



THESIS REPORT

ON

URBAN HUB- REIMAGINING SHOPPING MALLS

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24 APRIL ,2023

CERTIFICATE BY THESIS CO-ORDINATOR

This is to certify that this thesis entitled “**URBAN HUB- Reimagining Shopping Malls**” at **Banepa, Nepal** submitted by **Mr. Rohit Shakya** has been declared successful for the partial fulfilment of the academic requirement for the completion of the Degree of Bachelor of Architecture.

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ABSTRACT

In a society where technology and social media progressively tend to isolate people, social interaction becomes more and more important. Whether it takes the form of ancient marketplaces or modern shopping malls, commercial activities have been the primary means of social interaction for thousands of years. In order to provide the fundamental human requirements, a new type of social interaction is required.

Shopping mall had somehow functioned as a public space for social interaction. But the rising ecommerce platform, changing customer preferences, demographics and growing urban needs, thousands of shopping malls are closing or losing identity globally. So, this storm of global trends is coming together to cause malls to change the role they play in people's lives and rejuvenate social interaction.

As commercial and business activities are gearing towards ecommerce and many prioritizing it, these pressures have pushed conventional commercial design to innovate. It has been important to draw consumers attention to the brand through the spatial experience, either through surprising elements, digital and interactive space tools or, unifying consistently within the brand stores to continue the offline commercial experience.

Present demands more than just passively performing commercial activities. They have to become an engaging and socializing place and cultural hotspots where people and community can experience multiple things, provide recreation, experience and function as a community and leisure hub. Considering the degrading urban context of public space, the requirements of these hubs are not just limited to economic existence but must have social ecological, psychological, political, symbolic and aesthetic role and function as a much-needed public space in urban context.

This thesis seeks to explore the new approaches in which shopping mall can be designed considering the present and future demands of various convenience and experience and how it will help create much needed human centric built environment keeping architecture at the center.

TABLE OF CONTENTS

CERTIFICATE BY THESIS CO-ORDINATOR	II
DECLARATION.....	III
ACKNOWLEDGEMENT	V
ABSTRACT	VI
TABLE OF CONTENTS.....	VII
LIST OF FIGURES AND TABLES	XII
CHAPTER 1:INTRODUCTION	1
1.1. BACKGROUND.....	1
1.2. PROBLEMS AND NEED FOR IDENTIFICATION	3
1.3. PROJECT JUSTIFICATION	3
1.4. IMPORTANCE AND NEED OF RESEARCH.....	4
1.5. OBJECTIVES	4
1.6. METHODOLOGY	4
CHAPTER 2:LITERATURE REVIEW	7
2.1. DEVELOPMENT OF SHOPPING MALL	7
2.1.1. <i>Greek agora.....</i>	8
2.1.2. <i>Roman Forum and Trajan’s Market.....</i>	8
2.1.3. <i>Medieval Market and Town Hall.....</i>	8
2.1.4. <i>Exchange</i>	9
2.1.5. <i>Shopping street.....</i>	9
2.1.6. <i>Market building and fair.....</i>	9
2.1.7. <i>Arcades.....</i>	9
2.1.8. <i>Department stores</i>	10
2.1.9. <i>Beginning of Shopping Malls</i>	10
2.2. GRUEN’S VISION OF SHOPPING MALL	11
2.2.1. <i>Death of Malls</i>	13
2.2.2. <i>Characteristics Dead or Ailing Mall</i>	13
2.2.3. <i>Reasons for Death or Ailing Mall.....</i>	14
2.3. FUTURE OF BRICK AND MORTAR RETAIL (PHYSICAL SHOPPING)	15
2.3.1. <i>The Virtues of Offline</i>	15
2.3.2. <i>Immediate Possession.....</i>	15
2.3.3. <i>Advice and Guidance.....</i>	15
2.3.4. <i>Physical Inspection of Products.</i>	15
2.3.5. <i>Social Interactions.....</i>	16

2.3.6.	<i>Segmentation by Geography</i>	16
2.4.	MODERN TRENDS IN RETAIL	16
2.4.1.	<i>Gastronomy</i>	17
2.4.2.	<i>Brand expression</i>	17
2.4.3.	<i>Online offline fusion</i>	18
2.4.4.	<i>Space evoking experience</i>	18
2.4.5.	<i>Opening Up to Outdoors</i>	19
2.4.6.	<i>Mixed Used</i>	19
2.4.7.	<i>Focus on leisure and entertainment</i>	19
2.5.	MODERN APPROACH TO MALL DESIGN	19
2.5.1.	<i>Focusing on experience and convenience</i>	20
2.5.2.	<i>Enhancing the mall experience by embracing technology</i>	22
2.5.3.	<i>Opening Up to Environment</i>	22
2.6.	FUTURE VISION OF SHOPPING MALLS	23
2.6.1.	<i>Experiential centers</i>	24
2.6.2.	<i>Community centers</i>	25
2.6.3.	<i>Omnichannel centers</i>	26
2.6.4.	<i>Mixed use center/ Lifestyle Centers</i>	26
2.6.5.	<i>Sustainable Centers</i>	27
2.7.	NEW STORE CONCEPTS	28
2.7.1.	<i>Popup stores</i>	29
2.7.2.	<i>Small stores</i>	29
2.7.3.	<i>Outlet Stores</i>	30
2.7.4.	<i>Collection or Distribution Stores</i>	30
2.7.5.	<i>Showroom or Demonstration Stores</i>	30
2.7.6.	<i>Flexible Stores</i>	31
2.7.7.	<i>Concept Stores</i>	31
2.7.8.	<i>Phygital store</i>	32
2.7.9.	<i>Rental Stores</i>	32
2.8.	FACTORS CREATING MEMORABLE EXPERIENCE.....	32
2.8.1.	<i>Design of physical space</i>	32
2.8.2.	<i>Mixed Use Offerings</i>	32
2.8.3.	<i>Flexibility and Adaptability</i>	33
2.8.4.	<i>Social Spaces</i>	33
2.8.5.	<i>Technology</i>	33
2.8.6.	<i>Inference and Conclusion for future vision of shopping malls</i>	34
2.9.	THINGS TO CONSIDER WHILE DESIGNING SHOPPING MALLS	34
2.10.	REVERTING TO URBAN EXPERIENCE	37
2.11.	SHOPPING MALLS AS URBAN PUBLIC PLACE	38

2.11.1.	<i>Problems</i>	38
2.11.2.	<i>Modern Approach</i>	39
2.11.3.	<i>RETHINKING MALL AS URBAN PUBLIC SPACE</i>	40
2.12.	CHANGING CONTEXT OF PUBLIC SPA	42
2.12.1.	<i>Quasi-Public Space</i>	43
2.12.2.	<i>Design Guidelines for POPS (Privately Owned Public Space)</i>	44
2.13.	PUBLIC SPACE	46
2.13.1.	<i>Needs in Public Space</i>	47
2.13.2.	<i>Place over Public Space</i>	48
2.13.3.	<i>Placemaking</i>	49
2.13.4.	<i>Key Attributes of a Place</i>	50
2.13.5.	<i>Problems with contemporary urban public space</i>	51
2.13.6.	<i>Inference and Conclusion for Shopping Mall as Urban Public Space</i>	51
CHAPTER 3: TECHNICALITIES OF DESIGN AND STANDARDS		53
3.1.	BASIC REQUIREMENTS	53
3.2.	DESIGN ASPECTS TO BE CONSIDERED FOR DESIGNING SHOPPING MALLS	53
3.2.1.	<i>Circulation</i>	55
3.2.2.	<i>Emergency Exit</i>	58
3.2.3.	<i>Safety</i>	59
3.2.4.	<i>Vehicular Circulation and Parking</i>	60
3.2.5.	<i>SERVICE/DELIVERY, EMERGENCY AND UTILITY ACCESS</i>	63
3.2.6.	<i>Retail Shops</i>	64
3.2.7.	<i>Shopping Layout</i>	67
3.2.8.	<i>Visibility</i>	67
3.2.9.	<i>Offices</i>	67
3.2.10.	<i>Restaurant Design and Layout</i>	68
3.2.11.	<i>Food Court</i>	70
3.2.12.	<i>Column Spacing</i>	71
3.2.13.	<i>Store Depths</i>	71
3.2.14.	<i>Clear Heights</i>	71
3.2.15.	<i>Cinema Design and Layout</i>	71
3.3.	WATER CLOSET	73
3.4.	COMMUNITY SPACES AND SPECIAL FEATURES	74
3.5.	ENERGY CONSIDERATIONS	75
CHAPTER 4: CASE STUDIES		77
4.1.	NEW STORE FORMATS.....	77
4.1.1.	<i>IKEA Retail Store- Shanghai</i>	77
4.1.2.	<i>Nordstrom Local- Inventory Less Format- Los Angeles</i>	77

4.1.3.	<i>Foot Locker- Singapore, Macau</i>	78
4.1.4.	<i>Amazon- “Just Walk Out Experience”</i>	78
4.1.5.	<i>Conclusion and inferences from new store formats</i>	78
4.2.	NATIONAL CASE STUDY (SHOPPING MALLS)	79
4.2.1.	<i>Framework Parameters of Case Study</i>	80
4.2.2.	<i>Background</i>	82
4.2.3.	<i>CASE STUDY-1: BISHAL BAZAR SHOPPING MALL</i>	82
4.2.4.	<i>CASE STUDY-2: CIVIL MALL</i>	86
4.2.5.	<i>CASE STUDY-3: LABIM MALL</i>	89
4.2.6.	<i>CASE STUDY-4: CHAYYA CENTER</i>	92
4.2.7.	<i>Conclusion and inferences of National case studies</i>	99
4.3.	INTERNATIONAL CASE STUDY (SHOPPING MALLS)	101
4.3.1.	<i>CASE STUDY-4: HORTON PLAZA</i>	101
4.3.2.	<i>JINWAN MALL, Zhuhai, China (10design, n.d.)</i>	105
4.3.3.	<i>PARC CENTRAL, GUANGZHOU, CHINA</i>	108
4.3.4.	<i>MEGA FOODWALK, BANG KAE0, THAILAND</i>	111
4.3.5.	<i>WESTFIELD DESTINATION 2028- A VISION FOR FUTURE RETAIL</i>	116
4.4.	OTHER CASE STUDY (PUBLIC SPACE)	119
4.4.1.	<i>CASE STUDY-1: MANDALA STREET</i>	119
4.4.2.	<i>CASE STUDY-2: PATAN DURBAR SQUARE</i>	121
	CHAPTER 5: CONCLUSION	124
	CHAPTER 6: SITE AND CONTEXT STUDIES	126
6.1.	SELECTION CRITERIA	126
6.2.	SITE LOCATION	126
6.3.	SITE DESCRIPTION	127
6.4.	SWOT ANALYSIS	130
	CHAPTER 7: PROPOSED PROGRAMME	132
7.1.	AREA CALCULATION	133
7.2.	AREA DISTRIBUTION	133
7.3.	GROUND COVERAGE DISTRIBUTION	133
7.4.	AREA ANALYSIS	134
	CHAPTER 8: DESIGN PHASE	138
8.1.	OVERVIEW	138
8.2.	DESIGN APPROACH	139
8.3.	DESIGN CONCEPT	139
8.4.	DESIGN LANGUAGES	140
8.4.1.	<i>Varieties of public realm</i>	140

8.5.	ZONING AND PLANNING	143
8.6.	DESIGN/ FORM DEVELOPMENT	145
8.7.	CIRCULATION AND SERVICE PLAN	147
8.8.	ARCHITECTURAL EXPRESSION	148
8.1.	RENDERS.....	149
8.1.	MODEL.....	156
8.2.	STRUCTURAL CONSIDERATION	159
8.3.	BUILDING SERVICE.....	159
8.3.1.	WATER SUPPLY.....	160
8.3.2.	SANITARY.....	160
CHAPTER 9: CONCLUSION.....		161
CHAPTER 10: ANNEX DRAWING		162
REFERENCES.....		163

LIST OF FIGURES AND TABLES

Figure 1: Greek Agora (Source: Tumblr)	8
Figure 2: Town Hall Tallin, Estonia(Source: Victor.com)	8
Figure 3: Bazar of Jerusalam(Dreamstime.com)	8
Figure 4: Shopping Street Amsterdam(Source:tr.hotels.com)	9
Figure 5: Arcades(Source:trip.com)	9
Figure 6: Department Store(Source: Binns department store)	10
Figure 7: Gruen’s Vision of Shopping Malls(Source: Architect Magazine)	11
Figure 8:Role of Shopping Mall (Source: Rethinking Future Mall- Lim Yi Chong)	12
Figure 9: Vacant Shopping Malls of Nepal: Serially: Viswojyoti mall, UWTC, Civil Mall, City Center	14
Figure 10: Population of Different generation of people (Source: Kearney Analysis)	21
Figure 11: Increasing expenditure towards experience(Source: Kearney Analysis)	21
Figure 12: Retail Evolution (Source: Future Malls)	24
Figure 13: Experiential Center Illustration (source: andy stalman)	24
Figure 14: Community Center Illustration(Source: archdaily)	25
Figure 15: Technology Driven Center Illustration (Source:bbc.com)	26
Figure 16: Mixed Use Center Illustration(Source:gensler.com)	26
Figure 17: Burwood :Sustainable Building(Source: Archdaily)	27
Figure 18:Pop up Stores (Source : PYMNTS.com)	29
Figure 19:Showroom (Source: pinterest)	30
Figure 20: Hay Tokyo Flexible Store concept(Source: Masataka Nishi)	31
Figure 21: Phygital Stores (Source: Forbes)	31
Figure 22: Mixed Use Space	32
Figure 23: Social Spaces	33
Figure 24: Use of technology in shopping	33

Figure 25: Tokyu Plaza	35
Figure 26: Burwood brickworks	36
Figure 27: Galleria Centercity	36
Figure 28: West Edmonton Mall	37
Figure 29; Comparision of Shopping Malls with Clty Elements (Source: Kocaili)	40
Figure 30: Pacr central (Source: Sun Hung Kai)	41
Figure 31: Public Space Illustration(Source: Ratna Sagar Shrestha)	46
Figure 32: Components of Place as per Montgomery 1998	48
Figure 33: Vibrant Place(Source: https://audebicquelet.net/)	48
Figure 34: Chart of attributes of Place(Source: Project for Public Space)	49
Figure 35: Different Aspects of Mall (Source: Rethinking Future Mall- Lim Yi Chong)	52
Figure 36: adjacency Matrix for commercial complex	53
Figure 37: Space and activities (Source:Saumya Srivastava)	55
Figure 38: Anchor Shops Location	67
Figure 39: Dumbbell Layout and Double Race Track Layout	67
Figure 40: Viewing angle to screen, minimum horizontal angle required for screen , width of screen	72
Figure 41: Functional Layout of Auditorium	73
Figure 42: Ceiling of Auditorium	73
Figure 43: Sustainable Building Design Process	74
Figure 44: Green Roof and Waste Water Management	75
Figure 45: NBC Guidelines for commercial buildings	76
Figure 46: IKEA retail store Shanghai (Source: Delighton)	77
Figure 47:Nortsdrom Local Store(Source: Future Stores)	77
Figure 48: Nortsdrom Local Store(Source: Future Stores)	77

Figure 49: Foot Locker Store (Source: Taylor)	78
Figure 50: Amazon No Man Store (Source: Amazon)	78
Figure 51: Bishal Bazar (Source:bishal bazar.com.np)	83
Figure 52: Bishal Bazar Section and its interconnectivity with street	84
Figure 53: Bishal Bazar Plan (Source: Case Study)	84
Figure 54: Civil Mall (Source: show time Nepal)	86
Figure 55: Ground Floor Plan	87
Figure 56: Civil Mall Atrium (Source: Case study)	87
Figure 57: Section of Atrium	89
Figure 58: Vertical Zoning of Civil Mall	89
Figure 59: Interconnection of Plaza and Building	89
Figure 60 : Vibrant Labim Mall (Source:Pinterest)	89
Figure 61: Labim South Elevtion, with Parametric roof and Mural of Macchindranath (Source:Bhandari 2016)	90
Figure 62: Open Plan Concept (Source: Bhandari 2016)	90
Figure 63: Section Labim Mall	91
Figure 64: Chayya Center Open Air Court (Source:Business)	92
Figure 65: Chayya Center Plan (Source:Scribd)	93
Figure 66: Horton Plaza	101
Figure 67: Vendor Kioks providing vibrant street life	102
Figure 68: Obelisk at entrance	102
Figure 69: Sienna Cathedral Italy	103
Figure 70: Horton Plaza Palazzo Pavilion	103
Figure 71: Broadway fountain at Horton Plaza	104
Figure 72: Horton Plaza multiple level of space and movements	104

Figure 73: Section cut lookin north west through Horton Plaza armature _____	104
Figure 74: Horton Plaza Isometric drawing _____	104
Figure 75: Horton Plaza perspective drawing_____	105
Figure 76: Conceptual Planning Sketch _____	106
Figure 77: Conceptual Sketch showing cutout and interiors _____	107
Figure 78: Use of Lighting to provide different night experience _____	107
Figure 79: Parc Central (Source:(archdaily, 2016)) _____	108
Figure 80: Sections _____	109
Figure 81: Roof Structure _____	109
Figure 82: Neutral and dynamic interiors _____	110
Figure 83: Multiple level of space _____	110
Figure 84: Plan _____	110
Figure 85: Exterior View of Mega Food Walk _____	111
Figure 86:Master Plan of MegaBangna Mall _____	111
Figure 87: Sections Lateral and Longitudinal _____	112
Figure 88: Interior Landscape _____	113
Figure 89: Plaza and Amphitheatre _____	113
Figure 90: Master Plan of MegaFood Walk _____	113
Figure 91: Vision of Westfield Shopping Destination _____	117
Figure 92: Vision of Westfield Shopping Destination _____	118
Figure 93: Mandala Street Plan _____	119
Figure 94: Mandala Street Section _____	120
Figure 95: Street as gathering space _____	120
Figure 96: Chamfered corner making space more spacious _____	120
Figure 97: Greeneries giving natural ambience _____	120

Figure 98: Vibrancy of Space _____	120
Figure 99: Bridge connecting upper levels _____	120
Figure 100: Patan Durbar Square _____	121
Figure 101: Site Plan of Durbar Square _____	121
Figure 102: Different types of interaction(Source: Sagar Humagain) _____	122
Figure 106: Intorverted Interaction in Courtyard(Source: Sagar Humagain) _____	123
Figure 106: Colonnaded temple structure and two way interaction(Source: Sagar Humagain) _____	123
Figure 106: Multiple interaction Stone Pillar (Source: Sagar Humagain) _____	123
Figure 106: Levels of interaction from plinth of Temple (Source: Sagar Humagain) _____	123
Figure 107: Site with surrounding towns _____	126
Figure 108: Site with major Landmarks _____	128
Figure 109: Site Analysis _____	129
Figure 110: Site Profile _____	130
Figure 111: Varieties of Public Spaces _____	140
Figure 112: Street Plaza _____	140
Figure 113: Sloping Roof Park _____	141
Figure 114 :Sunken Plaza _____	141
Figure 115: Sense of Enclosure _____	141
Figure 116: Circulation through shopping street _____	141
Figure 117: Shopping via ramps _____	142
Figure 118: Site Zoning _____	143
Figure 119: Zoning to Plan Form _____	144
Figure 120: Roof Plan with Site and Sciagraphy _____	146
Figure 121: Street Elevation _____	149

Figure 122: Front Street Plaza _____	150
Figure 123: Front Street row shop with entry _____	150
Figure 124 Street Plaza _____	151
Figure 125: Sunken Plaza _____	151
Figure 126: Roof Park _____	152
Figure 127: View from interior showing brige, ramp and courtyard _____	153
Figure 128: View from stepping Platform _____	153
Figure 129: Levels of Spaces _____	154
Figure 130: Birds Eye View _____	155
Figure 131: Birds eye View _____	156
Figure 132: Street View _____	156
Figure 133: East Side View _____	157
Figure 134: West Side View _____	157
Figure 136: Top View _____	158
Figure 135 Top View _____	158
Table 1: Framework of Research _____	6
Table 2: Comparing conventional mall with future malls _____	28
Table 3: Framework and parameter for case study _____	80
Table 4: Comparitive Chart of National Case Study _____	96

CHAPTER 1: INTRODUCTION

1.1. BACKGROUND

Shopping has been at the heart of urbanity since the earliest cities developed as sites of exchange. Because of the continuing loss of public space, the creation of virtual public spaces with limited access, the aggressiveness of commercial culture, shopping centers have become an essential part of urban life in the majority of large places around the world. They not only carry out a basic function, like marketing, but they are also seen as modern centers of attraction and social interaction that serve as public spaces in their own right.

Victor Gruen, the architect of the first contemporary shopping center, believed that a vibrant urban social life required the development of public spaces free from urban concerns where people might meet socially outside of the constraints of the workplace or the home. The same is true of contemporary shopping malls, which work as urban gathering spots where people congregate, interact, and engage in sociocultural and recreational activities. In addition to the abundance of purchasing choices, all of these activities may now be completed in a comfortable and secure environment.

Malls have traditionally provided a location where a community may meet to buy, eat, and be entertained. Shopping malls serve as the main hub of the majority of towns and cities around the world. They cater to social and commercial demands while also becoming increasingly focused on various forms of entertainment. By offering a location for people to gather and exchange stories, they have played a significant part in the community. They have served as a gathering place for the neighborhood.

Today, the number of footfalls in traditional malls is going down, stores are going vacant, malls are closing, Now is the time for developers, owners and designer to revitalize it and provide a new life to the ever-happening shopping malls.

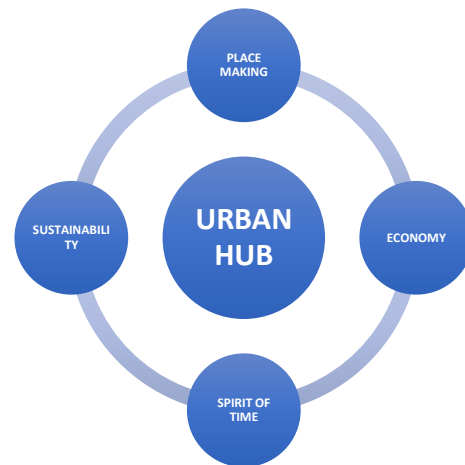
Shopping are continually developing and inevitable. A storm of global trends with ecommerce, changing customer preference, growing urban needs are coming together at the same time to cause malls to change the role they play in people's lives. No longer are they primarily about shopping. Now, when consumers visit malls, they are looking for experiences that go well beyond traditional shopping.

Not only for commercial and entertainment activities, the growing urban sprawl and lacking of public spaces in urban area has made us necessary to think the role of the such commercial complex in urban scale. Whether in the form of primitive market form or modern sophisticated malls they always somehow tried to provide social interaction from very beginning. So shopping malls can play a bigger role in providing the most needed public space in urban areas providing the sort of experiences considering the spirit of time boosting both the economy and social activities.

Therefore, this thesis aims to study and investigate the future of shopping mall in respect to its functional attributes, its roles in community, to people and as an urban public space.

Urban Hubs

Urban Hubs can be defined as the building and the built environment that provides a setting for social interaction. They are the mixed-use spaces that links different functions in our daily life everything from work to education, recreation, private and public activities can be a part of the mix. It gives us new perspectives on the role the building has to play, both within and in its



exchange with the city environment it is a part of. It can be designed and filled with functions for a specific group in mind, or broader in its ambitions and scope. Each hub is a unique mix of uses and possibilities for exchange.

Cambridge dictionary defines:

Urban as of, relating to or designating a city or town

Hub as a central part of something, center of activity

Mall as a large, usually covered, shopping area where cars are not allowed

The study compromises a research on how a commercial center can perform as an urban public space and need for reimagining the shopping mall concept considering the present demands and spirit of time.

1.2. PROBLEMS AND NEED FOR IDENTIFICATION

Traditional shopping malls are losing its identity in the urban fabric. Large number of shopping malls are in the verge of extinction and are receiving lesser number of footfalls as per global reports. The trends helping to create this change include changing demographics such as an aging population and increased urbanization, changing customer preferences and habits, and its inability to create viable alternative to the digital rivals. Consumer expectations are being fundamentally altered by the e-commerce revolution and the emergence of digital technologies, which is changing the role of stores to focus on providing enjoyable and useful experiences for customers. In such scenario, there must be a compelling reason to tempt people out of their homes and give their routine of shopping a new look.

With increasing urbanization and population covering up large areas for various activities, which means more people living in smaller spaces and a greater need for public spaces in which to socialize and congregate. Present Shopping malls have failed to provide such human centric built environment where people would want to come and spend their time. So, if we can rethink it a greater picture considering these aspects malls can provide a welcome watering hole in this situation, especially in urban areas where other public spaces are unsafe.

Therefore, these trends advancing across the global stage has forced shopping malls for a need to rethink its role not just from economic viability and sustainability of malls but also for the social sustainability considering the much-needed urban public spaces for socialization and recreation.

1.3. PROJECT JUSTIFICATION

As commercial and business activities are gearing towards ecommerce and many prioritizing it, these pressures have pushed conventional commercial design to innovate. It has been important to draw consumers attention to the brand through the spatial experience, either through surprising elements, digital and interactive space tools or, unifying consistently within the brand stores to continue the offline commercial experience. Present demands more than just passively performing commercial activities. They have to become an engaging and socializing place and cultural hotspots where people can experience multiple things, provide recreation and

function as a community and leisure hub. The requirements of these hubs are not just limited to physical and social existence but must have ecological, psychological, political, economic, symbolic and aesthetic role in urban context. In the near future, the focus will entirely be on the retail and customer experience, emphasizing more on efficient work spaces, retail spaces and leisure. Open public space and sustainable design are becoming a major trend to reinvigorate the present downsizing of commercial architecture. These urban hubs can function as a public oasis in the congested urban area.

The present demands a contemporary ambiance with an appearance that can stand the test of time and with that are driven towards sustainable features and the creation of new experiences for visitors. At the same time, it must also offer the flexibility to make sensible conceptual design changes to adapt its interior and exterior solutions to fast-paced, ever-changing trends.

1.4. IMPORTANCE AND NEED OF RESEARCH

- Provides a platform for social interaction and much needed public space in urban area
- Gives new life and meaning to ever happening shopping malls
- Acts as a catalyst to sustainable urban growth

1.5. OBJECTIVES

- To study and design shopping mall as an urban public place, a much-needed place of socializing, leisure, and entertainment in urban areas
- To learn and integrate the urban place-making concepts into the commercial center
- To enhance shopping experience through architecture

1.6. METHODOLOGY

A proper methodology is a key for the successful completion of the project. The thesis topic is selected addressing the current problem. A series of study has been conducted in order to deeply understand the problem scenarios, the need to address the problem and various factors that help in addressing those problems. For these study, different primary and secondary means of research and study were carried out. The study was

mostly based on literature review from recently published articles, reports, journals, interviews to understand the trending scenarios related to topic. The literature part was mostly based on internet resources. Case studies were performed and analyzed visually and through interviews based on literature reviews and parallelly suitable site was selected and analyzed.

After the completion of literature and case studies, the next step will be the generation of design ideas and conceptual framework and planning. A design concept will be generated based on the literature review, case study, and research corresponding the overall theme of the project.

The framework of my research has been clearly represented in the table below:

Table 1: Framework of Research

Main Objective	Specific Objective	Research Questions	Sources of Data Collection
Reimagining Shopping Malls	To study present context and trends of Shopping Malls	<ul style="list-style-type: none"> • Death of Malls • Why Malls are Dying • Changing Context of Shopping Malls • What is the future of Physical Shopping • Modern Trends in Retail • Future Retail Formats • Future vision of Shopping Malls 	<ul style="list-style-type: none"> • Literature Review (Journals, Reports, Electronic Source) • Case Studies • Interviews with developers, retailers, mall officials
	To understand new role of shopping mall in urban context	<ul style="list-style-type: none"> • Historical evolution of Market forms and shopping • Vision Behind Shopping Malls • Changing context of urban public spaces • Privately owned public spaces (POPS) • How POPS can be more public 	<ul style="list-style-type: none"> • Literature Review (Journals, Reports, Electronic Source) • Case Studies
	To study urban public space and place making concepts.	<ul style="list-style-type: none"> • Elements and Needs of Public Spaces • How to create a successful place 	<ul style="list-style-type: none"> • Literature Review

CHAPTER 2: LITERATURE REVIEW

2.1. DEVELOPMENT OF SHOPPING MALL

The concept of trade, one of the most basic actions of humankind, has always actualized at different places in every period and civilization. Social and shopping activities that are carried out in public areas and city squares in ancient and medieval cities have shifted out of the city centers via shopping malls and commercial complexes that emerged in the 20th century. The history of shopping and retailing started from the Greek agora and continued with the Roman forum. These shopping places were located in the polis (city center). The agora's primary uses were as a meeting area and marketplace. Plazas and squares served as the focal points of public life in medieval Europe. This persisted during the Middle Ages and the Renaissance, when these locations featured unique structures and served as gathering spots, venues for public events, and play spaces. Markets and retail areas were also found in city centers in the eleventh century. In the middle ages, these locations served as the most important public areas. Cities had a significant role in commerce during the medieval era, and the streets served as the marketplace. The main streets served as sources of employment, gathering spots, marketplaces for selling and buying civic rites, and sites for religious activities. Modern economies have advanced as a result of the technological revolution, and society is reshaping urban areas. New consumption areas with additional entertainment and leisure options have been built in cities, including retail malls, commercial buildings, shopping avenues, bazaars, and department shops. Due to their ability to meet community needs, shopping centers and commercial complexes have evolved into the urban hubs that represent the socio-cultural traits of the society through the inclusion of restaurants, cafes, entertainment and recreation spaces, and sporting events. In fact, the early twenty-first century has seen an burst in the number of community shopping malls throughout the suburbs and townships, mostly due to consumer desire for convenience. In addition to being places to buy and sell things, modern commercial complexes serve as social gathering places. The availability of a variety of activities alongside retail has increased the public and communal feel of shopping centers. (Sahito, 2020) (EPCM, 2020)

The historical development of shopping form has been explained serially as follows:

2.1.1. GREEK AGORA

- Place of Assembly and daily communication
- It was often tented market place of city where merchants had their shops, craftsman made and sold wares
- Public displays, sports, and parades were carried out outside market days
- Located at crossing of main roads
- Stoa the colonnaded structure of agora designed for temporary market space

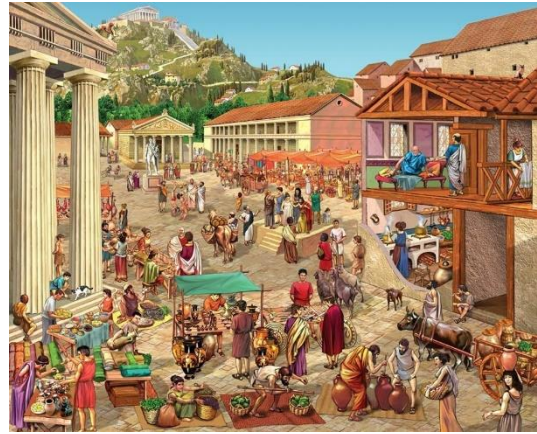


Figure 1: Greek Agora (Source: Tumblr)

2.1.2. ROMAN FORUM AND TRAJAN'S MARKET

- Similar purpose to that of Agora
- Center of civic life
- Shopping one of the activities that took place in building and open forum
- Provided vaulted space for commercial and social activities
- Defined use spaces and mixed-use space in different levels



Figure 2: Town Hall Tallin, Estonia(Source: Victor.com)

2.1.3. MEDIEVAL MARKET AND TOWN HALL

- Located along with market square Mix used hall for business and market Eastern Bazar
- They were not only for trade but for social religious and financial purposes
- Inward looking with shops facing into the covered street



Figure 3: Bazar of Jeruselam(Dreamstime.com)

2.1.4. EXCHANGE

- Concept of fashionable shopping for pleasure started with exchange

2.1.5. SHOPPING STREET

- Street as a consumption landscape as per Lowe and Wrigly an important aspect to experience urban life



Figure 4: Shopping Street Amsterdam (Source:tr.hotels.com)

2.1.6. MARKET BUILDING AND FAIR

- Combination of shopping and other attraction
- Early type of compatibility between leisure, shopping and entertainment

The first generation of planned shopping started with arcades. Before that they were either unplanned organic parts of town center or occurred in mixed used buildings with the shops being secondary to other uses. A new generation of planned collection of shops and new type of shops started to develop in the evolution of shopping.



Figure 5: Arcades (Source:trip.com)

2.1.7. ARCADES

- Pedestrian thoroughfare
- Provided safe and convenient places away from busy roads
- Encouraged social promenading
- Milestone in the relation between shopping and city
- First building to be roofed in iron and glass

2.1.8. DEPARTMENT STORES

- Precursor of modern shopping center with everything under one roof
- Provided a new culture of consumption
- Chain stores, strip malls, supermarkets evolved from department stores



Figure 6: Department Store(Source: Binns department store)

2.1.9. BEGINNING OF SHOPPING MALLS

The mid-twentieth century saw urban populations increase substantially, causing urban centers to no longer carry the ever-growing number of inhabitants. People escaped the city's overcrowded, dirt and chaotic new nature and found the relative peace of housing developments in the suburbs on the city centers' outskirts. Along with the drive to the suburbs, it was also noted that automobile ownership had significantly increased. As a result of cars becoming the dominant mode of transportation, suburban layouts were fragmented, disorganized, and unfriendly to walkers. (KOCAILI, 2010)

According to Buket Ergun Kocaili, in a dissertation entitled Evolution of shopping malls: recent trends and the question of regeneration, The Northgate Shopping Mall in Seattle, an open-air suburban mall, became the first shopping center when it initially opened its doors in 1950. While the enclosed suburban mall was the forerunner of modern retail malls as we know them today, the open-air suburban mall was America's first shopping mall. Indeed, the enclosed mall is what brought about the change in the enclosed shopping narrative.

The design created a leisurely, relaxed atmosphere attitude toward space. Gruen made this ambience possible by focusing on facilities for social interaction, rest, and pause. In a small-town suburban environment, Gruen pictured this as the center of the neighborhood's public social life, where a sense of community nurtured. The marketplaces of ancient history served as an inspiration for Gruen's neighborhood-focused market setting. (EPCM, 2020) (KOCAILI, 2010)

2.2. GRUEN'S VISION OF SHOPPING MALL

Victor Gruen was the architect of the first shopping mall. He was concerned with the lack of vibrant civic life in the country's suburbs. He envisioned using a mall as the basic building block for urban design, with the mall serving as the city's multipurpose hub. He says that shopping is a part of a bigger network of human activity and that sales would be higher if business activities were incorporated into leisure and cultural pursuits. Gruen believed that constructing shopping malls was a method to create new urban centers, or "shopping towns," as he termed them. He was encouraging designers to plan a mall that had a variety of retail options along with cultural, artistic, and social events. He called this blending of social and economic activity "architecture of the environment." His intention was to leave the urban problem outside and instead create a dynamic and vibrant urban experience inside the mall. The major concepts were to use retail malls to improve urbanity and create new public spaces. that may encourage social contact, connectivity, and a sense of community. He was motivated by humanistic intention of providing social spaces in the ever-growing urban areas. (Aleksandra Djukic, 2016)

“By affording opportunities for social life and recreation in a protected pedestrian environment by incorporating civic and educational facilities, shopping centers can fill an existing void. They can provide the needed place and opportunity for participation in modern community life that the ancient Greek Agora, the medieval Market Place and our Town Squares provided in the past” (Gruen and Smith 1960).

Early malls designed by Victor Gruen were intended to serve as centers for larger towns. Instead of just going malls to buy something, those who visited the mall sought for an experience that would allow them to interact with others while simultaneously shopping.



Figure 7: Gruen's Vision of Shopping

Over time, shopping malls became less about the experience of being in a certain place while shopping and more about just buying items. Many of Gruen's early creations also featured a variety of places for performances, gatherings, and short-term scheduled activities. However, many of these features were gradually eliminated over time due to financial constraints. Victor Gruen's original plans for public meeting areas were replaced with just walking corridors and food courts in order to make more leasable space. The "death of retail" has not really occurred as much as public amenity space has been neglected. (Pacheco, 2017)

Victor Gruen himself declared that he no longer wanted to be considered the father of the American mall because he was disgusted at what they had become, saying that they “destroyed our cities.” Gruen’s dream of public malls never quite came true. Instead it changed from being "town squares" for public to becoming businesses focused on making money. The spaces were envisioned to catalyze interaction, collaboration, and

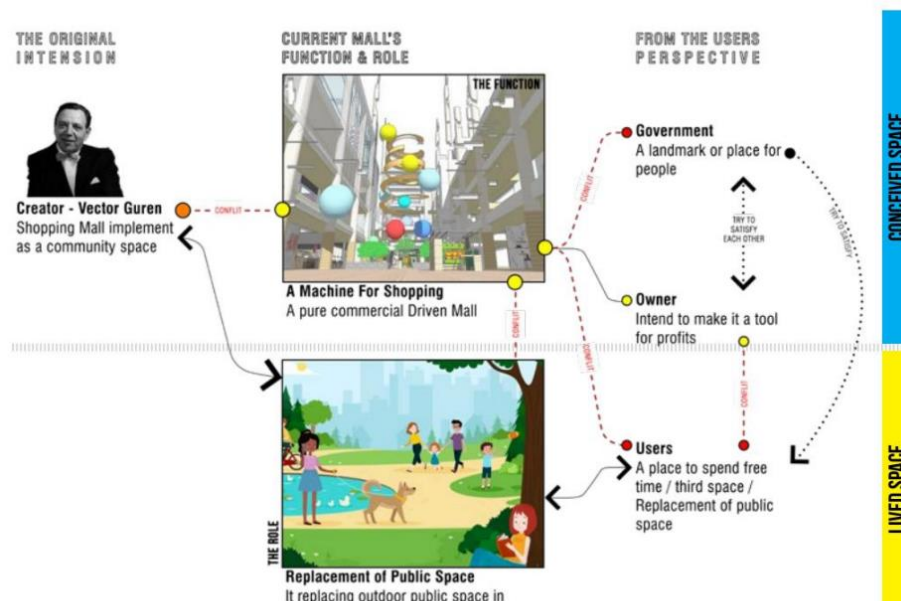


Figure 8: Role of Shopping Mall (Source: Rethinking Future Mall- Lim Yi Chong)

socio-economic progress. These principles are very much in line with how we design similar types of projects today. (Pacheco, 2017) His ideal settlement with the shopping center at heart seems to come to reality in today’s lifestyle and mixed-use development (KOCAILI, 2010). The present demands recapturing some of the original ideas and excitement that malls once brought. (Pacheco, 2017)

Concluding, Shopping malls has always preferred to do away with outside seeing nature. It has always tried to develop its own internal realm that offers room for socioeconomic as well as social engagement. Through invention, impact, and evolution, shopping malls changed over time. Beginning with open markets and progressing to upscale shopping areas, it has always been defined as a public area and an urban setting for trade as well as for communication. (KOCAILI, 2010)

The design of the ubiquitous shopping mall is an attempt to create a self-enclosed world, and one that can be replicated and recognized all over the world. The architectural designs of shopping malls are highly scripted and have been perfected over the decades to encourage, produce, and predict a variety of behaviors, whether purchasing behavior, crowd interaction, or the speed and direction of movement. (Mirgani, 2017)

2.2.1. DEATH OF MALLS

Today, many business journals are obsessed with the so-called “retail apocalypse,” or “the death of retail or malls”. A dead mall (also known as a ghost mall, zombie mall, or abandoned mall) is a shopping mall with a high vacancy rate or a low consumer traffic level, or that is deteriorating in some manner. (wikipedia, n.d.)

- In 2017, 20% of malls reported vacancy rates of over 10%, up from 6% in 2006.
- Real estate investors expect a quarter of the 1,100 malls in U.S. to close by 2022.
- In 2007, 24% of mall survey respondents noticed mall store vacancies. In 2017, that number reached 48%. (Dukes, 2019)
- Online sales grew 16% annually in 2018, outpacing overall retail sales growth of only 5%.
- E-commerce is projected to account for a third of retail sales by 2030. (Kearney, 2017)

2.2.2. CHARACTERISTICS DEAD OR AILING MALL

- Decreased Foot Falls
- Negative perception of Customers
- Occupancy below 70%
- No anchor stores

- Failed to create original, differentiating, creative and people centered propositions

(Burayidi, 2020)

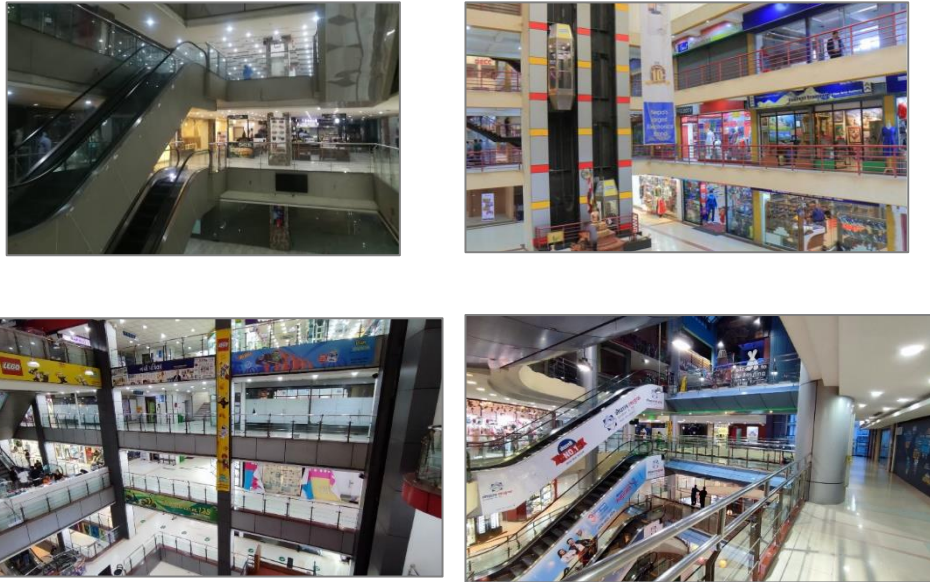


Figure 9: Vacant Shopping Malls of Nepal: Serially: Viswojyoti mall, UWTC, Civil Mall, City Center

2.2.3. REASONS FOR DEATH OR AILING MALL

- Online Shopping
- Shift from goods consumption to service and experience
- Over Malling
- Identity Crisis- Copy and Paste model
- Bad customer experience
- Cultural shift
- Management Problem
- High Maintenance cost
- Lack of continuous Upgrade
- Lack of Flexibility
- Targeted only same kind of demographics
- Disregard of demographics and site location (Burayidi, 2020) (Shoman, 2018)

2.3. FUTURE OF BRICK AND MORTAR RETAIL (PHYSICAL SHOPPING)

Even so, it is anticipated that by 2030, e-commerce would represent a third of all retail sales. Retail in physical stores will always exist. They must reinvent and transform themselves. Even while e-commerce is convenient for many customers, brick and mortar stores offer immediacy and better experience. (Kearney, 2017)

2.3.1. THE VIRTUES OF OFFLINE

This shortcoming of online reviews plays a role in the future success of brick-and-mortar stores, including the mall. Although Amazon, like many other online retailers, provides customers with multiple visual perspectives and magnified views to aid in the inspection of potential purchases, these technologies do not yet perfectly replicate actual physical inspection or allow the consumer to remotely touch, feel, or test unfamiliar products. Malls will benefit from the fact that online shopping is still not fully capable of offering guidance and direction. (Dukes, 2019)

2.3.2. IMMEDIATE POSSESSION.

Immediate possession is an important benefit for many purchase occasions. This implies that malls, shopping centers, and brick-and-mortar stores, in general, still have an important role to play in the market. Experiments through drone and other different strategy are happening to deliver product quickly trying to close the gap. Until then, malls and shopping centers will pay close attention to the benefits of immediate possession. (Dukes, 2019)

2.3.3. ADVICE AND GUIDANCE

Malls have an advantage over internet retailers in another area: they can help customers select the proper products by offering advice. A consumer may look for expertise for a variety of goods, from clothing to technology. And while advice and direction can be found online in the form of user forums and online reviews, it's frequently easier to grasp a customer's unique demands in person. (Dukes, 2019)

2.3.4. PHYSICAL INSPECTION OF PRODUCTS.

Online shopping does not offer the same hands-on experience that real stores do. Online reviews and virtual fitting rooms are useful, but they are frequently insufficient. For

instance, a virtual fitting room can assist the buyer in determining fit or accessorizing but it is unable to correctly represent how the item will feel or how well the material is constructed. (Dukes, 2019)

2.3.5. SOCIAL INTERACTIONS.

The most difficult barrier for online shopping to overcome is in combining socializing with shopping. Malls have always served this social function; for many, it is the primary function. Even if consumers do not buy anything, they enjoy the prospect of it, along with some lunch or a movie. It is unlikely that e-commerce will satisfy the shoppers' perpetual desire to combine social interaction with shopping. Today's profitable malls have been redesigned to emphasize the joys of going out with friends and socializing in order to take advantage of this very important factor. It follows that many malls now have parks with weekly activities for kids that include grass, trees, and benches. There are massage parlors, pet-sitting businesses, and art galleries. Focusing on these services has the benefit of luring customers with higher incomes. (Dukes, 2019)

2.3.6. SEGMENTATION BY GEOGRAPHY

The physical location of malls allows for the identification and segmentation of customers according to their preferences for retail. For instance, geography groups customers according to their preferences, spending patterns, and income levels. Malls are positioned in order to draw a particular kind of customer. (Dukes, 2019)

2.4. MODERN TRENDS IN RETAIL

The industry is changing due to technology. Online shopping has had an impact on brick and mortar stores, customers are praising successful stores on social media. It indicates that the dynamics of shopping have changed to be more leisure-based. Wherever we can find the brands and products we want in a setting that also offers more entertainment, that's where we'll go. We now expect certain things from shopping centers and malls, including food and beverage options, access to movies and fitness facilities. (BroadwayMalyan)

The main challenge is to develop powerful designs that prioritize the user experience and create a place that people want to visit. The goal is to create better establishments that genuinely interact with customers, offer them unique experiences, and otherwise make their visits about more than just shopping. (BroadwayMalyan)



2.4.1. GASTRONOMY

The newest trend is eating. New developments in the next generation of mall food options, such as food halls with up-and-coming chefs or numerous restaurants huddled together in public spaces. Strong food and beverage selections increase dwell time—the amount of time a customer spends in a store or mall—which boosts the value for other tenants. Food will become the new anchor that brings visitors to the mall as less relevant fashion retailers move out. (Deloitte, 2020)

Food, beverage, and entertainment are the magnets. Food and beverage services are critical for malls. Malls that don't invest in creating an extraordinary food presence and entertainment are going to die. They'll need to devote upwards of 30% of their leasable area to food and entertainment, which is a huge lease strategy shift. (Tureinzo, 2019)

More than a traditional food court, this is about the rise in innovative eating experiences, ranging from pop up eateries through to spaces to select, cook and eat your own produce onsite. (BroadwayMalyan)

2.4.2. BRAND EXPRESSION

A more varied shopping experience is produced by single retailers having more control over their spaces, with an increase in concept stores and highly customized, bespoke settings. (BroadwayMalyan) Physical retail is no longer about the distribution of goods. The physical store is about building brand equity. It is a place where brands make a personal connection with the consumer. So, the mall itself needs to build brand equity—a memorable connection with the consumer that communicates quality. (Tureinzo, 2019) Online giant's amazon, Alibaba are opening physical store to make personal connection with consumers. (Stephens, 2017)

2.4.3. ONLINE OFFLINE FUSION

Customers are now more likely to try products in stores before making an online purchase as retailers operate their businesses through the combination of brick-and-mortar and online channels. (Rao, 2019)

When retailers combine brick-and-mortar and online retailing, there are primarily three stages of shop transformation. The first is to primarily sell goods online and convert the store into a "pick-up point," which will reduce the size of the required store (multi-channel retailing). Second, while running a retail exchange online, a retailer can turn the store into a "showroom" that offers an elevated touch-and-feel experience (omni-channel retailing). The shop's emphasis switches from exchange and distribution to display. Thus, the shop can serve as more than just a place to buy things, such as by hosting an exhibition. The third stage of shop transformation involves creating and selling a better touch-and-feel experience to customers in order to increase online sales (omni-channel retailing plus experience merchandising). In this case, the showroom is frequently established as a non-retail location, such as a teahouse, a café, or even a hotel. In essence, the retail space needed is generally declining, the material shop space is becoming more experience-focused, and the conceptual lines separating the shop from other material spaces are becoming less distinct. (Rao, 2019)

There will be a blur between physical and online shopping. It will be more about interconnecting with brand anyhow. The Stores will function as showrooms, attractive waiting and collection areas, curated showcase space, and a rise in interaction through technology such as augmented reality.

2.4.4. SPACE EVOKING EXPERIENCE

Incorporating into retail the best concepts from the hospitality and leisure industries, with better materials, furniture, lighting, and décor adding to the sense of place Design that appeals to and stimulates the senses through the clever use of light, color, sound, texture, and smell. Value-adding services like virtual reality, exhibition stand solutions, or virtual showrooms could be included in experiences to help customers connect with the products and brand in your physical store. Therefore, it is necessary to create place where customers and interact and experience brands and product in a meaningful way. Despite the fact that e-commerce is rapidly altering our spending habits, physical stores

have a significant advantage over online stores: the capacity to captivate customers through the use of all five senses; sensory experience. (Stalman a.) Being with people and doing things is what plays best. So, it's time to combine experience and shopping. (Stephens, 2017)

2.4.5. OPENING UP TO OUTDOORS

Mall are approaching to the design that are hybrids between mall concept and high street, with access to the natural world and wider cityscape Green walls, engaging streetscape, and beautiful areas to rest and recover within the retail environment.

2.4.6. MIXED USED

Retail business are heading more towards the mixed-use environment where area dedicated will not only be a space to shop, it will be a place where you can eat, relax, interact and work together.

2.4.7. FOCUS ON LEISURE AND ENTERTAINMENT

Trend is shifting towards Theme parks, theaters, festivals, exhibition halls, and shops that offer entertainment in addition to traditional retail spaces establishing distinctive destinations that signal to visitors that they are someplace new and different

2.5. MODERN APPROACH TO MALL DESIGN

Retailing is on the cusp of a renaissance right now, radically different from the period that came before it but with even more potential for success. Despite the fact that e-commerce is still expanding, by 2030 more than two-thirds of purchases will still be made in physical stores, and an even larger portion of those purchases will be influenced by experiences in a physical setting. It is therefore critical to both think outside the box and rethink the box. If we can think of ways to engage consumers, it can reclaim its position as the foundation of contemporary retail. (Michael Brown, 2014) (Kearney, 2017)

As a result of numerous economic and social changes, shopping malls have continued to adapt, reinvent, and retool themselves. They have always risen to the challenge and thrived in a variety of contexts. The person has changed into a more appealing version of themselves. They must enlarge and improve themselves if they are to succeed and endure in the global race. Older malls become out of date and are replaced by newer

malls, which causes the old malls to die. They are evolving into more of a mixed-use development with amenities for public use, gathering places, and neighborhood events. They have changed from being an introverted to an extroverted personality type. (KOCAILI, 2010) Previously, consumers would go to the "mall" to buy goods like clothing. The mall now offers a variety of activities, shopping being just one of them. It is primarily a shopping area, but it is also a destination for entertainment and leisure. Even schools have appeared in what we formerly referred to as the mall.. (Lee, 2015)

Focusing on consumers' desire for greater convenience, the new trend in shopping mall design has an impact on new retail. Retail therefore needs to reflect the lifestyle of the customer. The mall's design elements are impacted by the rising popularity of green and urban or ecological conscious people. The shoppertainment, which combines entertainment and retailing, has continued to grow in new forms all over the world. Hybrid centers are new retail formats that combine covered and outdoor spaces to offer a variety of retail and leisure amenities. It has tried to combine the retail environment's convenient atmosphere with the exterior street's more visually appealing environment. Today's modern design philosophy tends to produce more aesthetically pleasing areas that include both indoor and outdoor shopping environments and have evolved into city centers or entire cities. (KOCAILI, 2010)

People who visit malls frequently but do not shop often spend time there. Everyone in the mall is a potential consumer of the goods being sold as well as of the mall's concept and the cultures of consumption it fosters. Consumers "must be satisfied to consume the spectacle rather than the products being sold in these malls" in these areas. Thus, instead of fully participating in global modernity through their purchases, people can "participate vicariously" in it at shopping malls. (Mirgani, 2017)

Architects have a larger role than ever planning the retail spaces, because now people don't just go there to shop – they want to be entertained, meet friends, hang out with family, socialize and leave with memories.

2.5.1. FOCUSING ON EXPERIENCE AND CONVENIENCE

As experience and convenience are the foremost thing any consumer design. An emphasis on fine dining and events is also helping to make malls the hub of the local where people can spend time together. Innovative malls are strategically rethinking the

kinds of stores that shoppers will respond to on the tenant mix front. Additionally, some malls are making greater use of temporary, flexible spaces that can accommodate different stores over time. Customers are given a sense of the unexpected encounters by pop-up shops, showroom areas, and kiosks, which encourage them to go on a treasure hunt. Finally, malls are resolving the issue of commoditization by concentrating on particular consumer groups or by designing distinct zones within the mall that enable customers to locate an area that is tailored to their needs. Additionally, using this strategy, malls can prevent their patrons from getting lost among their ever-growing square footage. (Roberto Fantoni, *The future of the shopping mall*, 2014)

It is found in the research that Younger consumers value access to functionality over ownership and demonstrate a clear and growing preference for experiences over the purchasing stuffs. (Michael Brown, 2014) The fate of retail real estate has always been linked to demography. The industry's growth has been defined by its ability to respond to changes in the composition and physical location of the consumer market. Today, for the first time in history, that market includes six generations of shoppers: the Silent Generation, Baby Boomers, Gen X, Millennials (or Gen Y), Gen Z, and Alphas.

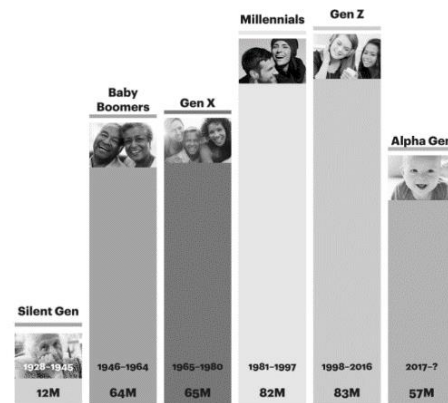


Figure 10: Population of Different generation of people (Source: Kearney Analysis)

More than ¾ the of millennial would choose to spend in desirable experience than spending on products. They are not gauge by what they own but rather by what they are, how they are, who they are with. (Stephens, 2017)

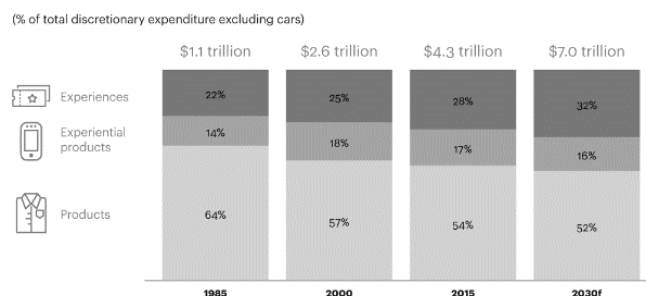


Figure 11: Increasing expenditure towards experience(Source: Kearney Analysis)

The preference of new consumers for "doing" over "owning" has been made clear as a result of rich experience hubs. In order to create distinctive environments that offer customers sophisticated multisensory experiences and allow them to touch and feel co-created products and rich, deep content that can't be replicated on a computer, phone, or conventional VR set, these will be physical spaces inside supported by immersive technologies like virtual reality (VR), augmented reality (AR), and mixed reality (MR). (Kearney, 2017)

2.5.2. ENHANCING THE MALL EXPERIENCE BY EMBRACING TECHNOLOGY

Customers are increasingly seeking a digital experience both online and offline, made possible by constant technological advancement. In order to increase productivity, efficiency, and to provide customers with a dynamic, engaging experience, malls and retailers must use digital tools. (Deloitte, 2020)

Malls need to fight hard by integrating technologies. But it must ensure that the integration of technology acts in service to human experience and not as the experience itself. Technology can be best use to make spaces instantly programmable and customizable, maximizing productivity and experience. (Roberto Fantoni, The future of the shopping mall, 2014)

For some time now, the customer journey has been evolving. It's no longer simply about visiting a store. It now involves an overall brand experience through the omnichannel platform: having done their research online, customers arrive at the store already knowing exactly what they want. So it will be all about the experience that matters. (Deloitte, 2020)

2.5.3. OPENING UP TO ENVIRONMENT

Since the construction of the first shopping centers, a general trend has emerged regarding the "modern" experience of shopping and any related recreational public engagement. This trend has resulted in "a world in miniature," which is an architectural turn away from the street's openness. The architecture of commercial spaces has become increasingly insulated and inaccessible, and this is reflected in the walled, barred, and privatized complexes that are guarded by a variety of private security forces and surveillance technologies today. (Mirgani, 2017). The opening of the interior to the exterior space is a feature of the new generation of shopping malls in the early twenty-

first century. Natural light and creating a visual link between interior and exterior spaces are part of the "opening up" trend. The enclosed, artificially lit interiors of the typical shopping mall prototype from the 20th century is rejected by modern malls, which instead emphasize creating a novel indoor environment. The new trend seems to "eliminate" boundaries between inside and outside by creating a seamless interior-exterior link. The physical blending of interior and exterior space within the shopping mall space results in open-air shopping malls. Utilizing colors and materials, frontage, depths, and transparency are some of these visual connection elements. As it relates to visitors, In addition to meeting developers' economic need to reduce operational costs by switching from artificial lighting to natural lighting and doing away with the need for air conditioning, this increased openness in shopping mall designs also gives customers a sense of achieving ethical consumption.. (EPCM, 2020) (KOCAILI, 2010)

2.6. FUTURE VISION OF SHOPPING MALLS

The importance of social interaction grows in a world where technology and social media increasingly tend to isolate people. For thousands of years, "retail" has been the main mode of social interaction, whether it takes the form of ancient markets or contemporary, opulent shopping malls. A new kind of social interaction is needed because of how rapidly retail is changing in the time we live in. (Scentre, 2022)

Future "malls," "centers," "collections," or "CESs" (consumer engagement spaces) will be places where people congregate to interact with friends, meet other like-minded shoppers, seek out unusual experiences, affirm values, and interact personally with brands. Transaction will be the byproduct of socialization. (Michael Brown, 2014)

Emerging technologies, inventive retail models, cutting-edge food offerings, entertainment programming, and community events, along with nontraditional elements like healthcare facilities, will define the future of malls. Services that seamlessly integrate online and digital commerce will also define this future. Some physical retail spaces will be more compact, "smart," and dynamic, acting as centers for engaging brand experiences. Others might be "inventory-light" retail spaces for showcasing brands, goods, and services that will support and enhance digital businesses rather than compete with them. (Michael Brown, 2014)

Most importantly, the mall needs to develop into the new hub of the neighborhood, a place with many uses that can accommodate office, residential, and cultural amenities in addition to a wide range of leisure activities. Shops should be incorporated with other complementary uses to provide visitors with an immersive environment-based experience. Owners might need to reconsider their rental strategies to accommodate various retail experiences, such as transient pop-up shops or exhibitions. Here, there is a great chance for creativity. (Deloitte, 2020)

It will be a place of Businesses, theme parks, coworking spaces, residential areas, theaters, concert venues, and farms will all be present. It will be a location where visitors can see how things are grown and harvested. the location where a brand will advertise but no goods will be sold; instead, a DIY class will start there. The best strategy for building brand loyalty is education. There will be more space devoted to the sale of entertainment than to retail. (Tureinzo, 2019).

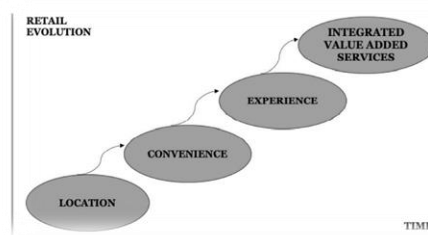


Figure 12: Retail Evolution
(Source: Future Malls)

The future shopping center will be developed as:

2.6.1. EXPERIENTIAL CENTERS

Physical Shopping can't provide the convenience which is provided by online shopping. Malls will never be able to compete with the endless product selection, price comparisons and always-on nature of online. Instead, malls need to move in a different direction, away from commoditized shopping experiences and toward a broadened value proposition for consumers. (Michael Brown, 2014)



Figure 13: Experiential Center Illustration
(source: andy stalman)

Content is the new anchor- Content should be sustainable, promote wellness, inspire, and ultimately add value to people's lives. Content includes both the activities that take

place in a space and how it looks and feels. Art, patterning, people, places, information, entertainment, culture, video events, data, sound, hospitality, and texture are all examples of content. As the late architect Robert Venturi said, “I am for messy vitality over obvious unity.” This messy vitality characterizes places where life happens. For malls to succeed, need to become places that are messy, engaging, and vital. (Tureinzo, 2019)

Experience is the brand- It’s critical that tomorrow’s malls offer visitors a series of experiences—a journey from one side of the mall to the other. It will have full of instagrammable moments with number of wow factors acting as landmarks where people will come, enjoy and leave with memories.

2.6.2. COMMUNITY CENTERS

As people move to more densely populated urban areas there will be growing demand for local, walkable and socializing centers. So the future malls will be the place where they put a greater emphasis on values and derive much of their identity. They will be housed by the majority of their tenants from the neighborhood. They can



Figure 14: Community Center Illustration(Source: archdaily)

be arranged around a values statement and are driven by an idea rather than a storefront nameplate. These could be specialty stores offering distinctive regional goods and ethnic or artisanal brands in a wide range of categories, including groceries, prepared foods, convenience goods, personal care products, and healthcare services. Through food halls, ethnic artisans offering well-known ethnic or imported brands, entertainment, and services highly relevant to a community, these centers may reflect one or more of the ethnic identities of the local population. These might feature venues for performances, contests, exhibits, and community events or act as physical hubs for pertinent e-commerce platforms. The area is meant to be a neighborhood where residents can interact as they did before the suburban sprawl. (Dukes, 2019). It must be unique, location driven and representing culture and identity of the community. (Tureinzo, 2019)

2.6.3. OMNICHANNEL CENTERS

Shopping Malls will transform from destination into digital hubs enabling a fully integrated, seamless customer experience that builds sustainable relationships between shoppers, merchants, entertainment providers, and the operator. (Deloitte, 2020)

The entire customer journey will be reimagined by retailers to provide a seamless omnichannel experience that links the online world to a superior in-person experience in a suitable-sized, technologically advanced, service-driven store. (Deloitte, 2020)



Figure 15: Technology Driven Center Illustration (Source:bbc.com)

There will be an increasing demand for co-located centers that offer physical locations for sharing and e-commerce platforms as the gig economy grows and shared workspaces adopt new forms. (Kearney, 2017)

2.6.4. MIXED USE CENTER/ LIFESTYLE CENTERS

The mall can no longer be purely about shopping. For daily essentials—grocery, bakery, pharmacy, consumers increasingly prefer one-stop shop destinations. Single-purpose malls will have the difficulty in sustaining. Malls are going towards to create mixed-use spaces that bring together residential, office, entertainment,



Figure 16: Mixed Use Center Illustration(Source:gensler.com)

leisure, health and wellness, and other novel experiences. constructing concept destinations like the medi-mall, or health and wellness Center, which would include clinics, pharmacies, and spa services. creating community livingroom spaces for people to meet and socialize in malls.

“Increasingly savvy consumers have expressed the need for an elevated experience when they venture out to establishments where they shop, eat, attend events, exercise, engage, and hangout. How these environments are conceived, sited, designed, and constructed to create relatable and experiential environments is an ... opportunity in the retail industry.” (Dukes, 2019)

2.6.5. SUSTAINABLE CENTERS

A harmonious relationship between social, environmental, and economic factors is necessary for sustainability, which depends on the effective and productive use of natural resources, the preservation of social and cultural aspects of people, the protection of psychological and physical health, and the promotion of quality of life.



Figure 17: Burwood :Sustainable Building(Source: Archdaily)

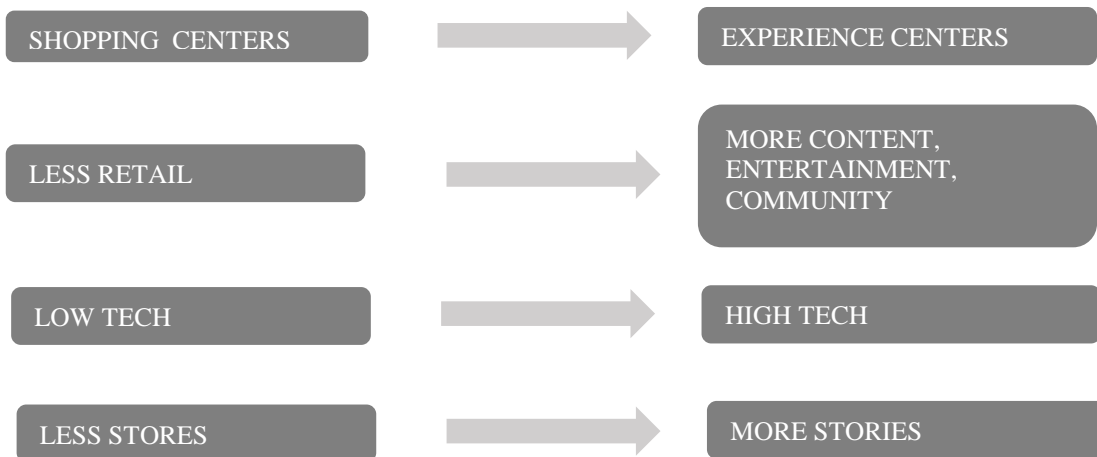
Social, economic, and environmental factors are the three primary multidimensional aspects of sustainable development. (Sahito, 2020)

Going green, environmental consciousness are the global requirement in present day that every building should consider in the design. Apart from that, social sustainability is a burning issue that needs to be addressed as the current generation of people are tending to get more and more isolated.

One of the fundamental pillars of sustainable development is social sustainability. As a separate component of sustainable development, the social component is just as crucial as the economic and environmental components. Additionally, social sustainability emphasizes resources like consumption, learning, expertise, experience, income and employment, as well as gender equity in society. Building links and connections between people and the biophysical environment is another benefit of social sustainability. As a result, this will contribute to raising living standards and promoting sustainable development. (Sahito, 2020)

Table 2: Comparing conventional mall with future malls

Features of Traditional Mall	Features of Future Mall
Insular building unrelated to neighborhood	Open up Mall to outside
Few entry points	Multiple entry points/ porosity
Common Court	Provide various type of communal space
Stores accessed from courtyard	Shops accessed from street level
Anchor stores as point of focus	Experience as anchor and point of attraction
Targets only one type of demographic	Targets various groups, inclusiveness
Shopping only through physical medium	Omnichannel Strategy
Single used for retail shopping only	Mixed use



2.7. NEW STORE CONCEPTS

The brick-and-mortar industry has been in disarray due to shifting consumer trends and the growth of online shopping. Store closures and the complete eradication of some

brands from the high street have been caused by declining sales. The goal today is to find ways to bring cutting-edge experiences to their physical locations that complement what the online world cannot. (Future Stores)

Retailers must reevaluate the size and number of stores that will best serve their clients, closing underperforming locations and putting more emphasis on flagship, showroom, and pop-up experiences. Customers will no longer simply browse; they will arrive with predetermined wants, and the associate's job will be to facilitate the sale by providing an outstanding customer experience. (Deloitte, 2020) .Retailers are now using their "brand-itecture" to sell their products in a location that is specific to that city. (Pacheco, 2017)

2.7.1. **POPUP STORES**

Pop-ups will provide consumers with unexpected "treasure hunting" experiences by making it simple to change the vendor population. As we previously stated, pop-up shops can have a special and important function inside destination malls. Customers feel a sense of urgency as a result of their products' short lifespans, which encourages more frequent visits or increases traffic on days of the week with low traffic. (Michael Brown, 2014)



Figure 18:Pop up Stores (Source : PYMNTS.com)

Local artisans and designers would have the chance to interact with customers, co-design products, and manufacture them in real time by using dynamic pop-up locations and virtual or group showrooms to showcase their offerings. (Kearney, 2017) They are the excellent way to re-establish physical link with the customer at a lower cost. Ex: Armani box pop-up store in Paris, Vuitton pop-up store in Soho (winter 2018) (Schwab, 2021)

2.7.2. **SMALL STORES**

Reduced store size is one straightforward response from brick and mortar retailers. For big box retailers, the necessary store size decreases as it is more convenient for

customers to browse a wider selection of products online and use the store for pick-up. Independent retailers should co-locate in a store and split the rent as soon as the necessary store size is reduced. such as IKEA City Stores. (Rao, 2019)

2.7.3. OUTLET STORES

Major retailers sell out-of-production items, items with minor damage, or product lines made specifically for deep discounts in the outlet mall, a sizable outdoor shopping area. Outlet malls, formerly known for selling factory seconds and excess production, have developed into a crucial marketing channel for clothing companies. These shopping centers are havens for bargain hunters, perhaps even more so now given current retail trends.

2.7.4. COLLECTION OR DISTRIBUTION STORES

Many e-commerce businesses are finding that physical stores hold the key to faster brand growth. The ecommerce giants Alibaba and amazon are opening the physical stores. Since convenience will play an even bigger role in the future than it does today—call it the Amazon Effect—the market for click-and-collect centers will remain robust, some likely in the form of “fresh-and-collect” grocery stores where customers can pick up their online center-store orders and shop for fresh and ready-to-eat offerings. Collection centers, operated by an individual retailer or even the center itself, could also serve as venues where online purchases can be picked up, returned, rented, and even resold. (Michael Brown, 2014)

2.7.5. SHOWROOM OR DEMONSTRATION STORES

Physical stores are what many e-commerce companies are discovering to be the secret to accelerating brand growth. The retail giants Amazon and Alibaba are opening physical locations. The market for click-and-collect centers will continue to be strong because convenience will be even more important in the future than it is now. Some of these centers may take the form of "fresh-and-collect" grocery stores where customers can pick up their online center-store orders and shop for fresh and ready-to-eat options. Online purchases can be



Figure 19: Showroom (Source: pinterest)

picked up, returned, rented, and even sold at collection centers that are run by specific retailers or even the center itself. (Dukes, 2019)

The showroom model has the benefit of allowing for the maintenance of customer relationships. This format has been implemented at malls in the United States by Tesla, Apple, and Amazon. The showroom may serve as a brand reminder for customers who are shopping with friends after dinner. It is hoped that customers will feel welcome to enter and browse fresh merchandise. Paris's Made.com Store or Bonobos guide stores (Schwab, 2021) (Rao, 2019)

2.7.6. FLEXIBLE STORES

In the world of online shopping, traditional big box anchor tenants and corridors full of rigid spaces are less useful. The norm will shift to modular flexible spaces that can expand and contract based on the needs of the shopper since physical space no longer determines where and how we conduct business. The mall is fundamentally a place for experiences and commerce, and there are less and less reasons to limit either to a specific physical location.

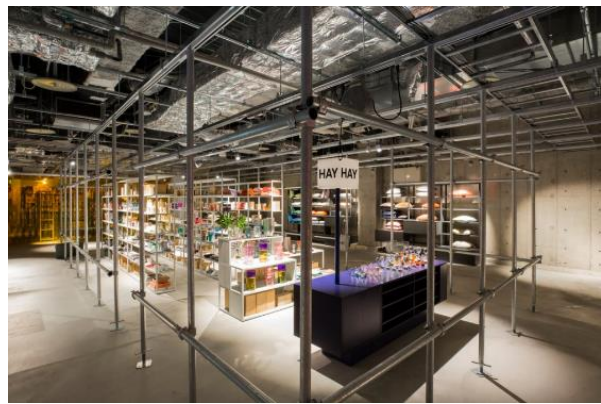


Figure 20: Hay Tokyo Flexible Store concept(Source: Masataka Nishi)

2.7.7. CONCEPT STORES

A “concept store” is, by definition, a place where new ideas are put together with a the purpose of selling. It includes several stores in a place where products are arranged differently. Concept stores tend to propose a global experience to retain the shopper and make him/her spend as much time as possible. Rather than categorizing



Figure 21: Phygital Stores (Source: Forbes)

products in the store, concept stores tend to mix the categories and put the object in action. Ex: Eataly, SMETS (Schwab, 2021)

2.7.8. **PHYGITAL STORE**

It's a blend of physical and digital stores for providing customers with seamless experience. Amazon is on the front line of trend with just walk out experience in their physical store with no checkout counter. (Strawn, 2022)

2.7.9. **RENTAL STORES**

They are the stores where goods and services are rented for temporal use. This is what was done with video cassettes and DVDs before digitalizing the model by platforms like Netflix or Spotify. (Schwab, 2021)

2.8. FACTORS CREATING MEMORABLE EXPERIENCE

The Gensler Experience Index provides the critical design factors that create an enhanced human experience. (Lindblom, 2022)

2.8.1. **DESIGN OF PHYSICAL SPACE**

The best overall experiences can be found in locations that are "beautiful, unique, authentic, inspirational, intuitive, and welcoming." The quality of people's experiences is shown to be significantly and quantifiably influenced by the physical space design. (Lindblom, 2022)

2.8.2. **MIXED USE OFFERINGS**

Everyone is doing everything everywhere. The traditional uses of space are blurring. From work/life balance to work/life "blur," we live in an always-on era where multitasking is the norm and time is increasingly stretched. People are taking classes in stores, socializing in hotel bars and lobbies even when they're not guests, having business meetings in malls, working at home and in public parks, and running errands at work. People who do more than

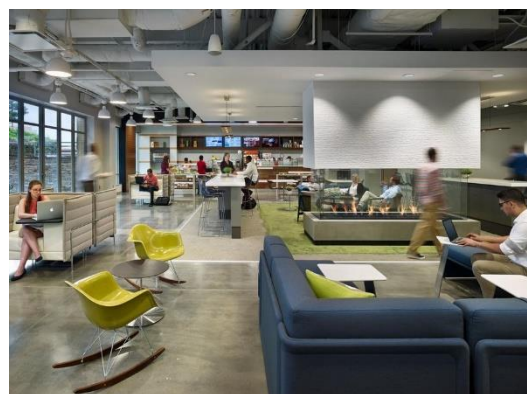


Figure 22: Mixed Use Space

one activity in a place rate their experiences significantly higher and are more likely to report it as their “favorite place.” (Lindblom, 2022)

2.8.3. FLEXIBILITY AND ADAPTABILITY

We must design spaces that are adaptable enough to change as needs or usage patterns change, activities evolve over time, or as needs change. The spaces that can change over time will be the most productive, such as public areas that can host temporary retail or work activities or workplace cafeterias that can be transformed into community or event spaces. (Lindblom, 2022)

2.8.4. SOCIAL SPACES

Places that support community and social connection perform better—As more time is spent online, people are increasingly seeking out places to connect in real life—and for good reason. Designers must



Figure 23: Social Spaces

create environments that promote social interaction and collaborate with clients and peers to ensure that socializing is valued as a crucial component of a wonderful experience rather than just a nice-to-have. This could entail making more room specifically for human interaction and designing spaces that foster community and connection. (Lindblom, 2022)

2.8.5. TECHNOLOGY

Technology is a major factor in creating a great experience; It's obvious that technology has a big impact on how people use a space, whether it's a park or a workplace. The goal of today's designers is to "restore humanity and authenticity to design and move away from design forms driven exclusively by algorithms and the newest technology." It is necessary to producing positive experiences. (Lindblom, 2022)



Figure 24: Use of technology in shopping

2.8.6. INFERENCE AND CONCLUSION FOR FUTURE VISION OF SHOPPING MALLS

The shopping malls are gradually shifting its role from commerce to community. It has to be more community oriented representing its uniqueness and identity. In order to sustain in this digital world, the focus should be shifted from building stores to building stories and should establish as an experience centers providing multitude of activities from retail, culinary and entertainment activities.

Customers are now demanding attractive, pleasant, and human places to do things rather than buying things, and shopping centers can no longer just be passive places to buy things. Shopping malls are becoming the place to see, feel, touch, and experience, which will encourage experimentation and authenticity in physical stores and make them more experiential, social, sustainable, and highly profitable.

People wanting to eat, shop, entertain and wanting different experiences. Modern shopping malls are always looking to fill different roles as urban public spaces. They are attempting a more environmentally friendly approach, a street-like atmosphere, and an urban square design. In order to achieve a special sense of place and forge an identity, they seek greater physical, economic, and social diversity. Rediscovering open space and building sustainable, green shopping centers are outstanding concepts in the design of retail spaces

“Today, changes in the way we live are rapid; ‘retail’ will continue to evolve; its fundamental or traditional form may well become anachronistic. What is constant, and what will never change, is the human need for social interaction...”- Scentre Group

2.9. THINGS TO CONSIDER WHILE DESIGNING SHOPPING MALLS

- Target Area

It is necessary to know the targeted section, the demographic character users, whether the surroundings will support the mall or not. It gives clarity of what kind of spaces should be created in a mall, what retailers must be invited, or what elements should be added to make it a landmark location. (Rethinking The Future)

- Site Design

The main components of site design are building orientation and layout, traffic flow and parking arrangements, landscaping, water supply, drainage retention, and various

other elements. All types of commercial centers should consider the quality of the pedestrian environment as a key defining element of the site layout and design theme. (Rethinking The Future)

- Parking

The design development process should include a significant amount of accurate parking layouts. Basement parking is always preferred if the site is too small. Planning should taken into account how the mall's buildings are oriented so that both traffic and foot traffic move in the same direction. Additionally, the layout of the parking lot should incorporate landscape islands and medians as well as connected networks of pedestrian walkways. (Rethinking The Future)

- Grand Entrance

An essential component that acts as a bridge between inside and outside operations is the building entrance. It establishes a person's first impression of the area they are about to enter. Therefore, careful consideration should go into its design. The grandeur of the mall can be displayed, for instance, by a water feature or a well-lit mural displaying its theme. (Rethinking The Future)



Tokyu Plaza, the Kaleidoscopic Entrance ©Tokyo In Pics

Figure 25: Tokyu Plaza

instance, by a water feature or a well-lit mural displaying its theme. (Rethinking The Future)

- Inclusive Design-

This is a necessary requirement because the mall should be accessible to all, including those who are disabled. Disability-friendly features should be added to the mall from the parking lot to the top level, guaranteeing its target market comfort and surreal atmosphere. It will help to increase foot traffic and per-person spending if the mall offers something for people of all ages and diverse interests. (Rethinking The Future)

- Mixed Use

It is unrealistic to assume that people will visit malls exclusively to shop for goods in this age of online shopping. Nowadays, shopping mall visits are primarily made for leisure purposes. Thus, a mall's basic necessities—restaurants, multiplexes, play areas, gaming areas, etc.—must be present. In addition to this, many malls have sizable indoor theme parks, aquariums, casinos, snow worlds, etc. that increase visitors to the mall. (Rethinking The Future)

- Proper linkage of spaces

The connectivity of the spaces is simple to manage on a small site. Connecting the dots becomes more important on large sites with lots of buildings and distributed parking, though. However, it can be avoided by constructing straightforward road designs and circulation routes, offering shuttle bus or go-kart services on-site, and installing adequate signage and sidewalk connections. (Rethinking The Future)

- Sustainability

Today's buildings must be energy-efficient, especially malls, where a high demand for lighting, air conditioning, and ventilation results in significant carbon emissions. Planning for the mall should give top priority to sustainability. There are many ways to reduce a building's carbon footprint, including using green roofs, solar panels, low-carbon building materials, etc. (Rethinking The Future)



Burwood Brickworks, Roof Garden ©www.com

Figure 26: Burwood brickworks

- Building envelope design

The locality or the surroundings are represented by shopping malls, which are more than just structures. They are no longer just a block of glass as a result. Building envelopes are now more advanced, aesthetically pleasing, and environmentally friendly thanks to



Figure 27: Galleria Centercity

innovations that have emerged in façade designs over the past ten years. (Rethinking The Future)

- Wow Factor

There should be an element of surprise which becomes an identity for the mall. It might be a unique leisure activity or a feature of the building's entrance or interior design. It should provide the people with an experience rather than just a feature. Very few malls have extravagant features that have significantly increased the number of visitors. (Rethinking The Future)



Figure 28: West Edmonton Mall

2.10. REVERTING TO URBAN EXPERIENCE

The typical enclosed shopping mall is designed to inspire consumption rather than social interaction primarily. Shopping malls are, in essence, a publicly accessible space, even though their main goal is to entice customers to the stores of rent-paying tenants. Where Gruen's design approach treated the shopping mall's function as a social space primarily over the shopping mall's role as a consumer space, the typical enclosed postmodern shopping mall's design reverses these roles' importance. (EPCM, 2020)

The history of shopping places started in open public spaces. The shopping activity took place in urban public spaces with other activities. But with invent of modern technology, material and architectural design along with the changing need of consumer. The evolution of shopping from open public spaces to completely enclosed shopping centers that tried to create their own public realm inside the mall. Today, there is a trend to create hybrid centers that combine interior and open space, moving away from completely enclosed malls and integrating them into the urban fabric. They are becoming once again open public spaces. With their diverse architectural design and concept, they are revitalizing the urban environment. (KOCAILI, 2010)

There is a movement for developers to combine shopping with living and working at the human scale to produce an urban experience, leading to new shopping center formats that "are central to, and fully integrated with, the communities that surround

them." This is in response to the downsizing of the required retail space and the growing demand for non-retail experiential space. Beyond retail, retail types, or retail morphologies are where the interesting synergies are taking place. Instead of just being a singular location for a particular purpose, it is actually happening within the interconnectedness between the retail and other functions and embedding shopping centers more into people's daily public lives. This urban encounter makes people feel similar to how they would on a traditional shopping street. (Rao, 2019)

2.11. SHOPPING MALLS AS URBAN PUBLIC PLACE

Historically, shopping has grown alongside, supported, accentuated, or aspired to the urban. Greek agoras and medieval town halls offer settings where the civic life and the liveliness of the marketplace can coexist in frequently undetectable ways. The early department stores and arcades heightened urban life by introducing new experiences to the city. They served as a stand-in for a town center. (KOCAILI, 2010)

One of the places in our communities that is frequently visited is a mall, so they are significant. Malls are very crowded places. They serve as the heart and focal point of communities without urban or historical downtowns. They resemble a public forum the most, providing a venue for seeing and being seen. These cities and towns lose a place to gather when the mall starts to fail, along with businesses and jobs. (Tureinzo, 2019)

Shopping centers are significant investments for their developers as well as for cities as they serve as a catalyst for development and vitality. For them to avoid becoming lifeless malls, they require vitality and social sustainability which in turn requires physical sustainability. (KOCAILI, 2010)

2.11.1. PROBLEMS

The suburban mall, which started as an urban center but has remained detached in its use, is a fully enclosed and environmentally controlled space for shopping today.. (KOCAILI, 2010)

Shopping malls lack places to relax and enjoy themselves and are only intended for movement and consumption. Since the area in between residential towers is now a shopping mall rather than an open area for the public. Mall has evolved into a hub for

public life. However, the public life is only about consumption and profit-making activities, not leisure or socializing with neighbors. (Wang)

Modern global trends therefore strive to create memorable shopping experiences that foster customer loyalty and challenge the static nature of the enclosed, postmodern shopping mall which are harshly criticized for their lack of humanity and failure to allow for pausing and lingering. (EPCM, 2020)

Urban life in shopping malls takes place in structural conditions which set limits, especially to the aspect of accessibility. The notion of enclave emphasizes rigid boundaries, disconnection, exclusion and segregation. While shops and shopping centers show strong capacity for adapting to online retailing, the current forms of shopping do not necessarily foster vibrant urban public life. (Rao, 2019)

2.11.2. MODERN APPROACH

These days, there is a lot of interest in public space because it is so scarce. The idea of a place that is accessible to everyone and encourages social interaction is ideal. Shopping centers have made a lot of effort to become the public square or new town market, and they frequently advertise themselves as such. (Praveen Maharjan)

Urban life has always been heavily reliant on commerce and trade. They have always been a dominant form of urban public space and have attempted to satisfy various public space needs, whether in the form of archaic markets or modern shopping malls. They have served as a public gathering place for cities lacking historic downtowns and town centers. They have served as gathering spots for social interactions and trade. Shopping, urbanity, and publicness are significant city space characteristics that have long been used as gathering, market, and connection spaces. They are currently the trendiest urban public space. Shopping centers have been a significant factor in the suburbanization of society and in consumer lifestyle. For the downtown and the city to remain economically viable, there must be a significant retail presence. (KOCALI, 2010)

Taylor (2002), suggests four strategies for regeneration

- Externalizing, adding transit- providing accessibility and urbanity
- Mixing and multiplying- diversity of use, providing vitality, uniqueness

- Going green- environmental consciousness

Urban fabric reinterpretation and integration are the two concepts intended to achieve urbanity inside the mall since the inception of shopping mall. (KOCAILI, 2010)

In urban fabric reinterpretation the city images are simulated in the shopping mall to feel the city atmosphere inside the mall. Victor Gruen tried to achieve urbanity and city space inside the mall. Accessibility and. Connection with an urban fabric is an important part of integration. An enclosed commercial center without connection with urban fabric cannot be considered as an urban public space. (KOCAILI, 2010)









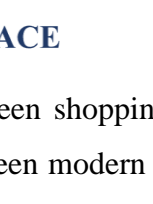
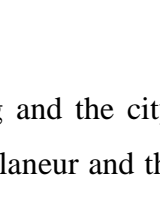
CITY ELEMENTS (LYNCH)	CITY SPACE	SHOPPING MALL
NODES are points, the strategic spots in a city.		
EDGES are the linear elements not used or considered as paths by the observer.		
PATHS are the channels along which the observer customarily, occasionally, or potentially moves.		
DISTRICTS are the medium-to-large sections of the city.		
LANDMARKS are another type of point-reference, which the observer does not enter within them.		

Figure 29; Comparison of Shopping Malls with City Elements (Source: Kocaili)

2.11.3. RETHINKING MALL AS URBAN PUBLIC SPACE

“It is almost impossible to draw a clear borderline between shopping and the city, between shopping experience and urban experience, between modern flaneur and the shopper. Shopping is not only a basic routine activity of contemporary life; it seems to make up the very essence of the contemporary urbanite. Shopping is the means to experience urban life "Amendola, (2006)

We need to reconsider the function of public spaces in our city in light of the current decline in their quality. Public spaces should no longer just serve as an urban void. Real physical spaces and active public spheres should coexist in public areas, but in order for active public spheres to function, they need to be held accountable. Private corporations may fall under this category. Shopping centers make a good setting for community events, but they could also be organized spatially using public space. (HO Chun Wang, 2010)

Shopping malls have changed from being a part of the city to being a requirement for urbanity, according to research on the relationship between the mall and the city.

Shopping malls have taken the place of every aspect of urban life because they not only act as the iconic center of the city but also offer physical spaces for social activities. City centers should, however, also serve as "places" where "everyone occupies its place." The city center should assist one in creating his or her own identity and connecting to that location's past. (HO Chun Wang, 2010)

The shopping center would succeed as an urban public space if it had strong integration with the urban fabric. Shopping locations will continue to change, and the quality of the urban public space will be important. There will be new varieties that blend into the urban fabric.. (KOCAILI, 2010)

“Retail, whether in the form of primitive markets or modern, sophisticated shopping centers, has always been the predominant form of urban public space”

It is only through connections and exchanges between the inside and outside that the mall comes into being as an urban space. Urban residents must regularly cross the lines between their homes and malls, between public and privately-owned spaces of



Figure 30: Pacr central (Source: Sun Hung Kai)

public life, in order for the mall to generate a profit. If shopping centers were entirely fortified or isolated, they would cease to be urban areas and turn into barren concrete wasteland deserts. The only way that malls can be profitable is through urban residents' "spatial practices," which are the unique ways that spaces are connected through routine activities and infrastructural routes and networks. Through the construction of social relations as well as memories attached to spaces, apparently shopping malls can become lived spaces with distinct place identities. (Heer, 2016)

A new "people-oriented" approach to planning is needed in order to move from "space production" to "place making,". The most important thing is to concentrate on day-to-day activities, and create "places" that are full of strong feelings and regional identity.

As a result, it is essential to critique and reconsider the commercial public space in the city center from the perspectives of people and place. (Shijie Sun, 2020)

2.12. CHANGING CONTEXT OF PUBLIC SPA

Urban change is a global phenomenon that has an impact on urban form and daily life in many different geographic areas. Modern cities have undergone significant levels of built environment change over the past century, including changes to recent residential neighborhoods. The forces of urban change have not spared any cities. Urban sprawl is a result of the cities' urban landscapes' rapid growth and transformation. Public space development has not benefited from the modern urban growth of the cities. (Chitrakar R. M., 2017)

The nature of public space and the nature of cities are closely related. While contemporary cities have undergone rapid change, the public realm is also evolving. According to empirical studies, the loss of public space and the decline of the public realm are issues that modern cities and residential developments must deal with as a result of urban change. The absence of public space has resulted in shockingly few places for gathering in the new neighborhoods. (Chitrakar R. M., 2017)

There is typically less public open space in new neighborhoods than in a typical traditional neighborhood. The current open spaces, however, lack the essential conveniences or interesting features that would encourage both active and passive user engagement. As a result, the open spaces lack charm and are inappropriate for use when the weather is bad. Even though the public spaces in developing neighborhoods have not been developed well, the residents' declining involvement in the public sphere is already having an impact on the quality of social life. The management of modern urban development is severely hampered by the changing provision and use of neighborhood public space. (Chitrakar R. M., 2017)

The debate over the loss of public space needs to be reframed in broader terms, according to experts, and it should be considered how people use various urban spaces regardless of who owns them or how they appear. They claim that, when viewed in this light, almost any location has the potential to serve as a public space. Today, a significant portion of neighborhood life occurs in privately owned public spaces. Consideration of the changing nature and characteristics of contemporary public spaces

in terms of their responsiveness to the changing context and needs is necessary given the shifting pattern of public activities and their locations. From a similar point of view, it is possible to understand the increasing popularity of "third places" in modern cities, such as cafes, restaurants, and other similar establishments, as suggested by Oldenburg (1989). In fact, there has been a noticeable shift in the public sphere over the last few decades, with more activity occurring in privately owned public spaces as opposed to openly accessible ones. These places provide social gathering spaces in the context of an urban environment that is changing, while also providing neighborhood residents with a viable alternative to the loss of open space. This phenomenon is described by academics as the privatization of public space in modern cities. (Chitrakar R. M., 2017)

2.12.1. QUASI-PUBLIC SPACE

Changes in consumption and leisure habits have become a crucial aspect of urban life. Cities' urban fabric identities have changed along with them, as demonstrated by the transformation of open spaces like streets, squares, and parks into enclosed public structures like shopping malls and business complexes. Rapid economic development has produced contemporary civic centers, shopping malls, and business complexes. These areas serve as quasi-public places, a social hub for people. (Sahito, 2020)

The quasi-spaces look like public spaces. These spaces are easily accessible to all people. However, these are organized and controlled by private authorities. They are quasi-public spaces. These types of urban spaces, in other words, are a mixed form of public meaning and controlled privately. Commercial complexes are gradually becoming larger and more functional, serving as quasi-public areas. Public space usage and perception are evolving in the context of contemporary urbanization. A type of mixed form, quasi-public spaces are governed by private authorities. Additionally, public areas constantly play a role in fostering social interaction. Commercial complexes are utilized as quasi-public spaces and support social sustainability in the modern world. Public spaces today are very significant from a social perspective. They serve as a vital area for human interaction that helps to integrate locals into society. These spaces are developed, maintained, and managed by private organizations and are provided for social, economic, and cultural purposes. (Sahito, 2020). Shopping malls, restaurant, cafes are increasingly popular destinations for the public. Of course, none of these privately owned or management places are truly public. But we can try to

design such spaces that are more inviting and socializing promote urban public life. (Wang)

The advantage of quasi-public space over totally public spaces is that they are properly maintained clean and well managed. Even though they give certain degree of restriction of a total public space, visitors feel secure and are more inclined. (Sahito, 2020)

2.12.2. DESIGN GUIDELINES FOR POPS (PRIVATELY OWNED PUBLIC SPACE)

Certain design guidelines to make privately owned public space more public as per Wang in his dissertation “Shopping Mall as Privately-Owned Public Space”

2.12.2.1. PRESERVATION OF STREET NETWORK:

Internal streets should be established and connected to the current street network because they can increase the amount of the envelope's contact surface and improve the



interaction between the interior and exterior environments. (Wang)

2.12.2.2. ACCESSIBLE:

The landscape of POPS should be easily accessible for the public with proper connections giving a more public space feeling. (Wang)

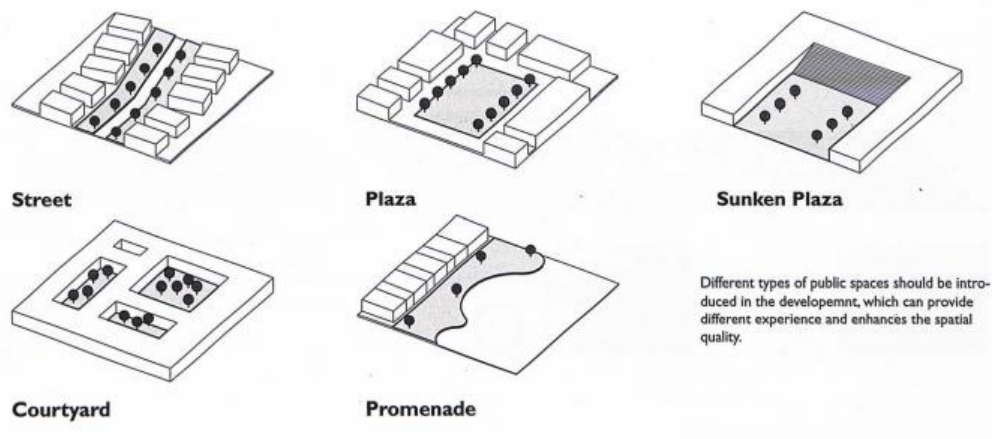


2.12.2.3. HIGH POROSITY:

Well, generic malls typically offer connections to both the vehicular and pedestrian routes. Access points should, however, be offered at various levels. To improve circulation connecting to the outside, which improves circulation between the indoor environment and the surroundings, more access points should be added to the envelope. (Wang)



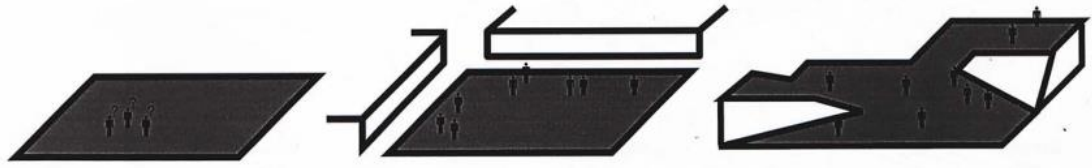
2.12.2.4. VARIETY OF PUBLIC SPACE:



Different types of public spaces should be introduced in the development, such as internal street, plaza, sunken plaza, courtyard and promenade, which can provide different experience and enhances the spatial quality. (Wang)

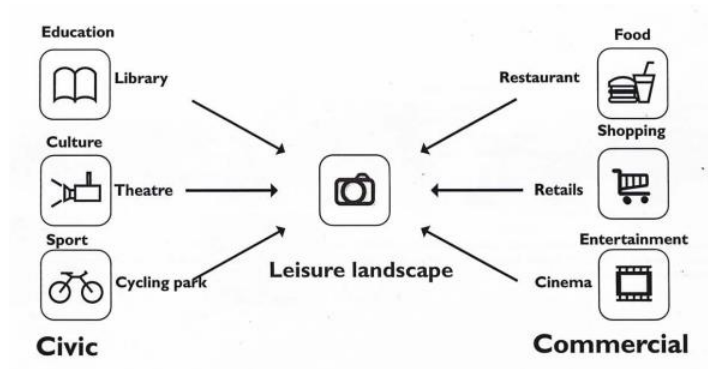
2.12.2.5. INTEGRATION OF PUBLIC SPACE AND ACTIVITIES:

Integration of programs and public space could help build the space with functional value and identity that make the space a destination for its neighborhood and the public. (Wang) Due to their distinct spatial characteristics, retail and public spaces are typically separated. Public spaces become isolated as a result of this. One of the reasons why people don't prefer to stay in public spaces is the absence of supportive programs. Together, the retail sector and the public realm can benefit from a seamless integration. Intersecting spaces can serve as activity spaces and serve to bring people together. (Wang)



2.12.2.6. PROGRAM DIVERSITY:

Programs considering various group of peoples must be incorporated to add value to the space. (Wang)



2.13. PUBLIC SPACE

A public space is one that is open to the public, visible, accessible, and offers a physical location for carrying out various activities and uniting a community. They go beyond just being social and physical. However, spaces also play a big part in the ecological, psychological, political, economic, symbolic, and aesthetic aspects of urban life. There are many different types of public spaces, including squares, streets, plazas, markets, and parks. (KOCALI, 2010) (Chitrakar R. M., 2017)



Figure 31: Public Space Illustration (Source: Ratna Sagar Shrestha)

Urban life would not be the same without public open space. The majority of human interactions occur in the open space, which makes up a sizeable portion of the urban

fabric. In a city, open spaces are areas where people can congregate, socialize, relax, stroll, or even just hang out. These areas serve as the hubs of urban activity, making them more than just breathing spaces. Any urban open space is made lively and vibrant by activity and good space utilization, which also gives it a unique character. (Chitrakar R. M., 2006)

In general, the open spaces in their role of supporting human activity serve as:

- Spaces of assembly
- Space of transaction/trade
- Movement space
- Place of leisure / recreation.

2.13.1. NEEDS IN PUBLIC SPACE

Urban Public spaces are where urban life takes place. Successful urban places are the combination of physical space, sensory experience and activity. Montgomery (1998) describes the activity as a product of vitality and diversity. This meaning the varieties of activities and events making a place lively at different times over a year. (KOCAILI, 2010)

Carr et al. (1992) gives the different aspects needed for the public space. They are termed as:

- **Active Engagement:** Public will engage in the art, coffee stalls, sitting areas and fountains;
- **Passive Engagement:** Enjoying the interior environment without getting involved;
- **Comfort:** People feel safe and comfortable, by getting their needs like food, soft drinks, and the best place for rest when tired;
- **Relaxation:** Find a peaceful environment absent of vehicle noise and pollution and feel physiological comfort;
- **Discovery:** Shows wish for new spectacles and pleasurable experiences, “discovery” depends on variety and change.

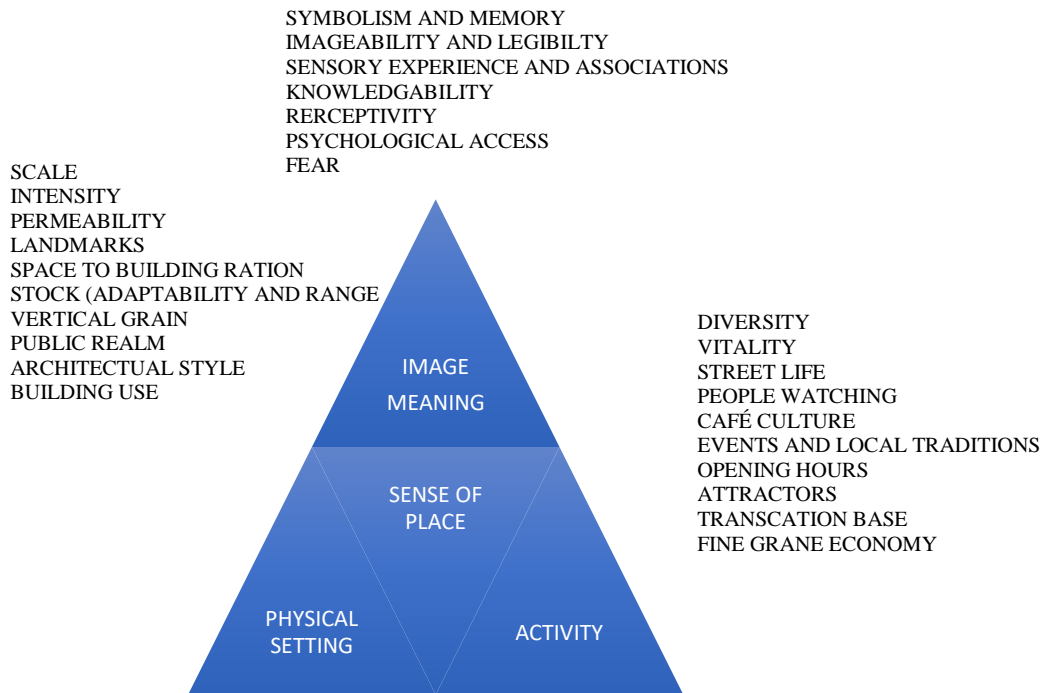


Figure 32: Components of Place as per Montgomery 1998

Similarly, per “Mathew Carmona et al” has categorized the different aspects of expression of Public Space as morphological, social, functional, temporal and visual dimension.

2.13.2. PLACE OVER PUBLIC SPACE

Project for Public Space defines Public space as publicly owned land that, in theory, is open and accessible to all members of a given community—regardless of gender, race, ethnicity, age, or socio-economic level. (pps.org)

But talking about a place, it has its own history, a unique cultural and social identity that is defined by the way it is used and the people who use



Figure 33: Vibrant Place(Source: <https://audebiquelet.net/>)

it. People have invested meaning over time. It is not necessarily through public space,

The Place Diagram is one of the tools Project for Public Spaces has developed to help communities evaluate places. The inner ring represents a place's key attributes, the middle ring its intangible qualities, and the outer ring its measurable data. (pps.org)

Placemaking is

- Community-driven
- Visionary
- Function before form
- Adaptable
- Inclusive
- Focused on creating destinations
- Context-specific
- Dynamic
- Trans-disciplinary
- Transformative
- Flexible
- Collaborative
- Sociable

Great public spaces are those places where celebrations are held, social and economic exchanges occur, friends run into each other, and cultures mix. PPS has found that to be successful, they generally share the following four qualities: they are **accessible**; people are engaged in activities there; the space is **comfortable** and has a good image; and finally, it is a **sociable** place: one where people meet each other and take people when they come to visit. (pps.org)

2.13.4. KEY ATTRIBUTES OF A PLACE

2.13.4.1. ACCESS & LINKAGES

Accessibility of a place is through its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. They are convenient to public transit.

2.13.4.2. COMFORT & IMAGE

Comfort includes perceptions about safety, cleanliness, and the availability of places to sit - the importance of giving people the choice to sit where they want is generally underestimated.

2.13.4.3. USES & ACTIVITIES

Activities are the fundamental components of great places; they are the factors that draw visitors and keep them coming back. They contribute to a place's uniqueness and specialness. People will have more opportunities to participate in activities as there are more of them. All age groups, genders, cultures, socioeconomic classes, and levels should be represented in the activities, which should take place throughout the day.

2.13.4.4. SOCIABILITY

The ability to interact with people comfortably is a sign of sociability. People often feel a stronger sense of place or attachment to their community - and to the place that promotes these kinds of social activities - when they see friends, meet and greet their neighbors, and feel at ease interacting with strangers.

The place is the result of interactions between people and their environment, and it is always connected to how those people act. Due to the city's creation as a place for human habitation, it is bound by a variety of social and cultural aspects. As any public space reflects the social and cultural attachment to it, it means that open space in the urban context is closely related to place identity. (Timalsina, 2021)

2.13.5. PROBLEMS WITH CONTEMPORARY URBAN PUBLIC SPACE

The contemporary physical growth of urban Kathmandu is an urban sprawl and exhibits the following problems with open space design. (Chitrakar R. M., 2006)

- Haphazard urban growth and urban sprawl
- Lacks open space
- Disappearance of urban elements in open space
- Loss of identity
- Changing social values and lifestyles

2.13.6. INFERENCE AND CONCLUSION FOR SHOPPING MALL AS URBAN PUBLIC SPACE

The loss of urban public space in the ever-growing area has definitely triggered the need to rethink the new forms of public space. As per the urbanist and sociologist, from the reviewed literature it is found that the quasi-public space like Shopping Malls, Café, restaurants are playing a new role as a public space. But these private commercial so-

called public spaces are not at all public as it lacks the character of public space in terms of sociability, uses and activities, comfort and image and accessibility in terms of various aspect. So, to reimagine shopping and increasing the publicness character of such commercial spaces there are some design approach that has been discussed above in the literature. Architecture and design aspects obviously can play a crucial role in making building more accessible and sociable but the vision of such project must certainly come from the higher bodies as it is a burning urban issue. Effective policy should be programmed and implemented and private public partnership can be the key in designing such project. The commercial design should be approached and seen in term of urban level if we are to provide the happening places where people and come, enjoy, perform various sorts of activities and experience and leave with wonderful memories.

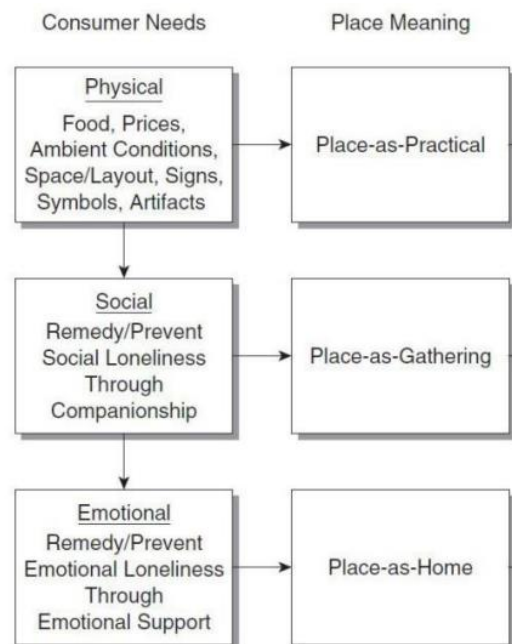


Figure 35: Different Aspects of Mall (Source: Rethinking Future Mall- Lim Yi Chong)

CHAPTER 3: TECHNICALITIES OF DESIGN AND STANDARDS

The design standards and technicalities are collected from time saver standards, Neufert Architects, reports on commercial complex prepared by B arch- 3rd year, and various credible internet sources.

3.1. BASIC REQUIREMENTS

- Convenience and comfort for customers
- Easy of vehicular and pedestrian access
- Ease of adequate parking
- Reasonable working distance
- Visual connection of different levels
- Unique and sustainable building façade
- Proper placement and zoning of shops
- Avoidance of dead ends
- Safety exits

3.2. DESIGN ASPECTS TO BE CONSIDERED FOR DESIGNING SHOPPING MALLS

Site Selection and Zoning

- Site available for development and located within trade area is recommended
- Location: easily accessible
- Adequate size and suitable shape to permit proper planning of merchandizing area and proper number of parking space
- Large commercial complex may have restaurants, cinemas, recreational area, offices other than shopping shops

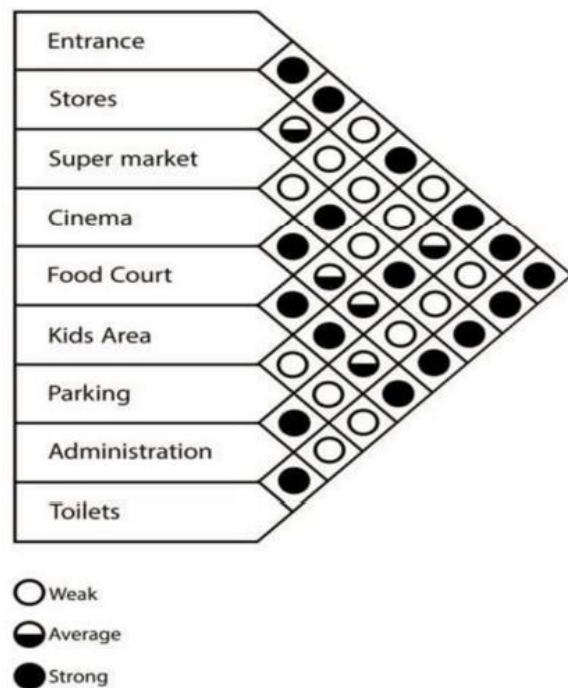


Figure 36: adjacency Matrix for commercial complex

- Proper zoning of the spaces to be done for easy visual connections and circulations

Access

- Pedestrians, vehicles and delivery traffic should be kept separate
- Minimum distance between shopper's vehicle or bus stop and principle shops should be 20m
- Surface or basement parking
- Welcoming and easily identified
- Proper management of vehicles with proper parking layout

Space allocation

Proper allocations of programme conforming to regulation followed by sub dividing spaces like sales area, service, joint serves.

Sales Area, Location,

Shops should be located such that they are visible from many angles as possible. The location of shops also depends on its type.

Ancillary Room

Atm Booths, Staff Cloakrooms should be provided

Services

- Back up stocks space should be provided on top sales floor or on each floor which is generally provided on the back stock room area
- Proper service lift, conveyers, trolleys must be provided to transport goods and services
- Generally provided separate service entrance
- Separate entrances and Washroom must be provided for staffs
- Fire Safety, HVAC system must be well thought of while planning

Parking

Parking plays a major role to make mall successful. It is observed that mall with sufficient parking fosters more than that without parking. So proper consideration on parking facilities is must in commercial design.

Public Amenities

Seating spaces, Landscape design which helps people relax and pause are important in design of commercial complex which are the most neglected part in design.

Spaces		Activities			
		DINING	SHOPPING	LEISURE	MANAGEMENT
PUBLIC ZONES	Food court,	●		●	
	Atrium,			●	
	Amusement zones,			●	
	Gaming zones,			●	
	Kids Play area,			●	
	Bookstore		●	●	
	Theatre			●	
RETAIL	Hyper market,		●		
	Stores,		●		
	Anchor shops,		●		
	Kiosks		●		
PARKING	Basement parking,				●
	Open parking,				●
	Stilt parking				●
SERVICES	Elevators,				
	Escalators,				
	Staircase,				
	Corridors				

Figure 37: Space and activities (Source:Saumya Srivastava)

3.2.1. CIRCULATION

- Important aspect and play a bigger role in success and failure of project
- Important to achieve higher degree of efficiency
- Spacious enough to gather and wait around until shops and spaces are cleared
- enough room for window shoppers to pause while allowing circulation to pass without disturbance
- It should provide connections between buildings, land use areas and adjacent existing and new development, connecting malls office and retail/commercial areas and transit stops.

Area per person to be allowed in various circulation areas

Occupancy	Area per person (m ²)
Overall allowance for public areas in public-handling buildings	2.3 to 2.8
Waiting areas, 100 per cent standing, no cross-flows (e.g. lift lobby)	0.5 to 0.65
Circulating people in corridors, reduced to halt by Obstruction.	0.2

Flow capacities of corridors and staircases

Occupancy	Area per person (m ²)
General design purposes	0.8
People moving at good walking pace (1.3 m/s)	3.7
People moving at a shuffle (0.4 to 0.9 m/s).	0.27 - 0.37
People at a standstill due to obstruction	0.2

Horizontal

- It should not exceed the commercial corridor of 250 meters and only shopper will feel bored by the length of the commercial corridor.
- Should lead ends of the trade corridor to the elements of attraction marketing center.
- the height of corridors and passageways Shall be not less than 2.4 m.

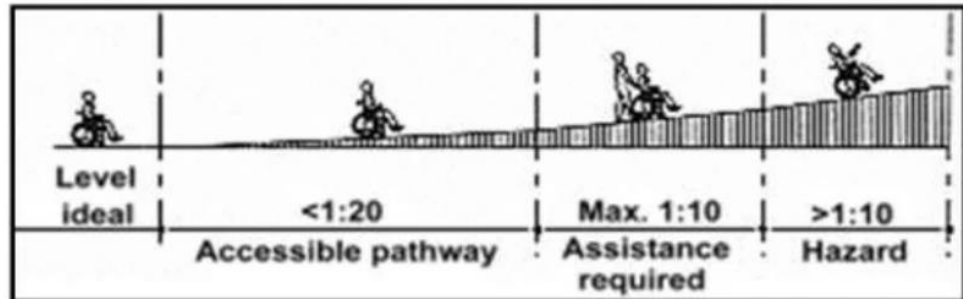
Corridors

- Wide corridors are useful for wheelchair users, service equipment, high traffic areas, etc. Changes in surface level of more than 13mm should be ramp ed. Floor surfaces should be non-slip and even. Carpets should be securely fastened.
- Corridors and passage ways heights shall not be less than 2.4m
- Unobstructed width of 1800mm minimum
- Aisle width for clerks, minimum = 1'8" • Desirable = 2' — 2'3" e For main public aisles = 4'6" minimum
- Average 5'6" into 7'
- Usual maximum = 11'
- Secondary public aisles = 3' — 3'6"

Vertical

- Staircase

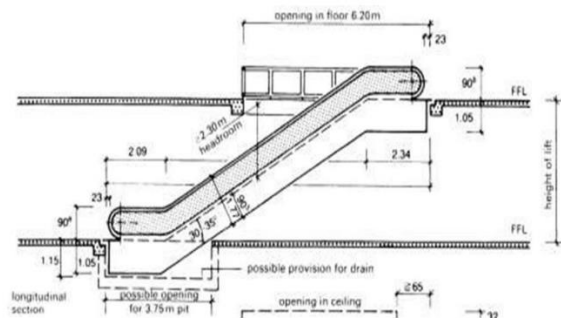
- Minimum two number of staircase
- Width of staircase varies from 1.5m-2m
- Ramp
- 1:12 slope of width 1m to 1.2m

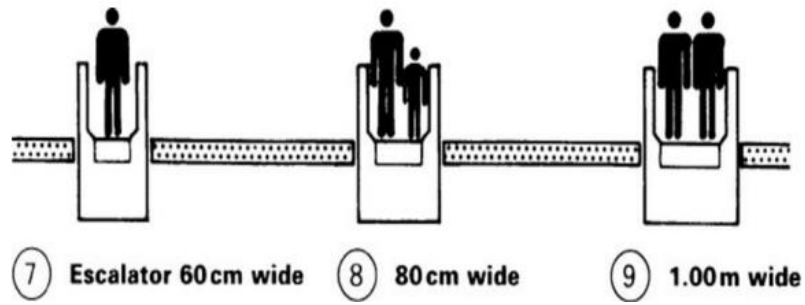


-
- Elevator
- One lift for all 4 storey building
- Capacity may vary upto 5 - 25 people

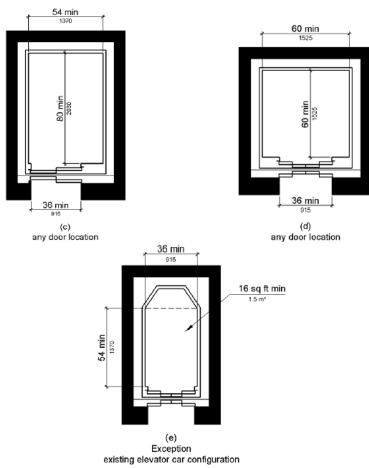
Escalators

- Width of tread ranges from 12"-18"
- minimum rise between tread is 8½"
- Width of escalator are 32" and 48"
- Inclination: 30 or 35 degree (35 degree is preferred; 30 degree is considered wasteful of space; it is only needed for high speed heavy traffic)
- Maximum travel is 6m (19ft 8inch) vertical height with limit of speed of approximately
- 0.5m per sec. (100ft per min).
- The maximum load as a guide may be taken as 1214 kg per 6m (19ft 8 in.) travel unit.
- Platform or an enclosure raised and lowered in a vertical shaft to transport people.





Elevators



LOAD		CAR INSIDE		LIFT WELL		ENTRANCES	TYPE OF DOOR
PERSONS	KG	A	B	C	D	E	
4	272	1100	700	1800	1100	800	MANUAL
6	408	1100	1000	1800	1400	800	
8	544	1300	1100	2000	1550	800	
4	272	1100	700	1900	1350	800	AUTOMATIC
6	408	1100	1000	1900	1700	800	
8	544	1300	1100	1900	1900	800	
10	680	1300	1350	1900	2100	800	
13	884	2000	1100	2500	1900	900	
16	1088	2000	1300	2500	2100	1000	
20	1360	2000	1500	2500	2400	1000	
24	1632	2150	1650	2650	2500	1100	

3.2.2. EMERGENCY EXIT

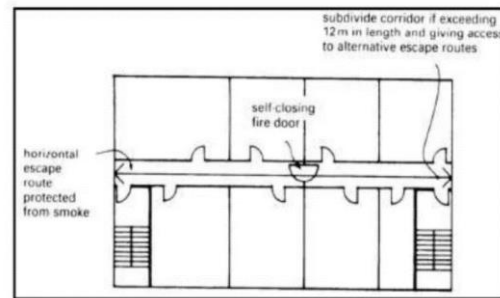
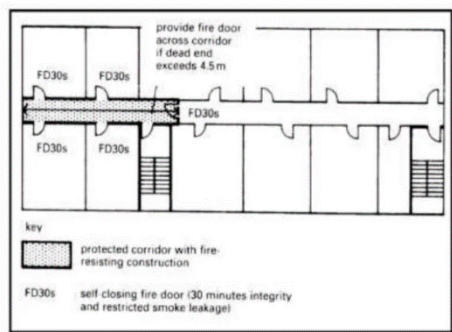
Exits shall be so located that the travel, distance on the floor shall not exceed the distance of 30m. In case of all mercantile building. The protected staircase must be pressurized and made of fire resistant materials .In pressurization, air is injected into the staircases, lobbies or corridors, to raise their pressure slightly above the pressure in adjacent parts of the building. As a result, ingress of smoke or toxic gases into the escape routes will be prevented.

Exits shall be so located that the travel, distance on the floor shall not exceed the distance of 30m. The fire escape shall have a minimum tread width of 20 cm and each riser shall be not more than 19 cm high. Exit doors shall open to a passageway or to a corridor. They should open outwards, but without restricting the movement of people passing outside the door.

The maximum distance of such an exit doorway from any point in a passage shall be 20 m.

The exit doorway shall neither be smaller than 90 cm in width, nor 180 cm in height.

No. of people	Width of escapes routes	No. of people in the area	No. of exits required
50	800mm	500	2
110	900mm	1000	3
220	1100mm	2000	4
220+	Extra 5 mm/ perso	4000+	5-6



Safety can be achieved through structural protection and technological protection.

Structural Protection

- To avoid carbon monoxide build-up, air flow is adequately designed for through mechanical and/or natural ventilation.
- Non-slippery floor surface. Cleanliness.
- Proper calculation and adequate placement of structures following standard building codes.
- Handicap accessibility with vehicles close to stair and elevator cores having a direct path to key movement patterns of the facility.
- Resting places with benches.
- Eliminate potential hiding places, such as under open stairs.

Technological Protection

- Use of better and more intelligent system than can effectively protect every space.
- A wide range of options and features that can be tailored to the requirements of the buildings can be summarized as follows:
- Access Control System.
- Intrusion Detection System.
- Surveillance System.
- Health and Safety.
- Fire Monitoring.
- Lifts and Elevators.
- Secondary Escape Routes.
- e Security devices such as video, audio and emergency buttons that call into the booth or local police station.

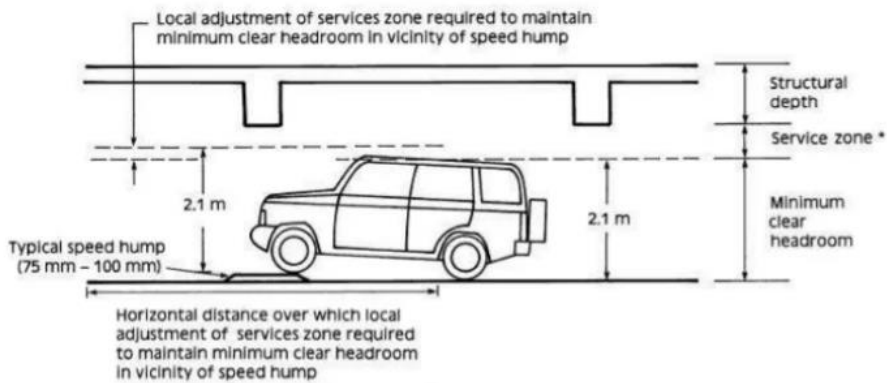
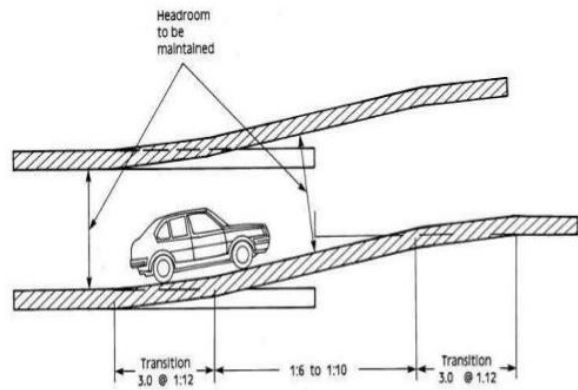
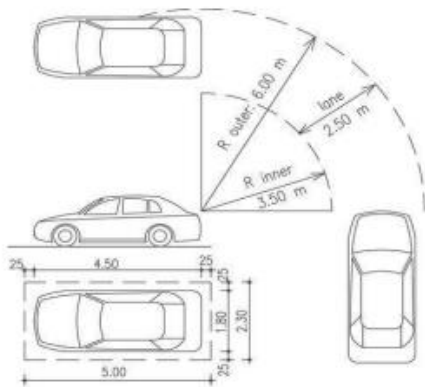
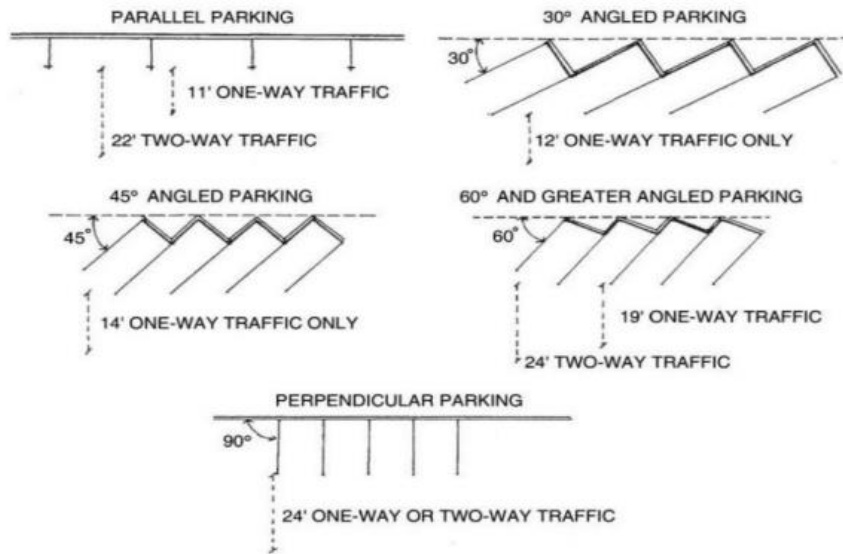
3.2.4. VEHICULAR CIRCULATION AND PARKING

The parking/access/circulation system shall provide for the safe, efficient, convenient and functional movement of multiple modes of transportation both on and off the site. Pedestrian/bicycle/vehicle conflicts shall be minimized. Alternate modes of transportation, including public transit, bicycles and sidewalks/trails, shall be given attention in the site design. Passenger drop-off areas shall be incorporated into projects to provide for safe and convenient access to building entries, where appropriate.

Parking facility should account for the complex spatial needs of the driver and vehicle. Optimum aisle width, ramp slope, turning radius, height clearance, entry and exit, traffic flow signage, fire and light, drainage must be considered while planning parking especially in basement.

- Parking lanes – range from 60’-64’ in width for 90° parking and 56’-58’ for angled parking.
- Ramp widths is 12’ for one way and 22’ for two way where parking flows are not separated

Car type	Parking width	Parking length
Normal car (for each)	2.4 m 7.8 ft	4.6 m 15 ft
2 wheel motor bike (for each)	1.0 m 3.28 ft	2.0 m 6.56 ft

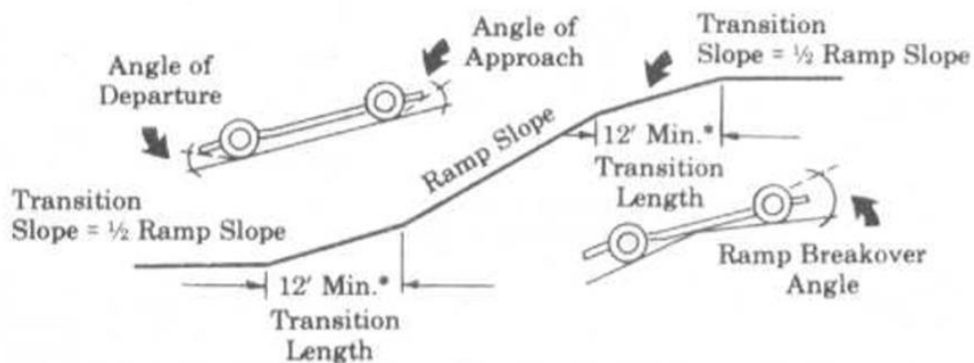


* Includes ventilation, lighting, signing, sprinklers etc.

SURFACE PARKING LOTS

Vehicle parking shall be provided to meet the location and quantity requirements of specific uses without undermining the function of other modes of transportation or detracting from the creation of attractive pedestrian environments.

type of vehicle	length (m)	width (m)	height (m)	turning circle radius (m)
motorcycle	2.20	0.70	1.00 ²⁾	1.00
car				
- standard	4.70	1.75	1.50	5.75
- small	3.60	1.60	1.50	5.00
- large	5.00	1.90	1.50	6.00
truck				
- standard	6.00	2.10	2.20 ¹⁾	6.10
- 7.5 t	7.00	2.50	2.40 ¹⁾	7.00
- 16 t	8.00	2.50	3.00 ¹⁾	8.00
- 22t (+16 t trailer)	10.00	2.50	3.00 ¹⁾	9.30
refuse collection vehicle				
- standard 2-axle vehicle (4 × 2)	7.64	2.50	3.30 ¹⁾	7.80
- standard 3-axle vehicle (6 × 2 or 6 × 4)	1.45	2.50	3.30 ¹⁾	9.25
fire engine	6.80	2.50	2.80 ¹⁾	9.25
furniture van (with trailer)	9.50 (18.00)	2.50	2.80 ¹⁾	9.25
standard bus I	11.00	2.50 ³⁾	2.95	10.25
standard bus II	11.40	2.50 ³⁾	3.05	11.00
standard vehicle - bus	11.00	2.50 ³⁾	2.95	11.20
standard vehicle - articulated bus	17.26	2.50 ³⁾	4.00	10.50-11.25
standard articulated truck	18.00	2.50 ⁴⁾	4.00	12.00 ⁵⁾
tractor		2.50 ⁴⁾	4.00	
trailer		2.50 ⁴⁾	4.00	
max. values of the road regulations				
2-axle vehicle (4 × 2)	12.00	2.50 ⁴⁾	4.00	12.00
vehicle with more than 2 axles	12.00	2.50 ⁴⁾	4.00	12.00
tractor with semi-trailer	15.00	2.50 ⁴⁾	4.00	12.00
articulated bus	18.00	2.50 ⁴⁾	4.00	12.00
trucks with trailer	18.00	2.50 ⁴⁾	4.00	12.00



*Ramp slopes (grades) less than 10 percent can be blended satisfactorily with an 8-foot transition length.

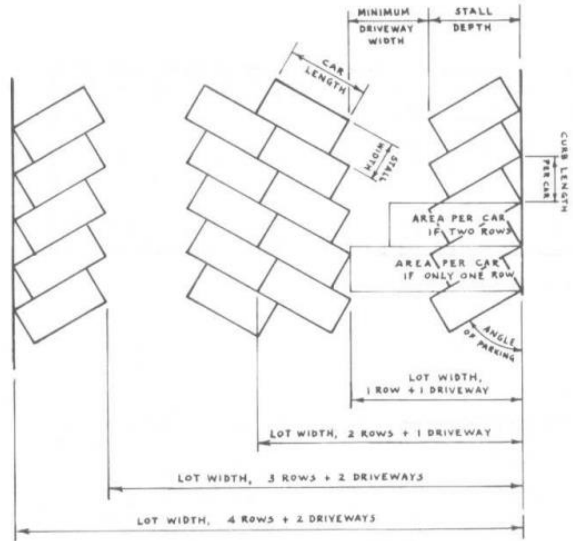


Fig. 1

Table 1. Parking lot dimensions

Angle of Parking	Stall width	Curb length per car	Stall depth	Minimum driveway width	Lot width 1 row + 1 driveway		Lot width 2 rows + 1 driveway		Lot width 3 rows + 2 driveways		Lot width 4 rows + 2 driveways	
					Sq ft per car	Sq ft per car	Sq ft per car	Sq ft per car				
Along curb = 0°	9'	23'	9'	12'	21'	483	30'	345	51'	391	60'	345
	10'	23'	10'	12'	22'	506	32'	368	54'	414	64'	368
30°	9'	18'	17'4"	11'	28'4"	510	45'8"	411	66'2"	397	83'6"	376
	10'	20'	18'3"	11'	29'3"	585	47'6"	475	68'0"	453	86'2"	431
45°	9'	12'9"	19'10"	13'	32'10"	420	52'8"	336	79'0"	376	98'10"	315
	10'	14'2"	20'6"	13'	33'6"	490	54'0"	383	80'4"	379	100'10"	358
60°	9'	10'5"	21'0"	18'	39'0"	407	60'	313	95'0"	330	116'0"	305
	10'	11'6"	21'6"	18'	39'6"	455	61'	351	95'6"	366	116'6"	335
90°	9'	9'	19'	24'	43'	387	62'	279	105'	315	124'	279
	10'	10'	19'	24'	43'	430	62'	310	105'	350	124'	310

Refer to Fig. 1.

3.2.5. SERVICE/DELIVERY, EMERGENCY AND UTILITY ACCESS

- Convenient and appropriate routes for all required service, emergency and utility access ways shall be easily discernible and clearly marked.
- Vehicle circulation within the development shall be designed to provide safe and efficient turning movements for all anticipated service and emergency vehicles.
- The design of individual parcels to accommodate truck access shall have adequate space to accommodate the turning radius of delivery trucks. (arch, 072-075)

3.2.6. RETAIL Shops

Retail shops are the shops from where different products are sold to the consumers. These shops should create an environment such that people are attracted to come inside. Even though the form and function as well as role of the retail shops have vastly changed and hard and fast rules for shop layout and design. But ,there are still some factors that designers must considers while designing the retail formats.

Design guidelines:

- Understanding an efficient method of space utilization
 - Integration of display, services, customer movement in best possible forms
 - ease of access to the emergency exits
- Understanding the target group
 - keep the rich décor with understated elegance
 - space that allow customer to view, discern and decide before purchase
- Understanding the importance of display area of the products
 - height of merchandise should be such that every cutomer should be able to notice
 - show window to display items
- Shop with one customers aisle only are 12 to 15 ft. wide by 50 to 60 ft. long in large cities ;
- 15 to 18 ft. wide by 60 to 80 ft. long in smaller cities.
- These dimensions apply particularly to shops in 100 percent retail districts.
- Basements 8 to 9 ft. high, in the clear, permit economical stock storage.
- Ground floors are preferably approximately 12 ft. high

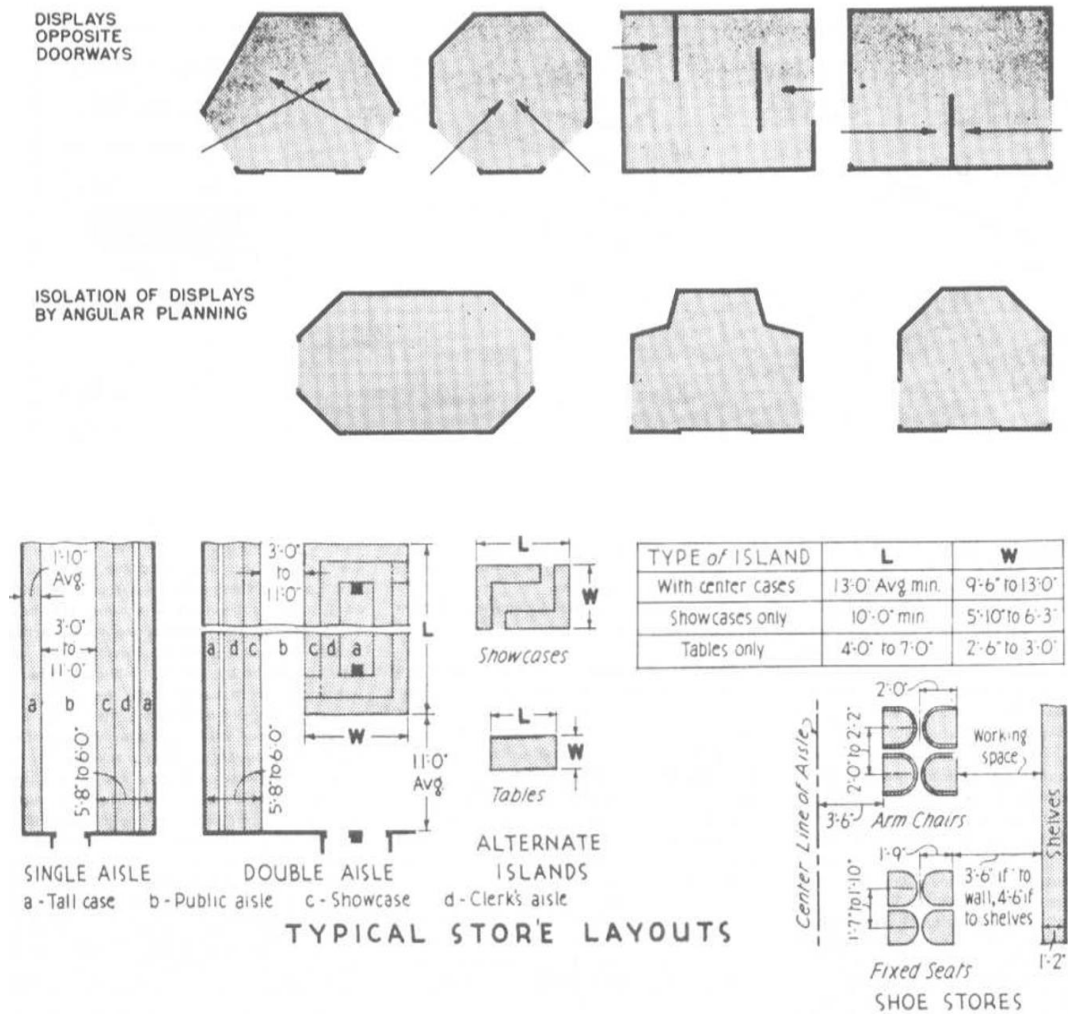
Basic dimensional guidelines give the minimum heights of spaces in shops and storage facilities as:

Up to 400 m2 retail floor space — 3.00m

Over 400 m2 retail floor space — 3.30m

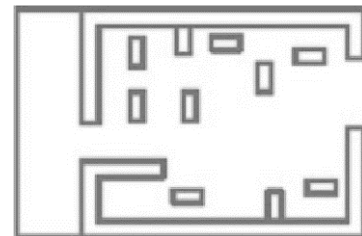
Over 1500 m2 retail floor space - 3.50m

- 7 ft6 inch above floor level will accommodate most fixture heights

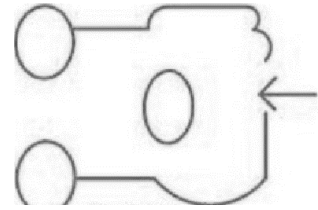


Basic Plan Layout:

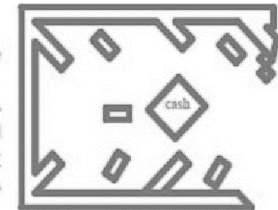
- Straight plan:
 - conventional form of layout
 - economical plan to execute
 - can be adapted to any type of store, from gift shops to apparel outlets, from drug and grocery stores to departmental stores



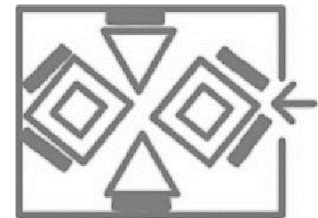
- Curve plan:
 - Provides inviting environment
 - Can be adopted form boutiques, salon, high quality store
 - Construction cost more
 - Human more responsive to curve theme



- Diagonal plan:
 - Suitable for self-service stores
 - Cashier in the central position with good views of all ares
 - Uses perimeter design which causes angular traffic flow
 - Both soft and hard good can take advantage of this plan

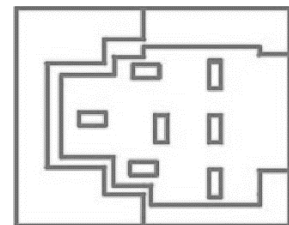


- Geometric plan:
 - Forms and shapes derived from showcases and racks
 - Can use different geometries making the plan look more

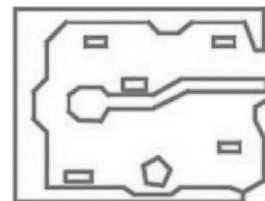


interesting and inviting

- Varied Plan:
 - Suitable for products that requires backup merchandise and storage
 - Use for footwear and jewelry stores
 - It is the variation of straight plan with sufficient perimeter wall allowed form storages of boxes and cartoons



- Pathway plan:
 - Particularly suitable for stores of area more than 5000sq m
 - Pathway is provided which smoothly guides through to the store and back
 - Well suited for departmental stores
 - Pathway can be shaped into any form with the help of shop fixtures



3.2.7. SHOPPING LAYOUT

There are a variety of mall layouts that can be used from having one central circulation or corridor with two anchor stores at either end known as dumbbell plan to the double racetrack format, allowing customers to flow around the mall in a loop that ends at its starting point.



Figure 39: Dumbbell Layout and Double Race Track Layout

Layout should form unique and interesting place that is convenient, safe and enjoyable to use. It should be easy to understand. The arrangement should establish strong pedestrian flows which will allow customers to pass along all the retail frontages. Anchor stores and other major attractions should be positioned to generate and reinforce pedestrian flow.

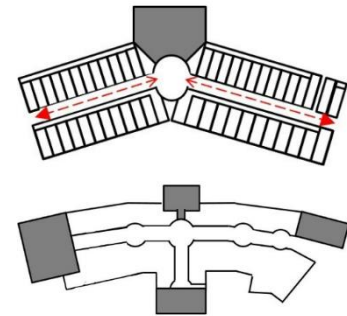
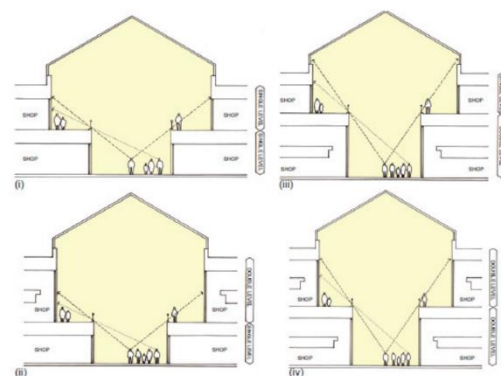
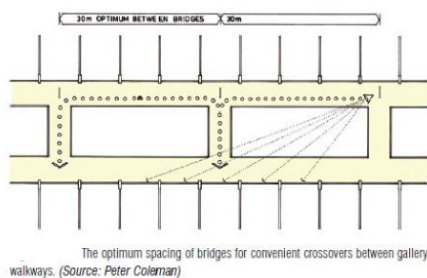


Figure 38: Anchor Shops Location

3.2.8. VISIBILITY

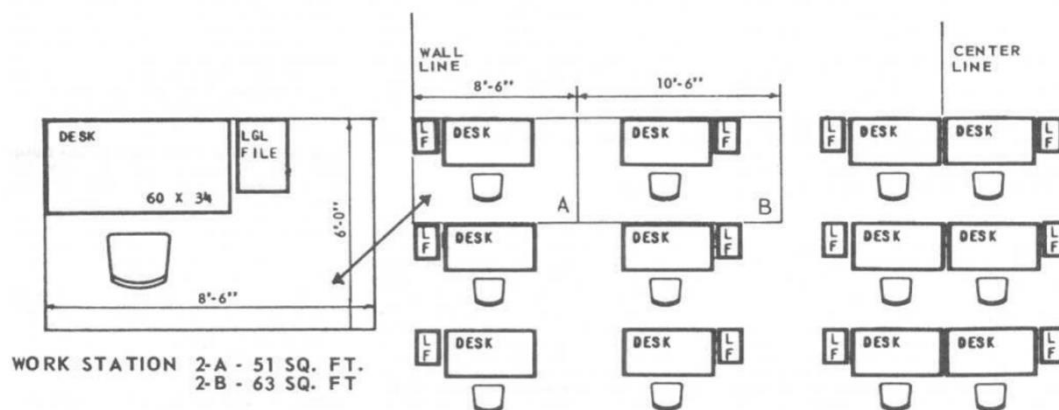
Horizontal as well as vertical visibility of spaces must be thoughtfully considered



3.2.9. OFFICES

- Design Guidelines:
- Better flexibility in planning work stations

- Better natural lighting and ventilation
- Energy consumption
- Better communication and flow of work
- Centralized to simplify area division and provides good flexibility of tenant distribution in the same way.
- Design requirements:
 - Space per person: 8m² to 13m² (optimum 10m²)
 - Absolute minimum area per person- 3.7 to 4.2m² (including aisles, filing cabinets and desk space)
 - Completely integrated office plus eating and lounge facilities:- minimum 14m² per person
 - Area per floor: 450m² to 540m²
 - Corridor width: 5' to 6'
 - Maximum distance from employee desk to nearest exit: 150'
 - Maximum distance from desk to restroom: 150'
 - Lighting requirements:
 - Corridors: 200lux
 - Conference and reception: 300-400lux
 - General office: 400-600lux



3.2.10. RESTAURANT DESIGN AND LAYOUT

Restaurants are the resting and refreshment part providing provision of eating and an important component in present day malls.

Design Guidelines:

- Public access should be separated from service entry and waste disposal

- Planning should allow variety of sittings
- Exterior appearance communicating with signs, light and menu display
- Interior to create good impression and suitable environment
- Large regular area broken into smaller, more intimate areas
- Cashier at entrance
- Good air conditioning, central ducts for waste supplies and exhaust system

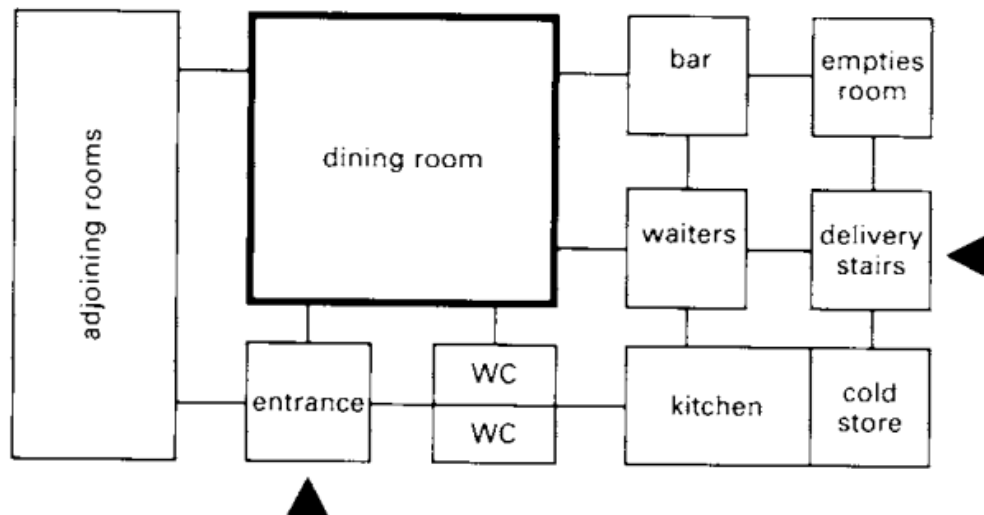
Design standards

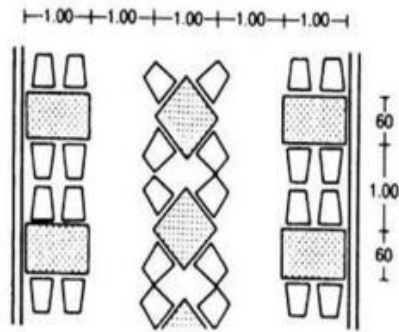
- Dining Room: 60% of total area
- Kitchen, cooking, storage, preparation: 40% of total area
- Storage: 1.5 to 2 times the kitchen
- Services aisles: 0.9 to 1.35m wide
- Lighting in kitchen: 215lux

type	chair occupancy per meal	kitchen area required (m ² /cover)	dining area required (m ² /seat)
exclusive restaurant	1	0.7	1.8-2.0
restaurant with high seat turnover	2-3	0.5-0.6	1.4-1.6
normal restaurant	1.5	0.4-0.5	1.6-1.8
inn/ guesthouse	1	0.3-0.4	1.6-1.8

approx. 80% supplement is added for storage rooms, personnel rooms etc.
cover = seat × no. of seat changeovers

10 Floor area requirements





1) **Figure 12 Minimum Seating Layout**
Minimal seating layout

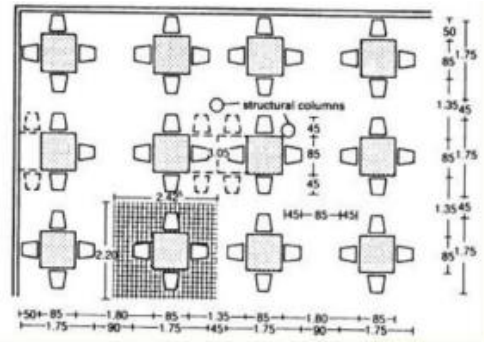


Figure 11 Parallel Seating Layout

3) Diagonal table arrangement

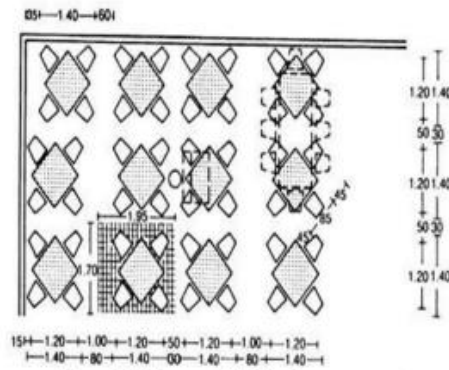


Figure 13 Diagonal Table Arrangement

4) Cafe arrangement

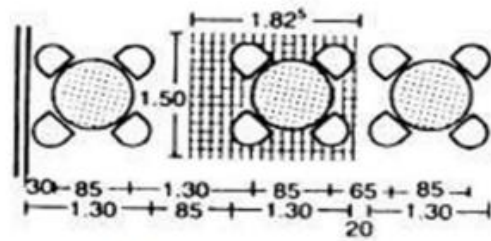


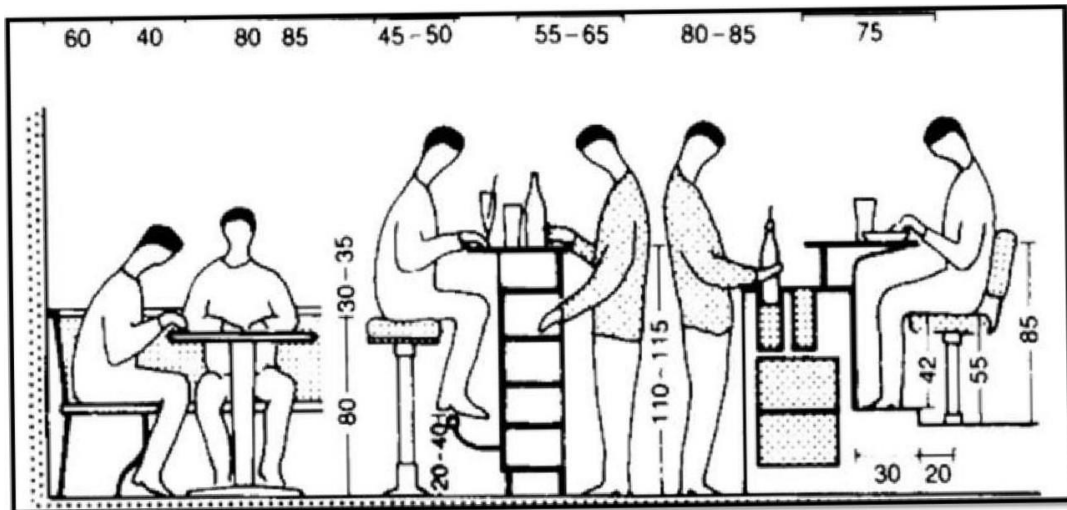
Figure 14 Cafe Arrangement

3.2.11. FOOD COURT

They are large halls that houses groups of small outlets selling wide variety of specialist food products. Customer can either sit in the premises or take away food. Food court courts are one of the attractive features of mall.

Design Consideration

- Must be easily seen and located in prime position
- 20-30 m² area per kiosks
- 1.2m² per seat
- Waiter station : 20-30 per seat



3.2.12. COLUMN SPACING

- Significant dimension is along the mall as this involves the widths, i.e. frontages of stores.
- Often used spaces are 20, 25 and 30 ft. with the last the most flexible.

3.2.13. STORE DEPTHS

- Buildings are usually 120 to 140 ft. deep, sometimes more to accommodate larger stores.
- If there are basements or mezzanines, the depth dimension usually can be reduced 20 to 25 percent

3.2.14. CLEAR HEIGHTS

- These vary from 10 to 14 ft. or more, with 12 Ft. a good average. Above this clear height, there must be adequate space for air conditioning ducts, recessed lights, structural system, etc.

3.2.15. CINEMA DESIGN AND LAYOUT

- Size of Auditorium- An area of 2-3m²
- Viewing angle should not exceed beyond 30 degree from first row
- Length of rows: maximum of 16 seats per aisle
- Exits, escape routes: 1m wide/150 people
- Foyer 0.8 to 2m²/person

- Fan shaped most efficient
- Technical room, store area, acoustics and lighting should be considered carefully while designing cinema halls

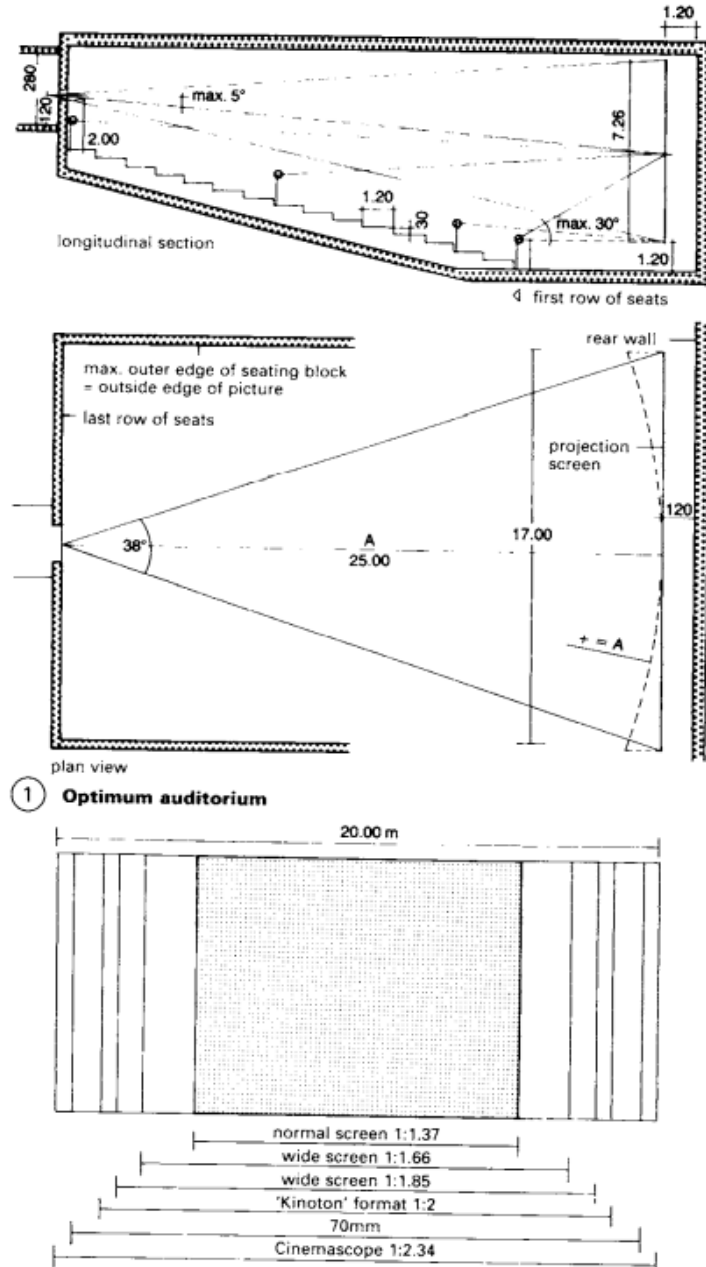


Figure 40: Viewing angle to screen, minimum horizontal angle required for screen, width of screen

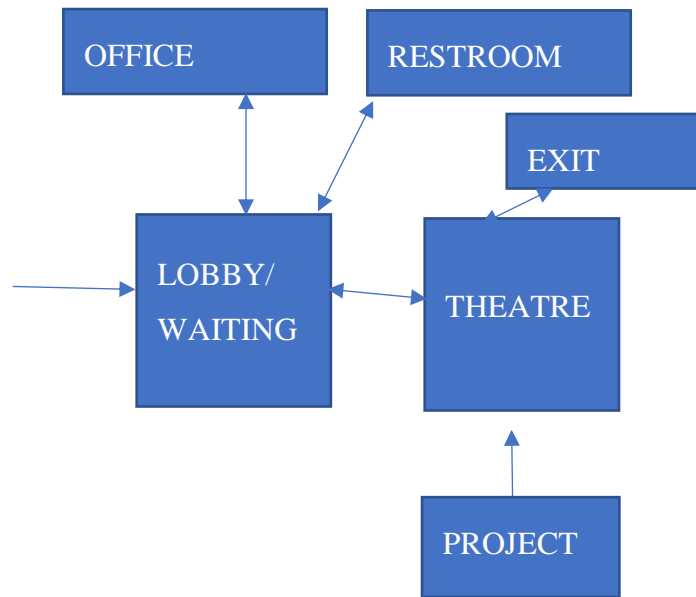


Figure 41: Functional Layout of Auditorium

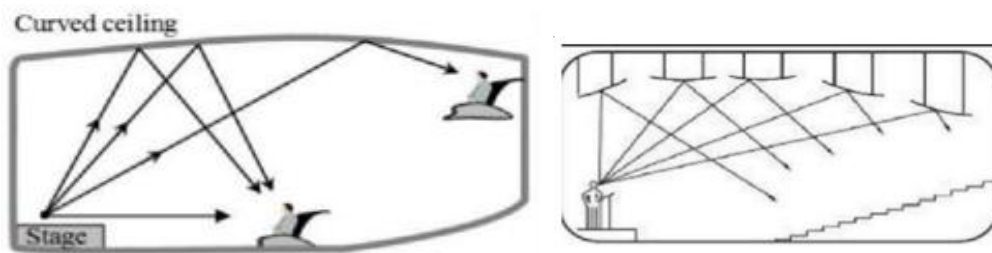


Figure 42: Ceiling of Auditorium

3.3. WATER CLOSET

A WC should not be set closer than 450mm from its center to any side wall, partition, vanity or other obstruction. There should be at least a 900mm clearance in front of the WC to any wall, fixture or door. Supply a predetermined quantity of not more than 4.5 liters of water per flush after each use.

number of	Men						Women					
	flush toilets	urinals	troughs (m) ¹⁾	hand basins ²⁾	additional flush toilets	additional urinals	number of employees	flush toilets	hand basins ²⁾	additional flush toilets	waste bins	sink
10 ³⁾	1	1	0.6	1	1	1	10 ³⁾	1	1	1	1	1
25	2	2	1.2	1	1	1	20	2	1	1	1	1
50	3	3	1.8	1	1	1	35	3	1	1	1	1
75	4	4	2.4	1	1	2	50	4	2	2	1	1
100	5	5	3.0	2	1	2	65	5	2	2	1	1
130	6	6	3.6	2	2	2	80	6	2	2	1	1
160	7	7	4.2	2	2	2	100	7	2	3	1	1
190	8	8	4.8	2	2	3	120	8	3	3	1	1
220	9	9	5.4	3	3	3	140	9	3	4	1	1
250 ⁴⁾	10	10	6.0	3	3	4	160 ⁴⁾	10	3	4	1	1

3.4. COMMUNITY SPACES AND SPECIAL FEATURES

Community and public spaces shall be considered in the development of features within, such as patio/ seating areas, pedestrian plaza with benches, window shopping walkway, outdoor playground area, kiosk area, water feature, clock tower, or other such focal features. The installation of public art in cooperation with the City art committee is highly encouraged. These areas shall have direct access to the citywide bicycle and pedestrian circulation system and transit stops.

Attention to streetscapes and how roadside zones interact with a commercial complex shall be considered. The roadside shall contain a variety of urban design elements, including but not limited to, plazas, seating areas, transit stops and other public uses as well as street furniture, street trees and other landscape features, and public art where appropriate.

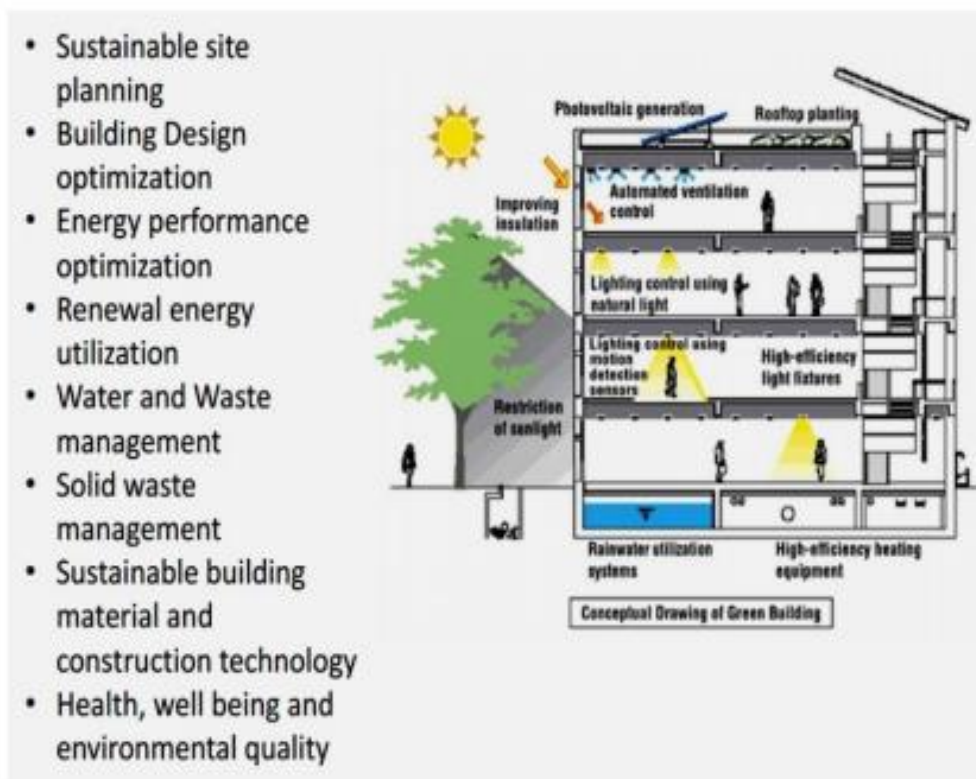


Figure 43: Sustainable Building Design Process

3.5. ENERGY CONSIDERATIONS

A sustainable building, or green building is an outcome of a design philosophy which focuses on increasing the efficiency of resource use energy, water, and materials while reducing building impacts on human health and the environment during the building's lifecycle, through better sitting, design, construction. Energy efficient buildings (new constructions or renovated existing buildings) can be defined as buildings that are designed to provide a significant reduction of the energy need for heating and cooling, independently of the energy and of the equipment's that will be chosen to heat or cool the building.

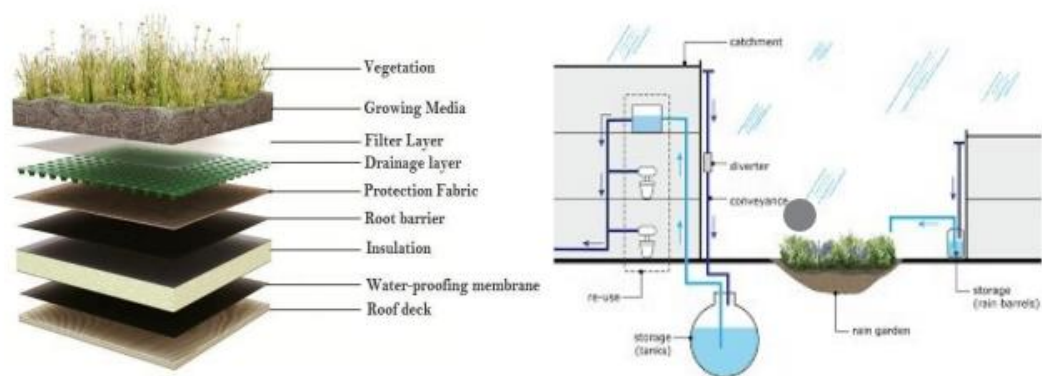


Figure 44: Green Roof and Waste Water Management

Green Roof

A green roof is a living roof which involves growing plants, vegetation on rooftops. These roof have been a major trends in sustainable development. It has aesthetical as well as functional benefits helps maintain indoor temperature, provide fresh air, provide insulation and used for recreation activities.

Design Consideration

- Proper structural consideration must be done
- Sufficient drainage facilities
- Regular maintenance
- Water Proofing
- Water and Provision for irrigation must be considered during planning phase

Natural Ventilation

Complex should be built in a way that natural ventilation flows through the entire structure thus not requiring an HVAC replacement.

Windows and openings should be designed in ways that brings out the optimum climate and structure relation.

Lighting

Use of LED Lights over CFL Bulbs can save a large amount of money. Efficient smart Lights that can be remotely controlled can



also help to save energy in the long run.. Increase Maximum natural light should also be a high priority to avoid any lighting in general.

6.5 Commercials & Office

S. No.	Elements of building	Particular dimensional aspects	Commercials	Offices	Reference
1.	Occupancy load	Maximum floor area per Occupant[Sq.m] Main floor & Basement Other floors	2.75 sq.m 5.5 sq.m	9 sq.m	2.1
2.	Egress	Maximum distance to exits or stairways within single floor Width of the Doorway Width of the Corridors Staircase width Staircase Designs	30m 40m for external corridor As per Table 2 As per Table 3 As per Table 3 Shall confirm with 2.4.1		2.2 2.2.1 2.3 2.4
3.	Components of Building	Minimum Height of the room Light & Ventilations Basement Parking Requirement	2.9m Refer 2.2.3 Refer 3.5 Refer 3.6		3.2.1
4.	Accessibility for Disabled		Refer 5.0		

Figure 45: NBC Guidelines for commercial buildings

CHAPTER 4: CASE STUDIES

4.1. NEW STORE FORMATS

4.1.1. IKEA RETAIL STORE- SHANGHAI

It is a new store format exploring how to keep physical stores relevant in the age of ecommerce. It includes spaces to hang out with friends, mend and make items and eat

It is designed to make customer want to linger rather than pace toward checkout. Most of the spaces are provided for activities other than

shopping. Alongside showrooms and a shop for small items is a cushioned, theater-like space. It includes Restaurant that showcases sustainable food practices such as urban farming, and a Maker's Hub where staff help customers repair old and build new items making relationship with customers without transaction. (Deighton, 2021)



Figure 46: IKEA retail store Shanghai (Source: Delighton)

4.1.2. NORDSTROM LOCAL- INVENTORY LESS FORMAT- LOS ANGELES

It is a New store concept in Los Angeles which does not carry any inventory. The main Focus is on creating a more intimate and relaxing shopping experience with better dressing rooms, a tailor on-site, a bar and comfortable seating areas. Customers can purchase products in the store but will either pick their order up later or have it delivered. (Future Stores)

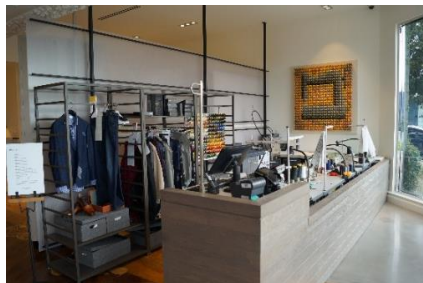


Figure 48: Nordstrom Local Store (Source: Future Stores)



Figure 47: Nordstrom Local Store (Source: Future Stores)

4.1.3. FOOT LOCKER- SINGAPORE, MACAU

This Footwear brand that has been opening experiential retail stores furthering brick and mortar retail experience. Its Singapore store features a basketball court and specially commissioned murals. (Taylor, 2020)



Figure 49: Foot Locker Store (Source: Taylor)

4.1.4. AMAZON- “JUST WALK OUT EXPERIENCE”

Amazon an ecommerce giant has been opening its physical stores to make relationship with its customers. It has been opening physical Amazon Go convenience stores and Amazon Go Grocery stores. The new stores format is providing just walk out experience where there are no registers or cashiers. You can walk in, pick out what you want and walk out. (Maggie Tillman, 2022)



Figure 50: Amazon No Man Store (Source: Amazon)

4.1.5. CONCLUSION AND INFERENCES FROM NEW STORE FORMATS

As studied in literatures, these case studies have applied the new store concepts more focusing on experience of the customers. IKEA store has designed a store more for activities rather than shopping providing makers hub and lingering spaces. Nordstrom local have no inventory in their store reducing the store inventory size providing more spaces for relaxing and intimate experiences same with Footlocker. Amazon has started physical store to make more interpersonal relations with brand and fused technology in their store where there is no need for checking out providing more convenience to the consumers.

As a whole all these stores are heading towards experience based and providing more convenience to the consumers. They are the perfect examples how a physical store can provide more than just space for inventory.

4.2. NATIONAL CASE STUDY (SHOPPING MALLS)

The aim of the case study is to find out the present context of shopping mall, find out where the future of shopping malls is heading, and find out the publicness and placemaking character of the shopping mall in context of Nepal.

The case studies were performed targeting the architectural aspect of mall, present retail trends, and its characteristics as an urban place based on place making attributes given by Project for Public Space i.e. accessibility, sociability, use and activities and comfort and image.

The case studies are further supported with interviews of Mall personnel's (managers, staff's developers, retailers) and the users.

4 primary case studies of shopping mall have been performed. The selection of shopping malls for case studies are based upon the time of establishment of malls from the very first Bishal Bazar to modern Chhayadevi Complex.

4.2.1. FRAMEWORK PARAMETERS OF CASE STUDY

Table 3: Framework and parameter for case study

Main Objective	Specific Objective	Parameters	Sources of Data Collection
To Find Out the Present Context of Shopping Malls in Nepal	Architectural Expression and Design	<ul style="list-style-type: none"> • Façade • Building Form and Planning (Function, Aesthetics, Visual Proportion, Symbolic Expression, Flexibility, Permeability, Material Used) 	<ul style="list-style-type: none"> • Observation
	Retail Trends	<ul style="list-style-type: none"> • Retail Formats/Type of Stores • Integration with Online Forms and use of technologies 	<ul style="list-style-type: none"> • Observation • Interviews with Retailers, Managers, Developers
	Public Character in Shopping Malls	<ul style="list-style-type: none"> • Accessibility <ul style="list-style-type: none"> ➤ Visual accessibility ➤ Physical accessibility by vehicle or on foot ➤ Entrance ➤ Boundary 	<ul style="list-style-type: none"> • Observation • Interviews with consumers, mall personnel

		<ul style="list-style-type: none"> • Sociability <ul style="list-style-type: none"> ➤ How vibrant is the place based on its uses and activities? ➤ How inclusive it is to all • Uses and Activities <ul style="list-style-type: none"> ➤ Different types of activities in the mall like shopping, eating, entertainment, leisure ➤ Pedestrian Activities ➤ Multiplicity of Use • Image and Comfort <ul style="list-style-type: none"> ➤ Sense of Welcome ➤ Inclusiveness ➤ Safety ➤ Landscaping ➤ Sitting Spaces ➤ Functional Sufficiency's (Vertical and horizontal circulation, toilets, parking's) ➤ Openness 	
--	--	--	--

4.2.2. BACKGROUND

Establishment of Bishal Bazar in 1969 made a way to shopping mall culture in Nepal. The main purpose of establishing it was to make it easy for the people to find all sorts of items like food, clothes, medicine, machinery, etc., in the same place. With international brands taking most of the retail space of malls representing connection up to the globalized world. The number of shopping malls mushroomed at rapid pace in or outside of the Valley with some of it opening its chain throughout Nepal. Shopping in Shopping Mall became a hobby in no time. The mall has not only been providing shopping activities but also providing entertainment facilities through QFX, gaming zones, and food being a new culture Malls are dedicating significant amount of its area for restaurants and cafes. Malls have been recognized as destination for many teenagers and adults especially during weekends. With all these activities under a roof it really had functioned a socializing space for more than a decade.

But the changing trend in global context with number of malls failing to sustain and receiving a smaller number of footfalls day by day, the need is to rethink and reinvent the typical shopping mall culture has become crucial. Most of the Malls of Nepal that opened in early 2000s are facing same problem with malls receiving a smaller number of footfall as they have suffered to provide unique experience. Malls are gradually turning into a place to go for cinema and food only. With more than 50% of its leasable area provided to tenant store for shopping it seriously needs to be thought of to survive the global race. They are gradually losing their identity. While online shopping on a gradual rise most Nepali consumer still prefer physical shopping. But it doesn't say that people will still prefer old fashioned physical shopping in next 5 or 10 years to convenient online shopping. New sort of experience is required So need to rethink and reimagine the role of shopping mall becomes important in terms of physical, social, cultural, environmental aspects for its economic viability.

4.2.3. CASE STUDY-1: BISHAL BAZAR SHOPPING MALL

Location: New Road, Kathmandu

Area: 12000 sq ft approx

Number of Floors: 5 with basement



Figure 51: Bishal Bazar (Source:bishal bazar.com.np)

Established in 1969, with 275 shops Bishal Bazar is the very first shopping mall in Nepal. Bishal Bazar was built under the regime of then, King Mahendra. .

The trend of shopping malls started with the establishment of Bishal Bazar. This shopping centre was initially opened targeting foreigners initially but later on it became a favorite shopping destination for Nepalis too. The main purpose of establishing the supermarket was to make it easy for the people to find all sorts of items like food, clothes, medicine, machinery, etc., under the same roof.

Once the happening destination for foreigners as well citizens of Valley now have lost its charisma and facing difficulty to sustain.

4.2.3.1. ARCHITECTURAL EXPRESSION/ DESIGN:

- Façade:

Red painted Brick façade has been used through the mall inspired from local architecture gives the traditional vibe. The use of glass paneled window marks of evolution of modern building form.

- Planning:

It is an introverted atrium based of planning with series of void cut out to provide skylight. Stores are faced toward the courtyard. The overall planning is just the combination of circulation and tenant stores.

- Building Form

Big rectangle introverted building form with atriums to provide light.

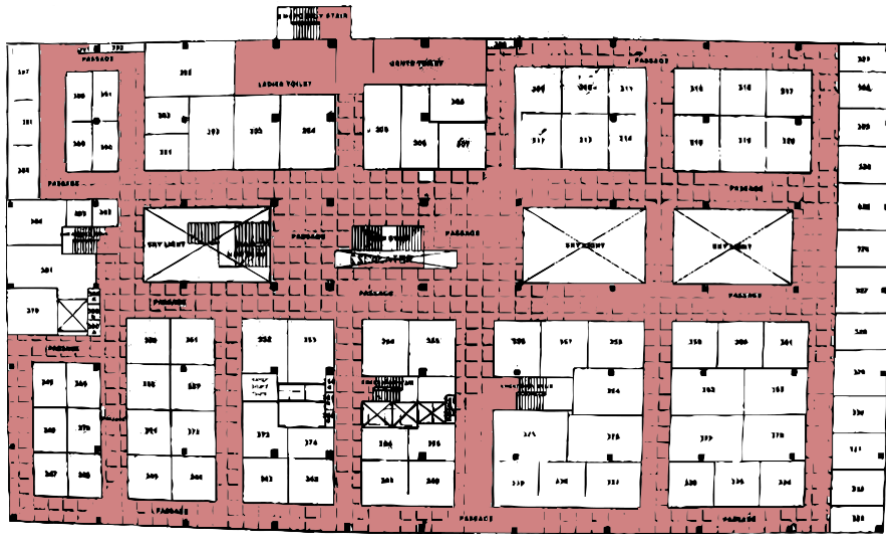


Figure 53: Bishal Bazar Plan (Source: Case Study)

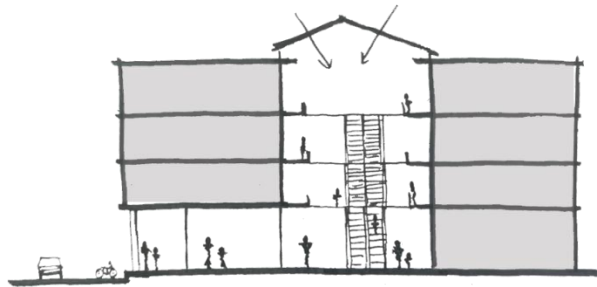


Figure 52: Bishal Bazar Section and its interconnectivity with street

4.2.3.2. RETAIL CONCEPT:

Almost every store of Bishal Bazar are using the same conventional retail strategy with some store going on a multichannel and omnichannel strategy combining their store internet. The mall is filled with small to medium stores and lacks big box stores. They are mostly based on the concept of interdependency of stores within the mall.

4.2.3.3. ACCESS AND LINKAGE



- Easily accessible on foot from nearby areas and bus stops.
- Proximity to historical area
- Open throughout the day
- Provide sense of welcome via traditional designed gate in the main entrance.
- Multiple entrance and connection from south (New road) and west (Indra Chowk)
- Visual Access and linkage of Mall from Main Road.
- The layout of the mall restricts visual access to different stores of the mall
- Difficulty to access by private vehicle because of heavy traffic

4.2.3.4. USE AND ACTIVITIES

- Shopping as only base of social activity at present.
- Provision of sitting space in the courtyard providing certain degree social interaction
- Street Life can be seen in ground floor because of connectivity through the mall
- Lacks proper socializing spaces, plazas, spaces for children
- Lacks entertainment facilities, food court, restaurants

4.2.3.5. COMFORT AND IMAGE (PHYSICAL ASPECTS)

- Lacks Proper Lifts and Escalators
- Lacks Hygiene and maintenance
- Building condition not up to date
- Insufficient Parking Space
- Lacks proper sitting and green spaces
- Acts as Landmark
- Provision of Personal Security

4.2.3.6. SOCIABILITY

- Downfall of Activities because of changing context of shopping Mall
- Not able to compete and sustain
- Becoming a dead mall
- Lacks Vibrancy

4.2.4. CASE STUDY-2: CIVIL MALL

Location: Sundhara, Kathmandu

Area: 44213 sq. ft.

Number of Floors: 10 with basement



Figure 54: Civil Mall (Source: show time Nepal)

Established in 2010. The main aim of this project was to provide shopping with other entertainment facilities. It is amongst the first shopping mall in Nepal with multiplex. QFX is the major attraction of the shopping mall targeted to middle income group. The shopping mall incorporated kids play area, food courts, movie theaters.

4.2.4.1. ARCHITECTURAL EXPRESSION/ DESIGN:

- Façade:

Contemporary glass façade has been used with certain vertical elements.

- Planning:

It is an introverted atrium based of planning with multiple courtyard and elevators at the center of atrium. Stores are faced toward the atrium. Vertical zoning can be found with retails dominating bottom 3 floors and kids and food courts on upper floors with multiplex on the upper floor. Bridges and Mezzanine floors have been used to break the monotony. Event Spaces are also provided.

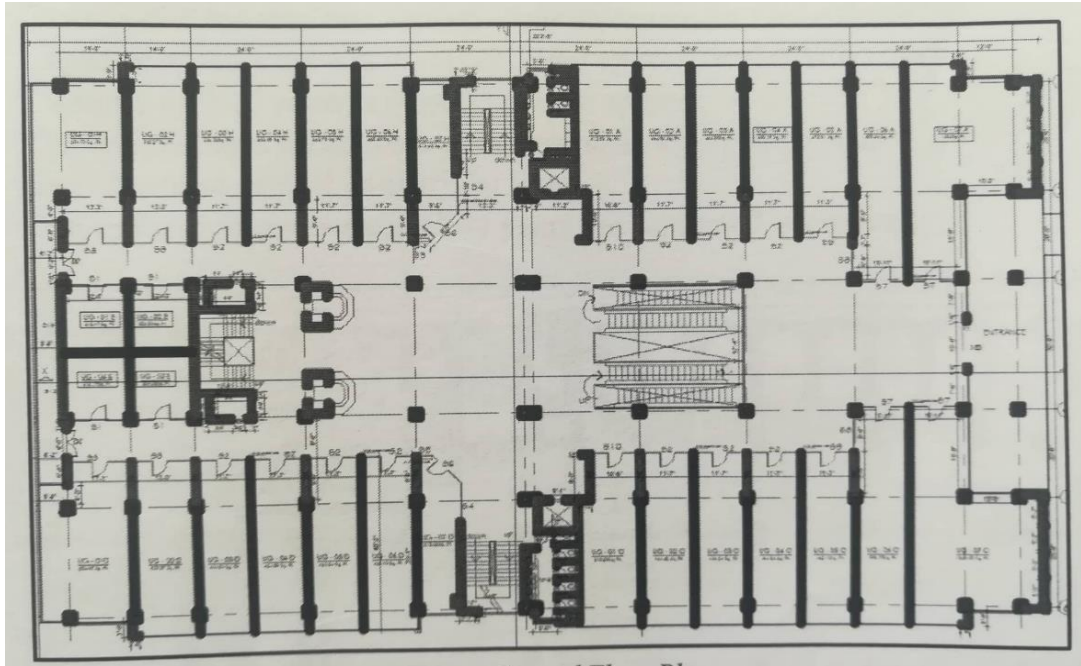


Figure 55: Ground Floor Plan

- Building Form

Big rectangle introverted building form with central atrium.

4.2.4.2. RETAIL CONCEPT:

Old traditional small retail store concept can be found. Big Markets covering large retail area have recently been opened in the mall. Integration



Figure 56: Civil Mall Atrium (Source: Case study)

with online platform is the upcoming new strategy for the mall. The retail stores within the mall are supported by the visitors that come for food and entertainment.

4.2.4.3. ACCESS AND LINKAGE

- Easily accessible on foot from nearby areas and bus stops.
- Proximity to busy Kathmandu area
- Open throughout the day
- Main access from Ring Road in the east but facing problems due to one way route.
- Provision of Second entry at the back but not used often
- Visual Access and Linkage of Mall from Main Road

- Visual access to most stores of the mall

4.2.4.4. USE AND ACTIVITIES

- Social activities through Shopping, Entertainment and Recreational activities. (QFX, Restaurants, Game Zones)
- Gaming zone for kids
- Provision of Plazas providing sense of welcome for pedestrians
- Hosts public events, concerts time and often making mall more vibrant
- Lacks proper socializing spaces, plazas, and sitting spaces.
- Architectural Expression of building doesn't provide welcoming feeling.

4.2.4.5. COMFORT AND IMAGE (PHYSICAL ASPECTS)

- Provision of Proper horizontal and vertical circulation
- Lacks Natural Lighting
- Insufficient Parking Space
- Lacks proper sitting and green spaces
- Clean and well maintained
- Provision of Security for Safety
- Acts as Landmark

4.2.4.6. SOCIABILITY

- Most vibrant when there are events and in occasion of hyped movie season
- Entertainment is the main holding factor for the mall
- Lacks Welcoming feeling

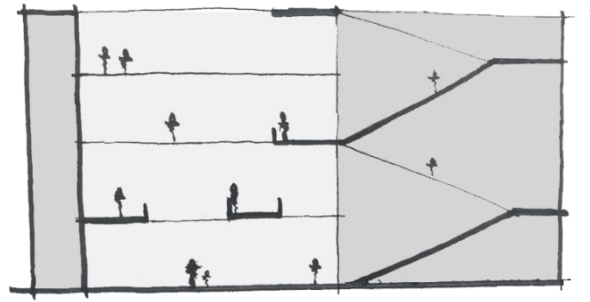


Figure 57: Section of Atrium

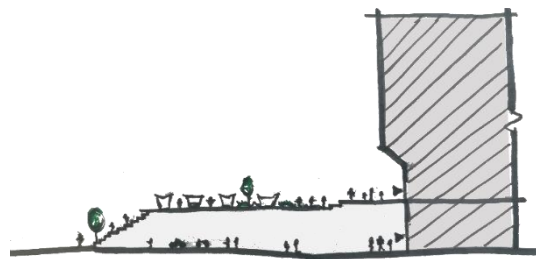


Figure 59: Interconnection of Plaza and

Figure 58: Vertical Zoning of Civil Mall

4.2.5. CASE STUDY-3: LABIM MALL

Location: Pulchowk, Lalitpur

Area: 20000 sq ft

Number of Floors: 6 with basement

Established in 2016, It is the one of shopping mall that provides best shopping experience in the town. With



Figure 60 : Vibrant Labim Mall (Source:Pinterest)

QFX cinemas, astonishing variety of cuisine and over 70 top notch brands, it captures the spirit and spacious street style of a global lifestyle with the charm and authentic spirit of Nepal. Labim Mall is elegant modernity powered by traditional Nepali values

of hospitality, kindness and respect. LABIM has something for all classes – from the middle strata to the urban elite, and it is this inclusiveness that sets it a class apart. (ADP, 2018)

The fascinating mall is actually a partial renovation work and partial new construction. There used to be a building called Lalitpur Bishal Bazaar and was not doing well. It has oriented itself towards consumer’s friendly environment. It has overlooked on its past issues for the creation of better future and has immense turnover in the present time. Warmth, great ambiance, convenience, spacious environments are qualities that perfectly describes LABIM. (Bhandari, 2016)

4.2.5.1. ARCHITECTURAL EXPRESSION/ DESIGN:

- Façade:

LABIM flaunts emerging contemporary facade.

It reflects the traditional brick architecture as well as cooperates with the trending ACP and marble as a material in the facade. The mural design of Machindranath chariot reflects the identity and culture of the place.

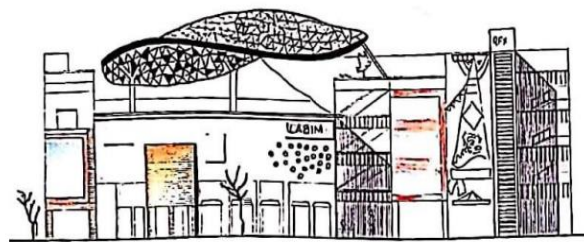


Figure 61: Labim South Elevation, with Parametric roof and Mural of Macchindranath

- Planning:

It is an introverted atrium based of planning yet connects the outdoor environment and plaza breaking up the volume. The overall concept is based on sustainable planning considering the natural lighting and ventilation. The overall floor area of the mall is covered with restaurants and high-end stores with upper floor dedicated to QFX. The top floor hold gym and management office.

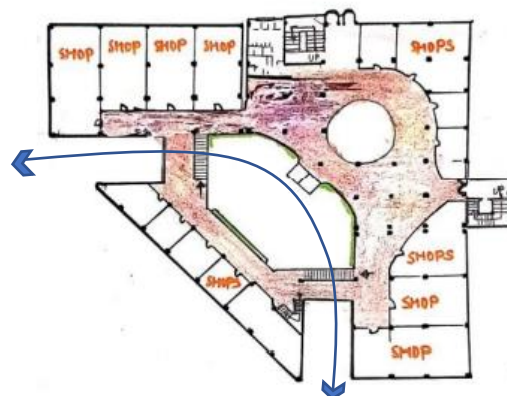


Figure 62: Open Plan Concept (Source: Bhandari 2016)

- Building Form

Beautifully articulated building form breaking up the mass to provide accessibility, natural light and ventilation. The beautifully designed hyperbolic roof with skylights is like a cherry on the top making building more attractive and pleasing.

4.2.5.2. RETAIL CONCEPT:

70 high end brands are provided targeting the urban elite. The brands itself guide the customer to the malls. Retailers are trying multichannel strategy to showcase the update of products through online factor and heading towards more customer experience.

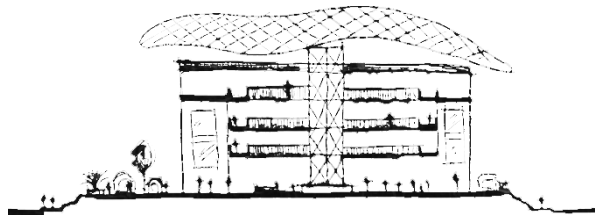


Figure 63: Section Labim Mall

4.2.5.3. ACCESS AND LINKAGE

- Easily accessible on foot, private vehicle or from nearby areas and bus stops.
- Open throughout the day.
- Provision of Multiple accesses. Flushed ramp with footpath has created a barrier free entrance to the mall.
- Visual Access and linkage from multiple direction
- Visual access to all stores of the mall
- A plaza space with landscape provide a welcoming atmosphere to the place which adds to triple heighted open entrance guiding visitors inside the mall.

4.2.5.4. USES AND ACTIVITIES

- Social activities through Shopping, Entertainment and Recreational activities. (QFX, Restaurants, Food Courts)
- Hosts public events, concerts, market time and often making mall more vibrant
- Acts as a proper socializing spaces with provision of plaza and sitting spaces

4.2.5.5. COMFORT AND IMAGE (PHYSICAL ASPECTS)

- Provision of Proper horizontal and vertical circulation

- Proper Natural Lighting and Environment
- Sufficient Parking Space
- Proper sitting and green space
- Provision of hanging flowerbed surrounding the atrium pleasing to the eye
- Clean and well-maintained space
- Provision of Security for Safety
- The choice of Natural Looking Material soothes the eye
- Acts as an Urban Landmark of Lalitpur.
- Architectural Expression of building provides a welcoming feeling.

4.2.5.6. SOCIABILITY

- The new design of the mall has always functioned as a vibrant space to place.
- Functions as a multifunctional space from active to passive engagement, comfort and relaxation creating a place. A different sort of experience can be sensed.

4.2.6. CASE STUDY-4: CHAYYA CENTER

Location: Thamel, Lalitpur

Area: 98000 sq ft

Number of Floors: 16 with basement

Established in 2018, Chhaya Center is a multi-faceted Mega Complex, housing 200 top notch Retail Stores including International high-end rand outlets, Multiplex Theatres, Corporate Offices, Banquet Center, Conference Halls, Casino, Discotheque, Food Court and many more. Spread over an area of 86000 sq ft. with an open courtyard of 12000 sq ft., Chhaya Center also has “The Aloft”, the first five-star Hotel in Thamel, from its 5th to 15th floor. With a wide array of shopping, dining and entertainment choices for both local and tourists alike, Chhaya Center is truly being a “Thamel within Thamel” (Chhaya, n.d.)



Figure 64: Chayya Center Open Air Court (Source:Business)

It has established itself as a lifestyle hub to fulfill all their needs starting from clothing & entertainment to relaxation and even satisfying with delicious foods. It offers an amazing experience mix of retail, restaurant and recreation – all at the same time.

4.2.6.1. ARCHITECTURAL EXPRESSION/ DESIGN:

- Façade:

Exposed Brick Facades along with white texture provides a neo traden look to the building. The interior façade adjacent to escalator is fully glazed with glass providing sufficient natural lighting to the circulation area.

- Planning:

The design of the building is the fusion of traditional architecture fused with modern facilities. Dedicated entry and exit points with separate taxi lanes are provided in the basement. The building is based on the concept ‘Thamel within Thamel’ and has developed six ‘chowks’ each representing a unique theme of different tourism squares of the country.

The vertical zoning of spaces can be found with mezzanine floor holding casino, lower two floors dedicated for mix brands, second floor for restaurants and handicraft and arts, third floor for offices and game zone , spas and beauty salon, fifth floor for qfx and top floor for art gallery. From the fifth floor above in the tower blocks, the spaces are allocated for hotel spaces with 30 rooms in each floor.

- Building Form

The building geometry is a simple rectangular arrangement of buildings around a central rectangular courtyard. The facilities are arranged around the central courtyard making a rectangle in shape and smaller squares inside the building’s forms

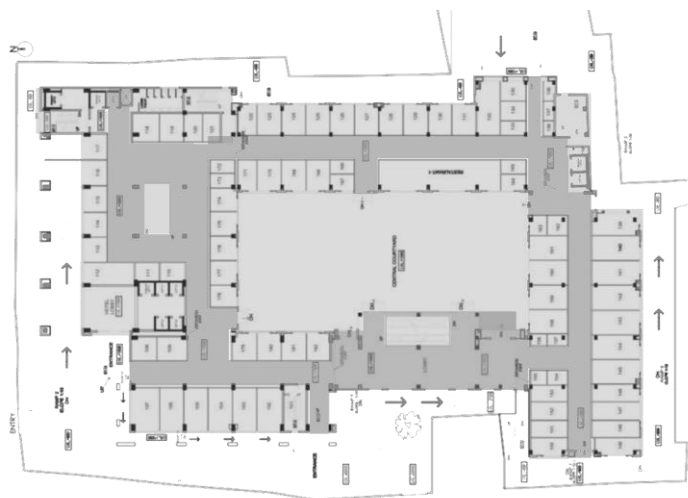


Figure 65: Chayya Center Plan

are introduced. The shape is derived from the concept of Chowks. Thus, there are seven such chocks inside the building plans and the main chowk is the courtyard of the store front. (Scribd, n.d.)

4.2.6.2. RETAIL CONCEPT:

Most of the retail stores have been use for online business. Omnichannel strategy are used by retailers, It also has functioned as a collection and distribution stores for online business.

4.2.6.3. ACCESS AND LINKAGE

- Easily accessible on foot from nearby areas and bus stops.
- Difficulty for private vehicle because of visual connection.
- Open throughout the day.
- Separate vehicular entrance and exit in opposite direction.
- Lacks Visual Access from outside
- Lacks Visual access to all stores of the mall
- A plaza space with landscape provide a welcoming atmosphere to the place which adds to triple heighted open entrance guiding visitors inside the mall.
- Tried to break a linkage to the outside environment creating its own interior realm.

4.2.6.4. USES AND ACTIVITIES

- Established as a lifestyle hub with shopping, entertainment, relaxation, food, hotels,offices and casinos.
- The spacious courtyard hosts many events like concert, organizational events, social and religious functions, fitness workshops and chhaya bazar promoting traditional arts and handicrafts, it is also being a popular place for shooting music videos and short tiktok videos.
- Even though the grand traditional gate is provided building lacks proper grand pedestrian entrance into the building.

4.2.6.5. COMFORT AND IMAGE (PHYSICAL ASPECTS)

- Provision of horizontal and vertical circulation but makes visitor feel lost as it has long corridor and lacks cutouts.

- Tried to provide natural light through openings and skylights but still dependent on artificial lighting on most spaces
- Sufficient Parking Space
- No provision of green spaces and a place to sit and relax except restaurants. and entrance area in that humongous complex.
- Clean and well-maintained space
- Provision of Security for Safety
- Acts as Landmark

4.2.6.6. SOCIABILITY

- Specially a destination for urban elite except the QFX.
- The architectural design also doesn't provide a sense of welcoming and belonging.

Table 4: Comparative Chart of National Case Study

PARAMETERS	BISHAL BAZAR	CIVIL MALL	LABIM MALL	CHAYYA CENTER
<ul style="list-style-type: none"> ESTABLISHMENT 	1965	2010	2016	2018
<ul style="list-style-type: none"> CONCEPT 	<ul style="list-style-type: none"> first mall to provide various stores at one place targeted foreigner at the time of opening 	<ul style="list-style-type: none"> among the early malls providing shopping with entertainment facilities targeted middle-income group 	<ul style="list-style-type: none"> Open Concept mall towards sustainability High end brands targeted to urban elite Provision of entertainment, leisure, Facilities 	<ul style="list-style-type: none"> Mixed Used Offering Aim was to design a five-star destination center
<ul style="list-style-type: none"> ARCHITECTURAL EXPRESSION FAÇADE PLANNING AND FORM 	<ul style="list-style-type: none"> Brick Façade giving traditional vibe 	<ul style="list-style-type: none"> Contemporary glass façade 	<ul style="list-style-type: none"> Exhibits the blend of modern and traditional materials 	<ul style="list-style-type: none"> Neo traden look with mix of brick and glass facade
	<ul style="list-style-type: none"> Rectangular 	<ul style="list-style-type: none"> Intoverted building 	<ul style="list-style-type: none"> Open Plan and building 	<ul style="list-style-type: none"> Rectangular Planning

	<p>Building Form</p> <ul style="list-style-type: none"> ▪ Introverted atrium-based planning 	<p>form with atrium</p>	<p>form connecting outwards</p>	<p>based on central open courtyard for natural lighting and space for various activities</p>
<ul style="list-style-type: none"> ▪ RETAIL CONCEPT 	<ul style="list-style-type: none"> ▪ Conventional Retail Strategy ▪ Moving toward omnichannel 	<ul style="list-style-type: none"> ▪ Small stores as well as big stores can be found ▪ Integration with online platform is the upcoming strategy 	<ul style="list-style-type: none"> ▪ Brands itself guiding the customers ▪ Heading towards online strategy providing better customer experience 	<ul style="list-style-type: none"> ▪ Omnichannel strategy for retail business ▪ More online stores
<p>ACCESS AND LINKAGE</p>	<ul style="list-style-type: none"> ▪ Location driven ▪ Connecting street network making it 	<ul style="list-style-type: none"> ▪ Location Driven ▪ Mainly Accessed by Vehicle 	<ul style="list-style-type: none"> ▪ Proper Visual and Physical Access ▪ Plaza providing welcoming feeling 	<ul style="list-style-type: none"> ▪ Location Driven ▪ Lacks proper visual access with

	more public			surrounding
USES AND ACTIVITIES	<ul style="list-style-type: none"> ▪ Shopping as only activity 	<ul style="list-style-type: none"> ▪ Shopping, Entertainment and Recreational Activities ▪ Also host different events time and again ▪ Plaza provides socializing space for locals and food courts 	<ul style="list-style-type: none"> ▪ Shopping, entertainment, Recreational ▪ Hosts public events, markets ▪ Plaza provides socializing space for locals and customers 	<ul style="list-style-type: none"> ▪ Established as a lifestyle hub with shopping, entertainment, relaxation, food, hotels, offices and casinos. ▪ Hosts different market activities in the courtyard space
COMFORT AND IMAGE	<ul style="list-style-type: none"> ▪ Acts as landmark ▪ Lacks hygiene and maintenance ▪ No proper sitting spaces 	<ul style="list-style-type: none"> ▪ Acts as landmark ▪ Clean and well maintained ▪ Lacks Natural Ambience ▪ Lacks proper 	<ul style="list-style-type: none"> ▪ Acts as Urban Landmark ▪ Clean and well Maintained ▪ Provision of Landscap 	<ul style="list-style-type: none"> ▪ Acts as Landmark ▪ Provision of security ▪ Clean and well-maintained space ▪ Large area lacking

	<ul style="list-style-type: none"> ▪ Provision of security 	sitting spaces <ul style="list-style-type: none"> ▪ Provision of security 	e elements and sitting spaces <ul style="list-style-type: none"> ▪ Natural lighting and Ventilation 	proper place for pause
SOCIABILITY	<ul style="list-style-type: none"> ▪ Lacks vibrancy ▪ Becoming a dead mall 	<ul style="list-style-type: none"> ▪ Lacks Welcoming feeling design wise ▪ More commercialized feeling, lacks public feeling 	<ul style="list-style-type: none"> ▪ Functions as vibrant public spaces 	<ul style="list-style-type: none"> ▪ A space for urban elite only

4.2.7. CONCLUSION AND INFERENCES OF NATIONAL CASE STUDIES

Having performed four case studies it is found that all the shopping mall irrespective of their architectural expression all of has functioned as an urban landmark. All the malls are wholly driven for commercial purpose and maximum spaces provided for tenant which is not so surprising. But having studied and heard malls as an urban public space these malls lacks many of the character an urban public space must provide.

It can be expressed symbolically through the architecture of the building. It has an inward-oriented 'siege architecture' paying little attention to the outer façade. The building is either surrounded by large parking lots or lacks vibrant entry plaza even though all the mall have spaces provided at the front.

Starting from Bishal Bishal Bazar established in 1960 with the aim of providing different shops under a roof to Civil Mall providing gaming and cinema and restaurant in the mall attracting more visitors than just shopping ones. The LABIM mall design in

Lalitpur in the 2016 stands as an architectural landmark different than the malls designed in 2010s planned sustainably opening up to the exterior providing more welcoming feeling and creating vibrant public environment. The Chhaya center in Thamel started as a 5-star mixed use destination center making a big stride in the field of shopping mall in context of Nepal.

The retail trend having studied in all these remained almost same from Bishal Bazar to Chayya with different shops with traditional shopping techniques. The current trend of ecommerce practice have some effect on the retail shops with some heading towards online physical strategy in their business. Chayya Center is way ahead in this strategy with most of its stores functioning as physical store of the online business. To promote social activities malls have been organizing different events and markets promoting local cuisine, handicrafts and products with in the mall.

Even though Shopping Malls are opened as public places without any restriction to enter, we can still feel a sense of boundaryless restriction where it feels like only high-income elite can go and shop. The conception of malls to most of the middle-class public is that if enter we have to buy something and less inviting looking at the architectural design. It's not all inviting like enter and browse the new products. Bhatbhateni super market has tried to break the stereotype in term of store format making feel more inclusive and the architectural expression of LABIM mall has made more welcoming feeling and provided vibrant public space in spite of being a high-end mall.

Although recognized as a major urban landmark that reflects the globalized image, the shopping malls in Nepal have not been able to establish a unique sense of place and identity for the community. So, it is necessary to adopt humanistic perspective and emphasize experience, perception, and emotional needs of the place as crucial dimensions for improving the relationship between people and commercial spaces.

4.3. INTERNATIONAL CASE STUDY (SHOPPING MALLS)

4.3.1. CASE STUDY-4: HORTON PLAZA

Introduction

Horton Plaza Mall is an urban fairy tale that stands as a high point of post modern commercial architecture. This mall intended to revive and reinvent downtown San Diego. It stands out for its visual richness and large architectural discourse. It provided the city with an attractive version of an urban square and creating a meaningful place. (Adkisson, 2020)



Figure 66: Horton Plaza

Location: San Diego, United States

Project Completed: 1985

Architect: John Jerde

Selection Criteria

This project is one of the best examples of architecture as an experience which departed from the standard paradigm of mall and headed towards creating memorable urban experience.

Concept

- Leans heavily on the principles of placemaking and the aesthetics of postmodern
- Experience Architecture with sequence of unfolding events choreographing a sense of exploration and anticipation

Description

There were several architectural features developed in Horton Plaza. The use of pathways to force perspective and manipulate views, incorporating sculpture and graphics as integral extension of architected and using abstracted architectural forms to evoke historical building. Architect used the concept of Wonder, Yearning, surprise to

heightened the architectural potency creating an aesthetics of lostness where you enjoy getting safely lost. (Adkisson, 2020)

Programs

Shopping, Full Service Restaurants, Theater, Nightclub, Hotel, Apartments

Design Features

- Architecture as a main source of experience and pleasure which were provided whether in a theatrical composition of staircase, balconies, cutouts, and skylights or in sensual use of colors and materials. He used these features to achieve sense of place.
- Mall level is as in the same level and material as street instead of raising it increasing accessibility and blending into the context making part of street life of San Diego
- Opening up the lid that covers the mall, Horton Plaza designed as open-air shopping mall breaking the stereotype of people wanting climate-controlled shopping and used temperate climate and sea breeze as advantage of mall
- Use of various facades to express different elements and connection
- Use of different architectural features and pallates giving identity to different spaces and elements of mall favoring architectural ecelectism.
- Use of portals and screening elements breaking down the massiveness
- Use of obelisk as a sign and symbol as discovery markers helps establishing sense of place
- Designed Vendor Carts and kiosks of various shape and size spread across the mall enlivening the space promoting street life



Figure 67: Vendor Kioks providing vibrant street life



Figure 68: Obelisk at entrance

- Techniques of forced perspective, shifts in scale layering of façade adapted. (Adkisson, 2020)

Planning

- Use of Diagonal Planning including diagonals, ovals, spirals, screens and cutouts, contrast in scale and complexity and color, neon and graphics to design space
- The use of diagonal breaking the massive mass and implying motion through space creating a new pedestrian street crossing the center of city with unique urban experience
- High density unique architectural façade squeezed in narrow 5 story void which is intimating yet exciting
- Shallow armature of irregular width dominated 2 shallow opposing arcs where visitors never had to conform a flat wall where every movement brings new element of surprise and discovery unfolding new elements
- Building functions as solid static background where the diagonal irregular pathways provide dynamism



Figure 69: Siena Cathedral Italy



Figure 70: Horton Plaza

- Use of historical building forms and façade (Spanish, Moorish, Renaissance) giving meanings mingled with parapets, balconies, flags, interconnected towers, stairways and bridges
- Different type of architectural elements for different sections
- Use of towers and pavilions across the armature to provide visual interest within spatial complexity which were referred from historic architecture

- Choice of movement for horizontal and vertical circulation in the form of thin, short bridges or different colored escalators, ramps, corridors encouraging meandering and making your own path instead of linear single plan (Adkisson, 2020)



*Figure 71:
Broadway fountain
at Horton Plaza*



*Figure 72: Horton Plaza multiple level of
space and movements*

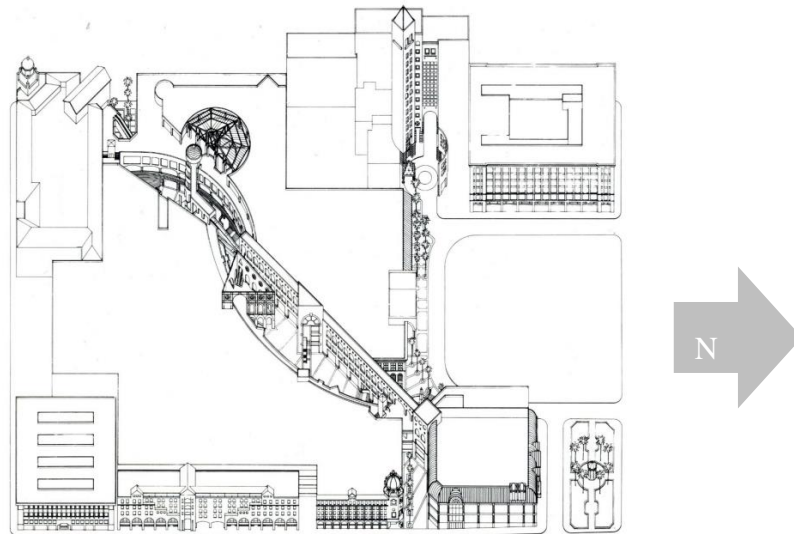


Figure 74: Horton Plaza Isometric drawing

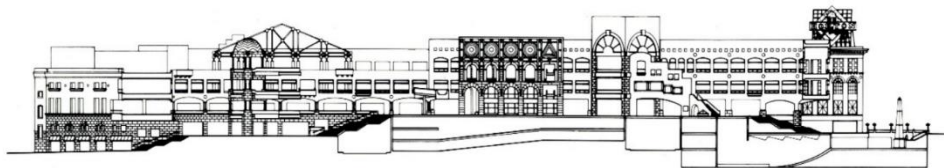


Figure 73: Section cut lookin north west through Horton Plaza armature

Yellow- Shopping armature and pedestrian pathway

Purple- Retail and Restaurants

Orange- Department Stores

Light Blue- Multiplex Theatre

Red- Parking Structure

Blue- Hotel and Conference

Peach- Proposed Offices

Green- Historic Structure and Façade Retained



Figure 75: Horton Plaza perspective drawing

Conclusion and inferences

In the design of the Horton plaza the linear circulation of typical suburban mall is replaced with episodic, confusing pathways that serves as both circulations, gathering and entertainment space. The transparency of the linear path of the archetypal mall where destination is clearly seen at the very beginning is replaced by a fun in the journey rather than a specific destination. The cumulative efforts of Jered is an exciting, confusing and unexpected place and movement through the mall discovering various features forming memorable place for activity and a sense of place. Horton Plaza attempted to realize the civic goals of Victor Gruens shopping centers. It created a meaningful interaction between Horton Plaza and the rest of downtown.

4.3.2. JINWAN MALL, ZHUHAI, CHINA (10DESIGN, N.D.)

Introduction

Jinwan Mall is a new lakefront shopping mall in Zhuhai with modern concept in design of commercial building with integration of built form with the landscape.

Constructed Year: 2021

Site Area: 58483 sq. m

Gross Floor Area: 117000sqm

Lead Design Architect: 10 Design

Selection Criteria

It is recently completed mix used project which has tried to blur the gap between interior and exterior.

Concept

- The main concept is to blur the line between the outdoors and the inside space, marrying together elements of nature at every turn.
- Maximize the nature and outdoor lifestyle of Zhuhai whilst tying it to the hypermodern concepts of discovery and exploration. (10design, n.d.)

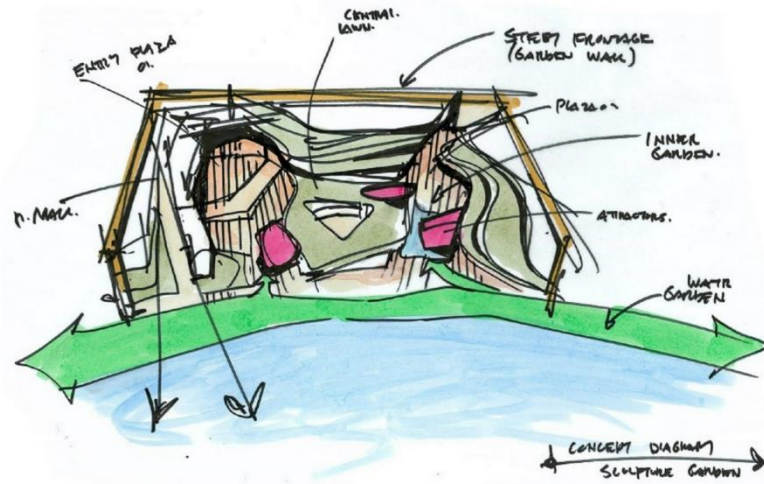


Figure 76: Conceptual Planning Sketch

Description

The retail scheme envisions the integration of a traditional courtyard garden with hypermodern space. The development weaves together the main mall, retail street and the waterside pavilions consisting of F&B and retail spaces, with ample outdoor spaces opening onto the lake. It brings together a diverse variety of uses, from restaurants, leisure and entertainment to cultural art spaces and establishes as a destination center that will provide the city with a public landmark that is inviting and accessible for all. (10design, n.d.)



Design Features

- The retail street and the mall are tied together with the glass canopy spine that allows for weather-proof connectivity and use of the amenities.
- The façade which takes the form of Chinese stacked stone walls wraps around the scheme, coming alive with its rhombi shapes inspired by the 4th-dimensional hypercube. It plays with the gradient by a mixture of dark and light

panels to break up the massing, as well as the lighting features acting upon perforated panels at night.

- The development's unique retail planning involving features such as the courtyard fountain and flexible waterfront space for pop-up shops and performance stages encourages gathering and lingering by visitors to the area.
- The circulation is made effortless like a meandering stroll through the garden, starting from the entrances to the mall's atrium, retail street and opening up to the garden and lake, by multiple pathways and interwoven spaces.
- Series of Nodal points inside the mall and along the retail street including sky deckm courtyard, leisure garden which hosts many events
- Use of light for providing unique retail experience at night time (10design, n.d.)

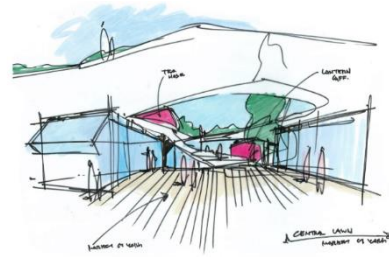


Figure 77: Conceptual Sketch showing cutout and interiors



Figure 78: Use of Lighting to provide different night experience

Planning

The overall commercial plan is based on the concept of Shanshui Corridor. It embodies the closeness to nature: each floor's corridor has a corresponding garden. The garden terrace and courtyard not only provide a lush green environment for this commercial district, but also provide a rest space for the surrounding residents to escape into nature. The elevated corridors and multi-level garden shape a harmonious skyline and provides a viewing platform.

The interpretation of the city and the lakeside-the base is divided into an urban interface and a seaside interface. The main shopping mall with a complete volume is set in the urban interface, and the four-story building façade can maximize the city's commercial display area while creating and highlighting the main entrance atmosphere of the mall. At the seaside interface, a catering and leisure theme area with a preference for outdoor activities is created, with a number of unique experiential catering specialty shops.

The spatial planning divided into two space: the indoor active line which is relatively smooth with direct and good accessibility. The outdoor space reflects pace of leisure integrating with green garden and meandering trail allowing customer to immerse in a relaxed slow paced environment. (benoy, 2021)

Conclusion and Inferences

The design for Jinwan Mall transforms the regular shopping mall into an outdoor retail experience closely linked to nature, creating a new paradigm of how people experience retail spaces and bringing a new destination to Zhuhai's Jinwan District.

4.3.3. PARC CENTRAL, GUANGZHOU, CHINA

Introduction

Parc Central is located in the heart of Guangzhou's Central Business District. Its remarkable architectural design creates an urban park environment mixed with a unique shopping mall experience. Parc Central offers more than 150 international brands including first-in-Guangzhou stores and exclusive names, making it a premium one-stop shopping, dining and entertainment destination.

Constructed Year: 2016

Site Area: 110000 sq. m

Gross Floor Area: 117000sqm

Lead Design Architect: Benoy Architects

Selection CriteriaTo understand the relation of built form of this iconic mall with the surrounding.

Concept

- to create a destination where community and business could mix together in an environment which is rich in character and distinct to Guangzhou.
- vision to contribute socially and spatially to the city, as well as economically and create a new 'Central Park' **Invalid source specified.**



*Figure 79: Parc Central
(Source:(archdaily, 2016))*

Description

Parc Central is a low-rise building, standing 24m in height with two levels above ground and three levels underground. It combines retail, transit-oriented and public realm design strategies. The design intent was to deliver an inspiring environment with lush green areas set within a multi-dimensional retail experience; a place to find balance and harmony in the heart of the business district.

Design Features

- underground placement of building to preserve the ground level environment and providing powerful visual statement
- Integration of garden, planted walkways, living walls, undulating greenspace with surrounding streetscapes
- The roof structure has a symbolic representation of Double Fish representing peace, harmony in Chinese culture



Figure 80: Sections



Figure 81: Roof Structure

- The roof structure are supported by roof like columns
- Sustainable consideration enhanced through the addition of a rainwater collection system and low-E glass façades and an EFTE roof.
- neutral color palette of white and reconstituted stone creates a natural background for the mall, showcasing its tenants and their merchandise to maximum effect.
- Transit oriented development with accessibility via Metro in its underground



Figure 83: Multiple level of space



Figure 82: Neutral and dynamic interiors

Planning

Fluid Shape Planning with multiple level of space and access preserving the ground level environment has provided dynamic spaces. The two building curves around the central garden. The spaces are linked with number of over head bridges to adjacent developments. A blend of indoor and outdoor spaces complements the contemporary setting, providing local and international business professionals and the whole community with more points of discovery.



Figure 84: Plan

Conclusion and Inferences

- Roof structure symbolic representation of culture and uniting of different building into one
- Multiple Level of accessibility and entrance providing multidimensional space

- Mass Transit as a part of design
- Use of Sustainable Material in Design
- Building as a landmark
- Proper integration with community and provide a strong visual axis being lower than its surrounding buildings
- Use of skylights for natural lighting

4.3.4. MEGA FOODWALK, BANG KAEO, THAILAND

Introduction

Foodwalk is a eastern part extension of the Megabangna shopping complex which is portrayed as countryside or valley with green areas . It contains an enjoyable landscape courtyard with a relaxing amphitheater and experiential boardwalk that brings visitors into a vibrant F&B commercial space and through interactive landscape features



Figure 85: Exterior View of Mega Food Walk

within a comfortable micro-climate. The microclimate within Mega Food walk is controlled by the integration of landscape design and innovative engineering resulting in a waterscape that is a successful catalyst of activities

Constructed Year: 2018

Site Area: 58000 sq. m

Architect: FOS

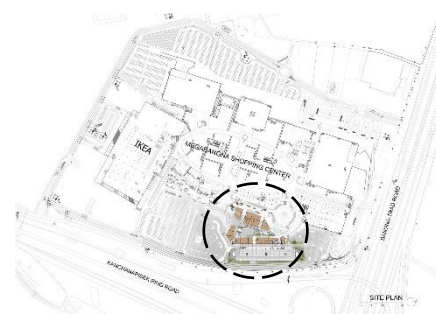


Figure 86: Master Plan of MegaBangna Mall

Selection Criteria

The project was selected to understand how landscape and passive design approach to provide a natural shopping experience.

Concept

- Reconnecting Urban Life with Nature Through A Flowing Shopping Experience
- With the concept “The Valley” the extension is conceptualized to create an atmosphere similar to a natural valley (archdaily, n.d.)

Description

To create similar atmosphere to a natural valley, the layout of the new open-air mall is composed around a central courtyard space, in which a sunken plaza with an Amphitheatre down below acts as a customers’ main social space for gathering and holding all kinds of events. (archdaily, n.d.)

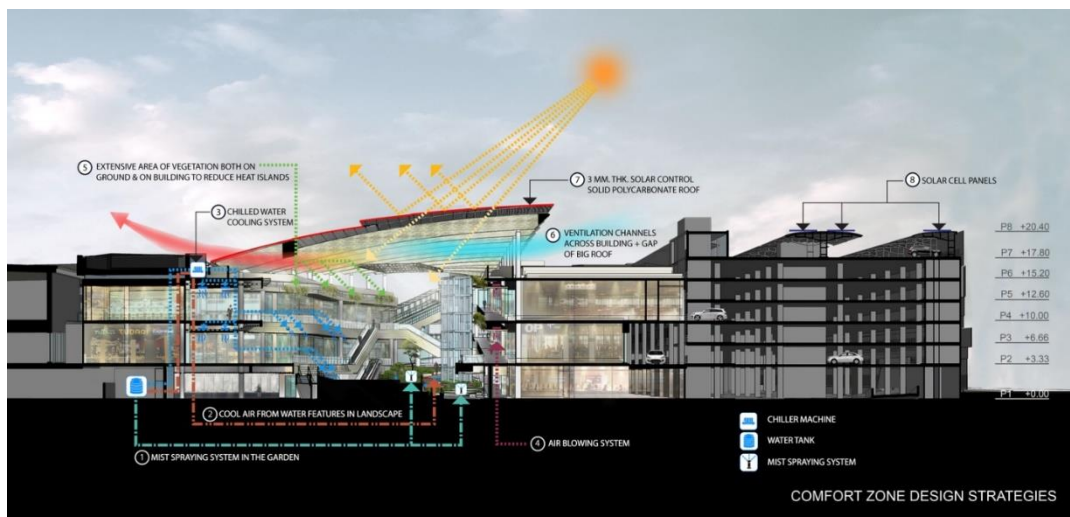


Figure 87: Sections Lateral and Longitudinal

Design Features

- By embedding a lush greenery into the open-air courtyard and throughout the building, the project becomes a hybrid of a market place and a public park where social interactions are more encouraged among people.

- Simultaneously, network of walkways along shopfronts on every level is connected to the existing corridor and a new car parking building via link bridges and covered walkway in order to complete a seamless circulation system between the two phases without dead end.



Figure 88: Interior Landscape

- Landscape and shops at different levels creates new way of experience
- Use of water feature as cooling system generated from solar power coolers maintaining a comfortable micro climate for human and also providing moisture for plant to grow.

(archdaily, n.d.)

Planning

The idea of transforming natural environment into a unique shopping experience is synthesized through its spatial organization and various architectural elements. A series of minimum 1:15 sloping walkways are positioned continuously, descending gently down from upper to lower levels, to create a



Figure 89: Plaza and Amphitheatre



Figure 90: Master Plan of MegaFood Walk

similar experience of ‘hill walk’. The pathways are friendly to all users with gentle slopes that are handicap accessible. It effectively results in not only increased salable areas on the lower floor but also an infinite loop of spiral circulation, circling endlessly on all four levels. Multifloored parking system has also been provided to cater large number of vehicles. (archdaily, n.d.)

Materials

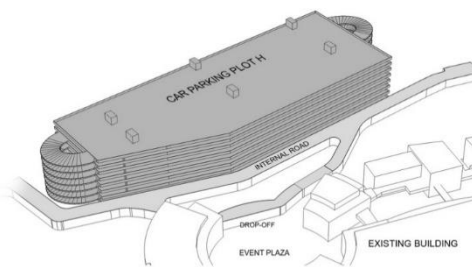
- Use of Polycarbonate roofs
- Amphitheater seating with genuine wood finish provides cozy spectator seating throughout the day and night
- Use of granite stone pathways and giant slate slabs stacked to display the contrast in form and color of the refined and unrefined material.
- Use of glass and steel for shop fronts, windows, stairs, bridges etc (archdaily, n.d.)

Energy Consideration

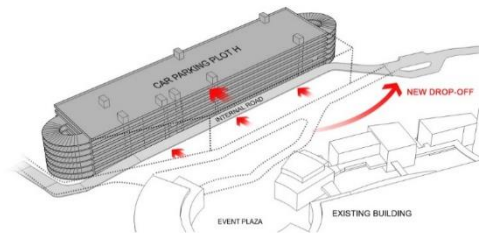
- Use of passive cooling system using air- and water-cooling system.

Design Development (archdaily, n.d.)

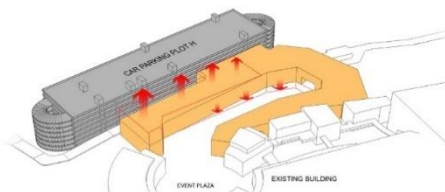
"Existing Mega bangna shopping complex needs more retail areas and car parking spaces due to its increasing number of customers in recent years"



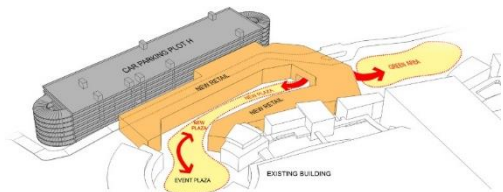
"Plot H is chosen to be developed. Retooling existing drop-off, slicing off car parking lengthwise and pushing internal road toward car parking, it makes way for new retail and plaza."



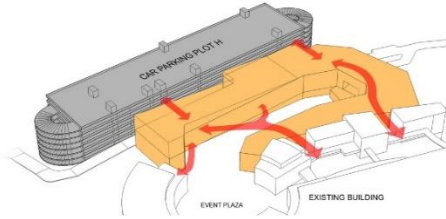
"Lift up one end and push down the other end of U shape to create more connecting levels with car parking and more retail areas."



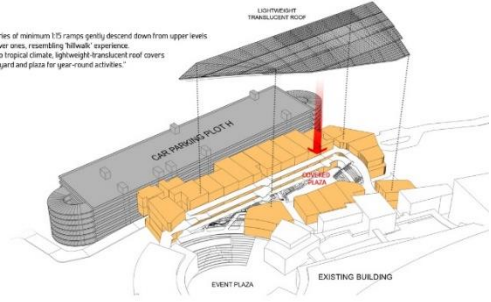
"Place new retail in U shape surrounding new plaza and link to Plot N green area."



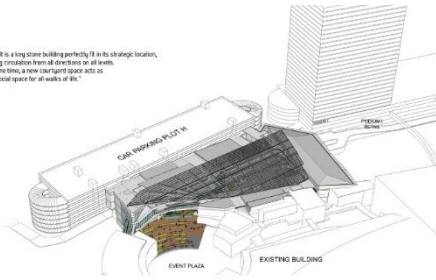
"Connect new retail with existing corridors and car parking to create seamless circulation system without dead end"



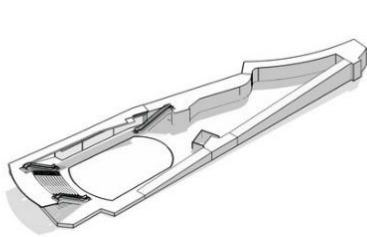
"A series of minimum 1% ramps gently descend down from upper levels to lower ones, resembling 'hillwalk' experience. Due to tropical climate, lightweight translucent roof covers courtyard and plaza for year-round activities."



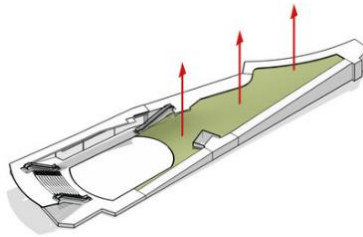
"The result is a long stone building perfectly fit in its strategic location, connecting circulation from all directions on all levels. At the same time, a new courtyard space acts as a green escape space for all walks of life."



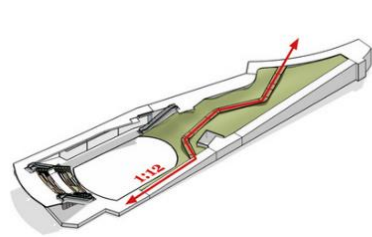
Landscape Design Development (archdaily, n.d.)



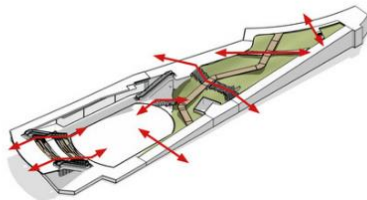
Existing Condition
Starting with the difference in levels within the atrium.



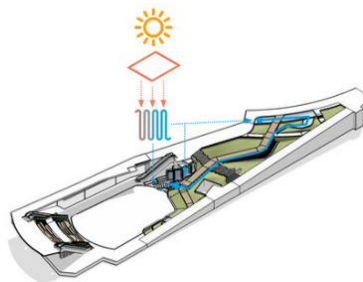
Blending Level Difference
Filling the atrium with green space to stitch the multiple level differences together.



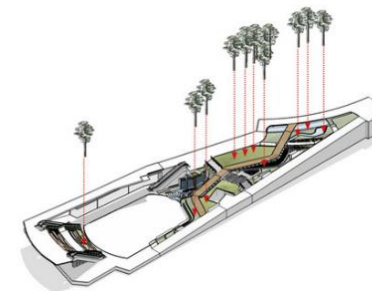
Main Landscape Circulation
This experiential boardwalk through the landscape is determined by the universal design slope ratio.



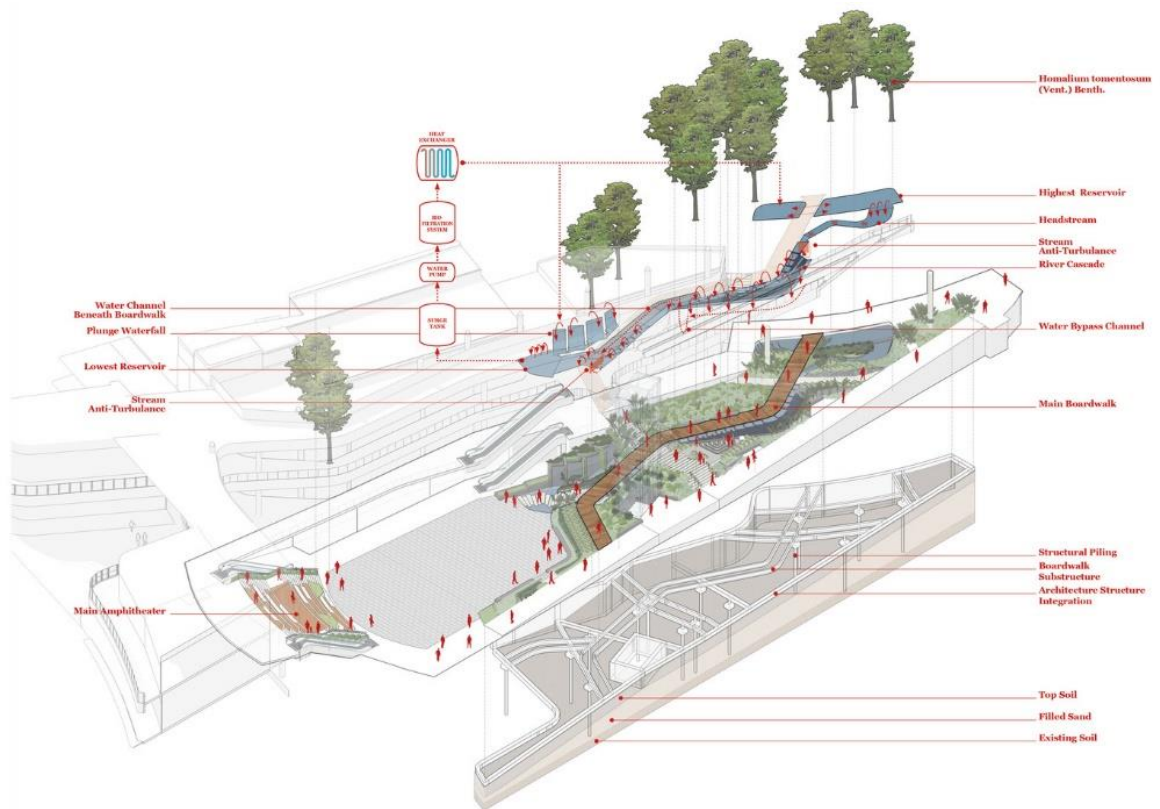
Cross Circulation
Slopes and stairs are added for better transition between programs surrounding the atrium.



Micro-Climature Infrastructure
To keep this semi-outdoor atrium's atmosphere within the comfort zone, the cold water system—powered by solar photovoltaic system—is implemented with jet blowers to cool down the temperatures. The water system also doubles as an aesthetic features.



Landscape atmosphere
Integrating intensive landscape planting for aesthetic experiences and playful interaction



Conclusion and Inferences

This project has wonderfully integrated the landscape design attributes and use various materials in design providing a visually pleasing experience. The use of ramps connecting various level termed as hill walk provides new shopping experience. The plaza, ampitheater and its interconnectivity with various level and the variety design principles and elements in design like porosity, accessibility, different elements of landscape design has reconnected urban life with a natural and inclusive setting making it a communal hub of the region.

4.3.5. WESTFIELD DESTINATION 2028- A VISION FOR FUTURE RETAIL

Introduction

Westfield's 'Destination 2028' concept is a concept created based on insights from a panel of experts, retail specialists and experimental physiologists and looking ahead to what the next 10 years will bring for shoppers and retailers alike.

Selection Criteria

This case study was selected so as to understand the vision of future shopping malls, what amenities will be there in future shopping malls.



Figure 91: Vision of Westfield Shopping

Concept

- An environment designed to cater for a new generation of visitors looking at the growing importance they will place on experience, leisure, wellness and community (Blooloop, 2018)

Design Features

- Westfield's Destination 2028 is depicted as a hyper-connected micro-city, driven by social interaction and creating its own community, including features such as gardens, rental retail and 'classroom retail', where people watch and learn from their favorite retailers.
- **New technologies will be key-** Walkways that have artificial intelligence included in their construction. Eye scanners on entry will call up a visitor's previous purchases and will offer recommendations for personalized fast-lanes. 'Magic' mirrors and smart changing rooms allow shoppers to see virtual reflections of themselves in possible outfits. Smart toilets will detect hydration levels and nutritional needs.
- **Focus on health and wellness** -Wellness continues to be a huge story for consumers. So, the new vision contains a 'betterment zone' offering mindfulness workshops. Green space, both indoors and outdoors, is vital. The concept shows allotments and farms where visitors can pick the produce for their meals. A network of waterways not only gives access to watersports but also gives customers a different route around the centre. The environment is lush, with hanging sensory gardens to captivate all the senses.
- **Classroom retail** -'Classroom retail' will offer customers the chance to learn from retailers. Designers and makers will interact with visitors, showing how items are made. Craftspeople will work in front of a live crowd. Resident artists

will paint in a live gallery. New stage areas will host a series of showpiece interactive activities and events.

- **The sharing economy-** Destination 2028 highlights the rise of the sharing economy. Rental-retail promises to become the norm for post-millennials who will rent rather than buy everything from clothing to exercise equipment. Experts say the future of retail will include pop-up spaces, temporary retail, and co-working spaces.

These trends are already being incorporated into Westfield London. Westfield Square, a new outdoor space, will launch this summer. (Blooploop, 2018)



Figure 92: Vision of Westfield Shopping Destination

Conclusion and Inferences

The future of shopping malls will be more towards providing experience which will highly be aided by technologies. It will be catering to health and wellness of a community and will be a place to learn and experience things rather than buying things. Temporary, popup spaces, coworking spaces will dominate the retail areas rather than fixed space for retail.

4.4. OTHER CASE STUDY (PUBLIC SPACE)

4.4.1. CASE STUDY-1: MANDALA STREET

Introduction

Mandala street is a side street in Thamel linking two of the main roads that form Thamel. This street was restored and built contemporary fashion respecting the traditional architecture of the vicinity. It is located in the busiest and most touristic place of Kathmandu, Thamel. The streets of Thamel is characterized by narrow crowded alleys with various shops and vendors. Commonly sold goods include food, trekking gear, handicrafts, souvenirs. Travel agencies, small groceries, budget hotels, restaurants, pubs and clubs can be observed around the area. (Manandhar, 2022).

Selection Criteria

The case study was selected to understand how street has functioned as an active built space and happening space and to find out its contributing factors.

Description

Mandala Street is a constrained street in Thamel that has been restricted to pedestrian traffic. The roadway runs in a zigzag pattern, is just about 12 feet wide, and turns right at each intersection. The width of the street changes with the twists, but it resembles a small neighborhood market like those in Ashan. Everyone has physical and visual access to the road. It is used to connect with the stores that are located adjacent to the road and to access buildings. A wide range of businesses on the ground floor welcome guests inside their spaces for interaction. (Manandhar, 2022).

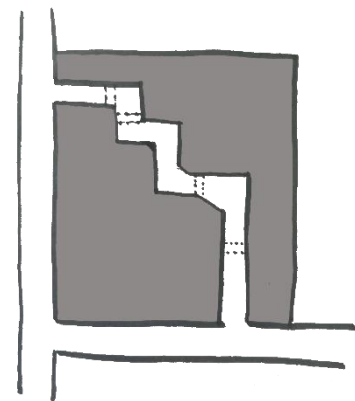


Figure 93: Mandala Street Plan

Features

- stone paving that evokes the impression of traditional squares.
- multiple activities like food and drink options, as well as a variety of pedestrian activities like sitting, buying, selling, and walking making space lively

- traditional facade elements like brick, brick cornices, wooden struts in the adjacent building
- ground floors are exposed and extended to the street and are permeable
- chamfered walls at the street corner making street more spacious and walkable
- bridge connections between buildings assisted in connecting the upper levels of the structures making space more interesting (Manandhar, 2022).
- Use of greenery, vibrant colors, and ambient lighting making space more vibrant catching the attention of passersby

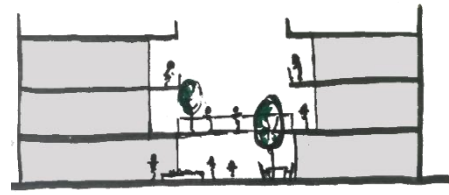


Figure 94: Mandala Street Section



Figure 99: Bridge connecting upper



Figure 98: Vibrancy of



Figure 95: Street as gathering



Figure 97: Greeneries giving natural ambience



Figure 96: Chamfered corner making space more spacious

Conclusion and Inferences

Mandala street is one of the good examples of how different dimensions of space has been incorporated to make active and happening space. The use of materials evoking impression of traditional square, interconnectivity, porosity and permeability and

porosity of ground floor, more active engagement ground street in contrast with passive and calm upper floors, use of greeneries, color palletes of the space has vastly contributed in making space more vibrant and happening.

4.4.2. CASE STUDY-2: PATAN DURBAR SQUARE

Introduction

In Newar towns, the social interaction and community life have always been given a vital role and have also been tried to enhance with the development of public open spaces as well as public buildings. Traditional settlements of the Kathmandu Valley boast a fine provision of public space that are distributed over the entire town to offer a physical setting for social life. (Chitrakar R. M., 2017)

Patan Durbar Square is one of the major public square of Kathmandu Valley shaped by the edges of the palace complex along with number of temples, raised performance platforms and sculpture elements like statue pillars. This square confirmed to the viable image of a public open space by the virtue of concentration of an array of activities in the form of major cultural proceedings like festivals and socio-political gatherings. The palace square actually acted as an open-air theatre, uniquely achieved by the demarcation, hierarchy and flow of spaces within spaces **Invalid source specified.**



Figure 100: Patan Durbar Square

Selection Criteria

This area was selected to understand the built environment and built form and the elements contributing the built environment of public space.

Description

Patan Durbar Square has always been political, cultural, religious and economic center. It offers rich indigenous Malla architecture. Due to central location of the square in the city, it is

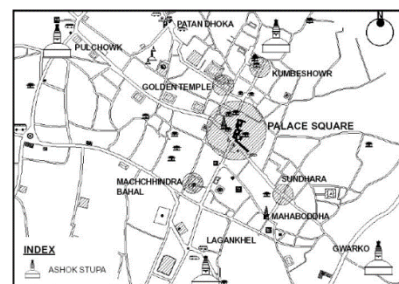


Figure 101: Site Plan of Durbar

easily accessible from all parts of the city in a walking distance with the major pedestrians in the city crossing through here.

Components of Durbar Square

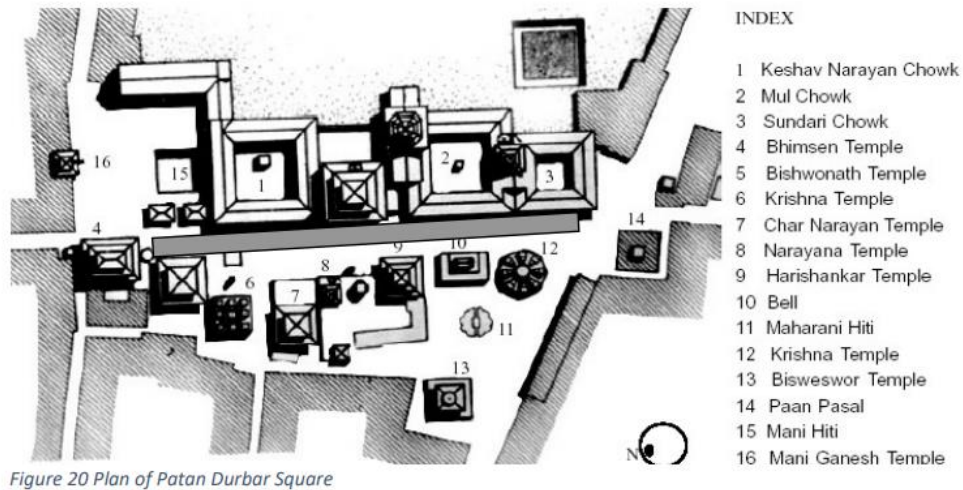


Figure 20 Plan of Patan Durbar Square

- a. Palaces with courtyards
- b. Temples
- c. Water fountain and conduit
- d. Dabali
- e. Seating spaces in the form of plinths of temples, palaces and newly built pavilions
- f. Informal markets and café in the vicinity.

Space and Interaction in Durbar Square Various type of space interaction can be found in durbar square either visually or physically in form of parallel , radial, interaction, introverted. Different level of porosity and permeability are expressed by built forms.

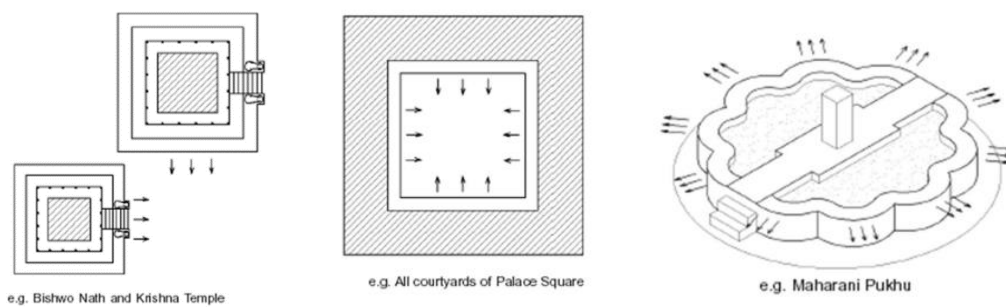


Figure 102: Different types of interaction(Source: Sagar Humagain)

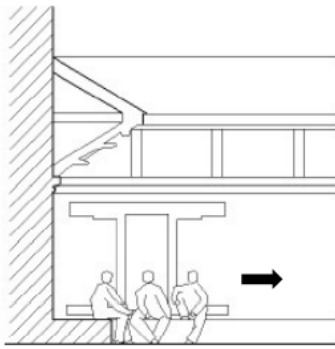


Figure 106: Intorverted Interaction in Courtyard(Source: Sagar Humagain)

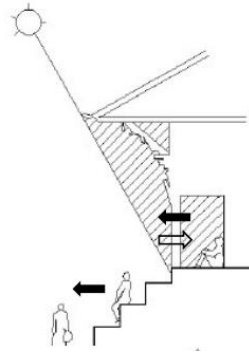


Figure 106: Colonnaded temple structure and two way interaction(Source: Sagar Humagain)

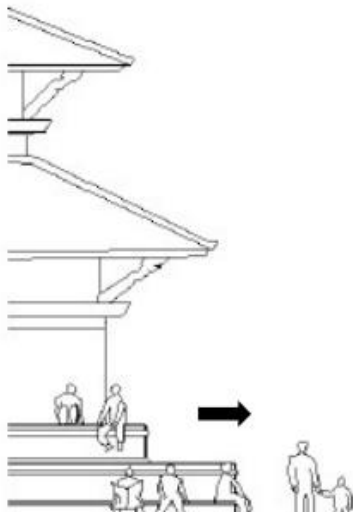


Figure 106: Levels of interaction from plinth of Temple (Source: Sagar Humagain)

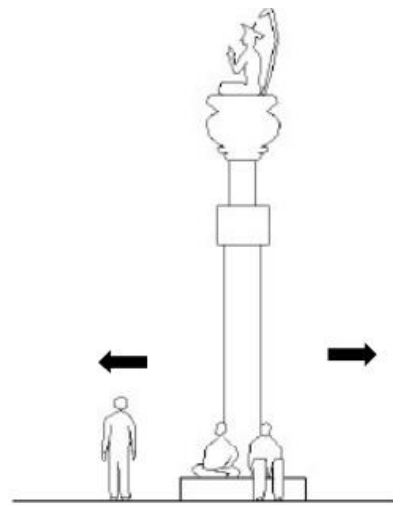


Figure 106: Multiple interaction Stone Pillar (Source: Sagar Humagain)

Conclusion and Inference

Many things can be taken out from the timeless Durbar square in respect to built form and built spaces. The accessibility, porosity, from multiple direction both visually and physically, various type of built structure, multiplicity of use and activities throughout the day, level of spaces, sitting and various type of interaction has not just created a space but its value, identity make it a ever happening place.

CHAPTER 5: CONCLUSION

Today malls are losing its identity in its urban fabric. To survive the digital age mall, need to reinvent themselves. They are the building complex representing one or more buildings per say but unofficially they are the heart and soul of communities, the foundation of retail economies, and a social sanctuary. They have been a trendiest urban public space.

Many of the malls are facing less number of footfalls, high vacancy rate and lacks customer preferences. Whatever said, it still has a central part in urban and suburban societies maybe in different role. To avoid becoming what one chief executive calls a historical anachronism that no longer meets the public's needs, it must expand their horizons of what a mall can be for it to sustain and enhance social life and boosting their economy. They must envision themselves no longer as group of retail shops for shopping, but instead as customer-facing providers of shoppable entertainment, new retail experience, and considering the elements that matches the spirit of time completely driven towards consumer.

Shopping are continually developing and inevitable. It is evolving from basic purchasing activity to providing experience and stimulating a memorable thought. The roles of the malls are shifting from shopping and entertainment to leisure, community, experience health and wellness. They are establishing themselves as a lifestyle center. Customers are looking for uniqueness and identity in every aspect looking diversity economically, physically and socially. The focus of shopping center development has shifted from generating lease incomes to fostering the urban experience, with the majority or even all of the profits reaped from the increased value of experiences through leisure, recreation, food and entertainment. Stores has changed its retail space to non-retail space geared toward the touch-and-feel experience. Responding to these modifications of the shop space, shopping center development tends to mix shopping with living, working, and other activities at the human scale to foster a more urban experience of shopping

The recent trend shows future of malls driven towards community reflecting identity of the place. The shopping malls are reverting to the role that Victor Gruen the first architect of Shopping Malls has versioned as an urban public space which also suites

for the current urban trends and lack of public space in urban areas. Shopping malls are seeking to recapture the experience and joy once the traditional shopping malls brought, but this time with modern integrated technology, needs and desires of present time. They are rediscovering open spaces and green elements in mall and catering the elements making a place. The urban public space quality of the malls is becoming more and more important not only for economic sustainability but also for social sustainability in the world full be people getting isolated more and more through technology.

In context of Nepal, the building design and the built environment of the present-day complex doesn't promote for organic social interaction: the opportunity to pause, rest, linger and gather. The present-day shopping center, the pseudo-public space where private interests can be clearly seen to overshadow public space.

POPS could be a new chance for developing our city with new open public space. The cooperation between private sectors and the government will be the direction of developing our city in the future. However, the most critical point is how to balance the right of public and private sectors. If it is successful it can provide a modern and clean environment as an indication of civilized society. It can foster the development of positive tolerance, social integration, sense of community and unity, and public trust among people throughout the city

To fulfill the potential of commercial complexes to attract more public and its role as quasi-public space commercial complex should design and provide more entertainment and social facilities and services. Comfortable seats, more social facilities, different activities for all age groups, accessibility safety, ample parking space, food courts, play areas, pleasant atmosphere, and aesthetics should be given consideration. This will enhance the image of commercial complexes, people will socialize more, and social sustainability will be enhanced.

It's time to act and bring life back to these commercial developments through architecture to attract people promote sociability, economy and ecology making an altogether sustainable development. It is a high time to build not just a building and built environment but focusing in creating an authentic and unique experience and create a vibrant urban public space.

CHAPTER 6: SITE AND CONTEXT STUDIES

6.1. SELECTION CRITERIA

- Banepa has been the center of business activity from its inception and located at the center of satellite cities.
- Lacks full-fledged commercial and business centers
- Lacks Urban Downtown or Square for social activities
- Near to the surrounding urban core for easy access and far enough for urban humdrum
- Abundant Land area for Public Forum and commercial development
- Developing area from urban core, can be a base for systematic development.

6.2. SITE LOCATION

The site is located at Dhaneshwor Marga 1km south from the central core of Banepa and Araniko Highway. The site is connected via Banepa Panauti Road.

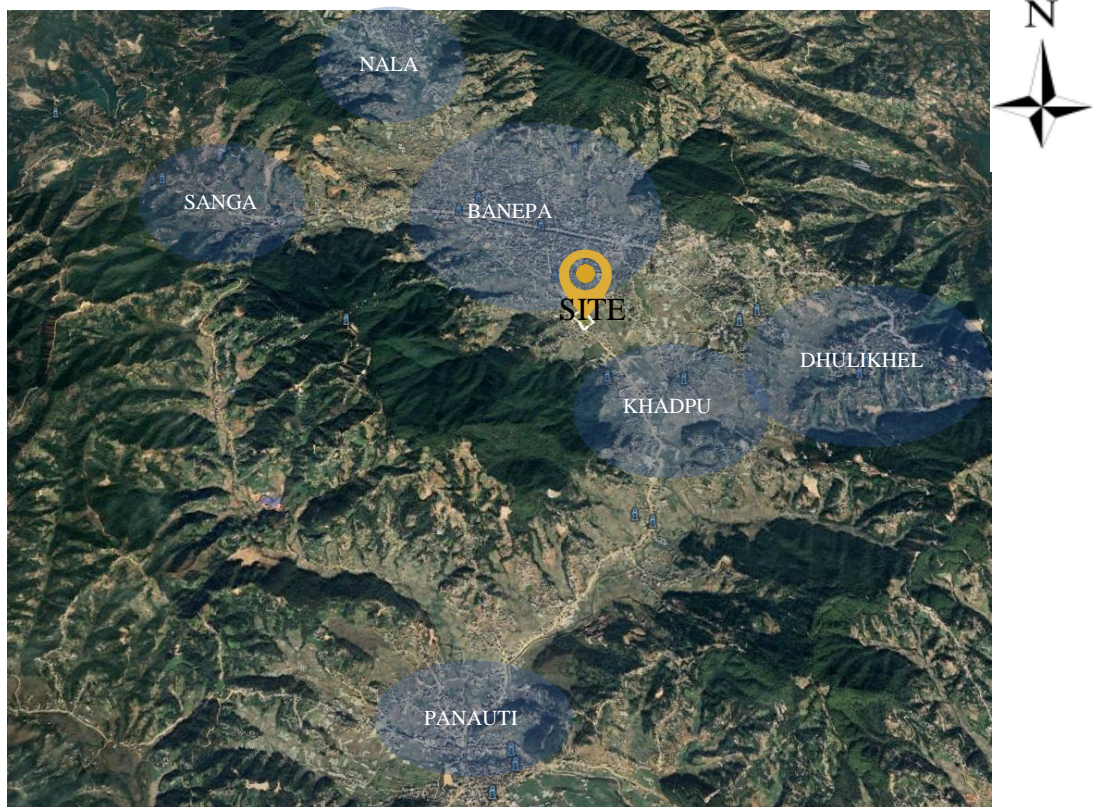


Figure 107: Site with surrounding towns

6.3. SITE DESCRIPTION

➤ Shape and Size:

- The site is trapezoidal in shape with longitudinal part facing NE-SW
- Site Area: 13200 sq. m. approx. (25.95ropanies)

➤ Access:

- Site is around 1 km south from Araniko Highway that connects Kathmandu, Banepa, Dhulikhel.
- The site can be accessed via Banepa-Panauti Road(14m) from south west
- One can access to site via public vehicle that travels to Panauti or can take private vehicles too
- It is about 10-15 min walking distance from Center of Banepa so one can access via walk without too much difficulties.



➤ Site Surroundings

- The site is in near proximity to urban core, developing residential zone, institutional zone and religious zone.
- Kathmandu university lies about 1 km S-E from the site
- Dhaneswori Temple about 0.4km uphill from site
- Small town Khapdu located 1 km south of site and Panauti is 4 km.
- The core town Banepa is 1km north to the site

➤ Topography:

- Contour land steep at entry with gradient of 10% with level difference of 25 ft from road level to lowest level of site.
- Contour profile downwards from west to east

➤ Climatic Data

- The least amount of rainfall occurs in November. The average in this month is 25 mm ,1.0 inches. With an average of 714 mm ,28.1 inch, the most precipitation falls in July
- The temperatures are highest on average in June, at around 20.6 °C | 69.0 °F. January has the lowest average temperature of the year. It is 9.3 °C | 48.7 °F.

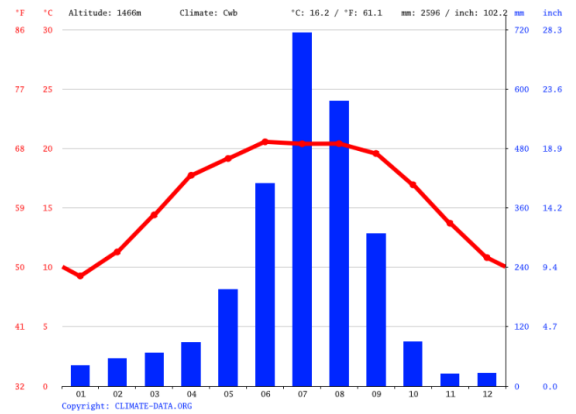


Figure 86: Climatic Data of Banepa
Source: Climate Data. org)

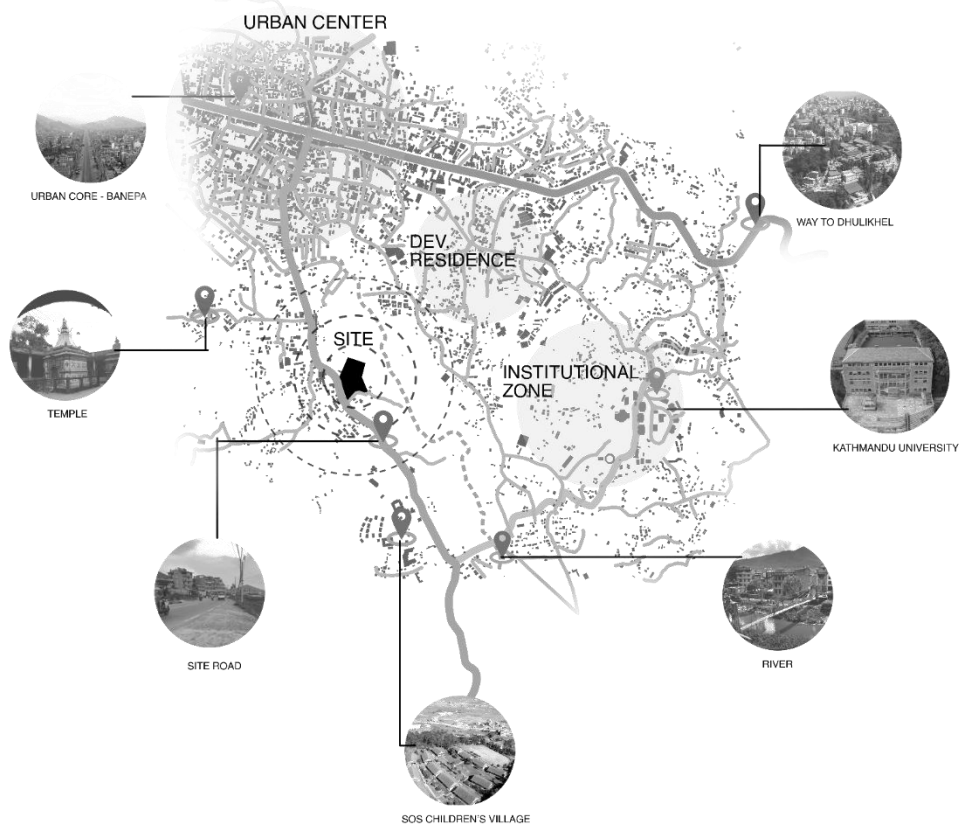


Figure 108: Site with major Landmarks

➤ Current Use:

The land is used for Agriculture purpose and some part undergoing plotting

➤ Services:

- Electrical Lines Parallel to the road
- The slope of the site is towards the river located in the east so will be no problem of drainage
- Has good provision of water supply as it lies at the bottom of Dhanswori hill

➤ Visual and Sound Analysis

- There is a good view towards north and northeast with views of northern hill and downtown Banepa
- As it links the major vehicular roads the roadside may face noise problem

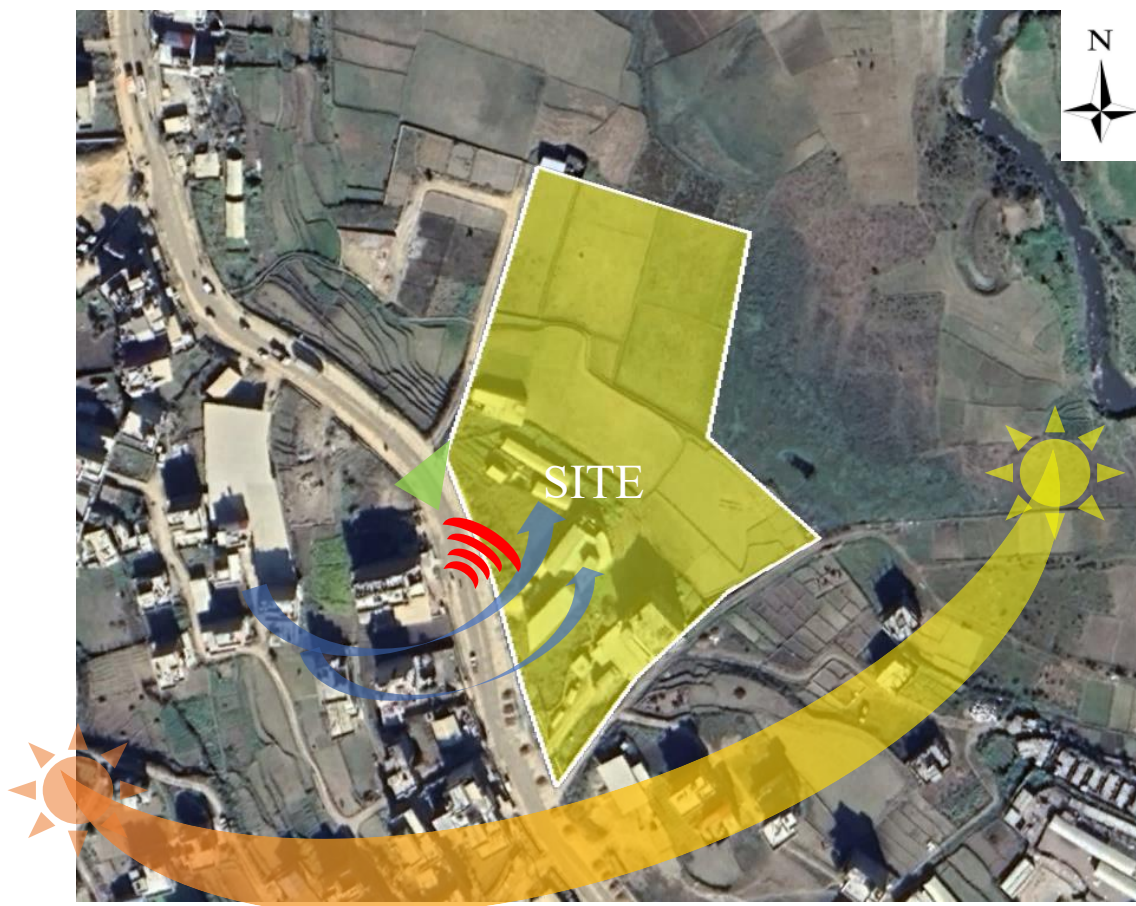


Figure 109: Site Analysis



Figure 110: Site Profile

- Bye- Laws
 - GCR-50%
 - FAR-3.5
 - PARKING-20% of site area
 - ROW-20m
- Socio- economic aspect
 - Multi ethnic society dominated by indigenous people
 - Middle to High income groups
 - Market based economy
 - More urban lifestyle
 - A hub for business activity of Kavrepalanchok district

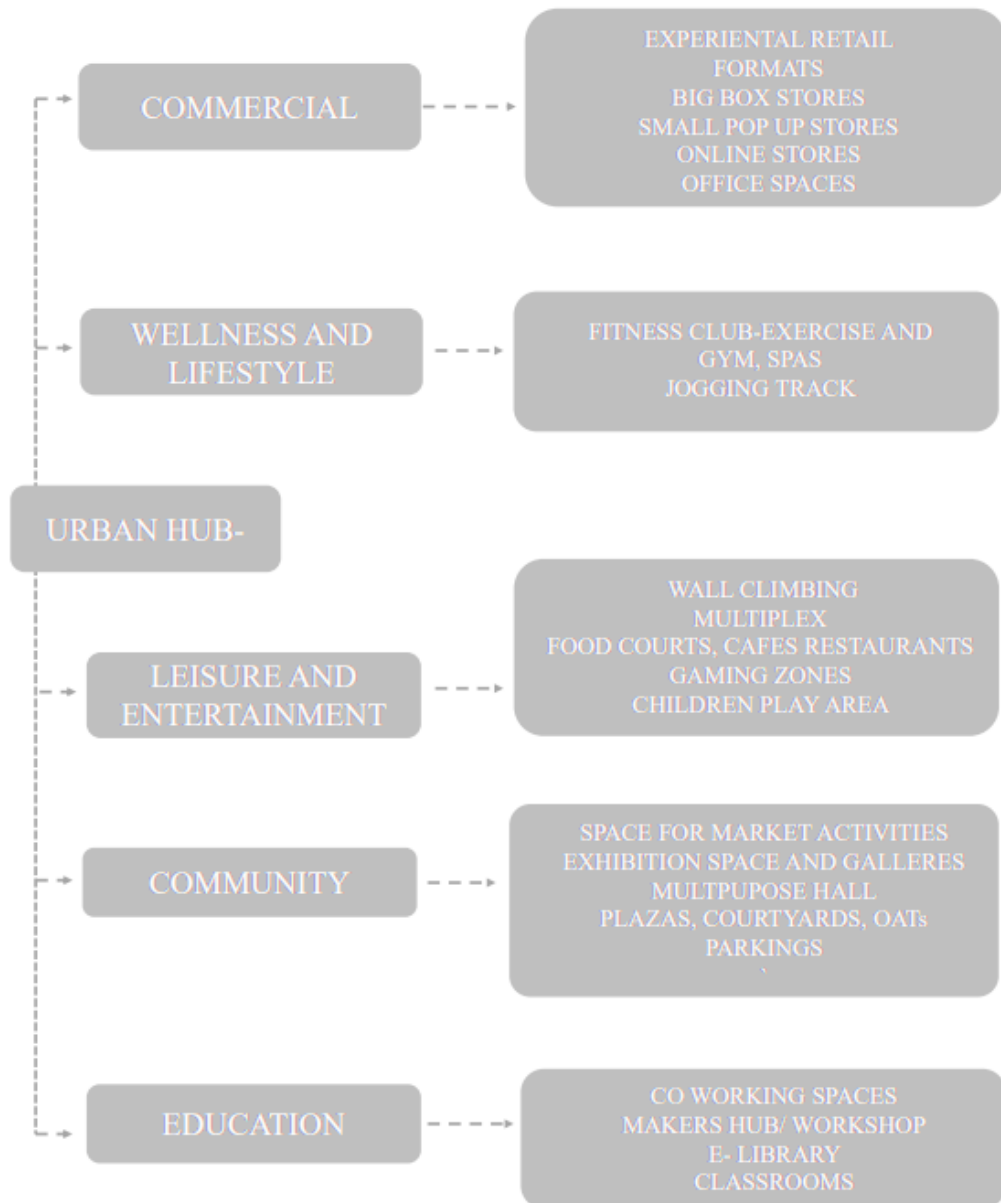
6.4. SWOT ANALYSIS

- Strength
 - Easy access via highway and on the way between Panauti and Banepa
 - Can be easily accessed on foot from surrounding areas

- Banepa a major economic hub of Kavrepalanchwok District
 - Away from core urban problems
 - Has basic infrastructures required for development
 - Large site surrounding so has enough prospect for future development offers flexibility
 - Site located at the center of different type of zones like residential, commercial, religious, institutional therefore can target various groups
- Weakness
- Only one major access connecting to the site
 - No existing walkways and footpath for pedestrian of site
- Opportunities
- Can function as a major landmark and destination
 - Major Commercial hub of Kavrepalanchwok
 - Urban Public Space of Banepa
 - Helps promote systematic development of that area
 - Opportunity to play with contour land in Design
- Threat
- Loss of Existing Agricultural Land
 - Because of lower elevation of site from road level, there may occur flooding problems during monsoon if not managed properly.

CHAPTER 7: PROPOSED PROGRAMME

The programmed has been categorized into various aspects considering commercial, wellness and lifestyle, leisure and entertainment, community and education.



7.1. AREA CALCULATION

- Total Area: 13200 (25.95 ropanies)
- Ground Coverage: 6500(Approx 50%)
- Rentable :55-60%
- Circulation- 20-25%
- Service- 10-20%

7.2. AREA DISTRIBUTION

- Window Shopping- 20%
- Market (Big and Small) Shopping-10%
- Leisure and Entertainment-25%
- Office Spaces-20%
- Gaming and Kids Zone-10%
- Workspaces and Classroom Retail-5%
- Experiential Retail-5%
- Pop up Stores-5%

7.3. GROUND COVERAGE DISTRIBUTION

- Street Plaza-12%
- Sunken Plaza-10%
- Courtyard-6%
- Roof Park-6%
- Commercial Block with atrium -50%
- Services-16%

7.4. AREA ANALYSIS

TOTAL SITE AREA	13200M2 (25.95)		
TOTAL GROUND COVERAGE		6165	46.50%
ENTRY LVL PLAN (CUT LVL AT +4M)			
BUILT UP AREA		4500	
LEASABLE AREAS			
	1 STREET ROW SHOPS	160	
	2 ANCHOR SHOPS	560	
	3 WINDOW SHOPPING	1050	
	4 BIG STORES	550	
	TOTAL LEASABLE AREA	2320	51.50%
CIRCULATION			
BREAK DOWN OF CIRC. SPACE			
ATRIUM 1 (NODE/ANCHOR 1)		300	
BREAK SPACE(NODE/ ANCHOR 2)		140	
CHOWK (NODE/ ANCHOR 3)		490	
KIOSKS		5%	
WC/SERVICES		160	3.50%
SUNKEN PLAZA LVL PLAN(CUT LVL AT -3 M)			
BUILT UP AREA		6245	
PARKING		1700	
REMAINING USABLE AREA		4545	100%
LEASABLE AREA			
SUNKEN MARKET		620	
SUPER MARKET		645	
RESTAURANT		380	
KIDS ZONE		600	
BIG STORES		150	
WINDOW SHOPS		360	
	TOTAL LEASABLE AREA	2755	60.50%
CIRCULATION			
ATRIUM 2		300	
CHOWK (NODE/ ANCHOR 3)		490	
KIOSKS		5%	
WC/SERVICES		260	6.00%
GAMING ARCADE LVL PLAN (CUT LVL AT +3 M)			
BUILT UP AREA		2500	
LEASABLE AREA			
GAMING ARCADE		600	
FOOD COURT		400	
FITNESS AND LIFESTYLE		650	
TOTAL LEASABLE AREA		1650	66%
CIRCULATION			29.00%
WC/SERVICES			5.00%

QFX LVL PLAN(CUT LVL AT +8 M)			
BUILT UP AREA		4525	
LEASABLE AREA			
QFX		1225	
RESTAURANT		1000	
BIG STORE		170	
WINDOW SHOPPING		300	
TOTAL LEASABLE AREA		2695	59.50%
CIRCULATION			
ROOF PARK	200		
HORIZONTAL CIRCULATION			
VERTICAL CIRCULATION			
CHOWK (NODE/ ANCHOR 3)	490		
KIOSKS	5%		
WC/SERVICES		100	2.50%

QFX LVL PLAN 2 (CUT LVL AT +12 M)			
BUILT UP AREA		3900	
LEASABLE AREA			
QFX		700	
OFFICE SPACE		1030	
ADMIN OFFICE		355	
RESTAURANT		620	
TOTAL LEASABLE AREA		2705	70.00%
CIRCULATION			
HORIZONTAL CIRCULATION			
VERTICAL CIRCULATION			
WC/SERVICES		200	5.00%

OFFICE LVL (CUT LVL AT +16M)			
BUILT UP AREA		940	
LEASABLE AREA			
OFFICE SPACE		560	
TOTAL LEASABLE AREA		560	60.00%
CIRCULATION			34%
WC/SERVICES			6%

OFFICE LVL (CUT LVL AT +20M)			
BUILT UP AREA		940	
LEASABLE AREA			
OFFICE SPACE		560	
TOTAL LEASABLE AREA		560	60.00%
CIRCULATION			34%
WC/SERVICES			6%

PARKING			
AT LVL -10M			3870
RESERVED PARKING AT -8M			1185
AT LVL -4M			1700
			6755
SURFACE PARKING			
2WHEELER OUTDOOR PARKING			215
4 WHEELER OUTDOOR PARKING			1050
			1265
TOTAL PARKING AREA			8020

Total area: 21850m²

Total leasable area: 60%= 13000m²

Parking estimation: 2.2 eps for 100m² or 3-5 parking space for 100m² of leasable area

Taking 5 parking space for 100m² of leasable area: $13000 \times 5 / 100 = 520$

Parking space as per design :500 -2 wheelers , 175- 4 wheelers

Total: 675 parking space

Population Estimation

Daily Passerby Banepa Panauti Road : 1000

Taking 40% of it : 400

Population of Locality : 2000

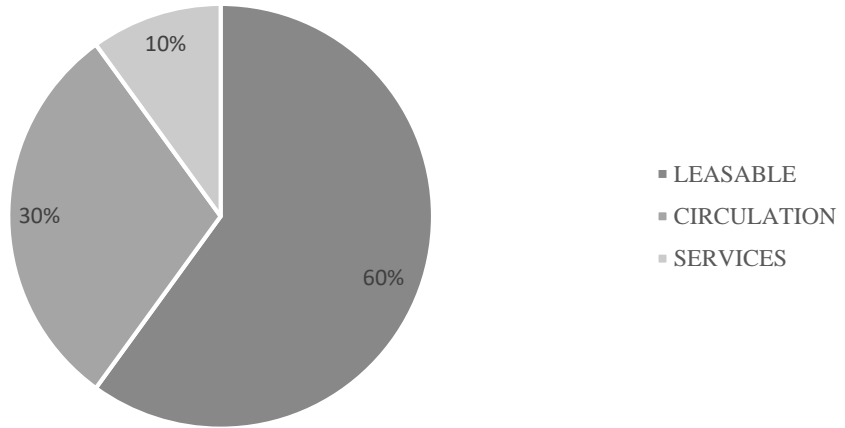
Taking 30% of users : 600

Estimated Population visting as destination center:1000

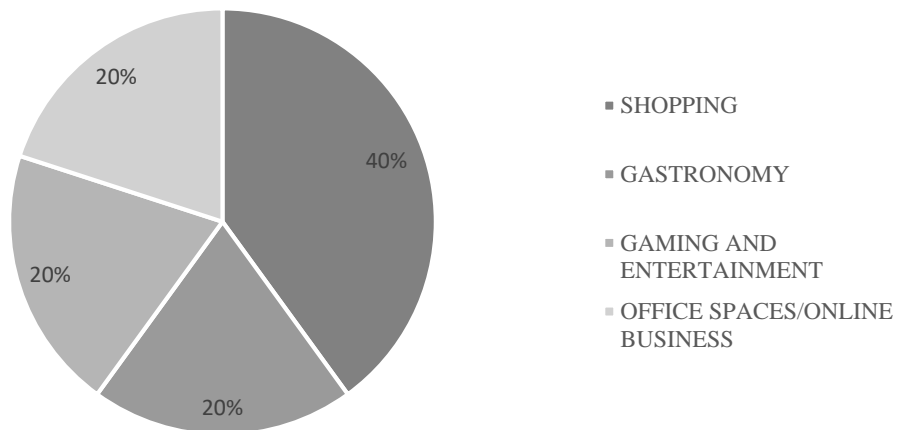
Number of Staffs and officials : 250

Total Average Daily Users on normal day : 2250 (1500-2000)

AREA DISTRIBUTION



PROGRAM DISTRIBUTUION



CHAPTER 8: DESIGN PHASE

8.1. OVERVIEW

My hometown is in Banepa, where I grew up, spent most of my lifetime. When I was a kid, we did have chowks and gillies to play and hang out. But growing up from school going kid to a teenager and youth I have always felt the need of the space where I can go, sit and while away my time, a place to experience multitude of things, a place to observe, a place to passively interact, a place for commercial activities, a place where I can call my friends around and have whale of a time. These was how naïvely the thought process started behind my thesis to design a vibrant place providing a wide range of experience.

Banepa is privilege in terms of its environment, resource, its location and accessibility but has not been that privilege in terms of the squares and public spaces that cities of Kathmandu Valley offer. Somehow the streets of Banepa have been functioning as a happening space, but still misses the space or place of pause and pleasure. We do have history but not the one we can show tangibly. The town itself has always been a happening place in terms of business. The major route to Tibet, the Araniko Highway running pass it, its central location to the satellite cities around has been the major contributing factor. It's sad to say that after having been a place of commercial activities over a century it doesn't have that landmark which really represents the commercial history of Banepa, a space where people can go and celebrate their time.

Then upon studying and performing literature and case studies for my thesis it was quite a realization that how shopping mall was initially envisioned at first as urban hubs or public spaces for developing areas where these types of hubs acts as a center for human interaction, community and connectivity where there are no historic downtowns or public spaces as such. It was envisioned as the center for human activity and the nucleus of the developing areas but unfortunately it later got fully concentrated on commercial activities only with drive for more commercial space forgetting human activities.

But the paradigm shift happening in shopping malls or commercial design now from general shopping and commercial centers to experience driven centers where community, experience, interaction and identity are the key. Similarly, with growing need of public space in developing urban areas, the shift of public space to privately

owned public space like café, restaurants, malls that provides more vitality and experience.

The ideal settlement originally planned for shopping malls at heart seems to come to reality in today's time with paradigm shift happening as per time from shopping centers as shopping spaces to more of an experience driven space guided towards human interaction and providing a much-needed public space in urban areas.

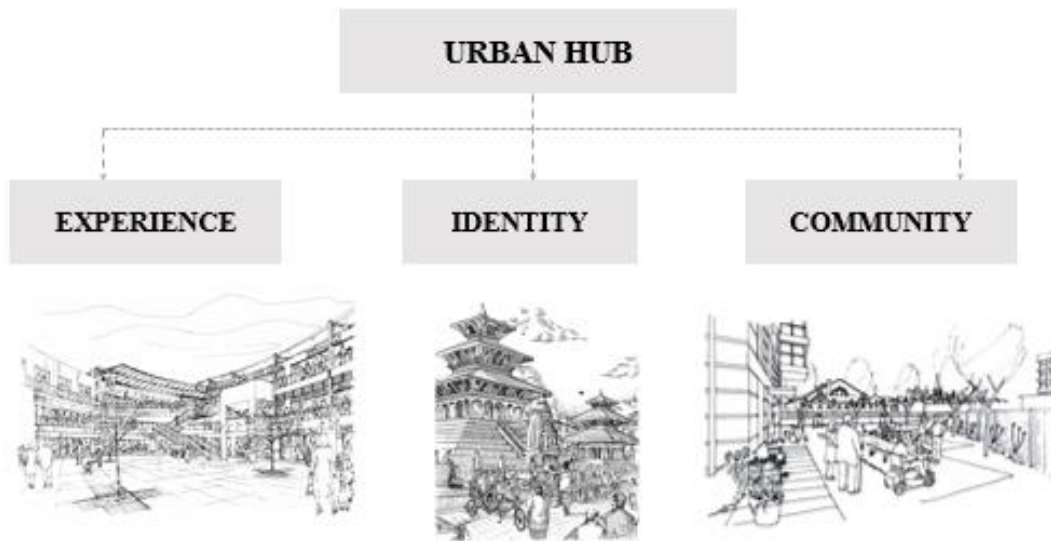
Therefore, the naïve idea with which my thesis study started has actually been a point of discussion at these time and today's reality where it has really been important to rethink the conventional shopping malls not just as commercial driven centers but a human center as an happening urban public place. This is from where my Thesis title "Urban hub- Reimagining shopping Mall" stemmed from.

8.2. DESIGN APPROACH

The design process began with the task of reimagining a commercially focused building typology into one that is also community driven. This resulted in the major emphasis on human centered activities. To do that, it needs to be more than just another shopping mall. The project is intended to create a hybrid of a market place and a public park where social interactions are more encouraged among people.

8.3. DESIGN CONCEPT

The main idea was to incorporate place making concept in creating magnet spaces centered to human activities. This aims to build for people and places rather than just aesthetics. Making the space feel alive is the main priority of the design which basically means prioritizing the presence of people doing things and socializing. The basic principle of "People attracts People" is incorporated to visualize the experience of streetscape that involves people doing their things and other watching them. Thus the design includes support of other activities and functional experience other than shopping that envisions the much larger range of human interactions and socialization.



8.4. DESIGN LANGUAGES

8.4.1. VARIETIES OF PUBLIC REALM

Different public space like street, plaza, courtyard alongside conventional mall with atrium have been introduced in the design enhancing different experiences. Making the most of site contour, these spaces interact at different levels and people could experience the space from different dimensions within the premises.

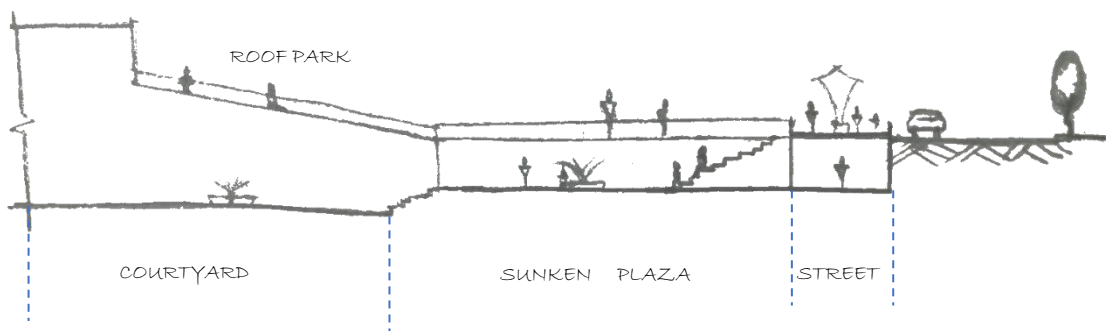


Figure 111: Varieties of Public Spaces

Street Plaza

This space acts as footpath for the general public watching different activities happening in the building. In addition it also tries to create the vibes of street shopping inside the building



Figure 112: Street Plaza

with different mobile stores which adds dimension to the shopping experiences.

Sloping roof

Continuing from the street plaza, sloping roof acts as a public park for the people. With stepped sittings, it works as a Open air theatre viewing the overall activities happening in the mall. Apart from this, it also acts as a waiting spaces for the people going to QFX in the upper levels



Figure 113: Sloping Roof Park

Sunken Plaza

The sense of enclosure can be experienced in the sunken plaza, where different activities like sunken markets and events happens. The sense of enclosure and activities happening provides a unique sense of place.

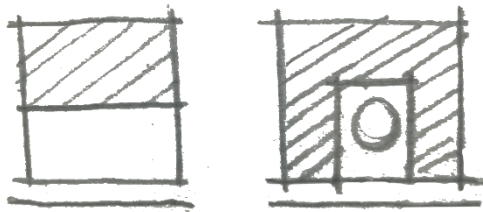


Figure 115: Sense of Enclosure



Figure 114 :Sunken Plaza

Courtyard

This space is mostly the passive zone of the building which depicts the calmness in the activity of people.

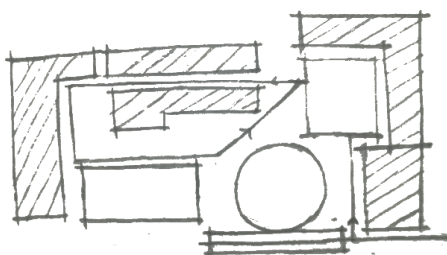


Figure 116: Circulation through shopping street



Shopping Street/ Ramps

The street is brought inside the building to the grand atrium from the street plaza level where it continues to various upper levels via gentle ramp that provides enhanced street shopping experiences. This construct series of scenes, allowing the experience to constantly shuttle between the commercial scene and street roaming. The idea was to create the unconscious movement of the people through different levels of malls in order to complete a seamless circulation system between the two phases without dead end. Certain nodal point have been established in between the shopping street in order to provide breathing space breaking the linear movement. The nodal space also provides sense of direction, transition, and encourage movement and provide sense of discovery unexpected encounters.

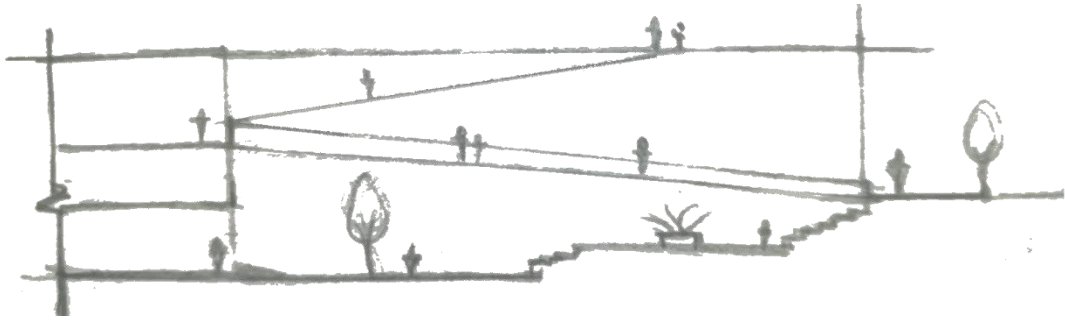
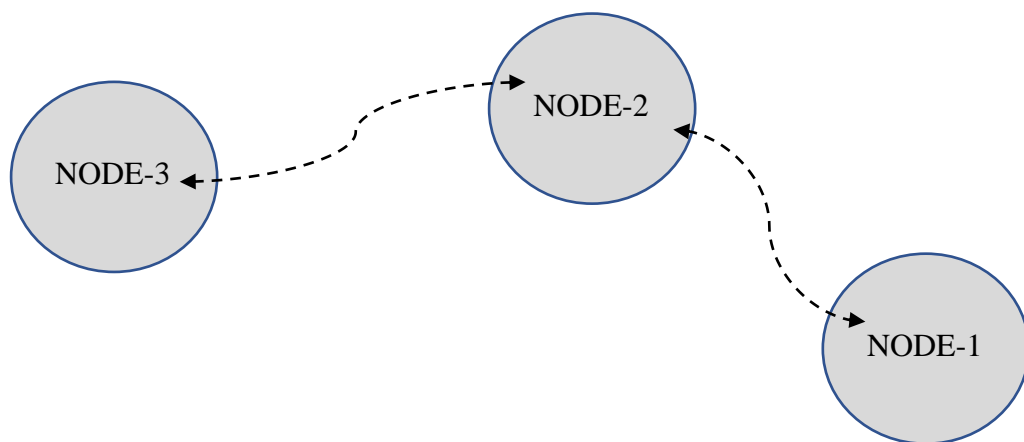


Figure 117: Shopping via ramps



8.5. ZONING AND PLANNING

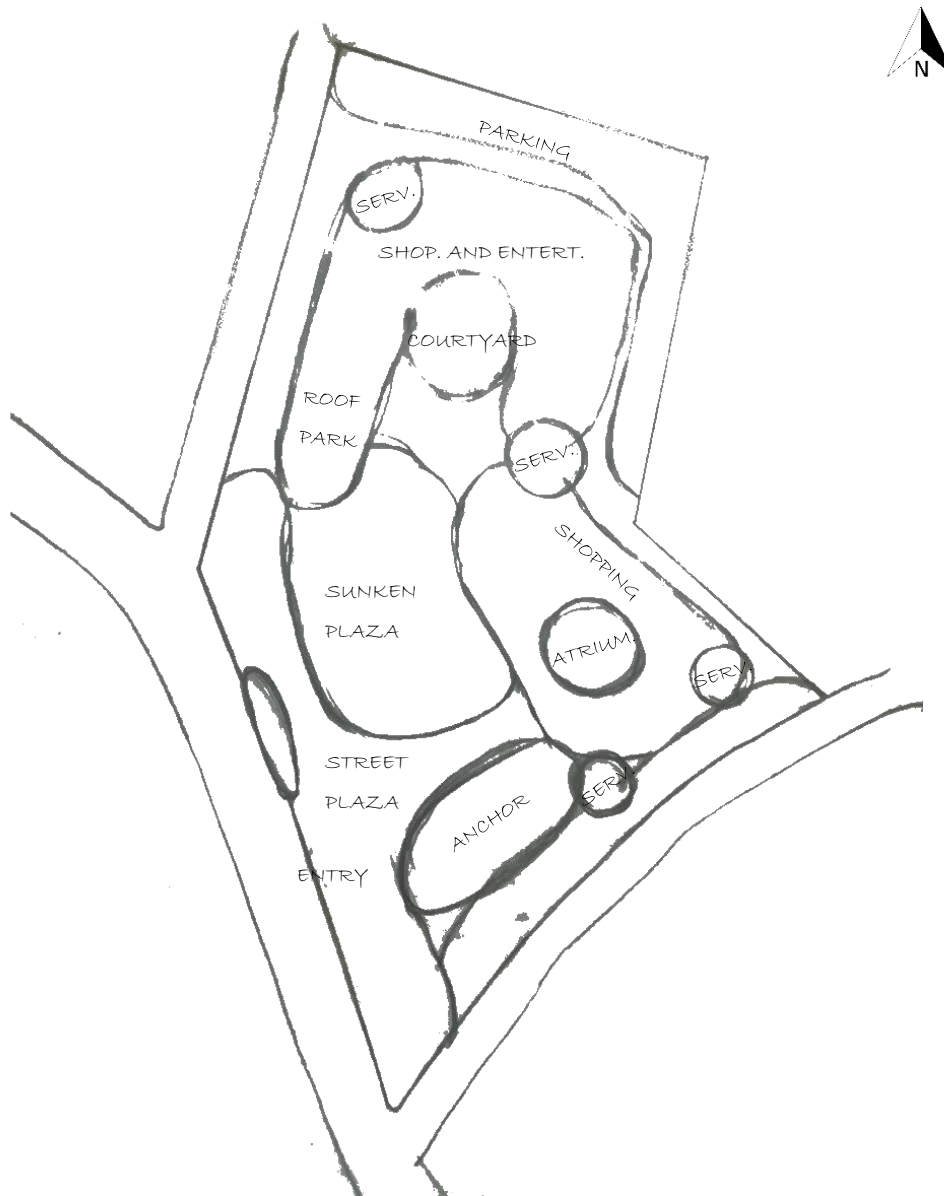


Figure 118: Site Zoning

For the further design development, design ideas have been incorporated in order to divide the site different zones with respect to site context.

The layout of the hub is composed around sunken spaces, in which a sunken plaza, courtyards acts as a customers' main social space for gathering and holding all kinds of events. Building and Open spaces are oriented towards street providing wide range of views and activities from the street. Public spaces are placed at the frontal space which

increases the vibrancy of the space. Different space as Street plaza, Roof Park and Sunken plaza penetrated the building at different levels. making the building porous and more active. Buildings are oriented towards these public spaces. The circulation like escalator, shopping streets and ramps are exposed to the outer public spaces making the building façade look more dynamic with the movement of people.

Retail Spaces continues from the street plaza inside the atrium which creates the synergy between indoor and outdoor

spaces. Shopping activities are placed alongside the street and ramp that starts from street plaza and goes to upper levels providing complete walking experience. The continuation of street inside the mall and to various level also enhances the commercial activities as the visitors passes through maximum shop fronts through series of spaces without feeling of boredom . Other activities are zoned as per the commercial viability with office spaces and cinemas occupying the top floors. Service entry and parking accessed via secondary roads such that main street is solely dedicated for street plaza. The setbacks of the buildings have been mostly used for services and surface parking spaces.

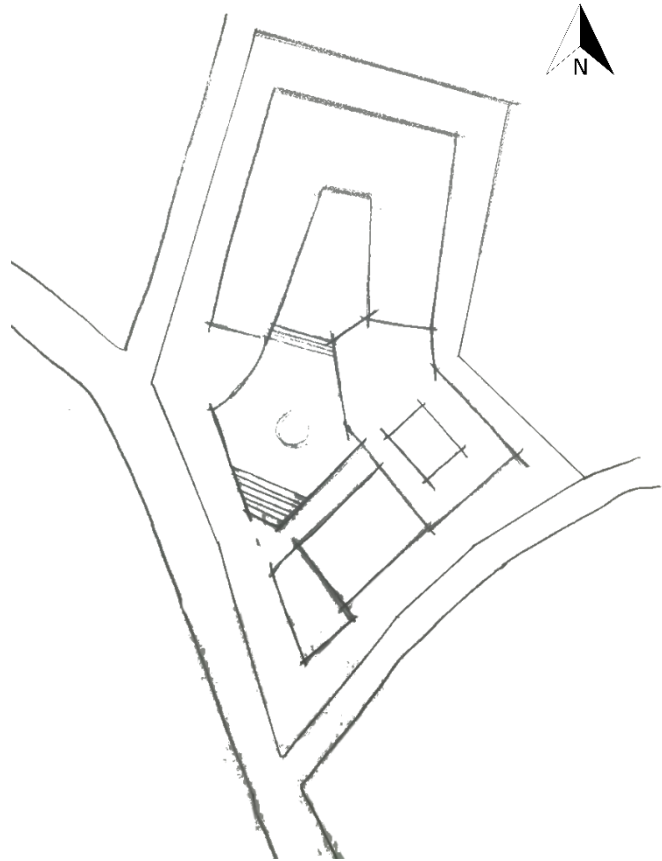
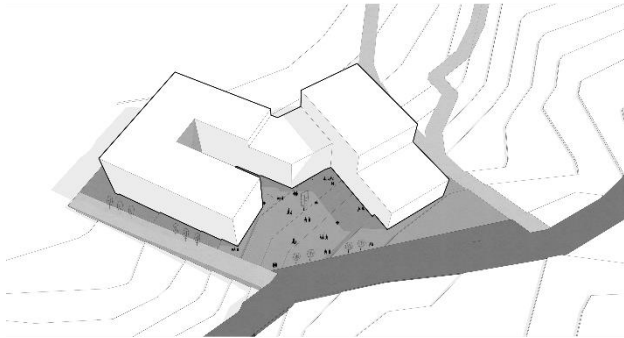
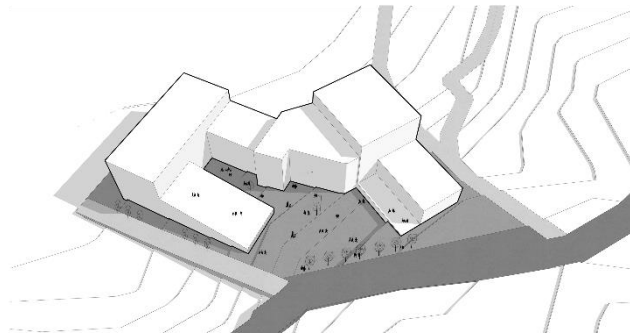


Figure 119: Zoning to Plan Form

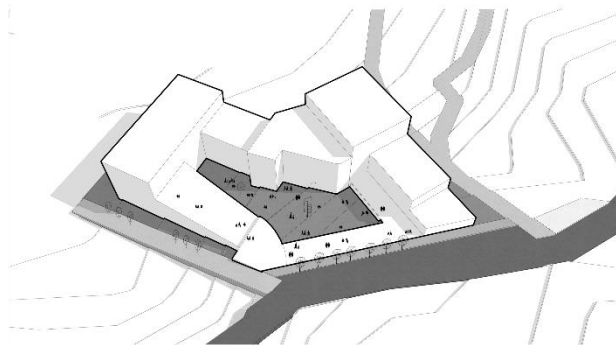
8.6. DESIGN/ FORM DEVELOPMENT



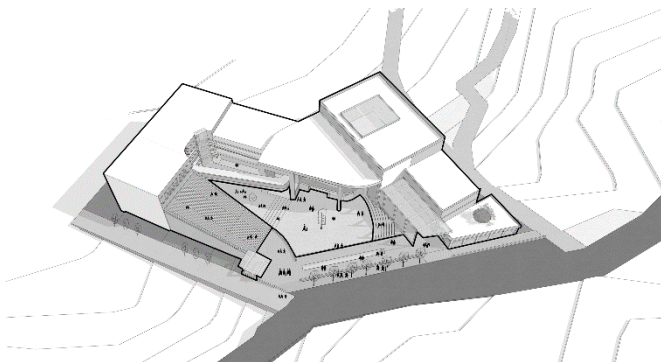
Stage1: Building form oriented as per site context with public space at front



Stage2: Some volumetric transition and provision of varieties of space like sloping roof park , plaza and courtyard at different levels. The sloping roof park also helps in breaking of bulky volume at the visual access from site road making the overall design more open.



Stage3: Promoting and enhancing street life through street plaza and its continuation inside building. The sunken plaza enveloped by building, roof park and street plaza giving the sense of enclosure and place.



Stage 4: Final resulting design with varieties of space to experience for people.

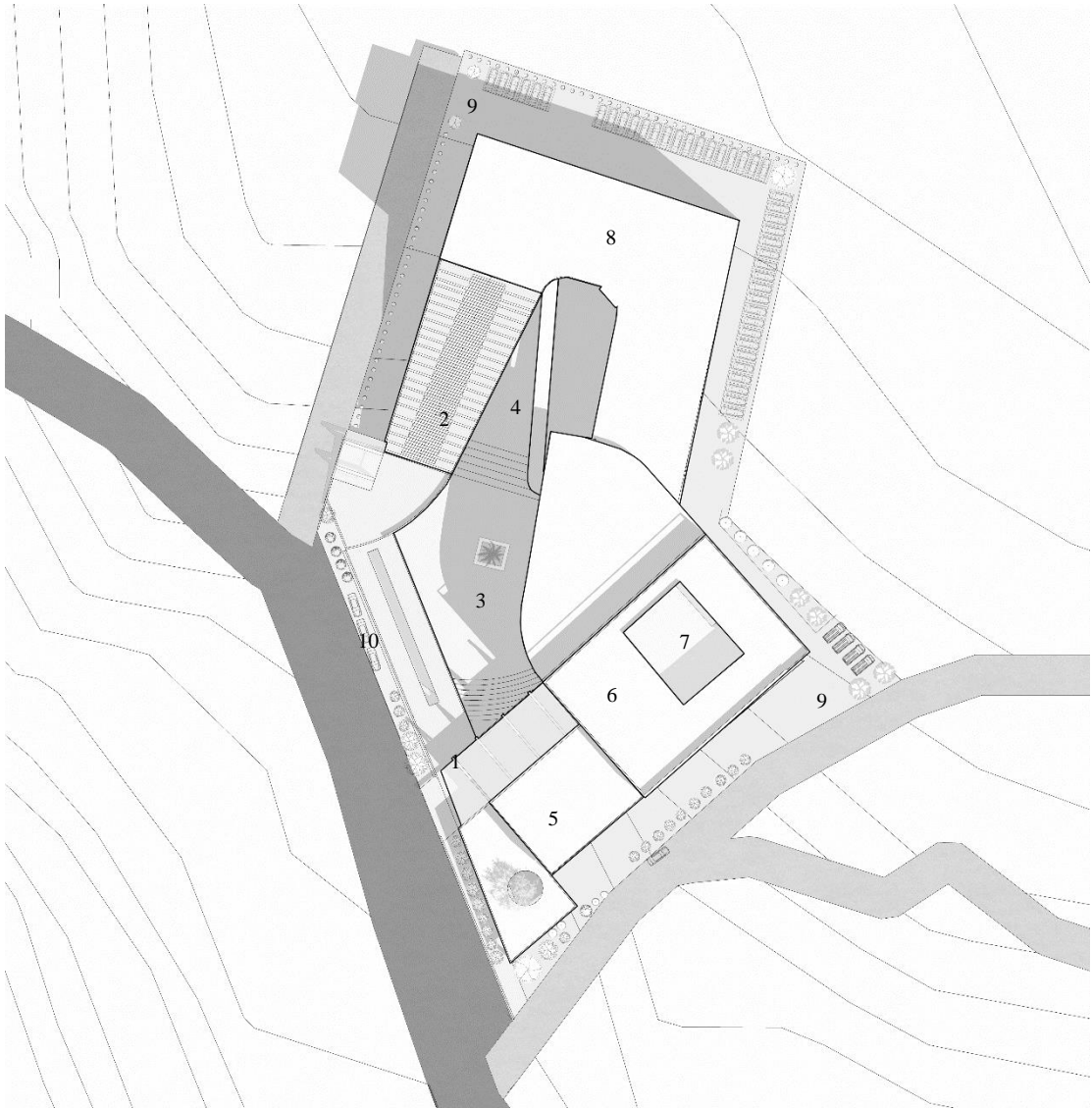
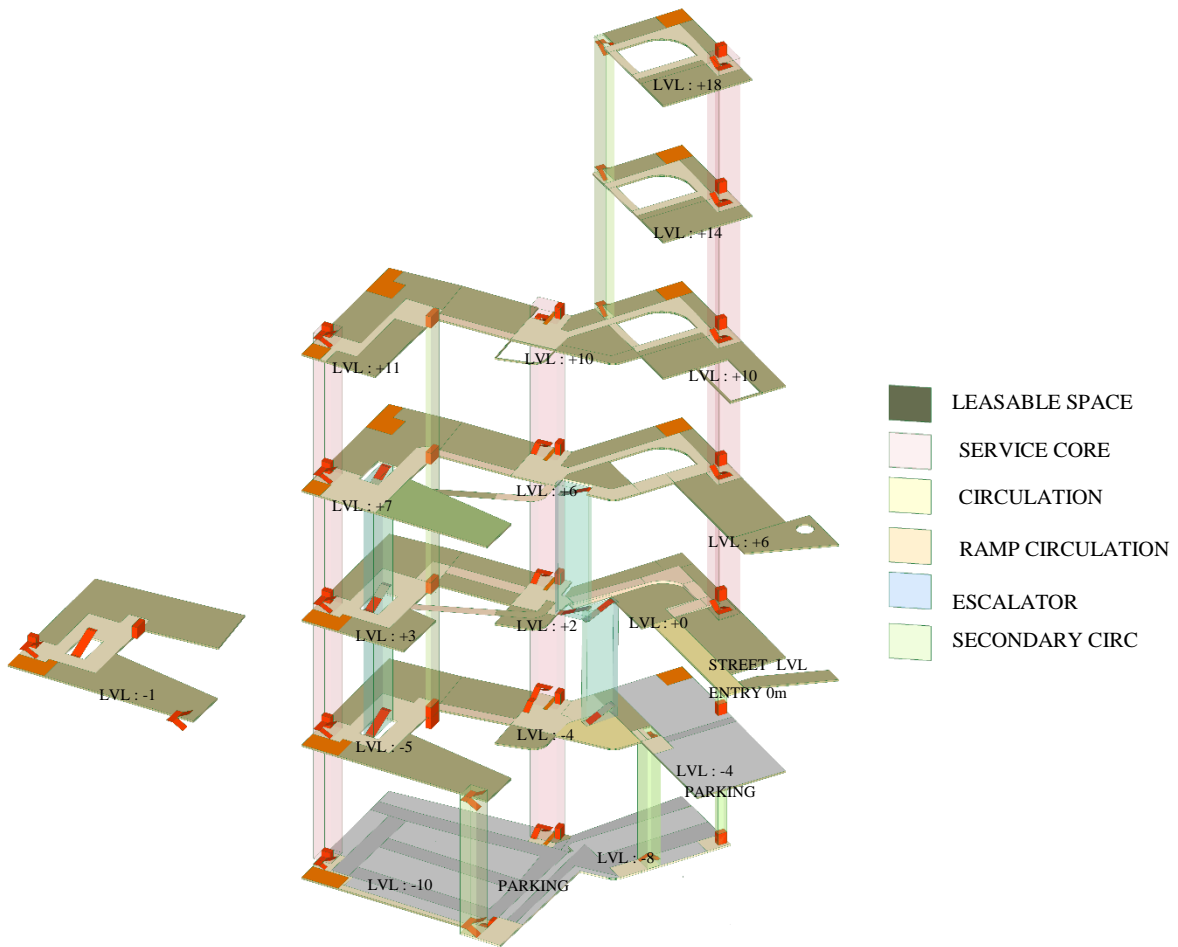


Figure 120: Roof Plan with Site and Sciagraphy

1. Street Plaza and Entrance
2. Roof Park
3. Sunken Plaza
4. Courtyard
5. Anchor Shops
6. Shopping Zones
7. Atrium
8. Shopping and Entertainment Zones
9. Services and Parking
10. Drop off

8.7. CIRCULATION AND SERVICE PLAN



The overall service, circulation and leasable space area distribution has been done as per program requirement. As a commercial space it is necessary to have definite circulation and service plan. The circulation core space has been properly positioned as per design required by guidelines.

3 Major vertical service core that runs from lower parking level to top floors have been introduced as per requirement of space and guidelines. Lift, Staircase and Open space have been introduced alongside service core. These junction space are also connected with emergency and fire exit so that easy navigation can be done at the time of emergency. Similarly Escalators and Capsule lift have been incorporated as per design requirement.

8.8. ARCHITECTURAL EXPRESSION



The elevation design was done considering the contemporary nature of city Banepa. Interplay with the level of volume was performed in order to provide a variation in skyline. The relation of mass

and void are thought to balance out the overall volume. The glazed façade provides a commercial look also makes the indoor movement of people visible giving a dynamic façade which also gives good visual indoor outdoor connection. The elevation of entry part are louvered in order to prevent from harsh west light in office spaces. The loved part acts as a point of herirarcy in the overall design. Proper allocation of space for advertisemet and signages have been done while designing elevation.

Neutral color pallete for the material have been used with concrete texture paints. Low emmissivity glass panels are to be use in the elevation to prevent overheating of interior space. Metal louvers and ACP panels for display breaks the monotony of neutral pallete of the elevation.



8.1. RENDERS

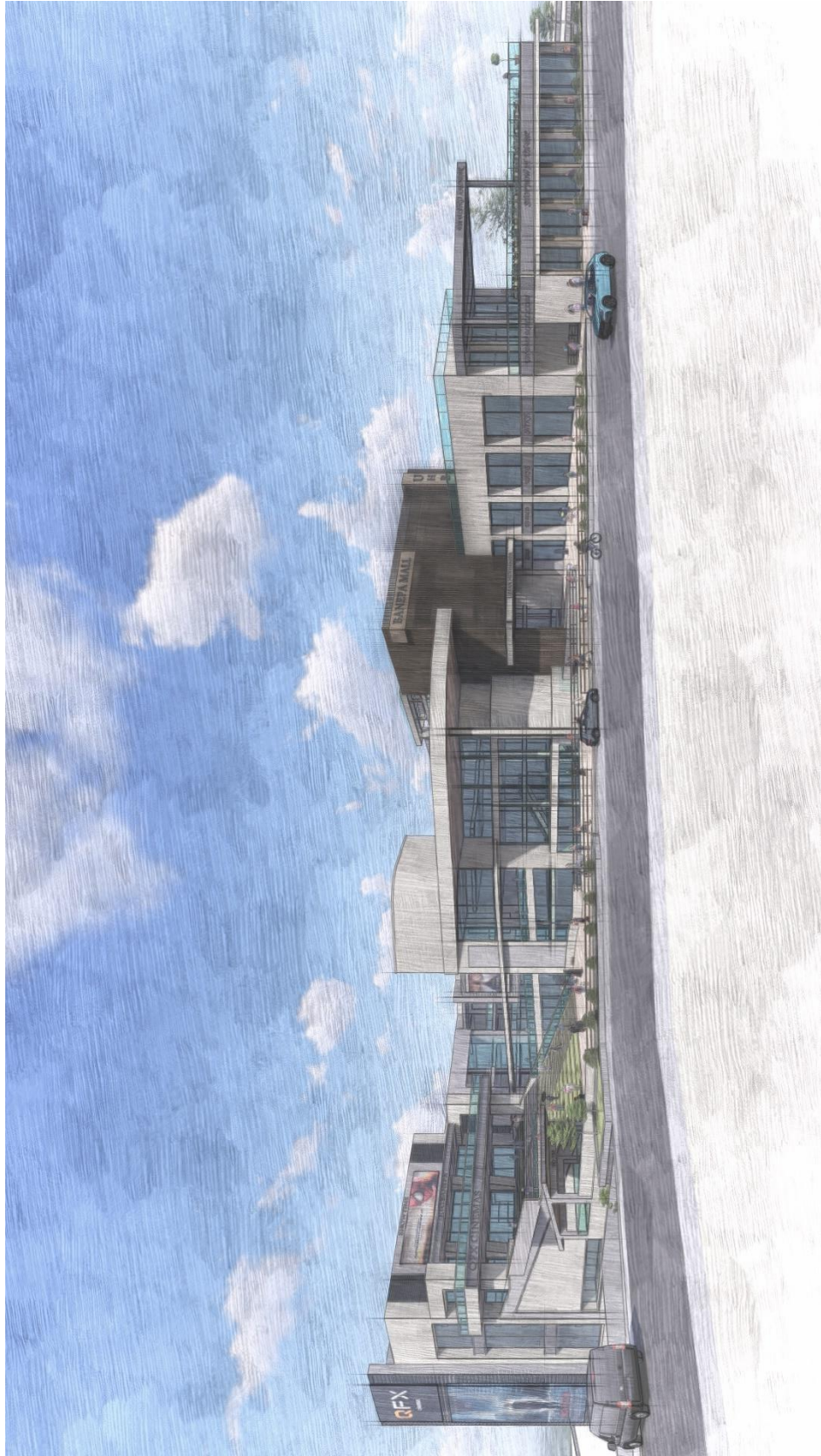


Figure 121: Street Elevation



Figure 122: Front Street Plaza



Figure 123: Front Street row shop with entry

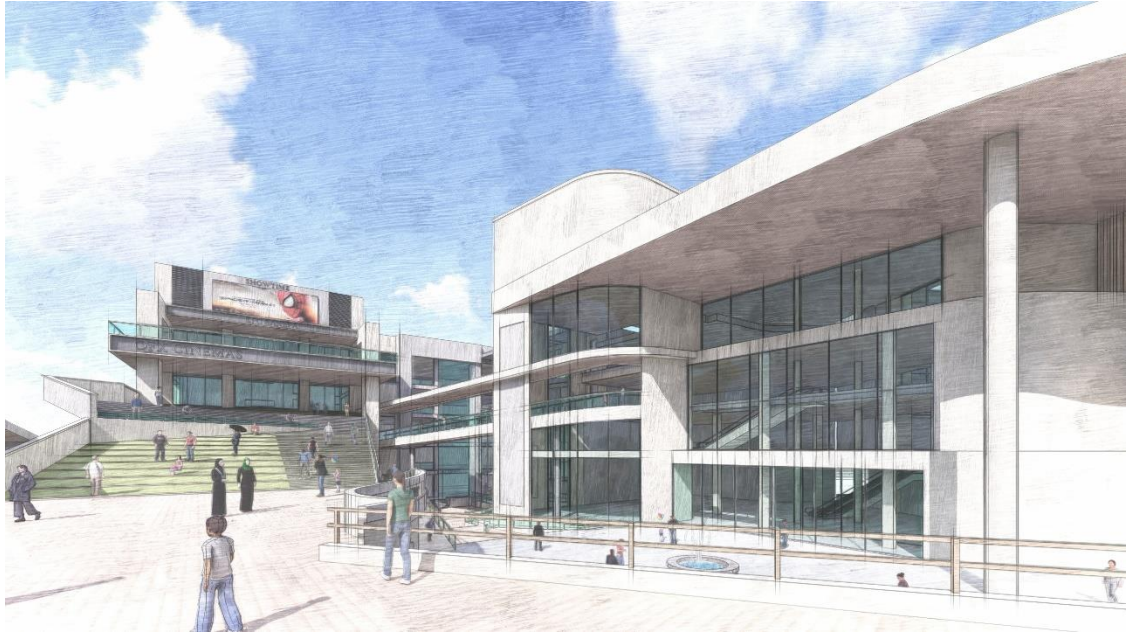


Figure 124 Street Plaza



Figure 125: Sunken Plaza

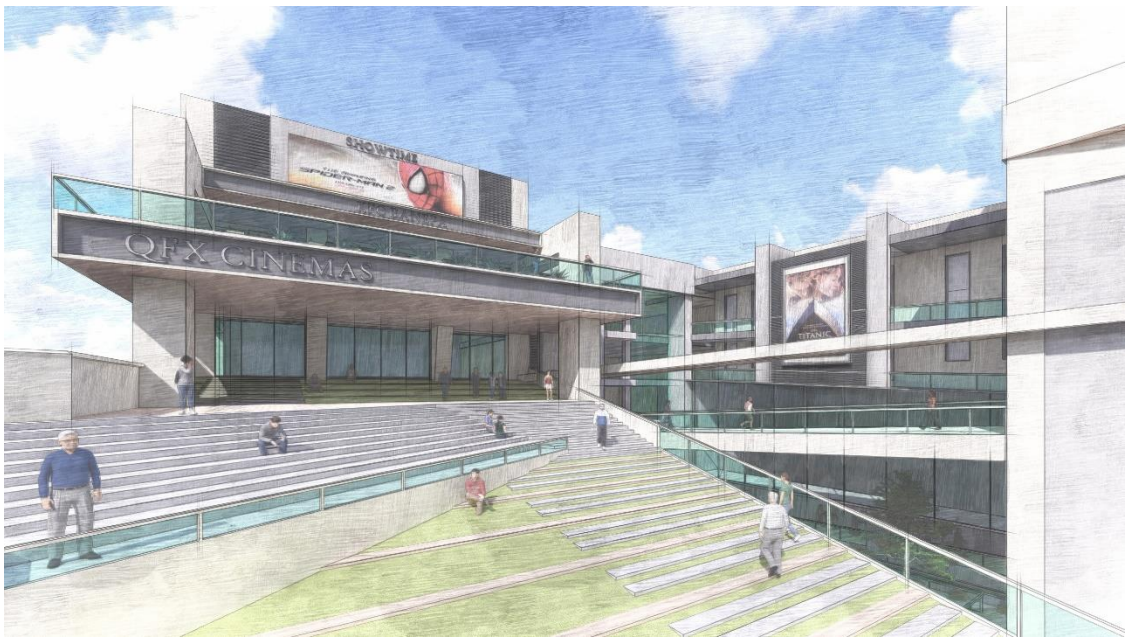


Figure 126: Roof Park

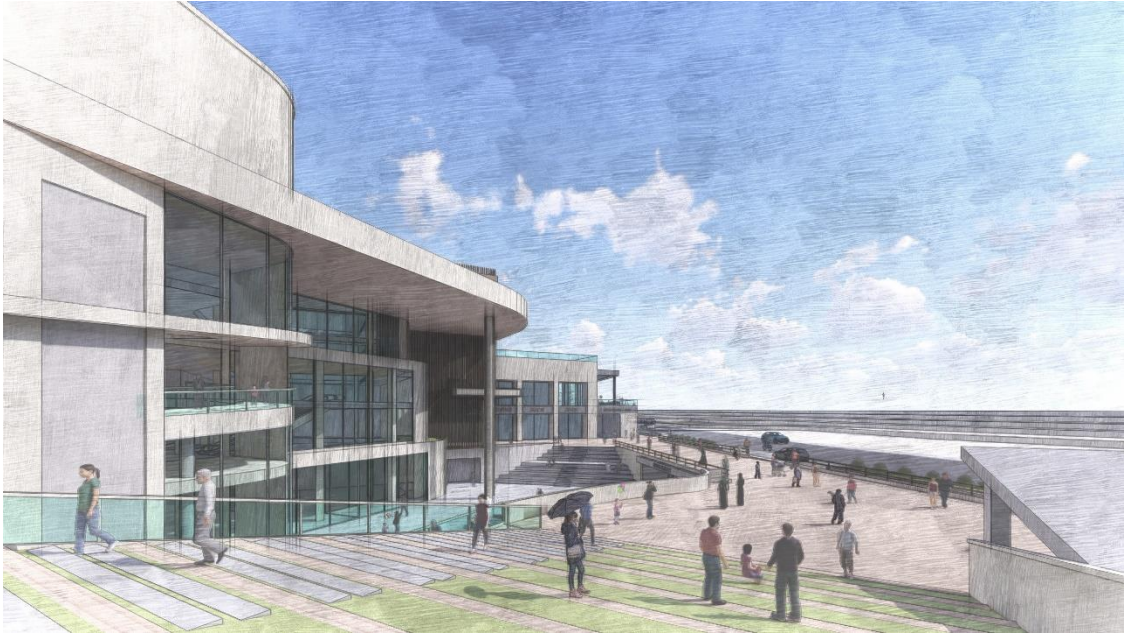


Figure 128: View from stepping Platform

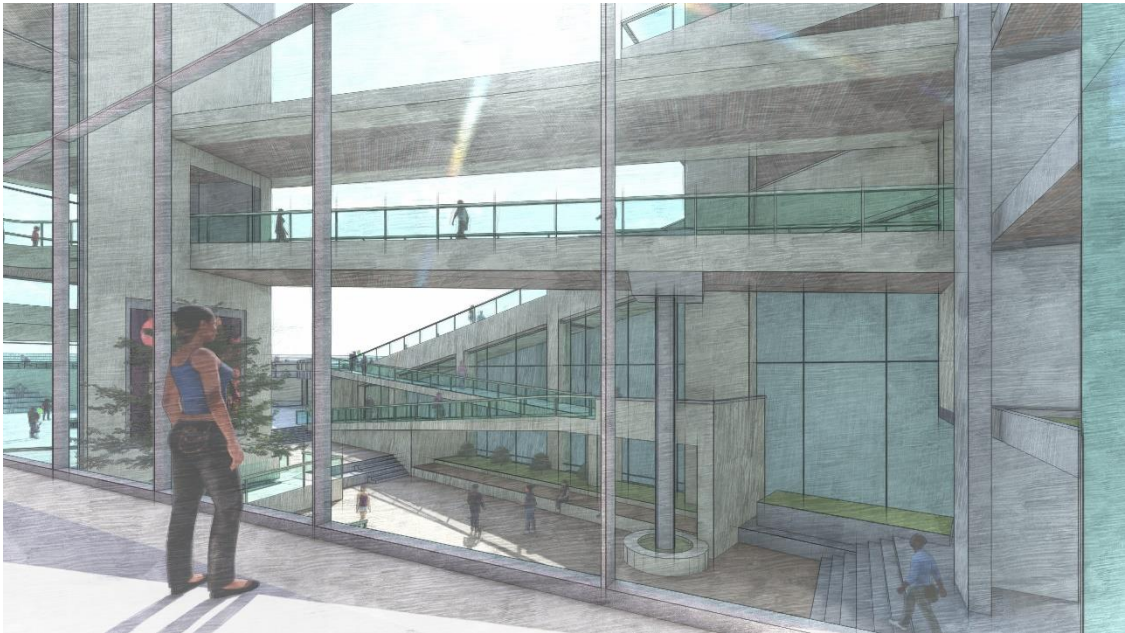


Figure 127: View from interior showing brige, ramp and courtyard

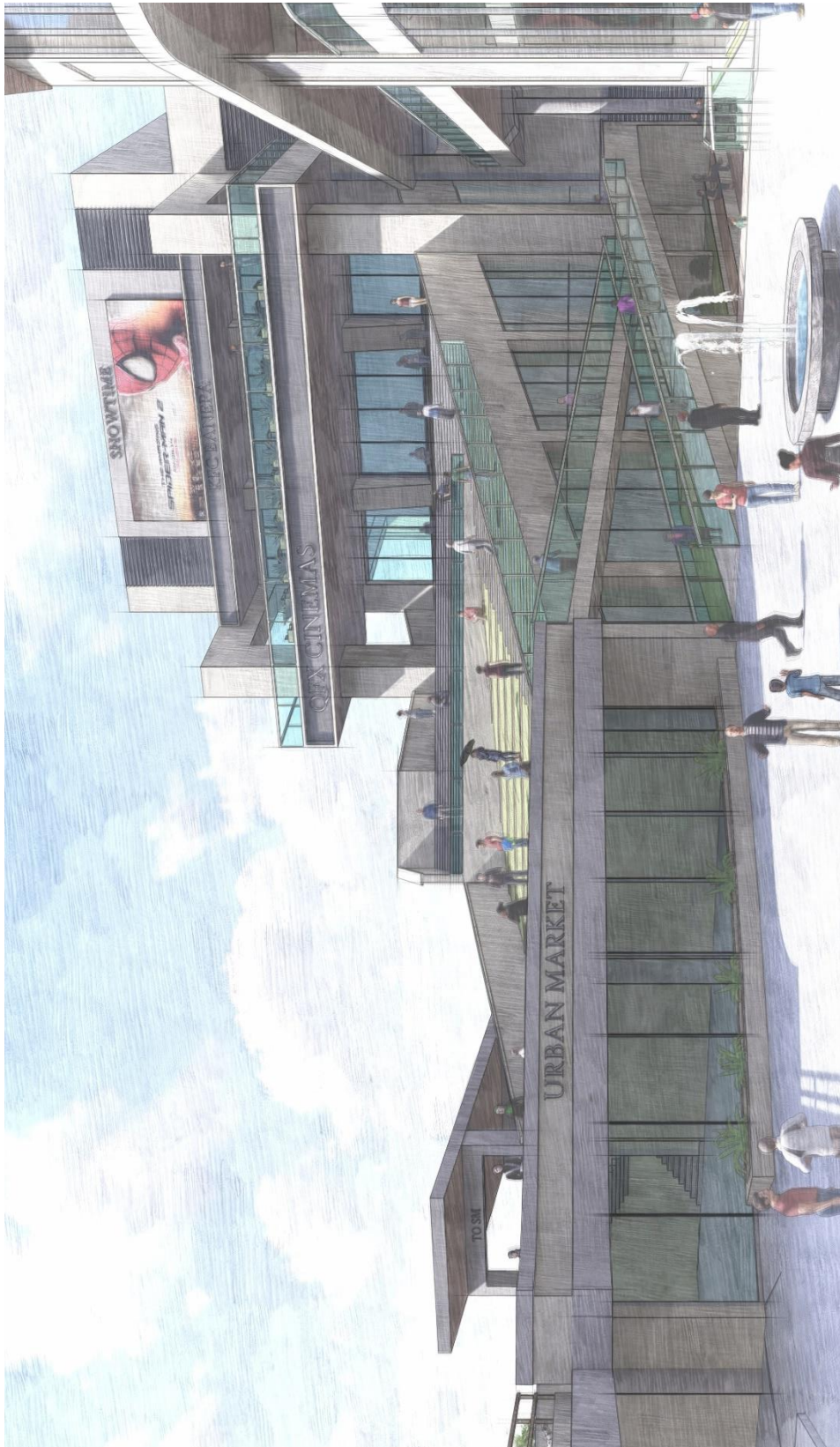


Figure 129: Levels of Spaces

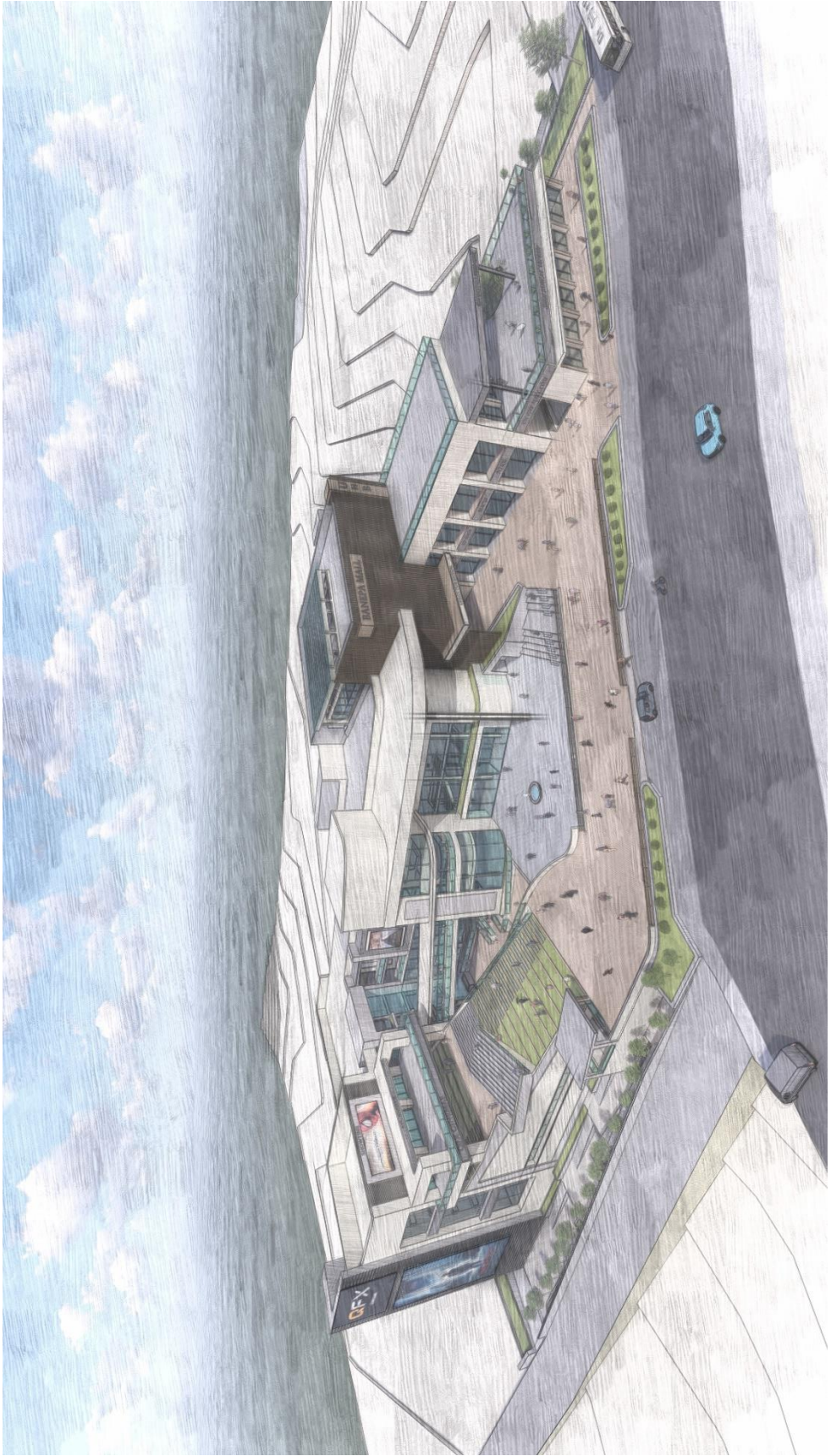


Figure 130: Birds Eye View

8.1. MODEL



Figure 132: Street View



Figure 131: Birds eye View

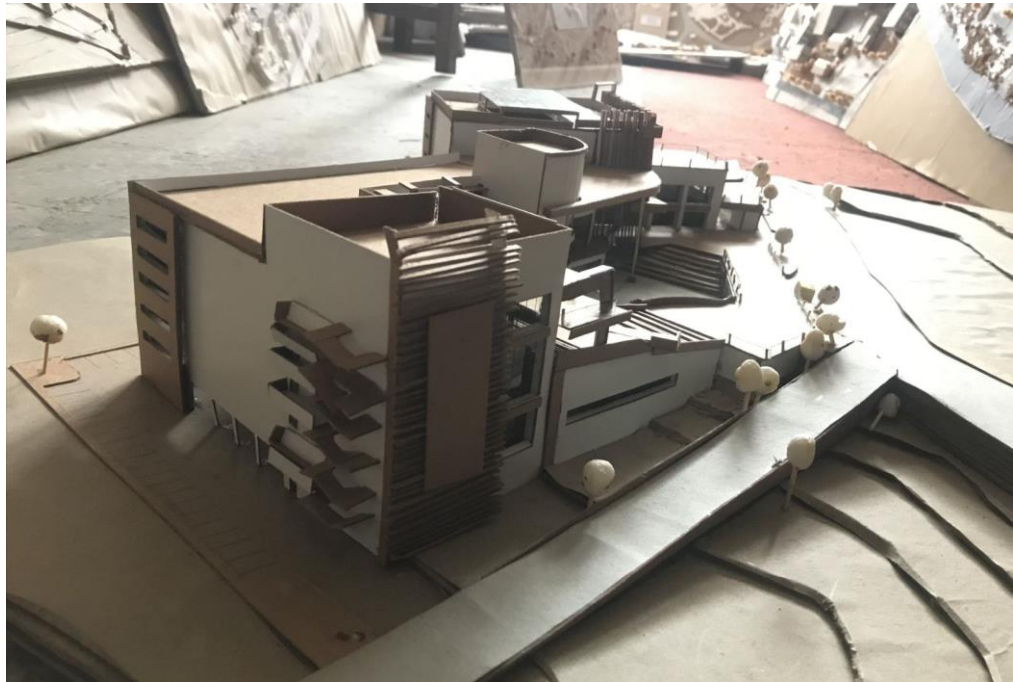


Figure 134: West Side View



Figure 133: East Side View



Figure 135: Top View



Figure 136Top View

8.2. STRUCTURAL CONSIDERATION

The architectural style of building is contemporary in addition the centre being commercial building with multiple stories which will have max live loads. Thus, the general blocks are designed in RCC framed structures, which will help in better transfer of loads. The span between the column is maximum of 8m and hence column size of 600mm x 600mm is used as per structure deflection check. Since the building is placed in the contour site, trench plan at different levels are proposed. Similarly the irregular shape of building needed separation of structure system where building form and shape have been changed. Expansion joints as per required between intervals of 30-40 m are provided. (Refer to annex ST-01 and ST-02).

Since a clear span is need for cinema hall, flat truss made of channel section is provided. Similarly sky bridge which have long span are proposed to be constructed with steel truss structure with pier and abutment system(Refer to annex ST-03).

The overall structure are to be curtain with materials as per design requirement.

Structural Configurations

Column Size = 600mm x 600mm

Main beam size = 450mm x 600mm

Secondary beam size = 300mm x 450mm

General span of 5m to 8m

8.3. BUILDING SERVICE

One of the key elements of the design is the building service, which includes both services for regular use and service for emergency situations. The calculations for water demand, sewage production, septic tank size, and rainfall storage capacity are provided below.

8.3.1. WATER SUPPLY

The main source of water supply project will be from municipal service line and by deep underground boring. Rainwater harvesting can also be proposed if necessary considering the contour nature of site. These water can mainly be used for gardening, fire tank and for flushing purpose.

Underground water tank is proposed which will hold 60% of total water store.

These tank is allocated in lower level of the site contour. Remaining 40% are to be stored in overhead tank. The municipal line connects the underground tank from where it is pumped to overhead tank via pressure pumps.

Separate 50cubic meter of fire tank is allocated for fire safety as per NBC guidelines.

The estimated tank capacity is shown in the calculation below.

45lpcd/ day is required is commercial center.

Total amount of water required: 1500 users*45=67500l * safety factor 1.5=100cubic meter

60 (3m*5m*4 m) cubic meter of underground tank with 50 cubic meter of fire safety tank is required.

40 cubic meter of overhead tank is required.(Refer to annex- SR-01)

8.3.2. SANITARY

Calculation of septic tank and soak pit capacity:

- No.of Users : 250(Primary User) + 1000(Visitor)
- Approx. User = 1500
- Volume of septic tank required= No. of users *3 cu.ft/person
= 1500 * 3
= 4500 cu.ft = 42.3 cu.m

There for two septic tanks of volume 24cu.m and 18 cu.m are proposed

Septic tank 1 : 4*3*2m

Septic tank 2: 3*3*2m (Refer to annex- SR-02)

CHAPTER 9: CONCLUSION

The Urban Hub is a project that not just seeks to provide a commercial space but an aim to create overall built environment with comprehensive public space dedicated for people. The goal has been to envision commercial oriented mall to a vibrant public space that will fulfill the void of much needed public space in urban area and enhance further systematic development with reference to it. Similarly reimagining shopping malls as an experience center rather than just a space for shopping which is the need of time to properly function a shopping mall.

The design has tried to integrate place making concept, a concept of people attracting people , a open concept design breaking from the introverted typical shopping malls providing series of unrepeated space creating wide range of walking experience via street and ramps.

The proposed project aims to function as a social hub for surrounding community and a destination center to nearby urban area with range of activities, functions and spaces to experience making it a complete urban paradise.

CHAPTER 10: ANNEX DRAWING

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