and creating place identity as stated by Harrison and Dourish (1996), Gieryn (2000, p. 468), Creswell (2005, p. 83), and Jaffe and Koning (2016, p. 25). This concept is discussed through the issues involving the process of re-activity and reuse, enhancement of materiality and conduction of meaning. As a result of changing a physical form and the process of adaptation, ongoing activities, intention, and the experiences of use was overlaid with the process of constructing a meaning within a reuse's procedure.

To understand use transformation through the concept of placemaking in Tha Tien, 20 case studies were selected using the following criteria (also see table 4-3):

1. Allowance of researcher to access - accessibility to private property is always a limitation in architectural research, so representative case study is limited on only the reachable property.
2. Building typology and characteristic - representative case studies can inclusively demonstrate all building typology and characteristic of shophouses. These can illustrate capability and limitation of shophouse types in conversion.
3. Facing extreme impact on changing of use - selective case studies can represent an extreme problem occurring after conversion.
4. Representatives of each use - physical form of the shophouse can illustrate particular type of uses.
5. State of ownership - case studies are selective from the three main categories of landlords demonstrating the control of living and leasing conditions
6. Facing changes through time - selective case studies that are frequently changing of use several times can represent flexibility of adaptation.
7. Concept of adaptability - case studies are selected from the major approach of conversion.

The case studies are; 1) C 21 (Tha Tien café and workshop house No.4) 2) A18 (Chun Huad Jung) 3) G10 (T. Thaiwat), 4) J10-J12 (Low Hiap Seng), 5) E8-E15 (Wattana Panit), 6) B12-B14 (Pat Kit Prasong) 7) L14-L15 (Hun Sun) 8) L16-L17 and B49-B50 (Baan Tha Tien) 9) G1-G3 (Inn a day) 10) B1-B2 (Tha Tien Store 11) I9 (House 20.) 12) B36-B37 (The Chetupon Gate) 13) D53-D56 (Riva Arun) 14) D27-D28, E1-E5 (Sala Rattanakosin) 15) M10 (Blue Whale) 16) G6 (Make me mango) 17) G7 (Tongkin Aunnum) 18) A9 (Tung Charun Larp) and 19) B5 (Paul) 20) N5-N7 (Chetawon Massage School).

Table 4-3 Selective case studies

Case studies	2) Building typology and characteristics	3) Extreme impact on change	4) Representatives of each use	5) State of ownership regarding the control of living and leasing conditions	6) Frequency of use changing	7) Concept of adaptability
Zone A	1) A9 Tung Charum Larp		Ongoing with adaptability		- Wholesale to retail	New packaging
	2) A18 Chun Huan Jung		New use		- House and wholesale to store	Selling products that suit with the context
	3) B1-B2 Tha Tien Store		New use		- House and wholesale to guesthouse	New design by imitation of vintage style
	4) B5 Paul		New use	the Crown Property Bureau	- House and store to house and retail	Personal skill improvement
	5) B12-B14 Pat Kit Prasong	New condition in upgraded space causing adaptability and change	Ongoing with adaptability		- House, small industry and store to gallery and store	New business model and packaging of product
	6) C 21 Tha Tien café and workshop		New use		- House and wholesale to guesthouse	New practical design that fabricating into everyday living
Zone B	7) D27-D28, E1-E Sala Rattanakosin	New façade and design	New use		- House and wholesale to guesthouse	New design by sceneric surrounding
	8) E8-E15 Wathana Panit	New extension for family space	Ongoing use		- Ongoing house and wholesale	Ongoing use with new function added
	9) G1-G3 Inn a day	New experience-led new design	New use	Private	- House and wholesale to hotel	New design by story-telling
	10) G6 Make me mango		New use		- Redundancy to café	New design by enhancement of use experience
	11) G7 Tongkin Annum	New design for new function	New use		- Redundancy to restaurant	New design by expression of function
	12) G10 T. Thawat	New extension for life event	Ongoing use		- Ongoing house and small industry	Ongoing use with new function added
	13) B36-B37 The Chetupon Gate	New design for new use	new use		- Store to hostel	New use by context
	14) I9 House 20	Unused space	Ongoing	Wat Pho	- House and industry to house	Decline of use
	15) J10-J12 Low Hiep Seng		Ongoing use		- House and wholesale to house	Decline of use
	16) D53-D56 Riva Arun	Investment-led design	New use		- House and wholesale, and massage school to hotel	New use by context with extreme programme
Zone C	17) L14-L15 Hun Sun	New job-led new space	New use		- House and wholesale to house, wholesale and workshop	Additional occupation by background knowledge
	18) L16-L17 and B49-B50 Baun Tha Ten	New design for new function	New use	Private	- Restaurant to hotel	New design by personal skill and knowledge
	19) M10 Blue Whale	New experience-led new design	New use		- Redundancy to café	New use by story making
	20) N5-N7 Chetawon Massage School	Quality and standard	New use		- Warehouse to massage school	New use that rooted from local wisdom

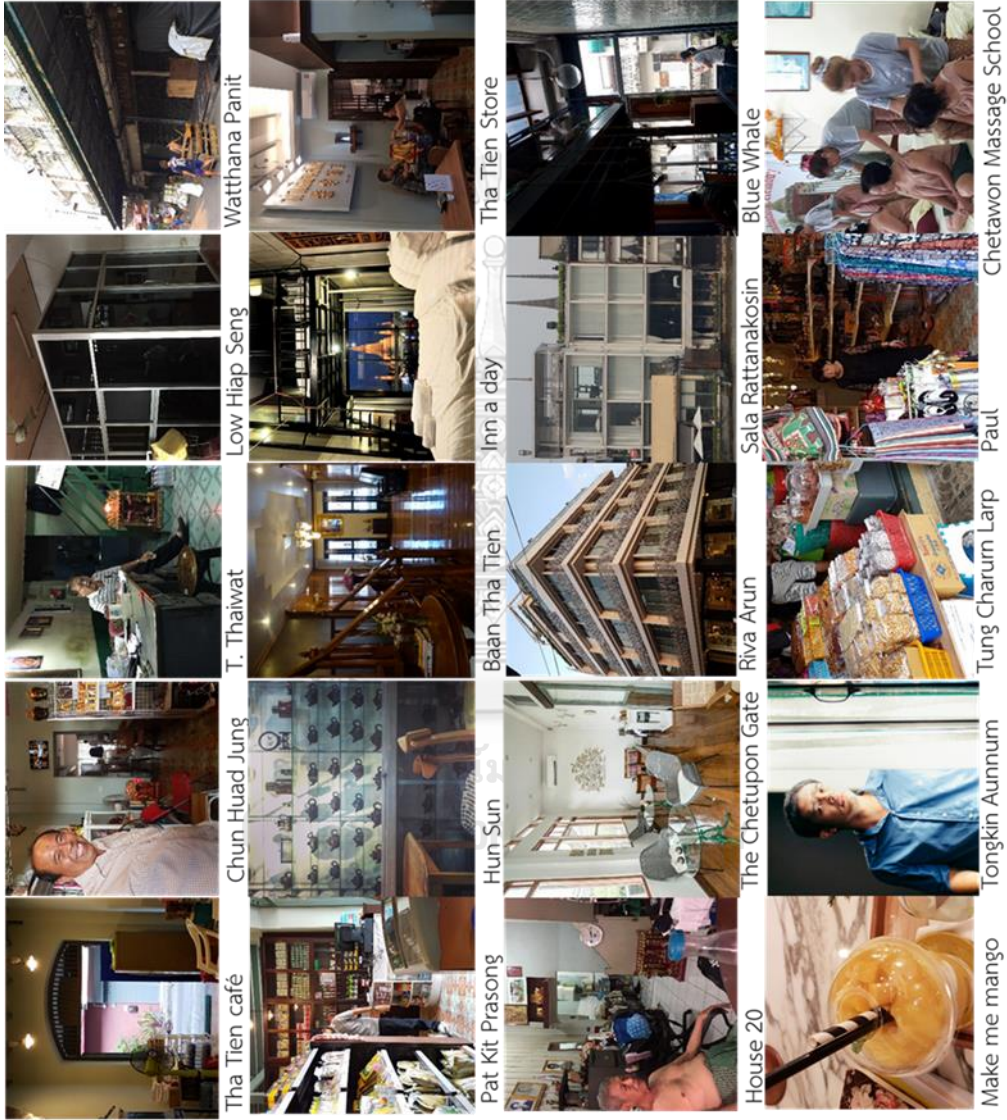


Figure 4-18 Images of 20 case studies

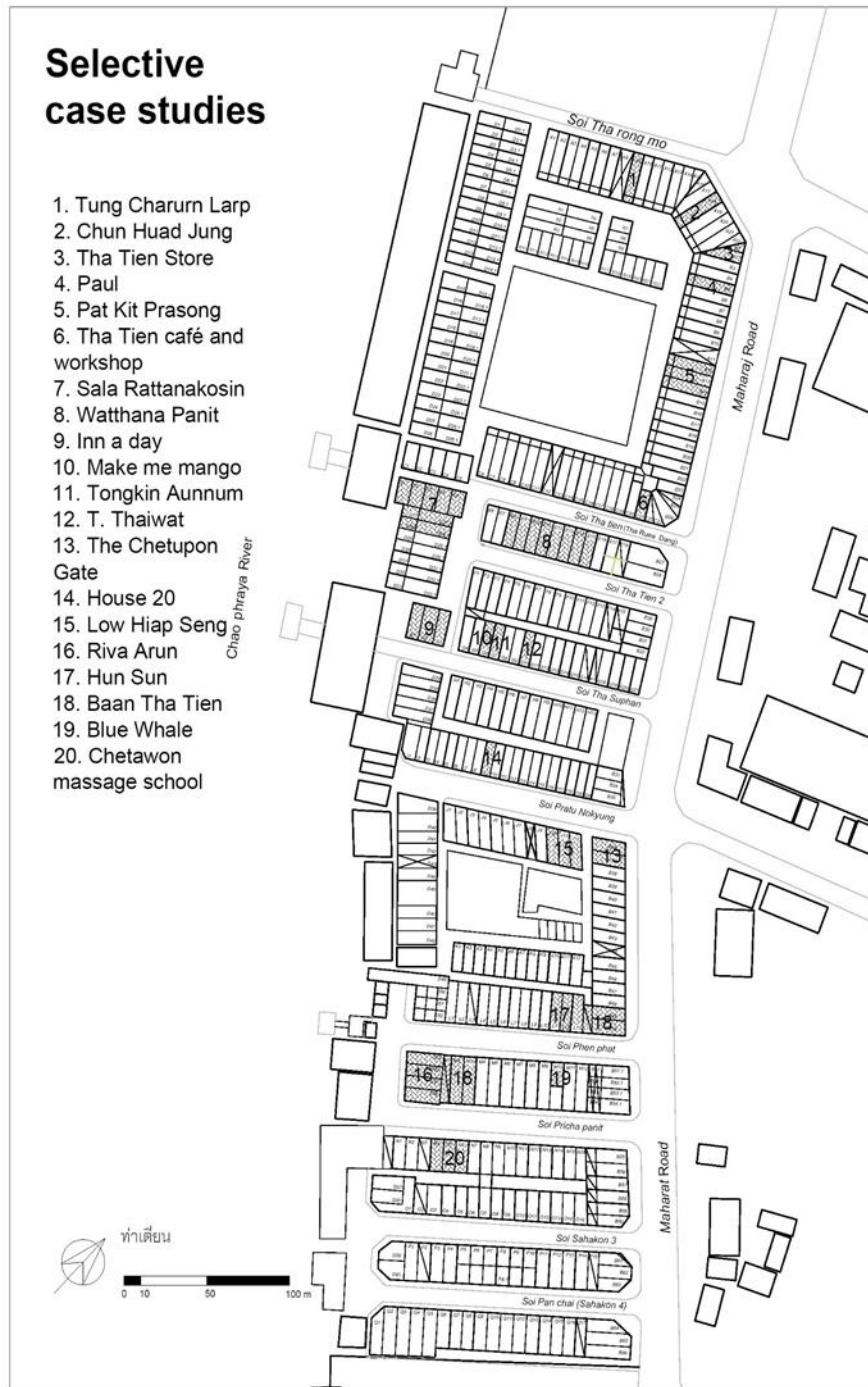


Figure 4-19 Selective case studies

Both internal and external objectives consisting of a life cycle, occupation, socio-economic trends, culture, policy and control, and creativity affect changing the uses towards re-making the place of Tha Tien. These changes of use can be examined through the construction of meaning regarding process, adaptability and physical change. So, the use of shophouses can be divided into five approaches which are; 1)

habitanacy-led 2) occupational-led use 3) discipline-led 4) market-led and 5) creative-integrated approaches.

4.3.1 Habitanacy led use transformation

A shophouse is altered and adapted to suit the users' needs. The idea of a habitancy led use transformation can be seen through family events. One generation dies and a new one is born. The family members are changing while the inheritance of a property is handed down from generation to generation. In fact, a number of shophouses in Tha Tien have stayed in the family for at least three generations. However, this happens in the shophouse that has been occupied by long term residents. In fact, the ownership status, rental rates, possible business growth, and commitment to place are the reasons for a long stay commitment.

4.3.1.1 Situation

As a dwelling, place is always being re-made as a home where personal identity is represented through arrangements of objects and decoration (Creswell, 2005). Photographs in the lounge, for example show memories of ancestors as well as pride of family's success. The explanation of everyday living can be experienced through tracing the furniture used for working and sleeping, located within a place and filling the user's needs. Once the family grows, subdivisions and expansion of space is normally required. The new married couple was usually given a new subdivided room, while a new toilet may be added to the same floor. Additional functions and uses necessitated by family needs also occur, like using the ground floor room for the grandparents.

4.3.1.2 Concept, method and process

Towards placemaking, maintenance and modification are common methods of making minimum changes in altering a dwelling to satisfactory personal and building codes' standards. New painting, furniture rearrangements and repairing of disable functions can be seen over time during the use of a shophouse. These changes could be handled by the resident as a D.I.Y. programme. Once extensions and further modifications are necessary, a builder may be called for an estimation, minor repairs and refurbishment. However, the process was done by the actual meaning of requirement of use and function. Importantly, any modifications which are larger than five square metres requires a planning permission. This cycle is ongoing until the requirements of residency have ended.

4.3.1.3 Case studies

In Tha Tien, there are a high number of shophouses used as residents. The representative case studies are C 21 (Tha Tien café and workshop), A18 (Chun Huad Jung), G10 (T. Thaiwat), J10-J12 (Low Hiap Seng), and E8-E15 (Wathana Panit). The

table below shows the different concepts, methods and processes that involve adaptability towards re-making place by the objective of occupation.

Case study	Concept	Method	Process	Adaptability	Place Making	
					Physical setting	Meaning
1. A18 (Chun Huad Jung)	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Behaviour and way of living Adaptability Functional adaptability	New look of historic fabric	Only fascia of the shophouse left Story telling
2. C 21 (Tha Tien café and workshop)	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Behaviour and way of living Adaptability Functional adaptability	Don't want to invest in decoration due to the short term contract	Story telling
3. E8-E15 (Watthan a Panit)	Combination of a number of shophouses	D.I.Y programme via repair and maintenance	Owner and builder	N/A	Leisure area at the roof top	Place of settlement on land
4. G10 (T. Thaiwat)	Extension and growing in family	Roof deck and back extension	Owner and builder	N/A	New bed room with W.C. attached	Home since 1967 (2510 B.E.)
5. J10-J12 (Low Hiap Seng),	Ongoing as a dwelling and working place	D.I.Y programme via repair and maintenance	Owner and builder	N/A	Ground floor bedroom	Home for 3 generations

Habitancy approach to use transformation can occur when living conditions are meaningful. Acquiring property as an owner ensures the term of residency and rights to enhance a place. In contrast to owning property, rental living conditions depend on leasing, contracts, and relationships between the owner and tenant. This example is clearly seen through A18 and C21, owned by the CPB, when the residents have recently adapted their living conditions to comply with new contractual conditions and extensions after renovation. This situation is different for the J10-J12 shophouses since it is owned by the temple.

Change of use as a dwelling is altered by making minor modifications. A major change in use occurs when one generation passes the residence to the next. The rights of the long term resident ensure a state of frequent re-making of place by repair and maintenance. The application of work is normally contracted to a builder rather than using an architect and related professionals.

4.3.2 Occupational led use transformation

Levels of education and occupational aspirations are probably the most important aspects of continuity of use for the last two generations. Difficulty living

conditions encouraged Chinese immigrants who were living in Tha Tien to accomplish high levels of education in order to lift their standards of living. *“As his job situation improves, a man turns his attention to his home, to good schools for his children, and to recreational opportunities”* (Sommer, 1972, p. 25). So, career decisions have caused a major shift in continuing activities in Tha Tien’s shophouses. Through the notion of activity being decided by occupation the following facets are considered; ability, familiarity, opportunity and aspiration. First, occupation by ability can be referred to as having special skills. Second, occupation by familiarity may be identified by continuity of a family’s business. Third, occupation by opportunity can be approached by availability of context, investment and market. Finally, occupation by aspiration can occur through dreams and passions which maybe too far from ability of doing. These markers show how place can be formed in different ways due to occupation and construction of spaces.

4.3.2.1 Situation

The desire of continuity or changing a career can occur when a residential possession is handed down. This can happen after in one generation or after several generations. A person who is living in the shophouse can desire the benefits gained from utilising a shophouse. Childhood memories of parents engaging in a tough work routine from 5 A.M. to 9 P.M. would encourage the second and the third generations to apply for a more stable and convenient position, like an administrative job in an office. Therefore, wholesale as a family business that is carried on by the first son of the family is scorned after that generation ends. In some cases, the shophouse is acquired by the third and the fourth generations who have seen the uniqueness of their ancestors’ places. The traditional use of the shophouse is therefore revised.

With the situation of place, use can be divided into two cases, use by familiarity and use by opportunity and context. Use by familiarity regards the continuity of family business and use by opportunity is about adapting function or changing occupation to fit within a new context. In the latter case, functional and architectural adaptation may be engaged. Adaptability by the job-related approach is dependent upon the occupier’s background and their proposed use as related to the activities required. This reflects the selection of the concept, method and process of changing place.

4.3.2.2 Concept, method and process

By the condition of the building, proposed uses vary due to the owner and the terms of a rental contract. Focusing on activities, use transformation by profession depends on background, knowledge and experience of the occupant. Therefore, it reflects on the decision making process of adaptation, and of whether to use an architect, engineer or decorator is necessary or not. The choice of selecting professional guidance is considered as desiring the concept method of change.

Continuity of the existing business may bring minor changes or no change within the shophouse’s fabric. Changing the context through new use would result in the building being upgraded. In this case the shophouse, physicality may require some repair and refurbishment. At this level, the process of use transformation is always

involved with the architectural process in which preparation, implementation and working on construction site are focused. Towards the notion of re-making place, the occupational approach of Tha Tien's shophouse would not change the physical setting if the proposed activities were not shifted concerning class of occupants or of use⁹.

4.3.2.3 Case studies

Selected case studies illustrate use of shophouses after generational changes and repossession. The case studies are shophouses B12-B14 (Pat Kit Prasong), L14-L15 (Hun Sun), L16-L17 and B49-B50 (Baan Tha Tien), G1-G3 (Inn a day), I9 (House 20.). The owner of a Chinese pharmacy, Pat Kit Prasong converted his business in accordance with his profession. He generated a contemporary business based on the family's root business. The third generation of Hun Sun, who has run a food wholesale business for more than 50 years, has converted the ground floor of shophouse L15 into a cooking school and small home-style restaurant. While the third generation of a palm sugar industry has recently started a hotel business. A second generation member of the House no. 20 in Pratoonokyong alley who works as a bank administrator, only uses his shophouse as a dwelling.

The table below shows the differences between concept, method and process that involve adaptability towards re-making place by the objective of occupation.

Case study	Concept	Method	Process	Adaptability	Place Making	
					Physical setting	Meaning
1. B12-B14 (Pat Kit Prasong) House/retail/industry to retail and gallery	Renovation and adaptability of ongoing use	Addition and refurbishment	Conservation and architectural process	Way of living, Function, Business, Brand,	New look of historic fabric	Old herb shelves
2. G1-G3 (Inn a day) House and wholesale to guesthouse	Reuse of building to meet with the new demand	Revision of space and new decoration	Architectural and decorative process	Behaviour and way of living Function Business	New experience through the design and decoration by story	Story-telling Job regarding owned business
3. I9 (House 20.). – Industrial to bank administrator House and industry to house	Use as it is	D.I.Y programme via repair and maintenance	Owner and builder	N/A	-	Place of ancestor

⁹ Class of use in Thailand referenced to the Building Act promulgated in 1979.

Case study	Concept	Method	Process	Adaptability	Place Making	
					Physical setting	Meaning
4. L14-L15 (Hun Sun)	New use by aspiration of occupation	Replacement with minor decoration	Owner and builder	Behaviour and way of living	New workshop space by new furnishing	Home since 1967 (2510 B.E.)
House and wholesale to house and workshop space						
5. L16-L17 and B49-B50 (Baan Tha Tien)	Reuse of building to meet with the new context	Roof deck extension with new decoration	Owner and builder	Way of living Service Functional Business	Roof extension	Home for 3 generations
House and wholesale to guesthouse						

Use by occupation is due to familiarity, ability, opportunity and aspiration. The differences in this approach depends on the activities and experience towards to each category of use. Use by familiarity seems that there is no further change required. Use by ability refers to the requirements of the special skills of the occupant. Use by opportunity depends on surrounding context and requirements of local users and visitors. Use as aspiration is successful when the occupant's dream comes true. These indicate that use by occupants are diverse and individual according to needs and aspired satisfaction of the shophouse's owner. Enhancement of physical setting and conduction of meaning are according to individual condition of the occupancy.

4.3.3 Discipline led use transformation

The idea of retaining an historic fabric has become a constraint for ongoing activities. Through the aim of preserving tangible and intangible values or physical settings, the activities are completely controlled. Generally, the physicality of a site, the building, façade, townscape, tree, or signage, cannot easily be changed. This means any application may not be allow or authorised (ICOMOS, 1999). In fact, utilisation of the site is also organised in order to enhance place of an existing building. In the historic section of the city, ordinance of use controls both existing and new activities. Ongoing activities are often relocated causing the physical setting to become obsolete.

4.3.3.1 Situation

The site of Tha Tien is regulated regarding a conservation plan of Rattanakosin Island. Listed building's consent is regulated by the Fine Art Department. Following a guideline on both building amendment and activity, allowance is compulsory from the landlord such as the Crown Property Bureau and the temple. Limitations on use in the

area and the control of new building styles in inner Rattanakosin were established in 1985. Additionally the new master plan for the waterfront along the Chao Phraya River in 1997 (2540 B.E.) compelled local business to feel uncertain concerning living and working in Tha Tien. In fact, a number of activities were limited through the ordinance dictating land use and building regulations. Other building regulations relate to building codes for safety factors including fire escapes and etc. A tenant residing within a place is also controlled by guidelines. Landowners always maintain a set of rules that their tenants should follow.

4.3.3.2 Concept, method and process

The concept of a discipline led use transformation is due to the status of the building within its location and area. With strong preservation ideas dictated by committee of the Rattanakosin Area and the Fine Arts Department concerning shophouses, the Crown Property Bureau initiated a project of refurbishment and extension. Stressing value and significance, the listed shophouses are saved through expansion and modification. In contrast, the non-status shophouses are freely modified under the building act in accordance to requirements of utilisation. A concept of use for listed buildings ideally prefers the original one, but it rarely happens in reality due to the constraints from maintenance costs. For the other buildings, the concept of use is more flexible.

The method of use transformation by control depends on the status of the shophouse. When it is listed, significance and value regarding authenticity and integrity are strongly considered therefore the building application is focused on protection and interpretation of the historical fabric. Allowance on uses and integrated designs are also need to be given consent by professionals – conservation architect, architect, engineer, surveyor, etc. The other shophouses not on the lists of statute can be modified under current building regulations. The methods applied vary from replacement to extension and addition. An example of this reuse would be that on the roof decks of every shophouses a new roof cover was added to protect drying cloths. However, floor additions have become troublesome when adding a floor makes the structure higher than 16 metres.

A process of the conservation project in Thailand was divided into five standard steps; 1) pre-design and research phase 2) design-development phase 3) construction-documents phase 4) bidding negotiations and construction contract phase and 5) fieldwork.

Limitations on activities that enhance connecting people to their place is a result of placing a strong focus on the physical fabric. This occurs when the building is completely controlled by the national, area, and landlord guidelines.

4.3.3.3 Case studies

Selective case studies are the shophouses owned by Crown Property Bureau – B1-B2 (Tha Tien store guesthouse), B36-B37 (The Chetupon Gate) and D53-D56, M1

(Riva Arun. Riva Arun). The former two represent the case of listed buildings while the latter demonstrates a shophouse that overlooked the rules in its being updated.

After major renovations in 2013, tenants rebuilt their places again according to their preferences and identity of new uses. However, any activities occupying the building and any work within the building must be authorised by the CPB's guideline.

A number of ongoing businesses were later relocated or desisted. It is difficult to remake a place back into a previous stage of familiarity. So, only some traditional uses are still being engaged; warehouses, souvenir shops and dried seafood stores. The ones who desire to continue living in the newly refurbished shophouses must change their ways of living and their occupation in order to exist within the changing context and to comply with the integrated controls. This can be seen when the whole block of shophouses owned by the CPB are converted into new uses. The B1-B2 shophouses, for example, are three bedroom guesthouses that have a small café downstairs. This refurbishing allows tenants to carry on living and working within Tha Tien. With love and care, a large amount of resources was spent on the decoration and making a residence.

Unlike the listed shophouses owned by Wat Pho, the use transformation of the shophouses B36-B37 (The Chetupon Gate) for a guesthouse is a representative case of independent control, when the landowner allows activity in shophouse to grow naturally. The new use is allowed on the base of merit and revenue. The 1930's shophouse was converted into house a number of guest rooms, but the characteristics of the shophouse is almost the same as it was in previous stages. Only the top floor has been added for more rooms. The place is redecorated to make the guests feel like home.

Furthermore, the new hotel, Riva Arun, is owned by a large developer. The hotel is six stories in height, about 20 metres, which is over the allowed height of 16 metres. The project seems like a new development rather than working with the existing building. Two new floors and one mezzanine were added while the new façade was re-cladded to generate a new atmosphere. The new hotel is also run by an expert hotel chain. The transformation has even drawn attention from visitors.

Case study	Concept	Method	Process	Adaptability	Place Making	
					Physical setting	Meaning
1. Shophouse owned by the Crown Property Bureau	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Behaviour and way of living Functional	New look of historic fabric	Business and revenue
House and wholesale to guesthouse						

2. B1-B2 (Tha Tien store guesthouse)	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Behaviour and way of living Functional	New look of historic fabric	Story - telling Business and revenue
House and wholesale to guesthouse						
3. B36-B37 (The Chetupon Gate)	Reuse of building to meet with the new market	Revision of space and new decoration	Architectural and decorative process	Behaviour and way of living Function Business	Roof top extension	New image
Retail to guesthouse						
4. D53-D56, M1 (Riva Arun)	Reuse of building to meet with the new market	Combination of shophouse and floor adding	Architectural and decorative process	N/A	Three and a half floor adding at the roof deck	No original image and meaning
House and wholesale/ retail to hotel						

In conclusion, discipline led use transformation for the listed buildings has instituted strict conditions of adaption, both that of activity within the building and updating the building. Thus people who cannot exist with the situation relocate. Conversely, the ones who are continuing to reside in Tha Tien might not reconstruct place due to the uncertainty of living conditions dictated by a short termed contract. In the situation of another old building, weakening of authority control and less concern for the townscape has convinced a developer to break the law for the highest capacity of use.

4.3.4 Market led Use transformation

The use of redundant buildings in the historic district for reinvestment has inundated the real estate market in the last two decades. The use of buildings has become purposed and economically viable through the branding of the city (D. Rypkema, 1992, p. 4) and that rehabilitation efforts were creating more jobs and increasing household income. A constant economic impact occurs when proposed use is productive. Establishing local strategies of rehabilitation is in itself taking place of jobs, economics, sustainability and historic preservation. However, difficult accessibility to customer requirements generates a highly competitive market. The use of such old buildings for re-establishing a contemporary market is therefore a reconstruction of brand identity. In the case of Tha Tien, the increase in tourists and leisure lifestyles during the last decade has become a new opportunity for shophouses to become revitalized with new hospitality uses.

4.3.4.1 Situation

Placemaking through nostalgia and disneyfication has become an opportunity in the tourists' market during the last few decades when urban lifestyles have merged with everyday living and working (Jaffe & Koning, 2016). Hence, existing shops and stores were refurbished and rebranded to meet with the new requirements. In fact, new themes are initiated to surprise the customer, especially the ones who are fans of social media and online advertising. In addition, gentrification in the historic core has become an opportunity for young entrepreneurs to risk low investments and to benefit from place of identity.

Revenue led use transformation is necessary for the expectation of high financial gains against high rental rates and rising property prices. Therefore, new marketing programming are developed and conducted through commercial uses – retail, hospitality and leisure facilities. In fact, the rental price of five units of shophouses located on the Choa Phraya River Bank is at 500,000 baht monthly. With the extreme rental price, none of single new uses could generate expected returns.

Mixed uses could be a good solution for a large complex. The sample is the conversion of four shophouses containing 14 guest rooms, a fine dining restaurant and a roof top bar. To win amongst fierce business competition, the hotel was designed by the concept of furnishing all guest rooms with a view of the Chao Phraya River and offering superb experience. This means that location is part of experience of staying in such a place.

4.3.4.2 Concept, method and process

The expectation from investment is generating the best financial returns. Proposed use is the results of a feasibility study regarding the brief for a project. Feasibility studies are about future returns. The brief describes a programme of action concerning building use to meet users' requirements. It is often integrated with the feasibility study. By the market led approach, reuse is commonly indicated by quantitative enquiry. Therefore, qualitative enquiry or research concerns such the cycle of living and lifestyles. The socio-economic cultures are ignored. In fact, a prospective image is constructed through deriving a theme or branding or how the place is noticed by the public. In this case, construction of new meaning as experience is always set as story-telling, a new experience and imaging.

The method of the reuse project is relatively important to the building, either through involvement of conservation and architectural process, or through purely an architectural process. As Latham (2000), suggested, the process of reuse should be enhanced by a brief compared to a rational programme. However, in Thailand, a brief is usually based on feasibility and is market driven rather than addressing the requirements of the real users. The ideas for the project, which is based on expectation and imagination, can lead to an excessive state of design.

Method of use led by the market not only upgrades the building, but is also an enhancement of activities and experiences. *“Lower development costs, strategic*

location, and generous space are tangible advantage for decision making apart from intangible advantage such as historical values and authenticity (Jessen & Schneider, 2003, p. 15). The new experience concept of using shophouses originated to meet the needs of users and customers' target groups. New businesses are also devised to fill market gaps that current services are not meeting and may be required by the target groups. However, fierce competition within the market has forced business owners to create new themes. The method of use transformation by the market approach is varied due to the ideas of viability and service.

In fact, the idea of a responsive market is directly applied by the concepts which are maintaining the old market, energizing the inactive market and boosting the existing market. First, the idea of preservation with an emphasis on important characteristics is usually applied. Second, when an old market is declining, some changes may be helped through customer interpretation. To build up confidence among customers, new campaigns or adverts are launched. Third, outdated businesses may have no customers anymore, therefore adaptation is required.

The methods of rejuvenating an obsolete business include a creation of a new image along with new products, services and business models. New marketing ideas such rebranding may emerged at this stage. These applications can vary from refreshment, refurbishment, rehabilitation, reuse to rebranding. Which mode is used depends on intention of proposed works. Process of use transformation starts with finding data concerning business interests before the feasibility study is proposed. Expectation of user groups and their specific requirements are necessary to anticipate the capacity of the existing building's adaptation.

4.3.4.3 Case studies

These case studies represent marketing approaches that include shophouses D27-D28, E1-E5 (Sala Rattanakosin), G1-G3 (Inn a day), D53-D56 (Riva Arun), G6 (Make me mango) G7 (Tongkin Aunnum) and M10 (Blue Whale). D27-D28. Most hotel businesses are located on the riverbanks of the Chao Phraya River in order to capitalize on the stunning views of the Stupas of Wat Arun Ratchawararam. The Sala Rattanakosin Hotel, Inn a Day Hotel, and Riva Arun Hotel are representative case studies of different business scales and business models. Even the two large chain hotels of Sala Rattanakosin Hotel by Central group and Riva Arun by Supatra Real Estate have succeed in running small scale hotels with satisfactory standards. Inn a Day Hotel, as a family-owned business, is another warm welcoming overnight accommodation in Tha Tien. It has the fantasy and nostalgic decorating theme. With expectation of high returns, Riva Arun added another three levels on the top, while the spaces of the shophouses disappeared by combining four of the shophouses into one large building. Therefore, the hotel is inclusive at 25 bedrooms in total.

The high competition within the market has also convinced other locals to convert an existing shophouse to meet the challenge of current trends in the socio-economic context. Make Me Mango Café, for example, was created through the model of a family business. The dessert café has survived among the fierce competition of the overnight accommodation business. The new recipes of popular Thai desserts was

developed to suit new requirements of the market while the design of the place created new experiences for visitors.

In contrast to Tongkin Aunnum restaurant and Blue Whale Café are businesses owned by outsider investors. The Tongkin Aunnum, is owned by a young entrepreneur from abroad who loves art and history, while the Blue Whale is owned by a young entrepreneur in Thailand, who looking for a location was by influence of a fortune-teller.

The former used a location of historic asset to represent a rootedness by the creation of story-making that enhanced attachment. *“My mother was living here previously, before my return. The shophouse was passed to me and was converted to a restaurant”* (Mitwichan, 2017).

While the owner of the Blue Whale Café design and construction was completed according to the suggestion of Fung Shui using a maritime theme. The new design of the café was shaped by a photographic scene. The shophouse was painted in blue while the roof tile and the wooden door shutters were taken off and replaced by a glass opening.

Case study	Concept	Method	Process	Adaptability	Place Making	
					Physical setting	Meaning
1. D27-D28, E1-E5 (Sala Rattanakosin)	Reuse of building to meet with the new market	Revision of space and new decoration	Architectural and decorative process	Service Functional Business Brand	One floor adding	View and experience within the location
House and wholesale to guesthouse						
2. G1-G3 (Inn a day)	Reuse of building to meet with the new market	Revision of space and new decoration	Architectural and decorative process	Behaviour and way of living Function Business	New experience through the design and decoration by story	Story -telling Job regarding owned business
House and wholesale to guesthouse						
3. D53-D56 (Riva Arun),	Reuse of building to meet with the new market	Combination of shophouse and floor adding	Architectural and decorative process	Service Functional Business Brand	Three and a half floor adding at the roof deck	No original image and meaning
House and wholesale/ retail to hotel						
4. G6 (Make me mango)	experience and design	Revision of space and new decoration	Architectural and decorative process	Behaviour and way of living Product Service Functional Business Brand	Floor layering added	New experience in the café
Redundancy to café						

5. G7 (Tongkin Aunnum)	Replacement and use of existence	Replacement and modification	Owner and builder	Service Functional Business Brand	Front door removing	Story- making
Redundancy to restaurant						
6. M10 (Blue Whale)	Decorated selfie market	Replacement and modification	Architectural and decorative process	Service Functional Business Brand	Front door and roof tile removing	Fung Shui – water
Redundancy to café						

Surviving in the competitive market means the capacity to use new business models and branding effectively. Therefore, the new concept of nostalgia and fantasy was created to generate a new experience in using a place. With a small usable areas, the shophouses used for commercial purpose generally engaged two models; replacement of space with imaging decoration and extension of space with fine and luxury standards. The thrust of these business models involve the construction of new experiences.

4.3.5 Creative led use transformation

Inconstancy after renovation from temporary use and activities is a controversy raised in Chapter 1 and it needs to be clarified. Al Rabady (2010, p. 273) claimed that placemaking by the western concept enforced place of identity to enhance new identity rather than enforce the existing one. Identity creates a strong sense of place by differentiating a place or space from the others. It can be argued that concept of place making be reconsidered either as an enhancement of a physical setting or as an identity, this is done by claiming ongoing activities or rehabilitation of the ongoing activities by adjusting and adapting deteriorated materials resulting from new social contexts.

By the concept of creative process led use transformation, placemaking as an intention based process would balance the creation of new activities and experiences as well as strengthen the coexistence that bonds people and place. A combination of physical setting, people, function, history, culture, and potential makes the unique place that highlights the experience and the identity of place. To promote use transformation through the creative process, retention and construction of meaning are incorporated with use and the activities that are necessary to the physical settings.

4.3.5.1 Situation

The rapid growth of modern development after the Second World War has led urban places throughout the world to be similar. Pinyo Trimasutthithum (2016) suggested that people will survive in the future world by businesses constructing an identity and enhancing differentiation. This includes competition among places that have forced a place's identity to become a tool in revitalisation and regeneration of a place (Al Rabady, 2010). Another example of establishing an identity is privately owned business engaging in story-making. (Trimasutthithum, 2016). In the case of

business owners, branding a new image has become a useful tool for business continuity in the changing context. Historical events, remembrance and imagination are represented within the new form of data, story and activity.

With this concept, continuity of use within the building is carefully addressed. The new context is not only led by trends in society, but is also based on ability, self-actualization, rootedness, knowledge, resources and contemporary needs. Innovation integrated with rootedness could be adapted to a lifestyle, working, creating, and producing. As (Casal, 2003) pointed out the challenge of architectural conversion is always involved with immaterial essence which was providing the understanding of retaining the past as well as affirming the future.

4.3.5.2 Concept, method and process

Built heritage is therefore shifted to the contemporary requirement of use and sometimes it has become an asset in the property market. Entitled “heritage commodity” Tunbridge and Ashworth (1996) cited that it involves the creative process of making a new image or “heritage production”. The concept of use transformation based on creative idea is generated in the forms of ongoing use with a creative idea, enhancement of use with idea and developing a new use with creative idea (SEGD, 2014). By the creative process, which is concerned with continuity of a place’s productivity, adaptability occurs throughout the whole process. This includes behaviour and way of living, products, services, functions, business and brand adaptability. The method of use transformation will be discussed emphasizing the physical settings, meaning and activities.

Method of use transformation is commonly designed through the business owner’s understanding of socio-economic contexts. Therefore, a strategy is set for planning and using a creative approach. The simplest level of adaptability is in regards to behaviour, lifestyles and product, followed by service. The mid-range level of adaptability regarding use transformation is business and brand assimilation. The hardest level is to integrate all these sensory adaptabilities into the physical one. At this level, functional adaptability is involved therefore alterations in the physical settings are proposed. By the creative process, method of use transformation is based on decision making from initial data, institution and intention.

From the urban strategy to reuse an obsolete building, this process can be seen through the embodiment of place. This achieves a new life by story-telling or attached values of the property. So, coherence of activity and place was technically bonded by construction of meaning. After the desired requirements of use is acknowledged, the brief is generated through feasibility studies and proposed programmes. The new meaning is constructed through the concept which reflects the enhancement of physical setting.

4.3.5.3 Case studies

The representative case studies are A9 (Tung Charurn Larp), A18 (Chun Huad Jung), B5 (Paul), G1-G3 (Inn a day), G6 (Make me mango), B12-B14 (Pat Kit Prasong)

and N5-N7 (Chetawon Massage School). All case studies meet the levels of sensory and physical adaptability. However, these are different processes. In the first case, when the ongoing activities are hard to carry on, then the activities based on locality, knowledge, familiarity, rootedness, opportunity and consumption trend are instigated. After the renovation of the shophouses owned by the Crown Property Bureau between 2013 and 2015, local residents found that continuity of ongoing enterprises, such as wholesale businesses, is getting more difficult due to the area's changing context in recent years. Tung Charum Larp known for a place of dried seafood products for more than 40 years has modified their wholesale products into small retail packaging.

Chun Huad Jung, a previous egg wholesale, has recently turned his building into a souvenir shop. His pattern of living has totally changed from a delivery service to one of using retail selling skills. By personal skill adaptability, the occupant who runs a souvenir shop known as "Paul" has to start taking an English class at the age of 70. She said that, "Without communication skills, I cannot communicate".

Other methods of adaptability are branding a new image and adapting a new business model. The former concept is demonstrated by Pat kit Prasong. A hundred year old Chinese pharmacy known as Pat kit Prasong has developed new packaging for retail sales. Further integrated designs may be added after the subdivision and decoration of the building's renovation is completed.

On the other hand, adaptability of functional and physical setting is developed together through the design process. Make Me Mango, a family business that is a privately owned desert café recently opened. The strong identity of their product reflects the identity of place is therefore a construction of a new brand. In contrast to the Chetawon massage school, unique of activity as a local rooted culture represents identity by its own concept. The physical setting of the place is simple by quality and standard of cleanness and pleasure.

Another example is Inn a Day Hotel, a local hotel run by family members, is a business model that was developed from the benefits of a fine location. The site has a perfect view of the Stupa of Wat Arun and important places - Wat Pho and the Grand Palace in a walking distance. The hotel was established through the new passion of the owners. The new design of the place was cultivated from the history of a place – a palm sugar industry. The story of the old place during the 1960s is constructed in each guest room in order to promote a strong identity and heighten experiences. Therefore lifestyles, behaviour, service, business, brand adaptability are integrated within the shophouse's conversion and providing the full range of use transformation within a place.

Case study	Concept	Method	Process	Adaptability	Place Making	
					Physical setting	Meaning
1. A9 (Tung Charun Larp), Wholesale to retail	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Product Business	New look of historic fabric	
2. A18 (Chun Huad Jung) House and wholesale to guesthouse	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Behaviour Way of living Adaptability Functional adaptability	New look of historic fabric	Only fascia of the shophouse left Story-telling
3. B5 (Paul) House and retail	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Behaviour and way of living Product	New look of historic fabric	
4. B12-B14 (Pat Kit Prasong). House/retail/industry to retail and gallery	Renovation of existing shophouses	Addition and refurbishment	Conservation and architectural process	Way of living Function Business Brand	New look of historic fabric	Old herb shelves
5. G1-G3 (Inn a day) House and wholesale to guesthouse	Reuse of building to meet with the new market	Revision of space and new decoration	Architectural and decorative process	Function Business Brand	New experience through the design and decoration	Story-telling Job regarding owned business
6. G6 (Make me mango) Redundancy to café	Experience and design	Revision of space and new decoration	Architectural and decorative process	Way of living Product Service Functional Business Brand	Floor layering added	New experience in the café
7. N5-N7 (Chetawon Massage school)	Quality and standard	Revision of space and new decoration	Architectural and decorative process	Service Functional Brand	New facilities added	Quality and standard

Creative process led use transformation demonstrates people adapting within the environment of change. To construct a strong identity, construction of meaning is always developed to strengthen the existing meaning and to develop a new meaning on the basis of knowledge, history and rootedness. However, there is no meaning constructed in some cases since the activity occurs is truly real. A basic needs, for example, is occurs through necessity rather than required by social status. Hence, the construction of meaning can be ignored.

In conclusion, these 5 approaches, it can be noted that meaning and physical setting are extremely modified when the purpose of uses involving control and marketing – led transformation. Therefore meaning through construction of new meaning proposed. If capability of initial issues cannot insist the situation of change, physical amendment will be proposed. The creative-led use transformation seems to focus on the process of enhancement rather than improvement of physicality of a place while habitancy and occupational – transformation is as ordinary activities enquiring for everyday living and working. These 5 approaches are compared on concept, process and method regarding physical setting and meaning as demonstrated in Table 4.9.



Table 4-9 (a). Comparison among approaches of use transformation

	Analysis case studies	Uses	Concept	Method	Process	User groups	Adaptability	Physical setting modification	Meaning
Habitancy-led Use transformation	1. A18 (Chun Huad Jung)	- House and wholesale to store	- Working with the existing space	- Modification, upgrading, subdivision	- Straight to the contractor	- Family members : age, occupation, role in the family	- Way of living - Behaviour - Function	- New look of building skin - Low budget - Extension of function led new addition and subdivision	- Actual needs - Storytelling based on history of the house
	2. C 21 (Tha Tien café and workshop)	- House and wholesale to guesthouse							
	3. E8-E15 (Wattana Panit)	- Ongoing house and wholesale							
	4. G10 (T. Thaiwat)	- Ongoing house and small industry							
	5. J10-J12 (Low Hiap Seng),	- House and wholesale to house							
Occupancy-led Use transformation	1. B12-B14 (Pat Kit Prasong)	- House, small industry and store to gallery and store	- Assimilation and extension	- Extension, addition, upgrading, subdivision	- Depends on the experience of the owner - Involvement of professionals - Immediate involvement of builder	- Family members: age, occupation, role in the family and visitors - customers or deliveries	- Way of living - Behaviour - Buisness - Function	- New look of historic fabric - New experience through design and decoration by story	- Actual needs - Storetelling and storey making - Memory based value: Place of ancestor or business value
	2. G1-G3 (Inn a day)	- House and wholesale to hotel							
	3. I9 (House 20.)	- House and industry to house							
	4. L14-L15 (Hun Sun)	- House and wholesale to house, wholesale and workshop							
	5. L16-L17 and B49-B50 (Baan Tha Tien)	- Restaurant to hostel							
Disciplinary-led Use transformation	1. Shophouse owned by the Crown Property Bureau	- House and wholesale to retail	- Tidiness and harmonisation	- Reconstruction and repair and refurbishment	- Conservation process based on values and significance of the building fabric	- Family members: age, occupation, visitors and customers	- Way of living and behaviour - Product - Service - Buisness and brand - Function	- New look of historic fabric - Back extension - New harmonised addition	- Storetelling - Business and revenue - New image
	2. B1-B2 (Tha Tien store guesthouse)	- House and wholesale to guesthouse		- Extension, addition, and upgrading	- Decoration of the building in occupancy stage				
	3. B36-B37 (The Chictupon Gate)	- Store to hostel							
	4. D53-D56, M1 (Riva Arun)	- House and wholesale, and massage school to hotel							

Table 4-10 (b). Comparison among approaches of use transformation

	Analysis case studies	Uses	Concept	Method	Process	User groups	Adaptability	Physical setting modification	Meaning
Marketing led Use transformation	1. D27-D28, E1-E5 (Sala Rattanakosin)	- House and wholesale to guesthouse	- New experience through the programme of use	- Modification, upgrading, subdivision. - Decoration upgrading	- Feasibility study to ensure returns - Architecture-based process	- Family members, age, occupation, visitors and customers	- Way of living and behaviour - Product	- New look of historic fabric: nostalgia - Rooftop extension	- Storytelling based on storey-making - Business and revenue
	2. G1-G3 (Inn a day)	- House and wholesale to guesthouse			- Interior-design based process		- Service	- Floor addition over limitation	- New image
	3. D53-D56 (Riva Arun)	- House and wholesale/retail to hotel					- Buisness and brand	- New interior dsgin with theme	- New experience
	4. G6 (Make me mango)	- Redundancy to café					- Function		
	5. G7 (Tongkin Aumum)	- Redundancy to restaurant							
	6. M10 (Blue Whale)	- Redundancy to café							
Creative led Use transformation	1. A9 (Tung Charum Larp),	- Wholesale to retail	- Process-based integration	- Adaptability based creative process - Extension, addition, and upgrading	- All participants within the process -owner, neighbour and customer designed to have creative experience and activities such as invention of new product, service, business and brand	- Family members, age, occupation, visitors and customers	- Way of living and behaviour - Product - Service	- New look of façade - New experience through design and decoration by story	- Old furniture and images - Storytelling through history - Jobs by context
	2. A18 (Chun Huad Jung)	- House and wholesale to guesthouse					- Buisness and brand	- Floor added	
	3. B5 (Paul)	- House and store to house and retail					- Function		
	4. B12-B14 (Pat Kit Prasong).	- House, small industry and store to gallery and store							
	5. G1-G3 (Inn a day)	- House and wholesale to guesthouse							
	6. G6 (Make me mango)	- Redundancy to café							

The table above (Table 4-8 and 4-9) shows similarity and contrast between approaches of use transformation. These concepts of uses impact physical settings and meaning. In summary, use transformation can be divided by intention and objectives of uses which are desired sensations between occupancy and place. In addition, this sensual feeling cannot be measured by budgets spent to amend a place. The desire to adapt and further change meaning and physical settings depends on future owners' views of occupancy and of place.

4.4 Conclusion

Use transformation is a process of understanding responsive behaviour towards place bonding. The study of 20 cases of shophouses in Tha Tien represents how place attachment through intention, activity and experience conducted through the process of use transformation in which changes on of shophouses' fabric and meaning are adapted. Remaking place also includes the state of reconstruction of tangibility and intangibility.

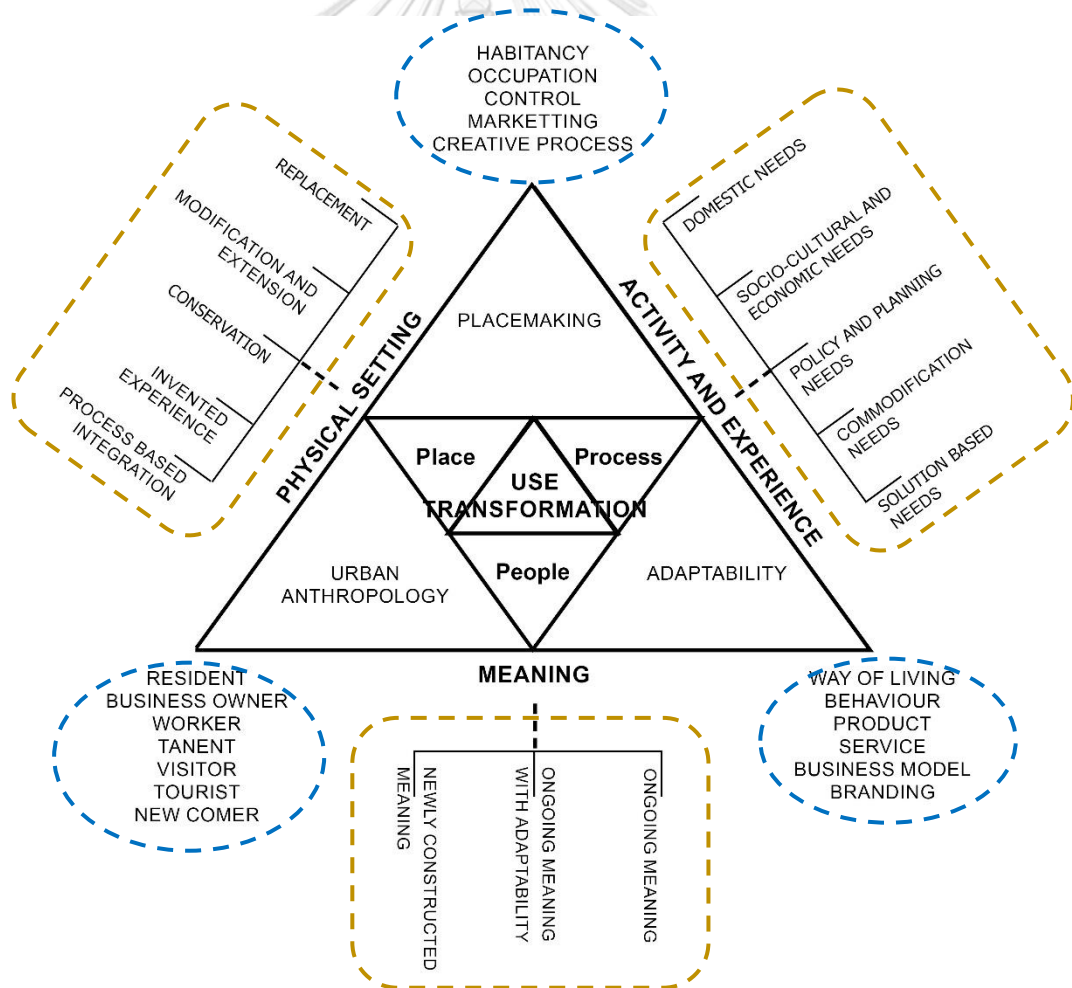


Figure 4-20 Use transformation framework after examination with the case studies

The diagram above concludes meaning, activity and experience regarding needs and physical amendment that can be drawn-out after the examination (figure 4-20).

First, meaning is divided into 3 types which are ongoing meaning, ongoing meaning with adaptability and newly constructed meaning. These mean that meaning can continue by changing of form and implication – ongoing, values and standard, and construction.

Second, requirements or needs lead to new programme of uses which includes domestic, socio-cultural and economic, policy and planning, commodification and solution based needs.

Third, physical amendments are in relation to requirements through programme of uses. Methods are replacement, modification and extension, conservation, invented place and process based integration.

At each corner, factors that are beyond urban anthropology, adaptability and placemaking are also expanded in the framework. The study of Tha Tien represents that they are a number of groups who occupy such as resident, worker, business owner and etc. These groups have shown capability of adaptability into different levels which are way of living, behavioural adjustment, product enhancement and etc. When the concept of adaptability is far beyond the process, re-making place is involved. The notions are habitancy, occupation, control, market and creative-led use transformation. At this stage application on physical setting is invented.

When this diagram compared with Figure 2-1 and Figure 4-2, it could be seen that implication of each place components are in relation to the state of being place. This three stages can be concluded in 3 sections; 1) process of adaptability 2) methods of retaining place and 3) place attachment in use transformation process.

4.4.1 Process of adaptability

From the case studies, it can be surmised that activity and experience is first proposed in the case of adaptability, therefore physical settings and meaning is later developed. In place-based conservation, the physical setting is first amended; therefore activity and experience are readjusted to fit within available space.

Using these two different procedures, place is being remade either towards physical setting or towards meaning. First, when the objective and intention of adaptability is clear, the concept, method and process towards enhancement of physical setting can proceed. Second, when application to a physical setting is the main concerned, the state of a place always disappears. Place therefore needs a reconstruction of meaning through a proposal of new activities and an adjustment of ongoing activity.

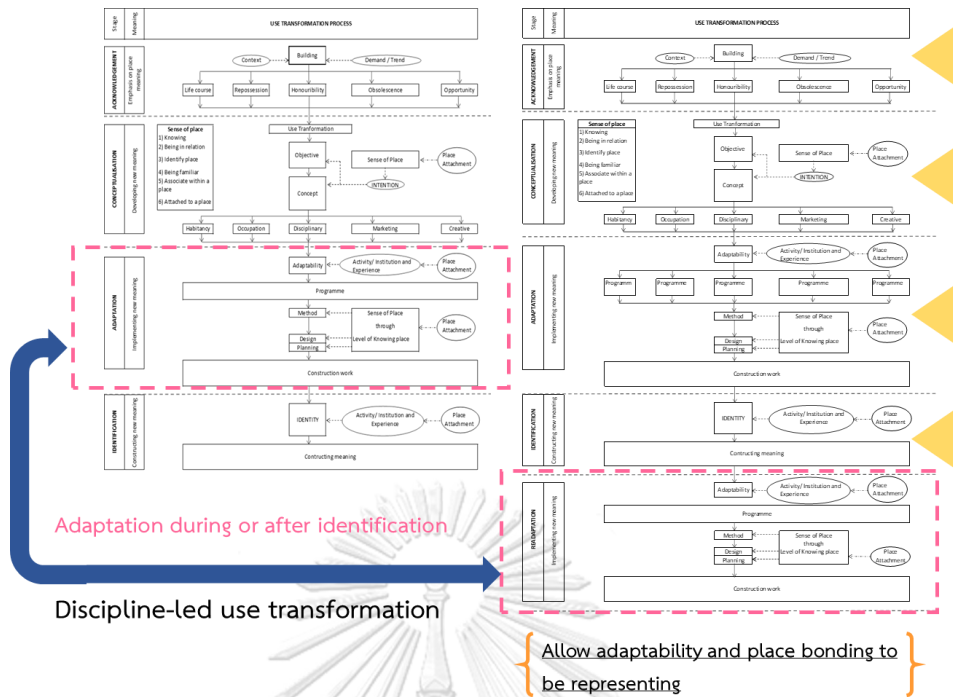


Figure 4-21 Re-occurring of adaptation process

The above diagram (figure 4-21) represents the missing place when old image of physical setting is lost during the process of use transformation. Adaptation process is needed again after the identification stage. This situation happens when the concept of re-making place is newness.

4.4.2 Method of retaining place

The state of being in a place can be retained through amendments to physical setting, activity, experience and meaning (Figure 4-22). Towards re-making place, transformation of use is to readjust balance among the mismatch of the physical setting and its meaning. Use is entailed to meaning and process towards changes to physical settings as in the given examples of Tha Tien's shophouses. While methods are entwined with the needs of use. Meaning is existing through the whole process from the requirement to implementation and occupation.

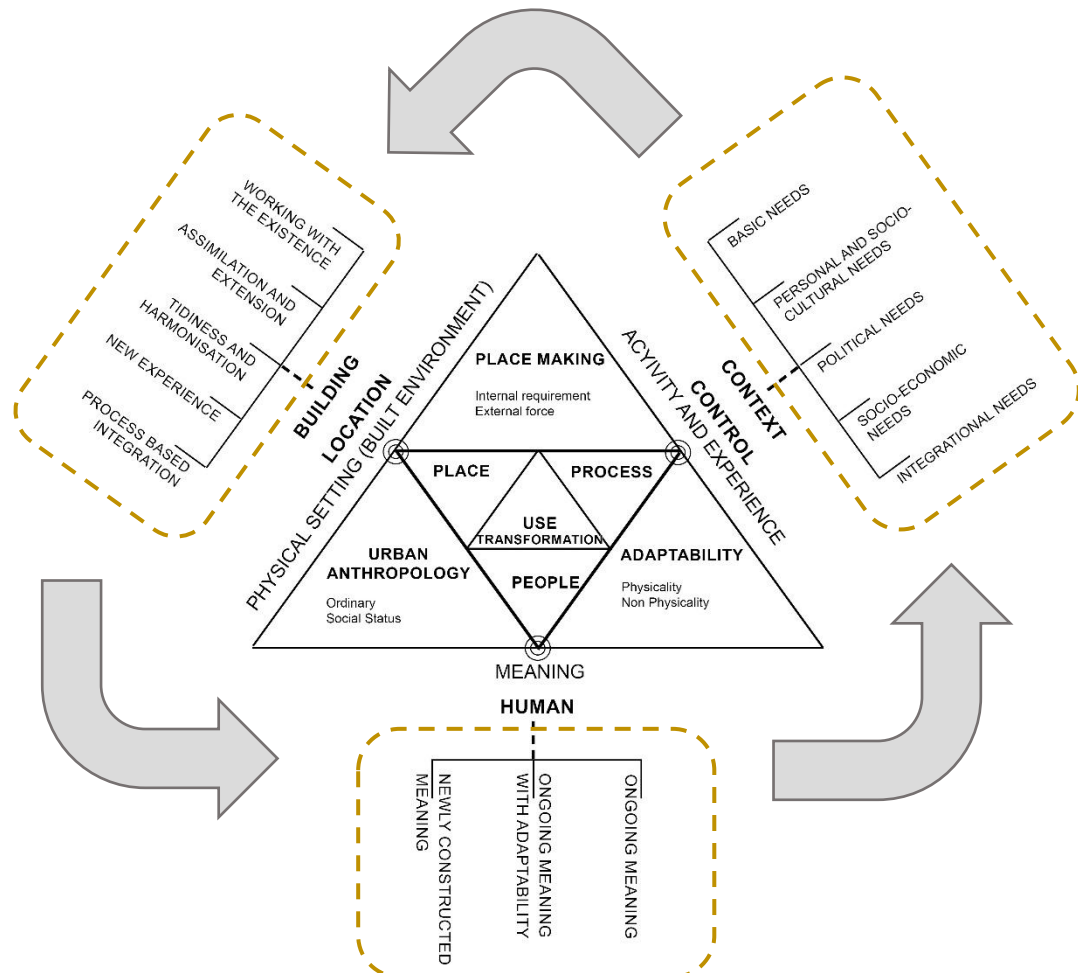


Figure 4-22. Use transformation framework after examination of the case studies

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4.4.3 Place attachment in use transformation process

By association within place, occupants and stakeholders' bonding can be developed through time, backgrounds, knowledge and the associative experiences of the occupants. Levels of attachment to place in relation to care and love of place is synthesised through an understanding of change regarding building fabric and meaning. At this stage, place attachment can be garnered from the process of use transformation. It can be seen that place attachment plays an important role through the use transformation process in which each action is required.

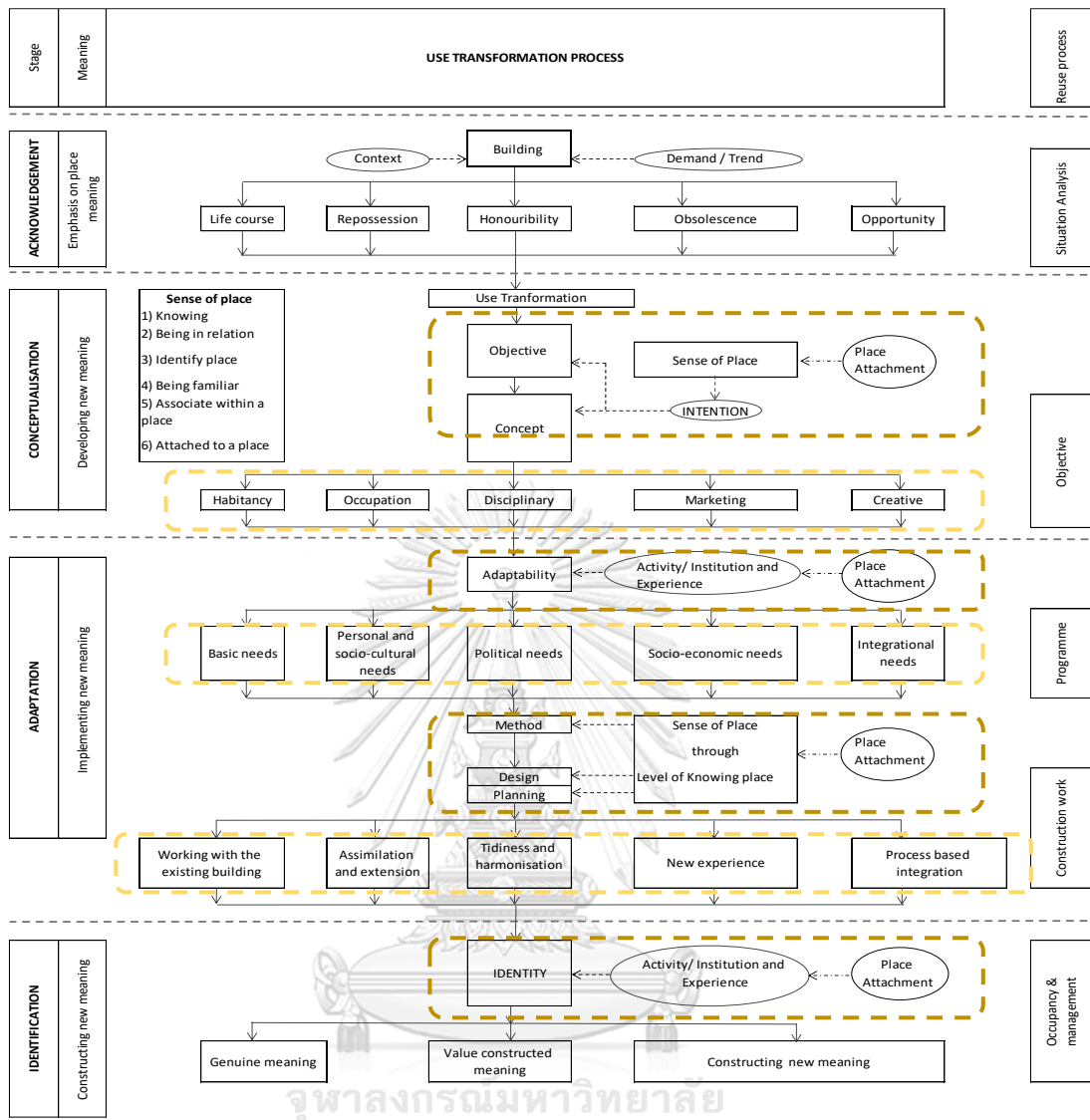


Figure 4-23. Use transformation process after examination with the case studies

The diagram (figure 4-23) above illustrates bonding through sense of place and intention that applied in each stage of use transformation (the brown dashed line). Needs and implication to place are also added in the process of use transformation of which sense of place reflects to (the yellow dashed line).

To summarise, adaptability cannot be controlled within the process of place but it is to understand the phenomena that entails people to bond with place. The conceptual perspective of place also occurs from the requirements of living and working spaces to the planning of townscapes and forming an identity of a place. Various aims of place intention and activity are conducted through activities and experiences by which place is reconstructed. So, place attachment through intention and objective to place is intertwined in each stage of the use transformation process as shown in Figure 4-23.

In the next chapter issues contributing to use transformation are addressed.



CHAPTER 5

ISSUES CONTRIBUTING TO USE TRANSFORMATION PROCESS

In Chapter 3 “Tha Tien as Place”, identified by its physical setting, activities, experiences and meanings, addresses its dynamically growing and declining due to internal and external forces. This discussion was followed by the Chapter 4’s “Use transformation of Tha Tien’s Shophouse”, understanding process of changing of use through the notion of re-making a place.

The study concludes that use transformation process varies due to commitment and bonding to place. Physical settings and meanings are transformed through the process of the groups’ intentions and objectives before, during and after the process. Physical settings are a result of space requirements by new programmes of utilisation, whereas new meaning is reconstructed by the pleasure of experience and expectations of standards. This is achieved through five approaches.

In reality, meaning of a place is definitely altered prior to the physical setting being modified. In contrast, change can be applied in physical settings before acclimating new activities and experiences.

In this chapter, issues contributing to use transformation process will be synthesised through the capability of responsive behaviour to place bonding. Each issue will be discussed by content analysis, role in use transformation process and role of remaking a place. Issues in use transformation process are divided into five main categories as follows: 1) location 2) building 3) human 4) context and 5) control. The discussion of the Chapter 5 is 1) understanding issues contributing to use transformation 2) issues contributing to use transformation 3) issues contributing to use transformation process and 4) issues in remaking place, and 5) concerns from a case study.

5.1 Understanding issues contributing to use transformation

Use is acquired by intentions and objectives among groups of users by which place is remade. Synthesis of issues contributing to responsive behaviour flexibility to place bonding is based on place identity. Flexibility is the capacity to change in a situation. Responsive behaviour is the reactive action caused by changing situations or use transformations. Place bonding is a commitment between human and place, or sense of place.

A study of issues contributing to the process of use transformation is categorised by elements of place. Place attachment is understood through issues affecting responsive behaviour to physical setting and meaning.

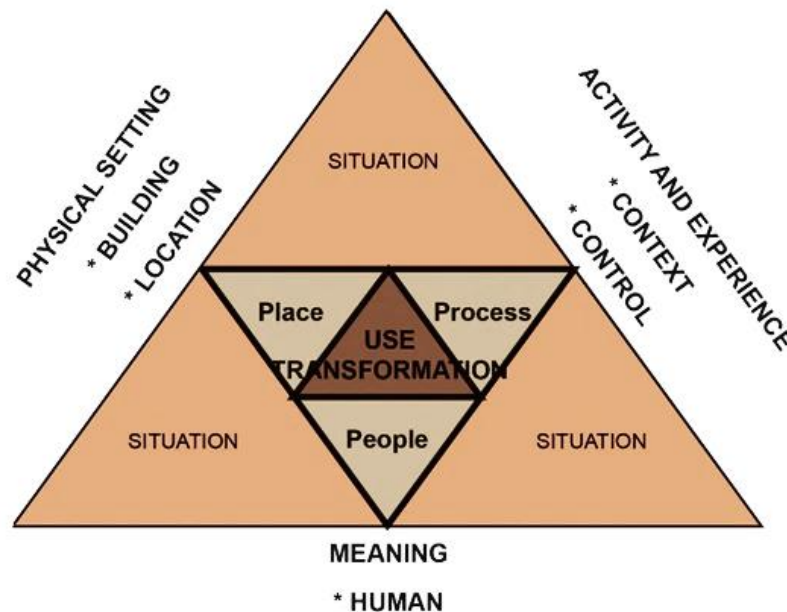


Figure 5-1 Use transformation framework and issues contributing to use transformation process

In Chapters 3 and 4, the physical setting is referred to the built environment; buildings and their settings. Acts and guidelines that regulate are issues that impacts use transformation in physical settings.

Issues of control and context are involved in the process of remaking place identity. These issues are related to politic, socio-culture, socio-economic and architectural trends. In addition, control and context also cause humans to act in accordance with their desires. Building, location, control and context, and human characteristics are related to the use transformation framework as in Figure 5-1. To understand these issues in the process of use transformation, content analysis of issues is discussed through use transformation.

5.2 Issues contributing to use transformation

The following discussion includes these components of use transformation: 1) location 2) building 3) human 4) control and 5) context. Location and building are means of physical setting, human is a generator of meaning. Control and context shape human thought on and requirement of the programme. These all have a relationship with concepts and methods by which process of use transformation is designed.

5.2.1 Location contributing to use transformation

Settling a location describes a humans' characteristic response to environment essentials (Creswell, 2005), and can be defined as a meaningful location (Agnew, 1987). The notion of location can imply a place or notion of "where" (Creswell, 2005, p. 6). Location is a confirmation of a place that is usually named by a characteristic and a function. For example, the incorporation of nature and culture evolves in a certain location providing the movement of goods and people (Lukermann, 1964). In terms of investment, as a long term operation, location is providing logistical decisions based on the business' success (Warnaby & Medway, 2013, p. 350). To understand location in use transformation process, it is necessarily to have a clear definition of 1) accessibility 2) relationship with/to neighbourhood's area 3) surroundings and 4) recent developments.

5.2.1.1 Accessibility

Tha Tien, in a prominent location on Rattanakosin Island, demonstrates the growth and decline of urban transportation systems providing advantages and drawbacks concerning accessibility. Location as a particular environment for settlements ensured a relationship between the shophouses and urban functions. In the heart of the town, the rundown historic site cannot serve as its original use. The location of shophouses can be analysed on two levels, location of the site on an urban level, and location of the shophouses within the site.

5.2.1.1.1 Urban level

During the maritime era Tha Tien was the central market where accessibly was by boat. Tha Tien today can be accessed by car, boat, bus, and the MRT. Most tourists access main destinations such as the Grand Palace and Wat Pho by the private tourist buses. Others use the express boat service running throughout the daytime.

Even though Tha Tien is not a hub of land transportation anymore, there are a number of bus routes terminating in the area of the Grand Palace and Wat Pho. A new subway line has recently been finished and is proposed to open soon. The new 700 unit underground parking situated under Nakhara Phirom Park, is to re-open at the end of 2018 (2561 B.E.). This means that there are more land connections to Tha Tien than available water transportation.

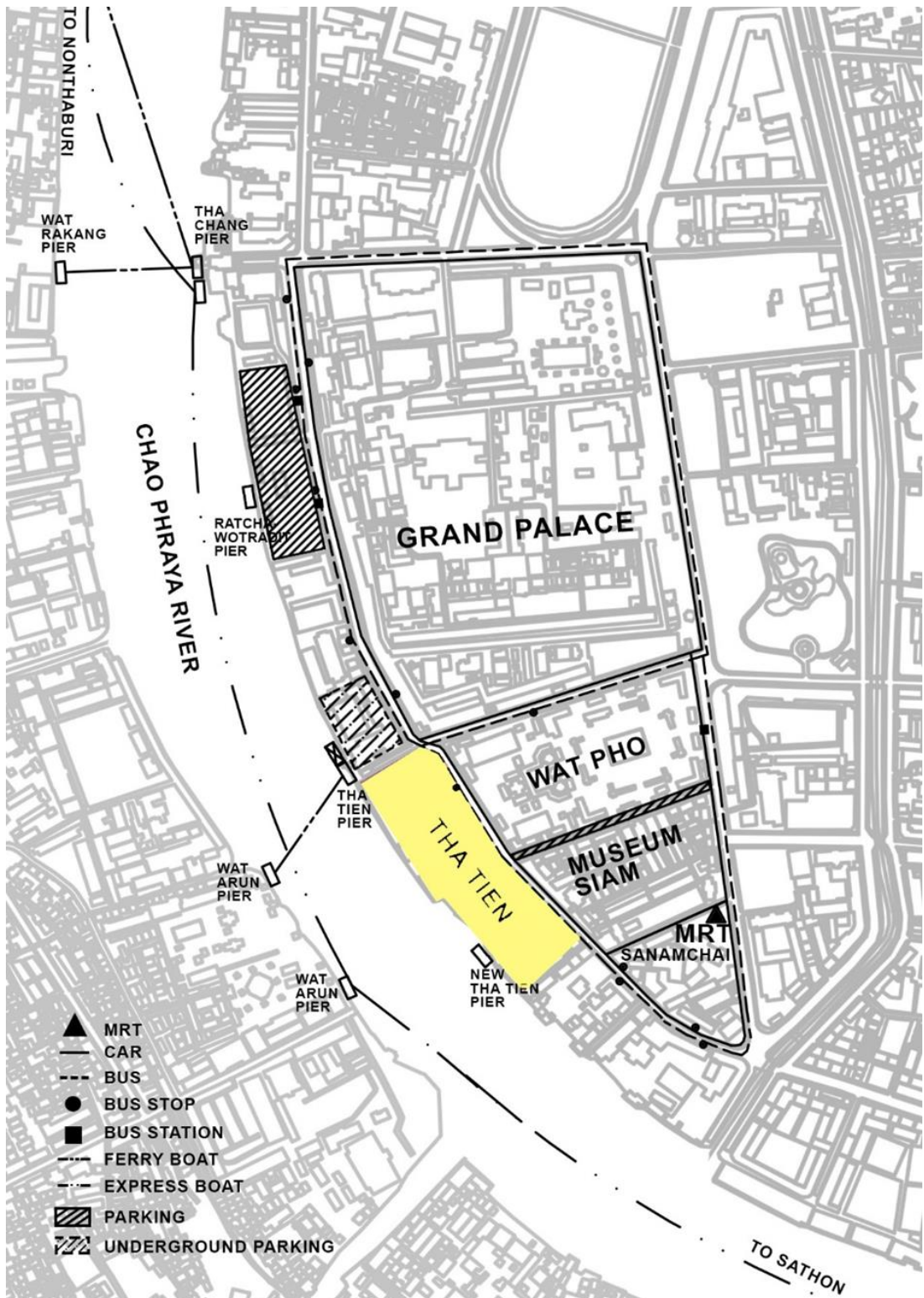


Figure 5-2 Accessibility map.

Source: Peeraya Boonprasong

5.2.1.1.2 Site level

Tha Tien can be accessed by water and land. In fact, Soi Rong Mo is still a busy access point from the Chao Phraya River since the pier is a major stop of an express boat service from Nonthaburi to Sathon (Linkage to business centre). There are nearly 7000 passengers crossing between the two important tourist destinations - Wat Pho and Wat Arun (source Marine Department 2557 B.E.). A new pier on Soi Phen Phat 1 recently opened, thus the alley is reactivated. On the other hand, Soi Tha Rue Dang became quiet after the boat pier was closed. Today activities are attuned to a walkway leading to a hotel and a fine dining restaurant at the end of the alley.

Accessibility also refers to the location or space on which a shophouse is situated. Shophouses on major walking routes are suitable for retail or uses that require pedestrians or 'walk-in' traffic. Whilst a shophouse located in an alley may be fit for a residence or other uses that requires less visibility. By the needs of hospitality venues the shophouses located on the river gains by its river views and relaxed atmosphere.

Tha Tien's accessibility is very convenient for visitors and residents from its fine location between the major water route and road access. Even though Tha Tien can be conveniently reached, one problem concerning the residents is the limitation of car parking.

5.2.1.2 Neighbourhood functions and supports

Due to a fewer variety of activities Tha Tien is currently considered a mono function. This recession of activities has happened because traditional forms' have been replaced in accordance with town policies and the end of generations who originally held property in the area.

Tha Tien's neighbourhood can be linked to the Ladies' Court of King Rama V, the orchard owners in Thonburi, the community on the Chao Phraya river bank and the other markets located in this historic core of Bangkok. After the decline of boat transportation, Tha Tien's connection with the adjacent sites of Bangkoknoi and Klongsan Train Station was discontinued. Later, the relocation of government offices such as the Ministry of Commerce and the Department of Domestic Commerce in the area reduced the significance of the market use from the central market of national price control to the local market of a few specific products. This means that Tha Tien is no longer important as it used to be.

In use transformation, neighbourhoods play an important role in supporting users of the site. During the last few decades, the neighbourhood area of Tha Tien has turned into a major tourist destination. Thus, Tha Tien's function has gradually been transformed into a tourist rest area providing refreshment, restaurants and cafés. This shows that the state of Tha Tien's place has shifted from being a local settlement to being part of a global economy.

5.2.1.3 Surrounding

Understanding of place cannot consider only the place itself, but the linkage to other locations (Creswell, 2005, pp. 40-42). The fabric of existing Tha Tien, for example, can be linked to the events and associated places. Tha Tien is located in the historic district where it is surrounded by a number of landmarks and public symbols (Tuan edited by Gale & Olsson 1979), such as; the Grand Palace, Wat Phra Chetupon Wimon Mungkararam Woramaha Wiharn (wat Pho) and Wat Arunratcha Wararam Ratchamaha Woraviharn (wat Arun). Apart from the major landmarks, the other significant shophouse clusters are, Thachang shouphouse, Naphralarn shophouse and Thaphrachan shophouse, etc. The other important places are Museum Siam, the Royal Highness Dress Museum and the Museum of the King Chulalongkorn at the Old Royal Crematory Hall. Other structures are universities and major government buildings. So, Tha Tien's location on Rattanakosion Island is a tourist destination offering further opportunities for other activities.

5.2.1.4 Recent development

During the last five years the thriving economy of Rattanakosin Island has convinced landowners to reinvest and redevelop their old businesses. The major areas of development are 1) Tha Chang 2) Tha Maharaj and 3) Yodpiman, which have similar concept on design of nostalgic experience.

5.2.2 Building

Building as a physical setting provides space for proposed activities. The concerns in use transformation of a building are availability of opportunity and constraint for new utilization. Voordt and Wegan (2005) noted that the building is a spatial organisation of activities. As a cultural object, social and symbolic significance and meaning are interpreted by clients and users. Finding an appropriate activity or use as well as finding a matching context is a consideration for reuse of an existing building (Fielden, 2003; Latham, 2000). This is based on characteristics, condition and status of a building in relation to the requirements of uses. However, attached typology is sometimes specified as new use that can be applied to the building. As Latham (2000) pointed out that a building at a certain age has particular material and construction technology which is not suitable for today usage. Therefore, it cannot be modified for the installation of new technology for convenience and safety. To use these buildings, a new infill and extension may be applied. Building limitation includes the capacity and stabilization of the building and the existing condition of the building. These components have to be considered in order to understand a building's future potential and proposed usage. Limitations of an existing building also assist the investor to understand and evaluate the potential and possibility of benefit and value expectations. Understanding a building is a factor contributing to use transformation and includes 1) building characteristic 2) building condition 3) building status 4) material and construction, and 5) integrated technology.

5.2.2.1 Building characteristics

Shophouses in Tha Tien can be categorised by construction developments into six periods by the various characteristics of styles and typologies. The first style is the two-storey shophouse constructed with load-bearing walls. The areas of utilisation are limited by a small footprint. The second period is influenced by art deco architecture, a higher ceiling with post and beam construction. However, the roof and floor structure are still timber frame. Third the two and three-storey modern shophouses have lower ceilings than the second style, but provide a flat roof deck for utility and leisure. The fourth style of the shophouse is not much different from the third one, nevertheless the fin is invented to protect the shophouse façade from the sunshine. During this period of construction the ceilings on the ground floor of the shophouses are very high since there were purposely used for warehouses. The main construction is also post and beam, and wooden floor. Shophouses during the fifth period utilized different materials and are usually constructed with concrete posts, floors and beams. The building height is increased to 4-4.5 storeys, with the ground floor ceiling being taller than in previous shophouses. At this time, the mezzanine floor was introduced. The sixth, and recent period of shophouses, the construction is totally made of concrete and designed for a variety of functional purposes.

The characteristics of shophouses are always shaping a new use due to the size of floor plans and ceiling heights. Tha Tien's two storey shophouses are generally modified with extreme extensions that include additions on or over the roof top and in the back. The Chetupon gate and Baan Tha Tien, for example, are used for hostels, thus another floor is added onto the roof decks. However, new intervention is sometimes controlled by the appropriateness rather than profitable revenues (Latham, 2000). In reality, the original characteristics of shophouses are regularly destroyed by overextension, like the Riva Arun hotel extension. The use of the two storey shophouses for overnight accommodation may require at least two units of shophouses. The three and four storied shophouse maybe be suitable for conversion of further functions when larger spaces are required.

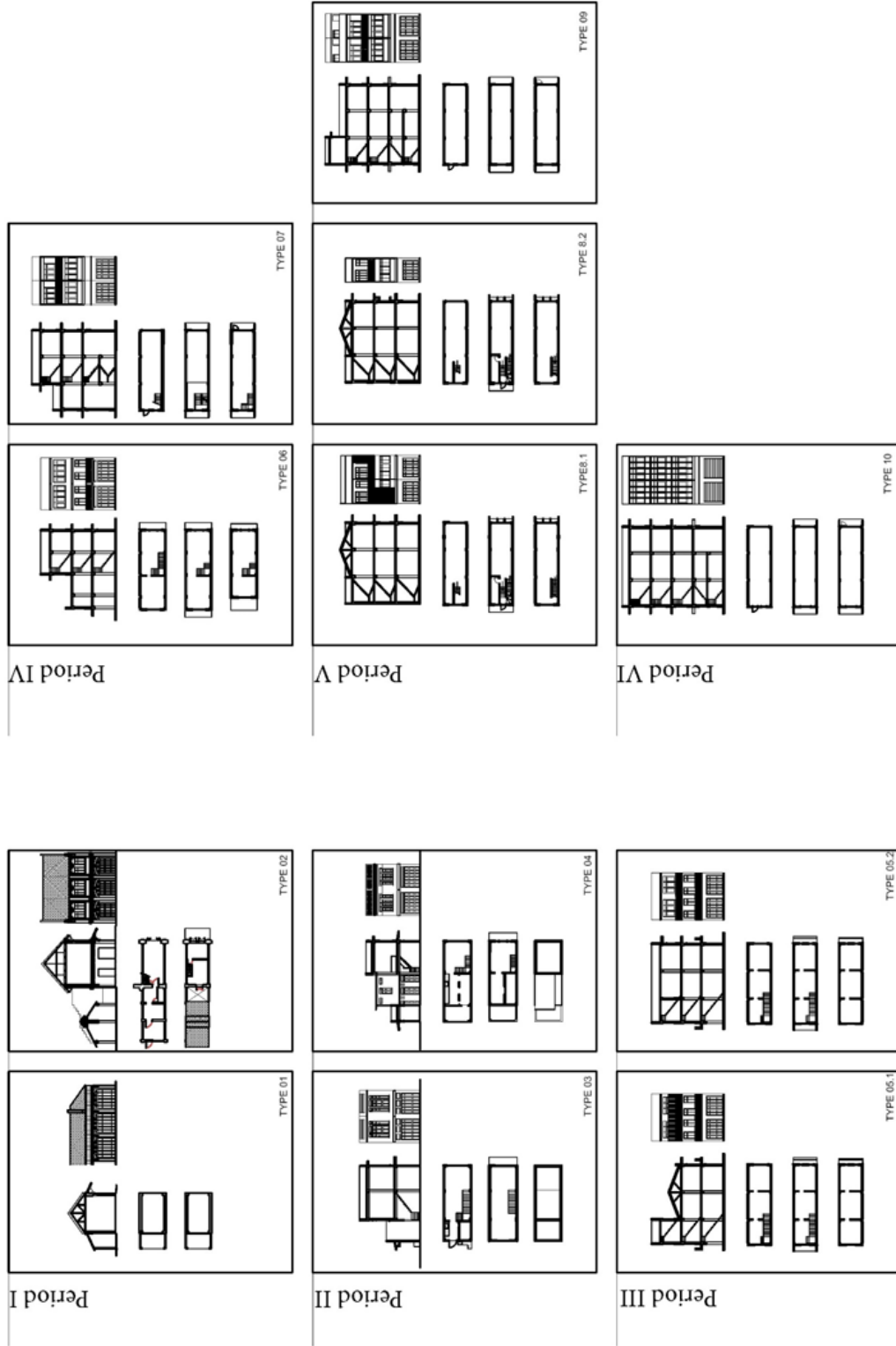


Figure 5-3 Shophouse typology in Tha Tien

In terms of building size and plot, the shophouses built after 1929, which have a larger floor space, is suitable for new uses such as workshops, retail shops, and cafés. However, to convert this type of shophouse into overnight accommodations, a number of units may still be required. When new use requires a good atmosphere for the public's benefit the ceiling height is also a concern, since the focus is to always make an interior fit with its use. However, if there is a low budget the façade of the building does not change a great deal. Preserving the townscape and its legibility, changing façade elements must be a consideration, since the identity of place could disappear by mounting extreme modification. An example is the Blue Whale Café, where the front façade is over-modified and the roof tiles were raked out.

5.2.2.2 Building condition

The existing conditions of a building determine what will be entailed in the amount of future work required. In refurbishment, knowledge of the existing building's condition plays a role as to what future work will be proposed. This is because information on the building would assist in making the right decisions towards the procedure. Previous use should be identified. Professionals, such as architects and engineers, should have experience in working with existing buildings due to specific issues relating to old buildings. The architect would have views on building styles, space regarding potential of future use, and fundamental damage of architectural elements such as cracks, rot, and decay. Whilst the engineer could provide evaluations on the stability of an old building, damage to the structure and which additional stabilization should be proposed. Assessing the type and period of damages would also direct professionals to indicate the desired concepts, processes and methods regarding protection, stabilisation, conversion, modification and appropriate extensions to the existing building. In reality, a building in fine condition may need small amounts of work compared to the vacant one. Buildings with any damaged structures may need to be amended before the process of utilisation begins.

5.2.2.3 Material and construction

Tracing a building's historical fabric is a method of understanding materials and construction when people are associated with a place. Social production and social process are attentively understood through the production of culture which than can be identified through the materiality of buildings and street decoration, and signage. It is also understood through its social processes, way of living, cultural events and occupation (Creswell, 2005, pp. 35-38).

The old shophouses were only built by the cheap methods of construction since they were constructed for temporarily resident. Brick and timber were major materials used for shophouse technological construction, before concrete post and beam were later replaced.

With the exception of the one and two storey ones built in 1909, most shophouses in Tha Tien are post and beam based construction. Therefore, these buildings are stronger for housing new activities. In the case of converting buildings with load-bearing walls, new uses should be limited by capacity and numbers of users.

Stabilising the construction of shophouses provides an opportunity for altering private use to public activities since the newly supported structures can bear further expansion and additional functions. Nevertheless, load-bearing walls become a limitation to a shophouse's expansions and modifications. Any alterations should be made in direct consultation with professional.

5.2.2.4 Contribution to urban landscape

Shophouses as urban buildings are located along roads. A group or a cluster of shophouse is forming an urban community which shapes a society and place.

5.2.2.4.1 Street character

A street's width forms character and atmosphere of place. In Tha Tien, the width of the alleys depended on the concept of accessibility that was employed during the times in which the shophouses were built. Currently, the arcade, at the back of the shophouses owned by the CPB, was also designed in response to waterway accessibility. To compare an old photograph and a recent survey, the streets' character is quite different due to the activities and densities of the populace. This is because activities were changed by occupants and functions. In fact, when Tha Tien's waterway accessibility was booming the streets were thriving. All trading activities were on the streets, rather than inside the shophouses. Presently the use of streets in Tha Tien is

occupied by personal parking and a few delivery trucks. The other streets, used for private residents may have a few plant pots with a bench for relaxing.

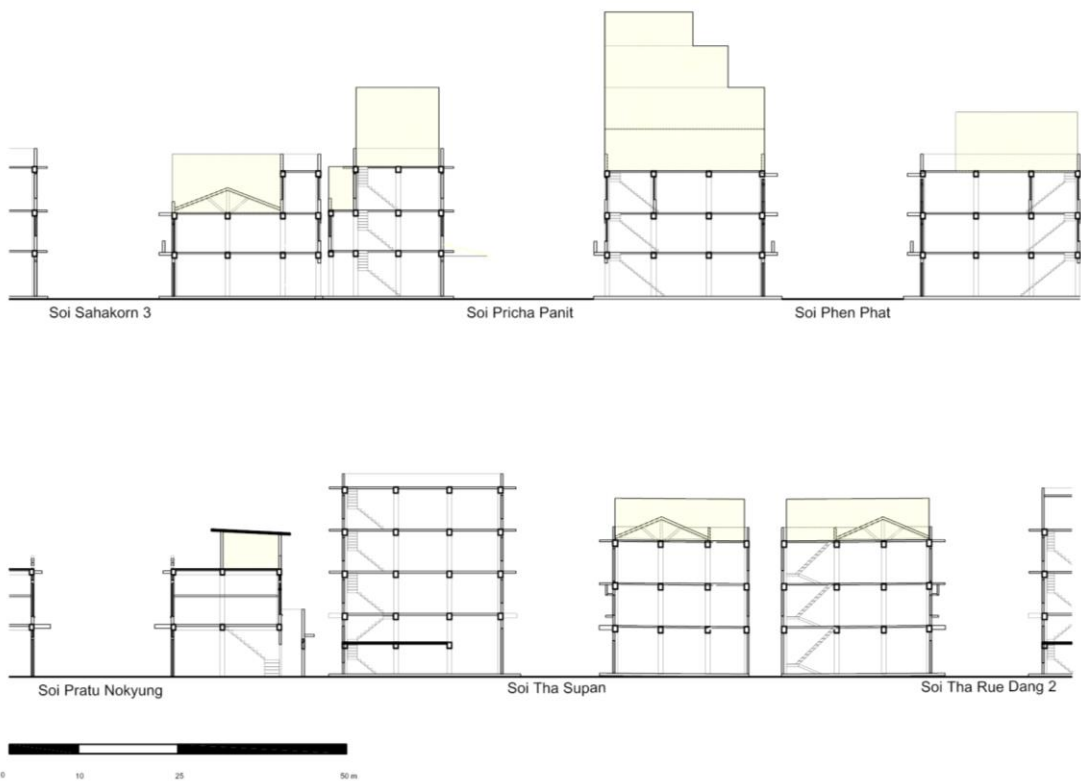


Figure 5-4 Illustration of street section in Tha Tien

5.2.2.4.2 Connection between building and street

The relationship of building heights and street widths provides character to the streets' atmosphere to which a shophouse's interface is connected. Shaped by building dimensions, height, width and depth, Tha Tien's shopfronts represent a flowing of movement between inside and outside of shophouses. Traditionally, since the majority of shophouses used to be retail and wholesale establishments, their wooden shutters at ground level were opened all day giving pleasure to pedestrians as they could chat with sales staff and look at goods. This happened on the streets where people could walk by safely without cars.

All trading connections depended on trolley transportation and the road access had not been properly designed for its service. After the initial expansion of roads, small trucks have become a major means of goods' transportation in Tha Tien. Due to previous inadequacies in planning road accessibility, parking areas generates controversy among local residents. So rental parking space in front of the shophouses is compulsory.

The uniqueness of street character that has goods selling on the street is disappearing due to the organisation of streetscape policies. Recently, the footpaths are cleared of any activities, from selling kiosks to demonstrating goods. So, Tha Tien's streets today seem to be similar to any another Chinese community when it is without local activities, since its identity is disappearing.

5.2.2.5 Ownership

The state of ownership and relationships between the owner and the tenant has a large impact on adaptability. Conditions established by the landlord always oblige the tenant in the state of occupancy. In Tha Tien, there are three major landlords, the Crown Property Bureau (CPB), private ownership and temple ownership with each providing different directions to the existing and future tenants. The conditions and the type of management provided by the landlord always shape renters' dependence on living and making place.

The case studies illustrate that Crown Property Bureau's rules are stricter compared to the other landowners since there are only a few possible uses of their shophouses and sub-leasing is not allowed. An example which illustrate this reality is No.4 shophouse owned by the CPB. A 58 years old tenant is struggling to adapt himself to fit with conditions set by his landlord. The shophouses was closed many months before his niece proposed the concept of new uses as a restaurant and workshop. This is contrary to the shophouses owned by the temple. Subletting is allowed and conditions concerning uses are focused on morals and appropriateness. In the case of privately owned shophouses, freedom of change and adaptation is flexible apart from the constraints of overuse and overextension.

5.2.3 The human aspects

The Human aspects are perhaps the most important factors in use transformation process. The changes in Tha Tien's demographics are contributed to a change in cultural groups' generations, views on occupation, mobility and gentrification. These all have had an impact on programmes' requirements. Different approaches are shaped by both the internal issues – remembrance and satisfaction, and the external issues – changing of context, accessibility and enactment of new laws. The former can be referred to family norms, growing up patterns and personal interests. The latter can be noted as education, background, socio-culture, economic influence and politics.

In this section, human aspects can be understood through 1) generations 2) age 3) ethnic and 4) background and knowledge in which requirements and the ideas by which adaptability within a place is generated.

5.2.3.1 Generation

Generation is as a cycle of birth and death. By the development of improved health care services, life expectancy seems to be longer in this century, therefore a family's generation overlap. In each era, humans adapt themselves to live in the settings of a manmade and natural environment. This adaptation is necessary for surviving, enhancing and developing, and innovating throughout history. The revolution of the steam engine, for example, brought an age of mass production, followed by the modern and post-modern eras. This not only emphasis knowledge and technological development, but also generated a complexity of social, cultural, politic and economic thoughts. With this development of human capability and knowledge, activity, requirement and expectation of living is also shifted. The teen age years are when humans are lively and hopeful. In contrast, old age emphasizes a decline, and represents a difference among the aging boundary (Hazan, 1994)

Evolutionally, people have developed their knowledge through discovery and innovation. Higher education and expectations of life are driving factors that force people to develop themselves from their current state of being. In fact, the tough conditions of life after times of war have encouraged people to raise their living status by providing high education in the University. Therefore, occupation is not only skills and background knowledge, but is also social opportunity and position availability. Understanding background, knowledge and thought can be explained through Traditionalists, Baby Boomers, Generation X and Generation Y have different background, knowledge and thought that reflect to way of living, education and occupation.

In Tha Tien, generations plays an important role in use transformation when the third and the fourth generation are re-linking with their ancestors and rootedness. This is totally different from the second generation who chose not to live in such a tiny shophouse. In fact, memories of a tough childhood period inspired the second generation to gain a higher education and work in large organisations. So, they relocated elsewhere to enjoy larger spaces. However, the return to family occurs when their parents are old. For instance, impressions of historic fabric have first attracted a number

of the third and fourth generation to convert their grandparents' shophouse. These new business conversions are mainly workshop space, office, café and etc.

5.2.3.2 Age

Age shapes attitudes to place by attachment, vision and motivation.

First, attachment is the most important factor that yields people from variety of age to develop place differently. The older age is hardly to adapt when change is arriving. This is because associative memory and familiarity attach this group to the neighbourhood and built environment. In fact, there are a number of elders who came back to Tha Tien after the CPB's shophouse renovation. While the middle age group is making place for a fine standard of living.

Second, vision plays important role in use transformation since it is highlighted the unforeseen future. Vision on social and economic trend can enhance continuity of a use in which direction can lead success and growth. From the study of Tha Tien, it can be seen that middle age is confident for designing the future of the business compared to the old age. Interestingly, some successful businesses are enhanced by the young entrepreneurs since they may have a innovative vision on business management and marketing analysis.

In Tha Tien, the old person who can well adapt in the situation of changing mostly comes from an expanded family that has a younger age living together. At this point, relation between ages would help in reducing the generation gap, therefore the old age can insight into the contemporary society. As well, the old one who is in the isolated family can adapt self to fit with the situation. This sample can be seen in the Inn a day hostel that the grandmother is working as a chief of the hostel restaurant.

Third, motivation of place enhancement is upon the growth of family, business and attitude for the future. In Tha Tien, the family that has a mature business seems to have a strong view on living and working in Tha Tien. In contrast to the immature one, spending on place improvement is always low as the same as the family who has no hope for the future. The middle age, for example, is enthusiastically in activation of business improvement and living standard. While the shophouse occupied by the old age has sometimes less care and maintenance. Interestingly, the younger age have interpreted historic shophouse like an unseen place. The use of shophouse from this age perspective is concentrated on business. The decoration conceived is mostly vintage.

In conclusion, age seems to have an impact to transformation of use by attitude towards the future as well as retaining of past memory. So many cases of adaption in Tha Tien can represent a linkage between remembrance and hope. This action led us to conclude that adaptability regarding place bonding is to deal with past association and future prospect of which place is stand for.

5.2.3.3 Ethnic

Ethnic represents relationship of people and place through the way of living, protecting their dwelling and attitude of caring. This is due to belief, culture, moral, and etc.

First, belief can be referred to both individual and group perspective on activity to the built environment. In Tha Tien, Chinese culture is the majority through pattern of living in the shophouse. A sacred room for god shrine is commonly at the top of the shophouse which may organised by Feng Shui philosophy. In addition, a number of shrines that are located through Tha Tien represents a strong Chinese way of living in which pattern of living is fabricated with the community layout.

Second, culture plays an import role in use transformation process since it referred to 2 important views - culture by a group of settlement and ongoing trend of the society. A fit programme to the user is mentioned in successful creative reuse of old building by understanding pattern of living of the occupancy. On one hand, culture can be referred to attitude of settlement and characteristic of community. A collective memory in the old market is a good sample that represents a particular cultural settlement through pattern of living. A shophouse as a mixed use residence and working space is designed to fit with a Chinese way of living. A wide shutter at the front that is designed for Chi¹⁰ is appropriate for the busy downstairs uses – working space. On the other hand, culture means an ongoing trend of group and society on acceptance of the same values. This is include a shared co-existing belief and acceptance of the society. In Tha Tien, the new trend of vintage tourism has increased a number of tourist to experience by a one day walking trip.

Third, moral plays important role of appropriateness and compatibility. A new use is sometimes rejected by the local community. In fact, one use may accept by a group of people, while the same one is rejecting from another group. The sample can be seen when a new restaurant is thriving in Soi Tha Rue Dang and Soi Soi Benbadhana, however the neighbour in Soi Sahakorn 3 is unhappy about the new opening restaurant. In fact, loud music at late hours are mismatching with the local routine. The moral can be referred to way of living regarding religious. For instance, any liquor and spirits drinking are immoral in Buddhist practices of Five Precepts. In terms of building regulation and land uses, place that sells liquor is not allowed in 300 diameters of distance from the boundary of the temple as well as education institute.

In conclusion, new use is reconciled by ethnic groups should emphasis on belief, cultural pattern and moral on which programme is suitable for true requirements.

5.2.3.4 Background and knowledge

Background and knowledge of the occupants refer to individual and communal experience that contributing to the state of understanding place and understanding of

¹⁰ Chi - the unimpeded circulation and a balance of its negative and positive forms in the body are held to be essential to good health in traditional Chinese medicine (American Heritage n.d.).

reuse method and process. Level of understanding, personal interest, professional, life experience are four main issues contributing to use transformation process of shophouse since

First, level of understanding refers to the state of knowing a place in which a place should be proposed for. This is not only professionals who involve in each process, but also the owner and other participants who have right on any decisions. This understanding is including background, history, material and construction, evolution, condition and limitation of an existing place. Previous uses and occupancies could also help the working team to comprehend the existing problems and further solutions that can applied to the building.

Second, personal interest has a large impact on preference and attitude of future use. This can demonstrate that place attachment can be constructed by love and association to place without a long term stay. Fascination of historic shophouse is individually attitude regarding personal experience and values. A few case studies in Tha Tien - Tongkin annum (G7) and The Chetupon Gate (B36-B37) represent that gentrification by a new entrepreneur who is loving place can spend money and time on improvement. In the long term, place also has a well care.

Third, professional involvement presents through rational and sensory form of assessment of which values could be retained, preserved and protected. This means knowledge and experience on working with old building. In addition, professional is including particular discipline – architect, engineer, interior, contractor and etc. In fact, a reuse project that leads by the interior designer seems to focus on the inside use of the existing building while the one leads by architect may concentrate on the exterior of the building. When the project is participated by the planner, the building is became a tool of preserving a townscape. One point that should be discussed here is when one project of reuse cannot involve by a number of professionals, because the cost of the professional fees are very high.

Fourth, background and knowledge gain through life experiences – experience in place, level of education and training. First, background and knowledge of a place can gain to association of place events when there is a long period of habitation in a place. With attachment, groups of people are commonly return to where they feel belonging to. In contrast to bad memory, living in a shophouse may pressure the local residence to relocate when the opportunity is arriving. Second, level of education and training are the keys issues that enforce people to develop their knowledge and skills. These form confidence and attitude towards their places on actions and attitudes towards their dwellings.

In summary, background and knowledge are important aspects for further decisions and visions of new use. One who understands the building can see the potential of using a historic shophouse, while another who has no any experiences may deny to retain the state of being old. So, new charm of decoration is necessarily added.

5.2.4 Context

Context in the use transformation process can refer to issues that embrace contemporary society and places further requirements on activity and experience in historic places. These contexts can be divided into two levels; one is the wider context that shapes a contemporary society. The other set of issues that influence decision making are those of concepts, processes and methods in use transformation process. The study revealed that even if the analysis of context is right, use may be declined afterwards. Since socio-economic contexts regarding requirements of usage are dynamically changing at all times, measurement cannot be accurately conducted. The issues of context to discuss are 1) political 2) architectural trends 3) socio-economic and 4) socio-cultural.

5.2.4.1 Policy

Politics in an urban space is perceived through conformation of policy and planning, and occasionally design of function (Jaffe & Koning, 2016, p. 119). Specification on utilisation in a city and building is usually achieved through policy, national, regional or city objectives. An urban area is habitually a strategic economic zone, and a capital metropolitan area that are tied to the nation (Jaffe & Koning, 2016, p. 146). This includes unique, symbolic architecture that represents power by meaning. The discussion on political issues is policy and developmental plan.

5.2.4.1.1 Policy

Recently, the use of heritage and old buildings has become a national policy among western countries. This not only demonstrates cultural roots and issues of identity, but also expressions of power in global politics, and parallels benefits of tourism. The use of heritage to present identity and rootedness has spread to a number of leading countries. In the Asian countries like Singapore and Hong Kong, identity is through the branding of shophouse districts.

International heritage policies, during modern times, were universal in that each locality could interpret their identity in different ways, by following politics and clarification of relevant issues (Jokilehto, 2006). The notion of establishing policy to match local context intends to offer an alternative in each particular case. Therefore, a number of countries have derived charters which are in agreement with their contexts and based on local requirements. For example, the Burra Charter in 1999 was announced by ICOMOS Australia. In addition, announcements of heritage policy may differ due to concepts of use (Tunbridge & Ashworth, 1996), which reflects theory, planning, policy, and practice in heritage conservation. These examples could be seen in experiment and assumption in Europe and America during the last few decades (Torre & Mason, 1999; Yuen, 2006). Today, heritage conservation policy is merged with urban enhancement and development by means of economics, social and culture and community, including resource and environment sustainability (Bullen & Love, 2010; Plevoets & Cleempoel, 2011; Said et al., 2013).

a) National policy

In planning future design, policy plays a large role. By using heritage as an identity of a nation, governments regularly set major policies in which heritage is integrated with the redevelopment of an urban area. In the case of a tourist destination, heritage policies are strongly defined in the strategic plan in order to achieve the long term benefits. This can be seen in the case of Singapore, Vietnam, Hong Kong and Macao. In contrast to Thailand where there is no policy for this type of heritage.

b) Rattanakosin policy

Since 1976, Rattanakosin Island, as the major historic area of Bangkok, was designated for conservation. The Committee of Conservation and Development of the Rattanakosin Island and Historic City Conference Document 2/2552 December 24, 2009:

i. General ordinance of The Rattanakosin Island should include participation and public relation, awareness of conservation and sustainable development, promoting activity of the local way of living, promoting quality of living, protection of human and natural vulnerability, energy saving, transportation and built environment and care and maintenance of the building and infrastructure

ii. Ordinance for core area (the Rattanakosin Island and buffer zone) such as land use, building and environment, transportation and communication and development of landscape (sic)

c) Tha Tien district policy

After the demolition plan in 1982, Tha Tien has become a strategic area of the tourism industry that is based on rootedness. Revitalisation during the last decade was to encourage the local community to associate with place in which they are living. In order to maintain site familiarity, changes to the physical setting would be kept at minimum levels.

After 2007, the idea of revitalisation in Thailand shifted to the reconstruction of a new image of the historic buildings listed by age. So the work to shophouse buildings was primarily based on their historic fabric rather than people-based. Thus, relocation of local groups occurred during reconstruction process. In 2016, the revitalisation of the historic quarter through conservation and development worked with public participation ideally reconciles new requirements and retention of local lifestyles. This allowed conservation of local culture, enhance tourist sites, strengthen the local economy and promote quality of living. Tha Tien, as a pilot site proposed by Bangkok 250, is to conduct a rejuvenated master plan for the Bangkok anniversary of 250 years in 2031. The project is to enhance the built environment of inner Rattanakosin Island for a nice place in which to live and work providing economic and social opportunities for the public realm.

d) Landlord policy

The land owner has a strong impact to the site in use transformation process in terms of controlling use and activity by guidelines. The objective of the Crown Property Bureau is to refurbish and bring back deteriorated historic shophouses to a nice place that provides good living conditions. Therefore, architectural, historical,

social and educational values are theoretically conserved. For instance, Tha Tien can become a lively classroom that draws the attention of the younger generation. So, the future plan of use regarding, the property owner, consists of acquired values.

5.2.4.1.2 Development plan

The development plan on the Rattanakosin Island written by the BMA was to include the redesign and improvement of public space in the historical site e.g. landscape design, improvement of lighting design and enhancement of tourism. The development plan that relates to Tha Tien is the refurbishment of Tha Tien and Thaprachun quarters and parking space under the Nakharapirom Park. The plan also includes the refurbishment of Pak Khlong Talat district and the revitalisation of Wang Na riverfront (PR, n.d.).

Recent plans from the meeting of Committee of Conservation and Development of the Rattanakosin Island and Historic City No.1/2559 was to reorganize and resolve congestion on Rattanakosin Island through generating more parking spaces, clearing the footpaths, reinstating the tram system, establishing bicycle lanes and managing parking of tourists' buses. Thus, all food stalls on the footpaths were removed. The underground parking is to include a new 700 car parking under the Nakhara Pirom Park. However, the impact of the entrances to underground parking should be urgently considered concerning the heavy traffic that would be generated near the areas surrounding the Grand Palace.

Furthermore, a new walking bridge linking Thonburi province is proposed on the north section of Rattanakosin Island. Even though these plans are not directly related to Tha Tien, they will probably change the context of its neighbourhood and its attractive surroundings.

5.2.4.2 Architectural trend

Pleasure and pride has inspired humans to construct architecture representative of the time. A house, temple, public buildings are results of social, cultural, economics, politics and of construction trends of an era all are reflected. To understand the complexity of architecture, it is necessary to examine the development of architectural trends from the simple model responding to location, usage, construction technology, context, the demands of mass production, to identification of social position (Creswell, 2005, p. 39). Architecture is the physical form of social production.

Architectural trend in use transformation process can be referred to as the attitude towards the new requirements of old buildings, new buildings in historic context, buildings held through generations and contemporary buildings' requirements. When using existing buildings for today's use it is essential to incorporate standards of health, safety and comfort. Integrated building technology assists peoples' living standards to levels of satisfaction. The potential to integrate this technology depends on the building's size and capacity for further additions and its transformation. These concerns must be addressed for proposed future use.

New constructions, infills and additions by architectural trends are seen as a patina of age, as cited in Said et al. (2013) reuse and regeneration offers an opportunity for today's generation to create an architecture of our own time. This statement can refer to the satisfaction of architectural layers, where new designs can be added to the old fabrics. The concept of making new from an old is clarified by Strike (1994) in *Architecture in Conservation*, Golding (2001) in *New building in historic context*, Crammer and Breitling (2007) in *Architecture in the existing fabric*, and Bloszies (2013) in *Old Buildings New Designs: Architectural Transformations*. So, the identity continuity of a place within an historic site is therefore an ongoing function or use of the historic fabric.

The requirements of architectural trends, such as new addition catering to contemporary requirements and comforts, play a role in every approach when space in an existing building cannot meet needs. However, its role of adding to existing architecture is very important in terms of the physical setting. Any actions on a street façade, over a roof top and the back of a lane can lead to deception of the original characteristics of a place. In fact, the extensions facing the service lane throughout Tha Tien's alleys have generated complex networks of routes connecting the buildings, both beside the buildings and within the alleys. Also, the inconsiderate extensions can be considered as a tumour amongst the repetitious pattern of façades. The most difficult aspect to control concerning additional architecture is when local residents take this issue as a personal affront. Therefore, planning permission is generally ignored.

Furthermore, architectural trends are also influenced by magazines and social media as it limits architect's thought and aesthetic perception (Sommer, 1972, pp. 108-110). A nostalgic style hotel concept, for example, is imitated through past experience. The decoration may be a mix from antique stores or craft shops worldwide. So, the disneyfication¹¹, as Relph (1976, p. 95) indicated in *Placeness and Placelessness*, can distort the true meaning of the building. In addition the increase of social media has enticed the occupant to perceive trends as beauty and social value.

5.2.4.3 Socio-economic

The socio-economic context has an impact on regional consumption trends and trading conditions. In capitalism, people have seemed to change their spending habits to take advantage of modern convenience stores and online markets. There are two levels of understanding the impact of socio-economic context relating to the use transformation process; 1) socio-economic contexts that shape consumption trends, 2) expectation on return rate after reuse.

E-commerce, tourism industry, mega wholesaler and franchise businesses are discussed on a wider level, while investment and return always concerns profits from investments.

¹¹ Disneyfication is the situation that explains "surrealistic combination of history, myth, reality and fantasy that have little relationship with particular geographical setting" (Relph, 1976, pp. 95-97).

5.2.4.3.1 Consumption trends

As a major trend worldwide, capitalism has focuses on an ability produce and generate sales within a market which includes a marketplace to airspace platform¹². In a mega city, the ongoing trend of reuse and regeneration is divergent. Steinberg (1996, p. 464), pointed out, the rapid transformation of city economics has caused the whole spatial pattern of land uses and activities to begin to change. Therefore, parts of historic settlements are now embracing tower blocks and improved infrastructures. The principal heritage is preserved while the secondary one is altered to respond to the socio-economic movement with further economical uses.

Consumption trends are usually related to accepting the values of society. The changing context of urban life has shaped new market contexts. Current trends in consumption are far from making only basic purchases. In addition, the social value of cultural consumption has shifted the uses of buildings to one that is service orientated, such as a coffee shop space that formally performed as a workshop space. So, a number of new functions have arrived when the existing functions have altered to new imaging and programme. This includes all new uses that come with trends.

In Said et al. (2013), an economic function of the building as an investment is the additional value to existing resources. Revising economic values can strengthen obsolete historical areas to become vibrant by the addition of cultural, social, functional, social, image and structural and legal values. Including the right use should help the outdated building to be feasibly retained (Latham, 2000). An understanding of the user and the prospective customer should be indicated in the brief. In Tha Tien, consumer trends initiate the important role of finding a new use for historic shophouses since the expectations of returns is quite high. A hostel, coffee shop and workshop responded to the trend of the hip and chic style market that is now thriving.

5.2.4.3.2 Investment and returns

a) Land price

Rapid increases in land prices during the last decade have instigated the tendency to demolish old buildings to gain empty plots of land. However, the shophouses in Tha Tien are safe due to strong regulations addressing the protection and conservation of Rattanakosin Island. Thus a number of shophouses survived because of the government's welcoming and accepting proposals of new programmes. However, the situation has changed during the last two years. The price of shophouses increased rapidly because of the opportunities provided by the location. In fact, two units of shophouses were sold between 14 and 20 million Thai Baht, and it was increasing to 40 million Thai Baht recently. This is 1.42 times more expensive than the Department

¹²Air space platform – the middle place that acts like a middleman where all goods and products are provided for purchase that can occur anywhere and anytime of the day. This method extends the limitation of purchase boundary to endless over the country and region, hence physical space is not important for the activities anymore. The economists believe that this method of commerce would help the small retails to survive among fierce competition. Air space can keep in touch with the customer at all time so there is higher chance of purchase

of Lands estimated price. This shapes Tha Tien to the land of investment rather than a residential area.

b) Rent

Rental demands play vital roles in the conditions of business and place attachment since it impacts future use, length of stay, and the amount of investment. The expectation of higher income to fight against inflation is excessively preferred in business. The tenant who cannot satisfactorily afford to meet the rental rate commonly revises the programme. Tha Tien's shophouse rentals, with a limited space for occupation, find it difficult when used for gentle commerce. Besides, a short contract may not provide good benefits to the investor therefore re-use may be necessary for further viability. With this force, new use in the shophouse is always changing to meet the local financial context. All the case studies have shown that some adaptation or total changes are essential to survive in the capitalistic circumstance.

In fact, the short contract does not entice the tenant to spend on decorating to establish an identity with the building. Concern of loss after the contract is finished is the most important issue when the contract cannot guarantee a viable future in the space. The use of the shophouses owned by the Crown Property Bureau, for example, has stringent guidelines for the tenants since only partial adaptation to the shophouse fabric is allowed. The old cupboard, a simple chair and table, simple equipment are allowed. However, hanging old images of the ancestors as well as other immovable decoration are not allowed. So, identity and pride cannot be expressed.

c) Return

The expectation on returns has forced occupants to attempt to find the best use for their investment. Also good benefits are the aim when developers invest. This need for high profits often destroys the state of being place when excessive use pressures shophouses' occupants to over-modify and over-decorate the spaces. Launching new promotions, campaigns and marketing ideas through trends and social requirements enhance a place and offer new experience. However, concerns of rapid return against high investments are always a constraint to shophouses since further promotion maybe required. The privately owned buildings seem to have more opportunities for modification and adaptation; while the ones owned by the CPB are constricted by being listed and entail specific guidelines set forth by the land owner.

The increase of rental price is another reason that enforces the tenant to make changes. The situation is different for the wealthy tenant as they can afford investing to gain returns. The owner of Kit Prasong Chinese medicine, for example, converted his house in remembrance of the family business, which is offering an imitation of a portion of Tha Tien's history. Furthermore, the new activity e.g. a small café, Chinese medicine shop and gallery are also offering new experiences to those who are walking by.

5.2.4.3.3 Branding of product and service

A high number of sales in the worldwide market today have tempted manufacturers to produce a large amount of goods. To present a contemporary identity of a product or a service within the highly competitive market, many businesses have been forced to rebrand their offerings. In the age of marketing, people are encouraged

to buy products and services with a constructive meaning one which convinces people of social positioning (Jaffe & Koning, 2016). So, when people make a decision to buy a product, they are also incidentally forced to buy future service too (Itsaraphakdi, 2016). This is because specificity of each product design also brings loyalty to the brand. Convincing people to always buy a product because of the decisions made from advertising, promotion and servicing after purchase.

Proposed uses are always based on the idea of ‘creative economy’ entangled with ongoing local traditions and market trends while surrounding environments are conserved as setting the scene for the benefit of local characteristics and tourism (Sirisrisak, 2009, p. 410). Hence, the shophouse as a physical setting is conserving a brand of locality.

5.2.4.4 Socio-culture

A uniqueness of physical setting and activities arranges culture and represents institutions that shape place, different beliefs and faith. The characteristics of human settlement (Creswell, 2005, p. 17) identified as culture were mostly a response to environmental essentials. This statement was argued by Sauer and Leighly (1963) who felt that significance of culture is an aspect of transforming natural environment. So, natural habitats are altering by the moving of cultural groups. Place in this condition is therefore, a principal concept of shared cultural spaces submitted by significance of meaning and practice in particular location (Creswell, 2005).

Socio cultural concern in use transformation includes living conditions, relationship within the family, organisation and society, social changes through the development of media, mobility and the integration of new urban life. The relationships of people in place is a constructed network of relationships as social factors e.g. place attachment related to home, common daily and time (Yazdanfar et al., 2013, p. 858). Social value is also defined as place attachment which refers to social cohesion, community identity, or other feelings of affiliation of social groups derived from a specific environment in the characteristic of home (Mason, 2002, p. 12). The discussions of social issues are 1) diversity 2) urban life 3) mobility and gentrification and 4) media and production.

5.2.4.4.1 Diversity

Cultural issues in Tha Tien are not only comprised of families, society members, similar cultures, activities and cultural requirement settings (Yazdanfar et al., 2013, p. 858), but also diversity (Jaffe & Koning, 2016). Groups of residents play an important role in use transformation when programmes and requirements are proposed from knowledge of ancestral backgrounds and cultural roots.

Groups of people in Tha Tien could be divided into two categories which are a single cultural group and a diverse group. The first group refers to the settlement of the Chinese in Tha Tien during the last hundred years. The second group explains Tha Tien as an overlaid place with people from anywhere coming and going. In fact, this can be seen from Tha Tien being a hub of transportation and a place of trade.

Presently, there are many groups of people living and working in Tha Tien. Cultural groups and working group have affiliations that are commonly seen in the place of Tha Tien. Thai, Chinese and Burmese are the major working groups. The others groups are the landlord and tenant, the manager and the worker, the trainer and the trainee. In use transformation, diversity among groups of local residents could assist the local area to provide a dissimilarity of functions and uses. The design of space for such diverse activities is created for all level of users.

5.2.4.4.2 Urban life

Working hours, leisure and life style, are aspects regarding human life in terms of setting programmes and understanding actual requirements of the urban group (Jaffe & Koning, 2016). The working life which used to only take place in formal office settings has shifted to home office and co-working spaces. These changes have shown that individuals manage working hours as desired to fit personal conditions and models of business. Thus, the shaping of a new place depends on requirements of space and time.

The pattern of activities is more complex due to availability of the situation. One can work and spend time at home, while the others go out to share public spaces in cafes to work and relax. On the other hand, the full-time office worker seems to enjoy a more experience based life style in restaurants and bars after long hours working. So, the restaurant business is growing to meet another requirement. Urban life plays an important role in setting programmes and requirements in the use transformation process. The new urban life shapes place of active functions and provides an association with a particular space and to a place of experience. However, there is concern of over-decoration of an associated theme that misinterprets place.

5.2.4.4.3 Mobility and Gentrification

Although gentrification is always blamed by the conservationist as to how it destroys the identity of historic areas by the influx of contemporary culture, it provides an opportunity for the quarters to be regenerated. In Tha Tien, for example, gentrification by new groups of investors and artists represents examples of businesses that settled in the area after the decline of the original wholesale markets. In fact, many of the local population point out that without gentrification by these people, Tha Tien would have died from the decline of the wholesale business. An interesting point is that the new arrivals can generate care and love to the place without the associative process. If the occupier has the background and interest in an historic building, the place should be surely retained. However, this depends on other issues be integrated during the use transformation process.

In addition, regeneration can be discussed in Tha Tien through the return of Generation Y who seem to construct their identities through using shophouses as their working and living space. Use transformation process can occurs in two different ways. First, all physical settings are conserved within a place while the new elements are adapted to fit with the existing space. Second, only the shophouse is kept, the new

design is based on the concept of new business and aspiration rather than working with the total or original existence.

5.2.4.4.4 Media and promotion

Media today has become a tool of presenting identity by using posts and photographs on a web page e.g. Facebook, Instagram and Pinterest. Requirements of social status and persona convince people to build their own experiences through life styling, eating, travelling, etc. (Jaffe & Koning, 2016). Visiting a new place, for example, can present social status as well as identity and uniqueness through the action and the scene. Through this platform, place of identity – physical setting, activity and meaning, has become a tool of personal distinctiveness.

In recent years, these activities seem to have a large impact on places everywhere, including Tha Tien. A number of coffee shops and café are over-decorated to offer customers a nostalgic scene for taking photos. Therefore, the old shophouses are over-modified, over-decorated and over-painted. The demand of a nice past also entails the return of previous pop culture and for it to be re-associated with the historic shophouses. This represents a yearning for the past through the demands of art, media and architecture.

In addition, the culture of travel is another issue that impacts use transformation. High competition among businesses has forced each place to receive good reviews through travel agents' website e.g. Tripadvisor, Expedia, Booking, etc. The impressions from photographs are very important when potential customers compare and review each place. The use of old shophouses in the tourism business engages on the platform of competition, thus the expectations for profit are high.

The growth of social media seems to provide an opportunity for transforming shophouses. However this should be reconsidered for the long term use.

5.2.4.5 Control

The role of control through planning and building regulations during the use transformation process seems to specify the allowed uses. This may be in conflict with the reality of the ongoing socio-culture when the planning and building controls are a top-down based rational. Control in use transformation process can be referred to as the following: planning acts, building regulations, the possessions of residents, concern for the organization of beauty, health and safety, convenience, and the public realm on the issues of physicality, activity, and use. In reality, where there is conservation on Rattanakosin Island, there are only a limited number of uses and activities allowed, as well as restrictions on the area's physical character. Therefore Tha Tien's shophouses are carefully considered throughout the process of change.

5.2.4.5.1 Planning regarding land use allowance

Specification on land use always limits activity to designate places (Larkham, 1996). The planning for allowance of uses in Tha Tien, is generally aimed at controlling existing activities and the inclusion of new activities. In fact, Tha Tien's identity was facing a change through the organisation and control of past situations; urbanisation, relocation of fruit and vegetable market, limitation of trolley size and limitation of land use. So, the uses of shophouses that conflicted with the planning acts must be relocated. Therefore, a function that used to be an identity of Tha Tien was expired and relocated.

As a conservation area, the buildings' height is limited to 16 metres. With this limitation, uses of shophouses are declining constantly. On Rattanakosin Island, for example, the conservation plan in 1997, produced on the occasion of 200th year's anniversary, was designed to control uses within the urban context as well as the individual buildings' usage. Also, an integrated plan designated the protected area of the inner Rattanakosin Island. In fact, regulations of protection and control of physicality to Rattanakosin Island have covered various subjects which are building height, set back regulations, floor area ratio, control of building type and use. The Acts that control Tha Tien's area are:

1. Ordinances of Bangkok Metropolitan Administration on Specific areas that do not allow new development and adaptation or changing some categories of building use in the areas of Rattanakosin Island, Borom Maharatchawang District, Phra Nakorn, Bangkok in 1985 (figure 5-5). Tha Tien is in area No.3 which does not allowed any new construction and adaptations for factories, offensively commercial buildings, entertainment buildings, hotels, theatres, warehouses or auditoriums.

2. Regulations from the Office of the Prime Minister on Conservation and Development of Rattanakosin Island and Historic City in 2003.

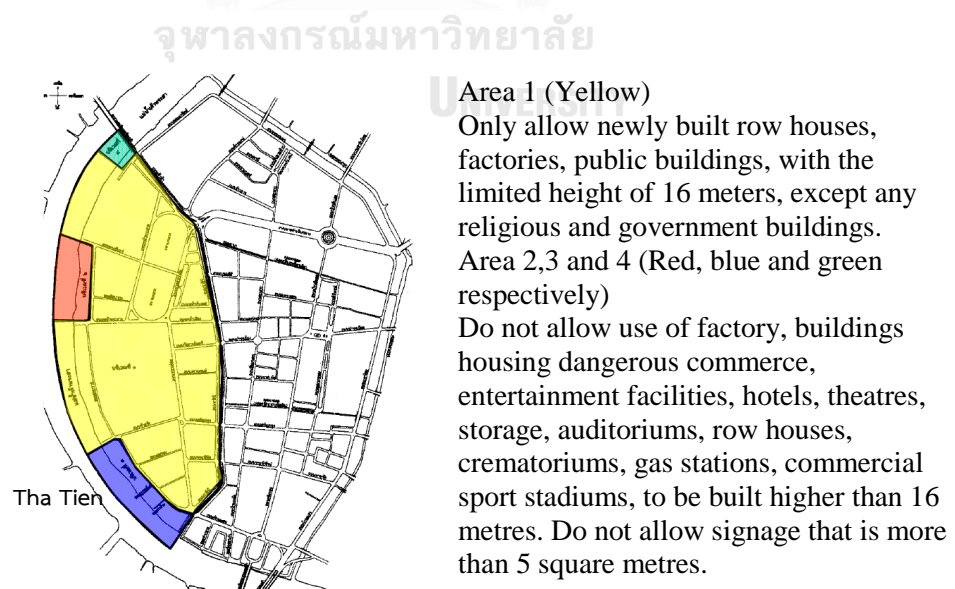


Figure 5-5 Illustration of Tha Tien and its allowed usage (figure 4-13) Source: BMA

Later, control of other buildings rather than temples and palaces were implemented around 2000. Therefore, a number of shophouses owned by the Crown Property Bureau on Rattanakosin Island were listed by the Fine Art Department. Other regulations are guidelines on the use of shophouses by the Crown Property Bureau.

In conclusion, planning through control of height, buildings' characteristics and land use is the strongest concern of what use could be transformed. If a variety of choices are restricted, an area is converted to a mono function.

5.2.4.5.2 Building regulations on changing of use

The regulations applied to changing of use, adaptation and demolition in the Thai Building Act does not specify many details on the essential actions. It does declare though, that adaptation which is larger than five square metres must be authorised.

The building regulation is the most obstructive mechanism of use transformation in Thailand. When an historic building was first constructed the planning permission already granted the use classification. The contemporary conversion of a building type to another usage is limited by the regulations dealing with accessibility, parking and loading capacity. In fact, the definition of shophouse was defined by their characteristics and type of use.

The Ministerial Regulation No.55 in 2000, and the Act of Building Regulation in 1979, decreed that a rowhouse must have the capacity to resist fire; this also included shophouses. A rowhouse legally means a building constructed with at least two units which has a separate wall in between the units. When a rowhouse meets the fire resistance regulations it becomes a shophouse by definition. This shophouse refers to a residential unit that has not more than three storeys high and is set back from the footpath at the front, back and side of the row. When the shophouse mixed with other functions, such as commerce, business and industry, its definition shifts to being a shophouse for a commercial building.

These definitions impact the shophouse when it is converted for another use. Loading capacity, fire safety and width of staircases are established in relation to the former planning permission. In fact, the private shophouse has a loading capacity of 200 kilogram per square metres, while the public shophouse has the higher loading capacity at 300 kilogram per square metres.

Furthermore, an amount of car parking acquired by the building regulation also obstructs use transformation process. After the declaration of parking requirement number by ministerial regulations No.7 in 1974 replaced by the Bangkok ordinance on building regulation 2001, parking number is specified by utilisation of shophouse such as residence, retail, restaurant, office, etc. However, the shophouse built before 1974 was not meet with the new parking regulation. So, the owner of shophouse desires to avoid the planning permission.

5.2.4.5.3 Listed building

In Thailand the terms “listed building” sounds obstructive when the public is confronted with a long and difficult procedure. To work with listed buildings, it is necessary to consider the Guideline of the Practice and Regulation of Historic Building Conservation set forth in 1985, according to the Act of Historic Building, Historic Object, Artefact and Museum in 1961, and revised in 1992. Therefore, the concept, method and process are following the Fine Art Department (FAD) guidelines and suggestions. Any application to change usage of the shophouses which are mostly private own, are also required to gain consent from the director of the FAD. The process includes:

1. Surveys of the existing building – architectural and historical damages and existing conditions
2. Proposal – preservation of values
3. Previous documentation of any conservation, addition and consideration of the missing element
4. Methods of conservation – protection by making lists of important building, conservation by preservation, restoration and repair, and safe guarding by protection and preservation of landscape and environment and management. It also includes “do not repair, amend, change, remove, extend, and demolish any listed building”. If the owner realizes an income from the listed building, any supports from the FAD cannot be requested. For the in-use ones, it can be infilled and extended for some essential functions that harmonise with and are appropriate to the new design.

In Tha Tien, the renovations of listed buildings owned by the CPB took four years to complete; of which two years was preparation and two years was on construction. The one storey buildings at the back were replaced by the three storey buildings over the arcade. The new additions were constructed by new materials and structural designs that imitated the existing ones. The overall look is totally brand new.

5.2.4.5.4 Guidelines

The guidelines established by the landlord can highly limit the tenant, thus restricting capacity to adapt. An example can be seen through the listed shophouses owned by the CPB. Restrictions on actions, such as decoration, use and appropriate behaviour, require the tenant to live in the available space rather than being able to identify with place. So, the implementation of guidelines should be based on possibility and flexibility of living. Allowance for activities that enhance people’s association with place should be a concern.

5.2.4.5.5 Conversion of any building for hotel use

After the rapidly rising numbers of hotels in recent years, A Ministerial Regulation on Specification of Other Building Character that Used for Hotel Business was promulgated in August 2016, in order to convince the small accommodation

business to provide safety of both loading and fire standards. This regulation is for any buildings types that have the potential for conversion. The regulations include mandates in which safety regarding stair, fire escape and loading capacity are entailed.

5.3 Issues in use transformation process

To understand the issues of acknowledgement, conceptualization, adaptation and identification contributing to the use transformation process, each issue is examined. These components are defined through action, role and impact on how place attachment is performed. So, the flexibility of responsive behaviour to place bonding is examined. However, continuity of use is due to decisions on the activity and acquirement of utilization.

To refine the understanding of contributing issues it is determined that building, location and human are stable factors that always have direct impact on the use transformation process. The concept may point to the building and values gained after reuse. This could be discussed by the following two factors, human and context. Relationships between human and context that shape thought, knowledge and social status seem to affect people's behaviour towards consumerism. This is seen when planning and control has power over use transformation process.

After the examination of the case studies in Chapter 4, it can be seen that the emotion of bonding occurs throughout the whole process of use transformation. The forms of attachment can be seen by an understanding of place, sense of place and intention. The process of bonding is parallel to the construction of meaning while use is proposed for transformation as stated in Chapter 4.

The diagram below summarises the role of place attachment in each stage.

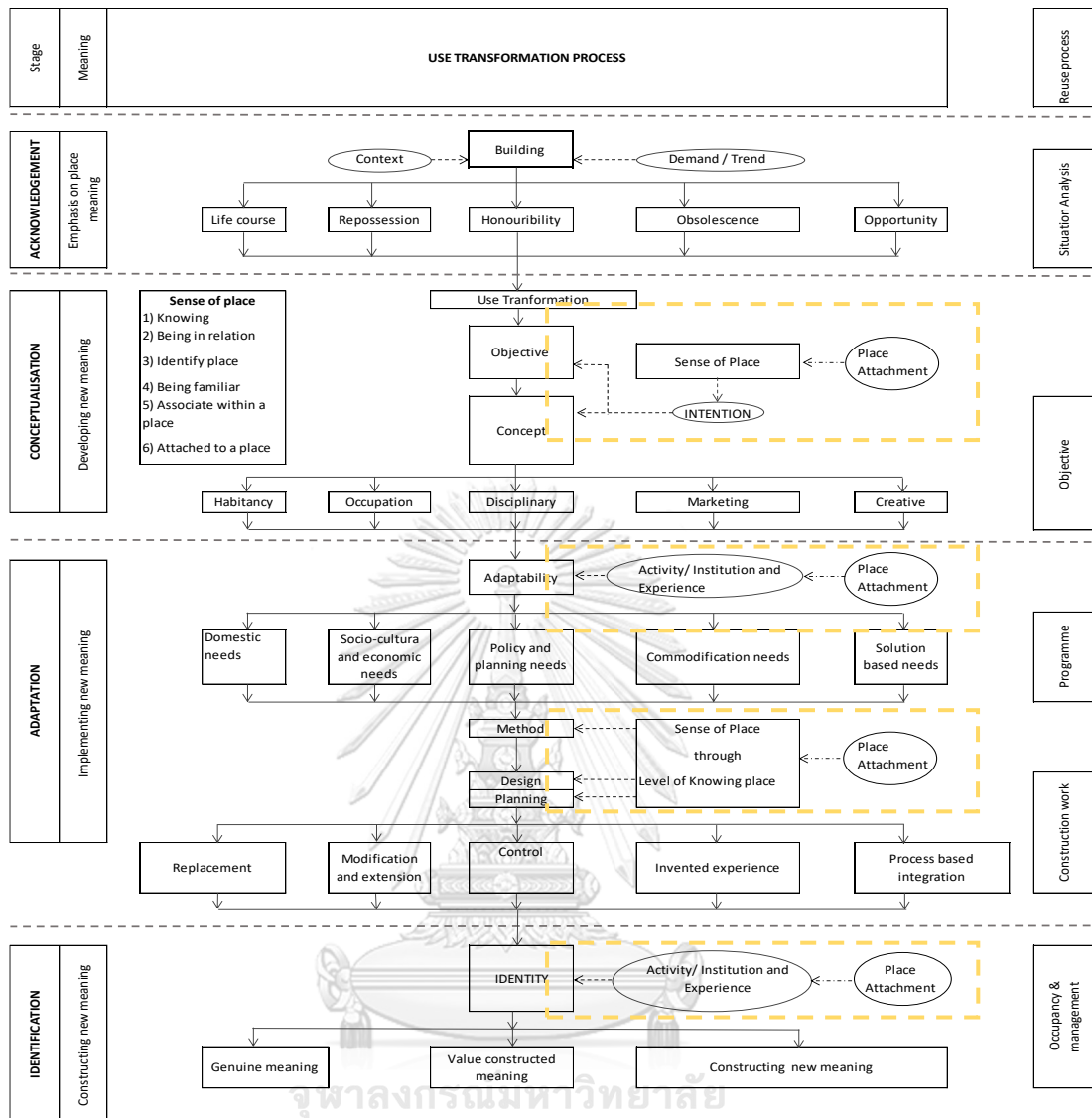


Figure 5-6 Issues contributing to use transformation process based on figure 1-3

5.3.1 Location

A prized location is directly related to an increase in property values. Since good locations provide convenient accessibility and strategic positions which have potential for businesses and settlements. In use the transformation process, location is concerned with relationships between surroundings, convenience of accessibility and connections to neighbourhood area (figure 5-7).

In the acknowledgement stage, location and related factors are investigated regarding reasons of obsolescence and opportunity. Then surroundings, accessibility, land use and land prices are the issues contributing to the conceptualisation process and the possibility of use are examined. When the land use of the site is limited, a feasibility study of the proposed use is reviewed for a break-even point. This is compared to the

investment in land price. The prime location of the shophouses in the site also provides usage options. However, location is less mentioned during the stage of adaptation and identification. Unless, the site is hidden from accessibility and morphology of the site is disappearing.

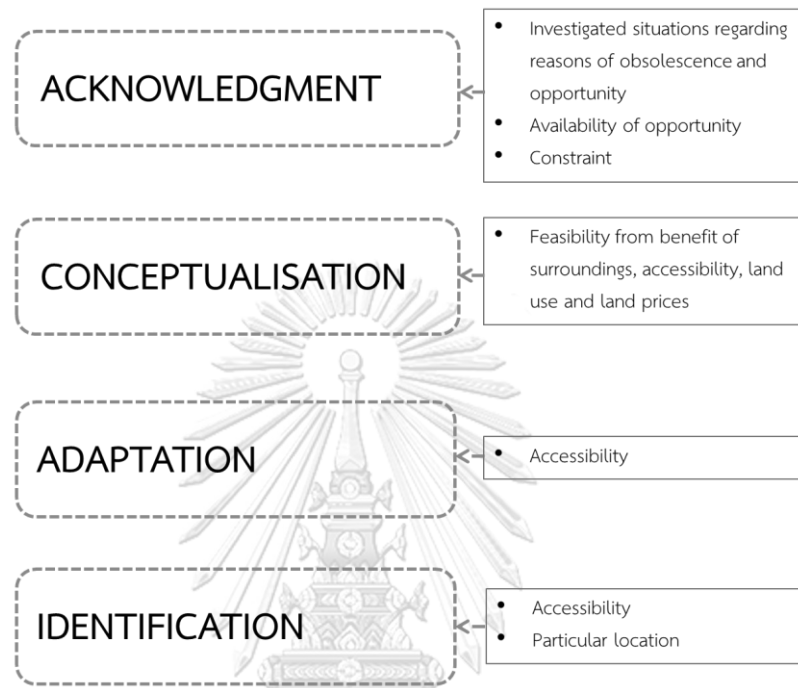


Figure 5-7 Location in use transformation process

Location represents cohesion with the other places that are surrounding the area since place is about connection and relationships. Bonding to place can also be linked with another place nearby. Bonding can also occur by connecting to locally built environments, familiar people in the site – neighbours, friends and relatives, senses, and memories. Sense of place is explained by peoples' experiences of the physical environment by location that morphological and cosmic connection are interpretation and experience (Jiven & Larkham, 2003; Norberg-Schulz, 1980).

5.3.2 Building

Tha Tien's shophouses are physical settings providing the potential of available space as a form as well as spatial planning through the use transformation process - acknowledgement, conceptualisation, adaptation, and identification (figure5-8).

First, shophouses in the process of use transformation are viewed as an availability of opportunity. Constraints for new utilization appear during the acknowledgement procedure. Also, the existence is analysed by means of current

conditions as deterioration and potential. Values of the shophouses as tangibility and intangibility cannot be ignored.

In the next component, conceptualisation, status plays a role in furthering works to the building. However, the levels of bonding to a place by inhabitants is reflected by the decisions of concept and proposed works. A shophouse, as a place of dwelling, is modified to fit with a state of occupancy and family events. An example representing continuous residency is the shophouse G10 (T. Thaiwat) where it houses the family owned ice making business. The shophouse as a physical setting is re-divided in relation to growth and decline of family members.

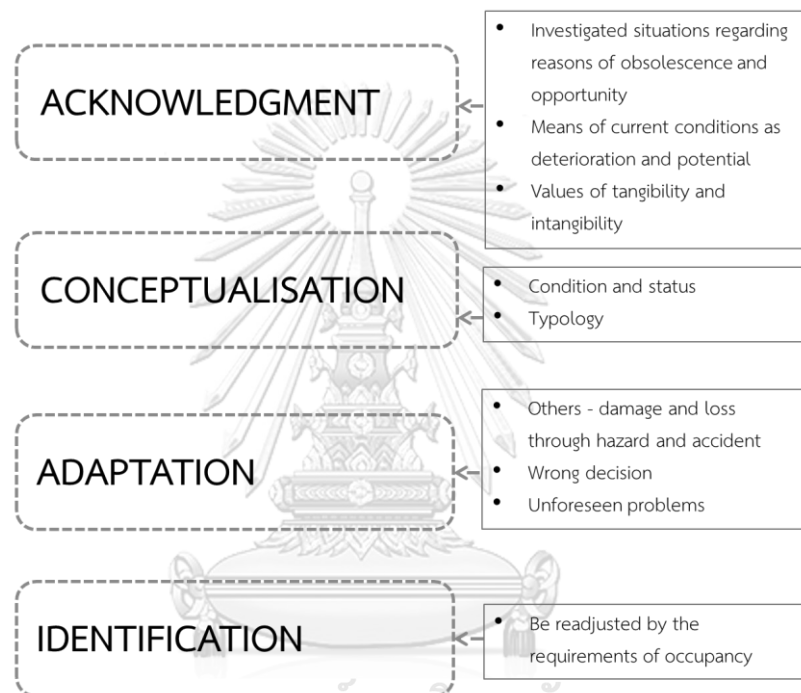


Figure 5-8 Building in use transformation process

Commonly finding an appropriate use of an existing building as well as matching its context with the requirements of use is the adaptation procedure. (Latham, 2000; Markus, 1979). However, it is based on the condition and status of the building. Attached typology of shophouses specifies use in the building, as Latham (2000), pointed out. Significance is added during adaptation of the building. It can be derived from construction work where the state of damage and loss through hazard and accident are taken into the account (Crammer & Breitling, 2007).

Finally, identity and belonging is redeveloped again after the new use is implemented. In fact, when a local resident returned to a recently renovated shophouse owned the CPB, their furniture, personal items, family photos and tokens were positioned by desire of familiarity and function of use (Creswell, 2005). In the case of loss, disappearance and demolition, identity would be readjusted by the requirements of occupancy (Twigger-Ross & Uzzell, 1996). In some cases, a new identity is also

constructed. Through identity as genuine requirement of use, the building may again be revised again.

5.3.3 Human

In the process of use transformation, generations play an important role in any decision making in any application of works (figure 5-9). First, understanding generational behaviour could dictate a clear relationship between space and activities in the acknowledgement stage (Tu & Su 2012). In this way the relationship between occupants and place is defined.

During the conceptualisation phase, any parties who are dealing with the local population should have a good relationship with them. The method of data collection should be appropriate to the local background and knowledge. Also, the process should be friendly. Observation of ongoing activities is necessary as a result of social production.

When the concept is conceived, adaptability should be defined; either it is relevant to physical setting transformation or it is not. If it is, design methods and processes are planned by architect and owner, user or possible occupant. All participants are included who may be involve with the adaptation process.

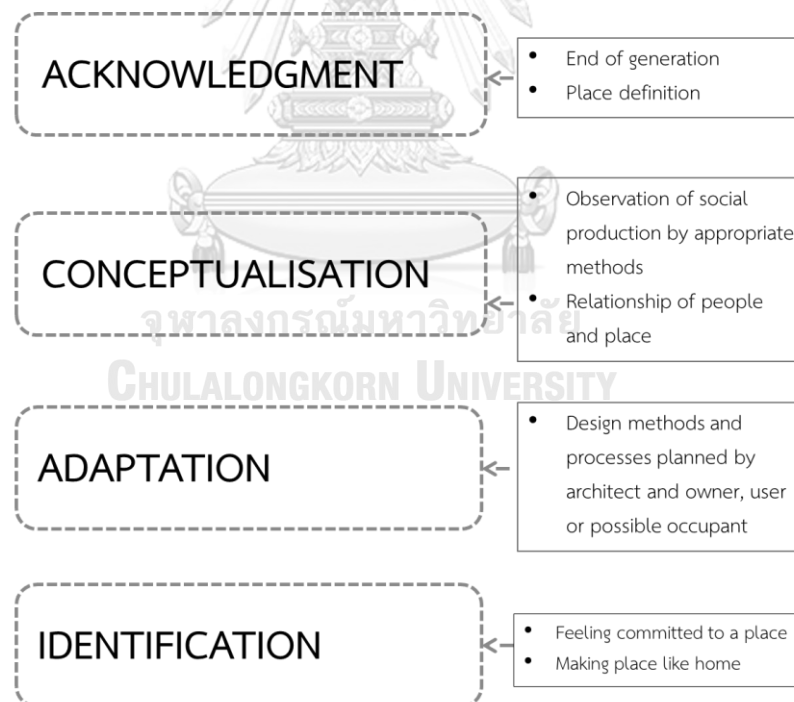


Figure 5-9 The human aspects in use transformation process

At this stage, a level of sense of place should be carefully understood. Shama (1991, p. 350) , agreed with this idea by her support that levels of place overhaul emerged only in the highest levels of people feeling committed to a place. The stage of identification is conducted in order to reunite oneself into a process of a place (Twigger-

Ross & Uzzell, 1996). Meaning is reconstructed from everyday activity (Seamon, 2014) While a sharp identity may be constructed through conducting design works on physical settings this, however, may be out of context.

5.3.4 Context

Context plays an important role in shaping a new programme in use transformation process. It is shaping a new programme of requirements by society, economics, and politics. In each context the issues may be different therefore one must understand the concerns at each stage. First, context is a scenario shaping the building, location and instigates growth and decline. Second, context shapes thought and values. Third, context entails people thinking about what is required by utilisation and adaptation of their building. Fourth, context has become a challenge for occupants generate an awareness of market, trends, and customers.

5.3.4.1 Policy in use transformation process

Politics in use transformation process comes in the form of heritage policy and guidance on reuse (figure 5-10). It takes the role of propaganda and suggestion on actions and quality of living. In the conceptualisation, context politics are revealed in the process by intention, planning and guidance of how work with historic buildings should be carried out. Again, politics sometimes has strong suggestions on how the historic building should be conceived in the adaptation stage. However, this is an ideal in Thailand where legislation on historic buildings is not productive to cover all types of buildings. So, politics to heritage buildings and historic areas is still efficient for the levels of master plans and conservation.

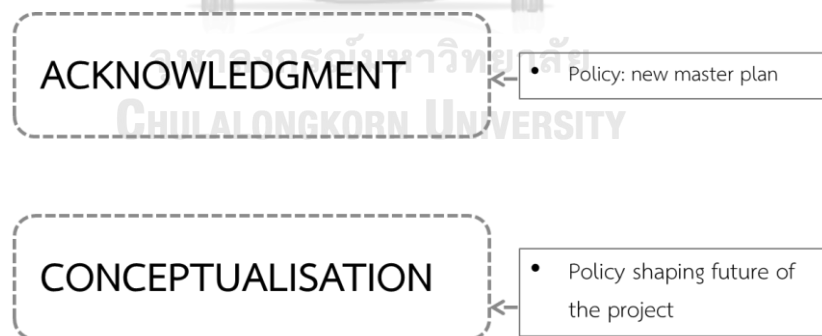


Figure 5-10 Policy in use transformation process

Application on reuse is still liberal apart from the listed buildings and landowners' awareness. Without a deep understanding of place, all master plans conducted in the last 40 years have always been theory-based rather than phenomenological based. So, locals are usually separated from their place while the physical settings are well positioned for care and maintenance.

5.3.4.2 Architectural trends in use transformation process

Architectural trends have a direct impact on the use transformation process when adaptations of physical settings are required (figure 5-11). In the stage of conceptualisation, invention of new additions may give a refreshing feeling to the site. However, the decision is made only in the process of adaptation after the programme of use is conducted. In fact, conversion in such small building typologies such shophouses, additional floors and extensions can be considered for more space. Since the amount of spending on building work is always matched with the terms of a contract. The Tongkin Aunnum, for example, has a three year contract term. So the tenant invested a low amount on decoration by keeping the existing decor.

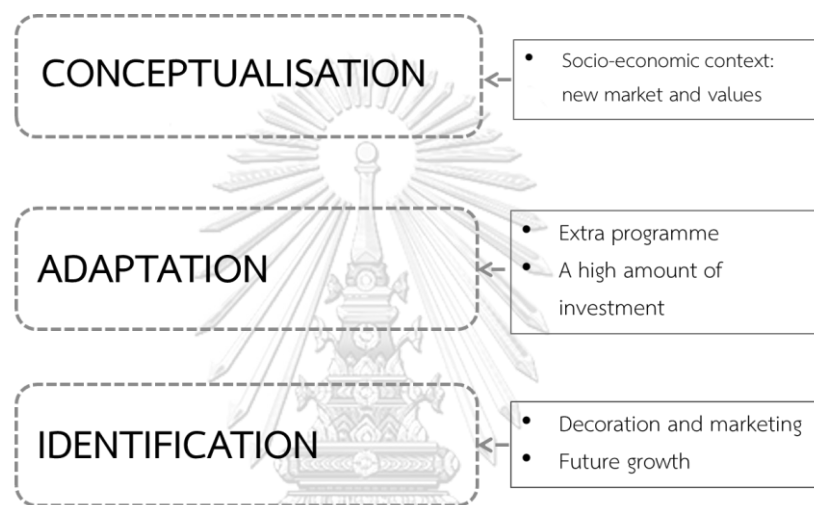


Figure 5-11 Architectural trends in use transformation

A physical setting is retained for remembrance and interpretation (Jiven & Larkham, 2003; Norberg-Schulz, 1980). Further integration can be revised during the identification process regarding genuine activity in the shophouse space. Therefore, more extensions can again be reviewed after the new use is growing or declining. Upgrading shophouses to fit with the living conditions as part of an identification process seems to be uncontrolled when the shophouse is in use.

5.3.4.3 Socio-economic in use transformation process

In the use transformation process, socio-economic issues are a concern during the conceptualisation investigation of the right use (figure 5-12). At this stage, the brief is written to ensure decisions are made concerning benefits and investments. By the terms of the investment, profits are expected therefore, in the brief, points involving investments are taken into account. The amount of an investment, the length of time before an expected return, business hours, and capacity of service are issues contributing to the reality of the proposed situation. The feasibility study is always a priority in any reuse projects since economic aspects have become a basic need in the capitalism era.

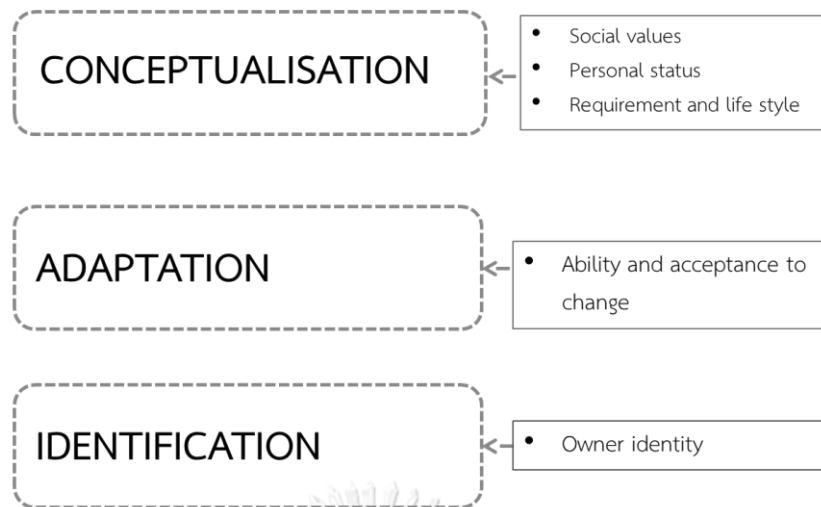


Figure 5-12 Socio-economic in use transformation process

In the stage of adaptation, socio-economic impact is an issue that specifies requirement of use. Converting historic shophouses in Tha Tien occurred after the influx of mega wholesalers and franchise businesses arrived in the mega commercial sectors. So the growth of tourism has provided an opportunity for conversion. A number of shophouses responded to the new tourist market by changing from previous uses to supplying overnight accommodations and other hospitality services. With fierce competition within the market, new experiences were designed under the theme of disneyfication and fantasification in the stage of identification.

5.3.4.4 Socio-culture in use transformation process

Social changes reflect requirements of space for living and working when the complexity of connections has transferred to the social media sphere (figure 5-13). Therefore private, semi-private and public spaces are sometimes merged when activities occur in one place. In the use transformation process, the role of socio-culture occurs at two levels and work like socio-economic factors. First, socio-culture is shaping the urban society and the second factor reflects particular need of use and spatial organisation within the building.

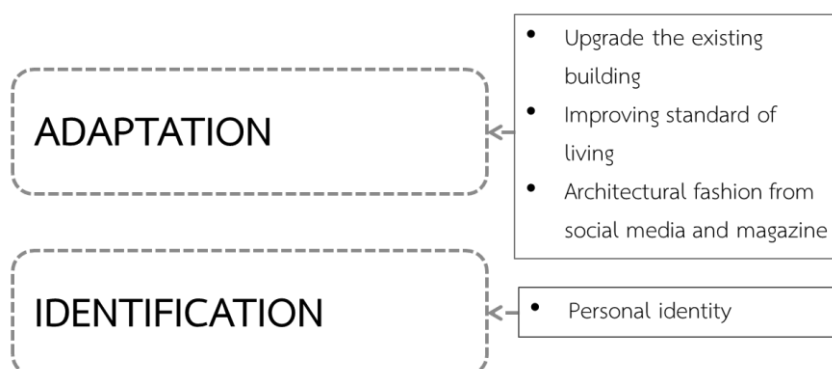


Figure 5-13 Socio-culture in use transformation process

However socio-culture plays an important role in the stage of conceptualisation, adaptation and identification. Levels of understanding of a place during conceptualisation are a result of attachment and commitment to place. This includes belief and faith. The use of space can also be considered as social production and planning of the future use regarding a particular institution. In the adaption process, space requirements are established through the programmes of use which are partly actual, standardised and constructional practice. After the process of use transformation is completed, identification as a social production is again redeveloped in accordance to spatial organisation designed by individuals.

5.3.5 Control

The result of strong controls through master plans and conservation has an impact on place of Tha Tien's shophouses (figure 5-14). Controls placed on accessibility to the site by limitations of trolley size and an emphasis on land use that does not allow small food industries has led to a number of shophouses closing down. Besides, the encouraged demolition of a number of shophouses during the 1990s has forced many ongoing activities to desist. Acknowledgement of buildings and sites was established by the revitalization scheme from The Urban Renewal Section, Land Readjustment and Urban Renewal Division under Department of City Planning Bangkok Metropolitan Administration in 2003-2004. Hence, the situation has improved.

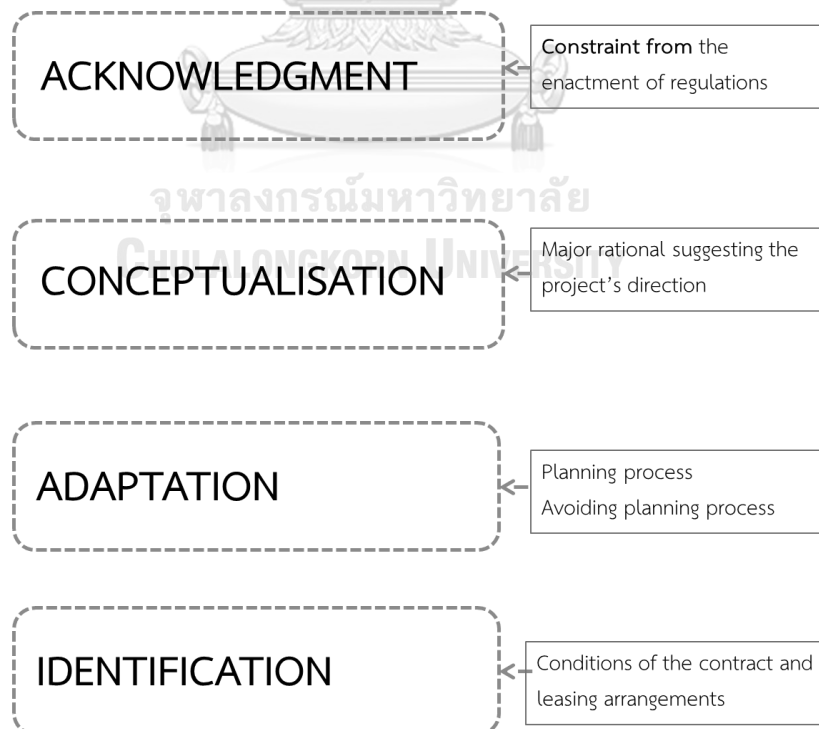


Figure 5-14 Control in use transformation process

In the use transformation process, control as planning and regulation plays important roles through the four stages. Control is greatly realized in the stages of acknowledgement, conceptualisation and adaptation while it is a condition in the stage of identification. In the acknowledgement process, the enactment of regulations puts constraints on an existing building's use and development, as well as controlling amendments to the site. These regulations can generate advantages and drawbacks influencing the endurance of the site.

In the conceptualisation stage, planning and other regulations are the major rational suggesting the project's direction. Each use has to follow building regulations for minimum safety and service. In fact, new designs and modifications of existing fabric should comply with the minimum obligation of the regulations. Normally the concept of the project is to avoid controversy with the allowance of land use.

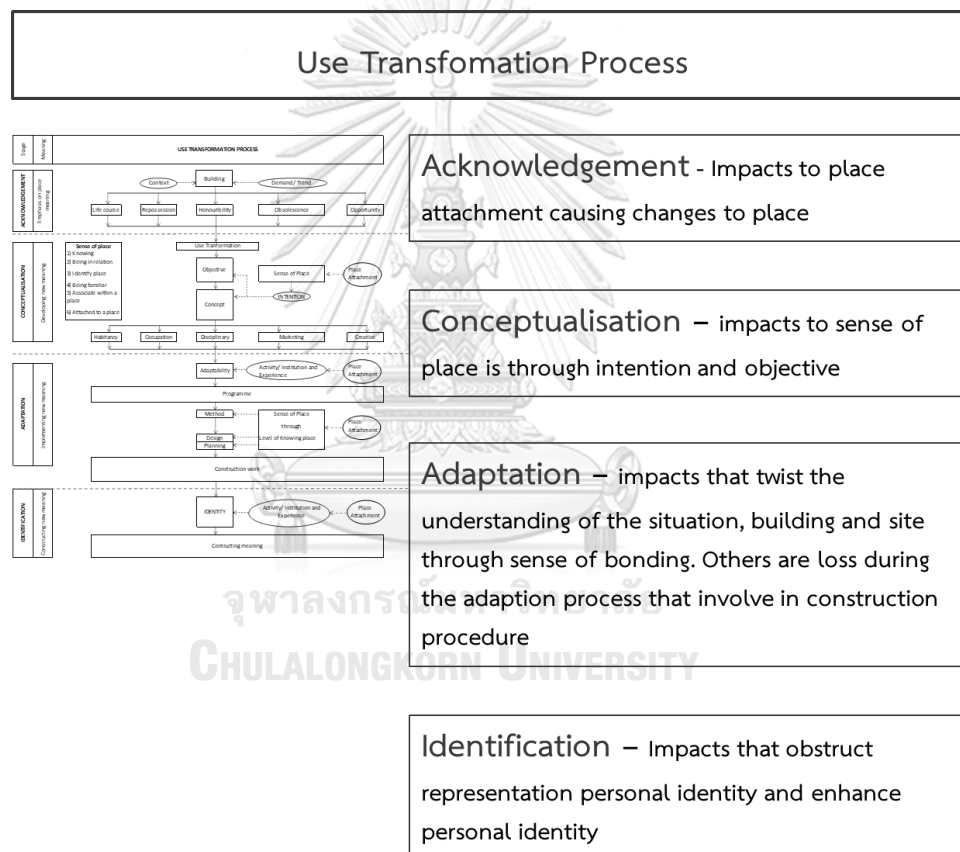


Figure 5-15 Issues contributing to place attachment in each stage of transformation

However, the controls play an important role in adaptation process. When proposed new uses require an extension of a shophouse, the proposed floor additions designed in the planning process increases the chance of viability. In fact, the proposed Riva Arun hotel at 3.75 floors can extend to 6 floors. Finally, control of building regulations and land uses has less impact on site when it is practiced. Unless, the use of the shophouse is different from the allowed and proposed activity the extension is far more than acceptable of to the Department of City Planning Bangkok Metropolitan

Administration. In addition, control in identification process is enacted through the conditions of the contract and leasing arrangements. This is quite clear in the sample of shophouses owned by the CPB as the tenant must act according to the CPB guidelines. Therefore, individual place is hardly rebuilt.

5.4 Relative issues to use transformation

In conclusion, understanding issues that contribute to use transformation can maintain the state of being in a place in different ways. These issues impact place attachment through the process of changing use. Physical setting, activities, experience and meaning are transformed by condition, availability and limitation. So, use transformation is remaking place by different intentions and processes. By five approaches of use transformation, it seems that each issue – location, building, human, context and control plays different roles in each stage.

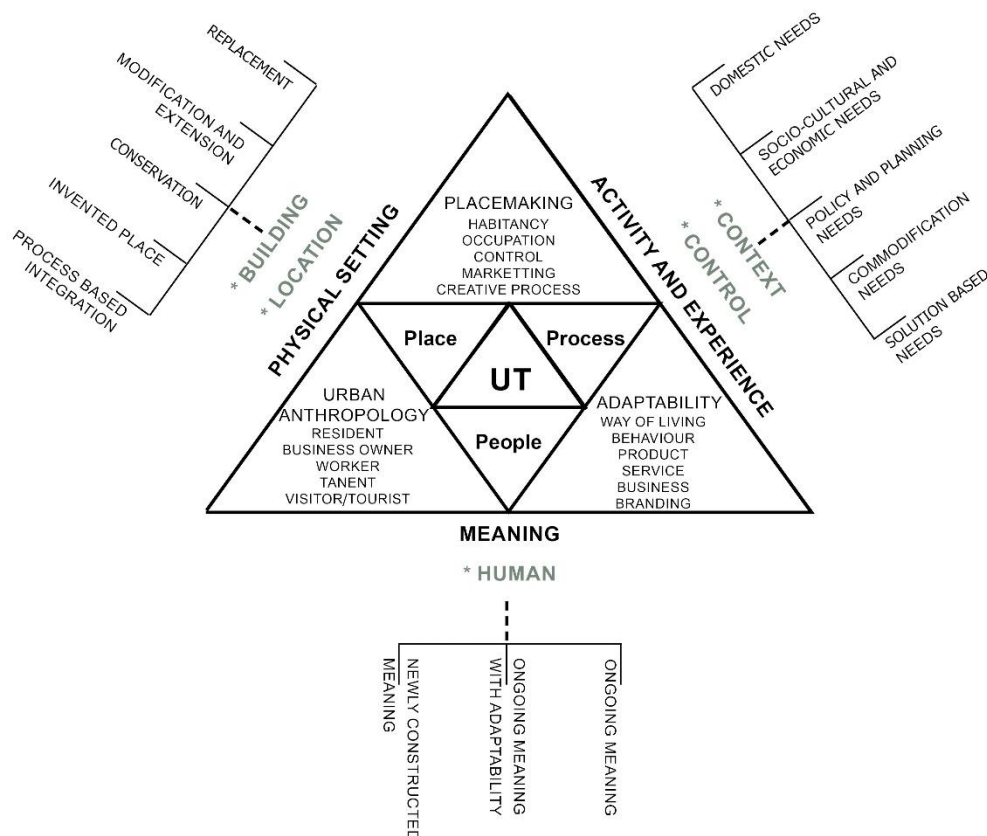


Figure 5-16 Use transformation framework after examination of the case studies developed from figure 4-20

A place can be remade by the relationship of the issues regarding place attachment to the programme in the use transformation process. Location, building, human, context and control in the use transformation framework are affiliated in all

processes, however only two main elements are involved during each stage of the process. On the other hand, the summarisation of place can be discussed through 1) place and process: issues contributing to secure physical setting 2) people and place: issue contributing to maintain meaning (sense of place) and 3) people and process: issue contributing to maintain activity and experience.

5.4.1 Place and process: issues contributing to securing physical setting

Physical setting is established in the use transformation process as a result of bonding, and through an understanding of the building and site. This is done by the integration of knowledge and data collection during the conceptualisation and adaptation process. As indicated the physicality carries on meaning and is represented through tangible qualities; physical setting as location and building for place is always enhanced. To strengthen the physical setting in place, the process regarding activity and use should be carefully consider compatibility and appropriateness. However, constraints from investments and returns therefore pressures place to be revised.

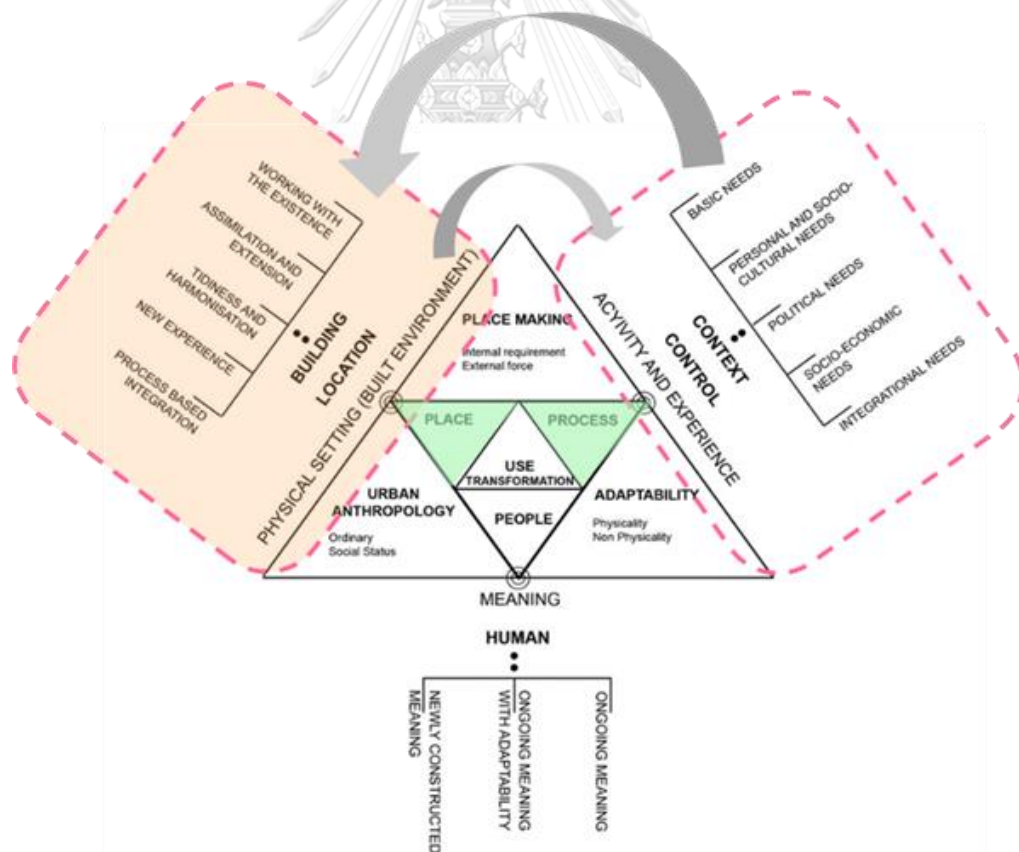


Figure 5-17 Issues contributing to process and place in use transformation

Use of law and control is to ensure the ongoing physicality, but it may be insufficient if the building is being used for extreme business. Constraints from

expectations of income can lead to excessive use and over-extension in the building. An awareness of the architectural trends needs to be addressed by professionals who are involved with the project from the acknowledgement to identification stages. Especially in the adaptation stage, where concept, process and method are inscribed by data collection gleaned from acknowledgement and conceptualisation. From the survey in chapter 4, it is necessary to insure that any changes of historic fabric are safe from damage and destruction of memory and association. Methods of use transformation in physical settings include replacement, subdivision, modification, representation, extension, re-function, upgrading, re-programming, and infill.

In addition, securing the physical setting should be based on process rather than the final image since it can enhance people's understanding within a place. People are relevant in the processes of conceptualisation and maintenance. They can construct a place by improving building environments to the stage of satisfaction regarding remaking place. The surveys in Tha Tien have shown that identity of place can be reconstructed in the identification stage, even if there are losses through adaptation. A clear analysis during acknowledgement and conceptualisation enhance and identify place attachment from the beginning of the process indicating what should be preserved and protected. Since commitment of place is allowed to be expressed.

5.4.2 People and place: issue contributing to maintain meaning

The meaning of place is in regards to identity and sense of place to which perception and surrounding interact. Mata (2009), pointed out that authenticity can be understood from genuine material as heritage resource that elevated in time through phrases of construction and utilization. In continuity of a place, it is necessary to maintain materiality in order to secure people's attachment to place. A place commemorates associations with family, friends and even workers. In fact, people can look to shophouses' settings where narrow lanes and small shrines are usually linked to daily routes.

To enhance continuity of a place, it is necessary to support individual and mutual occupations existing in a place to be continued without interruption from outside issues of relocation and accessibility. It is important to intertwine long term occupancy with the new developments and planning of a place. Concentrating only on infrastructure and improvements the exterior of buildings is harmful to the local residents who are living and working in the areas to find new opportunity elsewhere. This means that situations that disturb the emotional ties to a place should not be changed rapidly. When people seem to be satisfied with what they are experiencing, evolving changes should progress in a natural or timely way. In contrast, in a different situation where there are cases of unhappiness, then transformation is essential. So, continuity of place is derived from the satisfaction of occupation, living standards, and quality repair and maintenance programmes. Improvement of a place is usually fabricated within the patterns of living; culture driven, personal identity and social status.

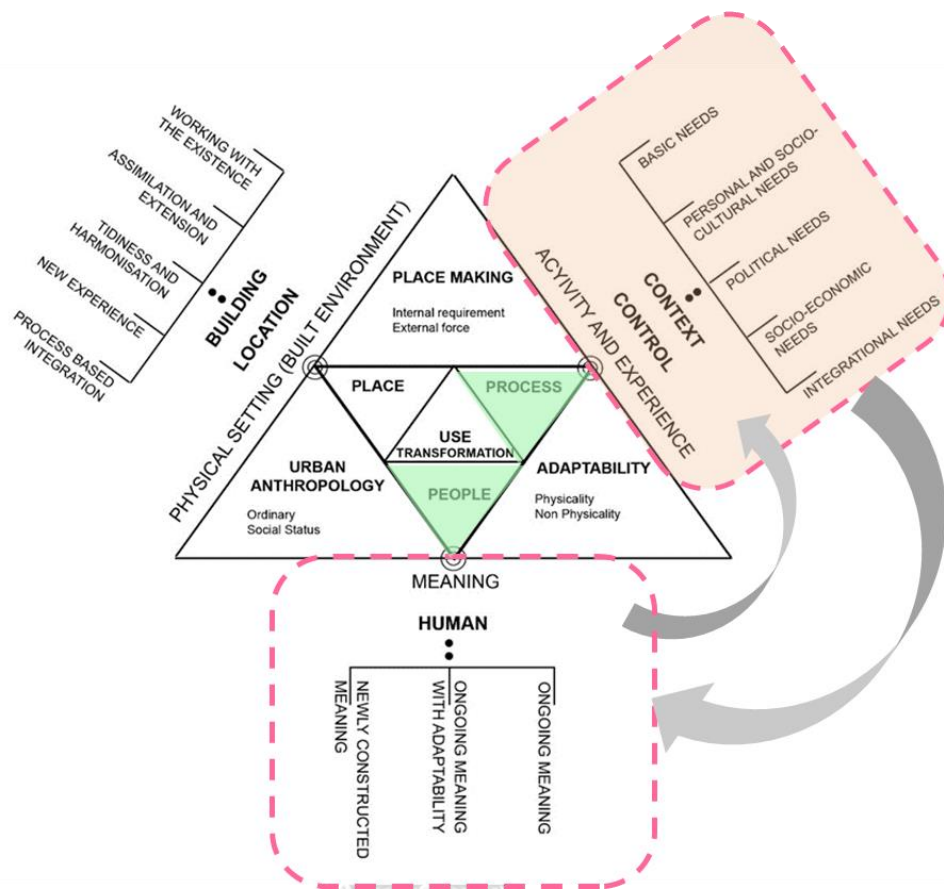


Figure 5-18 Issues contributing to people and process of use transformation

To retain use as identity of a place, the aspects in relation to place meaning – experience and practice will be sacrificed through physical setting, spatial behaviour (experience), and practice (control). By visual quality, sense of place can be perceived through period of association (Tuan, 1979, p. 410). This can be argued that human feelings of bonding to place should be carefully understood in the process of use transformation - human mobility and relationship, project procedure and people attachment.

5.4.3 People and process: issues contributing to incorporating meaning construction and institution

Construction of relationship between people and existing activities can be enhanced through the roles in each stage, right of participation, and construction of programme. Issues contributing to flexibility of adaptability in the process of use transformation can be understood through new activity and situations of a socio-economic context. Affirmation of place bonding in each stage is very important since values and significance is expressed to in relation to the public realm and the working team of designers and associative professionals. The three situations in use

transformation are discussed in order to strengthen the relationship between people and the process are 1) capability of adaptability 2) understanding of role in each stage and 3) construction of programme.

From the study in Tha Tien, it can be seen that living conditions during the process of use transformation can be disrupted by relocation and control of social production. In fact, long term relocation during the process of adaptation must be reconsidered, since the chanced loss of remembrance and recollection would make people disconnect from their place. When they return, the state of being out of place can occur. This can happen when new designs generate levels of detachment and low or no levels of bonding. Place attachments with sites through understanding have been negated. Architects, builders or interior designers, and others with architectural knowledge should understand the site as inclusive knowledge.

Emotion towards place transpires when desires affects changing physical settings. Levels of attachment through adaptability cannot be measured accurately. Bonding through understanding of the site can enhance awareness of place due to a variety of processes re-making place. Place adaptability is as placemaking by process of enhancement of meaning, materiality and social construction.

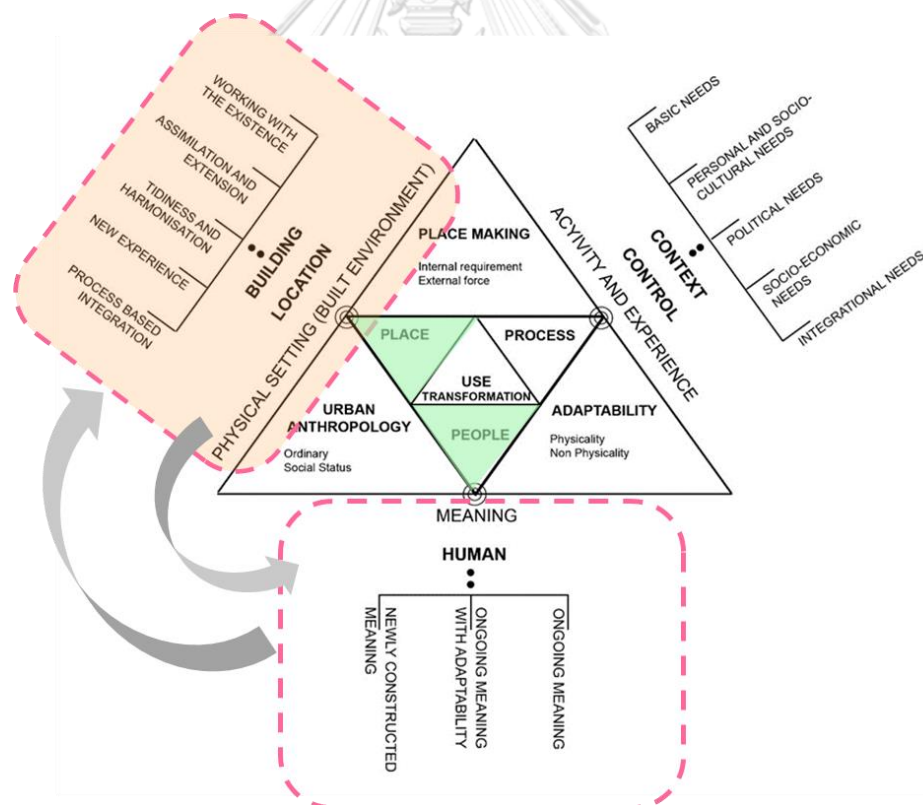


Figure 5-19 Issues contributing to people and place in use transformation

Within a living space people adapt their place by levels of feeling towards place. Even Shamai (1991), commented that a sense of place was an emphasised feeling of involvement in place, that it was the state in which people would enhance their place.

It can be argued in this dissertation that adaptation of a place occurs when people are only attached to a place or deeply understand the place.

This cannot guarantee on the amount of the returned paybacks since intention at times plays a vital role over economic issues – investment and return. By this reasoning, improvements to place can happen when people understating in and of a place: 1) knowing a place (understanding or knowledge) 2) being in relation (the state or condition of being related or the manner in which things are related) 3) identifying place (To ascertain as having a certain characteristic or feature) 4) being familiar (reasonable knowledge or acquaintance, as with a subject or place) 5) associating within a place (A relation between thoughts, feelings, ideas, or sensations) and 6) attaching to a place (emotional bond).

Strengthening ties between people and process is to negotiate the role of discipline and utilisation to compatibly fit with historic shophouses. Capability of adaptability is the acceptance to adapt in a changing situation, therefore place attachment could be retained. To survive in the changing situation, adaptability is initially accomplished by adjusting lifestyle and behaviour, products and services. If the situation is inactive, branding and re-programming may be essential. When process of adaptability occurs, a place is determinedly reconstructed through enhancement of skills, knowledge and participation.

In summary, the study of use transformation within places changing situations gives a view on the cohesion among relationships of physical settings, activities and experiences and meaning functions when bonding or emotional feelings are distorted. In order to continue living in a place, people adapt self, actions and their physicality to confirm the state of being place. This is done through the availability of capability of each individual and of each state they in which they are involved. So, the notion of place, in which place is re-made after use transformation, is difficult to define. This is because place is dynamic and complex. One can be noticed as re-making place with deep commitments that would enhance the state of place identity. Consequently, the use transformation process is to understand flexibility of responsive behaviour to place bonding rather than emphasis on the visual quality at the end of the project.

5.5 Concerns on issues that contributing to use transformation within place

The study of Tha Tien has shown that this specific place is principally declining from the external impacts of inconvenient accessibility, change of trading methods, the closure of markets, as well as the internal impacts of bad or lost memories and tough situations. The situation in Tha Tien is still fluctuating; the market use has not been totally eradicated from its location and continues today.

After understanding a place through use the transformation framework, it can be concluded that meaning of a place is changing dynamically at all times due to the patina of age. People's thoughts and beliefs, as a result of social production, are not

only due to culture and institutions, but also their integration into society, plus economic and political patterns. After the synthesis of Tha Tien's shophouses by the use transformation framework, there are some issues regarding place bonding need to be addressed: 1) concerns on issues related to people 2) concerns on issues related to place and 3) concerns on issues related to process.

5.1.1 Concerns on issues related to people

5.1.1.1 Complexity of human and activities

Today urban areas are comprised of diverse groups of people who overlay one space. Complexity within societies and functions are providing opportunities for living and working in urban districts. Local people are carrying on their expertise in wholesale and retail while new comers are working in the hospitality businesses. The role of jobs also specifies relationships among people through the rituals of work. Tha Tien represents a place for connecting among various groups; local and visitor, manager and worker, owner and tenant, officer and other administrators. So, diverse programmes are truly required.

5.1.1.2 Ongoing meaning

A thing perishes when there is no meaning or no value. A place too has no meaning when there is no one who claims it is meaningful. Meaning within a place is commonly conducted when a person's feeling bonds with an obtainable physical setting. Although it is stated that genuine ongoing meaning is lost after conservation and renovation. It can be seen that real meaning turns into new forms of interpretation. The study of Tha Tien shophouses has shown that new meaning or an adapted meaning through use in a shophouse can be productive. Continuity of use as a living place tends to retain an ongoing meaning while converting a building for business purposes generates a new meaning.

Use of shophouses as private dwellings is allowing an ongoing meaning to continue from generation to generation since the shophouse, as a physical setting, has been associated with people through life events. Collective memory in a place can be increased through associative activities such as interpersonal relationships, work-related, leisure or recreational activities. This is compared to shophouses that are repurposed for businesses and then it is necessary to construct a new meaning through a new experience. Even the new construction may claim that it destroys the ongoing old meaning within a place. This can be argued that reuse for any purposes can assert a new meaning to declining shophouses and they become vibrant.

Three forms of adaptability are employed in developing meaning in use transformation. These forms are: usage as ongoing use, usage as adaptability and usage as construction of new meaning. First, use is initiated from the actual needs, supported needs and desired needs. Use by real needs occurs through the requirements of everyday activities such as living, eating and washing. As constantly required, this type of use is an ongoing activity. Second, use by supported needs happens when there are further requirements such as leisure activity, social activity and economic activity. At times,

this can include use by value and standards. Third, use by desire needs, however, is occasionally affected by trends in socio-economic culture. Beyond of the use required by trends, there is always meaning and intention conducted. Use generated by required needs is definitely long lasting compared to the uses acquired by chance and trends. To respond to socio-economic trends, use could be seen as a frequently changing aspect which performs different loops within building and physical setting.

5.1.1.3 Adaptability for survival

Capability of adaptability among people, process and product can sustain use in the shophouses allowing them to continue. Use transformation based place process is therefore developed by people who have insight into the context. Conversion of the shophouses for new uses not only modifies the building fabric, but also includes the adaptability of lifestyle, behaviour, products and services and business models and brands. Adaptability of these components could be defined as adjustments of ongoing activities in changing contexts. Occasionally a learning process occurs. This can be seen through the example of the old aunty who has just started to learn English at the age of 70 years old, and the mastering of a new recipe of mango and coconut sticky rice by the 55-year-old woman who has never cooked sweets. Adaptability is not relevant to age, but it is personal attitude towards life and living.

5.1.2 Concerned issues on place

5.1.2.1 Physical familiarity

In process of place, adaptation within a place occurs to meet the demands of the urban context. Physicality in place that changing could start to mislead when the amount of change is over-the-limit. The insider may find themselves out of place due to the direction taken towards the tidiness and complexity of changes. At this stage, familiarity declines through lack of familiar experiences among people and place setting. Hence, familiarity through physical quality should enhance either familiarity through people's acquaintances' or through people and place. In fact, a visitor feels engaged through expression of physicality, while the insider feels engaged through connections among kinships and friends.

5.1.2.2 Identity without a sustainable identity

In an anonymous society, construction of new meaning has become essential for survival amongst business competition. A new identity is created through the idea of meaningfulness, purpose of use and experience or even creative development. A story-telling and story making are generated to strengthen the identity of place, product and personality among similarity. In fact, rootedness has become a tool of marketing representation. However, demands from the market as socio-economic trends might shape the identity of a place to become trendy and fashionable. So, the creation of an identity can be harmful to a place since an identity by a trend is not sustainably.

5.1.2.3 Economic versus socio-cultural continuity

Even economic use can be a hazard to old buildings and their settings through conservation. This factor can hardly be denied when the buildings are facing urban growth and obsolescence. The context of globalisation generally diminishes local cohesion, but nurtures equality and similarity based on consumerism and capital mobility (Arefi, 1999, p. 190). The challenge of conversion, as adaptive reuse, occurs when a balance of retention and revision is expected. By economic use, experience of place is conducted through the construction of new identity. However, it is claimed that socio-cultural meaning might be lost. At this point, balance between economic and socio-culture is approached in the new form of branding identity and experiences through adaptable activities. In this case, socio-culture is continuity by enhancement of economic activities and institution. This could be seen in creative-led use transformation.

5.1.3 Concerned issues on process

5.1.3.1 Process of use transformation and occupancy

Management of occupancy is necessity in order to guarantee levels of attachment when people return to their place. Maintaining memories essentially secures the state of being a place. This process of keeping the remembrances to a building with significance is always relevant to conservation, renovation and decoration respectively. For the buildings with no status, it is only the architectural process that integrates an existence. Since works to buildings with significance are always funded by an annual budget conducted by the authority of the property, the construction process is managed as a whole. So, relocation is therefore an understanding a process of people and place connection.

5.1.3.2 Contract term and desire on settlement

Attachment occurs during times of association. The situation of short term lease has become an issue of temporary occupancy when long term or enduring arrangements cannot be made. In fact, the condition of a three year rental contract interrupts the enchantment of meaning within place, since occupant feels insecure from the possibility of an increase in rental rates. So, local people tend to temporarily stay in a rental place. Nevertheless, the short-term contract is suitable for businesses and investments in case of financial failure. This can be argued that the contracted rental terms of shophouses should parallel purpose of use in place; that of a resident or a place of economics. In this case, meaning is developed when time allows.

5.1.3.3 Rental control (Market control)

Opportunities derived from the rapid growth in the tourism market during the last decade gives a new hope for obsolete wholesale businesses to turn to hospitality services. However, different points of view from the Generation X (a 55-year-old person) said that service businesses and wholesale required different skills. The one who succeeded in commerce may not know how to manage a hospitality business. This

can be seen when a retiree, who has no children, decides to lease their shophouse for other businesses. The continuous units of shophouses maybe let for hostels or a hotel while the single one maybe let for small retail or restaurant.

After a decade of growth in tourism industry the opportunities of converting shophouses for hospitality services have soundly confirmed the financial returns. The rental prices of shophouses have generated new values in the property market along with the new input of use. However, this varies from 1000 baht paid to private landlords in the area of Soi Pradoo Nokyung, to 3500 baht in the area owned by CPB. The most expensive rate is at about 60,000 baht monthly per one unit of a privately owned shophouse. Moreover, the shophouses that have continuous units, from 2 to 4 units, can be rented out for a very high price because they have high potential of conversion. With the rapid growth rate gentrification seems to be increasing throughout the area.

With this concern, the control of rental rates should be conducted in the area of Tha Tien. Otherwise, the locals will lease their shophouses to outsiders and relocate elsewhere. At this stage, ongoing meaning will disappear while the new meanings start to develop without any connection to with the historic past.

5.1.3.4 Sustainable use in the media context

Due to the persuasion of extensive advertising the market has encouraged people to enjoy incredible benefits from constructing an experience in a place. Since the action is not a true or an original requirement of the place, new use derived from social trends is often short termed. Therefore, original use ends when new trends take over.

A major concern of this thesis is investigating the impact that enforces use to change. Through the perspective of place, short term use has become a constraint in the process of place construction. So, proposal of use is to balance between fast return, but short life and moderate return, but a harmonious life.

5.1.3.5 Building regulation and planning permission

Building regulations in Thailand are a major constraint of converting old shophouse since the approval of shophouse typology is always attached. Converting an existing shophouse for a new use should be concerned with two aspects – capacity of existing building and capacity of new use in order to meet regulations. Limitations of legal conditions have convinced a number of owners who are considering converting their shophouse to avoid planning permission. Additionally, many of the new use applications for consent are not realized due to construction irregularities or in the alteration of plans. These alterations may be breaking the law. In Tha Tien, a number of shophouse were converted by replacement of space, so the permission from the authorities regarding changing of use is still compulsory. In fact, the shophouse that was given consent for a warehouse use may need to have a high load capacity rather than the one that is used for a residence. So, previous typologies of shophouses for warehouses are potentially altered for various uses.

In conclusion, one of the lessons learned from Tha Tien is that use transformation is phenomena that cannot be controlled, but is to be understood. Not only is this an understanding of the tangible aspects, but also those that are intangible. Behaviours influenced by contexts shape new demands in consumption, so that experience has overtaken quality and standards of usages. Construction of a new image regarding the needs of new experiences and social positions has replaced the true essentials of building use and function. However, this offers a place to carry on its meaning with a new experience. It is important to understand a building as a whole entity and not just as an adjunct concern.

In the next chapter, the theory will be induction.



CHAPTER 6

CONCLUSION AND INDUCTION

The use transformation process is a phenomenon occurring everywhere in a form of changing social production which can be understood by the construction of meaning within a place. In Tha Tien, the process of use transformation is conducted through the situation of change whereby meaning is reconstructed to heal the situation of relocation, replacement and re-function. The study has concluded that meaning is always constructing place from the process that allows connection between people and place. In this study, those connections centred on the Tha Tien area and its shophouses was discusses. Meaning by objective and intention are reassembled by means of concept, method and process of re-making place. With these forms of applications, use transformation process is generalised for understanding of other shophouses in an historic market in Asian town that was thriving during the maritime era of which place of identity could be retained.

In this chapter, the discussion is based on conclusions drawn from the theory and induction of the theory for understanding other cases. This chapter is divided into 4 sessions which are 1) conclusion from a case study 2) induction 3) suggestion 4) conclusion.

6.1 Conclusion

From the study of Tha Tien, it can be concluded that use transformation depends on place and its situations. Place is identically conformed by different components interrelated to constraint and opportunity among issues. Capability of transformation is particularly sensitive, since adaptability is always dealing with human attitude. After the thesis framework is comprehended with the case study, it expands the idea of place continuity that place and place attachment are essential key concerns during the process of use transformation. The other issues gained from the site regarding application and situations affect to decision on concept, method and process of use transformation.

6.1.1 Conclusion of the framework development

The development of use transformation framework in the chapter 2 to the chapter 5 represents that changing the situation in a place always activates issues that provoke use transformation into different directions. As place bonding plays important role in proposed process of use transformation through sense of place, objective and intention. So capability of understanding place and identity are effectively constructed in each process.

This affirms that place attachment is not only fabricated in physical setting, but also process of re-making a place.

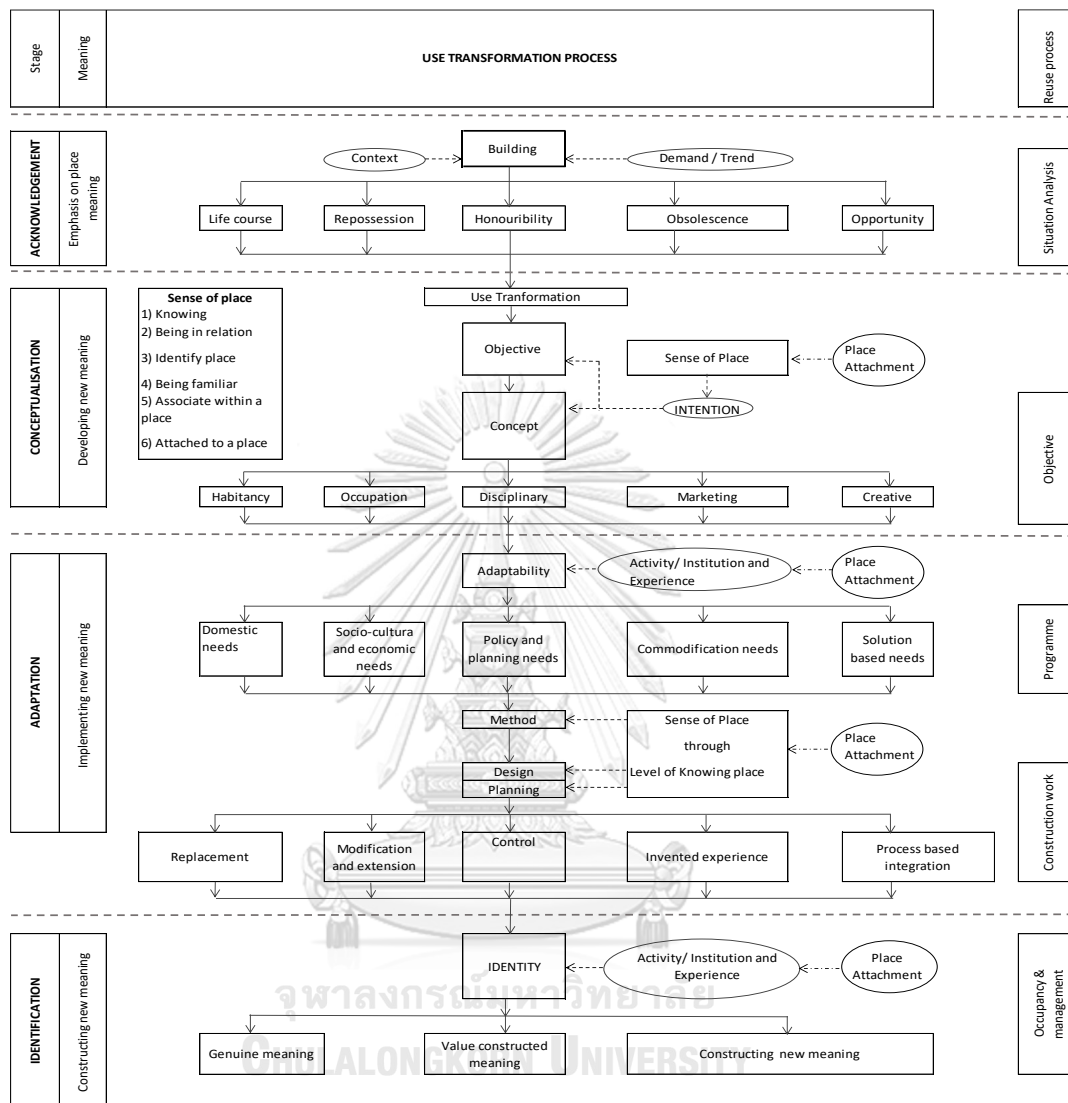


Figure 6-1 Issues contributing to use transformation process (figure 5-6)

From this process of use transformation, it can refer back to the use transformation framework on how meaning, needs and physical enhancement are related to issues, the state of being a place. The diagram of use transformation framework is shown below (figure 6-2)

Use transformation framework is expanded when a number of case studies were discussed and analysed. It is essential to understand this adaptability through the process of place attachment. So, self, action and building or business model is anticipated. Sense of place is an emotional bond between people and place in which the

physical setting and objects and activities as a property of human intention and experiences express (figure 6-4). Even it is difficult to measure the levels of bonding on which sense of place entails appropriateness of proposed action in regards to continuity of existence, the research concludes that place attachment or bonding or sense of place affects to each stage of use transformation.

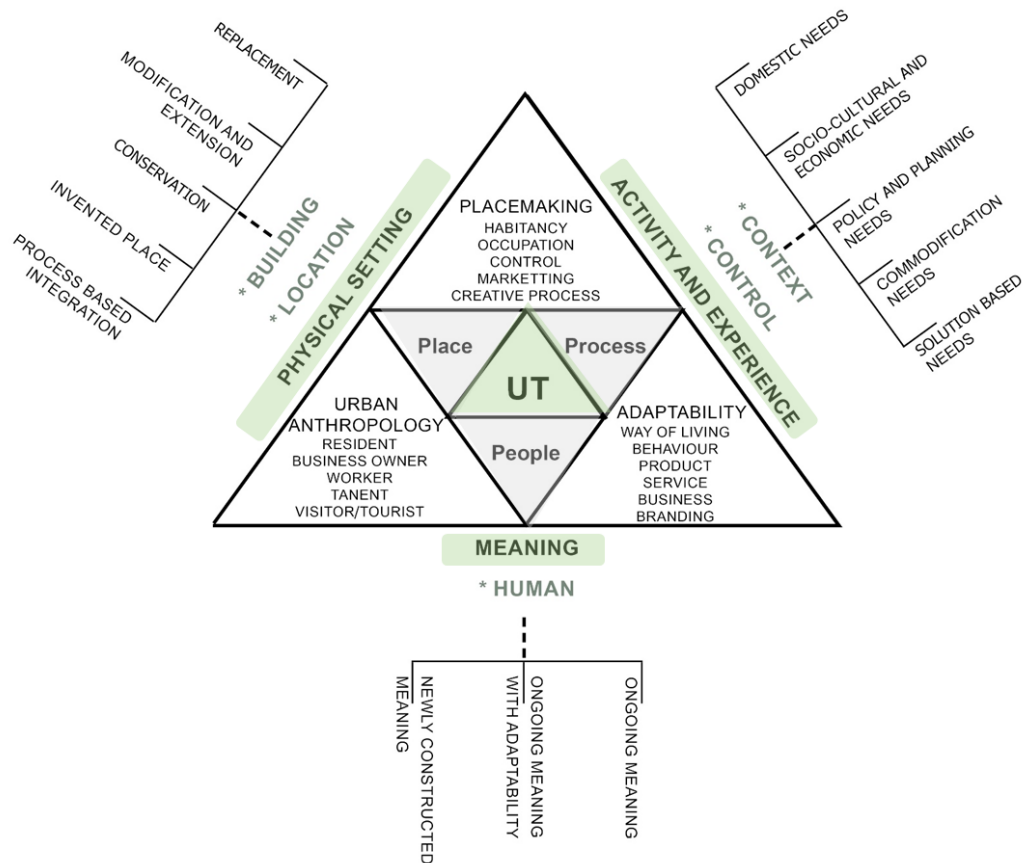


Figure 6-2 Use transformation framework extending by issues and application (figure 5-16 Use transformation framework after examination of the case studies) representing a core of place and place attachment

In conclusion, the development of the thesis framework confirms that place and place attachment is an essence of the existing site. Continuity of activity and experience occurs when condition of uses are matched with situations. Appropriate application to physical setting, meaning and activity and experience are pragmatically affirm re-making of a place. In the next session, the thesis questions will be answered.

6.1.2 Answer the thesis questions

In chapter 1, the research question - **“How can use transformation in historic shophouses, embraced by the context of urban growth be developed through the**

notion of placemaking?” was raised. This question was supported by the other 3 questions which are:

1. What is “use transformation” in historic shophouse?
2. What are the approaches of the use transformation concept and process?
3. What is construction of meaning in each approach of use transformation towards the procedure of placemaking?

These questions are answered in the following paragraphs which are 1) use transformation in historic shophouse 2) approaches of use transformation 3) construction of meaning in use transformation and 4) use transformation embraced by the context of urban growth be developed through the notion of placemaking.

6.1.2.1 Use transformation in historic shophouse

6.1.2.1.1 Use transformation

Use transformation is a process of changing of utilisation in a particular setting which retains the state of being in a place. Apparently, the meaning is reconstructed when the intention of use alters. In contrast to physical adjustments which are commonly proposed when initial adaptability of behaviour cannot regenerate place. In addition, the theory of use transformation is as alterations that can be understood as a cycle of utilisation as well as intention.

First, use as activities – institution and experience in place is changing through time as dynamic functions. This transformation is relevant to requirements, purpose and intention in a place which involves forming, processing, declining and revitalising. Therefore physical setting and meaning are associatively revised within the process of change.

Second, use as an urban function is also a tool in reuse, rehabilitation, revitalisation and regeneration. Sometimes the new proposed uses is only replaced an existing building providing a mismatch between function, time and space. In this condition, new meaning is essentially re-constructed to re-intertwine the incompatible issues. Re-fabrication of genuine meaning as well as construction of new meaning for place is necessary to adhere people with place through process of enhancement.

6.2.1.1.2 Use transformation in historic shophouse

To answer the sub question 1, use of shophouses is initially for residential and commercial purposes, integrating with small scale manufacturing and producing functions. Major issues leading to use transformation in the historic shophouses and their settings are shifting of transportation mode, urban zoning and societal requirements, and other shocking events. After a period of redundancy, the shophouses are promptly required by contemporary activities such as a private office, studio, café and restaurant. Today major use of shophouse is due to the demand from tourist sectors where shophouses are converted to serve as hospitality functions. According to certain

demands of photographing, most conversion of shophouses were conceived by the concept of picturesque scenes of chic, nostalgic, industrial and etc. styles. Therefore the appearance as well as spatial quality of the shophouse is modified to suit with the needs. With a distinct characteristic of use – narrow plan and small space, shophouse with an up-to-date function is commonly suffered from extension and addition. Firstly, the extension on the roof deck and at the back lane is always required by the increase area requirements. Secondly, a large development may require a number of shophouses to combine as one large building. Consequently place identity is lost.

6.1.2.2 Approaches of the use transformation

Uses of shophouses are variously due to an opening-plan character that any functions can be occupied. Even it is designed for a multi-purposes, the shophouse use depends on aspiration of the owner, landlord and occupancy. From the study, uses of shophouses are inclusively for living and working in one space. However methods of modification are levelled by significance of the building. The listed one is compulsory by consent from conservation authority. In contrast to the general one, the method of use transformation are variously from refreshment, modification, extension, rehabilitation, reuse and rebranding. These allow new activities and experience to emerge with the existing shophouse.

Major concept of uses in shophouses is still continuing its original function of residential and commercial purposes. The following notions are utilisation by occupation and creative necessities. Such a case of distinctive area, control of use is applied through land use, building regulation and guidance. Others are cultural, educational, service, manufacturing and warehouse, and etc.

In this research, re-making place in the shophouse district can be divided into 5 approaches which are 1) habitancy led use transformation 2) occupation led use transformation 3) disciplinary led use transformation 4) marketing led use transformation and 5) creative led use transformation.

6.1.2.3 Construction of meaning in use transformation

6.2.1.3.1 Understanding issues in use transformation process

In chapter 1, the concern of failure after reuse has led the research question to understand “use transformation” through the issues contributing to the situation. This chapter concludes that issues contributing to use transformation can be divided into two groups which are 1) issues that can be controlled and 2) issues that cannot be controlled. The former one refers to building, location and control while the latter refers to human behaviour and context. Mobility and diversity of urban place has shaped this particular area to be overlaid by different groups of people. Also, these people are influencing the area by their local, regional and global contexts. New urban life, media, gentrification, mobility and tourism all play a role in shaping contemporary society. Thus these issues invent varieties of programmes and requirements in using of the building and space.

6.2.1.3.2 Construction of meaning in use transformation process

Place bonding plays important role in the process of use transformation especially placemaking procedure. Humans endeavour to contend with hard situations in order to retain the state of familiarity in which deep passions are expressed through awareness and sensitivity. The perception of meaning is individual rather than collective since a person is deeply connected to place. To define place, a great number of individual feelings that is related to a place should be intense but not necessarily in the same way. So, meaning is not just implied by outsiders, professionals and the public, but more importantly, by the occupant who is actually living in a place. Continuity of an ongoing activity is to allow place enhancement and place construction by commitment that allows identity to be expressed. On the other hand, meaning by values and significance of actions and physical setting is established by practice rather than by rational.

After the examination of the case studies, it can be concluded that meaning of place can be reconstructed by shifting of functioning, once the state of re-making place is allowed. Sustainable activity encompasses ordinary function rather than a newly constructed one. Any events that disturb to place, people and process are always interrupting re-making place to develop.

6.1.2.4 Use transformation embraced by the context of urban growth be developed through the notion of placemaking

The act of use transforming involves a generational end, new requirements, shifts in society and economics. Changing includes development, devastation, vulnerability and displacement. These are the events that construct the situations of transformation and change to a place. As one solution, the best means to retain identity or meaning in an ideal situation is rehabilitation and keeping a shophouse through each generation. Since a place within one's own time is a built environment that is created and adjusted to pursue the state of living. Physical setting providing comfortable space for activity and experience and meaning is relatively constructed. In reality, not only do external conditions impact changes in a place, but the development and enhancement of a place also alters a place to a better state of placemaking. Or re-making, as it is called when a place is in the deteriorated state. So, the process of reformation is retaining. The most important process is **to enable issues that enhance the capability and acceptance of responsive behaviour to place bonding**. Hence use can continue within a place.

To conclude, use is dynamically transformed by changing of issues. Continuity of reuse through understanding of use transformation is to understanding occupancy and their requirements in which place bonding is developing to recover the state of being a place. For further use of the framework, the thesis finding is inducted in the next session.

6.2 Induction

Use transformation, a multi-disciplinary framework, which is conceived to understanding the situation of changing use in historic building located in an urban area. This understanding could help participants in the process of changing of use to comprehend and be aware of issues that might damage place of identity after the process of reuse applied. The understanding of place function among situations and issues that impact to place and place attachment could minimize loss and damage of place components.

Use of a place is transforming enviably in daily life and may be invisible. One can easily notice is that changes from rapid impacts such disasters. In recent years, the situation of change in the historic urban area over the world is principally dominated by tourism which is usually invented other issues of alteration and further renovation to each a certain area. Consequently place embraced by tourism is suffering from loss of identity and becomes placeless by growth of hospitality and other supported business. Once place is lack of identity, local people start to relocate. One way that can reconcile this situation is the enhancement of 'place bonding' through adaptability.

Among the changing situation of loss, excessive growth and etc., place attachment is as cohesion that yearn people with local setting. So retaining bonding could bring continuity of place even vast changes are conquered. This perception is seen through awareness and respect to further applications of any proposed activities. Dependant on understanding the elements of place, occupants' bonding, and other issues intertwined during the changing process could retain sense of place.

Once people accept that alteration is as a common phenomenon, the situation of place can be retained by behavioural adaptability and physical enhancement. On one hand, the occupancy who cannot agree with the rapid change may move out. Indeed humans desire to choose the best protection and satisfaction within special setting. But this choice may not be the most appropriate to fit their needs, thoughts and requirements in order to pursue the state of being as relating to place. So place turns to decline. On the other hand, humans always fight against causes of sudden change, when fear of change increases. Therefore the conclusion drawn place to the stage of physical setting re-adjustment. This is since the idea of protecting the disappearance is a confirmation of the new that enhances the existing space and pegs it to the present time. The actions towards change transpires in several ways; to resist loss of familiar image, reconstruct the new image, release of the old image, enhance the new image and keep remembrance.

The induction of the theory is divided into 3 parts which are 1) use transformation framework 2) understanding the other places and 3) continuity of a place.

6.2.1 Use transformation framework

In use transformation framework, place and place attachment in relation to the situation was initially invented from the theory of place, place attachment and

understanding of certain situations. After understating with the case study, it could be summarised that place and place attachment are certain keys of continuity of a place while situations and issues are diversely upon circumstance.

Transformation of place is tied by the external forces that shaped the internal bond to ascertain a reaction. Use transformation explains the situation of responsive behaviour flexibility to place bonding in which physical setting, activity and experience and meaning is altering. If these ongoing elements are mismatched, place is therefore overstated or misinterpreted. However, the state of place is continuing. The equilateral of place does not mean each side of the triangle should be equally balanced, however retention of these balances can refer to the state by which each side of the triangle can be readjusted and adapted. Place has not been wiped from public awareness but meaning and aim of place is amended. To understand place of use transformation, the framework is simplified to issues that impact among changing situation contributing to place and place attachment to further application. The figure 6-3 is used for inducing the theory.

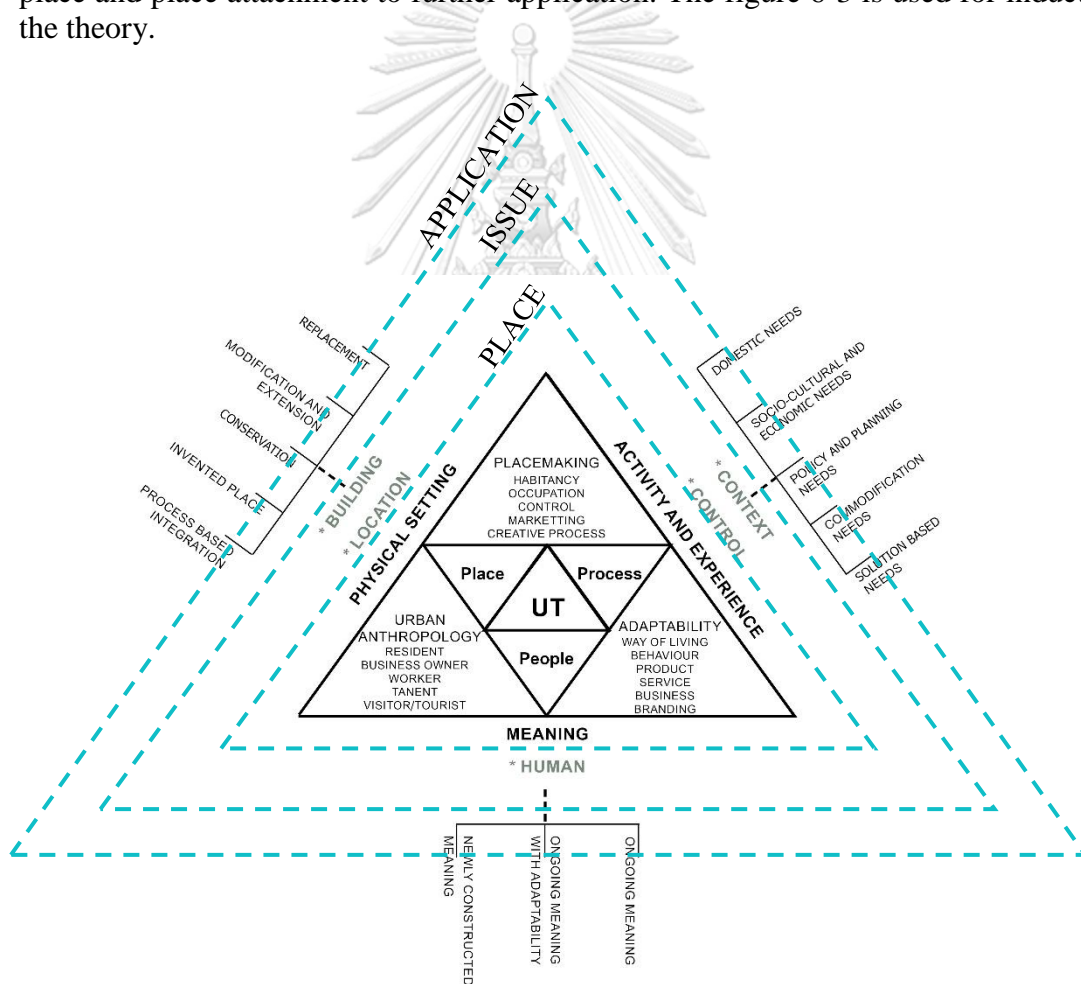


Figure 6-3 Use transformation framework extending by issues and application (figure 5-16 Use transformation framework after examination of the case studies)

The figure 6-3 represents flexibility of the issues and application occurring in use transformation framework. This diagram helps to categorise the application occurring to the elements of place in which physical setting, meaning and activity and experience are pursued, modified and reconstructed. The diagram also represents on how each place component transforms within place, situation and bonding. The use transformation framework is to understanding a complexity of a use transformation phenomena in any places that are changing due to the situation changes. However a place can be retained process of identity for continuity of place.

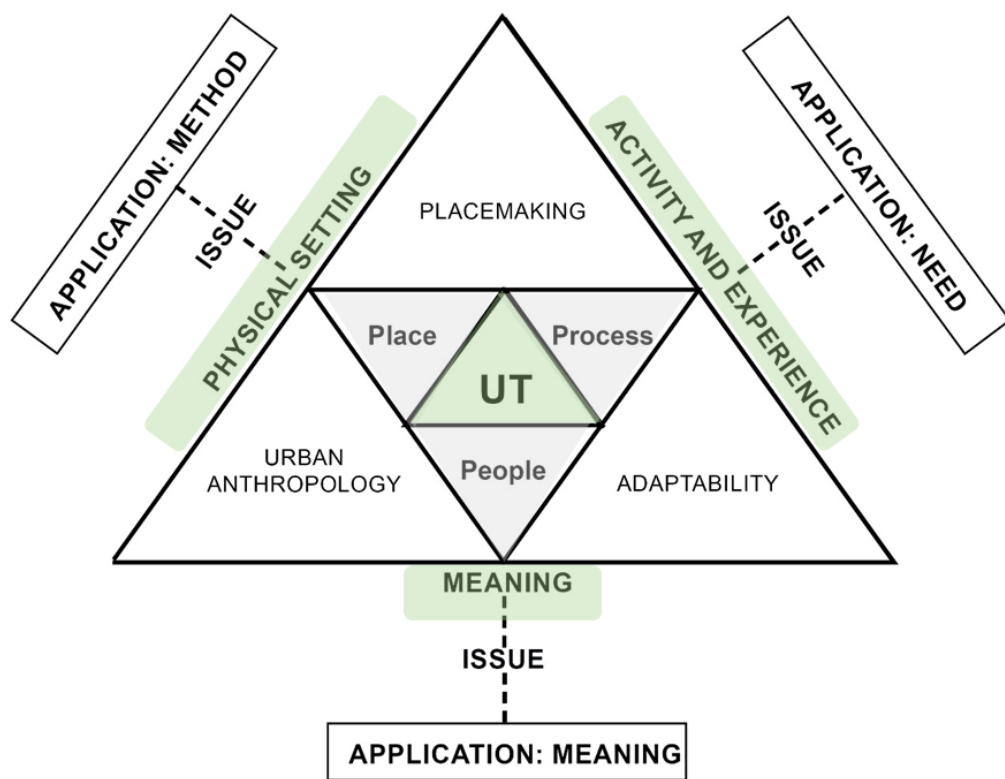


Figure 6-4 A simplified diagram of figure 6.3 used for the induction of the use transformation process

This framework can be emphasised in use transformation process (figure 6-4.) This represents that use transformation is a versatile method of understanding changing of place function. Consideration of isolated element could destroy place incidentally. This means that comprehending the relevant issues at a particular stage still required further mention to the other elements in other stages. The figure 6-5 represents the emphasis among components in use transformation process that should be concentrated in each state of use transformation framework.

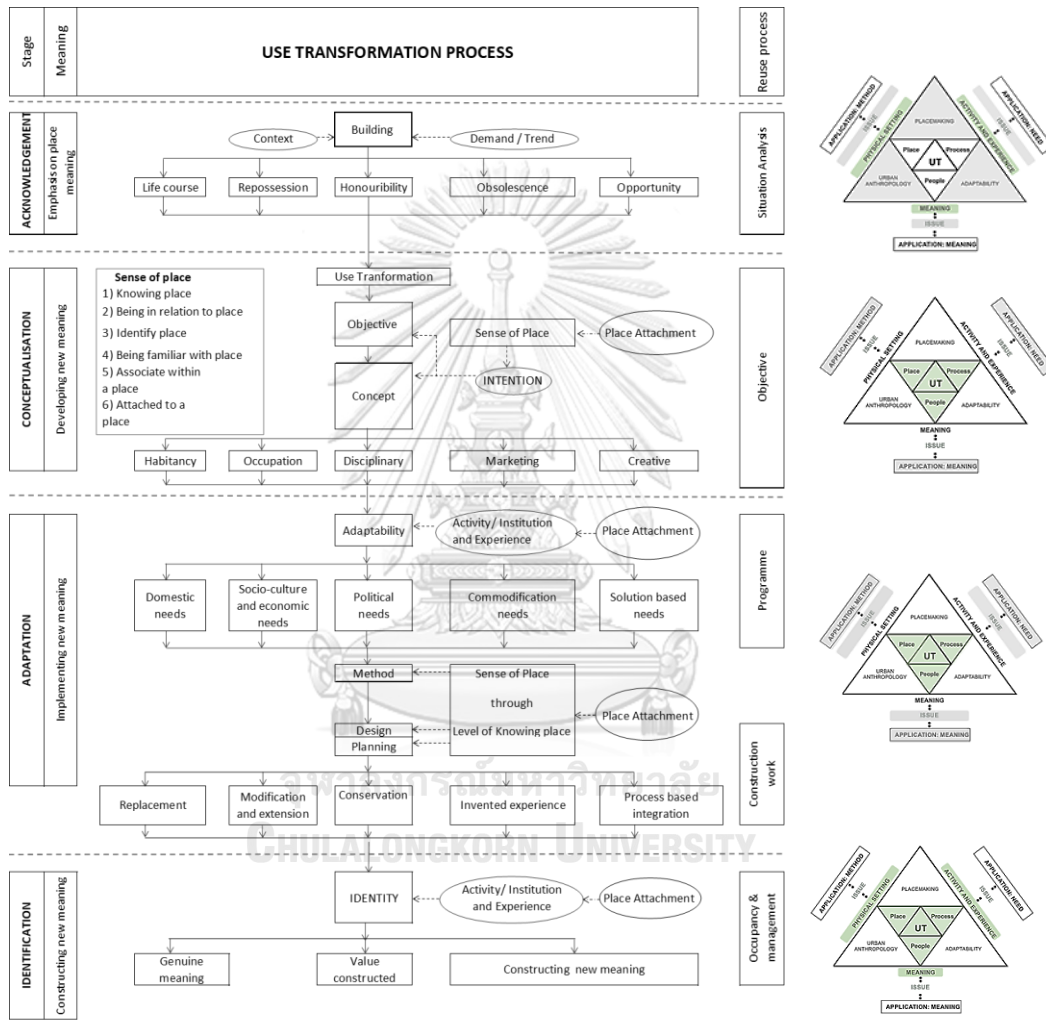


Figure 6-5 Focus in use transformation framework through the process of use transformation

ACKNOWLEDGEMENT

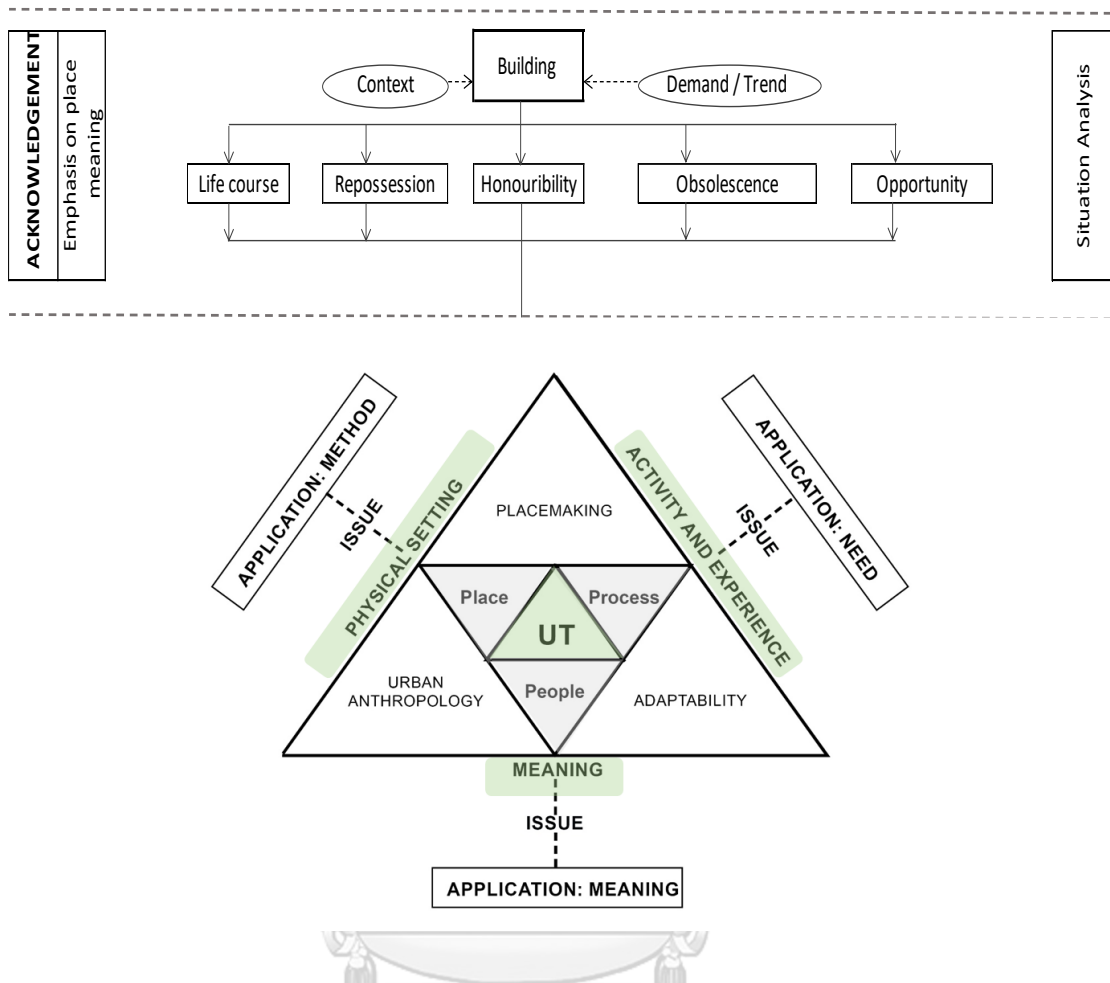


Figure 6-6 Focus in use transformation framework during acknowledgement stage

In acknowledgement, the issues – building, location, context, control or group of occupancy may be impacted from internal and external events. These issues may reflect to misunderstanding of a place and placelessness. At this stage, issues and place components are discussed in relevant to the situations.

At this stage, understanding the existing place with regard to physical setting, activity and experience and meaning should be surveyed and recorded. The situation of changes is also necessarily for assessment in which the actual reason causing redundant or change occurs. Five main categories of shifting the situation are life course, repossession, honourability, obsolescence and opportunity. At this stage, place attachment is essentially for investigation of form - physical setting, activity and experience or meaning that contributes.

CONCEPTUALISATION

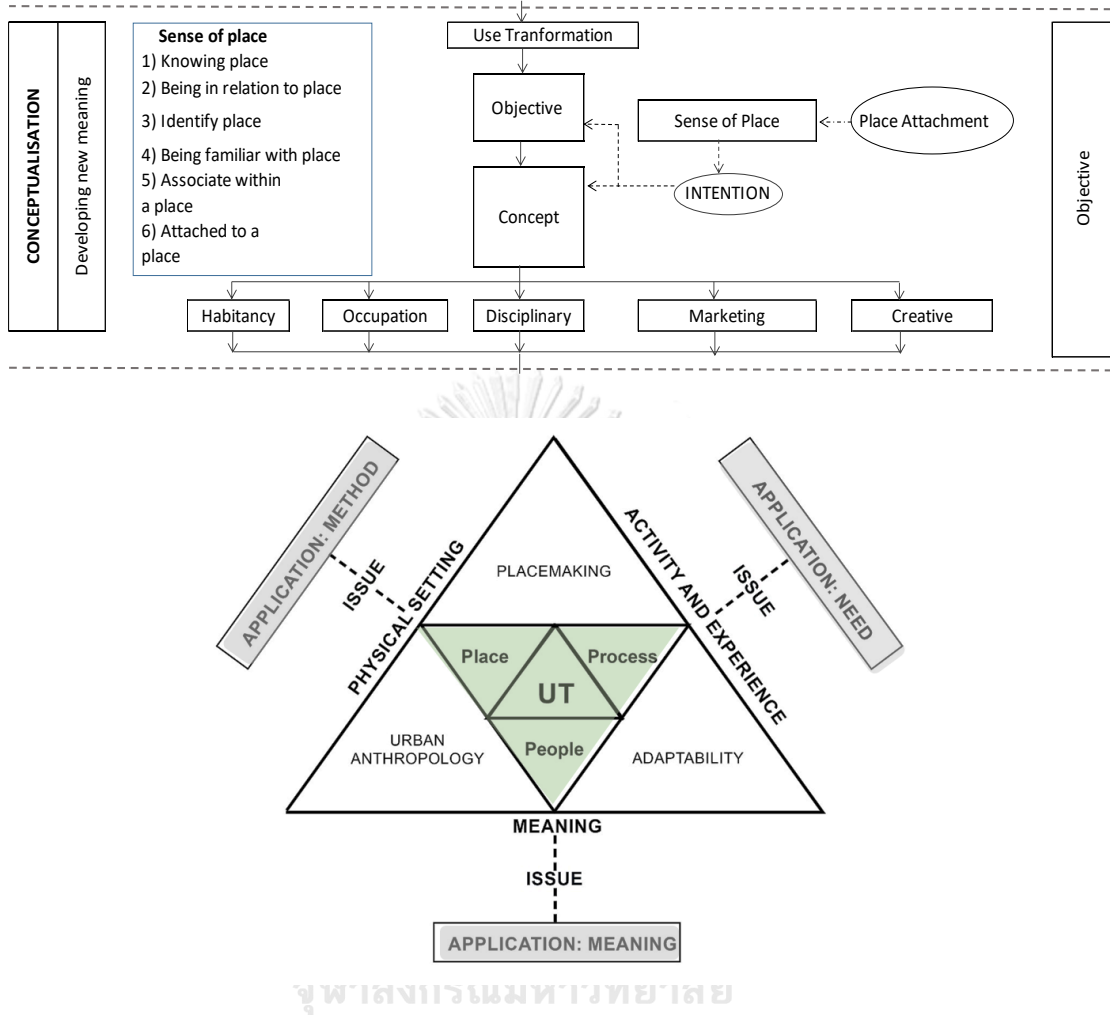


Figure 6-7 Focus in use transformation framework during conceptualisation stage

In conceptualisation, place bonding or sense of place is a key content of which objective and intention to be conducted for the future proposal. At this stage, place attachment and approach of use transformation are debated. Appropriate direction should be desired at this stage. The objective of further application is due to level of sense of place which includes 1) knowing place 2) Being in relation to place 3) identify place 4) associate with a place and 5) attached to a place.

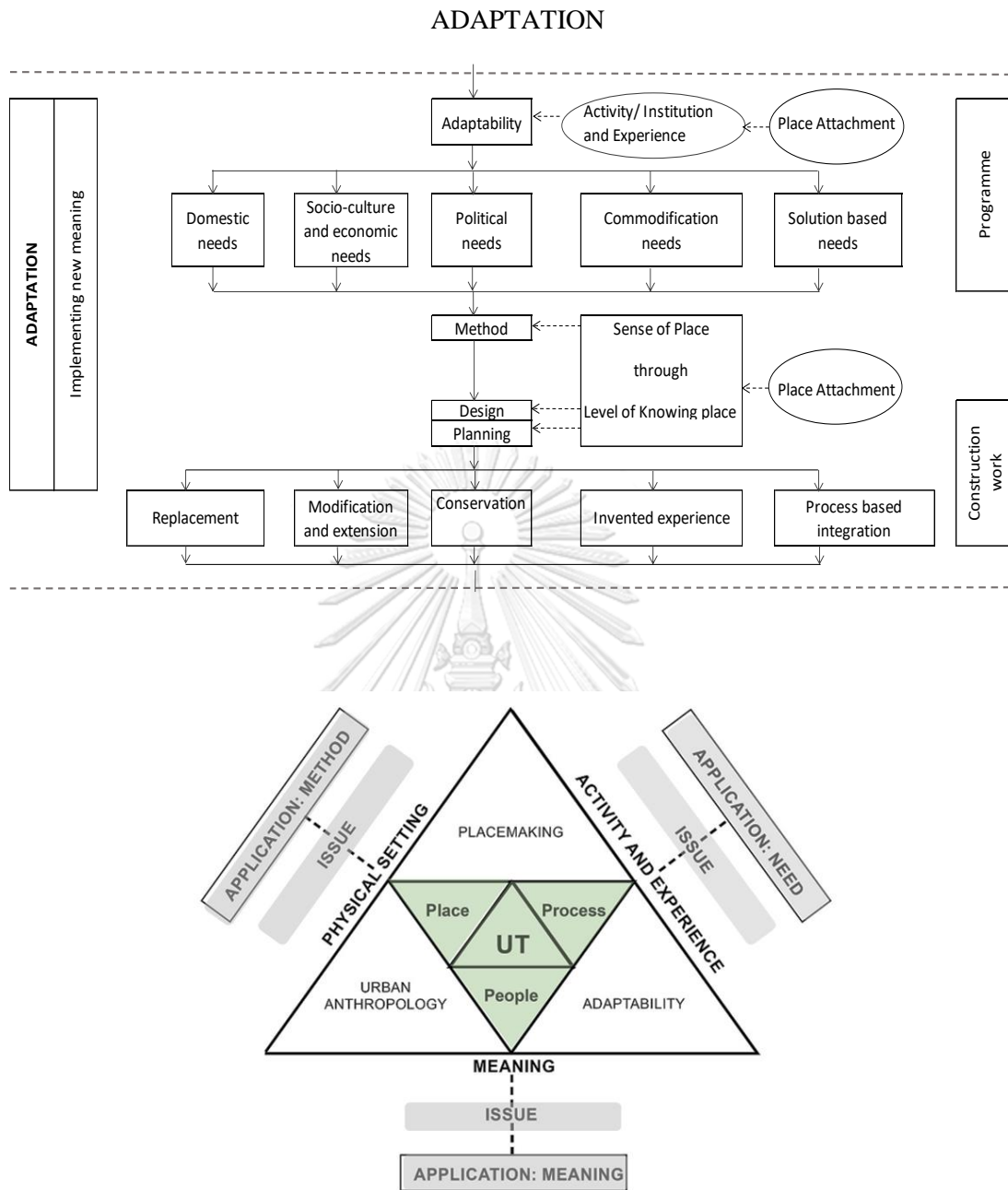


Figure 6-8 Focus in use transformation framework during adaptation stage

In adaptation, the process is divided into 2 parts which are behavioural adaptability and physical setting enhancement (figure 6-6). First, the situations regarding urban anthropology, adaptability and placemaking are initially concerns on which programme is suitable. This always relevant to requirement of occupancy. Second, the elements of place are modified to fit with the needs of functions. At this stage, concentration on issues contributing to place, people and process are essential, since it is guarantee that identity of place is retained. Invention of method, design and planning process should be proceeded by understanding of a place – building potential, objective and programme.

IDENTIFICATION

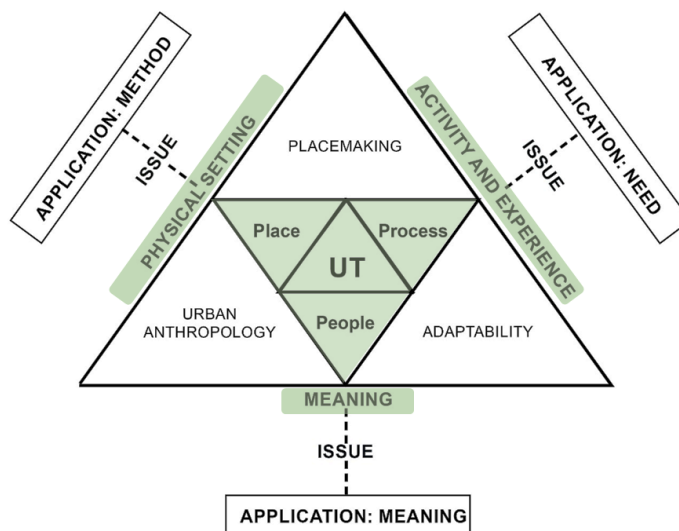
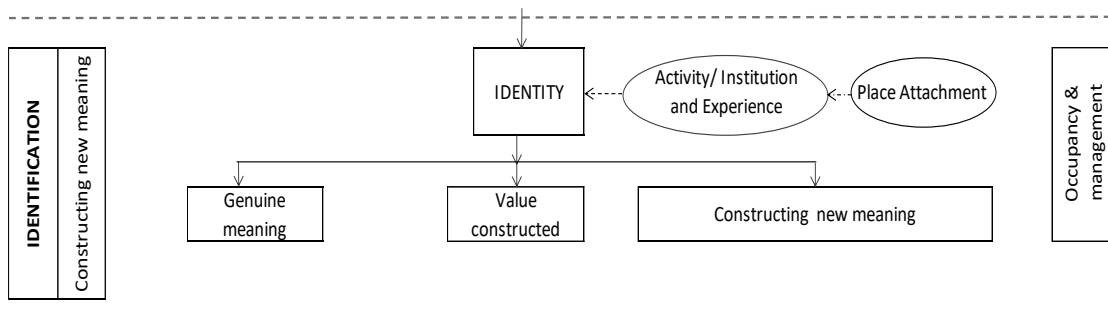


Figure 6-9 Focus in use transformation framework during adaptation stage

In identification, the components of a place are reaffirmed by the enhancement of physical setting, activity and experience and meaning. If the occupancies cannot represent their identity through pattern of living and activity related job, identity of place may suspend.

In summary, use transformation is an interdisciplinary by multi-concerns of issues that may impact to the elements of a place and disturb to place attachment. The use transformation framework can help professional, stakeholder, local, planner and authorities to consider the process of changing of use in historic building especially the one located in the urban setting.

6.2.2 Understanding the other places

The theory can be used to understand the situation of use transformation in the other historic Asian towns where were thriving during the marine time and recently are embracing by rapid urban growth context such as development, tourism, gentrification and etc.

A place first gains an identity. Its function is to serve the requirements of the era and the context. For example, the historic shophouse clusters in towns throughout Thailand, including the historic shophouse compounds in the other port towns in the South East Asia were built with the goal of urbanisation and industrialisation during the 1900s and were thriving during the 1940s - 1980s. The end of the maritime era and the improvements in industrial sectors designated these places to obsolescence for decades. When the rising trend to revitalize historic areas within cities became important these places were earmarked for conservation, but not for regeneration. The previous use of the buildings is an opportunity for maintaining authenticity, rather than a contemporary need. In fact, it was proposed that a number of old markets in Thailand be reinstated rather than repurposed. A number of historic markets have been revised by retaining past activities, enabling tourists to enjoy new experiences as part of their weekend leisure activities.

The argument that should be addressed here is the continuity of place and requirement of activities. Strong conservation ideas of protecting the historical fabric have reprogrammed historic environments, including the historic market community. Clarke Quay in Singapore and the Blue house in Hong Kong are examples where revitalisations were proposed during the last decade. In Clarke Quay, the concept was to give a new life to the redundant picturesque shophouses, while in the Blue house efforts were to keep the shophouse from being demolished. In these two cases, both of these places were being remade through adaptability of programme. However, the impacts to these two places are different. In the first case – Clarke Quay has become altered to achieve the thriving state of previous years before new developments and outside influences diminished the local identity caused by lack of place attachment. In the second case – the Blue house tends to retain the state of place through a limitation of activities, since its sense of place is actualized through local bonding. However, in both places, use occupies a prominent position since they are still in the market area where local products are employed.

The notification here is that reuse cannot actively happen in all places, especially in places that have strong attachments. Longing for past values and familiarity ties people to memories of the niceties of the olden days. This also means that some people still associate with the time of a particular place. That moment has evoked an image of emotional values, memory and happiness. In this case of modification, the process should be differently initiated. Bad memories, tough situations and objectivity are concerns for further improvement. In business, this uniqueness is a catalyst tool for investment. The unseen physicality and activity have generated experiences for those who have no associative memory. Thus, the historic urban town is created with a subordinate theme which did not existed in the place.

Joyfulness and fun are perceived like a day in the park rather than an enhancement of the olden days' experiences.

In terms of conservation, place with a sound physical setting seems to have good care and protection compared to the ones which have other strengths. Interesting activities attract people to define a place for its distinctiveness, but it does not always happen in all cases. Meaning is probably one of the most difficult elements to approach, since it is individually interpreted. To further examine the question a discussion on the distortion among these three elements is needed.

6.2.3 Continuity of a place

To enhance continuity of a place, it is necessary to convince individual and mutual occupants existing in place to be continued without disruption from outside factors such as relocation and accessibility, and as well, to fabricate a long term occupancy with new developments and planning. Concentration only on infrastructure and improvements of exterior elements is a very harmful for the existing local population who are living and working in the area or buildings to find new opportunities elsewhere. This means that generating something new for developing feelings with a place should not be rapidly implemented or changed when people seem to be satisfied with what they are experiencing and what is evolving. However, the situation is different in the condition of unhappiness. So, the concept of place today is more complex and varied due to a number of components.

A new place is constructed by a number of individuals who have various jobs and diverse life styles living in one place. Therefore, place is comprised in two frames - the large picture and the small one. The first refers to the identity formed by public recognition, while the latter means the uniqueness formed from an individual's construction. With these perspectives, genuine identity maybe unmanageable aspects. Even when the physical settings and activities are controlled by planning acts, small components of identity are still individually assembled. So, the way of understanding a place is different from the past where it was considered as a place of social production. To project a place that is located in an historic urban area into the future, it is to understand place as diversely identified by a number of transient and residential groups and individual implications. Consequently, the frame of place maybe smaller than in the past when identity could be defined from a quarter of utilisation.

The continuity of place is retaining identity and maintaining balance of issues that allow a place to readjust during the changing process. Physical setting, activity, experience and meaning are determined by the attachment of those who are involved with a place. The framework formulated by the theory of place attachment, urban anthropology and adaptability towards re-making a place is understanding use through activities - institution and experience within a place. This can confirm that understanding flexibility in use transformation process can ensure continuity of place through construction of experience and institution of utilisation in which process of adaptability is conceived to re-making place for the future. The research claims that

flexibility of responsive behaviour to place bonding is a state of place identity that continues by concern and acceptance.

To reaffirm the theory, place and place attachment are the essence of continuity, even the situation and issues are changing.

6.2.4 Use as identity process

By meaning, usage is as ongoing use, adaptability and construction of new meaning which retaining state of original use by level of amendment. To insert a new use that can retain identity of a place, process is much important than the final product. The process could enhance level of place bonding through associative activity and familiarity to place both people with place and people with people. Identity of a use should initiate from genuine requirement and contemporary activity. Since reconstruction of the historic activity can be harmful to place. Adding components to physical setting, for example, can mislead place as well as constructing place to be novelistically. Furthermore, new use that is upgraded to the gratified quality is making all places to be similarity, when these physical components are modified to the same standard. Both approaches can direct new use to go far from everyday requirements, hence new uses is directly changing the state of being a place. Use is as identity of time is to propose a possible utilisation that fit to the societal requirement. Creation of new use by launching a new trend as well as proposing a new use according to social trend should be avoid.

6.3 Suggestion

Suggestion for further use and extension of the study should be concluded as 1) limitation 2) prediction and 3) further research.

6.3.1 Limitation

Limitation of the use transformation framework is 1) limitation from the framework itself and 2) limitation of the application to other places.

On one hand, the use transformation framework was initially conducted from the integration among the theories of place, urban situations and reuse, paralleling with the pilot study. However, deduction of the framework to select one case study may limit variables for the discussion. For example, the situations as variables raised in this research maybe limited to a particular place. For further use, it should be noted that the situations may vary due to the condition of each place.

Furthermore, the form of triangle used for the diagram of the framework maybe inflexible when it is applied to the other places. This is since the situation of a place is versatile. Particularly, issues synthesised from placemaking, adaptability and urban

anthropology are only one approach of the concepts that developed theoretically to reunite the state of being a place of identity.

Other situations that can encompass use transformation framework are, for example, 1) deterioration to place 2) weakening 3) reformation 4) strengthen place's elements 5) excessive growth and 6) place on the edge and etc.

On the other hand, the framework can be applied to the place that the occupancy is ready for adaptability. Otherwise reuse can be rejected from the local. Use transformation as the application is when the local are flexible within the situation, so responsive behaviour to place bonding occurs through attitude towards the future. In some places, the occupancy has low capability of adjustment due to age, background, culture, pride, memory, attitude and etc.

6.3.2 Prediction

From use transformation, it could be assumed that uses occurring in the future place is more individually. So continuity of a place can be maintained in two levels which are individual and mutual occupants.

To summarise, a place in the future or a place by location is hard to define since places in one area are differentiated by a number of individual activities than those in other areas. With this phenomenon, place seems to have less identity through both physical settings and activity. However, identity is still found in a place where it is collectively identified by diversity of functions through occupations and aspirations. Unless, place is composed by similar activity, then the definition is a mono function. In contrast, place can occur on a small scale when employing a unique function, the area is owned by a specific group, or the area is created by the same function. With the consolidation of a particular function, the whole image of a place is inclusively identified. To understand place in the future is to clarify units of individuality that are in the inclusive area defined by a particular location. Therefore, a place is broadening by small units of individuality rather than large boundaries of district and territory.

6.3.3 Further research

From the situation of rapid growth of tourism, a higher number of shophouses are vastly required for reuse and rehabilitation. Without a fine control, this rising trend of changing of use could lead to placelessness where identity of place is diminished by hospitality business. The investment in historic town could offer an allure revenue within a few year. So the developer tend to respond quickly with a large amount of investment. This situation reflects to rental rate and shophouse price that increase rapidly in the last decade. Continuously this trend seems to occur without concerns of local identity. Revenue and tourism, for example, shape local places into becoming a universal language both linguistically and architecturally. In fact, most historic communities of shophouses are now looking similarly due to the same proposal based economic values and popularity. The widespread concept is to reconstruct the nostalgic market thus a number of the historic shophouses are designed by the theme of

fantasification. Therefore the actual culture of local roots will be curtailed by the improvements of the global standards.

So the next question should be raised is ‘how does reuse of particular place and the global standard of requirement meet in use transformation of place?’. Further issues that need to be discussed are issues initiating process of adaptability, programme that enhances peoples’ adaptability and decision making during use transformation process.

6.4 Conclusion

In conclusion, use transformation is a tool of understanding use as natural phenomenon and a strategic tool of prolonging a building’s life or rejuvenating an existing building without use. Continuity of a use does not only mean a successful management among issues, but also understand the situation and issues that help to extending the state of being in-use of the existing building. Also use transformation confirms that change is ordinarily in everyday living. Outer impacts - evolution of context, sudden event and the global world are totally fast in speed of change, therefore the constraint of retaining local place ideology encompass adaptability. Amongst this dynamic society, a recreation of space within contemporary time should be paralleled to culture, situation and trends and values of the society that new requirements or beliefs or ideas of government, new material objects, new technology, current lifestyles, etc. are responded to such a way of enhancement. A lesson learn from this dissertation is that sustainability can be simply proposed for physical setting, but difficultly for occupancy and activities. Awareness towards future place should be raised during the transformation process in which concept should provide for re-making of a place. Once place is not required by one, the other who can grasp the situation of opportunity and potential of old building can pursue living in particular circumstances. The cycle of use again begins.

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APPENDIX I

...../...../..... No.....Road.....

ชื่อ (Name)เพศ (sex).....อายุ (Age)อาชีพ (occupation).....

Statue: เจ้าของกิจการ (owner).....ผู้จัดการ (manager).....ลูกจ้าง (employee).....อื่นๆ (Others).....

อาศัยที่เท่าเทียมมานาน (living period)ปี (year) หรือ ตั้งแต่ (from) พ.ศ.....

เล่าประวัติบ้าน.....เช่น เดิมอยู่ที่คน มีใครบ้าง แล้วปัจจุบันอยู่ที่คน (brief of the family background).....

ลักษณะอาคาร (shophouse

characteristic).....

การตกแต่งอาคาร (decoration).....ลักษณะเครื่องเรือน (furnishing).....

รูปภาพ (image of the house).....ตัวแทนด้านครอบครัวและอื่นๆที่แสดงว่ารักบ้าน.....

ประวัติการต่อเติมบ้าน (extension) จำนวน (amount).....ครั้ง (times).....พ.ศ (year).....

เหตุผล (Reasons)

- สาเหตุในการต่อเติม (Reason of extension)
- สาเหตุในการเปลี่ยนแปลงการใช้งาน (Reason of changing of use)
- สาเหตุในการเปลี่ยนแปลงเจ้าของ เช่น ได้รับมรดกมา (Reason of owner change)

ลักษณะของการต่อเติม (Modification)

- กั้นห้อง (Separated partition)
- ทำห้องน้ำ ทำห้องครัว (infill of W.C, kitchen, etc.)
- ตำแหน่ง (position) ด้านหลัง (Back) จำนวน.....ชั้น (floor)
ดาดฟ้า (roof deck) จำนวน.....ชั้น (floor)
- ทำเอง หรือ จ้างช่างมาทำ (builder)
- ราคา (cost)

ทัศนคติต่อท่าเตียน (Attitude to Tha Tien and memory)

รักท่าเตียนแค่ไหน (how much do you love Tha Tien?)

อยากให้เล่าท่าเตียนในความทรงจำ (how about Tha Tien in the memory is?)

จุดเด่นและจุดด้อยของท่าเตียน (strength and weakness of Tha Tien)









อยากเห็นอนาคตของท่าเตียนเป็นอย่างไร / อยากเห็นอะไร / จะอยู่ต่อไปไหม (what do you want to see in the future Tha Tien?)

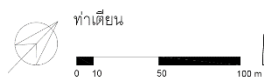
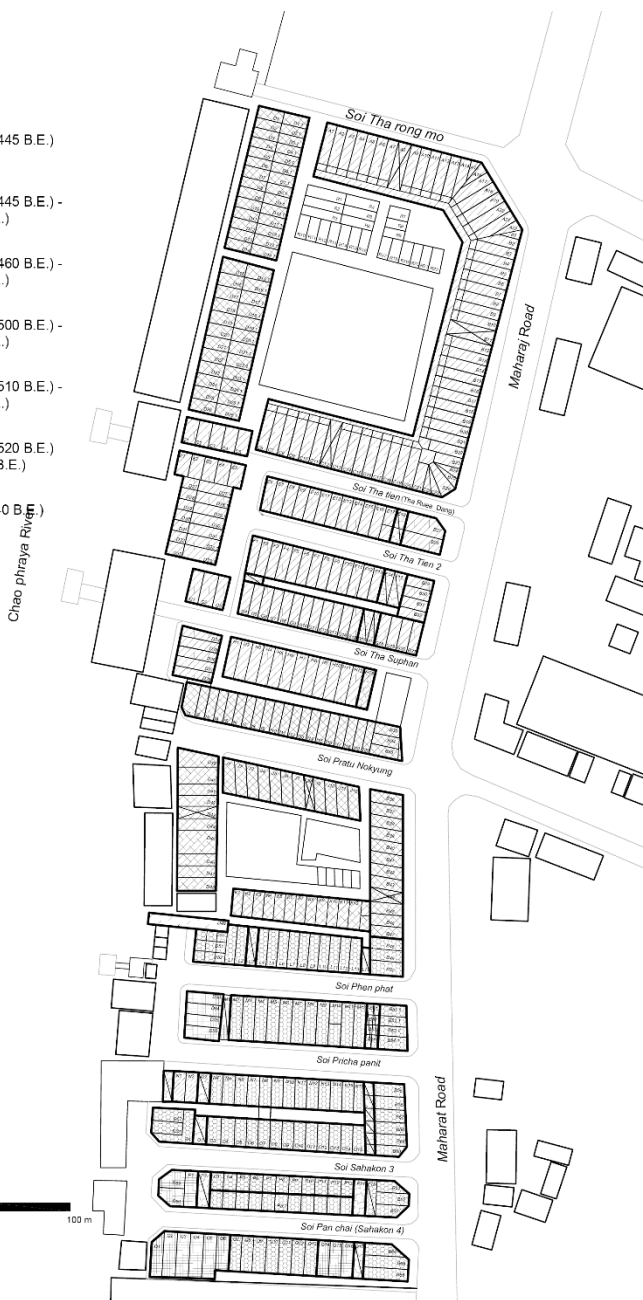
ถ้ามีโครงการปรับปรุงพื้นที่ท่าเตียนอยากให้ปรับปรุงอะไร (if there is any revitalisation in Tha Tien, what do you expect?)

Sketch











APPENDIX II

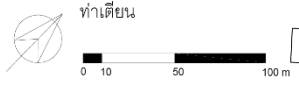
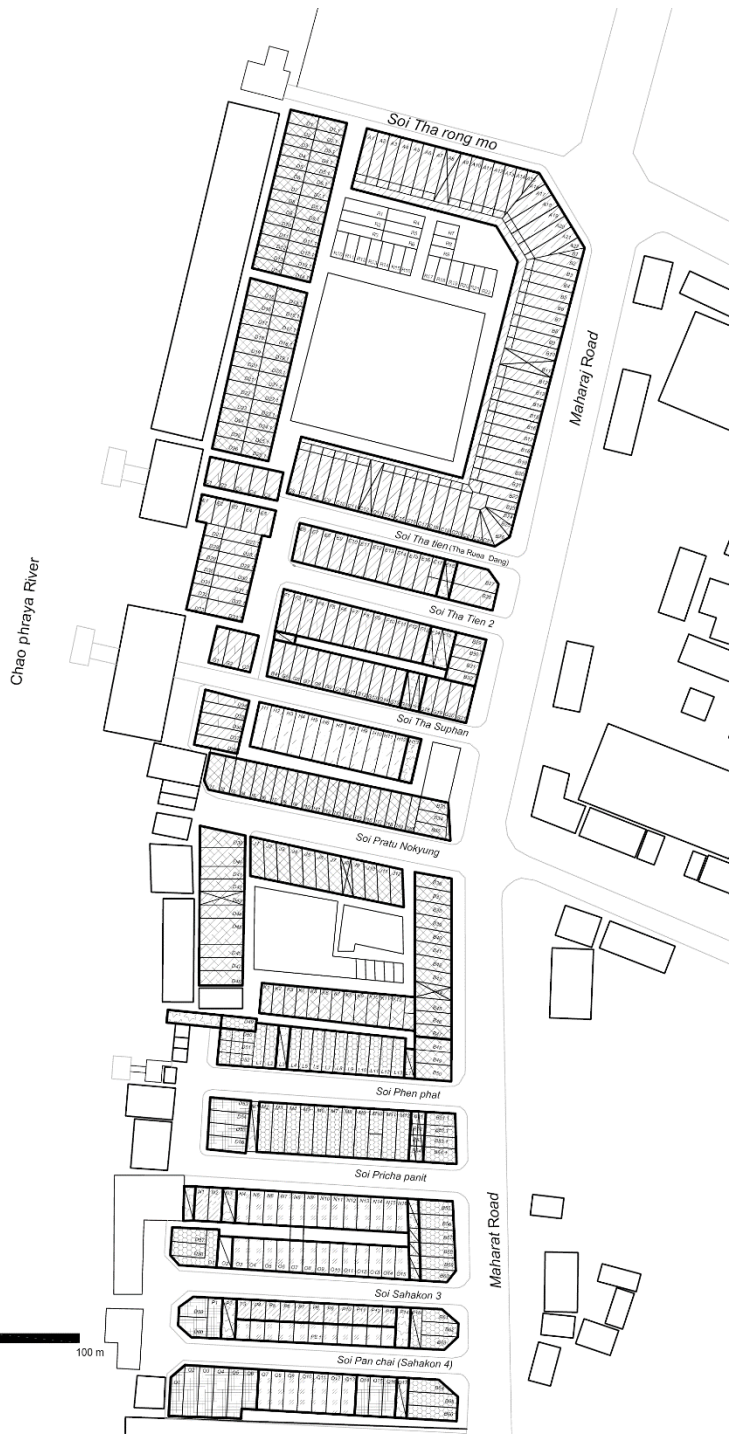
Built year

-  Before 1902 (2445 B.E.)
-  During 1902 (2445 B.E.) - 1917 (2460 B.E.)
-  During 1917 (2460 B.E.) - 1932 (2475 B.E.)
-  During 1932 (2475 B.E.) - 1957 (2500 B.E.) - 1967 (2510 B.E.)
-  During 1957 (2500 B.E.) - 1967 (2510 B.E.) - 1977 (2520 B.E.)
-  During 1967 (2510 B.E.) - 1977 (2520 B.E.) - 1977 (2520 B.E.) - 1997 (2540 B.E.)
-  After 1997 (2540 B.E.) to present
-  Extension

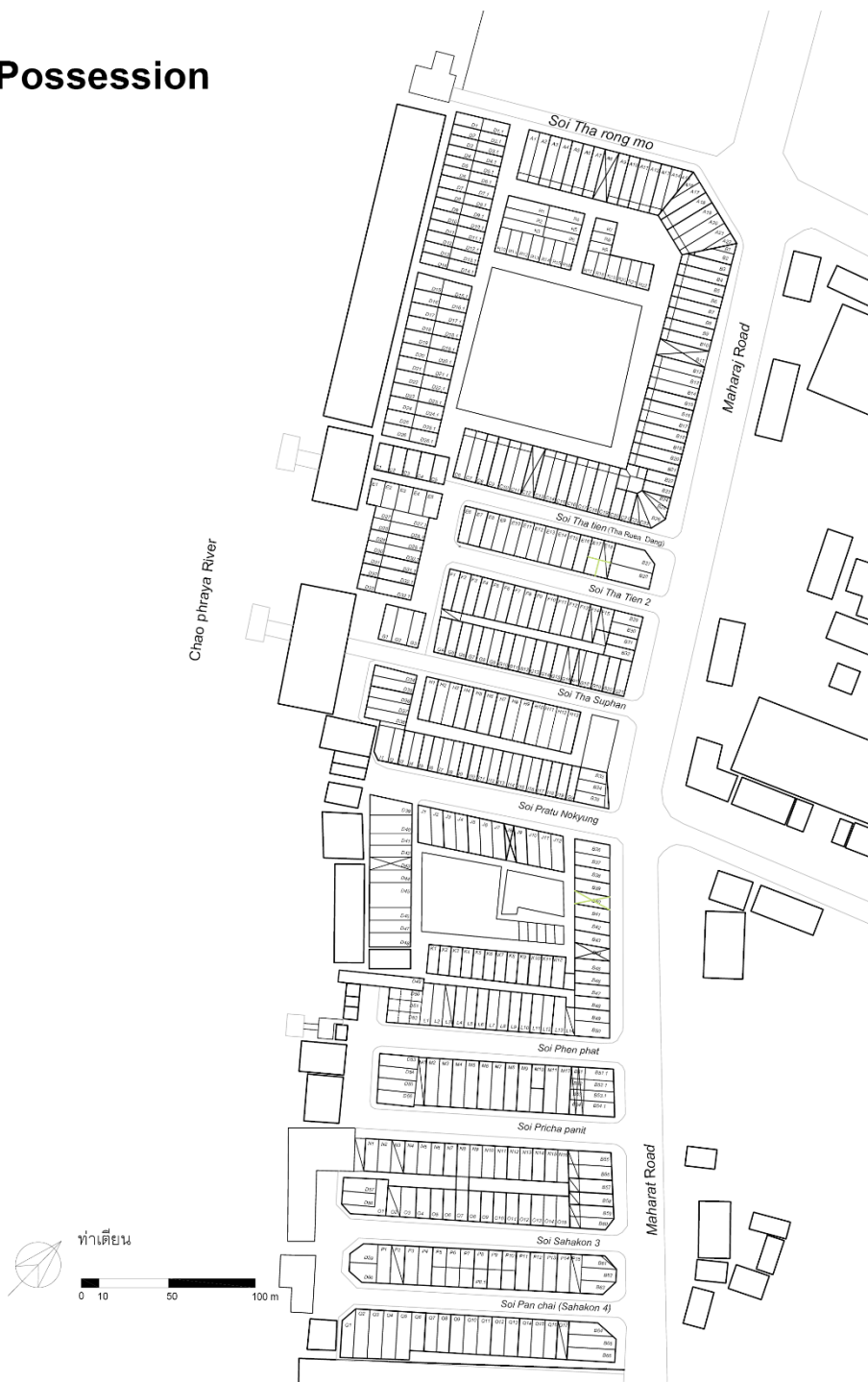


Typology

-  2445
-  2452
-  2472
-  2502
-  2510-2513
-  Extension
-  2506
-  2520
-  2506 modified
-  2540



Possession



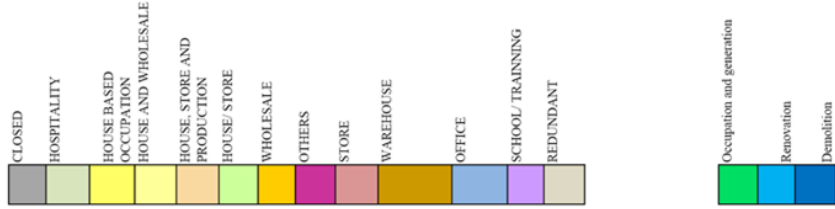
Residential Use



APPENDIX III

Inventory of shophouses that are changing of uses

Room No.	Name Place	First use	Impact factor	Use I	Impact factor	Use II	Impact factor	Use III	Situation
A1-A2	CLOSED		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Redundant	Relocation/
A3-A4	Glena Jenn's coffee		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Cafe	Relocation/
A5-A6	Bangkok Bed and Breakfast		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Bed and Breakfast	Relocation/ Tourism
A7	บ้านสวนฝ้าย		-	House and wholesale	Decline of wholesale	wholesale and worker residential	Renovation	Wholesale and worker residential	Relocation/
A9	ร้านสิริกุลาท		-	House and wholesale	Decline of wholesale	House and seafood store	Renovation	Seafood Shop	Tourism
A10	พารวย		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Restaurant	Relocation/ Tourism/ occupation
A11-A12	ร้านขนมปัง		-	House and wholesale	Decline of wholesale	House and seafood store	Renovation	Seafood Shop	Tourism
A13-A15	No name		-	House and wholesale	Decline of wholesale	House and seafood store	Renovation	Restaurant	Relocation/
A16-A17	Good job		-	House and wholesale	Decline of wholesale	House and egg wholesale	Renovation	Stationary and coffee shop	Relocation/
A18	ร้านกาแฟ		-	House and wholesale	Decline of wholesale	House and egg wholesale	Renovation	Souvenir shop	Relocation/ Tourism/ Long life product/ End of generation/ New occupation/ Traffic
B1-B2	No. 284/286 Tha Tien store and city lodge		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Bed and Breakfast / G floor café	Relocation/ Tourism
B4	CLOSED			House and wholesale	Decline of wholesale	House and wholesale	Renovation		Relocation/
B3	No. 288 ถนนฟ้า		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Souvenir shop	Relocation/ Tourism
B5	No. 292 ถนน		-	House and cloth store	Decline of wholesale	House and merit product store	Renovation	Souvenir shop	Relocation/ Tourism/ Long life product
B6	No. 294 ถนนฟ้า		-	House and store	Decline of wholesale	House and dice store	Renovation	House and dice store	Relocation/
B7	No. 296 ถนนฟ้า		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Residential and restaurant and herb store	Relocation/
B8	No. 298 ถนนฟ้า		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Souvenir shop	Relocation/ Tourism/ Long life product
B9	CLOSED			House and wholesale	Decline of wholesale	Redundant	Renovation	Redundant	Relocation/ tourism
B10	No. 302 ถนนฟ้า		-	House and wholesale	Decline of wholesale	Wholesale	Renovation	Cafe	Relocation/ tourism
B12	Cafe		-	House and store and production	Decline of wholesale	House and store	Renovation	Coffee shop	Relocation/ tourism
B13-B14	no. 306/308 ถนนฟ้า		-	House and store and production	Decline of wholesale	House and store	Renovation	Store and Gallery	Process of renovation/ Tourism/ Owner relocation
B15	No. 310 Tha Tien Gallery		-	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Souvenir shop and gallery	Relocation/ tourism



B10B17	No. 312/ 314 ซอยสุพรรณ				House and wholesale	Decline of wholesale	Restaurant	Renovation	Restaurant	Relocation/ tourism
B18	No. 316 ซอยรามอินทรา	-			House and wholesale	Decline of wholesale	Café	Renovation	Café	Relocation/ tourism
B19	CLOSED	-			House and wholesale	Decline of wholesale	Redundant	Renovation	Redundant	
B20	No. 320 Houselegmaking	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	House and store	Relocation/ tourism
B21	No. 322 Joy the cup	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Restaurant	Relocation/ tourism
B22	No. 324 No name	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Souvenir shop	Relocation/ tourism
B23	No. 326 No name	-			House and wholesale	Decline of wholesale	House and dice store	Renovation	House and dice store	Relocation/ occupation
B24-B26	No. 328 Siam Exotique	-			House and wholesale	Repossession	souvenir shop	Renovation	souvenir shop	Relocation/ tourism
B27-B28	Arom dee Hostel	-			House and wholesale	End of generation	Redundant	Occupation and generation	Hostel	Tourism
B29-B30	Tha Tien Café	-			House and wholesale	-	Grocery	Occupation and generation	Grocery and coffee	Tourism
B33		Demolition of shophouse			Redundant	Relocation	Herbal medicine shop	Investment	Herbal medicine shop	Occupation
B34-B35		Demolition of shophouse			Redundant	Relocation	Herbal medicine shop	Repossession	Herbal medicine shop	Occupation
B36-B37	Chetupon Gate	Demolition of shophouse			Warehouse	Relocation	Herbal medicine shop	Repossession	Bed and Breakfast	Tourism
B39	บ้านสมานใจดีสงขลา	Demolition of shophouse			Redundant	Decline of wholesale	House and wholesale	Repossession	Herbal medicine shop	Linked to Wat Pho
B45	Pipat Kimpat	Demolition of shophouse			House and store	End of generation	Surgery	Occupation and generation	Temporary massage	Linked to Wat Pho
B49-B50	Baam Tha Tien	Demolition of shophouse			Redundant	Decline of wholesale	Restaurant (coconut palm)	Repossession	Guest house	Tourism
B55-B56	7 eleven	Demolition of shophouse			Redundant	Decline of wholesale	Convenient store	Investment	Convenient store	Location next by school
B59-B60	Elfin	Demolition of shophouse			Redundant	Decline of wholesale	Restaurant	Repossession	Guest house and ground floor café	Tourism
C1-C5	สวนสุขภาพ	-			House and wholesale	Decline of wholesale	Wholesale	-	Wholesale	Occupation
C6-C8	สวนสุขภาพ Storage	-			House and wholesale	Decline of wholesale	Warehouse	Renovation	Warehouse	Relocation/
C9-C11	สวนสุขภาพ Storage	-			House and wholesale	Decline of wholesale	Warehouse	Renovation	Warehouse	Relocation/
C13	No. 20	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Redundant	Relocation/
C14	No. 18	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Redundant	Relocation/
C15	No.16 Auto Mation Clear	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Office	Relocation/
C16-C17	No.14/12 พงษ์	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Fortune teller	Occupation
C18	No. 10 Tha Tien Home café	-			House and wholesale	Decline of wholesale	House and wholesale	Renovation	Café	Relocation/

C19	No. 8 ถนนมิตรภาพ	-	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Take away food	Relocation/
C20	No. 6 Tha Tien Café	-	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Café	Relocation/
C21	No. 4 Tha Tien Art Café	-	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	House and wholesale	Renovation	Café	Relocation/
C22-C23	Siam Exotique	-	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	souvenir shop	Renovation	Souvenir shop	Relocation/
D1-D26	Residential block	-	House and wholesale and storage	Change of accessibility	House and wholesale and storage	Change of accessibility	Redundant	End of contract	Redundant	Relocation/
D27-D30	Saha Ratnakosin	Demolition of shophouse	House and wholesale and storage	Generation end	House and wholesale and storage	Generation end	Redundant	Occupation and generation	Hotel	Tourism
D36-D38	Arum Residence	Demolition of shophouse	House and wholesale and storage	Decline of wholesale	House and wholesale and storage	Decline of wholesale	Warehouse	Occupation and generation	Hotel	Tourism
D50-D53	Rva Arum	Demolition of shophouse	House and shop	Decline of wholesale	House and shop	Decline of wholesale	House and shop and wholesale and massage	Repossession/ investment	Hotel	Profit
D56-57	Arum	Demolition of shophouse	House and material construction store/ short stay inn	Generation end	House and material construction store/ short stay inn	Generation end	House and material construction store	Occupation and generation	Hotel	Tourism
E1-E5	Saha Ratnakosin	Demolition of shophouse	House and wholesale and storage	Generation end	House and wholesale and storage	Generation end	Redundant	Repossession/ investment	Hotel	Tourism
E17-18	Mixed use	Demolition of shophouse	House and wholesale and storage	Generation end	House and wholesale and storage	Generation end	House/Clinic	Relocation to other area	Clinic/ Rental room	rent out for higher income
F1-F2	Wat Plo Massage school	Demolition of shophouse	House and wholesale and storage	Decline of wholesale	House and wholesale and storage	Decline of wholesale	house and wholesale	Repossession	Massage trimming	Occupation
G1-G3	Inn a day	Demolition of shophouse	House and industry and whole sale	Generation end	House and industry and whole sale	Generation end	House and industry and whole sale	Relocation of/le factory to oter area	Hotel	Tourism
G6	Make me mango	Demolition of shophouse	House and store and production	Decline of wholesale	House and store and production	Decline of wholesale	Redundant	Repossession/ investment	Café	Tourism and occupation
G7	Tongkin Annun	Demolition of shophouse	House and store and production	Generation end	House and store and production	Generation end	Redundant	Repossession/ investment	Restaurant	Rent a propertm in historic area/ Location
G8-G9	Tultra café	Demolition of shophouse	House and store	Decline of wholesale	House and store	Decline of wholesale	Grocery	Repossession	Café and B&B	Tourism
G21	House and wholesale	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	House and wholesale	Repossession	Herbal medicine shop	Occupation
H2-H3	Chetupon Clinic	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	House and wholesale	Repossession	Clinic	Occupation
H7	Pho Hotel	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	Decline of wholesale	House and wholesale	Repossession	Hostel	Tourism
H142	Arum Residence	Demolition of shophouse	House and wholesale and storage	Revitalisation	House and wholesale and storage	Revitalisation	Redundant	Repossession/ investment	Hotel	Tourism
I18	ศูนย์พระพิฆู	Demolition of shophouse	Redundant	Revitalisation	Redundant	Revitalisation	Herbal medicine shop	Repossession	Herbal medicine shop	Occupation
I19	ศูนย์บริการทางการแพทย์ เบน/นู 2000	Demolition of shophouse	Redundant	Revitalisation	Redundant	Revitalisation	Herbal medicine shop	Repossession	Herbal medicine shop	Occupation

L14	โอบุส (โอบุ)	Demolition of shophouse	House and wholesale	Decline of wholesale	House and office	-	House and office	Occupation
L15		Demolition of shophouse	House and office	Decline of wholesale	House and office	-	Cooking school	Occupation
L16	Baan Tha Tien	Demolition of shophouse	Redundant	Decline of wholesale	Restaurant	Repossession	Guesthouse and reception	Tourism
L17		Demolition of shophouse	Redundant	Decline of wholesale		Repossession		Tourism
M1	Riva Arun	Demolition of shophouse	Redundant	Decline of wholesale	Massage school	Repossession	Hotel	Tourism
M2-M3	Baan Tha Tien	Demolition of shophouse	Redundant	Decline of wholesale	House and wholesale	Investment	Hotel	Tourism
M6-M7	Chetonee Massage school	Demolition of shophouse	Redundant	Decline of wholesale	Redundant	Investment	Massage school	Occupation
M10	Bluewhale	Demolition of shophouse	Redundant	Decline of wholesale	Warehouse	Investment	Coffeshop	Tourism
N1-N3	Warehouse	Demolition of shophouse	Warehouse	Decline of wholesale	Warehouse	-	Warehouse	Occupation
N4-N6	Chetawan massage school	Demolition of shophouse	Warehouse	Decline of wholesale	Warehouse	-	Massage school	Occupation
O4	Rental room	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	-	Rental room	Foreigner worker
O5	Chaiwat Guesthouse	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	Investment	Guesthouse	Tourism
P1-P2	Arun	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	Investment	Hotel	Tourism
P3-P4	Chaokao Office	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	-	Office	Occupation
P5-P7	ร้านอาหารโอบุ	Demolition of shophouse	House and store and production	Decline of wholesale	House and wholesale	Repossession	Restaurant	Tourism
P12-P13	Thai Ampol food ltd.	Demolition of shophouse	House and wholesale	Decline of wholesale	House and wholesale	-	Office	Occupation
Q7-Q8	Plastic segery clinic	Demolition of shophouse	Warehouse	Decline of wholesale	Warehouse	Repossession	Others	Occupation
Q14-Q16		Demolition of shophouse	Warehouse	Decline of wholesale	Warehouse	Repossession	Others	Occupation

APPENDIX IV

Case studies

1. Tha Tien Café

The House no.2 was leased from the Crown Property Bauru last 70 year ago. After the relocation for about 2 years, the tenant of the place finds out that the local grocery store is now a difficult business because the local context of Tha Tien is changing so fast. In reality, only a bottle of water could sale for a day. Also he found out that the row house after the renovation is not ready for normal living since the roof was leaking and the toilet has no ventilation at all. In summary he stated about returning his property to the landlord and resided somewhere if the return from the landlord presented his family.

**Tha Tien café**

Above left: Shopfront

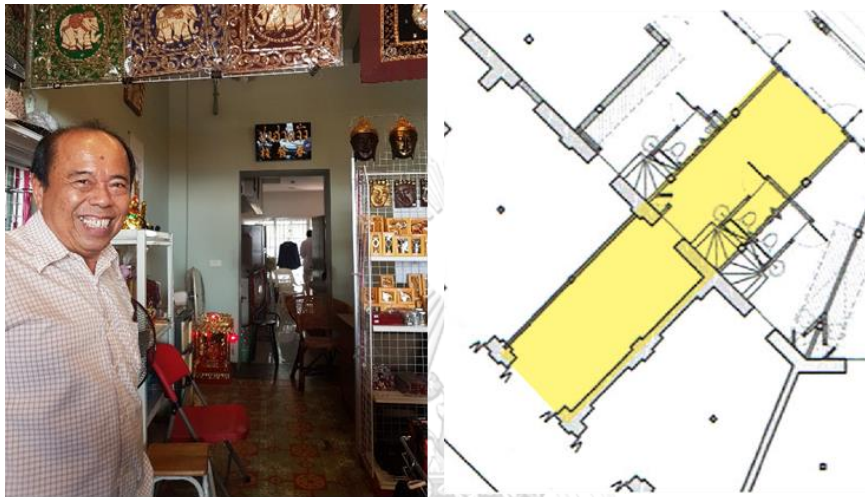
Bottom left: Downstairs space

Above right: Ceramic workshop

Bottom right: Painting class

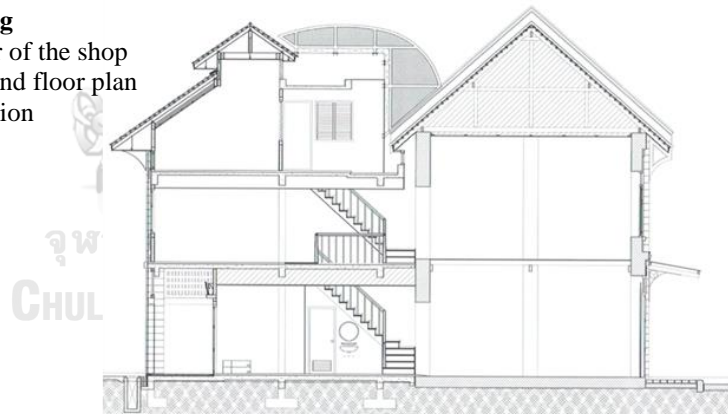
2. Chung Huad Jung

The House no. 280 was leased from the Crown Property Bauru last 70 year ago for resident and running egg wholesale business. Even there are a few brother and daughter, he was only the one who carried on family business. However his egg wholesale business was quit last few years. The announcement of shophouse renovation during 2011-2013, his youngest son graduation and the changing context of Bangkok transportation are major reasons to end his 70 years business. The occupier of the shophouse stated that the 2 years breakdown from the place he called home was difficulty to keep the ongoing business continuing.



Chung Huad Jung

Above left: Owner of the shop
 Above right: Ground floor plan
 Bottom right: Section



One of the two ice industry in Tha Tien was occupied by the family house since 1967, after the shophouse was available for leasing. Later the house was purchased. The long stay of this family represents growing and declining of space requirement. The shophouse at the beginning was a 3.5 storeys height. The downstairs of the shophouse was used for ice industry while the upper floor are used for dwelling. The roof deck was sometimes infilled by new room before his first son wedding. After his new wife moving in, the second floors bedroom was extended and the bathroom was added. The kitchen and living area are also occupied at upper floor level.



T.Thaiwat

Above left: Shopfront

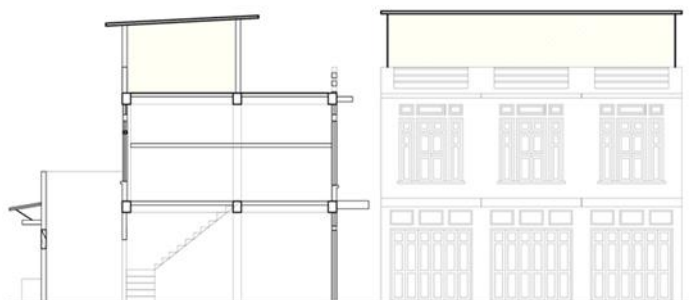
Bottom left: Section and elevation of the shophouse

Above right: Downstairs

Bottom right: Lounge on the mezzanine floor

4. Loe Heap Seng

“Low Heap Seng” is the name of the previous palm sugar manufacturer which is now closed down. This house is the sample of the end of generation. The owner who just turns 90 years old gave the interview that palm sugar was the family business since the shophouses were firstly leased. The ground floor which used to be a production area now is a bedroom for the 2 elders who are living while the upper floor which used to be an accommodation and storage area are now empty. The mezzanine floor on the upper level is now completely locked. The façade of the shophouse can be traced of the mezzanine level since a small windows were added sometimes in the past.



Loe Heap Seng

- Above left: Shopfront
- Bottom left: Downstairs space
- Above right: Lounge space
- Bottom right: Adding mezzanine level on the above floor

The House no. 17-19 is a private own by a family who still run a wholesale business. The residence in this shophouse was started in 1970 after the great fire in 1967. A number of shophouses were constructed for leasing, until the 1980s the shophouse was purchased. Now his family owns 8 units of shophouses continuously. The third and the fourth floor of this house is accommodated resident space for 8 people. The second, mezzanine and ground floor were used for warehouse. At the ground floor, the office and shopfront space are located. The second floor and the south balcony were used for cooking area. The roof deck was recently converted for a large area of living space and meditation room. The other 2 units of shophouses on the other ends were rent out to the massage school. The decoration of the house is simple and clean and designed by Feng Shui.



Wattana Panit

Above left: Shopfront

Bottom left: Roof deck extension

Above right: Kitchen space

Middle right: Bedroom area

Bottom right: Shrine space

6. Patkitprasong pharmacy

Kit prasong pharmacy is an old family who sell the Chinese medicine mainly mixed with herbs through the 4th generation. As the larger business since the first generation, the family occupied almost one third of the row house. However the actual resident was in the No. 306 and 308 and the top part of the main entrance. The front part of the row house was used for the pharmacy, while at the back of the house is used for the production – herb drying and mixing area. The upper floor was for sleeping and the roof top was for the storage. When the business expanded to the limitation of row house space, the business was relocated to the edge of the town. This place was only left for the showroom and some specific Chinese medicine. The shop was totally changed again after the renovation of the row house done by the Crown Property Bauru in the 2013-2015. Some Chinese herb was damaged during the relocation and also there was a vast decline in the customer. Therefore the owner decided to convert the business and rebrand the product into the new packaging which the tourist can purchase and take away instead. The upper floor also converted into the art gallery, while the No.306 is now housing a coffee shop providing a refreshment and small snack. The case study illustrates the previous use that converted to suit with the new context, the new uses served the context of tourism and the new use attracted to the socio-economic trend such an art gallery.



Patkitprasong pharmacy

Left: Shopfront

Middle: Shelf space

Right: Gallery

Hong Sun is a family business that is a wholesale of dried noodles since the last 50 years until now. The two units of shophouses offer a good size of space where one side is occupied by a warehouse. While another that used to be a family space is now a small restaurant. After the owner of the restaurant - the third generation graduated from the cookery school, this space was adapted to house the two functions – a family and restaurant space. The upstairs of the shophouse is a residential space. The overall look of the shophouse looks the same as the previous characteristic.



Hong Sun

Above left: Shopfront

Bottom left: Living space

Above right: Sample dish 1

Bottom right: Sample dish 2

8. Baan Tha Tien Village

Baan Tha Tien village is a name of the hotel that just replaced the old restaurant. Three shophouses were converted in to one hostel, but the existing walls are kept in place apart from the renovation of the back shophouse to house a reception. The front two units of shophouses are converted to a café and a restaurant providing for the guest of the hostel and the tourists who are walking pass by. Even the place is serve the tourist, new design is based on simplicity, nice and clean looking. The hotel is managed by a thirty years old boys who was grown up in Tha Tien. After he graduated, he is looking for running his own business. Five units of shophouses were rent from the local landowners and converted for a mid-range hostel, providing rooms and simple breakfast. The roof deck was added for more guest rooms.



Baan Tha Tien Village

Left: Exterior façade

Above right: Bedroom

Middle right: Common space

Bottom right: Café

9. Inn a day Hostel

Inn a day Hostel by Joo Jin Seng is located on the river bank of the Chao phraya River was to accommodate a private resident and a manufacturer of palm sugar business. After the third generation was graduated, three units of shophouses were converted to a hostel. This family owned business was conducted from collaboration among family members. The niece who is a 27 years old is a manager of the hotel while the grandmother who is at the 70 years old is running a kitchen. The hotel is providing only 5 guestrooms with the ground floor restaurant. The upper floors are accommodation space with utility and shared space among guests. Each room was designed by a unique theme that was convinced by the interior designer. The old elements of the building were kept and reuse for other purposes as a decoration in the building. Also, the old picture of the place was decorating anywhere in the shophouse



Inn a day Hotel

Left: Exterior Facade

Above right: Sample of guestroom

Bottom right: Downstairs restaurant

providing the image of the past.

10. Tha Tien Store

The House no. 286 was leased from the Crown Property Bauru for a few generations. The conversion of the shophouse to a guesthouse was just after the renovation during 2011-2015. After the return to Tha Tien, the wholesale business may not fit the existing context. The ground floor of the shophouse is a restaurant, kitchen and office whereas the upstairs is housed a three guestrooms. Approximately 2 million Thai baht was spent for decoration. The owner gave an interview that his new business earns a good income monthly. The design of the shophouse is looking vintage and matched with the façade of the shophouse.



Tha Tien Store

Above left: Shopfront

Bottom left: Plan

Above right: Restaurant

Bottom right: Guestroom

11. House No.20

The House no.20 in Soi Pratu nukyoong is now occupied by at 75 years old man who is the third generation is now living in the shophouse. His working life was an administration who was working in the financial sectors gave his opinion that it was tough during the childhood. Finished the university and worked for a large organisation was the aims in his young age. He said that the house was used to have an expanded family living here. However, everyone moved out after graduation and got a job elsewhere. In the past, his house was occupied by the toffee industry, before the wholesale and then only dwelling. After the family business were ended last decades, he is the only one in the family who prefers to live in Tha Tien. The 2 storeys shophouses seem very large for one person residence. There is not much works applied to this house after only one person is living. He said that his niece always come to visit every Sunday.



House No.20

Above left: Shopfront

Bottom left: Utility are

Above right: Downstairs lounge

Bottom right: Plans

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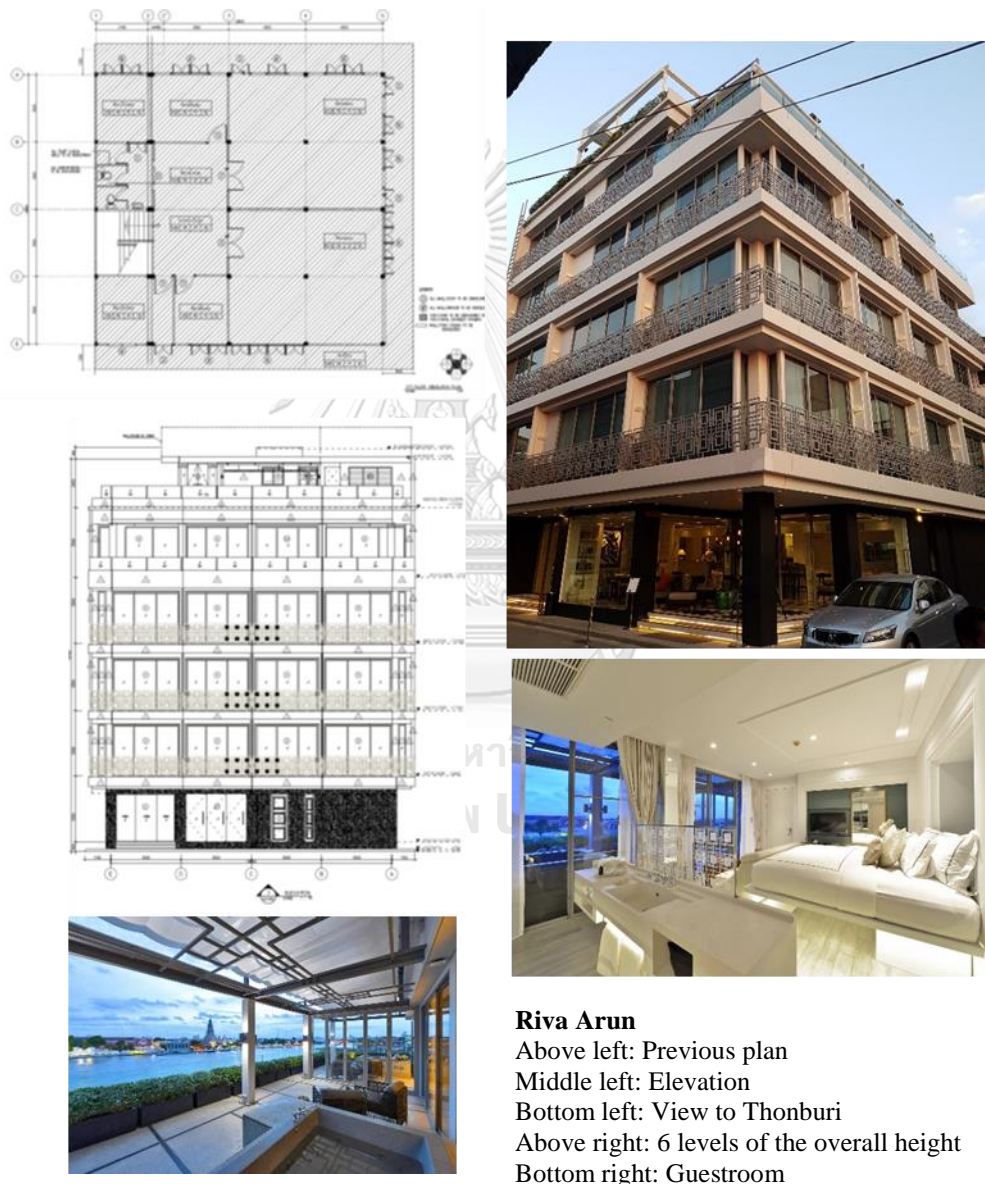
12. Chetupon Gate Hostel

The Chetupon Gate is a recent hotel invested by a group of outsiders who arrived in Tha Tien last 12 years to open the restaurant business. After the success of the investment, they are now owned 3 guesthouses and 3 restaurants. The Chetupon Gate is opened recently, after the existing shophouse was redundant. The front part of the ground and the upper floors are used for the restaurant while the back part of the shophouses are occupied by the guest rooms. The roof deck was also added to gain more space for guest rooms. The back part is also extended to the alley next-door. The design of the hostel is keeping a simply look of shophouse providing nice lighting and good standard of the three stars hostel.



Chetupon Gate Hostel
 Above left: Exterior facade
 Above right: Common area
 Bottom right: Restaurant

To fulfil demand of guest rooms in Tha Tien area, a row of old shophouses used to house a massage school, was converted to a four star hotel by the big name developer in 2014 – 2016. With a large scale of investment, the hotel has 25 guest rooms with a ground floor lounge and the roof top restaurant and bar with other facilities availability. This sample demonstrates of aggressive conversion in which conducting a feeling of placelessness by a conversion of 4 units of 3 storey height of shophouses in to one large building with another 3 floors added on the top of shophouse's roof deck. Not only the building height is over the allowance of Rattanakosin Island, but also identity of a place is destroyed.



Riva Arun

Above left: Previous plan

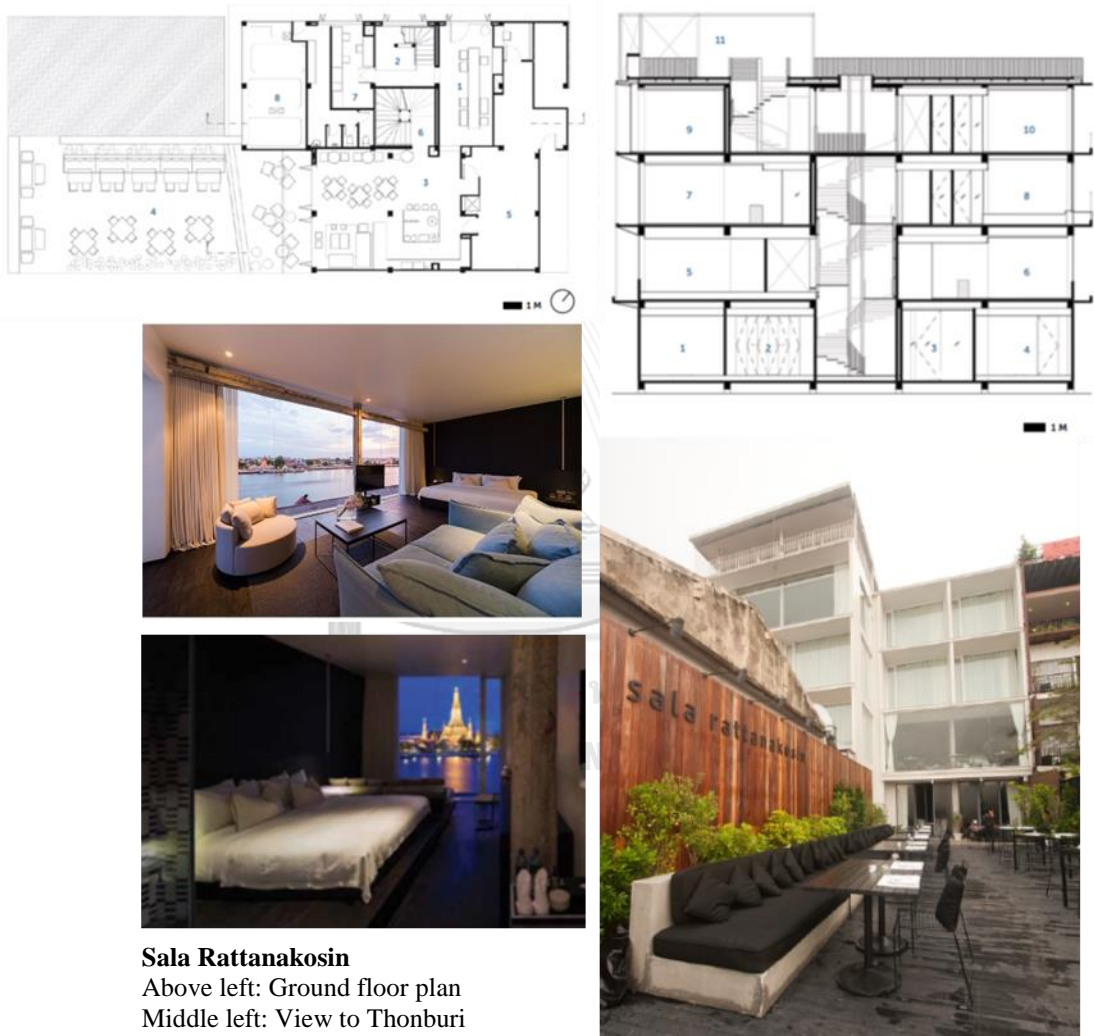
Middle left: Elevation

Bottom left: View to Thonburi

Above right: 6 levels of the overall height

Bottom right: Guestroom

Sala Rattanakosin was used to house a wholesale business before letting out to the major chain hotel – central group. Released in 2011, the rental rate is at 500,000 Thai baht monthly. The three and a half storeys shophouse was added to full floor storeys by the extension on the roof top. And the use of roof deck for a terrace bar. The ground floor is used for a lounge and a waterfront restaurant while the first floor is used for a fine dining. The guest rooms are occupied on the first, second and third floor. The famous architect was hiring to conceive a design that could connect The Pho temple and the river view together. Two stairs are used to separate between the private and public activity. The 3 shophouses are combined to for a hotel use, but the existing walls are still kept. The guest room numbers are at 8 rooms.



Sala Rattanakosin

Above left: Ground floor plan
 Middle left: View to Thonburi
 Bottom left: Guestroom
 Above right: Section
 Bottom right: Riverfront

15. Blue Whale

Blue Whale was leased from the private owner who possesses around 10 shophouses in Soi phenphat. The small size of this unit is only about 3.5 metres width by 6 metres depth. This shophouse was leased by a young group who recently graduated from the famous architecture school. A group of friend, who has a similar aim of owning a business, has been gathering together in 2015. It was took a while to find such a location of the building that suit with the use of small coffee shop. As a Chinese belief, the concept of the coffee shop is employed by the Feng shui fortune teller. The coffee shop should have a theme of marine and the location of the prospect property should be located nearby the River. So the team rent this shophouse at 20,000 Thai baht monthly and the renovation caused nearly 2 million Thai baht. After the renovation, the shophouse is painted blue as the name of the place “Blue Whale Café”. The overall look is shaped by a photonic scene. Due to the small size of the shophouse, the roof tile and the wooden door shutter were raked off and replaced by a glass opening.



Blue Whale

Above left: Shopfront

Bottom left: Section

Above right: Attic space

Middle: Sky light

Bottom right: Second floor plan

Make me mango open in 2016 as a new dessert café in Tha Tien area. A 55 years old woman and her daughter who has a cousin next door said that the shophouse was purchased in 2015 after the previous owner was gone bankrupt. After a while of working as an English teacher, this third generation want to have her own business. The brief was done by the investigation on the shop or service that Tha Tien needs. Finally, the decision making was concluded that the dessert café could be a good alternative. The recipe of mango and sticky rice which is a famous Thai dessert is adapted to unique taste and texture. The interior designer was hired to conceive a new experience of dessert café. The new additional floors was inserted between floor levels to enhance the quality of the shophouse space. The existing stair was relocated to the middle position to connect the existing floor level and the new one. The owners of the place is now living outside Tha Tien as they come in between 10.00 a.m. to 10.00 p.m.



Make me mango
 Above left: Interior space
 Bottom left: Decoration
 Above right: Shopfront
 Bottom right: Dessert sample

RN

Tongkin Aunnum is located on Soi thareua dang. It is now used for a Vietnamese restaurant named “Tong khin an nam” managed by a 25 years old man who claimed that his mother was rewarded him a shophouse. Even this is a false data receiving during the research, it represent that this man have seen the importance of rootedness in the historic place. The 3.5 shophouses built in 1968 was converted to house a restaurant. The ground, mezzanine, second floors are used for restaurant while the top floor is used for private studio. The application of new design is contemporary in the existing place. Also the toilets are also in the same place of where they are. The major part that give a new look to the restaurant is the new glass window at the downstairs. The kitchen of the restaurant is at the back of the shophouse. This sample represents the idea of working with the existing building since the constraint of the short term contract – 3 years term.



Tongkin Aunnum

Above left: Shopfront

Bottom left: Downstairs space

Above right: Upstairs dining

Bottom right: Gourmet sample

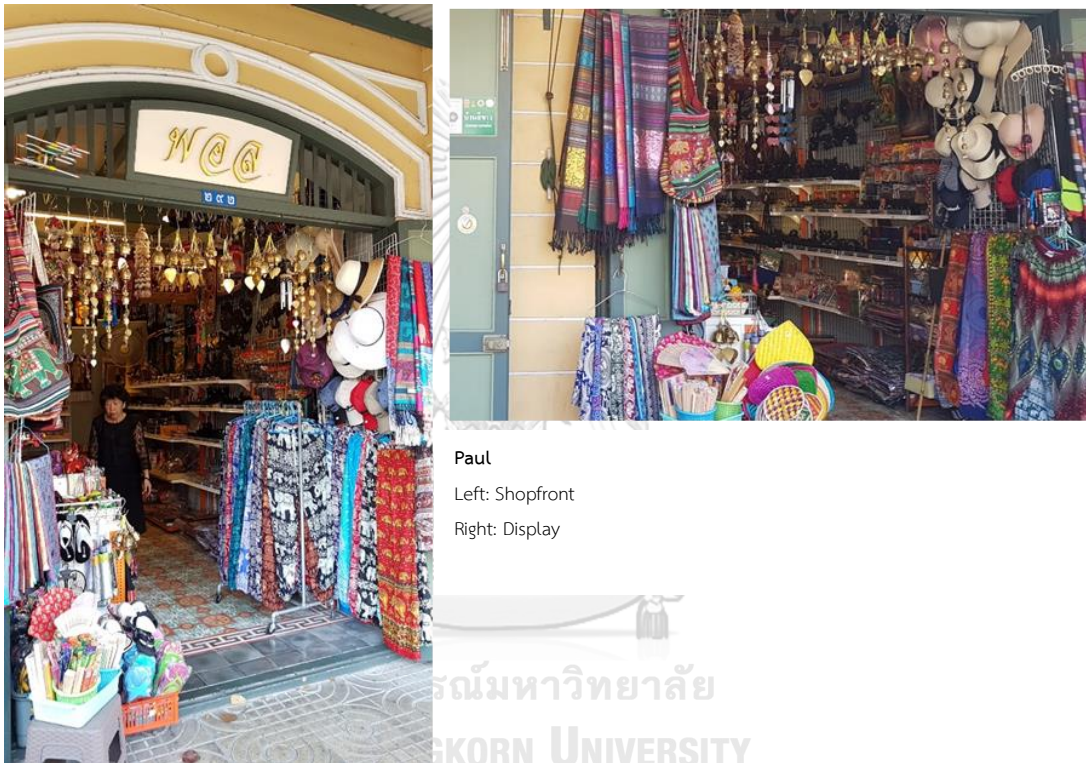
18. Tung Charuen Lap

The dry seafood occupied at the shophouse No.262 on the ground floor of shophouse own by the Crown Property Bauru where the tenant has been sold dry seafood for 40 years. The first settlement was to establish the wholesale of dried seafood products which linked to the major activity of Tha Tien. Even the shophouse was closed down for the 2 year renovation, the shop now is still trading dried seafood and other dried food product. The owner of the shop gave some notes that she has moved out of Tha Tien. The building was closed, but her shop still occupy on the footpath in order to maintain her business. However, the tiny and mobility was convinced her to converting the product into the new form of packaging. In reality, the wholesale is altering to small package in order to sell both local and foreigner. The upper floor of the house is a residential for the workers who work for the shop. This sample represents the use that can survive in the changing context and situation.



Tung Charuen Lap
 Left: Shopfront
 Above right: Shop display
 Bottom right: New packaging

The House no.292 was leased from the Crown Property Bureau last 70 year ago for resident and commercial purpose. In the previous generation, the family business was selling cloths, before turning to a store of monkish product during the last 50 years. When the acquisition of the property from the Crown Property Bureau was passed to the present occupancy. The 70 years old ladies who are living in this shophouse gave the interviews that the monkish product sale was quit before the renovation in 2013. During that time, I moved to live with my cousins. After the return in 2015, the context was inclusively changing to tourism. Running the souvenir shop would be easy to find the customer. At the same, they start to learn English. Now, the upstairs of the shophouse is used for residential area.



Chetawan Massage School is in Soi Sahakorn 3 was recently rented by the second son of Phaet kitprasong – a famous Chinese drug store of Tha Tien. The aim of inheritance the Thai massage from the Pho temple was started last 15 years ago. Now, his businesses are spread through the whole of Tha Tien. A number of old shophouses through Tha Tien were converted to massage space. This sample in Soi Sahakorn 3, in fact, is combined by 3 shophouses. The ground floor of the shophouse is usually a reception, store and treatment while the upper floors is accommodating a massage space for all classes and toilets. The decoration of the shophouse is kept simplicity and tidiness. The design of the space is to keep calm and peaceful.



หลักสูตรแพทย์แผนไทย
 สาขาเภสัชกรรมไทย
 เป็นหลักสูตรที่เปิดสอนที่ศูนย์สุขภาพเซตวันโดยอาจารย์แพทย์แผนไทยผู้เชี่ยวชาญ
ระยะเวลาในการเรียน :
เรียน 3 ปี (เฉพาะวันเสาร์ - วันอาทิตย์ เวลา 09.00-16.00 น.)
ค่าเทอม:
 ปี 1. ค่าเทอมปีละ 20,000 บาท
 ปี 2. ค่าเทอมปีละ 24,000 บาท
 ปี 3. ค่าเทอมปีละ 24,000 บาท
**** จ่ายทีเดียว 3 ปี ลดเหลือ 60,000 บาท ****
คุณสมบัติ:
 1. อายุไม่ต่ำกว่า 20 ปีบริบูรณ์
 2. มีถิ่นที่อยู่ในประเทศไทย
 3. สามารถอ่านออกเขียนได้
 4. ไม่เป็นโรคที่เป็นอุปสรรคในการเรียน
เปิดรับสมัคร: ตั้งแต่วันนี้
เอกสารที่นำมาสมัคร:
 1. สำเนาทะเบียนบ้านจำนวน 1 ชุด 2. สำเนาบัตรประชาชนจำนวน 1 ชุด
 3. รูปถ่าย ขนาด 2 นิ้ว 1 รูป
เปิดเรียน : เปิดเรียนเดือนกรกฎาคมของปีถัดไป
• โรงเรียนแพทย์แผนไทยราชภัฏพระนคร (วัดโพธิ์)
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 E-mail : watpo.tfm@gmail.com Website: http://www.watpomassage.com
FACEBOOK : WATPO&CHETAWAN



Chetawan Massage School
 Above left: Shopfront
 Bottom left: Massage space
 Above right: Training course
 Bottom right: Third floor plan

Source:
<https://www.facebook.com/chetawanwatpo/photos/pcb.1933079833619051/1933079753619059/?type=3&heater>

VITA

Peeraya Boonprasong is a lecturer in the Faculty of Architecture at Silpakorn University in Thailand who has been practicing conservation and reuse and regeneration in Thailand and the UK. Her current research interest is in the role of use in a historic quarter facing extreme revitalisation and urban growth. After finishing a Master's degree in Architecture and Regeneration at Oxford Brookes University, she gained experience in the creative reuse of historic buildings and historic conservation at Latham Architects and Donald Insall Associates in the UK. Other research interests include new building design in historic contexts, including the new addition of historic buildings and revitalisation of old towns. Her recent publications are The Development of Adaptive Use of Historic Building in Thailand, Understanding Historic Building for the Recommendation on Louis T. Leonowens' Godown Conservation Statement, Creative Reuse of Western Style Buildings Constructed between 1851 and 1925 in Bangkok for Museum Uses: Design Interpretation and Procedure, etc. which seek to develop concepts and methods related to the reuse of historic buildings in the Thai urban context. She also received a research grant from Silpakorn University Research and Development Institute in 2011 under the research theme "The Evaluation of Western Style Buildings constructed between 1852 and 1925 in Thailand after Converting to Cultural Use".