

# SUCCESS BY DESIGN

The Pacific Group, one of the leaders in construction industry entrusted Bentel Associates, an architectural firm known for excellence in commercial design with a responsibility to design their retail centric mixed used development at Dehradun.

## THE SITE

Dehradun, a capital city of Uttarakhand situated in the Northern part of India. Dehradun is called a beautiful town that is located in the Doon Valley surrounded by the Shivalik Hills, a mountain range of the outer Himalayas. The Doon city is famous for its natural scenic beauty, which includes some visually attractive landscapes and enjoyable climate. The city is connected to the popular Himalayan tourist destinations like: Mussoorie, Nainital, Haridwar, Rishikesh, and is considered as Gateway to Himalayas. Dehradun is also well-known for its high-class educational centers. The city is called the education hub of the country and it is voted the best city for education by most of the students across the country.

For the last few decades, the city has been growing as a strong financial market, which proved very helpful in the growth of Indian Economy and its development.

On 9th November 2000, Uttarakhand was announced the 27th state of Democratic Republic of India and Dehradun is declared the provision capital.

Unorganised Retail in the City was strong till the last decade. Areas like Paltan Bazar, Indra market are still popular unorganized shopping destinations in Doon.

Dehradun was devoid of any organised retail destination prior to the Pacific group's initiative, which naturally had to have a "first mover" advantage. The centre was thus positioned correctly in the regional set up with scientific market research and a careful study by specialist agencies to offer a workable product mix.

Like a typical Hill Station where the Mall Road is popular destination amongst tourist and local catchment, High Street shopping is growing along the Rajpur road which connects Dehradun and Mussoorie. Rajpur road is emerging as the New High-street destination with presence of many International, Local Brands along with options of Restaurants and Cafes'. The Pacific Mall is strategically positioned as Magnet towards the extreme end of this promising High-Street.

The three acre site on Dun - Mussoorie road having an 85 m frontage with a picturesque backdrop of Mussoorie hills posed quite a challenge from its topography; a 17m drop in North West side of the site.

## THE VISION

Banking on first mover advantage, the superb climate of Dehradun round the year, the institutional setup with young population, a disposable income, exposure to media - the vision of the owners was to create an "active plaza" on an important spine of the city which will create a lifestyle and aspiration levels at par with the metropolitan cities.





### THE BUILT MASS

The solution was to exploit the natural contours of the land parcel to be used in the development scheme. The 17 m steep drop was best utilised by providing two sub structure parking levels, thus minimising the excavation required and optimise cost compared to a conventional basement. Basement Area being planned along the contour is naturally lit & ventilated. A precise and efficient parking design allowed for a hassle free parking experience to the customer with a direct connectivity to and from the mall into the parking levels.

The rise of the contours on the western side of the plot, allowed us to create a mall entry at the first level of the centre in addition to the southern corner entrance on grade, offering a balanced distribution of the footfalls entering the mall. The retail needed to rise up to the second floor in order to achieve the bulk required by the product mix.

The emphasis was to create multiple gathering spaces in the centre. 10,000 Sq.Ft. rectangular atrium space is planned at the centre of the mall footprint which easily connects shops at each level and also acts as a large indoor promotional space. The rectangular piazza space is tilted not only to create dynamism but also to achieve variation in shop sizes required for good tenant mix.

This enclosed plaza is well connected to the street at Ground and first floor by long stepped Outdoor Piazza and is easily accessible to shoppers.

Indoor Plaza space with fashion Anchors and Vanilla shops is more trade focused with leisure, relaxed and reposing ambience of outdoor Piazza with Restaurants, Café makes a perfect offering.

Third floor triple volume space food court overlooking the main Atrium volume is long linear street and has a view over Masuri Hills on North-West side. With Large volume space, diffused natural light, and International food brands the food court is already a popular destination.

### THE EXTERNAL CIRCULATION

A simple ring road enhances ingress and egress out of the adjacent roads allowing easy drop off's and pickups from the centre. The ring road follows the



land contours and facilitates easy accessibility to and from both parking levels allowing the customer to experience a "hassle free" parking experience.

### THE INTERNAL CIRCULATION

There are three access points for the mall. The connection from the parking is positioned in the North-West zone of the Atrium and opening into a large Piazza surrounded by Fashion Retail. The main drop-off point is located on the South -East side of the facade. Mall traffic is generated at two extreme corners resulting even footfalls in the centre. In addition to this entrance at first floor level is designed on the Eastern facade facing main road. This is well connected to the Drop-Off zone created for Public Vehicles and also very convenient for pedestrians from surrounding catchment. 50Key budget Hotel is planned on the North-West side facing Mussourie Valley and entrance lobby for hotel is located near this entrance. Hotel is very conveniently connected to Mall at First floor level and Food Court Level.

Connectivity of elevators/ escalators to and from the parking into the mall right up to the entertainment and F&B levels further enhances the vertical circulation in the centre

### TENANT MIX

With Mall entrance at two levels, Ground and First floor are premium and Fashion tenants are planned on these floors. This format is simple dumbbell with two Anchors Lifestyle and Pantaloons at two ends and all National and International premium brands facing the main court. Lifestyle is occupying three levels with escalators within store generates even footfalls on all floors. Second floor is Mix of Value Fashion Brands, Kids, Shoes and accessories. Third floor is Mix of Entertainment and Food. With Four screens Multiplex, small Kids centric Family Entertainment Centre and Food Court this floor is most happening and popular amongst families. Large food court seating overlooking valley side is large gathering space at this level overlooking Atrium below.

### KIOSKS, SEATING AREAS AND PLANTERS AT EVERY LEVEL

Strategically designed Tenant Mix for the Catchment, Long live shopfront length with central promotional court the Spaces are clear enough to navigate, but complicated enough to keep shoppers from getting bored.

We wanted to create the ultimate Shopping Experience for the shoppers of Dehradun by creating a shopping destination with availability of everything under one roof.

– Abhishek Bansal, Executive Director, Pacific India

## CASE STUDY

### INTERIOR DESIGN

Objective was to enhance concept of Large Piazza and create neutral backdrop for shopfronts. Warm colour pallet with shades of Badge, Grey and Timber is used throughout the mall.

Shopfront demising columns are expressed with natural sand stone clad. Badge matt tiles with dark granite border at shops for mall flooring, Natural sandstone for demising wall and badge and white ceiling creates warm feel. This is further enhanced by Hardwood Hand Rail and Timber cladding for columns and escalators.

Sandstone portal at ground level at the atrium edge, double height grey granite portal connecting two levels are few elements introduced to break monotony of atrium Bulkhead. Coloured murals, linear colour bands above food court, flowerbeds and flagpoles add vibrancy in the overall interior spaces.

With restrictions on floor heights all services are routed within the shops to achieve maximum possible height in the mall corridors.

Triple volume space of the food court being long and narrow is conceptualised as a High street with alfresco seating. Steel columns within food court are treated as back lit timber lanterns. These lantern features along with street lights, benches, Bollards and colourful flower cut-outs suspended from ceiling and Hotel corridor windows at floor above gives typical street piazza look to the food court. Large volume space, diffused Natural Light, Colour full back drop of Murals and suspended feature, Valley view are few unique futures of this space.

### THE LIGHTING, INDOOR AIR QUALITY AND PUBLIC HEALTH

Built to maximise the utilisation of natural light, the building uses a minimum of interior columns with a diagonally tilted central atrium sporting a clear storey soft roof, shading the building from direct solar radiation. At the same time, good lighting design is spread beyond the realm of visual appeal to lower the energy costs and heat gain.

The HVAC system is designed in such a manner that the outside enthalpy conditions of the city shall be used to keep the centre conditioned for half the operational time with use of minimal energy.

A sewage treatment plant to generate recycled water and its re use in gardening and air conditioning make up are adopted in the building to conserve natural water resource and reduce refuse disposal.

Adopting these systems for efficient use and reuse of natural resources will bring down the operational costs considerably. Latest construction techniques and methods were used as per prevalent best practices in the industry.

### THE ARCHITECTURE

At Bentel Associates we strongly believe in environmental conservation and this is reflected in our designs and styles. Reflecting the dynamism and



Pacific Dehradun presented a lot of challenge in terms of topography. A 17m drop on the site was a situation which needed to be dealt with. Two parking levels was an apt solution to tackle this steep escarpment and utilise the natural contour for creating parking – one of the most important aspects in retail design. The western side plot contours allowed us to create a mall entry at the first level of the centre in addition to the southern corner entrance on grade. These multiple entrances ensured that the footfalls generated were well distributed over the entire centre.”

– Architect – Bentel Associates- Bentel Associates is a joint venture between ICS Realty, India and Bentel Associates International, South Africa.

a young image of the owning group, the building aesthetics had to offer modern contemporary styling whilst exuding rich feel.

Mall being invert looking space the building mass is blank façade except for the restaurants opening into Piazza and Food Court overlooking Valley. The Central rectangular atrium is connected to outdoor piazza with continuous fabric canopy which not only acts as a binding element but also protects outdoor seating. Fabric canopy with linear horizontal signage strip runs throughout the North-West and North East Façade binding the two entrances. Staircase tower blocks near each entrance is metal clad which marks the entrance from distance. Signage is very important revenue generating element, also adds colour and retail environment is

strategically located on the Façade. Mall, Tenant and Lifestyle signage becomes integral part of façade design.

The fabric canopy and signage band cut the vision angle and helps in reducing the built form scale. The upper building mass is treated in horizontal plaster bands finished in alternate shades of grey.

### THE ACHIEVEMENT

At Bentel we believe that this development shall provide the users with a hassle free, safe, cohesive, and international standard of shopping and entertainment environment. The developers surely will possess a highly sought after real estate development that enables them to maximize their return while making a positive contribution to the community. ●●●