

**Evolution of Trade Centres in Relation to Changing
Trade Activities**

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ABSTRACT

This study examines contemporary shopping centres from a critical standpoint as spatial devices of the current global socio-economic system in which public realm is reduced to an active shopping realm. Thus, shopping centres that are spatial instruments of modern consumption culture are being transformed into means of social disintegration by breaking individual from community. Therefore, the aim of the study is to present the spatial characteristics of shopping spaces that emphasize social aspect (which enhances interactions among people) of shopping activity. Along this purpose, the relations between cultural differentiations and shopping activity are analysed within the context of the spatial characteristics of shopping places. In this study, the relationships between traditional urban spaces-contemporary shopping spaces will be examined from the point of spatial aspect of social interactions in city. It is assumed in the study that the spatial characteristics of traditional shopping places in urban space throughout their historical evolution can shed light upon analysing the quality of shopping spaces with capacity to enhance communal coherence, that is to say '*shopping places with social attributes*'. Traditional shopping spaces in Turkey have started to transform along with the importation of the contemporary shopping centres which is one of the recent building types in Turkey emerged after 1980s. Thus, traditional shopping spaces have gradually failed to keep their salient spatial features during this transformation. Hence, a thorough analysis of above-defined transformation is needed as well as the establishment of spatial relations between the traditional and contemporary shopping spaces of a town. To this purpose, it is required to construct an alternative evaluation approach based on the characteristics about spatial qualities of traditional urban fabric.

The major objective of this study is the investigation of spatial characteristics of traditional shopping space. Thus, it is of particular interest to find out spatial characteristics that maintain the unity between shopping activity and social fabric in traditional shopping space (that is the urban space itself in traditional city). Along this path, it is aimed to develop a new evaluation approach for the spatial analysis of shopping spaces. Spatial evaluation approach proposed in the thesis consists of spatial characteristics, which are required by *urban fabric-shopping space-social structure unity of pre-industrial town* in order to reinterpret them in the contemporary shopping centres. Thus, the problem area was defined in the first chapter of the study. Theoretical framework in which spatial relationships in regard to the concept of '*shopping places*

with social attributes' is evaluated, was clarified in the second chapter. Then, in the third chapter, the study focused on revealing the historical growth of relationships between shopping space-urban space in the both Western and Anatolian cities. Spatial characteristics and cultural differentiations of shopping activity were elucidated. These characteristics were matched with the spatial characteristics that constitute *'shopping places with social attributes'*. Therefore, a comparative analysis approach was developed in order to specify resemblances and divergences of contemporary shopping spaces with traditional shopping places in Western and Anatolian cities. In the next stage of the third chapter, traditional shopping spaces in Western and Anatolian cities were compared with contemporary shopping spaces from the viewpoint of the spatial features, with social attributes. Therefore, the spatial features of traditional *'shopping places with social attributes'*, were established. In the fourth chapter of the study, these spatial features were systematised through theories of urban design, architectural design and shopping centre design criteria. Consequently, an alternative approach was formulated in order to evaluate the potentials for creating *'shopping places with social attributes'* in contemporary shopping centres. This approach, at the same time, contains a series of key principles, which can shed light upon achieving unity of *urban fabric-shopping space-social structure* in contemporary shopping spaces. Balıkesir is selected for the case study in association with the concept of *'shopping places with social attributes'*, which constitutes the problem area of the thesis. In the fifth chapter, the salient features of existing shopping spaces in Balıkesir were examined within the framework of this approach. Thus, it is concluded that the area must be transformed into a shopping place that can enhance social relationships by rehabilitation of the existing spatial fabric. Thus, it is suggested that traditional spatial principles should play determining role for developing design criteria of contemporary shopping spaces.

It is concluded that rehabilitation of the disintegration between urban space and shopping space would facilitate formation of commercially successful shopping spaces for its investors. Also, contemporary shopping spaces would become a building typology that provides physical and spatial medium required for social functions of the city. Therefore, the concept of *'shopping places with social attributes'* was set forth with its all components, and was developed into a systematic evaluation approach that can be utilised for contemporary shopping spaces.

Keywords: Shopping centre, shopping space, social values, traditional urban space, Balıkesir.

ÖZ

Bu çalışma, çağdaş alışveriş merkezlerini kamusal ortamı etkin bir alışveriş ortamına indirgeyen küresel sosyo-ekonomik sistemin mekansal araçları olarak eleştirel açıdan inceler. Modern tüketim kültürünün mekansal araçları olan alışveriş merkezleri, bireyi toplumdaki koparak sosyal parçalanmanın araçlarına dönüştürür. Bu nedenle, bu çalışmanın amacı, alışverişin sosyal yönünü vurgulayan (insanlar arası etkileşimi güçlendiren) mekan özelliklerini ortaya koymaktır. Bu amaç doğrultusunda, kültürel farklılıklar ve alışveriş arasındaki ilişkiler alışveriş mekanlarının mekan özellikleri bağlamında incelenmiştir. Bu çalışmada, geleneksel ve çağdaş alışveriş mekanları arasındaki ilişkiler, kentteki sosyal etkileşimlerin mekansal boyutu açısından ele alınmıştır. Kent mekanındaki geleneksel alışveriş yerlerinin tarihsel dönüşümleri boyunca sergiledikleri mekan özelliklerinin, toplumsal bütünleşmeyi güçlendirme kapasitesine sahip alışveriş mekanlarının, diğer bir deyişle “*sosyal nitelikleri olan alışveriş yerleri*”nin mekan özelliklerinin incelenmesine ışık tutabileceği varsayılmıştır. Türkiye’deki geleneksel alışveriş mekanları, 1980’li yıllarda ortaya çıkan çağdaş alışveriş merkezleri ile birlikte dönüşmeye başlamıştır. Bu dönüşüm sırasında, geleneksel alışveriş mekanları giderek temel mekan özelliklerini yitirmeye başlamışlardır. Bu nedenle, yukarıda açıklanan dönüşümün dikkatli bir biçimde analiz edilmesi ve kentteki geleneksel ve çağdaş alışveriş mekanları arasındaki mekan ilişkilerinin kurulabilmesi gereklidir. Bu amaçla, geleneksel kent dokusunun mekan özelliklerine dayanan alternatif bir analiz yaklaşımı oluşturulmasına gerek duyulmuştur.

Çalışmanın ana amacı geleneksel alışveriş mekanlarının mekan özelliklerinin araştırılmasıdır. Geleneksel alışveriş mekanındaki (ki bu geleneksel kentte kent mekanının kendisidir) sosyal doku ile alışveriş etkinliği arasındaki bütünlüğü sağlayan mekan özelliklerinin ortaya çıkarılması üzerinde durulmuştur. Bu doğrultuda, alışveriş mekanlarının mekan analizi için yeni bir değerlendirme yaklaşımının geliştirilmesi amaçlanmıştır.

Çalışmada önerilen mekan değerlendirme yaklaşımını, endüstri öncesi dönemin kentlerindeki *kent dokusu-alışveriş mekanı-sosyal doku* bütünlüğünün sağlanabilmesi için çağdaş alışveriş merkezlerinde yeniden yorumlanması gereken mekan özellikleri oluşturmaktadır. Bu nedenle, çalışmanın ilk bölümünde sorun alanı tanımlanmıştır. İkinci bölümde, “*sosyal nitelikleri olan alışveriş yerleri*” kavramı ile ilişkili mekan özelliklerinin değerlendirildiği kuramsal çerçeve açıklanmıştır. Üçüncü bölümde, çalışma batı ve Anadolu kentlerindeki alışveriş mekanı-kent dokusu ilişkilerinin tarihsel

gelişiminin ortaya çıkartılması üzerinde yoğunlaşmıştır. Burada, alışveriş mekanlarının özellikleri ve kültürel farklılıklar ayrıntılı bir şekilde anlatılmıştır. Bu mekan özellikleri, “*sosyal nitelikleri olan alışveriş yeri*” nin oluşumunu sağlayan mekan özellikleriyle eşleştirilmiştir. Böylece, batı ve Anadolu kentlerinde çağdaş ve geleneksel alışveriş mekanlarının benzer ve farklı yönlerini belirlemek üzere karşılaştırmalı bir analiz yaklaşımı geliştirilmiştir. Üçüncü bölümün bir sonraki aşamasında, batı ve Anadolu kentlerindeki geleneksel alışveriş mekanları, sosyal etkileşimleri destekleyen mekan özellikleri açısından çağdaş alışveriş mekanlarıyla karşılaştırılmıştır. Böylece, geleneksel “*sosyal nitelikleri olan alışveriş yeri*”nin mekan özellikleri belirlenmiştir. Çalışmanın dördüncü bölümünde, bu mekan özellikleri kentsel tasarım, mimari tasarım ve alışveriş merkezi tasarım kriterleri aracılığıyla sistematize edilmiştir. Sonuç olarak, çağdaş alışveriş merkezlerinde “*sosyal nitelikleri olan alışveriş yeri*”nin yaratılabilme gücünü değerlendirmeye yönelik alternatif bir yaklaşım oluşturulmuştur. Bu yaklaşım aynı zamanda, çağdaş alışveriş mekanlarında *kent dokusu-alışveriş mekanı-sosyal doku* bütünlüğünün sağlanmasına ışık tutabilecek bir dizi anahtar ilkeyi de içermektedir. Örnek çalışma için, bu tezin sorun alanını oluşturan “*sosyal nitelikleri olan alışveriş yeri*” kavramı ile ilişkili olarak Balıkesir seçilmiştir. Çalışmanın beşinci bölümünde, Balıkesir’de var olan alışveriş mekanlarının belirgin özellikleri bu yaklaşım çerçevesinde incelenmiştir. Böylece, var olan mekan dokusunun yeniden düzenlenmesi ile, çalışma alanının sosyal etkileşimleri güçlendirebilecek bir alışveriş yerine dönüştürülmesi gerektiği sonucuna varılmıştır. Ayrıca, çağdaş alışveriş mekanlarının tasarım ölçütlerinin geliştirilmesi için geleneksel mekan ilkelerinin belirleyici rol oynaması gerektiği önerilmiştir.

Kentsel mekan ve alışveriş mekanı arasındaki parçalanmanın giderilmesinin, yatırımcıları için ticari kazancı yüksek alışveriş mekanlarının oluşumuna olanak sağlayacağı sonucuna varılmıştır. Aynı zamanda, çağdaş alışveriş mekanları kentin sosyal işlevleri için gereken fiziksel ve mekansal ortamı sağlayabilecek bir yapı tipi konumuna da gelebilecektir. Böylece, bu tez ile “*sosyal nitelikleri olan alışveriş yeri*” kavramı tüm bileşenleri ile ortaya konmuş ve çağdaş alışveriş mekanları için kullanılacak sistematik bir değerlendirme yaklaşımına dönüştürülmüştür.

Anahtar kelimeler: Alışveriş merkezi, alışveriş mekanı, sosyal değerler, geleneksel kent mekanı, Balıkesir.

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ABSTRACT

This study examines contemporary shopping centres from a critical standpoint as spatial devices of the current global socio-economic system in which public realm is reduced to an active shopping realm. Thus, shopping centres that are spatial instruments of modern consumption culture are being transformed into means of social disintegration by breaking individual from community. Therefore, the aim of the study is to present the spatial characteristics of shopping spaces that emphasize social aspect (which enhances interactions among people) of shopping activity. Along this purpose, the relations between cultural differentiations and shopping activity are analysed within the context of the spatial characteristics of shopping places. In this study, the relationships between traditional urban spaces-contemporary shopping spaces will be examined from the point of spatial aspect of social interactions in city. It is assumed in the study that the spatial characteristics of traditional shopping places in urban space throughout their historical evolution can shed light upon analysing the quality of shopping spaces with capacity to enhance communal coherence, that is to say '*shopping places with social attributes*'. Traditional shopping spaces in Turkey have started to transform along with the importation of the contemporary shopping centres which is one of the recent building types in Turkey emerged after 1980s. Thus, traditional shopping spaces have gradually failed to keep their salient spatial features during this transformation. Hence, a thorough analysis of above-defined transformation is needed as well as the establishment of spatial relations between the traditional and contemporary shopping spaces of a town. To this purpose, it is required to construct an alternative evaluation approach based on the characteristics about spatial qualities of traditional urban fabric.

The major objective of this study is the investigation of spatial characteristics of traditional shopping space. Thus, it is of particular interest to find out spatial characteristics that maintain the unity between shopping activity and social fabric in traditional shopping space (that is the urban space itself in traditional city). Along this path, it is aimed to develop a new evaluation approach for the spatial analysis of shopping spaces.

Spatial evaluation approach proposed in the thesis consists of spatial characteristics, which are required by *urban fabric-shopping space-social structure unity of pre-industrial town* in order to reinterpret them in the contemporary shopping centres. Thus, the problem area was defined in the first chapter of the study. Theoretical framework in which spatial relationships in regard to the concept of '*shopping places with social attributes*' is evaluated, was clarified in the second chapter. Then, in the third chapter, the study focused on revealing the historical growth of relationships between shopping space-urban space in the both Western and Anatolian cities. Spatial characteristics and cultural differentiations of shopping activity were elucidated. These characteristics were matched with the spatial characteristics that constitute '*shopping places with social attributes*'. Therefore, a comparative analysis approach was developed in order to specify resemblances and divergences of contemporary shopping spaces with traditional shopping places in Western and Anatolian cities. In the next stage of the third chapter, traditional shopping spaces in Western and Anatolian cities were compared with contemporary shopping spaces from the viewpoint of the spatial features, with social attributes. Therefore, the spatial features of traditional '*shopping places with social attributes*', were established. In the fourth chapter of the study, these spatial features were systematised through theories of urban design, architectural design and shopping centre design criteria. Consequently, an alternative approach was formulated in order to evaluate the potentials for creating '*shopping places with social attributes*' in contemporary shopping centres. This approach, at the same time, contains a series of key principles, which can shed light upon achieving unity of *urban fabric-shopping space-social structure* in contemporary shopping spaces. Balıkesir is selected for the case study in association with the concept of '*shopping places with social attributes*', which constitutes the problem area of the thesis. In the fifth chapter, the salient features of existing shopping spaces in Balıkesir were examined within the framework of this approach. Thus, it is concluded that the area must be transformed into a shopping place that can enhance social relationships by rehabilitation of the existing spatial fabric. Thus, it

is suggested that traditional spatial principles should play determining role for developing design criteria of contemporary shopping spaces.

It is concluded that rehabilitation of the disintegration between urban space and shopping space would facilitate formation of commercially successful shopping spaces for its investors. Also, contemporary shopping spaces would become a building typology that provides physical and spatial medium required for social functions of the city. Therefore, the concept of '*shopping places with social attributes*' was set forth with its all components, and was developed into a systematic evaluation approach that can be utilised for contemporary shopping spaces.

Keywords: Shopping centre, shopping space, social values, traditional urban space, Balıkesir.

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ÖZ

Bu çalışma, çağdaş alışveriş merkezlerini kamusal ortamı etkin bir alışveriş ortamına indirgeyen küresel sosyo-ekonomik sistemin mekansal araçları olarak eleştirel açıdan inceler. Modern tüketim kültürünün mekansal araçları olan alışveriş merkezleri, bireyi toplumdaki koparak sosyal parçalanmanın araçlarına dönüştürür. Bu nedenle, bu çalışmanın amacı, alışverişin sosyal yönünü vurgulayan (insanlar arası etkileşimi güçlendiren) mekan özelliklerini ortaya koymaktır. Bu amaç doğrultusunda, kültürel farklılıklar ve alışveriş arasındaki ilişkiler alışveriş mekanlarının mekan özellikleri bağlamında incelenmiştir. Bu çalışmada, geleneksel ve çağdaş alışveriş mekanları arasındaki ilişkiler, kentteki sosyal etkileşimlerin mekansal boyutu açısından ele alınmıştır. Kent mekanındaki geleneksel alışveriş yerlerinin tarihsel dönüşümleri boyunca sergiledikleri mekan özelliklerinin, toplumsal bütünleşmeyi güçlendirme kapasitesine sahip alışveriş mekanlarının, diğer bir deyişle “*sosyal nitelikleri olan alışveriş yerleri*”nin mekan özelliklerinin incelenmesine ışık tutabileceği varsayılmıştır. Türkiye’deki geleneksel alışveriş mekanları, 1980’li yıllarda ortaya çıkan çağdaş alışveriş merkezleri ile birlikte dönüşmeye başlamıştır. Bu dönüşüm sırasında, geleneksel alışveriş mekanları giderek temel mekan özelliklerini yitirmeye başlamışlardır. Bu nedenle, yukarıda açıklanan dönüşümün dikkatli bir biçimde analiz edilmesi ve kentteki geleneksel ve çağdaş alışveriş mekanları arasındaki mekan ilişkilerinin kurulabilmesi gereklidir. Bu amaçla, geleneksel kent dokusunun mekan özelliklerine dayanan alternatif bir analiz yaklaşımı oluşturulmasına gerek duyulmuştur.

Çalışmanın ana amacı geleneksel alışveriş mekanlarının mekan özelliklerinin araştırılmasıdır. Geleneksel alışveriş mekanındaki (ki bu geleneksel kentte kent mekanının kendisidir) sosyal doku ile alışveriş etkinliği arasındaki bütünlüğü sağlayan mekan özelliklerinin ortaya çıkarılması üzerinde durulmuştur. Bu doğrultuda, alışveriş

mekanlarının mekan analizi için yeni bir değerlendirme yaklaşımının geliştirilmesi amaçlanmıştır.

Çalışmada önerilen mekan değerlendirme yaklaşımını, endüstri öncesi dönemin kentlerindeki *kent dokusu-alışveriş mekanı-sosyal doku* bütünlüğünün sağlanabilmesi için çağdaş alışveriş merkezlerinde yeniden yorumlanması gereken mekan özellikleri oluşturmaktadır. Bu nedenle, çalışmanın ilk bölümünde sorun alanı tanımlanmıştır. İkinci bölümde, “*sosyal nitelikleri olan alışveriş yerleri*” kavramı ile ilişkili mekan özelliklerinin değerlendirildiği kuramsal çerçeve açıklanmıştır. Üçüncü bölümde, çalışma batı ve Anadolu kentlerindeki alışveriş mekanı-kent dokusu ilişkilerinin tarihsel gelişiminin ortaya çıkartılması üzerinde yoğunlaşmıştır. Burada, alışveriş mekanlarının özellikleri ve kültürel farklılıklar ayrıntılı bir şekilde anlatılmıştır. Bu mekan özellikleri, “*sosyal nitelikleri olan alışveriş yeri*” nin oluşumunu sağlayan mekan özellikleriyle eşleştirilmiştir. Böylece, batı ve Anadolu kentlerinde çağdaş ve geleneksel alışveriş mekanlarının benzer ve farklı yönlerini belirlemek üzere karşılaştırmalı bir analiz yaklaşımı geliştirilmiştir. Üçüncü bölümün bir sonraki aşamasında, batı ve Anadolu kentlerindeki geleneksel alışveriş mekanları, sosyal etkileşimleri destekleyen mekan özellikleri açısından çağdaş alışveriş mekanlarıyla karşılaştırılmıştır. Böylece, geleneksel “*sosyal nitelikleri olan alışveriş yeri*”nin mekan özellikleri belirlenmiştir. Çalışmanın dördüncü bölümünde, bu mekan özellikleri kentsel tasarım, mimari tasarım ve alışveriş merkezi tasarım kriterleri aracılığıyla sistematize edilmiştir. Sonuç olarak, çağdaş alışveriş merkezlerinde “*sosyal nitelikleri olan alışveriş yeri*”nin yaratılabilme potansiyelini değerlendirmeye yönelik alternatif bir yaklaşım oluşturulmuştur. Bu yaklaşım aynı zamanda, çağdaş alışveriş mekanlarında *kent dokusu-alışveriş mekanı-sosyal doku* bütünlüğünün sağlanmasına ışık tutabilecek bir dizi anahtar ilkeyi de içermektedir. Örnek çalışma için, bu tezin sorun alanını oluşturan “*sosyal nitelikleri olan alışveriş yeri*” kavramı ile ilişkili olarak Balıkesir seçilmiştir. Çalışmanın beşinci bölümünde, Balıkesir’deki var olan alışveriş mekanlarının belirgin özellikleri bu yaklaşım çerçevesinde incelenmiştir. Böylece, var olan mekan dokusunun yeniden düzenlenmesi ile, çalışma alanının sosyal etkileşimleri güçlendirebilecek bir alışveriş yerine dönüştürülmesi gerektiği sonucuna varılmıştır. Ayrıca, çağdaş alışveriş mekanlarının tasarım ölçütlerinin geliştirilmesi için geleneksel mekan ilkelerinin belirleyici rol oynaması gerektiği önerilmiştir.

Kentsel mekan ve alışveriş mekanı arasındaki parçalanmanın giderilmesinin, yatırımcıları için ticari kazancı yüksek alışveriş mekanlarının oluşumuna olanak sağlayacağı sonucuna varılmıştır. Aynı zamanda, çağdaş alışveriş mekanları kentin sosyal işlevleri için gereken fiziksel ve mekansal ortamı sağlayabilecek bir yapı tipi konumuna da gelebilecektir. Böylece, bu tez ile “*sosyal nitelikleri olan alışveriş yeri*” kavramı tüm bileşenleri ile ortaya konmuş ve çağdaş alışveriş mekanları için kullanılabilir sistematiik bir değerlendirme yaklaşımına dönüştürülmüştür.

Anahtar kelimeler: Alışveriş merkezi, alışveriş mekanı, sosyal değerler, geleneksel kent mekanı, Balıkesir.

Chapter 1

INTRODUCTION

This study critically examines contemporary shopping centres as spatial devices of the current global socio-economic system in which civic realm is reduced to an active shopping realm as defined by Baudrillard (1997), Ritzer (1996), Kowinski (1985). According to Baudrillard, the concept of shopping in post-modern era aspire to make individuals, who are programmed to buy identities and statutes, to consume more than their needs at the expense of their alienation from their community and social unity. Thus, shopping centres that are spatial manifestations of modern consumption are being transformed into devices of social disintegration by breaking individual from society (Baudrillard, 1997). In parallel, Ritzer associate contemporary shopping centres with modern assembly line whereby shopping is conceived as a profitable and mechanical activity. Kowinski's definition of these centres as 'effective shopping machines' further supports the argument that 'social attributes of traditional urban spaces had to be overcome in order to increase the profitability of shopping spaces'. Therefore, the aim of the study is to put forward the spatial characteristics of shopping spaces that emphasize social aspect (which enhances interactions amongst humans) of shopping activity. Along this purpose, the relations between cultural differentiations and shopping activity are analysed within the framework of the spatial characteristics of shopping places. The relationships between traditional urban spaces-contemporary shopping spaces will be examined from the point of spatial aspect in this study. It is assumed in the study that the spatial characteristics of traditional shopping places in urban space throughout their historical evolution can shed light upon analysing the quality of '*shopping places with social attributes*', that is to say shopping spaces with capacity to enhance communal coherence.

Traditional shopping was an integral part of the urban fabric. However, speed-age and car-dependent life style of Modernism (Ritzer 1996) required car-dependent shopping centres. On the other hand, Modernism brought many rapid social changes. The city was divided into different zones for various functional needs in Modernist approach. Today, 'cities which were divided into functional zones' are suffering different degrees of both social disintegration and physical destruction. Dividing cities into functional zones has caused big social and architectural problems such as losing

sense of belonging, sense of citizenship and collective memory. The citizen could directly be participated in all the urban activities including shopping in traditional settlements. Here, all the social amenities were realised in urban spaces. Thus, the most important mission of a city (and its urban spaces) was its social function.

As can be seen in the discussions above, one of the most significant transformations of Modernism is displacement of shopping from traditional context. Today, new shopping buildings (contemporary shopping centres) do not provide the expected social interaction amongst humans. The major reason behind such transformation could be the lack of an architectural approach for analysing the essence of traditional urban space-shopping space unity. In this framework, the concept of 'shopping place with social attributes' will be defined, and an alternative approach for the evaluation of this concept as well as its attributes will be developed and tested on a case study.

Shopping has been a social activity integrated with urban space. However, in most of the contemporary shopping centres, the spatial characteristics that can accentuate social aspects of shopping activity may seem not to exist. One of the most essential features of the traditional shopping spaces is the association between urban fabric and social structure. Today, contemporary shopping centres cannot maintain such association (social unity) because the unity of urban space-shopping place seems to have been neglected in order to maximise the profitability of shopping space. It is (mis)conceived that isolated spaces merely for shopping activity would be much more profitable in comparison to shopping in town centre. However, one should not ignore the fact that profitability of a shopping space is directly related to its coherence with the urban life and social structure. Therefore, the creation of profitable shopping spaces with enhanced social interactions could be possible within the newly formed urban building types through the rehabilitation of the abrupt break in the traditional 'urban space-shopping space unity'. In other words, a reinterpretation of the unity of shopping space-urban life would enhance social activity; thus, increase the shopping capacity of shopping spaces. Realisation of these aims can pave the way for the reconstruction of 'social unity' in a new building type of contemporary city by means of 'shopping' activity, which has continually been the main socialisation device throughout the ages.

1.1 Definition of the Problem

Contemporary shopping centres appear to have evolved into mere economic devices rather than being essential urban (i.e. social) components of the city life. One may, however, claim that these contemporary shopping spaces also provide contemporary ways of social interactions. Nevertheless, Baudrillard (1997) states that being a part of the consumer society through spatial devices of current economic system is totally different and in fact quite contrary to having a civic consciousness and being socialised in such context. As Miller et. al. (1998) asserts, consumers in fact fear the artificiality of these social relationships. As a matter of fact, new ways of socialisation in these contemporary spaces are deficient in three significant aspects;

1. Emergence
2. Distribution
3. Coherence.

In regard to *emergence* of shopping centres as new urban realm, one must note that they are commercially created, artificially simulated, and strictly controlled spaces against self-organising behaviours and self-emerging activities of various citizens (Baudrillard 1997). For instance, a political demonstration or civic activity cannot take place in shopping centres as they are established purely for shopping.

In relation to *distribution* of social amenities in shopping centres, one should consider the fact that, unlike city itself, they are not shared utilised, appropriated, and transformed by different parties of the city. Particularly, non-consumers, organised groups, representatives of ideological views and effective citizens of social life are somehow excluded in shopping centres (Baudrillard 1997).

Regarding the *coherence* between shopping facilities and social amenities, one cannot fail to observe that spaces for social activities (such as food courts, cinemas, playgrounds) and those for shopping units are strongly distinguished from each other to such an extent that public spaces drastically transformed (Ritzer 1996). Such transformation can be seen in both two-dimensional and three-dimensional organisation of space. For instance, social amenities are designed primarily to encourage and support shopping both by locating food courts in upper floors or other activities such as cinemas, playgrounds, at two opposite ends of the shopping mall. Thus, social amenities are no longer integral and coherent part of public life, but tools to generate commercial density.

One may also claim that investments for shopping centres are based on comprehensive analyses of the social structure of the catchment area of the proposed centre. Nevertheless, these analyses are far from putting forward the traditional assets of existing shopping habits and spatial organisation. Although various researches are conducted at the beginning of the process of realisation of a contemporary shopping centre, they are mainly limited to economical variables such as population growth, income projections, and shopping periods within the primary trade area of the proposed centre. However, analysis of social and cultural structure of the potential customers; and specific features of traditional shopping habits and places within the trade area of the proposed centre are usually neglected especially in developing countries. Consequently, the relationship between shopping space and social structure is reduced to the economic dimension.

In sum, shopping spaces are no longer new urban realms but mere economical machines as Baudrillard, Ritzer, Miller and Kowinski state. Therefore, it is of particular interest to determine what constitutes the social attributes of shopping in traditional urban space.

Shopping centres, which are being built in great numbers in recent years, seem to weaken communication among humans and their social interaction even though they accommodate spaces for social activity and gatherings. However, traditional shopping places of the past (pre-industrial era) are vibrant places where can be utilised by all the parties of city such as young-old, rich-poor, adult-children, women-men etc., setting a stage for their social interactions, supporting and enhancing, rather than weakening the communication among these people. What distinguishes between these two types of spaces, whose basic function is shopping, is the fact that former performs as a small and self-sufficient city isolated from the city as well as from its social structure, while the latter is united with both urban fabric and its social structure.

Such distinction may stem from the fact that spatial characteristics, which are capable of 'enhancing social relationships', have not been reinterpreted in design process of contemporary shopping centres. These buildings currently exhibit the qualities of a closed-box. In other words, contemporary shopping spaces are not capable of satisfying the qualities of 'shopping places with social attributes' particularly from spatial point of view. However, these qualities seem to have exhibited some sort of continuity in the period until 'industrialisation'. This continuity seems to have been disturbed along with the emergence of 'industrial revolution'. Following this period,

shopping spaces have gradually become spaces, which subdue social interactions by alienating individuals from traditional relationships yet meeting their material needs.

Therefore, development of spatial characteristics, which help enhancing the qualities of *'shopping places with social attributes'*, into an alternative spatial evaluation approach for contemporary shopping centres, is aimed in this thesis.

Social harmony and unity observed in traditional societies have been transformed with social and economic changes particularly after the industrialisation. Thus, a social structure whereby individuality comes forward has been projected. Hence, a spatial organisation which puts individual beyond community and neglects social unity, has started to dominate both architecture and the city by transforming qualities, identities and structural features as well as the uses of urban spaces. One of the most typical examples of such interaction is the transformation of shopping spaces. The history of shopping is the history of communities, of communication and of human settlements. The major dynamic that constitute social dimension of shopping place has been not only material and spontaneous needs but also social communication throughout history. But today, shopping, which is the essential ingredient of social life, has gradually been transformed into an individual activity and the communications in shopping centres have been alienated from social context. Particularly, in developing countries such as Turkey, it can be observed that social relationships are also being imported from the West like the buildings themselves and they cannot be easily integrated with the existing social fabric.

As Baudrillard says, mass production and consumption that are the main characteristics of the post industrial era have reduced shopping, which is traditionally a social activity and the main form of communication between individual and society into the individual activity and to the relation between individuals and products. In that context, shopping space has also been transformed from a social space to individual one.

Contemporary shopping centres have emerged as, in fact, an outcome of the modernist urban planning and of the life style required by modern city. Particularly, introduction of vehicular traffic into shopping spaces in town centres has necessitated a major spatial transformation in shopping spaces. The modernist principle of 'zoning of the city' has firstly generated the transformation of shopping activity which was previously an urban function. Then, this principle of modernism caused the conversion of shopping spaces into a group of shopping units remote from the urban core, only

reachable via automobile. Afterwards, these buildings have reached their present state through various phases of; first, being covered, then having extra storeys, later having additional functions and eventually being urbanised successively. Shopping spaces have gradually become even more detached from social structure throughout the spatial and spatial transformation process described above.

Contemporary shopping centres accommodate most of the amenities of the city centres together with shopping spaces. These shopping centres of modern big cities are almost horizontal mega structures, and the shopping centre is a gigantic environment that all the functions of a city, or parts of a city, joined together for the common gain of each and every function (Maki 1964).

In most of the contemporary shopping centres, it is intended to create spaces not only for consumption but also for the social needs of individuals. However, this type of space cannot suffice to constitute the qualities of '*shopping places with social attributes*' in reality. These efforts seem to have usually been concluded with the emulation of merely visual characteristics of traditional urban space, yet with the negligence of the need for adapting spatial relationships of such spaces. The clearest indicator of such a case is the ineffectiveness of the spatial characteristics required particularly from the viewpoint of the significance of social aspect of shopping in traditional town centres. One of the major factors playing a significant part in such ineffectiveness is the 'transformation of urban space into interior space' as well as the formation of shopping spaces that cannot be integrated with social structure by this premature spatial typology which is a side-product of such transformation. This transformation is a process in which urban spaces become integrated with the individual buildings that they are comprised by and a process in which urban space components become building components. Along with this 'transformation of urban space into interior space' within shopping centres, traditional shopping space has changed, and on the other hand, urban space has become a void built at once dissociating from a natural entity capable of renewing itself with time. In this void, it is suggested that the spatial qualities of urban spaces could also be reinterpreted in the buildings while such spaces in traditional city are being transformed into buildings in conjunction with their functions. It is aimed to solve this problem with the use of the evaluation approach developed in this thesis.

It can be observed, particularly in some shopping centres in Europe, that spatial characteristics of traditional shopping space organisation play a determining role at a

considerable level. In these shopping centres, spatial and functional transformation from urban space in which traditional shopping activity has occurred into architectural space in which contemporary shopping activity takes place have also brought together the spatial transformation of the components of urban structure and of traditional shopping spaces. Thus, these buildings have nearly been designed like parts of towns or cities. For example, Bluewater and Meadowhall shopping and leisure centres in Britain reflect spatial characteristics of urban fabric in their own spatial organisations. This reflection can be observed in their plan schemes (Figure 3.38, Figure 3.41).

Shopping buildings are classified in USA as neighbourhood centre, community centre, regional centre, super regional centre, fashion/specialty centre, power centre, theme/festival centre and outlet centre. Shop, supermarket, hypermarket, department store and contemporary shopping centres coexist as different shopping spaces today in Turkey. However, contemporary shopping centres will be examined in this study. These buildings are located either in the centre or in the periphery in cities. Thus, it is hardly likely to make a distinction in regard to size or location, unlike the classification made for those abroad.

Contemporary shopping centre, which will be analysed in this thesis, is one of the recent building types in Turkey dating back to 1980s. It is a building type in which large numbers of shops and some department stores combined with other spaces for recreation and entertainment are placed. In spite of its relatively short history, number of the shopping centres in Turkey has been rapidly increasing. Traditional shopping spaces in Turkey have started to transform along with the importation of the contemporary shopping centres. From the architectural viewpoint, traditional shopping spaces have gradually failed to keep their salient spatial features, while spatial organisation of traditional shopping places are being transformed into contemporary shopping centres of the modern city. A new building type, namely 'shopping mall', which is inspired from the shopping centres of western countries, has appeared because of the social and economical alteration and the impacts of globalisation in this era. One cannot fail to observe in these buildings, that shopping activity formerly performed in open spaces of cities has started to transform into a closed-space activity. Furthermore, one is faced with the fact that interior space has also started to resemble and thus to transform into an urban space, thus that both commercial and public activities of urban space is being taken into boxes of colossal scale, visually and physically isolated from its nearby environment. In other words, traditional urban space (shopping place with

social attributes) is transformed into huge buildings purely allocated for shopping. According to Ferguson, shopping spaces are ‘turned inside out’ (Ferguson 1992, p.23).

Moreover, it can be seen in the shopping centre, built in Turkey since 1980s, that the spatial characteristics of the ‘shopping mall’ type of Northern America and Europe have continuously been repeated. As a matter of fact, it is unavoidable that the impacts of shopping centres (as a building type in which global economical system is spatialised) have been felt in Turkey in this age of globalisation. However, one cannot fail to pay attention to the fact that shopping centres, which have formerly been the devices of international sector, have recently started to create identities based on the regional and social differences (Uçkan 1999, p.75). Discussions still continue about the fact that shopping centres in Europe and America have become a building type which can be built anywhere, yet traditional-regional distinctions should be considered for design of contemporary shopping centres (Weiß 1996, p.157, Markham 1998, p.51).

It can be observed, through various shopping centres in Turkey, that traditional shopping spaces are recreated, and a series of issues and forms such as ‘marketplace’ and ‘facade features of traditional streetscape’ are intended to be revitalised. Such efforts emerge as an outcome of the need to shape these buildings up by considering our own spatial culture. Albeit, these endeavours usually end up either with examples which seem to superficially mimic various traces of traditional spaces particularly when applied with western interpretation, or with reference to plan schemes and other components of shopping centres taken from other cultures.

Therefore, it is assumed, in this study, that shopping centres in Turkey seem not to have transmitted the characteristics of urban-public environment and of traditional shopping spaces in which they take place. Shopping and urban space organisation schemes in traditional Turkish cities are emphasised here rather than superficial applications of urban components such as ‘marketplace’ and ‘building facades of traditional Anatolian towns’. It is also assumed that this building type is capable of transforming the culture of the use of urban public space pertaining to Turkey. Hence, a thorough analysis of above-defined transformation is needed as well as the establishment of spatial relations between the traditional and contemporary shopping spaces of a town. It is required to construct an alternative evaluation approach derived from the characteristics about spatial qualities of traditional urban fabric.

Investigations of various studies conducted in Turkey about shopping centres as a building type, seem to have left a significant ground more or less untouched since

1990s; that is to say, the interpretation of regional differences in the design of shopping centres, and the analysis of spatial qualities pertaining to traditional shopping places. Therefore, firstly, that shopping centres can be evaluated as the transmogrified types or versions of traditional shopping places and urban parts will be emphasised. Then, urban fabric and social fabric which are major components of such evaluation will be defined. Finally, whether such an approach would be appropriate to assess shopping spaces in Balıkesir will be elucidated. It is hoped that this study that considers shopping centres as transformed forms of urban/public spaces and traditional shopping places, and which attempt to consolidate this approach through local-regional-urban-cultural qualities will help to fill the void in the literature.

1.2 Aim of the Study

The major objective of this study is the investigation of spatial characteristics of traditional shopping space. Thus, spatial characteristics that maintain the unity between shopping activity and social fabric in traditional shopping space (that is the urban space itself in traditional city) will be determined. Then, whether these characteristics persist in shopping spaces will be analysed. Along this path, it is aimed to develop a new evaluation approach for the spatial analysis of shopping spaces. This approach is intended to take its reference from spatial characteristics in traditional shopping spaces.

The scope of this study is limited with the spatial qualities of shopping spaces. One of the major driving forces behind the definition of such a scope is the desire to fill this untouched ground in Turkish literature about the issues of spatial characteristics of shopping centres as well as their interaction with the formation of ‘shopping places with social attributes’.

It is significant to point out that suggested approach is founded on the use of the components of traditional shopping space as the main determinants of contemporary shopping space. Main assumption of this study is that there is a series of typological relationships between the spatial organisation of modern shopping centres and the spatial characteristics of the urban environment in which they take place, particularly from spatial as well as functional viewpoints. One must note that the point of reference for such assumption is the unity of *urban fabric-shopping space-social structure*, which is typical feature of pre-industrial era.

In this study, it must be emphasised that a drastically changing international economic system exists, and shopping activity and spaces which are being rapidly globalised are remarkably criticised by many scholars and critics. One of the issues being discussed worldwide since 1990s is the changing profile of the concept of shopping, its spaces, the social impacts of this change, the transformation of societies into communities of mass consumption, and particularly the impacts of shopping centres to such processes. On the other hand, the need for the restructuring of regional characteristics with the universal qualities is an approach advocated by various scholars, against the process in which shopping centres have become almost identical. At this point, it is of utmost importance in Turkey to apprehend intellectual transformation occurring in the West about shopping centres which have become a universal building type. Therefore, one must emphasise that this thesis is conducted in accordance with the assumptions described at the beginning with particular care to avoid the popular debates and clichés of local/universal traditional/modern dichotomies.

In the context of discussions regarding universality/locality, the historical transformation of the relationship between traditional urban fabric and shopping space, which is crucial for the evaluation approach proposed in this study, will be examined through a case study of Balıkesir. Balıkesir is an important town of Western Anatolia, which was the flagship of industrialisation, modernisation, westernisation and thus regional economic development at the time. Therefore, it is chosen as an appropriate case study for the aim of this thesis.

The objective of this inquiry, is to search for possible answers for the questions of; firstly, to what extent cultural differentiation is influential particularly when a place-specific shopping centre design is strived no matter how universal shopping centre design become in the current age of communication. Secondly, how spatial characteristics of historical transformation could be analysed that are capable of enhancing the qualities of '*shopping places with social attributes*'. The intention here is to identify how spatial characteristics of shopping centres in Turkey have been influenced from traditional shopping spaces of the urban environment in which they take place, particularly from the viewpoint of their traditional and vernacular qualities.

Balıkesir is deliberately selected for this case study. Nowadays, historical centre (core) of the town in Balıkesir, as in almost all cities of Turkey, has turned into a central business district scene whose basic function is commercial activity. The activity of shopping which once took place in the very core of the town, is now realised in multi-

storey passages, office buildings (*işhanı*), buildings of the type of ‘small shops’. Despite there recently exists few initiatives of the supermarket type, there is no buildings which can be considered as precedent of contemporary shopping centres yet. Furthermore, daily life in town centre, displays a chaotic state which can be briefly characterised by traffic and parking problems, marketplaces, various commercial activities that are accommodated in inconvenient buildings etc. This chaotic state is a typical indicator of both the physical deterioration in urban form and that of the change in public life as well as transformation of shopping spaces. While the deterioration of urban form emerges as the scarcity of public spaces, disintegration of public life unveils itself in the form of abandonment from traditional ways of shopping and the irregular dispersal of shopping spaces splitting from their own traditional network. Briefly, one cannot fail to notice that it is gradually dissociated from the qualities of ‘*shopping places with social attributes*’ that once existed in shopping spaces and urban centre of Balıkesir, along with above-mentioned transformation. Therefore, it is undoubtedly vital for a potential shopping centre in Balıkesir to bring vivacity to urban life, to display a contemporary spatial organisation (with its accurately established spatial features) as much as to profit for its investors since it would become the new urban-public space of the city. In order to achieve these goals, spatial transformation of shopping buildings from past to present should be analysed in detail, and moreover, physical/spatial characteristics that can be transmitted from the past to the present should be set forth. Consequently, it is aimed to develop a new approach to answer the question of how cultural and spatial transformation of shopping places through time could be reflected in contemporary shopping places.

1.3 Objectives of the Study

Major objectives of this thesis are as follows:

To determine spatial features of traditional shopping spaces,

To develop an approach for evaluating contemporary shopping spaces and their social attributes,

To formulate the characteristics of spatial transformation of Balıkesir town centre,

To develop principles for rehabilitating existing shopping spaces of Balıkesir.

1.4 Method of the Study

Along the objectives defined above, the method for developing the proposed alternative evaluation approach comprises of three major phases:

1. Identification of spatial characteristics that constitute ‘place’. The objective is to reformulate these spatial characteristics in the following chapters and thus, to arrive at a new synthesis that can be valid for ‘shopping places with social attributes’. Along this way, the spatial characteristics of ‘place’ in traditional town are defined as follows:

- **Legibility.** Perceptibility of the town structure contributes to the formation of ‘place’ through the ‘sense of belonging’.
- **Density and Mixed-Use.** Density and mixed-use help to promote formation of ‘place’ in urban space via longer use of urban space by diverse and multiple users.
- **Unity of Social Structure-Urban Structure.** The harmony between social structure and urban structure seems to be essential for the formation of ‘place’ particularly from the viewpoint of the rationale (semi lattice and tree) behind the accumulation of urban units.
- **Sequential Perception [Serial Vision].** The continuity of perception, determines the formal characteristics that reflect human values, and contributes to the formation of urban space as ‘place’.
- **Proximity, Centralisation, Enclosure.** The proximity of the zones for social facilities, their centralisation with regard to their positions within the totality of city, and their level of enclosure by buildings and other components, are among the major physical characteristics which enhance the qualities of ‘place’ in architectural and urban spaces.
- **Figure-Ground Relationship.** Basically, figure-ground equilibrium also means a uniform distribution of positive gathering spaces, which contribute to civic awareness within the city. Such equilibrium may help to lay the foundations of individual’s perception and usage of these spaces as ‘places’.
- **Formal Diversity.** In regard to the assumption that spatial structure is also a manifestation of city’s social structure, the interpretation of the diversity of forms in the spatial configuration of pre-industrial towns might be utilised as a device for the rehabilitation of social fabric that seems disintegrated in modern city.

2. Matching of these spatial qualities with spatial characteristics belonging to ‘shopping places with social attributes’ in traditional Anatolian city and establishment of spatial characteristics of traditional shopping spaces of Anatolian settlements.

To this aim, the following steps are pursued for both Western and Anatolian towns:

- Historical evolution of shopping spaces is searched.
- Subsequently, common spatial characteristics that display continuity throughout various periods of time are identified.
- These characteristics are matched with spatial characteristics such as sequential perception, mixed-use, figure-ground equilibrium, unity of social and urban structure, proximity, centralisation, enclosure, formal diversity and legibility which altogether enhance formation of ‘place’.
- Thus, spatial characteristics that should be transmitted from traditional shopping spaces to contemporary ones for achieving ‘shopping places with social attributes’ are set forth. Spatial characteristics that shows coherence in western cities are:

1. Provision of visual continuity and pedestrian flow
2. Provision of functional diversity (integration with other activities in addition to shopping)
3. Maintenance of figure-ground equilibrium
4. Multi directional and optional organisation of space
5. Use of complex and piecemeal geometrical order
6. Subsistence of nodes (gathering spaces)

Spatial characteristics that show coherence in Anatolian cities are:

1. Existence of organic street layout in circulation areas
2. Provision of single-use in shopping buildings whereas that of mixed-use in urban (shopping) space
3. Absence of enclosed public outdoor space
4. Introverted nature of shopping activity
5. Piecemeal and complex geometric form
6. Coexistence of divergent angles and orientations
7. Organisation of outdoor spaces in an enclosed, scaled and sequential order

8. Sustenance of spatial hierarchy and proportional order
9. Display of a simple effect of multiplicity
10. Use of free and organic forms
11. Contribution of natural inputs to legibility
12. Unity and variation emerging from the ensemble of diversity.

- Afterwards, whether or not these spatial features prevail in shopping centres of both Western and Anatolian cities are analysed on various case studies (through the comparison of spatial characteristics in traditional and contemporary shopping spaces).

- Finally, the results are compared; and it is suggested that traditional shopping space characteristics do not seem to play a vital part in Anatolian cities while these features are transmitted in Western shopping centres to a great extent.

With this study, it is concluded that spatial characteristics that makes traditional shopping centres '*shopping places with social attributes*', are remarkably seen contemporary shopping centres in the West. However, these characteristics are relatively observed to a smaller extent in shopping centres in Turkey.

The characteristics of shopping spaces in traditional Anatolian settlements in regard to the formation of '*shopping places with social attributes*' will constitute the foundation of the approach developed in this study. These characteristics are as follows:

- Regarding legibility; contribution of natural inputs to legibility and provision of unity and variation stemming from the ensemble of diversity,
- Regarding multi-functionality; provision of single-use in shopping building and mixed-use in shopping zone,
- Regarding the unity of social structure and urban fabric; subsistence of an extraverted spatial organisation in shopping district (urban space),
- Regarding sequential perception; existence of organic street layout in customer circulation areas (mall),
- Regarding figure-ground equilibrium; absence of defined public spaces (squares),
- Regarding formal diversity;
 - Use of piecemeal and complex forms,
 - Coexistence of divergent angles and orientations,
 - Establishment of scaled, enclosed and successive order in outdoor spaces,

- Sustenance of spatial hierarchy and proportional order,
- Implementation of multiplicity effect in the shaping of urban space,
- Provision of free and organic forms in shopping areas.

3. In the next stage, association of above-defined characteristics with urban and architectural design theories as well as with criteria for shopping centre design, thus, development of an alternative approach for the evaluation of contemporary shopping centres from the viewpoint of formal characteristics that enhance qualities of ‘shopping places with social attributes’ in traditional shopping areas.

At this point, first, urban design theories, which take place in the proposed approach for determining spatial/spatial characteristics of contemporary shopping centres, are listed below:

1. Figure-ground analysis₂
2. Organisation of paths and distribution of nodes₂
3. Proximity, centralisation, enclosure₂
4. Linkage theory₂
5. Geometric classification₂

Then, architectural design theories, which take place in the proposed approach for determining spatial characteristics of contemporary shopping centres, are listed below:

1. Classification of spatial combinatory relationships and types of spatial organisation₂
2. Axes, spatial hierarchy and rhythm₂
3. Circulation scheme, geometry and hierarchy₂

Finally, criteria for contemporary shopping centre are examined, and spatial criteria that are considered to take place in proposed evaluation approach by interpreting these criteria in relation to both the spatial features of ‘place’ and formal features of traditional shopping spaces in Anatolian towns. These are listed below:

1. Provision of nodes for social interactions and legibility,
2. Enclosure of social spaces,
3. Foundation of geometric-spatial characteristics on the basis of typological input,
4. Establishment of figure-ground equilibrium,
5. Provision of the continuity of customer circulation areas (malls),
6. Organisation of circulation system in a multi-directional and optional manner,

7. Determining the appropriate length for customer circulation areas (malls),
8. Emphasis on the rhythmic characteristics of spatial organisation,
9. Establishment of hierarchical order.

Consequently, the approach suggested for evaluation of spatial characteristics in shopping centres consists of three major phases of implementation. These are as follows:

- Identification of boundaries:
 - Historical criteria: Determination of shopping districts of the traditional town.
 - Functional criteria: Determination of the area where commercial activity runs much more intensively in comparison to other districts.
 - Spatial criteria: Determination of the area where characteristics of its fabric substantially vary from other districts
- Analysis of the qualities of spatial components (paths and nodes) that constitute the shopping district.

a. Analysis of paths (customer circulation areas in shopping centres)

Distribution in the area:

- Characteristics of path scheme: organic/regular.
- Type of linkage scheme: compositional form, mega form, and group form.
- Type of path distribution: linear/planar.

Characteristics of their linkage:

- Continuity of linkages.
- Number of paths in the nodes and whether or not these linkages are optional.

Lengths of paths: 0-50, 50-100, 100-150 m.

Orientation and angles: linear/angular.

Rhythmic characteristics of plot size: rhythmic/irregular.

b. Analysis of nodes (gathering spaces in shopping centres)

Spatial characteristics

- Piecemeal/massive
- Complex/simple
- Free, organic/solid, regular spaces.

Geometric-typological characteristics: square, circle, triangular and combinations.

Level of enclosure: unenclosed, semi-enclosed, enclosed spaces.

Balance of shopping-social activities (functional diversity): Equal weight, shopping dominant, social activity dominant spaces.

Type of distribution: Linear/planar.

- Analysis of characteristics regarding spatial organisation in shopping area.

- a. Figure-ground relationship:** Organisation of nodes in grid, angular, curvilinear, radial, axial, organic forms.

- b. Spatial hierarchy:** Provision/exclusion of hierarchy.

- c. Classification of the types of spatial organisation:** Central, linear, radial, cluster, grid.

- d. Classification of spatial combinatory relationships:**

- Space within space,

- Intersecting spaces,

- Adjacent spaces,

- Spaces connected with common space.

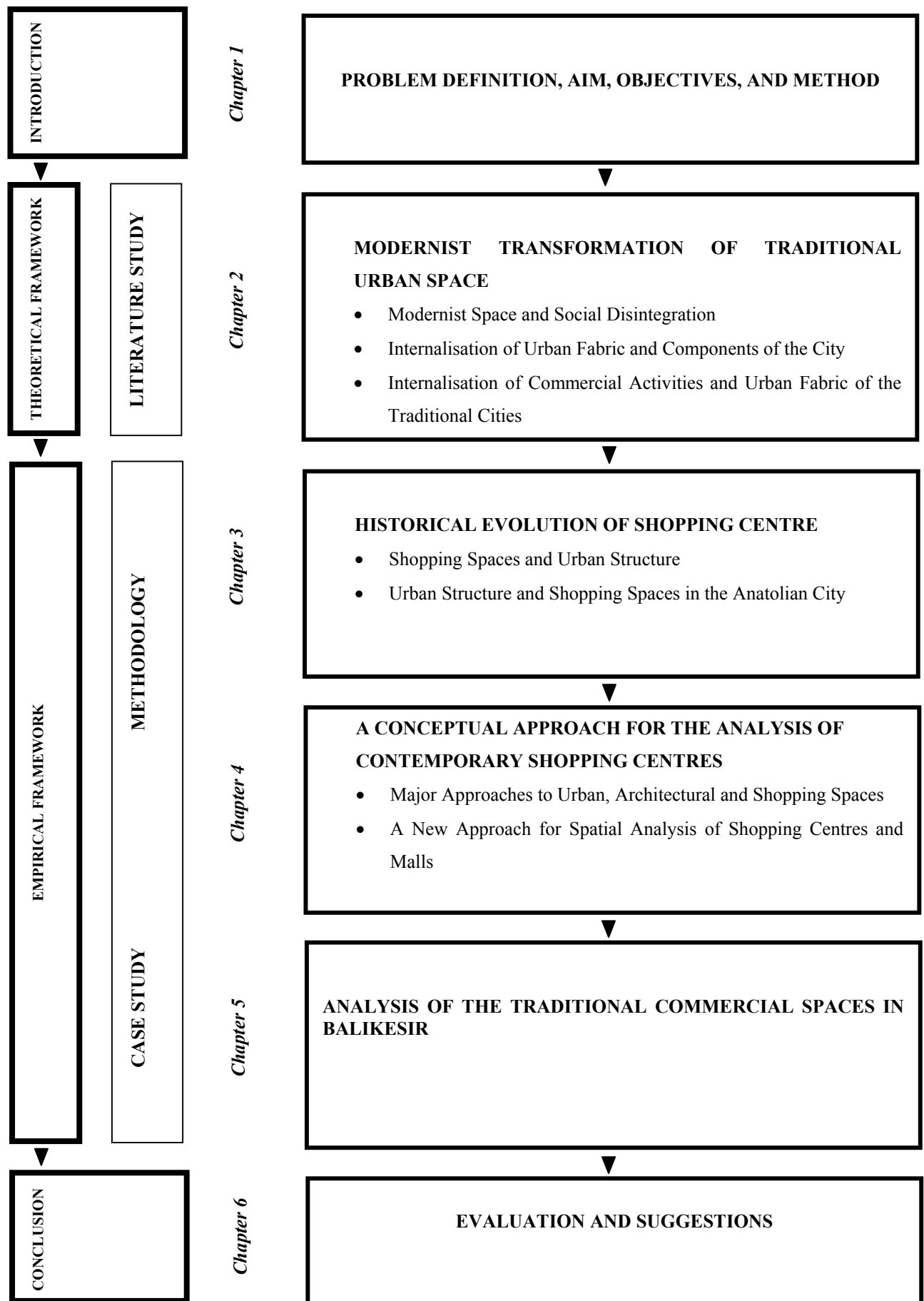
Thus, from the above analyses it appears that rehabilitation of the divorce between urban space and shopping space would facilitate formation of spaces profitable for its investors. Moreover, contemporary shopping spaces, which gradually exhibit the image of a city, would become a building typology that provides physical and spatial context required for social functions of the city. Consequently, the concept of '*shopping places with social attributes*', as aimed in this thesis, is set forth with its all components, and is developed into a systematic evaluation approach that can be applied for contemporary shopping centres.

To conclude, this evaluation approach is tested on a selected case study. At the end of relevant chapter, a new approach that hinges upon Cullen's concept of *sequential perception* is established towards the identification of problems related to the nodes in the study area (squares) and organisation of circulation elements (streets and roads) connecting these spaces. It investigates the way users visually perceive, and thus, experience the space as social beings. It is intended to identify spatial problems in the study area by this method of sequential photographic analysis. Along this path, the spatial configuration, which is perceived by a pedestrian in continuum, is documented and problematic locations in regard to '*shopping places with social attributes*' are

identified. At the end of this chapter, a comparison between existing shopping spaces of study area and public spaces of the town is made, and a series of suggestions are established for the development of future shopping spaces.

The graphical illustration that express above defined structure of the study is shown in Table 1.

Table 1 Algorithmic chart of the structure of the thesis



Chapter 2

THEORETICAL FRAMEWORK; TRANSFORMATION OF TRADITIONAL URBAN FABRIC INTO ARCHITECTURAL SPACE IN SHOPPING CENTRES ACCORDING TO PRINCIPLES OF MODERN MOVEMENT

In this chapter, it is intended to analyse the process by which urban space is transformed into interior space (i.e. the elements of urban space become components of the building in which it is contained). Thus, it is transformed into a modern architectural space from a traditional urban space. The aim is to emphasise that contemporary shopping spaces are, in essence, transformed form of a traditional urban spaces. Meanwhile, the qualities, which define 'place' in traditional city, will be certified. In this theoretical framework, spatial relations that constitute the concept of 'place' are investigated. For this purpose, the characteristics of place, that are defined by Lynch (1960), Jacobs (1961), Alexander (1977), Cullen (1971), Norberg-Schulz (1971), Rowe and Koetter (1979) and Krier (1979, 1991), will be re-formulated towards a new synthesis which could be well-grounded for analysis of 'shopping places with social attributes'. This theoretical framework will constitute the foundations of determining formal characteristics to be used in the elucidation of contemporary shopping centres.

To this aim, first of all, the transformation in social structures and shopping spaces brought by modern movement will be elucidated. In the next stage, the process in which urban spaces are transformed into architectural spaces (with their forms and functions) in the modern movement will be tackled. Eventually at the end of this chapter, the process in which traditional settlements are transformed into interior spaces within contemporary shopping centres will be examined.

2.1 The Relationship between the Concept of Space in Modern Movement and Social Disintegration in the context of Shopping Centres and Malls

In this section, the transformations in urban and architectural space as well as social structure, which are brought by modern movement in architecture, will be reviewed. The aim of this section is to emphasise; firstly the functionalist nature of space which is broken from its traditional roots within modernist conception, and secondly, that its very nature also seem to make individual-community interaction, thus, social fabric to transform. Along this way, urban design theories, which exhibit a critical stance towards modernism and towards its transformations in spatial and social structures, will be tackled in order to come up with the common principles.

Prior to the elucidation of these theories, it is of utmost significance to put forward the relations between modernism and disruption of the unity of urban fabric-shopping space-social structure.

Along with modernism, spatial relations in town centres in traditional settlements have started to substantially change. Meanwhile, on the one hand, public spaces in traditional cities sustain their significance in city centres; on the other hand, new public areas are continually being constituted within new building types specific for the modern society.

Contemporary shopping centre is a typical example of these building types. It is a type in which public spaces and shopping spaces of traditional city are concurrently built up. Along with the emergence of this building type, on the one hand, traditional shopping space has changed, and on the other hand, urban space has become a void built at once dissociating from a natural entity capable of renewing itself through time. In result, development of the city in the form of an ever-renewing organisation has been interrupted, and the natural process in which city develops through time in traditional era, has ceased to proceed. As the result of these developments, contemporary shopping centre seems to have emerged as a gradually commercialised building complex in which civic awareness has been revitalised. Such awareness used to exist in traditional settlements that were the actual space for public institutions and actions. This new building type with its image of traditional city also reflects the individualist and materialist nature of the social structure.

Marc Auge is among those who remarkably define the understanding of space in modernism (Auge 1995). Auge's definition of 'absent-space or non-space' (non-lieu)

gives a clear account of the facts of; first, the transformation of urban space, and the loss of social characteristics of urban space that is re-constructed within buildings. According to Auge, contemporary shopping centre is a building within which 'non-place' or 'non-space' is defined just as in the other building types of modern city. The senses of 'place' and 'space', which contributes to the formation of 'collective memory', seem to disappear in shopping (consumption) spaces that are designed to replace public spaces in new cities of supermodernity. Auge's attitude towards these spaces has been of sceptics that neither memories could be accumulated in such spaces, nor they could be historicized. According to him, being in such spaces is usually directed at a specific purpose and main objective in shopping centres is clearly to make people over-consume. The function of this single-purpose space becomes so autonomous that it cannot be interfered with any other cultural practice.

Therefore, spatial organisation in contemporary shopping centres has acquired a mechanical quality while the shopping activity itself has turned into a mechanical task broken off from its social context. Baudrillard (1997), too, taken on sceptical tone about the matter by associating shopping activity in contemporary shopping centres with the assembly line.

Contemporary shopping centres are being devised, as 'cathedrals of shopping' quite like the shopping arcades that were the typical shopping spaces of the 19th century. While the focus of power that was influential in pre-modern city was both the political and religious authority, today, what determines contemporary urban form appears to be the economic authority which channels the issues of marketing and consumption that are the basic artefacts of current global economy. One of the most salient features of modern society is that it can be 'controlled' through various devices. Shopping centre is also building type in which the city that is transformed into a building can be easily controlled. While the city pre-industrial era was an entity that could be monitored by the administrative authority, similarly, shopping centre as a building type of modernist eras, particularly with its urban-like outlook, has become an object controlled by the economic authority. These resemblances allow one to strongly agree that city is re-constructed in contemporary shopping centres. Thus, city takes a much more easily mouldable and governable form, and also, spaces for individuals to realise their social needs that cannot be fulfilled in city centre any more, and created within the new shopping centres. However, although various components of urban space seem to have been transmitted into shopping centres, these spaces, in fact, appears to be incapable of

fulfilling the qualities of 'shopping places with social attributes'. Because, *urban fabric-social structure* relationship that is required by shopping as a social and urban activity, happens to be interrupted in contemporary shopping centres. Shopping centre becomes a building type, which can constitute an alternative neither to the urban fabric with its commercialised spaces, nor to its innate activities demanding socialisation. The fact remains that there is a harmony between social structure and urban fabric that is a shopping place itself. Today, one cannot fail to observe that shopping centres which manages to sustain this harmony, not only fulfils the qualities required for shopping activity but also contributes to the fulfilment of social unity.

As it has been discussed in the above, modernism has transformed the most essential features of daily life (i.e. the process of change from social, to individual; from shopping to consumption), while causing to modify social relations in global terms. Mass production and mass consumption which are essential characteristics of post-industrial era seem to have reduced shopping that is by its very nature a social activity and the basic form of communication between *individual* and *community* in traditional context, into a relation between *individual* and *product*. In this context, shopping space has also been transformed from a social place to individual space.

The break in the 'unity of urban space-shopping space' has started with shopping arcades and department stores in the pre-industrial era concurrently with the transformation in social structure. Later, it reached to a climax with shopping centres emerging within post-modern conception.

When critical theories on this transformation are examined, it is reasonable to assume that criticisms of modernism usually focus on the issues of monotony, alienation from society and their reflection on urban space.

Along with modernism, spatial relations in traditional city have started to transform. Of prime importance is the fact that reasons of emergence as well as basic characteristics of traditional and modern cities differ from each other to a great extent. From the above considerations it is clear that pre-industrial settlement, is a whole and all its artefacts are in harmony in these settlements. This unity in traditional cities, have naturally been assembled through clear and functional arrangement of public and private spaces, since the establishment of the city. Even a brief comparison between traditional and contemporary urban spaces may suffice to convince one that issues of; relations between urban space-human scale, qualities and organisation of spaces in

between buildings, which are basic principles of urban design in traditional cities, seem to have lost their significance along with modernism.

One cannot exclude at all the existence of major differences between traditional and modern city particularly when compared from the viewpoint of qualities regarding the constitution of 'place'. First among them is that modern city is divided into functional zones (i.e. disintegration of traditional city and its social interactions) while the traditional town is divided into neighbourhood units. Second difference is the obstruction of the formation of 'place' in urban spaces by means of streets converted into the surfaces of vehicular traffic in modern cities, while 'place' can be constituted in pre-modern cities via components of urban space such as streets and squares. Another difference is, of course, the emergence of a state of '*centrelessness*' and 'loss of perceivable boundaries' stemming from the multi-centrality in modern city despite the existence of a genuine centre (urban core) in traditional city. That may obstruct the formation of a 'place' which can be 'experienced' in real sense because it transforms city into a vast area neither its centre nor its boundaries are clearly defined. Thus, it can be seen without doubt that, characteristics of 'place' once existed in traditional settlement seem to have disappeared in modern city.

The mutual interaction between city and its constituent buildings, was a relationship that was almost rejected by the modernist city planning approach which had began at the end of the 19th century and had been influential during the 20th century. Hence, modernism has started to be criticised particularly in late 1950s and 1960s. The essence of these criticisms, clearly, concentrate upon the issue of modernist architecture and planning approach and its denial of the fact that areas in-between buildings are actually three-dimensional urban spaces, as well as its way of tackling buildings in isolation from their surrounding. However, as expressed in anti-modern views, particularly since 1970s (Krier 1991, Lynch 1960, Rossi 1982), city has been re-considered as a formal ensemble, as it was in pre-industrial era, and concepts of architecture and city have been redefined quite different from modernist rhetoric by departing from traditional values (Yıldırım 1995). Thus, the question of how the concept of 'place' rejected by modern architecture, is defined within the framework of critical theories.

To the purpose of answering this problem, the theories of Lynch, Jacobs, Alexander, Cullen, Norberg-Schulz, Rowe and Koetter, Krier that discuss characteristics which make urban space a 'place' in which social interactions can be

enriched, will be elucidated. Consequently, the spatial qualities which constitute the concept of 'place' in urban space are listed below:

- Legibility
- Crowd
- Mixed-use
- Unity of social structure-urban fabric
- Serial vision
- Proximity, centralisation, enclosure
- Figure-ground equilibrium
- Formal diversity

The critical theories that define concept of 'place' and the spatial qualities established in these theories are shown in Table 2.

The contribution of the legibility of urban structure, as defined by Lynch, cannot be denied particularly from the viewpoint of creating a sense of belonging to the 'place'. Crowdedness and mixed-use, as expressed by Jacobs (1961), facilitates the formation of 'place' in urban space through longer use of urban space by various users. In parallel, Alexander (1977) asserts that 'place' can be created by means of the provision of the harmony between social structure and urban structure particularly from the viewpoint of the rationale (*semilattice* and *tree*) of behind the amalgamation of urban components. Furthermore, Cullen's (1971) principle of 'serial vision' is of utmost significance in that it establishes spatial characteristics of the human values, which ties the components of 'place' into each other. Similarly, Norberg-Schulz (1971), speaks of the physical qualities which can form 'place' (proximity, centralisation, enclosure) in various types of spaces which he defined (existential space, urban space, architectural space). Additionally, figure-ground relationship, of which Rowe and Koetter (1979) give a detailed account, is essentially a design strategy of the distribution of urban spaces, which contribute to the civic consciousness. Finally, **Krier (1991) is among those who advocate a return to the spatial diversity in pre-industrial urban fabric as a major device for the rehabilitation of social structure.**

Above-mentioned qualities may contribute not only to the formation of 'place' in urban space but also to the creation of 'shopping places with social attributes' in contemporary shopping centres. However, the unity of social structure-urban fabric seems to be impaired since qualities of 'existential space' (conditions that makes a

'place' unique) (Norberg-Schulz 1971) are not transmitted whereas the characteristics regarding the definition of 'place' in architectural and urban space are transmitted to shopping centres. An alternative evaluation approach regarding the solution of this problem will be developed in the fourth chapter.

Table 2 Critical theories that define concept of 'place' in the era after modernism

K. Lynch	Analyses and formulates elements (urban components) which help the legibility of traditional settlements.	The Image of the City	1960
J. Jacobs	Probes the relations between urbanisation and economic life. Asserts that, for the shaping of healthy and liveable cities; <ul style="list-style-type: none"> • Gathering of various functions in city fabric as opposed to zoning, • Diminution of urban block-size, • Increasing the pedestrian density, are required. 	The Death and Life of Great American Cities	1961
C. Alexander	Makes the distinction between natural (pre-industrial) and artificial (modern) cities, and matches them with <i>semilattice</i> and <i>lattice</i> structures respectively. Tackles the disharmony between social structure (semilattice) and urban structure (tree) and the resulting social problems. Elucidates relations between individual and functional splits and social disintegration in cities.	A City is not a Tree	1965
G. Cullen	Investigates the perception of 'here' and 'there' as the conditions of 'place' and the continuity of this perception through its optical-visual and morphological qualities. Determines the morphological counterparts of various human values within this sequential perception. Makes assessments regarding the control of urban space in traditional settlements.	Townscape	1966
C. Norberg-Schulz	Examines the concept of 'place' in different spatial types and spatial characteristics which can enhance the 'place'.	Existence, Space and Architecture	1971
C. Rowe, F. Koetter	Explores figure-ground relationships in traditional urban space. Makes morphological suggestions regarding the transformation of such relations in modern city, resulting social problem and their rehabilitation.	Collage City	1979
L. Krier	Criticises the functional zoning of the city. Studies typology, form, and their transformations.	Luxembourg, Capital of Europe, an Appeal to the Citizens, etc, Architectural Design 49	1979
R. Krier	Classifies urban spaces from morphological point of view. Elucidates the issue of spatial disintegration in 20 th century city planning. Makes morphological suggestions for the reconstructing of disintegrated urban space.	Urban Space	1979

2.2 Transformation of Urban Fabric and its Components into the Architectural Space

In this section, the process in which urban settlement is transformed into architectural space within buildings along with modernism, particularly from functional and formal viewpoints will be analysed. The main purpose, here, is to establish that contemporary shopping centre is a building type whereby urban settlement is transformed into architectural space (i.e. transformation of urban components into the spatial components that constitute the building). To this aim, theories about that traditional urban space has started to be transformed into architectural space, will be elucidated.

These theories are chosen mainly because of the fact that; they consider urban space as a spatial fact; emphasise that urban space is transformed into architectural space with its social function and its form (i.e. a process whereby urban spaces are integrated with the buildings in which they are comprised by breaking away from city itself, causing the disintegration of social structure with this emergent spatial typology); and meanwhile, associate formal characteristics of space with the social dimension.

The prime function of city is to create a convenient context in which its inhabitants can realise various activities such as accommodation, work, recreation, leisure, etc. Since their first emergence in history, cities and urban spaces shaped by buildings have been spaces that set a stage for vivacious experiences of their citizens, and where daily life takes place. Various civilisations have created public spaces (e.g. agora, forum, square, plaza, etc.) with different characteristics of fabric and thus brought a genuine and determining, identity to the cities they established throughout history (İzgi 1999, p.51). This observation has great deal to say about the fact that city, which should be tackled as a ‘social phenomenon’ (Kuban 1992, p.68) is a self-renewing that lives and develops, similar to a living organism, with citizens’ civic culture, life styles, habits, and the characteristics of social and economic structures (Mumford 1961).

Urban-public spaces, mentioned above, have sustained their effectiveness as urban spaces in which various activities of citizens took place for ages. Salient features of architectural space, in the traditional town structure, are directly related to the urban space in which it is comprised, and the continuity of architectural and urban space is of utmost significance (Çakmaklı 1992, p.3). According to Colquhoun, medieval city was

a solid object scraped with streets; hollowed with squares and connected with public buildings (Colquhoun 1992, p.82). Hence, this object, which constituted the medieval city, accommodated a living organism in social sense. Albeit, modern urban planning approach which started particularly at the end of the 19th century and was active during the 20th century, seem to have caused; a rapid transformation of urban-public spaces; loss of the social and cultural attributes of public spaces, and thus, a major transformation in the structure of traditional cities (Trancik 1986, p.5, Türkoğlu 1998, p.58). One could be tempted to conclude that the relation between two essential elements; *social dimension* and *morphological dimension* have been radically transformed along with the beginning of modern era, and this transformation can be defined as follows: solid-void ratios of the object that reflect the balance of social tissues in medieval city, seem to have turned into the modern city that is characterised by the *objectlessness* whereby the inhabited voids are enclosed within the solids.

Modern movement in architecture neglected that spaces between buildings are in fact three-dimensional urban spaces. Furthermore, buildings were isolated from their surroundings with modernist architectural and planning approaches, and tackled as individual objects in space. In result, design principles of traditional towns, relations between urban spaces-human scale, the qualities and organisation of spaces between buildings started to lose their importance in the past. This approach brought by modern architecture, and the undefined open/leftover spaces outside the buildings are named as lost-spaces by Trancik (Trancik 1986, p.4-10). He sees these spaces as ‘significant problems’, and for him, urban spaces in the form of sunken plazas (Figure 2.1) do not offer satisfying solutions. In fact, these spaces are considered as areas impairing the urban space, let alone constituting a solution to the problem of lost-spaces.

Traditional urban space is a meaningful ensemble of relatively low-rise buildings organised in horizontal direction with hierarchy and continuity (Figure 2.2). Modernist approach in architecture, have caused a radical transformation of traditional qualities such as hierarchy, continuity, unity, human scale, etc. (Figure 2.3).



Figure 2.1 Broadway, New York, New York (Sunken Plaza).
(Source: Trancik, R., Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.11).



Figure 2.2 The Piazza Navona, Rome. Aerial view.
(Source: Trancik, R., Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.8).



Figure 2.3 Houston, Texas. Aerial photograph.
(Source: Trancik, R., Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.9).

In close synchrony with the fact that urban-public spaces have started to lose their value along with modernism, these spaces seem to be recreated and reinterpreted within various building types. Because, urban-public spaces, which are attempted to be abolished with modernism, are publicly demanded, and as can be seen in all kinds of compulsion, demanded facts come to life in another channel. Additionally, if public ownership of such demand is prohibited, then they continue to give service to the public, again in another channel yet this time in a privatised manner. One may well define this occurrence as the ‘recreation of communality’. In the process described above, treatment of building in the design of architectural space as an urban component, transformation of city as well as the revelation of urban qualities within interior spaces have been of major interest.

Colquhoun asserts that, from Alberti to present day, buildings are described as small models of city and vice versa (Colquhoun 1990, p.101). The emergence of megastructures, which fundamentally changed the environmental scale, in the 20th century seem to have led to various negativities for the urban space.

Here, a series of examples of such formation will be given.

Colquhoun states that Auditorium building in Chicago and Rockefeller centre in New York are the buildings in which ‘a small universe of the city is recreated’, and that massive office blocks, together with spaces addressing public functions constitute a new type of building complex (Colquhoun 1990, p.88). This case is the most evident indicator of the transformation of urban space into a building or into an interior space together with its major functions. Colquhoun gives Hospital Building in Venice by Le Corbusier (Figure 2.4, Figure 2.5) and Cetraal Beheer Insurance building by Hertzberger (Figure 2.6, Figure 2.7) as the typical examples of the transformation of urban space into an interior space within buildings by means of its physical elements.

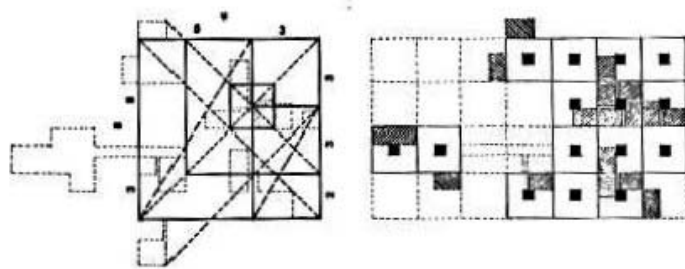


Figure 2.4 Venice Hospital, plan scheme.

(Source: Colquhoun, A., *Mimari Eleştiri Yazıları*, Şevli Vanlı Mimarlık Vakfı Yayınları, 1990, p.38)

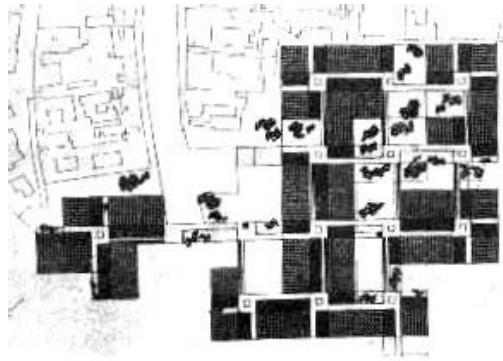


Figure 2.5 Venice Hospital, third level plan.
 (Source: Colquhoun, A., *Mimari Eleştiri Yazıları*, Şevli Vanlı Mimarlık Vakfı Yayınları, 1990, p.38)



Figure 2.6 Central Beheer Insurance, Co., exterior.
 (Source: *Dictionary of 20th Century Architecture*, Thames and Hudson, London, 1996, p.146)



Figure 2.7 Central Beheer Insurance, Co., interior.
 (Source: *Dictionary of 20th Century Architecture*, Thames and Hudson, London, 1996, p.146)

According to Colquhoun, plan scheme in the Hospital Building in Venice embodies a spatial organisation that repeats the overall tissue of the city, that is to say, the solid mass hollowed by means of canals and courtyards. Buildings in Venice where the city itself is a large-scale building combine the medieval scale of the city, with the assets of the tissue. Among the spaces constituting this building, there exists hierarchy, potential for change, and possibility of enlargement and development. This building, exactly like a medieval city, is an agglomeration of cells having a potential for expansion and growth, meanwhile an object that can reveal the continuous interactions between interior and exterior, can be entered into and can be hollowed (Colquhoun 1990, p.38-40). In the office building designed by Hertzberger for Cetraal Beheer

Insurance Company, the endeavour to recreate communality in interior space is worth-mentioning as the result of gradual loss of public spaces in city.

Equally, the relation among the components of the urban structure and their organisation types has been deployed as a design approach in the organisation of architectural space in various building types. In countless buildings in our environment today, it can easily be seen that atria, which have the actual dimensions and appearance of genuine urban square, have been adopted as an inner street or an inner-plaza. Examples of this sort can be further extended.

For instance, in the building designed for SMA Video (Figure 2.8), an organic lattice of urban space organised within a solid geometric form can clearly be noticed. Circulation scheme in the shape of a deformed 'T', here, acts as a reminiscent of the segment of traditional urban tissue displaying spatial diversity and richness through recessions and protrusions of the building periphery that define this circulation space.

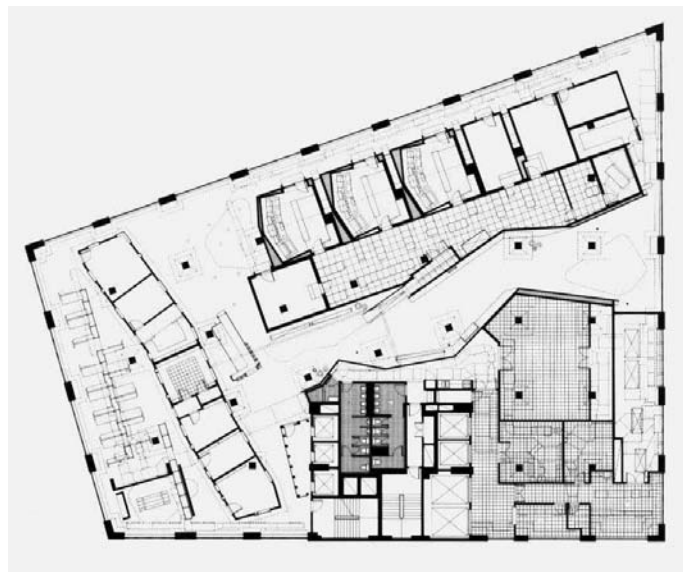


Figure 2.8 SMA Video, New York. Interior Designer: Anderson/Schwartz Architects, 1995.
(Source: Rietveld, O., Intelligent Spaces, Calmann&King, London, 1997, p.38)

The office buildings designed by Ton Alberts in 1987 for ING Bank headquarters in Amsterdam, as a group of independent offices organised on two sides of an inner street (Figure 2.9), constitutes another example whereby units serving for similar goals are brought together through an organic design approach. Of particular note is that 'S' shaped organic inner street creates public spaces via enlargements from one location to another, and that building is designed to the noble goal of supplying a medium at human scale, particularly for the actual users of the building. The public spaces created in interior space, the use of organic shapes as reminders of movement and use of natural

light into these spaces clearly indicate that building is designed almost exactly the same manner an urban space is designed. From the viewpoint of spatial organisation, street-square tissue of Medieval Europe appears to be placed within the building itself.



Figure 2.9 ING Bank Headquarters, plan scheme, Amsterdam 1987.
(Source: <http://www.cf.ac.uk/archi/students/Netherlands-Critical-Appraisal>)

Another building type, which can exemplify the re-creation of urban space within buildings, is the hotel buildings designed during 1960s and 70s by Portman, and particularly the lobby spaces in the atriums of them (Figure 2.10). These spaces are small scale urban spaces reorganised within buildings through atriums whereby circulation space have a continuous vista of a central interior space decorated with pools and plants. These atriums are designed; as spaces providing a secure sitting area- in solution to the problem of safety in city centres, as spaces protected from exterior whether conditions such as rain, wind, mud, etc. According to Broadbent, Portman's buildings, are the buildings which from urban spaces within but not among themselves (Broadbent 1990, p.76). Again, that urban space is transmitted into interior space as the solution to the problem of leftover spaces in One Peachtree Centre designed by Portman in 1976 in Atlanta, and that these spaces are converted into a 'micro cosmos' with its landscape design, thus that such conversion is a groundbreaking transformation in the conception of interior space may be readily admitted by various scholars (Steele 1997, p.374, 377).



Figure 2.10 Hyatt Regency Hotel, San Francisco, John Portman & Associates, 1974.
(Source: Dictionary of 20th Century Architecture, Thames and Hudson, London, 1996, p.266)

The design approach, which tackles architectural and interior spaces in combination with the urban characteristics, could also be observed in various buildings designed by Frank Gehry. For instance, in Chiat/Day Modco Ad Agency Headquarters Building (Figure 2.11), Gehry seems to have interpreted a grid urban scheme in the interior space of the building. Plan scheme of this building consists of streets (as circulation areas) and squares that are composed of various enlargements and intersections of these streets. While the offices are surrounding around small squares in a regular manner, spaces which are distinguished from functional viewpoint (e.g. gathering spaces and conference halls) seem to be treated exactly like the monuments in a city. Tanyeli, too, affirms that some buildings designed by Gehry resemble segments of city rather than conventional or even ordinary buildings. According to him;

‘Architecture is being transformed into a mimesis taking the city as a point of reference,...architecture, either in the scope of modernist or that of post-modernist movements, does confess the fact that she could not offer solution to the problem of the unity of city, via architecture of Gehry. Building has been defeated in the battle conducted against the city, and had to admit sovereignty of the structure of the city. Therefore, building imitates city, rather than claiming its own existence by being what it is’ (Tanyeli 1992, p.96).

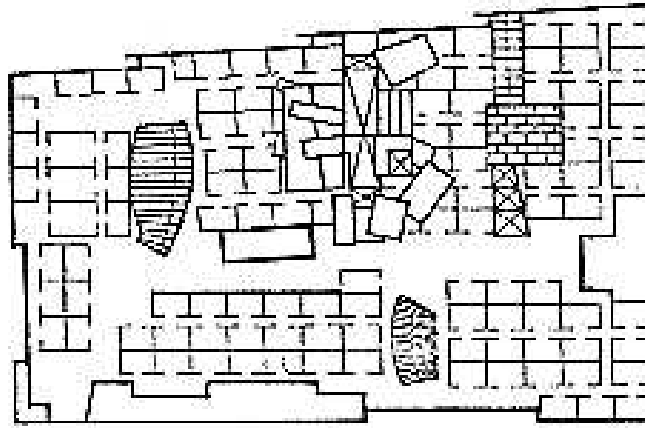


Figure 2.11 Chiat/Day Mojo Ad Agency Headquarters, Venice, Los Angeles, 1985-1991.
(Source: Jencks, C., *Architecture Today*, p.266)

This approach, which takes city and its urban structure as a reference point for design of interior spaces, is gradually gaining significance and is being not only admitted but also applied as an alternative approach for innumerable types of buildings. Shopping centres comes first among these types. This issue will be explored in further detail in the third chapter of this thesis.

As can be seen above, the idea that contemporary city has started to become interior spaces taking place in various building types together with both functional and morphological structures is found acceptable by numerous scholars. Although its *raison d'être* is multivariate, the major derive for such transformation is the unpreventable growth of cities as well as the unplanned nature of rapid development of metropolitan cities. As discussed in the first chapter of the study, the reflection of this development in shopping centres has brought this building type forward as one of the typical representatives of this process of transformation. Rapid yet unplanned urban growth brings about countless problems. Difficulties brought by vehicular traffic which continually gets denser in city centres, may come first among these problems. City centres, which once set a stage for various commercial, cultural, social activities in the cities of the past, have now become Central Business District, that are composed of multi-storey buildings and unsociable streets for mainly for vehicular traffic. Forms pertaining to the traditional city have gradually losing their importance as much as their functions, and thus urban spaces of the past are recreated within buildings at architectural scale by means of tackling them as controllable and pedestrianised urban spaces. One of the most evident building types that can typify such transformations could be the contemporary shopping centre with its pedestrianised and environmentally

controlled spaces in which traditional shopping spaces are reinterpreted in accordance with changing social and economic activities, and in which other public activities are accommodated in addition to shopping.

2.3 Transformation of Commercial Activities and Urban Fabric of the Traditional Settlements into Shopping Centres and Malls

In this section, the process by which traditional settlements (with their shopping spaces) is taken into contemporary buildings of shopping, and thus, cities are transformed into the architectural elements of contemporary shopping centres. The objective, here, is to shed light on the endeavour to re-create traditional urban space, in contemporary shopping centres together with its functional as well as spatial attributes. Therefore, Trancik's theory is reviewed with various examples and evaluated in the context of shopping centre typology.

Shopping is one of the major activities in urban space. Thus, the building type, which can best exemplify the transformation of city into the building, is contemporary shopping centres as buildings of shopping activity.

Shopping spaces of contemporary city are organised in similar to traditional urban cores in that; functional and spatial relations of traditional city still echoed while they differ from city since they are enclosed within singular buildings outside the city. These buildings may play a major part in dilapidation of the traditional city centres. Trancik, suggests that interior pedestrian areas may cause the loss of vividness and habitability in streets and squares of urban space. According to him, these centres as isolated spaces from the city, may offer tranquil and interesting locations, yet they impair the social fabric as well as the urban tissue by detaching the shopping activity from its social context in the past. Trancik asserts that Galleria Vittoria Emmanuele in Milan (Figure 2.12) and Quincy Market in Boston (Figure 2.13) are buildings which sustain the traditional forms of shopping; which are designed as gathering places with their public spaces, and most importantly, which support and enhance urban tissue instead of damaging the urban structure no matter how much they seem to be isolated form the street (Trancik 1986, p.47).

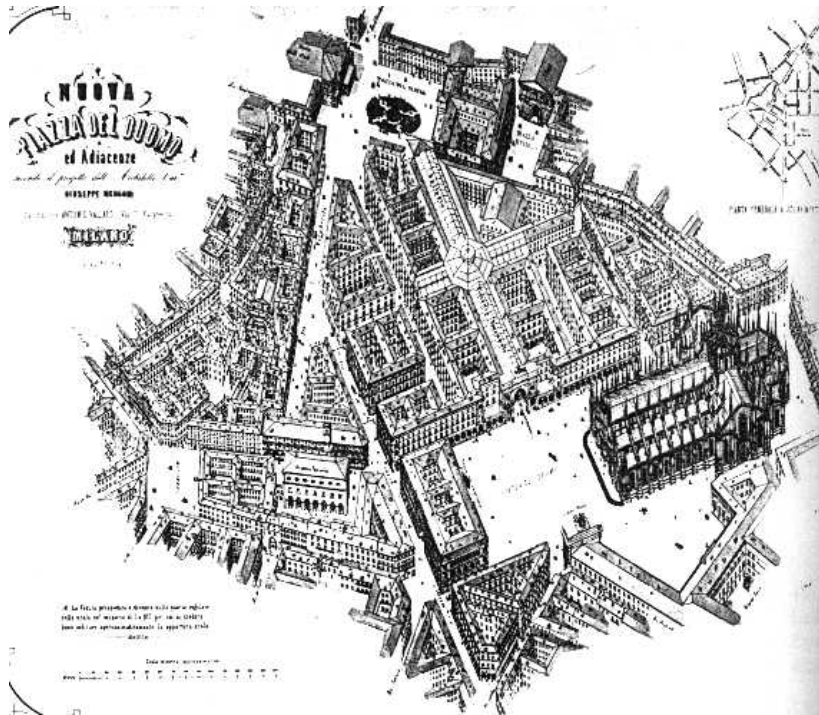


Figure 2.12 Galleria Vittorio Emmanuele, Milan, isometric drawing, 1867.
 (Source: Geist, J. F., Arcades, The History of a Building Type, MIT Press, Cambridge, 1983. p.378)

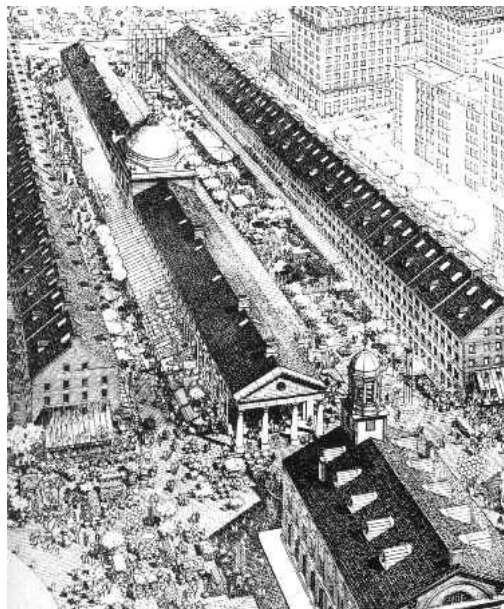


Figure 2.13 Quincy Markets, Boston, 1826.
 (Source: Architecture for the Retail Trade, Birkhauser Verlag, Berlin, 1996. p.167)

The domain of the transformation of urban space into architectural space within contemporary shopping centres can be approached from various aspects. In so doing, here, the characteristics of shopping spaces will be probed from the viewpoints of the

relation between; city-economy, city-shopping activity and socio-psychology of shopping respectively.

When the effects of relation between economy and city on the transformation process is examined, as exemplified above, that the relation of proximity between urban life and economic activity has always been a determining factor in urban development and typology of shopping spaces can be clearly seen.

City in the past is a shopping centre by itself. Production and trade are the major functions required for the establishment of a city. Trade, in the traditional city schemes, was one of the most significant urban functions that could shape the city. Organisation schemes of retail spaces may exhibit similar characteristics even in cities with planned and unplanned, organic or gridal schemes. The major reason for such similarity between these seemingly different schemes and cities is that the interdependence between social life and economic activity, as well as the 'proximity' relationship between similar functions (Upton 1998, p.194-195). Commercial activities in traditional cities seem to have usually taken place in proximity with public spaces of the city in order to set physical interaction with potential customers.

When shopping spaces in history are examined, one can see that these are integrated and supported with diverse functions. Various activities such as trade, production, shopping, politics, philosophical debates have taken place next to each other in the agora that was the shopping place of the Antiquity. Similar to agoras, fora and shops surrounding marketplaces of Medieval Cities; too, indicates that shopping and retail activity has always been performed in spaces that constitute public areas integrated with the city centre. Shopping spaces of Anatolian cities, too, have always been grouped in the way they can create a public space around them, as spaces where production and retail are intertwined particularly in the city core. The main principles in these groups of spaces emerge as; first, the dependence of urban life onto the economic activities, and secondly the physical 'proximity' of similar functions.

The period following the industrial revolution is also an era, which traditional shopping spaces integrated with city fabric in preceding times have started to be parts of buildings. At the same time, the break of the shopping activity from its social dimension has started to accelerate. Along with the industrial revolution, shopping activity which used to take place in the open squares, streets have started to be taken into buildings with the emergence of building types such as shopping arcades, department stores, in quite parallel to the technical, economic and social developments. The principle of

'proximity' between urban life with commercial activity can also be observed in passages. These buildings are both shopping spaces as well as gathering spaces, and are shaped as urban-public areas in which various social activities are foreseen.

Upton points out that office buildings, shopping centres, department stores and buildings of similar sort are usually grouped together in the central business district of cities which sets a stage for intensive commercial activity mainly because of the need for 'physical proximity' (Upton 1998, p.195). Nothing can obscure the significance of the principle of 'proximity' in the construction on 'shopping places with social attributes'. The rows of shops surrounding the two sides of customer circulation areas (malls) concept of which is transmitted from the streets of the city, and department stores which take place at the both ends of these areas are brought together according to the principle of 'physical proximity' that is also transmitted from the traditional city, in order to achieve 'social shopping places' in contemporary shopping centres.

At this point, it is of particular interest to evaluate the formation of contemporary shopping centres from the viewpoint of this transformation.

In the historical evolution of shopping spaces, the spatial transformation starting just after the industrialisation have accomplished its climax with contemporary shopping centres emerged during 1960s. This building type is one of the types in which urban space is endeavoured to be recreated with its urban space components, and shopping takes place as its primary function. In most shopping centres, streets of city are transmitted into malls and squares are turned into atriums (Ford 2000). These spaces are designed as interior spaces simulating urban space by using elements that belong to urban street such as cinema, café, trees, decorative plants, pools and traditional urban façades. Contemporary shopping centre acts as a gigantic box comprising traditional shopping spaces in a city together with urban-public spaces; seen in this context, it may recall appear as if traditional core of city is covered on the top and carried elsewhere.

Shopping centres which usually are located in the middle of a vast parking areas (Figure 2.14), are conceived and criticised as buildings impairing urban tissue particularly when seen from outside. Yet, there are positive aspects of this transformation. First of all, for instance, shopping spaces located on the periphery of an inner street, and in between them, interior pedestrian streets (customer circulation areas) may help to constitute favourable urban spaces. In the design of shopping centres, it is intended to reflect the vividness and dynamism of urban life performed in the *streets* and *squares* of the city. Upton defines these buildings as 'car-free city centres' (Upton

1998, p.230). It is aimed to recreate the proximity of *street* and *shop* in the shopping centre, by the removal of car (Figure 2.15, Figure 2.16 Figure 2.17, Figure 2.18), however, the adequacy of these spaces from the viewpoint of their potential as ‘shopping places with social attributes’ is still open to discussion.



Figure 2.14 Northgate Regional Shopping Center, Aerial photograph.
(Source: Upton, D., Architecture in the United States, Oxford University Press, Oxford, 1998. p.230)



Figure 2.15 Eaton Center, Toronto, interior.
(Source: Architecture for the Retail Trade, Birkhauser Verlag, Berlin, 1996. p.167)



Figure 2.16 West Edmonton Mall, Edmonton, interior.
(Source: Architecture for the Retail Trade, Birkhauser Verlag, Berlin, 1996. p.167)



Figure 2.17 Chadstone Centre, Chadstone, Victoria, interior.
 (Source: Altoon, R. A., International Shopping Center Architecture, International Council of Shopping Centers, 1996. p.178)



Figure 2.18 The Gallery at Harborplace, Baltimore, Maryland, interior.
 (Source: Altoon, R. A., International Shopping Center Architecture, International Council of Shopping Centers, 1996. p.117)

When the same domain is viewed from the angle of socio-psychology of shopping, the endeavour to re-fabricate the other functions of daily life together with shopping in contemporary shopping centres; is worthy of attention. These buildings, meanwhile, reflects the gradually changing state of the egocentric social life. Today, shopping is rapidly distancing from being an activity, to purely meet natural needs in a rational manner, turning into ‘consumption’ and the relation between *individual* and *community* that used to exist in traditional shopping space is reduced into the relation between the *individual* and *product*. The differentiation, here, is a transformation of life from communal to individual in essence. The spheres in which the issues of individuals, egocentrism, the position of individual within community are discussed have become the focus of discourse by many scholars in sociology as the consequences of post-modern state and those of the evolution of traditional community into a consumer society, particularly with the emergence of shopping centres (Baudrillard 1997, Ritzer 1998, Featherstone 1996, Willis 1991, Urry 1995, Langman 1992, Shields 1992).

Shopping in our era is being replaced with other functions such as leisure and other social activities. It is intended to make individuals feel that they moved outside the territory of their private zones in shopping centres where shopping is integrated with other activities. Here, it is intended to create in one’s mind the sense of establishing communication with other individuals in addition to the feeling of sharing the social space with others. This state has occurred with the attachment of non-shopping

activities such as cinema, cafeteria, restaurant, fast food, playgrounds and entertainment centres particularly with the purpose of increasing the commercial competitiveness of contemporary shopping centres.

Shopping used to be a social activity in traditional context. However, the main objective in contemporary shopping centres is to turn shopping place into a building at urban scale together with other social activities associated with shopping. Yet, this aim seems to have ended up with the replacement of shopping with other social functions. In that case, it seems that the unity between shopping and social fabric could not be sustained, and thus, 'shopping places with social attributes' could not be created in contemporary shopping centres.

Contemporary shopping centres, which were designed to become public spaces of our era, appear to be much more controlled and privatised spaces in comparison to the urban areas of the past. Thus, one is easily tempted to think that these spaces intended as public spaces, are in fact semi-private spaces. For instance, gatherings of political or religious type, which once could actually be performed in the urban centre, could not be done in contemporary shopping centres. This can be associated with the rise of individuality, as stated by sociologists, and the loss of communal awareness. It could possibly be said that shopping centre is a place where social awareness, which was long lost in outside world, is endeavoured to be recreated (Sennett 1977, Jacobs 1961).

On the other hand, actually, one can say that urban spaces of the past were not totally uncontrollable places at all. It is known that various methods in the design of these spaces are developed for citizens not to be left outside the control of governing authority. For instance, the radical transformation realised by Hausmann in the urban tissue of Paris in the 19th century was conducted mainly to control the city. Various methods and devices have been used in order to control public space throughout history; what has changed today is that these devices are developed with the help of technology.

Shopping centres today are nearly small cities within cities. It is also possible to support this view with the names selected for shopping centres in the United States such as 'town mall', 'town centre', 'town square', 'triangle square', 'square mall', 'marketplace', 'market square', 'square', 'boulevard', 'promenade'. These names referring to various components of urban space, easily convinces one to admit that some qualities of urban-public space have started to lose their importance.

Shopping and other functions associated with it, which has rapidly been losing its primacy in the urban areas of the past, is intended to be recreated in micro-climatised and exceedingly comfortable shopping centres (Figure 2.19) (Kostof 1992, p.180-181).



Figure 2.19 “Town Square” in Runcorn New Town (England), interior.
(Source: Kostof, S., *The City Assembled: The Elements of Urban Form through History*, Thames and Hudson, London, 1992, p.180)

Today, it is almost impossible to recreate and revitalise urban-public life and characteristics pertaining to the concept of shopping merely by designing copies of favourable plazas, shopping streets, and shopping buildings of the past because of a series of factors. Yet again, in the design of shopping centres which can be defined as ‘contemporary agoras’ or ‘covered shopping streets’ and in which urban spaces are reinterpreted, paraphrasing spatial relations of the precedents of shopping buildings in accordance with present conditions, is of prime importance particularly from the viewpoint of designing shopping centres as contemporary urban-public centres, sustenance of the continuity in the transformation of shopping spaces and its contribution to the formation of ‘shopping places with social attributes’ in these spaces.

The ideas voiced in the interviews conducted by *The Journal of Shopping Center World* in 1997 with eminent names of the sector about the issue of in which direction shopping centres will develop around 2022, are quite impressive. Countless designers and representatives of contracting firms seem to have reached a consensus that shopping centres of the future will be designed as new urban centres. According to them, shopping centres of our age will become essential components of city centres in future. As a matter of fact, shopping centres, in the future, will not be built outside the city, yet will be built as complexes that accommodate the elements constituting the urban core;

here, administrative offices, zones allocated for commercial, social, and shopping activities will be located within the walking distance from each other. It is clear that, even according to the spokespeople of the economic authority, in the design of shopping centres, as projected for 2022, users will be considered as citizens (*community*) rather than mere consumers (*individuals*), and it will be aimed to offer them the possibility of being a part of town centre. These spaces will be interpreted not as inhumane consumption machines but as active urban centres providing a comfortable environment with various leisure-oriented uses integrated with other urban activities. Thus, social interactions rather than individual consumption will be accentuated in shopping centres, and hence, the establishment of ‘shopping places with social attributes’, as required by economic authorities will be provided*.

As can be seen, shopping centres today facilitates the formation of new city centres with high capacity to attract people as alternative to city centres. The projections made about the future of the sector of shopping centres also seem to support this view. The ever-changing and developing nature of shopping in parallel to advances in technology have put the concept of ‘on-line shopping’ on the agenda. Although there are projections in the direction that traffic of goods will be mostly realised through the medium of Internet, one cannot deny that social dimension of shopping will also prevail in the future and shopping spaces will mostly be next to public domains, and thus, these spaces will be moulded as ‘alternative urban centres’. Consequently, conversion of city centres into buildings, together with their functions; bring about the reinterpretation of forms pertaining to city centre within the buildings this time. Therefore, that shopping centres which are new urban areas of our era have quite similar characteristics to the shopping spaces of traditional city centres, particularly from the viewpoint of spatial organisation, should be assumed as a natural development.

In the following chapter, above-discussed spatial characteristics will be elucidated in the historical perspective of shopping space typology towards the establishing spatial components of the concept of ‘shopping places with social attributes’ that is targeted to achieve in contemporary shopping centres.

* <http://www.internetreview.com/pubs/scw97may/scw9705z.html>

Chapter 3

SHOPPING CENTRE; HISTORICAL EVOLUTION OF A BUILDING TYPE IN WHICH URBAN FABRIC IS TRANSFORMED INTO ARCHITECTURAL SPACE

In this chapter of the thesis, the historical transformation of shopping centre typology will be analysed. This transformation will be tackled in the light of theoretical framework, in which the concept of ‘shopping places with social attributes’ could be created as a result of transformation of urban space into architectural space with its formal and social attributes.

Along with this purpose, it is aimed to investigate, firstly, how the evolution from shopping spaces in traditional city to contemporary shopping spaces is realised in historical process, and secondly, which components are transmitted throughout this transition.

Meanwhile, the essential components of the evaluation approach, which will be constituted in the next chapter, will also be determined. In this context, shopping spaces in the historical process ranging from agora in Ancient Greek cities to the contemporary shopping centres of 20th century, will also be investigated during which their relation with urban structures will be dealt with. It will be emphasised that shopping spaces and buildings were comprised within each other, in some cases even exactly coincide, particularly in the era until industrial revolution, and that, beginning from this era, traditional urban structure which used to comprise shopping spaces has started to be transformed and reinterpreted within buildings.

Commercial activities has always been crucial in the process of shaping of the built environment and built form throughout the history of urbanisation. Likewise, exchange of goods has always been the most vital activities of city dwellers. The specific spaces for trading goods have been required in every era and civilisation, starting from marketplaces in agora of Ancient Greek cities. The studies for designing favourable shopping buildings have been continuing for centuries. Shopping spaces have evolved in parallel to transformation of production and consumption systems and relationships.

The impacts of commerce and commercial spaces in the formation of cities have a quite long history. The principle of ‘proximity of resembling functions’ mentioned in

previous chapters, has always required locating commercial and shopping spaces together with other functions within a city, since it has enhanced trade activity throughout history. Thus, the spaces for goods and money traffic in cities have been transformed into vibrant ‘urban cores’.

Consequently, it can be said that, shopping spaces have always been in urban core throughout history together with other functions. Hence, shopping spaces exist as parts of traditional urban fabric and public space, and are shaped together with them.

3.1 Historical Overview of Shopping Spaces in Urban Settings

The core of traditional city is an area in which daily life of citizens has occurred. It sets a scene for all kinds of social relationships. Shopping spaces also take place in these urban cores where commercial activities of citizens’ have been realised. Because of being an essential part of urban life, these places were located together with urban spaces. They were designed as open, semi-open and/or closed spaces. In the following periods of history, these spaces started to gradually dissociate from each other.

In this chapter, historical evolution of the relationship between shopping space and urban space will be elucidated under three major headings as in the below:

1. Traditional Settlements
2. Industrial Settlements
3. Contemporary Settlements

Firstly, the significant commercial spaces until the 20th century will be analysed from the viewpoint of their relation with urban structure.

3.1.1 Shopping Spaces in Traditional Settlements in Western Context

In this chapter, it is aimed to illustrate that, first, shopping was a social activity, which require congregation of people, then, shopping spaces were public spaces, which were exactly united with urban space, and thus, finally, shopping spaces reflected social fabric in pre-industrial era.

To this aim, the relationships among the morphological and sociological aspects of urban space types explained below will be elucidated through various examples.

1. Agora
2. Forum

3. Medieval market squares

3.1.1.1 Agora

Agora, as a commercial centre, was the most significant component of Greek cities. Agora managed to sustain its significance as both a public space and a commercial core of the cities throughout a long period. Agora of Greek city was the daily scene for social life, business and politics (Wycherley 1993, p.29).

Agora, which was the principal element of commercial and political life in Greek cities, seemed to be an urban core. It was usually located in a centralised position between main gate and the entrance to the acropolis was the natural place for agora (Figure 3.1). The main reason of such location of agora is that it had to be constituted in the focal point of the city (Morris 1994, p.41).

At this point, firstly, it is significant to revise the morphological characteristics of agora. Agora was in clear geometric shapes such as square and rectangular particularly in planned cities. While a flat, vast and wide area was needed for agora in early periods of Greek civilisation, it has started to be surrounded with linear, two-storey and arcaded buildings for shopping and commercial spaces, namely 'stoa'.

Agora was the shopping place itself in which people bought their various needs in Greek cities. Stalls were sufficient in order to transform agora, which used to resemble a city square, into a marketplace (Wycherley 1993, p.46). The large and small shops, which were rented by merchants, bankers and craftsman in the stoa that surrounds agora, provided agora and its nearby surroundings a genuine outlook of urban core and shopping space.

The location of agora, which was planned in the 4th century BC, was almost in the centre of the city in the plan of Priene (Figure 3.2) (Wycherley 1993, p.68). Agora was in the central part of the main street running between eastern and western parts of the city. An area, which was double in size of a standard urban block, was allocated for agora (Wycherley 1993, p.68). It can be seen that the scheme of agora, which was the crucial shopping space of the city, was exactly in compatible with grid scheme of the urban fabric that was geometrically ordered (Figure 3.3).

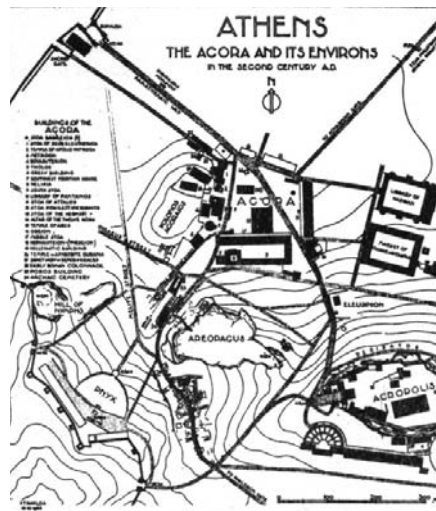
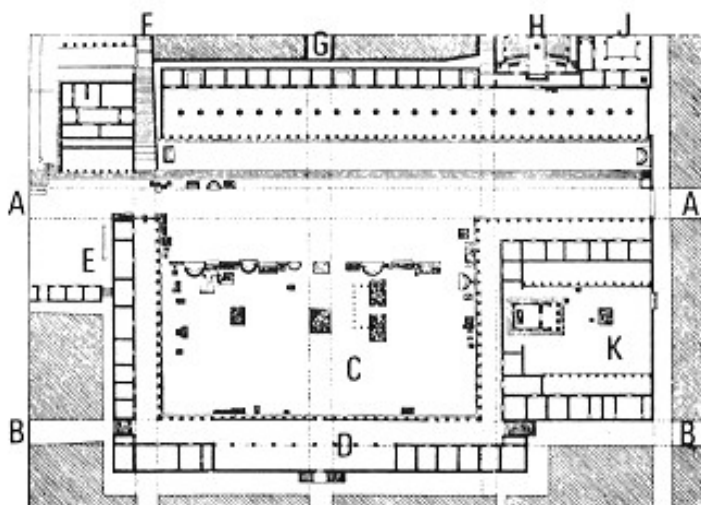


Figure 3.1 Athens, Agora and its environs.
 (Source: Wycherley, R. E., *Antik Çağda Kentler Nasıl Kuruldu?*, Arkeoloji ve Sanat Publications, İstanbul 1993, s.50)



KEYS:
 A: Acropolis
 B: Theatre
 C: Agora Complex
 D: Gymnasium and Stadium

Figure 3.2 Priene, general plan.
 (Source: Morris, A. E. J., *History of Urban Form*, Third Edition, Longman, Essex 1994, p.44)



KEYS:
 A-A: main east-west across the city
 B-B: grid street continued through the southern stoa with access up by way of steps
 C: main Agora space
 D: colonnaded hall
 E: fish and meat market
 F: stepped grid foothpath on hillside
 G: the north stoa
 H: Bouleuterion
 J: Prytaneion
 K: Temple of Zeus

Figure 3.3 Priene, detail plan of agora (north at the top).
 (Source: Morris, A. E. J., *History of Urban Form before the Industrial Revolutions*, Third Edition, Longman, Essex 1994, p.45)

In Miletus, the rectangular vertical grid-blocks were fitted to the general form of the peninsula (Figure 3.4). The city was constituted as three main parts which are the urban blocks for dwellings in the northern part of the city, agora complex including spaces for shopping and located nearly in the centre of the city, and the urban blocks for dwellings in the southern part of the city which were bigger than the northern urban blocks.

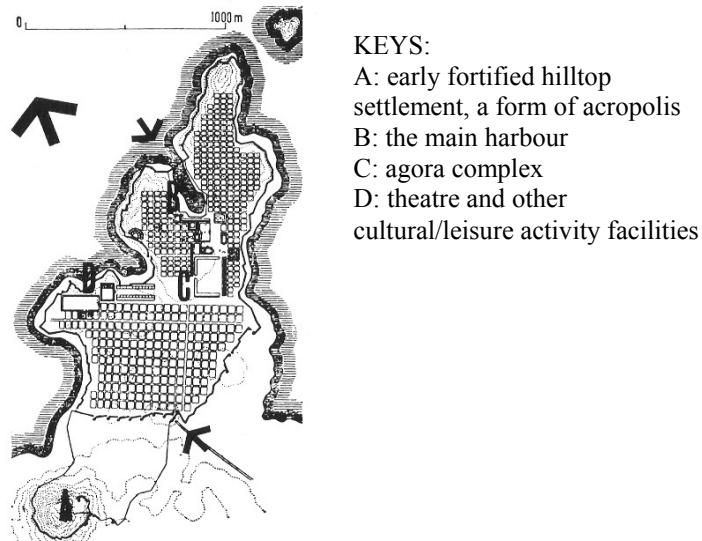


Figure 3.4 Miletus, general plan.
 (Source: Morris, A. E. J., History of Urban Form before the Industrial
 Revolutions, Third Edition, Longman, Essex 1994, p.43)

Agora in Miletus, which was ordered in rectangular form, was located in the focal point of the city, and its short side was directed towards the port in order to make circulation easier between agora and the port (Figure 3.5). Agora and its surroundings in Miletus was an urban core outlook, which was constituted by both commercial buildings and administration buildings of the city. Agora scheme in Miletus is entirely compatible with grid plan of the city like agora of Priene.

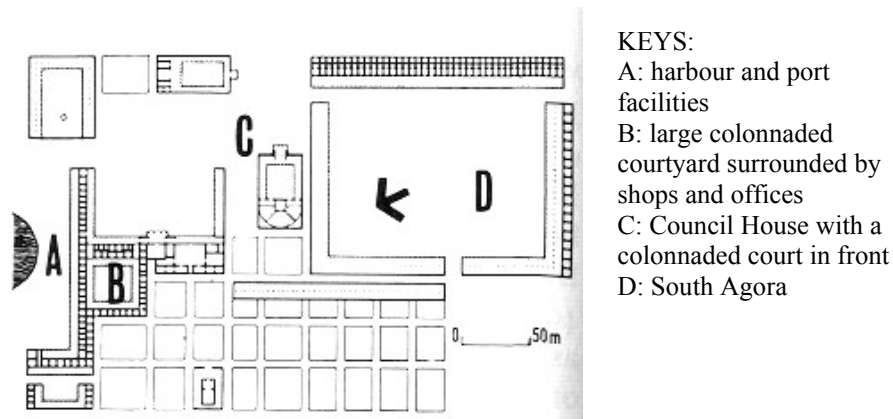


Figure 3.5 Miletus, detail plan of agora.
 (Source: Morris, A. E. J., History of Urban Form before the Industrial Revolutions, Third Edition, Longman, Essex 1994, p.44)

As can be seen, agora is the most important shopping space of Greek cities. The central position of agora within the city, its harmonious form with urban morphology, and its dimensions show how integrated it is with the urban fabric. This area is equipped with various activities, and thus, is the social centre of the city.

3.1.1.2 Forum

Forum, which was one of the most significant components of the Roman city, has been described as ‘a public open space that was surrounded by stoa and various public buildings’ (Roth 2000, p.304) and it has been treated like agora. The function of the forum, particularly in the early periods of the Roman civilisation, largely resembles the function of agora of the Greek city. The forum was the urban core, and shopping, various public gatherings, and daily life of the citizens has occurred in the forum.

Despite of the some noteworthy similarities between characteristics of agora and the forum, these urban spaces were different from each other because of their some spatial features. For example, the location of the forum was not in the focal point of the city like agora, and generally, its shape was rectangular.

The Forum Romanum (Figure 3.6, Figure 3.7), was the principal centre of the commerce, business and politics in the early republican period of the Roman Empire. The forum and its surroundings have the complete outlook of a marketplace. The space was a multi-functional area, which was designed in human scale. This formation has surely assisted to make citizens feel themselves as parts of the vital urban life (like the

feeling of the Greek citizen in agora). This formation is also very significant in order to constitute the concept of ‘shopping places with social attributes’.

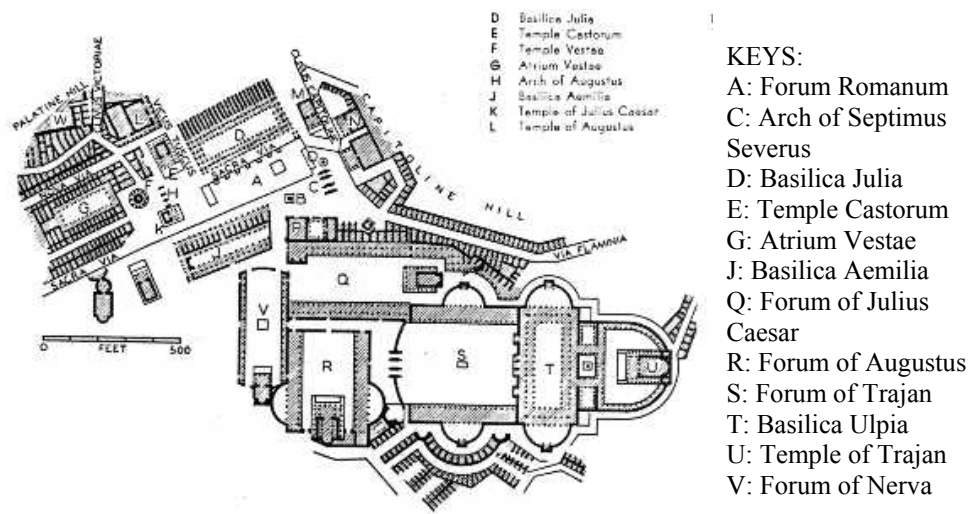


Figure 3.6 Forum Romanum and Imperial Fora.
(Source: Eisner, S., Gallion, A., Eisner, S., The Urban Pattern, Van Nostrand Reinhold, New York 1993, p. 70)

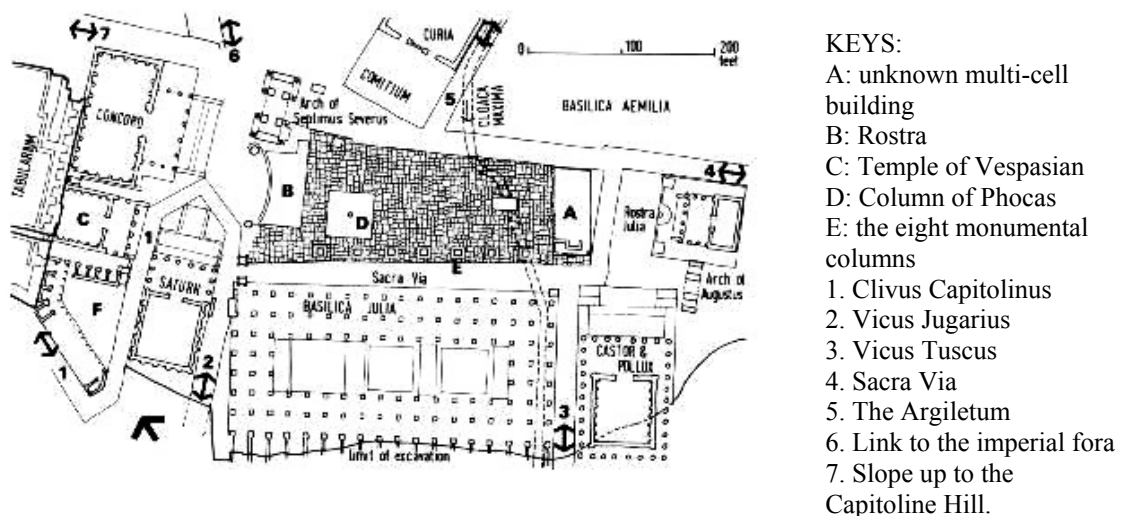


Figure 3.7 Forum Romanum, detail plan.
(Source: Morris, A. E. J., History of Urban Form before the Industrial Revolutions, Third Edition, Longman, Essex 1994, p. 66)

Shopping was a public activity, which used to occur in the centre of the city in Ancient Rome. Moreover, it is known that entrance of vehicles to the forum was forbidden in order to relieve shopping atmosphere. This arrangement recalls the idea of ‘the shopping space without vehicle’ (pedestrianised urban paths) in contemporary shopping centres. This idea is quite significant in order to constitute the concept of ‘shopping places with social attributes’ in shopping spaces.

In the beginnings of the Roman civilisation, the Roman city was completely a trade city with its stalls and small shops in which various goods were sold. However, some commercial activities started to be moved outside the forum in the next period. By the 1st century BC the gross overcrowding in the forum area, and its multifarious activities, forced some commercial activities to move outside the forum and enabled the start of an extension and construction of the other forums (Morris 1994, p.66).

In this period, supplies needed for daily consumption were bought into specialist wholesale trade markets (Morris 1994, p.65). Other trades gradually established themselves in their own districts and streets (Figure 3.8, Figure 3.9). As a spatial transformation, these changes gave the first signals of the break between shopping place and public space. In spite of this transformation, shopping spaces were still public spaces of the city because of their location nearby the forum.

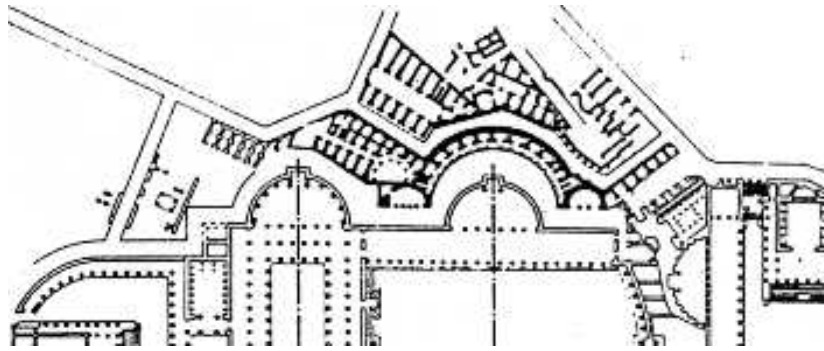


Figure 3.8 Plan of Shopping Centre in Rome.

(Source: Özer-Say, Y., Ticaret Mekanlarının Oluşum ve Gelişim İlkelerinin İncelenerek Tipolojik Açıdan Sınıflandırılması, *Ph D Thesis*, (Yıldız Technical University, Institute of Applied Sciences, 1996. p.69.)

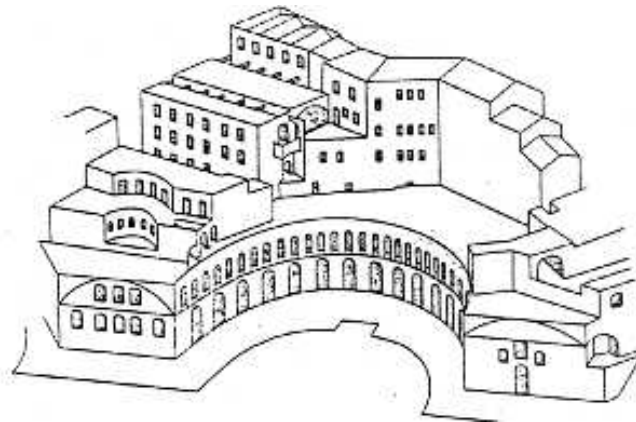


Figure 3.9 Shopping Centre in Rome. Perspective view.

(Source: Özer-Say, Y., Ticaret Mekanlarının Oluşum ve Gelişim İlkelerinin İncelenerek Tipolojik Açıdan Sınıflandırılması, *Ph D Thesis*, (Yıldız Technical University, Institute of Applied Sciences, 1996. p.69.)

The forum of Pompeii, which was a Roman city (Figure 3.10), was located roughly in the centre of the city, near to the harbour front (Figure 3.11). Temples, civic halls, council building and marketplace were next to each other in the forum of Pompeii.

The street, which divided the southern part of the Pompeii forum that was in rectangular shape, extends along the dwellings in the northeast part of the city. Another street, which extended along northeast part of the forum and in parallel to the length of the rectangular, was the main axis, which connected the forum and the dwellings in the northwest part of the city. The forum of Pompeii was not independent from the other parts and components (street scheme) of the city. That major axes of the city passed through or by the forum shows that it was deliberately integrated to the urban structure, if not exactly to the geometric centre of the city, and it must have been considered as a component which provided the unity of the city.

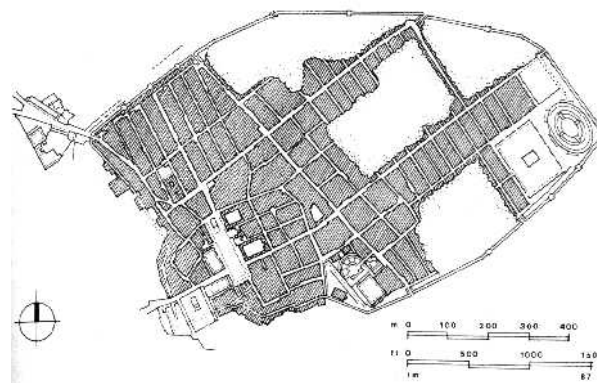
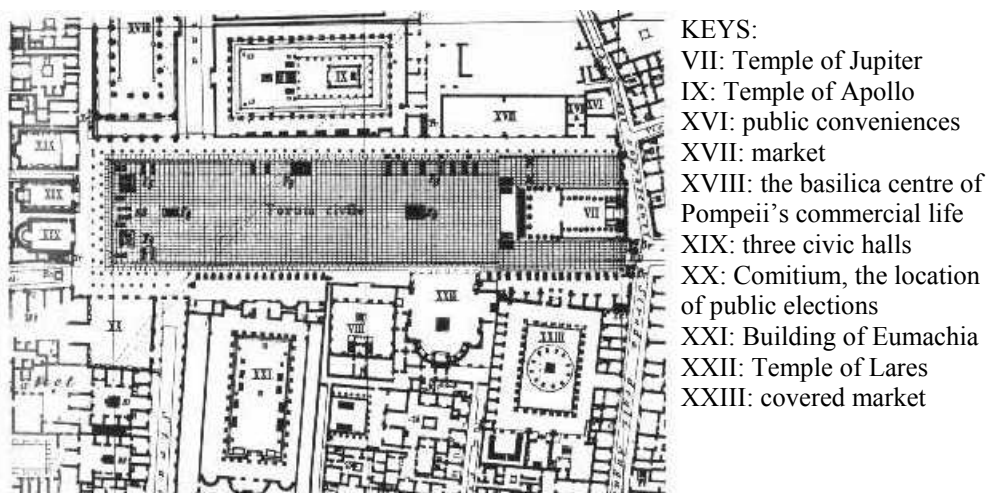


Figure 3.10 Pompeii, general plan of the city.
(Source: Roth, L. M., *Mimarlığın Öyküsü*, Kabalcı Publications, İstanbul 2000, p. 303)



- KEYS:
- VII: Temple of Jupiter
 - IX: Temple of Apollo
 - XVI: public conveniences
 - XVII: market
 - XVIII: the basilica centre of Pompeii's commercial life
 - XIX: three civic halls
 - XX: Comitium, the location of public elections
 - XXI: Building of Eumachia
 - XXII: Temple of Lares
 - XXIII: covered market

Figure 3.11 Pompeii, detail plan of Forum.
(Source: Morris, A. E. J., *History of Urban Form before the Industrial Revolutions*, Third Edition, Longman, Essex 1994, p. 71)

As can be seen, forum is the most important component of Roman cities. It is the busiest area of the city because of the activities it accommodates. One can note that shopping also makes advantage of this intensity of users. Forum, like agora, is in connection and in harmony with other components of the city.

3.1.1.3 Medieval Market Squares of the European Cities

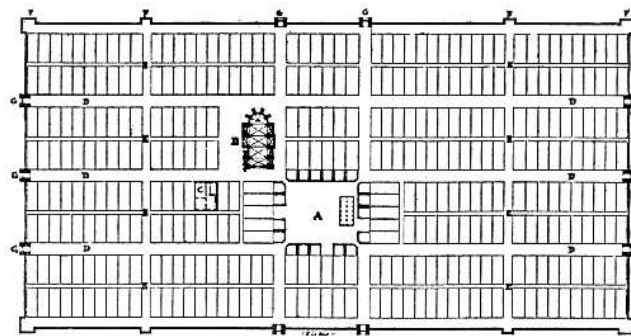
Medieval city consisted of the fortification walls, with its towers and gates; streets and other circulation spaces; the marketplace, probably with a market hall and other commercial buildings; the church, usually standing in its own square; and the other administrative buildings of the town (Morris 1994, p.97).

Composition of the urban components, which constitute Medieval city, requires its investigation in two groups as planned and unplanned towns (Morris 1994). Town square and streets were vital and human-scaled urban public spaces both in planned and unplanned Medieval cities. Urban components mentioned above are, in essence, the places which are in accordance with the characteristics of ‘centre and place, direction and path, area and domain’ that can be observed in various spatial types (existential space, urban space, architectural space) as defined by Norberg-Schulz (1971), and those which have the physical characteristics (proximity, centralisation, enclosure) that are capable of constituting a ‘place’. Shopping spaces of Medieval city were also compatible with urban structure via their location, which was spread out the whole open spaces of the city, and thus, they provide qualities of ‘shopping places with social attributes’.

One of the significant features of Medieval city is that the entire city was a place in which both production and trade was occurred. These activities went on in all parts of the city; in open spaces and closed spaces; public spaces and private spaces. As a result, narrow and irregular lanes, particularly in organically grown cities, and main thoroughfares leading to the gates from the centre were as much linear extensions of the marketplace as communication routes constituted the circulation system of the city (Morris 1994, p.99). In this context, precious areas of Medieval city were the areas around main gates and marketplace and main thoroughfares connecting these spaces. In order to make profit, craftsman and dealers had to work around these places (Kostof 1991, p.48).

Trade, which was the clearest characteristic of Medieval city, can be considered in two forms. These forms are valid in both planned and unplanned cities. One of them is market square, which was located in the centre or around the centre of the city, and the other was narrow and sometimes irregular lanes (streets).

There was always a market square particularly in all planned cities (Figure 3.12). This square was a void, which was surrounded by streets of the grid scheme. The buildings defining the square were almost of the same height. The arcades in the ground floors of the buildings were mostly covering the streets around the square. Therefore, both continuity of the streets and formation of a public space, which was protected from the effects of sun, rain and wind, could easily be constituted in Medieval cities. In some of these squares, marketplace existed as a closed building (Figure 3.13). In these buildings, the spaces were separated from each other according to their various functions.



KEYS:
A: Market Square
B: Cathedral

Figure 3.12 Monpazier, stylised plan.

(Source: Unwin, R., *Town Planning in Practice*, Princeton Architectural Press, 1994. p. 59)

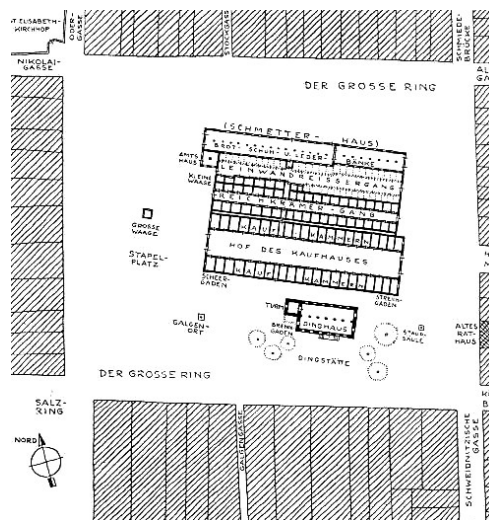


Figure 3.13 Breslau, the Ring, site plan.

(Source: Geist, J. F., *Arcades, The History of a Building Type*, MIT Press, Cambridge 1983, p.44).

Most of the market squares particularly in unplanned Medieval cities was sufficient in size for the public gatherings in addition to commercial activities. These squares were in pure geometrical shapes such as triangle, polygon, ellipse and curve, although they may seem randomly selected (Figure 3.14). Krier firstly divided these squares into three groups as square, circle, and triangular via their geometrical shapes, and afterwards, he classified them through peripheral conditions and investigated them as regular and irregular shapes for each category (Figure 3.15) (Krier 1991).

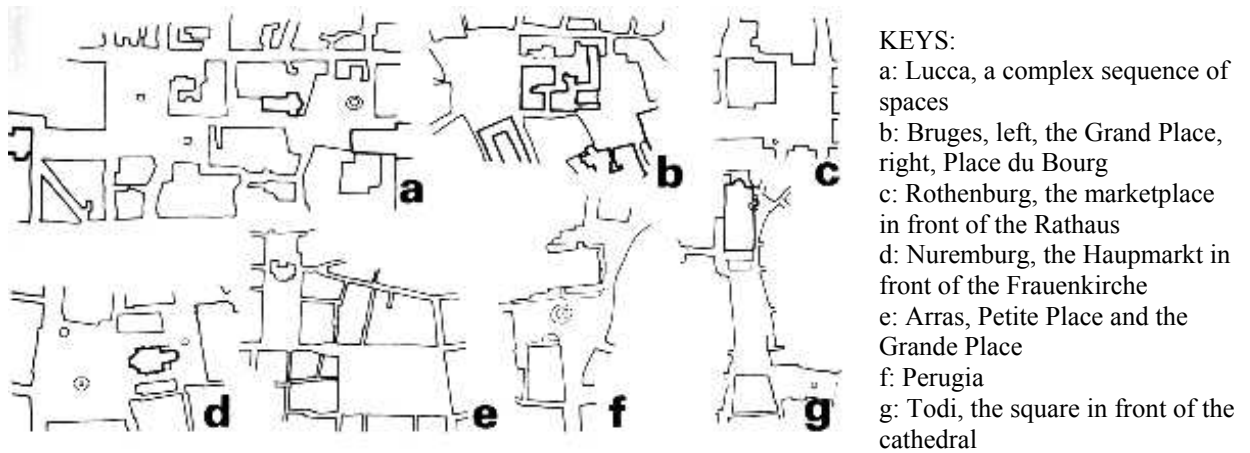


Figure 3.14 Examples of Medieval civic spaces in seven cities.
(Source: Morris, A. E. J., History of Urban Form before the Industrial Revolutions, Third Edition, Longman, Essex 1994, p. 101)

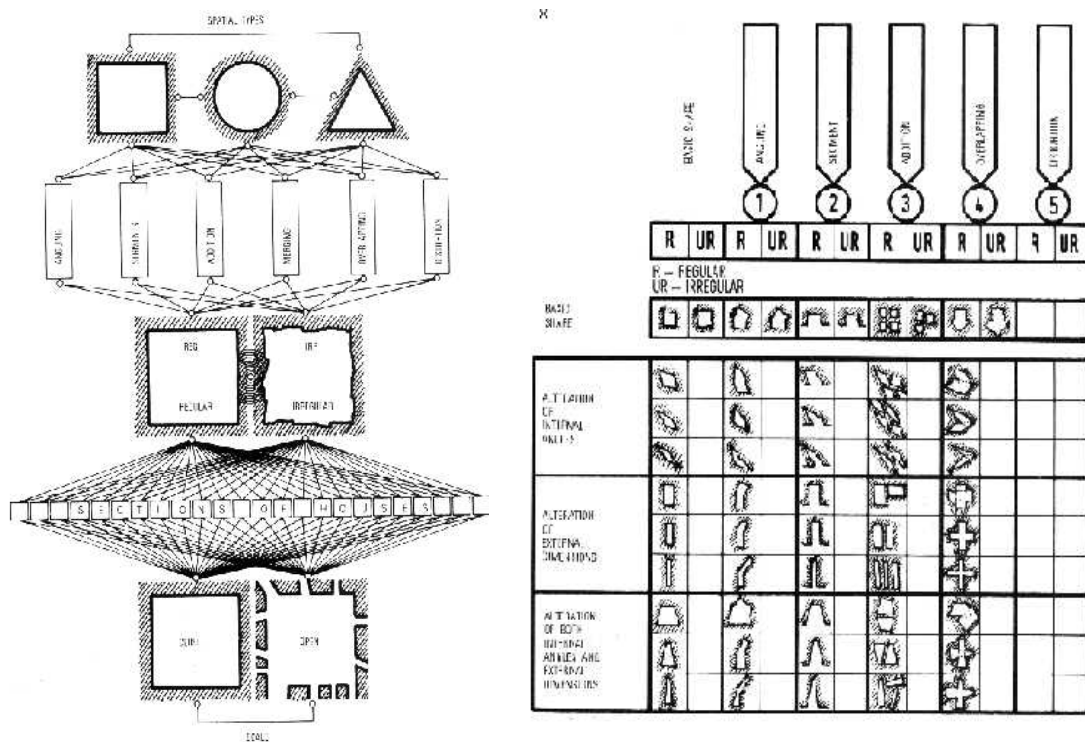


Figure 3.15 Krier's Typological Analysis of Urban Spaces.
(Source: Krier, R.; Urban Space, Academy Editions, Fifth Impression, London 1991, p.29-23.)

Another shopping space of Medieval city was the street in addition to the market squares. Various goods needed for daily consumption were sold in small shops, which were located on two sides of urban lanes that ended in market square. Commercial activities in these lanes and main thoroughfares were sometimes spread out the other lanes, which were located in parallel or intersect them with right angles. Triangular or rectangular areas (squares) that were formed on the intersection points of these lanes were also used as marketplaces in Medieval city (Kostof 1992, p. 92-93).

As can be seen, squares and streets (circulation lanes) that included shopping spaces were places (scenes) in which public life of the citizens occurred, both in planned and unplanned Medieval cities. Hence, shopping spaces in these cities were entirely compatible both with social structure and urban fabric by reason of their location that used to spread out all over the open areas of the city. These spaces provided the characteristics that were the constitution of required for 'shopping places with social attributes'. As will be seen in the following sections, this compatibility (*social structure-shopping space-urban fabric unity*) was seriously broken through industrial revolution. Thus, Medieval city seems to be an appropriate model for the concept of 'shopping places with social attributes' that is intended to be constituted in this thesis. Morphological features of this model can be based on some characteristics such as proximity, centralisation and enclosure, geometric forms, and their composition principles, which were typical features of Medieval city.

3.1.2 Shopping Spaces in Industrial Settlements in Western Context

In this section, it will be emphasised that shopping spaces in Industrial age still contained the characteristics related to urban fabric. However, they displayed a gradual tendency towards a break from urban fabric and a desertion of traditional qualities. Nevertheless, this transformation occurred concurrently with the differentiation in the social fabric at the time. To this aim, the peculiarities of the building types listed in the below like agora, the forum and Medieval square as their equivalents in pre-industrial era will be presented.

1. Passage (Shopping arcade, gallerie, passagen)
2. Department store

As it was explained in the previous chapter, shopping spaces, which were located in town centres together with religious or administrative buildings in pre-industrial era,

were the principal components of the cities. Shopping spaces of this era were stalls, small shops and marketplaces. The word 'shop' was used for every shopping area in which goods were sold on the ground or on small counters during Medieval and Renaissance eras. In the following periods, shopping activities occurred in small and simple shops that were open on one side. During the 18th and 19th centuries, shops have enabled constitution of arcades through their arrangement in a row in closed buildings, and that of department stores through spatial widening, as well as the diversity of the goods sold in them.

During the 19th century, general appearance of cities has drastically changed because of the social and economic effects of industrialisation. This change has predominantly occurred in the transformation of commercial spaces of the cities. Particularly in the second part of the 18th century and throughout 19th century, many commercial buildings such as passages (shopping arcades) and department stores were constructed in European cities. Along with these buildings, shopping activities have started to be located in buildings containing a reproduction of urban fabric together with other functions for the first time in history. Architectural dimensions of this transformation are explained in the following section in which passages and department stores are analysed. These building types are still being accepted today as first examples of contemporary shopping centres, which accommodate other urban functions.

3.1.2.1 Passage (Shopping Arcade, gallerie or passagen)

A series of social and economic changes have enabled emergence of a new type of shopping space in European cities in the late 1700's and early 1800's. Passages were one of the new building types, which emerged in order to meet needs of a wealthy class of bourgeoisie merchants, traders, and builders appropriate to their new urban lifestyle. This building type became both a social centre and the indicator of transformation of the city, which was deteriorated together with social and economical structure in the 18th century.

Passage (shopping arcade) can be defined as 'a corridor which covered with glass roof, connects two busy streets and shops laid out on its both sides' (Geist 1983, p.3-4). Storages, offices, workshops and dwellings took place in the upper storeys of these shops. Passages were; public spaces which were protected from atmospheric conditions such as rain and wind by means of their glass roof, pedestrian shortcuts connecting one

busy street to another, and at the same time, shopping centres. This space enabled to exhibit goods and provided a promenade, for window-shopping, isolated from both atmospheric conditions and the insecure context of urban street. The passage was a special environment made for promenading, socialising and luxurious shopping in all kinds of weather conditions.

Passage is, generally, a promenade and a gathering space for public use. This space is formed just like the genuine streets of a city, and surrounded by a shopping building. The street, which is an urban space component and which expresses circulation, continuity, and direction, is transformed into a building component via being covered with a glass roof in arcades.

Passages, at the same time, are the circulation elements, which are located in the busiest areas of cities and formed as compatible with urban structure. Moreover, they enhance strolling of citizens around almost the whole centre of the city without having to use the exterior space. Their differences from busy streets of the city are; first that central circulation space, along which shop windows are arranged symmetrically, is covered with a glass roof, and that these are streets cleared from vehicular traffic and designated for mere pedestrian use (i.e. the relation between non-vehicular space and formation of 'place'). These three features are the common characteristics of passages (shopping arcades) (Geist 1983, p.4).

As a shopping building, passage is a building type which spread out almost whole European cities in the period between the end of the 18th century and beginnings of the 20th century. Many passages were constructed in some European cities such as Milan, Paris, London and Berlin particularly around the turn of the 19th century (Figure 3.16, Figure 3.17, Figure 3.18, Figure 3.19, Figure 3.20).

Walter Benjamin quotes these comments that are written in a Paris guide in his book named 'Pasajlar' ('Das Passagen-Werk' or 'The Arcades Project')

'These arcades, which are recent inventions of industrial luxury, are passageways which lie between buildings, covered with glass roofs, and marble walled; and their owners came together for such speculations. The smartest shops lie on two sides of these passageways that take daylight from above; thus, such a passageway is a petite city, yet a miniature world. (...) People who enjoy shopping can find here anything they require. These spaces are shelters for all people who are unexpectedly caught heavy rainstorm; although they are a little bit narrow for sheltering, they provide a secure strolling place; and meanwhile, sellers get profit from this status.' (Benjamin 1995, p.78-225).

The development of light, airy and covered passages depended upon the utilization of iron and glass. Glass windows allowed an entirely new recreational experience - named window-shopping. Cast plate glass was developed in 1773, but it was not until 1832, when broad or sheet glass was invented, that really large, thin glass windows and covering were possible. It then became possible to window shop through large panes of glass even at night; shops could display various goods well after closing time. This improvement enabled to accelerate formation process of 'shopping places with social attributes'.

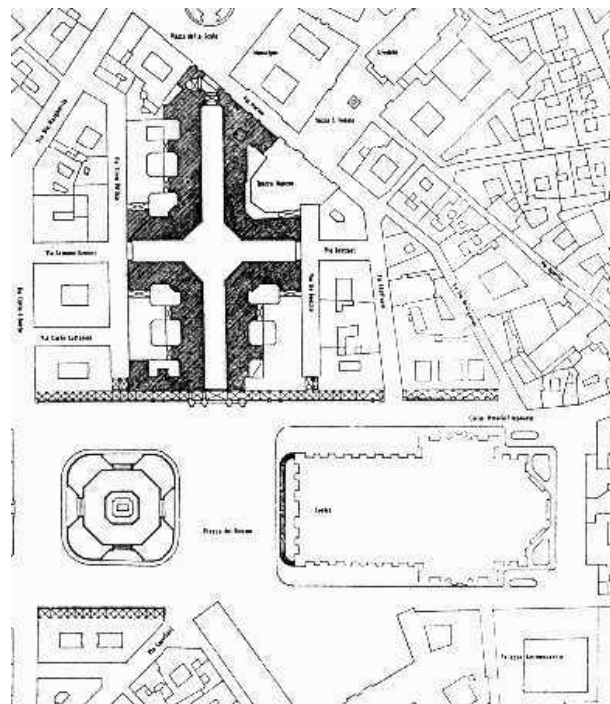


Figure 3.16 Milan, Piazza del Duomo and Galleria Vittorio Emanuele II, 1900.
(Source: Geist, J. F., Arcades, The History of a Building Type, MIT Press, Cambridge 1983, p.372).

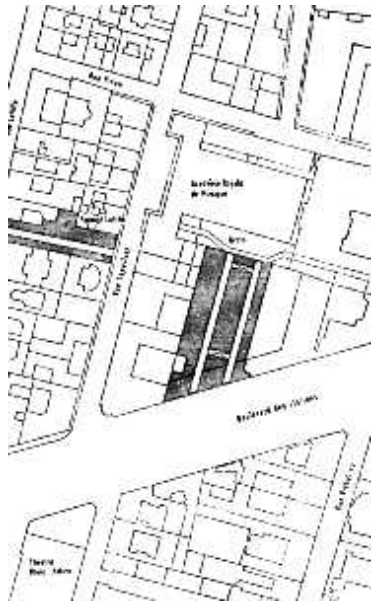


Figure 3.17 Paris, sites of the Passage de l'Opera and the Passage Lafitte, 1833. (Source: Geist, J. F., Arcades, The History of a Building Type, MIT Press, Cambridge 1983, p.477).

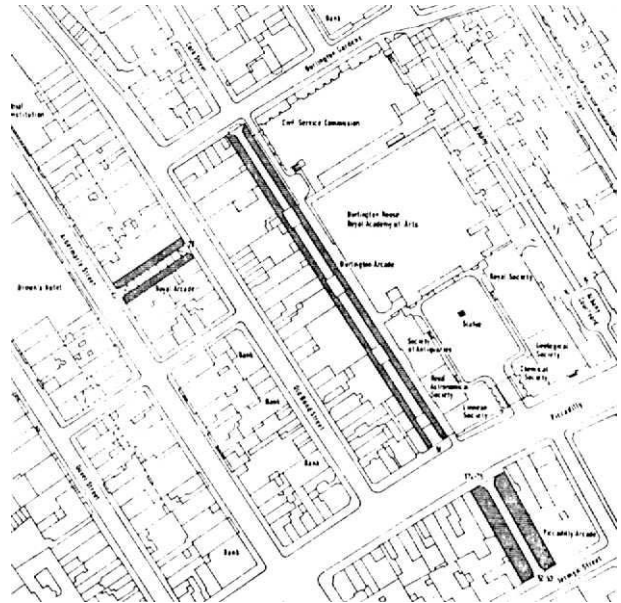


Figure 3.18 London, sites of Burlington Arcade, Royal Arcade, and Piccadilly Arcade. (Source: Geist, J. F., Arcades, The History of a Building Type, MIT Press, Cambridge 1983, p.320).

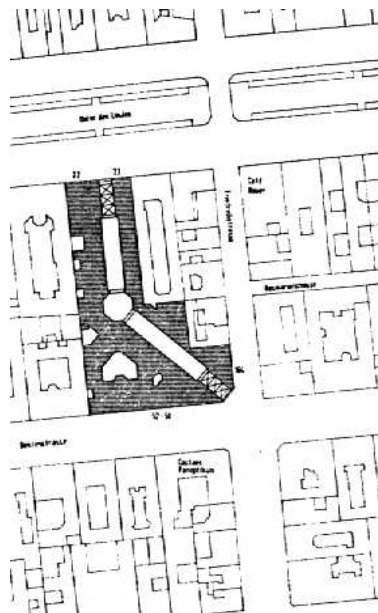


Figure 3.19 Berlin, site of the Kaisergalerie, 1909. (Source: Geist, J. F., Arcades, The History of a Building Type, MIT Press, Cambridge 1983, p.148).

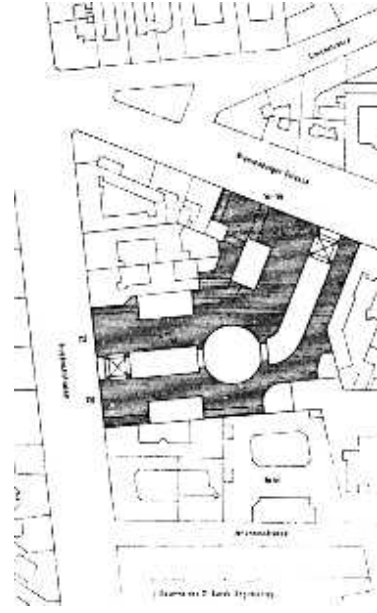


Figure 3.20 Berlin, site of the Friedrichstrassenpassage, 1909. (Source: Geist, J. F., Arcades, The History of a Building Type, MIT Press, Cambridge 1983, p.163).

The most significant example of the passages that were constructed between 1860 and 1880 is Galleria Vittorio Emanuele, which was completed in Milan in 1867 (Figure 2.12, Figure 3.16). This building is characterised as ‘a cathedral of shopping’ (Zeidler 1996, p.6). Galleria Vittorio Emanuele is remarkably important from the viewpoint of representing peak point reached in evolution of this building type.

On the other hand, these spaces are the first examples of urban spaces that started to be inspected by private ownership – like the contemporary shopping centres.

3.1.2.2 Department Store

A new type of shop - ‘department store’ - which was completely different from and larger than its precedents appeared in the 19th century. A series of social, economic, architectural, and political changes have affected the emergence of department stores in the centre of the big cities similar to that of shopping arcades. The main reason of emanation of this building type is transformation of production and consumption systems. Department store is generally defined as ‘a building type which is essentially one very large store under single ownership having a wide range of goods –everything from food to furniture- available in separate departments’ (Ford 1994, p. 102).

Significant transformations on the aspects of urban spaces took place shortly after the emergence of department stores. With the realisation of these buildings, daily commercial life, which used to be realised in open and semi-open spaces of cities like streets and squares, have been transformed into indoor spaces. Buildings and their indoor spaces took precedence over outdoor city spaces. No longer were streets, lanes, alleys, squares and arcades the settings where the life and commerce of the city was conducted; it now took place inside the buildings. Having performed this conversion, morphological features pertaining to components of urban space were also transmitted into buildings. Outside, there was only leftover space. Thus, urban spaces outside the buildings were transformed into unused, vast, non-vital and dangerous leftover spaces.

Diversity of goods and increasing consumer demand, which have ensued by development of production devices at that time, have necessitated the design of shops as wider, deeper and higher spaces. Department stores became a building type of consumption in which different products were sold on each storey in a manner, which can reflect mass production and mechanical shopping (consumption) throughout the space in the ends of the 19th century. Department store, through its projected way of

shopping and its spatial organisation, was a building type which has reduced shopping, which used to be a main form of communication between *individual* and *society* into an individual activity and to the relation between *individuals* and *products*, as analysed in the second chapter of the thesis. In department stores, ‘shopping place’ has been transformed into a space that is no longer capable of satisfying the qualities of ‘shopping places with social attributes’.

The era of department stores, which started around the 19th century, continued until the 1950s. Urban space started to be internalised with its many components and the first examples of contemporary shopping centres started to emerge during this period.

The first truly large building built to be a department store was the Bon Marché that was completed in 1870 in Paris (Figure 3.21, Figure 3.22). This building seemed as a big hall, which contained many functions in addition to shopping, and it was almost ‘a city within a city’. Not only was it a massive shopping centre, but it was also the site of concerts, English and fencing lessons, kitchens and dining halls for employees, and offices and storage spaces (Ford 1994, p.105). Glass-covered roof of the building enabled the penetration of daylight into the interior space in an inspiring manner, while voluminous central space provided the establishment of visual relationships among the storeys.

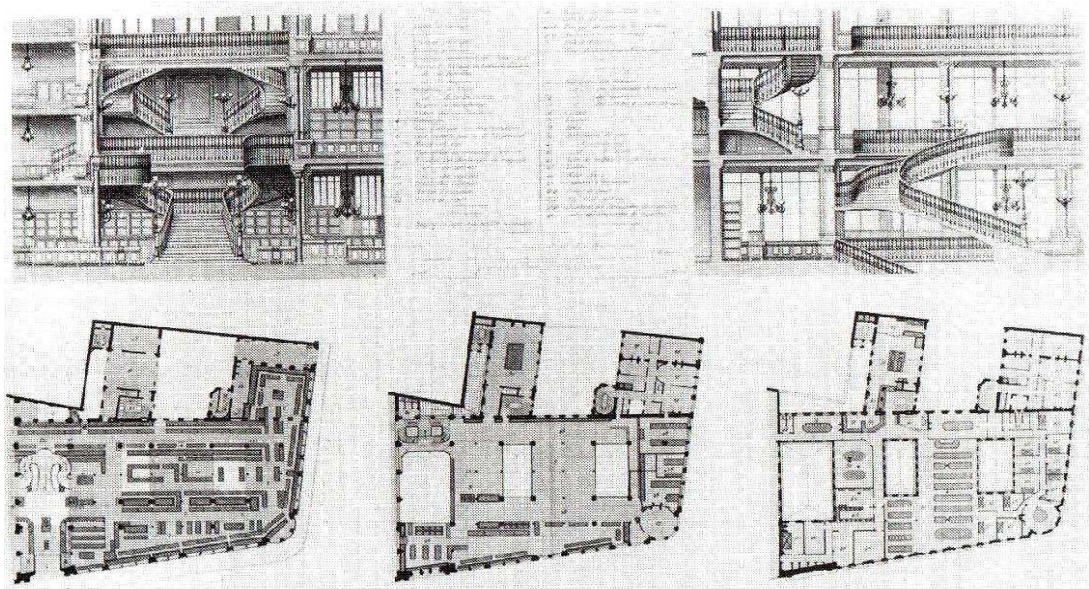


Figure 3.21 Paris, Bon Marche, 1869-72.

(Source: Pfeifer, H. G., “The Origins and Development of the Department Store from the Middle of the 19th Century until the 1930s”, *Architecture for the Retail Trade, Department Stores, Shopping Centres, Arcades-History and Current Tendencies*, Birkhauser Verlag, Berlin, 1996, p. 23)



Figure 3.22 Paris, Bon Marche, staircase and glass roof.

(Source: Pfeifer, H. G., “The Origins and Development of the Department Store from the Middle of the 19th Century until the 1930s”, *Architecture for the Retail Trade, Department Stores, Shopping Centres, Arcades-History and Current Tendencies*, Birkhauser Verlag, Berlin, 1996, p. 23)

The pioneer of department stores in Germany was Wertheim Department Store that was designed by George Wertheim in 1906 in Berlin (Figure 3.23, Figure 3.24). This building was qualified as the ‘first department store in Berlin that had a courtyard in the central space of the building and covered with glass roof’ by Wertheim (Pfeifer 1996, p.33). The staircase, which connected central courtyard on the ground floor with gallery on the upper floor, was the heart of the building. Upper floors, which could be divided into sub-spaces, and galleries, that were open to the courtyard, represent the understanding of total space. Staircase and gallery in the central part of the building were the leading elements of the spatial organisation, which could overlook all floors of the building.

Department stores, through their plan schemes and their resultant space organisation, recall the roman forum. The classical forum is a rectangular urban space, which was defined by temples, shopping buildings and courts. This form is also the scheme of classical department stores. Goods were spread all around the space in these buildings, like the marketplace. Urban components such as street and square were

transformed into shopping space in department stores. The central space covered with a glass roof particularly shows that shopping space was formed like an urban square.

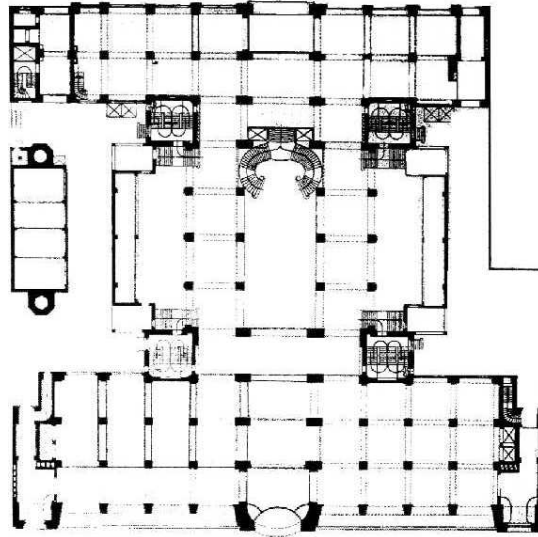


Figure 3.23 Wertheim Department Store, plan.

(Source: Pfeifer, H. G., "The Origins and Development of the Department Store from the Middle of the 19th Century until the 1930s", *Architecture for the Retail Trade, Department Stores, Shopping Centres, Arcades-History and Current Tendencies*, Birkhauser Verlag, Berlin, 1996, p. 41)

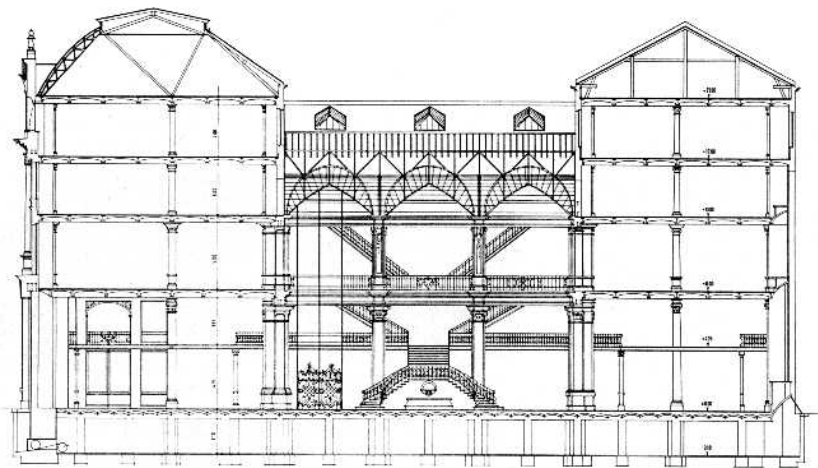


Figure 3.24 Wertheim Department Store, section.

(Source: Pfeifer, H. G., "The Origins and Development of the Department Store from the Middle of the 19th Century until the 1930s", *Architecture for the Retail Trade, Department Stores, Shopping Centres, Arcades-History and Current Tendencies*, Birkhauser Verlag, Berlin, 1996, p. 35)

Department stores convey the formal principles of urban squares such as gathering people, constituting total space and providing visual continuity. These buildings also give reference to remaining parts of city through their location in general

urban fabric and their collectors/distributors position as in the circulation system of the city. However, as a result of foreseen way of shopping which breaks direct contact of individuals, social relationships are weakened in shopping period in these buildings. Therefore, one may suggest that, although the qualities of urban space components may seem to be transmitted into shopping space in department stores, the break in the unity of 'social fabric-shopping space' started at that time because of the abrupt break of communication among people which used to be a significant characteristic of the traditional shopping place.

3.1.3 Shopping Centres in Contemporary Settlements in Western Context

In this section, it will be defined that some contemporary shopping centres in the Western cities still have the characteristics pertaining to traditional shopping spaces (the features related to traditional fabric of shopping spaces), and this situation coincides with social structure and with contemporary ways of shopping. Selected examples are the shopping centres that were completed in the era which historical consciousness has started to re-emerge. These examples are the buildings, which were designed with the idea that shopping place is a part of the urban fabric and thus social aspects of shopping should be enhanced.

These examples will be studied as case studies. Meanwhile, the qualities of contemporary shopping centres, which are assumed as counterparts of spatial qualities that constitute 'place', as defined in the second chapter of the thesis, will be researched. These qualities are shown in Table 4 as spatial qualities and their equivalents that constitute shopping place.

The spatial qualities, which constitute 'shopping places with social attributes', are derived from spatial characteristics that are obtained from the evolution of shopping spaces in western cities in the period until the industrial revolution (the era in which social attributes of shopping started to be lost), as studied in the previous chapter. These qualities, at the same time, coincide with the spatial characteristics of critical theories, which define 'place' and take reference from traditional urban space particularly after modernism.

Table 3 Spatial relationships between ‘place’ and ‘shopping places with social attributes’

SPATIAL QUALITIES WHICH CONSTITUTE ‘PLACE’ (These qualities were described in the second chapter of the thesis)	SPATIAL QUALITIES WHICH CONSTITUTE ‘SHOPPING PLACES WITH SOCIAL ATTRIBUTES’ IN WESTERN CITIES (These are common principles of ‘shopping places with social attributes’. They are derived from the study of historical evolution of shopping spaces)
Serial vision	Provision/absence of free pedestrian flow and their visual continuity in shopping space
Mixed use	Unity/isolation of various functions with/from shopping and mixed-use in shopping space
Figure-ground (relationship) equilibrium	Equilibrium/disequilibrium of figure-ground relationship in shopping place
Urban fabric-social structure unity	Provision/absence of multi-directional and optional spatial order *
Proximity, centralisation, and enclosure	Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums
Formal variation	Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces
	Complex and piecemeal/simple and complete geometrical order in shopping space
Legibility	Nodes and their linear/planar distribution

* The differences in organisation of shopping spaces between ‘shopping places with social attributes’ which provides features of ‘democratic space’ in traditional cities and present shopping spaces which are monotonous, (commercially) enforcing, entrapping, and insisting have investigated.

3.1.3.1 Comparison of Traditional Shopping Spaces with Contemporary Shopping Centres in Western Cities

Morphologic features of contemporary shopping spaces in western cities will be investigated in this stage. Comparison between spatial organisation of selected shopping centres and spatial qualities, which exist in shopping spaces of traditional cities, will be made from morphological aspect in accordance with the Table 3 above.

3.1.3.1.1 Case Studies

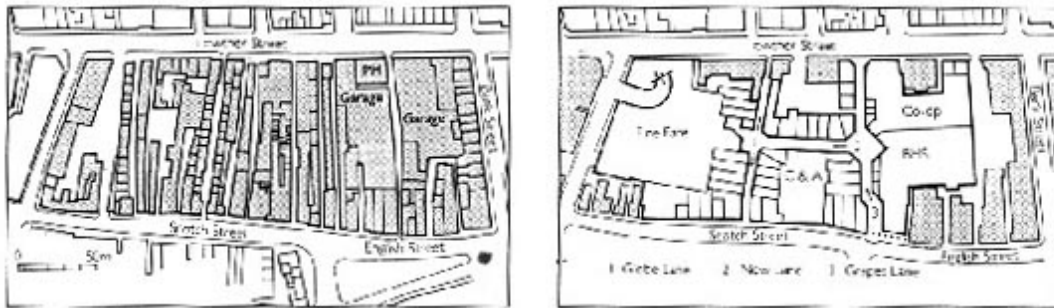
The examples are grouped as downtown and suburban shopping centres. The aim of this grouping is to research how the interactions of shopping spaces with urban fabric and transmission of characteristics pertaining to traditional shopping spaces to contemporary shopping centres differentiate in these groups. Distribution of selected examples according to their locations can be seen in Table 4.

Table 4 Locational distributions of shopping centres that will be examined

A. DOWNTOWN SHOPPING CENTRES	B. SUBURBAN SHOPPING CENTRES
1. The Lanes Carlisle (Figure 3.25)	1. Meadowhall Shopping and Leisure Centre (Figure 3.38)
2. Orchard Square (Figure 3.26)	2. Exton Square (Figure 3.39)
3. Quincy Market (Faneuil Hall) (Figure 3.27)	3. West Edmonton Mall (Figure 3.40)
4. Covent Garden (Figure 3.28)	4. Bluewater (Figure 3.41)
5. Princess Square (Figure 3.29)	5. Warringah Mall (Figure 3.42)
6. Ealing Broadway Centre (1974, 1978, 1980) (Figure 3.30, Figure 3.31, Figure 3.32)	6. Pacific Fair (Figure 3.43)
7. Queensgate Centre (Figure 3.33)	7. Macquarie Centre (Figure 3.44)
8. Coppergate Centre (Figure 3.34)	8. Knox City (Figure 3.45)
9. Kō Gallerie (Figure 3.35)	9. Garden City (Figure 3.46)
10. The Cannery (Figure 3.36)	10. Botany Town Centre (Figure 3.47)
11. Wharfside (Figure 3.37)	11. Garden City Booragoon (Figure 3.48)

a. Downtown Shopping Centres

1. The Lanes Carlisle



The Lanes, Carlisle
Two plans contrast the street and lane pattern of the old city with the new 14 lanes inserted between Lanther and Scotch Street; they were too closely grouped to allow modern retailing. Comparison with the new plan shows that few of the old large shops are as big as the smallest new units.



Figure 3.25 The Lanes Carlisle, plan and elevation.

(Source: Scott, N. K., Shopping Centre Design, Published by E&FN Span, 1st Edition, London, 1989, p.39)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF THE LANES CARLISLE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping is united with various other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional in the context of relations established with the rest of the city even if it is not optional as much.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Shopping units in gathering spaces are provided.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is piecemeal even if it is not complex.
Nodes and their linear/planar distribution	There are nodes in shopping space and their distribution is linear.

2. Orchard Square

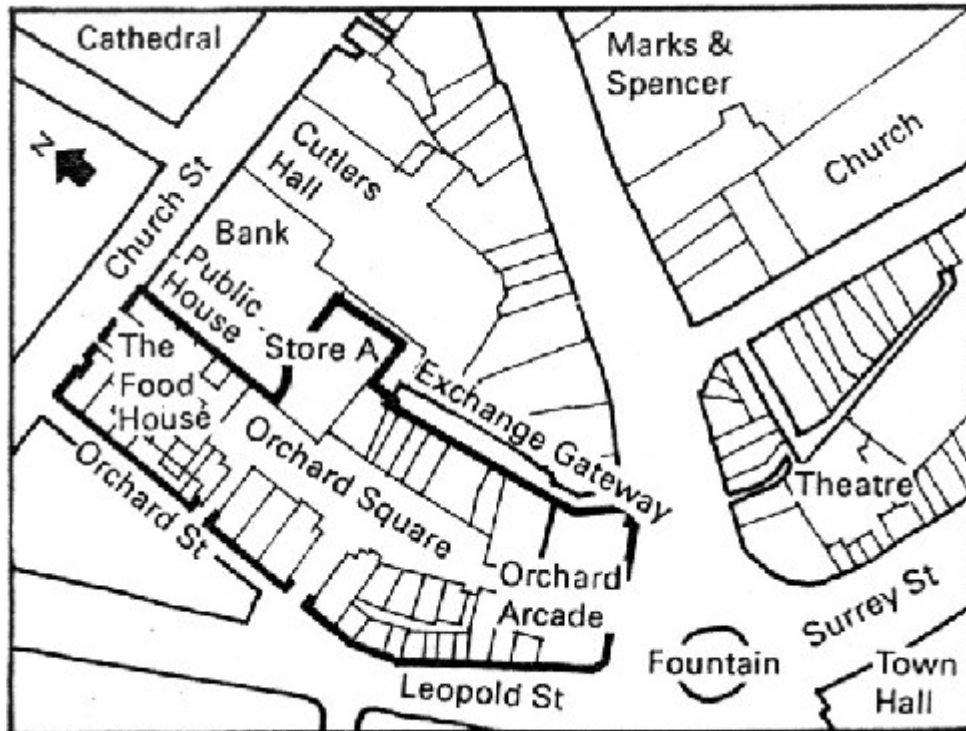


Figure 3.26 Orchard Square, plan.

(Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.25)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF ORCHARD SQUARE SHOPPING QUARTER
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping is united with various other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Shopping units in gathering spaces are provided.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is piecemeal even if it is not complex.
Nodes and their linear/planar distribution	Nodes in shopping space are not clear. Main gathering space is a node itself.

3. Quincy Market (Faneuil Hall)

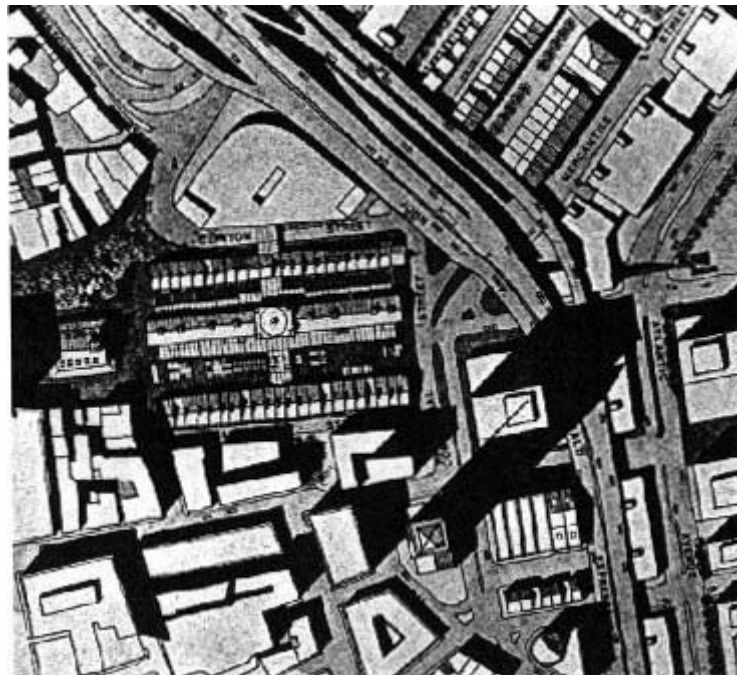


Figure 3.27 Quincy Market (Faneuil Hall), model of area.
 (Source: Redstone, L. G.; *New Dimensions in Shopping Centers and Stores*, McGraw Hill, New York, 1973, p.293)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF QUINCY MARKET SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping is united with various other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	All shopping streets are linked to gathering space, thus, gathering space is united with shopping function.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not piecemeal and complex.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

4. Covent Garden

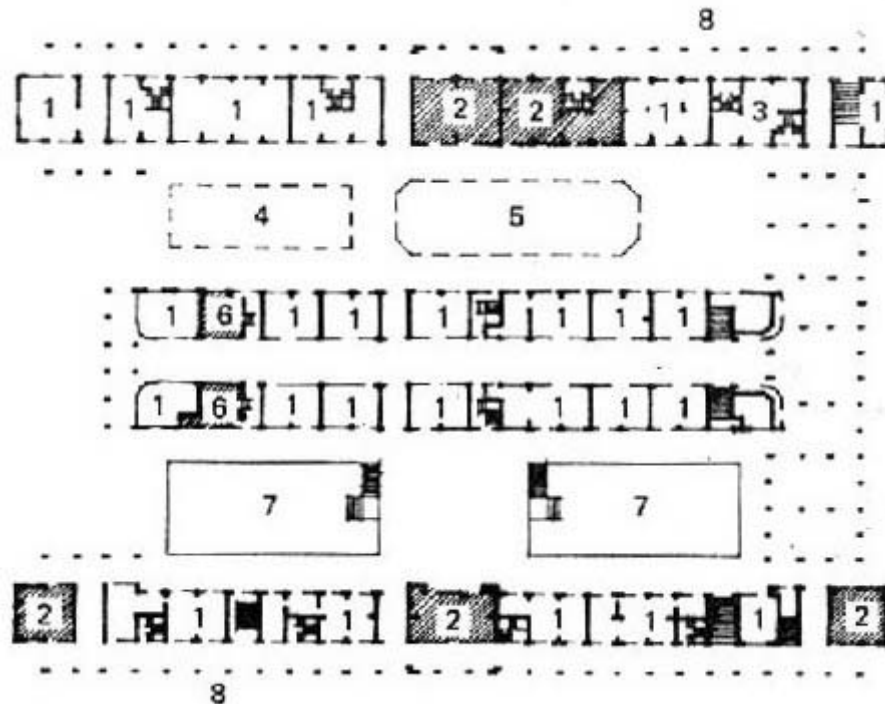
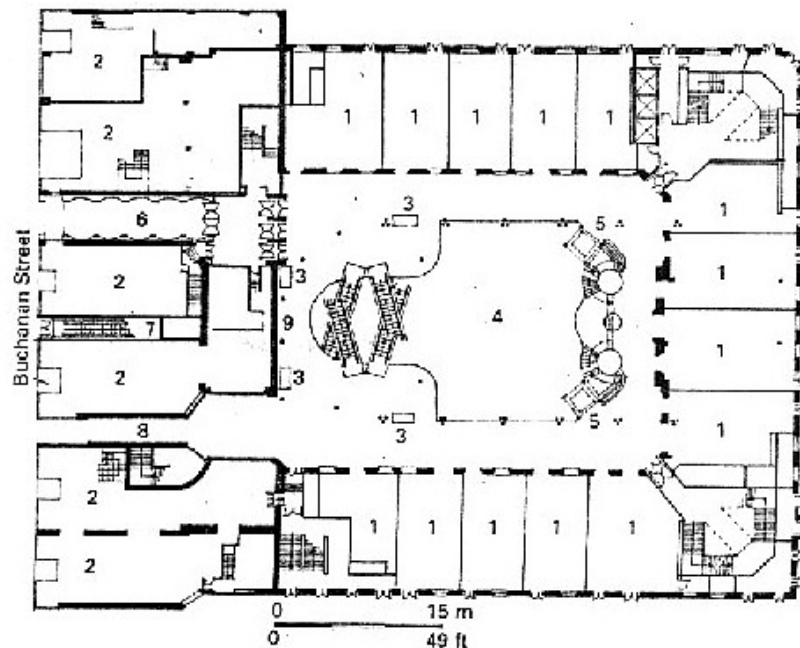


Figure 3.28 Covent Garden, ground floor plan.
 (Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.224)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF COVENT GARDEN SHOPPING QUARTER
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping is united with various other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is piecemeal even if it is not complex.
Nodes and their linear/planar distribution	Each gathering space is a node itself. Distribution of nodes is planar.

5. Princes Square



11:21. Ground floor plan, 1, Shop unit, 2, shop on Buchanan Street; 3, barrow; 4, central atrium void; 5, scenic lift; 6, entrance hall; 7, two-storey escalator; 8, entrance; 9, temporary exhibition hall

Figure 3.29 Princes Square, ground floor plan.

(Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.132)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF PRINCES SQUARE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Visual continuity is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Multi-directional and optional spatial order is at low level.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering space is integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometric complexity is at medium level (in third dimension).
Nodes and their linear/planar distribution	Gathering space is a node itself.

6. Ealing Broadway Centre

1974 proposal

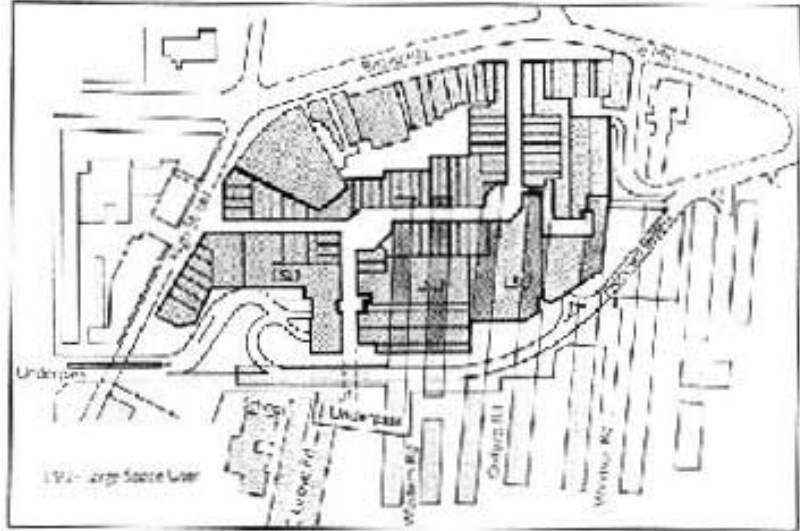


Figure 3.30 Ealing Broadway Centre, 1974 scheme.

(Source: Scott, N. K., Shopping Centre Design, Published by E&FN Spon, 1st Edition, London, 1989, p.32)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF EALING BROADWAY SHOPPING CENTRE IN 1974 PROPOSAL
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Visual continuity is limited in linear direction and monotonised.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is not in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is not multi-directional and optional, yet it is commercially oriented.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Level of gathering is insufficient in courtyards although shopping activity is accommodated in these spaces.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not complex and piecemeal yet it is complete.
Nodes and their linear/planar distribution	There are nodes in shopping space and their distribution is linear.

1978 proposal

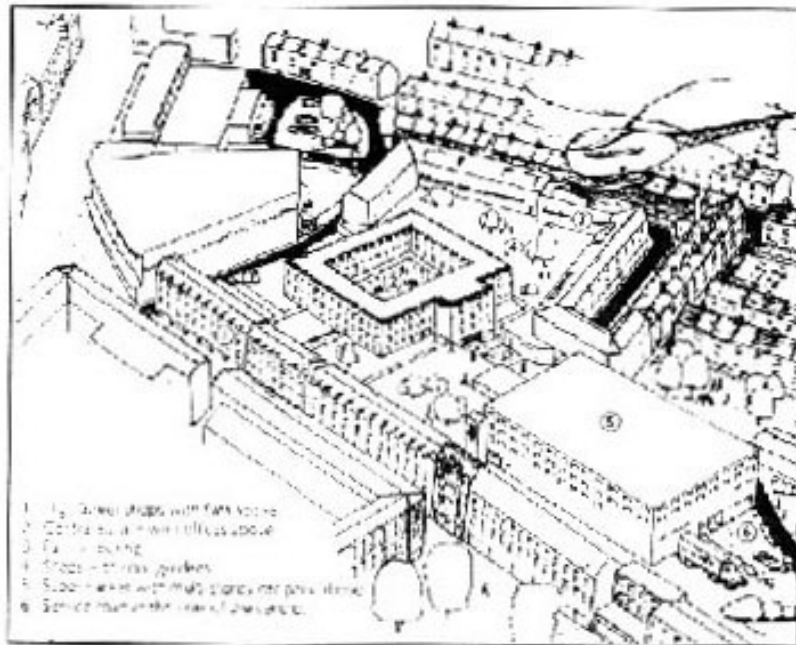


Figure 3.31 Ealing Broadway Centre, 1978 scheme.
 (Source: Scott, N. K., Shopping Centre Design, Published by E&FN Span, 1st Edition, London, 1989, p.32)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF EALING BROADWAY SHOPPING CENTRE IN 1978 PROPOSAL
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Visual continuity is multi-directional.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is quite complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes in shopping space is planar and well balanced.

1980 proposal



Figure 3.32 Ealing Broadway Centre, 1980 scheme.
 (Source: Scott, N. K., Shopping Centre Design, Published by E&FN Span, 1st Edition, London, 1989, p.32)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF EALING BROADWAY SHOPPING CENTRE IN 1980 PROPOSAL
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes in shopping space is planar.

7. Queensgate Centre

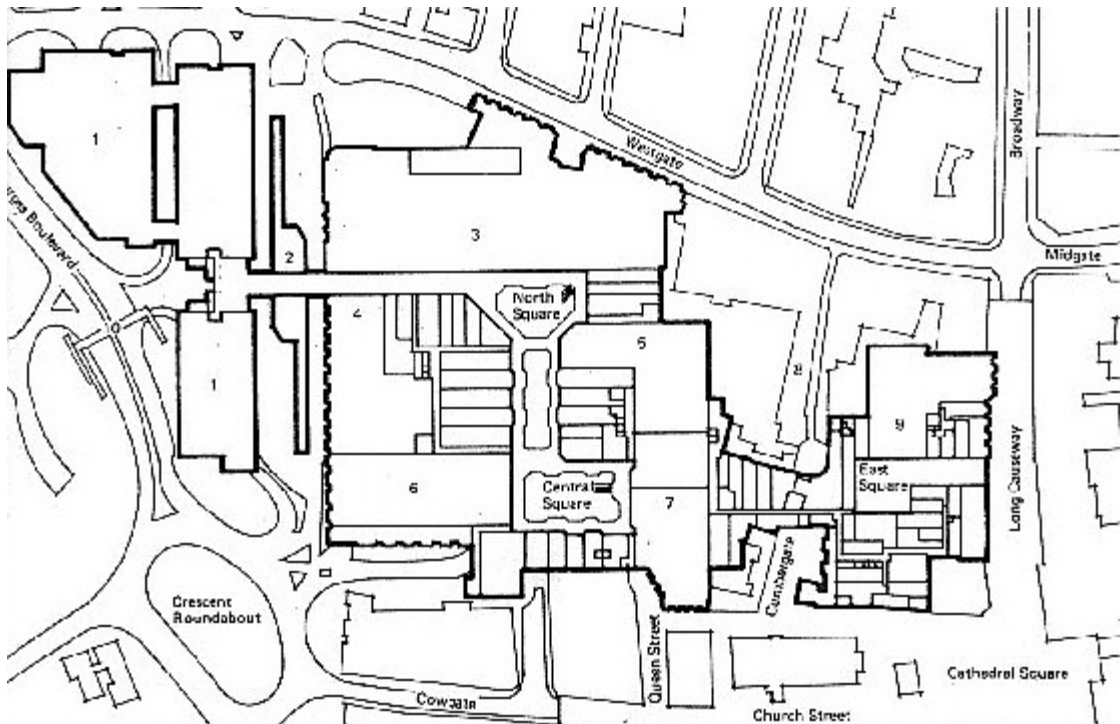


Figure 3.33 Queensgate Centre, ground floor plan.

(Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.174)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF QUEENSGATE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is not multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes in shopping space is linear.

8. Coppergate Centre

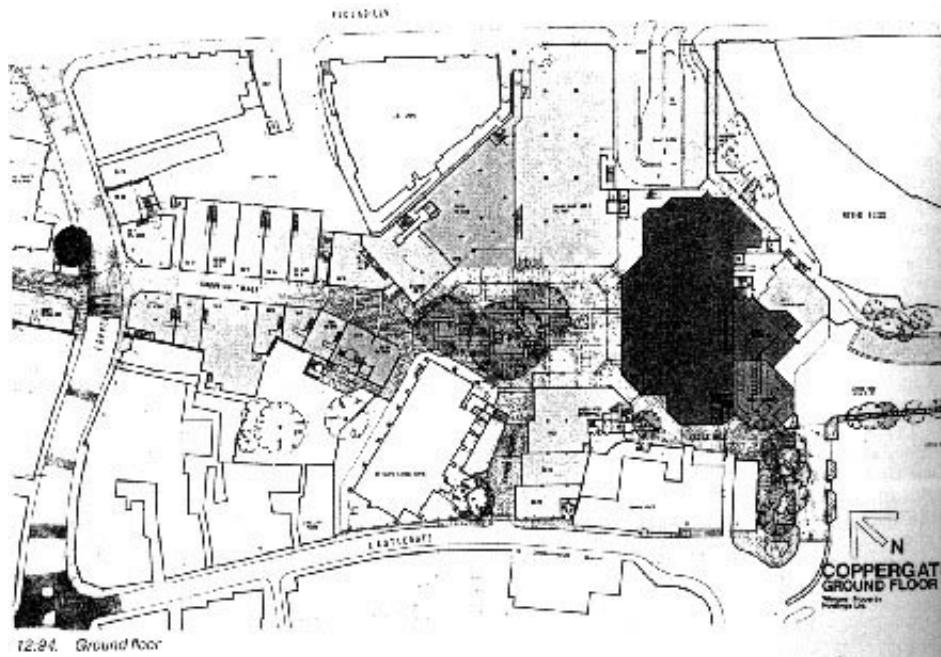


Figure 3.34 Coppergate Centre, ground floor plan.
 (Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.186)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF COPPERGATE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at high level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is partially multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are partially similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes in shopping space is linear.

9. Kö-Galerie

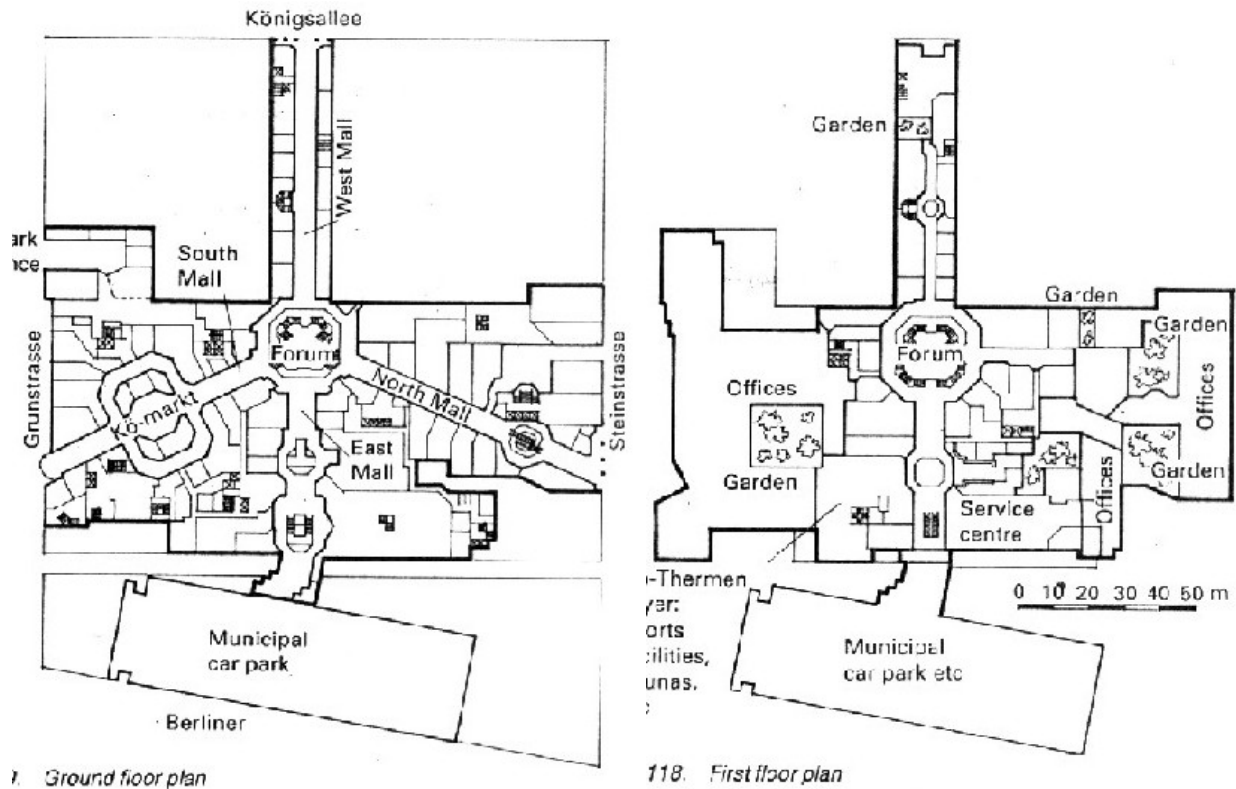


Figure 3.35 Kö Galerie, ground and first floor plans.
 (Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.196)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF KÖ-GALERIE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex but not piecemeal.
Nodes and their linear/planar distribution	Each gathering space is a node itself. Distribution of nodes is planar.

10. The Cannery

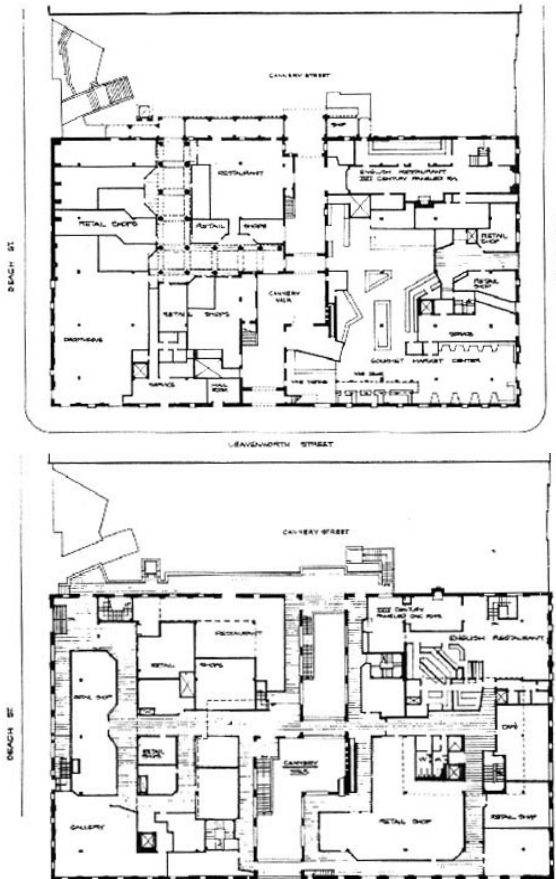


Figure 3.36 The Cannery, ground and first floor plans.

(Source: Redstone, L. G.; New Dimensions in Shopping Centers and Stores, McGraw Hill, New York, 1973, p.282)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF THE CANNERY SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Gathering space is a node itself.

11. Wharfside

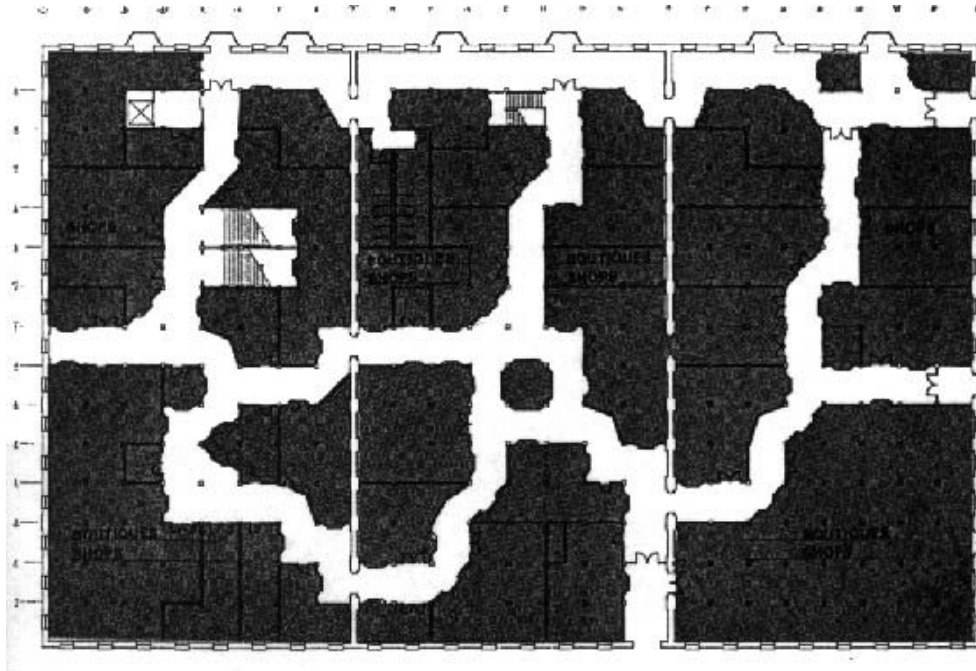


Figure 3.37 Wharfside, ground floor plan.

(Source: Redstone, L. G.; *New Dimensions in Shopping Centers and Stores*, McGraw Hill, New York, 1973, p.297)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF WHARFSIDE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping space is isolated from other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex but not piecemeal.
Nodes and their linear/planar distribution	Gathering space is a node itself.

b. Suburban Shopping Centres

1. Meadowhall Shopping and Leisure Centre

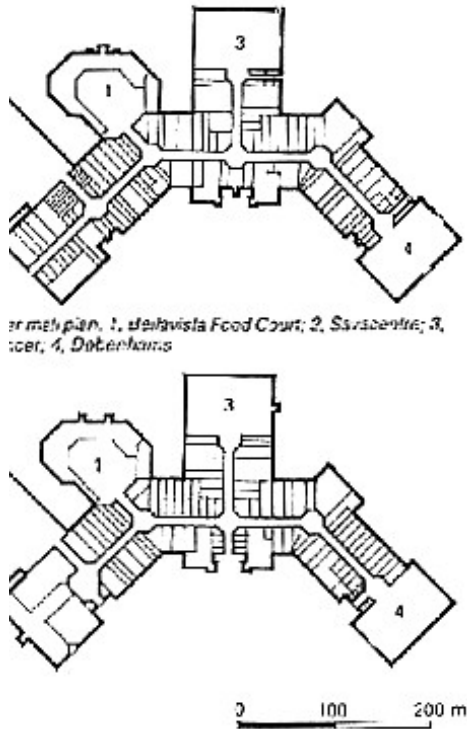


Figure 3.38 Meadowhall Shopping Centre, plans.
(Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.152)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF MEADOWHALL SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is not multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not complex and piecemeal, it is complete.
Nodes and their linear/planar distribution	Distribution of nodes is linear.

2. Exton Square

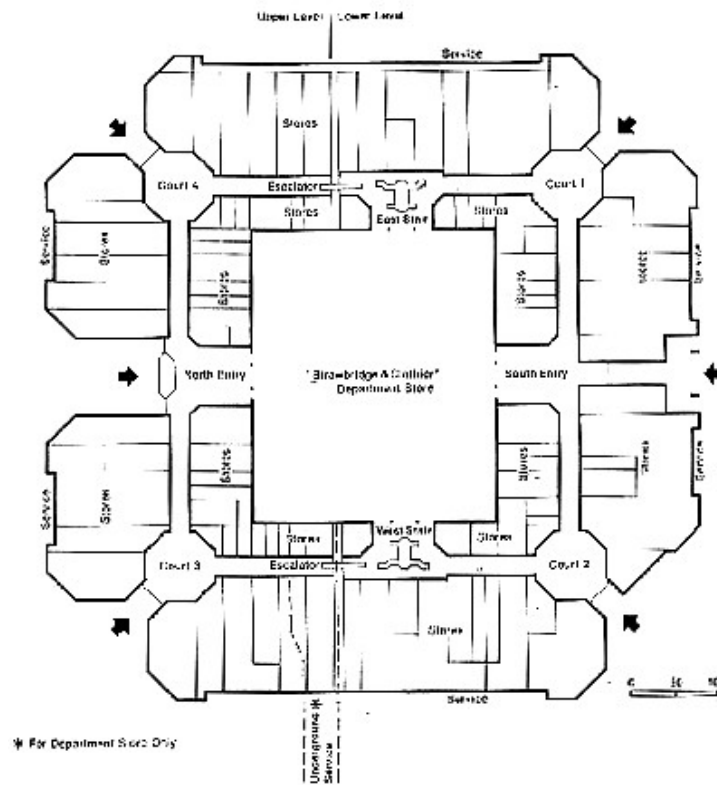


Figure 3.39 Exton Square, ground floor plan.

(Source: Redstone, L. G.; *New Dimensions in Shopping Centers and Stores*, McGraw Hill, New York, 1973, p.162)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF EXTON SQUARE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping space is isolated from other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is not multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering space is shopping space itself.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not complex and piecemeal, it is complete.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

3. West Edmonton Mall

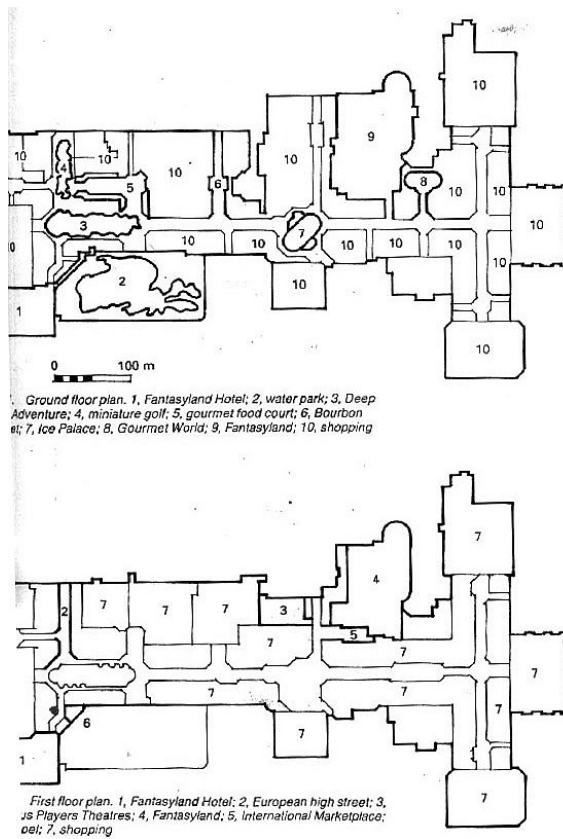


Figure 3.40 West Edmonton Mall, plans.
(Source: Beddington, N., Shopping Centres: Retail Development Design and Management, Second Edition, Butterworth, Oxford, 1991, p.142)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF WEST EDMONTON MALL
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Shopping is united with various other functions.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is linear.

4. Bluewater

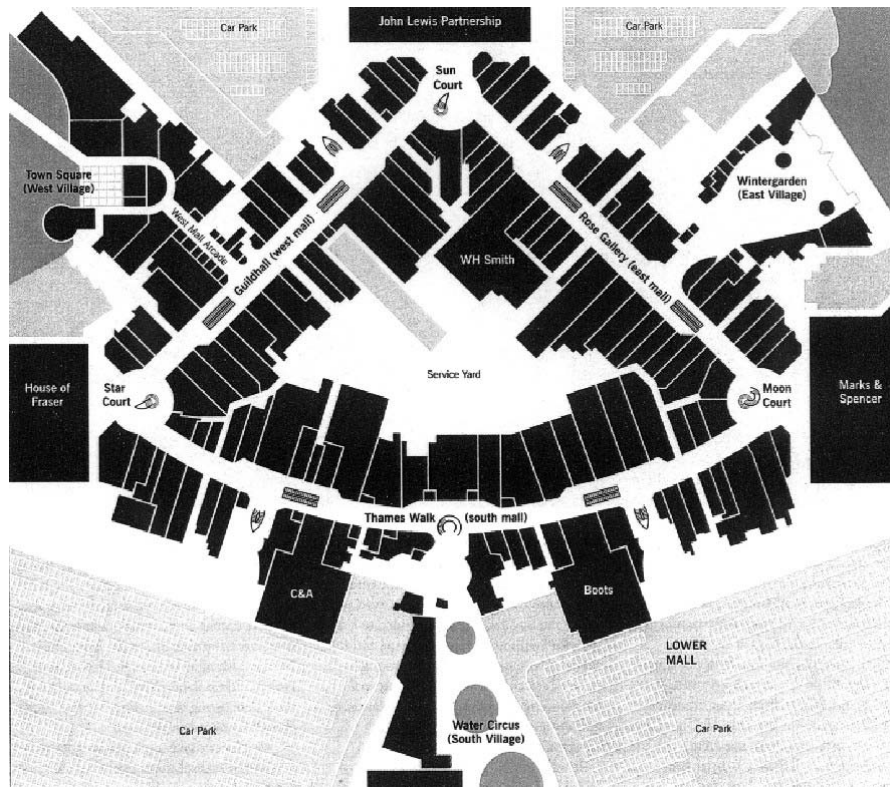


Figure 3.41 Bluewater, ground floor plan.
(Source: Estates Gazette, February 1999, p.63)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF BLUEWATER SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is quite in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is one-directional but optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex but not piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is linear.

5. Warringah Mall



Figure 3.42 Warringah Mall, ground floor plan.

(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF WARRINGAH MALL SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is quite in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

6. Pacific Fair



Figure 3.43 Pacific Fair, ground floor plan.

(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF PACIFIC FAIR SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is quite in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

7. Macquarie Centre

L2

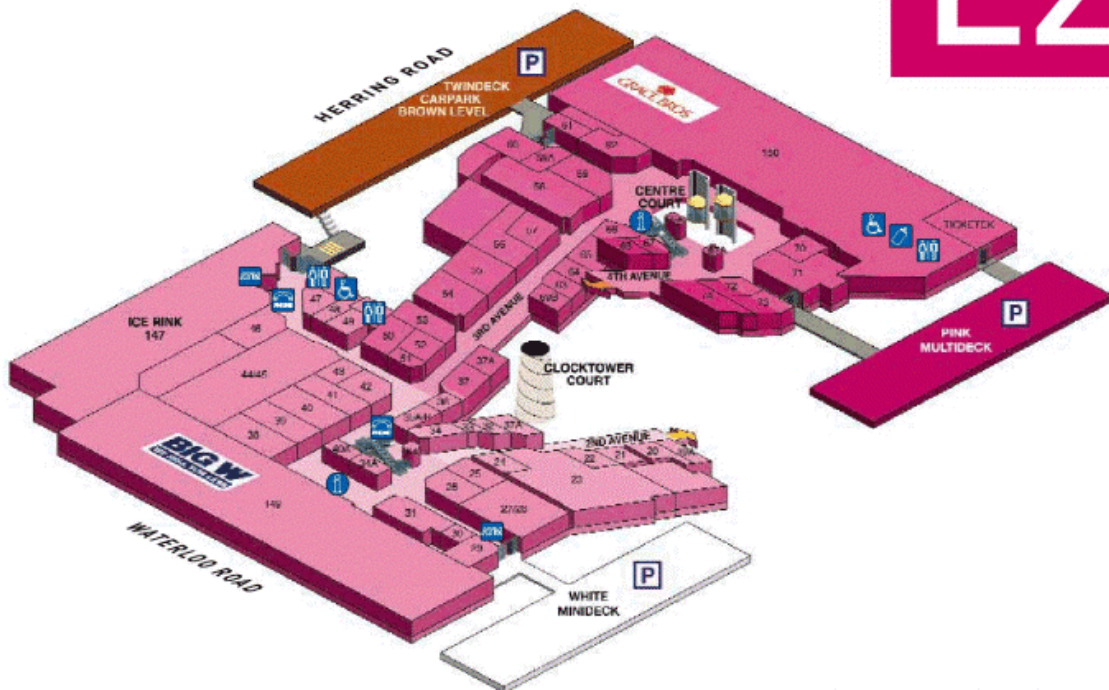


Figure 3.44 Macquarie Centre, ground floor plan.

(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF MACQUARIE SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is quite in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is not multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is linear.

8. Knox City



Figure 3.45 Knox City, ground floor plan.

(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF KNOX CITY SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow is provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is not multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is not complex and piecemeal, it is complete.
Nodes and their linear/planar distribution	Distribution of nodes is linear.

9. Garden City



Figure 3.46 Garden City, ground floor plan.

(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF GARDEN CITY SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

10. Botany Town Centre

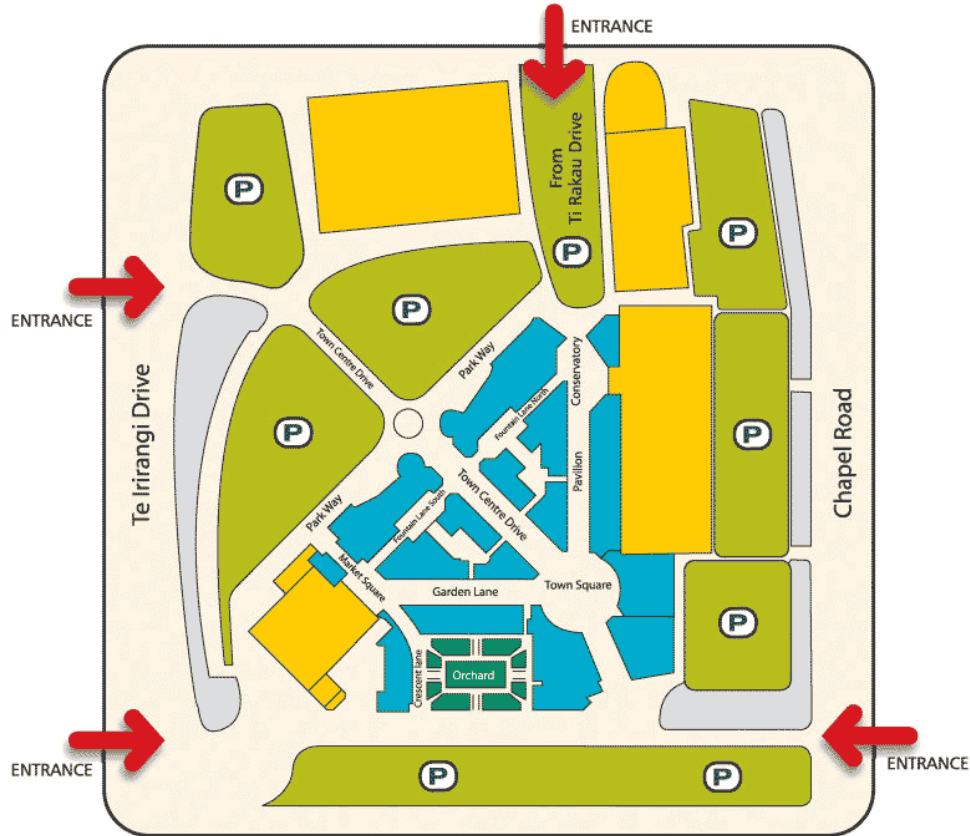


Figure 3.47 Botany Town Centre, ground floor plan.
(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF BOTANY TOWN SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

11. Booragoon Shopping Centre



Figure 3.48 Garden City Booragoon, ground floor plan.

(Source: <http://www.knoxcity.com.au/ampsc/ampsc.nsf/Content/Botany+-+Press+Releases>)

SPATIAL QUALITIES WHICH CONSTITUTE 'SHOPPING PLACES WITH SOCIAL ATTRIBUTES' IN WESTERN CITIES	SPATIAL QUALITIES OF BOORAGOON SHOPPING CENTRE
Provision/absence of free pedestrian flow and their visual continuity in shopping space	Free pedestrian flow and visual continuity are provided.
Unity/isolation of various functions with/from shopping and mixed-use in shopping space	Functional diversity is at medium level.
Equilibrium/disequilibrium of figure-ground relationship in shopping place	Figure-ground relationship is in equilibrium.
Provision/absence of multi-directional and optional spatial order (*)	Spatial order is multi-directional and optional.
Provision/absence of shopping units in gathering spaces such as squares, courtyards, and atriums	Gathering spaces are integrated with shopping activity.
Similarity/difference between plot sizes of shopping units in traditional and those of contemporary shopping spaces	Plot sizes of shopping units are similar with those of traditional shopping units.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometry is complex and piecemeal.
Nodes and their linear/planar distribution	Distribution of nodes is planar.

3.1.3.1.2 Evaluation

It can be seen in the analysis that following characteristics are provided in the majority of the cases. These characteristics are; provision of free pedestrian flow, equilibrium of figure-ground relationship in shopping place, multi-directional and optional spatial order, shopping units in gathering spaces, similarity between plot sizes of shopping units in traditional and those of contemporary shopping spaces, piecemeal and complex geometrical order. There are clearly defined nodes in all cases. Planar distributions of these nodes are slightly more than linear distribution of nodes. It is also possible to see simple geometrical order in few examples. As a result of the evaluation of relationships among the qualities, which are observed in studied examples, following spatial principles can be obtained:

1) Multi-directional and optional spatial order can be directly related to principles in the below:

- a) Piecemeal geometric order,
- b) Planar distribution of nodes.

2) Insufficiency of gathering level of nodes can be caused from principles in the below:

- a) Failure of figure-ground relationship,
- b) Complete geometrical order.

3) A direct relation between functional diversity and visual continuity can be observed.

Therefore, it can be said that, basic requirements in order to form ‘shopping places with social attributes’ in contemporary shopping centres in western cities, may find their roots in the provision of formal qualities (*figure-ground relationship, geometry and nodes*) related to multi-directionality, optionality, gathering, and functional diversity (mixed use).

3.2 Historical Overview of Urban Structure and Shopping Spaces in the context of Anatolian Settlements

In this section, historical transformation of *urban fabric-shopping space* relationship will be elucidated in the context of the cities in Anatolia. Firstly, this transformation will be tackled in the context of Islamic shopping places. Then, shopping places in the cities in Anatolia will be analysed in three major phases as in the below:

1. Before 19th century
2. Throughout 19th century
3. Present situation

Consequently, their differences from transformation of western cities and those of shopping spaces will be put forward.

3.2.1 Historical Overview of Shopping Spaces and Urban Fabric in Islamic Settlements

In this section, morphological features of urban fabric and shopping spaces in Islamic cities will be elucidated. The aim of this attempt is to investigate the determining role of religion as a social institution on formation of urban form.

Islamic cities were distinctively developed from Medieval cities in Europe. These cities were formed appropriate to natural determinants such as climate, topography, construction materials and man-made determinants such as Islamic beliefs, legislations, social segregation (religious and ethnic diversities), pre-eminence of the mosque in public life, and most significantly, rules of privacy particularly foreseen for dwellings.

There are two characteristic kinds of traditional Islamic cities. First and more commonly seen is the urban form, characterised with densely packed one or two-storey courtyard houses, accessible through narrow, indirect cul-de-sac alleys, and with main circulation spaces much wider as the element of urban continuity starting from the city gates to the centrally located main mosque. These thoroughfares are mostly roofed over with sunshades and lined by the small individual shops of the *suq* that is the city's market (Morris 1994, p.370).

The second form which occurs much less frequently and which is much less well known is the one characterised by comparatively high-rise houses on three or four, exceptionally five, storeys, which define the city streets (Morris 1994, p.371).

The effects of Islam constituted a series of rules extending throughout everyday life of Muslim people. These rules have also affected emergence of urban form. Particularly the need for privacy and inner city security has caused an introverted life style. Existence of cul-de-sacs in Islamic cities is also related to both introverted life style and self-development of cities.

Shopping spaces constitute the urban core in Islamic cities. These spaces are the building groups named 'suq' or 'bazaar' which are formed by the alignment of many small shops side by side on either side of main thoroughfare which is located between city gate and the main mosque of the city (Figure 3.49).

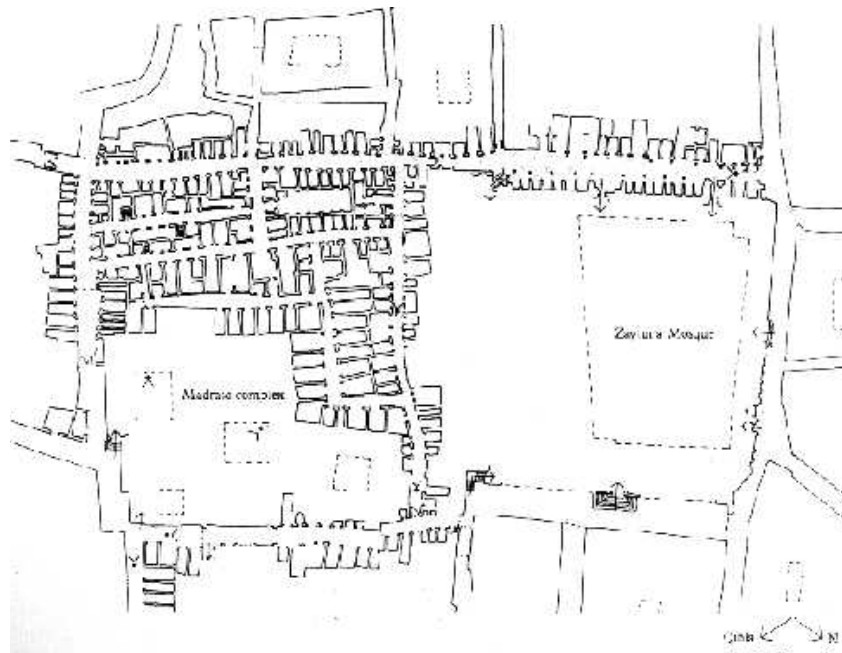


Figure 3.49 Tunis, plan of the suq south of the Zaytuna Mosque
(Source: Broadbent, G., *Emerging Concepts in Urban Space Design*, E&FN Spon, London. 1990, p.12)

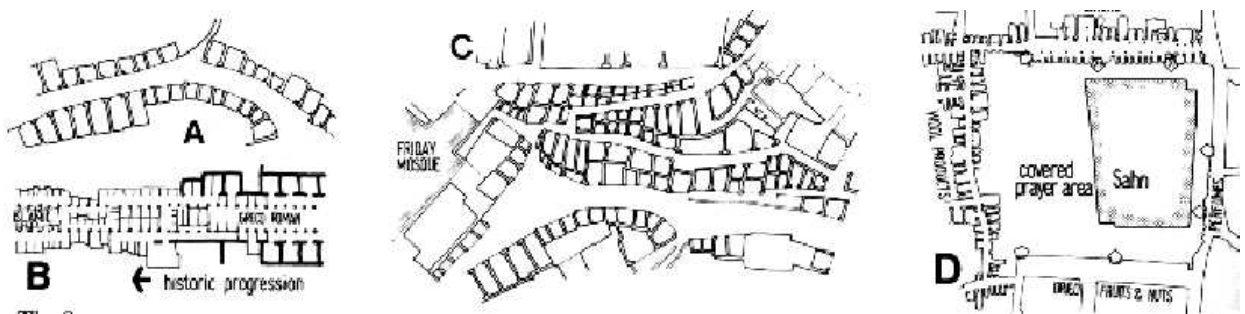
The suq is the crucial element of the city with its amazing streets, which are covered, narrow, tortuous, and one opening to another. These spaces, which are in same areas with the mosque and the madrasah, are accepted as first examples designed for shopping.

A clearly established functional hierarchy between the suq and the mosque is clearly observed in the positioning of the suq within the city (Kostof 1992, p.99, Morris 1994, p.390).

There are three spatial organisation schemes of suqs in Islamic cities (Figure 3.50):

- 1) First scheme is linear suqs on either side of a through route from a city gate to the mosque, and often roofed over for shade.
- 2) Second scheme is back to back rows face each other.
- 3) Third scheme is where the shops are against the perimeter wall of a large building such as the mosque or caravanserai.

In piecemeal, seemingly complex but self-consistent form of Islamic cities, bazaar is the place where introverted theme, which is mentioned before, remarkably differs. Shopping spaces in Islamic cities are directly related to circulation network of the city. Even if cul-de-sacs are not concentrated in commercial core of the city as in the dwellings area, organic street layout, which offers various perspectives in each point, reveals itself in suqs. At that point, it is observed in Islamic cities that, social amenities take place in public space which is organised around mosque, shopping function is located in the same area as a connective element, and shopping spaces are shaped in accordance with urban structure of their surroundings.



KEYS:

- A: either side of through route
- B: evolution of Islamic form from Greco-Roman original
- C: an area suq with back-to-back shops
- D: around a core

Figure 3.50 The suq in the Islamic urban form
(Source: Morris, A. E. J., History of Urban Form before the Industrial Revolutions, Third Edition, Longman, Essex 1994, p. 390)

In summary, Islamic settlements seem to have transmitted significant characteristics of formation into settlements in Anatolia. These are mainly, organic street layout, cul-de-sacs, arrangement of shopping spaces and their hierarchical characteristics as well as their position within the city. From this point of view, characteristics of the settlements in Anatolia and those of Islamic settlements are quite

similar although their climatic and geographical features significantly differ from each other. In the next section, these common spatial qualities will be examined in a broader context.

3.2.2 Analysis of Spatial Relationships among Various Types of Shopping Places in Anatolian Settlements until the 19th Century

In this section, traditional shopping district with its various types of commercial spaces and significant morphological characteristics of urban structure of Anatolian settlements in the period until the 19th century will be analysed. The aim of this endeavour is defining local qualities of urban fabric-shopping space relationships, which were explained before, with particular reference to Anatolian city.

From morphological viewpoint, Anatolian-Ottoman cities have similar features with other Islamic cities as studied before. Determining factors of urban structure are natural determinants and a series of rules pertaining to Islam which directly or indirectly organise urban life and spatial organisation of the city. Briefly, even if Ottoman cities may not be conceived as planned cities (Cerasi 2001), some factors such as social, economic, cultural structure, and religion seem to have affected the formation of cities. The main functions of cities are accommodation, commerce and religious activities.

As natural factors, climate and topography are significant determinants in Ottoman cities. On the other hand, human-nature relationship is another determinant, which affects formation of architectural and urban spaces (Aru 1998, p.11).

Buildings that constitute the urban ensemble are grouped in a manner to form exterior spaces that are scaled, defined, and successively related to each other. In Turkish cities a simple effect of multiplicity, in which components can express their individual entities, can be observed rather than a huge, monolithic and monumental effect of buildings. Keeping of human scale in city helps to increase urban usage. Urban structure is shaped in relation to environmental conditions. Angular and directional varieties offer users an amazing spatial experience (Velioğlu 1994, p.36).

Street layouts in Ottoman cities have free and organic forms that have been self-evolved as a result of necessities varied through time. There is not a clear distinction between streets and roads in the circulation network of these cities. This formation is one of the most principal features of settlements in Anatolia. The most considerable reason of this formation is almost homogenous distribution of spaces of public use in

the city. Such distribution may cause low urban mobility. Another reason of low urban mobility may be introverted structure of community that are living in quarters.

In Ottoman cities, a town square, which is planned and defined with buildings, does not exist. That is to say, in our spatial culture, unlike western culture, there is not a manner of forming a monumental outdoor space, which is defined by buildings of same height and similar façade features. Seen from this viewpoint, existence of a genuine square in Anatolian-Ottoman settlements cannot be claimed. The square in these cities has completely different features from Western ones.

However, it is known that there are some public spaces in which various public activities occurred in Ottoman settlements. When these types of open spaces are also assumed as squares in these traditional Ottoman settlements, it is seen that there are two types of squares. First type is small-scaled squares, which are formed by small extensions of streets or intersection of several streets (Figure 3.51, Figure 3.52). In early Ottoman era, these squares started to be united with other urban components. Second type can be defined as wider squares in which traditional games and sportive activities are displayed (Figure 3.53). Square is not a void in the middle of the built environment. It is an urban component that is externally attached to built-environment.



Figure 3.51 A small-scale square in Muğla.
(Source: Gençel, Z., *Geleneksel Türk Kentinde Meydan Kavramı*, *Ege Mimarlık-34*, p.23)

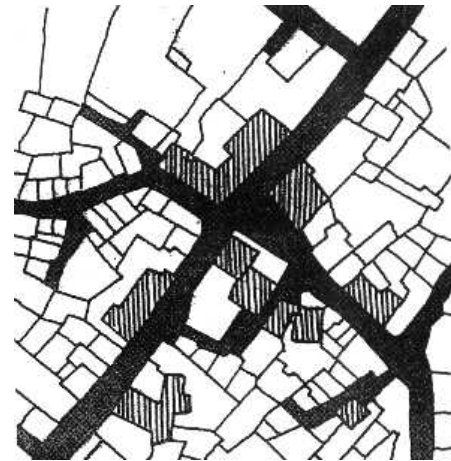


Figure 3.52 Street pattern and square in Kütahya.
(Source: Gençel, Z., *Geleneksel Türk Kentinde Meydan Kavramı*, *Ege Mimarlık-34*.)

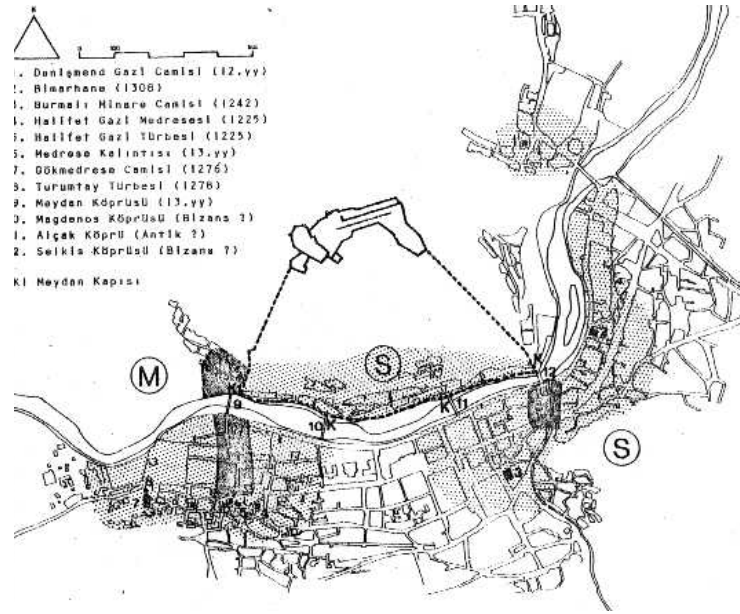


Figure 3.53 Amasya Square, 13th Century.
 (Source: Gençel, Z., *Geleneksel Türk Kentinde Meydan Kavramı*, *Ege Mimarlık-34*, p.25)

The commercial centre of Ottoman city is the place, which provides urban and social unity. While commercial spaces were located in distance from urban core in early Ottoman period, later on, they started to be spread towards the centre of the city. Commercial area of the city is intensive from the viewpoint of building-up, and this area is located around an axis, which begins at the busiest gate of the city wall (Gençel 2000, p.31).

Commercial area of the Ottoman city has the identity of a ‘business quarter’ or ‘bazaar’. This functional diversity is also reflected on the urban scheme. An urban fabric, which is ordered more regularly (nearly at right angles) than dwellings area and less seen cul-de-sacs, overlooks the organisation of shopping spaces (Figure 3.54). Even if there is not a clear distinction between streets and roads in traditional Ottoman cities, street width increases around the commercial core of the city.

Shopping spaces in Anatolian-Ottoman cities are introverted spaces, and morphologic features of these spaces are compatible with introverted social structure of people living in the city. But these spaces rarely get in touch with urban fabric, that is to say, there is not a unity and an organic relationship among shopping space-social structure-urban fabric as seen in European cities of pre-industrial era.

Therefore, it can be said that, commercial spaces in Turkish cities have been *dükkan* (shop), *açık* and *kapalı çarşı* (bazaar and covered bazaar), *arasta*, and *bedesten* until the end of the nineteenth century. Descriptions and spatial features of these buildings will be elaborated in the below.

Shop is a shopping unit, which is, located each side of a street, or in a covered bazaar, *arasta*, *han* or in a *bedesten*. Numbers of shops, which are located in the busiest urban cores, have increased, and thus, bazaars have emerged in the course of time. Shopping spaces of Ottoman city such as *arasta* and *bedesten* emerged through this increase in the number of shops and their grouping within the same building.

The word ‘*çarşı*’ (bazaar) was deduced from words ‘*cahar*’ (four) and ‘*su*’ (side) in Persian language. The name ‘bazaar’ was given to the place in the busiest area, generally in the centre of the city in which open or semi-open streets or squares surrounded by shops on each side exist and located to enable shopping activity. The bazaar that is formed by one or more streets, along which shops and workshops are located, usually has a hierarchical order organised according to the professions (Gençel 2000, p.32). Shops in which similar goods were sold usually are located on each side of the same street or in a specific part of the bazaar.

Bazaar is one of the most significant components of the city. These spaces are the major public spaces of traditional Ottoman city. Even though the bazaar, main mosque and the *bedesten* are shaped within the organic street layout, a more regular spatial order is seen in bazaars (Figure 3.55). Another significant feature of the bazaar is that it is the only space where introverted theme, from viewpoints of spatial organisation and social structure, is omitted because of its specific function (Tatal, 2000).

Covered bazaars are places consisting of covered circulation areas for the protection of users from the sun and the wind, and shops on each side of these spaces (Arseven 1983, p.371). Covered bazaars were located in areas where commercial activity is concentrated and in nearby main thoroughfares of the city.

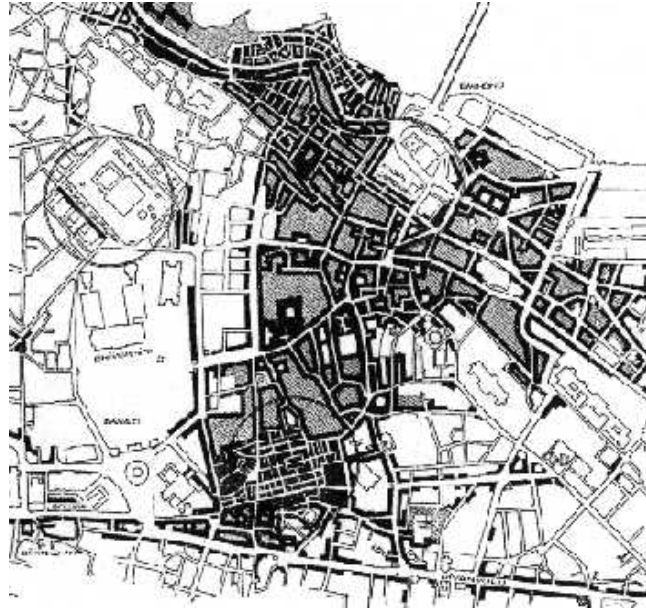


Figure 3.55 Historical Commercial Centre in İstanbul.
(Source: Özdeş, G., *The Turkish Çarşı*, Tepe Publications, Ankara 1998, p.89)

Covered bazaars are transformed into more extensive shopping places in the course of time through the addition of new shops to the small sized shopping spaces. Particularly in Covered Bazaar in Istanbul (Figure 3.56), additions and removals required for the successive repairs, and spatial transformation adapting to changing functional conditions have provided a noticeable quality to the bazaar. The most remarkable feature of this building, which arouses interests of foreign researchers and tourists, is its organic, amazing spaces self-organised again and again exactly like the city itself. The angles and width to length proportions of circulation spaces, which resemble streets, and arrangement of shopping units, offers various perspectives in different parts of the bazaar.

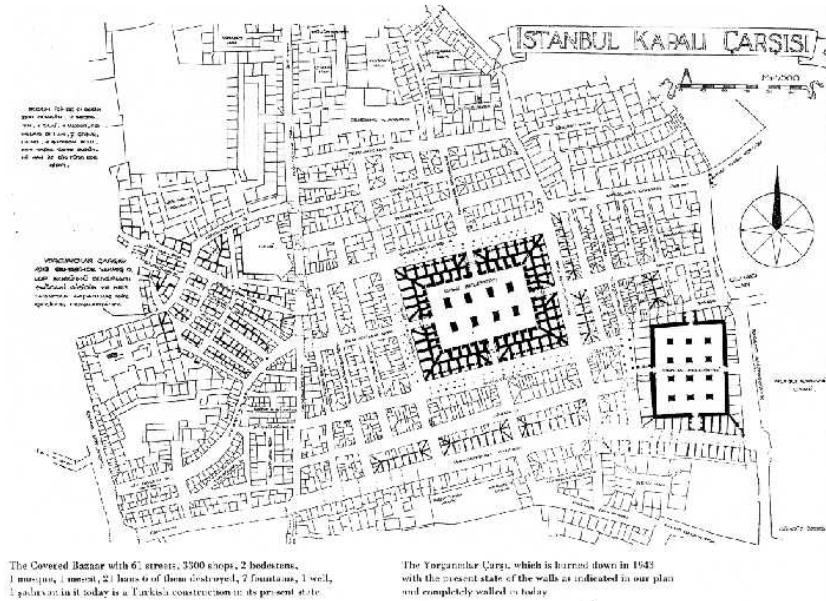


Figure 3.56 Covered Bazaar, Old Bedesten and Sandal Bedesten in İstanbul.
 (Source: Özdeş, G., The Turkish Çarşı, Tepe Publications, Ankara 1998, p.91)

The word ‘aras’ means market and bazaar, and the word ‘arastak’ means cover. Therefore, arasta can be defined as ‘covered bazaar’. According to Arseven, arasta is the name of covered or semi-open bazaars in the past (Arseven 1983, p.95).

In Ottoman architecture, arasta is a commercial building that emerged through arrangement of rows of shops that are either covered or semi-open, of similar heights and sizes along the same axis side by side, and facing one another (Figure 3.57). Arasta is formed by two rows of shops and central circulation area between these lines, and from this viewpoint, it quite resembles to shopping arcades. However, its difference from the arcade is that natural light is not taken inside because central circulation area is covered with dome or vault, instead of glass. On the other hand, there are also some differences between arasta and shopping arcade from the functional viewpoint. When various functions in addition to shopping exist in shopping arcades, arasta is mainly a building type merely for shopping. From the viewpoint of urban structure, the principle of shopping arcades that is ‘being an extension of the urban street’ cannot be seen in arasta. This building is usually a part of another building complex. Another feature of arasta is its completedness at once. That is to say, it is not organically emerged in the course of time like the other Turkish bazaars.

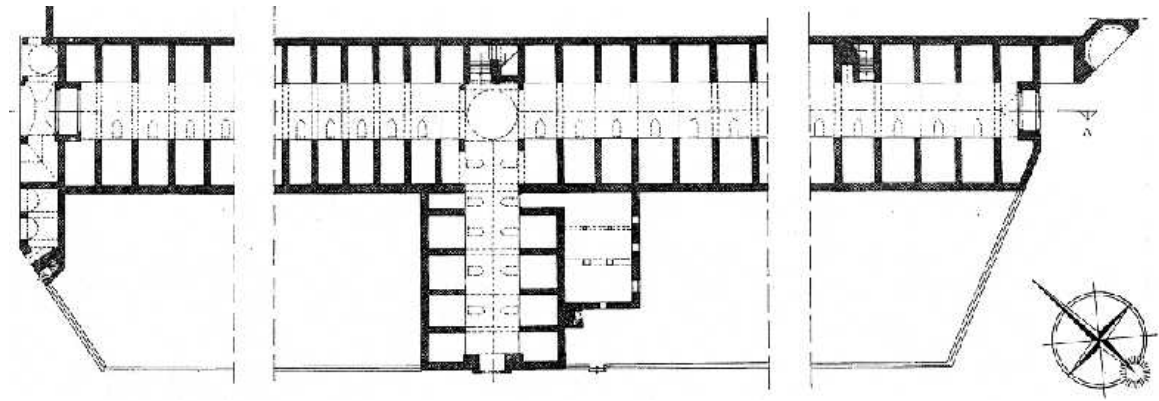


Figure 3.57 Selimiye Arasta in Edirne
 (Source: Özdeş, G., *The Turkish Çarşı*, Tepe Publications, Ankara 1998, p.73)

The origin of the word ‘bedesten’ is ‘bezistan’ or ‘bezzestan’, but it transformed into ‘bedesten’ in the course of time. The word ‘bez’ or ‘bezze’ in Arabic language means the goods, which are taken as plunder in wars. Bedesten is defined as a type of covered bazaar, which firstly was built for selling textiles, fabrics and cotton materials, and later on it became a building type in which valuable goods and antique objects are exchanged (Özdeş 1998, p.7). Bedestens which are qualified as commercial buildings specially pertaining to Turkish city, started to emerge in the end of the Selcuklu Periof. In Ottoman era, number of these buildings is massively increased in order to meet the socio-cultural needs of the society (Cezar 1983, p.22). Some streets that are specialised in specific fields of production and commercial are formed around bedestens (Tekeli 1987, p.161).

Bedestens have met three distinct needs in Turkish cities. First is the preservation of valuable goods, second is the selling of them, and the last is archiving governmental documents. To this aim, these buildings were constructed as covered with vaults and as surrounded by walls from each side in order to provide security. Thus, natural light was not taken inside these buildings.

Bedesten was placed in the centre of the Turkish cities, and its surroundings were the busiest and the most intensive areas of the bazaar. Streets of the bazaar were arranged with regard to gates of bedestens. The most significant examples, which well display this formation, are bedestens that are in the covered bazaars of Bursa and Istanbul (Figure 3.58). Important hans were located around bedestens (Cezar 1987, p.182). Bedestens constituted the commercial centre of the city through shops and hans that were located in the central part of the bazaar, and accordingly, they affected physical growth of the city.

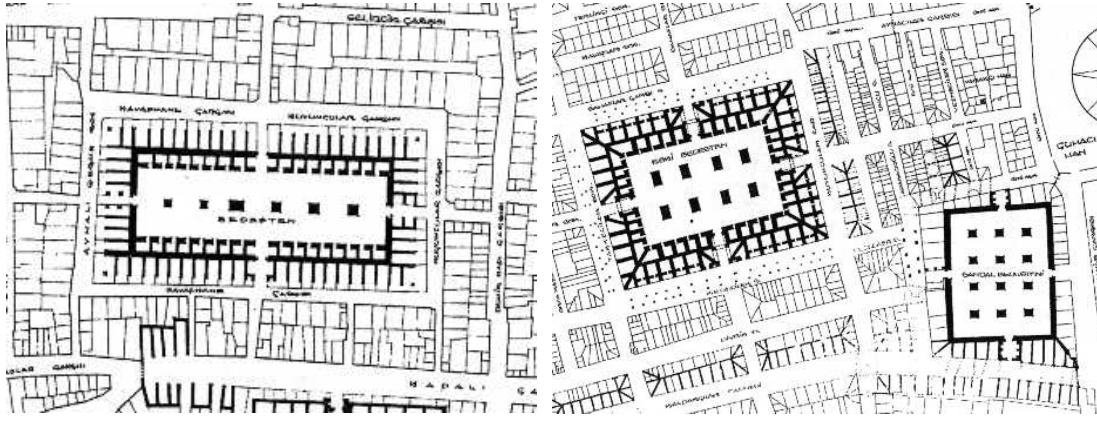


Figure 3.58 Bursa Bedesten (left) and Old and Sandal Bedestens in İstanbul (right).
(Source: Özdeş, G., *The Turkish Çarşı*, Tepe Publications, Ankara 1998, p.28, 91.)

In conclusion, a commercial square does not exist in Ottoman settlements unlike Western cities. Instead, a commercial district consisting of; shop, çarşı, bedesten, arasta and khans can be identified. Here, no matter how much organic street layout seems to diminish within these spatial units, usually their position (orientation and angles) in regard to each other can be quite organic and diverse. Moreover, it can be seen that different commercial spaces in Anatolian settlements are related to each other but not with the rest of the city. As mentioned before, street is re-interpreted in arasta and bazaar whereas bedesten and khan echo urban squares with their courtyard which constitutes an introverted shopping space. Finally, spatial organisations of commercial district in Anatolian-Ottoman settlements have the formal richness to enable other social interactions in addition to shopping.

3.2.3 Transformations of Commercial Activities, Shopping Spaces and Urban Fabric in the 19th Century

In this section, transformations of traditional shopping spaces and significant morphological characteristics of the urban structure throughout the 19th century will be analysed.

Socio-economic and spatial structure of Anatolian-Ottoman cities was not radically changed in the 17th and 19th centuries. However, it can be seen that social structure and commercial activities of these cities were entirely changed starting from the first quarter of the 19th century, and this change directly affected their spatial structure. Bedestens and hans, which are placed in the central parts of the city, were generally constructed in the period between 15th and late 16th centuries. City centre was

not developed, and maintained its boundaries in the 17th century, and commercial relationships did not change from this era until the mid 1800s (Aktüre 1987, p.30). But, in the middle of the 19th century, spatial structure of the Anatolian city started to transform along with the changes in social structure, production and commercial relationships. Commercial spaces of the Anatolian city started to spread along new axes because of the changes in socio-economic area.

A rapid and dense urbanisation was seen in the 19th century along with development of transportation and opening up to foreign markets. In addition to this alteration, introverted urban structure started to become extraverted especially in commercial cities due to the increase in foreign trade (Tekeli 1982, p.30). (i.e. reflection of social and economic structure to space)

Together with development of commercial activities, bank buildings started to be placed in same areas in Anatolian cities. New hans were constructed around these buildings. Bedesten and its surroundings, which are located in the commercial core of the city, in which the main commercial activities occurred, transferred its dominance to the newly constituted places in which bank buildings and hans existed.

The traditional institutions were not completely removed with the intrusion of new building into the urban life in the 19th century. In parallel to the dual social structure emerging with the social stratification experienced in the city, a bipartite city structure has also appeared in the city centres. Craftsmen involved in small-scale retail, and their commercial spaces, that is traditional crafts bazaar managed to sustain their position in 16th and 17th centuries until the end of 19th century. New shops and hans, in which imported goods were sold, as an outcome of changes in foreign trade relationships have started to emerge along the extension of old city centres on both sides of the main thoroughfares, and later formed the new trade centres in cities.

This development is considerable from the viewpoint of its resemblance to break in traditional 'urban space-shopping space unity' seen in Western cities observed after the industrial revolution. This break in Anatolian settlements is completely different from the Western one. Because that a genuine industrial revolution could not be realized in Anatolian settlements, this break can be seen neither in the emergence of urban and shopping spaces and not that of some building types such as shopping arcades and department stores. Consequently, it can be said that traditional qualities of shopping spaces in Anatolian settlements was partially maintained until the emergence of contemporary shopping centres which are reminiscent of Western ones around 1980s,

and in fact, the genuine break started along with this emergence. Until this era, shopping spaces were the shops, which are mainly located in passages or ground floors of housings in the central parts of cities. In addition, other building types of shopping, which could be defined as department stores, were also placed in urban cores. In this context, it is accepted in this study that, the break in unity of urban *fabric-shopping space-social structure* pertaining to pre-industrial era started in Anatolian cities only after 1980s.

Spatial differences between shopping spaces of traditional settlements in Anatolia and those of contemporary settlements are shown in Table 5. A comparison between spatial characteristics of shopping spaces in traditional settlements and those in contemporary settlements is given in Table 5.

Table 5 The comparison of shopping spaces in traditional and modern cities.

SPATIAL QUALITIES WHICH CONSTITUTE 'PLACE' (These qualities were described in the second chapter of the thesis)	SHOPPING SPACES OF TRADITIONAL SETTLEMENTS IN ANATOLIA	SHOPPING SPACES OF CONTEMPORARY SETTLEMENTS IN ANATOLIA
Mixed use	Production and selling place of the goods are realised at the same space, or these are adjacent spaces. Places of each craft group are different, and consequently, places for selling various goods are different.	Differentiated conditions along with industrial revolution and capitalism brought up the issue of gathering and selling of similar goods in distinct places. Shopping streets and arcades started to constitute along with the development of capitalism.
Proximity, centralisation, and enclosure Urban fabric-social structure unity	They locate almost in the central part of the city (urban core) and they are formed in close relation with other commercial activities.	Generally, it is completely isolated from traditional shopping spaces of the city. This isolation is clear in both site selection and spatial understanding.
Figure-ground (relationship) equilibrium Formal variation Hierarchical order	Shopping spaces in urban core (bazaar, arasta, bedesten, covered bazaar, and han) are formed side by side in order to constitute scaled, defined, and successively related outdoor spaces.	Relationship between indoor and outdoor spaces is minimised. Products that will be sold and their display are put in foreground in order to provide commercial success to the shopping centre. For this reason, it is required that users' attention should be concentrated merely on shopping Mass of contemporary shopping centre is introverted, and its mass does not assist emergence of positive urban space.
Formal variation Legibility Serial vision	There are angular and directional variations in spatial organisation with regard to environmental conditions such as climate and topography.	Main determinant on spatial organisation of shopping centre is possibility of being visited by large number shoppers as much as possible. Thus, the centre is located outside the city centre, but in easily reachable areas by automobiles and public transport. Rather than environmental conditions, some other features are dominant inside of the building such as circulation continuity of users; symbols, signs and other methods used in order to locate users' themselves in the colossal scaled building, and architectural precautions, which related both to material selection and spatial organisation, taken in order for shops to be easily perceived by users.
Scale	Human scale is kept in the formation of buildings.	Human scale is not effective in formation of building mass. Even though inner space of the building is not perceived in accordance with human scale, building components such as shop windows are at human scale.
Legibility	Rather than a single colossal effect in the buildings, a sense of multiplicity by which components sustain their individual entities exists. A differentiation, yet, a unity and variation arising from the ensemble of diversities is mentionable.	As a building mass, contemporary shopping centre has a monumental effect. A 'similarity' stemming from contiguous arrangement of units, yet a resulting 'monotony', exists.

3.2.4 Present Situation of Shopping Centres in Turkey

In this section, spatial relationships between traditional and present shopping spaces in Turkey will be determined. Selected examples are the major shopping centres in the metropolitan cities of our country such as Istanbul, Ankara, Izmir, and Bursa (see Table 6).

Selected buildings will be analysed as various case studies. Meanwhile, the qualities that are equivalents of spatial qualities that constitute ‘place’, as defined in the second chapter, will be searched in these buildings. These qualities are shown in Table 7 as spatial qualities that constitute ‘place’ and spatial qualities of ‘traditional shopping spaces’ in Anatolian cities. These qualities were derived from historical development of shopping spaces of Anatolian city in the era until the industrial revolution, as studied in the previous section. These qualities, meanwhile, are compatible with spatial characteristics that are defined in connection with the concept of ‘place’ within critical theories in post-modern era, which were also studied in the second chapter of the thesis.

3.2.4.1 Comparison of Traditional Urban Attributes with Contemporary Shopping Centre Features in Turkey

In this section, morphological features of contemporary shopping centres will be studied. In this context, spatial organisation of these buildings will be compared with traditional shopping spaces of Anatolian city from the morphological viewpoint. In evaluation section, which is at the end of this chapter, the relationships between traditional and contemporary shopping spaces will be comparatively analysed in reference to selected Western and Anatolian shopping centres.

3.2.4.1.1 Case Studies

Comparison of spatial organisation of selected buildings and that of shopping spaces in traditional city will be made in accordance with the qualities in Table 7. In the first column of the table, there are spatial qualities that constitute ‘place’ as defined in the second chapter of the study. Spatial qualities of ‘traditional shopping spaces’ in Anatolian cities were defined in the second column of the table. Later, these qualities were developed into a useful series of spatial characteristics in order to compare

traditional and contemporary shopping spaces, and to answer whether these qualities are provided in contemporary shopping centres.

Places described as ‘outdoor spaces’ in the table are equivalent to customer circulation areas in shopping centres.

Table 6 Shopping centres that will be investigated

1. Akmerkez (Istanbul) (Figure 3.59)
2. Capitol (Istanbul) (Figure 3.60)
3. Galleria (Istanbul) (Figure 3.61)
4. Carousel (Bakırköy-Istanbul) (Figure 3.62)
5. Carousel (Beylikdüzü-Istanbul) (Figure 3.63)
6. Atrium (Istanbul) (Figure 3.64)
7. Asmerkez (Bursa) (Figure 3.65)
8. Zafer Plaza (Bursa) (Figure 3.66)
9. EGS Park (Mavişehir-İzmir) (Figure 3.67)
10. Kipa (Çiğli-İzmir) (Figure 3.68)
11. Palmiye (İzmir) (Figure 3.69)
12. Karum (Ankara) (Figure 3.70)

Table 7 Spatial relationships between ‘place’ and ‘shopping places with social attributes’ in Anatolian cities

SPATIAL QUALITIES WHICH CONSTITUTE ‘PLACE’ (These qualities were described in the second chapter of the thesis)	SPATIAL QUALITIES OF ‘TRADITIONAL SHOPPING PLACE’ IN THE CITIES IN ANATOLIA (These are common principles of ‘shopping places with social attributes’. They are derived from the study of historical evolution of shopping spaces in the cities in Anatolia)
Serial vision	Provision/absence of organic street layout in circulation areas
Mixed use	Provision/absence of single-use in shopping building
Figure-ground (relationship) equilibrium	Provision/absence of defined public spaces (squares or courtyards) in shopping space
Proximity, centralisation, and enclosure	
Urban fabric-social structure unity	Introverted/extraverted structure of shopping
Formal variation	Complex and piecemeal/simple and complete geometrical order in shopping space
	Diverse/monotonous angles and directions
	Provision/absence of scaled, defined and successive outdoor spaces
	Provision/absence of spatial hierarchy and proportional order
	Implementation of multiplicity/ monumentality effect in the shaping of space
	Free and organic forms/strict and regular forms
Legibility	Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space
	Provision/absence of formal unity and variation emerging from the ensemble of diversity

1. Akmerkez (Istanbul)

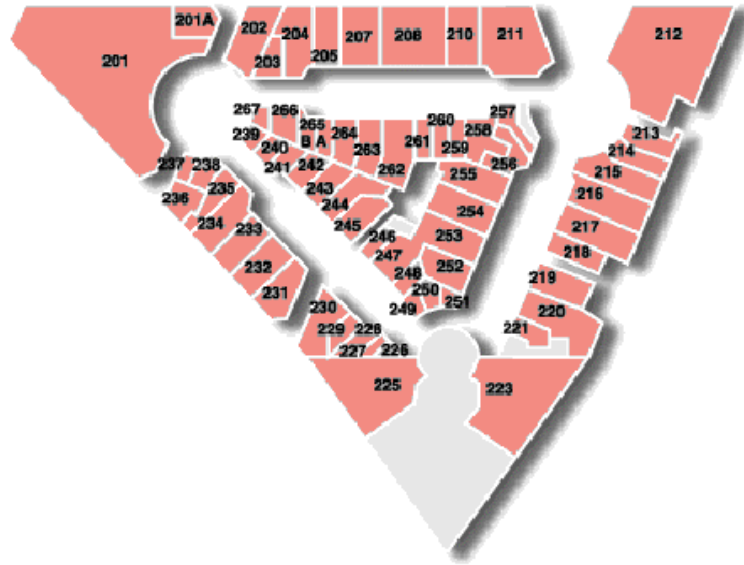


Figure 3.59 Akmerkez, Ground floor plan.
(Source: <http://www.akmerkez.com.tr/enter.html>)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF AKMERKEZ SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares or courtyards) are provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	Diverse angles and directions are partially provided.
Provision/absence of scaled, defined and successive outdoor spaces	Scaled, defined and successive customer circulation area is provided.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are partially provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas multiplicity effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

2. Capitol (Istanbul)

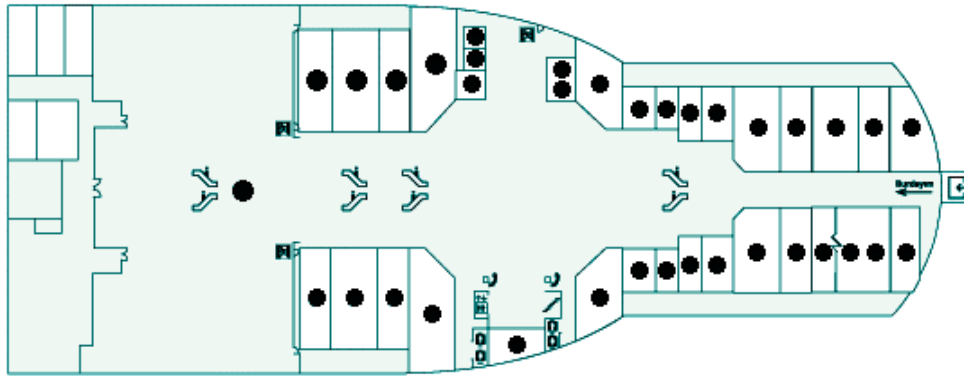


Figure 3.60 Capitol, Ground floor plan.
(Source: http://www.capitol.com.tr/kat_planlari.asp)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF CAPITOL SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares or courtyards) are absent.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	Diverse angles and directions are absent.
Provision/absence of scaled, defined and successive outdoor spaces	Scaled, defined and successive customer circulation area is absent.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are absent.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

3. Galleria (Istanbul)

Alışveriş Merkezi zemin kat planı

1. Çok kullu mağaza, 2. Galeri, 3. Arcaden, 4. Duikainlar, 5. Eğlence merkezi, 6. Servis girişleri, 7. Otopark

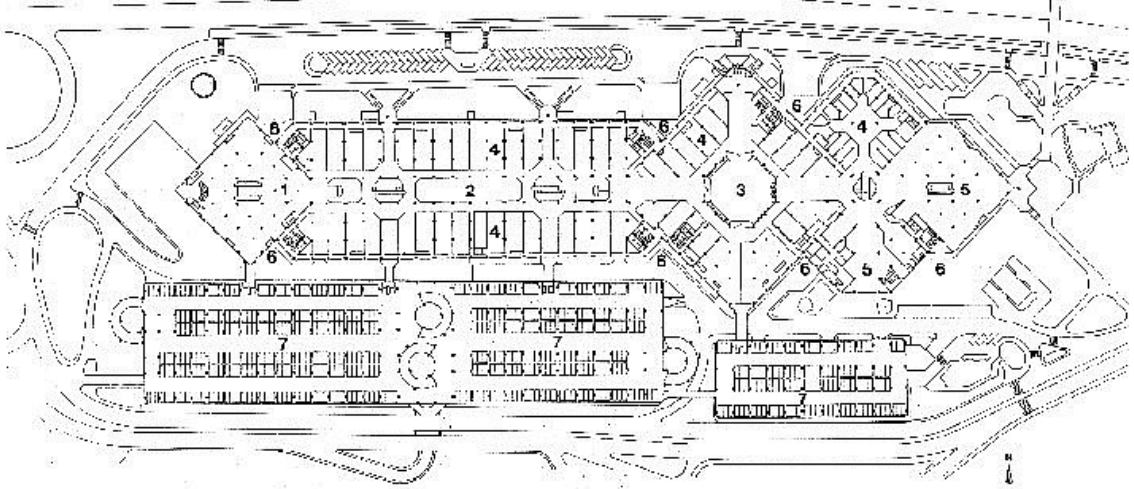


Figure 3.61 Galleria, Ground floor plan.

(Source: İş-Alışveriş Merkezleri, Yapı'dan Seçmeler-3, YEM Yayınları, Mart 1994, p. 138)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF GALLERIA SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares or courtyards) are provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is complete yet partially complex.
Diverse/monotonous angles and directions	Diverse angles and directions are partially provided.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is partially scaled, defined and successive.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas partial multiplicity effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

4. Carousel (Bakırköy-İstanbul)

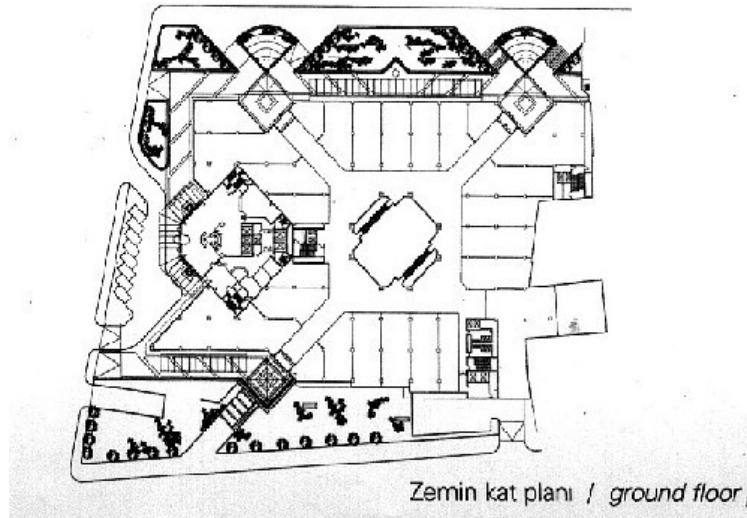


Figure 3.62 Carousel, Ground floor plan.
(Source: Domus-m, Ekim-Kasım 1999, p.118)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF CAROUSEL SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	A quite defined public space (square) is provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	Diverse angles and directions are provided.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is partially scaled and defined.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas partial totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

5. Carousel (Beylikdüzü - Istanbul)

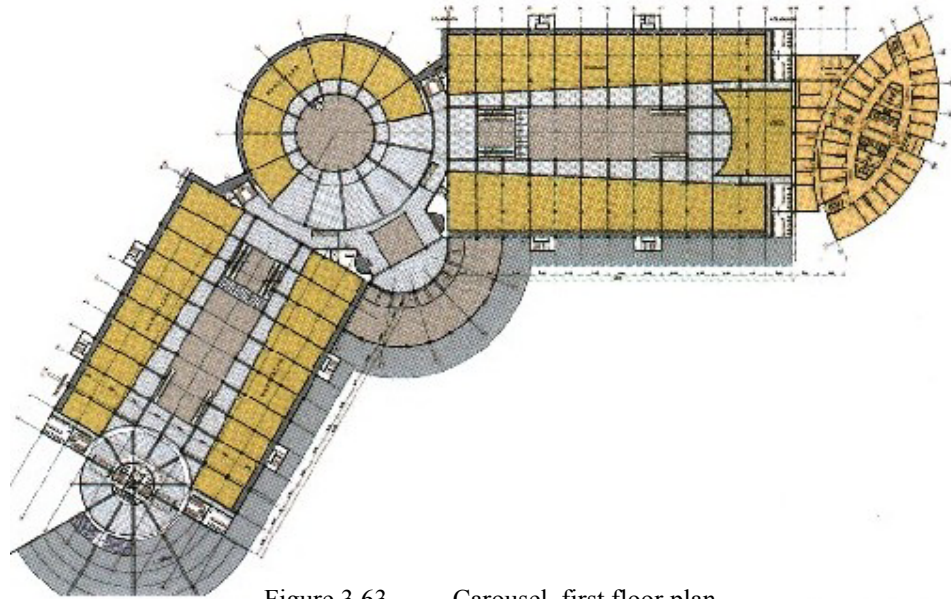


Figure 3.63 Carousel, first floor plan.
(Source: Domus-m, Ekim-Kasım 1999, p.121)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF CAROUSEL SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares or courtyards) are provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is partially piecemeal and complexity is at medium level.
Diverse/monotonous angles and directions	There are no diverse angles but directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is partially scaled and defined.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas partial totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

6. Atrium (Istanbul)

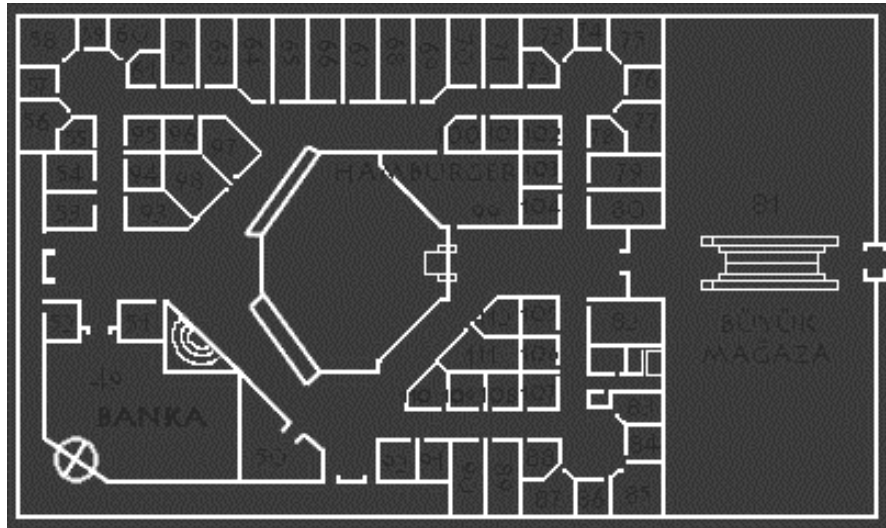


Figure 3.64 Atrium, ground floor plan.
(Source: <http://www.atrrium.com.tr/ZeminKat.htm>)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF ATRIUM SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares) are provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is partially complex and piecemeal.
Diverse/monotonous angles and directions	There are diverse angles and directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is scaled and defined.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas partial multiplicity effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

7. Asmerkez (Bursa)

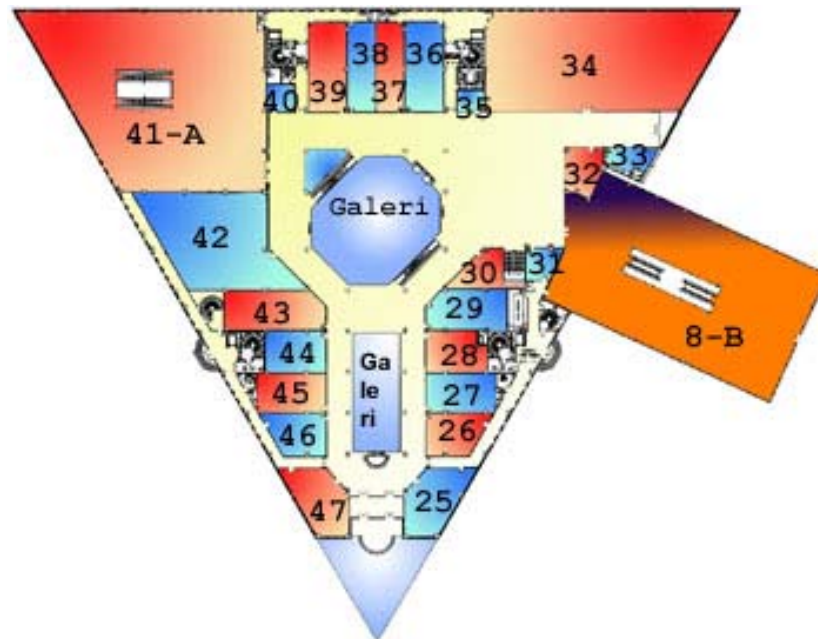


Figure 3.65 Asmerkez, ground floor plan.
(Source: <http://www.asmerkez.com.tr/where.html>)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF ASMERKEZ SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares) are provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	There are not diverse angles and directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is scaled and partially defined.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are absent.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

8. Zafer Plaza (Bursa)

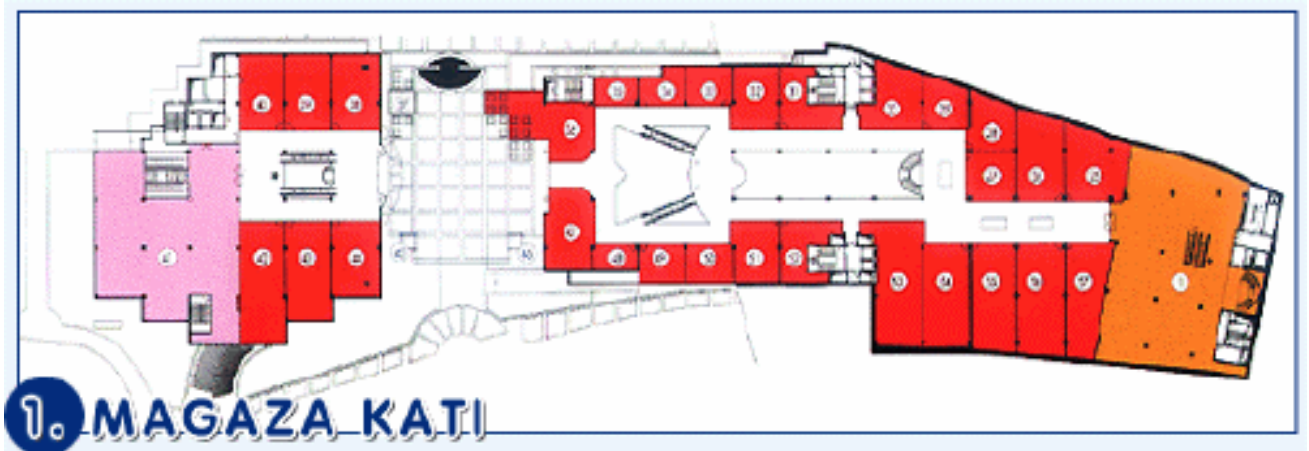
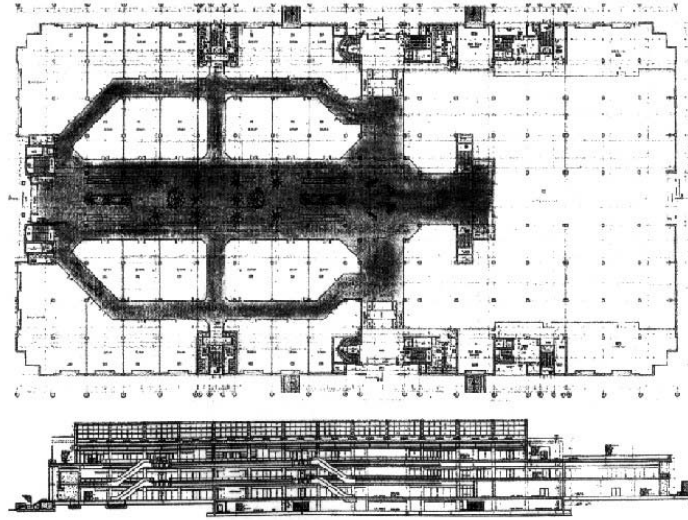


Figure 3.66 Zafer Plaza, ground floor plan.
(Source: Domus-m, Ekim-Kasım 1999, p.126)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF ZAFER PLAZA SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	Defined public spaces (squares and courtyards) are provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is partially complex and piecemeal.
Diverse/monotonous angles and directions	There are not diverse angles and directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is partially scaled and defined.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are absent.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas partial totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

9. EGS Park (Mavişehir-İzmir)

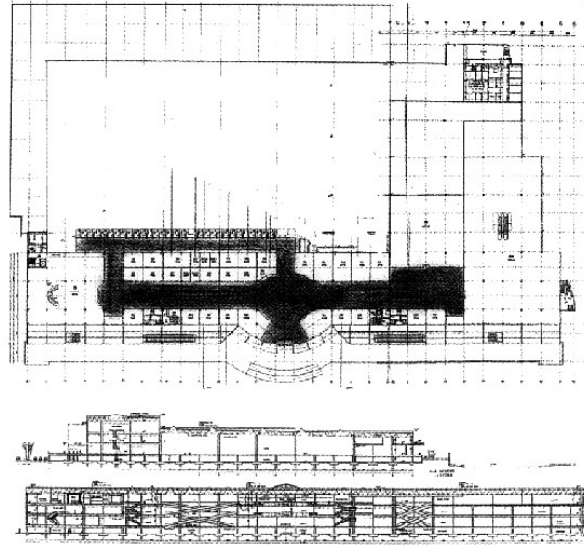


EGS Park, Kat planları ve kesitleri

Figure 3.67 EGS Park Mavişehir, ground floor plan.
(Source: Ege Mimarlık, 2001-4/2002-1, no:40-41, p.44)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF EGS PARK MAVİŞEHİR SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	A defined public space (square) is provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	There are not diverse angles and directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is defined but not scaled.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are absent.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas partial totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is partially provided.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

10. Kipa (Çiğli-İzmir)



Kipa. Kat planları ve kesitleri

Figure 3.68 Kipa, ground floor plan.
(Source: Ege Mimarlık, 2001-4/2002-1, no:40-41, p.43)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF KIPA (CIGLI) SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	A defined public space (square) is provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	There are not diverse angles and directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is defined but not scaled.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are absent.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas totality effect in the interior spaces of the building are implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

11. Palmiye (İzmir)

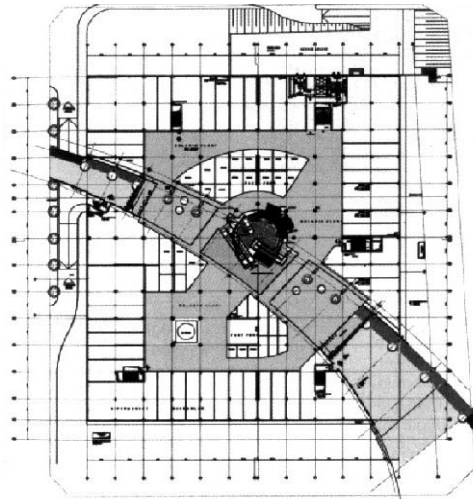


Figure 3.69 Palmiye, ground floor plan.
(Source: Ege Mimarlık, 2001-4/2002-1, no:40-41, p.55)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF PALMIYE SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is partially united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	A defined public space (square) is provided but the square is fragmented through various elements.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is simple and complete.
Diverse/monotonous angles and directions	There are diverse angles and directions, but they are not sufficiently emphasised
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is the fragmented square itself, and that is defined and scaled.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are partially provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior, whereas totality effect in the interior spaces of the building are implemented. Aimed multiplicity effect is not provided.
Free and organic forms/strict and regular forms	The building mass is strict and regular. This strict order is intended to be broken with a dynamic and curvilinear circulation element. But its contribution to the intended effect of urban fabric is at low level.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

12. Karum (Ankara)

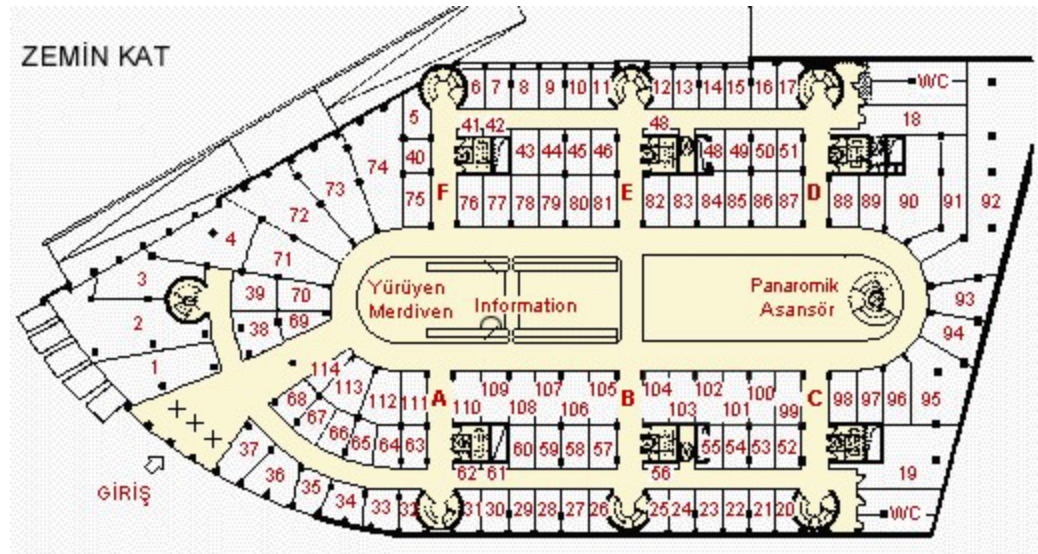


Figure 3.70 Karum, Ground floor plan.
(Source: İş-Alışveriş Merkezleri, Yapı'dan Seçmeler-3, YEM Yayınları, Mart 1994, p. 103)

SPATIAL QUALITIES OF 'TRADITIONAL SHOPPING PLACE' IN THE CITIES IN ANATOLIA	SPATIAL QUALITIES OF KARUM SHOPPING CENTRE
Provision/absence of organic street layout in circulation areas	Organic street layout in circulation areas is absent.
Provision/absence of single-use in shopping building	The building itself has mixed-uses. Shopping is not united with various functions.
Provision/absence of defined public spaces (squares or courtyards) in shopping space	A defined public space (square) is provided.
Introverted/extraverted structure of shopping	Shopping space is introverted.
Complex and piecemeal/simple and complete geometrical order in shopping space	Geometrical order of shopping space is partially complex and piecemeal.
Diverse/monotonous angles and directions	There are not diverse angles and directions.
Provision/absence of scaled, defined and successive outdoor spaces	Customer circulation area is defined but not scaled.
Provision/absence of spatial hierarchy and proportional order	Spatial hierarchy and proportional order are partially provided.
Implementation of multiplicity/ monumentality effect in the shaping of space	Monumentality effect on the exterior and interior spaces of the building is implemented.
Free and organic forms/strict and regular forms	Forms are strict and regular.
Provision/absence of assistance of natural factors (climate and topography) to the legibility of the space	Assistance of natural factors to the legibility of the space is absent.
Provision/absence of formal unity and variation emerging from the ensemble of diversity	Formal unity and variation emerging from the ensemble of diversity are absent.

3.2.4.1.2 Evaluation

The approach developed in section 3.2.4.1, in the form of Table 7 given in page 112, is applied on the selected shopping centres in Turkey. The common features and general tendencies emerging throughout this analysis are determined in this section. It seems that the analysis reinforces the hypothesis that current shopping centres do not support social interactions among the members of community although shopping centres tend to replace the public realm of traditional settlements. It is also seen that the major reason behind this state of contemporary shopping spaces is the absence of formal variety and their morphological attributes which would enable functional diversity, user density, and thus, social interactions within community. The formal attributes are formulated in this chapter (in section 3.2.4.1) in accordance with design theories studied in the second chapter. These are the association between spatial characteristics of shopping spaces such as serial vision, mixed use, figure-ground (relationship) equilibrium, proximity, centralisation, and enclosure, urban fabric-social structure unity, formal variation and legibility, with those of urban fabric. As a result of the investigation of contemporary shopping centres in Turkey with the assistance of spatial characteristics mentioned in the above, following results can be obtained.

1) Generally, spatial characteristics that are not compatible with urban fabric are seen. Consequently, it can be supposed that contemporary shopping space is independently formed from the social structure. Only one exception of this formation is the existence of introverted spatial structure in almost all buildings and resemblance of shopping space to traditional urban structure. Introverted form of the shopping spaces coincides to introverted nature of social structure in traditional Anatolian city.

2) When these examples are evaluated from the functional viewpoint, it can be said that contemporary shopping centres are usually compatible with bedesten. Both of them are single-use buildings. When contemporary shopping centre is handled as a transformation, it resembles to urban space. Two factors make the perception of space as a genuine 'place' difficult in all the investigated buildings. These are, first, constitution of shopping spaces in a manner that spaces for shopping are not located together with spaces for various functions. Second, they are not formed to accentuate the variation and unity of urban space.

3) In all investigated buildings the following features can be observed.

a) Assistance of natural factors, which were the significant determinants for the formation of traditional urban space, to the legibility of the space is absent, and most of these buildings are merely closed boxes, that are totally closed to outdoor space.

b) Formal unity and variation emerging from the ensemble of diversity, which used to be amongst the main characteristics of traditional urban space, are absent. There is a 'similarity' emerging from arrangement of similar units together, but a 'monotony' that emerges from this similarity in spatial organisation. Absence of complex and piecemeal shapes and diverse angles and directions further contribute to this monotony. In addition, the dominance of strictly organised, monolithic, and monumental forms is observed in most of these buildings. In only few of the examples, tendency of fragmentation, which is intended to be transmitted from traditional fabric, can be deciphered. But this tendency, which seems insufficiently emphasised, does not have required qualities for these places to be conceived as parts of traditional settlement, and thus, as 'places'.

When the contemporary shopping centres, which are selected from the Western countries and those of selected from Turkey, are comparatively investigated, significant differences in the context of urban fabric-shopping space relationships can be seen.

As a result of the investigation of selected shopping centres in the West, it is observed that the features of urban fabric in traditional settlements are transmitted into these shopping centres to a great extent. This transmission concentrates on the points of figure-ground equilibrium, similarity of geometry, and existence and planar distribution of nodes that helps legibility of space. Even if these similarities are favourable endeavours for reflection of the features in traditional urban fabric in contemporary shopping spaces and for the constitution of 'shopping places with social attributes', they cannot replace 'the unity of urban fabric-social structure' in which cultural memory is moulded because they are broken from traditional fabric of the city and they prepare an artificial context that urban fabric is internalised in buildings built at once.

As a result of the investigation of selected shopping centres in Turkey, on the other hand, it is observed that there is a formation, in these shopping centres, similar to traditional shopping spaces (bedesten and arasta) at the scale of single buildings, yet totally independent from them at the scale of urban fabric. The transmission at the scale of individual building concentrates on the issues of bedesten and arasta having simple and total geometries, like square or rectangle, which cannot integrate with urban tissue.

In Western shopping centres that is a building type in which an urban segment is intended to be recreated, the characteristics regarding to pre-industrial urban fabric are transmitted to a great extent, and reorganisation of these spatial relationships are aimed. However, shopping centres in Turkey have morphological characteristics, which address commercial aspects of shopping rather than referring to spatial characteristics of traditional urban fabric. Thus, neither ‘shopping places with social attributes’ can be established nor ‘the unity of urban fabric-social structure’ is emphasised in these buildings.

In the fourth chapter of this thesis, the characteristics that are identified, in this section, as transmitted from traditional city centre will be developed into a systematic evaluation approach.

Chapter 4

AN ALTERNATIVE APPROACH FOR EVALUATING URBAN-SPATIAL QUALITIES OF CONTEMPORARY SHOPPING SPACES

In this chapter, it is intended to establish a new approach for the evaluation of spatial characteristics of contemporary shopping centres. They can be considered as public spaces particularly from the viewpoint of their potential to create 'shopping places with social attributes'. In this approach, the characteristics of shopping centres that were established to be transmitted from shopping places in traditional settlements will be developed into a systematic method. A case study will be evaluated through this framework in the following chapter.

In this framework, primarily current urban design theories, as well as approaches for the evaluation of architectural space will be reviewed. These approaches will be exploited at the phase of formulating spatial characteristics transmitted from traditional settlements to shopping centres. Then, the results deduced from above-studied approaches will be matched spatial characteristics transmitted from shopping spaces in traditional settlements into our time towards a new method of evaluation.

Two types of space could be identified in the studies about space in architecture. The first among them is the interior space in which humankind performs various activities within clearly defined boundaries. The other is the exterior space, which is left outside the buildings and shaped with the physical definition of the exterior walls of buildings as well as other elements. In cities, exterior space, or in other words urban space are three-dimensional arrangements that accommodate various actions of citizens. The privacy level of urban spaces is reduced to lowest possible among various types of spaces. These spaces are open to the use of all individuals inhabiting in a city. These individuals actualise diverse activities as social beings in these places.

A decline in the use of public spaces and gradual deterioration of existing urban spaces initiate the process of transformation as discussed in the second chapter of this thesis. The major reasons for this are the diminution of pedestrian density in the streets and roads of contemporary city, and the limitation of the functions of streets into vehicular uses. Such transformation entails an embracement of urban-public spaces within buildings, and re-creation of urban areas within buildings at architectural scale. This urban transformation could be strikingly observed in contemporary shopping

centres that aim to create an environmentally controlled pedestrian environment enabling social interactions.

Therefore, in this study, common spatial qualities of shopping spaces in traditional settlements will be taken as evaluation criteria for the analysis of shopping centres from the viewpoint of spatial organisation. In order to establish these qualities, current urban design theories and approaches for the evaluation of architectural space will be reviewed. Along this way, a flow developing from larger scale to small, and from public to private space will be followed as can be explained in the below.

1) Ascertainment of the components brought together by the transformation of shopping units and buildings in urban spaces in traditional settlements as well as the organisation types of these components. The objective is to search for the traces of components, forming traditional urban core, such as paths, squares, landmarks, in contemporary shopping centres, and to set forth whether these are similarities between these traces and characteristics of the traditional city fabric.

2) Determining the evaluation criteria for architectural space and different approaches to the issue. The reason behind this endeavour is that a thorough scrutiny and a synthesis of former methods and approaches to analysis of building and spaces in order to develop an alternative analytical approach.

3) Investigation of design criteria for contemporary shopping centres. The reason is the formation of foundations required for matching the spatial characteristics of shopping centres with the evaluation criteria about urban and architectural space that were previously studied.

Thus, it is aimed to establish a new analysis approach towards an investigation about the spatial organisation of contemporary shopping centres. First, various approaches for the evaluations of both urban and architectural spaces are considered together. Second, they are matched with the spatial characteristics of traditional shopping spaces.

4.1 Major Theories on Urban Space Design

In this section, the characteristics about the spatial organisation of traditional urban structure will be analysed departing from the hypothesis about the transformation of traditional urban core within shopping centres. Primarily, essential elements of the traditional settlement will be defined. Then different methods and approaches developed

in architectural history for the evaluation of these spaces will be examined. In this scope, works of Moughtin (1992), Alexander (1977), Lynch (1960), Norberg-Schulz (1971), Trancik (1986) and Krier (1979, 1991) who theorised formal analysis approaches to urban space will be elucidated. Here, it is of utmost importance to establish common characteristics among these methods and approaches. Because how the criteria derived from these approaches would be transmitted to architectural space will be determined in the next section.

Various scholars put the approaches about the study of urban space forward in many guises. However, what constitutes the common ground of these theories is that urban space is usually conceived as three different but complementary components; *squares*, *streets*, and *buildings*. In this section, squares and streets, among them, will be deployed and the approaches put forth for the analysis of these components will be elucidated. The main reason to focus on these components is that ‘shopping places with social attributes’ can be realised in the latter component among the *solids* (buildings) and *voids* (squares, streets).

Moughtin, in ‘Urban Design; Street and Square’, asserts that a city is composed of squares, circulation elements (paths) and buildings (Moughtin 1992). According to him, when urban space is considered as three-dimensional elements, and building façades as their two-dimensional boundaries, urban space becomes ‘figure’ as a positive element and buildings become its ‘ground’. When similarly classifying urban space as positive or negative spaces, Alexander also suggests an analysis of figure-ground relationship in order to identify positive space (Alexander 1977, p.518-519). Analysis of figure-ground relationship constitutes the first phase for the formal classification of the relationships between the building masses and the surrounding voids. In almost all cities and regions, there is an order, a tissue model, that is to say, the chain of relationships between building masses the form the solids and enclosing open areas that form voids. For instance, Trancik classifies figure-ground relationships of urban spaces, from typological point of view, into six different groups as; grid, angular, curvilinear, radial-concentric, axial and organic (Figure 4.1). In almost every urban space, one or more of these categories may have existence at different scales and relationships. The theory of figure-ground, in that sense, plays a major part particularly from the viewpoint of urban-pattern analyses. This approach is particularly significant in order to identify urban-public spaces that are operative in the urban structure and to put forward their level of effectiveness in the formation of urban structure (Figure 4.2, Figure 4.3).

Today, it can be clearly seen that, urban areas are increasingly becoming much more introverted and traditional urban areas are progressively becoming architectural spaces that are totally isolated from exterior within buildings, which are built in a special way to address different purposes. Therefore, figure-ground analyses which are usually used to study urban space, is also remarkably helpful in understanding relationships pertaining to various spatial organisations within singular buildings. For this clear reason, figure-ground analysis could be a major device to be referred in establishing the similarities between contemporary shopping buildings and traditional shopping spaces.

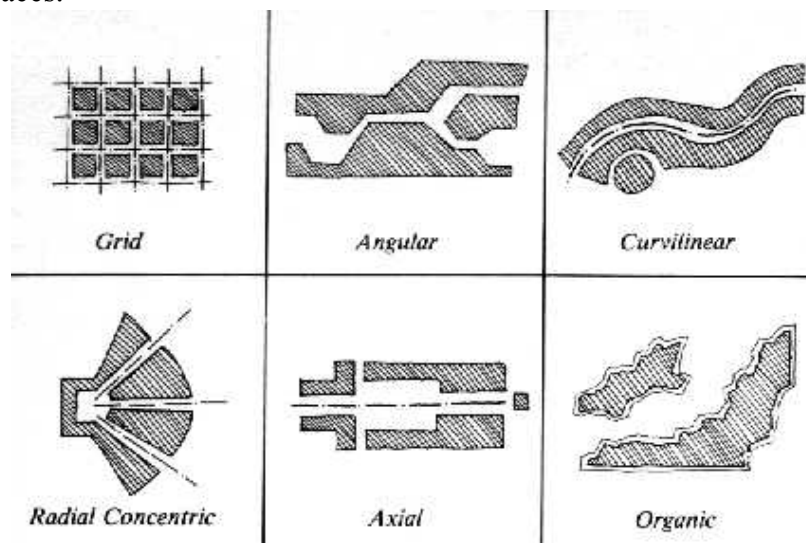


Figure 4.1 Six typological patterns of solids and voids.
 (Source: Trancik, R., Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.101)



Figure 4.2 Successful positive urban space. Piazza del Campo, Siena. Figure-ground plan.
 (Source: Trancik, R.; Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.63)



Figure 4.3 Map of Rome 1748, Giambattista Nolli.
(Source: Trancik, R., Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.99)

Lynch, in his 'The Image of the City' of 1960, defines the legibility of a city and its components, which help one to orient within it as paths, edges, districts, nodes and landmarks (Figure 4.4) (Lynch 1960).

It is plausible to observe Lynch's criteria, also in the types of buildings which accommodate public spaces within themselves. Seen in this context, the existence of *paths* and *nodes* in contemporary shopping centres gains utmost significance. The major reason behind such significance given to this couple is that paths and nodes are the primary components to connect particularly the voids in urban fabric, from the perspective of 'shopping places with social attributes'. For example, paths comprise the circulation network, which connect different functional zones in cities and provide continuity through serial vision. Horizontal and vertical circulation elements, which provide movement within a building which is shaped in strong resemblance to city, considerably contribute to the spatial organisation, influence the quality of design and corresponds to the components named as paths by Lynch. Nodes, which constitute the other urban component, are strategic areas from the viewpoint of 'urban legibility'. Generally, the places where several paths join together can be regarded as nodes. They usually have the qualities of focal and combining qualities, and have the attributes to inform users about their orientation within cities. Again, it is also possible to see the components, named nodes, within buildings in which social spaces are accommodated, such as shopping centres. In that case, another method of analysis that will be used in this chapter should be Lynch's 'organisation of paths' and the 'distribution of nodes'.

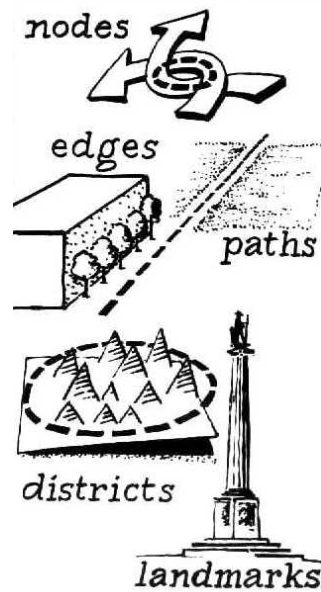


Figure 4.4 Diagrams of the spatial elements of the city.
 (Source: Lynch, K., *The Image of the City*, The Image of the City, MIT Press, Cambridge, 1960.)

Norberg-Schulz, in ‘Existence, Space and Architecture’, puts forward the components of existential and architectural spaces with frequent references to Lynch (Norberg-Schulz 1971). According to Norberg-Schulz, primary components which provide orientation within existential space are; *centre* and *place*, *direction* and *path*, and *area* and *domain*. Here, centre and place is a general area where members of the society gather and have public attributes. Qualities such as proximity, centralisation and closure are required for the development of the concepts of *centre* and *place*. These concepts in relation to the existence of districts, paths and nodes in urban space are essential components required in the existential space of an individual.

According to Norberg-Schulz, proximity, centralisation and closure usually exist in most of the urban spatial organisations. These qualities correspond to the concept of *cluster*, *row* and *enclosure* respectively. Nevertheless, contemporary city, today, has become throughout the ages so complicated that these concepts are no longer capable of explaining the city. Thus, Norberg-Schulz asserts that *district*, *street* and *square*, which can comply with these concepts, could be assumed as essential components of a city. At this point, according to Norberg-Schulz, the characteristics, which an urban space should have, are regarded as *domain texture*, *path continuity*, and *enclosure of square*. Today, therefore, criteria of *proximity*, *centralisation* and *enclosure* put forth by Norberg-Schulz for urban space can be used as the components of the analysis approach

that will be developed, in this chapter, for spatial analysis of shopping centres as an exemplary type of the ‘internalisation’ of contemporary city within buildings.

Trancik, in ‘Finding Lost Space’, gives an account of three different approaches to the evaluation of urban space (Trancik 1986, p.97). These are *Figure-Ground Theory*, *Linkage Theory* and *Place Theory* (Figure 4.5). These three approaches are significant because of the possibilities they unfold for both the analysis and design of urban space.

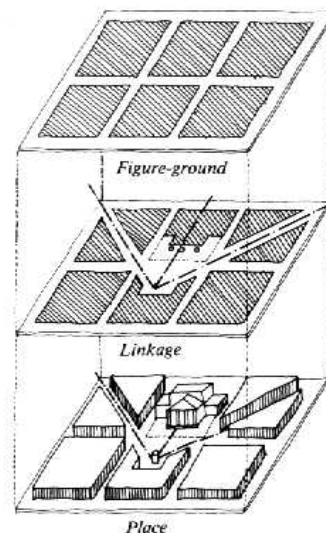


Figure 4.5 Trancik's Diagram of urban space theories.
(Source: Trancik, R., Finding Lost Space, Van Nostrand Reinhold, New York, 1986, p.98)

That figure-ground analysis is among the methods that will be utilised in this study was previously stated in the section in which theories of Moughtin and Alexander on figure-ground relations were examined.

Linkage theory, moreover, is based on the scrutiny of streets-roads, pedestrian paths and other open areas that connect different districts in an urban area. It has been a frequently referred approach as a design inclination during 1960s. In that regard, the systems of circulation and relationships become a criterion of arrangement in the organisation and design of spaces and sub-regions that exhibit different characteristics within an urban space. In this theory, one could speak of a circulation diagram rather than spatial diagram in figure-ground theory. Trancik explains the system of relationships in an urban space on the basis of Fumihiko Maki's classification of spatial relation types (Figure 4.6). According to this categorisation, there are three types of linkage schemes in an urban space; *compositional form*, *mega form*, and *group form*. Linkage theory can also take place as an analytical approach in the method of spatial

analysis to be developed in this chapter in order to be able to investigate spatial relationships and organisation schemes in the customer circulation areas (malls).

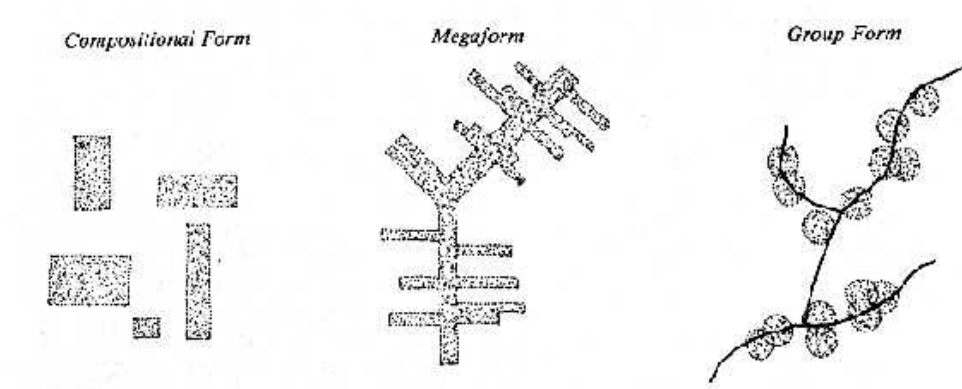


Figure 4.6 Three types of spatial linkage. Fumihiko Maki.
(Source: Trancik, R., *Finding Lost Space*, Van Nostrand Reinhold, New York, 1986, p.107)

Krier, in 'Urban Space' of 1979 classifies squares, which is an essential urban component. In his classification, rules of geometrical formation are determining factors rather than historical development patterns. While some of the spaces analysed by Krier are the squares that have existed in history, the others are his own designs for squares to be designed in the future. In the first phase of his classification squares are categorised into three groups according to their geometric forms. These are square, triangle and circle. In the next stage, each of these groups are further divided into groups as; regular and irregular. In the following phase, each group is subdivided into groups according to the dimensions, angles, positions of buildings and objects within, and types of functions. Thus, numerous types of squares could be deduced (Figure 4.7). When the spatial order established in contemporary shopping centres is analysed, one cannot fail to notice that there are gathering spaces quite similar to those in the town squares within these buildings. Therefore, another method or device of analysis to be used in this chapter is Krier's geometric classification.

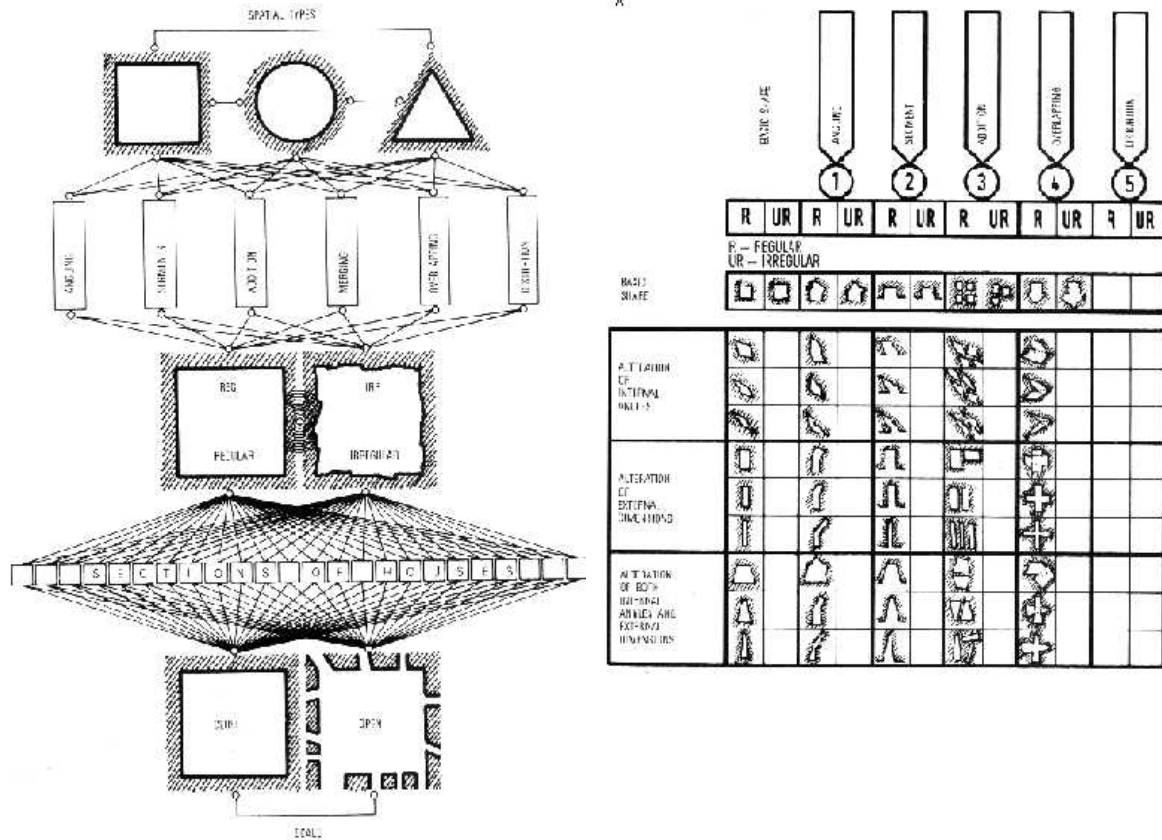


Figure 4.7 Krier's Typological Analysis of Urban Spaces.
 (Source: Krier, R.; Urban Space, Academy Editions, Fifth impression, London 1991, p.29-23.)

Consequently, urban design theories, which are included in the approach to be developed to determine the spatial features of contemporary shopping centres, are listed below:

- 1) Figure-ground analysis (Moughtin, Alexander, Trancik)
- 2) Organisation of paths and distribution of nodes (Lynch)
- 3) Proximity, centralisation, enclosure (Norberg-Schulz)
- 4) Linkage theory (Trancik)
- 5) Geometric classification (Krier)

4.2 Major Theories on Architectural Space Design

While the one aspect of the spatial transformation process, as discussed above, can be explained with theories regarding the organisation of urban space, the other aspect of the very same transformation, which constitutes the problem area of this thesis, can be explained through theories, which analyse architectural space. Therefore,

the works of Ching, Krier, and Clark&Pause, which theorise basic formal analysis approaches in architecture, will be reviewed.

At this stage, the relations between the approaches for the analyses of urban structure, as studied in the previous section, and those for the analyses of architectural space will be investigated. In the next stage, which of these approaches, and to what extent, is reflected to contemporary shopping space will be elucidated.

The first among these works is ‘Architecture; Form, Space and Order’ (Ching 1996) by Francis D. K. Ching. He tackles the issue of how components of form and space are brought together.

Ching, starts with the scrutiny of basic elements such as; points, lines, planes, and volumes which constitute the space. The concepts of two-dimensional surface, and three-dimensional mass and volume are tackled. In the next stage, *spatial combinatory relationships* of the spaces defined with vertical and horizontal delimitations are elucidated. These are; space within space, interlocking spaces, adjacent spaces and spaces connected with another space (Figure 4.8). *Spatial organisation types* are; central, linear, radial, cluster and grid organisations (Figure 4.9, Figure 4.10, Figure 4.11).



Figure 4.8 Ching's Spatial Organisation Types I.
(Source: Ching, F. D. K.; Architecture: Form, Space and Order., Van Nostrand Reinhold, New York, 1996, p. 179)

In the approach to be developed in this chapter for the analysis of contemporary shopping centres, Ching's *spatial combinatory relationships* and *spatial organisation types* take place as essential components of the approach.



Figure 4.9 Ching's Spatial Organisation Types II.
 (Source: Ching, F. D. K.; Architecture: Form, Space and Order., Van Nostrand Reinhold, New York, 1996, p.189)

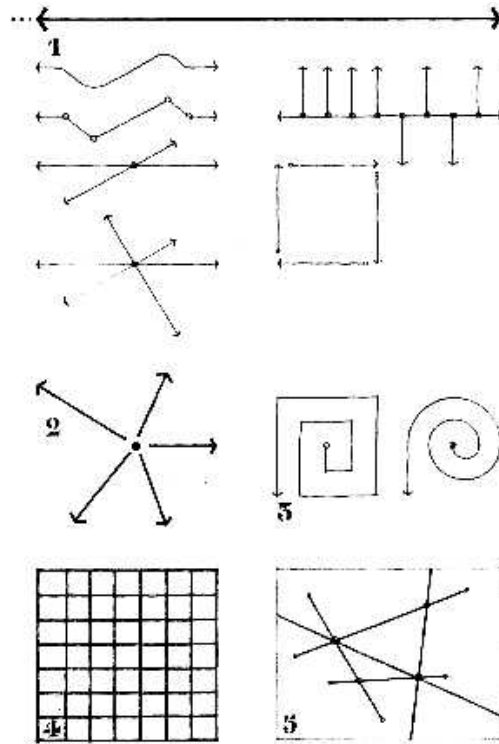


Figure 4.10 Ching's Configuration of the path scheme.
 (Source: Ching, F. D. K.; Architecture: Form, Space and Order., Van Nostrand Reinhold, New York, 1996, p.253)

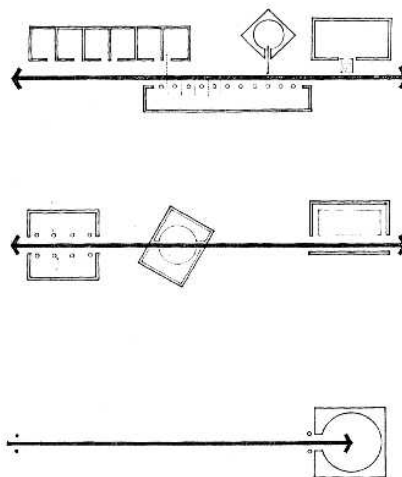


Figure 4.11 Ching's path-space relationships scheme
 (Source: Ching, F. D. K.; Architecture: Form, Space and Order, Van Nostrand Reinhold, New York, 1996, p.264)

Krier, in 'Architectural Composition' (Krier 1991) aims to define the elements that make the architectural form and to put forward the compositional set of rules that

determine the combination of these elements. Krier, in this work, quite similarly to Ching's approach, states that the characteristics such as axis, symmetry, hierarchy by size; by shape; by placement, rhythm, datum and transformation are the compositional rules in architecture.

Axes, spatial hierarchy and rhythm among the rules of composition as put forth by Krier, will also be used as the other components of the alternative analysis approach to be established in this study. The primary reason behind their selection is the fact that they are the determining qualities in the spatial organisation of contemporary shopping centres. *Axial arrangement* signifies orientation, and correct orientation is of ultimate importance in order to provide circulation continuity in shopping centre. *Spatial hierarchy* is influential in establishing the relations both between the components of shopping centre (shopping units and circulation areas), and with the spatial configuration of the city from the viewpoint of size, form and location. *Rhythm* helps to apprehend the association between the rhythmic qualities of the units of shopping centres and those of traditional urban space.

In the method of analysis suggested by Clark and Pause (1985), in 'Precedents in Architecture', it is emphasised that characteristics regarding architectural form and space are examined rather than social, political, economic and technical aspects of architecture. It is intended to investigate and interpret the end product during the analysis of spatial formation process.

The criteria used in the analysis of Clark and Pause are determined as; structure, the way natural light is received, massing, relationships of plan to section, circulation to use space, relationship of unit to whole, relationship of repetitive to unique, symmetry and balance, geometry, additive and subtractive, hierarchy (Figure 4.12).

Circulation scheme, geometry and hierarchy among the criteria, which Clark and Pause uses, are considered as concepts associated with 'place' since they coincide with theories discussed above, and also selected as the components of the alternative analysis approach.

much more classified. Thus, the type has become a building in which functions of traditional urban core is re-organised and urban space is simulated with its formal attributes (Figure 4.13). While contemporary shopping centre appears as a transformed form of urban centre, it is a contemporary urban space, which leads the transformation of the characteristics of above-named urban components into those of interior spaces.



Figure 4.13 Town Center of Cobb
(Source: Rathbun, R. D., Shopping Centers and Malls, Book-2, Retail Reporting Corporation, 1988, p.79)

One of the most salient issues in the design of shopping centre undoubtedly is the degree of its commercial success. Therefore, the potential of these buildings to attract the maximum number of customers is the most vital issue. Particularly when the recent developments are examined, one can be convinced that the endeavour to transfer the vitality and movement of the city centres into shopping centres is clearly a product of such a commercially oriented thinking. Shopping centre as an alternative city centre, commercial success, in fact, is always at the foreground while the centre offers its customers various functions of the city in a tranquil medium isolated from vehicular traffic, protected from winter cold and summer heat.

In order to achieve the recreation of an image of city centre in a shopping centre, various precautions are devised. The efforts to take daylight into these spaces as much as possible; the design of shop fronts almost exactly like the shop windows in traditional shopping streets of the city; and the choice of sound-reflective materials

rather than sound-absorbing ones simply for the simulation of the background noises of city centres are only few examples of this sort. The main reason behind all these endeavours is the need to be able to simulate the complexity of city centre in order for this building type to attract more people, through re-creation of the lighting, surface qualities, sounds and even odour of the city centre (Figure 4.14, Figure 4.15).



Figure 4.14 Chadstone Center

(Source: Alton, R. A., International Shopping Center Architecture, International Council of Shopping Centers, 1994, p. 178)



Figure 4.15 The Gallery at Harborplace

(Source: Rathbun, R. D., Shopping Centers and Malls, Book-2, Retail Reporting Corporation, 1988, p.15)

On the other hand, it is also notable that shopping centre schemes usually accommodate various types of the organisation of traditional shopping spaces of cities. That is to say, streets of the city are turned into customer circulation areas, while squares are transmitted as glass-covered atriums, and finally the buildings are transferred as department stores. During this transformation, various elements of the urban space are usually taken into the building without any major alteration; the only significant change is that this complex building has become a much more controlled public space (Eyüce 2000).

As known, different functions other than shopping yet still commercial and pertaining to city are accommodated within contemporary shopping centres. These functions transmitted from the city itself into the building are mostly designed in a manner, which they are not united with shopping spaces. The main reason for this is to supply the centre with more functions to attract mere customers and to keep them for longer periods of time within the building yet to organise this group of functions and spaces at different storeys or areas than shopping, simply because of concentrating customers' attention continuously on shopping. Meanwhile, a formation independent from time and space (i.e. removal of the sense of differentiation between day-night, summer-winter from space) may obviously impair the sense of 'social place' and leave merely the characteristics of 'shopping space', as discussed in Chapter 2. A spatial organisation independent from time and space may cause the building to create its own abstract time, and even to enforce this time onto its users. In that case, the image of the 'unity of social place-shopping place' that is intended to be re-created in shopping centres is unavoidably replaced with a commercialised organisation of social space.

As can be seen all over the globe, the most salient feature of the 'bazaar picturesque' is the human beings themselves, which move, make noise, shop, and exhibit (Figure 4.16). Therefore, the preservation of old bazaar so quality of being a space belonging mainly to humans is a crucial planning problem (Kuban 2001, p.84). In this context, the fact of 'internalisation of building' as well as the design problem and criteria associated with should be reviewed. For this reason, it would be convenient primarily to define the problem areas regarding the creation of 'place' in shopping centres, then to determine design criteria for shopping centres regarding the solution of these problems.



Figure 4.16 Galleria at Erieview

(Source: Rathbun, R. D., Shopping Centers and Malls, Book-2, Retail Reporting Corporation, 1988, p.93)

The first among these problem areas is the relationship of the gathering spaces that are designed to provide a context for social interactions to the definition and legibility of these spaces. The other problem area is the organisation of customer circulation areas within shopping centres. These problem areas will be defined below, and relevant design criteria will be elucidated.

4.3.1 The Problem of Definition and Legibility of Interior Space in Shopping Centres

In order to create an image of a city segment in shopping centres to accentuate its qualities of 'place', one or more gathering spaces in the building are required depending on the size of the shopping centre (Figure 4.17). Covering their roof with transparent elements and providing the reception of daylight into the space enhance the perception of these spaces as a part of the city. From the other hand, these spaces should be well defined. The definition of space helps the legibility of the interior space of shopping centre. Thus, the first among the problems regarding the creation of 'place' in shopping centres is the definition, thus legibility of space.

Design criteria envisaged towards the solution of these problems are as follows:

- The design of these spaces as focuses for social activities, and as nodes, which would help the legibility of space.
- The organisation of the distribution of nodes within space in a manner to enhance the legibility of space.
- Enclose of these areas for social interactions with various architectural elements in order to further define them.
- Design of these spaces for various social purposes in a way that their geometric-spatial characteristics would be similar with those of the squares in traditional urban space.
- The establishment of the figure-ground equilibrium between shopping units and gathering spaces in accordance with that of traditional city so that the existence of social spaces within the building is enhanced.



Figure 4.17 Galleria at Erieview

(Source: Rathbun, R. D., Shopping Centers and Malls, Book-2, Retail Reporting Corporation, 1988, p.93)

4.3.2 The Problem of Organising Customer Circulation Areas

In order to reflect the tissue characteristics of shopping places in traditional settlements in shopping centres, and to emphasise the qualities of ‘place’, it is necessary to design customer circulation areas in a way to form an ensemble with the gathering

spaces. However, a non-optional, yet legible circulation system is envisaged in the design of such buildings. Therefore, provision of orientation, continuity and fluidity of circulation areas is a significant problem of spatial organisation related with the commercial success of shopping centres (Figure 4.18, Figure 4.19).



Figure 4.18 Parque Arauco

(Source: Alton, R. A., International Shopping Center Architecture, International Council of Shopping Centers, 1994, p. 161)

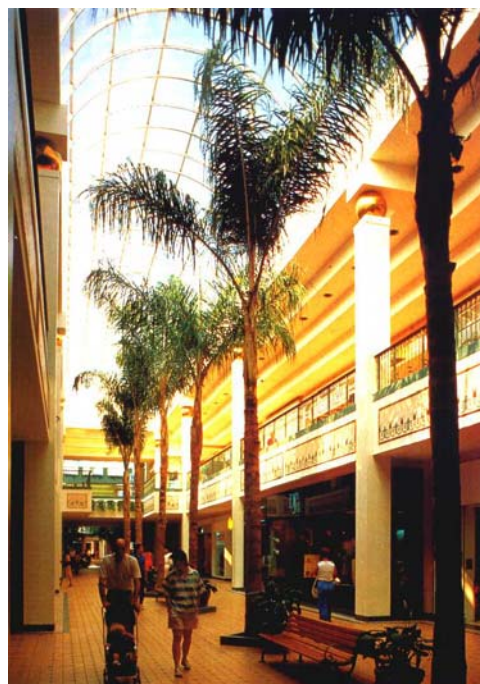


Figure 4.19 Town Center of Cobb

(Source: Rathbun, R. D., Shopping Centers and Malls, Book-2, Retail Reporting Corporation, 1988, p.80)

The design criteria suggested for the solution of those problems are:

- The organisation of customer circulation areas in shopping centres in a manner to make user stay longer within the building via a continuous circulation system, and yet design of these spaces in a form of an optional and multi-directional circulation system quite similar to that of traditional shopping centres, rather than a circulation route on one single direction with no option.
- The design of customer circulation areas in a length (100-125 m.) to provide users to wander around within a reasonable period of time yet without reducing the competitiveness of shop units among themselves. In the case of increasing their length, it should be interrupted with various means such as different social function, squares, and landscape arrangements etc. purely to maintain the required perception of length. Again, in the case of increasing the length, establishment of secondary circulation areas so that an optional circulation system can be achieved.
- Establishment of figure-ground equilibrium between shop units and circulation areas as in the traditional urban fabric, thus enhancement of social spaces within the building.
- Transmission of rhythmic characteristics of the spatial organisation in traditional urban space into contemporary shopping centres.
- Foundation of a hierarchical order between circulation areas and gathering spaces in a similar manner with that of traditional city.

Consequently, when common points of these criteria, which are tackled through two main titles, are systematised, the architectural evaluation approach below could be derived.

- 1) Creation of nodes to enhance social interactions and legibility,
- 2) Enclosure of social spaces,
- 3) Foundation of the geometric-spatial characteristics on the basis of typological input,
- 4) Establishment of figure-ground equilibrium
- 5) Provision of the continuity of customer circulation areas,
- 6) Provision of multi-dimensional and optional circulation system
- 7) Provision of the appropriate length for customer circulation areas,
- 8) Accentuation of rhythmic characteristics of spatial organisation
- 9) Establishment of hierarchical spatial order.

The relations of this approach (and its components) with the creation of ‘shopping places with social attributes’ in connection with previously studied architectural and urban design theories will be established in the following section that is section 4.4.

4.4 A New Approach for Spatial Analysis of Shopping Centres and Malls

In this section, an alternative evaluation approach for the analysis of contemporary shopping centres will be developed by matching of the spatial characteristics transmitted from traditional shopping spaces to contemporary ones, as derived at the end of the third chapter, with *urban-architectural* components derived from theories ranging from urban scale to shopping space. These urban and architectural components are given in Table 8. In this chart, the first column displays the qualities regarding the formation of ‘place’, as deduced from urban design theories reviewed in the previous phase. The second column shows how characteristics regarding ‘place’, as inferred from architectural theories are matched with urban design criteria in the first column.

Table 8 Relationship between Components of Urban and Architectural Design Theories to be used in the Analysis of Contemporary Shopping Centres

MAIN PRINCIPLES OF URBAN DESIGN THEORIES		MAIN PRINCIPLES OF ARCHITECTURAL DESIGN THEORIES
Figure-ground analysis	↔	Classification of spatial organisation types
Organisation of paths Linkage theory Continuity	↔	Axes Circulation scheme Rhythm
Distribution of nodes	↔	Classification of spatial combinatory relationships
Proximity	↔	Spatial Hierarchy
Enclosure	↔	Enclosure
Geometric classification method	↔	Geometry

When the characteristics of ‘shopping places with social attributes’ in shopping centres are considered with the theories matched in Table 8, the evaluation approach shown in Table 9 can be developed.

The major phases in the development of this evaluation approach are as follows:

- Determining the spatial qualities of ‘place’ (legibility, density, mixed-use, unity of social structure-urban fabric, serial vision, proximity, centralisation, enclosure, figure-ground equilibrium, formal diversity) as elucidated in Chapter 2.

- Matching these spatial characteristics with those pertaining to shopping spaces in both Western and Anatolian cities, and consequently, determining spatial characteristics which can be transmitted from traditional shopping spaces of Anatolian cities into contemporary shopping centres in Turkey.
- Interrelations of these spatial characteristics with urban and architectural design theories as well as the design criteria for shopping centres, as elucidated in Chapter 4, and developing an alternative approach both for evaluating shopping centres from the viewpoint of their potential of creating ‘shopping places with social attributes’, and for formulating how characteristics of shopping spaces in traditional Anatolian cities into contemporary shopping centres.

Table 9 Evaluation Criteria regarding to Formation of ‘Shopping Places with Social Attributes’

I. DEFINITION OF THE BOUNDARIES OF SHOPPING DISTRICT	Historical criterion	Identifying the region that was the shopping space of the traditional city centre	
	Functional criterion	Identifying the region in which shopping activity is more concentrated in comparison to other areas	
	Spatial criterion	Identifying the region where tissue characteristics differ from other districts	
II. DEFINITION OF SPATIAL ELEMENTS (PATHS AND NODES) AND THEIR CHARACTERISTICS	Paths (customer circulation areas in shopping centres)	Distribution of paths in the area	Organic/regular
			Type of linkage schemes (compositional form, megaform, group form)
			Linear/planar distribution
		Characteristics of the linkages	Continuity of linkages
			Number of path junctions on nodes (whether or not they are optional)
			Lengths of linkages
	Orientation and angles of linkages	Linear/angular	
	Rhythmic characteristics of plot-sizes	Existence/absence of rhythmic order	
	Nodes (gathering spaces in shopping centres)	Spatial characteristics	Piecemeal/monolithic
			Complex/simple
			Free and organic/strict and regular
		Geometric-typological characteristics	Square, circle, triangle and their combinations
		Level of enclosure	Enclosed, semi-enclosed, unenclosed
		Balance of shopping activity-social activity (functional diversity)	Shopping dominant Equilibrium of shopping and social activities Social activity dominant
Distribution types	Linear/planar		
III. DEFINITION OF THE CHARACTERISTICS OF SPATIAL CONFIGURATION	Figure-ground relationship	Grid	
		Angular	
		Curvilinear	
		Radial	
		Axial	
	Spatial hierarchy	Organic	
		Existence/absence of hierarchical order	
	Classification of spatial organisation	Central	
		Linear	
		Radial	
		Cluster	
	Classification of spatial combinatory relationships	Grid	
		Space within space	
		Interlocked spaces	
Adjacent spaces			
		Spaces connected with another space	

As can be seen in Table 9, suggested approach consists of three successive phases:

- Definition of the shopping district under analysis
- Definition of the spatial elements of the shopping district and their characteristics
- Investigation of the characteristics regarding the spatial organisation in the shopping district

Through this approach, two types of consequences can be obtained:

1) That traditional ‘unity of social place-shopping place’ is sustained through spatial characteristics transmitted from traditional to contemporary shopping spaces.

2) That traditional ‘unity of social place-shopping place’ could not be preserved, mainly because spatial organisation is established merely on the basis of commercial success.

The first among these plausible results is materialised by means of transmitting traditional spatial characteristics into shopping centres. Organic street layout circulation scheme that is group formed, optional; nodes that are designed as piecemeal, complex, free, organic shapes, and distributed in planar arrangements, which are the essential characteristics of traditional shopping spaces in Anatolian city, are actually the qualities contributing to the formation of ‘shopping places with social attributes’. Moreover, provision of rhythmic and hierarchical order, high level of enclosure and equilibrium of shopping and social activity also influences the creation of ‘shopping places with social attributes’. In accordance with these qualities, figure-ground relationships, among the characteristics of spatial configuration, spatial hierarchy, types of spatial organisations and spatial combinatory relationships have much more variable and flexible characteristics.

The second of the above-listed consequences, on the other hand, is usually realised in the case of spatial characteristics oriented to pure-commercial success are more influential in the design. These characteristics are, regular street scheme, a circulation scheme that is arranged in compositional or group form, linearly distributed with non-optional linkages and mostly in linear shape, and nodes having simple geometric forms associated with simple, strict and regular spatial characteristics. Additionally, existence of neither rhythmic nor hierarchical order, low level of enclosure and imbalance between shopping and social activities in shopping centres further encourages spaces of sole commercial success. Again, here, attributes of spatial

configuration displays variable characteristics according to the organisation of above-named components.

In the fifth chapter, it is aimed to suggest a series of spatial criteria within the framework of approach developed here for the future development of shopping spaces in Balıkesir.

Chapter 5

A CASE STUDY; ANALYSIS OF THE TRANSFORMATION OF TRADITIONAL COMMERCIAL SPACES IN BALIKESIR

In this chapter, the historical transformation of the relationship between traditional urban fabric and shopping space studied in Chapter 3 within the context of traditional settlements in Anatolia will further be examined. This examination will be realised with particular reference to Balıkesir as a significant town of Western Anatolia which used to be a leading region in industrialisation, modernisation, westernisation and regional economic development.

In this chapter, it is intended to suggest a series of physical and spatial criteria for the future development of shopping spaces in Balıkesir, within the framework of the alternative approach established in the previous chapter. Therefore, the following steps will be taken:

1. Review of the historical evolution of shopping activities and spaces in order to be able to identify spatial transformation of shopping places in Balıkesir; in this framework,

- i) Boundaries of the study area will be defined and then,
- ii) The differentiation observed in the social structure during this historical process,
- iii) Transformation of urban fabric in Balıkesir until the 20th century as well as the spatial characteristics of public spaces within the traditional urban fabric,
- iv) Transformation of commercial activities and that of shopping spaces until the 20th century will be analysed.

2. Existing shopping spaces in the study area will be analysed from the viewpoint of;

- i) The relationships between commercial activities and social fabric,
- ii) Existing relationships between commercial activities and shopping spaces.

At the end of this chapter, a comparison between the existing shopping spaces in Balıkesir and the public spaces of the city from morphological point of view, and several suggestions will be presented for the future development of shopping spaces within the framework of the approach developed in the fourth chapter.

5.1 General Description and Historical Development of Shopping Activities and Spaces in Balıkesir

It is the aim of this section to analyse the evolution of shopping activity and spaces will be examined to apprehend the spatial transformation in shopping spaces of Balıkesir. The objective here is to identify spatial characteristics which display continuity from the past to present in the shopping spaces of Balıkesir.

In this section, the transformation of shopping spaces and activities in Balıkesir before the 20th century will be dealt with. During this investigation, the transformation of both activities and spaces will be interpreted in connection with the characteristics of the transformation in both urban and social fabrics. Thus, it is intended to investigate shopping spaces of Balıkesir in historical perspective particularly from the viewpoint of creating 'shopping places with social attributes'.

Prior to historical overview to be conducted in Balıkesir it would be quite helpful to summarise the developments brought by modern planning briefly, in order to be able to conceive the transformation that occurred during the 20th century, and thus, to be able to place the transformation of Balıkesir into this broader framework.

As studied in the second chapter, the interaction between the city and the buildings has been a relationship rejected by the modernist urban planning approach. However, as expressed in the anti-modern rhetoric, particularly in 1970s (Lynch, Rossi, Krier), city is accepted as a morphological entity and the concepts of architecture and city are re-defined generating from traditional values on the contrary to the advocates of modernist thinking (Yıldırım 1996).

In recent studies regarding traditional towns, modernist doctrine, which suggests the zoning of city into specific functional districts and distribution of urban activities into these zones, seems to be deprived of its validity. Therefore, one can assume that a post-modern viewpoint dominates the overall structure of the study.

The process of emergence and development of traditional town and that of modern city are completely different from each other. Pre-industrial town is a self-organising entity gradually emerging throughout ages, and all man-made artefacts are in harmony with each other. The unity in traditional city has naturally emerged through clear distinction of public and private spaces right from the very beginning, and their formation as a result of their functions.

One of the most important factors determining the formation of traditional cities is the weight of commercial activities. The development of commercial life, have naturally brought together the enhancement of social life, intensity and vividness of public activities and spaces with it.

Shops, stores (or Çarşı) which were commercial spaces of pre-industrial period, were the major spaces besides religious, military and administrative buildings to which citizens go to meet their various needs and the position of these spaces within the general form of the city has emerged as a result of the division of city into functional zones. The outlook of cities as well as their commercial spaces gained a new image along with the rapid growth of cities as a result of massive population increase in the 19th century after the Industrial Revolution, particularly under the influence of changes in the social and economic structure. 19th century is of crucial importance for Anatolian cities, like those in Europe, particularly from the viewpoint of the transformation of spatial structure of cities. Following the 16th century, the urban space which had not experienced a noticeable transformation during 17th and 18th centuries, have started to witness a radical transformation process as a result of drastic changes in trade in the 19th century. That one of the major determinants effecting the urban spatial organisation is the regional commerce in the 19th century can be clearly observed in Anatolian cities.

Balıkesir, too, is among these Western Anatolian towns affected by this transformation. Urban growth in Balıkesir also carries these qualities which are generally valid for all Anatolian towns. In this section, firstly the economic, social and architectural past of Balıkesir, then transformation of commercial activity and retail spaces in Balıkesir during the 17th, 18th, 19th and 20th centuries, and finally differentiation in urban space in parallel to the above-defined transformation will be summarised. Although existing urban structure seem to have almost totally lost its traditional features pertaining to pre-19th century period, it still retains the traces of the circulation network clarified particularly in post-19th century period. It can even be said that the commercial district of the city has not exhibited even today, any sprawl or enlargement from its 20th century boundaries. These conditions may cause various physical and functional problems in the commercial district of the urban core. It is of particular interest to briefly review; the history of Balıkesir, its commercial spaces in the past, the structure of urban-public spaces and their transformation through time. It is intended to identify spatial characteristics of existing commercial spaces and their position within the unity of urban-public spaces. It is also aimed to establish various

reference points towards the future development of shopping spaces and buildings in Balıkesir.

Balıkesir, in history, is one of the significant Ottoman cities through not as much as metropolitan cities like İstanbul, İzmir, Bursa and Ankara. The function of commerce, which the city itself as well as its provinces has had in Ottoman era, particularly during 17th and 18th centuries, is obviously the most influential factor in the significance of Balıkesir acquired. That the geographical position of city partially connects Anatolian provinces to those of Roumelia, and that city provides the possibilities for the transportation of raw materials and products to Western Anatolia, İstanbul and then to abroad through her ports opening to both Aegean sea and Marmara, can be considered as the indicators of how commercial activity, at the time, could have been developed in the city.

As known, socio-economic structure and spatial organisation have not been exposed to any significant change in Anatolian-Ottoman cities during the 17th and 18th centuries. However, social structure and qualities of commercial activities have started to clearly differentiate in comparison to preceding eras beginning from the first quarter of the 19th century. This differentiation has directly influenced the spatial organisation of the city. Particularly, due to rapid transformation in socio-economic field, commercial spaces of the city have exhibited the tendency to spread out along the new axes that emerged as the extensions of the city, instead of commercial spaces having one single centre (Aktüre 1981, İpekoğlu, 1996).

As Tekeli asserts, the introverted urban structure in Anatolian cities of the nineteenth century has started to develop in an extraverted manner due to the developments in foreign trade. In this period, new building typologies have started to prop up such as station, harbour, post office, warehouse, hotel and bank as a result of the transformation of the functions of the city, particularly trade. Thus, caravanseraï or han have differentiated and turned into stations, warehouses or hotels (Tekeli 1987). It is possible to observe an example of such development seen all over the country, in Balıkesir too yet at another scale. New trade hans have started to be built nearby the banks and hotels as new building types, and bedesten and its surroundings taking place in the historical core of the city since the 16th century have left their commercial dominance to the area where banks and office buildings are located (Figure 5.1).



Figure 5.1 Ali Hikmet Paşa Square
Photograph by Gaye Birol

On the other hand, these new buildings that were introduced into the city life in the 19th century, have not totally removed the old institutions of the city, in parallel to the dual social structure emerging with the social stratification experienced in the city, a bipartite city structure has also appeared in city centres. Tradesman and craftsman dealing with small scale retailing, and their commercial spaces that is traditional crafts bazaars have managed to keep their 16th and 17th century positions until about late-19th century. New shops and khans, in which imported products from West were sold as a result of transformation of foreign trade relationships in cities, have started to constitute the new commercial centres built along the extensions of traditional centres and on both sides of the main thoroughfares. The points determining the direction of development were now the new urban elements emerged in the 19th century, such as administrative centre and railway station etc. (Figure 5.2, Figure 5.3). These two components are assumed as the determinants of newly developed commercial zones almost in all Anatolian towns during 19th century (Aktüre 1981).



Figure 5.2 Station Building in Balıkesir.
(Source: Yerce Photography, Balıkesir.)



Figure 5.3 Old Municipality Building in Balıkesir.
(Source: Yerce Photography, Balıkesir.)

5.1.1 Determining the Boundaries and Limitations of Study Area

In this section, the boundaries of the study area are determined. The continuity and unity of traditional tissue have been the basis of this definition.

Historical, functional and spatial criteria have been effective in the definition of the district to be selected as the study area. At this stage, firstly the district, which was the shopping space of traditional city, is determined. Then, the area in which the

commercial activity is concentrated is identified. Finally, characteristics of the area which remarkably varied than the other areas, is taken as the study area.

The study area is the district that sustained its characteristics of being the major shopping area within the urban structure of Balıkesir for the last 500 years. As stated in the sources studied, a remarkably intensive commercial activity had been observed during 17th, 18th and particularly 19th centuries. Today, however, the area sustains its commercial function, where traditional and contemporary shopping spaces take place together, yet the area is considered as worthy of analysis due to the fact that traditional ways of shopping still, though partially, prevail.

Study area is limited with the market hall in the north, the axis extending from Ali Hikmet Paşa Square towards north and commercial buildings along the periphery on the east, the section of Anafartalar Street built-up after 1950s in the south and Aygören Quarter where housing is quite dense at the western side of the area (Figure 5.4).

Commercial building complexes, which take place in the area as the focus of investigation, are Yeni Çarşı and Hasan Baba Çarşı. Meanwhile, the components of square and street that constitute the urban image in the area still carry the required potential of being a contemporary ‘shopping place with social attributes’ with their spatial and symbolic characteristics, although they have almost totally lost their traditional functions and forms, and thus have become almost unperceivable (Figure 5.5).

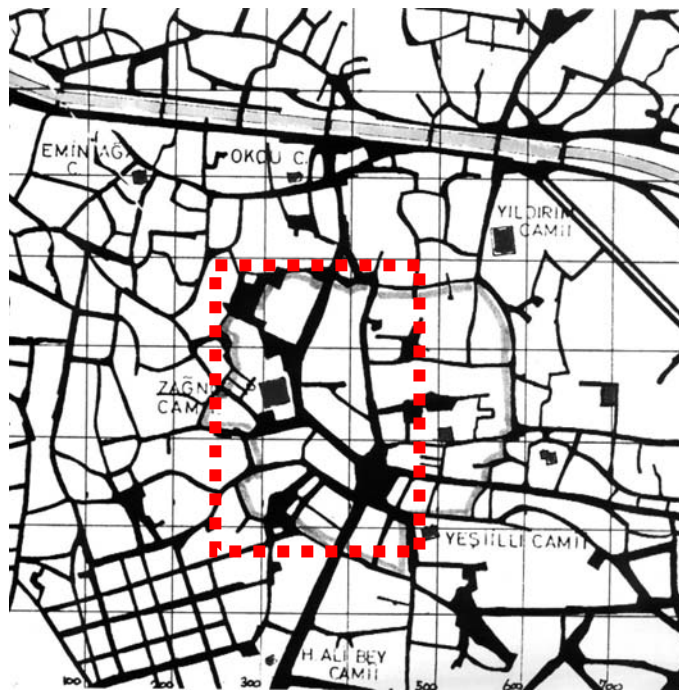


Figure 5.4 Study Area
(Source: Aru, K. A.; Türk Kenti, YEM Yayınları, İstanbul, 1998, p.)



Figure 5.5 Yeni Çarşı in Balıkesir.
(Photograph by Gaye Birol)

5.1.2 Economical, Social and Architectural Context of Balıkesir

In this section, the differentiation occurred in the social fabric of Balıkesir throughout the historical process will be investigated. In this context, an overall portrait of commercial activities in Balıkesir during the period until the end of 19th century will be drawn. In the next section, sociological foundations for the evaluation of urban spaces, which set the stage for these activities, will be prepared.

When social and economic structure of Balıkesir is viewed in historical perspective, it can be seen that the city has witnessed a very intense and lively commercial activity particularly in the period until the 20th century. Social structure has had an introverted quality as could be seen in most of the Anatolian cities at the time. Thus, social life used to occur in commercial spaces taking place in the urban core in this type of cities, which did not have spaces for public use.

When social and economic past of Balıkesir is examined, it can be seen that major general structural changes did not occur in the 17th century. Balıkesir, in the 18th century, is a provincial centre dependent on the Anatolian Governorship whose capital was Kütahya. Karesi Province (Balıkesir), comprises almost the current legal boundaries of Balıkesir except a small land in the eastern part.

It is claimed that Balıkesir, which was already an attractive city during the reign of Karesioğulları with the richness of bazaars and the multitude of population, has become a much more exquisite city with the construction boom of numerous mosques, medreses, dervish lodges mainly after Ottoman conquest (Su 1937).

In various written sources, it is stated that production and retail activity was quite diversified in Balıkesir during the 17th, 18th and 19th centuries (Su 1937, Eren 1993, Egli 1945). In that period, textile and leather work in the city, olive oil, soap production and mining in the provinces, and also agriculture and live-stock were the major production activities. Particularly, the production of textile, soap and olive oil has reached a level almost at the scale of supplying the demand of entire Ottoman Empire, rather than sufficing for the need of the city. Moreover, it is known that an important part of the goods produced in the city was exported to European countries.

There had been a large group of organised tradesman in the 17th and 18th centuries, and each group of tradesman had their own bazaar. *Aba* making, which was one of these trades, was a significant field of production dating back to the period of Karesioğulları. The *aba* produced in the city was so valuable because of its strength that they not only used to meet the need of Balıkesir, but also were sold in nearby cities including İstanbul. Military uniforms in İstanbul were also produced out of these textiles manufactured in Balıkesir (Su 1937).

The city and commercial life in Balıkesir during the 18th century had been enlivened with the merchants coming from Van, Bitlis, Kayseri, and even Aleppo and Damascus. Besides, other merchants from Syria, Eastern Anatolia, Roumelia, Hungary, Austria, Walachia and Moldavia also influenced the retail activities in the city around the same period (Su 1937).

At that time, every kind of goods could be found in the markets of Balıkesir. While some of these were produced in the city itself, the rest was imported. It is known that a multitude of goods used to be brought from İran to Balıkesir as in many other cities. The first stop for the caravans coming from Aleppo, Damascus, İran, Baghdad, Diyarbakır and Tokat was Konya. These caravans used to be distributed from here towards surrounding cities including Balıkesir. Some materials such as iron, which is brought to Balıkesir and its provinces from Roumelia was brought from Bandırma port. Goods imported from France were brought first to İzmir, then from here to Balıkesir via Sabuncubeli, Manisa and Akhisar carriageway (Su 1937).

Export of Balıkesir in the 17th and 18th centuries was much more significant in comparison to its import (Su 1937). At that time, Balıkesir was an agricultural centre in the prosperous lands of which various vegetables and fruits, sesame, poppy, cotton and corn are produced, and a marketplace where these goods are collected together and sold outside.

In this era, Balıkesir seems to have had an important role in the process of establishment of the relationships of the Ottoman Empire with the global economic system. Boracite, lead and marble extracted from the provinces of Balıkesir used to be exported, and city was an important mining export centre of Ottoman State.

It is stated that, Balıkesir had a very advantageous position from the viewpoints of both internal and foreign trade in the 19th century (Mutaf 1997). The crafts of textile and tanning have extensive influence on the trade in the city at the time (Egli 1938). Although aba making, which dated back to the era of Karesioğulları, may seem to have lost its former importance, it still prevailed to meet the local needs, particularly at the hand-benches (Egli 1938).

In that period, production of soap, oil, wine, carpet, textile, cotton, silk, and wool as well as products of agriculture, forestry, and mining industry have caused concentrated activity of foreign trade in Balıkesir. The city was not only self-sufficient with these products, but also capable of selling them to neighbouring vicinities (Mutaf, 1997).

The olive-oil brought from Karesi Province in the 19th century had won a competition in the International Paris Fair of 1867. The eight million kilograms of olive-oil production from Balıkesir at the time, used to be exported to Russia, Romania, England and many other countries. Another industry which used to play an important role in the regional economy was the production of soap. In that period, the majority of soap produced in Balıkesir was being exported to Russia and Balkans. On the other hand, since the livestock was considerably developed in the city during the 19th century, fleece and mohair used to be exported to Europe and cream was sold to Istanbul (İlgürel, 1992).

The industrial goods that were not produced in the region used to be usually provided through the import of these goods. The abundance of the nearby ports in the region has brought an advantageous position to Balıkesir. The major ports, from which Karesi Province could export and import goods, were Bandırma-Erdek, Edremit-Avcılar and Ilica, Ayvalık and Burhaniye-Hamidiye (Mutaf 1997).

As can be seen, Balıkesir was quite a significant commercial centre in the past. Thus, shopping spaces in the city were fairly developed in these periods. At this point, it is of particular interest to know transformation of urban spaces in Balıkesir until the 20th century.

5.1.3 Transformation of Urban Spaces in Balıkesir until the 20th Century

Investigation of the transformation in the urban fabric of Balıkesir until 20th century and spatial characteristics of public spaces in the traditional urban fabric will be the subject of this chapter. In this framework, public-works in Balıkesir, plan interventions and their impacts on the urban components, as studied in Chapter 2 and 4, will be taken up.

The studies regarding the urban growth of Balıkesir are quite scarce and scattered. In the literature review, it can be seen that a detailed study about the urban structure of Balıkesir in the pre-Republican era does not exist.

The urban growth of Balıkesir had started with Seljuks, and later it gained significance with its capture first by Karesi Province, and then by Ottoman Empire in 1341. In the logbook of the İbn-i Batuta who visited the city in 1333, it is mentioned that the city was founded on a very limited area, yet had a very large bazaar. According to the very same source, it was a small town composed of scattered neighbourhoods in the 15th century when Zağnos Paşa, Grand Vizier of Sultan Yavuz Selim, who was the patron of numerous buildings in Balıkesir where he moved in after he left his duty as Vizier.

As mentioned above, Balıkesir had a status stemming from the intensity of commercial activity during 17th and 18th centuries. However, as Cerasi asserts, the economic structure which started to change at the end of 18th and during the 19th centuries have led the way for greater cities of Ottoman Empire to further develop whereas smaller Anatolian towns to stagnate and thus to develop less for about two centuries (Cerasi 2001). In that case, cities of both administrative and commercial importance have further developed with the influence of their regional commercial potential. The period for smaller settlements such as Balıkesir to develop and to set a stage for intensive building activity is the era following the foundation of the Republic.

Besides, it is known that the first planned activity of public-works started in 1863 in Balıkesir. It is stated that Ahmet Vefik Paşa, who was the inspector of Karesi

Province, had realised a comprehensive public-works boom¹. At that time, narrow and tortuous streets were enlarged, new streets were opened and cul-de-sacs were rehabilitated and a large amount of real estate was expropriated. In the beginning of 1913, at the time of Kemal Bey, who was the governor of Karesi, one of the busiest and the most commercially active streets of the city, Milli Kuvvetler Street (this was named as İstasyon Street since it constituted the axis connecting municipality building into the railway station) was opened (Figure 5.6). It is known that during the opening of the street many houses were also expropriated.

The first master plan of Balıkesir, including 1/2000, 1/1000 and 1/500 scale sheets, was prepared in 1941 within the framework of general planned public-works movement following the foundation of the Republic (Figure 5.7, Figure 5.8). The plan was approved in 1944 and started to be executed until 1955.



Figure 5.6 Milli Kuvvetler Street in 1920's, Balıkesir.
(Source: Yerce Photography, Balıkesir.)

It can be noticed that regular building blocks are intended in Egli plan within the framework of Modernist approach. In his reports, it is emphasised that urban growth should be in the directions of north and east, and it is stated that city owned the characteristics of a city centre due to its position appropriate for development mainly because of the railway passing through the city although it did not have a background as historical as Edirne or Bursa.

¹ <http://www.balikesir-bld.gov.tr/tarihtebazi.htm>

In the report, where town centre and commercial zone is investigated, the analyses include the classification of squares and roads (Figure 5.9). Here, the evaluations and suggestions of Egli regarding first the squares and then streets of Balıkesir will be put forward.

Egli in his report, claims that there are five major squares, namely Gar (Station) Square, Government Square, New Municipal Square, Commercial Square, Museum Square and eight basic circulation routes among them.

Gar Square (Figure 5.10) necessitates the correct solution of the traffic problem since four main thoroughfares in the widths of 10.5 m., 16 m., 24 m. and 12 m., intersect at this very square. Egli points out that the façades of the building blocks towards the city should be tackled as the wall of a square, thus states that it would be appropriate to handle the buildings, which were to be built around the square, in relation to each other.



Figure 5.7 Improvement Plan of Balıkesir, E. Egli 1944.
(Source: Balıkesir Municipality archives)

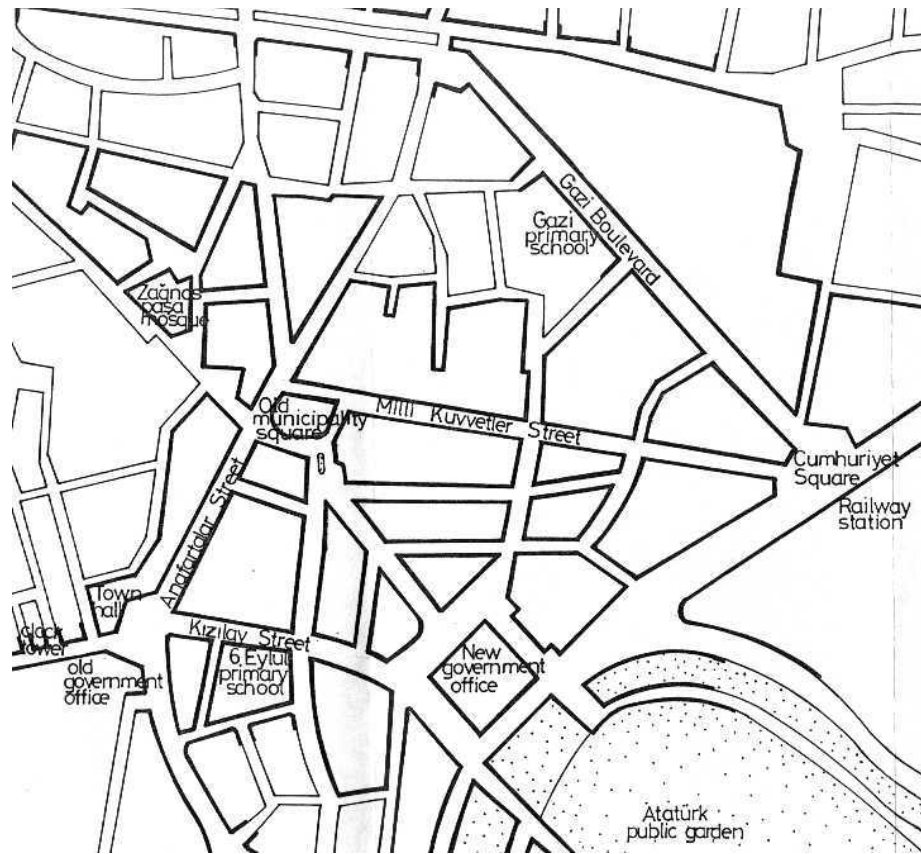


Figure 5.8 Improvement Plan of Balıkesir, E. Egli 1944. Detailed redrawn by Gaye Birol. (Source: Balıkesir Municipality archives)

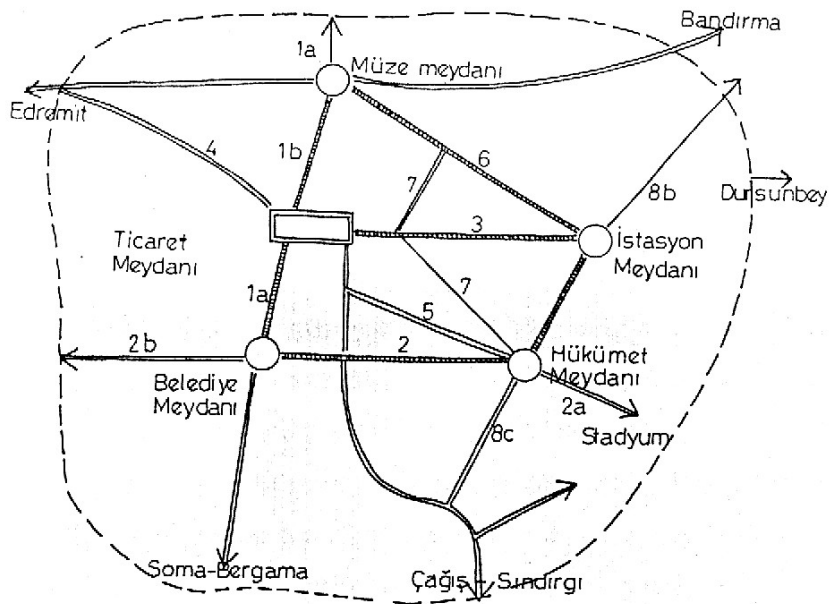


Figure 5.9 Circulation system of Balıkesir in Egli Plan. (Source: Balıkesir Municipality archives)



Figure 5.10 A view from Gar Square to Milli Kuvvetler Street.
(Source: Yerce Photography, Balıkesir.)

Government Square (Figure 5.11), is designed as a plaza defined by the central administrative building which was built at the time. According to Egli, there were significant architectural mistakes in regard to position, height and architectural qualities of the façades of this building. It also negatively influenced the quality of this square which was claimed to take place in front of it.

New Municipal Square (Figure 5.12) differed from the other squares in the city particularly from the viewpoint of level differences and the slope exceeding 10 %. These characteristics played a major role in the formation of New Municipal Square. According to Egli, the square could have gained a distinct and sincere outlook by means of the construction of retaining walls and green terraces.



Figure 5.11 A view from the Administrative Building towards Government Square and the street connecting it to New Municipality Square.
(Source: Gaye Birol archive)



Figure 5.12 New Municipal Square
(Source: Gaye Birol archive)

According to Egli, Commercial Square (Figure 5.13) should be handled in a manner to preserve existing retail spaces and the market place as much as possible. Commercial Square was the heart of daily commercial life. Moreover, decoration of the square with a monument could not be of an issue. As Egli stated, elements of public interest such as sitting areas, newspaper stands, notice boards, bargaining spaces etc. should take place in this space. Other examples of this sort, that is shopping places under a plane tree could also be seen in various cities such as İstanbul, Bursa, etc. In places like there, retail is performed not nearby the square but exactly in the square, and thus square directly becomes an open exchange hall (Egli 1945). It was not possible to obtain any drawing or photograph depicting the state of the square before the 1950 fire.



Figure 5.13 Commercial (Ali Hikmet Paşa) Square, 1960s.
(Source: Yerce Photography, Balıkesir.)

According to Egli, the primary circulation scheme is determined as the connections between; New Municipal Square-Commercial Square-Museum Square, New Municipal Square-Government Square-stadium, Commercial Square-station, Commercial Square-Edremit motorway, Commercial Square-Government Square, Museum Square-station, Museum Square-Government Square, and Station Square-Government Square. In the period when the report was prepared, some of these streets were opened and some of the others were under construction. Egli had determined the appropriate widths for all these streets and added that the heights of buildings surrounding the two sides of each street should also be determined in accordance with these widths. For instance, the connection between Museum Square and Station Square, known as Gazi Boulevard today, was a 24 meter wide thoroughfare. According to Egli, it was required to built significant and relatively larger administrative buildings rather than simple, low-rise housing buildings. Thus, appropriate scale and level of enclosure could be provided for the boulevard.

Various revisions had been made on Egli Plan that was prepared in 1941 and executed after 1944 with the approval of municipality, and this plan is totally abandoned in 1955. With a resolution taken in 1963, Egli Plan was re-endorsed yet an overall revision was also made on the plan. In that scope, 1/1000 scale plans of existing situation were prepared. In 1965, it was decided that a new plan should be prepared since Egli Plan was no longer adequate. The preparatory groundwork was completed in 1968 and a contract was signed with İller Bankası. The plan that was prepared in 1970 was approved in 1972 and revised in 1974. It was stated in mid-1980s that this new plan became also insufficient to meet the increasing demands and it was started to work towards a new master plan. Finally, a new master plan was completed in 1984. Although 1984 plan was also revised to a great extent in recent years, it still is carried out.

Consequently, the following spatial characteristics can be attained as the result of the investigations of transformations, which the urban growth of Balıkesir has gone through:

- Characteristics of traditional fabric
 - Detached neighbourhoods
 - Narrow and curvilinear streets
 - Cul-de-sacs

- Modernist arrangement proposals
 - Constitution of regular building blocks
 - Enlargement of narrow streets
 - Formation of development axes in the direction of north and east
 - Assembling the façades of building blocks in a manner to constitute the wall of a square
 - Proposal of social activities and appropriate elements related with shopping to one of the important squares (Commercial or Ali Hikmet Paşa Square as known today).

5.1.4 Evolution and Transformation of Commercial Activities and Shopping Spaces in Balıkesir until the 20th Century

In this section, the differentiations, which have been occurring in the social fabric of Balıkesir through historical process, will be analysed. In this context, an overall portrait of the commercial activities in the period until the end of the 19th century will be drawn, and in the following section, sociological foundations for the evaluation of urban spaces, which sets the stage for these activities, will be laid.

As stated above, despite the vividness of commercial life in Balıkesir during 17th, 18th and 19th centuries, commercial spaces of the time were quite primitive wooden buildings of one or two storey shops. In that era, commercial centre of the city is the current commercial core of the city.

During the 17th and 18th centuries, merchants coming from nearby cities as well as those from foreign countries to Balıkesir, which was quite crowded and commercially developed, had state in khans of the city. The most well known khans of the 17th century were İlyas Paşa and Hasan Paşa Khans. Apart from these two, Mahmut Ağa, Hüseyin Paşa, Mustafa Çelebi and Hacı Halil Khans were also among the well-known khans (İlgürel 1992). It is asserted that these were built around 17th and 18th centuries. İlyas Paşa Khan that was assumed to be built at the beginning of the 17th century had 72 rooms, and it was restored in the middle of the 17th century. This khan, which was later named as ‘Abahane Khan’ was expropriated in 1952 by the Municipality of Balıkesir, and demolished in 1953 (Türkdili Newspaper, 08.06.1953) and replaced with the construction of current market building (Su 1937). It is not possible to obtain any

information regarding the spatial-physical characteristics of khans of the time in Balıkesir. Demolished khans were usually replaced with the construction of bank buildings.

Strange as it may appear, among the buildings remained from the Ottoman Era in Balıkesir, commercial building could hardly be seen. Although it is known that each tradesman group had their own bazaars, it was not possible to find information and evidences about their locations, and spatial and physical relationships in between them either.

Zağnos Paşa Bedesten and its 92 shops, which was cited in various sources and assumed to be in between Zağnos Paşa Mosque and Zağnos Paşa Bath, were demolished in a great fire towards the middle of the 17th century (1644 or 1645) (Su 1937). It was not possible to find information about the architectural qualities of the building. However, it is stated in the 17th and 18th century documents that the bedesten built by Zağnos Paşa and its surroundings were the most crowded, busiest and the most attractive bazaar that is the principal commercial centre of the city. It is known that valuable and important textiles, trade of which was forbidden elsewhere, were sold. It is asserted in written sources that just after 1897 earthquake a new bedesten of 62 shops were being constructed in the very same location during 1898 (Eren 1993), yet this building does not exist today.

The fire of 3rd August 1950 caused the total destruction of old commercial district consisting of more than nearly 500 one or two storey shops. In the years following the fire (1954-55), a modern arcaded shopping complex of two storey shops (Yeni Çarşı) was built in the area where old commercial district once existed (Figure 5.14). A series of articles were published in Türkdili Newspaper in 1950s regarding the public view, criticisms and expectations about Yeni Çarşı (Türkdili, 19, 20, 21 September 1950). Here, it is basically pointed out that; the construction of a building of massive blocks into an area formerly was built as a low-storey and piecemeal fabric would be inappropriate from the viewpoint of human scale, division of the buildings into standard sized shop units would neglect both the specific spatial requirements of different tradesman, and the appropriate service and circulation spaces for loading and unloading goods. On the other hand, it was also stated that this new shopping complex had many disadvantages from the viewpoint of urban planning. It was suggested that such great fires could have been seen as an opportunity to enlarge the existing Commercial Square in similar to plazas in the West, yet this new building (group of blocks) would narrow

the square as the result of a contrary approach. This building complex is still being used today. Thus, the Ottoman Bazaar in which production and retail activities of the city were realised has left its place into a totally different scene. Traditional shopping district of dense, wooden, single-storey, simple shops have been replaced with a regular planned building complex with the construction of Yeni Çarşı. Its construction has led the formation of ground-floor bazaars (passages) in the city centre and thus paves the way for a comprehensive urban transformation.

However, the first signals of such transformation were given with the opening of Milli Kuvvetler Street in 1916. The beginnings of this transformation have occurred in a quite similar manner to other Western Anatolian cities. This urban transformation is, at the same time, the transformation of both economic and social structure. The developments generating this transformation and its basic characteristics will be analysed below.

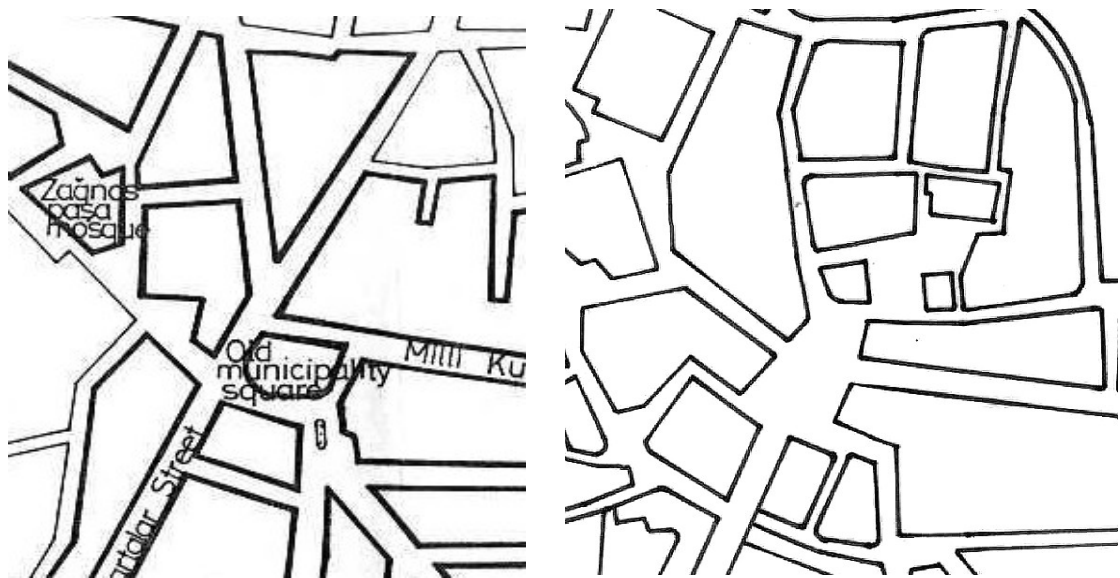


Figure 5.14 States of traditional commercial district before (left) and after (right) the 1950 fire. (Source: Redrawn by Gaye Birol)

Primarily, trade agreements with European countries in the 19th century and resultingly changing commercial relations have caused small scale production in Balıkesir, like many other Anatolian cities, to lose its significance. Along with the introduction of cheaper goods produced in European countries with advanced technology, local textile produces in Balıkesir could not compete with these goods, and the number of weaving benches has rapidly declined.

Thus, spatial structure of commerce has started to differ with the changes occurred in the socio-economic context of Balıkesir in the 19th century. Commercial

spaces have started to spread outside the traditional town core in the first years of the 20th century, whereas small-scale local production and retail were realised in commercial areas and marketplaces in city centre (Figure 5.15).

Moreover, after 1897 earthquake, which caused a considerable destruction in numerous buildings of the city, and with the changes in the socio-economic structure, new and large streets were opened in areas nearby the traditional city centre in the beginnings of the 20th century, and thus, shops and department stores, as new commercial spaces, have started to take place on the ground floors of two or three storey buildings located on two sides of these new streets. Above-mentioned sprawl has largely taken place along Milli Kuvvetler Street opened in 1916 (Figure 5.16, Figure 5.17, Figure 5.18). At that time, local products were being sold around the city centre, while the imported goods started to be sold in the shops along İstasyon Caddesi, which connected station and military buildings to the municipal building. Thus, bipartite city structure, which could be seen in Anatolian towns around the 19th century, had also started to emerge in Balıkesir.



Figure 5.15 Marketplace in Balıkesir in the 1930's.
(Source: Municipality of Balıkesir archive)

Particularly railway providing a new means of transport in Western Anatolian cities was another significant element causing the old caravan lines to lose their importance, and existing transportation network to differentiate. The construction of Bandırma-İzmir railroad and that it was started to be run by French investors had increased the importance of Balıkesir. The foreign goods brought to Bandırma port could be transferred even to inner areas of Western Anatolia through this railway line. The existence of railway had caused the first tendency of growth in Balıkesir to be in

the direction of railway station. Milli Kuvvetler Street or İstasyon Caddesi as known in the time when it was first built, became a new axis physically and functionally detached from the traditional core of city, and one with shops that sell goods brought from other cities and countries as well as with bank buildings on its both sides. Opening of the street and selling of imported goods on this new street were quite significant from the viewpoint that it was the generating point of the modernisation process in Balıkesir. In Egli plan reports, too, the construction of new hotel buildings was recommended on this street which was in 'close relation with commercial activities as well as with the station'. It is known that the number of hotels reached to 9 in 1958 with the construction of Yıldız, Çiçek, Çinili Palas and Çömlek Palas hotels in various dates, while in 1943 there were only five hotels, namely Ankara, İstiklal, Kaptan, Merkez and Ege hotels. İstasyon Caddesi has gradually become the new commercial area of the city formed by the buildings, ground floors of which were used for retail and upper floors were used as housing. Particularly, in 1940s and 1950s, the retail of various imported goods was going on in the shops along Milli Kuvvetler Street (Figure 5.19).

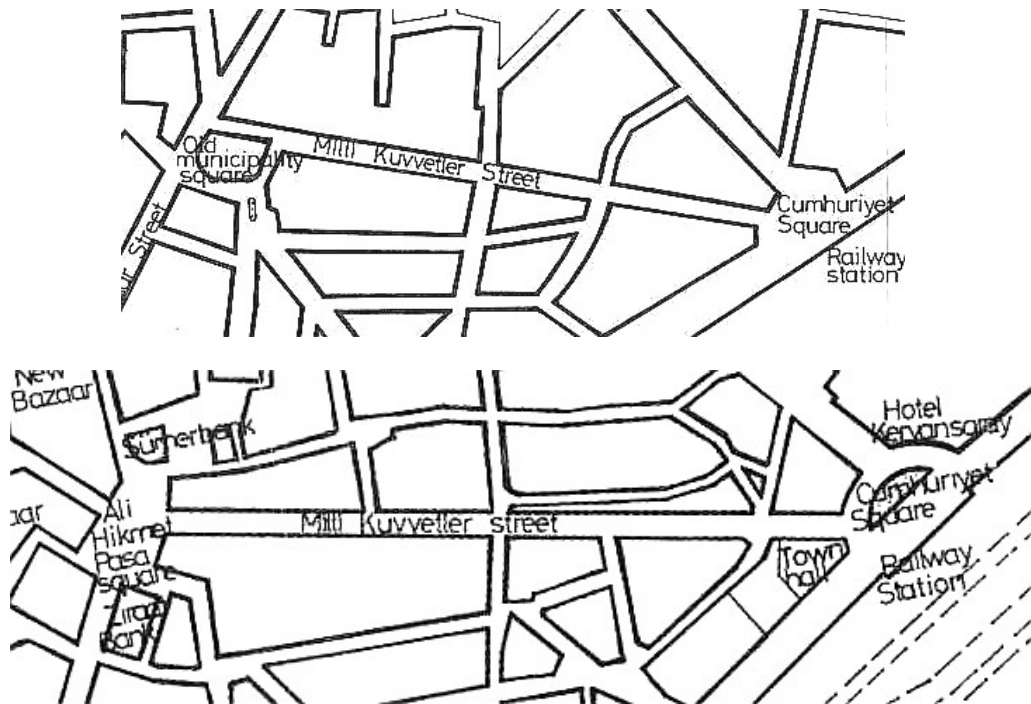


Figure 5.16 Milli Kuvvetler Street.
 Above: Milli Kuvvetler Street in Plan of Egli in 1945. Below: Current state of Milli Kuvvetler Street.
 (Source: Redrawn by Gaye Birol)



Figure 5.17 Milli Kuvvetler Street, Balıkesir, 1920's.
(Source: Yerce Photography)



Figure 5.18 Milli Kuvvetler Street in the 1930's.
(Source: Yerce Photography)



Figure 5.19 A few advertisements published in local Türkdili newspaper between 1940 and 1950. (Source: Türkdili newspaper)

5.2 Elucidation of Shopping Activities and Spaces in Current Context of Balıkesir with Particular Reference to the Study Area

At this juncture, arrived through a hierarchical investigation of social structure-shopping chain, the city will be analysed from the viewpoints of existing shopping spaces within the selected study area and their relationship with both social structure and urban fabric.

It was discussed that the transformation of urban fabric and shopping spaces in the study area, stems from the public-works at the beginning of the 20th century and their

social and economic conditions. However, the period when this transformation becomes clearer is the period when traditional shopping spaces in city centre were largely replaced with new building complexes. The differentiation at that time is the point when the genuine break between traditional and modern shopping spaces was experienced. This break has also led the removal of the qualities once existed in the traditional fabric, and this area to become incapable of reflecting the unity of ‘urban fabric-social structure-shopping place’. The characteristics of this break can be summarised as follows:

1) Abatement of pedestrianised areas as a result of new constructions and vehicular traffic arrangements in 1950s, and the impairment of the relationship between pedestrian areas in different locations.

2) Distribution of legible and free-flowing nodes, which carries a potential to form ‘shopping places with social attributes’, in limited number and in non-optional manner, as well as that the necessary spatial arrangements were not completed in order to accentuate the significance of these nodes within the urban tissue.

Above-listed problems will be defined below in the light of the terminology established at the end of Chapter 4.

5.3 An Alternative Analysis of Existing Shopping Spaces in the Study Area

In this chapter, a series of suggestions will be put forward with regard to the consideration of spatial characteristics of ‘shopping places with social attributes’ at the design stage for future developments of shopping in Balıkesir in the light of above analyses.

5.3.1 Spatial Relations between Traditional and Current Shopping Spaces in the Study Area

In this section, the relations between traditional and contemporary shopping spaces will be analysed through the application of the approach developed in Chapter 4.

The objective of this section, is to make an evaluation regarding to what extent spatial characteristics transmitted from traditional fabric to the study area coincide with the characteristics of ‘shopping places with social attributes’, and whether this coincide would be a determining factor in future development of shopping spaces in the study area.

Throughout the investigation, firstly, the boundaries of the study area will be defined, later, the spatial characteristics of first the *paths*, then the *nodes* will be identified. Finally, characteristics of spatial organisation will be analysed.

The characteristics that were transmitted from traditional fabric to the study area will be identified within the framework of the approach developed in the fourth chapter, and along this path, the continuity of which spatial relationships pertaining to traditional fabric would be appropriate for the development of shopping spaces will be pinpointed. The provision of such continuity is an approach aiming to transmit spatial relations about ‘shopping places with social attributes’ that existed in traditional tissue, into the study area. Meanwhile, it will be discussed whether traditional assets and relationships put forward here, would also be effective for a contemporary shopping centre to be designed in future.

In the scope of this evaluation, to what extent the spatial organisation in the study area could provide the formation of ‘place’ will be set forth, and thus, a series of suggestions will be made regarding the solution of problems observed in the constitution of ‘shopping places with social attributes’.

5.3.1.1 Definition of the Boundaries of Shopping District

5.3.1.1.1 Historical Criteria

The study area is a district which preserved its main characteristic of being the core and commercial district of the city for about 500 years. As stated in the sources, there was a very lively commercial activity around this area during 17th, 18th and 19th centuries.

5.3.1.1.2 Functional Criteria

Today, the area sustains its commercial functions. This area is considered worthy of analysis mainly because it is an area where both traditional and contemporary shopping spaces are gathered together, yet traditional ways of shopping partially continue.

5.3.1.1.3 Spatial Criteria

The area where characteristics of the tissue considerably differ is identified. The study area is limited with the market hall in the north, commercial buildings surrounding the periphery of the axis extending from Ali Hikmet Paşa Square (Figure

5.20) towards north, the part of Anafartalar Street which was built up after 1950s in the south, and in the west with Aygören quarter where housing is quite dense (Figure 5.21).



Figure 5.20 Ali Hikmet Paşa Square
(Source: Photograph by Gaye Birol)

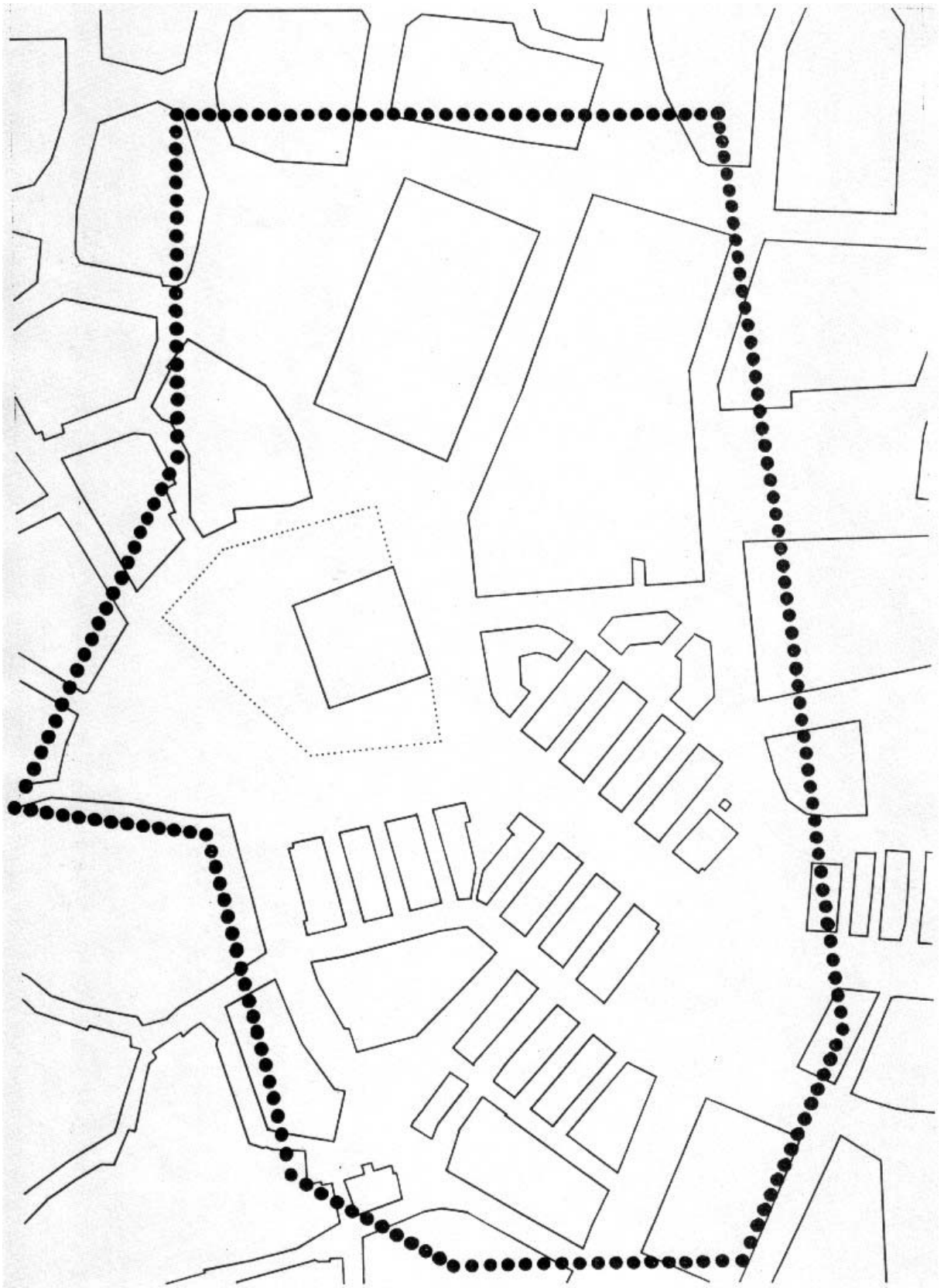


Figure 5.21 Boundaries of the study area.

5.3.1.2 Definitions of the Spatial Elements (Paths and Nodes) and the Qualities of These Elements

5.3.1.2.1 Paths

a) Distribution in the Study Area (distribution types)

1) Characteristics of the Fabric (organic/regular)

Study area was intended to be formed into a regular tissue taking its references from the organic street fabric of Aygören Quarter on its west, and a partially regular fabric of shopping streets was established via Yeni Çarşı building although an order as strict as that of Dumlupınar Quarter on its very south could not be obtained. However, it can be seen that the channelling of the pedestrian traffic mostly from south, east, and southeast directions (i.e. Anafartalar Street, Milli Kuvvetler Street and governmental centre) towards Zağnos Paşa Mosque (Figure 5.22), in other words, the provision of permeability between Ali Hikmet Paşa Square and Zağnos Paşa complex was intended (Figure 5.23).



Figure 5.22 Zağnos Paşa Mosque
(Source: <http://www.balikesir-bld.gov.tr/tarih tebazi.htm>)

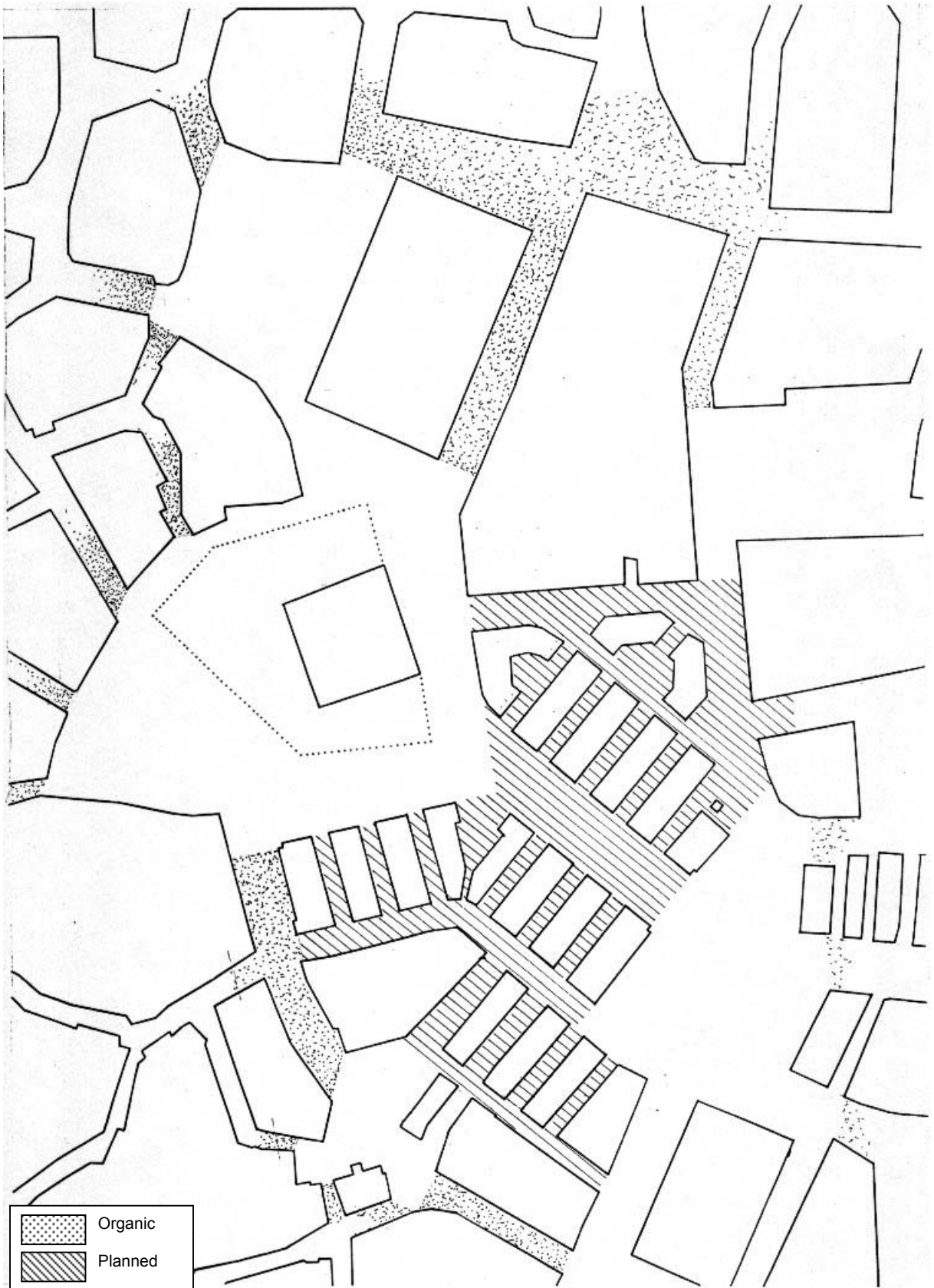


Figure 5.23 Tissue characteristics of the paths.

2) Type of Linkage Scheme (compositional form, mega form, group form)

In the study area, a premature type of linkage scheme which is composed of the resultant of both group form of the traditional fabric and compositional form of the modernist urban design approaches in the city (Figure 5.24). The reasons why group form could not be effective in city structure are mainly the public-works interventions of 1950s and doubtlessly their characteristics, which destroy the urban values once, existed in the traditional fabric. Compositional form, which is aimed through these interventions, could not be wholly implemented due to the facts that, on the one hand, traditional commercial relations have prevailed their salient features, and on the other hand, restrictions of interventions brought by the problem of ownership of the real estate. Consequently, what is arrived at is a spatial order, which is broken a part from tradition yet not totally modernised.

3) Distribution of Circulation Elements within the Study Area (linear/planar)

While this distribution displays a linear characteristic along Milli Kuvvetler Street and Anafartalar Street, which are the main arteries, a more planar distribution can be discerned in the area located in the north and west of Hasan Baba Çarşı. Additionally, Yeni Çarşı constitutes a different tissue, as a new model, with the inner streets created inside it. Even though this is not a totally planar distribution, it brings a new approach towards the interruption of linear distribution (Figure 5.23, Figure 5.28).

b) The Qualities of Circulation Elements within the Study Area

1) Continuity of Circulation Elements

As known, shopping is a pedestrian activity and thus requires a circulation area for pedestrians. It cannot be said that circulation elements in the study area are continuous in that sense. Although this continuity is physically possible, the inadequacy of functional diversity and visual richness makes the perception of this continuity much more difficult. On the other hand, these circulation elements are oriented mainly to vehicular traffic. Therefore, although the physical continuity can be partially provided for cars, vehicular circulations further interrupt the continuity already quite difficult from the viewpoint of pedestrian use (Figure 5.25). Thus, it can be noticed that the essential problem about the circulation within the study area lies on the issue of vehicular circulation. Moreover, the scarcity of pedestrian shortcuts, which are secondary elements of circulation continuity, further instigates these problems (Figure 5.26).

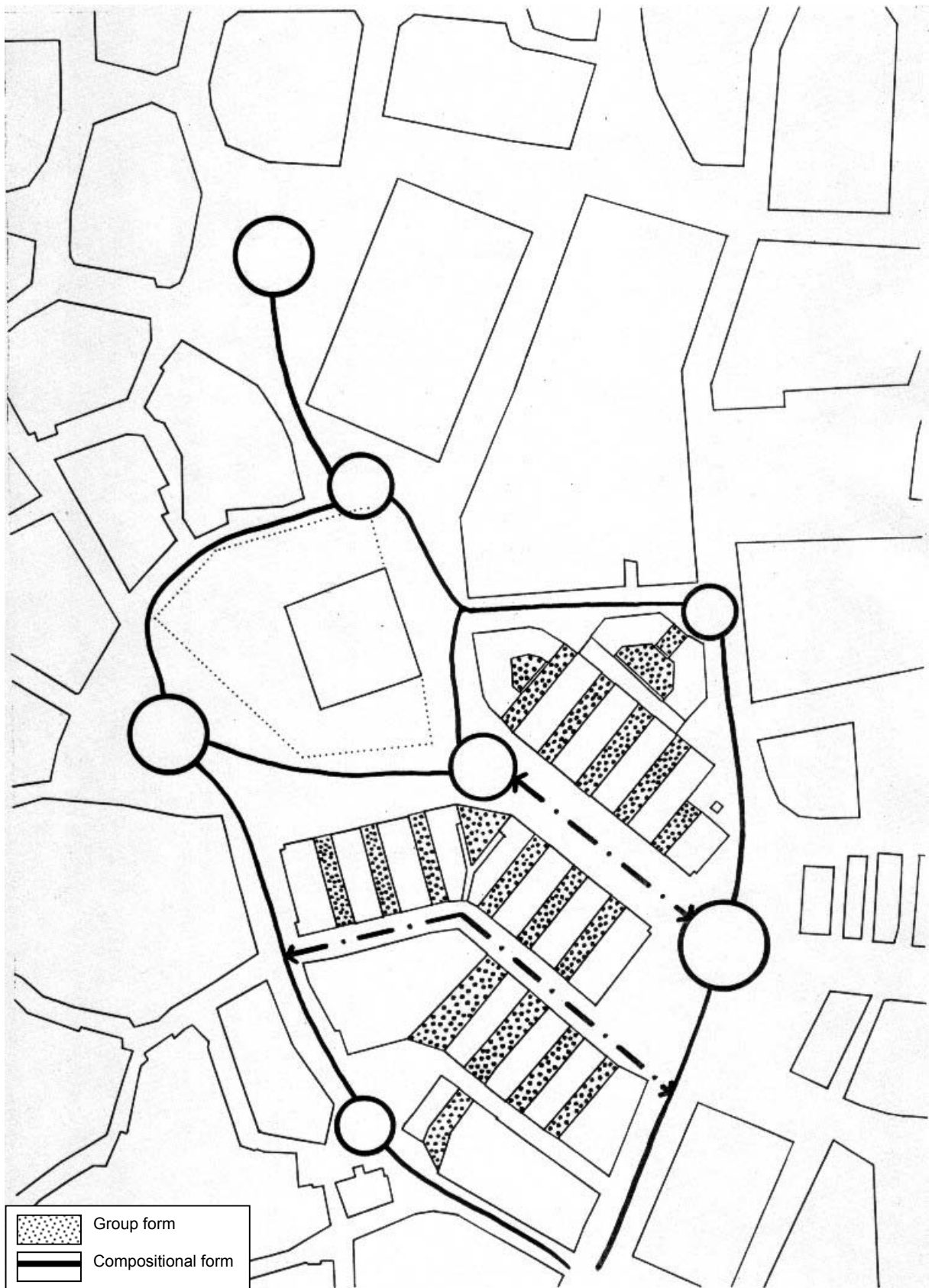


Figure 5.24 Types of linkage schemes in the study area.

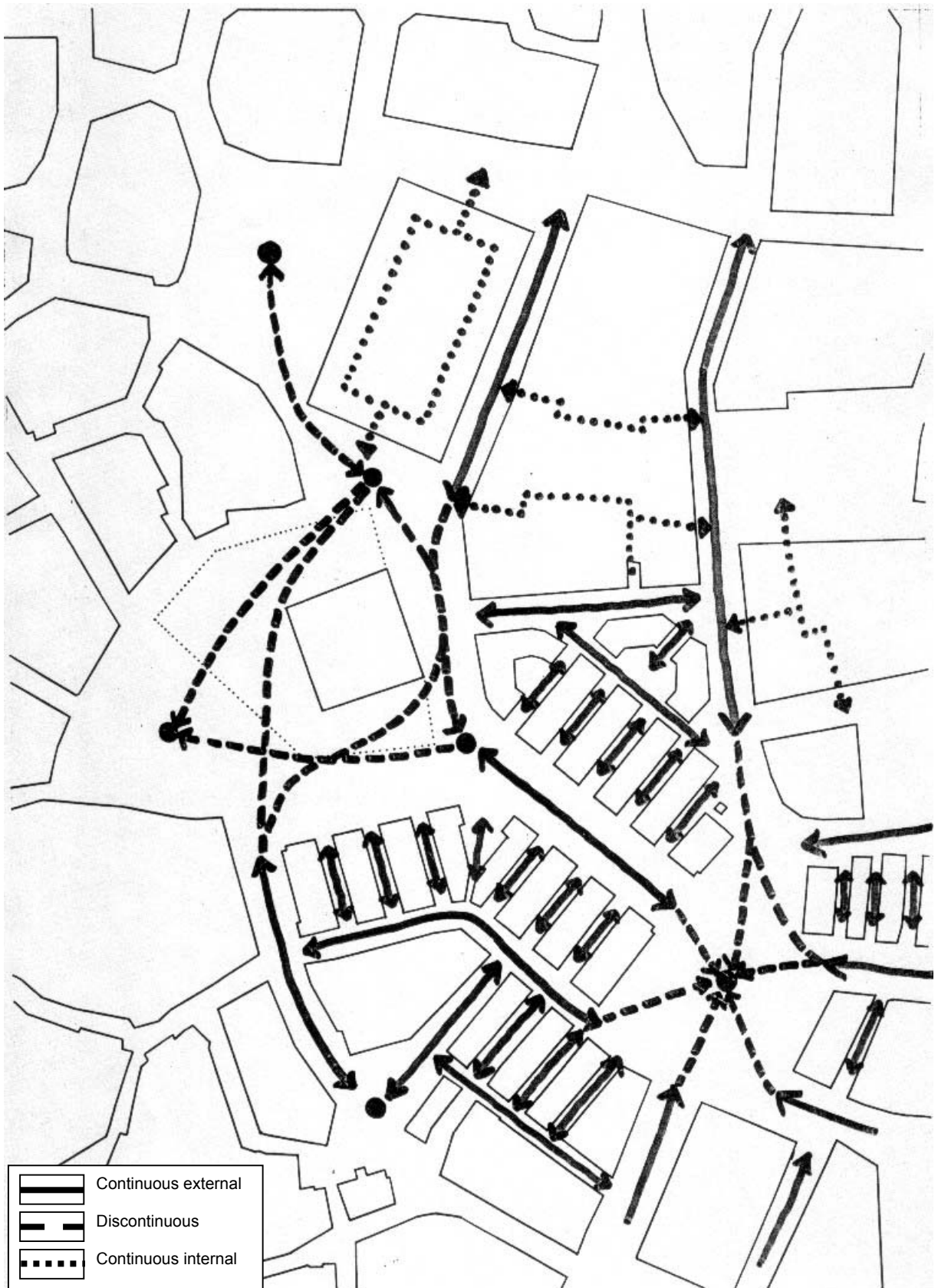


Figure 5.25 Continuity of pedestrian circulation in the study area.



Figure 5.26 Yeni Çarşı towards Ali Hikmet Paşa Square
(Source: Photograph by Gaye Birol)

2) Number of Path Junctionures on Nodes (whether or not they are optional)

It was previously stated that there is a linear relation between the number of junctions on the nodes and their potential for creating ‘place’. Therefore, the nodes in the study area where various paths intersect have great significance from the viewpoint of their capability of creating the appropriate context for ‘shopping places with social attributes’ within the urban fabric. Nevertheless, these nodes are mostly utilised as vehicular traffic junctions, the possibility of creating such places in these locations are considerably weakened. These nodes can be listed as in the below:

Table 10 Distribution of circulation elements

No	Name of the node	Number of intersecting circulation elements
1	Ali Hikmet Paşa Square	7
2	Intersection of Yeni Çarşı-Hasan Baba Çarşı	5
3	The area in the south of market hall	5
4	The area used as bus stops in the west of market hall	6
5	The courtyard used as bus stops in the west of Zağnos Paşa Mosque	7
6	The area where Zağnos Paşa Mosque and Yeni Çarşı intersect	4
7	The area in the north of İncirli Mosque	7

c) Length of Circulation Elements

The length of circulation elements are investigated under three different categories pertaining to the traditional town fabric:

- a. 0-50 m.: It is the average street length that is observable in cul-de-sacs.
- b. 50-100 m.: It is the average street length that is observable in housing fabric.
- c. 100-150 m.: It is the average length of the streets connecting the areas of urban services and streets related with commercial activities which mostly take place in traditional city centre*.

Table 11 Lengths of circulation elements in the study area

Circulation elements no	Length
1	110 meter
2	100 meter
3	90 meter
4	85 meter
5	65 meter
6	75 meter
7	70 meter
8	85 meter
9	100 meter
10	45 meter

Almost all of these elements can be grouped within categories a or b, and thus, provide the dimensional characteristics of street layout of the traditional city. When their distribution is examined, one can see that the category, which is valid in the central district where shopping is quite intense, is b with 50-100 m. length (Figure 5.27).

* As mentioned in the third chapter, the most effective distance for attracting customers is between 90-120 m. in contemporary shopping centres. This, in fact, is the optimum distance observed in arasta and traditional urban fabric.

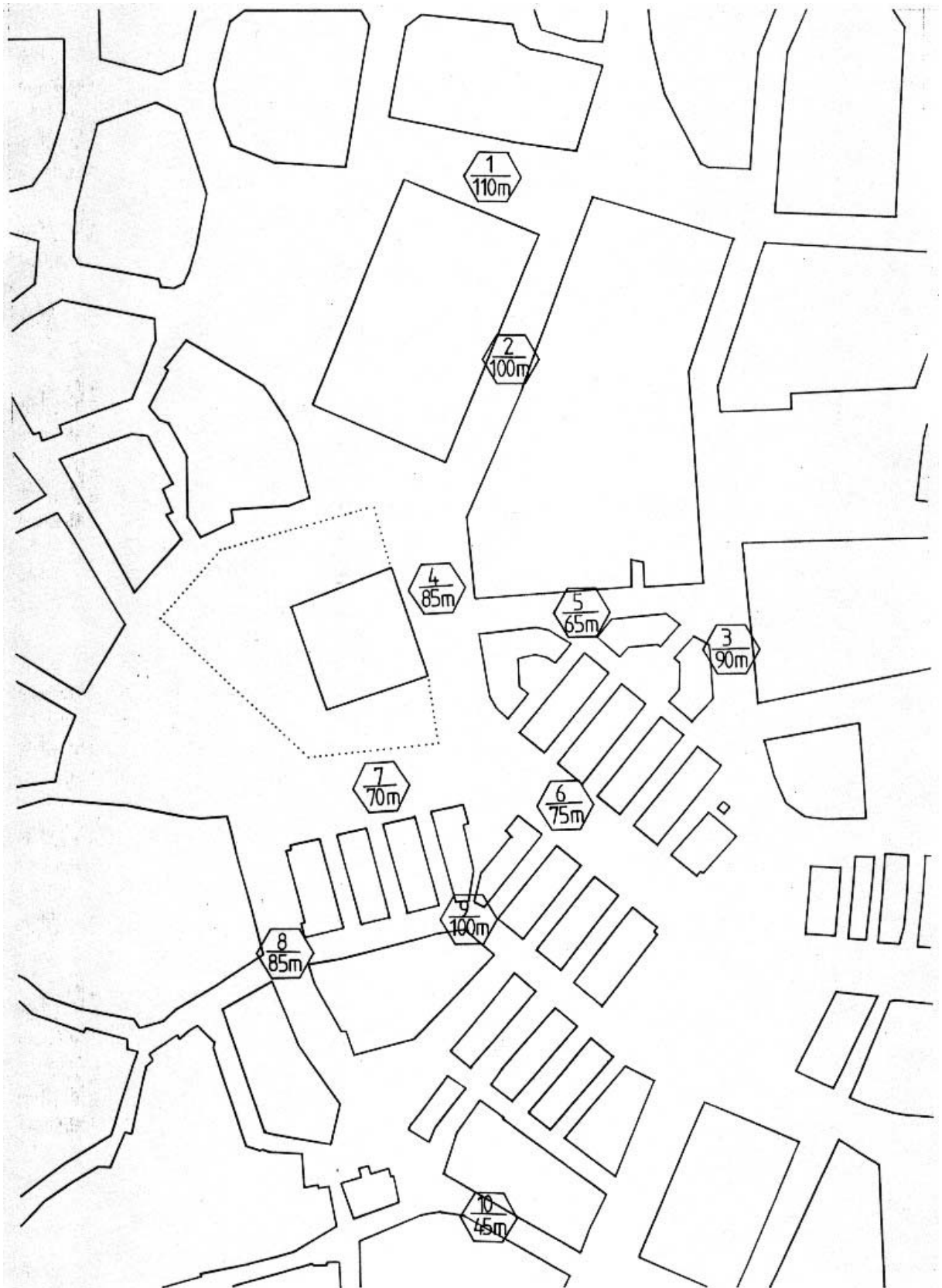


Figure 5.27 Lengths of circulation elements in the study area.

This distribution pattern has a characteristic which helps perceptibility, thus legibility of commercial-urban spaces. Circulation element with number 9 can constitute a striking example of this sort. This street is perceived as two parts of 55 and 45 meters because of the twist although it is actually about 100 meters long. This twist, contributes to the unity of urban space-shopping space-pedestrian flow, simply by helping the easy perception of both the geometric structure of Yeni Çarşı, and urban landmarks in the area. Meanwhile, it lays the foundations for a spatial organisation which can enhance the formation of 'place'.

It is significant that one of the factors, which determine the spatial organisation and mass composition, is the length of circulation elements. Thus, one of the crucial characteristics, which can constitute a bridge between fabric of the shopping places in traditional city and contemporary shopping centres, is the length of streets.

d) Orientation and Angles of Circulation Elements (Linear/angular)

In the study area, it can be seen that circulation elements are connected with each other through various angles (Figure 5.28). Only in Yeni Çarşı a linear and orthogonal street layout can be observed. Yet this layout is not in total contrast with the angular street layout, on the contrary, it delicately associates with this fabric through various articulations.

The street layout, which has an order almost totally angular, is one of the characteristics, which associate the study area with traditional city. Despite the public-works interventions, conducted throughout the time, traditional tissue characteristics are partially preserved. Though its perception, thus formation of a 'shopping places with social attributes' is obstructed due to various factors named above.

e) Rhythmic Characteristics of Commercial-Urban Blocks (existence/absence of rhythmic order)

When the dimensions of urban blocks are examined, one can notice the traces of a rhythm, in the past, among the blocks located in the north of market hall. Today, rhythmic order seems to have lost around Hasan Baba Çarşı, and displays a development towards a non-rhythmic order consisting of two or more blocks merging together. Hasan Baba Çarşı offers a rhythmic order within its interior space with sensitive references to the urban fabric which itself replaced (through reorganising the rhythmic elements in the fabric), while on the other hand, it connects the main circulation elements in the east and west thus two crucial commercial spaces of the city through the spatial division within itself.

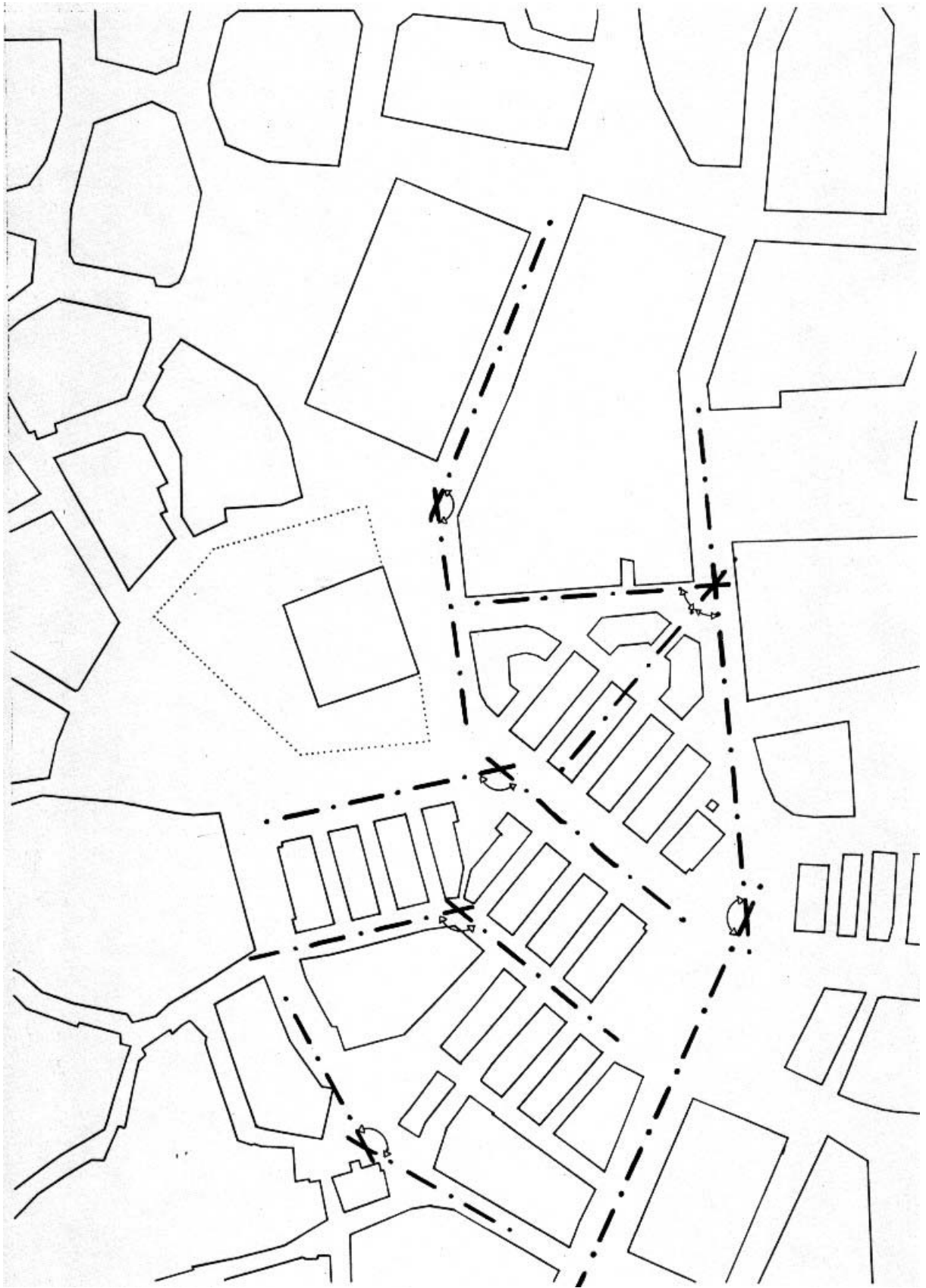


Figure 5.28 Orientations and angles of circulation elements in the study area

It is seen in Yeni Çarşı that, in spite of its strict planning approach, it attempts to rehabilitate the rhythms of the commercial urban block by the spatial organisation it offers through the dimensions that are reminiscent of traditional fabric.

Thus, these two shopping complexes provide the conditions required for creating 'shopping places with social attributes' within themselves. Nevertheless, the failure of the relationship between them (i.e. lack of an arrangement organising pedestrian flow in between them) may have caused to the loss of the conditions of urban unity in the traditional fabric.

On the other hand, it can be seen that Yeni Çarşı consists of a group of buildings which have the potential of creating 'shopping places with social attributes' since they represent the traditional characteristics to the maximum level when compared to the other shopping areas of the city. Yet, Hasan Baba Çarşı within itself also displays a potential to form 'shopping places with social attributes' with its spatial characteristics that refers to traditional shopping places (Figure 5.29).

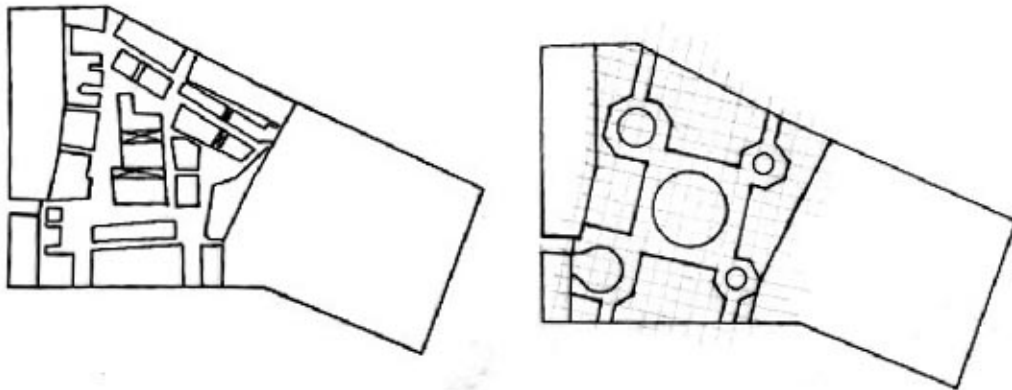


Figure 5.29 Hasan Baba Çarşı. Former state (left), current state (right).

However, it is also seen that this building establishes a model excluding the social values which should be transmitted from the city to the building while traditional urban fabric is being 'internalised' (see Chapter 2) since various spatial features pertaining to traditional shopping spaces are not adequately transmitted. Therefore, this building reflects the architectural and urban problems brought with the concept of 'internalisation'. These problems can be summarised as; the building weakens the perceptibility and legibility of space with its multi-levelled spatial organisation; it cannot be integrated with the rest of the city since it is totally introverted; it does not accommodate functional diversity in a way to contain spaces for social activities.

5.3.1.2.2 Nodes

a) Spatial Characteristics (piecemeal/monolithic, complex/simple, free and organic/strict and regular) (see Figure 5.30)

Table 12 Spatial characteristics of the nodes

No	Name of the node	Spatial characteristics
1	Ali Hikmet Paşa Square	Monolithic, simple, strict yet irregular
2	Intersection of Yeni Çarşı-Hasan Baba Çarşı	Monolithic, simple, irregular
3	The area in the south of market hall	Piecemeal, complex, free and organic
4	The area used as bus stops in the west of market hall	Monolithic, simple, organic
5	The courtyard used as bus stops in the west of Zağnos Paşa Mosque	Piecemeal, simple, free and organic
6	The area where Zağnos Paşa Mosque and Yeni Çarşı intersect	Piecemeal, complex, organic
7	The area in the north of İncirli Mosque	Piecemeal, complex, organic

b) Geometric-Typological Characteristics (square, circle, triangle, amorphous, and their combinations) (see Figure 5.30)

Table 13 Geometric-typological characteristics of the nodes

No	Name of the node	Geometric-typological characteristics
1	Ali Hikmet Paşa Square	Triangle
2	Intersection of Yeni Çarşı-Hasan Baba Çarşı	Triangle
3	The area in the south of market hall	Amorphous
4	The area used as bus stops in the west of market hall	Rectangular
5	The courtyard used as bus stops in the west of Zağnos Paşa Mosque	Trapezoid
6	The area where Zağnos Paşa Mosque and Yeni Çarşı intersect	Triangle
7	The area in the north of İncirli Mosque	Amorphous

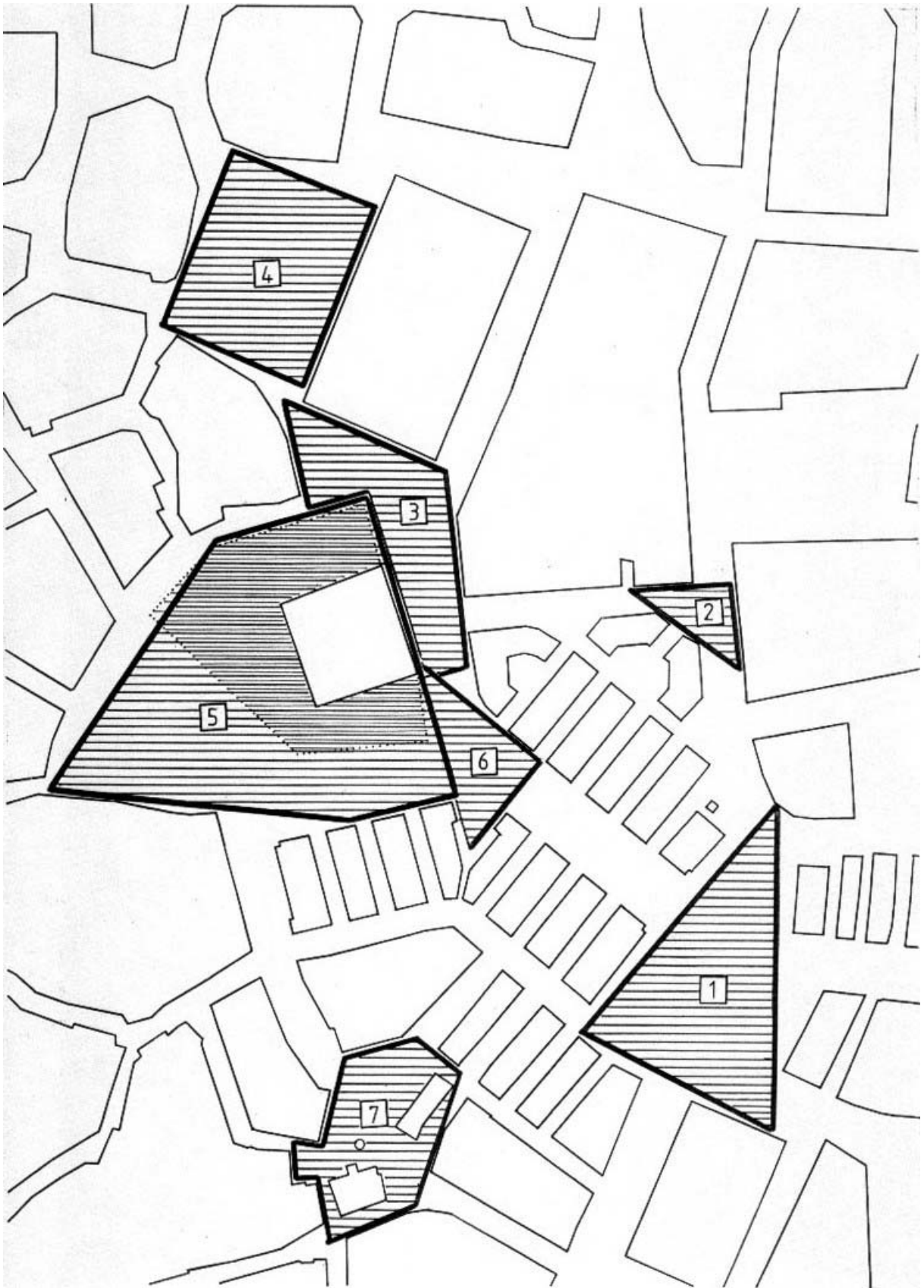


Figure 5.30 Geometric-typological characteristics of the nodes

c) Enclosure Level (enclosed, semi-enclosed, unenclosed) (see Figure 5.31)

Table 14 Enclosure levels of nodes

No	Name of the node	Enclosure level
1	Ali Hikmet Paşa Square	Unenclosed
2	Intersection of Yeni Çarşı-Hasan Baba Çarşı	Semi-enclosed
3	The area in the south of market hall	Semi-enclosed
4	The area used as bus stops in the west of market hall	Enclosed
5	The courtyard used as bus stops in the west of Zağnos Paşa Mosque	Semi-enclosed
6	The area where Zağnos Paşa Mosque and Yeni Çarşı intersect	Unenclosed
7	The area in the north of İncirli Mosque	Semi-enclosed

d) Balance of Shopping Activity-Social Activity [functional diversity]
(shopping dominant, social activity dominant, equal weight) (see Figure 5.31)

Table 15 Shopping activity-social activity equilibrium in the nodes

No	Name of the node	Shopping activity-social activity equilibrium
1	Ali Hikmet Paşa Square	Shopping dominant
2	Intersection of Yeni Çarşı-Hasan Baba Çarşı	Shopping dominant
3	The area in the south of market hall	Equal weight
4	The area used as bus stops in the west of market hall	Shopping dominant
5	The courtyard used as bus stops in the west of Zağnos Paşa Mosque	Equal weight
6	The area where Zağnos Paşa Mosque and Yeni Çarşı intersect	Shopping dominant
7	The area in the north of İncirli Mosque	Shopping dominant

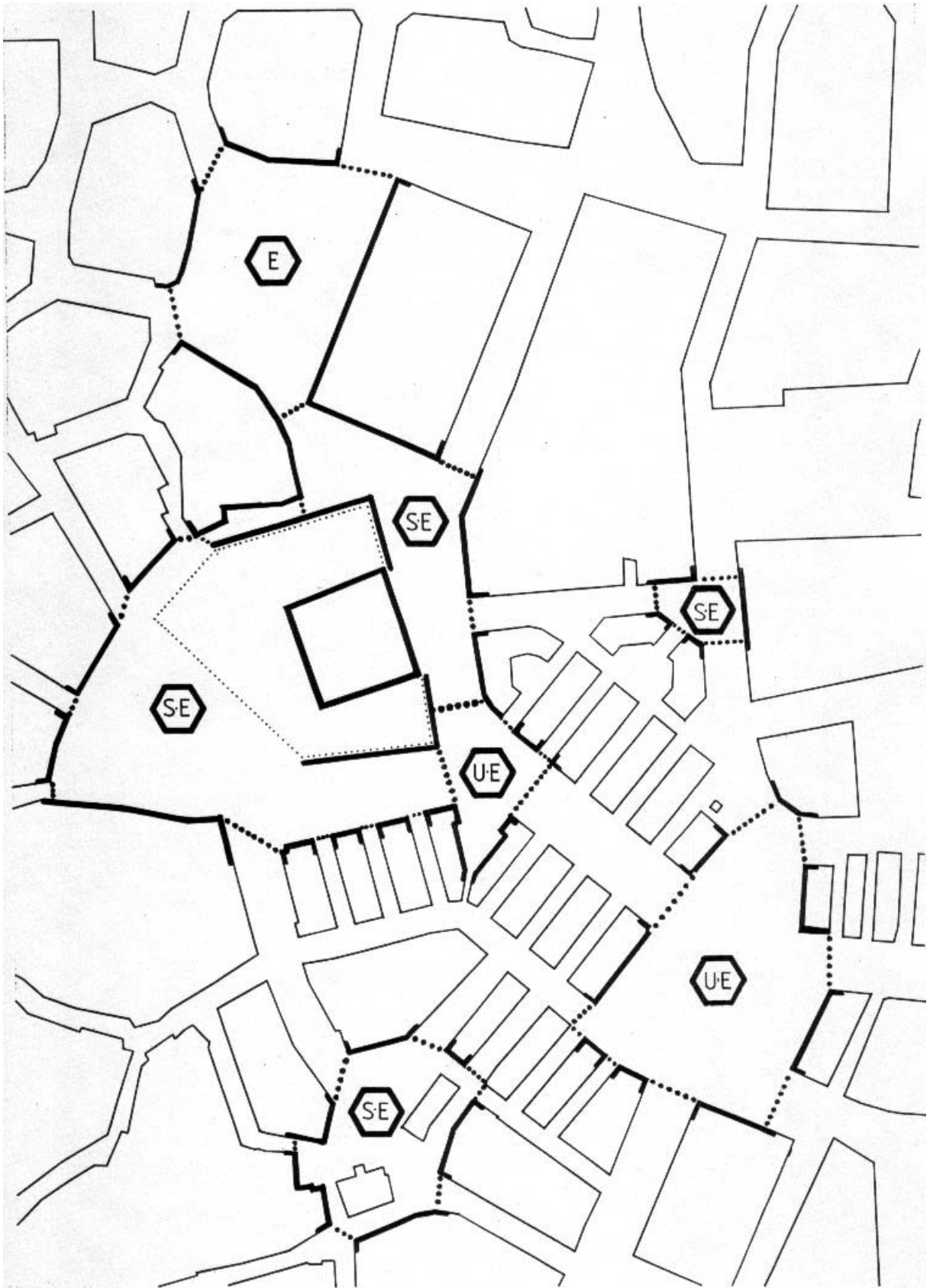


Figure 5.31 Enclosure levels of the nodes



Figure 5.32 Shopping activity-social activity equilibrium

e) Distribution Types of Nodes (linear/planar) (Figure 5.33)

Nodes, in the study area, have the general characteristics of a planar distribution. Despite, circulation options, which determine the planar distribution, are impaired by vehicular traffic, and therefore, their perception as planar is quite difficult.

The planar structure in the distribution of nodes partially reflects the characteristics of traditional fabric (Figure 5.33). However, the reduction of pedestrian areas after 1950s' interventions and traffic arrangements and the impairment of the relations between pedestrianised areas, seem to have caused that spatial organisations to accentuate the significance of these nodes within urban fabric, could not be made. Therefore, the nodes cannot be perceived at all, let alone being perceived linearly or planar, mainly because they neither do have genuine characteristics to be able to gather and distribute people, nor are related to one another. Only nodes with number 4 and 5 can be perceived since they are currently used as bus stops and thus they continually collect and distribute people from and into the city.

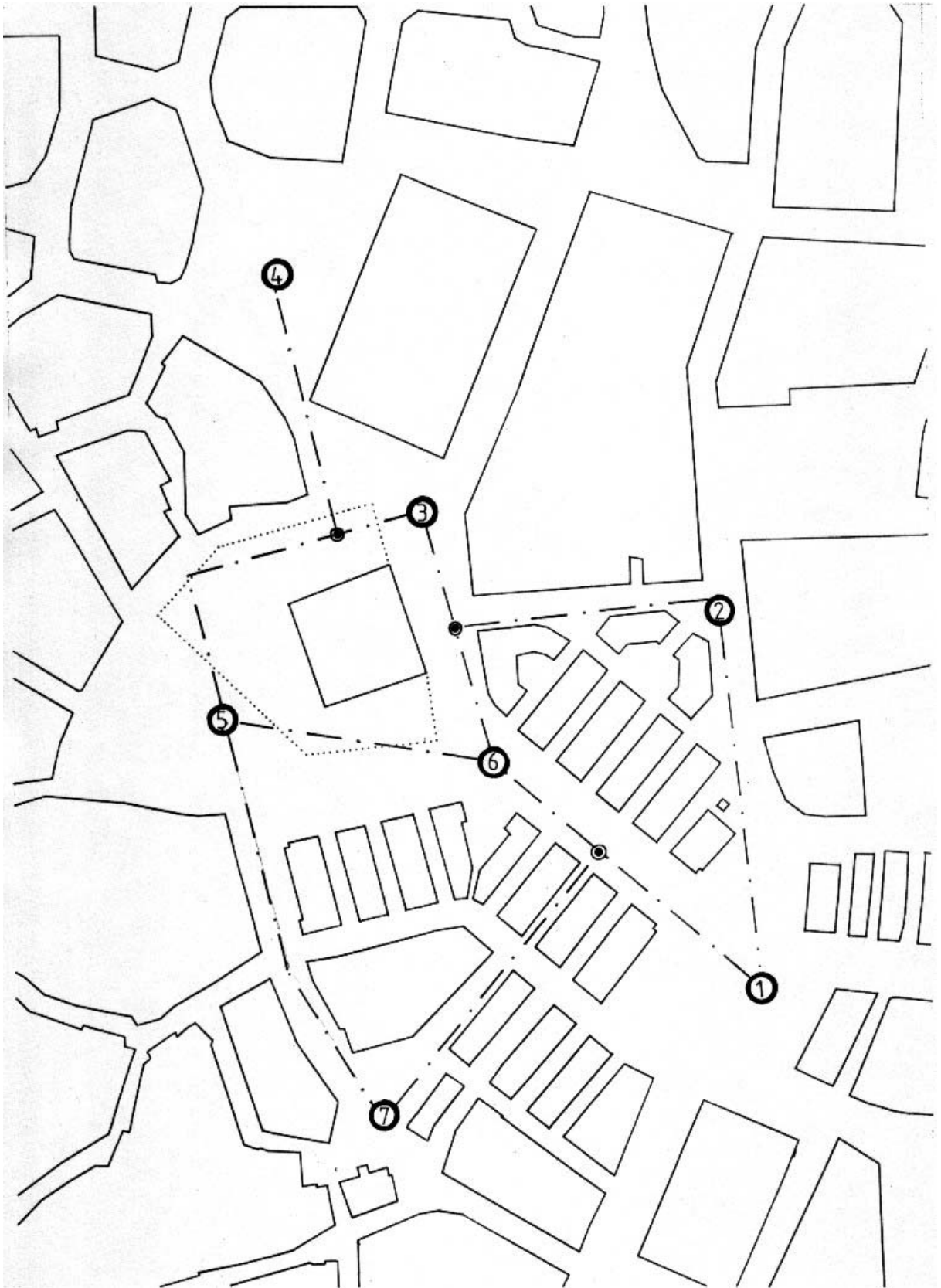


Figure 5.33 Distribution types of nodes in the study area

5.3.1.3 Definition of the Characteristics of Spatial Organisation

5.3.1.3.1 Figure-Ground Relationship (grid, angular, curvilinear, radial, axial, organic)

The area exhibits an organic distribution of solids and voids (Figure 5.34). Thus, one can suggest that figure-ground equilibrium also has the same characteristics with the figure-ground relationship of traditional city. However, in Yeni Çarşı, angular and linear solid-void equilibrium is much more noticeable. This strict solid-void equilibrium in Yeni Çarşı seems to be injected into the traditional urban structure.

5.3.1.3.2 Spatial Hierarchy (provision/absence of hierarchical order)

Although there is a great potential to form a hierarchical order from the viewpoints of form, enclosure, position and size, one cannot fail to notice that such an order does not exist (Figure 5.26, Figure 5.33). However, it is possible to talk about the existence of a functional hierarchy in the study area. This hierarchy manifests itself as the location of food retail along major circulation elements whereas that of endurable consumer goods in the inner parts of the district.

5.3.1.3.3 Classification of Spatial Organisation Types (central, linear, radial, cluster, grid)

It can be seen that the spatial elements in this area generally have a cluster type of organisation, yet linear spatial organisation of Yeni Çarşı differentiates from this overall organisation.

5.3.1.3.4 Classification of Spatial Combinatory Relationships

It can be seen that urban components in the area are usually the spaces connected with another space (each node having the quality of a square are connected with a circulation element that is another space) (Figure 5.35). However, it is also possible to observe other relationships, although vaguely, such as interlocking and adjacent spaces particularly in the nodes with numbers 3, 4, and 5.

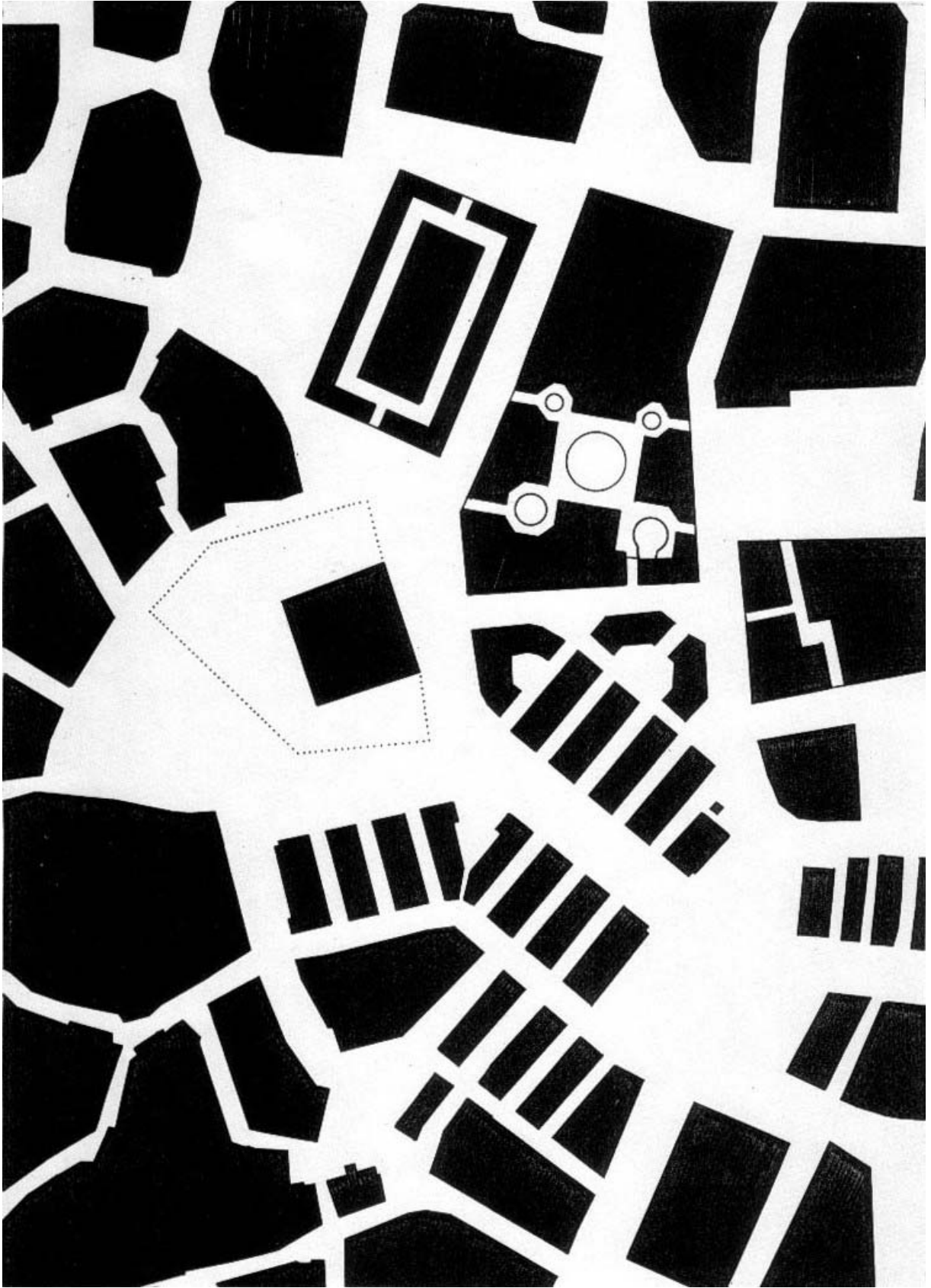


Figure 5.34 Figure-ground relationships in the study area

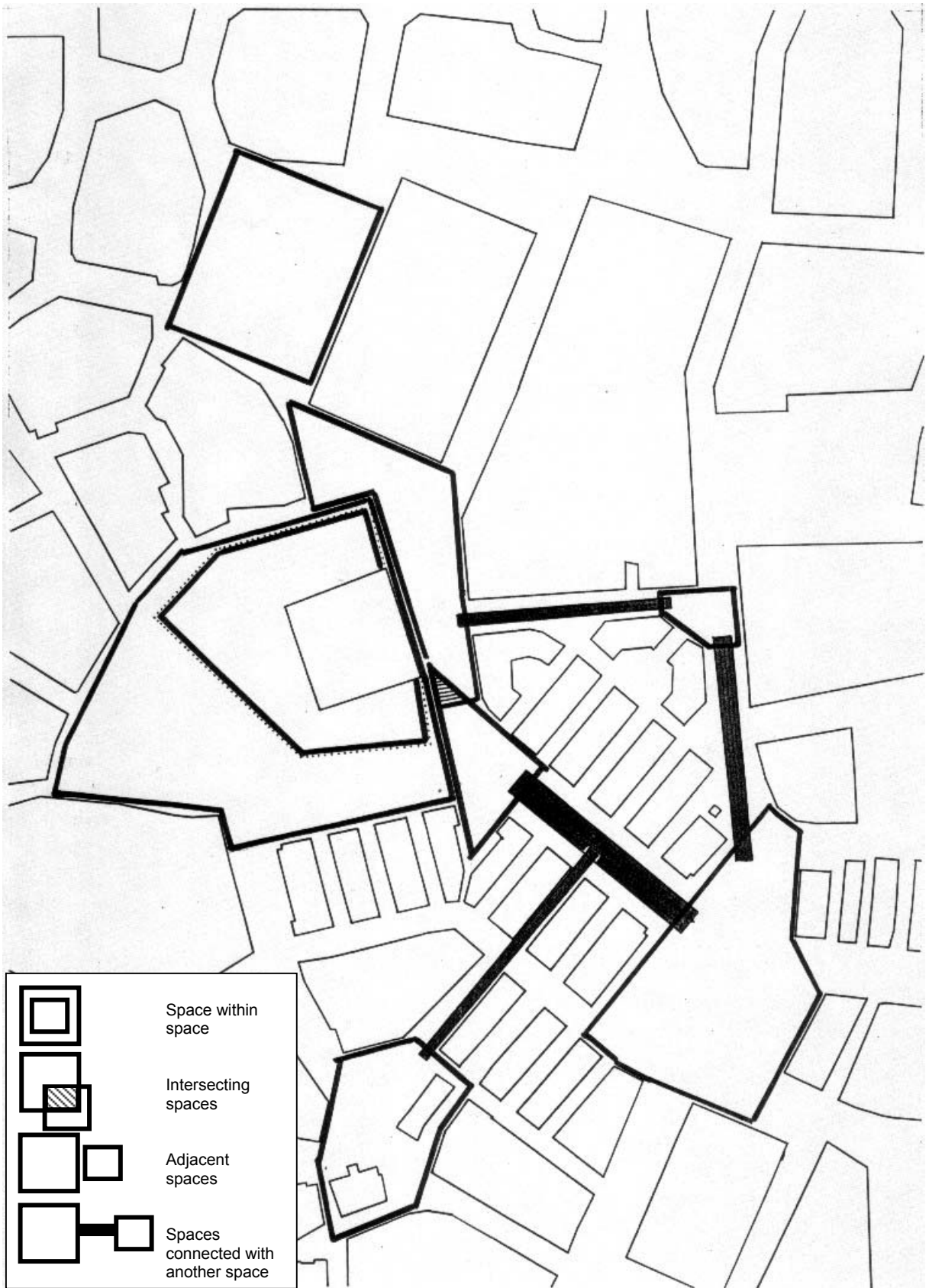


Figure 5.35 Spatial combinatory relationships in the study area

5.3.2 Visual Analysis of Study Area

In this section, a method which is based on Cullen's serial vision and which investigates visual perception of users and thus their experiences as social beings, towards the identification of the problems regarding the organisation of nodes and connecting paths in the circulation area, is applied. Through below-given successive photography, it is intended to put forward the spatial problems in the area. To this aim, the urban spatial organisation, which a pedestrian starting from the square in front of İncirli Mosque, and form behind Yeni Çarşı going towards Ali Hikmet Paşa Square, then again via Yeni Çarşı to Zağnos Paşa Mosque, then to Hasan Baba Çarşı, and finally to market hall and adjacent squares (Figure 5.36) perceives in continuity is documented (Figure 5.37-Figure 5.79), and the problematic spots in the formation of 'shopping places with social attributes' are identified.

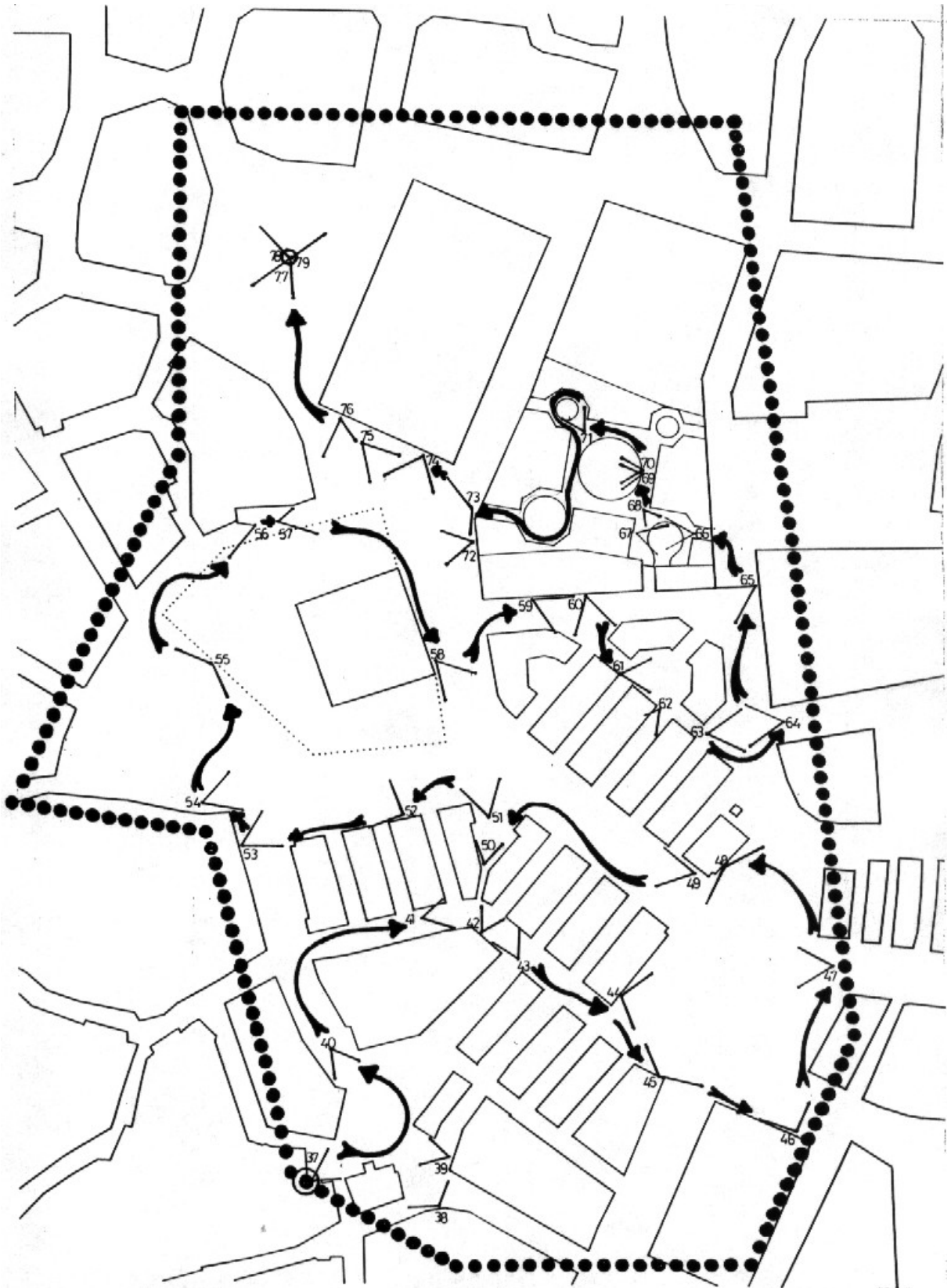


Figure 5.36 Route of the visual analysis in the study area



Figure 5.37 The square in front of İncirli Mosque, characteristics of organic tissue.



Figure 5.38 The square in front of İncirli Mosque, the building block impairing the unity of the square.



Figure 5.39 The square in front of İncirli Mosque, peripheral conditions impairing the scale and enclosure level of the traditional fabric.



Figure 5.40 The square in front of İncirli Mosque, spatial vagueness of the square obstructing the perception.



Figure 5.41 Contribution of diverse angles and building alignments in the street behind Yeni Çarşı to the spatial diversity.



Figure 5.42 Contribution of inner streets in Yeni Çarşı to spatial permeability.



Figure 5.43 Contribution of diverse angles and building alignments in the street behind Yeni Çarşı to the spatial diversity.



Figure 5.44 Ali Hikmet Paşa Square and the problem of lack of definition.



Figure 5.45 Ali Hikmet Paşa Square and the problem of lack of definition.



Figure 5.46 A view from Ali Hikmet Paşa Square to Yeni Çarşı.



Figure 5.47 A view form Milli Kuvvetler Street towards Ali Hikmet Paşa Square and Yeni Çarşı.



Figure 5.48 Ali Hikmet Paşa Square and problems observed in its peripheral conditions.



Figure 5.49 Spatial definition created by Yeni Çarşı and the pedestrian continuity interrupted by vehicular traffic.



Figure 5.50 A view inside Yeni Çarşı, an urban stage-set established by traditional ways of shopping in a pedestrian area.



Figure 5.51 A view from the arcades of Yeni Çarşı to Zağnos Paşa Mosque and Market hall, vehicular traffic and destruction of urban ensemble created by the grouping of various functions.



Figure 5.52 From Yeni Çarşı to the space in the west of Zağnos Paşa Mosque, problem of the lack of definition.



Figure 5.53 From the square in the west of Zağnos Paşa Mosque to Yeni Çarşı, definition of sub-space by the trees which constitute the boundaries of the courtyard of the mosque.



Figure 5.54 Square in the west of Zağnos Paşa Mosque, relationship between square and mosque.



Figure 5.55 A view from Zağnos Paşa Mosque towards the square on its west, the problem of enclosure, and the impairment of spatial unity with bus stops.



Figure 5.56 The street connecting Market hall square to the square in the west of Zağnos Paşa Mosque, and its definition with buildings and landscape elements.



Figure 5.57 The street connecting Market hall square to the square in the west of Zağnos Paşa Mosque, sub-space created in the court with a level difference.



Figure 5.58 A view from Zağnos Paşa Mosque to Yeni Çarşı.



Figure 5.59 The street in the North of Yeni Çarşı, contribution of the unity of human-building-nature which existed in traditional fabric for the formation of 'shopping places with social attributes'.



Figure 5.60 The street in the North of Yeni Çarşı, contribution of the unity of human-building-nature which existed in traditional fabric for the formation of 'shopping places with social attributes'.



Figure 5.61 The gathering spaces to which all streets in Yeni Çarşı open, the space performs as a node within shopping complex and offers a multi-optional spatial order to its users.



Figure 5.62 A street view inside Yeni Çarşı.



Figure 5.63 Disharmony between traditional and new spaces on a peripheral location where traditional features start to diminish.



Figure 5.64 A view from the eastern boundary of the study area towards Yeni Çarşı.



Figure 5.65 A view from the eastern boundary of the study area towards Yeni Çarşı and Zağnos Paşa Mosque.



Figure 5.66 Hasan Baba Çarşı, an initiative to reorganise urban space within a building.



Figure 5.67 Hasan Baba Çarşı, the relation between reorganised inner-urban space with the exit to the urban space itself.



Figure 5.68 Hasan Baba Çarşı, spatial richness via level differences within the building and visual relations.



Figure 5.69 A view from the central circular space of Hasan Baba Çarşı, the weakening of characteristics pertaining to traditional shopping space due to the growth of building in the third dimension.



Figure 5.70 An initiative to constitute 'place' in the central circular space of Hasan Baba Çarşı by means of functional diversity.



Figure 5.71 Disharmony between contemporary spatial understanding in Hasan Baba Çarşı with prevailing ways of traditional shopping.



Figure 5.72 A view from the west exit of Hasan Baba Çarşısı to Zağnos Paşa Mosque, contribution of the unity of human-nature-building and functional diversity to the formation of ‘shopping places with social attributes’.



Figure 5.73 A view from the west exit of Hasan Baba Çarşısı to the square in front of market hall, destruction of spatial unity with vehicular traffic.



Figure 5.74 A view from market hall to Zağnos Paşa Mosque, contribution of the unity of human-nature-building and functional diversity to the formation of ‘shopping places with social attributes’.



Figure 5.75 A view from market hall to Hasan Baba Çarşısı, as the result of introverted relationship established with the city, the impairment of the unity of ‘urban space-shopping place’ that existed in traditional shopping space.



Figure 5.76 A view from market hall to Zağnos Paşa Mosque.



Figure 5.77 The South elevation of the square in the west side of market hall, despite its enclosure, the difficulty of perceiving the positive space due to the lack of unity along the peripheral conditions.



Figure 5.78 The west elevation of the square in the west of market hall, despite its enclosure, the difficulty of perceiving the positive space due to the lack of unity along the peripheral conditions.



Figure 5.79 The east (market hall) elevation of the square in the west side of market hall.

5.3.2.1 Problems

The urban problems highlighted through the above-conducted visual analysis can be grouped as below:

5.3.2.1.1 Problems Regarding Circulation Elements

- Vagueness of the type of linkage scheme,
- Dominance of the linear distribution of linkage elements,
- Impairment of pedestrian flow by vehicular traffic arrangements,
- Impairment of the unity of spatial perception as a result of the absence of rhythmic order among plot sizes.

5.3.2.1.2 Problems Regarding Nodes

- Nodes are formally complete, yet functionally disintegrated via vehicular traffic and bus stops,
- Vague qualities from the viewpoint of geometric features, and resulting difficulty in perception,
- Inadequacy of enclosure level and resulting difficulties in their perception as positive urban spaces,
- Isolation of nodes from social functions for the sake of providing spaces for mere shopping and thus, insufficiency of the unity of social place-shopping place.

5.3.2.1.3 Problems Regarding Spatial Organisation

- The contradiction between organic solid-void relationship and Yeni Çarşı's linear figure-ground relationship, thus resulting deficiency in the legibility of space by pedestrians,
- Difficulties in the legibility due to the lack of hierarchical order (spatially and spatially) among the various spatial components,
- Spatial disintegration stemming from the fact that linear spatial organisation of Yeni Çarşı and cluster type of organisation in the remaining areas which reflect traditional characteristics of the fabric, are not well integrated,
- Difficulties in orientation originating from the fact that spatial diversity which enables the fluidity required for the perceptual continuity, could not be provided particularly in the combination of spaces.

5.3.3 Proposals for Shopping Centre Development in Balıkesir

In this section, various suggestions for a future development of shopping spaces in Balıkesir will be presented within the framework of the approach developed in Chapter 4, aiming the preservation of the unity of ‘urban fabric-shopping place’.

Similar to the approach used in the analyses of the study area, the proposals here, will also follow an order starting with proposals for circulation elements, then those for nodes and spatial organisation.

5.3.3.1 Proposals Regarding Circulation Elements

- Clarification of the type of linkage schemes as group form,
- Conversion of the distribution of linkage elements into planar arrangement,
- Arrangement of vehicular and pedestrian traffics in a manner to support above-stated planar distribution,
- Reorganisation of rhythmic order in a way to provide the urban ensemble of the traditional fabric.

5.3.3.2 Proposals Regarding Nodes

- Formation of piecemeal and complex spatial character in the nodes,
- Transformation of the nodes which exhibit amorphous geometric qualities into those with clear geometric shapes,
- Peripheral arrangements to improve the level of enclosure in these urban spaces,
- Conversion of nodes dominated by shopping activity into those with equal weight of both shopping and social activities.

5.3.3.3 Proposals Regarding Spatial Organisation

In connection with the proposals regarding circulation elements and nodes;

- Enhancement of the connections between organic solid-void relationship and linear figure-ground relationship,
- Making advantage of the potential which these urban spaces have to form a hierarchical order and making necessary arrangements to establish spatial/spatial hierarchy besides the functional one,

- Spatial arrangements required for a better integration of linear and cluster spatial organisations,
- In regard to spatial combinatory relationships, the deployment of other types (such as space within space, interlocking spaces, adjacent spaces as well as spaces connected with another space) in order to provide required level of spatial diversity.

Chapter 6

CONCLUSION

This study approaches the issue of contemporary shopping centres in the light cast by theories of Baudrillard (1997), Ritzer (1996), and Kowinski (1985). This approach criticise the current organisation of shopping spaces as devices of the economic system which alienates individuals from their traditional shopping habits, spatial perceptions, and social interactions. Therefore, the spatial characteristics of traditional shopping places, which constitute '*urban fabric-shopping space-social structure unity*' that is typical feature of traditional settlements in pre-industrial era were examined in this study. Hence, firstly, the concept of '*shopping places with social attributes*' was defined and spatial characteristics of '*shopping place which can enhance social relationships*' was determined. Later, an alternative approach for analysing whether or not the contemporary shopping centres could enhance social relationships was developed by formulating these characteristics. Consequently, this approach was tested on a case study.

As known, the researches to be conducted prior to the shopping centre constructions are utterly important from the point of economic success of the centre, and in design process, they effect the decisions about the morphological features of the building. But these researches are limited to economical variables such as population growth, income projections, and shopping periods within the primary trade area of the proposed centre. Unfortunately, the study of the parameters, which make a shopping space enhance social relationships such as; social and cultural structure of the potential customers; and specific features of traditional shopping habits and places within the trade area of the proposed centre are usually left out of the scope of these studies, especially in developing countries including Turkey.

Consequently, the relationship between shopping space and social structure is reduced to the economic dimension. Such a lessening may cause a series of spatial problems in shopping spaces concerning socialisation of individuals in accordance with the nature of shopping. These problems can be summarised as in the following.

- In spite of user congestion in the malls, lack of communication among users resulting from absence of social activity spaces in these areas (various recreation spaces such as cafes, fountains, a century old trees, benches, etc. and religious buildings such as churches and mosques are the main social activity spaces in traditional shopping areas),

- Despite the various spaces for several functions in the shopping centre, their separate placement for the purpose of attracting users' attention merely on shopping, and hence spatial segregation as a result of it. Accordingly, digression of shopping space from spatial unity, which is achieved in traditional shopping spaces by combination of shopping and other social activities in one place. Thus, insulation of shopping space from the social life,
- That sequential perception determined by spatial order in shopping centres may fracture and monotonise functional diversity, and thus, impairment of unity arising from the ensemble of diversities observed in the shaping of traditional-vernacular settlements. Thus, contradiction of the users' mental map about 'shopping' and 'shopping place' with the actual shopping and shopping place. Therefore, emergence of social alienation and disintegration through ever-changing conception of shopping and its spaces,
- That shopping activity does not coexist with other social activities in public gathering spaces (such as courtyard, square, and atrium) in shopping centres as in its malls, and hence, weakening of the relationships between individuals,
- Isolation of shopping spaces in the contemporary shopping centres from the rest of the city in contrast to the qualities of 'proximity', 'centralisation', and 'enclosure', which were among the architectural qualities of the traditional shopping space. Reduction of the ambition for 'creating an alternative urban core in the shopping centre' merely to the reproduction of high-street shop windows.

As known, shopping has always been a social and urban activity. Shopping space is a place where people congregated since the ancient times. However, in most of the contemporary shopping centres, the spatial features, which can enhance social aspect of shopping because of the reasons given above, seem not to exist. Yet, the spatial structure of traditional shopping contains all spatial relationships linked with the morphological characteristics which enhance social life. In this thesis, it was emphasized that the primary feature of traditional shopping space is the harmony between urban fabric and social structure. Accordingly, an analytical approach, which is based on the spatial relationships of "traditional shopping place" and, for investigating this harmony in contemporary shopping centres, was constituted.

The main problem tackled in the study is the gradual transformation of shopping which once was mainly a social activity and the principal communication type between people and the society in traditional sense, into a much more individual activity particularly after

modernism. In connection with this problem, shopping spaces have also gradually become consumption machines by digressing from spatial characteristics which used to support social relationships.

One of the major reasons for contemporary shopping spaces to become a spatial typology that cannot unite with social fabric, is that urban spaces are 'transformed into interior space' (i.e. the elements of urban space become components of the building in which it is contained mainly by detaching themselves from the city itself) merely with their functions rather than with their spatial characteristics. The morphological characteristics make urban space 'a place more suitable for social purposes' and make shopping space 'a place more enhanced and supported for social activities' cannot be integrated with spaces of contemporary shopping centres in this 'transformation' process. Consequently, urban space, which is transformed into shopping centre, is gradually getting more alienated from its main characteristic that is to 'facilitate social interactions'.

As discussed in the third chapter of the thesis, it is generally seen in the western shopping centres that, features of urban fabric and spatial relationships of the shopping spaces in traditional cities are reinterpreted to a great extent. These buildings reflect spatial characteristics of urban fabric in their own spatial organisations. Nevertheless, it is discerned that a totally different order from the spatial features of traditional urban fabric is implemented in the shopping centres in Turkey. In these shopping centres, it is observed that spaces for other outdoor functions are also 'transformed' along with traditional shopping places of town centre. Hence, it can be seen that commercial and social activities occurring in town centre are being transmitted into gigantic closed-boxes which are in visual and physical isolation from its surroundings. These shopping centres have formal characteristics which are not actually concerned with the spatial features of traditional urban fabric but are purely related to commercial success. Accordingly, 'shopping place which can enhance social relationships' cannot be constituted and thus, 'unity of urban space and social structure' cannot be accentuated in these buildings.

Spatial evaluation approach proposed in the thesis consists of spatial characteristics, which are required by *urban fabric-shopping space-social structure unity of pre-industrial town* in order to reinterpret them in the contemporary shopping centres. Thus, the problem area was defined, and the theoretical framework in which spatial relationships in regard to the concept of '*shopping places with social attributes*' is evaluated, was clarified in the first and second chapters of the study. Therefore, spatial features of '*shopping places with social*

attributes' which take reference from traditional urban space particularly after modernism, were identified as in the below:

- Legibility
- Crowd
- Mixed-use
- Urban fabric-social structure unity
- Serial vision
- Proximity, centralisation, and enclosure
- Figure-ground (relationship) equilibrium
- Formal variation

These spatial features are the ones, which are asserted by post-modern theoreticians, as the requisites for contemporary city to facilitate social interaction as in pre-industrial era. Thus, the spatial characteristics related with '*shopping places with social attributes*' in traditional urban space, which contains all social purposes together with shopping, were also elaborated. Hence, these characteristics constituted the first phase of the evaluation approach, which was later revealed in the fourth chapter of the thesis.

Then, in the third chapter, the study concentrated on unfolding the historical growth of relationships between shopping space-urban space in the both Western and Anatolian cities. Consequently, the spatial characteristics of shopping activity in various cultures and places, which displays continuity in transition from traditional to the modern, and which contain social aspect of shopping, were elucidated. These characteristics were matched with the spatial characteristics that constitute '*shopping places with social attributes*' as mentioned in the second chapter of the thesis. Therefore, a comparison approach was developed in order to specify resemblances and divergences of contemporary shopping centres with traditional shopping spaces in Western and Anatolian cities.

In this context, spatial features of shopping space in western cities, which can 'enhance social relationships', were defined as in the following:

- Provision of free flow of users and their visual continuity in shopping space,
- Mixed-use in shopping space and a unity of various functions in addition to shopping,
- Figure-ground relationship in shopping place,
- Shopping units in gathering spaces such as squares, courtyards, and atriums,
- Multi-directional and optional spatial order in the mall (circulation area),

- The association between plot sizes of shopping units in traditional and contemporary shopping spaces,
- Complex and piecemeal geometrical order in shopping space,
- Nodes and their planar distribution,

Subsequently, spatial features of traditional shopping spaces in Anatolian cities were defined as in the below:

- Organic street layout in the circulation area,
- Single-use in the shopping building,
- Insufficiency of well-defined public gathering spaces (squares, courtyards, atriums),
- The emphasis on the introverted nature of the shopping,
- Existence of complex and piecemeal shapes in the formation of the shopping spaces,
- Coexistence of various angles and directions,
- Formation of outdoor (open and semi-open) spaces as serial, well-defined and in human scale,
- Spatial hierarchy and proportional order,
- A sense of multiplicity,
- Free and organic forms,
- Contribution of natural input to the legibility of spatial order,
- Unity and variation stemming from ensemble of diversity in shopping spaces.

In the next stage of the same chapter, traditional shopping spaces in Western and Anatolian cities were compared with contemporary shopping spaces from the viewpoint of the spatial features, which can enhance social relationships, as explained above. Therefore, the spatial features of traditional shopping places, which could be reinterpreted in contemporary shopping centres in order for today's shopping spaces in *closed-boxes* to become '*shopping places with social attributes*', were established. These features are listed below:

- Contribution of natural inputs and existence of unity and variation stemming from ensemble of diversity in shopping spaces with regard to the legibility of spatial order,
- Multi-functionality in the shopping place, yet single-functioning in the shopping building with regard to criterion of functional variety,
- An extraverted spatial organisation at the shopping district (urban space) with regard to *urban fabric-social structure unity*,
- Organic street pattern in the mall (circulation area) with regard to serial vision,

- Shortage of well-defined public spaces (squares) in regard to figure-ground equilibrium,
- Several spatial features were defined with regard to morphological variation:
 - Complex and piecemeal shapes,
 - Various angles and directions,
 - Formation of outdoor (open and semi-open) spaces as serial, well-defined and in human scale,
 - Spatial hierarchy and proportional order,
 - A sense of multiplicity,
 - Free and organic forms in shopping space.

In the next stage (in the fourth chapter), these spatial features were systematised through theories of urban design, architectural design and shopping centre design criteria. Consequently, an alternative approach was formulated in order to evaluate the potentials for creating '*shopping places with social attributes*' in contemporary shopping centres by means of above-discussed spatial characteristics. This approach, at the same time, contains a series of key principles which can shed light upon achieving unity of *urban fabric-shopping space-social structure* in contemporary shopping centres.

This approach contains three main subtitles summarised below:

- Definition of the boundaries of traditional urban space with which shopping centre will be compared from the spatial viewpoint, through physical boundaries and urban components. At this point, the accentuation of the fact that the urban area reflects essential characteristics of traditional shopping space fabric from historical, functional, and spatial viewpoints,
- Definition of urban components (circulation paths and nodes) and spatial elements of the shopping space (malls and gathering spaces) in the study area. Analysis of the characteristics of these components such as distribution, linkage qualities, lengths, direction and angles, rhythmic features, geometric-typological features, enclosure level, functional variation.
- Definition of the spatial configuration criteria for the shopping space in the traditional city (or shopping centre to be studied) such as figure-ground relationship, spatial hierarchy, types of spatial organisation and spatial combinatory relationships.

In order to show the validity of the evaluation approach defined in the fourth chapter, this approach was tested on a case study. Therefore, the salient features of existing shopping

spaces in Balıkesir were examined within the framework of this approach in the fifth chapter. The reason of choosing Balıkesir for the case study is directly related to concept of '*shopping places with social attributes*', which were the problem area of the thesis. Today, traditional urban core in Balıkesir appears to be transformed into a central business district. In this transformation process of shopping spaces in the city, one cannot fail to observe that it is gradually digressed from spatial features of '*shopping places with social attributes*', which are assumed to prevail at traditional shopping places. Consequently, the spatial features of traditional urban fabric regarding '*shopping places with social attributes*' and contemporary commercial needs have to be re-assembled for contemporary shopping centres. The spatial characteristics established as a result of this synthesis could plausibly constitute the answer for the question of how the cultural and spatial transformation of shopping spaces in Balıkesir, in the course of time, could be reinterpreted in today's shopping centre designs. For this reason, the spatial features, which have been transmitted from the traditional fabric to present urban fabric, have to be defined. To this aim, firstly, the study area, which constitutes the traditional shopping space of the city, was defined from the historical, functional, and spatial viewpoints. Then, the spatial features of today's shopping spaces, which are claimed to be transmitted from the traditional fabric, were elucidated.

However, as a result of this study, it was observed that the spatial features of traditional shopping spaces were almost vanished in the study area that was exposed to many disasters such as fires and earthquakes and improvement interventions after the foundation of the Republic. The traces of traditional fabric in this area are so indistinguishable that they cannot be reinterpreted at all. However, existent yet illegible spatial characteristics of the study area that oscillate between the 'traditional' and the 'modern' -yet its traditional features mostly been deformed-, display the inherent potential, in essence, for transforming itself into a 'shopping place with social attributes', particularly from the viewpoint of formal attributes of spatial organisation and circulation scheme. Therefore, it is concluded that the area must be transformed into a shopping place that can enhance social relationships by rehabilitation of the existing fabric. Thus, the spatial principles, which are derived from those of the traditional shopping spaces, can play determining role for developing design criteria of a potential contemporary shopping centre.

In order to transform the traditional shopping spaces in the study area into its original outlook of a shopping place that can enhance social relationships, circulation scheme (streets), nodes (squares), and their spatial configuration have to be analysed.

To this aim, initially, circulation scheme in the study area should be transformed into 'group form' in accordance with the form of traditional fabric. As known, the diversity in the spatial configuration of pre-industrial urban fabric and shopping places can be a major device for the rehabilitation of social structure. At the same time, planar and widespread distribution of circulation elements should offer 'optional spatial order' to the users. While this order is being re-established, vehicle and pedestrian traffic should be arranged in order to strengthen social aspect of shopping through the continuity of pedestrian circulation. Adaptation of rhythmic order in the location and width of shopping units is another notable aspect that can facilitate social and spatial unity in the study area.

As known, a 'node' represents centralisation and enclosure in an urban fabric. The most significant deficiency of the nodes (squares), which appears to weaken the quality of *'shopping places with social attributes'* in the study area, is disclosed to be the lack of required enclosure level. In other words, the main problem is lack of physical definition around them. Therefore, peripheral arrangement should immediately be made in these squares. At the same time, these squares should be transformed into gathering spaces that could be perceived as clear geometric shapes and could facilitate legibility and social activities in these spaces. As known, the legibility of an urban structure is significant particularly from the viewpoint of creating a sense of belonging to the 'place'. Fragmentation of squares in the study area by vehicular traffic and bus stops is another significant factor that weakens social attributes of this shopping space. Therefore, required arrangements should be done in order to increase pedestrian traffic. As known, pedestrian density in a shopping place facilitates longer use of this space by various users. Eventually, provision of the equilibrium of shopping spaces-social gathering spaces could be another precaution that can facilitate shopping space-social space unity. Thus, traditional shopping place of Balıkesir can be transformed into a contemporary shopping space with its spatial characteristics that can enhance social interactions amongst humans.

Rehabilitation of spatial configuration, which contains circulation elements (streets) and nodes (squares), will enable the study area re-gain its characteristics of enhancing social interactions. Figure-ground relationship is essentially a design strategy of the distribution of urban spaces, which contribute to the civic consciousness and consequently, the potential for social interactions. Despite figure-ground relationship may seem to be in equilibrium in the study area, it is observed in the intersection of traditional and modern fabrics that this equilibrium is impaired. Therefore, the connections of organic distribution of solid-void in the existing fabric and axial figure-ground relationship should be enhanced through the formation

of positive outdoor spaces at the locations where these two different fabrics are hinged. On the other hand, it seems necessary to establish a hierarchical order in the study area since such an order would enrich the legibility of the urban space from spatial and morphological point of view. Implementation of these spatial arrangements for the linear and clustered spatial organisations to be integrated would at the same time provide a solution to the problem of spatial fragmentation in shopping space. Finally, the absence of spatial diversity in the grouping of circulation components and nodes seems to cause impairment of continuous perception for the user and thus, difficulties of orientation. In order to overcome these problems, the use of other connection types such as “space within space”, intersecting spaces”, and “adjacent spaces” in addition to substantial use of “spaces linked by a common space” in the distribution of nodes, would be appropriate.

The rehabilitation of the disintegration between urban space and shopping space would facilitate formation of commercially successful shopping spaces for its investors. Also, contemporary shopping spaces would become a building typology that provides physical and spatial medium required for social functions of the city. Therefore, the concept of ‘*shopping places with social attributes*’ was set forth with its all components, and was developed into a systematic evaluation approach that can be utilised for contemporary shopping spaces.

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