

Sustainability of Traditional shopping streets of India

A study on Transformation of traditional shopping street to contemporary shopping street of some of Indian Iconic streets

Rejuvenating the shopping streets as a public space

Ms.Nasreen Kauser

Lecturer

Department of Architecture & Interior design
University of Nizwa , Nizwa, Sultanate of Oman

Abstract: Shopping has been a social and urban activity, which has continually been the main socialization device throughout the ages. Traditional shopping places are vibrant places; they set a stage for social interactions, and enhance communication among humans. These places such as agora, forum, medieval square, covered bazaar, han, arasta and bedesten were the most significant parts of town centers because of various activities they accommodate, and they also created unique social environments. From this viewpoint, it should be accepted that they were 'shopping places with social attributes. In this paper attempt is made to study the transformation traditional shopping streets to contemporary High streets of India.

Key words – *Public spaces, High streets, Urban shopping, Traditional shopping, retail sector, Formal and informal sectors, Organized shopping, Mall syndrome, Footfalls*

I. INTRODUCTION TO SHOPPING IN INDIA:

India has been famous for its Traditional markets - bazaars and fairs, which have over years served as cross-roads for retail and wholesale trade, barter and entertainment. These traditional markets – bazaars or streets have had a pivotal place in India's history, and in contemporary times have metamorphosed themselves into shopping streets, roads and junctions across big and small Indian cities. These shopping stretches in their varied formats have characterized "shopping and entertainment" interface for traders and consumers.

II. SCOPE OF THE STUDY AND METHODOLOGY

In this paper a comparative analysis of case studies from different shopping streets across India is done example: Delhi, Mumbai, Chennai, and detail case of Bangalore has been studied and analyzed, with time period of Pre Independence, Post-Independence and current situations of shopping streets understanding the factors of transformations of traditional shopping streets to Contemporary shopping streets, development of organized sector of retail market and its effect on growth trends of the cities spatial layout has been done.

III. HIGH STREETS:

A high street is the main commercial and retail street in a town or city. The high streets are important public spaces, and many types of informal activity take place on them, local high streets to people act as spaces that they travel through and as places where they meet, shop and pursue other activities. These mixed-use high streets provide a rich variety of High end shops and businesses that generally served the diverse needs of their local populations, and also served a regional catchments area. A high street by definition is a street lined with very prestigious brands of good stature aimed for fashion-conscious shoppers. It may or may not provide space for recreation and food. In particular they enhance the retail appeal and attractiveness of a brand.

Evolution Of Contemporary shopping street In India.

The way contemporary shopping streets evolved in India were not even intended to be that. "They were local markets, which somehow became high streets as one marketer after another was attracted by the catchment's profile,"

Example: The South Extension { Delhi } began with a few shops, all meeting the usual bouquet of suburban demands – dry cleaning, small eateries, household provisions, tailoring, and so on. Back in 1967, a super bazaar, selling household groceries, toys and medicines. That began to change in the 1970s, as people from adjoining suburbs - New Friends Colony, Defence Colony and Green Park - began flocking to South Extension to shop, even though they had their own community markets. Hence the high end contemporary street was forming.

IV. GROWTH OF THE SHOPPING STREET.

The few shopping streets examples considered have been categorized into three time periods
Pre-1950, 1950-1990, and 1991

Pre-1950

Most of the pre-1950’s shopping streets have their evolution to the colonial times, during which retail trade gained strength and was manifested in terms of shopping formats along arterial roads in the city. In this category there are a few markets which were purpose-designed and built as retail shopping hubs in those times: prime examples of which include Connaught Place in New Delhi and Hogg Market in Kolkata

1950-1990

Initially driven by the planned growth model of independent India, and resulting expansion Of cities and urban settlements, many shopping streets evolved organically to cater to the Consumer base and demographic expansion. For most of this period, retail was characterized by local or domestic brands as well as a vibrant unorganized trading sector. Towards the later part of this period, with more of market economics at play, there was a perceptible emergence of national brands that inevitably opened shop along the main shopping streets or in the few “air-conditioned shopping complexes”, that had started dotting th retail landscape by that time.

1991

Shopping streets emerging in 1991 onwards reflected the physical extension of existing shopping streets or the extension of cities into suburbs and the formation of suburban markets. In all its history since the ancient days, shopping streets have uniquely ended up not only embracing the growth during various stages, but have also demonstrated the uncanny ability of being able to march in step with changing retail trends of its time.








Pre-1950	1950-1990	1991
<p data-bbox="197 1037 515 1066">Connought Place (Delhi)</p> 	<p data-bbox="620 1037 938 1066">Brigade Road (Bangalore)</p> 	<p data-bbox="1027 1037 1426 1097">100 ft Road Indiranagar (Bangalore)</p> 
<p data-bbox="197 1346 461 1375">M.G.Road (Bangalore)</p> 	<p data-bbox="620 1346 986 1375">Commercial street (Bangalore)</p> 	<p data-bbox="1027 1379 1294 1408">Begumpet (Hyderabad)</p> 
<p data-bbox="197 1682 416 1711">Colaba (Mumbai)</p> 		

Table showing different shopping streets across India as per time period of their evolution. *Source : Author*

Category	Description	Examples
CBD Linked	Shopping streets located at the center of a city	Connought place (Delhi) Brigade road, MG Road (Bangalore) Colaba causeway (Mumbai)
Arterial streets	Shopping streets which are located on both sides of an arterial road within a city.	Kg Road (Bangalore)
Arterial streets extensions	Shopping streets which have developed as an extension to existing arterial shopping streets	Khan Market (New Delhi) 100ft Road Indiranagar (Bangalore), Breach Candy (Mumbai)
Affluent catchments	Shopping streets that have emerged in a posh locality and cater to residential affluent population	Colaba Couseway (Mumbai)
Proximity to a landmark	Shopping streets located near to historical landmarks such as heritage sites, collages or traditional city landmarks	Colaba Couseway (Mumbai)

Table showing different shopping streets across India as per Location within their city.

Source : Author







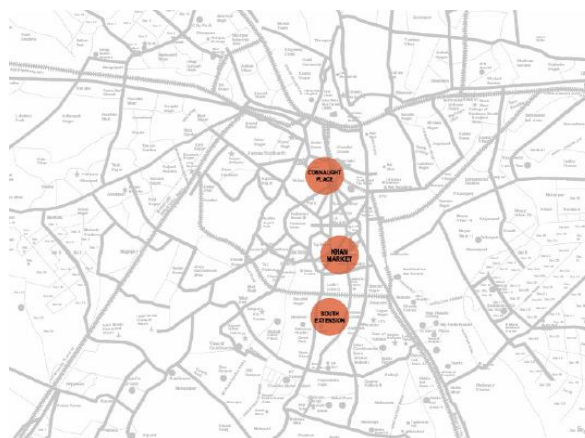
	The open air food courts providing interesting view to the people		The attempt to conserve the heritage and the builtform of the street has in fact been embraced by contemporary brands all of whom benefit from old world charm and character that the street imbibes.
	The shaded pedestrian pathways without any hindrance makes people walk safe.		Opportunity for the vendors in High end commercial streets add glitz to the street
	Open stalls an informal sector giving a sense of traditional Bazaar feeling within a contemporary street		A pedestrianized plaza on the weekends, the street transforms into a proper shopping street which gets enhanced by food and other offerings established along this stretch.

Table showing vibrancy of different shopping streets across.

India Source: Author

V. SHOPPING STREETSDELHI

Delhi has a unique collection of varied retail segments and shopping areas that have evolved over centuries of trade within the city. Thus on one hand, there is the famous Chandni Chowk and the colonial shopping destination of Connaught Place; on the other hand, there is a profusion of relatively new shopping areas and destinations



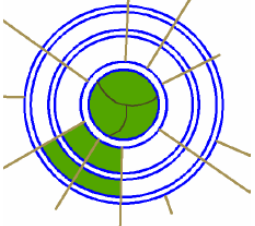


Connaught place	Khan Market	South Extension
<p>Spatial Layout : Circular 1930</p>  <p>CP is an Victorian inspiration, it is in the circular shaped retail spread with colonnaded corridors intersected by seven radial roads.</p> <p>Observation: Delhi metro train has impact on CP, huge rise in commuters and hence footfalls in the area, The transformation of public realm can be seen here</p>	<p>Spatial Layout : U Shaped 1950</p>  <p>Built under a rehabilitation scheme, it is one of the expensive shopping streets in India, being the other major market apart from CP.</p> <p>Observation: Khan market sits among the most up market residential areas and has proximity to both the diplomatic quarter as well as the city’s downtown area.</p>	<p>Spatial Layout : U Shaped 1960</p>  <p>The South extension market caters to most of the up market South delhi residential areas, But over the years this stretch has also been able to add depth and variety in its retail offering that it has become a shopping destination by itself.</p> <p>Observation: The opening of Delhi’s first mall, Ansal plaza, in the late 1990’s did not deter the expansion of this market, infact, both have complimented each other. High customer traffic has led to congestion during peak hours in traffic</p>

Table showing different shopping streets across Delhi as per Spatial analysis.

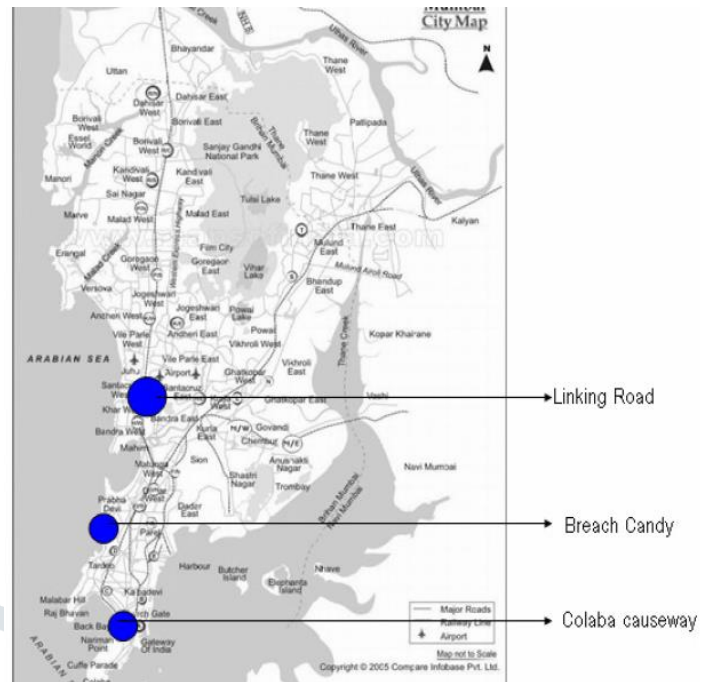
Source : Author



Photos showing the Shopping streets in Delhi

VI. SHOPPING STREETSMUMBAI

Mumbai has a strong history and an established precedence of retail and wholesale trade, with an estimated 70 odd, traditional markets spread across the city. Undoubtedly, it has been one of the important nodes of goods distribution in the country. Over decades, its growth has been manifested in some of the most famous markets like Colaba, Breach Candy, Crawford Market, Linking Road and many others.



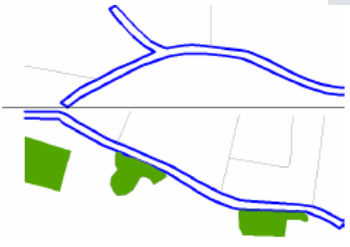


Breach candy	Linking road	Colaba Causeway
<p>Spatial Layout : Lenear 1950</p>  <p>Located in the middle of some of the most elegant residential areas in Mumbai</p> <p>Observation: This shopping stretch is not high density, it is lined with high rise residential towers in the backdrop.</p>	<p>Spatial Layout : Lenear 1970</p>  <p>Linking road is the arterial north south corridor of Mumbai. The traffic that moves along this corridor is only matched by the vibrancy and the variety of retail brands, hoardings and visual delight that this street offers.</p> <p>Observation: Over the last three decades, Linking road has seen a transformation from clustered informal and small format shops to signature retail stores.</p>	<p>Spatial Layout : Lenear 1920</p>  <p>The street is typified by Colonial buildings with shops on the ground floor that range between 500 sqft and 2000 sqft, located in the heart of South Mumbai, Colaba always had the benefit of tourists footfalls from the Gateway of India and iconic The Taj hotel & other heritage buildings.</p> <p>Observation: The Couseway doesnot have over powering shop fronts, The buildings have unchallenged frontage, its central location and high density of use does lend a busy feeling to colaba during most times of the day, Congestion and traffic being one of its drawbacks.</p>

Table showing different shopping streets across Mumbai as per Spatial analysis.

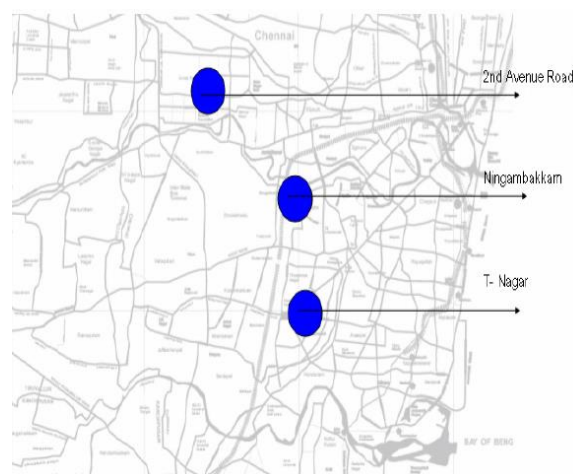
Source : Author



Photos showing the Shopping streets in Mumbai.

VII. SHOPPING STREETSCHENNAI

Chennai has had a long tradition of organised retail, hallmarked by celebrated markets such as T Nagar, Purasawakkam, Mylapore and Pondy Bazaar. While these markets have been famous for traditional retail goods, it is also notable that Chennai’s high streets have kept abreast of changing times and now house a comprehensive spread of contemporary retail brands-whether local, national or international.





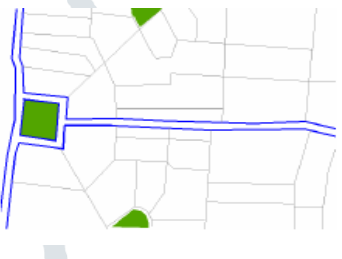
2 nd Avenue Road	Ningambakkam	T-Nagar
<p>Spatial Layout : Lenear 1950</p>  <p>2nd Avenue Anna nagar is the definitive shopping street of Anna nagar township as well as western Chennai, it is a pulsating cluster of department stores, Home grown retail offering, contemporary retail brands & a fair amount of food & Grocery retailing.</p> <p>Observation: The streets are well planned and spatioously laid out with service roads, thereby allowing for ease of parking and hence limiting congestion..</p>	<p>Spatial Layout : Lenear 1970</p>  <p>Primarily a mixed use road dotted by offices, hotels,residences & a few government owned buildings, started witnessing enhanced commercial & retail activity from mid 1990's onwards, Interestingly,this is one retail location in Chennai where footfalls are high & focused.</p> <p>Observation: It has a common pedestrian pavement linking all the shops, restricted supply of retail space along the stretch, demand continues to be high and as a result rentals are among the most expensive within a city.</p>	<p>Spatial Layout : Lenear 1920</p>  <p>The T nagar shopping hub is the collection of varied successful retail formats, geographically located almost in the city center.</p> <p>Observation: TheT nagar, Pondy bazaar and all its complimentary segments generate footfalls hence traffic and congestion anther issue is that of fragmented pavements.</p>

Table showing different shopping streets across Chennai as per Spatial analysis.

Source : Author



Photos showing the Shopping streets in Chennai

VIII. SHOPPING STREETSBANGALORE

Bengaluru known as the Silicon Valley of India'. Previously known as Bangalore, it is the state capital of Karnataka as well as India' technology capital. It holds a prominent position in the global IT map and has a deep corporate base of domestic, multinational IT and biotechnology companies. The city is advancing up the 'value chain' with significant focus on research and development activities. The high-quality work force and favourable quality of life have prompted major campus developments by many IT majors in the city. Although currently a constraint, infrastructure is in the process of being ramped up. Examples include recently inaugurated international airport and the ongoing work of the metro rail system. Bengaluru's retail in terms of its consumer profile and its vibrancy is a reflection of the aspirations of New India. Even if some of the shopping areas go back to colonial days in terms of its antecedents, the mix of contemporary brand and the upwardly mobile young shoppers that flock to these new swank stores is a living example of the rising aspirations of upwardly mobile Indian consumers.



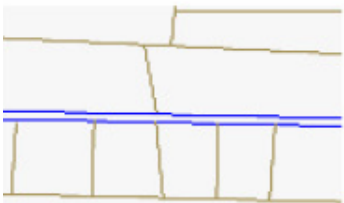

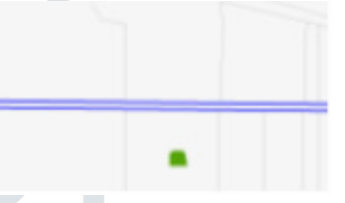
Brigade Road	Commercial street	100 feet Indiranagar
<p>Spatial Layout : Lenear 1960</p>  <p>Observation: This stretch is one of the major high end street retail hub with high volume of tourist and local consumers inflow, the average size of the stores here is ranging from 2500 to 3000 sqft.</p>	<p>Spatial Layout : Lenear 1950</p>  <p>Observation: Commercial street is a part of traditional shopping areas of Bangalore and is located in the traditional retail hub of the city, this street has retained its built character over the decades, it has also evolved over time providing a mix of traditional as well as more contemporary national and international brands</p>	<p>Spatial Layout : Lenear 1920</p>  <p>Observation: It is a part of the subabrban Bangalore for the retail destination. This stretch is mostly of modern retail streets for the up markets, also gained lot of prominence owing to the affluent population that resides in this area.</p>

Table showing different shopping streets across Chennai as per Spatial analysis.

Source : Author

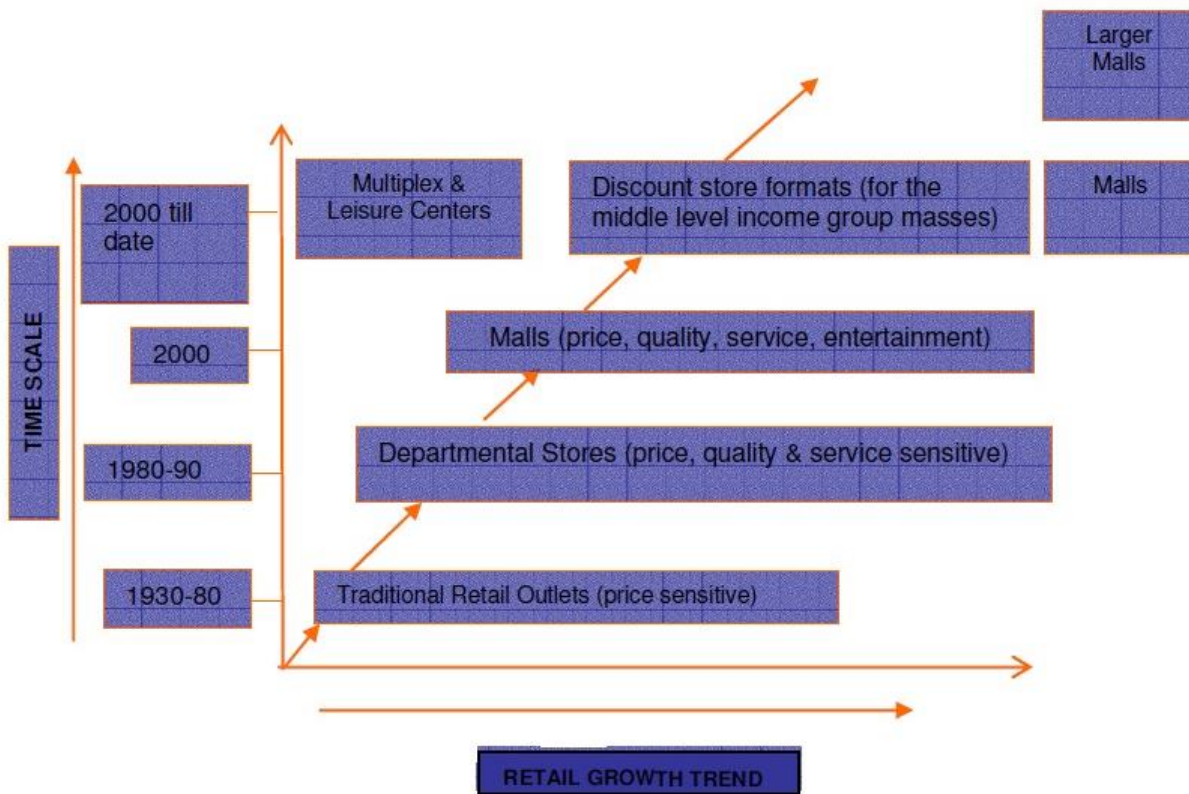


Photos showing the Shopping streets in Bangalore.

IX. RETAIL GROWTH TREND IN INDIA



Photos showing the Shopping streets in India.



Graph showing the transformation of shopping styles in india along with time period. *Source: Times of Economics India*

- 1930: Traditionally retailing which belonged to the period 1930-1980, can be traced to the emergence of the neighborhoods 'Kirana' stores catering to the convenience of the consumers.
- 1980-90s: experienced a slow change as India began to open up economy. Textiles sector with companies like Bombay Dyeing, Raymond's, S Kumar's and Grasim first saw the emergence of organized retail chains. The latter half of the 1990s: saw a fresh wave of entrants with a shift From Manufacturers to Pure Retailers. For e.g. Food World, and Nilgiris in food and FMCG category; Planet M and Music World in music; and Crossword and Fountainhead in books.
- Post 1995: onwards saw an emergence of shopping centres, like supermarkets, departmental stores, hypermarkets etc.
- 2000: saw the emergence of Malls or the concept of 'one stop shop' or shopping under one roof mainly in urban areas, with facilities like car parking targeted to provide a complete destination experience for all segments of society. Emergence of hyper and super markets trying to provide customer with 3 V's - Value, Variety and Volume.
- Present retail is also marked with large retail space occupied by the retailers for providing more convenient and enjoying shopping experience. Today retail is a big phenomenon in the country with many emerging formats like Theme Malls and Mall plus Multiplex concept.

X. MALLS

These are the largest form of organized retailing today located mainly in metro cities, in proximity to urban outskirts. The sizes range from 60,000 sq ft to over a million sq ft and above. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. Retail sector transformation has witnessed in the varied formats of malls, which have come up in various categories and sub-categories of mega malls, luxury malls, hypermarkets, specialty malls, and hybrid malls.

XI. SPECIALTY STORES:

Chains such as the Bangalore based Kids Kemp, the Mumbai books retailer Crossword, RPG's Music World and the Times Group's music chain Planet M, are focusing on specific market segments and have established themselves strongly in their sectors.

XII. DISCOUNT STORES:

Discount stores or factory outlets, offer discounts on the MRP through selling in bulk reaching economies of scale or excess stock left over at the season. The product category can range from a variety of perishable to non-perishable goods.

XIII. DEPARTMENT STORES:

Departmental Stores is expected to take over apparels from exclusive brand showrooms. Among these, the biggest success is K Raheja's Shoppers Stop, which started in Mumbai and now has a huge number of stores (over 30,000 sq. ft) across India.

XIV. HYPER MALLS/ SUPERMARKETS:

Large self-service outlets, catering to varied shopper needs are termed as Supermarkets. These are located in or near residential high streets. These stores today contribute to 30% of all food & grocery organized retail sales. Super Markets can further be classified in to mini supermarkets typically 1,000 sq ft to 2,000 sq ft and large supermarkets/ hyper marts ranging from of 3,500 sq ft to 5,000 sq ft. having a strong focus on food & grocery and personal sales.

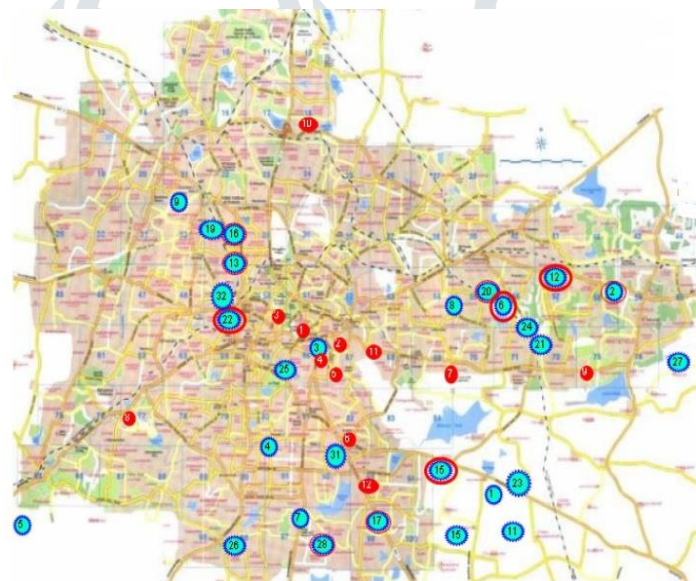
The Situation in Bangalore City
from 2002 to the present day.

At the turn of the century Bangalore had few recognizable malls and departmental stores which totaled about 4,00,000 sq. ft of space. Some of these included :

- Food world,
- Metro Cash and Carry,
- Spencer's,
- Janata Bazaars and other local stores.

These however did not meet the A Grade standards. 2002 saw the Transformation of Bangalore's Retail sector towards an Organized Retail Market.

Source: Department of Economics & Statistics.



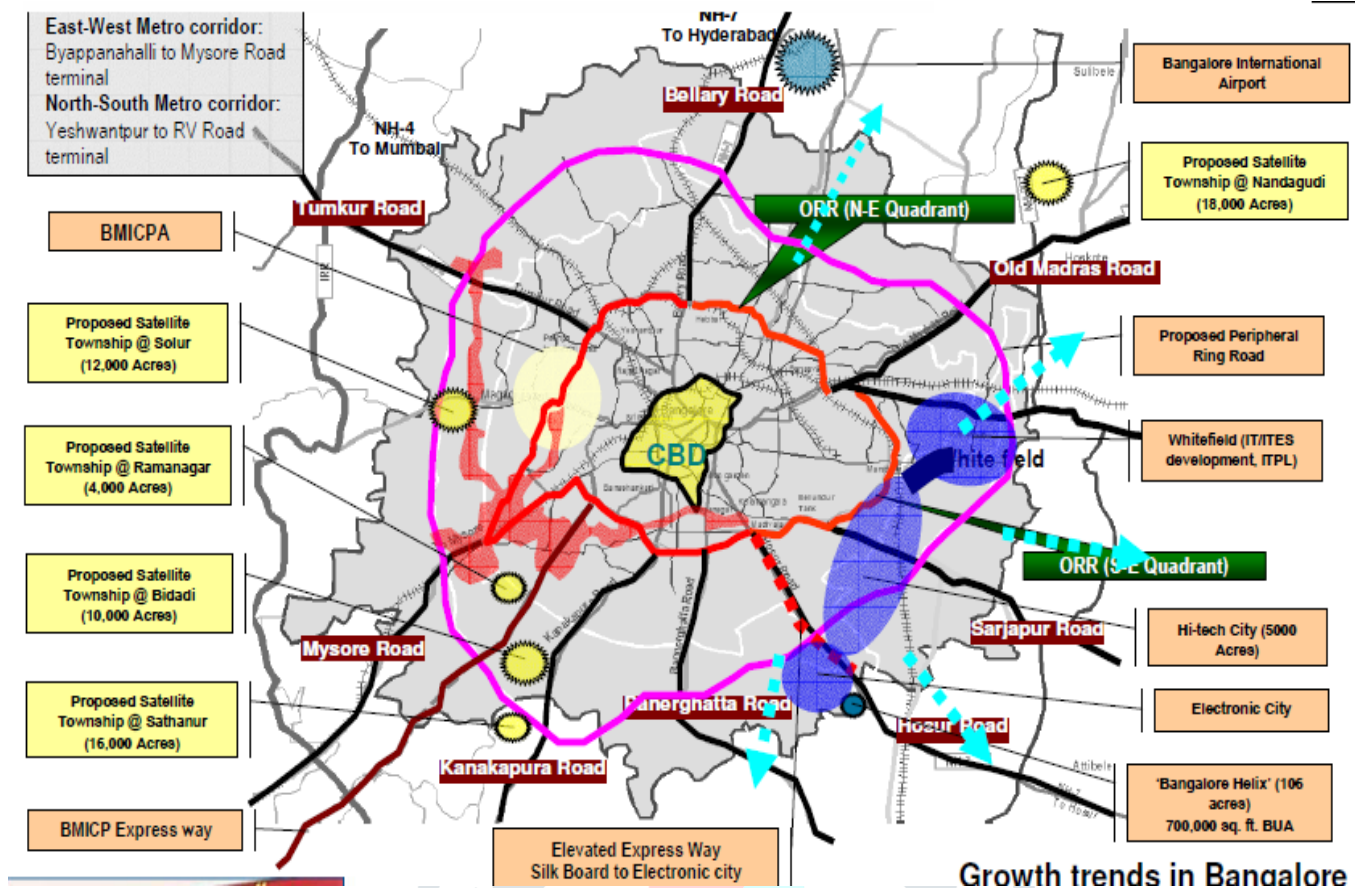
● Existing Mall ● Proposed Mall- up to 5 Lakhs ● Proposed Mall- 5-10 Lakhs Sft ● Proposed Mall- >10 Lakhs Sft

Google map showing the location of Existing malls and Proposed malls in Bangalore.

Source: Economics times



Photos showing the Shopping Malls in Bangalore.



Map of Bangalore showing all the infrastructure developments and spatial layout.

Source: Author

XV. GROWTH TRENDS IN BANGALORE

The physical growth in Bangalore in the recent past was fuelled by the IT/ITES sector. Thus, most of the existing development has been witnessed along the corridors having significant IT/ITES activities. Accordingly, Hosur Road, Bannerghatta Road, Sarjapur Road, Outer Ring Road and Whitefield have witnessed significant growth along with the Mall developments.

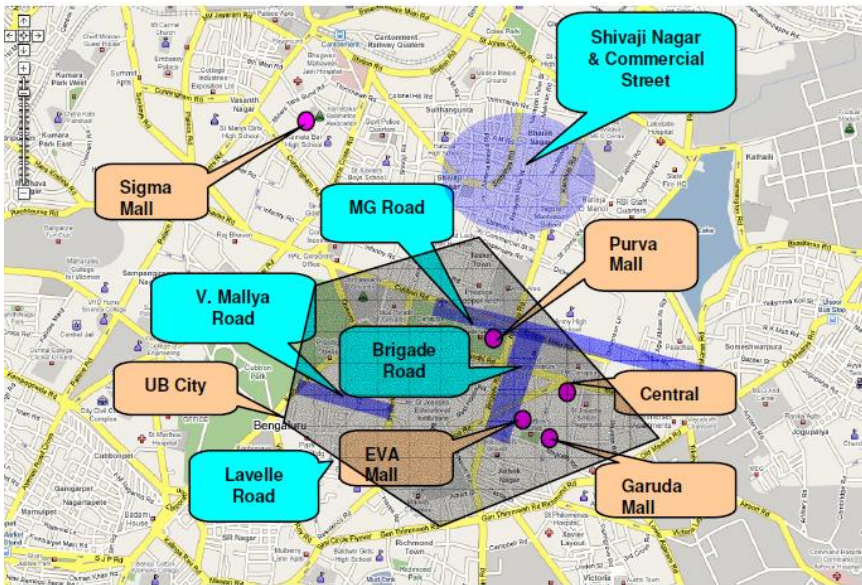
XVI. FACTORS FOR THE RISING DEMAND IN ORGANIZED SECTOR IN BANGALORE:

- Organized Retail Sector are the Malls and departmental stores
- Young Population with an average age group of 20- 35 yrs.
- A large Growing Middle class with increasing disposable income.
- Double Income homes enabling enhanced buying power, use of credit cards and adhering to marketing strategies of brand awareness that enables buying.
- Rising Aspirations in Social circles.
- Brand Consciousness, exposure to overseas lifestyles and influence of mass communication media.
- Need for convenience in Parking, Comfort, choice of multiple brands under a single roof, intentional or window shopping.
- In February 2005 the Indian government opened the doors to Foreign Direct Investment (FDI) for branded retail.

XVII. INFERENCE:

With the rise in population & economy in Bangalore the demand for commercial space is increasing & this in turn increasing the physical growth of the city with built up commercial space at the suburbs

XVIII. THE SHOPPING STREETS IN BANGALORE



- M.G. Road,
- Brigade Road,
- Commercial Street ,
- Vittal Mallya Road,
- K.G. Road,
- Avenue Road,
- 100 feet Road (Indiranagar),
- CMH Road,
- Airport Road, Marathalli,
- R.T. Nagar Main Road,
- West of Chord Road,
- Dr. Rajkumar Road,
- Sampige Road,
- Jayanagar 4th Block, J.P Nagar,
- Hosur Road,
- Banashankari,

Google map showing the location Malls and shopping streets within the CBD of Bangalore

Source : Author

Till 2004, retail activity in Bangalore was mainly concentrated on the high streets with Brigade Road, MG Road, and Commercial Street as the main retail streets of the city. In the recent past, the retailing has also grown out of these streets and markets in suburbs like Jayanagar 4th Block, Sampige Road and CMH Road, which are fast becoming the retail destination for the suburban Bangalore

Most of the shopping streets are located in well urbanized areas & availability of large land tracts for new mall development is limited.

Due to absence of options on MG Road and Brigade Road retailers are shifting their focus to the other shopping streets such as 100 ft. road (IndiraNagar) and Commercial Street. As a result of growing footfalls over the years in these streets, traffic has also increased as a result,

Bangalore markets are spread across the city in the form of traditional and modern retail streets, up markets and suburban area retail clusters as described below:

SL.	ZONES	MAJOR SHOPPING STREETS
1.	Central (CBD)	MG Road, Brigade Road, Commercial Street , Vittal Mallya Road, KG Road, Avenue Road
2.	North	RT Nagar Main Road
3.	East	Koramangala, 100 Feet Road (Indiranagar), CMH Road, Airport Road, Marathalli
4.	West	West of Chord Road, Dr. Rajkumar Road, Sampige Road
5.	South	Jayanagar 4th Block, JP Nagar, Hosur Road, Banashankari, Kanakapura Road

Table showing different shopping streets across Bangalore as per location.

Source: Author

Richmond Town is still carrying the traditional image, for which they are famous, new areas are rapidly developing with a modern image in accordance with the changing times. The locations - Vittal Mallya Road, Lavelle Road, MG Road & Brigade Road, Commercial Street and various adjoining locations etc being the focal business points of the CBD of Bangalore and majorly for the shopping needs. Presently this neighborhood is undergoing rapid transformation due to commercialization. Most of the residential developments on the major roads are getting transformed as commercial developments. With the presence of international brands the rental values are also increasing to the international standards which is a threat to the local shop owners who cannot compete with them and hence moving to the other streets



XIX. ANALYSIS ON INDIAN SHOPPING STREETS

Most of the Indian shopping streets are traditionally & organically evolved catering to the expanded cities & its urban settlements. Most of the streets have evolved along the important transport corridor or trade routes of that particular city. The spatial layout is more or less linear or curvilinear. These streets act as shopping & entertainment zones for their cities. These traditional shopping streets have adopted themselves to reflect the changing aspirations of its consumers with the mix of traditional, national & international offerings, hence having a buzz & excitement. Most of the shopping streets have Malls & hence there is a symbiotic relation between them. Amalgamation of sites Enhancement on Building frontage & signage Introducing Public realm within Malls The new glass facade stores is replacing the traditional shop facades, Retail formats in India have taken well to the "Mall syndrome" and the concept of mall is working and will continue to do so. The reason being that the widespread, unorganized and cluttered retail scenario itself has promoted the organized mall retail format, yet the mall syndrome keeps getting stronger. From infrastructure to external façade, appearance and maintenance of the premises itself,

XX. ISSUES OF THE CONTEMPORARY SHOPPING STREETS

- Most of the Indian shopping streets have less pedestrian pathways & have more physical hindrances, which make walking & shopping along these stretches quite a challenge.
- Lack of image impact on the street.
- Pedestrian & vehicular conflict, Lack of parking spaces
- Lack of public realm
- Emergence of international stores are dominating over the local stores
- Retail and transport trends have undermined the viability of local shopping in many areas. The advent of large superstores and shopping malls, the consolidation of 70 per cent of food shopping with large multiple retailers and preference for car-based shopping have meant that more than 60,000 small shops disappear every decade. The trend to car-based shopping contributes to traffic congestion and increased air pollution and CO2 emissions, which undermine quality of life and the Government's commitment to promote sustainable development.

XXI. INFERENCE AND CONCLUSIONS:

Shopping streets, bazaars and markets have been a way of life in India, given their unique combination of ease of accessibility, Good locations, established retail base, critical mass, variety, legacy and charm. India's shopping streets have had a prominent position in the country's retail offerings over the decades and indicate that these shopping streets would maintain their unique position in the future, given their inherent ability to adapt themselves to reflect the changing aspirations of consumers.

Attempt has to be made by providing basic infrastructure features to the shopping streets in order to provide enhanced consumer convenience & which makes shopping for consumers a wonderful experience. Importance has to be given to the existing small format local shops which are slowly replaced by the high end shops from these streets. In order to transform Contemporary shopping street spaces into its original outlook that can enhance social relationships, paths and nodes, and their spatial configuration have to be reorganized. This reorganization will contribute to a pleasant urban environment and the strengthening of social life and enable the area re-gain its characteristics of enhancing social interactions. Such approach can potentially play crucial role to the definition and systematization of urban problems observed in contemporary shopping places in cities.

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