

# FIRST MALL OF VIJAYWADA

PVP Square developed by BVR Malls and designed by Bentel Associates Realty Design Consultants, is the first organised retail centre of Vijayawada, which had earlier seen only high street retail and a few departmental stores. It is situated on the main arterial road - MG Road. The surrounding catchment has educational institutions and residential area.

## VISION

The building had to be an architectural landmark, efficiently planned, containing all the basic components of successful retail centres, ranging from fashion, electronics, F & B, to entertainment. Being a part of a tier II cities it had to be a sustainable project with minimal running and maintenance costs, yet not compromising on any of the comforts and facilities available to shoppers in successful retail centres in the neighbouring metro cities.

## CONCEPT

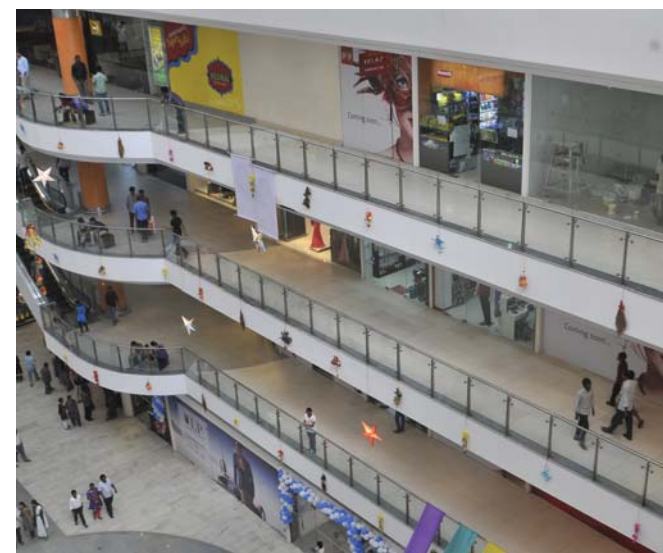
The mall is designed as a building with ground plus five floors, with shops configured based on principles evolved through experience and research on successful retail centres in India and all around the world. Two wheeler and car parking is provided in basements spanning 3 levels.

The entry to the ground floor is available from two directions, with entrances placed opposite to one another on the northeast and the south sides of the central atrium respectively. High speed passenger elevators connect the retail and the parking levels on the east side of the atrium.

The ground floor has fashion anchor and with smaller retail shops strategically placed around the central atrium. Rapid connectivity to the upper levels is ensured via escalators placed strategically within the atrium volume. The anchor continues upwards to the first floor, with other smaller retail shops, F & B outlets, cafes, etc. aligned all around the atrium.

All the retail outlets face directly onto the central atrium volume and enjoy assured visibility from the other neighbouring areas and the retail floors above and below. The shop fronts are aligned in a manner to create a continuous life face all around the atrium and thus induce interest and build excitement in the minds of the shoppers. The central area of the atrium is designed to hold promotions and events that attract people to hours the shopping centre ensuring sustainability and profits for the retail establishments.

The third floor is dominated by a large food court and numerous fine-dine restaurants catering to the taste buds of the food loving population of the city, with a variety of cuisine ranging from continental to the local delicacies. The food court seating boasts of a double volume ambiance with natural light and an outdoor terrace with a view of the Krishna River.



Family entertainment centres and indoor game centres span across the third and the fourth floors. A state of the art six screen multiplex, on the fourth floor, showing the latest regional and international movies, makes the centre a destination for the movie buffs in the town and the neighbouring areas.







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from the basements and all the upper levels. The entire building is protected with the help of advanced fire alarm and sprinkler systems. Clear fire tender movement path is ensured around the building for fire suppression and rescue operations.

The atrium is covered with a tensile fabric roof. The semi translucent fabric with the raised skylights placed above the trusses allows for controlled natural light to percolate into the building during the daytime. The fabric itself is composed of engineered materials that retains its form, colour and is self-cleaning, requiring limited maintenance through its long lifespan.

### FACADE

The exterior design is based on clean and contemporary lines. The powerful juxtaposition of forms, with use of materials and colour make the building a landmark in the city. The exterior form is more solid considering the local climate in Vijayawada. Being a trade focused shopping centre, glazing is limited only to area where natural light is required to percolate into the otherwise introverted building interior. Majority of the façade facing the two roads is dominated by revenue signage that helps in promoting the shopping centre at the same time earning revenue through advertising. The façade on the ground floor is glazed at strategic locations to allow for shop windows offering a tempting glimpse of what's inside.

During the evenings, when the building sees the peak shopping hours, the facade comes alive with the various illuminated advertising signage, tenant brandings, landscape lights and the illumination filtering from the terraces and glazing outside the food court. The brightly lit entrances drop off areas and their canopies welcome the shoppers into a space that is about shopping, leisure, entertainment and celebration. ●●●

### About the company:

Bentel Associates is a joint venture between ICS Group, India and Bentel International, South Africa.



### PARKING-A CONSTRUCTION CHALLENGE

A community project this large, calls for the provision of adequate parking facilities for all the visitors. This is achieved through 3 parking levels below ground. This itself was a construction challenge, considering the sandy nature of the soil and the high water table at the site. The vehicular circulation around the site and the basements is smooth and unobstructed with separate entry and exit points.

State of the art parking management methods have been employed to ensure that entry, security checks, drop-offs, parking, pickups, payments and exits happen sequentially and seamlessly without delays, even during the peak occupancy hours.

### ENGINEERING AND SUSTAINABILITY

The Mall is supported by a sophisticated and modern service network with all the high side equipment accommodated away from the public areas, into the basements and above the terrace.

Energy efficient HVAC equipment air-conditions the public areas and the shops. High performance glass is used for the exterior glazing to ensure adequate heat

insulation at the same time maintaining clear visibility of the outside. The atrium is covered with tensile roof which allows ample natural light into the building during the daytime. The lighting of the interior and exterior spaces is done with energy efficient LED lamps to save on maintenance and running costs. The centre is powered by efficient electrical systems. Total power backup is ensured with efficient generators that function during occasional power failures in the city.

The smoke generated by the F&B kitchens is routed to the terrace and released after treatment and control of the harm full carbon content.

Water is efficiently used and reused in the building. Groundwater is extracted and treated to potable levels for use in addition to the local municipal supply. The building employs a sewage treatment plant to treat waste water and recirculate it for reuse in the building in the HVAC system, for flushing and for irrigation. Rainwater is harvested for use during the rainy season and excess is recharged into the ground.

Fire safety is ensured by systems that prevent and suppress any eventualities at various levels. Ventilated fire escape passages and staircases allow for easy egress