

Design of Public Space in Historical and Cultural Commercial Streets: A Case Study of Wanshougong Historical and Cultural Commercial Street in Nanchang City

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Abstract Based on the five elements of urban intention, the ways of building the order of the public space of historical and cultural commercial streets were analyzed, and the process of visiting historical and cultural commercial streets was compared to an article, which has a sequence relationship of beginning, transition, and end. In combination with the analysis of the order design of the public space in Wanshougong Historical and Cultural Street in Nanchang, the reasons why Wanshougong can conform to the development of the times, perfectly integrate with the contemporary city, perfectly connect with the past history and future development, and reflect the design concept of people-oriented and sustainable development of historical and cultural commercial streets were discussed.

Keywords Historical and cultural commercial streets, Public space, Nanchang, Wanshougong

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As an important carrier of urban life, the public space of historical and cultural commercial streets reflects the characteristics and styles of a city, and also shows the diversity of urban life and the characteristic humanistic landscape. Traditional commercial streets can reflect the development and economic strength of a city as well as the richness of citizens' cultural entertainment^[1]. In this paper, the public space order of historical and cultural commercial streets was analyzed, and the public space shaping of historical and cultural commercial streets was explained from the entrance space, road space, corner space and exit space by taking Wanshougong Historical and Cultural Street in Nanchang as an example.

1 Related concepts

1.1 Historical and cultural commercial streets

In April 2008, The State Council officially pointed out that historical and cultural streets refer to areas with a certain scale approved and announced by the people's governments of provinces, autonomous regions and municipalities directly under the Central Government, rich in cultural relics and historical buildings, and able to truly display traditional spatial patterns and historical characteristics^[2]. Among historical and cultural streets, the streets mainly with commercial functions are defined as historical and cultural commercial streets, which take the spatial pattern of historical streets as the form and historical buildings as the carrier, have the traditional commercial operation content and traditional landscape style in a certain historical stage, and show the material form and non-material form of historical context, and integrate

the functions of modern life, business operation, tourism and leisure. Historical and cultural commercial streets provides commercial services, recreation and social communication functions for residents and tourists, and also displays a city's characteristic culture. The existence of historical and cultural commercial streets can transform cultural value into economic value, and promote the economic and social development of a city. It integrates modern business model with traditional cultural characteristics, not only has historical and cultural accumulation, but also represents the retro expression of modern urban life style.

1.2 Public space

In a narrow sense, public space refers to the material space carrier for residents' daily and social life, including indoor and outdoor space. Outdoor space contains squares, streets, parks, etc., and indoor space includes gymnasiums, libraries, dining and entertainment places, etc. In a broad sense, it refers to not only the material space but also the people and activities in the material space, equivalent to places^[4].

2 Construction of spatial order of historical and cultural commercial streets

Kevin Lynch uses "path, node, mark, boundary and region" as five elements of intention to shape urban space, which is more applicable in macro dimension, meso dimension and micro dimension. The use of the five elements of intention in historical and cultural commercial streets can create a direct and clear entrance space and play a guiding role in the touring route of the streets.

2.1 Paths

Through the transformation of space

form, or through the aid of scale, pavement and surrounding structures, the guiding role of the entrance space is strengthened. The lines of street space mainly include straight line, fold line, curve, lift and mixed types, and different lines form different spatial feelings.

On the basis of respecting the original architectural texture, the square space in Obenlow Historic Street in Denmark (Fig.1) uses interesting design techniques and takes new interpretations of traditional materials of the street as the entrance of the street nodes to create a different path, mainly using traditional pebbles and brown and yellow tiles to form a stark contrast in material.

2.2 Nodes

Nodes are generally located at the turning point of the street direction or the intersection of streets and lanes. In ancient times, a node is a place where urban commerce initially emerged and gathered, and it is also an important place for people to engage in activities and feel the charm of the space environment^[5]. The scale of traditional commercial streets is generally small, and the space is relatively closed, so it is needed to make comparison with the openness of node space, so as to form an orderly landscape image and make the space more vivid and interesting^[6].

The multiple sub-nodes created in the entrance space of historical and cultural commercial streets are also important places for people to gather. The identification of their regional historical marks includes two aspects: firstly, the historical landscape of the nodes themselves has characteristics; secondly, the nodes under landscape shaping have the recognition of traditional functions^[7]. The entrance of historical and cultural commercial

streets should rely on the carrier regional cultural landscape, and add modern design means such as water landscape, leisure and entertainment venues, and Internet celebrity punch card facilities while retaining historic sites, so as to create a cultural atmosphere space and allow tourists to feel the charm of historical marks when using functional places.

2.3 Sign element

A sign is often a visual symbol that can identify the location in a historical and cultural commercial street for visitors. Through its unique shape and unique cultural connotation, it becomes the visual center of the entrance space of a commercial street and attracts people's attention. The entrance signs of a commercial street can be divided into three types: one is small pieces or structures, such as sculptures, street buildings, flagpoles and towers; the second is the old buildings in the entrance space of the street; the third one is a tall solitary plant.

2.4 Boundary element

In *City Image*, American scholar Kevin Lynch discussed the method to analyze people's cognition of cities, and proposed five concepts: road, boundary, region, node and marker^[2]. These five concepts are considered as the five elements of material form in the city image. From his analysis, it can be seen that people's cognition of a city comes from people's activities in the city. Therefore, roads are the primary element, and the importance of boundaries is second only to roads^[8].

A boundary is formed by enclosing or separating the entrance space of a historical and cultural commercial street, and on the basis of integrating the surrounding environment, the street is independent of the surrounding functional space and environment^[9]. Boundaries can be divided into natural and artificial boundaries. The boundaries of the entrance space of commercial streets mainly exist in the form of artificial boundaries. Generally speaking, the entrance of historical and cultural commercial streets should be defined by buildings, green plants, ground paving and public facilities to form meandering entrance spaces of different widths. It is needed to pay attention to different design of the facade and attached space of buildings at the entrance, improve the image characteristics of the side facade of buildings, and form a rich and varied boundary form.

2.5 Regional element

Regions have internal consistency and external differences. In historical and cultural commercial streets, due to different functional attributes and enclosed boundaries, the space

atmosphere formed in each area will be different, which satisfies the needs of different activities of people and helps people to establish the overall cognition of street space.

For the entrance space of historical and cultural commercial streets, the space atmosphere created by the entrance area of historical and cultural commercial streets in each area should be different. This difference is to cater to people's needs for various traditional activities and community life related to historical marks, and helps to establish the place spirit of the entrance space. The entrance area is a different function formed by the historical mark of the street. In the design of the area, attention should be paid to the spatial structure, function, color, and crowd category, so as to form the regional identification in the entrance space of the commercial street.

3 Shaping of public space in Wanshougong Historical and Cultural Commercial Street

Wanshougong was originally a special building unique to Jiangxi to worship Xu Xun, and various historical and cultural stories spread here, so the region gradually expanded and developed by taking Wanshougong as the center, becoming a bustling city. During the Ming and Qing dynasties, Jiangxi merchants were often called "Jiangyou businessmen". The rise of Jiangyou businessmen was an important foundation for the development of Wanshougong Historical and Cultural Street in Nanchang. Wanshougong Historical and Cultural Street is adjacent to the pier, and has been a bustling commercial place since ancient times as the only way of transportation over the Fuhe River and Ganjiang River. As a distribution center for commodity circulation, Wanshougong in Nanchang has gradually developed into a place for travelers to gather and rest^[1]. Nowadays, Wanshougong has also become one of the important historical and cultural commercial streets in Nanchang.

In the spatial sequence order of streets, the space of historical and cultural commercial streets is roughly divided into entrance space, road space, street corner space and exit space by taking sightseeing order as the time axis.

3.1 Entrance space

The entrance space of a historical and cultural commercial street is a sign of the beginning of its spatial sequence^[7]. As an important area for people to gather and converge, the entrance space of the historical and cultural commercial street needs to guide the activity

direction of tourists, provide people with the right direction to travel, and facilitate tourists to go deep into the street. Therefore, the construction of the identification of the regional historical mark of the entrance space and the orientation of social behavior activities can not only attract tourists to enter the main space of the street, but also guide tourists to enter the main space, providing behavioral convenience and preparing for the arrival of the main scene.

Jacobs said in *The Great Street* that special material features can mark the beginning of a street, and tourists will have a deeper understanding of the street. Street identifiability creates a sense of boundary that allows visitors to clearly recognize their arrival and departure, and because of its identifiability, street entrances often become places where people are verbally willing to meet. It can be seen that the entrance space of a historical and cultural commercial street needs to have a high degree of identification, and the regional history should be integrated into it, so that people can clearly know from the beginning that they have come to a special place - the historical and cultural commercial street.

Since ancient times, the business culture endowed by Wanshougong has been deeply rooted. Wanshougong Historical and Cultural Commercial Street has several entrances. The entrance space is a square created by the boundary of buildings and roads, and a sculpture of Xu Xun (Fig.2) stands inside. Today, Tiezhuogong has been built in Nanchang to commemorate this "blessed lord of Jiangxi". A representative logo stands here, and combines the artificial pool and surrounding buildings to create a different design of the entrance space. Sometimes sound and light are used to attract visitors, and the noise at the entrance space directly tells visitors that this is the entrance (Fig.3).

3.2 Road space

The road space of an urban historical and cultural street should not only be for people to pass through, but also attract people to stop, relax and communicate. It should not only ensure the humanized layout of walking and greening, but also ensure the overall coordination of municipal, pedestrian traffic, public services and other building facilities to reflect regional cultural characteristics^[10].

Through research, it is found that most of commercial streets in China are 4-8 m wide. Street buildings are generally 1-2 floors, and the ratio of street width to height is mostly 0.7-1.5. Such scale relationship gives people a comfortable and friendly feeling, satisfies people's memory of traditional urban life, and

also gives people a space experience different from modern city streets.

During the Tongzhi period of Qing Dynasty, the streets and alleys in Wanshougong Street had already been formed (Fig.4). Wanshougong Street was composed of 9 streets and alleys, and the traditional spatial pattern of four streets and five alleys, five horizontal and four vertical curves has been eventually formed in the evolution. The average width of the main streets (Chiaobu Street, Guangrunmen Street and Chuihua Street) is about 9 m, and the ratio of street height to width is between 1.3 and 1.6. The average width of roadways is about 6.2 m, and the ratio of street height to width is mostly about 0.8. The names of the streets also have a

reason: Hetong Lane, Cuihua Street, and Luobo Lane show the grand situation of merchants gathered at that time, while Wanshougong Street, Qiaobu Street, and Guangrunmen Street are the confirmation of memories in the ancient city. The road space enclosed by the characteristic Gan style architecture and the streets rich in historical memory has a historical flavor.

Social interaction should be the ultimate goal of street design^[11]. These streets are full of shops, and they are also an important transition space connecting nodes and shops. They have functions such as passage and interaction and rich memory clues, and connect various business areas in Wanshougong Historical and Cultural Street in Nanchang (Fig.5). Shangpin Street

near Zhongshan Road mainly contains hotels, cinemas, restaurants, bars, life halls and other business formats; located in the middle of the street, Chaoshang Territory mainly includes new retail, fashion play, music restaurant bars, fashion bookstores and other formats; Ganwei Family mainly includes Jiangxi traditional flavor, net red restaurant bars, local characteristics and other formats; Cultural and Creative Market mainly includes performing theater, characteristic market, coffee life, cultural and creative workshop, and other formats; Jiangxi Gift mainly includes Nanchang time-honored brand, intangible cultural heritage, traditional skills experience, and other formats; Nanchang Street near Chuan-shan Road mainly contains flowers, desserts,



Fig.1 Entrance space of the square in Obenlow Historic Street in Denmark



Fig.2 Pool and Xu Xun statue in the entrance space



Fig.3 Logo in the entrance space



Fig.4 Names of streets and lanes in Wanshougong

leisure, baking and other formats. People's various needs for food, housing, travel and entertainment can be met, and a leisure and tourism characteristic street with traditional Jiangxi style as its feature, Jiangxi folk culture as its theme and local commodities as its business object (Fig.6) is formed.

3.3 Corner space

Commercial and cultural activities and community life in historical and cultural commercial streets are an important part of the historical context of the streets and the climax of creating the space of historical and cultural commercial streets. No matter what kind of public space form the street corner is, it should create the vitality of the street corner space on the premise of forming an organic logical relationship with the node of road space, so as to let the whole historical and cultural commercial street flow, and express the specificity of the historical context of the street corner space.

Wanshougong Street makes full use of the street corner space to arrange vendors, special products and local food, so as to attract

customers to stop and revitalize the commercial vitality of the street corner space (Fig.7-8). Besides, through the infiltration of local culture, a Internet-famous place is created to attract tourists to visit it, leading to the ups and downs of tourists' emotions in the entire tour path.

3.4 Exit space

In a historical and cultural commercial street, both exit and entrance space are one of the most important parts of the whole street, and the significance of their humanistic spirit and place spirit should be given full play to awaken tourists' cognition of the historical spirit of the street, thus sublimating the cultural theme of the historical and cultural commercial street and forming the linear sequence of the street space^[12].

Humanistic spirit is the thought of the survival of historical and cultural commercial streets, and advocates the construction of the public space of the street with the integration of human, historical and natural environment based on the harmonious coexistence of human and natural environment. The significance of

the humanistic spirit of the public space of a historical and cultural commercial street tells the history of the street and embodies the humanistic thought of the street design.

The concept of place spirit is a definition derived from architectural phenomenology. Norberg Schulz first put forward the "place theory", and defined the place spirit as a kind of natural spirit produced by different regional characteristics. The place spirit can make people feel the baptism of wind and rain experienced in different places and evoke the memory of different places^[13].

At the exit of Wanshougong Historical and Cultural Commercial Street, there is a gold-plated couplet on the doorposts on both sides of the stone archway engraved with the words "Wanshougong" (Fig.9), which means that this is a place where the ancestors are blessed, and Gan merchants gather to win guests from all over the world with good faith. It is like a successful end to the tour of Wanshougong. Stone archway brings out the theme at the end to give visitors linger fun. The accumulation

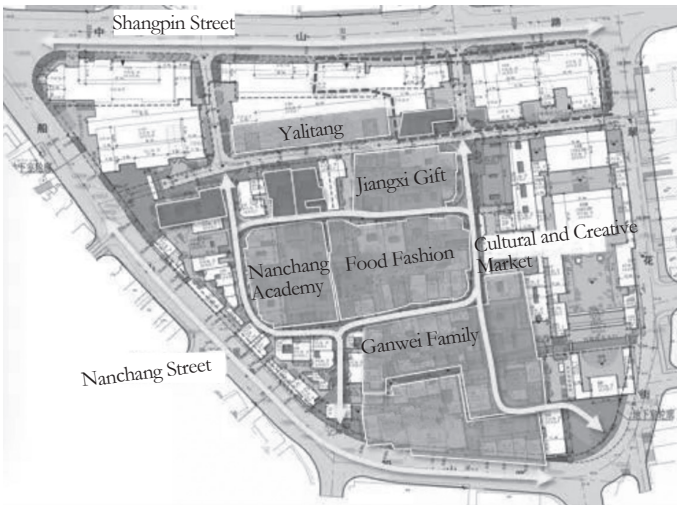


Fig.5 Wanshougong commercial zoning planning



Fig.6 Architectural style in the street



Fig.7 Vendors along streets and lanes



Fig.8 Street corner space



Fig.9 Stone archway at the exit of the street

of historical dust has created today's street rich in cultural significance, and the scene created by the humanistic spirit and the place spirit has awakened people's memories of the history of Wanshougong.

4 Summary

Like a gorgeous article, a commercial street takes human experience as the direction. First of all, the entrance space is the beginning part of the public space design of historical and cultural commercial streets, and has the characteristics of orientation, attraction and identification. Secondly, the road space is the development part of the public space of historical and cultural commercial streets, contains the long river of history, brews tourists' emotions, and stores the power for the subsequent climax and end. The corner space is the climax of the public space of historical and cultural commercial streets, and undertakes the space functions of culture, commerce, communication and life, so that tourists can generate enough pleasure in it. The exit space is the final part of the public space design of the streets. Through the construction of the spirit of culture and place, the theme is brought out. History and culture are conducive to mobilizing tourists to resonate with the

culture during the tour, and having a good shopping experience during the tour is one of the necessary functions of commercial streets.

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