



Walkability Of Market Pathways

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ABSTRACT

This study evaluates the walkability of market pathways in urban environments, focusing on pedestrian safety, accessibility, comfort, and connectivity. Through field observation, surveys, and GIS analysis, the paper identifies key factors influencing walkability and suggests design interventions to enhance pedestrian experience in crowded commercial corridors.

1. INTRODUCTION

Improving the walkability of market pathways can greatly enhance sales and customer satisfaction. From an architectural standpoint, walkable markets prioritize human-centered design through clear circulation, appropriate path widths, natural ventilation, and spatial comfort.

Well-designed walkways make it easier for people to move, browse, and interact with vendors, increasing the likelihood of purchases. Features such as shaded areas, seating, lighting, and ramps improve accessibility and attract a wider range of visitors, including the elderly and disabled. Walkability also enhances visual connectivity, helping customers easily see and access more

stalls. A walkable market feels safer, more inviting, and less crowded, encouraging longer visits. Additionally, integrating local materials and cultural elements into the design adds character and strengthens community identity.

2. WALKABILITY MARKET PATHWAYS

"Walkability Market Pathways" refers to the interconnected systems and policies that enhance urban walkability, making cities more economically vibrant, socially inclusive, and environmentally sustainable. These pathways encompass infrastructure investments, land-use policies, and urban design strategies that prioritize pedestrian-friendly environments.

A. Economic Impact of Walkability

Walkable urban areas, often termed as "WalkUPs" (Walkable Urban Places), have demonstrated significant economic advantages:

1. Higher Property Values
2. Increased Rent and Sales Premiums
3. Economic Output

Higher Property Values: Properties in walkable areas command premiums. For homes in walkable neighborhoods sell for 70% more per square foot compared to those in car-dependent areas. Similarly, commercial properties in central business districts see price increases of up to 125%.

B. Increased Rent and Sales Premium

Walkable urban spaces exhibit substantial rent premiums-90% for office spaces, 71% for retail, and 66% for multi-family rentals over their suburban counterparts.

Economic Output: In Lancaster, California, enhancing downtown walkability generated \$130 million in private investment and \$273 million in economic output during a national recession.

C. Urban Design

Walkability in market pathways is a critical aspect of urban design that affects accessibility, safety, economic vitality, and environmental sustainability. A well- designed market pathway encourages pedestrian movement, enhances user experience, and supports local commerce. Here's a breakdown of key urban design elements and strategies that influence the walkability of market pathways.

D. Urban Design Strategies

Pathway Design & Layout

Width of Pathways: Should accommodate two-way pedestrian flow and allow lingering without obstructing others.



Figure 1: Width of pathways

Continuity: Pathways must be continuous and uninterrupted by obstacles like vehicles, storage, or unmarked changes in level.



Figure 2: Continuity of Pathways

Connectivity: Good linkages to nearby transit stop, parking areas, residential zones, and public facilities.



Figure 3: Connectivity of Pathways

Surface Quality & Material

Non-slip Materials: For safety in all weather conditions.

Durable and Easy to Maintain: Should withstand heavy foot traffic and occasional vehicle access (for loading/unloading).

Tactile Surfaces: Helpful for the visually impaired.



Figure 4: Surface Quality

3. Human-Scale Design

Street Furniture: Benches, planters, trash bins, and shade elements enhance comfort.

Stall Placement: Organized so that vendors don't spill into walking space.

Canopies/Awnings: Provide shelter from sun and rain.

4. Pedestrian Movement

Understanding pedestrian movement is central to designing walkable market pathways. It involves how people flow through, interact with, and navigate within market environments. A successful design enhances mobility, comfort, safety, and efficiency for all users, including elderly people, children, and those with disabilities.



Figure 5: Pedestrian Movement

5. Public Space

Public space is a key element in creating walkable market pathways. It provides areas where people can gather, socialize, rest, and engage with the market beyond just shopping. Well-designed public spaces improve the overall pedestrian experience and strengthen the sense of community.

Gathering Spaces: Open plazas, small squares, or widened pathways where people can meet, relax, or watch performances.



Figure 6: Public Space

Seating and Rest Areas: Benches, ledges, or informal seating for all ages, including elderly people and parents with children.



Figure 7: Seating and Rest Areas

Greenery and Shade: Trees, planters, and shading structures make spaces more comfortable and visually appealing.



Figure 8: Greenery and Shade

CONCLUSION

Enhancing the walkability of market pathways improves safety, accessibility,

comfort, and connectivity, boosting customer satisfaction and vendor sales. Well-designed pathways with clear circulation, seating, shade, and public gathering spaces attract diverse users and encourage longer visits. Walkable markets also increase property values, rental premiums, and economic output, strengthening local economies. Prioritizing pedestrian-friendly design transforms commercial corridors into vibrant, inclusive, and resilient urban spaces that benefit both the community and vendors.

CONFLICT OF INTEREST

The authors declare that they have no conflict of interest.

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