

# Transformation Of Retail Centre Under The New Economic/Urban Paradigm

By

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A REPORT

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Bachelor of Architecture.



University of Mumbai

2018

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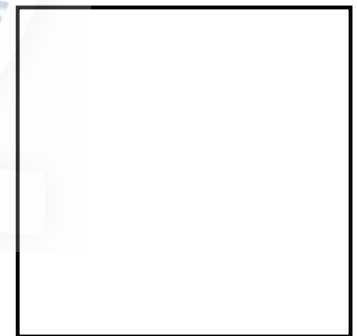
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Name of the guide: **AR. MOUSAMI .A. WADIKAR**

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## DECLARATION

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## INDEX

### ACKNOWLEDGEMENT

1. ABSTRACT .....	1
2. INTRODUCTION.....	2
2.1. Background Study	
2.2. Problem Statement	
2.3. Objectives	
2.4. Scope	
2.5. Limitations	
2.6. Research methodology	
2.7. Hypothesis	
3. Literature Review .....	37
3.1 Definations and Descriptions	
3.2 Articles by Other Authors and interviews	
3.3 Live case study	
3.4 Internet case study	
3.5 Book case study	
3.6 Case Study Inferences	
4. Site Selection and Justification.....	86
4. TENTATIVE ARCHITECTURAL SPACE PROGRAM .....	94
4. LIST OF FIGURES.....	96
7. 4. LIST OF TABLES.....	96
8. LIST OF MAPS.....	96
9. BIBLIOGRAPHY .....	97

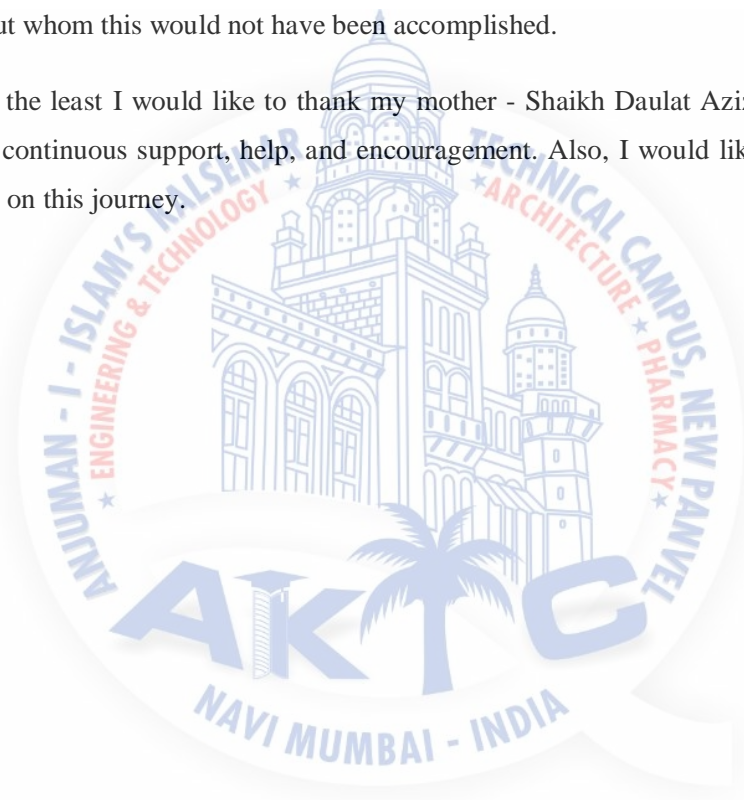


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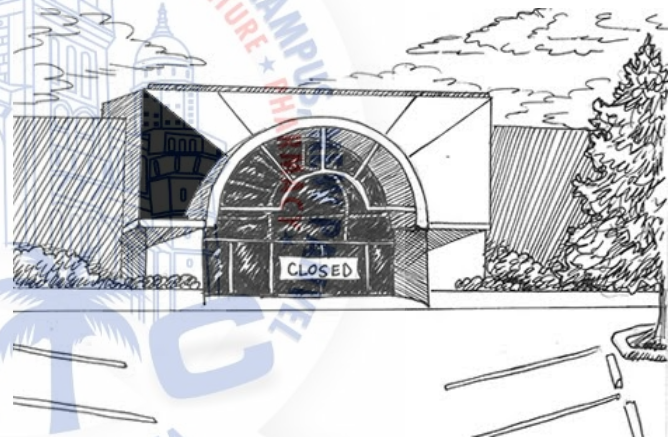
## 1.ABSTRACT

Retail centers are widely spread across the world, and are hotspots that attract different demographics to spend quality time, perform all kinds of activities, or to perform all kinds of purchases. Retail centers simulates the complexity and vitality of a city center without the noise, dirt, and confusion.

Retail centres were introduced not only as shopping environment, but also as public spaces that permit access to all members of the community.

As we know dozens of retail centres have been closed down in the past few years because of fast growth in the sector of e-commerce and this retail centres are converting into office spaces. Due to the increment of ecommerce sector the convenience of buying and selling any product from house become possible without wasting time but being much involved in the ecommerce sector we as a buyer losing the essence of togetherness and social interaction within the people is decreasing drastically day by day and as a seller the essence of exchanging ideas, learning being in one platform is also decreasing.

Mumbai's population is increasing day by day and most of the people migrating and staying in Mumbai to earn livelihood through Employment as Mumbai is the Financial capital of India but after increasing the demand of ecommerce. It is effecting the life of employees as some organisation or business move from being brick organization, where they are based in a store and move to become online and this leads to unemployment for the staff in the following stores.



The concept of shopping, as we understand and experience it today, may have their days counted. The world of retail centers, which has enjoyed great glory in recent years, has not been precisely a field of experimentation and innovation. Imported from the United States and closely linked to car mobility, the retail center is a model that has been implemented in different geographies and cultures .

According to dissertation research Retail Centres cannot Continue to base their survival on a declining attraction and either they have a possibilities to die or renew. As it has a possibilities to renew through innovative design and strategies focuses my topic of Design Dessertation.

## 2. INTRODUCTION

Over the last two decades, we have seen emergence of several new business districts in tier-I cities. This trend started when the cities were expanding rapidly and their conventional Central Business Districts (CBDs) had become saturated or did not serve the needs of corporate occupiers. As the work culture evolves, the need to have a robust retail presence is also felt more strongly than ever before. We sense the gradual birth of a new format of retail in such office agglomerations, which we would like to term as Office-Retail Complexes (ORCs).

As India increasingly integrates into the global economy and the number of expats living in cities like Delhi-NCR, Mumbai and Bangalore increase, a business district remains incomplete without certain retail segments. Today, the success of a business district not only depends on its office rentals and physical infrastructure but also on a robust social infrastructure for the time-conscious office-goer. When there is a captive consumer base for retail, how can the dynamic sector be far behind?

Bandra-Kurla Complex and Gurgaon have not only become the de-facto CBDs in Mumbai and NCR respectively but they are also attracting more retail. Going forward, the appeal of these office districts in the eyes of multinationals and premier domestic companies will be enhanced to some extent by the presence of retail.

Retail real estate too has been constantly evolving across major Indian cities, keeping pace with changing needs of consumers and retailers. It has gone from unorganised formats to organised ones and also made the Indian high streets more organised than ever before. Ever curious and agile, the sector is now making inroads into modern office agglomerations that was mentioned above.

Though the format of ORCs is currently a phenomenon seen only in the major tier-I cities of India, we could soon witness the concept mushrooming in other cities as well given its relevance and the immense benefits it offers to retailers and the corporate crowd. We make an attempt to introduce the concept, character and status of this newest retail real estate format..

## 2.1. BACKGROUND STUDY

### Introduction

At the beginning of the 21st century there is a need to address contemporary social needs and desires and an emerging economic potential in order to create a new generation of retail centers and leisure facilities. Architecture is no longer considered a footnote, but a fundamental means of engaging and extending the experience of the visitor toward new dynamic leisure horizons.

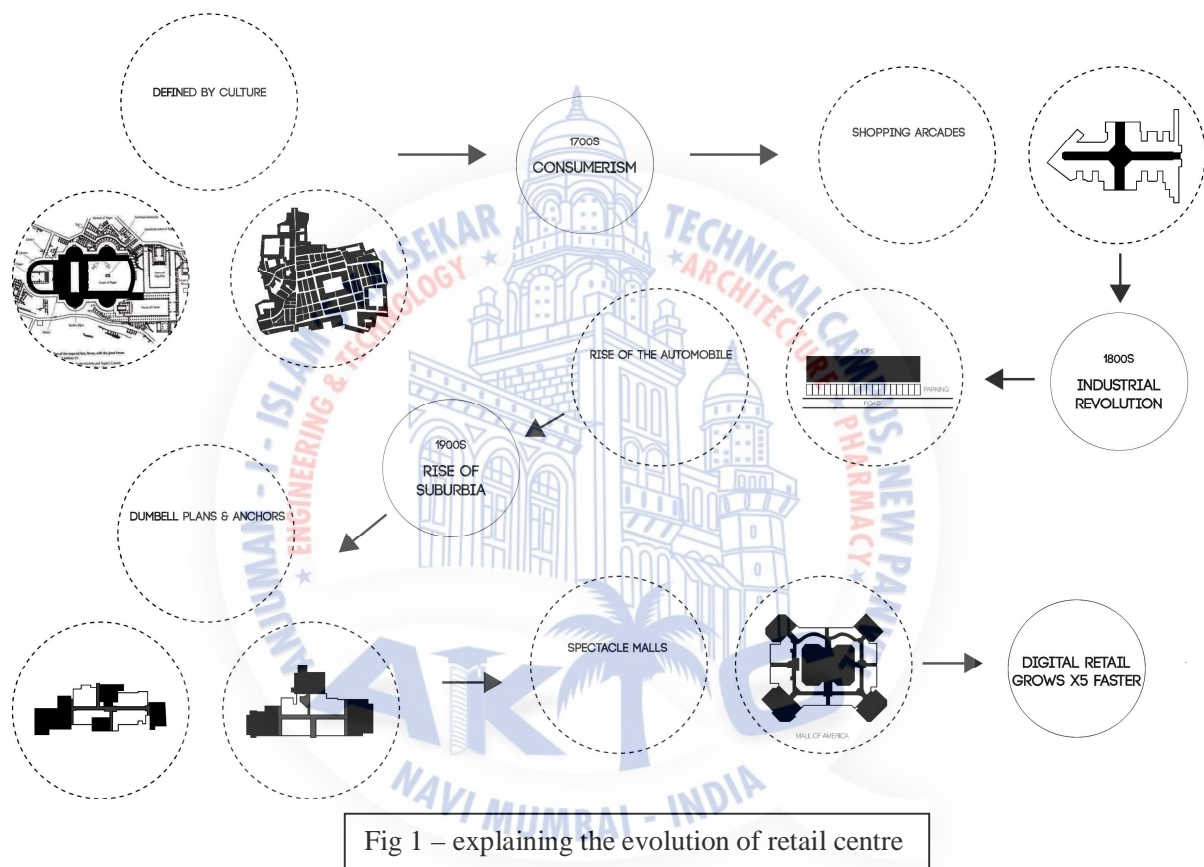


Fig 1 – explaining the evolution of retail centre

In this way, the entire shopping mall becomes a stage – a veritable vitrine - for public performance. By configuring both the external and internal spaces in an innovative and efficient manner, retail complexes can provide synthetic entertainment for a wide public. It is a place of celebration, enjoyment and consumption in which people can enjoy a variety of atmospheres and activities from shopping to dining, swimming to living all within a lively social environment. The sustainability and long range success of a new facility depends upon the creation of public spaces which in their functionality and architectural character provide a new identity by fusing together the dimensions of commerce, culture and leisure and giving them a spatial organization able to represent the values.



### What is a Shopping centre?

The word shopping center is comprised of two words; shopping and shopping center. Shopping can be characterized as the movement that includes the trading of products and enterprises for cash. As indicated by Kuria (1975), it is taking a gander at, estimating and purchasing stock showed available to be purchased. It is an action that includes a dealer and a purchaser. A shopping center is an open space put aside for the general population to walk. It is a noteworthy road utilized by the general population for shopping and recreational exercises.

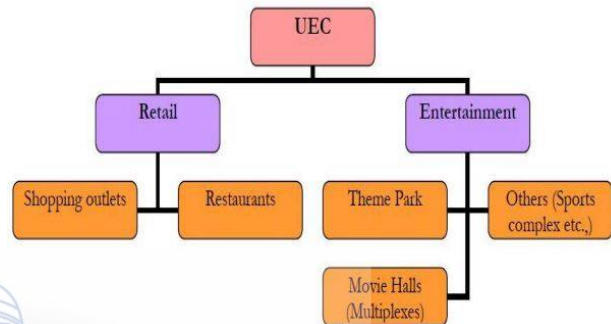


Fig 2 – classification of urban entertainment centre(UEC)

Joining the two words, a shopping center can in this way be characterized as a building or set of structures that give walkways to the general population to stroll starting with one unit then onto the next inside a similar building/set of structures as they continue on ahead of trading merchandise and ventures for cash.

Shopping center or is a building or set of structures which contain retail units, with interconnecting walkways empowering guests to effortlessly stroll from unit to unit. A shopping center can along these lines be characterized as a mind boggling that includes a few retail locations, eateries and different organizations with a typical enthusiasm for requesting deals.

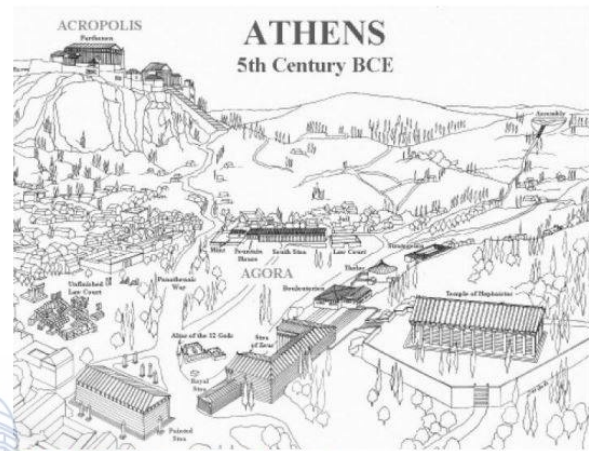
In spite of the fact that shopping centers began in the urban focuses, they are likewise currently found in the rural territories of significant towns to serve the shopping needs of the rural networks and Central Business Districts not in a nearby area. This lessens the hustle of heading to the generally congested town focus where much of the time, finding a parking space can be feverish.

Most shopping centers have at least one bigger stores which are essential for the money related strength of the shopping centers, and to draw retail activity that outcomes in visits to the littler stores in the shopping center too. These movement generators are alluded to as magnet stores/grapple stores. In physical setup, if in excess of one grapple store is in a solitary shopping center, they are ordinarily situated as a long way from one another as conceivable to expand the measure of activity starting with one stay then onto the next. Along these lines, the littler stores advantage from this movement stream.

## The History of Shopping Malls

### The Early Markets

Shopping has dependably been there since man figured out how to trade products and ventures for what he didn't have. The most punctual type of retail outlets was directed in outdoors open spaces nearby other open capacities and exercises, for example, the antiquated Greek Agora. Shopping was incorporated with other day by day exercises like social capacities, excitement capacities and so forth.



In the event that the historical backdrop of the shopping center is followed back to the most punctual encased edifices for exchanging products, at that point the early bazaars of Asia cannot be forgotten. This was a to a great extent secured market and goes back as ahead of schedule as the tenth century AD.

Another case of an early secured market in India is The Chatta Chowk Bazaar known as the Meena Bazaar, it is one of the most popular and oldest markets in Delhi. In the time of Shah Jahan the idea of a covered market was an alien concept and the Meena Bazaar emerged as the first covered market of its time, the roof of which was constructed with exquisite inlay work known as "ladau". In the olden times the Meena Bazaar would sell elegant rugs and carpets, quilts, pashmina shawls, silks and woolens among others. The market also stocked gold and silver, exotic perfumes and spices like saffron.

Considering its historic significance, today the Meena Bazaar is maintained by the Archeological Survey of India (ASI) and sells items like souvenirs, eatables and drinks

Blends of business and private uses thrived into the twentieth century, when improvement patterns and examples changed profoundly with the appearance of the vehicle. Retail, work, living schools, and so forth. Were isolated from one another. From the 1910's through the 1950's, coordinated land utilizes were uncommon in new advancements.

### 1960 and 1970

Blended utilize re-developed as an instrument for urban rejuvenation, regularly as a feature of extensive scale open or private associations.



**Late 1970 and 1980**

Blended utilize advancements started to be based on littler scales than their ancestors. They were more incorporated into urban settings, frequently identifying with memorable structures or areas.

**1990 and 2000**

Blended utilize improvements developed as appearances of economical plan, walk able urbanism and "shrewd development" activities. Private rose as an essential utilize. They ended up fundamental segments of Transit Oriented Development (TOD's), Traditional Neighbourhood Developments (TND's) and were viewed as a fundamental fixing in the making of the Communities which are liveable.

**CONFIGURATIONS :****VERTICAL INTEGRATION OF USES**

- Low-rise to Mid-rise Structures (2 to 6 Stories)
- High-rise Towers (7 Stories +)
- Integrated Multi-story Structures

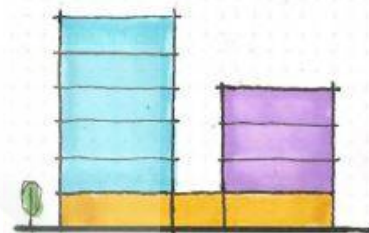


Fig 3 – Vertical integration

**HORIZONTAL INTEGRATION OF USES**

- Town Centers
- Urban Villages

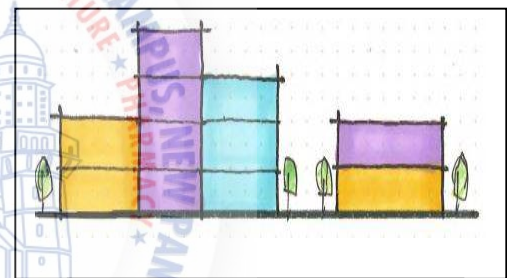
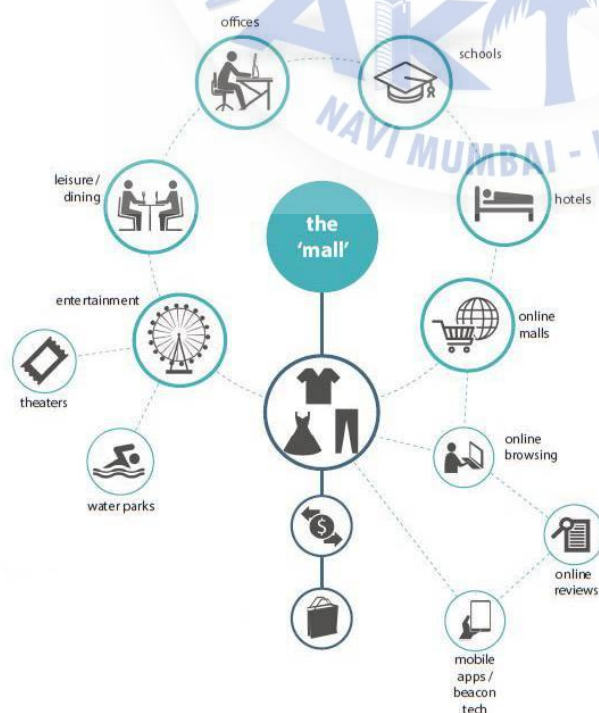


Fig 4 – horizontal integration

**Changing Identity:**

The 'retail centre' used to be a place shoppers visited to purchase products such as clothes. Now shopping is merely one of the options the mall has to offer. It is just as much an entertainment destination as it is a shopping space and for some it may even be the office of where their lodgings for their trip. Even schools have appear in such a way that we used to identify as the mall.

### 2.1.2. PROBLEM STATEMENT

This is very pertinent to the Indian retail sector. The internet has given Indian consumers access to a wide spectrum of products and services, even in places where brick-and-mortar shopping complexes have not reached. Also, the availability of a much wider range of products when compared to physical retail stores, coupled with relatively lower prices, is driving demand for online retail. With the evolution of the online marketplace, sites like Flipkart, Snapdeal, OLX and Jabong are thriving and more and more Indians are buying goods online.

Today, manufacturers and retailers running brick-and-mortar stores are anxiously asking the government to intervene with the creation of a regulatory body to stop e-retailers from undercutting prices. Physical retailers are definitely feeling the heat by the marketing blitz of their online counterparts, and the question of whether e-commerce is pushing out brick-and-mortar retailers looms large.

However, e-commerce is still unlikely to completely replace or even seriously dent physical retail in this country. For Indians, retail centres are more than just shopping destinations – they are getaways from the humdrum and constraints of their day-to-day life, and retail centre developers have been catering to this dynamic by creating retail complexes that offer shopping, entertainment and dine-out options under a single roof. This is not a combination of offerings that even the slickest e-commerce operator can hope to compete with. 'Experiential Retail' is the holy mantra of the Indian shopper, and in the years to come, every retail centre across the country will do everything it can to turn the whole shopping experience into an entertainment experience.

A handful of good retail complexes continue to perform extremely well across the country, but many average and poor quality complexes have floundered. Some of the malls are not located on the prime location because of which there is poor business so the retailers are not able to pay the rent and the maintenance charges of the malls. It is the first time in India's mall history, a net negative supply of retail space was observed in 2016 due to closure of some retail complexes coupled with limited new supply. "While five malls shut last year, 10 others changed their usage to offices, educational institutes, shopping clusters, hospitals and banquet halls, resulting in 3.5 million sqft of retail space getting withdrawn from the operational stock.

Today, no retail complex can depend solely on shopping as its prime source of revenue-generation and footfalls. Nor can they, strictly speaking, survive just on the basis of being crowd-pullers. Retail needs to transform into community spaces to stay relevant to the increasingly discerning Indian customers.

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

Besides an ambient shopping, Indian consumers expect comfort and enablement at every level from their mall visit. retail developers are on a steep learning curve as they try to figure out how to inspire customers, who are not just shoppers but experience-seekers, to not only stay longer but to return. As a result, Indian retail sector today are constantly striving to become prominent 'shoppertainment' locations.

All around the globe co-working spaces are starting to spring up in retail centers. This might be a moderately new marvel, however it is by all accounts one that is digging in for the long haul. There are a great deal of advantages to working at a co-working space facilitated in retail center. For a certain something, taking a break from work to eat or go shopping for food doesn't require leaving the building! Your every day errands can be immediately finished no matter what in case you're working from the retail center.



#### 2.1.4. OBJECTIVE

1. One of the objectives of this project is not only to act as commercial building but as true urban centre for the development of the fastest growing areas.
2. To formulate an alternative prototype alternative to generic box closed project which is usually built in project of this magnitude.
3. Transforming this project into a community and cultural hub experience is something that only shopping centre can best specialized and this can be key focus on drawing footfalls.
4. The central, public spaces should orient, attract and provide unprecedented flexibility for the future needs of the entire complex
5. Sustainability, innovative ways to approach consumerism through sustainable practices.
  - People First - To consider human-scale to accomplish lively passerby exercises and correspondences sewing the shopping center with neighbor and city.
  - Iconic Attraction -To innovate spatial arrangements and commercially attractive.
  - Profitability- To consider flexibility and efficient use of space, considering the environment, energy and other issues in order to enhance the commercial attractiveness of the building.
  - Global Trend - To satisfy domestic and foreign visitors demands seeking for world's finest exclusive shopping and cultural experience.
  - Dynamic activities- The complex is the center for everyday life. Kindly consider its roles in a dynamic range of activities including family activities, social events .etc
6. To provide a better platform for the retailers

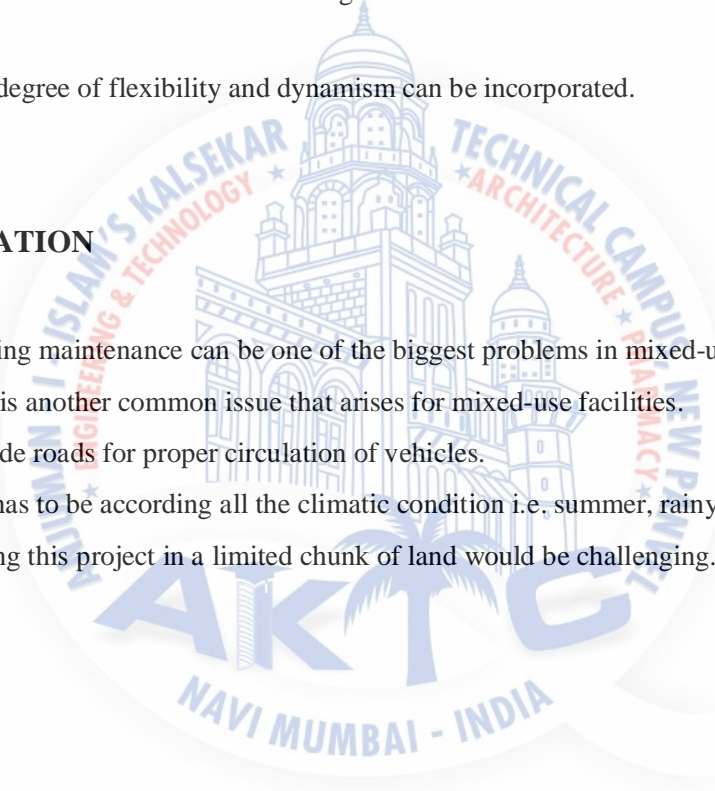


### 2.1.5. SCOPE

1. Recreational spaces can be designed such that spaces can be exploited as a setting for concert, workshops and other events that will draw customers attention and keep them on site longer.
2. There is no limit to construction technique.
3. Various forms can be achieved in design.
4. .
5. Certain degree of flexibility and dynamism can be incorporated.

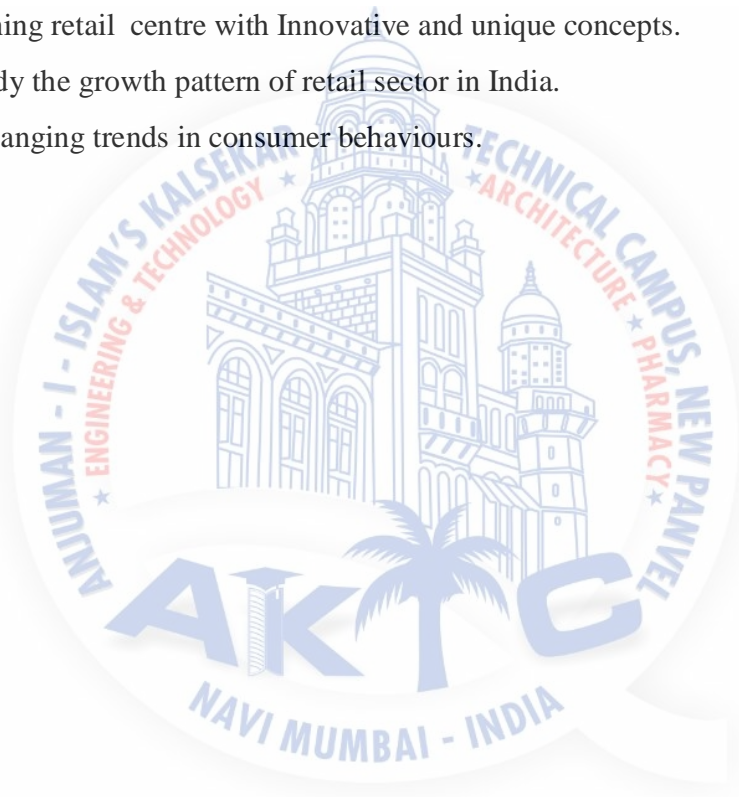
### 2.1.6. LIMITATION

- Scheduling maintenance can be one of the biggest problems in mixed-use buildings.
- Parking is another common issue that arises for mixed-use facilities.
- Need wide roads for proper circulation of vehicles.
- Design has to be according all the climatic condition i.e. summer, rainy, winter
- Designing this project in a limited chunk of land would be challenging.



### 2.1.7. RESEARCH METHODOLOGY

- Factors affecting performance of shopping centre
- Prospects of retail centre in India.
- Reason to understand Failure and success of shopping centre.
- Why is retail and office real estate converging
- Factors that influence the success of retail centre
- Suitable commercial localty for retail centre.
- Designing retail centre with Innovative and unique concepts.
- To study the growth pattern of retail sector in India.
- The changing trends in consumer behaviours.





## Factors Affecting Performance of a retail centre

Retail centers are imagined as one stop goal for the shopper needs of a catchment territory. A performing retail center shows the monetary flourishing of a given exchanging region, domain or a district. In any case, very nearly 90% of the time it is seen that the retail centers neglect to draw in the focused on clients coming about in this manner in disappointments compelling designers to change the utilization of the property at a later stage. The motivation behind this examination is to discover the components that influence execution of a retail center when all is said in done so these elements can be taken as benchmark to think about the execution of retail centers.

### Introduction

India is said to be the fourth largest economy in the world (World Bank, 2010) based on purchasing power parity with gross domestic product, and the same is a strong indicator for the growth of its retail sector. Globally, India ranks seventh in terms of GDP at current prices and is estimated to grow at 7.5 per cent in 2016. (IBEF,2015). Retail industry in India is expected to grow to US\$ 950 billion by 2018, registering a compounded annual growth rate (CAGR) of 8.9 per cent during 2000 – 18. India had the highest number of retail outlets in the world at over 13 million retail outlets in 2014. India has the highest number of outlets (11,903) per million inhabitants (IBEF, 2015). India's retail market is expected to double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015 driven by income growth, urbanization and attitudinal shifts. (Source: The Boston Consulting Group and Retailers Association of India's report titled, Retail 2020: Retrospect, Reinvent, Rewrite). The Indian retail industry has presently emerged as one of the most dynamic and fast paced industries as various reputed International brands are lined up for their grand entry into the country. This has already led to big churn of brands in the existing malls, resizing of the stores, relocation of the brands, rental renegotiations, and non - performing brands giving way to new set of brands those that can satisfy the aspiration needs of the catchment. With this happening, the erstwhile brands which were occupying large spaces in the mall have started consolidating and started moving to 2 tier and 3 tier cities. This is in a way a good indication because it helps in natural expansion of the industry and in turn improves the bottom line of the brands as now they will be able to save some dollars against the high cost of occupancy in the earlier occupied malls in tier 1 cities. Further, it helps to add to the economic growth of the new cities offering higher opportunities of brand growth with low cost of occupancy. The retail industry in India contributes to over 10 per cent of the country's gross domestic product (GDP) and helps in generating approximately eight per cent of the employment in

India. Today, the country is the fifth largest global destination in the world for retail. As of 2003, India's retail industry was generally owner managed small shops. In 2010, the retail landscape changed with organized retail started entry in the form of large format convenience stores and supermarkets that made up to 4 percent of the industry, and these were primarily present in the large urban centers. These attracted the shoppers as they offered multiple product lines and large display area for products in a closed surrounding. Later, the concept of shopping centers surfaced that provided experiential shopping to the customers as they tried to aggregate multiple stores that included large format anchor stores, departmental stores, hyper stores, small vanilla stores across product categories, F & B outlets, Cinema, Entertainment, Gaming etc, at one place offering air conditioned environment with shopping, food and entertainment to the customers. They provided variety of products under one roof and became dominant retail centers of customer convergence. They attracted consumers from distant areas who want to do convenience shopping and provide enjoyment and fun to their family. A shopping centre is defined as an object which is centrally managed and comprises operations of at least 10 independent stores (tenants), the area (rented or useful space) allocated to them is at least 5 thousand sq. m., and the anchor tenant occupies approximately 70 percent of the rented area (ICSC, 2013). A shopping centre is a planned concentration of retail and services in one land plot that is separated from a naturally formed city centre (Pajuodis, 2005). The key ratio of shopping centers is flows of customers (Finn, Louviere, 1996). Foxall, Goldsmith & Brown (2006) analyses the complexity in the consumers shopping process and the selection of a store where they want to shop. Kirkup & Rafiq (1999) outlined that the biggest success factor of a shopping mall is its ability to attract as many customers as possible. Warnabyir Yip (2005) suggested that a shopping centre needs to attract as high number of customers as possible and there has to be steady growth of the revenues for the retailers operating from the shopping centre. Kirkup & Rafiq (1999) noted that the shopping centre should be within reach of the customer so that it influences their decision to visit that particular shopping centre for their shopping. The duration of the customers stay in the shopping centre is important as proved by the research of Dennis, Marsland, Cockett (2001), they suggested that shopping centre is a nice place to spend time. There are around 255 operational malls in top 7 cities of India

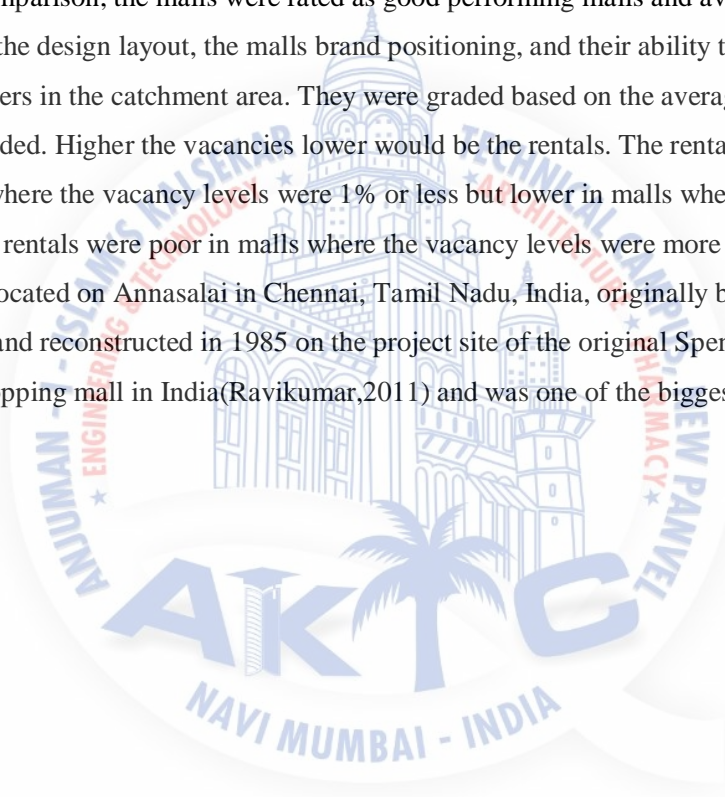
**Table 1:** Top 10 largest shopping malls in India

City	Name	Total Area
Mumbai	Phoenix Market City	40,00,000 sqft
Kochi	Lulu International Shopping Mall	39,00,000 sqft
Pune	Phoenix Market City	34,00,000 sqft
Chennai	Phoenix Market City	24,00,000 sqft
Noida	DLF Mall of India	20,00,000 sqft
Bangalore	Mantri Square Mall	17,00,000 sqft
Noida	Great India Place	15,00,000 sqft
Kanpur	Z Square Shopping Mall	15,00,000 sqft
Bhopal	DB City Mall	13,50,000 sqft
New Delhi	Select City Walk	13,00,000 sqft

**Table 2:** City-wise Comparison of Successful Vs. Unsuccessful Malls

City	Good Performing Malls	Average and Below Average performing malls
Mumbai	10 – 15	25 – 31
Pune	5	3
Kolkata	6	9
Chennai	5	5
Hyderabad	4	2
Bangalore	7	27
Delhi	12 – 13	75 – 83

In the above comparison, the malls were rated as good performing malls and average or below performing malls based on the design layout, the malls brand positioning, and their ability to match the needs of the targeted customers in the catchment area. They were graded based on the average vacancy levels and rentals commanded. Higher the vacancies lower would be the rentals. The rentals demanded were higher in those malls where the vacancy levels were 1% or less but lower in malls where the vacancy levels were 20%–30%. The rentals were poor in malls where the vacancy levels were more than 30%. Spencer Plaza, a shopping mall located on Annasalai in Chennai, Tamil Nadu, India, originally built during the period of the British Raj and reconstructed in 1985 on the project site of the original Spencer's departmental store, is the oldest shopping mall in India (Ravikumar, 2011) and was one of the biggest shopping malls in South Asia





### Prospects of retail centre in India

A shopping mall, shopping centre, shopping arcade, simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area which is a modern, indoor version of the traditional marketplace. This in a nutshell, is the developing Indian retail story that is luring investors, domestic and foreign, to make a pitch for a portion of the great Indian market, its growing and ever-hungry consumers, and their apparently insatiable demand for all the good things in life from groceries to vegetables to fancy gadgets to fancier cars. The purchasing power comes from the growing industry and services sectors, and a small section of the rich agrarian buyers. If one looks at Gurgaon, adjacent to the union capital of New Delhi, any weekend presents a chaotic picture with traffic congestions and huge crowds of visitors crowding the twenty odd big malls that it houses. And this is only Gurgaon.

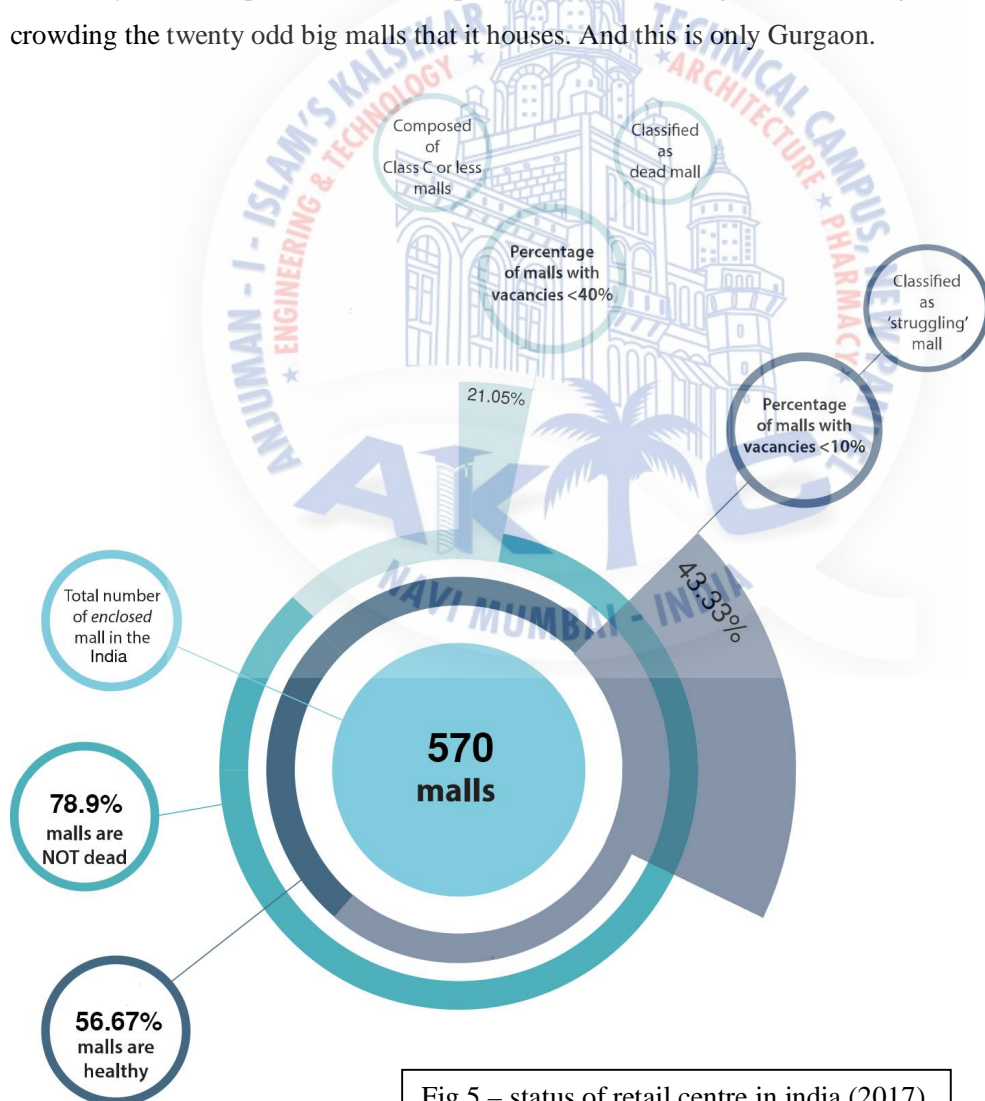
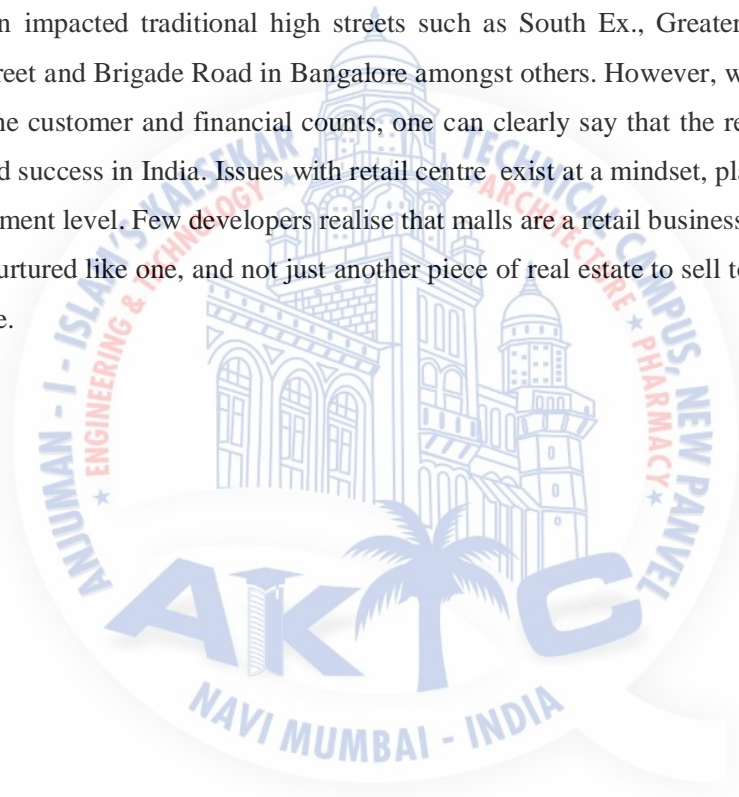


Fig 5 – status of retail centre in india (2017)

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

At the other end of Delhi in the East is Ghaziabad in Uttar Pradesh which also boasts sprawling malls. Sales and bargain deals, attractive prizes, and schemes are the sure fire success formulae that the shopkeepers and showroom and super bazaars use to lure visitors in huge numbers. retail centre are a mega hit. retail centre were hailed as one of the key growth drivers for the retail and entertainment sector in the country 5-7 years ago, as they provided a plug and play opportunity for retailers to expand footprint and promote consumption. Today, there are an estimated 570 malls in India, and the sad reality is that only around 225 are running and 125-150 are successful. Malls like Select City Walk and Ambience in the NCR, Inorbit and High Street Phoenix in Mumbai, Forum in Kolkata, Garuda and Forum in Bangalore have done a phenomenal job of creating shopping and leisure destinations for consumers and retailers. They have even impacted traditional high streets such as South Ex., Greater Kailash-1 in Delhi, and Commercial Street and Brigade Road in Bangalore amongst others. However, with fewer than 20% malls delivering on the customer and financial counts, one can clearly say that the retail centre revolution has not been a grand success in India. Issues with retail centre exist at a mindset, planning, execution, as well as mall management level. Few developers realise that malls are a retail business that needs to be planned, managed and nurtured like one, and not just another piece of real estate to sell to the highest bidder at the soonest possible.



### **Reason to understand Failure and success of retail centre**

Falling footfalls in Bhandup's Magnet Mall, one of Mumbai's biggest, has forced its developer to shut down and revamp the 10 lakh sq ft premises into an office complex. Over the past few years, several retail centres across the country, including Mumbai, have been converted into commercial or residential complexes because of poor business. But market sources said Magnet is the largest in the country so far to take on a different avatar. The retail centre business is considered uncertain because of high gestation and high investment. Only a few have succeeded. Property market sources said as many as 11 malls shut down in the country between 2010 and 2015. Magnet Mall, located on the busy L B S Marg in Bhandup, is controlled by Mumbai-based developer Neptune Group. It started operations in 2012. Footfalls dropped by 50% in Magnet Mall, which started in 2012, because of online shopping and further worsened after Easy Day, a large hyper market occupying 60,000 sq ft on the premises, closed. "Retailers were bleeding because of e-commerce, so they took a conscious decision to overhaul the entire space for offices and some retail," said Neptune Group CMD Nayan Bheda. The developer, who will pump in Rs 100 crore to refurbish the premises after it was shut down last year, said half the area will be now sliced into small offices and sold. "We have planned small boutique offices," said Bheda, who will launch the new project later this week.

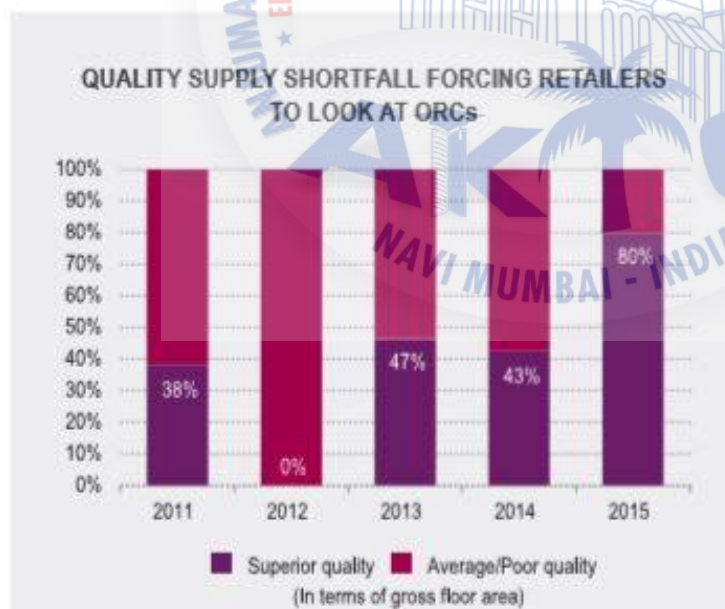
In 2009, D B Realty shelved its plan to building the country's largest mall in Dahisar (2.5 million sqft) and converted it into a residential project. Two years ago, Nirmal Mall in Mulund, also virtually shut down after developer Nirmal Lifestyle said it became unviable to run it because of rentals and maintenance charges. The land will be utilized for a residential project. Kandivli's Raghuleela Mall, Bhandup's Dreams Mall, Santa Cruz's Milan Mall, Vashi's Centre One and Atria Mall at Worli are some of the retail complexes which failed to take off. A handful of good retail centres continue to perform extremely well across the country, but many average and poor quality malls have floundered. A JLL report said for the first time in India's mall history, a net negative supply of retail space was observed in 2016 due to closure of some malls coupled with limited new supply. "While five retail centres shut last year, 10 others changed their usage to offices, educational institutes, shopping clusters, hospitals and banquet halls, resulting in 3.5 million sq ft of retail space getting withdrawn from the operational stock. Last year, the total net absorption of retail space in India was 2.7 million sq ft with Delhi-NCR absorbing about 1 million sq ft, followed by Mumbai at 6 lakh sq ft and Bangalore at 4 lakh sq ft.



## WHY IS RETAIL AND OFFICE REAL ESTATE CONVERGING?

### Supply of Quality retail space is limited

For quite a while, we have been bothering the issue of retail land experiencing a turnaround driven by elements, for example, a continually developing commercial center and changing purchaser inclinations. All in all, we are seeing larger amounts of opening crosswise over numerous shopping centers while the reality remains that there is a lack of value retail space crosswise over real Indian urban communities. The fundamental reason is that numerous designers of retail shopping centers are just incompletely put resources into their composed retail adventure. Many explored different avenues regarding retail as they did with business office space – assemble, offer, and don't work. Not withstanding, composed retail requires somewhat more speculation of time and cash other than expert administration. It's anything but a straight, square floor plate but instead a race-track stream configuration taking into account greatest introduction. Engineers who went for a mix of good area and present day outline as parameters and pursued an expert shopping center administration approach figured out how to construct notable advancements while others are weathering endlessly with time. Remembering these, if we somehow managed to take a gander at the new supply of retail shopping centers that surfaced amid the most recent five years, just a division would meet all requirements to be a quality resource while most others fall in the normal or poor class shopping centers which are experiencing poor footfalls.



## Factors That Influence the Success of Retail centre

### Context in Shopping Malls

Retail centres are designed to serve the communities around us. They are, as earlier established, centres from whence communities living around get recreation as well as shopping and sometimes even work therein. Thus, they need to reflect on the values and beliefs of the communities not only in their function, but in their design as well. Sahabuddin (2011) explores the importance of context in contemporary architectural design. In his paper, "How Important is Context in Contemporary Architectural Design?" he concludes that...response to the surrounding context is very important because it determines the architectural success of a building's design. By responding to the context, the designer creates communication channels between buildings and the people around them. Sometimes people will appreciate the architecture of a building if the designer appreciates their cultural and aesthetic values. This goes to show that, a shopping mall design should strive as much as possible to reflect and respond to the environmental and cultural aspects of the region or location it is intended for. The users of the shopping mall should be able to connect with the mall as they shop or get entertained therein.

### Circulation in Shopping Malls

Shopping centers pull in gigantic crowds of individuals. They have to move uninhibitedly both on a level plane and vertically inside and without the shopping center. This is vital in order to upgrade comfort and a vibe of wellbeing as one is continuing on ahead inside the shopping center.

Such factors like window shopping inside the shopping centers make it important to take care to oblige the window customers without obstructing the ways for those that utilize the dissemination spaces as associations starting with one point of the shopping center then onto the next. In the event that this is not done, the window customer is not happy while doing his/her window shopping in a pressed space. These are a portion of the negative factors that may fend off benefactors off some shopping centers, yet bring them back again and again to other people.

Lee and Johnson (2005) take a gander at the ramifications of shopping practices in retail plan. They suggest five factors that are of most extreme significance in the reasoning out and plan of any retail space. Three of these elements are under course inside the shopping center. They are:-

- a) Transition Zone – This is where the clients back off their pace to take a gander at stock in plain view in the store. It is the place they roll out the improvement from being outside the store to being

inside. The extent of the store decides the measure of the progress space. A huge store, similar to a shopping center need not stress substantially over this region, show around there frequently than not goes to squander since it isn't seen by the customer. For a little store be that as it may, this space ought to be kept at negligible. A case of this is the presentation of a flat hindrance that additionally goes about as a showcase region. This backs off the customer, andthey get the chance to take a gander at the stock in plain view, before choosing where to go inside the store.

b) The Butt-Brush Effect – Each client has individual space, one that when attacked makes the customer feel awkward. When one is knock or bumped, they wind up aggravated and as a general rule leave without acquiring what they wanted. Underhill (1999) takes note of that, "bothered customers don't dawdle; actually, they much of the time leave before acquiring what they sought".

In this manner, enough moving space for clients ought to be made. This dispenses with or decreases the butt-brush impact, making the customers more agreeable and hence more inclined to make buys.

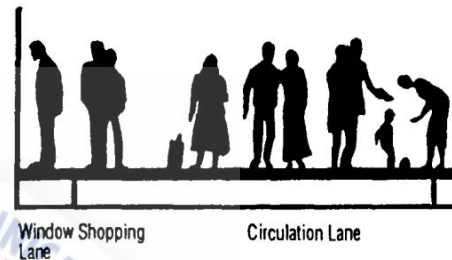


Fig 6 - Wide walkways to accommodate window shoppers and normal traffic flow.

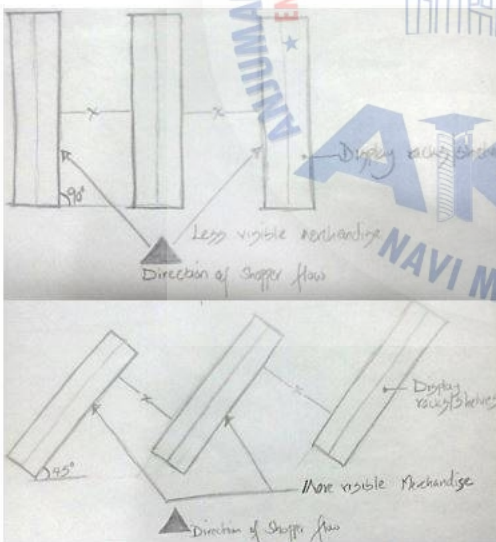


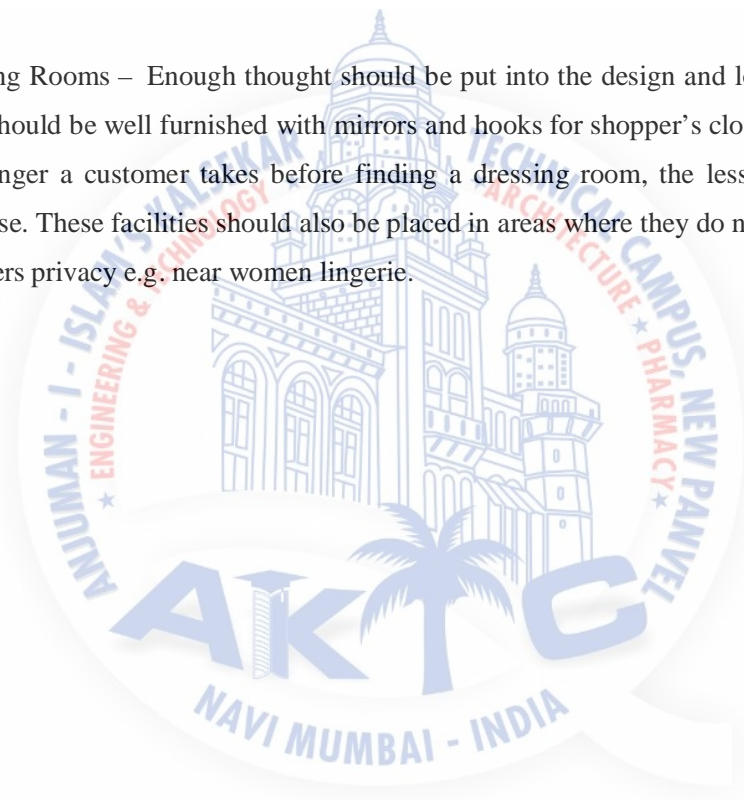
Fig 7 - Top, Shelves arranged in 90o resulting in less visibility of merchandise. Bottom, shelves tilted at an angle (chevroning) resulting in more merchandise visibility.

c) Chevroning –A store architect should endeavor to amplify the client's perspectives of the stock in plain view. He recommends the possibility of chevroning, or, in other words the presentation racks and retirees at a point, to such an extent that they are not in the customary 90o edge as showed in Fig 2.11. This guarantees a greater amount of what is on the rack is noticeable to the customer at a given time. The main inconvenience of this method of presentation is that it goes through more space. Just at most 80% of what can be shown generally utilizing the 90o technique can be shown when chevroning is finished.

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

The other two, however not part of dissemination are likewise imperative in the achievement of any retail space. Course to and from them ought to likewise be clear. They ought to be anything but difficult to discover inside the store, and this makes them pretty much piece of this examination on course. They are:-

- a) Seating Area – Seating in a store makes the clients feel that the store thinks about them. Truth be told, "a seat says: we give it a second thought". Seating ought to be given in key zones to customers to rest, sit tight for their accomplices, watch the stock in plain view, observe how different clients are treated by the staff and furthermore observe how others shop. This makes shopping a social action.
- b) Dressing Rooms – Enough thought should be put into the design and location of these facilities. They should be well furnished with mirrors and hooks for shopper's clothes and also easy to find. The longer a customer takes before finding a dressing room, the less likely they will make a purchase. These facilities should also be placed in areas where they do not infringe on other shoppers privacy e.g. near women lingerie.





### Circulation Design for the Physically Challenged in retail centre

There is need to include access for the physically challenged in all public spaces. When inclusion of people with disability is achieved in any public space, it shows that there is embracing and celebrating human diversity. Effort should be made to ensure that people with disability find it easy to use the public spaces that are provided. As had been mentioned earlier, shopping malls are privately owned public spaces. As such, they should strive to achieve inclusion of persons with disabilities accessibility in their designs. everyone needs to be part of social life through the use of public buildings. According to the census conducted in 2011,

the population of India is 1,210,854,977 people. Of these 15 million are visually impaired, 63 million have hearing disabilities, 1998692 have speech disabilities, 5436826 are physically impaired, 1505964 have mental disorders and 722880 have other disabilities. This study seeks to address accessibility in shopping malls for people with physical disabilities. This goes to show that a sizeable population of India is physically challenged. For this reason, there is need to design for them in all public spaces, retail centre included. Disabled inaccessibility does not come about by chance or by mistake. It comes about through neglect, ignorance or lack of adequate data and information



Fig 8 - Illustration of a physically challenged man checking out at a cash register.



Fig 9- A physically challenged man in a wheelchair accessing goods in retail market

The primary points of having open shopping centers is to ensure that all the support appreciate the administrations and merchandise offered in the shopping centers without segregation as far as physical handicap, while in the meantime the shopping centers make most extreme benefits from however many individuals as could be allowed, incorporating the ones with physical inability. It is essential to take note of that, as much as the vast majority of the populace in India isn't physically tested, the

normal individuals with companions or relatives who have physical disabilities will abstain from shopping centers that are not completely open to individuals with physical handicaps. This is on account of it is likewise difficult for them to explore around the shopping centers together with these companions/relatives thus these treks to the shopping centers end up unwieldy and less fun. Individuals will accordingly go to the shopping centers that are completely open to keep away from this, and this comes at a misfortune to the out of reach shopping centers.

### **Parking in Public Spaces**

Parking is an important aspect in all public spaces. In any establishment, parking should be an integral part in the facility's design, but not provision of "left-over land" for parking. An unresolved parking will discourage the public from using the facility, and thus even if the facility is well designed with a non-resolved parking lot, it is bound to fail, especially if the public don't have to be there, but go there by will like in the case of a shopping mall. Parking should be more convenient to the property it is intended to serve than the adjacent public highway. This discourages non-users of the property from using the parking lot, and at the same time improves on the security and safety of the parking. Aesthetically, parking for any public facility should:-

- i) Provide for landscaping and vegetation to reduce the visual impact of large parking areas.
- ii) Use surfacing materials that add variety and interest.

It therefore goes without saying that for any public facility to be efficient and function properly, in this day and age of the motor vehicle, the vehicle has to be properly catered for. For most public facilities, the parking is the first experience of the user to the facility, and thus plays a fundamental role in the user's perception of the facility as a whole.

### **Security in Public Parking Facilities**

Security represents an awesome test in most open stopping offices. Vehicles stopped in these offices are as a general rule powerless to thievery and the proprietors to looting. Truth be told most open stopping offices in Nairobi put admonitions, for example, "Vehicles stopped at proprietor's hazard.

Smith, (1996) features four factors that make open stopping offices perilous. She calls attention to out as:-

- i. Only a little part of the clients of the office are at the parking area at some random time, in this way making places of refuge for offenders to do their plans without being seen



- ii) Parked autos give concealing spots and obstruct the dispersion of light
- iii) Most stopping offices are available to people in general
- iv) A guilty party's auto isn't probably going to be noted as odd or significant in an open stopping office.

In addition, she calls attention to that staggered stopping offices are more risky contrasted with surface stopping offices.

Smith (1996) goes further to layout wellbeing estimates that can be embraced to ensure stopping offices that are available to general society are more secure. These measures are:-

- i) Lighting – Lighting is viewed as the best strategy for disposing of wrongdoing and making more secure zones. In addition to the fact that it reduces wrongdoing in stopping offices, or some other place so far as that is concerned, clients of a very much lit space mentally feel safe and are accordingly more agreeable when utilizing the offices being referred to. Lighting additionally decreases mischances inside parking areas.
- ii) Natural Surveillance – This is the capacity to see and be seen. It is accomplished through transparency of a given space. Deadlocks ought to be kept away from. On the off chance that conceivable, action ought to be presented in the stopping offices, e.g. eateries and little types of retailing. Exits and doors ought to be held at insignificant to ensure clients of the office can obviously observe one another. In any case, care ought to be taken with the goal that clog does not emerge if exits/passageways are excessively few.
- iii) Transparency in Stair Towers and Elevators – Smith recommends that stair towers should be available in a stopping office. She recommends the utilization of materials, for example, glass to ensure that the supporters of the stopping office can see the general population in the avenues and the other way around.
- iv) Access Control – This fundamentally implies individuals getting to the parking garage, both on auto and by walking, ought to be controlled. Individuals on vehicles ought to enter through a few check territories where they turn in a ticket and collaborate with security officers, or utilize robotized checking

in machines. This will debilitate individuals with criminal plan from getting to the offices. Another measure that ought to be taken is fencing off zones so that movement of dishearten walkers from getting to the office from unchecked territories by walking. Nonetheless, the materials utilized in fencing ought to be with the end goal that they make a feeling of limit, yet at the same time hold a feeling of transparency.

v) Signs and Graphics – These incorporate shading codes, clear bearings, admonitions and takes note. These assistance in guaranteeing that the supporters travel through the parking area quick enough in this manner enhancing proficiency. Shading codes likewise enable benefactors to find their vehicles quick enough, with indistinguishable outcomes from above. Admonitions and notification prevent lawbreakers when they know they are being viewed, and furthermore gives the benefactors the feeling of being sheltered when they know their wellbeing is being checked

vi) CCTV – The information that pictures are being recorded or exercises are being checked stops would be culprits. Likewise, it distinguishes lawbreakers once the wrongdoing has been done, take a gander at powerless focuses in the security frameworks set up and seal provisos to keep such events from occurring later on.

vii) Security Officers – The nearness of formally dressed security officers keeps on being the best wrong doing anticipation procedure. All security staff ought to be prepared to appropriately screen, work, and react to all security hardware inside the office. Smith (1996) presumes that, albeit certain zones might be by and by generally safe zones, chance levels may change in future. Plan for stopping offices in these zones ought to thusly hold up under this as a primary concern. It must be intended to fill in as though it was a high hazard region.

### Retail complex as Recreation Centres

Planning and Design, the public space is the major marketing attraction for the retail areas it serves, if not quite a marketable commodity. People may not go out to shopping malls for the shopping itself, but rather to “hang out”. The shopping mall therefore offers a space where people can relax as much as in they may want to shop. The experience that the shopper has in a given shopping mall is crucial in

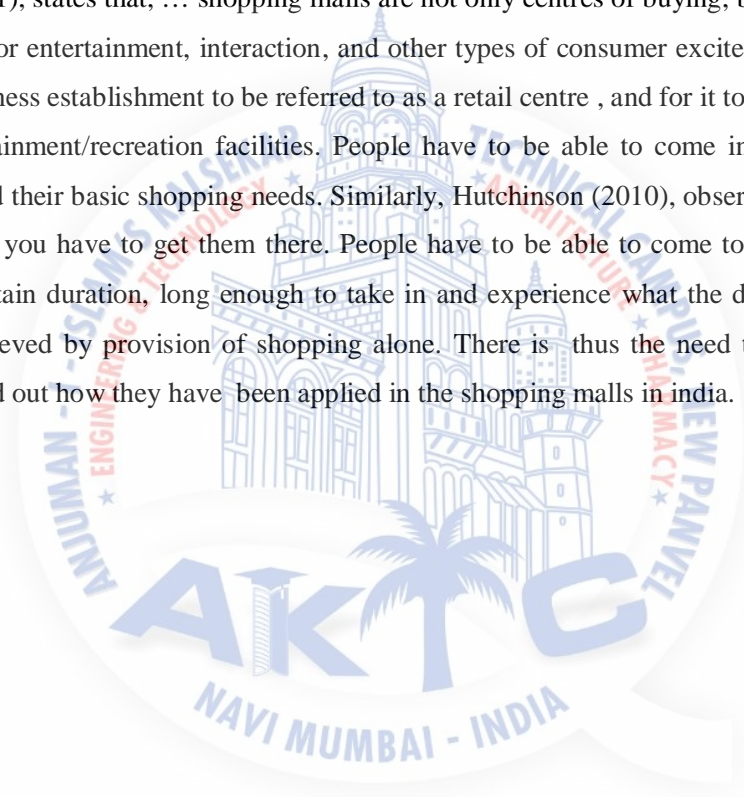


Fig 10 - traditional dance at The Village Market.

determining whether the person will go back to the shopping mall again. In the opinion pages of The New York Times, Allison Arieff writes on Rethinking the Mall in the June 1, 2009 issue. He observes that, retail to the people is of an outstanding importance in the success of a shopping mall. The shopping mall is a social environment that is not one's home or office, but rather a “third place” in which to socialize, work or just hang out. A café in the shopping mall should not just be a place to hang out and/or work from a laptop, but part of a self-sustaining, self-generating scenario of distributed shopping experiences. In an interview conducted by the Henry Ford Foundation (2009), Alfred Taubman, who developed some of the most successful malls in the United States, talks on the success of shopping malls, and the factors that influence the same. He reasons that ultimately, the success of a shopping mall is grounded in a profound level of insight into the shopper's experience. He argues that, people want to be closer to other people. Just in the same way that a person doesn't want to sit home alone and watch a movie on their television, but rather goes to a movie theatre to pay for the same movie. People are “entertained” by just watching other people go about their business.

## Justification of the Study

The rate at which shopping malls are cropping up in india is quite fast. However, there seems to be no clear line that is drawn between a supermarket and a shopping mall. In fact, most of the “shopping malls” in india are merely supermarkets with a few supporting facilities. T-Mall in Lang’ata (Fig 1.07), is a good example of this. Only a few more recreational facilities, which are mostly eateries, are provided for in these retail centres apart the actual shopping. Contrary to this approach of the design of shopping malls, Lousberg (2011), states that, ... shopping malls are not only centres of buying, but also “highly organized social spaces for entertainment, interaction, and other types of consumer excitement.” It therefore means that, for a business establishment to be referred to as a retail centre , and for it to perform as such, it has to provide entertainment/recreation facilities. People have to be able to come into retail centre for other reasons beyond their basic shopping needs. Similarly, Hutchinson (2010), observes that ....in order to get people to buy, you have to get them there. People have to be able to come to the shopping malls, stay there for a certain duration, long enough to take in and experience what the different stores offer. This cannot be achieved by provision of shopping alone. There is thus the need to explore these different factors and find out how they have been applied in the shopping malls in india.





### **Suitable Commercial locality for retail centre**

Mumbai is known as the money related capital of India, and as the expression proposes, it puts Mumbai at the cutting edge of the monetary scene in India and in addition in Asia. Mumbai's monetary market is driven by organizations from the budgetary administrations, keeping money, IT, ITES, Insurance and other administration segments. In the course of recent years, the financial specialists and corporate who are genuinely taking a gander at putting resources into India are focusing on Mumbai as their speculation center point and it has reliably ended up being steady amid the snapshots of monetary vulnerability. Notwithstanding the expanding costs business properties in Mumbai keep on staying in the rise mode. It is accepted by the land organizations and designers that over some undefined time frame one can get returns as high as 15 to 20%, whenever resources is put Mumbai business property. The interest isn't just for the business property available to be purchased yet additionally for the business office spaces for rental and leases, or, in other words a precarious ascent, and therefore causing a climb of 25% in the business costs in the previous couple of months.

It is to a great extent considered as the 'Manhattan' of Mumbai and it brags of a noteworthy horizon and extravagant private townhouses. It is the primary monetary region of Mumbai and houses the greater part of the money related administrations and financier organizations both Indian and universal.

Some of the companies located here are:

- Accenture Management Consulting
- The Royal Bank of Scotland
- Boston Consulting Group
- State Bank of India
- HSBC
- Consulates of Oman
- JP Morgan
- Mckinsey and Company
- India Bulls
- Tata Consultancy Services

Worli: Once a customary material factory area is currently one of the prime business land goals in the nation. The area has demonstrated a lot of adaptability, notwithstanding when other smaller scale showcases in Mumbai were battling under strain. This region has not just figured out how to hold its

exceptional position in the expanded focal business area yet in addition has kept up enduring value everyone of these year.

The uniqueness of Worli is its vicinity to CBD (Nariman Point) on one side and Bandra-Kurla Complex (BKC) and the airplane terminal on the opposite end. The recently constructed ocean connect has additionally upgraded its noteworthiness. Components like level a structures, green structures, abundant auto stopping and present day innovation being utilized for development are contributing towards development of Worli.

It is to a great extent considered as the 'Manhattan' of Mumbai and it gloats of an amazing horizon and costly private condominiums. It is the principle money related region of Mumbai and houses a large portion of the monetary administrations and financier organizations both Indian and universal. Some of the offices located in Worli are:

- GSK Pharma
- TATA
- Novartis
- HDFC Bank
- Yes Bank
- Siemens

**Bandra-Kurla Complex:** The Bandra Kurla Complex is an arranged business unpredictable and a standout amongst the most key business land in Mumbai. As per MMRDA, the complex is the first of a progression of "development focuses" made to "capture assist fixation" of workplaces and business exercises in South Mumbai. It is required to downcast southern Mumbai and to make a new zones of the arranged business land in the metropolitan area. Bandra-Kurla Complex houses number of commercial buildings that include:

- NABARD Head office
- Asian Heart Institute
- Dow Chemicals
- ICICI Bank
- Citibank
- Bharat Diamond Bourse
- Dhirubhai Ambani International School

- American School of Bombay
- IDBI Bank
- SEBI

It additionally involves Mumbai Cricket Association's cricket ground and the United States Mumbai Consulate. There are around 4 lakhs individuals working in different workplaces in Bandra-Kurla Complex. Great offices like copious stopping, wide streets, astounding force supply, and so forth been appropriately dealt with in this business problem area. The recently fabricated Bandra-Worli Sea Link has decreased the activity stream, all things considered, from North to South Mumbai and diminished the movement time among Bandra and Worli. Additionally, the 1.3 km long Bandra Kurla skywalk has associated the rural areas of Bandra and Kurla.

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Andheri East: Andheri East has risen as one of the mainstream business center point after the conventional business center points like Bandra Kurla Complex (BKC) and Nariman Point. This territory is picking up prevalence because of the great transport network. Andheri East business sectors are profited by the Versova Andheri Ghatkopar, Jogeshwari Vikhroli Link Road, and Andheri Kurla Link Road and these roads are connected by the metro. Additionally, being near the Airport, this stretch has been a center point for assembling and expert administrations and coordinations. The territory is a mix of modern and business foundations going from IT and ITES, fabricating, money related administrations, coordinations, drug store, gems and retail. Some of the companies housed here are:

- Patni Computers
- Syntel
- Mastek Limited
- Jet Airways India Limited
- Abbott Healthcare Private Limited

The metro rail venture between Versova-Ghatkopar will additionally upgrade availability among eastern and western suburb. The new plug extends in Andheri East are taken consideration by Hiranandani, Kalpataru, Kohinoor, Rustamjee and Phoenix among others. This business center point is likewise

offering space to cordiality division; a portion of the lodgings in Andheri East are Hyatt, Sheraton and The Leela Palace.

Airoli: Airoli is the rising as the new ad space necessity in Mumbai. Far from the city movement and encompassed by green district this region is a searched out business goal among corporates. One can even discover accessibility of land for new improvement at reasonable costs. Airoli is quickly developing as one of the busiest business area. Airoli business bequest is reliably meeting the global models, and is completely outfitted with every one of the offices and luxuries. It has good network through Eastern Express Highway in the south and Thane-Belapur Road in the north and it is connected with Airoli to Mulund and rest of Mumbai that has welcomed parcel of designers and corporates for business exercises. Some of the well known properties in Airoli are:

- Airoli Knowledge Park
- Patni Knowledge Park
- Mind space Airoli

### **The changing trends in consumer behaviours**

The quantity of shoppers making buys online has drastically expanded in most recent couple of years making web advertising to be the most reasonable showcasing technique. Purchasing conduct of customers in India is significantly affected by famous people, their exercises and developments. Individuals in India are ending up increasingly capable towards the earth and this expansion in ecological mindfulness greatly affects their buy choice. Items are being purchased and sold dependent on their eco-agreeableness nowadays. Omni channel is another approach to achieve target customers in light of progress in purchaser conduct.



### **Designing shopping centre with Innovative and unique concepts**

Most strip malls today offer nearly a similar vibe and look and feel, so how would they separate themselves from one another? The appropriate response: By offering exceptional ideas that apply a great draw on the clients to transform them into rehash guests. So what's the contrast between one mall and the other? From a quick take a gander at the 250-odd malls working in the nation, there does not appear to be too much, with the exception of size. However, there are many special cases work around ideas that are really exceptional.

Maybe the most imperative novel idea is the place the whole strip mall itself is themed. The most established case of this in the Indian setting is the Gold Souk in Gurgaon, which opened path in 2006. This 180,000 sq ft. strip mall has 11 worldwide brands of adornments, watches, and pens, in excess of 30 national gems retail brands and 30 provincial goldsmiths.

The Aerens Gold Souk Group has likewise created bigger focuses named Gold Souk Grande a half and half between a consistent shopping center and a Gold Souk. The main Gold Souk Grande opened at Ludhiana in 2010 after that the second is at Kochi a year ago which is around 450,000 sq.ft. and the third is about to open soon on the edges of Chennai which is around 505,000 sq. ft. A fourth one is supposedly under development at Indore, yet it isn't clear how much retail space this mega blended utilize advancement has. Early reports recommend the Ludhiana and Kochi focuses are not working out quite as well as trusted.

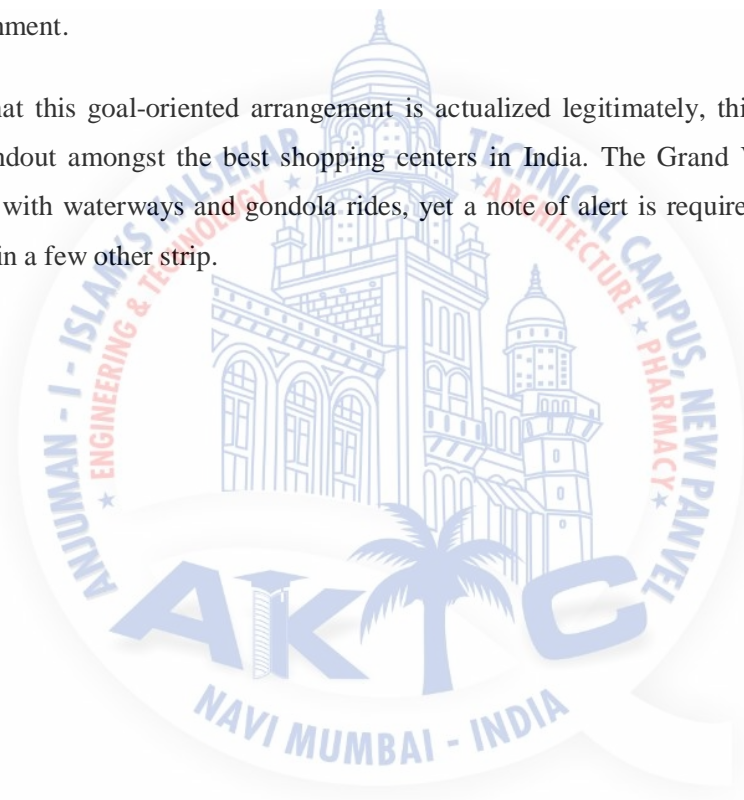
Another themed strip mall is The Great Adventure Mall in Greater Noida. Its site and introductions guarantee that it is a 1.1 million sq.ft. advancement, and will involve experience sports, for example, turn around bungee bouncing, zip line, zero-gravity burrows, tourist balloons, bows and arrows, shooting range, paintball, sky adventure, armed force snag course, earth bicycle , 4×4 drives, paragliding, rappelling, 9hole golf putting extent, and ice skating. It is likewise expected to have a fake shoreline, helicopter joyrides, a New York Film Academy, a wax historical center, and a five-star rose resort for pugmark experience, among different highlights.

Next, we move from the general themed malls to remarkable ideas that shape a piece of a strip mall. The forthcoming Grand Venezia in Greater Noida has Water World and a themed amusement zone with a 175,000 sq.ft. Aquarium which will consist of Mermaid Shows, Feeding of shark, Paradise of penguin, an Underwater Tunnel and a Park of Reptile. This thought has been enlivened from The Dubai Mall and

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

Siam Paragon in Bangkok, and has been exceptionally fruitful in pulling in footfalls at both those focuses. The Dubai Aquarium and Underwater Zoo had 1.1 million guests a year ago. Stupendous Venezia likewise has a 80,000 sq.ft. Indoor cooled carnival with thrill rides and different rides. The middle likewise has a themed territory called The Village, which includes a feature of experts and craftsmans from crosswise over India showing their abilities and culture, a choice of state-run emporiums, trucks, booths, and smaller than expected structures of customary Indian treats from the nation over, from the chaiwalla to thupka, dhoklas to dosas, meenmoily to malai curry and that's only the tip of the iceberg, a World Market which will have a scope of ethnic stock from Tibetan tankhas to Balinese covers and Italian cowhide product to Turkish ribbon, a World Food Pavilion where one can test delights from visiting nourishment.

In the event that this goal-oriented arrangement is actualized legitimately, this strip mall can possibly wind up a standout amongst the best shopping centers in India. The Grand Venezia is themed in the Venetian style with waterways and gondola rides, yet a note of alert is required here – this thought has been executed in a few other strip.



## The growth pattern of retail sector in India

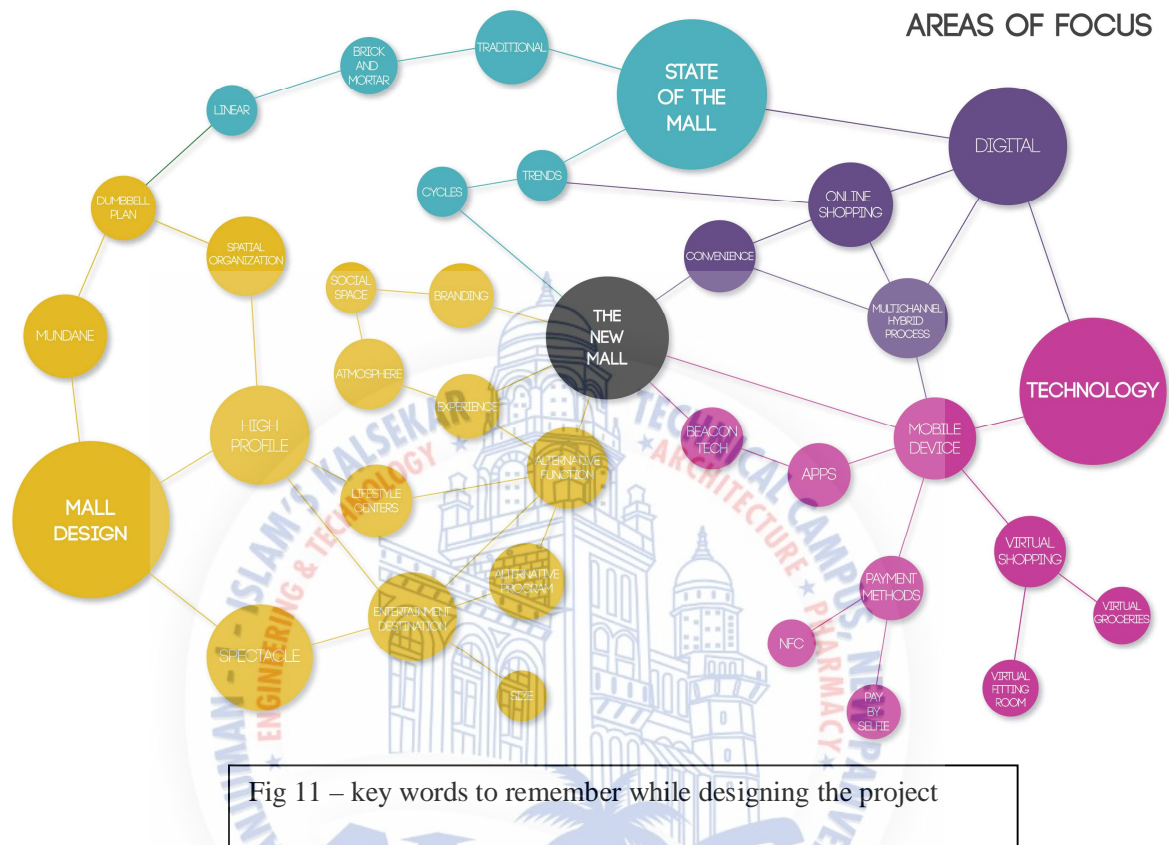
India is the fifth biggest favored retail goal internationally. Following an examination of the Indian Retail Industry, India is among the most noteworthy on the planet as far according to capita retail location accessibility. The retail business in India has seen admirable development in the course of the last 9 or 10 years. Sorted out retailing has forayed into the retail market of the nation. This division has embraced new and imaginative thoughts of retailing. Therefore, the conventional and disorderly family run retail shops are confronting hardened rivalry from the Indian and International retail chains. Retail industry in India is relied to develop to US\$ 1.2 trillion by 2022 and enrolling a Compound Annual Growth Rate (CAGR) of 16.5 percent more than 2016-22.

India is the second most appealing retail assignment universally, among thirty new markets. With the new and altered Foreign Direct Investment Policy of India, it is currently less demanding for remote brands to set up their stores and kick-begin activities in India. This has uplifted the interest for retail space. Maybe a couple of the notice commendable new outside participants in India are H&M, IKEA, Wal-Mart, Carrefour, Bally and some more.

Offering the correct blend of retail classes, excitement and F&B. In this way, It is seen that the innovative usage of unused shopping center spaces and notwithstanding parking spot to consolidate more current retail classifications to pull in customers and drive extra income. Microbrewery, Fun Dining, Virtual Reality, Kids Educational focuses are a portion of the more current arrangements. Notwithstanding F&B, excitement and retail, benefit industry is getting increasingly nearness. For e.g. tattoo, nail craftsmanship studios, salons, spas, cleaning administrations, portable reviving stalls, Ola and Uber corners and so forth.

- Presenting novel classes and brands in spaces that were not used legitimately before, in this way producing footfalls in those smaller scale regions.
- Using parking spot and other auxiliary spaces for commercials, exposure and limited time occasions Enhancing publicizing openings and along these lines driving extra salary through floor illustrations, standees, plasma screens and comparative media.
- Casual Leasing : Leasing of booths, empty space or trucks to youngsters' play territory, tattoo stations, foot spas, and so forth

## 2.1.8. HYPOTHESIS



Today it is important to think about the subject customer, not as a negligible buyer who is attempting to offer however as much as could be expected, yet as somebody who can appreciate having an alternate ordeal when visiting the place. Potentializing the possibility of open space in an exclusive building is a calculated test, which conflicts with the simple definition and objectives of a mall. In any case, this new monetary reality requires re-examining the statutes that have worked until at that point and is opening new potential outcomes and techniques .

These structures can't continue building their survival in light of a declining interest. The possible results are to revive or kick the container. The shopping model, as we most likely am mindful it so far, necessities to open up the space that suits it, to be less threatening to the earth and its visitors, and to give an undertaking more associated with reality of customers and the city where it is inserted. On the other



hand, the present crisis allows the joining of livelihoods and tasks, expelled from various spaces, and can be used to familiarize new substance with open spaces.

Co-working space at the retail center additionally makes it simple for customers to meet with producer. Giving customers muddled headings to the office or finding an other area they're more comfortable with is a relic of times gone by.

At last, working day by day from the retail centre center can be an incredible lift to our social life. Regardless of whether we begin to get the "standard client" treatment at eateries you visit, or just have a helpful place to meet companions after work, you'll likely wind up ending up more social subsequent to joining a shopping center based cooperating space. What's more, subsequently, there could be potential answers for the issue of the 'dim box' shopping centers that holds the size factor that acquires the income however give a spatial ordeal that splits up the 'dim box'.

In the event that another sort of shopping space were to consolidate an assortment of elective projects and composed it in another arrangement methodology that wasn't the free weight compose plan, where retail stays are utilized, another sort of shopping space could rise where elective exercises and shopping could work smoothly with the goal that they aren't separate hubs of projects. On the off chance that these shopping spaces at that point were to actualize existing advances into the outline of the space and experience, not exclusively would there be a one of a kind ordeal for the customers however the spatial association may begin to move from existing ones.

An office retail complex can be great elective answer for the plain present situation . This proposition ventures endeavors to combine co-working space in retail sector.

### 3. LITERATURE REVIEW:

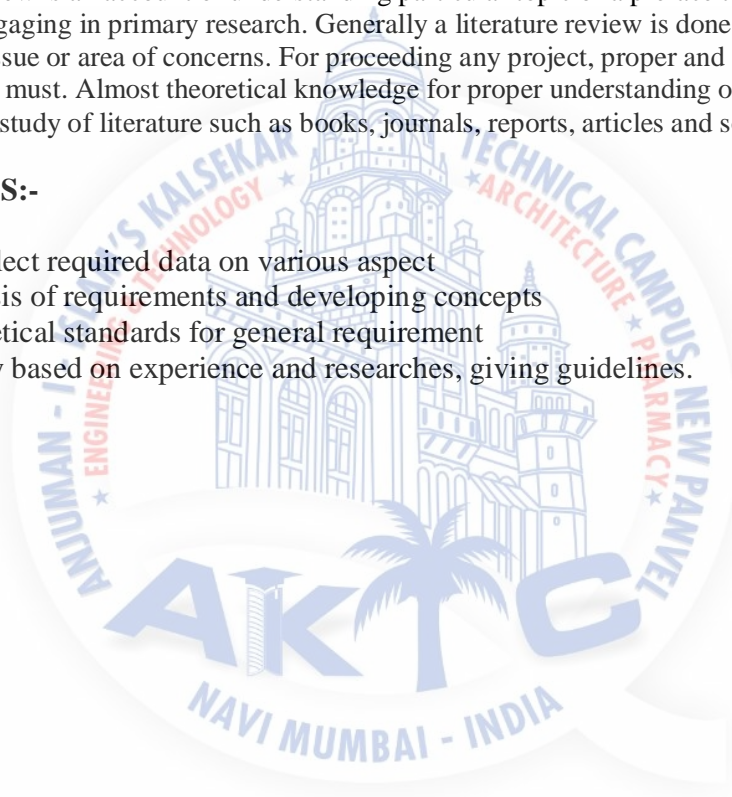
A literature review is an evaluative report of information found in the literature related to your selected area of study. The review should describe, summarise, evaluate and clarify this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research. Works which are irrelevant should be discarded and those which are peripheral should be looked at critically. (Dr. Barbara Webster, 2000)

#### 3.1. Definition & Description:-

A literature review is an account of understanding particular topic or a preface to and rationale for engaging in primary research. Generally a literature review is done to identify the general topic, issue or area of concerns. For proceeding any project, proper and adequate knowledge is a must. Almost theoretical knowledge for proper understanding of the project is gained through study of literature such as books, journals, reports, articles and so on.

#### OBJECTIVES:-

- To collect required data on various aspect
- Analysis of requirements and developing concepts
- Theoretical standards for general requirement
- Theory based on experience and researches, giving guidelines.



### 3.2. ARTICLES

HOME / MUMBAI / OFFICE-CUM-RETAIL COMPLEX TREND CATCHES ON!

## Office-cum-retail complex trend catches on!

— By FPJ Bureau | Feb 12, 2016 12:10 am

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**Mumbai :** Office-cum-Retail Complexes (ORCs), i.e., retail outlets setting up shop in office buildings, is a trend that is picking up fast in Mumbai's ever-changing real estate landscape. New business districts like Bandra Kurla Complex (in pic), Powai, Navi Mumbai and Andheri are homes to this growing trend, according to a report released by real estate consulting firm, Jones Lang Lasalle (JLL).

"Retail works on where the customer is. In business districts there is high footfall of customers every day. Many of these retailers target high net worth office-goers. It makes sound business sense to be around them," he said. Renjhen pointed out that ORCs have been

around for a while now but are just taking off.

Though the traditional Central Business District of Nariman Point does have a few retail outlets, it does not figure high on the list of retailers as the buildings there are of old design and do not offer facilities such as ample parking space and large display area. "While in Nariman Point the average store area is 8,000 sq ft, in BKC it is 35-40,000 sq ft." said Pankaj Renjhen, Managing Director, Retail Services, JLL India.

## Developers step up focus on mixed-use office-cum-retail realty formats

Even today, key portions of several office buildings in major property markets are occupied by food & beverages and retail BFSI outlets.

Kailash Babar & Sobia Khan | ET Bureau | Updated: September 14, 2016, 10:04 IST

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**MUMBAI|BENGALURU:** The combination of retail and office complexes may not be entirely new to metro cities, but the trend of setting up such combined projects is fast catching on. Developers are now looking at experimenting more with a mixed-use format rather than standalone retail formats, allowing for quality retail on the lower floors and commercial spaces on the upper floors.

File photo

Even today, key portions of several office buildings in major property markets are occupied by food & beverages and retail BFSI outlets. Such mixed-use retail developments have opened up a new format that would attract select categories of retailers.

"Of the total retail presence in office buildings across major Tier I cities, a dominant 26% is occupied by food & beverages and a significant 23% is occupied by retail BFSI outlets. While retailers get the dual advantage of paying lower rents compared to premium spaces in Grade A malls, and closer access to their main target segment of office-goers, developers are also open to experimenting more with a mixed-use format rather than a standalone retail format," said Anuj Puri, country head, JLL India.

Such office-retail complexes (ORCs) are emerging as alternatives to high streets, and even malls, for some categories of retailers. "In business district environments, it is important to bring in an optimum mix of retail spaces, which are best suited within that setting. Essentially food, BFSI related outfits bring life into these business districts and should be planned more to optimise the commercial user and not just retail space, to maximise rental revenues. Correctly planned spaces with supporting infrastructure will flourish. We are seeing a rising trend of the same, where 10-15% of the overall space is earmarked for such retail outlets," said Vinod Rohira, managing director, K Raheja Corp.

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## Mumbai mega mall fails, turned into offices

TNN | Apr 7, 2017, 09:05 AM IST



MUMBAI: Falling footfalls in Bhandup's Magnet Mall, one of Mumbai's biggest, has forced its developer to shut down and revamp the 10 lakh sq ft premises into an office-cum-retail complex.

Over the past few years, several malls across the country, including Mumbai, have been converted into commercial or residential complexes because of poor business. But market sources said Magnet is the largest in the country so far to take on a different avatar.

The mall business is considered uncertain because of high gestation and high investment. Only a few have succeeded. Property market sources said as many as 11 malls shut down in the country between 2010 and 2015.

Magnet Mall, located on the busy L B S Marg in Bhandup, is controlled by Mumbai-based developer Neptune Group. It started operations in 2012. Footfalls dropped by 50% in Magnet Mall, which started in 2012, because of online shopping and further worsened after Easy Day, a large hyper market occupying 60,000 sq ft on the premises, closed. "Retailers were bleeding because of e-commerce, so we took a conscious decision to overhaul the entire space for offices and some retail," said Neptune Group CMD Nayan Bheda.

The developer, who will pump in Rs 100 crore to refurbish the premises after it was shut down last year, said half the area will be now sliced into small offices and sold. The remaining space will be sold to clients looking for larger offices while a portion will be retained for retail. "We have planned small boutique offices," said Bheda, who will launch the new project later this week.

In 2009, D B Realty shelved its plan to building the country's largest mall in Dahisar (2.5 million sq ft) and converted it into a residential project.

Two years ago, Nirmal Mall in Mulund, which is close to the Magnet Mall, also virtually shut down after developer Nirmal Lifestyle said it became unviable to run it because of rentals and maintenance charges. The land will be utilized for a residential project.

Kandivli's Raghuleela Mall, Bhandup's Dreams Mall, Santa Cruz's Milan Mall, Vashi's Centre One and Atria Mall at Worli are some of the retail complexes which failed to take off.

A handful of good malls continue to perform extremely well across the country, but many average and poor quality malls have floundered, said Pankaj Renjhen, MD, retail services, JLL India.

A JLL report said for the first time in India's mall history, a net negative supply of retail space was observed in 2016 due to closure of some malls coupled with limited new supply. "While five malls shut last year, 10 others changed their usage to offices, educational institutes, shopping clusters, hospitals and banquet halls, resulting in 3.5 million sq ft of retail space (across 15 malls across India) getting withdrawn from the operational stock," it said.

Last year, the total net absorption of retail space in India was 2.7 million sq ft with Delhi-NCR absorbing about 1 million sq ft, followed by Mumbai at 6 lakh sq ft and Bengaluru at 4 lakh sq ft. "While 13 malls were completed in 2016, 15 malls were withdrawn from the operational stock," said JLL.



### 3.3.LIVE CASE STUDY

#### Haware Centurion Mall

**Architect:** Haware engineers and builders

**Location:** sector – 19, Seawood , navi mumbai

**Area:** 11000 Sqm

**Project year:** 2012



**Centurion**, is a Project at seawood (E), Navi Mumbai, near Seawoods Railway Station, Adjacent to Vashi Palm Beach Road. 2 minutes from Seawoods Station . It has a Prominent location as it is the only mall in Nerul. It is multipurpose project which includes commercial shop/office. Suitable for any kind of shop, office, clinic, lab, coffee shop, restaurant, food court outlet. On the same floor one big restaurant & banquet hall is planned out . Bank is operational in mall as well . Multiplex is added to in this project as there is demand for multiplex in the society .It is the only multiplex in nerul . Considering good height of the shop i.e 14 feet, loft is also provided . It is the business address (landmark) in nerul and seawood .

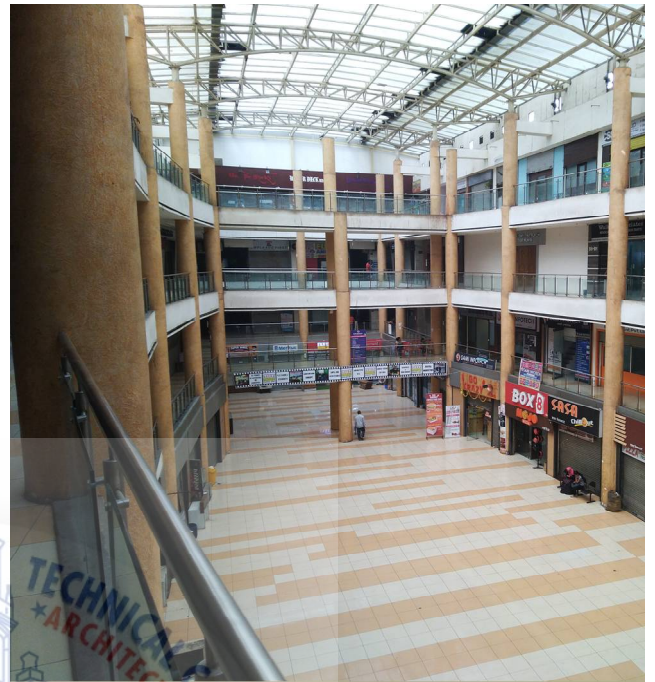


Fig 12 - Materials used in façade - Porcelien tile , Double glazed glass, Aluminium frame

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



- The vertical structural members used in the project is rcc column and for roofing steel trusses are used
- Pvc sheets are used as roofing material because of which the central atrium is subjected to ample amount of light.



- Circulation space in front of the space is only 1.5m



- The central atrium is surrounded by retail shops and offices.
- The centre area can be used as any exhibition space.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

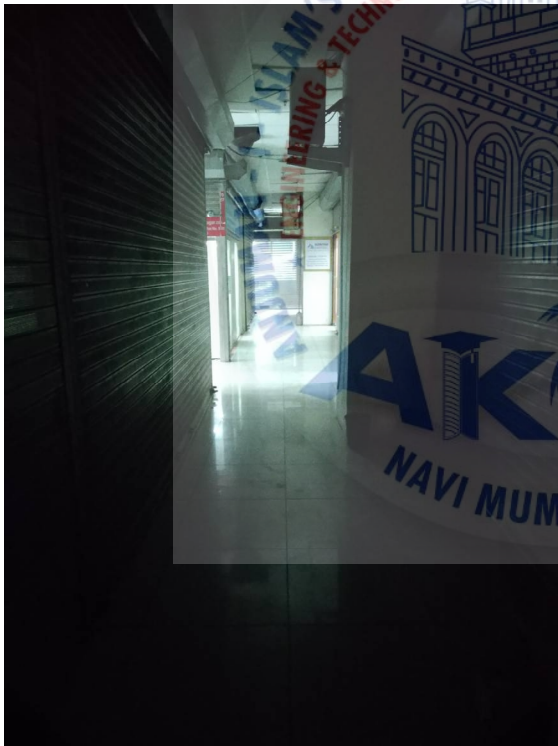
Parking for two wheeler is exactly in front  
of the entrance



AC exhausts is placed in front of the shop because  
of which there is reduction in corridor space.

AC exhaust increases the temperature of that area.

Shop owner has used the ceiling according to their  
interior design because of which there is lots of  
damage in false ceiling .



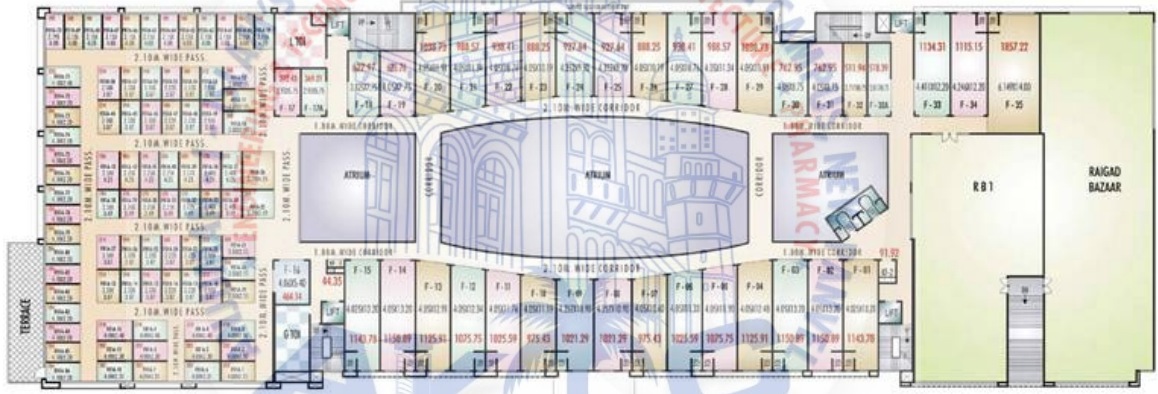
No proper opening for light is given due to  
which there is dark space during day time .

Corridor spaces goes on getting narrow as  
we go ahead in office zone

TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



GROUND FLOOR PLAN



FIRST FLOOR PLAN



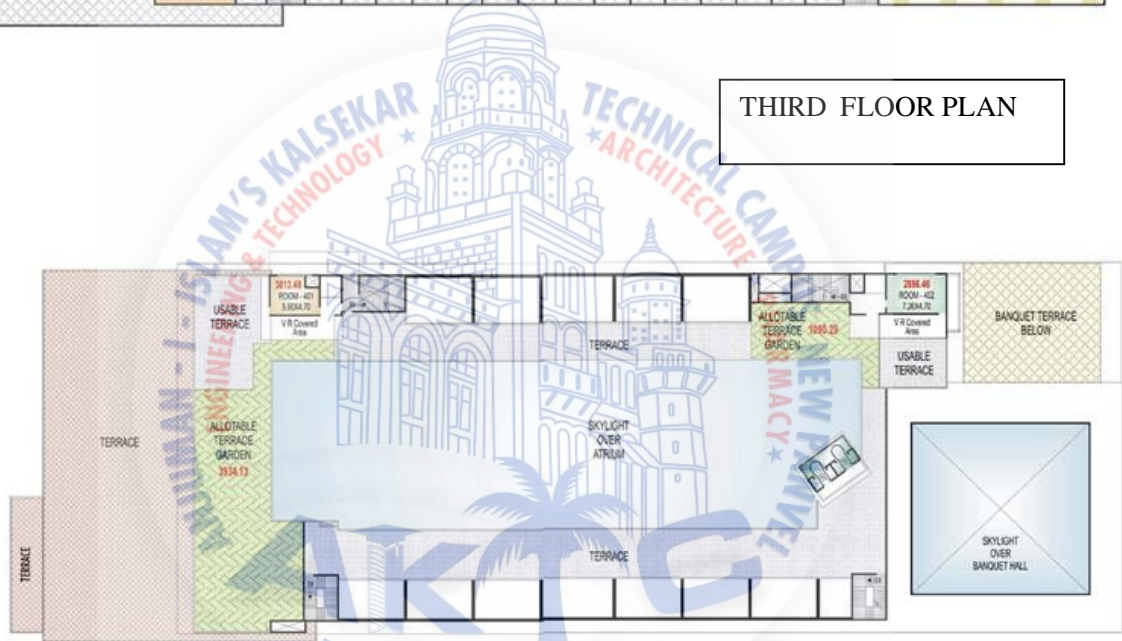
SECOND FLOOR PLAN



TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



THIRD FLOOR PLAN



FOURTH FLOOR PLAN

## Phoenix Paragon Plaza

**Architect:** Gordon Benoy

**Location:** 1B-98, LBS Rd, Kamani, Kurla West, Mumbai.

**Area:** 42700 Sqm

**Project year:** 2011



Phoenix Paragon Plaza is a landscaped plaza consisting of premium boutique office spaces, shops and cafes and is a part of the iconic Phoenix Marketcity Development, Kurla. It has a direct access from the L.B.S. Marg and is just 800 meters from the closest metro station & is 10 minutes from Bandra Kurla Complex.

Phoenix Paragon Plaza is a development of 4.6 lac sq.ft. across 6 levels, with dedicated zones like electronics, fashion, footwear, furniture, food court and flea market, and nano shops for sale/lease from 80 sq. ft. carpet area onwards with possession, expert maintenance and upkeep by the Phoenix Group and state of the art safety and security features.

Phoenix Paragon Plaza has a contemporary design and a planned development which includes ample car parking space in the basement, storm water management, integrated monitoring system, duress alarm at sensitive areas and magnificently landscaped gardens throughout the complex. The retail spaces are available to occupy, or can be fitted out to a bespoke specification catering to individual requirements.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

- 4 floors (, G, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>) of retail shops
- Dedicated zones – Fashion and accessories, jewellery, bridal, footwear, furniture, flea market, food, electronics.
- 80 sq. ft. – 3000 sq. ft. retail units available
- Total No. of units: 421

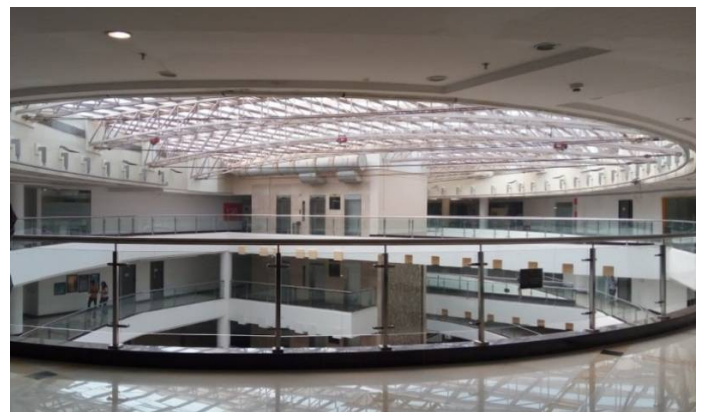


The structural system comprises of rcc framed structure .

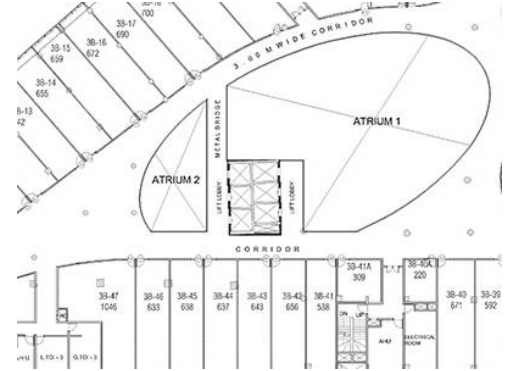
The central atrium has designed tiling pattern which enhances the area .



Trusses and PVC sheet has been used in the atrium so that it provides ample amount of light and rejuvenates the area during day time



TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM

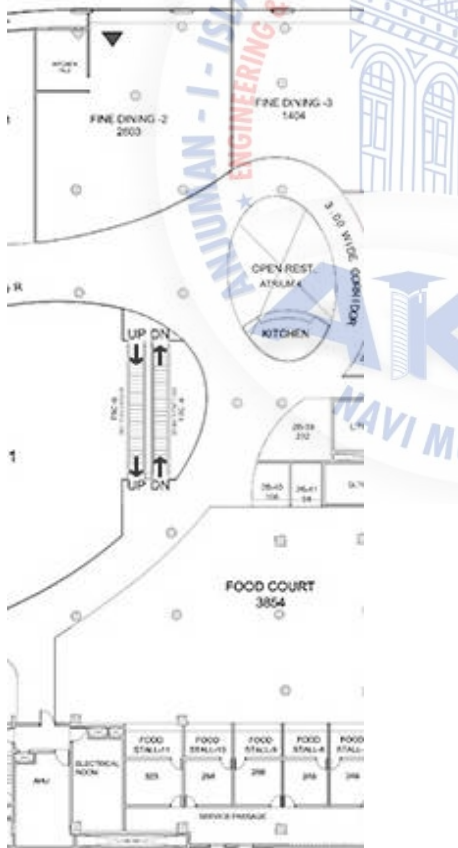


Lift block is been centrally placed in the structure so that the becomes central access to everyone .

There are 6 passengers lift and 2 service elevators .

Capacity of the elevator is 18 person

Dimension of the lift = 2.1 x 1.8m

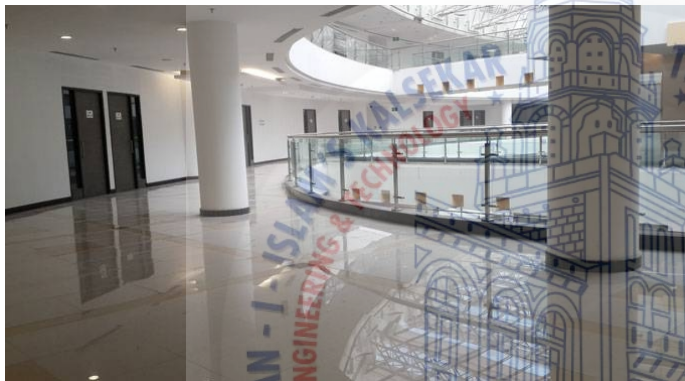


Escalator is positioned at the centre near to food court restaurants , offices and retail shop.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

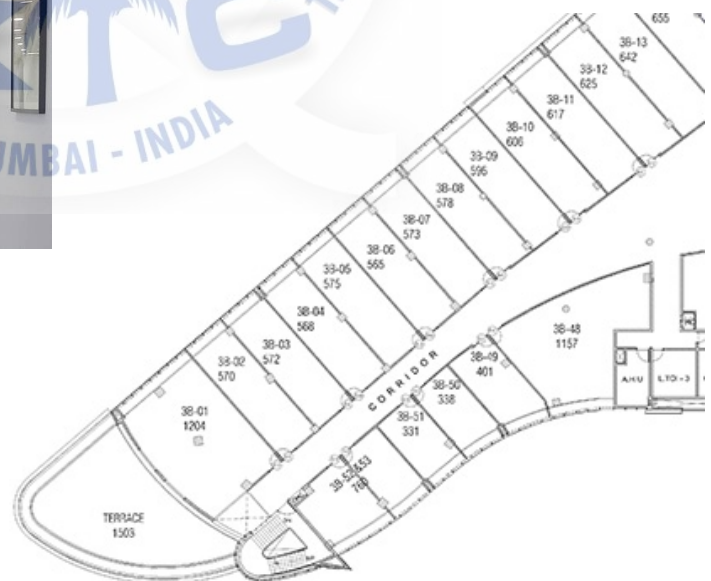
Office space in paragon plaza is available for lease. The office has a useable area of 4,249 square feet and a built up area of 6,537 square feet. It is a bare shell unit so one can design and furnish the space as per the business's needs. This property's uniqueness redefines the work environment by going beyond the realms of physical boundaries. It is considered by many to be an inspiring workplace as retail , foodcourt,and restaurants are located on ground and first floor.



Examples of this building's features and amenities are full time security, two lifts, reserved car parking (three reserved car parks comes with this unit), visitor's parking, a cafeteria, power backup, a fire fighting system, water storage, vitrified tiles flooring in common areas and a beautiful and well maintained garden. To boot, this property is conveniently located within driving distance of Bandra-Kurla Complex and Kurla Station and is well connected to the Harbour Line and the Central Line.



Offices modules are designed such that they can clubed and joined as per their need



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM1<sup>st</sup> floor retail corridor2<sup>nd</sup> floor food court

20,000 sq. ft. of dining area with a full-fledged food court



The whole market city facilities 2500 car parks out of which 640 have been dedicated to paragon plaza

## EXTERNAL FINISH

At the upper level on the side of the facades, space have been provided for Advertisement

Forthcoming attraction, Cinema poster

Which are visible from a distance governing the external elevation

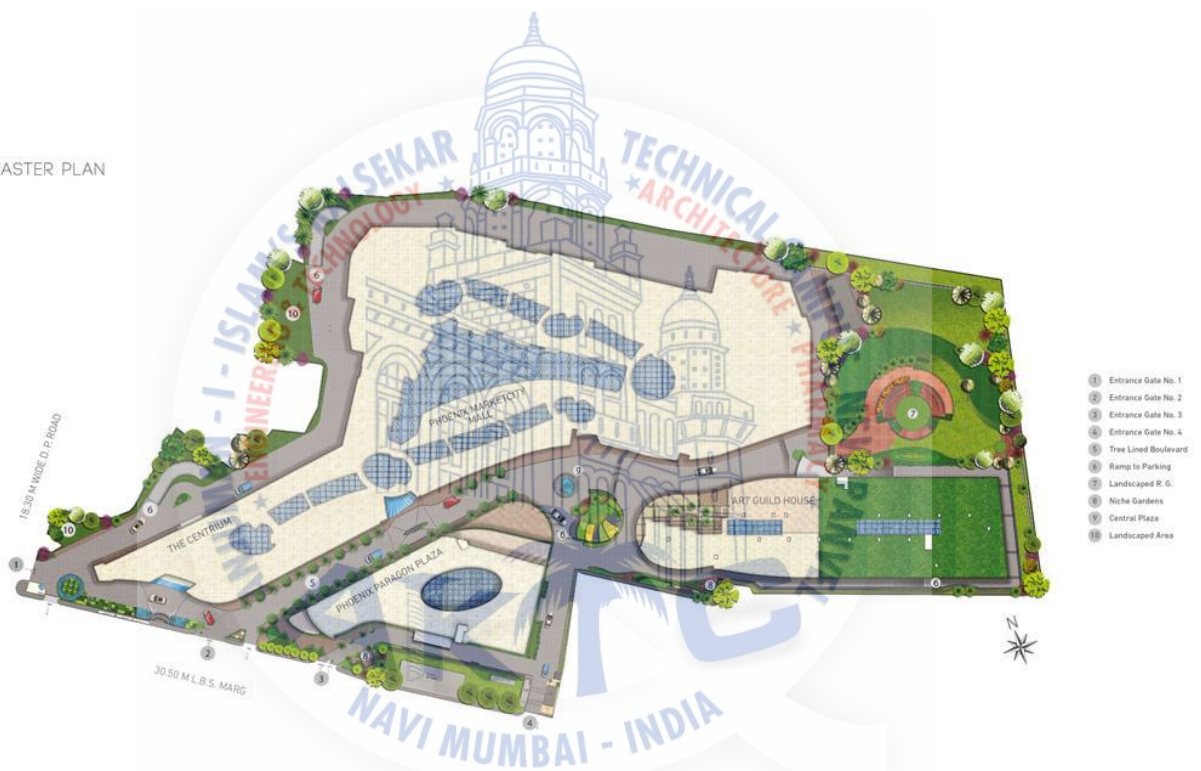


TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



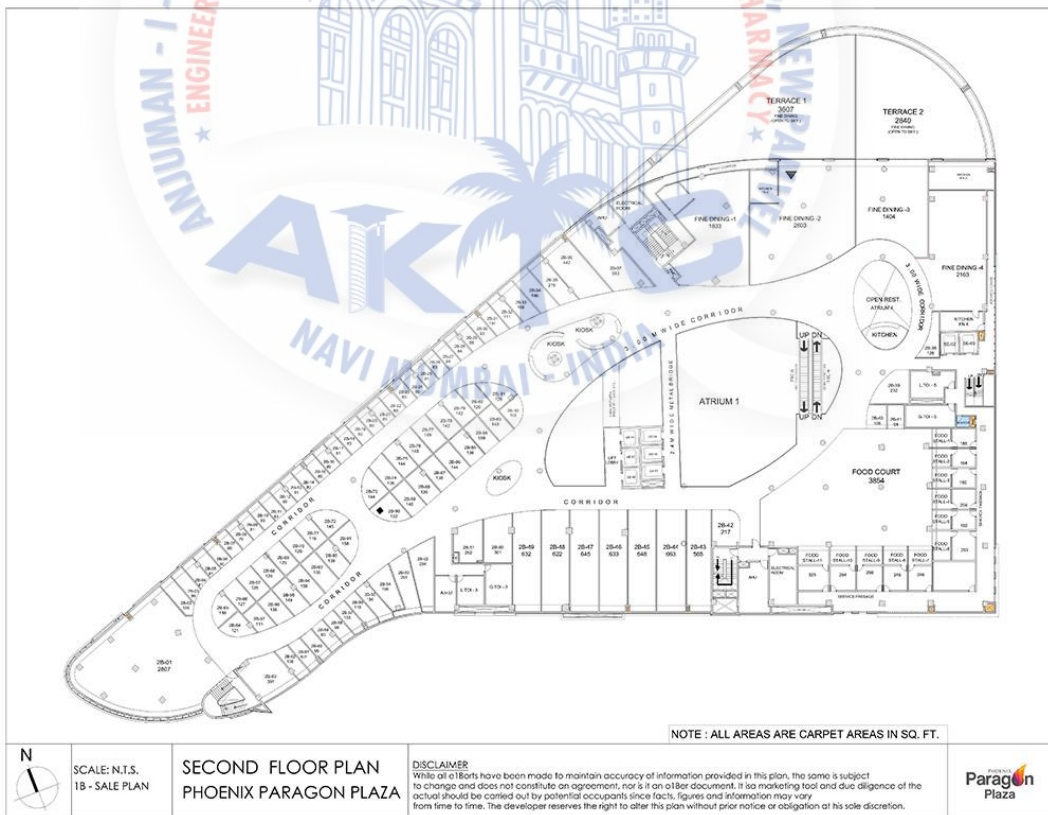
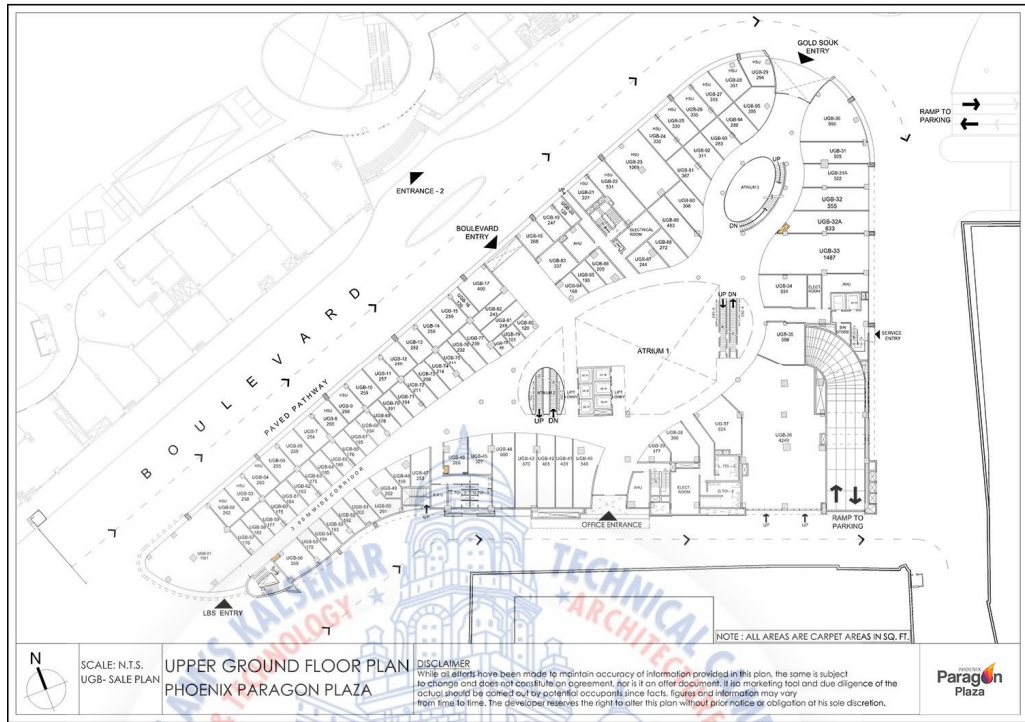
Terraces have been designed for restaurants  
 It also acts as a personal event space and anyone can take it for rent

MASTER PLAN



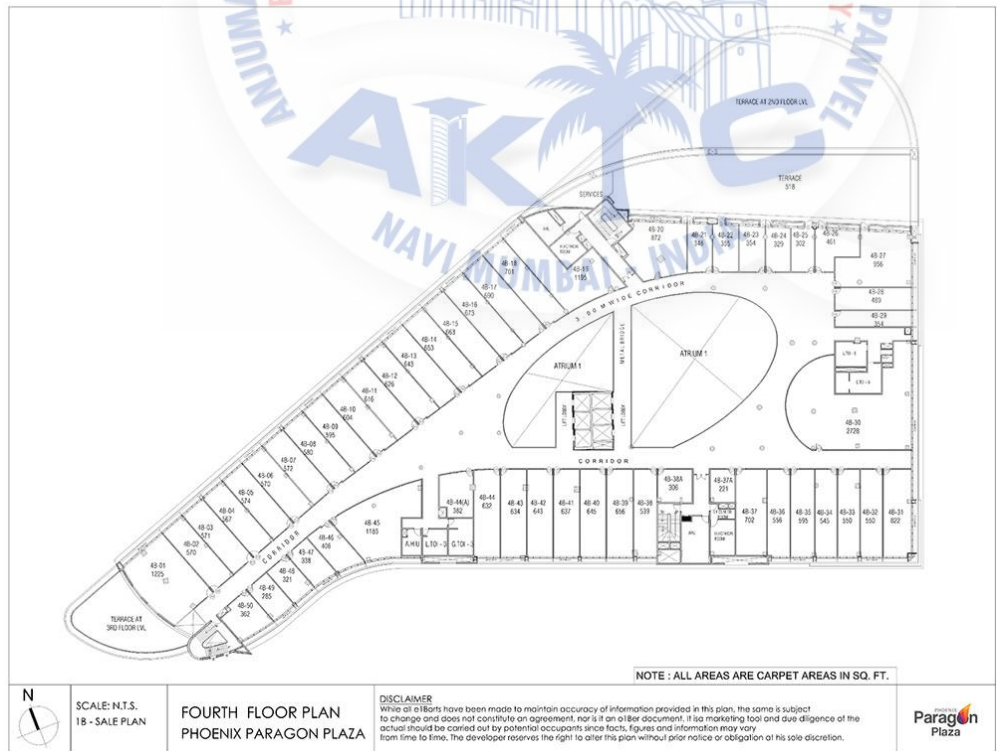
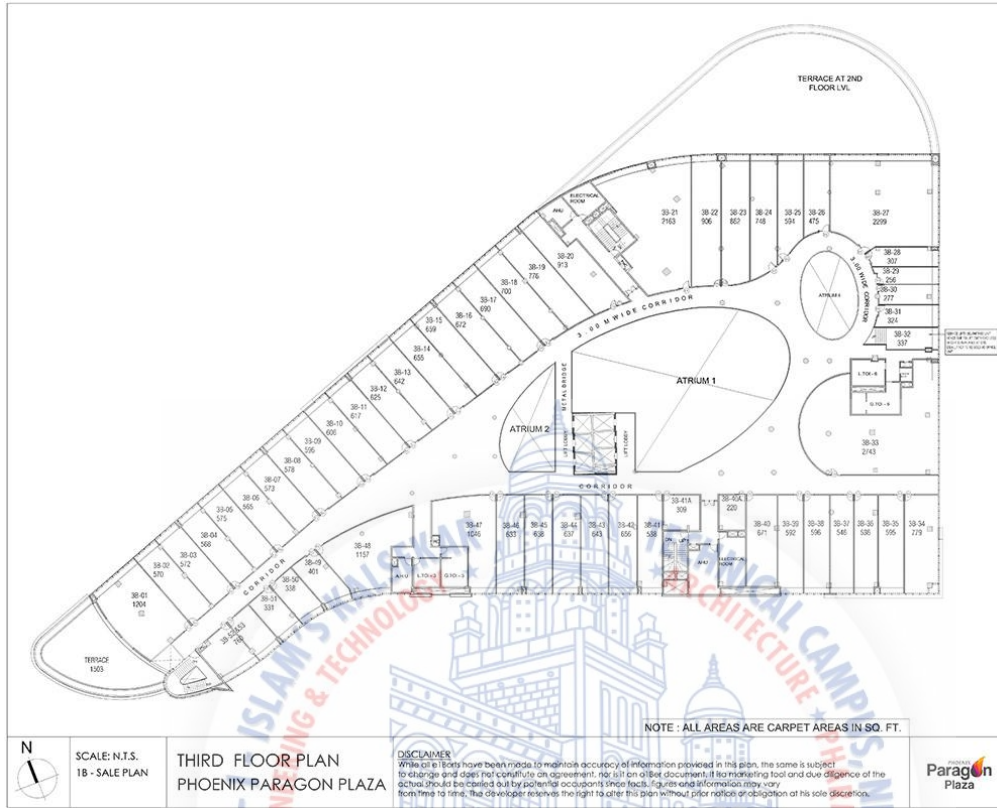
Map 1 – master plan

TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM





TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



### 3.4.INTERNET CASE STUDY

#### Meydan - Umraniye Retail Complex

**Architect:** FOA Foreign Office Architects, Farshid Moussavi and Alejandro Zaera-Polo

**Location:** Istanbul, Turkey

**Site Area:** 55000 Sqm

**Project year:** 2007

Their concept was based on the word “meydan”, which means a market or meeting place. Laid out around a central piazza with fountains are shops, cafes, a restaurant and a cinema. The Umraniye retail development aims to perform not just as a proficient retail complex but as a true urban centre for the future development of one of the fastest growing areas in Istanbul. Currently located in a suburb, the site will become in the near future a dense urban fabric built around the expanding retail complex currently located in the site.



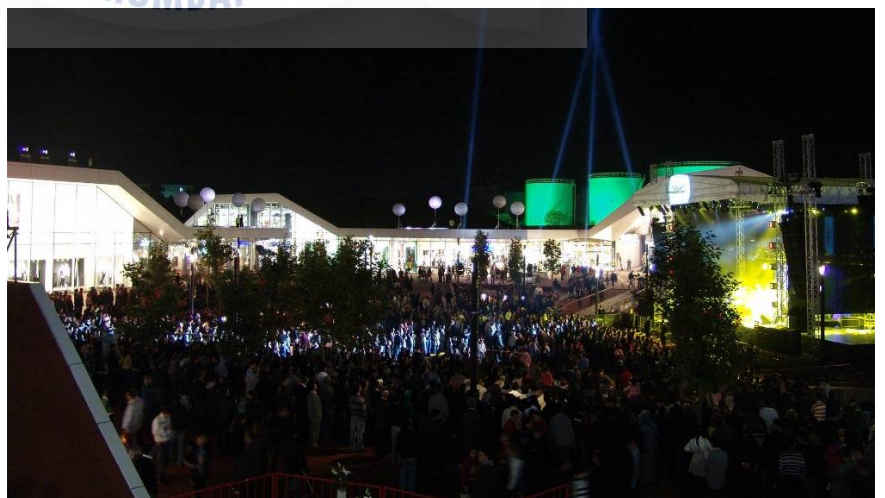
The building anticipates through its geometry and circulation strategy its subsequent integration into a dense inner city context aiming to formulate an alternative prototype to the usual out-of-town retail box development. The provision of underground car parking is a major part of this strategy, liberating substantial amount of ground floor space to be used for landscaped areas and a new urban square in the centre of the scheme.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



The different retail spaces are connected with one another and form a ring like continuous volume around the central square. Roofs of these retail spaces, some of them sloping, are designed as gardens with extensive vegetation. Ramps connect the level of the central square with the roofs of the retail spaces which coincide with levels of the surrounding neighborhood. In addition to the physical continuity created between the retail spaces and the surrounding context, roof lights introduced to the retail areas create visual contact between the shops and the roof gardens.





TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



The rooftop is fitted likewise with rooftop lights that give sunshine and ventilation to the inward spaces. Every one of the surfaces of the undertaking that are not planted with greenery, the two heights and floor surfaces, are clad or cleared with a similar material: earth-hued fired tiles that fuse different degrees of aperture relying upon capacities and uses behind.



The focal square is actuated however various new person on foot courses, connecting the underground auto stop to the ground level and available from the more extensive city setting however two new courses over the roofscape.

Comprehensively cantilevered rooftops give insurance against the sun, shading the coated shopfronts. An abundant, delicately rising walker course connects the square – which can likewise be utilized for brandishing occasions and merriments – to the adjacent lodging region.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

In Meydan Shopping Mall, all roof area is about 45.000m<sup>2</sup> of which 22000m<sup>2</sup> is green roof and some parts of the green roof are open to visitors as pedestrian way. Green roof, besides its aesthetical contribution, is also a great heat insulator which allows significant energy savings for the building. Additionally the soil on the roof acts as a natural filter for the chemical particles and dangerous substances in the air of the city. The green roof in the mall is exposed to loads of more than 300 kg per m<sup>2</sup> due to soil and live load. With the load and span combination of this building, the classical roofing products were not eligible for this project. Therefore, Almetan's 55/840 Trapezoidal sheets were preferred in the project because of their optimum performance in such span/load combinations. On top of the trapezoidal sheets, rock wool and then membrane was applied.



Fig 13 –steel is used as structural roofing system

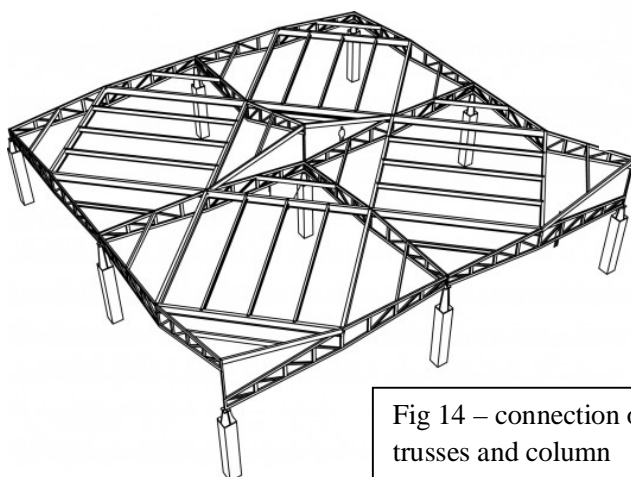
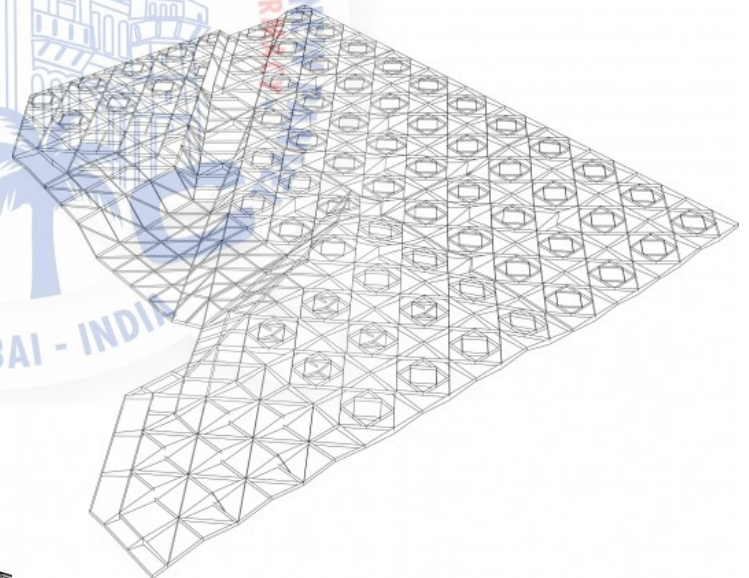
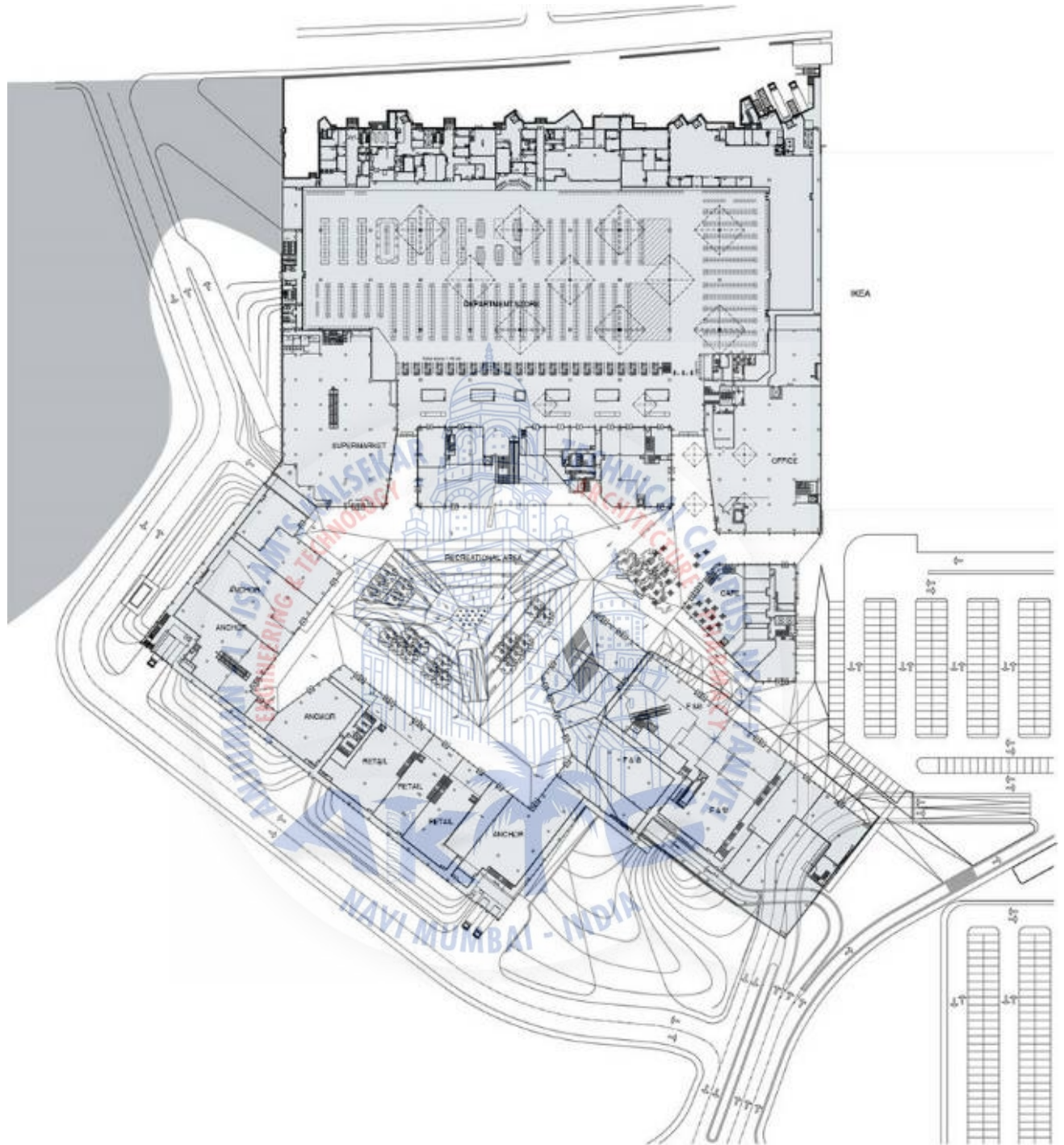


Fig 14 – connection of trusses and column



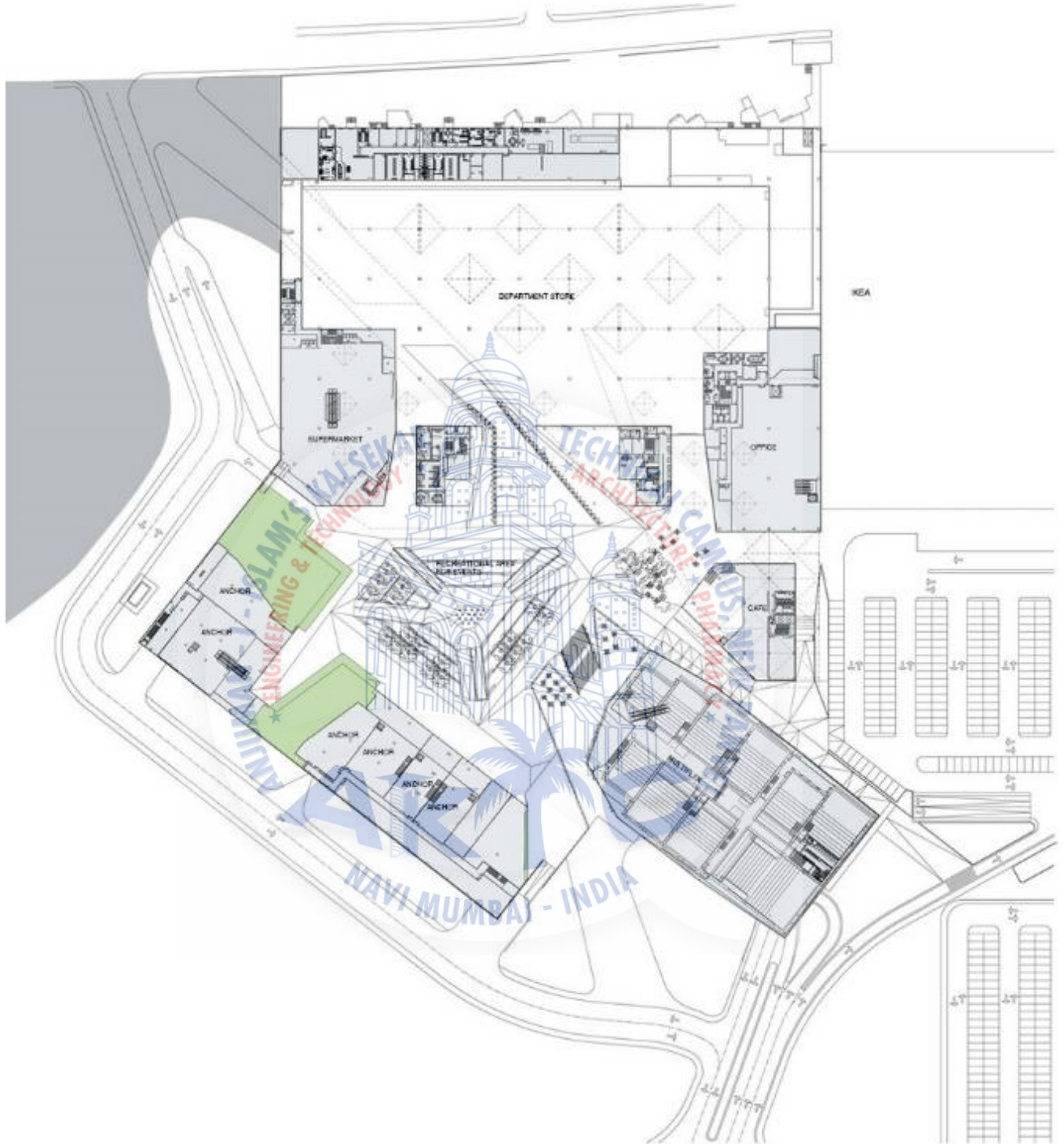
TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



Ground floor plan



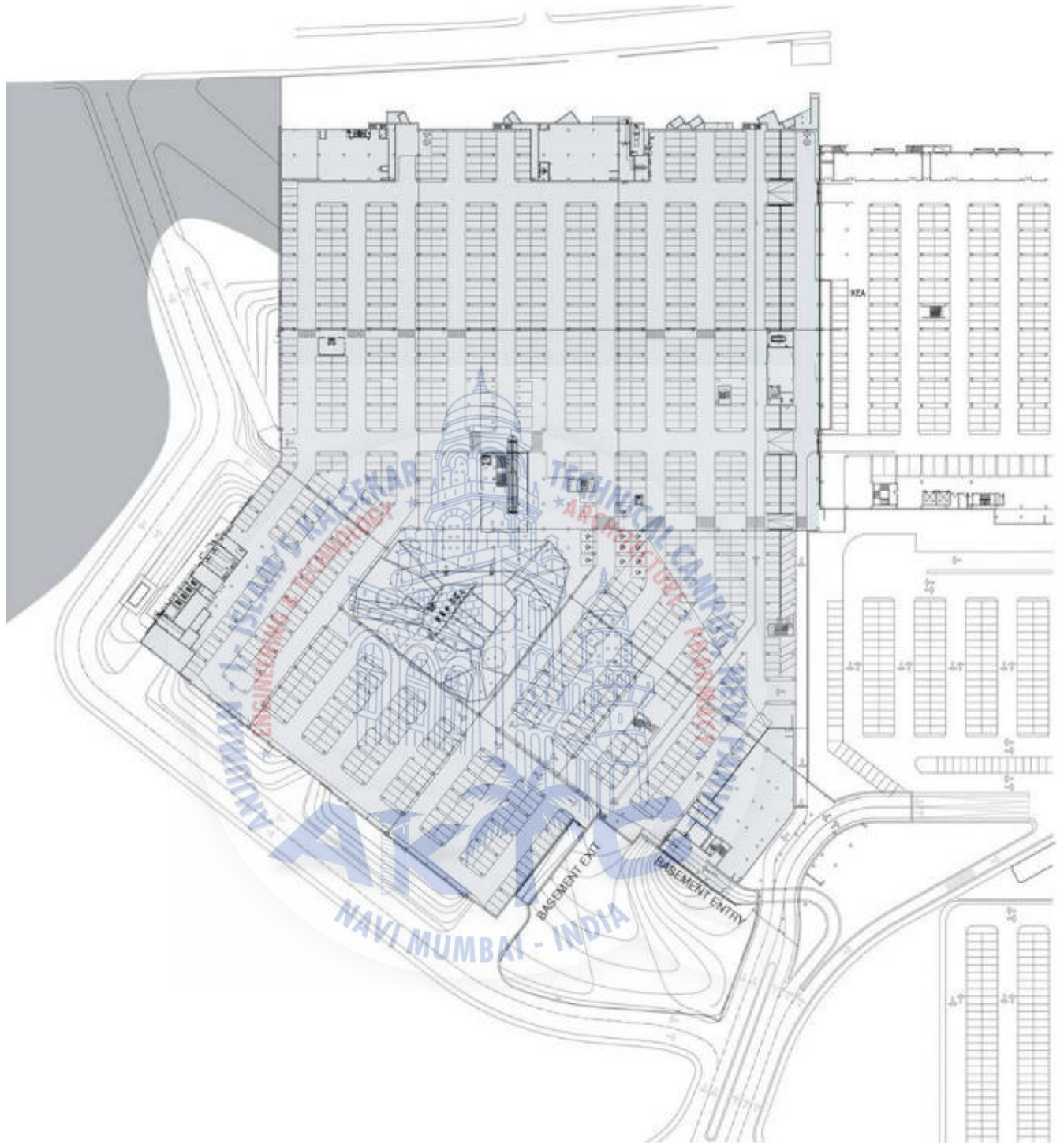
TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



**FIRST FLOOR PLAN**



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



**BASEMENT PLAN**

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM**Mega Foodwalk****Architect:** FOS**Lead Architect:** Makakrai Suthadarat**Location:** Bang Kaeo, Bang Phli, Samut Prakan 10540, Thailand**Site Area:** 48000 Sqm**Project year:** 2018

The size of Megabangna shopping center is as big as a residential area. Its focal building is seen as a downtown, while Foodwalk zone on the east wing is depicted as farmland with more green zones and trenches. The new expansion of retail zone situated on the eastern outskirts past the current zone could then be conceptualized as a 'Valley', a standout amongst the most lovely characteristic geography in which its cozy focal space is encased by consistent facing of lavishly mountains.

The building idea of the new augmentation, 'The Valley', in this way gets from the geographic character of its allegory. To make comparative climate to a characteristic valley, the format of the new outdoors shopping center is created around a focal yard space, in which an indented square with an amphitheater down beneath goes about as a clients' principle social space for get-together and holding a wide range of occasions.





TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

Proceeding from the depressed square on the base level, the inclining green zone amidst the design, called 'the Hill', delicately rises to associate easily. The Hill is planned to be a loosening up space where individuals can completely submerge themselves into the rich scene with water highlights and outside furniture. By inserting a rich greenery away from any confining influence air patio and all through the building, the undertaking turns into a crossover of a commercial center and an open stop where social collaborations are more energized among individuals.

All the while, system of walkways along shopfronts on each level is associated with the current passageway and another auto stopping building by means of connection connects and shrouded walkway with the end goal to finish a consistent dissemination framework between the two stages without deadlock, between the two phases without dead end.



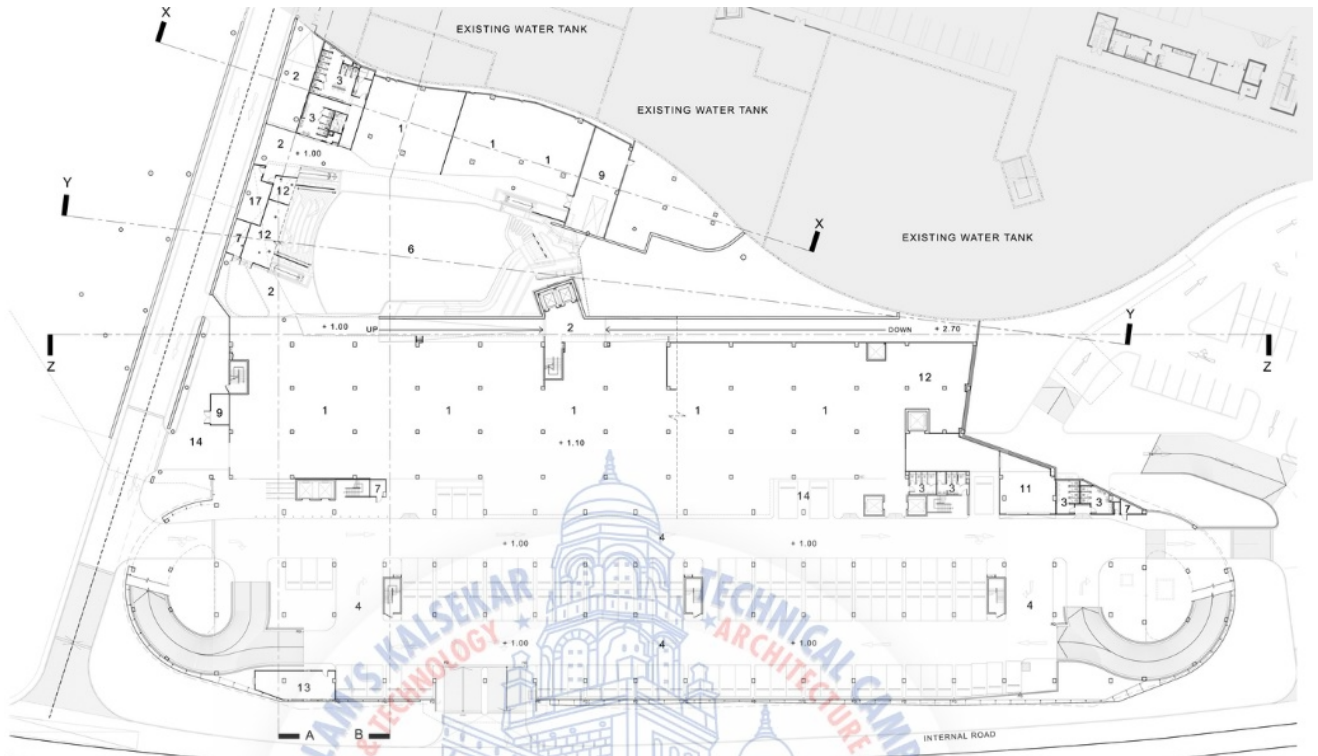


TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

Client based scene configuration makes another approach to encounter both scene and shops that are situated at various levels. Amphitheater seating with certified wood complete gives comfortable onlooker seating for the duration of the day and night. liberal group access to the lower level court from the higher principle entrance level of the shopping center. The pathways are well disposed to all clients with delicate inclines that are cripple open. The scene configuration is an extremely intuitive and experiential space that urges guests to be in contact with its material plan. The scene for Mega Food Walk is a striking plan that draws in its guests all through the site, including the moving wellspring court at one end of the site augmentation. The extension zone speaks to a wedding of various orders to make a one of a kind business encounter that draws in at almost every corner and way.



TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



- 1. SHOP
- 2. CORRIDOR
- 3. WC

- 4. CAR PARKING
- 5. GARDEN
- 6. EVENT PLAZA

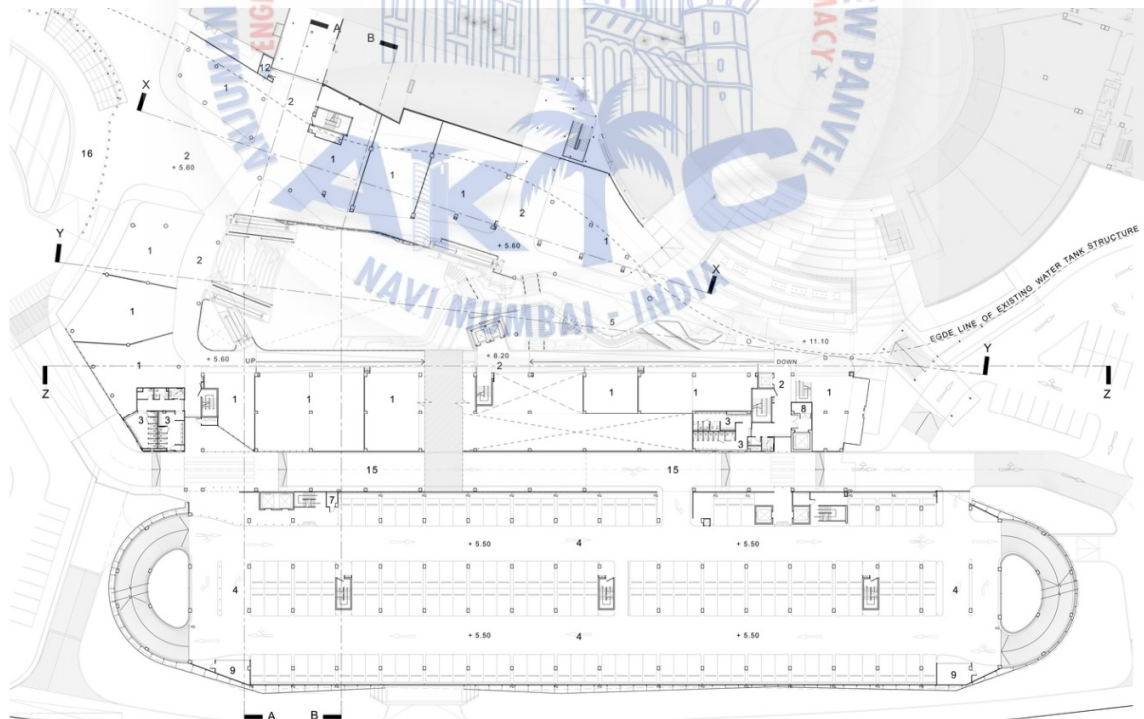
- 7. ELEC. ROOM
- 8. MCB ROOM
- 9. MEP ROOM

- 10. SERVICE CORRIDOR
- 11. GARBAGE ROOM
- 12. STORAGE ROOM

- 13. SECURITY ROOM
- 14. LOADING AREA
- 15. ROAD

- 16. DROP-OFF
- 17. DRESSING ROOM

LEVEL 0



- 1. SHOP
- 2. CORRIDOR
- 3. WC

- 4. CAR PARKING
- 5. GARDEN
- 6. EVENT PLAZA

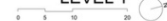
- 7. ELEC. ROOM
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- 15. ROAD

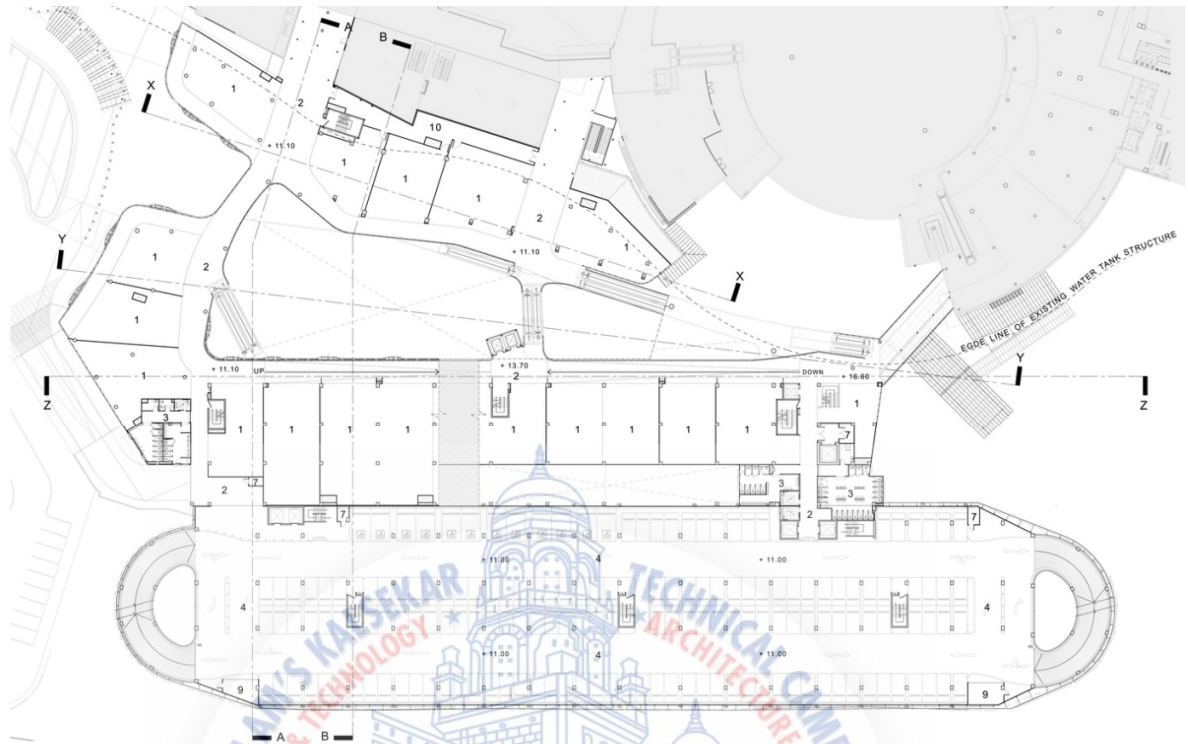
- 16. DROP-OFF
- 17. DRESSING ROOM

LEVEL 1

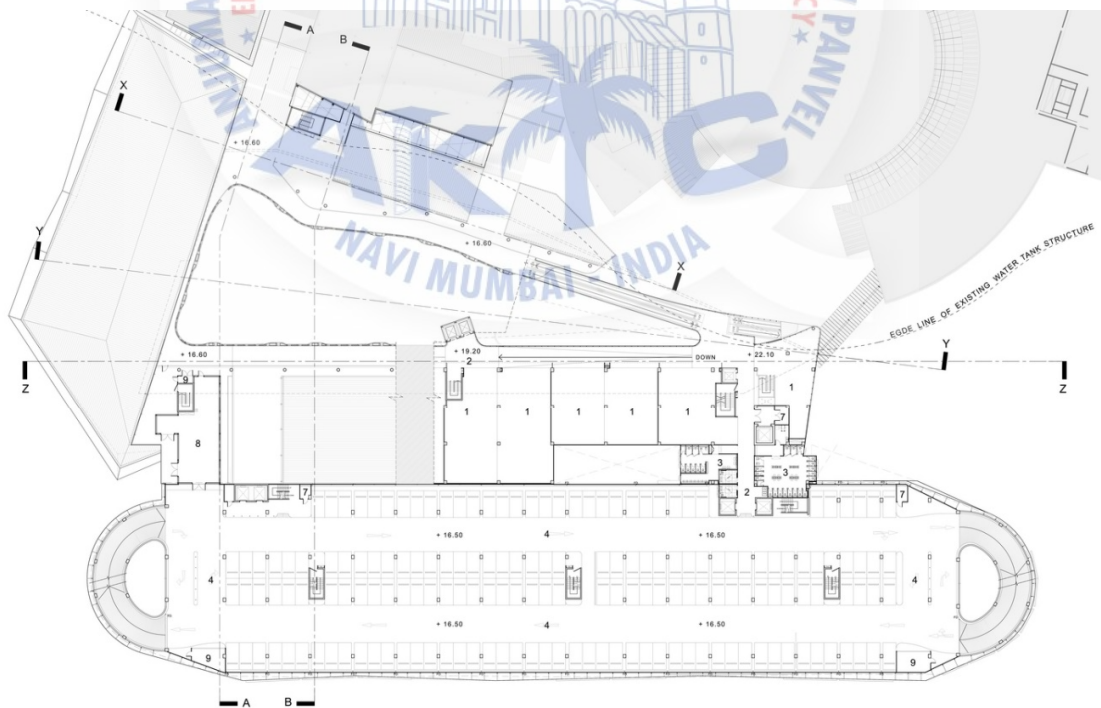




TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



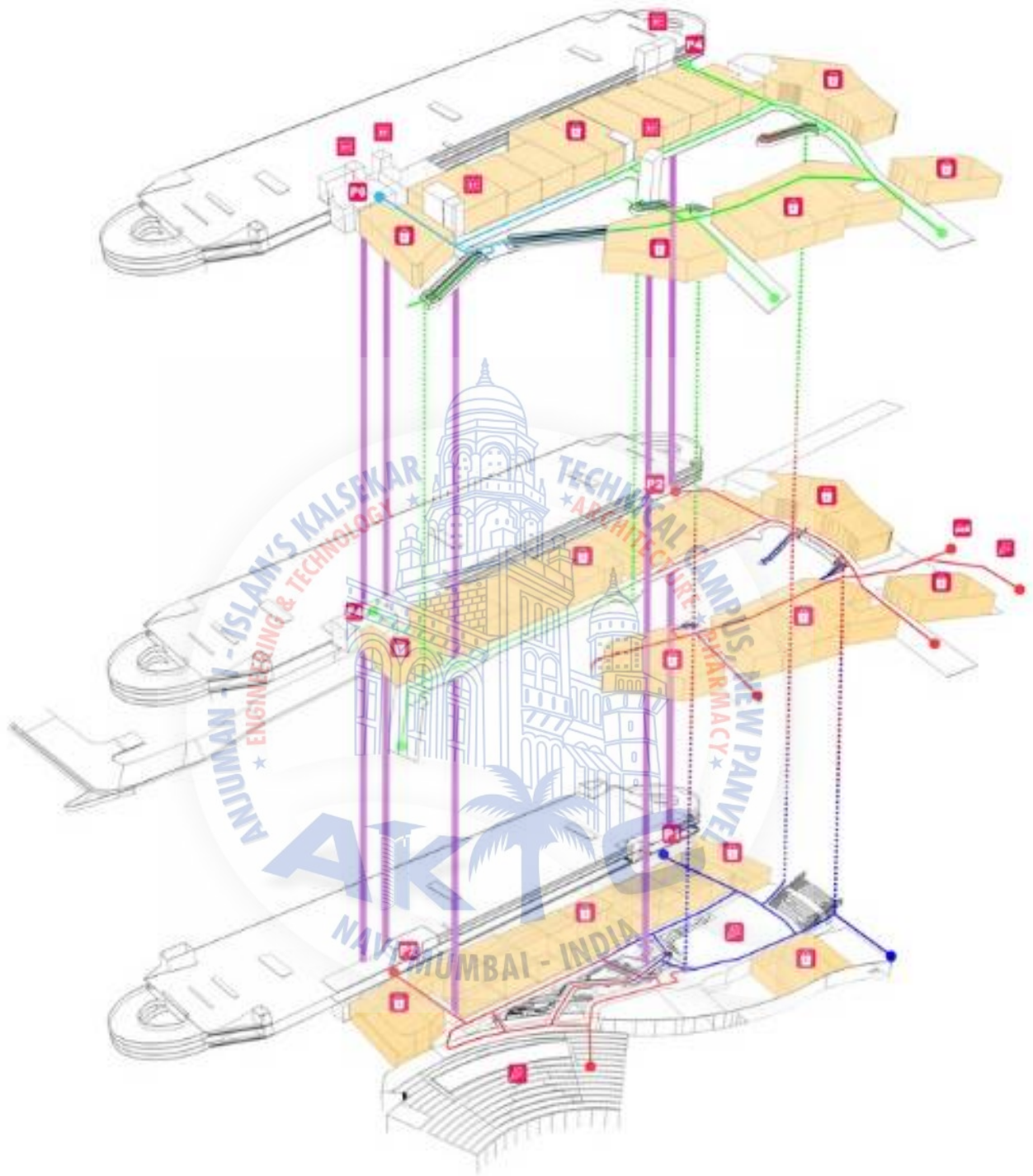
LEVEL 2



LEVEL 3



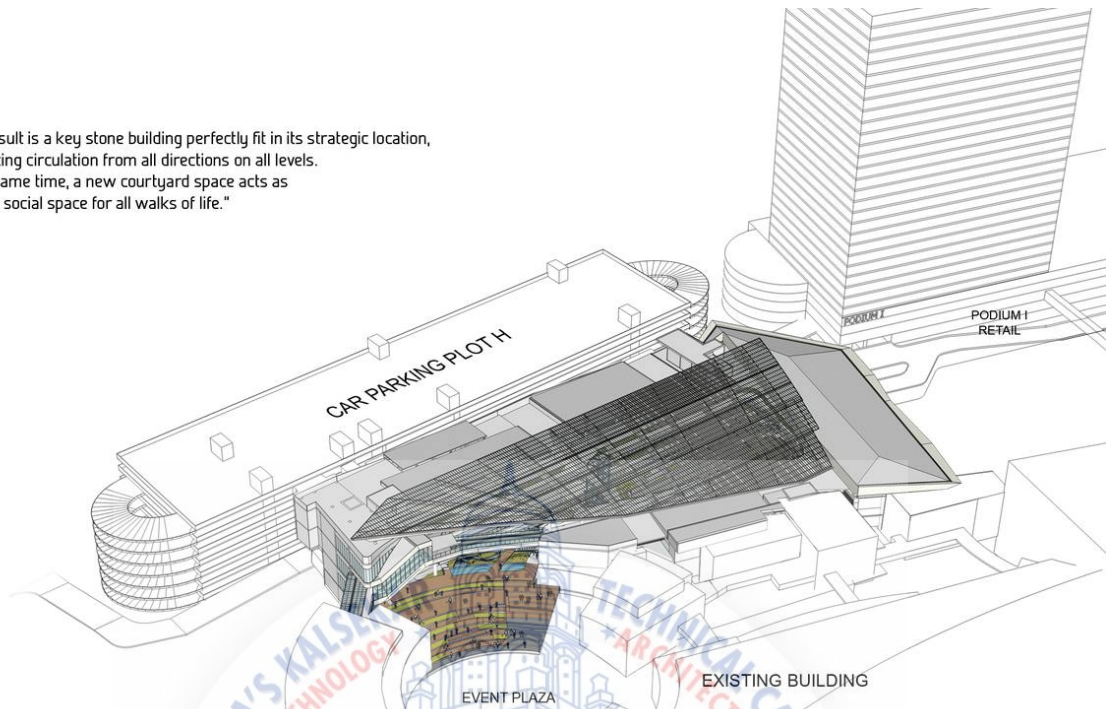
TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



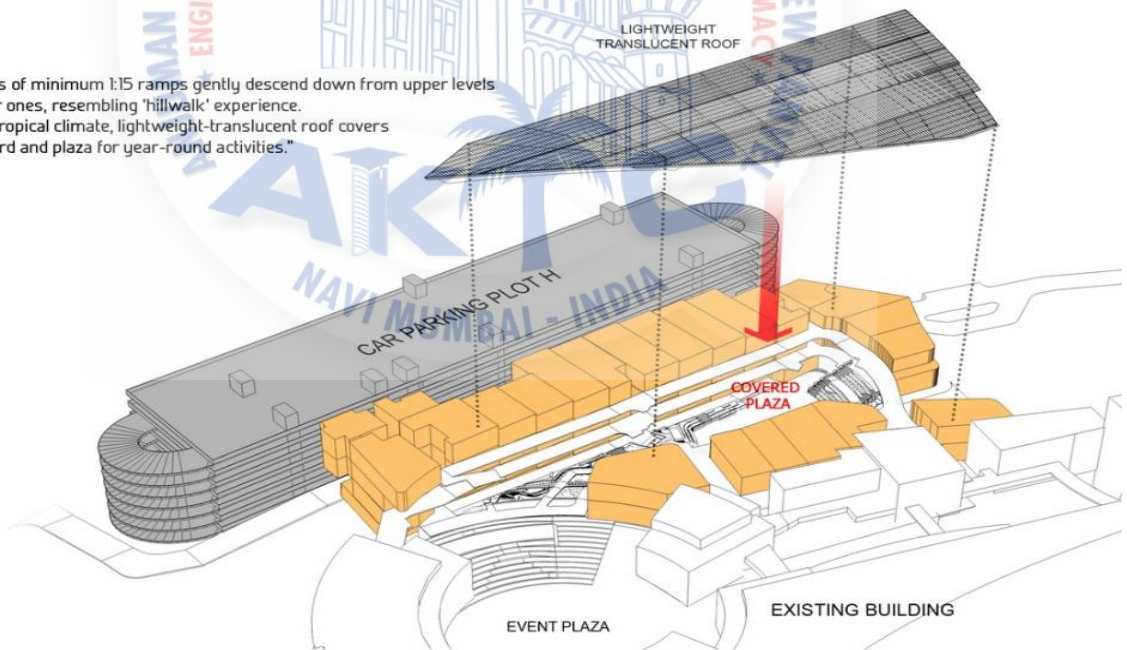
CIRCULATION DIAGRAM

TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM

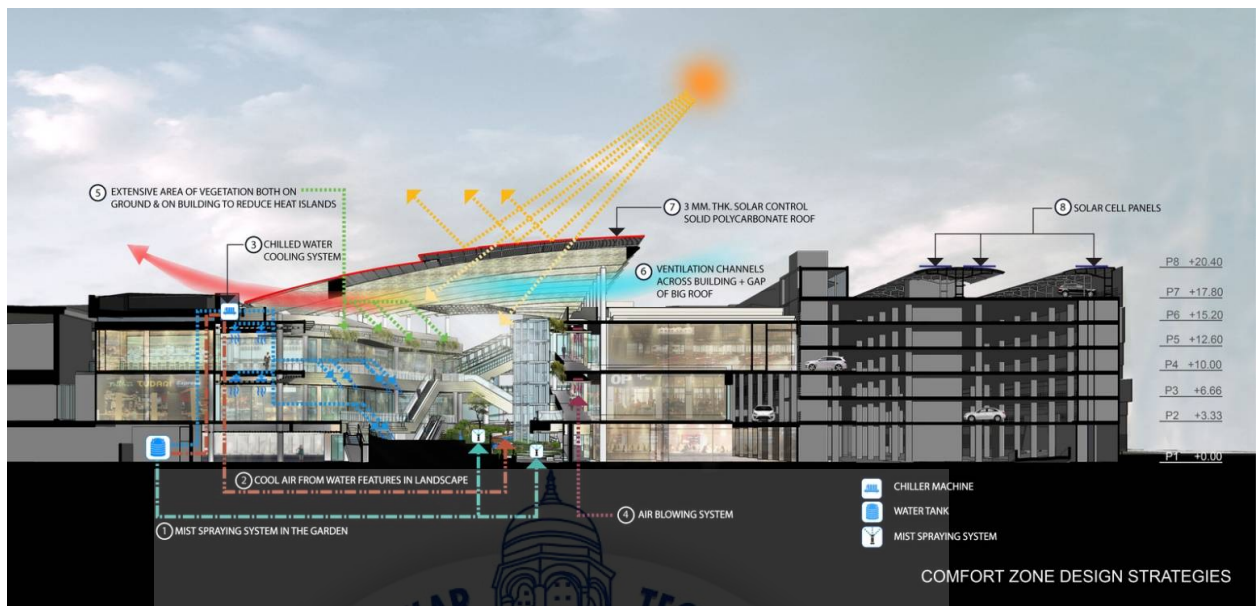
"The result is a key stone building perfectly fit in its strategic location, connecting circulation from all directions on all levels. At the same time, a new courtyard space acts as a green social space for all walks of life."



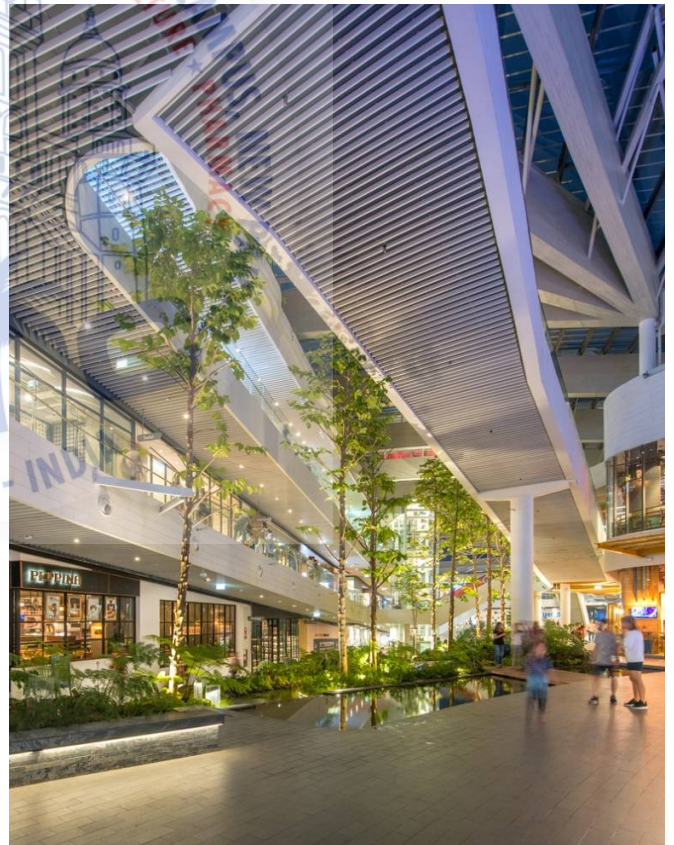
"A series of minimum 1:15 ramps gently descend down from upper levels to lower ones, resembling 'hillwalk' experience. Due to tropical climate, lightweight-translucent roof covers courtyard and plaza for year-round activities."





TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

The microclimate inside Mega Food walk is controlled by the mix of scene plan and inventive designing bringing about a waterscape that is an effective impetus of exercises, where grown-ups can appreciate the air while youngsters line up for the intelligent water highlights. The water highlights shopping center's cooling framework by taking advantage of the building's chiller framework through the warmth trade of its cool water channels. The cool water streams along different highlights in the scene, as the changing physical type of wandering streams, swells, and falls of water conveys one of a kind types of water sprinkle and an evaporative cooling impact at each twist. Furthermore, covered fly fans make a blustery wind stream which disseminates cool dampness from the water highlights' surface. Subsequently, the microclimate is changed in accordance with a perfect human safe place while additionally giving added dampness to plants to develop.





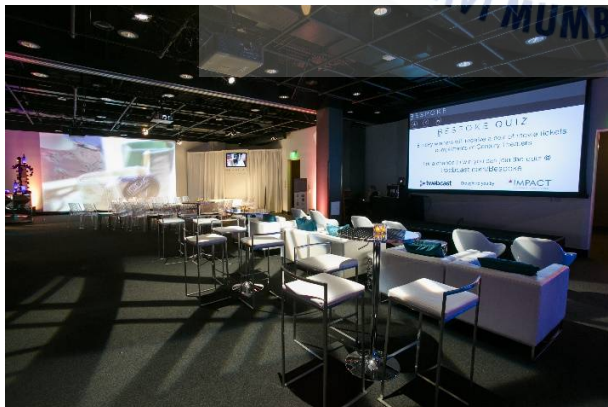
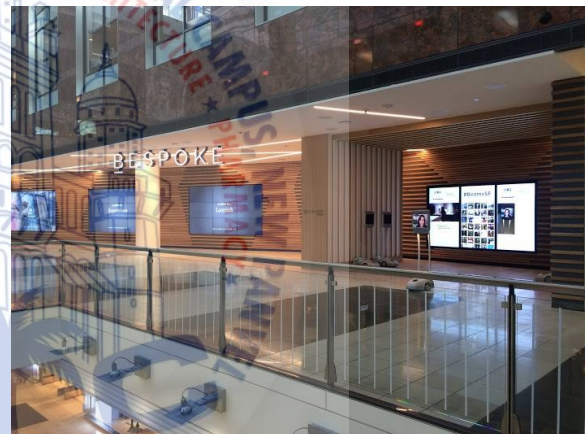
TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM**Bespoke Coworking, Westfield Mall, San Francisco**

Total Square metre : 3500sqm

Collaborating is persistently ending up more well known, regardless you have moderate workspace alternatives in San Francisco. One of your best choices is situated in the upscale Westfield Center.



Situated on the best floor of the shopping center is Bespoke Coworking. Bespoke Coworking is a triple risk space. Neighborhood experts utilize it as a cooperating space, occasion space and item demoing focus.



Bespoke as of late brought their blockades down, catching enthusiasm among easygoing customers and tech fans alike. Westfield Labs, Westfield Corporation's exceptional development lab, made Bespoke to overcome any issues between built up retail territories and rising advanced players, bringing about a fresh out of the box new innovation based retail understanding

TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM



### UNIQUE PHYSICAL SPACE

- In the heart of Union Square, directly over the BART line.
- One-of-a-kind astro-turf bocce ball court.
- Stadium seating.
- Access to kitchen, cafe area and bar.
- Mingling capacity: 300

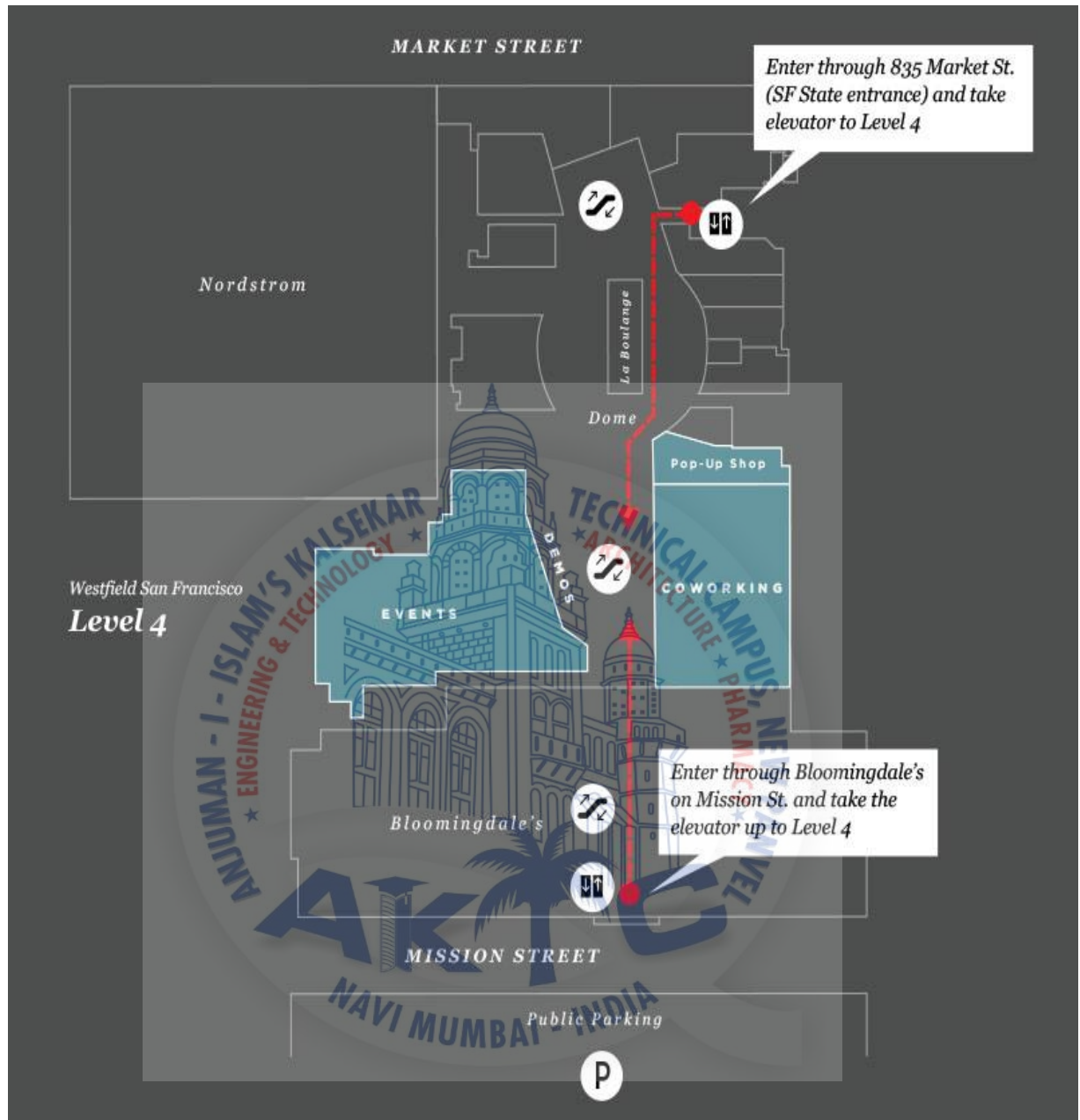
- A place where individuals come to find something new session their organization, and for the most part about themselves.
- Individuals are not looking to simply go out to bars or clubs, they need to make an association and get propelled. Meetups take into consideration intriguing topic with an inherent group of onlookers of entrepreneurs, thought pioneers, purchasers, advertise sharing devotees and individualists.

### POP-UP SPACE

- This is your chance to exploit the retail channel inside a shopping center; interfacing with the two vacationers and neighborhood shopping center goers.
- Westfield is the epicenter of tech and retail; home to creative new companies, as well as the best retail marks
- Interact and repeat profitable item learning without the perpetual buildout of a store.
- Brands effectively enter another market and dispatch new items by getting constant criticism from buyers. Buyers get the opportunity to collaborate with new items.
- Consumers get to interact with new products.





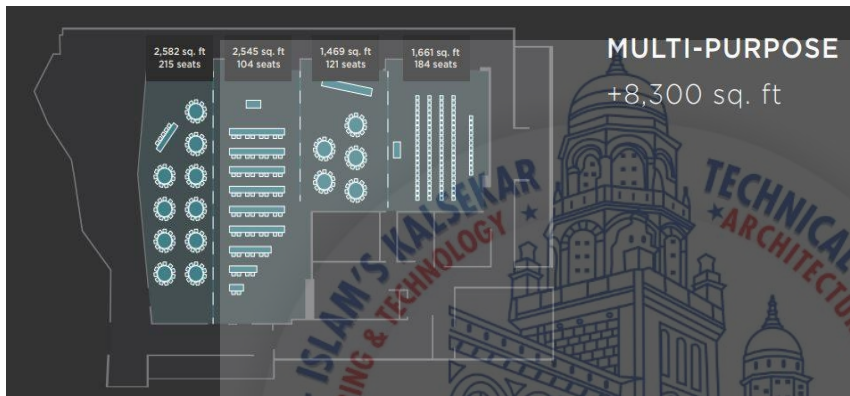
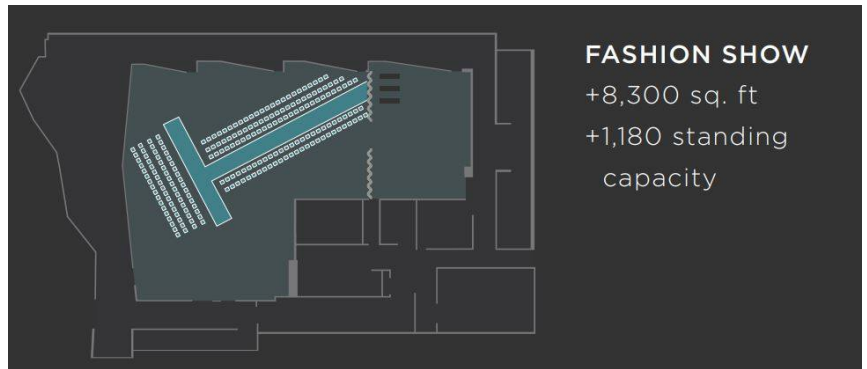
TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

Westfield Labs, depicting themselves as "a worldwide advanced lab concentrated on improving the retail biological community by utilizing the social, versatile and computerized advertise openings that combine the advanced customer with the physical world", has reconsidered the cutting edge shopping center space with Bespoke. In the time of advanced cells and Amazon Prime, the regular shopping center could be in threat of getting to be out of date. Westfield Labs handled this issue and verified that innovation doesn't really make the physical space unessential, rather, it very well may be utilized to associate the physical space to the purchaser in new and clever ways.



TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM

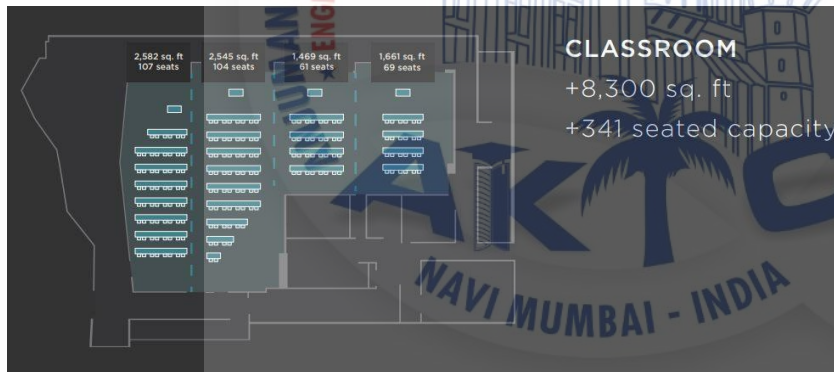
With a consistently expanding requirement for occasion space in San Francisco to have item dispatches, workshops, runway shows and the sky is the limit from there, the effectively transformable nature of the space has made it perfect for occasions both



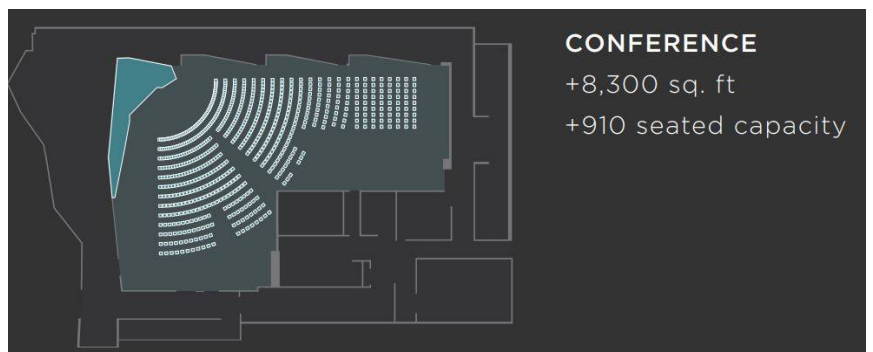
extensive and little.

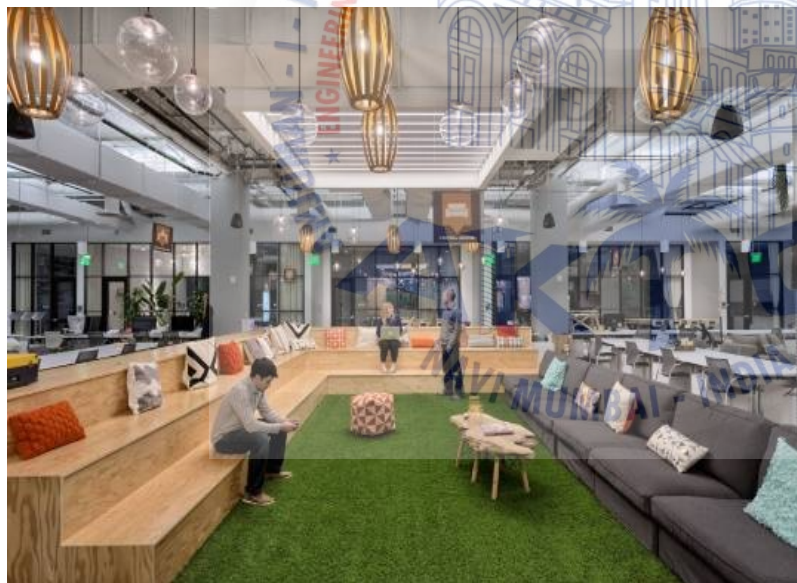
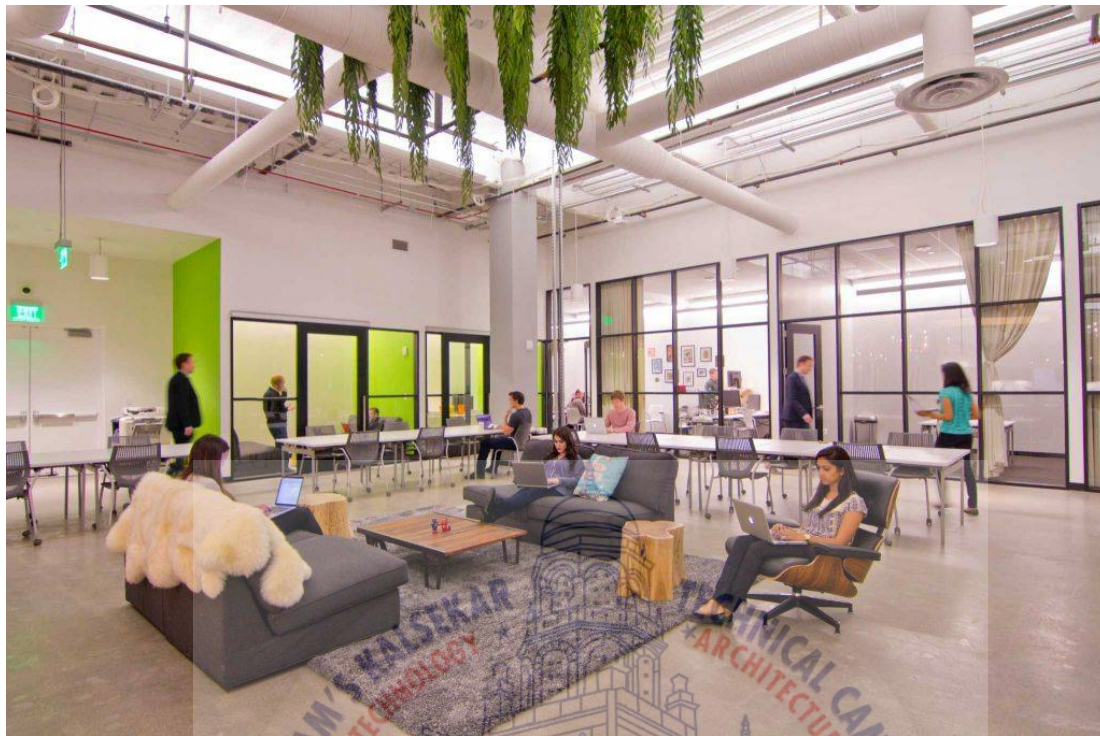
it's most known, notwithstanding, for being a place for retail and tech industry new businesses and experts to assemble. Fantastic systems administration openings are in plenitude. Both present day and roomy, you'll likewise

discover the work territory inconceivably helpful for profound imaginative work.



Bespoke involves 40,000 square feet and incorporates an occasion setting, a cooperating office space and a tech demo territory which can twofold as spring up shops.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

The imaginative space incorporates an open office plan with private meeting rooms and break-out spaces, kitchen and feasting territories, and a climbing divider and bocce ball court. The most one of a kind part of this space is its extraordinary courtesies. From its library, to the bouldering divider, to the bocce ball court, you'll have various alternatives to clear your head after a debilitating morning work session. Additionally, on the off chance that you require an entire reboot, Bespoke even has a devoted rest region with cushions, covers and snoozing alcoves.

The web has everlastingly changed the manner in which people in general devours great and administrations. Most, if not all, current effective organizations have gone with the same pattern. Presently with this very deliberate move by west field labs, bespoke guarantees to change how customers draw in with the retail condition.



### 3.5. BOOK CASE STUDY

#### SerramarParque Shopping

Architect: Aflalo and GasperiniArquitects

Location: Sao Paulo, Brazil

Built Area: 30,303.25 m<sup>2</sup>

Site Size: 119,000 m<sup>2</sup>

Parking: 1,000 bays



#### Introduction

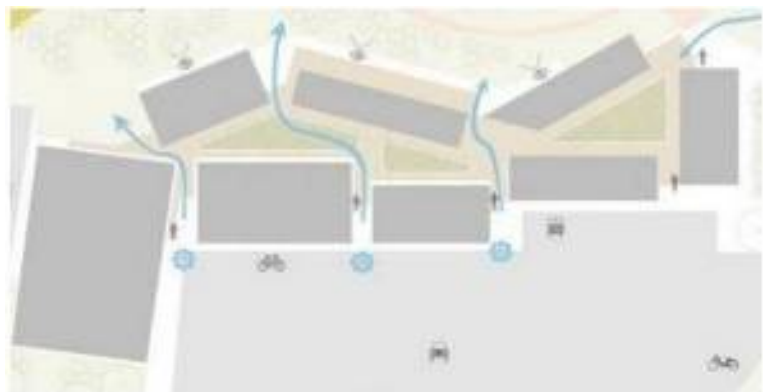
The shopping center is situated in Caraguatatuba, Sao Paulo state, Brazil. The proposition for this venture was to build up a shopping center for the occupants in the Northern Coast of Sao Paulo State. Caraguatatuba being a beach front city, the primary angle considered in the outline was its area. The arrive on which it is manufactured was an undeveloped area of the city with front for a road and an additional 600 meters balance from the ocean. The SerramarParque Shopping has around 20,300m<sup>2</sup> of gross floor territory with inbuilt grapple shops and retail locations, a market, a home focus, a sustenance court with junk food and family eateries and four films. A hitting highlight with this shopping center is that it is altogether suited on one story. This is critical to note since customers and shopping center guests tend to evade vertical developments and consequently offices/shops on upper levels don't get as much use as those in the lower levels. This likewise expels the test of handicapped guests being obliged on the upper levels.

#### Context

As expressed before, Caraguatatuba is a seaside city and consequently, of significance to be considered in the plan of this shopping center is its unique situation.

#### Form

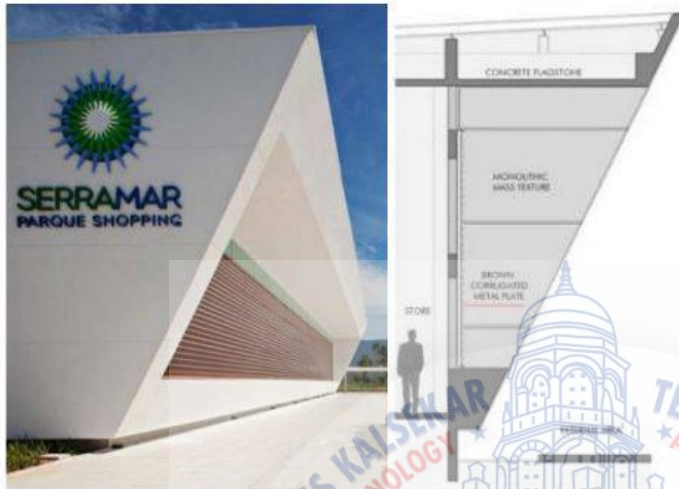
The motivation in the plan of this shopping center was a characteristic outcome of its site, alongside encounters of shopping. An open space coordinated with nature idea was received, unique in relation to the idea of a shut shopping center. An opened ground floor shopping center with planted lush yards was produced to compliment and feature the shoreline atmosphere. The squares of shops were organized in an unpredictable and calculated shape, set apart from one another with the end goal .





TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

This thought was acquired after an investigation of building squares of stores with the equivalent calculated plan was done. The basic frame and articulation anchored a solid personality to the design of the shopping center, drawing the consideration of people in general who cruise by. The shopping center



utilizes straightforward rectangular squares all through the plan. When they are orchestrated in the unpredictable and calculated way as appeared, they realize a dynamic and fascinating arrangement. Sun shading is given by inclining of the essences of East and West confronting veneers with the end goal that they distend past the wide windows. This keeps the shape straightforward without mess in sun-shading components that would some way or another appear to be excessively in the plan of a shopping center.

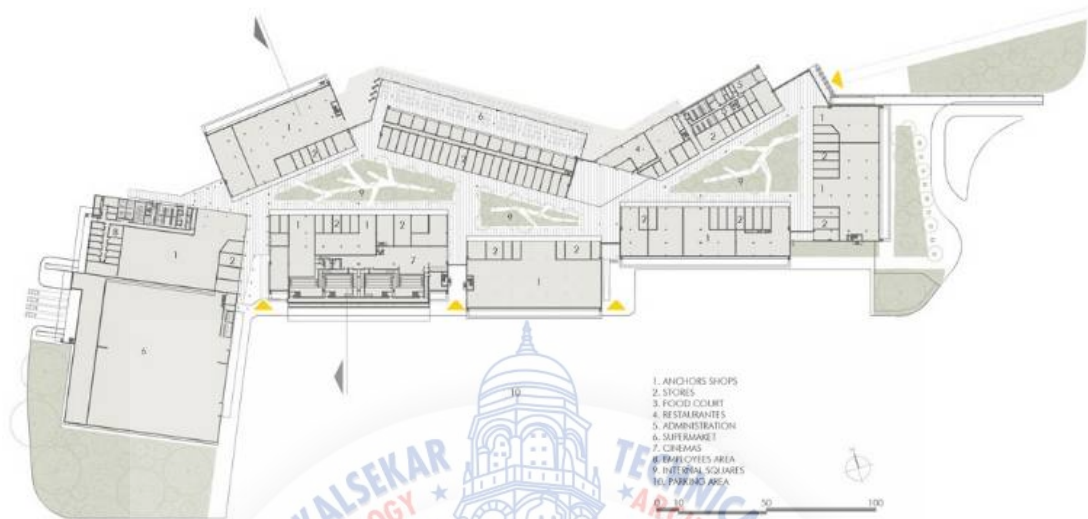
### Materials

An arrangement of brilliant materials is utilized in the plan of this shopping center to make a comfortable mood. Yellow bamboo louvers are utilized to give shade and insurance to flow regions. Timber has additionally been utilized to cover walkways from the stopping to the developed region. The utilization wood and bamboo are found in the internal shops of the shopping center. The complete of the hinders that make up the shopping center is straightforward, comprising of finished solid mass and secured with a dark colored metal plate detail. The utilization of straightforward glass on the wide windows particularly on the sustenance court gives a decent view to the Serra da Mantiqueira Mountains and the stream.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

## 4.5.3 Circulation



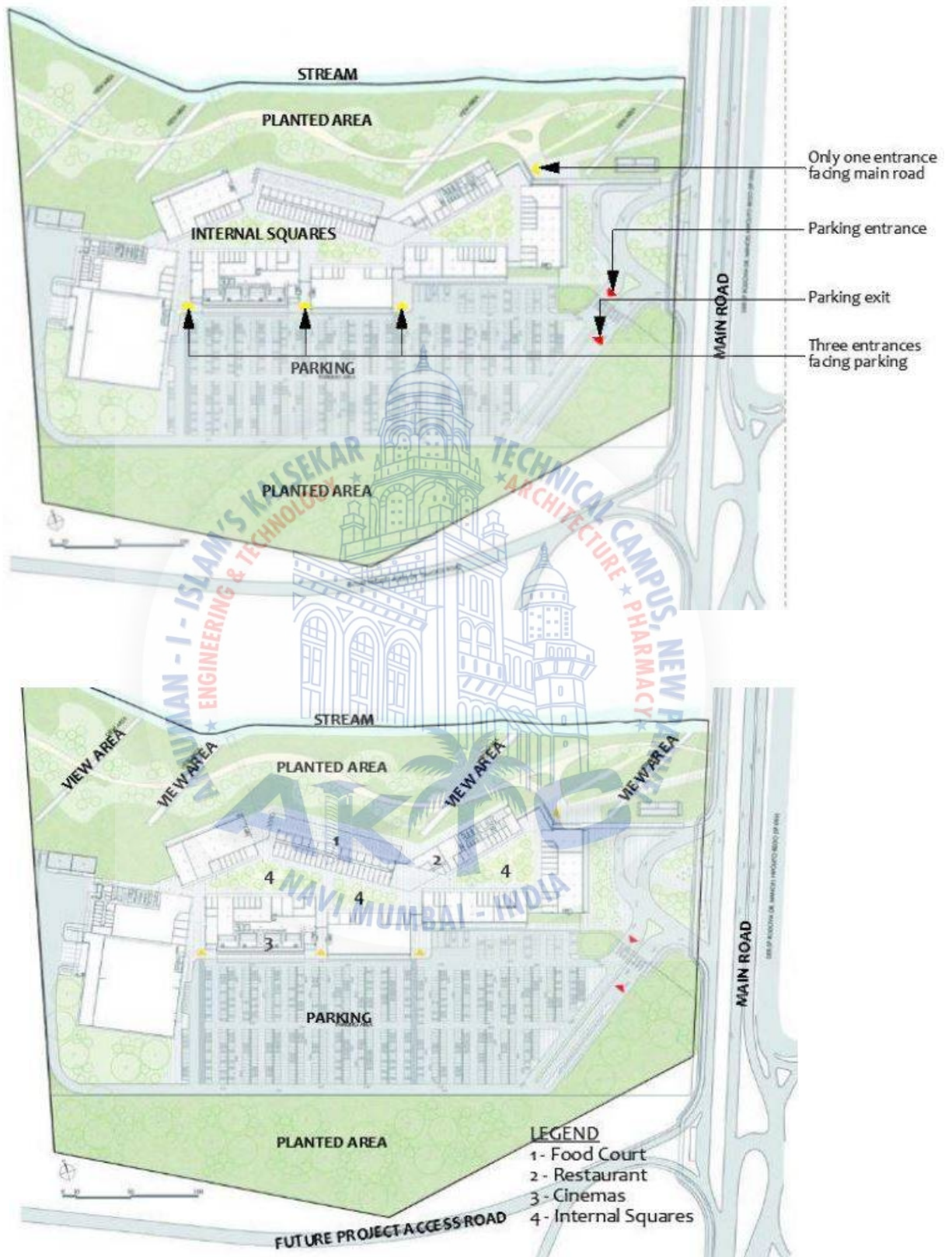
The arrangement of four doors into the shopping center guarantees that there is no blockage at some random passageway. It is significant that the greater part of the passages confront the stopping, while just a single faces the fundamental street. This can be ascribed to the actuality that the vast majority visit shopping center in autos and consequently, the greater part of the activity is normal the shopping center from the parking area. This significantly decreases the separation one needs to stroll from their auto to within the shopping center. Guests by walking are not disregarded as they don't need to go the distance to the stopping with the end goal to get to the shopping center, as they can diverge the principle street and access it straightforwardly from here, as appeared in the site plan underneath.



The outer flow at Serramar is dynamic and fascinating, on account of the course of action of the building squares of the shopping center. Decks pass through the planted interior squares between the squares for route. These decks are also shaded by bamboo louvers. Inside, the issue of course between the distinctive shops was limited since each square houses a particular capacity, and in this manner dissemination is given particularly to that square.



TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM





### 4.5.5 Parking

All the stopping for Serramar is given on one parcel as it were. There are in excess of 1000 parking spots in this office. The most striking element about the stopping is that, it isn't set specifically before the shopping center confronting the fundamental street, but instead has been arranged with the end goal that, it isn't completely unmistakable from the primary street. In any case, it is still close to the passage and in this manner one doesn't have to drive over a long separation to stop. This can be ascribed to the anticipating the site with the end goal that, the shorter veneers of the shopping center face the fundamental street.



All the parking spots are calculated, Yellow street paint has been utilized to delineate parking spots while a gathering of parking garages on a similar stretch is isolated by a planted check that likewise holds the security lights.

The wood shade from the parking area to the shopping center structures makes the walk agreeable far from the sun's warm. The materials utilized on this piece, retain the warmth reflected by the parking area's black-top and along these lines making this shelter agreeable. There is the utilization of signs to improve snappy stream of activity and stay away from mishaps and disarray in the parking garage.

The security lights give make the parking garage safe during the evening. They additionally enhance the security with the goal that vandalism is limited.



## Recreational Facilities

At SerramarParque Shopping, diversion has been incorporated inside the outline of the shopping center. There are four films, a nourishment court and indoor play territories. Aside from these, the shopping center has an arranged zone where supporters can take strolls, take a seat and unwind as they take in the perspectives of the mountains and stream toward the North of the shopping center. A few view zones have been given as focuses to take in the perspectives in the arranged territory. It is critical to take note of that, all the nourishment territories have been set at the North end of the shopping center. This is on the grounds that the best perspectives of this site are towards this bearing where the mountains and the stream are obvious.

Subsequently, one can unwind in the sustenance zone as they eat or drink and this serves as a recreational movement. One doesn't need to go to the sustenance zone just to eat, yet in addition to appreciate the perspectives advertised. Diversion is offered from both inside and without the nourishment zone for those inside this territory. In any case, the indoor play regions and the films don't require the perspectives and this clarifies their arrangement in the outline. The recreational action in these two regions happens inside as it were.

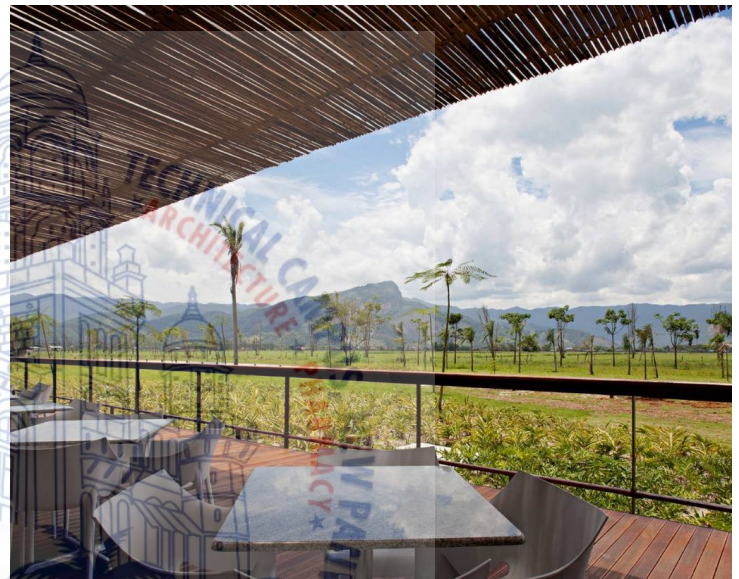


Fig 16 - Indoor play area at Serramar Parque Shopping.



Fig 15 - Entrance to the bowling area at Serramar Parque Shopping.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM**Asmacati Shopping Centre**

Architect: Tabanlıoğlu Architects

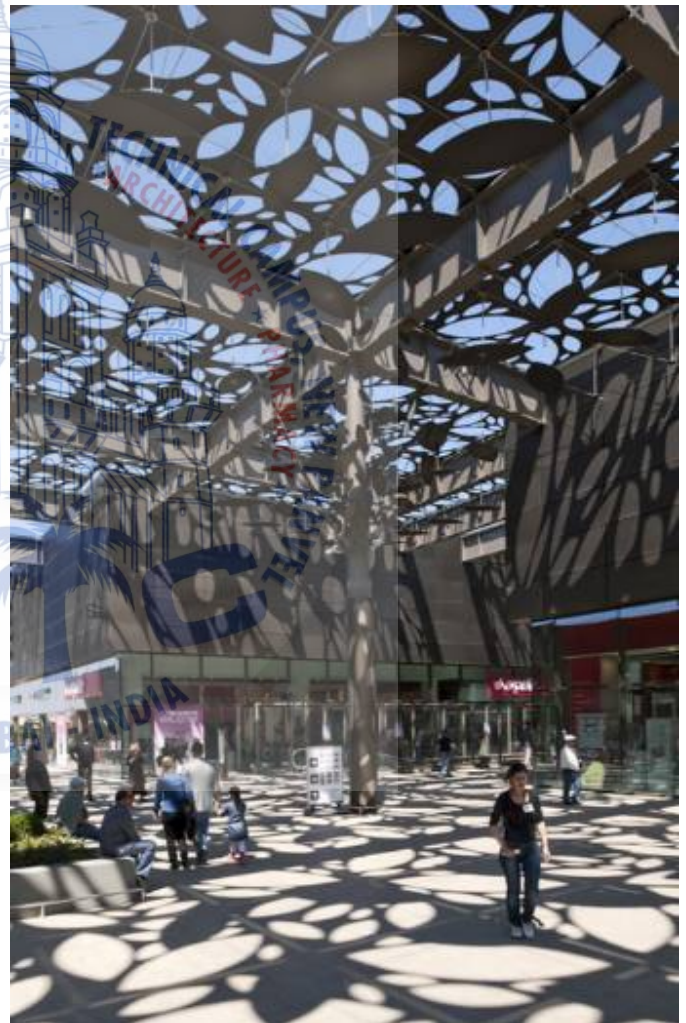
Location: Balçova, İzmir, Turkey

Built Area: 22,760 m<sup>2</sup>

Project Year: 2011

**Introduction**

Asmacati Shopping Center is situated in the biggest city of the Aegean Coast of Turkey. It is a semi-open office that acknowledges and urges the way of life of İzmir where individuals like to invest energy outside concerning the locales warm atmosphere. This sort of configuration was enlivened by the atmosphere and the convention of investing energy outside which makes the office to normally make recreation zones between shops. Subsequently, it isn't just a place to shop yet in addition a pleasant open space where individuals meet and have quality time. This outline references the conventional gazebo demonstrate in İzmir, where for the most part the tops or sides are encompassed by ivy plants. Outdoors yards offer a loosening up feeling under the shadow and sparkles of the nook made up of contemporary material, imitate grape leaves. In this brilliant move, the shopping center outline mixes conventional, current and nature along these lines building up a remarkable connection with clients. Asmacati Shopping Center consequently converges with the city as a contemporary stage situated between the ocean, the mountain and the street, shaping an exuberant "rest stop".





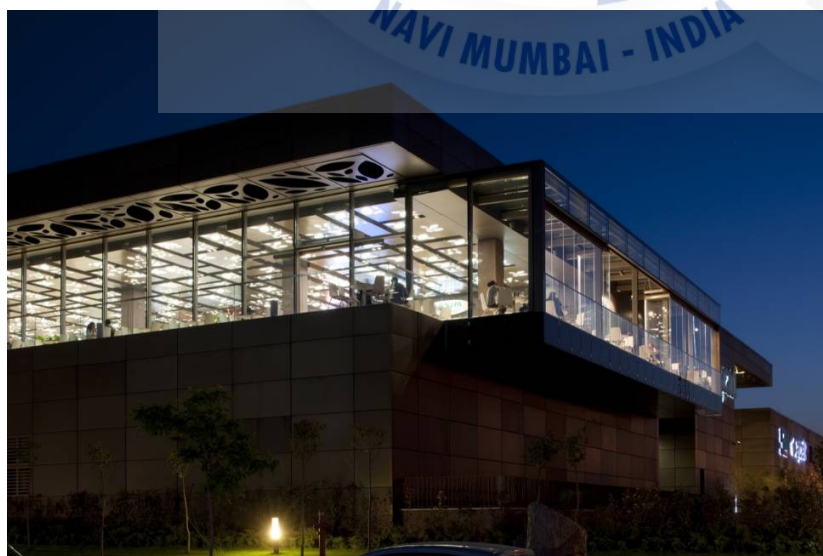
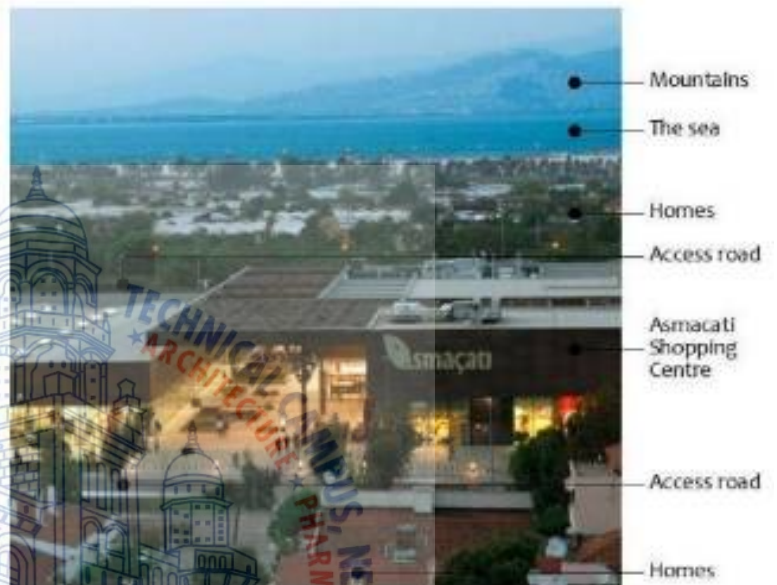
TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM

### Context

Asmacati Shopping Center is located in the waterfront town of Balçova in the Province or Izmir in Turkey. It is situated in an area where the atmosphere is warm, and the nearby individuals get a kick out of the chance to invest energy outside, which extraordinarily impacted the outline of this shopping center.

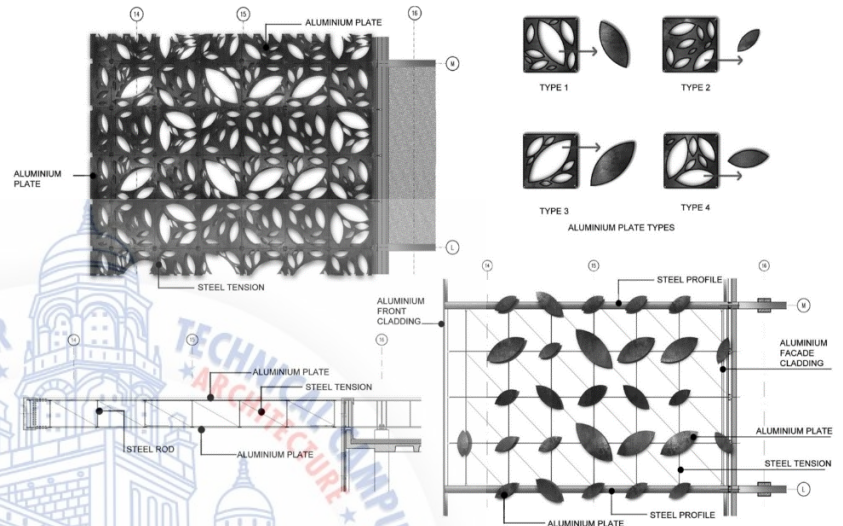
### Form

The mall is planned by coordinating conventional outline components into contemporary structures. The symmetrical structures that make up the shopping center have been mixed with both the way of life of local people and the scene to give an agreeable open air atmosphere in the warm ocean side atmosphere. The type of this shopping center references conventional gazebos, which are generally shrouded in ivy leaves on the best and the sides. This frame is likewise propelled by the atmosphere and Aegean convention of investing energy outside, along these lines making a semi-open shopping center, a charming spot to shop, meet, rest and eat, a place that local people can relate with. This strip mall is situated at a basic point between the ocean, the mountains and a street that gets to numerous individuals' homes, in this manner going about as both a connection to the homes and a rest zone in the middle. This shopping center, which bears the Aegean culture in congruity with the area's mood of life and social propensities, will keep the gazebo custom alive so will effectively be grasped and join the current nearby components. The middle proposes an elective mall idea.



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM**Materials**

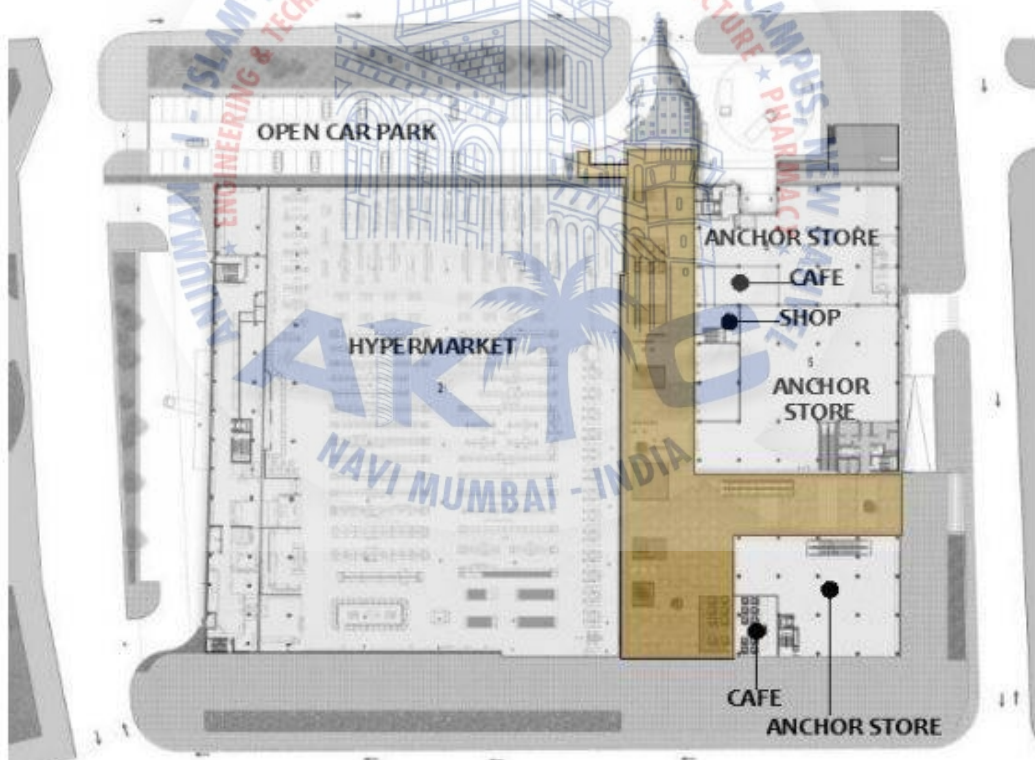
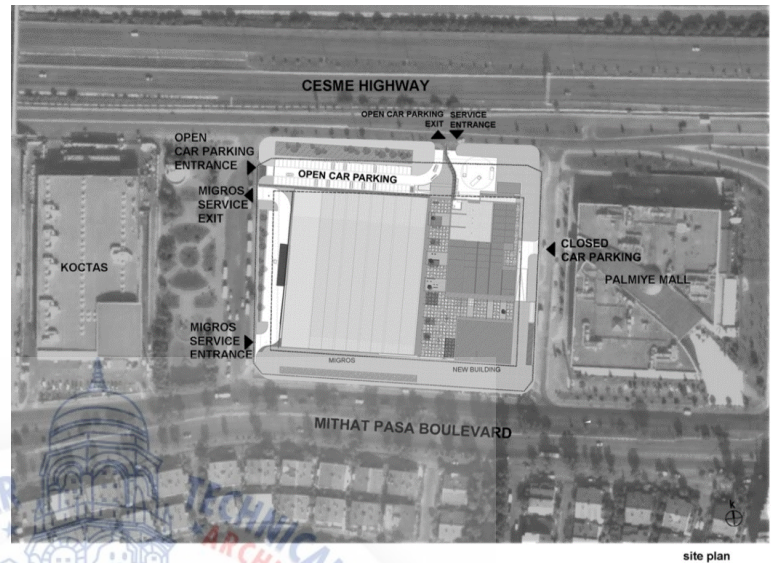
Asmacati Shopping Center uses for the most part metal as its system, with tiles and glass utilized as covers for the exteriors. This makes it emerge as a contemporary building, which has regard for nearby condition, both in way of life and condition. The hues utilized, which are diverse tints of dark colored give it a brilliant appearance, subsequently enhancing the temperament of the benefactors who visit this shopping center. The vast majority of the structures around Asmacati have darker dirt tiles as the overwhelming roofing material. In this way, the utilization of dark colored tints for the shades of the shopping center compliments the environment, along these lines staying aware of the unique situation.





TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM**Circulation**

Course at Asmacati Shopping Center works just, since the majority of the shops here are unsupported and are gotten to from a hallway that runs nearly at the center of the shopping center. The fundamental passage is gotten to from the open auto stop at the front of the shopping center. This passageway prompts the principle hall previously mentioned, from where every one of the shops in the shopping center are gotten to. This passageway additionally goes about as a patio with rest seats set deliberately, consequently accommodating rest interims inside the shopping center.

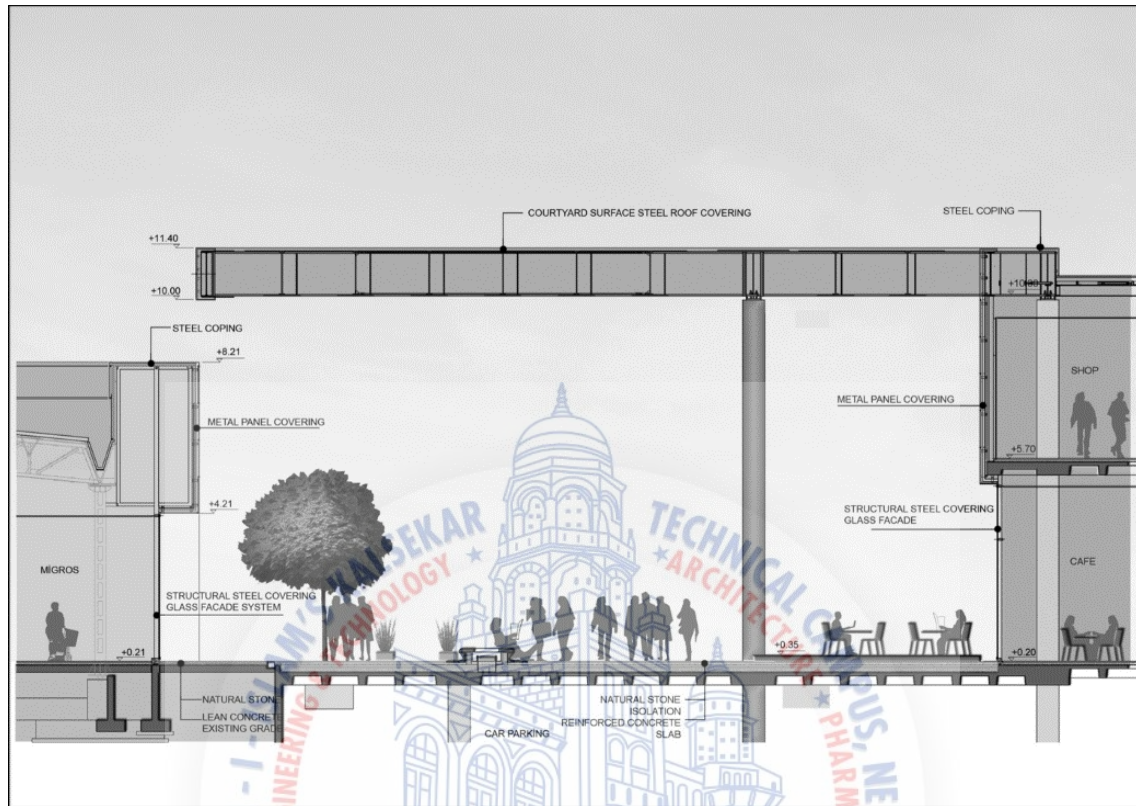


This technique for getting to every one of the shops from a solitary hub makes dissemination and way finding simple and compelling. Since there are seats presented in this hub, it additionally enhances of the proficiency, since guests/customers can rest before moving starting with one point then onto the next.

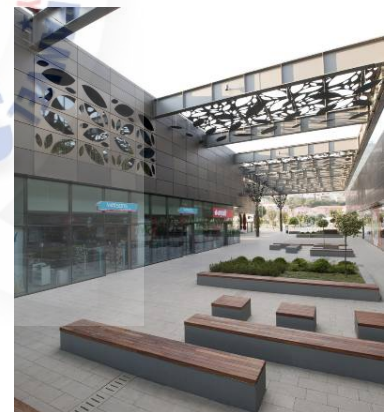


TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM

Recreational Facilities



The fundamental recreational offices to be found at Asmacati are two cafeterias, where individuals can eat and have a beverage. In any case, aside from these, there is where individuals can meet and offer quality occasions. The yard is shaded with a detail that is punctured with vine leaves shapes with the end goal to all the more likely interface with local people.



Because of its area between the ocean, the mountain and the street trio, the shopping center structures an energetic rest stop for both the general population is getting to their homes, and furthermore the bystanders voyaging. Asmacati gives space to social and social exercises, for example, little shows and presentations.

## Parking

Asmacati Shopping centre has stoping in three isolated parcels. The first is the surface/open auto stop that is found at the front of the shopping center, or, in other words customers in a rush, who don't wish to invest much energy in the shopping center. The other two parking garages are both underground. They are found on the first and second storm cellars

This part will take a gander at the impact of the accompanying outline wonder to the structural accomplishment of shopping centers.

- i) Context of the shopping centers
- ii) Circulation in the shopping centers
- iii) Recreational offices gave in the shopping centers
- iv) Parking in the shopping centers From the contextual analyses that have been done in this theory explore, clearly the above assume a significant job in the accomplishment of some random shopping center. They joined with different elements influence the solace of the shopping centers' supporters and laborers and furthermore how they relate with shopping center.



## CASE STUDY INFERENCES

From the study that was carried out, the following is recommended in the design of a shopping mall:-

- i) A retail centre design should strive to relate with its context. This has several benefits in that, it helps the shopping mall blend in with its surrounding and thus belong in that particular site. The choice of context friendly materials also is of benefit since this reduces on the cost of transporting/importing the materials and thus the overall cost of construction. It can also be argued that people relate better with a context friendly shopping mall.
- ii) Circulation of any retail centre is also of great importance. In fact, it is one of the major factors that affect the success of any shopping mall. People feel more comfortable and safe in a shopping mall or in any public space, whose circulation has been well resolved. It is thus of uttermost importance to work out the circulation in the design of a shopping mall including for the physically challenged, both horizontally and vertically.
- iii) Another factor that also influences the success of shopping malls is the recreational facilities included in the retail centre. People should be able to come to a shopping mall for purposes other than shopping. There have to be other facilities that attract people to the retail centre other than the primary goal of shopping. It should therefore be a shopping mall designer's goal to include these facilities in his/her designs.
- iv) Parking is also of major importance in a retail centre. Enough and well resolved parking spaces should be provided in the design of a shopping mall. A shopping mall that does not provide enough parking spaces will definitely fail, since a sizeable percentage of shopping mall visitors arrive by vehicles. Parking should also be well lit, safe and well articulated for aesthetic purposes to avoid expansive hard surfaces which are not friendly views. Soft landscaping elements should be included in the parking lots.

When these four basic factors have been considered in the design of a shopping mall, it works positively towards its success.



## 4. SITE SELECTION AND JUSTIFICATION

### **Emergence of Oshiwara as Mumbai's Newest District Centre (Site Introduction)**

A midway arranged region focal point of something like 13 mn sq ft, executed by an administration organization, is an irregularity in India with just a bunch of such undertakings having emerged since the nation's freedom. The modest number of private activities that emerged in these recently created regions delighted in powerful long haul capital esteem thankfulness because of the supply shortage in these pre-predominantly office areas. With more than four decades having slipped by since Mumbai saw the consummation of its last arranged area focus, Bandra-Kurla Complex, the improvement of sorted out office space has to a great extent been deserted in the city's northward walk. It is against this background the improvement of another blended utilize advancement including business and private undertakings in North Mumbai, conceptualized and zoned by MMRDA, is creating uncommon intrigue. In this paper, we follow the beginning of arranged bunch improvement in the city and the rise of Oshiwara District Center (ODC), and the incentive that it offers to potential occupiers and financial specialists.

### **New infrastructure creation invariably lags behind real estate development**

An examination of Mumbai's development design in the course of the most recent couple of decades uncovers an intriguing pattern - the city has been growing without satisfactory interest in the improvement of trunk foundation, for example, get to streets, open transport, strong waste administration, recreational space, and sufficient water supply. Trunk framework has as a rule been included aimlessly as an after-thought in an impromptu route, frequently as a response to common distress or political mediation.

As the city has extended northwards in stages in the course of the most recent century, the absence of framework has prompted a low quality of life for nationals who make their homes in the recently settled rural areas and broadened enclaves. Among the numerous challenges they confront is the length and nature of movement from living arrangement to work environment with the decision being between a strenuous street venture that may take somewhere in the range of 90-120 minutes or a ride on the rural railroad framework in which the congestion has frequently been depicted as barbaric.

A bargained personal satisfaction for its residents has an understood expense for the city and the nation. Albeit difficult to evaluate and measure, the efficiency misfortune has genuine repercussions on the intensity of the city's economy and debilitates its notoriety for being a financial powerhouse.

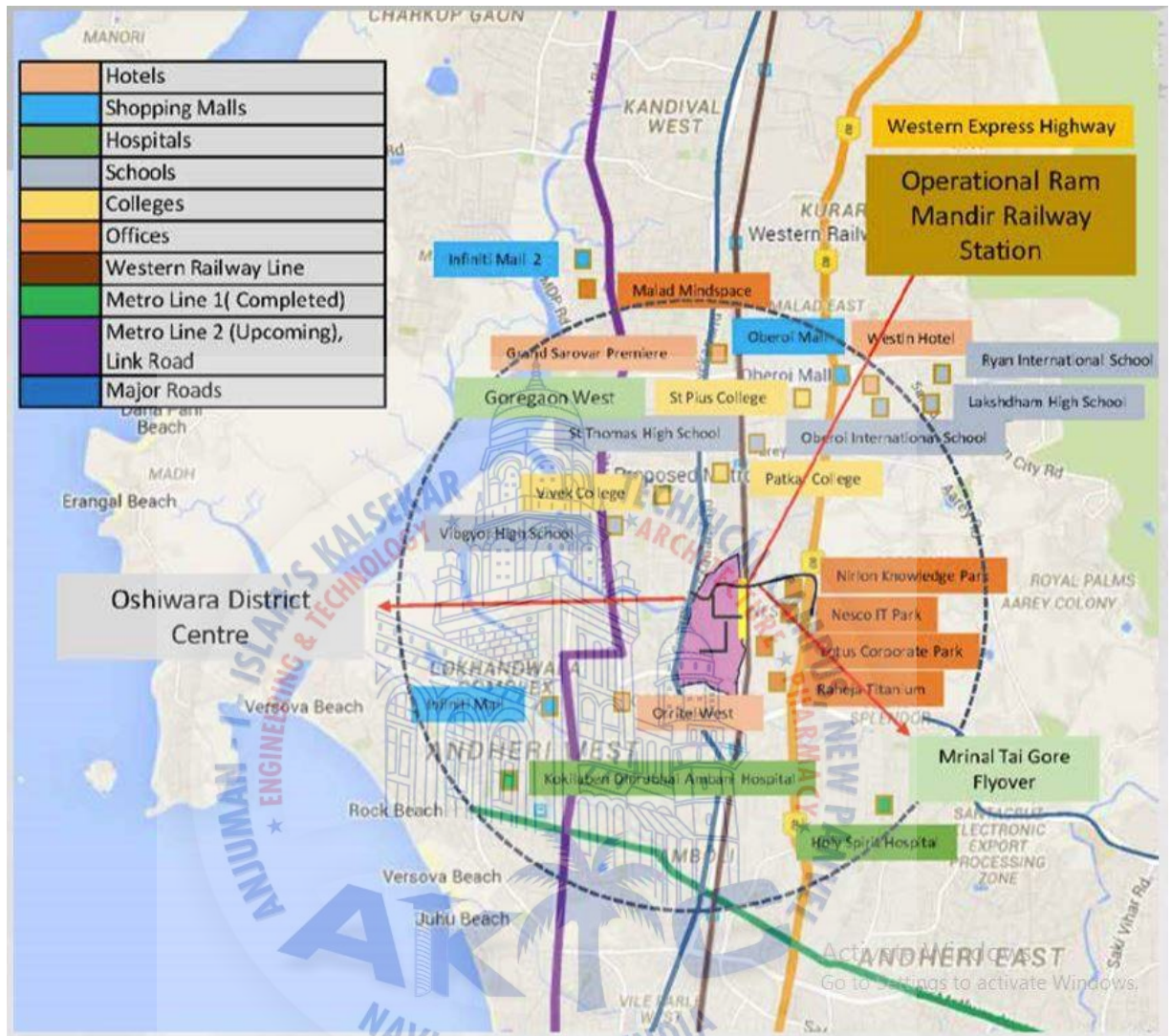
TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM



Map 2 - Office districts have gradually moved northwards to be near residential clusters



**Infrastructure map**



Map 3 – surrounding infrastructure projects around oshiwara

Oshiwara District Center (ODC) has great availability to blood vessel streets, for example, Link Road, S.V. Street, and Western Express Highway. It is at a sensible separation from the up and coming Metro Line (Dahisar-Charkop-Bandra-Mankhurd). It appreciates closeness to different lodgings, workplaces and shopping centers in the region. Premium Hotels like The Westin, Grand Sarovar Premiere, and Orritel West are situated in the region. Quality shopping centers, for example, Oberoi Mall at Goregaon and Infiniti Mall at Andheri make ODC an appealing goal.



It is additionally all around associated with the business advancements, for example, Mindspace-Malad, Nirlon Knowledge Park, Nesco IT Park, Raheja Titanium, Oberoi Commerz and so forth. Which have added to the lodging request in the outskirts. Clinics, for example, Holy Spirit Hospital at Andheri East and Kokilaben Dhirubhai Ambani Hospital at Andheri West are additionally a noteworthy in addition. There are numerous instructive foundations in the adjacent zones, which incorporate worldwide schools like Oberoi International School and Vibgyor High School. Different schools present in the fringe incorporate Lakshdham High School and St. Thomas High School."

**ODC will reap the benefits of infrastructure projects** -An especially ideal advancement for ODC will be its development as a point of convergence for a large number of foundation extends that are in different phases of execution in Mumbai. These undertakings and their effect on the proposed ODC are featured beneath:

#### **WEH JVLR SV Road Flyover**

The recently finished flyover is an essential and long pending East-West connection associating the blood vessel Western Express Highway to SV Road

#### **Road Widening of Ram Mandir Road**

This is an imperative street that gives last mile access to ODC. The street extending has avoided movement bottlenecks at the interfacing streets Nariman Point Charkop Coastal Road Will give a truly necessary street connect on the blood vessel North-South hall upgrading access to ODC.

#### **Dahisar-DN Nagar Metro line**

Will give contemporary standard mass transport along the critical North-South hallway improving access to ODC.

#### **JVLR WEH SV Road New Link Road flyover**

Expansion of the JVLR - SV Road flyover to New Link Road will help access to/from New Link Road.

#### **ODC - SV Road connectors IMPACT ON ODC**

Six 90 feet wide streets are by and by interfacing ODC to SV street, the blood vessel North-South street associating rural zones deceiving the West of the Railway line to South Mumbai.

#### **Oshiwara Railway Station**

Has furnished committed mass-travel associations with the Western and harbor lines of the Mumbai Suburban railroad framework and lift associations with South Mumbai.

#### **Oshiwara flyover association with connection street**

Will help network between Goregaon East and West, give speedy access from the ODC to the blood vessel NH8 and connection it with whatever remains of the city. Flyover associating ODC to WEH is as

of now operational while chip away at the flyover additionally stretching out to connect street is in progress.

## SWOT analysis of Oshiwara District Centre

### Strengths

- Strategic location - Between Andheri and Goregaon
- Proximity to dense mid-upper-income residential clusters provides access to skilled manpower, ideal for the IT/ITES and BFSI sectors
- Beneficiary of a slew of infra projects

### Weaknesses

- The presence of some slums within the planned development zone and issues of their resettlement.

### Opportunities

- ODC fills a crucial gap in the city - there is presently no centrally planned District Centre in North Mumbai
- ODC would set-off a virtuous cycle of further development
- Early investors stand to gain from a sustained multi-year rise in capital values

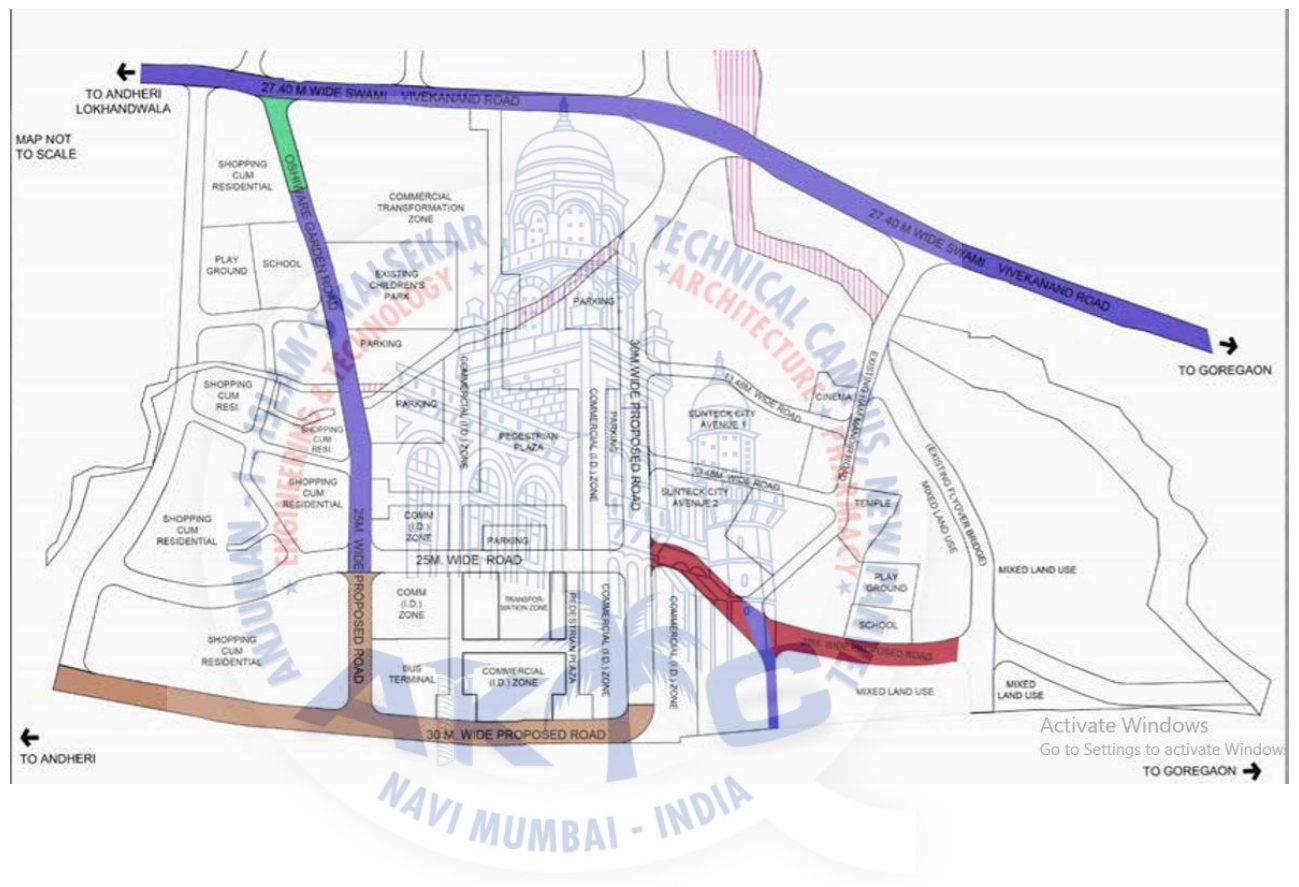
### Threats

- Prolonged delays in execution of the project
- Delays in land acquisition and zoning
- Delays in securing building approvals from MCGM and other agencies

TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM

**ODC to be the definitive CBD in North Mumbai that will stimulate housing demand and spur all-round development**

The land territory zoned for ODC is spread more than 160 sections of land with extra FSI allowed to the task as of late by MMRDA to give it extraordinary status as a "Development Center". ODC is zoned as blended utilize improvement with a solid parity of advantage composes including office, private, friendliness, and retail.





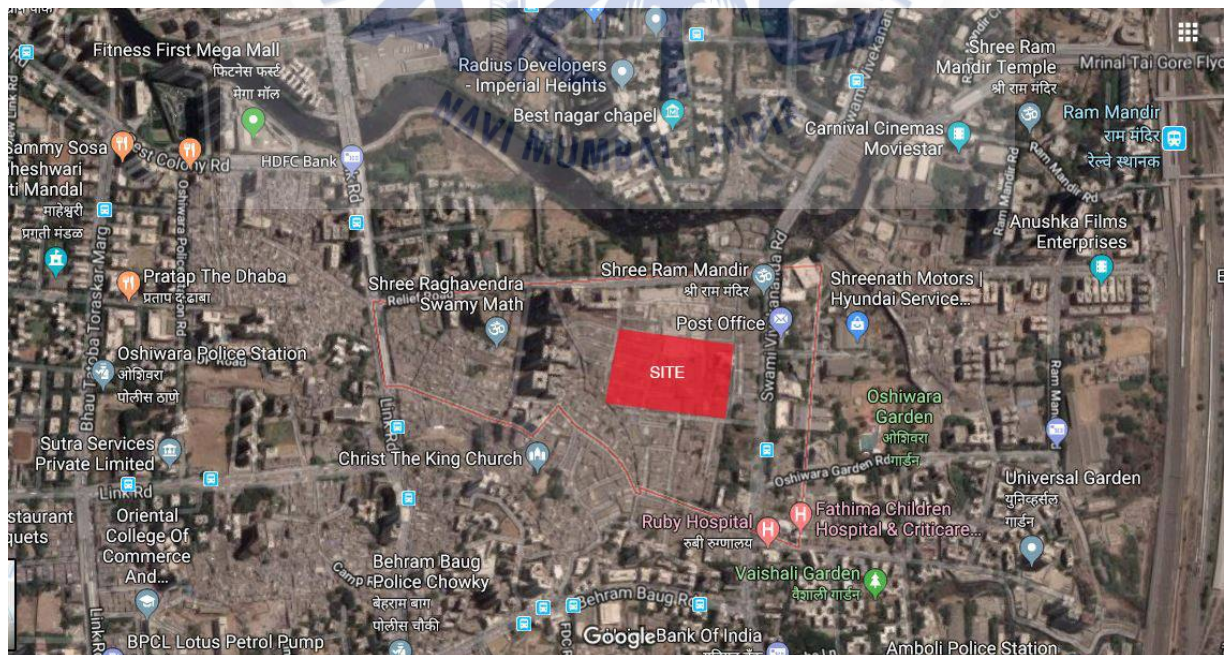




TRANSFORMATION OF RETAIL CENTRE UNDER THE NEW ECONOMIC/URBAN PARADIGM

Proposed Land Use Map

Map 19: Oshiwara District Centre Proposed Land Use Map



Map 4 – indicating site in oshiwara

## 5. TENTATIVE ARCHITECTURAL SPACE PROGRAM

### Transformation of Malls Under The New Economic/Urban Paradigm @ Oshiwara , Mumbai .

At the beginning of the 21st century there is a need to address contemporary social needs and desires and an emerging economic potential in order to create a new generation of shopping centers and leisure facilities. Architecture is no longer considered a footnote, but a fundamental means of engaging and extending the experience of the visitor toward new dynamic leisure horizons.

In this way, the entire shopping centre becomes a stage – a veritable vitrine - for public performance. By configuring both the external and internal spaces in an innovative and efficient manner, retail complexes can provide synthetic entertainment for a wide public. It can also turn out as a place of celebration, enjoyment and consumption in which people can enjoy a variety of atmospheres and activities from shopping to dining, swimming to living all within a lively social environment.

The sustainability and long range success of a new facility depends upon the creation of public spaces which in their functionality and architectural character provide a new identity by fusing together the dimensions of commerce (office space ,co-working space), culture and leisure and giving them a recreational space , able to represent the values of a given society.

### Objective

The designs must address these ideas by rethinking the shopping centre in different essential and innovative ways:

- Space should create a variety of scales, perspectives and atmospheres ranging from the grand to the intimate, from the dynamic to the contemplative
- The central, public spaces should orient, attract and provide unprecedented flexibility for the future needs of the entire complex.
- Audience and performer : what is this tension in public space and how do we address it in a dynamic way in a retail environment
- Voyeurism : the mall is a place to watch and be watched.
- Sustainability, innovative ways to approach consumerism through sustainable practices.
- Brand new shopping experience
  - Currently there are new programs of shopping centers emerging. The experience and interactivities of the shopping activities is taking over the traditional retail showcase.
- The character of internet age
  - Internet is challenging the traditional ideas and typology of shopping. How should the future shopping complex confront this challenge and incorporate the new requirement and technologies into the design.
- Dynamic activities
  - The complex is the center for everyday life. considering its roles in a dynamic range of activities including family activities, social events .etc
- The content should respond in one or another way to these AREAS OF INNOVATION:
  - - Site (urban position, relation with local neighborhood and general infrastructures...)



TRANSFORMATION OF RETAIL CENTRE UNDER THE  
NEW ECONOMIC/URBAN PARADIGM**Space program**

SR.no	SPACE	SUB -SPACE	AREA (sqm)
1	ADMINISTRATION	RECEPTION	3
		MANAGERS CABIN	12
		BACK OFFICE	25
		TOILETS	15
		PANTRY	6
		STORE ROOM	8
		CONFERENCE ROOM	15
2	RETAIL	DEPARTMENT STORE( 2nos)	2800
		ANCHOR STORE (8 nos)	6000
		SHOP- A(30 nos)	600
		SHOP- B(15nos)	1200
		SHOP- C ( 12 nos)	1920
		SHOP- D ( 8 nos)	1840
3	ATRIUM		800
4	EVENT PLAZA		1200
5	FOOD COURT	DINING AREA	600
6	TOILETS	GENTS	110
		LADIES	225
7	CO - WORKING OFFICE	WORKSPACE	2500
		EVENT SPACE	770
		DEMO AREA	100
		POP - UP STORE	50
		TOILETS	150
8	BASEMENT	PARKING	120 nos
		MEP ROOM	80
8	ELEVATORS (6 nos)		
9	ESCALATORS		
10	STAIRCASE		
11	MEP ROOM		
			total - 21029

## 6. LIST OF FIGURES

Figure 1 - evolution of retail centre

Figure 2 – classification of urban entertainment centre

Figure 3 – vertical integration

Figure 4 – horizontal integration

Figure 5 – status of retail centre in india 2017

Figure 6 - Wide walkways to accommodate window shoppers and normal traffic flow.

Figure 7 - Top, Shelves arranged in 90o resulting in less visibility of merchandise. Bottom, shelves tilted at an angle (chevroning) resulting in more merchandise visibility.

Figure 8 - Illustration of a physically challenged man checking out at a cash register.

Figure 9 - A physically challenged man in a wheelchair accessing the retail centre.

Figure 10 - traditional dance at The Village Market.

Figure 11- key words to remember while designing the project

Figure 12 – Materials used in façade - Porcelien tile , Double glazed glass, Aluminium frame.

Figure 13 - steel is used as structural roofing system.

Figure 14 – connection trusses and column.

Figure 15 - Entrance to the bowling area at Serramar Parque Shopping.

Figure 16 - Indoor play area at Serramar Parque Shopping.

## 7.LIST OF TABLES

Table 1 – top 10 largest shopping centre in India

Table 2 – city wise comparison of successful vs unsuccessful

## 8.LIST OF MAPS

Map 1 – master plan

Map 2 - Office districts have gradually moved northwards to be near residential clusters

Map 3 - surrounding infrastructure projects around oshiwara.

Map 4 - indicating site in oshiwara.

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