

d. Infrastructure and Services for Housing

Adequate infrastructure, like, road, drainage, power, school, community centre will be provided in each housing area when developed, either by the local community themselves in cooperation with Paurashava or NHA under their site and services programme. In addition the Urban Area Plan also proposes basic urban services under Paurashava level road network and social and municipal services programme.

10.2.1.2 Investment and Employment

a. Business/Mercantile Activities Promotion

Promotion of private enterprise is the most effective way of promoting economic activities in a capitalistic economy. An intelligently planned commercial land use locations supported by necessary infrastructure can serve as effective means in promoting business.

In the Urban Area Plan attempt has been made to decentralize the whole range of urban commercial functions over the entire urban space likely to experience spatial growth by the year 2030. The commercial activities include, wholesale and retail business, commercial and administrative office areas including important neighborhood Centre. For this purpose nine neighborhood centre complex have been proposed in Narail Paurashava with the town centre at the centre place. These areas are either substantially under agricultural use or lying vacant presently. Ward base local kutchra market and shopping area has been proposed on the ground floor of each neighborhood centre complex. Apart from specific location of trade and commerce particular category of commercial activities will also be permitted in areas demarcated as mixed use areas in the land use zoning. During drawing the land use zoning map care has been taken to follow the exiting trend of ribbon development along major road where commercial activities find their best locations.

Commercial development will be mainly on private initiatives. Paurashava can create necessary infrastructure facilities to promote commercial activities. Through development of Neighborhood centers Paurashava can initiate growth of commercial activities.

b. Industrial Area

To expedite the urban growth the consultants feel that there is need for organized industrial development. There already exists 25.41 acres of industrial area in Narail Paurashava. The consultant has proposed five types of industrial zone. Those are:

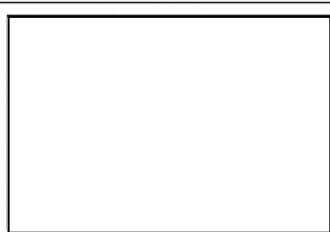
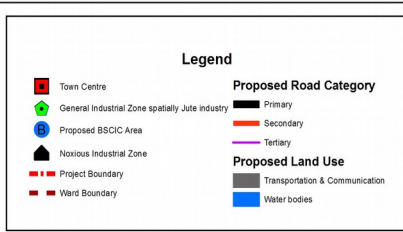
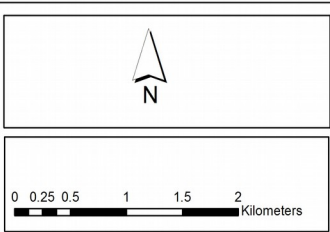
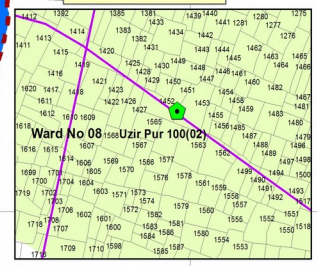
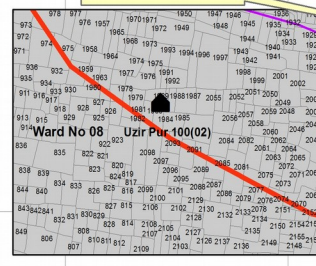
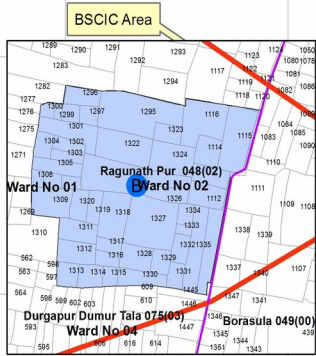
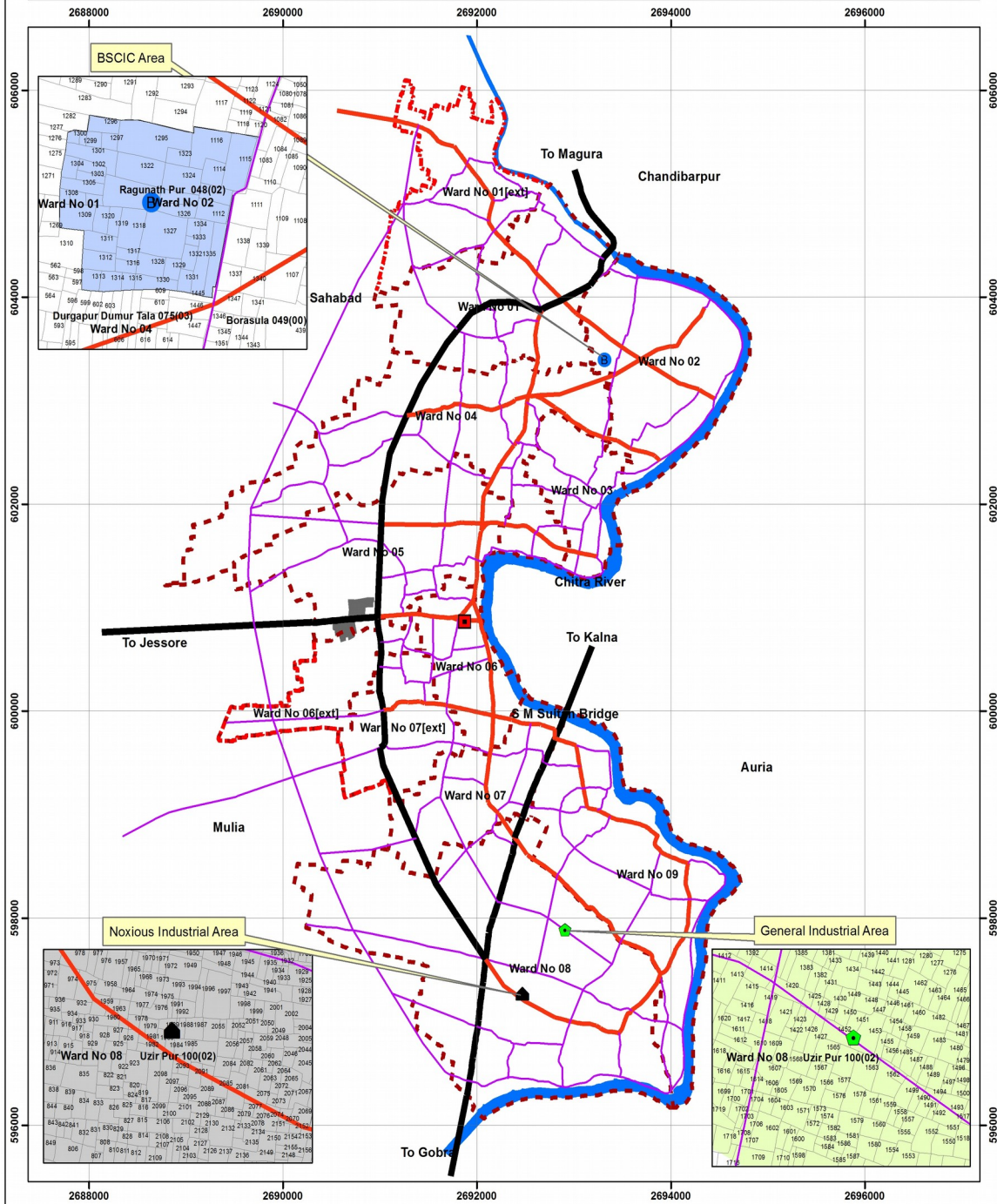
- i. BSCIC Area (15.109 acre in ward 02 of Mouza Ragunathpur -048)
- ii. General Industrial Area spatially jute industry (287 acre in Ward 08 of Uzirpur Mouza)
- iii. Agro based Industrial Area (121.35 acre in extension area of Ward 01, Mouza Doljitpur)
- iv. Fish Processing Industry (101 acre in ward 03 and ward 04)
- v. Noxious Industrial Area (193.847 acre in ward 08)

Instead of acquiring and developing the industrial land as an industrial site and services project, industrial entrepreneurs would be encouraged to set up their industries in this area purchasing land directly from the land owners. Government shall provide road infrastructure and other service facilities—electricity, water, sanitation, telephone, etc., to enable setting up of industries. Appropriate mechanism will have to be developed for recovery of cost of development. Industrial sites will be maintained exclusively for industrial use. Both the industrial zone has proposed to be buffered by tree barrier as a measure of environmental degradation. The policy prescription in the structure plan should maintain for the smooth development of the industrial area.

10.2.1.3 Town Centre Development

A town centre is a heart of a city where the highest order social, administrative, cultural and economic activities take place. Since most Bangladeshi cities have not developed in planned manner, it is difficult to find well defined city centre in any city. Proposed town Center has been proposed area 47.491 acre in Narail Paurashava at ward no 06. In Narail Paurashava the major administrative activities are located along Magura Road. However, major commercial activities are found at Rupganj Bazar, Old bus terminal node and Gohat khola node, Ghora Khali node etc. The consultant has been proposed Rupgonj bazaar as the Town centre. The consultant has also been proposed nine neighborhood center complex to decentralizing the development trend throughout the Paurashava.

Map 10.5: Location of Proposed Industrial Area in Narail Paurashava



Function of the Town centre:

- As an administrative centre it is the place of central, provincial and municipal offices.
- As a business centre it is the place where people will go for occasional and luxury shopping and high cost goods. As a business centre it is also a place for commercial firms and wholesalers.
- As an entertainment and cultural centre it is the place where people go to watch plays or to see latest films, to visit exhibitions, to read or borrow books and to eat food. Buildings containing theatres, cinemas, libraries, museums, art galleries, restaurants and cafes are located as entertainment and cultural institutions.
- The city centre is a meeting place for the population as a whole – for such activities as the announcement of election results, the celebration of important anniversaries and for worship and must provide civic square, a town hall etc.
- It would be place for service industries. Again it could be place for living. Finally, it is the focus of circulation system. Interchange bus station or bus stops should be near the central area.

Land use in the Town centre:

A. Shops and Shop-like uses:

Shops, Markets, Café, Restaurants, Banks, Dry cleaners etc

B. Offices:

- a. Administrative offices (i) Municipal offices (ii) Central offices
- b. Professional offices – Doctors, lawyers, consultants etc
- c. Commercial offices

C. Social, cultural and entertainments: Town hall, Libraries, Art Galleries, Museums, Theatre, Cinema (entertainment)

D. Wholesale, warehouses, Godowns, Storage Areas

E. Service industries: Repair shops, Maintenance shop, Laundry and bakery, etc

F. Other uses: Hotels, Mosque, Town square (Landmark and place of relax), Parking area, Security services, etc.

The most important requirements have been proposed in the City Centre are as follows:

1. Geographical centrality of the City centre
2. Accessibility for vehicles and pedestrians
3. Ample parking spaces
4. High Measures of compactness.

The proposed town center has been linked with surrounding areas with a variety of levels of road network increasing their accessibility. Development of existing Rupgonj Bazar area as town center will have a number of advantages. Upgrading will have substantial cost, as small land acquisition will be required. All the town centre development projects will be executed by Paurashava.

10.2.1.4 Neighborhood Centre Complex

For proper decentralization of facilities, more employment opportunity and inspiring local community bounding consultant has been proposed Neighborhood complex in each ward. The centre may be three storied and accommodate various facilities in the ward.

The following proposed facilities can accommodate in the Neighborhood Centre Complex:

- a. Ward Councilor Office (1st Floor)
- b. Club/ Political Office (1st Floor)
- c. Office of Community police (1st Floor)
- d. Maternity/ Local emergency health facility (Ground Floor)
- e. Kutcha Bazar (Ground Floor)
- f. Community Centre (2nd Floor)
- g. Waste transfer station