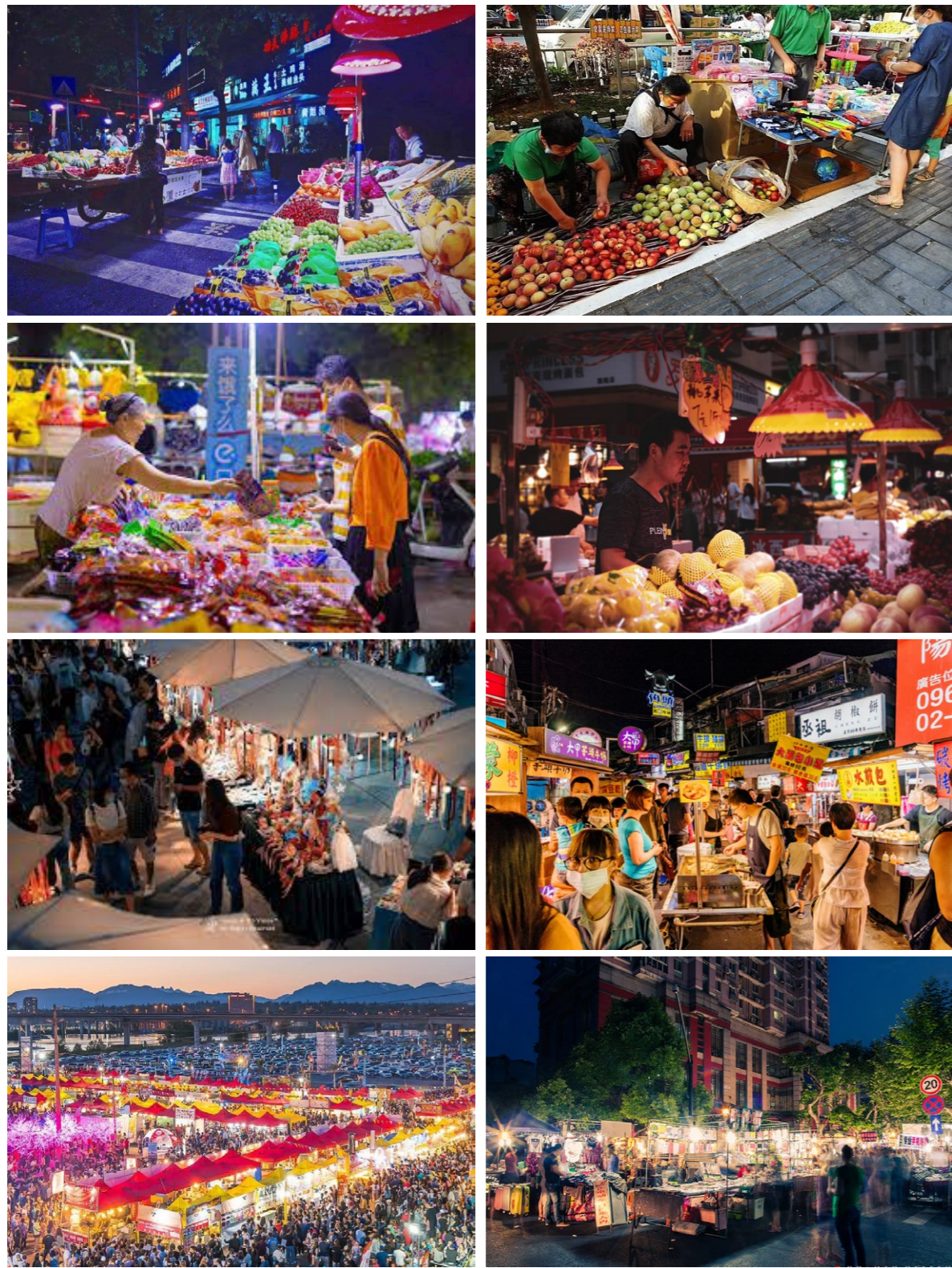




*Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty*

# Vendor Renaissance

Strategy for the vendor economy of Hulan old town



Vendor scene pictures- Internet



Goodsman picture - Hanchen Su - Song dynasty

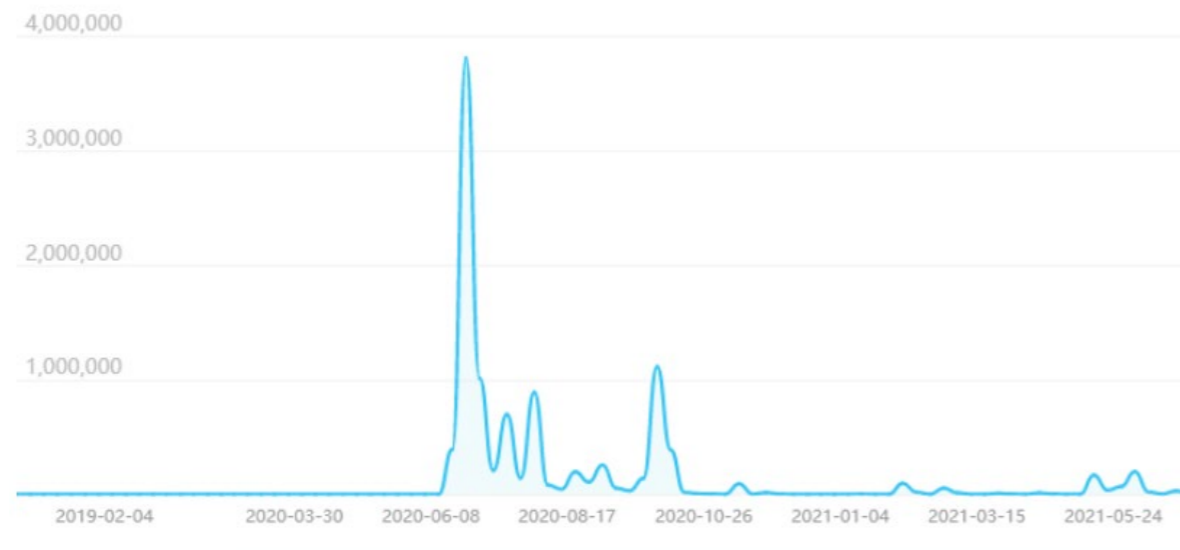


Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty



Taiping spring market - Guanpeng Ding - Qing dynasty

## Keywords search index of "Vendor economy"



Baidu Information Index - Baidu



国务院 总理 政策 互动 服务 数据 国

首页 > 总理

李克强称赞地摊经济、小店经济：是人间的烟火，是中国的生机

2020-06-01 16:30 来源：中国政府网

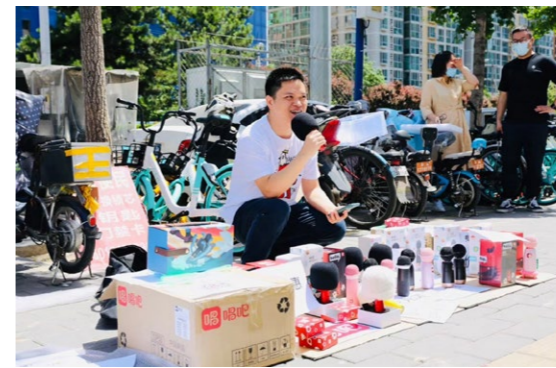


Government report of vendor economy

“地摊经济、小店经济是就业岗位的重要来源，是人间的烟火，和“高大上”一样，是中国的生机。”

"The stall economy and the small store economy are an important source of jobs, the fireworks of the earth, and like the "high and mighty", they are the life of China."

## People join into vendor economy



Vendors and their goods - Internet

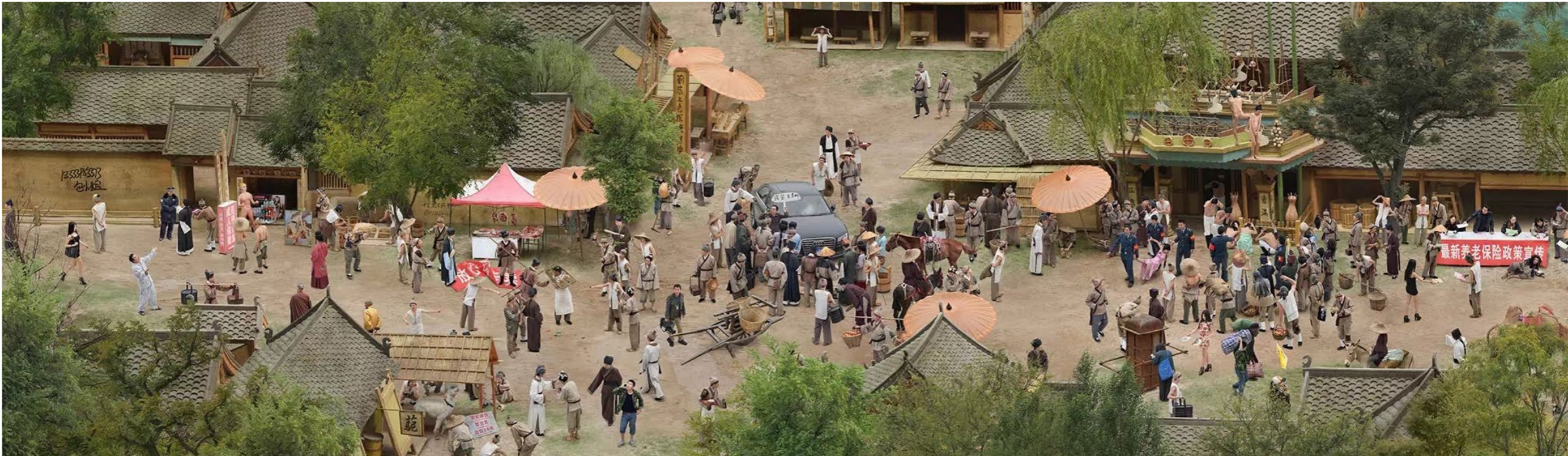
Conflicts of vendor economy



**Vendor economy satire**

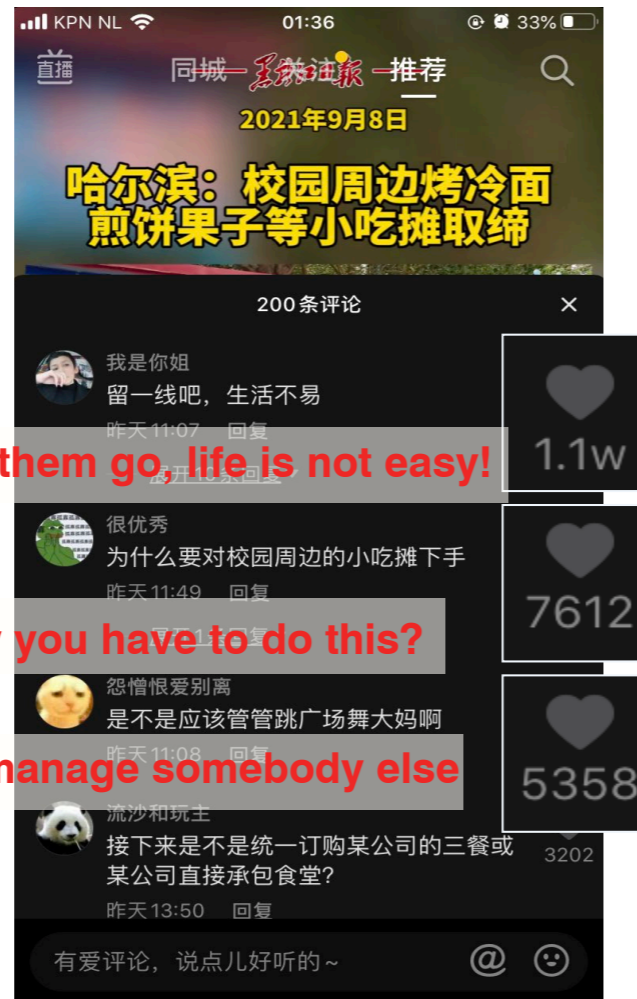


*Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty*

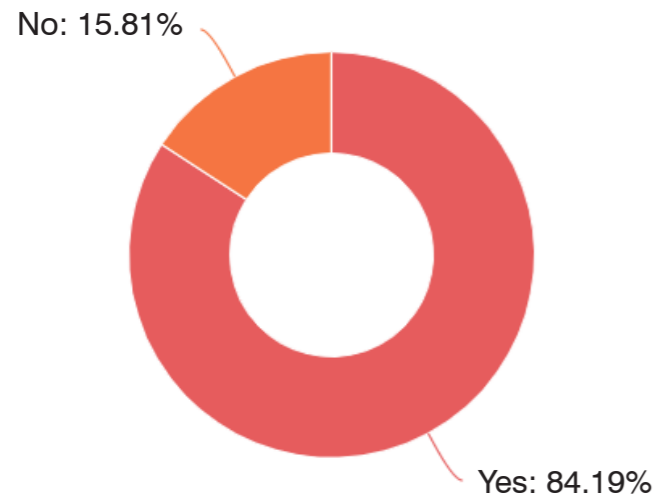


*Recreation of Along the River During the Qingming Festival - Unknown author - Internet*

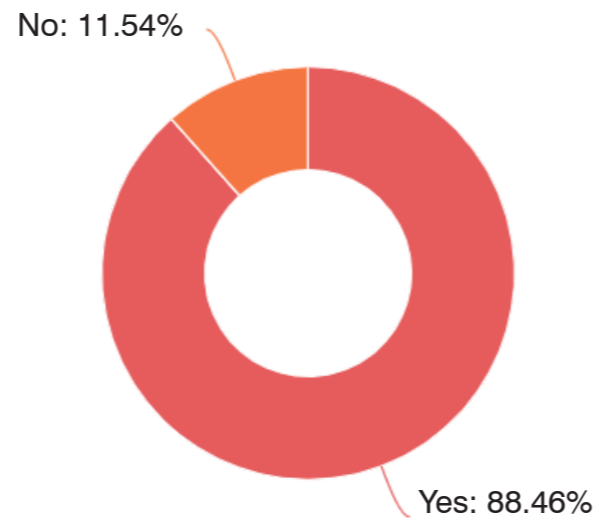
# Approve VS Oppose



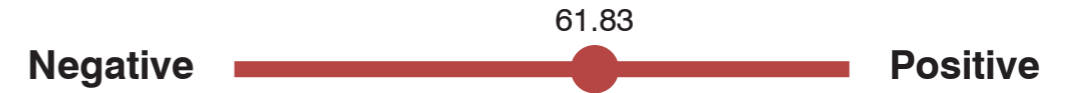
Q5: Do you want vendors to appear in the city?



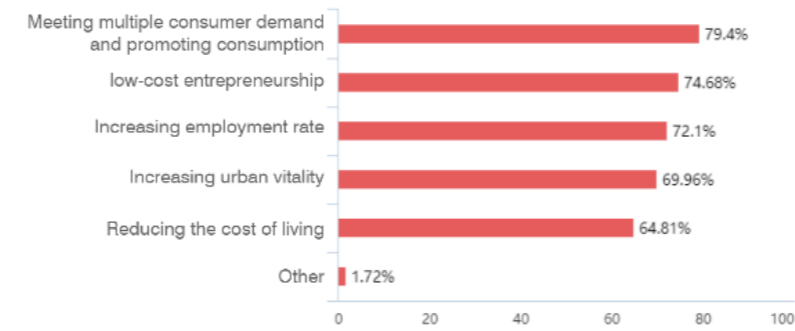
Q20: Have you ever shopped at a vendor?



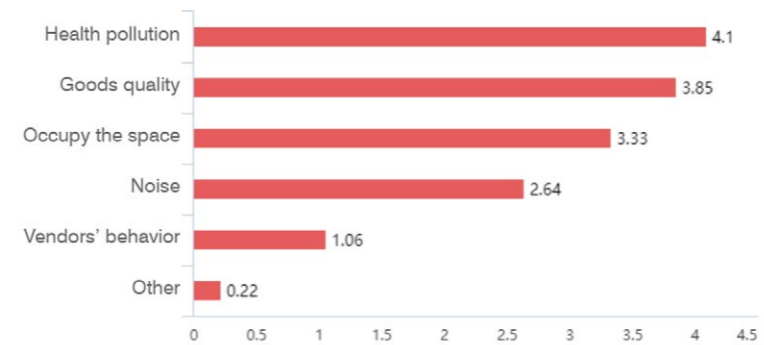
Q26: The positive and negative effects of vendors on the city which is more?



Q27: What positive effects do you think the vendor economy bring to the city?



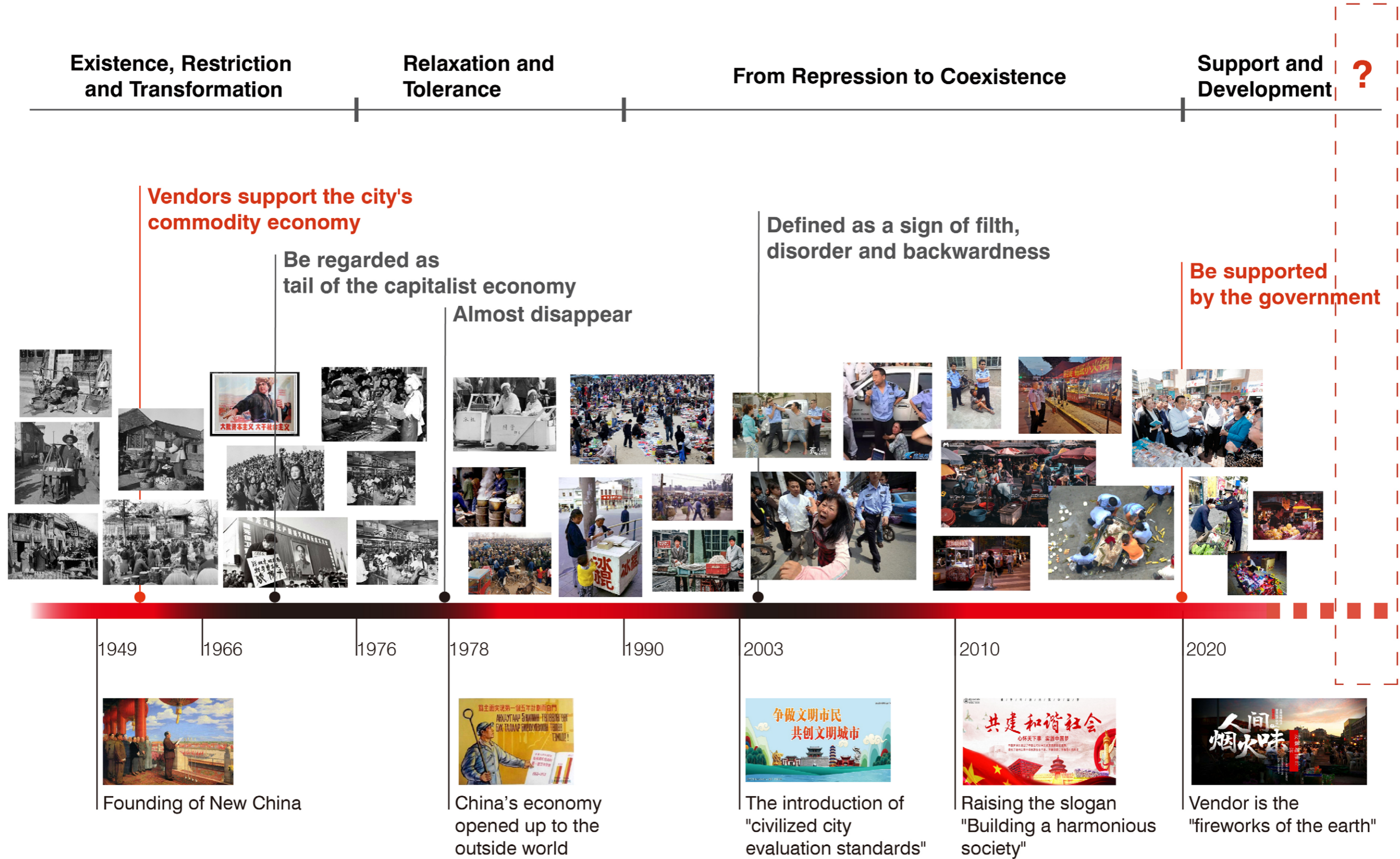
Q28: What do you find unpleasant about street vendors?



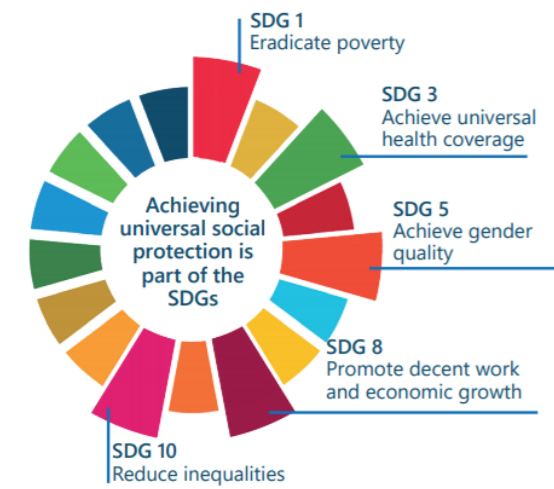
As of May 17th, 2022, 233 valid questionnaires were collected from 23 Chinese provinces and 103 cities were involved in the survey.

"Vendor Economy" Sustainable Development Research Questionnaire - Author

# Vendor history in China



# Sustainable Development Goals



Poverty (SDG 1)  
 Gender equality (SDG 5)  
 Equality (SDG 10)  
 Institutions (SDG 16)  
 Partnerships (SDG 17)  
 have a lot to do with the vendor economy. (ILO, 2013)

SDG related to informal economy - ILO(2021)

# Employment



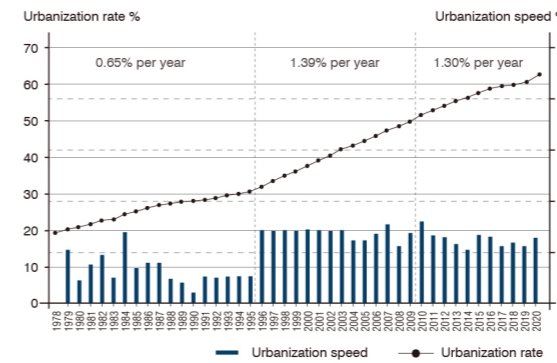
Labor pictures - Internet



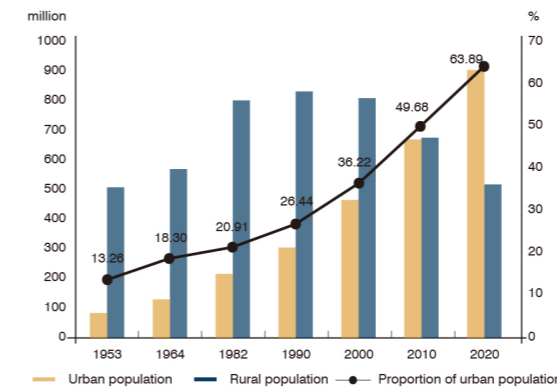
# Floating people



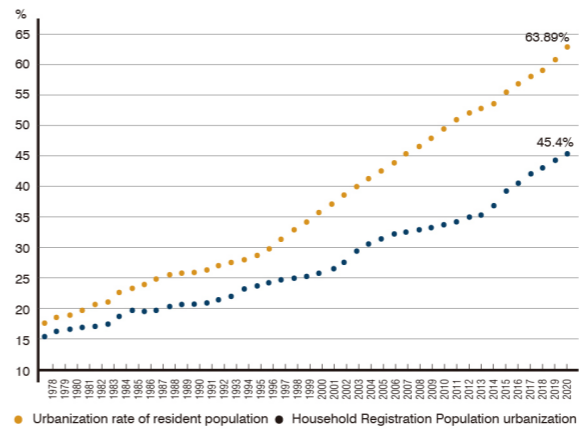
Labor pictures - Internet



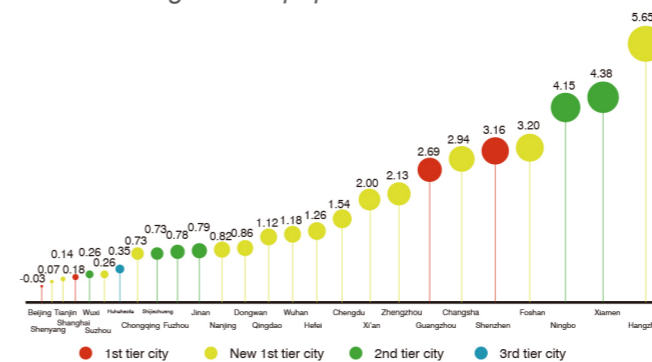
Chinese urbanization rate and speed



Urban & rural population in cities



Resident and registration population in cities



Top 32 population increase Chinese cities



> 60%



informal



> 200 million



no diploma



low income

**9.1** years

average education year of Harbin floating people

# Urban vitality



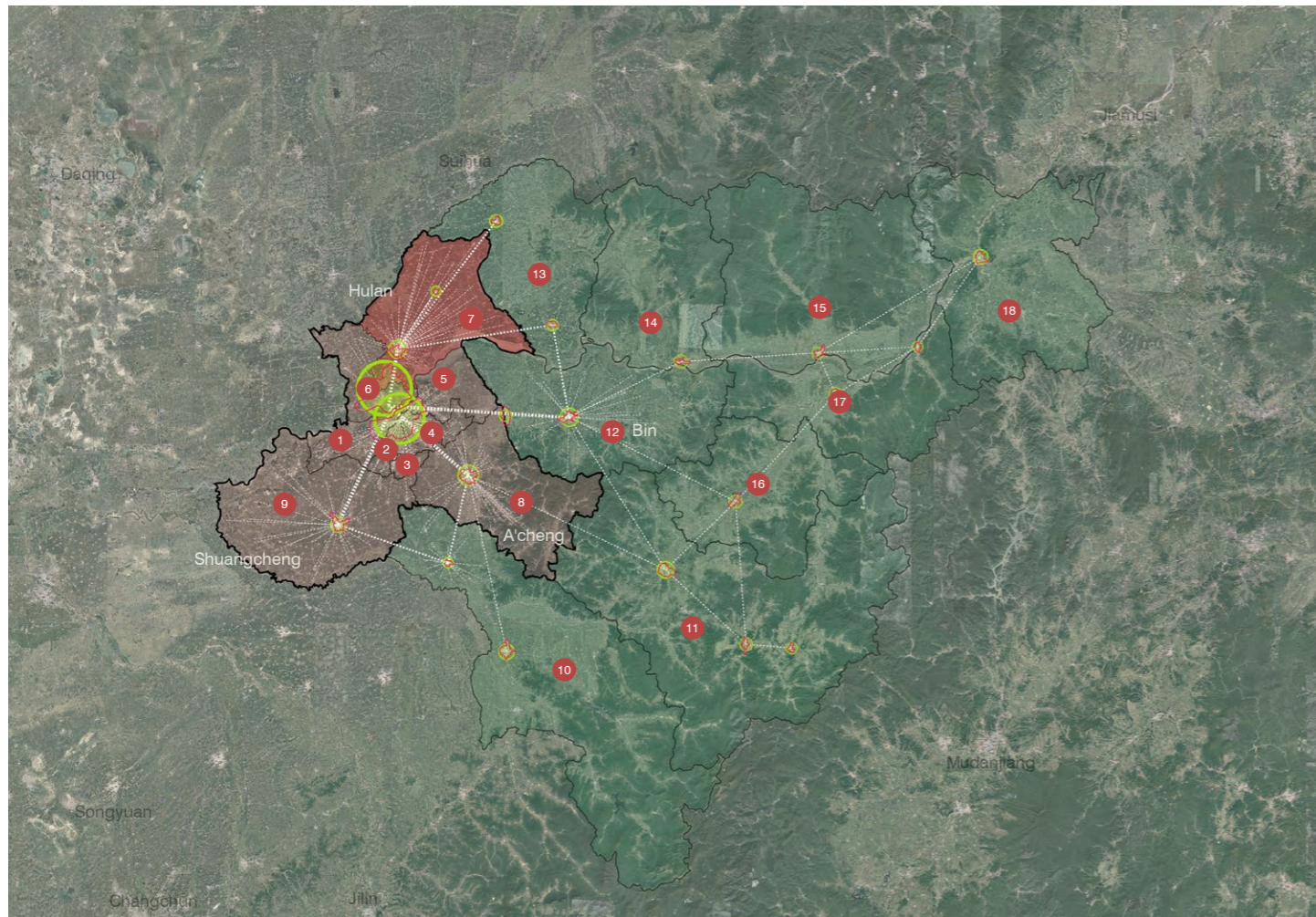
Night market pictures - Internet

# Conflicts

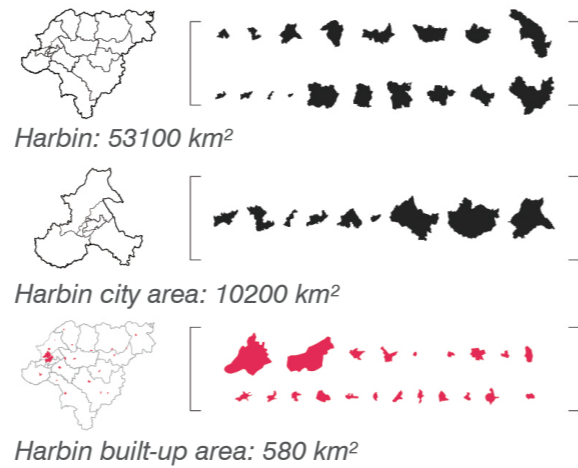
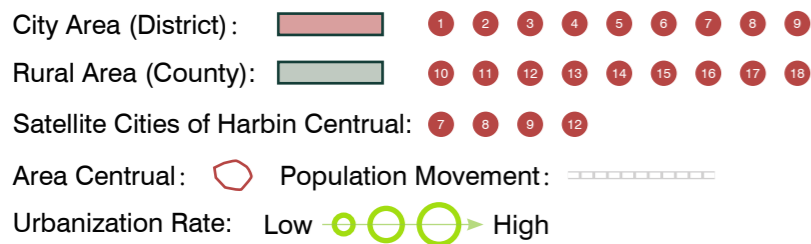


Vendor conflict pictures - Internet

# Harbin

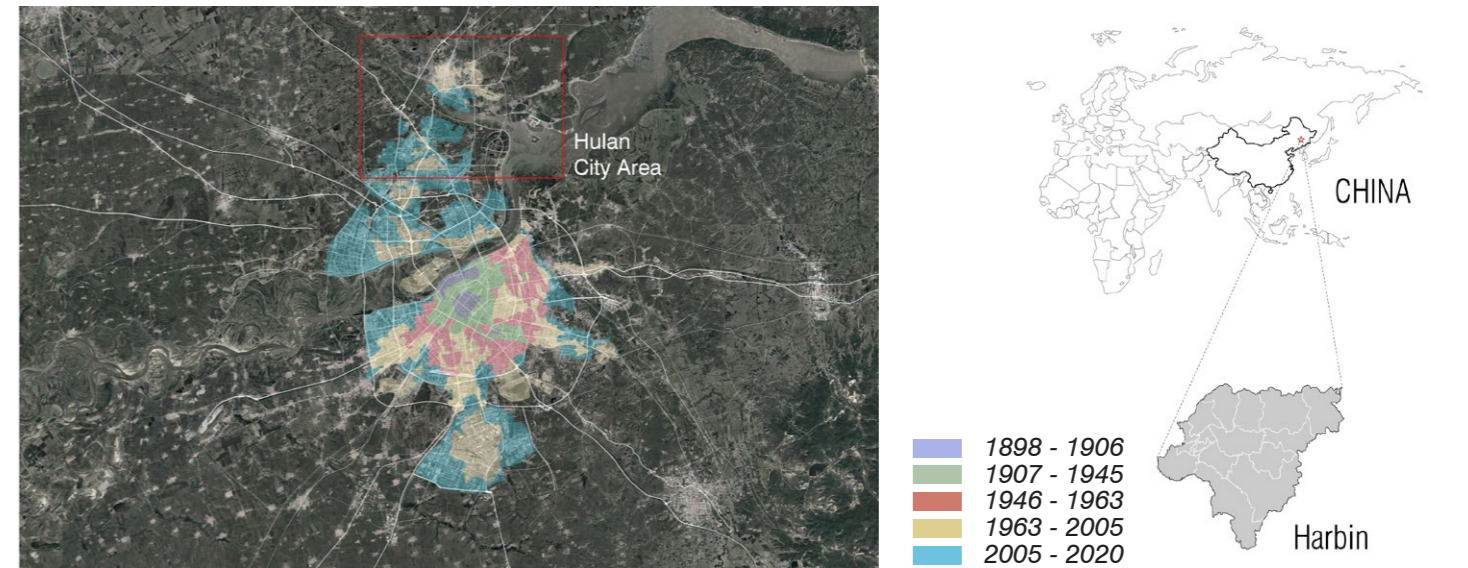


- 1.Daoli 2.Nangang 3.Pingfang 4.Xiangfang 5.Daowai 6.Songbei 7.Hulan 8.A'cheng 9.Shuangcheng  
10.Wuchang 11.Shangzhi 12.Bin 13.Bayan 14.Mulan 15.Tonghe 16.Yanshou 17.Fangzheng 18.Yilan



Harbin administrative base map - Author

# Hulan old town

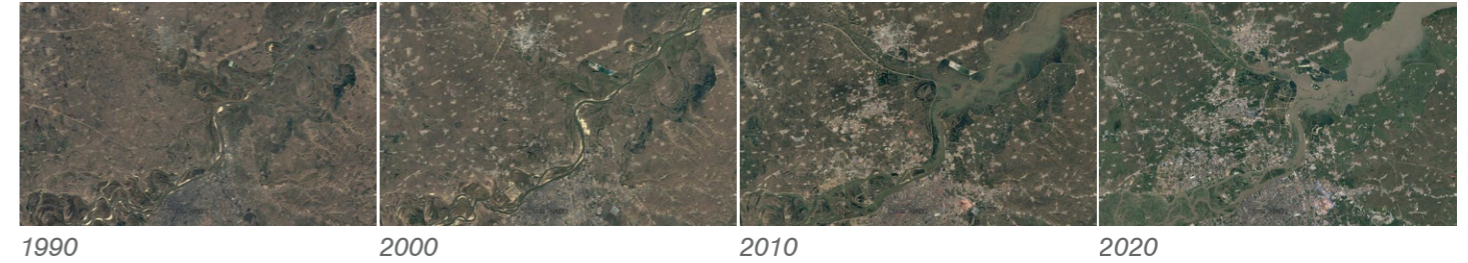


Urbanization process of Harbin center



Urbanization process of Hulan city

Hulan old town





Hulan old town city site plan - Author



Hulan bird view picture - Internet

## Research questions

**Main Question: What kind of strategy can make the vendor economy develop better in the central area of Hulan and benefit the city?**

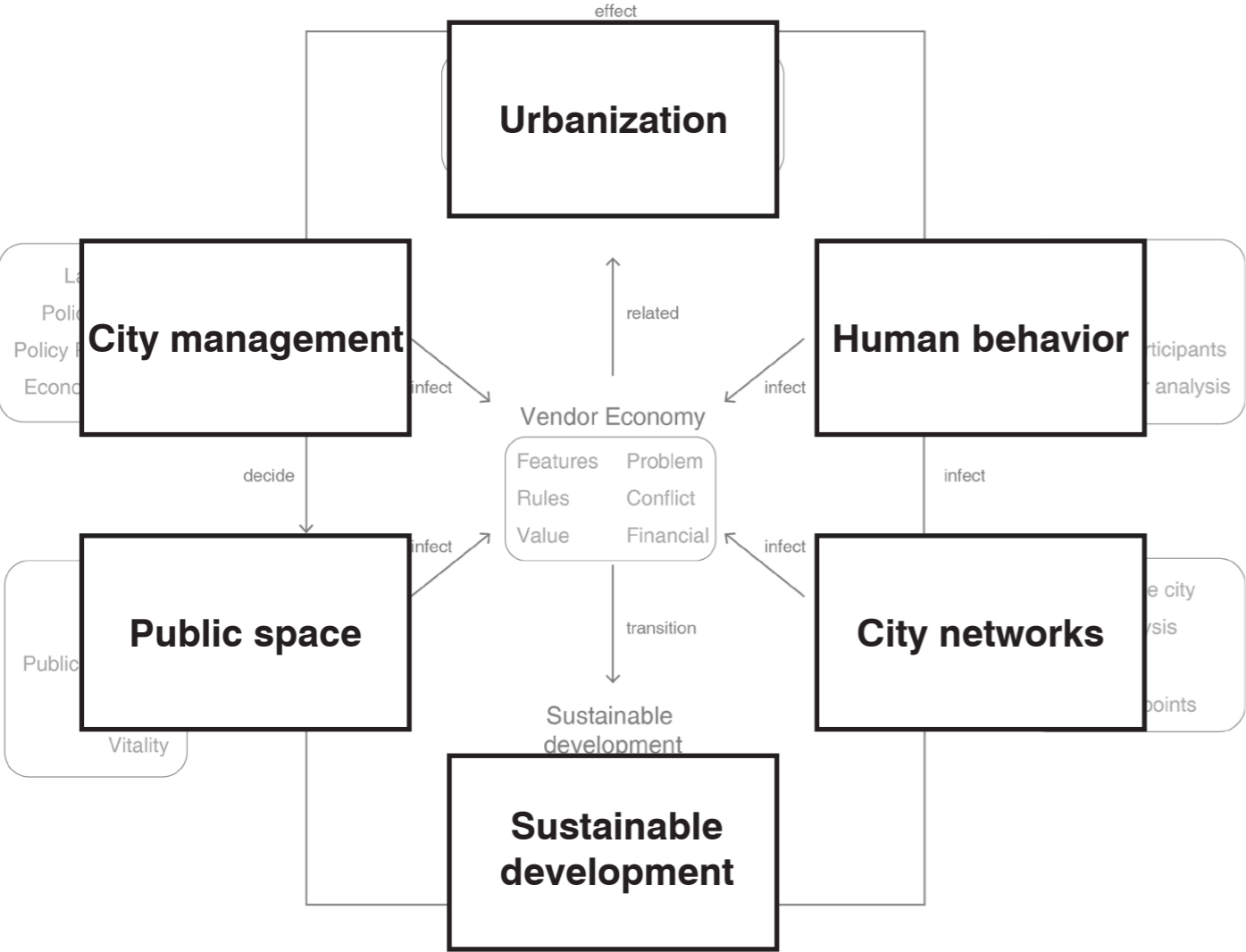
Sub Q1: Why do we need to retain and develop the vendor economy?

Sub Q2: What are the factors that hinder the development of the vendor economy in the center of Hulan?

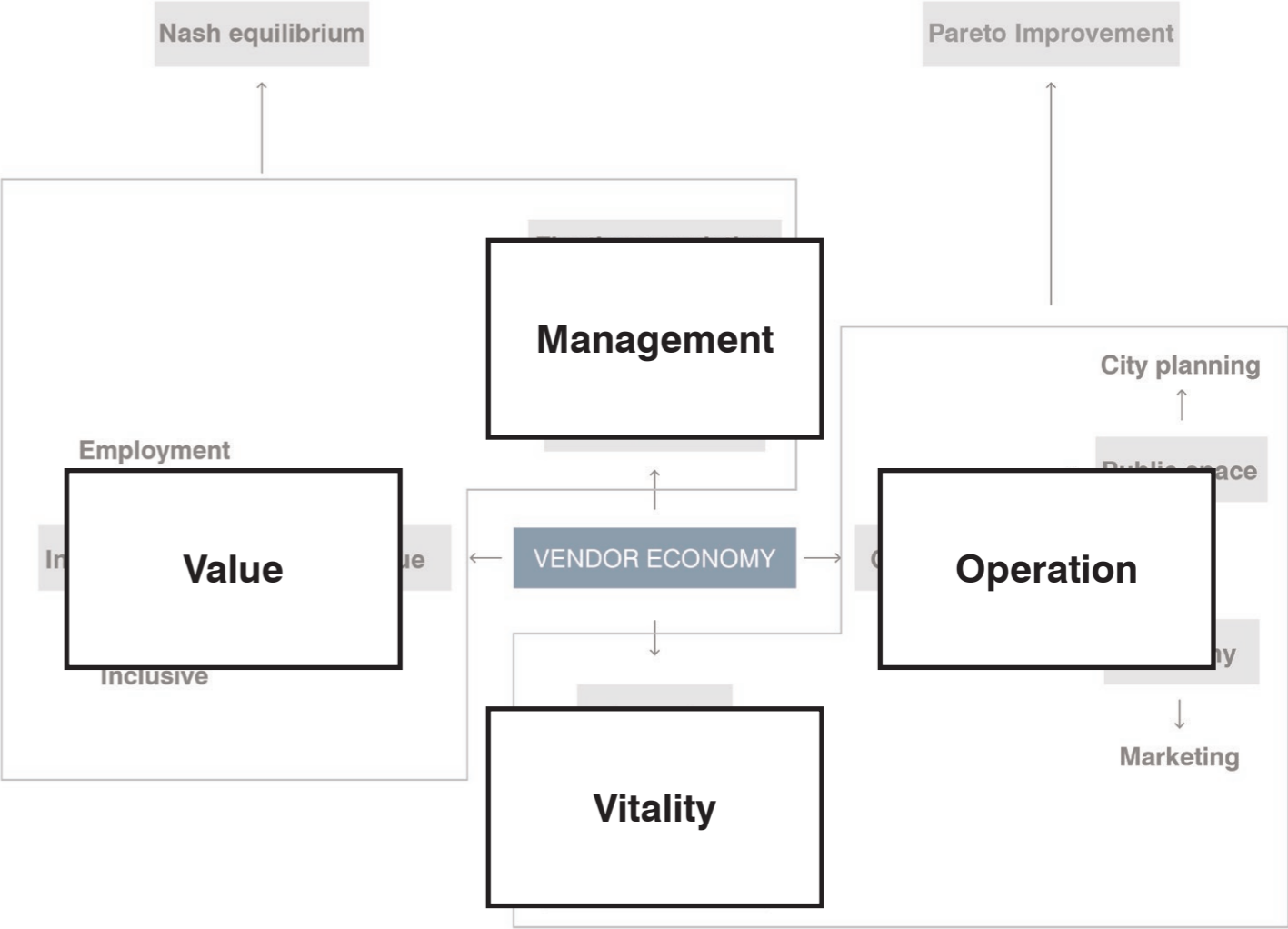
Sub Q3: What strategies can be used to meet the needs of the vendor economy?

Sub Q4: How to increase the urban vitality while ensuring the normal operation of the vendor economy?

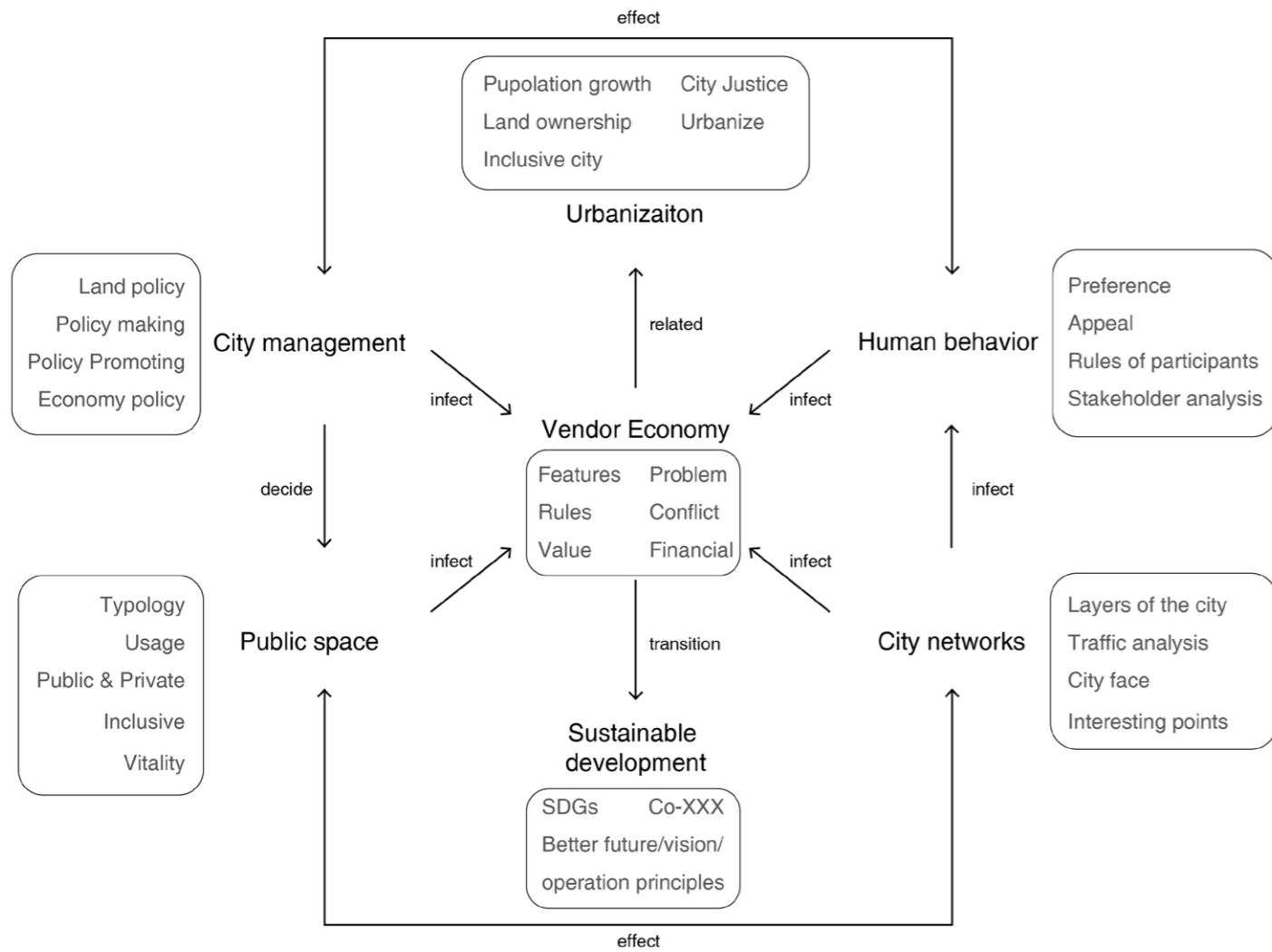
# Conceptual framework



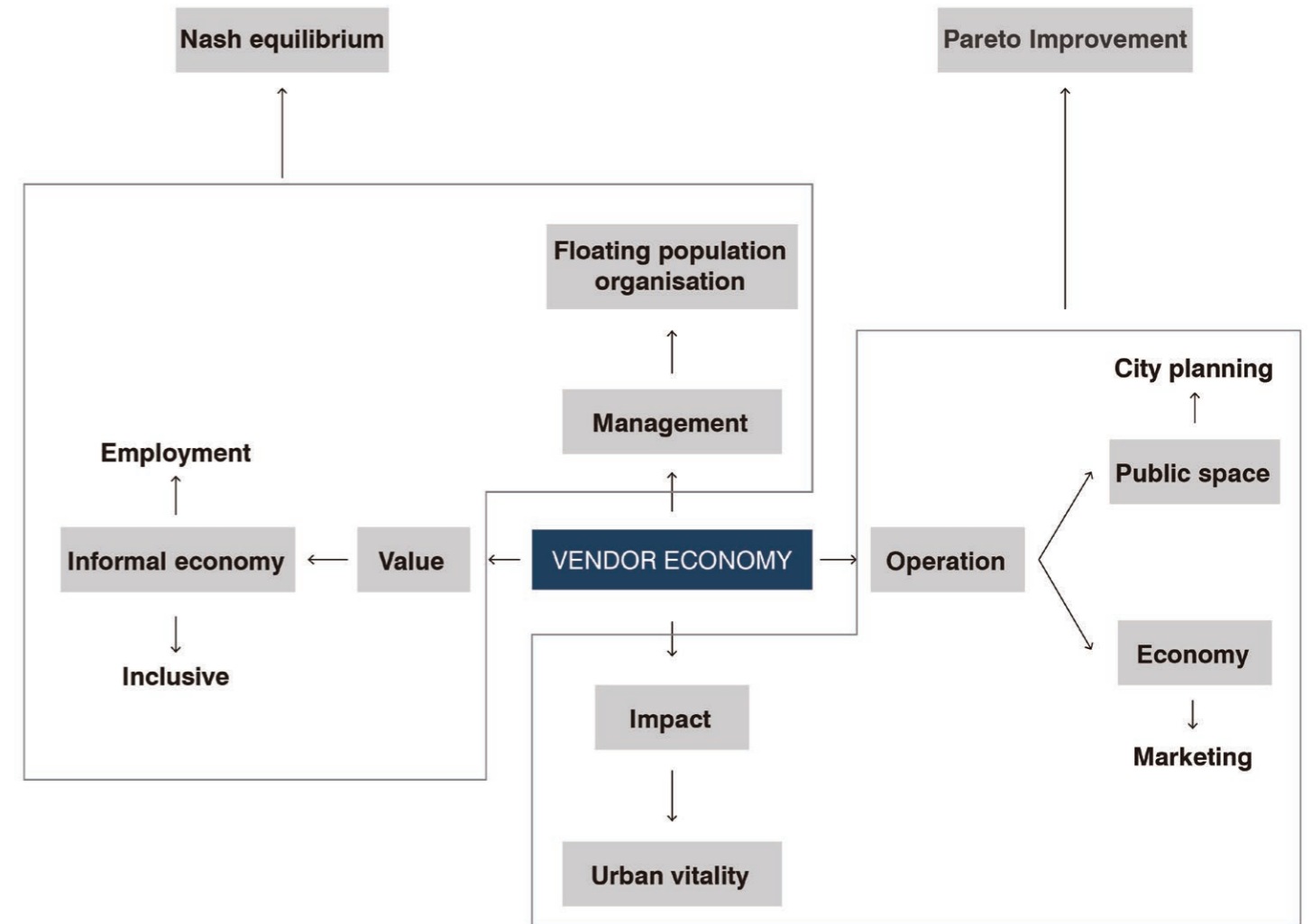
# Theoretical framework



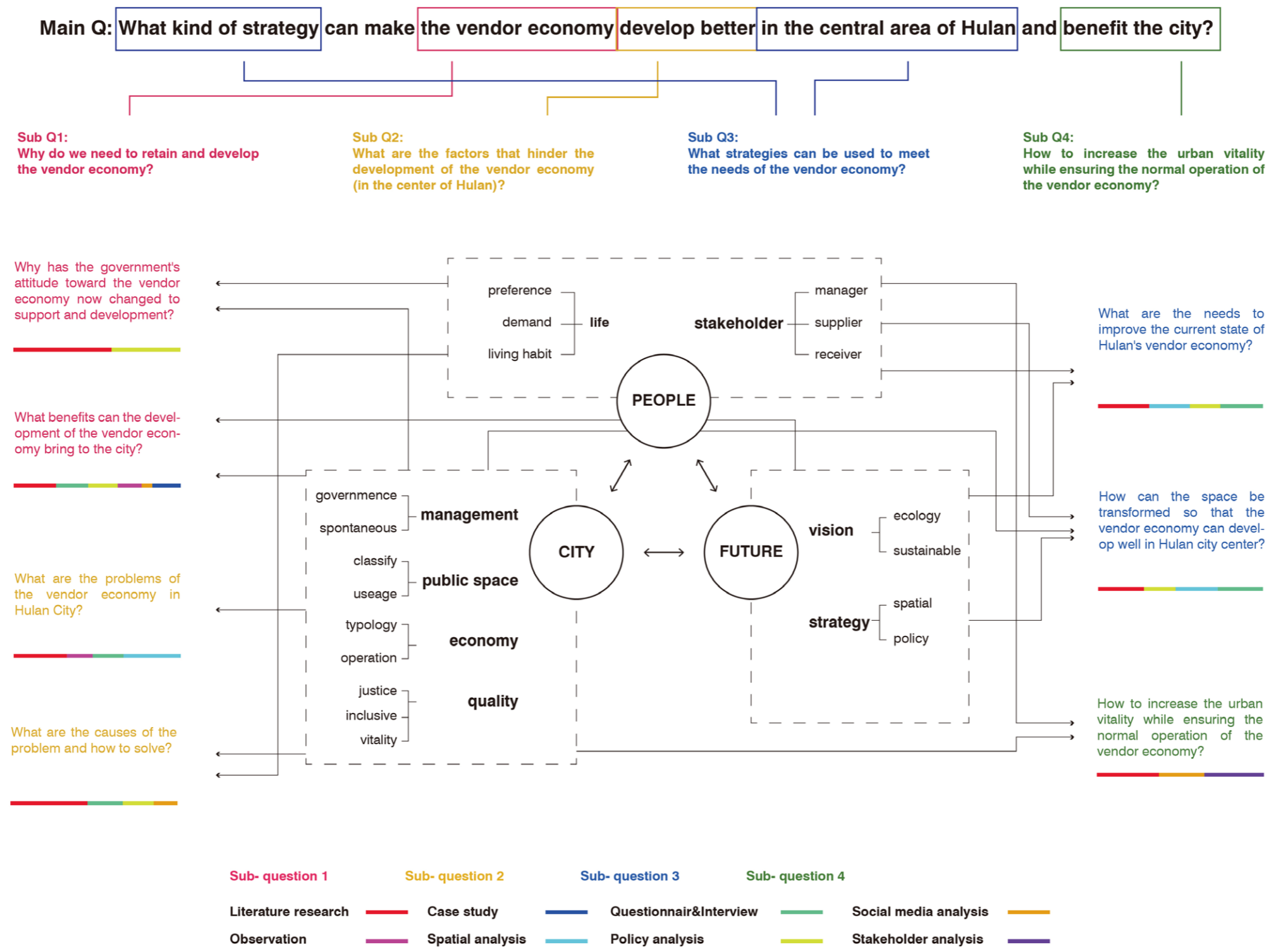
# Conceptual framework



# Theoretical framework

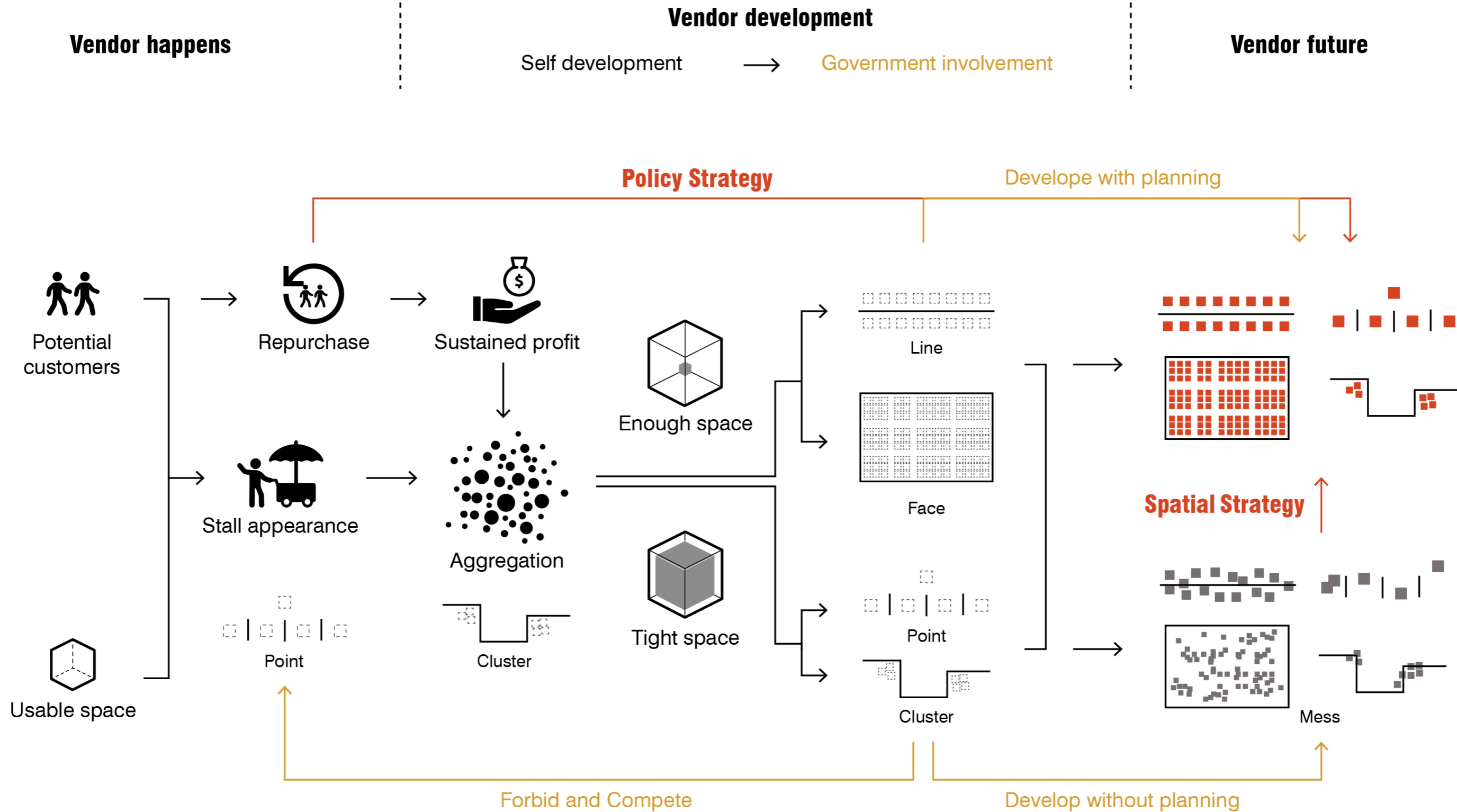


# Relationship between methods & questions





# Vendor forming process



# Vendor problems

1. Misuse of space
2. Hygiene problem
3. Noise and smell pollution
4. Goods quality, and after-sales service of the products
5. Safety hazards
6. Inappropriate competition
7. Confrontation with city management
8. City's rejection
9. The lack of self-identity



# Deep reasons

## Lack of top-level design:

No direction of development

No clear government attitude

No recognition of vendors' identity

No government department to handle related matters

## Disorganization:

Vendors are too scattered

No organizational management

Lack of mutual supervision

Cannot be integrated into the government system

## Lack of spatial planning:

Unrestrained behavior

Too much freedom

Unreasonable government guidance

Does not meet demand

Existing strategies do not consider the actual situation

## Less market regulation:

Not subject to market surveillance

Uncontrolled quality of goods

No industry guidelines

Industry threshold is too low

## City management:

No management guidelines

Bribe-taking phenomenon

Mismanagement

Violent law enforcement

## No long-term planning:

No future vision

Neutral attitude of local government

Lack of cooperation with other industries

No support from emerging industries

# Case study

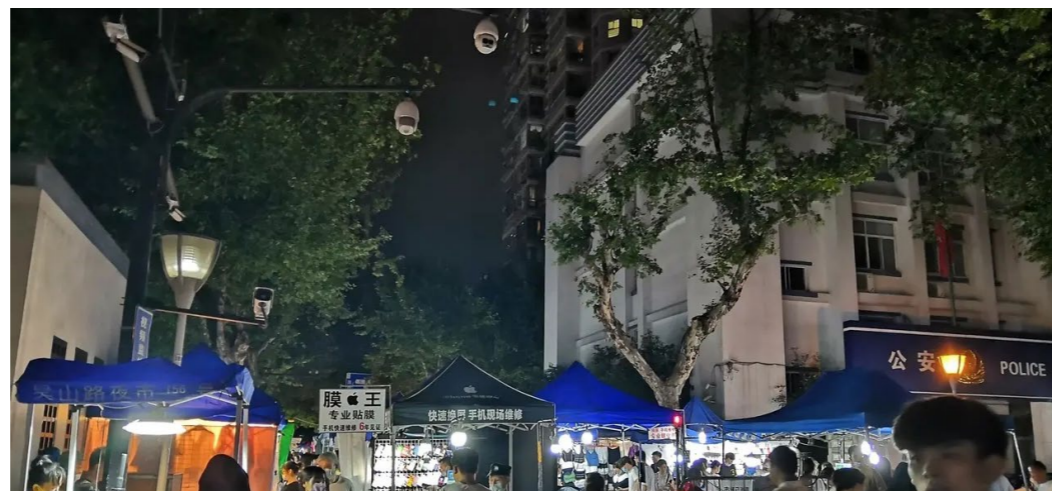
## Bangladesh - Dhaka

- Illegal
- No policy help
- No spatial planning



## China - Hangzhou

- Formal market
- No floating vendors
- Policy help
- No spatial planning



**Malaysia - Kuala Lumpur**

- Complete network system
- Policy help
- No spatial planning



Source - Internet

## Singapore

- Formal
- Hawker center
- Policy help
- Spatial planning



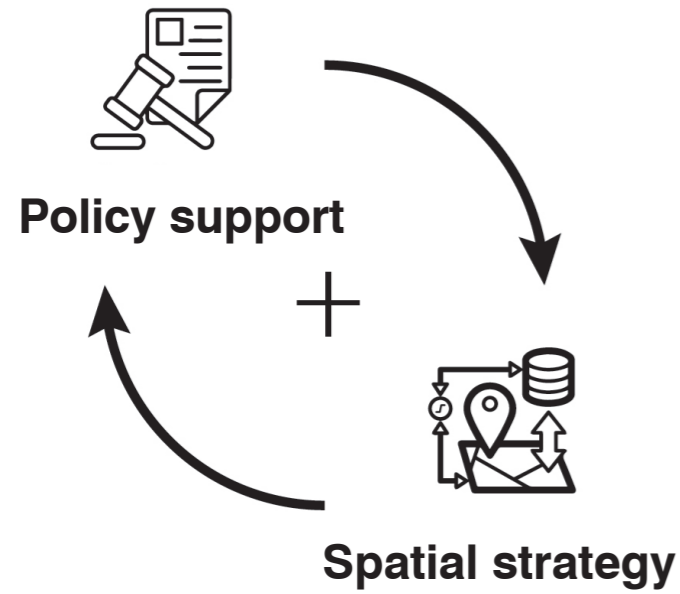
## Australian - Melbourne
































- Formal
- Super big market
- Policy help
- Spatial planning





# Conclusion



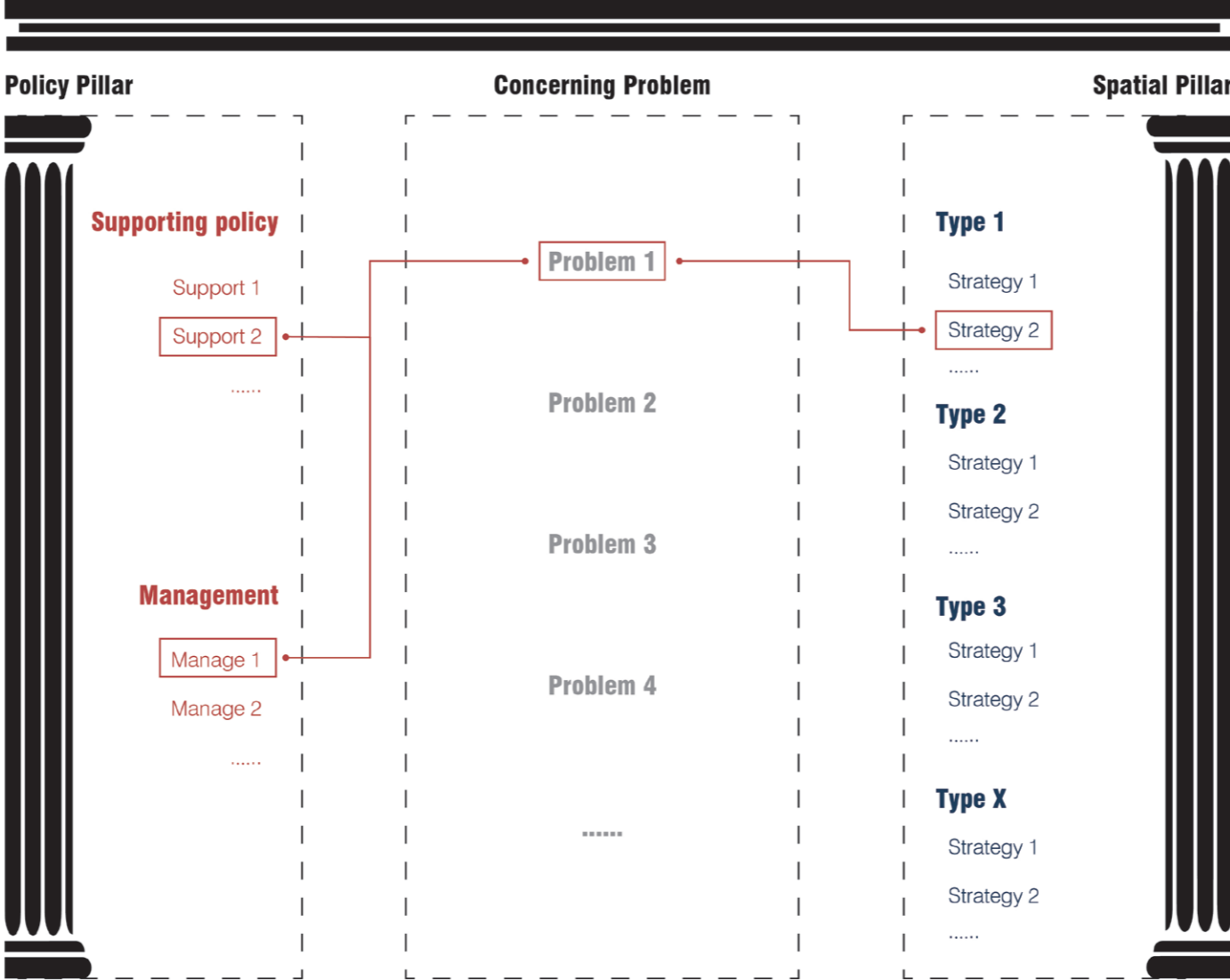
	 <b>Government Attitude</b>	 <b>Supporting Policy</b>	 <b>Spatial Strategy</b>	 <b>Certification</b>	 <b>Spontaneous Organization</b>	 <b>Current Situation</b>
<b>Bangladesh</b>	 Reject	 None	 None	 None	 Yes	★☆☆☆☆
<b>China</b>	 Support	 Some	 Some	 Some	 None	★★☆☆☆
<b>Malaysia</b>	 Support	 Yes	 Some	 Some	 None	★★★☆☆
<b>Singapore</b>	 Support	 Yes	 Yes	 Yes	 None	★★★★☆
<b>Australian</b>	 Support	 Yes	 Yes	 Yes	 Yes	★★★★☆

# Strategy framework

## Policy pillar

- Government Attitude
- Vendor status
- Organizationality
- Management and Supervision
- Market Operation
- Development Direction
- Future Vision
- Policy-related matters...

## Strategy



## Spatial pillar

- Business method
- Vendor behavior
- Space use
- Interface quality improvement
- Urban Life
- Space-related matters...

# Policy pillar building

The policy aspect will propose strategies to address the problems in the vendor economy with a **Problem - Reason - Approach** step.

# "POLICY+SPACE" system



The questions were sourced from questionnaires, interviews, literature reviews, observations, and life experiences. The list of issues is not complete, but covers the main conflicts of the vendor economy.

For each problem, the causes of the problem are explored based on previous research, with the main focus on the policy-related part.

The approach is based on research on the shortcomings of the vendor economy in the previous chapters, literature review, research on new policies introduced in other cities, and experience gained from case studies.

## Question list

### Source:

Questionnaire

Interview

Literature review

Observation

Experience

### Policy system related

- 1.How to address the confrontation between vendors and city management.
- 2.How to address the city's rejection of practitioners and the lack of self-identification of stall owners.
- 3.How to make the needs of vendor practitioners valued by planners.
- 4.How to integrate the informal vendor economy into the formalized management system.
- 5.How to deal with disputes related to vendors.
- 6.How to ensure efficient transmission of government information.
- 7.How to avoid irregularities in management (bribery, violent law enforcement).
- 8.How to plan the vision of the vendor economy in the city.

### Economic benefits related

- 9.How to improve the income of the vendor economy practitioners.
- 10.How to keep the income of vendor economy practitioners stable.
- 11.How to help people interested in joining the vendor economy to start their own business.
- 12.How to deal with the impact of macroeconomic cycles on the vendor economy.
- 13.How to help those in the ground-floor economy financially.

### Business model related

- 14.How to avoid street misuse while ensuring that the stalls are not affected.
- 15.How to deal with the negative impact on the hygiene of the city streets.
- 16.How to avoid the negative impact of noise and odor pollution on the surrounding residents.
- 17.How to guarantee hygiene, quality and after-sales service of the products.
- 18.How to deal with the safety hazards brought about by the stall equipment such as water, electricity and gas.
- 19.How to deal with the conflicts that occur between stall owners, customers, and the formal economy.
- 20.What assistance is provided to the practitioners of the vendor economy in terms of space.

## Question

1.How to address the confrontation between vendors and city management.

2.How to address the city's rejection of practitioners and the lack of self-identification of stall owners.

3.How to make the needs of vendor practitioners valued by planners.

4.How to integrate the informal vendor economy into the formalized management system.

5.How to deal with disputes related to vendors.

6.How to ensure efficient transmission of government information.

7.How to avoid irregularities in management (bribery, violent law enforcement).

8.How to plan the vision of the vendor economy in the city.

9.How to improve the income of the vendor economy practitioners.

10.How to keep the income of vendor economy practitioners stable.

## Reason

1.The confrontation arises because the behavior of the vendors adversely affects the city, and the duties of the city manager, as a group that maintains order in the public space of the city, are in conflict with the chaotic status caused by the vendors. If the vendors' behavior no longer adversely affects the rest of the city system, the issue of confrontation between the two sides will not arise. Instead, the role of the city manager in the future becomes that of a facilitator and supervisor of the vendor system.

2.The problem of urban exclusion is very complex. For informal economy practitioners, the exclusion mentality of most practitioners comes from the low income and the lack of local household registration( 户口 ), which requires a fixed residence in the city, which requires a stable income. So the best way is to improve the income level of the vendor practitioners.

3.Currently the needs of the stallholders cannot be effectively received by the government, and there is no channel for practitioners to pass their opinions to the planners. At this point there should be a special organization to aggregate all kinds of opinions and present them to the government in a holistic form, and the establishment of vendor groups can be a good way to achieve this.

4.First of all, there should be a formal department to deal with issues related to the vendor economy, and secondly, practitioners should have their own organizations or groups to develop the vendor economy system in a way that is mainly autonomous and supplemented by government assistance.

5.The government set up a special management department to deal with disputes, and at the same time combined the dispute reporting method with the WeChat platform to facilitate the interface between consumers or practitioners and government departments.

6.Currently vendors do not have a unified channel to receive information. With the current high popularity rate of WeChat in China, information can be delivered to vendors through online in the form of WeChat public platforms combined with offline ways, while information can be effectively delivered through the media or offline advertising boards.

7.Violations arise because the policy has loopholes, while vendors are unable to respond to the situation upwards. The establishment of government departments and online platforms allows vendors to make quick complaints about violations and ensure fairness in enforcement.

8.In the past, the government's attitude towards the vendor kept reversing according to the actual situation, the future should be the development of the vendor economy as a long-term plan, the development of policies to dynamically adjust the strategy, but to maintain a positive attitude

9.The government can do something from three aspects: reduce costs, reduce expenses and increase profits. The current cost of vendors are mainly the cost of goods, transportation costs and payment of management fees, expenditure costs that is the cost of life living, the government can consider reducing management fees, providing a unified storage location of goods and other ways to reduce costs, good economic operation of the stalls can also increase the income of vendors.

10.The current causes of unstable income for practitioners are: confiscation of goods by managers, cold weather in winter when customers becomes less, the impact of epidemics or their own reasons. The policy should help both in terms of management style and ensuring the flow of customers.

## Question

10.How to keep the income of vendor economy practitioners stable.

11.How to help people interested in joining the vendor economy to start their own business.

12.How to deal with the impact of macroeconomic cycles on the vendor economy.

13.How to help those in the ground-floor economy financially.

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19.How to deal with the conflicts that occur between stall owners, customers, and the formal economy.

20.What assistance is provided to the practitioners of the vendor economy in terms of space.

## Reason

10.The current causes of unstable income for practitioners are: confiscation of goods by managers, cold weather in winter when customers becomes less, the impact of epidemics or their own reasons. The policy should help both in terms of management style and ensuring the flow of customers.

11.For new practitioners, the previous channel to obtain information is to ask other stallholders. The establishment of online platforms, government departments and vendor groups helps to aggregate and transmit relevant information.

12.The impact of the epidemic or the overall economic fluctuations of the society on the vendor economy is difficult to be solved by a single policy. The rule that can be grasped is that when the whole economy is poor, the number of informal economy participants will become more, and the policy should be relaxed appropriately at this time.

13.First of all, the qualifications of the practitioners should be reviewed, and the threshold of the vendor industry should be limited by applying for a license to ensure that the limited capital resources flow into the most needy groups.

14.The current government planning is arbitrary in terms of where and how it is done, with cases where lines are not clearly drawn or planned locations are not used, and management is very loose. The spatial strategy should be developed to circumvent these situations and cooperate with city management to ensure the implementation of the spatial strategy.

15.As the stall owners are too scattered, it is difficult to correct the impact on the street and monitor each other, while the sanitation facilities are not complete. The spatial strategy should pay attention to increasing sanitation facilities, forming mutual supervision and self-management within the vendor groups, while the collection of information on stall owners and the establishment of permits also help the city administration to distinguish responsibilities for punishment.

16.Stalls that have a greater impact on the surrounding residents should be prohibited from operating near residential areas, and the planned area should be partially distant from the main living areas of the residents.

17.Among the government's consumer complaint cases, there are far fewer problems related to vendor goods than in the foemal economy (stores). This does not mean that the quality of vendor goods is better than that of stores or supermarkets, but because the problems are difficult to solve. Firstly, consumers can directly select during the buying process, which reduces some of the risks, and secondly, the prices of vendor goods are lower, so even if there are quality problems with the goods, consumers may be too much trouble to deal with them. At the same time consumers know that this type of dispute is more difficult to deal with, for example, can not prove whether it is the goods in this stall goods (no invoice), or no management staff dedicated to deal with. The quality of the product can be bound by a licensing scheme, while considering the combination of online platform and vendor economy, using online platform channels can ensure quality and after-sales issues.

18.At present, the water and electricity used by the stalls basically rely on the surrounding commodities and their own gas facilities, water and electricity facilities should be set up by the government to ensure safety, the stalls with greater safety hazards to rectify the situation.

19.Such problems usually arise because the stalls take up part of the business, occupy too large a site to prevent the normal operation of the store, or the stall owners themselves are of low quality. The government should work on both improving the quality of stall owners and ensuring the reasonable use of space.

20.The current way of planning areas is too rudimentary to enhance the image of the city, provides little help to stall owners, and can produce impracticality. For stall owners who sell in the morning market, the return on the payment of fees is low and better facilities should be provided for the morning market.

## Approach

1. The government clarifies the legal status of vendors, sees them as part of the normal functioning of the city, recognizes the legitimate rights and interests of vendors, and no longer has a negative attitude towards them. And provide help and guiding advice to vendor groups through reasonable planning and strategies.

2. Have a long-term plan for the vendor economy, consider the integration with new industries, accept loans and help from large enterprises, lower the threshold for entry into this industry, and provide special help for people in need.

3. Consider the impact of macroeconomic fluctuations on the vendor economy when they occur, and prioritize helping people with lower incomes. Appropriately reduce the level of management in poorer economic times.

4. Establish a special regulatory organization or government department to handle matters such as behavior and disputes related to the vendor economy. Handle vendor demands as well as feedback on strategies.

5. Help vendors form their own vendor groups, encourage the formation of self-management, self-monitoring mode of operation, turning pieces into whole.

6. Following the case of Singapore, regular quality training is organized for those working in the vendor economy.

7. Establish a perfect information system (website, WeChat platform), through the vendor group's spontaneous propaganda, WeChat public number, Weibo, in the stalls out of the way to place a notice to promote the vendor norms, collect the personal information of the vendors and commodity information, to facilitate classification management and information transfer and feedback.

8. Establish uniform entry criteria (e.g. monthly household income or education level) to qualify practitioners of the vendor economy. Based on a time-sensitive, commodity-differentiated license, practitioners are required to apply periodically in order to control the number and distinguish responsibilities.

9. The government helps to promote offline combined with online way, based on online shopping platforms, to ensure product quality while combining the use of online platforms for storage and transportation functions.

10. To control the working hours of the vendor behavior within a reasonable range by researching the actual situation.

11. Combining vendors' demands, the actual public space, and the current situation, a more reasonable space use strategy is established with the help of planners to help the vendor economy form a regulated and spontaneous system.

12. According to the situation of different locations, use the spatial strategy with clear markings to delineate the vendor area to guide the behavior of sellers and consumers.

13. Uniform provision of basic service facilities at vendor gathering places, mainly in water, electricity and sanitary places.

14. Provide rain shelters and shade facilities in some delineated areas.

15. City management irregular inspection patrols to urge vendors to keep the site neat and clean, check permits, and require on-site correction of irregular behavior, and fine or expel those who do not keep the norms.

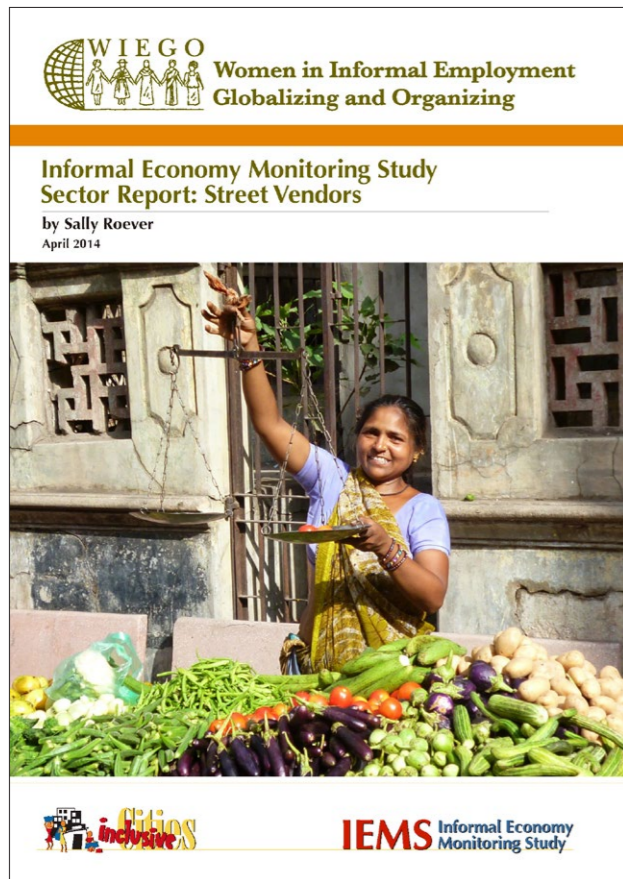
16. More rational planning of fee-based markets and provision of better facilities.

17. Try to adapt the space to the existing vendor economy to ensure customer volume and convenience.

Source	Approach (combine with the actual situation)
IEMS report	1 3 4 5 7 8 13 14 16 17
Questionnaire & Interview	13 14 16
Literature review & Case study	2 6 7 8 9 10 12 15 16 17
Spatial related	11 12 13 14 15 17

# Approach source

Informal Economy Monitoring Study Sector Report



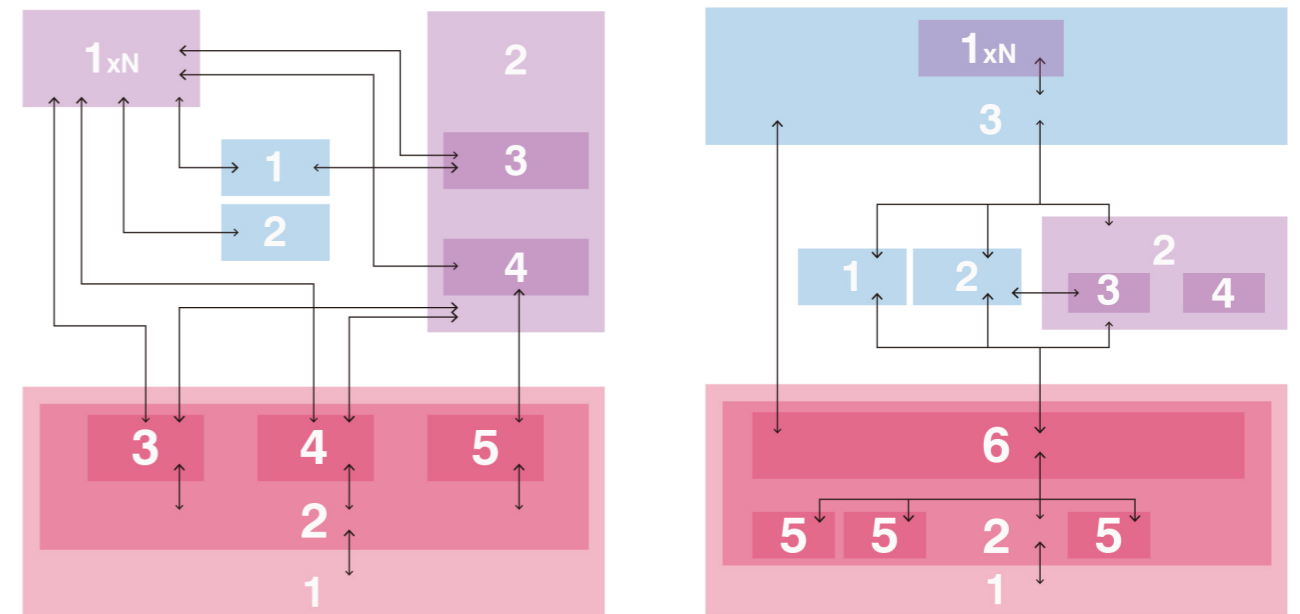
Informal Economy Monitoring Study Sector Report Street Vendors - Sally Roever

Questionnaire



"Vendor Economy" Sustainable Development Research Questionnaire - Author

Stakeholder analysis



INDIVIDUAL    GOVERNMENT    ORGANIZATION    Connection

- 1 Vendor
- 2 Customer
- 3 Resident
- 4 Tourist
- 1 Center Government
- 2 Local Government
- 3 City Policy
- 4 Cleaning-keep Department
- 5 Tourist Ministry
- 6 Vendor Ministry
- 1 Neighborhood/Community
- 2 Shopkeeper
- 3 Vendor Group

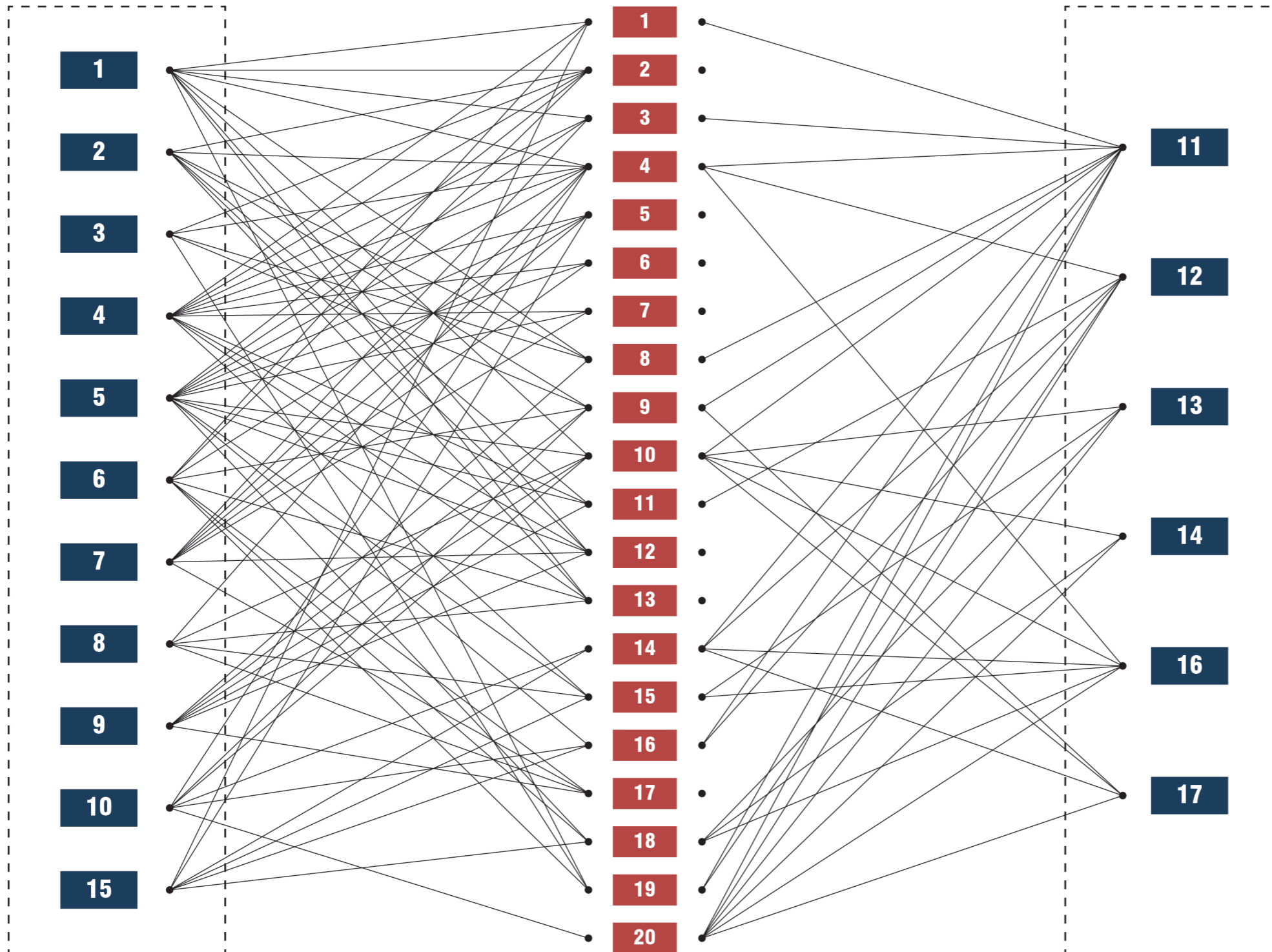


# Policy pillar

## None-spatial concerning

## Questions

## Spatial concerning



11. Combining vendors' demands, the actual public space, and the current situation, a more reasonable space use strategy is established with the help of planners to help the vendor economy form a regulated and spontaneous system.

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## example

14. How to avoid street misuse while ensuring that the vendors' business are not affected ?

10. To **control the working hours** of the vendor behavior within a reasonable range by researching the actual situation.

15. **City management irregular inspection patrols** to urge vendors to keep the site neat and clean, check permits, and require on-site correction of irregular behavior, and fine or expel those who do not keep the norms.

11. Combining vendors' demands, the actual public space, and the current situation, **a more reasonable space use strategy** is established with the help of planners to help the vendor economy form a regulated and spontaneous system.

12. According to the situation of different locations, use the spatial strategy with **clear markings** to delineate the vendor area to guide the behavior of sellers and consumers.

17. **Try to adapt the space to the existing vendor economy** to ensure customer volume and convenience.

# Spatial pillar building

Different vendors

Characteristic

Flow leading

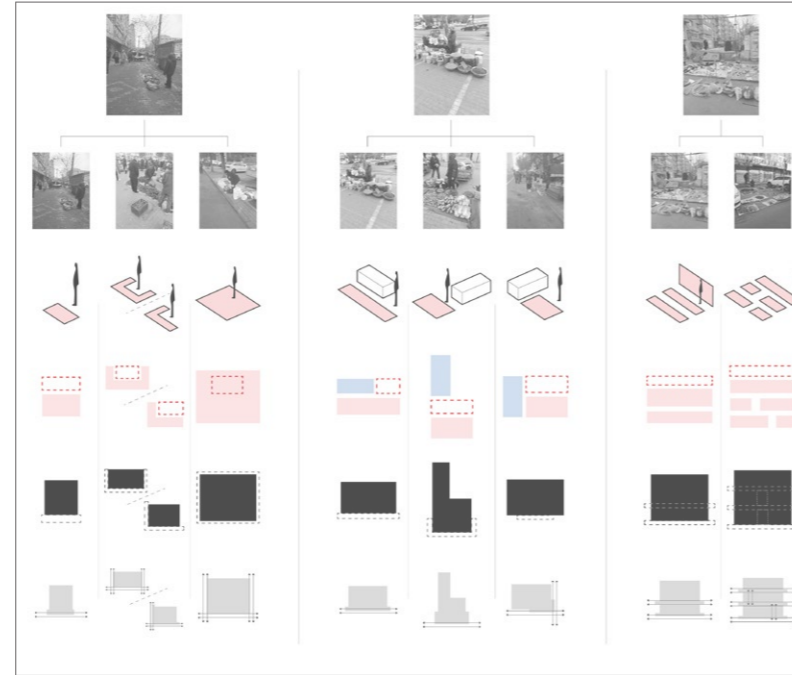
Space-use

Aggregation

Space improvement

Space tool

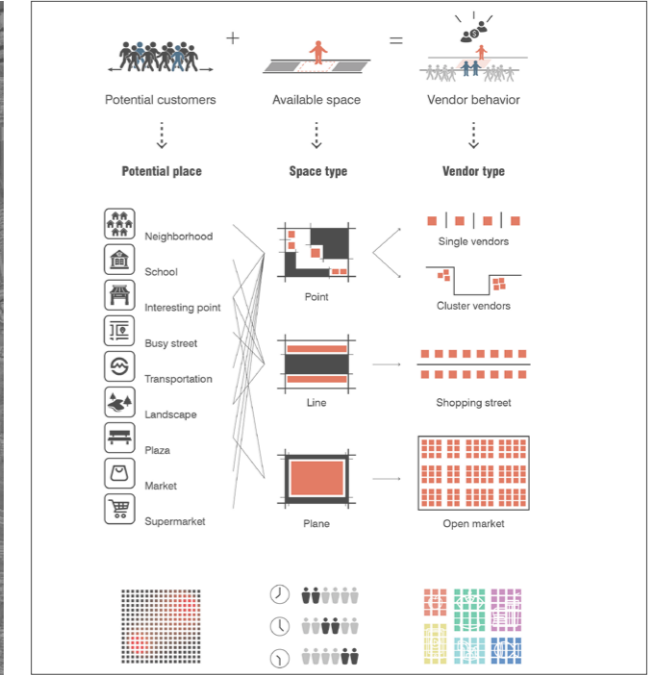
Strategy use map



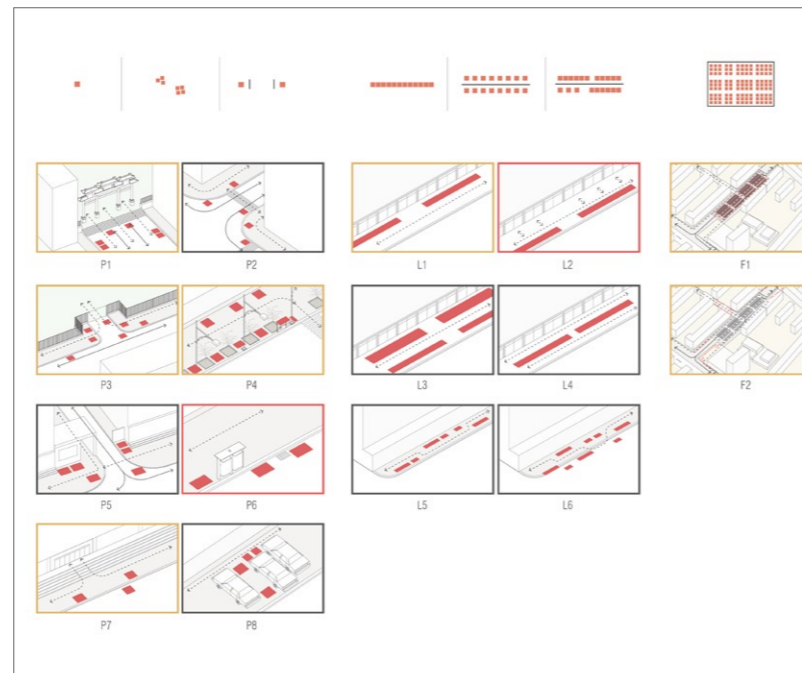
Typology analysis



Current situation



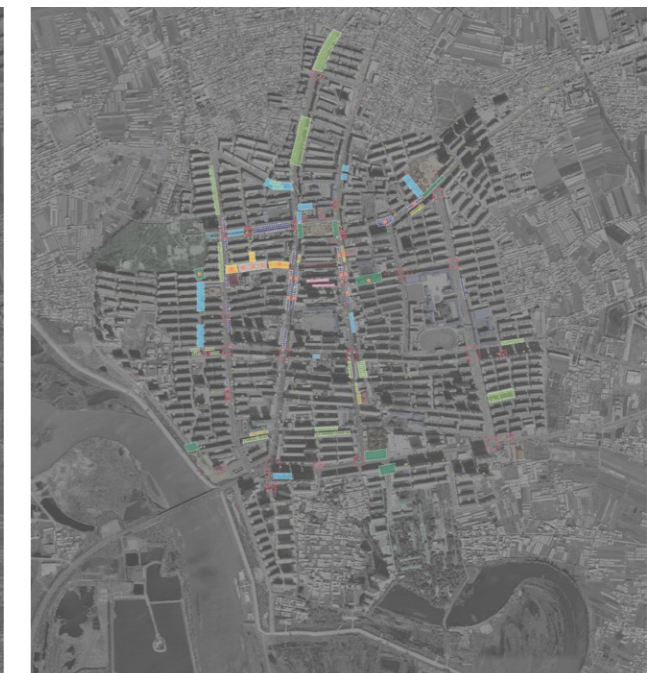
Aggregation



Space improvement



Space syntax



Strategy use map

# Typology analysis

## Tool Based

Tool based refers to the tools used by vendors to display their products. Based on observations, these can be roughly divided into

- 1) ground-based
- 2) table-based
- 3) vehicle-based

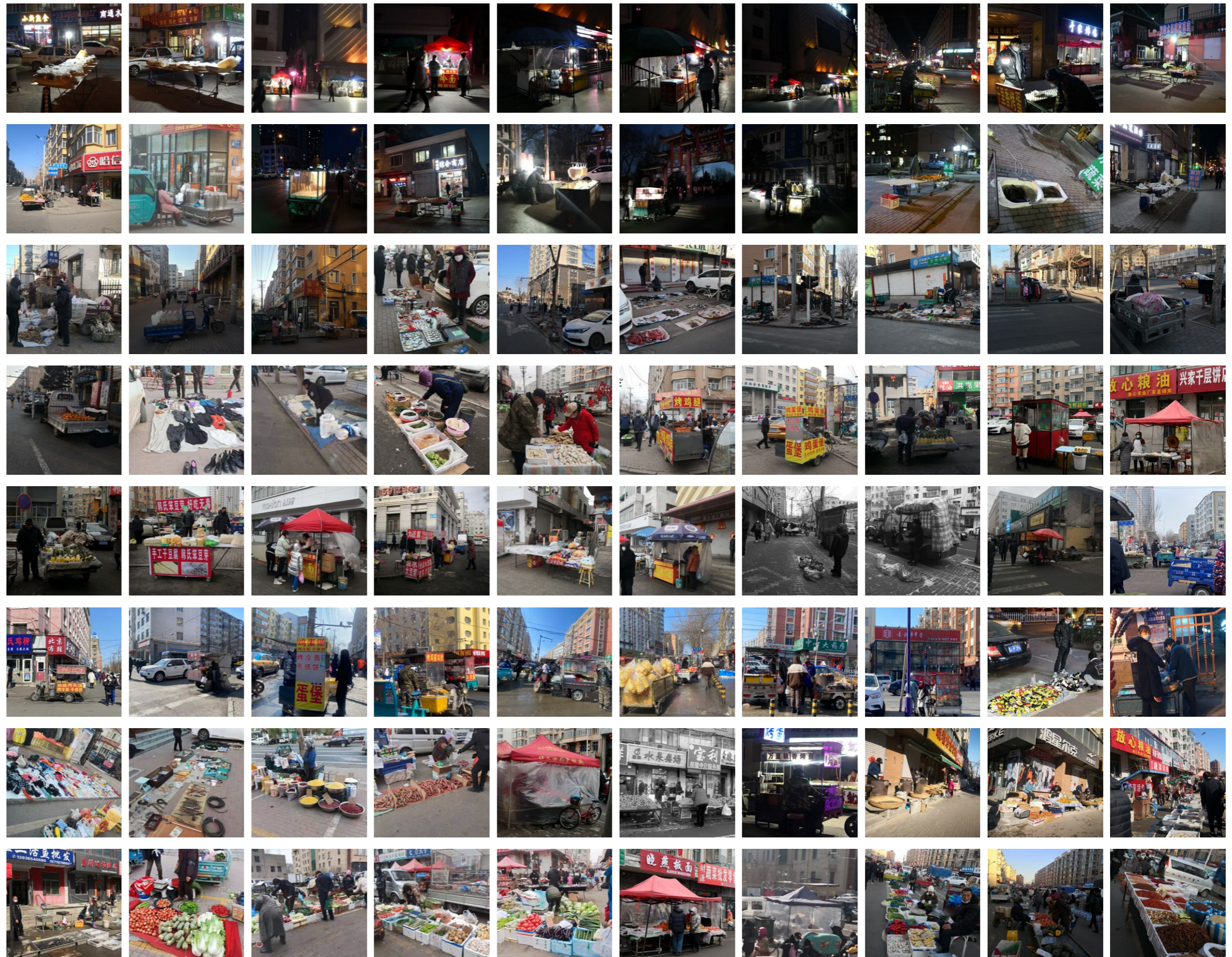
The size of the space and the location of each type varies.

## Layout based

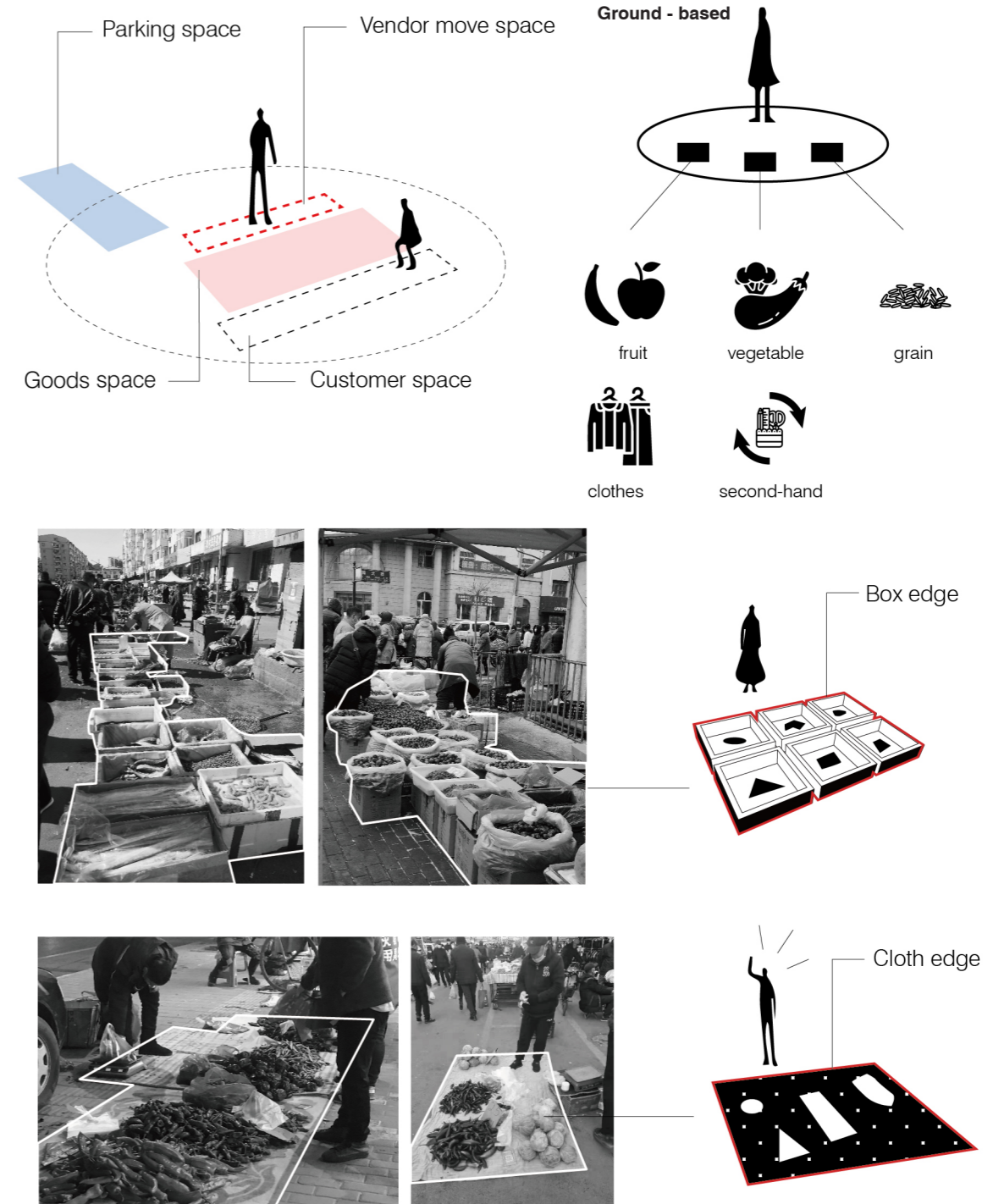
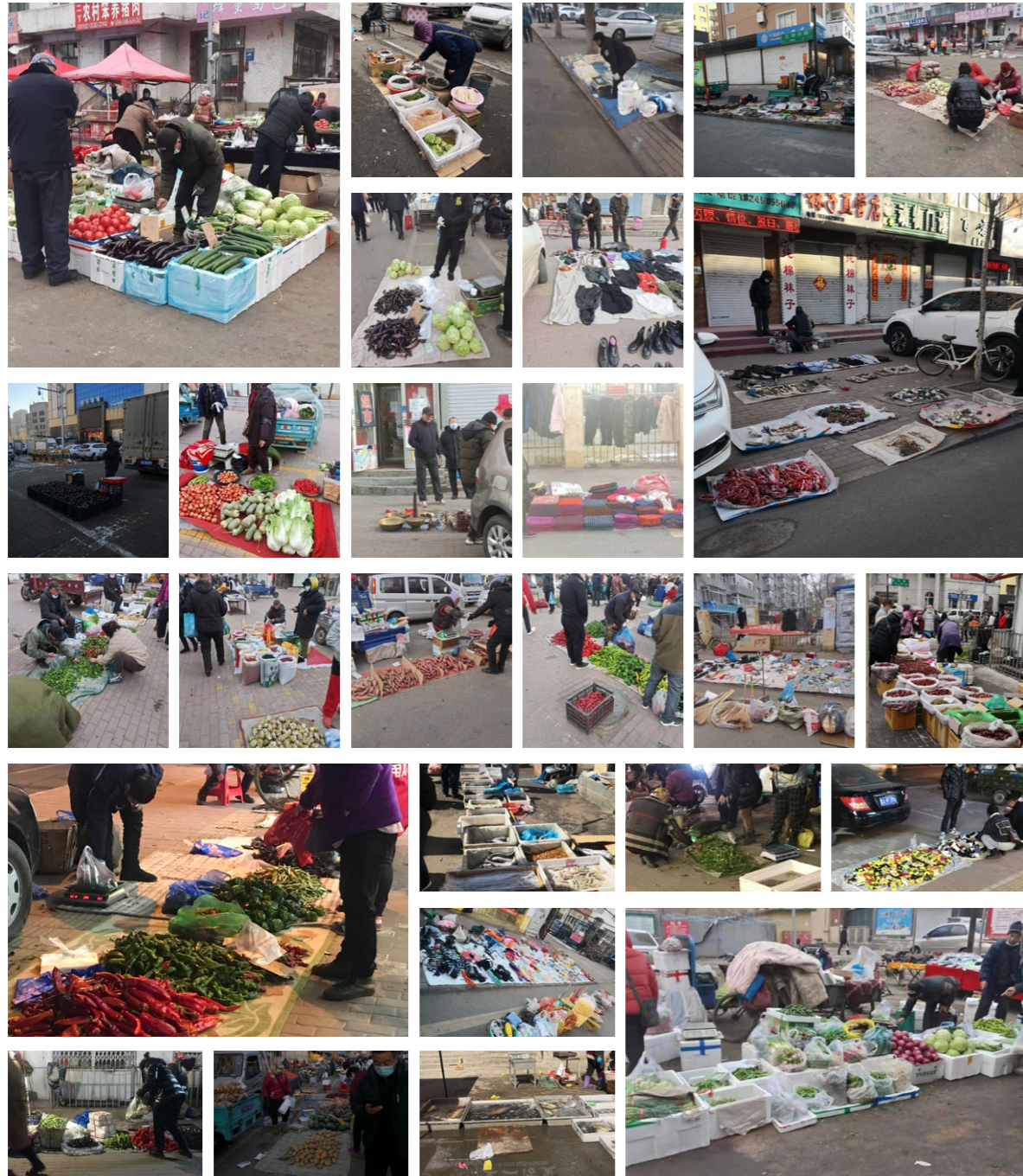
Layout based refers to the location where the operator chooses to display the goods for sale. Due to the spatial aggregation characteristics of stalls, they can be divided into

- 1) point (cluster) layout
- 2) line (long) layout
- 3) plane (array) layout

based on the type of space. Different layouts will appear in different urban spaces.



# Ground-based vendors

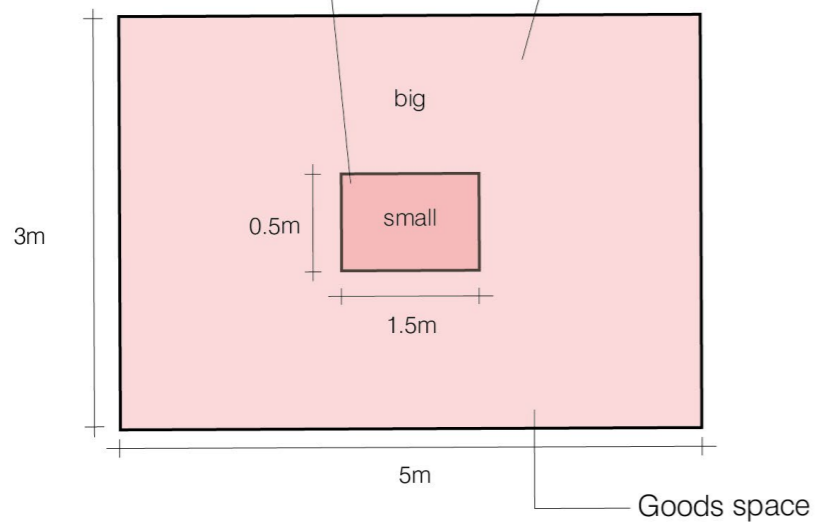


Vendor pictures - Author

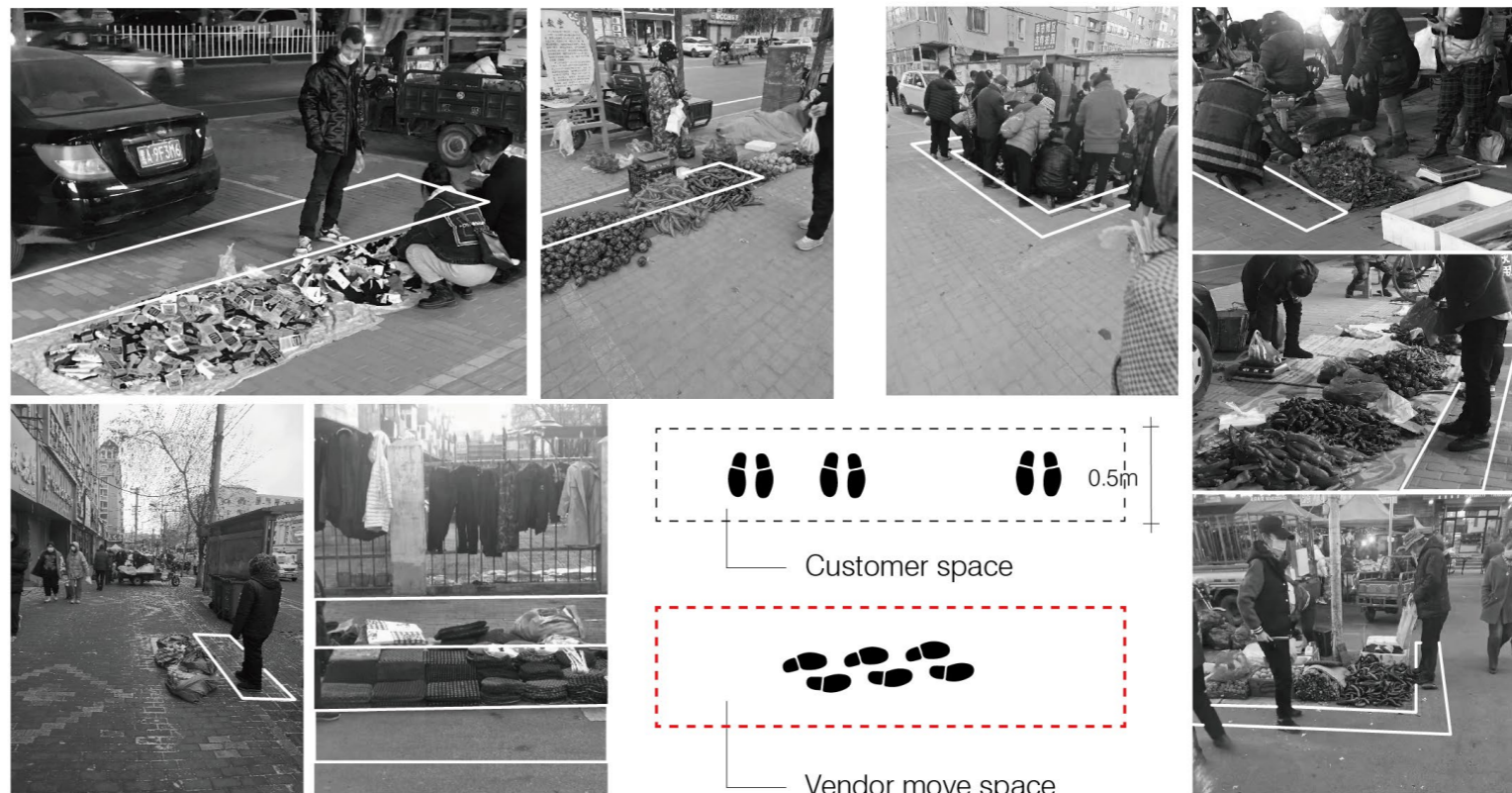
# Space use analysis



ground-based vendor parking space size

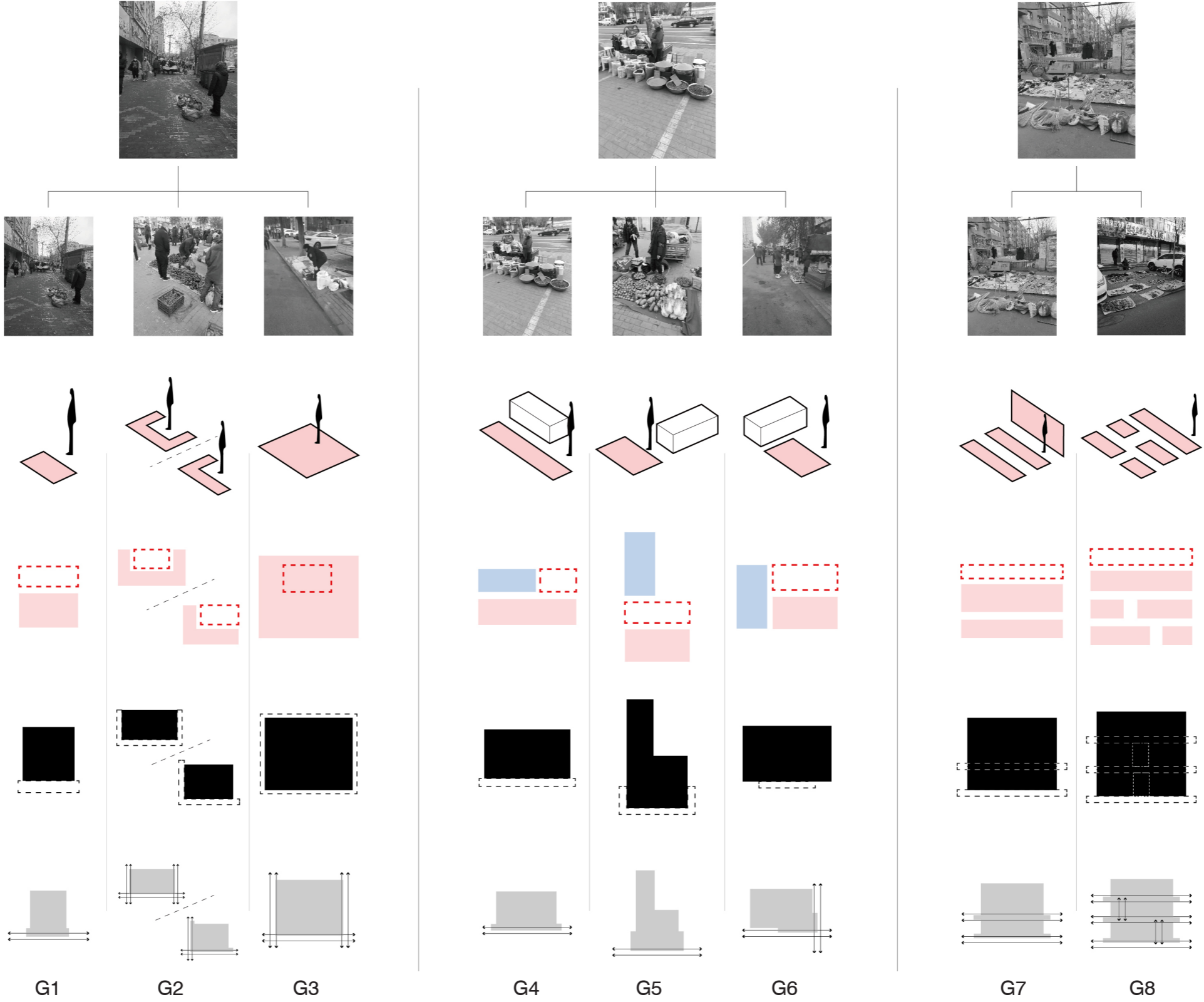


ground-based vendor goods space size

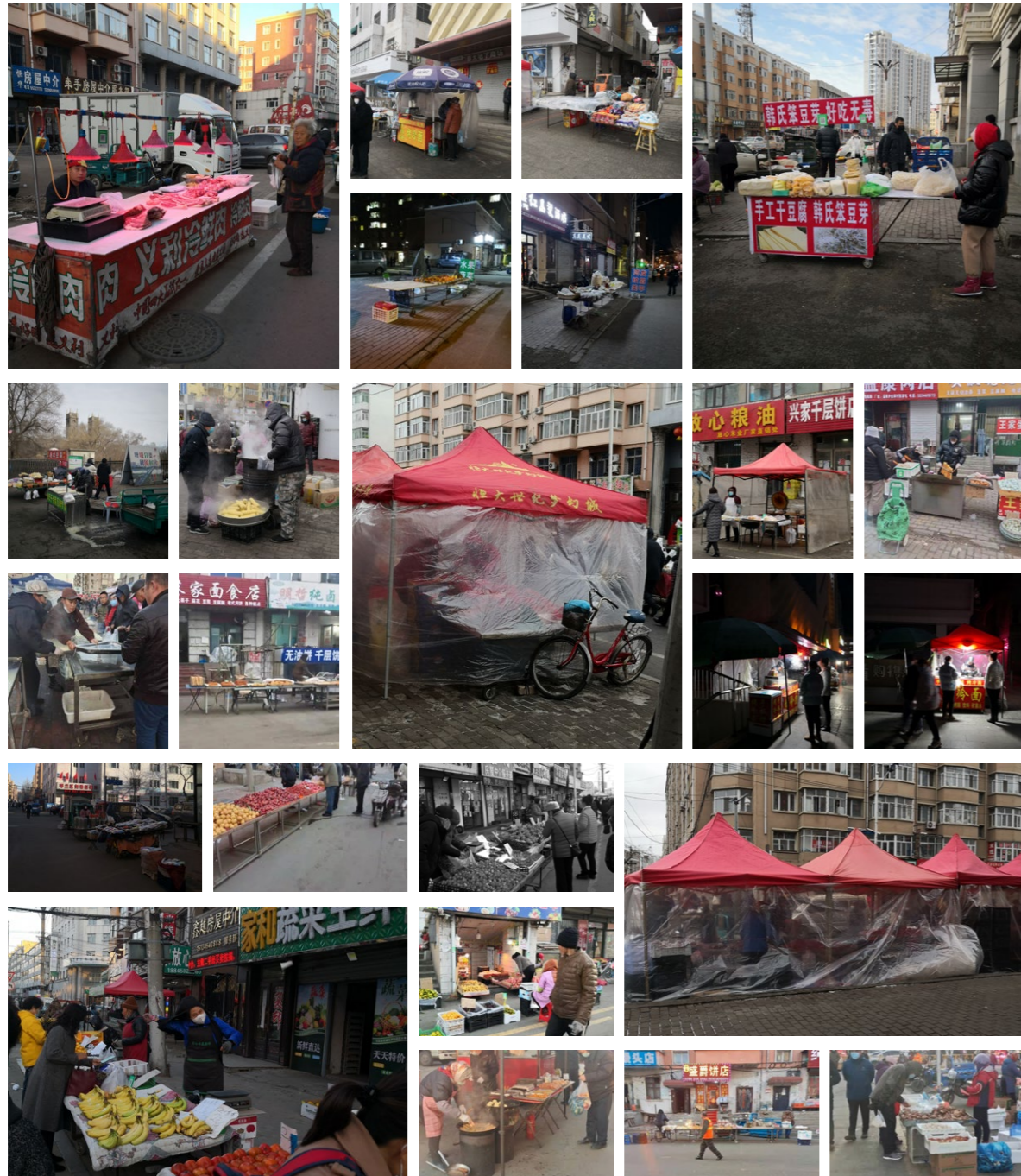


ground-based vendor people space size

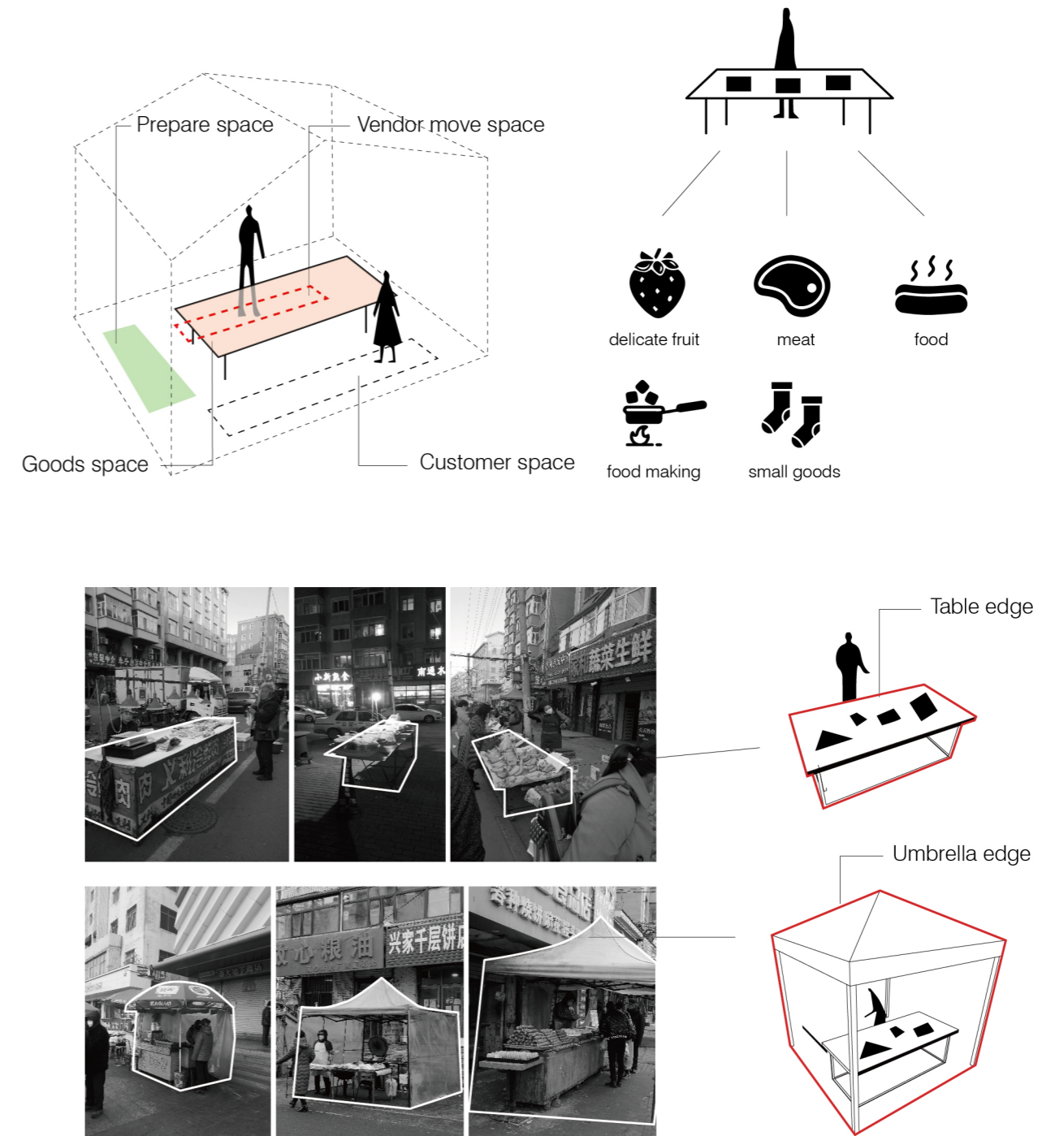
# Typology analysis



# Table-based vendors

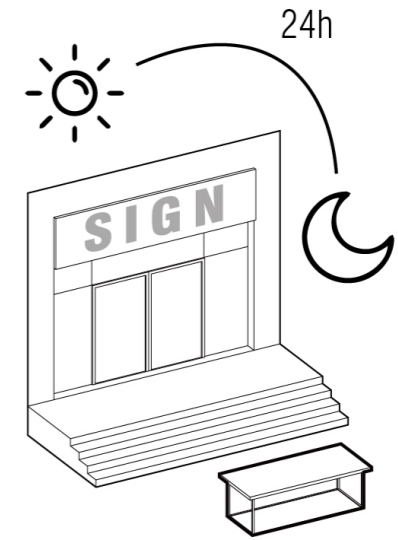
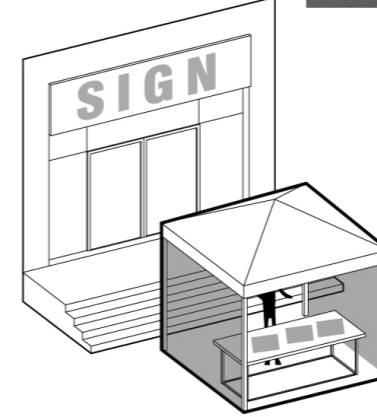
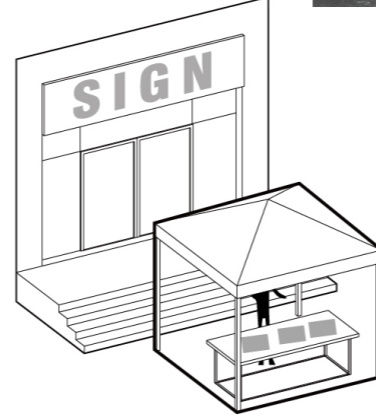
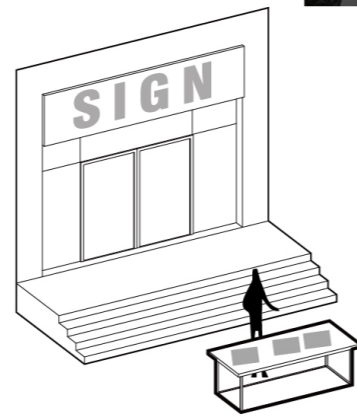


Vendor pictures - Author





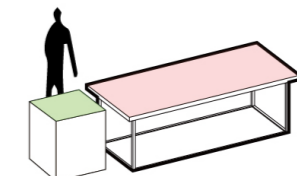
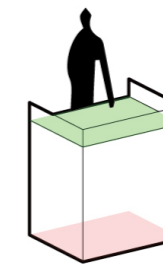
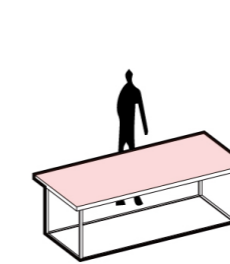
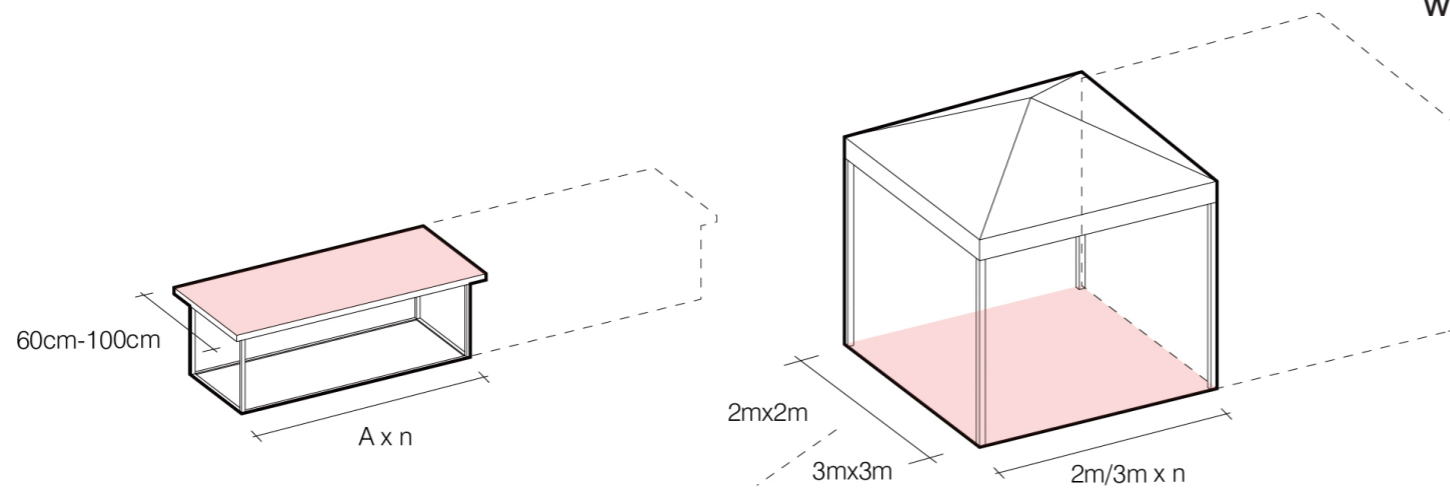
# Space use analysis



tabl

when vendor make food

table occupy the space



goods space

inclusive prepare space

seperate prepare space



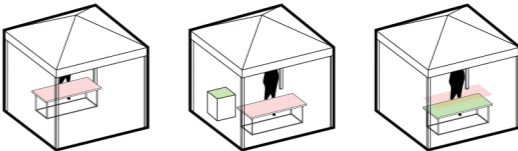
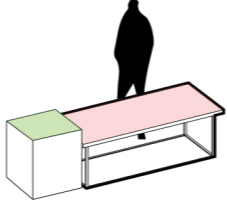
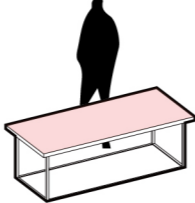
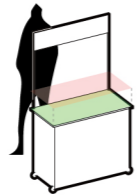
table-based vendor goods space size

table-based vendor space type

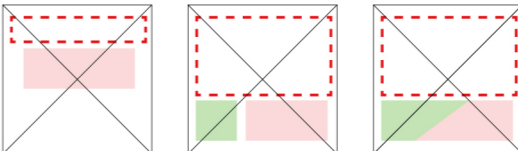
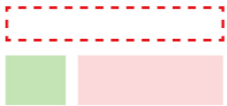
# Typology analysis



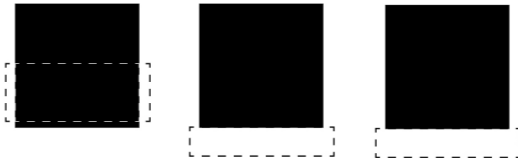
street view



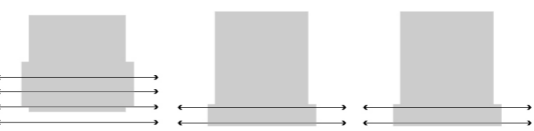
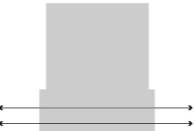
space type



space arrangement



customer space



flow leading

T1

T2

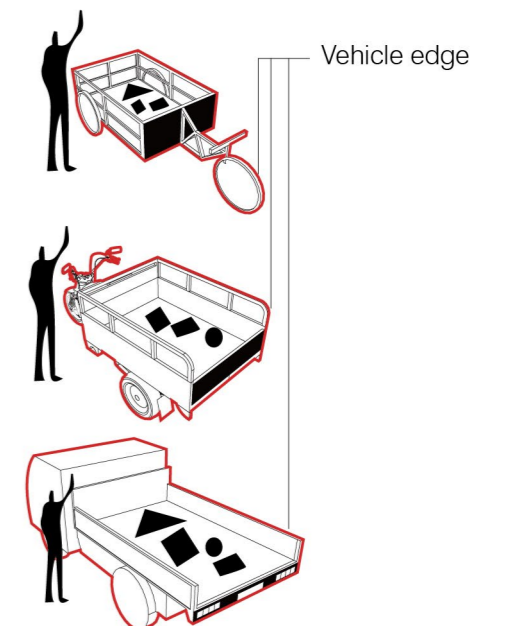
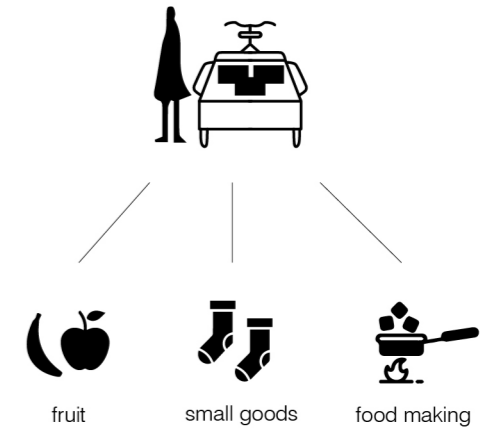
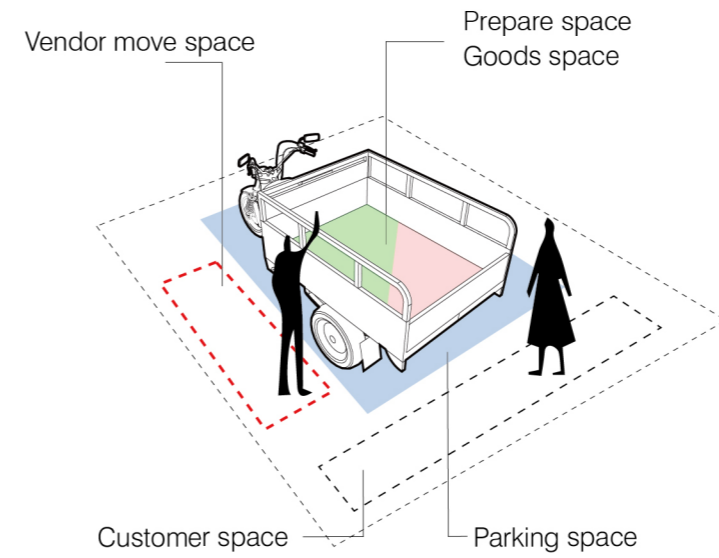
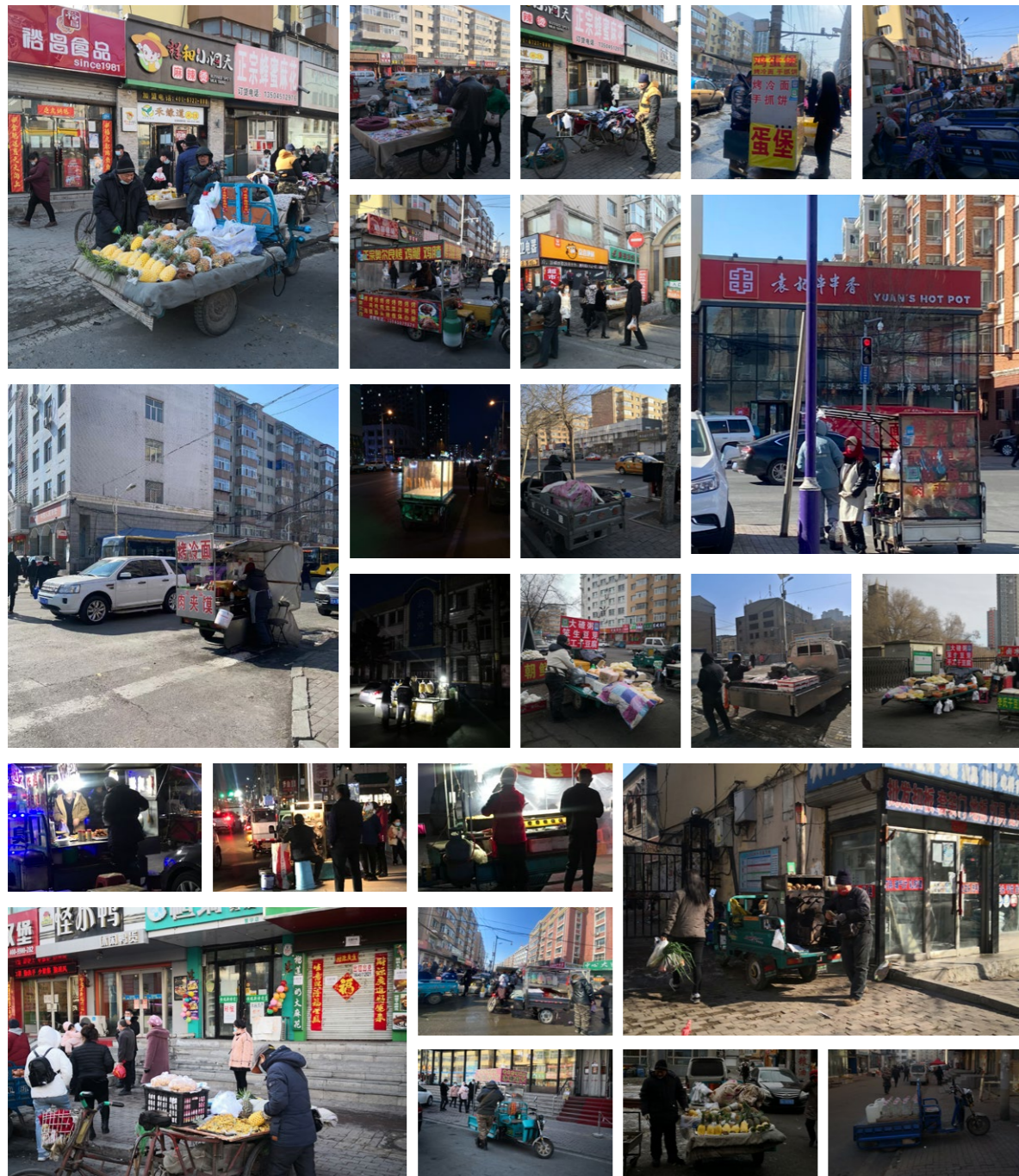
T3

T4

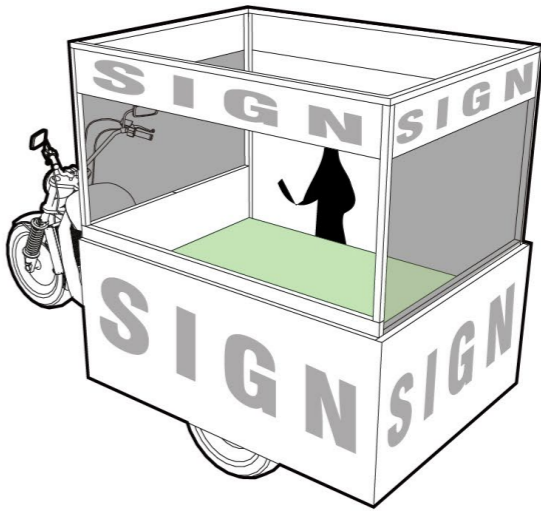
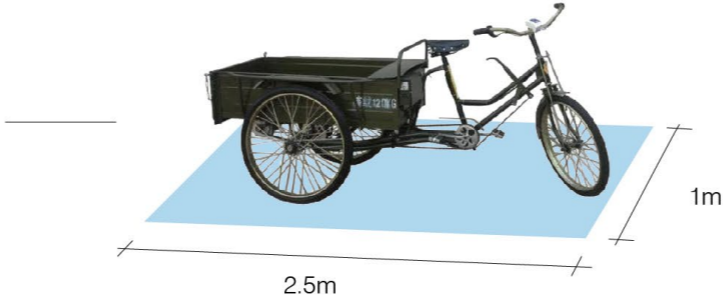
T5

T6

# Vehicle-based vendors



Space use analysis



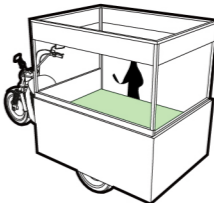
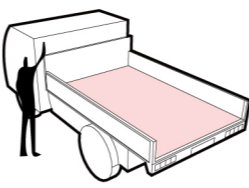
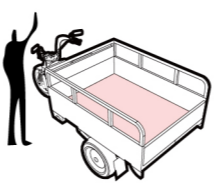
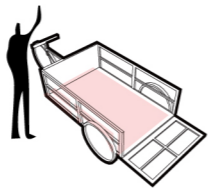
vehecle vendor transform

vehecle-based vendor parking space size

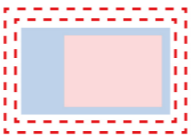
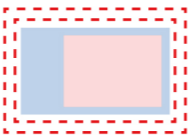
# Typology analysis



street view



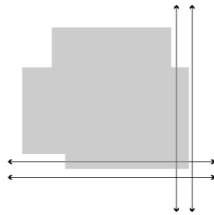
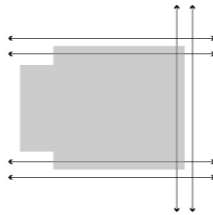
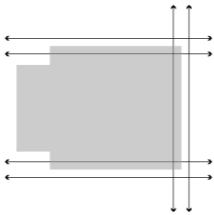
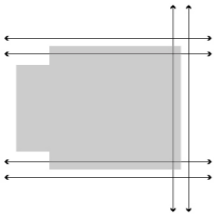
space type



space arrangement



customer space



flow leading

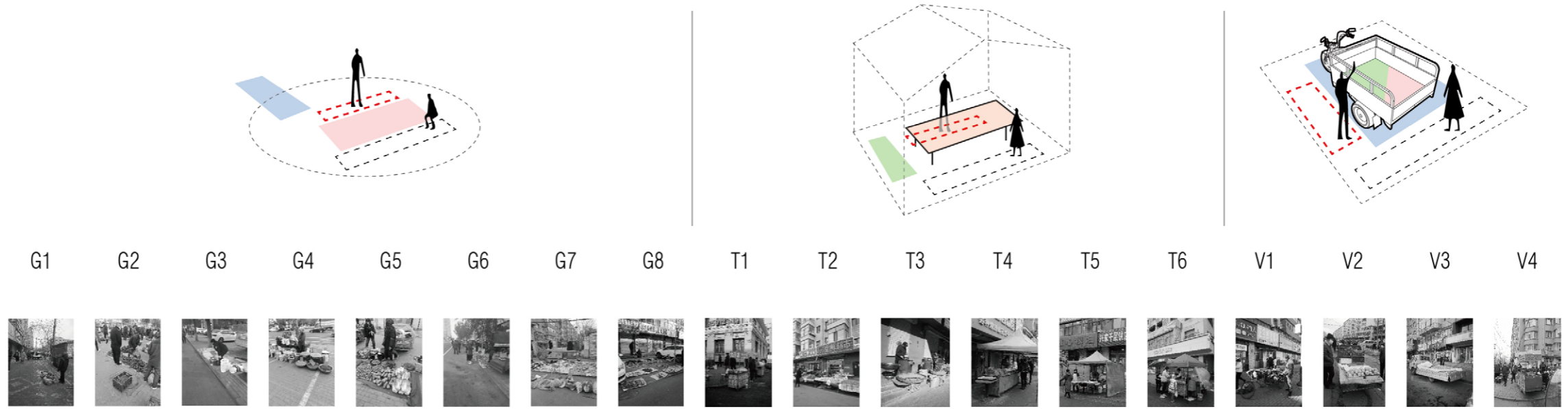
V1

V2

V3

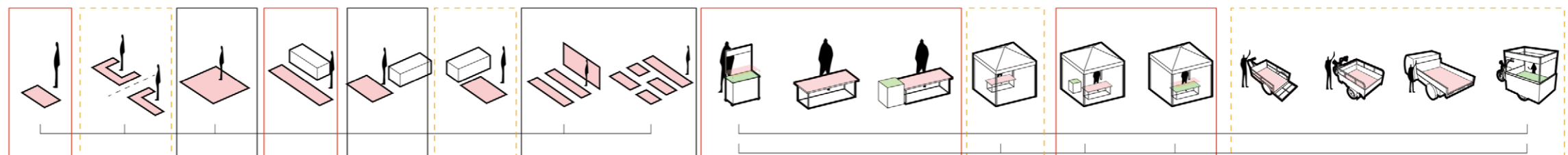
V4

# Tool based vendor typology summary

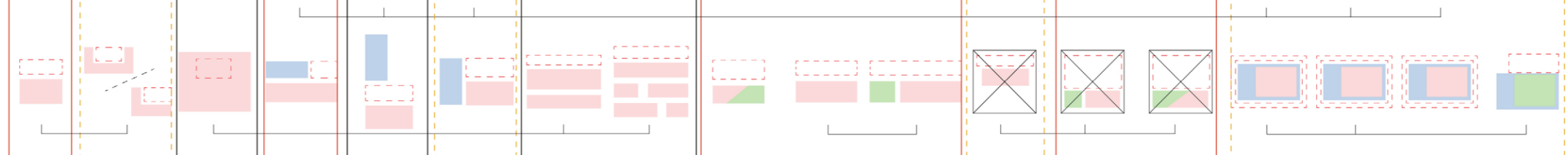


G1 G2 G3 G4 G5 G6 G7 G8 T1 T2 T3 T4 T5 T6 V1 V2 V3 V4

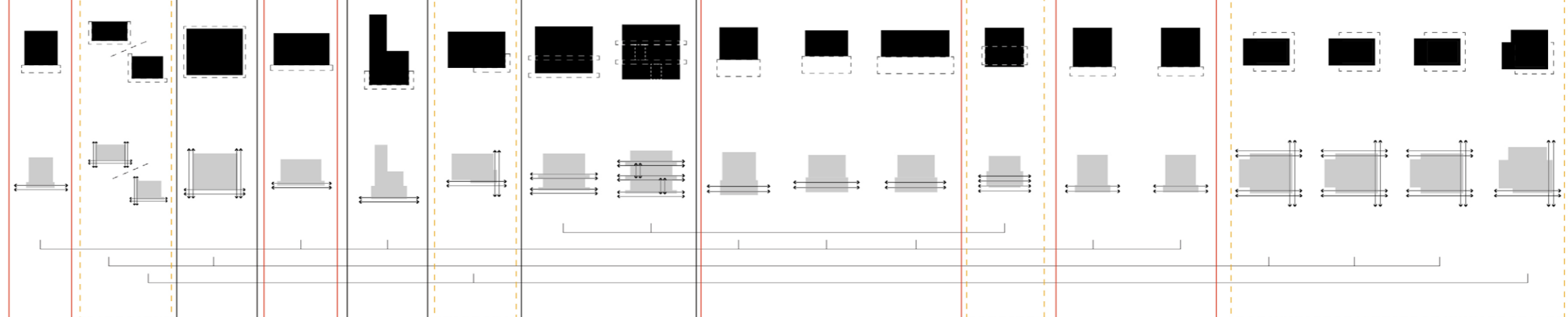
Similarity 1:  
Type of space needed



Similarity 2:  
Size of space needed

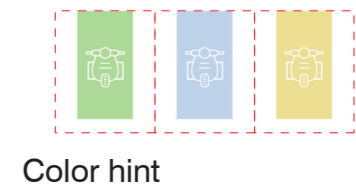
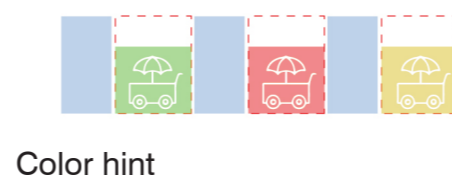
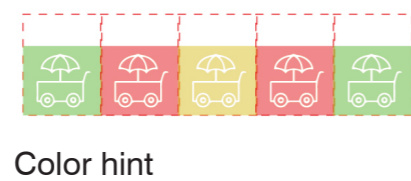
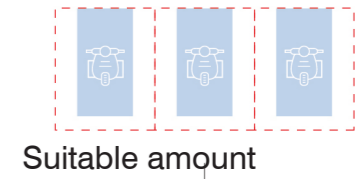
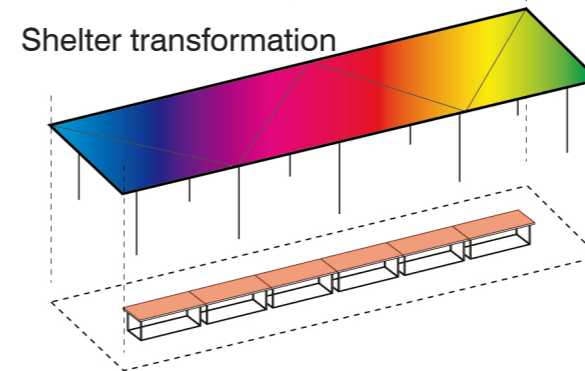
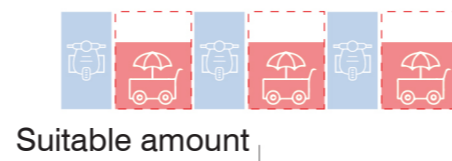
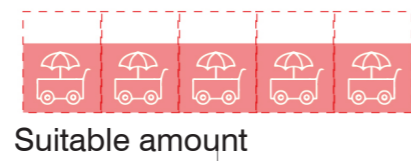
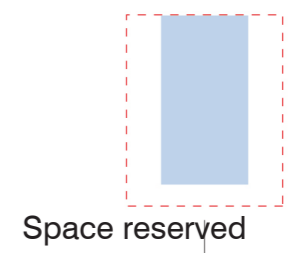
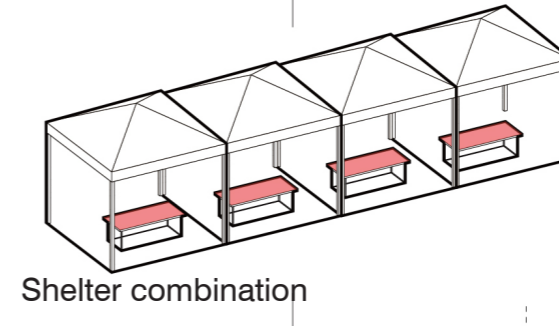
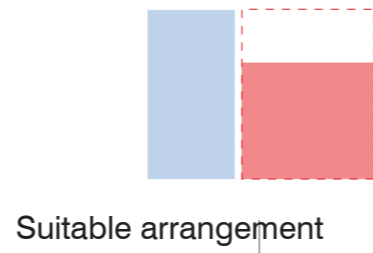
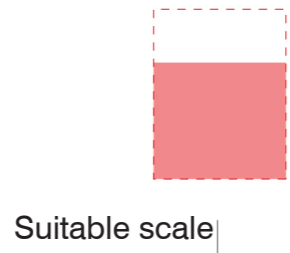
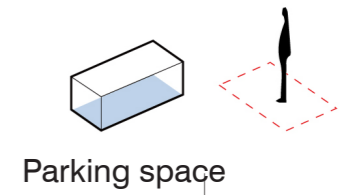
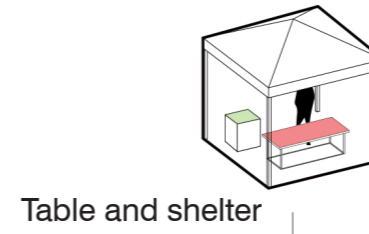
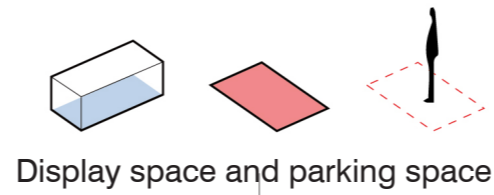
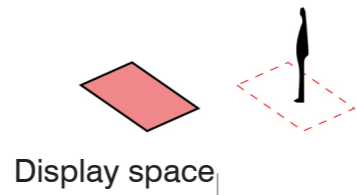
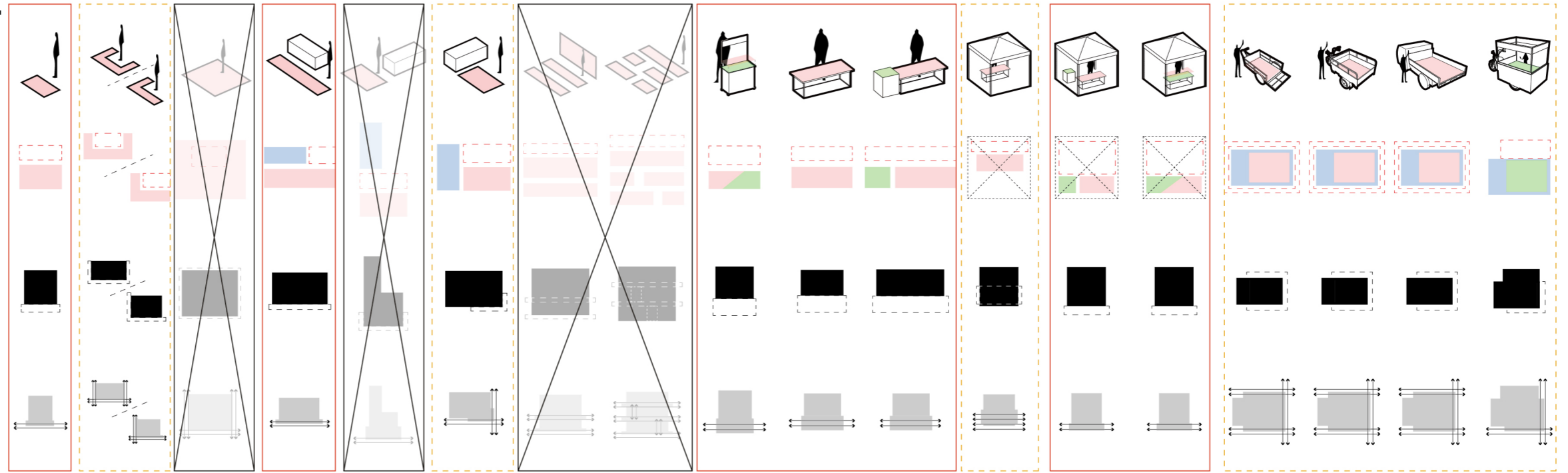


Similarity 3:  
The way to direct the flow of people.



Recommend Acceptable Reject

# Improvement propose I



Type 1 Display

Type 2 Display and vehicle

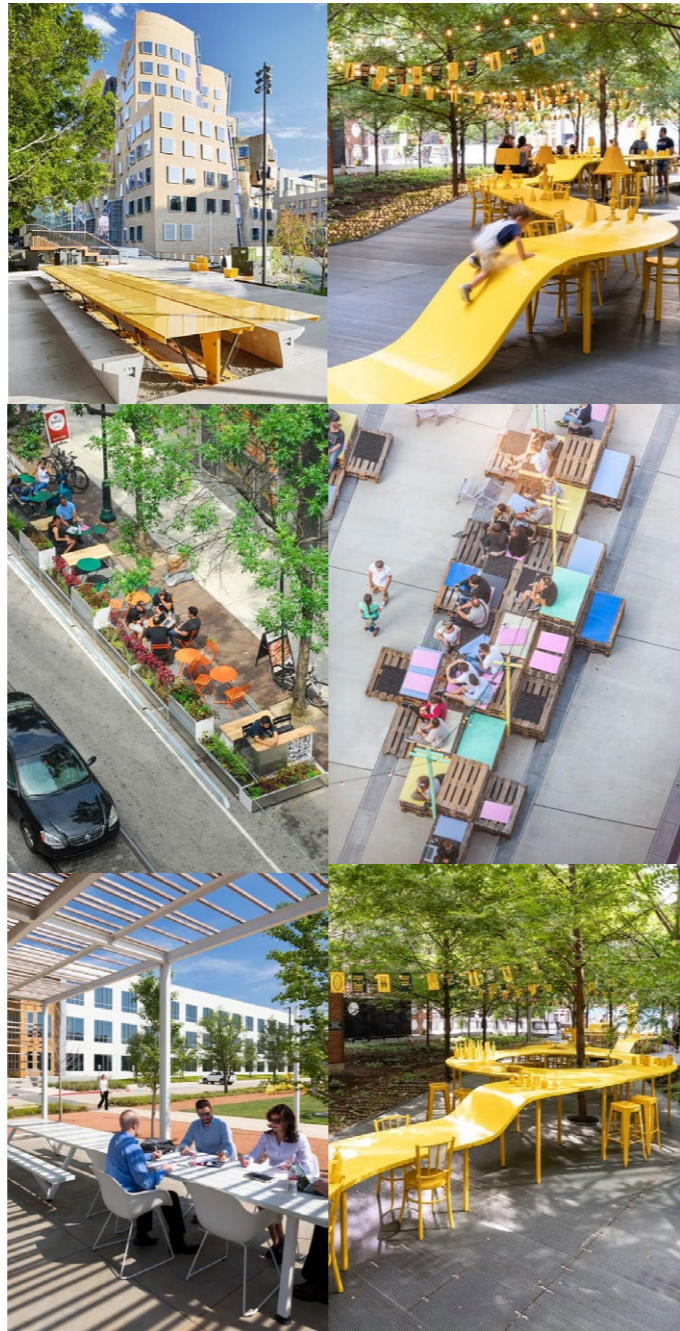
Type 4 Display with table

Type 3 Display on vehicle

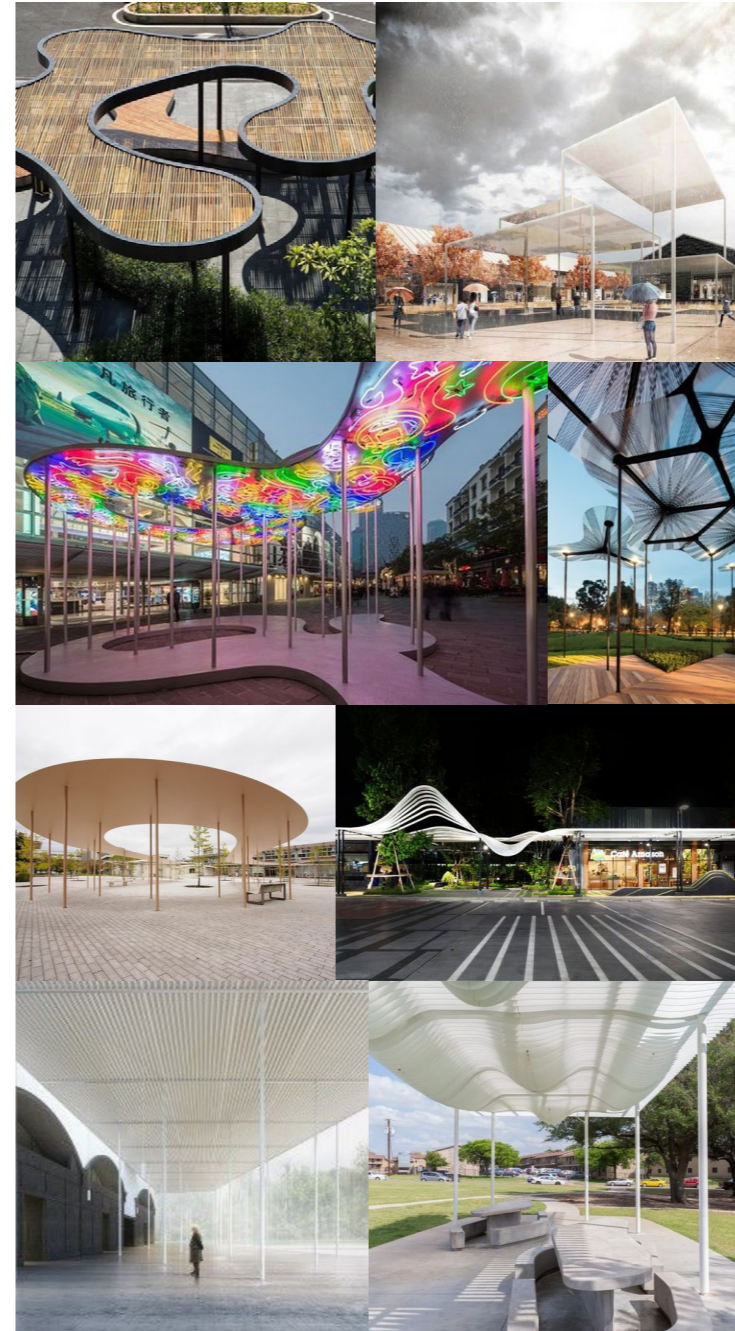
# Reference



Color hint



Urban funitures



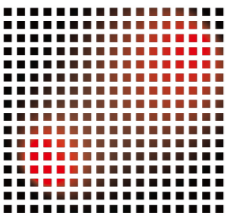
Street canopies



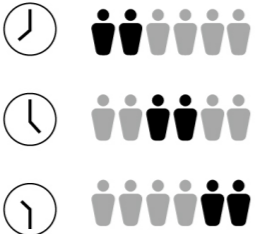
Market facilities



# Vendor aggregation



Spatial



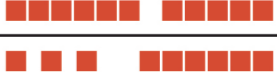
Temperal



Commodity



Point



Line



Plane

# Point layout

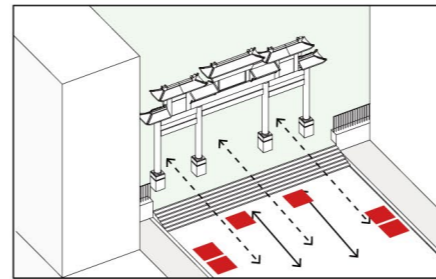
Entrances of neighborhoods, parks, and public service



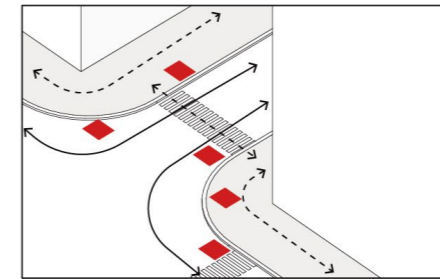
Road intersections



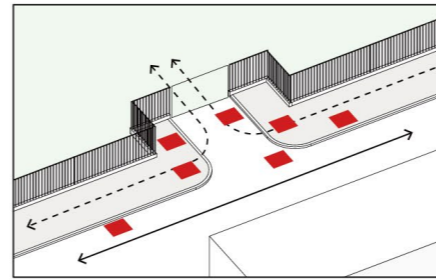
Fragmented space on sidewalks



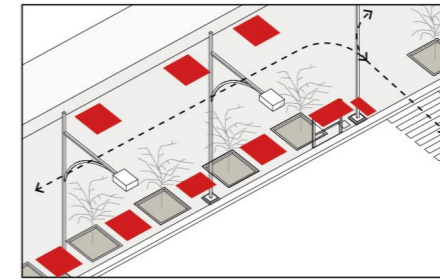
Entrance of the park



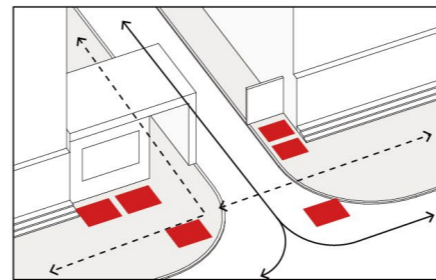
Busy road intersections



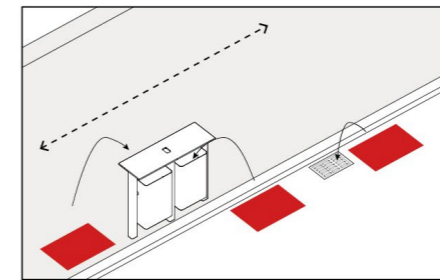
Entrance of the park



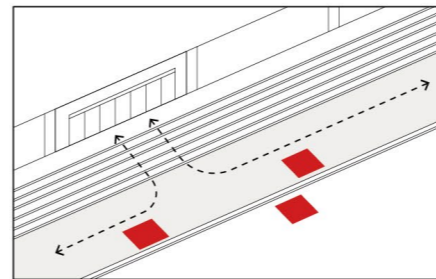
On the fragmented street spaces



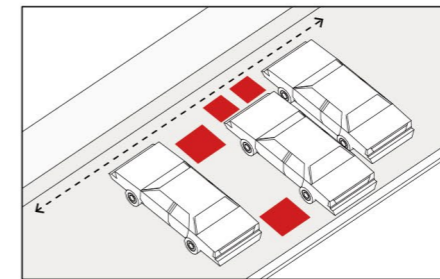
Entrance of the neighborhood



Besides facilities



Near the public service

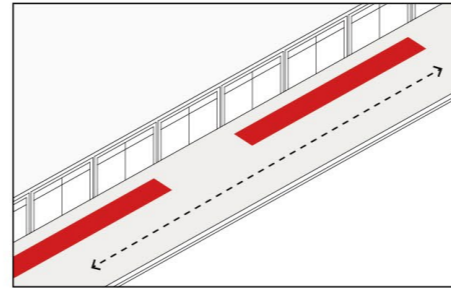


Between the parking

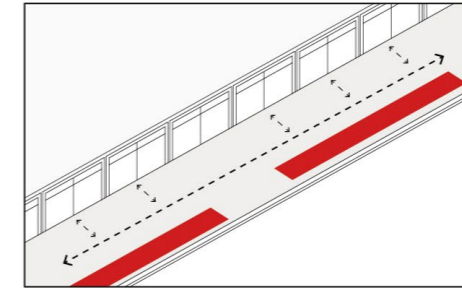


←-----→ Pedestrian   ←-----→ Car   ■ Vendor

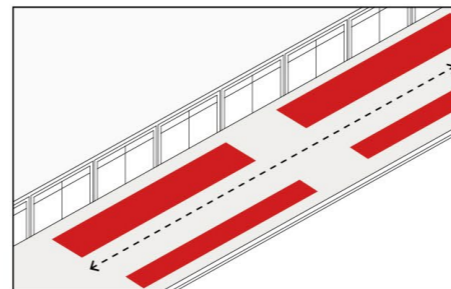
# Line layout



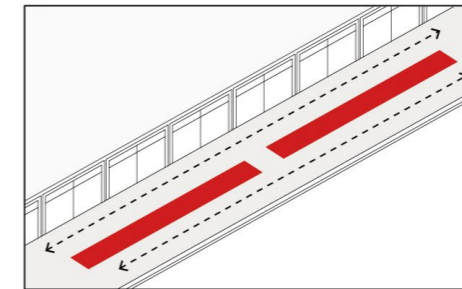
Near the store



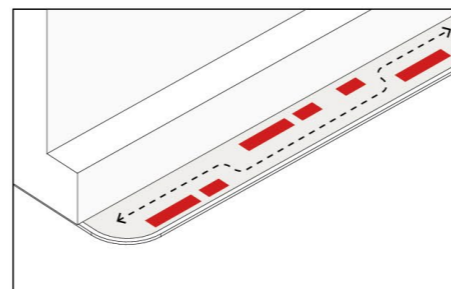
Near the driveway



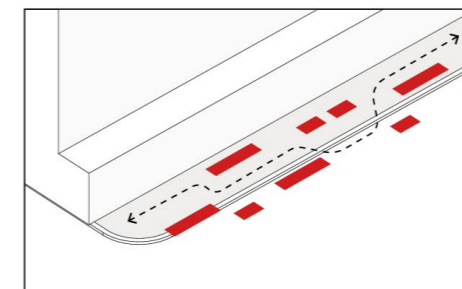
Two lines in wide space



Use the sidewalk middle



Single vendor lines



Single vendor lines in narrow space



←-----→ Pedestrian   ←-----→ Car   █ Vendor

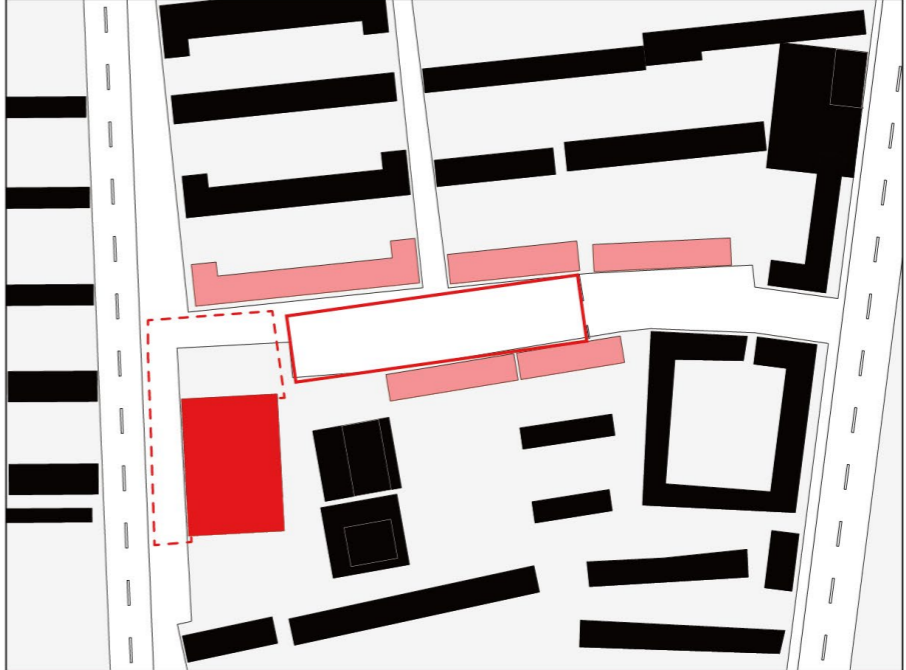
# Plane layout

Formal market:  
Sunshine morning market

Informal market:  
Fenghua road  
(entrance of market)



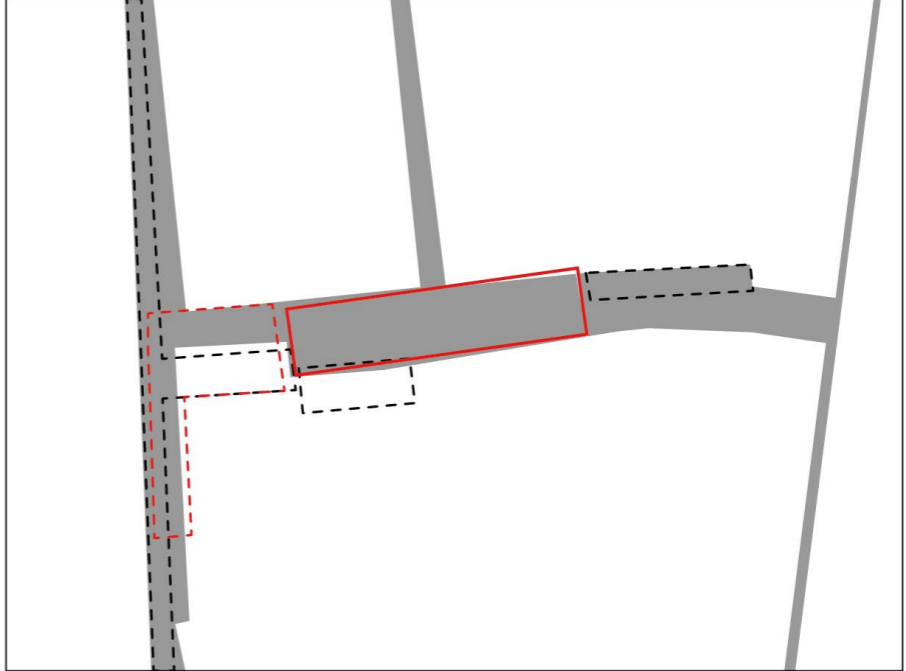
Entrance



Market surrounding  
■ Mall ■ Residence

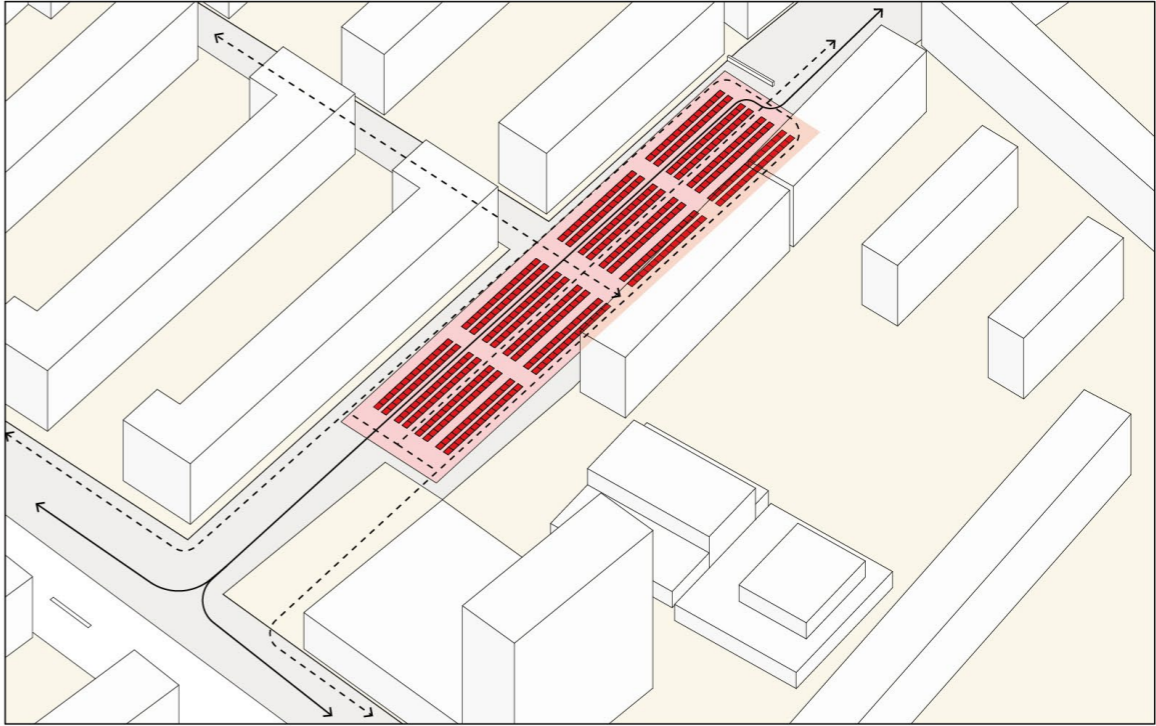


Formal

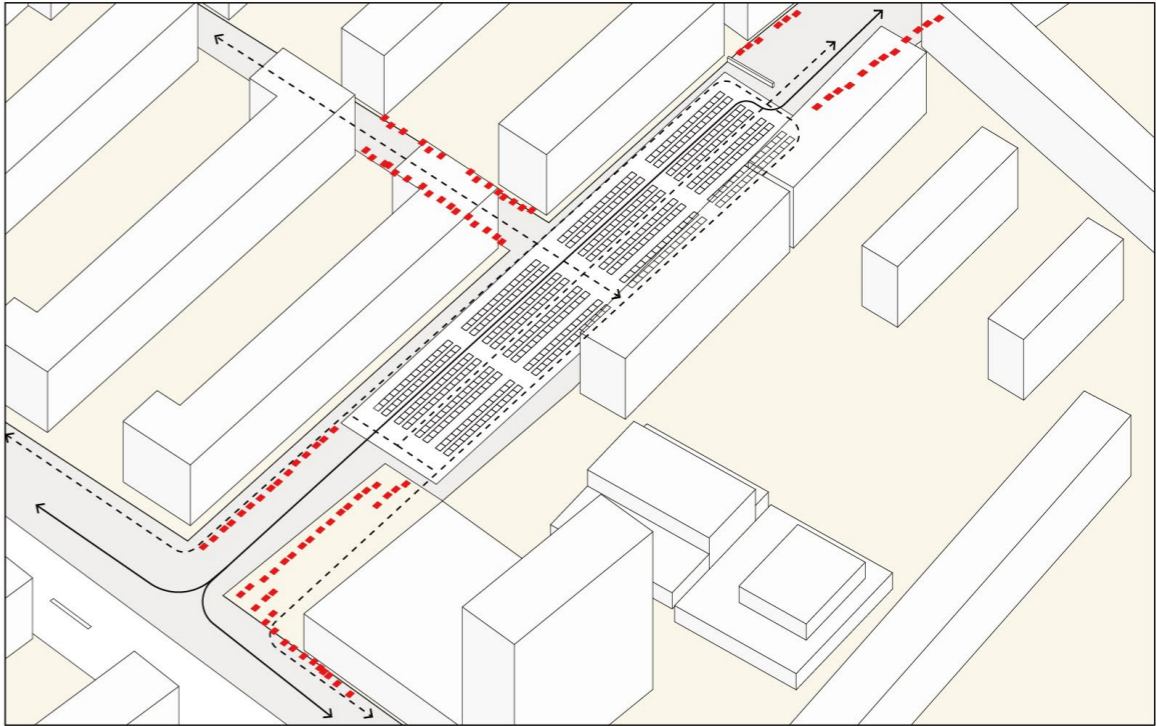


Market space use  
 Parking  
■ Vendor

# Plane layout



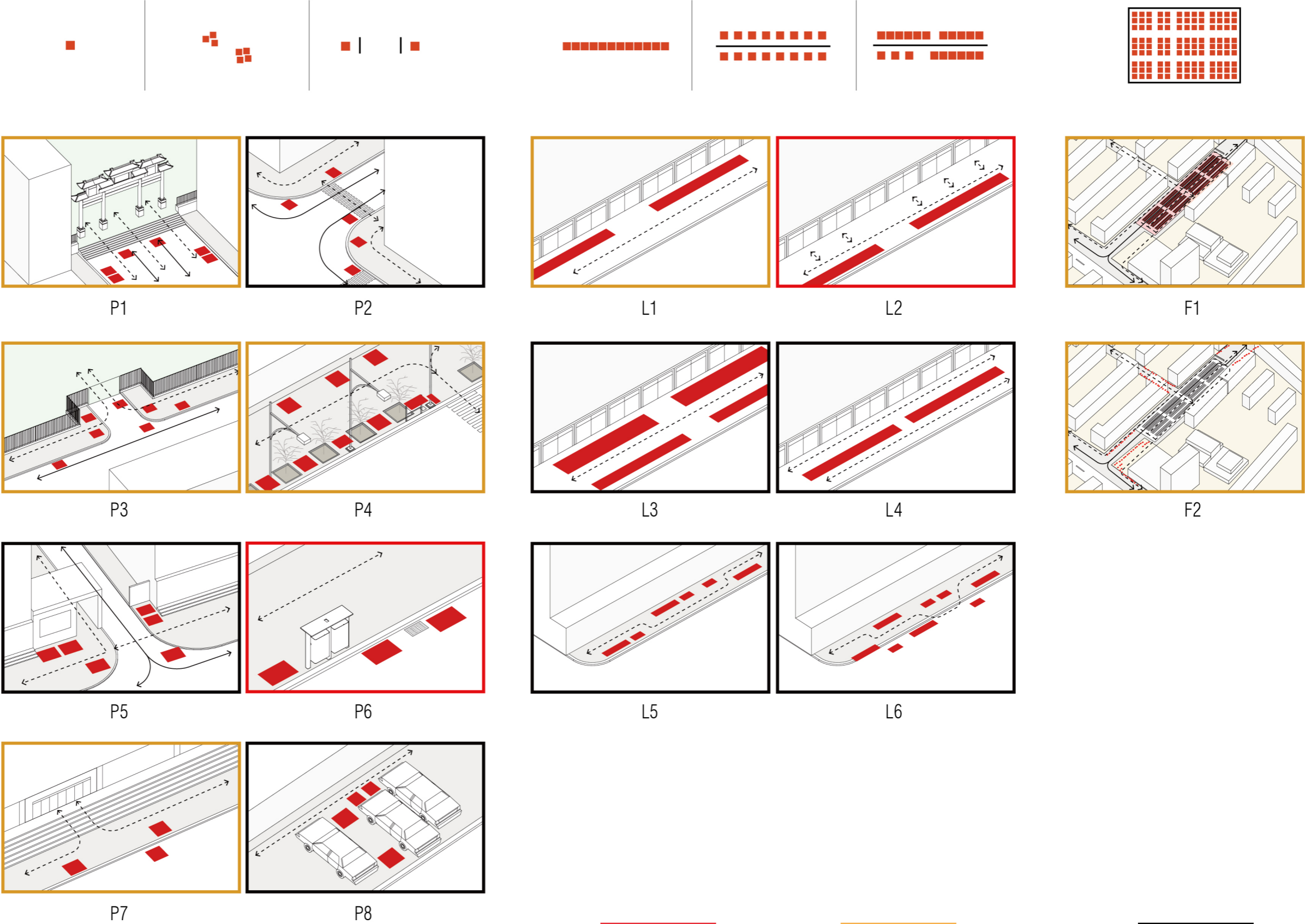
Formal market



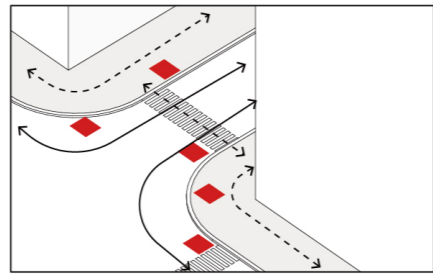
Informal market

←-----→ Pedestrian   ←-----→ Car   █ Vendor

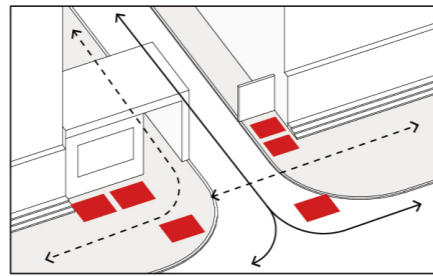
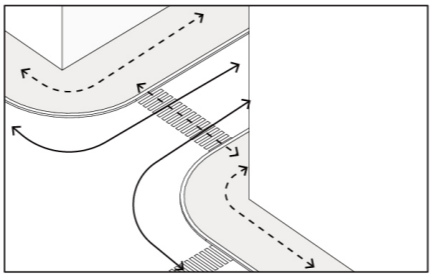
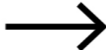
# Layout based vendor typology summary



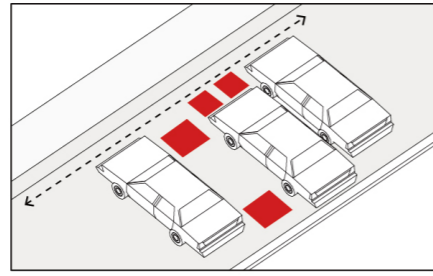
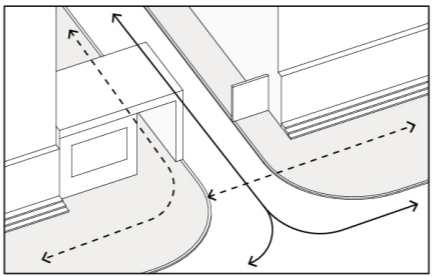
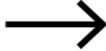
# Improvement propose II



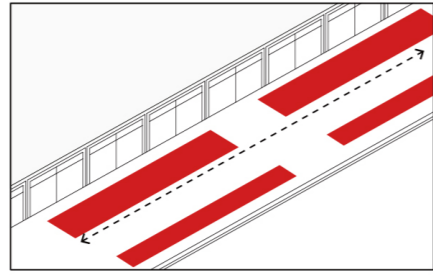
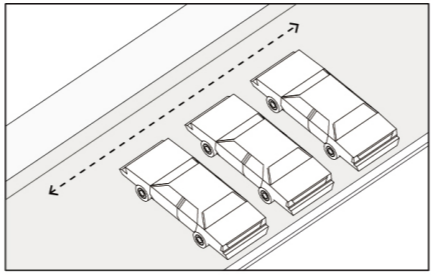
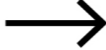
P2



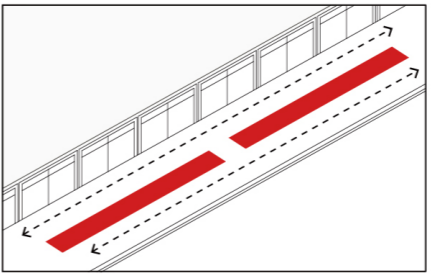
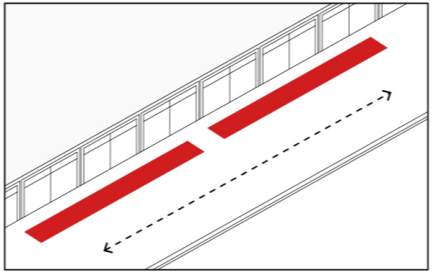
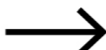
P5



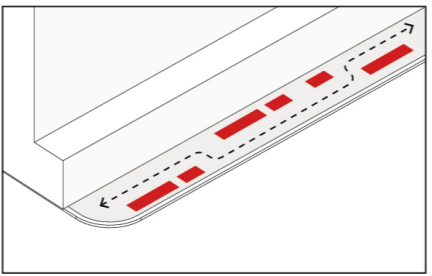
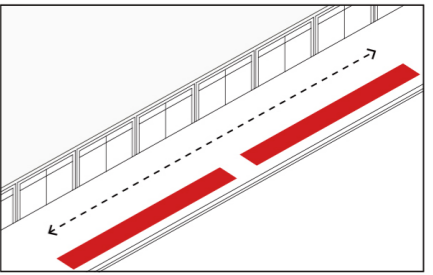
P8



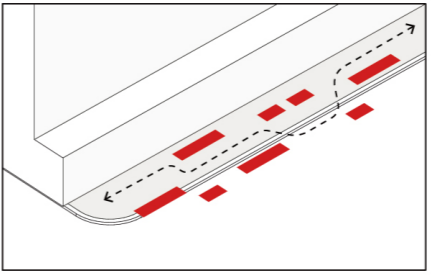
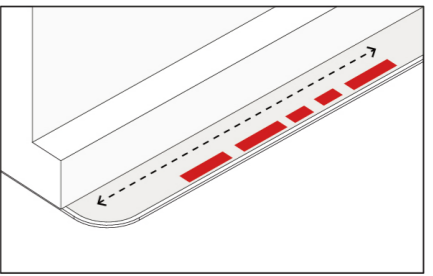
L3



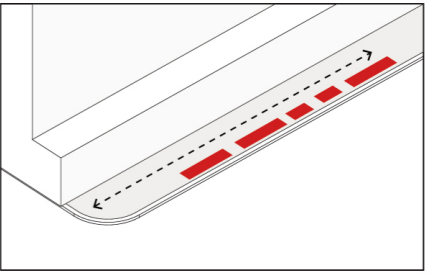
L4



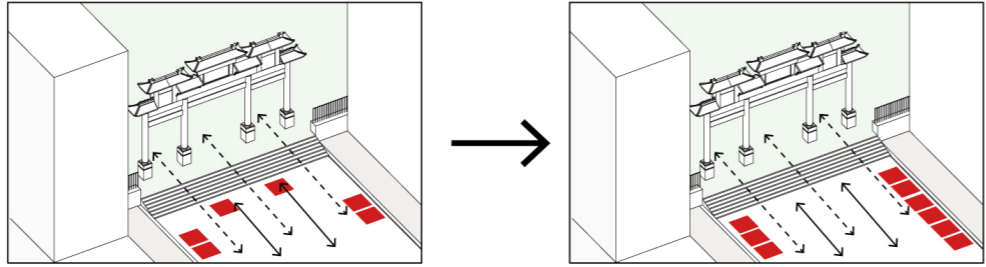
L5



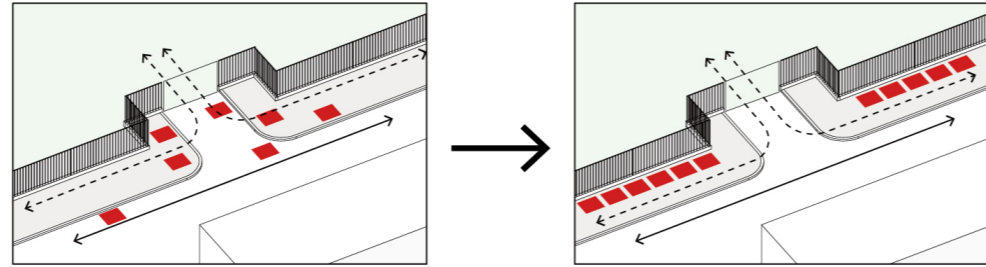
L6



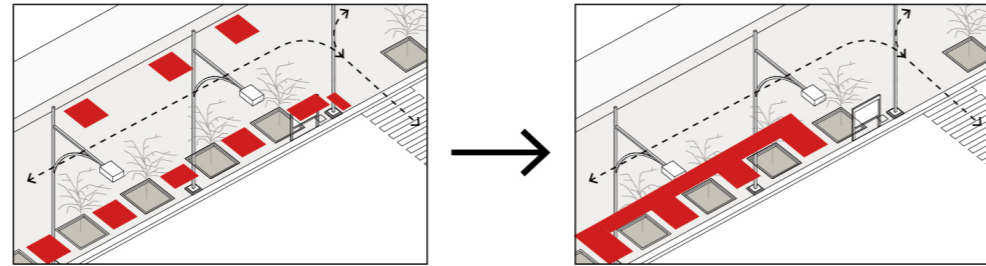
# Improvement propose II



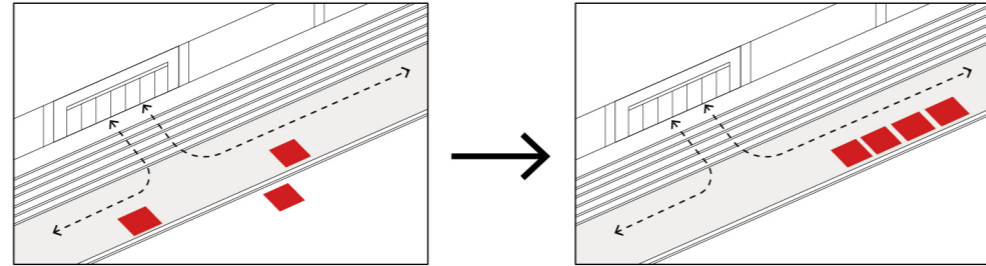
P1



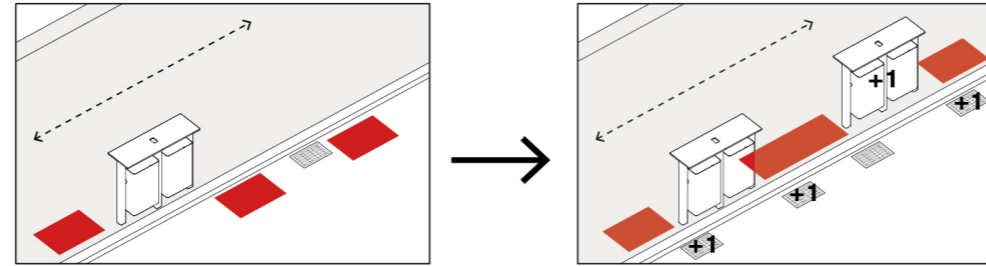
P3



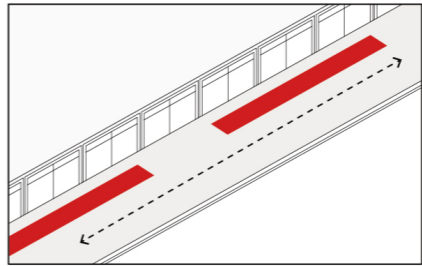
P4



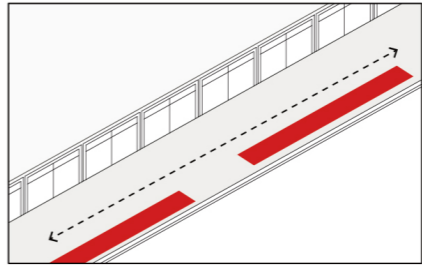
P7



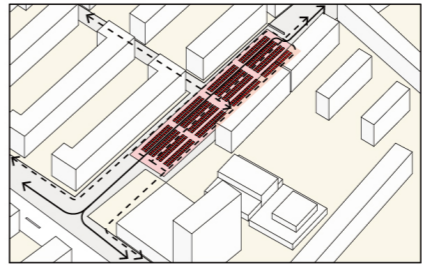
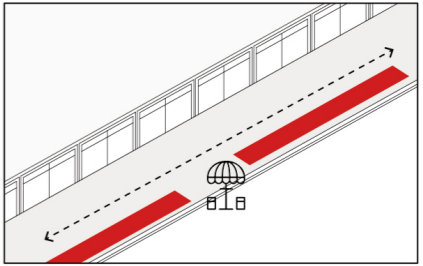
P6



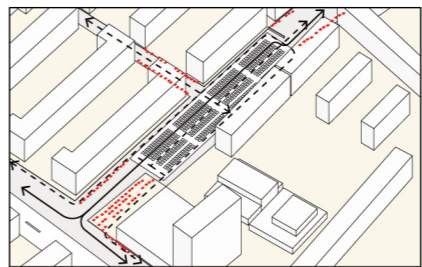
L1



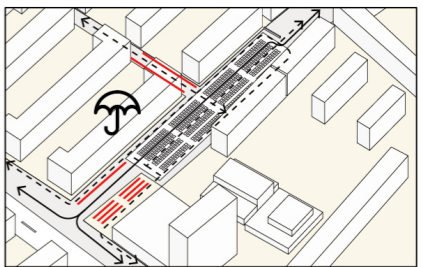
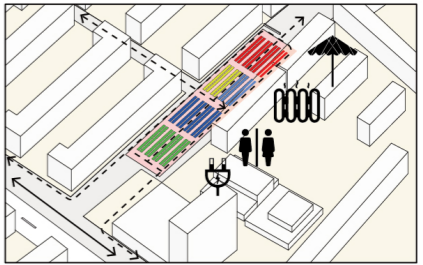
L2



F1

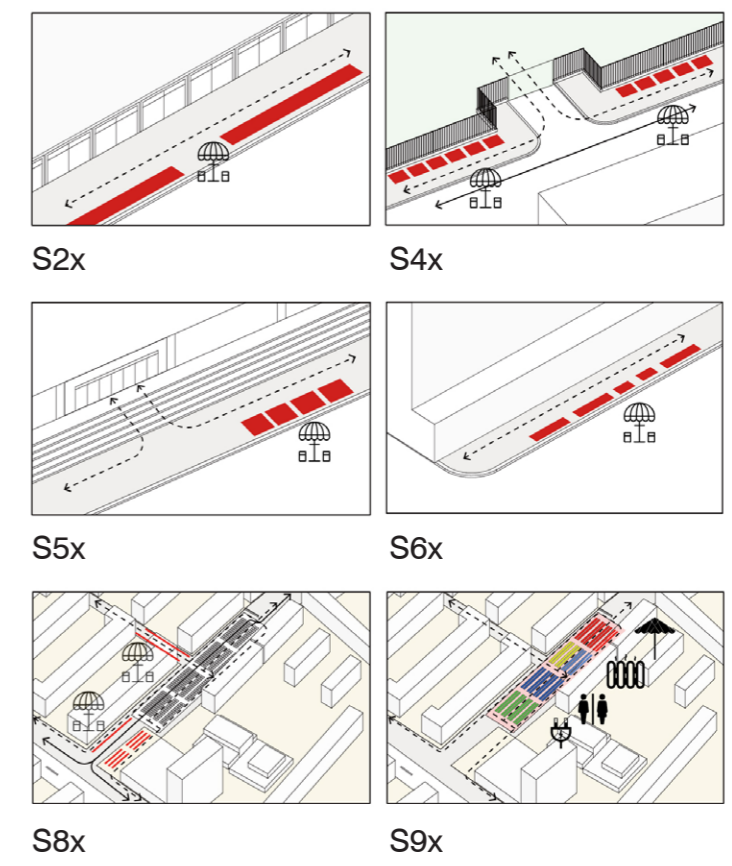
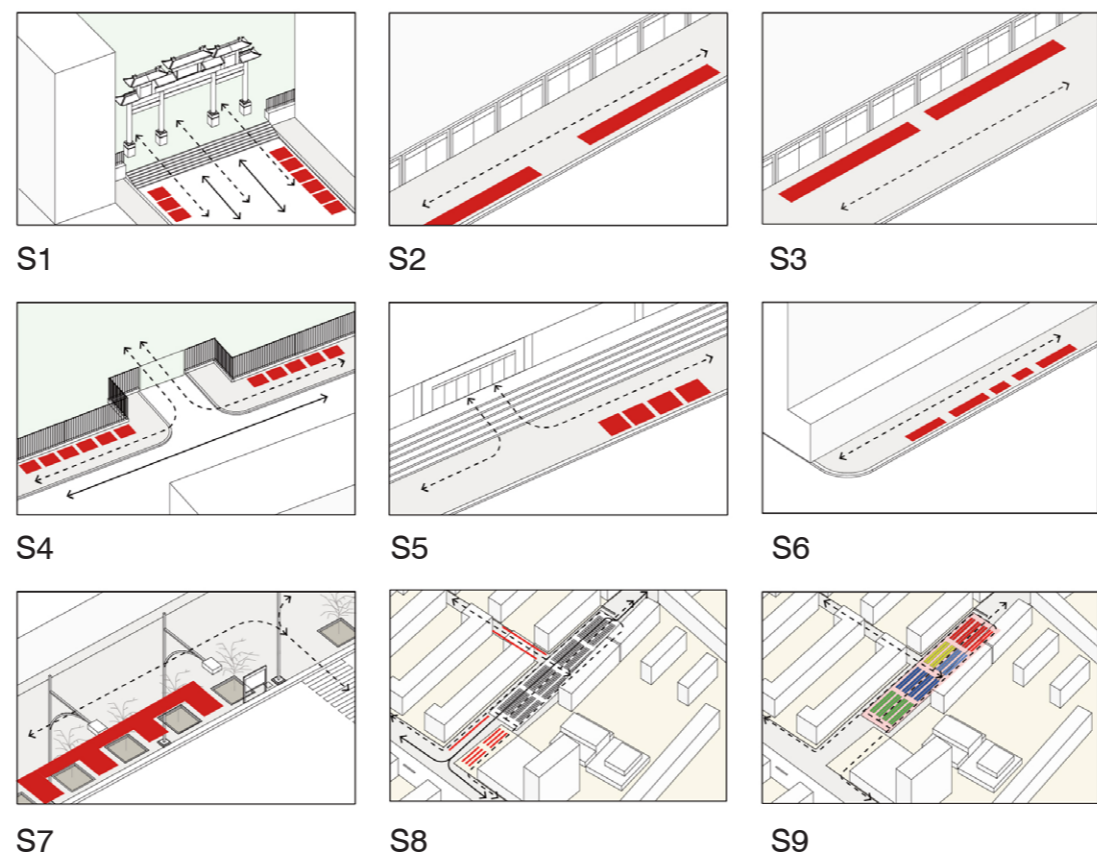
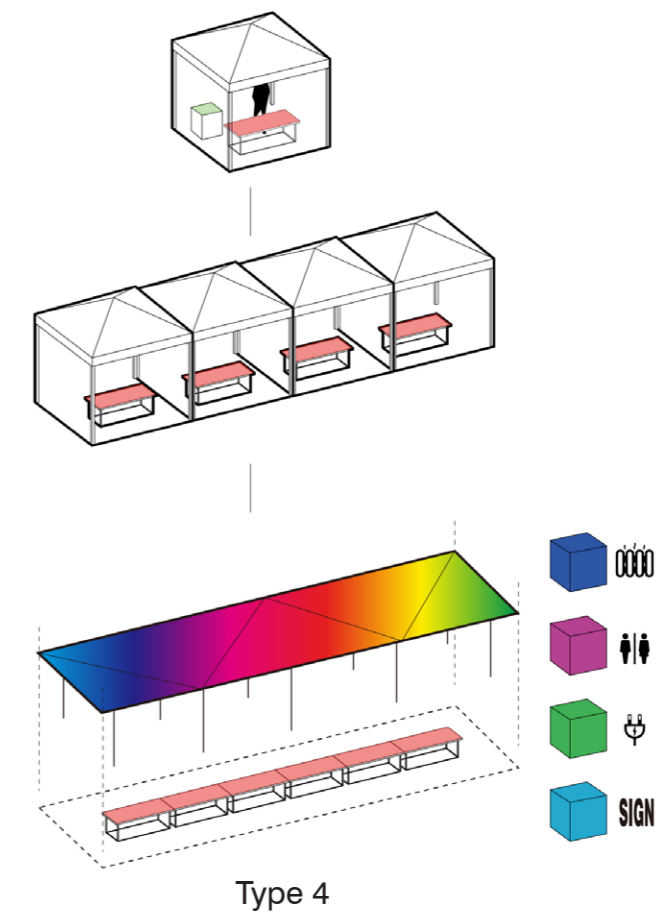
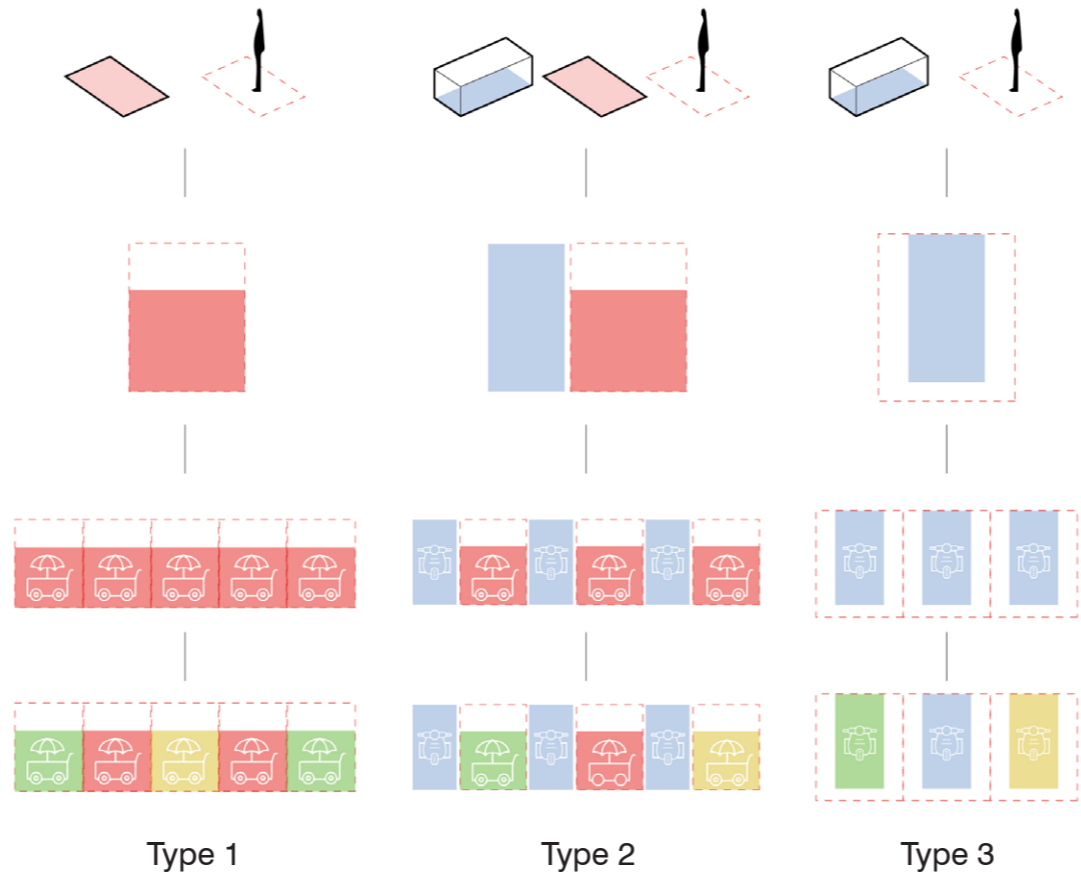


F2





# Spatial pillar



x: Equipped with multi function shade facilities

# Hulan vendor locations

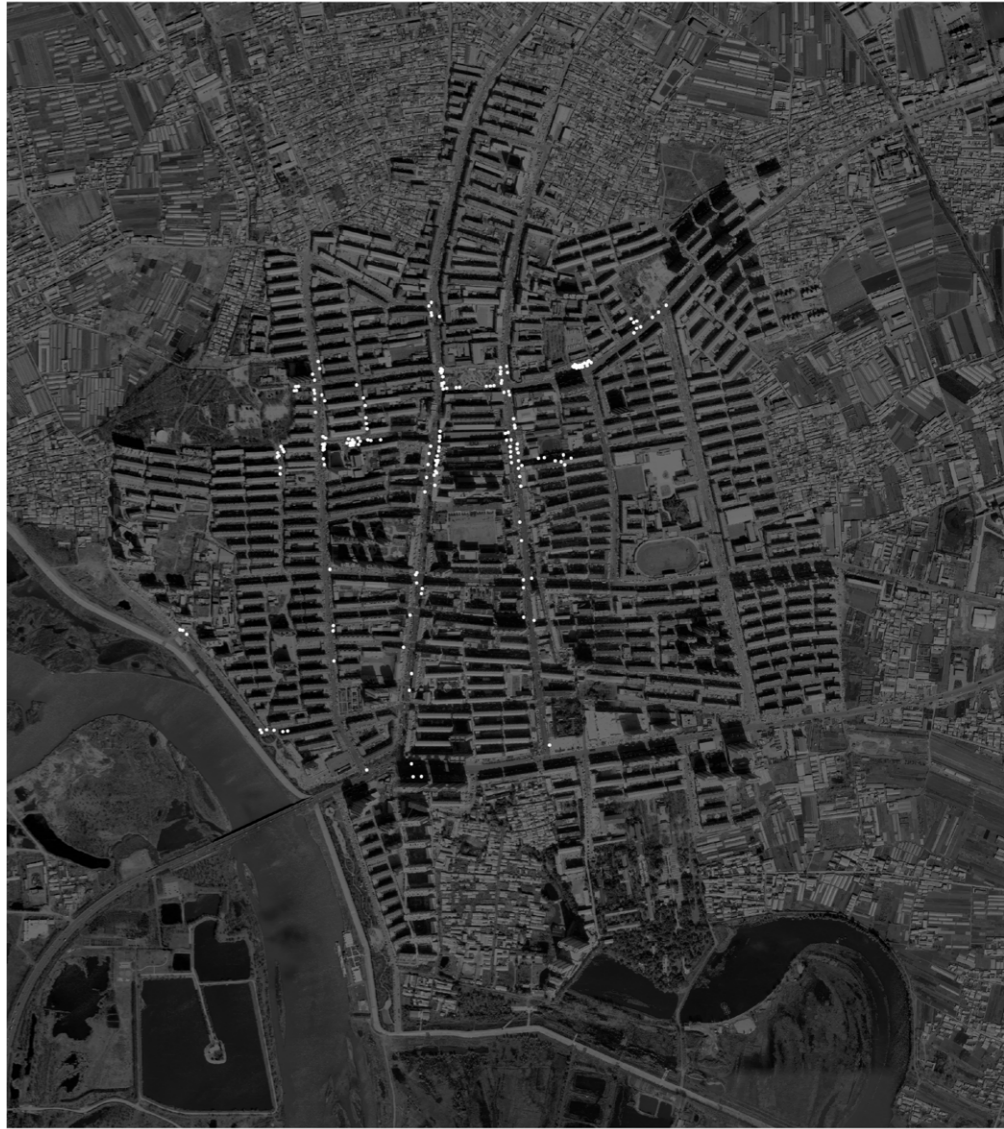
Ground based vendor locations



Table based vendor locations



Table based vendor locations



Data source: Observation & Gaode POI  
Date:  
06.04.2022 5:40 pm  
09.04.2022 11:30 am  
10.04.2022 6:00 pm

# Hulan vendor locations

ground-based type



table-based type



vehicle-based type



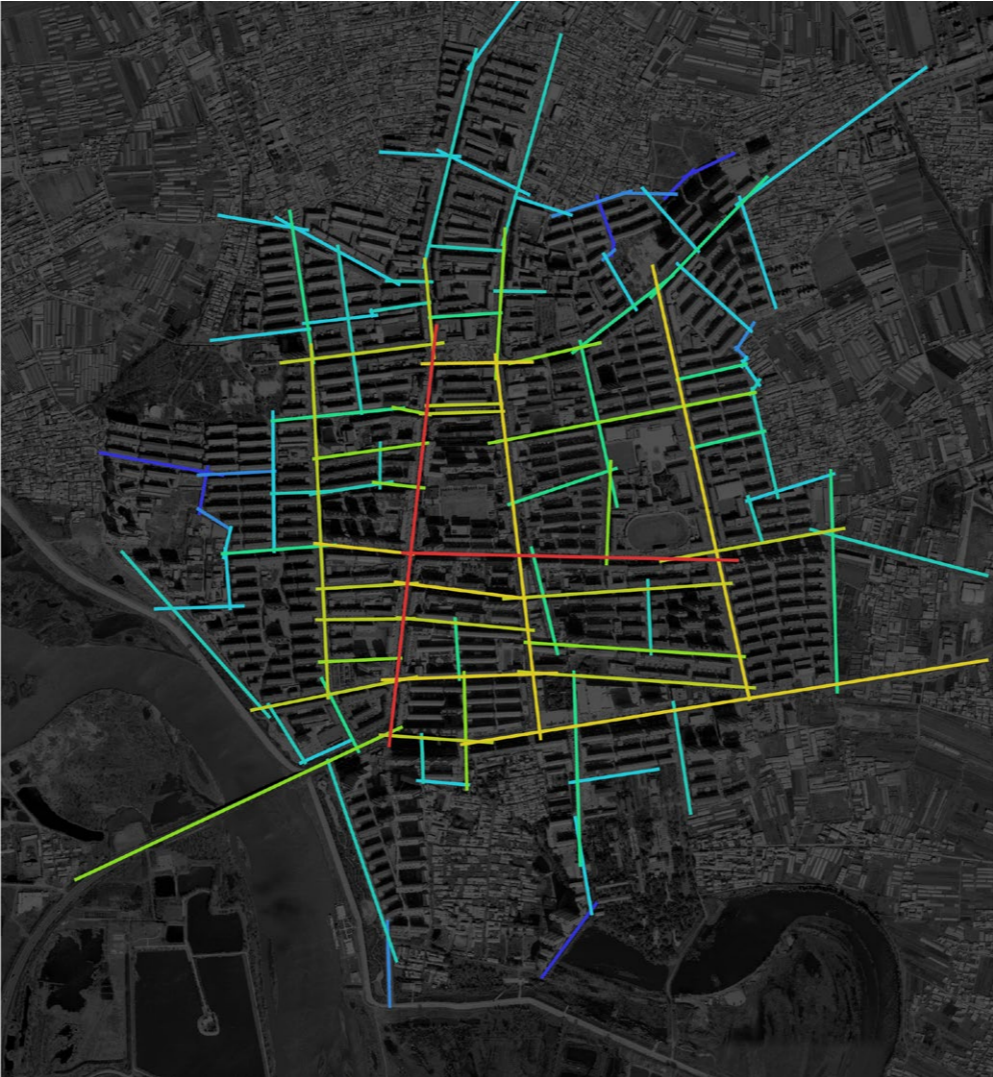
Data source: Observation & Gaode POI  
Date:  
06.04.2022 5:40 pm  
09.04.2022 11:30 am  
10.04.2022 6:00 pm



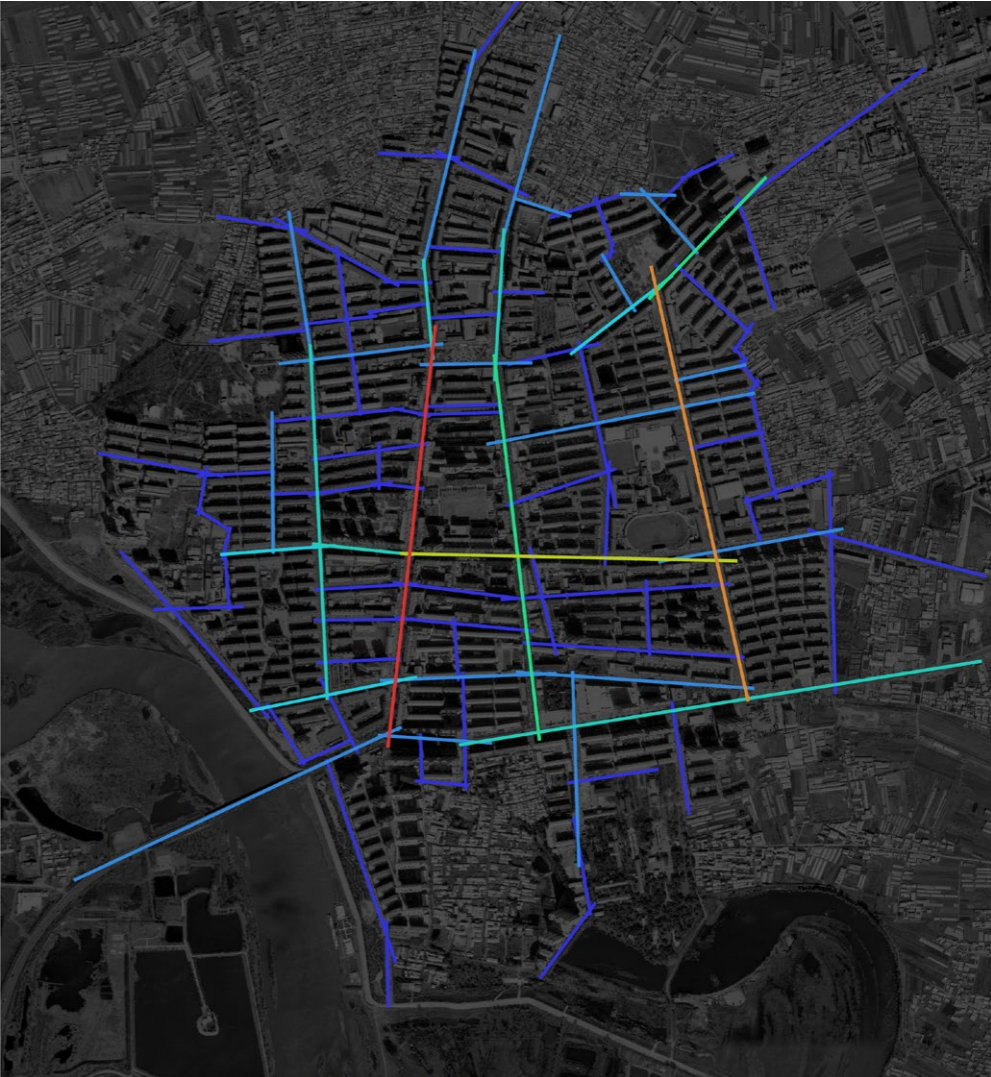
Space syntax



Hulan map



Hulan space syntax - Integration



Hulan space syntax - Choice

# Hulan interesting points map

- Place of interest
- Park
- Plaza
- Shopping mall & Supermarket
- School
- Hospital
- Restaurant
- Hotel
- Public toilet



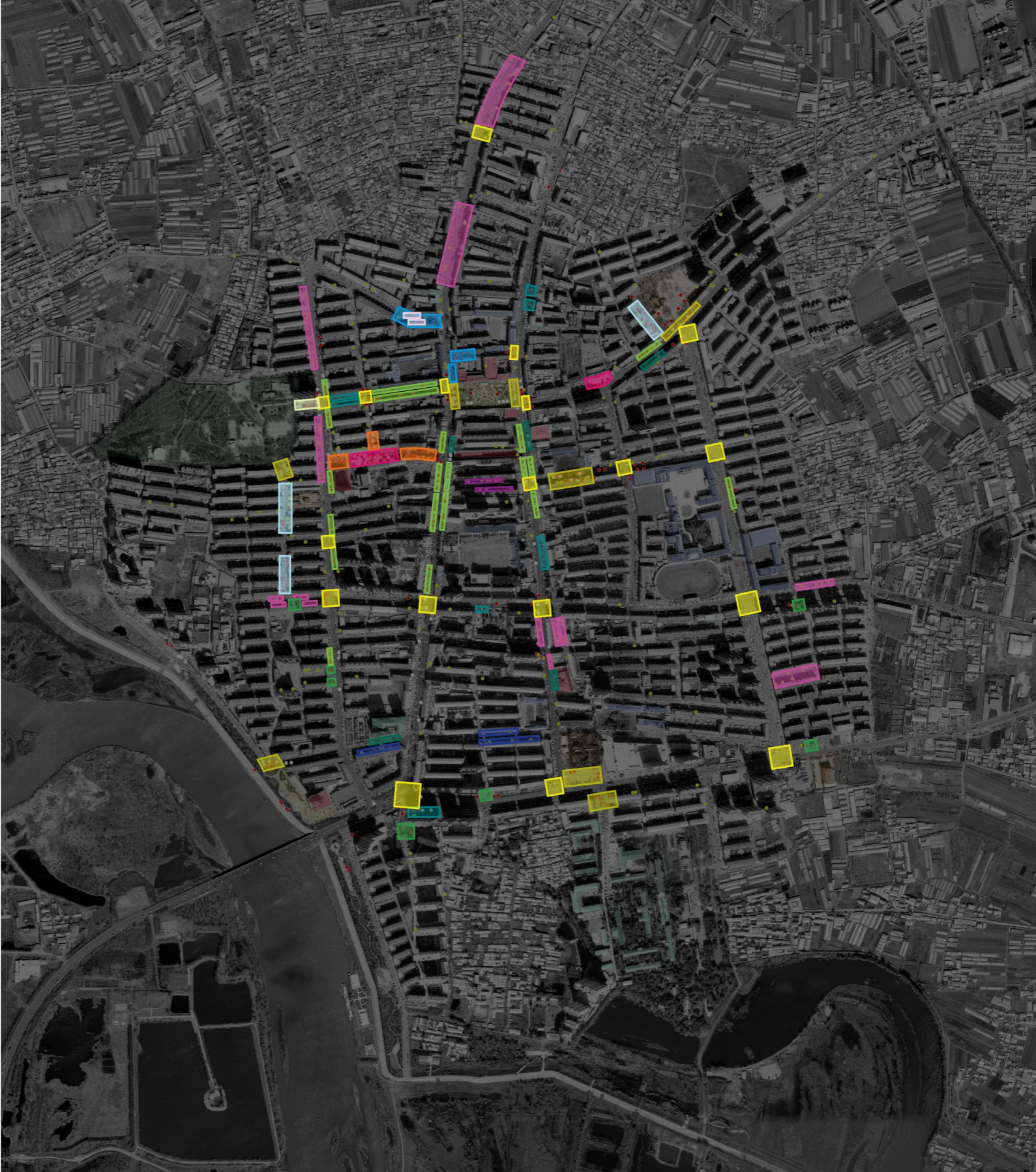
# Hulan vendor aggregation map

- Vendor aggregation
- Place of interest
- Park
- Plaza
- Shopping mall & Supermarket
- School
- Hospital
- Restaurant
- Hotel
- Public toilet



Vendor layout map

- |  |  |   |
|--|--|---|
|  P1 |  P8 |  L6 |
|  P2 |  L1 |  F1 |
|  P3 |  L2 |  F2 |
|  P4 |  L3 |   |
|  P5 |  L4 |   |
|  P7 |  L5 |   |



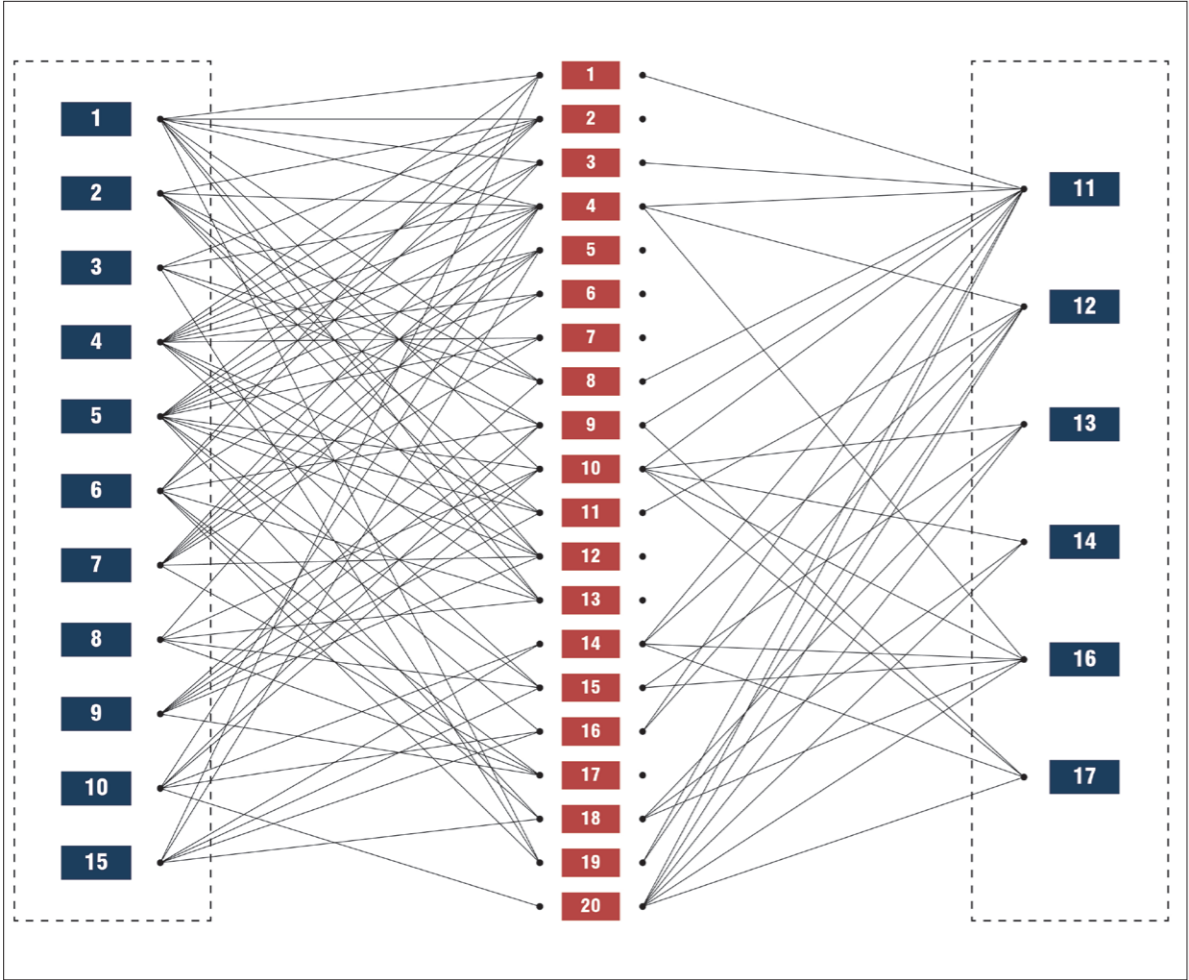
# Spatial strategy use map

- S1
- S2
- S3
- S4
- S5
- S6
- S7
- S8
- S9
- Forbid
- X:canopy&facility

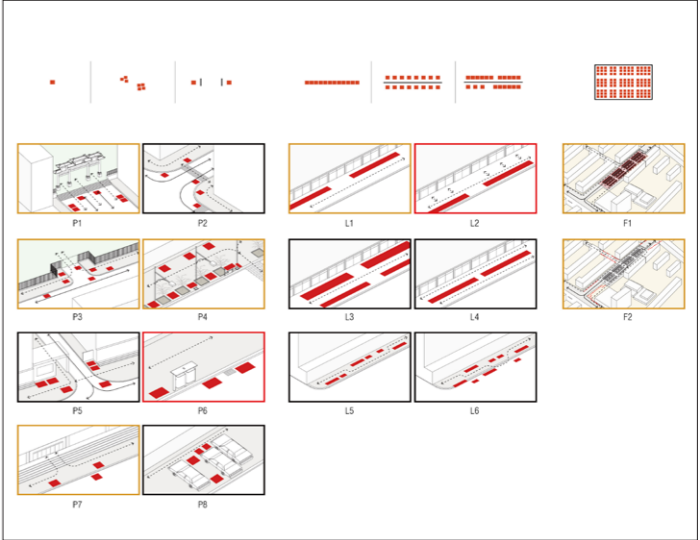
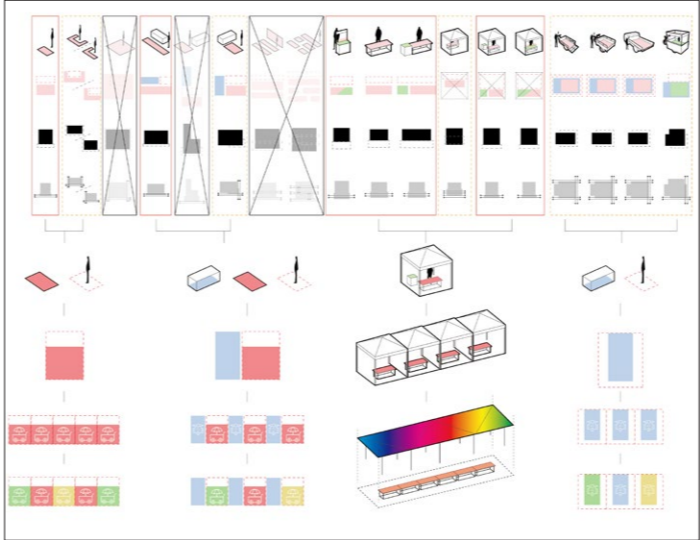




# Strategy



Policy pillar



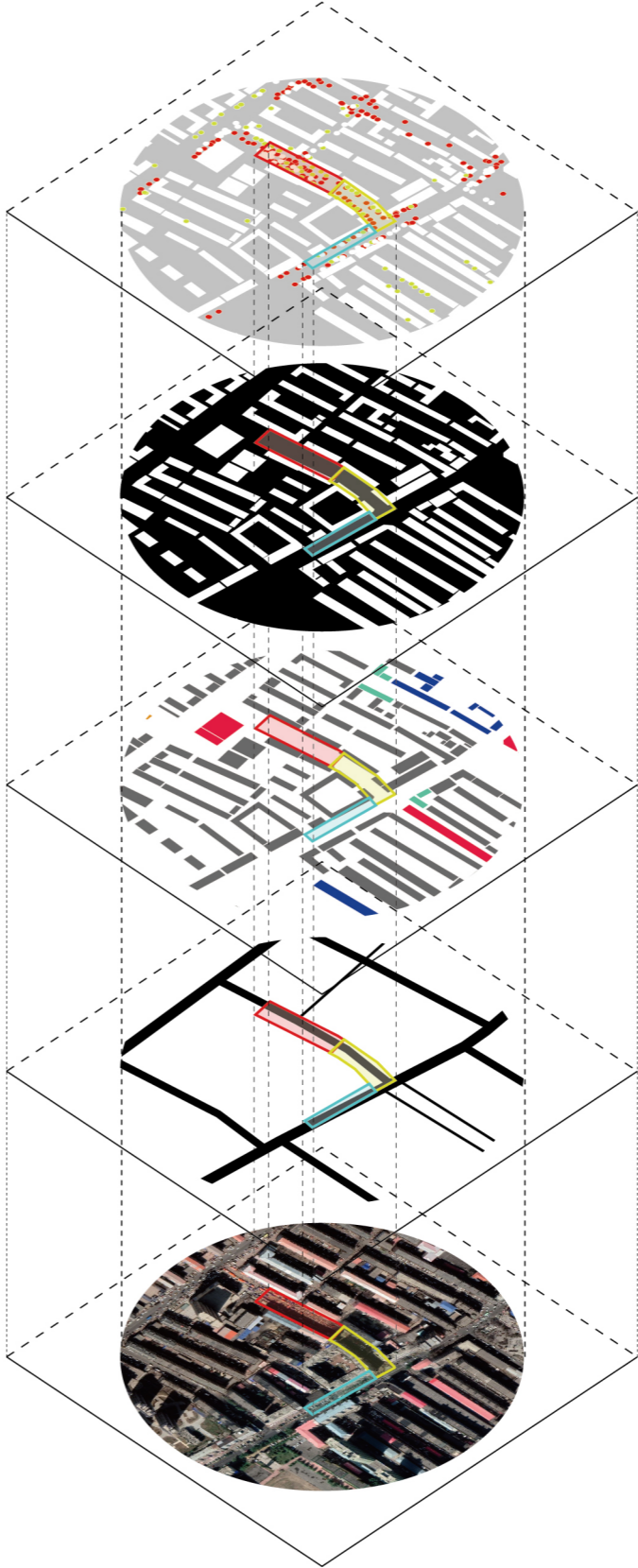
Spatial pillar

# Site design



Hulan pictures - Author

# Site analysis



## Vendor aggregation

- Ground based
- Table based
- Vehicle based

## Public space

## Building

- Shopping mall & Supermarket
- School
- Hospital
- Resident

## Road system

## Satellite map

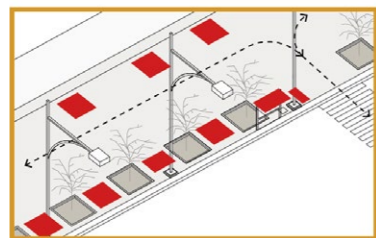
- Selected area

# Strategy choose

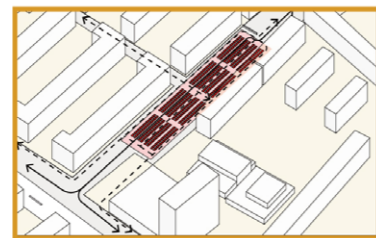


Vendor layout map

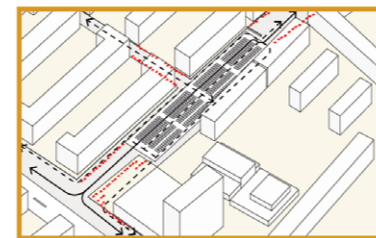
F1 F2 P4



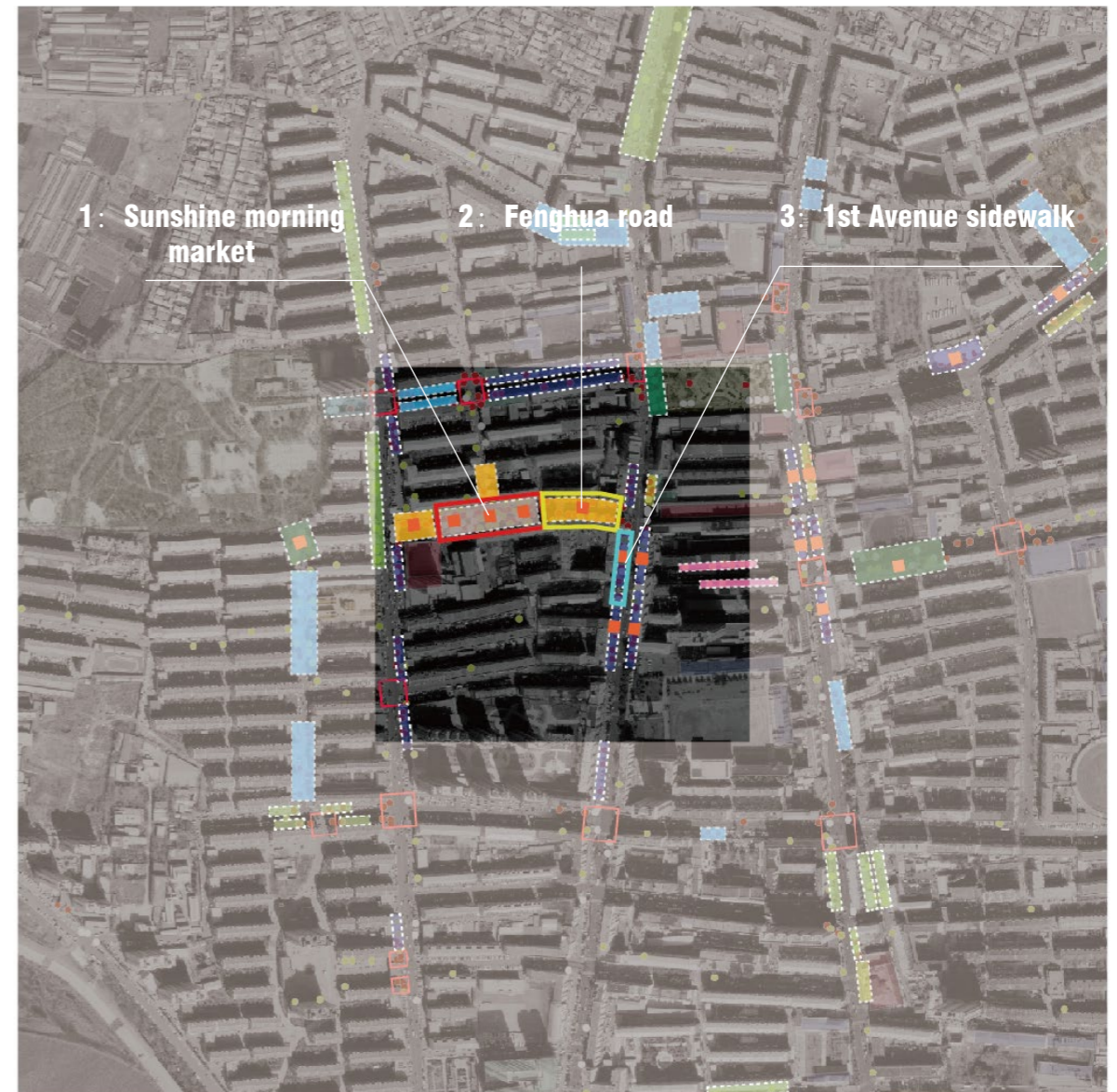
F1



F2

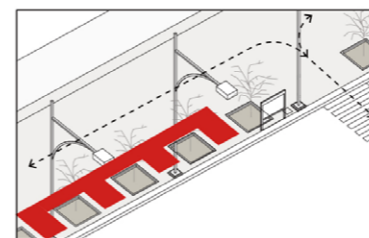


P4

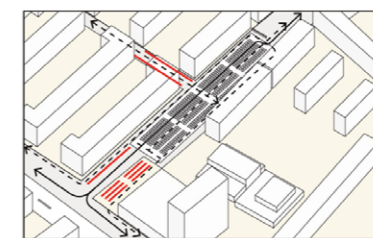


Spatial strategy use map

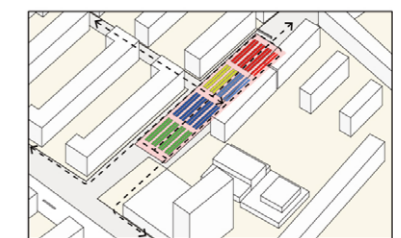
S7 S8 S9



S7



S8



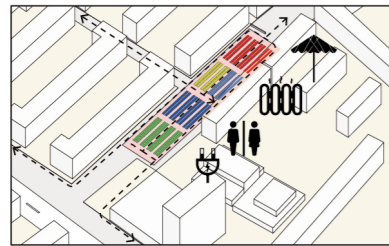
S9

Sunshine morning market

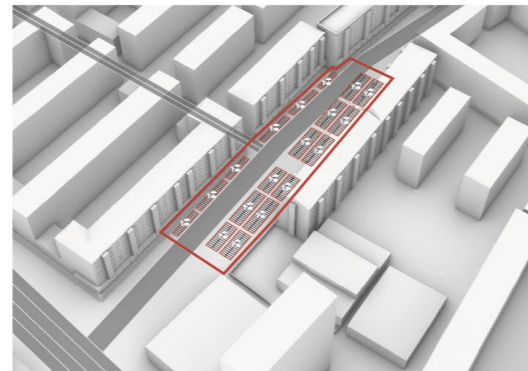


Sunshine market pictures - Author

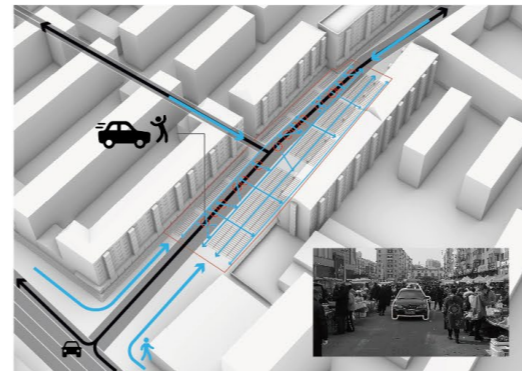
# Sunshine morning market strategy use



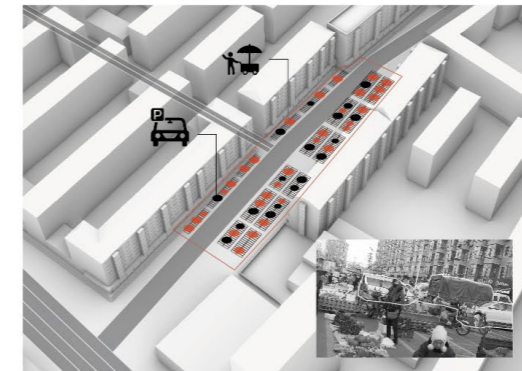
Scenario 9



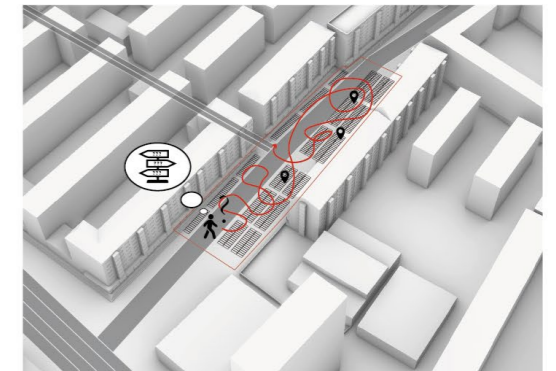
Inappropriate vendor size  
No facilities



Flow interrupt



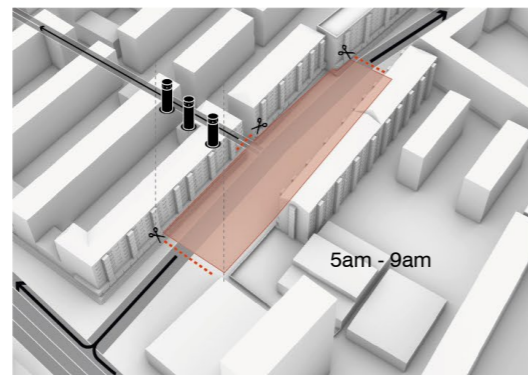
Vendor + Parking



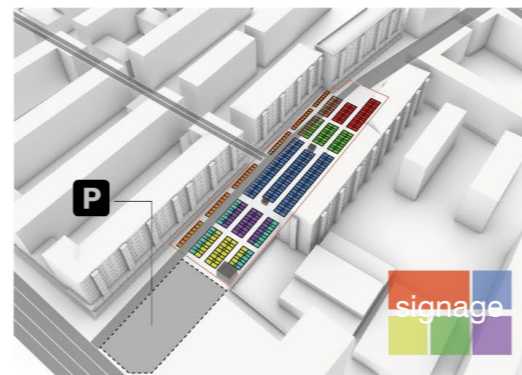
No signs  
Waste time



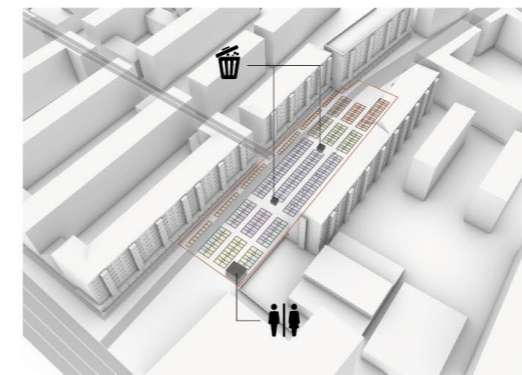
Re-zoning



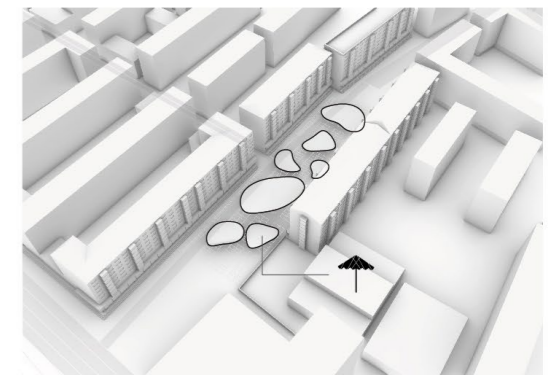
Traffic control  
Integrity insurance



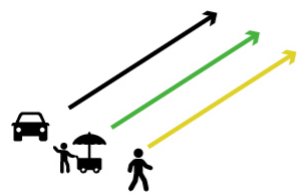
Obvious markings  
New parking lots  
Zoning



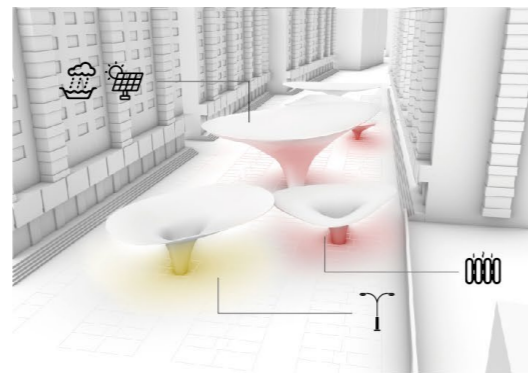
Sanitation facilities  
Infrastructure (public toilets)



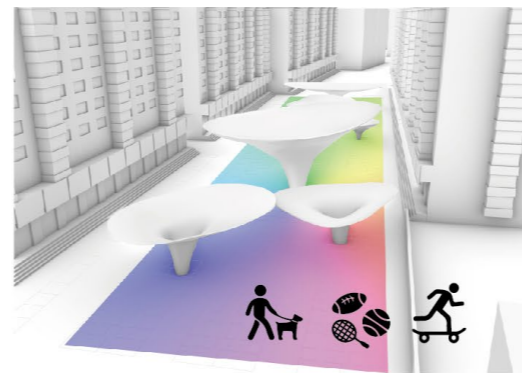
Well-designed canopy



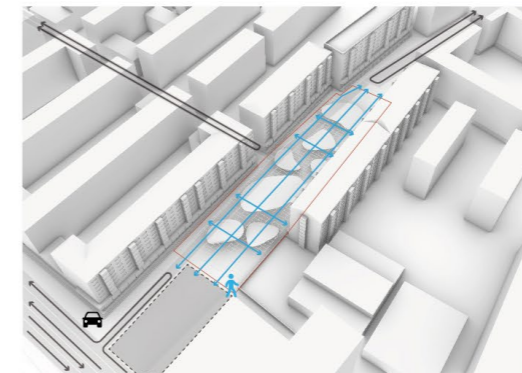
Flow organization



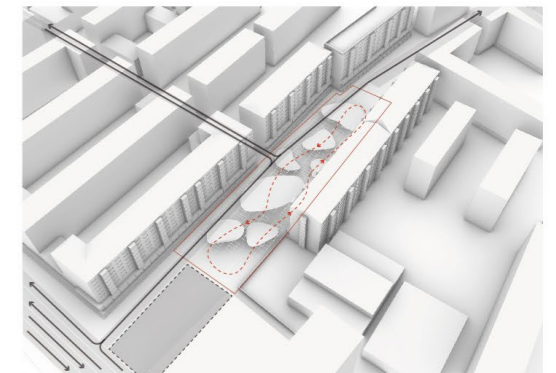
Combined with lighting,  
heating, rainwater harvesting  
and clean energy



Opened to the public  
(during non-business hours)



Reasonable flows  
(during business hours)



Urban vitality



Additional facilities

Sunshine morning market strategy use



Business time

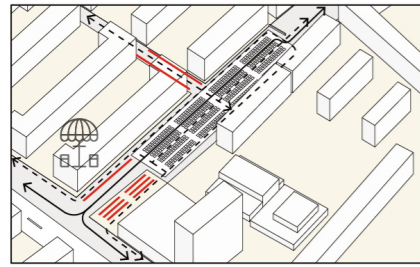


None- business time

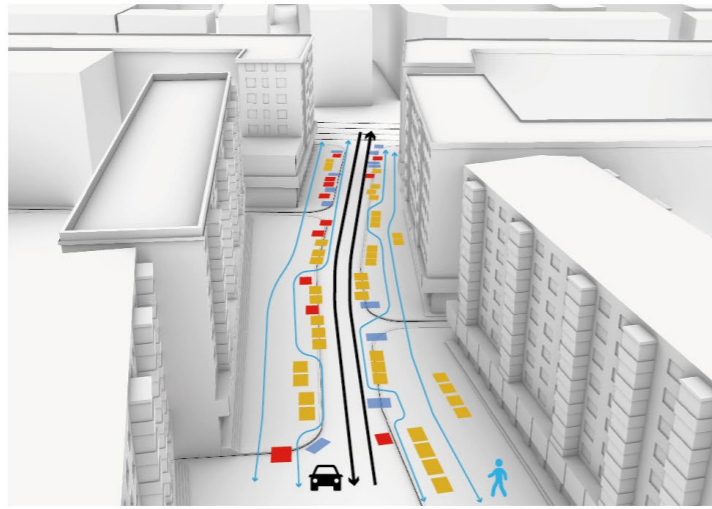
Fenghua road - Entrance of morning market



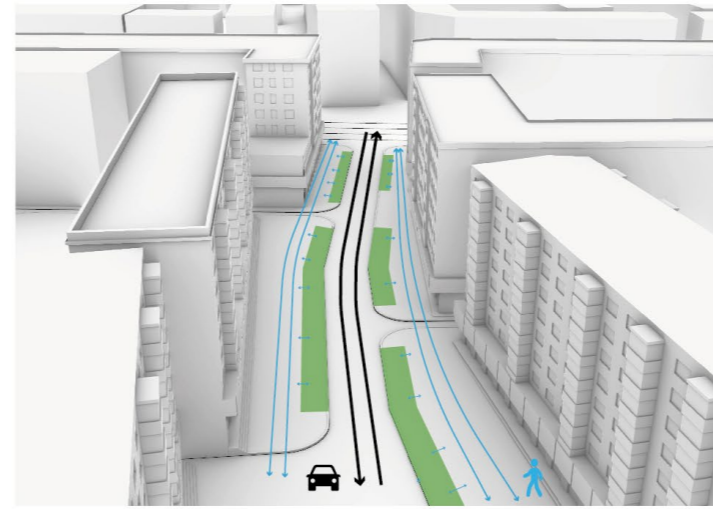
# Fenghua road strategy use



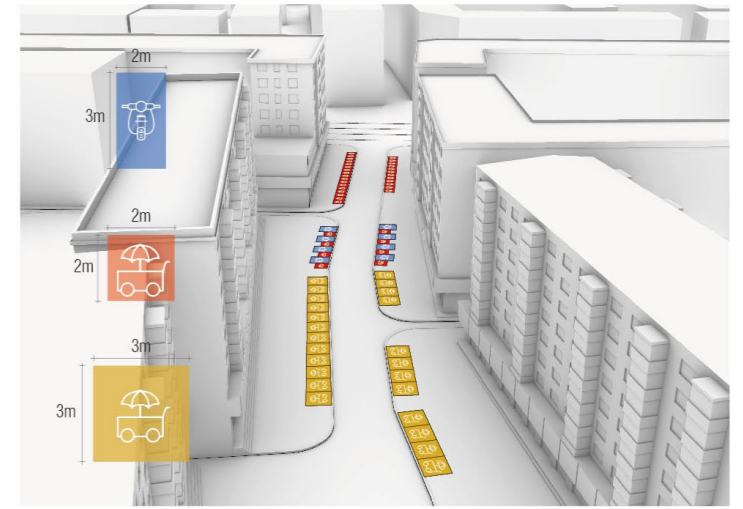
Scenario 8



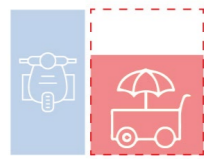
Disorganized  
Traffic congestion and chaos



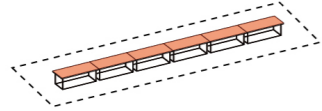
Defining vendor area



Different stall types



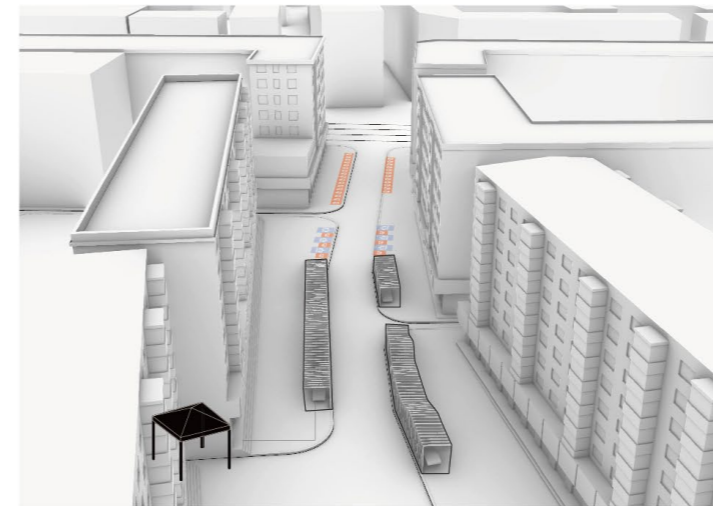
Color hint



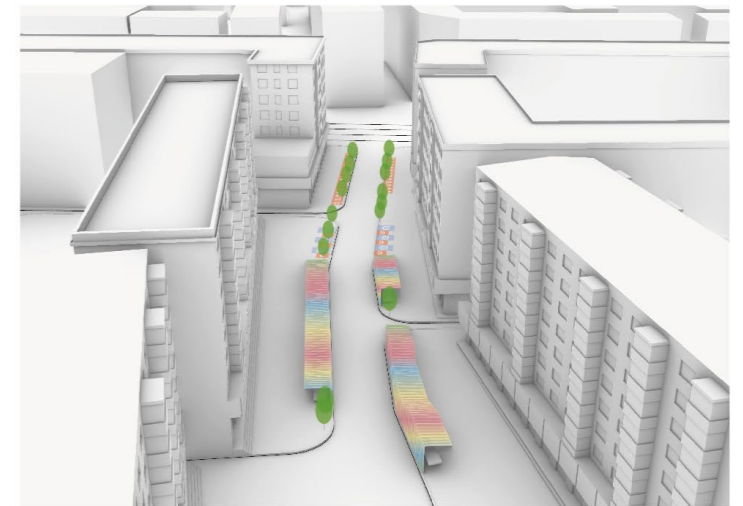
City furniture



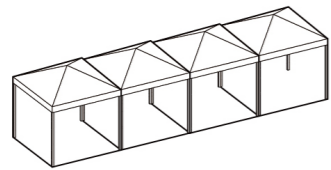
Urban furniture



Canopies



Urban landscape



Canopy



Fenghua road section





Fenghua road strategy use



Business time

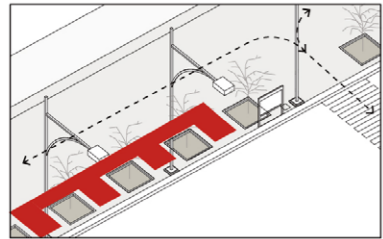


None- business time

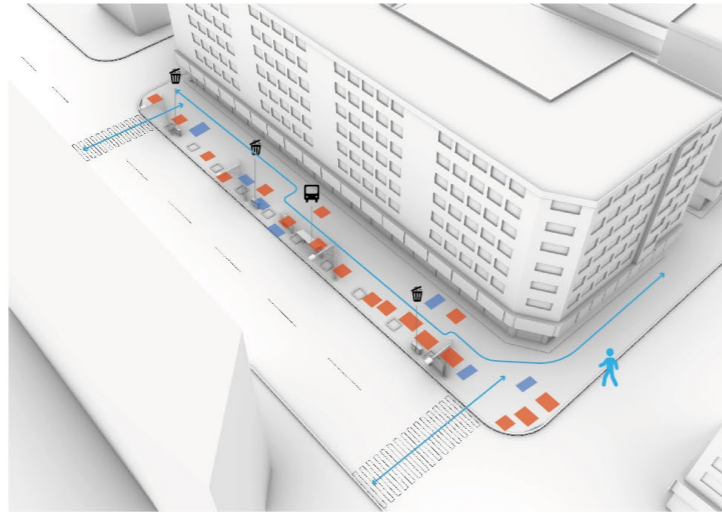
The 1st Avenue



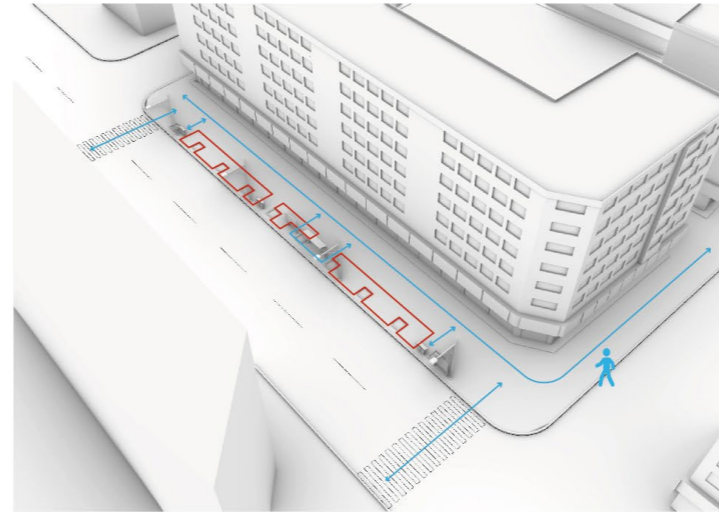
# The 1st Avenue strategy use



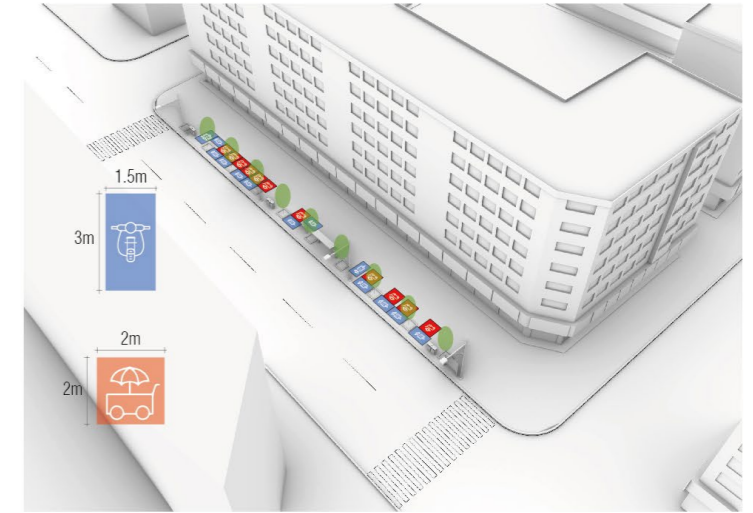
Scenario 7



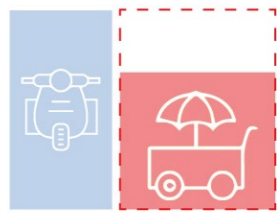
Block pedestrian



Set up vendor area



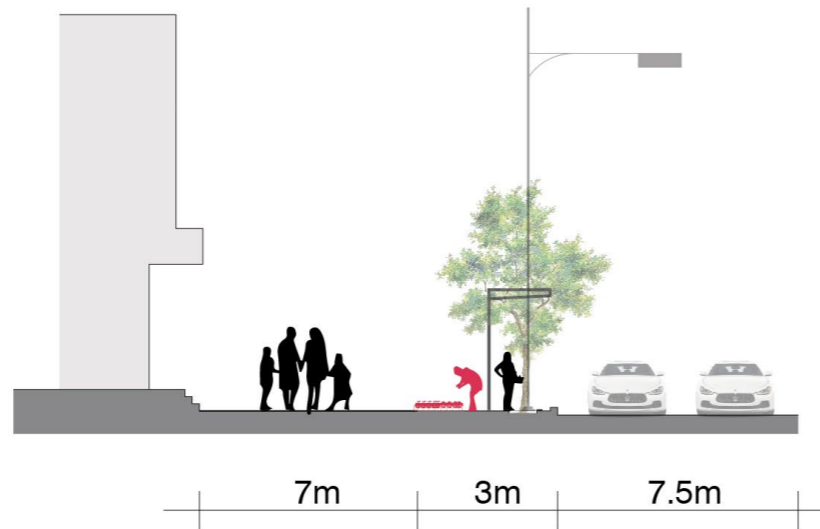
Obvious signs and colors



Color hint



Flow organization



1st Avenue sidewalk section



The 1st Avenue strategy use

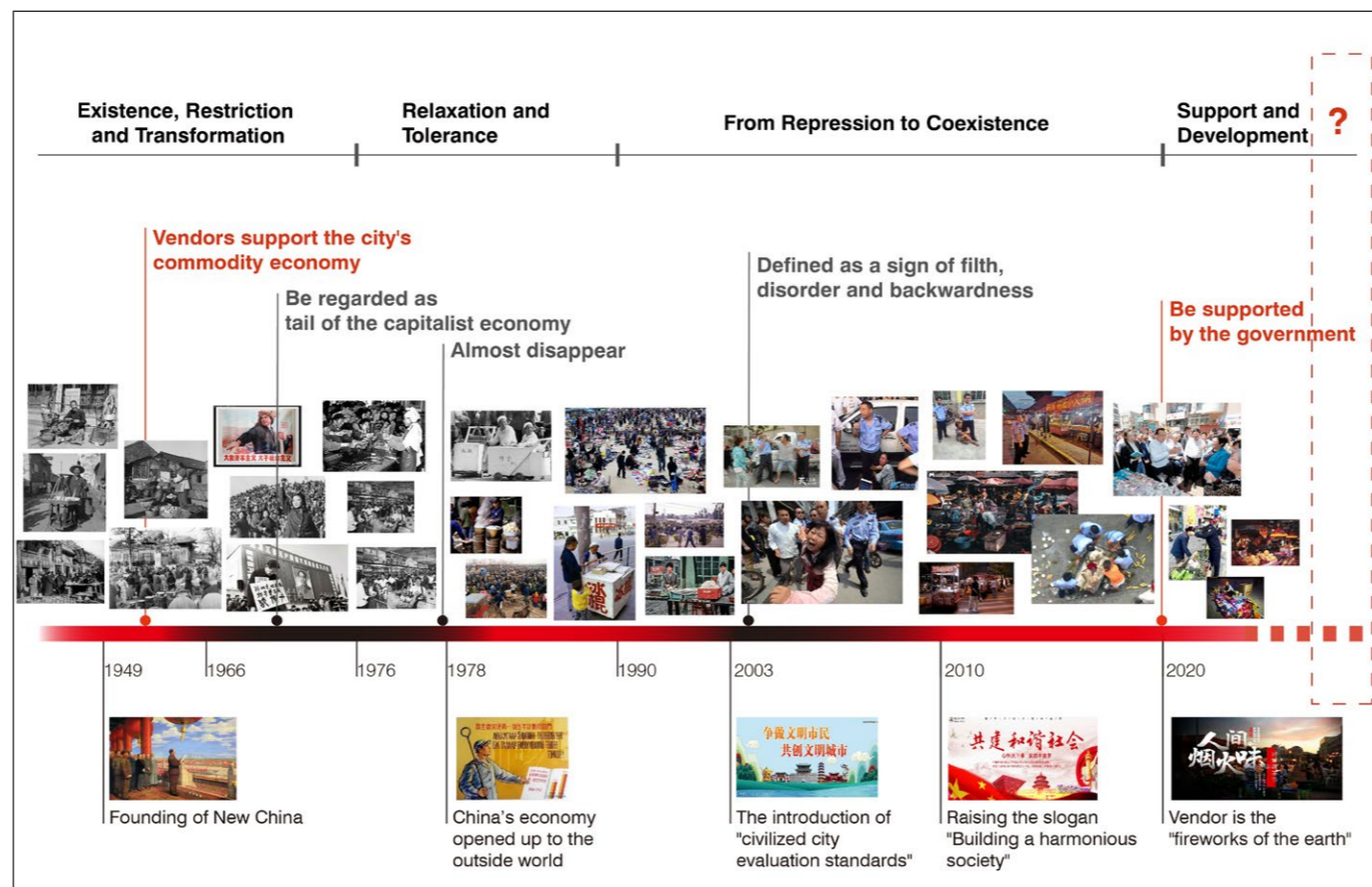
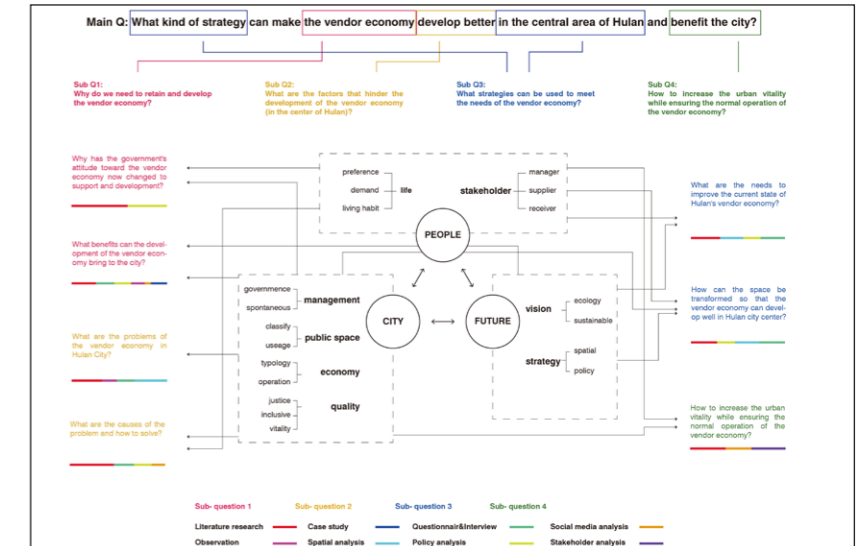
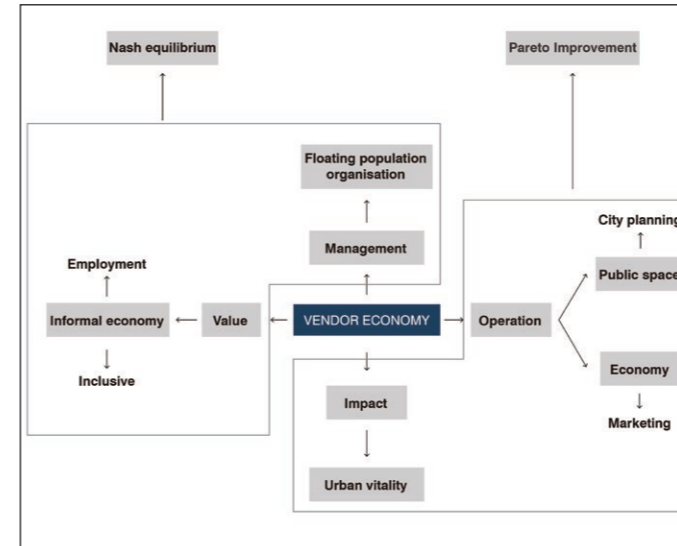
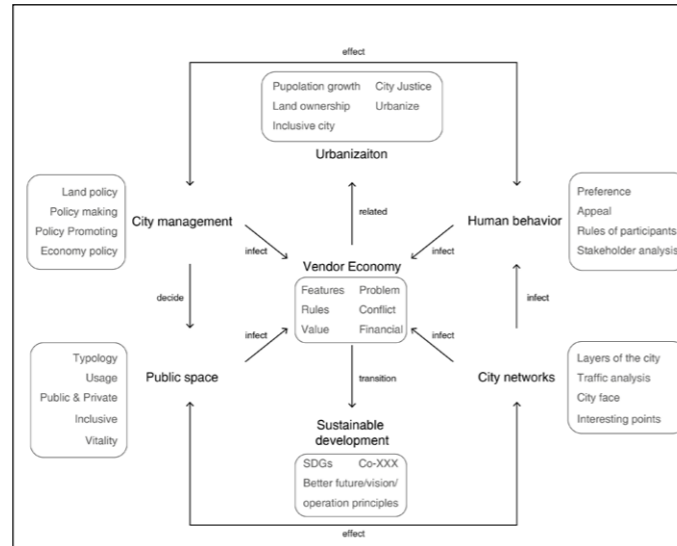


Street view

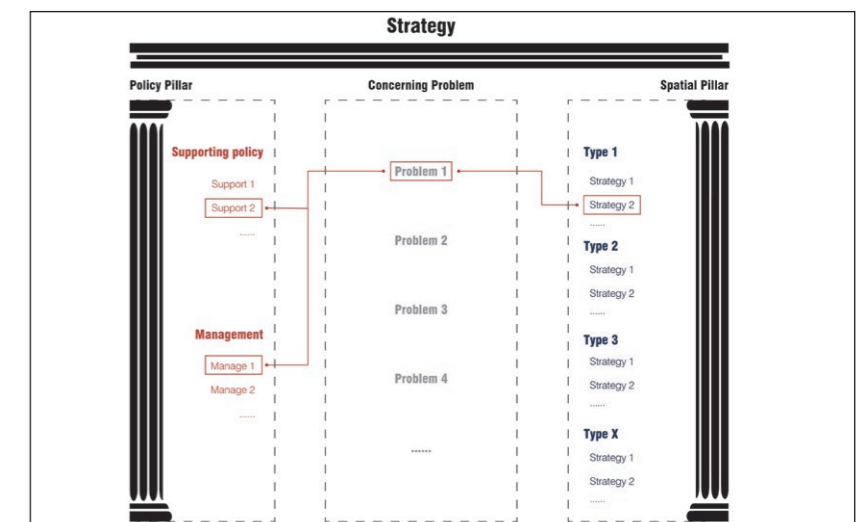
# Project conclusion

## Project definition

- Conceptual framework
- Theoretical framework
- Research Methodology
- Case Study
- Strategy Structure

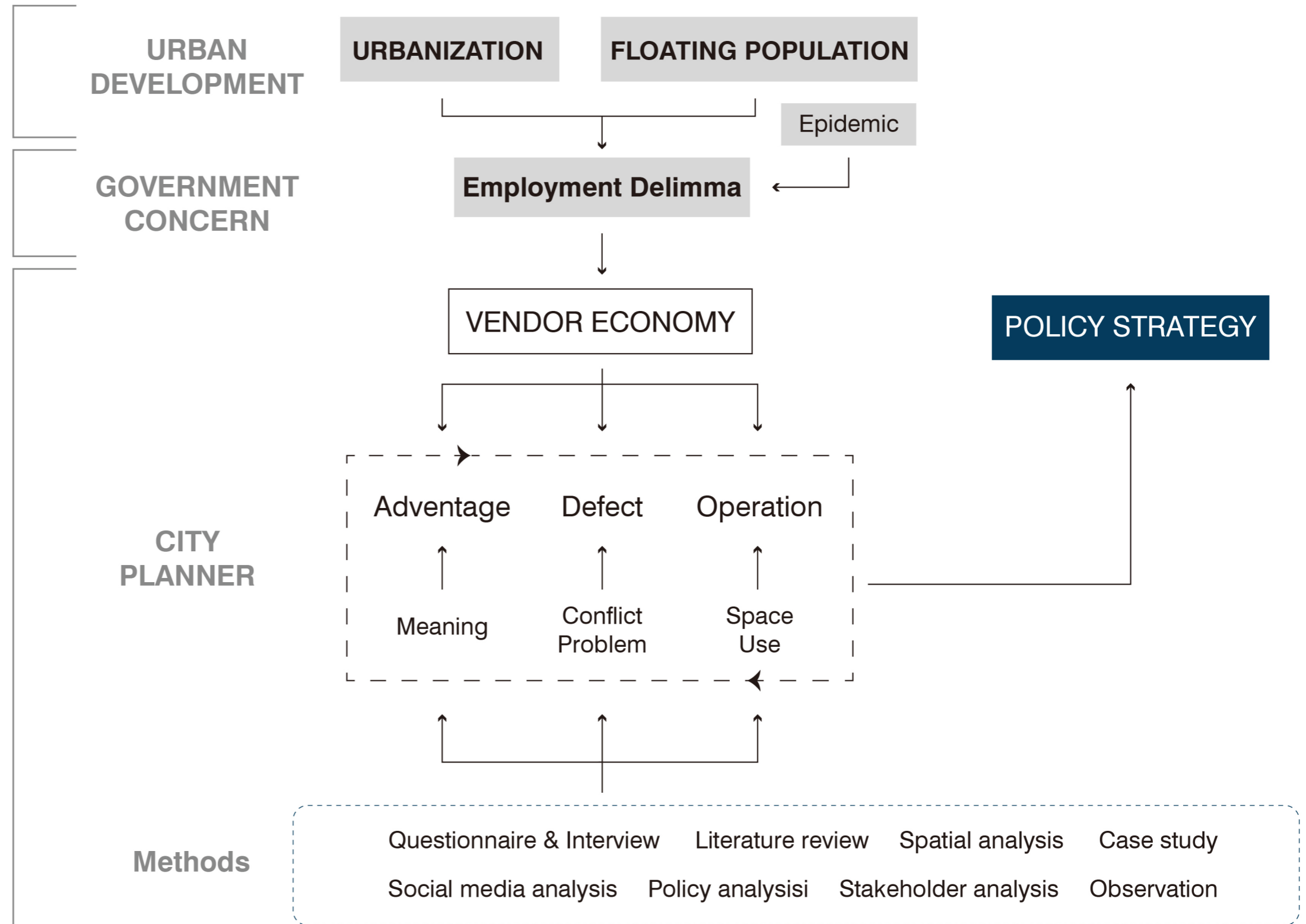


	Government Attitude	Supporting Policy	Spatial Strategy	Certification	Spontaneous Organization	Current Situation
Bangladesh	☹️ Reject	⊗ None	⊗ None	⊗ None	✅ Yes	☆☆☆☆
China	😊 Support	◯ Some	◯ Some	⊗ Some	⊗ None	☆☆☆☆
Malaysia	😊 Support	✅ Yes	◯ Some	◯ Some	⊗ None	☆☆☆☆
Singapore	😊 Support	✅ Yes	✅ Yes	✅ Yes	⊗ None	☆☆☆☆
Australian	😊 Support	✅ Yes	✅ Yes	✅ Yes	✅ Yes	☆☆☆☆



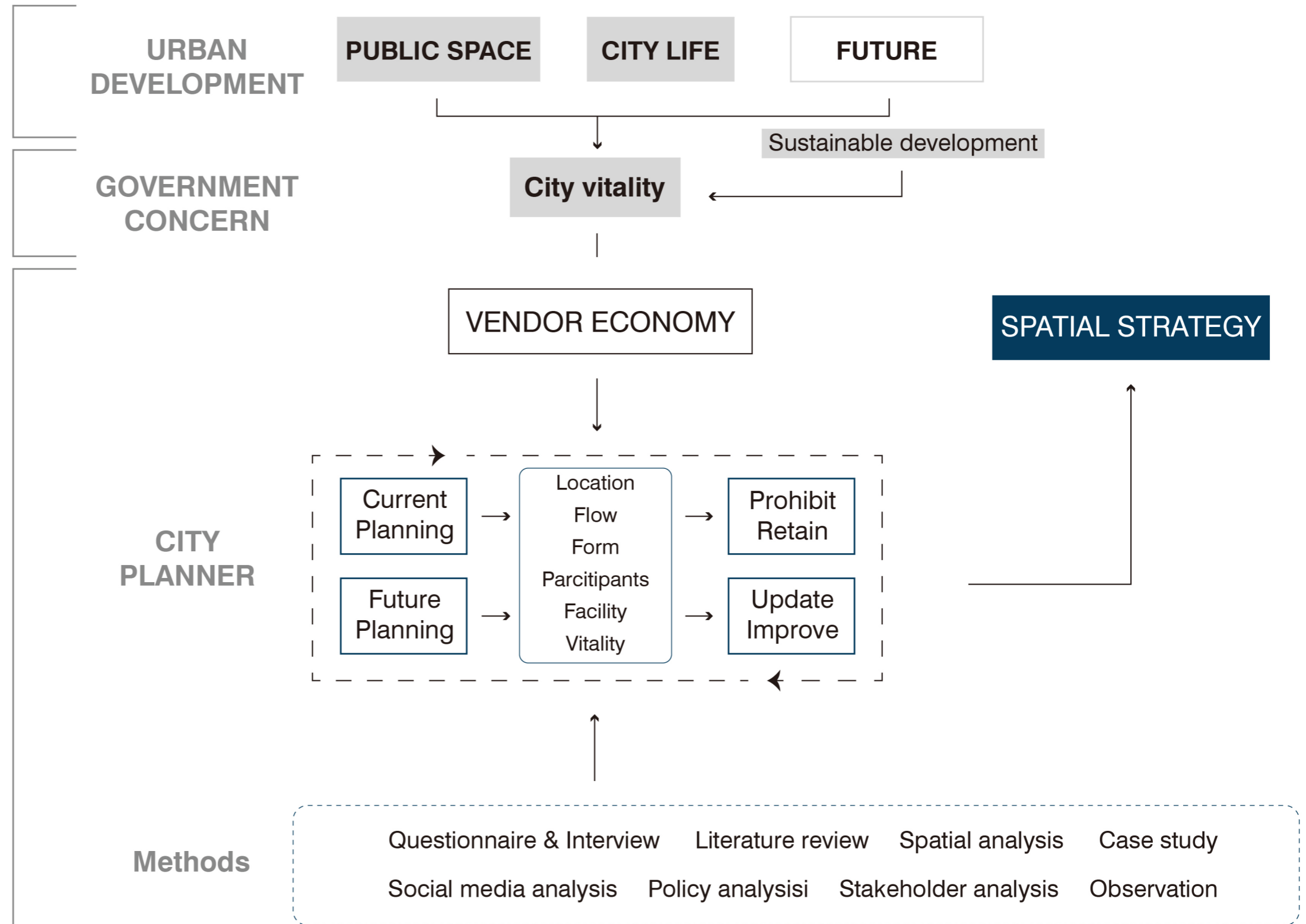
## Research on the vendor economy

- The History of China's vendor economy
- The significance of developing the vendor economy
- Problems and conflicts of the vendor economy
- Defects of the development of the vendor economy



## Strategy establishment

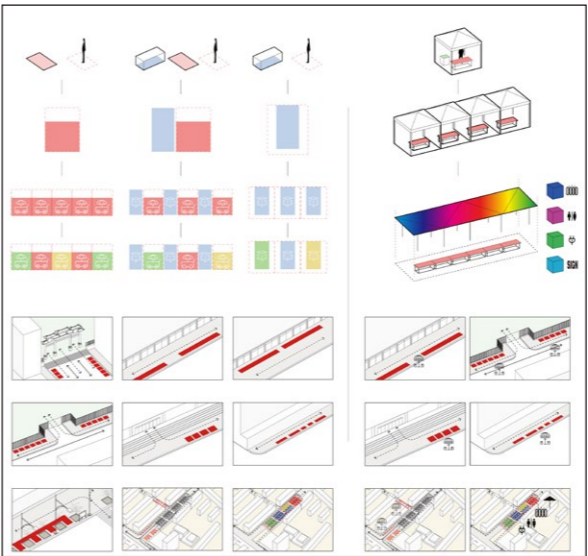
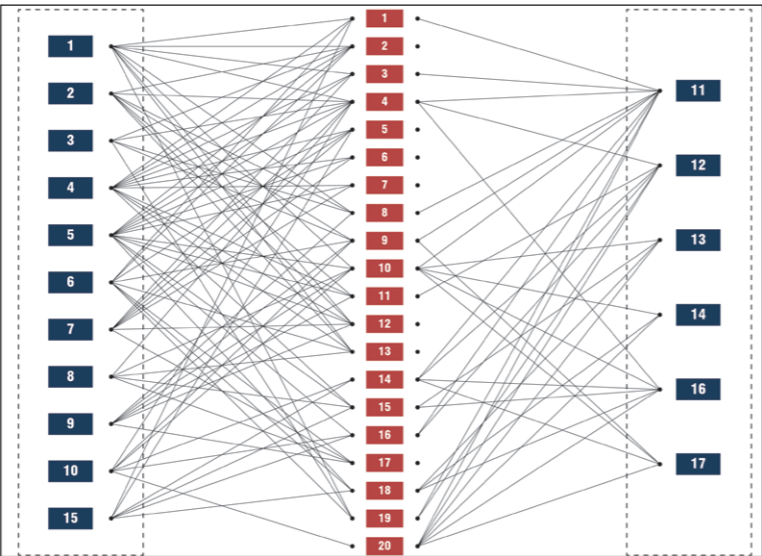
- Types of Hulan vendor
- Characteristics of the use of public space by Hulan's vendors
- Conducted a study on the aggregation of vendors
- A strategy for the development of the vendor economy was established



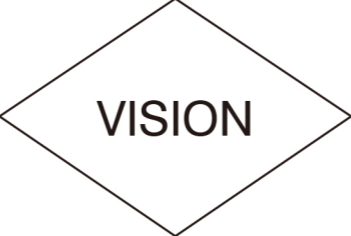
**Strategy practice**

· Spatial strategy practice

Sunshine morning market  
Fenghua road  
First Avenue



**POLICY STRATEGY**



**SPATIAL STRATEGY**





# Reflection

## Restriction of time & location

- Completion
- Accuracy
- Site analysis

## Long-term developing plan

- New industry
- Cooperation
- Site analysis
- Local characteristic
- New form

## Future vision

### In the short term

Facilitate the vendor economy in the form of government subsidies. Stall owners form their own groups, grouped in neighborhoods or streets, and the government provides financial and management support to these groups, providing a portion of the subsidy to the city manager and other related department.

The government provides some uniform storage space from which the stallowners take their goods and sell them.

However, the cost price should be guaranteed low: The method is to provide the goods to the vendors through e-commerce, which can also guarantee the adequacy of goods and the speed of transportation due to a strong logistics system, as well as the regularity of the products. Unsold goods can also be sold through e-commerce.

Since there is competition for similar goods in ground stalls and stores, then it is hoped that the government can use the warehouses of e-commerce and the warehouses of shopkeepers for storage to reduce costs.

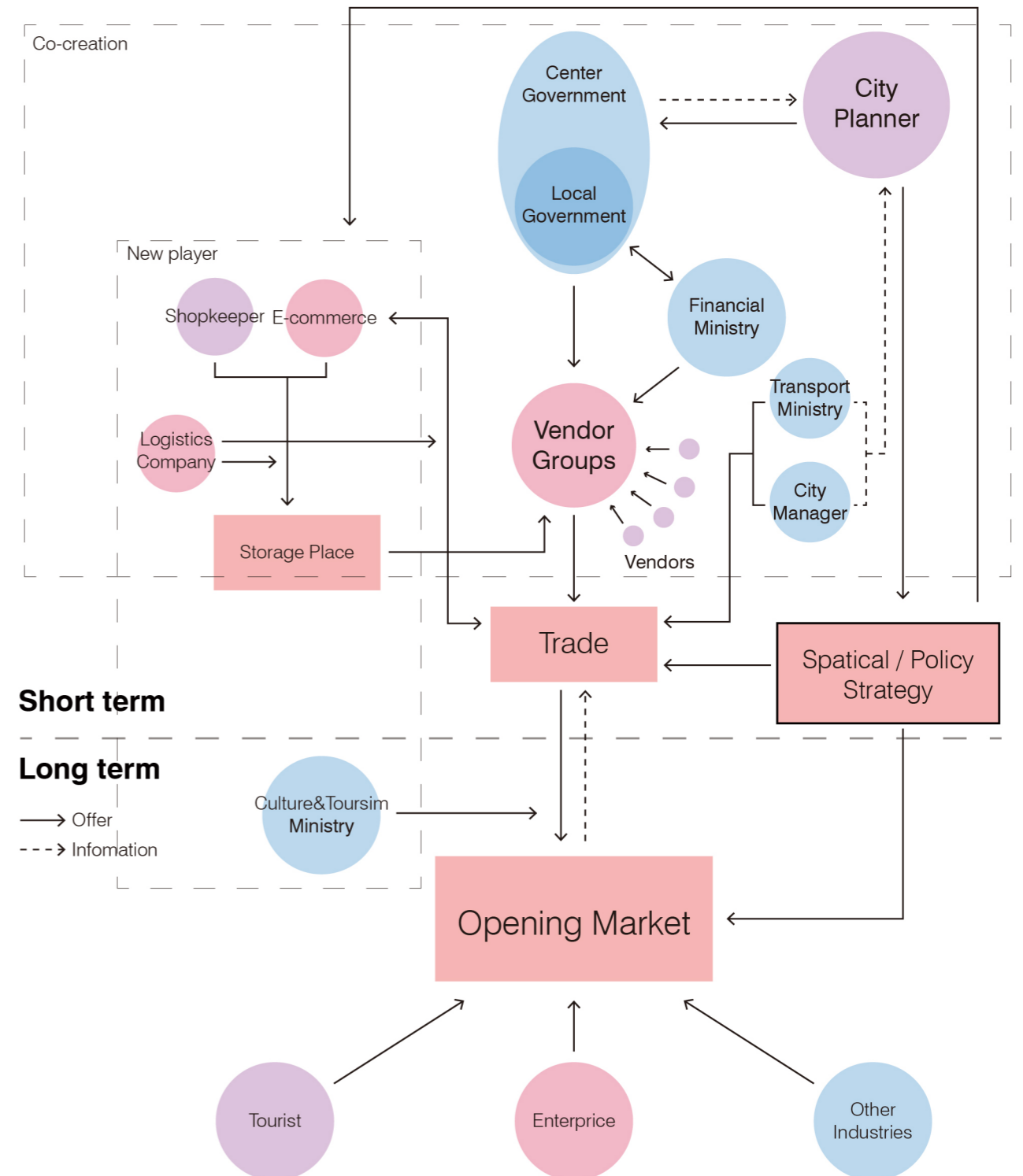
### In the long term

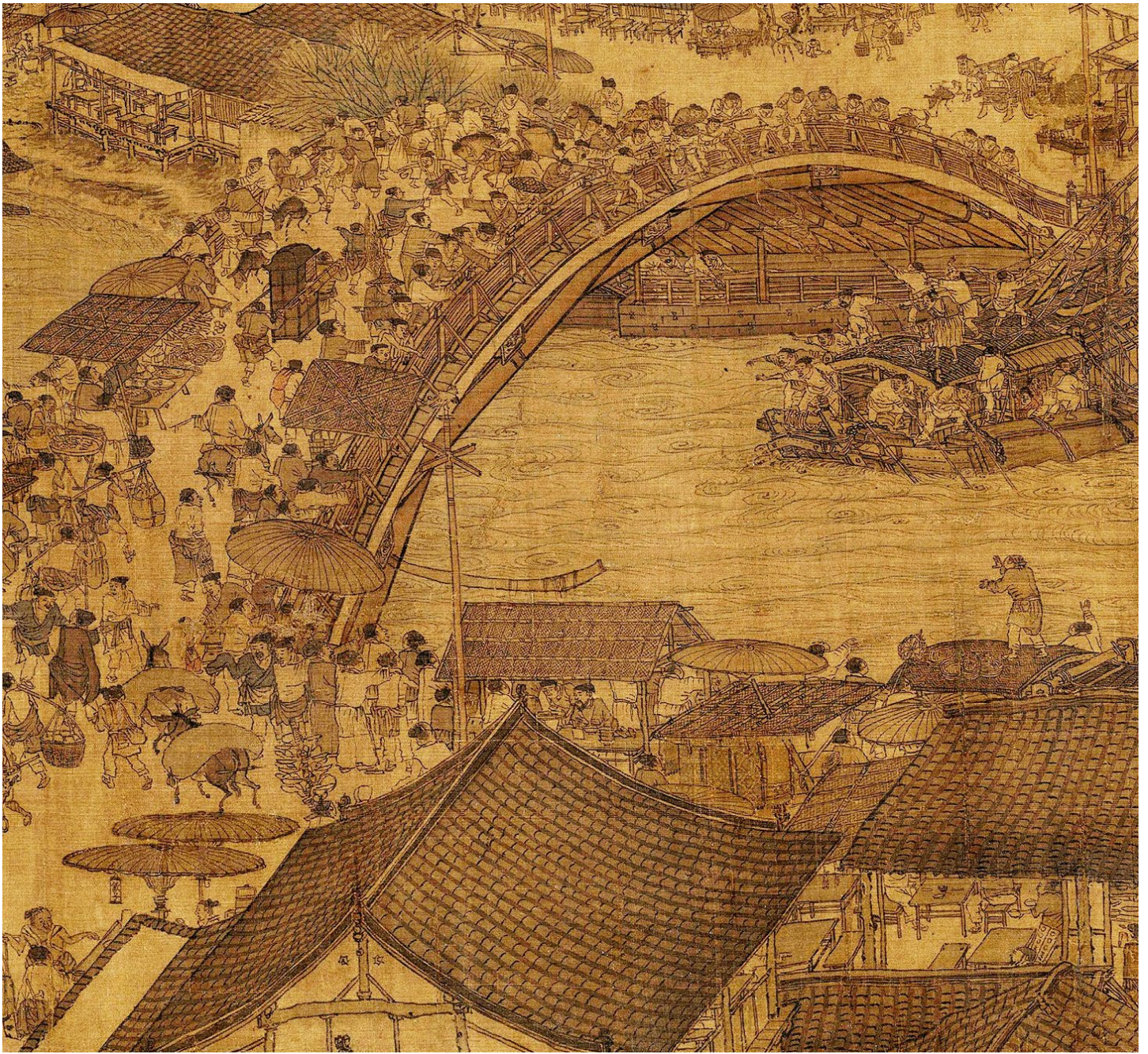
The government will set up a unified medium / large-scale market, provide infrastructure such as water, electricity, toilets, and shade shelters, open it at a specific time, and form market with their own characteristics according to different areas, and lease the stall positions. During this time, the government will increase the promotion of tourism, profit from the tourism economy, and form the market's own brand and website. When the market has a certain scale and attracts a large number of tourists, we can introduce some big brands to sell in the market, and at the same time, we can develop the advertising industry, performance industry and other peripheral industries to participate and profit together.



Queen Victoria Market

Source: Google Image





*Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty*

# Thank you

Vendor Renaissance - Strategy for the vendor economy of Hulan old town