

THE NEW CULTURAL CITY

The future of Tainan city in Taiwan's metropolitan development process



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Preface

This project concerns the new culture city and the use of culture as the tool for regeneration. The broadness and depth of this experimental project can never be achieved if without my mentors, Vincent, Frank and Jason. They guided me on track from the very beginning till the end, encouraged me to do more references reading to broaden my vision, clarified my confusions during the process. I really learned a lot from them, and I am proud of my project.

I also want to give thanks to my friends Samuel and Isaac who took the photos of the site for me when I am not able to go back to Taiwan. And my supportive friends: Yoyo, Tony, Jia, LiiTing, NK, Kurt, Lunzier and YaTing who helped me to go through so many frustrated times. The encouragement from all of you is the motivation that kept me going till the end.

In the end, I would like to give gratitude to my families, who always back me up to fulfill my dream. Always comfort me even they are far far away. Taking good care of themselves enable me to concentrate on my study here. I love you so and I will dedicate all to you.

Abstract

With the construction of high-speed railway in 2007, and the establishment of five direct controlled municipalities along the west coast of Taiwan in 2010, these changes offer opportunities to redirect and redefine the role of Tainan and its spatial strategy.

The project first discusses the possible morphology for the south region. With serious analysis to tackle the possible relationship between Tainan and Kaohsiung thus to re-identify the role of Tainan city. The analysis and the references made me to decide to use culture-led urban regeneration as the strategy to revitalize Tainan's potentiality, solve city's social and economic problems. At the same time to strengthen the complimentary relationship between Tainan and Kaohsiung.

First, Tainan city scale strategy will be presented together with serious infrastructure planning. By achieving multimodal transport city to prepare a better condition for the following intervention. When step into the design parameter, tackle on neighborhood scale and discuss the issue of what kind of regeneration can revitalize local culture resources and attract the clustering of creative cluster.

Keywords: five direct controlled municipalities, Tainan, culture-led urban regeneration, culture & creative industries, creative cluster

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1.Introduction

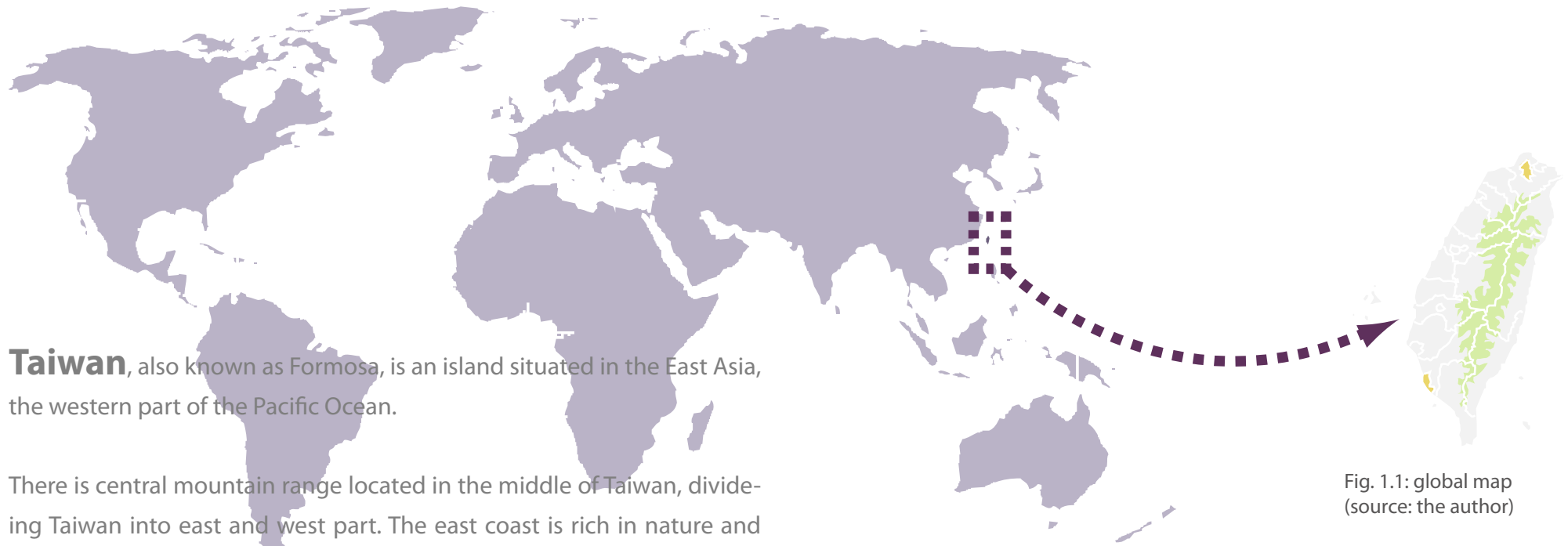


Fig. 1.1: global map (source: the author)

Taiwan, also known as Formosa, is an island situated in the East Asia, the western part of the Pacific Ocean.

There is central mountain range located in the middle of Taiwan, dividing Taiwan into east and west part. The east coast is rich in nature and tourism resources, so are being oriented as the leisure cities. While the west coast is mainly being developed as the whole region to support the economic growth of Taiwan. There use to be two municipalities, one is Taipei, which is also the capital city of Taiwan. Located at the north point of Taiwan, the other is Kaohsiung, sited at the south-west of Taiwan.

The construction of the Taiwan high speed rail (HSR) in 2007, greatly shortened the distance from north to south and also influenced the pattern people live (detail info in fig 1.4). HSR has just started to have some influence on combining the Taiwan west coast region.

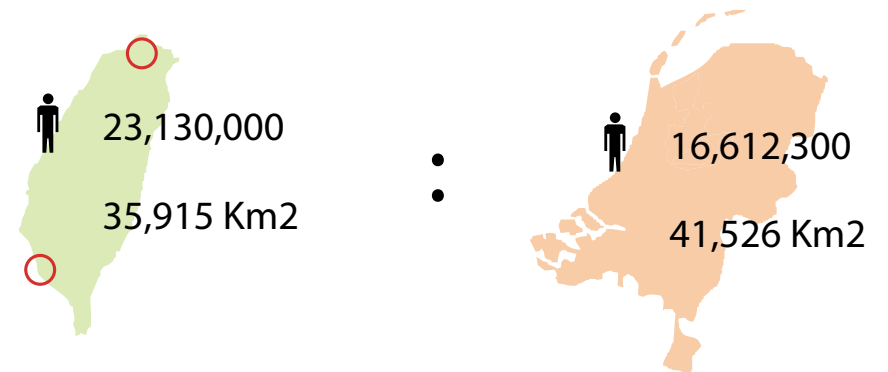


Fig. 1.2: Taiwan v.s. Netherlands (image edited by the author ,source: from the wikipedia website)



For balancing the development from north to south, the Executive Yuan of Taiwan declared a new policy which will be realized in 2010 Dec. 25th, to combine Taiwan cities and counties, and setup five special municipalities from the north to the south, mainly in the west coast of Taiwan (detail info in fig 1.5).

- Taipei city (original exist, the capital city)
- New Taipei city
- New Taichung city (combine Taichung city and Taichung county)
- New Tainan city (combine Tainan city and Tainan county)
- New Kaohsiung city (combine Kaohsiung city and Kaohsiung county, Kaohsiung city used to be a municipality)

The new policy gives us a chance to think about new urban territory of Taiwan. For balancing the development of Taiwan west coast region, the forms of the cities need to adapt to the set up of the municipalities. The connection between each city needs to be re-established, and the spatial development of the cities re-considered, cities also need to be re-identified.

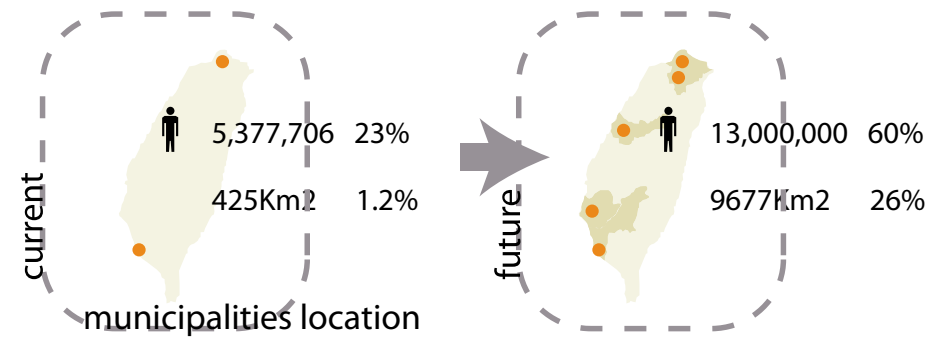


Fig. 1.3: basic information of the municipalities (image edited by the author, source: from Taiwan's national statistics website: <http://61.60.106.82/pxweb/Dialog/statfile9.asp>)



Fig. 1.4: Tainan infrastructure system analysis (image edited by the author, source: from Taiwan HSRW website: http://www.thsrc.com.tw/tc/ticket/tic_time_search.asp)

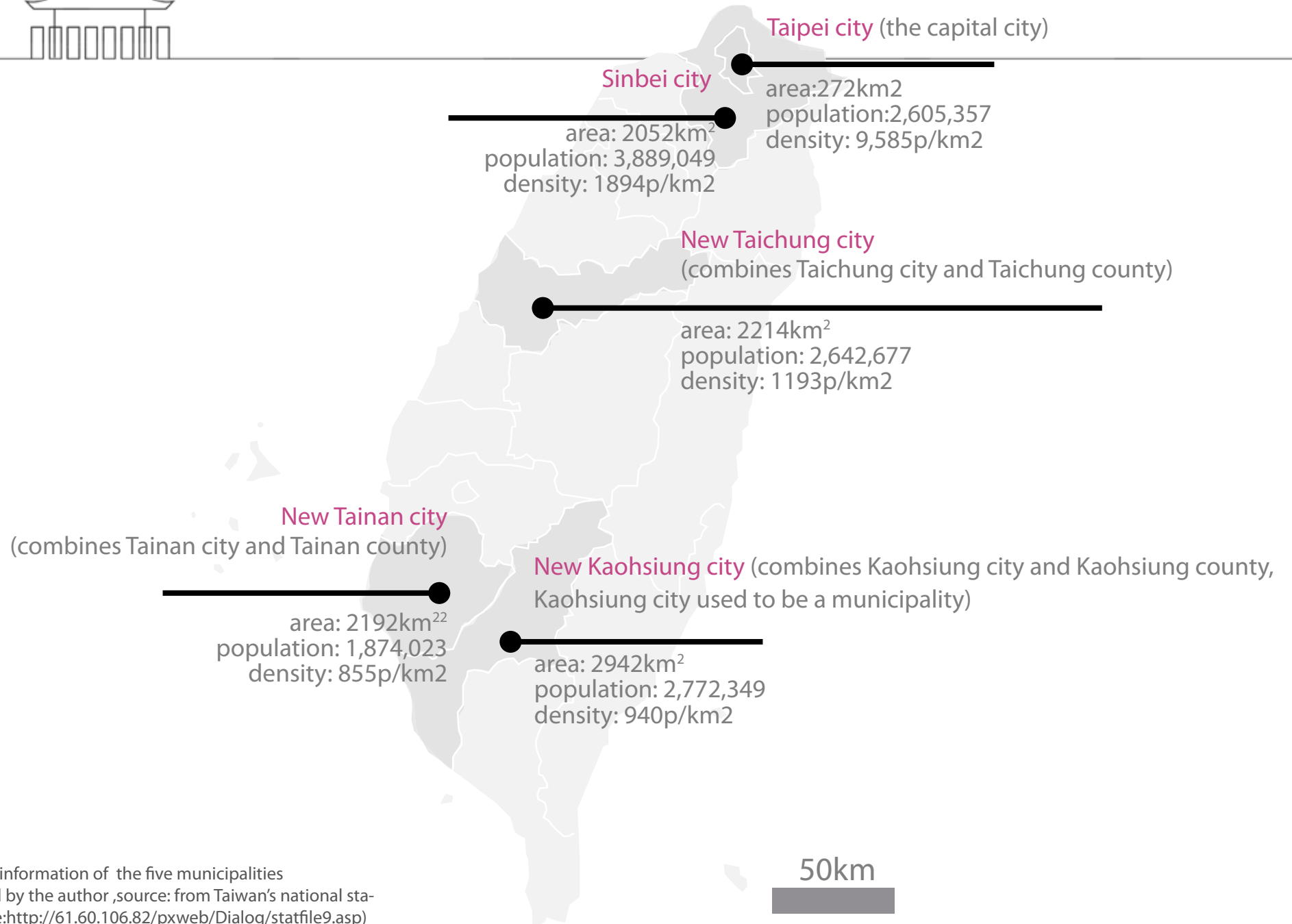


Fig. 1.5: basic information of the five municipalities
(image edited by the author ,source: from Taiwan's national statistics website:<http://61.60.106.82/pxweb/Dialog/statfile9.asp>)

Brief History of Tainan

Tainan was the political and economic center of the island for almost 300 years since the Dutch colonized era in 1624 (detail info in fig 1.6). The historical elements are rich and well preserved in Tainan. After the Japanese came, they shifted the political center to Taipei, and in 1940, with the construction of the harbour in Kaohsiung, that Tainan began to lost its potentiality both in political and economic terms.

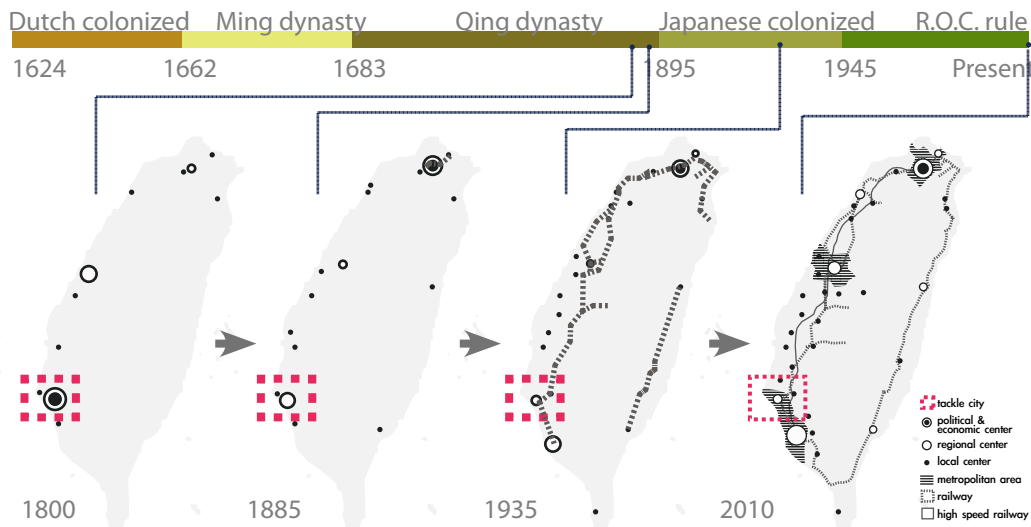


Fig. 1.6: information of Taiwan history and city's expansion (source: the author)





Historical city-Tainan

In 1622, Dutch established their trading post-Zeelandia and Fort-Proprietia in Tainan, that was the very beginning for the history of Tainan, also for Taiwan. Tainan is the very first place that officially being ruled in the history of Taiwan.

Then in 1684, Qing dynasty, set up "Taiwan-fu"(government center) in Tainan city. During the ruling for more than 200 years, a large quantity of ancient buildings were left during that period. The city once was the government and economic center, but gradually lost its importance first in 1895 after the Japanese move the political center to Taipei, then in 1940 after the construction of the Kaohsiung harbor, Tainan also lost the importance as the economic center.

Its lagging behind lead to several social and economic problem, such as demographic loss and insufficient in public transportation and amenities. But due to the same reason, many of the historical buildings and heritage are well preserved, without being demolished during the metropolitanization process.. That conduce the city with unique historical atmosphere, with highest density in historical and ancient buildings. Tainan is the city in Taiwan with strongest connection with culture and history image.

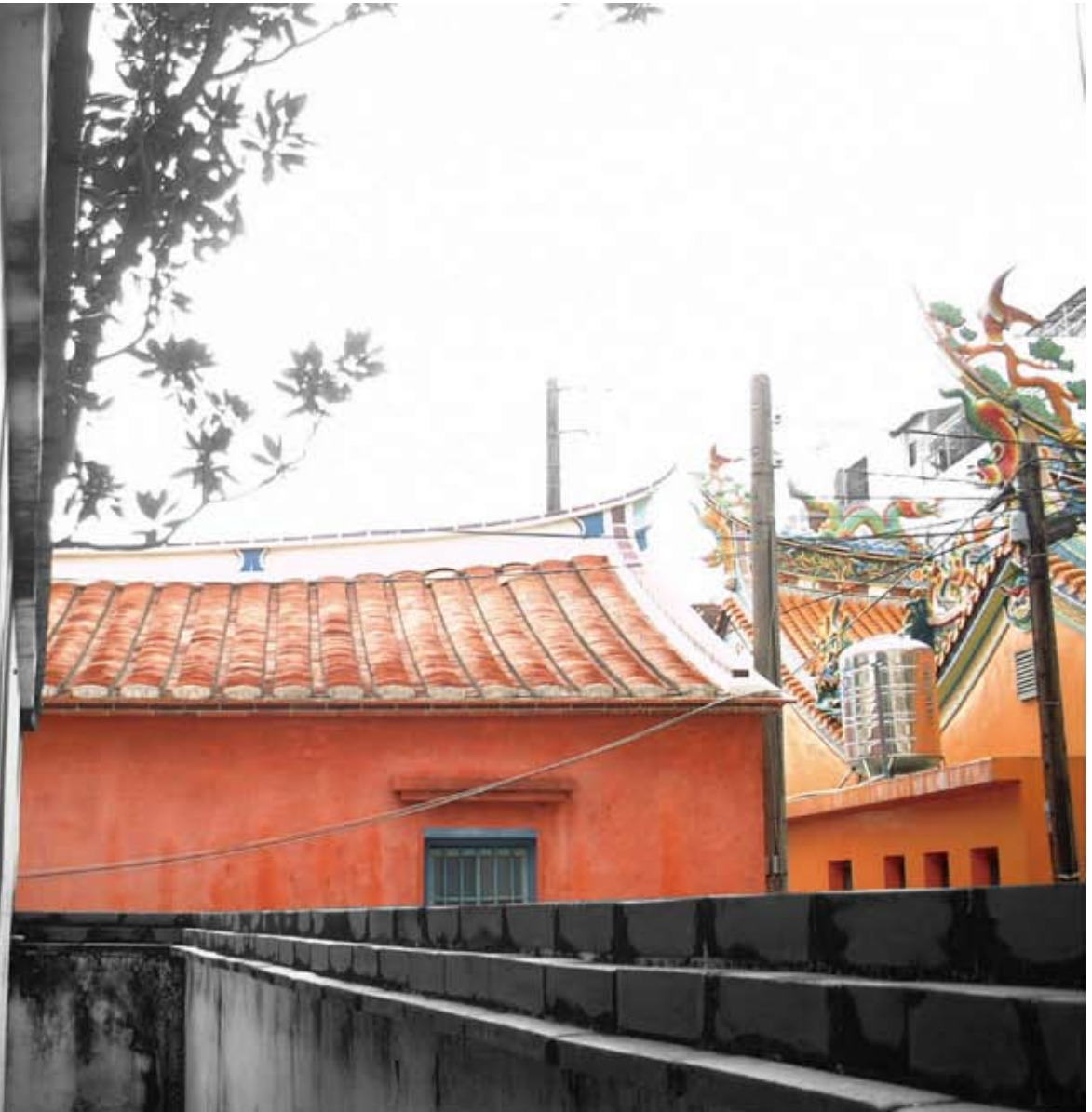


Fig. 1.7: pictures of Tainan's alley (source: the author)

Historical planning process

The following chart(fig 1.8) organized the planning map of Tainan city in each different period. From the information can see that the city had been developed organically for almost 300 years, and came up with its own context system. But right after the Japanese arrived, great changes were being inputed into the city and dramatically influenced the development of the city. More detail information will be written in the following pages, while I listed out four important period of time (the time that certain planning strategy were being realized)- which are 1895, 1920,1944 and 1975.





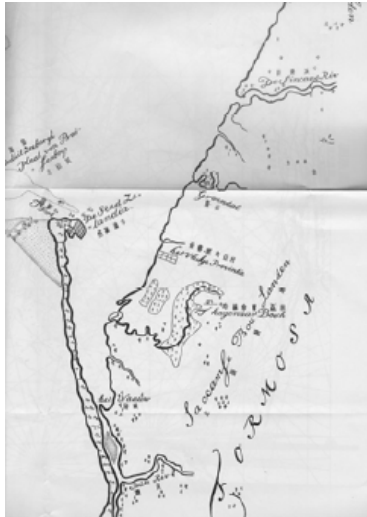






era	Dutch colonized era+ Ming Dynasty	Qing Dynasty	Japanese colonized era	R.O.C. rule
time period	1624-1683	1683-1895	1895-1945	1945-now
city type	settlement pattern	town scale	city scale	city scale
planning strategy	emphasized the connection with the harbor	emphasized the connection with the harbor	authoritarian, shift the infrastructure hub from harbor to railway station	Laissez faire, passive
map	 <p>1650</p>	 <p>1752</p>  <p>1807</p>  <p>1895</p>	 <p>1907 1920</p>  <p>1945</p>	 <p>2007</p>

Fig. 1.8: historical planning process chart (chart organized by the author ,source: from Tainan government culture affairs website: <http://newculture.tncg.gov.tw/citynow.php>)

Historical expansion

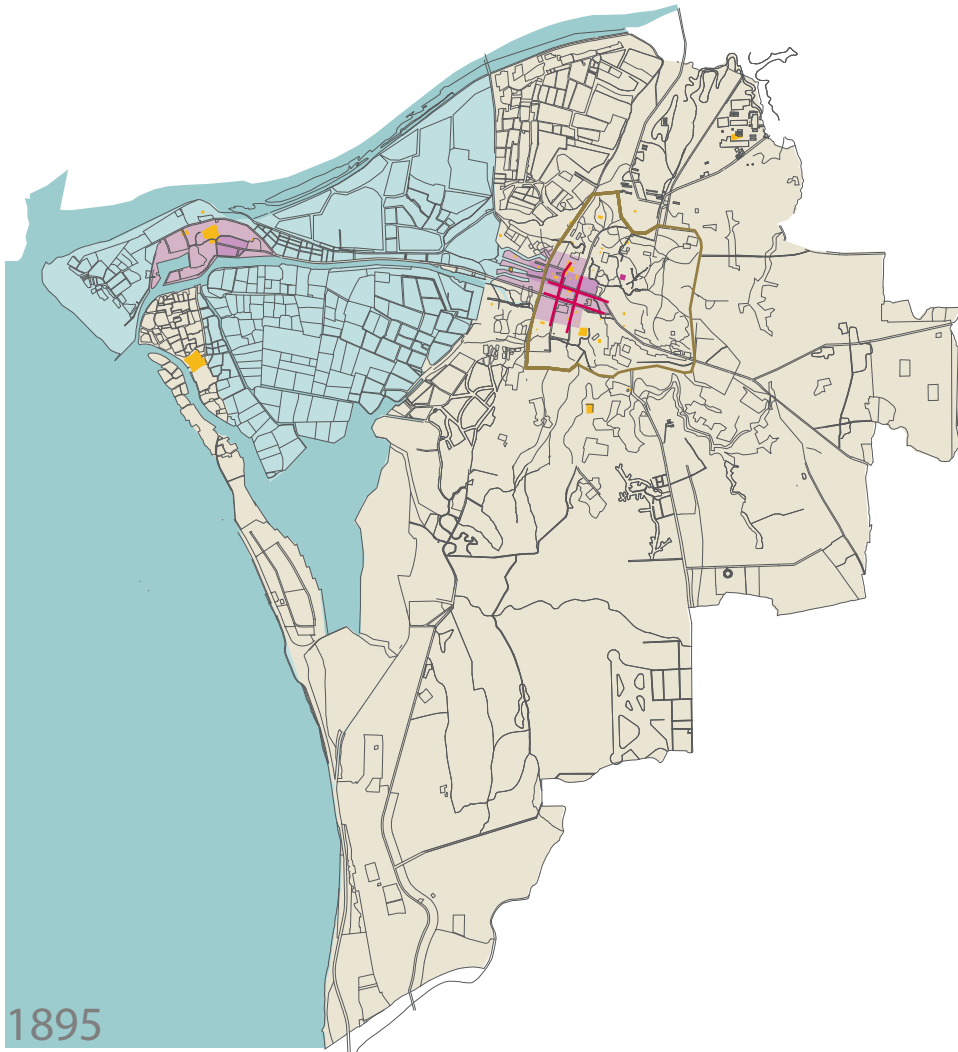


Fig. 1.9: 1907 Tainan city map (source: the author)

After the ruling of Dutch and Qing Dynasty, the city naturally expanded and came up with the double cross context with in the city gate. During this period of time, the ruling government didn't show positive attitude on ruling the island, instead just want to take the resources from here and ship back to mainland.

From the context of the expansion map you can see that there is a corridor link up the harbor and main commercial district. Commercial double cross district are closely connected with the harbor area, for shipping in and out the goods conveniently.

The context of the city was deeply effected by the harbor and commercial activities.



Historical expansion

Before Japanese colonization, no strategy or planning were ever done in Taiwan, the land had developed organically for almost 300 years. But right after they arrived, they ignored the existing city context. Input the western Baroque urban design system into the city, set up 6 roundabout to efficiently controlled the land, also the way to symbolize of the power of authoritarianism. Besides the dramatic changes in city context, Japanese government also developed the new commercial street which extended from the center roundabout (where government center was located), that linked with the new tunnel node at the west. By doing this to the shift the main commercial district from the original double cross street's center to this new city center which they named it as "New Ginza".

The insert of the nodes, public buildings, squares and roundabouts truly speed up the development of the area, another important development was the construction of the railway, provided the direct linkage all the way to Taipei. Besides this, they also built the light railway that connected to Anping (harbor area).

These constructions also lead to the shift of the transportation hub from harbor to railway station.

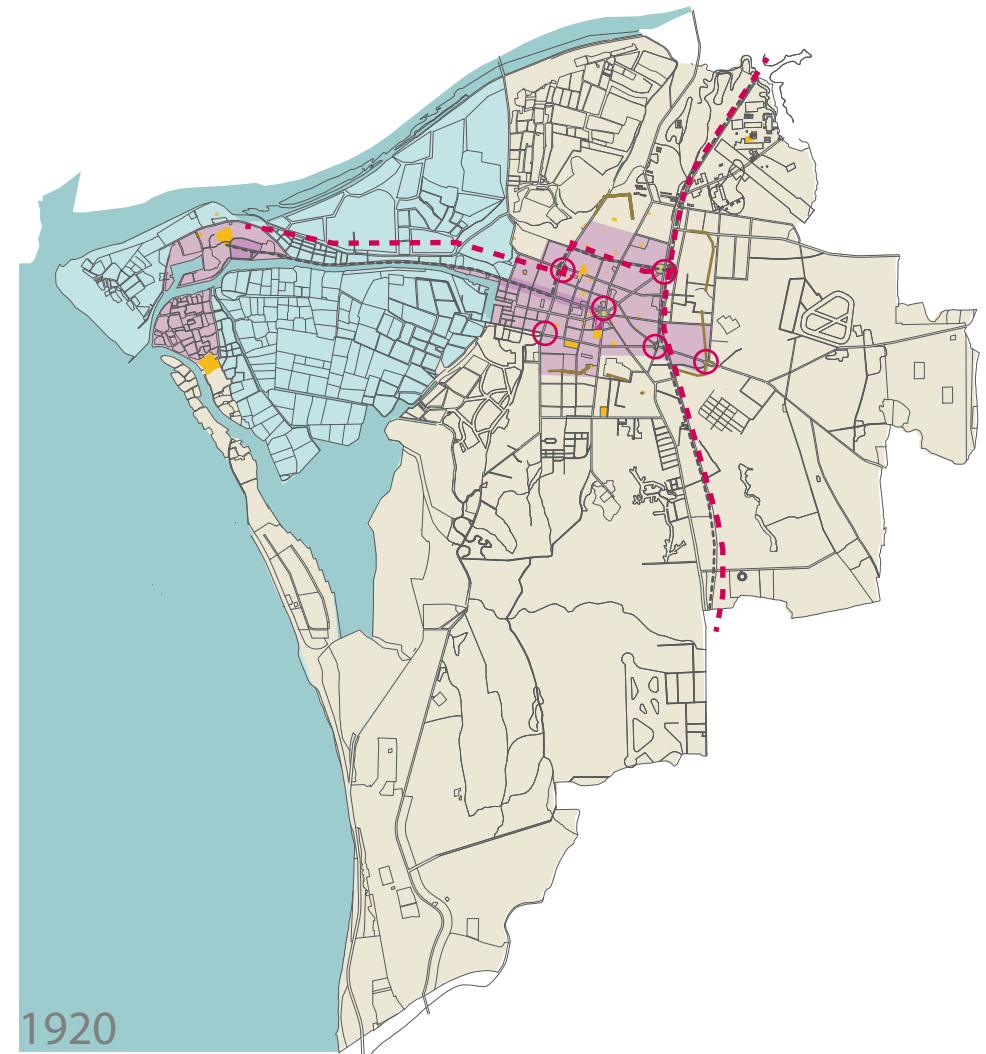


Fig. 1.10: 1920 Tainan city map (source: the author)



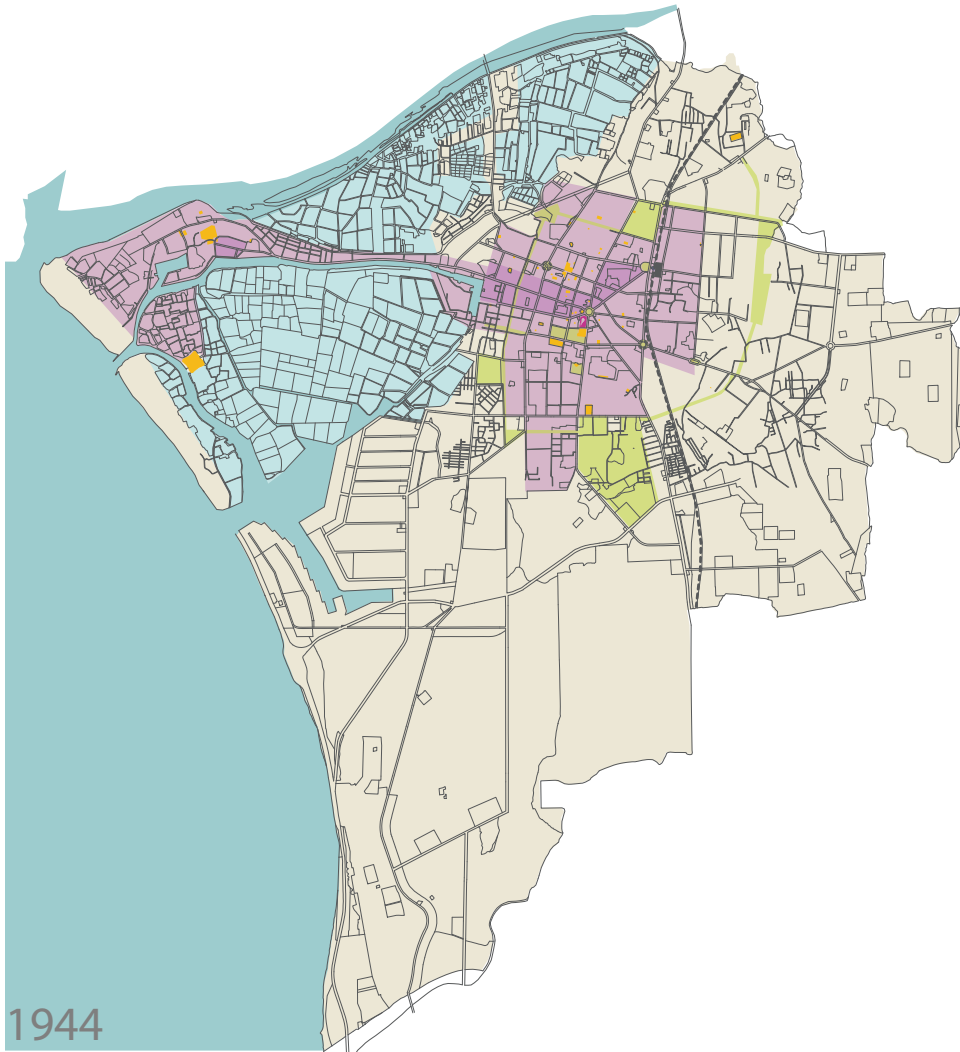


Fig. 1.11: 1944 Tainan city map (source: the author)

After the input of the Baroque urban design system, city expanded quickly, especially to the east, west and south. In order to provide better living quality and amenities, Japanese government added the emerald necklace system on the out skirt of the city, input several facilities such as sport field, park and hospital.

The shape of the city was getting more mature than before.



Historical expansion

After Japanese government gone, the R.O.C. government came and took over the land, cause they thought they soon will fight back to China, so during that war time period, they didn't make any long term planning for the area. In order to accommodate with the population expansion, government developed the "new district", where used to be the lagoon area. After the input of the city hall and city council, this area expanded quickly. With the development of this new city district also completed the whole Tainan city region, An-Ping harbor area no longer is the isolated island situated in the west coast.

But overall saying, the government's passive way of thinking left a lot of problems behind, directly took over all the planning made by Japanese without reevaluate the feasibility, lead to the crucial problem that Taiwan is facing right now. From the blueprint to strategic plan, without having the "know how", all strategy remain in slogan.

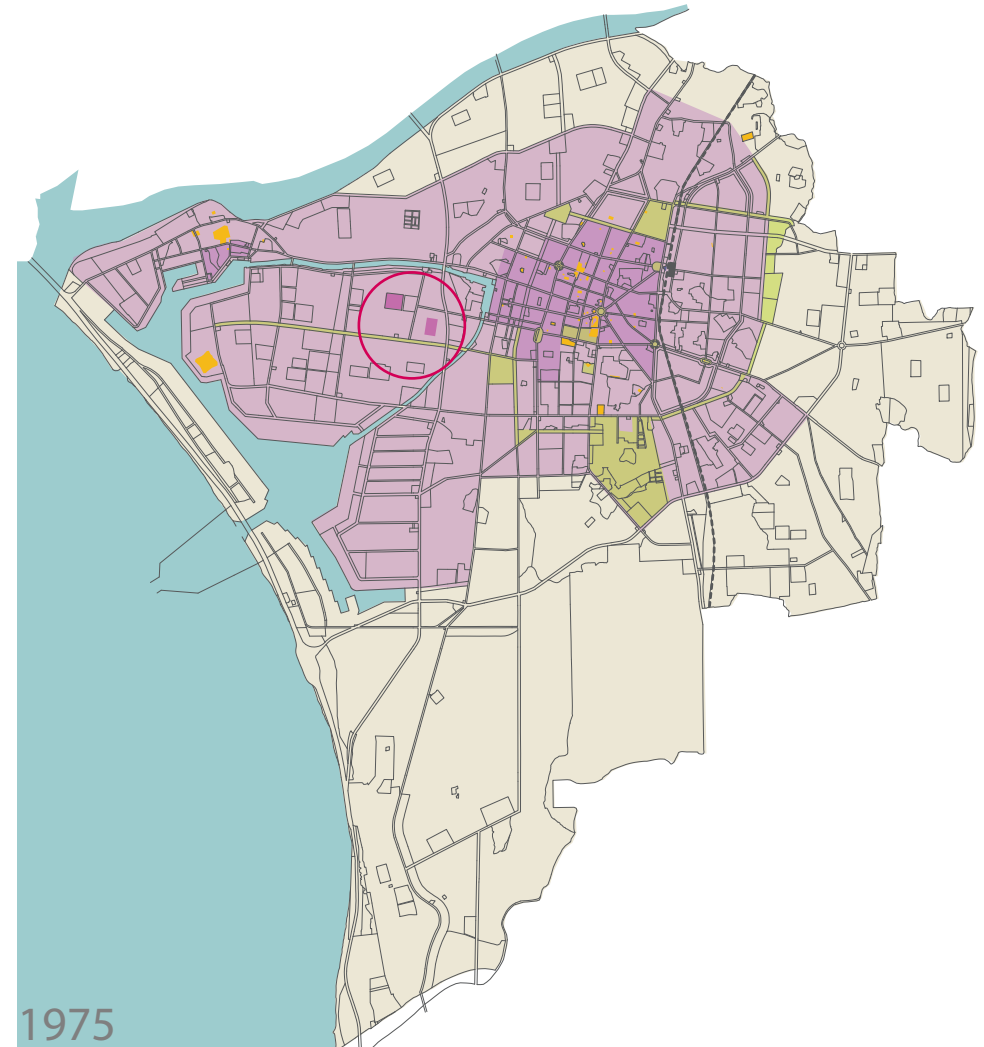
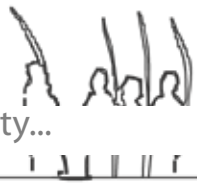


Fig. 1.12: 1975 Tainan city map (source: the author)



2.Approach



Before defining the way of approaching this city, first to clarify the potentiality and problems the city got. Also to survey the economic development the city now is heading, to discuss if it can respond to the current situation the city is facing.

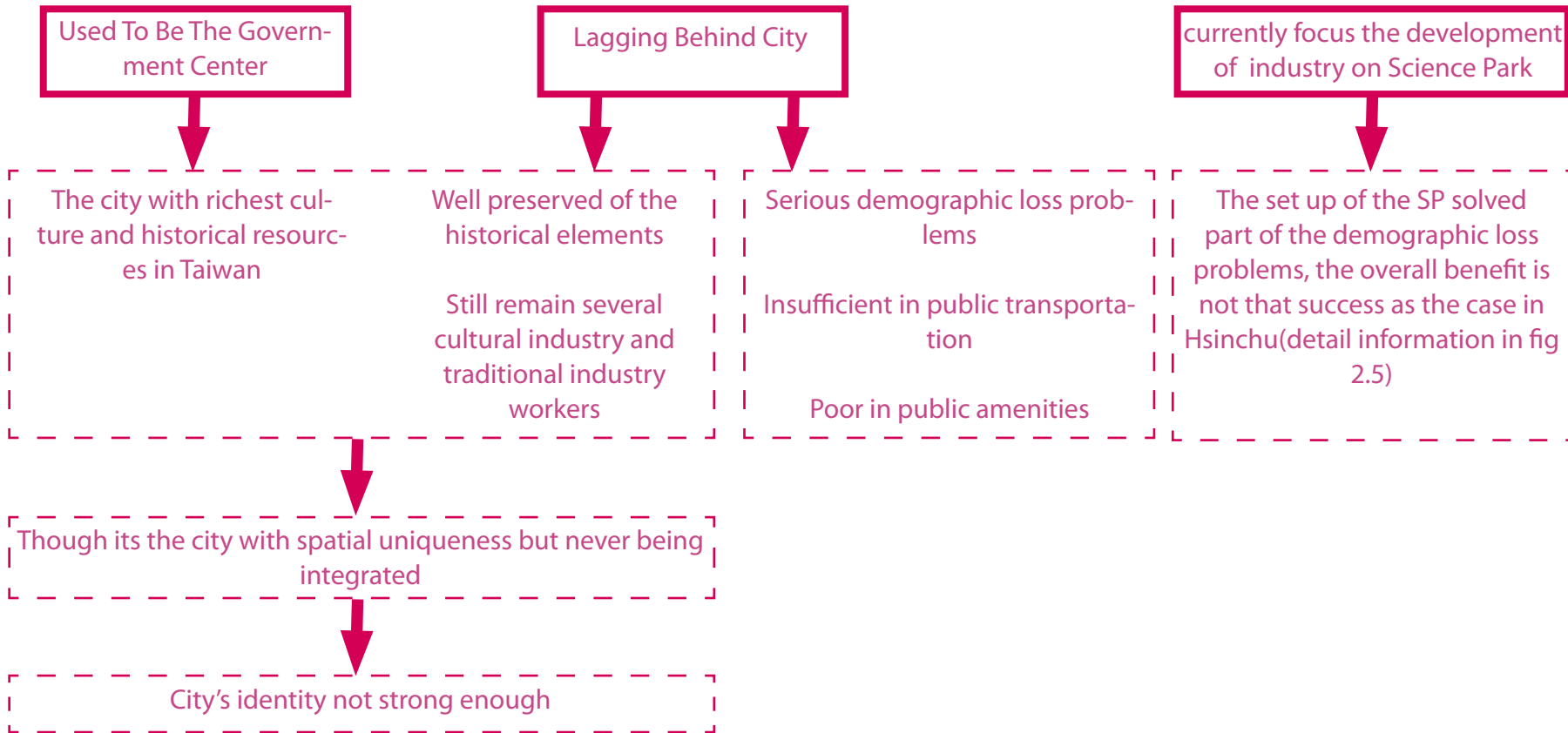


Fig. 2.1: Tainan current situation analysis (source: the author)

Culture Image of Tainan...



The pictures (fig 2.2 & fig 2.3) showed that Tainan is the city rich in heritage, historical buildings, organic historical alleys and traditional food and handicrafts.

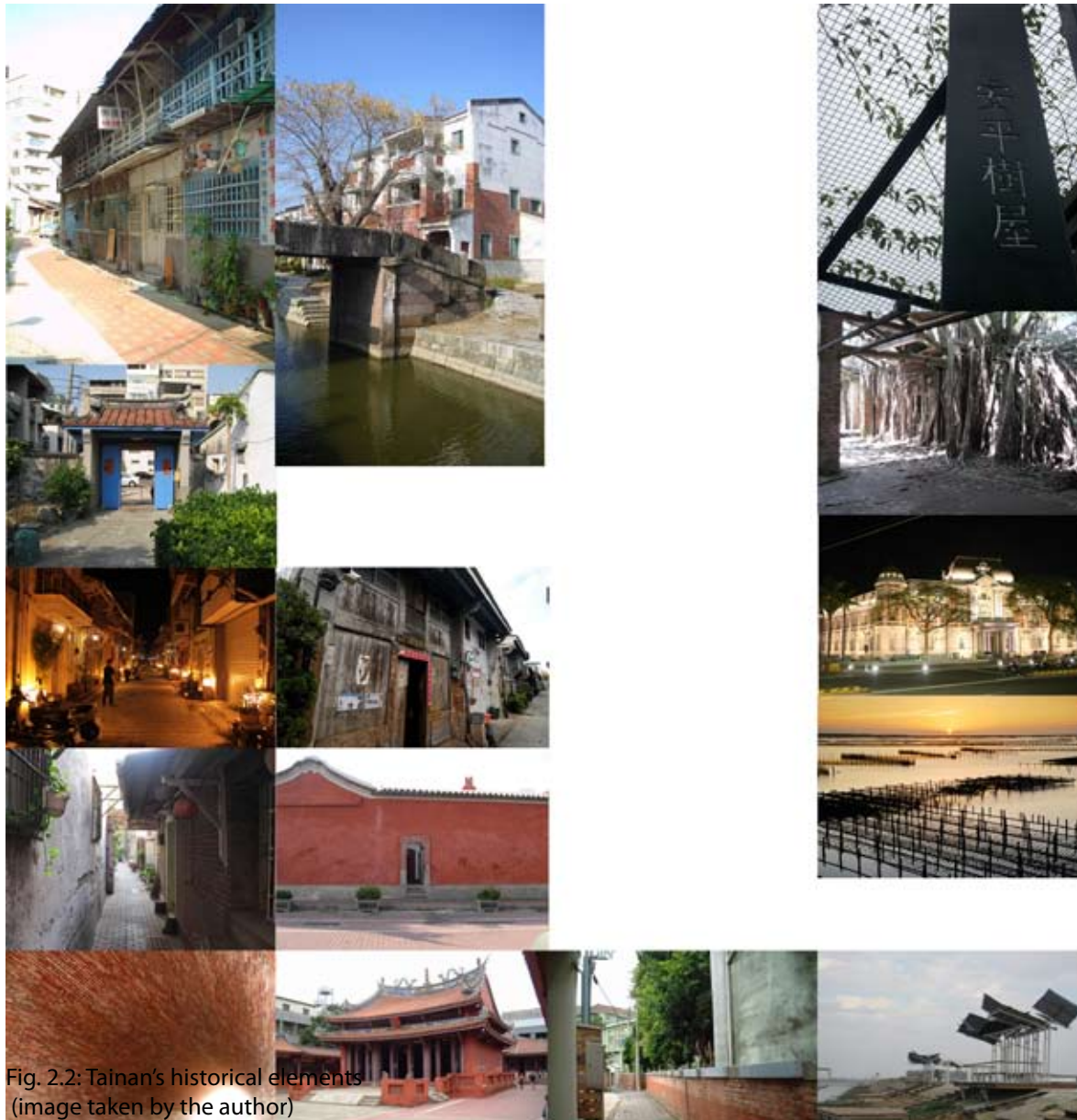


Fig. 2.2: Tainan's historical elements
(image taken by the author)



Fig. 2.3: Tainan's traditional handicraft and shop (source: <http://culture.tncc.gov.tw/>)

Is "Science park" all we need ?

Look for economic diversity in Tainan city.

Many cities across the world talk about the need of economic diversity, a city focused on certain single industry can no longer accommodate a sudden economic crisis. After the success of the science park, Taiwan plays an important role in world's high-tech industry field. Depending on one singular sector is dangerous. Munich, with a diversity in its economy in contrast, safely survived through the economic crisis.

Looking back at the situation in Tainan, the science park in Tainan may provide many job opportunities for the citizen, solved part of the social and economic problem in the city, but the science park in Tainan eventually didn't function that well as the one in Hsinchu (detail information in fig 2.5). The question is what kind of industry can greatly benefit to the city, while Tainan's potentiality(the city's history and culture resources) has not yet been fully exploited?



Fig. 2.4: economic diversity diagram (image edited by author)

"Cluster" is a group of industries linked together through customer, supplier and other relationships that enhance competitive advantage.

Successful industries tend to co-locate in dynamic cluster. (Porter, 1990)

	Hsinchu city	Tainan county
SP land area	6.5km ²	5.2km ²
SP job opportunities	123342	50990
new graduate	14183	28644
amount of companies	450	200
distance with closest university	3km	10km

Fig. 2.5: Tainan & Hsinchu SP analysis (chart made by the author, source from the website: <http://www.sipa.gov.tw/> the author)

By the input of which industry to create direct linkage with existing industries(SP, traditional manufactory etc.)



Integrate city's historical and cultural elements



To solve Current city's problem

1. Insufficient in public transportation
2. Serious demographic loss problems
3. Insufficient in public amenity



To emphasized city's cultural and historical identity

Culture-led urban regeneration is the strategy which had been extensively used by urban planners in Europe since the 1980s. The planner uses this kind of strategy to regenerate the city or region which has suffered from social and economic problems. In the early 2000s, the definition of the word "culture" had been broadened and refined. Florida (2002) had mentioned about the idea in "the rise of creative class"

Culture=Cultural Industries=The New "Creative Class"

The idea of creative industry had been added into the culture strategy, which has helped to revitalize the cities like Manchester and Bilbao. With whole world globalization, the strategy of the culture-led regeneration has been promoted. Culture has been suggested as the solution to many problems. It not only brings prosperity and also identity to the area.

After 30 years of practising, planners found that the culture might be the elements that can easily be implemented in most of the declining cities, and in most of the cases, short-term benefit can immediately be retrieved right after the hosting of the cultural events. But there has been little recognition the culture-led regeneration and its long-term impact. Sometimes it may end with the commodification of places and the development in real estate. The connection between the area and the culture is getting weaker as time goes by...





Just as many scholars point out that the commodification and exploitation of culture and history may just “begin with poetry and ends with real estate”(Evans, 2005, p959). Culture-led urban regeneration is not the panacea for every urban problem, and not every declining city is suitable to be identified as the cultural city. What is the definition of creative industry? What kind of elements are essential to be operated in culture-led regeneration? How many different kinds of approaches can be combined? These are the main issues to be mentioned in this paper. Furthermore, to reflect the situation on a lagging behind historical city-Tainan (a city located in southern Taiwan). During the metropolitanization process, Tainan may identify itself as the historical and cultural hub within the whole island.

The academic background

Since the 1980s, culture-led urban regeneration has been used extensively around Europe as the strategy to regenerate and revitalize the cities and regions which suffered from the social and economic problems during the de-industrialization process. Throughout Europe, numerous strategies were quite successful! By promoting arts-based events, related amenities, culture-led regeneration can be understood as the strategy to stimulate the development of high quality living environment also attract the educated workers to the area.

“The use of culture as an instrument for achieving wider social and economic goals is nowhere more apparent than in cities”(Griffiths, 2006, p.415).

Globalization reinforced the promotion of culture-led urban regeneration. Comedia (2003) claim that culture is a means of defining a rich, shared identity and thus engenders pride of place and inter-communal understanding, contributing to people’s sense of anchoring and confidence.

The new policy orthodoxy tend to favour the cultural industries, because they believe that the capitalist development today has moved to a distinctive phase, the driving force of the economy is no longer technological or organizational, but human (Vanolo, 2008). That is how the idea of “cultural industries” is broadly being interpreted.

It seems that culture can be used as the strategy to promote and incorporate public realm and public forms of social life. Or maybe we can also turn this around to say that the input of the cultural strategy can function as the process to identify the city. Bianchini and Parkinson (1993) support this by saying that that cultural planning can function as a process of identifying, developing, managing and exploiting a city’s cultural resources.

Cultural strategies address not only performing and visual art, but broadly include the culture industry. Furthermore, to raise set of activities and attract cultural cluster. “Culture is not some separate, marginal and unconnected activity, but is rather a set of activities,

processes and perspectives that can inform, and enrich the city in myriad ways" (Montgomery, 2008, p.146).

The data shows that 30% of the European tour market is related to the culture heritage. The attendance at cultural sites doubling within the last twenty years. This phenomenon caused the inter-urban competition for attention among economic development agencies and tourism promoters (Garcia, 2004).

Overall, cultural strategy can work as a magnet to attract municipal politicians, tourism interest and other stakeholders to articulate art and culture's community, and converge with tourism and real estate interests.

"Culture industry" and "creative industry"

The term "culture industry" was first mentioned by Adorno and Horkheimer (1972). They used the words to denote the products and processes of mass culture. And the term was being mentioned again in early 1980s by Professor Nick Grunham and the policy analysts in UK, they used it as part of the London industrial strategy. In the early 2000s, "cultural industries" was brought forward continuously and implemented with supporting policies.

Later, Florida (2002) argued that cities and regions should focus on promoting the creativity and attracting creative people, not least through their creative "offer". The clustering of human capital is the critical factor in regional economic growth and is the key to the successful regeneration of cities.

Culture=Cultural Industries=The New "Creative Class"
=Innovation+Dynamics+Pluralism
Cool+Relaxed+Creative=Prosperous+Competitive

"Creative industries" has a wider range of activities than culture, Montgomery (2008) listed out the definition of creative industries published by the Australian Bulletin of Statistics identifies seven creative industry sectors.

1. Film, television and entertainment software:

Film and video production; services to film and video production; film and video distribution; motion picture exhibition; television services; and electronic games and entertainment software writing and publishing

2. Writing, publishing and print media:

Writing; book publishing and distribution; newspaper and magazine printing, publishing and distribution; and other periodical and journal publishing and distribution.

3. Music composition and production:

Music composition; music festival organizers; record labels and producers; and sound recording studios, lighting technicians and equipment suppliers.





Ways of approach

4. Architecture, visual arts and design:

Architecture and landscape services; urban design companies; photographic studios; and other industries with creative design elements, i.e. interior design, fashion or furniture design.

5. Advertising, graphic design and marketing:

Advertising services; graphic designers/ concept designers; marketing firms; and commercial art and display services.

6. Performing arts:

Music and theatre productions; creative arts; services to the arts; and performing arts venues.

7. Museums and libraries:

Museums; and libraries.

Creative milieus

A successful case result from the event of the right people being in the right places, at the right time. Just as what Landry (2000a) argues in "The Creative City", that the existing of the "creative triggers" that cause creative advances to occur at that point of time and result in the events, moments and influences. The triggers he mentioned include scarcity, obsolescence, new discoveries, luck, opportunities, entrepreneurship, competitive pressures and debate. For me, the participation of the visionary politicians, creative artist and inventors, finally with the involvement of the boosterish entrepreneurs are enough to shape the creative milieu.

Lovering (2006) explained the conceptualization of the cultural industries, divided into three layers:

1: everyday commodified popular culture (the play economic)

Determinants: private corporations, market regulation

2: formal arts and culture

Determinants: publicly subsidized facilities and organization

3: related to boosterism/property development (new spores stadia, casinos, galleries, conference centres...)

Determinants: speculators assessments, boosterist coalitions

The following article I listed out three common ways of approach, to analysis the pros and con within each strategy.

5.1 Creating Cultural Quarters

It is almost for certain that in most cities a place concentrated with cultural activities can be found. Some patterns can be found within these areas. It can be posited that urban districts with a strong cultural focus fall into four categories:

- Museum cultural districts (south Kensington in London)
- Institutional cultural districts: a cross-over of the above with major performing arts institutions (London south bank, Melbourne south bank)
- Metropolitan cultural districts: where cultural venues in the main are part of a dynamic urban mix, include smaller and medium-sized elements.
- Industrial cultural districts: centres of production both for the plastic arts and the creative and design industries (Sheffield CIQ, London's Cultural Clusters)

The point is that not every urban area is suitable to create a cultural quarter. The first step is to make sure there is a strong representative location of the creative industries to make the effort worthwhile, and to develop these industries as a dynamic economic sector. The overall aim should be comprehensive and diversified cultural activities and the resources also need to be committed to cultural programmes, like low-cost studio and business space and public realm improvements (Montgomery, 2008).

5.2 Hosting Related Events

The promotion of arts festivals or the European Capital of Culture (ECOC) are the complementary or alternative strategies to create a cultural city, luring all kinds of resources from the globalized marketplace. It is a form of hard-branding that can later be used in marketing (Evans, 2003).

Hosting cultural events is the most efficient way to increase tourism in the short term, while the promotion of art districts can effect real estate boom, just like the cases in Barcelona and London.

But the experience on of approached have been uncertain. Some scholars doubt the action of commodification and exploitation of culture and history may just "begin with poetry and ends with real estate"(Evans, 2005).

although many claim Glaswegians's reference is a successful example, Mooney (2004) argues that not all the citizens were happy with the changes. There is gap between rich and poor, local culture and identity. They need to be seen in the context of extensive and popular community events programme which reached out into peripheral estates (Booth and Boyle, 1993).

The common consequence is that the development in the end can only support and satisfy certain elitist groups, if the cultural-led regeneration is lack of the empirical evidence into the long-term impacts, that working-class inhabitants may be excluded form any benefits that cultural regeneration may bring, further more, it just end up with the replacement of indigenous culture/artists to as imported one.

It's just like a "carnival mask" worn by the city centre to serve the needs of business or wealthy tourists that hides the social deprivation in peripheries, and papers over the "real" culture of their residents (Evans, 2003; Garcia 2004; Mooney, 2004).





Reflect the theory on Tainan

Using new landmark investment as the route to regeneration should not be supported as the key driver for cultural-led regeneration, instead it seems that providing a finer grain of intervention, more subtle and locally finessed approach is more appropriate in most places.

5.3 Regeneration via participatory community arts programs

This is the strategy that try to achieve renewal from bottom up approach. Instead of thinking about whether cultural investment works or not, but on the degree to which it works for diverse social groups.

The benefits for participants can be multiple (Comedia, 2003). They include enhanced social cohesion, improved local image, reduced offending behaviors, promoted interest in local environment, developed self-confidence, built public/private sector partnerships, explored identities, enhanced organizational capacity and supported independence (Landry, 2000b).

The acknowledgement of the traditional culture and history as well as the involvement with the local people are the crucial ways during the plans of strategy, most of the aims can't be achieved without them.

There are limits to this kind of approach, it tend to address "softer" aspects of social development such as building social capital and sense of community rather than "harder" one of social regeneration such as lack of cultural amenities.

At the end of year 2010, Taiwan administration practiced a new policy setting up five direct controlled municipalities in the west coast of Taiwan. The new high speed rail way links this five metropolitan areas the west. Taiwan region will sooner or later function as an megalopolis as polycentric agglomeration.

During this metropolitanization process, Tainan needs to adjust itself to become a metropolitan centre within the whole region. What role can this lagging behind historical city do for the whole megalopolis?

Tainan is the city with the highest density in historical ancient buildings and heritages among the cities in Taiwan. It is the city with spatial uniqueness and is rich in history and culture elements. It is lagging behind though in its several social and economic problems. Which accidentally preserving these historical elements. If we want to create a culture city in Taiwan, Tainan will be the most suitable city.

While the cities in the world talked about economic diversity, the city focus on certain single industry can not accommodate with sudden economic crisis any more. After the success of the science park, Taiwan play an important role in world's high-tech industry field. If we can fulfill the software (creative people, image-makers etc.) part of the industry, with



the combination of hardware and software technology definitely will upgrade the high-tech product's value and provide higher economic profits. Just like the argumentation arised by Porter (1990) that the successful industries tend to co-locate in dynamic cluster. "Cluster" is a group of upgrade the high-tech product's value and provide higher economic profits. Just like the argumentation arised by Porter (1990) that the successful industries tend to co-locate in dynamic cluster. "Cluster" is a group of industries linked together through customer, supplier and other relationships that enhance competitive advantage.

The science park (high-tech) industry, traditional manufactory industry, traditional handicraft industry and the tourism industry in Tainan can all have the good linkage with the culture and creative industry. The first three industries can operate with creative workers to improve the value of the products, and at the same time provide a stage for these creative workers to display. The cooperation between the traditional handicraft industry and the creative workers not only can remain and extend these traditional skills, with the new idea adding on these traditional handicraft can also function as the way to popularize the traditional culture, to highlight the cultural heritage of the city.

Tainan not only is the city with highest density in heritage, also in temple. The gathering of the temple not only reflects to the high frequency of temple's event hosting (1-2 per month), also resulted to the gathering of related traditional craft. Such as the Buddha sculpture making, lantern making etc. Those traditional craft industries can still be remained nowadays all relayed on the needed from temples. Most of these traditional

craft around Taiwan are all facing the threat of not being able to find someone to past down these traditional skills because of the downgrading of the industries.

Temple's culture in Taiwan hasn't been greatly modernised and commodified yet. Most of the people visiting temples do so for mainly religious occasions, unlike the situation in Japan. Actually, from the ceremony to the architecture and even to the detail of the custom, all are fullfilled by traditional local culture.

The case in Japan is cliamed to be a success, Japanese cities have highlighted of temple's culture and the commodify of related custom to well preserved the traditional custom and related craft industries. The commodification of custom and traditional craft not only can attract tourism but also to transfer the local culture into art field, to highlight the visibility of the culture.

Further more, to enhance the cooperation between the traditional craft industry and the creative workers. With the new idea adding on these traditional craft to revitalized also to popularize the traditional culture, to highlight the local culture of the city.

The heritage resources in Tainan has always been the main reason to attract tourists. With the city's historical background, Tainan is also famous

for its historical shop and local traditional food. These food shops providing the attraction in another dimension. The booming tourism helps to create the working opportunities, cause it functions as the power of consumption in the creative cluster chain to maintain the circulation. But we can also turn around to say that these heritage and historical elements are the main reason that shape Tainan as the city with its spatial uniqueness, and with the well develop, this spatial uniqueness can naturally attract the clustering of culture and creative workers.

The input of the creative industry in Tainan not only can improve and strengthen the high-tech industry in Taiwan, but also create an even bigger and complete industry cluster chain.





1. City with strongest “culture” image in Taiwan

Being the capital city of Taiwan for almost 300 years, it has highest density in ancient buildings and heritage. Rich in all kinds of historical & culture elements.

2. Many existing industries can cooperate with creative workers

1.Science park(high-tech industry)

If we can fulfill the software (creative people, image-makers etc.) part of the industry, with the combination of hardware and software technology definitely will upgrade the high-tech product’s value and provide higher economic profits.

2.Traditional manufactories

Traditional manufacturing usually can provide flexible cooperation to meet the need for the creative workers. The manufactories cluster in Tainan mainly are producing plastic, hardware and textile product.

3.Traditional craft

Great amount of traditional craft workers still remaining in this historical setting. Because Tainan is the city with highest density in ancient buildings, while these buildings and temples need these traditional workers to doing the maintenance. The traditional craft here mentioned are: embroidery, traditional painting, Buddhist statue carving, wood carving, Buddhist statue accessory and sedan chair making.

If these traditional craft can cooperate with creative and culture workers, by the commodification of traditional craft to extend these craft also

to high light the end product. Reach win win situation for both traditional craft workers and creative workers. In the end to strengthen the city’s historical and cultural image.

3. Lower living expense but unique spatial quality

The living expense in Tainan is much lower in compare with Kaohsiung and Taipei. This is the very important crucial advantage for culture and creative workers. Besides this, due to city itself’s unique spatial quality and historical background, various type of activities can happen in between-the traditional street house being transformed into a night pub etc. The mix between new and old can frequently be found in the corner, this kinds of spatial uniqueness can attract culture and creative workers.

4. Many universities have related departments

Provide human resources to accommodate with the development of creative industry.



Fig. 2.6: culture related departments in Tainan (image mapping by author)

Conclusions from the theory

Culture-led urban regeneration has been practised in Europe for almost 30 years. Taiwan, as the country which is going to step into the metropolitanization process, definitely can learn from this experience.

First of all, it is important to remember that culture-led urban regeneration is not the panacea for all the urban problem or the guarantee of employment and economic growth. Culture-led development is not automatically beneficial to all. We should not expect too much from the regeneration, little recognition in economic impact of culture-led regeneration is usually from the gentrify in real estate and the commodification of place to attract tourism. In general, cultural industries tend to be more elitist in employment terms than in industries.

Development may accelerate gentrification, and in some cases, it may also exacerbate social divisions. Just like the cases in north east England, the local citizen seldom attend these culture amenities or events. They even feel isolated with the area, the people who really benefit from the regeneration actually are the outsider. The strategy may truly improve the living quality of the certain area, but actually cause the fragmentation of the whole city.



Another common hazards of the development is that the cities often fall into the myth that “what other cities have we also should have too”, so most of the indicators of culture (art festivals, galleries etc) look like very much the same everywhere. This phenomenon will also lead to the waste of resources.

In the case in Taiwan, suddenly set up five direct controlled municipalities along the west coast region, many financing fund will run into the local government account, how each city is going to identity and position itself, to avoid these kinds of hazard will be a vary important test for the country.

Finally the most common dilemma the city planners will face is that they have little real economic power, and most of the time they are under pressure to focus their efforts on the high-visibility activities. Similar situation already had happened in Taiwan, museum everywhere, but without enough content inside, and also lack of local connection to support it.

Following this discussion, the practical steps to move on would be the development of a more through and rigorous investigation of the relationship between cultural policy, social environment and cultural improvement (Bianchini and Parkinson, 1993; Greed, 1999). Most important of all, intervention should emphasize social inclusion and the expression of local identity, by building bridges between communities to get into the core problems of the area. Regeneration should avoid causing another fragmentation problem for the area, truly reducing gap between strategies and reality world.



The diagram below (fig 2.7) shows how the culture led urban regeneration is going to work within the city Tainan. Main concept is to provide better living quality & stage to attract creative/culture cluster, enhance

the cooperation with local industries. So the whole culture strategy will benefit not only to creative workers but also the local people.

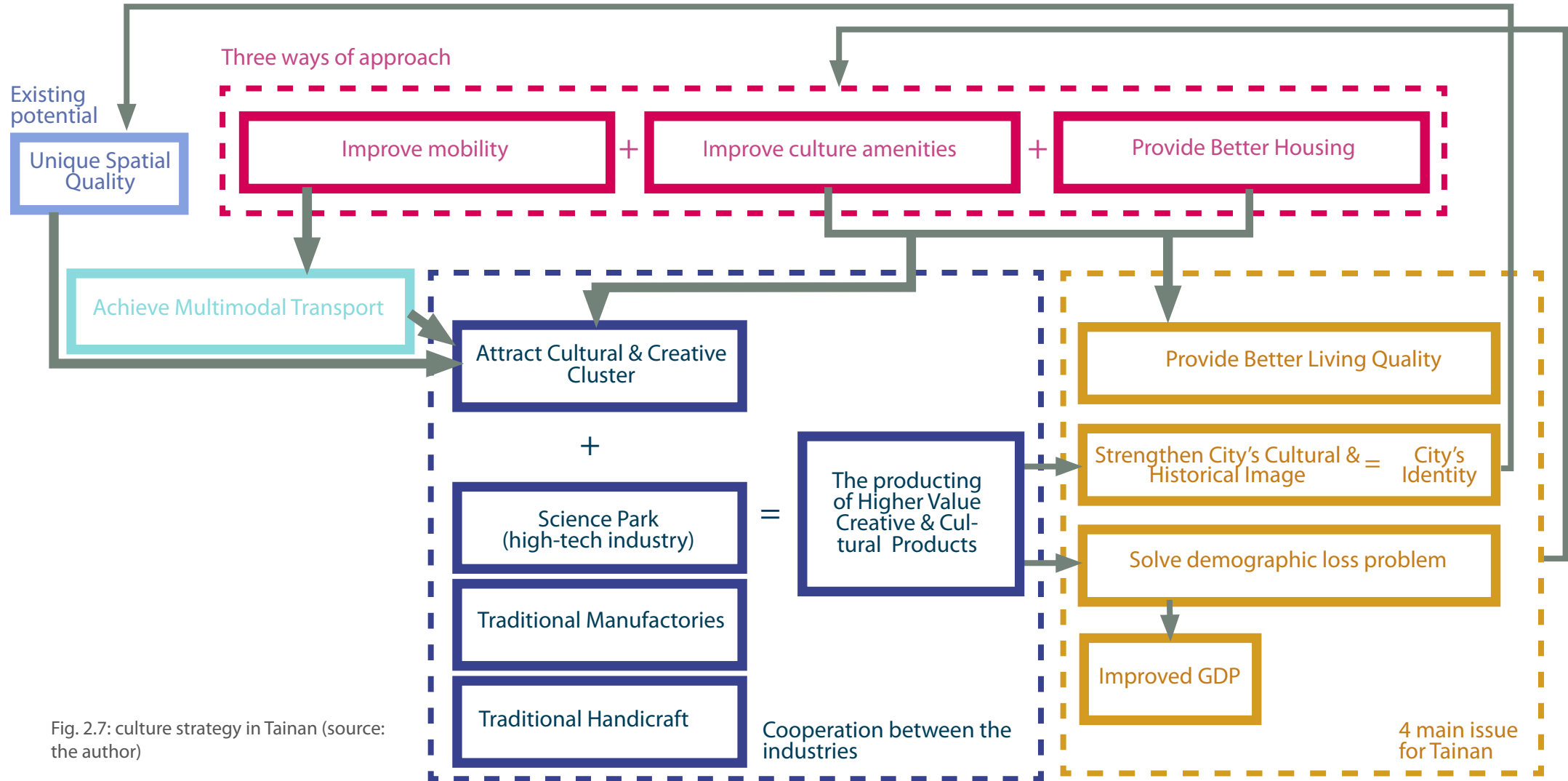


Fig. 2.7: culture strategy in Tainan (source: the author)

3.Problem Statement

Problem Statement

I divided the problem statement into four parts, as the diagram below (fig 3.1). First to illustrate the content of the policy made by central government(plan in regional scale) and local authority(plan in local scale), further on to give my own opinion about it. Then to discuss the problems existing in current situation,also both in regional and local scale. By showing some facts and figures to strengthen the argumentation.

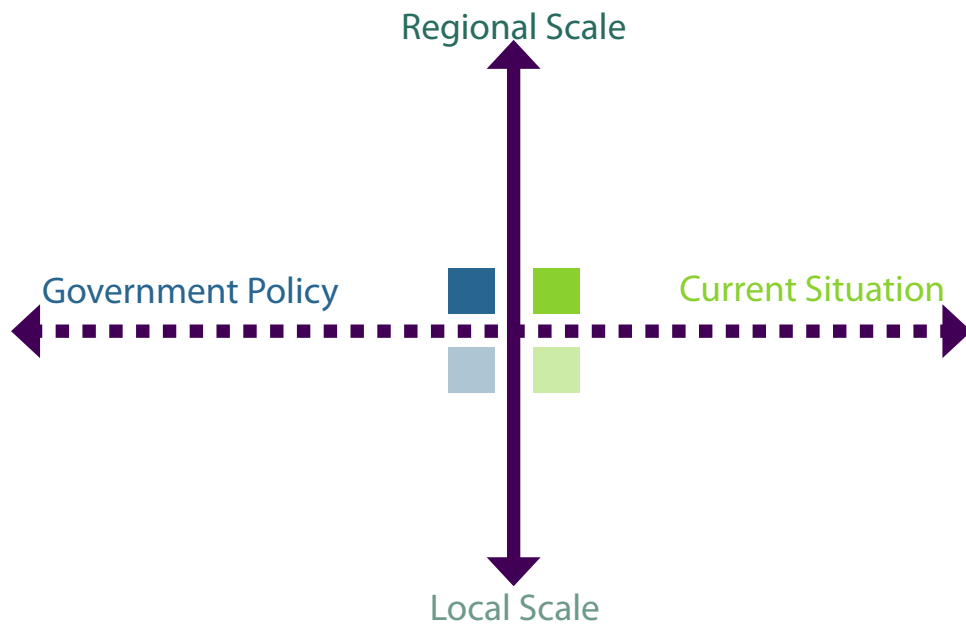


Fig. 3.1: framework of the problem statement (image edited by the author)





About 5 direct controlled municipalities policy

The concept of the new policy is to enable the whole Taiwan west coast region to function as a megalopolis by creating the five special municipalities, to balance the development between the north and the south, to envelope a coastline of large and small cities, also to interconnect the network of information, movement and matter.

There is a controversial issue in the policy, the starting point of the policy is for balancing the development. But in the final, northern Taiwan still will gain more resources compare with southern Taiwan.

The detail contents of the policy remain unknown for citizen

As the newly setup municipalities in southern Taiwan-New Tainan city and new Kaohsiung city, despite the lack of the resources in compare with the north. More challenges will come along after the realized of the policy. While Taipei city and new Taipei city no need to adapt for the new changes of the administrative division, that New Tainan city and new Kaohsiung city need to face the series problems of how the city and county are going to be combined, how original local cities are being transited into the metropolis...From the fig 3.2, showing that the policy already are already proceeding, but most of the citizen still remain unknown about the content of the policy.

五都政見在哪？7成4選民不知



Fig. 3.2: the policy related new, saying that over 74% of the citizen knowing nothing about the contents of the policy. The things citizen really care are how to create more job opportunities and increase their income. (source: <http://tw.news.yahoo.com/>)

Planning process stayed in blueprint era, strategy remain as a slogan

The same argument had already be made when talking about Tainan historical expansion. That the passive way of thinking from the government lead to this series of problem. Just like fig 3.3 shown below. Government planning strategy remains as a slogan, no strategy yet had been shown on any of the planning documents.

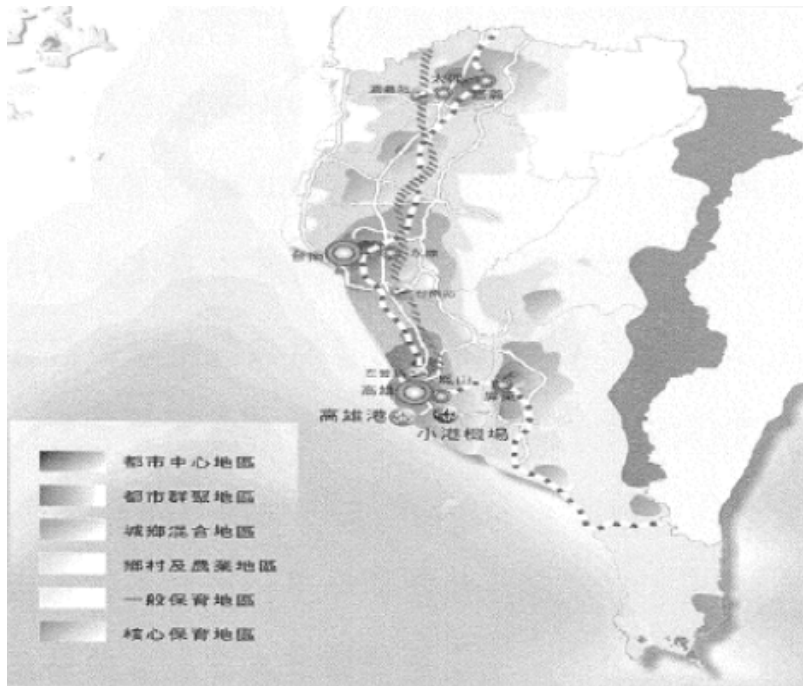


Fig. 3.3: the only planning map showing on the Tainan city and county combination plan book , spacial strategy remain unclear (source: report from executive yuan in 2009)





Contradictions in policy

In central government planning document, mentioned that want to create three metropolitans area along the west coast on Taiwan(fig 3.4). In detail, planning's main idea is to divide the whole island into 6 different industrial developing area (fig 3.5), by the combination of local's resources to achieve higher economic profits. But there is contradictions in between, want to shape Tainan and Kaohsiung as one metropolitan area but divide it into two totally different industrial developing area.

Three metropolitan area



Fig. 3.4: CEPD Planning (image from executive yuan website: <http://www.ey.gov.tw/ct.asp?xItem=55730&ctNode=2313&mp=1>)

Six different industrial developing area

V.S.



Fig. 3.5: CEPD Planning (image from executive yuan website: <http://www.ey.gov.tw/ct.asp?xItem=55730&ctNode=2313&mp=1>)

Ignore local identity

When viewing the detail classify, central government divided Tainan as agriculture and textile developing base area (fig 3.6), tent to ignore the historical and cultural resources Tainan had. Kaohsiung as the software and media developing base area, hardly can have any interdependency relationship with the city which set agriculture and textile as its main industry.

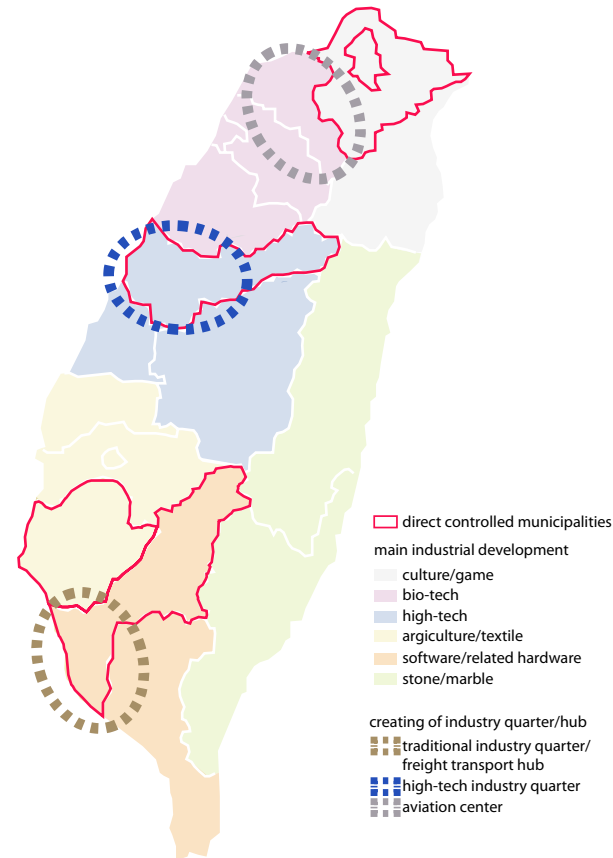


Fig. 3.6: CEPD Planning (image edited by author, source from executive yuan website:<http://www.cepd.gov.tw/m1.aspx?sNo=0011413>)

Policy mismatch between central and local government

The planning made by the construction and planning agency for south Taiwan region define that Kaohsiung and Tainan should function as the twin core city. (fig 3.7) While Tainan focus the main developing industry on high tech and culture industry, Kaohsiung focus on its aviatic potential to shape the free business trade zone.

There is serious mismatch between central government and local government planning. Especially the planning for Tainan.

“High-tech+Culture v.s. Agriculture+Textile”

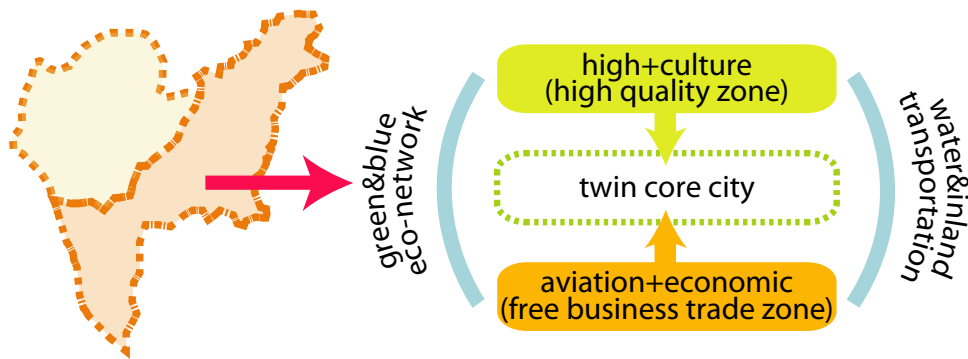


Fig. 3.7: south region Planning (image edited by author, source from construction and planning agency website:http://tpweb.cpami.gov.tw/p3_3.htm)





Unbalance policy showing in the input of creative center

In the policy made by Council for Cultural Affairs, plan to set up several creative culture combination centers and creative art centers (fig 3.8). The former one function as the synergy to enhance the cooperation between creative workers and traditional craft workers, while the creative art center main purpose in event hosting. The location of the center mainly are the north region of Taiwan, unbalance policy also reflect on culture planning

The located of the node didn't accommodate to central government policy

Another problem is that the culture policy didn't accommodate central government planning. Central government defined Kaohsiung as software and media industry developing base area, its the kind of industry which strongly needed the creative idea to support. But culture policy didn't reflect anything on this planning, without the setting of the creative art center to support central government policy.

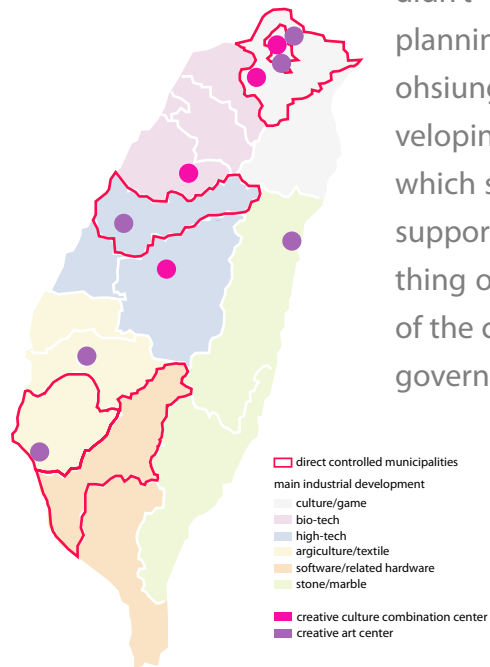


Fig. 3.8: Culture & Creative industry Planning (image edited by author, source from executive yuan-council for cultural affairs website:http://www.cci.org.tw/cci/market_category2.php?c=194)

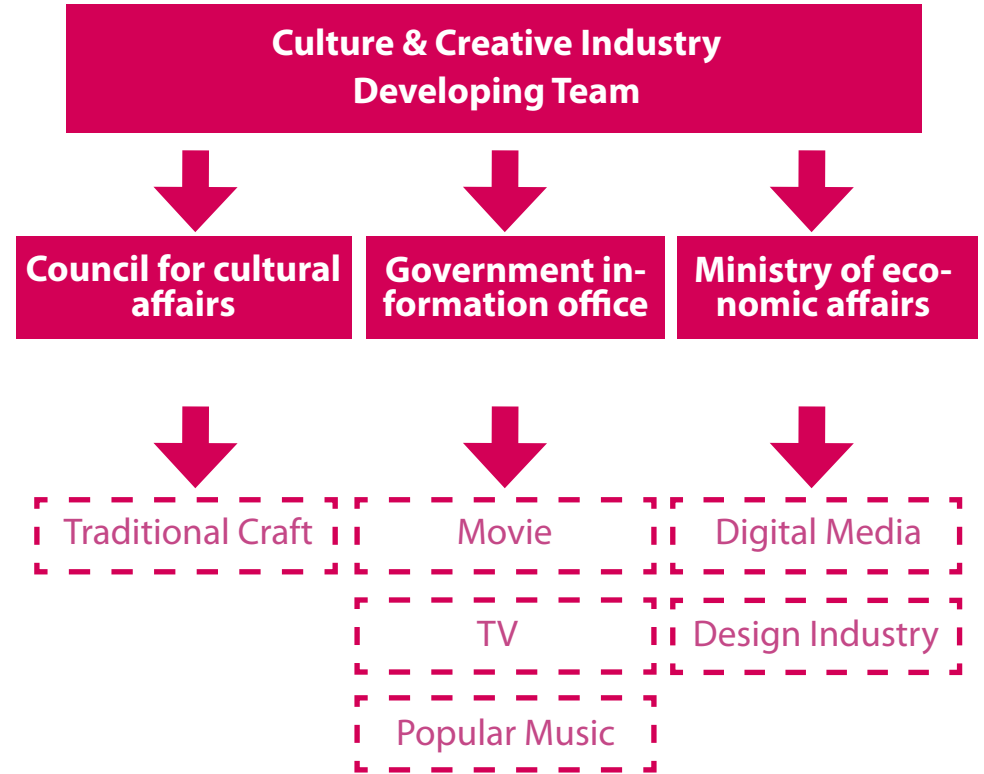


Fig. 3.9: Culture & Creative industry developing team structure (image edited by author, source from executive yuan-council for cultural affairs website:http://www.cci.org.tw/cci/market_category2.php?c=194)

Lack of communication in each branch during policy making

Government focus the development of creative industry on six industries as the chart shown above (fig 3.9), they divided these 6 industries into three councils. First of all, the structure of work division is weird, and lack of connection between these three branches.

Problems Existing in Current Situation

When discuss the problems existing in current situation, try to show some facts and figures to strengthen the argument.

First, showed the basic information-population density and GDP of selected cities. From the Chart below(fig 3.10) can see that there is a great gap existing between Tainan and Taipei.

Unbalance between north and south in population density, GDP

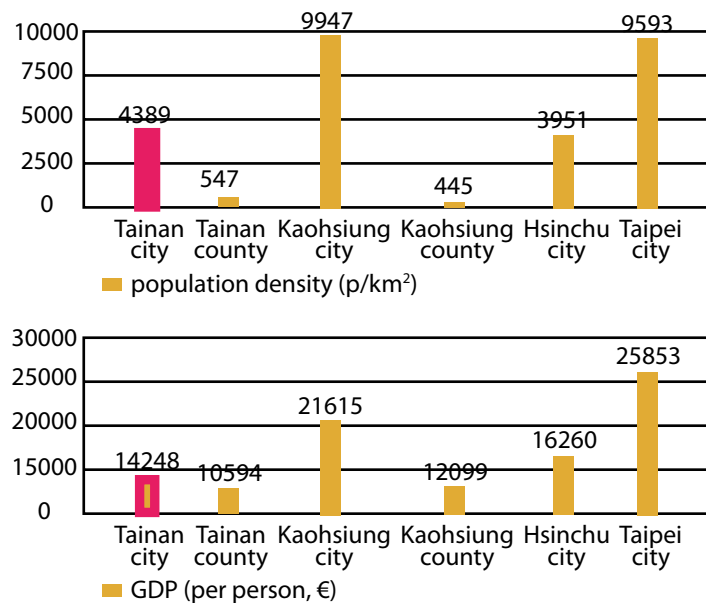


Fig. 3.10: facts and figure about population density and GDP (chart edited by the author, source from the website: <http://www1.stat.gov.tw/mp.asp?mp=3>)

Further on to discuss the reason causes the gap of population density between Tainan and Taipei, this phenomenon might resulted from the demographic loss problems in Tainan. As the chart below(fig 3.11) can see that the percentage of higher educated workers is much lower in Tainan, while the lower educated worlers is much much higer. Indicate that Tainan suffer from serious demographic loss problems.

Tainan suffer from serious demographic loss problem

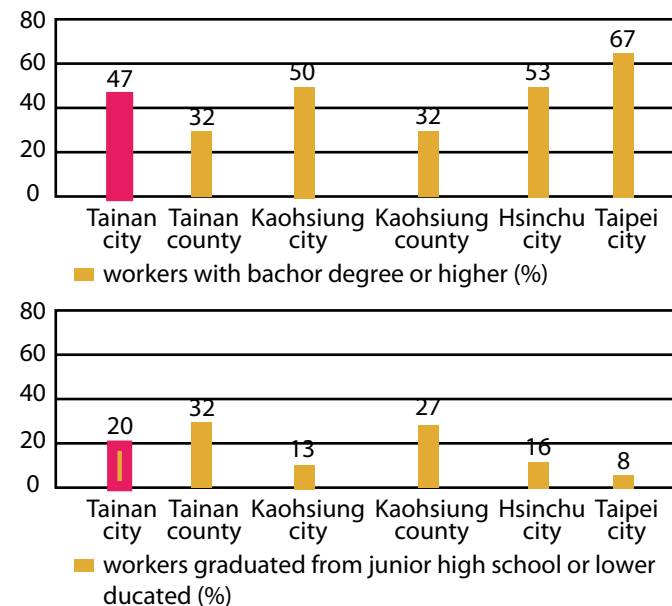


Fig. 3.11: facts and figure about percentage of higher and lower educated workers (chart edited by the author, source from the website: <http://www1.stat.gov.tw/mp.asp?mp=3>)



Buses is the only public transportation system Tainan got so far, as we compare the bus line density within the certain cities(fig 3.12), can see that the public transportation system is serious insufficient in Tainan. That is why the willing of people using public transportation system is so low(fig 3.12)

Tainan, Insufficient in public transportation

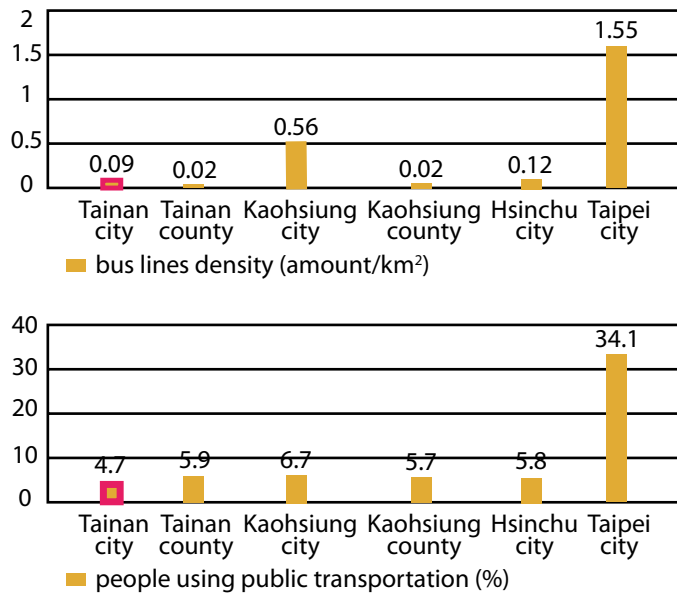


Fig. 3.12: facts and figure about bus line density and percentage of people using public transportation (chart edited by the author, source from the website: <http://www1.stat.gov.tw/mp.asp?mp=3>)

The chart below (fig 3.13) also indicates the insufficiency in culture amenities in Tainan.

Insufficient in culture amenities

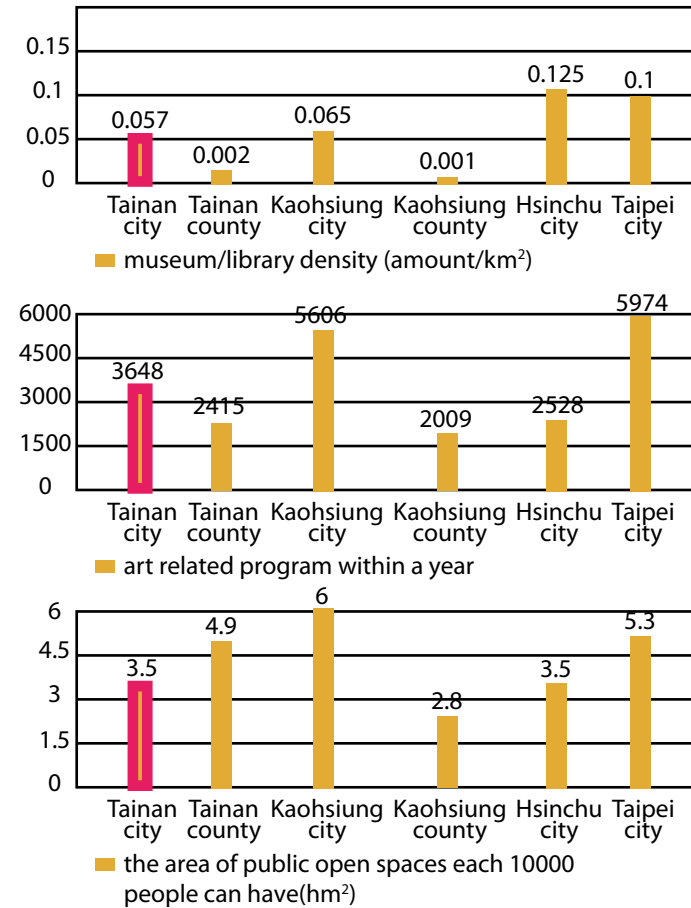


Fig. 3.13: facts and figure about bus culture amenities (chart edited by the author, source from the website: <http://www1.stat.gov.tw/mp.asp?mp=3>)





The following charts are the information to discuss about the tourism resources and potentiality Tainan city got. The first chart(fig 3.14) is the statistic information about in which city that tourism are more willing to visit for attending historical activities, such as temples, heritage visiting.

Tainan is the city with highest historical tourist resources

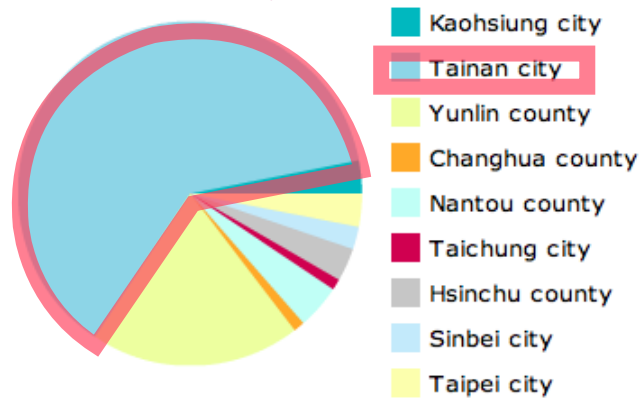


Fig. 3.14: Tourism percentage visiting historical related tourist resources (chart edited by author, source from tourism bureau website: <http://admin.taiwan.net.tw/index.asp>)

The next chart(fig 3.15) is the statistic information about which kind of activities are more attractive for tourism, for the chart can see that the top three activities-nature resources, culture activities and tasty food are the resources that Tainan have. So we can say that Tainan is the city rich in tourism resources.

Tainan is the city rich in tourism resources

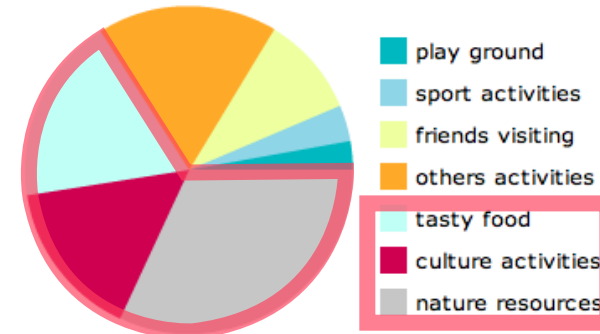


Fig. 3.15: Tourism percentage visiting historical related tourist resources (chart edited by author, source from tourism bureau website:<http://admin.taiwan.net.tw/index.asp>)

Conclusion

From the information given above, it clearly shown that the north and south unbalance situation existing in many dimension, such as population density, GDP etc. Tainan is the city in transition, though it suffer from serious demographic loss, but it actually is the city with great potential, rich in historical and tourism resources. Also the city with unique spatial atmosphere, those potential can be well regenerated to strengthen city's identity also to attract the live in of knowledge workers.

But we also can't ignore that the public transportation system and public amenities are so insufficiency in Tainan, this will be the crucial problem for the city especially after the



combination of Tainan's city and county. Giant population will flow from county to city after the realized of the policy, if the insufficient in infrastructure remain the same, then the traffic problem will definitely jeopardize the development if the city.

Facts & figure about the cultural creative industrial in Taiwan 2009

The amount & quantity steadily increasing

From the chart below (fig 3.16) we can see that from 2002 to 2007, the business turnover on creative industry and the quantity of employment working in this field were increasing steadily. Though there was a little decline due to the world wide economical crisis. The information indicate that Taiwan is the country with potential to develop its creative industry.

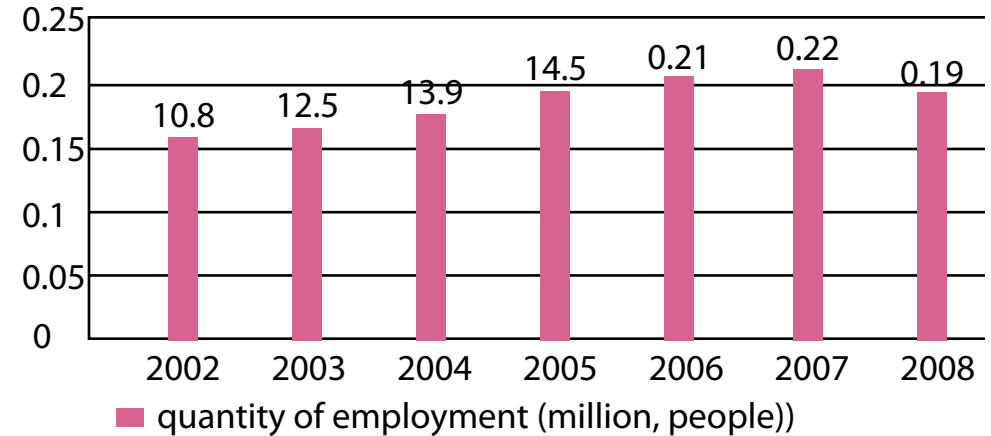
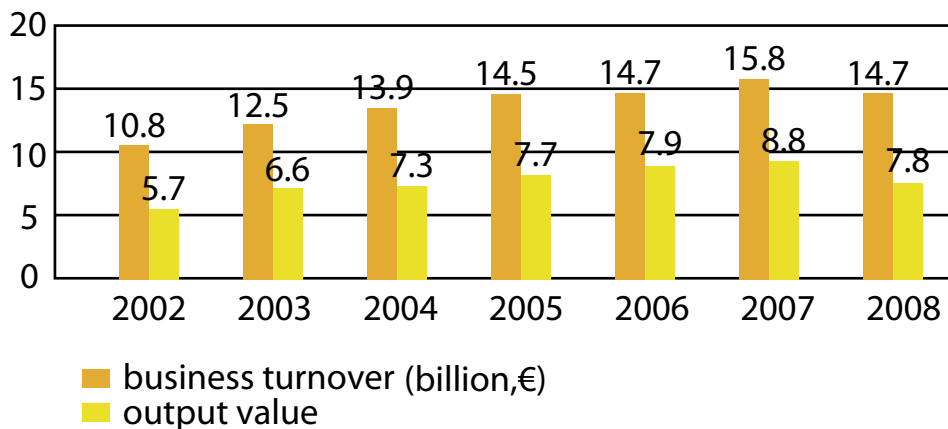


Fig. 3.16: Culture & Creative industry in Taiwan (chart edited by author, source from executive yuan-council for cultural affairs website: http://www.cci.org.tw/cci/market_category2.php?c=194)

But we also can't ignore the fact that the unbalance situation also existing in the development of creative industry, from the chart below (fig 3.17) indicate that over 80% of the business turnover in creative industry came from the north part of Taiwan (Taipei & Sinbei city).

Extremely unbalance between north and south

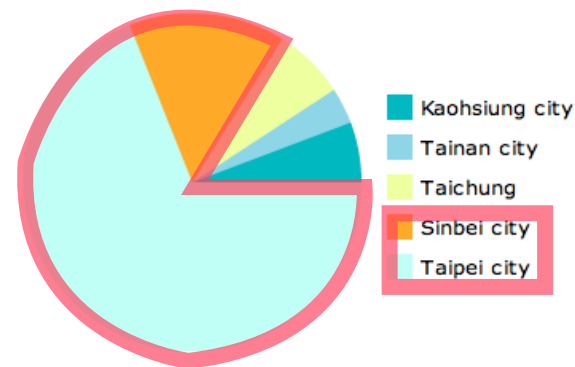


Fig. 3.17: Cultural creative industrial in 5 direct controlled municipalities (chart edited by author, source from executive yuan-council for cultural affairs website: http://www.cci.org.tw/cci/market_category2.php?c=194)

Business turnover amount each industry

Industry type	business turnover(billion,€)	growth rate(%)
Advertisement	2.76 billion	-10.45%
TV and radio	2.46 billion	-1.26%
Architecture	1.82 billion	-14.36%
Traditional craft	1.57 billion	-16.75%
Publisher	1.53 billion	-7.16%
Design	1.43 billion	-19.72%
Media & entertainment	0.55 billion	24.10%
Movie	0.35 billion	-0.21%
Music & performing art	0.24 billion	1.89%
Visual arts	0.1 billion	-20.24%
Culture exhibition	0.05 billion	4.69%

Fig. 3.18: Business turnover amount each Culture & Creative industry in Taiwan (chart edited by author, source from executive yuan-council for cultural affairs website:http://www.cci.org.tw/cci/cci/market_category2.php?c=194)

The chart above(fig 3.18) is the statistic information about the business turnover amount in each creative industry in Taiwan. While the colored three industries-advertisement, tv and radio, publisher are the type of industries that tend to need direct connection with capital city's resources. Others types of the industries, such as media & entertainment or music & performing art, so far haven't create high business turnover like others, but from the chart shown that these industries are growing

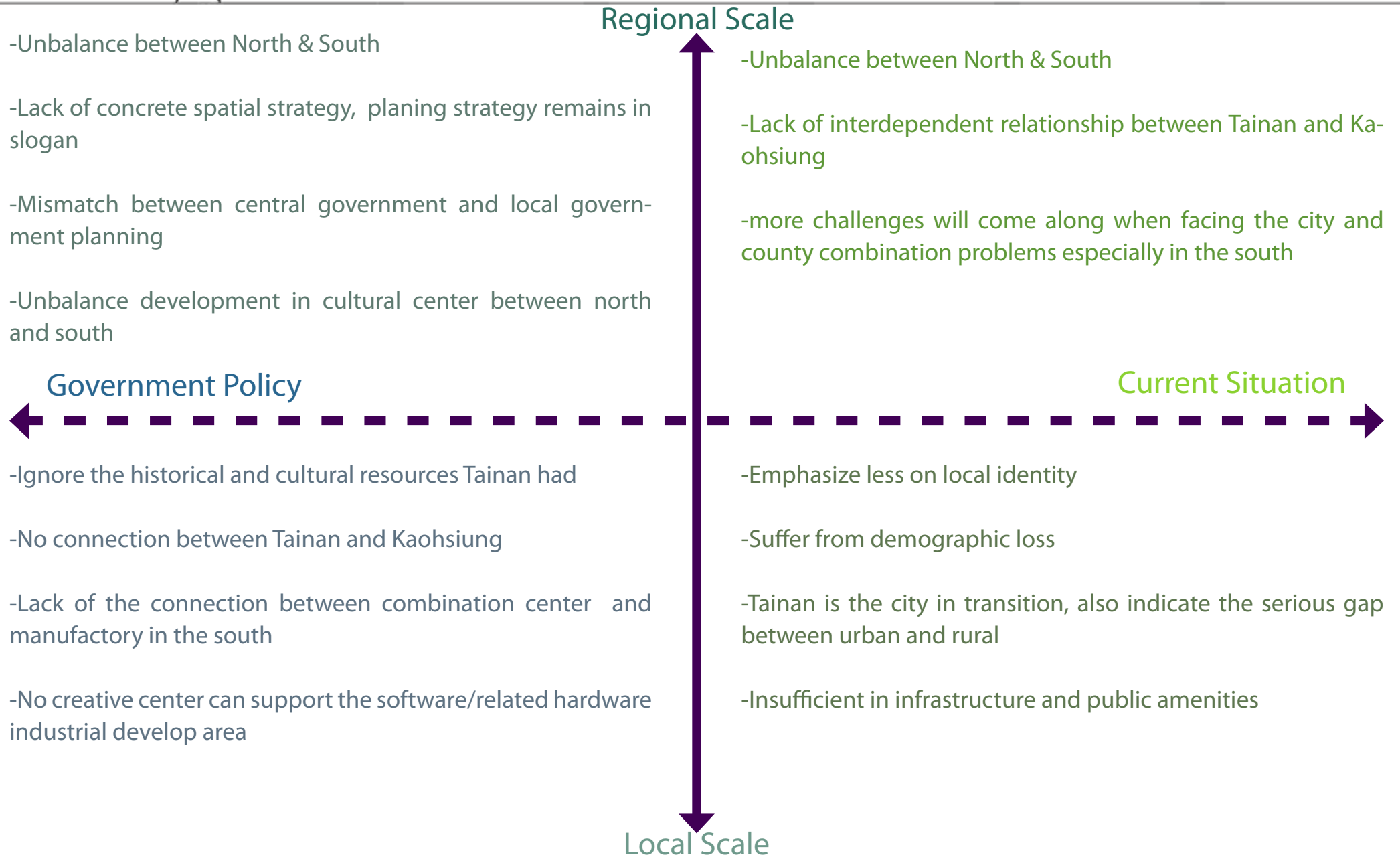
steadily. These steadily growing industries which didn't need direct linkage with capital resources might be the type of the creative industries that are suitable to be input in south Taiwan region.

The following page listed out the keywords to indicate the problems existing in four different dimension.





Problem Statement:



4. Research Question



PROBLEM STATEMENT

REGIONAL

- Unbalance between North & South
- Lack of interdependent relationship between Tainan and Kaohsiung
- Lack of concrete spatial strategy, planing strategy remains in slogan
- Mismatch between central government and local government planning

LOCAL

- Emphasize less on local identity
- Suffer from demographic loss
- Tainan is the city in transition, also indicate the serious gap between urban and rural
- Insufficient in infrastructure and public amenities

GOAL

By using culture-led urban regeneration to integrate Tainan, create interdependent relationship between Tainan and Kaohsiung.

What's the role Kaohsiung city will play when Tainan function as the cultural city of Taiwan?

How to synergize Tainan city with Kaohsiung city as one direct control city region?

How Tainan and Kaohsiung are going to work together as the cultural+historical+industrial hub of Taiwan?

What kind of culture strategies are more suitable to input in Tainan city?

How to dignify and develop the existing historical and cultural related resources in Tainan?

How to reinforce the cultural city image of Tainan by improving mobility, public amenities, housing typology and enriching related industry into the city?

Fig. 4.1: research questions chart (source: the author)

5. Analysis

Analysis

I divided the analysis into two parts). First are the analysis at the regional scale in nine different topics, then are the analysis in city scale. The analysis indicates certain spatial problems existing in regional and city scale.

Regional Scale-Tainan & Kaohsiung Urbanization

From the urbanization analysis map below(fig 5.1) can conclude that the piecemeal development existing in Tainan city for years, while the development in Kaohsiung is more concentrated in the harbour area. The linkage between these two cities seems to be increasing after the 1945.

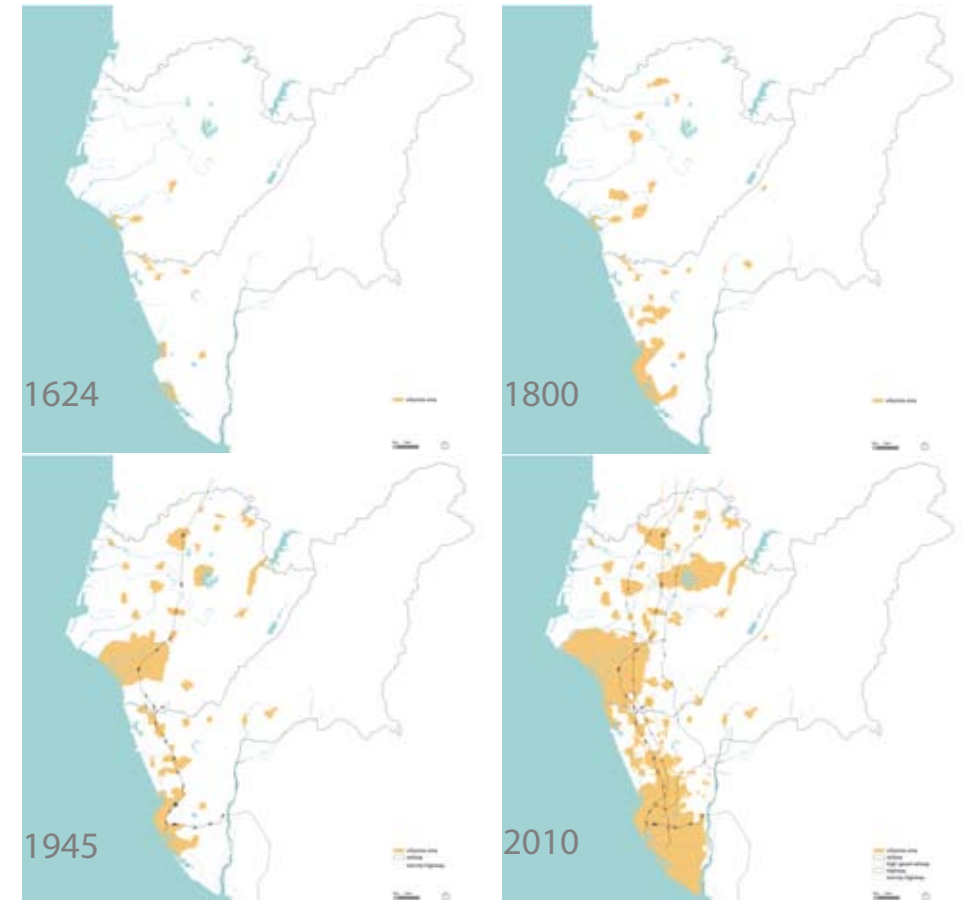


Fig. 5.1:Tainan & Kaohsiung urbanization analysis map (image edited by the author)



Regional Scale-Density analysis

From the density analysis map below (fig 5.2) can indicate that the current expansion force between Tainan and Kaohsiung seems to extend into two different dimensions. While Tainan city is north-east and Kaohsiung city is north-south.

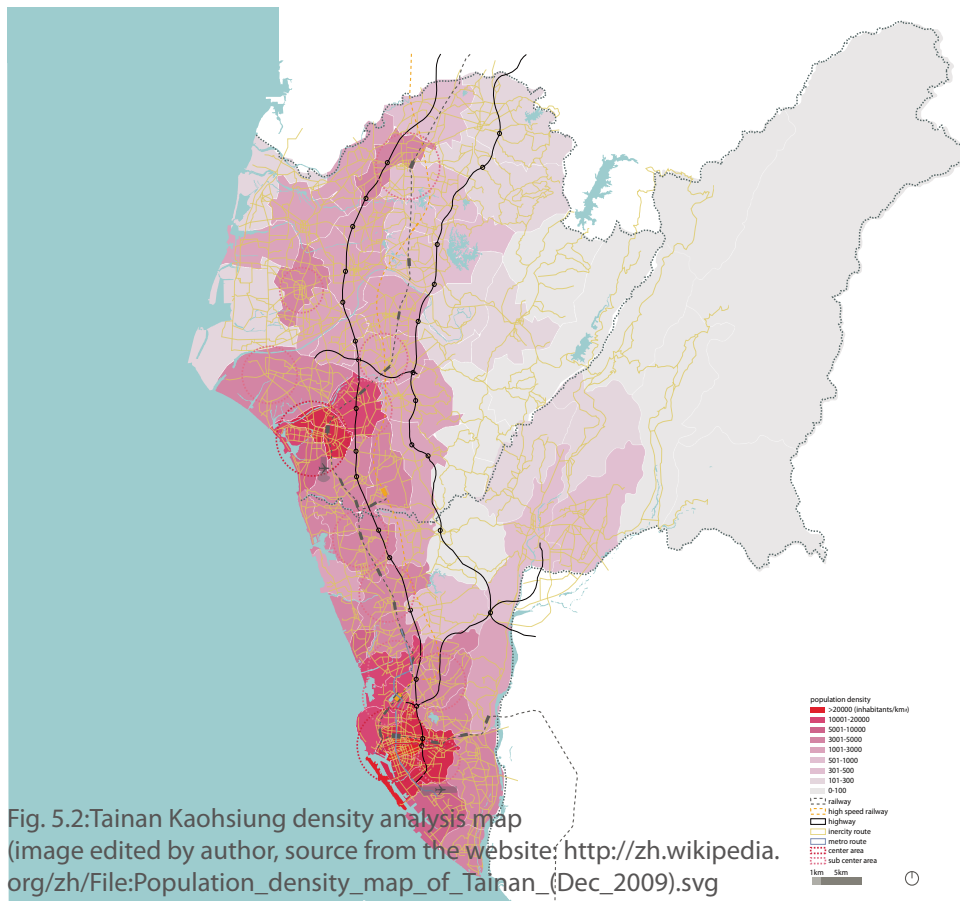


Fig. 5.2: Tainan Kaohsiung density analysis map (image edited by author, source from the website: [http://zh.wikipedia.org/zh/File:Population_density_map_of_Tainan_\(Dec_2009\).svg](http://zh.wikipedia.org/zh/File:Population_density_map_of_Tainan_(Dec_2009).svg))

Regional Scale-Land use analysis



From the land-use analysis map below (fig 5.3) can clearly show that there are industrial zones clustering between Tainan and Kaohsiung. And it is heavy industries-metal and petrochemical industry which clustering in between, resulted to the poor living quality of the area, and this phenomenon also resulted to city extended dimension, which was being arisen in the previous analysis (fig 5.2).

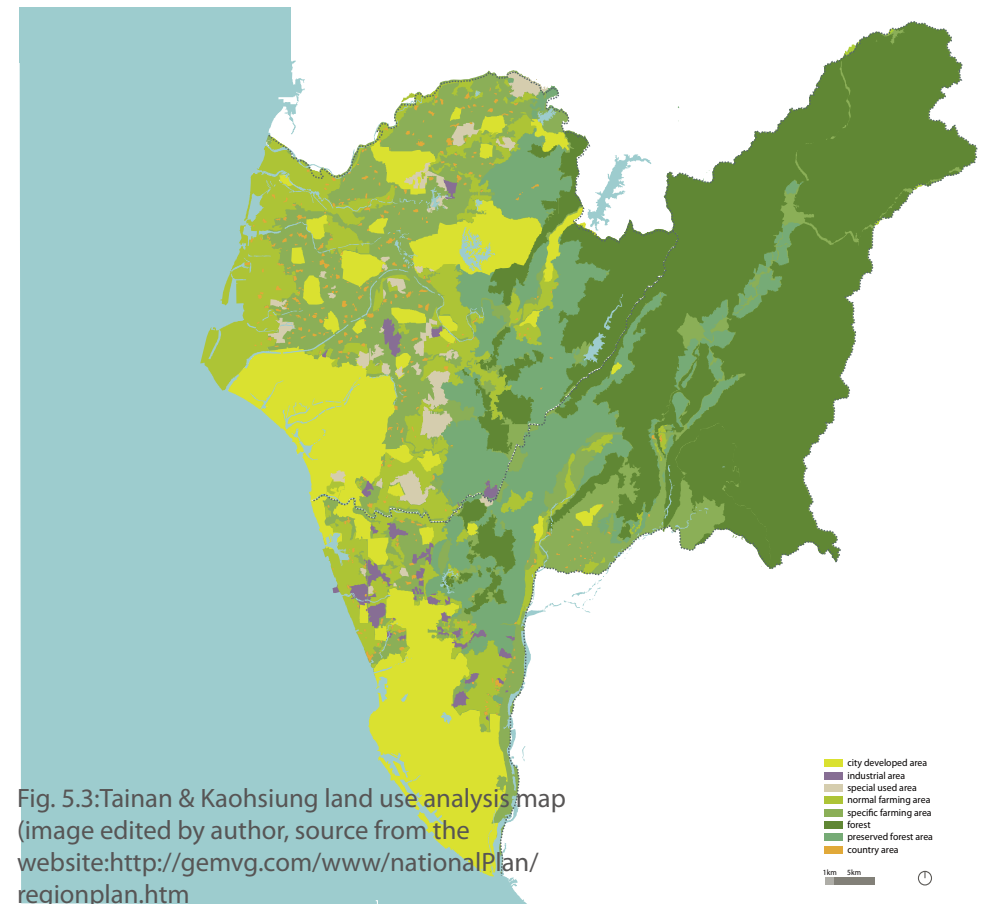


Fig. 5.3: Tainan & Kaohsiung land use analysis map (image edited by author, source from the website: <http://gemvg.com/www/nationalPlan/regionplan.htm>)

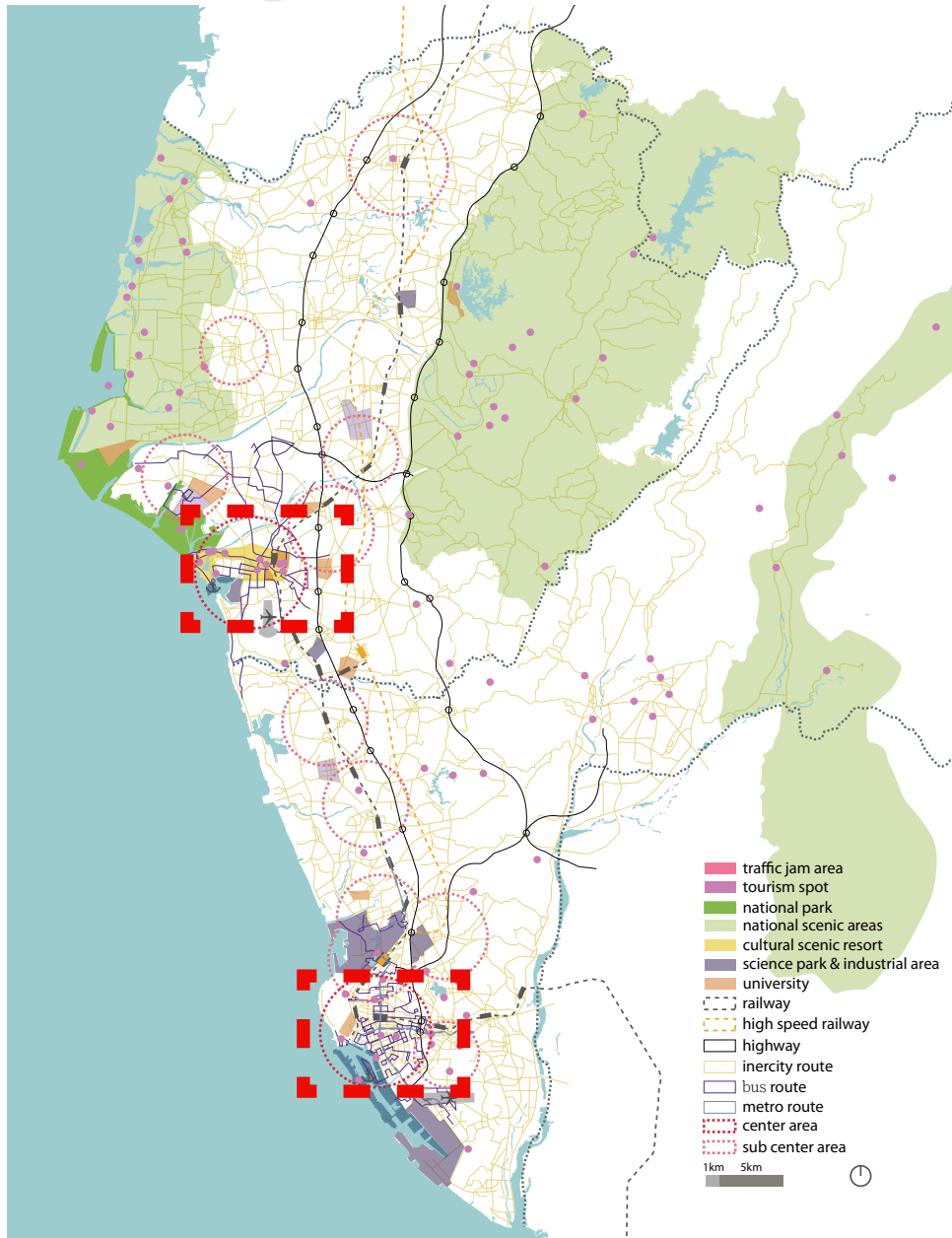


Fig. 5.4:Tainan & Kaohsiung infrastructure analysis map (image edited by author)

The analysis on the left(fig 5.4) shown that the most of the infrastructure system are going from north to south, lack of infrastructure system between east and west. Resulted to the inconvenient network system that link to the tourism resort in the west part of Tainan.

The problem existing in high speed rail way is that the stations are distance away from CBD center, and without direct linkage to the international airport in Kaohsiung.

From the detail map below(fig 5.5), showing the insufficient of public transportation in Tainan, especially if compare with Kaohsiung.

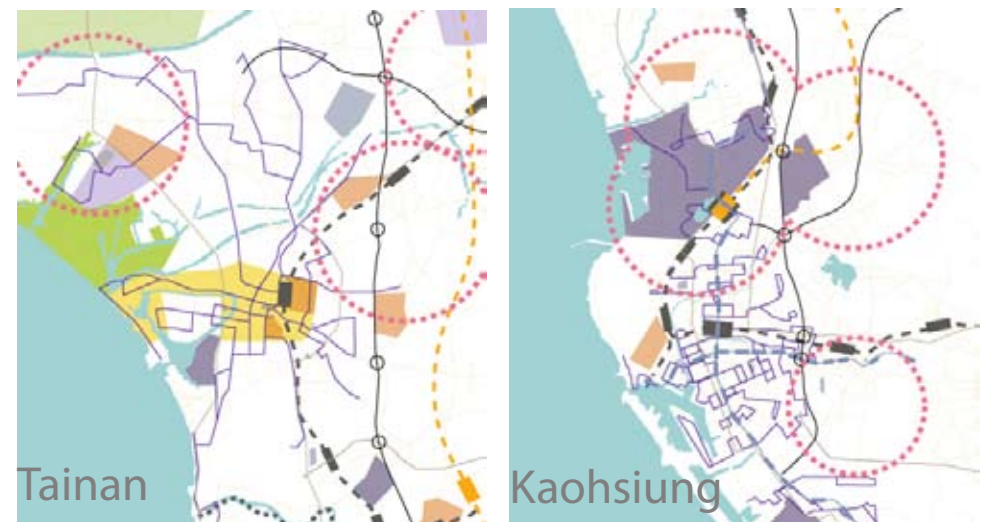


Fig. 5.5:Tainan & Kaohsiung public transportaion analysis map ((image edited by author, source from the website: <http://ebus.tncg.gov.tw/TNWeb/RouteStopInfo.jsp?routeld=10164>)

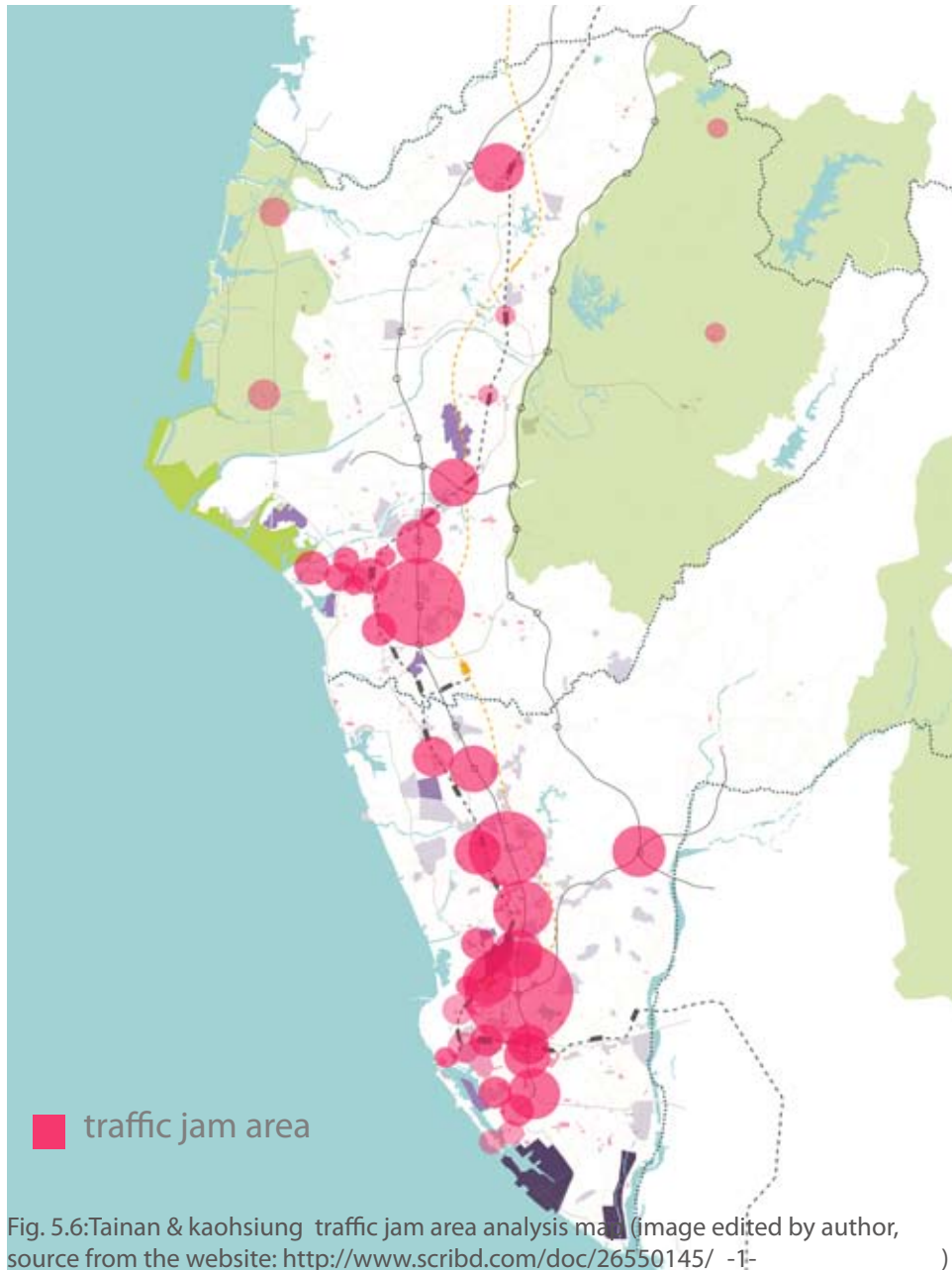
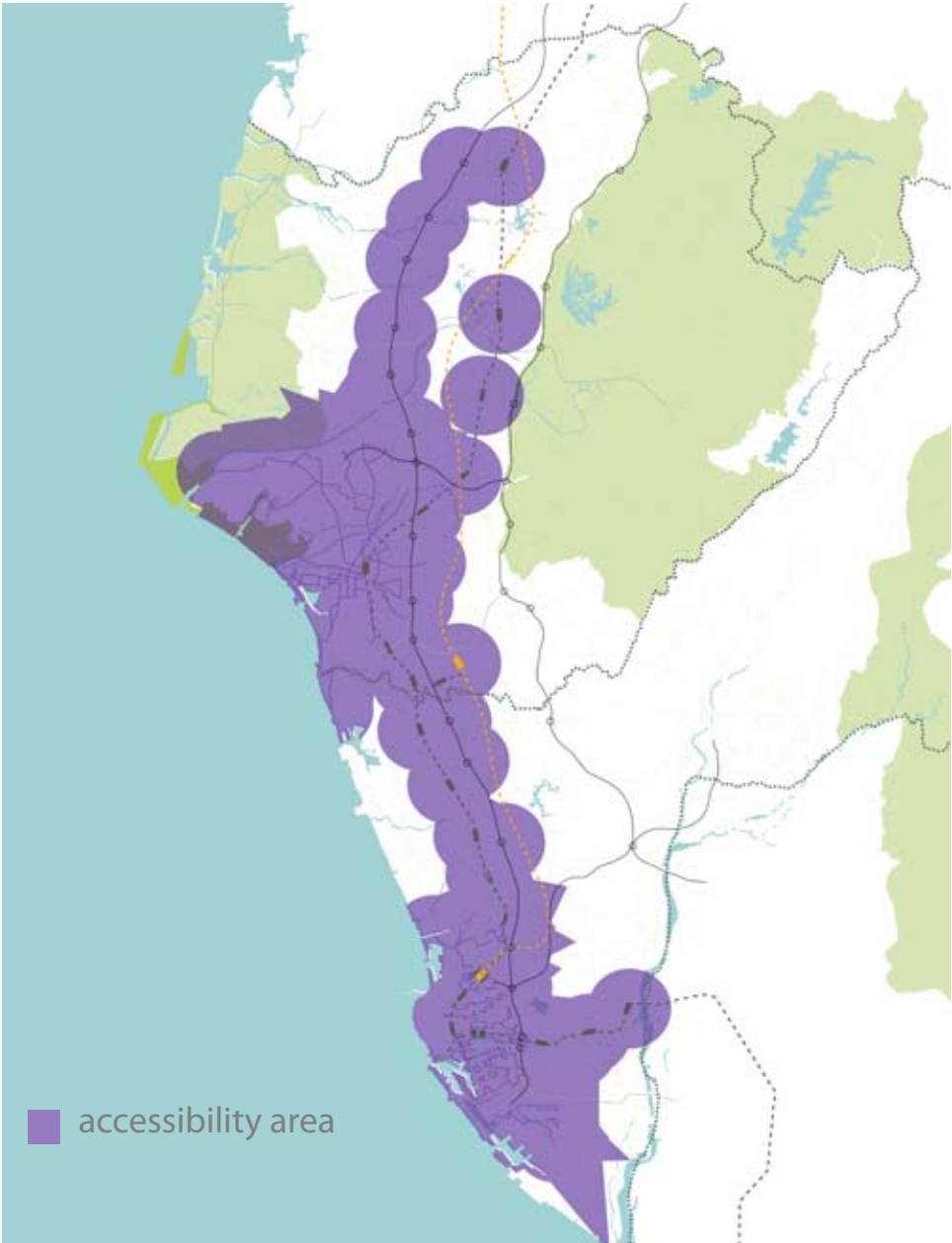


Fig. 5.6:Tainan & kaohsiung traffic jam area analysis map (image edited by author, source from the website: <http://www.scribd.com/doc/26550145/> -1-)

Serious traffic jam problem existing in the interchange area of the highway

The lack of infrastructure system between east and west also reflect on the traffic jam analysis, the map(fig 5.6) showing that serious traffic jam problem happened in the interchange area of the highway everyday both in Tainan and Kaohsiung. Resident living in the west part of the city have to drive across the whole city downtown to get on the highway, serious problem existing not only in the interchange area of the highway, also the east part of the city downtown.





Serious gap between urban and rural

The diagram(fig 5.7) indicate the accessible area for people to reach without any vehicle. Incomplete infrastructure network system and insufficient in public transportation resulted to the area’s limited accessibility. Most of the accessibility area are in urban area, indicate the serious gap between urban and rural.

Fig. 5.7:Tainan traffic jam area analysis map (image edited by author)

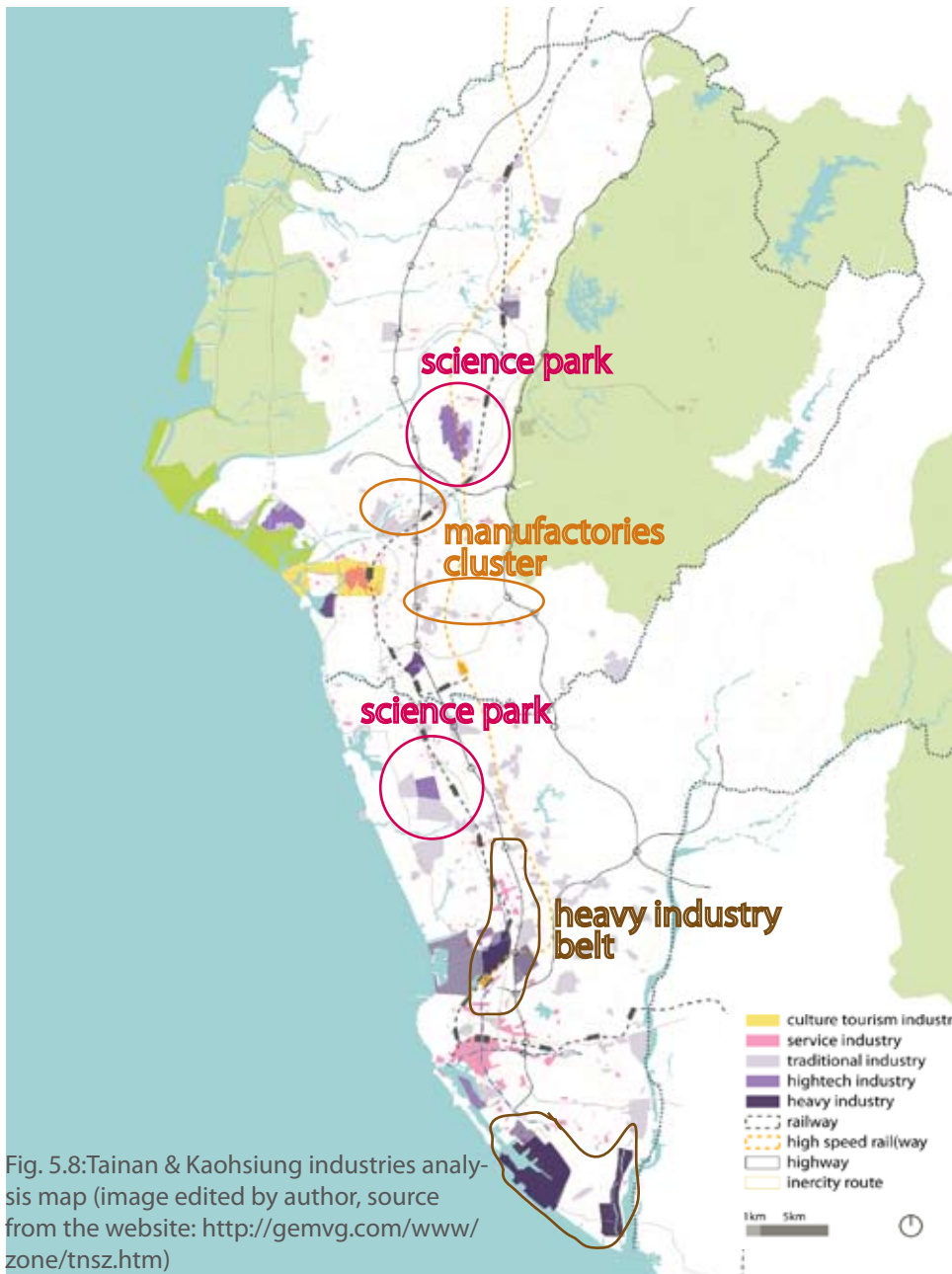


Fig. 5.8:Tainan & Kaohsiung industries analysis map (image edited by author, source from the website: <http://gemvg.com/www/zone/tnsz.htm>)

Manufactories Cluster

From the analysis map (Fig. 5.10) can see that there are traditional manufacturing clusters in the east part of Tainan, these manufacturing clusters have high level technology to produce good quality products, but lacking the creative idea to increase the value of the product.

Usually these smaller scale manufacturing clusters can provide flexible cooperation to meet the need for the creative workers. The manufacturing clusters in Tainan mainly are producing plastic, hardware and textile products.

Heavy Industry Belt

The heavy industry belt lying between Tainan and Kaohsiung are mainly petrochemical industry and iron and steel industry. The lack of good quality open spaces and public amenities somehow worsen the poor living quality of the area.

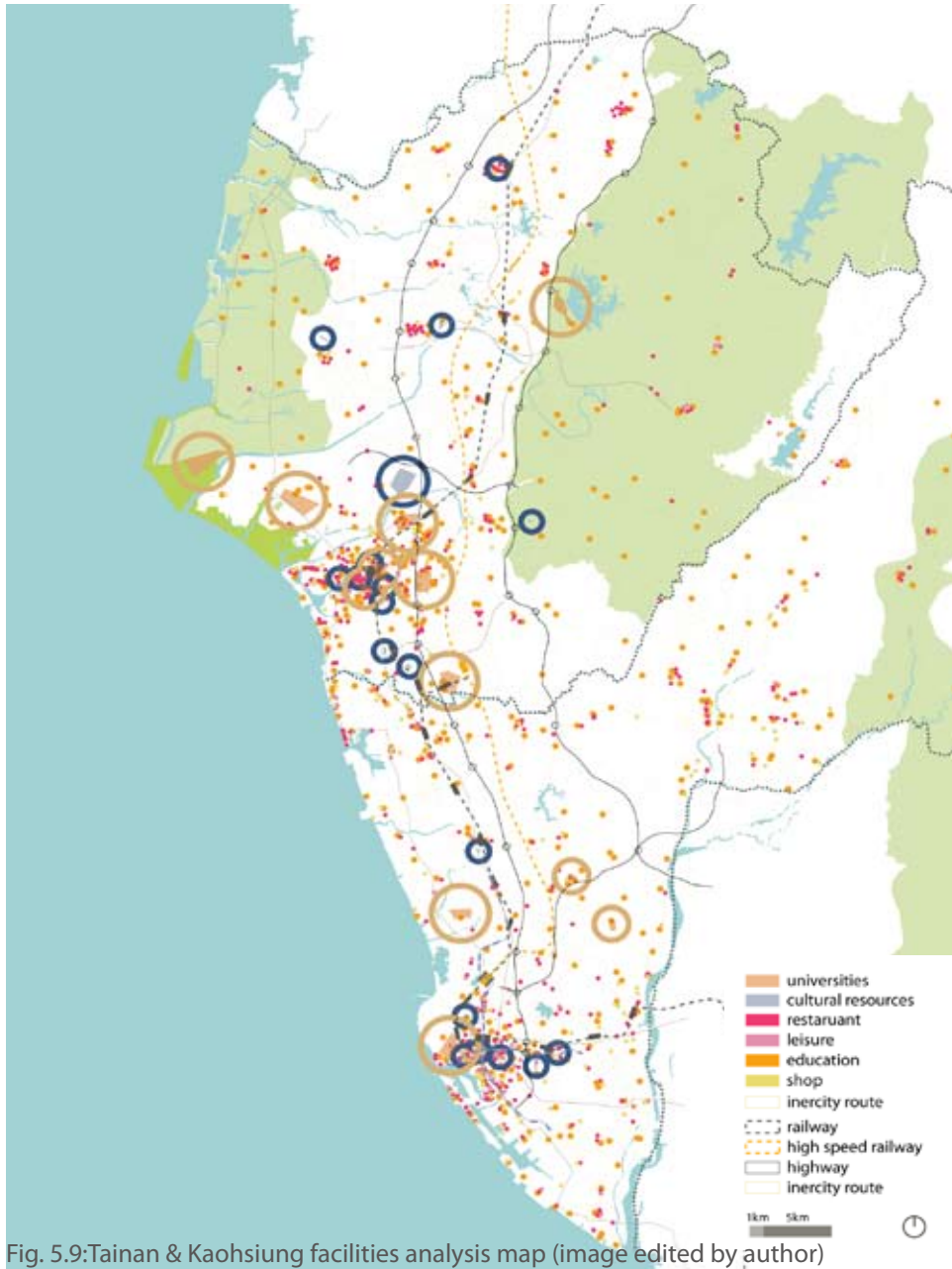


Fig. 5.9:Tainan & Kaohsiung facilities analysis map (image edited by author)

Lack of facilities in the in between area

Just as I mentioned, there is a serious gap between Tainan and Kaohsiung, poor living quality at the north kaohsiung force the city to expend to its east north area, weaken the connection between Tainan and Kaohsiung. From the facilities analysis map(fig 5.11) can see that most of the facilities are clustering in the center area, didn't seem to extend to the area in between, Indicate the poor living quality at north of Kaohsiung



low rise mix use housing



low rise housing



high rise apartment



low rise apartment

Limited Housing Typology & Lack of the interconnection with public space

Just as the analysis map on the left (fig 5.12), there are only four main housing typology in the area. Limited housing typology is the general problem existing in the whole island. From the pictures above, showing that most of the housing types are lacking of the interconnection with public space.

Fig. 5.10: Tainan & Kaohsiung housing typology analysis map (image edited by author)



High Density In Culture & Historical Elements

The map below(fig 5.13) analysed the historical resources Tainan city had, such as ancient buildings,historical buildings, traditional handicraft shop and the traditional food shop which had over 100 years of history. The information clearly shown that the density of culture and historical elements is really high in Tainan city.



Fig. 5.11:Tainan historical elements analysis (image edited by author, source from the website: <http://newculture.tncg.gov.tw/plan.php>)

Open Space Network Didn't Link Up Historical Resources

As the analysis map(fig 5.14) indicated, that most of the historical and culture elements are clustering in the CBD center. But the open spaces nearby don't seem to have much connection with these heritage. Though the city is rich in culture and historical elements, lack of the network system to integrate and regenerate those resources.



Fig. 5.12:Tainan historical elements & open spaces analysis (image edited by author, source from the website: <http://newculture.tncg.gov.tw/plan.php>)

Lack of Pedestrian Path Or Commercial Street To Link Up the Attractions

As the below map(fig 5.15) shown, the existing commercial districts tended to cluster around the three main department stores(the pink color area). It means the commercial/shopping routes didn't overlap with the culture and historical activities.



Fig. 5.13:Tainan historical elements & main commercial area analysis (image edited by author, source from the website: <http://newculture.tncg.gov.tw/plan.php>)



Connection Between Universities/School And Culture Amenities Is Weak

There is a university located at the east of the train station, next to the railway(fig 5.16). Due to the railway, that the activities within the university don't tend to have much connection with the culture amenities within the historical CBD center , though it's just 1km away.

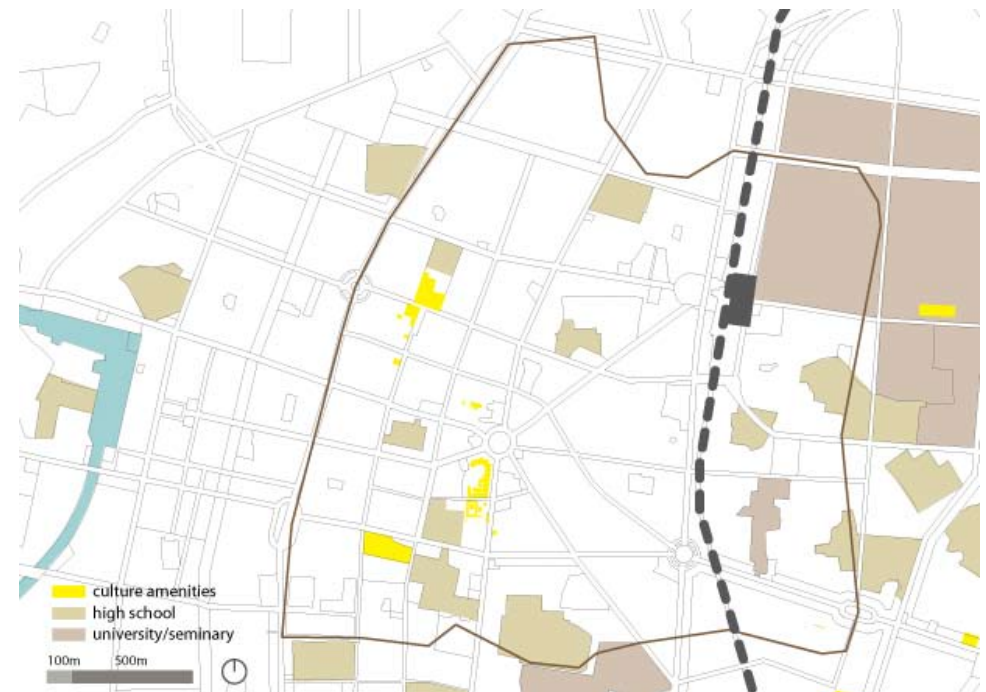


Fig. 5.14:Tainan historical elements & education facilities analysis (image edited by author, source from the website: <http://newculture.tncg.gov.tw/plan.php>)

6.Strategy & Output

In National Scale

Using five special municipalities policy as the background to re-identify Taiwan west coast territory, seeing the whole region as a megalopolis to balance the development between north and south.

Re-identify the position of each metropolitan area. By the creating of three metropolitan area in the west coast(fig 6.1) to balance the development between the north and the south, to envelope a coastline of large and small cities.

Seeing new Tainan city and new Kaohsiung city as a whole to balance the development in southern Taiwan.

North Taiwan Region

economic+political+
transportation hub

Central Taiwan Region

entertainment+
shopping hub

South Taiwan Region

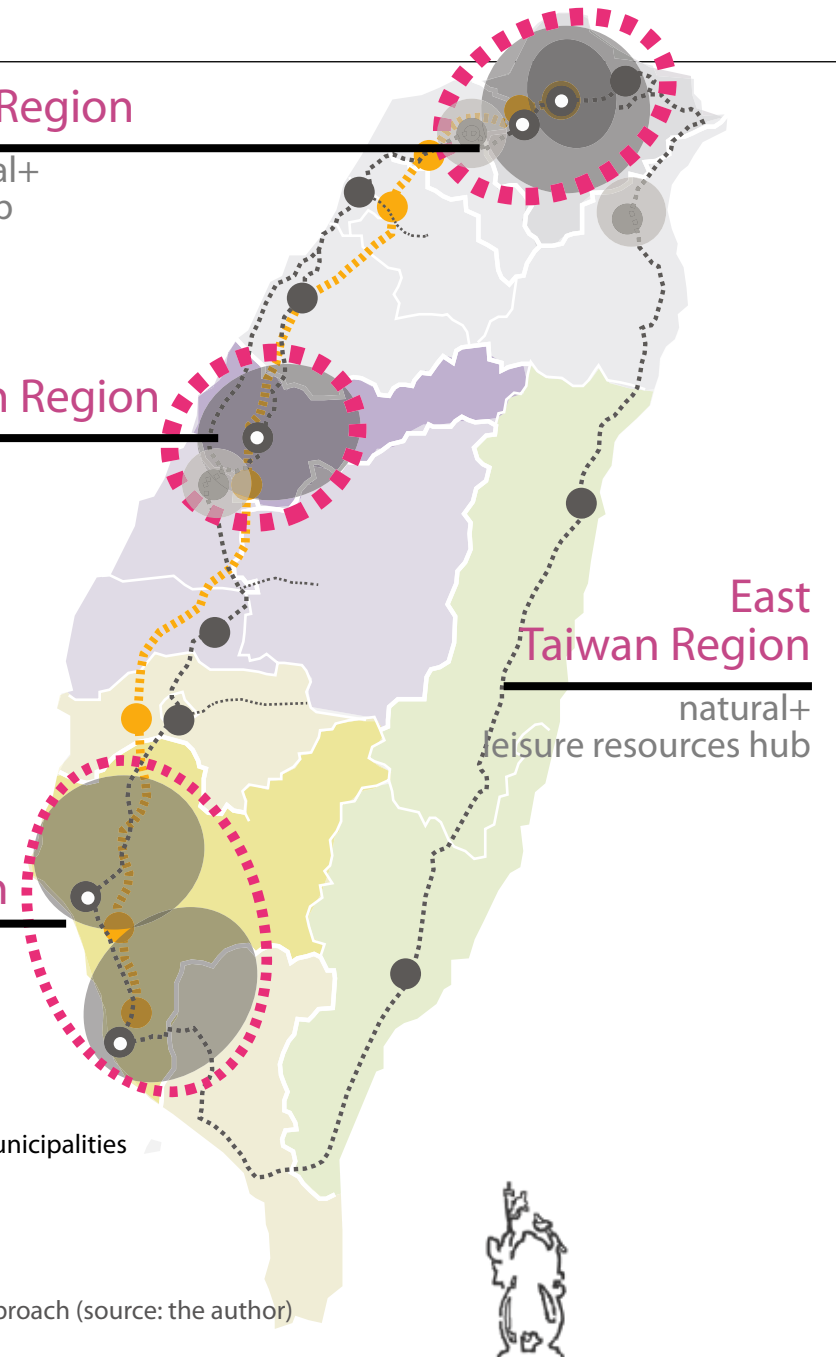
culture+history+
industry hub

East Taiwan Region

natural+
leisure resources hub

- metropolitan area
- satellite city
- direct controlled municipalities
- CBD/rail station
- high speed railway
- railway

Fig. 6.1: national scale approach (source: the author)





Regional Scale (Tainan+Kaohsiung)

Two scenarios are suggested at this stage, to discuss the pros and cons within. The intention is by doing this to produce a better strategy for the south Taiwan region.

First is the polycentric theory, which means that Tainan is functional complimentary to Kaohsiung(fig 6.2). In this scenario, these two cities can compliment with each other in many dimensions(fig 6.4), reach win-win situation. Also reduce the waste of the resources.

1. [Polycentric Theory]

[ESDP][TENS Trans European Networks]



Fig. 6.2: complimentary city (image edited by author)

Tainan
=History+Culture+Industry

Kaohsiung
=Metropolitan+New+Industry+Harbor

Fig. 6.4: complimentary situation (image edited by author)

Second is the growth pole theory, developing Tainan as a growth pole, creating the twin core on southern Taiwan(fig 6.3). In the scenario, the "Culture City-Tainan" concept can be emphasized more strongly. But as a lagging behind city, many comparable development would be constructed in order to compete with Kaohsiung. This scenario more or less will result in the waste of the resources, cause these two cities just 45 km(fig 6.5) away from each other.

2. [Growth Pole Theory]

Specialization [Marshall 1890]

Growth pole theory [Perroux 1955]

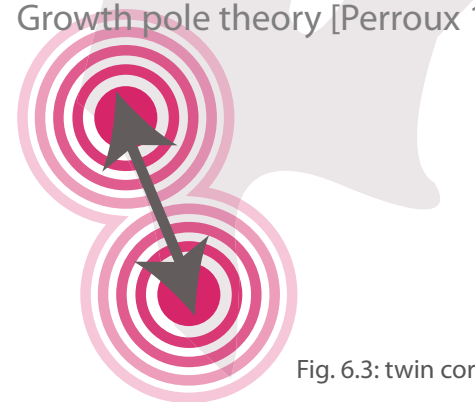


Fig. 6.3: twin core diagram (image edited by author)

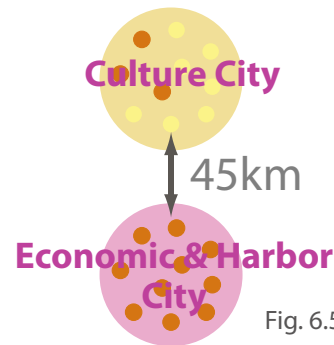


Fig. 6.5: competitive situation (image edited by author)



Regional Scale Output

The idea is to arise a regional scale strategy under culture led urban regeneration concept(fig 6.6), to integrate the region in 3 dimension(fig 6.7)-mobility, housing typology and public amenities.

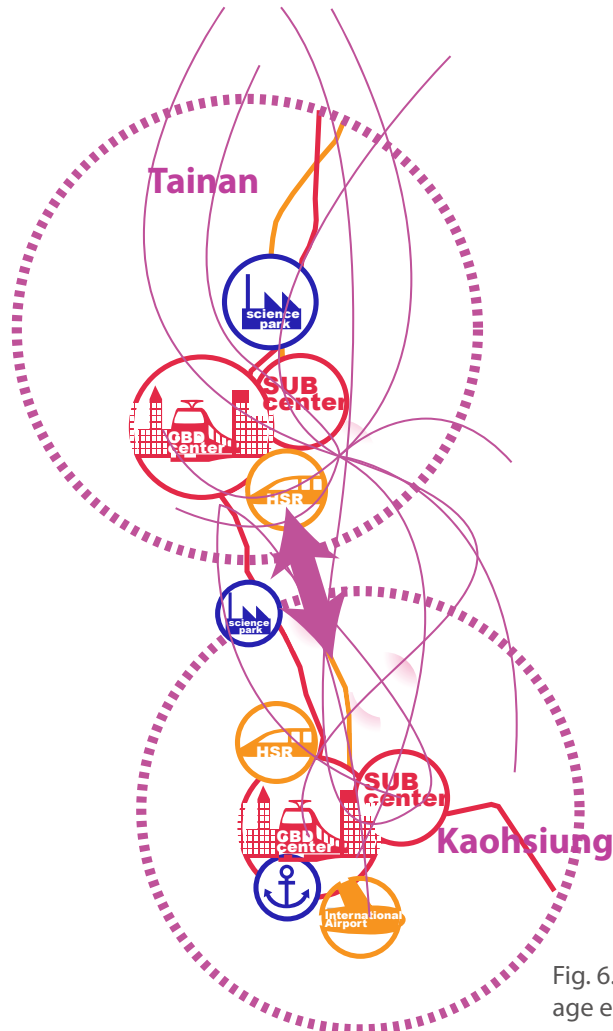


Fig. 6.6: regional scale approach (image edited by author)

1. Improved in mobility: link up culture network



2. Diversity in housing typology: attract culture workers



3. Enrich in culture amenities: provide a better culture network system to support the strategy



Fig. 6.7: three dimension diagram (image edited by author)



In city scale output, also arised two different way of approach. First is node development, the planning in the bigger scale(fig 6.8).

1. [Node Development]

Select out a site in Tainan city, with potential to be integrated in 3 dimensions(which had been mentioned on the previous page).

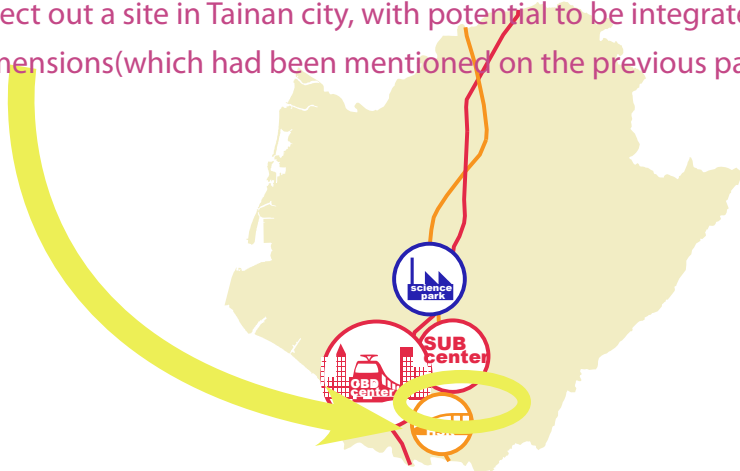


Fig. 6.8:city scale approach-1 (image edited by author)

Second is the urban acupuncture, the planning in smaller scale.

2. [Urban Acupuncture]

Select out several potential site(smaller scale)- by the input of the suitable cultural program to integrate the city's historical resources

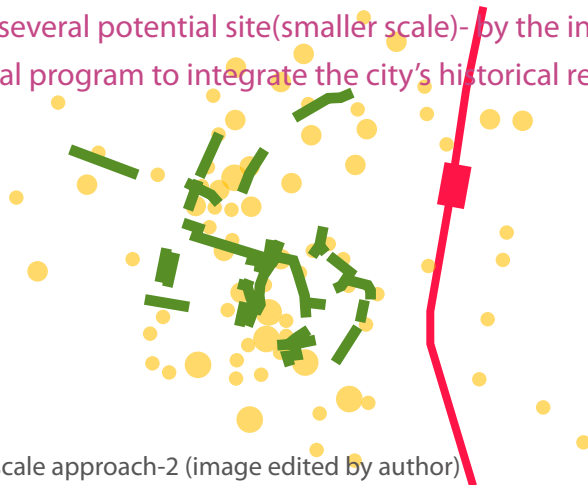


Fig. 6.9: city scale approach-2 (image edited by author)

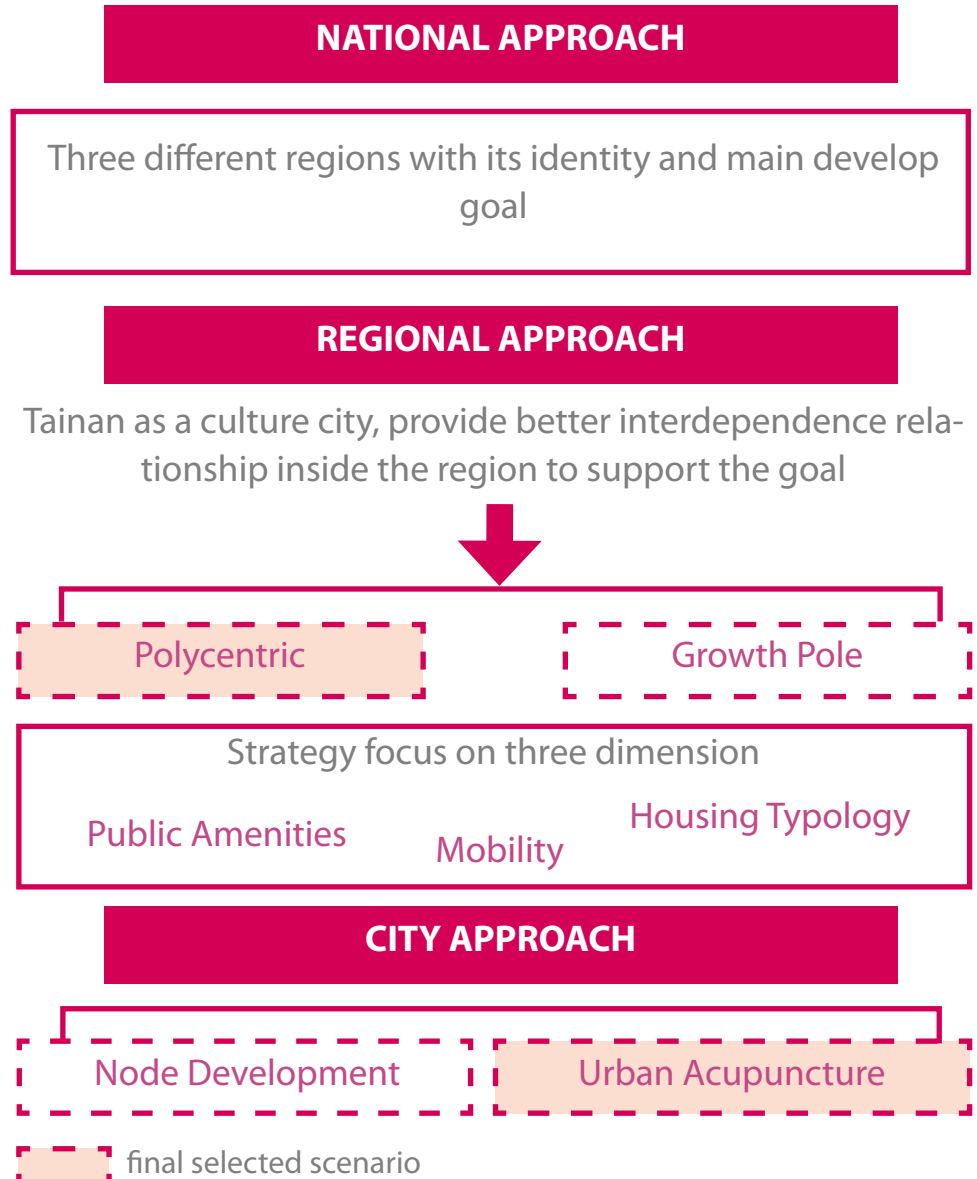
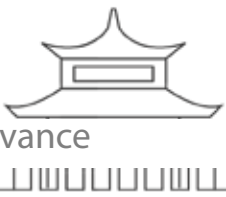


Fig. 6.10: approach whole structure (image edited by author)

7. Scientific & Societal Relevance



Scientific Relevance

Culture-led urban regeneration had been arisen and operated in Europe for almost 30 years, successfully revitalized the city like Manchester and London.

Taiwan, newly become a developed country. Started to re-evaluate the island's urban territory, also the meaning of culture. With the experience Europe country left behind, Taiwan definitely can avoid the common hazard that happened in the failure cases. Without the deep connection with the local, culture-led urban regeneration even will cause another fragmentation to the area, exacerbate social divisions.

But the fact is that Asia after all is different from Europe. The way people think, the activities they prefer actually are not the same. So the detail analysis in local activities and potentiality will be the crucial step for doing the planning strategy and design for the area.

Great amount of the detail analysis will be made in the following step, using more bottom up way to approach the project. Showing how a developed country, a country used to be colonized before, using its culture diversity to identify itself. Shaping a culture city which has its own diversity vitality, different from rest of the culture cities in Europe. Providing a new possibility to operate culture strategy in Asia country.

Societal Relevance

Tainan is the city with the highest density in historical ancient buildings and heritages among the cities in Taiwan, it's the city with spatial uniqueness and is rich in history and culture elements. Its lagging behind though lead to several social and economic problems, accidentally preserved these historical elements.

That is why I chose to use culture strategy as the way to approach my project. By the using of culture strategy to revitalized the city, to create a complete industrial and social chain (fig 2.7) to solve the city's economic and social problems. At the same time to strengthen Tainan's culture identity. Detail information already being mentioned in the 2nd Approach chapter. The most important point within the strategy is to bring benefit mainly to the local people and local industries, instead of the outsiders. Reflect to the main concept of culture-led urban regeneration: Deep connection with the local is the crucial key lead to success. Which is also the main position I kept remind myself when doing the project.

8.City's Scale Strategy

Government Planning

The local government now focus on the development of the city in four parts:

Anping historical district

City center historical district regeneration

The adding of a new sub center at the east-south of the city

The railway underground planning.

The Anping historical district regeneration is now in process, the development has attracted more and more tourists to this district during the weekend which has resulted in the serious traffic problems. Many years ago the local government had the idea of setting up the light rail infrastructure system inside the city. It seems the planning will soon be processed especially after the city had been upgraded as the direct controlled municipalities after 2010 Dec.

The activities between Anping historical district and CBD historical center are also disconnected, that's why the government thinks of regenerating the city center historical district. It is a crucial step that will integrate city's historical elements and heritages also extend the activities to the end point of the canal. That is, by using the city's blue belt to link up the activities between two historical districts. But the main developing area that I select within the CBD center is different from what the government planned. I will give a more detailed illustration after.

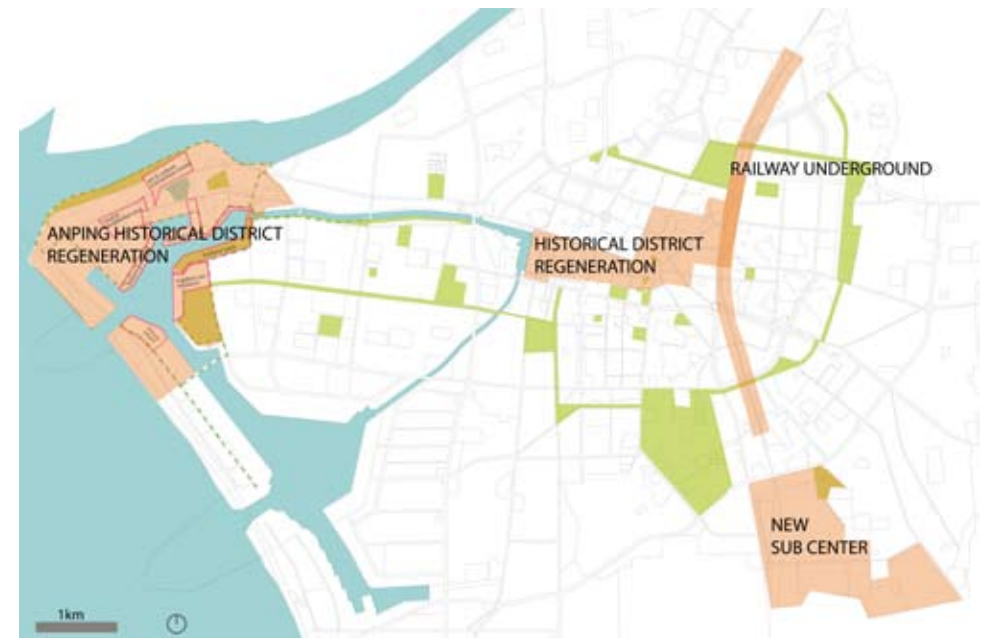


Fig. 8.1:Tainan's local government planning (image edited by author, source from the website: http://bud.tncg.gov.tw/bud_new/doc/prj_plan.asp)

The railway underground planning definitely will benefit the creating of the "culture city Tainan". The university located at the east side of the railway can no more be isolated, the culture and academic activities within the university can have stronger connection with CBD historical district. Sharing and exchanging the resources in-between will grow, especially after the university's complex-used auditorium is being constructed.

Final, is the adding of a new sub center in the east-south of the city. This project will release the high residential density in the east part of the city, and also will switch the city's developing dimension from east to east south thus to strengthen the connection between high speed rail station area and the CBD center.





Current Situation

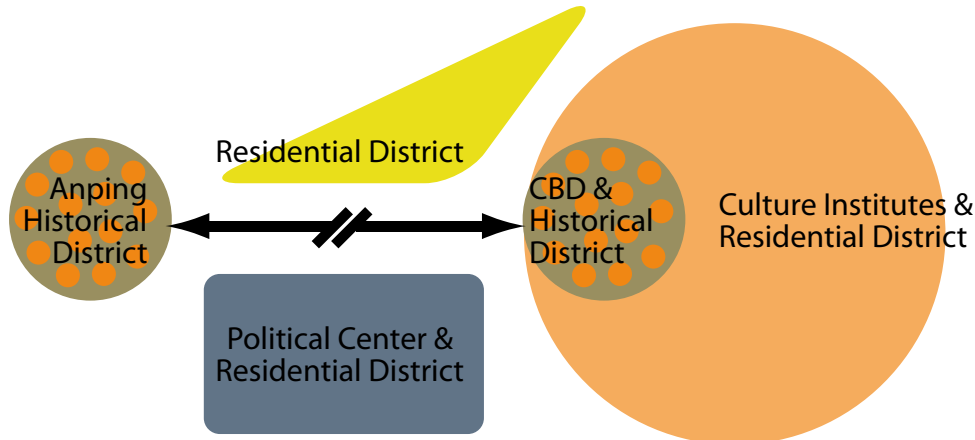
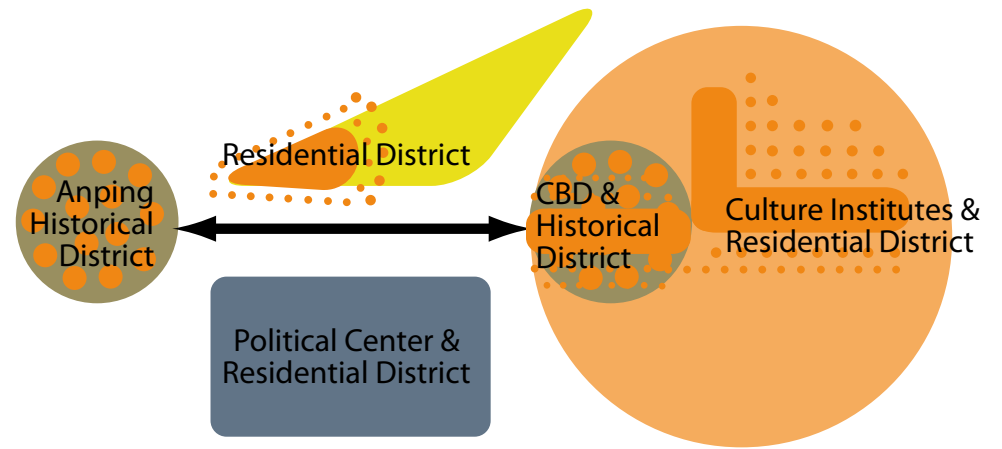


Fig. 8.2:Tainan city current situation (image & source: by the author)

Anping historical district and the CBD center historical district are the two main areas in Tainan that attract the gathering of the people. The political district in between has its own identity, with high-rise buildings and new city district image. While, the residential district in the north is the area that had been developed for over 30 years still lack of identity and good quality open spaces. Without the extension of the cultural activities from either side of the historical district, the city's culture corridor is disconnected from east to west.

The idea is by adding three planning areas to provide better culture related programs, which at the same time will strengthen the culture city image to attract the clustering of creative and culture workers. Most of all , hope the culture activities can be

Future



Input of Art & Culture Related Program




-  Mult-Typology Housing For Creative workers
-  Network System To Combine Studios+Open Spaces+Heritages+Commercial Activities
-  Out Door Exhibition Area For Event Hosting+ Complex Use Stadium (owned by university)

Fig. 8.3:Tainan city future intervention (image & source: by the author)

extended from east part of the culture institutes district to the Anping harbor area to create a clear culture corridor within the city. Providing various kinds of indoor and outdoor programs to accommodate the happening of culture activities and events.

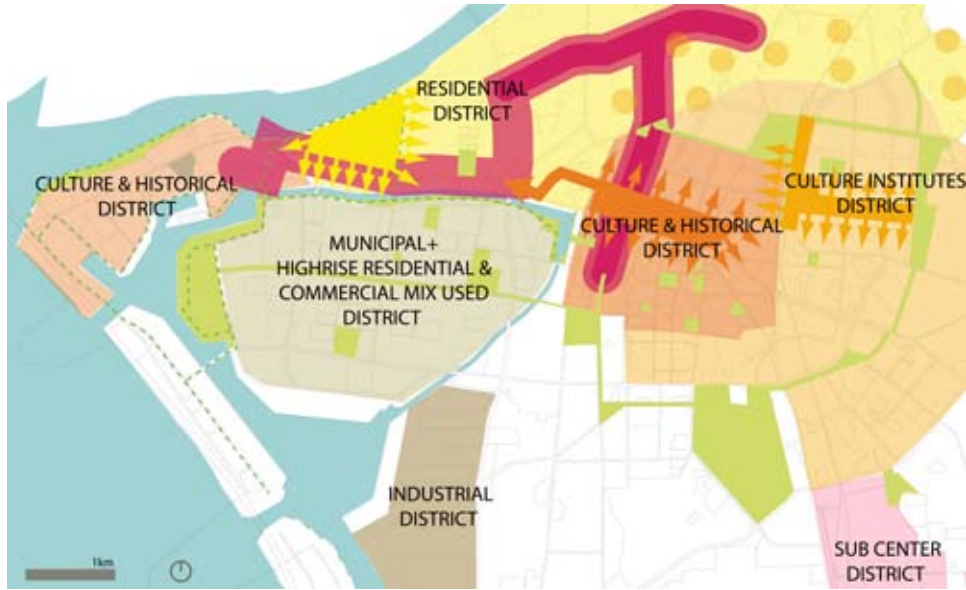


Fig. 8.4: My planning strategy (image & source: by the author)

By adding three new planning areas to able the culture activities can extend all the way from east to west, through the middle of the city. The red line area is the Hai-an cultural boulevard (picture in the following page), several culture and art event were being hosted there, attract the clustering of artist. Numerous of installation arts filled up the boulevard, creating a touchable museum along the street. The changes of this boulevard started to attract the gathering of related culture and commercial activities. Try to extend this belt a little bit westward, to strengthen the linkage of the culture corridor. With the providing of culture corridor to strengthen the culture city image, also to attract the clustering of creative and culture workers.





Fig. 8.5: Hei-an boulevard pictures (image & source: by the author)



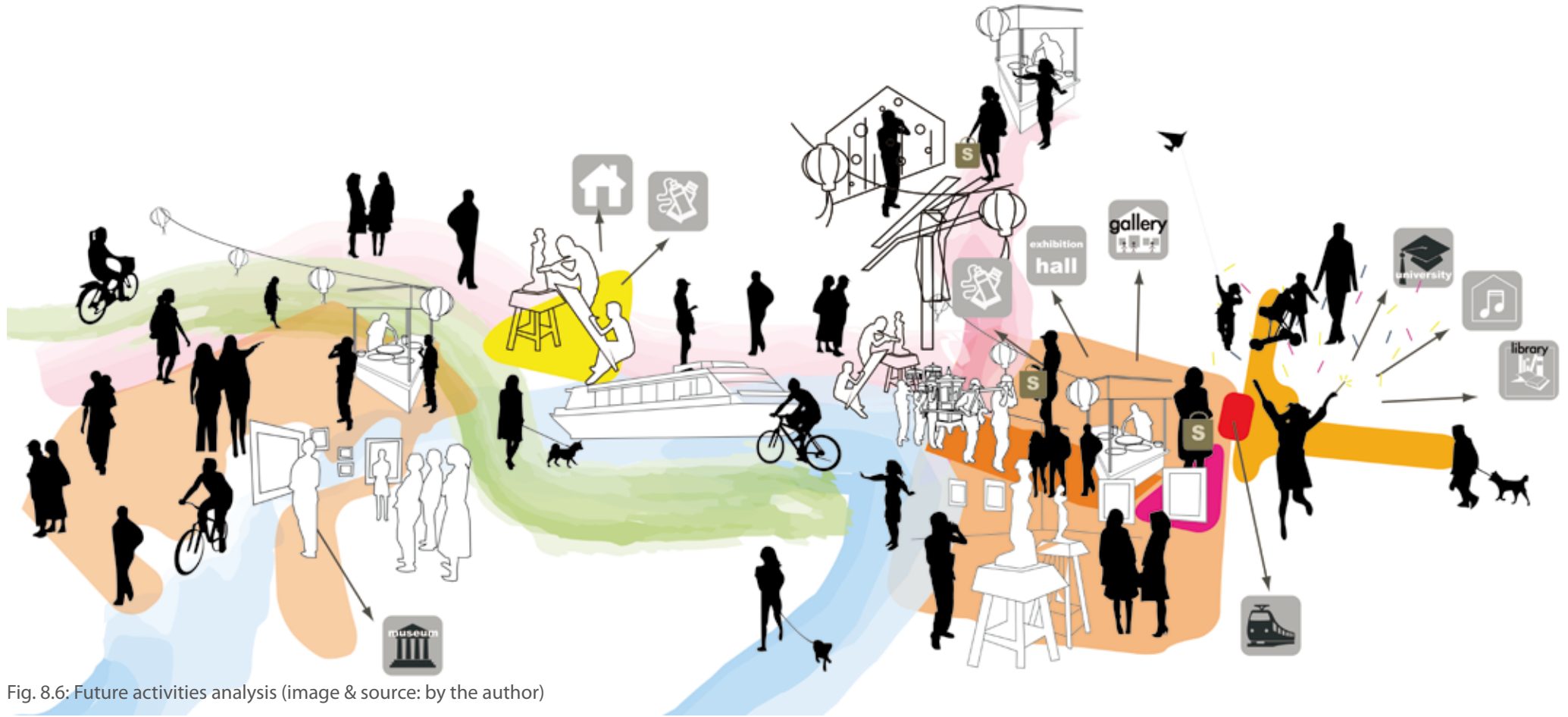


Fig. 8.6: Future activities analysis (image & source: by the author)

9. Infrastructure Planning

Infrastructure Analysis

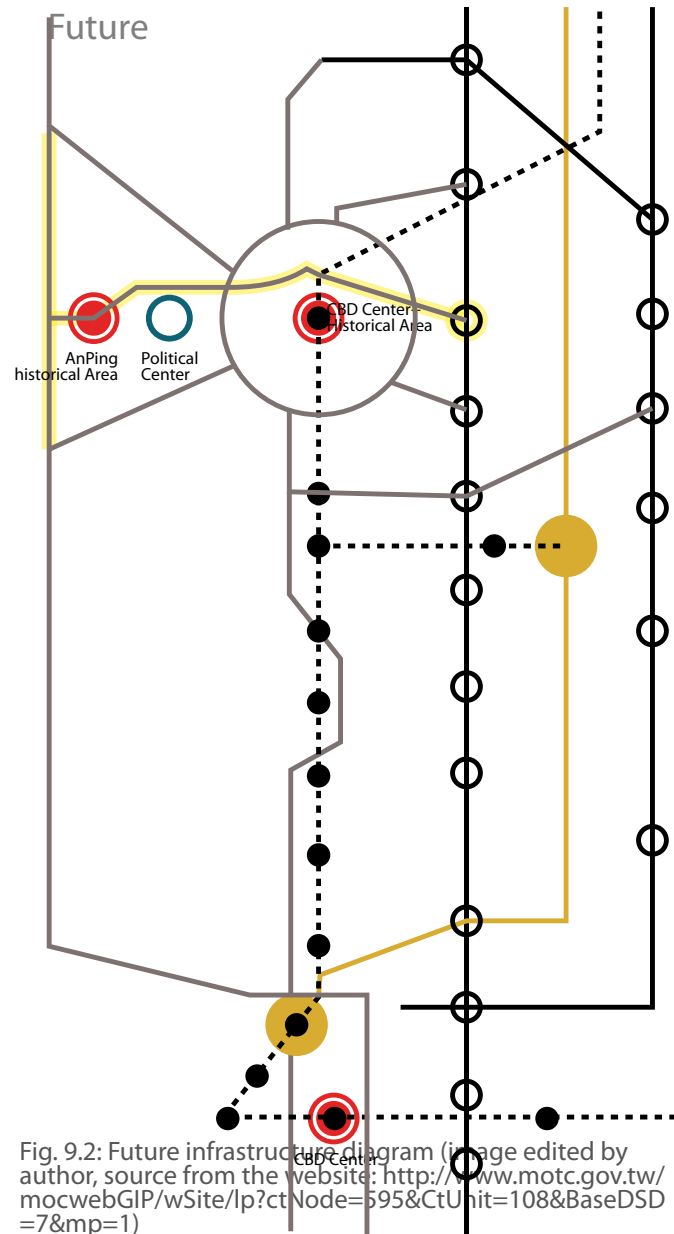
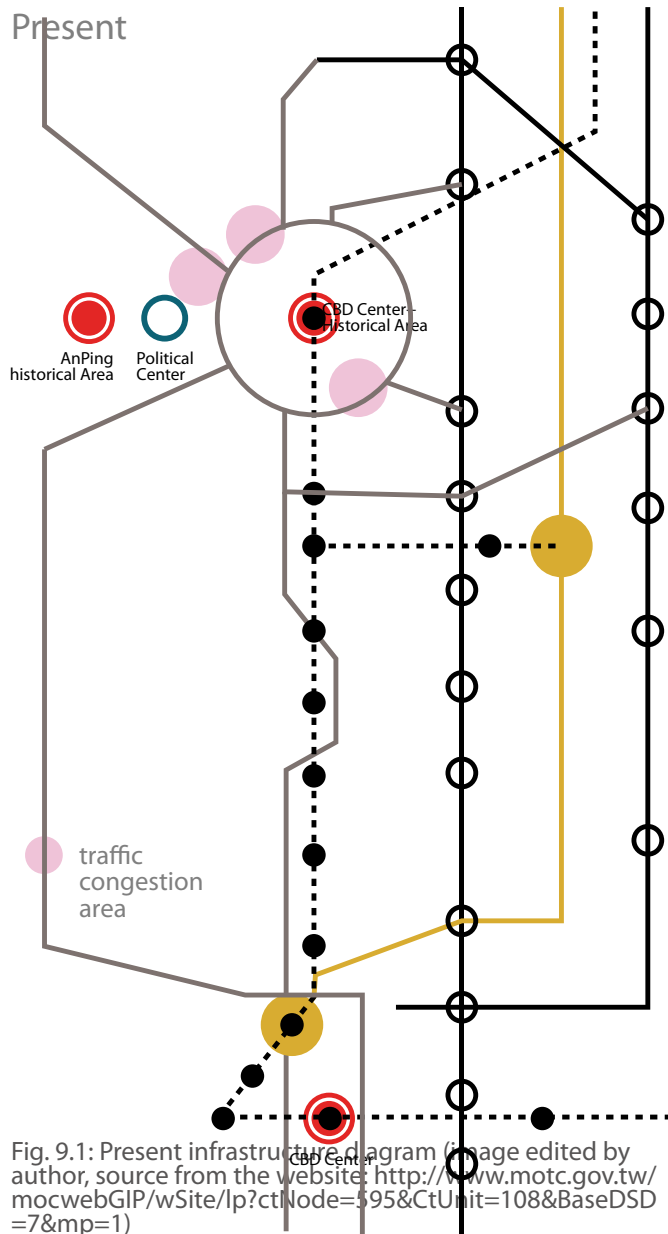


Fig. 9.1: Present infrastructure diagram (image edited by author, source from the website: <http://www.motc.gov.tw/mocwebGIP/wSite/lp?ctNode=595&CtUnit=108&BaseDSD=7&mp=1>)

Fig. 9.2: Future infrastructure diagram (image edited by author, source from the website: <http://www.motc.gov.tw/mocwebGIP/wSite/lp?ctNode=595&CtUnit=108&BaseDSD=7&mp=1>)

The diagram clearly shows that the current infrastructure network mostly are the connection between north and south, lack of the connection between east and west, resident who live at the west part of the city have to drive across the CBD area to get on the national highway. National and regional highway all depend on the outskirts circling highway to be connected, due to the traffic congestion at the certain node everyday.

The idea is firstly to provide a direct linkage at the west coast line to decrease the traffic entering CBD center. Secondly, create another route to connect west and east part of the city. This will not only shorten the distance also enable the route to pass by the new added planning area to reinforce the development of the area.



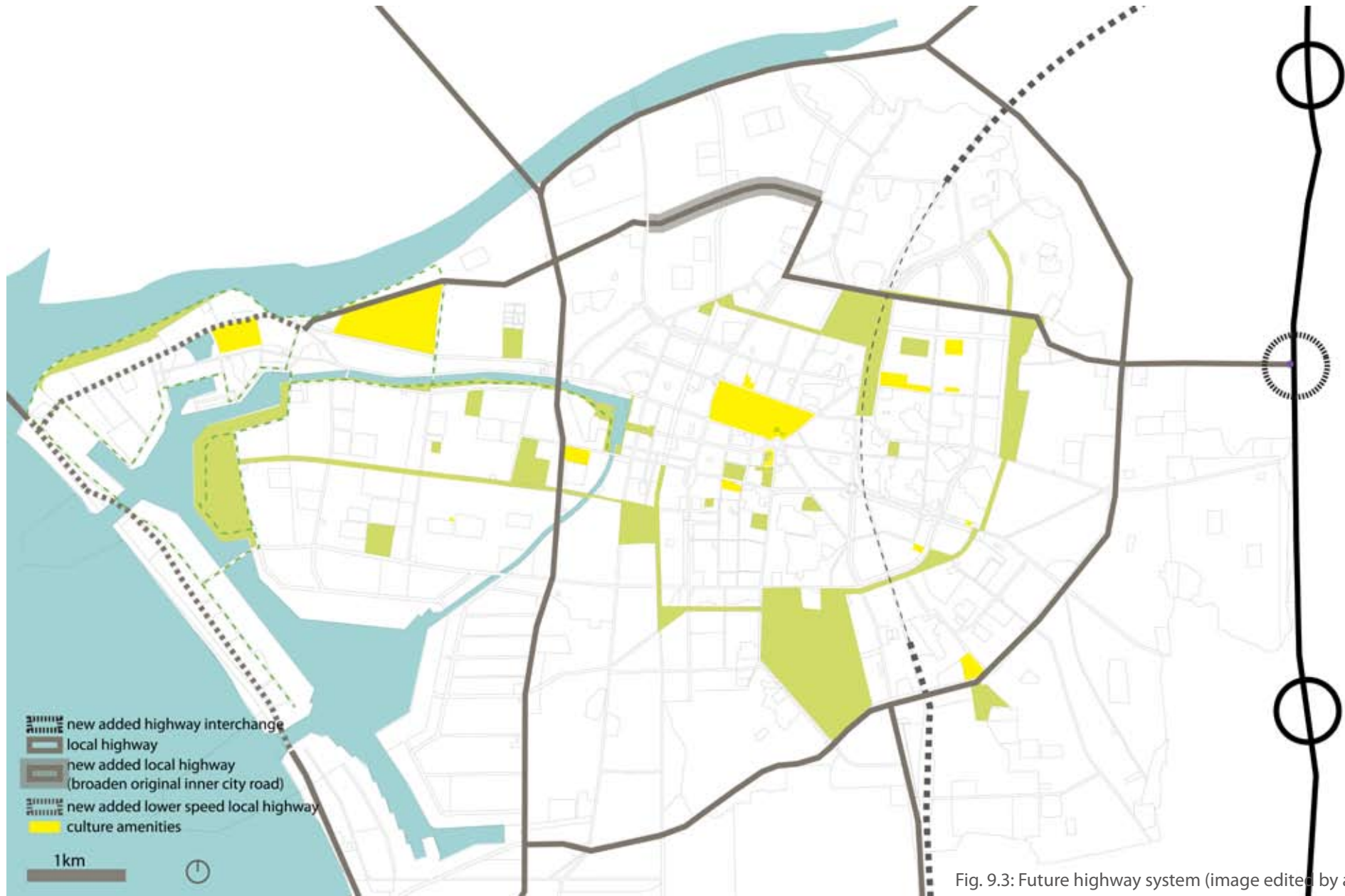


Fig. 9.3: Future highway system (image edited by author)

Section of Lower Speed Coastline Highway

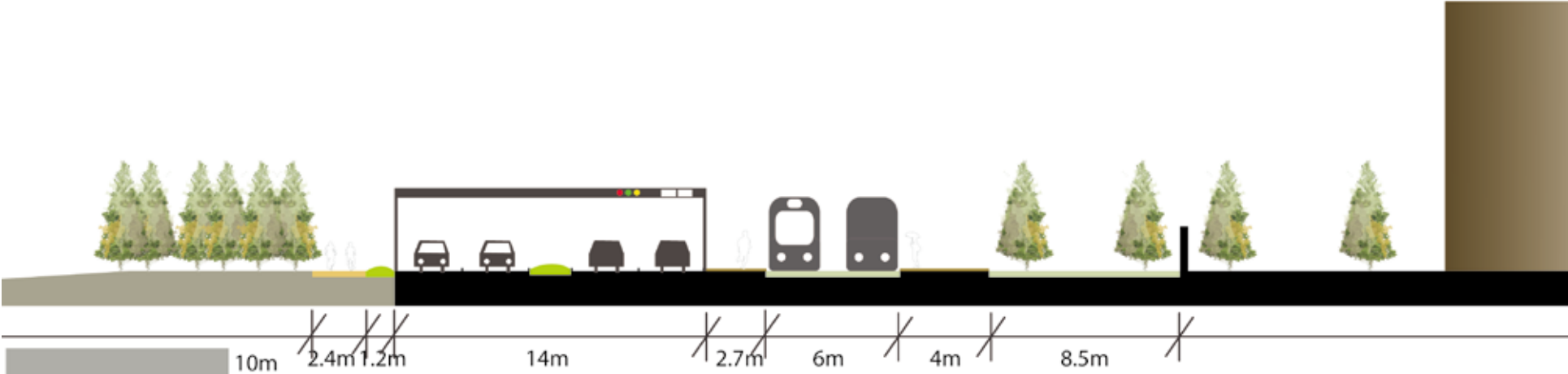


Fig. 9.4 Section of lower speed coastline highway (image edited by author)



Design Guide Line For Public Transport System

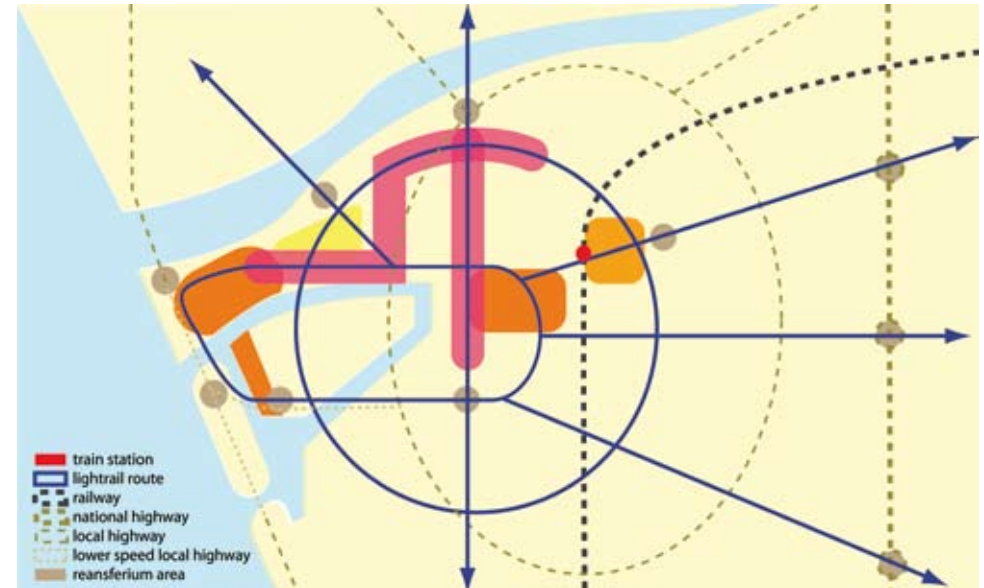


Fig. 9.5: Design guide line for public reansport system (image edited by author)

First, the network begins with the construction of two circling routes to link up most of the facilities and attractions within the city. Then, two network adds certain radial lines to extend the reachable area of the light-rail system. The dimension of the added line can be decided in the future, adapt to city's expansion.



Possible Planning Scenario for Future Light rail System

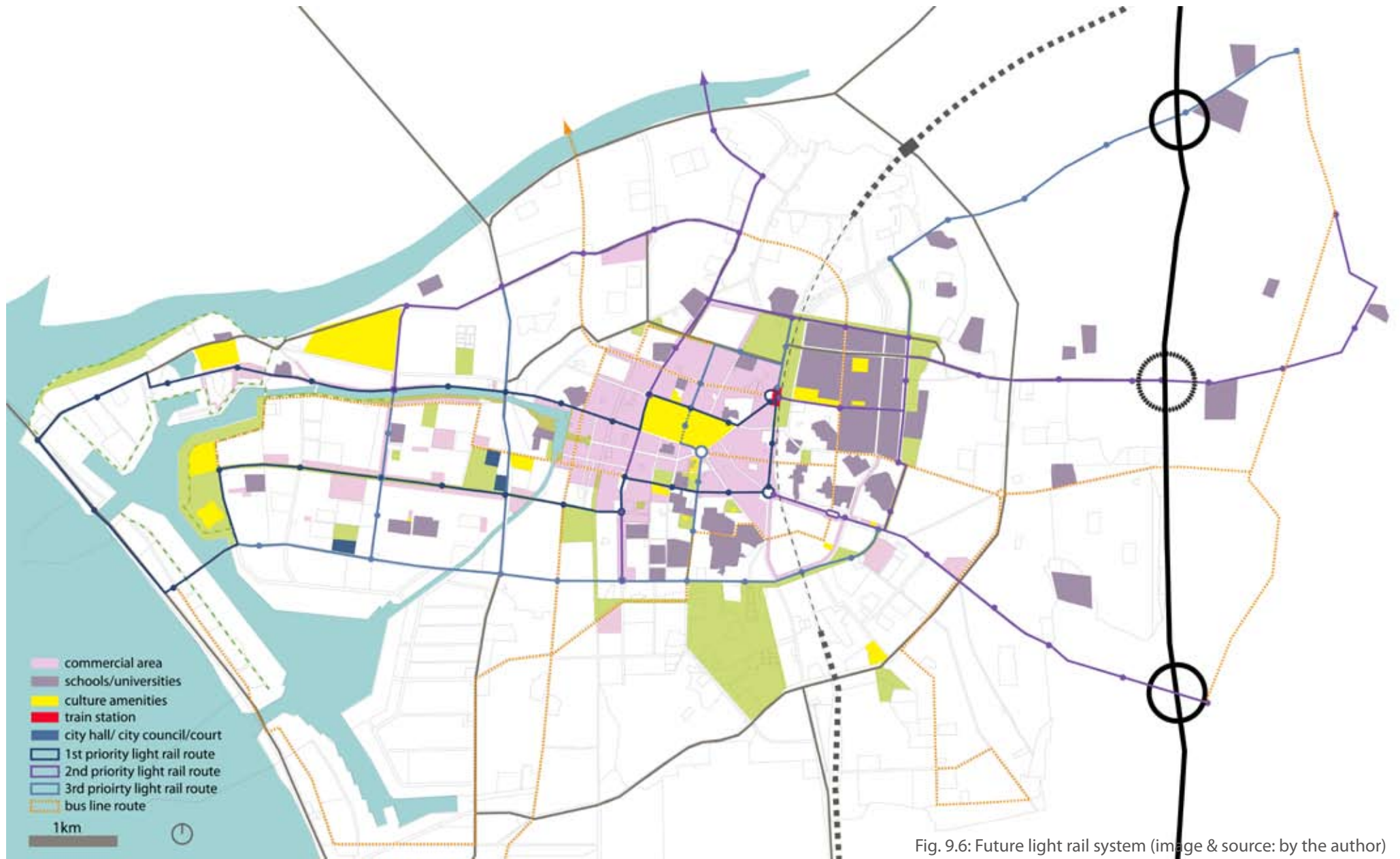


Fig. 9.6: Future light rail system (image & source: by the author)

Light rail is considered as the most suitable public transportation in Tainan because of the geologic reason. It is not that economic efficiency to construct the metro in Tainan. Light rail can also adapt to the city's narrow streets, that's why it has been considered as the best solution to solve Tainan's public transportation problems.

Railway system already provided the connection in regional scale. So when planning the route for light rail, I firstly focus on the connection within the city scale, then is the linkage between suburban area in the east which is the area with second high residential density in whole Tainan city. Most of the routes are coming in east and west dimension, different from the radial type of Hannover's light rail route. But the density of the route are approximately the same. The catchment area in the CBD historical center and the Anping historical district are around 500m, in the suburban area, increase to 500m-850m.

I divided the route into three phasings. To construct approximately 25km of the light rail route within each phasing.

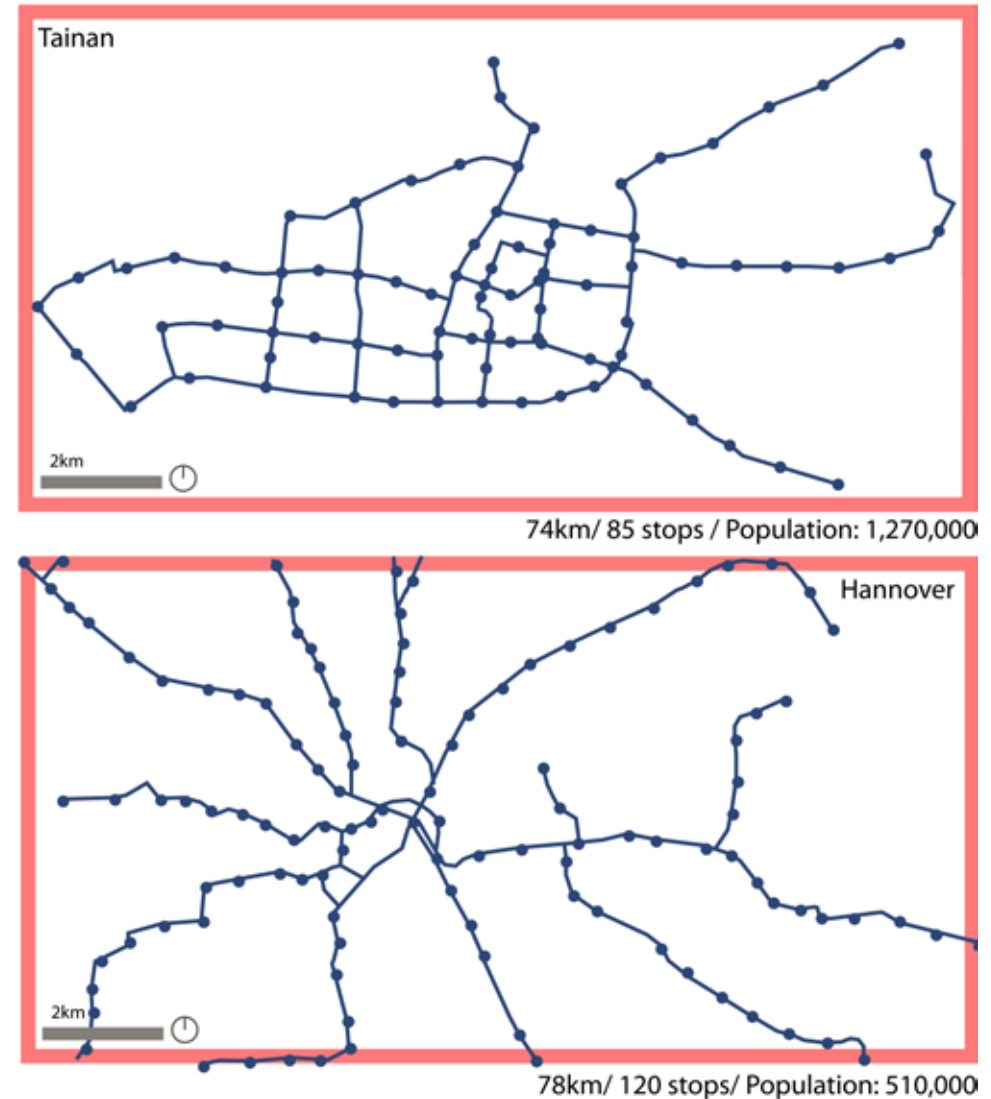


Fig. 9.7:Tainan & Hannover light rail route comparison(image edited by author, source from the website: http://en.wikipedia.org/wiki/Hanover_Stadtbahn)

Phasing 1-Future Lightrail System
21km/ 28 stops

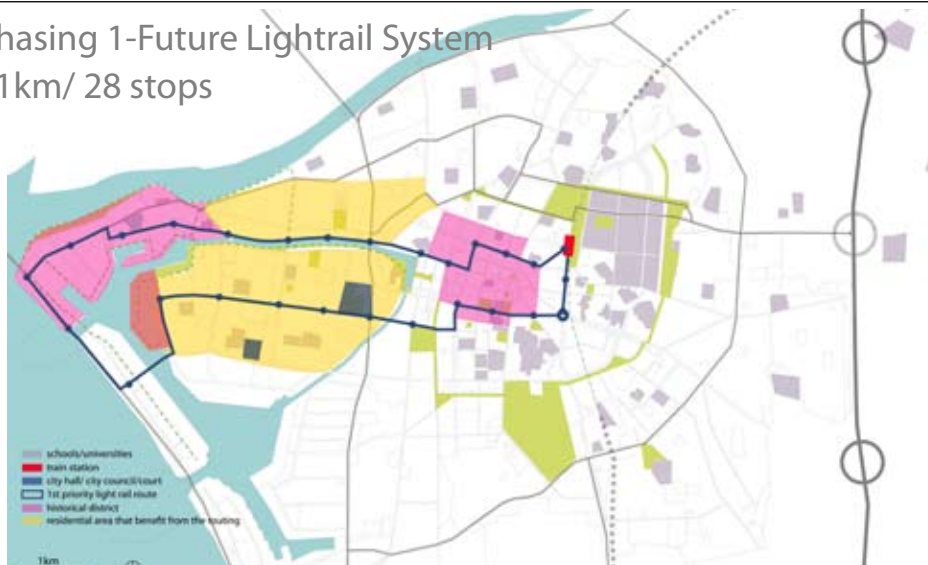


Fig. 9.8: Future light rail system-phasing 1 (image & source: by the author)

Phasing 3-Future Lightrail System
24km/ 24 stops

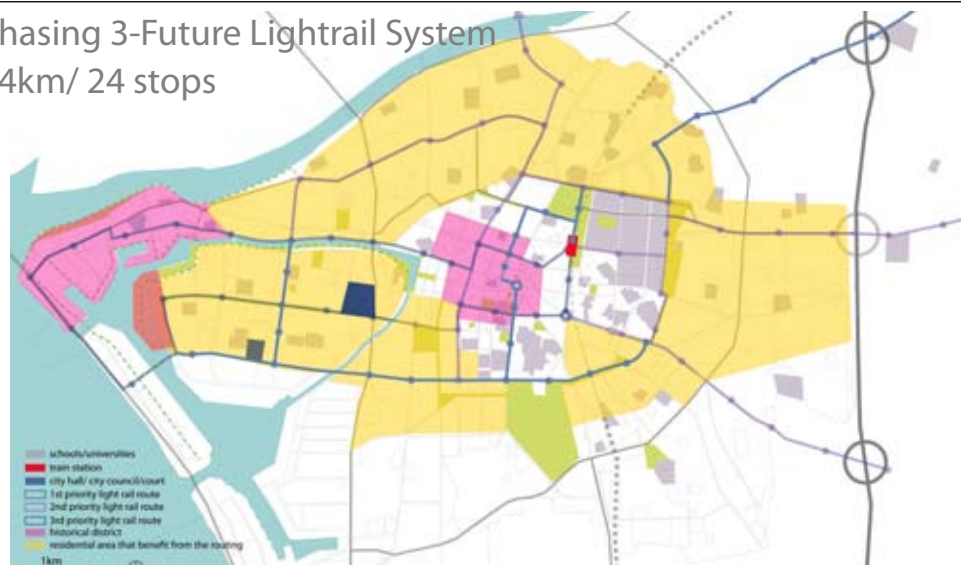


Fig. 9.10: Future light rail system-phasing 3 (image & source: by the author)

Phasing 2-Future Lightrail System
29km/ 33 stops

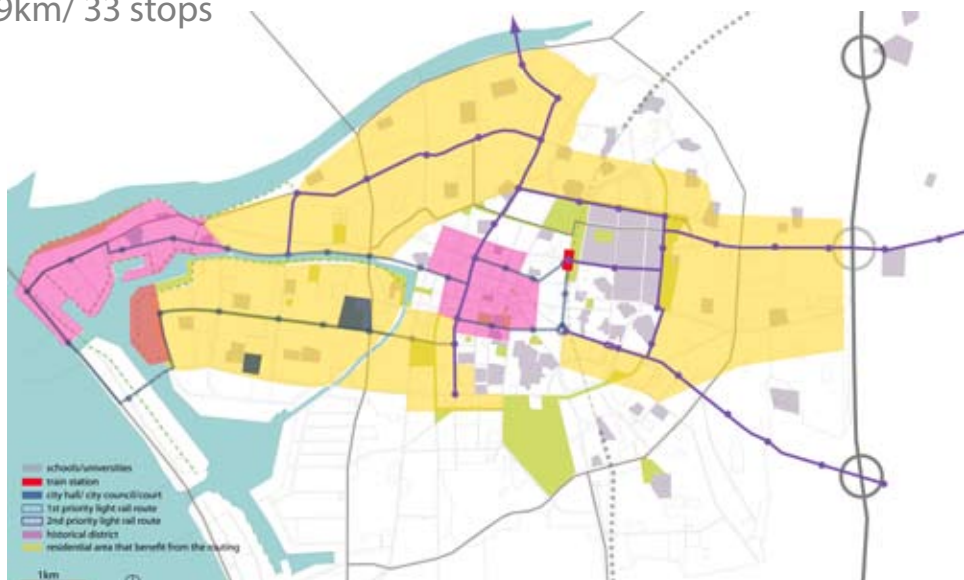


Fig. 9.9: Future light rail system-phasing 2 (image & source: by the author)

From the phasing it can be seen that I firstly focus on the connection within the city scale, provide direct linkage between west part of the city to CBD center and train station. The route not only serves the local people, meanwhile benefit the tourism cause it links two historical districts.

In phasing two and three I intend to extend the route to suburban area in the east, because it's the area with second high residential density in whole Tainan city. The route will not only pass by the CBD center and attractions, also pass by many schools and universities. Hope to decrease the using of private vehicle of local residents.





Fig.9.11: Future city's transferium area (image & source: by the author)

In order to encourage the passengers to use the light rail in Tainan, the construction of several transfer areas in the highway interchange area as well as several parking policies is necessary. Such as the set up of higher charged parking area in CBD historical district, and the pedestrian zone within this area. Also to prohibit the vehicles entering Anping historical district during the weekend, cause most of the attractions in this district are located inside the alley. The entering of the vehicle may destroy the unique space quality of this little historical town, the traffic congestion problem also will effect the living quality of nearby area.

By the set up of transfer area and the carrying out of the related policies, more or less will increase the willingness of people to use light rail system and solve the traffic problem.



10. Priority Project Selected

Regeneration Area



Fig. 10.1: Existing regeneration area (image & source: by the author)



Fig. 10.2 Future expected regeneration area (image & source: by the author)

The existing regeneration area analysis (fig 8.16) indicating the problems I mentioned before, the piece meal development which resulted in the phenomenon that all the attractions are disconnected.

Without this kind of intervention (fig 8.17) imagine what are the future changes, after the railway underground planning being realized, great amount of the open spaces will be released by the original railway. This will enable the university district to have stronger connection with the historical CBD center. If without my intervention, the museum district might extend to the west and connect with the Hai-an cultural boulevard.

This part of the expected regeneration is different from the district that will be regenerated within my proposal (red dash line area). The selected area actually is the decline area which will be indicated in the following pages, it was located in the center of the original double cross street system, used to be the commercial and transport center for almost 300 years. That's why the site was rich in heritage left from different period of era. The elements within the area can really represent Tainan city's uniqueness.



Selected District

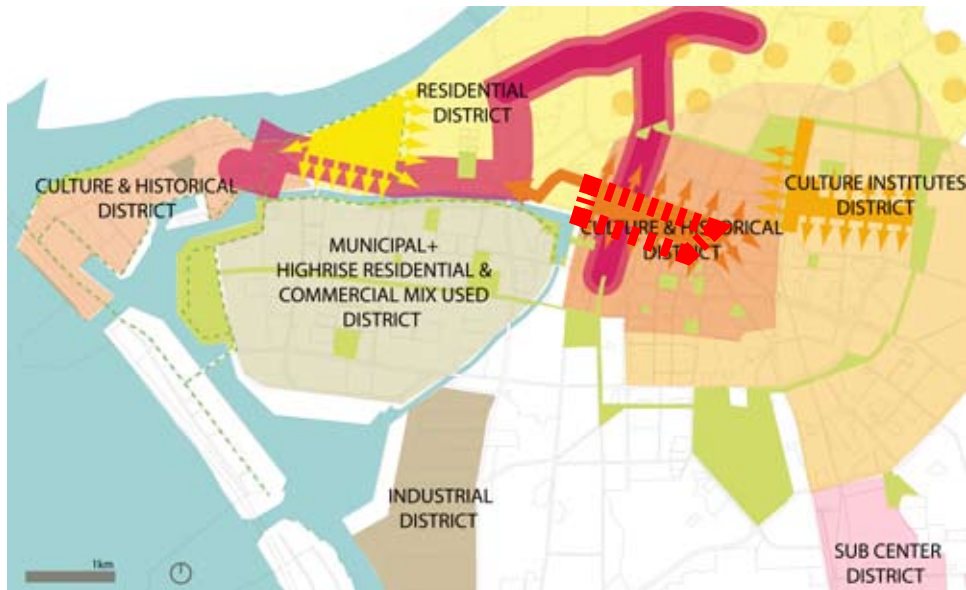


Fig. 10.3: My planning strategy (image & source: by the author)

I chose one district (red dash line area) to continue the following detail design. The selected site is the most complex site within my strategy. Despite its declining problems, the site with high density of temples has to provide both residential and commercial program, to attract not only tourists, also the local people. The main public open spaces of the site are composed by boulevard and organic alley system, which are the two contradictory types of the spaces.

Besides its complexity, the site is also rich in historical elements as I mentioned before, having great potential to be developed. Finally, is the site's critical location, east-forwards connected to the center station, west-forwards to the blue belt of the city that leads to the historical An-ping district. That's why I target on this site and view the planning of this district as the crucial step within the whole strategy.



11.Design Parameters



The criteria for attracting creative cluster

The chart below lists the criteria which are most frequently mentioned in the theories to attract creative cluster. By analyzing these criteria can help to get a more complete picture about the kind of program that are needed to be input in the city.

The improvement of the mobility will be the first issue which needs to be addressed, because the insufficient of public transportation and infrastructure network system already jeopardized the development of the city.

Then, the focus is on the providing of multi-typology housing and working spaces, by the regeneration of certain area to provide better living environment, especially the night-time economy part of the program. These criteria will help to achieve the gathering of creative cluster.

CRITERIA	SCHOLARS			
mobile city	Montgomery, J.		Florida, R.	
presence of various activities (evening economy)	Montgomery, J.	Jacobs, J.	Florida, R.	Santagata, W.
access to education providers	Montgomery, J.			Santagata, W.
available low-cost workshop or studio	Montgomery, J.			
availability of differing unit sizes of property at varying degrees of cost		Jacobs, J.		
amount and quality of public space	Montgomery, J.	Jacobs, J.	Florida, R.	Santagata, W.
dynamic mixed use regeneration area	Montgomery, J.	Jacobs, J.	Florida, R.	Santagata, W.
variety of building types, styles and design		Jacobs, J.		
sense of history + area identity	Montgomery, J.	Jacobs, J.		

Fig. 11.1: criteria for attracting creative cluster (source: Montgomery(2003), Jacobs(1961), Florida(2002), Santagata(2002) chart: the author)

Design Goal For the Selected District

The main goal is to revitalize existing culture and historical resources within the district. The site is rich in ancient buildings left from different era, but lack of the network system to integrate them, the activities between each attraction is disconnected.

Another point is that the gathering of the temples within the district not only reflects the high frequency of temple's event hosting (1-2 per month), also attracted the gathering of related traditional craft stores, such as the Buddha sculpture making, lantern making...etc. Those traditional craft industries can still be remained nowadays all because of the need from temples. Most of these traditional craft around Taiwan are all facing the status that their skill could not be descended generation to generation because of the downgrading of the industries.

Temple's culture in Taiwan hasn't been greatly developed and commodified yet. While most of the people come to temples mainly for religion purposes. Unlike the situation in Japan, actually from the ceremony to the architectures and even to the detail of the custom, all are fulfilled by traditional local culture.

Temple's Event & Culture



Fig.11.2: Temple event (source from the website: http://tw.tranews.com/Show/Style1/News/c1_News.asp?SItemId=0271030&ProgramNo=A000001000001&SubjectNo=72346)

Temple related traditional craft





temple's spaces...

CHARACTERISTIC
sense of history + area identity
presence of various activities
CRITERIA
amount and quality of public space
presence of various activities
pathway without traffic (quality of public space)
special designed street furniture (quality of public space)
mobility

creative cluster

CRITERIA
mobility
presence of various activities (evening economy)
access to education providers
available low-cost workshop or studio
availability of differing unit sizes of property at varying degrees and cost
amount and quality of public space
dynamic mixed use regeneration area
variety of building types, styles and design
sense of history + area identity

Fig. 11.3 criteria for attracting creative cluster (source: Montgomery(2003), Jacobs(1961), Florida(2002), Santagata(2002) chart: the author)

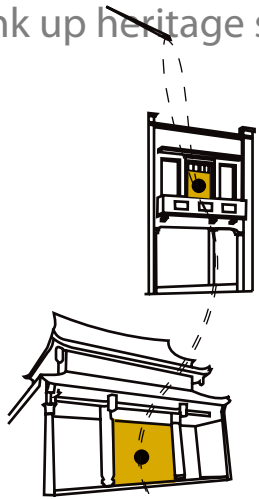
The following two charts indicating that several of the characteristic and criteria needed for temple's event spaces are overlap with the criteria that tended to attract creative cluster. The highlight of the temple's culture not only benefits the creative cluster in industry dimension also spatial. The tourists attracted by the temple's event can also reinforce the creative industry development of the district.

The case in Japan is quite successful, they use the highlight of temple's culture and the commodity of related custom to well preserve the traditional custom and related craft industries. The commodification of custom and traditional craft not only can attract the coming of the tourists , also can transfer the local culture into art field to make the culture visible.

Further more, to enhance the corporation between the traditional craft industry and the creative workers. Adding the new idea to these traditional craft to revitalize and popularize the traditional culture finally to highlight the local culture of the city.

[Revitalise Existing Culture & Historical Resources] +

1.Link up heritage spot



2.Highlight traditional temple's event & culture



[Clustering of Creative workers]

3.Enhance cooperation between creative workers & traditional craft industry

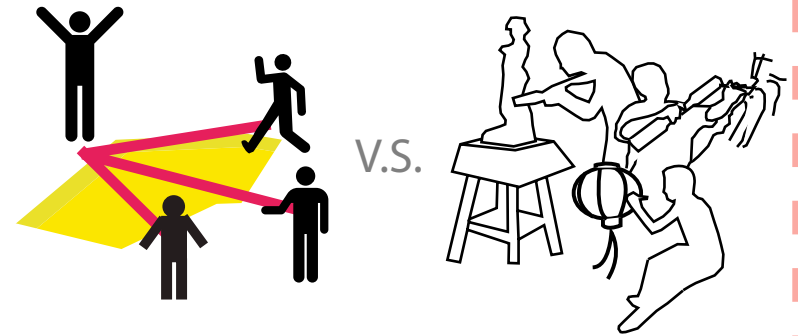


Fig. 11.4 Design goal (image: the author)

By the link up of heritage spots and the highlight of traditional temple's event and culture to revitalize existing culture and historical resources. Further more, with the facilitate of culture related program to attract the gathering of creative cluster. When tackle on cluster issue, mainly focus on the cluster who can cooperate with local traditional craft workers, with the possible cooperation to bring the benefit not only to the outsider, also the local people.





Selected District's Character Assessment

Defined 4 specific characters from the selected district, by doing this to give a clear picture of what kind of unique spatial quality the site is having.

1. High Density of Heritage & Historical Buildings



The district used to be the commercial and transport hub of the city which has brought the great amount of heritage. Rich in historical buildings left from different era (Dutch, Ming Chin & Japanese colonized era) which are for multi-purposes (public buildings, municipal buildings, temples and residential houses).

2. High Density of Temples (gathering of events and related commercial activities)



Tainan is the city having the highest density of temples. The phenomenon is especially obvious in this historical center district. These big amount of temples not only reflect the amount of attractions, also represent the high frequency of temple events hosting. In the industry dimension, resulted in the gathering of temples' relative traditional craft shops (Buddha sculpture making, lantern making, sadden chair making...etc) and worship products vendors. With deep cultural background, both the temple events and the related industries have been the most precious historical and cultural treasures in the district.

3. Street Houses on the center Boulevard



Fig. 11.5: District character assesment pic (image : by the author)

plan of the street house

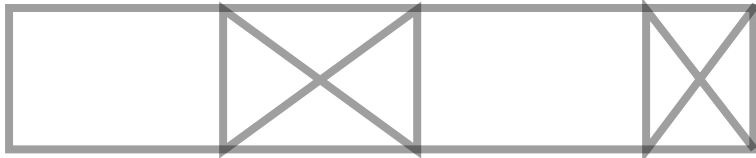


Fig. 11.6: Plan of the street house (image : by the author)

The street houses along the center boulevard (ming-quan road) are the deep type of the residential and commercial mix-used buildings (around 40 m in depth). There tends to have two or even more patios within the plan (fig 8.23a) and delicate façade. Some local people already knew the unique spatial quality the traditional street houses are having. Modicum of the street houses nearby the main attraction had already been transferred to the new uses, such as gallery. But due to the decline of the district, these kinds of recreation are not frequently happened.



Fig. 11.7: District character assesment pic (image : by the author)

4. Pattern of Alleys (rich in pocket spaces, corners and historical buildings)



There are numerous of organic alleys within the district which have its spatial uniqueness, such as pocket open spaces, turning corners and specific traditional gate. Besides these spatial elements, there are also numerous of historical buildings along these organic alleys. But the thing is that these elements haven't been integrated yet, only local people know how to use these paths to reach nearby attractions. The uniqueness of these organic alleys still remained unknown for most of the outsider.





Regeneration & Decline Area Analysis (functional)

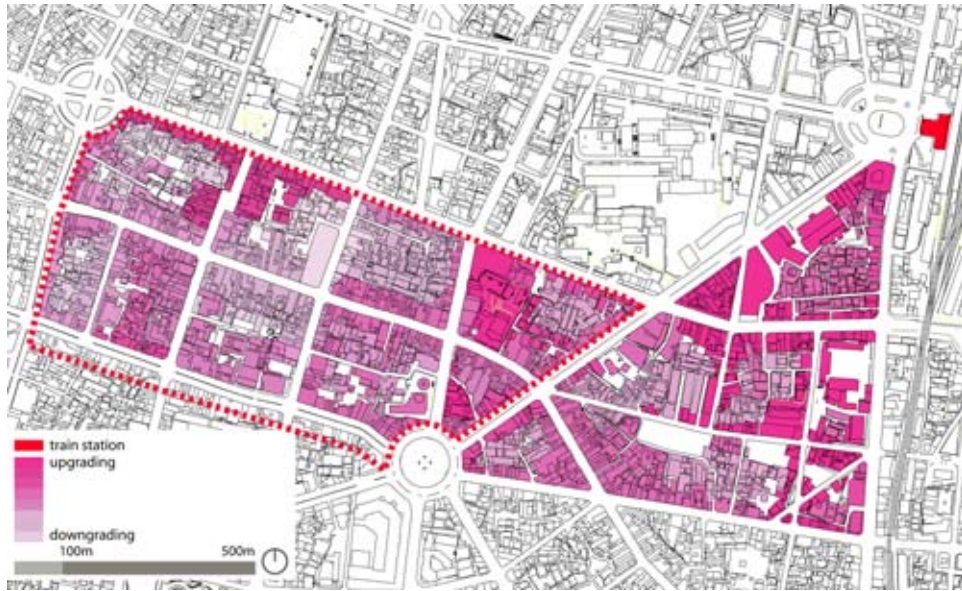


Fig.11.8: regeneration & decline area analysis (image & source: by the author)

From the analysis it is seeable that most regenerations spreaded out from the train station, and the area surrounded the department store. The selected district (red dash line area) actually is the decline area seeing from the development of the whole city scale. The center of the district is the most decline area due to the poor space quality of those high buildings, there were fire happened 2-3 times within the building, the fire didn't completely demolish the building, some commercial activities still remained, poor space quality started to gather the happening of illegal activities, resulted in the decline of the surrounding area. Can also observe that the areas next to the main road system are more regenerated in compare with the area with the block.

And the other two blocks that are located at the west and the east are more regenerated due to the heritage attractions within.

Potential Elements



Fig. 11.9: Potential elements location (image & source: by the author)

The selected district is facing issue of decline. The diagram above marked out the potential elements (the four character assessments) within the district, the diagram clearly indicate that there are quantity of potential elements within the district, and most of these elements are located in the inner block area. The main problem of the district is lack of network system to integrate the resources. With the integration of existing elements, the district can definitely reverse its decline situation.





Fig. 11.10: Land use zoning (source from the website: http://bud.tncg.gov.tw/Urban_sys/default.htm, image: by the author)

From the land use zoning regulated by the local authorities can see that not all of the heritage is protected by the land use policy, despite these heritage that is certificated by the local authorities. This is not to mention those historical street houses along the ming-quan road, that are not certificated as historical buildings but with its historical and spatial speciality.

If the area keeps developing without any policy protection on these specific historical buildings, these historical elements might be sacrificed during the regeneration process. Eventually, it will be a big threat to develop Tainan as the historical and cultural city.

Land Property Analysis



Fig. 11.11: Land property analysis (source from the website: http://bud.tncg.gov.tw/Urban_sys/default.htm, image: by the author)

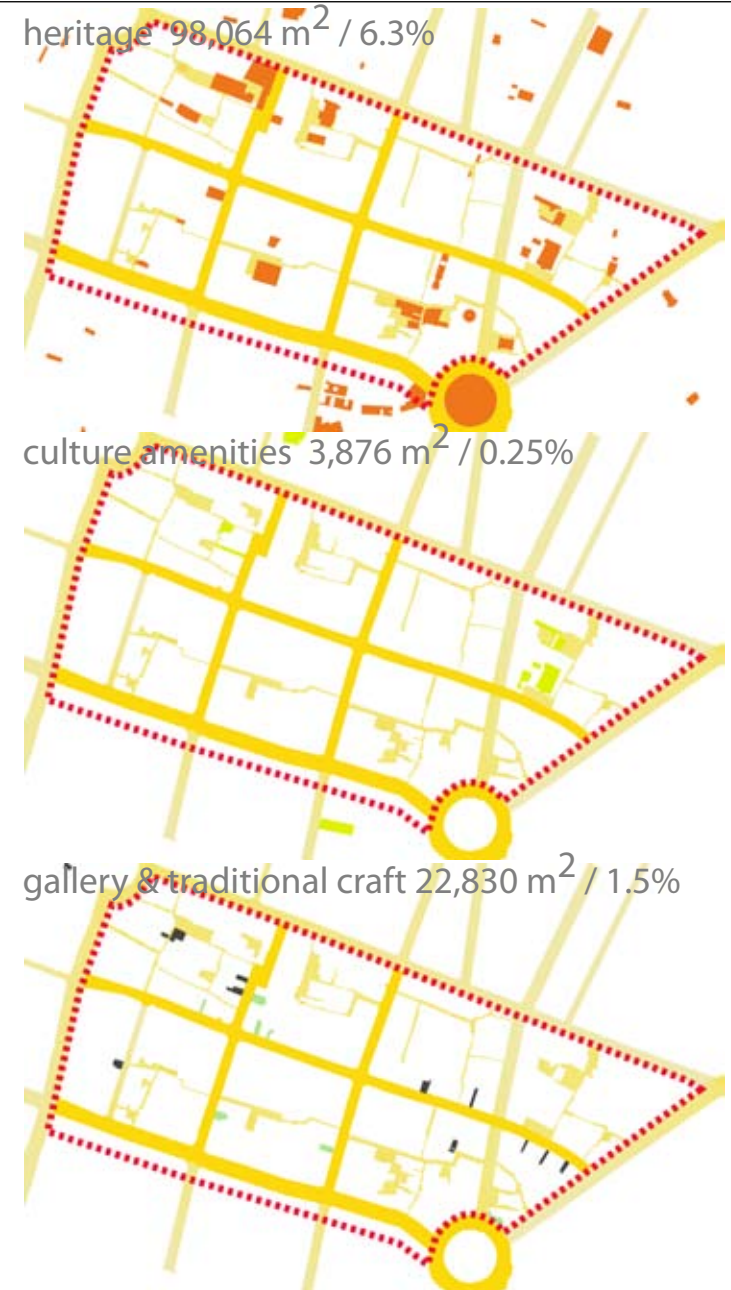
The analysis indicating that most of the land is owned by private people. What owned by local authorities are the boulevards and alleys. When processing the intervention with this district, the planning concept should be by the providing of a better open space quality within the area to invoke the bottom up intervention from the local people.



Culture Institutions 122,695m² / 8%



Fig. 11.12: Culture institutions analysis (image & source: by the author)



From the culture institutions analysis can see that the district is rich in heritage resources, but poor in culture amenities. Most of the culture amenities are gathering at the southern part where is the museum district. But the area did have some traditional craft industry clustering, due to the high density of temples in the area. Some galleries started to cluster around the heritage spot using the traditional street houses. But due to the decline of the district, this kind of recreation still not happened so often.



Commercial Activities 595,434m² / 42%



Fig. 11.13: Commercial activities analysis (image & source: by the author)

office & residential mix used 168,936 m² / 12%

cafe shop & night commercial 36,618 m² / 2.6%

creative & art related industry 58,548 m² / 4%

Though the street houses along the ming-quan road are the type of the buildings that are suitable for retail business, due to the decline, most of these houses had became offices and residential mix-used program. The decline phenomenon also reflects on the amount of café shops.

There are some wedding gown designing shops and photo taken shops clustering along the southern boulevard. Expecting these design related industry can have more direct linkage with the future new added designed related commercial network.

Institution

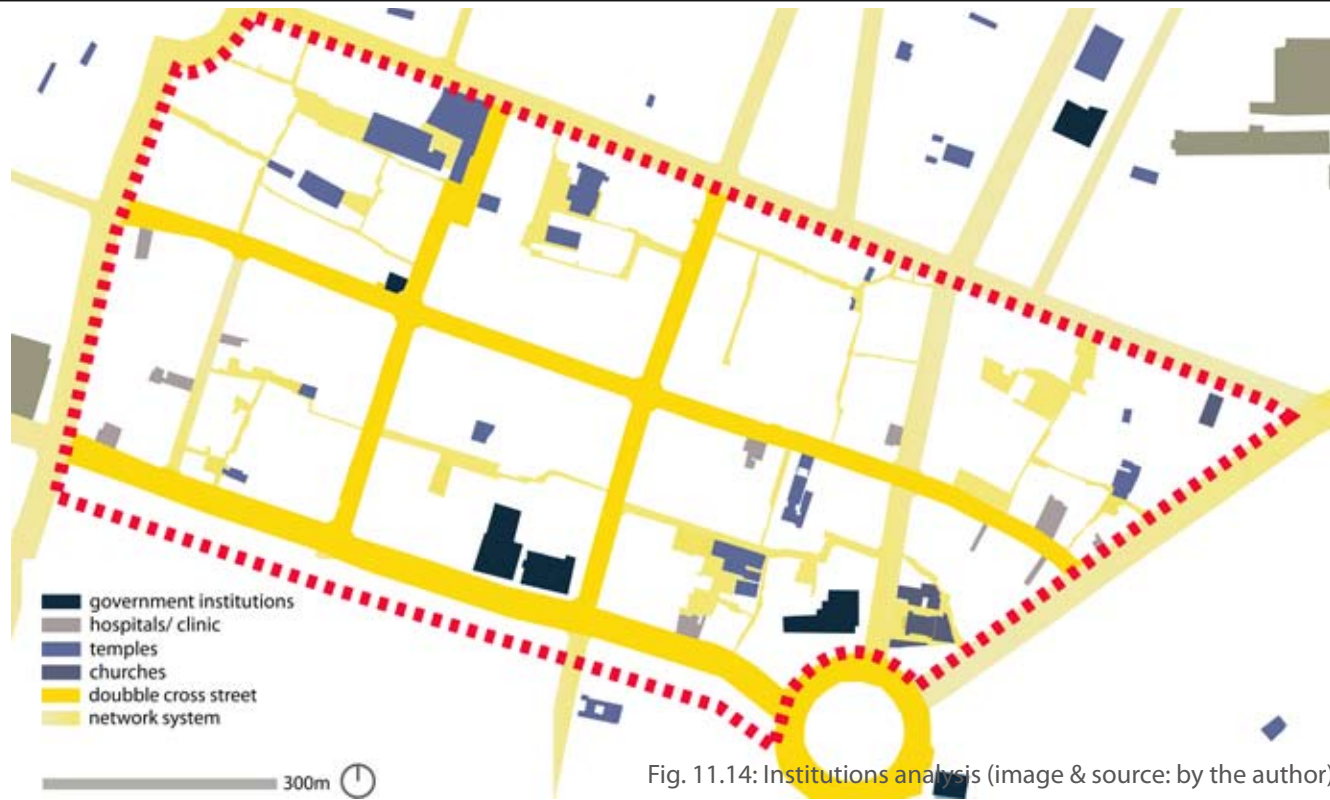
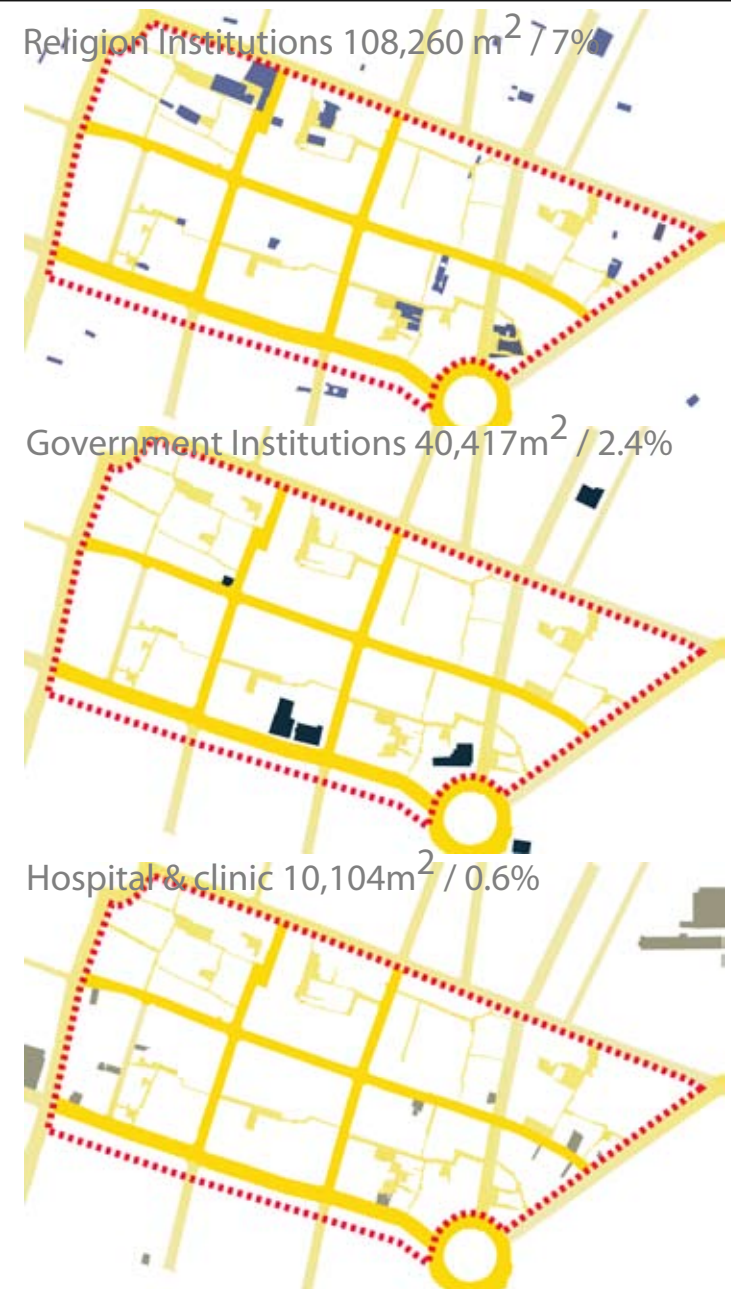


Fig. 11.14: Institutions analysis (image & source: by the author)

From the institution analysis can see that the district is high in temples density. Cause this area used to be the commercial and transport center, resulted to the gathering of some hospitals and clinics, also modicum of government institutions.



Residential & usable area



Fig. 11.15: Residential & usable area analysis (image & source: by the author)

A bigger percentage of the buildings within this district is for residential use. The vacant housing I indicated here are the vacancy that I can observe from the elevation of the buildings. The real amount of the vacant housing might be double or triple the informations I presented here. The phenomenon of the vacant housing and the vacant land within the district, also explains itself the decline situation of the area.

Residential Housing 606,260 m² / 43%

Vacant Housing 66,192 m² / 4.5%

Vacant/useable land 22,372 m² / 1.5%

<p>S</p> <p>organic alleys & traditional street houses provide unique spatial quality high density in temple & heritage clustering of traditional handicraft industry center of the city</p>	<p>W</p> <p>alleys connectoin with boulevard is weak no program in the inner block area except temple's event temple's culture had not been high light downgrading situation ways of intervention is limited narrow street pattern</p>
<p>O</p> <p>vacant housing/land light rail passby in the future</p>	<p>T</p> <p>without supported policy to protect the heritage buildings area's potential resources are being ignored by government planing high density in heritage-impossible to have big scale interven- tion</p>

Conclusion

Bigger percentage of the land is owned by private within the district, bottom up intervention is much suitable for the area. Integrate existing spatial elements-organic alleys, strengthen the spatial connection between boulevard and the alleys. By the providing of good quality public open spaces to improve the living quality of the district. Prepare good background for future's event hosting. Also with the development of Government policy subsidization, to speed up the clustering of certain cluster. With the move in of the culture program and related cluster to identify area's culture atmosphere.

Fig. 11.16: District SWOT analysis (image & source: by the author)



Total FAR: 2.02

Commercial: 595,434 m²

Culture & religion: 122,695 m²

Government institution & hospital): 50,521 m²

Residential buildings: 606,260 m²

Vacant land: 21,652 m²

Vacant housings: 64,956 m²

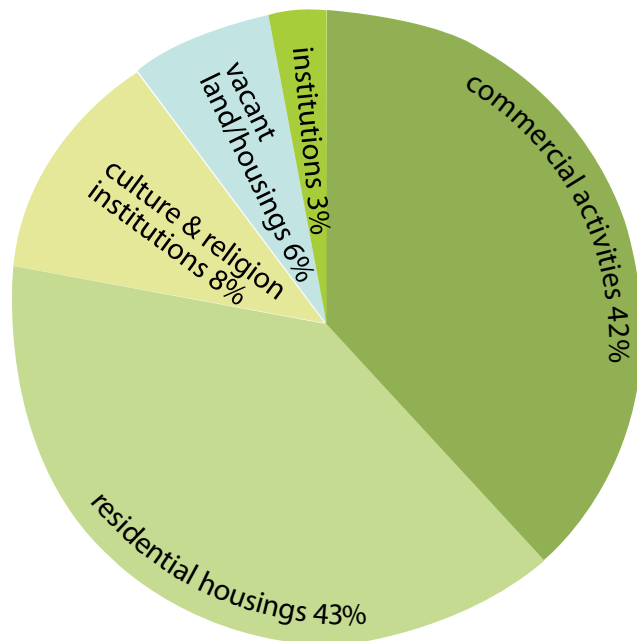


Fig. 11.17: Present FAR (image & source: by the author)

The idea is firstly re-use the existing vacant land and housing, transfer into cultural related programs. Together with the support of the new policy to attract the entering of culture and art related commercial stores. Combined with the basic investment of the area-the construction of the light-rail and the open spaces planning to greatly improved the living quality and cultural spatial atmosphere of the district.





Total FAR: 2.06

commercial: 519,652 m²

design related commercial store: 101,043 m²
(fashion+design store)

culture & religion: 310,347 m²

Institution(government & hospital): 50,521 m²

residential buildings: 505,217 m²

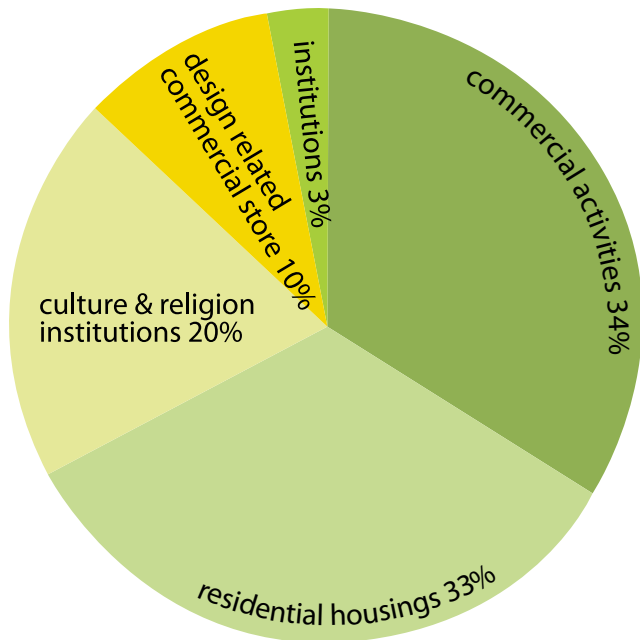


Fig. 11.18: Future FAR (image & source: by the author)

Added Program

The programs listed beside are the programs that will be inserted in the district in the intervention process. By input these programs will reach the criteria need for creative cluster also will strengthen the designed atmosphere of the district. The list beside divided programs into two parts- art related programs and commercial related programs.

- art related
- special designed pathway & squares for temple event hosting
 - culture education center
 - studio
 - studio with gallery mix used
 - gallery
 - design product shop

art + commercial

- art supply shop
- fashion shop
- cafe shop
- hotel
- restaurant/bar

commercial related



By the activities happened within the district to design four network systems, from quiet to the bustling type of the activities. Each network infill different programs to shape its identity.

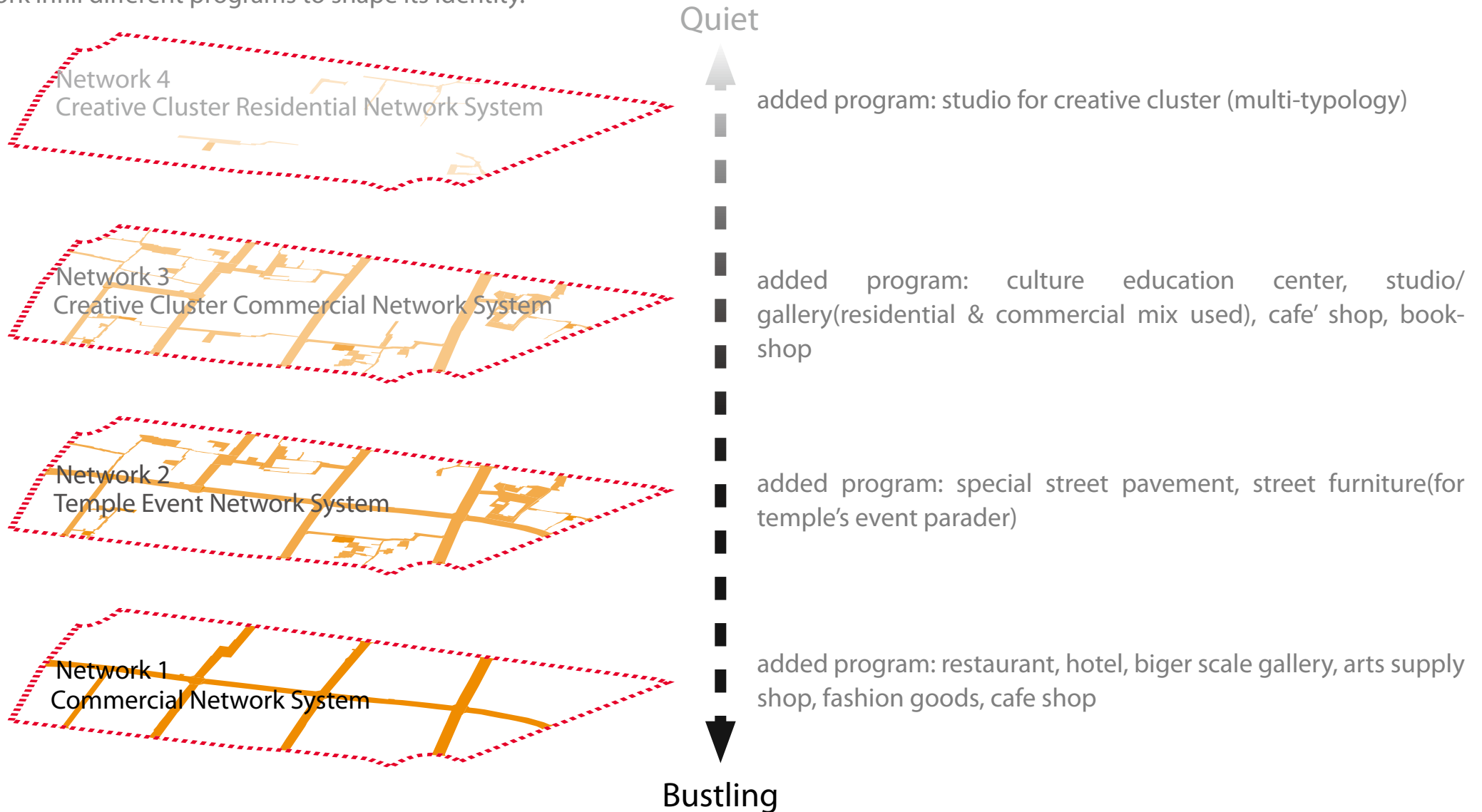
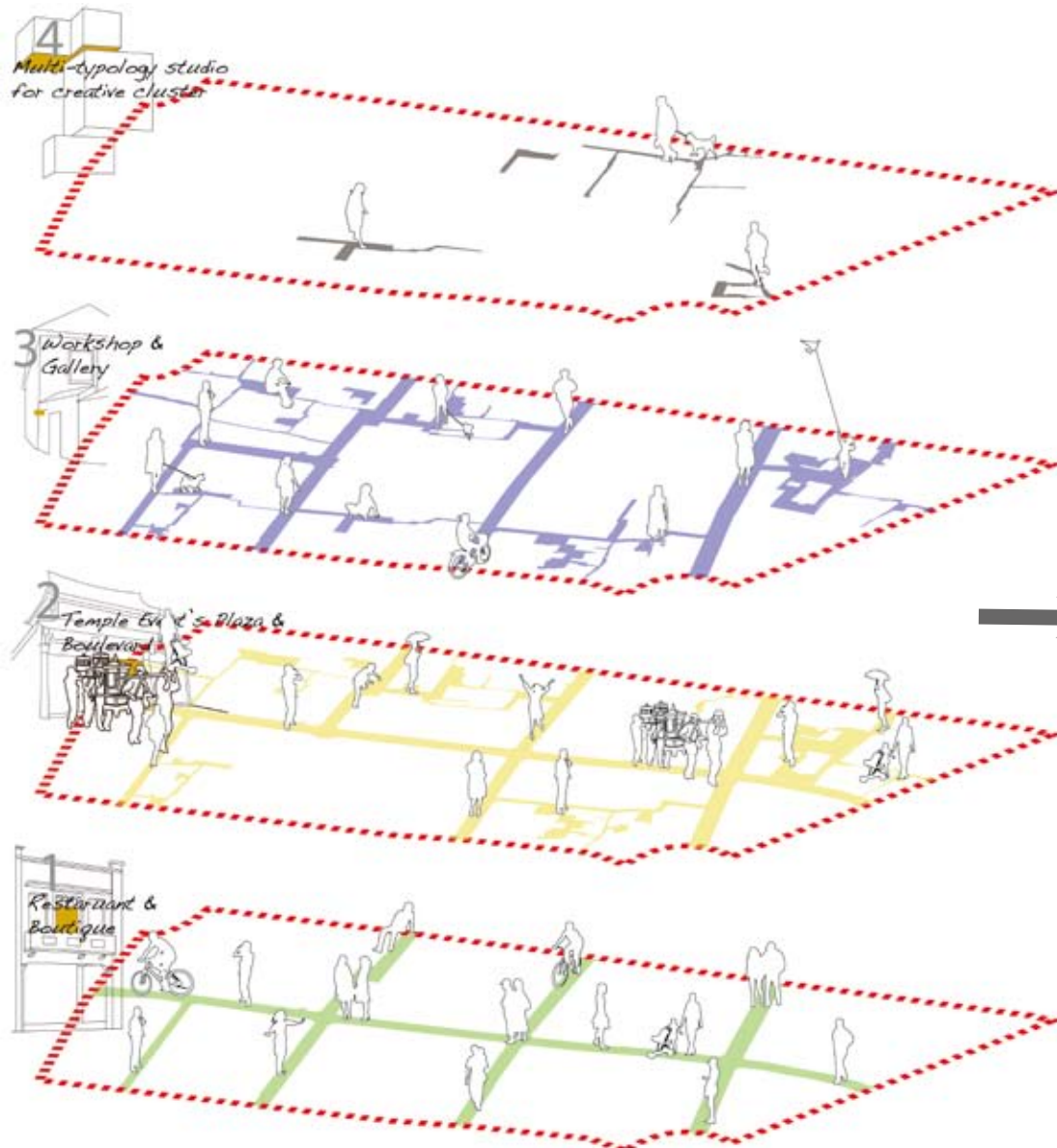
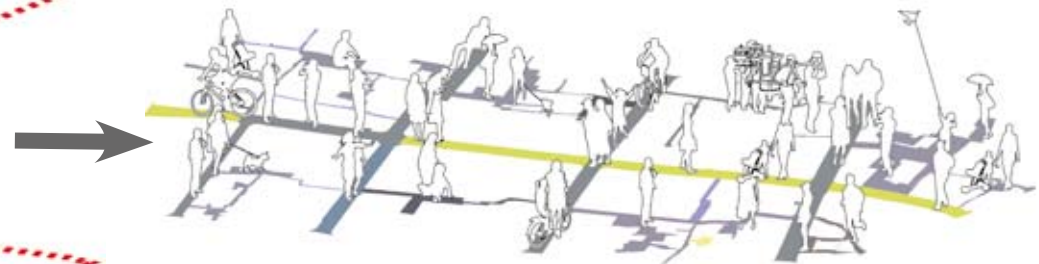


Fig. 11.19: four network (image & source: by the author)



Each network has its main target group, which lead to certain needed programs and spatial requirement. With the constructed of each network, will attract the clustering of certain cluster together with the following activities and events.

When all four networks overlap together, some certain part of the street will have two-three different networks overlap. Enhance the dialogue between different groups of peoples. These kinds of overlapping are the most interesting part of the design.

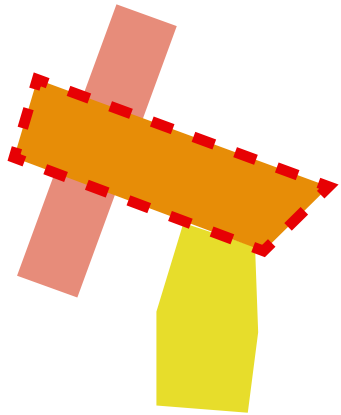


1+3	2+3+4	1+2+3	3
1+2	3+4	2+3	4

Fig. 11.20: four network activities (image & source: by the author)



Connection With Surrounding Area



Zoom out in a bigger scale to see how the program within the selected site can work as the junction to articulate the national culture program with Hai-an road daily life culture program. By the providing of proper open spaces to support the program in the inter median area. Able the activities can continue in the open spaces network.

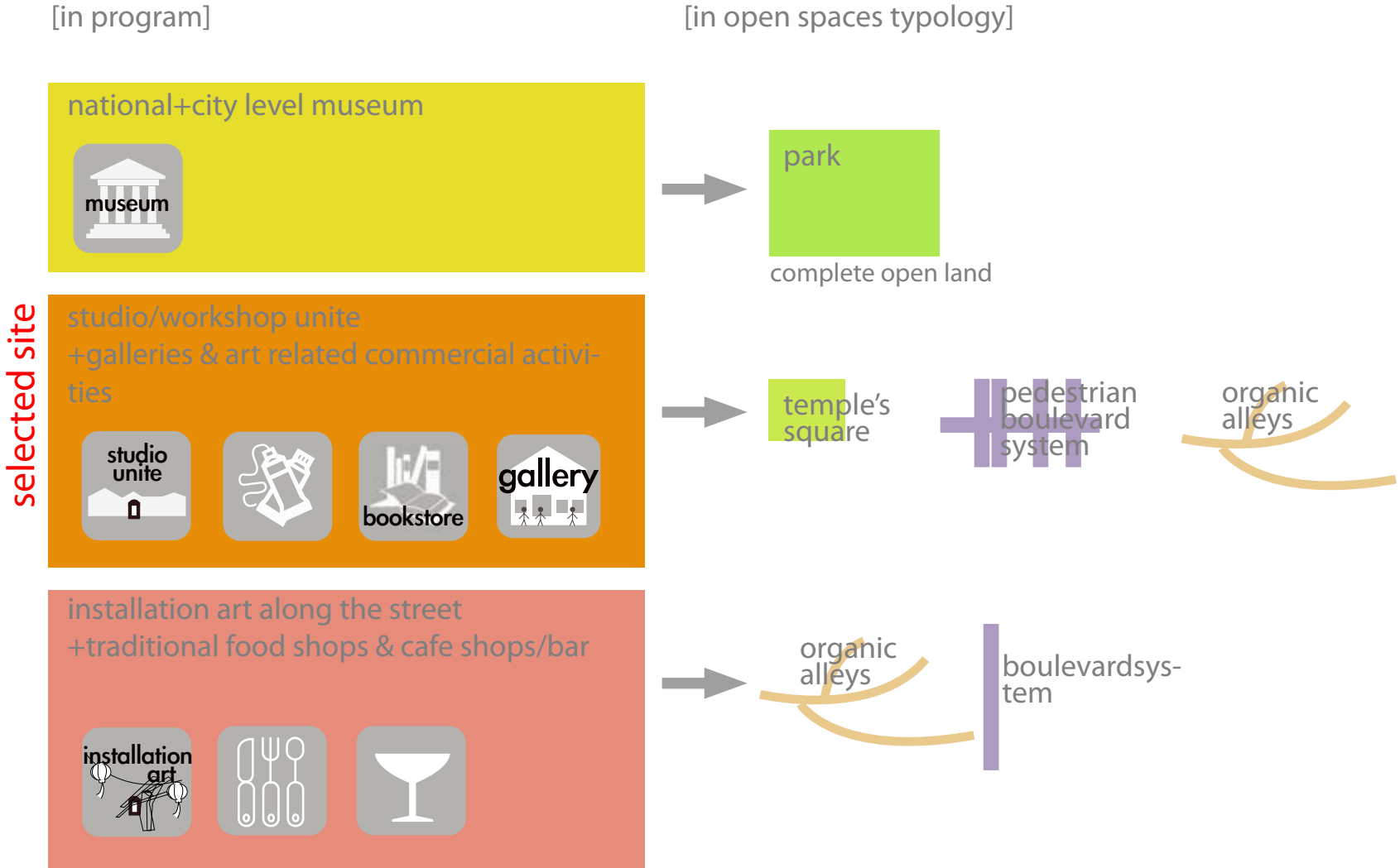


Fig. 11.21: District's connection with surrounding areas (image & source: by the author)


12.Implementation



phasing 1



On the phasing 1, first transfer the existing vacant land and vacant housing into culture programs. Then set up 4 culture education centers in order to manage the rental problems of the new studios for creative cluster, also provide smaller scale lecture room and exhibition room for community's education events.


Stakeholders:  臺南市 文化局 authority


phasing 2



On phasing 2, main idea is to regenerate the network 3 and 4 by the fill in of the studios and studio mix use programs.

With policy to subsidize the rent for creative cluster, attract the clustering of creative and culture activities. Target on the cluster who can contribute their work on the combination of new art and traditional craft. Also by the fulfill of the land use policy, to able the heritage buildings can fully protected by law.

Stakeholders:  臺南市 文化局 authority &

 財團法人 | 國家文化藝術 | 基金會
National Culture and Arts Foundation



art related associations & local corporations

Fig. 12.1: Phasing 1+2 (image & source: by the author)

Future Possible Culture Institution



Fig. 12.2: Future culture institution (image & source: by the author)

After the first two phasing, most of the culture institutions are being filled in the district, the institutions tend to cluster on the network 3 and 4. By doing this to provide clear culture activities network system to revitalized the area inside the district also to link up the heritage resources within.



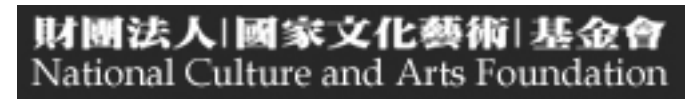


phasing 3



In phasing 3, after the clustering of creative cluster in the previous step, certain amount of tourism and local people will be attracted to this area. In order to control the regeneration aspect of the area, certain land use policy and subsidization are needed. Such as with policy to subsidize the repair fee and rent for housing on network 1, to attract the entering of certain art and creative related shops. Also by the hosting of culture event to emphasized the cultural atmosphere of the district.

Stakeholders:



art related associations & local corporations

phasing 4



After network 1, 3 and 4 is being regenerated, great amount of people will gather in the area, especially after the light-rail is being constructed. It's time to fill in bigger scale's public and commercial facilities. Planned to re-build a culture education center & hotel mixed used building next to the light-rail route, right in the center of this area.

Stakeholders:



Fig. 12.3: Phasing 3+4 (image & source: by the author)

Future Possible Cultural Commercial Activities

new added programs only



Fig. 12.4: Future cultural commercial activities (image & source: by the author)

all programs

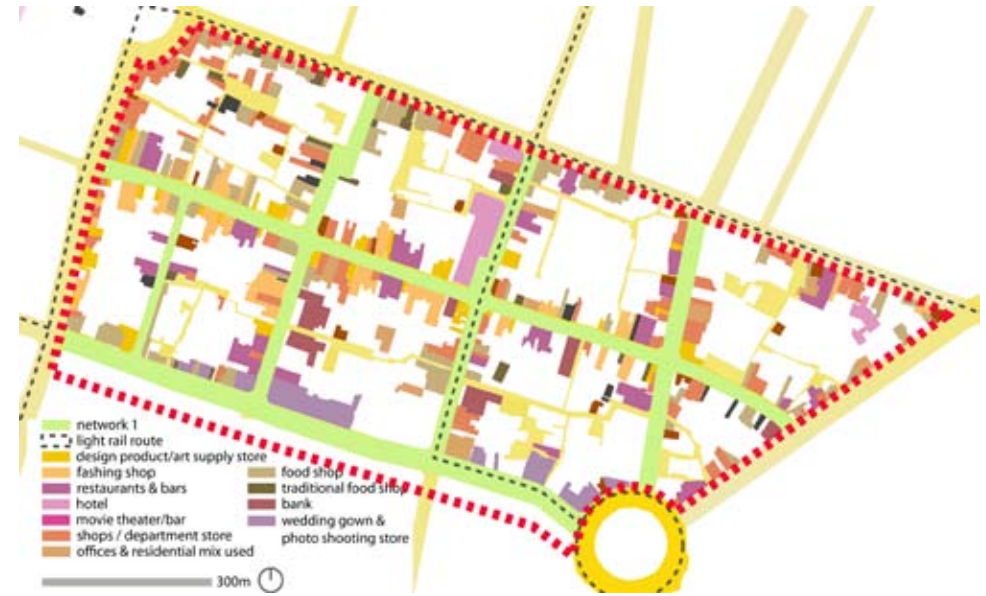


Fig. 12.5: Future commercial activities (image & source: by the author)





phasing 5



Fig. 12.6: Phasing 3+4 (image & source: by the author)





In the final phasing, focus on the construction of open spaces. First, prohibit the entering of vehicle. Start to create the pedestrian walking zone within the area. Then started to regenerate the network 2 system. Provide better route and squares for the hosting of temple's event, to highlight this unique local culture, enhance the frequency of temple's event happening in the district

Future Temple Activities



Fig. 12.7: Future temple activities (image & source: by the author)

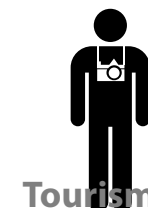
Stakeholders:  臺南市 文化局 authority &

 財團法人 | 國家文化藝術 | 基金會
National Culture and Arts Foundation



art related associations & local corporations

Residential Distribution:



13.Pilot Project

Pilot Project Site Selected



Fig. 13.1 Pilot project selected sites (image & source: by the author)

Focus the red dash line as my pilot project's site. Cause it's the area with light-rail tram pass through, also the area with four temples clustering around. It's the area with various type of open spaces attached together-organic alleys, boulevard and temple's square. That's why I prefer to chose this site as the pilot project of my design.

After step into the design process, selected out several building typologies, defined different ways of intervention and the concept for dealing with the open spaces issue. Clarify in the chart below.





diagram or picture	building's type	regeneration method	open spaces concept
	traditional sloped roof housing cluster (average: 500m ²)	with new added elements to strengthen existing structure	take down certain walls to create a union workshop spaces
	disconnected traditional sloped roof housing cluster (average: 500m ²)		improve surrounding open spaces to provide better interconnection between buildings
	single housing along the al- ley (average: 200m ²)		create semi-public open spaces to strengthen the connection with alleys (network)
	temporary housing cluster	rebuild the buildings	try to strengthen its relationship with nearby open spaces when designing
	bad condition building		

Fig. 13.2 Pilot project buildings typology (image & source: by the author)



Fig. 9.5 Site plan (image & source: by the author)

- temples (heritage also)
 - heritage
 - possible housing (transfer into new use)
- 50m

Main idea is by the providing of better public open spaces to integrate the elements within the district, further more with the released of related policy to attract the clustering of creative cluster. The site plan beside indicate my planning idea for the area. The housing in the surrounding area all are possible to be turned into new uses after the policy's subsidi- zation. In the following pages, I will focus on the existing va- cant housing, use them as the pilot project to show my vi- sion for the district.



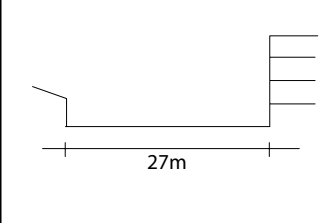


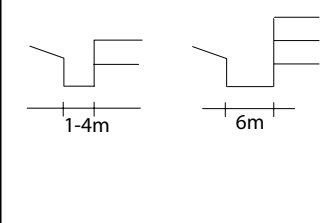

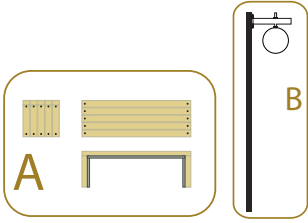
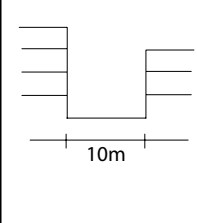
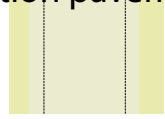
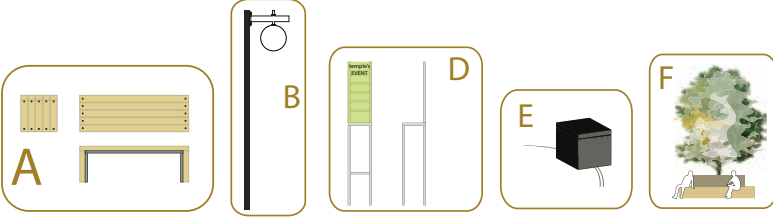
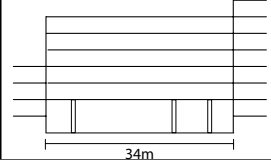
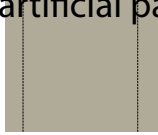
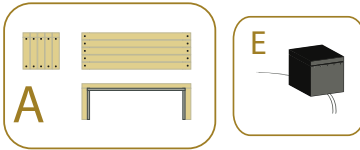
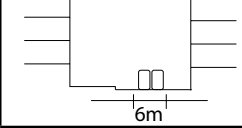
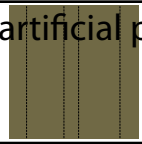
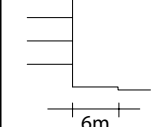

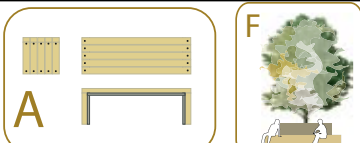
open spaces	section	pavement material	street furniture
squares		semi-natural pavement 	
organic alleys/ pockey spaces on alleys		semi-natural pavement 	
boulevard/ temple's event- pathway		semi-natural pavement+metal decoration pavement 	
new added semi-private pathway		artificial pavement 	
lightrail pave- ment		artificial pavement 	
pathway be- side highrise buildings		artificial pavement 	

Fig. 13.4: Pilot project open spaces typology (image & source: by the author)



Fig. 13.5: Open spaces site plan (image & source: by the author)



Detail Restriction Policy on Vehicle Entering the District



Fig. 13.6: District's restriction hierarchy (image & source: by the author)

Divided the open spaces network system into four restriction hierarchy, also clarified five vehicle's groups who might need entering the district. Which are emergency vehicles, events vehicles (such as the truck carrying audio equipment when hosting temple's event), delivering vehicles (the truck which services the retail shop along boulevard), local resident's vehicles (the residents who lived in the district) and the others vehicles. Restriction area in each Hierarchy can allow the entering of certain vehicles during certain period of time. The diagram below indicates the detail restriction policy contents.

Restriction Hierarchy

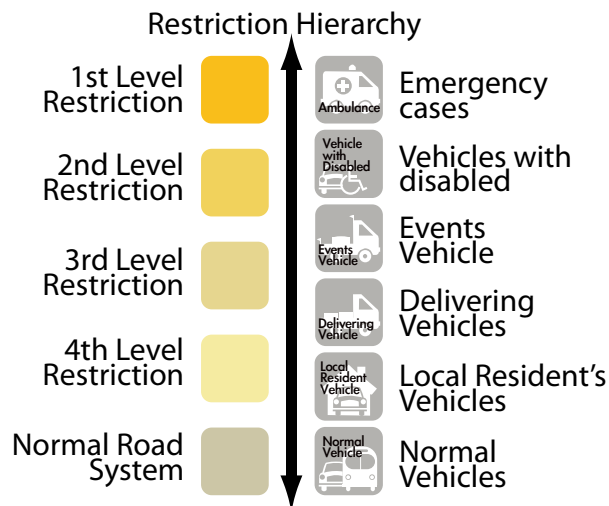


Fig. 13.7: Restriction hierarchy in area & vehicles (image & source: by the author)

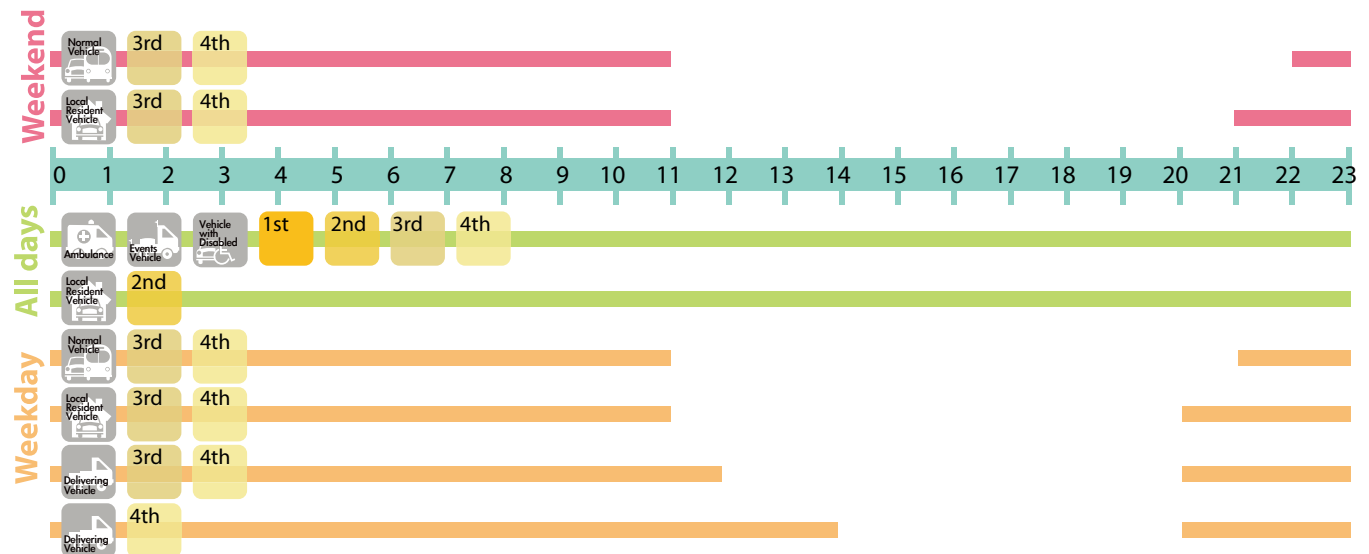


Fig. 13.8: Restriction policy in detail (image & source: by the author)

Future Land Use Zoning



Fig. 13.9: Future land use zoning (image & source: by the author)

Fullfilled the land use policy, changed all the heritages into heritage preserved land. Any extra constructions need to be verified strictly before constructed. Besides the heritages which are certificated by authority, also mark out the traditoinal street houses along the central boulevard (which are being mention in character assesment 3), certificated these housings as historical buildings land. Construction also need to be verified first, but with more flexibility if compare with heritage preserved land. With the released of the new land use policy to enable the heritages and historical buildings can be protected during the gentrification.





A Craftsman

Budda Sculptor
Sedan Chair Maker
Lantern Maker
Sulptor etc.

live in studio



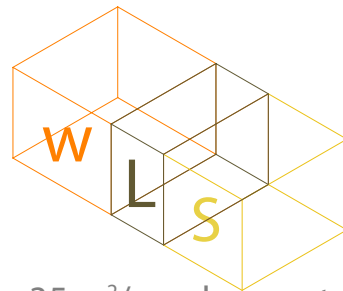
=45 m²/employment

W=working spaces
L =living spaces
S =service spaces

B Arts and craft maker

Embroidery Maker
Sculpture Accessories Maker
Calligrapher
Painter
Handicraft Designer etc.

live in studio

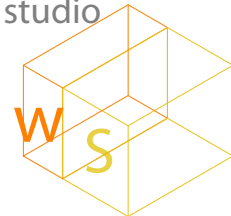


=35 m²/employment

C Graphic & media designer

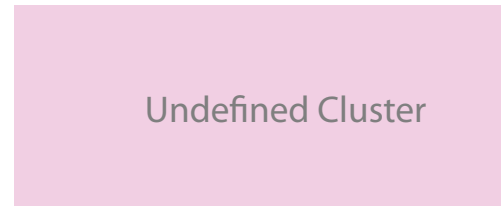
Graphic/Cloth Designer Me-
dia Designer
Fashion Designer etc,

studio

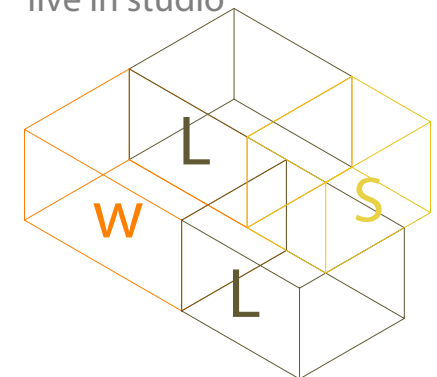


=16 m²/employment

Focus mainly on three target groups as I indicate on the left. This is city's historical center district with the highest density of heritage and traditional handicraft industry. So I will focus on the clusters who have stronger connection with area's existing culture. By doing this firstly it will revitalize the existing traditional culture, secondly, the mutual cooperation will bring real benefit to the local residents to avoid the move out of this traditional handicraft workers after the gentrification.



live in studio



=60 m² / 2 people

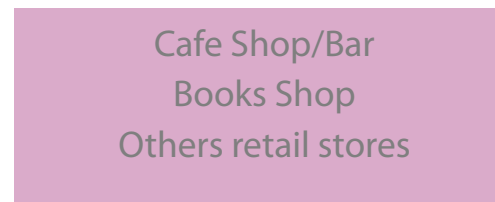


Fig. 13.10: Target group (image & source: by the author)



The main idea for the first scenario is to enhance the possible communication between different clusters to provide mixture studio for all creative and traditional handicraft workers. The future's capacity for each clusters are listed below:

Cluster A: 25 employments

Cluster B: 23 employments

Cluster C: 18 employments

Undefined: 20 employments/50 employments(hotel)

The advantage of this scenario is that the cooperation between each industries will be easier to invoke, while the disadvantage is that the flexibility of the studio will make it harder to achieve the area's spatial specialty.

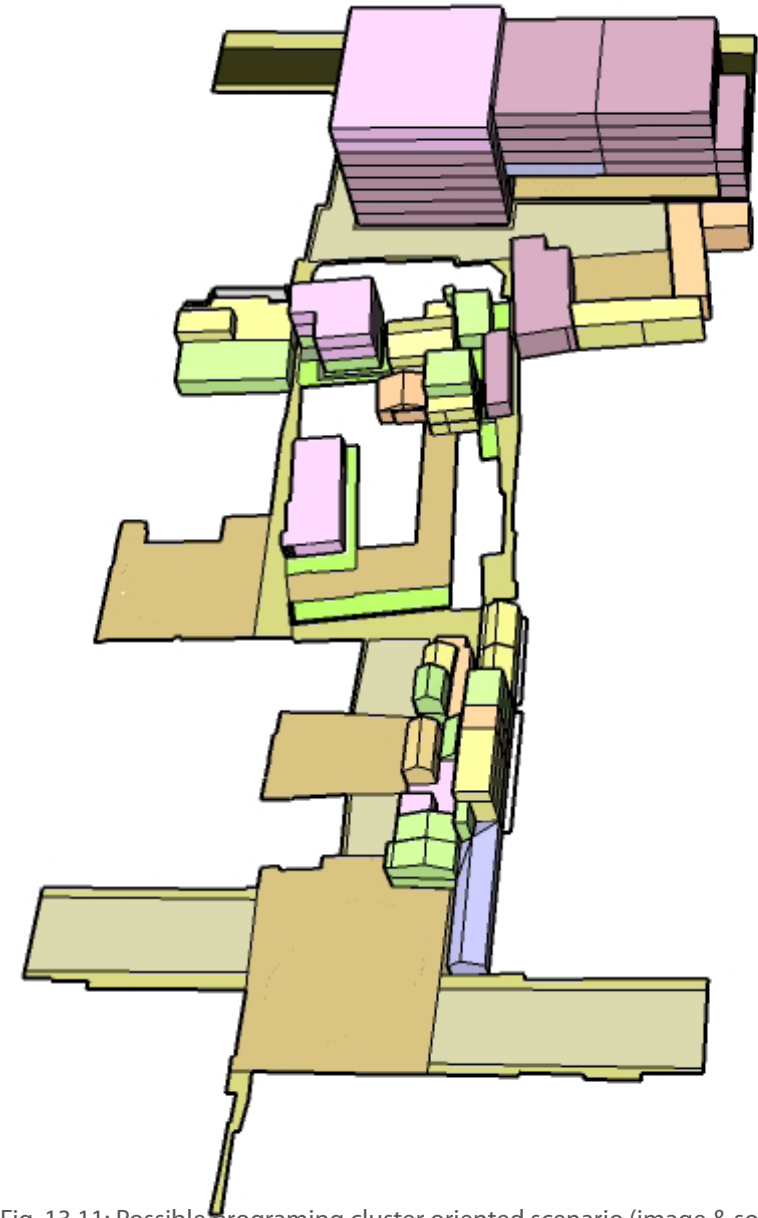
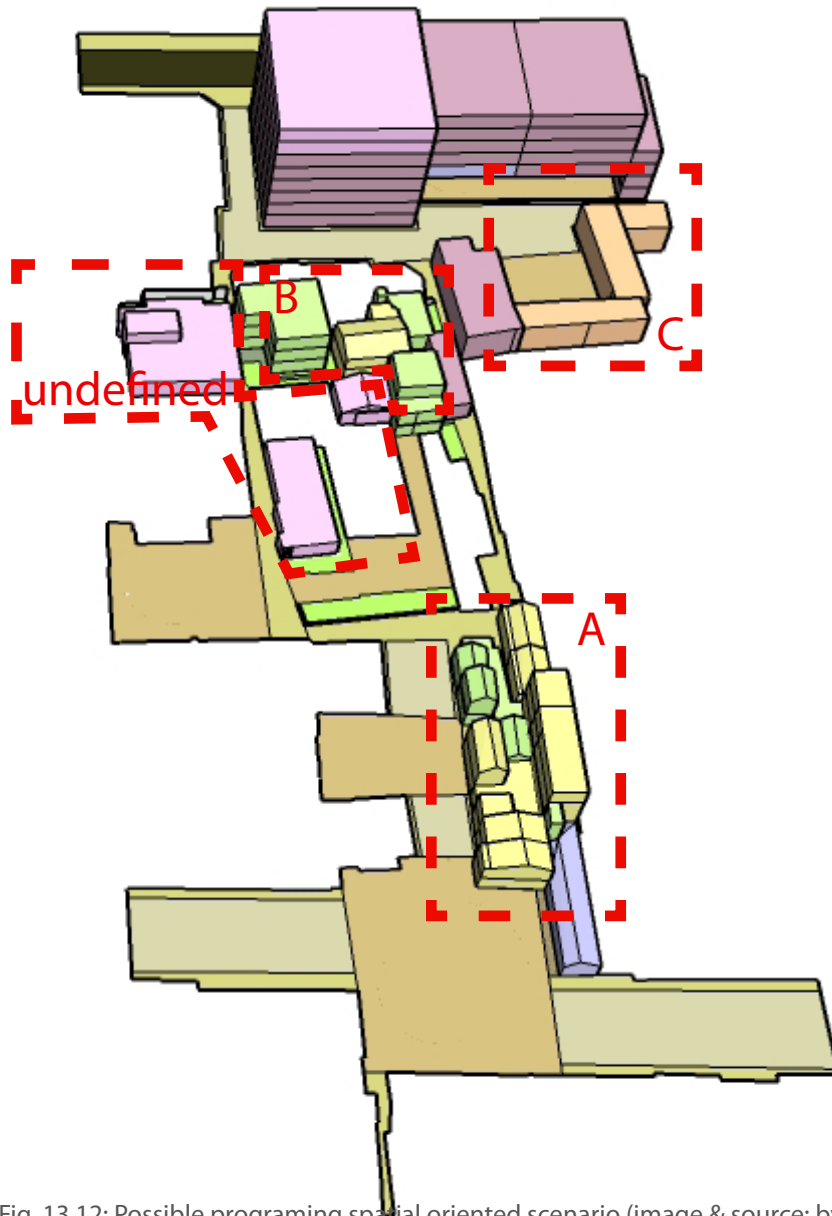


Fig. 13.11: Possible programing cluster oriented scenario (image & source: by the author)



Second scenario tends to pay more concern on the connection between location's criteria and each cluster. Setting west point area to target on cluster A, cause it's the biggest square of the temples, also the only one temple's square that connected to the boulevard system. Cluster A are the type of the artists that have stronger connection with temple related products in bigger scale, such as sculpture. The location can not only provide strongest connection with surroundings event, also provide the convenience for products transport.

While the cluster B are the type of the artists that need quieter working atmosphere, so the inner block area with single housing and semi-public open spaces around will be more suitable for them. Cluster C are the type of the designers who need to communicate with their clients very often. So, the area next to the multi-funcation hotel (with conference room and culture education center) and boulevard (with light rail pass by) will offer the needs for the media workers.

The future's capacity for each clusters are listed below:

- Cluster A: 23 employments
- Cluster B: 28 employments
- Cluster C: 23 employments
- Undefined: 20 employments/
50 employments(hotel)

Fig. 13.12: Possible programing spatial oriented scenario (image & source: by the author)





Possible Plan for Scenario 2

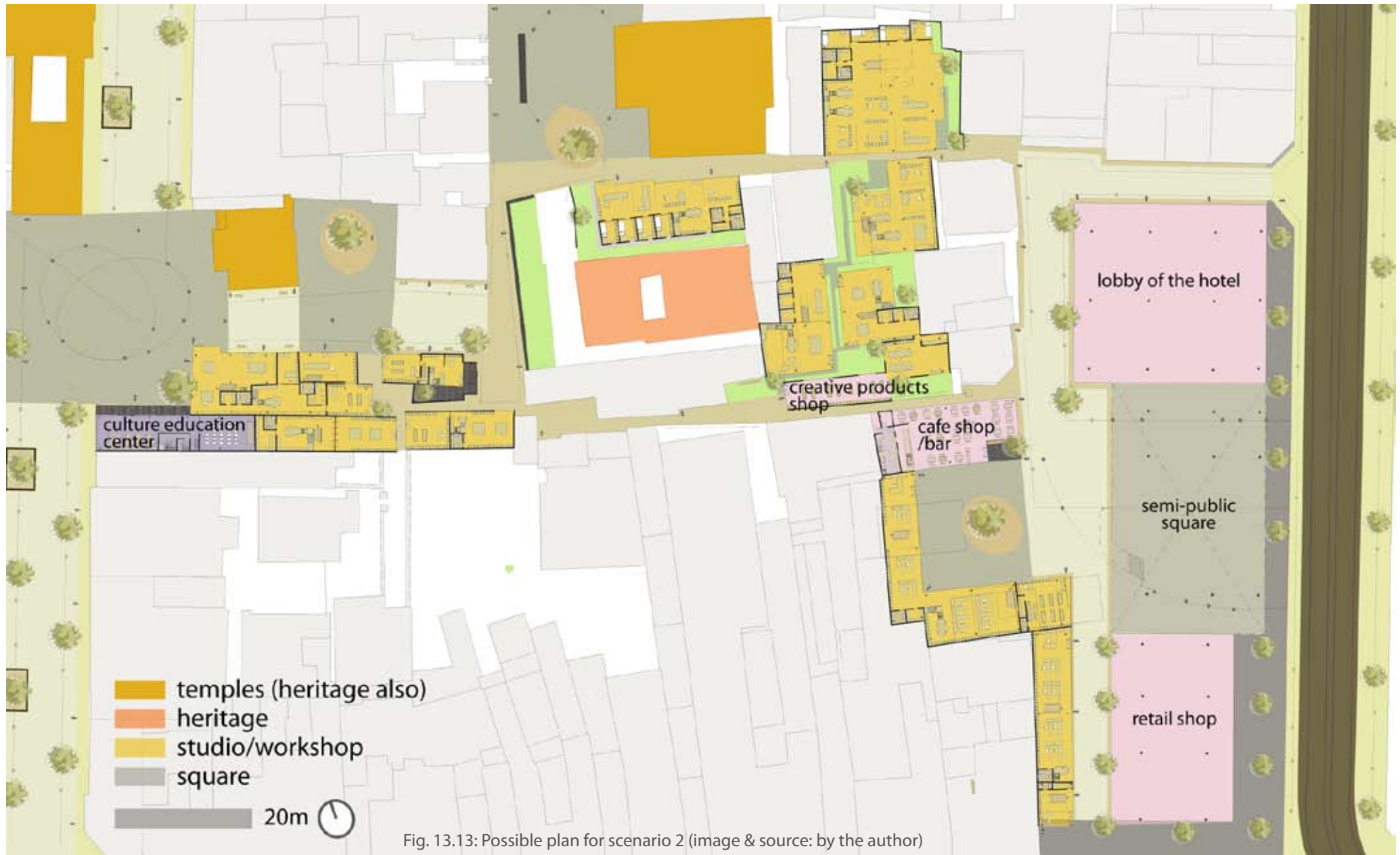
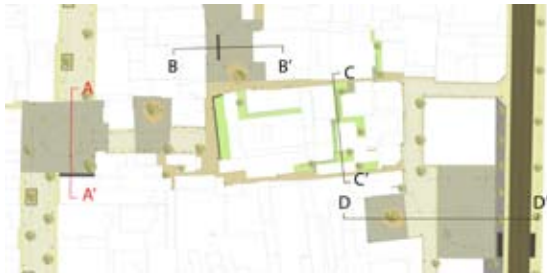


Fig. 13.13: Possible plan for scenario 2 (image & source: by the author)

Section A-A'



In this section, we can see how the temple square can function as the stage for temple to host their ceremony there. And the nearby boulevard provides great amount of spaces for people to gather, the retail food shop along the boulevard at the same time can supply the need for all the crowd.



Section B-B'



Fig. 13.15: Section B-B' (image & source: by the author)



This section illustrates the vision for temple's square in the future. In this smaller scale inner block square, try to add some special designed street furniture to facilitate the proposed program from temple's event.



Section C-C'

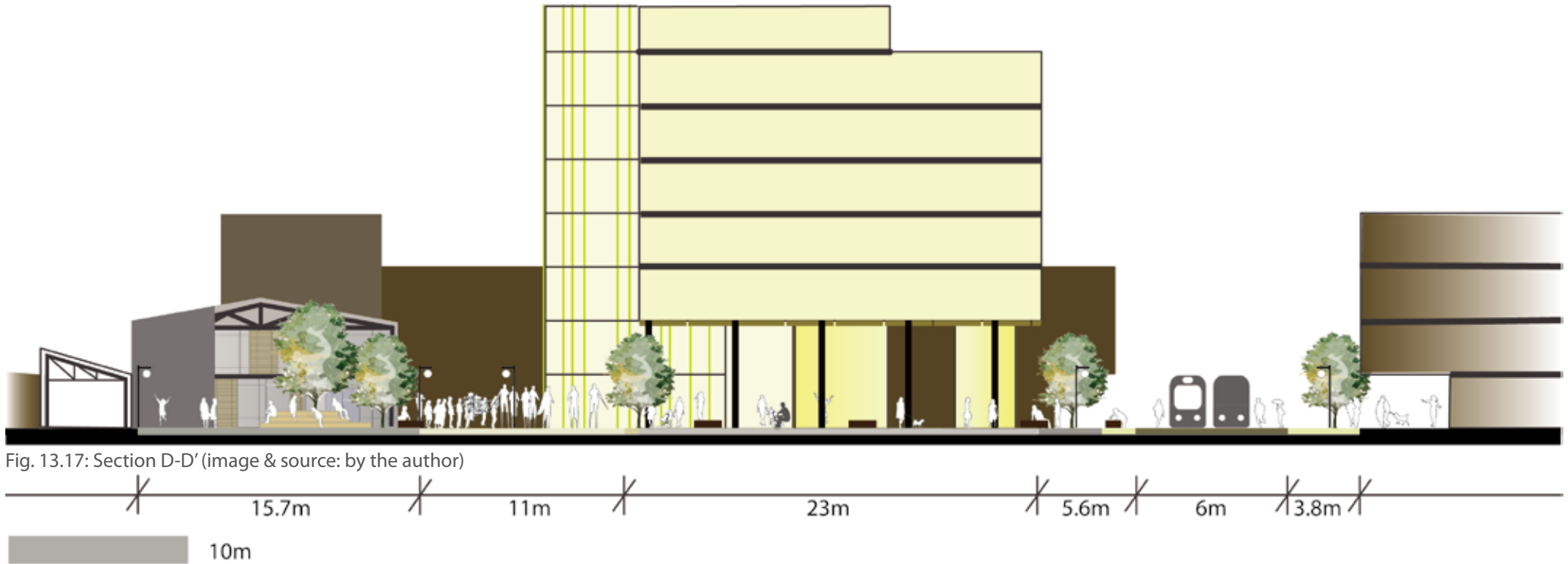


Fig. 13.16: Section C-C' (image & source: by the author)

This section clearly indicates how the inner block single workshop unit can be linked up with the strip open spaces added in between.

The addition of strip open spaces not only for the enhancement of possible dialogue between different clusters, also want to extend the alleys way open spaces network system into the inner block workshop unit.





This section illustrates the diversity of programs and open spaces typologies in the district.

Showing how square, semi-open spaces under high rise building and the pedestrian boulevard can link up various scales of program- sloped roof workshop housing, high rise mix used buildings and central boulevard street houses.





Fig. 13.18 3D rendering (image & source: by the author)





Fig. 13.19 3D rendering (image & source: by the author)



Fig. 13.20 3D rendering (image & source: by the author)





Fig. 13.21:3D rendering (image & source: by the author)



Fig. 13.22:3D rendering (image & source: by the author)



14.Stakeholders

Stakeholders

List out the possible stakeholders in different dimensions. From authority, art related associations, culture related foundations to the local corporations which frequently host cultural related events such as lectures and exhibitions. Indicate their possible interests and passion in supporting the culture development in Tainan.

Authority



cultural affairs bureau of Tainan city government

Council for cultural affairs

Urban development bureau of Tainan city government

Art Related Association



Tainan fine arts association

Tainan photographic society

Taiwan designers web

Association of the visual arts in Taiwan

Local Corporation



Fuly construction corporation

Fu du building corporation

Chi mei corporation

Culture Related Foundation

財團法人|國家文化藝術|基金會
National Culture and Arts Foundation



contemporary art foundation

fubon art foundation

union culture foundation

quanta culture & education foundation

hoss foundation

trend micro education foundation

king car education foundation

s-an cultural foundation

Lung Yingtai cultural foundation

Liao Inming cultural & education foundation

Cloud gate dance cultural & education foundation

Taiwan foundation of art

Taishin bank foundation for arts and culture

Yeh rong jai culture & art foundation

National culture and arts foundation

Zhangqihua culture & art foundation

Hong's Foundation for Education & Culture

Suho memorial paper culture foundation

Chen ting shih modern art foundation

JUT foundation for arts & architecture

Cathay bank cultural foundation

Chimei cultural foundation



15.Evaluation & Conclusion

Evaluation

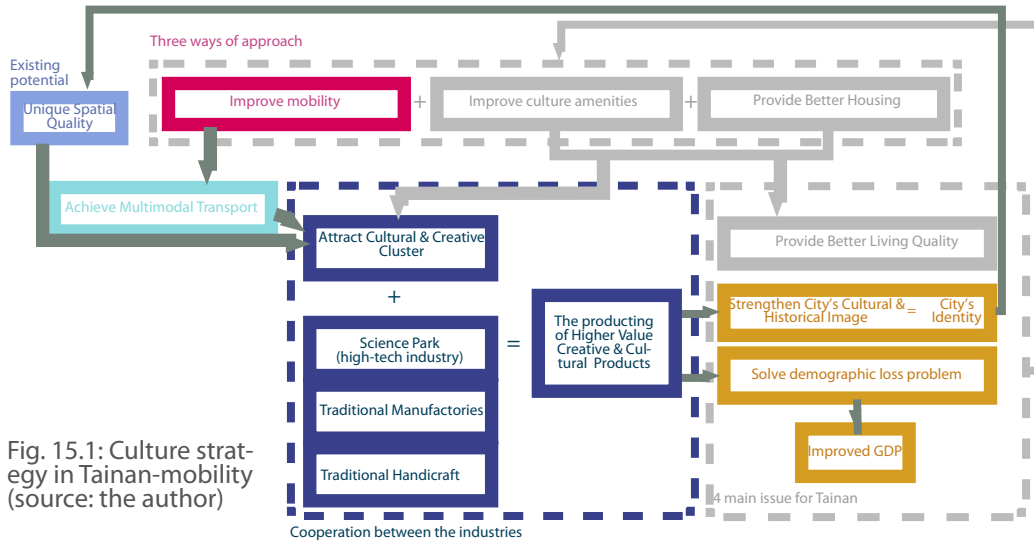


Fig. 15.1: Culture strategy in Tainan-mobility (source: the author)

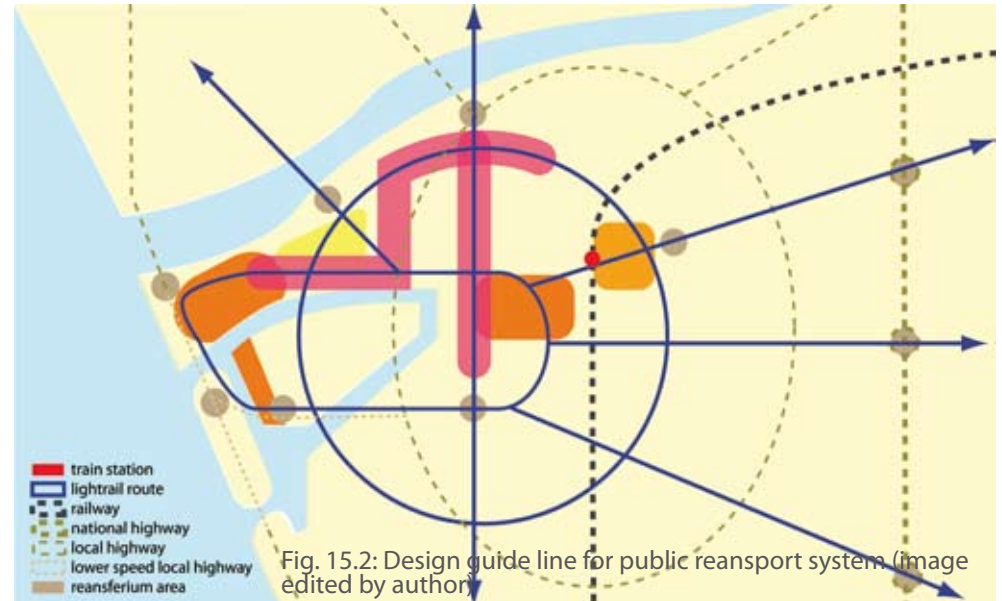


Fig. 15.2: Design guide line for public reansport system (image edited by author)

Evaluate the project from five dimensions- economic, environment, social, culture and infrastructure. Seeing how the project can solve the problems that I arised in problems statements. Also discussed the possible side effect that the project might bring to the city. Proposed the possible responding scenario in case the project did not founction as expected.

Infrastructure

Achieved multimodal transport city.



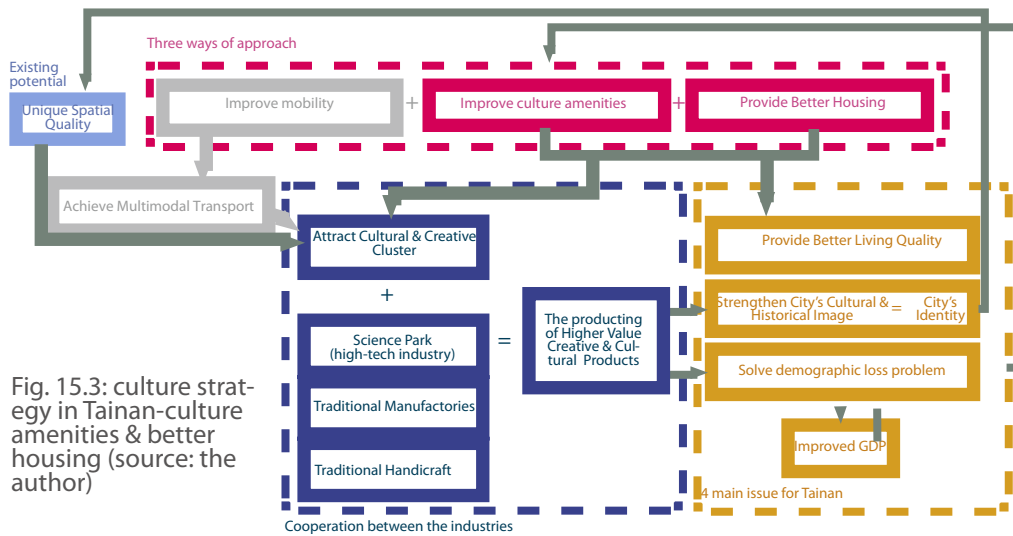


Fig. 15.3: culture strategy in Tainan-culture amenities & better housing (source: the author)

Economic

With the fulfilled of related program to attract the gathering of creative cluster, enhance the cooperation between local industries.

Environment

Create an open spaces network system within the CBD center.

The providing of diversity housing typologies.

Diversified activities belt in the city.

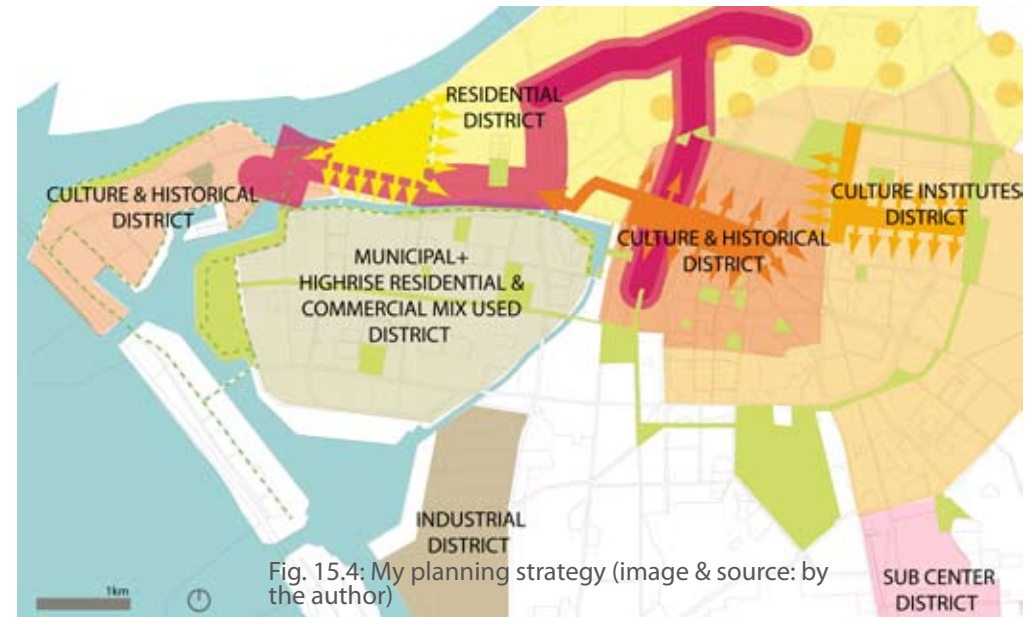


Fig. 15.4: My planning strategy (image & source: by the author)

Culture

Revitalized city's cultural and historical resources.

Fulfilled culture amenities in the city.

Social

Solving demographic loss problem.



Possible Side Effect

1. Living quality of the city will be effected after the boosting of tourism
2. After the temple's event network system being constructed, local residents will be forced to move out of the district due to noise.
[The proposal of the new residential district and the subsidies policy will be crucial.]

Limitation

Bottom up intervention in CBD center may not 100% turn out to be in the way as planner expected.

Flexible Scenario

Expected fulfilled cultural program in original scenario: 187652 m2

After phasing 1 & 2, if the bottom up intervention didn't turn out to be as expected. Turn the rest of the vacant land and housing along the commercial network system into cultural program. Fully creating this district as creative cluster commercial and residential network. In this case, great amount of the cultural programs still are able to be fulfilled in.

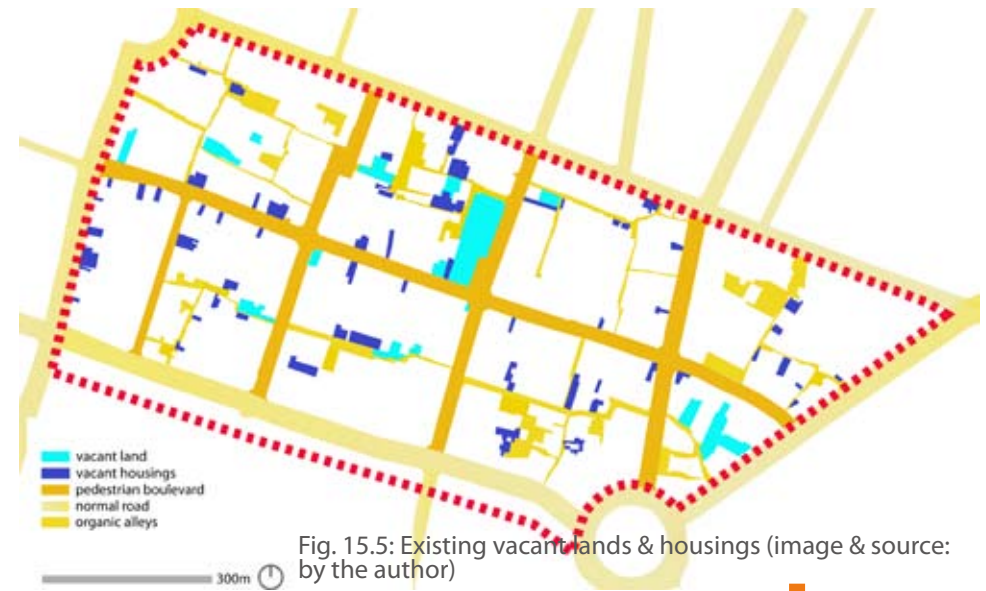


Fig. 15.5: Existing vacant lands & housings (image & source: by the author)

Expected fulfilled cultural program in Responding scenario: 161818 m2 (86%)



Residential Distribution:



Conclusion

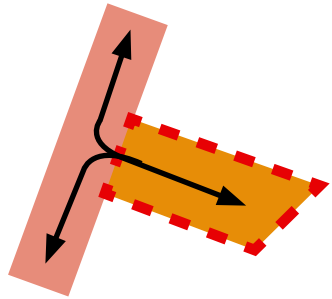


Fig. 15.6: Connection between priority district & Hai-an district (image & source: by the author)

Using Hai-an road commercial belt to supply creative cluster's need.

Re-arrange the route of temple's event network, extend this open spaces network to the Hai-an road district.

Fulfill rest of the culture related commercial programs in Hai-an commercial district. Strengthen the open spaces network system to link up these two area.

From the evaluation can see that by the using of culture strategy to improve city's living quality and revitalize local historical resources at the same time can solve Tainan's economic and social problems.

Due to the CBD center historical district's land property condition, decided to use bottom up intervention to regenerate this priority site. With the developed of open spaces network system and the released of subsidize policy to invoke the possible bottom up intervention.

From the responding scenario which is being presented before indicated the flexibility of the project. Each cultural district has its own programs. The planning of these districts all following the same cultural concept and strategy, and each panning district can be regenerated individually, which means that this city strategy provides great flexibility on budget handling.

The whole city strategy can be functioned one by one when the local authority only has limited budget. The designing strategy and method also can be re-adjusted according to present's condition. Using this kind of planning strategy step by step to create the culture and creative network system in the city. The flexibility of the strategy increases the feasibility, especially for Tainan this historical city, which may not be able afford the failure from big scale intervention.



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