A NEW VISION FOR WET MARKETS IN HANOI

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Introduction

Hanoi is the capital of Vietnam
Areas: 3,344.7 km²
Population: over 8.2 million people (2018)

A socialist, middle-income country
Open-door economic policy since 1986
Young population with a desire of modern lifestyle.
Fastest growing economy in the world
Hanoi, A City Of Markets

- Markets have always been central to Hanoi’s culture and economy
- Along with temples, pagodas and community centers, markets have a history of hundreds of years
- A market network existed among villages and the surrounding rural areas
- By the 17th century, the city was even given another name, Kẻ Chợ, or market place
Existing wet markets in Hanoi

- Wet markets
- Walkable distance to market
Challenges for markets in Hanoi

- A lack of understanding markets’ value and why they are worthy of investment
- Poor maintenance and degraded infrastructure → food safety issues
- Rampant development -> high land value of markets.
- Variety of shopping choices: from street vendors to supermarkets to online suppliers.
Where do people shop food in Hanoi today?

Source: The Centre for Global Food and Resources, The University of Adelaide
Wet Markets vs. Supermarkets in Hanoi: Most shoppers patronize both

Source: The Centre for Global Food and Resources, The University of Adelaide
Need to improve competitiveness of markets
What not to do...

Hang Da Market
Once thriving wet market struggles to survive

Hang Da Entrance
Our goals

Cho Hom Market

• Maintain authenticity of markets
• Upgrade and modernize facilities as markets
• Expand business opportunities for vendors
• Expand community impact on health
...with a bigger vision for investment

Market as a space just to buy and sell  Market as a public space too
With a network of authentic and vibrant markets throughout Hanoi.

Hanoi Night Market
Three pilot markets

1. Ngoc Lam Market, Long Bien
   Chợ Ngọc Lâm, Long Biên

2. Ha Market, Me Linh
   Chợ Hạ, Mê Linh

3. Chau Long Market, Ba Dinh
   Chợ Châu Long, Ba Đình
Five architect teams help us create new ideas for wet markets
Selection Criteria

• Funds for some improvement
• Positive interest by local government
• Represent different types of markets & neighborhoods
• In need of help!
Process

• Interviews and meetings
• Customer and vendor surveys
• Orientation workshop with architects
• Architect observations
  • Market Place Audit
  • Analysis of market infrastructure
• Five-day design workshop with market managers/stakeholders
• Final presentations to local authorities and media
Architect Orientation Workshop

1. Qualities to preserve:
   - History/Culture hub
   - Platform of direct sales per individual
   - Trust btw. vendors & buyers
   - A sense of existence
   - Primary spot of attraction of a city
     ➔ show local culture especially

2. Design Changes:
   - Flexibility of space/transport/logistic
   - Cleanliness/Safety
   - Transport/commute
   - Fire safety
   - Easy to access & update

- Convenience ➔ fresh products
- Culture ➔ traditions and communications
- Specialty of goods ➔ daily necessities
- Friendly to elderly
- Frequent clients (daily)
- Win-win relationships btw vendors & consumers
- Flexibility of products (seasonal/bargain)
- Products sell in small amount
- Freedom of choices
What are the qualities of wet markets that should be preserved?

- Local culture, tradition, history
- Focal points of city
- Economic value
- Convenience, access
- Fresh food focus, daily necessities
- Low prices
- Trust between vendors & customers
What kinds of design changes should be made to wet markets?

- Preserve positive qualities
- Cleanliness, food safety
- Fire safety
- Enhance flexibility of spaces
- Stall design, size
- Accessibility
Placemaking through Markets

Market Place Audit
This exercise is intended to be used as a tool to evaluate how well public markets and/or farmers markets are performing as places and as catalysts for great places, and to identify opportunities for enhancing them in the future.

A. EVALUATE THE PLACE: Take a few minutes to walk around the entire market. After you have done so, evaluate the market according to the following criteria:

A1. ACCESS AND LINKAGES

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**Visibility**
1. The market is visible and identifiable from a distance: 1 2 3 4
2. There are visible signs for the market which display useful information: 1 2 3 4
3. The market has a positive "sense of arrival" at its entrance: 1 2 3 4

**Pedestrian access is safe and convenient:**
4. Sidewalks and crosswalks connect the market and adjacent places: 1 2 3 4
5. Crossing distances are minimal: 1 2 3 4
6. Pedestrian/auto conflicts in the market are minimal: 1 2 3 4
7. The market is ADA friendly: 1 2 3 4

**The layout of the market facilitates market activities:**
8. Aisles are of adequate width to accommodate shoppers' needs (i.e., not too wide, not too narrow): 1 2 3 4
9. Measure the aisles: 1 2 3 4
10. Shoppers can easily circulate through the entire market: 1 2 3 4
11. All stalls are served by healthy food vendors, no cut-rate cafe: 1 2 3 4

**Taking transit is easy:**
12. Transit stops/stations are easy to find and walk to from the market: 1 2 3 4
13. The market is easy to find and walk to from transit stops/stations: 1 2 3 4
14. Transit maps and schedules are readily available: 1 2 3 4

**Bicycling to the market is safe and easy:**
15. Bicycle routes are safe, convenient, and well marked: 1 2 3 4
16. Places to lock your bicycle are safe and accessible: 1 2 3 4

**Parking**
17. Customer parking is convenient & adequate: 1 2 3 4
18. Vendor parking does not impede customer circulation: 1 2 3 4
19. The market is easily accessible to other uses and activities (e.g., shopping, dining, etc.): 1 2 3 4

**SUM OF ANSWERS = **

**SUM / 19 = Average Answer**

B. IDENTIFY THE OPPORTUNITIES

1. What do you like best about the market?

2. List ideas that would you do right away to improve the market that could be done right away and wouldn't cost a lot.

3. What changes would you make in the long term that would have the biggest impact?
CHỢ NGOC LÂM
NGOC LÂM MARKET
Positives

• Serves local daily needs
• Quality, fresh product
• Inexpensive prices
Positives

• Good mix of vendors
• Local jobs, especially for women
• Some great displays
Positives

• One of best views in Hanoi – historic Long Bien Bridge

• Opportunity for riverfront promenade
Challenges

- Conflicts with motorbikes
- Dark, poor lighting
- Open roof over aisles covered with tarps
Challenges

• Dead end aisles
• Lack of storage
• Floors difficult to clean
• General sanitation
Challenges

- View of Red River blocked
- Ad hoc use of space
CHỢ HẠ
HẠ MARKET
Positives

• Authentic rural market
• Center of community
• Connected to broader district
Positives

• Quality, fresh product
• Opportunities for small producers
Challenges

- Poor infrastructure
- Difficult to clean
- Leaking roofs/tarps
- Narrow aisles
- Confusing circulation
- Many empty stalls
CHỢ CHÂU LONG
CHAU LONG MARKET

Positives

• Location on Truc Bach Lake
• Last major wet market in Central Hanoi
• No longer endangered!
Positives

• Excellent mix of vendors
• Quality product
Positives

• Market faces inside & outside
• Vibrant neighborhood district
• Attracts locals & tourists
Challenges

• Floor drainage
• Motorbikes vs. Pedestrians
Challenges

• Lighting
• Inadequate utility infrastructure
Challenges

• Food safety
• Displays
Design Ideas & Proposals

DESIGN TEAMS
1/ PARIS LUMIE
2/ STUDIO TOC DO
2/ ATEK
3/ NHÓM NHÀ ĐẤT - NHÀ Ở
4/ CA’ LIBRARY
10 Ingredients of Successful Markets
Chợ Hà - Mê Linh

Chợ NGỌC LÂM – Long Biên

01 / Vị trí địa lý - Location
Kích thước theo nhân trắc học
Người tiêu thương.

Module hóa

Vật liệu rẽ - tái chế

03 / Gian hàng - Vendors
Hình thức/ Kiến trúc
Form/Visibility
Nhận diện từ xa
Hình thức/ Kiến trúc
Form/Iconic Signage
Nhận diện từ xa
THIẾT KẾ CẦU CHỢ

Mái ngói đỗ truyền thống

Hệ thống tường và roof xây gạch cát-giá cát thép

Rãnh thoát nước có kết cấu sắt thép

Nhìn bể tổng cần phòng

07 / Hình thức/ Kiến trúc
Form/Roofs

Kết cấu Mái, Biển hiệu
Không gian công cộng - Chợ Chậu Long

Không gian công cộng - Chợ Hạ

08 / Không gian công cộng
Public Spaces
Kết cấu Mái

07 / Hinh thức/ Kiến trúc
Public Space
1. QUÁY CỘT MÔ THỨC SẢN
- Giàn hàng İyi sản chia thành 4 quáy quay lồng vào nhau, xây bê tông, bè rọ và bố trí thêm kho.

2. QUÁY THỊ THỊ
- Giàn hàng thiết can xây bê tông, cấu trúc nhà, tổ đê dụng cụ, mất bê tông gạch men và trang hoàng cấp độ nhân tạo (Nên dùng gạch men trang hành)
- Vật liệu hoàn thiện cần đi làm sạch, khử nồng bốc mồn threm như inox, gạch men nhôm...

3. QUÁY RĂU CỦ
- Bộ trí lại khu vực lối vào chợ, khu vực thu hút thị giác nhất
- Bề sung anh sáng nhìn tạo cho quáy hàng rau củ
- Cung cấp giải hóa quả có thể năng lâm chinh hệ không tương bấy, vì làm khó lậu trái hóa quả.
From ideas to action...

- Develop model market program in three markets with local vendors and community
- Use pilot markets as laboratories to improve market standards and guidelines
- Encourage exchange of best practices in market design & management
District People’s Committee
Final Presentation
Campaign: 25 news articles
Ministry of Trade and Industry:
Developing new national policy for wet markets in Vietnam by 2020

Market Investment, Policy, & Partnerships

Market Design & Infrastructure Investments

Market Management & Operations
Thank you!

Cảm ơn!