

DISCOVERING FROM TRADITION
LESSONS FOR NEW SHOPPING CENTER DESIGNS IN BEIJING,
DRAWN FROM THE TRADITIONAL DA SHI-LA SHOPPING DISTRICT

By

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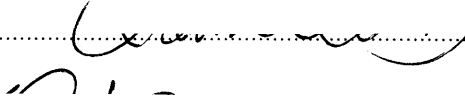
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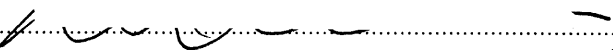
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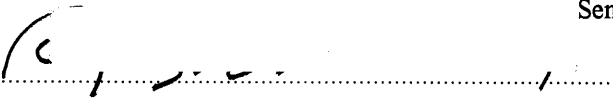
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Abstract

Since the 1979 Open Door policy, there have been the tensions between the illusion of far reaching advancement and the reality that basic provisions are scarce. Reflected in modern shopping designs in Beijing, this phenomenon places constraints on designers who are forced to focus on financial returns, rather than civic or cultural benefits. A number of modern shopping centers have been designed with no regard for the precious urban and architectural characteristics of Beijing's shopping tradition. Thus, Beijing's unique cultural and social shopping experience is facing a slow but steady demise.

After criticizing some of the aspects in current modern shopping center designs in Beijing, I will argue in this thesis that the solution to the discussed problems is to integrate traditional shopping culture continuity with modern retail requirements.

I use the Beijing's Da Shi-La Traditional Shopping District as a primary case to comprehensively examine the urban and architectural essence of the Beijing merchandising

tradition. Following the case analysis, I will recommend seven design principles which aim to guide the design of modern shopping centers in the city. These principles encompass the cultural environment, relation to traffic and access, mix of businesses, retail space for small to large businesses, architectural elements, public space, and individuality.

The final part of the study includes a preliminary design proposal for Fang Zhuang New Shopping Center in Fang Zhuang, Beijing. The schematic design systematically illustrates an application of the seven design principles in an urban context.

Thesis Supervisor: Dennis Frenchman
Title: Senior lecturer, DUSP

To
My Parents
and My Brother

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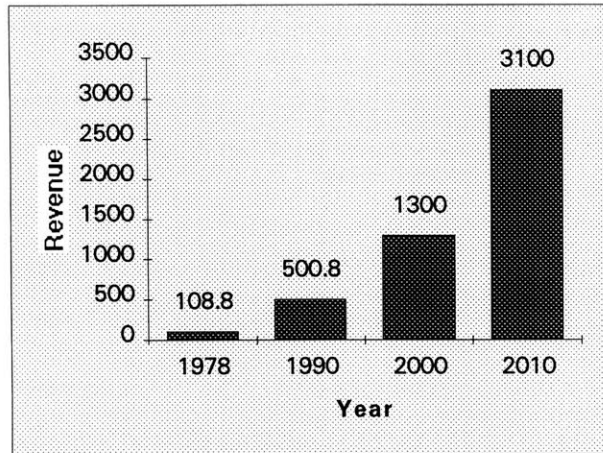


Fig. 1.1 The Table of National Revenue (x100 million Yuan)

Data is from *Beijing Striding Forward to The 21st Century*

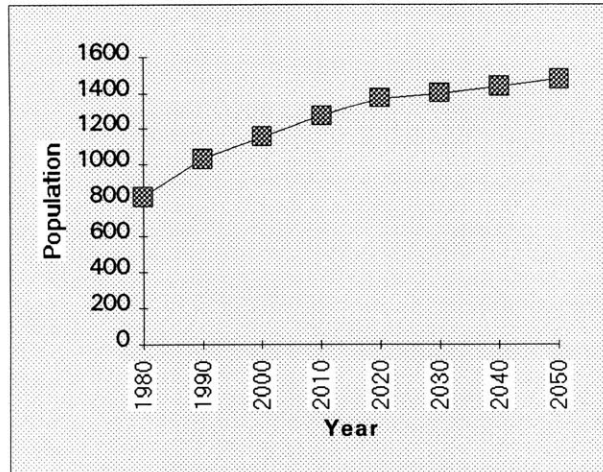


Fig. 1.2 The Table of Population Increase in Beijing (x10,000)

Data is from *Beijing Striding Forward to The 21st Century*

Chapter I: Introduction

General background

The critical time

In 1979, the Chinese government initiated the Open Door policy, which tended to open Chinese society towards the outside world in order to achieve nationwide economic growth. Since then, a series of reforms, including ownership privatization, property rights reform, urban land use reform, and policy of foreign capital investment reform, have been implemented. These reforms have created major changes in cities and towns across China, resolution in remarkable economic growth and rapid urbanization. China's national revenue increased from 10.88 billion Yuan in 1978 to 50.08 billion Yuan in 1990. From 1980 to 1990, the population of Beijing, China's capital, increased almost 35%¹ (Figs. 1.1, 1.2). From an historical perspective, China's current urban development differs greatly from the Western Industrial revolution and Third World urbanization trends. In terms of urbanization, China has already taken "the road of no return"². Since urbanization and modernization have irreversible consequences, now is a critical time to consider and perceive clearly China's next step.

¹ Beijing Municipal Institute of City Planning & Design, *Beijing Striding Forward to The 21st Century*. Beijing: Beijing Municipal Institute of City Planning & Design Press, 1992. p6.

² Chenug, Stephen, *"The Prospect of China"*. Hong Kong, 1988.

The impacts of the Open Door policy on architecture and urban design in China

A favorable situation has emerged in architectural circles since the implementation of the 1979's Open Door policy. Comparing with that in the past, three major changes have taken place³:

- As a result of increased prosperity, many large buildings for public use are springing up. A significant number of hotels, theaters, office buildings, conference centers, and shopping centers have been built in China, especially in the large cities such as Beijing, Shanghai, and Guang Zhou (Fig. 1.3). This is due largely to the policy of actively and efficiently attracting foreign investors to China. Thanks to the infusion of large amount of foreign capital, many large real estate developments have become possible, some of which are joint ventures.



Fig. 1.3 Chengxiang Trading and Shopping Center in Beijing

From *Beijing Striding Forward to The 21st Century*

³ Gao, Yilan, *Architecture in New China*. A lecture given at University of California, Berkeley, 1987.

- Intellectuals receive more respect, and architects have been playing more important roles. This is a contrast to the past when many planning and design decisions were made by leading politicians, who had little knowledge of architecture and urban planning. The academic atmosphere is also improving in architectural circles. A variety of architectural styles and forms have started to appear. This is in contrast to the 1950's and 60's when people often complained about the monotony in Chinese architecture.
- Domestic architects are now able to obtain building supplies and information from abroad, especially from European countries and the United States. In the 1950's and 60's, resources were only available from in China or the former Soviet Union.

As a result of these fundamental changes in building industry and architecture profession, it has become possible and even necessary for designers to think over the future of Chinese architecture both practically and theoretically. A critical architectural design issue is the evaluation of the long tradition of Chinese architecture, which is a precious part of the Chinese culture. Because architecture is not merely an industrial product but a complicated product of society, it should reflect the influences of the cultural, social, geographical forces in its process of modernization.

The road of modernization in architecture

“Modernization, as an historical process and live-in reality, is what is happening in those counties and regions attempting and aspiring to modernize their own cultural idioms.”⁴ Development in China today is directed toward modernization, and due to this, architecture is facing major changes. With these swift changes, the question arises, what should Contemporary Chinese Architecture be? How should we achieve it?

Although many efforts have been made attempting to answer the question, the problem lingers around the interpretation of “Chinese style” and way of carrying out the essence of the tradition: “shen si” (be alike in spirit) versus “xing si” (be alike in appearance).⁵

The process of inheriting the essence of Chinese traditional architecture is not the one of duplicating the old without understanding its historical, social, and cultural context, thus losing the true meaning of the old.

Take a new modern shopping center design proposal for example. A roof garden with two traditional Chinese pavilions were put on the top of a

⁴ Written by Nash and quoted by Chang, Pinghung in *The Rehabilitation of The Old Shenzhen*, thesis in Hong Kong University, Hong Kong, 1989. p12.

⁵ Gao, 1987. p9.

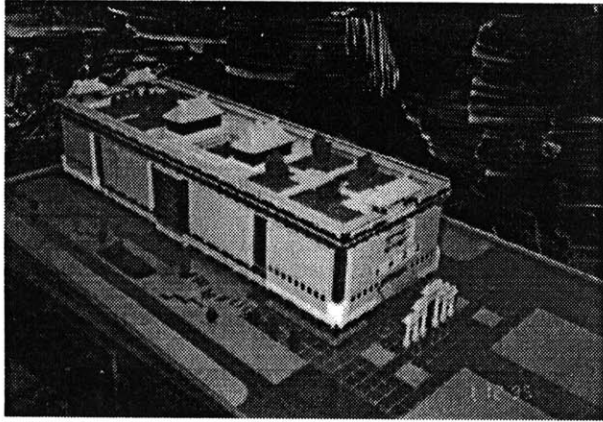


Fig. 1.4 A Beijing modern shopping center proposal

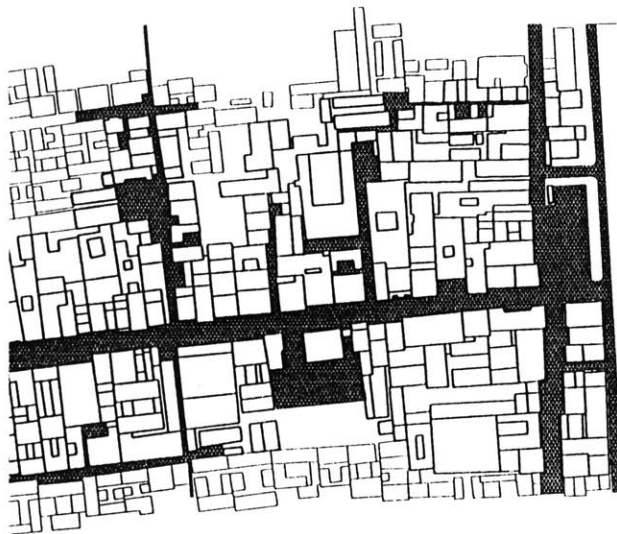


Fig. 1.5 Part of the Da Shi-La street with gathering space around in the DTSD

nine-story retail building to provide gathering space for shoppers (Fig. 1.4). There are no restaurants or snack bars around the garden and it is the only gathering space in the entire center. Even though the pavilions are identical to traditional ones in appearance, they do not belong on top of a nine-story building. The gathering places in a shopping center are where shoppers usually take a break during shopping, meet with friends, drink tea, eat food, or watch artisan's performance. Hence, they should be spatially integrated with retail space and adjacent to restaurants, tea houses, or snack bars, not a piece of open space isolated from the rest of the shopping center (Fig. 1.5).

To capture the essence of traditional Chinese architecture requires understanding Chinese tradition, abstracting the essence that transcends time in the cultural evolution. For instance, shopping in Beijing has traditionally been an enjoyable cultural experience. Besides selling and buying goods, there are a lot of social and cultural activities abound in traditional shopping centers, inclusive of going to a festival market (market inspired by a traditional festival), watching artisan's performance, fortune telling by psychics. Traditionally, shoppers were used to spend a lot of time to drink tea, sample foods, meet with friends for lunch or talk, and play Chinese chess in shopping centers. These activities were part of the people's social life many years ago, and they remain popular today.

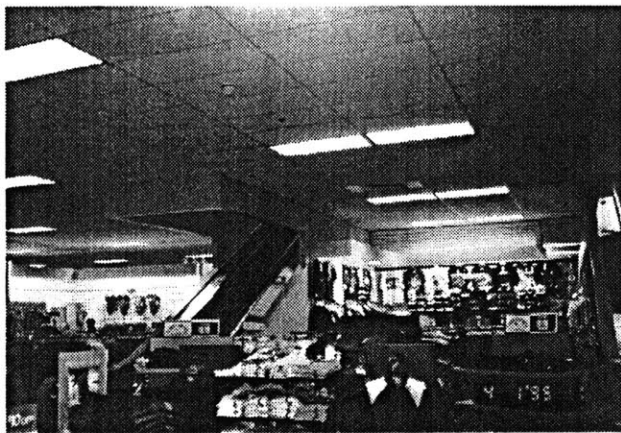
Successful modern shopping centers should be the places for such rich cultural experiences while fulfilling the modern shopping requirements. Although traditional one- and two-story stores constructed of wood can no longer satisfy modern shopping needs in Beijing, many other traditional urban and architectural qualities can be studied and transformed to help modern designs of shopping centers. This is the process of inheriting the spirit of tradition.

Observation

In order for China to be successfully modernized, it must rely on its own strengths and values, as well as the influence that is considered Occidental: capitalism, modern technology, and business management. Such an attitude, when confronted with urgent physical needs, of 1.2 billion people, constitutes a modernization complex that is the tension between the illusion of far reaching advancement and the reality that basic provisions scarce. Reflected in architecture, this phenomenon places constraints on designers who are forced to focus on financial returns, rather than civic or cultural benefits. Under these constraints, many designers are forced to emphasize quantity over quality, and modern technology over human needs and aesthetics.



a.



b.

**Fig. 1.6 a. A shopping center interior in Beijing
b. A shopping center interior in the United States**

A number of modern shopping center designs in Beijing reflect this phenomenon. Due to Beijing's developing economy and increasing urban population, the demand for new shopping centers is much greater than supply. Investors want their buildings to be erected as soon as possible for maximum financial returns, but, with no regard for the precious urban and architectural characteristics of the Beijing shopping tradition. When entering these new shopping centers, customers are surrounded by large retail space filled with shopping items as typical discount and department stores in the United States (Fig. 1.6). As a result, buying goods becomes the only purpose for people to go to those centers. Beijing's unique cultural shopping experience is facing a slow but steady demise.

Do the Chinese still enjoy the traditional experience of shopping? The answer is yes. It is part of the people's culture. They like the small stores where they can dicker with store owners. They like the tea houses where they can play chess with friends. They enjoy the open space where they can watch artisan's impressive performance. They like the courtyards where seasonal and festival markets are held.

Hypothesis

One issue that Chinese architects should face is the impact of traditional values on modern architecture: What are the characteristics of traditional shopping centers in Beijing? How much can the shopping tradition and culture affect the design of today's shopping centers in both urban and architectural design perspectives?

With the belief that a city and its architecture should speak of their people and culture, I will argue that the solution to the problems with Beijing's modern shopping center designs is the integration of the traditional shopping culture continuity with modern retail requirements. It aims to create urban shopping environments where customers are able to enjoy shopping as cultural experience.

Methodology

The body of this study consists of four parts. The first part is the criticism of some aspects of modern shopping centers in Beijing. It covers the context of shopping centers, services provided in the centers, parking locations, retail space design, and public space design. I will argue that although almost each modern shopping center is generating considerable

financial returns due to the high demand, the cultural and social needs associated with shopping have been neglected.

In order to find solutions to the problems existing in modern shopping centers, I use as a primary case the Beijing Da Shi-La Traditional Shopping District (the DTSD), which was originated about five hundred years ago and is located in T'sien Men commercial district outside the South-facing gate (Fig. 1.7). It is one of the three existing traditional shopping centers in Beijing today and attracting many people every day. The case study aims to examine comprehensively and on a deeper level the urban and architectural essence of the Beijing merchandising culture.

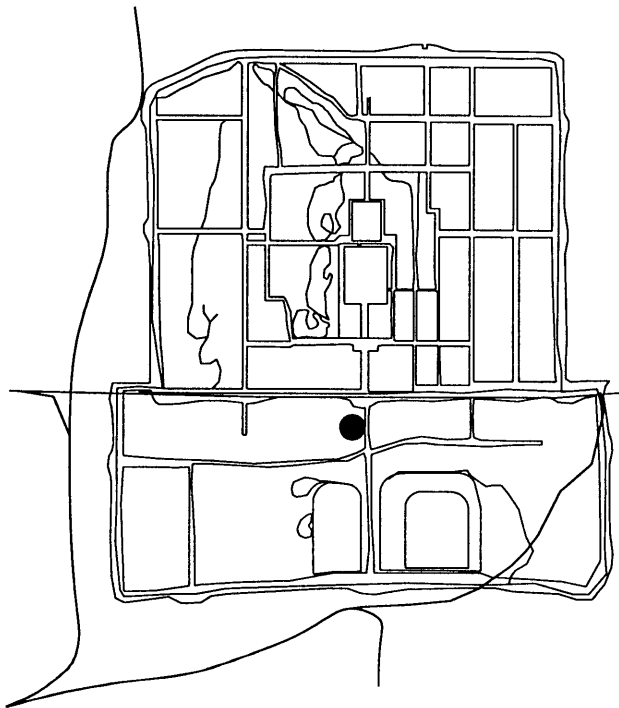


Fig. 1.7 Location of the DTSD in Beijing

After the comprehensive case analysis, I propose seven design principles as a framework for the design of modern shopping centers in Beijing. Each principle is based on the facts discussed in the case analysis and counters the urban and architectural quality that is missing in most existing modern shopping centers in the city.

The final part is a schematic Beijing modern cultural and shopping center design proposal, which applies the design principles in an urban context. The site is the center of Fang Zhuang community which was designed for

100,000 people. It is also by a major artery in the city (Fig. 1.8, 1.9). Because of the location, the new center will be planned for both neighborhood and regional uses.

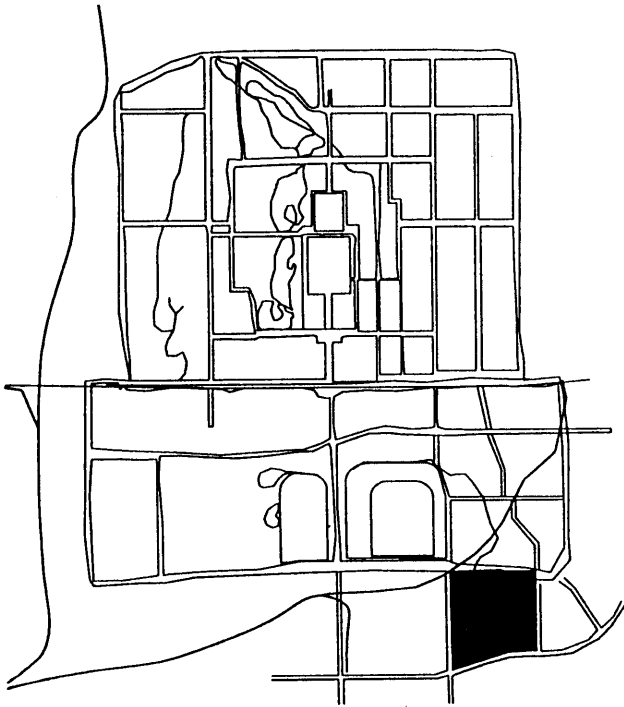


Fig. 1.8 Location of Fang Zhuang community in Beijing

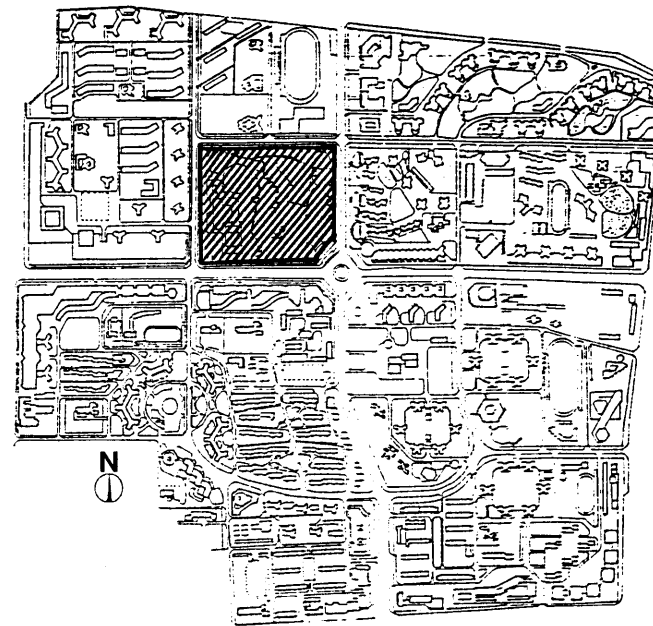


Fig. 1.9 Fang Zhuang community and proposed site for the new shopping center.

Chapter II: Problems with Beijing's modern shopping centers

As the capital of China, Beijing is poised for more than 70 new regional shopping centers by year 2000.⁶ After examining a number of existing modern shopping centers built within the last ten years, I will criticize, in this section, the modern shopping center designs which do not adequately reflect Beijing's rich shopping tradition and serve people's social and cultural needs.

In the past, much criticism has been focused on the rehabilitation of existing traditional shopping centers, but not on the design of modern shopping centers. Because of the high demand, almost every modern shopping center in Beijing today is making considerable financial profits, regardless of its design quality. This rapid growth with disregard for people's social and cultural needs has prompted the neglect of problems which will impact the future when the shopping center market becomes more competitive. The lesson can be learned from the United State where many poorly designed shopping centers built in the 60s and 70s were abandoned due to growing market competition. Those warehouse looked shopping

⁶ Beijing Municipal Institute of City Planning & Design, *Beijing Striding Forward to The 21st Century*. Beijing: Beijing Municipal Institute of City Planning & Design Press, 1992. p25.

centers had to be either renovated into a more social and cultural environment, or even be abandoned and demolished.

I will analyze five aspects of modern shopping centers. They are: 1) context, 2) service, 3) parking location, 4) public space design, and 5) retail space design.

Context

Many new modern shopping centers are not designed as a cultural and social environment. They are isolated from other cultural and civic facilities such as theaters, restaurants, festival, seasonal, and cultural markets, and residential areas. For instance, Beijing's SVIK Plaza shopping center, built in 1992, is surrounded by hotels, high income luxury apartments, and office towers. Because there are not enough restaurants near the center, during lunch hours, shoppers can rarely find a place to eat without waiting in long lines (Fig. 2.1).

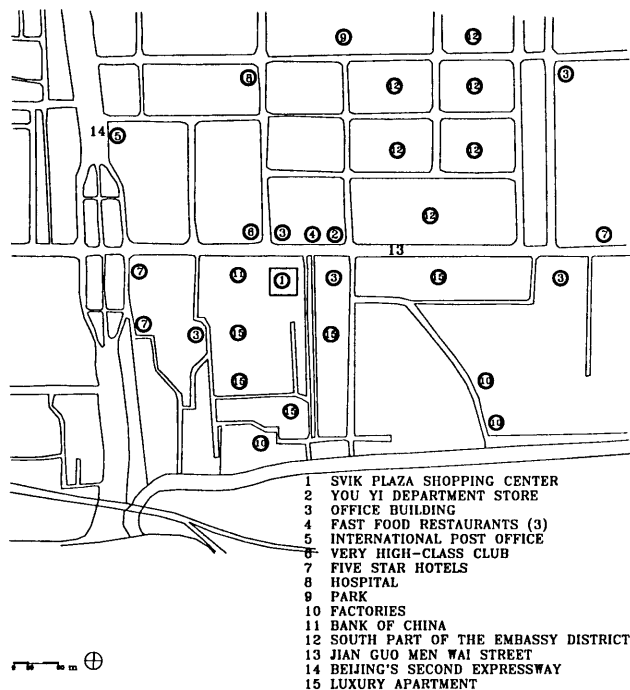


Fig. 2.1 Plan showing the surroundings of SVIK Plaza shopping center

Another example is Beijing's Fang Zhuang shopping center, located in a large residential area. Because there are no entertainment or restaurant facilities nearby, it is also very hard for shoppers to find a convenient place to eat or relax. The nearest bus station is more than 900 meters (about 3,000

feet) away from the center, despite the fact that in Beijing today, the majority of the population relies on public transportation (Fig. 2.2).

Due to the poorly designed modern shopping environments, shopping becomes the only purpose for some people's going to these modern shopping centers. Their design disregards the historical and cultural significance of shopping centers which have been traditionally meeting places and centers of cultural activity for centuries.

Service

Many of today's modern shopping centers do not provide comprehensive services to shoppers. These centers were designed primarily for retail stores. In Yansha Shopping Center, 95% of the total businesses are retail stores with 2.5%, general wholesale business: 2% of general service: and 0.5%, import and export businesses. Very few modern shopping centers have repair shops and sufficient restaurants including food stands, snack bars, small restaurants, tea houses, and coffee shops (Fig. 2.3).

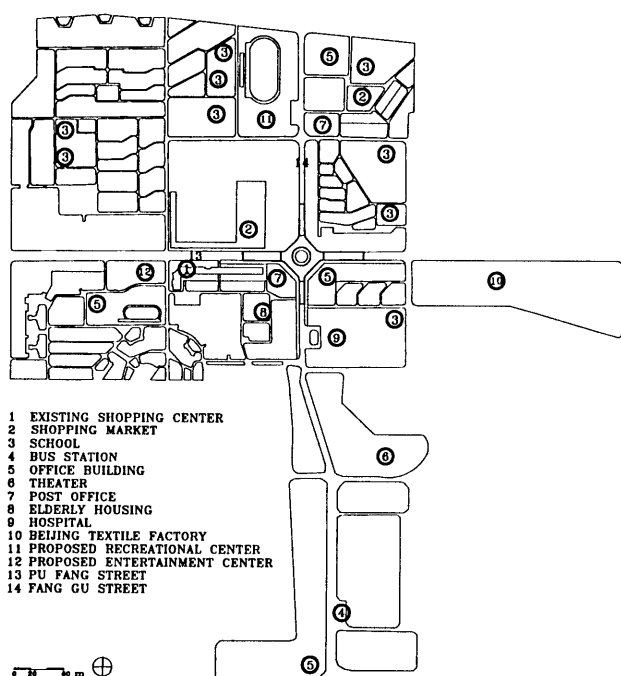


Fig. 2.2 Plan showing the surroundings of Fang Zhuang shopping center

There are two major problems associated with this situation. The first is that no space has been designed for repair shops and eating places in many modern shopping centers. Repair shops for electronics, glasses, watches,

Floor	Retail	Service	Repair	Eating
1	Food stuff , General Cosmetics, Pharmacy Jewelry Stores			
2	Knitwear Children's store			
3	Clothing stores Hats/Shoes			
4	Electronics, Cameras Clock/Watch Sports goods Furniture			
5	Ceramics Arts/Crafts Textiles Embroideries Paintings			
6		General service Wholesale Import/Export Delivery	Jewelry repairs Camera repairs	

Fig. 2.3 Table of business types in typical modern shopping centers

bicycles, etc. usually require a separate zone located close to the circulation space and entrance of shopping centers. People looking for repair services generally visit repair shops as part of their experience in traveling to retail stores. Restaurants and food stands need to be adjacent to gathering places, where shoppers can sit down and relax with foods and drinks . The second



Fig. 2.4 A scene of small retailers running their businesses next to a modern shopping center on the pedestrian street.

reason for the lack of comprehensive services in modern shopping centers is affordability. Most modern shopping centers are costly to build and merchants who run repair shops, tea houses, coffee shops, and small eating places often can not afford the high rent and long-term leases.

However, these services where available will attract more shoppers as the competition intensifies. Therefore, these businesses should be incorporated as an important part of shopping centers. In the meantime, many merchants have to do their businesses in front of modern shopping centers on pedestrian streets and sidewalks (Fig. 2.4).

Parking location

As part of the spatial sequence, the areas between sidewalks and shopping centers is occupied by parking lots for cars and bicycles (Fig. 2.5).

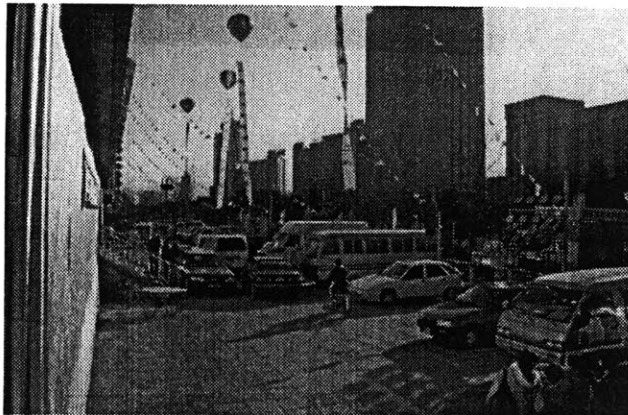


Fig. 2.5 Parking lots in front of the modern shopping centers

Set back far from sidewalks, these shopping centers can not take any advantage of pedestrian traffic. On the contrary, pedestrians must walk through or around parking lots to reach the centers (Fig. 2.6). Sometimes, shoppers would use the side doors of the centers to avoid the conflict with cars.

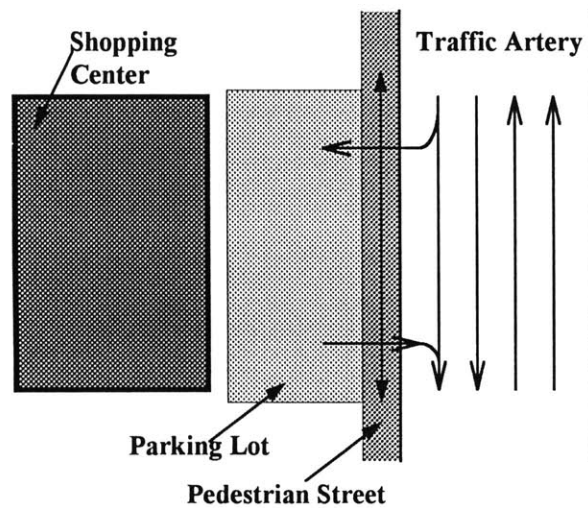


Fig. 2.6 Diagram shows the existing relationship between pedestrian street, parking lot, and shopping center.

Public space design

Circulation space

The design of walking space has not been successful in many of Beijing's modern shopping centers. The width of many pathways does not accommodate the average flow of shoppers. Some circulation space is so narrow (2 to 2.5 meters) that there is no room for shoppers to stop, window shop or purchase goods (Fig. 2.7). Some of the space is even occupied by small stalls (Fig. 2.8). The poor organization of the shoppers' flow creates a cramped shopping environment. Walking into such shopping centers, one is cramped into large crowds of shoppers and disoriented.

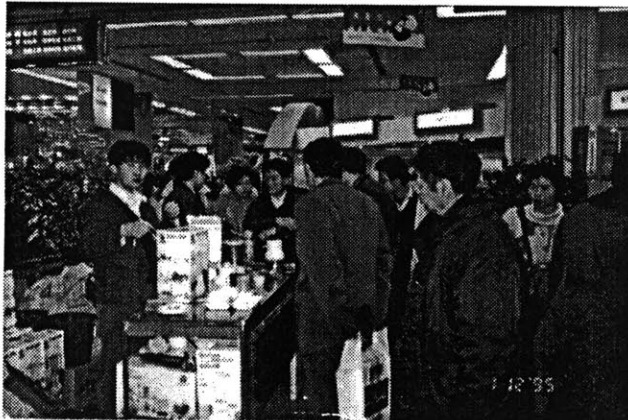


Fig. 2.7 Circulation space in a modern shopping center



Fig. 2.8 A stall occupies part of the circulation space

Gathering place

Many modern shopping centers do not provide enough gathering places for socializing and relaxing. In Yansha Shopping Center, which has nearly 50,000 square meters of retail space in seven stories, there are only two 15-square meter snack bars on the second and third floors with 50 seats in total. Such a cramped shopping atmosphere prompts shoppers to rush in and out. There is no space at all in the centers for cultural and collective activities such as tea drinking, food tasting, meeting friends, watching artisan perform, and strolling through festival markets. These activities, in essence, are Beijing shoppers' cultural and social experience, which are seriously neglected in many modern shopping centers in the city.

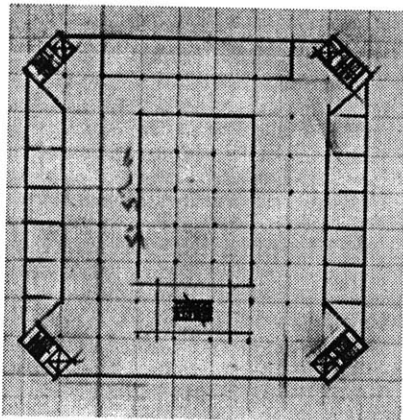
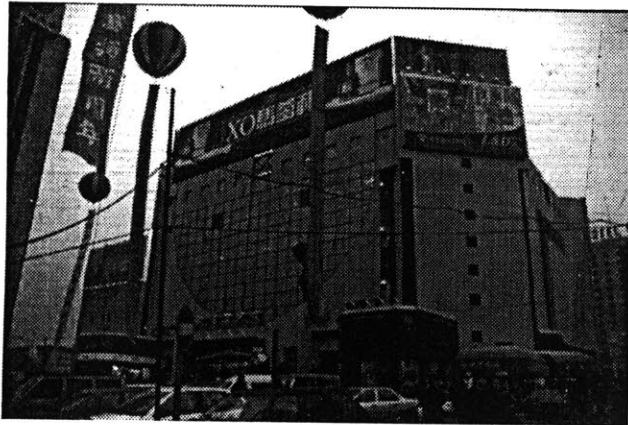


Fig. 2.9 Front view and typical floor plan of SVIK Plaza shopping center

Retail space design

Many modern shopping centers have monotonous retail space designs. As shown in Fig. 2.9, the typical floor plan of SVIK Plaza is no more than a large space with columns in grid, escalators, and stairs. This design does not reflect the fact that individual stalls, stores, and department stores require different retail space configurations. And variety is the spice of life. For instance, in Yansha Shopping Center, the first to fourth floors are leased out and the fifth to seventh floors are occupied by department stores. However, the floor plans of the seven floors are identical (Fig. 2.10). Due to the

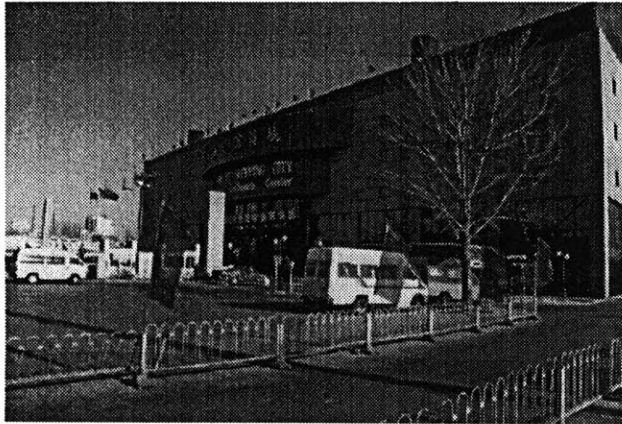
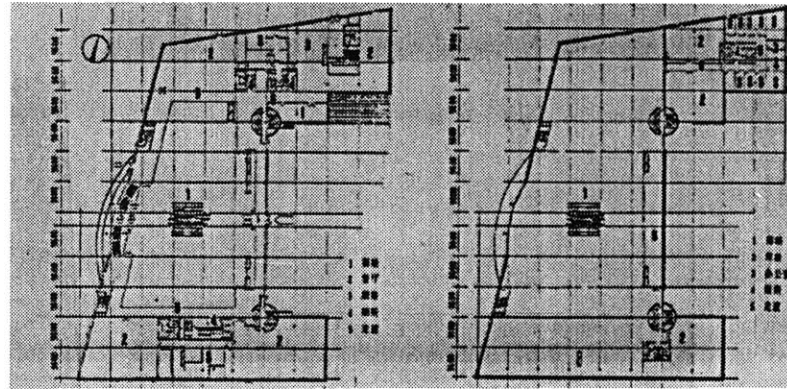


Fig. 2.10 Front view and typical floor plan of Yansha Shopping Center



existing spatial constraints, many individual stores have lost their individual identities when they moved into modern shopping centers.

In order to attract people, some stores put up very large signs which are visually out of scale. The huge McDonald's sign in Fig. 2.11 even blocks the view of the stores behind it.



Fig. 2.11 A huge McDonald's sign in front of a shopping center.

How should modern shopping centers be designed to incorporate cultural and social needs? How do designers integrate a large number of small retail businesses and department stores to provide shoppers comprehensive services? How do designers create a spatially rich shopping environment that makes shopping more enjoyable? One strategy is to study successful traditional Beijing shopping centers and explore the essence of the shopping culture and how it affects urban and architectural designs of shopping centers.

Chapter III: Traditional Shopping Center Case Study

Beijing's merchandising culture

Beijing has a rich and unique mercantile culture traditionally. Besides the long-established stores with a satisfactory variety of quality goods and enjoyable high prestige in major shopping districts (Fig. 3.1), numerous small scale peddlers sell their wares in Hutongs (lanes) throughout the city to provide necessary goods to the residents (Fig. 3.2).

Beijing's colorful markets and shopping activities have been vividly described and analyzed in popular literature. For example, the golden sign for San He Shang, a long-established clothing store, portrays a kind of dignity.⁷ Lo San who was a store owner always had smile on his face. He did not mind if a customer could not pay the full price for the goods this time. he wanted his customers to be happy when they stepped out his store.⁸

But the fundamental characteristic of the art of retailing business in the city is the traditional Chinese family-owned businesses.⁹ Historically, people living in Beijing have been fond of running self owned retailing business since



Fig. 3.1 Neiliansheng Shoemaker's store

⁷ Shu, Sheyu (Lo She), *The long-established store*. Beijing: Beijing Ren Yi Press, 1952.

⁸ Shu, Tian, *Stories of Beijing's Streets*. Beijing: Beijing Press, 1960. p89.

⁹ Zhao, Yuan, *Beijing: The city and Its People*. Shang Hai: Shang Hai People's Press, 1991. p101.

Beijing has been famous as a consumer city. Not only has the basic unit for Chinese commercial activities been the family, but also was the structure of Chinese family adopted in store management. The ethics of the traditional Chinese family has penetrated into every aspect of running small retail businesses in the city, from the initial equity preparation, the store's location to the its management.

Until today, many store owners have tried to keep their businesses small enough so that they could run their business while enjoying family lives. In 1988, ten years after the start of the Open Door policy, close to 75% of the 70,000 officially registered retailing stores in Beijing were privately owned businesses, most of which were with single owners. The remainders were state owned department stores.¹⁰ I will discuss the impact of the family values on individual store designs in the following sections.

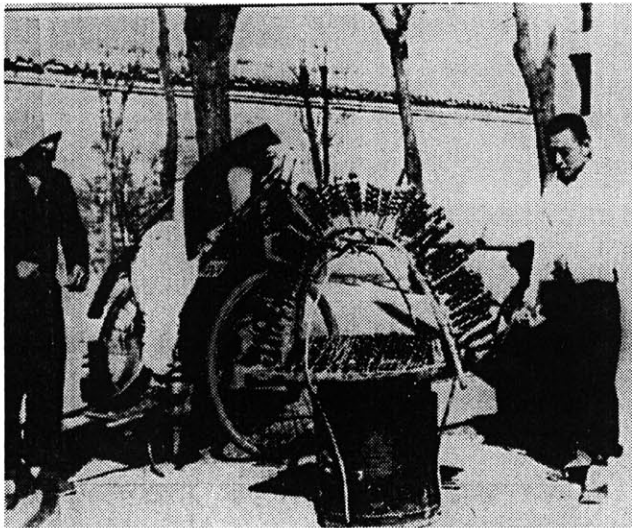


Fig. 3.2 Selling Sugar-coated-haw on sticks in a traditional way

From *Jiu Jing Da Guan*

On the other hand, many Chinese consumers love shopping in these small family-oriented stores. They receive more friendly services and enjoy dickering with store owners and salesclerks on the prices of merchandise (Dickering is not allowed in large state owned department stores in Beijing). In small stores, customers can feel sense of individuality from the creative

¹⁰ Chen, Yifeng, *The Research on Shopping Environment, Master Thesis*. Beijing: Tsinghua University, 1987. p1.

designs and more personal service provided by salesclerks and store owners. Hence, as cited earlier, the purpose of shopping goes beyond that of merely purchasing goods. People also go shopping for entertainment, socializing, exchanging news, tasting foods, and enjoying the unique merchandising culture.

The Da Shi-La Traditional Shopping District case analysis

The Beijing Da Shi-La Traditional Shopping District (Fig. 3.3) is one major part of the three major traditional shopping districts existing in Beijing. It has been functioning successfully for about five hundred years¹¹ and is recognized as a comprehensive shopping center and representation of the city's merchandising culture. This analysis will analyze its urban and architectural characteristics and the relationship between its built form and function.

¹¹ Lin, Huiwen, *Today's Beijing*. Beijing: Beijing Press, 1990. p365.

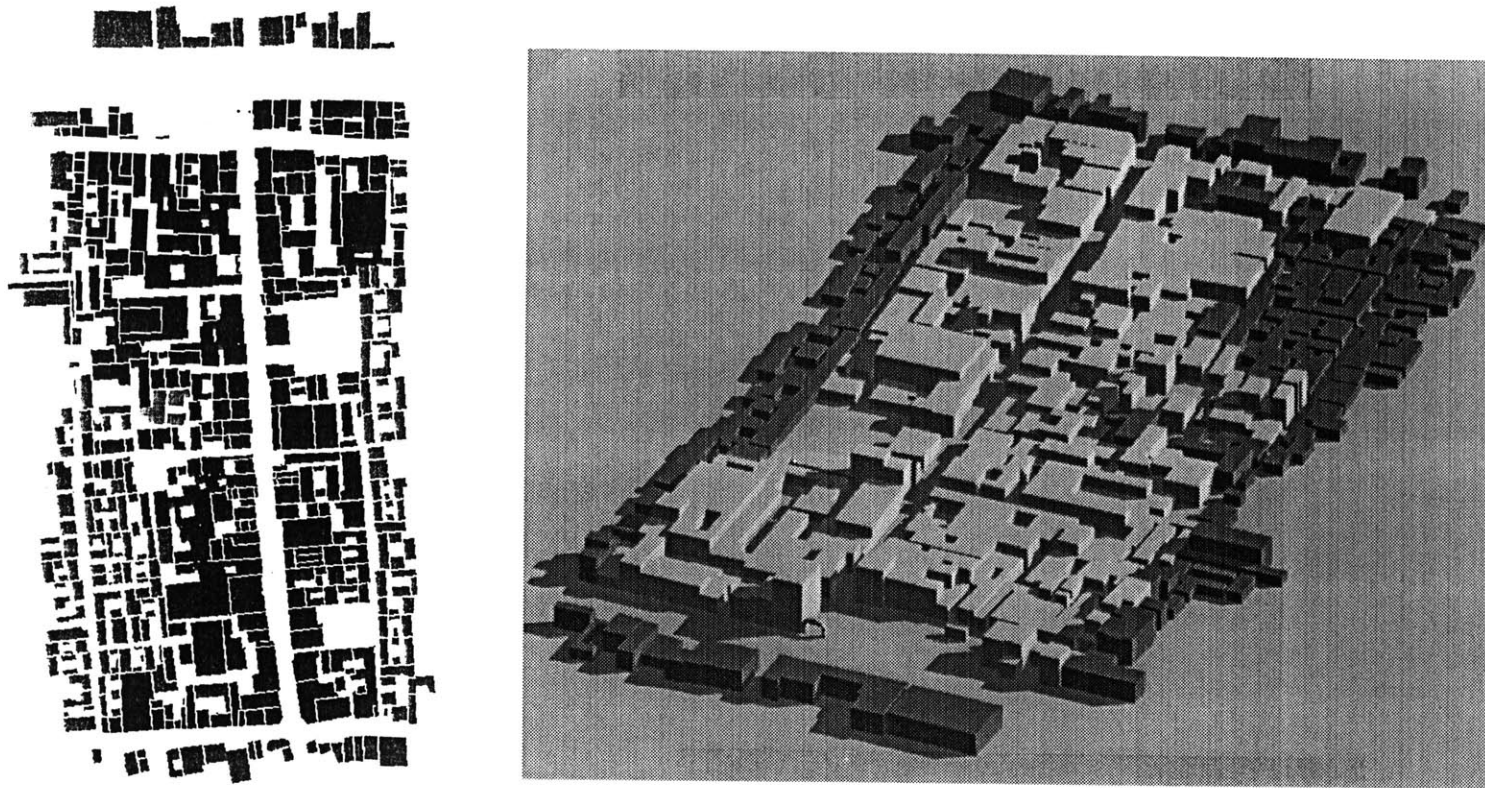


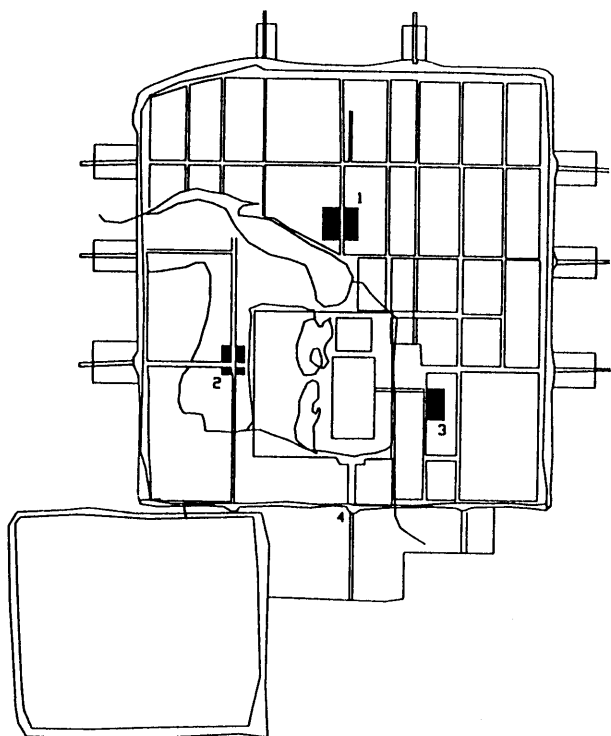
Fig. 3.3 Isometric of the studied area in the DTSD with figure-ground plan

I will analyze three aspects of this case. After a brief review of the DTSD's historical development, four issues are discussed in the order of 1) urban context, 2) functional components, 3) architectural elements in the urban fabric, and 4) public space. I will review the DTSD's urban environment, functional and spatial characteristics in urban scale. The urban analysis is followed by a discussion of several architectural issues, which provides a closer focus on the characteristics of the built form in the DTSD. These architectural issues consist of 1) spatial organization of the DTSD stores, 2) design of retail space 3) store frontage, and 4) an analysis of store signs.

Historical development

This section traces the DTSD's formation and development, which has been driven by political, social, economic, and cultural forces. Through a brief historical review, it is clear that the DTSD has generated exuberant vitality throughout time. The review is divided into five parts. They are:

- 1) Beijing's commercial prosperity in the Yuan dynasty (1271-1368),
- 2) the DTSD in the Ming dynasty (1368-1644),
- 3) the DTSD Qing dynasty (1636-1911),
- 4) the DTSD in Min Guo government (1911-1948),
- 5) the DTSD after the Red Revolution (1949-1978).



1. Ri Zhong market
2. Yang Jiao market
3. Old Shu Mi Yuan Jiao market
4. The location of the DTSD today

Fig. 3.4 The general layout of commercial districts in Dadu (Beijing) in Yuan dynasty

Drawing is based on the information from *A brief history of ancient Chinese city planning* and *The rehabilitation of T'sien Men commercial district*.

1. Beijing's commercial prosperity in the Yuan dynasty (1271-1368)

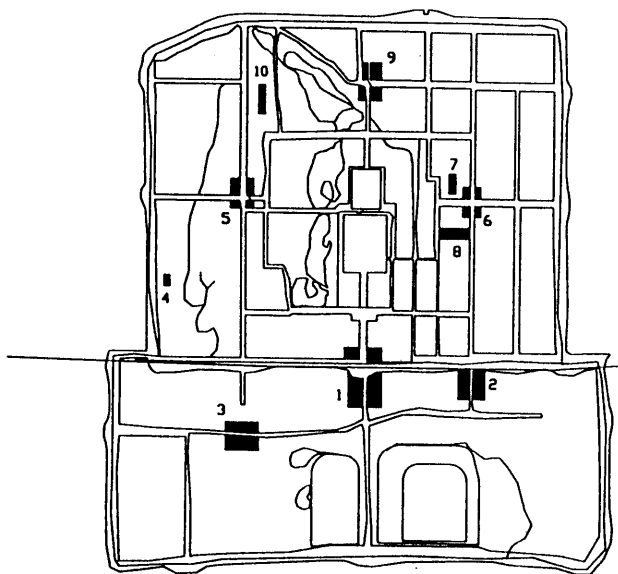
As the capital of the Yuan dynasty, Beijing, whose name was Dadu at the time, became "the political and thriving commercial center of the most powerful empire of the world."¹² The city had a dense population and over 30 massive markets.

Dadu was the first city which consciously embodied China's ancient notion of an "ideal city" and adapted this notion into practice¹³. In line with the ancient principle of placing the business area, including shopping market, behind the royal court,¹⁴ the markets were set up around the drum and bell towers in the center of the city north of the palace complex (Fig. 3.4). In the markets, one would find many bazaars, wine shops, restaurants, tea houses, and bars where song-singing girls offered entertainment to customers. These were the lively haunts of wealthy merchants and members of the nobility. Everybody seemed to be in business - officials, army officers and civilians. This commercial prosperity in Dadu flourished thanks to the efficient transportation of goods along the Great Canal, maritime navigation, and a

¹² Yan, Chongnian, *Beijing-The treasures of An Ancient Capital*. Beijing: Morning Glory Press, 1987. p66.

¹³ Wu, Liangyong, *A brief History of Ancient Chinese City planning*. Kassel: Urbs et Pegio, 1985. p60.

¹⁴ Ideas concerning the form and structure of a capital are contained in *Kao Gong Ji*, part of the ancient book entitled *Zhou's Rites*.



1. T'sien Men area including the DTSD
2. Chong Wen Men
3. Cai Shi (vegetable market)
4. Du Cheng festival market
5. Xi Si
6. Dong Si
7. Long Fu Si market
8. Latern festival market
9. Zhong Gu Lou
10. Hu Guo Si

Fig. 3.5 The general layout of commercial districts in Beijing in Ming dynasty

Drawing is based on the information from *A brief history of ancient Chinese city planning* and *The rehabilitation of T'sien Men commercial district*.

excellent courier service, in which the official messengers often brought back to the capital a great variety of goods to add to its prosperity.

At this time, Dadu was also a hub of international trade. The four Mongol Khanates stretching over Asia and Europe became ever more independent of each other, but they always served as a mediation between merchants of the East and the West and promoted the inter-flow of goods. Inspired by the commercial boom in Dadu, a historian wrote with some poetic license:¹⁵

“Here you can see the rare products from the mountains and seas, the choice goods made in heaven or on earth.... created by human or supernatural beings, and everything loved by gods or monsters.”

2. The DTSD in the Ming dynasty (1368-1644)

The original DTSC was formed directly in front of T'sien Men (the South-Facing Gate) where used to be a mix of residences and flee markets. This location did not develop into a shopping center until Emperor Zhu Li (1403-1424) abrogated the law that required markets to be always built behind the royal courts in 1403. During this period, merchandising boomed in this area (Fig. 3.5), due to three major social and economic factors:¹⁶

¹⁵ Yan, 1987. p66.

¹⁶ Yan, 1987. p234, 235.

First, The axis of the city was extended further to the south and the Temple of Heaven was built within the new south part of the city wall (Fig. 3.5) during the early Ming dynasty. Thus, the DTSD became an urban market, directly next to the primary street that linked the emperor's palace and the Temple of Heaven.

Second, during the late Yuan period, the pool, which had been the terminal wharf for the transport of tribute rice to Dadu, was silted up and became unusable. Hence, the commercial centers around the pool gradually declined forcing merchant move trade to the outside of South-facing Gate.

Third, by the Ming dynasty, the terminus of rice transport was moved to a point in the east, just outside the South-facing Gate. Every year, more than 10,000 ships carried some five million piculs of rice, and other goods from southern China to Beijing. Since these boats docked in this area, the commercial center of Beijing moved south.

All these factors made the DTSD a bustling business area with rows of stalls and goods of every description. Many long-established stores moved their businesses to this district, some of which remain today. Among them are the Liubiju Sauce and Pickle Shop, the Tongrentang drug store, the

Duyichu Restaurant, the Neiliansheng Shoemakers' Store (Fig. 3.1), and the Ruifuxiang Satin, Silk and Fur Shop (Fig. 3.6). The shops and stalls sold almost everything from daily necessities, tea and porcelain to silk fabric and jewels.

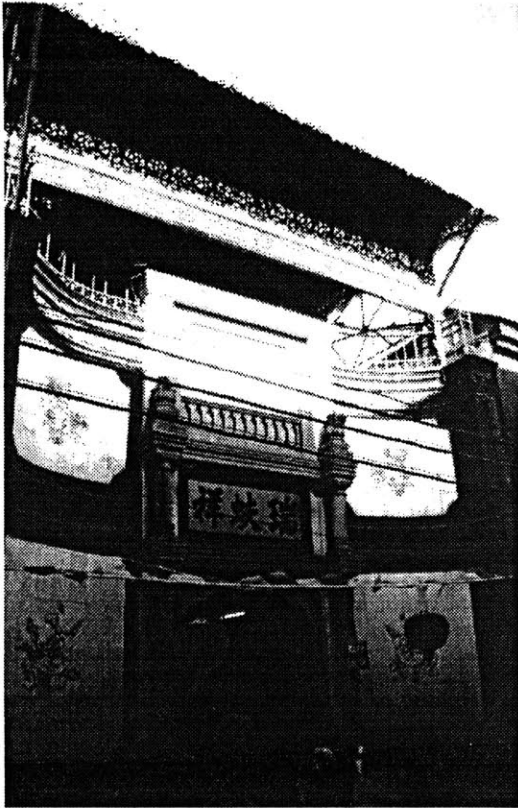
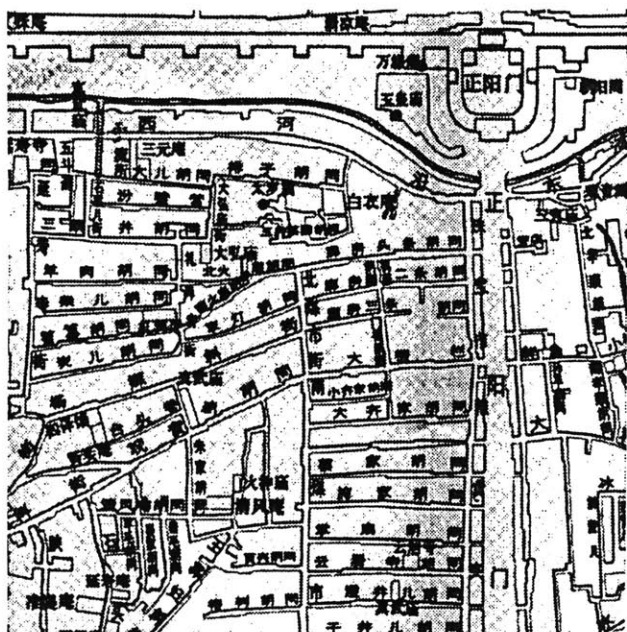


Fig. 3.6 Ruifuxiang Silk and Satin Shop

3. The DTSD in the Qing dynasty

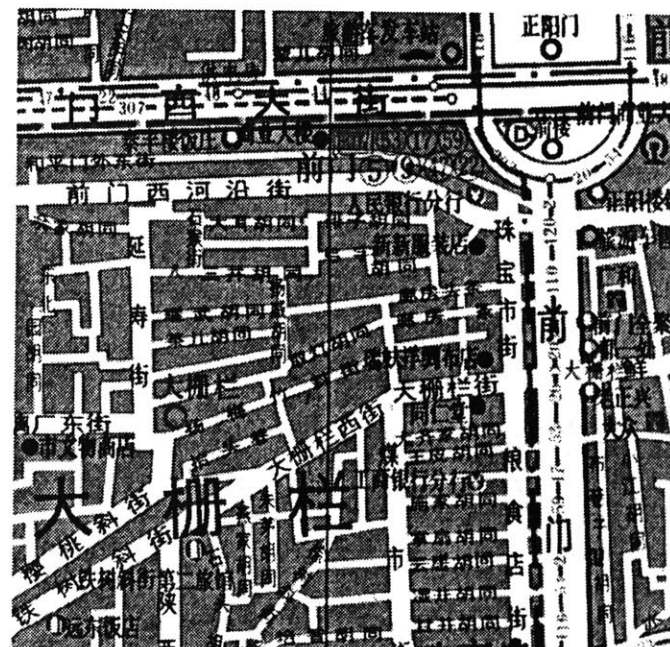
- The DTSD in the early and mid periods of the Qing dynasty (1636-1840) - Since the Emperor Taizu, the first emperor in Qing dynasty, set Qing's capital in Beijing, a number of hotels, clubs, and theaters sprouted up near the DTSD. This promoted the development of the DTSD and turned the area into a multi-function commercial district. By 1750, the plan of the DTSD looked very similar to today's plan (Fig. 3.7).

Under the Qing dynasty, people went to the DTSD not only for shopping but also for entertainment. Over twenty tea houses and three major theaters, mixed with retailing stores, were located in the DTSD. Crowded with consumers from morning till evening, the area was the main shopping district in Beijing. Because of the prosperity of the DTSD,



Qing dynasty

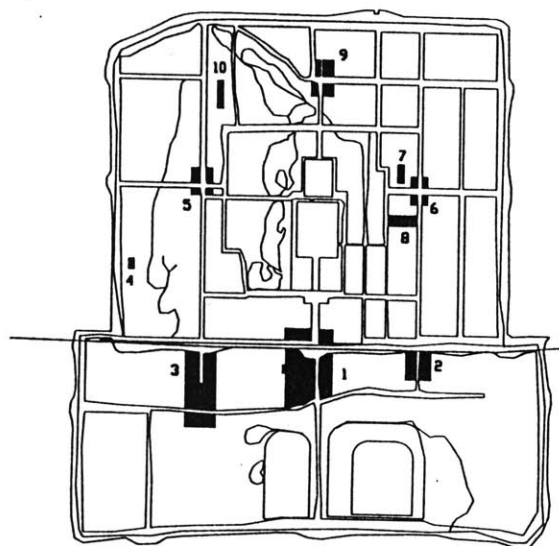
From *The Map of Beijing in Qing*



Today

From *The Map of Beijing, 1993*

Fig. 3.7 Street layout of the DTSD and surrounding areas in Qing dynasty and today



1. T'sien Men area including the DTSD
2. Chong Wen Men flower market
3. Cai Shi (vegetable market)
4. Du Cheng festival market
5. Xi Si
6. Dong Si
7. Long Fu Si market
8. Latern festival market
9. Zhong Gu Lou
10. Hu Guo Si

Fig. 3.8 The general layout of commercial districts in Beijing in Early and mid Qing dynasty

Drawing is based on the information from *A brief history of ancient Chinese city planning* and *The rehabilitation of T'sien Men commercial district*.

several traditional festival markets including the Lantern Festival market¹⁷ located here (Figs. 3.8, 3.9).

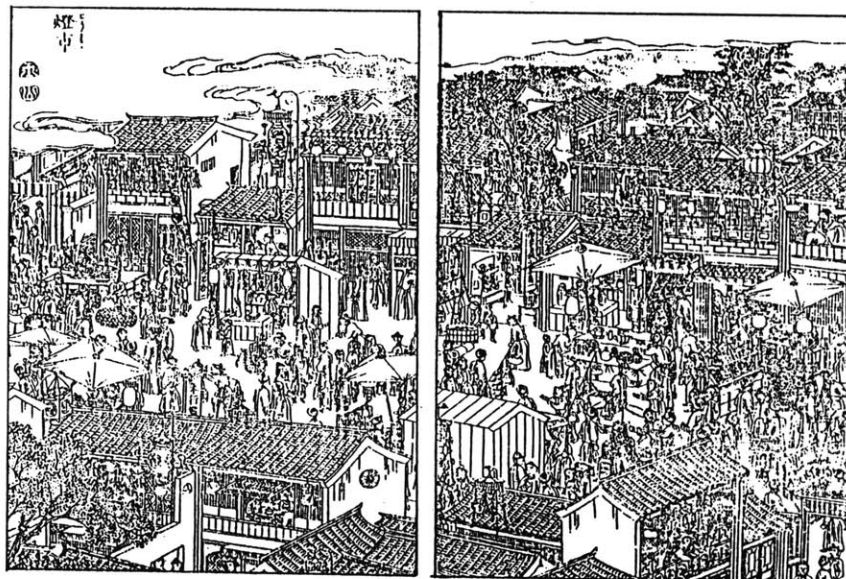
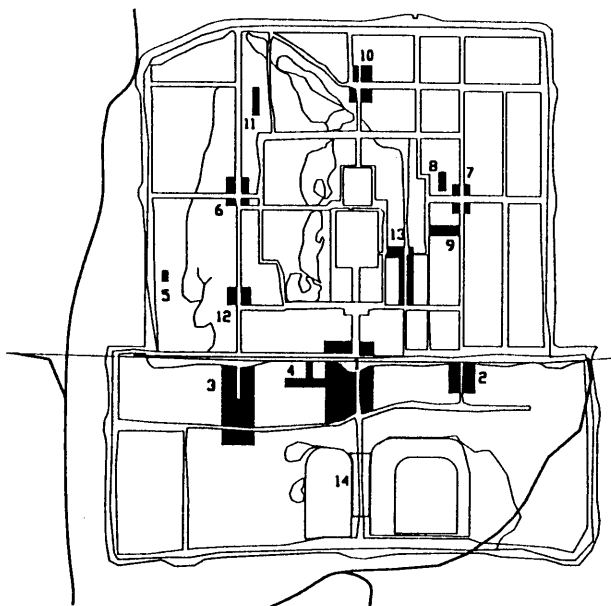


Fig. 3.9 The scenes of traditional Latern Festival Market in Beijing
From *Jiu Jing Da Guan*

¹⁷ The Lantern Festival market is held on the 15th of the first lunar month of each year, at which night the moon becomes full.



1. T'sien Men area including the DTSD
2. Chong Wen Men flower market
3. Cai Shi (vegetable market)
4. Liu Li Chang, Change Dian
5. Du Cheng festival market
6. Xi Si
7. Dong Si
8. Long Fu Si market
9. Latern festival market
10. Zhong Gu Lou
11. Hu Guo Si
12. Xi Dan
13. Wang Fu Jing
14. Tian Qao

Fig. 3.10 The general layout of commercial districts in Beijing in late Qing dynasty

Drawing based on the information from *A brief history of ancient Chinese city planning* and *The rehabilitation of T'sien Men commercial district*.

- The DTSD in late Qing dynasty (1840-1911) - Beginning in 1840, foreign capital was introduced into China. Some of the long-established stores extended their business in the DTSD. For example, Quan Ye Chang, a small general goods store established in 1826, opened three more stores in this area.¹⁸ In 1900, a disastrous fire burned down most of the buildings in the DTSD, including more than 1,800 shops and stores.¹⁹ However, because of its long history, and good location for merchandising business, the DTSD was reconstructed according to the old style shortly after the conflagration. By 1913, the DTSD had positioned itself as the center of commercial culture in Beijing (Fig. 3.10).

4. The DTSD in Min Guo government (1911-1948)

In 1928, the capital of Min Guo regime moved from Beijing to Nanjing. Since Beijing had experienced an economic depression until 1948, no significant changes occurred in the DTSD during this period.

5. The DTSD after the Red Revolution (1949-1978)

- When the Peoples' Republic of China (PRC) came to power in 1949, the government began to practice Marx's theory of communism throughout

¹⁸ Chen, 1987. p132.

¹⁹ Shu, Tian, *Stories of Beijing's Streets*. Beijing: Beijing Press, 1960.

the country. Traditional private ownership was discouraged and the government took over commercial and property ownership. Some of the long-established stores in the DTSD were expropriated by the state. Large state owned stores started emerging in the DTSD, such as Qian Men Lady's Clothing Store, Da Shi-La First Department Store, and Da Shi-La Second Department Store (Fig. 3.11). However, small businesses were still the predominant business form in the DTSD.



**Fig. 3.11 Da Shi-La Second Department Store
(occupied an old long-established store)**

- The DTSD under the Cultural Revolution (1967-1978) - During this period, the tradition in general had been defined as the product of feudalism. Private business had completely been prohibited because it was “the product of capitalism”.²⁰ Because of its long history, well developed urban fabric, and traditional architectural styles, the physical environment of the DTSD could not fit in with the new large scale state-owned shopping centers built in this period (fig 3.12). Many of the shop owners in the DTSD terminated their business. All the buildings became the state's properties. Some of them were not maintained and required renovation (Fig. 3.13). Most of the temples, shrines, monasteries, and mosques, which traditionally used to be important components of the DTSD, had to be demolished. However, the urban fabric of the DTSD

²⁰ Mao, Tse-tung, *Collective Works of Mao Tse-tung*. Beijing: People's Press, 1978.

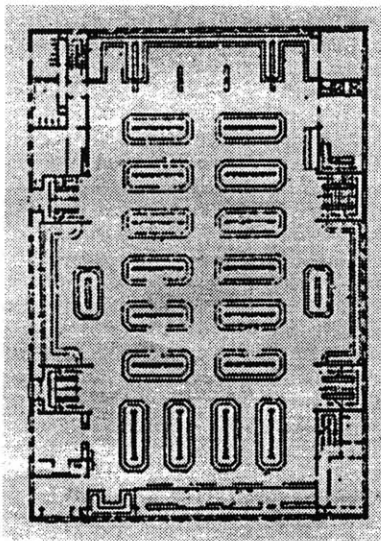


Fig. 3.12 Beijing Bai Huo Da Lou shopping center and its typical floor plan

was not destroyed completely. It made possible for the DTSD's coming back to life after 1979.

Following the Open Door policy in 1979, China has experienced a series of revolutionary reforms politically, economically, and socially. The ownership reform allowed individuals to own their private business. Cultural and religious traditions were recognized as part of the Chinese culture again. Numerous individually owned stores have re-opened their business in the DTSD. The DTSD's former commercial prosperity has re-appeared. I will present a closer morphological study of the DTSD, trying to explore its urban and architectural characteristics and how these characteristics relate to Beijing's shopping traditions.

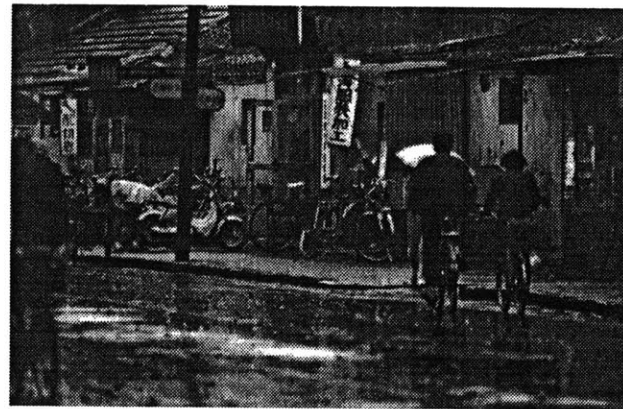


Fig. 3.13 Some of the poorly maintained buildings in the DTSD
From *The Hu Tong (Lane) in Beijing*

Urban Issues

1. Urban context analysis

The DTSD today is part of the T'sien Men commercial and cultural district. It is surrounded by diversified functions (Fig. 3.14-3.22). These facilities generate a large flow of consumers to this area, thus, constitute a comprehensive commercial, social, and cultural center in the city. The connection between the DTSD and various types of businesses surrounding are pedestrian streets and lanes. Once consumers get to this area by public transportation, they can walk from one place to another conveniently.

The functional relationship between the DTSD and its surroundings can be described as healthy cycle interdependence. The diversified cultural environment has ensured the commercial success in the DTSD. Meanwhile, this success of the center has continued to attract more retail and non-retail elements merging into the area until the balance between supply and demand is established.

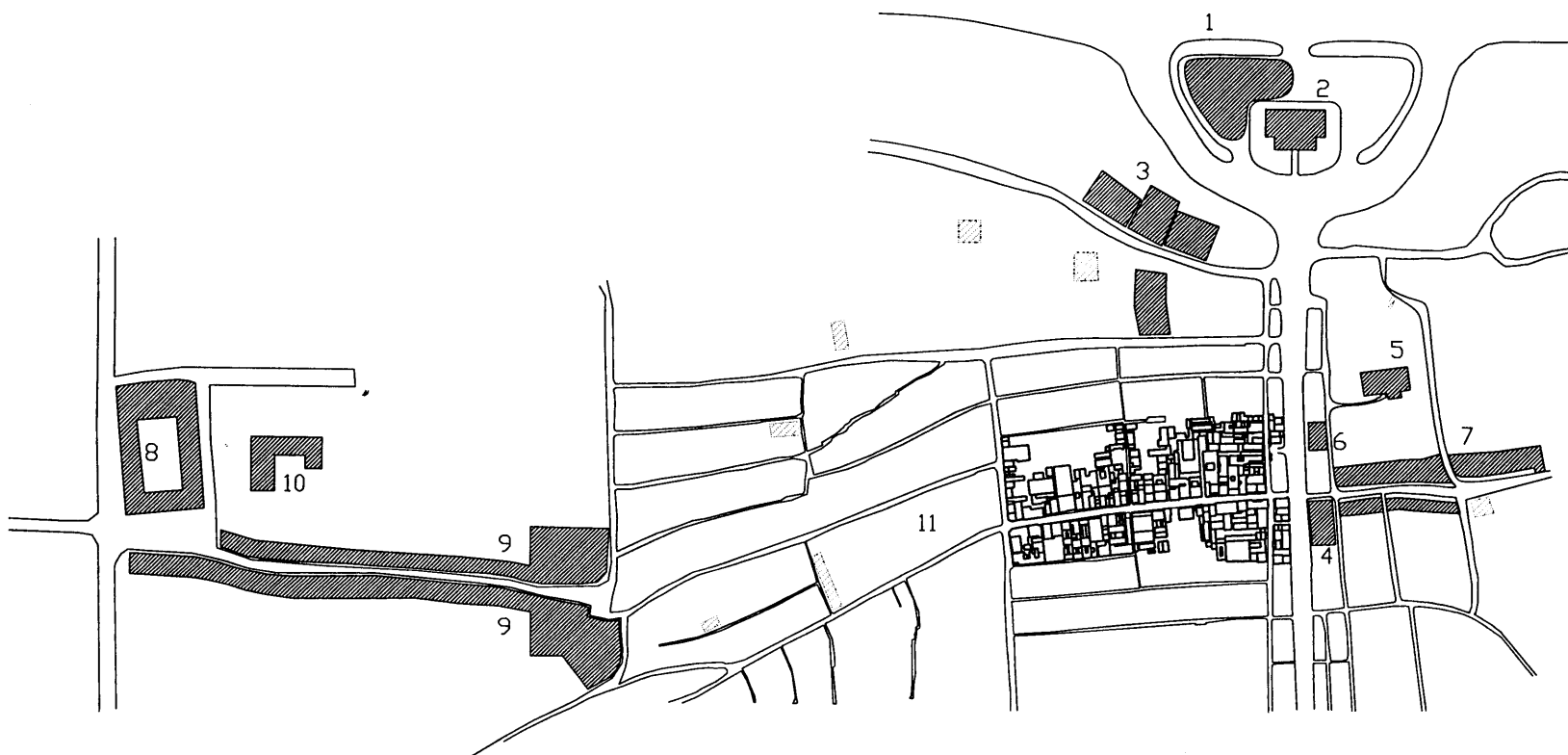


Fig. 3.14 Key entities around the DTSD

1. Bus parking lot
2. The arrow tower of Zhengyang Men (South Facing Gate)
3. Banks
4. A major food and fruit store
5. Guang He Theater
6. Quan Ju De Restaurant
7. Major food market
8. Book market
9. East part of the Lu Li Chang cultural market with art galleries
10. Long distance telephone company
11. residential area

Note: Dotted boxes indicate the locations of temples demolished during the Cultural Revolution.

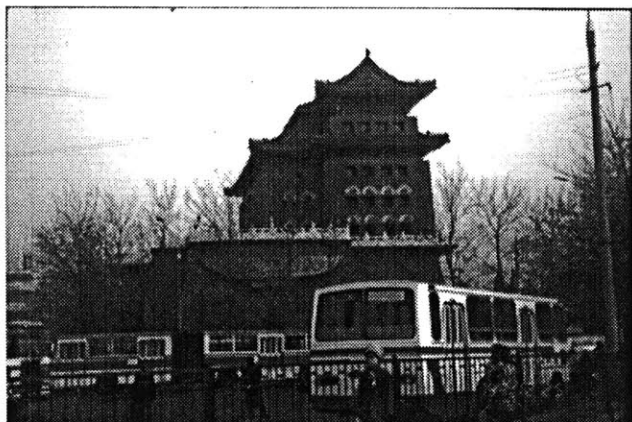


Fig. 3.15 Major bus terminal



Fig. 3.16 Guang He Theater



Fig. 3.17 Quan Ju De restaurant



Fig. 3.18 East part of the Liu Li Change Cultural street
From *The Hu Tong (Lane) in Beijing*



Fig. 3.19 A major food and fruit store

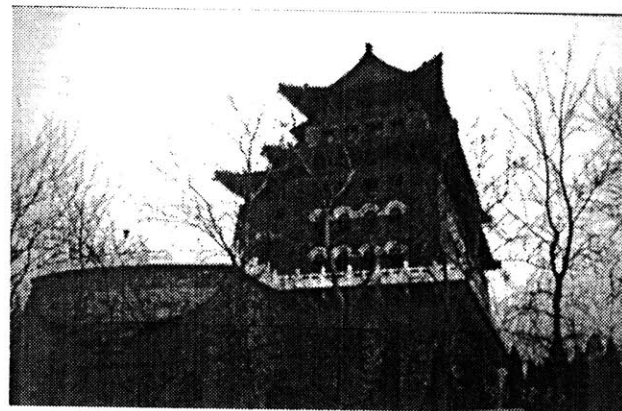


Fig. 3.20 The arrow tower of Zhengyang Men (South-facing Gate)

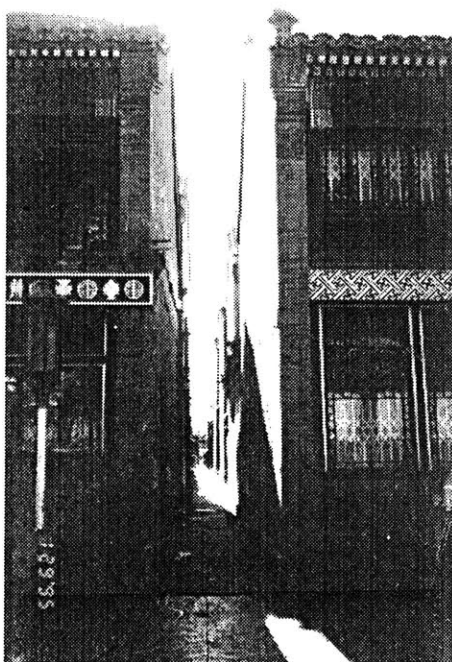


Fig. 3.21 A lane in the residential area

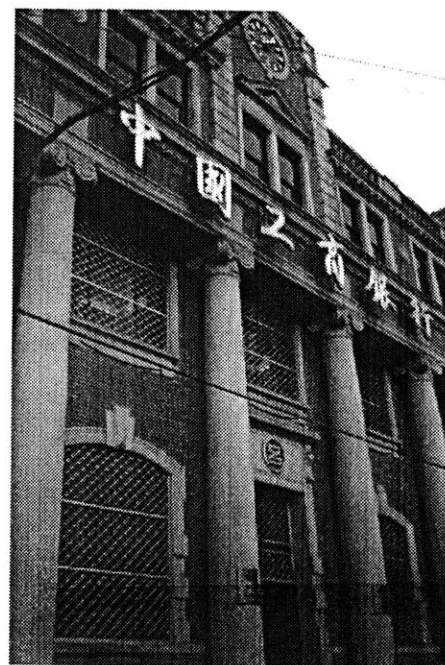
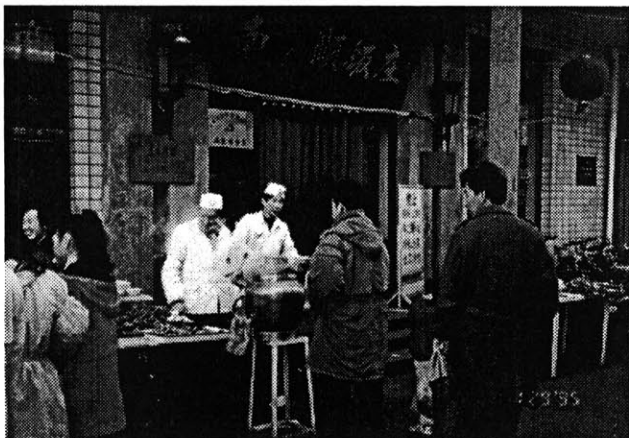


Fig. 3.22 China Industrial and Commercial Bank

2. Functional Components

In addition to having a functionally diversified urban context, the TDSC itself is the synthesis of retail stores, service agencies, repair shops, and all types of restaurants. A business survey revealed that, covering approximately 1800 businesses in the center, 43% are retail stores, 23% are service agencies; 10% are repair shops; and 23% are restaurants, snack bars, and food stands. These percentages objectively reflect the current local people's demand for each type of business. When shopping, shoppers not only expect enough retailing stores, but they are also looking for other services.



In the DTSD, besides a small lane called Men Kuang filling with a number of restaurants and traditional snack bars on both sides, there is no clearly defined zone for each type of business. Shops and stores are located along pedestrian streets, lanes, and around small squares, regardless of their particular business. This is resulted because the DTSD has never been a planned shopping center since its beginning and its growth through time has been driven primarily by the local market needs and changes of its cultural environment.



Among these businesses, restaurants, snack bars, and food stands play an extremely important role (Fig. 3.23) because Beijing people's special love

Fig. 3.23 Eating as part of shopping activities in Beijing



Quan Ju De restaurant



A food stand along the pedestrian street in the DTSD

Fig. 3.24 Eating places in different sizes

of food. The size of food businesses vary largely from large long-established restaurants with over one hundred seats to food stands with benches and tables in the front (fig 3.24). The location of snack bars and food stands are usually incorporated with small squares in the DTSD (Fig. 3.25), providing space for eating. This is a significant characteristic shared by traditional shopping centers in Beijing.



Fig. 3.25 Location of eating places in the DTSD

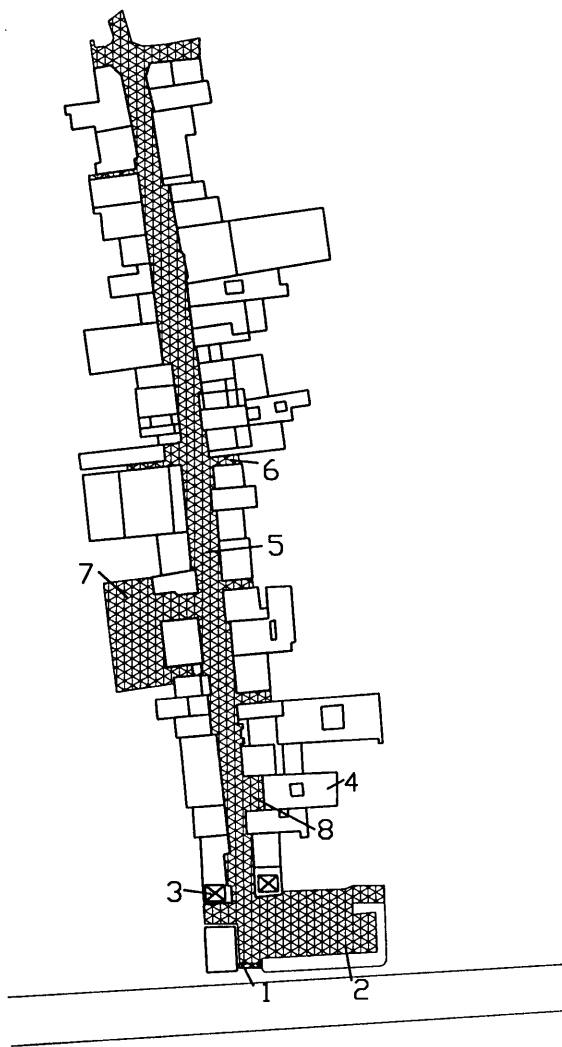
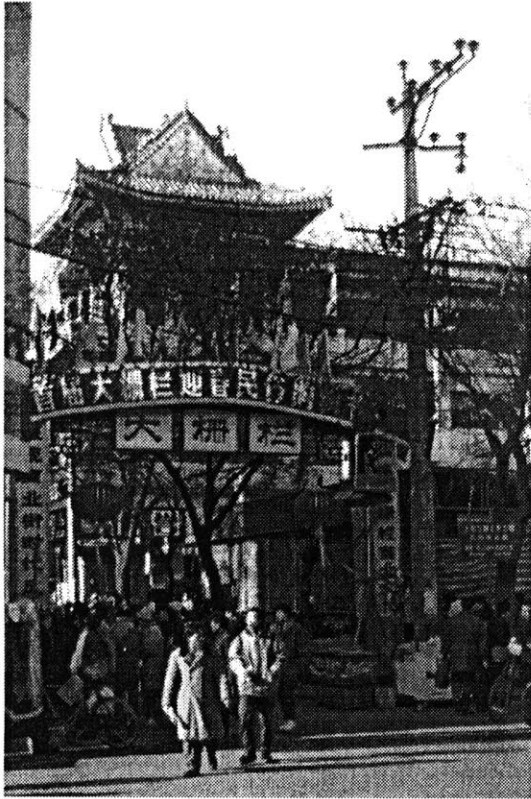


Fig. 3.26 Diagram of the eight architectural components along Da Shi-La Street in the TDSC

3. Architectural elements of urban fabric

Traditionally, the stores in the DTSD have never perceived as independent entities but as a spatial continuum. Within the organization of the DTSD, eight key architectural elements are synthesized to make a complete shopping environment (Fig. 3.26):

1. Gateway, defining a translucent boundary and marking the beginning point of the entity.
2. Intermediate zone, creating transitional space between the space for automobiles and the one for people.
3. Market tower, creating a vertical land mark in the dynamic cultural environment.
4. Individual shops and department stores of different scales, providing various goods and services.
5. Pedestrian streets, creating major pedestrian circulation in connecting to all stores and public squares.
6. Lane, connecting the primary pedestrian streets and providing service area for various stores.
7. Gathering place, providing space for collective and socializing activities, such as meeting with friends, taking a rest, watching folk artists' performance....



1.

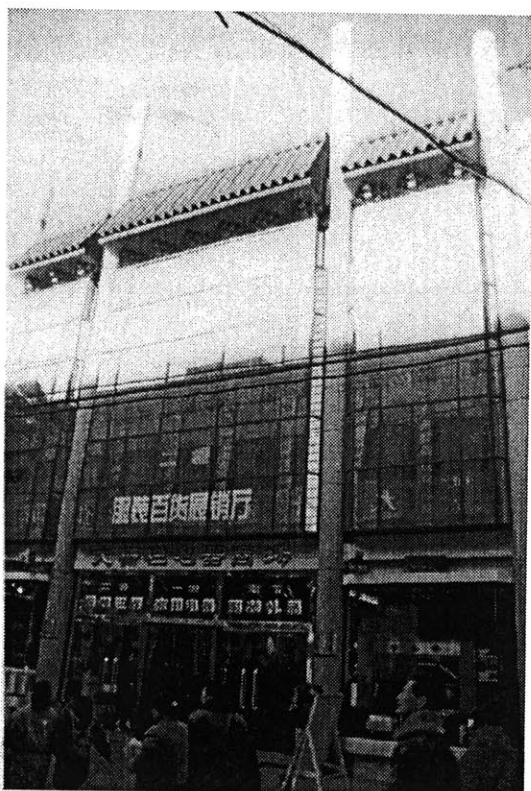


2.

8. Front yard, providing public space between stores and pedestrian street for collective activities, such as seasonal markets, festival markets, and having sales promotions.

Fig. 3.27 Elements of spatial continuum

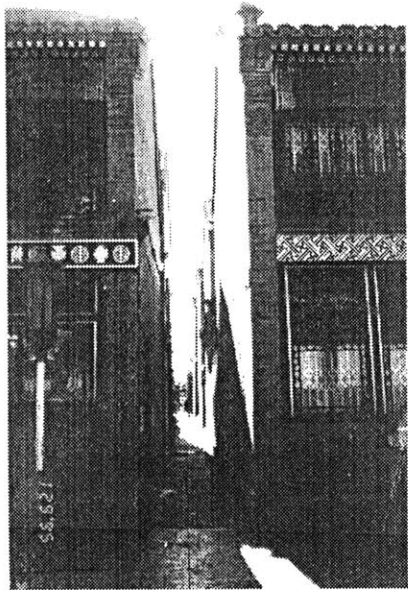
1. The gateway with market tower in the back
2. Intermediate zone
3. Individual shops
4. Pedestrian street
5. Lane
6. Gathering places (From *Ju Jing Da Guan*)
7. Front yard (From *Ju Jing Da Guan*)



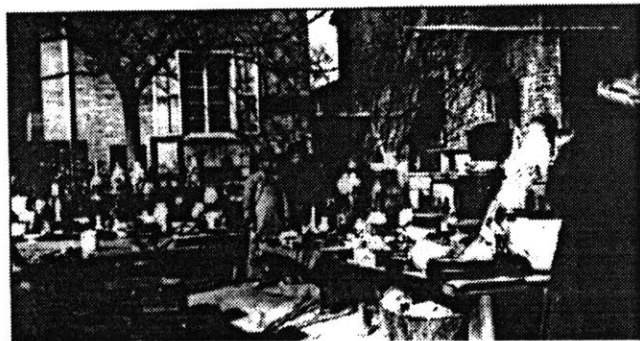
3.



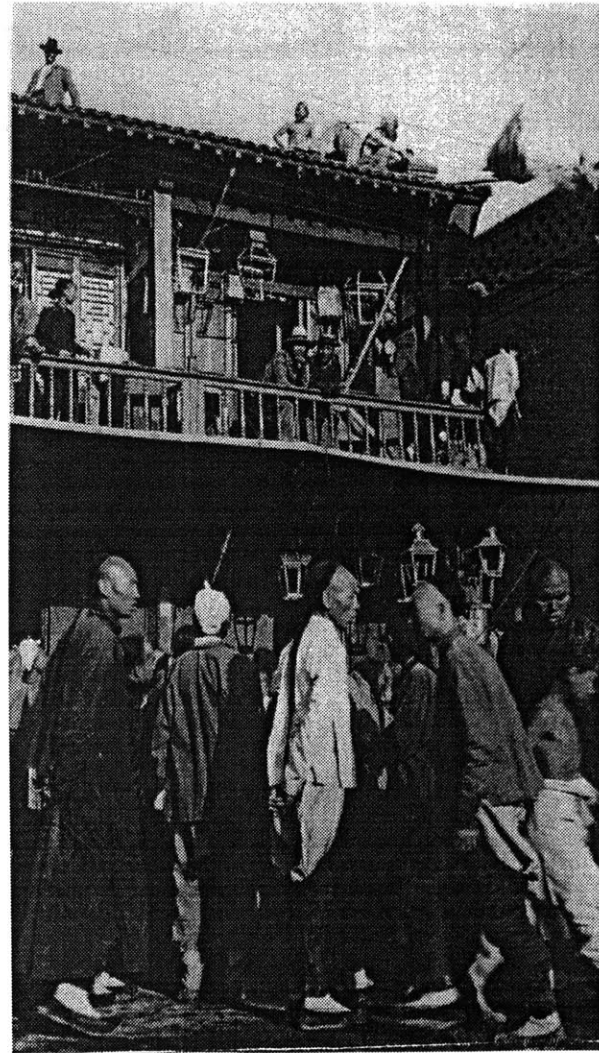
4.



5.



6.



7.

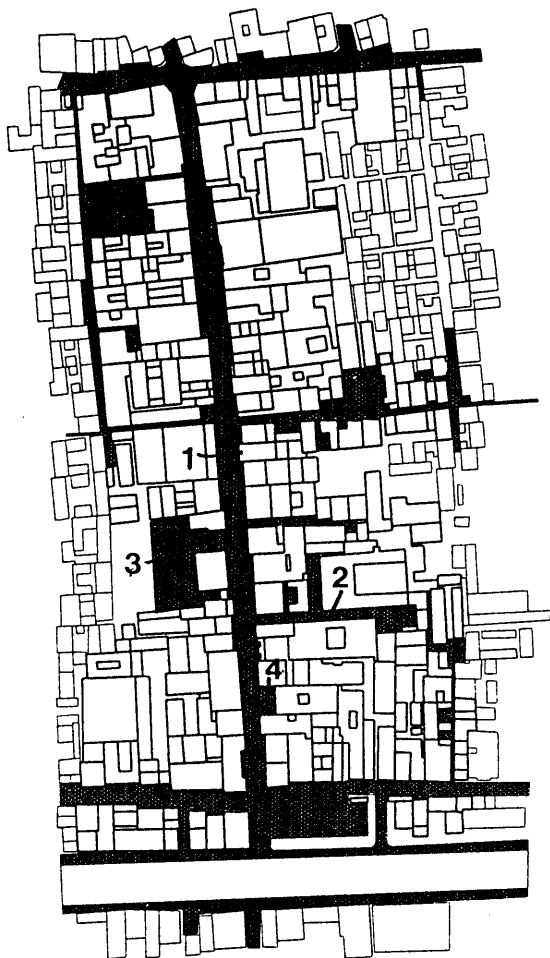


Fig. 3.28 The public space configuration in the DTSC

- 1. Pedestrian street**
- 2. Lane**
- 3. Gathering place**
- 4. Front yard**

Among the eight components, pedestrian streets, lanes, gathering places function as the organizational structure of the district. As part of the public space, they are the linkages between the gateway, intermediate zone, market tower, and various stores in the center, thus create an order in the DTSD.

4. Public space

Public space in this case consists of pedestrian streets, lanes, gathering places, and front yards (Fig. 3.28). It is the organizer of the center and hosts a variety of social and cultural activities. Pedestrian streets and lanes in the DTSD are pathways with attractive store facades and signs on both sides. Squares in the DTSD are often the places for festival markets, artisans' traditional performance, seating, meeting, and food. These activities have become an important part of Beijing people's shopping ritual.

I will argue that the configuration of public space in the DTSD incorporates with the shoppers' sequential movement pattern in public space.

In each shopping center, a pattern can be drawn to represent the average shoppers' sequential movement during shopping. The pattern is the direct reflection of the nature of stores, the average age of shoppers, and people's

shopping tradition. Shoppers' sequential movement pattern could be divided into two parts - the patterns in public space and retail space.

As shown in Fig. 3.29 diagrammed from visual observation on shoppers over noon, the characteristic of shopper's flow on Da Shi-La Street is closely related to the location of stores, the nature of the businesses and shoppers' shopping philosophy. For instance, the density of shoppers' flow is usually high near clothing stores, restaurants, department stores, festival markets, and home entertainment equipment stores in the DTSD.

Key stores along Da Shi-La Street

1. Four story T'sien Men electronic store
2. Bicycle parking with food stands along Da Shi-La Street
3. T'sien Men Women's clothing store
4. Liu Bi Ju food store
5. He Feng food store
6. Chang He Hou department store
7. Ruifuxiang silk and satin shop
8. Dong Sheng shoe store
9. Chen Guang glasses store with repairing services
10. Xin Hua bookstore
11. Heng De Li clock/watch store with repairing services
12. Da Shi-La first department store
13. Ming Feng tea house
14. Tong Ren Tang drug store
15. Da Guan Lou theater
16. Qing Feng food store and restaurant
17. Zhong Shun tea house
18. Yong Feng food and restaurant
19. Quan Jeng entertainment center
20. Deng Shun restaurant
21. Children's store
22. The Capital camera store with picture taking services
23. Neiliansheng Shoemaker's store
24. Da Shi-La second department store
25. T'sien Men little theater
26. Guo Hua stationary store
27. Camera store with picture taking services
28. Guo Hua bicycle store
29. Tong HeXuan restaurant

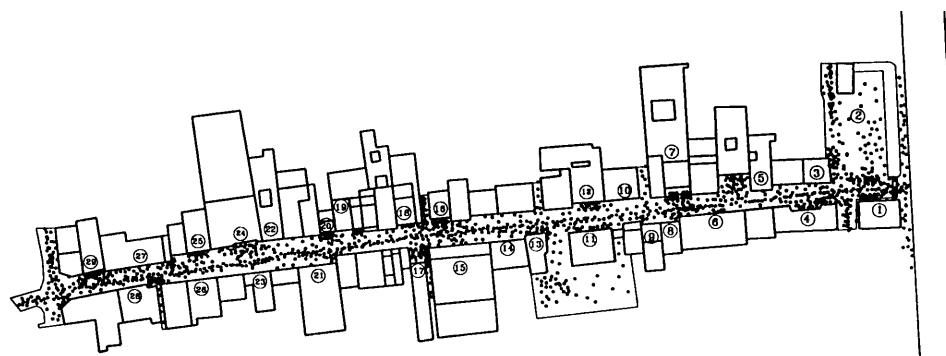


Fig. 3.29 Shoppers' sequential movement pattern on Da Shi-La Street around noon

Also as shown in Figure 3.29, the length and width of the linear public space and the size and location of gathering places are the reflection of the shoppers' sequential movement pattern. For instance, when the pattern shows a cluster of pedestrians, the related pathway is wider or a gathering place occurs.

It can also be argued that the shoppers' sequential movement pattern is not determined by the configuration of public space. Again, in Fig. 3.29, it indicates that even though the width of the pedestrian street near a restaurant is only three meters, the density of shopper's flow around noon is high.

Architectural issues

1. Spatial organization of the DTSD stores

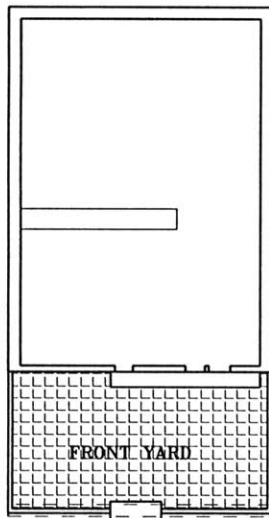
Traditionally, store design in Beijing was largely influenced by house design, in which courtyard was an essential spatial element. Hence, I will use courtyard as an organizing device to divide stores in the DTSD into two categories in terms of spatial organization: courtyard type and non-courtyard type. Both types can still be seen today.



Fig. 3.30 Traditional stores with courtyards
The Painting is from *Beijing-The Treasures of an Ancient Capital*

a. Courtyard type - Stemming from the traditional Beijing courtyard houses, One or more stores located in a building with a courtyard constituted a courtyard design (Fig. 3.30). Single stores with courtyards usually had high volumes of business. Some stores even had more than one courtyard. Retail space was organized around the courtyard. Some stores opened their doors to both the pedestrian streets and courtyards to attract shoppers from both sides. Traditionally, some of them even had large courtyards in the front of stores rather than in the center, with entrances from the pedestrian street (Fig. 3.31).

Although occupying a large area in floor plan, the courtyards created a feeling of family for shoppers and a space for seasonal and festival markets (Fig. 3.32). It also provided a more private and quiet seating area for



**Fig. 3.31 A pawn shop with a courtyard in the front
behind the fence**
The picture is from *Jiu Jing Da Guan*

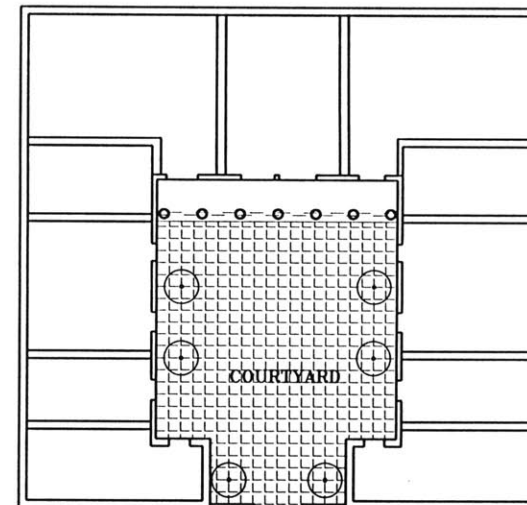


Fig. 3.32 Flea market held in a courtyard in Chang Dian, Beijing
The picture is from *Jiu Jing Da Guan*



Fig. 3.33 Drawing showing movable partitions of store facades



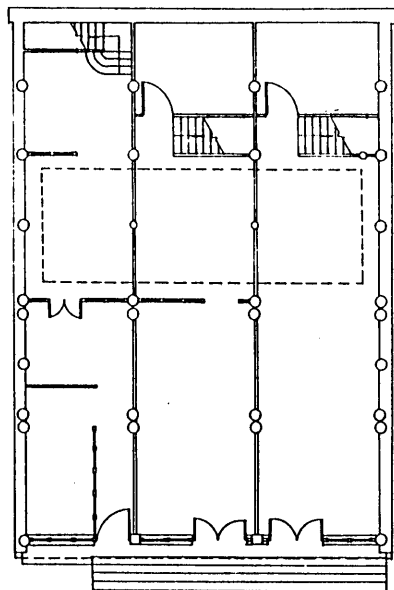
Fig. 3.34 A traditional store front with the decorative fire wall

From *Jiu Jing Da Guan*

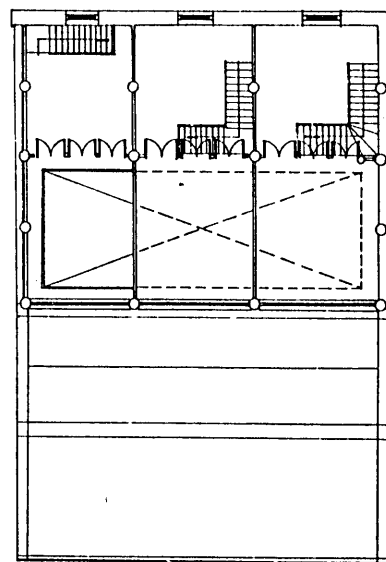
shoppers. Many two-story courtyard stores had balconies facing the courtyards.

b. In a non-courtyard store design, one store occupied a single building without a courtyard. These stores can be described as one-story stores, two-to four-story stores, and stores with archways in the front:

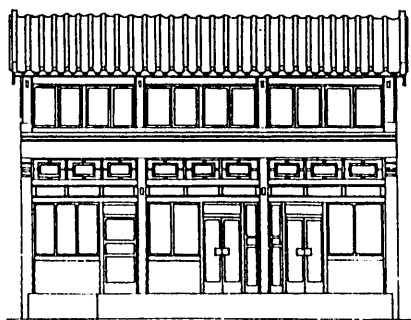
- One-story stores were the most common stores historically. In many cases, the configuration of the floor plan was simple with the store facade made of removable partitions. During business hours, store owners removed most partitions, thus the front part of the retail space opened to pedestrian traffic (fig 3.33). After business hours, removed partitions were put back to close the stores. Some of them added decorative fire walls to the facades to catch shoppers' attention (Fig. 3.34). The owners usually lived in apartments behind the stores.
- Two to four story stores emerged after Ming dynasty (1644, Fig. 3.35). Originally, the upper levels of some of these stores were used as store owners' residence, with one or more sets of stairs at the rear. Many two-story stores had their second stories recessed from the pedestrian streets to create residential privacy. As business expanded, store owners converted the residential space into retail space and the stairs were



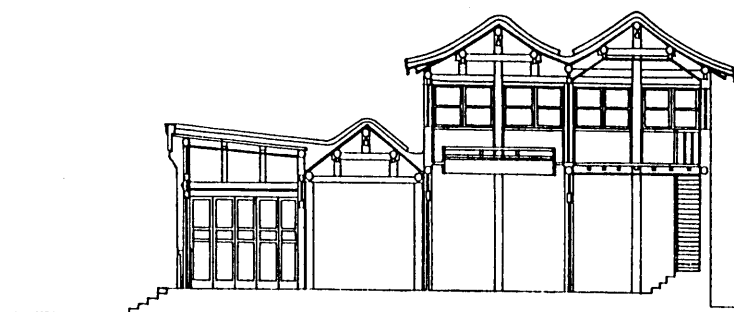
First floor plan



Second floor plan



Store front elevation



Section

Fig. 3.35 A traditional two story store in the DTSD

From A comparative study on the Central commercial and bustling area of Beijing and Tokyo by Zhong Ge

remodeled for commercial use. Some store owners built atriums near stair cases for lighting purposes (Fig. 3.36). Some created setback in front of their stores.

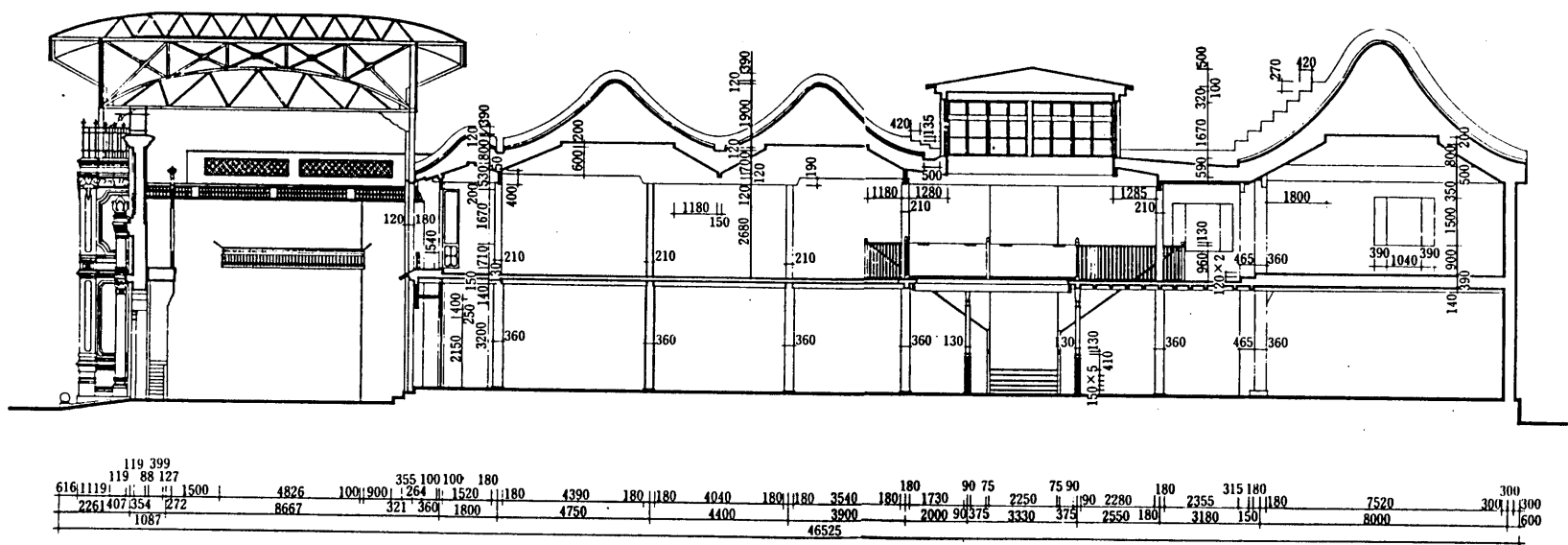


Fig. 3.36 Section showing a store with atriums in both the front and center
From *The Architectural Heritage of Modern China - Beijing*

- Traditionally, merchants built two- to three-story high archways in the front of their stores. The archways were carefully decorated with typical Chinese architectural elements, such as Tou-kung (bracket sets), short rafter, Liang (beam), Chong-tian Zhu (high column), and trenched purlin²¹. In many cases, they were detached from the actual store facades to become impressive store gateways (Fig. 3.37).

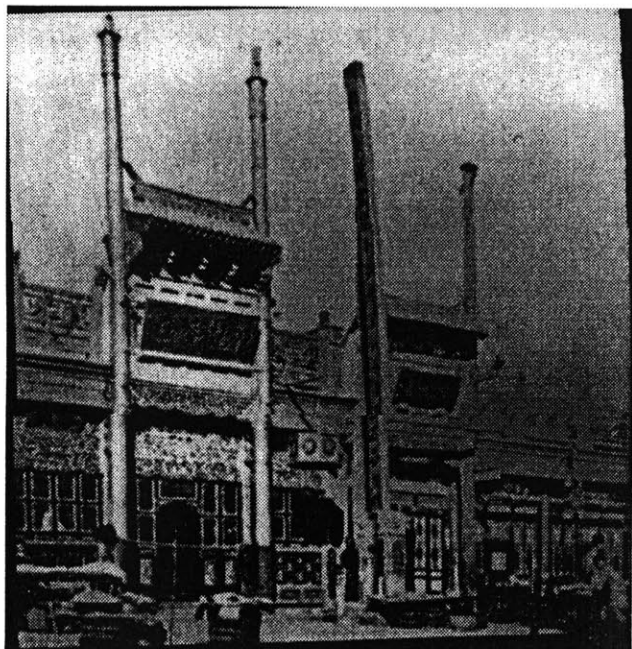


Fig. 3.37 Traditional high archways in the front of stores

From *Jiu Jing Da Guan*

Sometimes, store owners put canopies in-between the store facades and the decorated archways to form a temporary retail space for sales promotion. They brought goods outside the stores to attract pedestrians.

²¹ Liang, Ssu-ch'eng, *A pictorial History of Chinese Architecture*. Beijing, China architecture and building press, 1991. p13.

2. Design of retail space

Similar to the public space analysis, I will study the average flow of shoppers in different type of stores in relation to different group of shoppers and show evidence on how their movement patterns relate to retail space design.

The study has shown that because of different shopping philosophies, shopper’s sequential movements in stores can generally be classified into three categories (Fig. 3.38):

- Purposive shoppers, who know definitely the items they need to purchase before entering the stores.
- Selective shoppers, who decide the type of the goods they are looking for, but also browse at other merchandise offered in the store.
- Wandering shoppers, who visit stores without specific purchasing plans.

Using this concept of shopper types as a lead model, a survey in the DTSD shows that the three types of shoppers have distinct movement patterns in different types of stores.

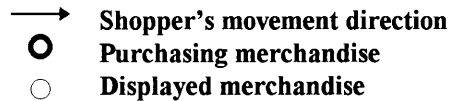
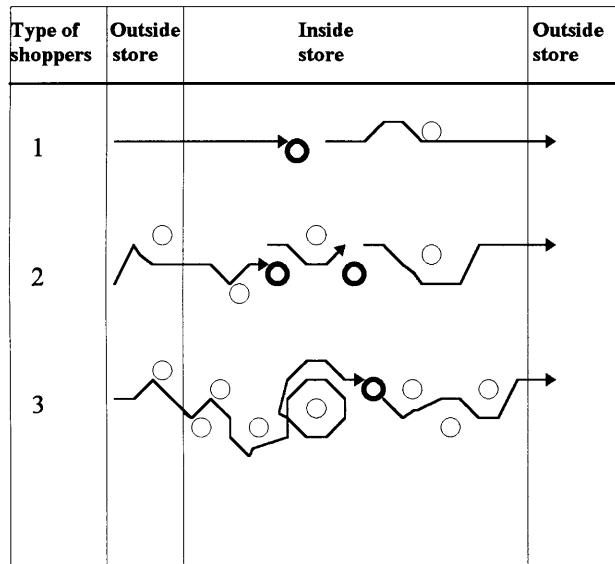


Fig. 3.38 Characteristics of three types of shoppers

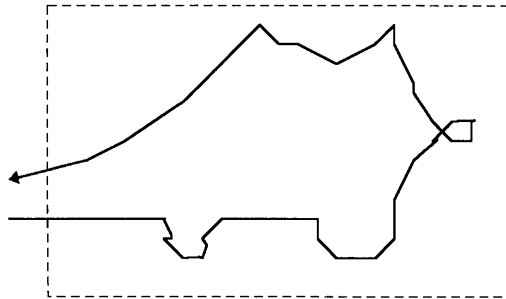
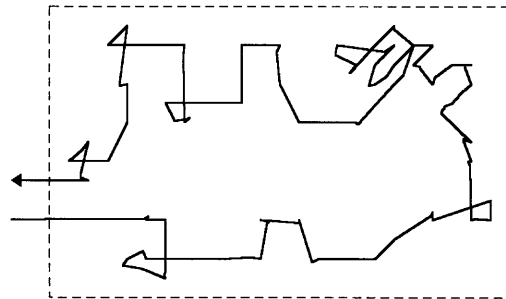
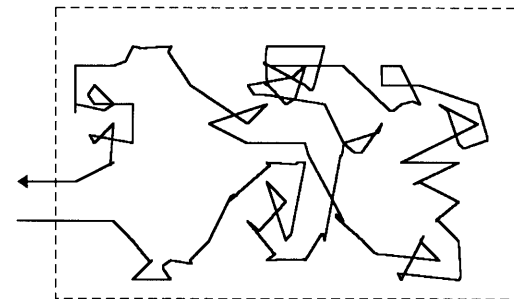


Fig. 3.39 a. Shopper's sequential movement pattern in a drug store



b. Shopper's sequential movement pattern in a book store



c. Shoppers' sequential movement pattern in a clothing store

In Fig. 3.39, Pattern A represents the stores that serve a majority of purposive shoppers. This pattern was observed in antique stores, bicycle/accessories stores, cameras and accessories stores, China, glass and pottery stores, watch stores, herb/health foods stores, tea stores, and most service and repair shops. In these stores, the circulation space is clear and shopping items are categorized orderly so that shoppers can easily find what they look for.

Pattern B represents the stores that serve a majority of selective shoppers. This pattern was observed in book stores, dairy goods stores, furniture stores, jewelry stores. In these stores, circulation space is also clear

and goods are displayed carefully so that it is convenient for shoppers to concentrate on certain items.

Pattern C represents the stores that serve a majority of wondering shoppers. The pattern was observed in children stores, department stores, markets, shoe stores, and clothing and fashion stores. In these stores, shoppers do not move to specific directions. The design of shopping space and way of displaying goods are more attractive and creative, trying to catch every shopper's attention. Meanwhile, because shoppers often need more information on goods for shopping decisions, more space in different locations is provide for shoppers' communication with sales Clarks and store owners

The store interior designs, therefore, are different from each other, depending on their specific businesses. Unique interiors also create sense of individuality, which is essential for attracting potential customers.

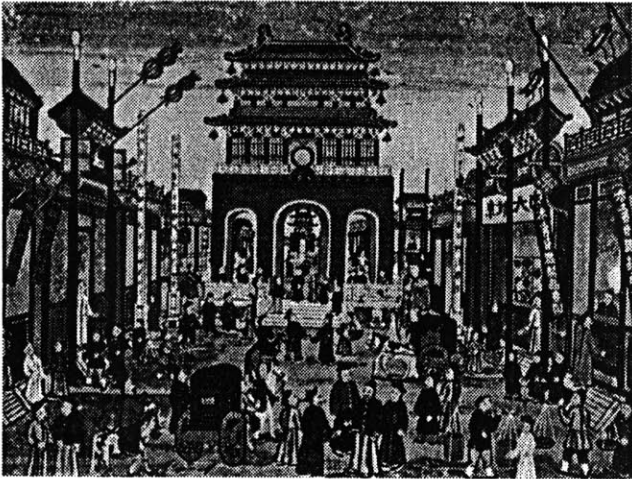


Fig. 3.40 Drawing shows a variety of traditional store frontages

From Traditional Store Frontages in Beijing

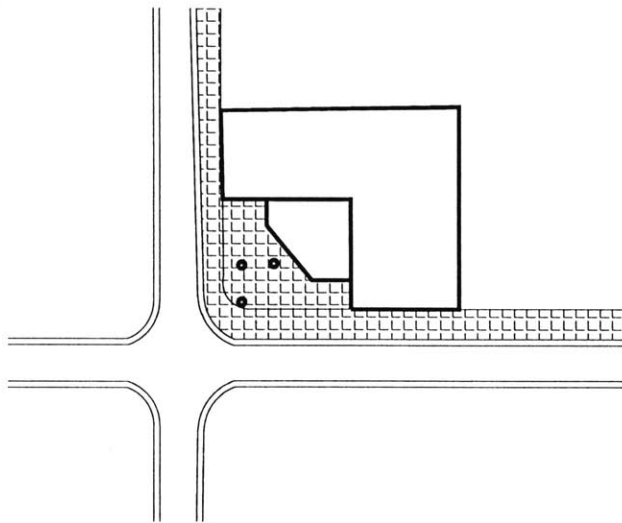


Fig. 3.41 A corner store with its frontage recessed

3. Store frontage

Because the frontage of a store is the first encounter between the goods and the shoppers, it is vital for commercial success in attracting the pass-by and potential shoppers. Traditionally, store facades were heavily decorated with colorful painting, three dimensional signs, and attractive displays (Fig. 3.40). However, the edge between a store and its street was not rigid at all.

- The frontage recessed into the store, freeing the pavement to direct the shoppers into the stores and creating a public space to help pedestrian flow. Obviously, it was advantageous for a store to be located at intersection of pedestrian routes (Fig. 3.41).
- A canopy extended the frontage area indirectly, yet pulling people into the shade to view the displayed goods (fig 3.42).
- A extended structure of frontage expanded the territory of the store into the street, including more pedestrian flow (fig 3.43).

So, the boundary between pedestrian streets and stores has become a transitional zone. The depth of this zone ranged from one and half meters to five meters. Until today, many merchants in the DTSD are still using the idea of creating a transitional zone in front of their stores.

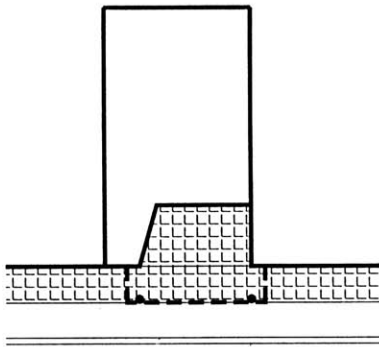
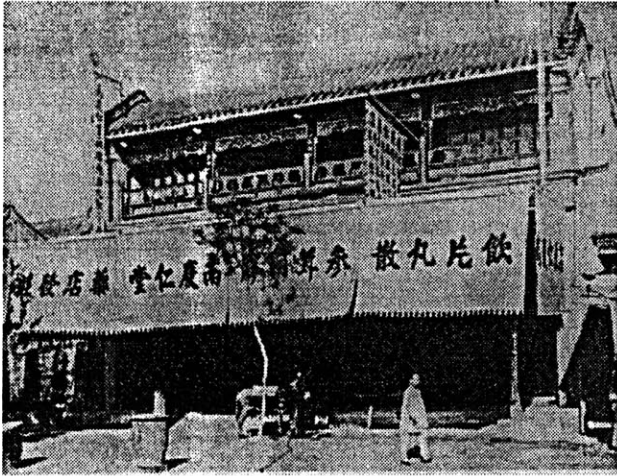


Fig. 3.42 A drug store with a canopy in the front
The picture is from *Traditional Store Frontages in Beijing*

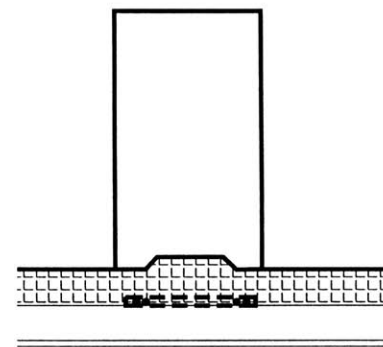
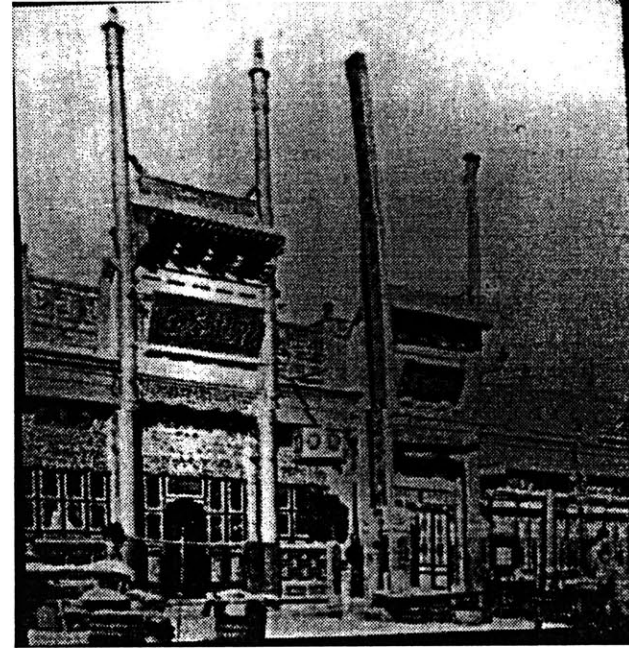


Fig. 3.43 Stores with high archways in the front
The picture is from *Jiu Jing Da Guan*

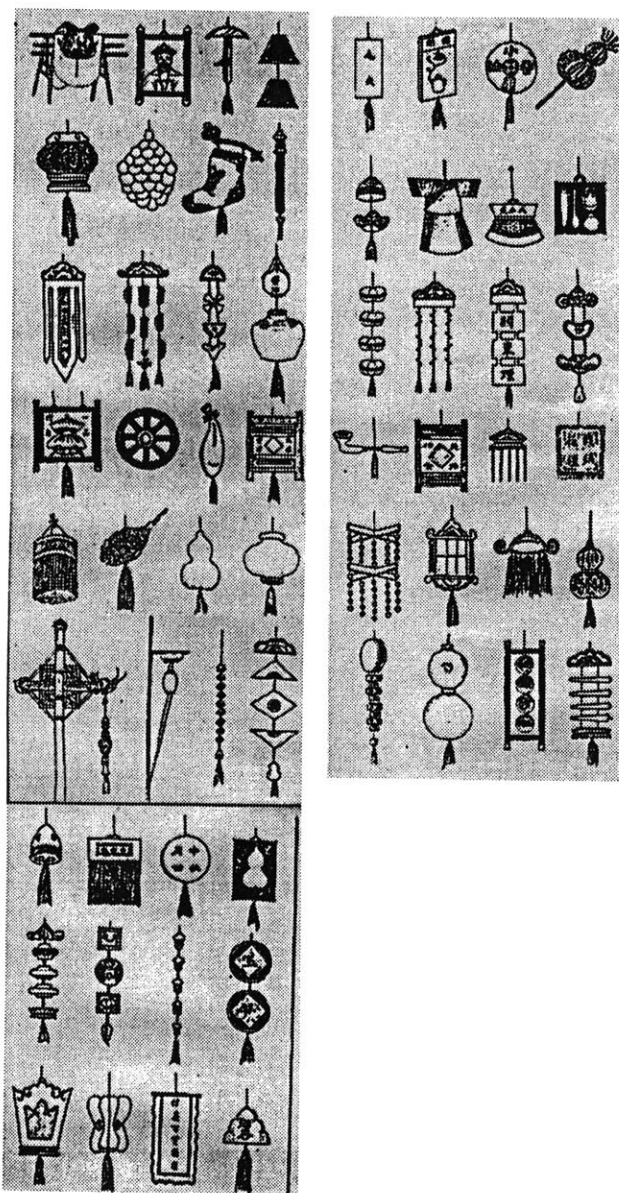


Fig. 3.44 A collection of traditional store signs
 From *Traditional Store Frontages in Beijing*

4. Store sign

After all, the store sign is the most direct and commonly employed communication means between the retailers and shoppers. The signs in the commercial streets in the DTSD play an important role in identifying the nature of the retail stores and attracting potential shoppers. They also animate the shopping environment into a more lively and humanistic atmosphere (Fig. 3.44).

Traditionally, the signs used in the DTSD were not restricted to explanatory characters, but symbols of the trade, giving an indication of the goods or services offered in the stores. Sometimes, three dimensional objects were used as the symbols of different merchandise. Some others were designed to change periodically to show the changing goods, such as signs for drug stores and snack bars . The ways of displaying store signs were also creative. Some were very ad-hoc, chaotic, or systematic.

The scale of traditional store signs fit in very well with that of store facades to respond to the psychological and visual needs of shoppers.²² Hence, store signs and facades perform architecturally as a whole.

²² Chang, 1989. p12.

Chapter IV: Design Principles

Abstracted and summarized from the issues discussed in previous case analysis, seven design principles are proposed to guide the design of modern shopping centers in Beijing. These principles encompass 1) cultural environment, 2) relation to traffic and access, 3) mix of businesses, 4) retail space for small to large businesses, 5) architectural elements, 6) public space, and 7) individuality. Principles aim to explore possible devices for bringing social activities back into the modern shopping environment, so shopping becomes a comprehensive cultural and social experience in Beijing.

For convenience and clarity, I will borrow Christopher Alexander's method of analyzing design patterns in his book called *A Pattern Language*. Each principle consists of the same format. First, a picture is given to illustrate an archetypal example of the principle. Second, after the picture, a detailed description of the nature of the principle and its social and cultural aspects is presented. Finally, diagrams manifest the necessary components and exemplify alternative applications of the principle.

This section does not present a complete set of design guidelines for Beijing's modern shopping centers. However, these key principles are

essential if designers are to understand the shopping tradition in Beijing and incorporate the cultural identity in their future work.

As discussed previously, incorporating Beijing's cultural shopping traditions into built environment is not equal to being "busy creating simulated traditions"²³ or inundating a shopping center with "all the available artifacts and relics"²⁴ without understanding the true meaning of them.

The process of discovering and learning from tradition is dialectic and progressive. The proposed principles do not suggest copying traditional forms that have been discussed in the case analysis without considering the historical and cultural context, and modern shopping requirements. Rather, they are the realistic and applicable incorporation and transformation of the basic urban and architectural qualities existing in traditional shopping centers in Beijing.

²³ Sorkin, Michael, *Variations on A Theme Park*, "Cities for Sale: Merchandising History at South Street Seaport" by M. Christine Boyer. New York: The Noonday Press, 1992. p189.

²⁴ Sorkin, 1987. p190.

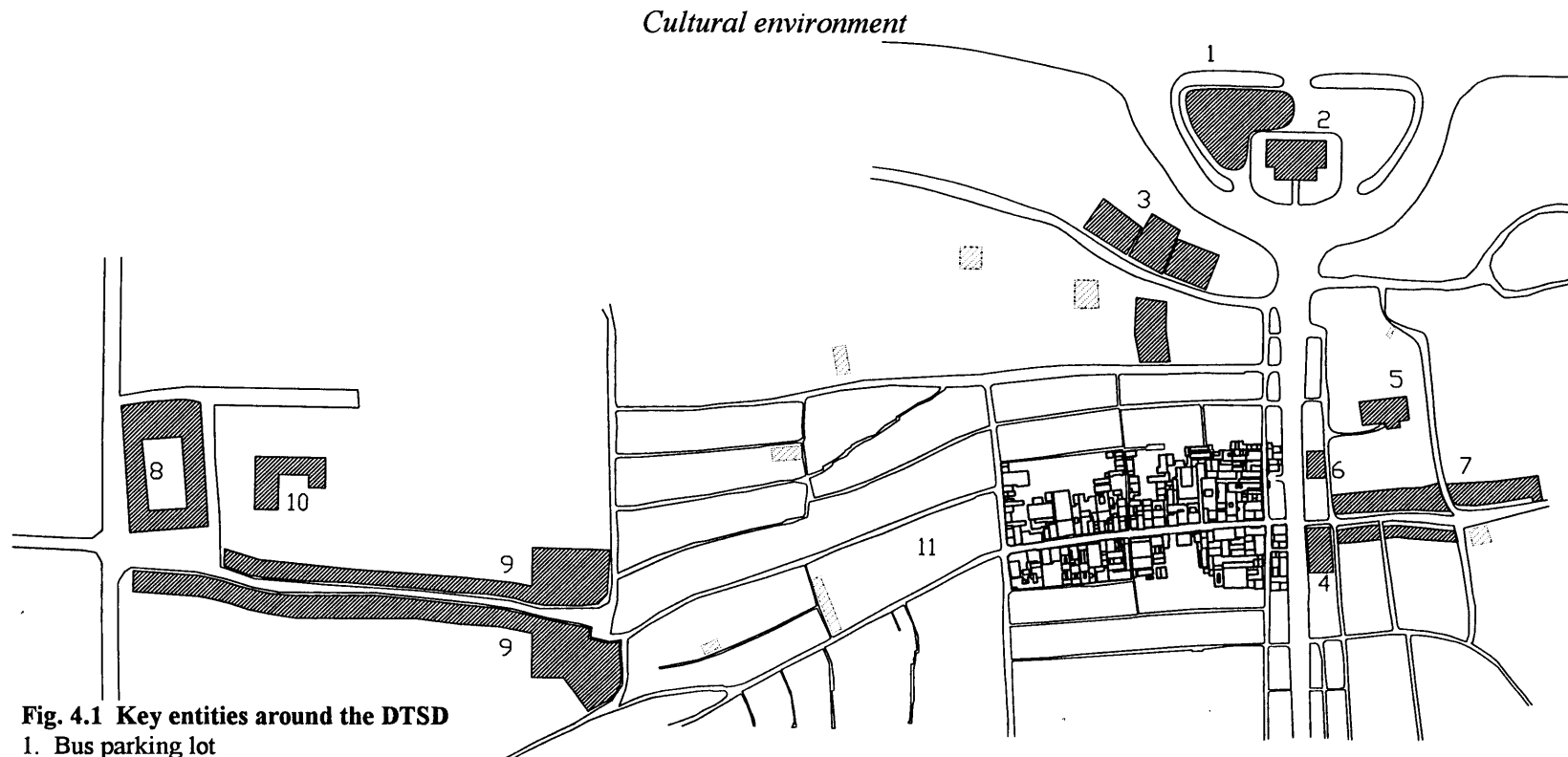


Fig. 4.1 Key entities around the DTSD

1. Bus parking lot
2. The arrow tower of Zhengyang Men (South Facing Gate)
3. Banks
4. Department store close by
5. Guang He Theater
6. Quan Ju De Restaurant
7. Major food market
8. Book market
9. East part of the Liu Li Chang cultural street with art galleries
10. Long distance telephone company
11. Residential area

Note: Dotted boxes indicate the locations of temples demolished during the Cultural Revolution.

Urban shopping centers should be located within an organic cultural context in cities, towns, or communities. Historically speaking, shopping has not been an isolated activity in Beijing. Rather, it is a social and cultural activity integrated closely with shopping.

Therefore, a new shopping center should either be located within an existing cultural context or designed and planned with other nearby recreational facilities to create a comprehensive multi-use cultural environment. These facilities could include theaters, book markets, recreational centers for children, health clubs, large restaurants, post offices, and financial agencies. Because of the heavy traffic of automobiles in the city, each facility should be connected with others by pedestrian streets and lanes. Most importantly, they should be located close to public transportation.

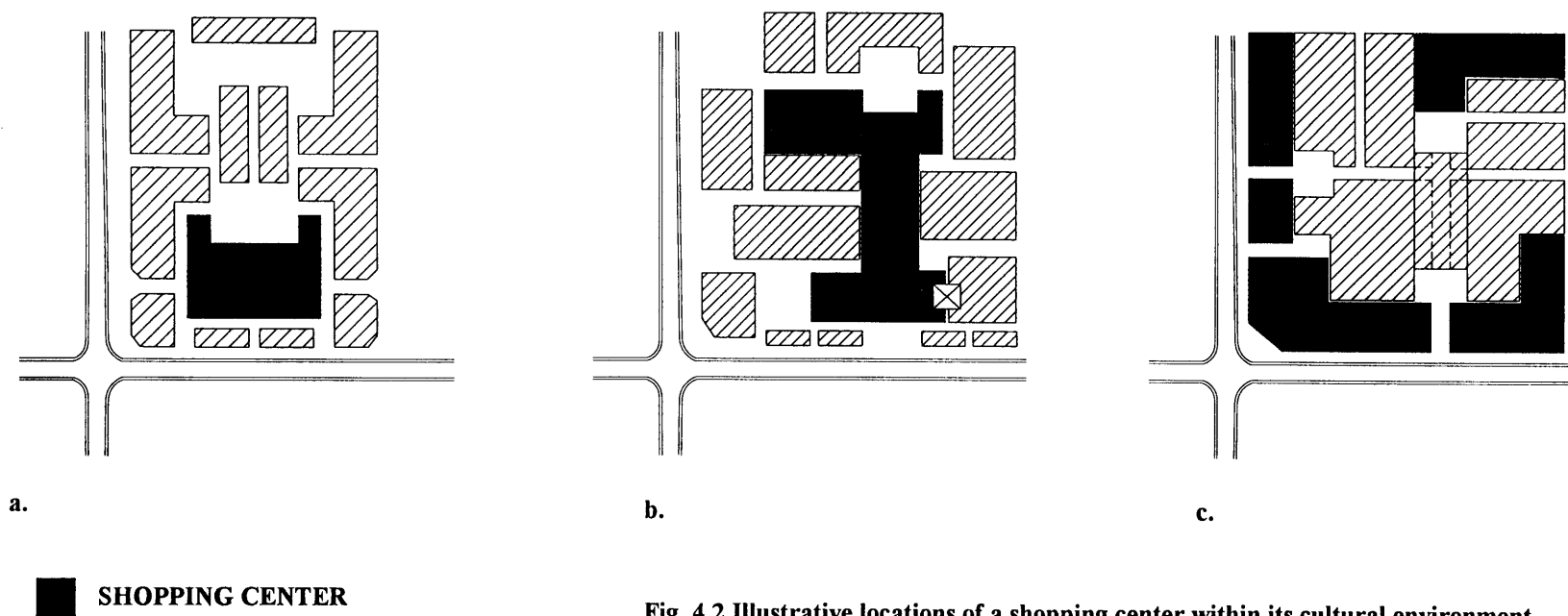


Fig. 4.2 Illustrative locations of a shopping center within its cultural environment

In Fig. 4.2 (a), the shopping center is designed as an independent entity within a cultural context. In this case, it should be close to the main traffic arteries (See next principle for details on the design between a shopping center and a artery of traffic).

In fig 4.2 (b), the shopping center is designed as the connector of other facilities within its cultural environment. In this case, it could be interpreted as a group of shopping streets, functioning both as pedestrian pathways and shopping area.

In Fig. 4.2 (c), the shopping center is designed as the boundary of a cultural center. In this case, it maximizes the number of stores facing the arteries of traffic. Thus, the shopping center serves to connect the pedestrian streets and other facilities within its cultural context.

So, depending on the center's context, it can be integrated with its cultural environment in different ways. The right approach should reflect how important the shopping is as part of the comprehensive cultural and social experience.

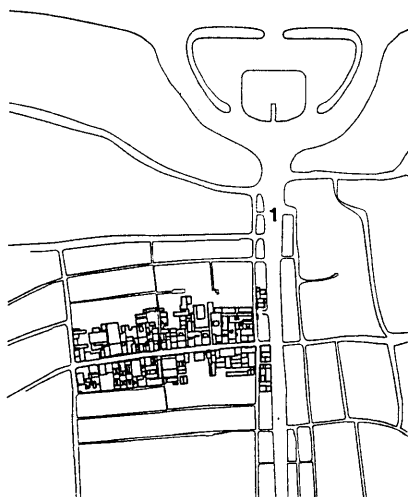
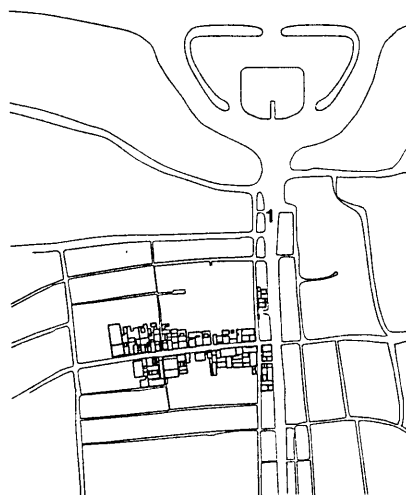
Relation to traffic and Access



Fig. 4.3 Commercial activities along T'sien Men Street in the last years of Qing dynasty

From Jiujing Da Guan

To attract large masses of shoppers, urban shopping centers must be located near major arteries in their cities, towns, or communities. In general, larger centers should be located near to larger arteries(Fig. 4.4).



1. T'sien Men Street

Fig. 4.4 a. The DTSD in 1750

b. The DTSD in 1940 when T'sien Men Street was widened and much busier.

However, since the shoppers do not get direct benefit from the traffic, they need a quiet, comfortable shopping environment. Thus, an intermediate zone should be established, serving as a transition between the traffic artery and the multi-story shopping center. This space should contain short term rentable space for peddlers, specialty stores, tea houses, coffee shops, and outdoor galleries. It should also contain open and enclosed public spaces for socializing activities with appropriate landscape. In most cases, the combination of two or more devices should be considered in design, in order to create a humane and comfortable transitional zone from the space for cars and bicycles to the one for people.

a.

Under no circumstances, should this space be occupied by automobiles or bicycles. Because the intermediate zone is so close to pedestrian streets, it is the ideal location for small commercial businesses. Parking lots for both cars and bikes should be located either behind or underneath shopping centers.

b.

To ensure pedestrians to feel comfortable walking on the street, it is essential to carefully control the height of stores along pedestrian streets (Fig. 4.5). No stores' street facades should exceed four stories in height, so that pedestrians feel comfortable when they walk along the street.

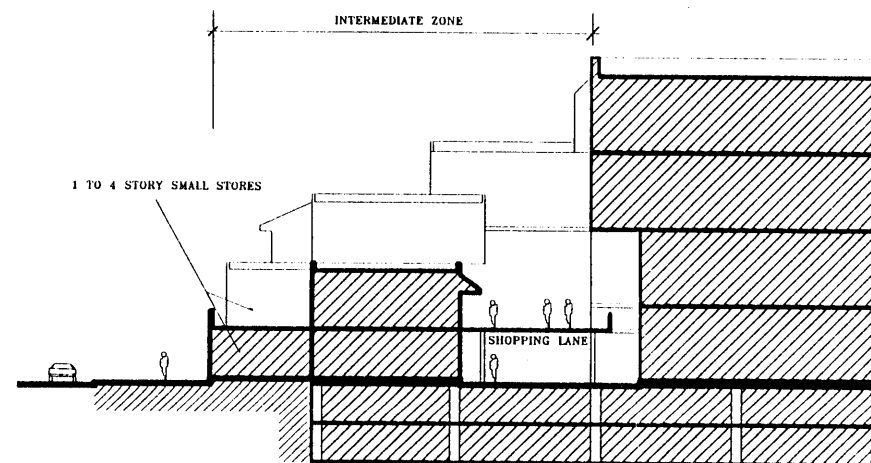
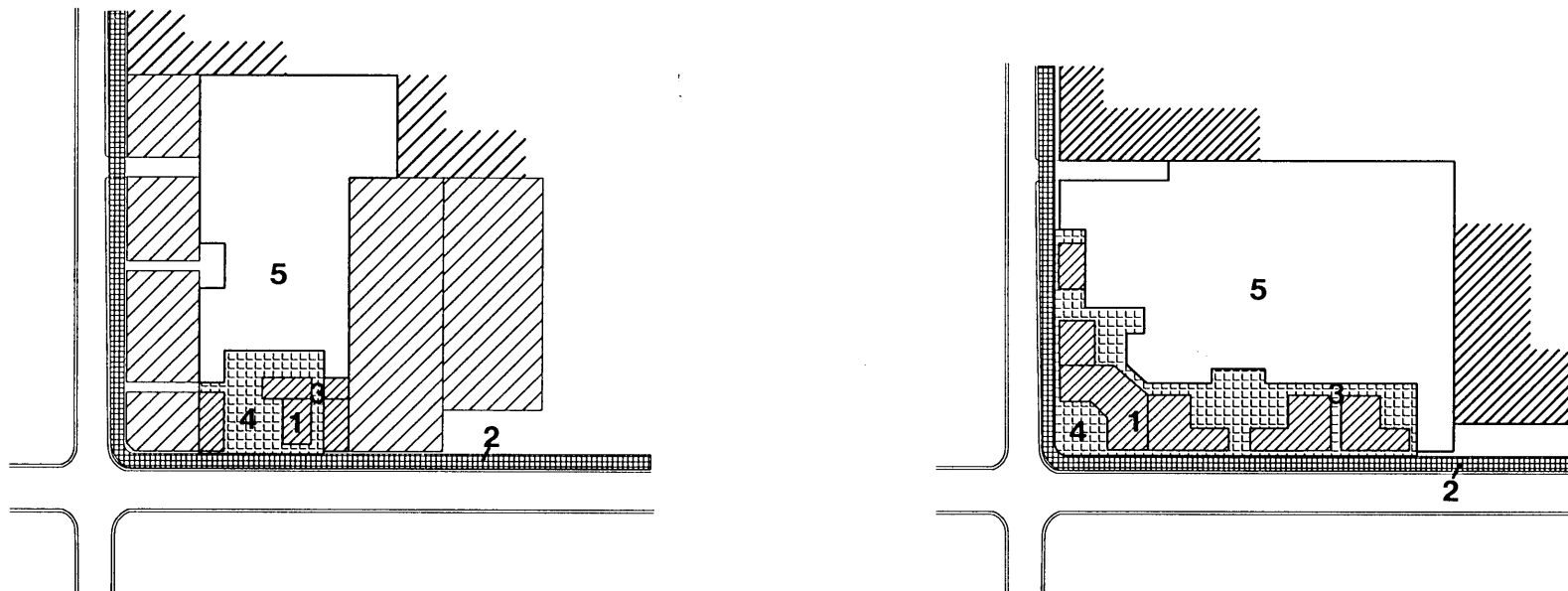


Fig. 4.5 Section of an intermediate zone with one to four story shops and a shopping street.



a.

b.

Fig. 4.6 Two illustrative possibilities of the design of the intermediate zone

- 1** SMALL STORES
- 2** PEDESTRIAN
- 3** SHOPPING LANE
- 4** GATHERING PLACE
- 5** LARGE SHOPPING CENTER

In Fig. 4.6 (a), the intermediate zone is designed with small stores and snack bars and gathering places where traditional and seasonal markets can take place. When there is no market event, the space can be rented to peddlers and snack bars owners. The space in front of a large shopping center is the ideal location for them.

In Fig. 4.6 (b), a pedestrian shopping zone with several small gathering places are created in front of a large scale shopping center. Small stores, peddlers, and snack bars are the primary type of businesses in the intermediate zone. Business owners can rent space on a short term basis. Structures elected in this zone should be easy to be remodeled due to the fact of frequent change of tenants. In this case, the intermediate zone becomes an organized permanent market with small businesses.

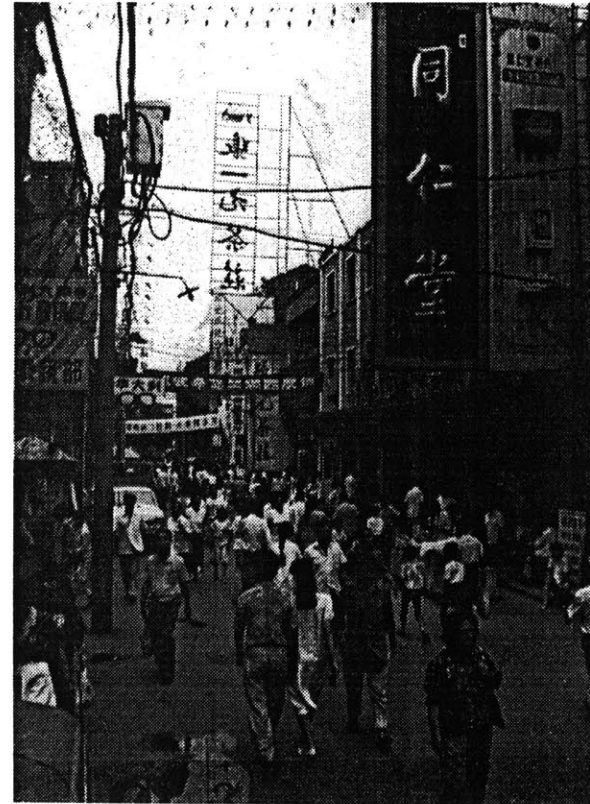
Mix of businesses

Fig. 4.7 Diversified business types in The DTSD

As discussed in the case analysis, traditional Beijing shopping centers today host a variety of stores and services, including retail stores, service agencies, repair shops, and restaurants. A modern shopping center should also be a comprehensive shopping environment. According to modern shopping center design theory, a shopping center should consist of divided zones for different types of business in order to stimulate commercial

competition. Sometimes, without being too rigid, some types of business can be mixed for better business combination and profit.

Small restaurants, tea houses, coffee shops, snack bars, and food stands are important assets to a shopping center in Beijing. Besides being clustered in one zone, they should be scattered throughout the center, and close to public spaces, providing shoppers a place to rest (Fig. 4.8).

Each business zone should be designed with a unique image in order to reflect the nature of the business (See the principle of individuality).

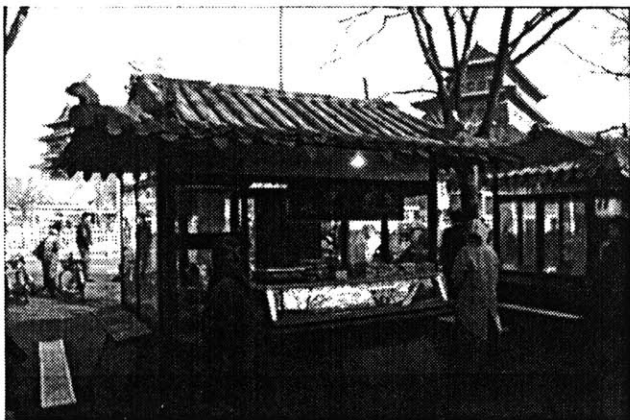


Fig. 4.8 Tea table in front of a traditional movie house
From *Jiu Jing Da Guan*

Fig. 4.9 List of possible business entities and clusters in shopping centers

Retail stores	Service agencies	Repair shops	Eating places
Antique	Banks/ATM stations	Bicycle repairs	Coffee shops
Art supplies and frames	Beauty shops	Camera repairs	Food stands
Book stores	Book ordering	Electronic repairs	Small restaurants
Bicycle/accessories	Cleaners	Glasses repairs	Snack bars
Cameras and accessories	Framing stores	Jewelry repairs	Tea houses
Camping/Sports goods	Health clubs	Shoe repairs	
China, glass and pottery	Herb consultants	Suitcase repairs	
Children stores	Interior decorators	Toy repairs	
Clock/watch stores	Key shops	Watch repairs	
Clothing stores	Law firms		
Dairy goods	Photographic studios		
Department stores	Psychics		
Electronics			
Fruiterer/greengrocer	Tailor/valets		
Furniture	Travel agencies		
Glasses stores	Video showrooms/rentals		
Herb/health foods stores			
Jewelry stores			
Market			
Shoes			
Stationary, cards			
Tea shops			
Tobacco/Confectionery			
Variety stores			
Women's fashion/clothing			

Retail space for small to large businesses



a.



b.

Fig. 4.10 Shopping center tenants in different sizes

a. Very small tenant

b. Small tenant with long leasing terms

c. Department store



c.

Both the size of businesses and length of leasing terms affect the design of retail space in a shopping center. For instance, retail space for short term small tenants should have less permanent partitions. So, the tenants can have choices on store sizes and individual designs

Three types of retail space should be provided in a shopping center:

- Space for very small tenants, who require less than 4 square meters with temporary leases (less than 6 months, sometimes, the lease could be on daily basis). This type of retail space can be located on lower levels of a shopping center or outside the building with canopies and stands like the market space in the DTSD.
- the space for small tenants, who require less than 150 square meters retail space with long leases (more than 6 months). This type of retail space should have a permanent building structure with minimum partitions since each tenant requires individual attention and his store tail-made to suit. This means detailed discussions, on store design and layout, with tenants and their architects to ensure that their stores fit in with the general style of the shopping center.
- the space for large stores, who require more than 150 square meters retail space with long leasing terms (more than 36 months, sometime, they are the owners of the shopping center). This type of retail space can be designed with all the design details that tenants agree on.

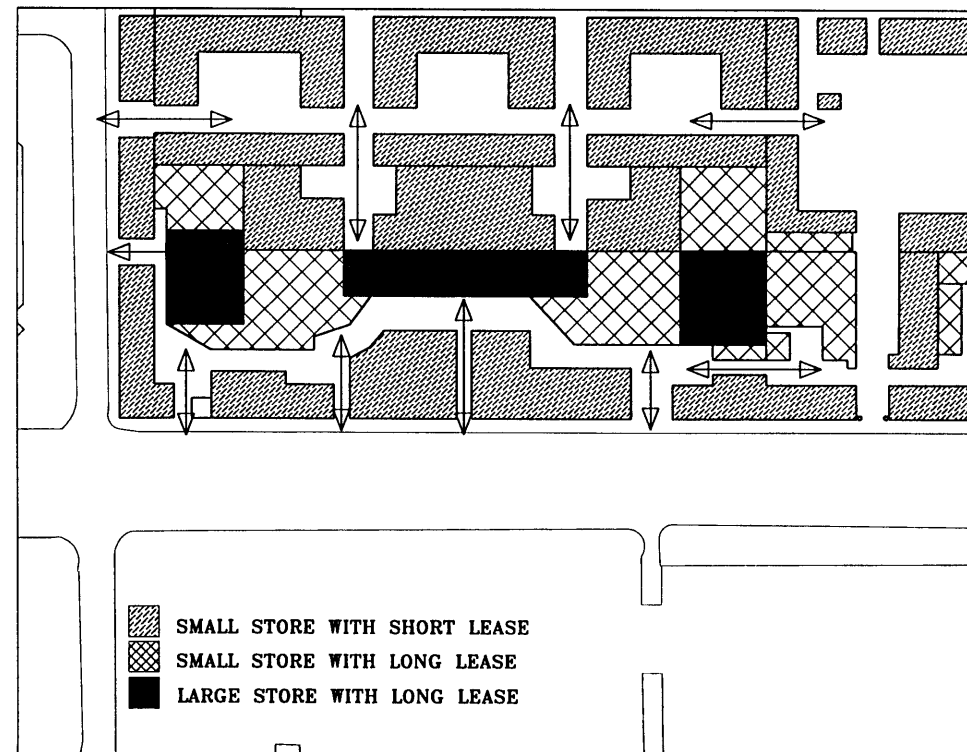
As cited in the case analysis, small-scale retail businesses in Beijing have a long tradition and still dominate retail business in today's modern commercial prosperity. Besides attracting large stores to become long term

lessees, new shopping centers should provide adequate space for a variety of small tenants to do business based on both short and long term leasing terms.

The traditional concept of shopping streets and lanes can be used as a model to organize rentable space for small tenants. It helps to link various sizes of stores to form a coherent shopping environment. Details on the design of public space in relation to the size of stores will be discussed in the principle of public space.

Fig. 4.11 Diagram shows the relationship between small and large stores in planning

Department stores are located in six to seven story building in the middle of the complex. The lower levels of the buildings can also be rented to small tenants with long-term leases. The tall building is surrounded by one to four story stores of small businesses. The two are linked by traditional shopping streets in both horizontal and vertical directions.



Architectural elements

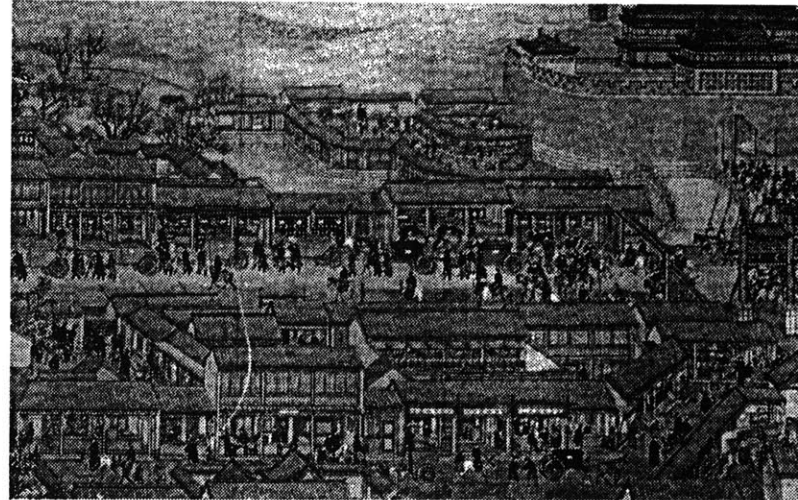


Fig. 4.12 Partial painting of Qian Long's traveling to the south

From Traditional Store Frontages in Beijing

Stores in a shopping center should never be perceived as independent objects, but rather as part of a spatial continuum. Based on the discussion in the case analysis (Fig. 3.26), seven key architectural elements are suggested to create a complete shopping environment in Beijing:

1. Gateways - defining a translucent boundary and marking the beginning point of a shopping center.
2. Intermediate zone - creating transitional space between the space for automobiles and the one for people.

3. Individual shops and department stores in various scales - providing various goods and services.
4. Primary circulation space - creating major shoppers' pathway in bridging all stores and gathering places.
5. Secondary circulation space - connecting primary circulation space and providing service passage to various stores.
6. Gathering places - providing space for collective activities, such as eating, socializing, resting, folk artists' performance....
7. A market tower - creating a vertical land mark in the dynamic cultural environment.

Among the seven elements, circulation space and gathering places function as linkages between different components to create an spatial order in a shopping center.

Public space



Fig. 4.13 A scene of the public space inside
Chang Dian market in Beijing
From Jiu Jing Da Guan

The design of public space, which encompasses circulation space and gathering places, should be the objective reaction to the shoppers' sequential movement patterns in public space. Thus, the public space becomes the

spatial organizer of a shopping center. In other words, the shoppers' sequential movement pattern in a shopping center is, in no way, a result of the design of public space in the center. Therefore, the configuration of public space in a shopping center is the response to the nature of business types and Beijing's shopping culture.

Two types of public spaces are detailed in the case analysis: Shoppers' pathway for circulation and gathering places for socializing (Fig. 3.28). Together, they constitute the organic and fundamental spatial structure of the shopping center.

The relationship between public space and shoppers' sequential movement patterns should be used to guide the design of public space in new modern shopping centers to create a comfortable and enjoyable shopping environment. Fig. 3.29 in the case analysis indicates the impact of shoppers' sequential movement pattern on the design of the length and width of the pedestrian streets and lanes in the center. It also suggests how the location and size of the gathering places in a shopping center should respond to the pattern of pedestrian flow. Each gathering place should possess its own characteristic, relating to the nature of the surrounding stores.

Individuality

A shopping center is the synthesis of many tenants in various scales. It houses the spectrum of businesses including retail, service, repair, and restaurants. This nature of the manifold function should be incarnated architecturally to create a spatially rich and enjoyable shopping environment. Otherwise, the center will be no more than a warehouse of goods for sale.

The DTSD case shows it is possible to have distinct styles for individual stores that also fit in well with the organic shopping system. Within the structure of modern shopping centers, tenants should be encouraged to create their own business environment, according to their individual tastes and business needs. Nevertheless the final design solution must be approved by the architect in charge, which means that tenants should consult with the architect during early design stage.

The individuality of stores can be achieved by being creative when designing store plans, frontages, and signs.



Fig. 4.14 A store front in the DTSD in late Qing dynasty

From *Traditional Store Frontages in Beijing*

Chapter V: Fang Zhuang New Shopping Center design proposal

This section is a schematic design of a new neighborhood and regional shopping center in Fang Zhuang, a community in southeastern part of Beijing (Figs. 5.1, 5.2, 5.3, 5.4). The study consists of two parts, site investigation and design intentions. It aims to illustrate the application of the seven previously summarized principles for designing modern shopping centers in Beijing.

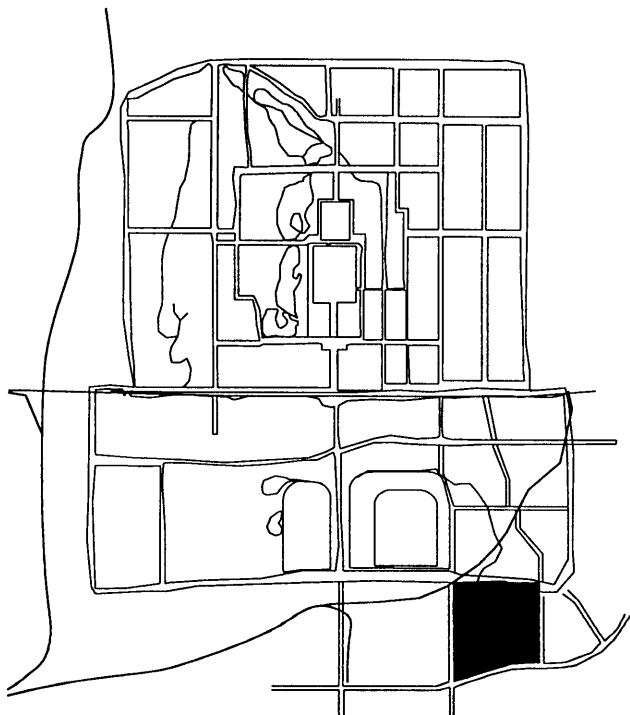
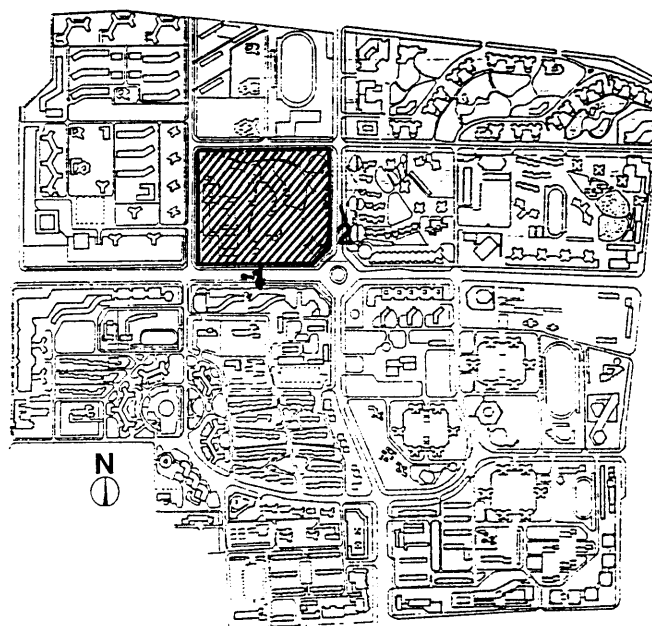


Fig. 5.1 Location of Fang Zhuang in Beijing



1. Pu Fang Street
2. Fang Gu Street

Fig. 5.2 The master plan of Fang Zhuang community

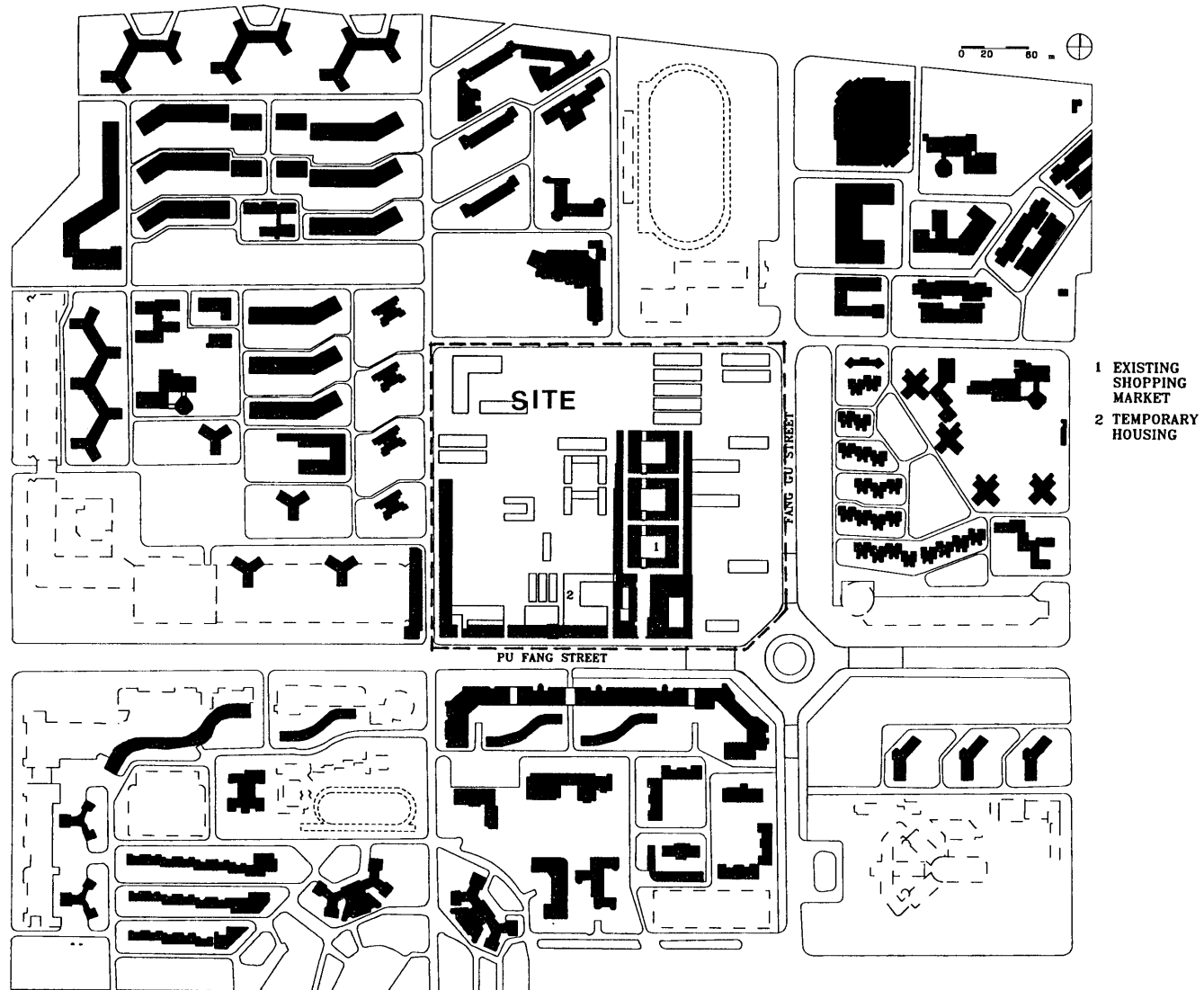


Fig. 5.3 Existing site plan with its surroundings

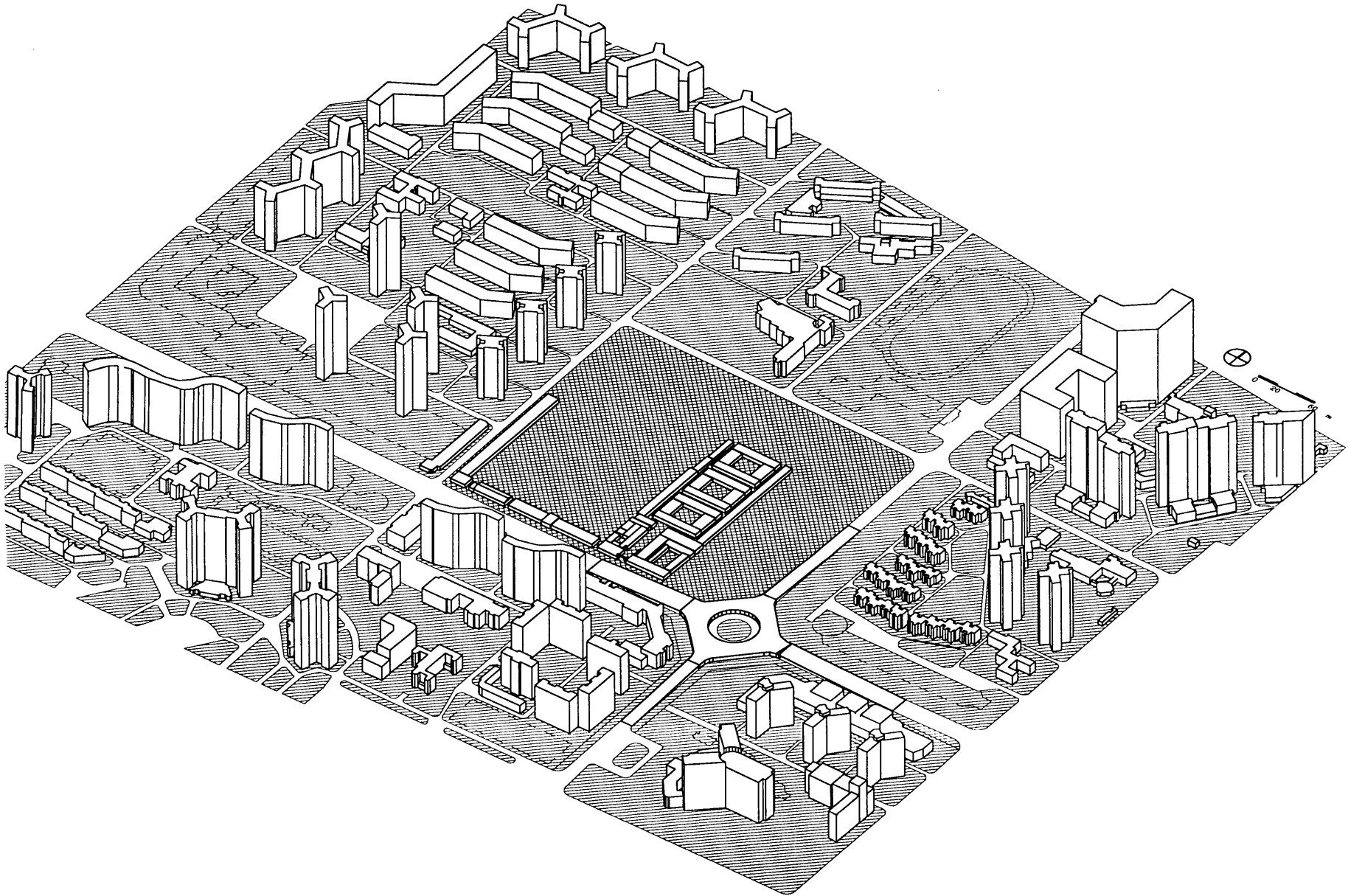


Fig. 5.4 Isometric of the site and its surroundings

Site investigation

Existing context

The existing context provides advantages for a community and regional shopping and cultural center on the site.

As shown in Figs. 5.1 and 5.3, the site is located directly outside the inner city and near the intersection of Pu Fang and Fang Gu streets. Fig. 5.5 indicates the automobile traffic pattern around the site. Pu Fang Street, a major city artery, is the busiest street around the site. Fang Gu Street is also a main traffic artery which connects Beijing's second and third circular expressways. The two streets well connect Fang Zhuang with the rest of the city.



Fig. 5.8 One view of the existing shopping center

As the physical center of the Fang Zhuang community, the site is surrounded by a variety of functions, including high-rise apartments, low-rise apartments, condominiums, kindergartens, primary and high schools, and an existing shopping center. An entertainment center and recreational facility with an open field are scheduled to be built soon (Figs. 5.6, 5.7). The educational facilities, including kindergartens, primary and high schools, and future recreational facilities are located north, northeast, and northwest of the site. An existing shopping center (Fig. 5.8) and senior center are located

in the block across from Pu Fang Street. Two post offices are close by and an office building sits next to the proposed recreational facilities. In essence, this is an ideal site for a new shopping center in the middle of one of the city's bustling communities.

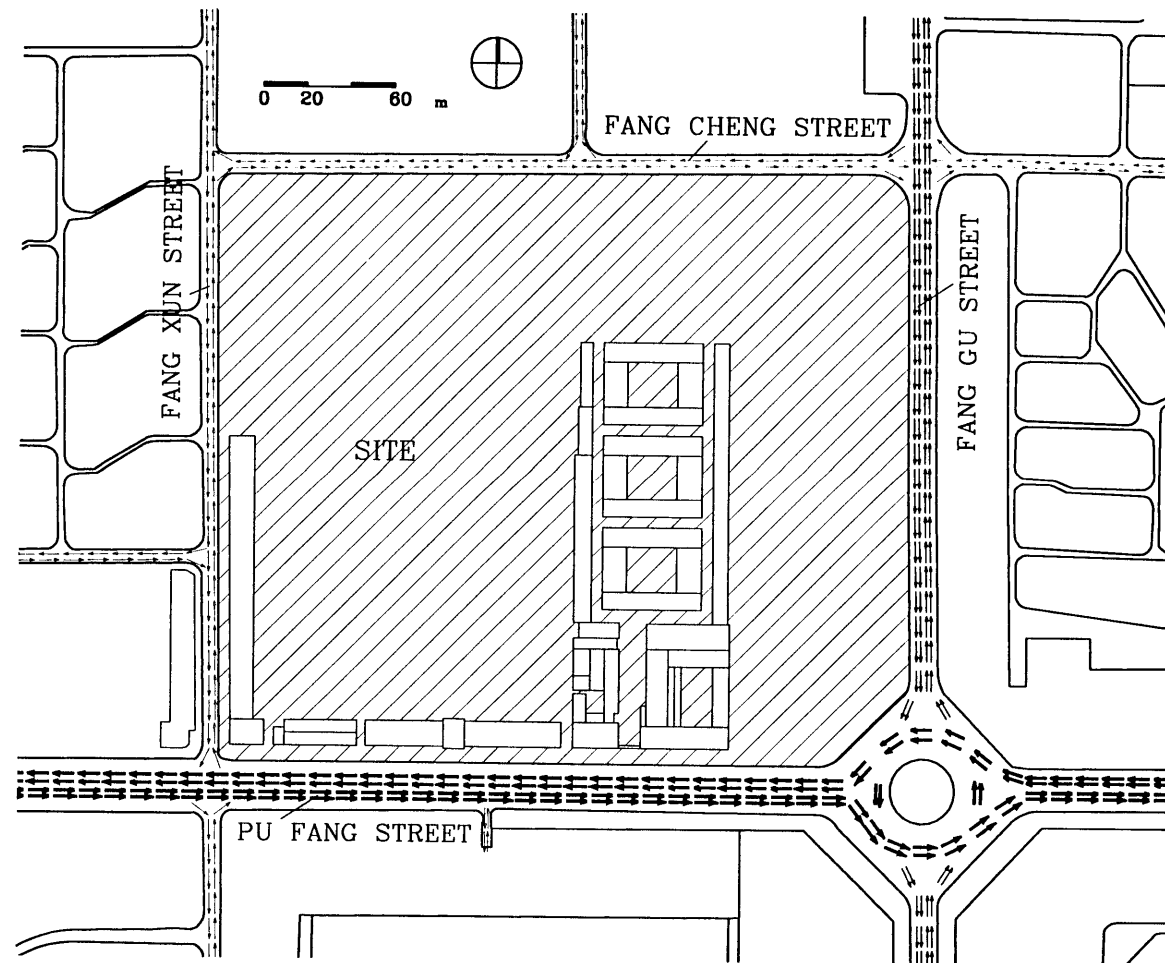


Fig. 5.5 Automobile traffic pattern around the site

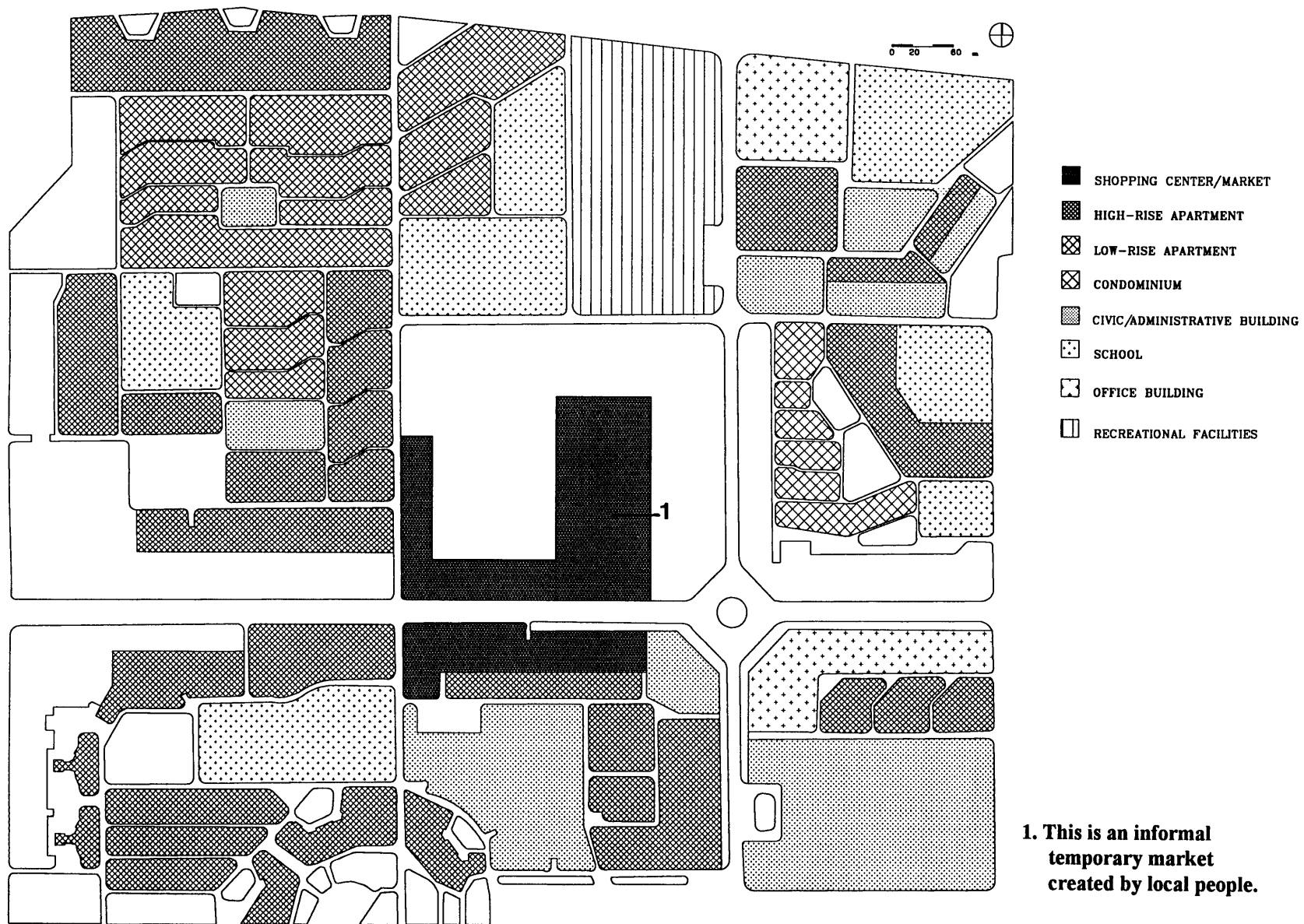


Fig. 5.6 Existing land use around the site

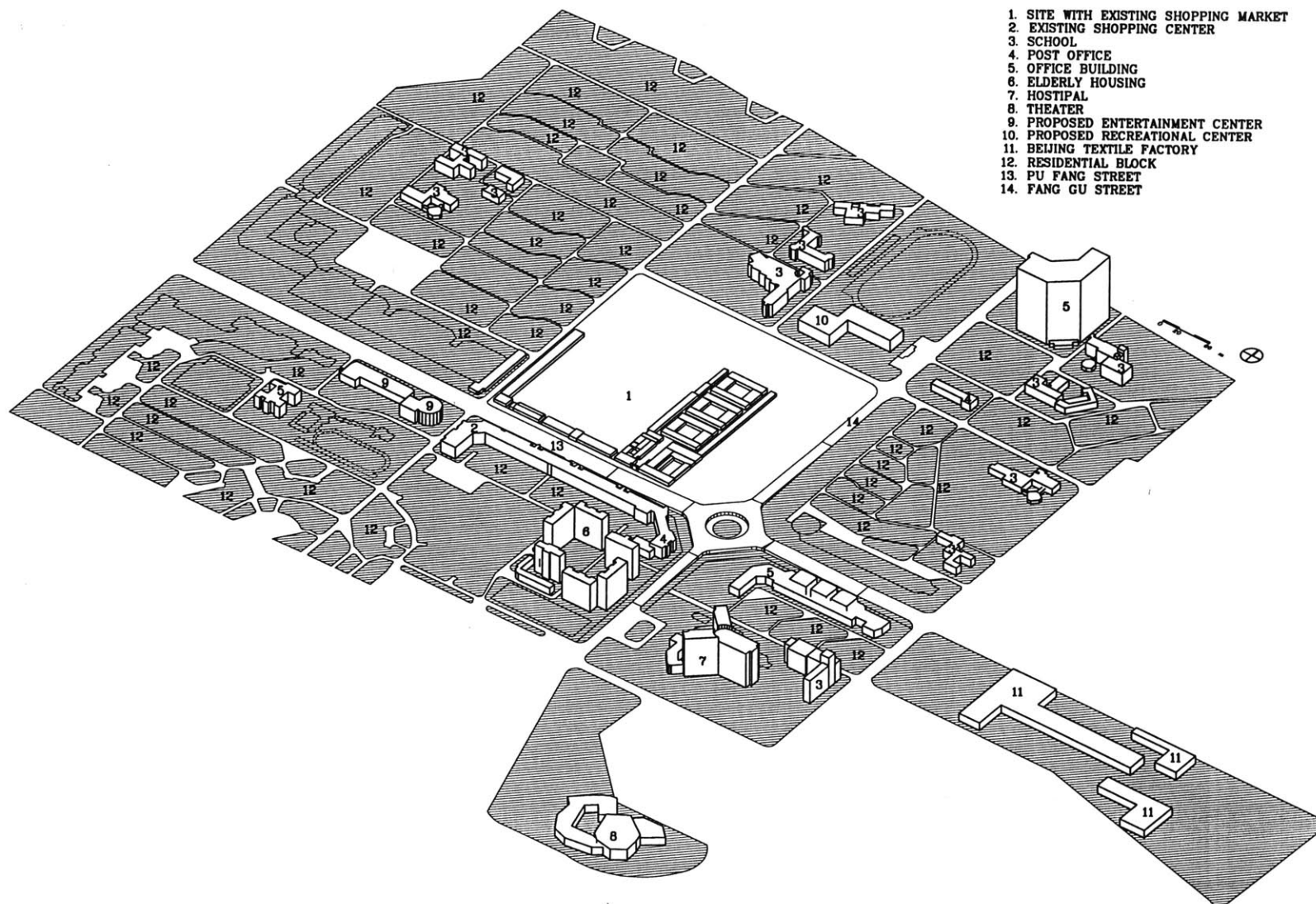


Fig. 5.7 Existing cultural and social facilities

Existing site

The site of Fang Zhuang New Shopping Center is a 310 m x 260 m block (1,033 ft. x 867 ft.). It is currently used as an informal market and temporary housing for construction workers (Fig. 5.9). At present, there are more than 150 individual retail stores, repair shops, restaurants, and other services in the shopping market, most of which are temporary one-story buildings. At this moment, the Fang Zhuang Real Estate Company, which is responsible for developing and managing the Fang Zhuang community, is seeking preliminary proposals for the future development of this block.

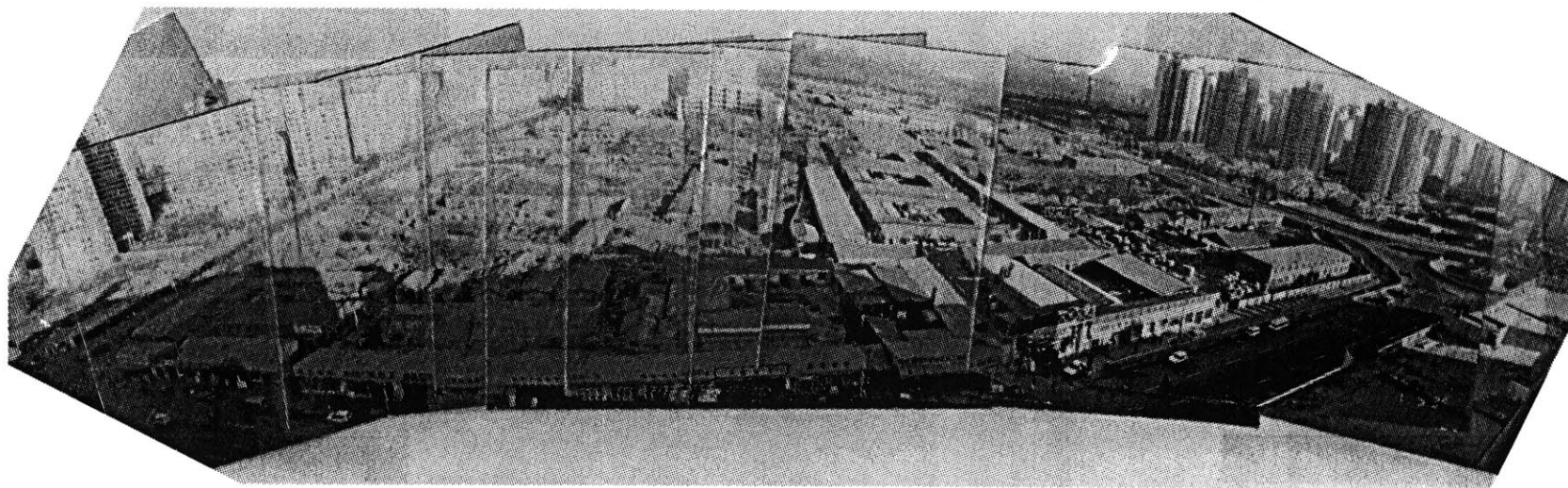


Fig. 5.9 Air view of the site

Design intentions

After several conversations, early this year, with Mr. Zhang Zhi, the head of the Fang Zhuang Real Estate Company, and based on the site analysis, I proposed the general idea that the site be developed into a permanent shopping and cultural center serving both the neighborhood and region. There are two major program objectives for the site:

- Provide new permanent shopping for the local and regional population. In addition to the shopping center, there will be a series of cultural facilities proposed on the site. Coming to the complex, one will enjoy a rich cultural experience.
- Preserve the important features of the existing market on the site and try to merge it into the new complex. (Fig. 5.10). Functioning very well today, the existing temporary market was created by local people. It embodies many features of Beijing's traditional markets, such as market gateway, shopping street, courtyard type of gathering place, and mix of business types.

Since the real task of this study is not to develop a detailed conventional building program for the site, I will hereby concentrate on exploring how the seven design intentions that could be implemented in the Fang Zhuang New Shopping Center design.

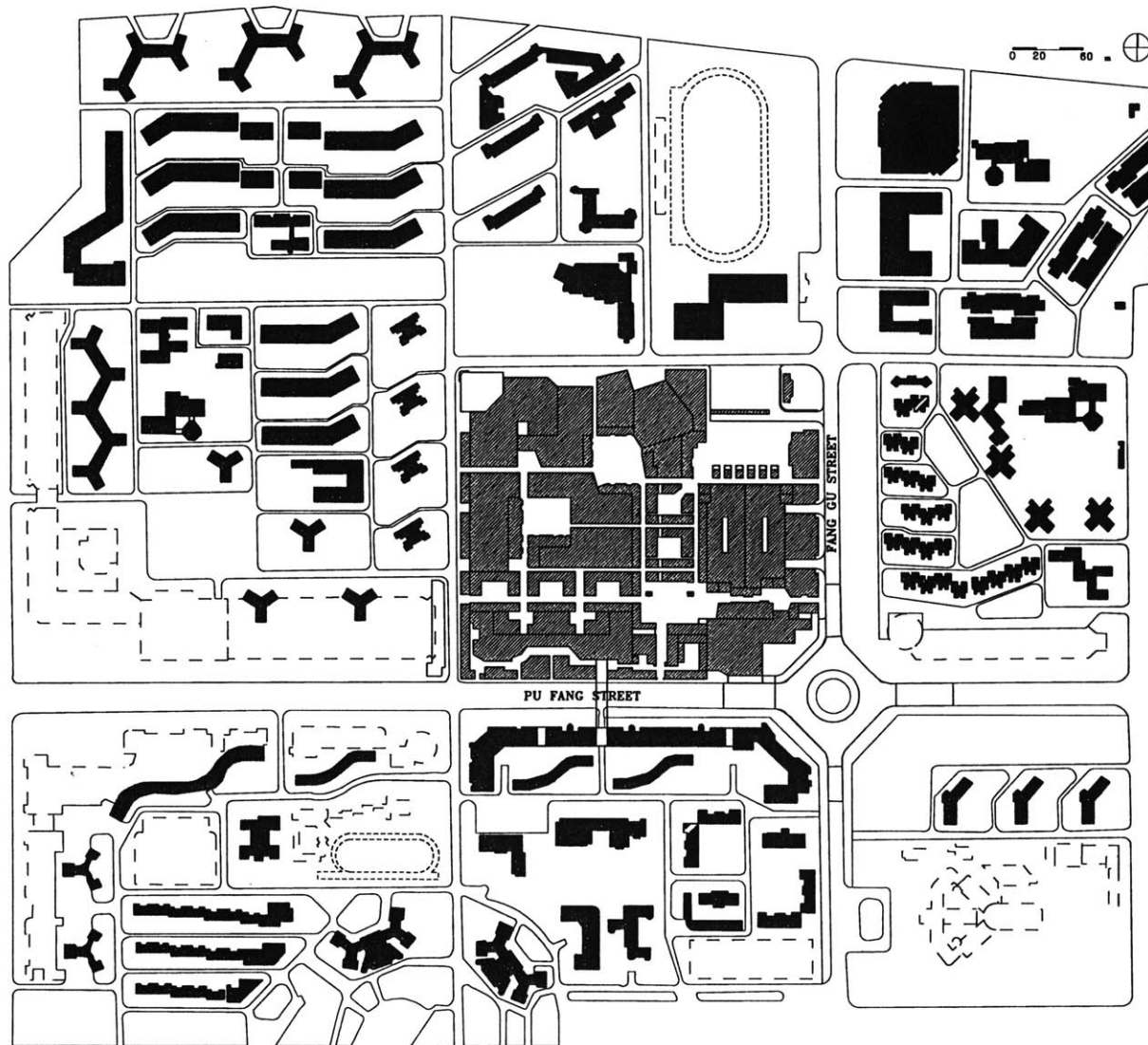


Fig. 5.10 Site plan with its surroundings

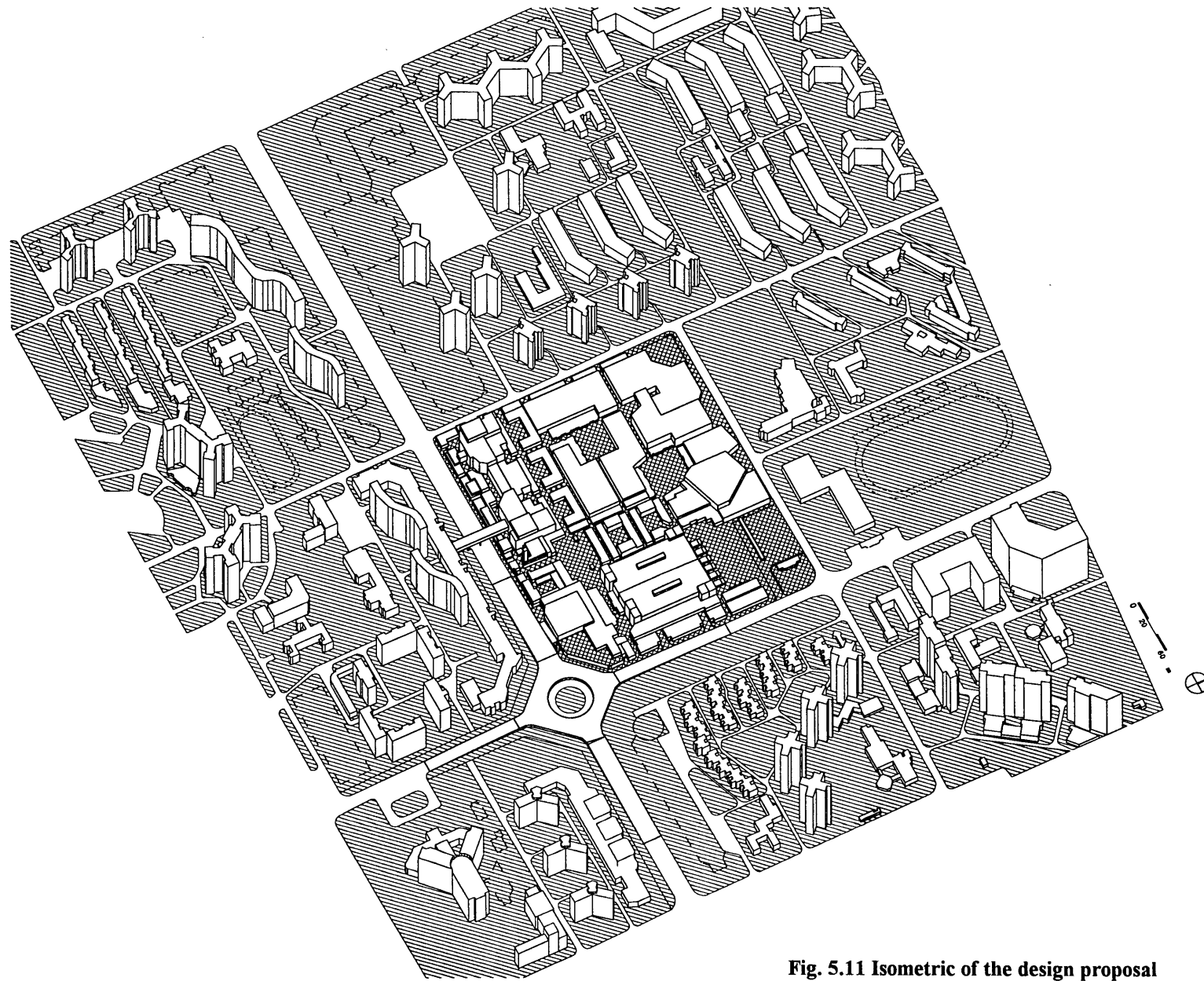
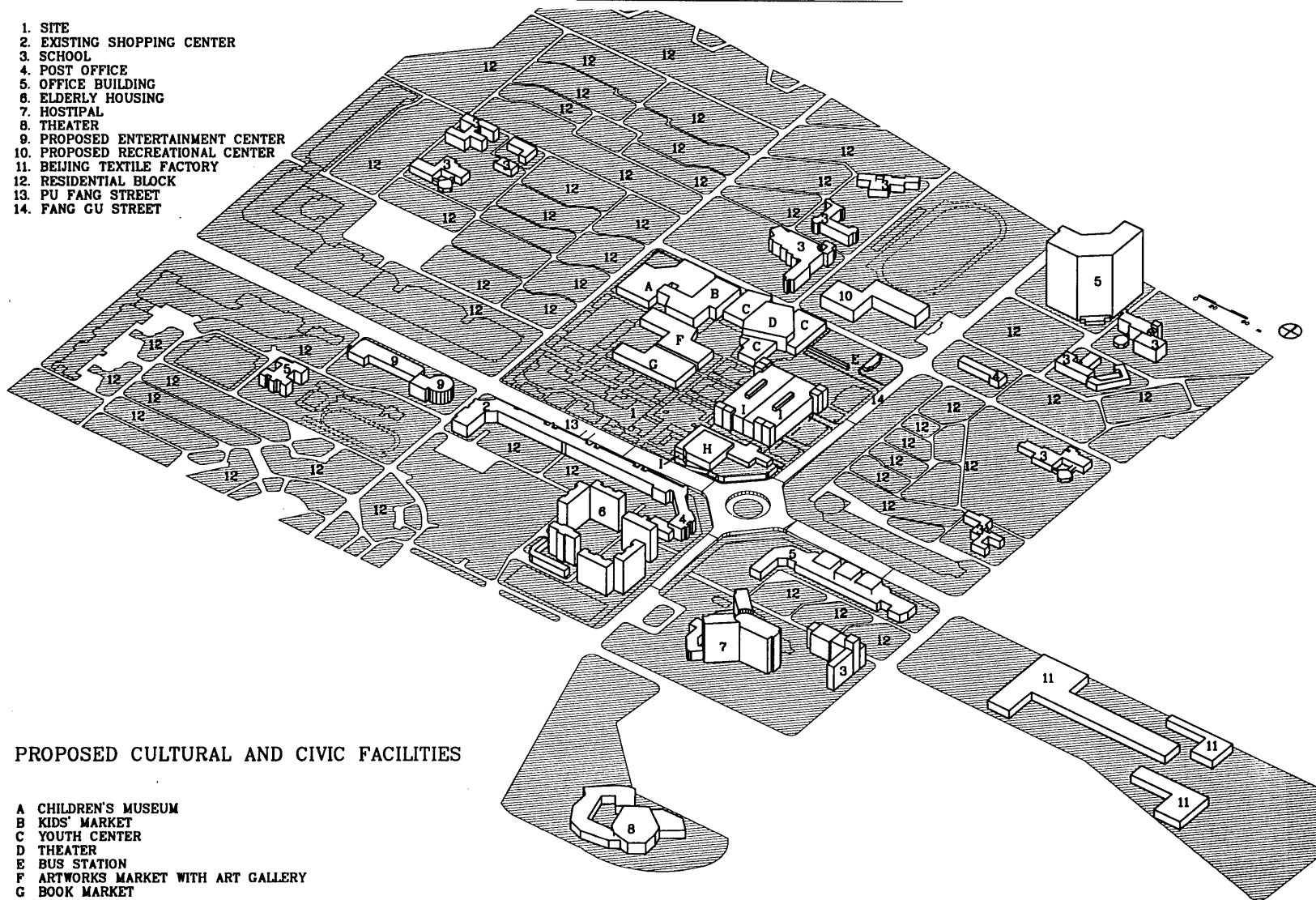


Fig. 5.11 Isometric of the design proposal

EXISTING FACILITIES

- 1. SITE
- 2. EXISTING SHOPPING CENTER
- 3. SCHOOL
- 4. POST OFFICE
- 5. OFFICE BUILDING
- 6. ELDERLY HOUSING
- 7. HOSPITAL
- 8. THEATER
- 9. PROPOSED ENTERTAINMENT CENTER
- 10. PROPOSED RECREATIONAL CENTER
- 11. BEIJING TEXTILE FACTORY
- 12. RESIDENTIAL BLOCK
- 13. PU FANG STREET
- 14. FANG GU STREET

1. Cultural and social environment



PROPOSED CULTURAL AND CIVIC FACILITIES

- A CHILDREN'S MUSEUM
- B KIDS' MARKET
- C YOUTH CENTER
- D THEATER
- E BUS STATION
- F ARTWORKS MARKET WITH ART GALLERY
- G BOOK MARKET
- H HEALTH CENTER
- I PARKING GARAGE

Fig. 5.12 Cultural and social environment of the Fang Zhuang New Shopping Center

In order to ensure its long-term financial and social success, the new shopping center should include with other cultural and social facilities. In addition to the already planned recreational facility and entertainment center, I proposed several other cultural and social facilities on the site. Across the street from a nearby high school, there will be a children's museum and a kids' market. The museum, if built, would be the second one in the city after the Guan Yuan Children's Center. It would also become a prototype of children's museums on a neighborhood scale. The kids' market is a shopping environment for kids, containing children's stores and food center, computer game playing rooms, toy exchange center, toy repair shops, etc.

A multi-function theater for movies, plays, and fashion shows, with a youth center is planned next to the kids' market. It is also close to the planned recreational facility across the street and a proposed bus terminal on the site. The main hall in the theater will contain about 500 seats. Therefore, the children's museum, kids' market, theater, and new bus terminal will define the north edge of the site.

In my proposal, there will also be a food market, artworks market with art galleries, and book market on the site. The food market will be located close to the area with high- and low-rise apartments. The artworks and book

markets would be used not only for conventional retail activities, but also for the exhibition and exchange of artworks and books. A health club, which is close to the intersection of Pu Fang Street and Fang Gu Street, is planned for both young and elderly people. It will be about 140 meters (450 feet) from the senior center and across the street from, the luxury condominiums, already an existence.

2. Sufficient parking space for the increasing number of cars and incorporate a bus terminal into the site .

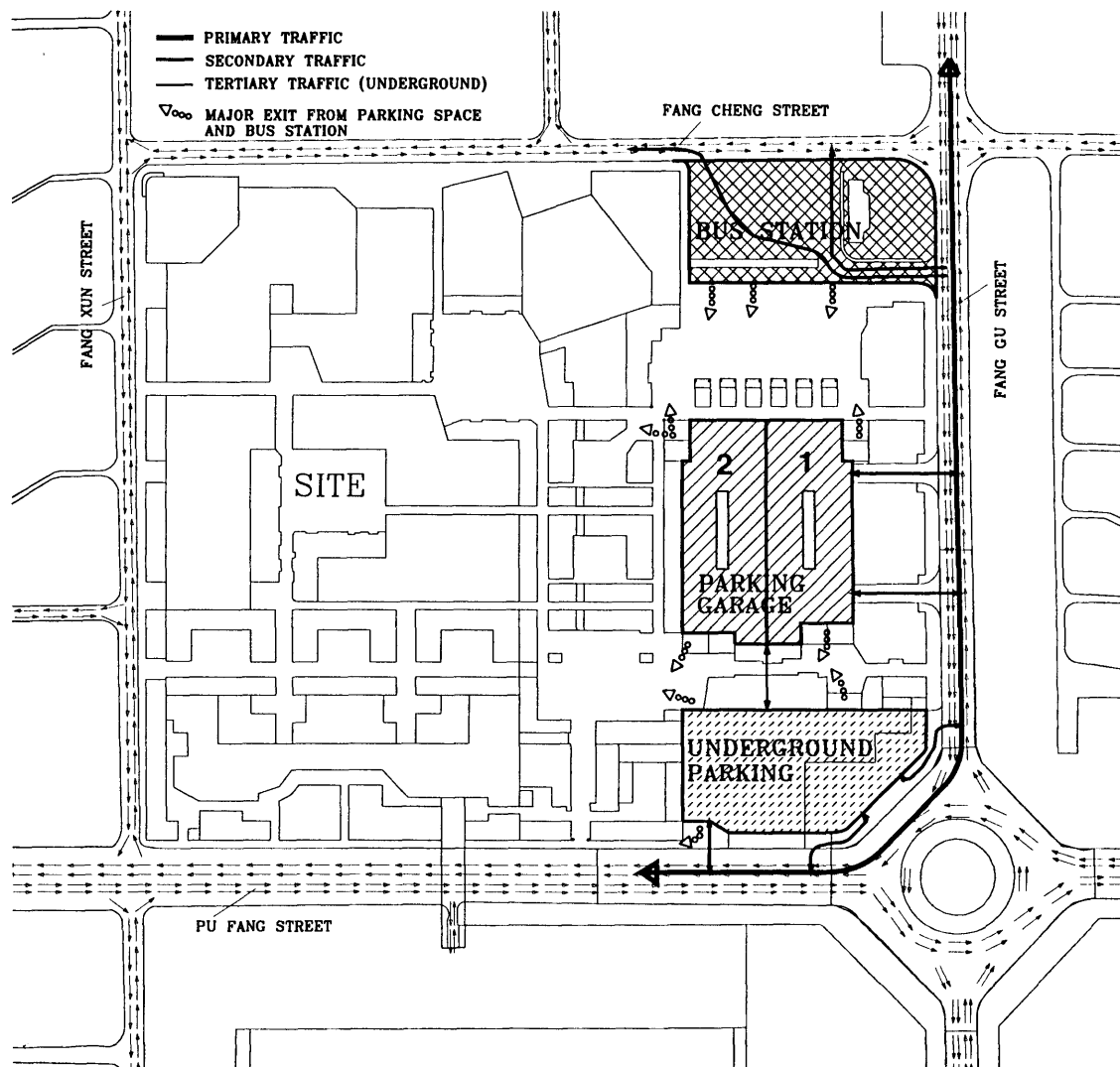


Fig. 5.13 Parking and traffic design

As observed earlier, the problem of automobile parking is becoming more and more serious in the community. In relation to the existing traffic pattern, three major parking garages will be located on the east side of the site, with three major accesses from Fang Gu Street and two from Pu Fang Street. They will together provide about 2,000 parking stalls for commercial parking only. (Sufficient residential parking space has been planned in the existing community master plan.)

These new parking facilities will be built in separate phases. Parking garage 1 and the underground parking will be built in the first phase. Parking garage 2 will be constructed when the entire project is close to completion.

A new bus terminal will be located in the northeast corner of the complex. Due to people's heavy dependence on public transportation today, the bus terminal will generate a large pedestrian flow to the new shopping center and other cultural facilities. Buses will arrive from Fang Cheng Street and leave from Fang Gu Street, to minimize left turns in the middle of the two streets.

3. A wide range of businesses

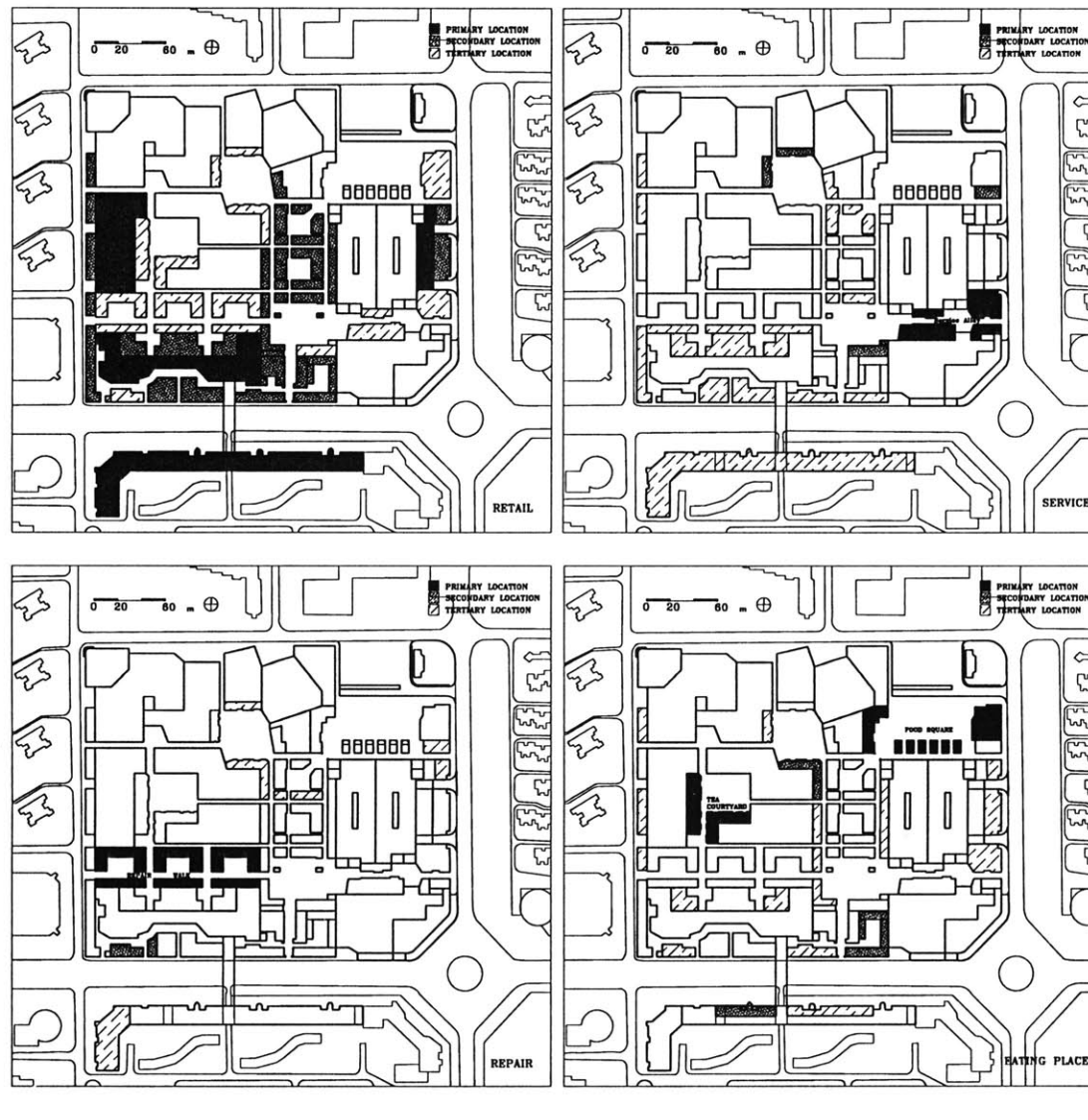


Fig. 5.11 Distribution of different business types

There will be four types of business provided in the Fang Zhuang New Shopping Center: retail stores, service agencies, repair shops, and eating places. Among them, retail stores will be the major business type. The strategic location of each business type is diagrammed in Fig. 5.14.

The general proposal for the distribution of each business type on the site are 1) to create separate zones with specific characteristics, 2) to establish distribution hierarchies. As shown in Fig. 5.14a, the major retail zone will be along Pu Fang Street and connected with the existing three-story modern shopping center by an enclosed pedestrian bridge. Fig. 5.14b indicates that a service corridor will be created by concentrating a majority of service agencies close to parking garages. As shown in Fig. 5.14c, a large number of repair shops will be located around three continuous courtyards to create a repair walk and achieve a spatial identity for easy remembrance. There will also be repair shops along Pu Fang Street. Fig. 5.14d, shows that the majority of restaurants will be situated close to the new bus terminal, parking garage, and cultural facilities to form an eating gallery. Around the square, there will be large restaurants, fast food stalls, and a traditional snack bar lane. The tea houses along with snack bars will form a quiet tea courtyard, where shoppers can relax and enjoy a cup of tea.

4. A large number of small sized businesses .

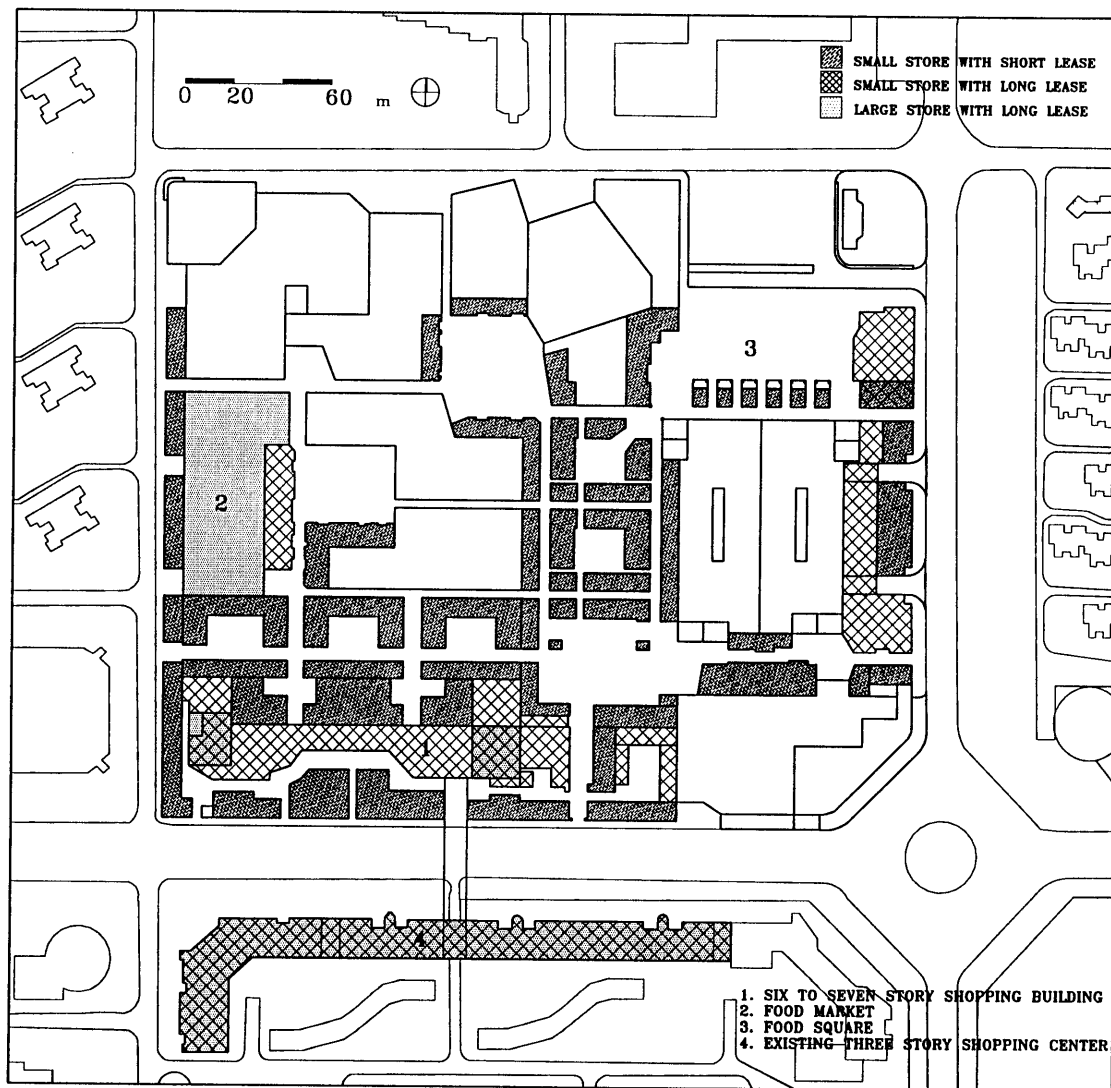


Fig. 5.15 Distribution of different sizes of business

Besides planning for medium-sized retail stores and department stores, I proposed that small sized businesses should occupy about 50 % of the total retail space. The basic plan for small businesses incorporates the traditional shopping street with a series of gathering places and small courtyards. These small businesses will be either outside the large medium-sized store and department store complex or remain in their existing location in the shopping market. In addition, transitory merchants can be organized into a flea market located in the market square. This type of merchants can be seen hawking their wares from stalls everywhere in the city today.

Two major department stores will remain in the existing shopping center across Pu Fang Street from the site. Two potential anchor stores, Long Fu and Chengxiang, will be located at the two ends of the six- to seven-story shopping building, which will eventually be connected to the existing three-story shopping center.

A large state-owned and operated food supermarket is planned on the west of the site, close to the major residential area.

5. A spatial sequence of architectural elements.

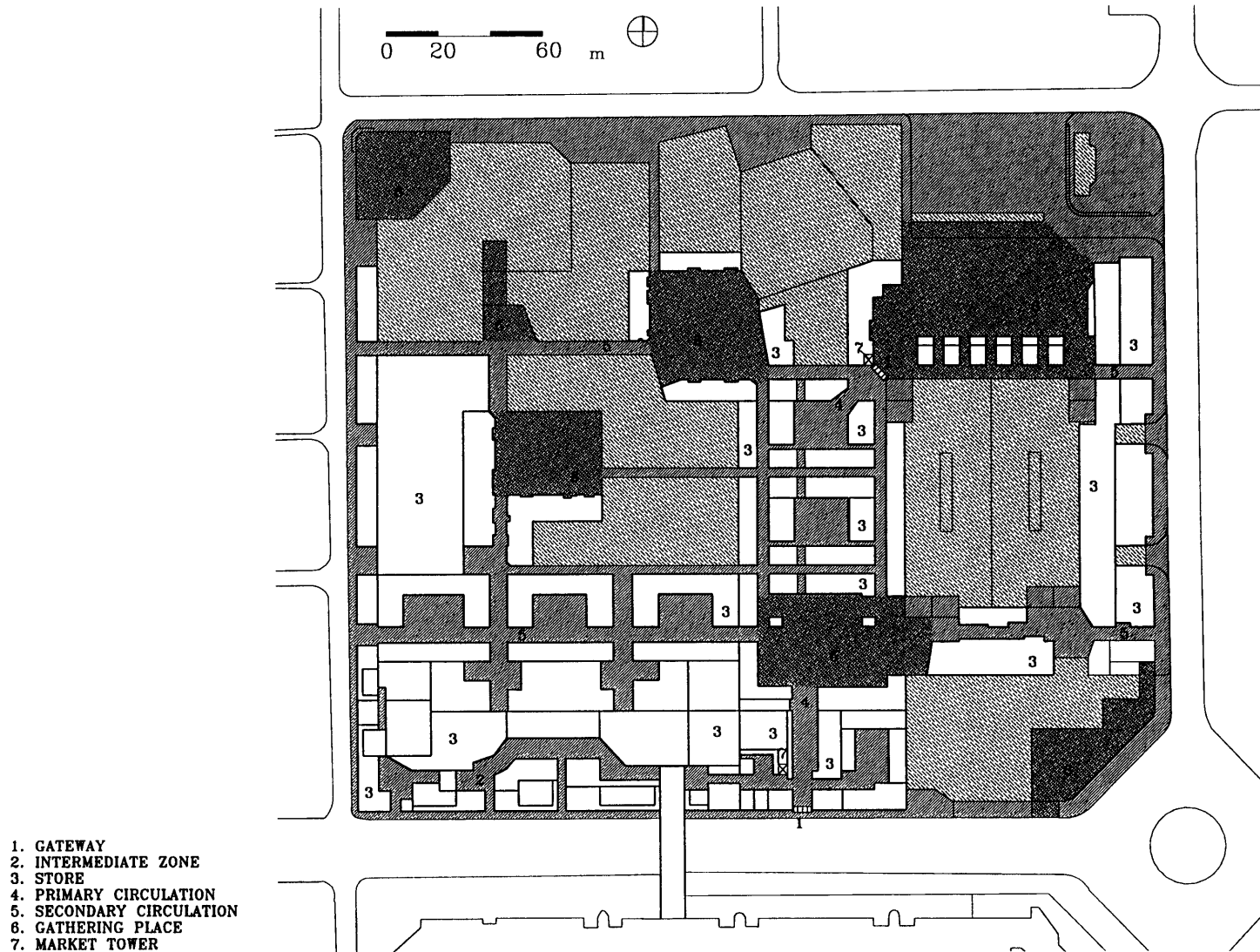


Fig. 5.16 Architectural elements

1) Gateways - To create an architecturally pleasing complex, two gateways are designed to identify the major entrances to the shopping center. One will face the new bus station and the other will replace the existing gateway on the south of the site.

2) Intermediate zones (Fig. 5.17) - To achieve a friendly commercial environment for pedestrians, an intermediate zone is designed around the six- to seven-story shopping building. The zone consists of one- to four-story stores, food stands, and an inner pedestrian walkway. The stores in this zone will be small scale, providing routine goods and basic services to pass-by pedestrians.

The inner pedestrian precinct will function as a shopping street and connector between the small stores and large shopping center. Designed on a human scale, it will also help to create a more pleasant urban shopping environment for shoppers.

So, instead of placing parking lots in front of the large shopping center, the concept of the traditional shopping street is incorporated to house a number of small businesses.

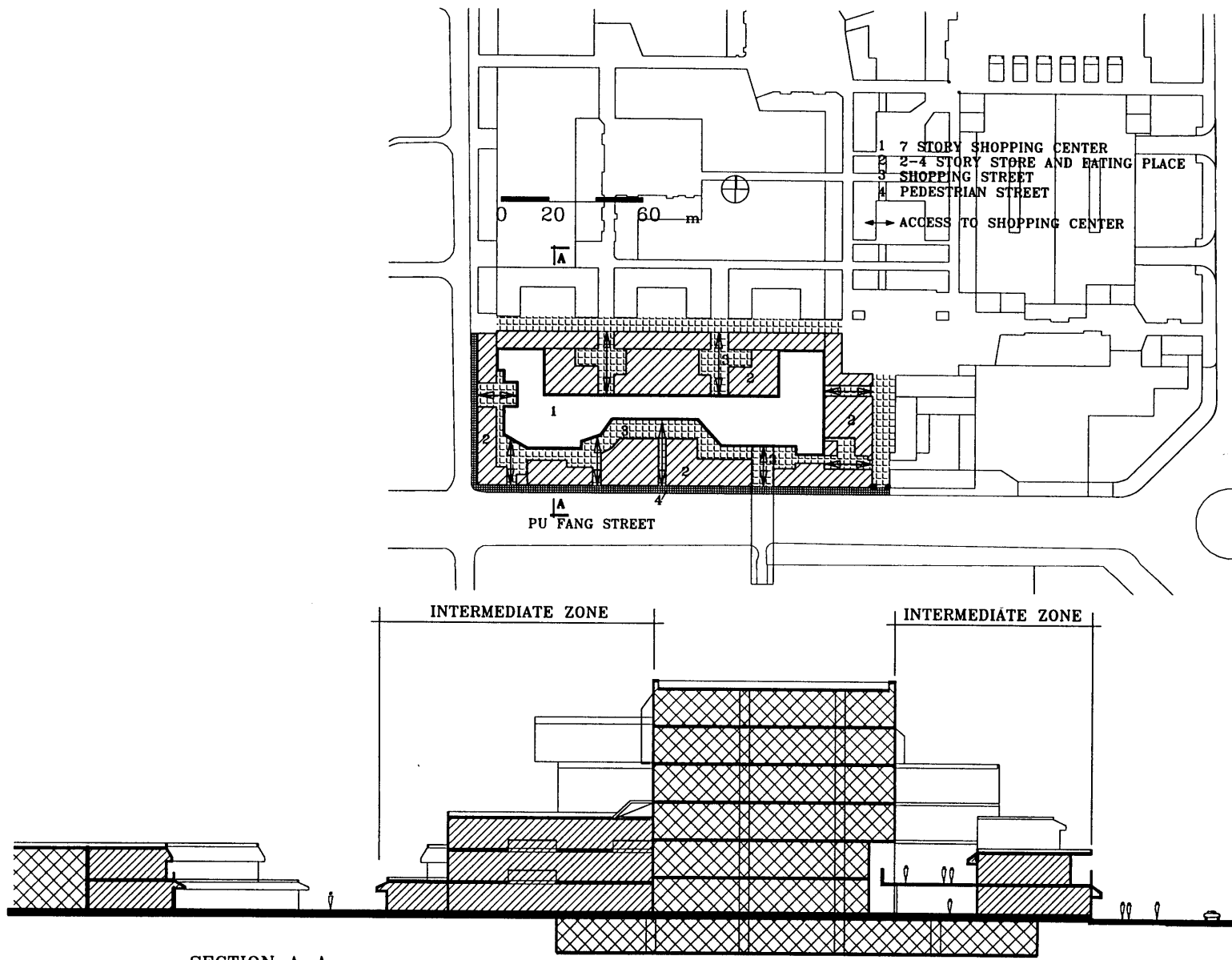


Fig. 5.17 Intermediate zone design

3) Retail space - Again, a mixed proportion of different sized types of businesses should reflect the community's needs and retail business tradition.

4) Primary circulation space, 5) secondary circulation space, and 6) gathering places for different activities will be discussed in detail in the following section.

7) Market towers - Two market towers, to be located near the gateways, will serve as vertical landmarks. Although the six- to seven-story shopping building will be quite visible from a distance, the two towers will symbolically help shoppers identify the place as a shopping and cultural market since market towers have been an important image existing in Beijing's traditional shopping centers.

6. To organize a network of public space.

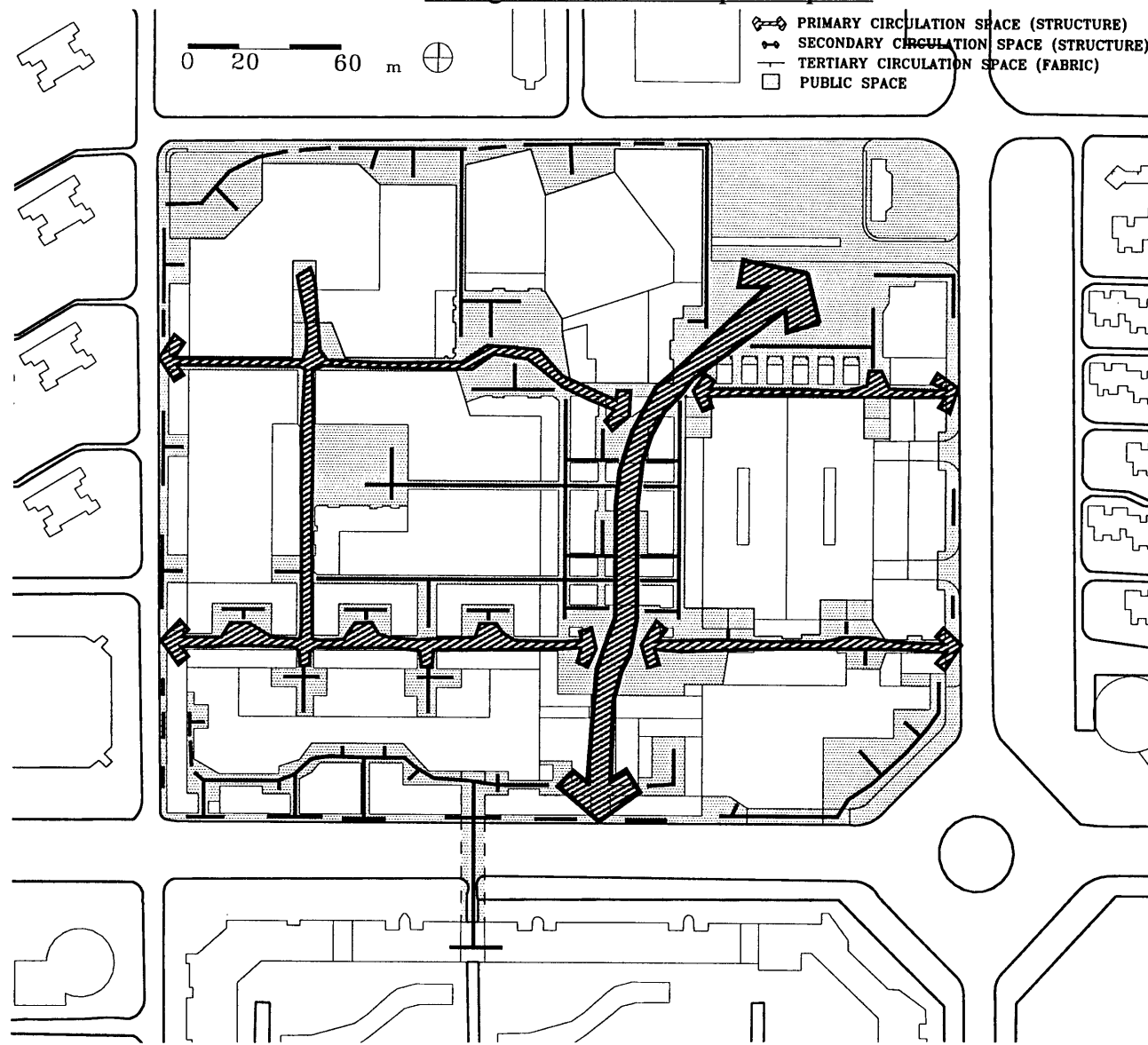


Fig. 5.18 Circulation space design

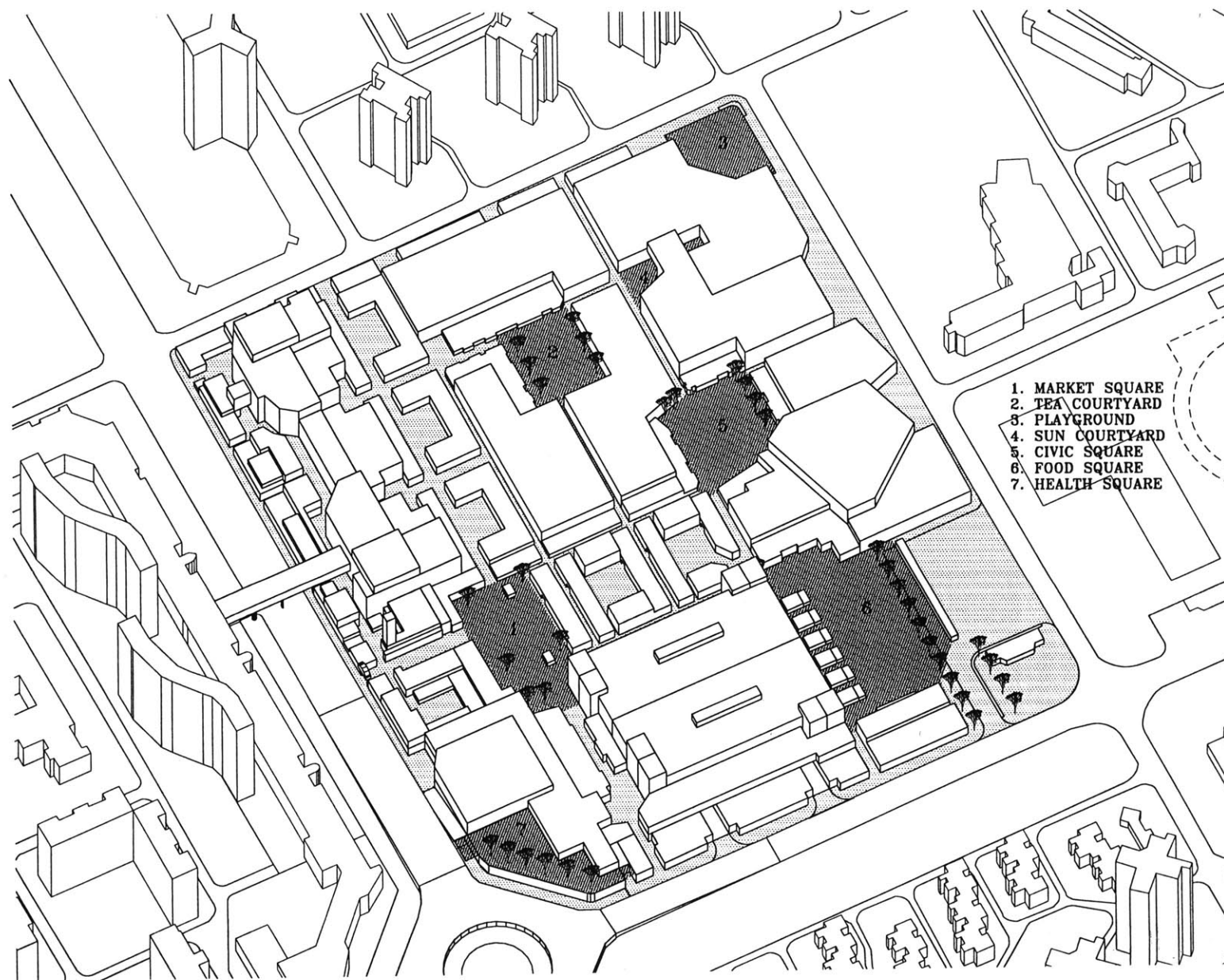


Fig. 5.19 Gathering place design

As an integrated network, public spaces encompass circulation space and gathering places. Fig. 5.18 outlines the basic circulation routes on the site. The primary pedestrian routes will run from the new bus station to the existing market gateway. Along the route will be a number of stores with small courtyards and a market square close to its south end. Two secondary circulation routes will be in east-west orientation and the third one will connect the shopping center with the artworks market, book market, and children's facilities.

As shown in Fig. 5.19, I proposed seven major outdoor gathering places on the site. Among them are :

1. Market Square to be located on the intersection of the primary circulation route and secondary circulation route. Derived from one of three existing shopping courtyards, it is designed for seasonal and festival markets.
2. Tea Courtyard, surrounded by tea houses, snack bars, artworks market, and book market. It provides a enclosed public space for relaxing, reading, or chatting.
3. Playground, designed for children visiting the Children's Museum and Kids' Market. It is open to pedestrian streets and residential areas in open public view for children's safety.

4. Sun Courtyard to bring sunshine to the Children's Museum and Kid's Market. Located at the intersection of two secondary pedestrian walkways, it also provides space for pedestrians to sit and relax.
5. Civic Square, located on the edge of the kids' market, theater, youth center, artworks market, and shopping center. It will facilitate large pedestrian flow.
6. Food Square, where people can enjoy various types of food. It will connect the new bus station to the shopping center and generate a large pedestrian flow. Shoppers to or from the two parking garages can also stop here for some food.
7. Health square, designed as part of the health club. Facing the southeast, it will be an ideal place for young and elderly people to play Taiji under the trees early in the morning.

7. A sense of individuality in retail space design

After the framework for retail space design is accomplished, selected key tenants should be invited to participate in the more detailed process of retail space design. These tenants usually have strong ideas on how their stores should look like, according to their individual tastes and business needs.

Their ideas could be vary valuable when integrated into the architect's overall shopping center plan. In this sense, the shopping center should not be solely designed by the architect. Concepts and designs from prospective tenants, potential shoppers, and architects must be included in the plan. It should be a team effort.

However, in this collaborative process, the site architects should manage the overall design. They should also be responsible for the feasibility study of each architectural idea. For instance, when a tenant wants a courtyard in front of his store for promotional exhibitions, the architect should be in control of determining the size of that space, taking into consideration of the projected shoppers' flow, the width of the circulation space in front of the store, and other design issues.

Chapter VI: Summary

Tradition, in general, is something durable and inheritable in cultural evolution. As I have outlined, Chinese architectural traditions serve many cultural, social, as well as functional purposes. Today, China is experiencing an irreversible urbanization and modernization. At this moment when lifestyles, thoughts, and ideas are being constantly evolved and Western and Chinese cultures are merging, I have recommended seven design principles for new shopping center designs in Beijing. The principles stemmed from the re-examination of the urban and architectural basis of Da Shi-La Traditional Shopping Center, in relation to the city's precious shopping tradition.

The Fang Zhuang New Shopping Center is designed as a part of Beijing's cultural and social environment. Each day, the surrounded new and existing facilities will generate a large flow of consumers, which increases the utilization ratio of the shopping center.

The center is spatially organized by a network of public spaces, including a hierarchy of pedestrian walkways and the seven gathering places. This network also connects the new center with the rest of the buildings on the site, therefore, achieving a diversified spatial sequence. Each gathering place embodies a specific activity related to its adjacent buildings or the

circulation pattern. These spatial nodes are rhythmically arranged on the site, either at the intersection of two major circulation routes (Civic Square and Market Square), or on the route from one facility to another (Tea courtyard, Sun Courtyard, and Food Square), or as part of the facility (Playground as part of the Children's Museum and Health Square as part of the Health Club).

Within the shopping center, there will be a wide range of business types. Shoppers will find various retail stores throughout, familiar repair shops in the Repair Walk, comprehensive services in the Service Corridor, and pleasant eating places in the Food Square and Tea Courtyard.

As a business strategy, the center will not only attract large department stores as anchor tenants, but, more importantly, provide sufficient space for a large number of small businesses. The spaces for small businesses are designed around large shopping buildings or as a courtyard type of shopping market.

As parts of the spatial sequence, two gateways and two market towers will help to identify the primary entrances to the new shopping center. As vertical landmarks, the towers are designed for shoppers' visual cues.

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