EVOLUTION OF SHOPPING MALLS:

RECENT TRENDS AND THE QUESTION OF REGENERATION

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Title of the Thesis: **Evolution of Shopping Malls: Recent Trends and The Question of Regeneration**

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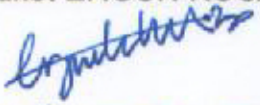
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ABSTRACT

EVOLUTION OF SHOPPING MALLS:
RECENT TRENDS AND THE QUESTION OF REGENERATION

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In the beginning of the history of shopping places, the shopping activity took place in open public spaces with other urban and public functions and activities of the city, like ancient Greek Agora or Roman Forum.

After centuries, the enclosed shopping mall separated urbanity and shopping activity from each other. These fully-enclosed and environmentally controlled consumption spaces reinterpreted the urban fabric to simulate a city image and a street-like atmosphere indoors. Inside the walls a new city was created, where people shop, eat, entertain, and even sleep, get married or have college education as in the example of the Mall of America.

Today, urban fabric and shopping mall integration is becoming more important. Open space and sustainable design for shopping malls are the

rising trends in the world. So, the existing shopping malls are opening, integrating with urban fabric and continually updating themselves to compete with the emerging shopping places. This recent regeneration trend is called ‘De-malling’ in the world.

Every shopping mall has different reasons in need of regeneration, which can be functional, managerial or structural, so, different regeneration strategies would be necessary for each shopping mall. Examining ‘main principles and criteria for shopping mall regeneration’ would help to put forward the specific strategies for different shopping malls. Finally, unprofitable or out-of-date or degenerated shopping malls could be recovered by these regeneration strategies.

Key Words: Shopping, Shopping Mall, Urbanity, Urban Public Space, Evolution, Transformation, Expansion, Renovation, Regeneration.

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ÖZ

ALIŞVERİŞ MERKEZLERİNİN EVRİMİ:
YENİ EĞİLİMLER VE REJENERASYON SORUSU

ERGUN KOCAİLİ, Buket

Yüksek Lisans, İç Mimarlık Bölümü
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Ocak 2010, 160 sayfa

Alışveriş mekânları tarihinin başlangıcında, alışveriş etkinliği, açık kamusal alanlarda, şehrin diğer kentsel ve kamusal fonksiyon ve aktiviteleri ile birlikte yer almıştır; antik Yunan Agorası ve Roma Forumlarında olduğu gibi.

Yüzyıllar sonra, kapalı alışveriş merkezi, kentsellik ve alışveriş etkinliğini birbirinden koparmıştır. Bu tamamen kapalı tüketim mekanları, kent imajını simule ederek ve sokak benzeri atmosfer yaratarak, kentsel dokuyu iç mekanda yorumlamışlardır. Kapalı duvarların arkasında yeni bir şehir yaratılmıştır. Bu şehirde alışveriş yapabilir, yemek yiyebilir, eğlenebilir ve hatta uyuyabilir, evlenebilir ve kolej eğitimi alabilirsiniz, tıpkı Mall of America alışveriş merkezinde olduğu gibi.

Günümüzde, kentsel doku ve alışveriş merkezinin entegrasyonu daha çok önemlidir. Açık mekânlar ve alışveriş merkezleri için sürdürülebilir tasarım dünyada yükselen eğilimlerdir. Bu sebeble, mevcut alışveriş merkezleri gelişmekte olan alışveriş mekânları ile rekabet edebilmek için, kentsel doku ile entegre olmaya ve sürekli kendilerini güncellemeye çalışıyorlar. Bu en son yenilenme eğilimi tüm dünyada 'De-malling' olarak adlandırılmaktadır.

Her alışveriş merkezinin rejenerasyona ihtiyaç duyma sebebleri farklıdır. Bu sebepler; fonksiyonel, işletmesel veya yapısal olabilir. Bu sebeble, farklı alışveriş merkezleri için farklı rejenerasyon stratejileri gereklidir. Bunun için, daha önceki örnekler incelenerek, 'alışveriş merkezleri rejenerasyonu için ana prensipler ve kriterler' önerilebilir ve farklı stratejiler geliştirilebilir. Sonuçta, artık kâr sağlamayan, modası geçen veya işlerliği azalan alışveriş merkezleri bu rejenerasyon stratejileri sayesinde kurtarılabilir.

Anahtar Kelimeler: Alışveriş, Alışveriş Merkezi, Kentsellik, Kentsel Kamusal Alan, Evrim, Dönüşüm, Genişleme, Renovasyon, Rejenerasyon.

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CHAPTER 1

INTRODUCTION

Shopping malls attract my attention because of their functional variety, first of all. Though I am not a ‘shopping enthusiast’, I like to visit shopping malls for some other reasons, nowadays, mostly to observe. In different hours of day and days of week, I observed that people visit or use shopping malls for very different activities. For example, an old couple comes to shopping mall every morning to walk for exercise. For them, the climatically controlled, clean and comfortable interior environment of shopping mall is more preferable than outside. Another time, I observed an employer who was doing job interviews at the food-court of a shopping mall. Additionally, I confess that; I sometimes only use the parking lot of shopping mall; it is free and safe, and close to my destination.

This is an interesting dilemma that; shopping malls are profit-oriented private properties, on the other hand, one can spend a whole day in it without doing any shopping. So, that’s why shopping malls are new public spaces, according to me: because people prefer them.

Shopping malls become public magnets. People like to spend their leisure time at shopping malls. Even, when tourists come from out-of-town or from another country, they mostly visit popular shopping malls. Fortunately, I am old enough to remember the early years of Atakule, the first shopping mall in Ankara. In its heydays, Atakule was so popular that, out-of-town tourists came to city only to visit and observe the city from its tower.

Today, Atakule lost its popularity and is becoming a dead mall (as will be discussed in Chapter 4). This will happen to every shopping mall when they loose their attractiveness. Of course, there are new alternatives opening every year, on the other hand, these outdated buildings are important structures and they are a part of urban life; they are not dispensable, in my opinion. They must be evaluated correctly and strategies must be suggested to regenerate them. Though the shopping malls are mostly expected as urban public spaces, the regeneration of a shopping mall is not only a 'one building issue'; it must be considered as an urban issue also.

1.1. Aim and Scope of the Study

As it is not possible to comprehend and design shopping malls without knowing their beginning and their evolution as a type, this thesis explores the history of shopping places through recent trends in shopping mall design. The aim of the study is to put forward the importance of 'regeneration of shopping malls' as one of the future directions, and to make clear the criteria for successful regeneration of shopping malls.

In this thesis, shopping malls are accepted as urban public spaces. So, the scope of the study is originated according to urban public space quality of shopping malls. The study comprises a research on definitions and theories of public realm, public space, and urbanity and their interaction with shopping mall design concepts. The shopping places in history and the contemporary shopping mall, from the beginning through the emerging types, are exemplified and examined from literature and World Wide Web, in order to understand their evolution, their transformation, and their regeneration reasons, strategies and solutions. (The kinds of regeneration reasons, strategies and solutions, *physical, social, economical, environmental, and managerial*, is an extensive study that they have not examined in detail in this thesis.) In the end, the recent regeneration strategies also verify the customers' preferring of shopping malls with improved urban public space quality.

1.2. Structure of the Thesis

The first chapter, *Introduction*, elucidates the importance of shopping malls as public spaces in our daily life and in urban context.

The second chapter, *Shopping Malls as Urban Public Spaces*, elaborates the definitions and theories of urban public space (2.1) and examines the context of urbanity and shopping mall (2.2). Lastly, the emerging concepts in design of shopping places solidify the rising importance of urban public space quality of shopping environments (2.3).

In the third chapter, *Historical Evolution of Shopping Places*, shopping places' types and history will be explained with their transformations and their inspirations for the followers.

The fourth chapter, *The Contemporary Shopping Mall*, examines out-of-town and inner-city shopping mall examples from world which are significant in means of expansion and renovation (4.1). Up-to-date approaches in shopping mall design will be exemplified in this chapter also, to understand the recent trends (4.2). Finally, the shopping malls in Turkey will be explicated with the earliest examples and the latest ones (4.3).

Shopping malls need to be regenerated continually, in order to be preferred by the customers. Thus, in the fifth chapter, *Regeneration of Shopping Malls*, answers for the following questions will be searched:

- When do shopping malls need regeneration?
- Why do shopping malls need regeneration and what do they gain with regeneration?
- In what ways and aspects are shopping malls regenerated?

The concluding chapter, by summarizing the recent trends in design and in regeneration of shopping malls, comprises an attempt to visualize how regeneration strategies will be the solution in future, in the context of shopping mall and urbanity.

CHAPTER 2

SHOPPING MALLS AS URBAN PUBLIC SPACES

> By affording opportunities for social life and recreation in a protected pedestrian environment, by incorporating civic and educational facilities, shopping centers can fill an existing void. They can provide the needed place and opportunity for participation in modern community life that the ancient Greek Agora, the Medieval Market Place and our Town Squares provided in the past (Gruen and Smith 1960, p.24).

Shopping malls became a part of daily urban life as multifunctional urban public spaces of modern era. Despite ongoing arguments on shopping malls' urbanity and publicness from the very beginning of the development, shopping malls' ‘‘city space qualities’’ cannot be denied. According to Gehl (2007, p.3), a city space has always served three vital functions, as; meeting place, marketplace and connection space;

> As a meeting place, the city was the scene for exchange of social information of all kinds. As a marketplace, the city spaces served as venues for exchange of goods and services. And finally, the city streets provided access to and connections between all the functions of the city.

Furthermore, Victor Gruen -the architect of the first shopping mall- proposed the mall as the basic unit of urban planning (Figure 2.1). According to Gruen and Smith (1960, p.24), shopping malls were to become ‘‘multi-purpose town centers’’.

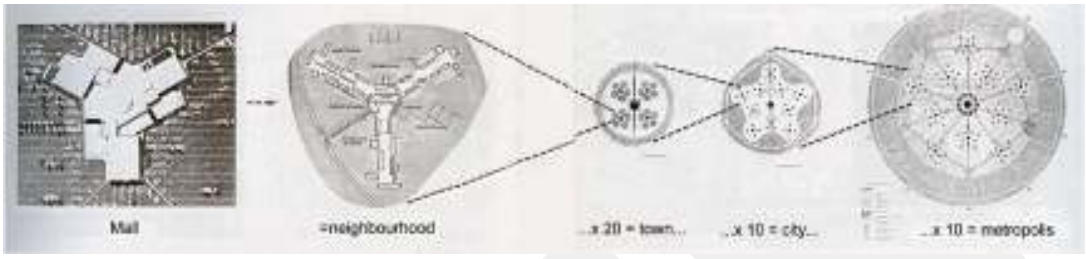


Figure 2.1. Victor Gruen’s Diagram
(Leong 2001, p.384)

Gruen’s real ambition was to ‘‘redefine the contemporary city’’ (Leong 2001, 381). In the beginning, he designed the suburban mall to be the nucleus of a subsequent development. He also aimed an inside urbanity and publicness in the mall; as Crawford (2002, p.24) states, ‘‘he recreated the complexity and vitality of urban experience without the noise, dirt, and confusion’’ in the suburban mall. Besides, the first inner-city mall he designed served as a model for many urban renewal projects; it was a catalyst for the regeneration of the downtown area. Leong (2001, p.386) claims that Gruen also envisioned the suburban shopping mall as a model for downtown revitalization (These characteristics of the shopping mall -as proposed by Gruen- will be further discussed in Chapters 3 and 4).

Consequently, the initial aims of Gruen were, to develop urbanity and create new public spaces by means of shopping mall.

2.1. Public Realm, Public Space and Urbanity

Arendt (1958, p.52) describes the public realm as the common world, which gathers us together. Lofland (1998, p.9) describes public realm as ‘‘a world of strangers’’:

> The public realm is constituted of those areas of urban settlements in which individuals in copresence tend to be personally unknown or only categorically known to one another. Put differently, the public realm is made up of those spaces in a city which tend to be inhabited by persons who are strangers to one another or who ‘know’ one another only in terms of occupational or other nonpersonal identity categories (for example, bus driver-customer).

According to Tibbalds (2004, p.1) public realm is, ‘‘all the parts of the urban fabric to which the public have physical and visual access’’. Hereby, according to its dictionary definition, a public space is the space, which is ‘‘accessible or visible to all members of the community’’ (http://www.merriam-webster.com/dictionary/public (12.12.2009)).

Carr et al. (1992, p.xi) regard public space as ‘‘the common ground where people carry out the functional and ritual activities that bind a community, whether in the normal routines of daily life or in periodic festivities’’. Or, simply, ‘‘a public space can be defined as space that allows all the people to have access to it and the activities within it’’ (Madanipour 1996, p.144).

The activities in a public space and / or the vitality of a public space affect its quality. Carr et al. (1992, p.91-135) determine the 'needs in public space', which cover many different aspects:

- Comfort: physical comfort which can be achieved by meeting need for food, drink, shelter from the natural elements, or a place to rest when tired.
- Relaxation: physiological comfort which can be achieved by the use of natural elements –trees, greenery, water features- and separation from vehicular traffic.
- Passive Engagement: experiencing the environment without getting involved, for example, providing sitting places that allow people watching.
- Active Engagement: becoming involved through, for example, public art, fountains, coffee stalls, the arrangement of benches
- Discovery: representing desire for new spectacles and pleasure experiences, 'discovery' depends on variety and change.

Public spaces are in different forms, such as streets, squares, plazas, market places and parks. These public spaces are not only social and physical places; they also have ecological, psychological, political, economic, symbolic and aesthetic roles in urban context (Ercan 2007, p.115).

According to Jacobs (1961, p.29), the main public spaces of a city are the streets and sidewalks; ''Think of a city and what comes to mind? Its streets. If a city's streets look interesting, the city looks interesting; if they look dull, the

city looks dull.'' Streets give an identity to a city. In this manner, another important factor as an urban experience -in generating life and activity- is 'movement through public space and pedestrian flows' (Carmona et al. 2006, p.168). Thus, an active pedestrian / street life is important for the quality of publicness of an urban space and ''it can only exist by worthwhile destinations that are easily accessible on foot'' (Duany et al. 2000, p.64). An active movement through public space can be considered as both a catalyst and a result of vitality and diversity qualities of space. People socially tend to go to more crowded public places for more interaction and activities. In response, the most preferred public places can be considered to have more movement.

According to Oxford's The Advanced Learner's Dictionary of Current English (1967, p.1105), urbanity is the quality or character of life in a city. So, urban public places are spaces where urban life takes place.

Montgomery (1998, p.96) explains that, successful urban places must combine quality in three essential elements: physical space, the sensory experience and activity. He (1998, p.97) describes the activity as a product of two separate but related concepts: vitality and diversity.

> Vitality refers to the numbers of people in and around the street (pedestrian flows) across different times of the day and night, the uptake of facilities, the number of cultural events and celebrations over the year, the presence of an active street life, and generally the extent to which a place feels alive or lively (Montgomery 1998, p.97).

Additionally, the most lively and interesting urban areas tend to be places of complex diversity, which have a long-term urban vitality (Montgomery 1998, p.99). Montgomery also categorizes the principles for achieving urbanity, which also covers the 'needs in public space' as defined by Carr et al. (1992, pp.91-135).

Table 2.1. Summary principles for achieving urbanity
(Montgomery 1998, p.114)

(A) ACTIVITY		
	PRINCIPLE 1:	GENERATING PEDESTRIAN FLOWS AND VITALITY
	PRINCIPLE 2:	SEEDING PEOPLE ATTRACTORS
	PRINCIPLE 3:	ACHIEVING A DIVERSITY OF PRIMARY AND SECONDARY USES
	PRINCIPLE 4:	DEVELOPING A DENSITY OF POPULATION
	PRINCIPLE 5:	VARYING OPENING HOURS AND STIMULATING THE EVENING ECONOMY
	PRINCIPLE 6:	PROMOTING STREET LIFE AND PEOPLE-WATCHING
	PRINCIPLE 7:	GROWING A FINE-GRAINED ECONOMY
(B) IMAGE		
	PRINCIPLE 8:	LEGIBILITY
	PRINCIPLE 9:	IMAGEABILITY
	PRINCIPLE 10:	SYMBOLISM AND MEMORY
	PRINCIPLE 11:	PSYCHOLOGICAL ACCESS
	PRINCIPLE 12:	RECEPTIVITY
	PRINCIPLE 13:	KNOWLEDGEABILITY
(C) FORM		
	PRINCIPLE 14:	ACHIEVING DEVELOPMENT INTENSITY
	PRINCIPLE 15:	ZONING FOR MIXED USE
	PRINCIPLE 16:	BUILDING FOR A FINE GRAIN
	PRINCIPLE 17:	ADAPTABILITY OF THE BUILT STOCK
	PRINCIPLE 18:	SCALE
	PRINCIPLE 19:	CITY BLOCKS AND PERMEABILITY
	PRINCIPLE 20:	STREETS: CONTACT, VISIBILTY AND HORIZANTAL GRAIN
	PRINCIPLE 21:	THE PUBLIC REALM
	PRINCIPLE 22:	MOVEMENT
	PRINCIPLE 23:	GREEN SPACE AND WATER SPACE
	PRINCIPLE 24:	LANDMARKS, VISUAL STIMULATION AND ATTENTION TO DETAIL
	PRINCIPLE 25:	ARCHITECTURAL STYLE AS IMAGE

2.2. Urbanity and Shopping Mall

Shopping malls are not only retail environments for us; they are also a type of public space. When we analyze them, we see that they mostly aim to satisfy Carr et al.'s (1992, p.91-135) 'needs in public space'.

The public space quality or the publicness of shopping mall is a critical issue, and even from the beginning, the shopping mall designers intended to achieve urbanity. There are two main designing methods for this aim; (1) urban fabric reinterpretation in shopping mall and (2) urban fabric and shopping mall integration.

2.2.1. Urban Fabric Reinterpretation in Shopping Mall

Urban fabric reinterpretation is simulating the city image in shopping mall. So, the visitors of shopping mall could sense a city street atmosphere while they are walking on corridors, for example.

As Montgomery (1998, p.100) states, ‘‘…imageability is influenced by a city’s legibility: the degree to which the different elements of the city are organized into a coherent and recognizable pattern.’’ So, in our case, urban fabric reinterpretation in shopping mall obtains legibility for shopping mall, which is one of the important principles for achieving urbanity (Montgomery 1998, p.114).

Lynch (1960, p.46) classifies the contents of city elements, which are referable to physical forms, into five types of elements: nodes, edges, paths, districts, and landmarks. In city space context, the nodes are city squares; the edges are building façades; the paths are streets; the districts are different functional regions of city; and the landmarks are monuments or special buildings, etc. (Table 2.2).

Birol (2005, p.424) has offered city elements in shopping mall (Table 2.2), which are defined by Lynch (1960) and adapted to interiors by Weisman (1981) and Passini (1984).

Table 2.2. City elements in shopping mall
(Compiled upon Birol's (2005, p.424) table of 'City elements in shopping mall' and photos of Taksim / Beyoğlu /İstanbul and Forum Ankara AVM)

CITY ELEMENTS (LYNCH)	CITY SPACE	SHOPPING MALL
NODES are points, the strategic spots in a city.		
EDGES are the linear elements not used or considered as paths by the observer.		
PATHS are the channels along which the observer customarily, occasionally, or potentionally moves.		
DISTRICTS are the medium-to-large sections of the city.		
LANDMARKS are another type of point-reference, which the observer does not enter within them.		

As a result, the city elements convert into interior space elements to create ''an illusion of city space'', thus, shopping malls tend to be an alternative to the city center (Birol 2005, p.424). But, it is not enough to reinterpret the

urban fabric inside the shopping mall to achieve the genuine urbanity. An enclosed shopping mall without any connection with urban fabric cannot be considered as urban public space. It is only a simulated urbanity that is stuck inside a box. Exemplarily, in Southdale Center, the first fully-enclosed climate-controlled shopping mall from 1956, Victor Gruen designed a simulation of urbanity. He planned an atmosphere of leisure, excitement, and intimacy to be created. To achieve this he placed works of art, decorative lighting, fountains, tropical plants, and flowers throughout the mall; he recreated city space inside the shopping mall. (as discussed in detail in Chapters 3 and 4).

2.2.2. Urban Fabric and Shopping Mall Integration

The location of a shopping mall is one of the most important aspects for its degree of integration with urban fabric. Accordingly, the accessibility of a shopping mall differs when it is located either in town centre or out-of-town.

As Coleman (2007, p.273) states, accessibility directly affects ‘‘how easily customers can visit and be encouraged to return, how efficiently goods can be delivered to supply the shops and the means of safety and security of the occupants.’’ So, accessibility affects catchment population of a shopping mall; ‘‘the easier the access, the larger, by area, will be the catchment area’’ (Coleman 2007, p.273). Differently than out-of-town sites, town centre sites have additional considerations, such as existing structures, services and the issue of integration within the existing urban fabric (Table 2.3).

Table 2.3. Lists of Criteria to consider for shopping mall location
(Coleman 2007, pp.268-269)

OUT-OF-TOWN CRITERIA

· How accessible is the site by car, public transport and service vehicles?
· How close is the site to a primary road network?
· Is the site prominent and easily seen from the approaching roadways?
· What is the availability and capacity of mains services to the site?
· How large is the available site – will it accommodate the proposed development and allow for further growth if required?
· What is the topography of the site and how developable is the land?
· How easily can the land be acquired?

TOWN CENTRE CRITERIA

· How accessible is the site to the primary trunk roads? Customer access to the site by private car and public transport is essential. Service vehicles require access to the shops and fire-lighting and emergency medical vehicles need to be able to access the buildings for public safety.
· What is the existing retail provision and how will its proximity influence the new development? It is important to ensure the two complement each other and work together.
· What main services exist and what is their capacity? Any necessary diversions of existing services to clear the site will need to be determined. Service intake positions will need to be established.
· Shopping centers consume large amounts of energy and locations for new substations, or retained substations, will need to be planned. Combined heat and power may be appropriate for certain locations and a suitable site location will need to be identified if an alternative electrical source to the national grid is to be used.
· An assessment of the urban structure will be necessary for the development to be integrated into the town centre.
· An understanding of the existing shopping pattern and circulation routes will be required for the new centre to successfully extend the shopping circuits.
· The new development should also allow for cross routes to surrounding areas to be maintained across the completed development.
· Maintaining pedestrian permeability through the town centre is an important consideration.
· An assessment of the existing architectural character should be made to establish the key design criteria for the new buildings.
· Where historic buildings and conservation areas are involved, the quality and character of retained and adjacent buildings should be understood and carefully integrated with the development.
· Where historic buildings are to be demolished, a case will need to be prepared to establish that the existing buildings could not be reused. Specialist historic building consultants can assist in these circumstances.
· An assessment should be made of the character of the existing public realm to help determine the requirements for any new public spaces and how these will complement existing spaces.
· An assessment of the character and range of uses in the surrounding districts will assist the integration and compatible sitting of any new mixed-use elements to be included within the town centre.
· Review and establish the location relative to the location of existing public transport and public car parking facilities.

Pedestrian access is one of the important aspects of integration, which forms a continuous street life from the urban fabric through the shopping mall. Montgomery (1998, p.96) states that, ‘‘successful urban places are based predominantly on street life, and the various ways in which activity occurs in and through buildings and spaces.’’ So, an integration of urban fabric and shopping mall as an enclosed public space is beneficial for the quality of city urbanity. Additionally, the shopping mall itself becomes a more successful urban public space. Montgomery’s (1998, p.98) ‘Policy directions to foster an urban sense of place’ can be used to evaluate that success in shopping malls as urban public spaces (Figure2.2). As a conclusion, the degree of urban public space quality of a shopping mall directly affects its success; either the urbanity is reinterpreted inside the shopping mall or in case of integration of urban fabric and shopping mall.

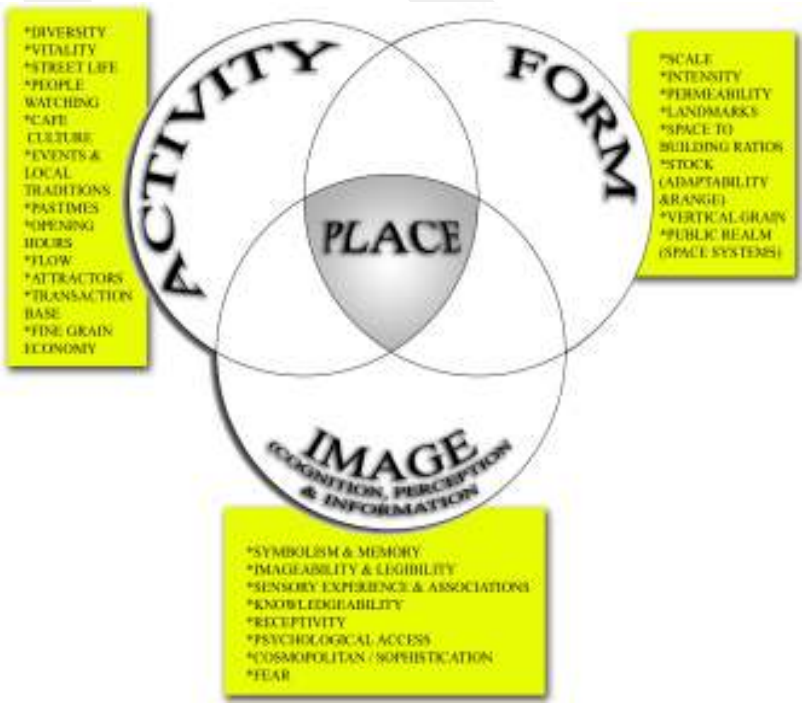


Figure 2.2. Policy directions to foster an urban sense of place
(Montgomery 1998, p.98)

2.3. Emerging Concepts in Design of Shopping Places: Rediscovering Open Space and Sustainable ‘‘Green’’ Shopping Malls

As explained in the next chapter of the thesis, the history of shopping places started in open public spaces. The shopping activity took place in urban public spaces of city with other social activities. The enclosed shopping mall separated the shopping space from the city visually, physically and socially. By reinterpreting an urban fabric inside mall, it aims to recreate the public space outside the city centre.

Today, there is a tendency to move away from enclosed malls. By definition, inner-city shopping malls are more integrated into urban fabric. For example, the hybrid centers are combining open spaces with enclosed interior space. Furthermore, shopping places are re-becoming open public spaces with untempered, open and covered streets, a full integration with urban fabric (Coleman 2007, p.285) (Figures 2.3 and 2.4).



Figure 2.3. Open streets and covered urban spaces integrate with the existing streets, The New Retail Quarter, Sheffield, UK (planned 2010-2012) (Coleman 2007, p.287)



Figure 2.4. An open two level street integrates with the streets of Nijmegan, The Netherlands (http://www.planum.net/4bie/main/m-4bie-nijmegen.htm (08.11.2009)) (http://noviomagum.web-log.nl/photos/uncategorized/marikenstraat_nijmegen_1.jpg(08.11.2009)) (http://farm3.static.flickr.com/2220/2163370049_6c4e5abd88.jpg(08.11.2009))

On the other hand, the out-of-town shopping malls are becoming ‘‘nucleus of a subsequent development’’ as Gruen imagined. These hybrid buildings not only include shopping malls, residential buildings, office buildings, hotels, …etc., they also have vast outdoor public spaces with pools, fountains, ice-rinks, recreational outdoor spaces, …etc. (Figure 2.5).



Figure 2.5. Remington Centre, north of Toronto, will have a vast outdoor public space (Canada's largest multi-cultural shopping center’s ground breaking is expected in 2011) (http://www.worldarchitecturenews.com/index.php?fuseaction=wanappln.projectview&upload_id=13055(22.12.2009))

The other important emerging concept in design of shopping places is to build up sustainable shopping malls. ‘‘Sustainability means that present and future persons have the same right to find, on the average, equal opportunities for realising their concepts of a good human life’’ (Ott 2003, p.60). So, the changes needed to ensure that future generations on earth could enjoy the same quality of life that we enjoy today.

Today, the entire real estate industry is increasing its focus on making buildings greener, which simply means using healthier, less polluting and more resource-efficient practices that promote the wellbeing of building occupants and results in less drain of the urban infrastructure and natural resources. Sustainability guarantees the environmental quality for future (http://www.icsc.org/srch/education/newsletter/clsmNews1206/05Sustainable.pdf (20.11.2009)).

So, sustainability not only provides the integration of nature and shopping mall, but also has economic and social benefits, which will affect the overall success of the mall. Today, sustainability is not a requirement, because the ‘‘cost / benefit dilemma’’ of green design-build is still a question for shopping malls. Even so, ‘‘the cost is often compared to the perceived benefits by retail developers including, the health and well-being of occupants, community friendliness, as well as the economic benefits, not to mention the positive impact on the environment’’ Sustainability will be a long-term profit for world. (http://www.icsc.org/srch/education/newsletter/clsmNews1206/05Sustainable.pdf (20.11.2009)).

Sustainability is an extensive global environmental issue that will not be examined in detail in this thesis, but the sustainability criteria for shopping malls are given below (Table 2.4). LEED (Leadership in Energy and Environmental Design) is a point rating system devised by the U.S. Green Building Council (USGBC) to recognize the extent of environmental performance of a building thereby encouraging sustainable design (http://www.icsc.org/srch/education/newsletter/clsmNews1206/05Sustainable.pdf (20.11.2009)).

Table 2.4. Sustainability Criteria for Shopping Malls (http://www.icsc.org/srch/education/newsletter/clsmNews1206/05Sustainable.pdf (20.11.2009))

CRITERIA FOR SUSTAINABILITY
· WATER EFFICIENCY This includes installation of water efficient landscaping irrigated without potable water, innovative wastewater technologies and proven methods of reducing water consumption.
· ENERGY and ATMOSPHERE This includes commissioning of the building energy systems with required levels of energy performance optimization, refrigerant controls, on-site renewable energy, and use of "green" power.
· MATERIALS and RESOURCES This includes storage and collection of recyclables, building reuse (such as retrofitting a vacant big box into small shop GLA without complete demolition), maintaining a substantial portion of existing walls, floors and roof, properly managing construction waste, recycled content and materials reuse, use of certified wood and rapidly renewable materials extracted, processed and manufactured regionally.
· INDOOR ENVIROMENTAL QUALITY (IEQ) This includes minimum acceptable indoor air quality (IAQ) during construction and operations phase with increased ventilation and outdoor air delivery monitoring, environmental tobacco smoke control, low-emitting materials, such as adhesives, sealants, paints, coatings, carpets, composite woods and agrifiber products; controlling chemicals and pollutant systems, such as lighting and thermal comfort, and promoting daylight and views of exterior.
· INNOVATION in DESIGN Extra points are awarded to encourage retail developers to employ innovative design techniques, achieve exceptional environmental performance and use accredited LEED professionals in the design team.

CHAPTER 3

HISTORICAL EVOLUTION OF SHOPPING PLACES

Today, consumption has become a lifestyle and shopping malls are the temples of consumption. Shopping malls are regenerating urban surrounding with their multiple functionality, different architectural concepts, and innovative architectural solutions they provide. How do they become that powerful? In this chapter, historical evolution of shopping places will be examined and exemplified from the ancient times through the first enclosed shopping mall.

3.1. Types and History

> The city is an involved organism under constant change. In its living mesh, public structures are bonded to the places where people live, and these, in turn, are bonded to each other, in a rich artifice of contiguity. The city presents us with a new set of environmental ideas, such as the street, the public square, the defensive wall and its gates. It crowds our discussion with a score of building inventions – for example, the canal and the granary, the palace and the bath, the market, the bakery, shops, restaurants, and libraries (Kostof 1995, p.43).

The evolution of shopping places is a social process. The titles and historical periods of types in this thesis are arranged mostly according to Peter Coleman and Rem Koolhaas's historical evolution studies, which both arranged the titles in order of that social process (Coleman 2007 and Koolhaas 2001).

3.1.1. Ancient Times

When Prehistoric people started to communicate they also started to trade. They bartered goods and services from each other. The history of long-distance commerce began approximately 150.000 years ago (Watson 2005, Introduction). The earliest trading activities took place in meeting and gathering spaces (Coleman 2007, p.19).



Figure 3.1. Çatalhöyük 5000 BC and today
(http://www.thy.com/images/skylife/8-2006/119/14_119catalhoyuk%20ek.jpg (11.12.2009))
(http://www.catalhoyuk.com/media/photography.html (11.12.2009))

During the Stone Age, the exchange of obsidian and flint was started. In Çatalhöyük, a Neolithic period settlement in southern Anatolia 7500-5000 BC (Figure 3.1), there is evidence that obsidian tools were traded for items such

as Mediterranean sea shells and flint from Syria. In 1969 Jane Jacobs developed a new theory, called New Obsidian Theory, to explain the progress of urbanization in Neolithic ages. In this theory she created an imaginary city and named as New Obsidian, Çatalhöyük was her model city. According to Jacobs (1969), the obsidian trade exposed the New Obsidian city and the whole city was a market place in function. Also according to Kostof (1995, p.43), the urban revolution differs from the Neolithic revolution. The city typified a social process and the revolution it brought about was embodied in the interaction of people with each other. Additionally, as Gruen (1964, p.21) cited from Lewis Mumford's book *The City in History,* one of the primary purposes for the founding and functioning of cities is exchanging goods. So, trade is one of the reasons for interactions of people with each other that developed urbanization.

Although it is assumed that trade was started in Neolithic period; the earliest figurative presentation of market place is seen in Egyptian drawings in 1500 B.C. (Figure 3.2). But, there is no certain evidence in what space or building they carried out their trading activities (Coleman, 2007 p.19).

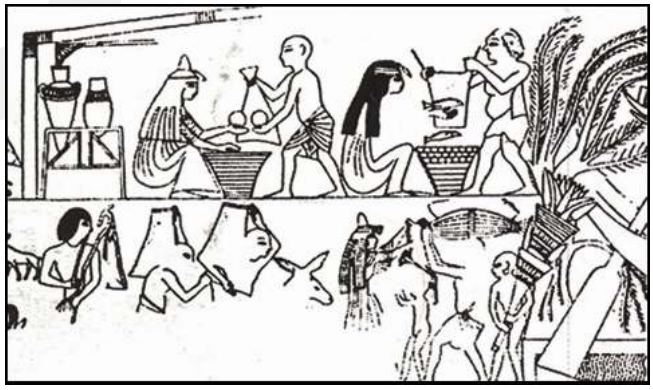


Figure 3.2. Drawing of Market at Thebes (Egypt) (Koolhaas, 2001)

Before the invention of money, trade was state's sovereignty to be. For example, in Ancient Egypt, pharaoh wielded complete control of the land and its resources as the absolute monarch of the country. All people were his workers. Then they started to trade in little scales. They used a kind of barter system. The ancient Egyptians did not conceptualize the use of money until the Late Period. During the 5th century B.C., money was introduced from abroad (http://www.touregypt.net/featurestories/prices.htm (20.12.2009)).

According to Herodotus (de Sélincourt 2003, p.44), the Lydians, an Iron Age kingdom of western Asia Minor located in the modern Turkish provinces of Manisa and inland İzmir, introduced the use of gold and silver coin in the 7th century B.C. (Figure 3.3). This was a milestone in the world's economical history. More importantly for us, Lydians were the first to establish retail shops in permanent locations.



Figure 3.3. Lydian Coin 6th century B.C. (http://en.wikipedia.org/wiki/Coin (10.12.2009))

In the ancient east, chains of retail stores are known to have operated in China in several centuries B.C. (Koolhaas 2001, p.29). Chinese people

traded salt, iron, fish, cattle, and silk through the famous Silk Road, they also traded externally: goods from China could be traded by Greece (http://ancienthistory.about.com/od/china/ss/082208china_5.htm (1.1.2010)).

3.1.1.1. Greek Agora

> Whatever servant you order to buy something for you from the Agora, and bring it, not one of them will have any difficulty; everyone will plainly know where he must go to get each class of goods. The reason for this, I said, is simply that they are kept in their appointed places. (Xenophon, Oeconomicus cited in Thompson 1993, p.27)

The Agora was an open ‘‘place of assembly’’ in ancient Greek city-states. Mumford (1961) states that the most important function of the agora was place for daily communications and formal and informal assembly. In the beginning, the citizens would gather in the agora for military duty or to hear statements of the ruling king or council, early in the Greek history in 900s-700s B.C. Later, the Agora defined as an open-air, often tented market place of a city where merchants had their shops and where craftsmen made and sold their wares (Mark 2009, p.1). According to Rubenstein (1992, p.2), Agora was the genesis of modern urban space.

> On market days, goods were laid out on mats or on temporary stalls to allow other activities – such as voting and debate, public displays, sports and parades – to take place outside market days. The earliest trading took place at the hub of the settlement, and so established the integrated relationship between trading and the heart of civilized activity in the centre of the towns (Coleman 2007, p.19).

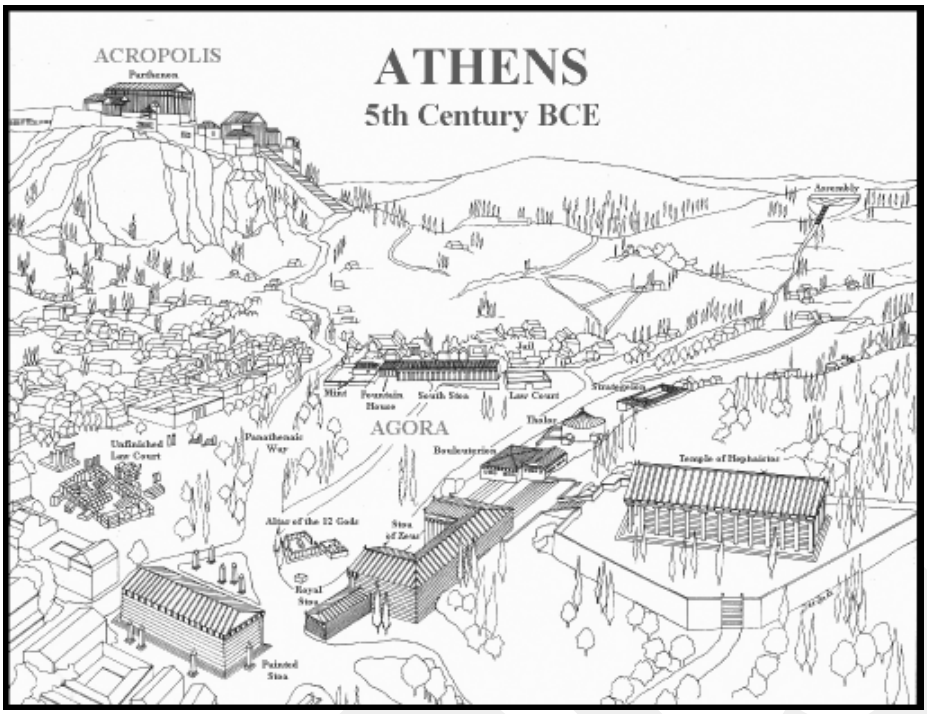


Figure 3.4. Agora of Athens 5th Century B.C.
(http://socrates.clarke.edu/athens.gif (12.12.2009))

Agora was located on the crossings of main roads of the city and surrounded by public buildings (Figure 3.4). One of the important parts of the Agora was the Stoa. Stoa comprises covered walkways or porticos for public usage. Large porticoes appeared on the main roads of the big towns during the Greek and Roman periods (Norwich 1984, p.146).

In the ancient Greek merchants spread their wares under the colonnades of the Stoa, which was especially designated for their activity (Gruen & Smith 1960, p.17). Still there were no permanent shops as a physically defined space for shops in the Greek Agora. Mumford (1961, p.163) explains that, in the beginning, the Greek cities developed in a spontaneous, organic fashion, lacked coherent street systems, and contained 'only the beginnings of arcaded public promenades'. But later, starting in the sixth century B.C., new

Greek cities emerged that were based on a systematic plan, called gridiron, with standardized blocks, long wide avenues, and a rectangular agora surrounded by colonnaded streets. The Romans extended this plan.



Figure 3.5. The restored Stoa of Attalos in Athens & Kapalıçarşı in İstanbul today (http://en.wikipedia.org/wiki/File:Stoa_in_Athens.jpg (12.12.2009)) (http://istanbulwallpapers.com/wp-content/images/1152/carsilar/GRAND_BAZAAR_KAPALICARSI_4_istanbul_wallpapers_1152x864.jpg (12.12.2009))

> …porticoes could be simple covered alleys, but an interior colonnade might double their width. Shops could be placed inside, thereby changing them into commercial centers, and one or even two storeys gave them more space. These great halls had no real function, but it was there that people met other people. Thanks to the porticoes, the colonnade, which had until then been preserve of religious architecture, also became a fundamental element of civil architecture; the same Orders were used, but they were simplified (Norwich 1984, p.146).

According to their planning, system and functions agora and stoa can be conceived as the ancestors of the Roman forum and eastern bazaar (Figure 3.5).

3.1.1.2. Roman Forum and Trajan's Market

> The Roman Forum was not simply the core of an ancient city; for many it was the center of the universe. From the birth of the empire under Augustus in 31 B.C., and for nearly five hundred years thereafter, Rome ruled -with lacunae- most of what we call the civilized world. From Scotland to the Sahara, and from Gibraltar to the Euphrates, the Roman Empire was in control. Moreover, Rome was the handmaiden of our alphabet, a bellwether of urban organization and its legal institutions, and the creator of startling new horizons in architecture (Smith 1990, p.26).

Forum is the market place or public place of an ancient Roman city, the center of judicial and business affairs and a place of assembly for the people (http://www.merriam-webster.com/dictionary/forum (12.12.2009)). Just like Greek Agora, the major cities of the Roman period formed open spaces as the centre of the civic life, which were surrounded by temples, basilicas, bathhouses and state buildings. Shopping was one of the activities which took place both in the buildings and in the forum space (Coleman 2007, p.19).

The Roman Forum, which was a rectangular courtyard surrounded by shops, was located on the axis, between basilica and capitol (Figure 3.6). This plan was repeated throughout the Empire. Marcus Vitruvius Pollio who was born in 80–70 B.C. and died after 15 B.C. has been called as world's first known engineer. He outlined the standardization and use of ready made models in his treatise. As a result, from the 1st century B.C. new towns and municipalities became miniature Romes. The role of architectural innovation had been reduced (Norwich 1984, p.160).

The major forum was called the Forum Romanum. The others named as the Forum Caesaris, the Forum Trajani, the forum boarium (the cattle market), the forum piscarium (the fish market), the forum holitorium (the vegetable market), and the forum suarium (the hog market); like today's supermarkets (http://ancienthistory.about.com/library/bl/bl_pennellhistoryofrome47.htm (12.12.2009)).

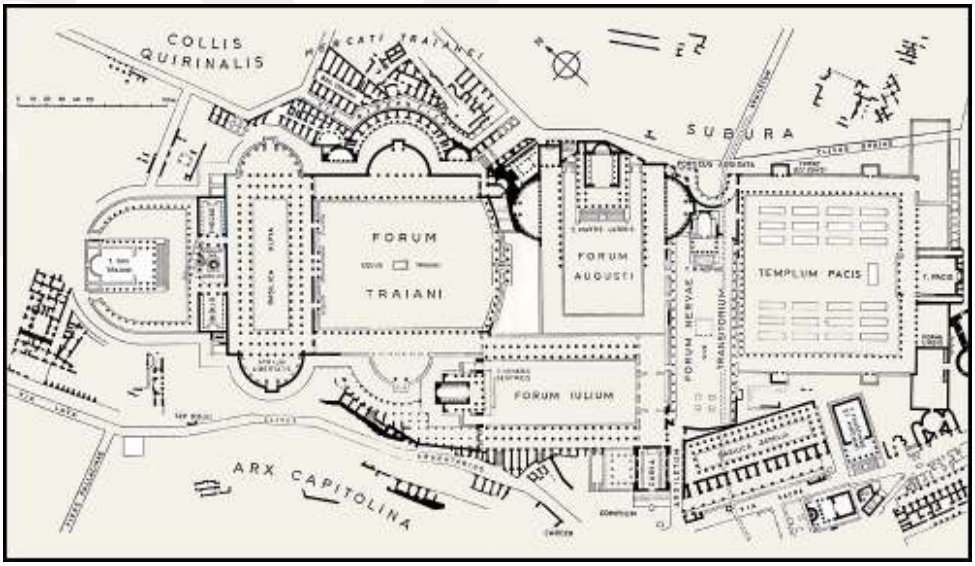


Figure 3.6. Forum of Trajan in Rome
(http://webpages.csus.edu/~sac90717/Areas/ImperialFora.html (12.12.2009))

Trajan's Market (Mercatus Traiani) is another important milestone in the evolution of shopping places (Figure 3.7). According to Watkin (1996, p.66), Trajan's Market provided a totally new image for urban design, as a revolutionary complex of vaulted spaces for commercial and social purposes. Apollodorus of Damascus built the Market in AD 100-110 in the time of Emperor Trajan. During the Middle Ages the complex was transformed by adding floor levels. Trajan's Forum is likely to have been one of the first collections of defined shops and was a magnificent arrangement of shared-use buildings. It was the first example of the shops largely under cover and arranged on several levels (Coleman 2007, p.20). Pevsner (1976, p.235) described Trajan's Forum as having about 150 shops on various levels. The upper levels were used for offices while the lower part, had shops selling oil, wines, seafood, groceries, vegetables and fruit.



Figure 3.7. Trajan's Market today, Rome
(http://en.wikipedia.org/wiki/File:Trajansmarket.jpg (12.12.2009))

3.1.2. Medieval to 19th Century

After the fall of the Western Roman Empire in 5th century, Western Europe drifted into 500 years or so of dark ages, shopping included. The large-scale

retail environment of the Roman forum was not re-attained until many centuries later. However, trading never ceased and barter became the basis for exchange of goods rather than money. Following the dark ages, the Middle Ages witnessed the first sustained urbanization of northern and western Europe. As a result, towns began to proper again, alongside the castles and abbeys, eventually broadening and develeoping into trading centres (Coleman 2007, p.20).

3.1.2.1. Medieval Market Hall and Town Hall



Figure 3.8. Palazzo del Broletto in Como, Italy -1215 (One of the earliest surviving example for medieval market and town hall)
(http://www.italiantourism.com/discov13.html (12.12.2009))
(http://picasaweb.google.com/lh/photo/smgcxdNgjggGuf2v0tePXw (12.12.2009))

The market and town halls were the heart of trading and business activity of the city. They were located along with the market square, in the center of the town. The early market and town hall buildings combined the two uses: the first floor was administiration, the ground floor remained open between the columns and was used as an extension to the market (Figure 3.8). The

mercandises displayed on removable stalls. After a while, the ground floors were arranged into a group of small shops. So, the defined shop spaces in Nothern Europe started. This format of outward facing collections of shops would come to form the basis of shop-lined streets throughout Europe in later centuries (Coleman 2007, p.20-21).

Likely Morrison (2004, p.8) states that, by 1300 permanent structures had began to intrude on to open market places. These islands of buildings originated as temporary stalls arranged in narrow rows devoted to particular trades. Later, the stalls were replaced by buildings with domestic accommodation or storage above a stall or shop, and many were eventually reconstructed as complete houses.

A very good example of a combined market and town hall providing a collection of defined shops can be found at the Ring in Breslau – 1275, today Wroclaw in Poland (Figure3.9). The Breslau Market Buildings are one of the earliest examples of purpose-built single-use market buildings. Beside the town hall, four parallel linear ways lined with shops on each side provided undercover stalls for different types of trade (Geist 1989, p.40). The market was founded according to Magdeburg Law as early as the rule of Henry I the Bearded between 1214 and 1232. Over time, the patricians' houses appeared and by the middle of the 14th century they had formed a closed construction with the limits of the plots defined. The Magdeburg Law were a set of German town laws regulating the degree of internal autonomy within cities and villages granted with it by a local ruler. The law was a milestone in

urbanization of the region and prompted the development of thousands of villages and cities (http://en.wikipedia.org/wiki/Magdeburg_rights (1.1.2010)).



Figure 3.9. Ring market in Wroclaw-Poland
(http://commons.wikimedia.org/wiki/File:Breslau_Ring_Ostseite_(1890-1900).jpg (1.1.2010))
(http://en.wikipedia.org/wiki/File:Wroclaw-Rynek-7.2005.jpg (1.1.2010))

By the 16th century, across Europe market buildings were no longer combined with town halls. Instead, market halls were built as large linear

structures covering long nave-like spaces, with side aisles lined with stalls forming collections of shops (Coleman 2007, p.22).

3.1.2.2. Eastern Bazaar

The bazaar first appeared in the Middle East, around the fourth century, along the important trade routes as a reason of constant flow of foreign and exotic goods. Special areas of cities were eventually designated as areas of trade for the establisment of first bazaars. Bazaars were not only for trade, but they were also the social, religious, and financial centers of cities. An Eastern Bazaar is a permanent merchandizing area, market place, or street of shops where goods and services are exchanged or sold. The bazaar is the precursor for the modern day supermarket, flea market, and shopping mall, which originated from ancient civilizations. More importantly, it has had a great influence on the economic development and centralization in modern cities around the world. The bazaar continues to develop and modernize externally while its internal character and purpose remains the same. As a result, the bazaar maintains its place in modern society (Figure 3.10) (http://www.newworldencyclopedia.org/entry/Bazaar (12.12.2009)). Today, the traditional bazaar type is among preserved and still alive heritages.

The traditional Eastern bazaar consists of shops in vaulted streets closed by doors at each end, usually with caravanserais connected into the middle of the bazaar. In small towns, the bazaar is made up of a covered street, whereas in large cities it can take up kilometers of passageways. Eastern

bazaars are divided into various parts. Each parts specializes in a single trade or craft, like carpet sellers, goldsmiths, shoemakers, and souvenirs...etc (http://www.answers.com/topic/bazaars-and-bazaar-merchants (1.1.2010)).

Another important detail in the evolution of Eastern bazaars, which is different from European market and town halls is that, the bazaars were generally inward looking with the shops facing into a covered street or interior space, while the European market and town halls generally arranged the shops to face outwards on to the squares and streets (Coleman 2007, p.25). According to Geist, the Eastern bazaar is the reference model of the arcade, which has also an inward planning (Geist 1985, p.4).

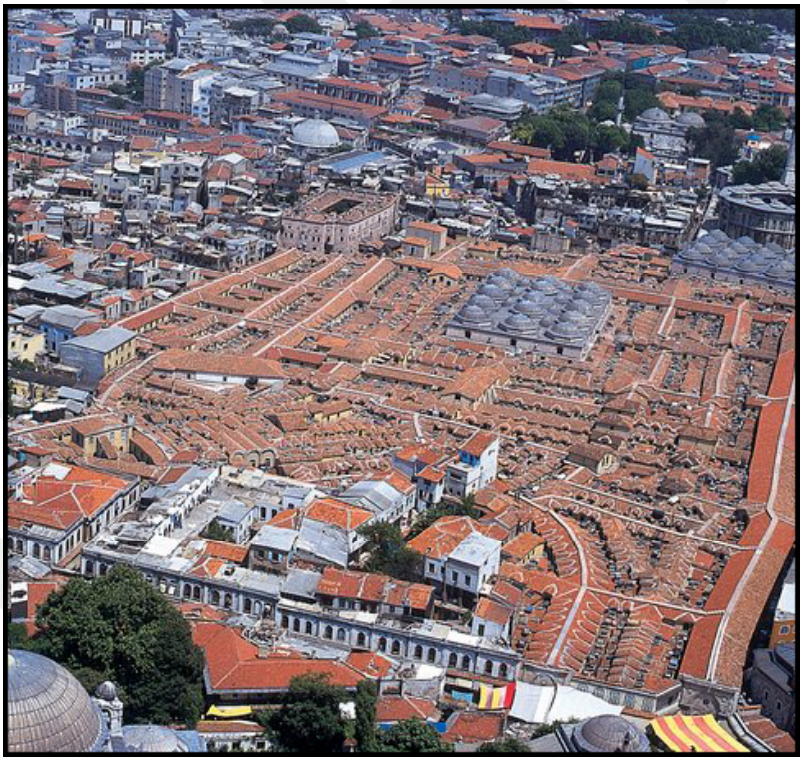


Figure 3.10. Kapalıçarşı, İstanbul (www.istanbulside.net (12.12.2009))

One of the most important examples of eastern bazaar in world is: Kapalıçarşı (Grand Bazaar) of İstanbul (Figure 3.10). Kapalıçarşı has 64 avenues and streets, two covered bazaars (bedesten), 16 inns, 22 gates and about 3600 stores settled on 45.000-meter square area. The covered bazaars (bedesten) built for selling fabric at first, later all sorts of valuable objects started to be sold. Cevahir Bedesteni forms the heart of bazaar and Sandal Bedesteni is the second important structure of bazaar (http://www.kapalicarsi.org.tr/eng/index.asp (12.12.2009)).

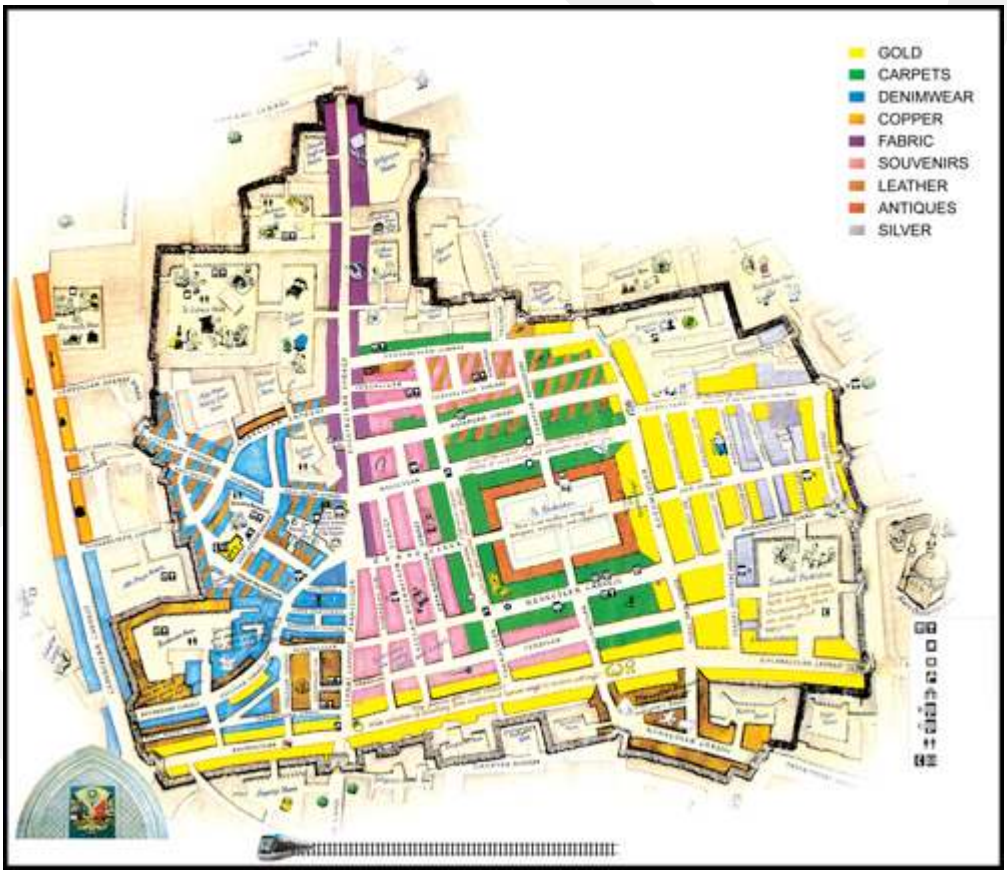


Figure 3.11. Map of Kapalıçarşı
(http://www.kapalicarsi.org.tr/menu_detay.asp?id=129 (12.12.2009))

The bazaar is located centrally in the traditional districts, between Nuruosmaniye, Mercan and Beyazıt, of İstanbul and the 22 gates provide an

enormous pedestrian accessibility and vitality to the bazaar. This organic structure has an order inside with categorized regions for different kinds of shops (Figure 3.11). The regions provide a kind of diversity that; the customers could compare the quality of merchandises and their prizes easily.

Today, this sustainable structure is so important to put forward the traditional Turkish style of shopping and urban public space integration.

3.1.2.3. Exchange

> The stock exchange grows out of the town, market hall, guild house, and loggia as a further differentiation of the general activity of the market. Together with banking and insurance, the notion of a stock exchange introduces world trade as a new style of doing business. Credit and shares are its new means (Geist 1985, p.41).

In late 16th century Europe, a new type of trading building appeared following the town hall and market place. The exchanges combined different activities, with open stands selling goods on the first floor and commodity trading stalls on the ground floor (Coleman 2007, p.25). The first exchanges were stock exchanges.

The Antwerp Stock Exchange, established in Belgium in 1460, was the first building in the world designed as stock exchange and trade exchange (Figure 3.12). Morrison states that, Antwerp was the chief trading centre in Northern Europe in the early to mid-sixteenth century (Morrison 2004, p.31). Architect Domien de Waghemakere renovated the original building in 1515,

which was the model for Royal Exchange of London founded in 1565 by Sir Thomas Gresham who was an Antwerp-based merchant (http://www.trabel.com/antwerp/antwerp-stockexchange.htm (12.12.2009)).

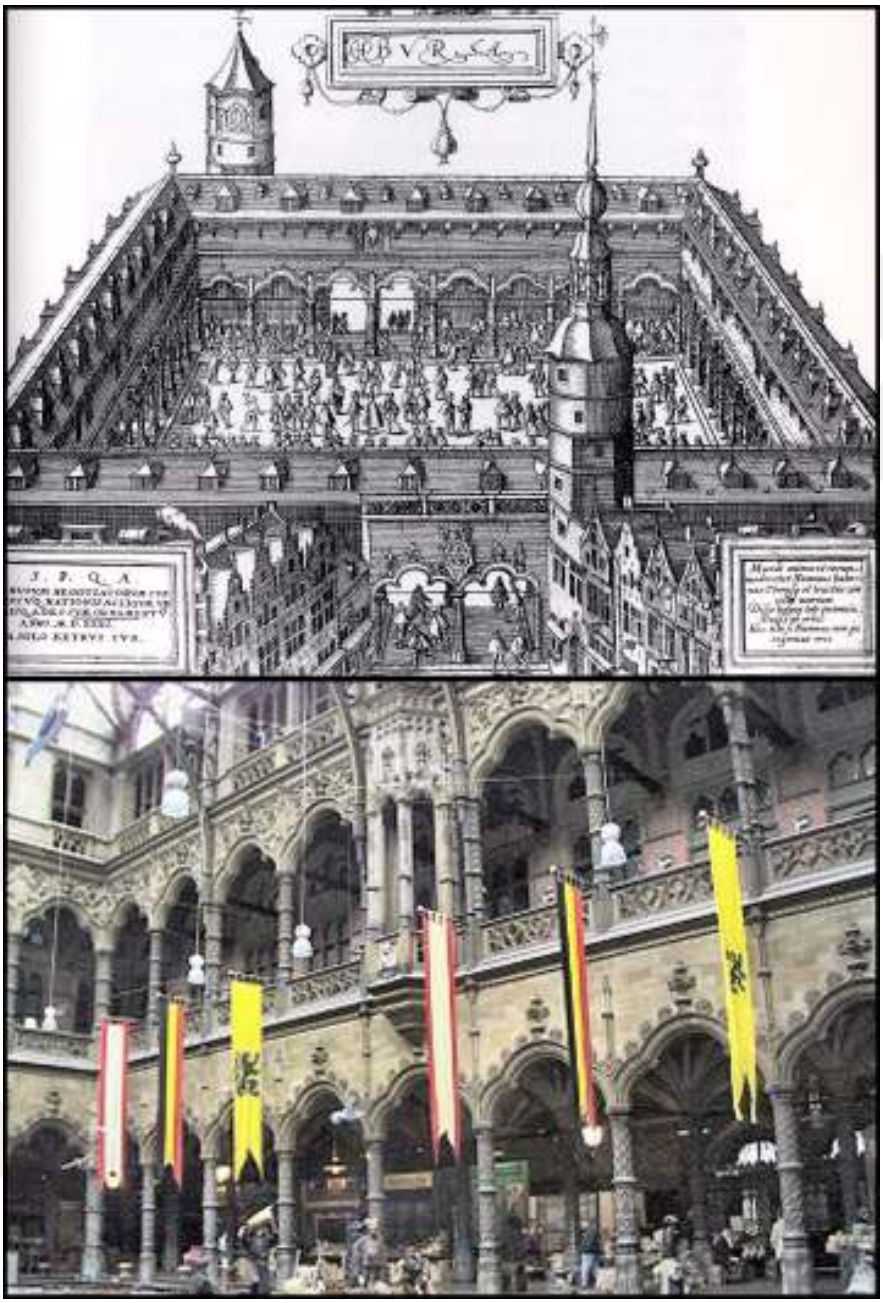


Figure 3.12. Antwerp Stock Exchange, Belgium, 16th century and today (http://www.fulltable.com/VTS/b/bev/26.jpg (12.12.2009)) (http://www.trabel.com/antwerp/antwerp-stockexchange.htm (12.12.2009))

In the early times of the Royal Exchange of London, the building was the collection of stalls, which were tended to sell luxury items, in a large interior space with public thoroughfares passing between the lines of stalls (Figure 3.13). The format of selling luxury items under cover in enclosed spaces extending over two floors influenced the shopping formats of arcades and department stores (Coleman 2007, p.26).

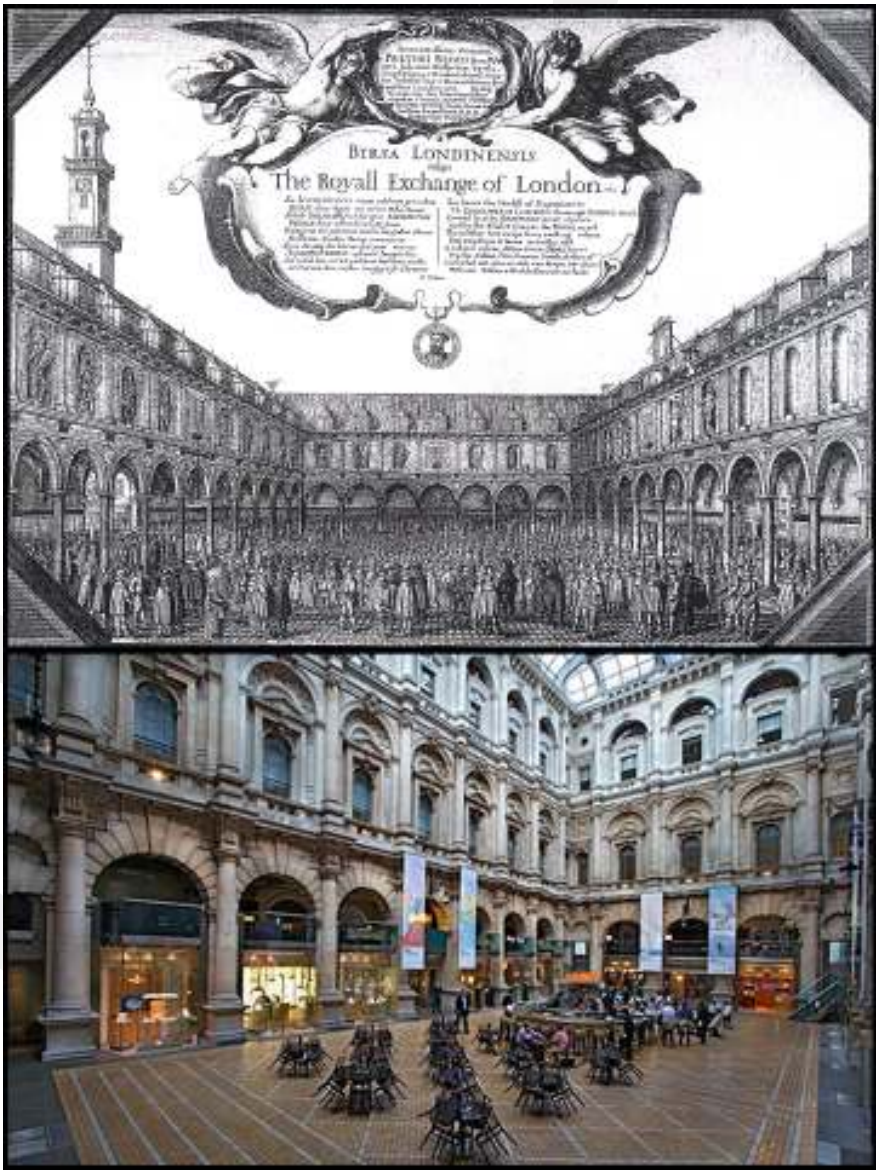


Figure 3.13. Royal Exchange of London, U.K. England, 16th century and today (Morrison 2004, p.32) (http://www.inetours.com/England/London/images/City/Royal-Exchange_8873.jpg (12.12.2009))

The Royal Exchange of London was destroyed and rebuilt several times. For a few years in 1980's it was the home to the London International Financial Futures Exchange, LIFFE. Today, the building is a luxurious shopping center again (http://en.wikipedia.org/wiki/Royal_Exchange_(London) (12.12.2009)).

> By the late sixteenth century London was the undisputed social and business centre of the country, with a permanent population more than ten times that of the largest provincial city. Furthermore, many of its more fortunate citizens had a surplus of cash in their pockets and sufficient free time in which to spend it. In this environment, shopping as a pastime-as something different from straightforward buying-was nurtured in the galleries of the Royal Exchange (Morrison 2004, p.31).

According to Morrison (2004, p.31), the concepts of fashionable shopping and shopping for pleasure were born by the development of Exchange buildings. This was another important milestone in trade and consumption history.

3.1.2.4. Shopping Street

> Like all the catch phrases, 'the world is a mall' is a mix of hype and fact. The core of the statement reflects both urban commercial scenarios and a widely shared feeling. Today, it is almost impossible to draw a clear borderline between shopping and the city, between shopping experience and urban experience, between the modern flaneur and the shopper. Shopping is not only a basic routine activity of contemporary city life; it seems to make up the very essence of the contemporary urbanite. Shopping is a means to experience urban life (Amendola 2006, p.81).

The street has been defined by Lowe & Wrigly (1996 p.26) as a 'consumption landscape', which is so important to experience the urban life.

By the 18th century, as a result of rise of bourgeoisie, the shopping streets developed in Europe (Koolhaas, 2001 p.30). Just before the Industrial Revolution the market places in cities were no longer spatially sufficient for the evolving trade. As a result, starting from Italy during the 16th century, and in northern Europe in the 17th century, the central streets of cities were lined with shops, pubs and coffee shops, where the shops were organized by type into the same street -e.g. Bread Street, Milk Street, Cordwainer Street in London (Figure 3.13) (Coleman 2007,p.26). The shopping streets were generally organic developments as seen in the high streets, where often the ground floors of domestic buildings were gradually transformed into shops (Beddington 1991, p.2).



Figure 3.14. Bread Street, London, 18th century and today
(http://members.fortunecity.co.uk/naylander/photo/luf/luf23.jpg (12.12.2009))
(http://resources.kingsturge.com/contentresources/news/images/200820074002_1.jpg (12.12.2009))

The shopping streets are very important in the evolution of arcades. Also with the later separation of pedestrian and vehicular traffic the concept of shopping street was made more comfortable and safe, and has lead to our present shopping malls and pedestrian malls (Rubenstein 1992, p.14).

3.1.2.5. Market Building and Fair

> Throughout Europe, Asia and Africa, great markets and fairs were held as a combination of shopping and other attractions. In Britain, the Romans formalized the system, which was already established before their arrival. The term 'Fair', attached to markets or fairs, came from the Roman word 'feria'. But the name for the market comes from the Anglo-Saxon word 'chepping' or 'chipping', which became the modern-day 'shopping'. Towns such as Chipping Norton, in Oxfordshire, England, are evidence of the origins of markets in such places (Markham 1998, p.42).

The single use medieval market halls and 16th century exchange buildings are the pioneers of the 18th and 19th century market buildings (Figure 3.15). Those buildings were larger markets for the expanding population in major cities (Coleman 2007, p.28).

At the beginning of the 19th century, the market structure based on open courtyards with perimeter arcades lined stalls and shops where the first floor was used for storage. Later market buildings were influenced by the grand exhibition buildings and took advantage of advances in iron and glass construction (Coleman 2007, p.28). According to Morrison (2004, p.18), the market buildings were the prototypes for early 19th century arcades.



Figure 3.15. Hungerford Market, London, UK, 1833
(http://farm3.static.flickr.com/2189/2146943788_b3d9999c34.jpg (12.12.2009))

Another building form with collection of shops was the fair of 18th century. The Middle Ages' weekly farmers' market, annual country fair, and wholesale fairs developed into the larger fairs which were gradually subdivided into specialty fairs. (Geist 1985, p.45)

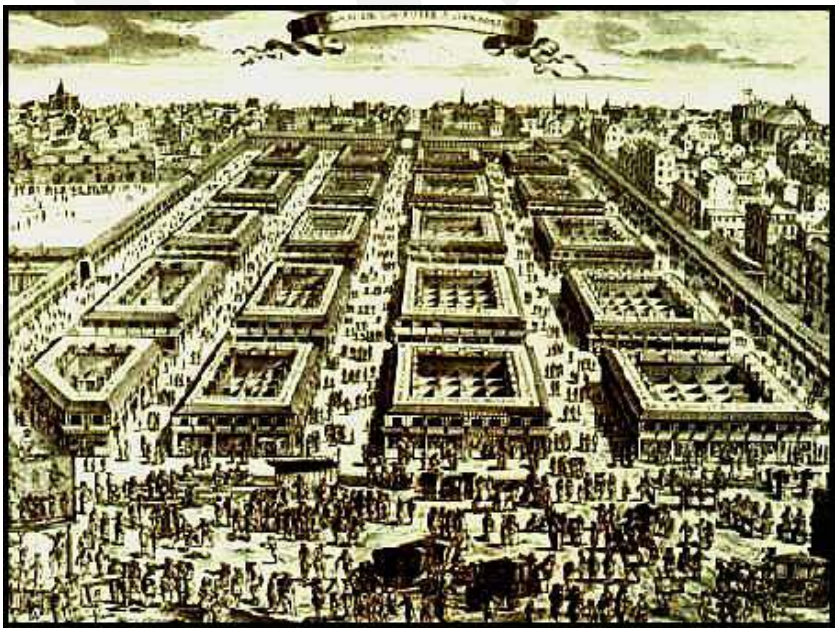


Figure 3.16. Foire St Germain, Paris, France 18th century
(http://sitelully.free.fr/foire2.jpg (12.12.2009))

One of the 18th century fair is Foire St Germain of 1786, which was a traveling fair and located at the gates of the city of Paris (Figure 3.16). The shops were organized into a network of pedestrian open streets where each street represents a type of shop or trade. The fair was famous for its luxury goods and provided entertainment for visitors, such as dance in the marquees, gamble in saloons, visit exhibitions, attend performances in theatres and listen to singers and musicians. So, the fairs comprise another early type of the compatibility between leisure, shopping and entertainment (Coleman 2007, p.29). Today the Foire St Germain hosts a variety of events each year; from theatre performances and exhibitions by emerging artists to cultural shows and live concerts (http://en.parisinfo.com/showexhibition/498222/foire-saint-germain (12.12.2009)). Morrison (2004, p.19) also states that; as the fairs' importance as trading centers waned, so the significance of fairs as places of entertainment grew. By the mid-nineteenth century many fairs became the traveling funfairs that are still exist today.

3.1.3. First Generation of Planned Shopping

> Before the arcades, collection of shops were either unplanned organic parts of town centres or occurred in mixed-use buildings with the shops being secondary to the other uses, i.e. in the town hall or market hall. There were, of course, notable exceptions with the covered shops of the Roman Forums and the Middle Eastern bazaars. These wonderful examples were isolated highlights, like shooting stars, which came and went, with little continuing legacy of influence on the subsequent development of collections of shops (Coleman 2007, p.57).

A new generation of specifically planned collections of shops and new types of shops started to develop in the evolution of shopping. Those buildings developed as independent buildings in priority for shopping (Mackeith 1986, p.1). According to Geist (1985 p.39), about 1800 the capitalist methods of organizing retail trade resulted in different forms of buildings, which were; the arcade, the magasin de nouveaute, the bazaar, and later the department store. Geist (1985, p.35) also states that, the arcade is only an association of shops where the others are extended shops, the concentrated form of retail trade.

> The arcade owed its origins to the Exchanges of the sixteenth and seventeenth centuries and the arcaded streets of classical Rome and Greece and it in turn has influenced builders of the large, modern, twentieth century multi-use shopping centers which have pedestrian corridors running through them (Mackeith 1986, p.1).

3.1.3.1. Arcade

> The street environment in the major cities simultaneously became increasingly busy, hostile and crowded with horse-drawn vehicles. Society had developed beyond the quality of the available public spaces. The new pedestrianised ways formed by the arcades provided a safe and convenient place, away from the busy roads, which encouraged social promenading (Coleman 2007, p.30).

Arcades are a highlight in the evolution of shopping. It was the first European building planned primarily to accommodate a collection of shops (Coleman 2007, p.30). Amendola (2006, p.86) states that, arcade is a milestone in the relationship between shopping and the city because they show that there is a demand for experience and people are willing to pay for it. Thus they also

indicate that the public life reached its peak in the nineteenth century (Geist 1985, p.1).

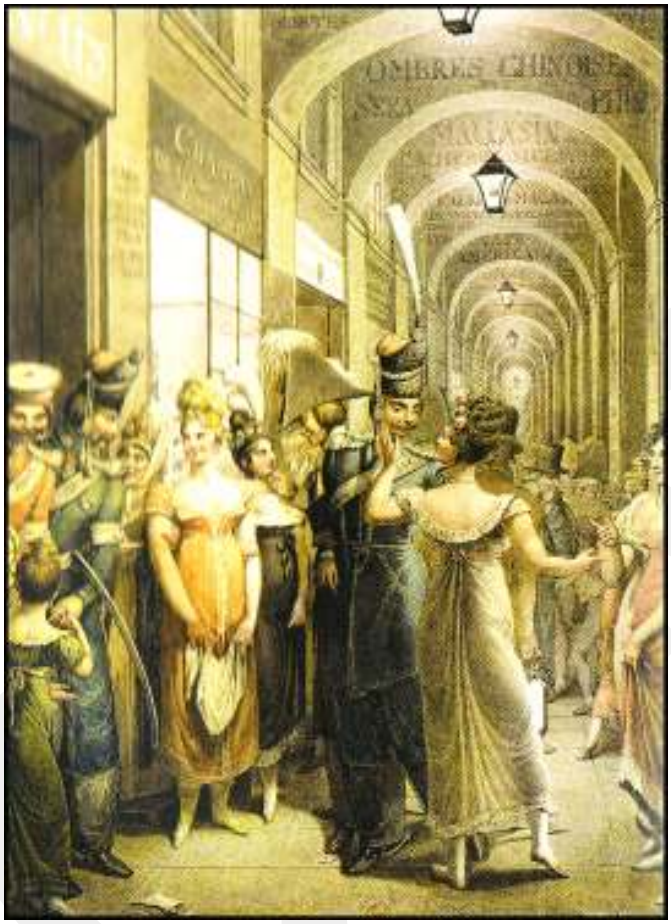


Figure 3.17. Galerie de Bois, Paris, France, 1788
(Coleman 2007, p.30)

According to Geist (1985, p.3), the arcade is primarily a pedestrian thoroughfare, which is a space with a beginning and an end, but this space is bordered or covered by a building that serves its own function. Another description for the arcade that: ‘’it is a roofed-in gallery, an arched or covered passageway, usually with shops on each side’’, like eastern bazaars (http://dictionary.reference.com/browse/arcade (12.12.2009)).

The first European arcade is Galeries de Bois in Paris constructed in 1786 (Figure 3.17) (Koolhaas 2001, p.32). From Paris the arcade idea was carried throughout Europe and later round the world (Mackeith 1986, p.2).

The alignment of the thoroughfare with stalls and collection of shops was an arrangement established in the Ring of Breslau, the town hall of Palazzo del Broletto and the bazaar of İstanbul, Kapalıçarşı. The arcade differed from its pioneers that it was largely naturally lit; either had top lighting from openings in the roof, or had side lit by clerestory windows above the shops (Coleman 2007, p.30). The later examples had continuous vaulted glass roof, which influenced architects of multi-use shopping centers in our century (Figure 3.18) (Mackeith 1986, p.1).



Figure 3.18. Galeria Umberto, Naples, Italy, 1891 & Sony Center, Berlin, Germany, 2000 (http://www.theodora.com/wfb/photos/italy/galleria_umberto_i_napoli_campania_italy_photo_gov.jpg (12.12.2009))
(Photograph by Buket Ergun Kocaili, Berlin, 2006)

According to Benjamin (1999, p.52), arcades both reflect and inspire the utopias projected by the social visionaries of the nineteenth century with their glass and steel design; this was a turning point in history of architecture; embodying the 'anticipation and imaginative expression of a new world'. The arcades were the first buildings to be roofed in iron and glass, and were taken as a model for roofing markets, greenhouses, rail stations, etc. (Salvadori 1990, p.87).

In the twentieth century, city planners and developers started to design large enclosed shopping centers. As a result the nineteenth century shopping arcade had become by 1970 a historic building type. However, it has never completely disappeared, the corridors of shops have continued to utilize small areas of land (MacKeith 1986, p.21, p.141).

> Before World War I the arcade died an almost official death; no building authority would permit it in its nineteenth-century form…no real estate authority could permit such an exploitation of land (Geist 1985 cited in Koolhaas 2001, p.35).

3.1.3.2. Magasin de Nouveaute, Bazaar and Department Store

> The department store tends to replace the church. It marches to the religion of the cash desk, of beauty, of coquetry, and fashion. Women go there to pass the hours as they used to go to church: an occupation, a place of enthusiasm where they struggle between their passion for clothes and the thrift of their husbands; in the end all the strain of life with the hereafter of beauty (E. Zola 1883 cited in Lancaster 1995, p.19).

The department stores developed from the magasins de nouveautes stores in Paris and the bazaar stores of London, originating in the late-18th century (Coleman 2007,p.33).

Geist (1985, p.39) describes magasins de nouveautes as the expanded version of the eighteenth-century fashionable shop that has many rooms and several stories where it employs many people and offers a complete selection of the goods available in its own business. So importantly in the trade history that, Koolhaas dated as 1824, magasins de nouveautes established one of the fundamental trading principles of the department store: fixed prices for goods (Koolhaas 2001, p.33; Coleman 2007,p.33).

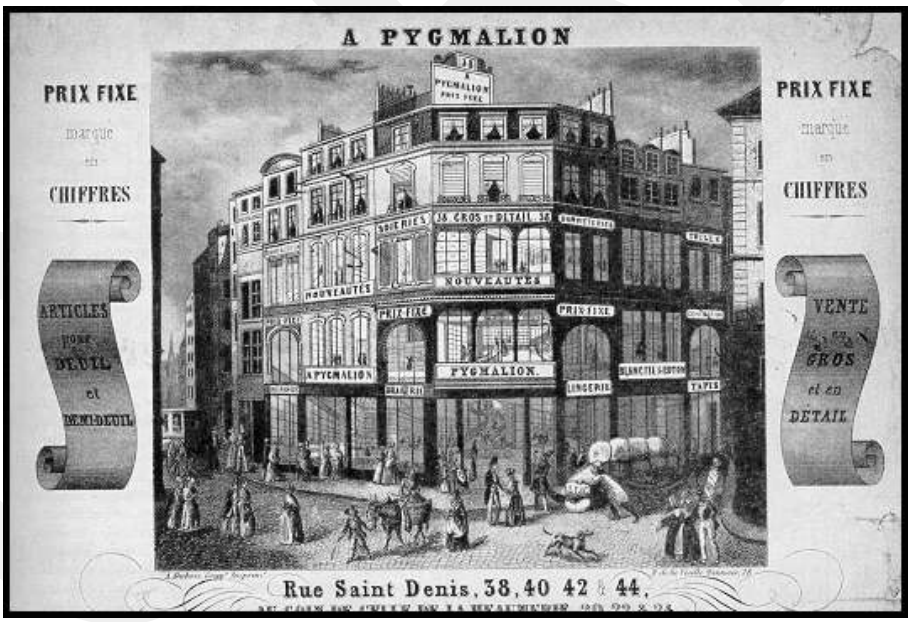


Figure 3.19. The Pygmalion, Paris (http://www.mtholyoke.edu/courses/rschwart/hist255-s01/mapping-paris/department_store_pic.html (12.12.2009))

The first magasin de nouveaute, the Pygmalion, was opened in 1793 in Paris (Figure 3.19). The word nouveaute means novelty; in the plural, it means

'fancy goods' (Benjamin1999, translators' notes). The magasins de nouveautes were selling fine fabrics, millinery, lingerie, shoes and dresses; constructed as over several floors, with modest glazed skylights over a central hall (Coleman 2007, p.33). All the magasins began small and then expanded into the surrounding buildings with the new architectural possibilities offered by iron (Geist 1985, p.52).

The bazaar stores of London were similar types of store selling a variety of goods just like magasins de nouveautes of Paris. Allen (1839, vol. IV, p. 309) describes the bazaar as, 'a well known oriental term for a kind of fixed fair or market'. They traded on several floors, with roof lights over central wells and were often made up from a series of interconnecting rooms (Coleman 2007, p.33).

> Physically, the English bazaar was a building of more than one storey, containing shopping stalls rented out to retailers of different trades, as well as picture galleries, indoor gardens and menageries. The 'bazaar' also evoked otherworldliness through the signifying qualities of the world itself – the exoticism of the unknown East. Bazaars represented magical spaces of enchantment, sites of intoxication and desire, inspired by the enticing display of luxurious commodities – dresses, accessories, millinery – with satiation promised through their consumption (Rendell 2002, p.111).

The first London bazaar was the Soho Bazaar, a conversion of a warehouse by John Trotter in 1816. Another interesting bazaar from that period was the Pantheon in Oxford Street, which had been built in 1772 by James Wyatt as a swagger place of entertainment and later it became a theatre and in 1834 it

was converted into a bazaar by Sydney Smirke (Pevsner 1976, p.262). Today Marks and Spencer's 'Oxford Street Pantheon' branch occupies the site (Figure 3.20).



Figure 3.20. Marks and Spencer's 'Oxford Street Pantheon' branch (http://www.macegroup.com/projects/project-library/marks-and-spencer-pantheon-store (12.12.2009))

> What marked the main difference between the magasins de nouveautes, bazaars and the department stores, was that the latter went on to provide a greater variety of different types of goods for sale which were generally less expensive, being consistently popular merchandise and widely acceptable. The department store was also to become a significantly larger enterprise (Coleman 2007, p.33).

Before the introduction of department stores, the specialty store was the dominant mode of retailing. The department store evolved as the precursor of the modern shopping center with everything under one roof. According to

Tamilia (2005, p.5), not only did the department store eventually give birth to the shopping center but also to the modern skyscraper:

> The need to supply, control and manage water, heat, light, waste, and the movement of goods and people in such large numbers and in such huge buildings, forced engineers and architects to design the building using new materials and equipment. Thus, the department store of the mid to the late 1800s was in fact a contributing factor to the modern skyscraper. Cities such as New York and Chicago became world famous and still are and it no coincidence that the department store built in those cities (i.e. Macy, Marshall Field, AT Stewart) were by far the most modern, the most luxurious and the biggest stores the world had ever seen (Tamilia 2005, p.5).

According to Sutcliffe (1993, p.132), between the 1860 and 1900 it had become normal for department stores to have an open, metal-framed interior with natural lighting which they shared this characteristic with exhibition halls. Paris was the world leader of innovative architecture, as a result of being world's leading centre of fashion and luxury consumption and international exhibitions.



Figure 3.21.Crystal Palace, London, Great Exhibition of 1851 & Karum AVM, Ankara, 1991
(http://www.flatrock.org.nz/topics/history/assets/crystal_palace.jpg (12.12.2009))
(http://static.panoramio.com/photos/original/3161376.jpg (12.12.2009))

On the other hand, The Crystal Palace (Figure 3.21) of London, designed by Joseph Paxton in 1851, was an inspirational architectural prototype. Wyman (2001, p.230) states that, the Crystal Palace transformed the arcade concept from a glass-covered street to a glass building and a container of landscape. Most of the contemporary shopping malls in the world possess striking visual similarities to the Crystal Palace with their barrel-vaulted ceiling, gardenlike interior, and sensory stimulation that emerged in 1851 (Koolhaas 2001, p.240).

Aristide Boucicault, who was in London in 1851 to visit the Crystal Palace, created the Bon Marché in Paris the following year. The earliest example of a department store in the modern sense is Bon Marché, which exists today (Figure 3.22) (Salvadori 1990, p.98).



Figure 3.22. Bon Marché, Paris, today
(http://static3.unlike.net/system/photos/0040/3048/lebonmarche.jpg (12.12.2009))

The origin of the Bon Marché was a shop of 1820. It was firstly enlarged as a department store in 1852 (Koolhaas 2001, p.33). The original building was replaced by a new purpose-built store in 1869 and then was extended in 1873 and again in 1876 (Coleman 2007, p.34).

> …the Bon Marché provided a reading room with newspapers and writing paper, and a buffet with wines and syrups. Shopping, as the Bon Marché presented it, was now a full-time preoccupation. Shoppers were expected to spend their day at the store; and if they needed a place to leave aged parents or restless children, a place to meet friends or to arrange rendezvous, or simply a place to repose and prepare themselves for a return to the galleries, the House was willing to provide for these needs (Miller 1981, p.186).

Pevsner (1976, p.267) describes the department store as a store, which consists of multitude of departments – selling, as William Whiteley is alleged to have said, everything from pins to elephants. Coleman (2007, p.33) also states that, the trading principles of the department store have been adopted in most shops of our time. Consequently, the department store provides many different functions and introduces a new culture of consuming, which contemporary shopping malls resemble today.

Alexander Turney (AT) Stewart, who was an Irish-born entrepreneur, established the first department store of the USA in New York. 'The Marble Palace', also has been called the cradle of department store, opened in 1823 (Figure 3.23) (Coleman 2007, p.35). It was the first commercial building to use Tuckahoe marble on its outer surface to display an extravagant exterior. Between 1846 and 1848, the construction and finishing details were

completed and it became the largest retail store in the world at that time (http://en.wikipedia.org/wiki/Alexander_Turney_Stewart (12.12.2009)).

The building was originally four storeys over a ground, and it was split up into two parts, where the larger front section was used for the business and the smaller area in back served as the owner's residence. Inside, the structure emphisizes natural light from its central rotunda and high ceilings.



Figure 3.23. 'The Marble Palace', New York
(http://farm4.static.flickr.com/3057/3072373815_8d14bce7d8.jpg (12.12.2009))

The building was converted into a warehouse and two additional floors added in 1884. In 1917, the New York Sun newspaper purcased the building until 1966. Altough it is still widely known as the 'Sun Building' today, it now houses the New York City Department of Buildings on its upper levels and several retail areas on its first and second floors; the building is continuously transforming. Today the building is also designated New York City Landmark (http://en.wikipedia.org/wiki/Alexander_Turney_Stewart (12.12.2009)).

In 1862, Stewart's 'true' department store, 'The Iron Palace' was built, which was designed by architect John Kellum (Figure 3.24). This six-storey building, with its cast-iron front, glass dome skylight and grand emporium, employed two thousand people. The establisment's nineteen departments included silks, dress goods, carpets and even toys. By 1877, it had expanded to thirty separate departments, carrying a wide variety of items (http://en.wikipedia.org/wiki/Alexander_Turney_Stewart (12.12.2009)).



Figure 3.24. 'The Iron Palace' , New York
(http://farm4.static.flickr.com/3232/3280867122_902c520bc8.jpg (12.12.2009))
(http://www.forgotten-ny.com/STREET%20SCENES/4ave.manhattan/08.wanamaker.jpg (12.12.2009))

Alexander Turney Stewart was very successful with his department store in New York that he started the mail order business in the whole country, beginning in 1868 (http://en.wikipedia.org/wiki/Alexander_Turney_Stewart (12.12.2009)).

The Iron Palace reopened as Wanamaker's when the Philadelphia-based retail firm purchased the building in 1896, making it one of the leading department stores in the city. Daniel H. Burnham designed the new building

as an annex, an addition to the Alexander Turney Stewart & Company department store, 'The Iron Palace'. It is one of the few buildings in NYC to occupy an entire square block. Today, the Department of Motor Vehicles offices have occupied the building, as well as the K-Mart on the ground floor, and the building's original staircase connecting to the Astor Place IRT station is still there. According to Geist (1985 p.52), the department store was created by the railroad, which increased the mobility of customers and goods. (http://www.forgotten-ny.com/STREET%20SCENES/4ave.manhattan/4th.manhattan.html (12.12.2009)) (http://theselvedgeyard.wordpress.com/2009/03/15/retail-history-the-golden-age/) (12.12.2009))

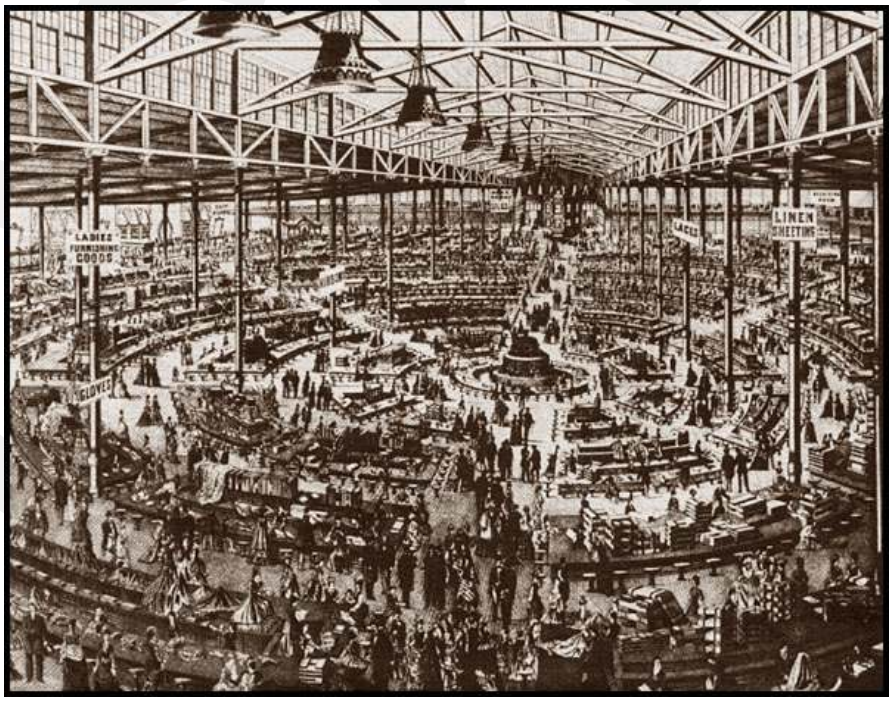


Figure 3.25. The Grand Depot, USA
(http://www.american-architecture.info/USA/USA-Northeast/NT-003.htm (12.12.2009))

John Wanamaker who was considered as the father of modern advertising, an innovator, and a merchandising and advertising genius, purchased an abandoned railroad depot and converted it into a large store, called John Wanamaker & Co. 'The Grand Depot' in 1875 (Figure 3.25). His original idea was to open a central market of cooperating merchants similar to London's Royal Exchange. But in the new era of urban mass consumption, it became a new kind of store, with skylights and gas chandeliers in the largest space in the world devoted to retail selling on a single floor. He also introduced a revolutionary principle for retail history: 'One price and goods returnable'. (http://en.wikipedia.org/wiki/John_Wanamaker (12.12.2009)) (http://www.american-architecture.info/USA/USA-Northeast/NT-003.htm (12.12.2009)).

The department store business evolved in the USA during the second half of the 19th century with many examples, like Macy's in 1858, Bloomingdales in 1872 and Marshal Fields in 1865 (Coleman 2007, p.36).

As a result of Industrial Revolution, between late 18th and early 19th century, the use of iron and glass was a milestone in history of architecture (Crouch 1985 p.269, p.271). By the Industrial Revolution, the evolution of shopping places gain speed with many examples of these building types (Koolhaas 2001, p.33). Many technological inventions took place in department stores. The department stores were first with the elevator and second with escalators, which were both highlights of vertical movement in public buildings (Coleman 2007, p.38).

Starting from the middle of the 20th century, because of the success of the shopping centre, the department stores became inward looking simple boxes. Many of them closed but some of them refreshed and modernized interiorly and continue to live (Coleman 2007, p.38, p.39).

Around this time, from the middle of the 20th century while the shopping centers started to establish in the USA, the department store was a new concept in Turkey.

The pioneer of department store in Turkey was YKM, established in 1950 in Sultanhamam in İstanbul, which was only a fabric shop at the beginning. Later, it became a department store and continued to open new stores in whole country (http://www.ykm.com.tr/Kurumsal_Hakkimizda_Tarihce.aspx (12.12.2009)).

The first example of department store in architectural sense was Ufi, designed and constructed by Tekeli-Sisa Architecture Partnership, in 1970's in Aksaray, İstanbul. The building is serving as a shopping center today, Ender Alışveriş Merkezi (http://www.tekelisisa.com/tt_imc/sunum.html (12.12.2009)) (Figure 3.26).



Figure 3.26. Ufi department store, 1970's, İstanbul
(Arkitekt, 1976)

Consequently, the success of the first generation of planned shopping is not only because of the architectural and technical innovations with use of new materials but also it is a result of increasing consumption and the new consumption culture with a new understanding of shopping experience.

> Architecture and commerce had indeed formed a new alliance. The interiorized world of the department store was developed by the next generation of retailers to create even more fantastic interiors, veritable parallel universes of abundance in which retailing and design explored the manipulation of human desires and fantasies even as the new science of human psychology began to explore the realm of subjective experience (Bergdoll 2000, p.238).

3.1.4. Further Developments Towards Shopping Malls

Before the introduction of shopping centers, there had been moreover developments along the department stores. Eventually, these types became a part of shopping centers, like chain stores and supermarkets, or they were small sized pioneers, like strip malls. The planned retailing is deliberately developed in a coordinated manner of retail use, so it creates either a single building or an organized group of physically separated retail stores with common arrangements (Guy 1994, p.12).

3.1.4.1. Chain Store and Supermarket

According to Pevsner (1976, p.271), a further development beyond the department store was the chain store. Very interestingly, an instructive parallel to the chain store, first in the USA, then extended to Europe, the chain of hotels started to develop (Pevsner 1976, p.272). This was another inspiration for the architectural history from the retail evolution.

Lancaster (1995, p.86) states that, chain stores had advantages over department stores, for example the chain stores were able to reap the benefits of centralized buying during a period when most department stores were still independent concerns, so, chain store trend was extremely worrying for department stores. Before the development of the chain store, each town had its own collection of individual and unique shops (Coleman 2007, p.39). Not surprisingly, some of the successful unique shops and

department stores turned into chain stores by time. One of them is Marks & Spencer for example, which started as a small stall at Leeds Kirkgate Market of London in 1884 by Michael Marks and developed into a worldwide chain store today with over 885 stores in more than 40 territories around the world (Figure 3.27) (http://marksintime.marksandspencer.com/Main/ (12.12.2009)).



Figure 3.27. Marks' Penny Bazaar and Marks & Spencer
(http://static.guim.co.uk/sys-images/Guardian/Pix/pictures/2009/5/20/1242828878358/Marks-and-Spencer-A-Marks-009.jpg (12.12.2009))
(http://images.mirror.co.uk/upl/m4/feb2009/4/4/Marks_Spencer_PicGetty_234420369.jpg (12.12.2009))

> The chain store came into being at the end of the 19th century and was facilitated by the development of transport systems – first the railways, then roads, allowing the easy distribution of goods from central warehouses to networks of stores (Coleman 2007, p.39).

Confirming Coleman's statement, the first ever chain store company in the world is British owned W H Smith, founded in London in 1792 by Henry Walton Smith. The firm took advantage of the railway boom by opening newsstands on railway stations, starting in 1848. The company is best known for its chain of high street, railway station, airport, hospital and motorway service station shops selling books, stationery, magazines, newspapers, and entertainment products (Figure 3.28). It has been an innovative company, by

not only being the first chain store company in the world and also it was responsible for the creation of the ISBN book catalogue system. Today, W H Smith is one of the UK's leading retailers with having over 500 High Street stores, over 120 Travel stores at airports, train stations and motorway service areas and WHSmith.co.uk serves customers on the internet 24 hours a day (http://en.wikipedia.org/wiki/W_H_Smith#History)(http://www.whsmith.co.uk/Support/help-about-us-aboutus.aspx (12.12.2009))



Figure 3.28. WHSmith store at London's Waterloo Station
(http://www.proteusproperty.com/graphics/whsmith.jpg (12.12.2009))

According to Koolhaas' (2001, p.33) evolution of retail types, the first modern chain store of the USA is Great Atlantic & Pacific Tea Co., better known as A&P, founded in New York in 1859 by George Huntington Hartford and George Gilman (Figure 3.29). The company originally started with the tea business, selling tea by mail order from a storefront in Lower Manhattan. By 1876 they had 67 stores. In 1912, the first A&P Economy Store opened which was in a grocery format that allowed cost-cutting and standardized layout. In the early 1930's, A&P was operating approximately 16.000 stores. In 1936, the firm opened their first supermarket in Pennsylvania.



Figure 3.29 Great Atlantic & Pacific Tea Co., A&P
(http://farm4.static.flickr.com/3260/2587800713_d070b56430.jpg?v=0 (12.12.2009))
(http://www.traugott.com/images/gallery/gallery_1_photo_2_large.jpg (12.12.2009))

In the 1930's, A&P introduced the self-service store concept, which was a precursor to today's supermarkets. Today, The Great Atlantic & Pacific Tea Company, Inc. is a family of supermarkets that includes A&P, Waldbaum's, The Food Emporium, A&P Super Foodmart, Super Fresh, Pathmark, and Food Basics with totally 435 stores (http://www.aptea.com/history.asp (12.12.2009)).

According to Coleman (2007, p.40), the growth and success of the supermarkets was facilitated by new road systems, the industrialization of food processing and packaging, networks and warehouses, and the development of the refrigerator. Also, many of the founding principles of the department store applied to the supermarket, which are low margins, wide choice and discount ranges. Additionally, the supermarket had convenient access to highways and provided free parking areas nearby, which would later influence the suburban malls – the first shopping malls.

> Of recent innovations in selling, three must be remembered: the shopping precinct, the supermarket, the suburban branches of

> stores. All three were caused by the motor car…A supermarket is a self-service store originally mainly for groceries but soon also for other commodities of the right format. We find them in towns but also on sites like those of suburban branches of department stores or outer shopping centers (Pevsner 1976, p.272).



Figure 3.30. King Kullen supermarket
(http://images.businessweek.com/ss/08/12/1205_sb_necessity/image/slide04.jpg (12.12.2009))
(http://en.wikipedia.org/wiki/File:King_Kullen_exterior.jpg (12.12.2009))

The first supermarket was King Kullen (inspired by the fictional character King Kong), opened by Michael J. Kullen, who established the principles of supermarket trading, in 1930 in New York (Koolhaas 2001, p.34). The store operated under the slogan 'Pile it high. Sell it low.'. Today, the chain is still owned by the Cullen family with 51 supermarket stores (Figure 3.30) (http://en.wikipedia.org/wiki/Supermarket (12.12.2009)).

The self-service system, which is a significant character of a supermarket, have been a Los Angeles innovation in 1930 (Pevsner 1976, p.272).

The supermarket concept born in the USA and it spread to Europe later with more varied formats. The new larger formats developed in England such as 'superstores' and 'hypermarkets' in Europe. The hypermarkets have been used to anchor regional shopping centers (Coleman 2007, p.40).

By the year 1954, Migros, one of the pioneers for the supermarket chains in Turkey, was established. After the economical decisions of the government in 1980, the 1990s were the golden years for the supermarkets and hypermarkets in Turkey that they rapidly evoluated (Tek, Ünsan 1999, p.174). Today, Migros is one of the best known brand in Turkey (Figure 3.31).

> Migros founded as a joint venture of Switzerland Migros Cooperatives Association and Istanbul Municipality in 1954 in order to provide the food and consumer goods from producer under the municipality control and to offer this products to Istanbul citizens under best health conditions and best prices. Migros distributed the products to consumers in Istanbul with 45 sales cars at the beginning and later it opened stores in various districts starting with Beyoğlu Store in Fish Bazaar in 1957. Migros won the trust of Istanbul citizens and started to draw attention of the public in that period (http://www.migroskurumsal.com/en/Icerik.aspx?IcerikID=181# (12.12.2009)).



Figure 3.31. Migros sales cars in 1954 and Migros Ataşehir, İstanbul (http://www.migroskurumsal.com/en/Icerik.aspx?IcerikID=181# (12.12.2009)) (http://www.perakende.org/images/runtime/haberon/1239/migrosatasehir_1239172039.JPG (12.12.2009))

3.1.4.2. Strip Mall and 'The First Unified Shopping Mall'

Modern 'car-friendly' strip malls (also called mini-mall or shopping plaza and often called a power center if it contains a 'big box' store), defined as a collection of several stores located in the same building that share a common parking lot, developed from the 1920s. The strip mall is often located at major intersections in a town or city and easily accessed by car. They differ from the larger shopping mall by containing fewer stores and are open-area planned where the stores arrenged in a row (Figure 3.32) (http://www.wisegeek.com/what-is-a-strip-mall.htm (12.12.2009)).



Figure 3.32. Strip Mall
(http://www.boysterinsurance.com/images/StripMall.JPG (12.12.2009))

The first unified shopping mall, the forerunner to the suburban shopping mall, was the Country Club Plaza, founded by the J.C. Nichols Company in 1922, opened near Kansas City of the USA (Koolhaas 2001, p.34). It was designed to accommodate shoppers arriving by automobile. Gruen (1964) recognized that by moving the shopping environment away from the highway and forming an integral part of a new residential community could solve the

problems of both retailers and of planners. According to Gruen, the Plaza was the pioneer of this new way shopping (http://retailtrafficmag.com/development/trends/retail_victor_gruen_say/index.html (12.12.2009)).

> When Jesse Clyde Nichols decided to build the country's first suburban shopping center designed to accommodate the automobile, Kansas Citians laughed. When he began importing sculptures, fountains and mosaics from around the world and designed the center to resemble Seville, Spain, they called it "Nichols' Folly."
> But soon shoppers were strolling along the European-style avenues, and their loyalty has never wavered. Now, the Plaza attracts more than 6 million shoppers each year to its 14-block area, which includes 40 statues, fountains and sculptures; 12 towers; carriage rides and sidewalk cafes; and 180 shops and restaurants (Mines 1999).



Figure 3.33. The Country Club Plaza, today (http://www.countryclubplaza.com/Resource_/MediaGallery/30/Plaza%20Night%20Shot.jpg (12.12.2009))

The Country Club Plaza was designed as part of a larger suburban subdivision, which was intended to be an alternative town center or miniature downtown for the new residents (Figure 3.33) (Crawford 2002, p.22).

The Plaza was based on a Spanish theme, with courtyards and open streets surrounded by stucco and tiled roof buildings, which can be conceived like a theme park. Eventually, both the downtown and new stores moved into the Plaza, creating a place of style and fashion. The centre also incorporated a cinema and became the host of the Plaza Art Fair which is the Mid-West's premier art fair (Figure 3.34)(Coleman 2007, p.41).



Figure 3.34. Plaza Art Fair
(http://www.countryclubplaza.com/Media-Gallery/Plaza-Art-Fair (12.12.2009))

3.1.5. The Beginning of Shopping Malls

By the middle of the 20th century in the USA, the population was growing and urbanites were seeking to escape from the intolerable urban conditions. Luckily, it was possible to settle down in suburbs by the abundance of available and accessible land and universal spread of car ownership (Coleman 2007, p.42). Additionally, Beddington (1991, p.3) states that, the

evolution in environmental engineering – ventilation, air-conditioning systems and advanced lighting systems – facilitated the development of closed malls. Victor Gruen, explains why and how the modern suburbia was born:

> When the automobile emerged as a means of private mass transportation, the final urban explosion took place. Automobiles, free of steel rails or overhead wires, could move at will in every direction. They provided complete freedom of movement to the individual driver and made him independent of public transportation. So, with the automobile came a dispersal of population that followed no pattern whatever (Gruen 1960, p.20).

The suburban malls are the beginning of the shopping centers in modern sense. According to Coleman (2007, p.42), in 1945 there were only 45 suburban malls across America and in 1958 they grew over to 2900.

3.1.5.1. Open-air Suburban Shopping Mall

At the end of World War II (1945), urban America was still the inner cities and there were hardly any outer cities; the suburban movement was just starting (Rusk 1995, p.5).

On April 21, 1950, the Northgate Shopping Mall opened at NE Northgate Way at 5th Avenue in Seattle, which was planned by developers Rex Allison and Ben B. Ehrlichman and designed by John Graham. According to Koolhaas' (2001, p.34) evolution of retail types, it was the first open-air mall. Northgate shopping mall established the principle of shops being arranged

either side of a long linear pedestrianised walkway and it became the model for the other suburban malls (Figure 3.35) (Coleman 2007, p.42).



Figure 3.35. Northgate Shopping Mall
(http://www.easternct.edu/~pocock/wWANorthgateA.jpg (12.12.2009))

Crawford (2002, p.23) states that, the major explosion of shopping malls came after World War II by the development of dumbbell plan which was department store 'anchors' connected by an outdoor pedestrian mall. The earliest of this type was Shoppers' World, designed by Morris Ketchum, in 1951 in Massachusetts (Figure 3.36) (Koolhaas 2001, p.34).

The Shoppers' World's safe and protected pedestrian malls and courts also housed tot lots, chapels, community rooms, and a host of temporary activities including art exhibits, dances, and fashion shows. Additionally, it was also the first shopping center to have a musical water fountain show. The original Shoppers' World was torn down in 1994 and rebuilt as a modern, U-shaped strip mall (http://en.wikipedia.org/wiki/Shoppers_World_(Framingham,_Massachusetts (12.12.2009)).



Figure 3.36. Shopper's World in 1974
(http://en.wikipedia.org/wiki/File:ShoppersWorld_Framingham_1974.jpg (12.12.2009))

The suburban shopping centers were usually planned as residential satellites to the cities. They were combination of new housing and a shopping center to serve the surrounding population. Victor Gruen was another pioneer who recognized this and designed Northland shopping center, his first suburban open-air shopping facility, which was outside Detroit's urban core, opened in 1954 (Figure 3.37). This center was designed as a cluster of shops around a central department store with three pedestrianised streets, which was different than classic dumbbell plan (Coleman 2007, p.42). As a result of the expanding residential development and infilling outwards from the center of Detroit, Northland became an indistinguishable part of the city conurbation and established itself as a centre of its own. Eventually, in 1974, The Northland was enclosed as a mall, except Gruen's Fountainhead Court left open-air (Figure 3.38), and expanded several times in its history (http://en.wikipedia.org/wiki/Northland_Center_(Michigan)#cite_note-0 (12.12.2009)).



Figure 3.37. The Northland Shopping Mall (http://www.metamute.org/files/images/Northland+Cente,r+Southfield+MI+1960s.bmp (12.12.2009))



Figure 3.38. Gruen's Fountainhead Court at Northland (http://mall-hall-of-fame.blogspot.com/2008_05_01_archive.html (12.12.2009))

3.1.5.2. The Enclosed Suburban Shopping Mall

A half-century ago, architect Victor Gruen introduced America to the enclosed shopping mall. Before Gruen, there were two types of major shopping environments in the United States: the traditional downtowns, and the improvised shopping strips that lined highways of metropolitan areas. And although today's

> lifestyle centers and other Main Street-inspired developments don't look anything like Gruen's creations, they don't necessarily break from Gruen's way of looking at the world (Kriskiewicz 2003, p.1)

> Victor Gruen, widely acknowledged as the inventer of the shopping mall, was, in the end, not interested in shopping. Instead, the shopping mall was a vehicle toward his real ambition: to redefine the contemporary city. For Gruen, the mall was the new city (Leong 2001, p.381).

Victor David Gruen, was an Austrian-born commercial architect who emigrated to the United States when Germany took over Austria in 1938. He cited Vienna and other European cities as the ultimate inspriation for his approach to mall design (Longstreth 1997, p.328). Surprisingly, he was a socialist who invented the 'castle of capitalism', the enclosed shopping mall (Aksoy 2004). He proposed the mall as the basic unit of urban planning, hoped to resurrect dying city centers (Leong 2001, p.385). He planned a complex with houses, apartments, schools, a hospital and a lake around the enclosed shopping center in his socialist manner (Figure 3.39). Unfortunately, his prototype building has been copied uncountable times around the world only as a closed box enclosure in a capitalist manner (Aksoy 2004).

> Gruen attempted to redesign the suburban mall to recreate the complexity and vitality of urban experience without the noise, dirt, and confusion that had come to characterize popular images of the city. Gruen identified shopping as part of a larger web of human activities, arguing that merchandising would be more successful if commercial activities were integrated with cultural enrichment and relaxation. He saw mall design as a way of producing new town centers or what he called 'shopping towns' (Crawford 2002, p.24).

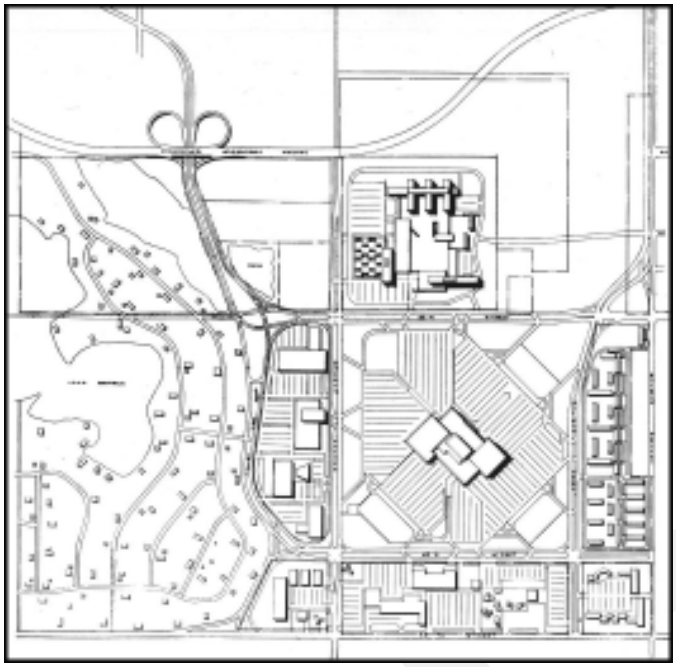


Figure 3.39. Southdale Center Master Plan for area surrounding by Victor Gruen (http://buzz.mn/?q=node/5674#comment-70016 (12.12.2009))



Figure 3.40. Southdale Center, Minneapolis, USA, 1956 (http://buzz.mn/?q=node/5674#comment-70016 (12.12.2009))

Victor Gruen's second shopping mall Southdale in Minneapolis, opened in 1956, was the first fully enclosed and environmentally controlled shopping centre with the progressive air-conditioning system (Figure 3.40) (Koolhaas 2001, p.34). It was the largest center of that time with two levels of shops served and surrounded by decked parking, providing direct pedestrian

access to both levels of the centre (Coleman 2007, p.43). Inside, Gruen created an atmosphere of leisure, excitement, and intimacy by placing works of art, decorative lighting, fountains, tropical plants, and flowers throughout the mall. Today, much of the original Southdale structure is still in use, as well as later additions to the building (http://mall-hall-of-fame.blogspot.com/search?q=southdale (12.12.2009)).

Gruen modeled Southdale on the arcades of European cities, where people would come together to shop, drink coffee, and socialize. Yet his original version was never achieved which was an urban complex with a shopping mall at the heart (Aksoy 2004). Additionally, Kriskiewicz (2003, p.1), claims that, Gruen's ideal settlement with the shopping center at heart seems to come to reality in today's lifestyle and mixed-use developments.

Coleman (2007, p.43) states that, the first enclosed mall, Southdale, was the next step-change from the arcades in the evolution of shopping environments. Southdale was a pioneer that, its enclosed public spaces transformed exterior space into interior space and as a result a new type of internal urban space was formed by Victor Gruen.



Figure 3.41. Concert in Soutdale Court
(http://buzz.mn/?q=node/5674#comment-70016 (12.12.2009))

Additionally, Crawford (2002, p.25) states that, Southdale vastly expanded the role of the mall as social and community center by dozens of social events, like concerts, high school proms and annual balls. The enclosed and climate-controlled spaces suggested new forms of public and civic life (Figure 3.41).

In the mid-20th century, the urban issues faced by European cities were different from those which led to the suburban expansion in the USA. At the end of the Second World War, the European cities were repairing town centres, involving mixed-use development. The Precincts -open-air linear arrangements of shops either side of a pedestrianised throughfare- and Central Area Redevelopments (CARs) -the forerunner of town centre shopping formats- were established in Europe (Coleman 2007, p.44-48).

Eventually, the suburban malls influenced the form of many successful regional and super-regional shopping malls throughout the world. The two types of mall plans, the dumbbell and the cluster, were established in the early 1950s with the suburban malls. The dumbbell plan separates the building masses, with circulation directed along linear pathways. On the other hand, the cluster plan bundles the building masses into groups, with circulation occurring in the interstices of the masses as a network of intersections. Today, most of the contemporary malls' plan share characteristics of both types (Herman 2001, p.462).

3.2. General Evaluation of Historical Evolution of Shopping Places

> Shopping has historically preferred to do away with the outside, seeing nature as an unpredictable interference with the unfolding of commerce. Instead, it has created its own interior realms – the bazaar, the arcade, and the shopping mall all exist in a lineage of greater control and greater autonomy from exterior conditions. With the invention of air conditioning, natural light and air could finally be superseded and rendered obsolete, as "ideal" and completely artificial shopping conditions were enthusiastically adopted by the public (Leong and Weiss 2001, p.93).

The historical evolution of shopping places has been a very long journey with all incredible transformations, innovations and influences. Starting with the ancient open market places, the shopping environment has always been defined as a public space and an urban area not only for trade but also for communication.

Agora was an open “place of assembly” in ancient Greece. Romans improved the Agora and came out with Forum, which was a more defined open area. More importantly, Romans developed the magnificent Trajan’s Market, the first collections of defined shops in a shared-use building, which influenced all undercover arrangements coming through. Shopping was carried into interior of a building.

The Medieval Market Hall, the Eastern Bazaar, the Exchange, the Market Building and the Fair were all developed as shopping environments before the 19th century.

The Arcade was born with the influence of Roman and Greek arcaded streets, the Eastern Bazaar and the Exchange from the 16th century. The Magasin de Nouveaute, the Bazaar, and later the Department Store followed the arcade as the first generation of planned shopping buildings. Shopping experience gained new meanings with the glittering interior environments and a new culture of consumption.

The architectural and technological innovations have been very effective through the evolution. Not only the usage of new materials, like iron and glass; but also the innovations of refrigerator, elevator, escalator, the air-conditioning systems…etc. were all related in the further developments for the following types.

At last but not least, the development of transportation in different types was also a catalyst in the evolution. The increasing car ownership made it easy to reach far settlements for the urbanites. The supermarkets and later the chain stores, the strip malls and lastly the suburban malls were all rapidly developed by the opportunities of easy access.

Trade had started in ancient civilizations in Asia, Africa and Far East by the start of urbanization. The cities of Europe introduced many different formats of shopping places in medieval times to 19th century. After all, the new urbanization area of the world was America with its untouched lands. But, very interestingly, the enclosed suburban mall – the pioneer of the contemporary shopping malls – was an American invention by a European architect who got influenced from the arcades.

Eventually, the shopping place became a fully enclosed and environmentally controlled space with the suburban mall, which was initiated as an urban center but remained detached in application in many examples before its developed contemporary followers.

CHAPTER 4

THE CONTEMPORARY SHOPPING MALL

> A 20th century grand tour of American shopping centres, and in particular those designed by Victor Gruen, saw developers and architects visiting and studying the US examples. Just as Italy had influenced art and architecture across Europe some 600 years before, the USA represented the shopping Renaissance of the later 20th century (Coleman 2007, p.73).
>
> The first shopping complex in the nation to be officially named a "mall" was Bergen Mall, which opened, in Paramus, New Jersey, November 14, 1957. By the late 1960s, retail hubs were becoming generally referred to as "shopping malls". Before this, they were usually called a "Center" (http://mall-hall-of-fame.blogspot.com/search?q=mall+of+america (12.12.2009)).

According to ICSC (International Council of Shopping Centers, founded in 1957), generally there are two forms for shopping centers. The first is an “Open Air Center”, which simply refers to a shopping center or complex that is not enclosed. The second most prevalent form of shopping center is the Mall. This form of shopping center has an enclosed walkway where storefronts are often turned inside, away from the parking areas, to face the interior enclosed space. There are many centers that exhibit the characteristics of both, which are hybrid forms. So, three main physical

configurations of shopping centers are; open air centers, malls and hybrid centers (http://www.icsc.org/srch/about/impactofshoppingcenters/SC_Definitions.pdf (12.12.2009)).

> The term “shopping center” has been evolving since the early 1950s. Given the maturity of the industry, numerous types of centers currently exist that go beyond the standard definitions. Industry nomenclature originally offered four basic terms: neighborhood, community, regional, and super regional centers (http://www.icsc.org/srch/about/impactofshoppingcenters/SC_Definitions.pdf (12.12.2009)).

As the industry has grown and changed, more types of centers have evolved and these four classifications are no longer adequate. Coleman (2007, pp.58-63) states that, today, there are eight criteria in use to categorize a shopping center, which are; catchment, location, size, type of retail goods, style of retailing, physical form, combination with other uses, and being first or second generation.

> As a measure of the degree of change that has emerged since the mid-1960s, certain shopping types are represented by two separate generations. The first generation illustrating early examples of the type, for example, urban based shopping environments, followed by the emergence more recently, of a completely new urban type (Coleman 2007, p.63).

The ICSC has defined eight major types of shopping center, which are classified primarily by their size, and their types of goods and services sold. These are; the Regional Center and Super Regional Center as two types of Malls, and the Neighborhood Center, the Community Center, the Power

Center, the Theme/Festival Center, the Outlet Center, and the Lifestyle Center as the types of Open Air Center.

Coleman (2007, p.71) states that, the principle type is the regional shopping center, which was represented by the suburban mall and influenced on the form and design of shopping malls in both out-of-town and in-town locations. By 1980s, the super regional shopping centers, which are greater than 75000 m2, emerged as a type. The anchor stores, major retail stores used to drive business to smaller retailers, are the most important tenants of these malls. These larger department stores or grocery stores are generally part of a retail chain (http://retail.about.com/od/glossary/g/anchor_store.htm (12.12.2009)).

The ICSC definitions for the two types of malls:

> **Regional Center:** This center type provides general merchandise (a large percentage of which is apparel) and services in full depth and variety. Its main attraction is the combination of anchors, which may be traditional, mass merchant, discount, or fashion department stores, with numerous fashion-oriented specialty stores. A typical regional center is usually enclosed with an inward orientation of the stores connected by a common walkway. Parking surrounds the outside perimeter.
> **Superregional Center:** Similar to a regional center, but because of its larger size, a superregional center has more anchors, a deeper selection of merchandise, and draws from a larger population base. As with regional centers, the typical configuration is an enclosed mall, frequently with multilevels. Parking may also be structured to accommodate the sheer size of the center (http://www.icsc.org/srch/about/impactofshoppingcenters/SC_Definitions.pdf (12.12.2009)).

The *Encyclopaedia Britannica* defines shopping mall as a 'collection of independent retail stores, services, and parking areas constructed and

maintained by a management firm as a unit' and presents it as a 20th century adaptation of the traditional marketplace (http://www.britannica.com/EBchecked/topic/541570/shopping-centre (12.12.2009)).

Fong (2003, p.10.1) defines shopping mall as a simulation of the commercial 'live center' of cities which are built to replicate the retail offer in established city centers, providing comparison shopping in a 'continuous' selling space on goods. Additionally, Shields (1994, p.203) defines the enclosed shopping mall as a micro-city with its street-like gallerias and multi-level atria. So, all these definitions refer to the urbanity and public space feature of the mall.

At the beginning of the development, Victor Gruen identified shopping as a part of a larger web of social activities, arguing that merchandisers would be most successful where they integrated their activities with ''the widest possible palette of human experiences and urban expressions'' (Gillette 1985, p.452). Today, according to Amendola (2006, p.81), an entire life can be lived inside a shopping mall, because the mall has assumed the status of icon and epitomized scenario of contemporary urban experience. So, either the mall is placed out-of-town or in town center; it is important to create the inside urbanism in an enclosed shopping mall.

The mall has its unique evolution in all these types of shopping centers. As an enclosed space, it has both advantages and disadvantages, which cause many arguments among academic branches, designers, developers, and

users. Today, it is more important to realize all contents of shopping mall, in order to build new ones and to regenerate formers properly.

4.1. Examples for Revitalization: Expansion and Renovation of Shopping Malls

> …rather than acting as single, rigid forms, malls have been amazingly adaptable building types. They have continuously adjusted, reinvented, and retooled themselves in response to multiple economic and social changes; they take many forms and have flourished in a variety of settings (Crawford 2002, p.22).

In the history of evolution, all shopping environments developed and transformed into a more attractive and satisfying version of them. The Greek Agora developed into Roman Forum and Trajan's Market; the contemporary shopping mall is the expanded version of the 1950s suburban mall. According to Leong (2001, p.131), shopping is best described in terms of cycles, births, declines, and measured in terms of life spans, rather than being a stable urban building block. Trade is a competition and the shopping malls are competing with each other. To be successful and to survive in this global race the shopping malls have to expand or renovate themselves. In other words, when the mall get old and become out of fashion, the mall may become a ''dead mall'', which is a shopping mall with high vacancy rate, low consumer level, or is dated or deteriorating in some manner. Deadmalls.com defines a dead mall as one having an occupancy rate in slow or steady decline of %70 or less (http://www.deadmalls.com/ (12.12.2009)).

In 1960, at the beginning of the development of shopping malls, Victor Gruen envisioned the planning for growth and categorized it into two situations:

> 1. Planning for Expansion: In the majority of cases the entire center is leased and constructed in one operation. All the essential elements which establish a complete shopping center organism are built. However, the opportunity for either expanding individual stores or for adding new stores, or both is created as a part of the original plan, although this opportunity may or may not be utilized in the immediate or distant future.
> 2. Planning for Development in Stages: In this instance only a portion of the ultimate plan is carried out in the first stage. Only some of the major elements of the plan are executed. A definite intention and a tentative time schedule exist for adding one or more leasing and construction stages (Gruen and Smith 1960, p.110).

According to Gruen (1960, p.110), a shopping center must be a carefully planned urban organism where future enlargement is compulsory. Yet, if the planning has not been made initially, growth might still be possible but it will be organic. Where the additional land is unavailable, the new buildings may have to consume space previously used for parking. So, to avoid the limitations, a future plan for a shopping mall is needed for the most effective expansion.

Another application for shopping mall is the renovation that helps to stay competitive and to stay current with fresh concepts, shopper amenities or design improvements. As new retail formats develop, many old malls are facing serious competition. The renovation may include not only finishing materials but also changes in tenant mix, architecture, landscaping, parking and signage. There are malls being redesigned to become the new

downtowns with addition of office and entertainment places in and around the mall. They also include public services, meeting facilities and community celebration places. And, there are examples, which remove their central roof and become open-air shopping centers and which add windows on the outside to make the center look inviting and accessible (Ryan and Kures 2000). So, the fully-enclosed old mall which was initially inward looking with blank façade, becomes a new attractive urban center.

Consequently, today, there are so many shopping malls around the world and expansions and renovations are necessities in their life span. The following parts discuss out-of-town and inner city shopping mall examples, which are significant in means of expansion and renovation.

4.1.1. Out-of-town Shopping Mall

> Shopping has historically developed alongside, sustained, amplified, or aspired to the urban. The Greek agora and the medieval town hall provided a space in which the gravity of civic life and the liveliness of the marketplace could coexist in often indistinguishable ways. The Parisian arcades and the early department stores intensified urban life by creating a previously unknown experience of the city. And the suburban shopping mall was originally conceived to function as a surrogate town center (Leong 2001, p.153).

The mall was born in suburbs of the USA, believing that increased trade would help build up a town center. Sociologists and urban planners believe malls have played a central role in the suburbanization of modern America, as they became major elements in the lifestyles of consumers (Stockil 1972,

pp.52-62). The first recognized enclosed regional shopping center Southdale, was an out-of-town mall, and according to Coleman (2007, p.75), the type has continually developed and evolved in response to change and competition from other formats.

4.1.1.1. Southdale Center

In 1956, Southdale Center (designed by Victor Gruen) opened in the suburb of Minneapolis in the USA as a revolutionary with its "introverted" design. As it was mentioned in previous chapters (Figure 3.38), Gruen designed a future urban plan for the mall initially, where the mall is the nucleus of a subsequent development; including houses, schools and parks. But instead, the mall continued to expand through the parking area (Figure 4.1).

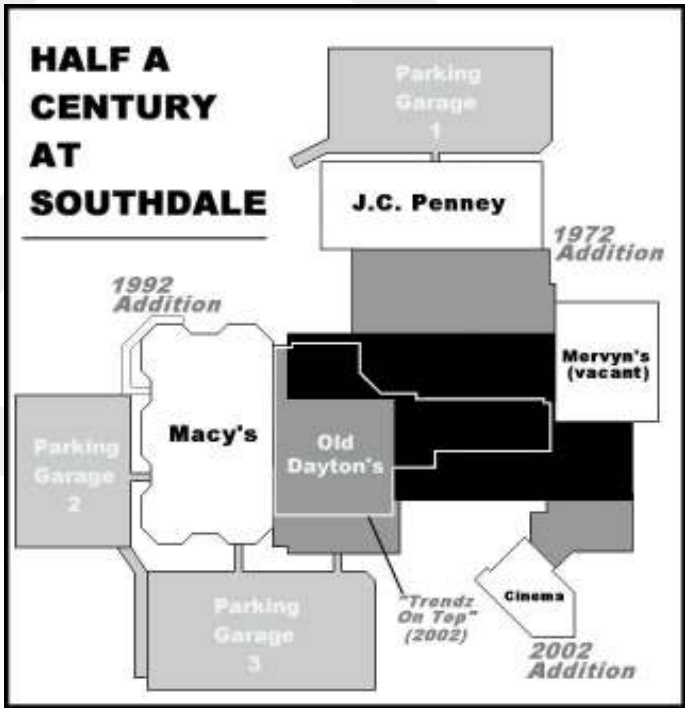


Figure 4.1. Expansion Plan of Southdale
(http://mall-hall-of-fame.blogspot.com/search?q=southdale (12.12.2009))



Figure 4.2. Southdale's Garden Court in 1956 and today
(http://mall-hall-of-fame.blogspot.com/2008_05_01_archive.html (12.12.2009))



Figure 4.3. Southdale Mall, today
(Google Earth (12.12.2009))

The original mall was centered around a 3-story, 30.5 m wide, ''Garden Court'', which had tropical landscaping, statues, a fountain and bird aviary. The original split-level parking area, and how it was interconnected with the two retail levels of the mall, was innovative in design – where the lots were named for animals, such as ''Bear'', ''Elephant'' and like this; to make it easier for shoppers to remember. In 1966, Minnesota's first twin cinema built as an out parcel to the mall on parking area. In 1972, four leveled anchor

department store, J.C. Penney, was added to northeast wing. In early 1990s, a large-scale expansion started for Southdale, in fear of the superregional 'Mall of America', which was being built only 6 km southeast. The expansion included, constructing new stores on the old Dayton's site, doubling the Garden Court and adding a multi-level parking garage (Figure 4.2). In 2002, a new 16-screen multiplex cinema was added to the southeast, along with more stores and restaurants. Also, a teenage apparel area, Trendz on Top, was constructed over those stores and two more parking garages added to the mall. After three major renovations, the complex does not even resemble the suburban mall that it evolved from (compare Figure 3.39 with Figure 4.3). As future development, the vacant Mervyn's (Figure 4.1), is planned to reconstructed as an open-air lifestyle wing (http://mall-hall-of-fame.blogspot.com/2008_05_01_archive.html (12.12.2009)).

4.1.1.2. Yorkdale Shopping Center



Figure 4.4. Yorkdale Shopping Center, Toronto, Canada, 1960s
(http://mallsofamerica.blogspot.com/search/label/Yorkdale (12.12.2009))

In 1964, Yorkdale Shopping Center, owned by Oxford Properties, opened in former suburb of Toronto in Canada (Figure 4.4) (Koolhaas 2001, p.34). It

was the largest suburban shopping mall in the world at the time of its opening and was based upon the most essential ingredient of suburban life – the automobile. Madonna (2007, p.256) states that, the Yorkdale Shopping Center was established as a commodity for a world separate from urban life by including not only retail stores but also theatres and other places of activities.

The mall had huge renovations and expansions in its history, in 1999 and between 2005-2008 (Figure 4.5). A unique element of this expansion was the construction of a 18.3 metres high glass atrium running 91.4 metres in length, which hangs from an exterior support structure and the structure was the first of its kind in Canada and the largest in North America. Yorkdale received a MAXI Award from the ICSC (International Council of Shopping Centers) in 2007 for the latest renovation and redevelopment. Additionally, when each tenant renews their lease with the mall, they are required to renovate their stores in order to continually ensure a modern and fresh look in the mall (Figure 4.6) (http://en.wikipedia.org/wiki/Yorkdale_Shopping_Centre (12.12.2009)).



Figure 4.5. Yorkdale Mall in 2005
(Google Earth (12.12.2009))



Figure 4.6. Yorkdale Shopping Center in 1967 and view from an expanded part in 2008
(http://mallsofamerica.blogspot.com/search/label/Yorkdale (12.12.2009))
(http://www.yorkdale.com/photo.asp (12.12.2009))

4.1.1.3. King of Prussia Mall

Another interesting example of expansion in an out-of-town shopping mall is 'King of Prussia Mall', developed by the Kravco company, located at the

suburb of Philadelphia in the USA. By 1963, the oldest portion of the complex, The Plaza, opened as an open-air shopping center at the beginning, and in time, the mall was created by connecting together three adjacent malls; The Plaza, The Court and The Pavilion (Figure 4.7) (http://www.easternct.edu/~pocock/MallsWorld.htm (12.12.2009)).

By the late 1970s, the center had expanded and The Plaza become a partially enclosed super-regional mall anchored by department stores. In 1981, The Court opened as a fully enclosed mall across the road from The Plaza. At the same period, a substantial renovation of The Plaza was initiated in 1980. The project consisted of full enclosure of the center, new roofs and skylights, the installation of a quarry tile finished floor, new interior landscaping and a stately fountain. Also, the two malls were connected by a bridge over the road. In the early 1990s, Kravco Company decided to give The Court an aesthetic makeover. The renovation included installation of marble floor tile, stained glass windows, decorative brass planters, cherrywood handrails and full-size trees and finally a glass-covered crosswalk connecting the two malls. The third portion of the mall, The Pavilion, opened in 2001 as a conversion of a former department store at The Court. Now, as a result of this continuously organic growth, the King of Prussia Mall is the largest shopping mall on the East Coast of the USA (Figure 4.8) (http://www.kingofprussiamall.com/press-releases.php (12.12.2009)).

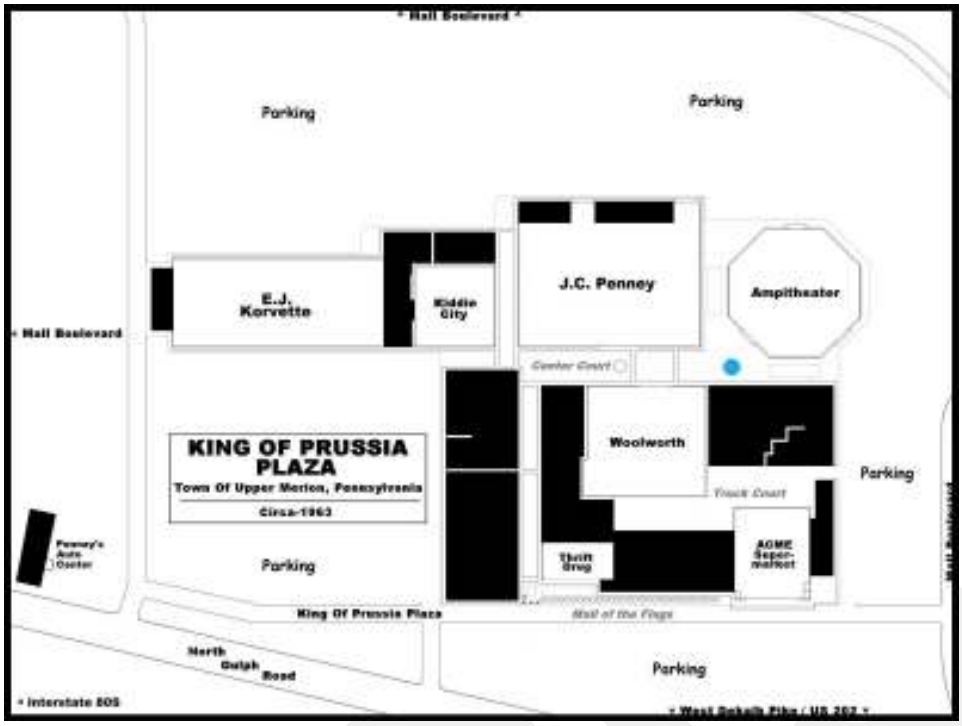


Figure 4.7. Original Plan of King of Prussia Plaza in 1963
(http://mall-hall-of-fame.blogspot.com/search?q=king+of+prussia (12.12.2009))



Figure 4.8. King of Prussia Mall, Philadelphia, the USA, today
(Google Earth (12.12.2009))

4.1.1.4. West Edmonton Mall

In 1981, West Edmonton Mall opened in Alberta, Canada, founded by Ghermezian Brothers, as the largest mall in the world at the time (Figure 4.9) (Koolhaas 2001, p.34). It is still the largest mall in North America and fifth in the world. West Edmonton Mall is a milestone in the evolution that, it includes a major leisure and recrational facility incorporation with standart retail offer (Coleman 2007, p.78). The mall has been expanded three times since its opening in 1981, with these additions completed in 1983 (Phase II), 1985 (Phase III) and 1999 (Phase IV). It was the largest indoor shopping centre in the world until 2004 and was put in the Guinness World Records (http://www.ghermezian.com/ (12.12.2009)).



Figure 4.9. West Edmonton Mall, Alberta, Canada
(Google Earth (12.12.2009))

> The WEM's nonstop proliferation of attractions, activities, and images proclaims its uniqueness; but, beneath its myriad distractions, the mall is easily recognazible as an elephantine version of a generic type – the regional shopping mall (Crawford 1992, p.6).

The WEM has 800 shops and six anchor stores with two food courts. And, besides its retail offers, West Edmonton Mall includes an indoor amusement park, a full sized ice rink, a miniature golf course, a dolphin lagoon, an aquarium, a water park for swimming, an indoor lake with underwater submarine rides, a full size replica of a Columbus caravel, a casino and bingo hall, and a themed hotel (http://www.wem.ca/#/About/home/About-us (12.12.2009)).

With all these facilities together, West Edmonton Mall is an enclosed environment forming a city within a city (Coleman 2007, p.78), or as in Crawford's (1992, p.4) exaggerated version; ''The mall's claim is to contain entire world within its walls''.

For future developments, permission from the City of Edmonton was recently granted for an expansion, which will include additional retail space, a facility for sports, trade shows and conventions, a twelve-story office building, and a 600 unit apartment building, along with more parking (Figure 4.10) (http://www.experiencefestival.com/a/West_Edmonton_Mall/id/2001930 (12.12.2009)) (http://www.icsc.org/srch/apps/newsdsp.php?storyid=1152&region=main (12.12.2009)).



Figure 4.10. West Edmonton Mall, interior scenes
(http://thefuntimesguide.com/images/blogs/sea-lions-show-in-west-edmonton-mall.jpg (12.12.2009))
(http://www.spunwithtears.com/hudjik/2005/050212h.jpg (12.12.2009))
(http://www.jasperjournal.com/jaspergallery/d/388-4/WestEdmontonMall-Credit-Canadian_Tourism_Commission.jpg (12.12.2009))
(http://math.usask.ca/~gladki/places/edmonton/P4300030.jpg (12.12.2009))

4.1.1.5. Mall of America

> When the Mall of America opened in August 1992, it was by no means clear that it would be a success… …Indeed, four years after its opening, it had become, according to a survey by the National Park Service, the most popular tourist destination in the US. The New York Times reported that it draws more visits annually than Disney World, the Grand Canyon, and Graceland combined – forty million. Northwest, the Mall of America's ''official airline'', regularly brings in shopping junkets from Europe, Israel, Japan, Australia. Is it size alone that makes it such a magnet? Or has the Mall of America established itself as an icon of US culture (Nelson 1998, p.xv)?

In 1992, Mall of America opened in suburb of Minneapolis, the USA, founded by again Ghermezian Brothers and designed by architect Jon Jerde and the Jerde Partnership, as the first and largest retail and entertainment destination in the country (Figure 4.11) (Koolhaas 2001, p.34). As a quirk of faith, the mall is located just 6km away from Gruen's Soutdale Mall (http://wapedia.mobi/en/Southdale_Center (12.12.2009)).



Figure 4.11. Mall of America, today
(Google Earth (12.12.2009))

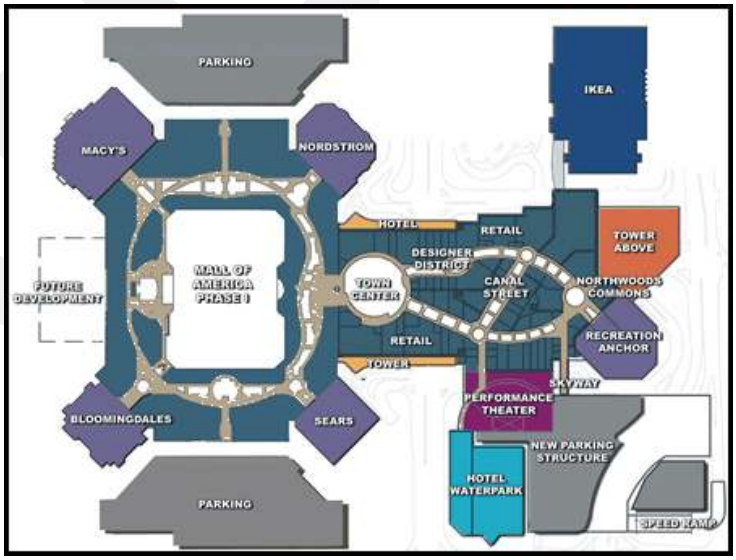


Figure 4.12. Phase II Expansion of MOA
(http://www.da-man.com/blog/wp-content/uploads/2007/05/moa-level3.gif (12.12.2009))



Figure 4.13. 3D model for Phase II expansion of MOA
(http://www.mallofamerica.com/#/media/home/moa-expansion (12.12.2009))

The mall site was originally a sports stadium. The building was designed symmetrically in plan and totally inward looking, with generally blank facades to the outside. In the center of the mall there is an indoor theme park and at the four corners the anchor department stores are located. Besides its 525 stores and entertainment facilities, the mall has a chapel and has the first collage campus within a shopping mall, which normally found in city centres (http://www.mallofamerica.com/ (12.12.2009)).

Phase II expansion is already planned for MOA on the empty parcel of land north of the mall (Figure 4.12 and 4.13). It includes a dinner theatre, ice rink, three hotels, and a waterpark; similar in design to the West Edmonton Mall.

Yet, the expansion will not make MOA exceed the size of the WEM, because the WEM itself going under expansion also (http://www.icsc.org/srch/apps/newsdsp.php?storyid=1152&region=main (12.12.2009)).

This competition between the out-of-town malls continues, either they are close to each other, like Southdale and Mall of America, or even they are located in different countries. Being the biggest or the most preferred one among customers leads to prestige and free advertisement. On the other hand, not every mega mall has a success story in this race. For example, New South China Mall is the world's largest mall today – and the world's largest ''dead mall'' -, where many of its retail spaces are empty since the opening in 2005. The owner company invested 230,000 yuan in renovations to liven up the mall but it did not work (Figure 4.14) (Donohue 2008).



Figure 4.14. New South China Mall on a Sunday
(http://www.thenational.ae/article/20080612/REVIEW/124592400/1120 (12.12.2009))

Consequently, there are many aspects relevant for the success or failure of the malls. And, the out-of-town malls do not only compete with each other, they also have to beat the inner-city shopping malls, which are easier to access.

4.1.2. Inner-City Shopping Mall

> For several decades, many civic leaders and city planners have argued that a strong retail presence is crucial for the overall viability of the downtown and of the city. Typical of this line of thinking are the sentiments expressed in 1980 by Mathais DeVito, former president of the Rouse Development Company [1]:
> But the essential glue of the city, the fuel that will truly fire the renaissance. . . is the strong return of retailing to the downtown. Retailing has a life and vigor night and day, seven days a week. It has universal appeal. Everyone shops – executives, workers, students, tourists. Retailing relates to every other function of the city. It stimulates and strengthens other businesses such as banking, accounting, publishing, or insurance. It provides a very broad job base (Robertson 1997, p.383).

Robertson (1997, p.391) explains that, the inner-city shopping mall – or 'galleria', as they are often called in Europe – takes the suburban mall as model for the direct competition, but, the inner-city mall developed mostly vertically rather than copying the horizontal configuration of suburban mall, because of the higher land values of downtown.

Consequently, while the out-of-town mall was striving to be the town center of developing suburbs, the inner-city mall came out to be the 'new town center' of the settled old cities.

4.1.2.1. Midtown Plaza

In 1962, Midtown Plaza opened in downtown Rochester, New York, designed by again Victor Gruen, as the first fully-enclosed, city center mall of the USA. It served as a model for the many urban renewal projects that attempted (rather unsuccessfully) to revitalize America's withering central cities. Coleman (2007, p.148) describes Midtown Plaza as a catalyst for the regeneration of the downtown area. Additionally, it was the nation's last, remaining Gruen-designed structure that still retained a great deal of its original interior design elements (Figure 4.15). Midtown Plaza linked two existing department stores with a series of small shops that were organized around a controlled enclosed space and supplying nearly 2000 parking spaces. It was also connected to a new office space and a hotel (http://mall-hall-of-fame.blogspot.com/search?q=Midtown+Plaza%2C+Rochester (12.12.2009)).

> According to Gruen (1964), the key elements to his plan for Rochester included:
> · the separation of utilitarian functions, such as automobile movement and storage and all service transportation, from human functions, giving the latter the most preferred space;
> · an enhanced downtown environment that provides for greater comfort, relaxation, safety, convenience, and aesthetics;
> · a facility that complements retailing with a host of other functions, including office space, hotel rooms, restaurants, public meeting space, banks, a technical school, art galleries, a post office, etc. (in fact, Midtown Plaza could be considered a forerunner to mixed-use centres as well) (Robertson 1997, p.392).

As a result, Midtown Plaza was conceived as a town square; it became a center of casual life as well as a shopping mall. So, Gruen achieved his goal -creating a town centre- in this project, which he could not in suburban malls at that time. Midtown Plaza won several design awards and attracted international attention. Many city planners from the world came to see Gruen's solution to the mid-century urban crisis (http://mallsofamerica.blogspot.com/2007_05_01_archive.html (12.12.2009)).



Figure 4.15. Midtown Plaza in 1962 and in 2005
(http://mallsofamerica.blogspot.com/search?q=Midtown+Plaza (12.12.2009))
(http://en.wikipedia.org/wiki/File:Rochester_Midtown_Plaza_-_Interior.jpg (12.12.2009))



Figure 4.16. Inner- city mall Midtown Plaza in 2005
(Google Earth (12.12.2009))

Unfortunately, Midtown Plaza was demolished in 2009. Long before its destruction, the mall had become a dead mall; most of its anchors and stores were moved to other locations. It was agreed by the City Council that the suggested renovation and revitalization would cost so much for this ‘‘heritage’’ building (http://rocwiki.org/Midtown_Plaza (12.12.2009)).

4.1.2.2. The Galleria

In 1970, The Galleria opened in Houston, the USA, designed by Hellmuth, Obata and Kassabaum (HOK) and developed by Gerald Hines, as an expanding fringe of the downtown western edge of the city, so, according to Coleman (2007, p.149), the mixed-use development was a catalyst for the regeneration of this part of city by providing a shopping galleria, two office towers, a 404 bedroom hotel, and a university club. It was the nation’s first major mixed-use retail/ office/ hotel development. The Galleria was modeled and named after the Galleria Vittorio Emanuelle II in Milan, borrowing, as its most distinctive architectural feature, a glazed barrel vault spanning the central axis of the mall (Figure 4.17) (http://mall-hall-of-fame.blogspot.com/2007_06_01_archive.html (12.12.2009)).

The Galleria includes an ice rink, positioned below the mall’s central glass atrium, which was the first ever built inside a mall. The mall was also a landmark by establishing bright naturally lit interiors with its glazed barrel vault and it was the first to extend the shopping facilities over three levels (Coleman 2007, p.150).



Figure 4.17. The Galleria Vittorio Emanuelle II in Milan and The Galleria in Houston (http://i.thisislondon.co.uk/i/pix/2009/04/galleria-vittoria-489x394.jpg (12.12.2009)) (http://wallpapers-free.co.uk/backgrounds/christmas/trees/Galleria-Houston-Texas.jpg (12.12.2009))

Between 1976 and 2003, the existing structure was expanded three times (Figure 4.18 and Figure 4.19). The second phase, Galleria II, was built over two levels of garage as an addition to the west of the existing building, where there used to be a parking area. The expansion also included offices, The Galleria Plaza Hotel, and movie theatres. The third phase, Galleria III, completed in 1986, including a two- level department store and a parking deck. In 2003, the final construction phase, Galleria IV, opened and made the mall the nation's third-largest (Figure 4.20) (http://mall-hall-of-fame.blogspot.com/2007_06_01_archive.html (12.12.2009)).



Figure 4.18. The original plan of The Galleria (http://mall-hall-of-fame.blogspot.com/2007_06_01_archive.html (12.12.2009))

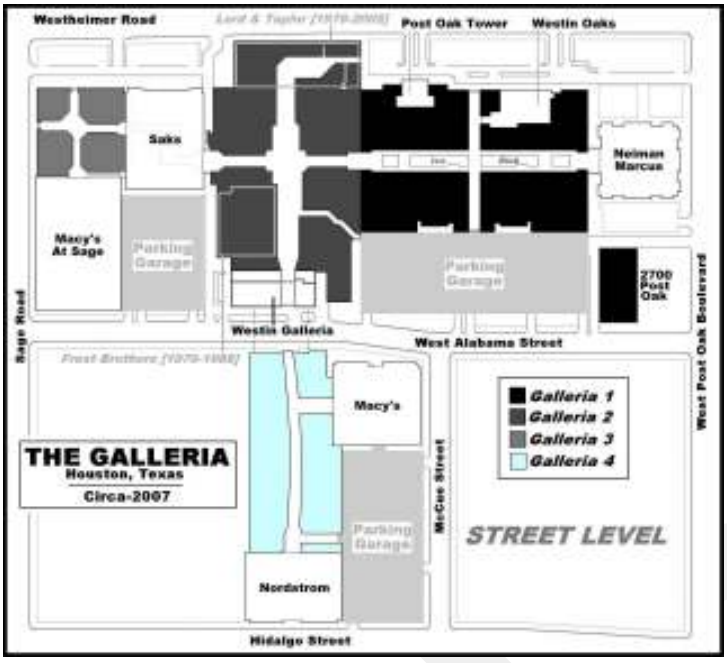


Figure 4.19. The expansion plan of The Galleria
(http://mall-hall-of-fame.blogspot.com/2007_06_01_archive.html (12.12.2009))



Figure 4.20. The Galleria, Houston, today
(Google Earth (12.12.2009))

Houston's Galleria was surrounded by several shopping malls. These included Meyerland Plaza (1957), Sharpstown Mall (1961), Memorial City Mall (1962), Northwest Mall (1968) and Town and Country Mall (1983). However, within a few years of its opening, The Galleria was firmly established as the preeminent shopping mall in all of Houston. These other centers provided no real competition (http://mall-hall-of-fame.blogspot.com/2007_06_01_archive.html (12.12.2009)).

4.1.2.3. La Part Dieu Centre Commercial

In 1975, La Part Dieu, opened in Lyon, France, as one of the first town centre malls in Europe, on an extensive site of a former military academy (Coleman 2007, p.152). The mall provided 250 shops and restaurant units, which were part of a mixed-use development that incorporated a hotel, offices, and apartments. Additionally, La Part Dieu shopping mall has five levels including a small underground level for access by subway (http://fr.wikipedia.org/wiki/La_Part-Dieu_(centre_commercial) (12.12.2009)).



Figure 4.21. La Part Dieu Centre Commercial in 1975 and today
(Coleman 2007, p.153)
(http://www.elvya.fr/societe/images/slideshow/5.jpg (12.12.2009))

The original interior spaces of La Part Dieu from 1975 were artificially lighted and the finishing materials were dark. When the centre was refurbished in 2001, redesigned by BDP. (Building Design Partnership), the most impressive renovation was cutting away the slab of rooftop parking to allow for new skylights over the mall. Also, the entrances and common areas have

been upgraded and modernized. The aging surfaces were replaced with new and traditional high quality materials, creating an ambience of high levels of natural light. Additionally, most of the tenants renovate their own spaces (Figure 4.21). La Part Dieu was reborn, and in 2003, it won The International Design and Development Award from ICSC as a result of renovations it had (http://www.icsc.org/srch/education/awards/CentreComPartDieu.pdf (12.12.2009)).

Today, the mall remains as a successful urban destination, which attracts 100.000 visitors per day and it is integral to the economic success of the city centre (Figure 4.22) (Coleman 2007, p.152).



Figure 4.22. La Part Dieu Centre Commercial
(Google Earth (12.12.2009))

4.1.2.4. Eldon Square Shopping Centre

In 1976, Eldon Square opened in Newcastle, in the UK, by Capital & Counties Plc in partnership with the City of Newcastle upon Tyne, as the

biggest indoor shopping mall in the country at the time, covering a large portion of the city centre, so; it was one of the first examples of mixed-use city centre regeneration (Coleman 2007, p.150).

The Eldon Square shopping centre is a concept building, a complex mall network, having several malls –which were named after the history of the local area- connected to each other on two levels. The malls form pedestrian streets and staircases, ramps, lifts and escalators provide the changes in levels. At entranceways or the connecting spaces between levels, where two malls meet, natural light from skylights is introduced into courts and squares. In some large courts or squares there were water features previously, however as a result of the 2008 / 2009 renovation, these have now been removed. (Figure 4.23) (http://www.eldon-square.co.uk/sitefiles/History.pdf (12.12.2009)).



Figure 4.23. A concourse in Eldon Square in 1976
(http://www.flickr.com/photos/newcastlelibraries/4084132870/ (12.12.2009))

The bottom level houses a roadway for trucks to deliver to shops in the malls above and also includes an underground bus station. Above the shopping malls, there is a leisure centre, which includes fitness studios, squash courts and a sports hall. Additionally, the complex links to the underground metro station (http://en.wikipedia.org/wiki/Eldon_Square_Shopping_Centre (12.12.2009)).

The Eldon malls were completely covered, so, in 1988 they opened up many ceiling areas, creating new atriums, with new lighting and signage throughout the centre to compete with new malls, which has glass roofs. In 1989, the Newgate Street extension was opened which included a food court and extra mall space for new shops. In the late 1980s, an adjoining mall called Eldon Garden, owned by a different company, was built in a more contemporary style than the main centre. Around this time, Eldon Leisure centre was built above the shopping malls. The former Green Market has also been closed and demolished to make way for Eldon Square South, a new mall including several new retail outlets, with a department store as the anchor tenant (http://en.wikipedia.org/wiki/Eldon_Square_Shopping_Centre (12.12.2009)).

Consequently, Eldon Square takes up much of the land space in the city centre and many provincial city centres have such large developments in the UK, but none of them are quite as central as Eldon Square (Figure 4.24) (http://en.wikipedia.org/wiki/Eldon_Square_Shopping_Centre (12.12.2009)).



Figure 4.24. Eldon Square Shopping Centre
(Google Earth (12.12.2009))

4.1.2.5. Water Tower Place

In 1979, Water Tower Place – named after historic Chicago Water Tower nearby- opened in Chicago, in the USA, designed by Loebl Schlossman and CF Murphy Associates, as one of the first vertical malls in the world. This high-rise mixed-use development comprises a 74 storey complex with 22 floors of hotel, 44 floors of luxury condominiums with offices, and shopping in the ten-level podium, which forms the base of the tower. Additionally, Water Tower Place was the tallest reinforced concrete building in the world when it was built. With the opening of Water Tower Place, the shopping centre industry had returned to its urban roots (Figure 4.25) (http://en.wikipedia.org/wiki/Water_Tower_Place) (http://www.icsc.org/srch/about/impactofshoppingcenters/Brief_History.pdf (12.12.2009)).



Figure 4.25. Water Tower Place, Chicago, the USA
(http://cribchatter.com/wp-content/uploads/2007/11/water-tower-place-_2.jpg (12.12.2009))
(http://www.americasshoppingplaces.com/apsp/locations/profiles/watertower.html (12.12.2009))

> Shopping facilities which adopt more than three floor levels are referred to as 'vertical malls'. Vertical malls first came into being in the mid-1970s and have since been developed in cities across the world such as New York, Chicago, San Francisco, Hong Kong, Singapore and Tokyo (Coleman 2007, p.168).
>
> High land prices in populous cities have led to the concept of the "vertical mall," in which space allocated to retail is configured over a number of stories accessible by elevators and/or escalators linking the different levels of the mall. The challenge of this type of mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards (http://en.wikipedia.org/wiki/Shopping_mall#Vertical_Malls (12.12.2009)).

In 2001, the renovation was begun with enclosing the exterior arcade and adding a loading dock in the middle of the block for additional retail space. The refurbishment also included updating the escalators and fountains leading into the mall from the lobby, the mall's exterior facades, and department store entrances. Also, extensive glass walls and display areas for the department stores were added. The lobby was renovated and updated with a tiered water fountain. These renovations broke up the boxy nature of

the original architecture and added some dimension and scale to the building. Lastly the basement movie theatre was converted into a live performance theatre in 2005. Eventually, Water Tower Place continues its dominance as a major retail destination in the center of the city. (http://www.icsc.org/srch/mt/descs/2008USC/2008USC.pdf) (http://en.wikipedia.org/wiki/Water_Tower_Place) (http://www.watg.com/?pageid=D96F4697-3048-78A8-DBDCE8C42125D478 (12.12.2009)).



Figure 4.26. Water Tower Place, Chicago, the USA
(Google Earth (12.12.2009))

According to Guy (1994, p.181), the shopping mall was originally developed as a free-standing suburban facility as a major feature in the decentralization in North America, on the other hand, in Western Europe, the shopping mall has been transformed into a vehicle for enlarging and modernizing central area shopping, where nearly all large enclosed centres exist within older and largely unplanned shopping areas in the city; like as Eldon Square.

The shopping environments were started in the heart of the city in ancient times and continued to develop together with the cities. So, maybe the suburbs supplied the most suitable lands for the establishment of enclosed mall in the beginning. And, they also have the opportunity to expand more than inner-city malls. But the aim was the same at the beginning: offering a city center and starting a new development. Some of them succeed, some not. On the other hand, the inner-city malls had the advantage of being in city limits. But, sometimes this is not enough to continue in the competition. Either out-of-town or in the heart of the city, the malls have to offer the best, the newest, the most exciting, the most fashionable, and the most comfortable environment to their customers. They must update themselves continuously.

Today, there are many architecture firms in world wide, which design not only new malls but also redesign to regenerate former ones.

4.2. Up to Date Approaches in Shopping Mall Design

The new trend in shopping mall design is focusing on consumers' desire to supply greater convenience and this influences the new retail. So, the malls are formed according to customers' lifestyle. Also, the increasing use of 'green', and urban or ecological conscious affects the design elements of the mall (http://retailtrafficmag.com/mag/retail_futuristic_five/ (12.12.2009)).

In 1985, Horton Plaza, in downtown of San Diego, challenged the classic mall concept with the first of a new generation of urban open-air schemes in the USA (Coleman, 2007 p.67). It was the first example of architect Jon Jerde's so-called 'experience architecture'. Jerde made the mall an attraction in itself by its mismatched levels, long one-way ramps, sudden dropoffs, dramatic parapets, shadowy colonnades, cul-de-sacs, and brightly painted facades, which create an architectural experience (http://en.wikipedia.org/wiki/Westfield_Horton_Plaza (12.12.2009)).



Figure 4.27. Horton Plaza in San Diego, the USA
(http://www.jerde.com/projects/project.php?id=62 (12.12.2009))
(http://www.terragalleria.com/pictures-subjects/modern-architecture/picture.modern-architecture.usca34488.html (12.12.2009))

It was a risky and radical departure from the standard paradigm of mall design while the conventional malls are designed to reduce ambient sources of psychological arousal to direct the customers' attention towards

merchandise. Yet, Horton Plaza was an instant success from its openning and won many awards in design, architecture and urban development. Jerde designed Horton Plaza as a new urban district that would bring people and commerce back to the city from the suburbs. Horton Plaza redefined the urban retail experience and served as a catalyst for regeneration of the downtown (Figure 4.27) (http://www.jerde.com/projects/project.php?id=62 (12.12.2009)).

Another format from 1980s is the combination of major leisure and recreational elements in a regional shopping mall starting with West Edmonton Mall (Chapter 4), which introduces retail and leisure destinations.

In 1987, a new format emerges with 'lifestyle' centres, developed by Poag and McEwen, which were originally conceived without an anchor store but with selected tenants, providing upscale retailing and fine dining in an external environment, starting with Saddle Creek Germantown, in Tennessee, in the USA (Figure 4.28) (http://www.shopsofsaddlecreek.com (12.12.2009)). The lifestyle centers targeted a specific sector of the market and attract customers both from the mall and the ones who would not normally prefer the mall for shopping (http://www.icsc.org/srch/sct/sct0503/page52.php (12.12.2009)). Since 2000, developers Poag and McEwen have built 84 lifestyle centers in the USA, which is nearly four times the number of regional malls built during the same period in the nation (http://www.pm-lifestyle.com/home/index.html (12.12.2009)).



Figure 4.28. Saddle Creek Germantown, Tennessee, the USA
(Google Earth (12.12.2009))
(http://www.germantown-tn.gov/Images/saddlecreek.jpg (12.12.2009))

In 1988, the railway stations begin to develop their concourses for retail starting with Union Station in Washington, the USA and Victoria Place in London, the UK (Coleman, 2007 p.67) (Figure 4.29). According to Coleman (2007 p.232), the railway transport oriented retail is succeeding with taking the advantage of the large number of pedestrians passing daily though stations. Davies (1995 p.18-23) discusses these developments as, ‘‘bringing stores to shoppers - not shoppers to stores’’, which are very usual to see in all kind of stations today, like as metro stations, airports, bus terminals…etc.



Figure 4.29. Victoria Station Concourse, London, the UK
(http://en.wikipedia.org/wiki/File:Victoria_Station_Concourse.jpg (12.12.2009))

In the mid-1990s the ICSC (International Council of Shopping Centers) exposed that, shoppers in the USA were spending less time and money at the mall because of the beginning of internet retailing, which is cheaper, quicker and better (http://www.icsc.org/srch/about/impactofshoppingcenters/Brief_History.pdf (12.12.2009)).



Figure 4.30. Park Meadows Retail Resort, Denver, the USA
(Google Earth (12.12.2009))
(http://www.belluschiconsulting.com/Pages/Project_Pages/Park_Meadows/Park_Meadows.htm (12.12.2009))

As a result of this new challenge, another new format comprises, retail resorts, which are planned as themed interiors based on a synergy with a holiday destination, are established to attract the customers back to mall (Coleman, 2007 p.67). The first example of this new format is Park Meadows opened in 1996, in Denver, the USA, which is a resort-like shopping center featuring a town center that includes restaurants, theaters, and specialty stores. The architect Anthony Belluschi designed this innovative venture commercial development project to look like a mountain lodge that creates an entirely new shopping experience (Figure 4.30) (http://www.belluschiconsulting.com/Pages/Project_Pages/Park_Meadows/Park_Meadows.htm (1.1.2010))



Figure 4.31. The City Shopping Center at Orange County, the USA redeveloped into The Block
(http://www.flickr.com/photos/sylndave/3783906438/ (12.12.2009))
(http://www.anaheimoc.org/client_upload/Membership/3636_image1.jpg (12.12.2009))

In late 1990s, public opinion turns towards a preference for 'open street' retailing. As a result, some of the suburban malls in the USA are reconsidered and transformed as 'main streets'. For example, the 'failed' City Shopping Center suburban mall in Orange County, in the USA, is redeveloped as The Block in 1998, into a new retail format of open streets to recreate 'main street' (Figure 4.31) (http://retailtrafficmag.com/mag/retail_rock_around_block/ (12.12.2009)).

The 'shoppertainment', which is integrating leisure and retailing, continued to develop in new schemes throughout the world (Coleman 2007, p.68). In 1999, Bluewater –a successful sustainable building- located at Greenhithe, Kent, in England, designed by architect Eric Kuhne, established a new benchmark for comparison retailing, catering and customer facilities (Figure 4.32) (Coleman 2007, p.68).

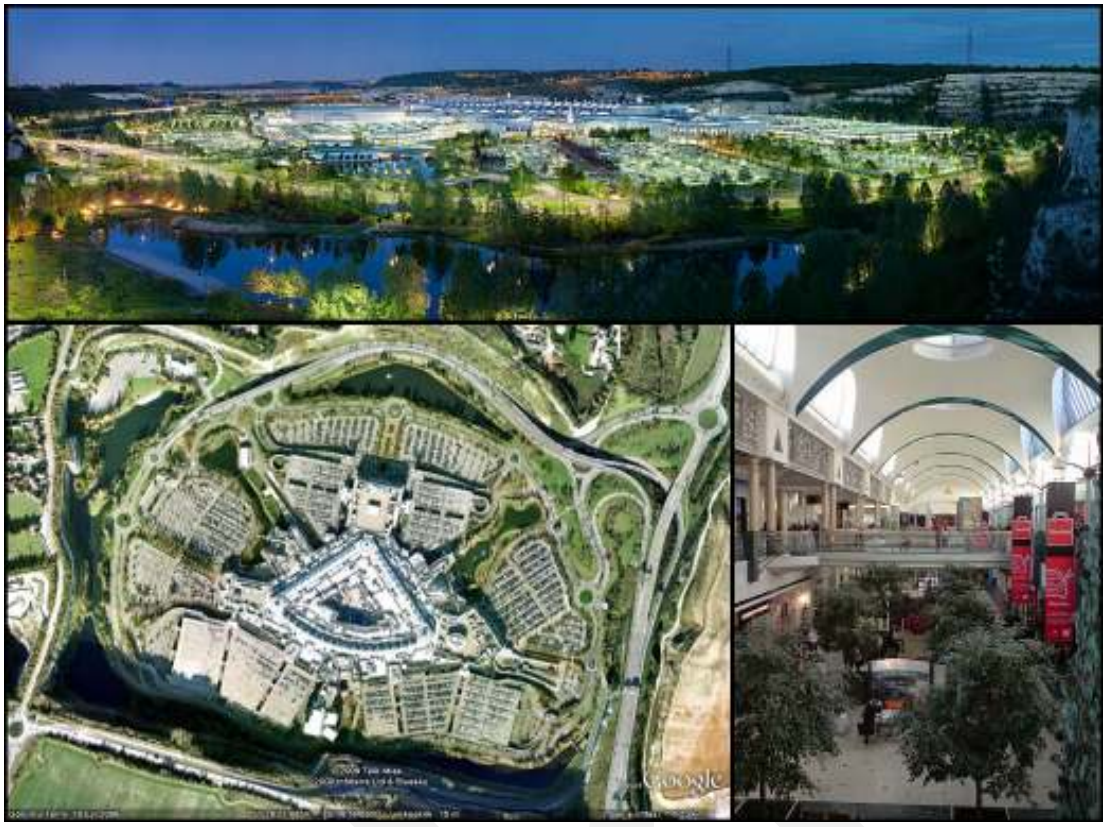


Figure 4.32. Bluewater, Kent, England
(http://en.wikipedia.org/wiki/Bluewater (12.12.2009))
(Google Earth (12.12.2009))

Bluewater won a multitude of international awards including a Millennium Product mark. The most interesting approach of the mall is identification of customer groups, which resulted in a triangular design to make shopping easier, with a department store at each corner connected by three distinct shopping malls, including retailers grouped together to appeal to different customers. The Guild Hall offers carefully selected classic high fashion retail, together with lifestyle stores and gourmet restaurants and cafes. The Rose Gallery is family focused with major high street retailers. Lastly, the Thames Walk offers high street fashions, cafes and entertainment. (http://www.bluewater.co.uk/content/ab_history) (http://www.prnewswire.co.uk/cgi/news/release?id=56073 (12.12.2009)).

In following years, the ‘hybrid centres’ emerged, a new retail format that combines both covered and external space providing largely the same collection of retail and leisure facilities, as a reaction to the failure of standard mall formats. Coleman (2007 p.113) states that, the combined environments in a single centre give the customer the convenience of providing a wide-ranging retail offer under the protection of enclosure along with the natural ambience and visually richer environment of the external street.

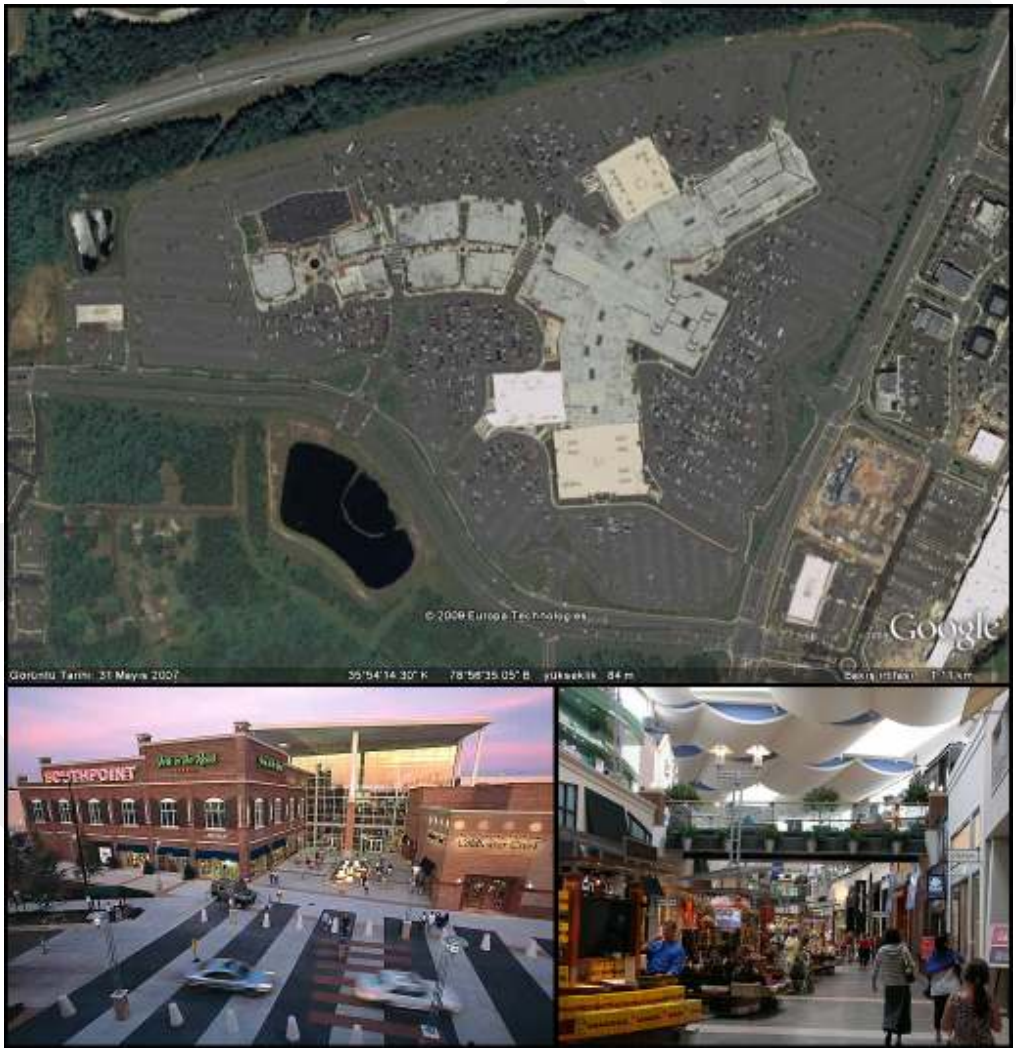


Figure 4.33. The Streets at Southpoint, North Carolina, the USA
(Google Earth (12.12.2009))
(http://www.dukemagazine.duke.edu/dukemag/issues/091002/images/mallc.jpg (12.12.2009))
(http://en.wikipedia.org/wiki/The_Streets_at_Southpoint (12.12.2009))

One of the earliest example is The Streets at Southpoint in North Carolina, in the USA, designed by RTKL Associates, opened in 2002. The mall incorporates an outdoor village concept, better known as ‘‘Main Street’’ (Figure 4.33) (http://www.streetsatsouthpoint.com/about (12.12.2009)).

The Streets at Southpoint signifies a new generation of shopping environment and redefines the hybrid mall. It creates a complete townscape with individualized store ‘buildings’, encompassing an outdoor dining, shopping and entertainment area with an enclosed two-level regional mall (Coleman 2007, p.114). The innovative design of the mall blurs the distinction between interior and exterior shopping streets with a sheer glass façade and introduces a new Main Street- inspired shopping experience. Yet, The Streets at Southpoint was never intended to take the place of a downtown experience. The developers’ aim was to reinterpret that experience, which is quite unexpected in a regional mall, so, the mall reflects a collaborative spirit that clearly has connected with the community (http://www.icsc.org/srch/education/awards/StreetsAtSouthpoint.pdf (12.12.2009)).

The latest approach from 2000s is the enclosed town centre shopping environments, which is introduced by the new re-built Bullring in Birmingham, in the UK, opened in 2003 and designed by architecture firm Benoy (Figure 4.34).



Figure 4.34. Bullring at the center of Birmingham, the UK
(http://en.wikipedia.org/wiki/Bull_Ring,_Birmingham (12.12.2009))
(Google Earth (12.12.2009))

Bullring has been an important feature of Birmingham since the Middle Ages. It used to be the market place and developed into a shopping centre first in the 1960s, therefore, the continuing Birmingham's historic street pattern has been a major influence on Bullring's design (http://www.bullring.co.uk/website (12.12.2009)). Bullring is an architectural revolution; it is much more than an enclosed town centre mall. There are three levels in the mall and a series of open-air external spaces that overlay and relate to each level. The external spaces integrate the new quarter with the urban structure of the city and form new public spaces. Also, the classic street materials of city Birmingham, such

as stone, metal, glass and timber, is used for finishing materials to achieve the feeling of continuous active street life (http://www.icsc.org/srch/education/awards/designdevelopawards2005/01_innovative_bullring.pdf (12.12.2009)). Bullring won several awards and the latest award is the Style Award from 2009 (Figure 4.35) (http://www.bullring.co.uk/website (12.12.2009)).

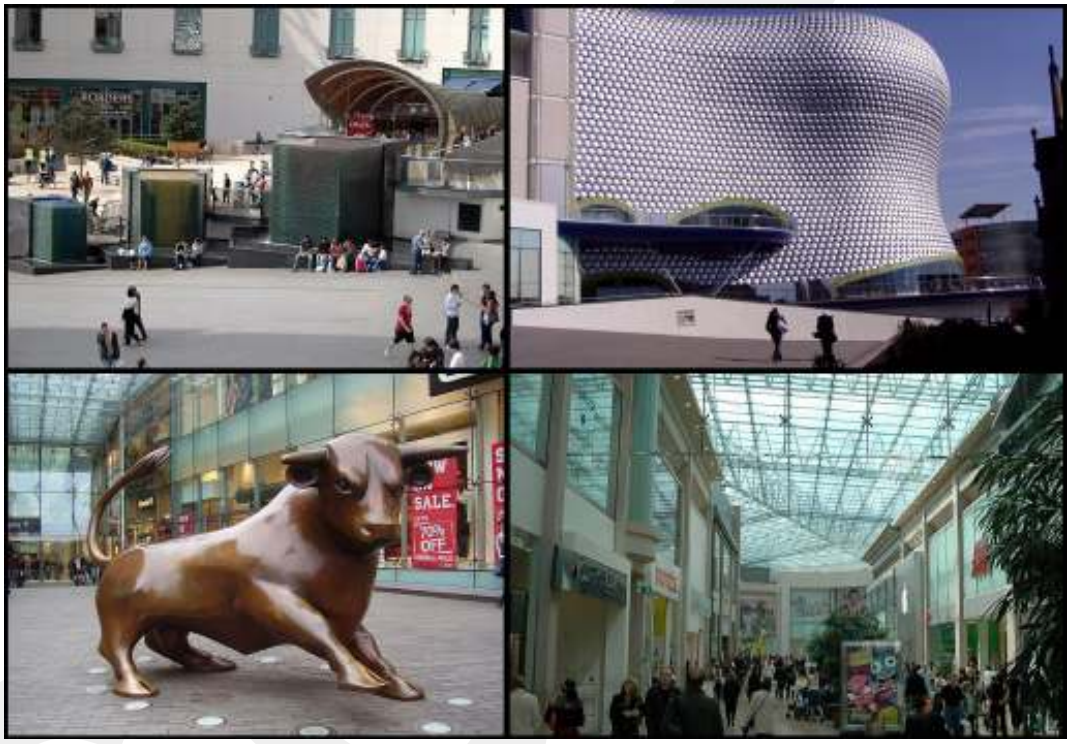


Figure 4.35. Interior and exterior scenes from Bullring (http://en.wikipedia.org/wiki/Bull_Ring,_Birmingham (12.12.2009))

Consequently, as Crawford (2002 p.30) states, Americans now shop in malls that look like cities and in cities that look like malls. This is a result of suburbanizing downtowns and urbanizing malls. Today, mall design approaches tend to create more attractive spaces encompassing both interior and exterior shopping environments. Mall becomes the center of the city or mall becomes a city itself.

4.3. Shopping Malls in Turkey

> Although shopping mall development is not a recent process in many countries -particularly the USA and the United Kingdom- it took a few more decades for malls to appear as part of the urban scene in Turkey. The timing is very appropriate, both for the developers and for consumers searching for new consumption patterns and sites. Turkish people have adapted to using shopping malls eagerly and regularly, although the development process is quite recent (Erkip 2003, p.1073).

In Turkey, the developing suburbs did not trigger the evolution of shopping malls, like as in the USA. In 1980s, consumers' interests for imported goods were increased as a result of changing policies of the government. Therefore, the shopping mall development started in Turkey, which was a necessity for this new market. Eventually, the first modern shopping mall of Turkey, Galleria Ataköy in suburban İstanbul, designed and constructed by Hayati Tabanlıoğlu and opened in 1988, was built following the recommendation of the Prime Minister of the period, Turgut Özal, who was inspired by 'The Galleria' in Houston, USA (http://www.eab.ege.edu.tr/pdf/2_1/C2-S1-M6.pdf (12.12.2009)) (Figure 4.36).

Galleria is located on a main axis, which starts from the historical peninsula of İstanbul and goes until the Atatürk Airport, in the north west of the city. The mall was designed in classic dumbbell plan with 127 shops and a parking garage for 2000 cars, in an area of 70.000 square meters. On the first lower ground floor, there is an ice-rink surrounded by a food court. The mall also includes a fair hall, a small movie theatre and seminar rooms (Verdil 2009,

p.128: 3). The International Council of Shopping Malls awarded Galleria Ataköy in its opening year, for the best architectural design, the best shops layout, the quickest construction, and the most distinguishing structure.



Figure 4.36. Galleria Ataköy, İstanbul, Turkey
(http://www.galleria-atakoy.com.tr/galeri.aspx (12.12.2009))

The mall had many renovations recently. Not only the decoration was refurbished but also the columns of the building were strengthened against earthquakes. The first floor, which used to be the office floor, was converted for retail. An interesting addition to the building was a red-carpeted walkway from the lobby of Sheraton Hotel nearby to welcome high-profit hotel guests to the mall (Figure 4.37) (http://www.emlakkulisi.com/22980_galleria_dan_atakoy_sheraton_a_ozel_yol_yapilacak?TOP=120 (12.12.2009)).



Figure 4.37. The red-carpeted walkway from Sheraton Hotel to Galleria (http://www.galleria-atakoy.com.tr/haberler.aspx?haberid=26 (12.12.2009))

One year after Galleria, in 1989, Atakule, designed by Ragıp Buluç, opened in Ankara as Turkey's first inner-city mall. The name 'Atakule' was given by the citizens of Ankara and the mall's 125m tower became a landmark with its visibility from almost anywhere in the city (Figure 4.38).



Figure 4.38. Atakule shopping mall, Ankara, Turkey (http://www.ragipbuluc.com/eserler/yuksekbinalar/atakule.html (12.12.2009))

The tower houses an open terrace and a revolving restaurant, as an innovation for Turkey, which makes a full 360-degree rotation in one hour. On top of the revolving restaurant there is a second restaurant, which is non-revolving. The bottom structures house the five-storey shopping mall and

several indoor and outdoor restaurants with view of Botanik Park nearby (http://www.atakule.net/ (12.12.2009)).

In its heydays, almost from everywhere in the city the visitors came to Atakule. It included an entertainment center on the basement floor attracting children from every age; unfortunately it was closed in 2009. Although, Atakule had many renovations in the past years, which includes not only sub structural refurbishments but also addition of a cocktail and wedding hall and conversion of the top floor into cinema saloons, it never achieved its initial success again. The store tenants complain about the insufficient parking place and blocked main road accesses to the mall. So, the mall is at the center of the city, but it is not easy to drive to. Ulvi İpekçi, the business manager of Atakule, stated in year 2007 that, the mall mostly serves to the Çankaya region with its boutique style small-sized stores instead of big chain stores (http://wowturkey.com/forum/viewtopic.php?t=36289 (12.12.2009)). The tenants closed their shutters in 2008 to protest the high rents, which make the shopping mall unable to compete with the others. Unfortunately, after 20 years from opening, Atakule is in danger to turn into a dead mall (Figure 4.39).



Figure 4.39. The closed shutters of Atakule in 2008
(http://www.hurriyet.com.tr/ekonomi/10332864.asp (12.12.2009))

In the following years, the number of shopping malls that opened in Turkey rapidly increased. In the same year of Atakule, Atrium Shopping Center opened in Ataköy, İstanbul, as the second mall of the city. In 1991, Karum opened in Ankara, again as an inner-city mall with its office floors at the top. In 1993, Akmerkez, Capitol, and CarrefourSA opened in İstanbul. Adana was the third city that owned a shopping mall with the opening of Galleria in 1994. A year later, in 1995, the first out-of-town mall of Ankara, Galleria, opened in Çayyolu. Many other shopping malls opened subsequently in different cities (http://www.ampd.org/members/files/avm_standartlari.pdf (12.12.2009)).

In the past two decades, the continuous development of shopping malls caused transformations in Turkish urban lifestyle (Erkip 2003, p.1073). The shopping malls became new town centers as social public spaces.

Although, the mall concept started very late in Turkey, today it is possible to see different types of shopping mall examples both as inner-city malls and out-of-town malls. Some of the most striking examples are:

1. Ankamall, opened in 1999 – expanded in 2006, Akköprü, Ankara, projected and managing by ECE (http://www.ece.de/tr/home/ (12.12.2009)).

The mall is a successful super regional suburban mall with its easy access by subway. The first phase is built up as fully-enclosed with blank façades. Yet, the second phase has a naturally lit galleria, windows and exterior urban spaces. The mall not only became one of the biggest in Turkey but also it

became a mixed-use center by a hotel addition nearby (Figure 4.40) (http://www.ankamall.com.tr/klasiksayfa.html (12.12.2009)).



Figure 4.40. Ankamall, Ankara, Turkey
(http://www.ankamall.org/#100 (12.12.2009))

2. Cevahir, opened in 2005, Şişli, İstanbul, designed in 1987 by American architects Minoru Yamasaki & Associates (http://www.emporis.com /application/?nav=company&lng=3&id=100894 (12.12.2009)).

The mall is the biggest in Europe and sixth in the world according to GLA (Gross Leasable Area: the area of interior floor space leased for retail). It is a six-storey vertical mall with a skylighted atrium and three floors are connected directly to the subway line. The mall also includes an entertainment center with an indoor roller-coaster (Figure 4.41) (http://www.istanbulcevahir.com/turkish/#/about (12.12.2009)).



Figure 4.41. Cevahir, İstanbul, Turkey
(http://www.stmartinsproperty.com/media/14613/Property_426x284_Cevahir_2.jpg (12.12.2009))
(http://www.perakende.org/images/runtime/haberon/1229/cevahiravm_1229351780.JPG (12.12.2009))
(http://lh6.ggpht.com/_QfYngndRIXI/R3wivA29TEI/AAAAAAAAB-0/x6adgJ9Tef0/DSCF3557.JPG (12.12.2009))
(http://farm4.static.flickr.com/3318/3258444502_851d5639b3.jpg (12.12.2009))

3. Kanyon, opened in 2006, Levent, İstanbul, designed by The Jerde Partnership and Tabanlıoğlu Architects.

> …Istanbul's Kanyon… is a city-within-a-city, a diverse mix of residential and office, retail stores, restaurants, and entertainment components designed to provide a stage for "urban theater" and promote interaction among its residents and visitors (http://www.jerde.com/projects/project.php?id=68 (12.12.2009))

The mall is originally built up as a mixed-use center with an office tower and residence buildings. It is an innovative design with its both exterior and interior spaces. The mall has climatic problems because of the windy site and the design of the building. Temporary glass separators and awnings are

placed during the wintertime to solve the problem (Figure 4.42) (http://www.kanyon.com.tr/main_tr.html (12.12.2009)).



Figure 4.42. Kanyon, İstanbul, Turkey
(http://www.arifogullari.com.tr/pictures/kanyon%20gece.jpg (12.12.2009))
(http://www.kanyon.com.tr/main_tr.html (12.12.2009))
(http://farm3.static.flickr.com/2369/2489702647_a0d552415c.jpg (12.12.2009))

4. İstinye Park, opened in 2007, İstinye, İstanbul, designed by DDG (Development Design Group Inc.) (http://www.ddg-usa.com/Projects/RT-Istinye/Project.html (12.12.2009)).

İstinye Park is a hybrid mall with its enclosed and open-air sections. The open-air section has a green central park and outside stores are offering street side shopping. An interesting feature is the Turkish Bazaar section of

the mall, which is an enclosed space but creating a street-like atmosphere (Figure 4.43) (http://www.istinyepark.com/main.html (12.12.2009)).



Figure 4.43. İstinye Park, İstanbul, Turkey
(http://en.wikipedia.org/wiki/IstinyePark (12.12.2009))

5. City's Nişantaşı, opened in 2008, Nişantaşı, İstanbul, designed by architect Sinan Kafadar.

This inner-city vertical mall is a high-standard building at the center of the city. The exterior of the building is designed in a classical manner for a successful integration into the historical site. The inside decoration is luxurious and modern which makes the mall a life style center (Figure 4.44) (http://www.citysnisantasi.com/tr/ (12.12.2009)).

Kafadar (http://wowturkey.com/forum/viewtopic.php?t=21336 (12.12.2009) states that, the malls' artificial lighting elements were designed to give the impression of daylight and street-like atmosphere to eliminate the feeling of being in an enclosed space.



Figure 4.44. City's Nişantaşı, İstanbul, Turkey
(http://www.citysnisantasi.com/galeri/galeri.asp?dil=tr (12.12.2009))

6. Meydan Ümraniye, opened in 2007, Ümraniye, İstanbul, designed by Foreign Office Architects (FOA) (http://www.f-o-a.net/#/projects/616 (12.12.2009)).

The name of the mall, Meydan: urban public square in Turkish, proves itself by its design. A green planting covers the roof of the interior spaces and

there are recreational exterior areas, which forms an urban square. There are also roof lights introduced to retail areas, which create visual contact between the retail spaces and the gardens on the roofs, so the mall continuously connects with the urban space beyond (http://www.f-o-a.net/#/projects/616 (12.12.2009)). The shopping mall has a sustainable and ecological design. It uses a geothermal system for heating in its environment friendly manner (Figure 4.45) (http://www.meydanumraniye.com.tr/ (12.12.2009)).



Figure 4.45. Meydan Ümraniye, İstanbul, Turkey
(http://www.meydanumraniye.com.tr (12.12.2009))

7. Meydan Merter, opened in 2009, Merter, İstanbul, designed by Tabanlıoğlu Architects, and developed by the same company; METRO Group Asset Management.

This mall is also a sustainable design with its solar panel system on the roof. The most interesting design approach of the mall is the opening glass roof, which has sensors for the climate condition. So, the mall transforms into an open-air mall in summertime and turns into an enclosed mall in the wintertime (http://www.emlakkulisi.com/16337_tavani_acilan_avm__meydan_merter_agustos_ta_hizmette (12.12.2009)). The developers' aim is to make the mall work as an urban square with its easy access to the subway from the residential area, so the malls' doors are open for 24 hours (Figure 4.46) (http://www.emlakhaberleri.com/emlak-haberleri/meydan-merter-avm-nin-on-cephesi-tamamen-cam-olacak.html (12.12.2009)).



Figure 4.46. Meydan Merter, İstanbul, Turkey
(http://www.metro-mam.de/servlet/PB/menu/1046514_l1_yno/index.html (12.12.2009))

4.4. General Evaluation of The Contemporary Shopping Mall

Contemporary people have less time and more money comparing to past. They want to shop, eat, and entertain in a compressed structure, under one roof. The contemporary shopping malls not only meet these needs, but also they are housing many activities and different functions as urban public spaces. Recently, the most of the innovative malls in world and Turkey are designed to be urban squares or city centers with its street-like atmosphere and ecological/natural approaches in both interior and exterior spaces. New sustainable designs are not only a big profit for the environment but also the building itself becomes provident. More open-air spaces and exterior shopping areas are introduced in hybrid type of centers in order to get rid of the feeling of being in enclosed spaces and to attract the customers with alternative spaces. Even the enclosed ones aim the street-like atmosphere, like City's Nişantaşı. On the other hand, open-air design does not suitable for every site. Kanyon, for example, have to place glass separators on semi-open corridors and hang awnings above the courtyard because of the wind problem.

The number of mixed-use centers is increasing both in world and in our country. The malls become the center of these complexes, like as an urban public space, including many social activities besides shopping. So, the malls can be considered in the context of urban design; they are not only buildings as they used to be. They are integrating into daily city life with lots of alternatives.

CHAPTER 5

REGENERATION OF SHOPPING MALLS

Regenerate is; to (1) reform spiritually; raise morally, (2) give new strength or life to; restore lost qualities to, (3) grow again; and regeneration is being regenerated (Oxford's The Advanced Learner's Dictionary of Current English 1967, p.823). The all dictionary definitions could be adapted for regeneration of shopping malls; either physically or spiritually in meaning.

Shopping malls are serious investments for not only their owners but also for urbanity for the reason that, shopping activity is a catalyst for urban growth. As it was mentioned in previous chapters, there is a global competition going on and the winners are always the most attractive ones. These consumption spaces consume themselves physically and socially. In order to continue to be preferred, a continual regeneration is a must for all shopping malls.

The emerging concepts in design of shopping places are; rediscovering open space and sustainable ''green'' shopping malls (Chapter 2). Turkey follows these trends with recently opened examples; like İstinye Park in İstanbul - a

hybrid mall with its enclosed and open-air sections -, or Meydan Ümraniye and Meydan Merter as sustainable ‘‘green’’ shopping malls. Although Turkey started to compete behind, the first enclosed shopping mall Galleria in İstanbul opened 42 years after Gruen’s Southdale (Chapter 3), up-to-date examples are in world standards with lots of awards (Chapter 4). In order to compete with newest examples, the older malls have to regenerate themselves. Actually the competition is between all the shopping malls either new or old.

5.1. Life Cycle of Shopping Malls

> Shopping is ecology. In the ecosystem of shopping where species continuously breed, are born, adjust, mutate, age, and die, shoppers move through the patches and corridors of shops looking for food, clothing, and toys, with senses heightened like animals searching the land for sustenance. Retailers fight for and protect their territories as shoppers seek better habitats with more resources and lower prices. Resources are continuously regenerated and traded among retailers and shoppers in the circle of shopping ecosystem (Cha 2001, p.321).

Shopping is a lively activity and shopping malls are living structures; at least they need ‘vitality’ in order not to become a dead mall (Chapter 4.1). The life cycle does not depend on physical qualities of the mall only; a newborn shopping mall may end up with dead, like in example of New South China Mall -the world’s largest mall and largest dead mall- which was opened in 2005 with empty retail spaces since then.

So, in order to keep the shopping mall alive, it is important to follow-up the life conditions and bring in the accurate type of regeneration. Physical regeneration strategies are only one aspect of the subject. Management and the operational strategies are also so important to increase the customer vitality, which is an extensive subject that will not be examined in detail in this thesis. For example, most of the shopping malls have gift campaigns to attract customers (Figure 5.1).



Figure 5.1. Current gift campaigns of shopping malls, Ankara
(http://www.armadasite.com/etkinlikler.asp?hid=140 (12.12.2009))
(http://www.panora.com.tr/ (12.12.2009))
(http://www.cepaavm.com.tr/yilbasi.htm (12.12.2009))

5.1.1. Birth – Growth – Maturity – Decline

As Lowry (1997, p.78) states, shopping malls have a life cycle: birth, growth, maturity, and decline; even rebirth. The life cycle concept identifies changes over time in the characteristics of this phenomenon; and as a result, developers and retailers would have opportunity to plan their strategies in adjusting to the changing conditions of the retail industry (Lowry 1997, p.77).

Identifying a shopping mall's life cycle stage needs a comprehensive analysis, which includes; ''a shopping mall's age, competitive forces, changes in shopper behavior, and marketplace changes'' (Lowry 1997, p.82). These all affect a shopping mall's ''vitality and determine its stage in the cycle'' (Lowry 1997, p.82) (Table 5.1).

Table 5.1. Shopping Mall Life Cycle
(Lowry 1997, p.79)

ATTRIBUTES		STAGES			
	IMPORTANT CONSIDERATIONS	INNOVATION	ACCELERATED DEVELOPMENT	MATURITY	DECLINE
MARKET FACTORS	Number of competing centers	Very few	Rapid growth	Many of the same type of centre	Many same and newer types
	Amount of shopper traffic generated	Increases rapidly	Steadily increases	Stable amount	Steadily decreases
	Rate of sales growth	Very rapid	Rapid	Moderate to slow	Slow and negative
	Vacancy Rate	Low	Very low	Moderate	High
	Control exerted by developers	Extensive	Moderate	Extensive	Moderate
SHOPPING CENTRE DEVELOPER STRATEGIES	Advertising and promotional activities	Extensive	Moderate	Extensive	Moderate
	Renovation of facilities	None	Minor modifications	Maintanence of existing facilities	Neglect or extensive reformatting
	Efforts to attract new retail tenants	Extensive	Moderate	Moderate	Extensive
	Rental rates	High	High	Competative	Low
	Length of lease	Long	Long	Moderate	Short
RETAILER - TENANT STRATEGIES	Advertising and promotional activities	Extensive to create awarness	Moderate to draw greater interest	Extensive to compete on price	Moderate to remind of sale price
	Special sales and price discounts	Few	Moderate	Extensive	Extensive
	Merchandise offerings	Preplanned variety and assortment	Variety and assortment to the market	Stable variety and assortment	Reduced variety and assortment
	Store size and layout	Prototype model	Adjusted to meet market demand	Stable size	Scaled down
	Type of store manager	Entrepreneurial	Aggressive	Professional	Caretaker

5.1.2. Continual Regeneration

Continual regeneration brings continual success for shopping malls; like West Edmonton Mall and Mall of America, which were discussed in Chapter 4. Competition is the accelerator for regeneration process. These two malls, for example, became phenomenal with their expansions and future plans of expansions. The physical continuity of regeneration obtains a social continual regeneration also. All factors of regeneration are in interaction.

Another way of physical and social regeneration continuality could be provided by urban fabric integration. A strong integration would make the shopping mall a successful urban public space. As a result, the continual regeneration would be a natural consequence of a successful urban regeneration, which integrates.

Eventually, a continual regeneration would provide a continual vitality, which means that; the shopping mall could stay in Lowry's (1997, p.79) stages of accelerated development and maturity.

5.2. Reasons and Objectives of Regeneration of Shopping Malls

Today, shopping malls are considered as urban public spaces; so, the reasons of urban regeneration can be acceptable for shopping mall regeneration:

> Urban regeneration, which can also be called Urban Renewal, takes place when the physical, social and economic characteristics of run down urban areas have been rebuilt as a part of a strategic plan to improve an area. Urban regeneration typically goes beyond the redevelopment of the physical area of a location and will tackle the social and economic activity there as well (http://www.urbanregeneration.net/ (12.12.2009)).

Like urban regeneration, the physical regeneration of shopping mall provides social and economic activity afterwards. First of all, 'Competition' is the main reason of regeneration of shopping malls and 'Vitality' is the main objective as the result of regeneration. Eventually, according to this approach, improvement of vitality will lead us to a successful shopping mall as an urban public place with increased physical, social and economic qualities.

It is not easy to define and categorize physical, social, and economic reasons separately. For example, outdated finishing materials of shopping mall seem like a physical reason at first, but it is obvious that the old image and decreased comfort would be socially unattractive which makes it a social reason as well. Also, outdated materials could cost repair expenses and bring out economic reasons. So the main reason 'Competition' and all sub reasons 'physical, social, and economic reasons' of regeneration are connected to each other.

5.3. Recent Strategies in Regeneration of Shopping Malls

As mentioned previously (Chapter 3), the very first regeneration reason could be accepted as ''evolution'' for shopping places. Throughout history, every

type of shopping place was a forerunner for the followers. So, the evolution is a kind of upgrading process. Every new type of shopping place put forward innovations, more or less, to compete with others.

Afterwards, for contemporary shopping mall, expansion, in other words ‘’grow to survive’’ (Taylor 2002, p.49), and renovation became primary strategies for regeneration (Chapter 4). Though the early examples of suburban shopping malls developed on vast sites with convenient surrounding lands to expand, they mostly continue to grow. If there is no available vacant site, they expand through parking lots (Figure 5.2). Logically, the biggest mall offers the most diversity, which attracts customers.



Figure 5.2. Armada Shopping Center and future expansion (under construction currently) ‘Armada 2’ on parking lot, Ankara
(http://www.atasarim.com.tr/tr/proje/armada-alisveris-ve-is-merkezi (12.12.2009))
(http://wowturkey.com/forum/viewtopic.php?t=13187&start=90 (12.12.2009))

Another important obligation for shopping malls is renovation, which means updating the shopping mall in finishing materials and/ or in building mechanics (Figure 5.3). So, renovation is not only about to restore shopping malls' image, these living structures need a continuous maintenance.



Figure 5.3. Mesa Plaza shopping mall, Ankara
One of the oldest shopping malls in Ankara is having an overall renovation.
(http://mw2.google.com/mw-panoramio/photos/medium/16373606.jpg (12.12.2009))
(http://img193.imageshack.us/img193/4323/dsc01267g.jpg (12.12.2009))
(http://www.mardav.com/HaberResimler/48744067cam-01-0002_.jpg (12.12.2009))

Besides these classical strategies, today, there is a new trend in world for regeneration of shopping malls: De-malling. According to Crawford (2002, p.30), de-malling is ‘’just a more dramatic version of the continual updating and evolution that have always characterized mall development.’’

> The definition of de-malling would include any project that takes an existing, enclosed retail center and creates new outdoor shopping, while in the process redefines the property in the minds of its

> customers. In other words, the center adopts design elements from town centers, lifestyle centers, resort retail or power centers in a way so that the whole exceeds the sum of the parts (http://www.shoppingcenterbusiness.com/articles/SEP08/story4.shtml (12.12.2009)).

Consumers in America now prefer to shop in lifestyle centers rather than the traditional enclosed malls (http://www.malls.com/news/2009/05/16/de-malling-the-mall-for-a-new-era/ (12.12.2009)). So, ''De-malling'' is updating the old enclosed shopping mall into a more actual type, for example an open-air shopping center. But it is important to consider the regional climatic factors while opening up the building to the elements.

> In any ecosystem, species either evolve or vanish. And in some parts of the country, shuttered malls are mutating into developments rarely seen in suburbia: compact, well-planned, walkable communities with a dense mix of homes and small businesses. Ironically enough, malls, icons of a car-centric, fossil-fueled culture, could become the sites for smarter, greener places to live and work (http://www.onearth.org/article/the-de-malling-of-america (12.12.2009)).

Taylor (2002, pp. 49, 50) suggests four strategies for regeneration of shopping malls according to recent trends: externalizing, mixing and multiplying, ''going green'', and adding transit.

Externalizing, the first strategy that Taylor (2002, p.49) suggests, means to reintegrate the mall back into the settlement fabric that has grown up around them in recent decades. So, externalizing is: integrating local grids and

shopping mall accesses, designing for the pedestrian instead of automobile, finding new ways of utilizing public transit (Taylor 2002, pp.49-50).

As a strategy, externalizing improves accessibility and urbanity of the shopping mall; in other words, externalizing increases the urban public space quality of the shopping mall (Figure 5.4).



Figure 5.4. Ankamall, Ankara
The Ankamall expansion includes new urban public spaces and pedestrian areas providing access to the shopping mall from the public transit stations.
(Google Earth (12.12.2009))
(http://www.sahinklima.com/en/images/b/200908293221_ankamall-1.jpg (12.12.2009))

Taylor's (2002, p. 50) second strategy is mixing and multiplying, which leads to diversity in types of shops and scales of shops.

> Shopping diversity: the diversity of shops, shoppers, and shopping types commonly found in a spontaneously formed, ecological shopping environment. Shopping diversity must be conserved as a matter of principle, a matter of survival, and a matter of economic benefit (Cha 2001, p.335).

Same types of shopping malls have the same brands of shops and even have the same shop window designs. Over time shopping malls have grown more and more like each other. So, ‘’mixing and multiplying’’ different types would offer uniqueness. Accordingly, diversity would provide ‘’sense of place’’ and vitality. So, mixing and multiplying is: encouraging varied parcel sizes to achieve a lively arrangement of building and use scales in direct proximity to each other, mixing national stores, regional stores and local stores (Taylor 2002, pp.49-50).

Taylor’s (2002, p. 50) third strategy is ‘’going green’’, which means recognizing that people actually like to be at outdoors. As Taylor (2002, p. 50) states, according to research, a growing number of creditworthy mall tenants are also willing to locate in outdoor environments. So, to create outdoors, the ceiling can be opened or parking area and leftover spaces around shopping malls can be redefined for various activities (Figure 5.5 and Figure 5.6).

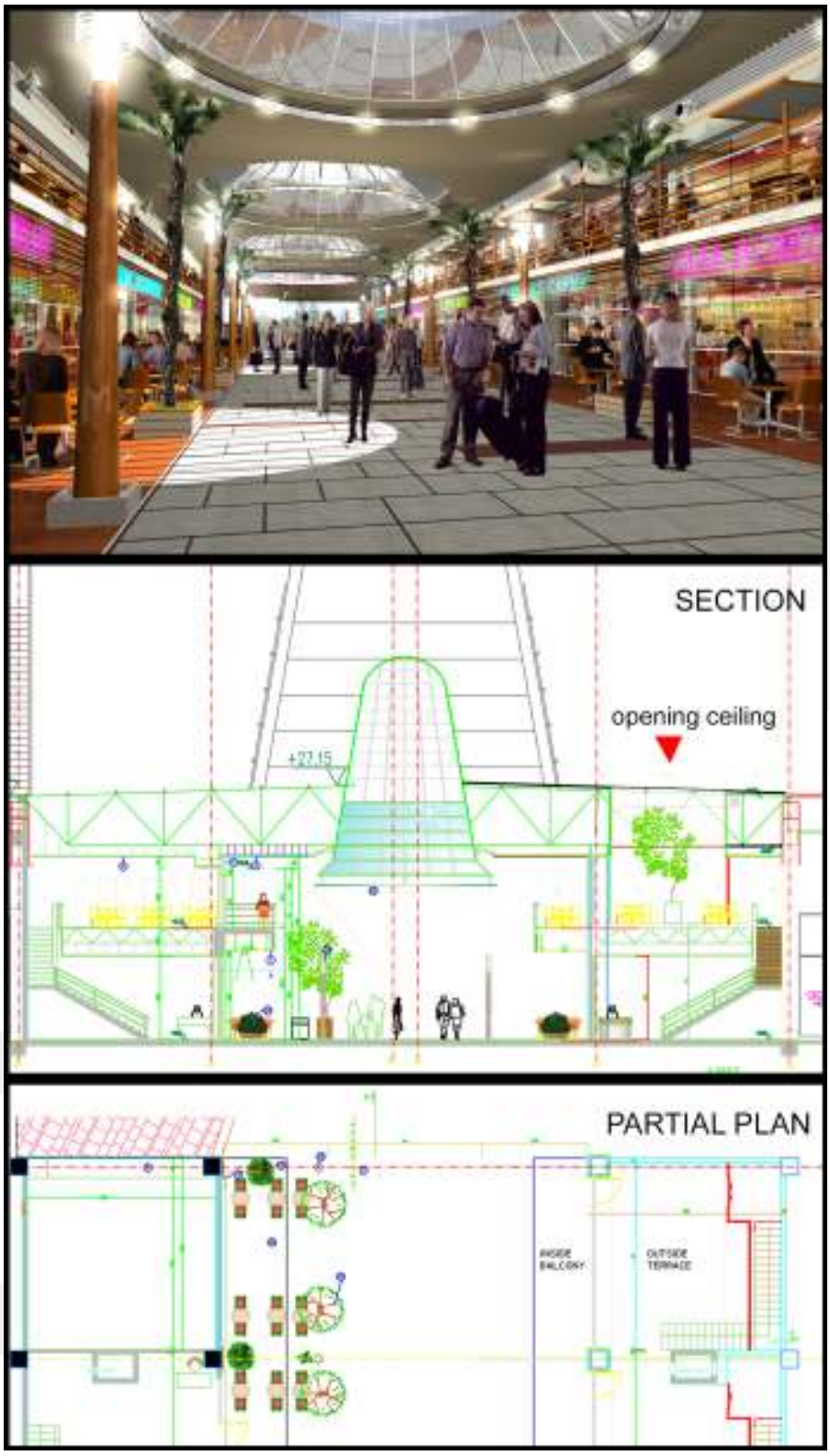


Figure 5.5. Cepa Shopping Mall, Ankara
Planning to open the ceiling of the food court restaurants in future.
(Öncüoğlu Architecture)



Figure 5.6. Bilkent Center and Cepa Shopping Mall, Ankara
The leftover spaces of Bilkent Center were redefined few years ago. Water fountains, sitting places, playgrounds, and street-like shops and food selling stalls are arranged.
(http://www.bilkentcenter.com.tr/main/index.php?page_id=7 (12.12.2009))
In summer time a temporary funfair was built on the front parking lot of Cepa Shopping Mall.
(http://www.gezi-yorum.net/wp-content/uploads/2009/08/cepalunapark3.jpg (12.12.2009))

The smoking ban in Turkey became the reason for Taylor's (2002, p. 50) "going green" strategy in last years. The newly designed and constructed shopping malls have to consider the smoking ban and provide alternative smoking-free open areas. Accordingly, the existing shopping malls are opening terraces or redesigning parking lots and leftover spaces for open-air spaces (Figure5.7).



Figure 5.7. Karum Shopping Mall, Ankara
(Google Earth (12.12.2009))
Teras Café & Bar opened in 2009 with a façade renovation of Karum
(http://www.karum.com.tr/teras_cafe_&_bar (12.12.2009))

Taylor's (2002, p. 50) fourth strategy is adding transit. Community-friendly transit provides pedestrian vitality. As Taylor (2002, p. 50) states, pedestrians

not only do shopping but they create the links and conversations that form the core of communities. So, adding transit not only provides accessibility, but also increases urban fabric integration of shopping mall socially.

Consequently, the recent strategies for shopping mall regeneration are formed according to recent trends in shopping places design. When the trends change in future, the strategies will develop accordingly. The successful shopping malls and shopping places will be models and competitors for the ones that need to be regenerated.

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CHAPTER 6

CONCLUSION

> With experts now estimating the average mall life at less than 10 years, enclosed malls are undergoing complete transformation and redefinition. They are removing their roofing, dismantling relentless corridors, and punching through windowless walls to let in light and air. They are changing every aspect of conventional mall wisdom (Crawford 2002, pp.29, 30).

What is constant about shopping malls is that they are continually developing, because the shopping activity is developing. ‘‘In the previous half-century, the act of shopping has evolved from a basic activity of purchasing products, through giving service, to providing an experience and stimulating a memorable thought’’ (Coleman 2007, p.445). Customers’ expectations are increasing as a result of the competition between shopping malls. Customers are looking for variety of experience and choice, which means they are looking for more diversity: physically, economically and socially. Accordingly, shopping malls have to achieve a unique sense of place and create an identity to be the preferred one.

Recently, in the world there is a focus towards town centre development. More open and covered street public spaces are trendy. There are fewer fully-enclosed interior environments. The urban public space quality of shopping places is becoming more and more important. Also environmental awareness is attracting more attention; there is a social pressure for shopping facilities to be more sustainable.

Also in recent examples in Turkey, shopping facility has a greater integration with the urban fabric, like examples from historical evolution of shopping places. For example, İstanbul's Kapalıçarşı, also called as ''the world's oldest shopping center'' (http://www.kapalicarsi.org.tr/eng/index.asp (12.12.2009)); does not only fully-integrate physically with city; the integration is also social, economical and environmental. The sustainability of Kapalıçarşı, as it has been functioning for centuries, depends on many different issues; but most importantly for us depends on its urban public space quality. Kapalıçarşı has a great pedestrian accessibility; it has diversity and variety of shops and public spaces (Figure 6.1). It sustained its vitality for centuries and has been an urban regenerator economically. It is unique in İstanbul, in Turkey, even in the world. It was an inspiration for European arcade; and later arcades influenced Austrian-born Victor Gruen to model the first enclosed shopping mall in Southdale, the USA (Chapter 3). So, Kapalıçarşı was always a model in the past and will be a model for future shopping places, in their designs or redesigns for regeneration. Forum Mersin, opened in 2007 and designed by T+T Design, Chapman Taylor and MM Project, is a good example for urban fabric integration and variety of public spaces like Kapalıçarşı (Figure 6.2).



Figure 6.1. Kapalıçarşı, İstanbul
Variety of shops and public spaces
(http://en.wikipedia.org/wiki/File:Grand_Bazaar_Istanbul_2007.jpg (12.12.2009))
(http://istanbulwallpapers.com/wp-content/images/800/carsilar/GRAND_BAZAAR_KAPALICARSI_10_istanbul_wallpapers_800x600.jpg (12.12.2009))



Figure 6.2. Forum Mersin, Mersin
A good example for urban fabric integration and variety of spaces: open, covered and enclosed.
(Google Earth (12.12.2009))
(http://gorsel.arkitera.com/showphoto.php/photo/1945/size/big/ppuser/6829 (12.12.2009))
(http://www.arkitera.com/h37223-forum-mersin-avrupanin-en-iyileri-arasinda.html (12.12.2009))
(http://img91.imageshack.us/i/forum2zx8.jpg/ (12.12.2009))
(http://www.perakende.org/images/runtime/haberon/1244/avm_1244444427.JPG (12.12.2009))

For future we can assume that the current pattern of shopping mall evolution will continue. The urban public space quality of shopping environments will become more and more important. New types will emerge which integrate more to urban fabric; and existing shopping malls will have to regenerate themselves to compete. As a result, the overall urban quality of city will be improved.

6.1. Main Principles and Criteria for Shopping Mall Regeneration

First of all, putting forward the main problems and needs of the shopping mall is important to apply the correct strategies. As so many shopping malls around world, and in our country also, were built up without accurate researches, most of them need to be regenerated. Sometimes a shopping mall could be converted to another building type, a business center or a residence for example; on the other hand, new managerial strategies could be enough for regeneration of another shopping mall.

So, the most important principle for shopping mall regeneration is that *accurate researches must done to decide the accurate regeneration strategies.*

The reasons could be physical, social, economical, environmental, and managerial as it discussed in Chapter 5 previously. So, the accurate researches must be comprehensive and must comprise these criteria:

- the physical and social insufficiencies and opportunities of the shopping mall and its surrounding site
- the recent customers' preferences and dissatisfactions
- the managerial insufficiencies and opportunities
- the market factors; the other competitor shopping malls or rate of sales growth for example
- the economical and environmental benefits and costs of the regeneration plans

Regeneration strategies are for updating, making a shopping mall trendy and attractive and preferable among other competitor shopping malls. The emerging concepts and recent trends in shopping mall design are so important that they become references for the ones that need to be regenerated. Today, the outstanding emerging concepts in design of shopping places are; rediscovering open space and sustainable 'green' shopping malls. Additionally, as mentioned before, de-malling is the newest trend in world to regenerate shopping malls with different strategies. In the future, trends might change, as a result of many factors that affect customers' preferences or as a result of environmental circumstances. Yet it is constant that, the regeneration strategies must always serve the main reason for regeneration: ''Competition'', as shopping malls are not only today's most trendy public spaces but also they are profit-oriented, private, consumption properties. The competition never ends; the shopping malls are expanding, transforming and having renovations or organizing gift promotions…etc. continuously to be the preferred one.

So, the second principle for shopping mall regeneration is that *continual regeneration is a must because of continuous competition.* The criteria for continual regeneration are:

- supplying maintenance and renovation facilities periodically to update building
- providing managerial sufficiency continuity
- organizing advertising, promotional, and recreational activities to attract customers
- following recent trends (like sustainable shopping mall design, rediscovering open space as mentioned previously) in design of shopping places to catch up

As it was mentioned previously, shopping malls are accepted as urban public spaces because of their urban public space qualities. Although they are private properties, shopping malls / places become the centers for urban regeneration projects in the world, as Gruen suggested decades ago. Urban fabric and shopping mall integration provides an urban regeneration also, as in Bullring of Birmingham for example (Chapter 4). The main objective of regeneration is the same for the shopping mall and the city: ‘‘Vitality’’ (Montgomery 1998). The shopping activity is the catalyst for urban vitality; in response, urban regeneration improves urban public space quality, so vitality of shopping malls / places. Shopping places are urban regenerators, as it exemplified in Chapter 3 and 4, starting from the ancient times until present day.

So, the third principle for shopping mall regeneration is, according to recent trends and for the future urban benefit, that; *shopping mall regeneration projects must be planned coordinately with urban regeneration projects.*

Consequently, all these three main principles interact with each other. Today, there are many firms in the world, and also in our country, which are specialized on regeneration of shopping malls. One of them is 'Gaya Gayrimenkul' owned by Fırat Murathanoğlu (http://www.gayabank.com (17.02.2010)). Recently, with an interview in Hürriyet Gazetesi, he explains the latest conditions of shopping malls in Turkey. He warns about the dead malls and the ones that became discordant with the urban fabric in the course of time (http://arama.hurriyet.com.tr/arsivnews.aspx?id=13810200 (17.02.2010)) The firm does the research and decide the regeneration strategies afterwards. They do not only renovate the building construction, according to the research results, but they may also take the managerial control to regenerate the shopping mall when the problem is insufficient management.

According to the latest research, Murathanoğlu anticipates that; '' there are approximately 170 shopping malls in İstanbul, and 30 of them will transform into another type of building in following years''. On the other hand, new shopping malls are opening continuously. In the future, the most urban fabric integrated ones, like Kapalıçarşı, could have more chance to survive.

6.2. Further Studies

Shopping mall regeneration is a new, actual, global subject, which can be examined in many topics by further studies.

For instance, the shopping mall regeneration can be studied as a part of urban regeneration. Urban regeneration projects mostly centralize the shopping activity places, which are the trendiest urban public spaces of today. So, projects can be suggested comprising shopping mall and urban regeneration.

Furthermore, shopping mall regeneration reasons, strategies, and solutions are very extensive and multi-dimensional, that these topics can be examined in physical, social, economical, environmental, and / or managerial aspects; one by one or together. Research on these topics will guide developers, designers, managers and all other professionals that are interested.

Also, each shopping place -arcades, shopping streets, eastern bazaar…etc.- mentioned in the thesis, has the potential to be studied as a regeneration case study project in the future. These studies can be appreciated and be realized for the urban benefit first of all.

Another beneficial research topic can be ‘‘sustainable design for shopping malls’’, which is one of the regeneration strategies. Today, there are also examples of sustainable shopping malls in Turkey. Eventually, sustainable

design will become a global obligation for all shopping malls for a ‘green’ future. In my opinion, sustainability is a major urgent issue; that we all must gain awareness of, or it will be too late.

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APPENDIX

CIRRICULUM VITAE

PERSONAL INFORMATION

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EDUCATION

Degree	Institution	Year of Graduation
MS	Çankaya University - Graduate School of Natural and Applied Sciences - Interior Architecture	2010
BFA	Bilkent University – Interior Architecture and Environmental Design	1999
High School	TED Ankara Koleji	1995

WORK EXPERIENCE

Year	Place	Enrollment
2006-Present	ARK İç Mimarlık	Company Co-founder
2003-2006	Peküp Tasarım	Company Co-founder
2002-2003	Özkan Mühendislik	Designer, site chief
2001-2002	Kelebek Mutfak	Designer, salesperson
1998 summer	Emek İnşaat	Intern
1997 summer	Limak İnşaat	Intern

FOREIGN LANGUAGES
Advanced English

RESEARCHING INTERESTS
Design Criticism, Lighting Design, Urban Regeneration Projects

HOBBIES
Photography
(http://www.fotokritik.com/kullanici/joyket/portfolyo)
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