

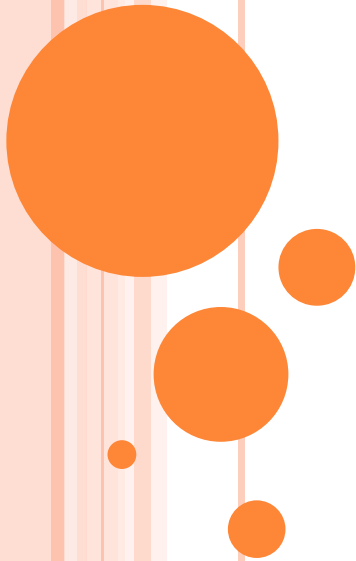
PROJECT OVERVIEW

Project: “URBAN SQUARE”

Location: BARNALA-AMRITSAR

BYPASS, Moga

Segment: Shopping Mall



PLOT AREA & COVERAGE DETAILS

- TOTAL PLOT AREA – 67 MARLAS (18,240.75 SQ.FT.)
- PERMISSIBLE GROUND COVERAGE- 50 % (9120SQ.FT.)
- PERMISSIBLE F.A.R. /F.S.I. – 1:3 OF EFFECTIVE SITE AREA
I.E. 54,722.25 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 – 9120 SQ.FT.



FEASIBILITY AND SCOPE

1. Rapid Growth of Luxury & Premium Retail

- India's luxury retail sector is expanding quickly, and high streets are becoming a major destination for premium brands.
- High streets accounted for **about 45% of luxury retail leasing in India** in recent years.
- Luxury brands leased **0.3 million sq ft of high-street space**, showing strong growth in demand.
- The number of luxury brands operating on high streets increased significantly after COVID-19.



2. High Investment Potential

- High-street retail properties often generate **better rental returns than malls**.
- Average rental yields on high streets are around **10–12%**, compared to **about 8% in malls**.
- In prime locations, rents can reach **₹900–₹1,000 per sq ft** .
- Because of this higher yield, many real estate developers now focus on **high-street retail projects within mixed-use developments**.

3. Strong Demand for Experiential Shopping

- Consumers now prefer **lifestyle destinations** instead of traditional shopping.
- High-street markets provide:
- Open-air shopping environments
- Dining and cafes
- Entertainment and social spaces
- These features make them **urban lifestyle hubs rather than just shopping centers**.



4. Growth of Mixed-Use Developments

- Modern real estate projects increasingly integrate **high-street retail with residential and office spaces**.
- Such developments benefit from:
- Continuous daily footfall from residents and office workers
- Micro-community ecosystems that sustain retail demand.
- This model is widely used in new urban developments across India.

5. Increasing Retail Leasing Activity

- India's retail real estate market is expanding rapidly.
- Leasing of retail spaces across malls and high streets **increased by 54% in 2025 across major cities**.
- This growth shows strong confidence from **retail brands and investors**.



6. Opportunities for Developers

- High-end street market projects can include:
- Luxury fashion brands
- Electronics showrooms
- Cafes and restaurants
- Fine-dining restaurants
- Entertainment zones
- Lifestyle stores
- These components create **higher footfall and long visitor dwell time**, improving business potential.



Key Interior Design Elements for High-End Street Markets

- For your **shopping complex or high-street retail project**, interiors typically include:
- **Wide pedestrian corridors** (8–12 m width)
- **Glass storefronts for brand visibility**
- **Luxury flooring** (Italian marble / granite)
- **Designer lighting and ceiling features**
- **Indoor landscaping & seating areas**
- **Cafe terraces or lounge spaces**

These elements encourage visitors to **spend more time in the retail environment**, increasing footfall and commercial value.



Conceptual Layout Planning:-

5.1 Ground Floor

- Anchor store
- High footfall retail units
- Wide corridors (minimum 3–4 m)
- Main atrium for visibility

5.2 Upper Floors

- Retail outlets
- Food court
- Entertainment zone

5.3 Basement / Surface

- Parking area (car & two-wheeler)
- Service utilities
- Storage areas



Technical & Infrastructure Requirements:-

- Adequate parking as per local building norms
- Fire safety compliance
- Elevator & escalator provision
- 24x7 power backup
- Water supply & drainage system
- Sewage Treatment Plant (if required)
- Rainwater harvesting system
- CCTV & security system

Financial Scope:-

Revenue Sources:-

- Lease rental from retail outlets
- Revenue share model with anchor tenants
- Advertisement hoardings
- Parking fees
- Event space rental



INTERIOR SPACES



EXTERIOR SPACES



- Clean, modern façade with balanced proportions
- Use of durable, weather-resistant materials
- Aesthetic color palette that enhances visual appeal
- The exterior design emphasizes both elegance and long-term performance.



CONCLUSION:-

- High-end street markets in India have **huge scope for growth and investment**. They offer:
- High rental returns
- Premium brand visibility
- Lifestyle-driven shopping environments
- Strong demand in both metros and emerging cities
- This makes them an attractive opportunity for **developers, investors, and retail brands**.

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.

