

EAST PAKISTAN UNIVERSITY OF ENGINEERING AND TECHNOLOGY

D A C C A

PLANNING OF SHOPPING CENTRES FOR GREATER DACCA

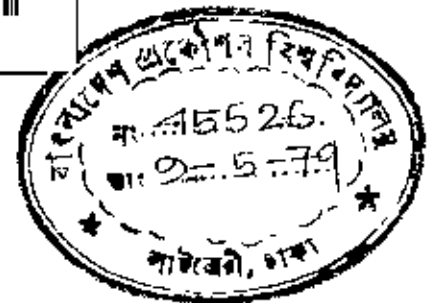
A T H E S I S

SUBMITTED TO THE DEPARTMENT OF PHYSICAL PLANNING  
in partial fulfilment of the requirements for the  
degree of  
MASTER OF PHYSICAL PLANNING



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By

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DACCA, East Pakistan

1971.

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BY

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### III

#### ACKNOWLEDGMENTS

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The author also expresses his sincere gratitude to the authorities of different organisations like Malaria Eradication, U.D.D. etc. and public in general who co-operate in carrying out this field investigation and research work without slightest hesitation.

Lastly, though not least, the author expresses his sincere affection to his wife and the brothers who have helped in bringing out this thesis.

#### IV

Dedicated to my deceased father whose guidance and active encouragements even at the death-bed provided incentives for my higher studies .

## SYNOPSIS OF THE THESIS

The whole works of the planning of shopping centres for greater Dacca, is based upon the field investigation survey and analysis. In the first chapter, the type and scope of the study is explained together with its need in our expanding society. The delimitation of greater Dacca is made. Six existing shopping centres in greater Dacca are selected for detail study and analysis. These are Newmarket, stadium and Baitul Mukarram shopping arcades, Gulshan north and south shopping centres and shopping centres at Narayanganj. In the second chapter, the historical developments of trade and commerce, with special reference to shopping centres in greater Dacca during different ruling dynasties is enumerated along with the effects of partition.

The detail case study begins in the third chapter. Different elements of shopping planning are dealt relating to each element in the existing selected shopping centres. Each element is enumerated with its merits and demerits. From the planning point of view these elements are described in detail. The fourth chapter is dealt with the detail land use survey. Because the importance of existing land use survey cannot be over-ruled in the planning of shopping centres. The commodity-wise land use survey in each of selected shopping centres is

## VI

done. Their occupation in square feet as well as percentages are represented in tabular form which will help in merchandise planning. Land use maps of each shopping centre is prepared. With the facts and figures of survey, investigation and analysis the selected shopping centres are grouped in different types in view of the prevailing types and standard in western countries. The fifth and last chapter is dealt with the problems, their probable solutions for the existing centres and future recommendations with the mode of implementation with a concluding note. The whole work is the outcome of field investigations of the existing one and the suggestion and recommendations are made chiefly based upon them.

In almost all the chapters innumerable photographs have been provided to make the thesis more lucid and self expressive. In spite of careful and diligence effort there might be some omission which need to be commissioned.

## TABLE OF CONTENTS

			Page
		Acknowledgement	III
		Dedication	IV
		Synopsis of Thesis	V
		List of Tables	IX
		List of Maps, Figures and Photographs	X
<b>CHAPTER</b>			
One	...	Introduction	3-10
Two	...	Historical Development of shopping centres in Greater Dacca.	12-26
Three	...	Case Study:	
		Location	29-48
		Site and Forms	49-57
		Traffic in and around	58-74
		Growth and Development	75-80
		Planning, Design and Aesthetic Considerations	81-91
Four	...	Land use Survey	93-118
		Types of shopping centre-	119-132

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CHAPTER			Page
FIVE	...	Problems	133-145
		Recommendations and Prospects	146-162
		Implementation	163-176
		Conclusion	177-180
		Bibliography	181-185



## LIST OF TABLES

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## TABLE NO.

1. Block-wise population of greater Dacca .
2. Percentages of shoppers at different shopping centres from different blocks.
3. Minimum support of selected shopping centres in greater Dacca.
4. Commodity-wise land uses at selected shopping centres.  
( in squar feet )
5. Commodity-wise land uses at selected shopping centres.  
( in percent )
6. Major land uses at selected shopping centres .  
( in square feet)
7. Major land uses at selected shopping centres.  
( in percent )
8. General categories of shopping centres.
9. Categories of shopping centres at greater Dacca.
10. Prevailing standard (U.S.A. & U.K.), existing and recommended hierarchy of shopping centres for greater Dacca.

## LIST OF MAPS, FIGURES AND PHOTOGRAPHS

MAP NO.	<u>LIST OF MAPS</u>
1.	East Pakistan
2.	Greater Dacca - Delimitation
3.	Dacca City : 1600 - 1962
4.	Dacca City Land use 1700
5.	Dacca City Land use 1910
6.	Dacca City Land use 1945
7.	Dacca City Land use 1962
8.	Location Map : Newmarket
9.	Location Map : Baitul Mukarram and Stadium Shopping Arcades .
10.	Location Map : Gulshan North & South Shopping Centres.
11.	Different Blocks : Greater Dacca
12.	Trade Areas : Newmarket
13.	Trade Areas : Baitul Mukarram and Stadium Shopping Arcades.
14.	Trade Areas : Gulshan North and South Shopping Centres.
15.	Traffic Flow Map - 1967
16.	Access Roads : Gulshan South and North Shopping Centres.
17.	Access Roads : Baitul Mukarram and Stadium Shopping Arcades.

## XI

### MAP NO.

18. Access Roads : Newmarket.
19. Layout Map : Newmarket
20. Layout Map : Gulshan South Shopping Centre.
21. Layout Map : Stadium & Baitul Mukarram Shopping Centres.
22. Master Plan of Baitul Mukarram Mosque
23. Land use survey of Newmarket 1970
24. Land use survey of Gulshan South and North Shopping Centres, 1970
25. Land use survey of Baitul Mukarram Shopping Arcade, 1970
26. Land use survey of shopping centres at Narayanganj, 1970
27. Proposed Hierarchy of shopping centres in Greater Dacca.
28. Schematic Plan of proposed regional shopping centre in greater Dacca.

### FIGURES

1. Projected population growth of Dacca
2. Forms of Different Shopping Centres in greater Dacca.
3. An Architects view of Baitul Mukarram
4. Land use survey - Legend
5. Work schedule of Implementation.

## LIST OF PHOTOGRAPHS

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## Plate No.

1. A view of access road in front of stadium shopping Arcade.
2. Access road from Purana Paltan side in Baitul Mukarram shopping Arcade .
3. Shoulder of the road is being used as parking space in Baitul Mukarram shopping Arcade.
4. In east of Newmarket, cars, rickshaws are parked side by side.
5. Hetrogenous traffic in Purana Paltan Road in front of Baitul Mukarram.
6. A busy grocery shop in Newmarket. Merchandise is also kept in Varendah due to shortage of space
7. A busy store in Newmarket.
8. A cloth store in stadium shopping Arcade.
9. Book stalls in Newmarket.
10. Well finished varendah in front of the stores in Baitul Mukarram shopping arcade.
11. Wide open passage in between the stores in Newmarket resenbles a mall.
12. Multipurpose square in Baitul Mukarram.
13. Poorly maintained park inside Newmarket.
14. Hawker at residence.
15. A typical corner shop .

XIII

Plate No.

16. A view of Beitul Mukarram shopping Arcade from Stadium side.
17. A Panoramic view of Stadium Shopping Arcade.
18. The ill maintained fountain of Park in Newmarket is being used as sink for washing dishes by boys of the restaurant.
19. Out of commission Lavatory in Newmarket.
20. In south of Newmarket shoulders of the road are being used as Car Park.
21. Pirate shops by the side of Beitul Mukarram shopping Arcade.
22. A busy foot path in east of Newmarket.
23. A store of plastic materials .
24. Hawker market constructed by D.I.T. at the junction of Mirpur Road and Elephant Road

THE OREGON GAZETTE

AND THE OREGONIAN

WEDNESDAY, MARCH 10, 1887

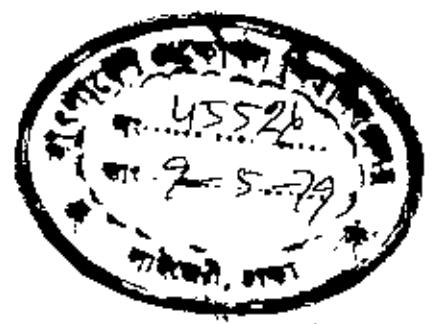
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CHAPTER ONE

## INTRODUCTION



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## INTRODUCTION

The buying and selling is as old as man-kind. Due to the development of science and technology the society has changed. In modern time buying and selling are performed in organised market- known as shopping centre. Gratification of needs and desires motivates both transactions. Only the condition under which they take place have changed. The shopping centre which are now in modern time, can be defined as a group of commercial establishment, planned, developed, owned and managed as a unit, with off-street parking provided on the property and related in its location, size and type of shops to the trade area which they serve.

In recent years the practice of developing unified shopping centres has become increasingly popular. Because of the needs for more automobile parking facilities than are afforded by more street frontage in business areas, such centres have been designed to provide additional space for parking; while improving the convenience and appearance of local business districts. In designing shopping centres for planned communities, where business is to be confined to predetermined areas, it becomes important to have an accurate measure of the amount and types of local business which may be expected

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<sup>1</sup> Community Builders' Council of Urban Land Institute, The Community Builders-Handbook (Washington, D.C.: Urban Land Institute, The Executive Edition, 1960), p. 212.

to locate there, since the law of supply and demand, which usually determine these factors, cannot be allowed to operate with complete freedom in these cases. Surveys will have to be made to determine how much & what types of business are required in relation to population. Land use survey of existing shopping centres may also be used as guide.

In planning a shopping centre, certain principles should need to be observed. It should be located so as to be convenient to pedestrians, mass transit, and automobile which means that it almost always should be near a main highways. It should have ample off- street parking facility and should be so designed as to encourage the use of these facilities by the shoppers. Vehicular and pedestrian traffic should be separated as much as possible, with entrances and exit so designed as to minimize traffic congestion on the abutting street. Deliveries to stores should be facilitated and kept in isolation from customers facilities whenever possible. The shopping centre should be attractive to the eye and should be protected from abutting residential uses. There need to be a playground with benches to sit, where small children can be left under supervision, while their mother can shop. Additional facilities such as under ground loading space for trucks and under ground moving ramps may be planned to connect all buildings in the

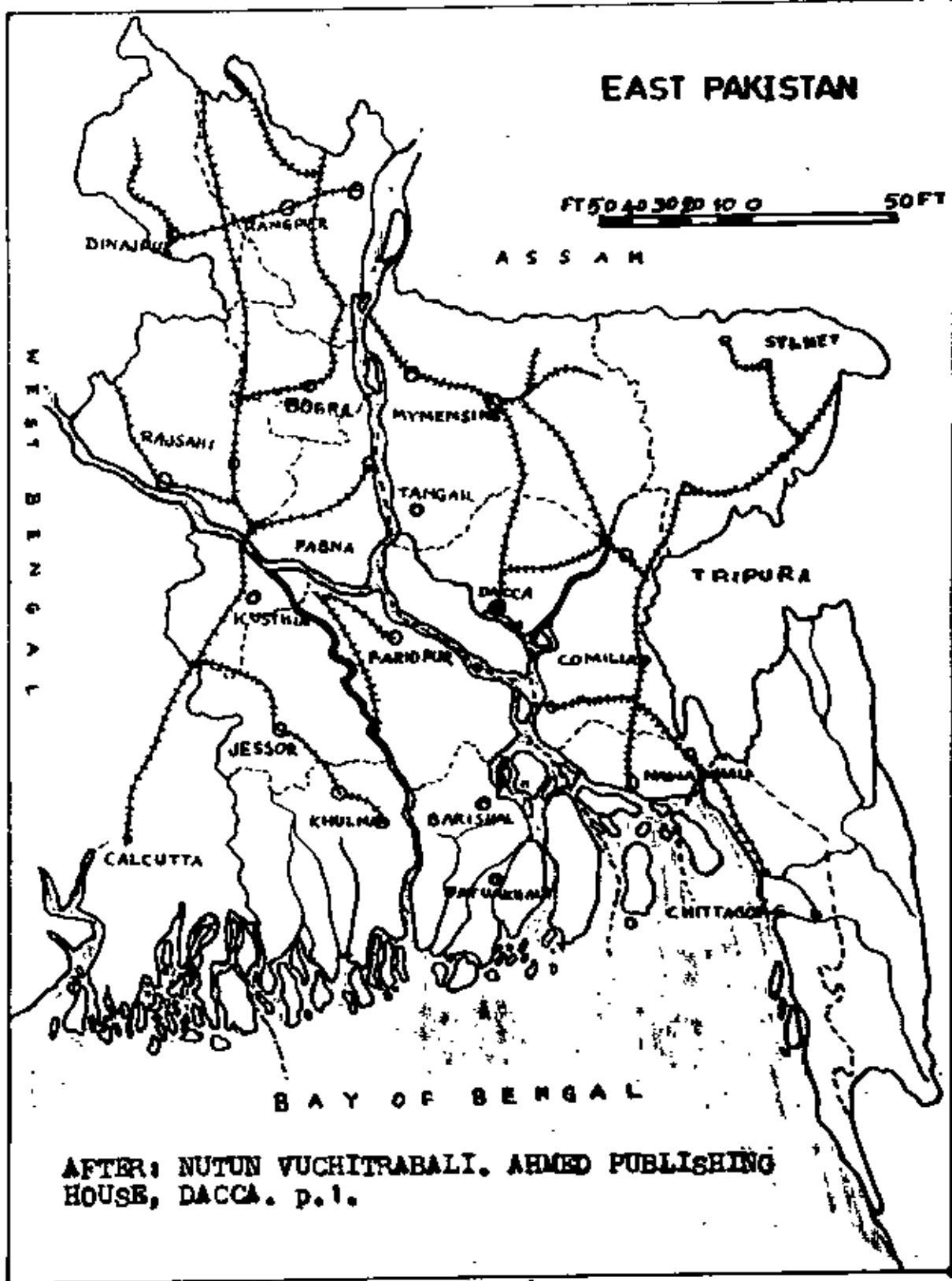
the group. The roof top may be utilised as parking spaces to accommodate cars. There should be provision for window display. The shopping centres need to be designed in such a way so that the shoppers can have a look at the articles before they actually set out for shopping.

In planning of shopping centres, a general guide line with some suggestions as well as recommendations is given which is suitable in our country, especially for greater Dacca. In this work what actually is done is to trace the history to find the trade and commerce of Dacca at different ruling dynasties at different times. Then few important shopping centres are selected at different areas of Dacca city. The different elements of shopping centres are related with the existing selected shopping centres and enumerated with its merits and demerits of existing problems and probable solutions. Finally some recommendations on the findings of the existing one are given with the mode of implementation.

Day by day the need of organised shopping centres is maintaining upward trend in our expanding society. In medieval times the fair was a most important feature not only of economic but also of social life. If the shopping centre becomes a place that not only provides suburbanities with their physical living requirements, but simultaneously serves the civic, cultural and social community needs, it will make a most significant contribu-

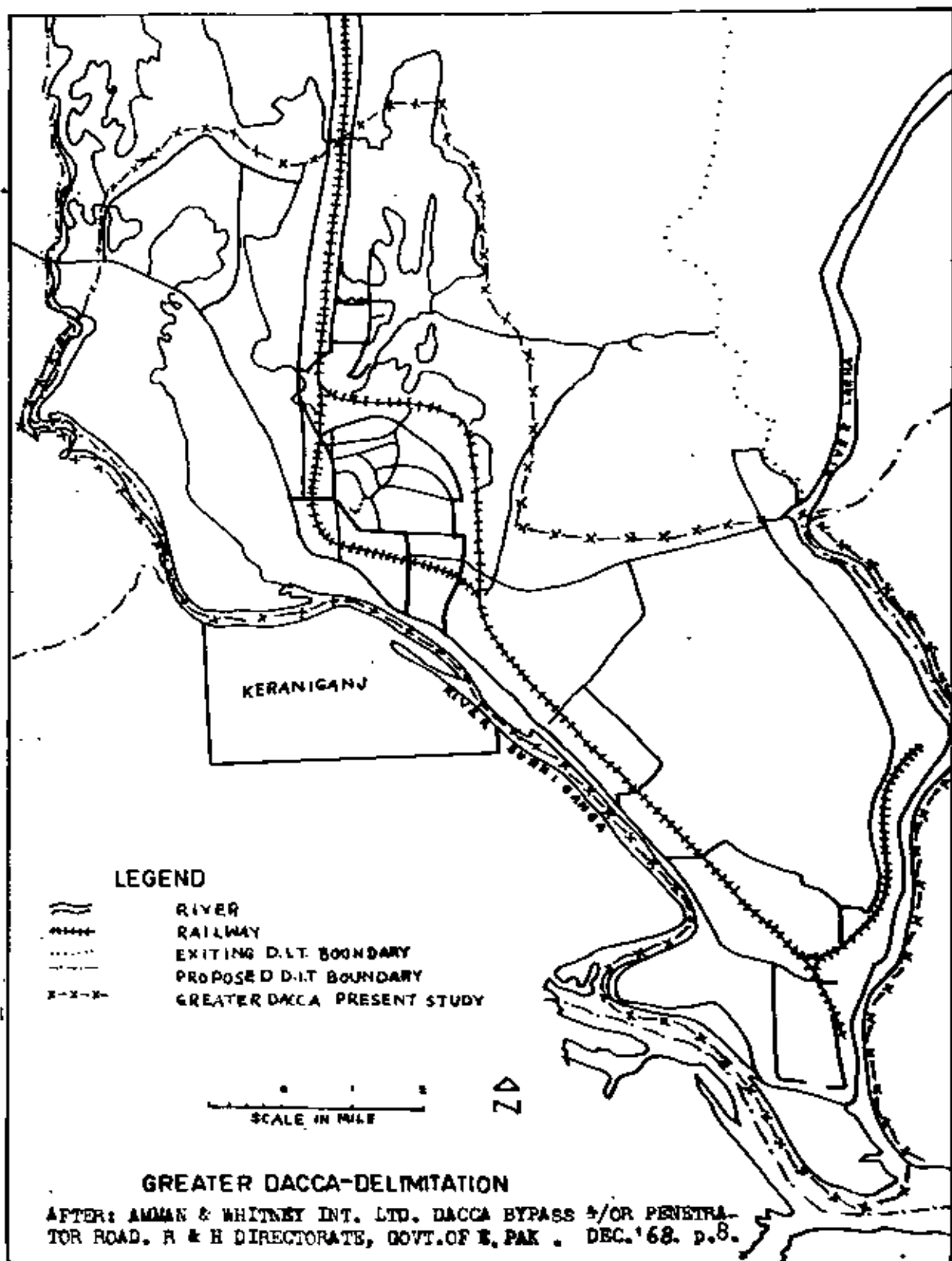
tion to the enrichment of our expanding society. Dacca flourished once in 1700 A.D. and again after the partition of Indo-Pakistan sub-continent starting flourishing with full bloom. After the partition in 1947, Dacca became the provincial headquarters and consequently shouldered a lot of responsibilities. Due to increase of population necessitate for the establishment of different offices, where people rushed towards the city from the country side as well as migrants from India. At the primary, residential estates, colonies are being established. Early in 1950 Government New Market a planned shopping centre was proposed to establish. In 1953 it started functioning and cater the need of shopping in the areas Azimpur, Nilkhet, Eskaton and Magbazar. It was not sufficient to meet the demand of our expanding society. Out of the necessity, the planned shopping centres established at different parts of the city. The society in which we live is a heterogeneous one. It consists of different sects, casts and religious with different taste, culture and mode. There are three distinct classes in our society- upper class, middle class, and low income class. The habit of shopping differs at different classes. The upper and upper middle class people seek an organised shopping centre, neat and cleaned with modern facilities and amenities. There is a dire need of shopping facilities for every class of people in the city. Low income group of people are very hard hit and there is hardly any well planned shopping

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centre for them. The low income group in our society which is undoubtedly greater in percentage shop mostly from road side shops or from hawker markets. To meet the need of this group, the traders of small capital spread their merchandise on the footpaths and at the dead end of roads. Few hawkers' markets have sprung up at different places of Dacca city. Hawker markets at Sadarghat, outside of the New Market and Elephant road are important. They are organised. Other traders spread their merchandise at footpaths of Jinnah Avenue, Mirpur road and in front of G.P.O. etc. Special attention should be paid so that the low income group can shop profitably and befittingly in the planned shopping centres.

For greater Dacca, it is necessary to break up the area into its geographical components not only to check the overall projection of shopping needs but also to trace the changing patterns of shopping growth and developments. Obviously the physical directions of urban expansion and the differential rates of growth of various neighbourhoods are major influence on the shopping requirements. In this work the last few years of plans and developments that have been under taken both by public and private parties will help <sup>to</sup> identify the general shape and magnitude of the area's growth. Dacca city with the population of 8,90,000 is the capital and main city of East Pakistan (Map No.1)



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a province over 72 millions inhabitants . It is centrally located in <sup>the</sup> province of East Pakistan and situated on the left bank of the river Buriganga (Map No.2). The main city extends from Postagola in the East to Hazaribag and Garai Jafarabad in the west, from the Buriganga river in the south to Gulshan and Mohakali in the north, to south of Buriganga river. For the purpose of study and planning of the shopping centres, the greater Dacca delimitation will include the port-town of Narayanganj, from Postagola in the East to Hazaribagh in the West and from Buriganga River in the south to Gulshan, Banani, Second Capital in the north and Dhanmondi, Mohammadpur in the north-west. For the purpose of study and analysis six shopping centres are selected taking at least one from each area. Following are the shopping centres selected for case study :

1. Shopping Centres at Narayanganj.
2. Gulshan North Shopping Centre.
3. Gulshan South Shopping Centre.
4. New Market.
5. Baitul-Mukarram Shopping Arcade.
6. Stadium Shopping Arcade.



CHAPTER TWO

HISTORICAL DEVELOPMENT OF SHOPPING  
IN GREATER DACCA

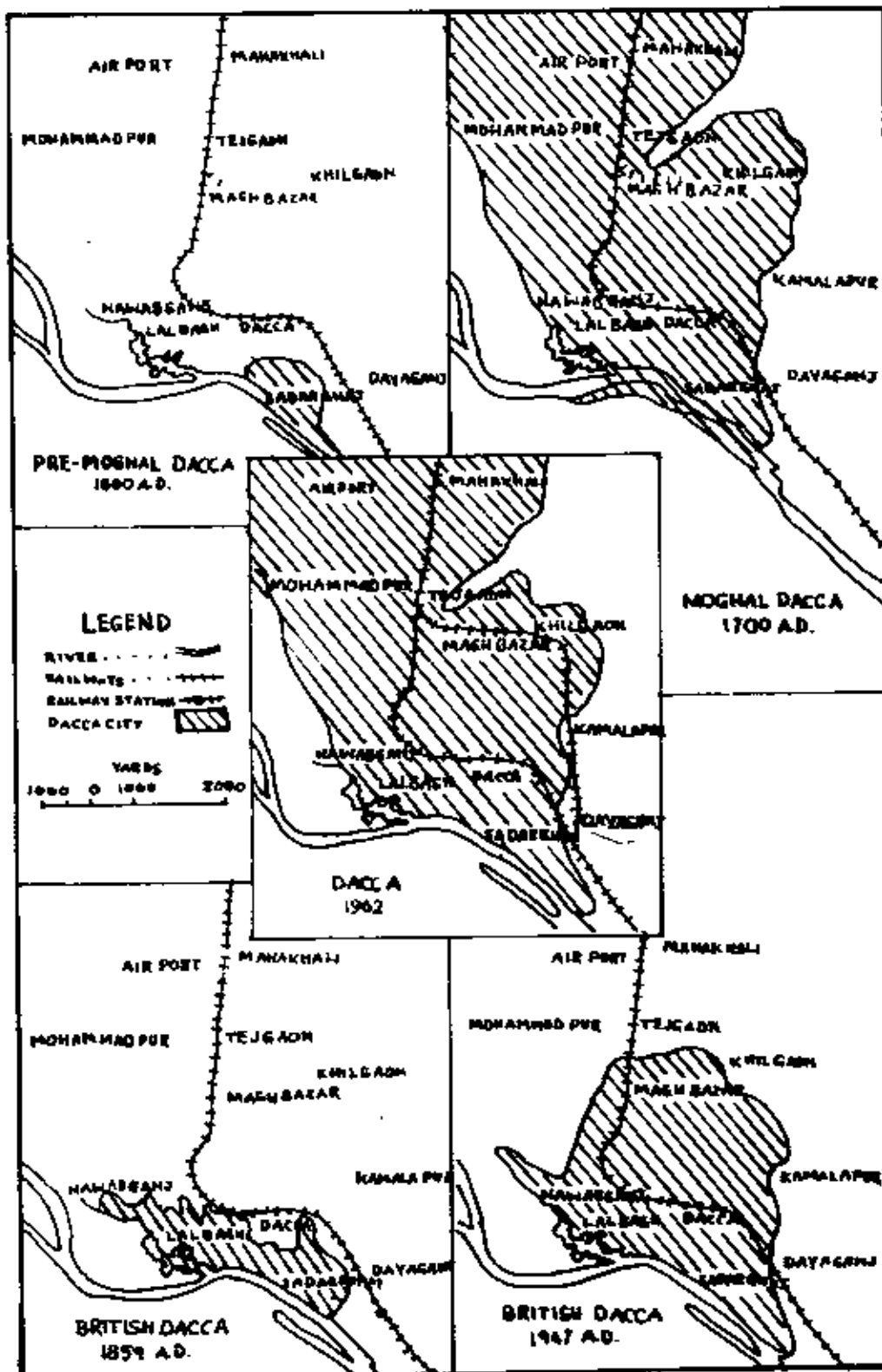
## HISTORICAL DEVELOPMENT OF SHOPPING CENTRES IN GREATER D A C C A

The development of shopping centres has direct relation with the development of the city itself. At different times of the history the city contracts as well as expands due to different ruling dynasties. The growth and development of the city has tremendous effect on its trade and commerce. In tracing the history for the development of shopping centres in greater Dacca, it is essential to relate the history itself. The history of Dacca can be divided into five broad periods ( Map No.3)<sup>1</sup>.

1. Pre-Mughal period (before 1608)
2. Mughal period (1608-1764)
3. East India Company Period (1764-1857)
4. British Period (1858-1947)
5. Post-independence period (since 1947)

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<sup>1</sup> M. Atiqullah & F.K. Khan, Growth of DACCA CITY Population & Area (1608-1981) (Dacca : Social Science Research Project Department of Statistics, University of Dacca, n.d.), p.3.



Map No.3

DACCA CITY: 1600 to 1962

Source: M. Atiqullah & F.K. Khan. Growth of Dacca City. Social Science Research Project. Deptt. of Statistics, D.U. Dacca, E. Pakistan. p.3.

Pre-Mughal period (before 1608):

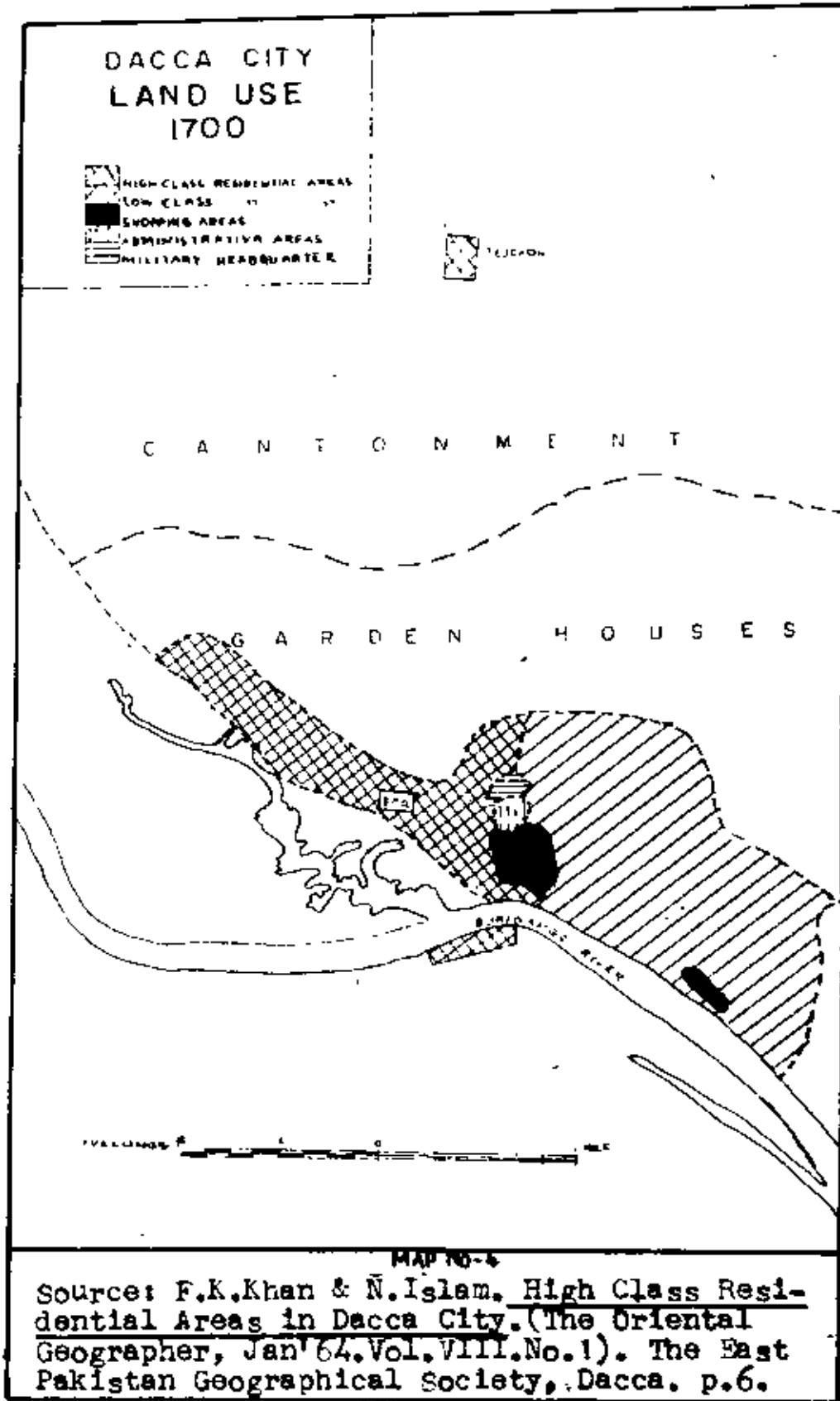
The very existence of Dacca may be traced back to 7th century A.D. when it was part of the Buddhist kingdom of Kamrup. From about 9th century A.D. it was governed by the Sena kings of Vikrampur. At that time Dacca was identified as Bengalla<sup>1</sup>. Probably it was a small town lying between the river and what is now the Dulai Khal with its centre near the present Bangla Bazar. The town consisted of few market centres like Lakshmi Bazar, Tanti Bazar and few localities of other craftsmen, businessmen like the Patuatuli and Kumertuli, Benia Nagar and Goal Nagar. After the Hindu rulers, Dacca was under the Muslims for a long time (1299 to 1608) before the arrival of the Mughals. The city however, was at its peak during the Afgan rule of Emperor Sher Shah in the 16th century. The Afgan Fort in Dacca was located at the present Central Jail. After the Pathans, Dacca went under the rulers of Sonargoan from which the sovereignty of area was acquired by the Mughals.

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Bengalla (Dacca) is one of the fifty two marketing towns near the confluence of Meghna, Dhaleswari and Gitalakhya Rivers.

F.K.Khan & Nazrul Islam, "High-Class Residential Areas in Dacca City", The Oriental Geographer (Dacca: The E.P.Geographical Society, VIII, No.I Jan.'64), p.4.

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Mughal period (1608-1764):

Dacca was renamed as Jahangir Naghar and was made Capital of Bengal by Islam Khan, the Mughal viceroy of Bengal in 1608. Large development took place during the period, 1608-1706 (Map-4)<sup>1</sup>.

During the rule of Ibrahim Khan, Dacca attained great commercial importance and became a trading centre of the whole of South East Asia. However, the greatest development of the city took place under Shaista Khan. The city had a population about a million people<sup>2</sup> and stretched for twelve miles in length and 8 miles in breadth at that time<sup>3</sup>. The Burigange river and the Dulai Khal served as the communication lines. Country boats used to ply on them with goods and passengers. In the country's trade and commerce, the very situation of Dacca, the central place having connections with the surrounding areas by means of water-routes, placed her in an advantageous position. The growth and development of the town due to the resultant increase of population necessitate the development of shopping areas and market places to meet the supply of daily necessities of life. The chief item of trade was muslin for which Dacca earned the name even in Europe.

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Ibid., p.p. 4, 5 & 6.

Besides muslin goods, Dacca also exported rice, sugar and silk and in return imported conch shells, spices, perfumes, etc. Close to the fort (present Central Jail) developed the chief market centre, then known as 'Badshahi Bazar' (Royal Market) now called 'Chawk Bazar'. For ministers and high officials, two separate residential-cum-shopping centres called Bakshi Bazar and Dewan Bazar were developed. But the Chawk Bazar was located to serve both the upper class and lower class residential areas (Map No.4). This was rich in merchandise and colourful in appearance. It was also close to the Buriganga River which served as the principal means of communication. Another commercial centre was located at Bangla Bazar. This was the main shopping centre before the arrival of the Mughals, but yielded its supremacy to Chawk in Mughal period. It however, continued to cater to the needs of the people living in and around it.

East India Company period (1764-1857):

Dacca had glorious period in the 17th. century, but the 18th. century brought in its wake bad omen for its prosperity. The removal of the capital from Dacca in 1706 gave a jolt to the stability of administration and the growth of the city. The death of Emperor Aurangzeb in 1707 brought sharp fall of the Mughal Empire. For about sixty years Dacca experienced a period of disorder. During this period, the East India Company, and English trading company, gained poli-



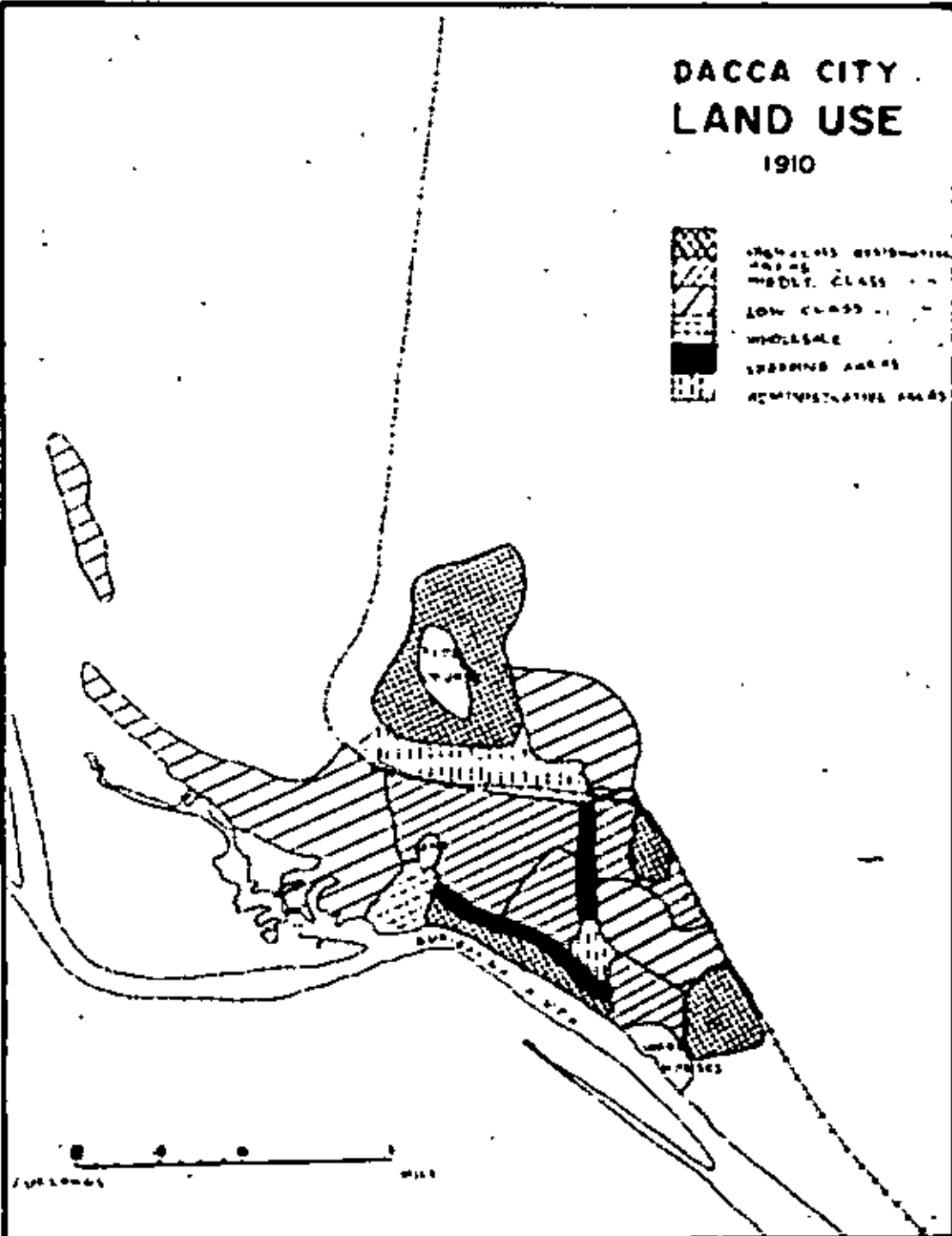
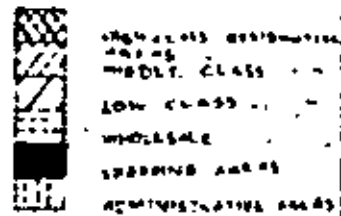
tical domination and took over control of Dacca city in 1764. Under East India Company's rule Dacca came into the grips of several major calamities. There came a famine in 1769-1770, another in 1784 and yet another during 1787-1788 followed by excessive floods. Dacca suffered heavy casualties of life. The 18th century Industrial Revolution in Europe brought a decline in foreign trade of Dacca products. In 1781 the weaving of muslin although inferior in quality, started in England and began to compete at low price with the Dacca muslin. With the growth of Calcutta, the business centres started moving to Calcutta followed by flight of capital and labour force from Dacca. The decline in economy, population and administrative importance brought about shrinkage in the area of Dacca city. According to Rennell the area of Dacca city, at that time was extending from Nawabganj to Iron Bridge of Sutrapur and from the Buriganga river to Nimali Khoti; the present office of the Asiatic Society of Pakistan.

British period (1858-1947):

Dacca faced a serious calamity in 1857, the revolution against the rule of East India Company. The rule of the company came to an end when the British Crown took over the administration of the country in 1858. Calcutta became the capital city and Dacca has lost much of its charm and attraction which she had during the Mughal period. Dacca could not

# DACCA CITY LAND USE

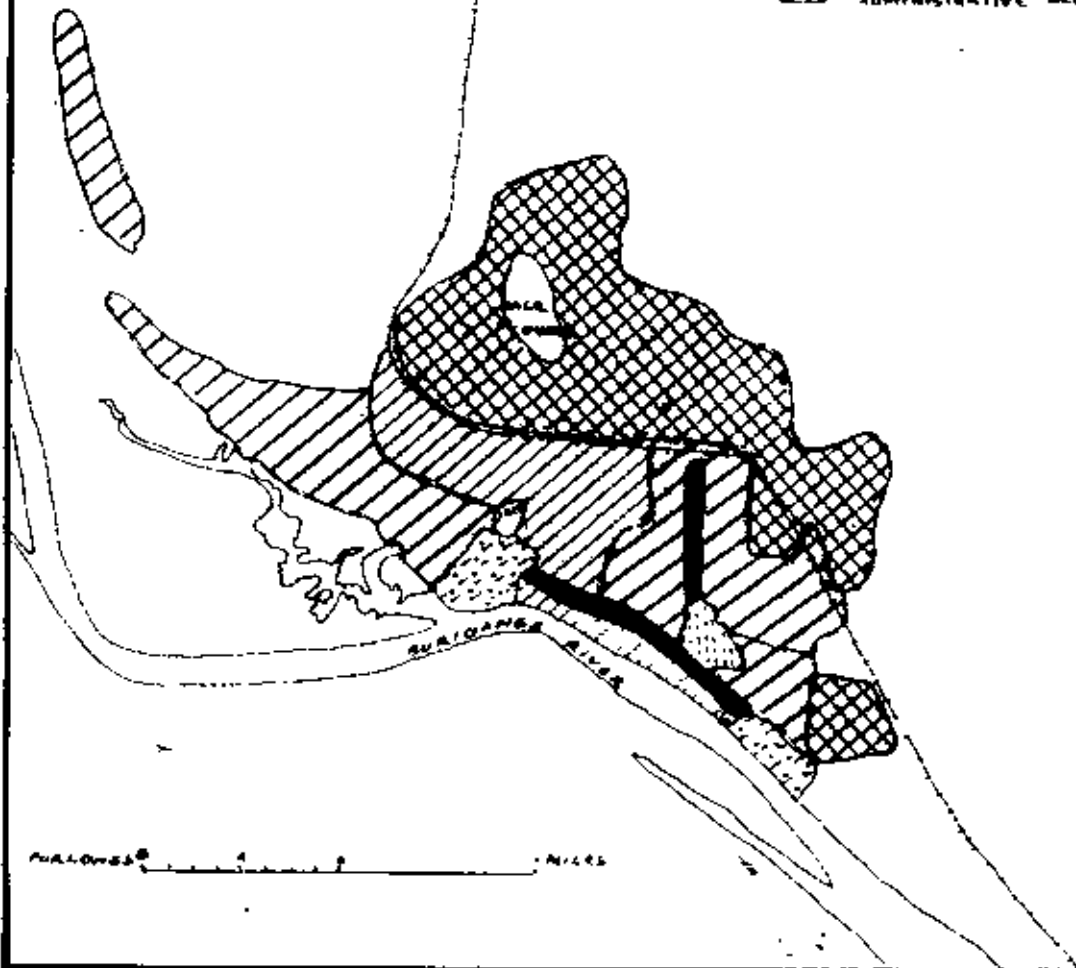
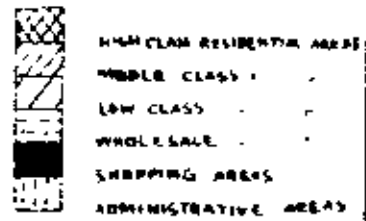
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MAP NO-8

Source: F.K.Khan & N.Islam. High Class Residential Areas in Dacca City. (The Oriental Geographer, Jan'64, Vol.VIII.No.1). The East Pakistan Geographical Society, Dacca.p.8.

# DACCA CITY LAND USE 1945



MAP NO-6

Source: F.K.Khan & N.Islam. High Class Residential Areas in Dacca City. (The Oriental Geographer, Jan'64. Vol.VIII.No.1). The East Pakistan Geographical Society, Dacca. p.10.

gain its past glory but its diminishing growth changed gradually into increasing growth as economic and political conditions improved. Dacca gain prominence in 1905 when it made the Capital of the then newly formed province of East Bengal and Assam(Map.5)<sup>1</sup>. The civil lines were developed where a good number of buildings were constructed to house offices and administrative personnel. But Dacca lost its prominence as soon as the province was dissolved in the year 1912. With the establishment of Dacca University in 1920, the City again gained prominence. The East India Company had inherited a well developed central business district in the Chawk, which gradually changed its identity from a retail centre to a wholesale centre. By 1930, it had become completely a wholesale area<sup>2</sup>. The retail trade area on the other hand moved along Islampur and then north-ward along Nawabpur Road. They have retained part of their character until to-day(Map No.6). Bangla Bazar also re-developed as a retail trading centre in the later part of the British rule.

Dacca was created since the 14th August 1947 and Dacca was made the Capital of the province of East Pakistan. Dacca was suddenly called upon to shoulder many responsibilities. The problem since then has been to house the increasing

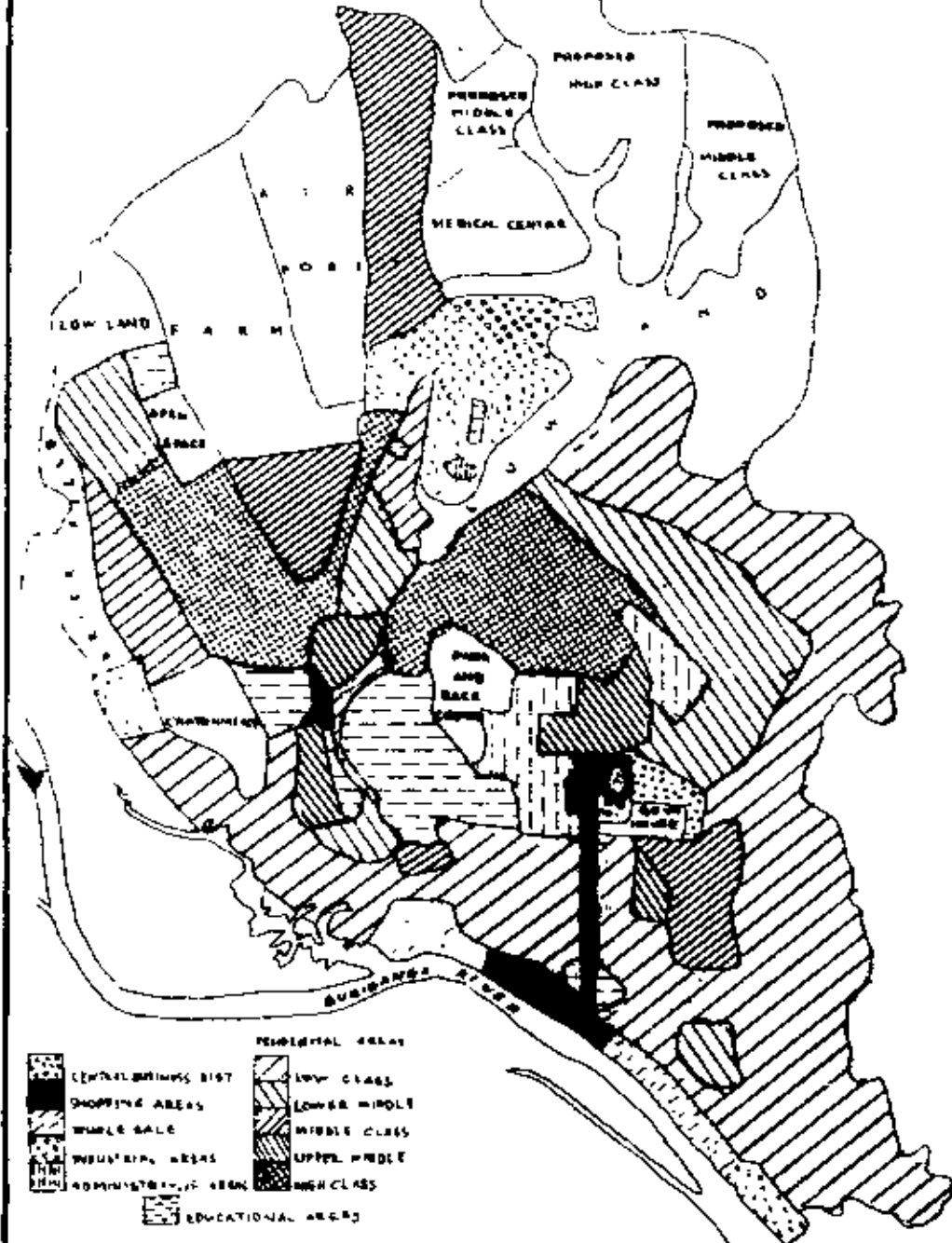
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<sup>1</sup> Khan & Islam, op. cit., p.8.

<sup>2</sup> Ibid. p. 18.

# DACCA CITY LAND USE

1962



MAP NO-7

Source: F.K.Khan & N.Islam. High Class Residential Areas in Dacca City. (The Oriental Geographer, Jan '64, Vol. VIII, No. 1). The East Pakistan Geographical Society, Dacca. p.13.

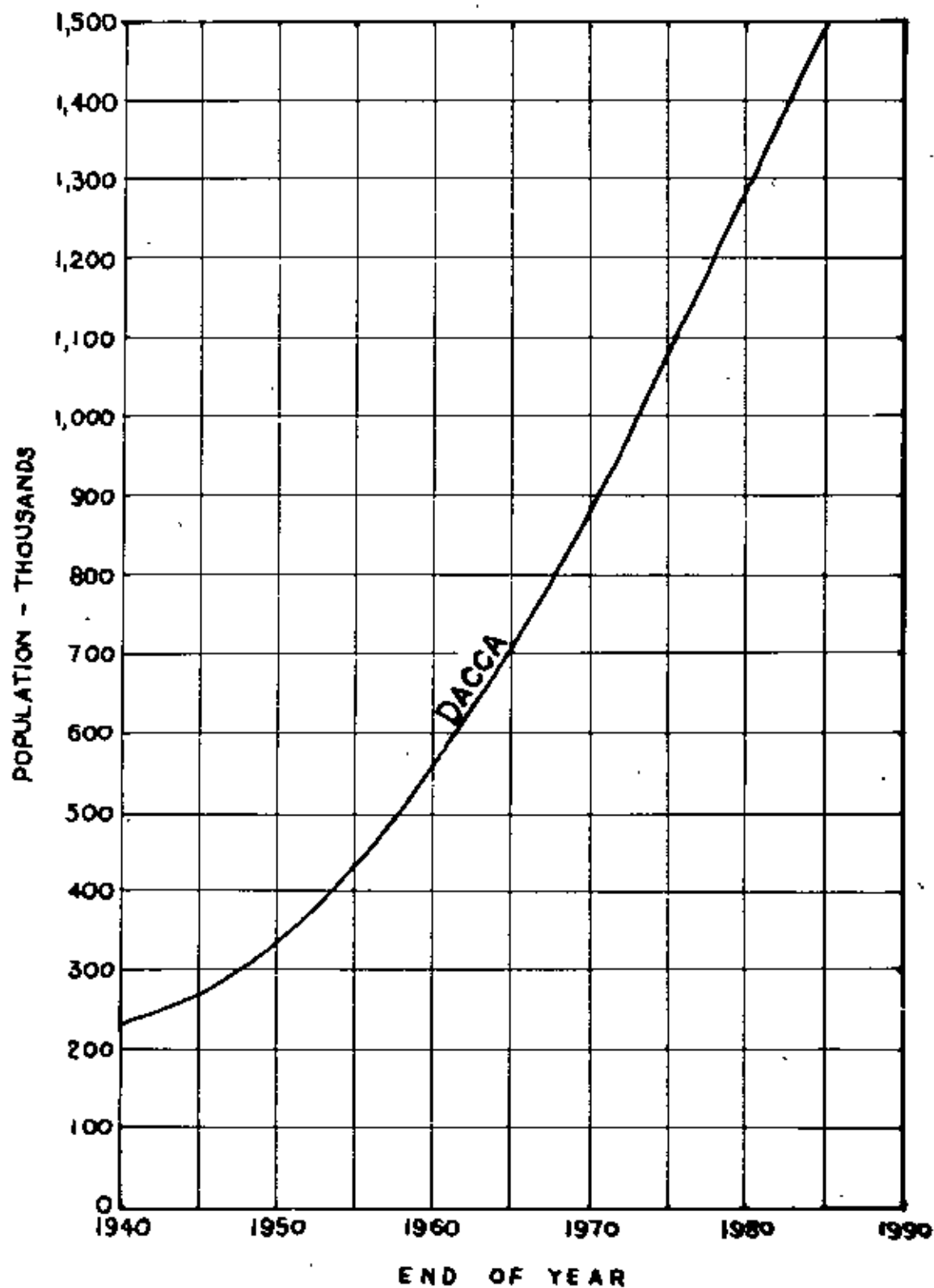
number of government offices, firms, industrial establishments, government employees, muslim migrants from India and people coming from other part of the province. The influx of the people caused the population to increase from 3,35,925 in 1951 to 5,56,712 in 1961<sup>1</sup> and 8,90,000 in 1970<sup>2</sup> which shows an increase of 65.7 percent in 1961 and 160 percent in 1970. The City in the initial years after independence took place in the form of fission or division of existing houses and compounds mainly in the old city and later expansion started in the vacant areas of the City.

Dacca as a commercial centre handles both wholesale and retail trade. The wholesale area is located at Imamganj, Chowk, Mitford area, part of Islampur, Patuatuli and Bangla Bazar and Farashganj and Postagole. In these areas there were houses and godowns for storage purposes. The retail trade areas are different parts of Islampur, Patuatuli, and Bangla Bazar. Sadarghat is also retail trade area. From Sadarghat the retail area extends upto Jimmah Avenue along the Nawabpur road. Retail trade at Baitul Mukarram, Stadium started after 1960 (Map No.7). A large cluster of commercial firms have developed in Motijheel. The shopping centre at Newmar-

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<sup>1</sup> Manager of Publication, Population Census of Pakistan 1961 District Census Report Dacca, parts I-V (Karachi: Ministry of Home Affairs Govt. of Pakistan, 1961), p. I-33.

<sup>2</sup> IECO, Inc., "Projected population growth of Major Cities" EPWAPDA, Master Plan suppl. c, Economics (San Francisco: EPWAPDA, Dec. '64), Fig-c-11-5.



PROJECTED POPULATION GROWTH OF Dacca  
SOURCE: IECO, WAPDA MASTER PLAN  
SUPPL.-C, DEC-64. P.III-C

FIG-1

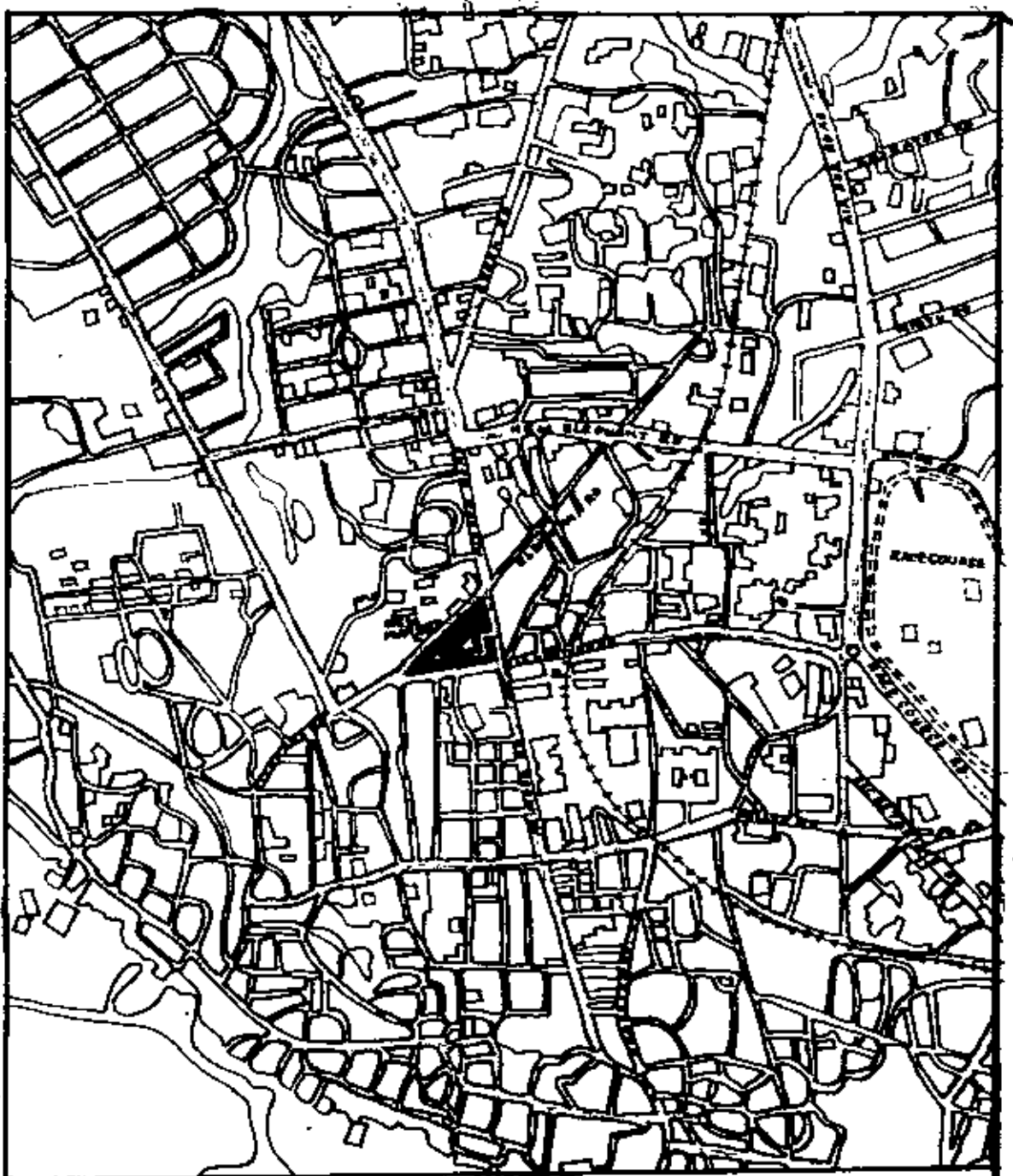
ket. Other newly established shopping centres are at Gulshan. In Gulshan there are two shopping centres one is known as Gulshan south shopping centre and the other is Gulshan north shopping centre. Besides these there are five blocks of shopping centres established in Narayanganj in West of Quaid-e-Azam Road and other at steamerghat. The retail sale are also seen along some part of Mymensingh Road, Airport Road, Mirpur Road and along the newly constructed M.M.Alam Road. These type of retail trade shows a ribbon development along the main roads of the city. As Dacca is the provincial head quarter it has tremendous regional impact. The availability of different daily necessities are in abundance. There is sufficient scope of choice and sorting of commodities. Besides, in other districts of East Pakistan modern shopping centres have also sprung up. Among them Bipani-Bitan of Chittagong is worth mentioning.



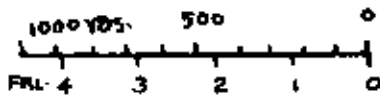
CHAPTER THREE

**C A S E S T U D Y :**

LOCATION



SCALE



◦ LOCATION MAP:

NEWMARKET



AFTER: GOVT. OF PAKISTAN, DACCA GUIDE MAP. SURVEYOR  
GENERAL OF PAKISTAN, DACCA, 1971.

## L O C A T I O N

Proper location is an important pre-requisite for successful development of shopping centre. Location indicates the general area in which to select a shopping centre in order to afford the best opportunity for successful functioning and operation of a centre. The term location, in the case of greater Dacca, is applied to mean purely the geographical location. For proper geographical location economic considerations is the determining factor. In judging two parcels of land which may be equal in all other respect their location and the economic attributes that flow from location must be given careful consideration.

The Newmarket is located at the inter-section of Azimpur Road and Nilkhet Road (Map No.8. Newmarket is located at that place chiefly to serve the Azimpur area, gradually it attracted customers from other parts of the city also. Baitul Mukarram is mainly constructed for religious purpose together with shopping arcade on the ground floor and 1st floor in the Western side. There is a big square in front of the Mosque in the south. Baitul Mukarram is located on the eastern side of the G.P.O. and on the south of Topkhana Road (Map No.9). Shopping centres around the Dacca Stadium is also located by the side of the Baitul Mukarram. The shopping centre at Baitul Mukarram has come into being due to the establishment of a

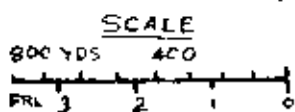
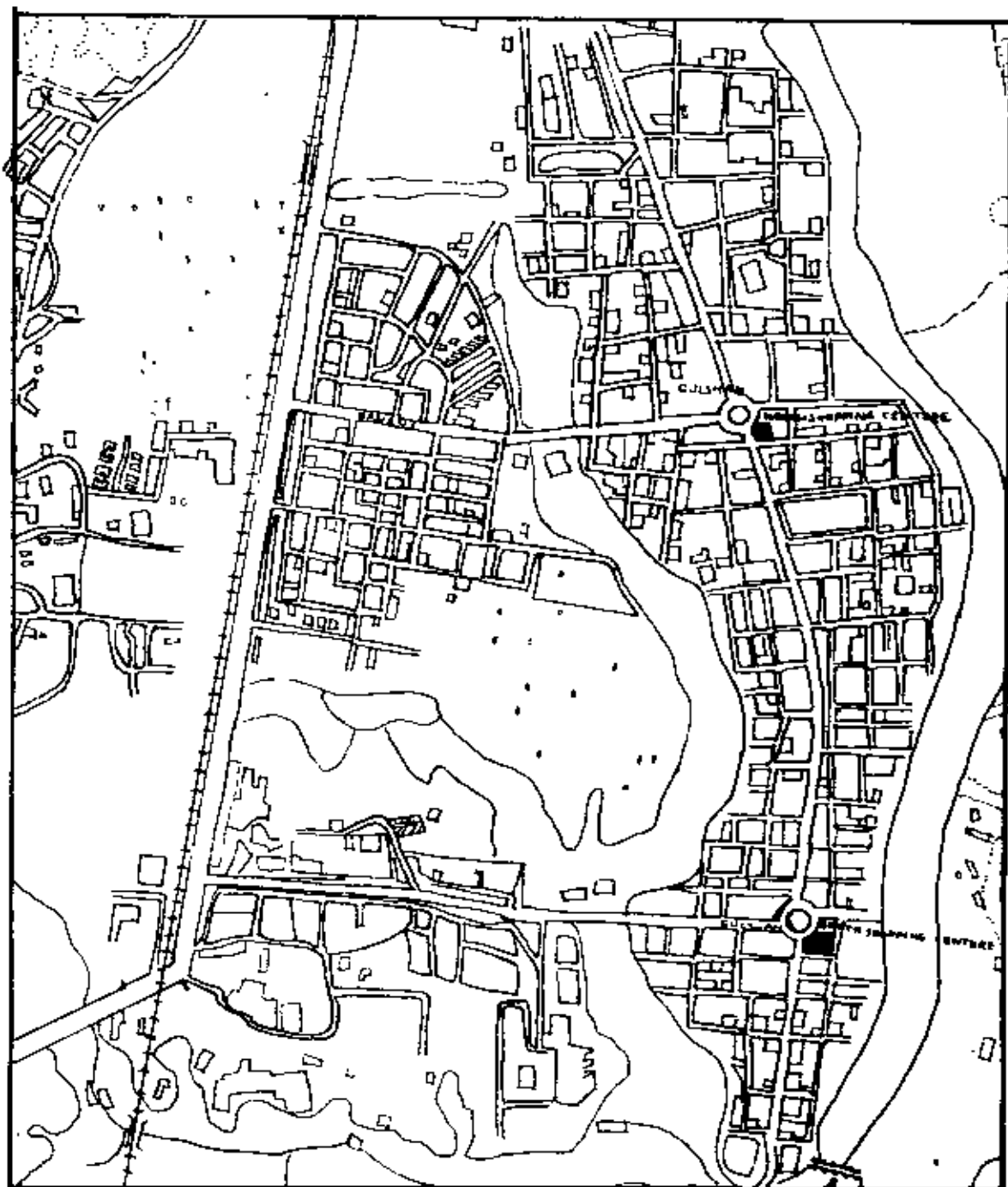


Grand Mosque at Dacca. The primary objectives of the shopping centre was to provide finances for the various activities of the Baitul Mukarram Mosque and to cater need of shopping of our expanding society<sup>1</sup>. Gulshan south and Gulshan north shopping centres are located in Gulshan Model Town. Two shopping centres are at the inter-sections of main road in Gulshan. The Physical distance between the two shopping centres is about a mile. These two shopping centres serves mainly the areas Mohakhali, Gulshan Model Town and Banani Model Town. The north shopping centre is at the nearest proximity of Banani Model Town and South shopping centre near Mohakhali (Map No.10). Other shopping centre which is selected for the study purpose is located at Narayanganj the Port-town about ten miles towards East of Dacca. At Narayanganj the shopping centre is located on the West of Quaid-e-Azam Road, main road of Narayanganj. The shopping centre at Narayanganj has all together five blocks side by side. Block No.1 and Block No.2 are multi-storied. Other three blocks are single storied. Each block is independent and has no link with the other. This shopping centre was established to serve the people of Narayanganj.

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1

Baitul Mukarram Mosque  
(Dacca : Baitul Mukarram Society, 1968).



MAP No: 10

## LOCATION MAP

### GULSHAN NORTH & SOUTH SHOPPING CENTRES

AFTER: GOVT. OF PAKISTAN, DACCA GUIDE MAP, SURVEYOR  
GENERAL OF PAKISTAN, DACCA, 1971.





The shopping centres which are established in Dacca by different Government, Semi-Government Organizations their primary objectives were to provide shopping facilities in that area. In short to serve the population. In case of shopping centre at Baitul Mukarram it was subsidiary objectives. The primary objective of Baitul Mukarram was to construct a Mosque and to give support to activities and maintenance of the Mosque the shopping arcade was planned. Of course, the location, by virtue of its position is so suited that it is well serving the population. In order to study the general area with the aim of establishing the most suitable location within which a site should be acquired, the total available economic potential of the area would be analysed. Primary among the influences bearing upon location is the question of population. In case of Dacca it is observed that different shopping centres at different parts of the City are being established at different time to satisfy the need of increasing population. In analysing a location, attention must be paid not only to the existing population, but to prospects for future growth. The growth rate of population of Dacca from 1951 to 1961 is about 65.7% and the census of 1971 is yet to be done<sup>1</sup>. So for the pur-

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<sup>1</sup> Population Census of Pakistan 1961.  
op. cit., p. I-33.

pose of present and future populations of Dacca City, the last census population need to be projected considering the main governing factors. The growth may be forecast with reference to past growth rates, the trend of population shift, and availability of remaining suitable land for residential development. In considering a developed area, where only a minimum amount of suitable land is available for residential development, it would, of course, be fallacious to apply general population growth rates. Population in such areas might remain constant or might even decline. In case of the location of the shopping arcade in stadium, part by part was constructed after 1950. Firstly, the stadium was planned to locate at the present position. The shopping arcade is the secondary part of the original project. In early 1950 for the developing Dacca, there was a want of a stadium which can accommodate greater number of spectators in different types of sports and games. The population was swelling day by day due to the impact of independence. Gradually, the stadium came to the present position together its shopping arcade around it. The original planned stadium is yet to be completed.

A shopping centre, like any other group of commercial facilities will draw its patronage largely from an area which can be defined and outlined on a map<sup>1</sup>. The extent of this

<sup>1</sup> Victor Gruen and Larry Smith, Shopping Town U.S.A. (New York : Reinhold Publishing Corporation, 1960), p.31.

trade area and the degree to which it can be accurately charted varies with a number of factors. The term "Trade Area" is normally defined as 'that area from which is obtained the major portion of the continuing customers necessary for steady support of the shopping centre'. In analysing a regional centre's location, however, various zones might exist, each one extending its influence to a different degree in relation to the location. The defining factors used in delineating a trade area vary from centre to centre. The amount of purchasing power available for the specific location must be gauged for these various zones. In Western countries they include, but are not limited to, the size and influence of the proposed retail facilities, planning and design characteristics, travel time to and from the location, the existence of natural and man made barriers, such as rail roads and rivers, which would influence accessibility either in fact or Psychologically, the existence and size of competitive facilities, etc. As a result of these factors, the trade areas for various locations will not assume similar sizes or shapes.

In delineating the trade areas of different shopping centres in greater Decca, the origin and destination survey was carried out. This is the method which is widely used in delineating trade areas in Western Countries. This method is also suitable for the greater Decca. Information was collected mainly from the questionnaire. In a particular sho-

pping centre, in locating from where the customers are coming for shopping, the greater Dacca area is divided into seven blocks or zones. The other areas of East Pakistan, except greater Dacca is marked as Zone 8. Following are the areas which include each zone :-

Block- (1)

Mirpur  
Mohammadpur, Lalmatia  
Second Capital  
Dhanmondi Residential Area.

Block - (3)

Chawk Bazar, Bakshi Bazar,  
Mitford, Bangsal.

Block - (5)

Magh Bazar, Eskaton  
Santinagar, Siddeshsari, Khilgaon, Bashabo  
Chowdhurypara

Block - (7)

Port-Town Narayanganj

Block - (2)

Hazaribagh  
Royer Bazar  
Nawabganj  
Lalbag, Azimpur.

Block- (4)

Bangla Bazar  
Gandaria, Postagola  
Narinda, Wari.

Block- (6)

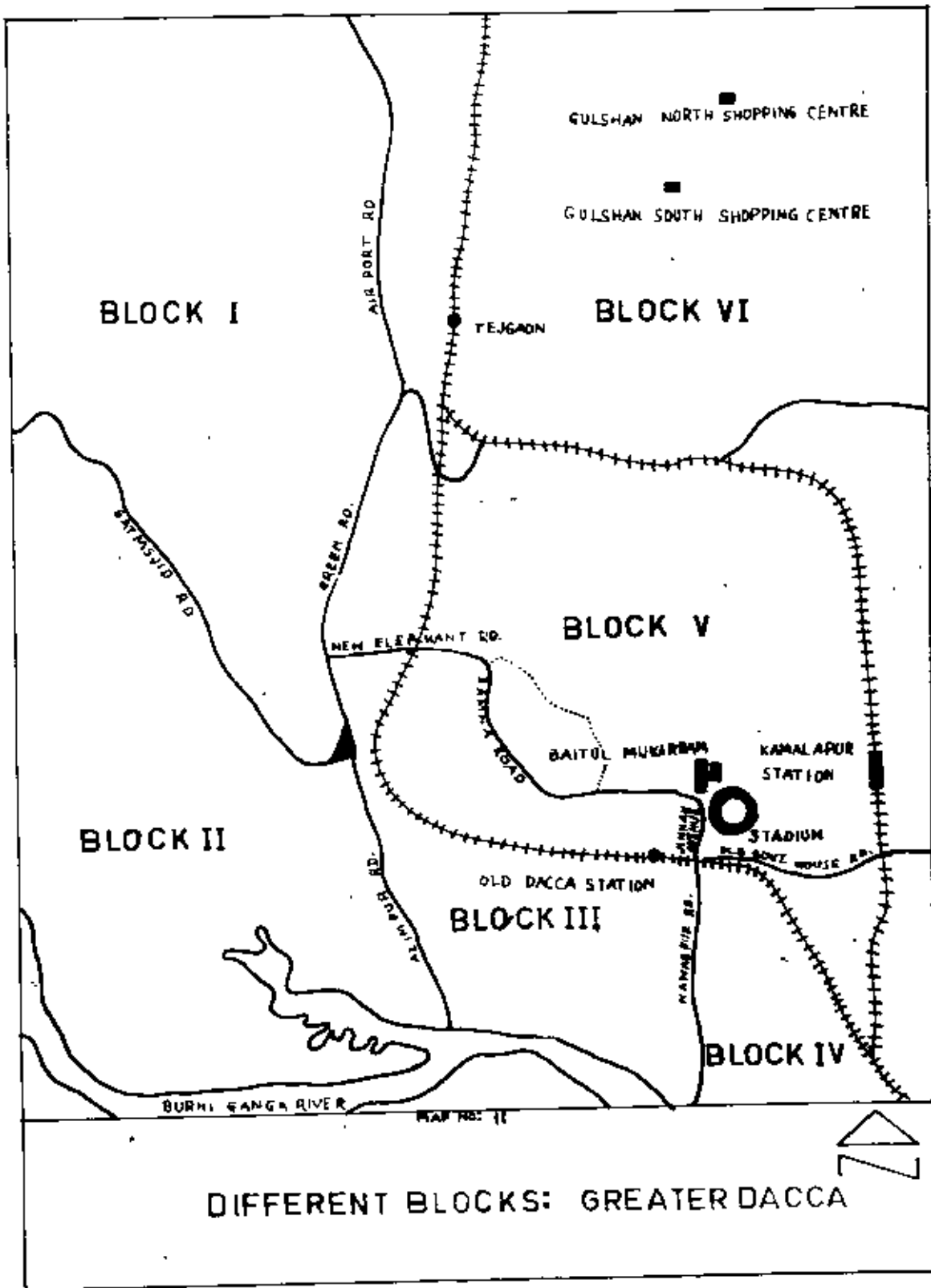
Gulshan, Banani,  
Mohakhali, Nakhelpara,  
Tejgaon, Kawranbazar.

Block- (8)

Other Districts of East Pakistan.

The names mentioned in each block represent only the prominent one. Other nearby areas, will also include in the block. This can be better understood in the map of greater

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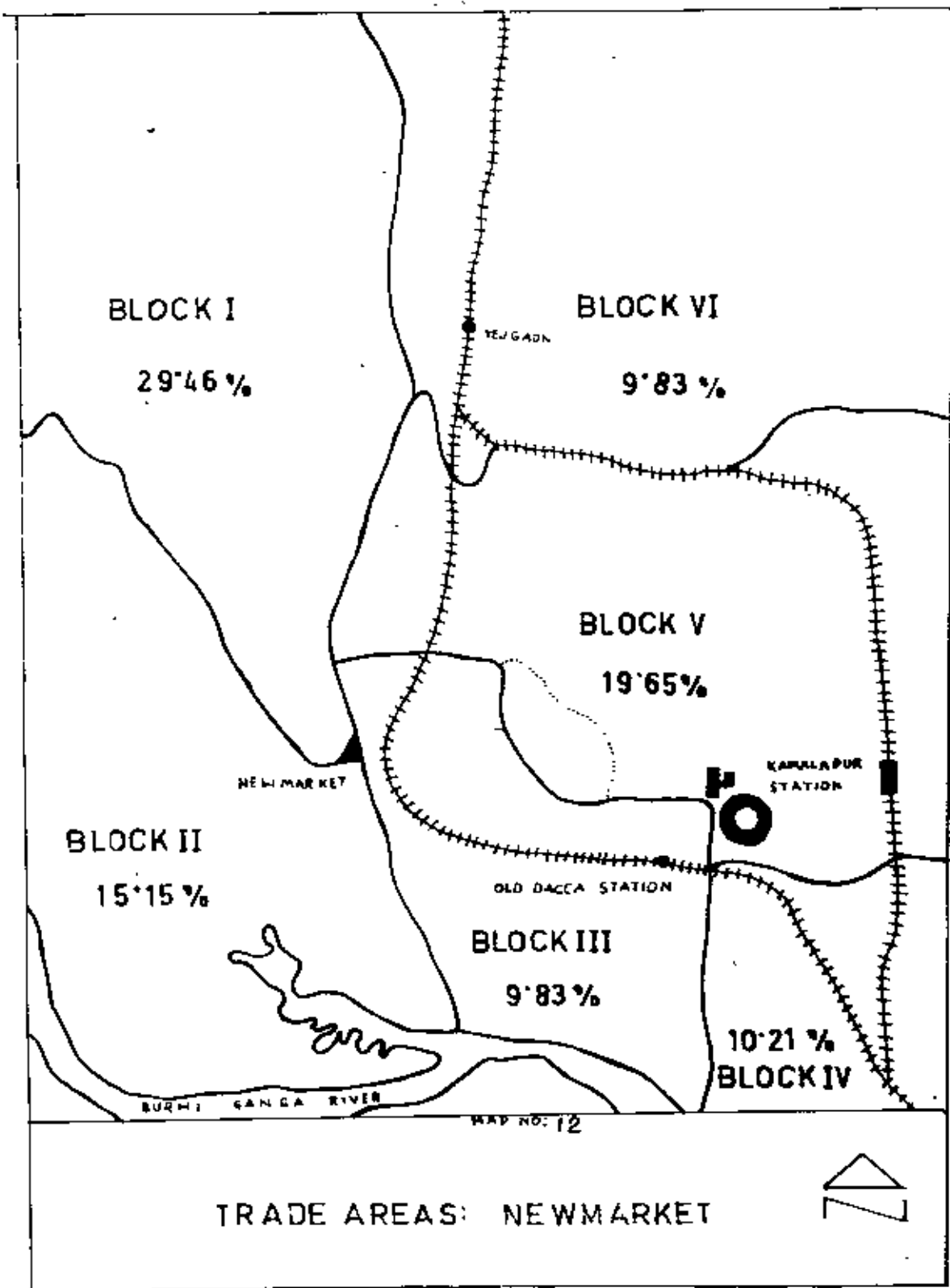
DIFFERENT BLOCKS: GREATER DACCA

T A B L E N O. 1

BLOCK-WISE POPULATION OF GREATER DACCA

1970

B L O C K	P O P U L A T I O N
I	1,55,743
II	89,553
III	2,35,395
IV	2,85,345
V	3,09,778
VI	2,35,186
VII	2,25,000

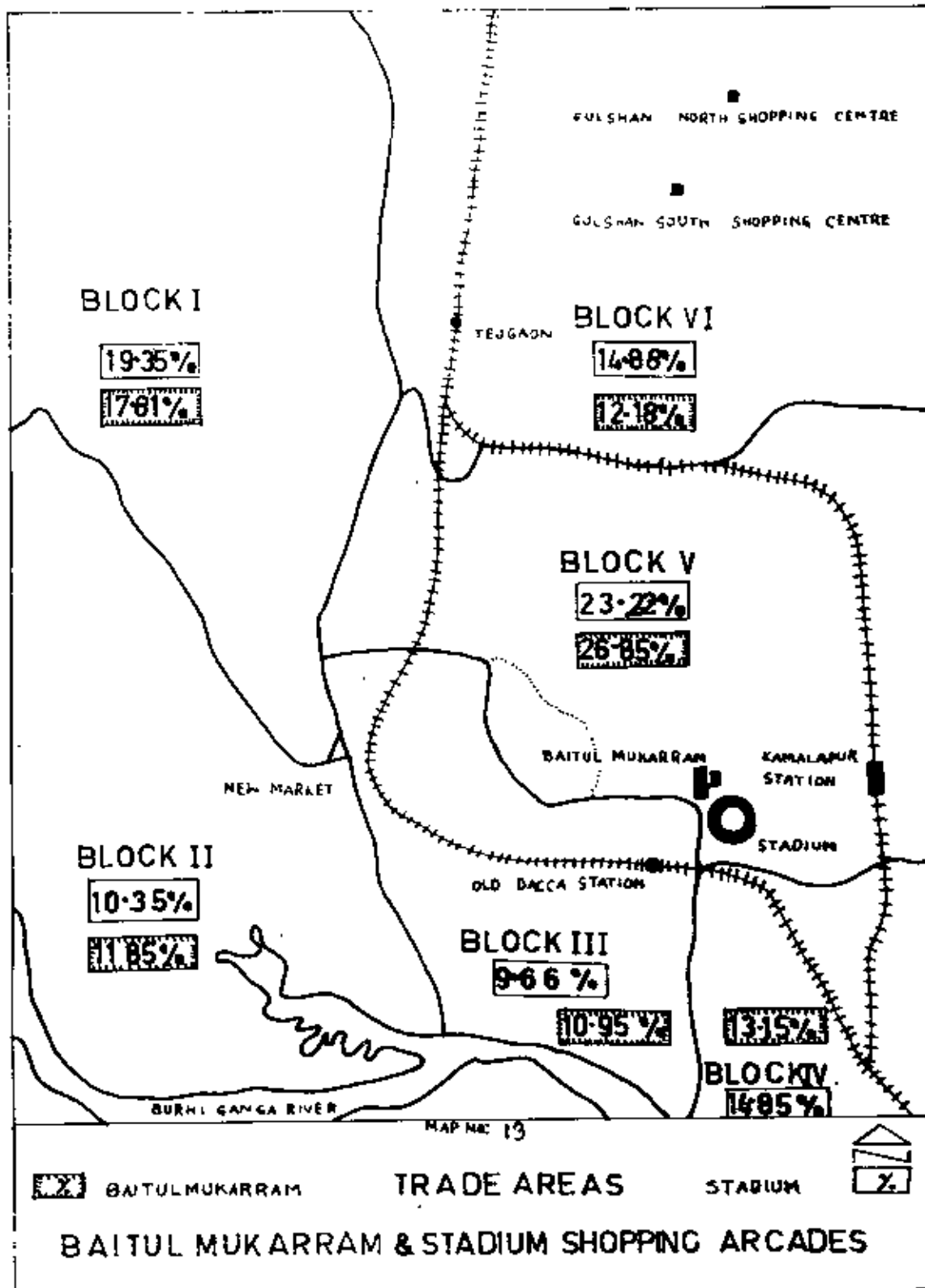


Dacca which is divided into blocks (Map No.11). The block wise population of greater Dacca is shown in the table No.1. The raw data which were obtained from the Malaria Eradication, East Pakistan, processed and represented in tabular form.

In Newmarket about 29.46% of people come for shopping from the block (1), (Map No.12) which is the highest percentage; next highest percentage of shoppers are from block-5. From other districts of East Pakistan, those who come in Newmarket, their percentages are about 6.45%. On interrogation it is gathered that most of them come in Dacca for some business and on their way home, they did work of their shopping, of course, some of them revealed the fact that they come to Dacca, specially for shopping either on the occasion of Eid or marriage ceremony. In stadium and Baitul Mukarram shopping centres, the percentages of people coming for shopping from different blocks are more or less equal. The highest percentages of shoppers are from block-5 comprising 23.22% and 26.85% for stadium and Baitul Mukarram respectively (Map No.13). Gulshan south and Gulshan north shopping centres serve the block-6, that is the nearby surrounding areas (Map No.14). The shopping centres at Marsyanganj also get customers from the nearby areas only. From the study, the trade areas of the selected shopping centres of greater Dacca, can be out-lined. The trade areas of Newmarket, Stadium and Baitul Mukarram can be divided into primary, secondary and tertiary. The trade areas of Baitul Muka-







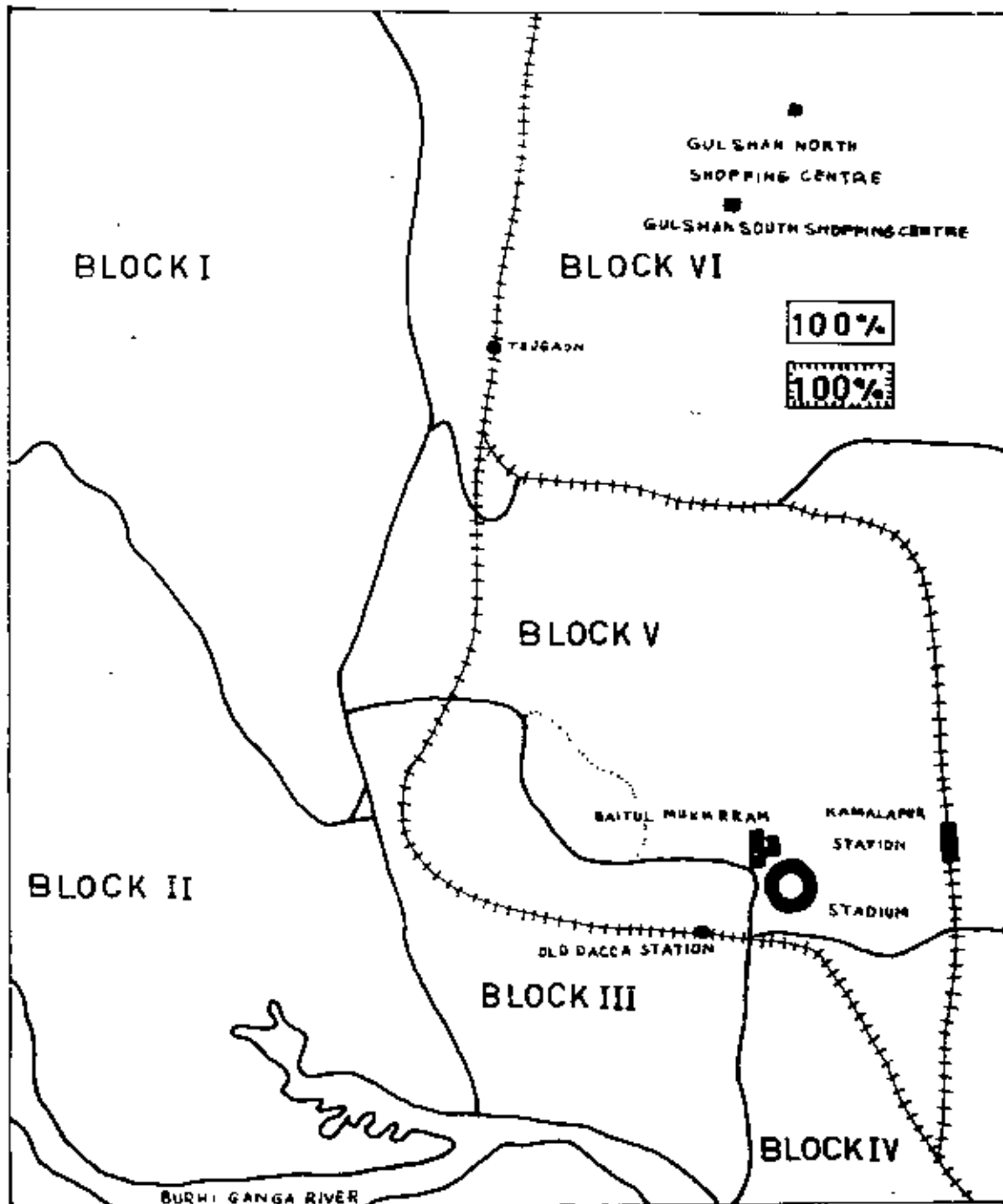
T A B L E N O. 3

MINIMUM SUPPORT OF SELECTED SHOPPING CENTRE-  
IN GREATER DACCA

Block	Newmarket	Stadium Shopping Arcade	Baitul Mukarram Shopping Arcade	Gulshan South Shopping Centre	Gulshan North Shopping Centre	Shopping Centre At Narayanganj
I)	45,700	30,400	27,800	-	-	-
II)	13,550	9,300	10,600	-	-	-
III)	23,200	2,280	25,750	-	-	-
IV)	28,100	42,500	37,400	-	-	-
V)	60,500	71,600	83,200	2,35,186	2,35,186	-
VI)	23,200	35,000	28,700	-	-	2,25,000
VII)	26,300	43,500	49,320	-	-	-
<b>Total</b>	<b>2,20,550</b>	<b>2,34,580</b>	<b>2,62,770</b>	<b>2,35,186</b>	<b>2,35,186</b>	<b>2,25,000</b>

rram and stadium overlap each other. The percentages of shoppers coming from different parts of the City in different shopping centres are shown in tabulated form (Table No.2). In U.S.A., in case of neighbourhood shopping centres the patronage outside the normal trade area is the least and in no case it is 2-5% and also in case of a large regional shopping centre patronage from outside the normal trade area is even 15-20%. In case of the shopping centres at Gulshan and Narayanganj, no patronage was found outside the normal trade areas. And also the patronage which were seen in Newmarket, Baitul Mukarram and Stadium outside their normal trade area are about 6.46%, 5.52% and 5.81% which indicates the regional tendency (vide Map Nos.12 and 13). Table-3 shows the minimum support of people from each block to the selected shopping centres in greater Dacca.

The other factors which affects the location of shopping centres are income and purchasing power of the people. The overall economic conditions of our society is not good. Dacca being the Capital, is the place of different income groups which necessitate the establishment of modern shopping centres at different places. Another factor to be considered is the possibility future competitive facilities will be established within or adjoement to the trade area.



MAP NO: 14



GULSHAN SOUTH

TRADE AREAS

GULSHAN NORTH



GULSHAN SOUTH & NORTH SHOPPING CENTRES

Once the economic analysis has been completed and due consideration has been given to all the points related, a geographically advantageous location for the development of a shopping centre can be established.

S I T E   A N D   F O R M S

SITE AND FORMS

**SITE :** The shopping centre site should be in one parcel, regular in shape, with generally level or gently slopping topography and safe from flood, drainage and without excessive drainage problems. The odd-shaped sites and rough terrain should be avoided. A tract of land must be subjected to a thorough and searching investigation to establish its suitability as a shopping centre site. Thorough site investigation is essential in all cases, whether a site to be selected by a methodical investigation of all available land within an established location, whether the site is pre-determined by the fact of ownership by the developer, or whether the site has been set aside for a shopping centre within the over-all community development. The site of Baitul Mukerram was selected by some high official of the Government and approved by all. This area was full of very untidy huts where a large number of cows were kept by the milkmen of the city. There was a filthy pond which was filled up at the time of construction. In case of site selection for Newmarket, detail planning and Design work was entrusted to the consulting Architect, Government of East Pakistan. The area was low lying paddy fields. Reconnaissance and detail contour survey of the site of the market were carried out by the C & B Department in March, 1950. On the basis of these surveys, the consulting Architect furnished the preliminary report and plan of the market. While



plans were prepared for Gulshan and Banani Model Towns, lands were kept aside for developments of retail marketing - the present sites of Gulshan south and north shopping centres.

Whether the site was kept aside for future developments or to select a new site for shopping centres, in all these cases it is highly desirable that the land to be used meet certain standard requirements. The site must be located in the general area established as most desirable by the economic survey. It is very difficult to say, in case of shopping centres in greater Dacca whether, any economic survey was carried out for the location of sites, it is obviously true that the sites in most cases located in the desirable general area, except in the case of shopping centres at Narayanganj. The shopping centre at Narayanganj is at the verge of lock-out. Very few people shops at shopping centres on the West of Quid-e-Azam Road in Narayanganj. Secondly, the site of shopping centre must be owned or controlled by the developer, or its acquisition must be feasible. This is applicable in cases of all selected shopping centres. The cost of the land must be keeping with overall economic considerations. Existing zoning must permit usage of the site for shopping centre purposes, or there must be a reasonable likelihood that re-zoning can be achieved. The lands which are available in the selected shopping centres are not sufficient. There must be enough land to allow construction of facilities that will meet the sales potential. The shape of the site must be such that advantageous

planning is feasible. The land must be in one piece, free of intervening roadways, rights of ways, or water bodies etc. that would force development in separated portions. The physical characteristics of the land must permit advantageous planning and at the same time, reasonably economical construction. The surrounding road pattern and the accessibility of the land must allow the full utilization of the business potential. The possibility of achieving visibility of the shopping centre structure from major thorough fares must be present. Surrounding land uses should be compatible with the operation, free of competitive developments, and should if possible, offer contributing and enhancing characteristics.

In selection of site, the question of zoning comes. A site zoned for commercial use ordinarily costs more than one zoned for residential use. However, it is not mandatory that a selected site be commercially zoned, since in many cases a logical location can be re-zoned. Major sites very often are not zoned commercially at the outset. In case study, the selected shopping centres are located in business zone of Dacca Improvement Trust. Some of them were constructed under direct supervision of D.I.T. and others as per the approved plan.

Access to the site is extremely important. Ideally, a community/<sup>or</sup>regional shopping centre should directly accessible to atleast two intersecting major roads, preferably the divided type with adequate traffic controls and accelerating and

decelerating lanes at the intersections. Some developers of regional shopping centres in Western Countries insist on major roads on all sides of the site.

Newmarket was situated on the north-western periphery of Dacca in the year 1953. To the north of Newmarket, there was practically no residential area, as it exists to-day. At that time, the hinterland of the shopping centre was plassey Barrack, Azimpur, Nilkhet and Eskaton. In comprising with the hinterland, the gross leaseable area of the market was very large. So the market could not function properly due to this imbalance and as a result, most of the shop-keepers had to incur financial loss upto 1960 - 1963. The market was, of course, connected with these three areas and rest of the city by roads. But it was not connected with the province by well known road system. Now, the shopping centre is situated at the mid-western side of Dacca city. The Balaka Cinema Hall is on its east, Azimpur Colony and Peel Khana to the north and west side respectively. The shopping centre is accessible with all parts of greater Dacca and even the rest of the province has become connected with the market by regional highways. Shopping centres at Stadium and Baitul Mukarram are also easily accessible with all parts of greater Dacca. Shopping centre at Gulshan is situated at the two intersections of Gulshan main road and well accessible by the the hinterlands they serve. Where as greater Dacca is accessible now by air, waterways, railways and highways with the rest of the Province.

**F O R M S :** The location of the buildings on the site, generally, is dictated by its shape, topography and access to the streets and highways abutting the site. Thus, building location must be responsive to individual site analysis. The greatest freedom in the placement of shopping centre elements is offered in the large regional centre, the most limited in the small neighbourhood centre.

A long strip of stores should be avoided, and if it cannot be, it is important to have strong attractors at the ends and near the centre so that intervening shops will benefit from pedestrian travel between stores entering the greatest customers attraction.

The L-shaped layout is better than the strip, provided that the crotch of the L places one of the principal directions of access, because stores near or in the crotch will be hidden from one directional view.

A U-shaped layout is preferable, having the advantage of getting more cars in the 'basin' closed to the stores, so that when people emerge they face shops on three sides. The shopping centre of Gulshan north is of U-shaped.

In the regional centre, the cluster design is often used. In this arrangement, the department store is centrally located and separated from surrounding strips of supporting stores by pedestrian walks. This layout is satisfactory if the site accessible from three sides and

peripheral parking is provided on all sides. Otherwise, some stores in an out-of-way area will not capture a fair share of the trade induced by pedestrian movement between the department store and its supporting shops. It is very difficult to find a true cluster shaped shopping centres in greater Dacca, but the name of Newmarket may be mentioned at the same time to signify upto some extent. In Newmarket the inner and outer rows of stores are separated by pedestrian walks and cars are parked on the out sides of the centre. Mall type of layout is adopted to large regional centres. In shopping centres with three major out-lets and a site of appropriate shape, a V or Y- shaped layout may be used. The V- layout is adopted to a site of that shape bordered by two major intersecting roads. In this layout, the principal stores are located at the extremities of the arms and at the crotch of the V. In a Y shaped layout three outlets are linked from the extremities of the V to a central court or to a fourth major stores. Such type of well planned shopping centres are not established yet in our country. The actual shape of Newmarket is triangular. The three edges of the triangle are cut off to place the stores in proper shape. Gulshan north shopping centre is of U- shaped and the south shopping centre is of rectangle shape. The originally planned shape of Baitul Mukarram centre resembles T. It is yet to take its planned shape. In case of Stadium the layout resembles- O. Shopping centres are all around the stadium with a wide front verandah.

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NEW MARKET



STADIUM



BAITUL MUKARRAM



GULSHAN NORTH



GULSHAN SOUTH



SHOPPING CENTRE AT NARAYANGANJ

FIG-2

FORMS OF SHOPPING CENTERS AT GEATER DACCA

shopping centres at Narsyanganj resemble strip, all five buildings are on the same side of Qusid-e-Azam Road situated side by side.

It can be concluded that the selection of a site poses problems. A proper decision in respect to the suitability of a particular site can be reached if all conditions are properly accounted in currency. Imaginative planning can frequently compensate a series of unfavourable features provided, however, that the general location is suitable in every respect.

TRAFFIC IN AND AROUND



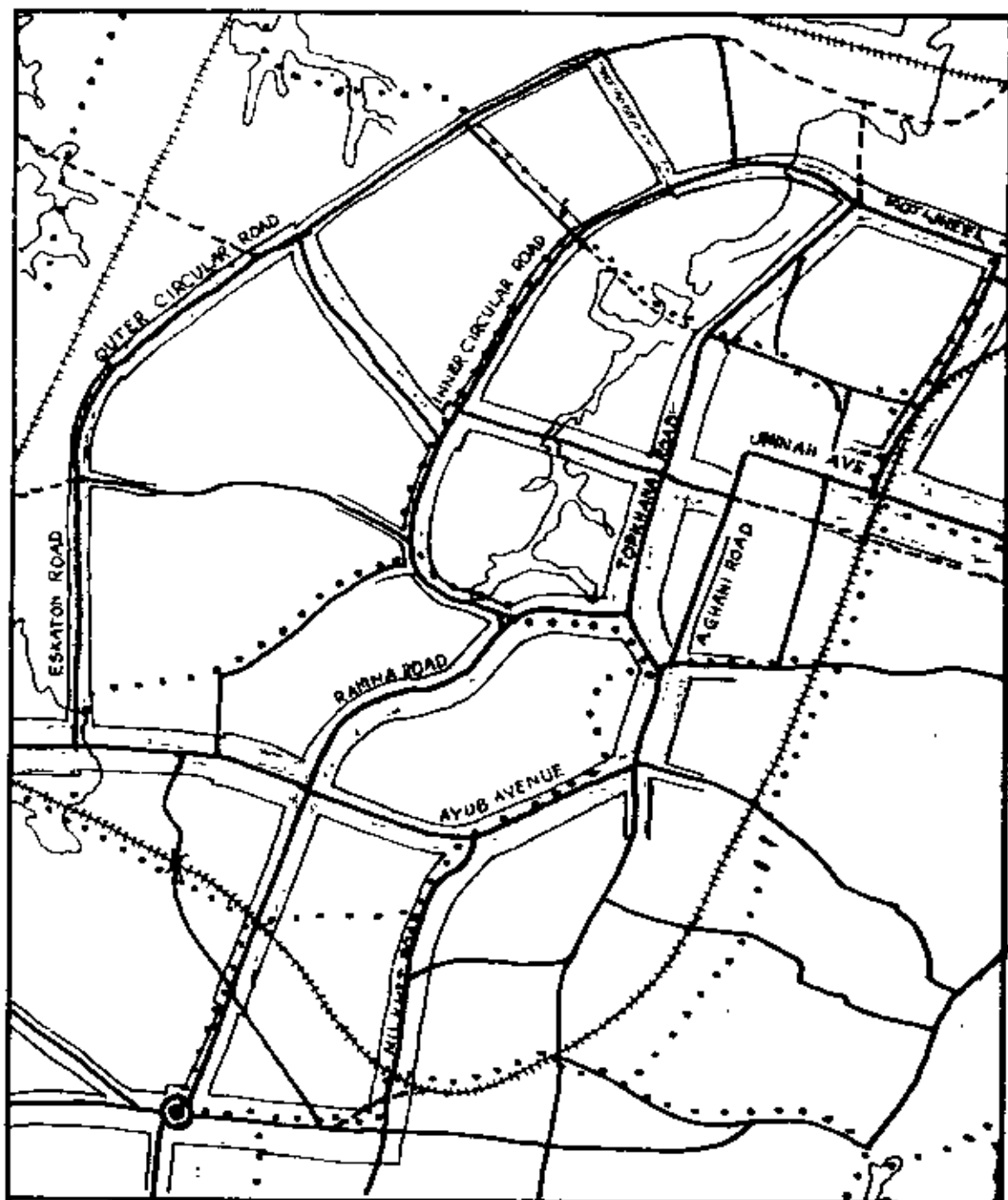
## TRAFFIC IN AND AROUND

Traffic planning is an integral part of planning the site and the surrounding area of a shopping centre. It plays an outstanding role in the proper functioning and success of the shopping centre. When considering the question of traffic, it is essential to keep in mind that the shopping centre is not to be planned to serve traffic in and around, rather traffic is to be planned to serve the shopping centre. Before a site is finally decided upon, it is essential to gather all information about existing roads and traffic carrying capacities of the surrounding road system, as well as to establish the expected additional traffic load generated by the new shopping centre.

In case of existing shopping centres of Dacca, no traffic study was undertaken prior to its design and development. In none of the selected shopping centres proper attention was given to the traffic plan which would serve the centres.

In planning of shopping centres, there are few important factors which need to be considered. To locate the origin of shopping centre traffic, information will be collected about the trading area of the shopping centre and the number of persons who will approach it from various directions. The routes which customers from the various points of origin are most likely to follow when approaching the site.

Information concerning existing traffic loads on such



MAP No 15

# TRAFFIC FLOW MAP 1967

SOURCE: AMMAN & WHITNEY INT. LTD. Dacca BY PASS 5-OR  
 PENETRATOR ROADS : DEC-1968 FIGURE - C-8

SCALE

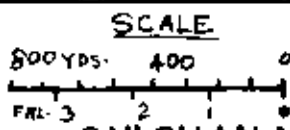
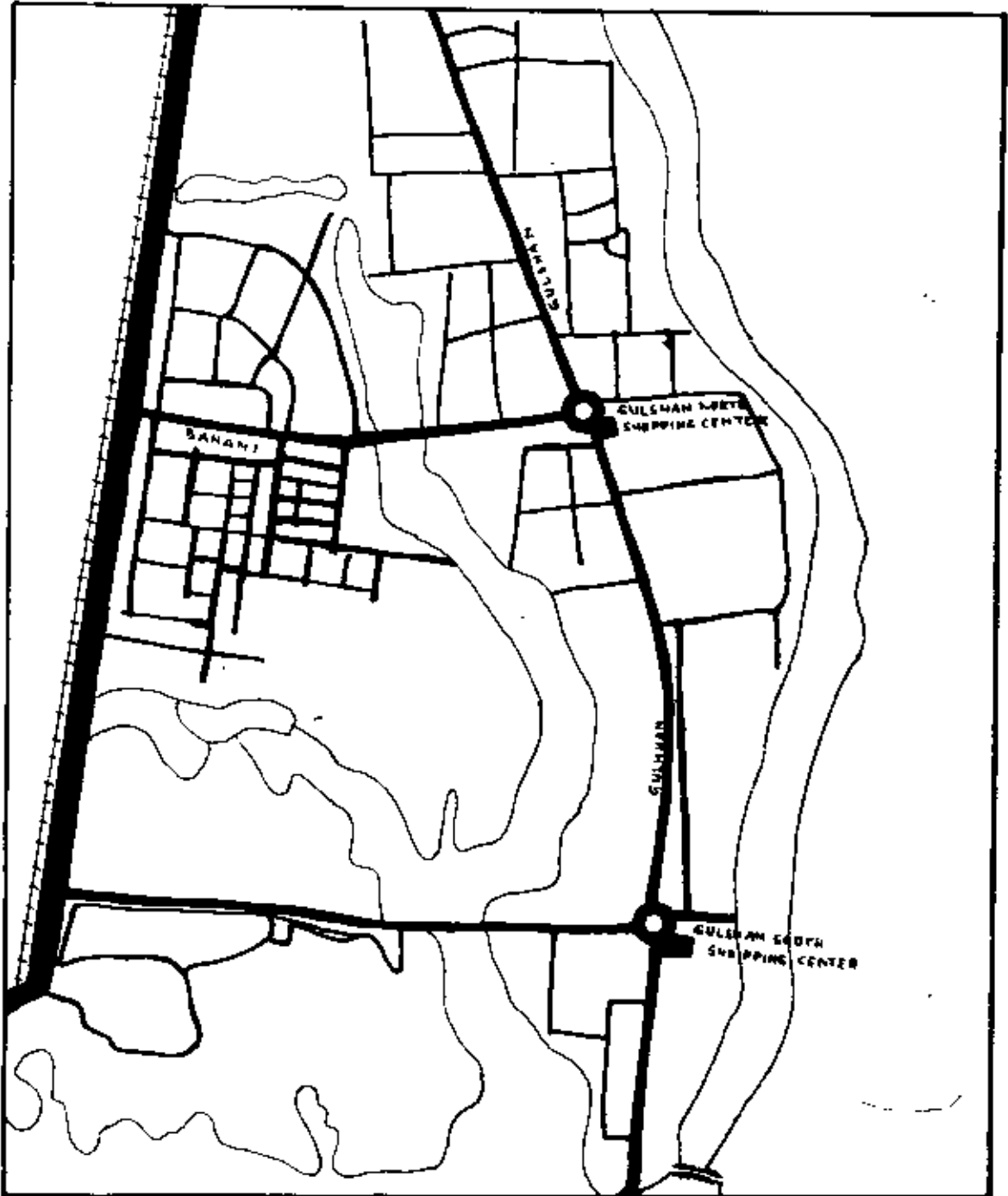
1 INCH = 2000 FT



approach roads specially the existing hourly traffic loads which coincide with the peak traffic hours of the shopping centre itself. Expected critical traffic conditions for peak traffic hours based on listings of combined peak loads for incoming and out-going traffic for shopping days, as well as existing traffic at the same hours.

The principle means of public transportation in Dacca are cycle-rickshaws and buses. Absence of any official record of daily traffic movement of the city discourages any analytical study. However, some information is available about the movement of traffic in Dacca city. Traffic flow map (Map No.15) of Dacca city, gives the idea of traffic flow in important roads. From the traffic flow chart, it is found that the maximum traffic flows in Jimmah Avenue upto the crossing of Abdul Ghani Road. The access roads of both Baitul Mukarram and Stadium remain busy with the flow of traffic throughout the day. The road from Nilkhet upto road No.2 via Newmarket also faces highest traffic. The traffic generated by the shopping centres in Baitul Mukarram and Stadium attains the peak in the first hour of the day. These shopping centres are located in the commercial area of the city, whereas in Newmarket area shopping traffic attains its peak in second hour of the day even on holiday. On Sunday, shopping traffic is generated throughout the day. Newmarket site is surrounded by residential land uses. Hence the shoppers get time, specially after the office hours. The traffic in Gulshan south and north shopping centres

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MAP NO. 16

### ACCESS ROADS

### GULSHAN NORTH & SOUTH SHOPPING CENTRES

AFTER: GOVT. OF PAKISTAN, DACCA GUIDE MAP, SURVEYOR GENERAL OF PAKISTAN, DACCA, 1971.





A view of access road in front  
of Stadium shopping Arcade .

Plate No. 1



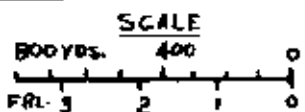
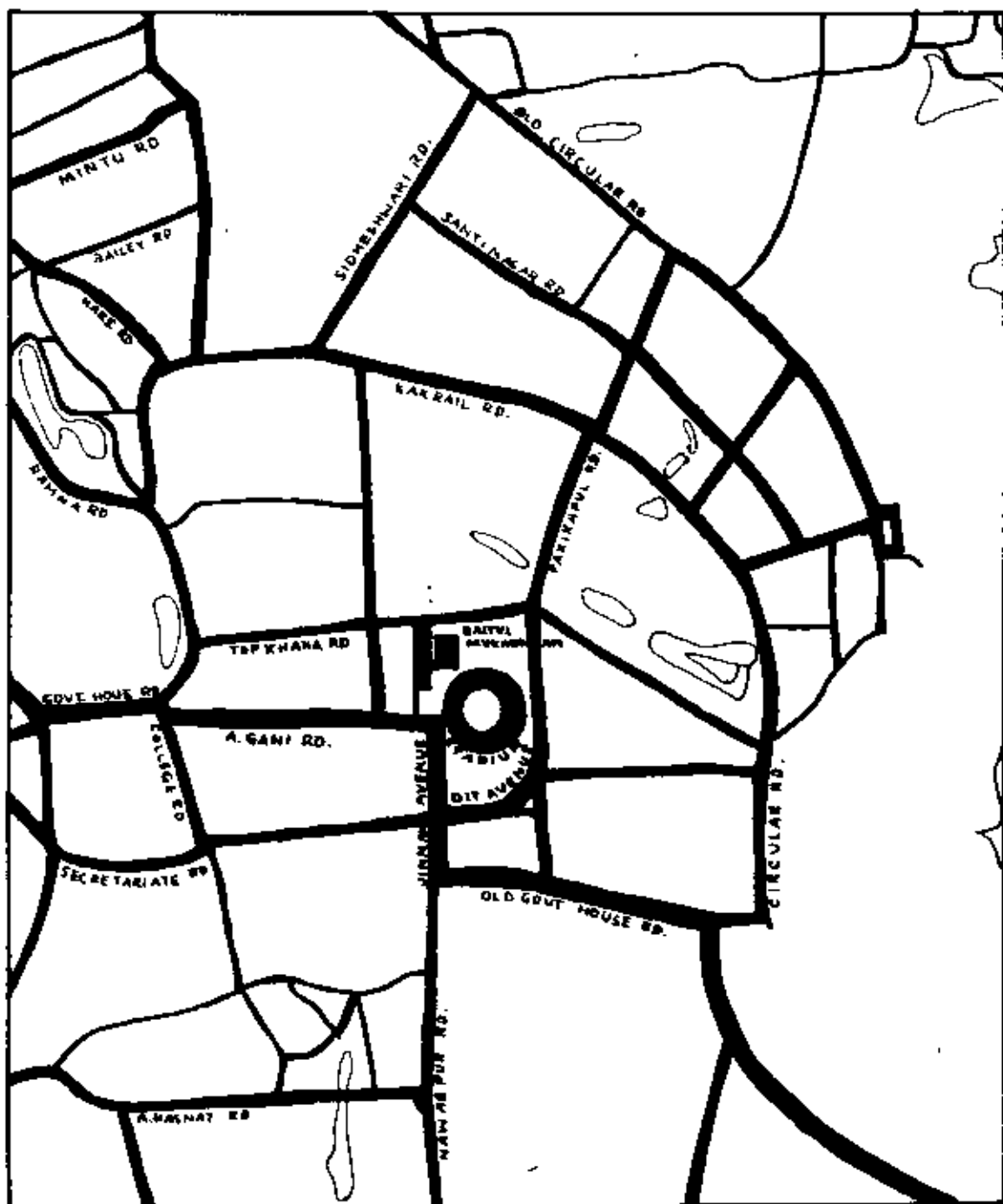
Access road from Purana Palton  
side in Bahital Mukerrem shopp-  
in Arcade.

Plate No. 2

emerges from the near by model towns. The access road in each shopping centres are shown in maps (Map nos.16, 17 & 18).

In estimating the capacity of each road, the traffic engineer is guided by the number of lanes and by road characteristics such as, number of cross streets, signals, etc. should the analysis prove that the traffic capacity of the surrounding roads in general or in specific instances is not sufficient to carry the combined traffic during peak hours, then important corrective steps must be considered. In extreme cases, the specific site may have to be rejected and another site with more satisfactory conditions substituted. In less extreme cases improvements of specific roads or crossings will have to be proposed and negotiated with the proper authorities. The quantity of traffic which can be carried by the roads surrounding the shopping centre site is only one of the criteria by which accessibility has to be measured. A second criteria is the quality of that traffic. Because, it appears obvious that an adjoining road system would facilitate access to a shopping centre.

TRAFFIC IN NEARBY ROADS :- Aside from the quality of the road system itself, the case of traffic flow will greatly depend on the characteristics of land usages on both sides of the roads. As in the case of Newmarket, Belaka Cinema Hall is located on the eastern side of main road. The Cinema hall itself is a generator of traffic and has tremendous effect on the flow of traffic. The existence of enterprises which result in a



MAP NO. 17

## ACCESS ROADS



### BAITUL MUKARRAM & STADIUM SHOPPING ARCADES

AFTER: GOVT. OF PAKISTAN. DACCA GUIDE MAP. SURVEYOR  
 GENERAL OF PAKISTAN. DACCA, 1971.

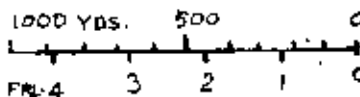
constant entering and existing of automobiles along the roads opposite the shopping centre would effectively disturb easy flow of traffic and is therefore undesirable. This is one of the circumstances which leads to proper planning of surrounding area so important. The existence of a large number of side roads opposite to the shopping centre would also have the effect of interfering with good traffic flow. An important measure to further the easy flow of traffic in the widening of roads along all boundaries of the shopping centre and it is often worthwhile to contribute land free for this purpose. It is obvious that if automobiles were to be driven directly from an adjoining highway on to parking lot lanes, chaos would result. Obstruction would be created by cars which are in the process of moving into parking stalls. In greater Dacca, obstructions are created due to unplanned parking lots. Cars are parked on the shoulders of the road in most of the shopping centres in Dacca. Other type of obstruction is created by the slow moving vehicles, such as rickshaws, bullock carts, push carts, etc. There is no specific space to park the slow moving vehicles.

DISTRIBUTION OF TRAFFIC :- The customer should be given a free choice to drive to any of the parking areas which surround the shopping centre so that he may come as close as possible to the shop where he intends to make his first purchase. Secondary traffic movements within the parking area must be facilitated. Such secondary traffic movements occur when a shopper

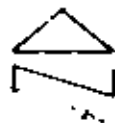




SCALE



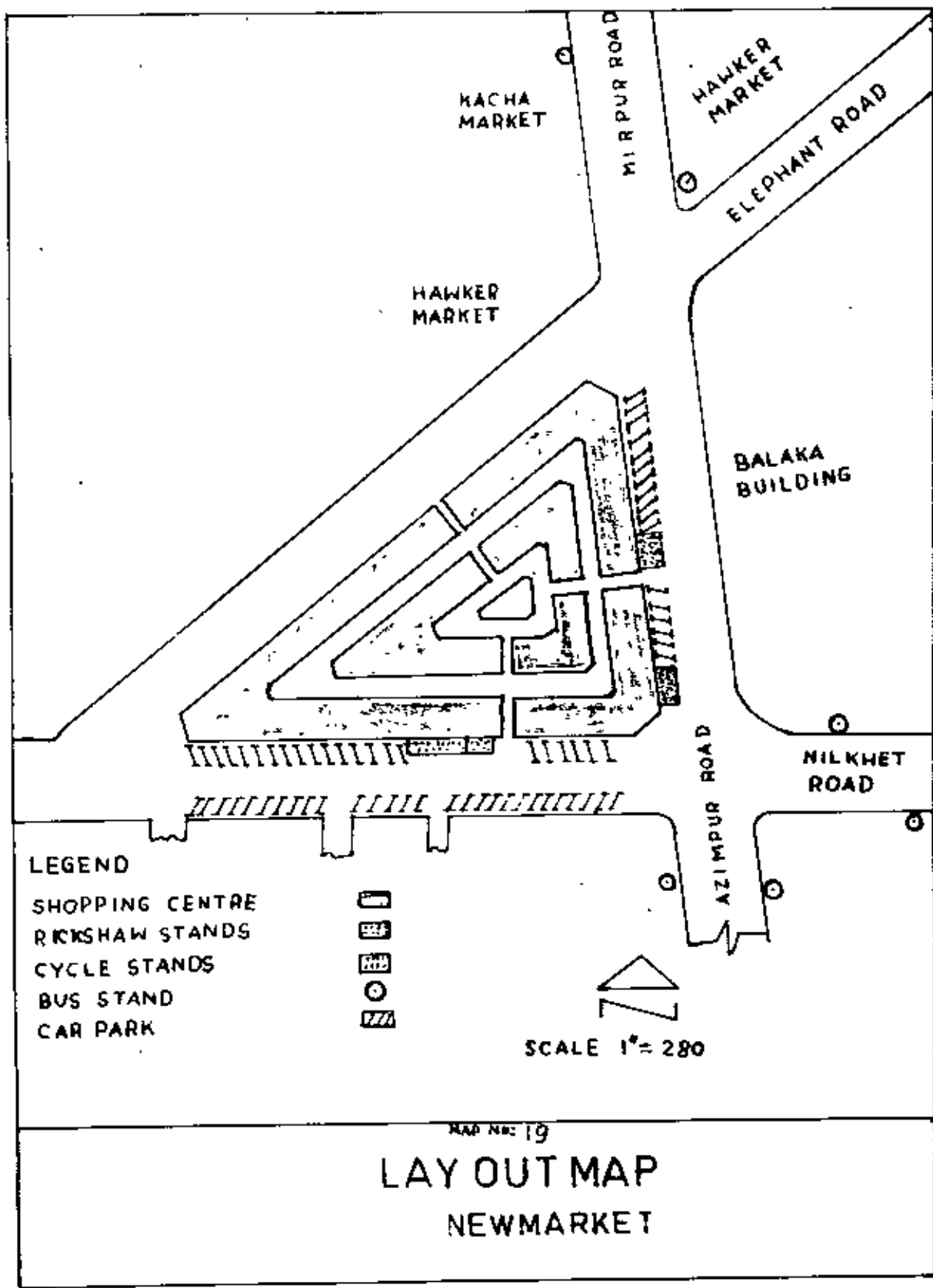
o ACCESS ROADS :  
 o NEWMARKET

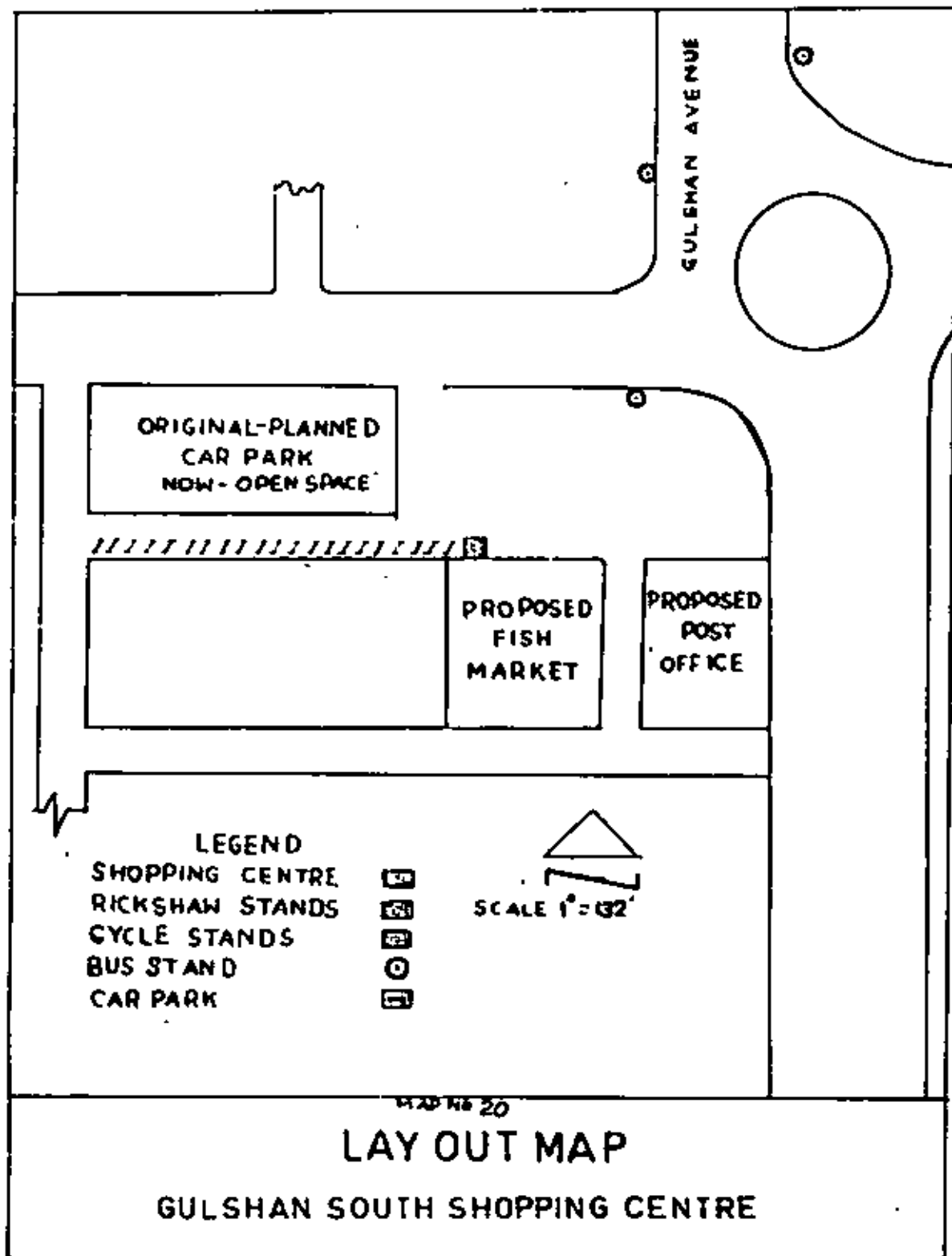


AFTER: GOVT. OF PAKISTAN, DACCA GUIDE MAP, SURVEYOR  
 GENERAL OF PAKISTAN, DACCA, 1971.

wishes to pick bulky merchandise, such as food purchases, home furnishing. Circulatory traffic is developed in considerable volume in large shopping centres and arrangements must therefore be made to guarantee with pedestrians walking to and from the centre's structures. The secondary traffic which is developed in shopping centres in Dacca is not much but attention need to be paid incase of planning of bigger shopping centres of regional type.

PARKING SPACE 1- There exists many theories about the arrangement of parking lots. The aim of parking layout for a shopping centre should not be to achieve the greatest possible number of parking stalls, but rather to assure the greatest possible turn over of cars during a given period of time. The planned parking space in northern side of Newmarket has not yet developed. Cars are parked on the shoulders of the roads (Map no.19). In plan of Gulshan south shopping centres, the space which was marked as "car park" in practice it resembles open space (Map No.20). The cars are parked on the shoulder of the access roads. Same in the case of Baitul Mukarram. In stadium, there is ample space in front of the stores all around, and the customers parked their cars at the place which is feasible to them (Map No.21). For parking space, when measured against the only important criterion - how many shoppers will be able to visit the shopping centre within the shopping day- the number of parking stalls indicated on the plan, or even on the pavement, is not decisive. What is important however, is





ORIGINAL-PLANNED  
CAR PARK  
NOW - OPEN SPACE

GULSHAN AVENUE

PROPOSED  
FISH  
MARKET

PROPOSED  
POST  
OFFICE

LEGEND

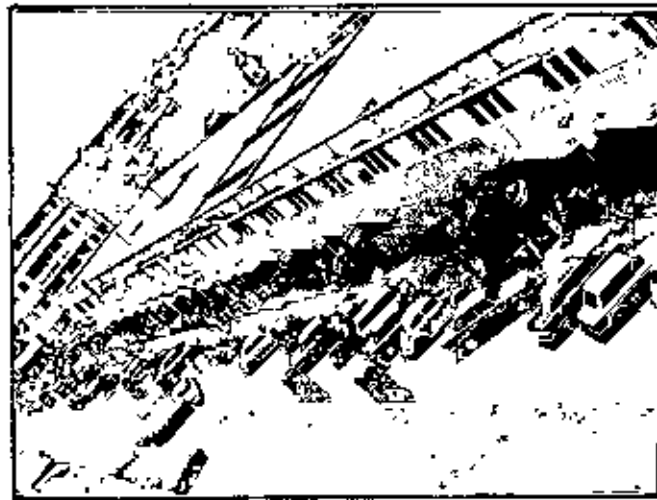
- SHOPPING CENTRE [rectangle symbol]
- RICKSHAW STANDS [square with circle symbol]
- CYCLE STANDS [square with triangle symbol]
- BUS STAND [circle symbol]
- CAR PARK [square with horizontal line symbol]

SCALE 1" = 32'

LAY OUT MAP

GULSHAN SOUTH SHOPPING CENTRE

MAP No 20



Shoulder of the road is being used  
as parking space in Baitul Mukarram shopping Arcade.

Plate No. 3

how quickly the parking stalls can be filled and emptied. Thus parking capacity is a valid measuring stick only if it denotes the number of conveniently attained and dimensioned parking stalls. Since the turnover is so rapid, parking should be made easier to accomplish in shopping centre parking lots than in non-shopping parking areas. The parked car in a shopping centre is often entered when the shoppers has his arms filled with merchandise. Some of it may go into the trunk and some inside the car. For this reason, it must be possible to open car door sufficiently wide to make the loading operation convenient without doing damage to an automobile parked in an adjoining space. Therefore parking stalls must be specially made in a shopping centre.

SERVICE VEHICLES AND PRIVATE CAR :- For service vehicles such as trucks trailers, garbage and trash-collecting vehicles etc., separate roads, branching off from the general road system at points removed as far as possible from the shopping area, should be provided. There is no separate roads for service purpose in the existing shopping centres of Dacca. In Newmarket service vehicles operate when the accumulation of customers are less. In the morning hours, garbage and trash-collecting vehicles are found busy with their works. In other shopping centres of Dacca, service vehicles and shoppers cars are seen side by side. Separate road systems for service purpose can be accomplished in large regional shopping centre with separate entrances and exits to the public road can be planned. Where

PURANA DALTAN ROAD

GENERAL POST OFFICE

BAITUL MUKARRAM

STADIUM

LEGEND

- SHOPPING CENTRE [rectangle with horizontal lines]
- RICKSHAW STANDS [rectangle with vertical lines]
- CYCLE STANDS [rectangle with diagonal lines]
- BUS STAND [circle with a dot]
- CAR PARK [rectangle with a circle]

JINNAH AVENUE

DIT AVENUE



MAP NO: 21

LAY OUT MAP

STADIUM & BAITUL MUKARRAM SHOPPING CENTRES

this is not feasible, the branching off should take place from the perimeter circulatory road or in smaller centres from general entrance and exit roads before such roads take on the characteristics of parking lanes. Under no circumstances should service vehicles cross roads that directly serve parking operations. Service road entrances must be properly marked in order to prevent the entrance of other vehicles.

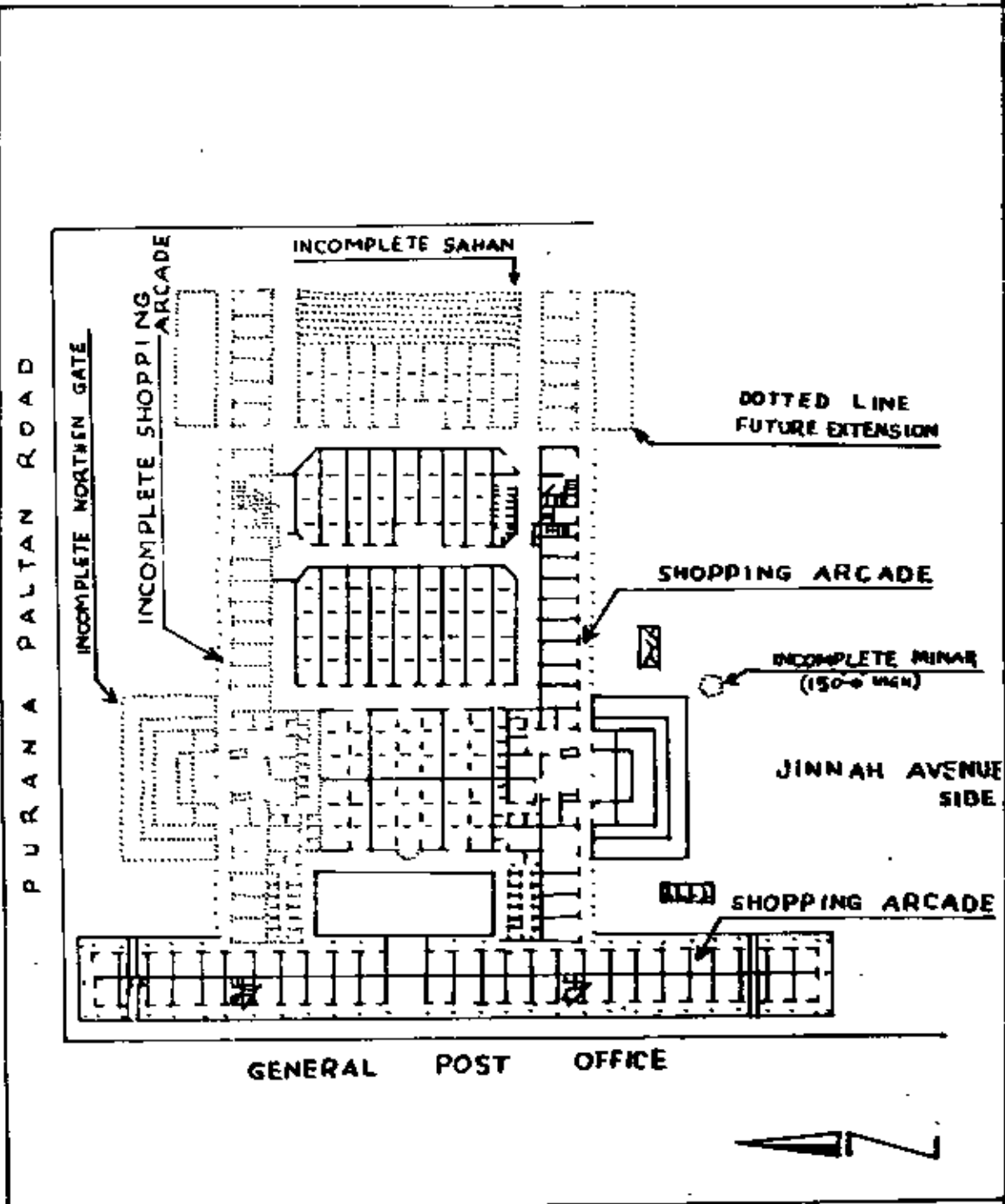


## GROWTH AND DEVELOPMENT

## GROWTH AND DEVELOPMENT

To be successful, a shopping centre must be a carefully planned in urban organism. In the initial planning stage, provision for future expansion should be kept. If such provisions have not been made initially, growth might still be feasible in some exceptional cases if additional land is purchased later on. In some cases, successful centres have been enlarged by adding structures which had not been thought of initially. In as much as no space had been reserved for growth, new buildings had to consume space previously used for parking & other utilities. The growth of shopping centres can be focused on two angles. One may be planning for expansion and the other development in stages.

In the majority of cases the entire centre is based and constructed in one operation. All the essential elements which establish a complete shopping centre organism are build. However, the opportunity for either expanding individual stores or for adding new shops or both, is created as a part of the original plan, although this opportunity may or may not be utilized in the immediate or distant future. Practically, provision for expansion was kept in very few of the shopping centres in greater Dacca. Initially at the time of planning of Newmarket, provision was kept for expansion. The single story was to be completed first and in future the second story will be completed. The estimate was high in keeping the provision for



MAP No-22

**MASTER PLAN OF BAITUL MUKARRAM MOSQUE**  
 COURTESY : THARIANI & CO. ARCHITECTS.

future expansion. The relevant authority wanted to complete the market at less cost and directed to reduce the foundation cost which ultimately resulted as a bar for future expansion. The Newmarket is one storied and no future vertical expansion is possible. The Baitul Mukarram shopping arcade is not yet completed as per the original plan. According to the developer, the shopping arcade on northern side will be taken up when the land is available for construction (Map No.22). The Dacca Stadium is not yet completed according to the plan. There is provision of galleries for spectators upto second floor and shopping facilities will be provided up to first floor. North and Eastern part of the stadium is not yet completed. Shopping facilities started on the first floor only on the south-western part of the stadium. In near future when the stadium will be completed fully will provide adequate shopping facilities for greater Dacca. In Gulshan soth shopping<sup>there</sup> centre is provision of expanding the centre on the east to accommodate meat and fish market in near future. The plan of the fish and meat market was completed in 1966, but the implementation is yet to be taken up. Planning for expansion is indicated when the shopping centre is located in a steadily growing area. In such a situation the department stores and other major stores will often express the desire to have their stores enlarged when their sales volume reaches a stated figure. The department stores so important in western country are totally absent in our country. Few general stores have grown up out of the need of upper class

people in our society. The name of 'Gannys' in Jinnah Avenue and 'T.C.SF' in Mirpur Road may be mentioned here. Provision for future expansion entail certain capital investments which have to be made when initial construction takes place. Thus, planning for expansion is advisable only when there is a reasonable certainty that it can be implemented in the foreseeable future. The possibility of expansion may be important, however, in assuring the retention of a dominant position in the trading area. In order to make planning for expansion feasible a number of pre-requisites must exist. The carrying potential of surrounding public roads must be sufficient to permit holding space in reserve for additional building, parking and traffic areas, or additionally created income must be such as to justify capital investment.

Planning for development in stages is indicated when the shopping centre site is located in an area which has not reached its ultimate population potential and where a quick acceleration of population growth may be expected. It is also in order when the existing trading area would support a department store but such a tenant, ready to sign a lease, is not available at the time of planning, although definite expectations exist that this will be the case in the foreseeable future. Another motivation for stagewise development may be the desire of a land owner to make some immediate use of his land though it is obvious that full utilization will be practical only in future years. The stage-wise development which is in

vogue in Eastern countries, are not yet practised in our country. But it is equally applicable in our country also. The stage-wise development of shopping centres will specially suit our economy. But the most important condition for successful stage-wise development is that each planning and construction stage must by itself represent a well rounded and sound economic unit. Such planning requires the utmost foresight and skill from all members of the planning team. They have to act in the face of a large number of uncertainties. Their planning activity proceeds without definite knowledge of whether or when future stages will actually be constructed. Yet their plan must be succeeded in creating a profitable shopping centre whether it be in its initial, its intermediate, or its final stage.

**PLANNING, DESIGN  
AND AESTHETIC CONSIDERATIONS .**

### PLANNING, DESIGN AND AESTHETIC CONSIDERATIONS

It may not be wise to thought that the various planning, design and engineering activities follow each other chronologically in a manner similar to the sequence of seven bits of music. They proceed simultaneously through exploratory and final stages, one augmenting the other, influencing the other, more often than not, changing the other as the work progresses. Certain objectives need to be observed in the planning of a shopping centre. It should be located so as to be convenient to pedestrians, mass transit, and automobiles which means that it almost always should be on a main highway. It should have ample off-street parking facilities and should be so designed as to encourage the use of these facilities by the shoppers. Vehicular and pedestrian circulation should be separated as much as possible, with entrances and exits so designed as to minimize traffic congestion on the abutting streets. Deliveries to stores should be facilitated and kept separate from customers facilities whenever possible. There is need of open spaces in shopping centres where the shopper can relax and the children can play.

The buildings of the shopping centre should be of durable, permanent construction with attractive exterior facing on all sides. Buildings to be occupied by a single tenant, must meet tenant's requirement. Wide variations in store size may require in different shopping group. Single tenant build



ding is not seen in our country. Because of the considerable variation in sizes of stores, building, designed for multiple tenancy should be flexible to permit easy adjustment in space allocation and to meet expansion needs of a tenant or to allow a re-arrangement of store groupings. To this end, bearing walls should be avoided. As in the design of Baitul Mukarram shopping arcade no bearing wall is provided. The whole structure is on the columns. Partition walls are used to divide different stores. Partition walls should be constructed of materials and by methods that facilitate easy removal. Toilets, plumbing, heating stocks, air conditioning ducts and stair ways are best located in cores or end walls. Store depth requirements as well as width vary; and it is desirable, therefore, to install certain walls in the rear so that depth adjustment can be made economically. The roof of shopping centre should be at least 30 years guarantee quality. With roofs of lower quality, there is greater danger of water damage to stock and costly roof replacement during a lease period. If the shopping centre design does not provide for an enclosed mall, it is essential that canopies be provided over the side walls along all store fronts to afford reasonable weather protection. Conversion to an enclosed mall later can be costly. In all selected shopping centres of greater Dacca, wide varendahs are provided all along in front of the stores. In case of Gulshan south shopping centre the passages are enclosed. The purpose of the mall is to encourage easy and safe

pedestrian movement among the stores facing the mall, to facilitate this, the main mall width should range 40 and 50 ft. not exceeding 50 ft. except for a long mall rather to a tunnel like effect, courts are introduced at various intervals. Minor malls can be as narrow as 25 ft. or even 30 ft. The enclosed passage in Gulshan south shopping centre does not even fall on the narrowest mall standard. But the in Newmarket, there is open a passage and also verandah all along in front of the row of stores facing each other. The passage including the front verandah of stores is about 50 ft. in width. In this consideration this may be called a mall. Most malls provide locations for extensive landscaping, sculpture, benches, and other attractions designed to appeal to the aesthetic and cultural senses of the shopping centre patrons. For floors in public areas such as malls, tile, terrazzo or other durable and attractive material locally available can be recommended. The maintenance costs should be low, and the floors need good appearance. Terrazzo is slippery when wet, but if the mall is enclosed, this poses no problem. Brick, stone or concrete can be used in exposed areas. In shopping centres interior walls are best finished with board, sheet metal panels or other materials that permits easy replacement. Plaster should be avoided, because building settlement is inevitable; and plaster cracks result, requiring frequent maintenance and repairs. Moreover, it is more difficult and costly to re-arrange store spacing if expansion or

adjustment is needed. In our country, the practice of interior finishing with hard board is in vogue. But mostly used material as interior finishing in different shopping centres at greater Dacca is coloured distemper. As a matter of fact hung ceilings of the dry built type are preferred. This permits the installation of acoustical panels, economical, low maintenance and replacement cost, and in addition because of the ease with which panels can be removed. It also provides easy access to attic space where ducts and electrical fixtures are located. Hung type ceiling is not yet common in shopping centres of greater Dacca. As in other aspects of store size and design, ceiling heights vary, ranging from 10 ft. in shops having widths upto 16 ft to 18 ft. or more in large stores.

Air conditioning to-day embraces both heating and cooling. Needs vary in different parts of the country. Heating arrangement is not required in tropical country like ours. But there is need of cooling arrangement. Cooling is satisfactory, as a rule, if the inside temperature is about 10° below that outside, except when the outside level exceeds 90° F at which time an increased differential is desirable, ceiling fans are used in almost all shopping centres in greater Dacca except few individual cooling arrangements in Banks and Offices. Moreover general cooling arrangement for all stores is not feasible in a developing country like ours. But provision may be kept for future after thorough economic analysis of the project.

The trend in consumer habit to more night shopping requires considerable lighting facilities, not only in stores but in passages, corridors, malls, along pedestrian walks, in shop windows, parking areas and along access roads. Exterior lighting should be designed not only for its practical purpose, but to achieve interesting and changing patterns of light and shadow, particularly in connection with fountains, pools and landscaping. A fountain was designed in the park of Newmarket. But neither the park nor the fountain is well maintained.

The control of signs is extremely important, if a shopping centre is to avoid a honky - panky atmosphere and if the centre is to maintain its identity. Signs should not be allowed to extend above parapet walls, nor should they have moving parts or blinking lights. Restrained advertising signs are better than the kind that almost literally knock one down. To maintain the proper balance among tenant display components and to control the overall effect on patron stimulation, it is essential to have unified control. The alternative is a chaotic sign jungle.

Off-street parking areas are essential ingredients of community and regional shopping centres. The amount of parking space required has long been a subject of discussion, and considerable difference of opinion. This has been reflected in some zoning ordinances in burdensome, unrealistic requirements, expressed mostly in ratios of parking to built-

ding area. Such study has not yet taken up in our country as the problem of parking has not become so acute. But there is every need to guard against the future. The Urban Land Institute of U.S.A., a pioneer in the gathering of relevant data leading to the establishment of criteria, and guide lines for shopping centre development, in 1965 published a technical bulletin on this important subject. ULI's study, based on information from 270 shopping centres ranging in size from 100,000 sq. ft. to 400,000 sq. ft. of gross leaseable area and having good regional distribution across the country, has made it possible to establish a well index of 5.5 parking spaces per 1000 sq. ft. of gross leaseable area. According to ULI, this will prove to be adequate for all but ten shopping hours of the year. Borrowing from the principle of the "30th highest hour" used in highway planning to determine an economically and functionally sound highway design capacity ULI study suggests the tenth highest hour which occurs on the third highest peak shopping day (i.e. the pre-christmas or pre-easter season) as one that represents an economically sound level of parking services for shopping centre. In arriving at this index, consideration was given to employee parking and to office parking upto the point where floor space devoted to office use does not exceed 20% of the gross leaseable area. Beyond this, it is necessary, according to the ULI study, to add one additional parking space for each 400 sq. ft. of gross floor area devoted to office use. Considering different factors, the



In east of Newmarket, cars, rickshaws are parked side by side.

Plate No. 4

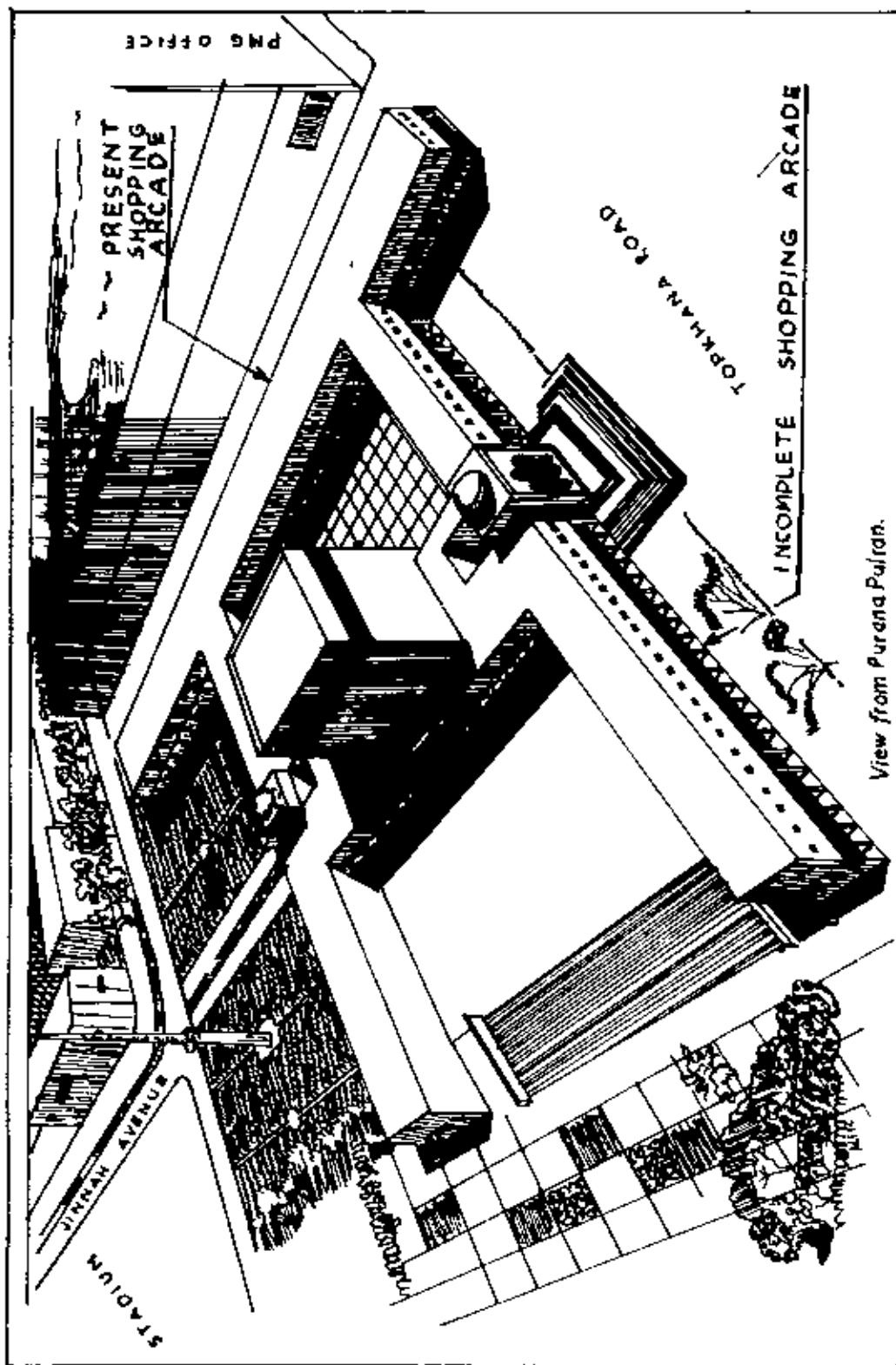


Heterogeneous traffic in Purnea  
Patna Road in front of Baitul-  
Makrrom.

Plate No. 5

parking index may be taken as 3 parking space per 1000 sq.ft. in our country. Because traffic is not homogenous in our country like U.S.A. Moreover the shopping centres which are established in our country so far is not the result of automobile age like other foreign countries.

Landscaping makes a valuable aesthetic contribution to shopping centre in an enclosed or open mall and at selected locations around the exterior of buildings and if possible, in the parking areas to break-up the unending expanse of pavement. It must be recommended, however, that the essential purpose of the shopping centre is to bring the potential customers into contact with various shops and services and these must not be obscured or dominated by plant material. The objective should be to create focal points of beauty, sometimes with tree groupings, foundation plantings, fountains pools or artistic light and shadow arrangements, statuary colour and other decorative devices. Very little attention has been paid for landscaping in shopping centres in our country. Parks with fountain are also designed in shopping centres but at the time of implementation much alterations are made. A shopping centre should be aesthetically beautiful and attractive to the customers. Overall beauty of the shopping centre will attract customers from far and near. Newmarket was designed by famous British Architect, Planner, John High. In going to give much emphasis on the economic considerations the aesthetic part of the shopping centre was over-



View from Purana Puljan.

FIG. 3

## AN ARCHITECTS VIEW OF BAITUL MUKARRAM

COURTESY: THARIANI & CO. ARCHITECTS.



ruled. Saitul Mukarram shopping arcade was designed by Thariani and Company Architects (Fig-3). The overall beauty of the centre is pleasing. Proper attention was given to form, texture and colour of the centre. Though our country is economically under developed, yet proper attention need to be paid so that the patronages of the shopping centre find some attraction in all sphere instead of keeping aloof.

CHAPTER FOUR

LAND USE SURVEY

## LAND USE SURVEY

The distribution of existing land uses is of particular importance to such phases of the city plan as zoning and control of land sub-division, but community that has grown without a plan, it will be found that manufacturing, business and residence have become badly scrambled. Land use maps will provide the basic information needed for developing a more orderly pattern.

This should be shown on a single map, the areas predominantly devoted to industry, business or residence, public properties and undeveloped lands. These can be shown most effectively in colours but may be rendered in black and white for reproduction in reports. A quantitative study of these uses will help to bring out the general character of the community. For such data the city planner will be able to determine the best use to which the various parts of the community should be put in order to develop a plan of land use.

In the shopping centres of greater Dacca, detail land use survey has been carried out. Land use survey of a shopping area is very important in future planning and developing an area for similar uses. Land use map is the most effective means of presenting a clear picture of past and existing conditions. Such a map indicates significant general patterns of specific use of all the individual holding. Detail land use survey has been carried out in each of the selected shopping

TABLE NO. 4.

COMMUNITY WISE LAND USES AT SELECTED SHOPPING CENTRES

(IN SQUAREFT)

Item	Gulshan south Shopping Centre	Gulshan North Shopping Centre	Beitai Mukerjee Shopping Arcade	Newmarket	Shopping Centre at Narayanganj	Stadium Shopping Arcade
1. Books	-	-	979	9,600	1010	5089
2. Banks & Offices	904	2510	7852	2000	1044	4919
3. Cloths	2000	2700	11078	22080	720	4322
4. Confectionary	2120	2700	942	2000	-	812
5. Electrics & Electronics	750	1620	5080	1400	-	2659
6. Furniture	-	-	1566	400	-	11375
7. Grocery	4900	540	-	1600	-	-
8. Gun Shops	-	-	810	200	-	958
9. Hair Dressing	820	1080	-	200	360	-
10. Hardware	616	-	-	1760	-	-
11. Jewellery(Gold)	-	-	2862	4400	-	-
12. Jewellery(IMMT)	-	-	-	1200	-	-
13. Laundry	760	540	540	200	-	-
14. Leather goods	-	-	540	3800	-	-
15. Medicine	412	540	2600	4000	3385	2320
16. Mirrors & Photographs	-	540	-	4000	2050	862
17. Optics and Watches	260	1080	3072	2600	1080	-
18. Crockery	250	-	680	2400	-	-
19. Shoes	260	-	1090	3000	180	693
20. Stationery(DO)	720	1080	5604	5600	720	889
21. Stationery(OP)	123	540	-	2400	-	-
22. Tailors	3950	1620	5971	4600	1620	2000
23. Aquariums & Nursery	-	-	-	600	-	-
24. Restaurants	1320	1200	-	4800	-	4418
25. Utilities	928	390	3391	5150	864	950
26. Stores & Godown	760	540	16594	600	-	34860
27. Vacant	600	8590	6070	200	4320	-
28. Residence	-	-	766	-	1535	-
29. Worship Place	1048	-	22760	-	-	-
30. Veranda, Corridor	15810	7700	40938	149770	4810	5000
31. Open space	1540	17300	83000	20800	-	-
<b>TOTAL</b>	<b>40831</b>	<b>52810</b>	<b>224694</b>	<b>261360</b>	<b>23698</b>	<b>81125</b>

T A B L E N O. 5.

COMMODITY WISE LAND USES AT SELECTED SHOPPING CENTRES  
( IN PERCENT )

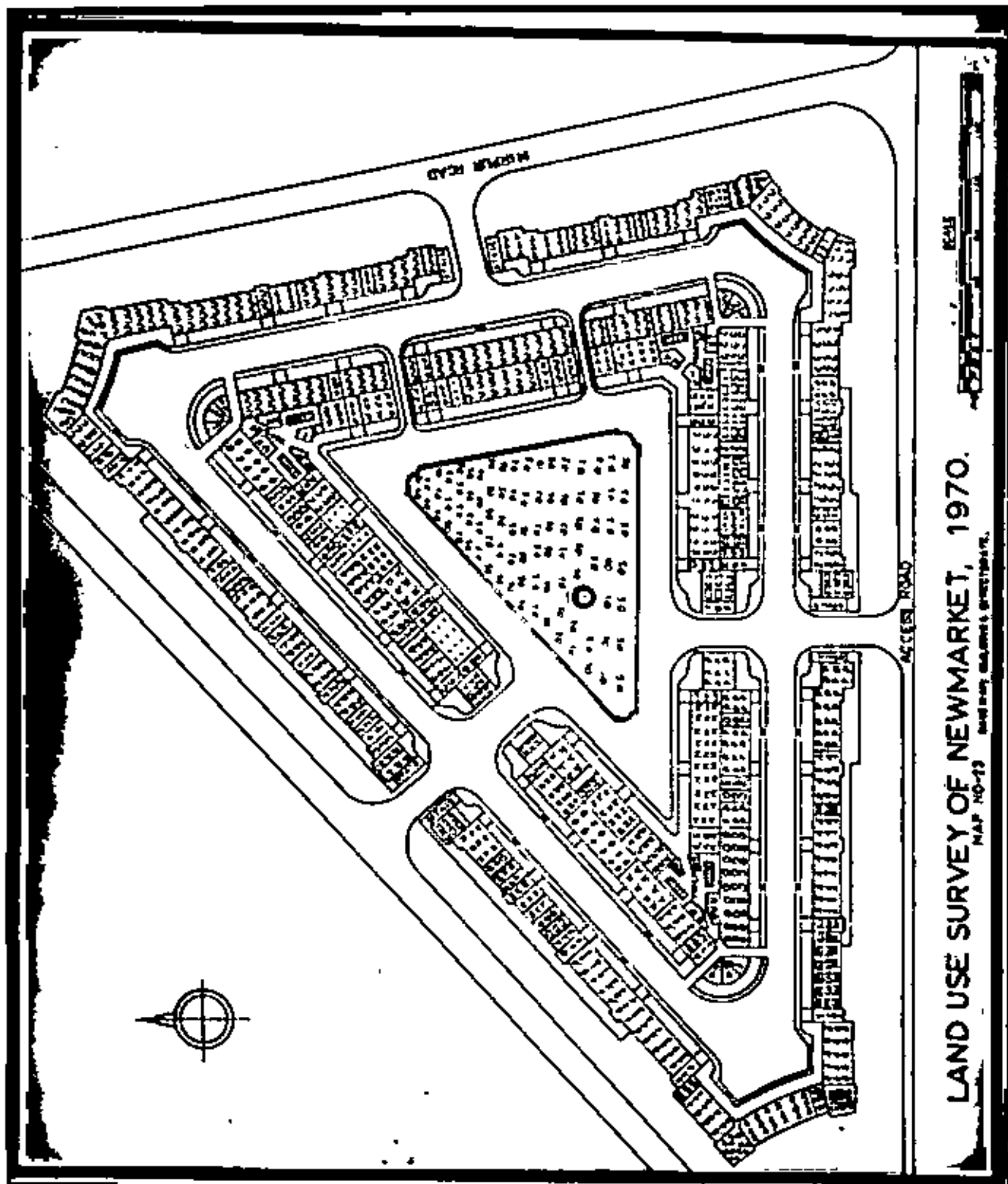
Item	Gulshan south Shopping Centre	Gulshan North Shopping Centre	Baitul Muka- rram shopp- ing Arcade	Newmarket	Shopping Centre at Narayanganj	Stadium Shopping Ce Arcade
1. Books	-	-	0.35	3.68	4.25	6.26
2. Banks & Offi- ces	2.30	4.77	3.49	0.76	4.48	6.05
3. Cloths	4.90	5.12	4.9	8.79	3.03	5.32
4. Confectionery	5.02	5.12	0.41	0.76	-	1.01
5. Electrics & Electronics	1.83	3.09	2.26	0.53	-	13.27
6. Furniture	-	-	0.69	0.153	-	14.12
7. Grocery	12.00	1.02	-	0.61	-	-
8. Gun Shops	-	-	0.36	0.076	-	m 1.21
9. Hair Dressing	2.0	2.03	-	0.076	1.52	-
10. Hardware	1.5	-	-	0.67	-	-
11. Jewellery (Gold)	-	-	1.2	1.67	-	-
12. Jewellery (IMMT)	-	-	-	0.456	-	-
13. Laundry	1.86	1.02	0.24	0.076	-	-
14. Leather goods	-	-	0.24	1.38	-	-
15. Medicines	1.00	1.02	1.15	1.53	14.3	1.65
16. Mirrors & Photographs	-	1.02	-	1.53	9.06	1.06
17. Optics & watches	0.63	2.03	1.36	0.99	8.64	-
18. Crockery	0.61	-	0.30	0.92	-	-
19. Shoes	0.61	-	-	1.15	0.76	0.85
20. Stationery (OO)	1.76	2.03	2.44	1.90	3.03	1.09
21. Stationery (OF)	0.30	1.02	-	0.92	-	-
22. Tailors	9.80	3.09	2.65	1.83	6.83	2.46
23. Aquariums & Nursery	-	-	0.23	-	-	-
24. Restaurants	3.25	2.27	-	1.83	-	5.44
25. Utilities	2.28	0.74	1.59	1.97	3.23	1.17
26. Stores & Godo- wn.	1.83	1.02	7.38	0.28	-	-
27. Vacant	1.47	16.25	2.70	0.076	18.40	42.79
28. Residence	1.47	1.76	1.7	1.47	6.46	-
29. Worship place	2.57	-	10.12	-	-	-
30. Varendra, Corri- dor.	38.90	14.50	18.21	57.0	20.4	6.51
31. Open space	3.98	32.84	37.48	7.50	-	-
	100	100	100	100.00	100.0	100

# LAND USE SURVEY

## LEGEND

1	BOOKS		17	OPTIC & WATCHES	
2	BANKS & OFFICES		18	CROCKERY	
3	CLOTHS		19	SHOE	
4	CONFECTIONERY		20	STATIONERY(DO)	
5	ELECT.& ELECTORNICS		21	STATIONERY (OF)	
6	FURNITURE		22	TAILORS	
7	GROCERY		23	AQUARIUMS & NURSERY	
8	GUNSHOP		24	RESTAURENTS	
9	HAIR DRESSING		25	UTILITIES	
10	HARDWARE		26	STORES & GODOWN	
11	JWELLERY (GOLD)		27	VACANT	
12	JEWELLERY (IMM.)		28	RESIDENCE	
13	LAUNDRY		29	WORSHIP PLACE	
14	LEATHER GOODS		30	VARENDA & CORRIDOR	
15	MEDICINE		31	OPEN SPACE	
16	MIRRORS & PHOTOGRAPS				

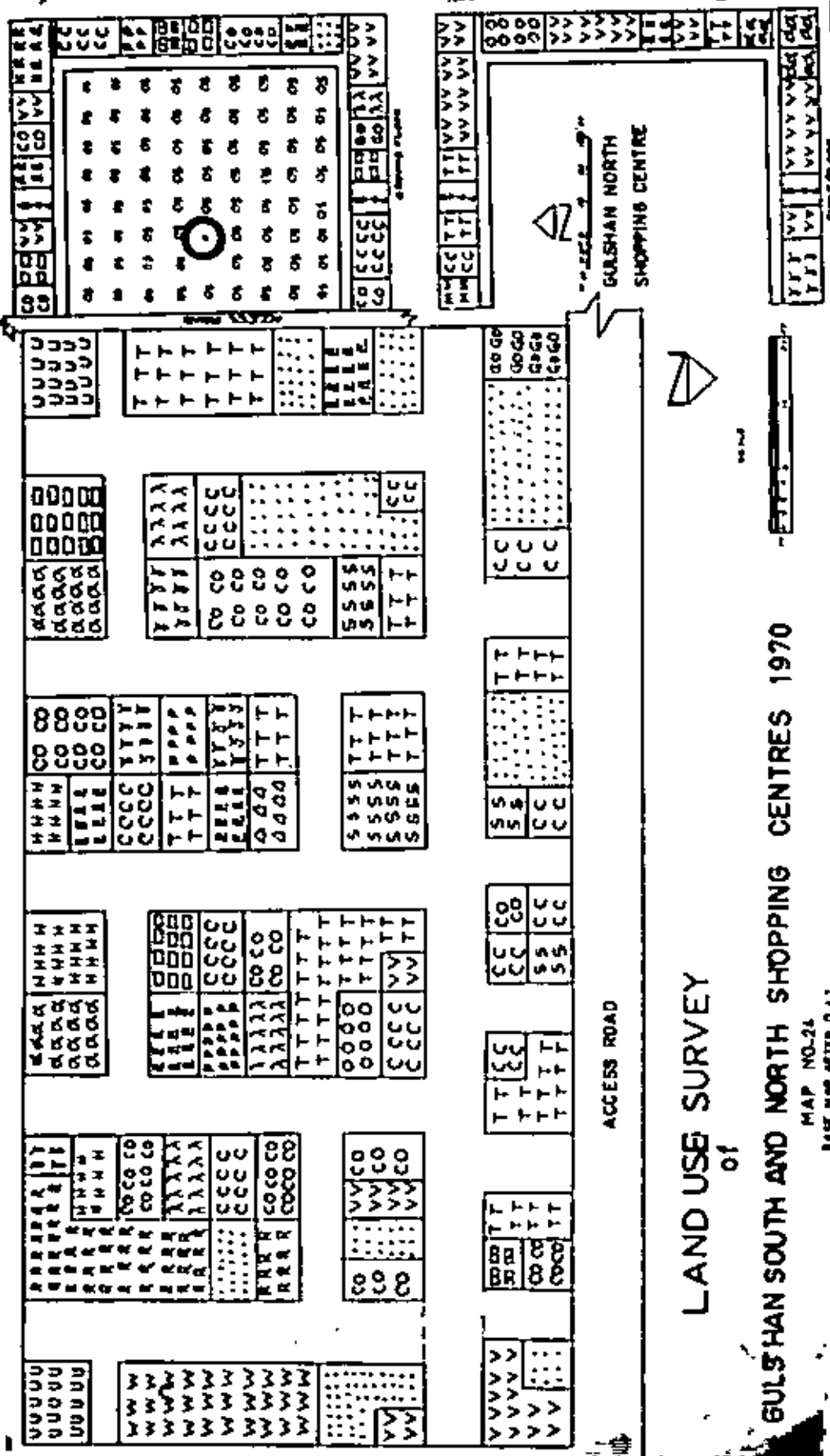
FIG-4



LAND USE SURVEY OF NEWMARKET, 1970.  
 MAP NO-13

LANDING MARKET DISTRICT





LAND USE SURVEY  
of  
GULSHAN SOUTH AND NORTH SHOPPING CENTRES 1970

MAP NO-24  
BASE MAP ADTER D.A.T.

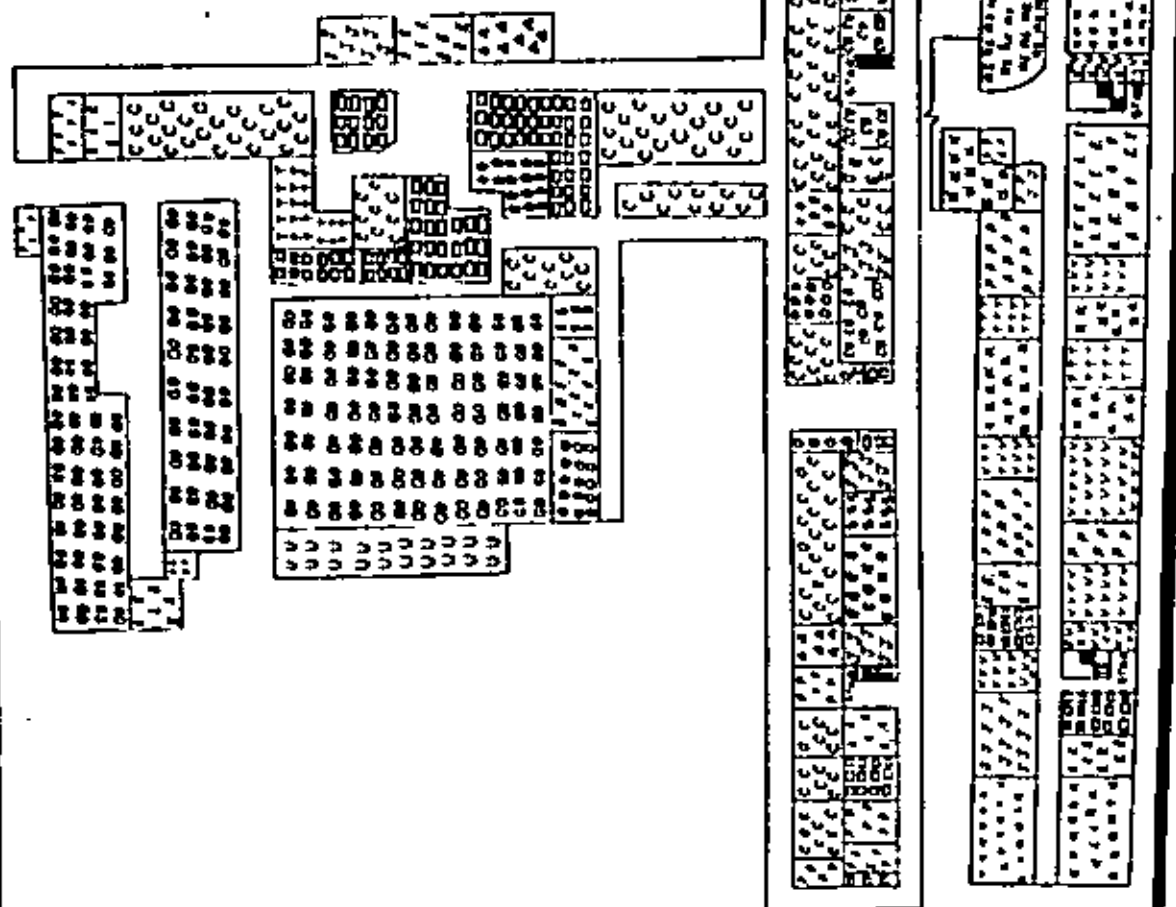
# LAND USE SURVEY OF

BAITUL MUKARRAM SHOPPING ARCADE

1970

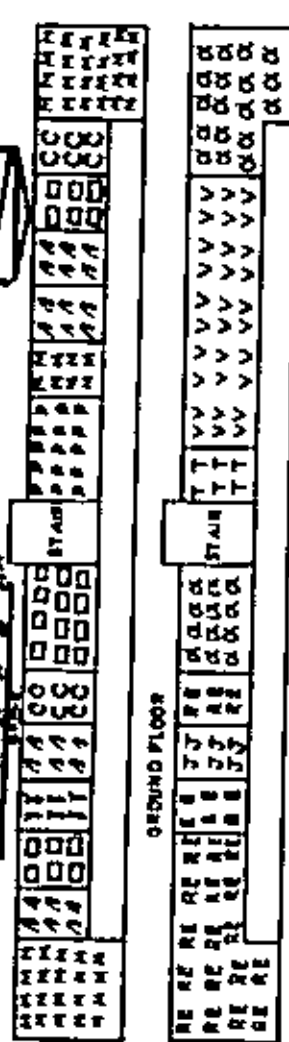


BASE MAP AFTER: THAMRANICHON, ARCHITECTS.



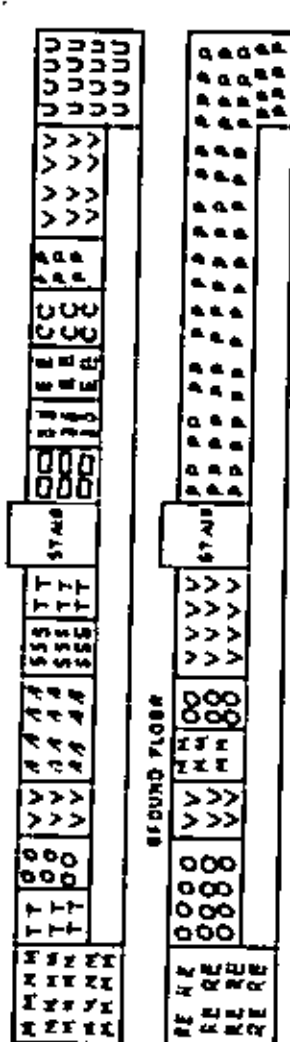
BUILDING NO.

SHOPPING CENTRE ON WEST OF O. A. ROAD



BUILDING NO.

SHOPPING CENTRE AT STEAMER WHARF



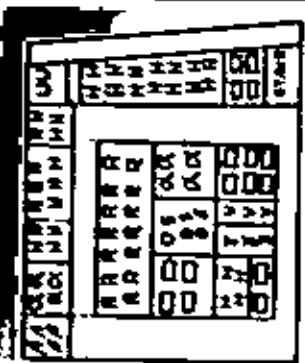
BUILDING NO.

SHOPPING CENTRE AT STEAMER WHARF



BUILDING NO.

SHOPPING CENTRE AT STEAMER WHARF



SCALE 1:1000

SHOPPING CENTRE AT STEAMER WHARF

LAND USE SURVEY

of

SHOPPING CENTRES AT NARAYANGANJIPUR.

MAP NO-28

BASE MAP AFTER D.I.T.

centres of greater Dacca. In the site of the shopping centres, each type of land use for each commodity is being noted on the plan. After the field survey, similar type of land uses are grouped together and shown in tabulated form (Table nos. 4 & 5). The land use of each type is shown in square feet and percentages of the total area of the shopping centre. In other tables the total gross leasable area is shown together with the non-leasable areas. These are also expressed in square feet as well as percentages of the total area (Table nos 6 & 7 ). Thirty one types of land uses are distinctly recognised in this study. Though all of these types of land uses are not found in every shopping centres which are selected for study. Worship place is only found in Gulshan south shopping centre where as Baitul Mukarrem is itself a mosque where ancillary shopping facilities are provided. Another type of land use, aquarium and nursery is only found in Newmarket. Many rooms meant for store purposes in shopping centres at Narayanganj are occupied by low income people and are being used as a place of residence. The vacant rooms or lock-out space are found in high percentage in shopping centre at Narayanganj. It is about 18.4% of the total area of the centre (Table No.5). The shopping centre at Narayanganj has become a loosing concern day by day. Out of 2, 61, 360 sft. of gross area in the Newmarket only 85, 540sft. is leasable, which is about 33.53% of the gross area. In Gulshan south shopping centre and north shopping centre leasable

TABLE NO. 6

MAJOR LAND USES AT SELECTED SHOPPING CENTRE  
(IN SQUARE FT.)

	Gulshan south Shopping centre	Gulshan North Shopping Centre	Newmarket	Baitul Muka- Orram Shopp- ing Arcade	Stadium Shopp- ing Arcade	Shopping Centre At Marayenganj.
Gross leasable area.	21,505	18,830	85,540	74,610	75,175	18,024
Passage, Corridor Varendah etc.	15,810	7,700	149,770	40,933	5,000	4,810
Utilities	9,28	390	5,150	3,391	950	864
Open Space	1,540	17,300	20,800	83,000	-	-
Worship Place	1,048	-	-	22,760	-	-
<b>TOTAL</b>	<b>40,831</b>	<b>52,810</b>	<b>2,61,360</b>	<b>2,24,694</b>	<b>81,125</b>	<b>23,698</b>

T A B L E N O. 7

MAJOR LAND USES AT SELECTED SHOPPING CENTRE  
( IN PERCENT )

	Gulshan South Shopping Centre	Gulshan North Shopping Centre	Newmarket	Baitul Mukarram Shopping Arcade	Stadium Shopping Arcade	Shopping Centre At Narayanganj.
Gross Leasable Area	53.27	51.92	33.53	32.60	92.33	76.38
Passage, Corridor, Varendra etc.	38.90	14.50	57.00	18.21	6.50	20.40
Utilities	2.28	0.74	1.97	1.59	1.17	3.24
Open Space	3.98	32.84	7.50	37.48	-	-
Worship Place	2.67	-	-	10.12	-	-



A busy grocery shop in Newmarket.  
Merchandise is also kept in Varen-  
dah due to shortage of space.

Plate No. 16



A busy store in Newmarket

Plate No. 7

areas are 21,505 sft. and 18,830 sft. respectively (Table 6). Their respective percentages are 53.27% and 51.92%. Baitul Mukarram has existing leasable area of 74,610 sft. which is about 32.6% of the gross area. The leasable/<sup>area</sup> is exclusively meant for shopping purposes and corridors, footpath, varendah, passages, open space etc. other usable spaces are excluded from the leasable area.

Detail land use analysis of the shopping centres are carried out- inspite of the inadequacy of data and limited scope of work. Detail analysis of land use pattern of different stores of the shopping centre have been made and it is being shown both in tabular form and graphics. The detail land use maps of Newmarket, Gulshan north and south shopping centres, Baitul Mukarram shopping arcade and also shopping centres at Narayanganj are being prepared (Map Nos. 23, 24, 25 and 26). In order to represent land uses of different commodities in map certain notations are prepared (Fig. 4). Some of the commodities are not distinct in character. In this case, attempts have been made to group the major articles. For example, stationery domestic and jewellery imitation, they are confusing in character. The land use is noted with the dominant one. Same is the case with the stationery domestic and confectionery. Major land uses in different shopping centres are discussed below.



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BOOKS : This type of business is found in Newmarket, stadium and Baitul Mukarram shopping arcades. In Narayanganj also many book stalls are found. There is no book stalls in Gulshan north and south shopping centres. The areas occupy by this type of land use vary from centre to centre. New-market and stadium have high percentages of land uses. In Newmarket about 9600 sft. is leasable area and in stadium about 5089 sft. The percentages are 3.68% and 0.28% respectively. This type of business is having tremendous competition due to establishment of many new book stalls in many parts of the city. The land use pattern is compatible in both Newmarket and stadium. In Newmarket the Western part is occupied by book stalls and in stadium mostly in first floor. In the initial planning some particular area of the centre is need to be marked out for greater choice and selectivity.

BANKS AND OFFICES : Banks and Offices are located throughout the central business districts of Dacca city. Yet they find some spaces in the shopping centres of greater Dacca. In this type of land use the space occupied by banks & offices of some organizations or business concerns are included. The banks inside the shopping centre help the overall economic stability. These banks offer credit facilities to the shop-keepers to facilitate in expanding their business. They are also importing and exporting their goods through these banks. The banks play a vital part in the growth of business in the shopping centre. There is no bank in Gulshan north and



A cloth store in stadium  
shopping arcade.

Plate No. 8



Book stalls in Newmarket

Plate No. 9

south shopping centres. This group of land use is present in other shopping centres.

CLOTHES : This is a flourishing type of land use in almost all shopping centres in greater Dacca. In Newmarket about 22,080 sft. of land is utilized for this type of land use. It is about 8.76% of the gross area of the centre. In stadium and Baitul Mukarram shopping arcades land uses are about 4322 sft. and 11,073 sft. respectively. Newmarket, stadium and Baitul Mukarram shopping centres deal in a variety of clothes. The patronages of this type of business has already exceeded the limit of greater Dacca and it has expanded throughout East Pakistan. Due to the expansion of textile industry in Pakistan, clothes of best quality are in abundance at the different shopping centres. Moreover the economic conditions of the people has become a bit better due to rapid industrialization and expanded development activities. Therefore, the purchasing power of the people has increased and they are purchasing clothes according to their needs. Cloth businessmen of the shopping centres facing competition due to the existence of similar land use in other parts of the city. Besides, the hawker market just to the north of Newmarket and D.I.T. market on the Mirpur road are two close competitors of Newmarket. The hawkers usually did not pay any establishment cost, rent and taxes. Most of them were acted as the agent of wholesale clothes merchants.

CONFECTIONERY : This type of land use show high percentages in Gulshan south and north shopping centres. About 2120 sft.

and 2700 sft. of land is occupied by this group of land use whose percentages are 5.02% and 5.12% respectively for Gulshan south and north shopping centres respectively. In Newmarket the leasable area is about 2000 sft. whose percentage is 0.76% of the total area of the shopping centre. These type of stalls are scattered all over Dacca. But inspite of so many competitors all over Dacca, this business will expand in the shopping centres because of better quality and different varieties.

ELECTRICALS AND ELECTRONICS : This group of land use include appliances of electrical installation for domestic purposes and the sales and services of Radio, T.V. etc. This business is not prospering in Newmarket due to odd shape and size of the stalls. shop-keepers can not store varieties of goods to meet the full demand of the customers due to storage difficulties. Besides, there is difficulties of loading and unloading of goods both by shop-keepers and customers. Only for the purpose of electronics, the shape and size of the shopping centre stalls are suitable. They face no difficulties.

FURNITURE : There is no furniture stalls in Gulshan south and north shopping centres. This type of land use is in greater percentage in stadium shopping arcade. The total area is about 11,375 sft. The cause of flourishing business of wooden furniture is that, there is sufficient space for keeping finished goods as well as facilities of loading and unloading. In Bal-

tul Mukarram and Newmarket only steel furniture is kept. This is only because of shortage of space. In Newmarket and Beitul Mukarram space occupied by this type of land use are 400 sqft. and 1566 sqft respectively.

JEWELLERY : The land use of this type has distinct two categories: the land use for jewellery gold and for imitation. In Stadium, Gulshan south and north shopping centres there is no stalls for jewellery. Jewellery stalls are seen in Newmarket and Beitul Mukarram shopping arcade. In Newmarket and Beitul Mukarram the land use for jewellery gold are 4400 sqft. and 2862 sqft. respectively. In Beitul Mukarram it is difficult to differentiate between the jewellery imitation and stationary domestic type of land use. But stationary domestic type has overwhelming percentage over jewellery imitation. So this category is considered as stationary domestic. The jewellery imitation occupies about 1200 sqft. of area in Newmarket. This type of land use has greater demand in fashion market of modern age.

MEDICINE : This is one of the business in Newmarket which remain steady since its inception. There was hardly any fluctuation. The purchase of medicine is being made by the people according to their need. As medicine is an important commodity of our daily life, drug stores have sprung up in almost all parts of the city as well as the organized shopping centres. In Newmarket, the drug-stores are located

side by side extending from south gate towards western portion. This commodity of land use can be observed here, though stationery stores have infiltrated. The areas occupied in Newmarket and Baitul Mukarram are about 4000 sft. and 2600 sft. respectively. Medicine shops are also found in Gulshan north and south shopping centres. In Narayanganj shopping centre, there are two private eye-clinics on the 1st floor of the centre. These are considered in this group of land use. It is about 1535 sft. and 6.46% of the total area of the shopping centre.

STATIONERY : There are two categories in this type of land use. One is for office use and the other is for domestic purpose. Stationery stores are found in almost all shopping centres of greater Dacca. In Newmarket stationery office occupy about 2400 sft. Stationery office type of land use are those which deals in papers, ink and all other type of commodities mostly used in office and educational purpose. Stationery domestic type are ranging from snow, powder to all other commodities used in our day to day life. This business is facing hard competition from similar type of land uses around the shopping centres.

TAILORS : This type of land use is very familiar in and around Dacca city. This business is very flourishing in almost all shopping centres of greater Dacca. The land use for this business often find space adjacent to the clothes stores. After performing the act of purchase customers enter in

the makers shop to get the garments ready. A high percentage of land use is found in Baitul Mukarram and Newmarket. About 5974 sft. and 4800 sft. of leasable areas are found in Baitul Mukarram and Newmarket respectively. The percentages of occupied existing use in Gulshan south and north are about 9.84 and 3.09% . Tailoring business has great demand for the common people, though some of the tailoring shops changed to readymade garments store day by day.

AQUARIUM : This type of land use is only seen in Newmarket. There is aquarium for gold fish and attached nursery for flower plants. The total use for this type of land use is about 600 sft. This type of business is limited to Dacca. Due to high cost of goods, limited business is being carried on. There is little competition in this type of business. This type of business should be carried on near the big parks and recreational centres. The land use is incompatible.

STORES AND GODOWNS : There should be storage facilities in every shopping centres. In Dacca, few of the shopping centres have storage facilities. There is adequate space for storages purposes in Baitul Mukarram and Stadium shopping arcade. In Baitul Mukarram, just below the main mosque godown is provided. In stadium there is storage facilities with each of the show-room (stores). For this reason, in stadium storage facilities occupy about 34,860 sft.of area, which is 42.79% of the total area of the shopping arcade. In Baitul



Well finished verandah in front  
of the stores in Laitul Mukarram  
shopping arcade

Plate No. 10



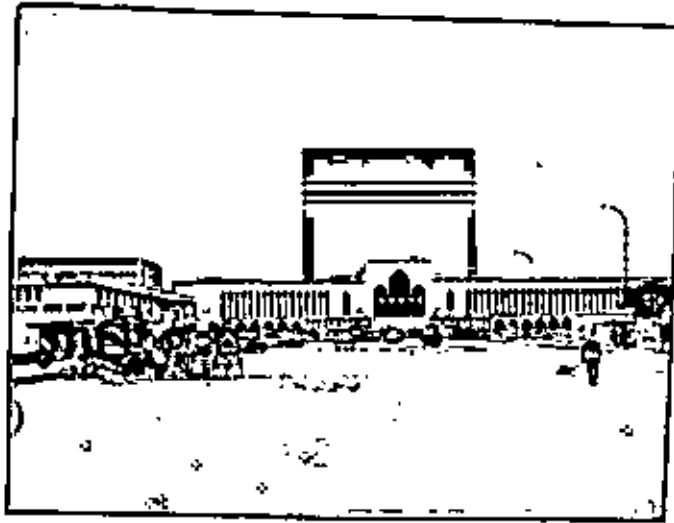
Wide open passage in between  
the stores in Newmarket re-  
sembles a mall.

Plate No. 11



Mukarram, the area is about 16,594 sft. which is 7.38% of the total land use. The Newmarket has the smallest area for storage purpose. It is about 600 sft. Due to inadequacy of storage facility the shop-keepers are compelled to stock their goods in the show rooms.

VARENDAH, PASSAGE, CORRIDOR, ETC. : In the place where there is possibility of accumulation of pedestrians, there is need of such type of land use. In shopping centres specially this type of use is essential for the purpose of free movement of the shoppers. In Gulshan south shopping centre, passage is enclosed and the other has one side open varendah. In Newmarket store fronts have varendah and a wide open passage in between the two varendahs. This facilitate much for the movements of pedestrians. This may be considered as a small mall. In Baitul Mukarram shopping arcade, the area of passages and corridors is about 40,938 sft. which is 18.21% of the total land use. Passages, corridors etc. are present in almost all shopping centres. Their percentages vary from centre to centre. In Gulshan south and north shopping centre they are 38.9% and 14.50% respectively. In Newmarket the percentage is a bit high due to inclusion of the open passage with varendah and is about 57.0%. In shopping centre at Narayanjanj, there is varendah in front of each building. The total area is about 4810 sft. which is about 20.4% .



Multipurpose square in  
Baikul Mukharrem.

Plate No. 12



Poorly maintained park inside  
Newmarket.

Plate No. 13

OPEN SPACE : Open space is an important element in the planning of shopping centre. In Newmarket a park is provided at the middle of the shopping centre. The area of the park is about 20,800 sq. ft. which comes as 7.5% of the total area. In Baitul Mukarram there is a big square. The square is meant for multipurpose functions. At the time of festive prayer it is used as additional prayer space. Sometimes big gatherings take place in the square. Rest of the time it remains as the open space and also provides sufficient space for car parking on the eastern front side of the stores. In case of Stadium shopping arcade the open space is not taken into account. Because the Stadium is itself an open space moreover there is a big playground in front of the stores, which is popularly known as outer Stadium. If the inner and outer playgrounds are taken into consideration for analysing the different land uses in shopping arcade, then their percentages come negligibly small. So only for this case the open space is set aside. The total area of the Stadium together with its outer boundaries, it is about 26.3 acres and the gross floor area of the shopping centre is 1.87 acres only. The percentage of the gross floor area comes to be only 7.38%.

VACANT : During land use survey vacant leasable space found in almost all selected shopping centres of greater Decca. Though their percentage and applicability varies from centre to centre. It is least in case of Newmarket and highest in case of shopping

centres at Narayanganj. In Narayanganj it is 18.4% of the total land use and in New market only 0.076%. In Gulshan north shopping centres also, many leasable spaces are lying vacant. It is about 16.25%. The indication of leasable area lying vacant in a shopping centre infers the declining trend of business or the centre has not started functioning fully as anticipated. In case of Narayanganj shopping centre the business is declining and for Gulshan north shopping centre, it is not yet started functioning properly.

## TYPES OF SHOPPING CENTRE

## TYPES OF SHOPPING CENTRES

There are certain facilities available today which do not require a shop in the normal sense of the word, and the window display for which takes the form of a printed catalogue. These are widely practised in western countries. Our country is in the initial stage of the development. For this type of facilities, there are a number of different types of organisation but basically they are shopping clubs, or business operating a system of mutual checks.

The street trader is a familiar sight in every town centre. Apparent low prices are in fact common to almost all street traders' wares. The street traders have for themselves attraction for the general public. Many of these traders have a line of pattern which attracts and can hold crowds of people who may not have had the slightest intention of buying any of the articles being offered for sale. Sometimes these traders cause obstruction to the foot-path and receives Police attention, sometimes they are a nuisance to land owners because of trespass. The traders on the footpath of Jimmah Avenue, eastern side of Newmarket and other places of Dacca pose similar problems. Sometimes they pay neither rent nor rates for the pitches they occupy, at peak shopping periods and at busy shopping points and sometimes their articles, although apparently cheap, are in fact expensive in relation to their quality.



Hawker at residence  
Plate No. 14



A typical corner shop  
Plate No. 15

CORNER SHOP : The corner shop a term used to describe not only the shop physically on the corner of a street but also the isolated individual shop physically on the corner of a street and also the isolated individual shop which is round the corner - is one might say, the lowest mark on the shopping grade. The corner shop is, in most cases, in our country, a grocery or 'Pan-Biri' shop. 'Pan-biri' shop is a typical of its kind which is only found in Indo-Pak sub-continent. The first corner shop is green grocery shop. Such shop of course, face the competition of the organized 'Bazar' or 'Hat' in our country and the need for them is not so great. They still play an important role in serving a residential area of our society. Many of the older shops in this category are small and, in some ways, a nuisance to their neighbours. Smaller shops can offer no more variety of choice. The shops which offer greater variety of goods still have an important economic function to perform. These shops will also provide a static facility and absolutely reliable source of supply, always available. The other types of corner shop, outside the classification of general stores, need not be considered separately. Other types, for example, the chemists shops may be mentioned. For this type of shop the need is based upon reasonable walking distances, the allocation of sites will depend entirely on the design of the housing estate. Hair cutting saloon and repair shop for cycles and rickshaws are also found in line of corner shop in our country.



One of the main characteristics which has made the corner shop a success is that it is so convenient for a lot of people and it can usually satisfy any urgent need. The goods sold are generally those for which choice is of minor importance only and in fact the busy customer has no incentive whatsoever to travel farther a field in order to compare varieties or qualities. These shops might be called convenience shops. Here is a list of goods stocked by a successful corner shop in one of the areas of greater Dacca although it varies from locality to locality :

- |                           |   |
|---------------------------|---|
| (a) Food stuffs           | Butter, sugar, cakes, sweets, chocolates, biscuits, rice, dal, sago, fried rice, flour, breakfast foods, eggs, jams, jellies etc. |
| (b) Tinned foods          | Tinned milk for babies, barley, tinned skimmed milk, full cream condensed milk, ovaltin, coffee, horlicks.                        |
| (c) Spices and flavouring | salt, mustard, vinegar, chilli, ground nuts, rose water, safran, other essence of flavouring.                                     |
| (d) Drinks                | Tea, light drinks like fanta, cocacola, 7up, etc.   |
| (e) Green grocery         | Potatoes, tomatoes, garlic, onion, betle nut, banana, etc.  |
| (f) Hardware              | Fly and Insect sprays, pan cleaners, nails, screws, knife, hinge, etc.  |

T A B L E N O. 8.

CENTRAL CATEGORIES OF SHOPPING CENTRES

Leading Tenants (Basis for definition)	Neighbourhood shopping Centre & Supermarket	Community Shopping Centre	Regional Shopping Centre
Average gross lease- able area	40,000 sft.	1,50,000 sft	4,00,000 sft.
Gross Floor Area	30,000- 75,000 sft.	1,00,000 - 3,00,000	10,00,000
Usual Minimum Site	4- 10 acres	10 - 30 acres	30 - 100 acres
Usual Minimum Support	7,500 to 20,000	30,000 to 1,00,00	1,00,00 - 2,50,00

Source :- Gallion, Arthur B. and Eisner, Simon. The urban pattern P.270.

- |                         |  |
|-------------------------|--|
| (g) Fancy goods         | Pins, needles, knitting needles, ladies hand bag, children's toys, tiffin case, writing paper and envelopes, buttons, handkerchief, hair nets, combs, hair pins and clips, nipple, feeding bottle, mirror, ribbon, sewing threads etc. |
| (h) Cleaning materials  | Soap(washing and toilet) soap powder, shampoos, w.c.cleanser, shoe polish, dyes, brass, etc.   |
| (i) Toilet requirements | Shaving soap, face cream, powder (baby's talcum and face), lipstick, -al's, health salt (e.g. E N O), cough syrup, tooth paste, aspirin, seridon, olive oil, etc.  |
| (j) Other goods         | Cigarettes, matches, electric light bulb, candle, Kerosine.  |

such comprehensive list illustrates clearly the economic function of the corner shop, which plays in our day to day life.

NEIGHBOURHOOD SHOPPING CENTRE : It is defined as one providing for the sale of convenience goods, those that meet day to day needs, such as foods, drugs, hardware, and personal items. The super market is the principal retail outlet. According to American standard, general categories of shopping centres are shown in tabulated form (Table No.8). The sub-centres of British standard may be compared with the neighbourhood shopping centre. The sub-centres are groups of shops range from four or five shops up to hundreds. While each size has some special characteristics, it will suffice for our purpose if we consider first the smallest recognizable centre, that is a group of four to ten shops usually termed a sub-centre, and

TABLE NO. 9.

CATEGORIES OF SHOPPING CENTRES AT GREATER DACCA

Types of Shopping Centres	Neighbourhood Shopping Centres			Community Shopping Centre		Regional Shopping Centre
Leading Tenants Basis for Definition	Gulshan South Shopping Centre	Gulshan North Shopping Centre	Shopping Centre at Narayanganj	Baitul Mukarram Shopping Arcade	Stadium Shopping Arcade	Newmarket
Average Gross Leasable Area SFT.	21,505	18,830	18,024	74,810	75,175	85,540
Gross Floor Area SFT.	39,291	35,510	23,648	1,41,694	81,125	2,40,560
Size ( acres)	0.94	1.25	0.544	6.25	1.87	6
Percentage of Shoppers out side the normal trade area	-	-	-	7.71	7.74	7.63
Minimum support	2,35,186	2,35,186	2,25,000	2,62,770	2,34,580	2,20,550

then the large centre which may be either a town centre, or a sub-urban centre serving many thousands of people in part of a large city. Considering the above criteria, Gulshan south and north shopping centres and also shopping centres at Narayanganj may be grouped as neighbourhood shopping centres or town centres. The gross floor area of Gulshan south shopping centre is 39,291 sqft. the total leasable area is 21,505 sqft. In Gulshan north shopping centre the gross floor area is 35,510 sqft. and overall size of the centre is about 1.25 acres. The shopping centres at Narayanganj is situated on about half acres of land. These shopping centres show no function outside their normal trade area (Table No.9). The trade areas of Gulshan south and north shopping centre are limited to the model towns of Gulshan, Benami and Mohakhali area. From traders point of view, there is the possibility of increasing the turn over because of the increased trade area. In a small sub-centre, however, this can hardly be an important economic factor. From the shoppers point of view the sub-centre has no economic advantage. The number of traders is too small to have traders competing in the same line, so that there is neither greater choice nor, necessarily any price incentive.

COMMUNITY CENTRE AND REGIONAL SHOPPING CENTRES : Community centre occupies a site ranging between 10 acres to 30 acres with a junior department store as the principal

tenant. In addition to convenience goods, the centre has a wider range of facilities, including those for furniture and other shopping goods, and more extensive service facilities such as banking, recreational and professional services. Shopping goods often called comparison shopping items because of the shopper's desire to compare quality, price, style and other factors before making a purchase decision. The department stores which is an important feature in western shopping centre is lacking in East Pakistan. The criteria under which the shopping centres of western countries are classified not wholly applicable in our country. But at the same time they may be compared and classified according to our own need and habit.

Regional shopping centres have at least one full time major department store having not less than 1,00,000 sq. ft. of gross leasable area, and peripheral stores which, together with the department store, provide a variety and depth of comparison shopping items, including general merchandise, have furnishings, a range of services and recreational facilities making it comparable to, and competitive with, the central business district. Such a centre with about 4,00,000 sq. ft. of gross leasable area, generally, occupies a site of at least 30 acres, usually the site is between 40 acres and 80 acres. Both layout and pedestrian walking distance from the parking area become difficult to

handle on sites larger than 80 acres. The average gross leasable area of Newmarket, Baitul Mukarram and stadium shopping arcades are 85,540 sft., 74,100sft. and 75,175 sft. respectively (Table 9). The overall size of Newmarket and Baitul Mukarram are 6 acres and 5.25 acres respectively. Though these shopping centres are small in size and gross leasable areas are smaller than the regional type of shopping centres of western countries, yet they resemble regional shopping centre. Generally, in western countries regional type of shopping centre attracts 2-5% of patronages from outside its normal trade area. In some exceptional cases large regional shopping centre attracts 20% of its patronage from outside its normal trade area. The percentages of patronages from outside the normal trade areas of Newmarket, Baitul Mukarram and stadium shopping arcades are 7.63%, 7.71% and 7.74% respectively.

The Newmarket was constructed in the year 1953 and at that time its hinter land was only Plassey Barrack, Azimpur colony and Eskaton. From 1953 to 1958 it served as neighbourhood shopping centre. Up to 1958, Dhansondi Residential area did not grow satisfactorily as per lease deed, the allottee was bound to construct on the land of the area within 3 years of the date of execution of the deed. In 1958, after the promulgation of Martial Law, Dacca Improvement Trust exerted tremendous pressure on the allottee to cons-

truct their building within the due date. So development of Dhanmondi Residential Area was accelerated and its surrounding area also began to develop with a faster speed. During this period Government Planned to develop Mohammadpur and Mirpur as housing estate to settle the refugees. Then after the creation of East Pakistan Water and Power Development Authority the power generation was enhanced to industrialise East Pakistan. Due to the boost up of power generation, Dacca and its suburbs began to industrialise very rapidly. Besides, Narayanganj also become an industrial centre. From 1958 to 1963, tremendous improvements of commerce and business has been observed <sup>in the</sup> stated localities. So in 1963, Newmarket took the shape of a community centre. After 1958, Government devoted its special attention to the task of setting-up a better infrastructure in the Province through regional and local net work of roads. The operation of the E.P.R.T.C. opened a new era in the field of transportation and communication. It brought Dacca and its suburbs very close to all district and sub-Divisional Head Quarters of the province. Most of these regional road passes through Newmarket. Though the size of Newmarket is very small in comparison to the western shopping centres and it do not have a single department store, yet these economic operation attributed it to get its regional character. So Newmarket can be called a regional shopping centre. Baitul Mukarram



and Stadium shopping arcades are not yet fully completed. Their regional character will be enhanced after the completion and at that time they may take full regional character. At present they may be grouped as community centre.

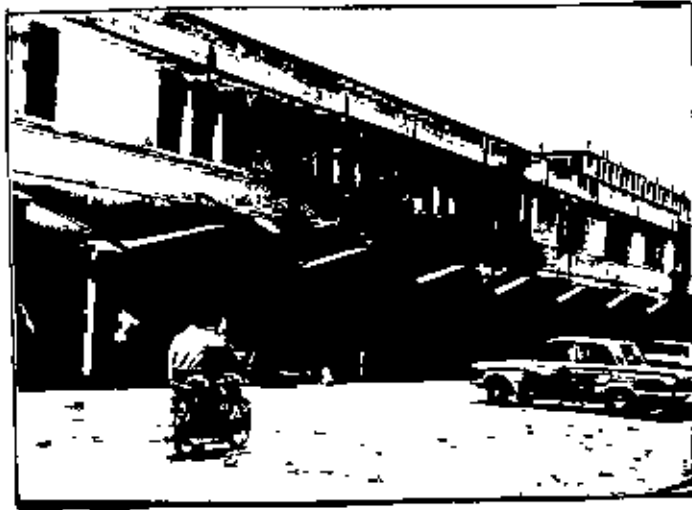
CHAPTER FIVE

PROBLEMS

## P R O B L E M S

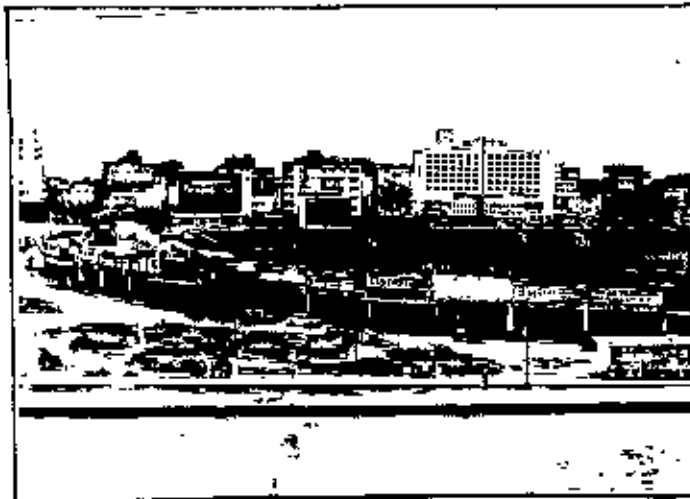
After the independence in 1947 when Dacca became the Provincial Metropolitan, it has to shoulder a lot of responsibilities. It has to shelter overwhelming population. To meet the need of the people different development works were being undertaken. Few Government and semi-government organisations patronized shopping centres in greater Dacca, are the outcome of these development works. But it may be mentioned here that out of the six shopping centres in greater Dacca selected for study four of them are just shoppers oriented and the other two which are, though functioning well, are not shoppers oriented. The shopping arcade of stadium is the outcome of the stadium itself and the shopping arcade of Baitul Mukarram is the outcome of Grand Mosque at Dacca according to the idea of the late Mr. Latif Dawany. The shopping arcade of Baitul Mukarram is religious oriented and arcade of stadium is sports oriented. So it is natural that in the preliminary planning and design stages much importance will be given to primary objective rather than the secondary. Other shopping centres which are constructed chiefly to serve the shopping patronages and the society at large, still they are facing a lot of problems.

The shopping centres at Narayanganj is a vivid example of problems in a planned shopping centre. This is deve-



A view of Baitul Mukerrem shopping Arcade from stadium side

Plate No. 16



A Panoramic view at stadium shopping Arcade

Plate No. 17

veloped by the Dacca Improvement Trust. Only few structures are constructed. There are five buildings, constructed side by side. Two of them are multistoried and others are single storied. There is no link between each other. First and second floor are practically vacant. There is no stores, but the low-income people using the same as their temporary residence. According to their version, that the business is dull and so nobody operate business there. The ground floor of each building though filled by some stores apparently seems to be left out. The centre looks deserted, dull and uninviting. It is evident that no planning consideration was given before developing the centre. Only the structural plan was made and then implemented. It was also admitted by the developer that no feasibility study was carried out. So the customers are running after the distant centres. Another three storied square type building is constructed at the steamerghat at Narayanganj. Before the construction of launch terminal at Dacca, this centre was functioning well. But at present the first and second floors of the building are completely vacant and locked at the main gate of the stair by the developer. Those who are carrying business at the ground floor are not happy for the dull business. The land use is also totally incompatible. This was also reported by some shop owners. They complain in a group about a restaurant which is located nearby their shops. The main

fault of the restaurant is that it emits lot of unbearable smokes and also use loud speaker at high volume. The other problems are about the maintenance of the stores. There is no arrangement for quick maintenance. The process is long, after the written complaint, it takes several months. Sometimes, no action even are being taken by the developer to repair the doors and other urgent maintenance work. Moreover the tenants face lot of troubles in new lease. In new lease official and unofficial 'salams' are required which is unbearable for common businessmen, consequently many stores remain vacant. The Gulshan north and south shopping centres are also constructed by same developer. The Gulshan north and south shopping centre has not yet started functioning at full swing. Many stores are lying vacant which are to be opened. Gulshan south shopping centre is functioning well. In these two shopping centres the developer considered several planning aspects if not all. These shopping centres are planned to serve the higher income group of our society residing in Gulshan and Banani model towns. But little attention was paid to the middle class and low-income group of our society. The merchandise which are sold in these stores are higher in price which is beyond the reach of low-income group. Middle class people shop from these centres no doubt but their percentage is very low. For this reason a cluster of stores have sprung up in Mohakhali on road side to meet the need

of common people. The other problem which is faced by the shoppers in south shopping centre is the parking problem. In the original plan of the centre there was provision of car parking. But at the time of construction the parking space was not implemented without any valid reason. According to the developer, in our country most of the people prefer to park cars in front of the stores rather than in parking lots at a distance. The planned parking space which is not implemented resembles open space with uncared grass growing all around. Other problems which are observed, the grouping of shops and their proper arrangements in consideration with the planning concept, though it is observed that similar type of land use take closer location. In actual plan of the centre grouping of the shops were made, but it seems that proper merchandise planning was not done taking into account all factors. These shopping centres have no architectural view. Buildings are constructed just to serve the purpose and the shoppers shop just for shopping sake.

The shopping arcade of Baitul Mukarrom is developed by a private developer. It was designed by a Pakistani architect. They put an eye to almost all factors in planning the mosque. For the shopping arcade also sufficient outlook was shown though some of them proved to be fruitless. The shopping arcade is located in commercial area of Dacca city. Though the actual location at the present site is the out come of



political tussle. To save another temporary religious establishment, from the encroachment of a proposed road, this permanent grand mosque came into being. Though according to the Baitul Mukarram committee, the present location is sought only because of its suitability as a mosque in the central place. The site is not facing any problem, but it could be constructed on a bit higher ground. Form and texture of the centre are upto mark. The main problem which is faced in the Baitul Mukarram shopping arcade is the problem of parking space. Cars are parked on the shoulder of the street causing inconvenience to free movement of traffic. There is a big square, which can be used as car parking, but most of the people do not use it as it is just on the opposite side. Every one prefers to park car just in front of the stores and hence causing hindrance to other traffic and pedestrian. Merchandise was not planned properly. Only the spaces of godown, utilities are pointed out. Very little attention is given to general merchandise planning. The land use is not compatible except few commodities which by virtue of its utility find closer location. The shopping arcade at stadium also finds a suitable location in the central place. It has a lot of problems from the planning concept of shopping centre. The rooms are spacious no doubt but they are not proportional in length and breadth. There are many rooms which exhibit tunnel like effect. The stores are ill ventilated, dark and suffocating effect prevails. There is no arrangement of sky light,

even in day time lot of fluorescent tubes required for illumination. In fact this was not designed as shopping stores but the space available below the gallery of the stadium is being utilised for the shopping purpose. Due to availability of sufficient space around the stores the parking problem is not seen here. Cars are parked within the boundary of the outer stadium. Due to sufficient space available bulky merchandise as home furnishings take prominency here.

Newmarket is the only shopping centre in greater Dacca which is organized by the Government. At the beginning it was constructed to serve only few neighbourhood areas. At present it is serving on the regional basis. Proper location from regional point of view is not well suited. The site of Newmarket is very ideal one due to its topographical conditions. But at present Newmarket is suffering badly due to drainage congestion. Improper designing and planning are the root cause of this evil. Drainage problem is also due to improper development of the land in relation to the surrounding areas. According to the revised estimate of Newmarket, the cost of land was 13,000/- and Rs. 1,81,011/- has been spent to develop the land. But the interesting fact is that not a single farthing was spent for soil boring and soil exploration survey. Though the building is a single storied one, yet most of the roofs of the shops are leaking due to cracks in the roof caused by uneven foundation settlements. The



The ill maintained fountain of Park  
in Newmarket is being used as sink for  
washing dishes by boys of the restaurant

Plate No. 18

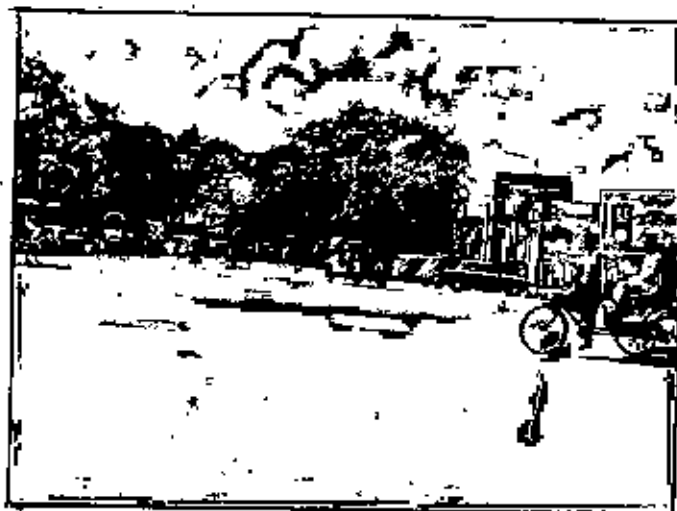


Out of commission lavatory in  
Newmarket.

Plate No. 19

septic tank of the market has become ineffective due to high water level during rainy season in the area. The drainage pumping station which was supposed to be constructed by the Public Health Engineering Department could not be completed up till now, due to non availability of vacant land in and around the shopping centre. Ultimately the Building Directorate has given up the idea of pump drainage. Consequently a septic tank for six lavatories are constructed. All the remaining 30 lavatories constructed for the use of the shop keepers, customers and visitors had to be abandoned. This is really surprising in this era of science and technology. During heavy rain, the shopping centre become a pool of stagnant water causing great hardship and inconvenience to the pedestrians. Most of the partition walls in Newmarket are load bearing so, great difficulties are being experienced in enlarging the size of the existing shop. Most of the roofs have developed cracks and merchandise are being damaged specially during rainy season. Most of the shops are of similar sizes. So it generates monotony to the eye. Due to the absence of land scaping, sculpture, benches and other attractive designs, the shopping centres do not invite customers as anticipated. Aesthetic and Cultural senses are also lacking in the centre.

The floors are of ordinary cement finished. These are not appealing to the eyes and becoming more and more ugly in



In south of Newmarket shoulders  
of the road are being uses as  
Car Park.

Plate No. 20

appearance with the passage of time. Only few shopkeepers reconstructed the floor with marble chips and tiles to improve its appearance. Interior walls are white washed. Height of the ceiling is about eleven ft. and no provision has been made for installing acoustic panels. Air conditioning will be very costly and necessary provision has not been made for installing air-cooler. No lighting arrangement has been made in the parking space. There is no provision of exterior lighting. Due to insufficient lighting arrangement, the environment of the market is very dull and unattractive. There is no control of bill boards and signs. Shop keepers are displaying according to their individual taste and financial ability. Due to bad land scaping, the aesthetic beauty of the shopping centre is not visible. The inner park is also not properly maintained. The only fountain of the market is being used to wash dishes for the restaurants. The entire surrounding has become ugly. There is nothing symbolic architectural element in the shopping centre except the tall domes at the three gates.

The condition of the parking space is really horrible. Parking space on the northern side of the market was not developed as per original plan. The parking space available is the shoulders of the Peelkhana Road on the southern side of the centre. As there is no demarcation point and there is no 'asphalt' surfacing in the parking area. During rainy season,

the area becomes muddy causing inconvenience to the motorist as well as there is no proper guarding arrangement of the vehicles. There is no truck service area. Loading and unloading arrangement and hour are very limited. The problems of the shopping centres of greater Dacca, are innumerable, it is essential to find their probable solutions together with the recommendations and mode of implementation.

**RECOMMENDATIONS AND PROSPECTS**



## RECOMMENDATIONS AND PROSPECTS

There are as many solutions as there are problems. The solutions of the problems are not the end, but their suitability and applicability will prove the effectiveness of the solutions. Because the recommendations must be in consistent with the social, economic and political conditions of the country. The shopping centres of greater Dacca are facing a lot of problems which may not be eliminated completely at a time but a satisfactory solution towards gradual elimination may be possible.

At the very planning stage, sufficient foresight is needed. Whenever there is any need of shopping centre, this should be planned to serve the people. In the planning concept the primary objective should be shoppers oriented. The main object should be to provide planned venue for shopping facilities. In no case the provision of shopping facilities should be subsidiary objective. Whenever the shopping facilities become the secondary objective of a plan, then a lot of problems shoot up in course of time. But mere orientation of planning towards the shopping patrons will not do. The different elements of shopping planning need to be considered properly with overall condition of the country. The factors need to be analysed in such a manner so that along with their existing conditions the future projected conditions are also taken into

account. Before taking up any shopping project detail feasibility study should be carried out. After the completion of feasibility study, the project will have to be taken up according to the recommendations of the study. The problems which are observed at different shopping centres in Dacca can be eliminated upto certain extent. The elements which can not be changed now, proper attention need to be paid against further deterioration in future.

In compatibility of land uses can be eliminated by grouping of different categories of shops properly and implementing those as far as possible. This will also restrict the frequent change of land use in particular area of the shopping centre. For this merchandising planning is essential. Merchandising planning attempts to create a situation in which each member of the retail entity—the owner, the tenant, and the shopper functions in a manner that benefits each others.

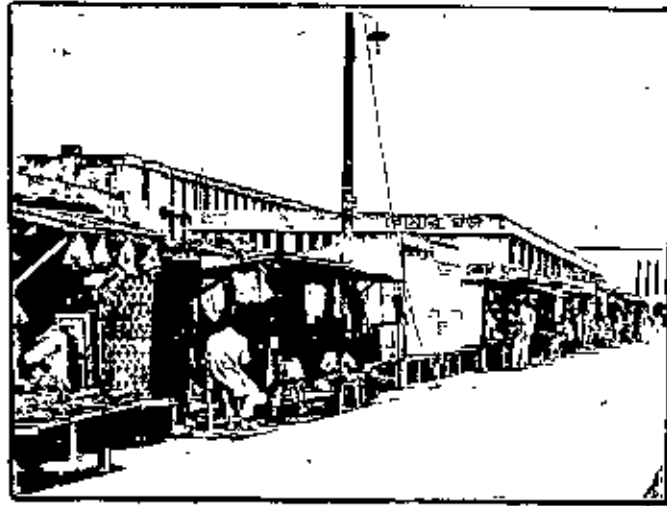
The planning concept should be such so that the centre meet the need of people residing in and around. The shopping centre should not be such that it only meet the need of a particular class of people in our country. In most of the shopping centres service roads are lacking. In Newmarket, in existing condition separate service road is not possible to construct due to non-availability of land. Moreover it will not be feasible as the centre is completed one and no provision is made in the initial planning stage. So in this case, it is

suggested to observe service hours. Service hours will be suitable at mid-day and at night when the centre is free from customers. In the shopping arcades of Baitul Mukarram and Stadium, separate service roads are recommended for construction. In Gulshan north and south shopping centres there are roads on the back side which serve as the service roads of the centres. Storage facilities are provided in stadium and Baitul Mukarram shopping arcades. But Newmarket faces the problem of storage which compell the traders to stack the merchandise on the floor as well as verandah. For Newmarket, separate storage facility is recommended. Storage will need to be constructed outside the shopping centre. This will lessen the storage problems of Newmarket.

The signs and bill-boards should be proper in form and colour. The illuminated sign boards should not be harmful to eyes. There should be control of signs and advertisement. In the shopping centre where there is problem of car parking, space available nearby should be developed as car parking. In Newmarket and Gulshan south shopping centre the spaces, originally meant for car parking should be developed as planned.

Proper design consideration should be given in shopping centres. The drainage problems of Newmarket can be solved by pump drainage system which is the only practicable solution. In course of design, provision should be kept for acoustic pannels, air-condition and cooler. Still those stores need cooling arr-

ॐ श्री गणेशाय नमः



Pirate shops by the side of Bai-  
tul Mukarram shopping Arcade.

Plate No. 21



A busy foot path in east of  
Newmarket

Plate No. 22

arrangement may provide at present individually.

The architecture of the shopping centre can hardly be enhanced after the construction. So adequate attention need to be paid at the planning stage. The centre in which the problem of ventilation is acute, some extra fans at the ventilator can be provided. There is no way out if proper provisions were not kept for sky-light at the time of designing the centre. After construction such arrangement may not be feasible. Many shopping centres are facing maintenance problems. Periodic and urgent maintenance works should be carried out regularly which will give incentive to the tenants for paying rents in time. The problem of maintenance is the main problem in many completed projects. If proper maintenance works are not performed the whole structure will decay gradually. The parks which are lying uncared for should be maintained properly.

The effect of hawker market in Newmarket is very tremendous. First effect is environmental. Due to presence of this market, the accessibility of Newmarket has been reduced and for the noise and unhygienic conditions, the peace, tranquillity and healthy atmosphere of the market has been destroyed. The second effect is economical. The economical development of Newmarket has greatly been retarded due to the presence of hawker market. Most of the middle class customers do not take the advantage of healthy atmosphere of Newmarket and



A store of plastic materials

Plate No. 23



Hawker market constructed by  
D.L.T. at the Junction of  
Mirpur Road and Elephant Road

Plate No. 24

perform the act of shopping from cheap hawker market. The hawker market adjacent to Newmarket creating dulness in the organised shopping centre. The hawker market should be shifted from the present site and make room for the car parking as planned in the initial planning of the centre. The traders will need to be provided in new shopping centre in greater Dacca.

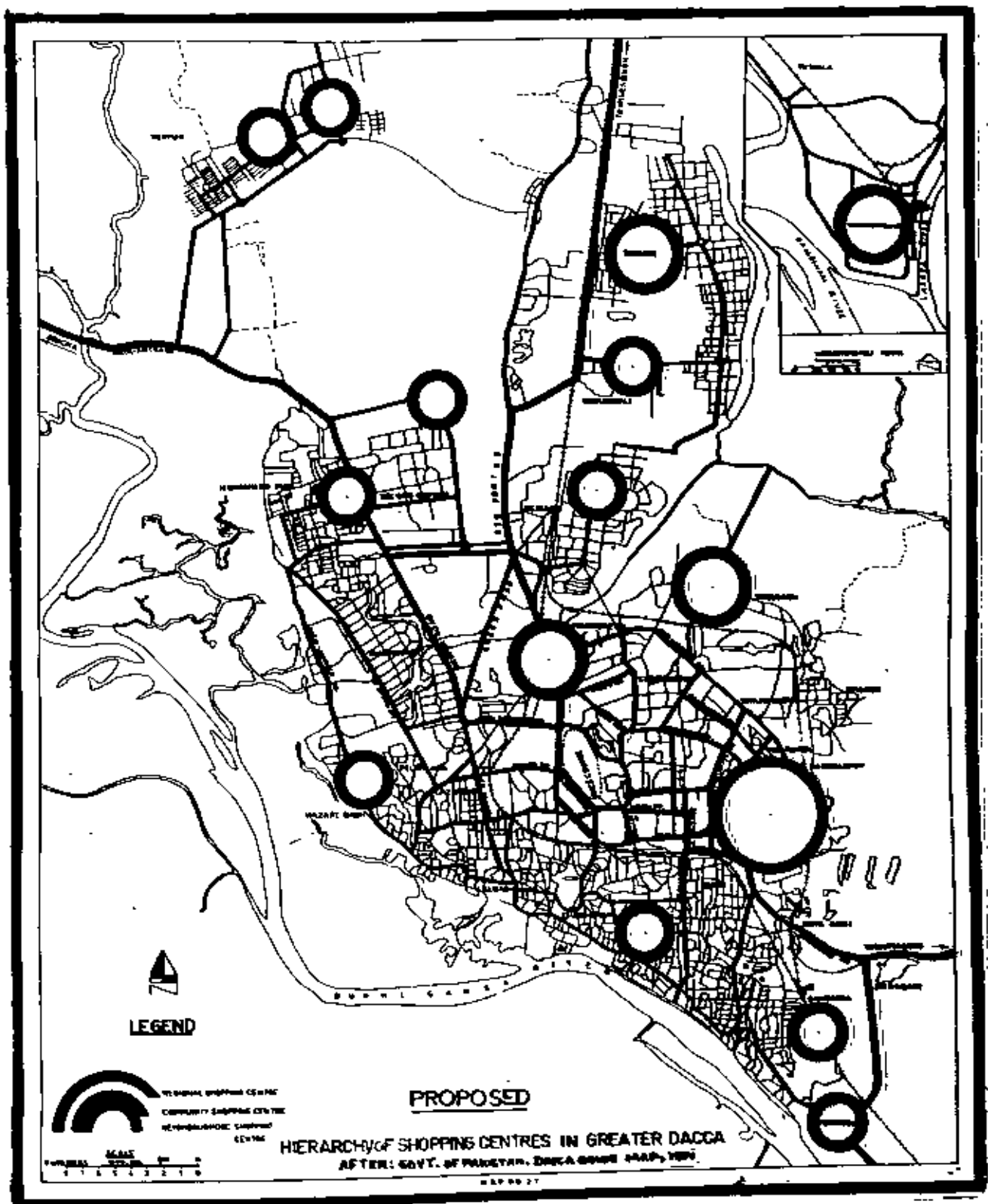
The present kacha market adjacent to Newmarket has tremendous effect. It acts as an attracter for Newmarket. The present space available for fish, meat, vegetables, fruits, rice, spices and such other commodity dealers is too insufficient. The problems have further been accelerated by the unauthorised squatters and the small traders who are creating a mess in the area. Under the condition, the parking facilities for the customers visiting the market is very much inadequate resulting in the dangerous congestion of the traffic on the Mirpur Road by the side of the market. In order to meet the problems stated, this market is need to be improved and provide additional accommodation for vendors and some space for car parking. The improved plan of the kacha market as prepared by Town planning branch of the office of the Government. Architect is need to be implemented. The building is proposed to be two storied and proper attention is given to the merchandiss planning also.

The master plan prepared by Dacca Improvement Trust, envisaged the development of few market plans at different parts of the city such as in Gendaris, Bholia, Badda, Grai Be-

gulfpur, Experimental firm, Dhanmondi, Santinagar, Rajarbagh, Caver, Khilgaon, Maghbazar and Kewran Bazar to meet the need of nearby residential areas. Some of them are already completed. These are meant to meet the need of daily necessities of our life. In addition to the proposed bazars intended to serve as principal shopping centres, local shopping centres were also proposed to form part of the neighbourhood layouts which need to be planned in detail for the residential areas. The neighbourhood shopping centres at Gulshan north and south are the outcome of this proposal. Few more shopping centres to be constructed are waiting implementation. These are proposed fish, meat, and vegetable market at Gulshan Model town, proposed fish and meat market at Gulshan north shopping centre and also shopping centre at Banani. For these markets and shopping facilities only layout plans are prepared without giving any consideration to its feasibility study. There is no surety whether they will be of any use to the people for whom they are proposed. Each layout plan should be based on overall planning concept of shopping centre, otherwise they will not be successful as anticipated.

Few shopping centres are recommended for greater Dacca according to their hierarchy at different areas. The shopping centres recommended are of three different types such as neighbourhood, community and regional type of shopping centres. Their location and hierarchy are shown on the map of greater Dacca





LEGEND

 REGIONAL SHOPPING CENTRE  
 COMMUNITY SHOPPING CENTRE  
 NEIGHBOURHOOD SHOPPING CENTRE

PROPOSED

HIERARCHY OF SHOPPING CENTRES IN GREATER DACCA  
 AFTER: GOVT. OF PAKISTAN, Dacca Board MAP, 1961

SCALE  
 1:100,000  
 1 2 3 4 5 6

MAP NO. 27

(Map No.27). Their exact location and site will be decided after thorough study and investigation in each case. The category of shopping centres recommended are neighbourhood type. In Mirpur Housing Estate two neighbourhood shopping centres are recommended. One will be located at section-2 and other at section -6. The neighbourhood centre at section -2 will serve the section 1, 2, 6, and also 10. The centre at section 6 will serve the people of sections 6, 10, 11, 12 and 13. Next, the neighbourhood centre is proposed at Mohammadpur near the Mirpur Road. The centre is proposed to serve the whole of Mohammadpur area and some part of second capital and Lalmatia. In the eastern part of second Capital Area another neighbourhood shopping centre is proposed. This centre intends to serve second Capital. In Mohakhali area one neighbourhood shopping centre is proposed. This will minimize the trouble of the people residing in Mohakhali and also meet their need according to their desire. Many people are residing in the industrial area of Tejgaon, specially they are low-income group of our society. To meet their shopping desire one neighbourhood centre is proposed. Another centre of this type is proposed at Hazaribagh. Other neighbourhood type of shopping centres find their location one at old town by the side of Johnson Road and the other two at Gendaria and Postagola respectively. The neighbourhood shopping centres are recommended at different areas of greater Dacca to serve the inhabitants of that locality only.

The next higher grade of centres are community shopping centres. These type of centres are also recommended at Dacca. They will be larger in size and trade area than the neighbourhood shopping centre. Community shopping centres are recommended to serve few localities. Community type of shopping centres are proposed at four different places in greater Dacca. The first one is proposed at Banani Model Town. This will also serve Gulshan model town. The second one is proposed at the intersection of Mymensingh Road and New Eskaton Road. This community shopping centre is recommended to serve the area Eskaton, Megh-bazar, Paribagh and Kawran Bazar. The third one is proposed at Khilgaon area which will serve Siddeswari, Santinagar, Malibagh, Bassboo, Rajarbagh area. The fourth one is recommended at Narayanganj. One full-fledged community shopping centre is proposed at Narayanganj. Its exact location and site will be determined after the feasibility study. But its approximate location is proposed near the Narayanganj Steamer ghat. This will serve the whole of Narayanganj and also nearby sub-divisional towns.

The highest grade shopping centre recommended for greater Dacca is Regional Shopping Centre. The regional type of shopping centres are generally located near atleast two highways at the same time at the commercial area of city. In the commercial area people come from different parts of the city as well as country and gets the opportunity of shopping at off

T A B L E N O. 10

PREVAILING STANDARD (U.S.A. - U.K. ) EXISTING AND  
RECOMMENDED HIERARCHY OF SHOPPING CENTRES FOR  
GREATER DACCA.

Sl. No.	Type of Centre	Average gross leasable areas SFT	Gross floor area SFT	Usual minimum size area acres	Usual minimum support (Persons)	Number of stores	Nos. of persons served by a store	Source
U S A	1. Neighbourhood shopping centre	40,000	30,000 to 75,000	4-10	7,500 to 20,000	-	-	Gellion, Arthur B. and Eriener, Simon. The Urban pattern
	2. Community shopping centre	1,00,000	1,50,000 to 3,00,000	10-30	20,000 to 1,00,000	-	-	
	3. Regional shopping centre	4,00,000	10,00,000	30-100	1,00,000 to 2,50,000	-	-	P-270
U	1. Sub-Centre	-	-	1.5-1.625	-	4 to 10	-	Keebler, Lwis, Principles & Practice of Town & Country Planning-1964. P-218
	2. Neighbourhood	-	-	7.5	-	-	-	
K	3. District Centre	66,385	81,385	18-	-	-	-	Burns, Wilfred. British shopping Centre 1959 Table-4 P-69
	4. Town Centre	11,19,000	14,59,000	30-	-	-	-	
E X I S T I N G	1. Neighbourhood shopping centre (Gulshan)	18,000 to 22,000	23,000 to 40,000	0.5 -1.25	25,000	48-100	2,500	Field investigation, Survey and analysis for greater Dacca.
	2. Community shopping Centre (Stadium, Baitul-Mukarram)	74,000	81,000 to 1,40,000	1.5 -5.25	2,30,000	150-200	1,300	
	3. Regional shopping Centre (Newmarket)	85,540	2,40,560	6	2,20,550	426	520	
P R O P O S E D	1. Neighbourhood shopping centre	20,000 to 40,000	30,000 to 75,000	2-6	10,000 to 40,000	50-400	50-100	Recommendations for Greater Dacca.
	2. Community shopping Centre.	1,00,000 to 1,50,000	1,50,000 to 2,50,000	6-20	40,000 to 1,50,000	400-600	100-250	
	3. Regional Shopping Centre	2,00,000 to 4,00,000	5,00,000 to 10,00,000	20-50	1,50,000 to 4,00,000	1000-2000	150-400	

Note 1. The Regional shopping centre located on the Map No.28 is based primarily on the professional guess work and is fluid in character. It seems more rational that the present Newmarket would tend to perform its function more magnificiently in the present context and would maintain its position in the existing regional hierarchy. In the proposals there are also fluidity in the location of the Neighbourhood and community shopping centres. The geographic or exact location would <sup>be</sup> determined in association with the detail field investigations at a <sup>later</sup> stage during the phase of implementation.

Note 2. In East Pakistan detail standards are not thoroughly worked out yet. British and American standards are mostly consulted and the above practice is proposed for shopping centres in greater Dacca.

T A B L E N O. 10.

PREVAILING STANDARD (U.S.A. • U.K.) EXISTING AND  
RECOMMENDED HIERARCHY OF SHOPPING CENTRES FOR  
GREATER DACCA.

Sl. No.	Type of Centre	Average gross leasable area	Gross Floor area	Usual minimum size area	Usual Minimum support	Source
U	Neighbourhood shopping centre / Super market	40,000	30,000 to 75,000	4 to 10	7,500 to 20,000	Gallion, Arthur B. and Eisner, Simon. The Urban pattern
S	Community shopping centre.	1,00,000	1,50,000 to 3,00,000	10 to 30	20,000 to 1,00,000	
A	Regional shopping centre .	4,00,000	10,00,000	30-100	1,00,000 to 2,50,000	P -270
<b>SUB-CENTRES</b>				<b>1.5 - 1.525</b>		
U	Neighbourhood	-	-	7.5	-	Keebles, Lwis, Principles & practice of Town & country-planning-1964. P-218
K	District Centre	66,385	81,385	18-	-	Burns, Wilfred. British Shopping Centre 1959
	Town Centre	11,19,000	14,59,000	30 -	-	Table-4 P-69
E X I S T I N G	Neighbourhood shopping centre / Super market	18,000 to 22,000	23,000 to 40,000	0.5 to 1.25	2,25,000	Field investigation, Survey and analysis for greater Dacca.
	Community shopping Centre	74,000	81,000 to 1,40,000	1.5 to 5.25	2,30,000	
	Regional shopping Centre	85,540	2,40,560	6	2,20,550	
P R O P O S E D	Neighbourhood shopping centre / Super market	20,000 to 40,000	30,000 to 75,000	2 - 6	10,000 to 40,000	Recommendations for Greater Dacca.
	Community shopping Centre .	1,00,000 to 1,50,000	1,50,000 to 2,50,000	6 - 20	40,000 to 1,50,000	
	Regional shopping Centre	2,00,000 to 4,00,000	5,00,000 to 10,00,000	20 - 50	1,50,000 to 4,00,000	

time. Considering other points also the regional type of shopping centre is recommended at the Motijheel Commercial Area. To develop this centre few more roads will need to be constructed to serve the purpose. This will serve the whole province from regional point of view. It will be near the Dacca-Chittagong highway. Those who will come from North Bengal they will find it easy to approach through outer circular road. Moreover it is located near Dacca Railway Station at Kamalapur.

The different category of shopping centres recommended for greater Dacca anticipated to suit our local conditions. The standard at which they are recognised in western countries will not be wholly applicable in our country. In order to suit social and economic conditions of our country, the standard is reviewed and recommended to suit in our country. Table-10 shows proposed hierarchy of shopping centres in greater Dacca. For neighbourhood shopping centre the standard of average gross leasable area is 40,000 sft. In Dacca the existing area is 18,000-22,000 sft. It is recommended as 20,000-40,000 sft. In community shopping centre the standard is 1,50,000 sft, the existing leasable area is found as 74,000 sft. In this case, it is proposed to range from 1,00,000 to 1,50,000 sft. In regional type of shopping centre the standard of average leasable area is 4,00,000 sft. the existing leasable area which is found is only 85,540 sft. It should range from atleast 2,00,000 to 4,00,000 sft. In neighbourhood shopping centre the minimum gross floor area and usual size

recommended are 30,000 sft to 75,000 sft and 2-6 acres respectively. In community shopping centre the standard of gross floor area varies from 1,00,000 sft. to 3,00,000 sft. The existing sft. found to vary from 81,000 sft. to 1,40,000 sft. The floor area recommended for community shopping centres in greater Dacca vary from 1,00,000 sft. to 2,50,000 sft.

Theoretically a regional shopping centre of standard size and location is absent in our country although one or two of the shopping centres in greater Dacca show some regional tendency. The size of a regional shopping centre according to American standard varies from 30-100 acres and according to British standard the size of town-centre, the higher grade of shopping centre varies upto 30 acres. The centre in Dacca which is marked as regional is only have 6 acres in size. It is considered below the standard size on the basis of the analysis of the prevailing standard. Survey investigation and analysis reflects the size of proposed regional shopping centre ranging from 20-50 acres which will be suitable in our country.

There might be question whether there is any prospect of so many neighbourhood, community and regional shopping centres in greater Dacca. The recommendations which are made are based chiefly on the need of our expanding society. In 1961, the population of greater Dacca was only 5,56,712<sup>1</sup>. In 1970 the

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<sup>1</sup> Population Census of Pakistan 1961, op.cit., p.1-33.

population is about 15,35,900<sup>1</sup>. The total increase uptill now is 9,79,188 which is 176% of the population in 1961. Due to such unprecedented rise in population necessitate the expansion of development works. In 1961 there was only two or three organized shopping centres. Out of the need of the society the others also have come into being. But the existing shopping Centres are not sufficient to satisfy the shopping need in each and every localities of greater Dacca. Moreover all of them were not planned keeping in view with the planning considerations of the shopping centres and also do not satisfy the need of Common people at large in our society. The shopping centres which are proposed in greater Dacca, intend to serve all categories of people in our society. The neighbourhood shopping centres will need to be designed keeping with the desire of the common people. In community shopping centre, there will be provision of shopping facilities for all classes of people residing <sup>in</sup> that locality. Moreover, it will operate one junior department store. Though department store will be new in our country, it is expected to flourish. In regional type of shopping centre at greater Dacca one major department store is recommended. In regional shopping centres, all sorts of facilities and amenities will be provided. There will be provision of selling of all kinds of merchandise. People from different cross section of society will find it interesting and attractive to pay visit. This will meet the

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<sup>1</sup> Malaria Eradication, 1970, Dacca.



shopping need of all types of people irrespective of class, sect or customs. For regional shopping centre proper merchandise planning will be essential to suit our local condition and environment. For merchandise planning, the detail commodity-wise land use survey will be the basis. The commodity-wise land use maps and tables for selected shopping centres prepared and discussed in preceding chapter will be the guideline of merchandise planning. The few bazars for fish, meat and vegetables as proposed and constructed by the D.I.T. will continue to cater their function in addition to the recommended shopping centres in greater Dacca.

The recommendations which are made in this chapter are mere outline of the whole thing. These recommendations for the shopping centres will have to be followed the other elements of planning of shopping centres which are described in detail in the preceding chapters along with existing conditions of shopping centres of greater Dacca. The recommendations which are made in this chapter will be based entirely on detail study in each case. In the following few pages, the mode of implementation is recommended for the shopping centres in greater Dacca.

## IMPLEMENTATION

## IMPLEMENTATION

Implementation always follows the recommendations. Without implementation, recommendation has no value, until and unless plan and programme are materialised on the field, it will carry no fruit. It is observed in case of greater Dacca, whatever is planned it is not implemented in toto. At the time of implementation many alterations are made without considering their effect on the other elements of the project. So in the planning of shopping centres much emphasis need to be given on its phase of implementation.

Before the actual implementation is processed, the budgeting of the shopping centre is need to be prepared. It is an essential part of the overall activity of planning to project the expected income of a shopping centre operation and relate it to the estimated capital investment. The function of the exploratory and preliminary budget is to guide early planning, leasing and financing activities. The working budget should control all such activities. Cost of the shopping centre are of two categories such as development cost and construction cost. Construction cost is the basic cost of the project. In addition to the cost of basic construction, the capital cost includes development cost. The development cost predominantly include land cost; this also incorporates normal site improvement costs, such as grading, underground utilities,

parking lot surfacing. The cost created by unusual site conditions, such as unfavourable soil conditions, peat, water or other physical factors as well as special expenditure for traffic improvements. The expenditures for the improvement of tenant spaces, revenue - producing utilities, such as cooling, distribution of electricity, professional fees, taxes, insurance, leasing and management during the development period and also for financing, mortgage standby fees, appraisal and interest during construction all are included in the development cost. Hence in finding the per square feet cost of the project all these expenditures together with the basic construction cost need to be considered.

Budgeting for a shopping centre, as for a business or a household means essentially balancing expenditures and income. Because investments in a shopping centre project are large, implementation of the project often depends on outside financing rather than solely on Government body. There is an intimate inter-relation between capital investment, income and outside financing. When decisions have been made on the various cost elements, it will be possible to set up control budgets for the shopping centre. The control budget will include three separate concepts, the capital budget, the opening costs budget and the operating budget. The construction costs can be controlled by a combination of factors. These are intelligent architectural supervision and sound working drawings, specifi-

cations, estimates. A correct understanding and administration of the contingency reserves typically included in the construction budget. Rental procedures maintained within the budget frame work, carefully drawn contract documents, control of costs of tenants work, etc. All these are included within the control budget. The opening cost budget is not a major item. This particular expenditure which occurs subsequent to the completion of construction and prior to and apart from the normal operating budget. The system of budgetary control of operations will follow usual accounting practice. In attempting to make a shopping centre profitable, it is not enough to see to it that tenants pay maximum practical rents. It is also important that expenses be kept at a reasonable minimum.

Government of East Pakistan conducts the functioning of Newmarket through an "Allotment Committee". Allottees are selected by evaluating their business background and financial solvency. The lease is to be renewed after every 3 years. The shops can be transferred and allotted to a new person with the written approval of allotment committee. Then a fresh lease deed is to be executed.

The operation and management of the shopping centre is done under the auspicious of Buildings Directorate, Government

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Gruen & Smith, op.cit., p.p. 202-214 .

of East Pakistan. The function of the said office are as follows :

- a)
  - i. to collect the rents .
  - ii. original execution and renewal of lease deed.
  - iii. receiving application for fresh allotment and transfer.
- b)
  - i. execution of annual repair and maintenance work.
  - ii. to keep the market area neat and clean.
  - iii. execution of remodeling and new development work.
  - iv. to look after the drainage, sewerage water supply system and electrical installation of the market.
- c)
  - i. maintenance and development of the interior garden.

In Baitul Mukarram, for operation and management there is a management committee. The committee consists of the following :

1. Chairmen .
2. Treasurer.
3. Secretary.
4. Members.

The main function is performed by the secretary. The post of Chairmen is ornamental and it is filled by some high government officer. The secretary is elected by the committee. Members are mainly from industrialist group. For the collection

of rents, maintenance, new lease and transfer, operation and management, the secretary is responsible. In stadium shopping arcade, there is a stadium Committee. The stadium Committee consists of the following :

1. Chairman .
2. Vice-Chairman.
3. Treasurer .
4. Secretary.
5. Deputy secretary.
6. Assistant Secretary.
7. Members.

Their aims and objectives are more or less similar in nature. Compared to the other parts of the world, the management and operation process is very poor.

In most of the cases very little attention is paid to the overall necessities of the shoppers as well as tenants. The only function is done just to collect rents and offers lease. No proper attention is given to the maintenance as well as comfort, convenience of the tenants and shoppers.

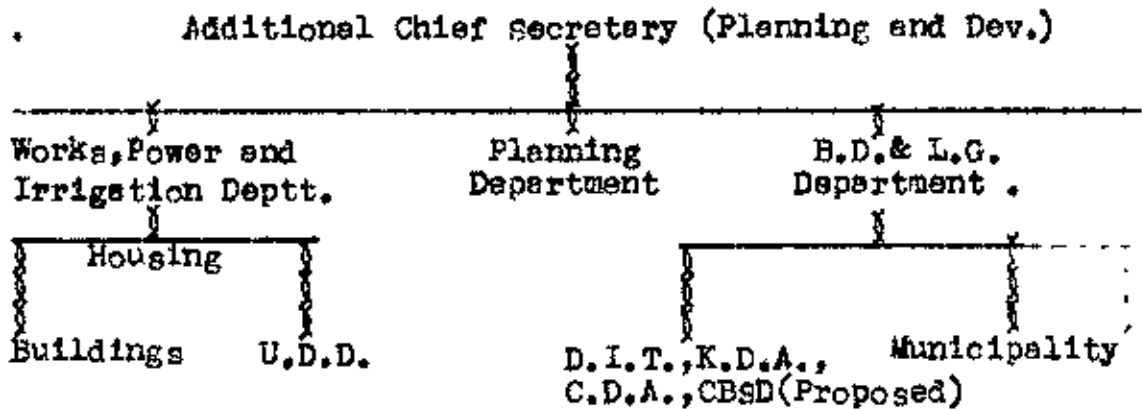
For the operation and management of shopping centres a central body is needed. For planning and development of shopping centres in East Pakistan, a central body is proposed. The name of such directorate under the provincial government may be suggested as 'The Central Body of shopping Development', in short as C.B.S.D. Initially it is proposed to form part of the

Urban Development Directorate. When the body is fully established then it will function separately. The sole function of this body will be devoted for the development of shopping centres throughout the province. The body will carryout all types of works regarding the development of shopping centres. It will carryout the preliminary location of site of shopping centres at different districts of East Pakistan as well as greater Dacca. After the preliminary location, the organisation will undertake the detail feasibility study for each shopping centre.

The planning administration in Pakistan is as follows:

- a) At the Centre - National Economic Council(N.E.C)  
Chairman - President of Pakistan  
Executive Committee of National  
Economic Council(E.C. N.E.C.)
- b) The Chairman of E.C.N.E.C. is the Minister of  
Finance, Member - Provincial Governors,  
Additional Chief secretaries (Dev.)
- c) Central Development working party (C.D.W.P.).  
Chairman-Secretary Planning Commission  
Permanent Members - Secretary  
Finance Members Planning Commission.
- d) Provincial Government- Governor-Chief secretary-  
Additional Chief Secretary (Planning & Dev.)





The proposed central body of shopping development finds its position along<sup>with</sup> different development authorities like D.I.T., K.D.A., C.D.A. etc. when <sup>C.B.S.D</sup> will function at . . . will be on regional basis and will have co-ordination with other allied bodies.

The mode of implementation is outlined for the proposed C.B.S.D to carryout function of construction of different recommended shopping centres at different localities in greater Dacca. In greater Dacca, three types of shopping centres are recommended for construction. Priority will be given to the construction of Neighbourhood shopping centres. Top most priority will be given to the construction of those centres which are of urgent need. As such shopping centres at Mirpur, Mohemmadpur, second Capital, Postagola, etc. will be taken up in first phase. The community shopping centres will be taken up step by step. The regional shopping centre will be taken up along with the others but will be completed phase by phase within ten years. It is expected that the

## WORKSCHEDULE OF IMPLEMENTATION

YEAR →	1	2	3	4	5	6	7	8	9	10	
NEIGHBOURHOOD SHOPPING CENTRE											
COMMUNITY SHOPPING CENTRE											
REGIONAL SHOPPING CENTRE											
		1ST STAGE		2ND STAGE		3RD STAGE		FINAL STAGE			

FIG NO- 5

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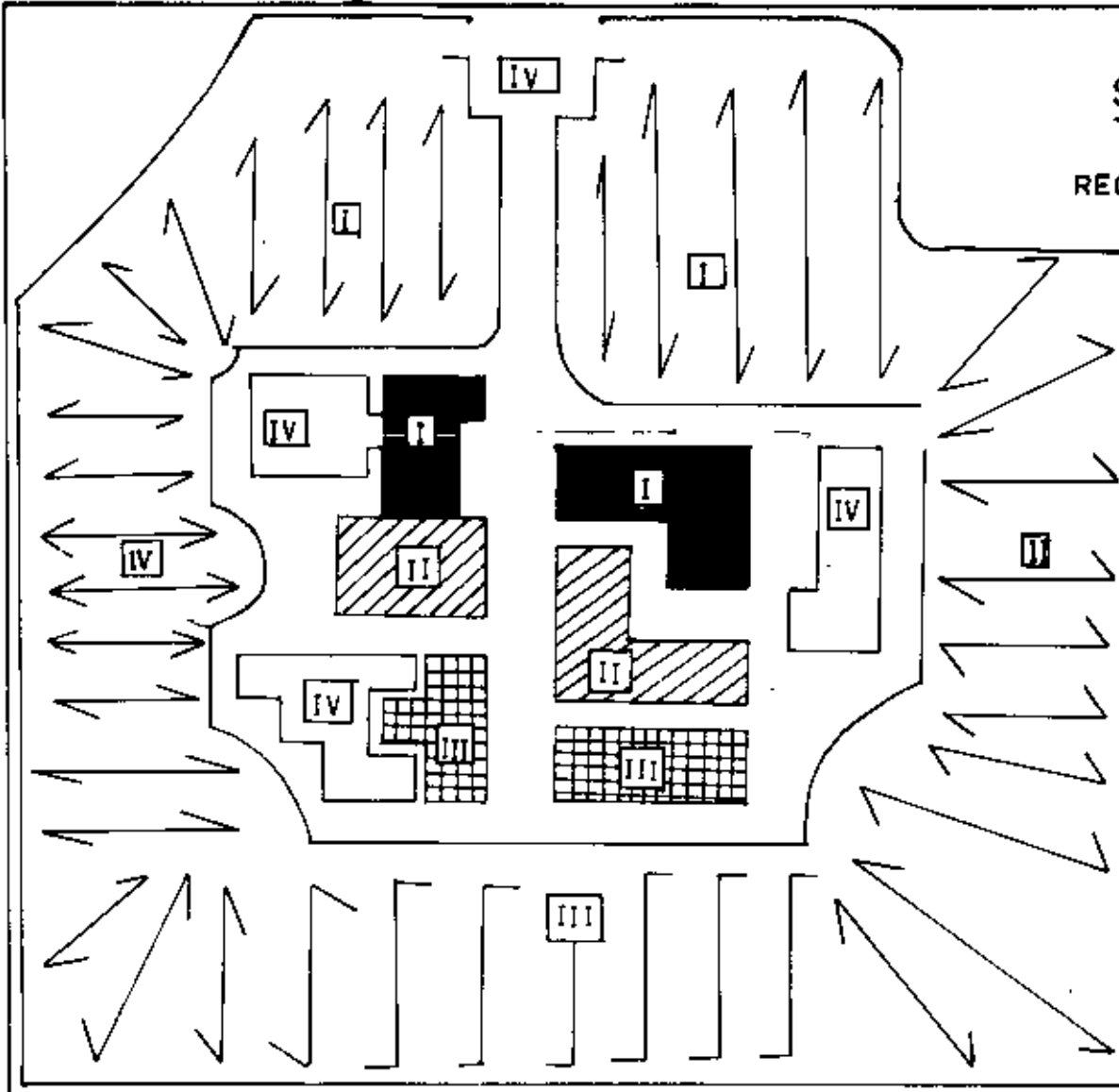
shopping centres recommended will be completed within ten years. But there is no hard and fast rule to complete the work for such long period. This may be completed within short period subject to the need of a gigantic shopping centre in our society earlier. But the development work will be carried out stage by stage. All neighbourhood shopping centres will need to be completed within five years of time. According to work schedule of implementation (Fig. 5) works of the neighbourhood shopping centres will have to be started from the first year and will be completed within five years. The works of the community shopping centres will start from the beginning of the third years and will be completed by the end of seventh year. But the regional shopping centre will be started after the first year and will be completed fully after the tenth years. The whole project of regional shopping centre is divided into four different stages. The whole centre will be followed the stage-wise development. The stage-wise development of the regional shopping centre at greater Dacca is explained with the help of proposed schematic plan, (Map No.28). The first stage comprises two blocks of buildings and parking spaces in the front. The work of 1st stage will be started from the beginning of the 2nd year and supposed to be completed by the end of 3rd year. After the completion of first stage, the second stage will be constructed. After the completion of 1st stage, the centre will be opened and start func-

# SCHEMATIC PLAN

PROPOSED  
REGIONAL SHOPPING CENTRE  
IN GREATER DACCA

## LEGEND

- I-FIRST STAGE
- II-SECOND STAGE
- III-THIRD STAGE
- IV-FOURTH & FINAL STAGE



tioning. Each stage of the proposed shopping centre will be independent from the other stages. Hence one stage will not be dependant upon the completion of the other stages. The construction work of the second stage will start from the beginning of the fourth year and will be completed by the end of fifth year. It will be noted from the work schedule of implementation that by the end of fifth year all neighbourhood centres and first and second stages of regional shopping centre as well as major part of community shopping centre will be completed. The third stage of the regional shopping centres will be completed within 2 years that is by the end of 7th year. The fourth and final stage comprises other building blocks together with parking space and the main gate. This stage is schedule to be completed by the end of tenth year. For completion of fourth stage, the construction period is suggested to be three years. After the completion of all stages the centre will be completed fully. The detail designing and and layout of the centre as well as stores will have to be done by the professional man. The stage-wise development of the regional shopping centre is suggested for nine years to suit our economy. This will not over-burden in a particular year, moreover will facilitate easy spreading of financial assets.

After the completion of construction work of shopping centre it will need a formal opening. The future of a new sho-

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pping centre is bound to be influenced by the manner in which it is introduced to the public. The opening is an important event and calls for imagination as well as careful planning. Two inherent dangers should be taken into consideration. First is the danger that the tremendous number of buyers and shoppers and the even greater number of observers who will arrive on opening day may over-tax the various facilities of the centre, causing confusion all around. On the otherhand, there is the danger that too few people will know about the opening of the centre and that those who do come will be disappointed by the lack of vitality and excitement ordinarily engendered on such an occasion. To avoid confusion the first day should be meant only for the employees and their families. In this the employees will gain familiarity with their new surroundings before starting to work. It will have additional benefit that some of the operational difficulties can be discovered and amended before the actual customers arrive. The second day is suggested for the press and elite of the city. From the third day actual functioning will start and will be meant for general public.

In shopping centre trader's association will have to be allowed. This will help them to put forward their grievances regarding proper functioning of their stores and the difficulties they are facing. The activities of such association

fall into two large categories. The first being cultural, educational and recreational in character and the second having a merchandising function.

The mode of implementation as suggested will help from very beginning of shopping centre to flourish properly in the right direction to suit our changing social and economical conditions in future.

CONCLUSION



## C O N C L U S I O N

The shopping centres in greater Dacca are going to be popular day by day. Shoppers are coming from different parts of the country in the metropolitan city of Dacca. Dacca being the Capital City and situated in the central place of the province, people from different districts come for heterogeneous purpose and business. This is the place where foreign embassies and diplomats reside with their staffs. Dacca is accommodating all cross-section of people from the society.

Due to increase of population and change of taste and habit, the shopping need and desire of the people is increasing by leaps and bounds. People now-a-days look for organised and sophisticated place for shopping. The existing shopping centres in greater Dacca are too few in numbers to serve one and half million of people. These are not in a position to satisfy the shopping need of all cross-section of people in our society. Planning is for the people. Planning is to provide facilities to all and sundry. Planning should be such that it does not recognise any particular class or sect. Keeping the need of the people as prime guide line of planning, few new shopping centres of different hierarchy are recommended at

different localities of greater Dacca. All the proposed centres are expected to be completed within ten years. These shopping centres will be constructed by a proposed central body of shopping development. Such organisation will find it easier to look into each and every aspects of shopping planning. Very little attention is paid upto now for the overall planning of shopping centres in our country. The organisation which is proposed, whose sole function will be the development of shopping centres in East Pakistan. The organisation will work on the regional basis. It will find out the location of shopping centres at different districts of East Pakistan as well as Dacca. Then detail planning, designing implementation work will be carried out. Proper functioning, management and maintenance will also be the responsibilities of this organisation.

The different shopping centres which are recommended for greater Dacca, is expected to serve all cross-section of people moreover it will meet the need of the people in future also. The implementation procedure which are recommended should be followed properly. The implementation procedure is recommended chiefly to suit our economy and the changing structure of the society. The regional shopping centre is recommended to <sup>be</sup> constructed phase by phase. The phase wise development will not over tax the yearly budget of the development organisation.

The existing shopping centres will also continue to cater their function, but their activities will be controlled and guided by the development organisation.

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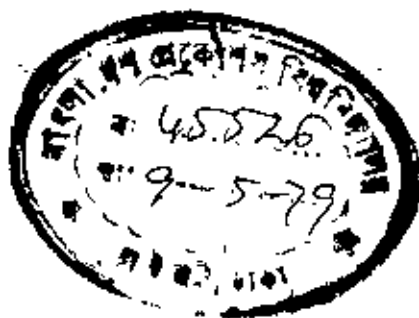
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