

# PROJECT OVERVIEW

**Project: “CITY WALK AVENUE”**

**Location: Amritsar-Barnala**

**Bypass, Moga**

**Segment: High End Shopping Street**

# PLOT AREA & COVERAGE DETAILS

- TOTAL PLOT AREA – 37 MARLAS (10,073.25 SQ.FT.)
- PERMISSIBLE GROUND COVERAGE- 50% (5036.625 SQ.FT.)
- PERMISSIBLE F.A.R. /F.S.I. – 1:3 OF EFFECTIVE SITE AREA  
I.E. 30219 SQ.FT.
- REQUIRED PARKING – 1 E.C.S PER 540 SQ.FT. OF COVERED AREA
- BASEMENT AREA FOR PARKING
- NO. OF FLOORS – 4 (EXCLUDING BASEMENT)
- COVERED AREA OF EACH FLOOR – 5036.625 SQ.FT.

# FEASIBILITY AND SCOPE

## 1. Executive Summary:-

- **High-street markets combine shopping, dining, entertainment, and social interaction, making them vibrant urban destinations. They are increasingly preferred by both retailers and consumers because of their accessibility, visibility, and experiential shopping environment. The retail landscape in India is evolving rapidly with a strong shift toward experiential and lifestyle-driven shopping environments.**
- **High streets account for a large share of luxury retail leasing in India (around 45%).**
- **Consumers now value shopping experience as much as products, especially among millennials and Gen-Z.**
- **High streets attract strong footfall due to open layout, mixed retail, and social spaces.**

## **2. Site Overview:-**

### **2.1 Location Advantage**

- Direct frontage on Main Highway
- Excellent road visibility
- Proximity to residential colonies and developing housing projects
- Suitable for both local customers and highway commuters

### **2.2 Accessibility**

- Entry and exit lanes from highway
- Ample parking provision
- Public transport connectivity
- Service road access (if applicable)

### **3. Market Potentials:-**

#### **1. Premium Location**

- Located in high-visibility commercial areas
- Strong connectivity to residential and office catchments
- Accessible via road, metro, and public transport

#### **2. Open Street Retail Concept**

- Shops facing the main road
- Pedestrian-friendly walkways
- Outdoor seating and public space

#### **3. Mixed-Use Retail Format**

- Typical tenant mix includes:
- Luxury fashion brands
- Cafes and fine-dining restaurants
- Lifestyle and wellness stores
- Electronics and premium showrooms
- Entertainment zones

## **4. Experiential Shopping**

- **High-street markets create social hubs where people shop, dine, and socialize.**
- **Events often include:**
  - **Food festivals**
  - **Live music**
  - **Pop-up retail**
  - **Art installations**

## **4. Advantages:-**

### **1. High Visibility for Brands**

- Street-facing stores provide direct visibility and branding opportunities.

### **2. Higher Footfall**

- Continuous movement of pedestrians and traffic ensures regular customer flow.

### **3. Lower Operational Constraints**

- Compared to malls:
- Lower maintenance charges
- Independent store operations
- Flexible store design

### **4. Better Investment Potential**

- High-street retail often delivers strong rental yields and capital appreciation due to prime locations.

## 5. Target Consumer Segment :-

High-end street markets cater to:

Upper-middle and high-income consumers

- Urban professionals
- Millennials and Gen-Z shoppers
- Tourists and lifestyle consumers
- They typically seek:
  - Premium brands
  - Dining and nightlife
  - Social experiences

## 6. Design Elements:-

Key architectural and planning elements include:

- Wide pedestrian walkways
- Landscaped streetscape
- Outdoor cafes and seating areas
- Adequate parking facilities
- Attractive storefront designs
- Night lighting and ambience

Such features encourage visitors to spend more time in the retail environment.

## 6. Investment Potential:-

- High-street retail offers strong returns due to:
- High demand for premium retail space
- Increasing urbanization
- Rising disposable income
- Growth of luxury and lifestyle brands
- As cities expand, developers are increasingly adopting high-street formats instead of traditional malls.

# CONCEPTUAL VIEWS



## **CONCLUSION:-**

- **High-end street markets represent the future of experiential retail in India. With a combination of premium retail, dining, entertainment, and urban lifestyle, these developments create vibrant commercial destinations that attract both investors and consumers.**
- **As consumer preferences shift toward open, lifestyle-oriented environments, high-street retail is expected to play a major role in the next phase of urban retail development.**