



## **A Research on the Development of Shopping Buildings in Historical Process; Example of Çankırı**

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### **ABSTRACT**

The activity of shopping has started by beneficial relationships of mankind to meet their needs and it has transformed into today's shopping mall by evolving, according to the present conditions and human needs in historical process. Nowadays these buildings have begun to serve for different purposes by taking form of social communication and interaction spaces beside their commercial features. As in the developed countries, the numbers of the shopping malls have been also increased significantly in Turkey for last twenty years. Unfortunately, this condition has gradually decreased the importance of traditional shopping spaces. In terms of the conservation approaches, it has been a subject which is necessary to be investigated. Therefore, in this study, it's aimed to search socio-economic and spatial dynamics that have their effects on this change and development, and is giving contributive proposals about both taking right steps for new designs and protecting the efficiency of present shopping center or renewing traditional shopping spaces. In the scope of this study, general approaches in today's shopping centers are mentioned and their reflections in Turkey are researched with the example of Çankırı city. Then, some results and suggestions are presented by evaluating the reasons of the change.

**Keywords:** Architectural design, Contemporary malls, Traditional shopping centers, Urban planning.

### **1. INTRODUCTION**

In the first years of the republic in our country, the shopping culture, which had been sustained by the approach of traditional Ottoman bazaar (bedesten, covered bazaar, arasta) changed by the beginning of the retail trade system effects from developed countries and by the foundation of big shopping markets like Migros and Gima in the 1950s(Cengiz and Öden, 2002).Together with the transition to free market economy in

the 1980s, the situation acquired a new level by the entrance of the foreign capital based on fields of consumption and especially dependent to entertainment and service sectors (Özcan, 2007). This condition revealed the need to the establishment of new shopping centers where the products could be marketed. Accordingly, the shopping center buildings, which was seen much earlier in different regions of the world, especially western countries (USA and Europe), was also started to be founded in Turkey. "Galeria Mall" became its first example in İstanbul-Ataköy in 1988. In the beginning, these buildings became prevalent in metropolitan cities as İstanbul and Ankara. On the other hand, the public adopted this process quite quickly (Erkip, 2003). After the announcement of "Customs Union" regulations in 1996, this proliferation has been increasingly going on in both small and metropolitan cities all over the country (Kılıç and Aydoğan, 2006).

Today, there are many modern shopping centres (malls) in many cities in Turkey (Ozorhon and Ozorhon, 2014). These buildings have started to experience the "pre-maturity" period by completing the 15-20 years' period which is called as "starting stage" or "infancy" (Kompil and Çelik, 2009). Along with this change, significant differences have emerged unfortunately in terms of social, cultural, economic, architectural and urban planning. For example, at first, related to architecture, there were similarities among buildings in terms of architectural planning (having inner courtyards-galleries, multi-storey etc...) and the other design principles (acclimatization, lighting etc...) (Özaydın and Özgür, 2009). Afterwards, these buildings have transformed into typologies which exemplify traditional urban spaces (district, square, bazaar, etc...) or other special themes. Similar cases have also occurred in socio-cultural perspective. However, the numbers of the academic studies which research changing social, economic and spatial dynamics in Turkey haven't been parallel to the increase of numbers of the malls.

Studies related to "malls" usually comprise the western researches, literature and cases, but it is observed that apart from western countries, changes and conditions are very different in the results of few researches done in the other cultures. This case shows importance of local dynamics which interprets the experiences provided by global media (Erkip, 2005).

In this study, by starting at the urban scale, a comprehensive case analysis which includes various parameters, mainly architectural principles, which are considered to have their effects on the development locally and globally, are introduced about rapidly developing shopping centers. Thus, it is aimed to obtain clues about the reasons why traditional shopping spaces and buildings lose their attractions. In this article, as

workspace, traditional trade region and "Yunus Mall", which was built recently and a representation of contemporary shopping centers, in Çankırı were selected.

## 2. CONTEMPORARY SHOPPING CENTERS

Contemporary Shopping Centers (Malls) are complex spaces that are planned, applied and managed by a central unit and have retailer stores and various service organizations (Cengiz and Öden, 2005). In other words, it is possible to define malls as commercial buildings which contain enterprises like cinema, playground, restaurant, café, bank, pharmacy, barber etc. beside various stores and products with the aim of providing convenience to the consumers and meeting all their needs at a time and offer them comfortable environment by meeting their both social and cultural requirements. Examples of enterprises that can locate in malls can be summarized in Table 1.

**Table 1.** Functional units in today's shopping centers.

Entertainment Units	Service Units	Shopping Units
Cinema, Sport/Fitness Center, Kid-Playground, İnternet (Computer)- cafe, Bowling-Billiard, Ice-skating, etc.	Restaurant, Cafe, Bank, Dry Cleaning Tailor, Pharmacy, Barber, Masjid, Carpark, Administration and Security, etc.	Stores, Supermarkets, Jewelers Stationery etc.

The aim of the malls, which are usually in private ownership, is to lead customers/consumers to do shopping by winning the admiration of them with various alternatives. Although malls are public spaces, their users and usage patterns are usually controlled. They are differentiated from trade spaces in city center and street shopping centers by meeting the balance among different units they include (Celal, 2006).

There are other features and applications in contemporary shopping centers in order to maximize the number of the customers. Some of them can be listed as follow (Akgün, 2008; Alkibay, 1993);

- To give place to exclusive brands,
- To have expandable space /area (with additional buildings and car parks),

- To be located in an easily accessible region,
- To provide ease of transportation,
- To locate stores,
- To position stores/sale units by grouping them to complement each other,
- To perform operations of service-purchase independently from customers,
- To design malls attractively by good lighting and orientation and in order to transform them into an enjoyable and secure environment.

Today, as a result of the gradual increase in the numbers of malls, a new shopping culture has emerged. This culture has both transformed malls into socio-cultural life centers and revealed a competitive environment among them. In this context, to ensure the continuity of customers' interest, exploration of new approaches in design of the buildings has become important. In these approaches, it is observed that the basic design principles are protected and the explorations are only intended to preserve the continuity. These new design explorations can be summarized in Table 2.

**Table 2.** Design Criteria in Contemporary Shopping Centers (Malls).

Approach	Features
Simulation of historical bazaars and buildings	Simulation of some visual features in historical city center is made by using symbolic units like clock tower, fountain etc. (Kılıç and Aydoğan, 2006).
Using urban landscape elements	Exterior space designs are highly enriched by adding some elements like street furniture (street lamps, markings and claddings), planting, sculpture, water and plastic objects in arrangements of street, square and open spaces in the design process (Kılıç and Aydoğan, 2006).
Diversification of functions	By adding functions like cinemas, restaurants, interactive playgrounds to design of malls, it is to bring malls to serve entertainment and social fields for spending leisure time out of shopping and to increase consumption with enabling people to spend their times in these centers all day (Mc Cloud, 1999).

Renovation of the image and presentation	For getting out of usual monotony in new shopping centers, it is necessary to create an image that gives information about new opportunities. These developments from designs of Mall to their uses are defined as the name given to these centers. Therefore instead of a negative definition like "Mall", a term like "lifestyle centers" has been preferred (Southworth, 2005).
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According to the standards of International Council of Shopping Centers, shopping centers (malls) are divided into two main groups which are "traditional (general purpose)" and "specialized purpose" (AMPD, 2006). While "Traditional" shopping centers are categorized as "very large", "large", "medium" and "small"; "specialized purpose" shopping centers are listed as "retailing park, factory outlet and theme-oriented". These types of shopping centers are shown in Table 3.

**Table 3.** Classification of shopping centers according to ISCC standards (AMPD, 2006).

Types of Today's Shopping Center		
Format	Type of Scheme	Gross Leasable Area (GLA)
Traditional	Very Large	80.000 m <sup>2</sup> and above
	Large	40.000-79.999 m <sup>2</sup>
	Medium	20.000-39.999 m <sup>2</sup>
	Small	5.000-19.999 m <sup>2</sup>
Specialized	Retail Park (Large)	20.000 m <sup>2</sup> and above
	Retail Park (Medium)	10.000-19.999 m <sup>2</sup>
	Retail Park (Small)	5.000-9.999 m <sup>2</sup>
	Factory Outlet	5.000 m <sup>2</sup> and above
	Theme-Oriented (Leisure-Based)	5.000 m <sup>2</sup> and above
	Theme-Oriented (Non-Leisure-Based)	5.0 and above

### 3. ÇANKIRI AND COMMERCIAL LIFE

Çankırı is a small city in the north of Central Anatolia, in the main basin of Black Sea and Kızılırmak. Its neighbours are Bolu in West, Çorum in East, Kastamonu in North, Karabük in North-west and Ankara and Kırıkkale in South. The city has about 8411 km<sup>2</sup> area and

its population is 74.192 according to 2012 data. While it had characteristic of “fortress city” in the past, the city covers a residential area which has expanded towards the south of the castle in today. Çankırı has a deep background in terms of historical process and were ruled by many civilizations like Rome, Byzantium, Seljuk and Ottoman. It gained “city” status after the proclamation of the republic.

There have been two commercial centers that are markets for fixed products and bazaars in Çankırı, a center of the regional hinterland. While the first center is consisted of khans, open and covered bazaars where the craft products are usually marketed, the other one defines bazaars where daily needs (like food supplies) are met (Kuban, 1968). Markets and bazaars are usually settled around Main (Sultan Süleyman) Mosque in the city center (Figure 1). Stores besides market and bazaars are the other sign of the economic viability (Ergin, 1979).



Figure 1. Traditional Shopping areas in Çankırı.

In Çankırı the borders of traditional shopping region are defined by *Belediye Street* where the state official institutions (police house, museum, bank, town hall etc.) are and *İplikpazarı street, Elif Street* and *Sultan Suleyman Mosque* which separate from housing settlements. In the *Alparslan Türkeş Avenue* and *Manifaturacılar Street*, two main axis of the region, there are sale units that are concerned with daily needs (food, clothing, textile, furniture, eating-drinking etc.) as shown Figure 2 and 3. In the other back streets (*Attarlar, Bakırcılar, Bedesten, Demirciler, Piringçiler Streets* etc.) different craft, manufacturing and service units are located as shown Figure 4.



**Figure 2.** Some views from Alparslan Türkeş Avenue in traditional shopping space.

Except for traditional shopping approach new shopping spaces (Migros, Bim, Koç-Gıda, Şok etc.), a part of local and national capital chain, has started to be founded since 1996 and continued increasingly. Similarly, depending on the changes and developments in the approach of consuming, it is observed that commercial spaces have spread different regions out of the historical city center.



**Figure 3.** Various views from Manifaturaclar Street in traditional shopping space.



**Figure 4.** Views from the other streets in traditional shopping area.



The changes in the spatial sense of the commercial life started with the construction of municipal business center which was built in city center and planned on offices and stores in 2001. Despite the intense interest at starting, this business center has lost its influence in time due to its high costs. In 2011, Yunus Mall, the first contemporary shopping center of the city, was built in the region which was formerly used as the district bazaar. The mall has protected its attraction because the settlement region has intensive vehicle and pedestrian traffic. However, due to being in the city center, it has a limited area (32.180 m<sup>2</sup>). In the five storey- building, there are about hundred stores (sale spaces). According to ISCC standards (International Shopping Centers Council), when it is evaluated in terms of the gross leasable area, it has the characteristic of a *traditional-medium* shopping centers as shown Figure 5.



**Figure 5.**Views of Yunus AVM (a) panoramic, (b) satellite and (c) main entrance façade.

#### **4. ANALYSE OF SHOPPING CENTER BUILDINGS IN ÇANKIRI**

In this study, changes in user preferences are investigated in terms of architectural properties, mutual evaluations between traditional shopping regions together with bazaar buildings and Yunus Mall, which was built in 2011, are framed under the main titles like architectural planning, urban equipment, decoration, material, acclimatization, environmental factors and facility management (Table 4).

#### 4.1 Architectural Planning

In architectural planning of shopping spaces, the parameters like sale units (stores), socio-cultural spaces, wet areas, car parks, circulation elements (elevation, stair, ramps etc.), transportation and pedestrian ways are taken into consideration. These parameters can be defined as follow:

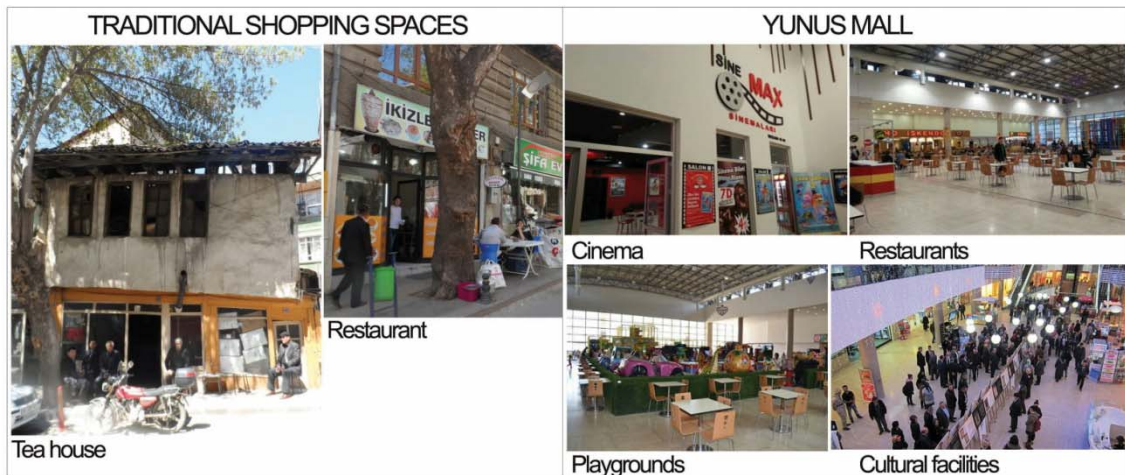
**Sale Units (Stores)** are smaller size modules in the traditional shopping spaces. Therefore, numbers of the exhibited products are lesser. Also, circulation areas which are needed during examination of the display products are limited and insufficient. In Yunus Mall, the situation is on the contrary. In the mall, spaces are large, comfortable and they give opportunity for exhibiting much more products. Besides, they have much more modern and well-kept quality (Figure 6).



**Figure 6.** Sales units in the traditional shopping area (on the right) and Yunus AVM (on the left).

**Social Spaces** are defined as meeting point of community and they have only changed its form from past to today. For example, *coffee shops (kahvehane)* of the past turned into the spaces called as *Café* in today, *traditional restaurants (lokanta)* have become *modern restaurants and fast-food spaces*. In Çankırı's traditional shopping spaces that

are the subject of this study, social spaces appear as *Coffee Shops, traditional restaurants* and the fields of socializing in the courtyard of the mosque. However, in Yunus Mall, there are more social spaces that include more functions like eating-drinking, sport, playground, cinema etc. Additionally, in this mall, miscellaneous cultural activities like exhibition and competition are organized on special days. These activities provide a significant contribution to maintain the viability of the environment and increase customers' interests (Figure 7).



**Figure 7.** Social facilities in the traditional shopping area (on the right) and Yunus AVM (on the left).

**Wet Areas (WC);** in Çankırı traditional shopping spaces there are no wet areas in many sale units (stores) due to their dimensional constraints. In order to meet needs, wet areas of the surrounding mosques are usually used. In Yunus Mall, these units have been designed to be on each floor in suitable sizes and numbers by separating man, woman and disabled people.

**Car parks** can be evaluated in two ways as open and covered spaces. In Çankırı traditional shopping spaces, there are no open or covered car park areas in the region where sale units are located. The vehicles are parked in the front of the stores for a short time due to the traffic flow. This case narrows the movement area for pedestrians and prevents customers from comfortable shopping. Yunus Mall has no open car park due to its limited settlement area. However, there are convenient car park areas in surroundings of the building. Also, there is a covered car park for 400 vehicles in the mall.

**Circulation elements;** stores usually have one or two storey in Çankırı traditional shopping spaces and two-storey ones contain their own staircases. So the other circulation elements are not necessary too much. Due to its feature of being a multi-

storey building, there are stairs, escalators, ramps and elevators in Yunus Mall. These have been designed according to customers' density.

**Transportation;** because Çankırı traditional shopping spaces and Yunus Mall are located at the city center, there is no significant difference between them. However, Yunus Mall is more advantageous thanks to its ease of parking areas. Furthermore, there are some differences in the entrances and exits of shopping spaces. Yunus Mall is a single building, so its entrances and exits are more controlled. In addition, entrances and exits of the sale units in the building are designed suitably to the dimensions of the spaces. In traditional shopping spaces, entrances and exits are not available due to the small and narrow dimensions.

**Pedestrian Ways** are restricted with trees in the middle of the pavements in front of the stores and with display products exhibited compulsorily on the pavements by the owners of stores in Çankırı's traditional shopping spaces. In the back streets, dimension of the pavements are narrow and they are ruined. In Yunus Mall all shopping spaces have large pedestrian ways which are separated from negativity of the vehicle transportation and serve only to customers. The separation of pedestrian and vehicle ways is also made in open and closed car parks. Additionally, there are ramps for disabled customers. Thus a secure and comfort transportation is provided for pedestrians.

#### **4.2 Urban Equipments**

Miscellaneous service elements (lighting elements, information banks, dustbin etc.), furniture, and landscape objects are collected under this title.

**Landscape Planning;** there hasn't been made any special landscape application for Çankırı traditional shopping spaces, but a line of natural trees takes place along the pavement's axis. There is a similar case around Yunus Mall. On the other hand, the mall doesn't have defined landscape area due to its location in the city center.

**Urban Furniture** consists of elements like lighting, seating groups, dustbins, flower pots and billboards. In Çankırı traditional shopping spaces, lighting fixtures are sequenced on the streets at certain intervals, however they are not seen in the narrow alleys. Seating groups, flower pots and billboards haven't been placed in this field. Dustbin units are placed along row sale units as similar to lighting fixtures. In Yunus Mall, lighting elements are composed of street lamps, billboards on the building facades and roof lightings in the exterior environment. For the interior of building, there are lighting elements that are positioned on the suspended ceiling and define the borders of the sale units. Seating

units are organized partly in general spaces and in the sale units for resting and watching activities. Similarly, flower pots are placed on the floors and terrace to provide natural environment and to be a restrictive element in some cases. Furthermore there are dustbin units that are enough to meet the needs on the floors similar to traditional sale. On the other hand, billboards can have places as fixed or moving in the building interior and facades. Billboards are designed in terms of the concepts as color, light, dimension and proportion.

**Service units** are composed of information and security. While, there are no such units in traditional shopping spaces, they are located at the entrance of the building for Yunus Mall.

#### **4.3 Decoration**

In this title, basically, for both stores in traditional shopping spaces and rented units in Yunus Mall, applications of interior architecture and decoration are evaluated. The evaluations are made about façade, lighting and material selections.

**Façade** elements are usually entrance, logo and showcase in stores (sale units). Design of a showcase is important because it is first place where visual contact is established between customer and products. In Çankırı traditional shopping spaces, stores' showcases are small because of façade dimensions. Products which must be displayed in showcases are usually placed out of the stores. This situation causes a messy and complex sight. In Yunus Mall showcases has been designed in suitable dimensions. Displayed products, lighting and used materials in showcases are determined under the control and planning so showcases are more regular and renewed by current concepts periodically.

Advertising displays and logos are the other façade elements. In Çankırı traditional shopping spaces, dimensional differences among these elements have come into prominence. Also in order to draw the customer's attention these elements are placed perpendicular to stores' facades from place to place. Different dimensions and irregular sequencing have led to visual pollution. In Yunus Mall signboard areas are defined in a planned way and the signboards are placed without exceeding the borders. Although they are different from each other, there is a particular harmony among them.

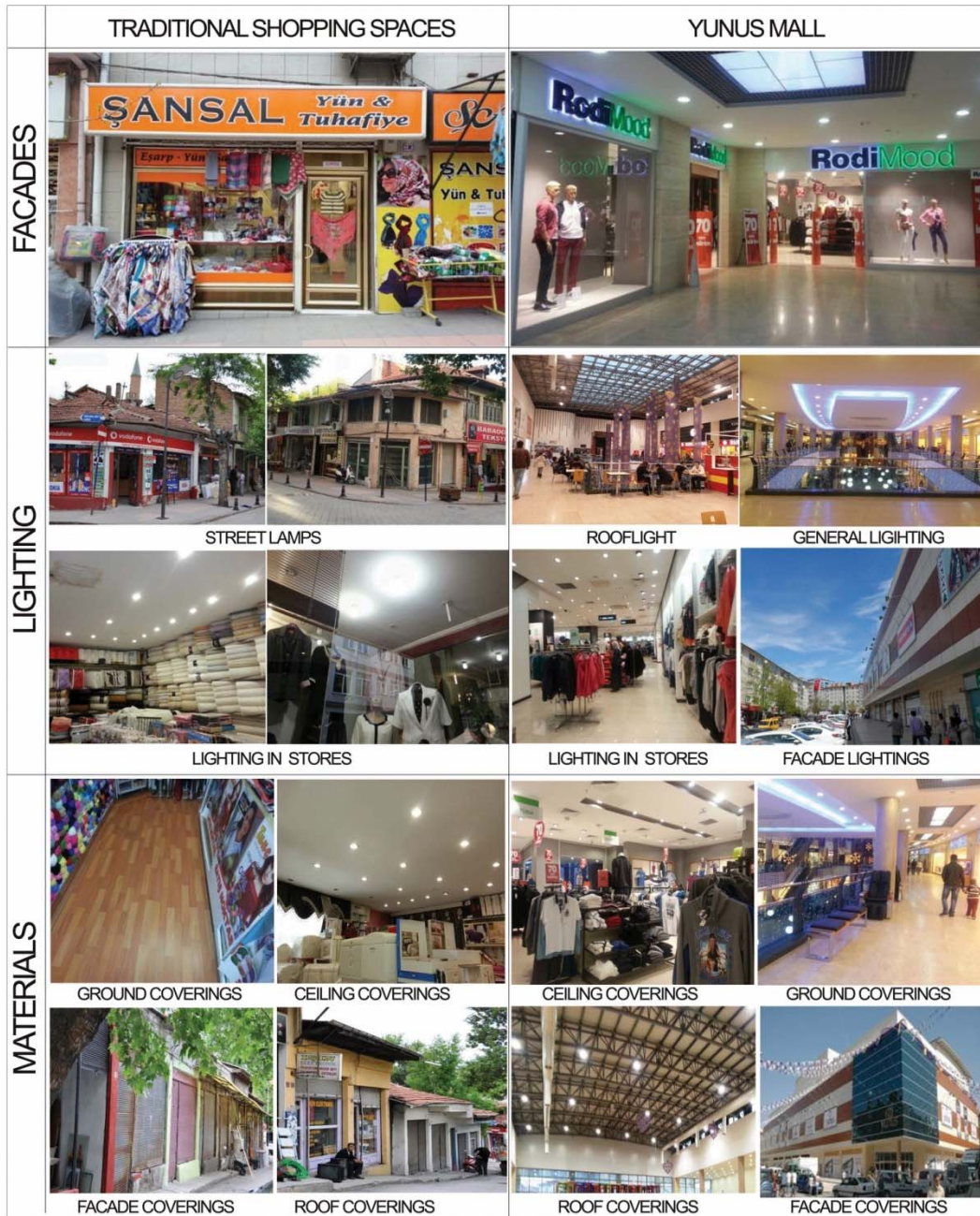
**Lighting systems** are also evaluated with aim of providing better visual conditions for display products in the stores except for the general use in shopping centers. Two systems are used as natural and artificial in lighting of these spaces.

Natural lighting based on daylight makes more contributions in traditional shopping spaces where there is more linear connection with exterior environment. Naturally, necessity of using artificial lighting reduces. Because only the one façade of the Yunus Mall is in connection with the outside, the mall benefits from natural light with this façade and roof light, but this condition can be insufficient for the stores.

For artificial lighting, there is a difference in Yunus Mall, interior spaces of sale units (stores) are illuminated with spotlights that are mounted on suspended ceiling. Lighting elements are evaluated in general lighting and highlighting display products. There are also different special designs. In traditional shopping spaces, spotlights on suspended ceiling are only used in large-scale sale units. In the others, there are basic artificial lightings for only general use.

Lighting of showcase is as important as that of interior spaces. In Çankırı traditional shopping spaces, lighting systems cannot serve in proper way due to disorganized showcases in stores. Additionally, lighting elements are unconsciously chosen, so the desired visual harmony doesn't occur. Whereas, in the sale units of Yunus Mall, lighting elements which highlight the exhibited products with special designs and give the customers positive effects are preferred.

**Material;** the ground coverings of the stores are usually concrete in Çankırı traditional shopping spaces. Ceramic and parquet applications are seen in the sale units located on the main street. Wall (facade) coverings are usually painted on the plaster. The ceiling coverings are the same. However, there are suspended ceiling applications in some big stores. In these spaces, deteriorations on the surfaces of the façade and the technical equipment like eaves, cable and air-conditioning which are added later and causes visual pollution. Also spatial integrity of floor coverings hasn't been achieved in stores (Figure 8).



**Figure 8:** Decoration applications in the traditional shopping areas and in Yunus AVM.

When floor coverings are natural stone in common spaces of Yunus Mall, use of ceramic and parquet has been usually preferred in the stores. In all stores, it is seen that the ceiling coverings are arranged with the suspended ceiling applications. By these applications air-conditioning, heating and lighting of spaces that are necessary for stores are easily provided.

#### **4.4 Climatization**

**Ventilation** is provided by the way of natural ventilation or local device solutions in Çankırı traditional shopping spaces, while a general air-conditioning system is used in both common spaces and stores of Yunus Mall.

**Thermal equilibrium;** heating-cooling applications are similarly used by singular means (air-conditioning, electric heater, stove etc...) while they are provided by a central system in Yunus Mall. Also by means of its closed environment, thermal equilibrium is protected as suitable for user comforts independently from outdoor. The solutions in traditional shopping spaces fail to satisfy today's expectations and to reach the requested comfort level. At the same time, these can be also a reason of the visual pollution.

#### **4.5 Environmental Factors**

Environmental factors (noise, traffic, environment-air pollution and climatic data etc...) are also effective in the preferences of shopping spaces. Because the streets are open to vehicular traffic, in Çankırı traditional shopping spaces the conditions like noise, the limited movement areas, air pollution etc...effect users' comforts negatively. Also in these spaces due to direct connection with outdoor, customers are exposed to negative weather conditions like snow, hot, cold, wind, rain etc... In Yunus Mall which has closed environment and artificial air-conditioning there no such problems. In this mall, a quieter, controlled and comfortable atmosphere is presented to customers.

#### **4.6 Facility Management**

When shopping spaces are examined totally, it is observed that they form an organizational structure with together spontaneously. Need of management for this organizational structure emerges. Units like security, cleaning, maintenance etc... in the management of the organizational structure stand out.

**Security;** about this subject, there is no special precaution in Çankırı traditional shopping spaces. However, security systems are individually used in the stores. In Yunus Mall, there is secure environment with the controlled transitions in building and carpark entrances and security systems that operate on all of the building.

**Cleaning** of public spaces is in responsibility of local government when that of the sale units is done by owners of the stores. Local management performs it with its limited possibilities in a large space. So it is sometimes encountered with unwanted situations. In Yunus Mall cleaning facilities are managed by private firms and applied periodically at appropriate times without disturbing the customers.



**Table 4.** Comparison of traditional shopping areas and Yunus AVM with various parameters (Kartal, 2013).

		Traditional shopping spaces	Yunus Mall
Architectural Planning	Stores	●	●
	Social spaces		●
	Wet areas (WC)	●	●
	Covered car parks	●	●
	Open car parks		●
	Entrances-exists	Narrow	Large
	Stairs		●
	Escalator		●
	Elevator		●
	Transportation	●	●
	Urban Equipment	Lighting	
Sitting equipment			●
Plant pots			●
Trash cans		●	●
Advertising displays			●
Info-desk			●
Landscape planning		●	
Pedestrian ways /pavements		●	●
Decoration		Showcase	●
	Logo/ signboard	Irregular	Regular
	Artificial lighting	●	●
	Natural lighting	●	●
	Showcase lighting	●	●
	Facade cladding	Plaster, paint etc.	Ceramic
	Roof cladding	Wooden Roof- roof tile or metal coating	Steel Roof- Metal Coating / Roof light
	Ground cladding	Usually concrete (mosaic), parquet, ceramic etc.	Natural stone cladding in general spaces; usually parquet and ceramic variations in sale units
	Ceiling cladding	Applications of suspended ceiling in big (large) stores	Applications of suspended ceiling in all stores
Climatization &	Natural ventilation	●	
	Artificial ventilation		●
	Thermal		●

	equilibrium		
	Noise	●	
	Traffic	●	
	Air-environmental Pollution	●	
Facility Management	Security	Municipality	Private security
	Cleaning	Municipality	Private cleaning company

## 5. CONCLUSIONS AND SUGGESTIONS

In this study, factors of the change that occur between modern shopping centers (malls), whose numbers have been increasing gradually, and traditional shopping spaces, whose popularity have been decreasing conversely, are evaluated on the architectural variables. In this context reasons of the change are researched by analyzing examples of traditional and modern shopping centers in terms of their architectural and structural features in the defined scale that is example of Çankırı. Results obtained at the end of the assessments and the investigations, and proposals based on them can be summarized as follow;

- In spite of differentiations in the content of modern malls, expanding in size of the buildings, and important changes in the materials, and inclusion of new organizational systems, it is seen that typological continuity in architectural solutions have been maintained until from the past to the present. Also it is observed that modules are repeated and architectural solutions, which is used in the creation of the spaces like galleries, street, indoor and outdoor courtyards, have been also evaluated effectively today.
- It is seen that modern malls have similarities with traditional shopping spaces in terms of the functions (in addition to shopping eating-drinking, entertainment-recreation, wet spaces, worship etc...) they include. Functional diversity of modern malls is much more than that of traditional shopping spaces.
- Besides the similarities in traditional shopping spaces and modern malls, there are also basic differences. The main reason of these differences is users' comfort. In these spaces, user comfort is affected by the parameters like environmental factors (noise, air and environmental pollution), air-conditioning, traffic (separation of vehicle- pedestrian and car park), cleaning, security and visual richness (material, lighting, showcase-logo) etc... It is considered that resolving

differences in these parameters which are explained by comparative analyses in this study is important to balance the change.

- For traditional shopping spaces which have a history and play a role in creation of urban identity, it is difficult to compete with modern malls that were designed in today's conditions. However, it is considered that their efficiencies can be increased by various implementations that attract customers' attention and provide users' comfort within a discipline. Some of these implementations can be listed as increasing numbers of service units/spaces like car park, wet spaces, security or making them more suitable and convenient; pedestrianization; improving or renewing physical conditions of traditional shopping spaces and their environments; creation of various social environments; increasing cultural facilities; designing natural recreation areas.
- It is obvious that a better facility management which is suitable for today's conditions is also needed in traditional shopping spaces for competition with contemporary malls.

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