

8. Visions and Strategic Planning towards Phitsanulok Master Plan

8.1 Visions and Strategic Planning towards Phitsanulok Master Plan

Visions:

“Phitsanulok: Indochina’s Service City”.

Strategic Planning:

To become services city and safe city.

Goals:

- (1) To become a leading transportation hub
- (2) To become ICT hub of the lower-northern region.
- (3) To become a medical hub center in order to encourage Phitsanulok to become a healthy province and with its support for the country in becoming healthy Thailand.
- (4) To become leading service providers both of government and public organizations.
- (5) To become leading agricultural center adding the knowledge to peasants, fruit sellers, related organizations or people of agricultural industries, as well as to develop methods to add more value to agricultural products.
- (6) To become a leading of MICE business centers as well as to become leading tourist destinations.
- (7) To become a beautiful and safe city.
- (8) To become a sustainable social and economical city development.

8.2 The Conceptual Framework for Livable and Sustainable City Planning

At present, the ecological weaknesses arose from the results of poor planning towards the Master Plan development and the uncertainty in economic and politic situations. Also, the poorly utilization of technology had an effect on a substantial reduction of environmental resources which is far more difficult to make a revival.

In the 21 century, Thailand was provoked by a new concept of “The Development Strategies for Livable and Sustainable City” which is considered as very important strategies to lay better grounds on Master Plan development since this type of development requires strong cooperation of every organization by using holistic approach which include the balance

between the visions and the development strategies of physical, demographical, knowledge, cultural, and built environment aspects.

1. The Definitions of Livable and Sustainable Concept

There are 3 major components which are the core elements in developing the community to be attractive as stated as follows;

1.1 “Livable City and Livable Community”: It is defined as the town where there have good physical and environmental atmospheres. The people of the community are generous, sharing, and satisfying with their needs whereas the community itself is safe both in life and assets, the economic is good and stable, and the cultural uniqueness is dominantly being recognized.

1.2 “Sustainable Development”: It is defined as the development towards good livings, having equal opportunities in doing the right things, having high competitive abilities towards economic and social aspects, yet living together with the harmony.

1.3 “Public Participation”: It is defined as the brain storming activities which enable the population of the city to help solving previous failures and to participate in future planning.

2. World Commission on Environment and Development (1987) has defined “sustainable” as "interdependent and mutually reinforcing pillars" of sustainable development as economic development, social development, and environmental protection to be able to be used for future generations.

According to the statements, it can be implied that environmental resources are limited to human needs; therefore, there should be no violation gaps between the present and future generation in using and sharing those resources, therefore, the concept of sustainable human settlements has been established as to solve the damages of the environment and the city which became the present concept of Agenda 21 for sustainable development. The proposals from Thai governments are as follows;

2.1 Preparation for residents, resident infrastructures, and basic infrastructures and consumer services must be provided.

2.2 The costs, and benefits of recycling, and renewable energy must be promoted to publics.

2.3 The proper changes of Transportation Master Plan must be conducted whereas necessary.

2.4 The supports from the small size businesses should also be distributed to publics in order to help reducing the imbalance social status to the poor.

2.5 The future plans must be conducted appropriately in order to avoid the moving to big cities.

2.6 The review of the layouts of the residential areas should be implemented as to avoid any type of natural disasters.

8.3 Frameworks for Setting up Phitsanulok Master Plan

From the strategic planning collection and other related document, the Master Plan layout can be indicated by 1 principle and 3 measures as illustrated in the picture below;

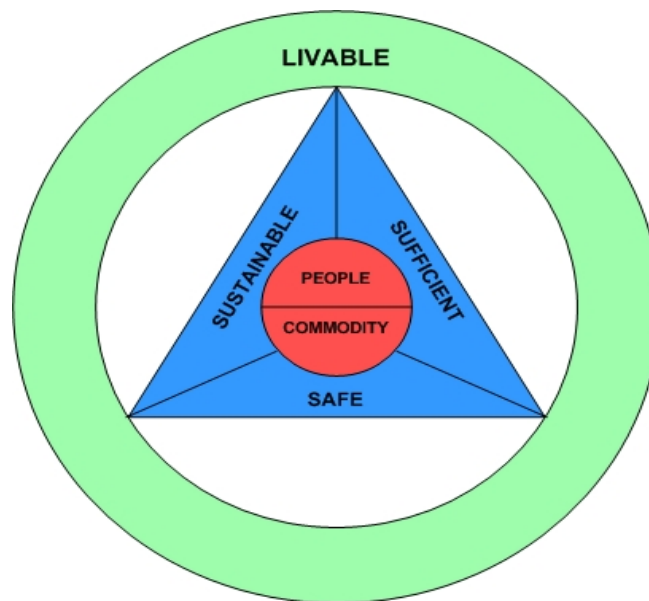


Figure 8.1: Master Plan Frameworks

According to Figure 8.1, the principle to be used is the principle for developing the city to become a beautiful city by using 3 measures of 3S; safe, sustainable, and sufficient. The upcoming plans must be the plans that develop transportation means both for the people and the commodities by adapting 3S as the frameworks.

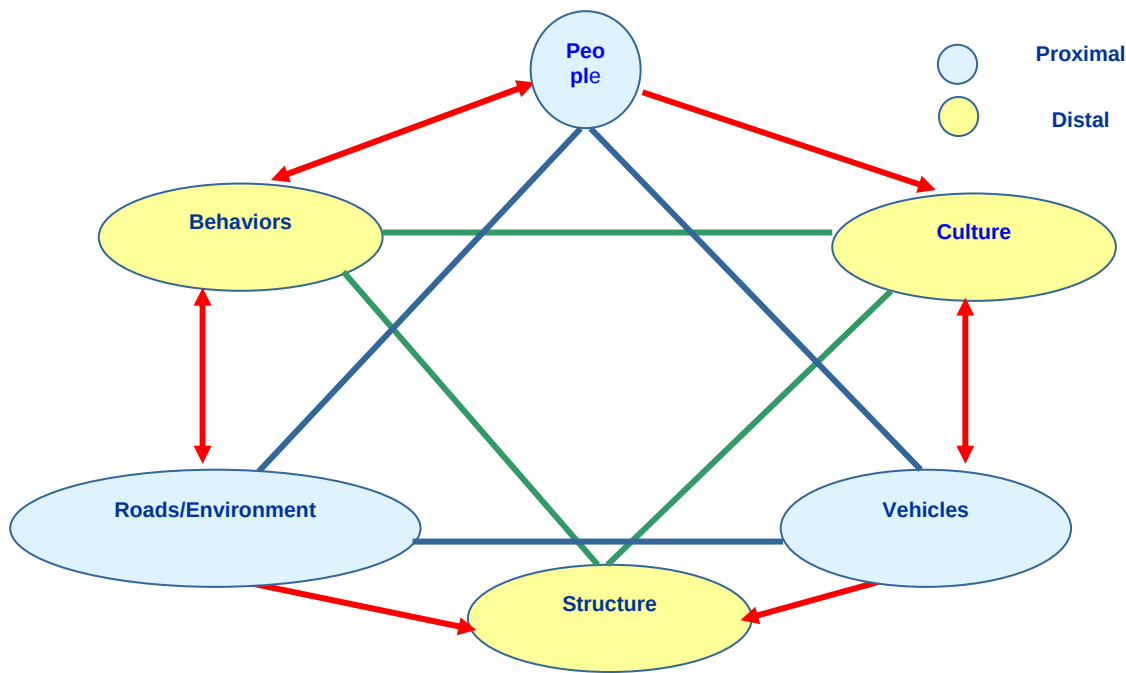


Figure 8.2: Relationships between Causal and Structure Determinants

The Principle to become a livable city can be concluded as “Livable city is the development process that respect people as the center to strengthen the community emphasizing on the safety, peace, cleanliness, well-disciplined, economic strengths, effective administration, qualified people, good livings, and unhidden political influences. Most important, everything can not become possible if the people participation is neglected.”

Safe Transportation System: It is emphasize on the importance of the management towards people, vehicles, roads, and environment which are considered as proximal determinant along with structure variables which comprises of cultural and behavioral structure which is called distal determinant where the 5E is being used; enforcement, education, engineering, emergency, and evaluation. Other strategies and technologies can be applied for more effective planning.

Sustainable Transportation: It is a result of sustainable development which will enable the reduction towards air pollution, encourage environmental and ecological protection, and public health by means of reducing ineffective energy-consumed mode of transportation and encouraging non-motorized mode.

Sufficient Transportation Concept: It emphasize on the adaptation towards the sufficiency concepts for the family, community, and the governments. Sufficiency concepts also include the use of wisdom to adapt with changes in life.

Visions:

To become the transportation hub of the Indo-China regions.

Purposes:

- 1) To become a safe transportation center
- 2) To become a sustainable transportation center
- 3) To become a sufficient transportation center
- 4) To conduct the transportation system in accordance with the vision of being a beautiful city.

Strategies:

- 1) Emphasize on the effective use of existing transportation infrastructures and services.
- 2) Promote public transportation development and the reduction of using personal cars in order to save the importing costs of gasoline.
- 3) Emphasize on the introducing new means of transportation services and infrastructure.
- 4) Promote the sense of participation and social networking.
- 5) Promote the surveillance and evaluation system.