

# A Land Use Approach to Promote Charoenkrung District as a Creative Industry Hub - Possibilities under the Bangkok Comprehensive Plan

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## Abstract

The Bangkok Comprehensive Plan Draft (4<sup>th</sup> Revision, drafted in 2019) has proposed Bangkok's development and management scheme for the next 20 years. In this 4th revision, "Creative Commercial", has been established for the first time under the category of C6 (Commercial Land Use type 6). However, the C6 land use is designated only for the Klongsan and Samyan areas. The Charoenkrung area in Bangkok District, officially approved as the first Creative Industry Hub (CIH) in Thailand, was not under the C6 category, but instead remains as C8 (Commercial Land Use type 8). This article aims to compare the differences and benefits of C6 and C8 land use designations through textual analysis of the pertinent urban planning policies and regulations. The textual analysis was then discussed with three creative entrepreneurs who represent the design, crafting, and selling of jewelry and accessories in Charoenkrung, to understand their impressions of land use requirements and the potential that policies and regulations can successfully support establishment of creative entrepreneurship in the area. Through Snowball Sampling, the textual analysis and recommendations from the three representatives of the jewelry and accessories business were then further reviewed with two eminent experts who were highly experienced in this industry as a creative space developer and vice president of Thai Gems & Jewelry Traders Association. The results of the interviews show that the creative entrepreneurs in Charoenkrung were not convinced of the benefits in the land use regulations for either of the commercial land use types within the Bangkok Comprehensive Plan. The C8 has higher flexibility in terms of conditional usages as compared to C6. The C6 did not stipulate any special benefits that might be lucrative enough to promote creative business development. Thus, the Bangkok Comprehensive Plan should revisit the regulations and revise the C6 designation to have a clearer effect on promotion of the creative economy. Specifically, we propose three recommendations related to land use policy that would promote Charoenkrung as a creative district: 1) The Government should create Investment Promotion Zones for the creative industry. These zones might include tax waiver benefits for creative entrepreneurs and provide planning incentives for renewal of abandoned buildings into incubator spaces associated with new creative businesses; 2) Events and exhibitions at a national scale should be organized in Charoenkrung, utilizing soft infrastructure to promote city branding

and marketing strategies; and 3) In connecting with the Thai word for love, (rak), “Love Marketing” should be used as a promotional opportunity for the Bangrak District to attract tourists and investors into Charoenkrung.

## **Keywords**

Land Use; Creative Economy; Creative Industry Hub; Charoenkrung; The Bangkok Comprehensive Plan

## 1. Introduction

Bangkok's development and management scheme for the next 20 years is driven by the vision of "Bangkok: Vibrant of Asia". Thus, the Bangkok Comprehensive Plan Draft (4th Revision) was revised to include a new commercial land use category entitled C6 (Bangkok Metropolitan Administration, 2019), commonly known as "Creative District".

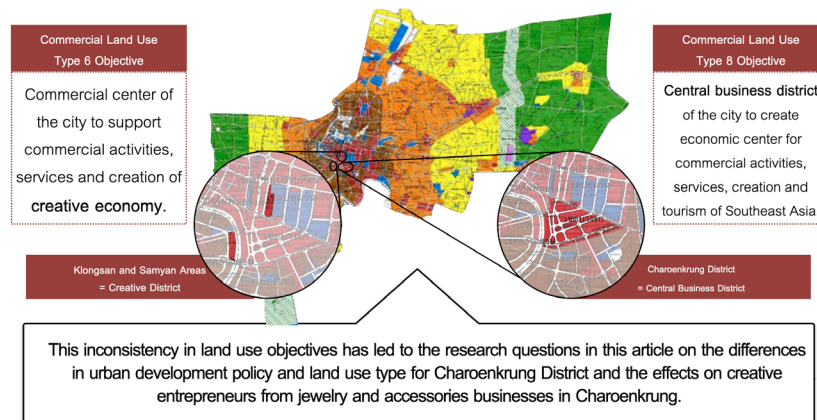
The Creative Economy Agency (CEA), a government agency under the Prime Minister's Office has been developing an old quarter Bangkok's riverfront called Charoenkrung. According to the CEA urban development policy, Charoenkrung would become "The First Creative District Industry Hub" of Bangkok, including guidelines to develop Creative-Production-Commercial spaces, with the goal for the area to become economically self-sustainable (Thailand Creative and Design Center [TCDC], 2016).

A creative industry survey conducted by the Thailand Creative and Design Center (TCDC, an office under CEA) showed that of 1,182 creative businesses in Charoenkrung (76.95% of all commercial businesses within the area) jewelry and accessories businesses were in the majority, accounting for 41% of all creative businesses (see Figure 1, shown in pink color). These data confirmed that Charoenkrung had a significant cluster of jewelry and accessories businesses that could be used as the foundation for a creative industry hub of Bangkok (Aroonkriengkrai, 2020). Therefore, this study will focus on the jewelry and accessories businesses within Charoenkrung as it has existing high visibility, including a complete ecosystem of creative, production and commercial businesses in the area.



**Figure 1** Distribution of jewelry and accessories businesses in Charoenkrung.

However, the Bangkok Comprehensive Plan (4<sup>th</sup> Revision) (see Figure 2) determined the Charoenkrung area to be categorized as a C8 land use. This apparent inconsistency in land use objectives led to the research questions for this article, on the differences and effects that C6 and C8 designations might have on creative entrepreneurs from jewelry and accessories businesses in Charoenkrung.



**Figure 2** The location of Charoenkrung area in the Bangkok Comprehensive Plan (4<sup>th</sup> Revision).

## 2. Research Objectives

The objectives of our study were threefold:

- 1) To interpret the differences in land use regulations for the C6 and C8 designations.
- 2) To interview stakeholders representing design, crafting and selling of jewelry and accessories for their opinions towards land use regulations in the Bangkok Comprehensive Plan (4<sup>th</sup> Revision).
- 3) To recommend land use approaches and policies to promote Charoenkrung as a Creative Industry Hub.

## 3. Research Methodology

The study commenced with a review of the literature on creative district, creative economy, and the creative district development concept from both local and international sources. The literature review was followed by a review of the Charoenkrung Creative District Policies established by the Thailand Creative and Design Center (TCDC) and Creative Economy Agency (CEA) and land use regulations according to the Bangkok Comprehensive Plan Draft (4<sup>th</sup> Revision) by Department of City Planning, Bangkok Metropolitan Administration. Specifically, then, a comparison was undertaken of land use regulations for Commercial Land Use Type 6 (CIH) and Type 8 (CBD) in the Bangkok Comprehensive Plan Draft (4<sup>th</sup> Revision). The summary of the Charoenkrung Creative District Policies and the Type 6 and Type 8 land use policies were reviewed through interviews with three creative entrepreneurs representing the design, crafting, and selling of jewelry and accessories in Charoenkrung. As part of these interviews, we documented their opinions on incentives and benefits that creative entrepreneurs might gain from the two land use types. Finally, discussions were held with two additional expert stakeholders, a creative space developer, and the vice president of Thai Gems & Jewelry Traders Association to look for possible approaches to promote Charoenkrung as a Creative Industry Hub under the Bangkok Comprehensive Plan.

## 4. Findings

The Committees of the National Reform Steering Assembly (2017) defined the objective of Creative District development as the promotion of the Creative, Production and Commercial processes and providing the opportunity for growth to businesses in the Creative Industry.

In accordance with this objective and also based on a review of ‘The Bangkok 250<sup>th</sup> anniversary’ project from the Department of City Planning, Bangkok Metropolitan Administration (Urban Design and Development Center [UDDC], 2015) the classification of land use criteria and definitions shown in Table 1 have been developed as follows: 1) Creative Land Use 2) Productive Land Use and 3) Commercial Land Use

**Table 1.** Land use criteria and definition. (source: Author)

Land Use& Definition	Land Use Types in Bangkok Comprehensive Plan
Creative Land Use Definition – land use for improvement in quality of life and promotion of creative inspiration.	Residential – essential for life sustenance, encouraging formation of a creative entrepreneur community
	Business Office – creating conducive environment towards conducting business and exchange of knowledge.
	Public Building (e.g., convention hall/ exhibition/ entertainment complex/ theatre) – serving as interactive space, promoting occurrence of creativity
Productive Land Use Definition – land use for creative services and creation of both tangible and intangible assets.	Factory – transforming intangible creative knowledge into products
	Storehouse and Transportation – logistics support to expedite business mobility
	Educational Institutes – nurture human resource and creative economy development
Commercial Land Use Definition – land use for economic development and marketing of products and services.	Commercial Operation (e.g., hotel/ market/ billboard) – generating cashflow for development of a creative district.

### 4.1 The differences in land use regulations of Commercial Land Use Type 6 and Type 8.

The comparison of land use regulations, objectives, and conditional usages of C6 and C8 in the Bangkok Comprehensive Plan Draft (4<sup>th</sup> Revision) indicate that C8 is more lucrative for the building of commercial infrastructures than C6 as shown in Table 2, which can be categorically detailed as follows:

Creative Land Use for residential, business office, and public building in C8 had fewer conditional usages as compared to C6, such as regulations on street width and distance from the sky train or subway station radius.

Production Land Use for storehouse, logistics, and transportation hubs in both C6 and C8 had identical regulation on conditional usages, except for factory categorization in Type 6 that had special permitted usages for light/small industry in row-houses/- buildings and shophouses.

Commercial Land Use for commercial operations, markets, and billboards in both C6 and C8 had identical regulation on conditional usages, except for the hotel (with 80 rooms and above) category on C8 which had fewer regulations on conditional usages due to the objective of the Department of City Planning, Bangkok Metropolitan Administration, attempting to promote C8 as a significant tourist destination of Southeast Asia Region.

**Table 2.** Summary of comparison between Commercial Land Use Type 6 and Type 8. (source: Author)

Land Use Objectives & Regulations of The Bangkok Comprehensive Plan (4th Revision)			The Commercial Land Use Zoning Type	
			Commercial Type 6	Commercial Type 8
			To be used as commercial hub for business transactions, trading, service, and recreation associated with creative economy	To be used as Central Business District (CBD) of Southeast Asia Region for trading, service, recreation, and tourism.
Land Use Categories			Type 6 (CIH)	Type 8 (CBD)
Creative Land Use	Residential	Detached house/ Semi-detached house/ Row-house/ Town house	Permitted Usages	
		Shared residential building (i.e. area of 10,000 sq.m. and above)	4 Conditional Usages <sup>1</sup>	Permitted Usages <sup>2</sup>
	Business Office	Row-house/ Shophouse	Permitted Usages	
		Building with area of 10,000 sq.m. and above	4 Conditional Usages	2 Conditional Usages
	Public Building	Convention/ Exhibition Hall	4 Conditional Usages	
		Entertainment Complex/ Theatre	Permitted Usages	
Production Land Use	Factory	Row-house/ Shophouse	Permitted for Light/ small Industry	Prohibited Usages
	Storehouse/ Cargo	All size	Permitted Usages	
	Logistics Hub	Not exceeding 100 sq.m.	Permitted Usages	
		Bldg. area of 200 – 5,000 sq.m.	4 Conditional Usages	
	Transportation Hub	Bldg. area of 1,000 sq.m. – 5,000 sq.m.	4 Conditional Usages	
	Educational Institutes	High School and lower level	Permitted Usages	
		Bachelor and higher degree level	4 Conditional Usages	
Commercial Land Use	Commercial Operations	Row-house/ Shophouse	Permitted Usages	
		Bldg. area of 1,000 sq.m. and above	4 Conditional Usages	
	Hotel	0 – 80 rooms	Permitted Usages	
		80 rooms and above	4 Conditional Usages	2 Conditional Usages
	Billboards	Wall Sign/ Roof Sign/ Canopy Sign etc.	Permitted Usages under Building Control Act, B.E. 2522 (1979)	

<sup>1</sup> the 4 conditional usages, as regulated in accordance with 'The Compact City' concept, are: 1) Must be next to street with specified width 2) Within sky train or subway station radius 3) Within train interchange station radius and 4) Within pier radius.

<sup>2</sup> for 'Permitted Usages' construction of infrastructure can be done without additional conditions, while 'Prohibited Usages' does not allow construction for the specified infrastructure.

From Table 2, C8 had more flexible regulations for Residential, Business Office, and Hotel as it has more permitted usages and fewer conditional usages as compared to C6 for all Creative, Production, and Commercial land use categories. Therefore, the C8 designated to Charoenkrung gave the highest level of freedom for land use activities within the Bangkok Comprehensive Plan draft (4<sup>th</sup> Revision).



Comparison between the two commercial land use types (Table 2) were compiled and brought to three creative entrepreneurs representing the design, crafting, and selling sectors from the jewelry and accessories businesses in Charoenkrung for consultation on their opinions and recommendations regarding incentives and benefits of land use regulations that might be sufficiently lucrative to creative entrepreneurs in Charoenkrung.

#### 4.2 Opinions of creative entrepreneurs on land use regulations in the Bangkok Comprehensive Plan Draft (4<sup>th</sup> Revision)

Interviews of the three creative entrepreneurs from Jewelry and Accessories businesses in Charoenkrung District reflect different requirements and priorities with respect to their business operations as shown in Table 3.

**Table 3.** Requirements and priorities from creative entrepreneurs on land use regulations. (source: Author)

Land UseCategories		Creative Entrepreneurs from Jewelry & Accessories Businesses in Charoenkrung		
		Designer	Crafter	Seller
Creative Land Use	Residential	Clustering of creative entrepreneurs within the same area might lead to overlapping inspiration and plagiarism. Preferring residence with privacy, as chaotic city environment is not conducive to creative thinking.	Living at the factory has the risk of pollution from chemicals required in the manufacturing processes (such as gilding and casting gold).	No opinion on residential land use.
	Business Office	Require office that promotes creativity. This can be semi-public space such as library, café with good view of the river or moving crowd. Irrespective of size, an office is needed within the community, based on The Society of Spectacles (Debord, 1967), to inspire creativity.	Requires area that can be used for designing and manufacturing jewelry in the same place. Small area in front of manufacturing site can also be used as the office area.	No opinion on office land use.
	Public Building	Greatly desirable as it can be used as public office. Museum and semi – public spaces are good locations for designers and people to meet and interact.	Require public spaces for display of products such as exhibition area for creative products display (e.g. kiosk).	Charoenkrung should have exhibition area for hosting of events by both private and government organizers. Public buildings or other street attractions should also be able to draw tourists which will increase cashflow within the area.

**Table 3.** Requirements and priorities from creative entrepreneurs on land use regulations. (Continue)

Production Land Use	Factory	Existing buildings in Charoenkrung are sufficient for all stages of the jewelry and accessories industry.		
	Storehouse/ Cargo	Jewelry and accessories industry does not require large spaces to store their products and manufacturing equipment as everything can be stored within the office building.		
	Logistics Hub	Jewelry and accessories are small high-value items, Businesses are more inclined to use private logistical services as they are safer. Public logistical services need to improve their insurance policy for valuable and fragile products.		
	Transportation Hub			
	Educational Institutes	Educational and research institutes within Charoenkrung will reinforce its efficiency and quality of the cluster. Hopefully this area can become an R&D hub in the future.	Prefer dedicated educational institutes for jewelry and accessories crafters, such as The Golden Jubilee Royal Goldsmith College. Existing institutes in Thailand are focused too much on theoretical knowledge rather than practical experience. Local educational institutes will be more in tune with the area requirements and can create skilled workers within the area.	No opinion on institution land use.
Commercial Land Use	Row-house/ Shophouse	Jewelry and accessories products are not suitable for standalone showcases in a shophouse. More are interested in showcasing their creative products with the world top fashion brands within department stores, such as in Club21 Flagship Store.	There are many available buildings within Charoenkrung but prime locations are currently occupied and the rent is unaffordable.	There are many abandoned row-houses and shophouses in Charoenkrung, which should be renovated with incentives. New buildings are not required.
	Commercial operations with area of 1,000 sq.m. and above	Currently there are many department stores within the Charoenkrung and nearby areas such as Central Department Store, Robinson Department Store, ICON SIAM and even jewelry and accessories centers, such as Jewelry Trade Center, B.I.S Tower, O.P. Garden, River City Bangkok.		
	Hotel	There should be more hotels in the area. Reputed hotels within Charoenkrung can be used as exhibition halls, reinforcing the quality of the cluster.	There should be more hotels in the area. Hotels can bring in tourists, boosting the economy within the district.	There should be more hotels in the area. Visitors coming to the hotels can become new customers and provide exposure to businesses in the area.
	Billboards	Urban planners should design regulations for contents and styles of commercial billboards to be more relevant to the theme of Charoenkrung. This will reinforce the quality of the cluster and attract tourists to the area.		

From Table 3, the three creative entrepreneurs representing the jewelry and accessories businesses in Charoenkrung were not interested in land use limitation and conditional usages. Their requirements as SMEs are adequately met by the stipulated regulations in C8. This is because although the C6 regulation allows for operation of small and light industry, the definition of “factory” was revised in 2019 within the Factory Act B.E. 1992 to be an establishment with machinery operating at a minimum of 50 horsepower or employing 50 workers, as compared to the original requirement of machinery operating at 7 horsepower or employing 7 workers. This revised definition means that most jewelry and accessories businesses within Charoenkrung District are no longer categorized as “factory” and thus will not benefit from the regulations of C6.



The three creative entrepreneurs were more interested in other details as follows:

- Considerations for Creative Land Use: it would be highly desirable to promote quality of the cluster through public buildings including entertainment complexes, museums, bars and bistros under this land use. Apart from driving economic cashflow, these landmarks will foster a feeling of safety within the area by bringing in 24-hour foot traffic. Moreover, it promotes the occurrence of creativity and connectedness for people within the community.

The designer felt that an office would be needed within the community with a viewshed for the flow of pedestrian traffic and the riverfront which could inspire creativity, based on the Society of Spectacles theory (Debord, 1967). Such office space also could be substituted with semi public spaces such as a café or library with quite/serene atmosphere.

The crafter felt that the factory and office area could be combined in the same building under the mixed-used building concept. Customers could observe the crafting process while making purchase decisions, creating an immersive experience for the customers.

The seller had no opinion on this land use category.

- Considerations for Production Land Use: this land use would promote development of education and research institutes, building regional trust in quality of products, thereby leading to enhanced quality of the cluster for businesses.

Promotion in other aspects of production land use is deemed to be unnecessary as there are sufficient crafters and factories hidden in almost every street and alley of Charoenkrung.

- Considerations for Commercial Land Use: promoting development of hotels could attract international tourists and improve the cashflow of businesses within the area. Hotels will also be used as exhibition halls for display of products and serve as a front store for local businesses if the need arises. Promotion through department stores was deemed unnecessary as there are enough outlets in Charoenkrung and nearby areas.

Commercial billboards should have regulations on the style and content to build a synergy with the local theme, effectively serving the purpose of tourist attraction and advertisement for the brands. The creative entrepreneurs hoped that this will draw the attention of visitors to small businesses hidden in the streets of Charoenkrung and become an incentive for other creative entrepreneurs to open their businesses here.

### **4.3 Recommended Land Use Approaches to Promote Charoenkrung as a Creative Industry Hub**

In order to further consider the feasibility of recommendations from the creative entrepreneurs, the interview data were compiled and discussed with a creative space developer who had experience in an adaptive re-use and renovation project of a 4,000 sq.m. abandoned warehouse worth 2,300 USD in 2017 within Charoenkrung and the Vice President of Thai Gems & Jewelry Traders Association. This further discussion provided useful insights on the real obstacles and potential solutions to promote Charoenkrung as an ecosystem of designer-crafter-seller in the creative industry hub. In synthesizing the discussions with these expert stakeholders, and combined with case studies from the literature (e.g. Table 4), recommendations for Charoenkrung development as a creative hub can be considered, as follows:

#### **4.3.1 Recommendations for Creative Land Use**

In order to promote the growth of the Creative District, the Department of City Planning, Bangkok Metropolitan Administration, should promote investments of creative entrepreneurs by introducing a creative entrepreneur badge, eligible for tax waiver in the C6 land use under the Bangkok Comprehensive Plan. This concept of an Investment Promotion Zone, also includes provision of incentives to building owners and

landlords for leasing out abandoned buildings to alleviate the burden of operation cost for creative entrepreneurs and fully utilizing currently existing row-houses/-buildings and townhouses that had been abandoned (Sareesavetrat, 2015).

The two expert stakeholders suggested that Charoenkrung has the potential and readiness to become a creative hub for the jewelry and accessories industry as there are existing resources such as skilled workers, community, and workshops within the area. Therefore, the businesses only need tax incentives from the Government. This can be in the form of property tax reduction or exemption to reduce the burden of high rent cost for businesses within the area.

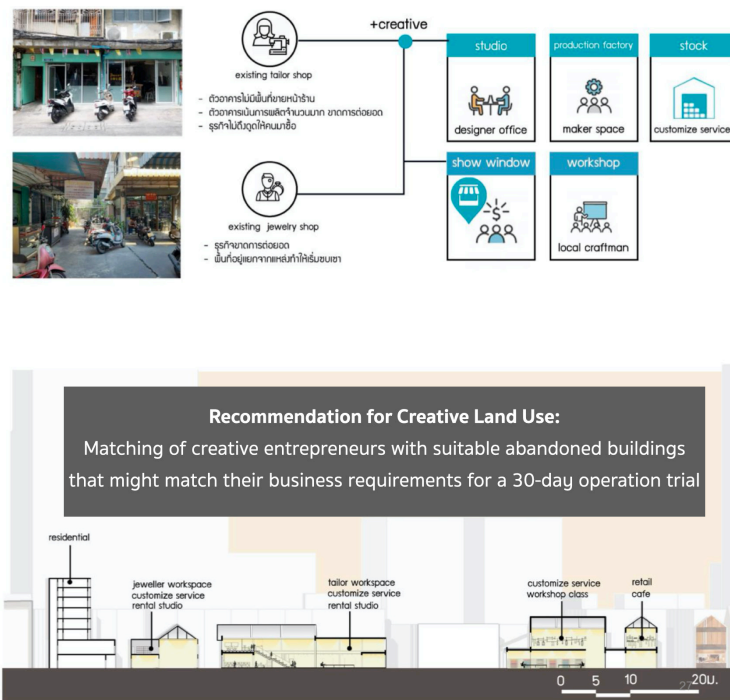
Ittiamornlert (2020) urban design work concept in the renewal of abandoned buildings can be considered for Charoenkrung development. Most abandoned properties in Charoenkrung had belonged to two corporate owners: Thai Beverage Public Company Limited and The Crown Property Bureau (Thammasat University Research and Consultancy Institute [TU-RAC], 2015). TCDC/ CEA, as a government agency, could negotiate for a renewal/redevelopment program with these corporations, a model of which is shown in Figure 3.

For this approach to be feasible, the urban development method successfully used in Renew Newcastle at Newcastle, Australia might be considered, where creative entrepreneurs match their business requirements with suitable buildings for a 30-day operation trial at an affordable price. Charoenkrung and Newcastle fall under similar context as both areas used to be the CBD of the city that was later abandoned as development of infrastructure has spread to other areas. .

**Table 4.** Land Use revitalization approach by pairing abandoned buildings with creative entrepreneurs. (source: State of New South Wales, Australia, 2010)

Types of Creative Land Use revitalization	Land use categories <sup>1</sup>	Typical zones where permissible
<ul style="list-style-type: none"> <li>- Art Gallery (Sales)</li> <li>- Handmade Furniture (Design - Sales)</li> <li>- Handmade Fashion (Design - Manufacture - Sales)</li> <li>- Handmade Toy (Design - Sales)</li> </ul>	Retail premises	<ul style="list-style-type: none"> <li>- Business</li> <li>- Mixed Use</li> </ul>
<ul style="list-style-type: none"> <li>- Artist or Musician Studio with Teaching Facilities</li> <li>- Creative Business with Training</li> </ul>	Business premises	<ul style="list-style-type: none"> <li>- Business</li> <li>- Mixed Use</li> </ul>
<ul style="list-style-type: none"> <li>- Artist Studio</li> <li>- Musician Studio</li> <li>- Web Development</li> <li>- Graphic Design</li> <li>- Film Editing</li> <li>- Art Photography Studio</li> </ul>	Office premises	<ul style="list-style-type: none"> <li>- Business</li> <li>- Mixed Use</li> </ul>
<ul style="list-style-type: none"> <li>- Art Gallery (only for display, no sales available)</li> <li>- Art Installation (only for display, no sales available)</li> </ul>	Information & education facility	<ul style="list-style-type: none"> <li>- Business</li> <li>- Mixed Use</li> </ul>
<ul style="list-style-type: none"> <li>- Handmade Furniture (Design - Manufacture)</li> <li>- Handmade Fashion (Design - Manufacture)</li> <li>- Handmade Toy (Design - Manufacture)</li> <li>- Artist Studio</li> <li>- Craft, Pottery &amp; Sculpture</li> </ul>	Light Industry	<ul style="list-style-type: none"> <li>- Business</li> <li>- Light Industry</li> </ul>
<ul style="list-style-type: none"> <li>- Handmade Furniture (Design - Manufacture - Sales)</li> <li>- Handmade Fashion (Design - Manufacture - Sales)</li> <li>- Handmade Toy (Design - Manufacture - Sales)</li> </ul>	Industry retail outlet	<ul style="list-style-type: none"> <li>- Light Industry</li> </ul>

<sup>1</sup> Indicative only – should be determined by the predominant or primary business operation (i.e. whether it is predominantly a retail premises with some manufacturing activities, or predominantly manufacture with some retail)



**Figure 3** Model for utilization of Creative Land Use approach, in collaboration with major landlords. (source: Ittiamornlert, 2020)

#### 4.3.2 Recommendation for Production Land Use

Creative entrepreneurs from jewelry and accessories businesses in Charoenkrung concluded that the nature of their products and manufacturing processes did not require large scale factory, storehouse, or logistics hubs for their business operation. They recommended a year-round promotion of creative spaces and events that would attract foot traffic such as flea markets and exhibitions of creative business products. Based on the experience of the creative space developer, a two-week-long event could generate up to 90,000 USD for local businesses. The creative space developer cautioned that frequent events may generate an influx of tourists and promote creative economy in Charoenkrung but will put a strain on operations budgets and the workforce of small businesses.

The in-depth interview with the Vice President of Thai Gems & Jewelry Traders Association clearly indicated that if Charoenkrung should become a leader in jewelry and accessories of Asia, businesses needed to focus on exclusive designs and to transform their business model from Original Equipment Manufacturer (O.E.M), as shown in Figure 4, into Original Brand Manufacturer (O.B.M.). Another recommendation was to negotiate with the Department of International Trade and Promotion, Ministry of Commerce, to relocate “The Bangkok Gems & Jewelry Fair”, which is usually held at convention and exhibition halls in Bangkok suburb areas (Bangkok International Trade and Exhibition Centre [BITEC], 2022). to Charoenkrung. Some of the possible venues for such a convention are the Jewelry Trade Center, River City Bangkok, Mandarin Oriental Hotel, Shangri-La Bangkok Hotel and True Icon Hall at ICON SIAM. This initiative would provide an opportunity for local creative entrepreneurs to showcase their products from their front store and create an immersive experience for visitors.



**Figure 4** Jewelry and accessories O.E.M. kiosks at B.I.S Tower, Charoenkrung.

#### **4.3.3 Recommendation for Commercial Land Use**

With respect to discussion on the recommendation to promote Charoenkrung through events and exclusive jewelry designs, a designer/creative entrepreneur had suggested a collaboration on “Love Marketing” with the registration authority of the Bangrak District Office, Bangkok Metropolitan Administration. In the Thai language one of the meanings of “Rak” is “love”. As a result, the Bangrak District has annually seen the highest counts of matrimony registration in Bangkok on Valentine’s Day (Puttanont, 2021). This should be regarded as an opportunity for City Branding, where urban planners may connect the emotional local products and manufacturers, such as jewelry and accessories businesses (e.g. Figure 5), to customers who are inclined to have strong sentiments for such products. With the right storytelling, Charoenkrung could be promoted as an exclusive destination that can attract tourists, similar to how Paris has been branded as the ‘City of Love and Romance’ (Roaming Paris, 2022).



**Figure 5** Jewelry and accessories businesses in many shophouses of Charoenkrung.

## 5. Discussion and Conclusion

Since the Commercial Land Use C8 had fewer conditional usages and regulations as compared to C6, the decision of Department of City Planning to assign C8 to Charoenkrung did not hinder its ability to develop into the “Creative Industry Hub” of Bangkok. Moreover, the Commercial Land Use C6 did not have any special stipulations that can help to promote investment from creative entrepreneurs (Punson & Pokharatsiri, 2020). Therefore, the C6 designation is of no benefit to jewelry and accessories entrepreneurs in Charoenkrung.

Based on the recommendations by creative entrepreneurs from the jewelry and accessories businesses in Charoenkrung, the land use regulations related to area and building permission, as stipulated by the Commercial Land Use C8, does not affect their business operation due to their SME nature. They also believed that Charoenkrung has sufficient crafters and manufacturers of jewelry and accessories hidden in the alleys of Charoenkrung, along with department stores in nearby areas, which further supported their conclusion the Creative Commercial land use designation was unnecessary. .

The development of Charoenkrung into the Creative Industry Hub of Bangkok could be achieved using urban planning tools such as:

- The Government should create a policy for an Investment Promotion Zone to support the creative industry, which may include tax waiver benefits for creative entrepreneurs and provide incentives for renewal of abandoned buildings. Within the study area, over 20% of all buildings are abandoned and could be repurposed as incubator space for new creative businesses under the Town Planning Act 2019, Session 22 (6).

The development of Charoenkrung into the Creative Industry Hub can also be promoted using other business promotion or urban management approaches such as:

- Development of crafters with skills and exclusive designs which will encourage the transition of the business model from O.E.M to O.B.M.
- Organization of events and exhibitions on a national scale at Charoenkrung. Utilize soft infrastructure of “Love Marketing” to promote exclusive city branding and marketing strategies to attract tourists and investors into Charoenkrung.

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## Author Contributions

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