

I INTRODUCTION

I (i) Location

The Roundabout Plaza Shopping Complex is located at the eastern end of the Beetham Highway from Port-of-Spain where it joins the Churchill Roosevelt Highway from Morvant and Tenth Avenue from Barataria, see Fig. I (i). As such it is situated geographically on the fringes of a densely populated area, with easy access on the main expressway, serving the East West Corridor. It is within walking distance of these residential areas as well as the Priority Bus Route and other bus and taxi routes.

With the policy of decentralization of commercial activity out of the Port-of-Spain region there has been rapid expansion along the East West corridor in north Trinidad especially. With the new highway facilities coming on stream, this has further enhanced the development of out-of-town shopping, as can be seen from the success of Valpark Shopping Plaza, about 3 km to the east, and the Long Circular and West Mall about 10 km to the west.

The boundaries of a shopping area usually is determined by acceptable total travel time to the area. The area of influence would include a primary area, where the travel time is five to ten (5-10) minutes, and one (1) or more secondary areas, where the travel time may be between ten to twenty (10-20) minutes. The site appears to be ideally located for a shopping plaza, given the characteristics of the areas of influence, in terms of population trends, income levels, income distribution, car ownership and other such factors of the trade area.