

URBAN RETAIL PATTERNS  
OF PENANG ROAD AND CAMPBELL STREET

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Abstract

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In recent years, urban development in Central Georgetown has been concentrated only in certain parts of the area , and not evenly spaced out. Urban developments are seen in the form of the proliferation of supermarkets and departmental stores as well as in the uprising of the New Urban Centre Project. Supermarket are mainly concentrated in Burmah Road, where, since mid-1970's, four such units have been built in that area. These are the FAIRY EMPORIUM, the ISLAND EMPORIUM, the SUPER DEPARTMENTAL STORE and the PENANG PLAZA. The result of such development is the shifts in the gravity of retail trade from Penang Road and Campbell Street to Burmah Road, i.e. , where shopping activities are concerned. Furthermore, the New Urban Centre Project is situated at the junction of Penang Road with Gladstone Road and Macalister Road , right up to the junction of Penang Road with Prangin Road, Maxwell Road and Burmah Road. This, together with the location of the GAMA SUPERMARKET at the junction of Dato Kramat Road with Bricklin Road, have resulted in the shift of the gravity of trade to the vicinity of KOMTAR and GAMA. The effects of such shifts in the gravity of trade have made certain parts of Penang Road, and Campbell Street in particular, suffer the problem of mislocation in present-days term.

This study of the urban retail patterns of Penang Road and Campbell Street is therefore aimed at providing some insights into the attitudes of the proprietors in these two areas towards their respective locations, and whether such attitudes will result in relocations of their retail activities, or whether such attitudes will lead to a stronger hold on their original locations.

This study show that there is little chance of the proprietors in giving up their present locations because most of