

# Regeneration Project of Market Places GOSPOSTRATEG – “Polanki” Market in Gdańsk-Oliwa Pilot Project Monitoring Dataset

Justyna Borucka<sup>1\*</sup>

<sup>1</sup> Faculty of Architecture, Gdańsk University of Technology (11/12 Gabriela Narutowicza Street, Gdańsk, Poland)

\* Correspondence author: [justyna.borucka@pg.edu.pl](mailto:justyna.borucka@pg.edu.pl); ORCID: [0000-0003-1591-0149](https://orcid.org/0000-0003-1591-0149)

## Abstract

The dataset entitled Monitoring of activities carried out as part of prototyping and implementation of the pilot project in the area of the “Polanki” market and its direct neighbourhood, in the Gdańsk-Oliwa district, step1; stage from July 2020 year contains tabular monitoring lists (quantitative and qualitative documentation report in the form of tables) of activities carried out as part of the prototyping and implementation of the pilot project in the area of the Polanki market and its immediate vicinity in the Gdańsk-Oliwa district conducted during the month of July 2020. The data collection was carried out as part of the first step of monitoring in the series: “Monitoring of activities, prototyping and implementation of the pilot project in the area of the “Polanki” market, Gdańsk-Oliwa district, step1”. The second step of monitoring is scheduled for 2021. Monitoring is the basis for the subsequent analysis used in the implementation of the pilot project of the “Polanki” Market and supports the proper development of the regeneration project of the marketplace.

**Keywords:** architecture, urban design, market place, monitoring works, pilot project, project testing, urban renewal, urban regeneration, revitalisation of public space, placemaking

[https://doi.org/10.34808/x55q-sz53\\_dyr\\_roz40](https://doi.org/10.34808/x55q-sz53_dyr_roz40)

## Specification table (data records)

Subject area	Architecture and Town Planning
More specific subject area	Urban Renewal, Integrated Urban Regeneration, Revitalisation of Public Spaces, Placemaking

Type of data	Set of monitoring cards: incl. text, tables, drawings, photos
How the data was acquired	The data was collected at the Gdańsk University of Technology during regular field visits with direct observation, environmental interviews in the market and documented with notes, freehand drawings and photos
Data format	The data are in .pdf format
Experimental factors	The data contained in the dataset has been processed. The data was reproduced with the use of digital tools available on the market and systematised in the form of monitoring cards
Experimental features	The preliminary, newly designed spatial layout and the organisation of the market were subjected to observations and testing
Data source location	MOST Wiedzy Open Research Catalog, Gdańsk University of Technology, Gdańsk, Poland
Data accessibility	The dataset is accessible and is publicly and freely available for any research or educational purposes

## Background

Public markets are significant points in the system of public space in modern cities. They are one of the city-defining elements in their traditional sense. In Europe, the understanding of the role of the market in the contemporary city, as well as that of the market communities, has changed. Markets are perceived not only as commercial spaces, but also as cultural spaces. Undoubtedly, public markets play an important role in the socio-economic structure of modern cities. (The Local Enterprise Partnership for London, 2017; Whyte, 2013) What is more, cities, their districts, different public spaces including public markets have become brands (Bennett and Savani, 2003).

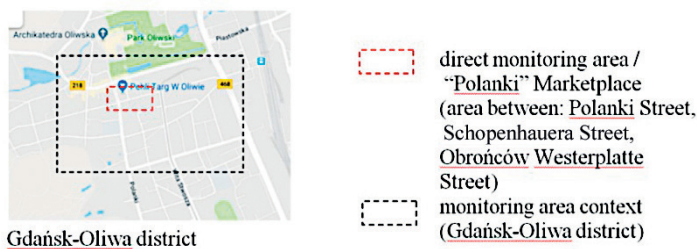
The situation is completely different in Poland. Even though markets are important spots of the public sphere and one of the tasks of local governments, according to Polish law, is to maintain public markets as available public spaces, Polish markets are in crisis. Although their number is not decreasing and the economic situation remains stable, their standard and size are weakening and profits are falling. (Bieszk-Stolorz and Felsztyńska, 2018; Czyż and Hanzel, 2018). The goal of the GOSPOSTRATEG project is to develop a comprehensive, operational strategy for socio-economic activation, enriching the cultural offer, transforming the program concept and improving the aesthetic condition of degraded exhibition areas in Poland. The project involves a pilot implementation and monitoring of socio-economic results resulting from the implementation of architectural, artistic and marketing interventions of the existing, representative, operating market facility in Gdańsk. The planned strategic result of the project is the initiation of a new model of revitalisation of facilities of this type by developing the strategy in question. The analysis of the research material obtained from the implemented pilot project will allow a strategy of activities related to the socio-economic activation of these areas to be de-



veloped and the improvement of their functioning in contemporary Polish cities. (Social Catalyst of Entrepreneurship Gospostrateg Project, 2018)

With regard to this project, the role of the research team was to investigate and diagnose the condition of the market case study and monitor the implementation of the proposed, new design of the market as a model study to build a future regeneration strategy.

Our dataset, Monitoring of activities carried out as part of prototyping and implementation of the pilot project in the area of the “Polanki” market and its direct neighbourhood, in the Gdańsk-Oliwa district, step1; stage from July 2020 year has been designed to support testing of the regeneration project of the marketplace and to help to understand how important it is to choose an appropriate spatial and functional organisation and methods of participation due to differences in the behaviour of space users, the location of the public space itself in the historical part of the city and the particular situation of restrictions (due to the COVID-19 pandemic). It also helped to control the implementation and verify all deviations from the initial design plan and to correct it on a regular basis. The dataset contains tabular monitoring lists (quantitative and qualitative documentation report in the form of tables) of activities carried out as part of the prototyping and implementation of the regeneration of the marketplace pilot project.



**Fig. 40.1.** Monitoring area location and its context in the Gdańsk-Oliwa district, source of the map: googlemaps.com

The subject of the study is the monitoring of activities carried out under the prototyping and implementation of the GSOPOSTRATEG pilot project in the area of the “Polanki” market and its immediate vicinity in the Gdańsk-Oliwa district (Fig. 40.1). The data collection was carried out as part of the first step of monitoring in the series: “Monitoring of activities, prototyping and implementation of the pilot project in the area of the “Polanki” market, Gdańsk-Oliwa district, step1”. The second step of monitoring is scheduled for 2021. Monitoring is the basis for the subsequent analysis used in the implementation of the pilot project of the “Polanki” Market and supports the proper development of the regeneration project of the market place.

## Methods

The monitoring of the Market covers the spatial, functional scope and analysis of use by residents and other users of the space. Quantitative and qualitative monitoring was



carried out systematically from July 2020 to November 2020 (earlier monitoring was not possible due to the introduction of restrictions related to the COVID 19 pandemic). For this particular dataset, the monitoring covers the month of July 2020, when a special organisation and design plan of the market space, respecting the COVID-19 pandemic situation and restrictions, was proposed. Monitoring was carried out through in situ visits (regular field visits with direct observation, environmental interviews in the market and documented with notes, freehand drawings and photos) with the use of the Monitoring Card (Fig. 40.2, 40.3a, 40.3b) for subsequent systematisation and analysis of information collected on their basis.

**ZDS Karta Monitoringu Targowisko „Polanki” w Oliwie – wzór (zał.1)**  
 Nr karty: N/A/MA/RRR

Miejsce/nazwa:	ul. Polanki 1A / targowisko/złaz	Data, godzina:	
Dzień:	targowy: środa, sobota nietargowy: ..... weekend: .....	Sporzędził (s):	
<b>Czynnik zewnętrzny</b>			
Pogoda	deszcz, wiatr, śnieżyca, inne		
Wydarzenia	okazjonalne, święta	Targ cotygodniowy	
<b>Dane monitoringu:</b>			
Zakres przestrzenny			
	Układ zachowawczy: tak / nie - odstępstwa: jakie?		
	Uporządkowanie terenu - stan: dobry / zły		
	Stan techniczny urządzeń małej arch.: dobry / zły		
	Roźmieszczenie urządzeń małej arch.: nie/tak: jakie?		
	Stan nawierzchni- stan: dobry / zły		
	Stan zieleni towarzyszącej- stan: dobry / zły		
	Facjom estetyczny: dobry / zły		
Zakres funkcjonalny			
	Funkcja dominująca: handel, kultura, wydarzenie, inne		
	Obładzenie stoisk wg. wytycznych: tak / nie (zaspeszenie wg. załącznika: załącznik)		
	Wykorzystanie małej architektury: nie / tak: jak?		
	Samochody na terenie: nie/ tak: gdzie?, jakie?		
	Miejca użytkowania samochodów (opis + zaznaczenie na szkicu)		
	Eventualne przestrzenie parkowania: nie/ tak (opis + zaznaczenie na szkicu)		
Analiza użytkownika			
	Cykliczność użytkowników terenów: gdzie? (opis + zaznaczenie na szkicu) np. ślad przychodu najwięcej ludzi, skupiska ludzi, inne		
	Osoby znajdujących się na terenie: kto?, ile? mieszkańcy, osoby z zewnątrz, turysty		
	Sprzedający: liczba osób / ilość stoisk		
	Kupujący: liczba osób /godzina (początek, koniec)		
	Inni użytkownicy: liczba osób / kto?		

**Notatki / Uwagi:**

Fig. 40.2. Table for the monitored data from Monitoring Card “Polanki” Market in Gdańsk-Oliwa district – model

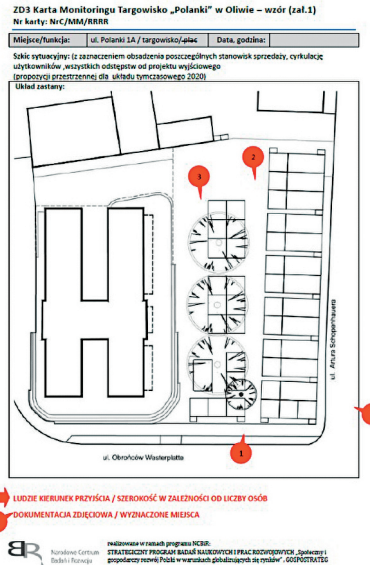
The monitoring documentation was supplemented with photo and drawing documentation. Each monitoring card includes the 4 following photographs:

- photographs taken in designated places (4 points described below)  
Photo 1: entrance overlooking the main alley;  
Photo 2: at the end of the alley overlooking the entrance;  
Photo 3: from the side of the passage at the lighthouse between the building and the trees, the view towards Obrońców Westerplatte Street;  
Photo 4: from the corner of Schopenhauera Street + Westerplatte site,
- all places marked on the map on the Monitoring card.  
All photos were inserted into the table and any additional drawings or sketches in the table as a supplement visualization were possible.



ZD3 Karta Monitoringu Targowisko „Polanki” w Oliwie – wzór (zał.1)  
 Nr karty: NrA/MM/RRRR

Miejsce/funkcja:	ul. Polanki 1A / targowisko/plac	Data, godzina:
Opis:	tygodny: środa, sobota targowisko: weekend	Sporządził (sk):
Czynnik zewnętrzny:		
Pogoda:	deszcz, wiatr, słońce, inne	
Wydarzenia okazjonalne, święta:		Targ cotygodniowy
Dane monitorujące:		
Zakres przestrzenny:		
Układ zachowanie: tak / nie - odstępstwa jakie?		
Uporządkowanie terenu - stan: dobry/ zły		
Stan techniczny urządzeń małej arch. - dobry/ zły		
Admniczne urządzenie małej arch. - nie/tak: jakie?		
Stan nawierzchni- stan: dobry/ zły		
Stan zieleni towarzyszącej- stan: dobry/ zły		
Poziom estetyczny - dobry/ zły		
Zakres funkcjonalny:		
Funkcja dominująca: handel, kultura, wydarzenie, inne		
Osadzenie stoisk wg wytycznych: tak/ nie (zuzupnienie wg załączonego szkicu)		
Wykorzystanie małej architektury: nie / tak: jak?		
Samochody na terenie: nie/ tak: gdzie?, jakie?		
Miejsca opisywane samochodów (opis + zaznaczenie na szkicu)		
Eventualne przestrzenie parkowania: nie/ tak (opis + zaznaczenie na szkicu)		
Analiza użytkownika:		
Cyrkulacja użytkowników terenów: gdzie? (opis + zaznaczenie na szkicu)		
gdz. skąd przychodzi napływający ludzi, skupiska ludzi, inne		
Osoby znajdujących się na terenie: kto?, ile?		
mieszkańcy, osoby z zewnątrz, turysty		
Sprzedający: liczba osób / ilość stoisk		
Napływający: liczba osób / godzina (początek, koniec)		
Inni użytkownicy: liczba osób / czas?		
Notatki / uwagi:		



realizowana w ramach projektu PCBR: STRATEGICZNY PROGRAM BADAŃ NAUCZONYCH I PRAC BUDO WNICZYCH „Spójny i gospodarny rozwój Polski w warunkach globalizacji się rynku”. GOSPODARSTWO

realizowana w ramach projektu PCBR: STRATEGICZNY PROGRAM BADAŃ NAUCZONYCH I PRAC BUDO WNICZYCH „Spójny i gospodarny rozwój Polski w warunkach globalizacji się rynku”. GOSPODARSTWO

Fig. 40.3a, 40.3b. Output drawings for marking important data (observations and deviations from the initial design, plan) from Monitoring Card “Polanki” Market in Gdańsk-Oliwa district – model

The data collection covered individual issues in the field of:

1. Spatial development:
  - Behavior arrangement – there is / there is no deviation
  - Cleanliness of the area – good / bad condition
  - Technical condition of small architecture devices, arrangement
  - Condition of the surface and accompanying greenery
  - Aesthetic level
2. Functional development
  - Stands are allocated according to the guidelines
  - Use of street furniture
  - Location of cars
  - Possible parking spaces
3. Resident usage analysis (counting, photos)
  - Circulation of users of the space (where most people come from, people clusters, spaces of gathering and communication)

Number of people in the area divided into: the number of buyers on fair, non-fair and weekend days, the number of visitors to the market on fair days, non-fair days and on weekends in two time spaces (two hours for monitoring at the beginning and end) Counting was conducted for a given hour to check the number of people in the market with the division for buyers and other users;

Archiving and digitisation took place immediately after the monitoring visit, however the scrapbook of cards was left for documentation and archives.

## Data quality and availability

All data was collected following the monitoring guidelines / instruction for two separate functions of the public space: Marketplace and Open Public Space Event.

For the function of Marketplace, the monitoring was conducted weekly, on Saturdays and Wednesdays, according to a schedule (following schedule of the monitoring visits) between 9–10 a.m. once during the event (or 1 per month at the beginning and end of the market).

For the function of Open Public Space Event, the monitoring was conducted only for the event on particular weekends (according to the schedule of the events) and twice during the event (at the beginning and end of the event). Unfortunately, due to pandemic situation, not all events programmed in the GOSPOSTRATEG projects schedule were allowed to be organised. Nevertheless, the data contained in the dataset allow for a fair comparison of all situations in the area serving as a marketplace and public open space.

### Dataset DOI

[10.34808/yn27-gb21](https://doi.org/10.34808/yn27-gb21)

### Dataset License

CC-BY-NC

### Acknowledgements

The generation of this dataset is strictly linked to and supported by a research project entitled: The public markets revitalisation strategy with the use of the social catalyst entrepreneurship method, brand repositioning and placemaking as a tool for local development policy (in Polish: Strategia rewitalizacji obiektów handlu targowego z wykorzystaniem metody społecznego katalizatora przedsiębiorczości, repozycjonowania marki oraz placemakingu jako narzędzie polityki lokalnej) project number: Gospostrateg1/392278/6/NCBR/2018, conducted within the framework of the GOSPOSTRATEG program financed by the National Centre for Research and Development in Poland. The monitoring was carried out by a group of researchers from the Faculty of Architecture, Gdańsk University of Technology, directly involved in the project: arch. J. Borucka PhD, arch. W. Mazurkiewicz PhD, arch. D. Nałęcz.

### References

- Bennett, R. and Savani, Sh. (2003) ‘The Rebranding of City Places: An International Comparative Investigation’, *International Public Management Review*, 4(2), pp. 70–87. Available at: <https://journals.sfu.ca/ipmr/index.php/ipmr/article/view/217/217> (Accessed: 16<sup>th</sup> December 2020).
- Bieszk-Stolorz, B. and Felsztyńska, I. (2018) ‘The analysis of attractiveness of large cities with respect to the development of the marketplace trade’ (Polish title: Analiza atrakcyjności



dużych miast pod względem rozwoju handlu targowiskowego), *Studia i Prace WNEiZ US*, 54 (3), pp. 407–418. DOI: 10.18276/SIP.2018.54/3-30.

Czyż, P. and Hanzel, P. (2018) 'Traditional Market Areas in the Context of Revitalization – Issues Overview' (in Polish: *Przestrzenie Handlu Tradycyjnego w Kontekście Procesu Rewitalizacji – Szkic Problematyki*) in Lorens, P. (ed.) *Urban Aspects of Cities' Transformation* (in Polish: *Urbanistyczne Aspekty Transformacji Miast*), *Studia KPZK PAN*, 192, Warszawa: KPZK PAN, Wydawnictwo Politechniki Gdańskiej, pp. 315-324. Available at: <https://journals.pan.pl/dlibra/publication/129845/edition/113348/content/studia-kpz-2018-tom-192-urbanistyczne-aspekty-transformacji-miast-traditional-market-areas-in-the-context-of-revitalization-issues-overview-czyz-piotr-henzel-patrycja?language=en> (Accessed: 26<sup>th</sup> May 2022).

'*Social Catalyst of Entrepreneurship - The public markets revitalisation strategy with the use of the social catalyst entrepreneurship method, brand repositioning and placemaking as a tool for local development Policy Gospostrateg Project*' (Polish title: „Społeczny Katalizator Przedsiębiorczości (SKP) – Strategia rewitalizacji obiektów handlu targowego z wykorzystaniem metody społecznego katalizatora przedsiębiorczości, rezykcjonowania marki oraz placemakingu jako narzędzie polityki lokalnej”) (2018), Available at: <https://mostwiedzy.pl/pl/project/strategia-rewitalizacji-obiektow-handlu-targowego-z-wykorzystaniem-metody-spolcznego-katalizatora-p,643-1> (Accessed: 4<sup>th</sup> January 2021).

'*Social Catalyst of Entrepreneurship Gospostrateg Project*' (Polish title: *Społeczny Katalizator Przedsiębiorczości*) (2018). Available at: <http://inicjatywamiasto.pl/portfolio/spoleczny-katalizator-przedsiębiorczosci/> (Accessed: 7<sup>th</sup> July 2020).

Strategic program 'Social and economic development of Poland in the conditions of globalizing markets - GOSPOSTRATEG' from National Centre for Research and Development in Poland, Available at: <https://www.ncbr.gov.pl/programy/programy-strategiczne/gospostrateg/> (Accessed: 7<sup>th</sup> July 2020).

The Local Enterprise Partnership for London (2017) '*Understanding London's Markets*'. London: Greater London Authority City Hall, p.4. Available at: [https://www.london.gov.uk/sites/default/files/20171219\\_gla\\_markets\\_report\\_short\\_web.pdf](https://www.london.gov.uk/sites/default/files/20171219_gla_markets_report_short_web.pdf) (Accessed: 14<sup>th</sup> July 2020).

Whyte, W.H. (2013) '*The Social Life of Small Urban Spaces*', (2<sup>nd</sup> Edn), New York: Project for Public Spaces.

