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Entrepreneurial Enhancement through Commercial Architecture in Ondo State, Nigeria

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Abstract

Neighbourhood Market, according to World Bank (2009), is any variety of systems, institutions, procedures, social relations and infrastructure whereby businesses sell their goods, services and labour to people in exchange for money. There is the need for people to buy, sell and transact their businesses in a way that life can go on normally. This study looked at the market's locational impacts on nearby neighbourhoods in Ondo State, Nigeria, as well as its degree of amenities. The study employed both primary and secondary data sources. Case studies on some of the neighbourhood markets that are now in operation in two separate locations in Ondo State, Nigeria, were used to collect primary data. Secondary data were collected from government publications. The purpose of the case studies is to provide existing examples and guidance for creating a realistic design. The study also aims to analyse the design's advantages and disadvantages so that future neighbourhood market designs can incorporate some of these advantages and then enhance the disadvantages, particularly in order to create a distinctive neighbourhood market design. The study's conclusions demonstrated that amenities such parking lots, fire extinguishers, market circulation areas, trading areas, kid-safe zones, perimeter fencing, and loading and unloading bays were insufficiently supplied. In order to avoid future urban issues, it is recommended that markets in the study region be equipped with the necessary degree of facilities.

Keywords: Commercial architecture, Entrepreneurial enhancement, Market facilities, Neighbourhood market, Traders

1.0 Introduction

The term "neighbourhood market" employed in this study refers to a sanctioned public gathering of commodity buyers and sellers that takes place at a location that is more or less carefully defined or constrained at a specific time (Hodder and Ukwu, 1969; Makinde, Makinde, Adeoye and Adeyemo, 2024). According to the National Development Planning (2021), a neighbourhood market is any number of structures, organisations, practices, social interactions, and systems whereby companies offer their labour, goods, and services to individuals in return for cash. Neighbourhood markets are crucial to the distribution chain of commodities and to the people's economic well-being.

Local store marketing (LSM) is a related concept used by businesses to tailor their strategies to local customer needs according to localised requirements, such as store, competition, and consumer characteristics (Nordhagen, 2023). Van-Heerde, Gijsenberg, Dekimpe and Steenkamp (2013) asserts that because neighbourhood markets are open every

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day and offer a variety of goods at diverse stores, they are convenient for the general public. One of the major advantages of the neighbourhood markets are that they are at the vicinity of our homes, there is an understanding between the buyer and the seller and we can get products on credit.

In the southwest region of Nigeria, trade and commerce employ between 30 and 40 percent of the population (Filani, 1994). Since commercial activity is the foundation of many economies, it is convenient for local markets to exist in any town or city, Fakere and Fadamiro, (2012). People must be able to buy, sell, and conduct business in a way that allows life to continue as usual. Akure is a medium-sized traditional Yoruba town that predates colonial authority in Nigeria, according to Fakere and Fadamiro (2012). Since 1976, it has served as the capital of Ondo State and the headquarters of the Akure South Local Government. With twelve neighbourhood markets that function as daily markets as a result of development, the town is heavily commercialised.

The markets have been poorly spaced, with the resulting planning implications that could lead to chaos in the town's physical development now and in the future (Kuye, 2015). Nearly all eleven of the town's twelve markets are situated within a 1.5 km radius from the town centre (palace), which is still within the 2.5 km radius previously defined by Fakere and Fadamiro (2012) as the core area of Akure. Due to their haphazard development along major roads, the majority of neighbourhood markets tend to impede traffic flow, which inevitably compromises the aesthetics and functionality of urban areas. According to Fakere and Fadamiro (2012), marketplaces that are strategically located and planned will significantly impact the city's image.

The most important of the problems in the neighbourhood markets are the encroachment of the open spaces and environmental and health issues, including solid waste management, water supply, housing, traffic congestion and water pollution. Shonibare (1996); this was likewise affirmed by Fadamiro (2016; 2003b) that the encroachment of the open spaces by markets and service sectors is one of the main difficulties confronting neighbourhood markets in Nigerian urban centres. It has been shown that there is the need to comprehend that this problem is also particular to Akure; some markets are poorly, not properly, constructed. This study examines the availability of market facilities, their spatial influence on surrounding communities, and how commercial architectural

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design can support entrepreneurship in Akure, Nigeria.

2.0 Literature Review

2.1 Neighbourhood Market

According to Nortoft (2018), neighbourhood markets are venues for the trade of goods and services as well as a means of achieving financial goals. Omole, Lukman, and Baki (2014) defines a neighbourhood market as a setting where people get together on a regular basis to buy and/or sell locally made goods, imported goods, and services, as well as to swap goods.

Based on a variety of criteria, including the products offered, services rendered, location, operating hours, and physical surroundings, neighbourhood markets can be classified as either traditional or modern (Aronson, 1971; Agboola, 2021; Ebikapade and Baird, 2016; Cooper, 2012). Neighbourhood markets have also been categorised based on their level of temporal specialisation. This is what gives a certain market its distinct features. Accordingly, there are three types of neighbourhood markets: daily, periodic, and special (Bromley, 1971).

Bromley (1971) asserts that big market centres include daily neighbourhood marketplaces. Daily neighbourhood markets have certain traits with periodic marketplaces and see high trade volumes once or twice a week. In smaller market centres, periodic neighbourhood markets are held on one or more designated days per week or month. Annual fairs frequently feature a distinct neighbourhood market that can last anywhere from one day to three months.

Cooper (2012) found that in any settlement, the most popular traditional market is the king's market, which is adjacent to the palace. This is visible in the city structure of Nigeria's traditional metropolitan regions. Typically, the king's market comes before all others. However, since the traditional market is giving way to the modern one, it is not necessarily the biggest traditional market (Omole et al., 2014). Cooper (2012) claims that this viewpoint is clear in urban locations where numerous markets have been set up as a result of urban planning efforts to ease traffic. He also believed that women make up the majority of merchants there since trading is a flexible career for women. Markets are held every day from 8 a.m. to 6 p.m. Because they are open for the most hours, they are therefore well-liked. While some daily markets deal in a broad range (variety) of items, others concentrate on the transaction of certain goods. Customers choose them at any time of day because of their qualities (Adeyinka, et al., 2016). One of the most notable characteristics of daily markets that sets them apart from

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periodic markets, according to Hodder and Ukwu (1969), is that they exhibit a clear geographic association with the distribution and hierarchy of settlements. Just a small percentage of traders in traditional markets work on a periodic basis, whereas the majority operate on a daily basis (Balogun, 2020).

2.2 Facilities and Services to be Considered in the Development of Markets

Balogun (2020) listed some facilities and services to be considered in the development of market centres as follows:

The access roads within the market must be motorable for ease of movement of people and goods and vehicles for loading and offloading of goods. There must be provision of an adequate drainage system that is well maintained to guard against erosion at the market sites. There must be provision of adequate toilet facilities for the market users. Adequate parking spaces and loading and off-loading bays must be provided to guard against on-street parking. Provision of adequate shops and stalls to prevent on-street trading.

Hydrants are available in case of a fire. supplying a sufficient amount of water. Markets provide social and cultural facilities. the availability of medical facilities in an emergency. supply of a suitable facility for disposing of waste and security services to protect their facilities. An elder-led market council should be established and tasked with overseeing the marketplaces.

2.3 Defects in the Market System

The Food and Agriculture Organisation of the United Nations (FAO) (1999) states that it is important to identify the flaws in current markets as precisely as possible. These flaws include:

Physical problems

Road access and site location are poor. This is frequently the primary problem. Insufficient sales space, especially temporary spaces during peak seasons and periods, and planned road improvements that would provide access advantages but have not yet been implemented make it difficult to resolve, resulting in produce being sold outdoors and spoiling as a result (FAO, 1999). The existence of shoddy shed construction and design, which hinders consumer flow and renders the marketing process ineffective; congestion for cars and pedestrians caused by a general lack of building and facility maintenance, as well as a lack of circulation space and traffic management techniques (FAO, 1999).

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Lack of parking spaces and unloading facilities; bad roads and pavement; insufficient drainage and serious flooding issues, which result in losses and possible health issues; inadequate facilities for overnight storage and site security, as well as a lack of refrigeration and other hygienic measures for handling meat, poultry, and fish (FAO, 1999).

Social and Managerial Problems

Challenges in implementing market norms and bylaws; low sales volume per trader, ineffective or unmanaged use of market sales space, and frequently inexpensive leases or fees; The market is underfunded, particularly for repairs and maintenance, as a result of a high, unmet demand for market space, sometimes coupled with high profit margins for traders and market administration that obscures the relationship between revenues and costs (FAO, 1999).

2.4 Entrepreneurial Enhancement Through Commercial Architecture

2.4.1 Commercial Architecture

The design of buildings and other structures for commercial usage is known as commercial architecture. The goal of this architectural genre is to satisfy the demands of various business types by fusing style and functionality. According to Matteo (2021), architecture is the design and construction of structures intended to offer protection from the elements. Commercial building plans are free-standing structures that can house a variety of companies and other organisations. Designs with one or more levels are included in this compilation of commercial building layouts. According to Matteo (2021), the majority are made to house multiple businesses or tenants.

Commercial building plans are available in a number of sizes, styles and designs. Smaller designs may give one or two units, shopfronts, or offices, while the larger designs encompass office buildings and floor layouts that can support a number of tenants. Matteo (2021) relates commercial building ideas to strip malls and other commercial plans. Small enterprises, retail establishments, and medical offices are just a few of the uses for which commercial buildings are constructed. While some commercial building plans provide for separate entrances for each unit, others include a shared entry that is utilised by all and can accommodate multiple businesses or tenants (Matteo, 2021).

Plans for commercial buildings come in a variety of shapes, sizes, and designs. While larger designs include office buildings and floor plans that can house multiple tenants, smaller designs might just offer one or two units,

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shopfronts, or offices. According to Matteo (2021), commercial building plans are connected to strip malls and other commercial plans. Small enterprises, retail establishments, and medical offices are just a few of the uses for which commercial buildings are constructed. Some commercial building layouts include separate entrances for each unit, while others have a shared entrance that alternates between units. These commercial building plans serve a wide range of corporate demands, including those of small enterprises, commercial chains in need of satellite offices, and medical specialists operating their own practices, according to Matteo (2021).

What is the difference between residential and commercial architecture? While apartment buildings are designed for residential use, large-scale apartment complexes are considered commercial property because space is leased out to others as part of a rental business. Commercial buildings are substantially more varied than residential properties (Matteo, 2021).

2.5 Commercial Design Standard/ Guidelines

Balogun (2020) listed some commercial design standards and guidelines to be considered in the development of market centres as follows:

Layout & Spatial Form

Streets should be defined as public open spaces in part by the overall layout of the buildings. The business area's spatial definition can be improved by using the following guidelines, and specific attention should be paid to improving the streetscape and public facilities at important crossroads like State Street, among others. A unique streetscape enhancement strategy may be implemented in a specific overlay district. Structures on corner lots ought to face both roadways. As far as the sites allow, a setback of 20 to 50 feet is advised on both street-facing facades to designate these corner pad locations. To assist in defining and shaping the street, buildings' street-facing façades should be aligned and orientated towards the street. Place main entrances in the direction of streets and other public areas with more foot traffic, like plazas, courtyards, and walkways. Maintaining and restoring contributing historic buildings whenever feasible will help to preserve the commercial district's historic character.

To reduce the number of breaks, increase safety, and maintain the streetscape design's continuity, combine driveways and entrances. To create a traffic barrier, place a landscaped parking strip between the walkway and the street. It is advised that parking strips be at least

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six feet wide. Ten feet of width may be permitted to provide for a meandering walkway or sidewalk.

Amenities (Trees, Landscaping, Furnishings)

A broader roadway can be defined by the use of amenities like planter boxes and street trees, which are crucial to the overall streetscape design. A stable terrain and the relationship of unconnected buildings can be strengthened by the theme and design of the amenities along a block or street.

Other landscaping elements like lawns, shrubs, or ground coverings, in addition to street trees, offer seasonal colour and a buffer between pedestrians and automobiles. For these regions to continue to provide benefits, proper care is necessary. Plant trees and/or planter boxes along the side.

Large pots or hanging baskets are also advised to improve the façade, add colour, and make the space more pedestrian-friendly. In order to give a commercial streetscape a cohesive, appealing appearance, coordinated street furnishings such as fencing, trash cans, bollards, bike racks, and seating can be crucial. The primary factors to be taken into account when choosing and positioning furniture are durability, safety, and maintenance.

Trees

Market Street's boundaries can be clearly defined by the presence of street trees. The right kind of street trees must be planted in a thoughtful way and kept up over time in order to get the desired look. Between the roadway and the sidewalk, create a parking strip of street trees, with trees at least thirty feet apart. To ensure visibility at crossroads, trees should be positioned at least 40 feet away from street corners. Choose trees and other plant materials according to their hardiness, look, and suitability for the site's climate, sun orientation, and location. Adaptable, low-maintenance, and low-water types are preferred. Choose the same street tree or trees for every corridor. For the best effect in delineating the area, create a pattern or design that runs the entire length of the hallway. Choose trees that will offer a wide canopy at an appropriate height to allow cars and pedestrians to pass freely.

To enable full canopy growth, trees should be placed adequately apart from buildings and other structures as well as from one another. There should be no omissions in the regular, continuous spacing between street trees. Plan lamp posts, driveways, and other features around the tree spacing. The kind and placement of trees in front of companies should

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be carefully chosen to avoid obstructing building identification or business signage.

Landscaping, Pedestrian paving, & Entry Markers

Consistent landscaping along public corridors, easements, and streets will strengthen the business district's overall identity. As suitable for the plant species, all landscaped areas should be routinely kept tidy and ordered. When accumulation happens, leaves, clippings, and other debris should be removed right away. In streetscapes where there is a lot of space between the sidewalk and the street or when there are few pedestrians, a lawn parking strip might be the most suitable. Where there is at least 4 feet of space available to allow for mowing and irrigation systems, turf should be used. The ideal effects around pedestrian foot traffic areas include pavers and coloured or embossed concrete.

To maintain and improve street tree survival, parking strips should have a permeable system. Concrete pavers, flagstone, or brick are acceptable paving materials. Concrete that is coloured, scored, or stamped may be taken into consideration. Determining the start and finish of a district or corridor helps improve the street's definition. To identify the district, place district gateway markers all over the business area. The markers' scale ought to correspond with the width of the street and the size of the surrounding buildings. Markers ought to work well for both foot and car traffic.

Paths & Walkways

In order to promote pedestrian activity, comfort, and safety, paths and walkways are used to properly separate vehicle and pedestrian traffic. To draw attention to their location and improve pedestrian safety, crosswalks should have asphalt that differs from the rest of the road or street. On-street parking or landscape treatments should be used to keep walkways and pavements apart from traffic lanes. The intensity of nearby usage will determine the width of the walkway. Primary walkways in areas with significant pedestrian traffic (stores, restaurants, etc.) should be at least 10 feet long, and secondary walkways in regions with lower pedestrian traffic (public buildings, service-orientated enterprises, etc.) should be at least 4 feet long. There must be at least 6 feet of clear walking space on all high-traffic routes (including for parking overhangs, landscaping, seats, etc.).

Instead of heavily clogging the sidewalk for more intense sidewalk applications, like outdoor dining, use larger sidewalks or patios to free up more space. Install overhanging structures at building entrances, such as balconies, awnings

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or canopies, to provide shelter from the sun and weather. Provide access to buildings next to pedestrian lanes and circulation for pedestrians. Large blocks and development lots longer than 200 feet should be broken up periodically. sporadically with driveways, alleys, or pedestrian walkways. These paths ought to be made available. Featuring features like seating and planting, as well as suitable lighting. Create pedestrian walkways that connect the business district's activity hubs and blocks to the nearby residential communities. This encourages pedestrian traffic and makes the business district livelier. To improve pedestrian movement, use pathways between nearby developments. Other forms of buffering, including street trees, seats, landscaping, etc., should be employed to enhance the feeling of pedestrian safety in situations where on-street parking is impractical.

Use planting, pavement materials, lighting, trash and recycling bins, furniture, and public art to define and improve pedestrian pathways. To prevent standing water on walkways that could freeze and present a slipping danger, make sure that water, snow, and ice from roofs, balconies, etc., are properly collected and drained. Drainage grates should be designed with some redundancy to lessen the chance of blockage by leaves and other debris, and should permit safe passage for pedestrians and bicycles.

Fencing and Lighting

The Commercial District must have coordinated streetscape lighting, including the kind of light source and the design of the poles and fixtures. Lighting designs ought to blend nicely with the district's architectural and landscape elements. In addition to enhancing street quality and safety, street lighting plays a significant role in a commercial district's overall character. The district should have uniform street illumination. It is also possible to install street lighting in paved and planted medians.

Streetlight poles should be positioned at least 2.5 feet from the kerb if on-street parking is offered in order to prevent impact with vehicle bumpers and doors. Light poles are to be spaced at least 100 feet apart. In business zones, streets must have street lights. Parking lot lighting fixtures shouldn't be taller than 25 feet. It is advised to use single globe luminaires. For entryways or particular places, several globe luminaires might be taken into consideration.

Fencing

It is not appropriate for fences to obstruct pedestrians' access from the sidewalk to a business building. Along public street frontages,

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the height of the fencing cannot be higher than 36 inches. If at all possible, align lights with street trees. To prevent excessive glare and to make space for street trees and other furniture, lights should be placed 100 feet apart. In order to prevent glare into second-storey windows, lights should be positioned correctly. It is advised to use a single globe luminaire. For entryways or particular places, several globe luminaires might be taken into consideration.

Setbacks

Avoid setbacks bigger than 50 feet. Buildings that are placed too far back from the street. generally, don't make a beneficial contribution to the neighbourhood's overall streetscape. To prevent a suburban feel with big parking lots in front of the road, a front setback of no more than 50 feet and no more than one row of parking spaces is advised. There should be a planted setback between the parking lot and the walkway.

The city might think about raising the maximum setback for big-box structures. Smaller pad sites along the main public roadway are preferred over large "big-box" retailers, which are advised to situate towards the back of a property. Secondary structures with greater services geared towards pedestrians may make up these pad locations. Make use of the front and side setbacks for planting or public art, or to construct useful public meeting areas like plazas or patio/outdoor dining areas.

Avoid placing parking in the front setback between the building and the street; the majority of parking shall be located to the side or rear of a building to maintain the connection between the street and the building. Buildings proposing a public park or plaza space in front of the main, street-facing façade may be subject to greater setbacks. Structures located in a business zone are exempt from the requirement for side and rear setbacks. Structures that border residential zones or usage must have a minimum setback of 40 feet. To clearly indicate the intersection of site permits, corner sites should have a recommended setback of 20 to 50 feet on both street-facing facades. A 20-foot setback between a building's sidewalk and parking lots should be taken into account.

Parking

Surface parking should be positioned to minimise the disruption to streetscape character and design while maintaining adequate visibility for safety and convenience. Shade trees, landscaping, and low screen walls can help reduce the dominating and frequently unfavourable visual impact of parking lots, particularly in close proximity to nearby homes

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and parks. At least 20% of the parking lot area must be landscaped. On-street parking offers a pedestrian buffer and convenient access to surrounding businesses and reduces the amount of surface lot parking needed.

Parking availability is perceived favourably when there are spaces on side streets. Most surface parking should be found near the back of buildings. Although they are permitted, side parking lots have to be kept to a minimum to promote greater consistency between nearby buildings. Surface parking may need to be in the front of big box buildings. Promote the usage of shared parking lots, which offer more effective parking arrangements. The total amount of surface parking required in the commercial district can be decreased by sharing parking with all nearby firms. Where street width and traffic patterns/speed restrictions permit, on-street parking may be taken into consideration. Side streets are a good place to use angled parking.

Parking ought to be accessible from the building's entrance. Refrain from parking through or from residential zones. Primary access points should be designed to prevent traffic jams. They ought to be situated across from any existing streets and access drives, if at all possible. Minimise the number of access points from the street by encouraging shared/common driveways for many buildings or a building complex. To get to parking lots, promote the usage of side streets or drives. Use CPTED (Crime Prevention Through Environmental Design) principles in the layout and design of parking lots, and make them sufficiently visible to deter crime and vandalism.

To divide hard-surfaced spaces, create inner and peripheral islands throughout parking lots. In addition to other lower-level landscape features and plantings, islands should be designed with shade trees that will offer a canopy. For proper drip lines for trees and landscaping, interior islands should be at least 6 to 10 feet wide. This reduces the aesthetic impact of large asphalt patches and manages cross-traffic in the parking lot. Locate parking lots back from buildings to allow for pedestrian space, such as pathways, benches, and landscaping. Use landscaping to keep parking and pedestrian pathways apart. To create visual interest, incorporate additional features like public art next to or inside parking lots.

Driveways & Circulation

To reduce vehicle trips and collisions between cars and pedestrians, promote shared driveways, cross easements, and car entries. If at all

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possible, use a shared and coordinated mechanism to get to the delivery and parking lots in the back of buildings. Different tree species are needed to avoid damaging the pavement or raising maintenance expenses. Other site design elements like lighting guidelines, trees and other vegetation, unique paving, and walkways should be used to support and articulate interior circulation drives. Include an interior circulation system that clearly outlines the route to parking places.

Reduce collisions between service vehicles, pedestrians, and customer cars by properly planning and organising the parking lot. Reduce the effects of traffic on nearby residential neighbourhoods by properly placing and designing all parking lots, as well as by creating landscape buffers between the various users. Use contrasting pavers and/or striping to clearly mark crosswalks from parking lots to nearby businesses and houses.

2.6 Site Lighting

Lighting styles within particular developments should match the architecture and landscape design as well as the larger business area streetscape lighting plan. Avoid picking different forms of illumination for individual developments.

Building Lighting

Building facades can be highlighted and articulated with lighting. The majority of the lighting on building facades should be at street level. Light should only be utilised to emphasise specific building characteristics above the first story; the entire structure shouldn't be illuminated.

Landscape Lighting

Plants and other landscaping features can be emphasised and highlighted with lighting. To create pleasing accent effects and the right amount of light, direct accent lights upward into trees. As a result, the surrounding pedestrian areas are dramatically illuminated at a low intensity. To highlight prominent points, set aside specific architectural lighting for each plaza area.

Lighting Levels

Enough lighting should be present to create a visible, safe atmosphere at night without creating too much light or glare. Throughout parking lots and pedestrian walkways, lighting levels should be at least 0.5-foot candles at 5 feet above the ground plane, with an average of roughly 3-foot candles at 5 feet above the ground plane. When choosing lighting levels, take indoor ambient lighting into account. Pole lights and outdoor building lights shouldn't cause noticeable off-site glare. Make use of

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fixtures with full or partial cutoffs to remove direct light pollution.

2.7 Signage

The majority of the signs discussed in this section are meant for pedestrians. Signs should be used sparingly to identify companies, give information, and help cars and pedestrians find their route. Signs should be clear and uncomplicated to prevent visual clutter and should blend in with buildings and shop fronts. Signs should be placed closest to the ground floor of buildings so that both cars and pedestrians can see them readily. Signs ought to be readable.

Commercial Signs

Most signs can come in a range of sizes, forms, and materials. The hues and materials used for the sign should blend well with the architecture, colours, and materials of the associated structure. Avoid using colours that are too vivid. Signs that are simple in shape, style, and design are chosen over ones that are elaborate or ornate. Signs should not overpower the building or cityscape, but they should be big enough to be easily seen and read. Signs that are completely illuminated are not advised. It is preferable to have individual neon or backlit letters or signs that are either side or front lighted. Sign lighting fixtures ought to blend well with the building's or development's architecture and lighting design.

Wording or signage is not allowed on any portion of awnings. Materials for signs should be of good quality, long-lasting materials that will keep their beauty and appearance for many years. Materials that naturally patina, like copper, brass, and bronze, are ideal.

Signs on historic buildings should be positioned and placed to avoid destroying or damaging the building's features. To create a sense of continuity, signs in a development should share a common aspect, such as lettering, colour scheme, or sign type.

Sign Types and Location

A business entity may be able to utilise some of the suggested sign kinds as its primary sign. Others might be more suited for usage as a pedestrian-scale or secondary sign that is easier to view when passing by or entering a development.

Monument Signs

A business entity may be able to utilise some of the suggested sign kinds as its primary sign. Others might be more suited for usage as a pedestrian-scale or secondary sign that is easier

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to view when passing by or entering a development.

Blade/Bracket-Mounted Signs

A two-sided sign that often hangs from a building's façade and is supported by a metal bracket. Although they don't follow the current code, blade/bracket signs might be seen as a component of a development that is pedestrian-oriented. Depending on their size and scale, they can be seen from a considerable distance down a pavement or roadway, making them suitable for both walkers and automobiles. They may also be seen on a building's corner, where they are visible from two sides. Frequently designed to resemble a building's architectural feature in order to support the building's style. To avoid taking away from the sign itself, simple mounting brackets should be used.

Signboards/Flush-Mounted Signs

Typically, a long, narrow panel that sits just above a storefront's main entrance. Individual letters are occasionally utilised on the building itself rather than affixed to a signboard panel. In general, signs that are best visible at an intersection or as pedestrian scale signs are best viewed at an oblique angle.

Pedestrian-scale, Artistic Pole Signs

Although they are currently prohibited by regulation, pedestrian-scale artistic pole signs would be acceptable in a development that is focused on pedestrians. Typically, a hanging signboard intended for pedestrian traffic is attached to a wooden or metal pole with an extended arm. The hanging signboard should not obstruct pedestrian traffic due to its height. Height usually doesn't go above 8 or 10 feet. Ideal for front yards or plazas where companies might be hidden from view or situated back from the street. Ideal for use with historic buildings to prevent needless structural damage, which frequently happens during sign installation.

Window and Door Signs

Simple text or designs that are displayed on upper story windows, glass panels of entry doors, or shop front display windows. These were painted signs in the past, but you can get the similar effect by applying thin vinyl appliqués. You may even put a sign in the window or door on transparent glass or acrylic.

Plaques

Plaques that are put on the wall close to an entrance or recessed foyer are frequently used to point customers to higher-level offices or establishments.

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Way finding Signs

Throughout the district, directional signs ought to be low, extremely noticeable, and connected with other design and visual systems. Any signage inside a development should match the directional signage for vehicles and pedestrians on the street. Find signage to prevent them from obstructing drivers' or pedestrians' essential perspectives. The names of the businesses inside the complex may be listed on a single monument at public drive entry in larger retail developments or complexes. A clear address sign that is visible day and night should be placed on every building in a complex or development. Numbers must to be at least eight inches high.

3.0 Methodology

Two case studies on various existing communities in two separate locations in Ondo State, Nigeria, are conducted for the purposes of this study. The purpose of the case studies is to provide existing examples and guidance for creating a realistic design. They also aim to analyse the design's advantages and disadvantages so that future neighbourhood market designs can incorporate some of these advantages and then enhance the disadvantages, particularly in order to create a distinctive neighbourhood market design. Nonetheless, the following neighbourhood markets are the subject of the case studies:

3.1 Case Study One:

Nepa Neighbourhood Market, Adekunle Ajasin Road, Nepa, Akure, Ondo State. Brief History:
Architect: Arc. (Dr.). Akinseye
Type of Building: Commercial Building
Year: Oct. 2009

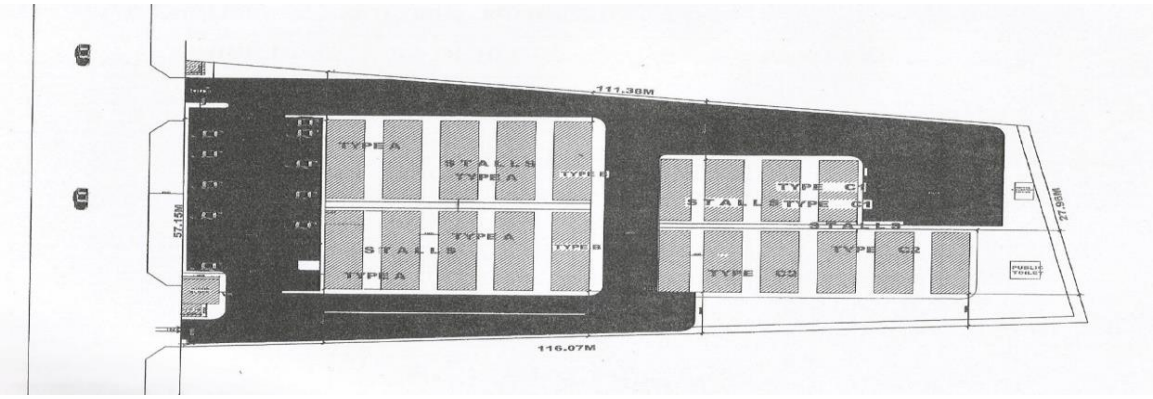


Figure 1: View showing Site Layout of Nepa Neighbourhood Market, Adekunle Ajasin Road, Nepa, Akure, Ondo State (Source: Researcher's Field Work, 2025).

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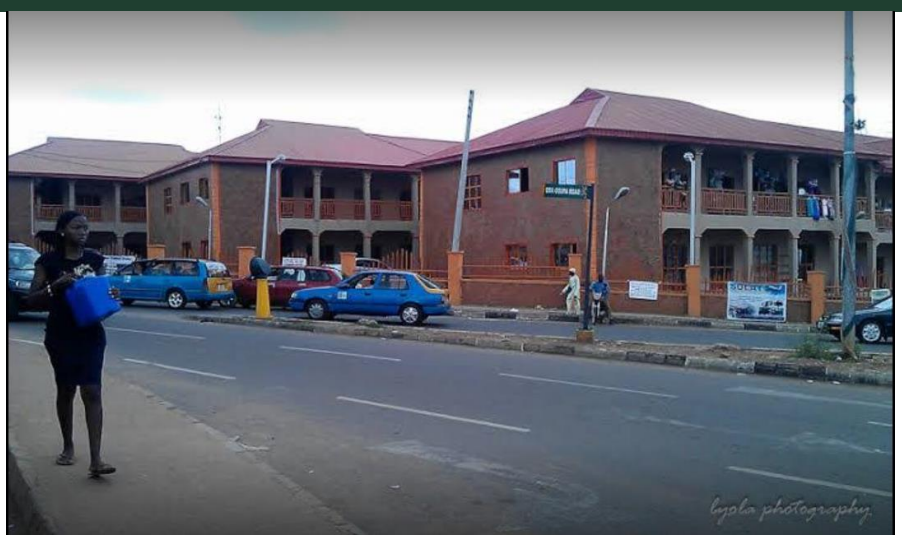


Plate 1: View showing Aerial View of Neighbourhood Market, Adekunle Ajasin Road, Nepa, Akure, Ondo State (Source: Researcher's Field Work, 2025).



Plate 2: View showing Lock up Shops of Nepa Neighbourhood Market, Adekunle Ajasin Road, Nepa, Akure, Ondo State (Source: Researcher's Field Work, 2025).

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3.2 Case Study Two:
Caring Heart Moferere Neighbourhood Market Phase II, Ondo Township, Ondo State.

Brief History:
Architect: Arc. (Dr.). Akinseye
Type of Building: Commercial Building
Year: June, 2011

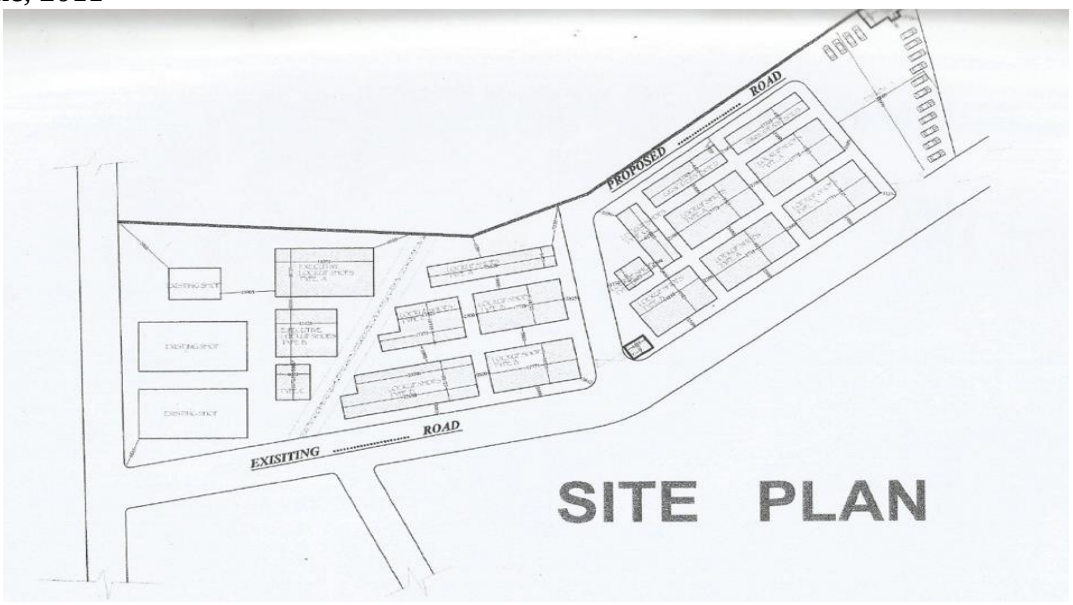


Figure 2: View showing Site Layout of Caring Heart Moferere Neighbourhood Market Phase II, Ondo Township, Ondo State (Source: Researcher's Field Work, 2025).



Plate 3: View showing Aerial View of Caring Heart Moferere Neighbourhood Market Phase II, Ondo Township, Ondo State (Source: Researcher's Field Work, 2025).

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4.0 Findings and Discussions

The results of the study demonstrated that case studies one (1) and two (2) have the following advantages: provision of adequate shops and stalls to prevent on-street trading, provision of adequate water supply and provision of the security services to safeguard their properties. Nonetheless, compared to case study two (2), case study one (1) offers the following benefits: the availability of a well-organised waste management system. Adequate parking spaces, loading and off-loading bays to guard against on-street parking and provision of easy circulation and movement between the shopping blocks.

Additionally, case study one (1) showcases provision of a well-organised waste management system. Provision of hydrants in case of fire outbreak and provision of a healthcare facility in case of emergency. While, the two case studies (1 & 2) illustrate the following drawbacks: lack of proper zoning of the different types of sales and lack of adequate toilet facilities for the market users. Findings from the study showed that facilities such as trading spaces, safe areas for children, on-street display of goods, traffic congestion, air pollution, and on-street parking due to inadequate parking spaces were the severely perceived locational effects.

The study's findings indicated that facilities in the markets were inadequate and hereby recommend that markets in the study area be provided with the required level of facilities to prevent future urban problems.

5.0 Recommendation

Balogun (2020) listed some facilities and services to be considered in the development of market centres as follows:

For people and commodities to move around the market easily and for cars to load and unload items, the access roads must be motorable. To prevent erosion at the market locations, a suitable drainage system that is kept up to date must be provided. The market's patrons must have access to sufficient lavatory facilities. To prevent on-street parking, there must be enough parking spots as well as loading and unloading bays. Enough stores and booths should be available to stop street vending. Hydrants are available in case of a fire. Provision of adequate water supply. Markets provide social and cultural facilities such as language, religion, social norms and customs,

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arts and entertainment, cultural preferences etc. The availability of medical facilities in an emergency. Provision of a suitable facility for disposing of garbage. Provide security services to protect their assets. An elder-led market council should be established and tasked with overseeing the marketplaces.

6.0 Conclusion

It is anticipated that the outcome of this exercise will meet the commercial, psychological, and social needs that market participants may have if it is used to realise a very standard and functional ultra-modern neighbourhood market. The amenities for fostering entrepreneurship through commercial architecture have been considered in the planned neighbourhood market.

The structure's forms and aesthetics are somewhat simple. The overall layout is intended to maximise comfort, promote efficient movement, incorporate fundamental shapes and activities, and adhere to industry standards for commercial architecture design. Finally, students studying architecture and related fields will use a project like this as a foundation for further research in this area.

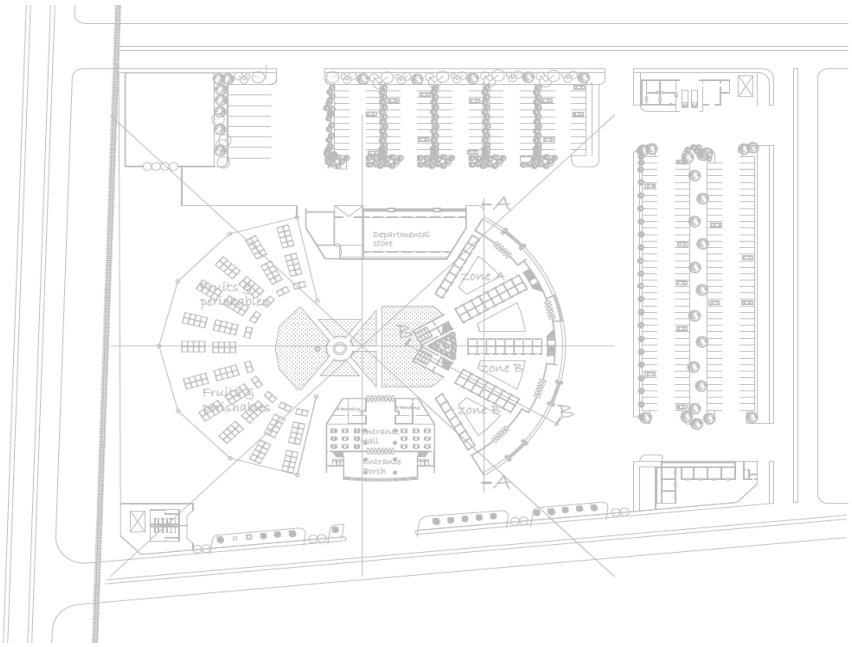


Figure 3: View showing prototype Site Layout of proposed Neighbourhood Market, Ipinsa, Akure, Ondo State (Source: Researcher's Field Work, 2025).

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Plate 4: View showing prototype 3D view of proposed Neighbourhood Market, Ipinsa, Akure, Ondo State (Source: Researcher's Field Work, 2025).

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