



# Bangcheon Market

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1. Summary
  2. Master Plans
  3. Site Analysis
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  5. Goals and objectives
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# 1.summary

## Site condition

-Location : Daegu Jung-gu Daebong-dong  
-Land Use : Neighborhood commercial district, second-class general living district

-Survey Site Area : 11.08km<sup>2</sup>  
-Business Site Area : 0.26km<sup>2</sup>

After the fail of the Munjunsungsi business, the poor management caused the Market functions to disappear.



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## 2 .Master Plans

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### - Master Plans contents

#### 2-1. 2020 대구 도시 기본 계획

-생활권 별 개발 구상 및 기본 방향

#### 2-2.2017 비전중구

-기본구상 및 추진전략

#### 2-3. Related plan

- Downtown walking tour route plan
  - Traditional market cultural activities space installation plan
  - Traditional market arts projects support plan
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# 2 Master Plans

## 2-1. 2020 대구 도시 기본계획

### -생활권 별 개발방향

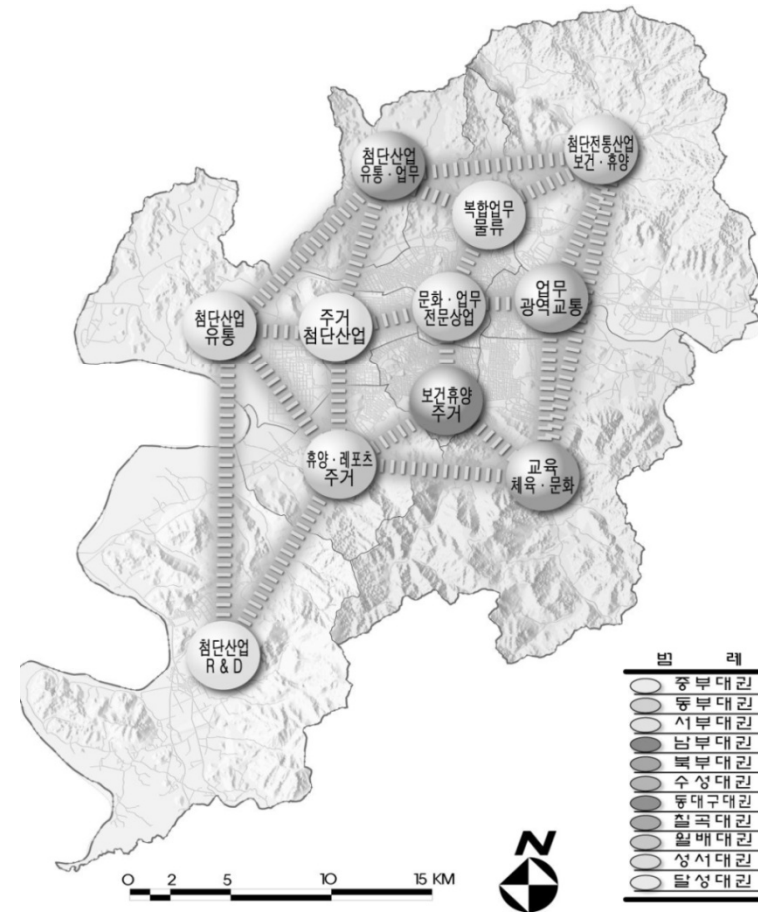
중부대권

주요기능-문화,업무기능  
전문상업 기능

주요공간 -문화공간시설  
업무시설  
전문특화상업시설

개발방향-도심문화기능 정비  
전문상업 특화기능 정비 강화

->Promoting commercial district with culture



# 2 Master Plans

## 2-1. 2020 대구 도시 기본계획

### -기본구상

편리하고 안전한 생활여건의 조성

도심 및 주거 환경계획

도심 내 녹지 축, 도심 관광 축, 쇼핑 축, 특화 거리 축 설정

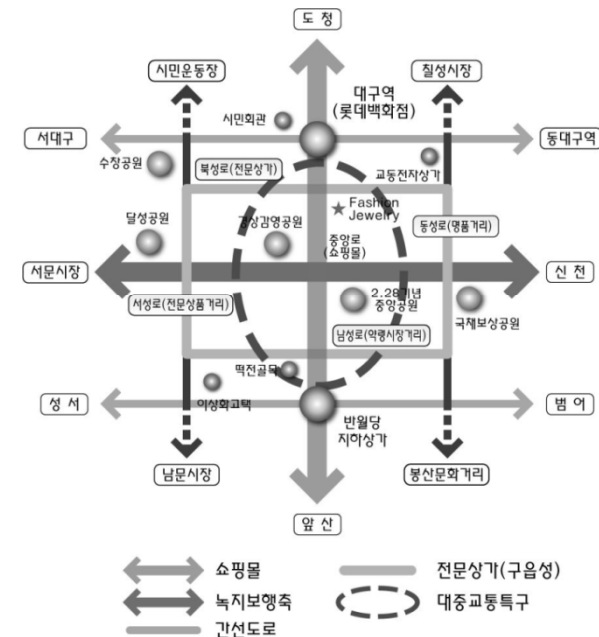
경관 및 미관계획 (상업.업무지 경관)

지구별, 블록 별, 가로 별 특화된 이미지 구축

대규모 상업.업무시설에서 대지 내 공공보행통로를 도입

경제 산업 개발 계획

재래시장 운영시스템 개선과 선진 유통기법 도입



-> Consider the convenience and safety of visitors  
Improvement of distribution system

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# 2 Master Plans

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## 2-2. 2017비전 중구

### -기본 목표 및 추진전략

살기좋은 문화도시,활기찬 매력도시,쾌적한 녹색도시로 설정.  
중구의 문화적·경제적 기반을 확충.

토지를 복합적이고 효율적으로 활용하여 다양한 환경조성 가능성 확대.  
도심 환경개선을 통한 쾌적성을 향상.

재래시장의 복합사회공간화 유도  
보행자 중심의 가로 시스템

->Creating a lively, comfortable place  
Encouraging the contents of market  
Diversity of market function and stranger competition  
Design the environment to accommodate pedestrians

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# 2.Master Plans

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## 2-3. Related plans

-Downtown walking tour route plan

Information

- Developing attractive specialized street and Commercialization linked with travel agency
- Agency must create the conditions for developing tourism products and financial assistance
- Each route needs to install commercialization with shopping malls with a variety of interesting materials for tourism

-> The Bangcheon market needs to conjunct around the specialized streets

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# 2 Master Plans & Related plans

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## 2-3. Related plans

-Traditional market cultural activities space installation plan

### Information

- Install small event space and cultural facilities for increased visitors
- Customer amenity facilities, rest facilities, etc. expanding supply; build pleasant and comfortable traditional markets
- Local product markets, open markets, cluster branches etc. need to move into market and providing interesting sights to stand out from other competition

-> Install cultural space in the Bangcheon market

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# 2 Master Plans & Related plans

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## 2-3. Related plans

-Traditional market arts projects support plan

### Information

- Utilizing vacant store of stagnant traditional markets will improve the environment
- Utilizing cultural spaces will attract citizens
- Increasing the flow of customers will contribute to the local economy

-> Function development as a cultural space

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# 3 Site Analysis

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## -Site Analysis contents

3-1. Physical condition

3-2. Nonphysical condition

3-3. Social condition

3-4. Economic condition

3-5. Problem

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# 3 Site Analysis

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## 3-1. Physical condition

### -History

Bangcheon Market is located next to Susung Bridge, one of 12 bridges by sin-cheon. The Bangchun Market got its name because it was opened along the Sin-cheon levee

After liberation in 1945, war victims who came from Japan and Manju started commerce here by means of livelihood. It was the beginning.

Since 1960, it was notable for 싸전 and 떡전 and there were more than 1000 stores in the market. It was main market of daegu. However, currently only 60 stores remain in the Bangcheon Market.

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# 3 Site Analysis

## 3-1. Physical condition

### -Accessibility

Bus : 649, 840, 609, 309, 990, 991,  
425, 303, 420, 403

Subway : The No.2 Subway Line  
Kyeong-buk university hospital station

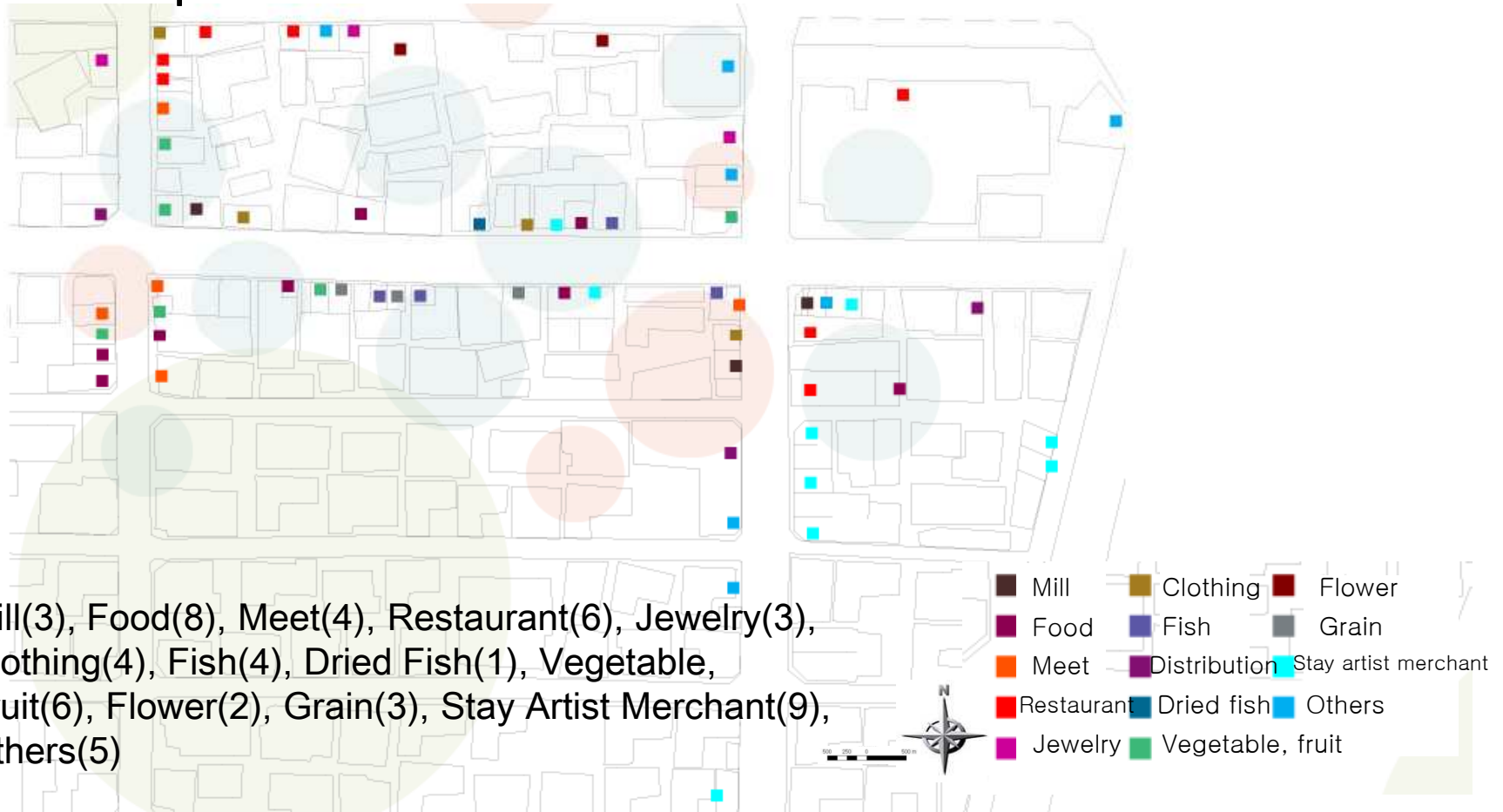
->Front Market located Bus stop and  
Subway station provides easy  
access.



# 3 Site Analysis

## 3-1. Physical condition

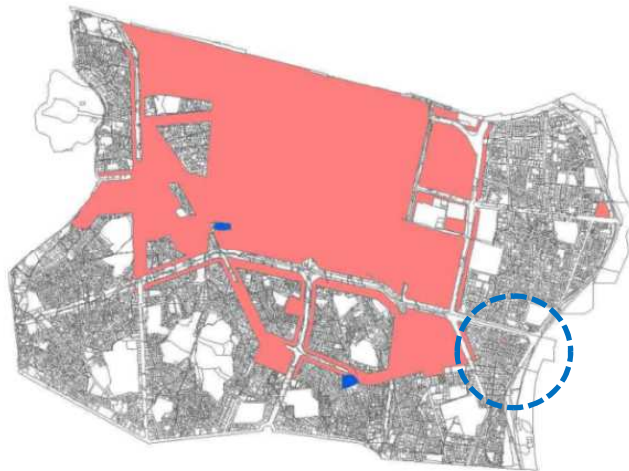
### -Market map



# 3 Site Analysis

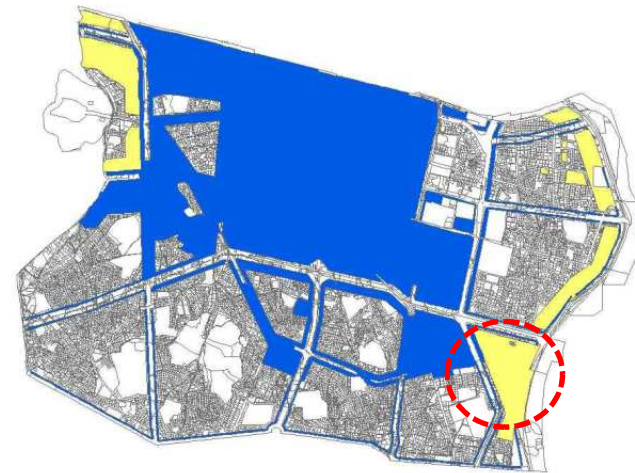
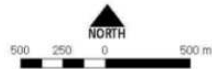
## 3-1. Physical condition

### -Use districts



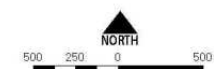
기타지구 현황

방화지구  
보존지구



고도지구 현황

최저 고도지구  
최고 고도지구



- > Bangcheon Market is included in minimum height district and build to landscape in accordance with minimum altitude district
- > Without fire Protection district, so need to assign fire Protection district

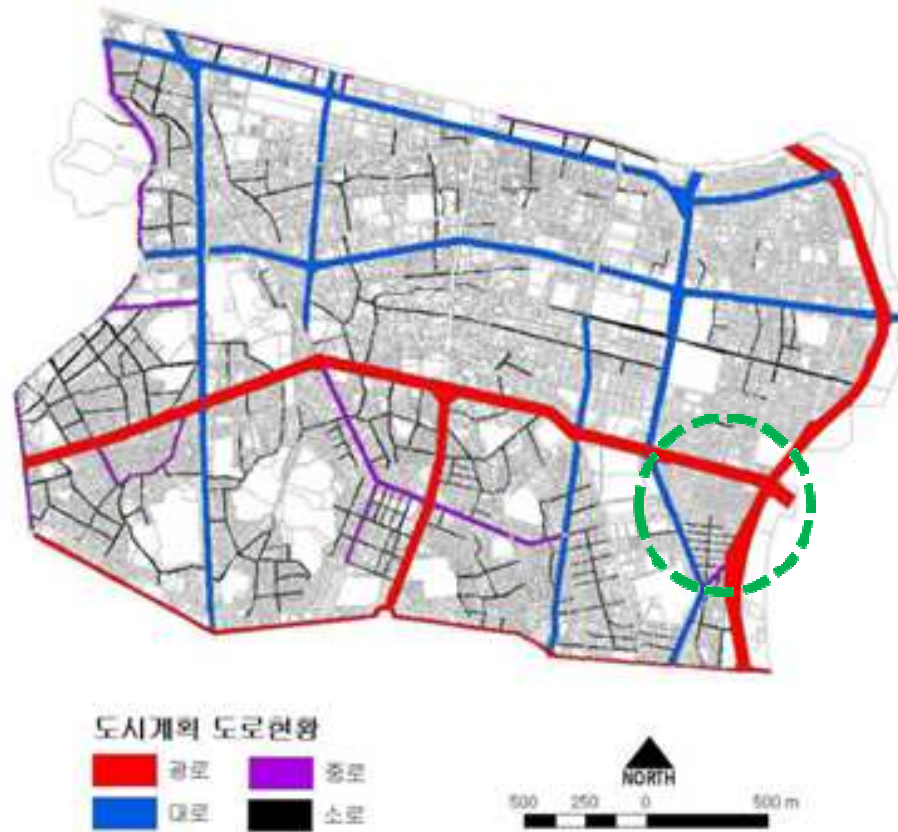
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# 3 Site Analysis

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## 3-1. Physical condition

-Traffic system



-> Take advantage of excellent access as transportation hub

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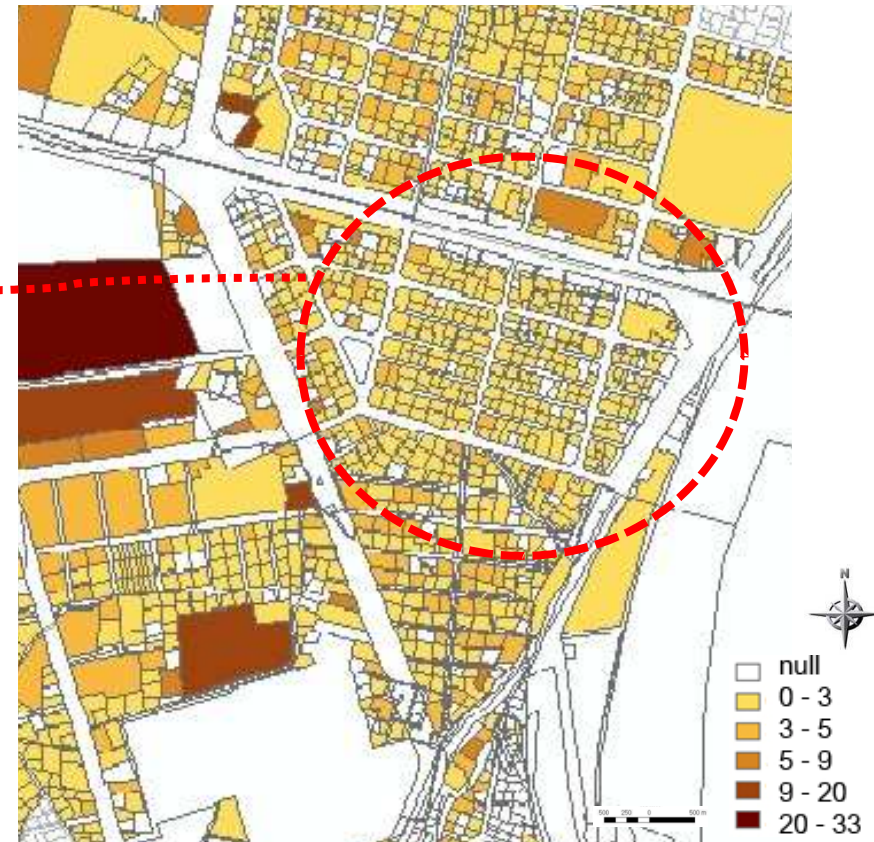


# 3 Site Analysis

## 3-1. Physical condition

### -Structure floors

Majority of the buildings are two to three stories tall. But there are also buildings with more than five stories.

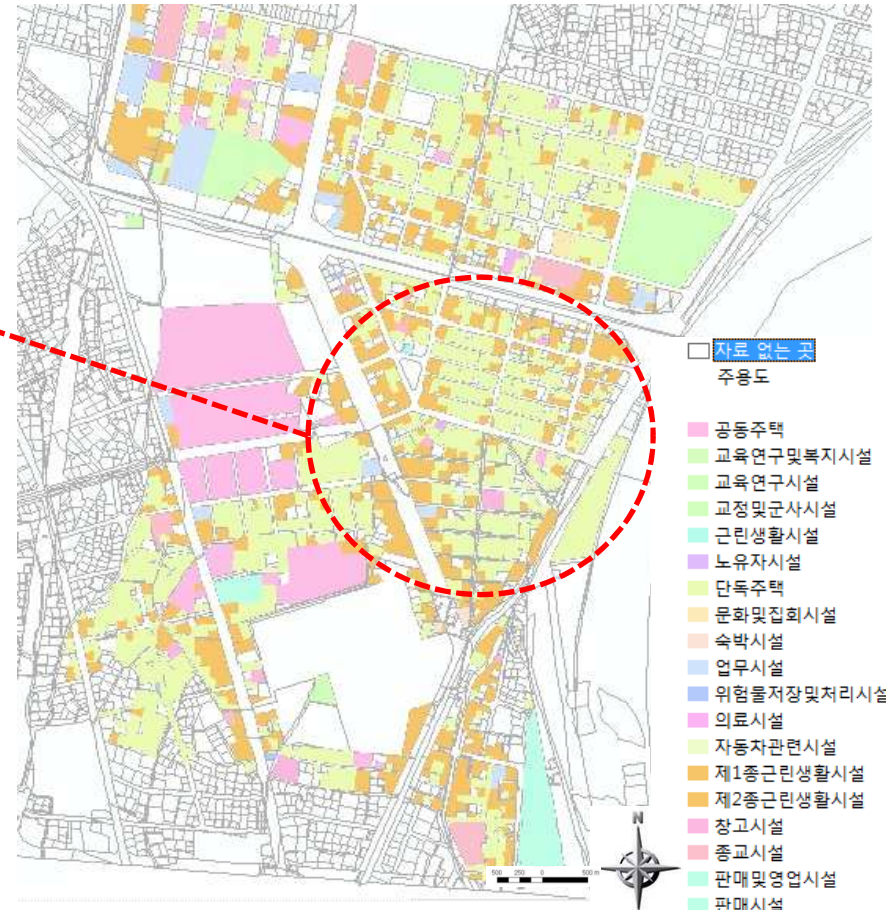


-> Considering to harmonize with surrounding buildings and tall buildings limit

# 3 Site Analysis

## 3-1. Physical condition

### -Structure Use



->Most Neighborhood Facilities are single-family homes.

# 3 Site Analysis

## 3-1. Physical condition

### -Structure decrepit

Many of the buildings show signs of advanced aging of over 40 years



->So many Aging buildings, so Needs rebuilding

# 3 Site Analysis

## 3-1. Physical condition

### -Park

Daebong-dong Bangchun causeway Forest

Area : 0.34km<sup>2</sup>

Location : Daebong-1dong 31-30



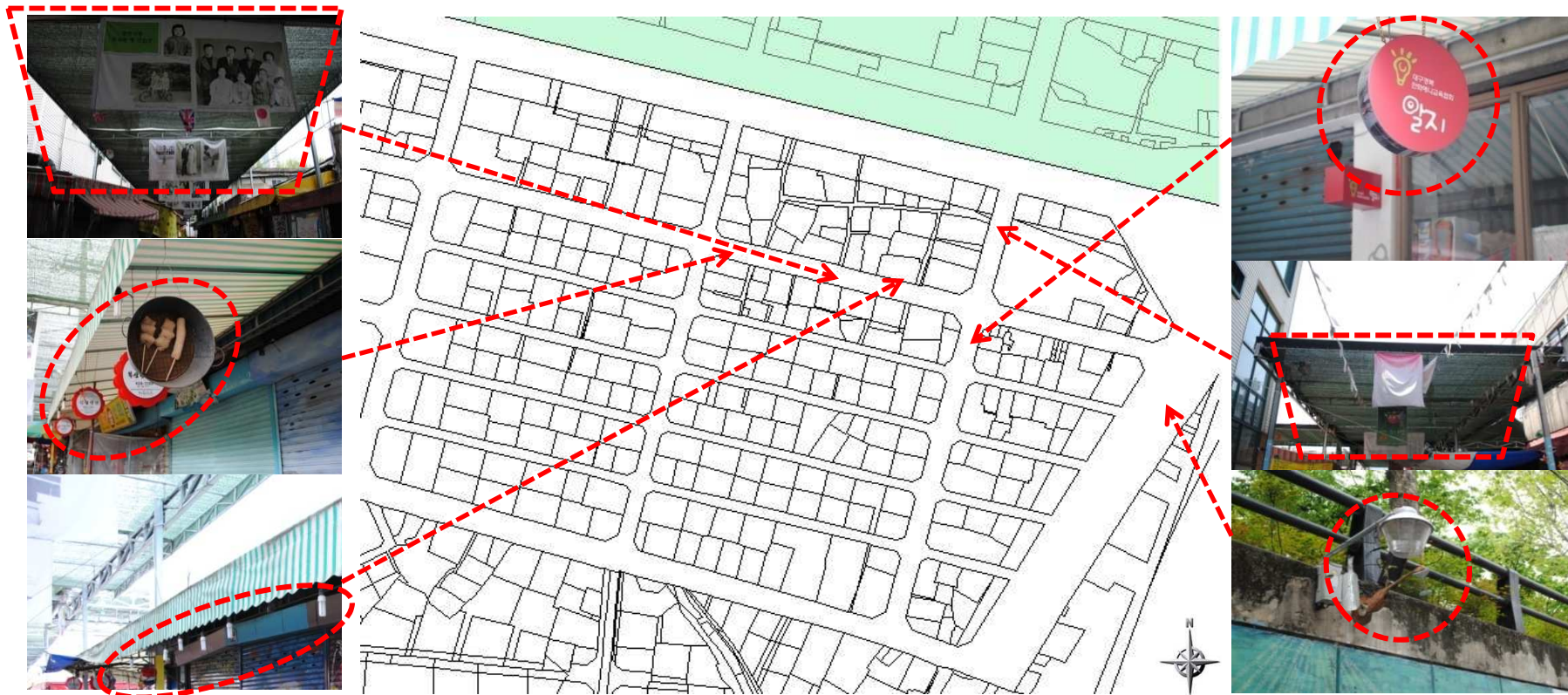
->improve Amenity in conjunction with Kim Kwang Seok street

# 3 Site Analysis

## 3-1. Physical condition

-Arcade, Sign, Lighting

There are several located throughout the market.



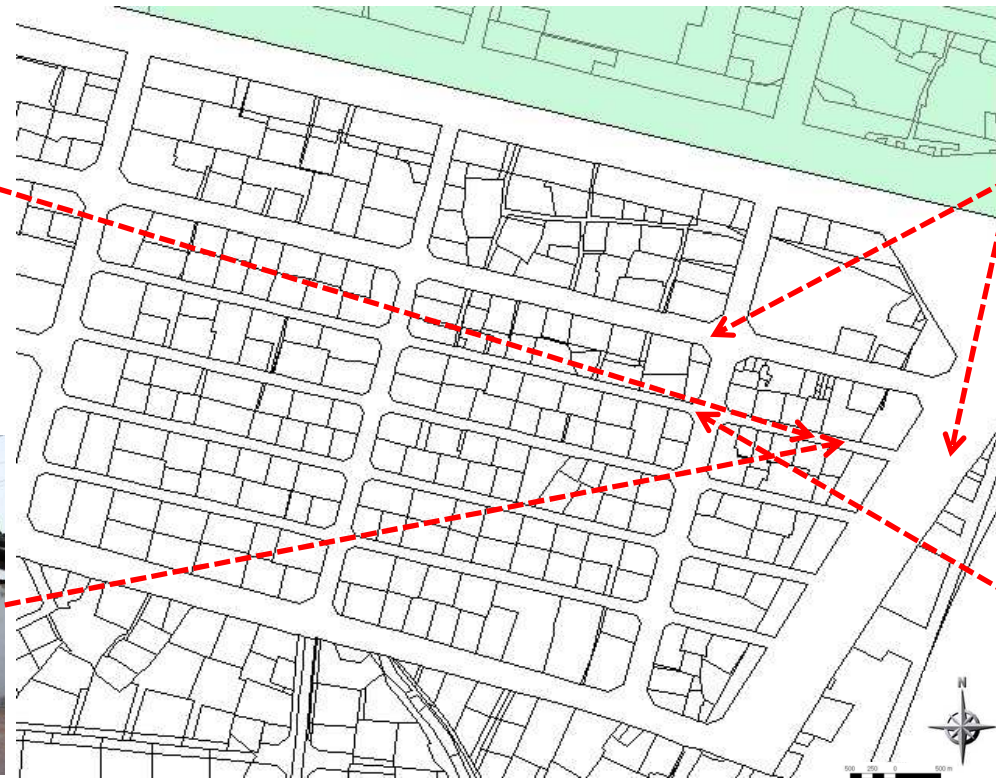
-> Composition of the road that utilized the characteristics of the market

# 3 Site Analysis

## 3-1. Physical condition

### -Facilities

Direction board 2, Toilet 1, Customer Lounge 1



# 3 Site Analysis

## 3-2. Nonphysical condition

### -Move Pattern

① At the bus stop, go through the entrance to the market as copper Kim Kwang Suk Street

② To move the entrance to the market through market circulation

③ The No.2 Subway Line kyeongbuk university hospital station bangcheon market to move through the copper



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# 3 Site Analysis

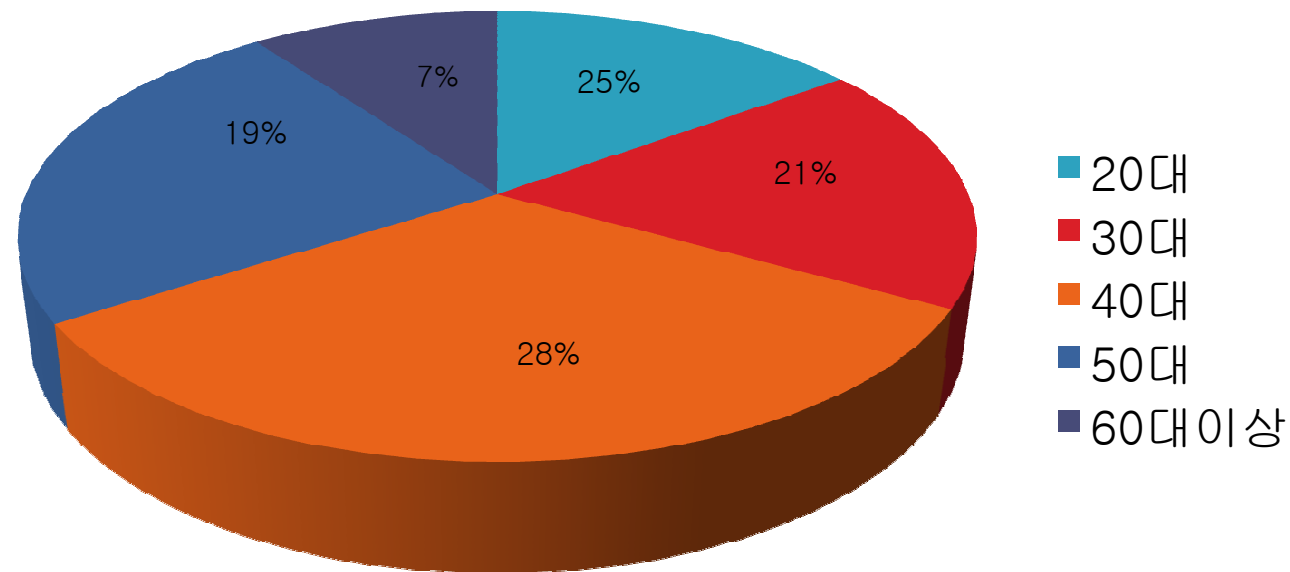
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## 3-3. Social condition

### -Satisfaction with facilities

The majority of the people are currently dissatisfied with the market place.

Satisfaction with facilities



->The marketplace is in need of reform

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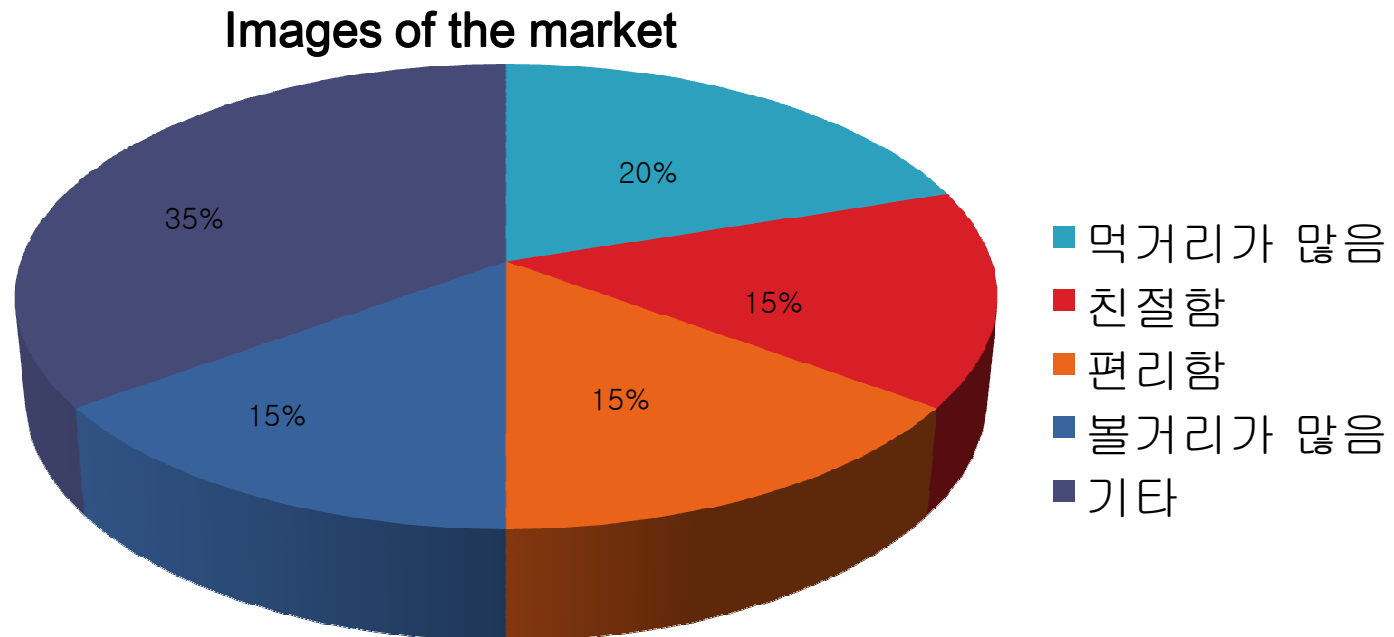
# 3 Site Analysis

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## 3-3. Social condition

-Images of the market

When asked what about the Marketplace appealed the most to customers, they replied with food and attractions.



->We will work on expanding various aspects of the Marketplace.

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# 3 Site Analysis

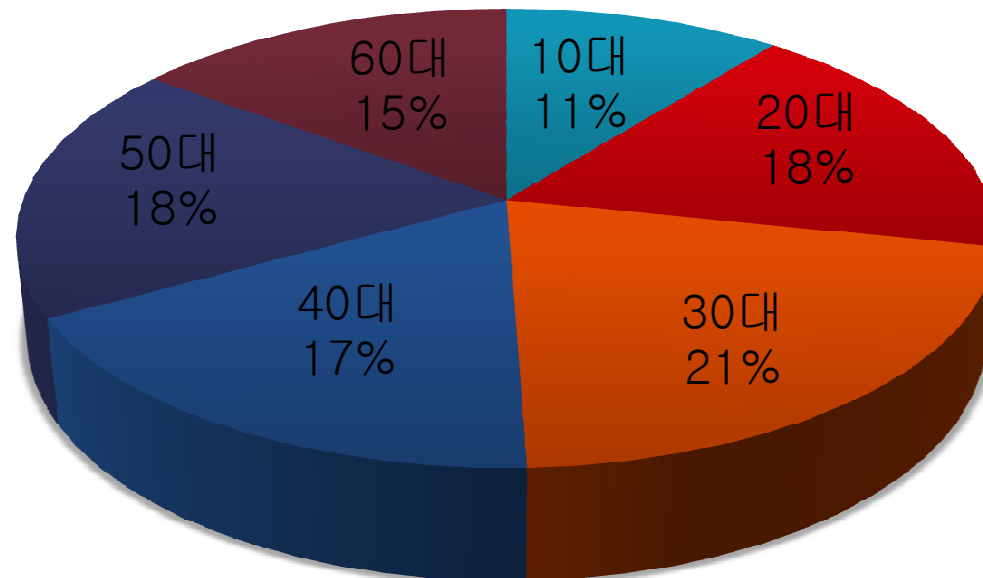
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## 3-4. Economic condition

-Around area population

60 major visitor markets(population Low)

Daebong 1-dong  
The population aged 10-69 (2010)



-> 20 to 40 cars on the market, leading to the younger generation need to spend aspiration factors

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# 3 Site Analysis

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## 3-4. Economic condition

### - Sales trends of the market

Large markets are currently experiencing an increase in sales, however smaller marketplaces are experiencing a decline in sales.



-> We will develop a plan that will help the smaller marketplaces compete with the larger markets.

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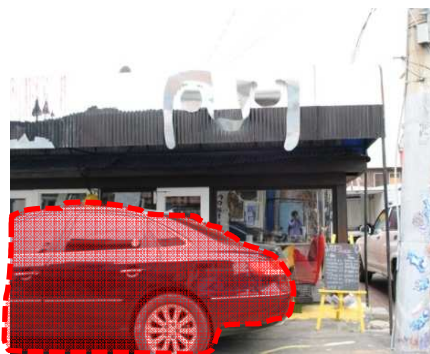
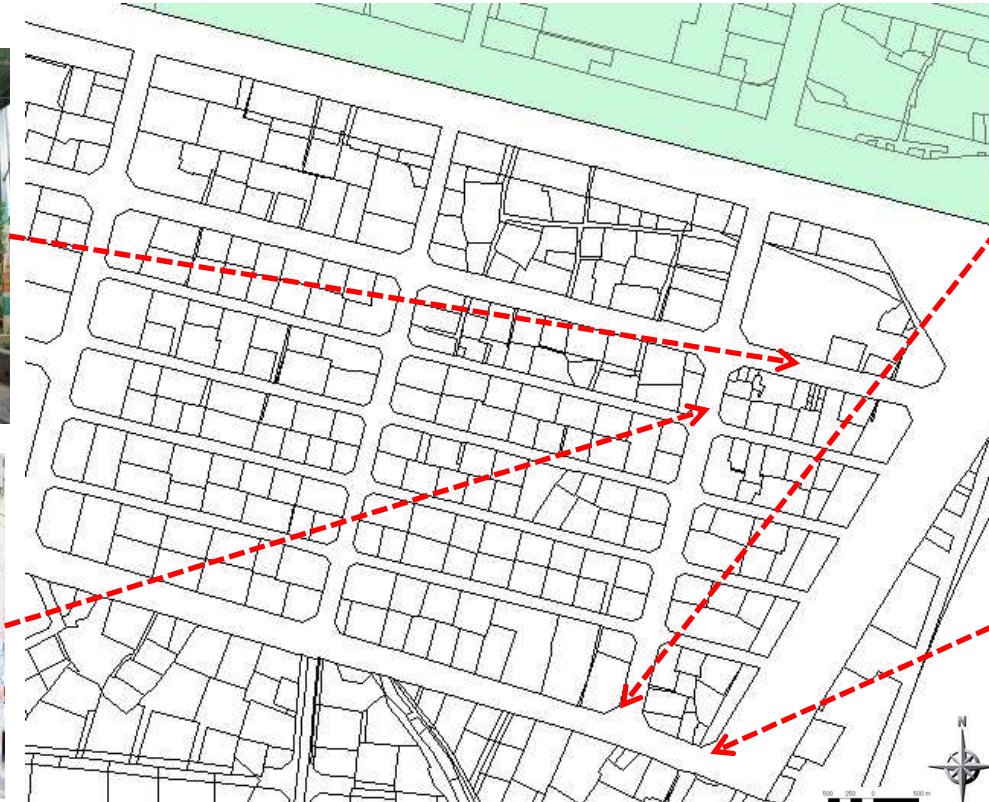
# 3 Site Analysis

## 3-5. Problem

### -Vehicle Problem

Illegal parking and entering inconveniences pedestrians

->Need to develop secure parking and vehicle control

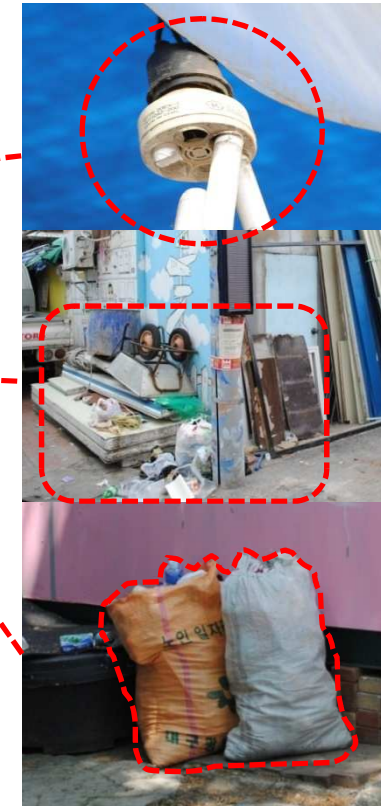
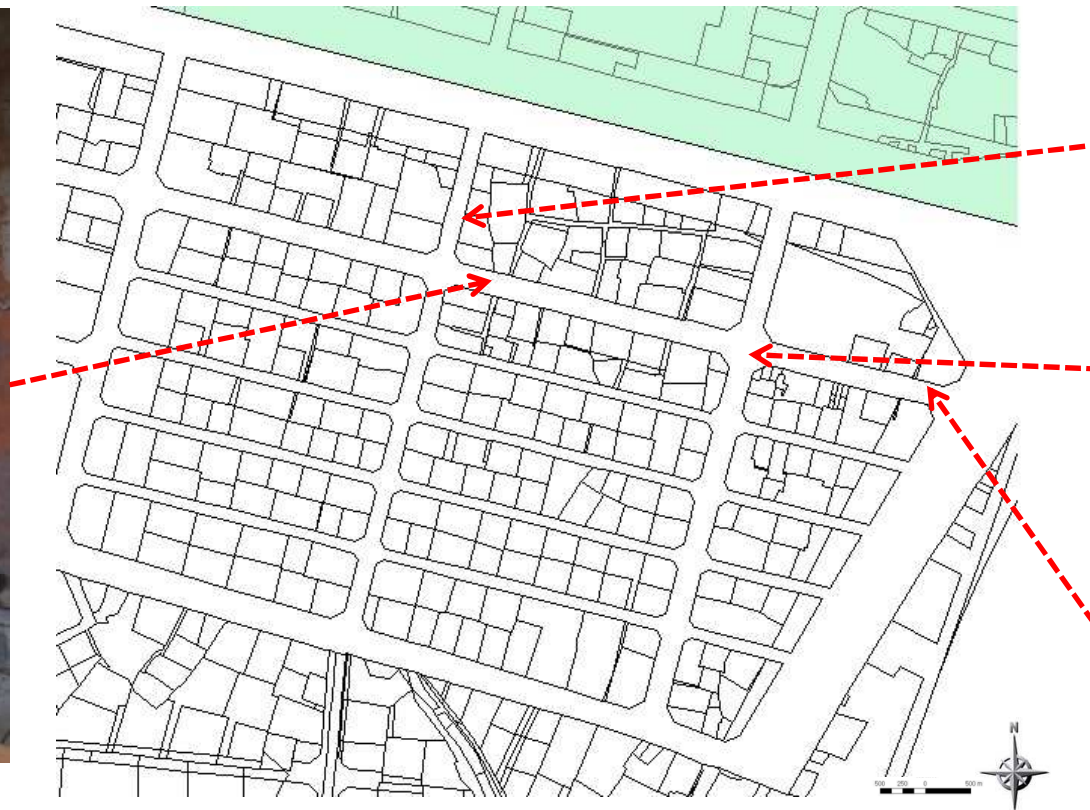


# 3 Site Analysis

## 3-5. Problem

-Public facilities

LPG gas, Lightings, Trash etc.



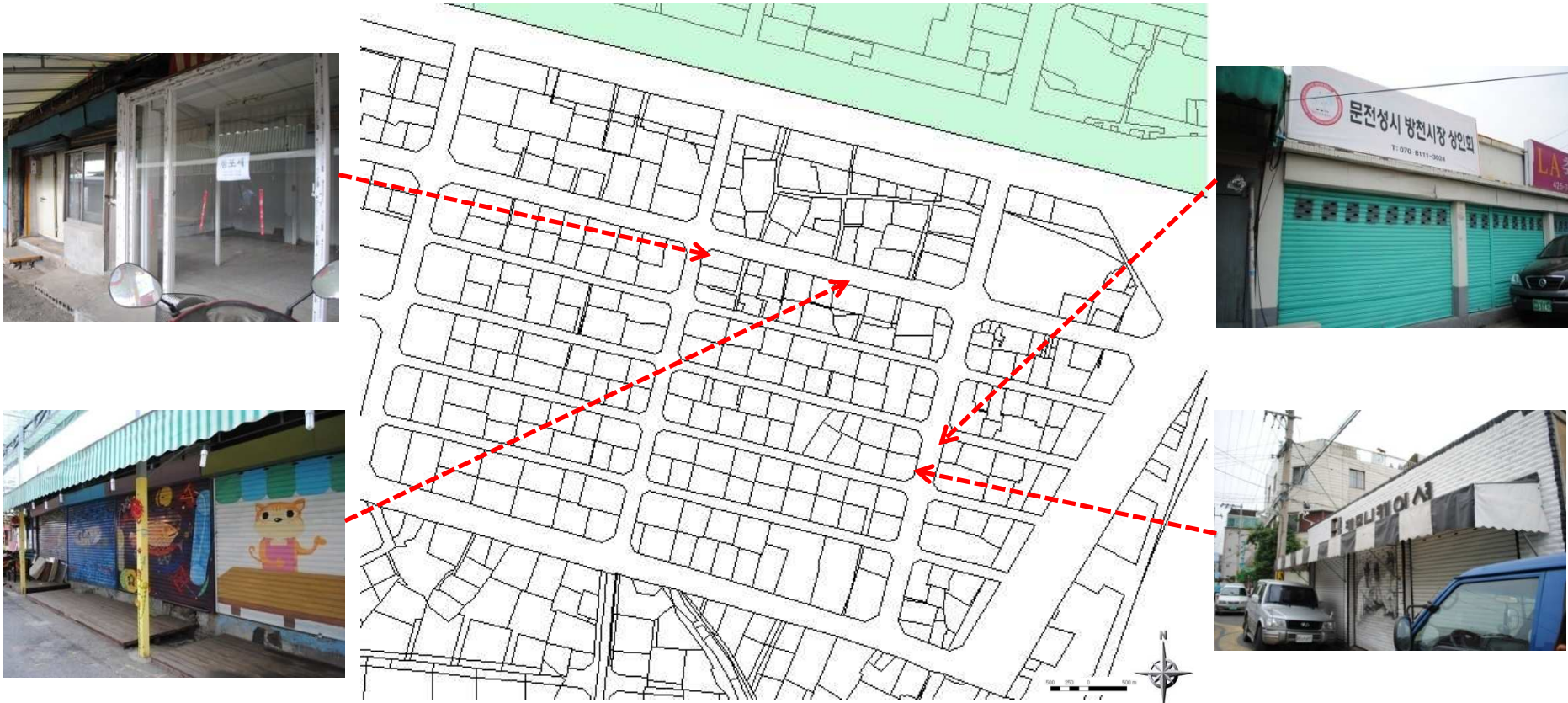
-> Need to install gas, improve lighting and trash management.

# 3 Site Analysis

## 3-5. Problem

-Deactivated Market

Closed stores



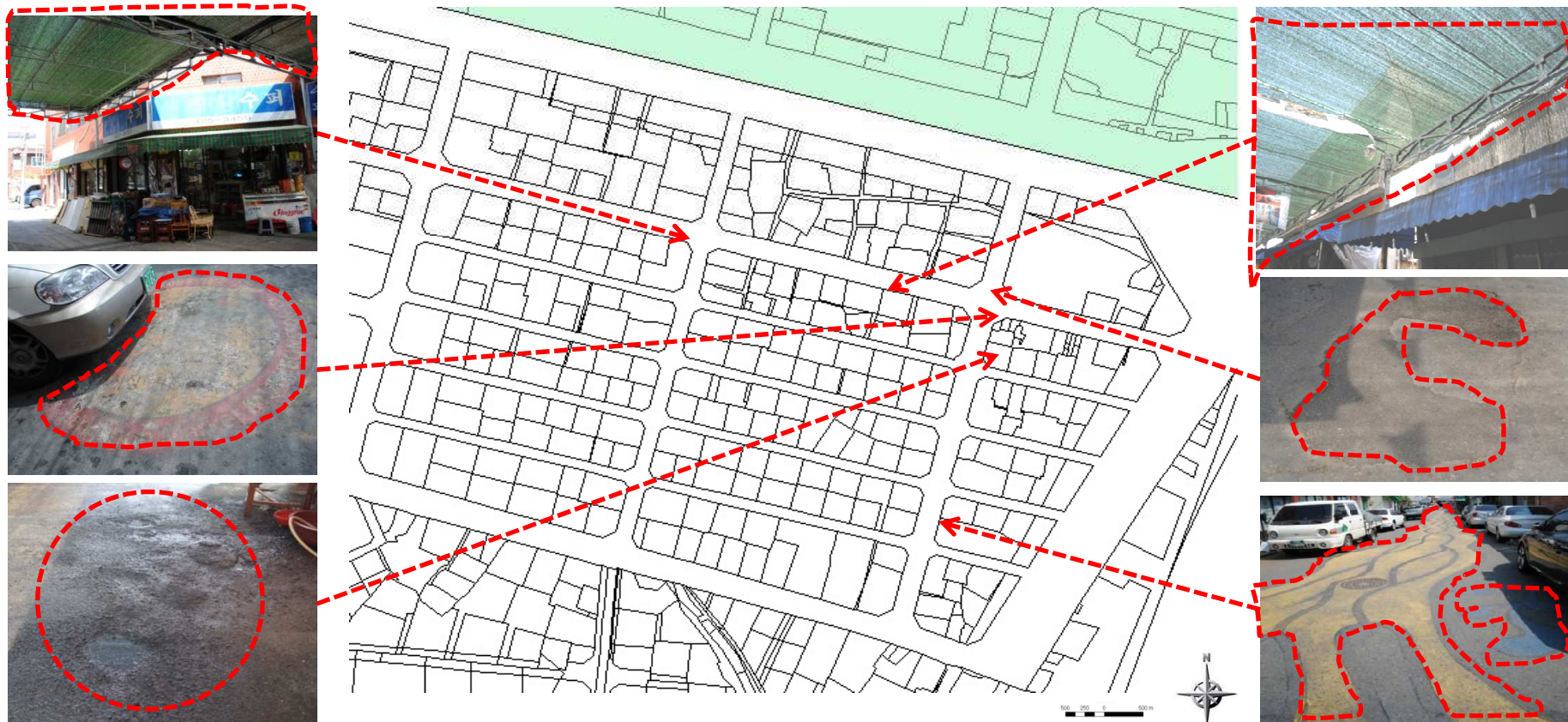
-> Need to activate the market

# 3 Site Analysis

## 3-5. Problem

-Arcade, Streets Problem

Arcades do not fit properly with buildings, Jagged streets



->Need to reorganize because street not management

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# 4 Case Study

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- Case Study contents

- 4-1. Display and Signs

- 4-2. Arcade and Appearance

- 4-3. Inside and Lighting

- 4-4. Street and Sculpture

- 4-5. Parking

- 4-6. Event

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# 4 Case Study

## 4-1. Display and Signs

- Goods are neatly organized
- Price Indication



- Detailed location information



# 4 Case Study

## 4-2. Arcade and Appearance

-Stable Arcade



- Eye-catching appearance



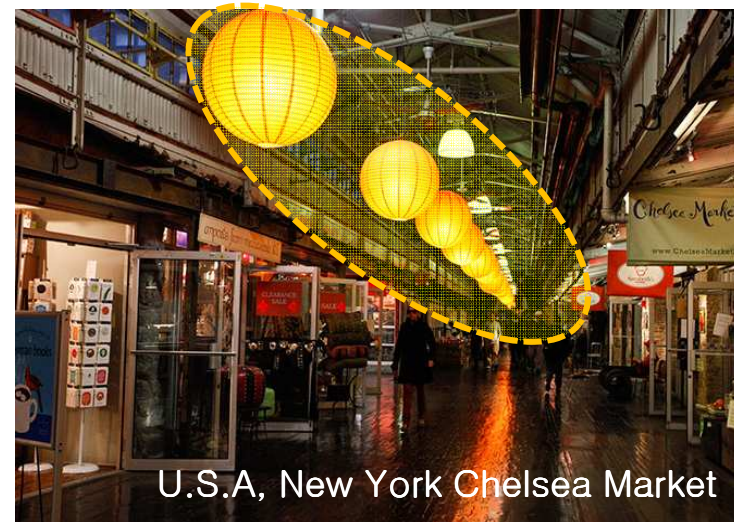
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# 4 Case Study

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## 4-3. Inside and Lighting

- Warm mood lighting
- Colorful lights
- Unified stand, Neat path



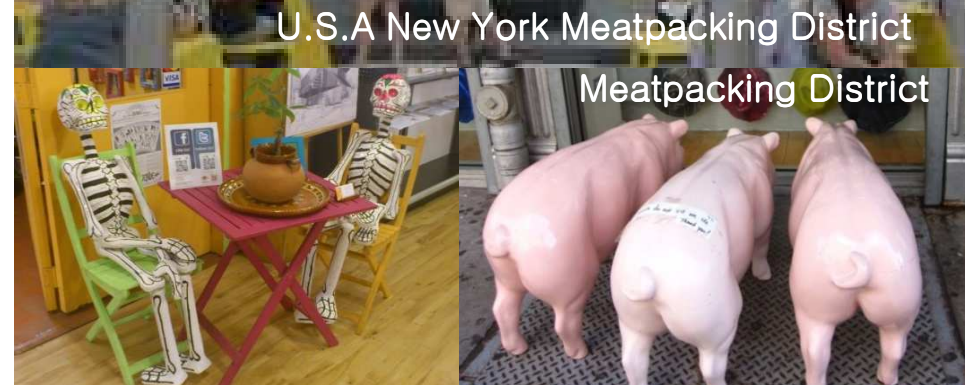
# 4 Case Study

## 4-4. Street and Sculpture

- Limited floor gives a sense of unity
- A good environment from the trees



- Symbolism as a landmark grant
- Interesting sculpture installation



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# 4 Case Study

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## 4-5. Parking

-Provide parking facilities for a convenience to customers



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# 4 Case Study

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## 4-6. Event

-The event for guests



Netherlands, Alkmaar Market



Netherlands, Alkmaar Market

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# 5 Goals and objective

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-Goals and objective

5-1. Site Develop Concept

5-2. Physical Business

5-3. Program Business

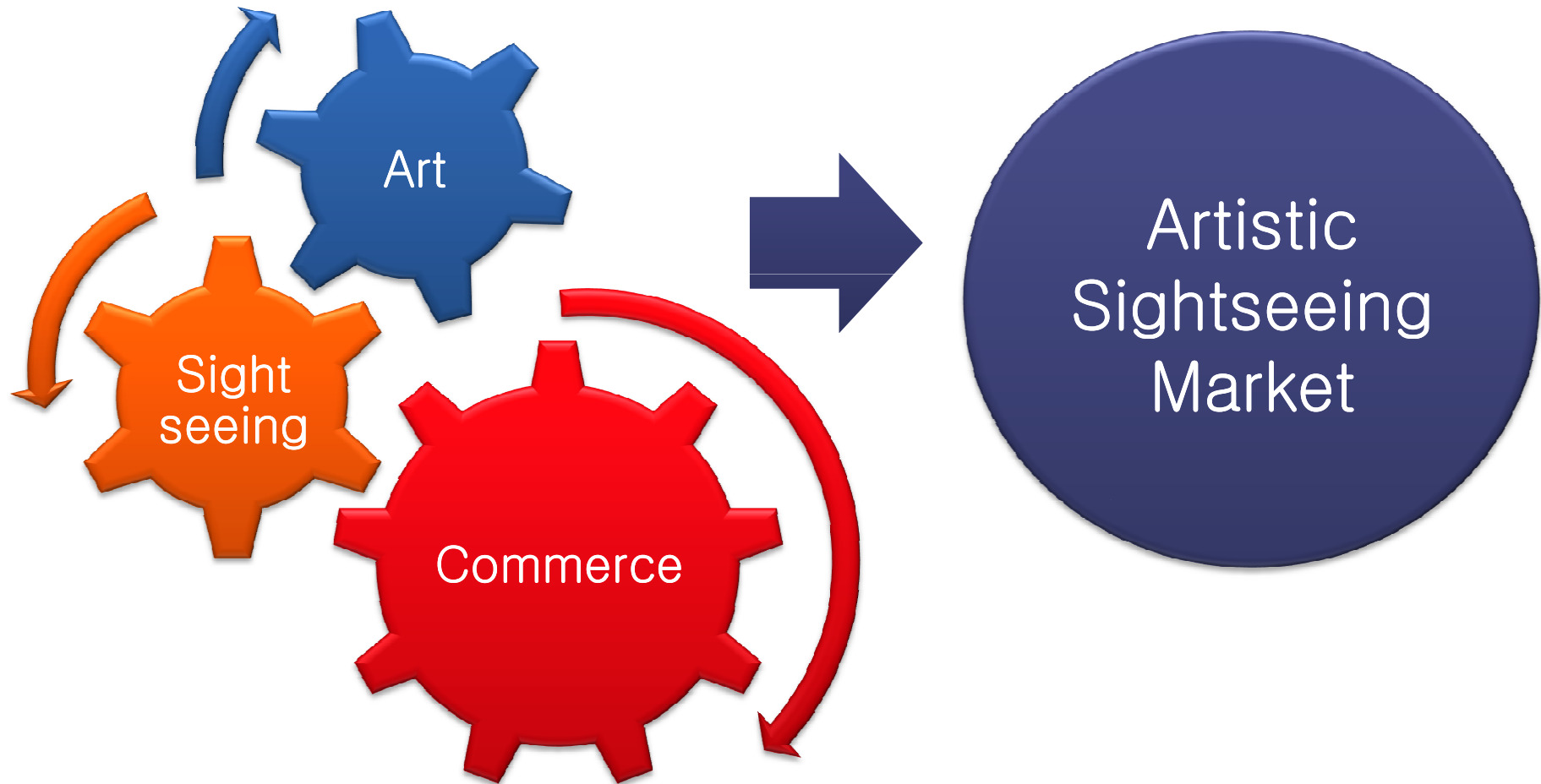
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# 5 Goals and objective

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## 5-1. Site Develop Concept





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# 5 Goals and objective

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## 5-2. Physical Business

### Physical Business

inside and outside  
the facility  
maintenance

Composition  
of the street  
cafes

Secure  
parking

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# 5 Goals and objective

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## 5-3. Program Business

### Program Business

Open regular  
events

Project  
a friendly  
merchant

Specific  
product  
development

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THANK YOU :-)