

Discussion on the Planning of a Remaining Market in the New Urban Area under the Background of Urbanization: A case study of Xin'an Grand Market of Qingdao

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Abstract Chinese markets play an important social role in the long history and are important places for currency circulation, human communication and cultural collision. However, with the acceleration of urbanization, market civilization has gradually faded. In this study, the current situation of a remaining market in Qingdao Development Zone was surveyed, and the problems of the market were discussed. Meanwhile, the reasons for the formation and survival of the market were analyzed, and some strategies to transform the market were put forward to find a way out for the development of the same type of markets in China.

Keywords Urbanization, Market, A new city, Xin'an

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Urbanization is the only way to modernization. "Promoting people-centered new urbanization" is an important strategic deployment made at the 20th National Congress of the Communist Party of China. With the acceleration of the urbanization process, a market as an important node of a township is at the crossroads of development. In recent years, with the implementation of policies on new rural construction, relocation, displacement and resettlement, demolition and resettlement, a large number of villages are disappearing, and rural areas located around cities eventually become urban forms. The population composition, the nature of land use, and the employment choices of villagers in the original villages have all changed, and many of the remaining markets have been forced to "close, reduce the scale or relocate"^[1]. In this paper, the current situation of a remaining market in Qingdao Development Zone was surveyed by means of questionnaires and field observation. In the process of investigation, the problems of the market were found, and the reasons for the formation and survival of the market were analyzed. The contradictions between the market and the city operation as well as the disappearance of the traditional rural culture contained in the market were discussed. Because the market still has the functions of meeting the residents' living needs, communication places and cultural inheritance, it is necessary for the market to survive. In the end, concrete reconstruction strategies were given to find a way out for the development of the new remaining market under the background of urbanization.

1 Research status

1.1 Selection of the study case

There are many markets in Qingdao Economic Development Zone, among which there are 13 large ones. According to three main factors (location, formation reasons and scale), Xin'an Grand Market, which is located at the junction of urban and rural areas, has a long history and a large scale, and is representative, is selected as the study object to comprehensively analyze problems and put forward feasible strategies and suggestions in time.

1.2 Current situation of Xin'an Grand Market

Originating in the Ming Dynasty, Xin'an Grand Market has a long history and many types of stalls. After being relocated many times, it has expanded in scale, and has become a hot market in the economic development zone. Here the current situation of Xin'an Grand Market will be analyzed from the two aspects of communication behavior and trade behavior in the market, and some problems will be put forward.

1.2.1 Analysis of market communication behavior based on the theory of communication and space of Jan Gehl. Jan Gehl divides human interaction into three categories: necessary, spontaneous and social activities^[2]. The market interaction behavior can also be classified according to this: the activities of stall-holders are necessary, and people going to the market are spontaneous.

(1) Stalls: for different types of stalls, the time to set up a stall is also different. Breakfast and other snack stalls are opened at 06:00, and

fruit and fresh vegetables stalls are set up at 06:30, while daily clothing, flowers and green plants and other small commodity stalls are in place at 07:00. Xin'an Grand Market is ready at 07:30. From 12:20, stalls such as vegetables, fruits, meat, seafood stalls are ready to close in turn, and clothing and small goods stalls are closed finally. At 13:10, the market is basically over.

(2) People going to the market: 40 people going to the market were randomly interviewed, of which 3/4 of the people live in the residential area near the market, while 1/4 of the respondents are not nearby residents. Among all respondents, the proportion of middle-aged and elderly consumers aged 40-50 and over 50 is slightly high, up to 34% and 49%, respectively, while that of young people is relatively low.

The lack of young and middle-aged groups in the market communication may be one of the decisive factors related to the vitality of the market. Young people in the neighborhood think that the market is just one place to buy fresh fruits and vegetables, and the process is often finished by elders. They usually do not regard the market as a social place, lack spontaneity, and naturally do not form corresponding spontaneity activities.

1.2.2 Analysis of market trade behavior based on urban economics theory. Urban areas are characterized by the concentration of diverse economic activities^[3]. A market in the countryside can be likened to a commercial center in a city, and it is the support and carrier of rural commerce. According to agglomeration benefits, large-scale local markets

can reduce actual production costs, produce agglomeration effects, attract customers and increase employment opportunities. Through the questionnaire arrangement and the statistics of the types and quantities of current stalls, it can be concluded that the functional types of current market commodities have increased, while the cultural and traditional types have decreased. In the past, there were many kinds of commodities in the market, with both material and spiritual exchanges. Nowadays, traditional handmade goods and folk performances have gradually withdrawn from the market, which is one of the reasons for the loss of vitality of the market.

2 Analysis of problems

The market left behind in the new urban area is now facing an awkward dilemma. It is not a part of the urban land, and its unique rural cultural attribute is also disappearing. In this case, the existence of the market and the development of urban and rural space conflict frequently.

2.1 Conflict between the market and the city

2.1.1 Traffic contradiction. Transportation is one of the four basic activities of a city^[4]. The area around the market is a heavy traffic area between urban and rural areas. The main problems are as follows: the traffic volume is too large at the entrance and exit of the market, and the designed traffic capacity of roads is not consistent with the current situation; stall keepers often occupy roads to compress the traffic space of roads, so that the traffic capacity of the surrounding roads is greatly reduced; parking chaos, and mixed passage of people and vehicles aggravate traffic congestion.

2.1.2 Contradiction of hygienic environment. Due to imperfect sanitation facilities such as sewage discharge and garbage collection facilities and management system, the typical scene of "strewn trashes and sewage flow" can be seen after the market is closed^[5]. Through field investigation, the environment around the market has a negative impact on the appearance of the region, which is not conducive to shaping a good image and the development and inheritance of market culture.

2.1.3 Infrastructure contradictions. Urban infrastructure is a public facility that provides conditions for material production and people's life, and is the most important material basis for building urban material and spiritual civilization^[6]. At present, there are still many problems in the connection of urban and rural infrastructure, and the market left in the new city fully embodies some problems. In terms of

environmental protection, there are no garbage recycling facilities and sanitary facilities such as public toilets and wash basins, so that the sanitary environment is poor. Stallholders lack environmental awareness, and do not dispose of garbage after the market is closed. In terms of water supply and drainage, there is no complete drainage system, and water is discharged through open drains, producing an unpleasant smell. Sewage cross-flow even appears in some regions (especially fresh zones). There is serious water accumulation in rainy days and no corresponding drainage facilities, which is not conducive to the travel of participants. The lack of good supporting facilities makes the market a "pustule" between urban and rural areas.

2.2 Conflict between the market and the countryside

Under the impact of urbanization shopping malls and electronic products, the human touch in the streets and alleys have been replaced by strange "passing". Only with communication can there be culture, and the rural culture contained in the market is gradually disappearing. Based on the comprehensive weighted analysis of politics, economy and culture in Qingdao City, the urbanization process sequence of each district in Qingdao can be obtained by using GIS (Fig.1-Fig.2). Then, the number of markets in each district of Qingdao is calculated, and it is concluded that the more urbanized the area, the smaller the number of markets. The reasons are as follows: firstly, a large number of rural population outflow leads to a sharp decline in trading volume and then extinction; secondly, with the development of cities and towns and economic prosperity, the volume and demand of some markets continue to grow, and they are upgraded to "full-time markets" (no longer belonging to the category of rural markets).

3 Strategies and suggestions

A market is an important place for people's daily communication. The transformation and rejuvenation of market space can not only satisfy the daily shopping, emotional communication and cultural inheritance of urban residents, but also play a certain buffer role in the development of urbanization. Therefore, the preservation of a market in a new city has a positive impact on the development of urbanization in China. With Xin'an Grand Market as the representative, a market left in a new city has good traffic conditions (bus stations), traditional cultural skills (paper-cutting, cloth art, etc.) and a certain popularity, so the above points can be made full use of, and the transformation of business space,

communication space and cultural activity space can be conducted.

3.1 Strategies for the transformation of market business space based on spatial narrative theory

The theory spatial narrative aims to convey stories through planning and design, emphasizing the historical, cultural and social background of space^[7]. In order to reproduce the lively scene of the market in the past and increase the human touch of the market, traditional handicraft products, entertainment, juggling and other activities are reintroduced to the market in the design to enrich the variety of goods and increase the attraction of the market. In addition, people's behavior is guided by space design to provide a platform for artisans and folk artists to display. In the planning and design, "one entrance and three areas" are set up at different nodes of the market in the way of "point, line and surface", which is supplemented with the business model of "exhibition and sales combination" to activate the business space of the market in a multi-dimensional and all-round way, and increase the interest and richness of the market (Fig.3). Specific transformation strategies are as follows:

(1) Entrance: the span is increased to welcome consumers and increase the openness and penetration of the market.

(2) Specialty sale area: a specialty sale area is set up on one side of the entrance to reflect the regional characteristics of the market.

(3) Handicraft exhibition area: a handicraft sales area is set up on the other side of the entrance, and the adjacent handicraft production area is arranged, so that people can visit and participate in the handicraft production process, and experience the traditional market civilization.

(4) Folk exhibition area: folk objects, folk art juggling, etc. are displayed in this area, so it is not only a business space, but also a space for exchanges between people or people and culture.

(5) The three newly increased areas can be staggered in the selection of location, forming a good moving line with the entrance, guiding the flow of people and avoiding traffic congestion.

3.2 Strategies for the transformation of market interaction space based on McHarg theory of design with nature

The theory of design with nature emphasizes the integration of natural systems into planning and design^[8]. Due to the lack of existing communication space in the market, the low enthusiasm of young people and the reduced attractiveness of the market itself and other problems, different types of

communication space can be connected with the rest courtyard by adding exhibition halls and multi-function halls (Fig.3) to integrate them into one, and then penetrate into the huge system of the city, so that the market in the city is no longer an alien in the urban system. The design makes the market become a new and desirable form of communication space in urban life, and using the new power of the transformed market to enhance the vitality of the city is conducive to the integration of the market into the town, so as to retain the residents' feelings of the market. Specific planning strategies are as follows:

(1) Creating communication space for

the market in the city for young people's social activities: the newly increased communication space should adopt the way of terrace overhanging to get close to nature.

(2) Adding leisure courtyards or open green space: The relatively closed market system in the city is connected with the external urban environment, giving people a social space to communicate with each other.

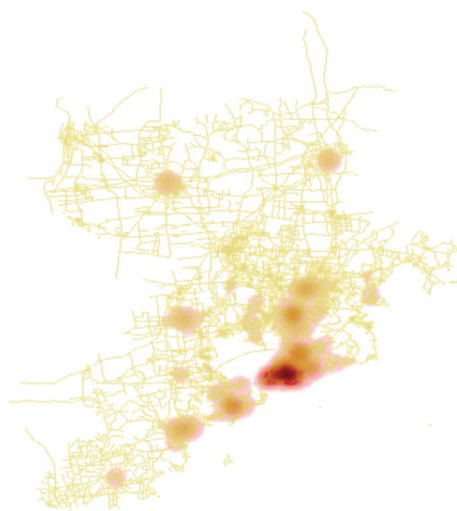
(3) Organic use of the market site: when there is a market, it is used by vendors to set up stalls; as there is no market, exhibitions on local culture or special vegetables are held.

(4) Setting up multi-functional halls: local

traditional culture is displayed to meet the social needs of different groups.

3.3 Strategies for the transformation of market cultural activity space based on place spirit theory

The integration of human inner subjective consciousness space and objective existence space is the place spirit^[9]. Traditional business customs such as "bargaining", "human feeling", "old and famous workshop", "shouting" and "striking iron and gongs" in the trading activities of the market are the unique symbols of the traditional market. In addition, there are folk performances such as Quyi juggling and gras-



Note: The diagram is drawn by the author and Li Lemei.

Fig.1 GIS weighted analysis diagram

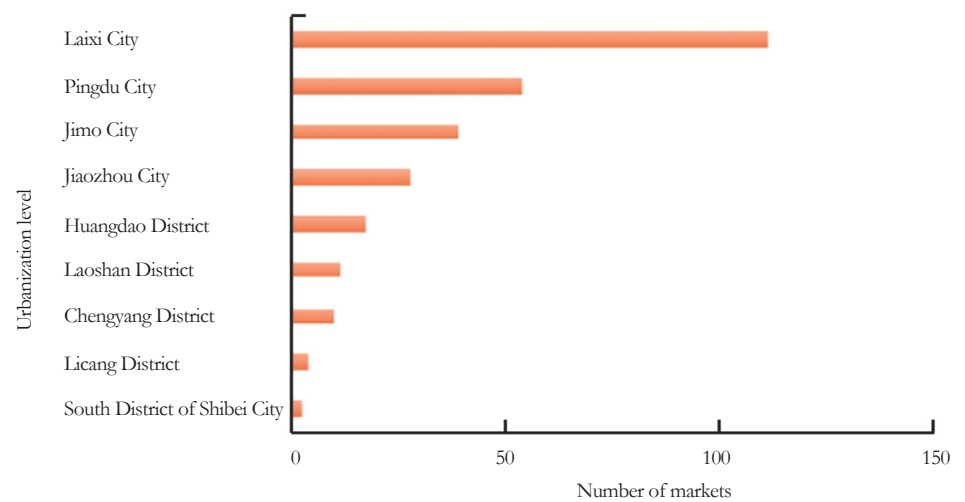


Fig.2 Number of markets in each district of Qingdao

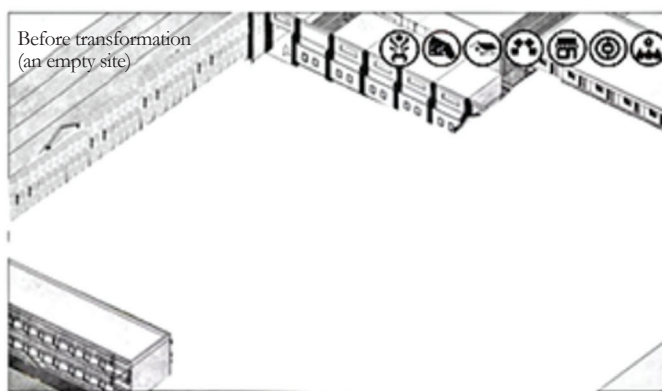


Fig.3 Transformation of market space

shopper cock-fighting. To protect such folk culture, attract tourists and stimulate vitality, folk activity venues can be established at the entrance of the market. Specific planning strategies are shown as below:

(1) In front of the entrance of the market, a folk activity venue of “singing, reading and playing” is set up to attract foreign tourists, stimulate the development of the market, and inherit the market culture.

(2) A rest square with corresponding area is designed in front of the market area to meet people’s rest needs, viewing needs for folk activities, and daily communication needs.

(3) Non-motorized lanes and sidewalks are set up in the site, and people routes with good traffic capacity is organized to reduce the interference to urban road traffic. In the landscape design of the site, the visibility of market space and image should be valued to attract people.

4 Conclusions

Jane Jacobs once noted that vibrant streets and public space are full of diverse activities, so

the development of urban space environment should be diversified and efficient, and the urban environment should reflect the concern for people’s emotional needs^[10]. China’s rural markets have a strong historical inheritance and spontaneous organization, and compared with a “tall and powerful” new supermarket, a good market space has a stronger affinity and appeal, and provides people with a diverse and efficient urban environment. By analyzing the case of Xin’an Grand Market in Qingdao, the present situation and feasibility of the remaining market under the background of urbanization are given. However, the planning strategies of other different types of markets in the whole process of urbanization still need to be further studied.

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