

# A CRITICAL ANALYSIS OF AN ORGANISED COMMERCIAL COMPLEX : NEHRU PLACE

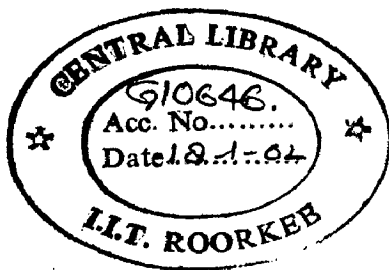
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By

RAVI JAIN

Guide

Shri RAJESH CHANDRA



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DEPARTMENT OF ARCHITECTURE AND PLANNING

UNIVERSITY OF ROORKEE

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CHAPTER - 11.1 INTRODUCTION

Recent planning of new settlements, colonies and towns have in most cases provided with separate commercial complexes in the form of huge commercial blocks. It has been observed that large number of these organised and specifically planned commercial complexes have not been able to serve their purpose and function. There is a wide gap between the recommendations and actual growth in the case of planned commercial centres and this gulf is growing today at an alarming rate.

Nehru Place District Centre in South Delhi has been taken as the study area for this thesis project. First Master plan of Delhi (1961-1981) suggested a restructuring of Delhi from binodal (Chandni Chowk and Connaught Place being the existing nodes) to a multinodal city. Master plan proposed 15 District centres in various parts of Delhi to decentralise commercial activities and other central functions to make the district more or less self contained. Yet today the period of first master plan is about to ready. Only 3 out of 15 district centres have been almost fully developed. The short comings of the recommendations are distinctly apart.

1.2 OBJECTIVES

This thesis project would evaluate the functioning of planned commercial complex Nehru Place in the sense to what extent it is able to serve its purpose. Local impact of this centre will also be studied.

Based on this analysis, the causes in delay in development and various problems faced by this commercial complex can be known and recommendations for the future planning of this organised commercial complex can be given.

### 1.3 SCOPE AND LIMITATIONS

The scope of this thesis is limited to only :

- (a) planning aspect of district centre
- (b) detailed analysis of one district centre  
i.e. Nehru Place.

### 1.4 METHODOLOGY ADOPTED

This study is based on the data collected from the sample survey done by author and also data from secondary sources. The survey conducted were as follows :

- (a) Customers survey
- (b) Workers survey
- (c) Shopping survey
- (d) Office survey

### 1.5 LITERATURE REVIEW

Relevant literature survey has been done.

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CHAPTER - 2CONCEPTUAL FRAMEWORK OF DELHI MASTER PLANS2.1 PREPLAN CITY STRUCTURE

Before the Master Plan, Delhi has two distinct structures, one in old Delhi and other in New Delhi. There were physical, social and economic barrier between these two cities. The post independent growth of the city was hapazard and city developed rapidly to the south and the west making it functionally unbalanced. There were concentration of Govt. employment centres and shopping areas resulting in traffic bottlenecks. There was an undesirable landuses almost everywhere in the city.

2.2 HIERARCHY OF COMMERCIAL AREAS IN DELHI MASTER PLAN (1961-81)

The following five tier hierarchy was adopted in first Master Plan

| Location  | Population              | No. of shops          |
|---|-------------------------|-----------------------|
| 1. Central Business Districts and Sub-Central Business Districts. | Entire urban population | Not estimated         |
| 2. District Centres   | 1.5 to 2.5 lakhs        | 200 to 350 shops each |
| 3. Community Centre   | 40,000-50,000           | 80 to 100 shops each  |
| 4. Residential Planning area                                      | 12,000-15,000           | 15 to 20 shops each   |
| 5. Residential units (Convenience Shopping                        | 3,500- 5,000            | 4 to 6 shops each     |

### 2.3 NEHRU PLACE DISTRICT CENTRE - AN INTRODUCTION

This centre is situated in Zone F-2 at the intersection of outer ring road (Chirag-Delhi Kalkaji Road) and 100 ft. R/W link road to Kailash colony. This centre is surrounded by posh colonies like Greater Kailash I and II, Lajpat Nagar, Suraj Parbat and Kalkaji Extension. The total area covered by this centre is 83.35 acres. This can be studied under 3-heads

- (a) Master Plan Recommendations
- (b) Zonal Plan Recommendations
- (c) Delhi Development Authority's Revised Proposals

### 2.4 PROPOSALS OF II MASTER PLAN (1981-2001)

The same 5 tier hierarchy is adopted with increased population and number of shops.

In Nehru Place the 4 hectares area which was proposed for government offices during period 1961-81 is now recommended to be developed as retail shopping on 30% coverage and 75 F.A.R.

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## CHAPTER - 3

### A DETAILED STUDY OF NEHRU PLACE DISTRICT CENTRE

#### 3.1 DEVELOPMENT PROCESS

To know the actual development of this centre this head can be divided into 3 subheads -

3.1.1 Need of this Centre - To check the hapazard growth of commercial activities at Delhi and to decentralise central functions.

Master plan envisaged the development of Delhi into 8 self-contained divisions each served by strategically located district centre. This District Centre were to be self contained in more than one sense.

3.1.2 The Developing Agency - Delhi Development Authority is the main developing agency involved in the development of Nehru Place.

3.1.3 Stages of Development - First priority is given to the shops-cum-commercial office complex. Second to the hotels, Central Govt. offices etc. and third to the rest uses.

#### 3.2 CHARACTERISTICS OF COMMERCIAL COMPLEX

3.2.1 Location - Explained in 2.3

3.2.2 Age - First commercial establishment commissioned at Nehru Place in 1976. So, the age of this centre can be taken as 11 years.



3.2.3 Size - The statement of area is as follows -

|   |             |
|---|-------------|
| Total area of the scheme                  | 83.35 acres |
| (a) Area under commercial establishments  | 57.60 acres |
| (b) Area under Industrial cum work centre | 14.75 "     |
| (c) Area under Govt. Offices              | 11.00 "     |

3.2.4 Form - It is an open type of commercial complex with enough frontage. The shops are linearly placed on a raised piazza and there is no traffic movement between the two blocks.

3.2.5 Functions - There are three main functions i.e. commercial establishments, Govt. offices and K Industrial cum work centre.

3.2.6 Services and Facilities - Nehru Place is provided with various services and facilities like Bus interchange, Parking facilities, Telephone, Water Supply, Police Station, Telegraph Office, Fire Station, Banks etc.

3.2.7 Traffic and Transportation - Nehru Place is well connected by local buses (run by D.T.C. as well as by private owners) from nearly every part of Delhi. Total volume on 100 ft R/W road is 14802 vehicles. The LTR system is about 4 km from Nehru Place.

3.2.8 Employment Generated - Total employment generated by Nehru Place District Centre is 29,000 with a

workers density 537 persons/acre which is much more than that of proposed one (275/325 workers/acre).

### 3.3 EXISTING STATE OF DEVELOPMENT

In shops cum commercial office complex 82.49% of the total floor space has been built and 10.06% is under construction. In Govt. office complex 38.93% floor space has been build so far. No development in work cum industrial complex has taken so far. The buildings under construction are of fire station, hotel and commercial offices (multi-storeyed).

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## CHAPTER - 4

### A CRITICAL ANALYSIS OF NEHRU PLACE DISTRICT CENTRE

#### 4.1 STUDIES RELATED TO THE ROLE OF NEHRU PLACE AS A COMMERCIAL CENTRE

Decentralization of commercial activities is an integral part of the recommendation of Master Plan. The first study is to find out whether the population required to sustain a district centre is there or not. The author studies are related to the work to home relationship problems of Nehru Place, causes of delay of development etc.

#### 4.2 ANALYSIS OF THE CUSTOMERS SURVEY

The main objective of conducting customer survey is to find out the intended influence area. It is not possible to delineate the influence area on the basis of customer survey as only 12% customers who come to this centre belong to surrounding area of this centre and rest are the employees of the centre. So the influence area of this centre is earmarked on the basis of the location of this centre in relation to other centres as proposed in Delhi Master Plan. The population of this area was 4.51 lakh in 1985. 90% of the intended influence area is developed.

#### 4.3 ANALYSIS OF WORKERS SURVEY

The main objective of conducting workers survey was to find out work home relationship. Average distance

travelled by a worker from his home to work place comes out to be 9.63 kms and 83.7% workers use local buses as mode of conveyance for coming to work place.

#### 4.4 ANALYSIS OF SHOPPING SURVEY

A sample survey of shops in Nehru Place has been conducted to find out their functions, problems, year of coming, reason of coming etc. 67% shopkeepers have a problem of shortage of customers.

#### 4.5 ANALYSIS OF OFFICE SURVEYS

A sample survey of offices in this centre has been conducted to find out the nature of office functions, the factors which made them to come to Nehru Place and to what extent they have been able to decentralize central functions. The main problems faced by offices are telephone, parking and transportation.

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CHAPTER - 5THE IMPACT OF NEHRU PLACE COMMERCIAL COMPLEX5.1 ECONOMIC EFFECTS

5.1.1 Change in Land Values - The land values of the surrounding areas as well as in Nehru Place have gone up many folds with development of Nehru Place. The land value of the surrounding areas have gone up 33 folds in the last 13 years (Rs 6500 per sqm in 1985). The cost of the land in Nehru place has gone up over 35 times from November 1969 to January 1977 (as auctioned by D.D.A.).

5.1.2 Commercial Displacement and Relocations - There are various offices and shops which are relocated in this centre from other parts of metropolitan. The displaced number is less in the case of shops. The main reason behind this displacement is prestige attached to the location.

5.1.3 Shift in Pattern of Trade - There seems to be not much change in the behaviour of customers of the intended influence area of Nehru Place as 98% customers still go to the traditional shopping areas for bulk shopping.

5.2 SOCIAL EFFECTS

5.2.1 Slums - The main causes of the development of the slums on the undeveloped area of the centre are seems to be the slow development of the centre and the large influx

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of the poor population into the surrounding areas of Nehru Place. There are two types of slums.

5.2.1.1 Temporary Slums - The total area covered by these slums is 2.64 acres. The age is 4-6 months and people living are the labourers involved in the construction of buildings in Nehru Place.

5.2.1.2 Permanent Slums - The total area covered by these slums is 12.65 acre. Age is 4-6 years and the population living in it is generally catering the Nehru Place and its surrounding area.

### 5.3 ENVIRONMENTAL EFFECTS

5.3.1 Congestion - The workers density at Nehru Place ( 537 persons/acre ) is 1.5 times more than that of proposed one which in tern is creating congestion in working area. The other congestion is in parking area. There is a requirement of parking space for 630 cars. The capacity of bus interchange is also less.

CHAPTER - 6

CONCLUSION AND RECOMMENDATIONS

6.1 CONCLUSIONS

6.1.1 The development in Nehru Place District is slow.

6.1.2 Nehru Place is serving was excess population of 62 thousand (16% more than that of projected population in I Master Plan) in 1985.

6.1.3 75.82% space has been built so far and 19.87% space is under construction.

6.1.4 Planning aspect of providing retail shopping on the first and ground floor and commercial offices on the other floor is failure here.

6.1.5 Retail shopping is failure here as 67% shopkeepers have a problem of shortage of customers and most of the shops are showing declining or static trends.

6.1.6 Nehru Place is a successful complex as far as commercial offices are concerned and demand for office space is there.

6.1.7 In the absence of Nehru Place district centre a lot of space in residential areas was being utilized by the uses which ought to have been in the district centre.

6.1.8 The space provided for informal sector units in II Master Plan is wrong, while I Master plan has altogether ignored the informal sector.

6.1.9 This centre has not been successful in providing jobs to the workers near their places of residences as envisaged in the Master Plan as average work to home distance comes out to be 9.63 kms.

6.1.10 Not much development has taken place in Govt. office complex at Nehru Place except one DESU Building and Telephone Exchange.

6.1.11 The shopping and entrepreneur surveys conclude that problems of telephone, insufficient transport parking etc. are also coming in the way of Nehru Place.

6.1.12 There seems to be little congestion in parking areas.

6.1.13 Nehru Place has generated employment more than the proposed. This has created a lot of congestion in this centre.

6.1.14 The slums on the 15.25 acres undeveloped land around Nehru Place are the bad patches of Nehru Place district centre and are creating various social evils in this area.

6.1.15 There is no public telephone booth at Nehru Place which is designated as second connaught place.

6.1.16 The two plots for cinema halls are yet to be auctioned and no entrepreneur is ready to purchase them.



## 6.2 RECOMMENDATIONS

6.2.1 As there is a great demand of office space, it is suggested that the two unauctioned cinema plots should be developed as multistoreyed commercial office building.

6.2.2 It is proposed to delink shopping from commercial office space as office space has no relationship with district population. It is suggested to develop regional shopping centre on separate site to cater the large population.

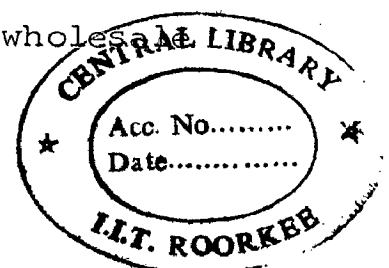
6.2.3 While planning the proposed shopping centre on 4 hectare due recognition should be given to our inherent social habits namely desire to mix the area for living and work place and the habit of personalized salesmanship and bargaining.

6.2.4 The shopping standards should be based both on area and number of shops vs. population.

6.2.5 Traffic should be kept live while planning the aforesaid shopping centre and shops should be designed in linear pattern for more mobility. The roads should be wide enough to facilitate kerb parking.

6.2.6 While planning the aforesaid new shopping area adequate space should be provided for khokas shops and peddlers in the layout.

6.2.7 The other suggested choice is to develop the newly proposed shopping centre as a retail cum wholesale specialised market for a particular commodity.



6.2.8 In the proposed work cum industrial centre no light industry or flatted factory has come up so far since 1969. So it is suggested to see the feasibility of developing this 14.75 acre, land as medium density residential area for LIG and MIG workers of Nehru Place in the next periodic revision of Master Plan for 2001.

6.2.9 It is suggested to rehabilitate slum dwellers at an appropriate place in influence area, as they are creating various social evils there.

6.2.10 The feasibility of creating underground parking in the district park west of Nehru Place and in front of petrol pump which was originally proposed for parking should be studied.

6.2.11 For the aforesaid development further extension of telephone exchange and construction of another water tank is suggested.

6.2.12 It is suggested to utilise the 5 acre land (other than the prescribed for open spaces) by making cultural centre, children parks picnic spots and other recreational facilities.

6.2.13 There should be a periodic review of these recommendations and also a proper time schedule should be worked out for the timely development of the centre.

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