

Land Values Pattern of Central Commercial Area of Bahawalpur City

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Abstract

Land values play an important role to understand the land use pattern of a city. It determines and reflects the character and intensity of land use. There are various factors like location, distance from the city core, population density and accessibility etc. which control the land value of a place. The core of the commercial activities of Bahawalpur city is the traditional bazaar of walled city. The present study addresses the land values pattern and the nature of shops and structure of traditional bazaar of the Bahawalpur city. The city of Bahawalpur is situated almost in the center between the Karachi and the Peshawar on the left Bank of Satluj River. It is 324 feet above mean sea level and is 100 kilometers south of Multan City. The city lies on 29° 20' N Latitude and 71° 41' E Longitude. The city is a regional District and Tehsil Headquarter. It is linked to the other cities of country by a major railway station and four sub-regional roads. The climate of city is hot and dry in summer and cold and dry in winter. The total population of the city was 408,395 according to the census of 1998. The commercial areas of Bahawalpur City comprises on 4.3 percent of total built up area. It is relatively high in proportion is an indication of concentration of commercial utilization, as Bahawalpur is growing as a regional, as well as, city service centre. Moreover most of the people migrated from India, after the partition of subcontinent, as well as, from neighbourhoods having no good opportunities in other sectors started their own business on smaller scale.

Methodology

Research study comprises on two parts. In the first part the pattern of land values for different segments of central commercial area of Bahawalpur city (traditional bazaar of walled city) are analyzed while the second part deals with the width, length and nature of shops in relation to the land use and land values. Here an attempt is also made to see the concentration of any particular nature of shops, for this purpose a quantitative technique Location Quotient (L.Q) was used, the higher values LQ indicates the concentration of shops and vice versa. (Hammond and McCullagh, 1975)

The data regarding the commercial land values were collected from the different offices (e.g. revenue office this data was then used to prepare a map are determining the land value pattern of central commercial area of Bahawalpur city. Secondly the data regarding the number of shops, nature of shops, width and length of bazaar was calculated by the field survey. The official data was used which is although different from the ground realities since there are many other market forces which affect the land values of an area.

Assumptions

There are two working hypothesis on the basis of which the study was made. The first hypothesis was 'the land values are decreased with the increasing distance from city core'. The second assumption is 'as the land values increases the intensity of land use becomes high'.

Meaning and Scope of land values in urban areas

The term land value refers to the market or assessed value and strictly speaking it does not include the value of actual building or improvement on it. It is generally agreed that

land values are of prime importance in urban land use studies since they both determine and reflect the character and intensity of Land use (Murphy, 1966)

Location plays an important role in determining the Land value. Northam(1979) highlighted the importance of location in land values as there are three tests of a 'Good' price of real estate: its location its location and its location. .If we can consider, that urban land values are influenced primarily by location of land parcel this suggests that there is an optimum location of urban land parcel. In a spatial context there is considered to be a single location or site in the city that has the highest land values and that all the other sites have a value that is some fraction of that of the site of highest land value. This site or location of highest land value is often referred to as the "Hundred percent corner" or "Hundred percent location" or peak land value intersection (Northam 1979)

One can assume that from the point of maximum value, land values steadily and uniformly decreases out ward' in all direction from this point.

The basic idea of this is just like the Thunen`s model of Agricultural land use since it is based on the locational rent or Bid rent (Bradford and Kant,, 1977). It suggests that the highest bidder will obtain the use of land in a free market. It also assumes that at any location the land is used by the function that will derive the most benefit. The location of shop, office or industry within the urban structure is of vital importance in ensuring their success...

Ratcliff(1981), in his well known volume 'Urban Land Economics' adopted an argument that` The utilization of land is determined by the relative efficiencies of various uses in various locations'. The efficiency in use is measured by rent paying ability, the ability of a use to extract economic utility from a site. The process of adjustment in a city structure for various locations, the use that that can extract the great return from a given site will be successful bidder (Carter, 1981).

The basic theme of 'Bid Rent Theory' is that land values decreases away from the centre of urban core. Hoyt (1939) challenged this theory 'The rent areas in cities tend to be conform to a pattern of a sectors, rather than concentric circles; Northam (1979) is of the view that 'There is a pronounced curvilinear relationship by the decrease in land value and distance from the point of maximum value, where the land values decreased at a decreasing rate with greater distances from the point of peak value.

Determinants of Land values

The rent and corresponding land values are a response to varying degree of accessibility within the urban areas. Maximum accessibility is thought to occur in the centre of urban area since this is the focus of routes and the point at which average communication costs are least (McBride ,1980).As the accessibility decreases from the centre, so do the land values and land use settle down in location relations to the rent that they can afford.

Hammond (1988) stated that although the urban land use pattern are the result of physical and human factors, it can be argued that they are essentially the outcome of the economic motives ,. Distance is an important factor in determining accessibility and consequently land values. Variation in the degree of accessibility among routes would produce related variations in land values (McBride 1980).The convergence of roads on the city core gave that location the highest accessibility, the highest desirability and hence the land values of entire built up area similarly road intersection points were accessible to the larger segments of the city that locating along single traffic route. (Fellman et al. 1990)

Williams, 1984 stated that there is a very close relationship between the land values surface and the pattern of roads. Land values are also affected by the street pattern and width of roads.

Land value is one of the most important variables which determine the land use and structure of a city. There are many factor which control the land values e.g. nearness to road, distance from the core of the city, relative location physical character of land and Government .decision, population density etc.

Land values for commercial areas are usually measured in sq. feet. It is assumed that the land values decreases with the distance from the core of the city, since the core or central areas are the most accessible point, so it has the highest value. The point which has the maximum land value is referred as hundred percent locations or peak land values intersection.

The present study is based on the data collected from the official sources though the reality is quit different due to the different market mechanism.

While describing the cities of South Asia, Scholz (1983) stated 'they are composed of two distinctively parts, so far as the age, function and construction are concerned (Smailes 1969; Scholz 1972). It was stated that cities are composed of

I. The old native town, essentially of the oriental town type, the British referred to it as the city. The Modal town built on the principals of zoning pattern. The Bahawalpur city is also the mixture of old city and western influenced zonal based modern city.

The traditional bazaar city is widespread in the South Asia (Dutt 1963, Scholz 1983) and has certain feature that date back to pre-colonial time, ordinarily; the city grows with a trade function. Usually a cross road is formed where commodity sales dominates. Such an intersection is known as 'Chowk'.

Pattern of Land values of Commercial Areas

The commercial areas of Bahawalpur may be divided into two parts one is the main or traditional bazaar of old city and the other is the local commercial centre spread throughout the city along many roads and near residential areas like Model town B, Hamaitian etc. However the present study addresses the traditional bazaar of walled city which may also be called as Central Commercial Area or commercial core of the city .this central commercial area is a pear shaped area and two roads one from east to west and other from north to south intersect at Chowk bazaar.

The focus of all the commercial activities in the wall city of Bahawalpur is *chowk* bazaar (Cross roads).The chowk bazaar of old city is supposed to be the peak land value intersection area of the walled city. The land value in this area ranges from Rs.2600 to 2800 per sq. ft. These are the highest values and focus point of most of main bazaars of the city. From Chowk bazaar the land values declines in all directions with increasing distance though not with the same rate. If one travels from Chowk bazaar towards Farid Gate, up to Tajmahel Hotel. the values declines from Rs. 2800 to 1800 per square feet. But here one can notice a change from Tajmahel Hotel to Farid gate the land values again increases from Rs.1800 to Rs.2400 per foot. The reason is that, at Farid Gate, Shahi bazaar merge into Circular road. It is amongs the most famous place as well as the accessible place of the city. .as stated earlier the values are high near the intersection points of road, the same apply here.

Again from Chowk bazaar to the Machli bazaar the values decline more sharply, from Rs.2700/- to 600/- near Multani Gate. This is comparatively narrow bazaar, and poses problem of accessibility. Rangela bazaar & Rehmania Market have slightly lower values owing to the reason that these are not situated on the main bazaar. Here the values range from Rs.1400 to 1200 per front foot. Similarly the Land values decline from Chowk bazaar towards Fateh Khan Bazaar. The values are highest at the junction i.e. 2800 and declines up to Rs.1100 ft. near the Derawari Gate. From Chowk bazaar to Shahzadi Chowk, the land values are highest as compare to the other segments of bazaar. There average

values are 2800 per ft. In this position of bazaar the land use is very intensive. The size of shop is small and the wide variety of goods from cosmetics, cloths, shoes, are available here. From Shahzadi Chowk towards Shikar puri Gate the values drop up to Rs.1300 per ft. It is evident that the variation in land values from Chowk bazar to Farid Gate, (Shahi bazaar) is not as much as in the other directions of the bazaars.

All around the bazaar of walled city, there is Circular road of immense high value it connects the city interior parts of the walled city. The most significant and highest land value is from Library Chowk to Fawara Chowk. Both are the important focal point of roads. This belt has almost the same value at that of peak land values of Chowk bazaar i.e. about Rs.3000 per sq ft. The road is very wide and very accessible for the customer especially having car. From Fawara Chowk to Shikar Puri Gate value started to decline and again increases from vegetable market to Bus stand since the nearness to Bus Stand, accessibility is high. Again from Bus Stand toward the Farid Gate the values gradually increase due to nearness to major commercial area of the city.

Commercial Area of Bahawalpur city

The commercial area of Bahawal pur city like most of the other cities of Pakistan consist on a Bazaar (major commercial core or cenral commercial area), independent commercial centers of Model Town A,B,C, and Satellite Town, local shopping centre Hamathian, One Unit, Fauji Bast, Sadiq Colony, Jail Road etc .There is a Green Market and vegetable and fruit market situated in Model Town 'B'. Moreover weekly bazaar 'Sunday Bazaar' is held near the Municipal Corporation office, on the road from Farid Gate to General Bus stand.

Traditional bazaar of Bahawalpur city

This bazaar is still the most important commercial area of the city. It is divided into many segments like Shahi bazaar, Fateh Khan Bazaar, Machli bazaar, Girigang bazaar, etc. The names the Bazaar are either after the name of ruler like, Fateh khan bazaar or after the dominance of a specific of shops like Sarafa bazaar (Goldsmith bazaar).

Each bazaar has its own nature. It varies from other according to the number of shops, size of the shops and widths and length of bazaar. Here two approaches have been adopted to study this bazaar. One is to see how much the concentration of a particular nature of shops on one place and the other one is to see average length and widths of shops in each bazaar, which also is related to their functions. In the last this will be studied that if some relation exist between the function and size of the shops, in different bazaar. (Table 1)

Shahi Bazaar: This bazaar starts from the Farid Gate and ends at the Chowk bazaar. The highest LQ values are for the cloth shops, optics, dentist, food, leather, books and stationary shops. The length of this bazaar is approximately 2300 feet and width is 3.5 feet. Then are 387 shops on the both sides of the bazaar. The average width of the shop is 12 feet.

Chowk Bazaar: This bazaar starts from intersection of Shahi bazaar, Fateh Khan Bazaar and Sarafa Bazaar. The approach adopted by Bit rent theory seems to be partially applicable on the commercial land use pattern of Bahawalpur city. In the walled city the Chowk bazaar is the central part of the commercial activities, it is most accessible and area top be widely approached by pedestrians. This is the area having the highest land value as a consequence is dominated by commercial activities and the land is very intensively use.

Table 1 Structure of traditional bazaar-Bahawalpur city

Name of Bazaar	Total Length in feet	With (f)	Total Shops on Both Sides	Average Width per shops (feet)
Shahi Bazaar	2312.5	35	387	11.95
Chowk Bazaar	587	25	129	9.10
Gur Mandi	200	12.5	34	11.76
Sarafa Bazaar	3100	10	414	14.97
Fateh Khan Bazaar	1725	17.5	222	15.54
Giriganj Bazaar –I	1662	22.5	261	12.73
Giriganj Bazaar – II	1500	27.5	117	25.64
Total	11086.5	37.5	1564	14.17

Source: field survey, 2003

The highest value of LQ stands for cloths, fixed price shoes, food items, iron boxes and sewing machine. The length of this bazaar is slightly less than 600 feet's and width is 25 feet. There are 129 shops having an average width of 9 feet. This also the peak land value area, so the size of the size is small and the commercial land use is very intense.

Gur Mandi: The dominant functions are retail, whole sale of grocery and iron boxes. The LQ value shows a higher concentration of the above stated functions. The length of bazaar is 200 feet and width is above 12 feet. There are 34 shops the average width of shop is 12 feet.

Sarafa Bazaar: The bazaar runs towards the north section of the city. The LQ values for Jewlers shop are highest. The other dominant commercial functions are the iron & steel pots. This is the longest bazaar 3100 feet length. The width is 10 feet. The average width of shop is, 15 feet.

Fateh Khan Bazaar: This bazaar starts from Chowk bazaar to the south's side. It has the highest LQ values for Hardware, tent service, tailors. The length of bazaar is more than 1700 feet, while the width is 17 feet. The average width of shops is more than 15 feet.

Griganj Bazaar; This bazaar bifurcates in Giriganj one and two.

Griganj Bazaar-I: The LQ values are high for electronic shops, cycle bicycle, Molty foam. The total length of the bazaar is more than 1600 feet. This is 22 feet wide. Average width of the shop is 12 feet.

Griganj Bazaar-II: The bazaar has the highest LQ values, for Auto Store, Traveling agencies, Tailors, Photo Studio, Audio Video shops. The length of bazaar is 1500 feet. This bazaar is the widest bazaar, 2 more the 27 feet and the average widths of shop is also highest 25.6Feet.

On the whole the total lengths of bazaar (old city) is more the 11 thousand feet, having more the 1500 shops, the average size of the shop being the 14 feet.

It is interesting to see to the relation between the widths of bazaar, average width of shops and to the LQ values for different shops. These again are related to the land values of that particular area.

For example chowk bazaar has average width of shop nearly about 9 feet, which is smallest as compare to the other bazaars. This is the peak land value area. This confirms the hypothesis that the size of shop decrease with the increasing land values. Again the LQ value shows the concentration of cloth, shoes, and cosmetic and women's wear garments shop. These functions need highly accessible points in terms of highest flow of pedestrian, which is very high here. Again the highest average widths of shop is in the Giriganj bazaar – I. The average width of shop is more than 25 feet. Than the LQ values

are high for Auto Store, Hardware, Furniture, Offices and baby cycle, Bicycle which need more space. The land values are slightly low that is why the size of shop is larger.

Again it would be interesting to compare the different bazaar on the basis of width of shops, their nature land values and width of bazaar. For this purpose the length of bazaar was measured while shops in the bazaars were counted and then per shop average width was calculated.

There is a big variation in the average widths of the shops 9 feet for Chowk bazaar and 25 feet for the Giriganj Bazaar. Average width size of 9 feet indicates that more shops are concentrated in smaller areas. This average size of shops also reflects the concentration of customers as well as the value of shops. The size of the size increases as we move away from the Chowk bazaar, which is the core of the city. The shop size in Fateh Khan Bazaar is almost double as compare to the Chowk bazaar.

This statement is further confirmed from the size of shops in Griganj bazaar II where the average size of the shop is more than 25 feet, while it is even less than half i.e. 12 feet in Griganj – II.

Griganj – II, Fateh Khan and Sarafa Bazaar have the larger size of shop then the average size i.e. 14 feet While rest of the bazaars have smaller than average size of shops, which also relates it with the nature and types of shops.

It should be noted that one of the salient features of the commercial areas of traditional bazaar of the city is the site walk vendor's which covers large proportions of the bazaar like many other bazaars of the developing cities (Scholz, 1983). Similarly a large proportion of the commercial activities are based on the contribution of the vendor's providing the services ranging from vegetables, fruits grocery and hosiery etc.

Conclusion

Land values are of prime importance in urban land used studies. It determines and reflect the character and intensity of land used. There are various factors like location, distance from the city core, population density and accessibility, which control the land value of a place. Land values of both the commercial land residential land uses are controlled by different factors.

The core of the commercial activities of Bahawal Pur city is the traditional bazaar the PLVI (Peak Land Intersection Value) of the bazaar is chowk bazaar. From here, land values decrease in various directions, though the rate of decline is not same along all directions.

The Traditional bazaar of Bahawalpur city is still the most important commercial area of the city. It is divided into many segments like Shahi bazaar, Fateh Khan Bazaar, Machli bazaar, Girigang bazaar, etc. The names the Bazaar are either after the name of ruler like, Fateh khan bazaar or after the dominance of a specific of shops like Sarafa bazaar (Goldsmith bazaar).

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