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## LAND VALUES AND RENTS OF SHOPS IN THE CENTRAL BUSINESS DISTRICT (CBD) OF JAMMU CITY

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### ABSTRACT

*Central Business District (CBD) is a complex agglomeration of multiple activities viz. economic, social, cultural etc. Its central area is its distinct section which is identified as the centre of marketing, business and financial activities as well as dense built up area sector where lines of transportation converge from various parts and nearly from all direction. It is therefore known as the hub of a city. In other words, city centre is specialized area and a "distinctive region with a complex web of associated and interwoven land uses". Here, an attempt has been made to study the land values and land use of Jammu city.*

**Key Words:** Central Business District (CBD), Central area, Land Values and Rents.

### Introduction

A Central Business District (CBD) is also called a Central Activities District is the commercial and often geographical heart of the city. In North America this part of a city is commonly referred to as "Down Town" or "City Centre". The term CBD or Central Business District is the central district of a city, usually typified by a concentration of retail and office buildings. The central of the city is known by various names such as City Centre, Central Business District (CBD) and Premier Shopping Centre etc. Its nomenclature is associated by varying order of city size. In Great Britain, city's 'downtown' is also the city center and a principal area for marketing and business. Besides being the core of commerce, the central city serves as retail district flanked by stores, shops, office buildings, banks, clubs, hotels, theaters, museums and organizational headquarters. If non- central business uses such as places of worship and educational institutions which are also commonly located in the city centre are excluded, the delimitation of a compact Central Business District (CBD) will be almost impossible.