

Ratchaprasong City Place

Bangkok, Thailand



For years, a long-vacant site owned by Crown Properties faced onto traffic-choked Ratchadamri Road across from the giant Central World mall, while its larger portion fronted the neglected Klong Sanseab, one of the city's few remaining canals. In 2011, Crown Properties held a competition to solicit a new vision for it. Unlike most approaches that sought to "max out" the parcel's commercial development, FTS led a team that introduced a public-realm focused lifestyle center scheme to activate its canal and boulevard edges and a dense network of pedestrianized streets and plazas.



Bird's eye view of the infill "lifestyle center" master plan concept with canalside promenade, internal landscaped courtyard, ground floor and terrace level shops and restaurants, and upper story residences and offices.

BEFORE

- The site was invisible and poorly accessible inside of adjacent existing buildings and parcels.
- The canal edge had little public access and was treated as a utilitarian back side.



The Crown Properties site with its Klong Sanseab frontage to its north and Ratchadamri Road frontage to its west.

- 7-lane Ratchadamri Road and its surrounding "superblock" pattern created pedestrian barriers.
- The site is flanked by popular destinations such as Central World mall, Platinum Fashion Mall, Hotel Novotel, Palladium Square, and Big C.

ASSIGNMENT

- Develop an exciting infill master plan concept to help inspire district revitalization.
- Achieve public benefits while attracting investment and ensuring financial viability.
- Merge public spaces and mixed uses to create compelling new central city living possibilities.

OUTCOMES

- The design created an appealing network of streets, passages and plazas with special emphasis on the public waterfront edge.
- Streets reintroduced east-west circulation.
- Retail and entertainment uses activate the ground with homes and offices above.
- The FTS team's concept was selected as the winning design of the competition in May 2011.

CLIENT: Crown Properties

IN COLLABORATION WITH: Department of Architecture Co., Ltd., DSB Associates Co., Ltd. BioArchitect Co., Ltd. Komthat Syamananda & Rajatin Syamananda, Tawachai Laosirihongthong, Vargas Greenan Architecture Civic Design



The narrow "panhandle" of land fronting Ratchadamri Road offers a terraced green park as both a respite from the wide boulevard's intensity as well as a welcoming entrance to the new mixed-use infill neighborhood.



The master plan provides a new east-west Avenue to increase local access while new public green spaces line the primary boulevard and canal frontages. Pedestrian passages and bridges link parks, plazas and internal courtyards.