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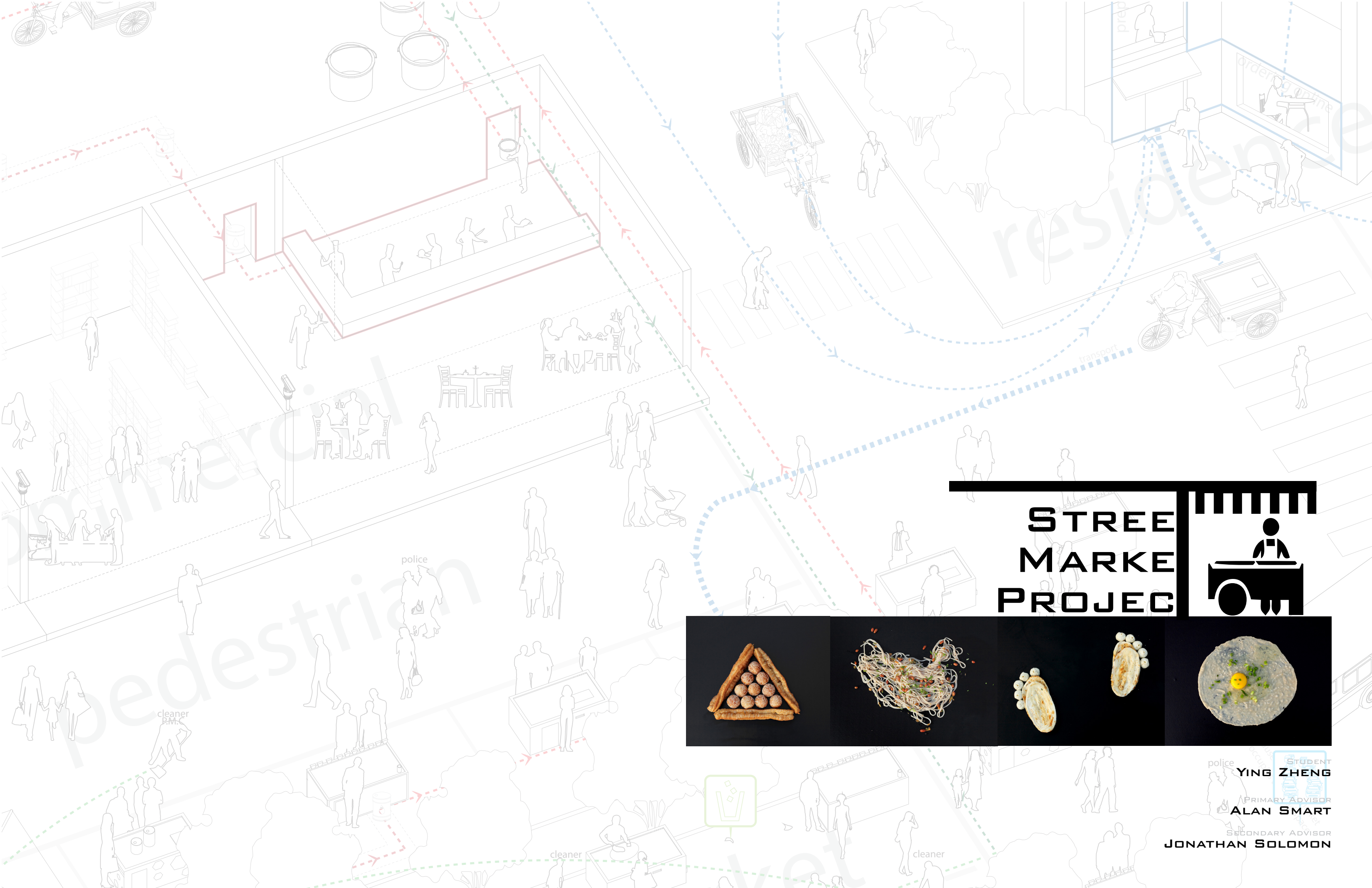


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STREET MARKET PROJECT



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Think of a city and what comes to mind? It is streets. If a city's streets look interesting, the city looks interesting; if they look dull, the city look dull.

-----Jane Jacobs "The Death and Life of Great American Cities"

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00 Abstract 

Abstract

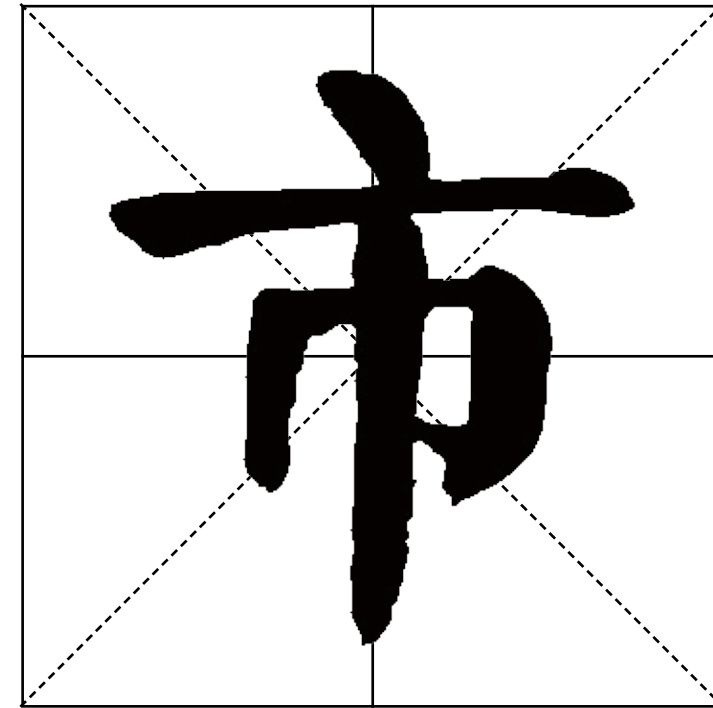
What are the key features will give a city “vitality”? What are the features of a city will give a tourist (a stranger to a city, temporary visit) or a local resident (an acquaintance to a city, a person who lives in a city for a long time) a good impression so that people will enjoy the time in the city? One of the most important part of the impression of a city comes from STREET. Jane Jacobs said in her book “The Death and Life of Great American Cities” that: “Think of a city and what comes to mind? It is streets. If a city’s streets look interesting, the city looks interesting; if they look dull, the city look dull.

Chinese cities has developed very fast these years. For a city under fast developing – the whole urban topology could be changed in a few years – what are the identical elements in a city should be maintained to still give people feelings that “I am still in Hefei” but not anywhere else. Cities all around the world almost all have same elements: infrastructure, streets, skyscrapers, seems like a lot of cities around the world have very similar images. Especially Chinese secondary cities such as Hefei, Changsha, or Nanchang. Different from Beijing or Shanghai that have developed for a bit of time and have developed their unique culture for many years, those secondary cities on the spot that should start to think about their future now. Hefei, a city that is under developing, and the speed of development is over fast. Under this condition a city’s image could have been changed in a very short time: new identical buildings could be built in a very short time. For cities like Hefei under fast developing, what is the theme of the city so that the city can still keep its own image? I think that the answer is culture and people’s life. Even though the buildings are all look similar, when people talk with local residents and listen to their dialects; when people live there and have some very local customs; when people eat very local food; people can feel that they are in a very different city. However, how could we promote that culture through architecture, is a question that a city like Hefei should think about.

The government of Hefei wants to promote Hefei into a tourist city. In China, it looks like a trend in China these years to build series projects that can get a certificate from China National Tourism Administration then they start to claim that they are “tourist city”. The criteria of getting the certificate are based on how many tour guide work in the tour place; how many tourists come to visit and how much money has invest to the tour place but nothing about culture or satisfaction from tourists. However, those projects cannot really reflect a city but to “create” a new image of a city to tourists. Most of tour places in China that only strangers will go to visit because there are tons of advertisement and promotion about those tour places online. However, once a place is defined as a “tour place” then it will be banned by local residents. Local residents describe tour place as “place for outsiders”. Because of high liquidity of tourists, tour places never considered to have repeat customers. As a result, tour places never care about tourists’ feeling: sell over expensive products; not delicate food; over promoted unreal local food and so forth. For example, after graduate from college, I was planning to go to Nanjing. Before I left I looked up information about Nanjing online, and almost every website introduced Confucius Temple to tourists. However, when I was trying to get some information from my friends in Nanjing, they told me that I can go to Confucius Temple but it is a place for outsiders. And they also said that I could try different things, but most of them are not authentic Nanjing food, and their flavor is way lower than average restaurants in Nanjing that is not opened in tour places.

A city could take advantages of tourism is for sure. However, I don’t think that tourism should separate local residents’ and tourists’ life. They should mix together, so that local residents could lead tourists to see real culture of a city; on the other hand, tourists could bring economics benefits to the city for residents. However, what is the media that can link tourists and residents together? To make a tour place worth to go, at the same time can also make people feel the local life and customs in a city? My answer is market.

Market is a place that can be very identical, where is a place that tourists and local residents can exchange resources and information. New shopping types are created with time going. Regular market, shopping pedestrian, cluster shopping center, shopping mall and street market. Shopping and food, are two of the biggest cultural activities in China. Especially recent years. Shopping and food can give Chinese tremendous satisfaction; not just for tourists but also for local residents.



In Chinese, city (城市) and (市场), they shared the same character “SHI” , because ancient Chinese believe that city comes from market. At first, there are only farms; but people has needs of exchanging goods; for doing that, people from various places gather together, exchange goods for getting what they want. When more and more people gathering together, then market has formed. When the market’ s size is big enough, then the place will gather more people. When more and more people come to a place, then the relative infrastructures are going to develop because of it. When infrastructures become more complete, there city is.

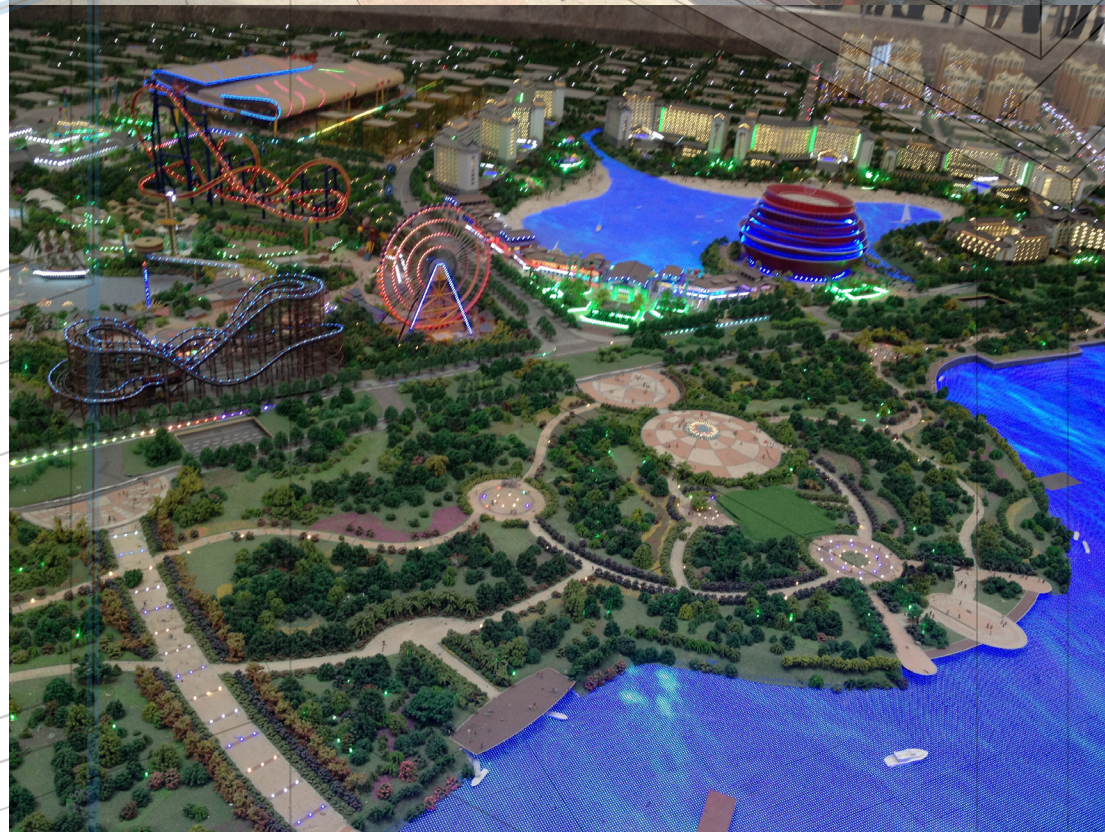
Meaning of Street Market: Approach to Touch Authentic Culture

Shopping mall's running mode has already defined the products inside that cannot have local characteristics. High rent is the reason that only big brands have the ability to afford. Products inside shopping malls have high repetitions.



Different from shopping malls, street market has low cost to start, allows local culture mixed into products from street markets. Especially food, is a category that can make people immediately feel the customs of a city.





Cutural Tourism City Project



Street Market in Hefei



Meaning of Street Market: Vitality of a City



police

Mening of Street Market: Facilitate Social Exchange

Street Market Stalls bring convenience to low-income people on their way to work and home when they need food



Street Market Stalls can provide fresh fruits or vegetables and bring convenience to local residents



Street market can provide job positions for laid-off workers



Stalls provide repair services to local residents

Social Values of Street Market



During purchasing customers sometime will talk with each other, exchange some information

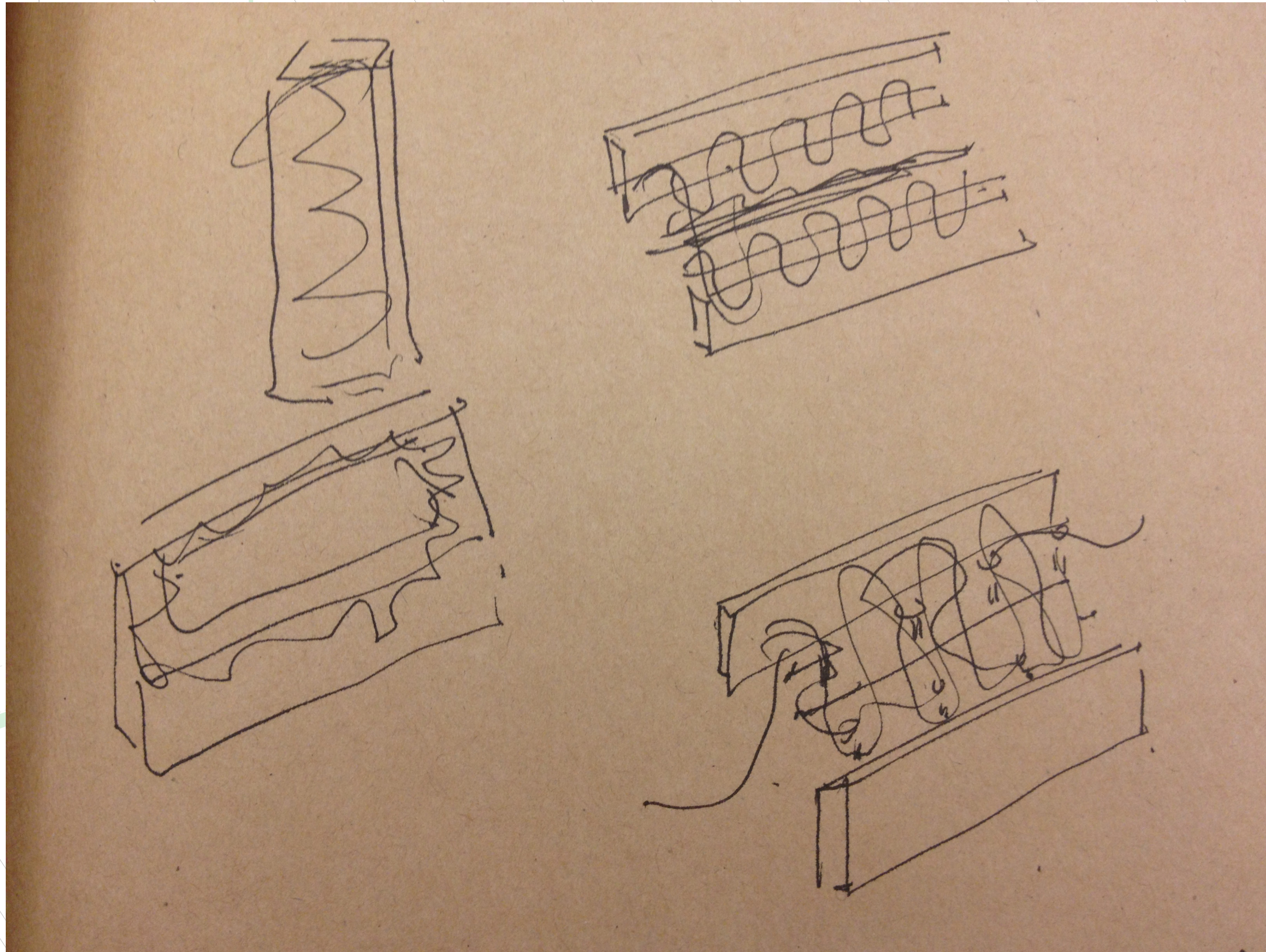


Vendors talk with each other to exchange information about prices of products



Vendors talk with each other to exchange information about prices of products

Comparison of various shopping modes



6 Problems of Street Market



Occupy Street Space



Products quality cannot be Guaranteed



Heavy Oil Fume and Smoke and Noise



No Fixed Spot



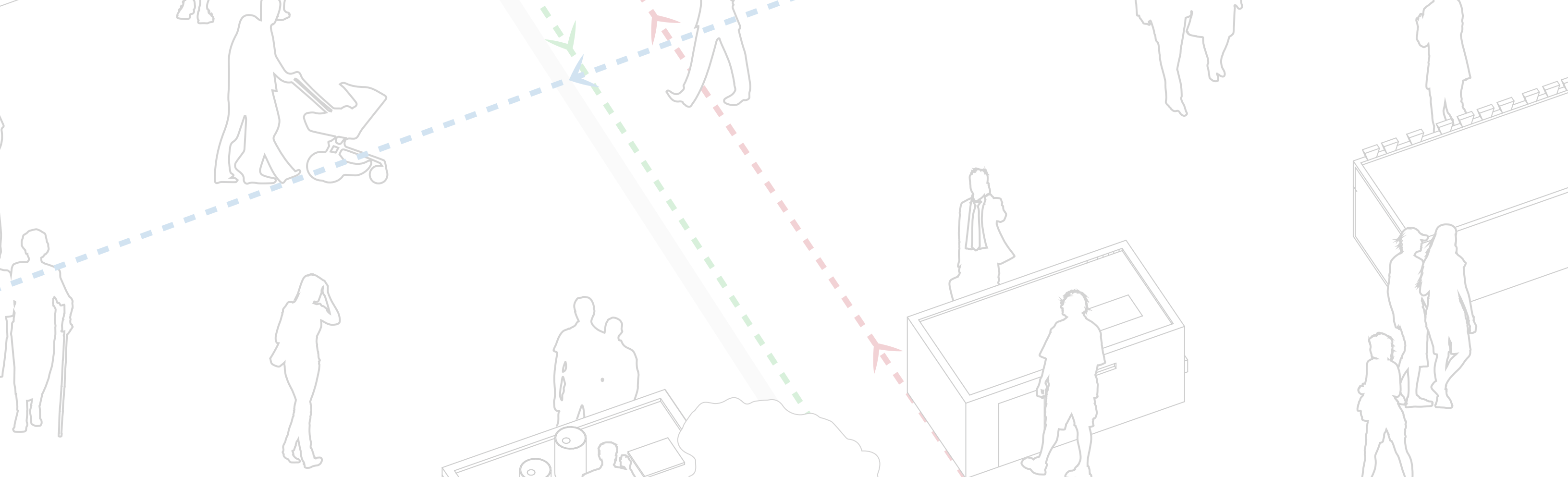
Garbage scattered everywhere



Conflicts between "ZouGui" and Police

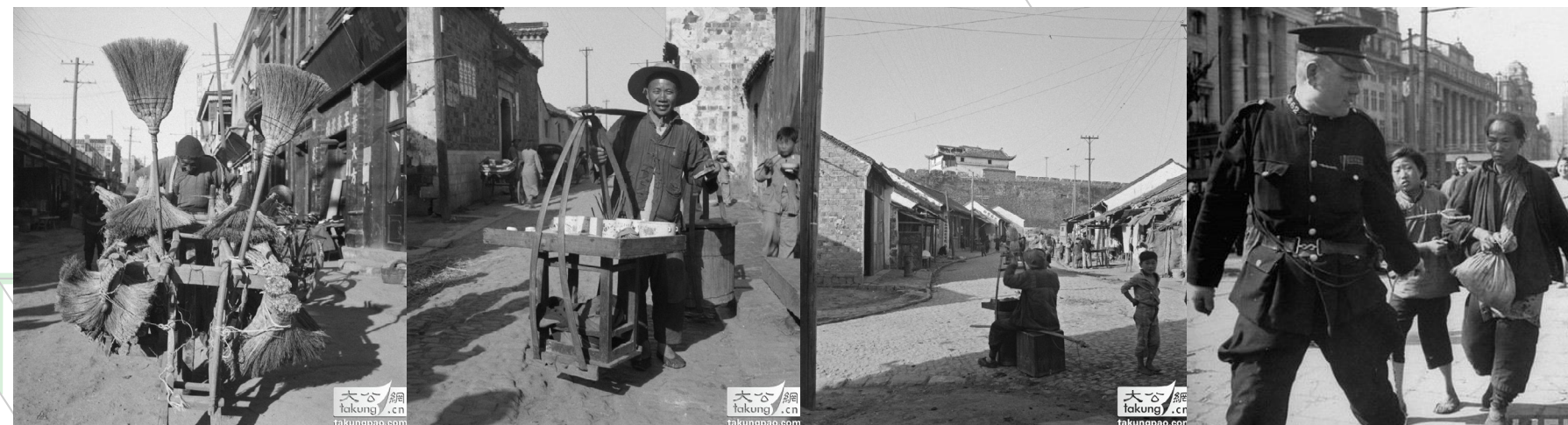
01 Current Situation





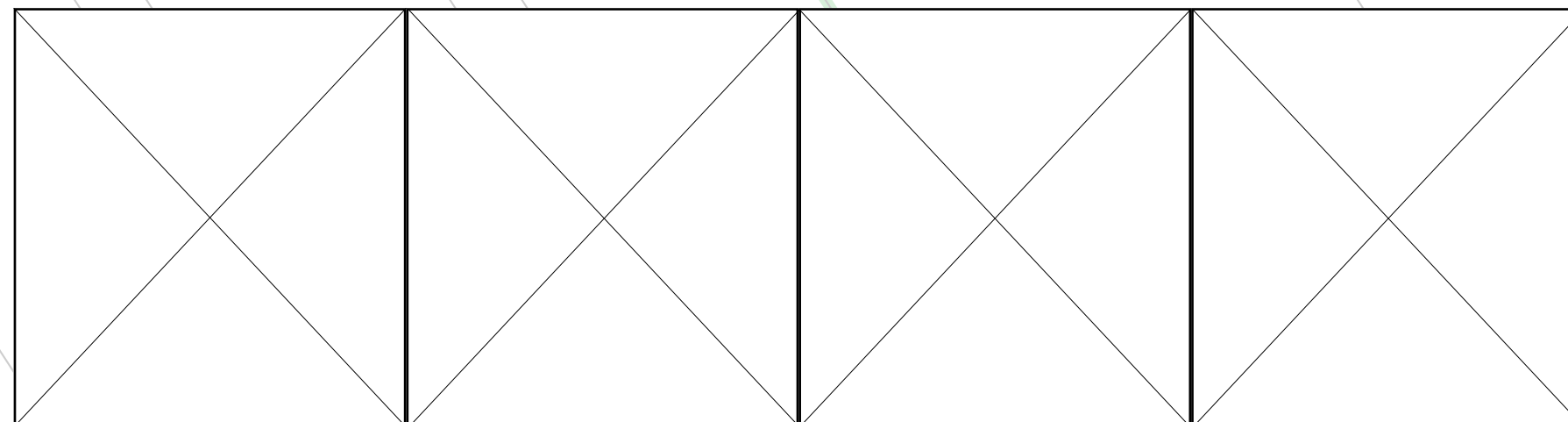
Historical Shifting of street Market

The Republic of China Period



Back to The Republic of China period, street market is allowed informal market, to meet needs of exchange. During that time, polices' job is to coordinate conflicts between vendors and customers.

The Cultural Revolution Period



During cultural revolution, street market is consider as "capitalism", which is not allowed. A series policies also make the environment is not good for developing of street market.

Reform and Open Period



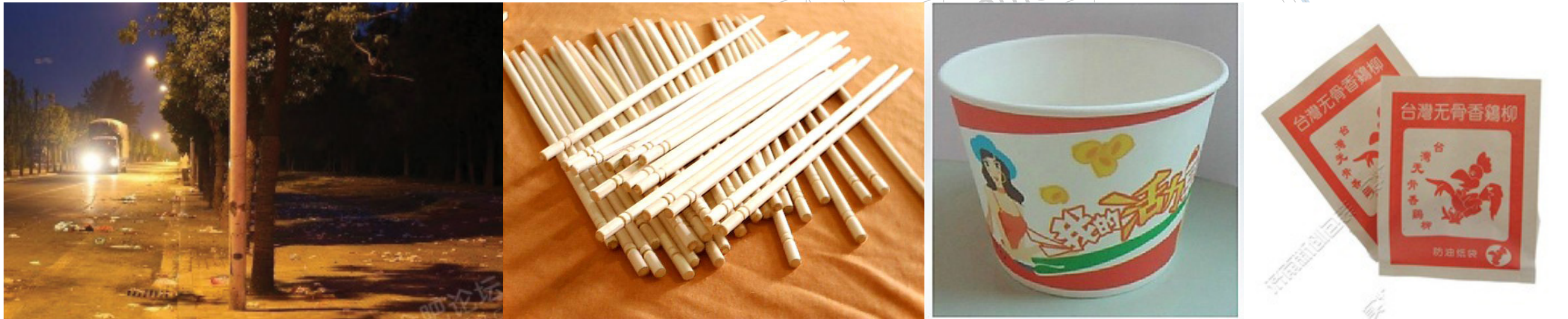
After cutural revolution, street market gradually recovered to old days' prosperity; however, since then, the position of city police has change, their job becomes to expel street market.

Problems of Street Market

Food Safety



Garbage Problems



Quality of Products



Surveys of Street Market



上海市最新出台的《城市设摊导则》规定，从今年下半年起，政府将一改往日对马路摊点一律封杀的做法，部分市区路段经市民同意，便可设置部分便民类摊点，政府将为他们颁发临时许可证。对此，您的看法是什么？央视《东方时空》邀请您参与调查，感谢您的参与。

- 1、您在路边摊档上买过东西吗？
 - a、经常买
 - b、偶尔买
 - c、从来不买
- 2、您比较多的是买哪类东西？
 - a、日杂用品（如座垫、手机套等）
 - b、维修类的（如修车、配锁等）
 - c、食品类（如水果、蔬菜、红薯等）
 - d、文化用品（如书籍、报纸刊物等）
 - e、其他
- 3、您在路边摊档上买东西最主要原因是什么？
 - a、方便
 - b、便宜
 - c、有些东西商场买不到
 - d、其他
- 4、总体上，您认为路边摊档是扰民多还是便民多？
 - a、便民多
 - b、扰民多
 - c、说不清
- 5、您认为路边摊档是否会影响城市的形象？
 - a、会
 - b、不会
 - c、说不清

The newest “Guide of street market in Shanghai” said that, since July of this year, the government is not going to continue its way of dealing with vendors -- eliminate all street market but based on surveys of Shanghai residents to allow some street market in certain locations for convenience; for stalls that people think that will give convenience, the government will give them lisenche. About this, what is your opinion? (CCTV-1, Dong Fang Shi Kong).

- 1. Have you ever bought anything in street markets?
 - a. often
 - b. sometimes
 - c. never
- 2. What are the things that you buy the most often?
 - a. daily products (e.g. cushion, cell phone case)
 - b. repair service (e.g. lock, bike repair service)
 - c. food (e.g. fruit, vegetable, tapa)
 - d. stationary and literature (e.g. books, magazines)
 - e. other
- 3. What is the main reason that you purchase in street market?
 - a. convenient
 - b. cheap
 - c. something that can only get in street market
 - d. other
- 4. in general, do you think street market gives more convenience or more problems?
 - a. more convenience
 - b. more problems

6、您是否赞成像上海这样的解禁规定？

- a、赞成
- b、不赞成
- c、说不清

7、如果取消路边摊档，您认为最大的负面影响是什么？

- a、影响人们的生活便利度
- b、一些风俗文化传统无法保持
- c、增加下岗待业等人群的就业难度
- d、无法满足低购买力人群的消费需要
- e、其他（请注明）

8、您认为您所在的小区生活便利度如何？

- a、非常方便
- b、比较方便
- c、不太方便
- d、很不方便

decayed
food

c. difficult to say

5. Do you agree with the idea that the street market will give bad city impression to people?

- a. yes, I agree
- b. no, I don't think so
- c. don't know

6. How do you think about the new policy in Shanghai? Agree or disagree?

- a. agree
- b. disagree
- c. don't know

7. If there is no street market, what is the biggest negative influence to the city in your opinion?

- a. less convenience to people who live here
- b. causing losing of customs and culture
- c. made laid-off people even more difficult to find other jobs
- d. low-income people will have difficult to get products that they need

3. other (please indicate)

8. How do you think about the level of convenience in your living neighborhood?

- a. very convenient
- b. not bad
- c. not good
- d. super inconvenient

解禁路边摊卫生咋管 方便市民健康难保证(人民日报社) To Set Free Street Market Have to Solve Food Safety Issue

2007年2月，上海政府首开先例，出台《城市设摊导则》明确规定，政府将一改往日对马路摊点一律封杀的做法，部分市区路段只要经市民同意，便可由政府颁发临时许可证，合法设置便民摊点。

此规定一出，立刻“一石激起千层浪”，引得重庆、南京、郑州、石家庄等城市纷纷效仿，相继出台路边摊解禁的地方性文件。对此，拍手叫好者众多，表示强烈担忧者也不在少数。

在一片争议声中，全国人大代表许爱娥提出议案，建议地方政府允许小贩在路边合理摆摊经营，陈文占、罗益锋代表也表示，希望北京可以适当解除禁止路边摆摊的禁令。但据记者了解，2007年北京市即将制定的《城市管理综合行政执法规定》中却并未提及路边摊解禁问题。

路边摊的确能方便市民

有句话叫“存在即是合理”，路边摊似乎也是如此。

记者在北京朝阳区的某主要路口，看到有多达十几个的“野摊点”一字排开，早上的煎饼摊刚刚“唱罢谢幕”，烤红薯、糖葫芦、烤香肠、毛鸡蛋、掉渣饼等摊位又开始“粉墨登场”，而且各个生意红火。

北京市民李先生：我的早餐通常就是在路上解决，所以在等车时，会顺便买俩鸡蛋灌饼吃，总比饿着肚子去上班强。

在北京市国贸附近工作的田小姐则表示，自己经常在楼下的流动摊点买水果和烤红薯。“餐馆里吃不到烤红薯，小摊上每天都能买到热烘烘的，还便宜，我觉得挺好。”

而说起自己的红火生意，在上海街头卖羊肉串的马波（化名）可是信心满满：“你瞧瞧！这些都是我的回头客，味道不会比韩国烤肉差多少。”身边一个过路客可能是他的熟客，听说记者在此，特意对路边摊赞了一番，大拇指竖了又竖。

驻德国特约记者王怀成：德国也有不少从事这种户外经营的人，他们大多会开着专用汽车，停下来稍作改造就成为一个户外售货亭。不用汽车的一般搭起简易的临时售货台，还有用改造后的非机动车作为售货台的，而最简单的一种则是挂在身上的烧烤。但不管是哪种形式都很方便，生意倒也兴隆。

卫生问题让很多人担忧

既然路边摊有这么多人捧场，为何解禁又这么难呢？《深圳晚报》今年3月份曾作过一项网上调查，对于“你不赞成路边摊开禁的原因”，有47%的人给出的回答是“可能带来一些卫生问题”，排名所有原因之首。

北京的王女士就认为，小摊买东西是方便，可一看地上，就觉得要多脏有多脏！顺着王女士指的地方看，记者发现一个烤香肠摊周边的地面，的确有不少油污和穿香肠的竹签。“政府管着尚且这样，如果真给解禁了，那得乱成啥样？”

市民为健康担忧，成天和疾病打交道的很多医生感触更深，他们一致表示，自己绝对不会购买路边摊的食物，理由是“卫生根本得不到保障”。

北京大学公共卫生学院教授钮文异：从公共卫生角度来看，政府不解禁是可以理解的。在城市管理中，最忌讳“一管就死，一解就乱。”放开是为了给大家带来方便，但不能在带来方便的同时也带来问题。

中日友好医院急诊科主任医师朱宇清则表示，虽然因食用路边摊食物导致中毒的现象比较少见，摊主也宣称他们已经尽量保证食物的卫生了，但其安全问题还是不容忽视：马路上的灰尘、汽车尾气污染，都可能导致食物中重金属含量过高，危害健康。

People care about health, a lot of doctors says that they won't buy any food from street market because the food safety cannot be secured.

Even though food poisoning from street market is not really frequent, but dirt from the street, the exhausting from cars, may cause the health problem

Streetmarket can bring convenience to people is true

Mr Li from Beijing: my breakfast usually deal with it on the way to work; when I was waiting for the bus, I will get two egg pancakes, it's better than having nothing

Main concern comes from food security

02 Field Trip



Suveys of Street Market

Vendor's stall visited in total:
237

Formed market size: 6

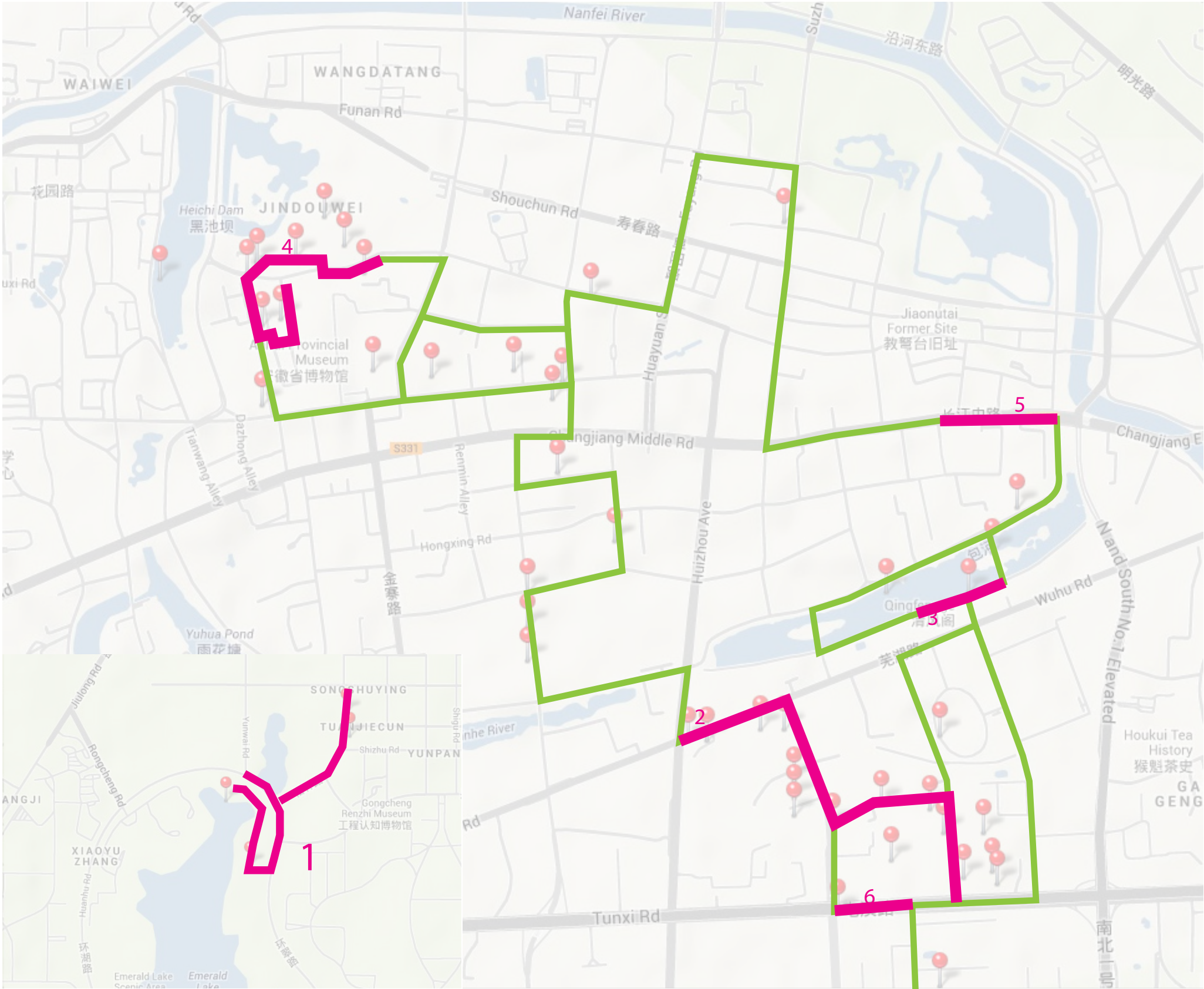
- 1. University City
- 2. Qianjin Xiang
- 3. Qingfeng Road
- 4. Chenghuang Temple
- 5. Huaihelu Pedestrian
- 6. Xinduhui Commercial area

Investigation mainly focused
on two places:
University city: Representation
of free street market

Huaihelu Pedestrian: rep-
resentation of street market
under mangement

Problems of street market in
Heifei

- 1. address chosen: perisitic to
commerical area
- 2. clean condition: don't have
to worry about diarrhea after
eating in street market
- 3. about environment: don't
let noises and smoke interrupt
residents
- 4. about uniqueness: one
place to have the whole
world's food
- 5. about price: cheap price
that even low-income people
can afford

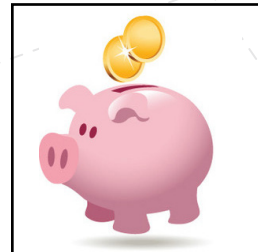


Advantages and Difficulties of Vendors

Advantages



no fees for renting places

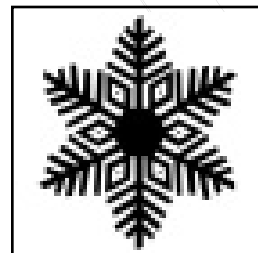


less initial capital



less burden of cleaning

Difficulties



cold or windy weather



competition with stores or restaurants



earn trust from customers

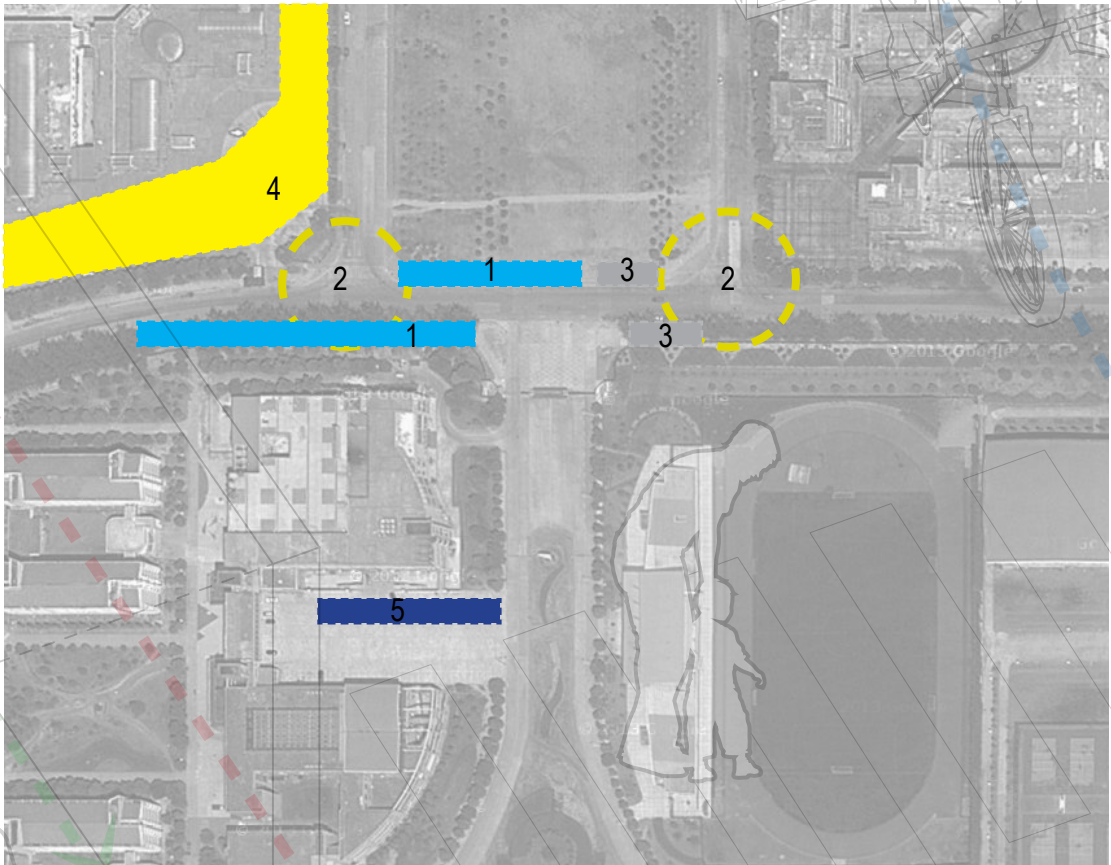
Compre with stores or restaurants, street market stalls do not have to pay for rent for stores or places; but will be dramatically influenced by weather and space, cannot form big enough size to have commercial value. Occupy street space, without plan, at the same time have to take care of city police, make their life even worse.

No matter students or local residents, they all enjoy the convenience that was brought by street market, but at the same time they were upset by poor food safety guarantee, no guarantee of products quality, cannot provide sturdy supply, traffic jam etc. In addition, consumers lack of shopping guarantee and comfortable shopping environment, made street market cannot fully play its role.

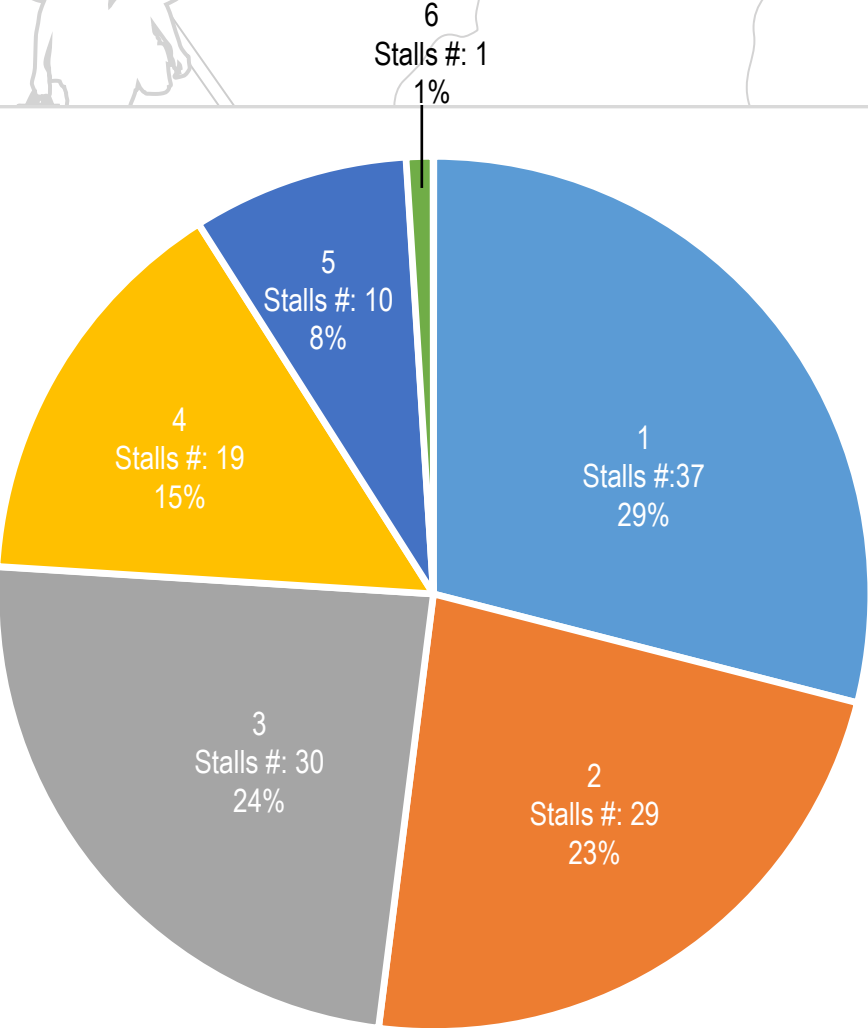
Thus, under this condition, to properly give street market space to develop, not just can promote the area's economic develop, at the same time can give people reasons to go outside of buildings to enjoy outer space, give vitality to the city.

Vendor's Distribution

Approach:
Observing Counting



University area street market distribution map



1 School gate

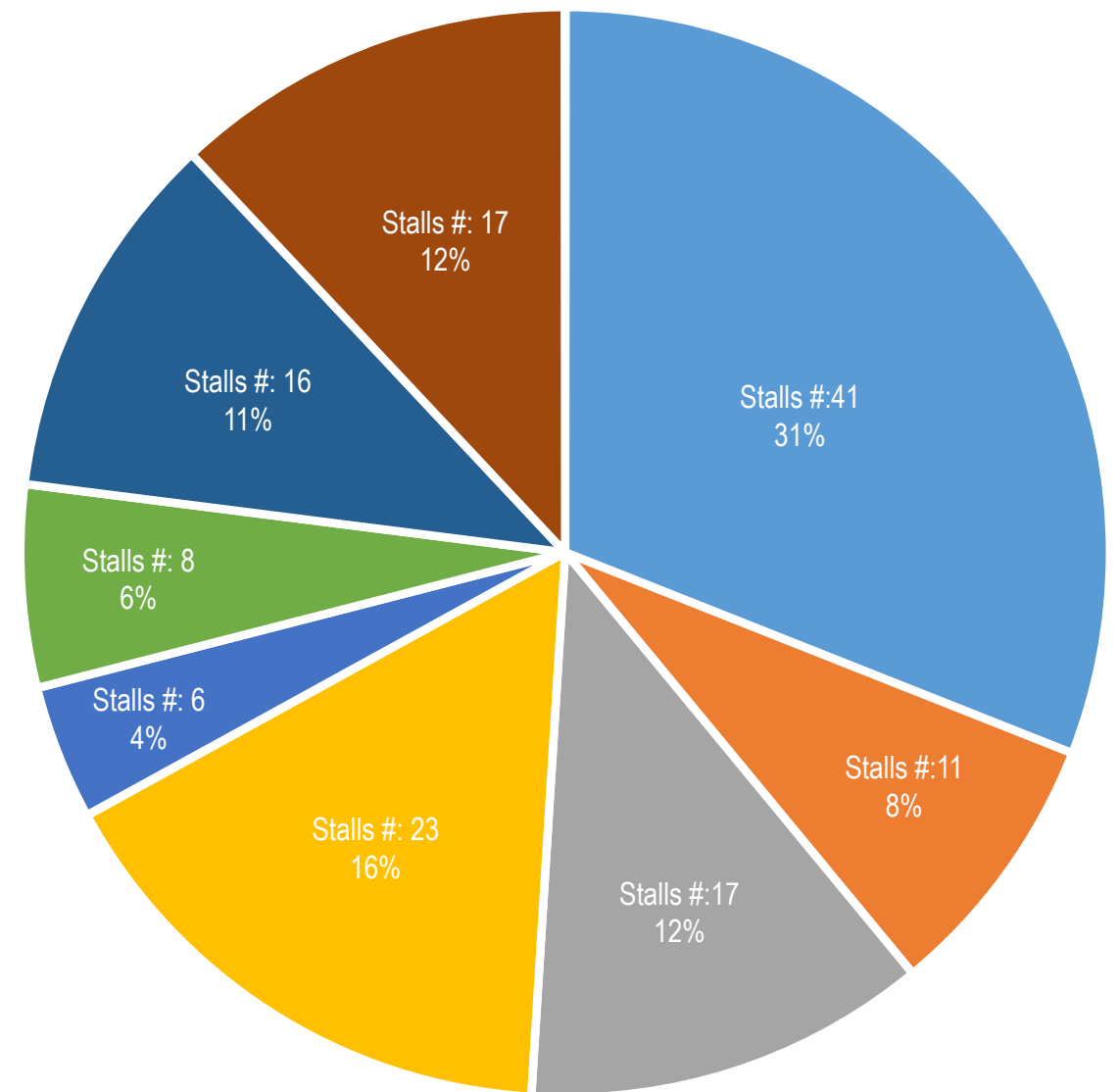
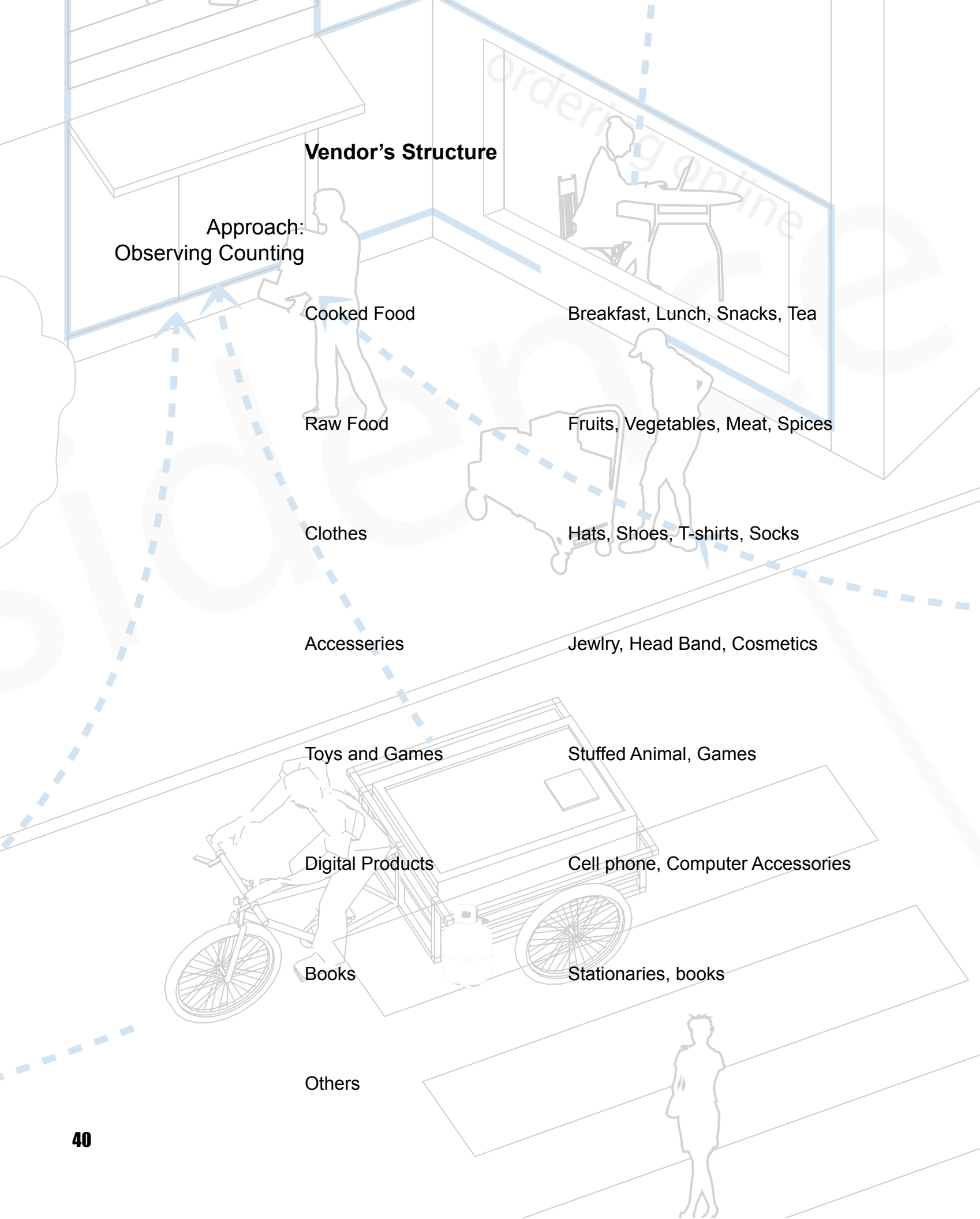
2 Roads intersections

3 Sidewalks near bus station

4 Sidewalks near stores

5 On campus

6 Others



Survey's Result about Vendors

Approach: Talking and Recording

Because vendors are working when I did surveys, it was inconvenient to ask them to fill out the form. Thus, I chose to talk with them and then wrote down their answers.

Questions that I asked

1. Why did you choose to become a vendor? Before that what did you do?
2. What is the biggest difficult?
3. Do you have to pay for anything if you have a stall here?
4. How will you clean the trash that you produced?
5. Where did you get the ingredients that you need?
6. What are the procedures of preparation before you start to sell your products?
7. How did you get your cart? If you designed your cart by yourself, where did you make it?
8. Do you have fixed position? Can you transfer your position if you do not want to continue this job?

采访时所问的问题

1. 你当初为何选择摆摊？
- 2 在这里做生意，最大的困难是什么？
- 3 需要交什么费用吗？
- 4 你如何清扫摆摊所产生的垃圾？
- 5 都有哪些进货渠道呢？
- 6 在出摊之前都有些什么准备工作？要花很长时间准备吗？
- 7 你的车是怎么来的？如果你是自己设计的，你在哪里制作的？
- 8 你的摊位位置是固定的吗？如果有一天你不想摆摊了，你可以把你的摊位转给别人吗？

Vendor's Structure

Sorting by Purpose

1. start up of business

2. career

3. survive

4. free schedule

5. experience life



have clear goal to achieve

willing to be managed by P.M.C

follow requirements

protect

city police

do not follow and do not understand requirements

conflicts

do not want to have constrains

do not have target

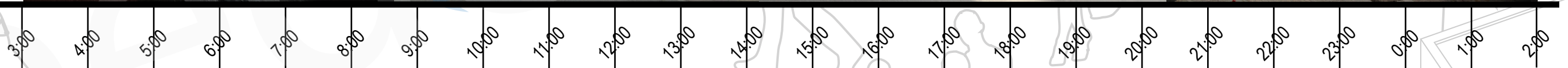
story of Laoganma



story of fine art student

Vendor's Life

police



Ingredient purchase

Preparing Ingredients

Move from home to market

Opening time

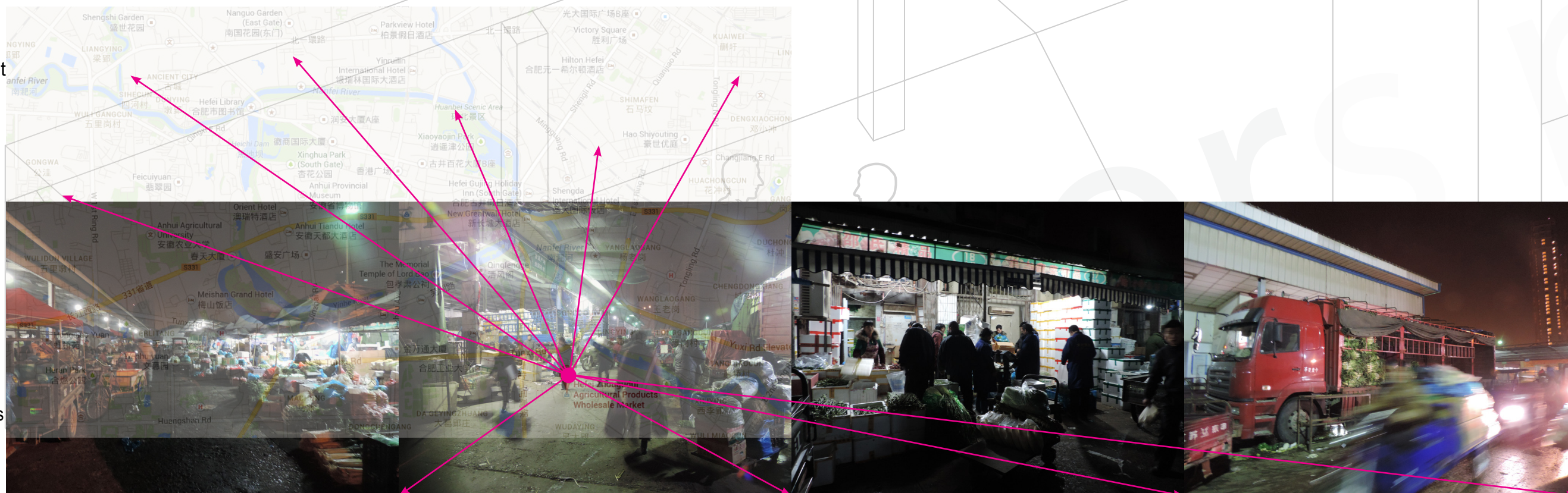
Garbage clean

Ingredient Purchase

Zhougudui Wholesale Market

Agreement between vendors and sellers inside Zhougudui Wholesale Farmer's Market:

Vendors need large amount of ingredients; however compare with big size restaurants (main customers of wholesale market), the amount is still not large enough to give a good price. But vendors could be their long term customers. So that Vendors and farmers have an agreement: vendors and sellers have long term cooperation relationship, sellers provide good price to vendors.



Online orders

淘宝网
Taobao.com



【吾味俱全】台湾手抓饼 手抓饼面饼批发手抓饼
95元送泡沫箱 纸袋
¥ 95.00 120.00 免运费
8529人付款 15502条评论
丁荣辉168 上海
如实描述: 4.89



【小丹哥鸡排】香辣鸡柳 香酥鸡 台湾无骨鸡柳
批发 整箱包邮
¥ 20.00 运费: 50.00
28人付款 53条评论
118108986 上海
如实描述: 4.88



脆皮炸鸡防油包装纸袋100个/小吃原料包装袋批
发
¥ 10.00 运费: 15.00
1人付款
十全食品商行 湖南 长沙
如实描述: 4.90



唯新台湾贡丸 冷冻品肉丸子关东煮里鱼丸包心甜
不辣 经典搭配组合
¥ 118.00 236.00 运费: 90.00
16人付款 70条评论
唯新旗舰店 浙江 杭州
如实描述: 4.86



上海杏花楼 小笼汤包小笼包子 手工速食品馒头南
翔水饺子生煎速冻
¥ 38.88 运费: 15.00
11人付款 27条评论
特香食品专营店 上海
如实描述: 4.79

Preparing before Selling (Cooked Food Making Process)

Some of ingredients are very difficult to prepare, labor is also a part of cost. To reduce the cost, some of vendors will do everything they can and forget about food security. If do not wash vegetables, residues from agrochemicals on agricultural products will damage health.

Cleaning hands before chopping is very important. Some of vendors do not really be careful when they are chopping ingredients. Virus go to food through not clean hands to cutomers, make them sick.

Same problem as chopping. Knead dough is even more important to have clean hands than chopping. Even though to have clean hands, some vendors knead dough along street, exhaust gas, dust in the air will also go to food, damage health of customers.

Especially for grilled food, pre-made raw food will take so much long time to prepare. After chopped ingredients to pieces, vendors also need to string pieces together. Vendors' hands will directly touch food at this moment as well.

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Wash



Chop



Knead Dough



Pre-Made Raw Food

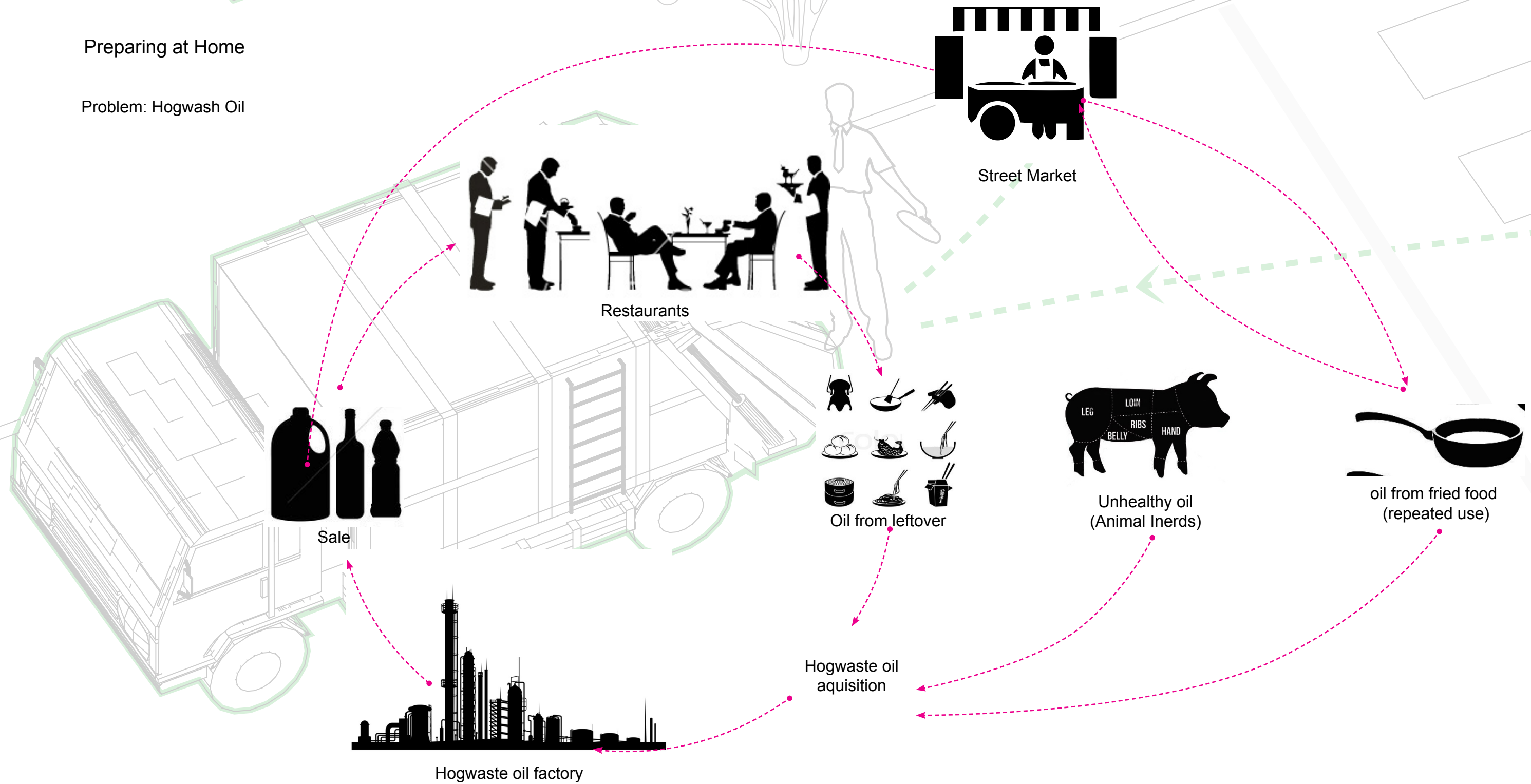


Pre-Cook

Preparing before Selling (Cooked Food)

Preparing at Home

Problem: Hogwash Oil



Preparing before Selling (Cooked Food)

Preparing at Home

Problem: Meat



Left over Meat



Spices

antidiarrheal
inside spices

Duck Meat as
Lamb



Bad meat
(Soaked into chemicals)



Without wash

Caused reason:
lower the cost

Preparing before Selling

Preparing on site

Problem:

Dust, exhaust gas from street will contaminate ingredients during preparing process.



Advantages:

The process to be shown to customers, do not have chance to make any backstage operation so that customers can trust food that made from street market. Compare with restaurants, food from street market has potential to have even healthier food.



Custom Made Cart (Photos)



Custom Made Cart (Analysis)

Custome made carts

Features:

- High mobility
- Flexible storage space
- Flexible operating surface
- Publicity for identity
- Covering equipment for weather condition
- Heat source for cooking
- Trash collecting for cleaning

Problems:

- Safety from heat source
- Don't spit out ingredients during moving.

After talking with each of vendors, I got that all vendors based on their needs designed their own cart. Most of them went to store that welding "security windows" to custom made their cart.

Trash Collecting

Covering

Heat Source

Publicity



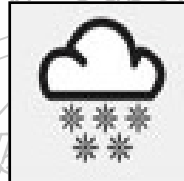
Moving

Storage

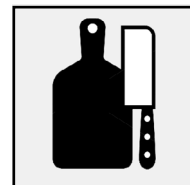
Operation

Custom Made Cart (Preparing for design)

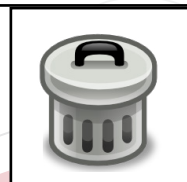
cover for wheather condition



operation surface
preparing
cooking
selling
collect money
(clean & convenient)

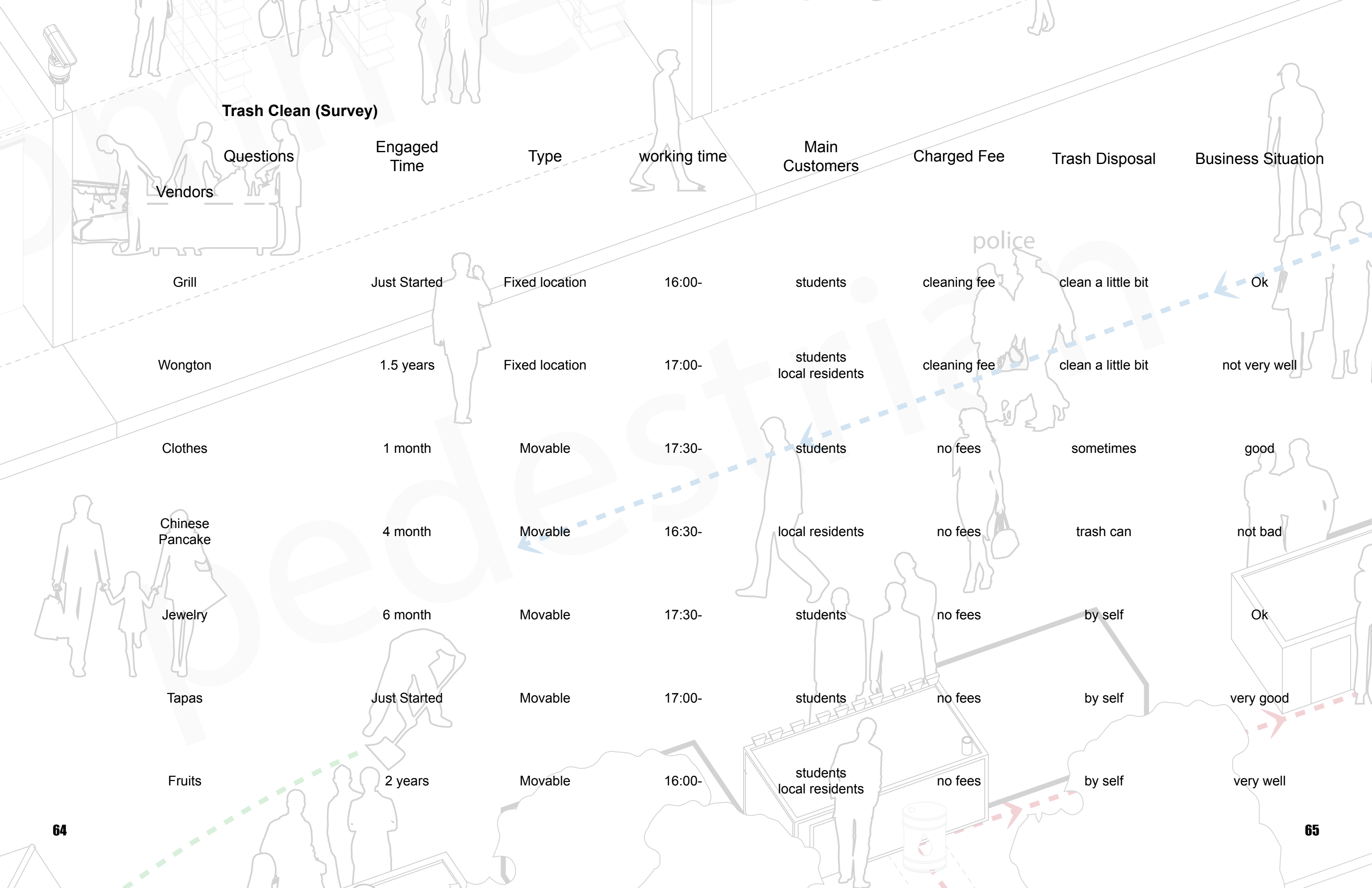


storage space
heat source (safety)
ingredients (convenience)
trash collection (clean)
money tray (security)
personal stuff (needed)

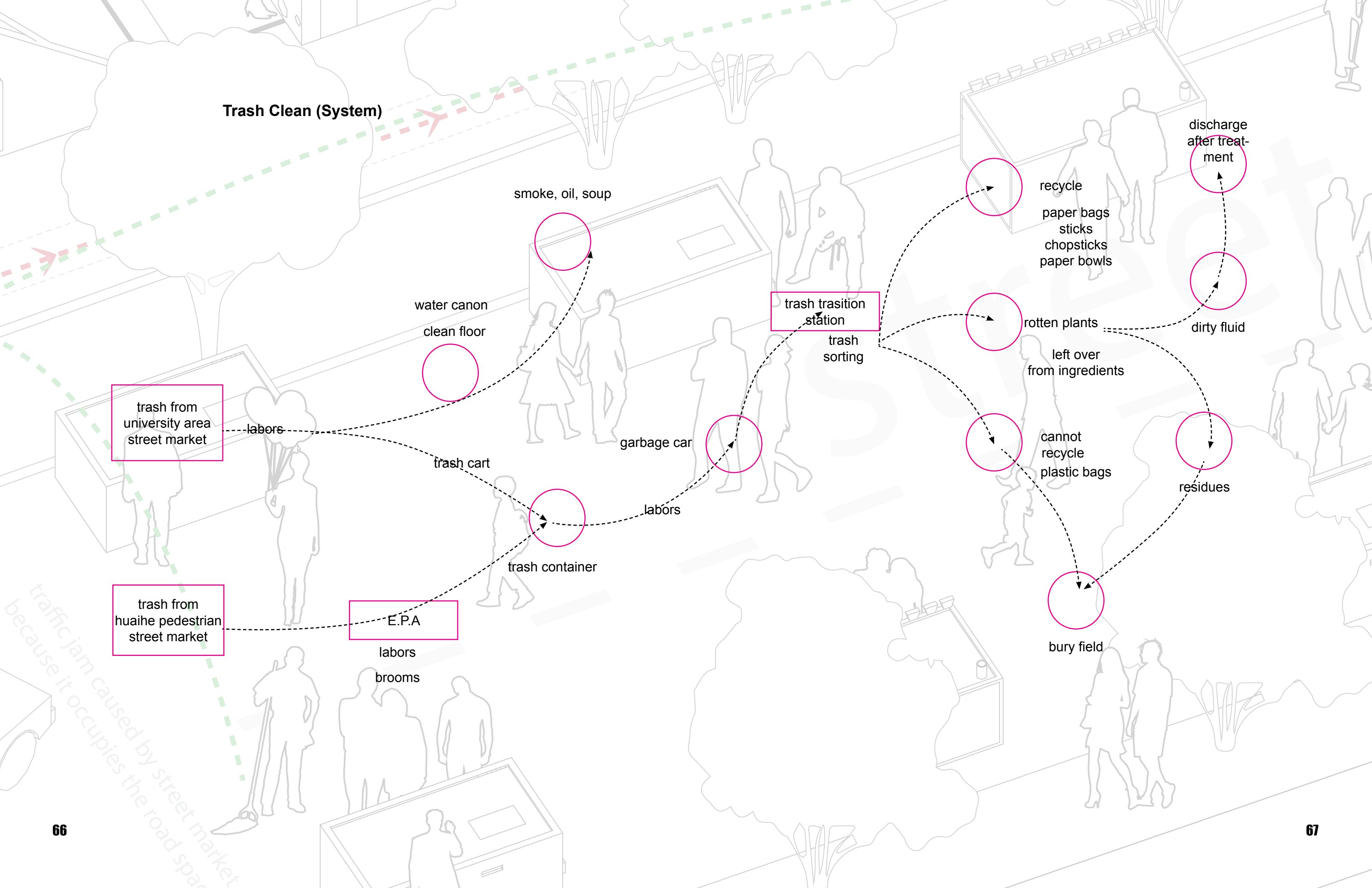


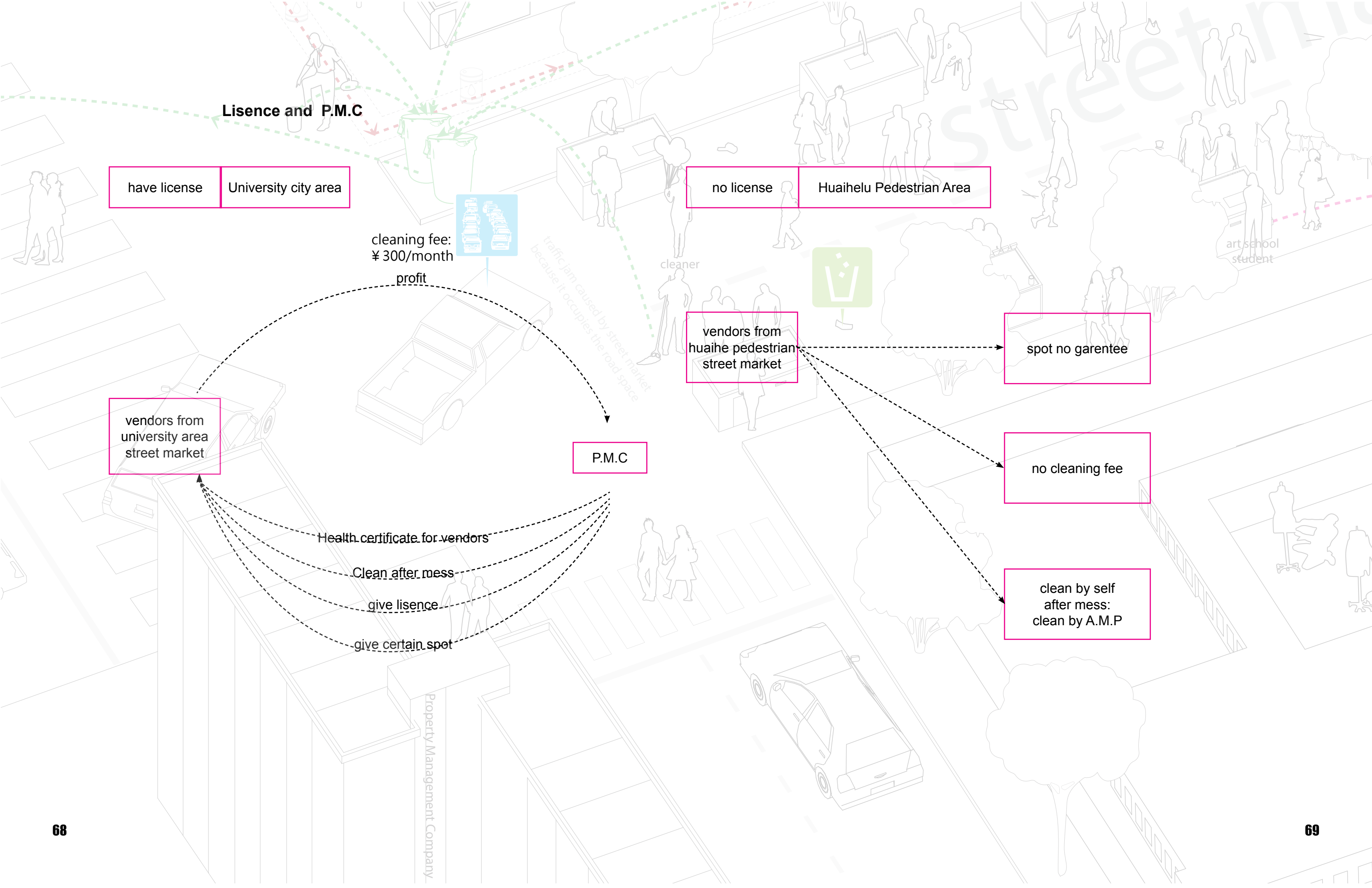
movable part (tricycle)

publicity element



Trash Clean (System)





Conclusions from Site Visiting Investigation

All those problems listed prevent prosperities and bright future of street market. The system is not complete yet.

Questions of street market in Heifei

1.location chosen: perisitic to commerical area

How the street market can borrow the popularities of existing commercial area while at the same time do not form competition between stores and vendors, let stores and street market support each other, and also let street market brings convenient that stores inside commerical areas cannot offer is very important

2. clean condition: don't have to worry about diarrhea after eating in street market

Even though some of the cooking process is very obvious to customers, however, there are still a lot of dark part when vendors are preparing food. How to make those process also public to customers to prevent corrup-tions and to provide security of food is also a question.

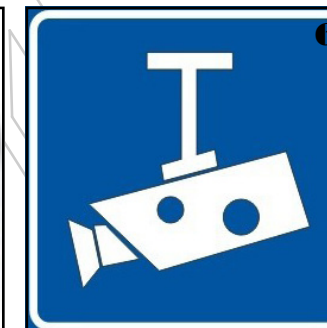
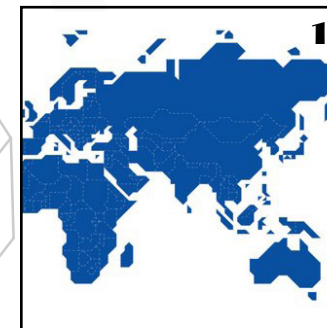
3. about environment: don't let noises and smoke interrupt residents

4. about uniqueness: one place to have the various culture of this place
When tourism is getting involved to street market, we have to think about what are the products we should allow to put inside the market to have "athentic culture" of the street market. On one hand is to preverve existing street market culture; on the other hand is to create a new culture to this area.

5. about price: cheap price that even low-income people can afford

6. Oppotunistics sellers should not be allowed to mixed inside the vendors market

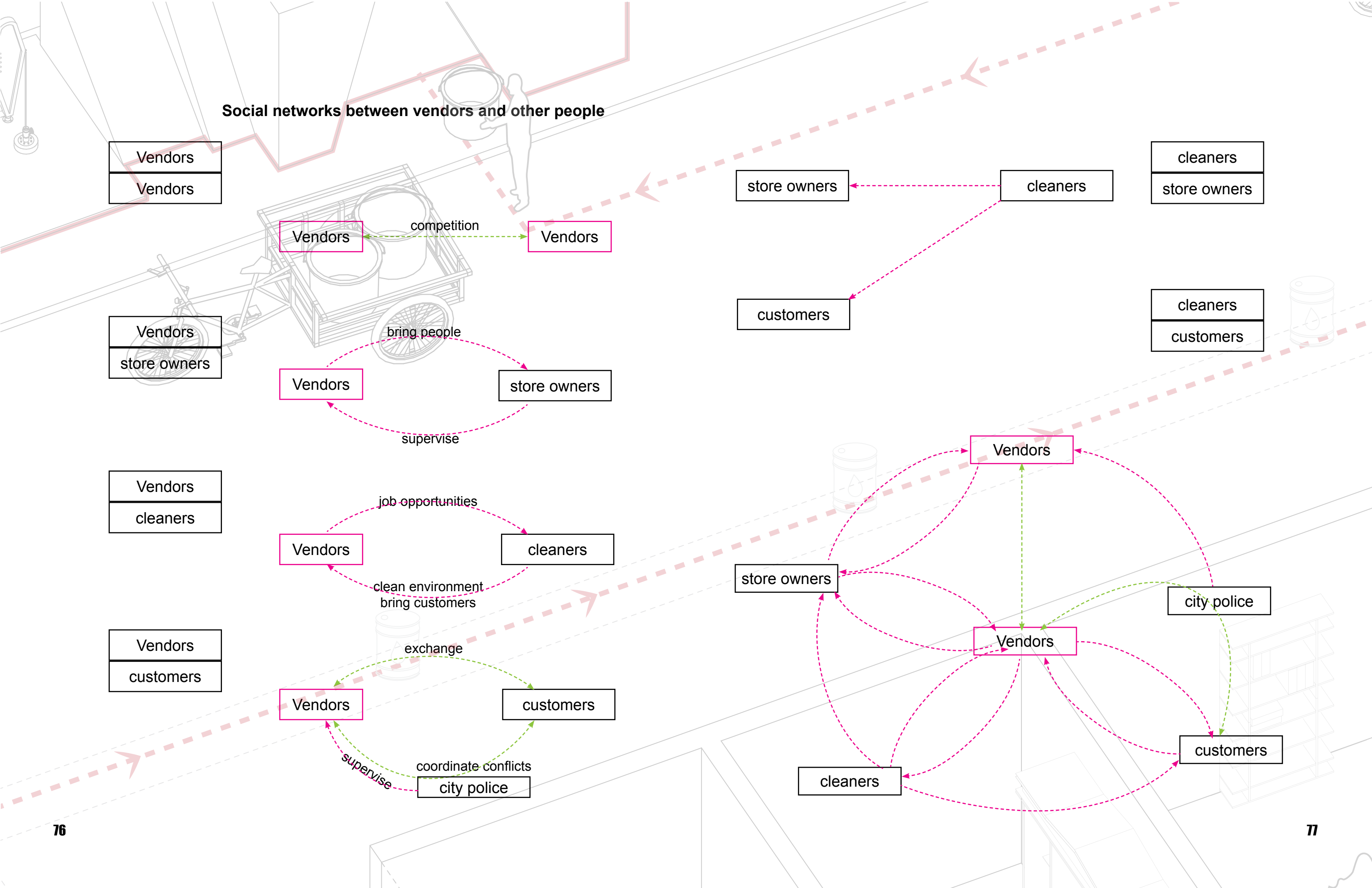
The purposes of vendors have chosen to start their business from street market is various. But there are one purpose is not allow to exist in the street market: that is the opportunistic sellers. To create an atmosphere that gives oppotunistic vendors pressure so that they do not want to start their business



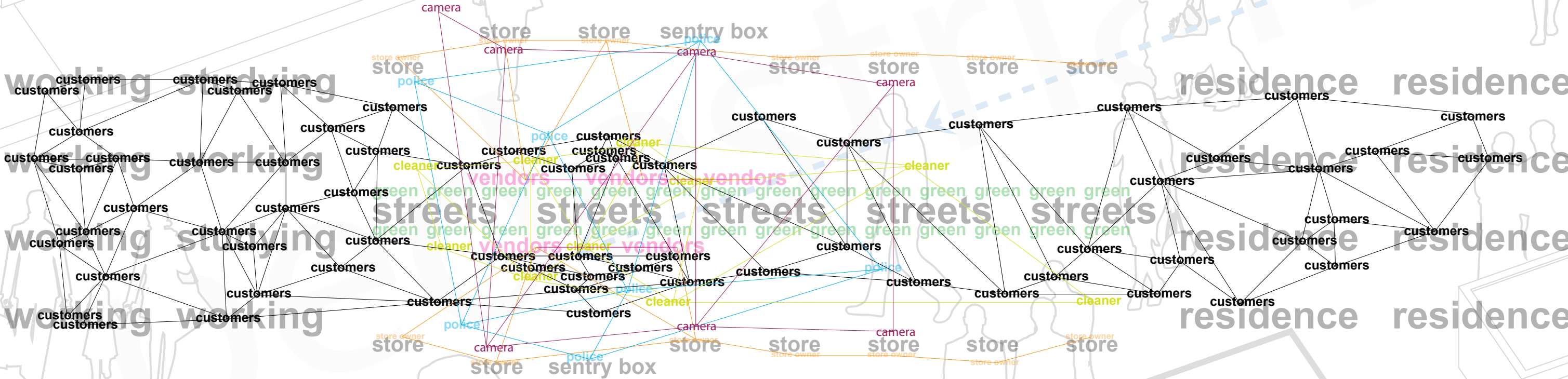
03 Social Networks



Because street market is part of informal market, it runs based on agreements other than rules or regulations. Because of this, the networks between vendors and other related people are very important. To understand how agreements work in this system is very helpful to understand how street market work.



Supervise networks for vendors



04 Case Studies



Street Market in Hong Kong



NYC taxi medallion system



1960s

In the 1960s, New York City experienced many of the problems of social unrest that engulfed other American cities. Crime rates increased along with racial tensions. As a result, a quickly growing industry of private livery services emerged. Unofficial drivers were barred from picking up people on the street, but they readily found business in under-served neighborhoods.

In 1967, New York City ordered all “medallion taxis” be painted yellow to help cut down on unofficial drivers and make official taxicabs more readily recognizable. The wife of the president of New Departure, Nettie Rockwell, particularly liked the color yellow and it therefore became the color of the new Rockwell taxicabs. The Rockwell Service Cab became the Yellow Taxicab when Mrs. Rockwell selected that as her choice of color for the auto.

The street vendor project



THE STREET VENDOR PROJECT

PART OF THE URBAN
JUSTICE CENTER



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There are perhaps 20,000 street vendors in New York City. They have been an integral part of our city for more than 200 years. They sell hot dogs, hand bags, and almost everything in between.

Vendors are small businesspeople struggling to make ends meet. Most are immigrants and people of color. Many are U.S. military veterans. They work long hours under harsh conditions, asking for nothing more than a chance to sell their goods on the public street or sidewalk.

Yet many wealthy corporations and individuals would prefer to see no vendors on our streets. These special interests are very effective at manipulating our government to "crack down" on street vendors, usually in the name of "quality of life" enforcement. In the average year, there are more than 40,000 tickets written to vendors, and about 10,000 arrests.

The Street Vendor Project is a membership-based project with more than 1,500 active vendor members who are working together to create a vendors' movement for permanent change. We want more power and more respect. We are part of the [Urban Justice Center](#), a non-profit organization that provides legal representation and advocates for marginalized New Yorkers.



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Veteran's Day



Not courteous



Keep calm, camera's on

OLDER POSTS ►

05 Vendors' Poster



