

Revitalization of Traditional market and precinct in an urban area.

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ABSTRACT: Urban revitalization initiatives have become a potent tool for reviving cities, bringing life to run-down areas, and maximising their growth potential. Kerala's urbanisation has changed the structure and dynamics of the state's market. Over time, Kerala has experienced significant urban growth and a discernible increase in the population residing in urban areas. One of the government's initiatives, the revival of the traditional market, aims to assist small and medium-sized enterprises in growing. Along side the rapid development of modern markets, traditional markets typically undergo a degradation or reduction in power. Given that modern markets are one of the main engines of the economy, traditional markets ought to compete with them. The traditional markets are notorious for their dirty or muddy conditions, badly organised vendor stalls, uncomfortable shopping environments, inadequate infrastructure and security, etc.

This study scrutinises existing revitalization plans, approaches, and strategies in developed and developing nations for market revitalization. It integrates multidimensional strategies encompassing economic, social, and environmental considerations, aiming to foster resilience and sustainability. The study emphasises the need for innovative marketing approaches, leveraging technology to enhance visibility, attract new demographics, and create unique market experiences. Sustainable practices, waste reduction, and environmental consciousness are also integral to our approach, aligning revitalization efforts with broader global goals.

KEYWORDS:

Revitalization, Traditional market, comprehensive framework.

I. INTRODUCTION

[1]The term of revitalization can imply physical and social, cultural and economic dimensions. The idea of revitalization is to balance

the current rapid development in urban areas through the conserving urban identity, culture and traditions. Furthermore, the revitalization program can create job opportunity to increase peoples' income, preserve natural resources, provides suitable urban amenities and facilities for the user

on the location and characteristics of the property and market factors, a brownfield site often can be redeveloped for uses ranging from housing, retail, industrial, or mixed-use to public and non-profit uses such as parks, recreational areas and municipal facilities. Brownfields redevelopment offers benefits over greenfield development, such as: a) Reducing blight and improving the local environment by cleaning up contamination. b) Removing abandoned or underused sites into beneficial reuses. c) Reducing sprawl and preserving greenspace. Brownfields can be redeveloped by private developers, local governments or through public-private partnerships.

[3]Traditional Markets are defined as the economic and cultural hubs, with trading patterns and marketing systems closely tied to the region's history and culture. These markets were the centers of economic activities, sharing and controlling lives of people, and facilitating interaction between people in different areas.

[4]The traditional market has evolved into a venue for sellers and buyers to conduct business transactions as it is a component of social life and the creation of customary standards that reflect local customs. These are ways to engage in community activities. The traditional market is a market that has been developed and maintained by the central government, local government, state-owned enterprises, regional-owned enterprises, enterprises, and private parties where built kiosks, shops, tents, and stalls owned or managed small traders, cooperative company, or NGO that sell and buy via the process of bargaining.

Traditional markets are a pillar of the small society's economic buffer. It is also one of

the region's original sources incomes, through retribution drawn from traders.

In the Indian context, Traditional market spaces are not prearranged occurrences. In a town or city, they don't have a specific place. Numerous markets have emerged in connection with larger establishments, whether they are located in open spaces or alongside religious institutions. Instead of a market "place," the emergence of a market is a process. As time goes on, these market place areas fill up and become destinations unto themselves.

II. LITERATURE REVIEW

- There has different dimensions for the revitalization of traditional market in an urban area



a) Physical revitalization

- Historic buildings and buildings of value, and this pattern crosses About the type of built environment represented (building structures, age, shape, type and attachment to the hierarchy of paths and open spaces, Its main use is to preserve morphological characteristics, and the state of infrastructure services, and is concerned with the urban form and the shape of the city.
- Infrastructure Enhancement (Building and utility infrastructure), Public Spaces and Amenities, Vendor Stall Upgrades, Transportation,
- Monument and historical building preservation
- The renovation and adaptation of buildings.
- An improvement of housing standards.
- An increase in social and cultural services and activities
- The use of available resources (sustainable area development)

b) Socio-cultural revitalization

- Enhance and promote the social and cultural aspects of urban life. It aims to create a vibrant and inclusive community that values and celebrates its cultural diversity, history, and identity.
- Includes heritage and historic preservation, community infrastructure, Public

spaces and place making. The improvement of the image of the area

- Upholding or giving character to the area (genius loci)
- Inspiring cultural and social activities
- The increase in the prestige connected with living in the area
- Creating a reason to be a proud member of local community
- Strengthening bonds between generations and ensuring social cohesion
- Activating senior citizens
- Improving the quality of life)
- Place marketing
- Building civil society
- The improvement of the quality of public spaces .

c) Economic revitalization

- Intentional and strategic efforts aimed at rejuvenating and strengthening the economic health of a region, community, or business district.
- Includes street vending, Business Development and Support, Infrastructure Investment, etc
- An increase in the market value of renovated historic buildings and their surroundings .
- An inspiration to local entrepreneurs.
- Maintaining traditional crafts.
- The creation of new job opportunities .
- The reduction in the scale of migration to other urban centers .
- The development of the local tourist market

d) Environmental revitalization

- Restore, improve, and sustain the health of natural ecosystems, mitigate environmental degradation, and promote sustainable practices.
- Includes heritage and historic preservation, community infrastructure, Public spaces and place making.

CRITERIA FOR TRADITIONAL MARKET REVITALIZATION

[5] The determination of criteria and plans for regional revitalization can be done by examining the causes of decreasing regional performance.

- 1) **Poor physical condition of the environment**, which makes it uninhabitable in terms of its physical and social infrastructure. These unfavorable circumstances hasten the environmental degradation process, which is

certain to be detrimental to the process of a healthy sociocultural existence.

- 2) **The amount of construction and population density** rises above the land's carrying capacity as well as the capacity of the existing infrastructure (facilities and infrastructure).
- 3) **As a result of a decline in activity**, or being underutilized, land use effectiveness is very low. Incorrectly allocating land functions may potentially be the cause of this.
- 4) **Due to its strategic location for the advancement of urban planning** and the high level of accelerated development, land has the potential to be further developed.
- 5) **Sufficient land area restrictions**, acceptable market prices, and potential land acquisition procedures
- 6) **Having significant environmental resources**, like historically significant relics (buildings

and environments), labor resources, tourist attractions, and basic infrastructure that is sufficient.

ELEMENTS OF TRADITIONAL MARKET REVITALIZATION

- 1) **People** :The merchants and buyers of the market.
- 2) **Place** :The market place and the precincts.
- 3) **Promotion** : The trade programs in the market for its functioning.
- 4) **Process** :The type of trading method(Traditional face to face method)
- 5) **Price**: The price value of the commodities.
- 6) **Product** :The type of product sailing in the market
- 7) **Physical evidence** :The physical environment experienced by the customer

VARIABLE IMPORTANCE ON MARKET

CODE	ATTRIBUTES
D1	Quality of roads inside and outside the market
D2	Operatisation of the market
D3	Physical form of buildings
D4	Facilities and infrastructure of public facilities (toilets,etc.)
D5	Number of floors of buildings
D6	Variation of goods sold
D7	Availability and suitability of the parking facility
D8	Electrical / lighting Infrastructure facilities
D9	Demo and market promotion activities
D10	Availability of market information center

III. CONCLUSION

The revitalization framework presented in this report provides a comprehensive and strategic approach to breathe new life into the subject under consideration. Through a meticulous analysis of current challenges, opportunities, and the identification of key drivers, the framework offers

a roadmap for sustainable and impactful revitalization efforts. By integrating various elements, dimensions and needful approaches , the framework aims to address the root causes of stagnation and propel the subject towards a trajectory of growth and resilience. It emphasizes the importance of adaptability, continuous

assessment, and a collaborative approach to ensure the long-term success of revitalization initiatives. Furthermore, the framework underscores the significance of inclusivity and community involvement, recognizing that the success of revitalization efforts hinges on the active participation and support of all relevant stakeholders. It encourages a holistic perspective that considers economic, social, and environmental aspects, fostering a balanced and harmonious revitalization process.

Kozhikode palayam market is selected as a case to validate the framework shows that, the market which falls to decline, not functionally properly with all the infrastructure or other key challenges facing by the markets can be completely solved with the support of the framework but also which gives vitality for the future life of the market and precinct.

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