

SHOP GREEN: A CASE STUDY OF TARIQ ROAD AXIS IN KARACHI

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ABSTRACT

The emerging concern for urban environment is currently one of the most essential ingredients of urban design theory. A commercial activity within the extents of the modern city dwells in one such environment.

The post-industrialization era has served severe limitations on the natural development of commercial activities, retailing being one of them. Today, the rather unusual transformation of retail activity has been largely endorsed on accounts of ease and comfort. However, this change has surfaced various shortcomings in terms of sustainability.

This study aims to explore an existing retail activity in the context of Karachi. The main objective of the study is to find ways to upgrade the environment of the area in which this retail activity exists. The study aims to achieve this without subscribing to the insensitive and inorganic design solutions prevalent in contemporary times. The study also aims to develop a prototype which can serve other commercial spaces within the precincts of the city and beyond. Providing convenience of use to various stakeholders involved remains at the core of the study.

The study derives a theoretical foundation through a focused literature review. Examples from other contexts are also referred. The study essentially comprises both qualitative and quantitative data which are carefully extracted from personal observations, structured questionnaires and visual documentation.

Key Words: •Environmental upgradation, Commercial space, Retail activity, Pedestrian circulation, Traffic congestion.