

REPUBLIC OF KENYA



**MIGORI COUNTY GOVERNMENT
DEPARTMENT OF LANDS, HOUSING AND PHYSICAL PLANNING**

Feasibility Study Report For Ombo Modern Market

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CHAPTER I: INTRODUCTION

Migori town is located to the South-West of Kenya in Migori County. It is the County headquarters of Migori County. Its geographical coordinates are 1104' 0'' South, 340 28' 0'' East. The town is located 371 km East of Nairobi through the A1 road via Narok and Kisii towns, 182 km South of Kisumu city through Migori-Kisumu road via Homabay and Rongo towns, and 31.4 km to the West of the Tanzanian border.

Being one of the major urban centres within the South Nyanza region of the country and the headquarters for Migori County, Migori town is experiencing a surge in population growth, high rates of urbanization accompanied by myriad challenges and demands including but not limited to piped water, markets, recreational facilities among others.

1.1 Background

Our towns have grown and continue to do so against low provision of the associated infrastructural services. The World Bank Reports that, by 2030 around 60 % of people will live in urban areas. In Kenya, about 30% of the country's population lives in urban areas. Urban centres drive economic growth and offer economies of scale in productivity and public investments; they are social melting pots, centres of innovation and drivers of social change.

With the increasing population, the need to for efficient and functional infrastructural services such as markets becomes inevitable.

This study report deals with the technical and financial viability of the market being established in Migori Municipality.

1.2 Objectives of the Study

The objectives of the study are to:

- To analyze the role of the market in Migori town
- To find out the financial and technical feasibility scope of the project

1.3 Rationale behind the Study

With the increasing urban population, there is need to establish markets to serve them.

1.4 Scope of the Study

The study is carried out to analyze the facts to that supports the establishment of the market. The scope also covers the detail impact study.

1.5 Limitations

The study is focused on the issues and cases confined within the market. A comprehensive and comparative analysis on the other markets is also prepared to enhance the wider aspects of the market.

1.6 Methodology

The methodology adopted for the preparation of the study is as follows-

- Desk study of the reports and publications on urban markets development issues, and collection of secondary data from those sources.
- Comparative Case Study of urban markets.
- Financial Analysis of the markets.

2.1 Background:

The demand of markets continues to increase due to the increasing population density. This is strongly correlated to the purchasing power of individuals is increasing due to increment in their earnings. It is evident that the concept of business has moved from the traditional to modern as a result of change in the living standards of the people.

From the above data needs of commercial center in core urban area is increasing which not only change the business concept but also beautify the city. The concept of these centers is to provide all the necessary things required for the consumer.

The project is designed keeping in mind that it will serve the business hub for both the outsider and for people living in Migori Municipality.

2.2 Needs for a market and The Project:

The project is designed as per the common current international market requirement. As a result of natural growth and migration, population of urban areas has increased and hence the shortage of market centres. In Migori today, the population is continuously increasing. The need for a market is as a result of:

- I. Rapid population growth in urban areas.
- II. Increased income and improved living standard

i. Rapid population growth in Urban Areas

The high rate of urban population in Migori is directly related to the rural urban migration. The reasons behind the fatal attraction towards cities are the economic opportunities as well as service the lack of different types of facilities in the rural areas, for instance shopping centre, health centre, communication and other related facilities. The increase in population induces different needs.

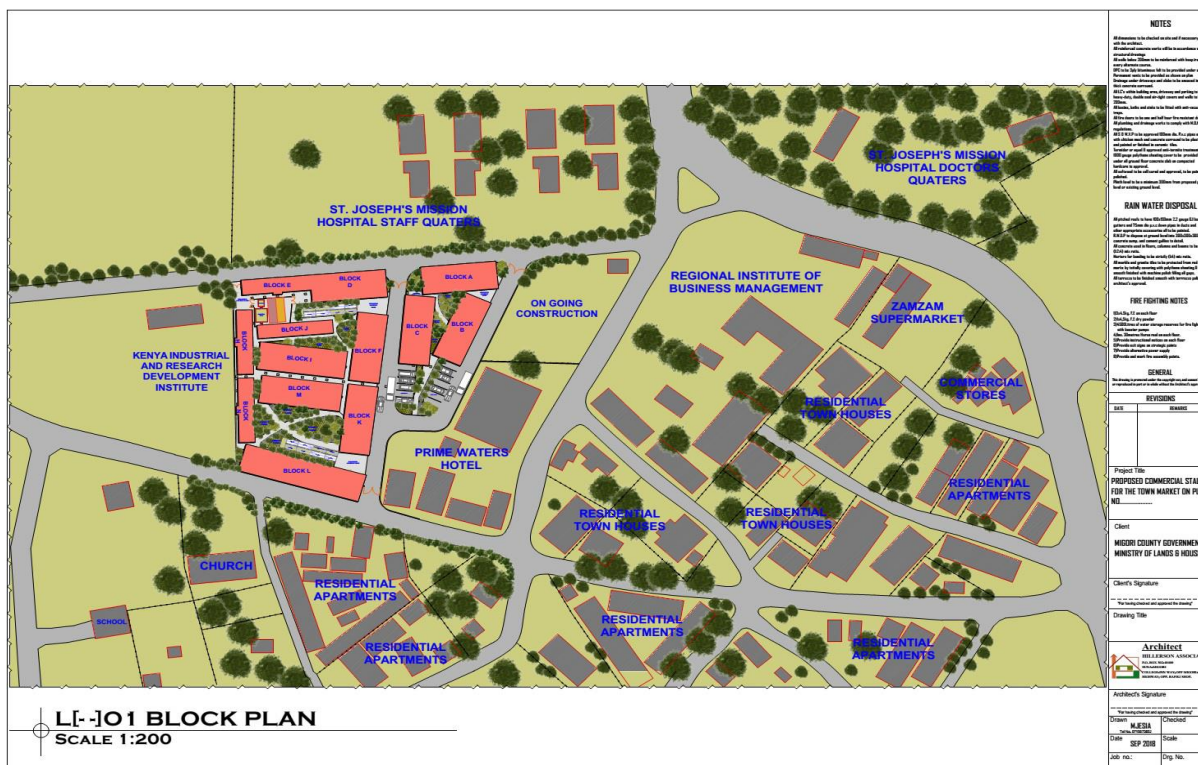
ii. Increased income and improved living standard

When there is increase in the income of people, their life style also changes. People want to live in better environment with the all types facilities in the proximity and for this, they are willing to bear the cost of better housing lots, need improved offices, commercial centers and other facilities

2.3 The Project Component:

2.3.1 Project Location:

The Project location is next to Ombo Mission Hospital within Migori municipality. The site abuts Prime Waters hotel and the Regional Institute of Business Studies.



The proposed Site

2.3.2 Project Design and Space Analysis:

The project will be designed considering all the elements required for the market. The contemporary building materials and techniques such as reinforced concrete, steel, glass, aluminum etc. will be extensively utilized and major design factors for earthquake consideration shall also be incorporated. Ecofriendly and bio-diverse elements will be introduced in every conceivable areas for self-sufficiency in the fields of energy utilization and conservations. However, all these elements shall be infused subtly into the various area designs keeping in mind the ultimate aim as to maintain the existing local architectural ethos in its entire splendor. This shall be carried out by the overall cladding systems and utility of the traditional materials in the right places.

The exterior landscaping shall be designed to enable the structures in incorporate within an ambiance of the beautiful surroundings, as they exist. No foreign elements shall be introduced to disturb the scenic beauty of the surroundings.

Outside Elevation shall be designed such nicely that the building shall add beauty to the entire environment.

Table1: Space Distribution Analysis

Floor Description	Rentable Space (m2)	Pedestrian Walk Way
Ground Floor	1763.675	995.085
First Floor	1763.675	995.085



Proposed Market 3 dimensional outlook.

2.3.3 Construction Management

The CPCT having a close coordination with the works officers and the engineer will monitor the construction of market. The team shall be made responsible for coordinating with the client, contractor and the engineer while ensuring quality and working schedule. Works like regular construction supervision, preparation of detail construction drawings other than provided by the engineer, checking of bill of quantities and invoices, preparation of project report e.t.c shall be undertaken by the Project Management Team.

2.3.4 Landscaping and the aesthetic View of the Project

Provision is made to beautify the location by designing the perfect landscape to suit the environment and the building.

2.3.5 Environmental Impact Analysis:

Even though this feasibility finds no major constraints from environmental aspects. Environmental & Social Impact analysis shall be executed to the proposed project prior to the construction of the market.

3.1 Conclusion

Experiences from many developing countries have proved that increasing with the economy of the people and increasing living standard of the people small shops and small markets are replaced by single building unit which not only give the facilities to the people but also became the good public place where hundreds thousands of people gather and work in a single roof. However, in our context we find the traditional market viable as it will help in the preservation of the unique vernacular shopping environment.

Additionally, besides offering a meeting place for the exchange of goods will also facilitate the exchange of ideas that then shapes civilization. Hence the project is very feasible from the technical, economic and social purposes.

3.2 Recommendation

The project is recommended for implementation based on the following grounds:

1. It is the mandate every Government to provide public goods and services to her residents.
2. The County Government of Migori has a significant role to play in guiding and providing a conducive and suitable environment in which the residents of the county can live, work and create opportunities that will ultimately shape the destiny of the county. The project when completed will trigger multiplier effects into the county's economy.
3. Employment opportunities for the youth and women hence bolstering the local economic development.
4. The proposed development is in conformity with the neighborhood hence no land use conflict- proposal in agreement with the Physical Development Plan for the area.
5. Design has optimized the use of the best available technology to prevent and minimize potential significant environmental impacts associated with the project.

