

RETHINKING DHAKA CITY CORPORTAION MARKETS: REGAINING THE PUBLICNESS

Seminar II

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ABSTRACT

Unplanned urban growth is common phenomenon in Dhaka city however. In the process of urbanization the city is loosing its character of the city, it is loosing the resources as well as many landmarks. A look back into the past shows how Dhaka City emerged as the city of trade and commerce. Its initial identity as the city of mosques and bazaars is now almost lost due to this unplanned growth of the city. The essence of bazaars can still be felt in the older parts of the city but seems to be absent almost completely from the new city. The city is now undergoing a second stage of development where public markets and retail spaces that were constructed as per the master plan of the city are undergoing a redevelopment. Dhaka city has now undergone a transformation from the city to bazaars to modern malls. In Dhaka city, the urban shopping scenario seems to be more chaotic and does not usually follow previously planned market arrangements. (Hossain, 2014) Dhaka City Corporation markets where constructed to offer a platform for services and amenities to be provided to the occupants of the residential area surrounding it. With the recent trends in development these markets are changing in terms of usage, types of retails, tenants as well as built form are being witnessed.

Gulshan 2 DNCC market is an example of such a planned yet chaotic market and is now being proposed to undergo a redevelopment with the changing patterns of customers' needs and lifestyle. The market currently comprises of a "pucca" shopping center and a "kacha:" bazaar accommodating perishable items such as meat, fish and vegetable. Gulshan in one of the major residential areas of the city mainly accommodating upper middle class, upper class population as well as expats, diplomats and many embassies. Thus the requirement for this location varies from that of other areas.

The focus of this project is propose a design and policies with which the essence of a public market can be kept in DCC markets and most importantly create a balance between commerce and community in publically owned retail markets. The proposed design will provide the area with an entertainment and retail services for the local people as well as the foreign consumers in the area. The cultural context of the city is an important aspect that is highlighted in order to represent the retail and entertainment culture of the city to the users. The services will be set kept in mind the requirement of the area as well as the commercial value of the land thus creating an economically feasible yet provide a new sort of public gathering space which the city lacks.

Chapter 1: Introduction

1.1 Background

In the 400 years history of Dhaka city, it has undergone urbanization for almost 200 years. Dhaka currently stands as one of the most densely populated cities of the world. In the process of urban growth, trade and commerce also improved to meet the demand of the growing population. (Ashrafuzzaman, 2013) One of the main reasons for a rapid urban growth is rural migration, which is a common phenomenon in most developing countries. In the process of growth, many morphological changes have taken place. Changes in urban form can be seen in cases where plots and open spaces have become building areas, open squares have become parking spaces and low land and water bodies have been reclaimed into buildup land. Thus leading to a change in spaces, spatial qualities and usage. (Hasan, 2006)

From a city of bazars to modern malls: Dhaka city currently is undergoing a sprawl of urban development. Commercial activities in a city can be as old as the city itself. Urban evolution and spatial changes play a vital role in shaping the cities commercial activities. Retail plays a key role in urbanisation in three regards: firstly, as a high value land use it is a driver in the economics of urban land prices, and so of the spatialization of other land uses; secondly, it acts as a major attractor land use and affects patterns of urban activity and space use; and thirdly, specifically in developing nations, retailing often offers the first form of employment for rural migrants arriving in the city. (Hossain, 2014). In Dhaka city, the urban shopping scenario seems to be more chaotic and does not usually follow previously

planned market arrangements. There are a number of markets and bazaars under the Dhaka City Corporation. These shopping areas generally have two segments, a “kacha” bazaar (open market/kitchen market) and a “pucca” shopping center (formal retail space). Privatization of shopping centers has been an alarming change that has been witnessed in Dhaka city in the past 20 years as the government lease off the market land to companies to construct with freedom of choice of building types. This privatization however, is leading to the misuse of this land to some extent. The main objective of private companies is to maximize profits and make full use of available floor space. This is leading to extinction of bazaars and shopping areas and construction of mixed-use buildings or hotels depending on the location. This urban development of Dhaka city is leading to the loss of the retail spaces for all classes of people. Rural migrants who come to the city and depend on informal retail to earn a living are facing trouble with the modernization of markets and thus increased expenses. Dedicated shopping spaces that allow both formal and informal retail is becoming extinct in Dhaka city thus causing a part of our culture to be hampered.

1.2 Project overview

Throughout history public markets have been seen to have a cultural, political, social and economic significance for the community and the surroundings it is located in. Public markets in Dhaka city are seen to be hosts to a variety of types of retail and are seen to be a hub to community activities. In terms of the architectural significance, these public markets were open, low height and user friendly. With rapid urbanization of the city, these hubs of community activities are being washed away. There have been numerous redevelopment projects in recent times that have already caused many existing public markets to become history about which the future generations will never know.

These recent developments are leading a number of problems such as loss of cultural, loss of traditional shopping facilities and most importantly loss of public space. The new built form that emerged came about keeping in mind the global context and the demand of users with the idea of maximizing profit and making use of maximum FAR. However, the new built form is environmentally non responsive and drives away all forms of retail other than formal retail. This has an impact both socially and economically, where consumer and producer needs are not analyzed when designing these markets thus leading to sometimes-unsuccessful public spaces.

This project aims to find a way to prevent public markets from being washed away by urbanization and formulate away to consider the commercial development that is required as well as keep the community activities that exist in public markets. Commercial benefit of all types of retail as well as authorities are kept in mind in the design and policy making phase. User expectations have also been a major part in program proposals.

The project is divided into two segments

- Policy Development (General policies for all DCC markets)
- Design of Gulshan 2 DNCC market (Example of application of policies)

Policies that are proposed in the project are conceived through intensive study of past and the present situation keeping in mind the trends that may come about in the future. As a whole, the project has been based on conceiving an idea, creating a vision for future of public markets in the fast growing metropolis and creating a understanding between users of markets as potential public spaces.

1.3 Aims and Objectives

- Understand the urban context of commercial zone in Dhaka city
- Identify the character of public markets in Dhaka
- Identify the need of community facilities in urban residential areas of Dhaka cities.
- Identify the user expectations from the available land.
- Determine policies related to retailers to be followed by government owned markets.
- Determine the typology of retail to be placed on available land.

1.4 Research Methodology

1.4.1 Oral Investigation

Series of interviews were conducted to gather relevant information regarding and for the development of the proposed project. Participants were:

- Government Officials
- Mayor
- Local People
- Retailers
- Vendors.

1.4.2 Questionnaire Survey

Consumer demand and expectation analysis was done to understand the need of the people in the area. Suggestions for the types of programs to be present at the site were proposed through the answers of the consumer's expectations as well as other aspects.

1.4.2 Archival Investigation

Theoretical analysis for the understanding of the context, types and functions of bazaar, existing law and order policies etc were analyzed.

WHY GULSHAN ?



Residence

Majority of the land usage is residential. This residential area accommodates high income groups and upper middle income groups as well as a diplomatic zone and foreign expats.



Office

Many local and multinational companies have their local headquarters located in Gulshan, including Nokia, Grameenphone, Banglalink, Augere, Standard Chartered Bank, P&G, GSK, Reckitt Benckiser, Siemens, Nokia Siemens Networks, Sony Ericsson, Ericsson, Coca Cola and Pepsi.



Embassy

The area was designed to be host to a number of embassies this leads to a large number of foreign nationals working and residing in this area.



Proposed elevated metro rail and express way will allow the area to be more accessible and also have a strong impact on the area surrounding the metro station

1.5 Site Rationale

Gulshan 2 DCC market is divided into two parts: Kacha Bazar and Pucca Market. Together the market covers an area of 3.2020 acres. This complex is now being considered for a redevelopment due to the modernization and urbanization of all the plots surrounding it. The client of the project is Dhaka North City Corporation. The existing two-storied market generally attracts people living in hotels and residential areas in the Gulshan 2 area. The market has departmental stores that offer a wide variety of groceries keeping foreign customers in mind. It also accommodates some restaurants and café.

Chapter 2: Literature Review

2.1 Overview of Dhaka City

Dhaka city has undergone with massive changes in its social, economical, political, morphological and psychological aspects. Only these three facts are enough to give an impression

- 1947: Capital of Provincial East Pakistan: 336,000 inhabitants
- 1971: Political centre of new Bangladesh: 1 million inhabitants
- 2001: World's first megacity in a less developed country: >10 million inhabitant

Dhaka is now a member of the megacity family of the world. Dhaka, the fifth largest mega city, comprises Dhaka City Corporation (DCC) and five adjacent municipal areas i.e. Savar, Narayanganj, Gazipur, Kadamrasul and Tongi (BBS, 1991). The area of Dhaka mega city is 1,353 km² of which DCC occupies 276 km² (BBS, 2001). According to United Nation Population Fund (UNFPA) the total population of Dhaka mega city is now over 12.3 million of which population of DCC is about 8.4 million. According to Bangladesh Bureau of Statistics, population of Dhaka mega city and DCC is about 9.9 millions and 5.3 million,

respectively (BBS, 2001). The population density of DCC is 19,286 per km² which is more than double of the mega city average of 7,918 per km²

2.2 Historical background of commercial growth in Dhaka city



The history of Dhaka can be traced from at least four hundred years ago. The growth of the city can be seen due to significant developments in trade and commerce. Dhaka faced six major phases of socio-economic and political change during its development. (Hossain, 2014) These phases denote an extensive growth of commercial development in Dhaka with the process of urbanisation.

- Pre-Mughal Hindu Period (Before 1608)
- Mughal Period (1608 - 1764)
- The Rule of the East India Company (1764 - 1857)
- British Colonisation (1858 - 1947)
- Pakistan Period (1947-1971)
- Bangladesh Period (1971 - 2014)

Dhaka emerged as a small Hindu trading centre located between the Dhulai Khal and the Buriganga river. (Ahsan,1991) The old city consisted of a few Bazaars including Lakshmi Bazaar, Bangla Bazaar, Shankari Bazaar, Tanti Bazar etc. along with a few localities of craftsman and businessman such as Patua-toli, Kumar-toli etc. (Dani, 1956). The Market centre is assumed to have been near the Bangla Bazaar. The Bazaars developed spontaneously in a linear pattern facing the streets along the residential localities locally known as mohollas. Like most of the other Indian cities Dhaka had narrow irregular streets and the bazaars developed along them. In fact, each maholla or locality was developed around a bazaar or market place, hence Dhaka was once called a city of " Bahanna Bazaar-o-Tippanna Goli" (52 markets and 53 lanes). (

Through out the rule of the East India company these bazaar areas were used. This stages saw a fall in trade and commerce in Dhaka thus leading to the shopping spaces being

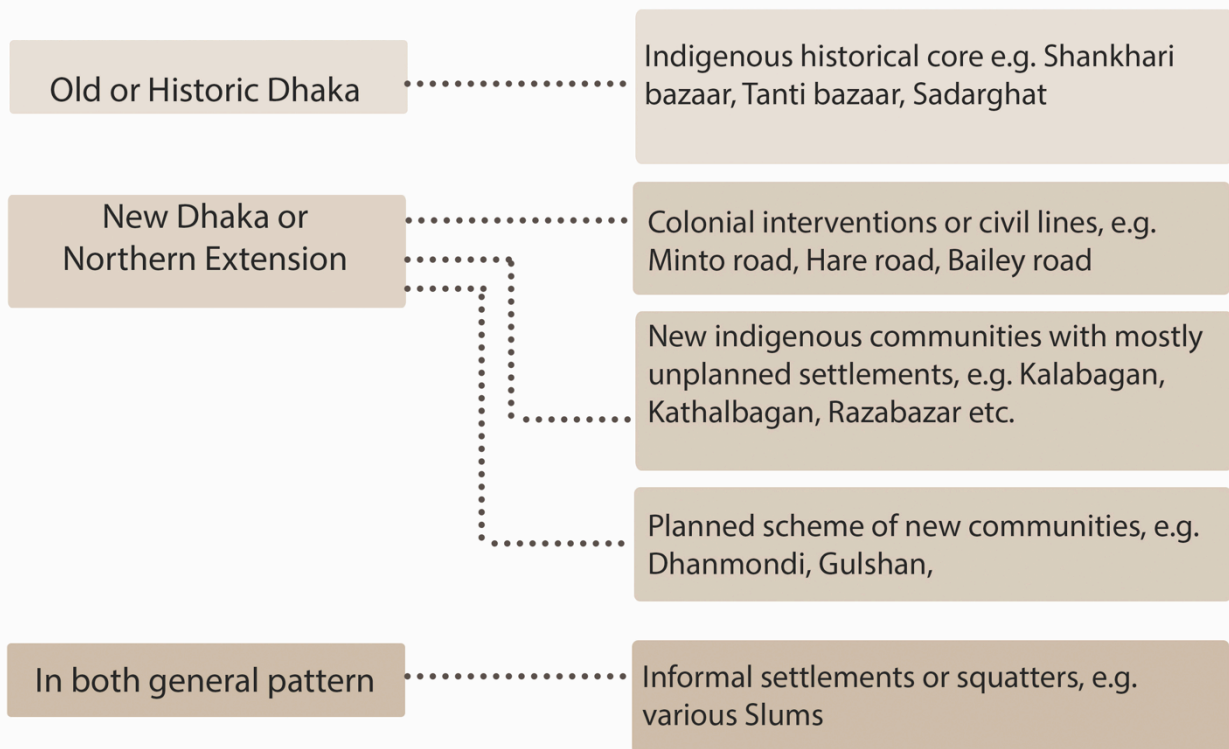
concentrated to the Chawk Bazaar area. However, during the British Colonisation a significant change was witnessed. During this stage a new modern Dhaka city started to developed instead of an expansion of the Mughal Dhaka city (Ahmed,1986) The Chawk Bazaar gradually changed its identity from a retail centre to a wholesale centre. New retail activities were extended towards the north along Nawabpur Road and Islampur Road to serve the British bureaucrats (Ahsan, 1991).

During the Pakistan period Dhaka City under went a increase in population by 103% as Dhaka became the provincial capital of East Pakistan. Thus Dhaka city went through a rapid growth: this growth was mainly spontaneous and happened mostly with no formal planning. In 1956 the government formed Dhaka Improvement Trust (DIT). It started planning in a piecemeal manner: the industrial district in Tejgaon, the first shopping centre - Dhaka New Market in Azimpur, staff housing in Motijheel, high class residential area in Dhanmandi. However, all these developments created an unmanageable situation and so consultants eventually prepared a Master Plan in 1959 on behalf of DIT. The DIT developed several high-class residential towns such as Gulshan (1964), Banani (1964) and Uttara (1965). A number of new shopping centres were also constructed to serve these new residential areas such as; Baitul Mukarram and Stadium shopping arcade in Gulistan business area, Gulshan North and Gulshan South shopping centres.

Bangladesh period (1971- 2016) gave Dhaka multiple identities. Dhaka was once known as a ent form being identified as a “city of mosques”. Nowadays, the recent trend shows that the haphazard unplanned growth of retail centers is transforming it into a city of shops. (Hossain, 2001)

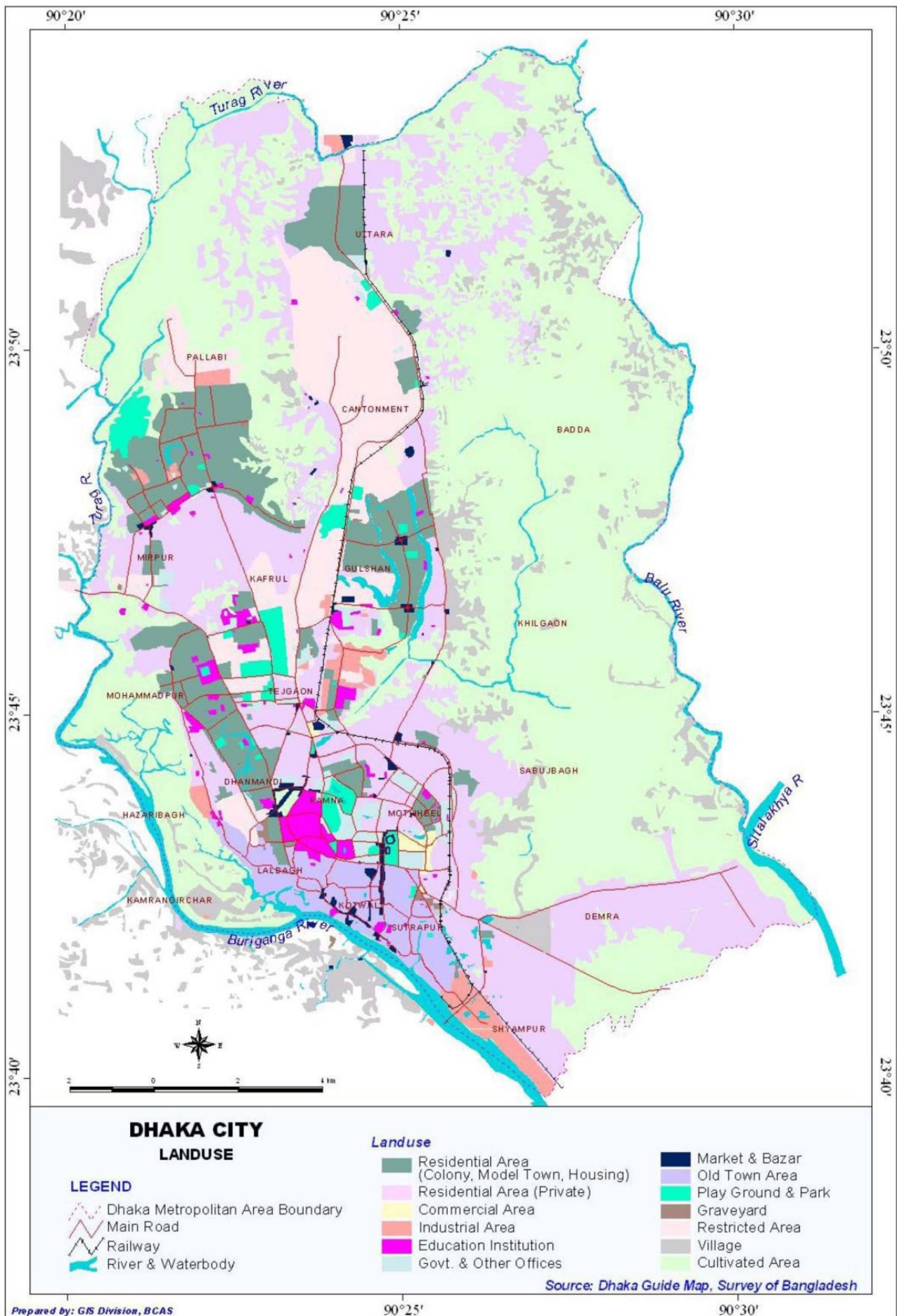
General Historical Pattern of Dhaka

Distinct and Mutually Exclusive Pattern



2.3 Land Use Pattern

Dhaka City Corporation (DCC), central nerve of the Dhaka Mega City, presently covers more than 25 percent of the total land area of mega city. In fact, after the liberation war, the physical feature of the main city has been changed and covered by rapid development both by the government and private sectors. These include development of commercial, industrial, educational, health, communication and residential sectors. Presently, the city development including all the above sectors covers approximately 40 km from north to south and 14 km from the east to the west (DCC, 2004). Many areas of the eastern part of the city, being low lying, support agricultural practices, which ultimately meet a major part of the regular vegetables demand of the city dwellers.



2.4 Population

The population of Dhaka city has been growing drastically over the years. According to the Dhaka Structure plan 2035 Dhaka central region is expected to undergo major increase and become 13.5 million by the year 2035. With such a major increase it becomes a challenge for the government to provide services and amenities and keep in track with the growing demand. The Dhaka Structure plan 2035 also states the vision for 2035 in terms of Social and cultural facilities in neighborhoods across the city. Trade/ retailing and public spaces fall in the mentioned spatial plan.



Source: Dhaka Structure Plan 2035

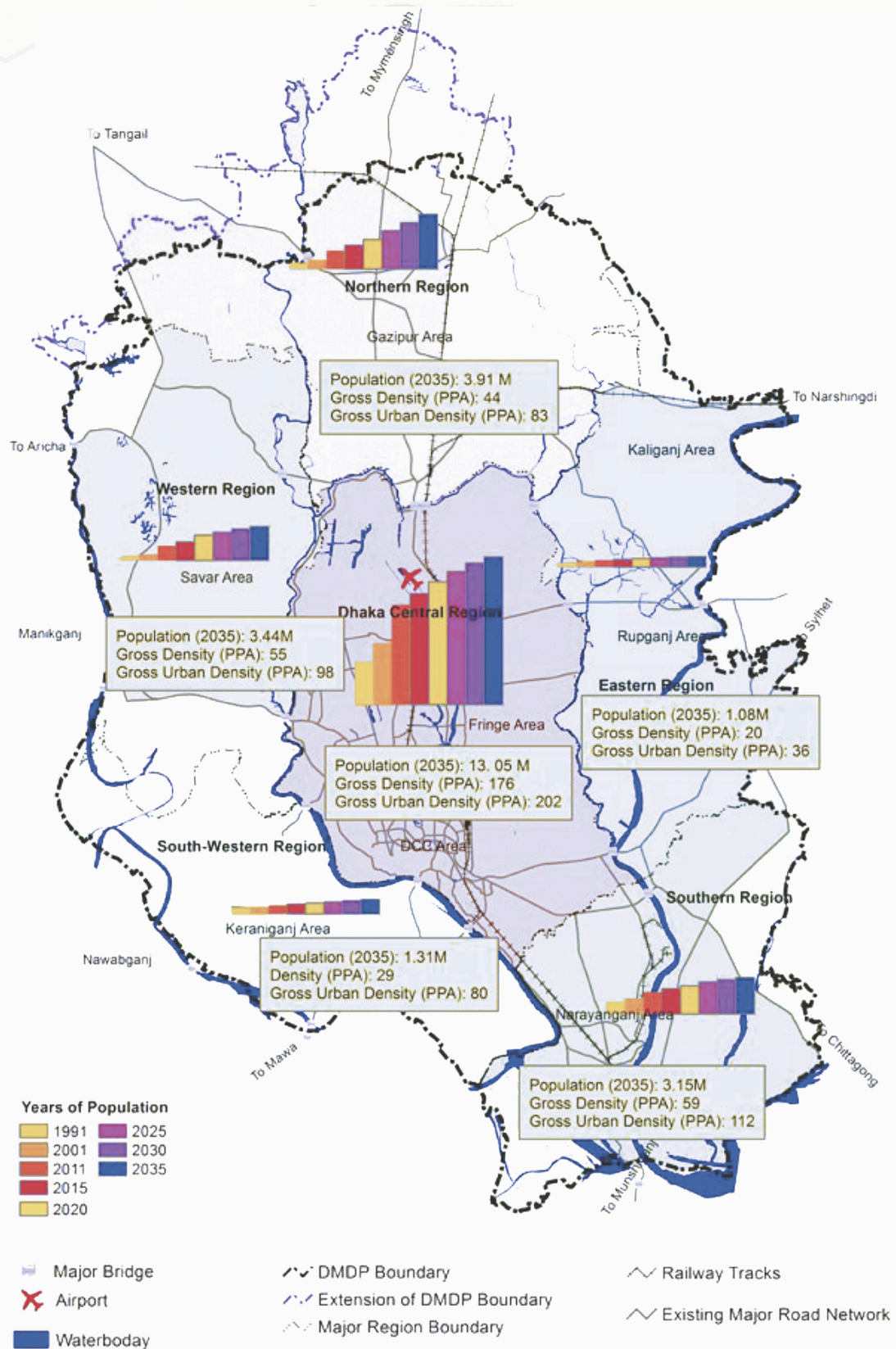
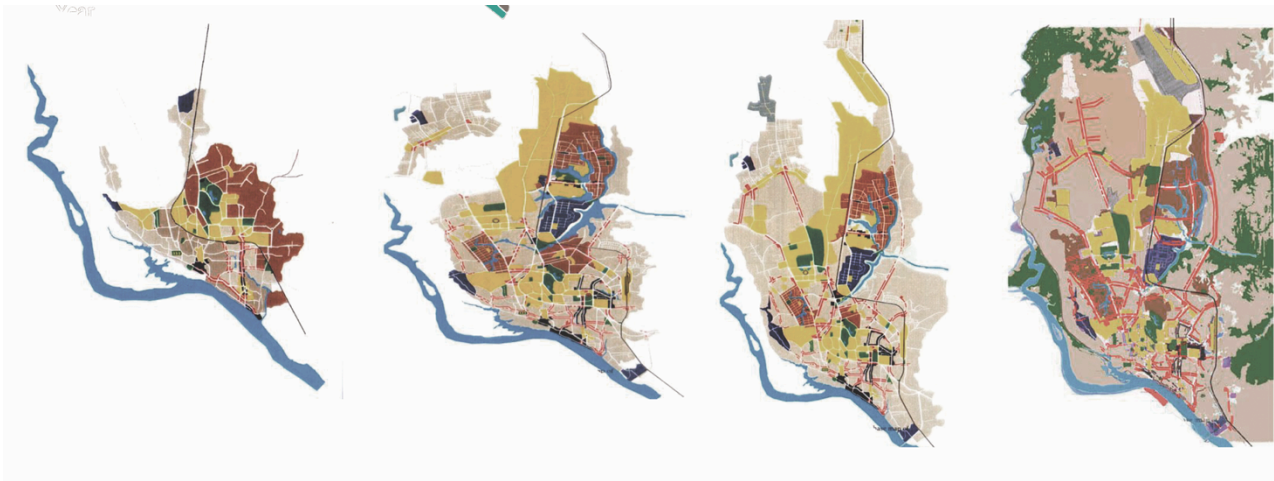


Fig: Population Growth Map of Dhaka city
Source: Dhaka Structure Plan 2035

2.5 Growth of Retail Areas in Dhaka city

Dhaka has grown spontaneously over the years to meet the socio economic demand of the people and has thus undergone a rapid urbanization (Hossain 2001). Retail plays a key role in urbanization in three regards: firstly, as a high value land use it is a driver in the economics of urban land prices, and so of the specialization of other land uses; secondly, it acts as a major attractor land use and affects patterns of urban activity and space use; and thirdly, specifically in developing nations, retailing often offers the first form of employment for rural migrants arriving in the city (Hossain 2001).

With the changing of socio-economic status of the people and the increase in upper and upper middle class residential areas, retail trade is seen to have a growth towards the northern part of the city. Although the major commercial buildings in the 1980's were still concentrated in the Motijheel area, the activities of CBD became defused (Ahsan, 1991). With this changing land use pattern, the shopping areas were dispersed from Gulistan (the planned business area) to a number of shopping streets as Gulistan became the centre for political functions (Ahsan,. 1991:). Thus, new business centres towards the north near the New Market area, Elephant Road, Mag Bazaar, Mouchak, Farmgate and Gulshan and Uttara started to flourish being located close to the planned residential areas residential areas. Hossain (2001) states, that rural to urban migration played a vital role in the rapid growth in demand. As more and more people started to migrate the number of residential areas started to increase thus leading to a increase in trade. Thus private initiatives started in order to meet the demand of the people. The lack of unplanned growth led to a haphazard development of shopping centers all over the city. The other popular trend is the clustering of enclosed shopping centers at nodal points which take advantage of accessible locations. According to Dhaka City Corporation, in 1983 the total commercial area of Dhaka was about 1500 acres. This has become nearly four times larger by 1995 [Hossain, 1995).



2.6 Changes in shopping areas: Bazaars to Shopping centers

Bazaar

A Bazaar has been by different experts: a common definition of bazaar can be a place where most of the business takes places. Some experts believe bazaar is a group of stores roofed under one structure. A bazaar can be defined as a center for producing and distributing activities (Shafaghi, 2006). Bazaars play a very vital role in a city's urban structure. In most Islamic countries bazaar are seen to be a place for social, political and commercial activities (Bach). Bazaars in most cities tend to grow from city gates and entry points into the city to the central areas. In an study in Iran, it was seen that despite bazaars being located near the residential areas, there are no facilities in markets to stay overnight. Therefore, bazaar is normally empty during nights may take tighter security measures. One of the reasons that bazaars are secure is that they are free from residents. (Rouz, 2014) In Islamic cities bazaars tend to have a mosque, a civic center and is generally surrounded by residential neighborhood, economy and government to develop along side each other. Iran is a country where bazaars are a big part of their culture and is now undergoing development of these into shopping centers. There are some characteristic features of bazaars (Rouz 2014):

- Bazaars are completely non-residential at night and therefore security measures are

much different from that taken in residential neighborhoods.

- Bazaars are organized according to business fields. Different disciplines of expertise are located at different positions. This segregation produces the roads and alleys in a bazaar. This also plays a vital role in separating the generation of sound, pollution and activity related to the business for example metal works. Along with this it also allows customers to find their demand more easily without having to search through the entire bazaar.
- Structure: Considering the climate, different types of structures can be proposed for a bazaar. Iranian Bazaars are often seen to be a roofed structure considering the heat during daytime. Thus, the roof structure protects the customers and the goods and allows a comfortable shopping experience.(Shafaghi, 2006)
- Close proximity of different types of businesses is another vital characteristics that make bazaars a successful commercial area. Businesses that provide goods and services that are complementary to one another are able to function in close proximity thus influence each others businesses.(eg. Clothes, shoes and jewelry) (Shafaghi, 2006)

Shopping Centers

Shopping centers (also, shopping mall or shopping plaza) are the 20th-century version of bazaars and the offspring of industrialization and modern architecture. (Rouz, 2014)

Shopping centers are comprised of groups of stores in a roofed or unroofed space. These centers also provide services such as restaurant, parking, recreation, hairdressing, etc. Variability in these services depends on size, neighborhood area, and many other factors of shopping centers. (Asadi,2009). Jafari (2010) states, shopping centers can be classified into a five categories depending on its size and effect:

- Convenience Shopping centers: a small group of shops which cover a size of 1800-

2200 square meters of floor space.

- **Local Shopping Centers:** These shopping centers generally serve the daily need and are usually located in very close proximity to residential areas. Travel time from a house to this shopping center is about 5 -15mins.
- **Community/Super-community Shopping Centers:** they include banking, professional and sport services. Regarding the size, the center varies between local and regional centers in an area of 4 to 12 acres.
- **Regional/ Super-regional Shopping Centers:** they include one or two chain stores and supply a wide range of products. The size generally varies from 4 to 40 acres.
- **Special Shopping centers:** these centers offer special goods and services and are generally formed to supply specific products.

2.7 Public Markets

As per a report published by the association Project for Public spaces, public Markets are a civic resource. It plays a vital role in creating a vibrant setup for the local identity of the city. It also stated that a variety of different activities in public markets make it a community hub and thus acts as a major gathering space. Locally produced products and food become the main center of attraction for the consumers. As per the report, these markets also become the catalyst for further development of the neighborhood.

2.7.1. Characteristics of Public Markets



Source: Ayesha L. Khalil

2.7.2 Importance of Public Market



Source: Ayesha L. Khalil

2.8 Changes in Spatial Qualities of Retail areas

Rural to urban migration has continued to be a major contributor to urban growth, whilst the economics of Third World cities have failed to generate sufficient employment for their growing population. The 'surplus population' has been forced to generate its own employment in the so-called 'informal sector'. Among various types of occupational patterns in the informal sector, retailing activities as an entry point are attractive to immigrant groups, since they provide the opportunity of self employment with minimal capital investment and technical constraints (Paddison, et.al., 1990). These factors contribute to the extensive growth of informal hawking activities within and around urban retail centres. Thus, retail areas in developing countries are characterized by varying group of retailers and consumers and involve a wide variety of institutions; which have, for research purposes, often been reduced to the 'formal' and 'informal' sectors. The spatial changes in the former one reflect the penetration of western consumer values; where as the informal sector represents a potential solution to unemployment in developing countries (Mortuza; 1987). Thus, in less developed countries retail outlets with western characteristics seem to coexist uneasily alongside 'informal' traders. In general, 'place-specific' retail developments in various developing context appears to be more integrated with their urban context by accommodating formal and informal retail functions within a shopping development; where

as, the imported ideas from the west fails to ensure an interactive retail environment as they tend to accommodate a specific economic class of retailer and consumer, hence, physically isolate themselves from a specific urban context (Paddison,et.al., 1990).

Industrialization and modernization of retail areas is another major factor leading to a change in the spatial qualities of these areas. As explained in the previous section, bazaars had metal workshops and were also a place for the production of goods. This phenomenon has now changed to a certain extent due to modernization and use of machinery. Historical researches show that bazaars were perfect spaces with different political, social, economic, religious and communicative aspects and their influence on the people's lives was so remarkable that most of demonstrations and revolutions have started from there. There were important urban spaces in bazaar and its neighborhood and also bazaar was a place to spend leisure time. But the shopping centers do not possess the functions of bazaar and they only have some economic aspects of it. (Rouz,2014)

2.9 Changes in User Expectation

Over the years the major reason behind the changing culture of shopping is due to change in consumer demand and expectations. Initially around the 1990s, the main attraction of markets were anchor stores and food outlets merged with retail shops. As time progressed, the demand of the consumers started to change. Nowadays, the top performing shopping centers is a mixed-use district, high streets and existing malls in the surrounding plots. In order to keep up with the growing city malls are now also being merged with nearby transportation facilities. The future of the shopping facilities will be an experience rather than just a market or mall which will incorporate public plazas, entertainment facilities, retail facilities and recreation all at once. (Gunning ,2014)

formal planning effort to develop planned residential neighbourhood

1961- With 290 hectares of land, Gulshan residential area was developed, particularly for high ranking government and non-government officers and diplomats. The main arterial road, 90-100 ft. wide Gulshan Avenue, divided the whole area into two parts, intersected by two commercial hubs, Gulshan Circle-1 and Gulshan Circle-2. During 60s, only a few single or two storied buildings were erected.

1971- An increased demands for plots was witnessed thus residential area was further extended towards north and finally included 986 acres of land (RAJUK, 2002).

1985-1986 - land sub-division and construction of six storied residential building was legitimized by the authority following the pressure from influential land owners.

1990- Land-use conversion in Gulshan area began especially along Gulshan avenue.

2.11.2 Changes in Built form

According to The serene, low density character of this area at the earlier phase of development, has very well transformed now into high-density, high-rise residential area. This physical change of the built-environment is further associated with the changes in land-use, together with the economic growth of the country. Residential plots along Gulshan Avenue exhibited changing pattern of built-form and land-use since 1980, with the beginning of real-estate business as a major economic activity. With the introduction of new Building Construction Act (2006), plots along Gulshan Avenue were declared as commercial plots where a maximum of 150 ft high commercial buildings with a FAR of 50% was allowed. It has been reported that there is a pressure for the approval of 20 to 22 storied commercial buildings along this avenue. This indicates colossal changes in the built-form and in the overall physical environment in the near future.

2.11.3 Changes in Land use

A study conducted by Nilufar(2010), showed that 21% of the plots along Gulshan Avenue experienced complete transformation of built-form as well as land-use; and 51% of the plots exhibits land-use transformation only, either retaining the old building or through renovation. New buildings appeared on 28% of the plots only. The new use represented either a higher order activity (i.e. from residential use to commercial use) or an increase in intensity of use by the same activity (i.e. high-rise residential apartments). However, the most dominant aspect here is the trans- formation of land-use from residential to commercial. This data supports that Gulshan Avenue provided the option for increased accessibility, thereby seems to invite non-residential uses. Commercial functions like retail, markets, catering



1973



1987

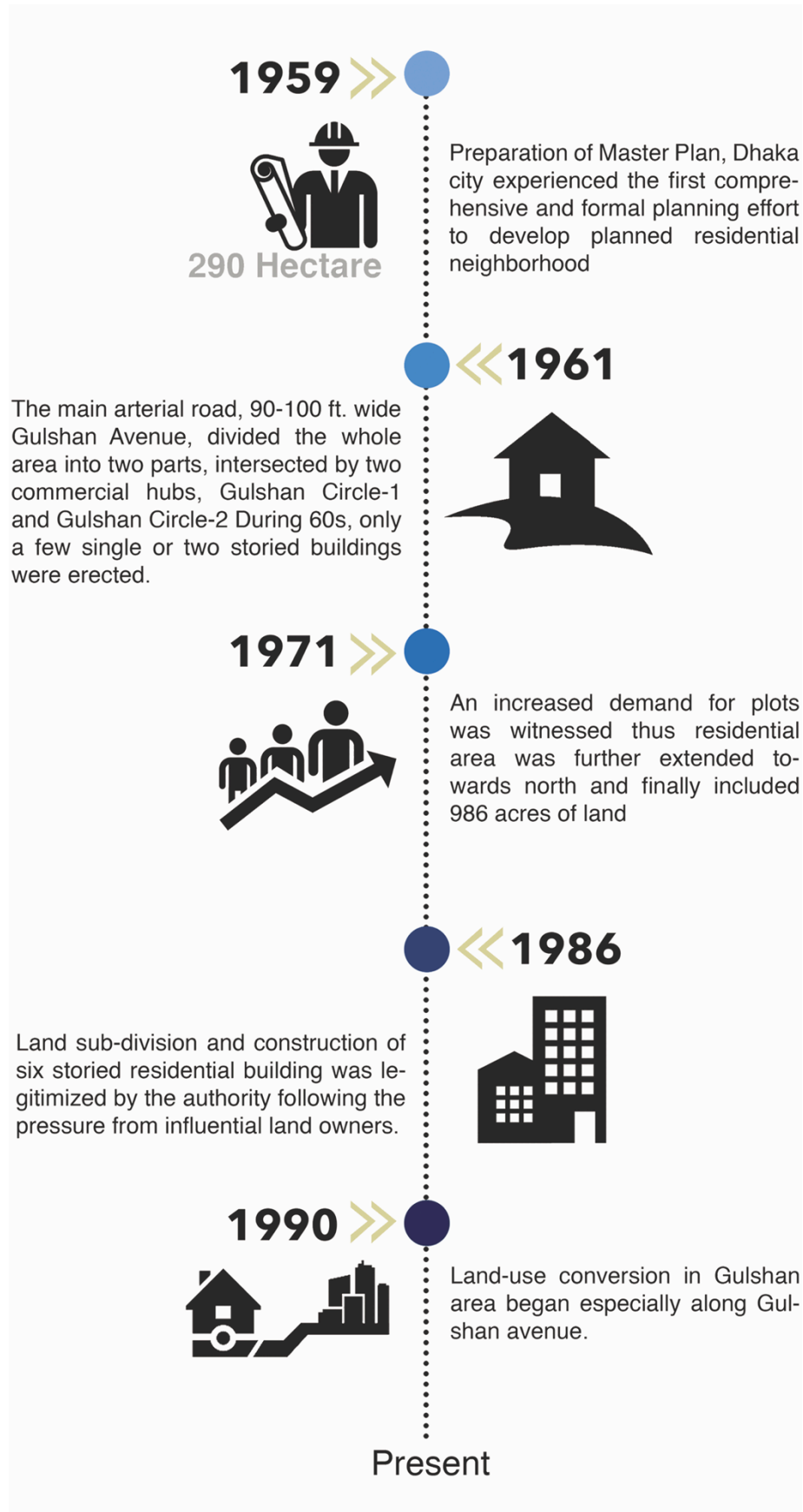


1995



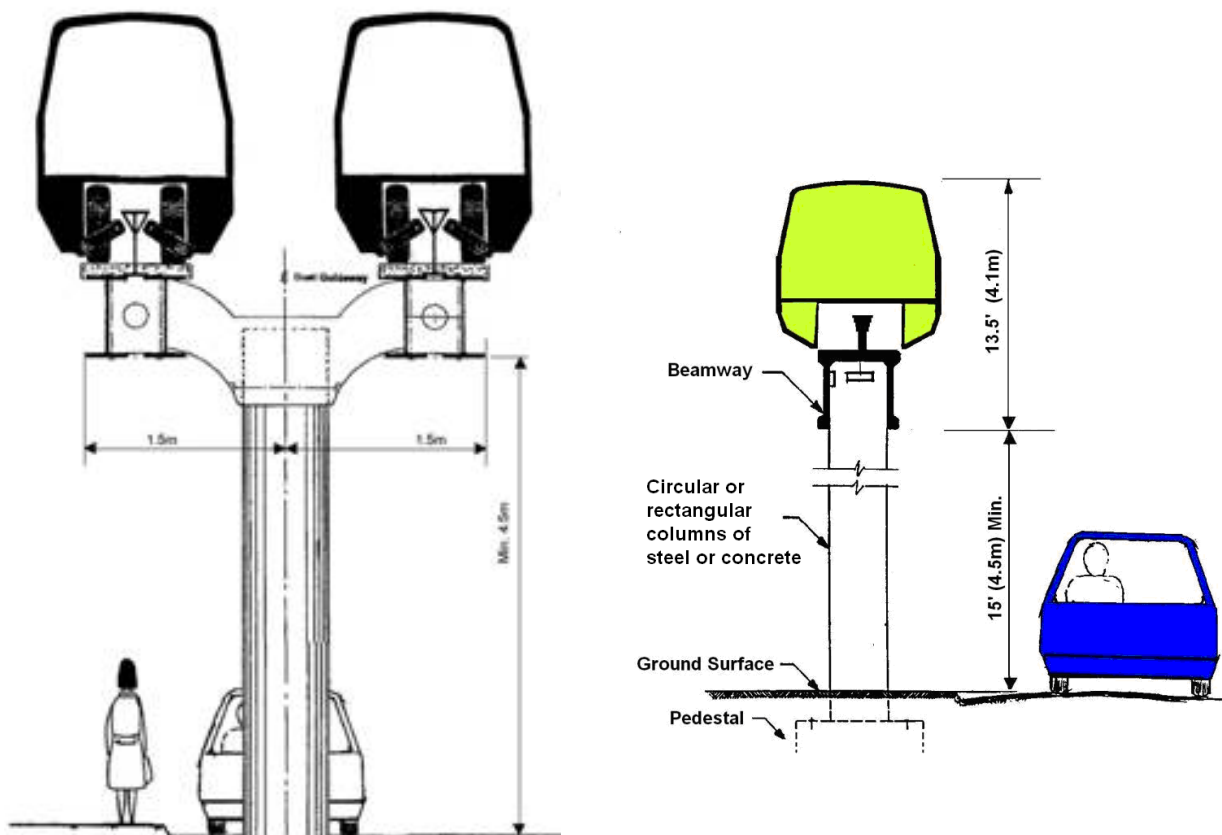
2001

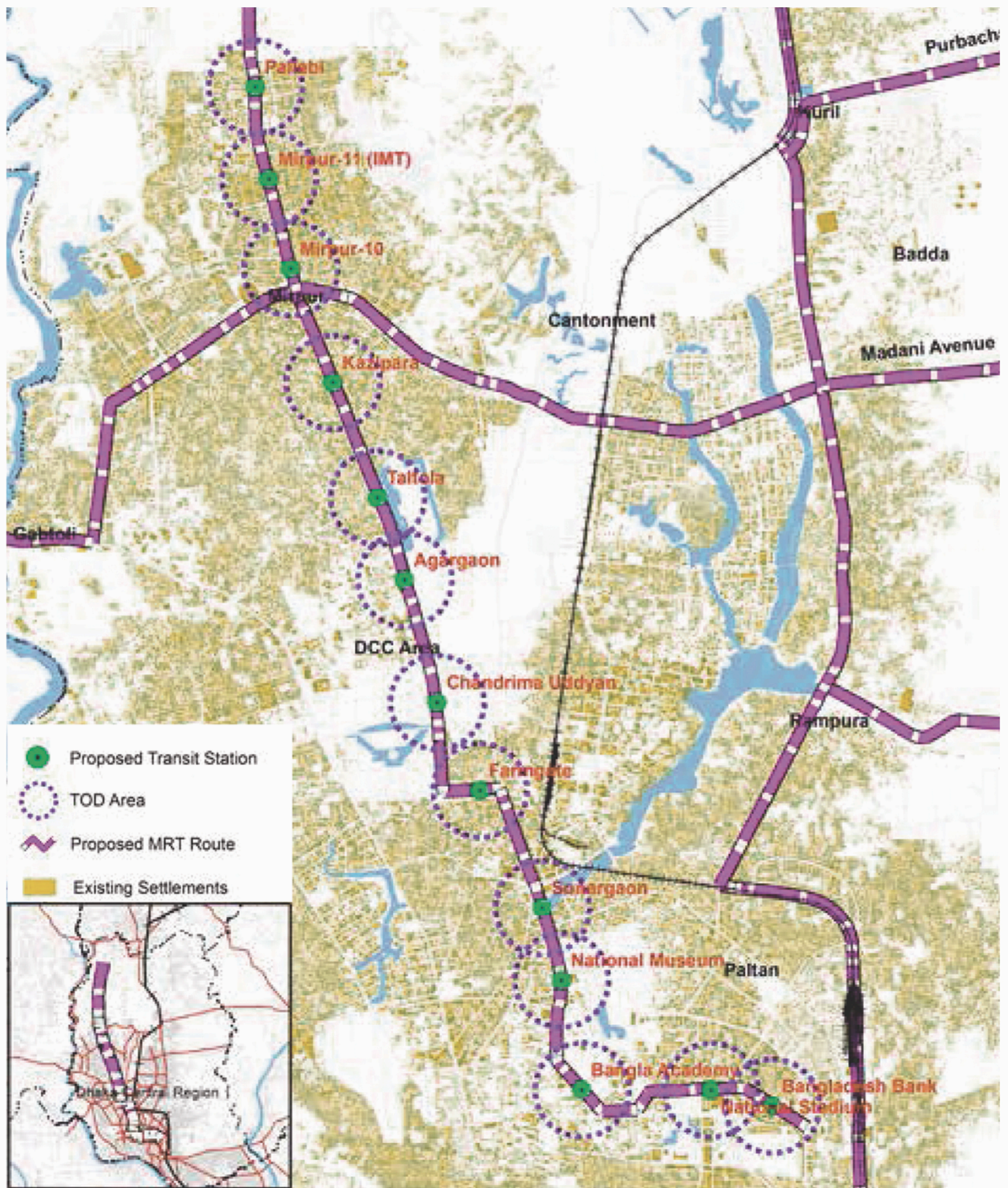
Source: Bangladesh Photo Archive



2.12 Elevated Metro rail

Dhaka Metro rail will run across 20.1km covering the main areas of Dhaka city. Expected completion date is by 2019. The Dhaka metro rail consists of 3 routes. As per reports published by Dhaka Mass Transport Company (DMTC), the proposed MRT line 5 will start from Bhulta on Dhaka-Sylhet highway and stretch to Hatirjheel link road via Bhatara, Natun Bazar, Madani Road, Kamal Ataturk Avenue, Mirpur 10, Gabtoli bus terminal, Mirpur Road, Dhanmondi and Basundhara City.





Source: Dhaka Structure Plan 2035

Chapter 3: Case Study

3.1 City Center, Salt Lake City, Kolkata

Architect: Charles Correa

Year: 2000- 2004

Concept:

The city center is not the regular shopping mall. It relates more to the cultural characteristics of shopping areas in the Indian subcontinent. It is based more on the concept of “mall streets” that are found in open marketplaces in typical India.

Characteristics:

- Spatial Arrangement:

The mall is separated into an arrangement of commercial blocks. Shopping areas are located below while office and other spaces are located on the upper levels. This creates the different kinds of streets and courtyards of the complex. Shops open out to these pedestrian spaces. These spaces can accommodate crowd but not enough to accommodate community interactions.

- Interactive Spaces:

Drama is a vital aspect that Correa tried to create in his design. The experience is designed to give a sense of drama, activity and colour. Even though this might be a similar character found in many malls what makes it unique is that it gives out an impression of an extension of a street still in connection with the city but controlled and segregated from the chaos.

Existing Programs:

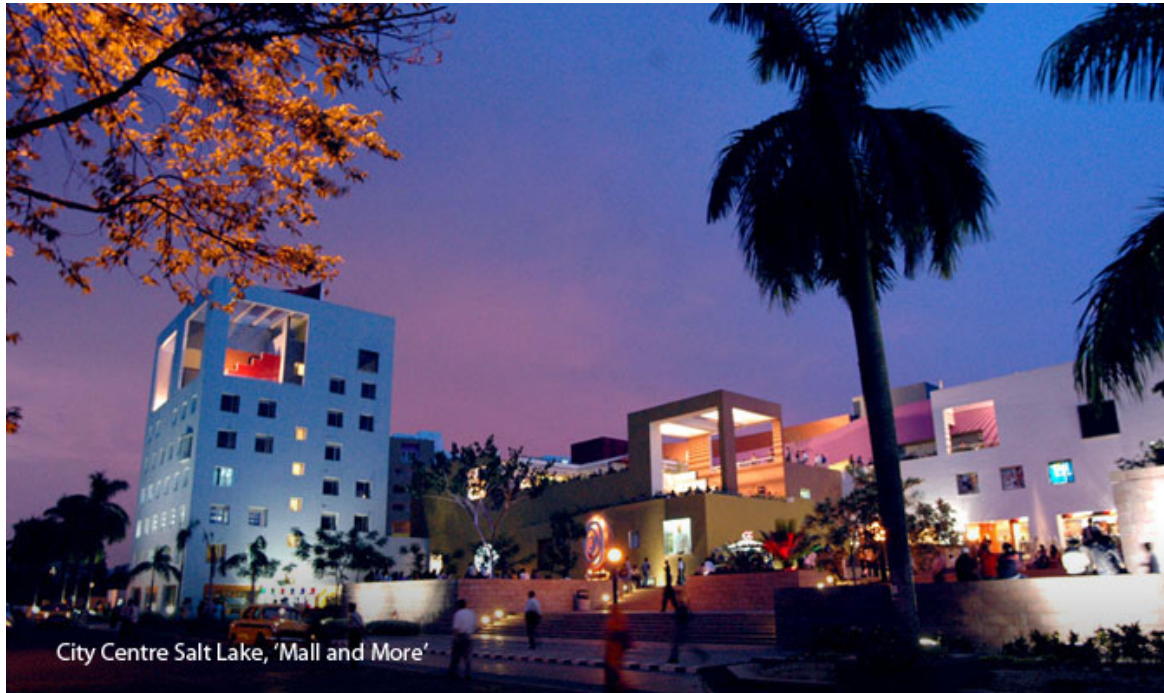
- Shops

- Wedding hall
- Multiplex
- Office
- Apartments
- Restaurants



Source:

Charles Correa Associates (www.charlescorre.net)



Source: Charles Correa Associates (www.charlescorre.net)



Source: Charles Correa Associates (www.charlescorre.net)



Source: Charles Correa Associates (www.charlescorre.net)

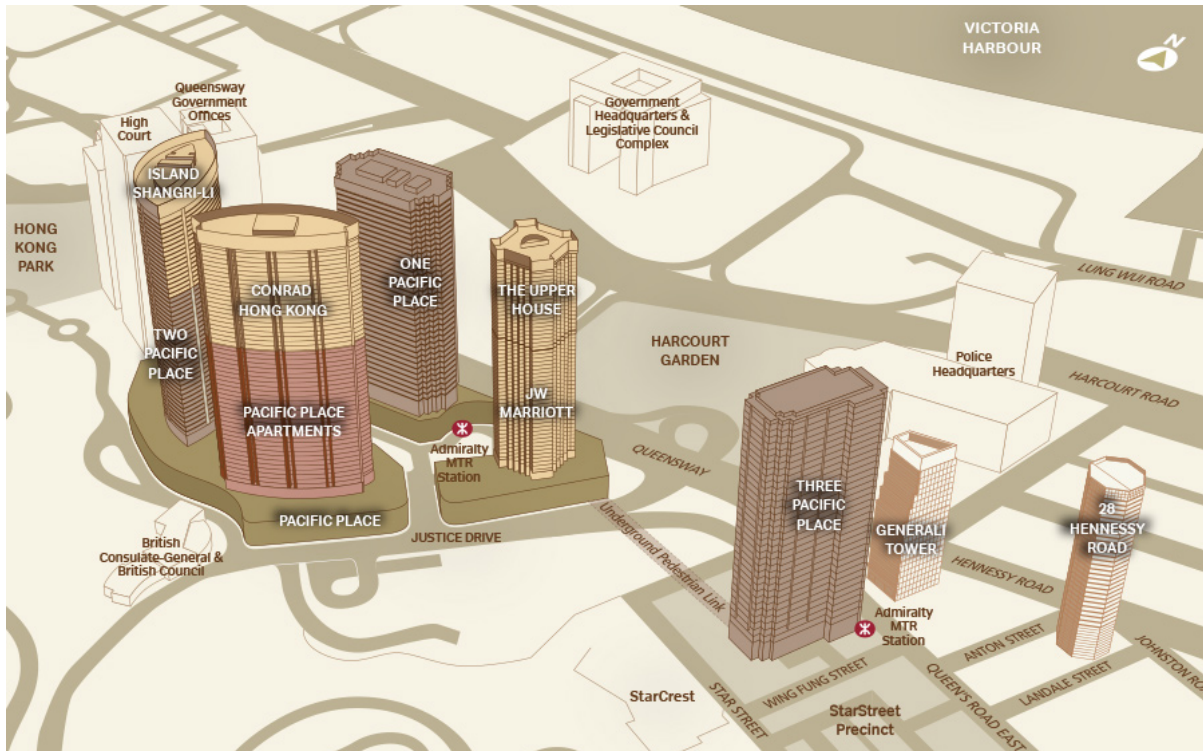
3.2 Hong Kong's Transit-Oriented ERCs: Pacific Place

Architect: Thomas Heatherwick

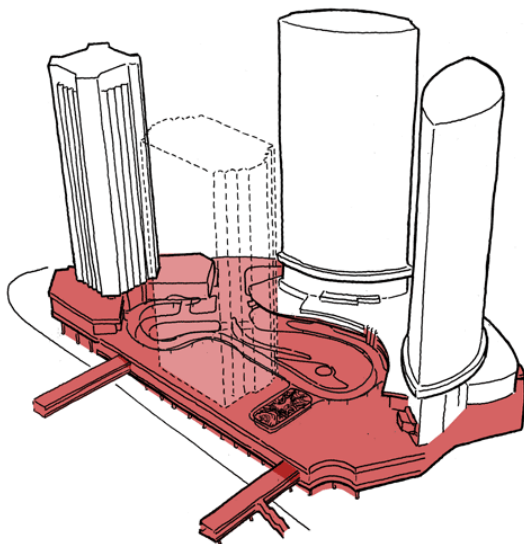
Pacific Place has 5,000,000 square feet of floor area on only 6.5 acres. This high density, also sustained in the surroundings of the ERC, ensures both viable public transport and economic vitality for the ERC.

Land-Use

The Pacific Place mall is a massive mixed-use complex in Hong Kong's commercial center. The high-rise design has four buildings of 40 to 60 floors (Figure 2). The project was built in three phases beginning in the late 1980s with the first mall opening in 1988. The shopping center at Pacific Place has five floors with plenty of circulation space, relatively high-end shopping options and a four-screen cinema theatre.



Source: <http://www.pacificplace.com.hk>



The shopping area at podium level of the Pacific Place.

Source: <http://www.dezeen.com/2011/12/05/pacific-place-by-thomas-heatherwick/>

Existing Programs:

- Three five-star hotels (Marriot, Shangri-La and Conrad)
- Apartments
- Office Space

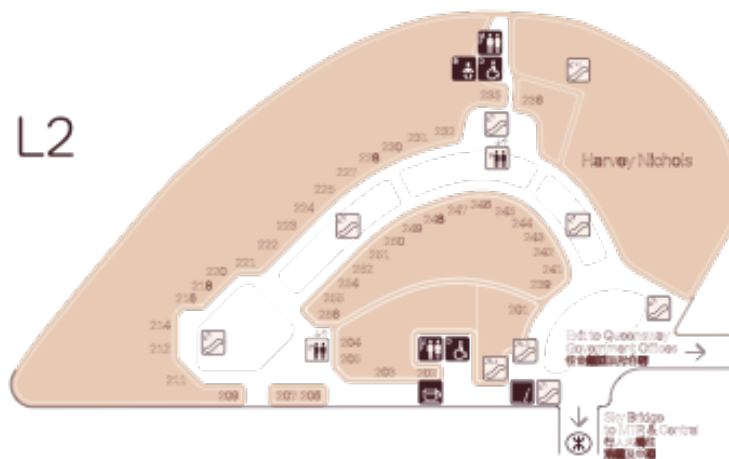
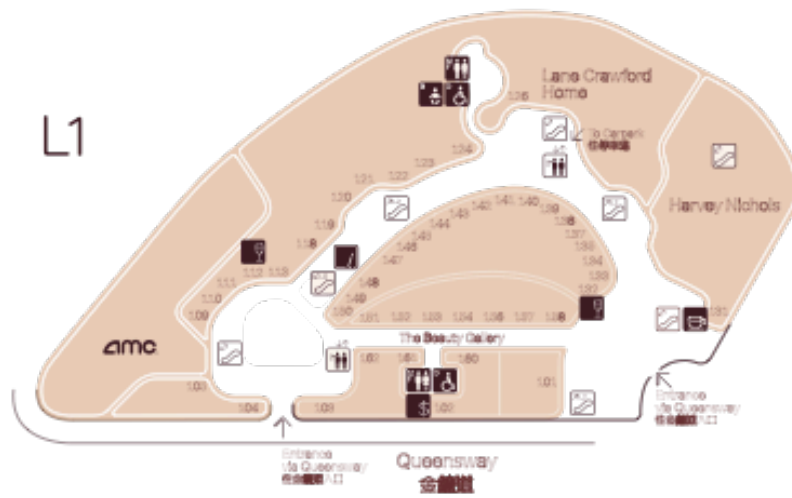
- Conference Center
- Shopping Mall

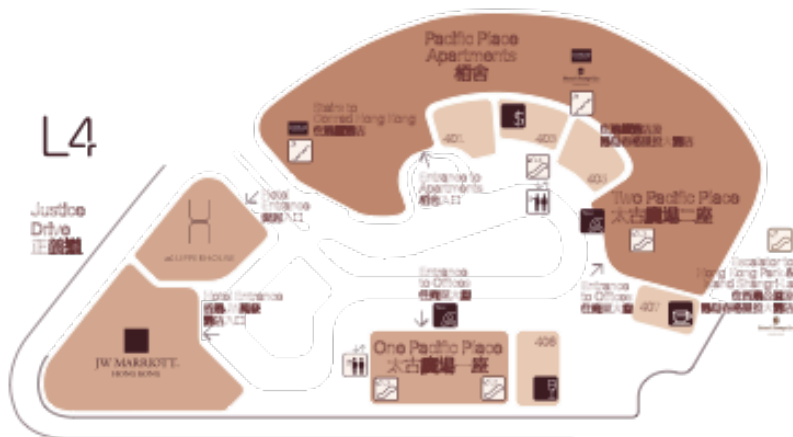
Location:

The location above the intersection of two subway lines, with an exit opening directly inside the mall keeps the mall crowded through out the day. This is Hong Kong's model for paying for its metro stations—allowing malls to be built directly above them. The developers pay for the station and in turn receive a ceaseless flow of pedestrians walking through their mall.

Pacific Place with all its mixed use and five million square feet of floor area has only 500 parking spots, conveniently located underground. The entire Pacific Place, like the rest of the city, is designed around public transit and pedestrian accessibility and comfort.

Hong Kong's transit-oriented ERCs are a result of strategic planning and public-private partnerships. ERCs, as seen in Pacific Place and other similar centers (such as the International Financial Center or IFC Mall and Skywalk) are a way of life in Hong Kong because they are fully integrated into the functions of everyday life and the regular pathways of many pedestrians. Hong Kong's strategy is not to make malls a destination, but rather to place them on the way to every destination. This is how this newest category of retail has evolved in the peculiar context of Hong Kong and has become a well-adjusted vernacular style.





Design

“The mall... is a podium for top hotels and is flanked by the Hong Kong Supreme Court and the British Council” (McDonogh and Wong, 2001, p.17). Pacific Place mall conforms to the design features of typical enclosed mall, including architectonics for maximum exposure to products and inducement to spend. There is a distinct modernist to both the façade of the three structures that comprise Pacific Place (hotel, offices, housing and ERC). This enclosed space should, however, be read in context. Relative to the shopping streets around the mall, the indoor space of the mall offers an experience of *flanerie* which, somewhat surprisingly, is not available in the otherwise eminently walkable city. This includes a controlled climate (temperature, humidity and odour), obstruction-free walking (i.e. fewer people and no construction-related artefacts), and the option of comfortable, leisurely window-shopping. In addition, “live piano performance and special music programs fill the mall with a relaxing ambience for shopping” (Swire Properties, 1999).

Pacific Place is comprised of three buildings, which contain a conference center, 270 residential units, office space and three hotels. One Pacific Place houses “860,000 sq. ft. of world-class office accommodation on 36 floors, each providing approximately 20,000 to 22,000 square feet (lettable)” (Swire Properties, 1999). In addition, Two Pacific Place includes “a total of 700,000 square feet of Grade A office space on 27 floors” (ibid). The newest addition, Three Pacific Place, is a dedicated 38-storey Grade A+ office tower with 620,000 square feet, located right above the Admiralty MTR station (ibid).

3.3 Ayala Center Greenbelt 3, Makati City, Philippines

Architect: CallisonRTKL

Concept:

The main concept of the design is to establish an oasis of nature and culture and giving a new definition of urban leisure. Located within the mixed-use Ayala Center, the design goals for Greenbelt 3 were keep all the trees, integrate non-retail features such as a church and museum, connect to the city's elevated walkway system, and deal with a harsh environment of heat, humidity and rain. By carefully crafting a uniquely indigenous site and design solution, its developers have overcome those constraints, weaving the entire four-story,

Design:

With its indigenous architecture and respect for the historic and well-loved park, it establishes a sense of place amid the bustle of the community. It offers a new model for retail/entertainment with an intimacy that responds both to Philippine culture and to the demands of international standards. To create a unique shopping experience, its leasing and design teams have fashioned a tenant mix not reliant on international-brand retailers, but on local retailers and restaurateurs. A series of pavilions houses progressively more extroverted tenants starting with "quiet" tenants like bookstores and galleries. The center then rounds off with home and fashion- oriented tenants and restaurants before finally turning into a lively zone of music and video stores, more dining, cinema and nightlife.



Source: <http://www.callisonrtkl.com/projects/greenbelt-3-ayala-land-inc/>

Chapter 4: Site Appraisal

4.1 Background of site

4.1.1 Location and Land Usage

Gulshan Thana comprises of an area of 53.59 square kilometers. Gulshan thana consists of three wards and also includes Gulshan Model town consisting of Gulshan 1 and 2 circle. Gulshan is bounded by cantonment and Badda thanas on the north, Tejgao and Khilgao Thana on the south. Badda thana on the east and Kafrul thana on west.

Typology	Percentage of Land (%)
Residential	50
Commercial	20
Diplomatic Area	12

Other (Slums etc.)	18
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Source: https://en.wikipedia.org/wiki/Gulshan_Thana



Source:

Google Earth

4.1.2 Socio Cultural

Gulshan has a total population of 281,337. Many of Dhaka's richest reside here. 21.59% of residents are occupied with commerce, while 40.92% are service professionals. 93.65% of the Gulshan populations are Muslims. The area has 25 mosques and also features a number of churches. Many headquarters of multinational companies are located in the Gulshan area. There are around 45 boutiques, shops and markets and consists of a good number of mega stores such as Agora, Unimart, Lavender and Meena Bazaar. It also hosts a huge number of restaurants and cafes both international chain and local. It also has many clubs such as Gulshan Club, American Club etc which are privately owned and is used for recreation and entertainment for members only. There are many hotels located in the area, which serve a good number of foreigners who come to Dhaka for business purposes.

4.1.3 Historical Background

Gulshan was founded as a planned model town in 1961 with its own municipality corporation. Later in 1984 it was absorbed into Dhaka. The area was originally built to serve solely as residential however building usage has changed majorly over the years and has transformed into commercial areas. Gulshan is now a mix of residential, commercial and shopping area. A city center like area has evolved from the types of usage of building along the arterial route. Gulshan is currently under Dhaka North City Corporation.

4.1.4 Climate

The area has a tropical wet and dry climate with a distinct monsoon season. Annual average temperature is 25 degrees Celsius. Air pollution is a major issue in the area due to the increased use of air conditioners and a huge amount of traffic.

4.2 Site Analysis

4.2.1 Road Network



4.2.2 Building Usage



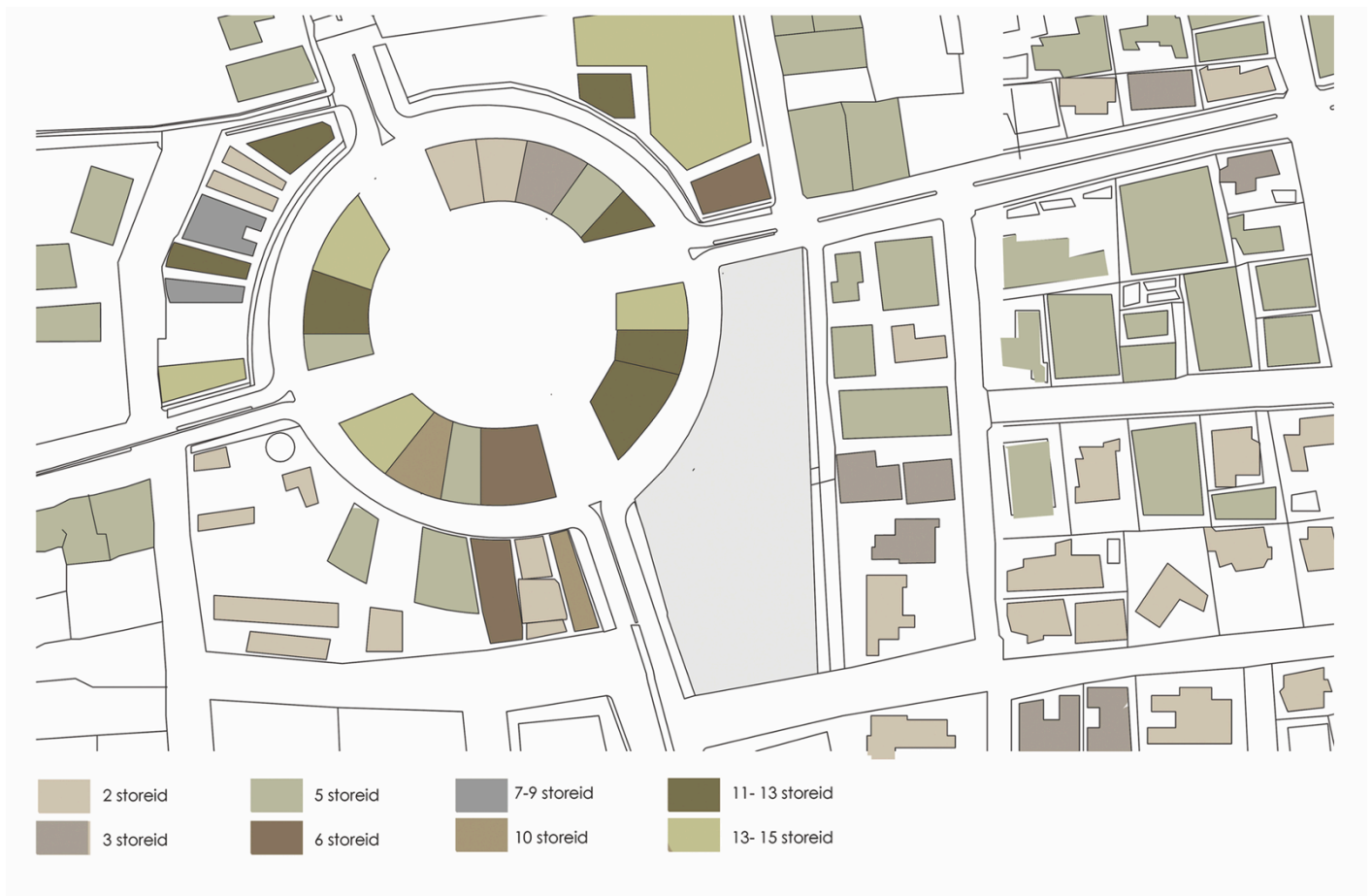
4.2.3 Solid Void



4.2.4 Vegetation



4.2.5 Building Height

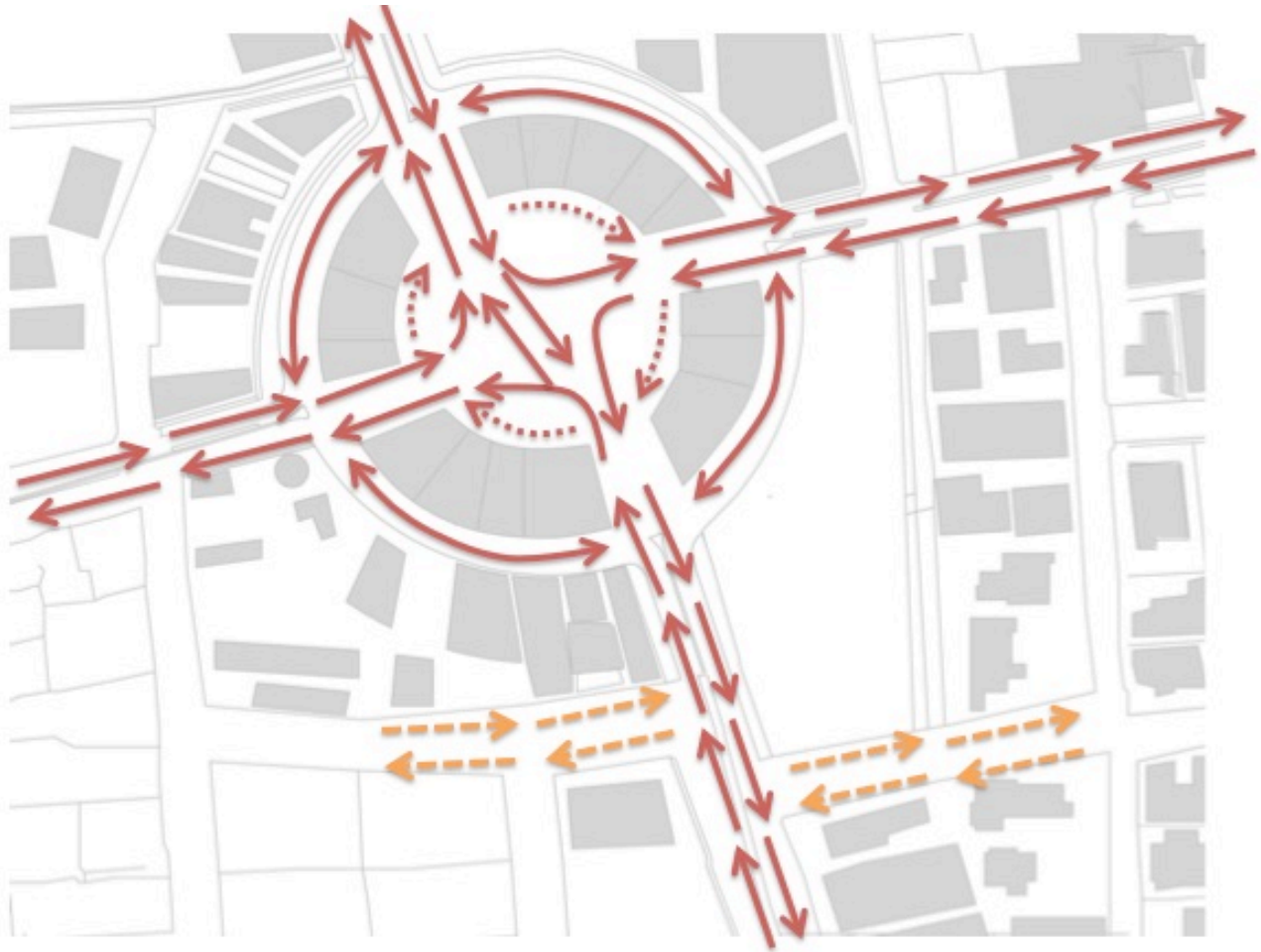


4.2.6 Road hierarchy



Movement

4.2.7 Vehicular



4.2.8 MRT Line



4.2.9 View Analysis

A



B

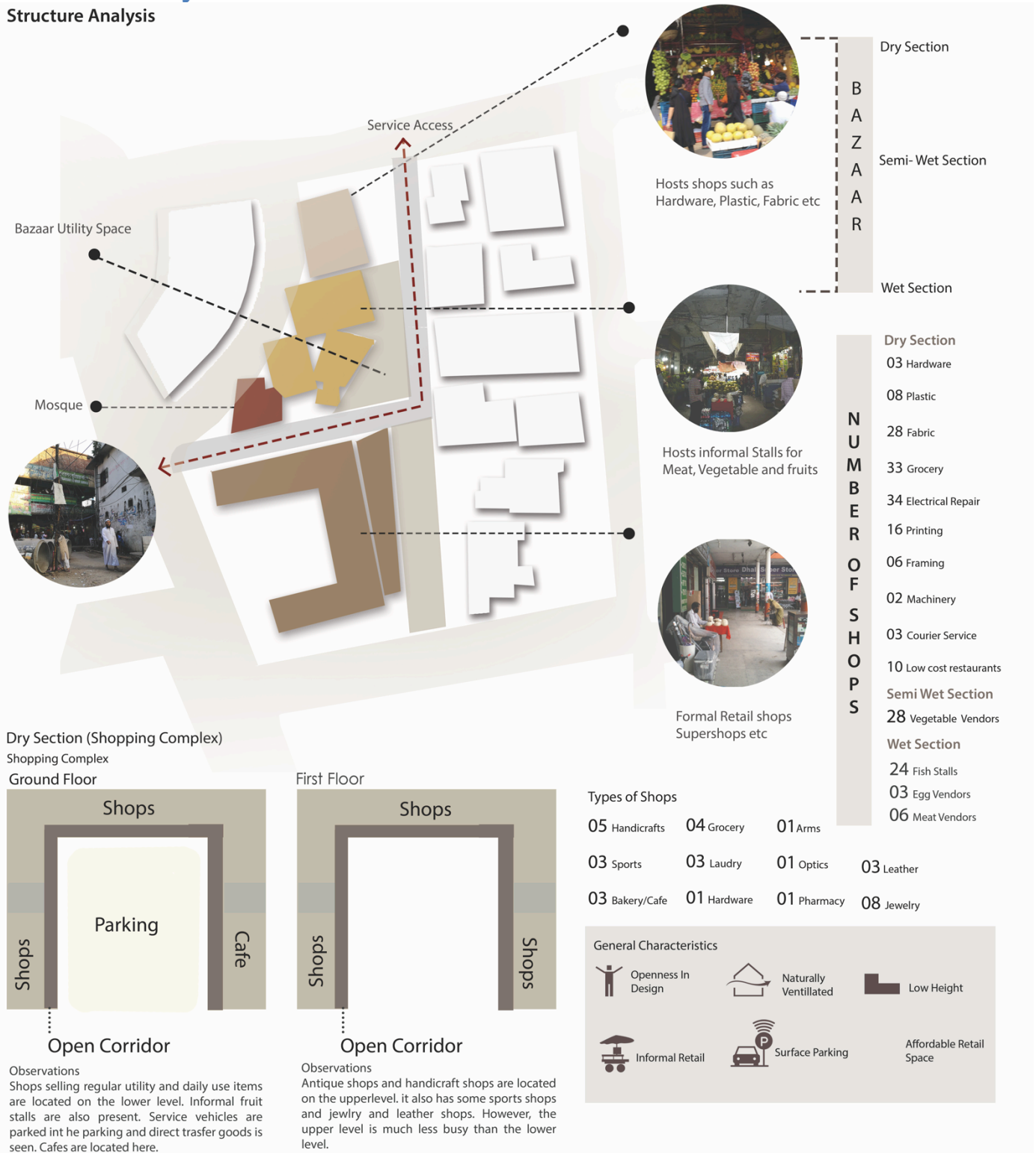


C

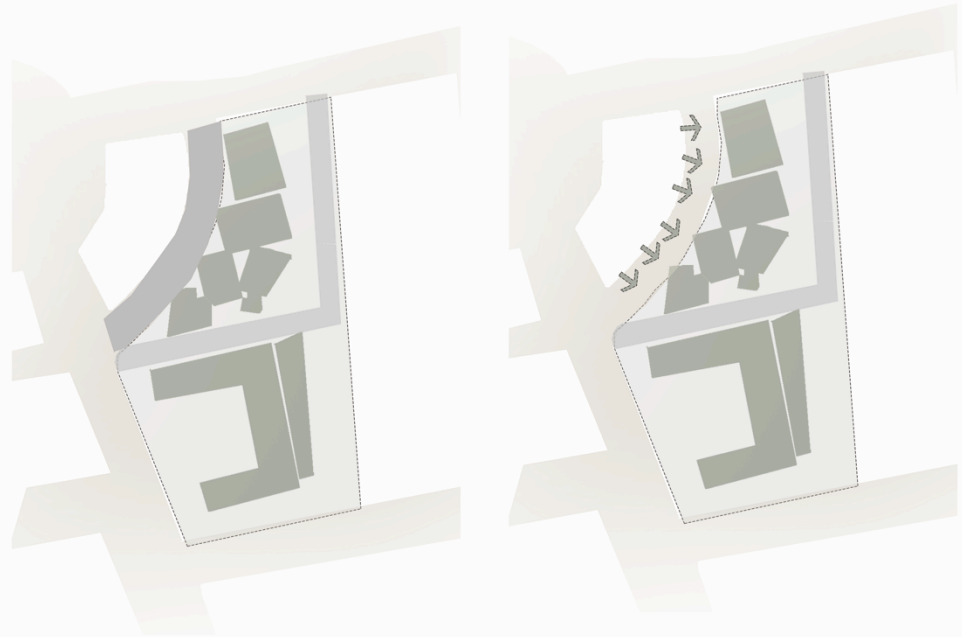


4.3 Market Analysis

Structure Analysis



Access Analysis



The main access towards the Kitchen market has retail shops on the peripheral buildings opening outwards towards the road making the road pedestrian dominated and giving it the essence of a potential shopping street. This road also accommodates illegal 2 wheeler parking and temporary parking of vans and cars thus making it under utilized and chaotic.

4.4 SWOT Analysis

Strengths

- The site is located in one of the main commercial centers of Dhaka city
- The site is adjacent to a main junction (Gulshan 2 circle)
- It falls in a retail corridor and is surrounded by many other shops
- There are many hotels and guest houses in close proximity of the site

Weakness

- The site is surrounded by high-rise and midrise buildings
- The area is very busy and thus leads to major traffic congestion in the area.
- The surrounding of the site lacks interactive spaces for the public
- Poor traffic management

Opportunity

- The site can be developed into a major retail hub to host all sorts of facilities
- A one stop shopping center in a high density area will function with maximum potential considering the location.
- An interactive entertainment space will allow more community interactions in the area.

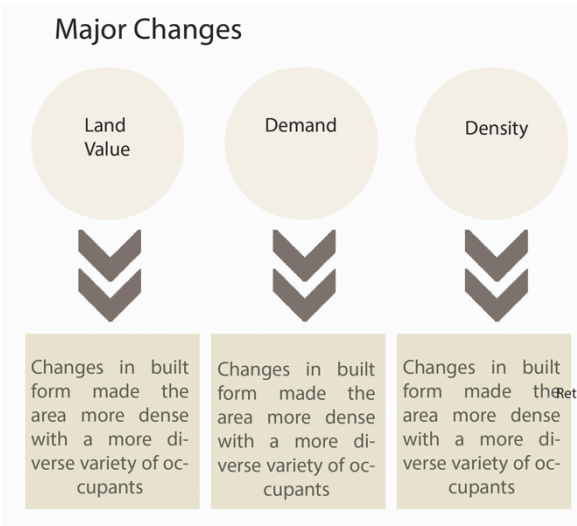
Threats

- If transport and access is not considered it may lead to increased traffic congestion at the junction
- Misuse of government plot, shopping centers being transformed into hotels of unplanned commercial buildings.
- May be developed into an unplanned space with no public space
- The essence of the shopping center may be lost

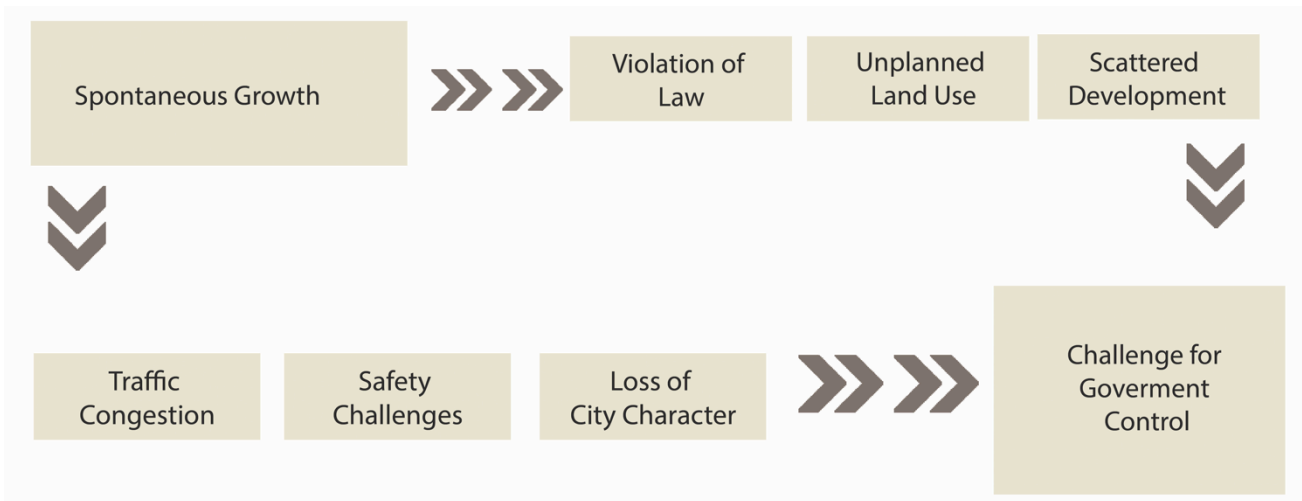
Chapter 5: Context Analysis

5.1 Overview of Gulshan

Gulshan has undergone some major changes over the years. The major changes came about in mainly three aspects: Land value, Demand and Density.



Growth Pattern

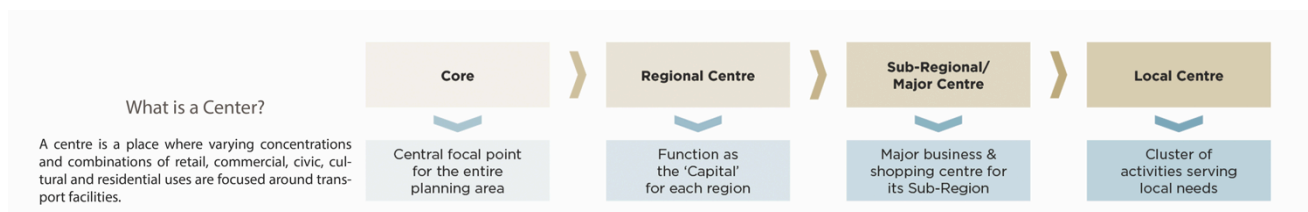


The above figure shows the growth pattern of Gulshan. The dominant trait of Gulshan despite being a planned residential area is spontaneous. It can be observed that many offices and restaurants opened in buildings originally constructed as residential buildings. Many retail shops can be found scattered throughout the areas even on dedicated residential streets. This sort of growth causes the unplanned land use and violation of law.

It also leads to traffic congestions, safety issues and loss of city character. In the long run, these come about as major challenges for the government.

5.1.1 Gulshan as a potential Sub regional city center

With the growing population the city is also growing. As the city grows, the city centers become sub divided in order to work more efficiently and be accessible for all. According to the Dhaka structure plan 2035, Gulshan 2 node has the potential to become a sub regional city center.



Source: Dhaka Structure Plan 2035

The elements required for Gulshan 2 to become a sub regional city center are:



Source: Ayesha L Khalil

The most of these elements are already present in Gulshan 2 and with the development of available land the city center character of the area can be enhanced.

5.2 Overview Dhaka City Corporation

Dhaka North City Corporation (DNCC) is an autonomous body that governs 36 northern wards of Dhaka. Dhaka North City Corporation was established on 29 November 2011. Dhaka North City Corporation consists of 36 wards covering the thanas of Mirpur, Mohammadpur, Sher-E-Bangla Nagar, Pallabi, Adabor, Kafrul, Dhaka Cantonment,

Tejgaon, Gulshan, Rampura, Banani, Khilkhet, Lalmatia, Kallanpur, Baridhara, Badda, Uttara, Uttarkhan, Dakkshinkhan & some others.

Markets Under DNC (Source: DNCC)

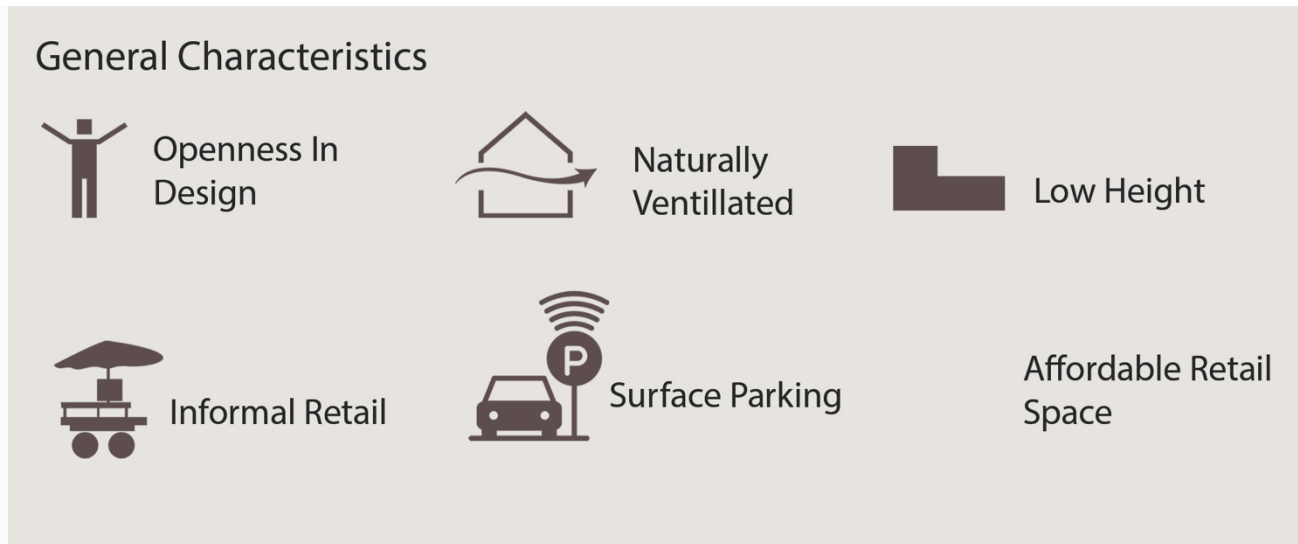
Serial No.	Name of Market
01.	Gulshan (North) Pucca Market
02.	Gulshan Kucha Market
03.	Gulshan (South) Pucca Market
04.	Gulshan (South) Kucha Market
05.	Kawranbazar 1 no. Bhaban Market
06.	Kawranbazar 2 no. Bhaban Market
07.	Boro Moghbazar Kucha Market
08.	Kawranbazar Fish Wholesale Market
09.	Kawranbazar Kormokar Shad
10.	Kawranbazar Kucha Market
11.	Kawranbazar Kucha Wholesale Market
12.	Surrounding Market of Kawranbazar Kucha Market
13.	Kawranbazar Chicken Shad
14.	Hazrat Shah Ali Market
15.	Khilgaon (Taltola) Super Market
16.	Kolmi Lata Kucha Market
17.	Mohakhali 20 No. Ward Market
18.	Mohakhali Kucha Market
19.	Khilgaon Taltola Super Market
20.	Banani Super Market Cum Housing

21.	Farmgate Overbridge
22.	Banani Community Center Kucha Market
23.	Mirpur 4 no. Ward Community Center Market
24.	Bagun Bari Bottola Kucha Bazar (Toll Market)
25.	Nakhal Para Kucha Market (Toll Market)
26.	Baunia Badh Market
27.	Prantik Super Market
28.	Mohammadpur Krishe Wholesale Market
29.	Mohammadpur Kucha Market
30.	Mohammadpur Town Hall Fruit Market
31.	Mohammadpur Town Hall Market
32.	Mohammadpur Shaheed Park Market
33.	Mohammadpur Nutun Kucha Market
34.	Mohammadpur Housing Toll
35.	Mohammadpur Ring Road Tin Shad Market
36.	Mohammadpur Ring Road Pucca Market
37.	Mohammadpur Shaheed Park Mosque Market
38.	Jeneva Cump
39.	Mohammadpur Town Hall Milioniyoton Market
40.	Mirpur New DNCC Market

4.2.1
Char
acte
risti
cs of
DCC
Mark
ets

A significant characteristic of Dhaka city corporation is the open parking lot which also acts as the central open space along which the market is located. Gulshan 1 and Gulshan 2 DNCC market have this common character. Height generally ranges from 1- 3 storied high. Most markets are seen to have an open corridor facing the parking with the shops arranged

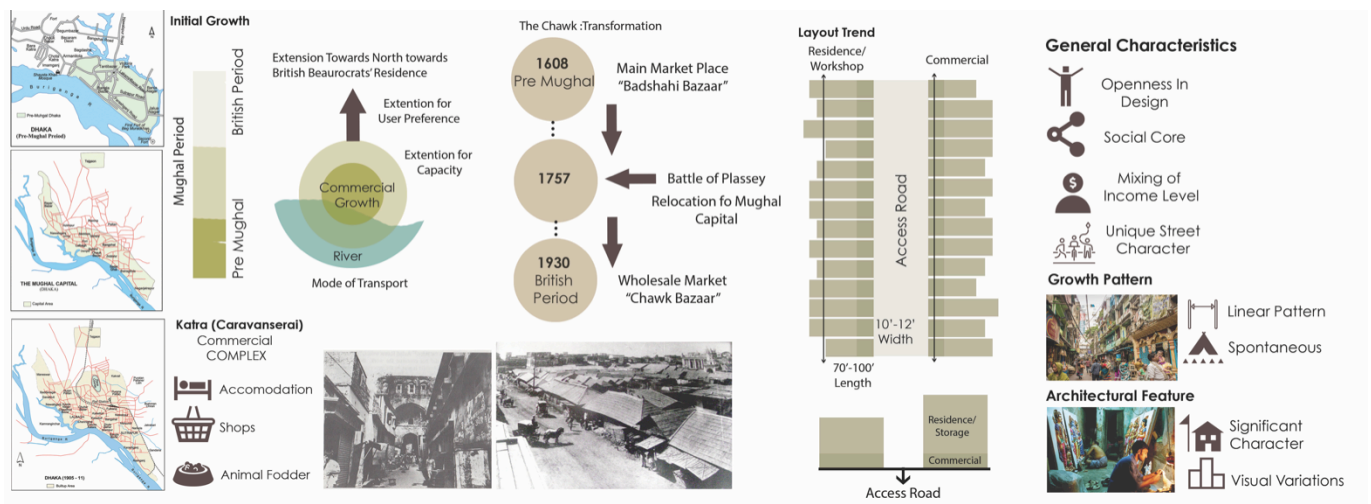
along it. The rent of the shops range from 12-13 taka per square feet. Another characteristic feature of DCC markets is the presence of two types of retail namely formal and informal. Both the types of retail coexist along side each other.



5.3 Trends in shopping facilities

5.3.1 Pre Mughal British Period

During this phase, the commercial started from the main source of transport at that time, the Bruiganga River. The city started with a number of commercial spots such as Tantibazaar, Shakhari Bazaat etc. Market places in that period grew spontaneously along the streets in a linear pattern. The retail spaces and workshops along residences were mostly in the same place due to which each of the areas had its own unique character and name based on the produced product. The built form of the area signified the style of the era it was made it and thus a vibrant streetscape can be observed event today. The commercial areas at that time acted as the major social core for cultural and political activities. People of different income levels could gather here and spend time. As the city started to grow the commercial area started to grow as per user preferences and an extension towards the north of the city took place.



Source: Ayesha L. Khalil

5.3.2 Trends During Pakistan Period (1947-1971)

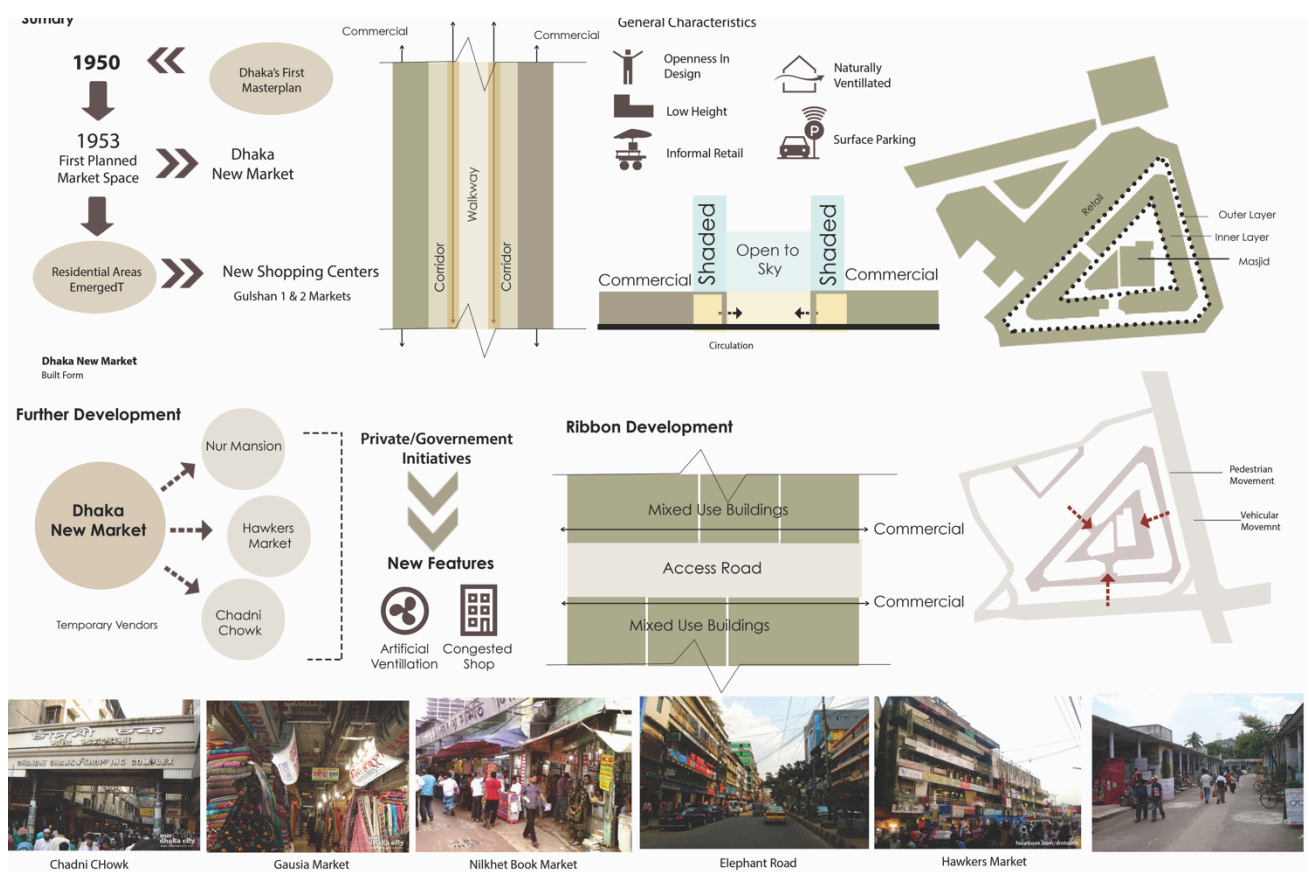
After Dhaka became the provincial capital of East Pakistan in 1947, the city began to grow further especially in the commercial and industrial sectors. Dhaka New Market is the first planned commercial complex in the city and became the trendsetter in the traditional market arena. It was a part of the masterplan of Dhaka city in 1953 and was constructed by the government.

The market complex was an one storied building placed in a triangular layout with open walkways and shaded corridors along which uniform retail spaces were located. The walkways were wide in order to allow mass flow and informal retail. The market comprises of both formal and informal retail. The entire market is naturally ventilated and an openness in the design can be felt. Shopping at Dhaka new market is more of an experience than just a retail center due to which it has become the most successful public markets of the city till

date. The market offers a variety of services such as a mosque, kitchen market and retail and food spaces.

The construction of the market led to the spontaneous development of a number of commercial buildings such as Nur Mansion, Hawker's Market and Chadni Chowk. The spontaneously developed shopping centers had a significant difference from the planned shopping centers such as ventilation and shopping experience.

During this time, ribbon development also took place around elephant road, which was in close proximity to Dhaka New Market. This phase saw the emergence of high-density mixed use building along side axial roads. These mixed use building had retail space in the first 2-3 floors and the rest were dedicated office spaces. The architectural characteristics of these buildings were similar to the spontaneously developed shopping centers.



Source: Ayesha L. Khalil

5.3.3 Difference between planned and spontaneous shopping facilities until late 80s

The figure shows the major differences between the planned and spontaneously developed shopping facilities that emerged until the late 80s. The differences were noted as per architectural elements, overall experience, access and parking as well as ventilation.

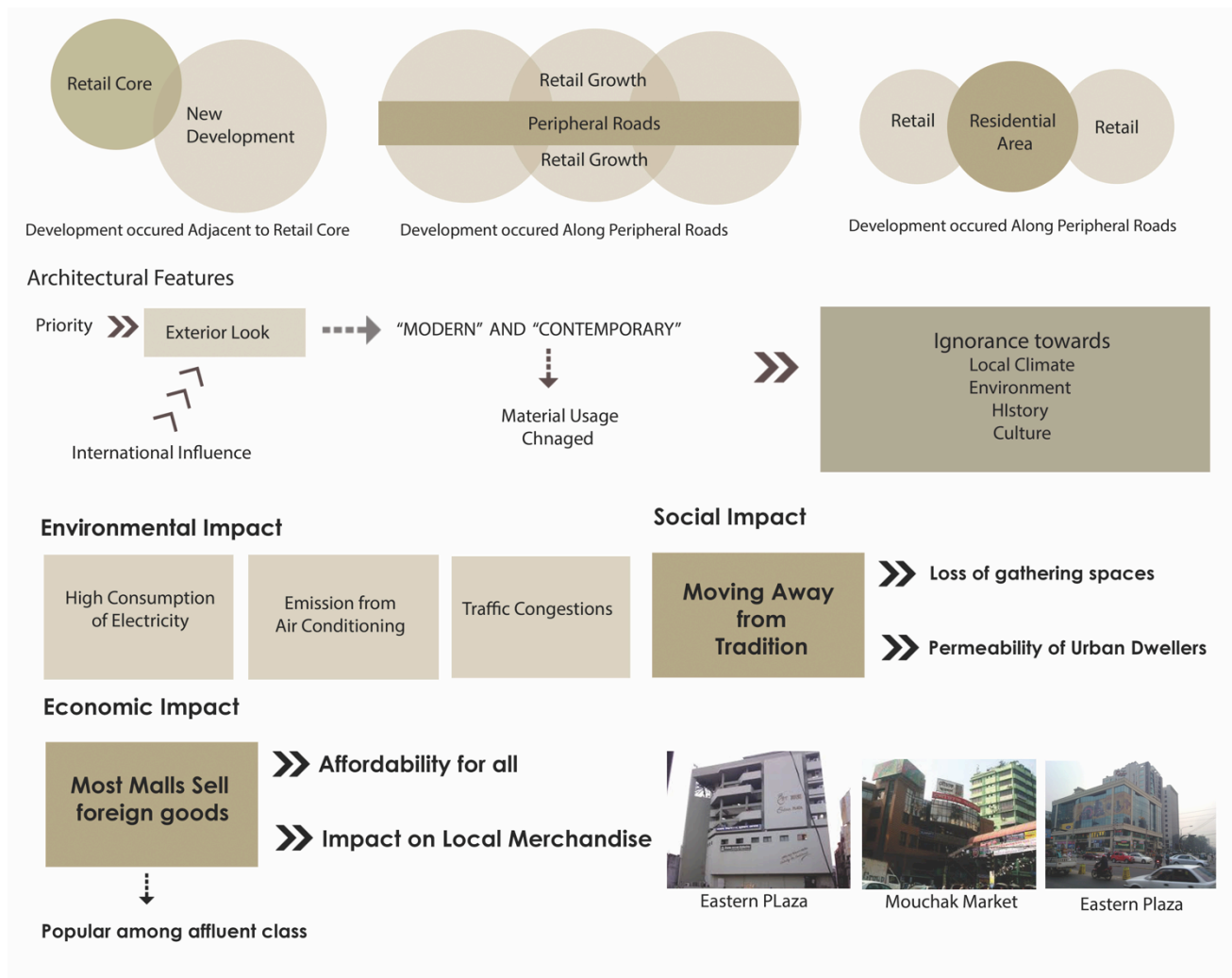


Source: Ayesha L. Khalil

5.3.4 Trends Since Late 80s

By this time, developers started to enter the land market and started to construct shopping centers owing to the high demand. Shopping centers were now emerging at every residential area. A growing demand for modern malls was evident at this phase. With privatization at its peak many unplanned shopping centers started to emerge. These centers were very much influenced from the western world. The main priority of these malls was to have a modern outlook with expensive imported building materials. Retailers started to bring in imported goods to sell at these markets, which caused these centers to become successful malls for the population that could afford the products. These malls that environmental and economic impacts.

Location:



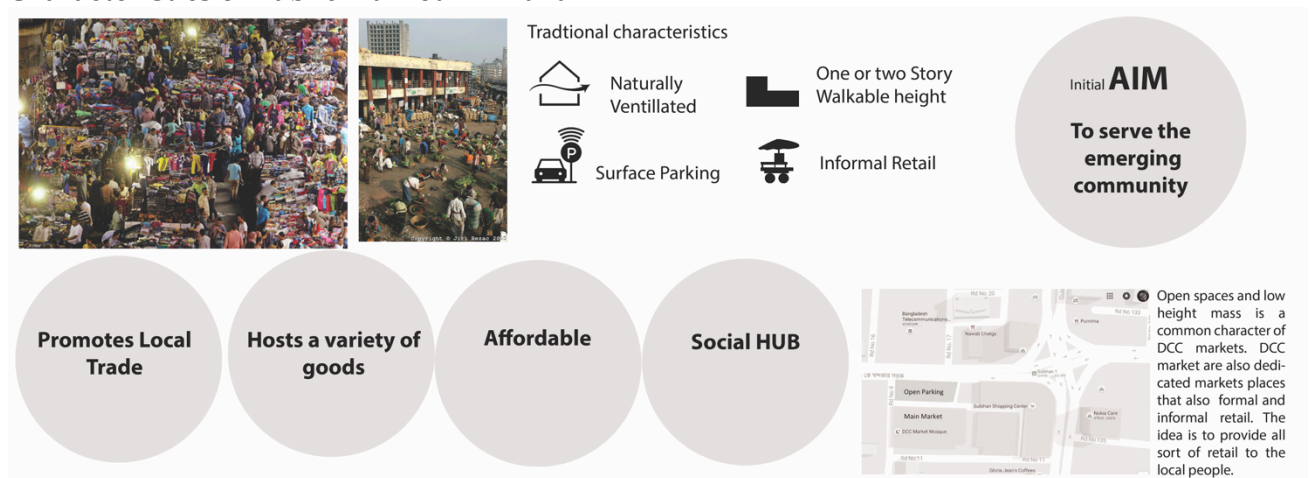
5.3.5 Conclusion of historical findings

Planned shopping facilities of Dhaka city give the city its character and add to the cultural essence of traditional shopping of the city. With the infusion of western culture the traditional was hampered. Over the years, the city followed a huge western influence without considering the negative impacts it had on the environment and the people. The shopping facilities that emerged were mostly commercial successful but have environmentally and socially harmful for the future of the city. Some of the development can be considered as positive and be carried forward to the future which will act as reference for further development.

5.4 Current Scenario of Public markets In Dhaka

Public markets in Dhaka city were mostly constructed before the 80s therefore similar characteristics can be seen in most of the public markets. The markets are constantly changing in order to meet the changing demands of the consumers. However due to infrastructural limitations these markets are now failing to meet the demands of the growing population. Figure below shows the characteristics of the public markets in the city.

Characteristics of Public Market in Dhaka



Source: Ayesha L. Khalil

5.5 Recent Trends in Development of DCC Markets

5.5.1 Shimanto Square



Source: The Daily Star Newspaper web portal

The total number floors are six. The retail activities are located from ground floor to the 4th floor while the rest accommodate a medical center and a convention center. The most significant change was observed when an increase in demand for low budget food cart business evolved in the city. The eastern side of the mall was leased out to small businesses willing to operate food cart at low cost. This attracted a huge number of people mostly belonging to the young generation.

5.5.2 Banani DCC Market

30 Storied commercial complex comprising of shops, offices and a food court all enclosed within a rigid form. The entrance is directly from the main road which may cause traffic congestion. No open spaces were left. All DCC markets in Dhaka have significant outlook, which is a character of the place. The original shopping experience is almost completely lost due to the redevelopment of the market.

5.5.3 Problems of Recent developments of DCC Markets

A recent trend in development of mixed use or retail entertainment spaces are seen to be building erected at site covering the maximum FAR allowed by the law without consideration to the requirement of the surrounding area and the community. Thus leading to unplanned urban development. This type of development causes increase in unauthorized on street parking thus leading to an increase in traffic congestion.

Recent Development lead to

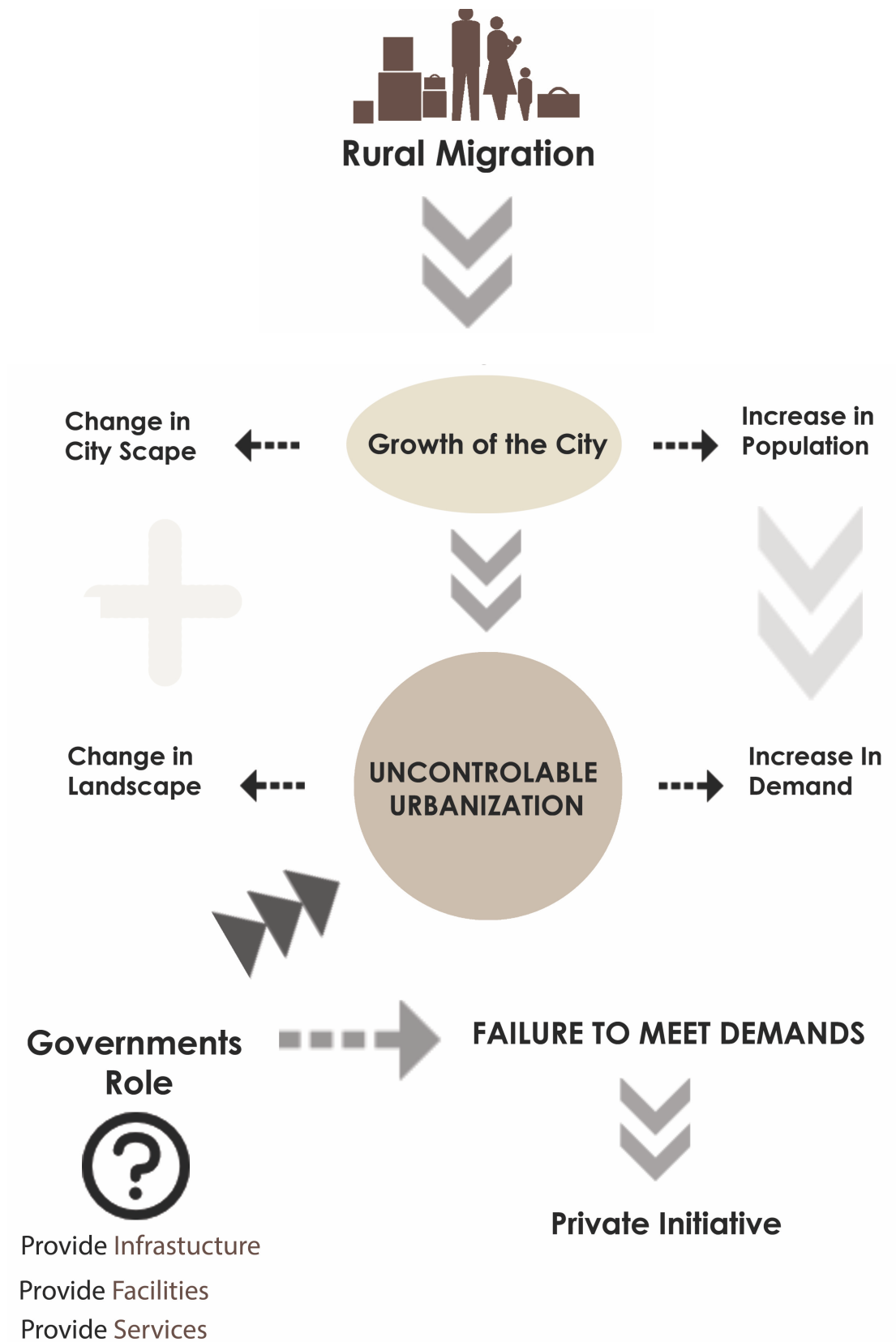
Loss of dedicated plots for Retail	Unplanned change of Land Use Pattern	Loss of a form of Urban Recreation	Unplanned growth leading to Traffic congestion	Extinction of Traditional shopping experience	Eviction of Informal Retailers
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Banani DNCC Market

Mohakhali DNCC Market



5.6 Reasons Behind the Changes Observed



Chapter 6: Macro scale Program Analysis and Development

6.1 Potential Sub Regional City center: Activity along axial Roads

6.2 Land use along node

6.3 Existing Situation Analysis

Gulshan 2 node has all the required elements to become a sub regional city center.

However, the nodes lack elements such as:

- Entertainment Facilities such as movie theaters, performance spaces, gathering spaces etc.
- Recreational Facilities such as public library, exposition spaces, exhibition spaces etc. The existing recreational spaces are private clubs which only serve a certain group of people.

The condition of the retail spaces is poor due to which these spaces are not efficiently running. The DCC market land is a potential space for a public space.

6.4 Problem Statement

Problem Statement

Problem



Increased commercial land value of site

Market land being underutilized



Changed land use pattern

Users typology changed



Detoriating physical condition of the market

Effects the efficiency thus leading to unpleasant environment



Failure to meet the demand of consumer

With time the demands of consumer lead to changes



Transportation Facility Development

this Improvement will lead to increased use for neighboring land



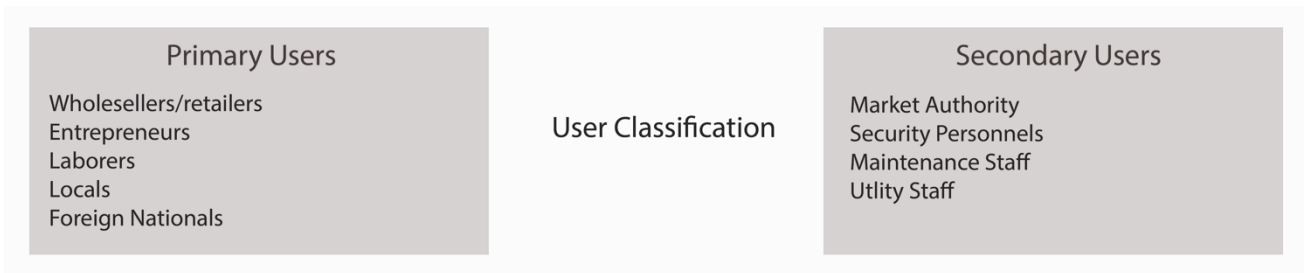
Eviction of Shops and Restaurants from Residential areas

Relocation of these plots require spaces

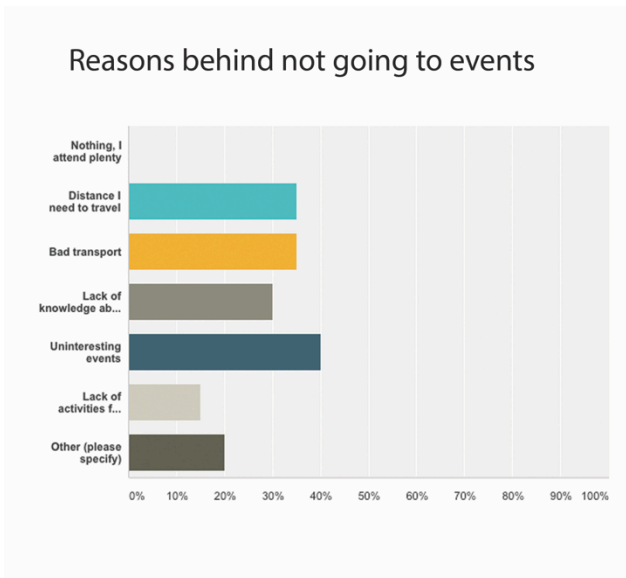
Chapter 7: Micro scale: Survey and Program Analysis and Development

7.1 Types of Users

The users are divided into two major groups. Each of the groups have a different behavioral flow and usage.

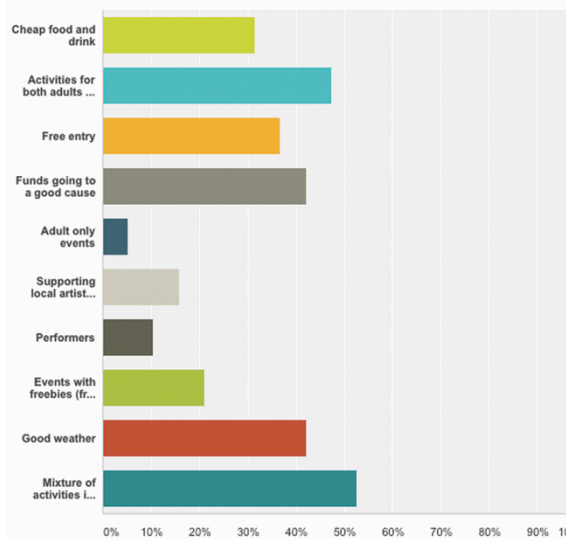


7.2 Consumer Survey



The respondents were asked the reason behind why they do not attend public events. Majority of the people responded that the main reason behind them not going is because the events are uninteresting while a good percentage of people (70%) said transportation and distance to be travelled were reasons behind not attending events. Lack of knowledge was also one of the reasons stated by almost thirty percent of the respondents.

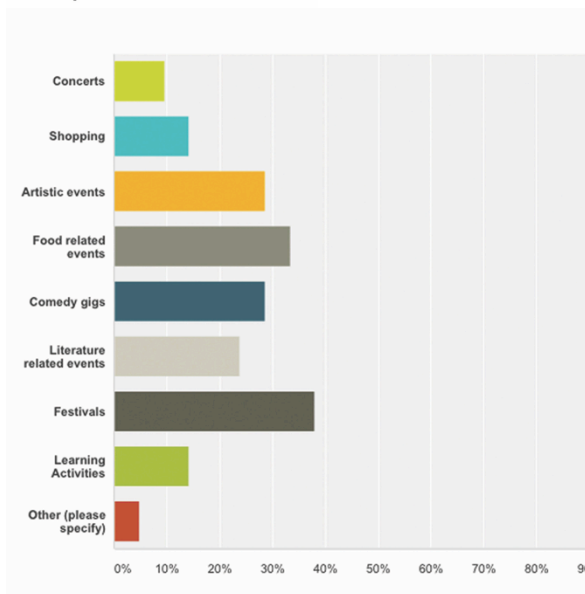
What encourages consumers to go to local activities?



The major attraction that the respondents feel will make them go to local activities is a mixture of activities for all ages both adults and children (54%) as well as a variety of activities in one space (48%)

Charity events are also another type of attraction people are willing to go for. In addition to that consumers state that cheap food and drinks encourage them to go to local activities.

Expected Events



When asked what types of activities they would like to see in Gulshan Area, the responses included activities such as Festivals both local and international, Food related events along with artistic events.

Many open ended responses showed people were interested in events that they have never previously seen in Gulshan for example folk performances, street theaters and cultural gatherings.

7.3 Expected Activities as per consumer demand survey

Expected Activities



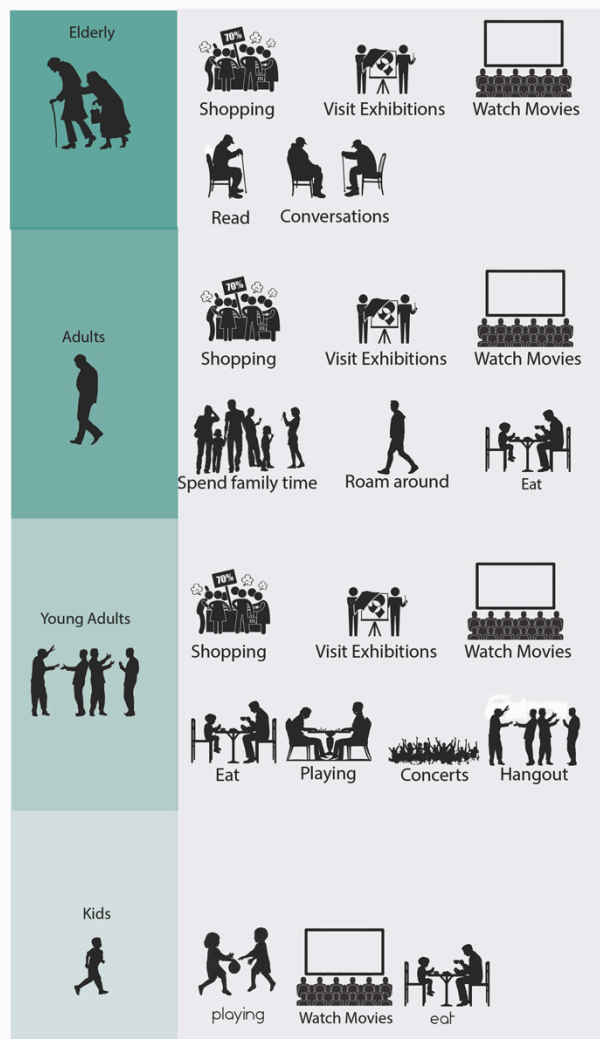
The target activities were set based on the context analysis and consumer analysis. The activities were divided into three segments.

User

Activity

Timing

7.4 Proposed Target Activities



The proposed activities are divided amongst age groups. The activities proposed are keeping in mind the demand and need of the area. The division and distribution were made based on the daily activity survey of the people of the area.

The classifications of age group are:

- Elderly
- Adults
- Young Adults
- Children

7.5 Proposed Hierarchy of activities

The activities are classified based on the existing trends seen in the city.

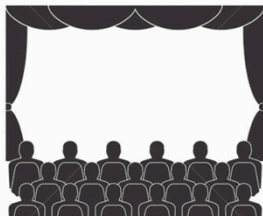
TEMPORARY



food stalls



exhibitions



theatre

PERMANENT



art



music



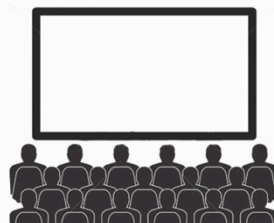
raw market



shopping



restaurant



entertainment

OCCASSIONAL



concerts



fair



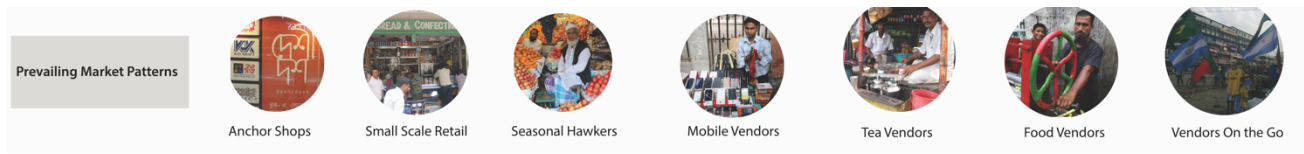
dance

7.6 Possible Programs based on Consumer Analysis



- Hanging out with friend and family has become a common phenomenon in Dhaka city as a form of leisure. This mainly attracts young adults and teenagers, Another common activity amongs this age group is dating which generally involves eating out at a restaurant or café or spending time outdoor.
- Music is a very common source of entertainment amongst young adults and teenagers. People come in groups play music and enjoy their leisure time. Folk music and local musical culture will have a space to perform.
- Photography is a growing trend amongst all ages and is regarded as a hobby and generally may involve outdoor spaces.
- Shopping is one the most important source of entertainment in Dhaka. Mostly female consumers are attracted towards shopping as a leisure. Retail will include both formal and Informal retail.
- Spending family time is another important form of leisure however this generally involves going to parks or malls.
- Café is and essential element of urban leisure and generally tend to attract corporate people.
- Movie theaters and multiplexes have been a part of Dhaka city's entertainment arena for a long time and it is a trend that is growing over time with the increase international banners releasing in Dhaka

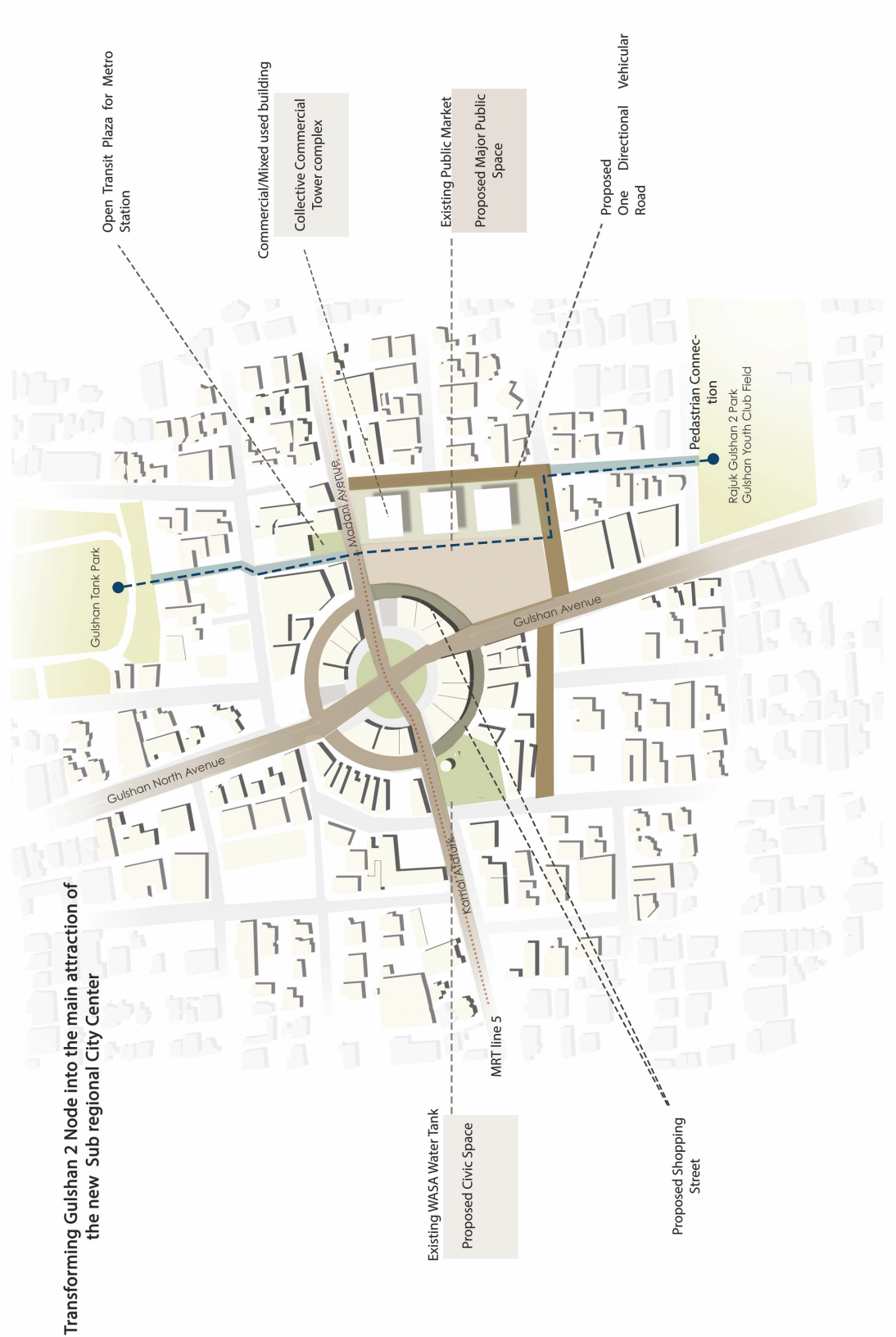
7.7 Prevailing Market Patterns



The prevailing market pattern analysis shows the different forms on retail that exists in the city at this moment. A general trend is to have anchor shops to attract consumers to a shopping facility. Small-scale retailers are present in large numbers. A high demand for informal tea stalls is in the city as well as in the proposed site. Vendors are also a part of the market but are not a permanent part and are usually found to be moving from one place to another. Seasonal hawkers are an essential part of the market system in Dhaka. Seasonal hawkers sell food, vegetables as well as clothes and other products based on the time of the year. These phenomenon are essential in uplifting the local culture of the shopping facilities in Dhaka.

Chapter 8: Strategic Proposals

8.1 Strategic Masterplan (Urban scale)



8.2 Strategic Policies for DCC Markets

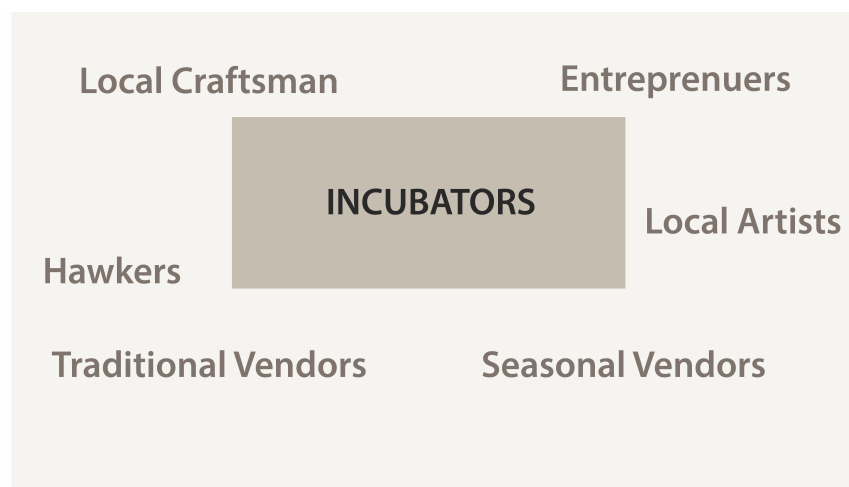
The proposed policies for DCC markets give the market three characters that will focus on a particular aim to bring about a successful public market. The policies are proposed based on the existing users, possible users and analysis of the types of elements that a public market needs to host.

8.2.1 Policy 1: DCC Markets as Business Incubators

Small-scale businesses and entrepreneurs make up a huge part of the economy of the country. In competition with the giants of the retail business, the small-scale retail outlets drive out of business thus leading to loss of locally produced goods from the market. Locally produced products give the city its uniqueness and therefore it needs to be preserved.

Aim: The main objective of the business incubators is to allow small-scale retailer and entrepreneurs to enter the retail business and survive as long as they do not gain enough capital to move further on to bigger malls. These business incubators will host locally produced products as well as imported goods. The target benefiter from this incubators are :

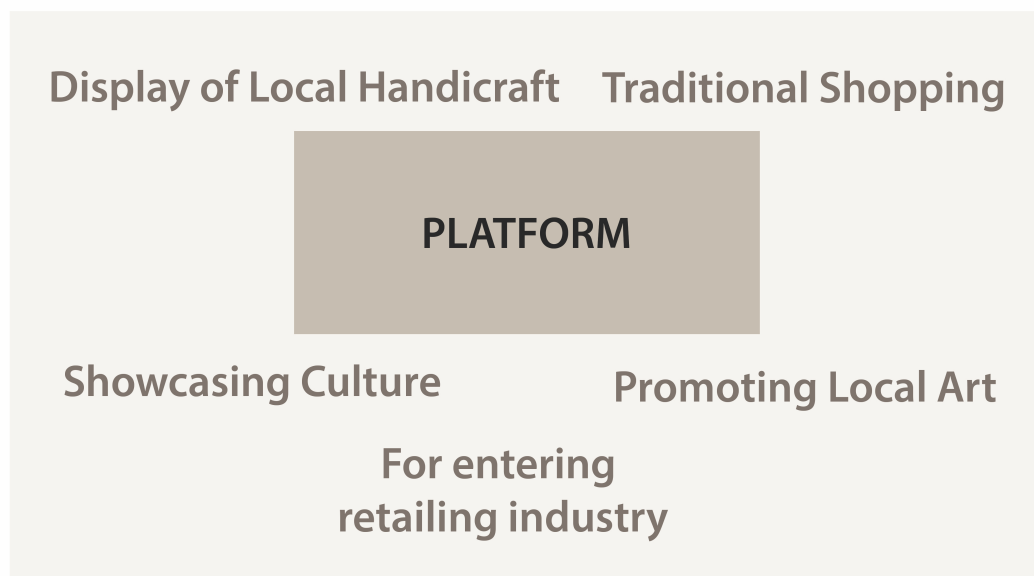
- Local Craftsmen: Handicraft, fabric, Pottery etc.
- Local Artists: Selling painting and sculptures
- Entrepreneurs: Individuals willing to enter the retail industry.
- Vendors and hawkers: Informal retailers
- Traditional Vendors selling fabric and other items.



8.2.2 DCC Markets as a Platform of Opportunities

Public markets are a civic resource and acts as a icon of pride and a ambassador of local culture. In the process of urbanization, it seems as if though the most ignored portion of development is the life of a place. Local talents are not provided with a free space to showcase their talents. DCC markets are government owned markets and therefore it is the government's duty to preserve and nourish the local talent and display it in the global arena. Keeping in mind the flow of foreign customers in the market the DCC markets can become a platform to showcase local talents and culture.

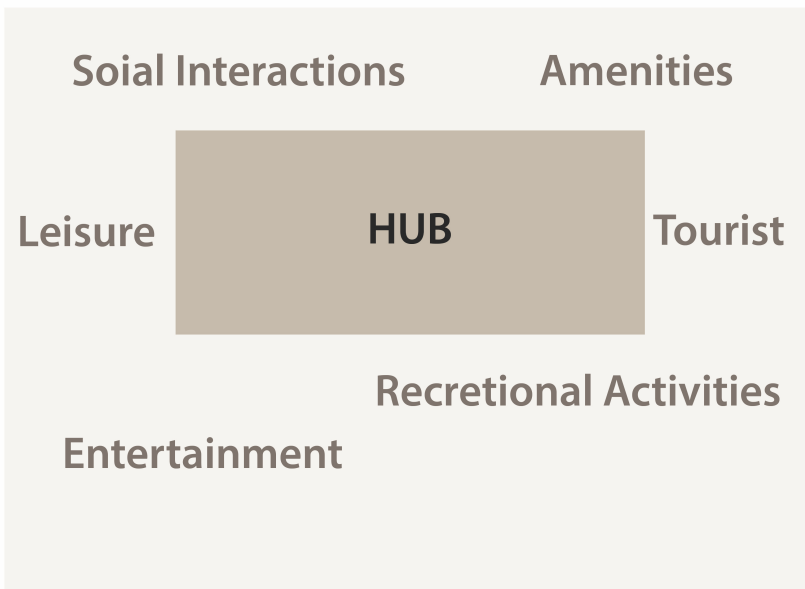
Aim: Aim of the platform is to promote local artists and performers to showcase their talent to the people. This will infuse a dose of culture into the area and make it a vibrant experience. It aims to make rural cultures reach the urban society and create a bridge between rural and urban people thus creating a sense of unity and belongingness amongst the people.



8.2.3 DCC Markets as hubs to regain public-ness

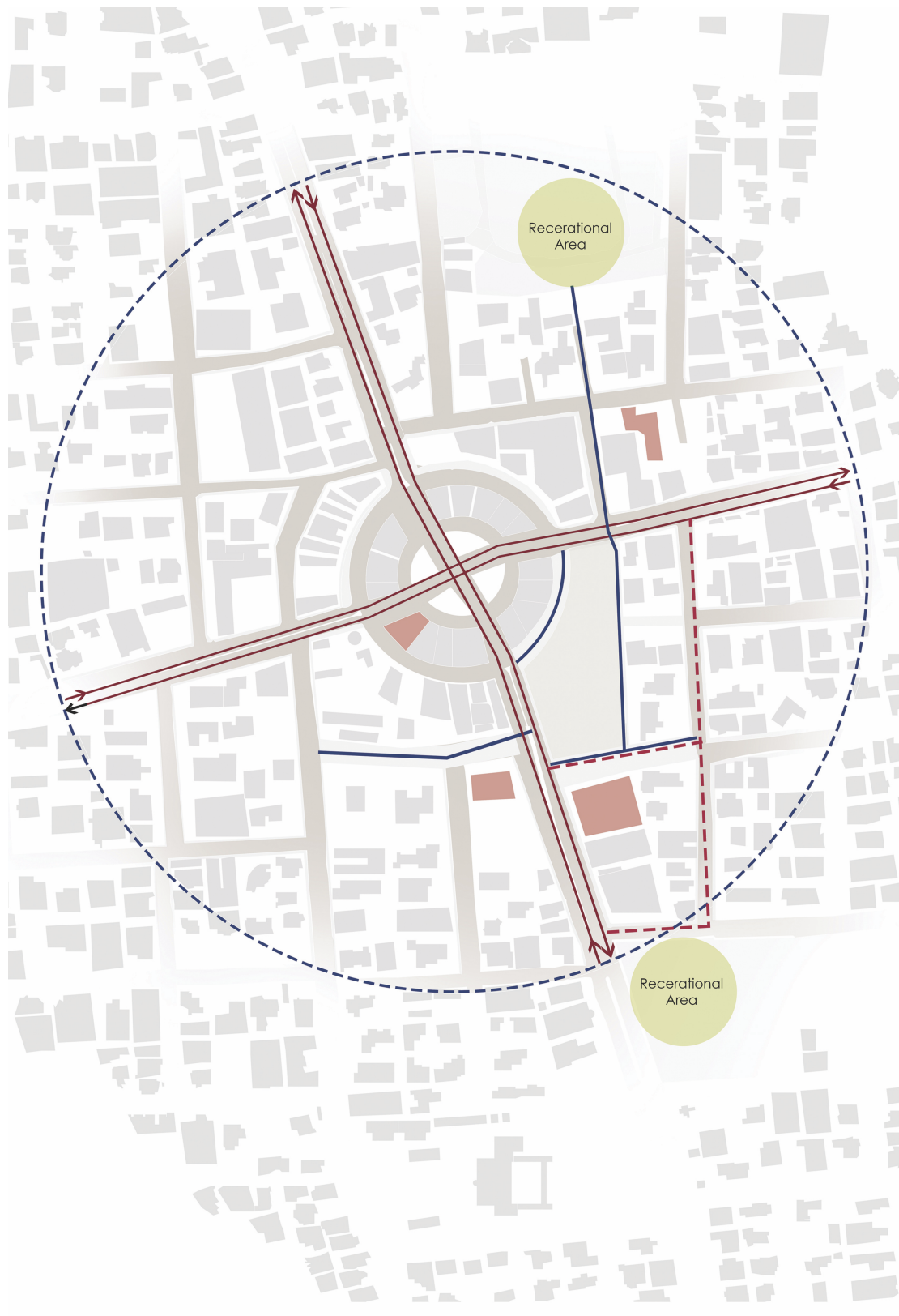
Public markets throughout the world and even throughout the history of Dhaka city are seen to be hubs for social, economical, cultural and political activities. Over the years with the recent developments shopping facilities have become mere retail spaces with no regards to experiences of shopping and more directed towards the economic benefit coming out of it. This is harmful for the future of the society. Therefore it is important to regain the public-ness of the markets in order to preserve the experiences of spending time in a public space.

Aim: The aim of the hub will be to become the center for social interactions between people of various income levels and societies. It will act as a hub for one stop leisure, entertainment and recreational activities addressed towards all age groups of people from all over the city. In addition, it also becomes a hub for tourist activity where tourists from around the world can come and experience the local culture of the city in its full colour.

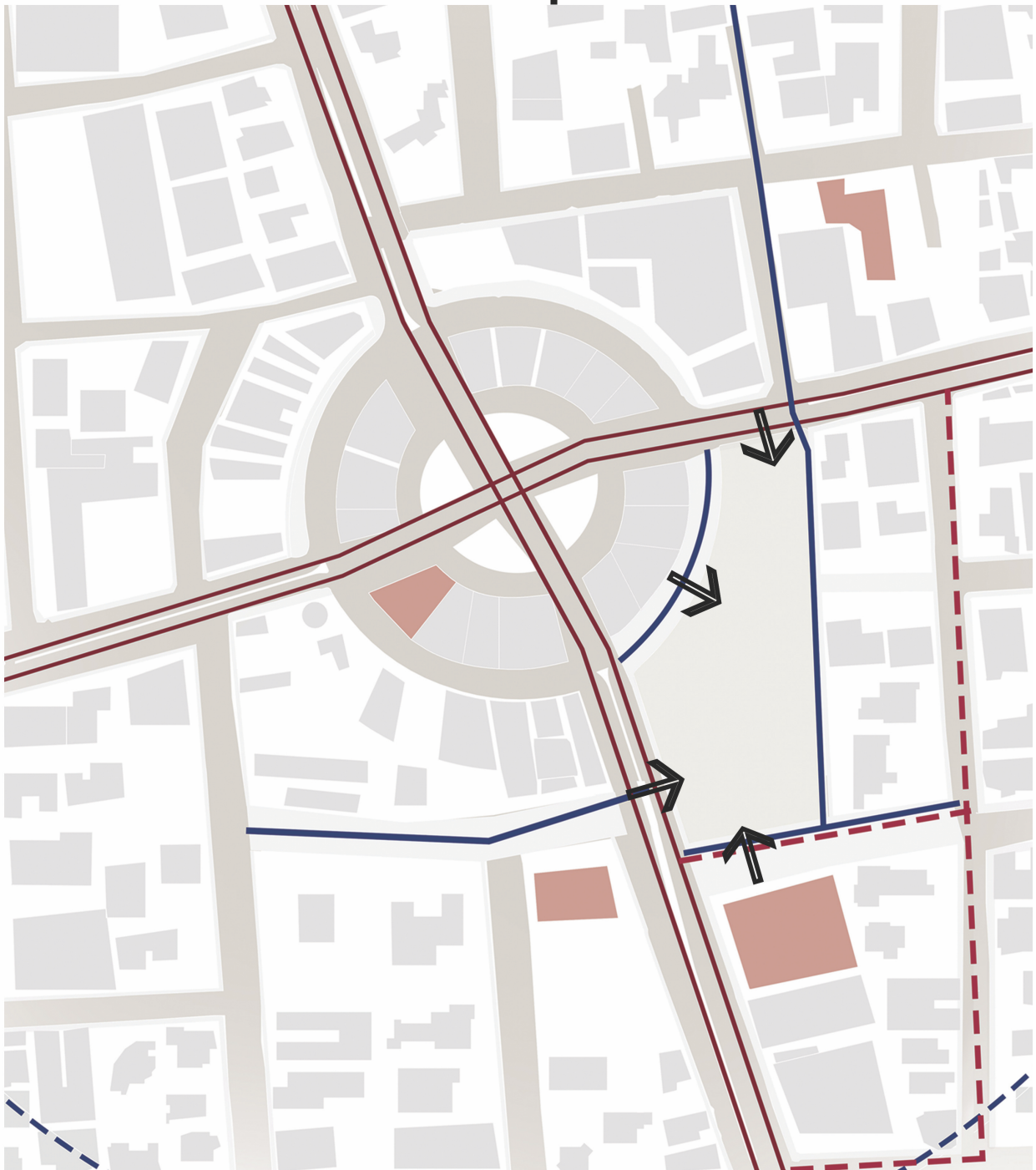


8.3 Site Specific Proposals

8.3.1. Pedestrian Connections



8.3.2 Access points



8.3.3 Proposed Pedestrian route



8.4 Comparison between existing and proposed conditions



Chapter 9: Design Translation

9.1 Design Objective

Design objective is to create a public space within which retail, entertainment and recreational facilities will be accommodated.

9.2 Design Approach

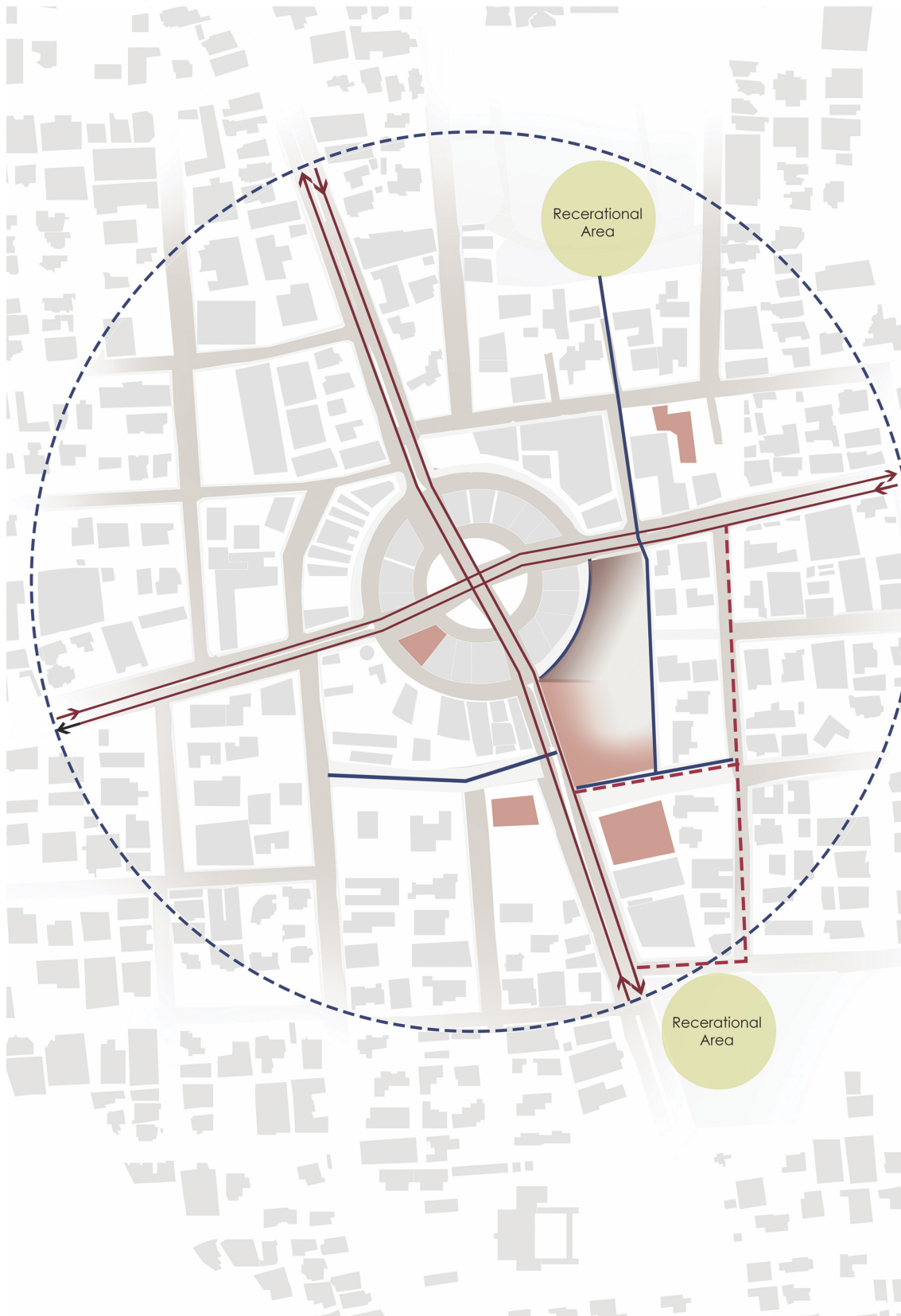
A new pedestrian street is being proposed which will act as the urban connection between the peripheral streets. It will also act as the connection with the new proposed metro station.



Programs are placed along the pedestrian street and vertical layering is considered to accommodate more functions without the opportunity cost of the ground space left for public.

9.3 Design Considerations

Land use pattern of adjacent and peripheral plots were considered when designing the new public market. The surrounding land use had an impact on the zoning of the programs inside the site. Pedestrian access and possible entries as per the strategic plans were also considered while zoning and functional layering.



Source: Ayesha L Khalil

9.4 Design Concept



As per the study of this project, the most common trend in redevelopment projects in Dhaka is to take up as much built area as possible and extrude upwards to utilize the maximum about of FAR. The monetary benefit from the shopping centers is a good source of income for the city corporation. Therefore keeping the commercial benefit in mind a chunk of built form is taken as the profit-enhancing segment of the project.



This segment is then raised 45 feet above ground level. 45 feet being the height at which the concourse level of the metro station is located. This space created brings about an openness in design and allows the built form to communicate better with the ground and the people. No vertical walls will be present thus causing minimal visual barriers.



The ground level is perforated to allow light and air to enter the basement level where public functions such as the kitchen market as well as the entertainment and creative hub will be located. Multilevel terrace like spaces are proposed which will act as the retail spaces dedicated to the business incubators and informal retail along with food stalls.



Basement level becomes the first level for public activities. The levels above along with the basement level are visually connected with not vertical obstruction.

9.5 Program Distribution

Functional Layering

Contemporary Market

Recreational Zone

Small Scale Retail

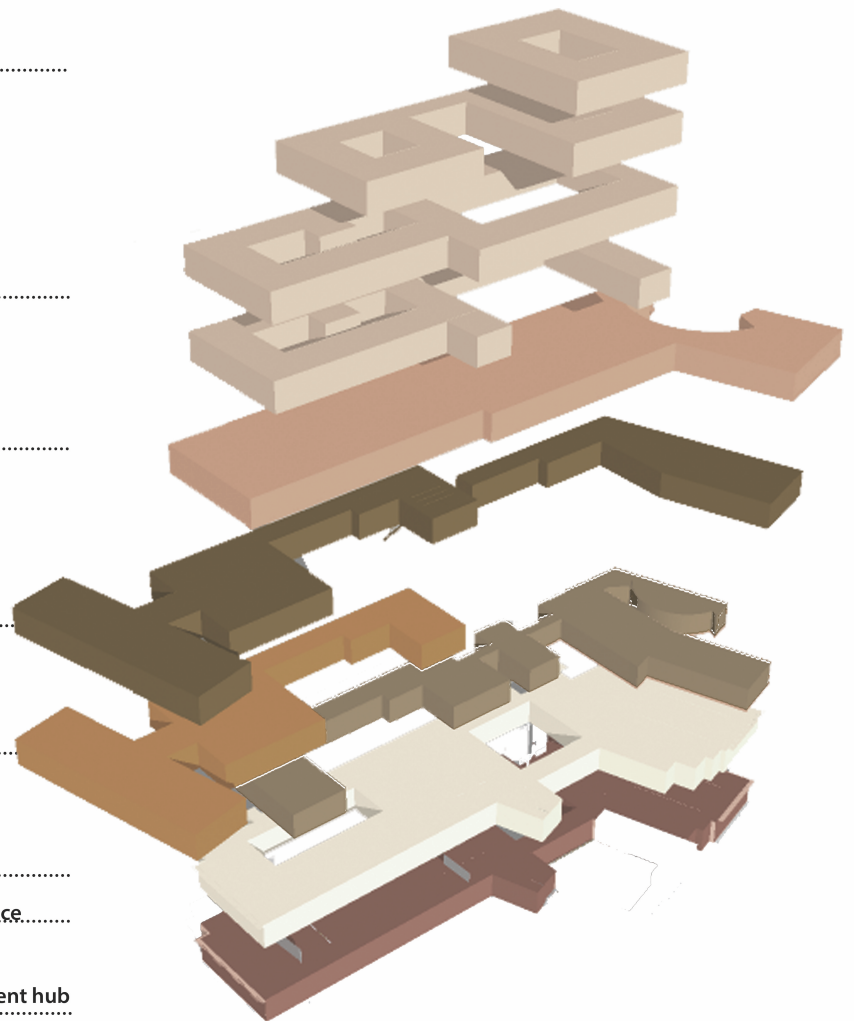
Small Scale Retail

Small Scale Retail

Small Scale Retail

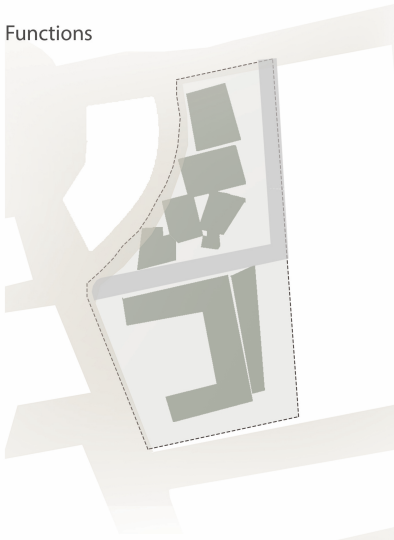
Temporary Stalls and Public Space

Kitchen Market and Entertainment hub



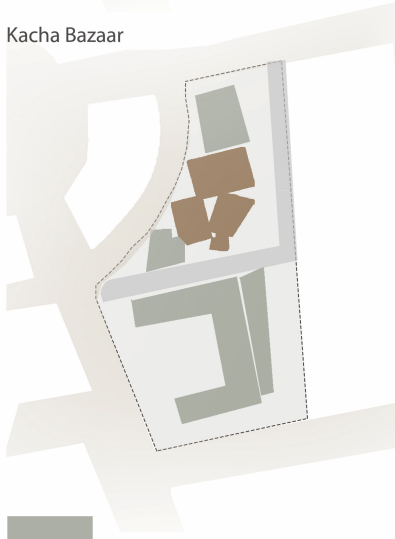
Current Status**Proposed Status**

Functions



Functions are aligned in a compact zone in order to generate more open public spaces.

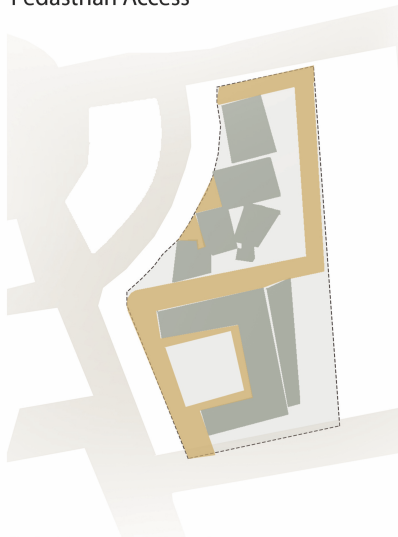
Kacha Bazaar



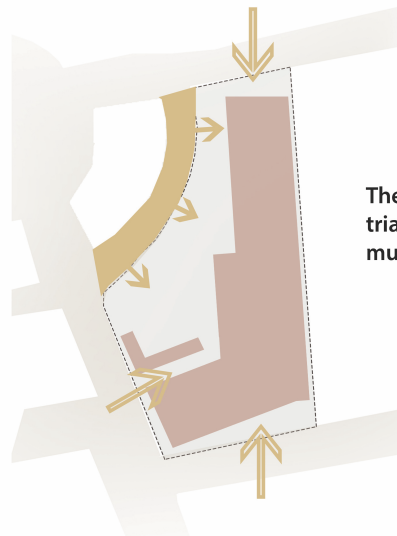
Kacha Bazaar relocated to the basement floor in order to avoid unhygienic walking conditional on ground level



Pedestrian Access



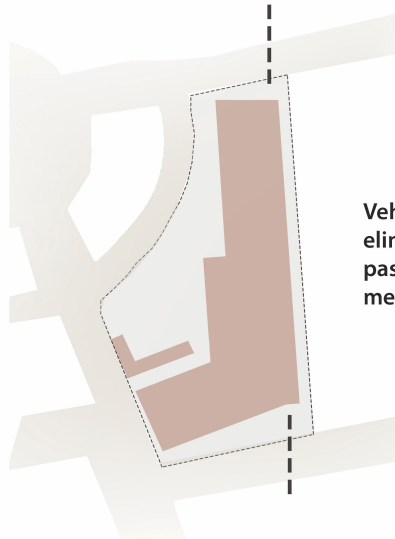
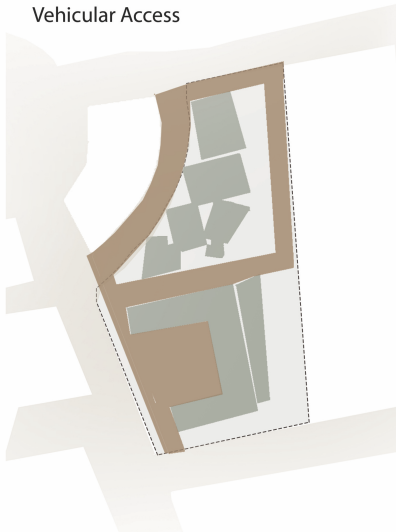
Pedestrian access is limited



The entire site becomes a pedestrian only zone to allow maximum usage of public space

The entire area is pedestrian only zone

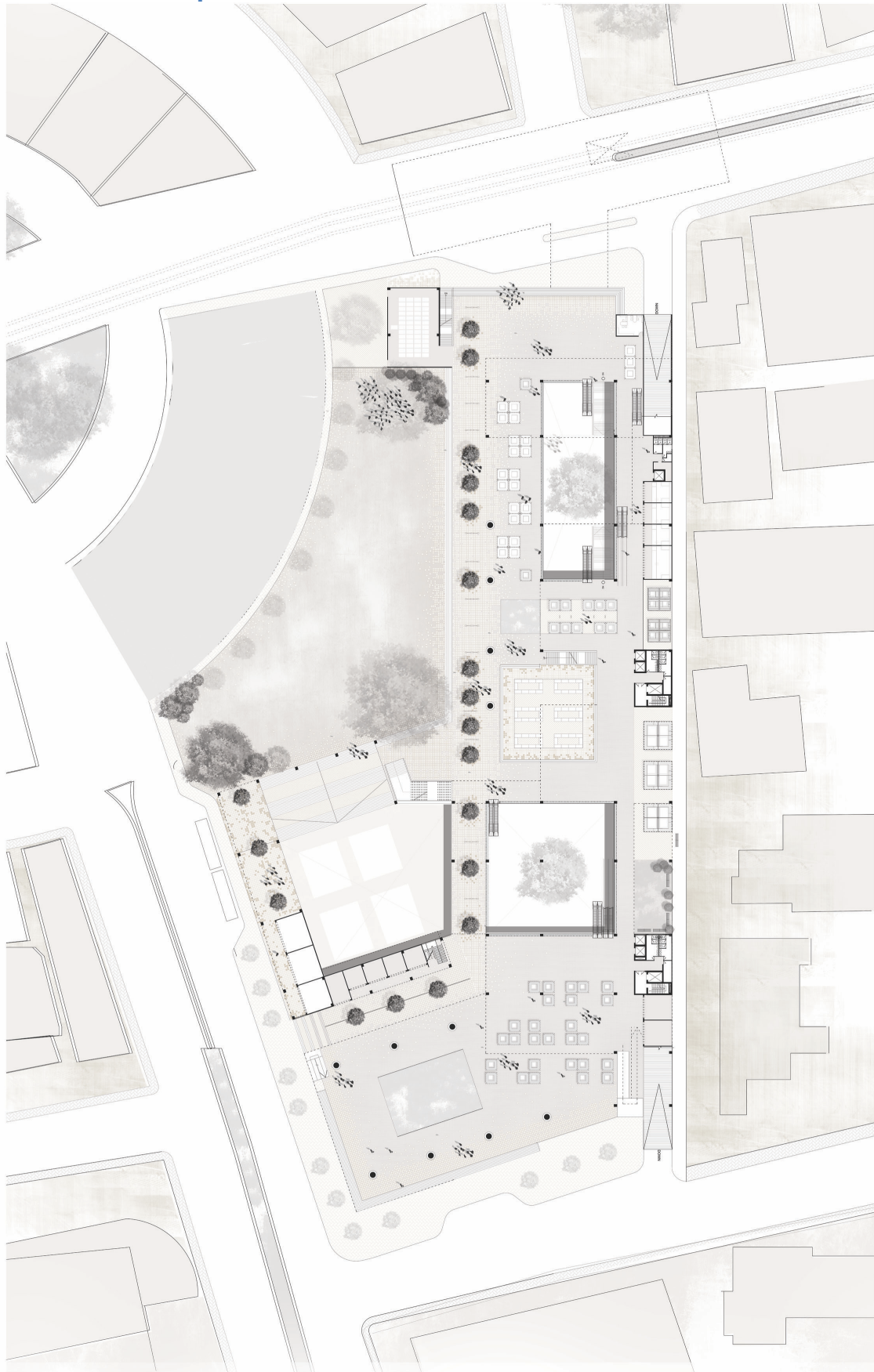
Vehicular Access



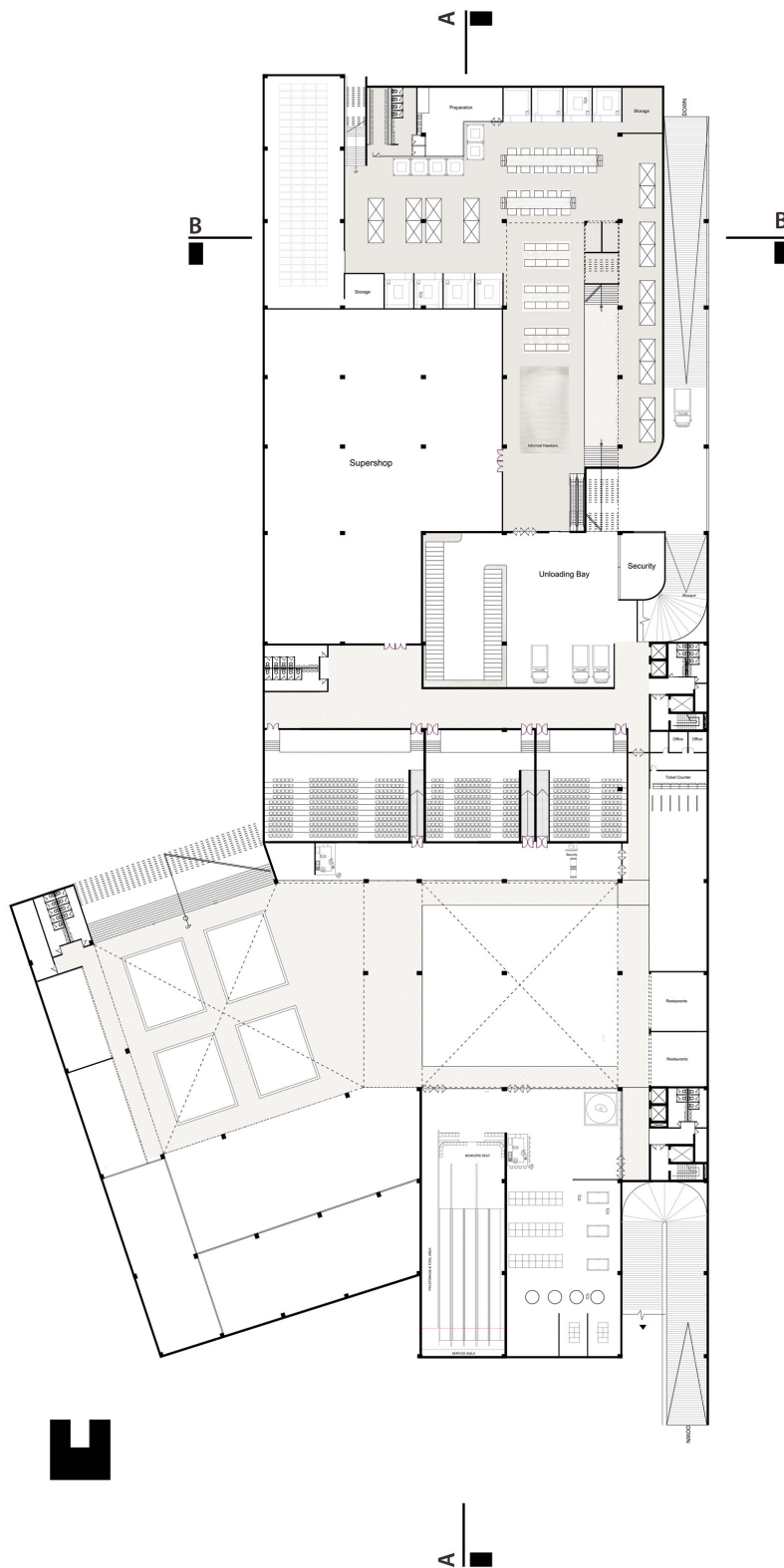
Vehicular access through site eliminated. Vehicles drop off passengers and park in the basement

9.6 Drawing

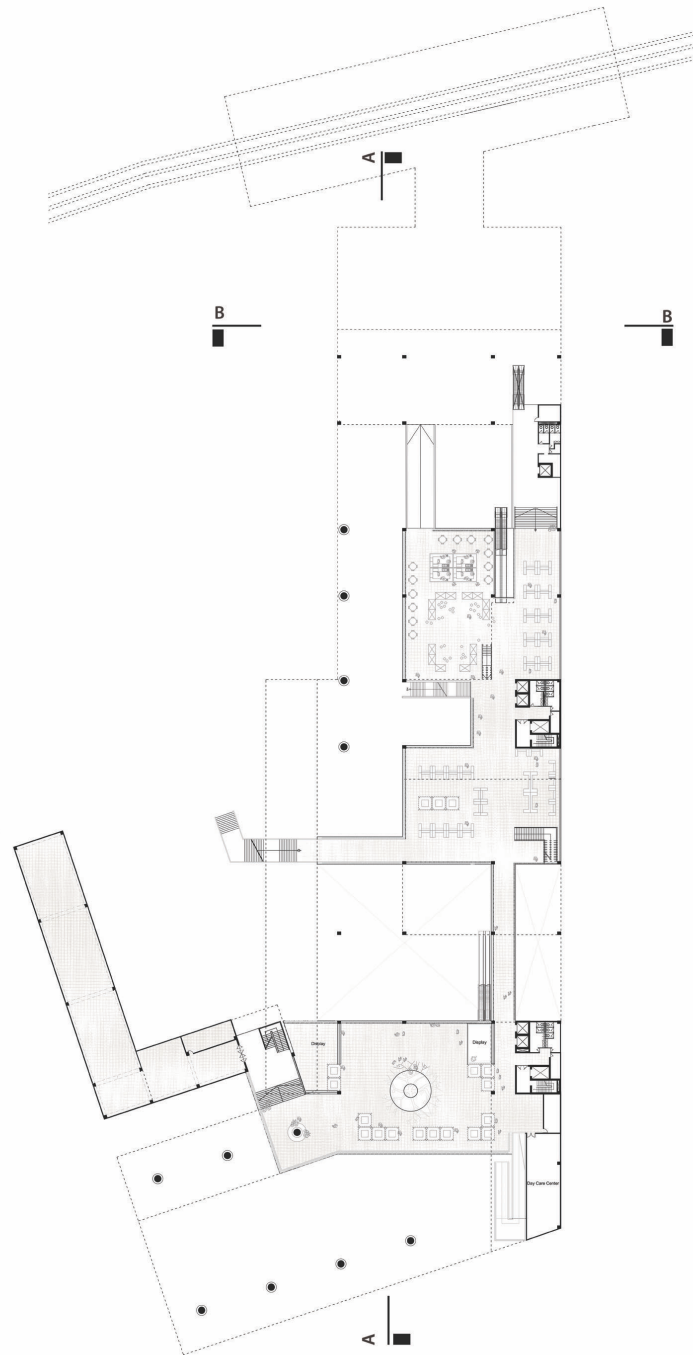
9.6.1.Ground floor plan



9.6.2 Plan at -7'-0"



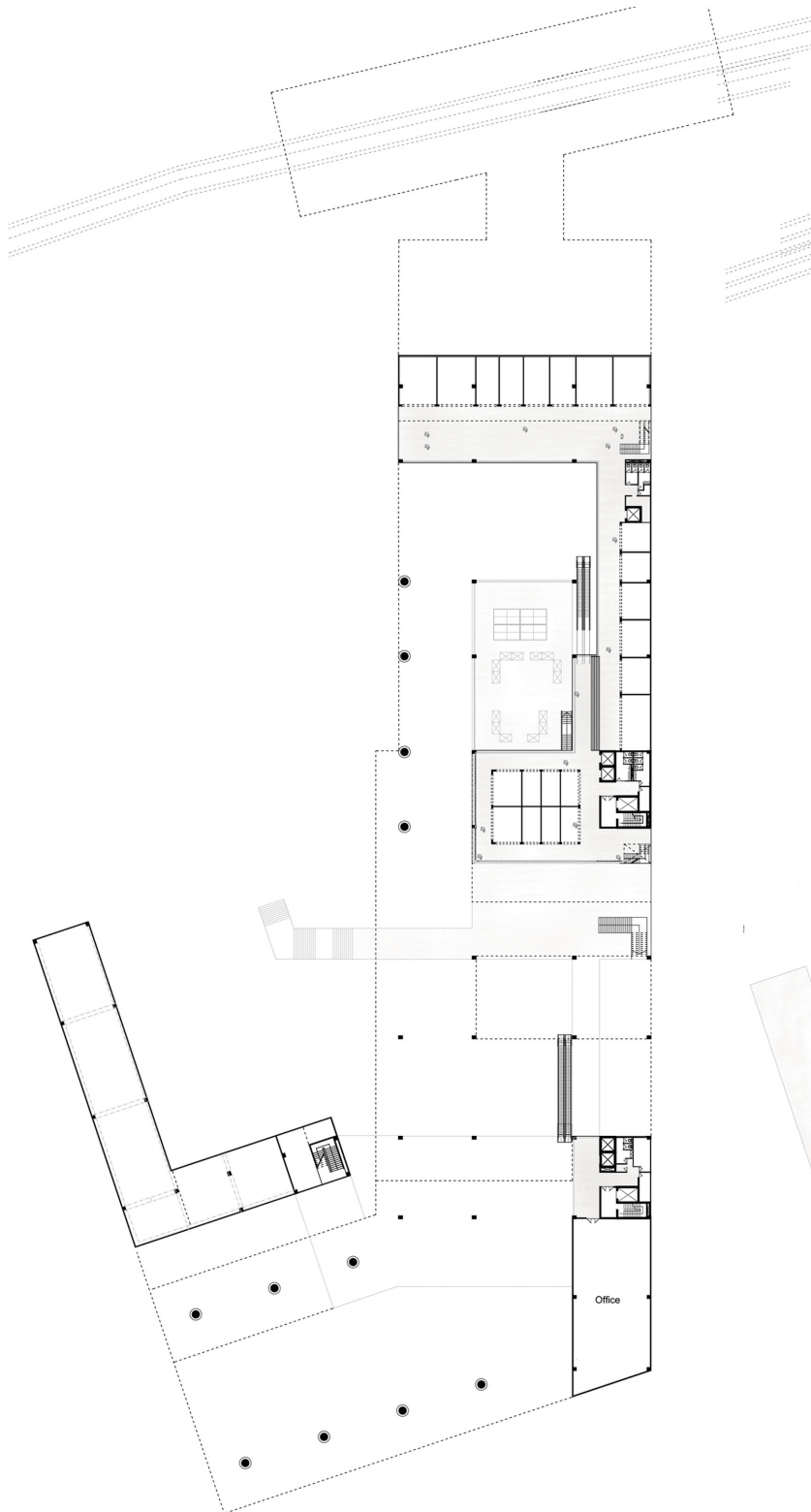
9.6.3 Plan at 17'-0"



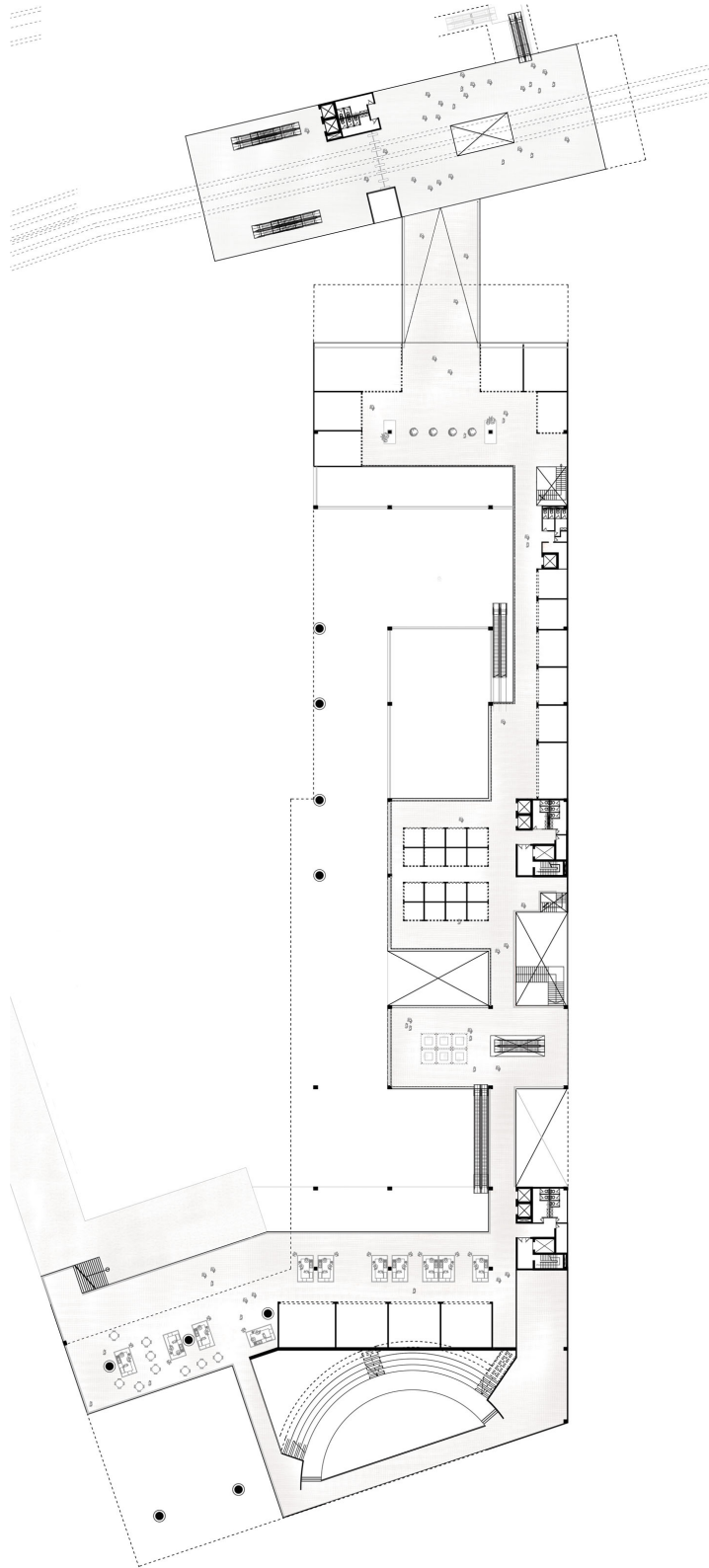
Handicraft Zone



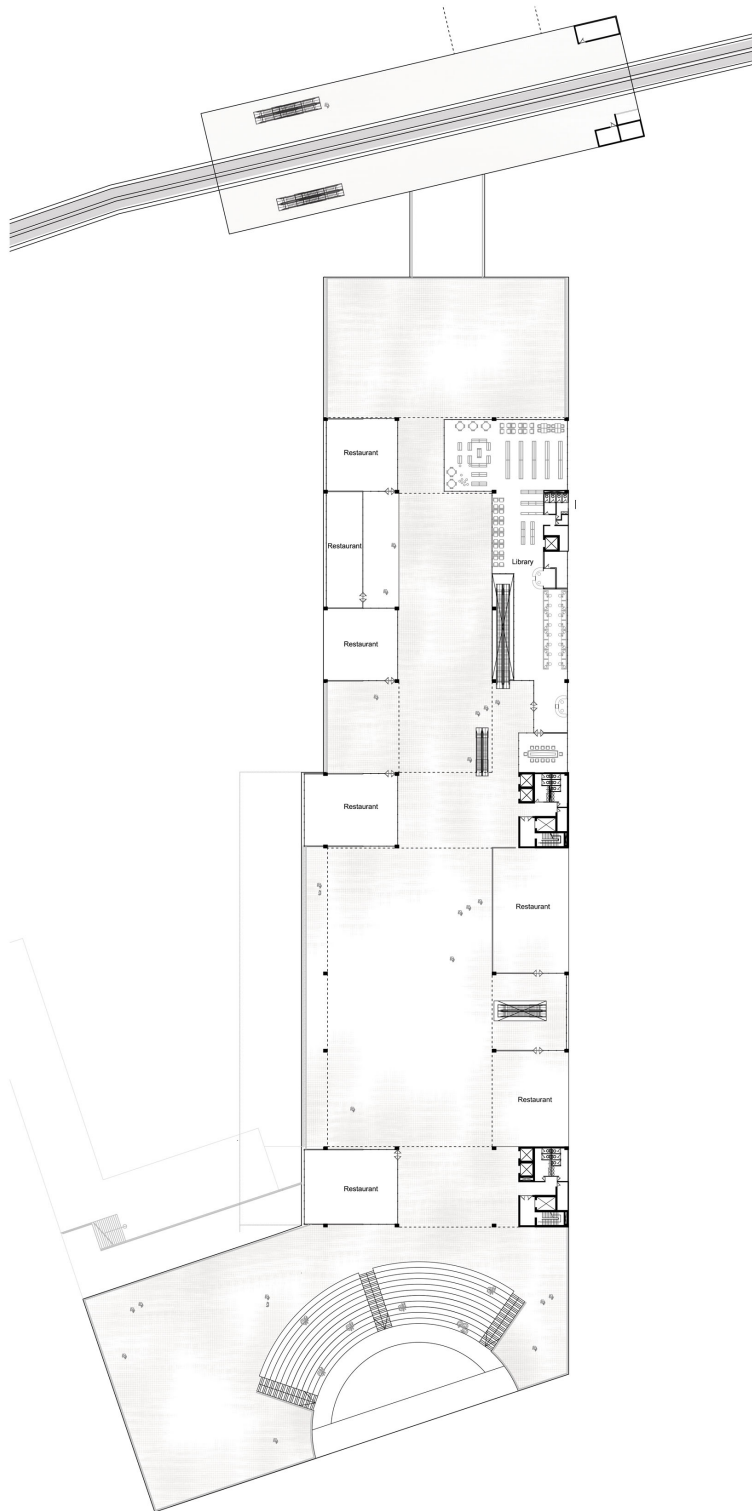
9.6.4 Plan at 27'-0"



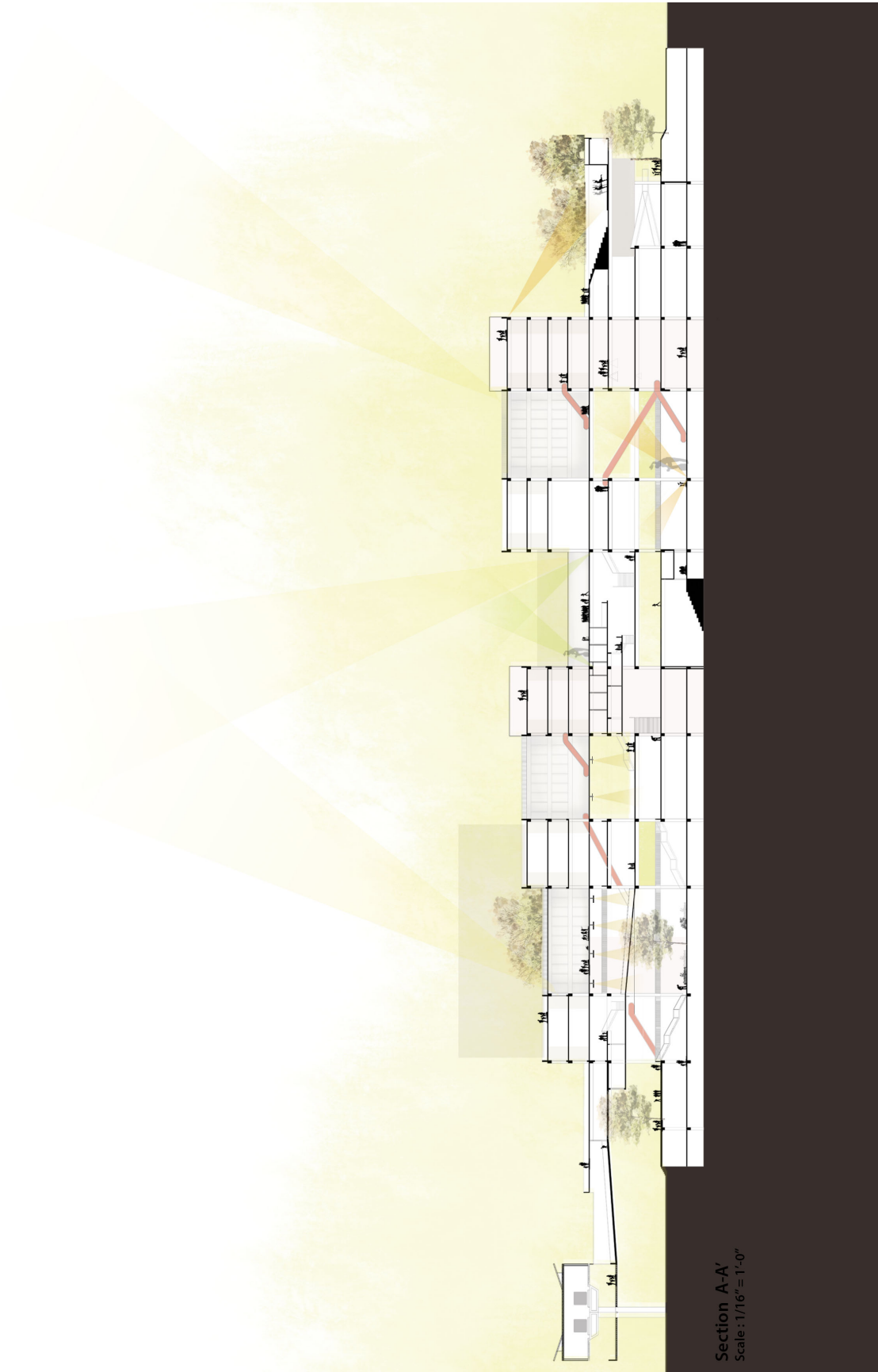
9.6.5 Plan at 38'-0"



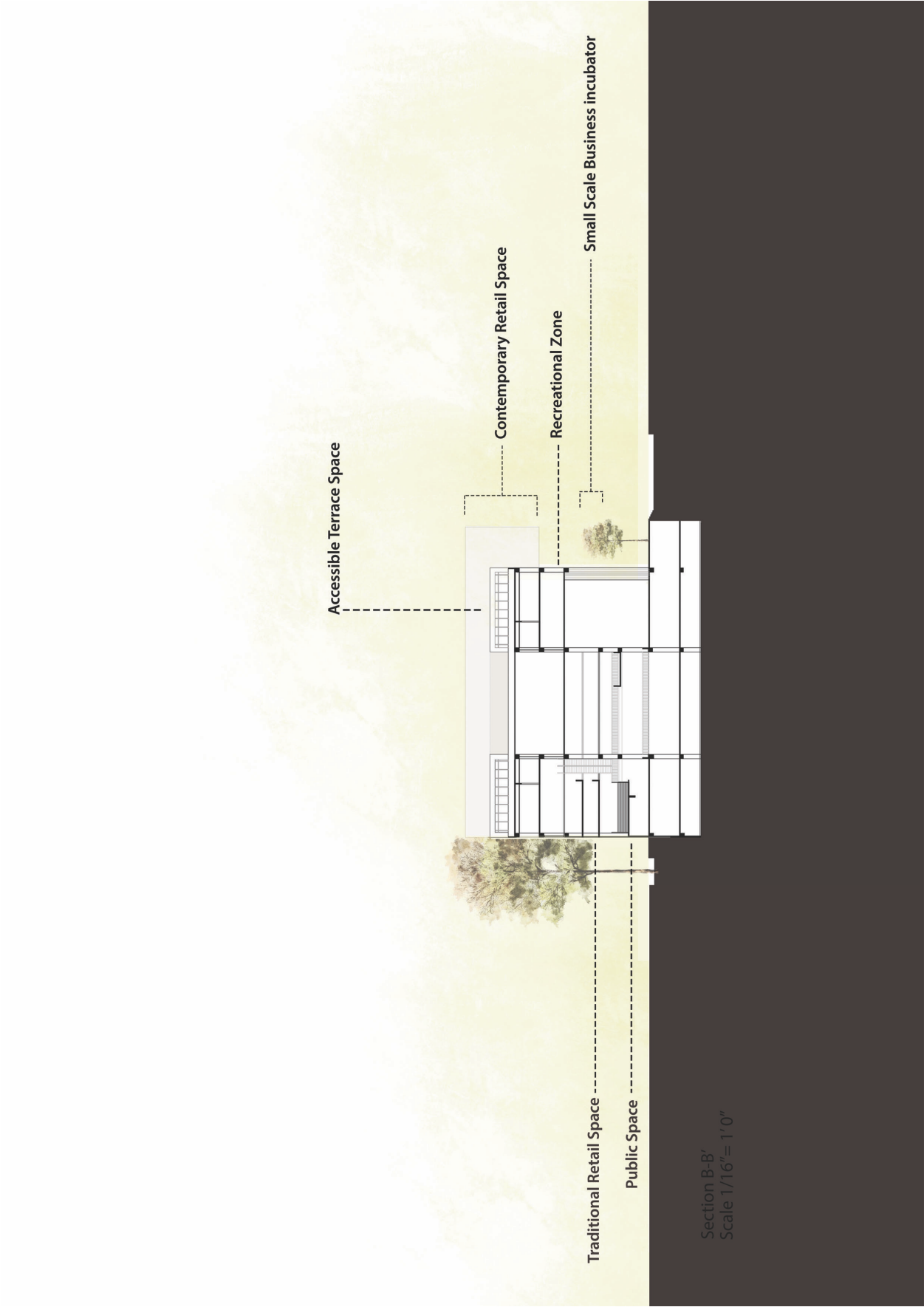
9.6.6 Plan at 50'-0"



9.6.7 Section AA'



9.6.8 Section BB'



Ground Floor



Bazaar

Supershop



Local Grocery



Homeware



Meat Vendor

Fruits

Vegetable Vendor



Conclusion

Urbanization is a spontaneous process. It does not always bring about a negative impact. Rather than controlling unplanned urbanization it is important that urbanization does not take place at the opportunity cost of a loss of a public facility. Public market are an asset for a city and it is important that it exists in the society to serve the people economically, socially and culturally. The trend in designing an individual building should be eliminated as fast as possible only then it will be possible to create an interactive and responsive living environment. Public facilities should be designed according to the needs of the people. This project comes with the ideas of how an all integrated retail space can function as a major civic space. It also aims to address people of all income levels in a variety of approaches through policies, strategies and design and emphasizes on the role of the government when it come to retail led redevelopment.

Rather than redeveloping government plots into non-distinguishable commercial complexes this projects aims to transform them into a landmark and a memorable space for public use without loosing its original land usage. More projects like this will allow the people to benefit more form the government as well as allow the government to serve its people more efficiently.

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