

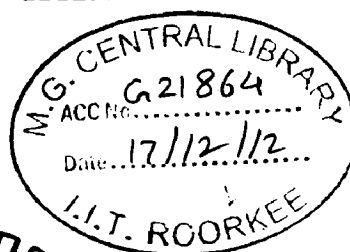
GUIDELINES FOR REJUVENATION OF TRADITIONAL MARKETPLACES IN INDIAN CITIES

A DISSERTATION

*Submitted in partial fulfillment of the
requirements for the award of the degree
of*
MASTER OF ARCHITECTURE

By

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JUNE, 2012

CANDIDATE'S DECLARATION

I hereby certify that this report entitled “GUIDELINES FOR REJUVENATION OF TRADITIONAL MARKETPLACES IN INDIAN CITIES”, which has been submitted in partial fulfilment of the requirement for the award of the degree of **Master of Architecture**, submitted in the Department of Architecture and Planning, Indian Institute of Technology- Roorkee, is an authentic record of my own work carried out during the period from July 2011 to June 2012, under the supervision and guidance of **Prof. (Dr.) Pushplata**, Department of Architecture and Planning, Indian Institute of Technology, Roorkee, India.

The matter embodied in this dissertation has not been submitted by me for the award of any other degree of this or any other institute.

Date: 12/06/2012

Place: Roorkee


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This is to certify that the above statement made by the candidate is correct to the best of my knowledge.



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1 EXECUTIVE SUMMARY

Traditional marketplaces are fast losing their glory in this modern urban world, where shopping malls are propping up every day. With the rising stress on them, traditional marketplaces are finding it hard to survive the urban onslaught. The debate on whether traditional marketplaces have lost their relevance in today's world has been going on for some time now. While economist may have some logic to their arguments decrying these marketplaces, the logic of humanitarians and anthropologists cannot be ignored. Traditional marketplaces are not just places of trade. Within them lie several other intangible values which cannot be lost. These marketplaces have developed over a period of time intertwining with the culture, society and beliefs of the place they are situated in. No matter how developed or advanced modern marketplaces become, these are the qualities they cannot imbibe in them. Traditional marketplaces are in fact centres of active trade, social interaction, and cultural exchange. However, it cannot be said that all these qualities alone is sufficient for the sustenance of these marketplaces. In reality, there are several problems that plague these marketplaces. It is, therefore, necessary to take steps to ensure that such rich places is not obliterated from the urban experience of the future generations. Herein lies the aim of this thesis. This thesis formulated a set of guidelines which can act as a reckoner for rejuvenation of traditional marketplaces across Indian cities. The objectives of this thesis was as under:

1. To study the existing Indian traditional marketplaces and determine the desirable as well as undesirable qualities of such spaces.
2. To formulate guidelines for the implementation of the architectural interventions deemed necessary for rejuvenation of such spaces.

With these objectives in mind the hypothesis that guided this thesis was "It is possible to rejuvenate the traditional marketplaces by applying appropriate architectural interventions within certain characteristics that are common such places so as to retain the desirable qualities of traditional marketplaces which help improve the quality of urban living."

This thesis, however, was bound by the following scopes and limitations:

1. The scope of the thesis is restricted to the permanent traditional marketplaces presently existing within Indian cities.
2. The scope of the thesis is limited to the architectural aspects of the traditional market spaces and their socio-cultural implications only, and, does not account for business economics.
3. The research is limited mainly to the characteristics of the spaces, their qualities, and, their implications on the human activities and behaviour within such spaces.
4. The research is limited to the study of important examples of Indian traditional marketplaces only.

Being interdisciplinary in nature, it was impractical to adopt a unilateral strategy. Hence, this study adopted a Combined Research strategy, combining components of Historical Interpretive Research, and Logical Argumentative Research. The study attempted at establishing guidelines by comparing the pros and cons of several traditional marketplaces in the context of the cities of today. Being traditional in nature, there was always an element of historical significance interweaved into these marketplaces. Here, the research borrowed from Historical Interpretive Research strategies to investigate into the history of the marketplaces. And at last but not the least, there was a substantial amount of subjectivity in the study, which, required to be supported with sound logic. It was in this aspect of the research that it took up Logical Argumentative Research strategies.

The research used books and literature to study the development of marketplaces through history to form an understanding of the formation and the lineage of traditional marketplaces. It traced the growth of marketplaces from the ancient to the medieval times of the Romans and the Greeks through to the changes due to the Industrial Revolution and, finally to the present day formations. In doing so, an understanding was formed of the divergence of the traditional marketplaces from their modern counterparts. It was found that while the modern counterparts are an off-shoot of the mass production of machine made goods made popular by the Industrial Revolution, the traditional marketplaces had evolved from the rather ancestral culture. An understanding was also formed of the term 'rejuvenation' and how it differed from the terms 'revitalization' and 'redevelopment'. Both the latter terms refer to an act of resurrection, wherein the vitals have been lost, whereas, rejuvenation refers to simple act of invigorating something that has not lost its vitals, but had fallen stale due to some reason. The research also explored existing literature on the topics relevant to traditional marketplaces to better understand its present day conditions. The study of the literature reposed faith in the aim of the thesis. It was found, in course of the review, that the vitals of Indian traditional marketplaces was still indeed very robust- they were still some of the largest marketplaces in the country and trade was more than healthy. Having borne the brunt of time, it had just become stale, creating the common perception that they had lost their relevance. Hence, it was only apt that these marketplaces need not be revitalized or redeveloped, but rather, just rejuvenated to brush off the burden of time. However, this was to not to mean that traditional marketplaces were doing well in terms of their quality of space, infrastructure, and general conditions.

In order to investigate into the problems that plagued these marketplaces, the thesis took Delhi as the study area. Delhi, the capital of India, had a long and rich historical lineage and yet is one of the most developed cities in the country. Also, it had several traditional marketplaces, like Chandni Chowk, Dariba Kalan, Khari Baoli, Chawri Bazar, etc. within its urban fabric which would serve as the study areas. Personal visits were made to these marketplaces an ocular survey and an experiential observation. Vendors and visitors of these marketplaces were surveyed to collect information regarding the dynamics of these marketplaces.

The data collected from these marketplaces was then analysed from the standpoint of spaces and their functions. The ocular survey revealed information about the present conditions of the marketplaces. It was used to arrive at important conclusions regarding the problems that plagued these spaces. The data from ocular survey revealed the state of apathy in which the buildings lay. It revealed the lack of regard for the architecture of the place and the utter dismal state of the public facilities.

The analysis of the survey responses also led to insightful inferences. It gave an idea of the perception of the people regarding various aspects of the marketplace. The data from the surveys were used to draw inferences which led to a better understanding of the problems and opinions of the people.

Based on the above analysis and with the knowledge of the literature review, the set of guidelines was arrived at. This set of guidelines envisioned that "traditional marketplaces could be converted from being just places of trade to becoming aesthetically appealing places of recreation, active social interaction, and cultural exchanges without compromising on their primary function of trade."

The set of guidelines dealt with the following main aspects of a marketplace and suggested measures for their rejuvenation:

Guidelines for the pleasure of Function – These guidelines give general pointers at improving the functionality of the marketplaces.

Guidelines for pleasure of Circulation & Movement – These guidelines deals with the problems of circulation and movement – for both vehicular as well as pedestrian – within the marketplace.

Guidelines for pleasure of Maintenance & Services – These were derived to overcome the problems arising out of the lacunas in the provision of facilities for services – like solid waste disposal, etc. - and their maintenance.

Guidelines for Visual Pleasure – These guidelines recognized the importance of aesthetics of such spaces and deals with the challenges that have to be overcome in order to make such spaces more attractive and visually appealing.

Guidelines for pleasure of Social Interaction – These guidelines laid down the important pointers that concerned the conversion of the marketplaces from ordinary places of trade to exceptional spaces for active social interaction.

In this modern urbane world, the relevance of these age old markets is often put to question. A closer look at them reveals why they are so important to us and why they cannot be disposed off with. However, despite the fact that we cannot afford to lose these marketplaces, their state are pathetic. Facing challenges from the organized market sector, they are struggling to keep pace. This has more to do with the negligence shown towards these places than to do with their commercial viability. The situation is indeed alarming in India, in spite of the fact that it is a country which prides itself in its cultural heritage and diversity. India is very rich in context of traditional marketplaces, and these have the potential to act as the showcase for the country. In order for that to happen, it is necessary to immediately try and stop the damage that negligence and indiscriminate urbanization has done to them. The need of the hour is to identify such markets, recognize their importance, rejuvenate them to life, and harness their potential. This study is only a step in that direction. While the guidelines formulated in this thesis certainly pave a way for the rejuvenation of the traditional marketplaces in Indian cities, it also leaves scope for future research for marketplace specific solutions. While undoubtedly, the solutions to the problems of one marketplace would differ from the other, the essence of the work will remain as encompassed in this thesis.

2 CHAPTER 1: INTRODUCTION

2.1 Aim

The aim of this thesis is to prepare guidelines for the rejuvenation of traditional marketplaces in present Indian cities.

2.2 Objective of the thesis

3. To study the existing Indian traditional marketplaces and determine the desirable as well as undesirable qualities of such spaces.
4. To formulate guidelines for the implementation of the architectural interventions deemed necessary for rejuvenation of such spaces.

2.3 Need of the Study

While the significance, qualities, and problems of traditional marketplaces in Indian cities has been discussed at length in the subsequent chapters, it would suffice, at this point, to say that the need of this study is based on the fact that in a developing economy as that of India, the modern marketplaces are inadequate to meet the needs and requirements of the diverse strata of its populace.

2.4 Hypothesis

It is possible to rejuvenate the traditional marketplaces by applying appropriate architectural interventions within certain characteristics that are common such places so as to retain the desirable qualities of traditional marketplaces which help improve the quality of urban living.

2.5 Scopes & Limitations

5. The scope of the thesis is restricted to the permanent traditional marketplaces presently existing within Indian cities.
6. The scope of the thesis is limited to the architectural aspects of the traditional market spaces and their socio-cultural implications only, and, does not account for business economics.
7. The research is limited mainly to the characteristics of the spaces, their qualities, and, their implications on the human activities and behaviour within such spaces.
8. The research is limited to the study of important examples of Indian traditional marketplaces only.

2.6 Methodology

2.6.1 Research Design

The research is designed to serve the purpose of bringing together essential components of various fields of study together in search of answers which are interdisciplinary in nature. As such, the research design contains components of both inductive as well as deductive research. Wherein the logical basis of the study is deduced from the observations and experiences, the actual conclusions will be inducted from the analysis of the collected data.

2.6.2 Research Strategy

The study being interdisciplinary in nature, it is impractical to adopt a unilateral strategy. Hence, this study adopts a Combined Research strategy, combining components of Historical Interpretive Research, and Logical Argumentative Research. The study attempts at establishing guidelines by comparing the pros and cons of several traditional marketplaces in the context of the cities of today. Being traditional in nature, there is always an element of history significance interweaved into these marketplaces. Here, the research borrows from Historical Interpretive Research strategies to investigate into the history of the marketplaces. And at last but not the least, there is a substantial amount of subjectivity in the study, which, would require to be supported with sound logic. It is in this aspect of the research that it takes up Logical Argumentative Research strategies.

2.6.3 Research Algorithm

The following flow chart depicts the sequential steps of the research. The background study essentially forms the ideas and the hunches of the research, which is then strengthened and given a more structured form through detailed study by means of the review of the existing literature and case studies. The aims, objectives, scopes and limitations of the research are all based on the background study, and these give direction to the literature review and case studies. The case studies form the basis of the requirement of the data for further studies. These data are collected by surveys in the study area. The inferences drawn from the collected data are then used to formulate the guidelines on the basis of which various interventions may be implemented for the rejuvenation of the traditional marketplaces.

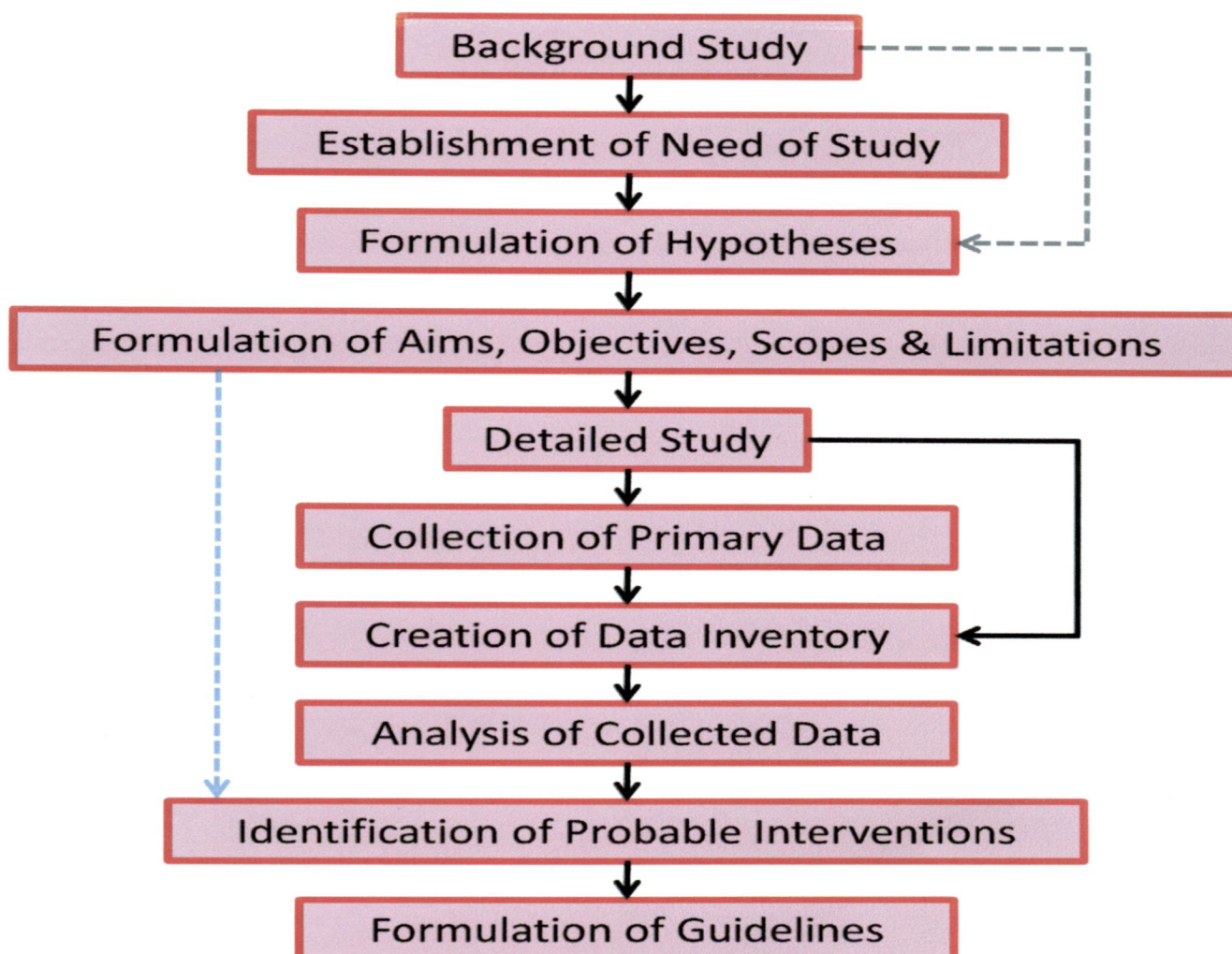


Figure 1 Flow chart of methodology

3 CHAPTER 2: TRADITIONAL MARKETPLACES

3.1 A journey through history of traditional marketplaces

The discovery of agriculture to mankind, and consequently, the formation of settlements is probably the point in time when 'markets' took birth. The very fact that one individual human cannot take care of all his needs, and, his intuitive inclination to involve in give-and-take relationships to meet his needs can be said to be the invention of the 'market'. So, if the journey of markets has to be narrated from the beginning, it can be safely said that it is as old as the human civilization.

The first form of trade was the exchange of produce between individuals. So, as a corollary, the first form of market was the entire settlement as a whole, with the trade, or sale and purchase, taking place as sporadic incidents between individuals throughout the settlement. This did not require a dedicated space like the markets of present day, and the exchanges were meagre. With the increase in the size of the settlement, the demand for produce increased and the range of produce diversified. This called for an association of value to the produce, which in turn, resulted in a system of trade known as the 'barter system'. Since there were no currencies, produce was bought or sold in exchange of another produce.

At the same time, the growth of the settlements in size, and the increase in the amounts of produce, led the people of one settlement to look for trade opportunities in other settlements, in what can be termed as the beginning of export trade. This soon led to trade exchanges between people of multiple settlements which led to the formation of 'meeting spaces' where the people from different settlements could meet with the purpose of trade. This was perhaps the birth of the market place we know today, although the trade remained exclusively an individual affair.

It was the invention of currency that acted as a catalyst in the boom of trade. The first instances of full fledged trade relations can be traced back to the ancient Summerian and Indus Valley Civilizations. The ruins of these civilizations hold enough clues to suggest that trade was quite developed and markets played an important role. It is a well established fact now that the people of Indus Valley used earthen seals as the mode of payment, or, currency. The Indus cities also contain structures that suggest common gathering place of the traders. Most Indus cities like Mohen-jo Daro, Harappa, Lothal, etc. had citadels on a high ground. These citadels often had granaries which were used to store produce for trade. Archaeologists have expressed that Lothal was a port town through which export trade was carried out and that market places had existed in these cities. The view is reiterated by the discovery of Indus Valley seals in distant Summerian Civilization. This possibly marked the first accounted instance of a marketplace within a settlement. By this time man had become much diversified in terms of the types of commodities he produced. In addition to agriculture, which in itself had diversified in types of produce, craftsmen had come into being; potteries and jewelleryes

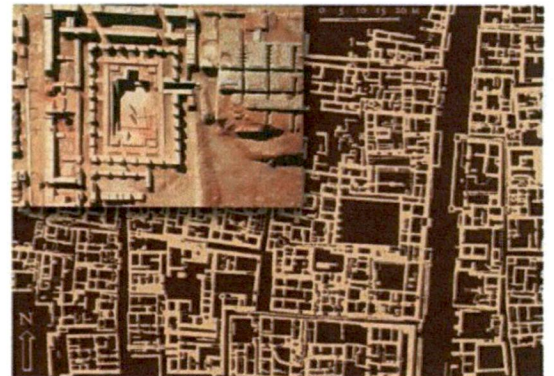


Figure 2 Plan of Harappa

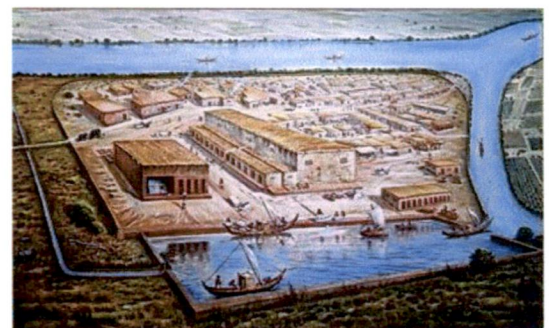


Figure 3 Lothal

were being made and traded. And all these developments brought out the need of spaces that met the specific necessities and challenges pertaining only to the trade of these commodities, thereby, leading to formation of market places.

However, the credit of the first formal, somewhat organized, and easily recognizable market space goes to the Greek civilization. At the heart of their cities, there existed a colonnaded space specifically designed to accommodate large gatherings and to cater to the needs of the traders, known as the Agora. The Agora is the rudimentary form of the marketplaces as we know them today.



Figure 4 Greek Agora



Figure 5 Roman Forum

The Roman Forum was the equivalent of the Greek Agora, but was a more elaborately designed space. It is the ancestor of the 'Plaza' and is of utmost importance in the study of the development of marketplaces. While the Greek Agora was also a political space, the Forum was strictly a commercial space. It catered to the traders and the public gatherings, leading to its becoming the largest space of social interaction during its time, and perhaps, the only commercial space of the time.

The fall of Romans and the wars that followed pushed the markets to the city gates leading to the formation of what we may now call as the 'Bazaars'. However, if intricately examined, the causes of such a dynamic have various other factors. The rise of Feudalism and imminent wars among the Feudal lords caused the cities to close their gates on the foreign traders. While the primary market remained inside the heavily walled feudal cities, there developed a more informal market at the city gates to entertain the foreign traders. Also, the growth in the dimensions of the cities, and, the emergence of smaller producers led to the growth of smaller market places in small sporadic places throughout these cities. This was the beginning of the divergence of the markets, wherein a central market existed to cater to all, and, small markets sprung up to cater to specialised needs of neighbourhood people. It was the beginning of the divergence of the marketplaces into formal and informal forms. However, despite all the development until now, one common fact remained that the producers were individuals who worked on their respective craft to yield the commodities for trade.

It was with the advent of the 18th century that the world witnessed a miracle which changed it completely- The Industrial Revolution! With the beginning of the Industrial Revolution came the onset of the era of machines, and with it came the miracle of mass production. The producers changed from individuals to machines which increased the amount of produce manifolds. This was the turning point in the history of market places. The huge amount of commodities produced over shorter span of time required markets of unprecedented scale. The hanker for established markets resulted in an increased demand for those spaces, thereby, pushing the traditional traders to the fringes. In an interesting occurrence, marketplaces sprung up in unprecedented numbers within the city, and the human settlement converted from being majorly residential to being majorly commercial. While the Industrial Revolution, with all its advancements, brought in the modern

organized market, it also gave rise to smaller, extremely specialised traditional markets. This divergence, that exists even to this day, can be attributed to one little fact that is often overlooked- Although the machines could produce in quantity, the quality and the originality of the hand-made products could never be completely replaced. Although the Industrial Revolution greatly deterred the business of the craftsmen, there were limitations to what a machine could do. And although mass producers dominated the markets, the smaller original producers were not completely obliterated.

This resulted in a major change in the nature of the market places. With the advent of mass production, the produce was sometimes in excess of the demand, resulting into the need for storage spaces within the shops and markets. With the need of storage spaces, came the need of protection and security, and in turn, arose the need of permanent safe structures to house these shops/markets. On the other hand, the craftsmen, having been bullied out of their original market places, took to new places to sell their wares. These spaces were not organized and did not require permanent structures. They were intimate spaces within the grasp of a common man. Thus, to say the whole story short, the Industrial Revolution divided the market places into two distinct and different types- i) The Organized Markets, and, ii) the Unorganized Markets. The implications of this division is felt even to this day, when within the framework of an urban development, there exists a formal sector of commerce and an informal sector of commerce.

Henceforth, with the advent of the 19th century and onwards, marketplaces developed in two parallel tracks, each craving out a niche for itself within the urban fabric. Whilst the machines became more efficient, faster, and much complex; the craftsmen became wiser, specialized, and exclusive. The organized markets underwent massive changes with the need and demands of the time and generations and evolved into a complex system of designed spaces. Starting from the creation of organized retail with the Departmental Stores of the early 19th century, to the formation of elaborate Shopping Centres of the late 19th and early 20th century, it has graduated into the glitz and glamour of the Shopping Malls in the late 20th century. On the other hand, the unorganized sector, in its struggle for existence against the machines, has adapted itself to the changing demands of the time. The marketplaces of the city gates have invaded into the city leading to the formation of market streets and avenues, covered bazaars, and open temporary markets. While contrast in the two forms is interesting, both have made their own place in the modern urban settlements.

3.2 Classification of traditional marketplaces

Traditional markets, despite their wide variety and diversity, can be classified into three basic types on the basis of their spatial qualities:

1. Covered markets
2. Open markets
3. Temporary or Moving Markets

The following discussion is an elaboration on each of these three types.

3.2.1 Covered Markets

Of the various traditional markets that exist today, covered markets form a major part of it. These are mostly prevalent in the Middle East, and throughout Europe. These marketplaces are



Figure 6 View of Borough Market

3.2.3 Temporary Markets

These markets are those which do not have any permanent structures associated with them, but they have forever existed in the culture of a place. They carry out their businesses in fallow lands



Figure 12 Ithaca Farmers' Market



Figure 11 Picadilly Street Market

within the city. These markets usually cater to the small level producers who cannot afford a proper marketplace to sell his/her wares. These markets assume different names in different regions and vary vastly in the essence of their spaces. For instance, these markets are known as Flea Markets in the USA, Bazaars in the Middle East, as *Haats* or *Mandi* in India. Some of the best known temporary markets are the Union Square Farmers' Market, New York, and the Picadilly, London.

India, and most other South Asian countries, exhibits a rich diaspora in this type of temporary markets. This is primarily because such markets have been embedded in the culture of this region. An example of such market in India would be the weekly haats and bazaars that happen in most Indian settlements, like the Wednesday market in Roorkee, the Ravivari in Ahmedabad, the Itwari in Nagpur, etc.



Figure 10 Thursday Market, New Delhi

3.3 Features of traditional marketplaces

Even after considering all their uniqueness and their affinity to exhibit the tradition of the place they are located in, there are certain characteristics which are common to all traditional markets. The following discussion is an attempt to identify those common links between the traditional markets throughout the world. However, it is worth reminding that the study of these common traits have been done with respect to only those factors which influence the characteristics of a space and not on the basis of economical or commercial view point.

3.3.1 The 'make-shift look'

One of the most common characteristic of a traditional marketplace is its 'makeshift look'. Even markets that are hundreds of years old give the impression that they are not permanent and can disappear at will. The displays of the shops are not arranged in proper display windows but are hung from the walls of the structure or spread out in temporary structures which could be dismantled at a moment's notice. The reason behind the exhibition of these characteristics by the traditional markets is not very clear. One of the probable reasons is because a large portion of these markets cater to traders who cannot easily afford to spend on permanent structures. Second, and perhaps a more apt

argument, is that in these markets different traders occupy different positions on different days. Hence, flexibility to move around the marketplace is of utmost importance to them. Also, most traders in these markets are small investors, there is a constant change happening. As such, it becomes more convenient for them to have makeshift arrangements rather than a permanent one.

3.3.2 The prominence of stalls

Traditional markets all over the world comprise of stalls instead of shops. The size and dimensions of the stalls vary with the market, but they are the constant feature of a traditional market. The essential difference between a stall and a shop is easily comprehensible and need not be elaborated, but the reason behind is perhaps related to the economics of the market. Even though there are arguments against it, most traditional markets in the present day cater largely to the crowd who cannot afford to shop in the Malls. Thereby, the financial transactions taking place in these markets are of lower denominations, and as a direct outcome, the traders choose to find cost-effective solutions rather than invest in permanent ones. Nevertheless, this common characteristic of the traditional market sets it apart from the modern market and gives the space a totally different flavour.

3.3.3 The 'Human' scale

Traditional markets all over the world, even the largest ones like the *Kapalıçarşı*, are built on a human scale. Unlike their modern counterparts, the traditional markets have rarely grown vertically. This can be attributed to the fact that traditional markets have always been centres of human interactions, and hence, they never moved away from their ties. A more practical and logical argument is that since traditional markets are usually looking for cost-effective means to survive, they did not take to the expensive nature of vertical expansion. Further more, the growth of a traditional market happens over a long period of time starting with small ventures at a time. Hence, like with all small ventures, the ambitions have been pragmatic rather than be whimsical.

3.3.4 A melange of diverse activities

The options available within a traditional market are limitless. Being accessible to all, these markets attract traders from all walks of life and are, therefore, rich in commercial diversity. As such, the challenge of having preconceived requirement of the space is thrown out of the window. These spaces are inherently more colourful and interesting. At the same time, this makes the space more flexible and adaptable to changes.

3.3.5 A general lack of planned growth

Throughout the world, the traditional markets are usually unplanned developments. This is because most of these markets were established before the modern concepts of planned development were comprehended by the common man. These markets have grown organically, driven by the forces of commerce, leading to formation of a grossly unplanned development. Even those that started as planned developments, like the Chandni Chowk, lost their way in between. This happened because it must have been impossible for the planners of these markets to envision the situation and demands of today at that point of time.

3.3.6 Narrow Alleys

Most traditional markets across the geographical divide have narrow alleys between the shops which act as means of circulation within the market. Of course, the notion of 'narrow' is with the present day context of the markets and not in context of the time of their establishment. Although the western traditional markets have better circulation within them, the Middle Eastern and the Asian markets invariably have narrow streets. This is primarily because of the level of developments that have happened in these markets, which has far superseded the original populace it was meant to

serve. Another argument explaining this common feature is that the narrow alleys cut down on the amount of insolation received on the ground by mutual shading, which, is highly favourable in the warm climate of the Middle Eastern and Asian regions.

3.3.7 Crowd & Congestion

An invariable feature of almost all traditional market existing today is the omnipresent crowd and the congestion caused by them. Most traditional marketplaces get extremely congested during the peak business hours of the day with hardly any space to move around. This somewhere related to the fore mentioned point of narrow alleys and the increasing popularity of the markets. Owing to the diversity of options these markets offer, and their accessibility to all consumers, these markets have gained in popularity. As such, the number of visitors has swelled drastically causing congestion.

3.3.8 Canopies

Canopies have an almost universal presence in world of traditional markets esp. the open markets. Although the material, construction, and the nature of the canopies vary from region to region, they mark their presence throughout. This if often necessitated by the need to protect the consumer as well as the produce on display from the elements of nature like rain, sun, etc.

3.3.9 Extended Displays

Most traditional markets have extended displays around the stalls. Some methods employed in achieving and utilising the extra space is often ingenious. This happens primarily because a traditional market rarely has the resources of advertisement to promote their products. Hence, their only way of promotion is to display all their products so that customers may be interested.

3.4 Uniqueness of traditional marketplaces

The traditional markets are unique in their own way. They form an interesting part of our existence. So, in this age of swanky shopping malls, it is important to shed some light on what sets these markets apart from their modern counterparts.

The first and the foremost factor which sets these markets apart is their connection to the culture and traditions of the places they are located in. A modern market place, whether a Departmental Store or a Shopping Mall, and however well designed they may be, are devoid of any cultural links. A shopping mall in Gurgaon, India is most likely to resemble a shopping mall in Singapore or one in Los Angeles, USA. While it is agreeable that they may vary in their volumetric dimensions and certain other nuances, the essential structure is same everywhere. When one talks of a shopping mall, the perception is that of a swanky commercial space covered in flashy lights enclosed in huge glass facades. On the other hand, the traditional markets are embedded within the culture and traditions of their places. They are, in fact, a showcase of the culture of a place to the outside world. So, by virtue of the fact that traditions vary with change in the geography, the nature and characteristics of a traditional market vary likewise. Therefore, in a sense, every traditional market is unique.

Another of the most important distinction between a modern marketplace and a traditional one is the effort put in their design and investment involved in the infrastructure of such places. While the modern marketplaces are creations involving specialized efforts in design and invest a lot in the construction of their infrastructure, the traditional markets usually develop as a result of natural growth of the settlement and use cost effective infrastructure.

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While the modern markets are pinnacles of what organized retail may achieve, the structure of traditional markets are unorganized and far more flexible. The direct outcome of this falls on the kind of spaces that these markets occupy. While the modern shopping malls are neat, tidy, and more convenient, the traditional markets and bazaars are relatively chaotic, and free flowing.

Since the modern system does not believe in personal interactions, there does not arise the need of development of personal connections between the traders and the consumers. However, to a certain extent, the traditional markets thrive on interactions and one-on-ones between the traders and their customers. A direct result of it is seen on the kind of circulation that is provided in each case. While a modern day market is usually close ended, the traditional markets allow for free flowing movements so as to allow the customers to access the producers/traders directly.

The present day modern marketplaces (read shopping malls) are usually built at a monumental scale with the motive to overwhelm the visitors with their scale and magnificence. But the traditional markets are usually closer to the human scale, and are developed in a manner such that it invokes a feeling of belongingness. While Shopping malls, however small, will have large atriums, huge glass facades to intimidate the visitors, the traditional markets, however large, will usually have single storey open shop fronts with everything within the reach of the visitors.

In the present day context, the modern marketplace usually houses all its facilities, starting from clothes to eateries, within a single enclosure. In contrast, the traditional markets have distinct spaces and lanes/zones for each sector. Within a market, a particular street is famous for its eateries, while another for its carpets, and yet another for its potteries. While a modern market tries to deliver everything at the footstep of the customers, a traditional market allows the customers to experience the full fun of marketing.

Owing to rapid developments in the modern market systems, the heavy investments involved, and the general rise in living standards of people, today's modern market places are often built with the customers of a particular income group in mind. However, an obvious fact cannot be ignored that these markets are often out of reach of the lower income group and maybe even the lower middle class. This divide is even glaring in developing countries like India. On the other hand, the traditional markets are accessible to all. While one may find things as cheap as there can be, one could also find invaluable commodities in the same market. For example, while one finds cheap clothes in Chandni Chowk in Delhi, some of the most expensive bridal dresses can also be bought there. This difference is directly reflected in the type of spaces that these markets occupy, and the type of materials used for construction. While a mall is an air-conditioned expensively maintained building, a bazaar is a cost effective solution. This difference holds true for the traders as well. While the modern markets are often out of reach for the small and medium scale traders, the traditional markets offer a place for all.

Another common difference between a traditional market and a modern one is their location in context of their location within a city. Most often, the traditional markets are located at the heart of an original city, whereas, the modern markets have sprung up in the newer areas where the city has spread to. This is owing to the fact that most traditional markets have existed from times before the expansion of the city to its fringes. While they have retained their original locations, the modern

markets came up in these newly developed areas with the motive to harness the business potentials of new neighbourhoods/sectors.

Another distinguishing factor between a modern and a traditional market is in relation to the activities taking place. While most modern marketplaces have a uniform and monotonous use of the space they occupy, traditional marketplaces usually entails a diverse range of activities within the same place. For instance, the activities within a Shopping Mall remain basically the same throughout the day, whereas, the activities in a traditional market changes as per the time of the day. For example, in Manek Chowk, Ahmedabad, the space serves as a playground for kids and a grazing ground for cattle in the early morning hours, converts to a busy commercial hub during the day till evening, and then becomes a recreational eating place in the afterhours (Pandya, 2005).

While there are many other differences between a traditional market and a modern one, esp. when one gets into the commerce and economy of it, they are not of relevance to this report. The differences enlisted and discussed above are only those which affect the nature of the space in their functional requirements, social impact, and their design. Most of these differences cannot be exactly measured or quantified, but can only be experienced. The above discussion, however, does not explore the reasons leading to the rise of these differences.

4 CHAPTER 3: TRADITIONAL MARKETPLACES IN PRESENT DAY

4.1 Dimensions of a traditional marketplace

A traditional marketplace is multidimensional in nature. The following are some of the notable dimensions:

- a) Physical dimension: this comprises of the physical things that make the marketplace like the buildings, structures, etc.
- b) The Functional dimension: this comprises of the various functions of a marketplace like trade, recreation, etc.
- c) The Social dimension: this comprise of the influence and implications of a marketplace on the society.
- d) The Aesthetic dimension: this comprise of the beauty and appeal of the space.
- e) The Spiritual dimension: this comprises mostly of the feel and the character of the space.
- f) The dimension of Time: this comprise of the change in the nature of use of the space at different times of the day and at different times of the year.

4.2 Elements of a traditional marketplace

Traditional markets are very complex multidimensional space. Although a part and parcel of our culture and our daily lives, it is important to refresh the understanding of the architecture of Indian traditional marketplaces. The architecture of these spaces may be understood from the following four standpoints:

1. The built form
2. The unbuilt form or the open spaces
3. The people within these spaces
4. The interactions

The built form:

The built form of an Indian marketplace comprises of two essential components-

- a) The building components
 - b) The growth pattern formed by them
- a) The Building Components- They are the physical part of the marketplaces. It comprises of the following:
- i. Stalls: This is the permanent structures which form the backbone of the market.
 - ii. Kiosks, *thelas*, etc.: These are the temporary structures that enliven the place.
 - iii. Displays: These are the main attractions.
 - iv. Shades: These form the all important comfort quotient of the place.
- b) The growth patterns- They are the outcome of the Building components of the market which shapes the space and acts as its skeleton. The following are the types of growth patterns of the traditional Indian markets:
- i. Linear: They are most common, and are formed along the sides of important roads, rivers, canals, etc.

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- ii. Enclosures: They are mostly the formed in places where the scope of growth is restricted and the development is enclosed within surrounding developments.
- iii. Tentacular: These are usually the outcome of unplanned and unmanaged growth out large spaces wherein the transitional spaces become highly disorganized.

The un-built form:

These are the open spaces that are created within the market spaces either consciously or as incidental leftovers from the built spaces. These are usually of the following types:

- a) Incidental spaces
- b) Recreational spaces
- c) Transitional spaces
- d) Dumpyards or fallow spaces

It is these spaces that provide for the essential scope for social interaction which is one of the most important aspects of traditional Indian marketplaces.

The people:

Marketplace is a space which is used by different types of users, each with their distinct needs and demands upon the space. The users of a marketplace are usually one among the following types:

- a) The stall owners: Usually merchants who own permanent stalls in the market
- b) The hawkers & temporary merchants: Usually those who set up temporary means to sell their wares
- c) The Customers: These are the major bulk of the users comprising of those who buy products.
- d) The people seeking recreation: These are those people who come with the intention of spending time in the market, or for recreational activities like eating, chatting, etc.
- e) The passer-by: These are the people who do not actually visit the market, but use its transitional spaces on their way to work or home.

The Interactions:

Marketplace is caters to a plethora of activities within its space. Some of the common activities that take place within a marketplace are:

- a) Trade
- b) Recreation
- c) Transition
- d) Social Interaction
- e) Ceremonial activities

At any point in time, a marketplace caters to all or some of these activities, thereby, calling for spaces that are flexible and of multiuse nature.

4.3 Importance of traditional marketplaces in present day

There is no easy answer to this question and arguments have been going on both in favour and against the traditional markets. Irrespective of opinions, the fact remains that the traditional markets have craved out a niche for themselves even in this modern, highly urban world. The importance of a traditional market can be gauged from the following arguments.

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1. Traditional markets are an important part of our heritage, having been passed on to us by generations of our ancestors. They form a link to understanding our history, and the story of our evolution. In the present day, where customs, beliefs, and traditions are being sacrificed at the altar of modernization, these markets act as a reminder of the richness of our culture and heritage. In fact, within these markets are preserved the treasure of knowledge possessed by our forefathers which has been passed on by practice.
2. In a more practical sense, the importance of the traditional markets lie in the fact that the modern markets do not care for all sections of the society esp. the economically poorer sections. These markets cater to the needs of all those for whom the facilities of the modern market system is out of reach, and that includes both the buyers as well as the sellers. These markets provide a source of livelihood to the individual and small scale producers for whom the modern markets are out of reach.
3. Another glaring shortcoming of the modern market places is that they do not cater to all the needs of the people. It will be very rare to find a locksmith or a tailor within a Shopping Mall. The traditional markets house these businesses which are not viable in the modern market system, and yet are necessary in our daily lives.
4. The traditional markets preserve the diversity of markets. They ensure that marketplaces do not become monotonous and boring. It is needless to argue that globalisation has created a stew of monotonous looking, blatant modern market places devoid of any identity within itself. In these times, the richness and variety of the traditional marketplaces come as a welcome relief.

Traditional marketplaces, more often than not, help a place preserve its cultural identity, a thing that has become so difficult to retain in this age of rapid globalisation. This can be more vividly elaborated with the help of an example. Istanbul is a place synonymous with world's best quality original hand-made carpets. This identity of Istanbul is, in fact, a boon from its traditional markets which used to export the carpets across the world. Even today, an avid carpet collector would visit the traditional markets of Istanbul to buy a carpet instead of visiting the nearest Mall. This quality of the traditional market makes it indispensable to our culture.

4.4 Threats to the traditional marketplaces

While it was essential to understand the importance of the traditional marketplaces in today's context, it is equally important to understand the threats that these markets faces.

1. The first and foremost threat to a traditional market is from the organized retail market. In this age of cut-throat competition where time is priceless, organized retail provide a more attractive option. A traditional market was originally established with the notion that shopping is a leisurely activity and not to be done in haste. But with the fast moving life of most urban developments, leisure is fast becoming a luxury to most people. This is one of the primary threats to the traditional market places.

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2. At the same time, modern market places are clean, tidy, and timesaving, albeit a tad expensive than the traditional ones. However, with the general rise in the living standards and the deterioration of the traditional markets over time, a bulk of the spending public have adapted to the comforts of the modern markets. This has had severe implications on the economics of the traditional markets, and, has put question marks on their economic viability.
3. Also, with the growth of urban populace, the traditional markets have had to handle pressures manifold times the amount it was originally envisioned for. This has created problems within the markets like congested spaces, traffic congestions, unplanned and haphazard growth, etc. With little efforts to find solutions to the problems, they have only grown in magnitude. These problems are threats to the traditional markets as they have drastically reduced the quality of the space and the experience.

The other biggest threat to the traditional marketplaces, esp. in the developing countries like India, is the general lack of awareness of the values and potentials of a traditional market amongst the local people and the authorities alike leading to a negligent attitude in their maintenance. This has compounded problems which could have been, otherwise, easily solved.

4.5 The need for rejuvenation

The need for the study may be understood from the following discussion.



1. Most traditional markets in India have a historical significance associated with them. It is essential to ensure that they remain sustainable for future so that important pieces of our heritage are not lost.
2. The Indian socio-economic break up shows that a major populace of the urban centres comprise of the urban poor who cannot afford the luxurious modern marketplaces. It is the traditional marketplaces which cater to this bulk of the populace. With the increasing urban population, and migration from the villages, the load on the traditional markets has multiplied manifolds. In order to enable them to sustain this load, it is necessary to rejuvenate these spaces.
3. The physical conditions of most of the traditional markets in India are in a pathetic state. Most of these marketplaces lack the basic amenities and civic necessities like water supply, toilets, sewage disposal, etc. If things are to continue without constructive intervention, these places would soon end up in a state of necrosis.
4. To encourage diversity in production and to promote the indigenous work of Indian craftsmen, it is necessary to provide a market for them which is easily accessible to them and is more flexible in terms and contracts. Traditional markets are indeed the best option for this purpose. However, with the markets themselves in a state of apathy, they can hardly be used for promotional purposes. Hence, it is imperative that we rejuvenate them.

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5. India has been renowned for its cultural diversity and richness. It is now a well established fact that this diversity attracts a lot of cultural tourism into the country which, in turn, boosts the economy. The traditional markets are the first hand exponents of the culture of a place, and if rejuvenated judiciously, can showcase the culture of the country in good light.

6. The lack of precedence in India. While there have been sporadic attempts at the rejuvenation of traditional markets in certain pockets, they are far too little and too few in time.

At last, but not the least, the traditional markets are a part of our lives. When one says 'market' the impression that forms on our mind is not that of a posh shopping mall, but that of small, intimate crowded spaces with canopies. To ensure that the lineage which has been passed on to us by our previous generation is passed on to our future generations, it is necessary to preserve these marketplaces. And the best way to preserve is to rejuvenate it and keep it running.

5 CHAPTER 4: REVIEW OF EXISTING LITERATURE

Although the subject seems very common, not much relevant literature can be found that is of scholastic value. Most literature available on the traditional markets is related to the business economics of it. The very few relevant ones which are available are from abroad. Hence, it is safe to assume that not much research has gone into the rejuvenation of the Indian traditional markets. Nonetheless, the a study of the existing literature does throw some light on the importance and significance of traditional marketplaces, and marketplaces at large. It may be pointed out that this literature review does not review literature related to the economic aspects of a marketplace as economic considerations are beyond the scope of this thesis.

In an article titled 'Ingredients for the soul of a city' published in the May-June 2010 edition of the skyline magazine, its author, Chye Hui Sze, emphasises on the need of vibrant and healthy public spaces as an essential ingredient of the soul of a city. In the same article, she states that of the best ways to encourage the growth of such spaces is through the upliftment of the traditional marketplaces as they promote interact between diverse groups of people within a city. Citing the example of Singapore, which has seen many marketplace upliftment programs in recent times, Sze points out that interaction cannot happen devoid of essential activities, and what can be more basic an activity than trade.

Alfonso Morales, in his paper titled 'Marketplaces: Prospects for Social, Economic, and Political Development', published online in February 2011 in the Journal of Planning Literature, points out the benefits of marketplaces in social, economic and political growth of a community. In his review, he distinguishes the elements of a marketplace stating "Five elements intersect in identifying a marketplace: buyers, sellers, merchandise, a place, and, especially, a recurrent time or periodicity—the last of which distinguishes marketplaces from itinerant vendors or from trade shows or fairs held semi-annually, annually, or even bi-annually". He clearly states that "Markets are tools for integrating activities, people, and spaces". It is this knowledge of marketplaces which make them so important. In the conclusion to his paper, Morales so neatly emphasises the role of a marketplace in a community by stating that "Marketplaces represent the community, epitomize the community, and are symbols in the community. Markets release the creative, recreational, civic, and economic energies between the community and the individuals who compose it".

An article, titled 'Purani Delhi continues to prosper', published in the Tribune on the 26th of February 2000, highlighted the vitality of the traditional marketplaces of Delhi. The article gives an account of how the traditional marketplaces of Delhi continues to be the hub of trade and commerce. The article does not flinch its words when it claims "if you thought that having a shop at the posh South Extension Market or the Connaught Circle would give you the ultimate selling advantage, think again! The ultimate advantage lies in possessing a small shop, a booth or even a *khokha* in what is probably the biggest wholesale market in Asia. It comprises Chandni Chowk, the dazzling gold bazaar of Dariba, Khari Baoli, Sadar Bazar, Jama Masjid, Kishan Ganj, Azad Market, Pahari Dhiraj and Darya Ganj". The article goes in detail to show the distinct advantage in the amount trade turnovers taking place in these traditional marketplaces against those taking place in the newer, modern marketplaces of Delhi.

A report published by the Ford Foundation in September 2003, titled 'Public Markets as a Vehicle for Social Integration and Upward Mobility' goes in great detail in researching the impact and benefits of public marketplaces in the USA. While the report does not exclusively deal with traditional marketplaces, it lays a great importance on the traditional forms of markets in US like the

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farmers' markets, open markets, etc. The findings of the report clearly substantiate the importance of such marketplaces as a tool for social integration, and upward mobility of a community. The report emphasises the potential of such places to serve as spaces for active social integration. The report vindicates the belief reposed in such places by stating that marketplaces, especially the traditional ones cater to "the need to bring people of different ethnic groups and incomes together; the need to make inviting and safe public spaces; the need to reinvigorate low- and moderate-income neighborhoods and to support small-scale economic activity; the need to provide fresh, high-quality produce to inner-city residents; and the need to protect open space".

While all of the above literature does reinstate the faith in traditional marketplaces, it is important to understand the standpoint in Indian context. Traditional marketplaces gain even more significance in India, and for that matter, in any developing economy. The report on Household Consumer Expenditure in India published by the National Statistical Organisation in July 2011 states that the average monthly per capita expenditure in urban India is about Rs.1984.46, inclusive the expenditure incurred for basic survival amenities, with the poorest 10% of the urban populace having an expenditure capacity of about Rs. 599 per month per capita. With such low capacity of expenditure, it is not difficult to understand that an attempt to meet the needs of general public through the otherwise expensive modern marketplaces is futile.

In another article titled 'Where to sell your produce', published in the Times of India on 13th of January 2008, the author emphasises that it is the traditional marketplaces in cities which allow farmers and craftsmen from the neighbouring villages to find a market for their produce. The article shares a viewpoint which highlights that the modern marketplaces like the departmental stores and shopping malls look to mass production for their sustenance, it is these traditional marketplaces which provides these small time vendors to earn their livelihood.

6 CHAPTER 5: CASE STUDIES

The case studies in this thesis have been evaluated from the standpoint of seeking answers to the following essential questions:

1. Have attempts to rejuvenate traditional marketplaces been made before?
2. What were the major challenges that rejuvenation attempts have had to face?
3. What were the various studies involved?
4. What were the proposed solutions?

The case studies enumerated herein have been studied with the sole aim of answering the fore mentioned questions, which forms the basis of any rejuvenation program. Although cases of rejuvenation of traditional marketplaces are very rare to come across, the ones studied herein are closest in relevance to this research.

6.1 Case Study I: Chandni Chowk Redevelopment Plan

6.1.1 Factfile:

- Proposing Authority: Municipal Corporation of Delhi
- Project Status: Ongoing
- Principal Architects: Abhimanyu Dalal Architects
- Location: Delhi, India
- Study Area: Red Fort to Fatehpuri Masjid Road Stretch

6.1.2 Project Vision:

- To create a unique destination urban public space
- To adopt a design approach keeping with the cultural significance of the place
- To create a pedestrian friendly environment and introduce user friendly public transport – low rise & non polluting
- Restating physical, visual & historical linkages
- Use of environment friendly materials & technologies
- To promote Chandni Chowk as overlay of historical periods

6.1.3 Historical Background:

Built in 17th century by Shah Jahan and designed by his daughter Jahan Ara, this market is one of Asia's largest whole sale markets. This market was established by Mughal Emperor Shah Jahan in 1650 A.D. in the erstwhile city of Shahjahanabad, and is functional till date. This, however, does not imply that the market of Chandni Chowk has not undergone any change at all. As a matter of fact, the present Chandni Chowk hardly resembles the original market. The original market, built on the stretch from *Lahori Darwaza* (Lahore Gate) of the Red Fort to Fatehpuri Masjid, had a canal running in the middle of it to reflect the moonlight. It was from this that the place got its name "Chandni", and today, not a semblance of the canal remains. Nevertheless, the market has both emotional and cultural value attached to it, and hence, is an excellent example of a traditional market existing in the present day.

6.1.4 Historical Layering:

Over the centuries, Chandni Chowk has survived through historical influences of different times and cultures, and therefore, is rich in cultural significance in the modern day. The following is a trace of its historical layers that it has gained till date.

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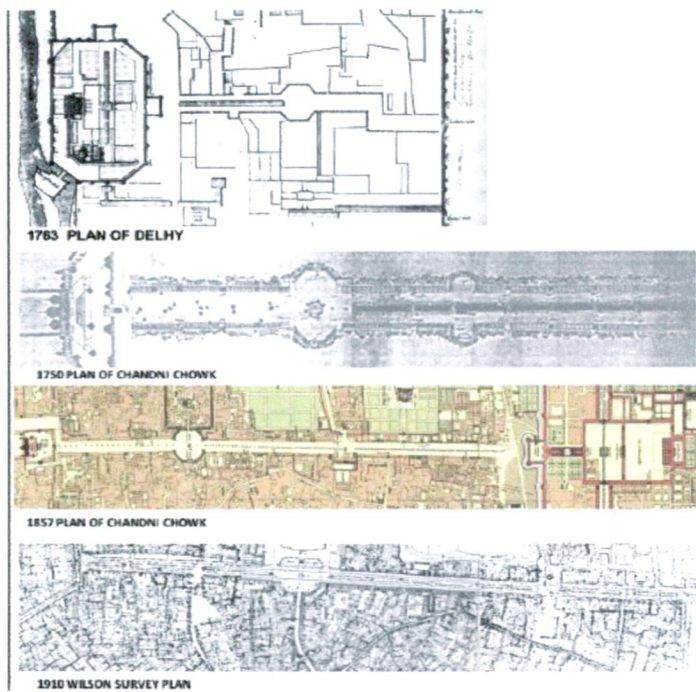


Figure 13 Chandni Chowk through ages (source: ADA)

Mughal Period [1638-1803]

- Important link between fort and city.
- Impressive visual and spatial axes with formally designed public structures and spaces

Early British Period [1803-1857]

- Re-Opening of Canal
- Re-Planting of Trees along the Buolevard
- Introduction of new Building types exhibiting Classical European Features

The British Period [1857-1947]

- Introduction of Champs De Mars, destroying large and elaborate Havelli's
- Demolishing of Jehanara Begum's Sarai to make way for Town Hall.
- Establishment of Colonial Structures such as Clock Tower, North Brook Fountain, Baptist Church.
- Introduction of Metropolitan Technology in form of Tram Lines etc and covering of canal.



CLOCK TOWER AND TOWN HALL – THE COLONIAL ADDITIONS

Figure 14 Chandni Chowk yesteryears (Source: ADA)

Each passing era has left significant impression on this traditional marketplace and its cultural value can hardly be fathomed. However, the present day condition of Chandni Chowk is an exact opposite of what it was during its glory days. The major challenges of redeveloping this marketplaces are as follows:

6.1.5 Major Challenges & Hurdles

The present condition of Chandni Chowk is that of apathy. Suffering from various urban problems, the marketplace has been left in neglect for a long time. The major challenges faced by its redevelopment project are as under:

1. A huge volume of unmanaged, erratic & chaotic traffic.

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

2. Congestion
3. Disintegrating Building Structures
4. Visual Chaos due to hoardings, overhung electric wires
5. Encroachment on to the footpath
6. Insensitive modification of facades of buildings of historical significance
7. Abysmal condition of public amenities
8. Lack of proper place for hawkers and informal sector
9. Loss of visual & sensory appeal

6.1.6 Various steps/studies undertaken to reach a solution

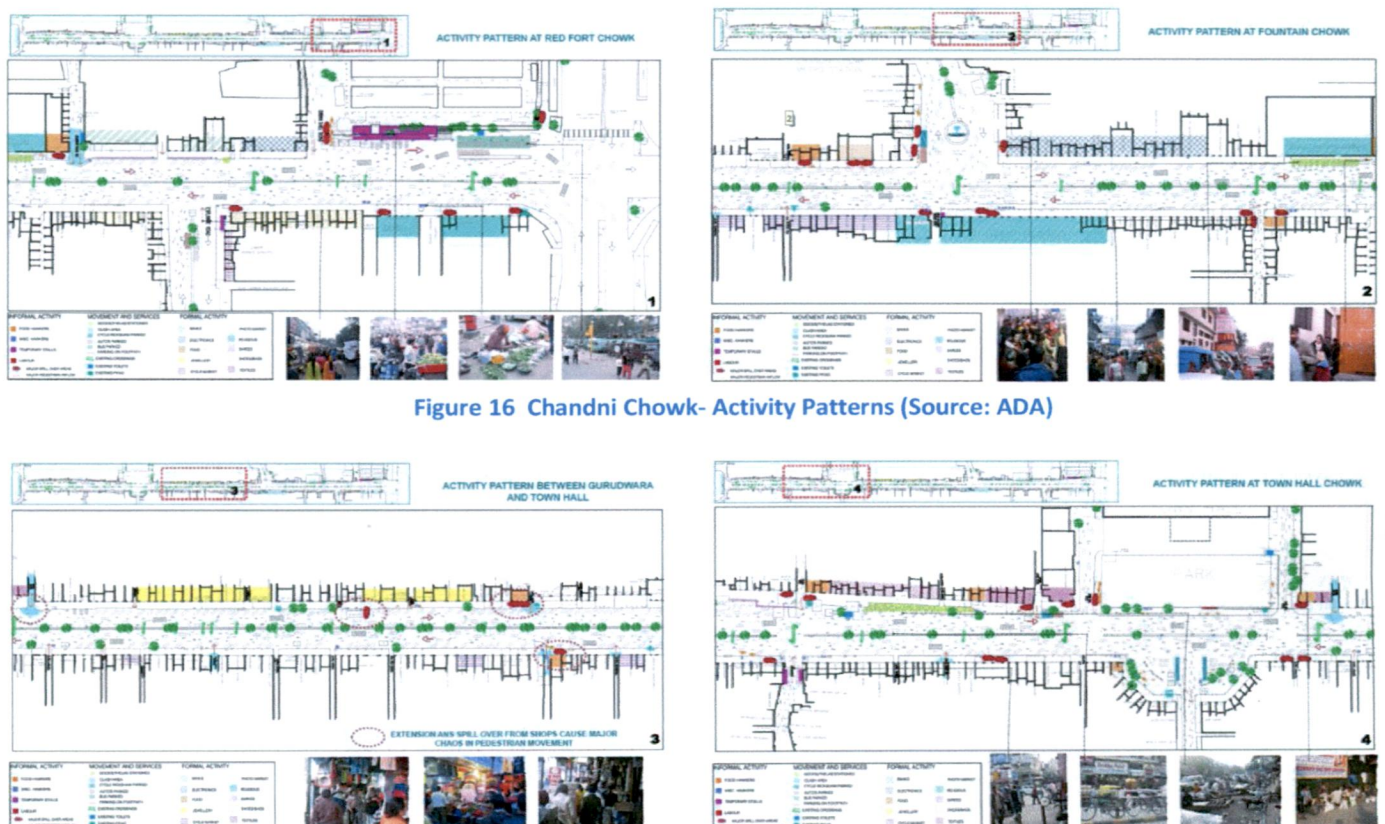
There were several detailed studies conducted in order to study the project area, and it is on the basis of these studies that suitable proposals were arrived at. The main studies that were conducted are as under:

1. Study of the Landuse pattern



Figure 15 Chandni Chowk- Landuse (Source: ADA)

2. Study of the activity patterns



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3. Study of traffic systems & traffic counts

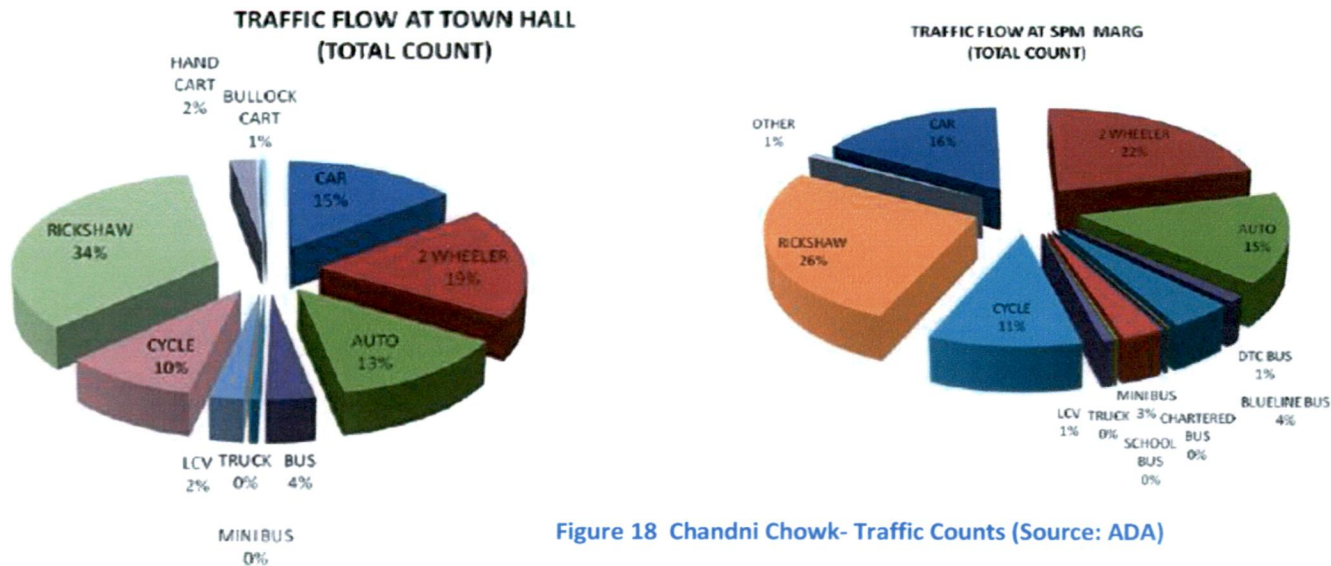


Figure 18 Chandni Chowk- Traffic Counts (Source: ADA)

4. Study of Traffic Flow



Figure 17 Chandni Chowk- Traffic flow (Source: ADA)

5. Study of types of hawkers



Figure 19 Chandni Chowk- Hawkers (Source: ADA)

6. Study of Architectural Style & Significance of buildings

7. Stakeholder Surveys

The above studies were conducted by Abhimanyu Dalal Architects for Municipal Corporation of Delhi. Based on the findings of these studies, proposals for several interventions of various degree have been made. Some of the interventions and design solutions are in following paragraph.

6.1.7 Proposed Interventions & Solutions

Some of the notable proposed interventions as part of the redevelopment plan of Chandni Chowk are mentioned as follows:

1. Creation of pedestrian friendly roads

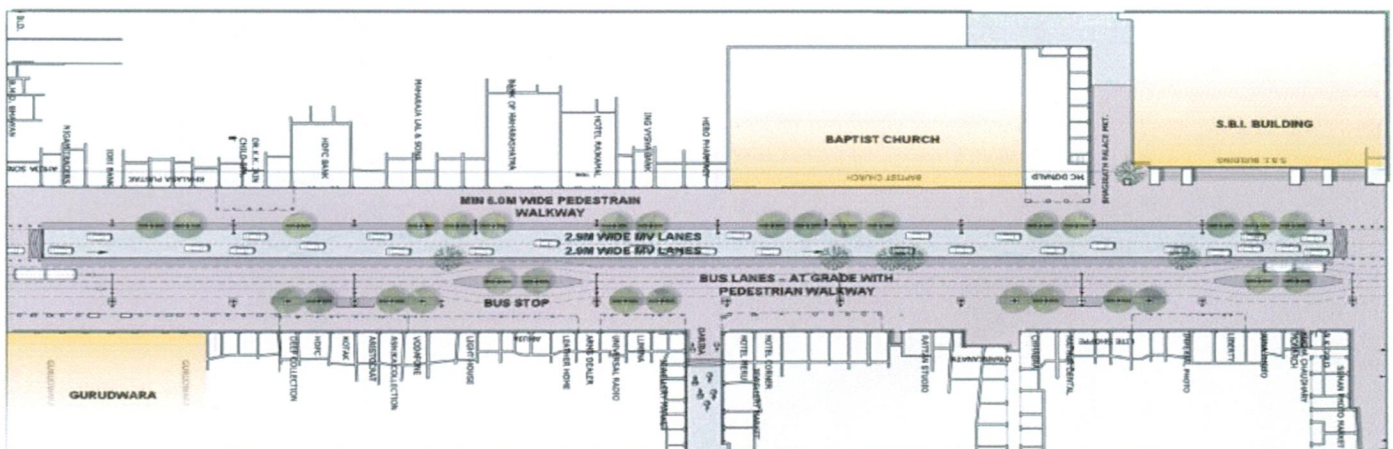


Figure 20 Chandni Chowk- Pedestrianization (Source: ADA)

2. Proposal for Traffic Circulation

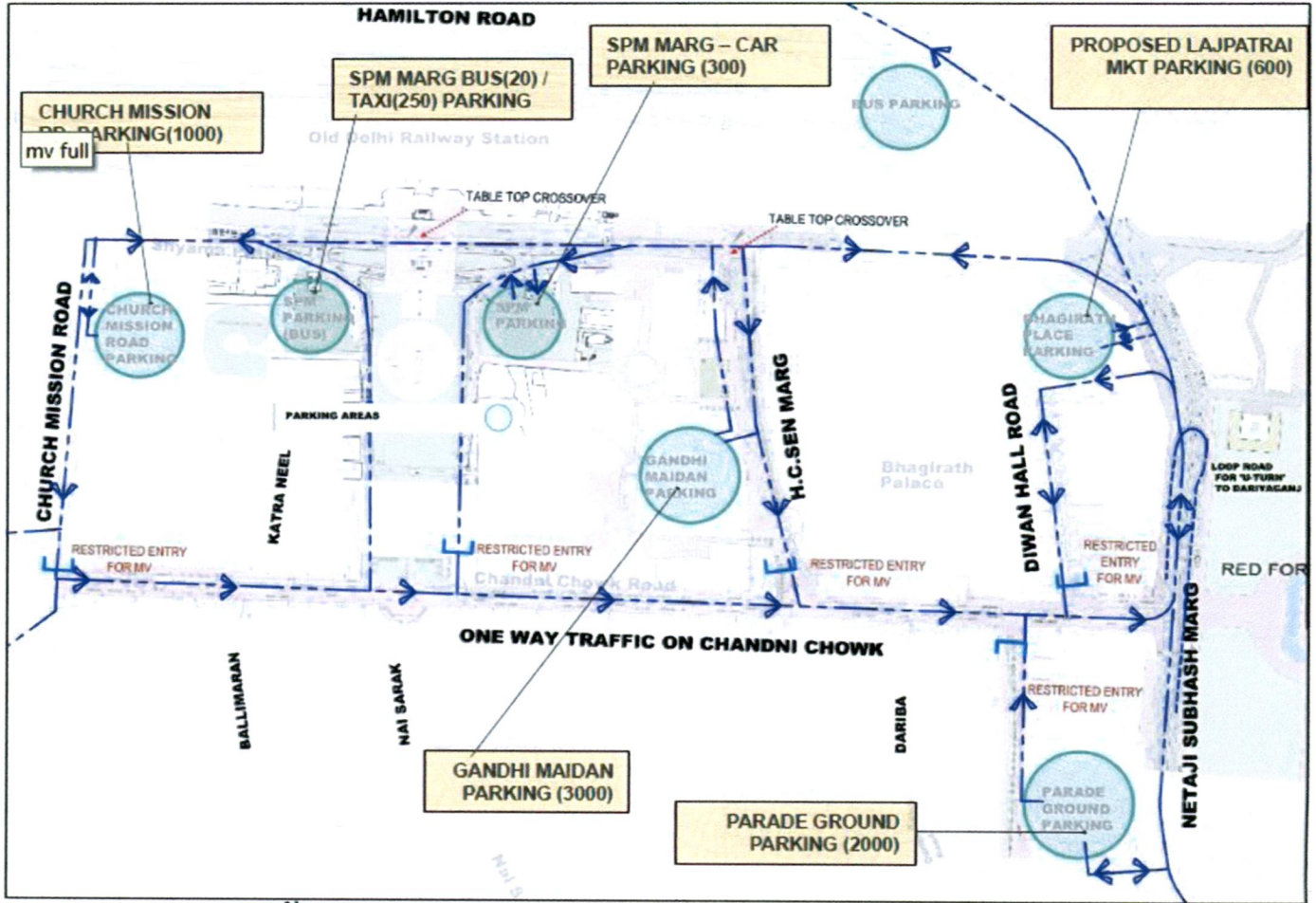


Figure 21 Chandni Chowk- Circulation plan (Source: ADA)

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3. Proposal for Creation of Urban Plazas

The proposal is to create urban plazas at four points along the Red Fort – Fatehpuri Mosque Road.

The Plaza at Red Fort Chowk:

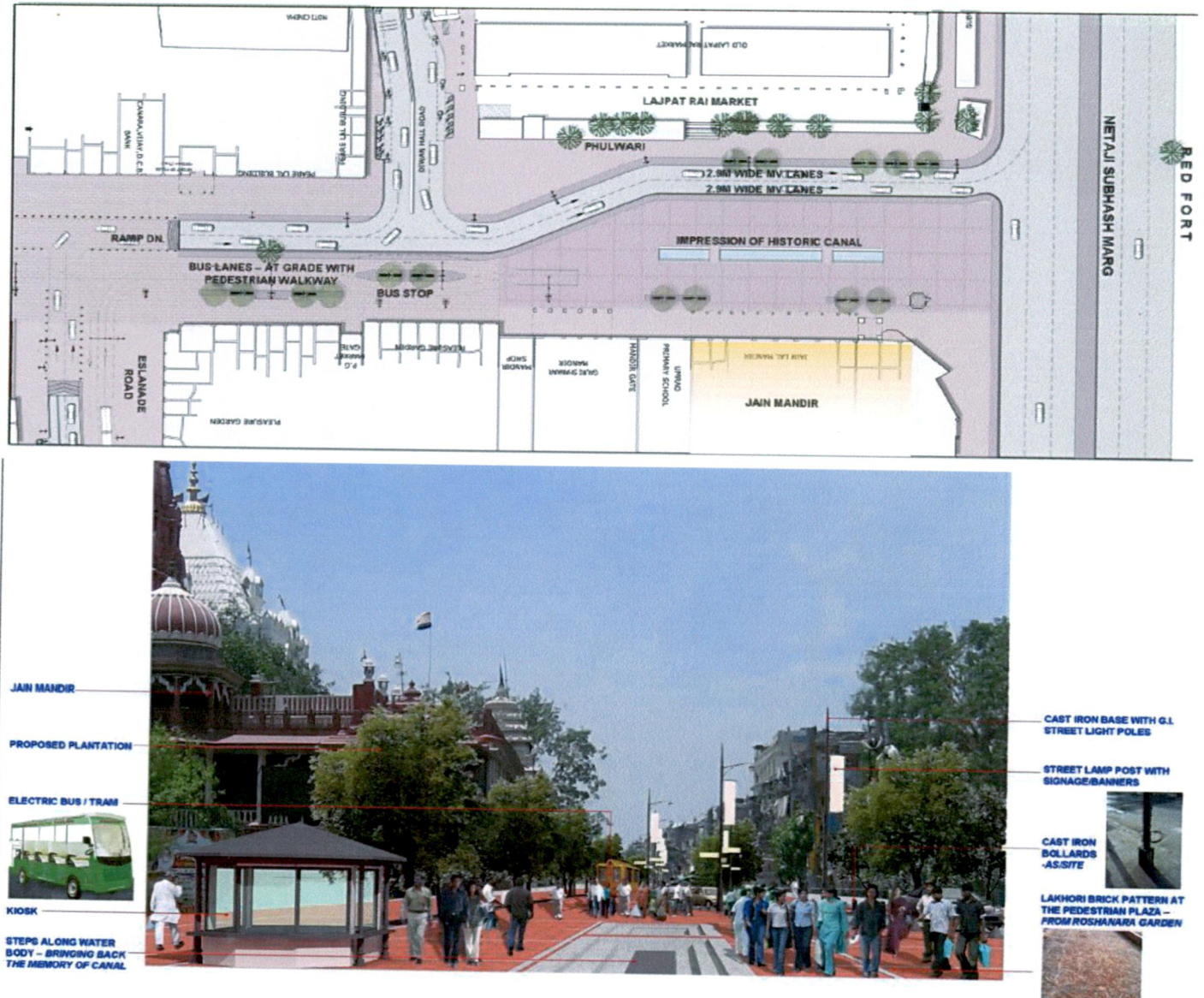


Figure 22 Proposal for Red Fort Chowk (Source: ADA)

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The Fountain Chowk

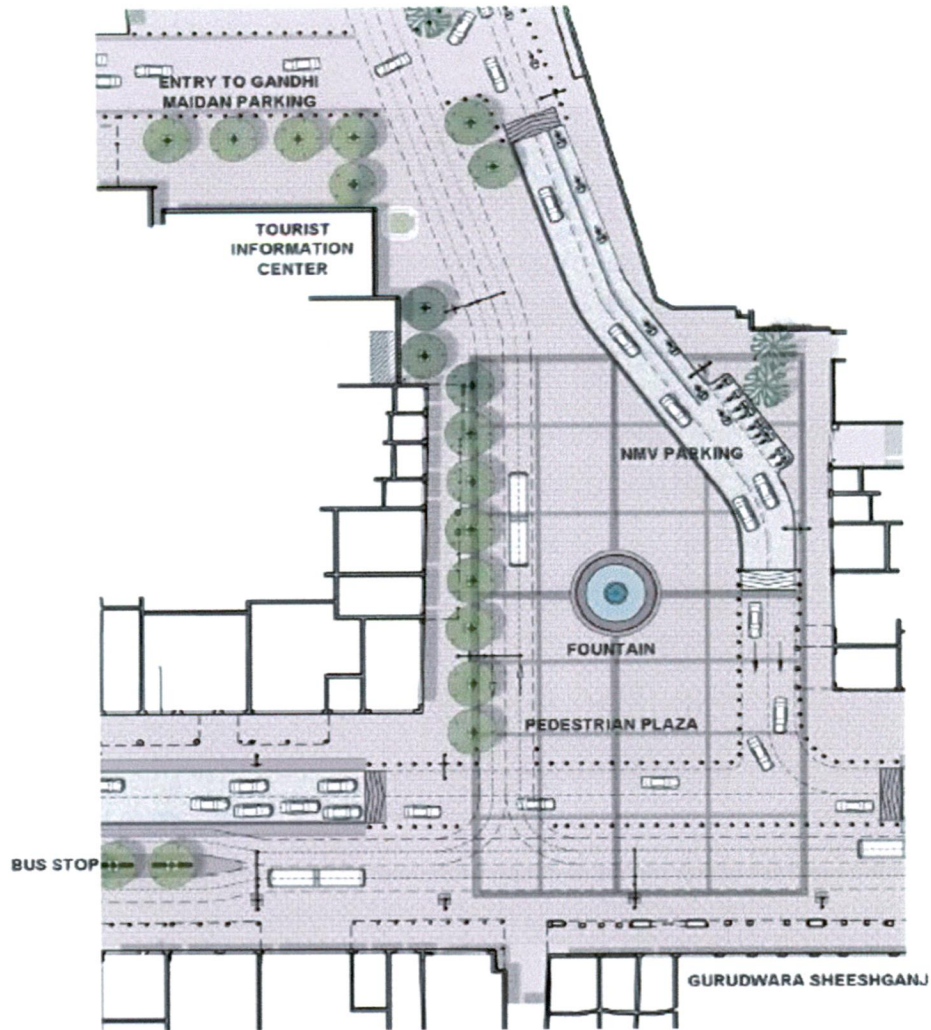


Figure 23 Proposal for Fountain Chowk (Source: ADA)

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The Town Hall Plaza

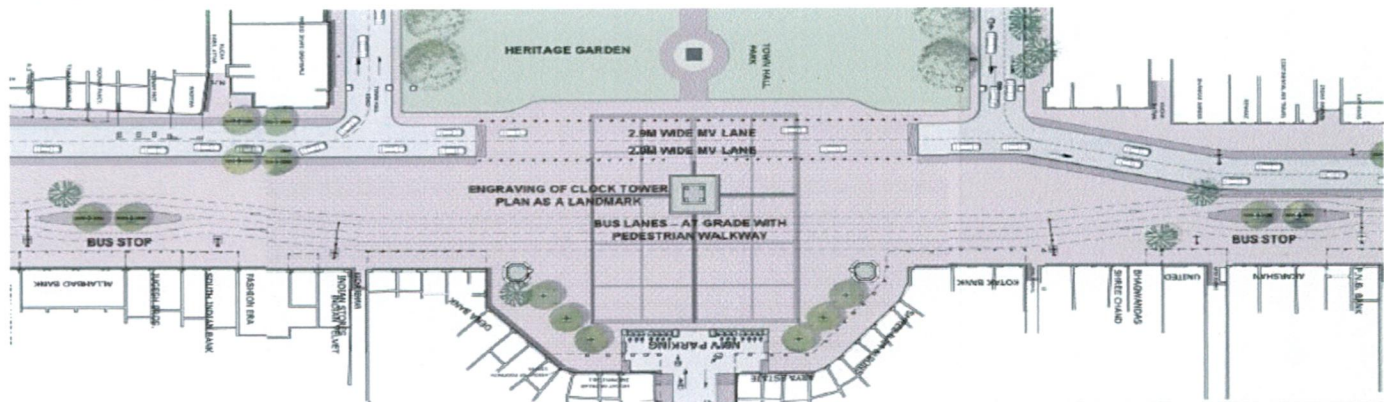


Figure 24 Proposal for Town Hall Plaza (Source: ADA)

The Fatehpuri Masjid Plaza

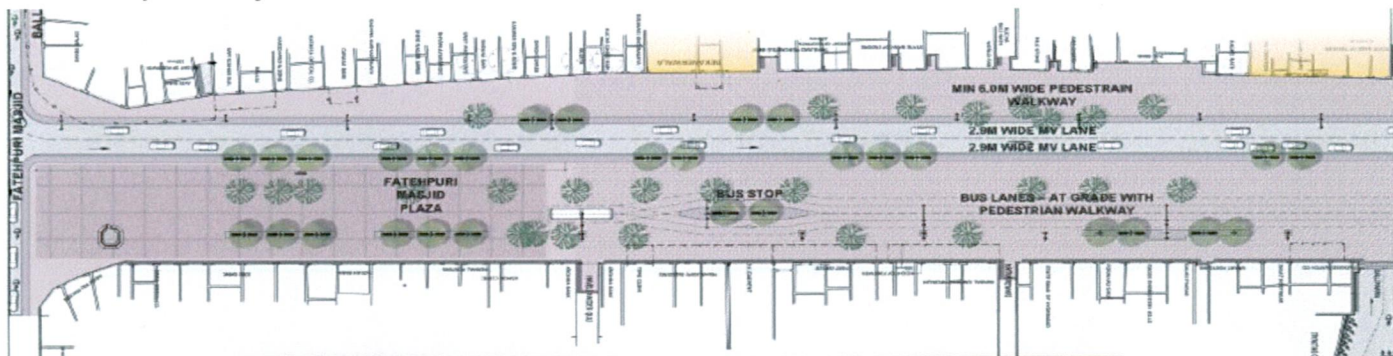


Figure 25 Proposal for Fatehpuri Masjid plaza (Source: ADA)

6.2 Case Study II: Redevelopment Plan Central Market, Koudougou

6.2.1 Factfile:

- Proposing Authority: Koudougou Municipality
- Project Status: Completed in 2005
- Architect: Laurent Sechaud
- Location: Koudougou, Burkina Faso
- Study Area: Central Market

6.2.2 Project Vision:

- Redevelopment of the Central Market into an all inclusive very dense marketplace
- Use of locally available materials
- Community Participation
- Enhance urban fabric and strengthen the commercial vocation of the neighbourhood

6.2.3 Background:

The Central Market is the main place of trade and commerce in the city of Koudougou, located 100 kilometres west of Ouagadougou, the capital of Burkina Faso, on the main railway line that links the capital to Abidjan, the capital of Ivory Coast. The city is also the historical capital of the kingdom of Lallé. With a population of 75,000 inhabitants, it is the third largest city in the country after Ouagadougou and Bobo-Dioulasso. Burkina Faso is a predominantly rural country; about 90 per cent of the population are spread over more than 8,000 villages. The Central Market project was conceived in 1997.

6.2.4 Major Challenges & Hurdles:

Being located in a predominantly rural country struggling with its own economy, the project had many challenges, the important ones of which is listed under.

- Major economic constraints, thereby limiting the use of hi-tech modern construction.
- The marketplace was already in use, preventing demolition.
- A general condition of apathy.
- Lack of public amenities.
- A lack of visual and sensory appeal.

6.2.5 The Solution:

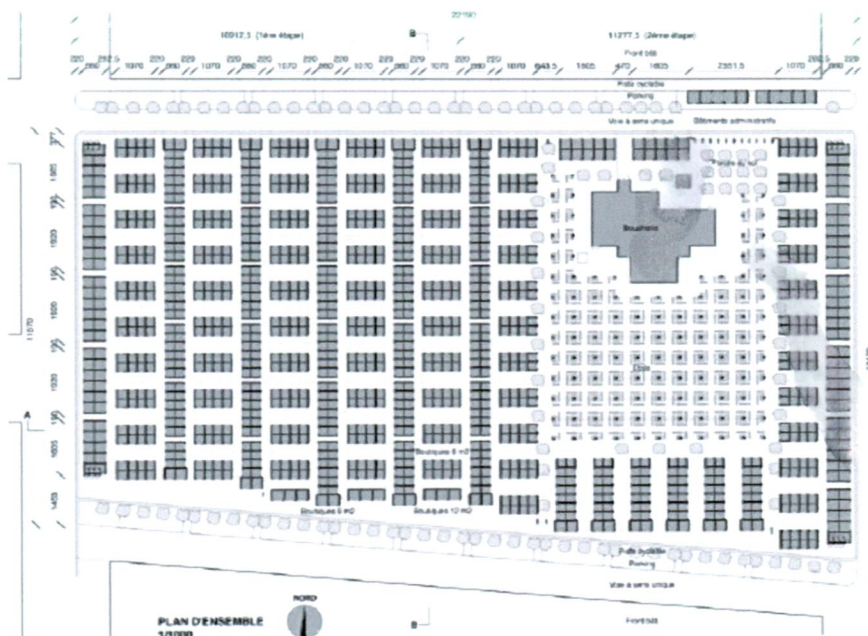


Figure 26 Central Market plan (Source: AKDN)

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

The market covers a total area of 29,000 square metres on a rectangular plot oriented roughly northwest to southeast. The market is enclosed by the shop buildings around the periphery and by gates that are locked at night. It is bordered on two sides by car parks, or more exactly motorcycle parks. Twelve public toilet blocks are regularly distributed along the eastern and western elevations, opening directly onto the streets. A covered structure of nearly 3,136 square metres contains around 624 stalls, mainly for women vendors. The stalls are made of benches of compressed earth blocks and have lockers, allowing merchandise to be left overnight. The two administrative buildings contain three offices, one meeting room, one machinery room and one surveillance post. Fire safety devices include four fire posts and public fire extinguishers, and four fountains connected by pumping engines to an underground water tank of 95 cubic metres. A covered sewage network with 10,557 metres of pipe collects the market's sanitary waste.

The market's layout is quite simple and regular. A first orthogonal grid – with rows of shops running east-west along the width of the market – defines the alleys. A second orthogonal grid – with shops directed north-south along its length – defines the small gathering places. This grid is interrupted by the stalls zone, which has been conceived as an open vaulted space, supported by a series of high arches that permit a visual continuity. The juxtaposition of the two grids creates a special rhythm despite the high density and the repetitiveness of the construction. It also opens up views all along the length or breadth of the market.

Since, the marketplace could not be completely closed down during the implementation of the program, the construction was carried out in two phases. This allowed the local vendors to carry on with their businesses even while the redevelopment of the marketplace was being undertaken.

PHASE I: Jan 2001 – June 2002

PHASE II: May 2003 – June 2005



Figure 27 Central Market redevelopment plan (Source: AKDN)

6.2.6 Some notable features:

- A simple grid plan & the use of locally available materials

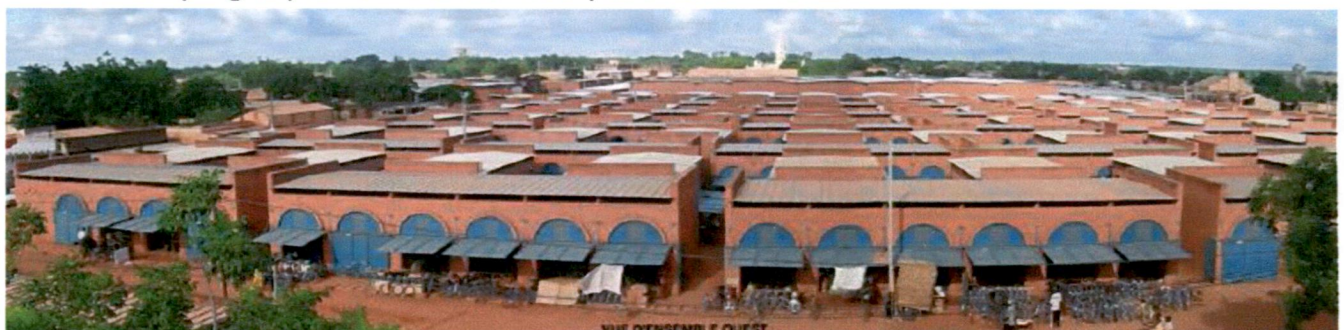


Figure 28 View of Redeveloped Central market (Source: AKDN)

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

- The boundary is marked by peripheral shops instead of ordinary fencings with lockable iron gates to prevent entry to the interiors at night.

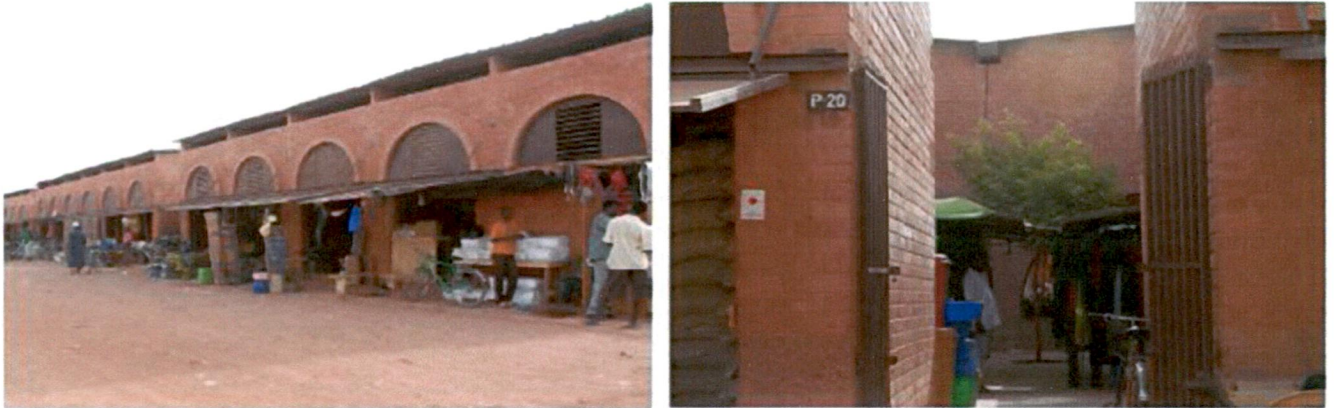


Figure 29 Peripheral Shops & Gates (Source: AKDN)

- The marketplace is orientated climatically ensuring that there are maximum chances of shade in the circulation corridors.

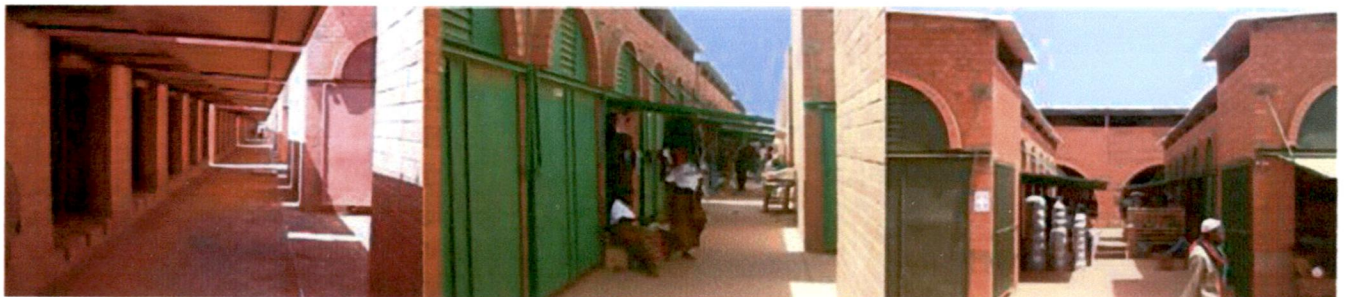


Figure 30 Sunshading Methods (Source: AKDN)

- The use of two-hinged doors for the shops which also acts as canopies thereby reducing the use of additional structures.



Figure 31 Two-Hinged Doors (Source: AKDN)

- Use of a covered structure of domes and vaults to create an open volume of space devoid of walls, thereby, greatly reducing the feeling of congestion.

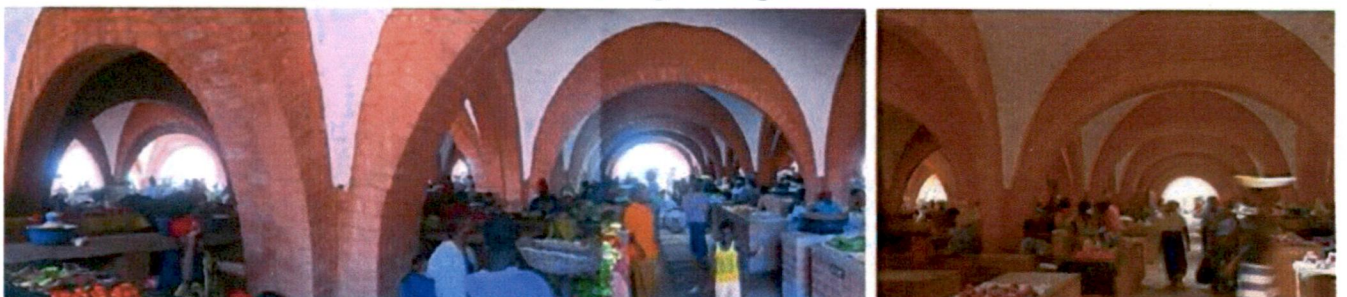


Figure 32 Vaulted Interiors (Source: AKDN)

7 CHAPTER 6: DATA INVENTORY

This thesis bases its findings on the inventory of data created as follows. This database has been created keeping in view the need of the thesis, and, hence is only a collection of the relevant ones.

7.1 Study Area

In order to better understand the socio-cultural dynamics of a traditional marketplace within an Indian city, it was important to choose a study area that was rich its cultural heritage despite being a centre of modern development. In this regard, there cannot be a better case than Delhi, the capital city of India. Delhi is an ancient city with a rich historical lineage. Having been an important city over centuries and under different ruling influences, it is serves as a perfect area for the study. The fact that Delhi also boasts of several robust traditional marketplaces only makes it imperative to carry out this study. Moreover, attracting people from all over the country and abroad, the population of the city is truly cosmopolitan, and therefore, can represent the overall Indian sentiments more accurately. It is, therefore, that surveys were conducted in six of its most notable traditional marketplaces covering both the vendors as well as customers. The survey questionnaires is attached in Appendix A & B. The following details out the responses of the relevant survey questions.

7.1.1 Area 1: Chandni Chowk

Vendor Survey

Question 1: Most of your customers are:

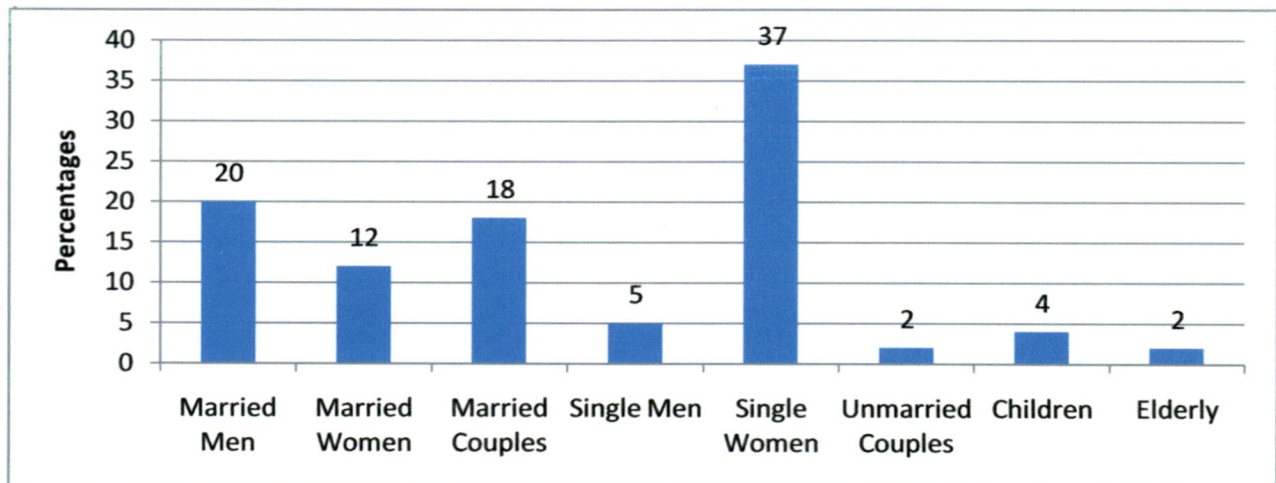


Figure 33 Profile of Customers - i

Question 2: At what time of the day does your establishment receive the maximum rush of customers?

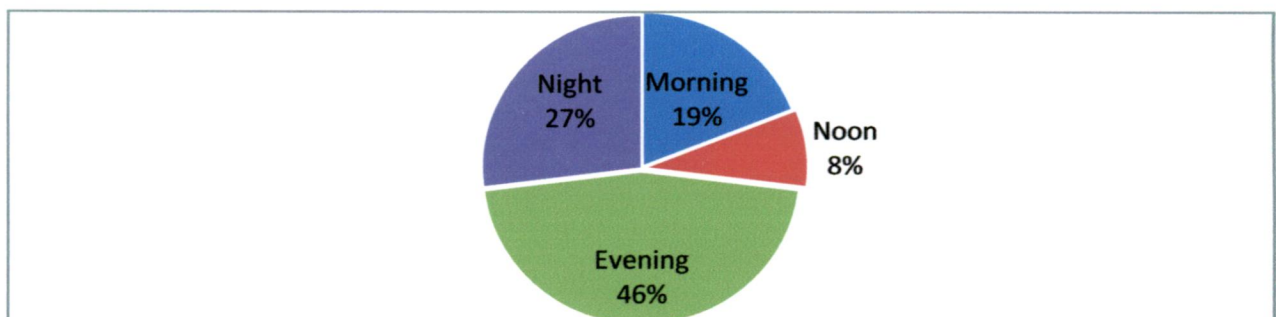


Figure 34 Peak Business Hours - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 3: What would you say about the spending capacity of majority of the customers visiting your establishment?

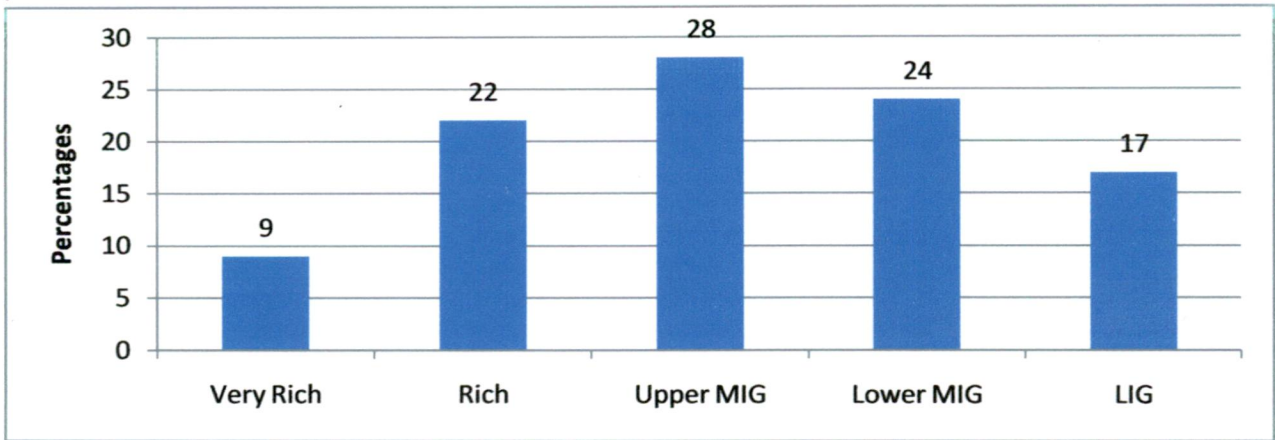


Figure 35 Spending Capacity - i

Question 4: Considering the circumstances, you would say that your business is:

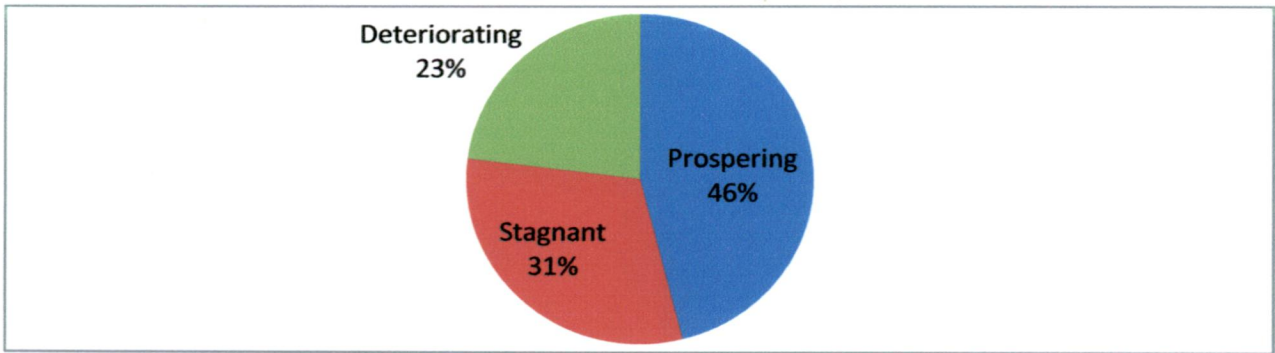


Figure 36 State of Businesses - i

Question 5: Does the overall condition of the marketplace affect the business in your establishment?

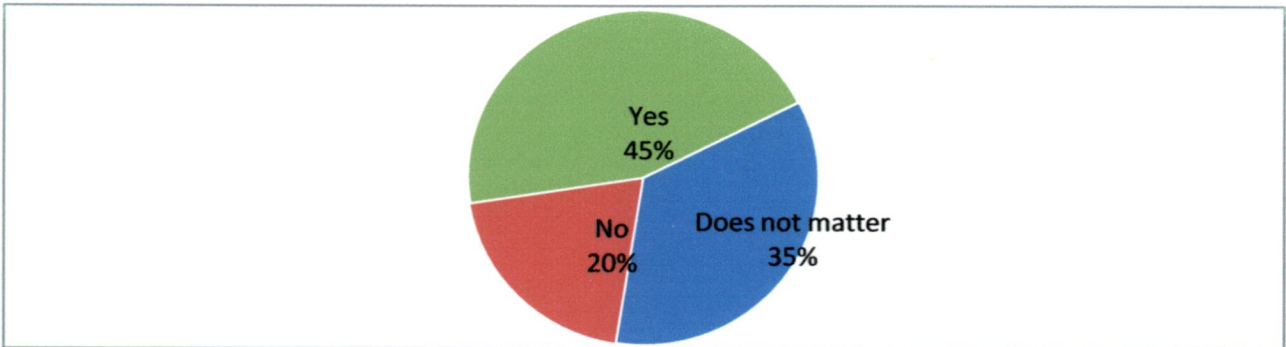


Figure 37 Role of condition of marketplace - i

Question 6: Are you satisfied with the present infrastructural condition of your marketplace?

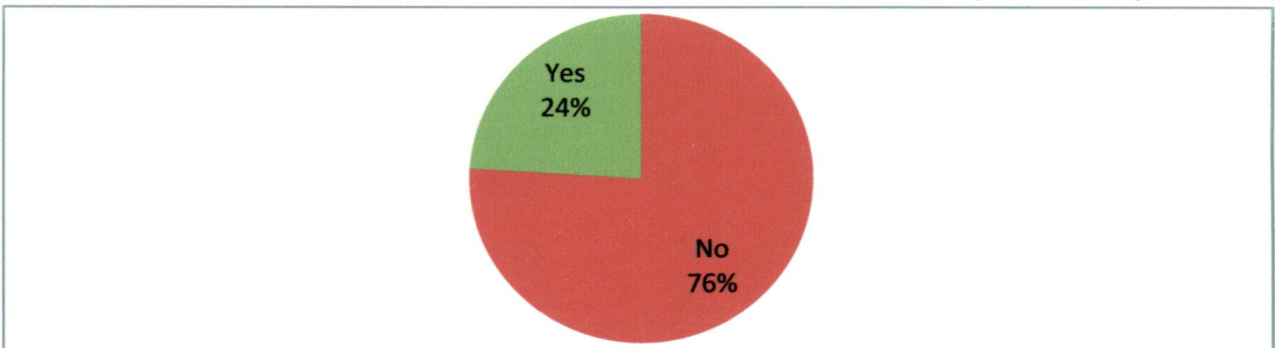


Figure 38 Infrastructural Condition - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 7: Are the electric supply lines of the marketplace in proper condition?

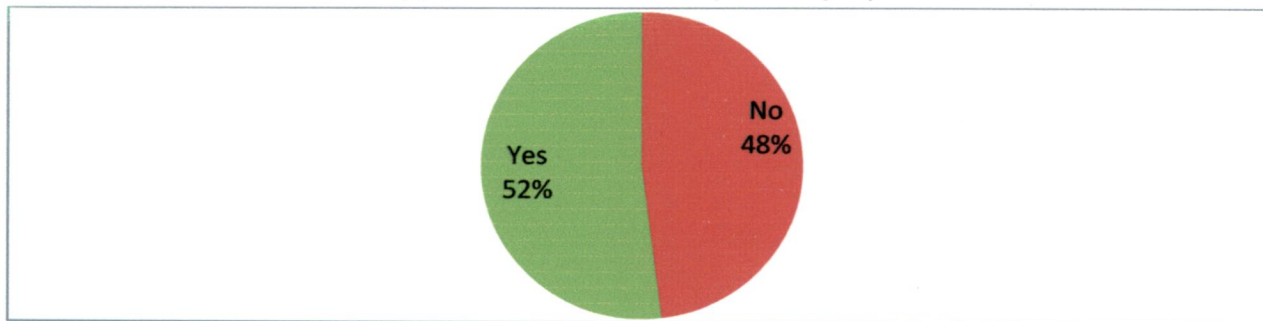


Figure 39 Condition of Electric Supply - i

Question 8: Are there enough garbage disposal bins which service the marketplace?

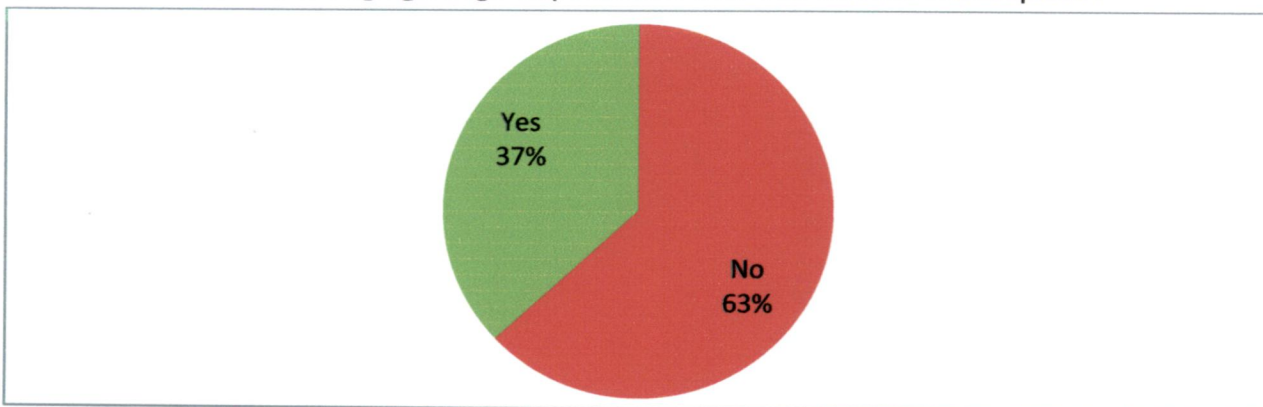


Figure 40 Sufficiency of Garbage disposal bins

Question 9: Are the garbage bins cleared daily and is the clearing done in appropriate manner?

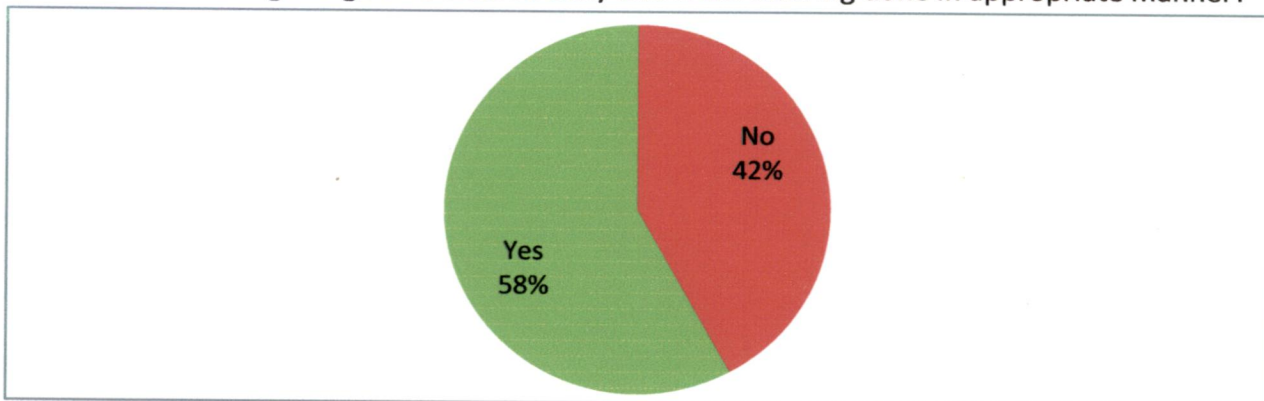


Figure 41 Frequency of garbage clearance - i

Question 10: Does the marketplace suffer from water-logging on the streets?

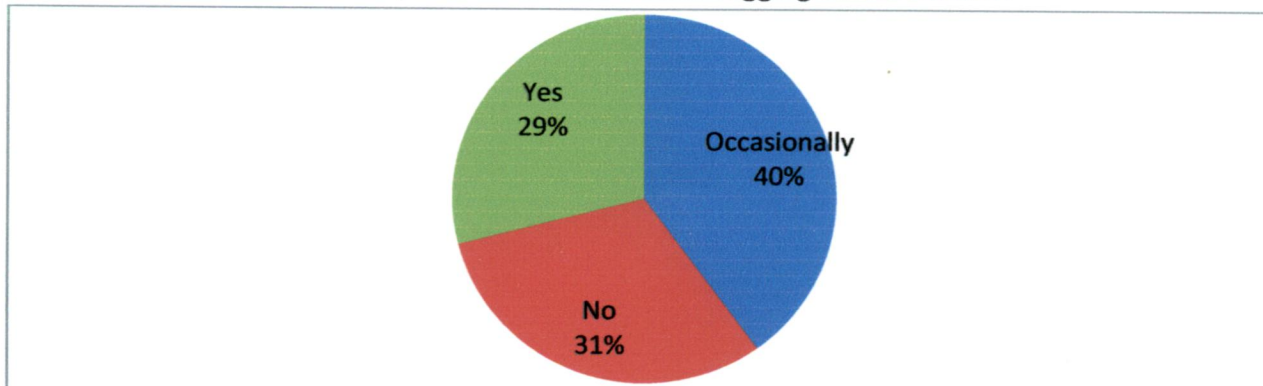


Figure 42 State of Water Logging - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 11: Are the drains existing in the marketplace regularly de-clogged?

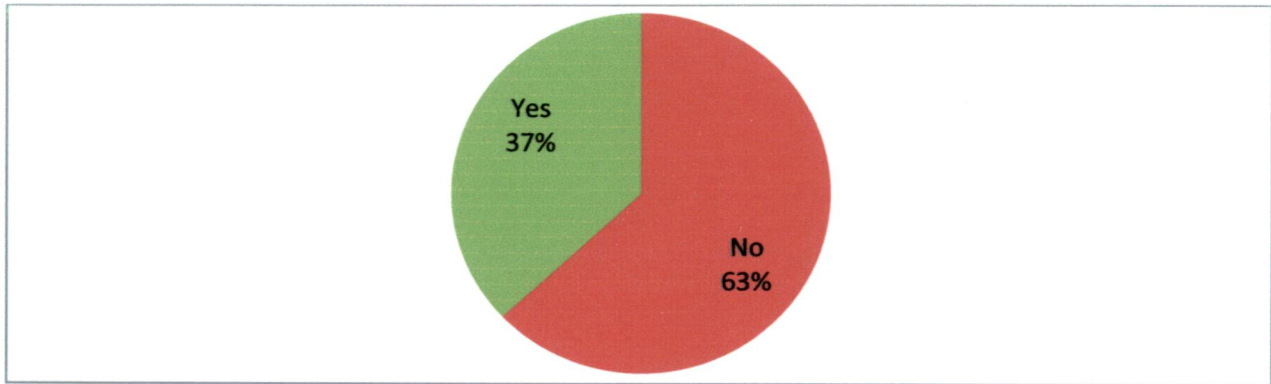


Figure 43 Condition of Drains - i

Question 12: Would you say that the marketplace is customer-friendly?

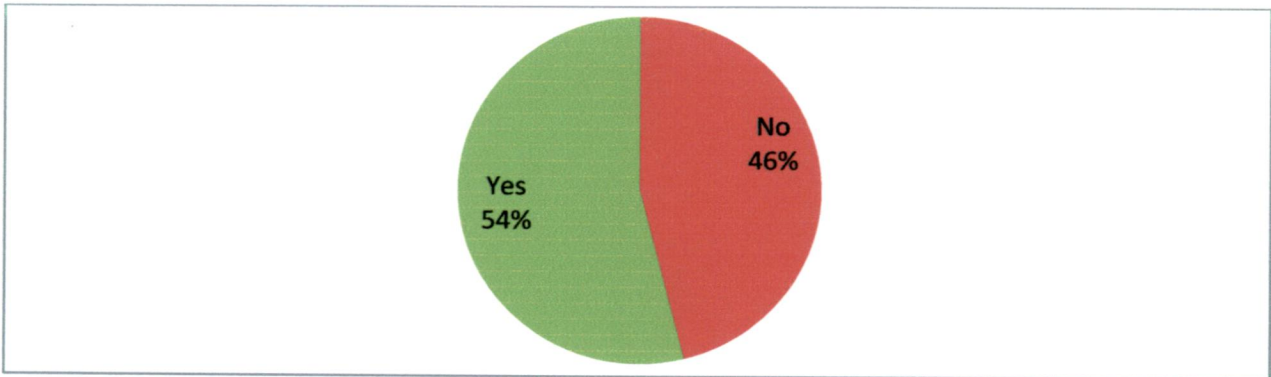


Figure 44 Customer Friendliness - i

Question 13: Is your marketplace safe for your customers?

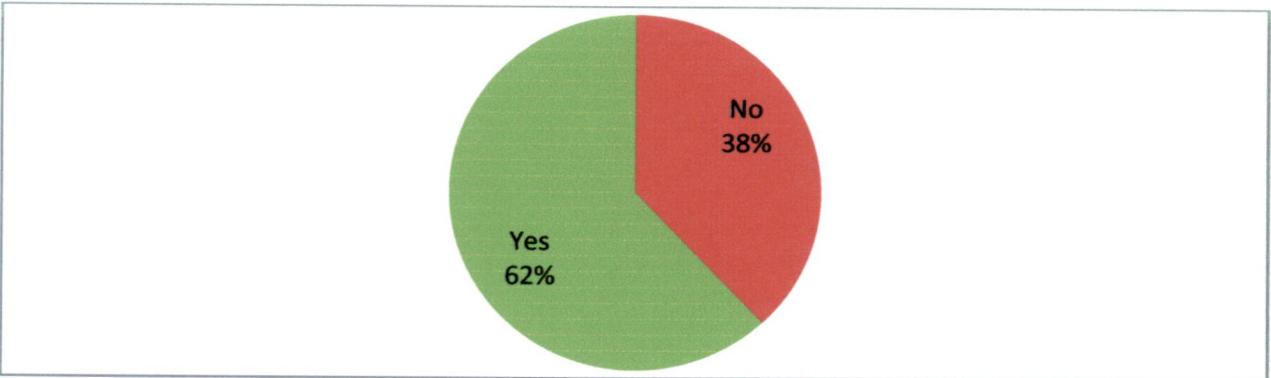


Figure 45 Safety of Customers - i

Question 14: How do you reach your establishment?

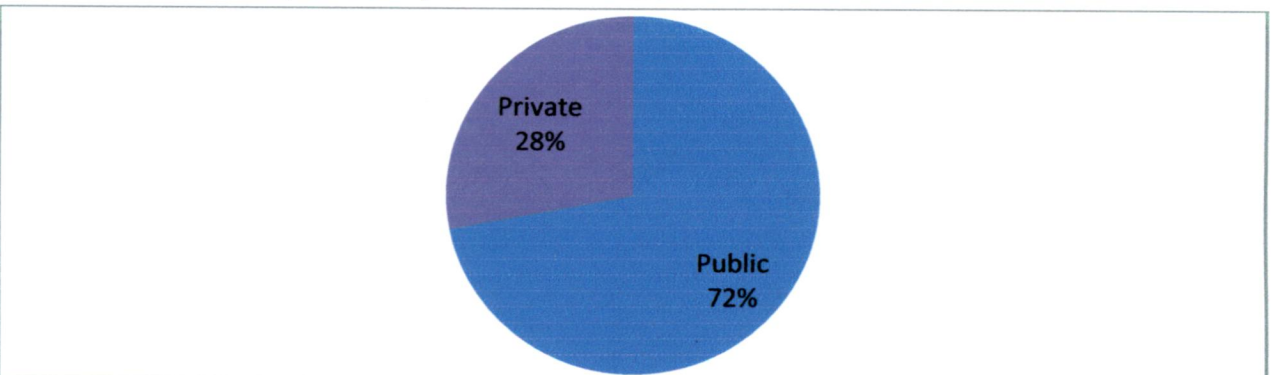


Figure 46 Means of travel for vendors - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 15: Would you say that there are sufficient parking places in your marketplace?

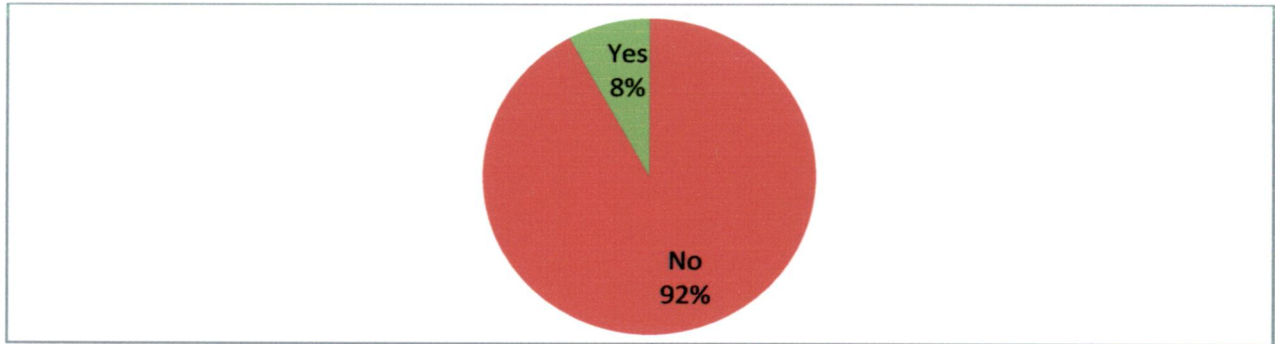


Figure 47 Parking Spaces - i

Question 16: Will streamlining the traffic movements & reducing congestion on the streets of the marketplace help in improvement of your business?

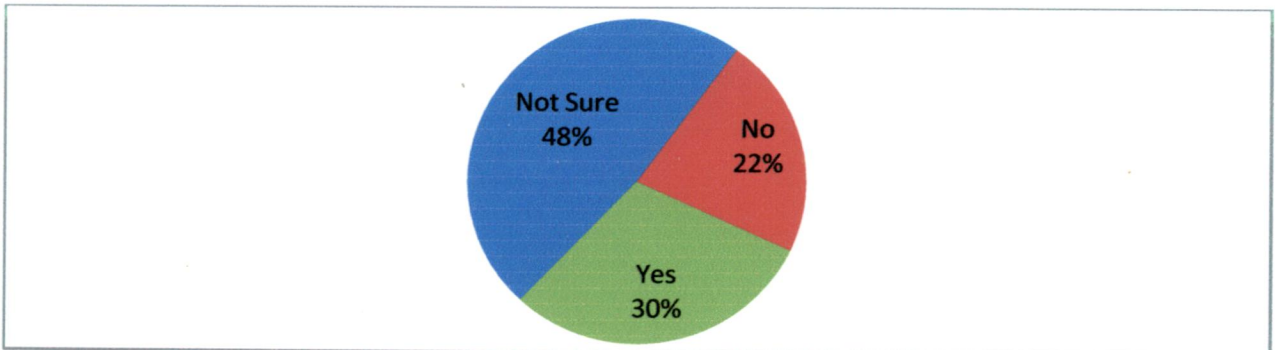


Figure 48 Relation of traffic movement & businesses - i

Question 17: Over time, the general condition of the marketplace has :

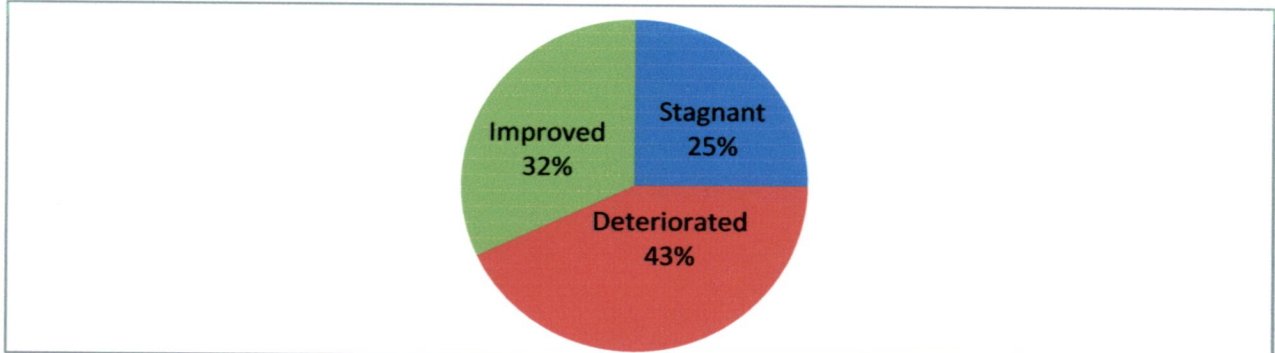


Figure 49 Condition of marketplace over time - i

Question 18: Will improving the overall beauty and attractiveness of the marketplace increase of customers visiting the marketplace?

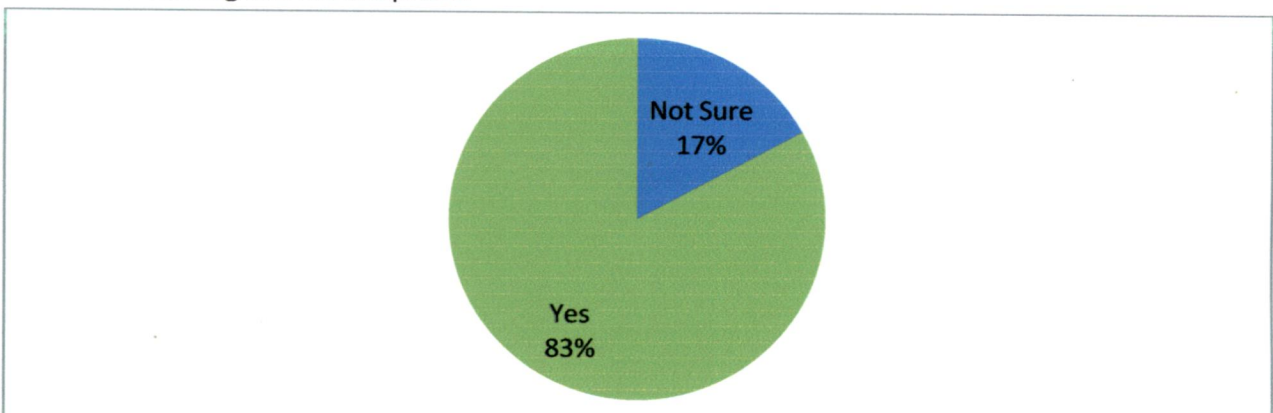


Figure 50 Influence of aesthetics - i

Question 19: Will you support architectural interventions taken to improve the attractiveness of the marketplace?

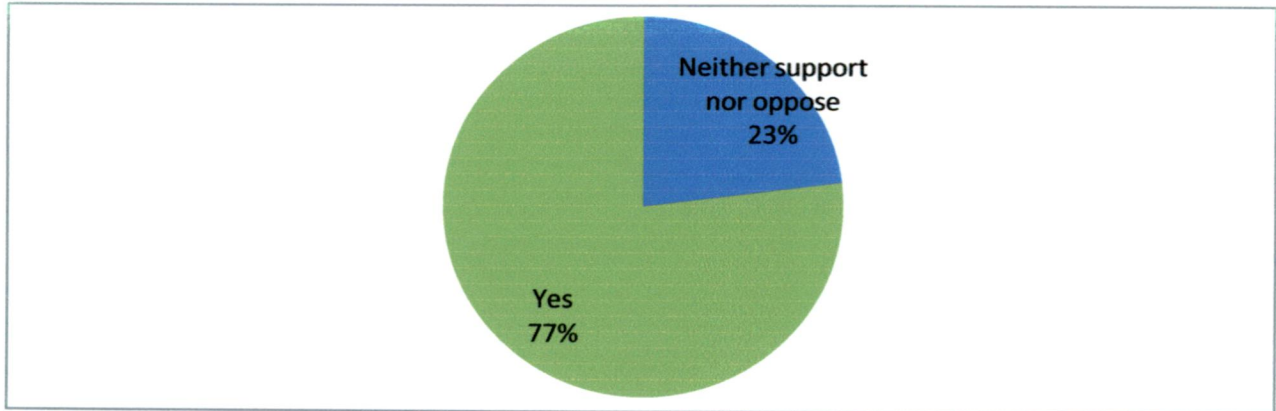


Figure 51 Support for rejuvenation measures - i

Question 20: If given a chance, would you rather move your establishment to one of the modern shopping complexes/malls?

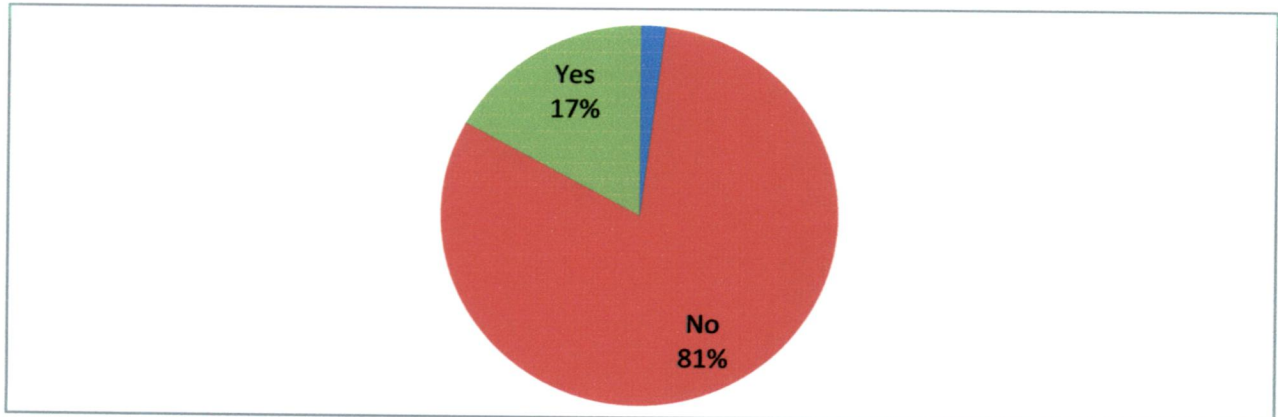


Figure 52 Relocation options - i

Customer Survey

Question 1: What is the purpose of your visit to this marketplace?

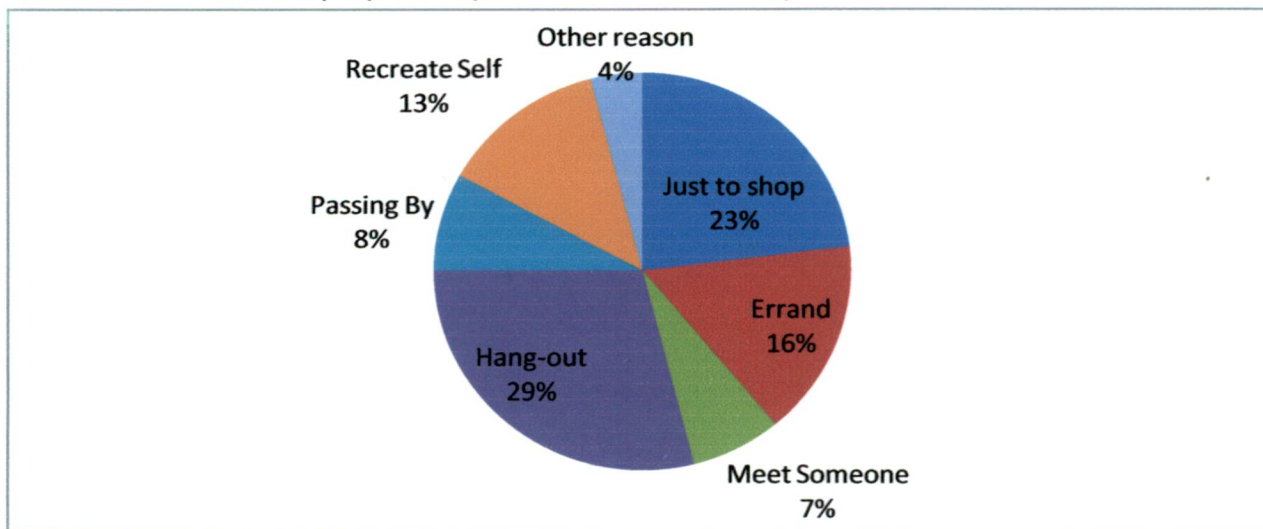


Figure 53 Purpose of visit - i

Question 2: Why this specific marketplace and not somewhere else?

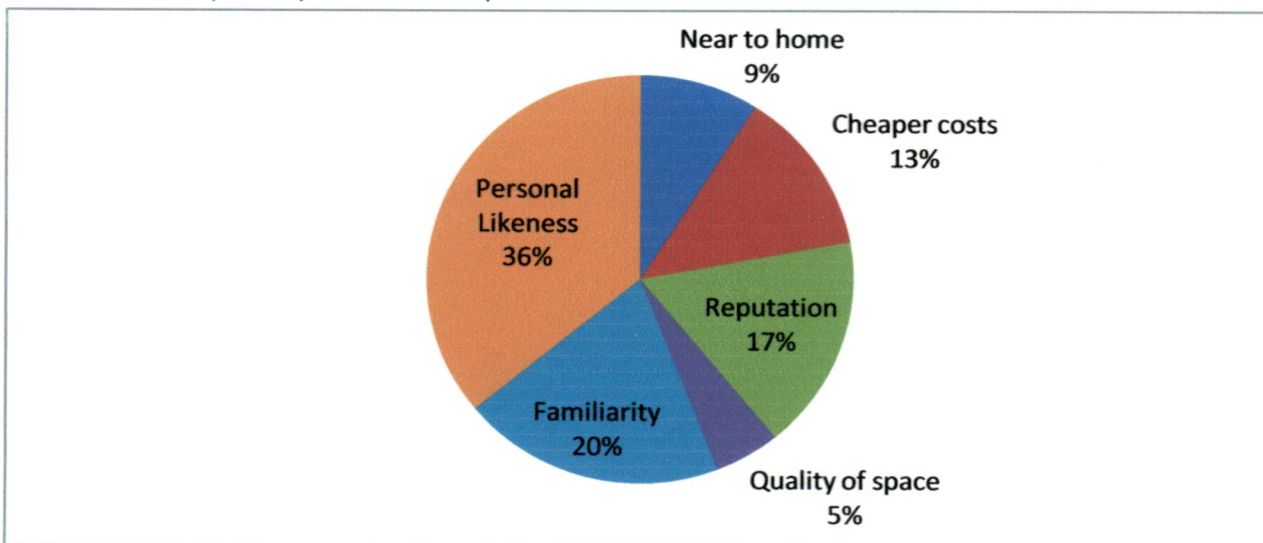


Figure 54 Reason for visit - i

Question 3: How often do you visit this marketplace?

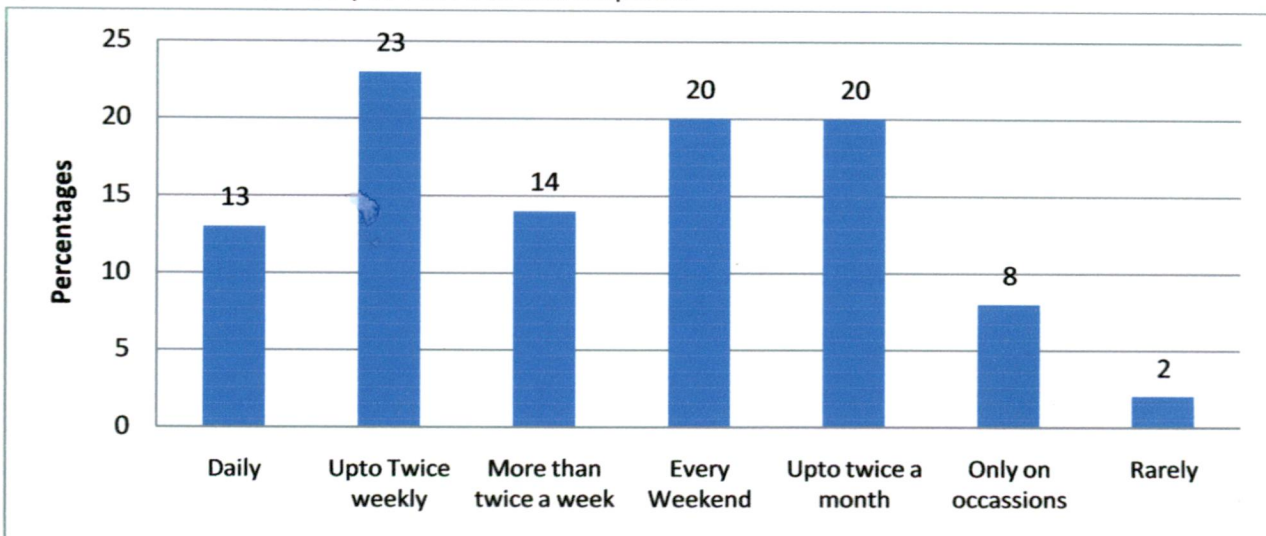


Figure 55 Frequency of visit - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 4: Do you like shopping in this marketplace?

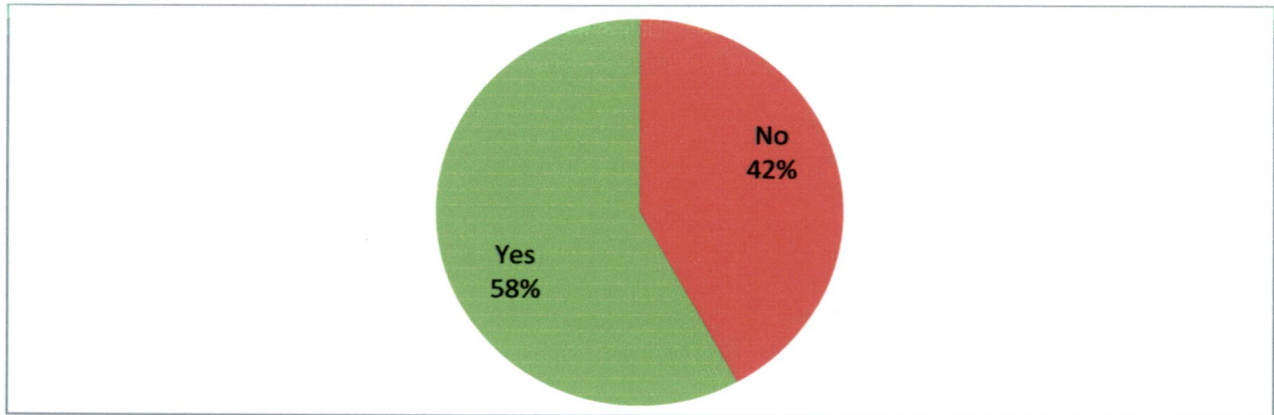


Figure 56 Likeness - i

Question 5: At what time of the day do you usually prefer to visit this marketplace?

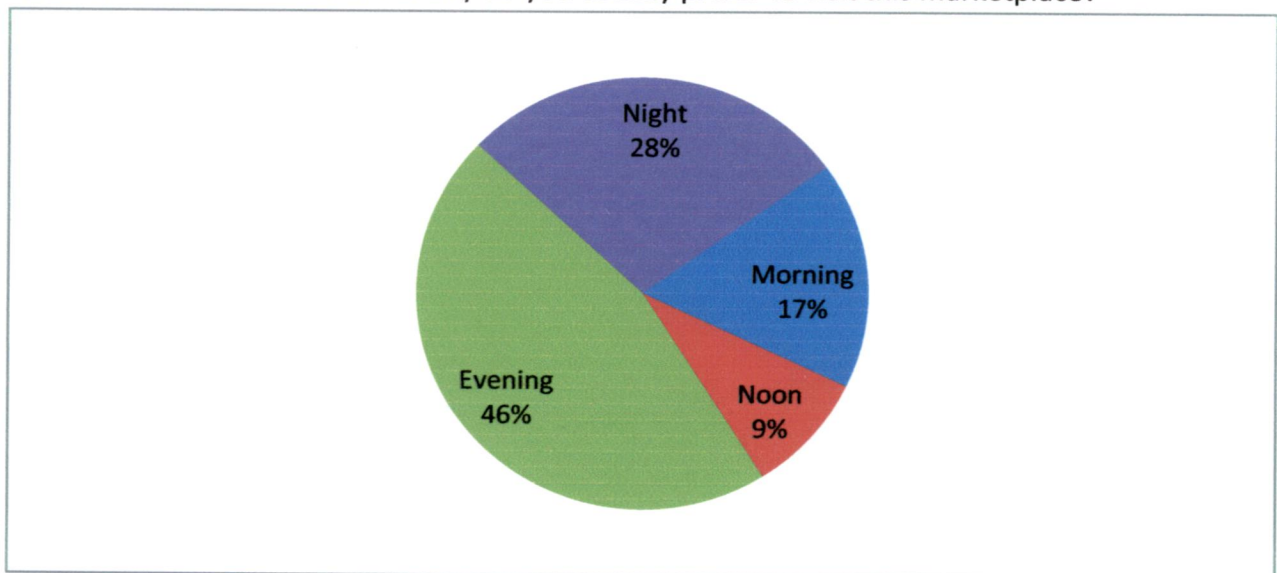


Figure 57 Time of visit - i

Question 6: Approximately, how much time do you usually spend at the marketplace during your visits?

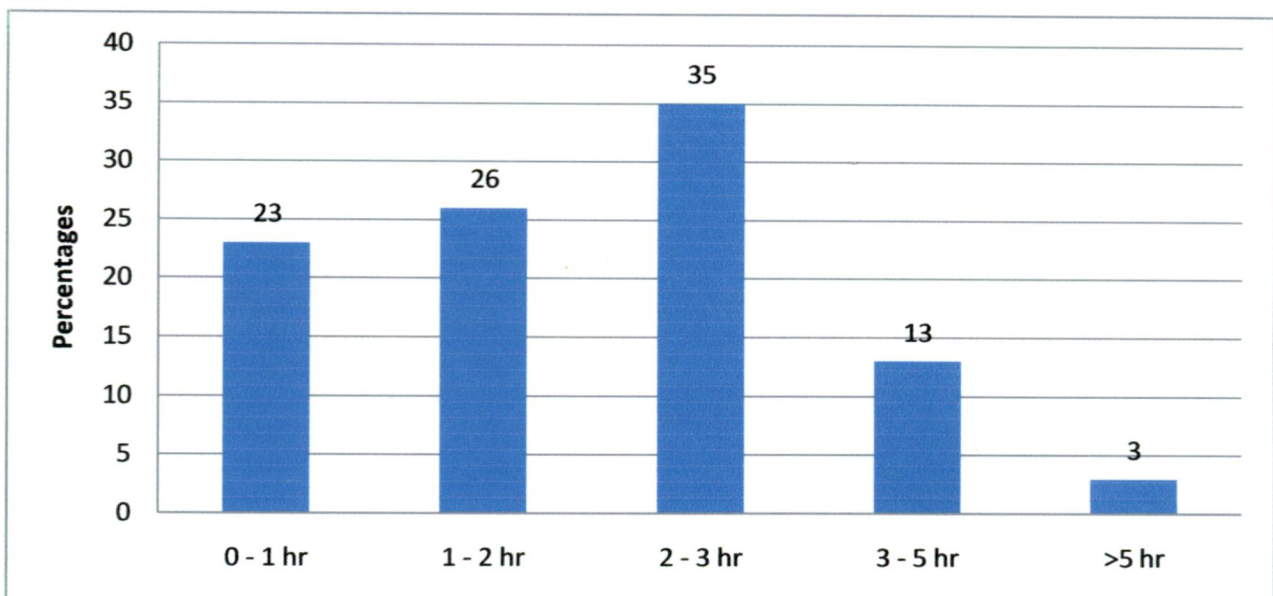


Figure 58 Duration of visit - i

Question 7: How did you travel to this marketplace?

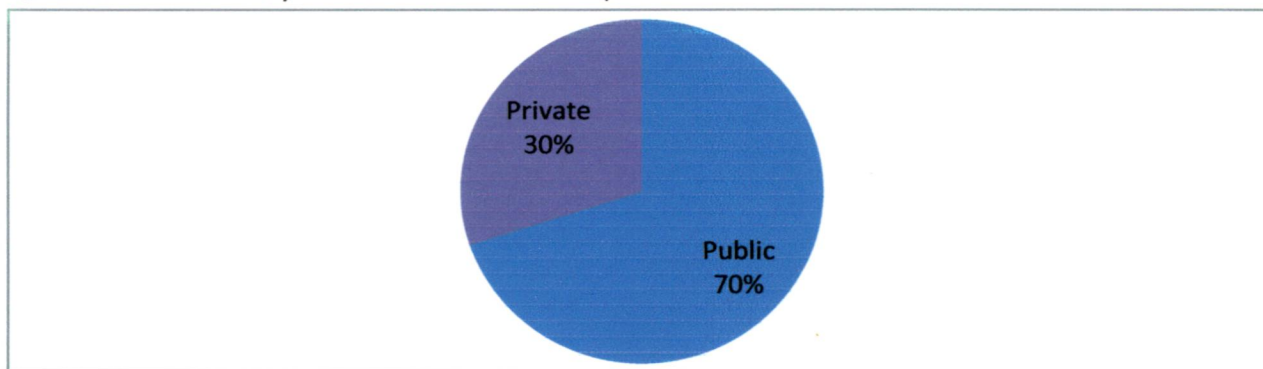


Figure 59 Mode of travel - i

Question 8: How did you cover the distance between the point of access of public transport and your point of interest in the marketplace?

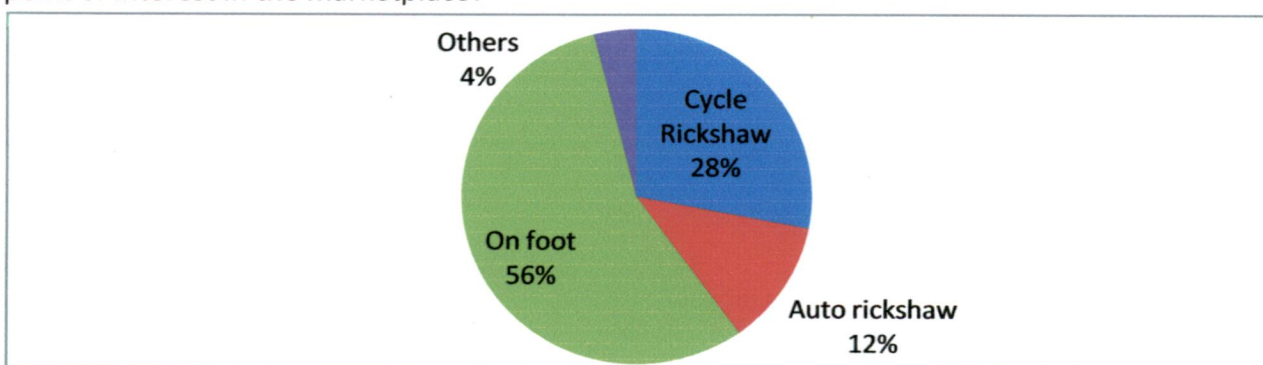


Figure 60 Means of traversing - i

Question 9: Do you feel that there are enough parking spaces serving the marketplace?

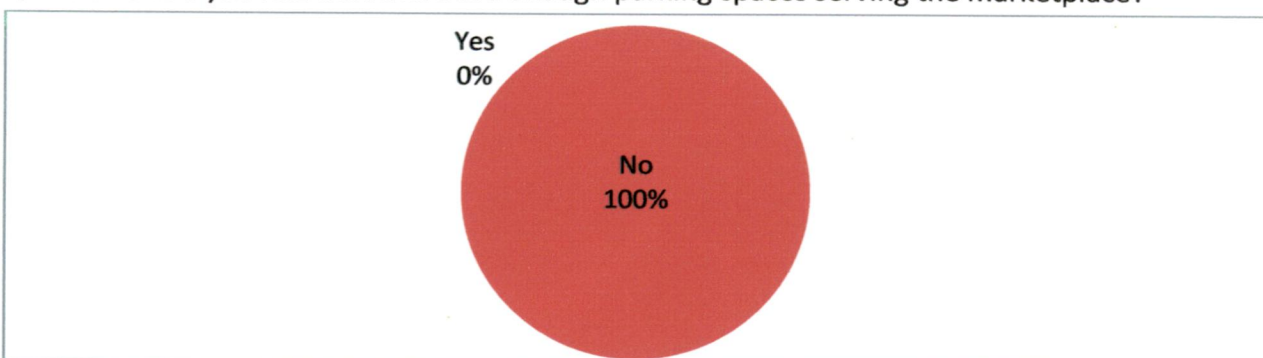


Figure 61 Adequacy of parking spaces - i

Question 10: While exploring the marketplace, you would:



Figure 62 Means of Exploring market - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 11: Do you think the present streets of the market allow you to walk freely?

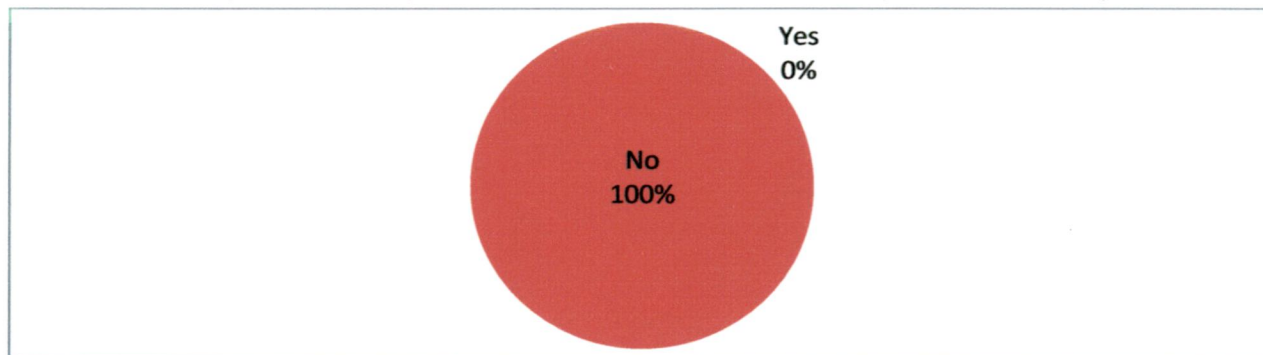


Figure 63 Streets - i

Question 12: Is it easy to find your way about in this marketplace?

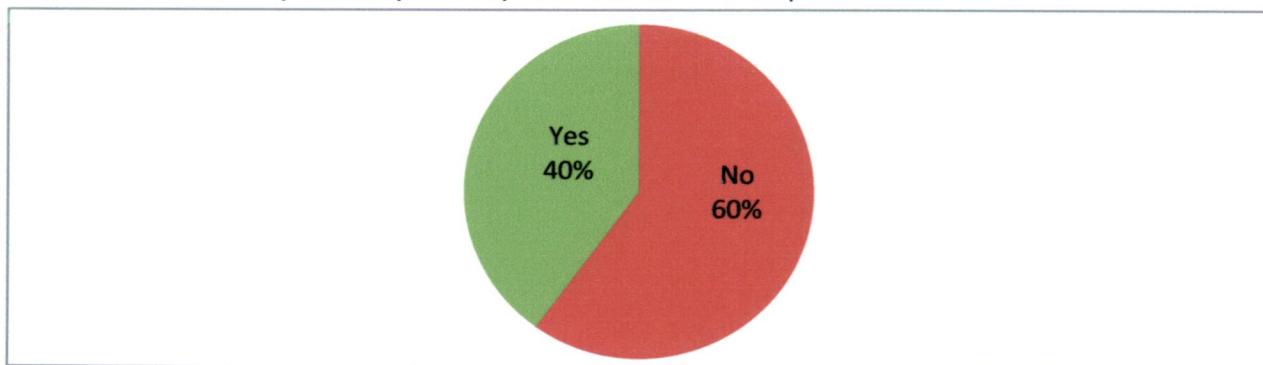


Figure 64 Way finding - i

Question 13: In case you get tired of walking, are there places in this marketplace for you to take rest?

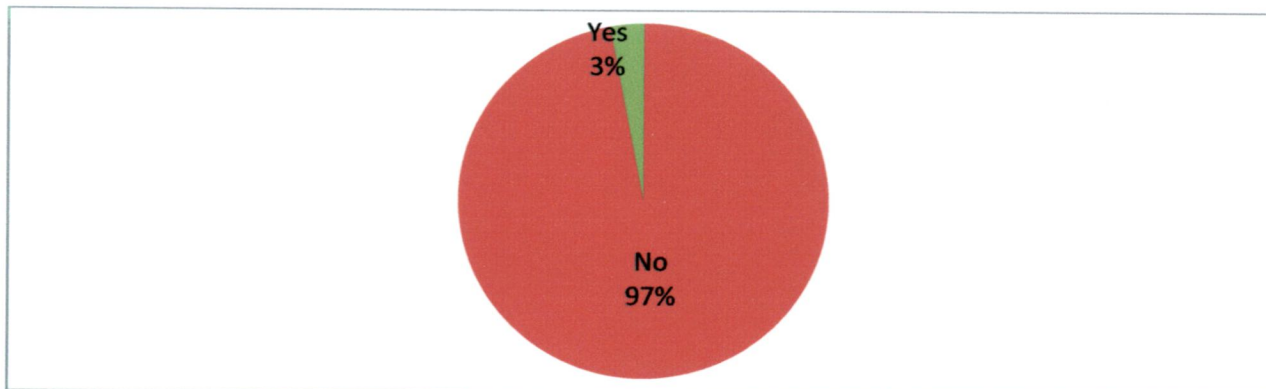


Figure 65 Place of rest - i

Question 14: Are there provisions for safe drinking water?

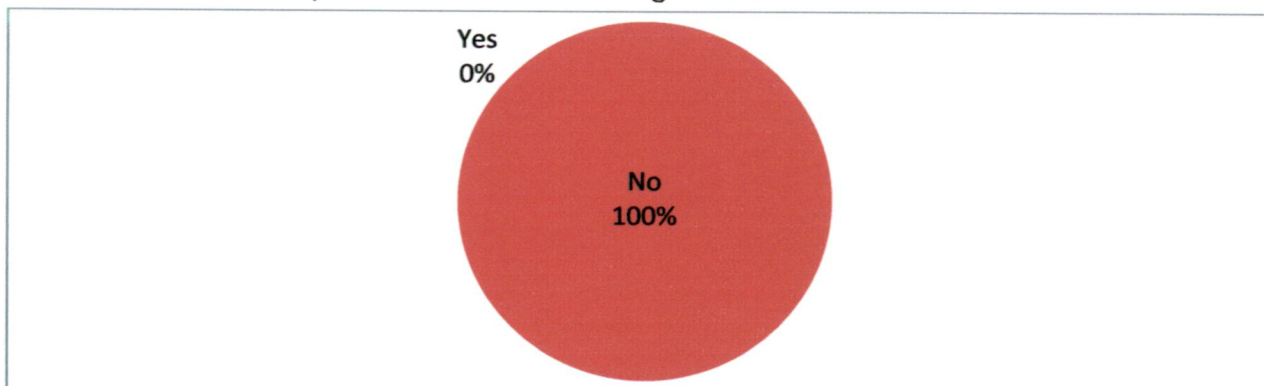


Figure 66 Provision for Safe drinking water - i

Question 15: Are there enough dustbins for you to dump wrappers, waste papers, etc.?

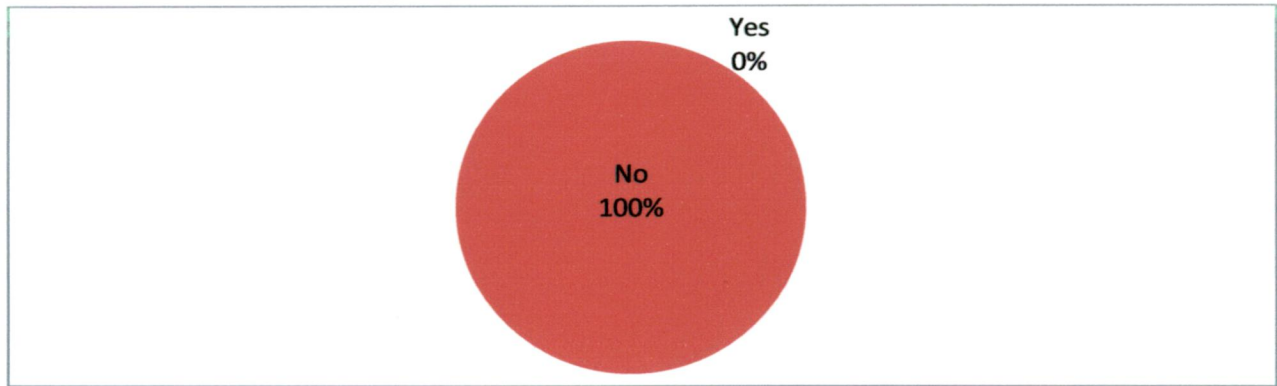


Figure 67 Sufficiency of dustbins - i

Question 16: Are there spaces for you to take shelter in case of extreme sun or sudden rainfall?

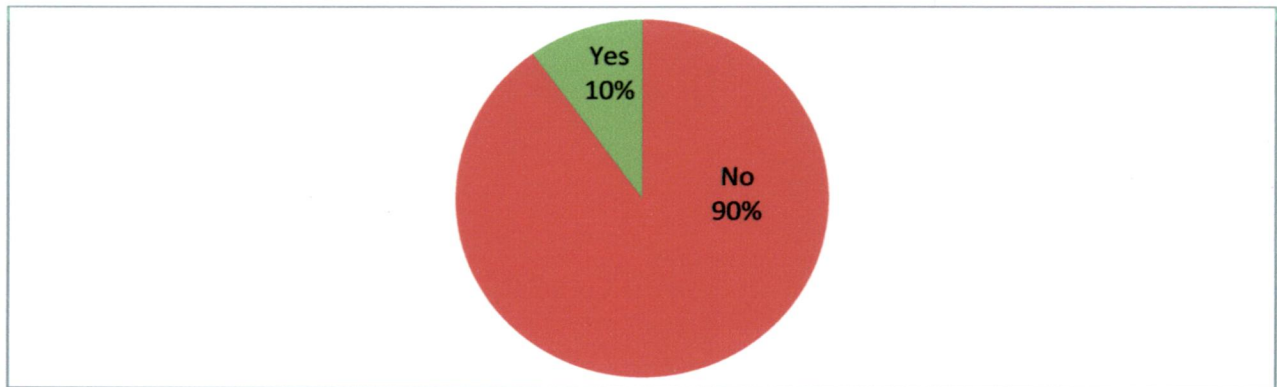


Figure 68 Insufficiency of shelter - i

Question 17: During your visit to markets, you are accompanied by:

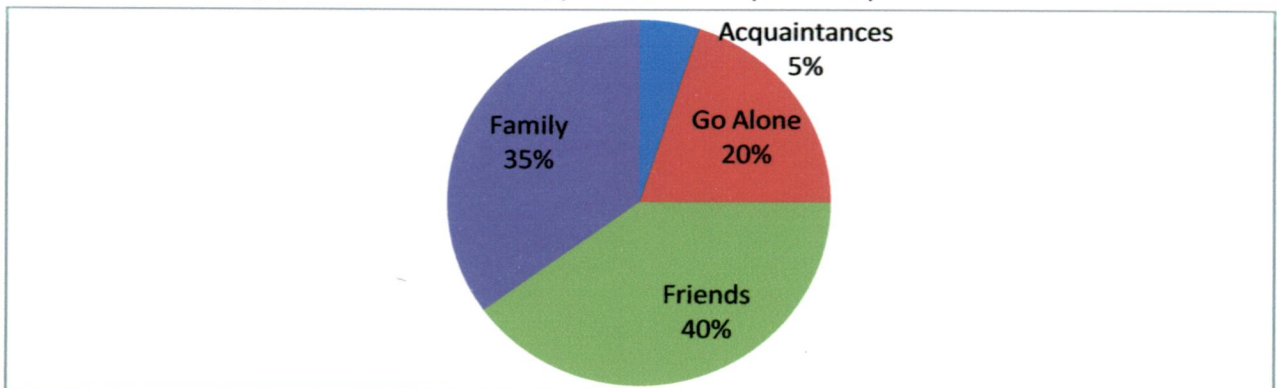


Figure 69 Companion during visit - i

Question 18: Would you consider your visit to the marketplace to be a recreational activity?

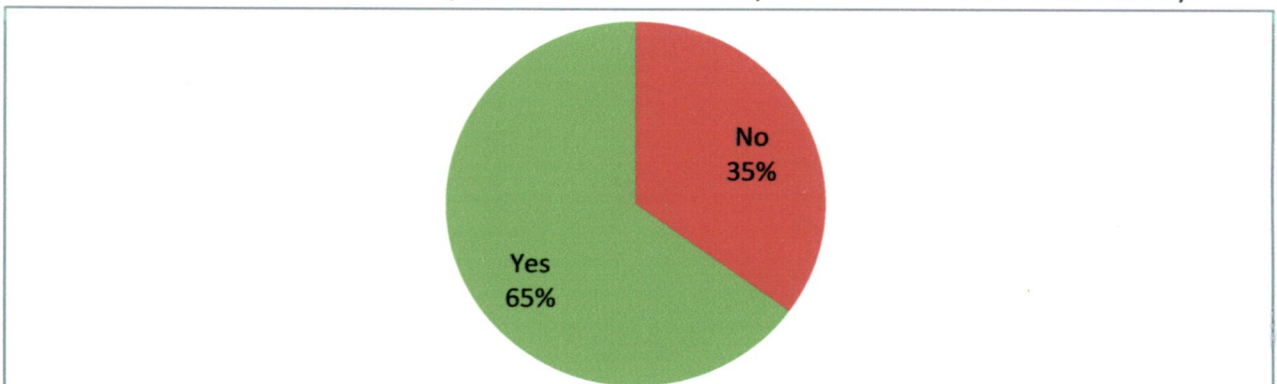


Figure 70 Whether a recreational activity - i

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 19: Does the beauty and attractiveness of a marketplace affect your decisions to visit them?

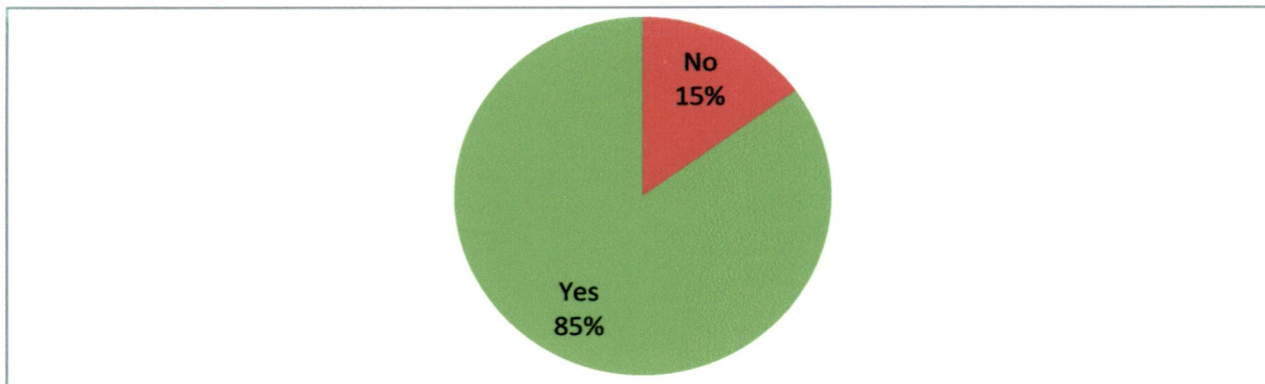


Figure 71 Influence of aesthetics on decisions - i

Question 20: According to you, what is responsible for destroying the beauty of this marketplace?

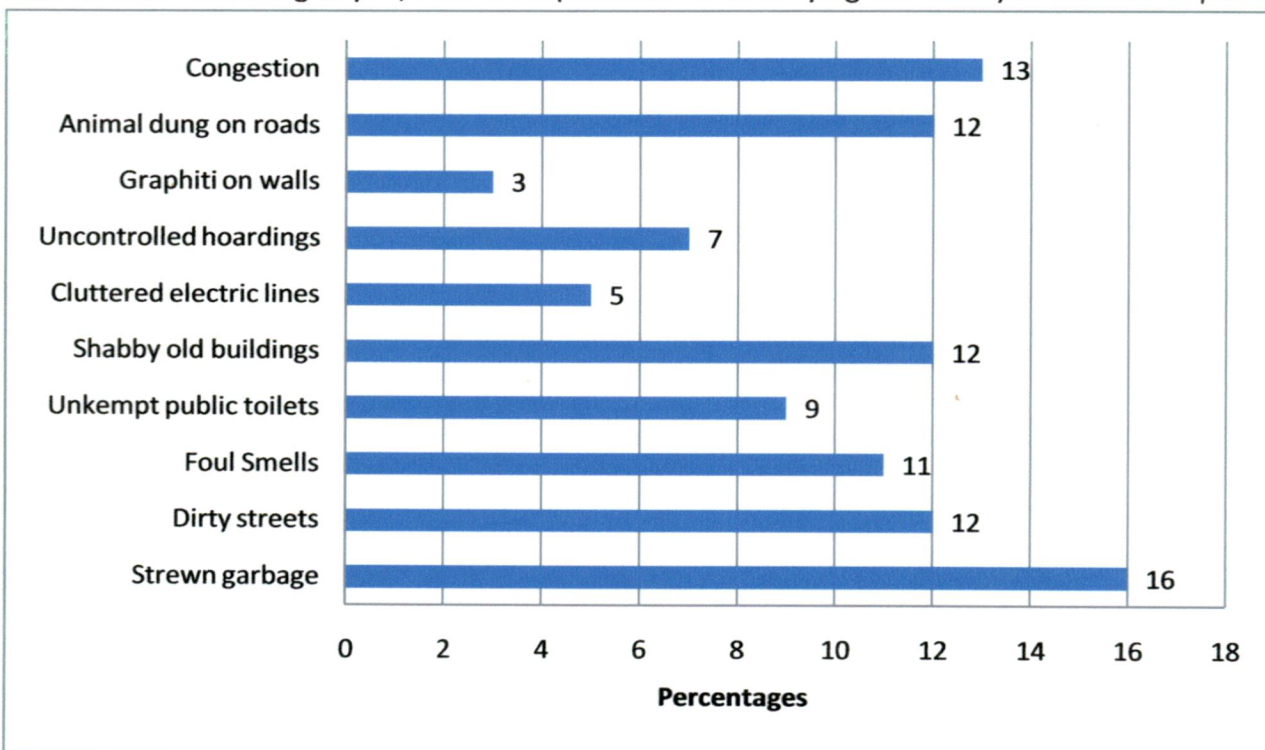


Figure 72 Main causes - i

Question 21: Do you feel that marketplaces like these have some advantageous elements which may not be made available in a shopping mall?

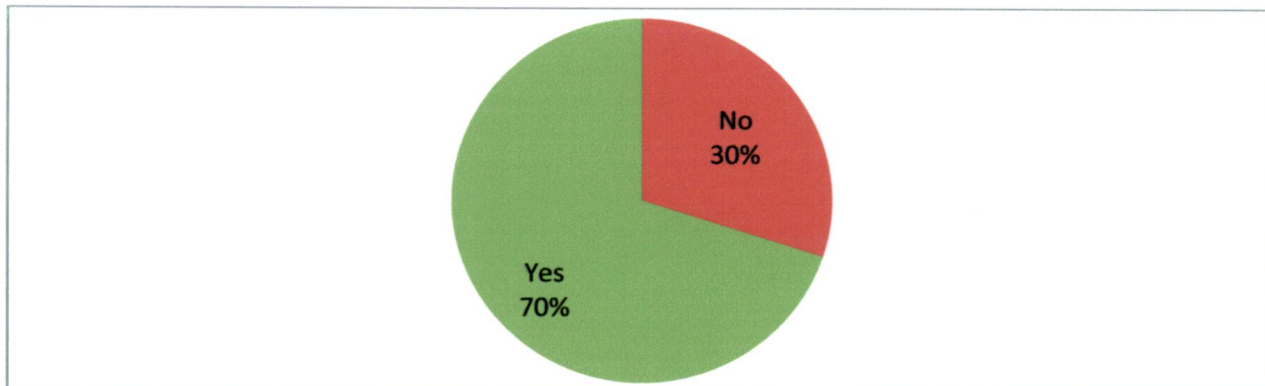


Figure 73 Are traditional marketplaces advantageous? - i

7.1.2 Area 2: Dariba Kalan

Vendor Survey

Question 1: Most of your customers are:

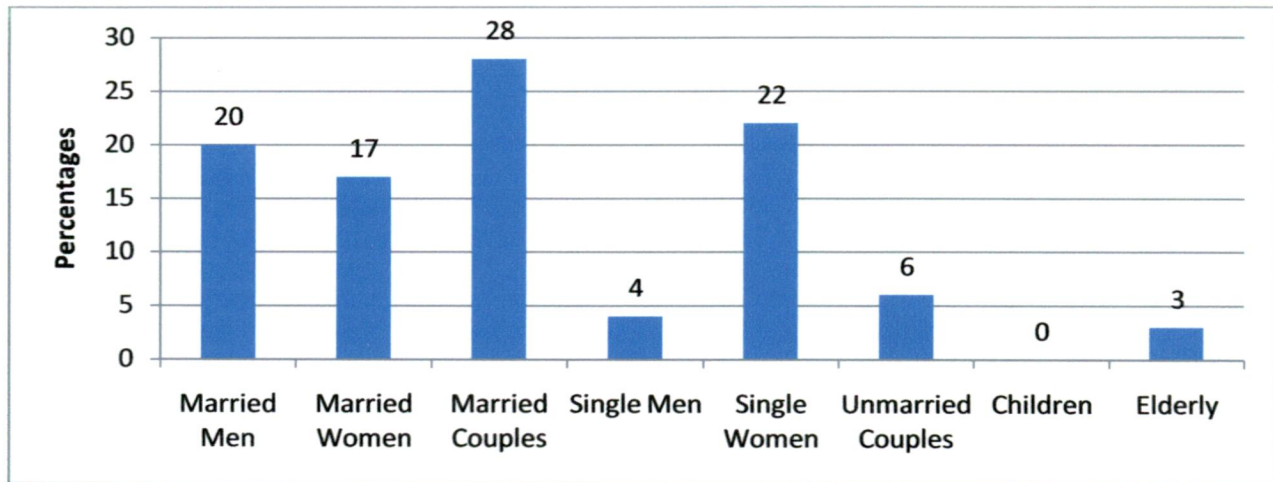


Figure 74 Profile of Customers - ii

Question 2: At what time of the day does your establishment receive the maximum rush of customers?

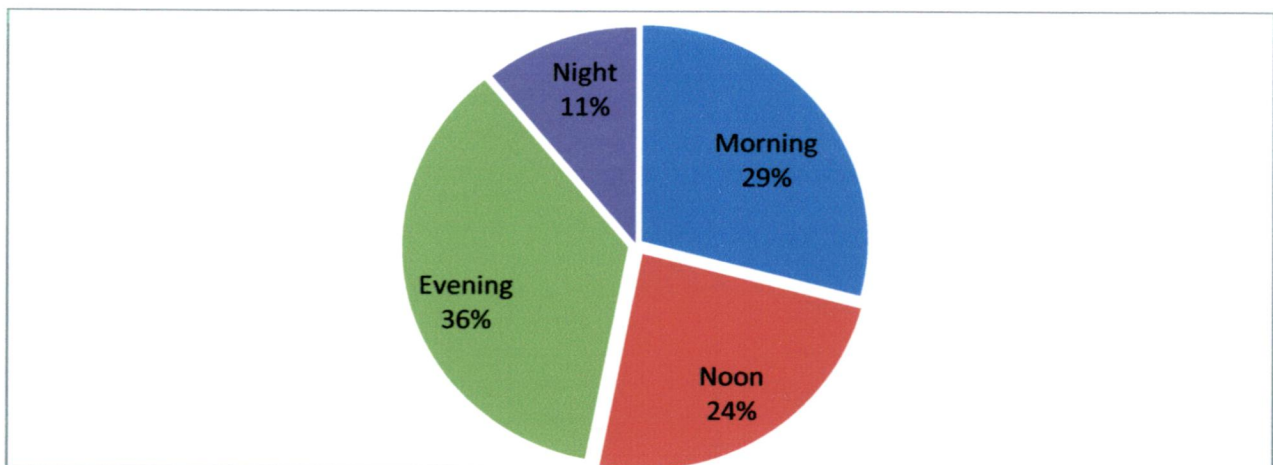


Figure 75 Peak Business Hours - ii

Question 3: What would you say about the spending capacity of majority of the customers visiting your establishment?

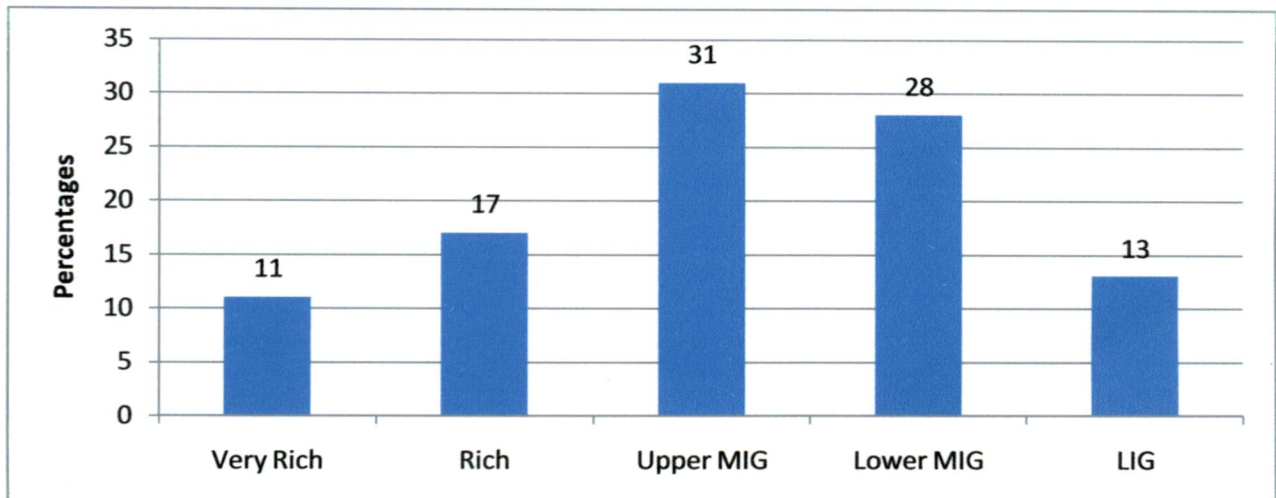


Figure 76 Spending Capacity - ii

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Question 4: Considering the circumstances, you would say that your business is:

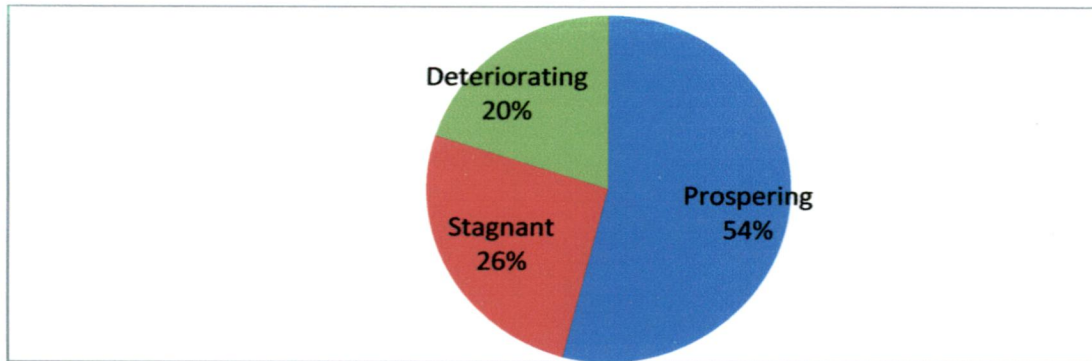


Figure 77 State of Businesses - ii

Question 5: Does the overall condition of the marketplace affect the business in your establishment?

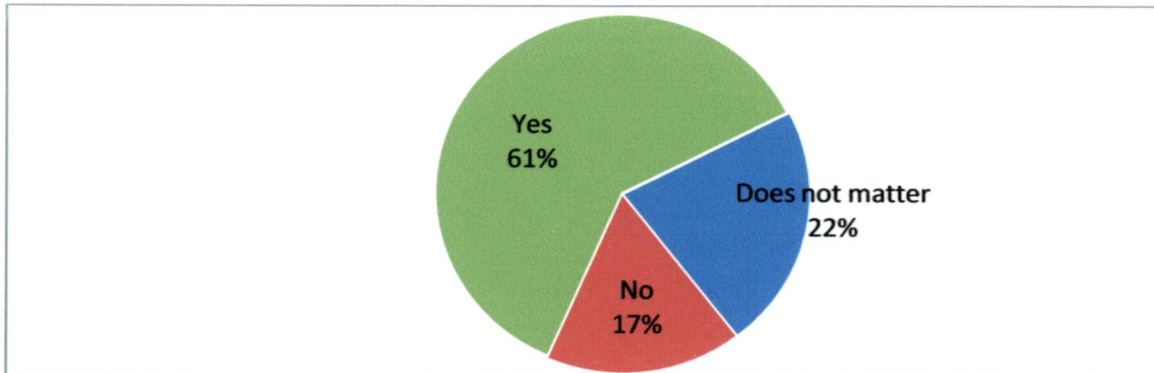


Figure 78 Role of condition of marketplace - ii

Question 6: Are you satisfied with the present infrastructural condition of your marketplace?

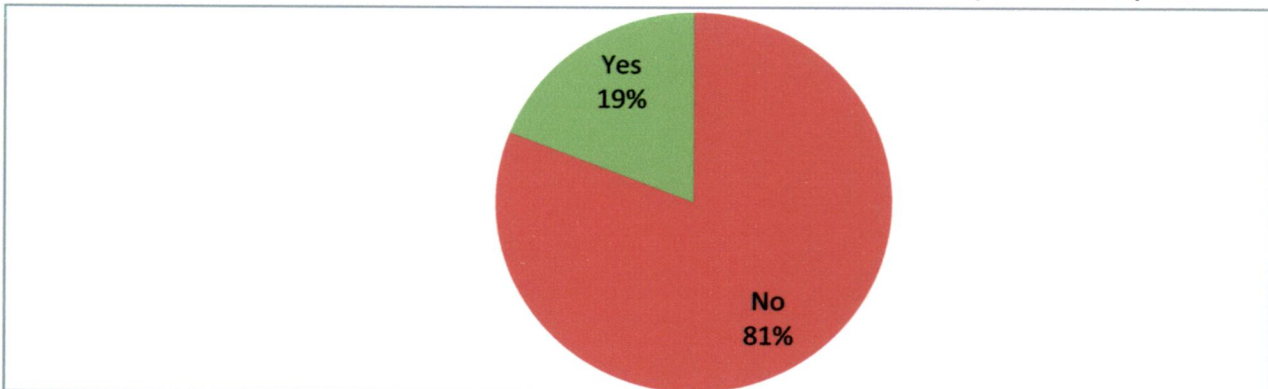


Figure 79 Infrastructural Condition - ii

Question 7: Are the electric supply lines of the marketplace in proper condition?

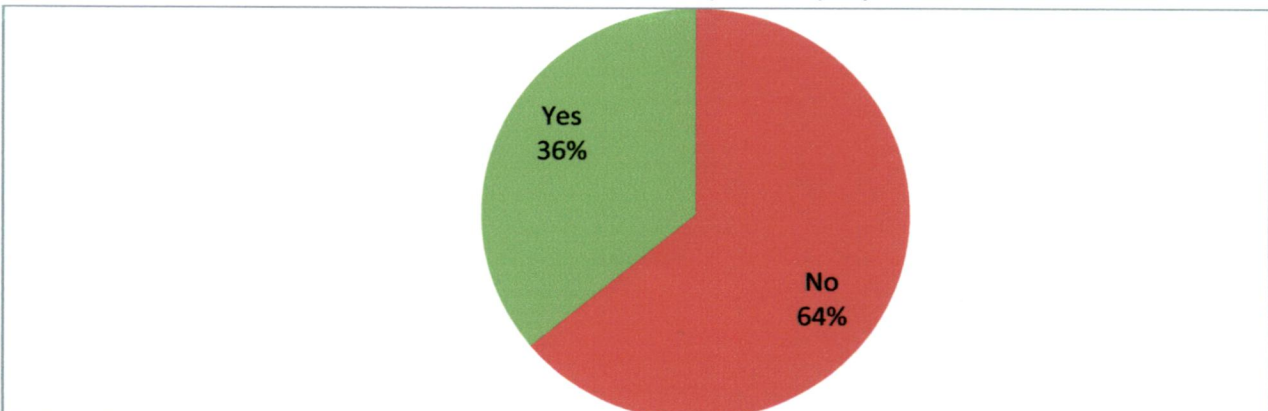
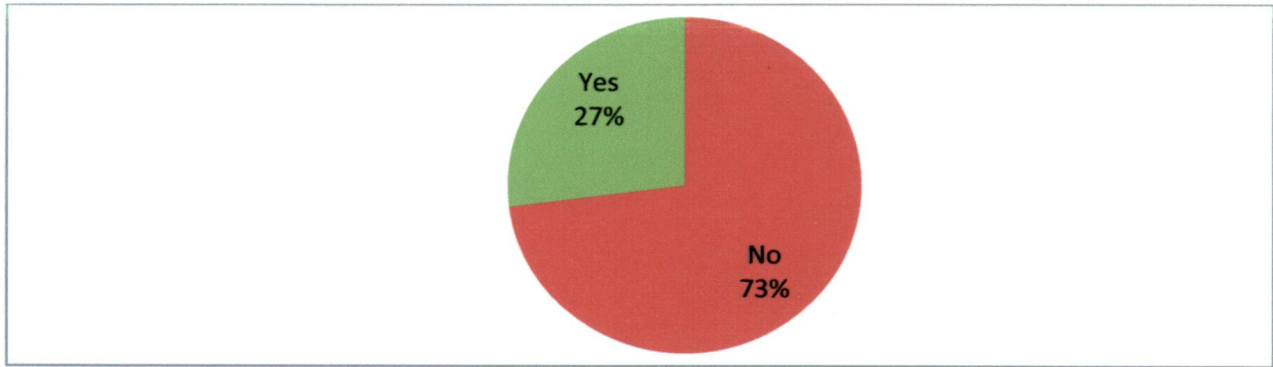


Figure 80 Condition of Electric Supply - ii

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 8: Are there enough garbage disposal bins which service the marketplace?



Question 9: Are the garbage bins cleared daily and is the clearing done in appropriate manner?

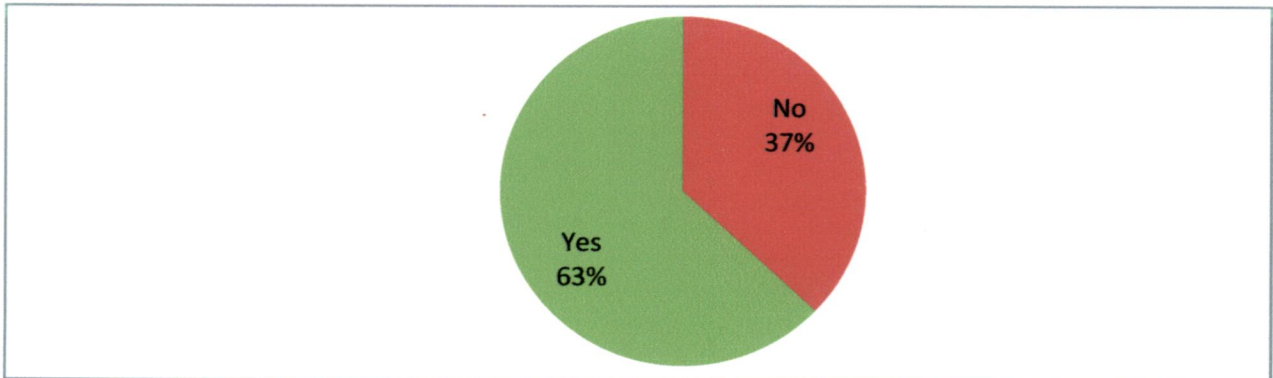


Figure 81 Frequency of garbage clearance - ii

Question 10: Does the marketplace suffer from water-logging on the streets?

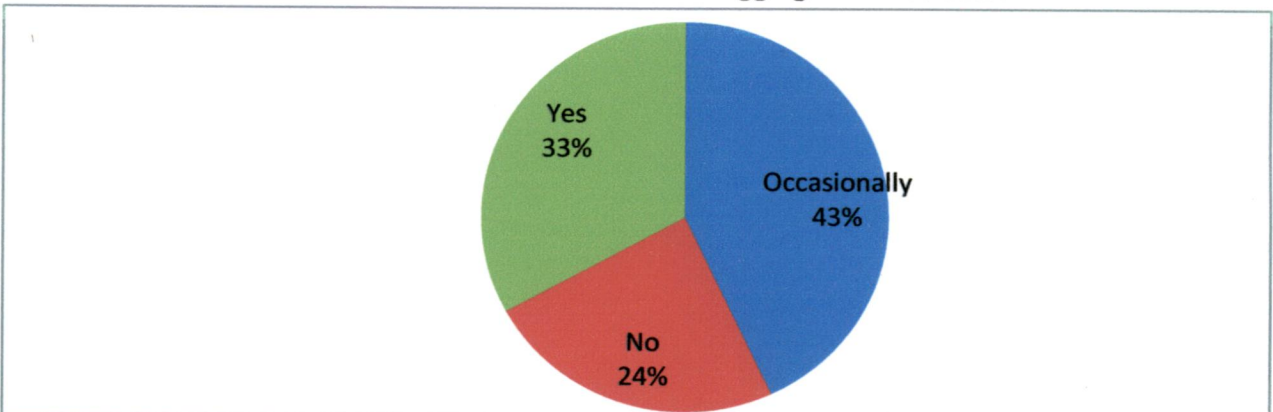


Figure 82 State of Water Logging - ii

Question 11: Are the drains existing in the marketplace regularly de-clogged?

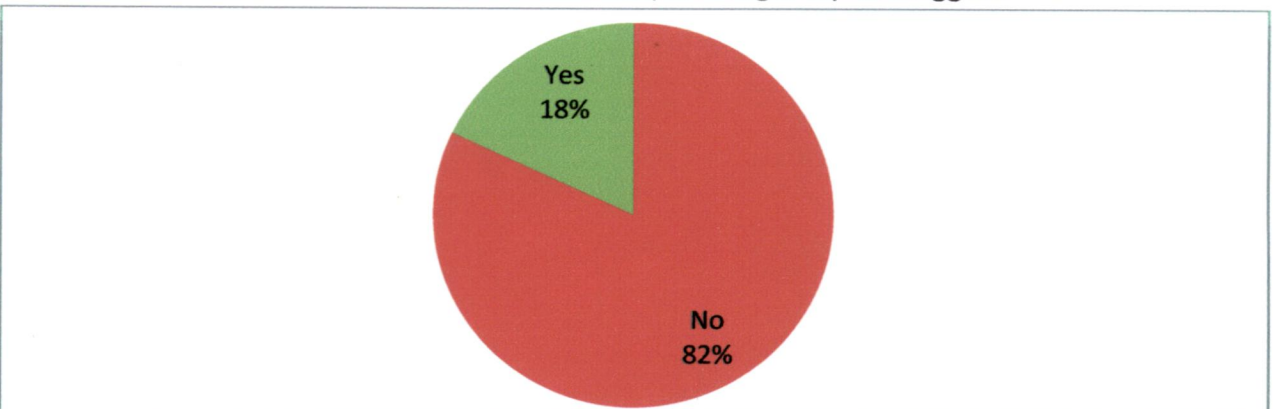


Figure 83 Condition of Drains - ii

Question 12: Would you say that the marketplace is customer-friendly?

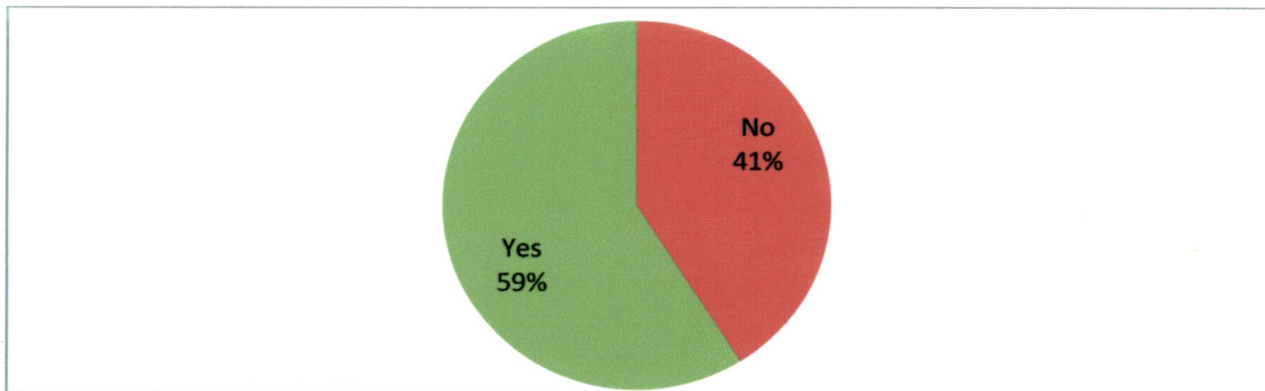


Figure 84 Customer Friendliness - ii

Question 13: Is your marketplace safe for your customers?

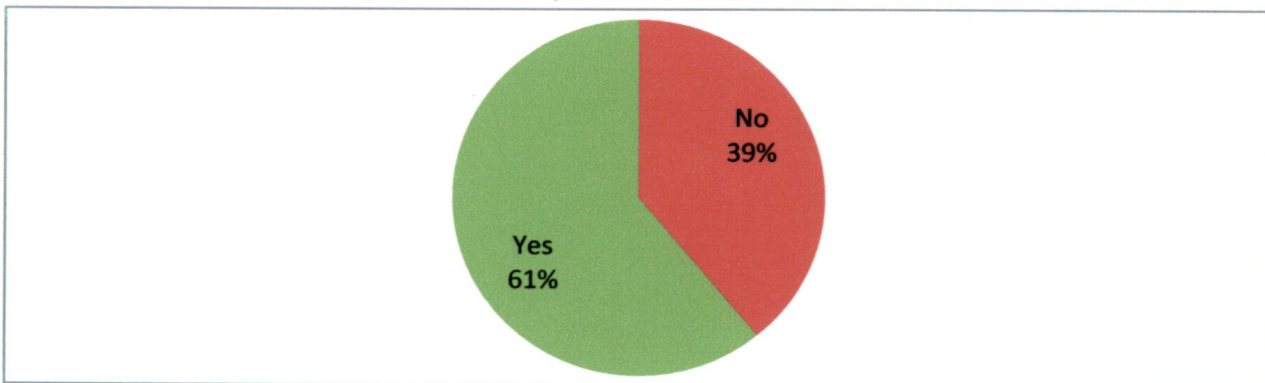


Figure 85 Safety of Customers - ii

Question 14: How do you reach your establishment?

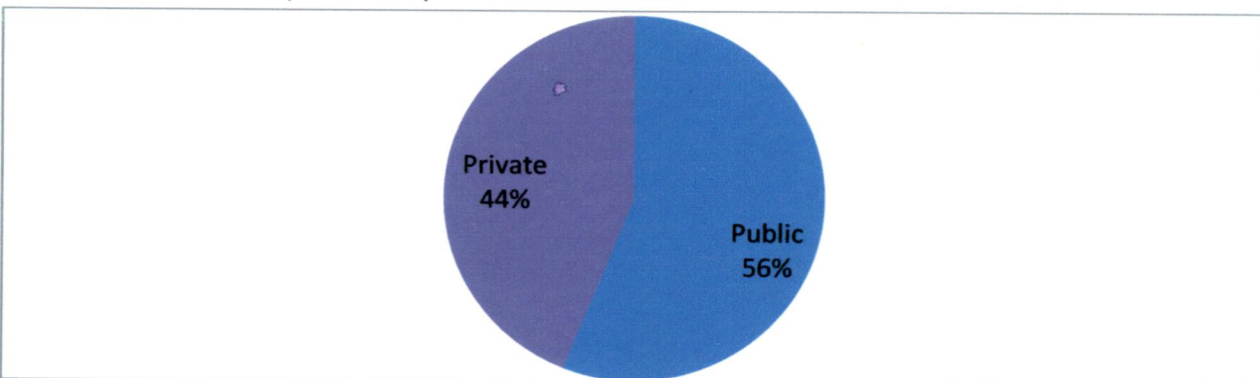


Figure 86 Means of travel for vendors - ii

Question 15: Would you say that there are sufficient parking places in your marketplace?

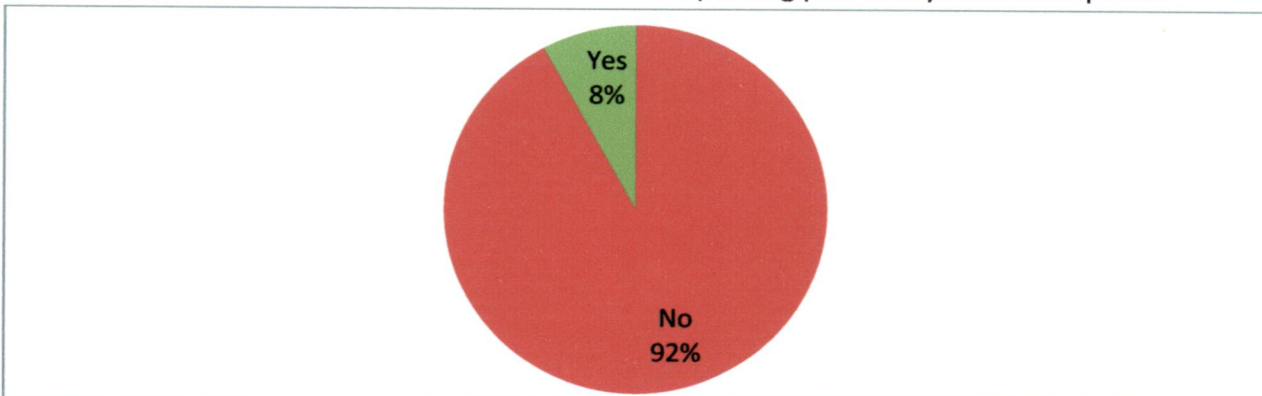


Figure 87 Parking Spaces - ii

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 16: Will streamlining the traffic movements & reducing congestion on the streets of the marketplace help in improvement of your business?

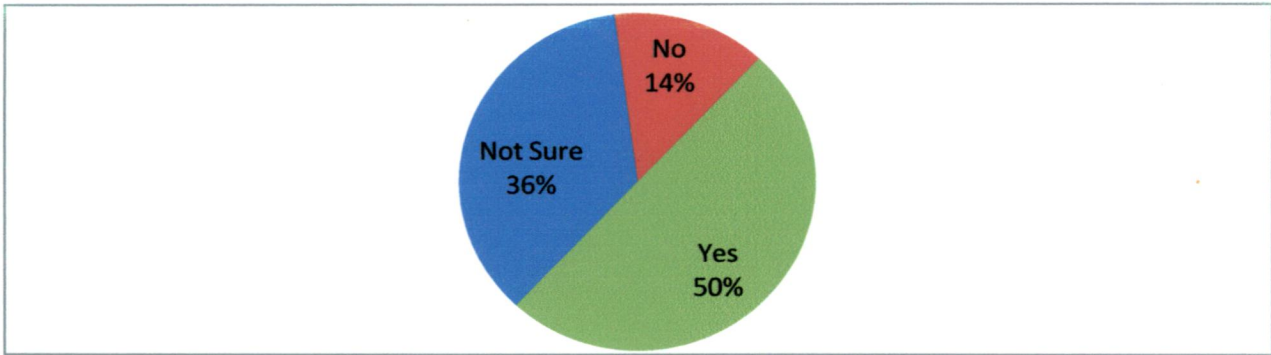


Figure 88 Relation of traffic movement & businesses - ii

Question 17: Over time, the general condition of the marketplace has :

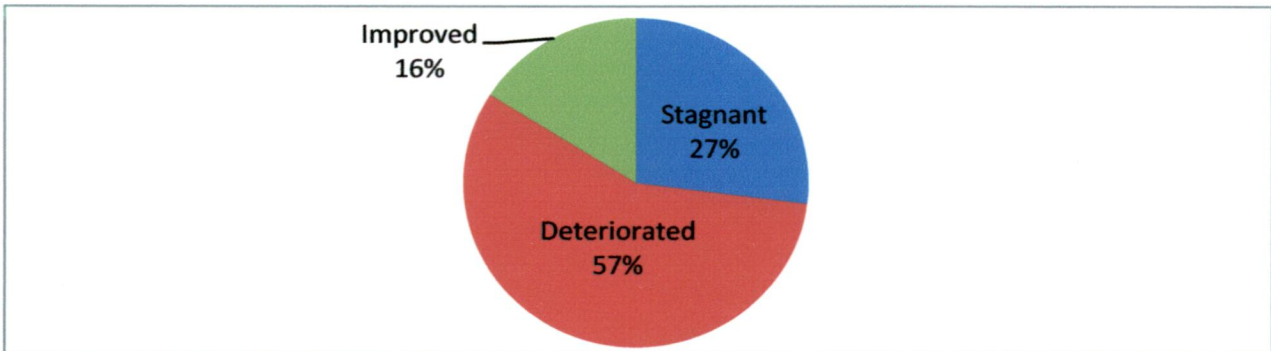


Figure 89 Condition of marketplace over time - ii

Question 18: Will improving the overall beauty and attractiveness of the marketplace increase of customers visiting the marketplace?

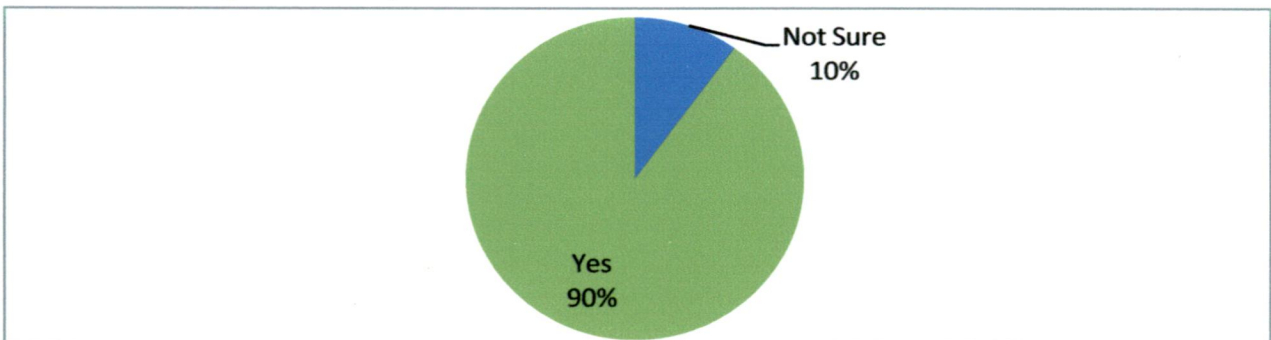


Figure 90 Influence of aesthetics - ii

Question 19: Will you support architectural interventions taken to improve the attractiveness of the marketplace?

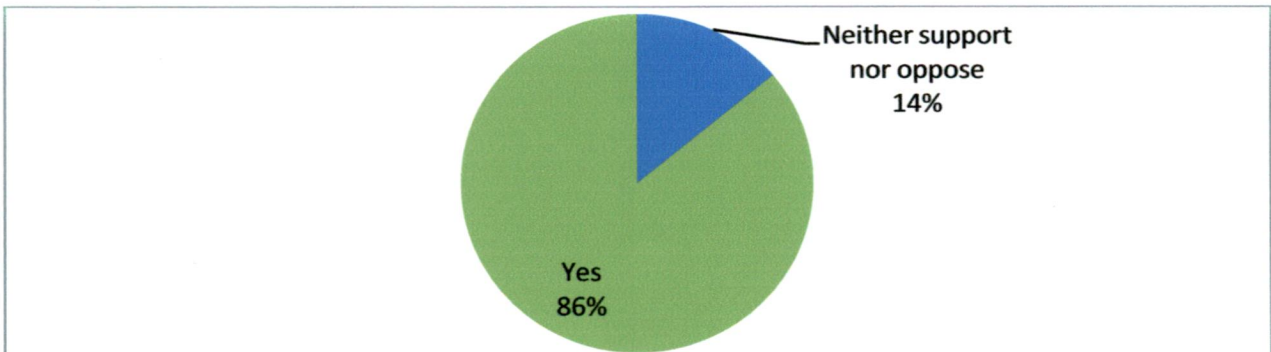


Figure 91 Support for rejuvenation measures - ii

Question 20: If given a chance, would you rather move your establishment to one of the modern shopping complexes/malls?

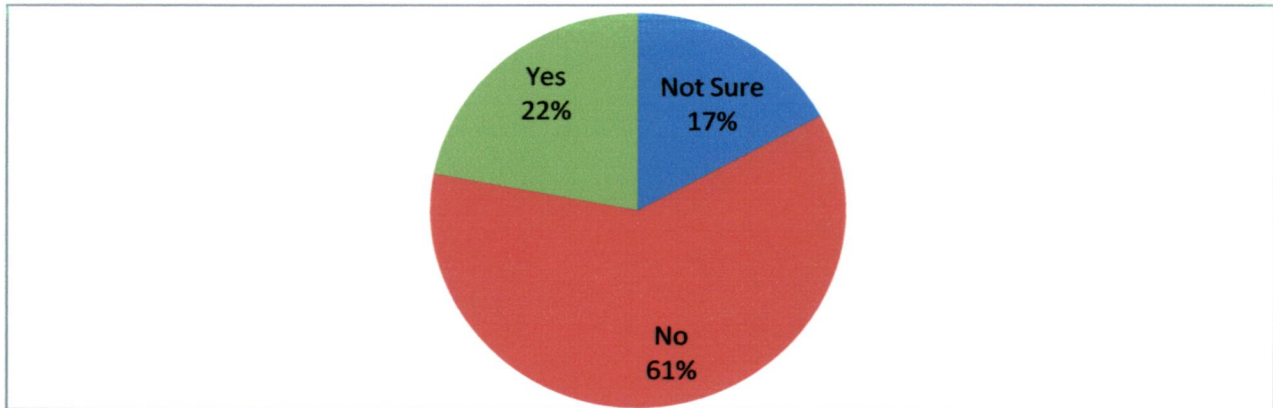


Figure 92 Relocation options – ii

Customer Survey

Question 1: What is the purpose of your visit to this marketplace?

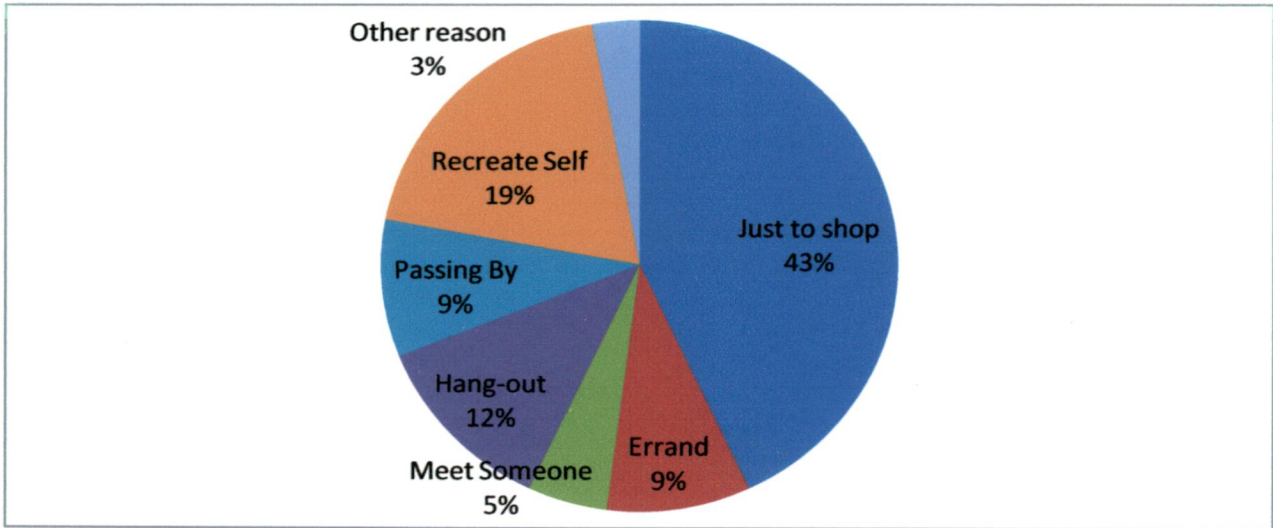


Figure 93 Purpose of visit - ii

Question 2: Why this specific marketplace and not somewhere else?

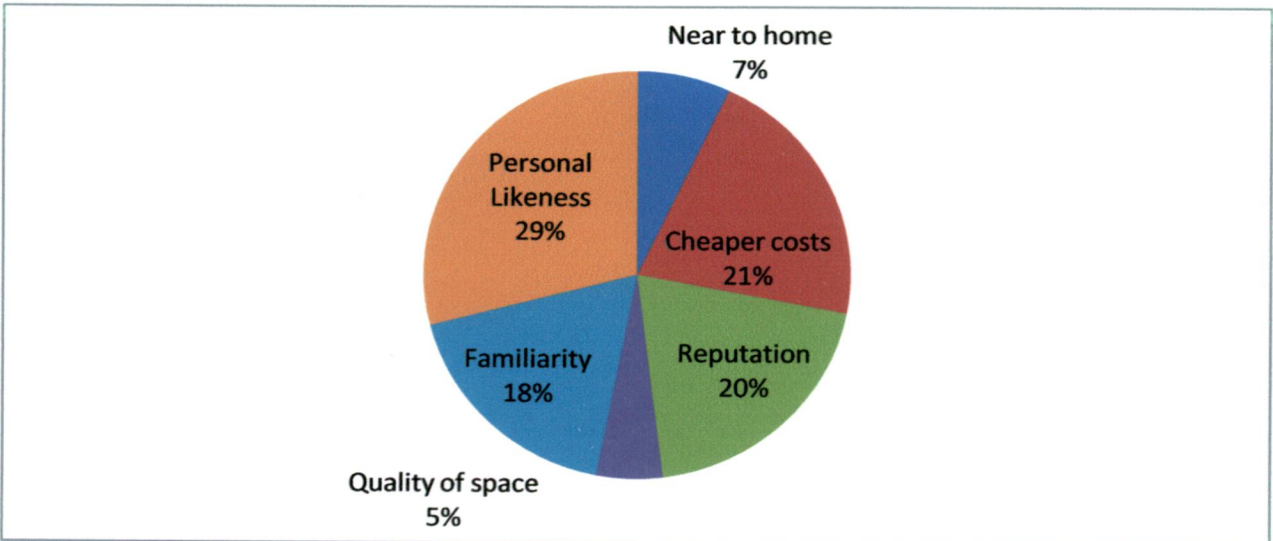


Figure 94 Reason for visit - ii

Question 3: How often do you visit this marketplace?

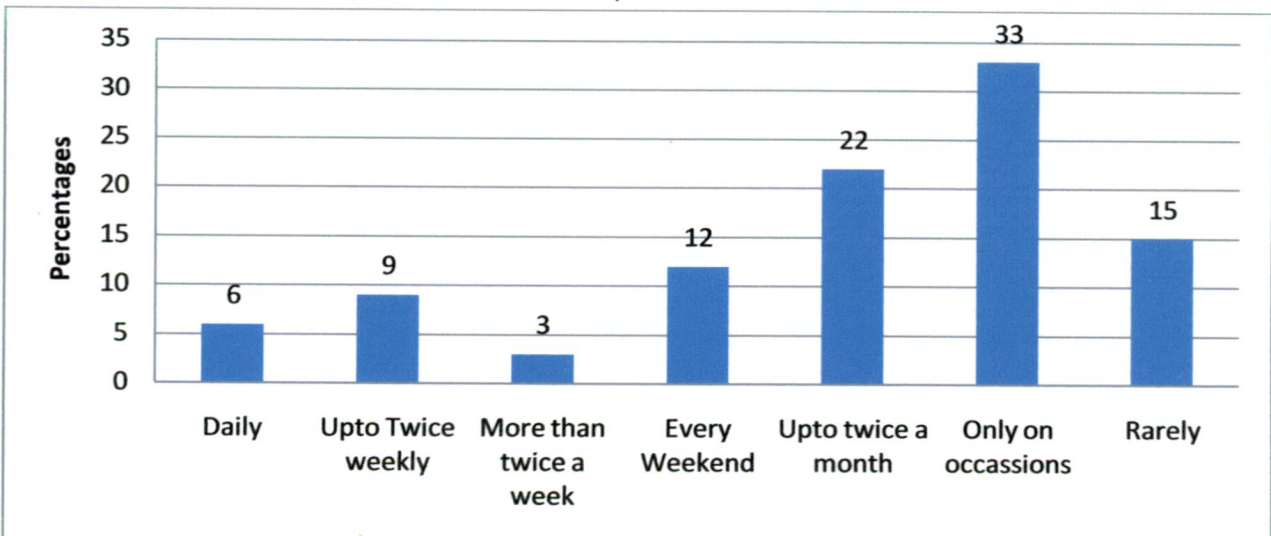


Figure 95 Frequency of visit - ii

Question 4: Do you like shopping in this marketplace?

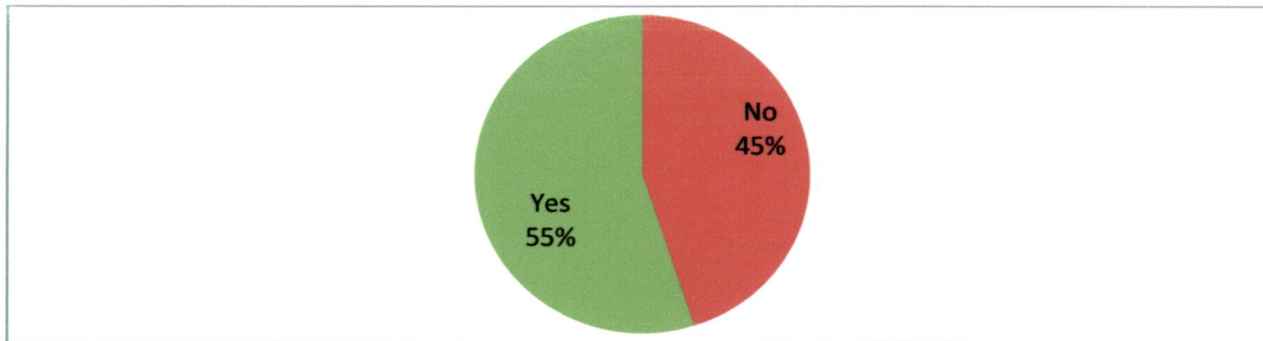


Figure 96 Likeness - ii

Question 5: At what time of the day do you usually prefer to visit this marketplace?

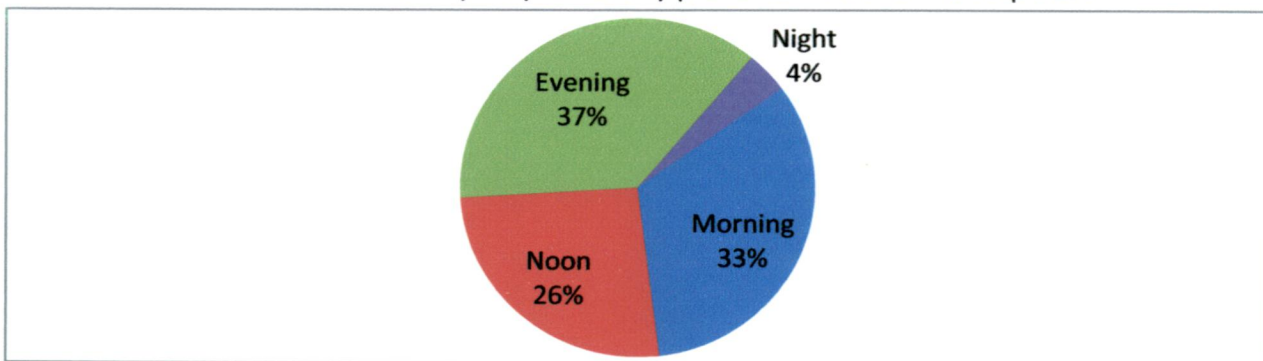


Figure 97 Time of visit - ii

Question 6: Approximately, how much time do you usually spend at the marketplace during your visits?

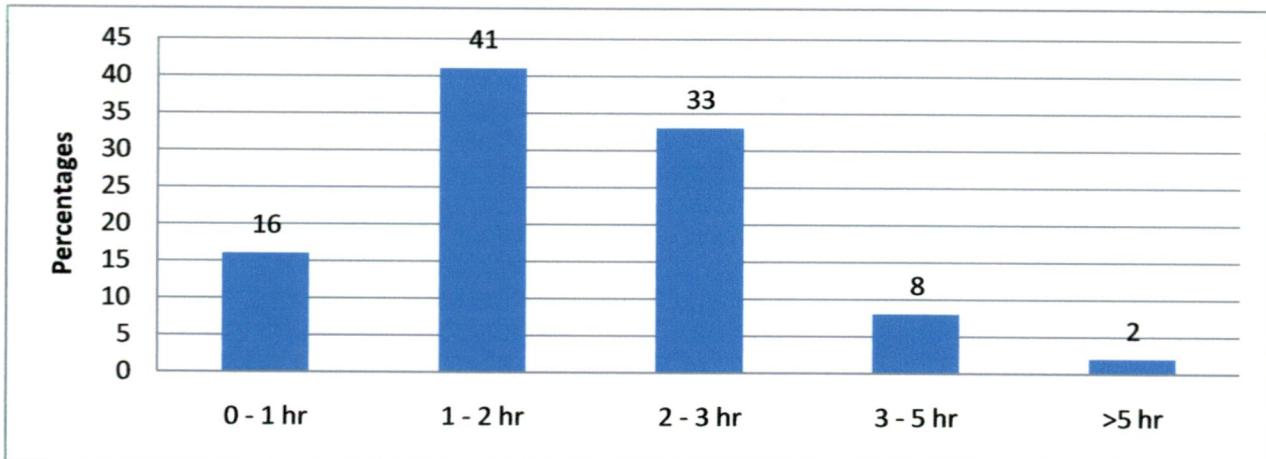


Figure 98 Duration of visit - ii

Question 7: How did you travel to this marketplace?

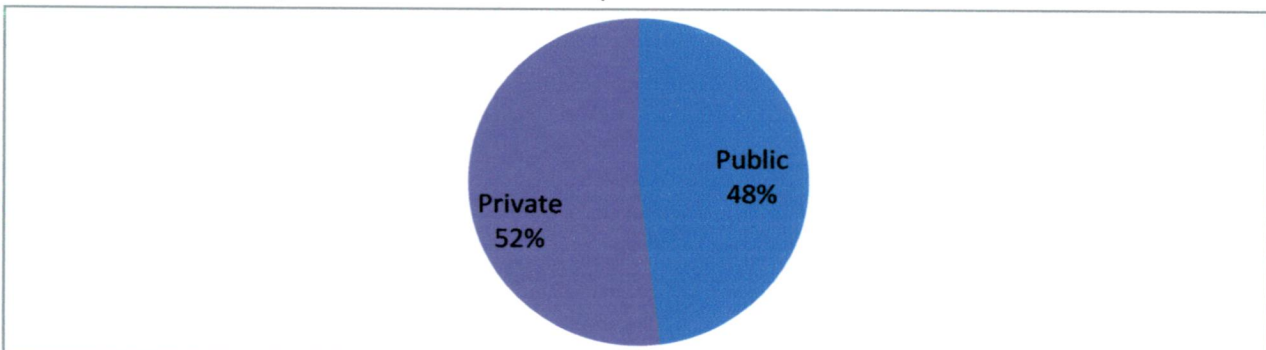


Figure 99 Mode of travel - ii

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 8: How did you cover the distance between the point of access of public transport and your point of interest in the marketplace?

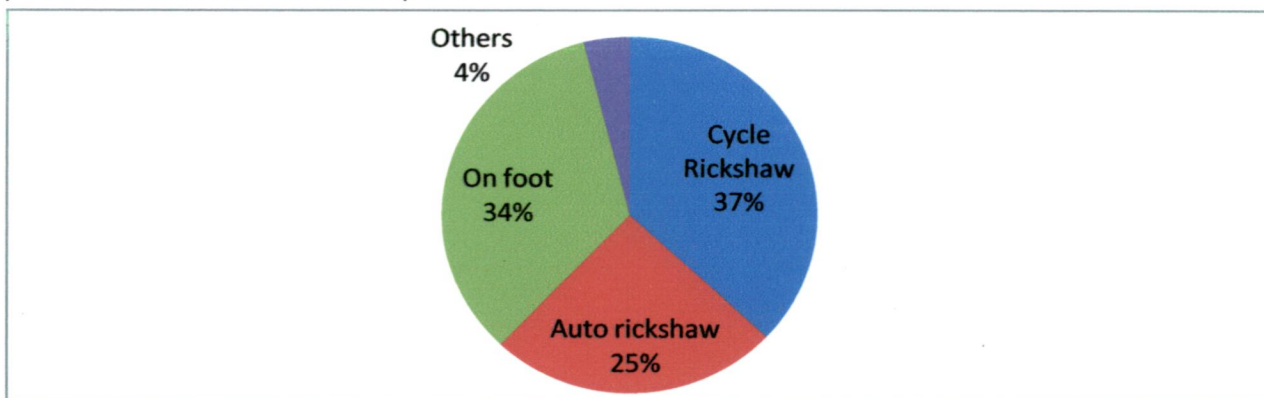


Figure 100 Means of traversing - ii

Question 9: Do you feel that there are enough parking spaces serving the marketplace?

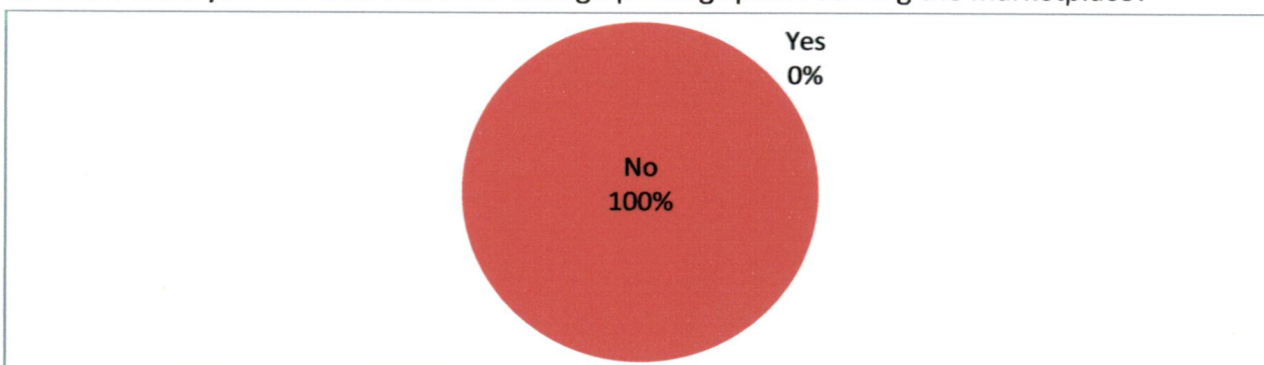


Figure 101 Adequacy of parking spaces - ii

Question 10: While exploring the marketplace, you would:

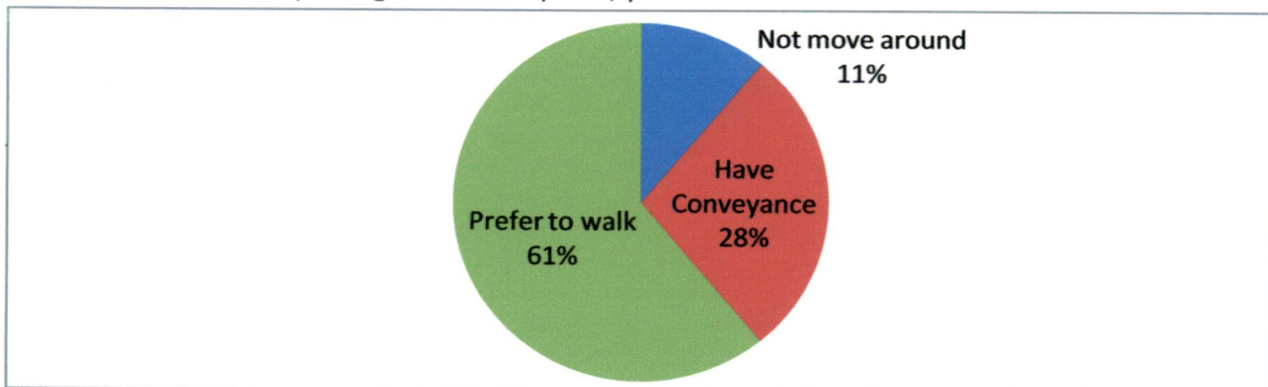


Figure 102 Means of Exploring market - ii

Question 11: Do you think the present streets of the market allow you to walk freely?

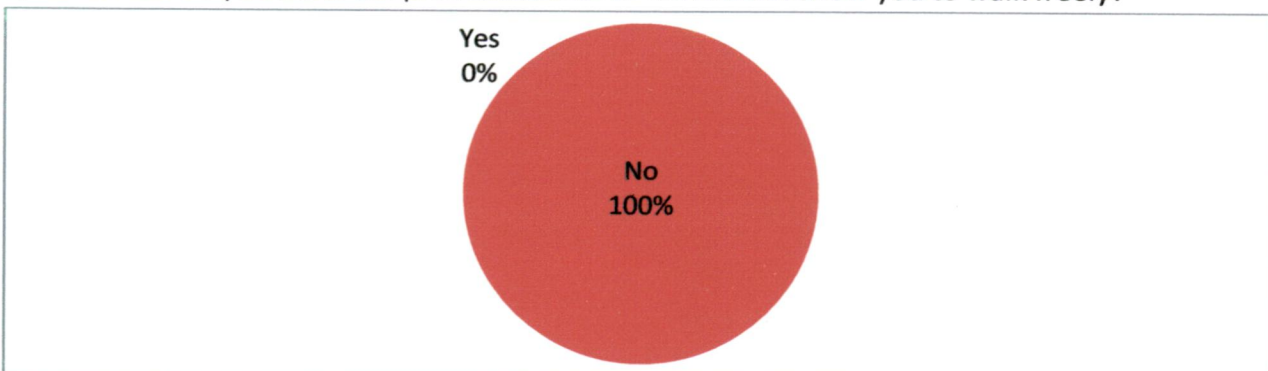


Figure 103 Streets - ii

Question 12: Is it easy to find your way about in this marketplace?

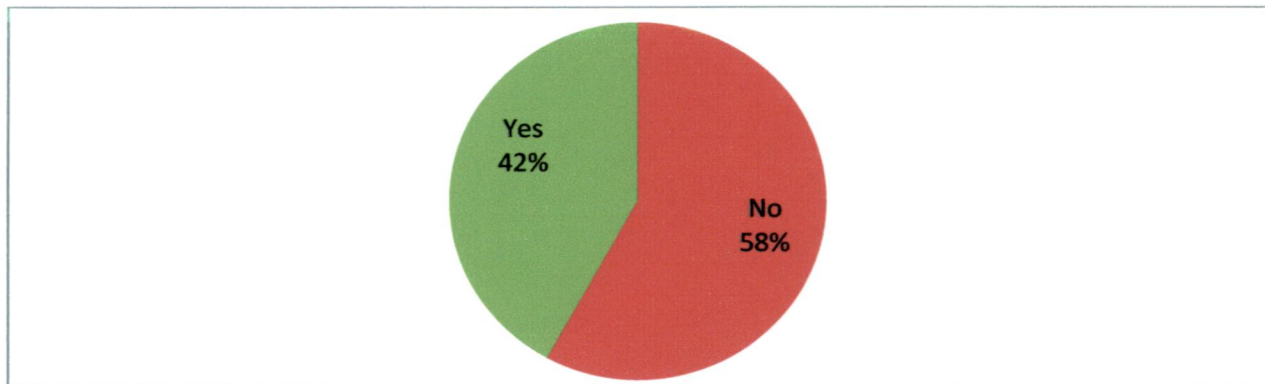


Figure 104 Way finding - ii

Question 13: In case you get tired of walking, are there places in this marketplace for you to take rest?

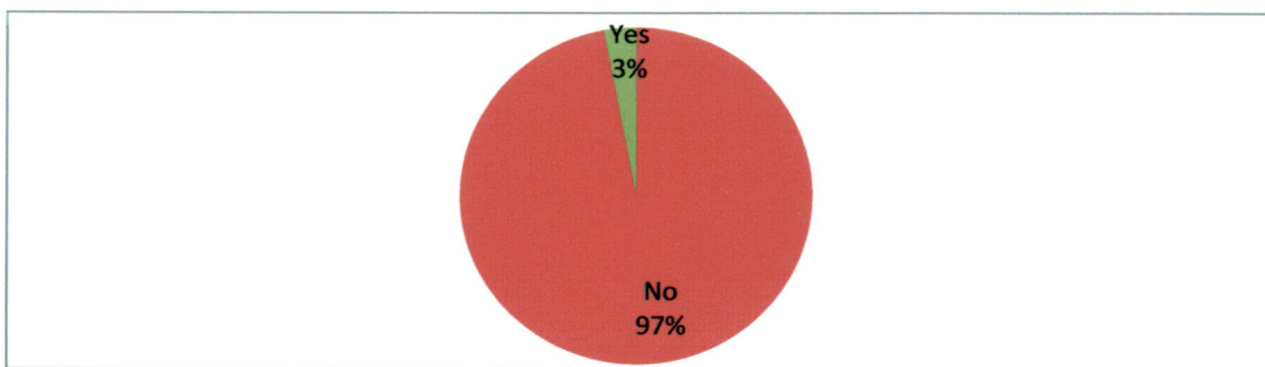


Figure 105 Place of rest - ii

Question 14: Are there provisions for safe drinking water?

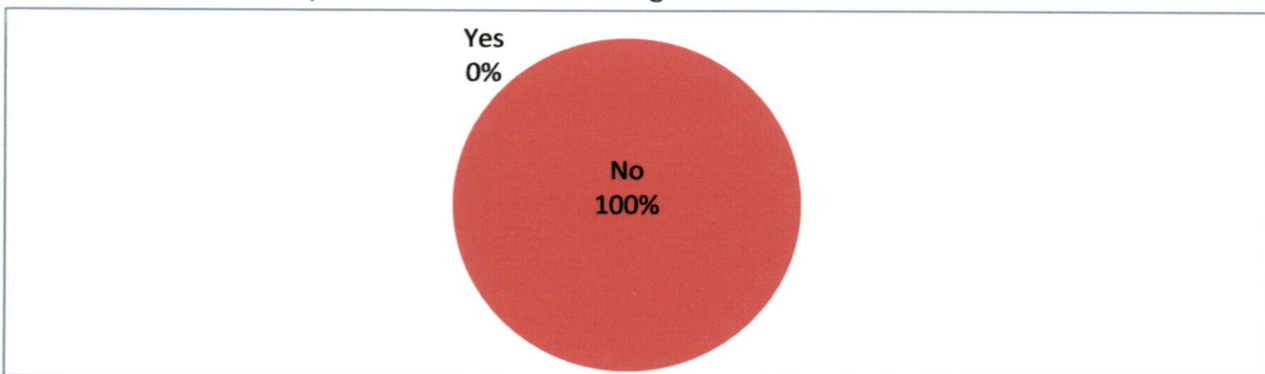


Figure 106 Provision for Safe drinking water - ii

Question 15: Are there enough dustbins for you to dump wrappers, waste papers, etc.?

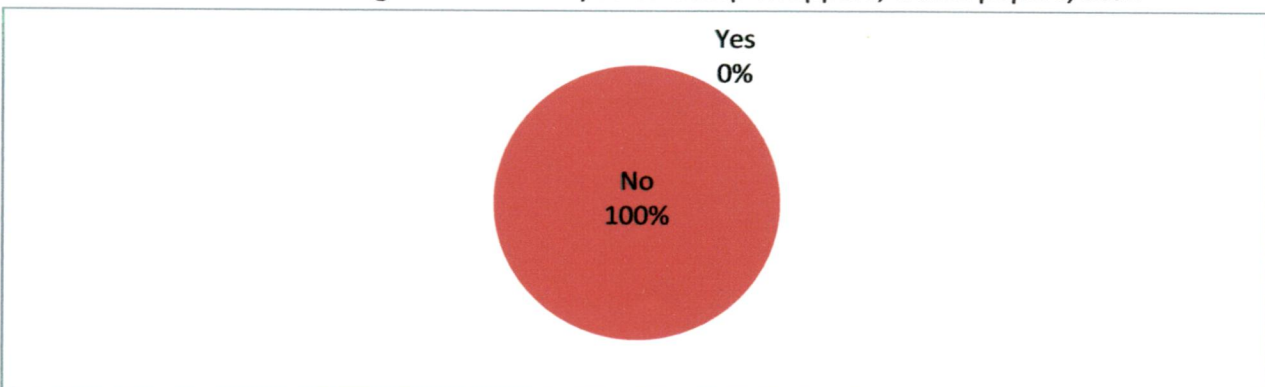


Figure 107 Sufficiency of dustbins - ii

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 16: Are there spaces for you to take shelter in case of extreme sun or sudden rainfall?

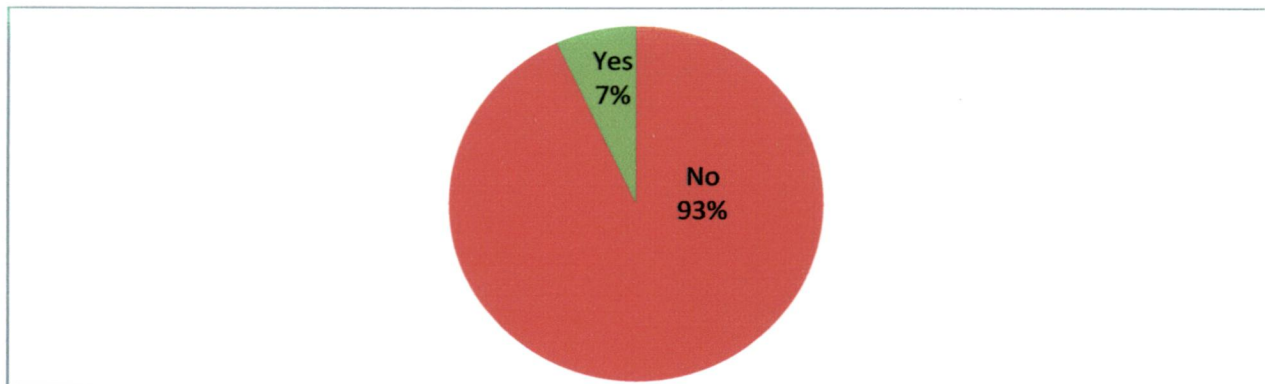


Figure 108 Insufficiency of shelter - ii

Question 17: During your visit to markets, you are accompanied by:

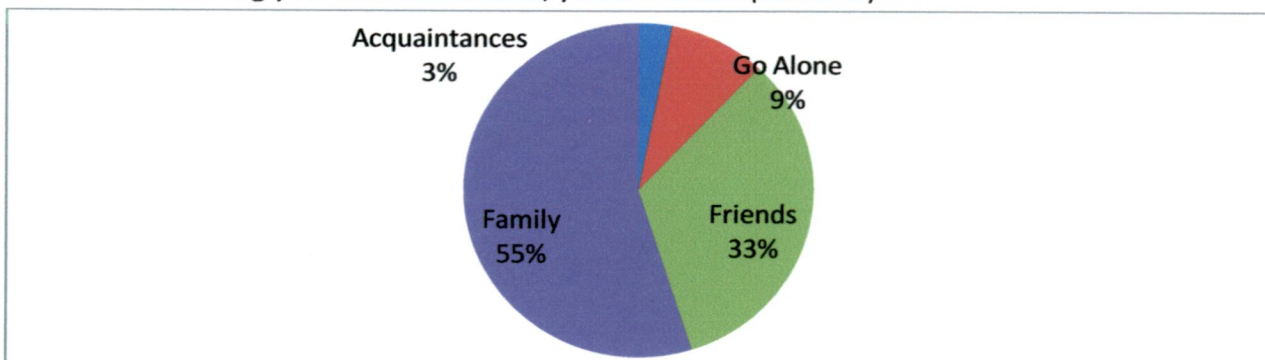


Figure 109 Companion during visit - ii

Question 18: Would you consider your visit to the marketplace to be a recreational activity?

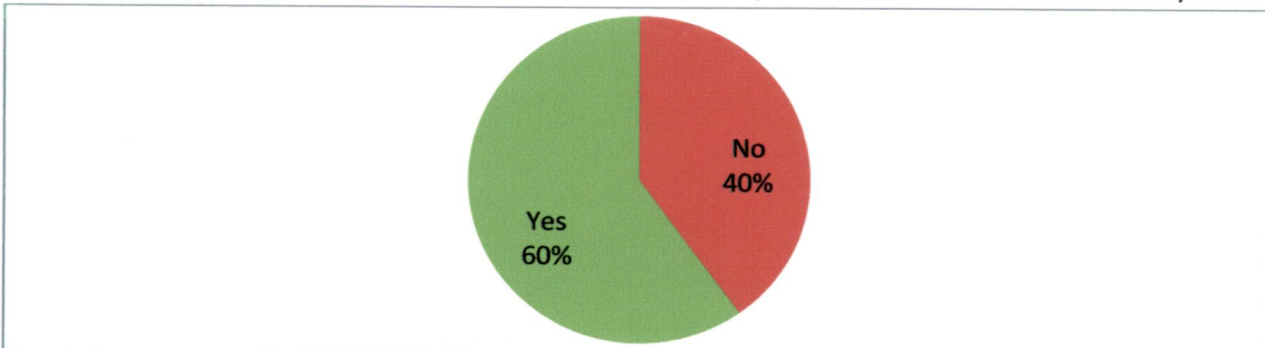


Figure 110 Whether a recreational activity - ii

Question 19: Does the beauty and attractiveness of a marketplace affect your decisions to visit them?

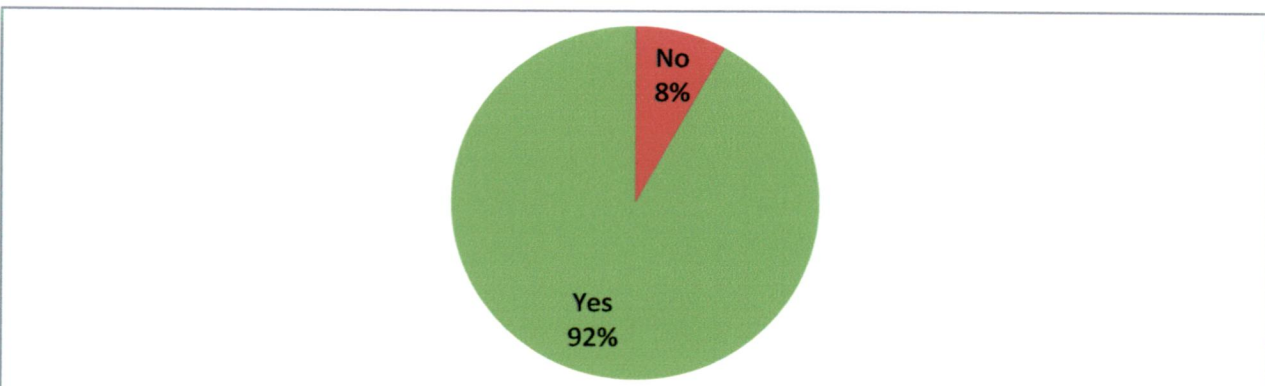


Figure 111 Influence of aesthetics on decisions - ii

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

Question 20: According to you, what is responsible for destroying the beauty of this marketplace?

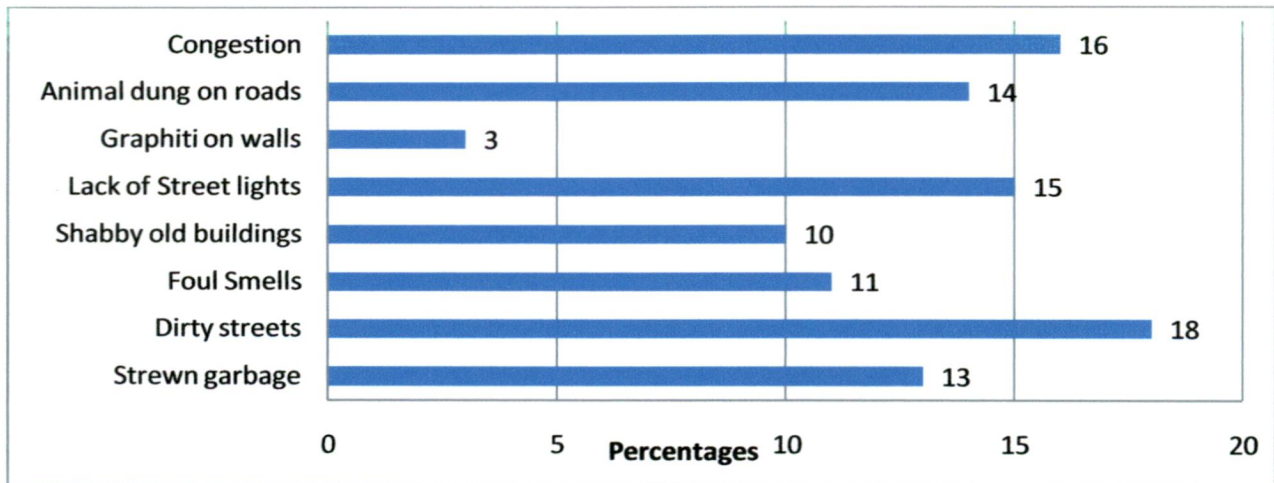


Figure 112 Main causes - ii

Question 21: Do you feel that marketplaces like these have some advantageous elements which may not be made available in a shopping mall?

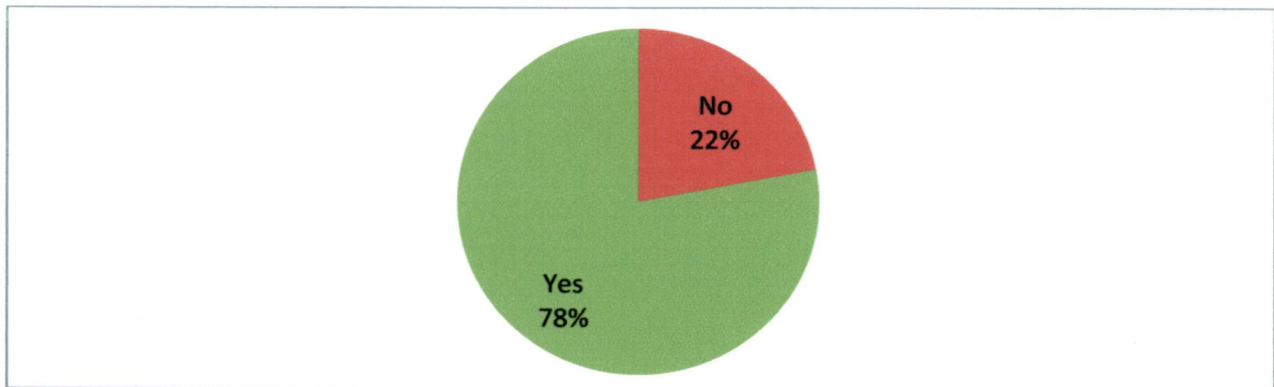


Figure 113 Are traditional marketplaces advantageous? - ii

8 CHAPTER 7: ANALYSIS OF THE DATA

8.1 Inferences from Survey Data

A careful analysis of the data derived from the vendor and customer surveys throw up the following interesting facets of traditional marketplaces.

Most vendors in these marketplaces believe that their businesses are prospering. This vindicates the belief that the vital functions of traditional marketplaces are still intact. Therefore, need for revitalization or redevelopment is yet uncalled for. Over time, these marketplaces have borne the brunt of weathering. This is evident as a majority of the vendors feel that the condition of their marketplaces have deteriorated over time. However, the fact that most vendors would not like to move to a more modern marketplace suggests that these marketplace are far from their end. Hence, the most logical solution to the situation is to rejuvenate these places. Rejuvenation would not call for drastic changes, and yet, it would invigorate the soul of these places. It would also help remove the stagnation that has set in, as claimed by a substantial percentage of the vendors, by simple attracting fresh customers and, thereby, providing a new lease of life.

Attractiveness of a marketplace plays an important role in its popularity, a fact that is agreed upon by both the vendors as well as the customers. This automatically implies that any rejuvenation exercise would have to pay a substantial attention to the aesthetic appeal of the place aside from the functional aspects. With a majority of the customers who were surveyed saying that they visit the marketplace due to their personal liking, the consideration of the aesthetics appealing to its visitors attains heightened importance. It certainly does help that a majority of the vendors are welcome to architectural interventions taken in order to improve the appeal of their marketplaces.

From the results of the survey, the potential of these marketplaces to serve as places of active social interaction is also evident. That most people visit these places to 'hang-out' is a first case point. The other point in this regard is the high percentage of customers reporting that they usually visit these places with friends and family. Therefore, provided the right spaces are created, these traditional marketplaces can easily cater to the need of social interaction within the community.

Along with this, another observation that strikes out is the high percentage of visitors from the lower MIG and LIG income groups. Most often, the modern marketplaces are out of reach for these people. It is marketplaces such as these which serve these income groups. That majority of the customers associate their visit to the marketplace as an act of recreation only underlines the social significance of such places. It is, therefore, imperative that any rejuvenation exercise takes into consideration these social benefits of the traditional marketplaces and plan accordingly.

The surveys also throw light upon the problems that plague these marketplaces. With a vast majority of the vendors being unhappy with the present infrastructural condition of their respective marketplaces, it is imperative for a rejuvenation exercise to make provisions for improvements in the basic infrastructure. Streets, Drainage, Solid waste management, Parking facilities, etc. are all causes for concern. Both the vendors and customers agree to shortage of parking arrangements in these marketplaces. Considering that a substantial fraction of people use private means of transport, provision for their parking has to be dealt with efficiently and with care. While most of the visitors would prefer to walk during their visit to the market, they agree to the fact that the current layout of the streets and alleys are far from being pedestrian friendly. Lack of street signages for guidance, absence of street furniture for resting, and lack of features to shelter from the elements all play their

role. A single major concern for any rejuvenation attempt would be to plan for pedestrian friendly streets.

However, this requires the provision of basic infrastructure which can cater to the needs of a pedestrian. With the usually visit time of most customers ranging between 1 to 3 hours, it is understandable that they would need places to rest in between their walks. The same argument calls for the provision of public toilets. The survey reveals that street furniture is an unknown entity in the present marketplaces, and public toilets are a rarity too.

Encouraging pedestrian movements would inadvertently help bring down the congestion levels within the marketplaces by cutting down on the number of vehicles. One other probable solution would be to time defined use of the streets for different activities. The survey reveals that these marketplaces usually face their peak rush in the evening and the least in early mornings and late nights. Thereby, it is probable that the early mornings could be used for the entry of supply vehicles and late nights could be used for garbage disposal while maintaining the streets vehicle free during the evenings.

However, the survey reveals that a majority of the vendors are either unsure of or does not believe that reducing congestions and promoting regulated traffic movements would help in improvement of their businesses. This is a likely challenge that will have to be overcome by creating awareness amongst the vendors regarding the benefits of traffic regulation and decongestion of the streets.

While making streets pedestrian friendly and decongesting them are important aspects, planning for a litter-free street is also important. With customers voting for 'strewn garbage' as the most popular destroyer of appeal of a marketplace, solid waste management becomes important. It is clear from the survey results that both vendors and customers agree that the number of dustbins and garbage bins presently serving these marketplaces are not enough.

Despite all the problems and challenges brought out by the survey, all is not lost. A majority of the visitors say that they like shopping in these traditional marketplaces, and they believe that these places have advantageous qualities which cannot be made available within the confines of modern marketplaces. It is this belief which a rejuvenation exercise would have to uphold.

8.2 Ocular & Experiential Observations:

The following are the prominent observations made during visits to the study area.

- The streets are congested due to clear directions on the flow of different types traffic. There is no demarcation between the fast moving and slow moving lanes.
- The footpaths have been encroached upon by the hawkers and temporary vendors causing the pedestrian population to spill over into the main carriageway.



Figure 114 Congestion & Encroachment on streets

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

- Lack of parking spaces has led to parking along the sides of the road, thereby, reducing the usable width of the roads.



Figure 115 Parking on road sides

- Lack of defined boarding and de-boarding points in the market-street. This allows visitors to board and de-board their vehicles at any place, choking up traffic behind them.
- There is a general feeling of staleness arising out of the utter disdain shown towards the visual appeal of the place over the years.

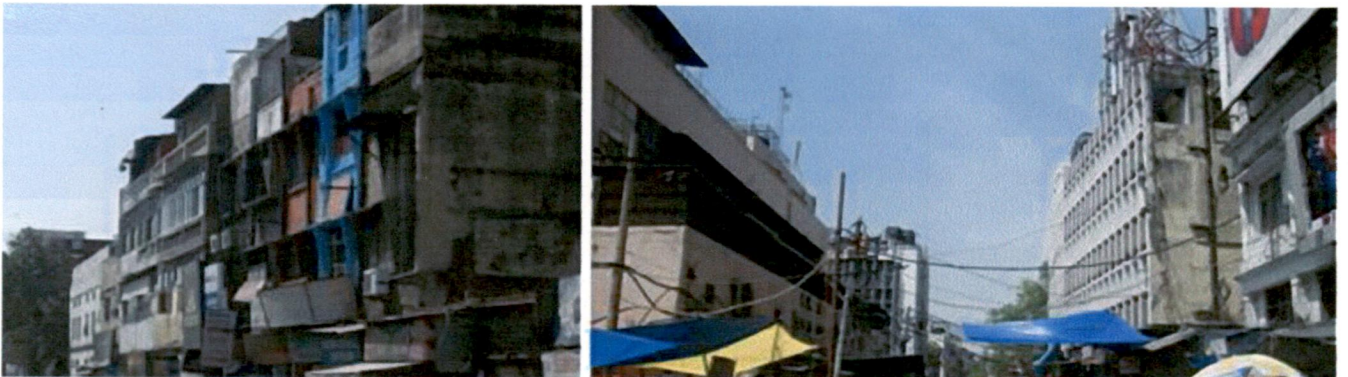


Figure 116 Staleness & Shabby Old Buildings

- Cluttered overhead electric wires, sagging at points, cause an ugly sight to behold for the visitor.



Figure 117 Cluttered overhead wires

- Old shabby buildings line the streets. While the architecture of these buildings have faded with the neglect dished out to them in time, there are traces of elegance which sprout intermittently from underneath the crowd of advertisement boards and hoardings.

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

- Inconsiderate shop fronts have taken away the glory from the facades of the buildings in which they are housed.
- Lack of architectural control has resulted in discord between the harmony of the buildings causing a visual irritation.
- Inconsiderate and excessive display of advertisements and banners has taken away the historical feel of the place.



Figure 118 Excessive Hoardings & Disregard for architecture

- Improper street lighting has created dark alleys rendering them unsafe at night.
- The streets are littered with garbage owing mainly to the lack of dustbins at appropriate places.
- Usually each marketplace has its own garbage bins. However, they are mostly inadequate to handle the amount of garbage generated in the marketplaces.
- Most of these marketplaces are along long stretches of road. However, there are no street furniture for the weary visitor to take rest.
- Public toilets, where available, are in a state of apathy and give out foul stench, polluting the nearby area.
- Informal & temporary food stalls usually attract large crowds. With lack of open spaces within the marketplace, this crowd generally hovers around the stall, and more often than not, obstructs free movement along the footpaths and streets.
- Open spaces, of whatever little is available, lacks basic maintenance. They are usually turned into garbage dumps.
- Most visitors are attracted to these marketplaces due to its diversity and vibrancy.

8.3 Identification of Problems

Based upon the ocular observations, survey conducted and with the background knowledge from the literature reviews, the following major problems were identified which plagued these marketplaces:

- Congested Streets
- No segregation of the traffic movement
- Irregular and whimsical stopping of vehicles
- Acute lack of parking spaces
- Illegible entry and exit points
- Lack of signages for easy way-finding
- Lack of space for temporary and informal vendors
- Negligence of pedestrian necessities

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

- Lack of public amenities like toilets & safe drinking water
- Lack of appropriate open spaces for healthy social interactions
- Unawareness of the historical & cultural significance of the place
- Irreverence to the architecture of the place
- Inconsiderate & Excessive display of banners, advertisement boards, & hoardings
- Lack of overall aesthetic appeal

The above mentioned problems would form the core of the guidelines for the rejuvenation of these marketplaces.

9 CHAPTER 8: FORMULATION OF THE GUIDELINES

With the background knowledge in place and the inferences drawn from the primary data, the guidelines for the rejuvenation may be formulated.

9.1 The Vision

The basic vision of the guideline is to convert traditional marketplaces from being just places of trade to becoming aesthetically appealing places of recreation and active social interaction, without compromising on their primary function of trade. This vision in itself underlines the basic goals which the guidelines attempt to achieve.

9.2 The Goals

The guidelines for the rejuvenation of traditional marketplaces will achieve the following goals:

- Eradication of the existing lacunas of the traditional marketplaces
- Provision for the functional efficacy of the marketplaces
- Improvisation on the aesthetic of the marketplaces
- Creation of a means by which the aesthetic appeal of the traditional marketplaces may be enhanced

9.3 The Guidelines

Since rejuvenation is associated to pleasure, and these guidelines attempt to rejuvenate the traditional marketplaces, it is only apt to categorise them in terms of pleasure.

9.3.1 Guidelines for the pleasure of Function

These guidelines give general pointers at improving the functionality of the marketplaces.

1. A clear and legible entry and exit points should be defined. This may be done by various means, depending on the location and area. The entry and exit points could be marked by existing historical relics or structures, or, they could be created by regulation of the traffic flow. This would help in visitors in recognising the marketplace and also to orient themselves.
2. Sufficient public amenities should be provided for like public toilets, drinking water facilities etc. The estimates should be calculated keeping in mind the peak loads of the marketplace. For instance, some marketplaces could have heightened visitor count on the weekends, while certain other marketplace could see maximum footfalls in another day of the week.
3. Informal and temporary vendors should be integrated in to the rejuvenation plan, and proper spaces should be allocated to them. One of the suggested methods would be to create pockets of open spaces which could cater to the temporary stalls. Another suggested method could be to integrate these stalls between the permanent stores. The choice of strategy would vary from marketplace to marketplace depending on the existing fabric.
4. Time-defined use of streets should be encouraged for different activities in order to avoid congestion. In most marketplaces, different activities take place at different times of the day. Hence, a strategy should be worked out to fit in the different activities without superimposition. For example, the supply of goods to the stores could be planned early in the morning before the marketplace opens to the public rush. Similarly, activities related to maintenance like garbage disposal, clearing of dustbins could be scheduled in the after-hours after the public rush has died down.

5. Utmost care should be taken to provide for the parking of vehicles. It should be noted that while some of the parking should be earmarked for long time parking for the vendors, while others should be short time parking. While it is understandable that finding parking with an existing marketplace could be a difficult task. In cases where it is not possible to provide parking within the marketplace, it should be provided for in the neighbouring areas, and these parking lots may then be connected through pedestrian friendly means of conveyance like cycle-rickshaws and non-polluting electric wagons.

9.3.2 Guidelines for pleasure of Circulation & Movement

1. The Circulation & movement patterns of vehicles and pedestrians should be carefully chalked out. Special consideration should be taken of the direction of flow of traffic.
2. Points of boarding and de-boarding should be clearly and legibly marked. This prevents unwarranted stopping of vehicles.
3. A hierarchy of vehicular travel could be put in place, thereby reducing the entry of unwarranted vehicles in the marketplace and causing unnecessary chaos. For instance, Heavy vehicles could be checked at the loading and unloading bays. The inner streets could be cycle-rickshaw access only.
4. Pedestrian movement should be encouraged by provision of pedestrian friendly streets. Guidelines for street design by UTTIPEC could be a benchmark, although solutions would be case specific.
5. Special pedestrian only zones could be demarcated within the marketplaces.
6. Footpaths should be kept free from encroachment.
7. Street furniture should be provided at intermittent distances.
8. Clear and legible signages and direction boards should be put up at all locations for easy way finding.
9. The streets should be properly lit so as to avoid dark spots, corners or alleys. An ideal suggestion is to use a brighter high light for the main carriageway, and a softer light just above the human height towards the footpath. This would induce a sense of security amongst the visitors.

9.3.3 Guidelines for pleasure of Maintenance & Services

1. Garbage bins should be sufficiently provided for and at appropriate locations which can cater to the entire marketplace. The appropriate location for garbage bins would be to the rear of the marketplace, abutting on the service road, and away from the visiting public. Where such locations are not available, the bins should be closable and located such points within the marketplace which are likely to be least visited by people.
2. Dustbins, on the other hand, should be provided at appropriate distances throughout the marketplace along the footpaths and on the edges of places of public gatherings.
3. The drainage plan should be reworked to adjust itself to the increased demands of the present day. Surface drains and sewers should be provided with means to de-clog them easily.
4. Age old overhead electrical wiring should be replaced with underground wiring. This not only enhances the visual appeal of the place, but also prevents hazards.

9.3.4 Guidelines for Visual Pleasure

1. The architectural history of the place should be carefully investigated into to understand the importance of different existing elements.
2. Elements should be identified within the existing elements that would help recreate the historical character of the place.
3. Important buildings, those which have been identified, should be treated to restoration.
4. Depending on the location and characteristics, a strategy should be worked out for the conservation of the necessary elements. It is inconceivable to think that all of the buildings can be restored, and hence, buildings with potential for restoration should be previously identified.
5. Unnecessary hoardings, banners, and advertisements should be brought down so that the actual historical facade may truly express itself. Regulations regarding the display obstructing the facade should be carefully worked out. This is not to say that all displays should be curbed, after all, it should be kept in mind that it is a marketplace. A more pragmatic approach is to regulate the sizes, number and manner of display. They should be carefully worked out such that, instead of diminishing the beauty of the architecture, they blend in with it unobtrusively.
6. Old and shabby building facades and walls with graphiti should be repainted to match the overall character of the place.

9.3.5 Guidelines for pleasure of Social Interaction

1. Spaces which encourage social interaction should be planned out within the marketplace. Depending upon the space available, such spaces could be parks, round-about, squares, etc.
2. Open spaces should be neatly maintained and provided with furniture for sitting. It is advisable to plant trees in such areas if possible to provide shade. Else, artificial means could be adopted to protect visitors from the elements.
3. Such spaces could be integrated with other activities like temporary vendor stalls, informal food stalls, etc.
4. Such spaces should be pedestrian only zones.
5. It is advisable to create several such spaces at walkable distances instead of creating one large open space. This would allow the interest of the place to remain intact, while creating a network of pedestrian friendly zones, thereby, encouraging pedestrian movement. Also, spreading out the open spaces for social interaction gives choice to the visitors, thereby cutting down on crowd accumulation.
6. Such spaces should also be provided with safe drinking water fountains.

10 CHAPTER 9: CONCLUSION

The traditional marketplaces are an indispensable part and parcel of our social structure. It exists in all parts of the globe, and, has an important role to play in the society. This role is not limited to just the implications on the economy, but is more far reaching. These marketplaces are embedded in our history and have been a direct link with our heritage. It is this fact, amongst others, that make these markets invaluable to us. Across the globe the traditional marketplaces exist in different forms, each in conjunction with the culture of its location. But despite the subtle differences, there exists a common link between the nature & characteristics of a traditional market of any place. In this modern urbane world, the relevance of these age old markets is often put to question. A closer look at them reveals why they are so important to us and why they cannot be disposed off with. However, despite the fact that we cannot afford to lose these marketplaces, their state are pathetic. Facing challenges from the organized market sector, they are struggling to keep pace. This has more to do with the negligence shown towards these places than to do with their commercial viability. The situation is indeed alarming in India, in spite of the fact that it is a country which prides itself in its cultural heritage and diversity. India is very rich in context of traditional marketplaces, and these have the potential to act as the showcase for the country. In order for that to happen, it is necessary to immediately try and stop the damage that negligence and indiscriminate urbanization has done to them. The need of the hour is to identify such markets, recognize their importance, rejuvenate them to life, and harness their potential. This study is only a step in that direction. While the guidelines formulated in this thesis certainly pave a way for the rejuvenation of the traditional marketplaces in Indian cities, it also leaves scope for future research for marketplace specific solutions. While undoubtedly, the solutions to each marketplace will differ from the other, the essence of the work will remain as encompassed in this thesis.

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12 APPENDICES

12.1 A: Sample Survey Questionnaire for Vendors

QUESTIONNAIRE 1

Declaration: All questions are meant to support an academic research & the answers will be used for academic purposes only.

- 1) What is the nature of your business establishment? _____
- 2) Most of your customers are: (a)Married Men (b)Married Women (c)Married Couples (d)Single Men
(e)Single Women (f)Unmarried Couples (g)Children (h)Elderly
- 3) Opening time:_____ Closing Time:_____
- 4) At what time of the day does your establishment receive the maximum rush of customers? _____
- 5) Is there any variation during weekends, holidays or festivals? Yes/No
- 6) If yes, please specify: (a)Weekends _____ (b)Holidays _____ (c)Festivals _____
- 7) What would you say about the spending capacity of majority of the customers visiting your establishment?
(a)Very rich (b)Rich (c)Upper MIG (d)Lower MIGs (e)Poor (f)Extremely Poor
- 8) For how long have you had this establishment in this marketplace? _____
- 9) Considering the circumstances, you would say that your business is: (a)Prospering (b)Stagnant (c)Deteriorating
- 10) What is the approximate average daily turnover of your establishment? _____
- 11) Does the overall condition of the marketplace affect the business in your establishment? Yes/No
- 12) Are you satisfied with the present infrastructural condition of your marketplace?
(a)Fully Satisfied (b)Somewhat Satisfied (c)Not Complaining (d)Unsatisfied (e)Extremely Unsatisfied
- 13) One thing about the marketplace you are fully satisfied about: _____
- 14) One thing about the marketplace you are most unsatisfied about: _____
- 15) Are the electric supply lines of the marketplace in proper condition? Yes/No
- 16) Do you face problems due to improper condition of electrical services of the marketplace? Yes/No
- 17) What kind of waste/garbage does your establishment produce? _____
- 18) How is this garbage/waste disposed off? _____
- 19) Where is this garbage/waste disposed off? _____
- 20) Are there enough garbage disposal bins which service the marketplace? _____
- 21) Do you feel that they are appropriately located? _____
- 22) Are the garbage bins cleared daily and is the clearing done in appropriate manner? _____
- 23) At what time of the day does your establishment dispose off the waste generated? _____
- 24) Does the marketplace suffer from water-logging on the streets? If yes, when? _____
- 25) How severe is the water-logging? (a)Negligible (b)Mild (c)Not Walkable (d)Severe, not even motorable
- 26) Would you attribute this water-logging to insufficient & bad drainage? _____
- 27) Are the drains existing in the marketplace regularly de-clogged? Yes/No
- 28) Would you say that the marketplace is customer-friendly? Yes/No
- 29) Is your marketplace safe for your customers? Yes/No If No, why? _____
- 30) Is your place of residence away from the marketplace? Yes/No
- 31) If yes, how do you reach your establishment? (a)Public Conveyances (b)Own Conveyances (c)Combination
- 32) If an own vehicle is involved, where do you park? _____
- 33) Would you say that there are sufficient parking places in your marketplace? Yes/No
- 34) If no, what is the extent of shortage? (a)No parking places (b)Extremely Short (c)Manageably Short (d)Short only on
festivals, weekends, holidays and special occasions
- 35) How are goods supplied to your establishment? _____
- 36) At what time of the day are they delivered to your establishment? _____
- 37) If the goods have to transferred via unloading bays, how are they transferred to your establishment?

- 38) How much time, on an average, does the entire process of supply of goods take? _____

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- 39) Will streamlining the traffic movements & reducing congestion on the streets of the marketplace help in improvement of your business? *Yes/No*
- 40) Over time, the general condition of the marketplace has : *(a)Improved (b)Remained Stagnant (c)Deteriorated*
- 41) According to you, is your marketplace an attractive place? *Yes/No*
- 42) Will improving the overall beauty and attractiveness of the marketplace increase of customers visiting the marketplace?
(a)Substantial increase (b)Inconsequential increase (c)Would not affect customer volume
- 43) Will you support architectural interventions taken to improve the attractiveness of the marketplace? *Yes/No*
- 44) According to you, what is the most pressing concern for the marketplace?

- 45) Given a chance, would you rather move your establishment to one of the modern shopping complexes/malls?
(a)If yes, Why? _____
(b)If no, why? _____

Signature of person answering the survey: _____

Name of person answering the survey: _____

Designation: _____

Name of the Establishment: _____

Address of the Establishment: _____

Contact Number(s): _____

Thank you for taking time out of your busy schedule to take the survey. Your co-operation has been very helpful.

12.2 B: Sample Survey Questionnaire for Visitors

QUESTIONNAIRE 2

Declaration: All questions are meant to support an academic research & the answers will be used for academic purposes only.

- What is the purpose of your visit to this marketplace? (a)to buy specific items (b)to run an errand (c)to meet someone (d)to hang-out (e)passing by (f)to recreate self (g)others_____
- Why this specific marketplace and not somewhere else? (a) near to home (b)cheaper (c)quality of space (d)reputation of the place (e)familiarity with the place (f)personal likeness (g)others_____
- Have you visited this marketplace before today? Yes/No
- How often do you visit this marketplace? (a)Daily (b)Once or twice a week (c)more than twice a week (d)every weekend (e)once or twice a month (f)only on special occasions (g)rarely
- Do you like shopping in this marketplace? Yes/No

(a)If yes, why?_____

(b)If no, why?_____

- Is there anything in particular that attracts you to this marketplace? _____
- At what time of the day do you usually prefer to visit this marketplace? _____
- Why do you prefer this time of the day? _____
- Approximately, how much time do you usually spend at the marketplace during your visits? _____
- Place of residence: _____ Place of work: _____
- How did you travel to this marketplace? (a)Public Transport (b)Own Conveyance (c)Combination of both
- If you used public transport, which ones did you prefer? (a)Metro (b)Bus (c)Auto-rickshaw (d)Cycle-rickshaw
- How did you cover the distance between the point of access of public transport and your point of interest in the marketplace? (a)On foot (b)By cycle-rickshaw (c)Auto-rickshaw (d)any other means_____
- If you travelled by your own conveyance, what kind of conveyance was it? (a)Bicycle (b)Two-wheeler (c)Car
- Where did you park your vehicle? _____
- How far is the parking space from the marketplace? (a)within vicinity of the marketplace (b)nearby (c)at a walkable distance (d)very far away (e)parked on the streetside
- Do you feel that there are enough parking spaces serving the marketplace? Yes/No
- If no, what is the extent of shortage? (a)high shortage (b)manageable shortage (c)shortage only on certain days
- While exploring the marketplace, you would: (a)prefer to walk (b)have a means of conveyance (c)stay at one place
- Do you think the present streets of the market allow you to walk freely? Yes/ No
- How often do you feel that the marketplace is too congested? (a)At certain hours of the day (b)Always (c)Only on certain days (d)Never
- Is it easy to find your way about in this marketplace? (a)Very Easy (b)Easy (c)Neither easy nor tough (d)Tough
- Are there enough signages throughout the marketplaces to guide you to your destination? Yes/No
- Are these signages clearly visible? Yes/No
- In case you get tired of walking, are there places in this marketplace for you to take rest? Yes/No
- Are there provisions for drinking water? Yes/No If yes, are they clean, hygienic & sufficient? Yes/No
- Are there enough dustbins for you to dump wrappers, waste papers, etc.? Yes/No
- During summers, are the streets shaded from the sun? Yes/No
- Are there spaces for you to take shelter in case of sudden rainfall? Yes/No
- During your visit to markets, you are accompanied by: (a)go alone (b) family (c) friends (d) partner (e) colleagues
- Are your visits to this marketplace strictly out of necessity? Yes/No
- Would you consider your visit to the marketplace to be a recreational activity? Yes/No
- What other activities, besides buying goods, do you engage in during your visit to this marketplace? (a)Eating out (b)Chit-chat with companions (c)Catching a movie (d)Exploring new places (e)Others_____
- Do you feel that the existing facilities in the marketplace allow you to enjoy all of these activities? Yes/No

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- Does the beauty and attractiveness of a marketplace affect your decisions to visit them? *Yes/No*
- Do you consider this marketplace to be attractive and aesthetically pleasing? *Yes/No*
- If yes, what aspect of this marketplace attracts you the most? _____
- If no, what aspect of this marketplace do you find most unattractive? _____
- According to you, which of the following are responsible for destroying the beauty of this marketplace? Please rank them in order starting from the most responsible to the least responsible.

(a) garbage spread all over (b) dirty streets & alleys (c) foul smelling drains (d) unkempt public toilets (e) shabby old buildings (f) cluttered overhead electric lines (g) uncontrolled hoardings, posters, & advertisement boards (h) graffiti on walls (i) animal dung on streets (j) overall negligence of aesthetics (k) others _____

- Suggest one change that would make this marketplace more attractive: _____
- Have you ever shopped at a mall or shopping complex? *Yes/No*
- Do you feel that marketplaces like these have some advantageous elements which may not be made available in a shopping mall? *Yes/No*
- Where do you enjoy shopping more? *(a) Shopping Complexes & Malls (b) Traditional marketplaces such as these*

Signature of person answering the survey: _____

Name of person answering the survey: _____

Occupation: _____ Gender: *Male/Female* Age: _____

Average Monthly Income: _____

Average Monthly Income of family: _____

Contact Address: _____

Contact Number(s): _____

Thank you for taking time out of your busy schedule to take the survey. Your co-operation has been very helpful.

12.3 C: Survey Data Sheets

12.3.1 Vendor Survey

Respondent No.	Customer Type	Peak Hours	Spending Capacity	State of Business	Role of condition of marketplace	Infr-structure & Condi- tion	Electric Supply	Garbage Bins	Clearing of Garbage	Water Logging	Condition of Drains	Customer Friendliness	Safety & Security	Mode of Travel	Parking Spaces	Does Congestion Affect	Growth of market over years	Does Aesthetics Affect	Support Rejuvenation	Will you relocate?
1																				
2	a	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	b	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
4	c	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
5	d	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
6	e	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
7	f	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
8	g	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
9	h	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
10	i	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
11	j	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
12	k	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
13	l	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
14	m	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
15	n	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
16	o	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
17	p	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
18	q	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
19	r	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
20	s	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
21	t	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
22	u	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
23	v	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
24	w	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
25	x	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
26	y	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
27	z	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
28	aa	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
29	ab	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
30	ac	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
31	ad	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
32	ae	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
33	af	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
34	ag	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
35	ah	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
36	ai	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
37	aj	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
38	ak	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
39	al	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
40	am	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
41	an	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
42	ao	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
43	ap	Mon Noon	Up	Down	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Guidelines for Rejuvenation of Traditional Marketplaces in Indian cities

12.3.2 Customer Survey

Respondent No.	Purpose of Visit	Reason for Choice of Market	Frequency of Visit	Likeness	Preferred Time of Visit	Average Duration of visit (in hrs)	Mode of travel	Parking Spaces	Means of Exploring market	Pedestrian friendliness	Ease of Way finding	Resting Places	Drinking Water Facilities	Companions	Is recreational?	Does aesthetics influence?	Main Distikes
	a b c d e f g	a b c d e f g	a b c d e f g	Y N	a b c d	0 to 1 1 to 2 2 to 3 to 3 to 5	Pub. Pri. Mode	Y N	r g	Y N	Y N	Y N	Y N	a b c d	Y N	Y N	a b c d e f g h i
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