



PAK KHLONG TALAT: THE SETTLEMENT AND EXPANSION PATTERN OF STORES, THE CASE OF FLOWER MARKET NEIGHBOURHOOD, BANGKOK, THAILAND

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Abstract

Pak Khlong Talat is one of the biggest flower markets in Bangkok, Thailand. The neighbourhood was built by commercial sectors and is considered an area with a strong sense of place that has created dimensions for the city for a long time. However, Pak Khlong Talat was not a flower market in the first place. In the past, this area used to be a fish market at the Pak Khlong port. After the transport method was shifted from the river to the road and new buildings were built, the Pak Khlong Talat neighbourhood was expanded, and flowers became the majority of product sales. Therefore, this research aims to explore the pattern of Pak Khlong Talat settlement through the establishment of shops in the Pak Khlong Talat area and to propose guidelines to support the future expansion of the flower market according to the place identity by using the field survey method with 154 stores, specifically, along Chakkraphet Road, the main road of the neighbourhood and categorised the store based on the type of good, store, and established year, to create value guides and analyst by the settlement pattern and theories. The study results found that the settlement of Pak Khlong Talat is linear along the road, which started with the transit-oriented development of the port area. Most of the goods sold and the type of stores in the market are flowers and shophouses, combined with the established year, more than 30 years, which shows sustainability. In conclusion, to propose guidelines for the future expansion of this neighbourhood, 29 stores that have high-value guides should be considered the main factor in maintaining the atmosphere and place identity of the Pak Khlong Talat neighbourhood.

Keywords: Settlement, Expansion, Pattern, Flower Market, Place Identity, Design Guideline

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INTRODUCTION

Pak Khlong Talat is an area with diversity in terms of culture, people, and commercials that can track back to the root of settlement in the core area of Bangkok, creating the identity of the place in Bangkok's old town. Pak Khlong Talat is the market located in Khwaeng Wang Burapha Phirom, Phra Nakhon, Bangkok, Thailand. Pak Khlong, in Thai, means the area where the canal and river are connected, and Talat means market. Therefore, this area is along the Chao Phraya River, where the Rop Krung Canal is connected and used as a port and market. With a strong sense of place, Pak Khlong Talat is one of the most popular tourist attractions in terms of cultural tourism (Preekran & Ongkasing, 2019), and it gathers people from around the world. Pak Khlong has been known for its diversity and liveliness, unlike any other flower market. As the 24-hour market, Pak Khlong Talat never sleeps. The activities happen daily: selling, trading, and more.

STUDY AREA

The main route of Pak Khlong Talat is Chakkrapet Road, a one-way road along the Chao Phraya River. This road was used as the main transportation after the period of King Rama V when the way of transportation was shifted from water to road (Pongprayoon, 1993). Therefore, most of the shops are attached to the road, creating an atmosphere in the Pak Khlong Talat neighbourhood where the stores compete to sell goods to people passing by. However, from the expansion and popularity of the market, the road seemed too small over time because the shops, especially vendors and booths, claimed the areas over the pathway and parts of the road. The expansion of this neighbourhood creates clusters of stores. On the one hand, these shops create an atmosphere of liveliness in the commercial community. However, on the other hand, the chaos created by stores affects pedestrians and traffic on the main road (Chaweeint, 2018). The government, therefore, has a policy to decrease trading on the pathway and move them into the market inside, but it is hard to find the balance between management and keeping place identity (Preekran & Ongkasing, 2019), as the trading atmosphere along the road becomes one of the senses of place.

Pak Khlong Talat History

Pak Khlong Talat is known as the flower market in the heart of Bangkok. However, the history of Pak Khlong Talat can be traced back to the early region of Rattanakosin. In this research article, we separate the phases of the Pak Khlong Talat settlement into 10 phases. At first, this area started with the port area where the Rob Krung Canal met the Chao Phraya River. The port was used as a fish market that transferred fish from the sea, which is the Thai Gulf, and a trade area for the merchants in the core area of Bangkok. Secondly, After the period of King

Rama V, the fish port was abolished. Thus, the old fish port was used as the second port for the floating market connected with Tha Tien, the main port at the time. As the Pak Khlong Talat port area is smaller than Tha Tien port, the trading boats usually transfer between two ports more than stop at the Pak Khlong Talat port. After that, in the third phase, the old Chinese language school was devastated, and a group of shophouses were built instead. As the purpose of the shophouses was commercial, the identity of this place started to develop. However, in the fourth phase, the main market of this area was still the riverside, later the Organization Market, because water was still the main transportation route at that time. Later, trade expanded, and road transportation became the main means of transportation. As a result, the market area grew to the other side of the road and increased in the roadside areas. The sixth phase, in the time of Field Marshal P. Phibunsongkhram, was a transformation of the markets in Bangkok, the Provincial Fresh Market and traders along the wall of Wat Pho, Wat Phra Chetuphon Wimon Mangkhalaram Rajwaramahawihan, were moved into Pak Khlong Talat area. After the increase in trading density, in the seventh phase, the Yodphiman Market was built close to the Memorial Bridge. In addition, the new market was built on the opposite side of the road, later called the Thai Farmers Promotion Market, in the eighth phase. As the road was a more important way of transport, the traders tended to be at the pathway along Chakkraphet Road rather than inside the market and riverside, thus, creating the trading atmosphere, liveliness, and the unique identity of Pak Khlong Talat as the ninth phase. Finally, as Pak Khlong Talat was more popular with tourists, not only traders, the Yodphiman Riverwalk was built along the Chao Phraya River to be a tourist attraction. At present, Pak Khlong Talat covers the area of Yodphiman Market, Organization Market, Thai Farmers Promotion Market, and Yodphiman Riverwalk. The sequence of the settlement of Pak Khlong Talat is shown in Figure 1.



Figure 1: Map of Pak Khlong Talat Settlement
Source: Authors (2024)

LITERATURE REVIEW

Settlement Theory

Human settlement happens when people live in a group, such as villages and cities. In a settlement, the important components are people and space. The next important components are contact with each other and using various services and facilities to meet the needs of people in that group. The settlement, especially in urban areas, can be separated into 3 types: linear, radial, and gridiron, the elements include paths, nodes, edges, districts, and landmarks (Lynch, 1960).

As in urban areas planning to optimise the use of space and maximise economic benefit, the settlement form usually follows the economic aspects, such as transportation nodes (Kaewtawee et al., 2023), which led to transit-oriented development. The development spread out from the public transportation nodes. According to history, the area of Pak Khlong Talat started with the port area where the canal meets the river. In the past, this area used to be an important port area. Even though, at present, the port is deprioritised, the old settlement is still spread out from this area. After the development of the transportation node, the community, or trading areas, continued to grow along the roadside, causing linear settlement with the locals' contribution (Hassan et al., 2020).

Place Identity Theory

Place identity is an environmental psychology concept that describes how a person's self-identity relates to their physical environment (Proshansky et al., 1983). It encompasses the various dimensions, meanings, and emotional connections that people associate with particular places and how these connections shape an individual's sense of self (Fuengfusakul, 2003). Place identity includes attachment and meaning (Scannell & Gifford, 2010), sense of belonging, continuity, self-categorization, social identity, and influence on behaviour and well-being. Place identity is about how a person's sense of who they are is influenced by their surroundings and how emotional and psychological bonds with places form an integral part of their identity (Twigger-Ross & Uzzell, 1996) (Fitri & Triyadi, 2015).

Creating a place identity involves fostering a strong emotional and psychological connection between people and specific locations, including community engagement, preserving and highlighting local history, design and aesthetics, sustainable and inclusive development, and promoting local culture and traditions, narrative, and branding. In the old town area, as in Pak Khlong Talat Neighbourhood, creating place identity or placemaking is necessary for sustainable development (Boonprasong, 2019). As the case study from Petaling Street in Malaysia, placemaking is also attributed to tourism experiences (Xiang & Mohamad, 2023).

Therefore, this research aims to find the pattern of Pak Khlong Talat settlement by establishing shops, types of goods, and stores in the Pak Khlong Talat area and propose guidelines to support the future expansion of the flower market according to the place identity.

RESEARCH METHODOLOGY

The frameworks used in this research include 4 steps: objective, review, survey, and analysis. Firstly, this research aims to find the pattern of Pak Khlong Talat settlement through the establishment of shops in the Pak Khlong Talat area and propose guidelines to support the future expansion of the flower market according to the place identity. Secondly, a literature review on the related topics, including settlement theories and the history of Pak Khlong Talat Neighbourhood, will be conducted to find settlement theories relevant to market formation. Thirdly, the field survey method collects store data regarding the type of goods, type of stores, and established year. Finally, the value of each store is analysed based on 3 factors to find the value guideline (Thinnakorn & Inpuntung, 2020) (Thinnakorn & Anurak, 2022), from 0 – 3, and the value and the settlement pattern are used simultaneously to propose the guideline for further expansion. This research was approached with mixed methods, quantitative surveys, and qualitative interviews.

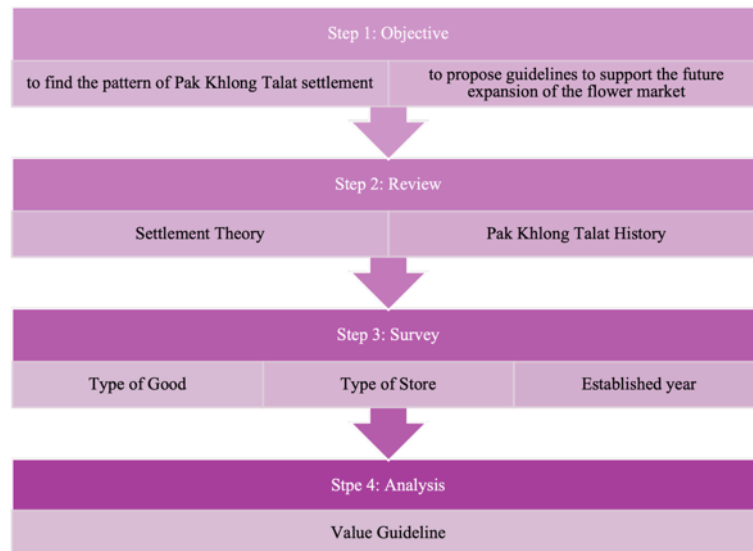


Figure 2: Research Methodology
Source: Authors (2024)

Survey Result

The survey of 154 stores along Chakkraphet Road can be classified into 4 main categories: type of goods, type of stores, established year, and value guide based on the factors that affect place-making (Ujang, 2012). Firstly, the type of goods can be separated into 8 types: flower, fruit and vegetable, food, religious goods, utensils, flower equipment, other, and not identified. Secondly, the type of stores can be separated into 4 types: shophouse, booth, vendor, and cart based on the urban vernacular features found in Pak Khlong Talat (Suwansawat, 2018). Thirdly, the established year can be separated into 7 periods: less than a year, 1 – 5 years, 6 – 10 years, 11 – 20 years, 21 – 30 years, more than 30 years, and not identified which are related to the phases of forming this neighbourhood.

Three factors from the field survey, type of goods, type of stores, and established year, are analysed to assess the value guide for future expansion guidelines, from 0 – 3 points in three categories (Thinnakorn & Anurak, 2022). The assessment of the value of stores is defined by a strong sense of place from the type of goods and the sustainability of the stores from the type of stores and established year in order to create the place identity for Pak Khlong Talat. The highest influence from each factor will get 1 point, and the second influence will get 0.5 points. As Pak Khlong Talat is known as the flower market (Tovivich, 2022), the type of goods that will keep the sense of place the most is flowers, followed by flower equipment and religious goods related to flowers and the overall atmosphere close to religious places. The most sustainable type of store

is a shophouse, which shows the stability and opportunity for the business to continue. Finally, the longer the stores open, the higher sustainability; therefore, the stores that have been open for more than 30 years will get 1 point, and those that have been open between 10 – 20 years will get 0.5 points. The result of the field survey is shown in Table 1 below.

Table 1: Data of stores along Chakkraphet Road

No.	Picture	Type of Good	Type of Store	Established years	Value Guide	No.	Picture	Type of Good	Type of Store	Established years	Value Guide
001		Flower	Booth	10 years	1.50	078		Flower	Shop house	20 years	2.50
002		Flower	Shop house	N/A	2.00	079		Flower	Shop house	N/A	2.00
003		Flower	Shop house	2 years	2.00	080		Flower	Shop house	10 years	2.50
004		Other	Shop house	N/A	1.00	081		Flower	Booth	15 years	1.50
005		Food	Shop house	N/A	1.00	082		Flower	Shop house	30 years	3.00
006		Flower	Booth	30 years	2.00	083		Flower	Shop house	30 years	3.00
007		Flower	Booth	10 years	1.50	084		Flower	Booth	31 years	2.00
008		Flower	Shop house	10 years	2.50	085		Flower	Shop house	4 years	2.00
009		Flower	Shop house	20 years	2.50	086		Flower	Shop house	20 years	2.50
010		Utensil	Shop house	N/A	1.00	087		Flower	Shop house	20 years	2.50
011		Flower	Booth	38 years	2.00	088		Flower	Shop house	N/A	2.00
012		Flower	Shop house	N/A	2.00	089		Flower	Shop house	10 years	2.50
013		Flower	Shop house	20 years	2.50	090		Flower	Shop house	1 years	2.00
014		Flower	Shop house	13 years	2.50	091		Flower	Shop house	30 years	3.00
015		Flower	Shop house	N/A	2.00	092		Flower	Shop house	30 years	3.00

No.	Picture	Type of Good	Type of Store	Established years	Value Guide	No.	Picture	Type of Good	Type of Store	Established years	Value Guide
016		Flower	Booth	N/A	1.00	093		Flower	Shop house	N/A	2.00
017		Flower	Shop house	10 years	2.50	094		Flower	Shop house	N/A	2.00
018		Flower	Shop house	10 years	2.50	095		Flower	Shop house	N/A	2.00
019	-	Flower	Booth	5 years	1.00	096		Flower	Shop house	N/A	2.00
020		Flower	Shop house	6 years	2.00	097		Flower	Shop house	N/A	2.00
021		Religious	Shop house	N/A	1.50	098		Equipment	Shop house	N/A	1.50
022		Religious	Shop house	10 years	2.00	099		Flower	Shop house	N/A	2.00
023		Food	Shop house	N/A	1.00	100		Flower	Shop house	30 years	3.00
024		Other	Shop house	N/A	1.00	101		Flower	Booth	3 years	1.00
025		Religious	Shop house	N/A	1.50	102		Food	Shop house	60 years	2.00
026		N/A	Shop house	N/A	1.00	103		Flower	Shop house	10 years	2.50
027		Religious	Shop house	30 years	2.50	104		Flower	Shop house	20 years	2.50
028		Utensil	Shop house	N/A	1.00	105		Flower	Shop house	N/A	2.00
029		Fruit	Shop house	80 years	2.00	106		Flower	Shop house	5 years	2.00
030		Flower	Shop house	N/A	2.00	107		Flower	Shop house	6 years	2.00
031		Fruit	Shop house	30 years	2.00	108		Food	Shop house	60 years	2.00
032		Utensils	Shop house	N/A	1.00	109		Flower	Shop house	20 years	2.50
033		Fruit	Booth	30 years	1.00	110		Flower	Shop house	10 years	2.50

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No.	Picture	Type of Good	Type of Store	Established years	Value Guide	No.	Picture	Type of Good	Type of Store	Established years	Value Guide
034		Religious	Shop house	N/A	1.50	111		Flower	Shop house	N/A	2.00
035		Fruit	Shop house	N/A	1.00	112		Flower	Shop house	40 years	3.00
036		Flower	Shop house	3 years	2.00	113		Flower	Booth	14 years	1.50
037		Fruit	Shop house	60 years	2.00	114		Other	Shop house	N/A	1.00
038		Flower	Shop house	5 months	2.00	115		Flower	Booth	6 years	1.00
039		Fruit	Shop house	20 years	1.50	116		Flower	Booth	10 years	1.50
040		Other	Shop house	N/A	1.00	117		Equipment	Vendor	50 years	1.50
041		Flower	Shop house	3 years	2.00	118		Utensils	Vendor	10 years	0.50
042		Flower	Shop house	30 years	3.00	119		Food	Vendor	27 years	1.00
043		Flower	Shop house	N/A	2.00	120		Other	Vendor	30 years	1.00
044		Fruit	Booth	1 month	0.00	121		Flower	Vendor	3 years	1.00
045		Fruit	Booth	20 years	0.50	122		Flower	Vendor	40 years	2.00
046		N/A	Shop house	N/A	1.00	123		Flower	Vendor	6 years	1.00
047		Fruit	Shop house	50 years	2.00	124		Food	Vendor	20 years	0.50
048		N/A	Shop house	N/A	1.00	125		Flower	Booth	20 years	1.50
049		Food	Shop house	4 years	1.00	126		Religious	Booth	10 years	1.00
050		Flower	Shop house	20 years	2.50	127		Fruit	Booth	20 years	0.50
051		N/A	Shop house	N/A	1.00	128		Food	Cart	6 years	0.00

No.	Picture	Type of Good	Type of Store	Established years	Value Guide	No.	Picture	Type of Good	Type of Store	Established years	Value Guide
052		Utensils	Shop house	N/A	1.00	129		Food	Cart	3 years	0.00
053		Food	Cart	1 month	0.00	130		Fruit	Booth	30 years	1.00
054		Food	Cart	10 years	0.50	131		Fruit	Booth	30 years	1.00
055		Food	Cart	10 years	0.50	132		Flower	Booth	1 year	1.00
056		Food	Cart	36 years	1.00	133		Flower	Booth	1 month	1.00
057		Other	Shop house	N/A	1.00	134		Religious	Booth	3 years	0.50
058		Fruit	Shop house	N/A	1.00	135		Fruit	Booth	60 years	1.00
059		Utensils	Shop house	N/A	1.00	136		Flower	Booth	3 years	1.00
060		Flower	Shop house	10 years	2.50	137		Religious	Booth	30 years	1.50
061		Other	Shop house	N/A	1.00	138		Flower	Booth	1 year	1.00
062		Flower	Shop house	10 years	2.50	139		Religious	Booth	20 years	1.00
063		Flower	Shop house	N/A	2.00	140		Flower	Booth	7 years	1.00
064		Flower	Shop house	N/A	2.00	141		Flower	Booth	10 years	1.50
065		Flower	Shop house	7 years	2.00	142		Flower	Booth	20 years	1.50
066		Food	Shop house	2 years	1.00	143		Flower	Booth	10 years	1.50
067		Flower	Shop house	16 years	2.50	144		Flower	Booth	10 years	1.50
068		N/A	Shop house	N/A	1.00	145		Flower	Booth	22 years	2.00
069		Other	Shop house	N/A	1.00	146		Flower	Booth	30 years	2.00

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No.	Picture	Type of Good	Type of Store	Established years	Value Guide	No.	Picture	Type of Good	Type of Store	Established years	Value Guide
070		Flower	Shop house	20 years	2.50	147		Flower	Booth	40 years	2.00
071		Flower	Shop house	10 years	2.50	148		Flower	Booth	50 years	2.00
072		Flower	Shop house	2 years	2.00	149		Flower	Booth	17 years	1.50
073		Flower	Shop house	N/A	2.00	150		Flower	Booth	3 months	1.00
074		Equipment	Shop house	30 years	2.50	151		Flower	Vendor	10 years	1.50
075		Flower	Shop house	N/A	2.00	152		Flower	Vendor	30 years	2.00
076		Flower	Booth	6 years	1.00	153		Flower	Booth	7 years	1.00
077		Fruit	Booth	40 years	1.00	154		Flower	Booth	12 years	1.50

Source: Authors (2024)

ANALYSIS AND DISCUSSION

The survey results show the stores in the Pak Khlong Talat area, especially along Chakkraphet Road, total 154 stores. The results include 3 factors, type of store, type of good, and established year, that affect the value of stores to keep the place identity and atmosphere of Pak Khlong Talat flower market. The majority type of goods in this area is flowers, 94 out of 154 stores, 61.04 per cent, followed by fruit and vegetable, 15 out of 154 stores, 9.74 per cent, and food, 14 out of 154 stores, 9.09 per cent. Religious goods, 9 out of 154 stores, 5.84 per cent, other goods, 8 out of 154 stores, 5.19 per cent. Utensils, 6 out of 154 stores, 3.90 per cent, not identified, 5 out of 154 stores, 3.25 per cent, and flower equipment, 3 out of 154 stores, 1.95 per cent. The results of the type of goods are shown in Figure 3 below.



Figure 3: Map of stores along Chakkraphet Road, classified by type of good
Source: Authors (2024)

The foundation of Pak Khlong Talat started with a group of shophouses in this type of store. Therefore, 95 out of 154 stores have shophouse stores, at 61.69 per cent, followed by booths, 43 out of 154 stores, 27.92 per cent; vendors, 10 out of 154 stores, 6.49 per cent; and carts, 6 out of 154 stores, 3.90 per cent. The results of this type of store are shown in Figure 4 below.



Figure 4: Map of stores along Chakkraphet Road, classified by type of store
Source: Authors (2024)

Some stores were opened for less than a year in the established year at 5 out of 154 stores, 3.25 per cent; stores with 1 – 5 established years, 17 out of 154 stores, 11.04 percent. Store with 6 – 10 established years, 31 out of 154

stores, 20.13 percent; and store with 11 –20 established years, 22 out of 154 stores, 14.29 percent; stores with 21 – 30 established years, 19 out of 154 stores, 12.34 percent, store with more than 30 established years, 15 out of 154 stores, 9.74 percent, and not identified established years stores, 45 out of 154 stores, 29.22 percent. The results of the established year are shown in Figure 5 below.



Figure 5: Map of stores along Chakkraphet Road, classified by established year
Source: Authors (2024)

Discussion and Design Guideline

The field survey results show the relationship between the three factors and the value guide for stores. The criteria for the value guide, score 0 – 3, is a score of 0.00 – 1.00 points means less – value, a score of 1.50 – 2.00 points means moderate – value, and a score of 2.50 – 3.00 points means high – value (Thinnakorn & Inpuntung, 2020) (Thinnakorn & Anurak, 2022). The higher the value, the more the store should be considered to maintain the place identity of Pak Khlong Talat, considering the sustainability of the building based on economic and social factors to keep the place identity (Ujang, 2012). Of the 154 stores along Chakkraphet Road, 29 stores have a high–value, accounting for 18.83 per cent. Most of the high-value stores are shophouses that sell flowers, which is related to the place's identity that people are attached to and the income source for the community members that participate in the place-making process (Manzo & Perkins, 2006). The established year also shows the stores' sustainability in keeping the atmosphere even after the gentrification of the decades (Raja Othman, 2017). There are 68 moderate–value stores, at 44.16 per cent, which can be kept if necessary. Finally, 57 stores have less value, at 37.01 per cent. These stores are mostly temporary vendors, booths, or carts that are

easier to move and change due to the type of stores or established year and Organization of Street Vendors by the government (Chaweeint, 2018).

The settlement in this area started at the port, related to the expansion of the stores followed. The transit-oriented development, TOD, of Pak Khlong Talat started with the port for Chao Phraya River. After that the stores settlement is in linear along the main road, Chakkraphet Road, to attach people who pass by after the changed in transportation way. The expansion also spread to another side of the road created the market atmosphere along both sides and maintain it to the present (Preekran & Ongkasing, 2019).

To preserve the sense of place of Pak Khlong Talat, the buildings with the high impact on perception on place identity should be conserved in both architectural and cultural activity aspects by the collaboration of community members (Manzo & Perkins, 2006). The high-value stores indicated in the survey result show the 29 stores that created the image of the neighbourhood and appropriate for conserving (Abdullah, 1998) which are mostly flower stores in the shophouses with the high established year.

The results of the value guide of stores are shown in Figure 6 below. Therefore, some stores were closed at the time of the survey, which was 3:00 AM – 12 AM on weekdays and weekends, and the result was not identified in all topics, which could have resulted in lower values.



Figure 6: Map of stores along Chakkraphet Road, analysed by value guideline
Source: Authors (2024)

CONCLUSION

Pak Khlong Talat, a flower market in the core area of Bangkok, is one of the most unique places in Thailand. The place identity of this neighbourhood attracts tourists from around the world. However, the market expansion is spread

unmanageable. The history of the area, theories, and field surveys of 154 stores in 3 factors show evidence of the settlement of Pak Khlong Talat in linear along the road, which started with the transit-oriented development, TOD, of the port area and expanded to the road created the place identity, the flower stores in the shophouses. The place-making processes were participated by community members with economic and social factors (Thinnakorn, et al., 2025). For the expansion and development, the 29 stores were assessed to maintain the place identity in the future.

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