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DOKUZ EYLÜL UNIVERSITY
GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES

PLANNING PROBLEMS OF SHOPPING CENTRES
AND
AN URBAN DESIGN PROJECT
FOR A NEW GALLERIA IN İZMİR

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İZMİR

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INTRODUCTION

The shopping need of people has existed since the early ages. Shopping is not only a need but also a great pastime for people. When people are bored, they visit malls. Shopping centres are places to meet, to shop, to see and be seen.

Today the main problem for a shopping centre is to supply the balance between longterm investment program of owners and satisfaction of daily shopping necessity.

The main goal of this study was to collect information about the subject and examine previous examples especially the plan schemes of out-of town shopping centres. And depending on the findings the aim was to prepare an urban design project for a shopping centre (a new Galleria) in İzmir.

Although the concept and implementation of shopping centres are quite new in Turkey, they have been widely built abroad since the Second World War.

'A shopping centre type retail complex can be described as a large investment, usually undertaken by an entrepreneur under a single administration, which includes several retail units and is located on land designated for commercial purposes within the town plan. The building itself should provide a comfortable, secure and attractive atmosphere for its customers and visitors, both within and outside, and have an architectural quality which complies with contemporary technology. (1)

The urban designer has to keep the above definitions in mind in handling his design, his most important point is to make sure that the building complex performs its functions properly. No doubt, the attractiveness of a building is a relative concept. But

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(it is essential to have good knowledge and understanding about the requirements and the aims of such a building complex and to be able to realize it within the desired context, may this be finance or time or investment programme.

During the study period three new hypermarkets were built in İzmir; namely Kipa, Metro and Migros, besides Tansaş which has been under use since a number of years. Yet this study has its origins in the disputes held for the Galleria Project for Konak, the Central Square of İzmir. A new location was chosen for such a purpose. It is believed that at such a location the performance of a shopping centre will be greatly increased. The project herewith presented exemplifies how a similar attempt may be undertaken.

This project was handled on an urban design scale base, It offers a location plan for a contemporary shopping centre and also offers the architectural plan solution of the shopping centre on 1/500 scale. But, there are some dimensions of the project which are not touched, here (finance, phases, application, etc). Eventhough, it is known that these are not touched, these subjects are left out of the thesis.

ÖZET

İnsanların alış-veriş ihtiyacı ilk çağlardan beri mevcuttur. Alış-veriş sadece bir ihtiyaç değil, aynı zamanda insanlar için bir eğlencedir. İnsanlar canlarını sıkıldığında, çarşıları ziyaret ederler. Alış-veriş merkezleri, buluşma, alış-veriş yapma, görme ve görülme yerleridir.

Bugün en önemli sorun bir alış-veriş merkezi için uzun vadeli yatırım yapanlar ile tatminkar günlük alış-veriş ihtiyacının arasındaki dengeyi sağlamaktır.

Bu çalışmanın başlıca hedefi, konu hakkında bilgi toplamak ve önceki örnekleri (özellikle şehir-dışı alış-veriş merkezlerinin plan şemalarıyla) dikkatle gözden geçirmektir. Ve amacım sonuçlarına bağlı olarak, İzmir'de bir alış-veriş merkezi (yeni Galleria) için bir kentsel tasarım projesi hazırlamaktır.

Hernekadar alış-veriş merkezlerinin Türkiye'de henüz yeni yeni uygulamaya konuyor olmasına karşın, dış ülkelerde özellikle II. Dünya Savaşı'ndan sonra alış-veriş merkezlerinin inşaatları gelişmiş ve yaygınlaşmıştır.

'Alış-veriş merkezi tipi bir çarşının tanımını için denebilir ki; bunlar, planlanmış bir şehir planı içinde, ticaret bölge arsası üzerinde, bir yatırımcı kuruluş ve tek bir yönetim tarafından ele alınan, çok sayıda alış-veriş işletmesini barındıran, ticari amaçlı, büyük yatırımlardır. Yapıların da, içlerindeki alış-veriş ünitelerine en kolay, rahat ve verimli biçimde iş görme olanaklarını ve güvenliğini sağlayan, müşterilere içten-dıştan çekici nitelikler gösteren, çağın gelişmiş teknik ve teknolojisini uygulayan, mimari yapıtlar olmaktadır. (I)

Planı olarak izlenecek yol, yukarıda açıklanan tanımın ele

alınmasından ibaret olacak demektir. Bunun da önemli bölümü, yapı işlevinin gerçekleştirilmesidir. Kuşkusuz yapının çekiciliğinin sağlanması görece bir yaklaşımdır. Ancak bu tür çarşılarda rastlanan, aranan ve gerçekleşmesi istenen konu ve esasları iyi tanımak ve uygulamak zorunluluğu vardır. Bu konular finans veya zaman veya yatırım programı vs. olabilir.

Çalışma süreci esnasında, birkaç yıldır kullanılmakta olan Tansaş'ın yanısıra üç yeni hipermarket İzmir'de inşa edildi. Kipa-Bornova, Migros-İnciraltı ve Metro-Gaziemir. Bu çalışmanın çıkış noktası, İzmir'in Merkezi Meydanına yapılan Konak Galleria Projesi tartışmasından kaynaklanmıştır. Böyle bir amaç için yeni bir yer seçilmiştir. Böyle bir yer seçiminde alış-veriş merkezinin performansının oldukça artacağına inanılmıştır. Burada takdir edilen proje benzer bir yaklaşımın nasıl ele alınabileceğini de örneklemektedir.

Konu kentsel tasarım ölçeğinde, yerleşim planı, mimari tasarım olarak ele alınmıştır. Ancak konunun burada ele alınamayan boyutları da bulunmaktadır (finans, etaplama, uygulama vb.). Bunların bilincinde olunmasına rağmen, tez kapsamına alınmamıştır.

Yapılan çalışma altı bölümden oluşup;

- Birinci bölümde, tarih sürecindeki alış-veriş eyleminin gelişimi ve tasarım felsefeleri araştırılmıştır. Sırasıyla antik dönem yerleşmelerinden günümüze kadar adım adım alış-veriş eylemi incelenmiştir.

- Çalışmanın ikinci bölümünde, yurt dışındaki kent dışı alış-veriş merkezlerini (makro ölçekli) plan kararları doğrultusunda plan örnekleriyle incelenmiştir.

- Üçüncü bölümde, Türkiye'deki alış-veriş merkezleri (mikro ölçekli) plan örnekleriyle incelenmiştir.

- Dördüncü bölüm seçilen proje alanının incelenmesine ayrılmıştır.
- Beşinci bölümde ise, yapılan araştırmalar ve derlenen bilgiler kapsamında, İzmir için yeni bir Galleria-Kentsel Tasarım Projesi hazırlanmıştır.
- Ekler kısmında ise, kullanılan kelimelerin sadece anlamları değil, anlatımlarına şekillerle yer verilmiştir.

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I. GROWTH OF SHOPPING PATTERNS



I. GROWTH OF SHOPPING PATTERNS

Throughout the world, shopping for goods and services, acquiring these either by exchange of money or goods, always has been and still is an important part of the daily life of the family.

Shopping patterns are very ancient. Trajan's Market in Rome (110 AD) is perhaps the oldest example of covered markets and the souks of the Middle East are also typical examples.

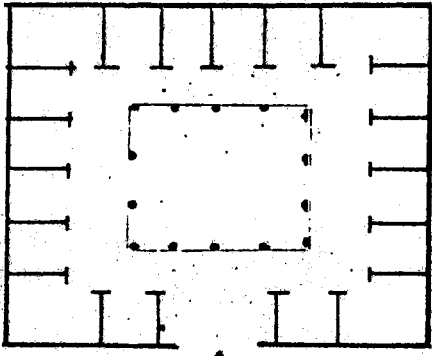


Trajan's Market, Rome, c 110 AD

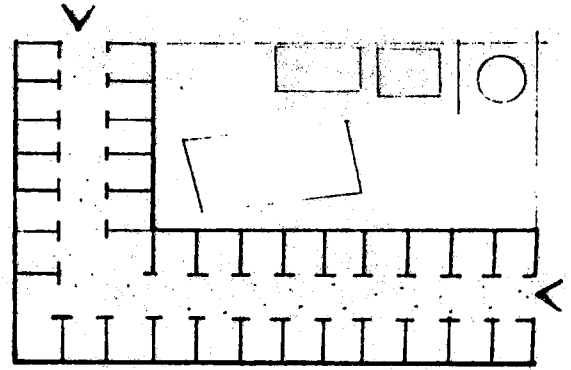
The generalization about Turkish cities point out that the mosque and the bazaar had constituted the city's centre of gravity. Related to the environmental and traditional factors, the grouping of mosques, baths, caravansaries and finally khans, the manufacturing units located around the bazaar in the form of arastas, had been the main architectural components of the old Turkish settlements in the 15th century. The most definite plan types of shopping patterns during the Seljuk and Ottoman periods may be listed in a chronological pattern as open bazaar, covered bazaar, arasta, bezzastan and arasta-bezzastan. (I)

Bursa Bazaar being the first example of open bazaars, in this century was located to the east of the city walls at a distance of 300 meters. It was close to the great mosques of Ulu Camii and Orhan Camii at the town centre of Bursa. As the time passed by, people in the countries of Middle East felt the need to build covered bazaars because of environmental protection. The earliest covered bazaar is claimed to be the Kayravan Bazaar in North Africa during the second half of the ninth century. On the basis of historical records, it's possible to accept that the first

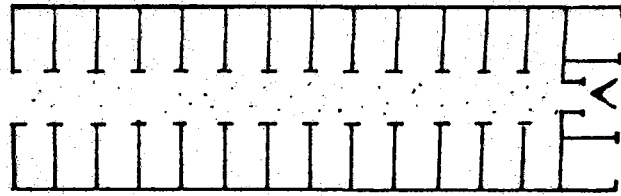
(I) SÜMER, R. An Analytic Approach For Out-Of Town Shopping Centres and Their Case Studies, A master degree thesis, DEÜ, İzmir, 1993, p.9



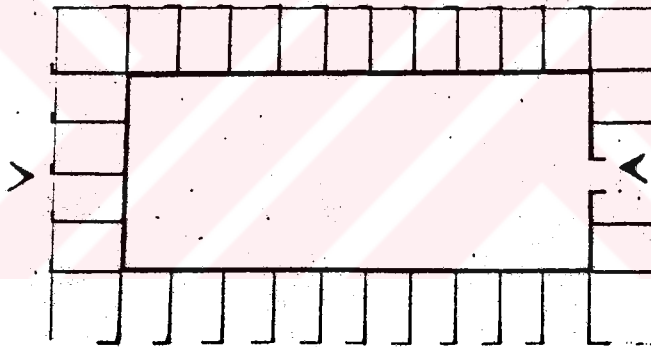
BURSA COVERED
BAZAAR



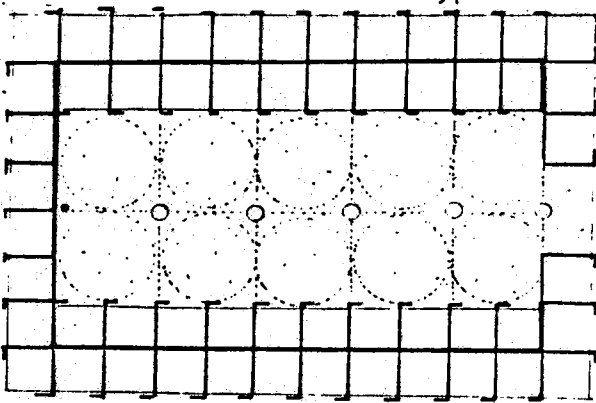
MISIR ÇARŞISI - an arasta type



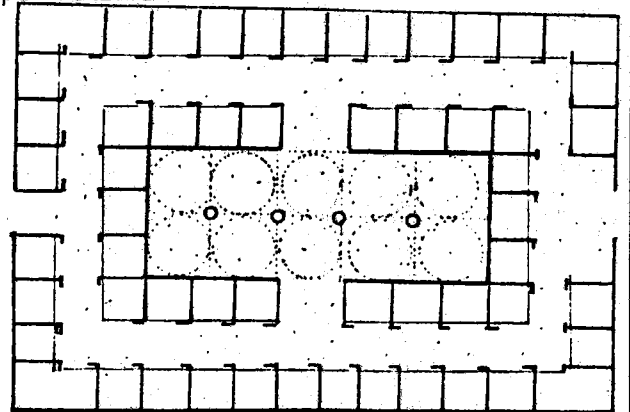
AHMET GEDİK PAŞA ÇARŞISI - an arasta
bedesten type



RUM MEHMET PAŞA ÇARŞISI - a bezzasten
type with shops outside



YIDIRIM BEYAZIT ÇARŞISI a bezzasten
type with cells inside and outside



MAHMUT PAŞA ÇARŞISI a bezzasten
type with arasta

covered bazaars within Turkish territories were Ali Paşa Çarşısı Edine and Mısır Çarşısı/İstanbul. Following these, the most peculiar one seems to be the İstanbul Bazaar dating 1701. It's a complex of buildings consisting of bezzaztans, mosques, great number of khans and shops demonstrating a pattern of development important to the Turkish architecture. Its construction system is a mix of wooden and stone structures. There are sixty-one streets and eighteen gates in the Covered Bazaar, where the streets are not in equal widths. There is a wide collannaded square at each intersection of two streets formerly used for praying purpose by the merchants. So this was a multi-purpose area for the shopkeepers. Other important examples of covered bazaars within the present boundaries of Turkey are Bursa and Kayseri Covered Bazaars(I)

The pattern of the individual shop under a tenement or a merchant's house is paralleled by an even older concept - the market-place. Here one finds an open space of intense mercantile activity, often located at the central part of the town. Shops are set up under awning and not covered by dwellings. But the market-place was very much a part of the city, often presided over by the Rathaus. They were the most important urban spaces in which civic ceremonies took place when the shops were shut down.

Up to the beginning of the 18.th century, these types of retailing had continued virtually unchanged since the ancient times. But then, in Europe, the shop under the dwelling acquired two new characteristics: the availability of good glass allowed a glazed shop front, which protected the trader from the weather. And the increased prosperity of the mercantile class allowed them to use the interior space for selling (with a longitudinal counter) and to put the old back-of-shop storage into the cellar or up in the first floor. At first, the shop window was simply a

(I) ibid, p.10

transparent wall which allowed the public to see transactions being carried on inside. There are still a few of these shops preserved in old European cities catering for an aristocratic clientele who know how good the products on sale are and do not need to see them in the window. Here, it is more important for one to see the clientele buying the goods than examples of the goods themselves.

Industrialisation and improvements in glass technology led to the shop front as known today: a great variety of consumer products titillatingly displayed through the clearest glass - an advertisement for the opportunities within. This is the era of the Rue de Rivoli and Bond Street.

'At the same time, the mercantile street and the market-place began to develop. While the old traditional forms of shopping continued for the less wealthy, the haute bourgeoisie and aristocrats invented the arcade and the department store.

The arcade was a development of the shopping street which at first followed medieval and Renaissance models of covered pedestrian streets, one or two storeys high, within which the consumers could be (at least partially) protected from the weather while able to inspect products in the shop windows. The invention of the glazed internal street, protected by glass from the elements, belongs to Paris and London (then the richest cities in the world) at the beginning of the nineteenth century. The arcades catered for the rich: Louis Montgny in 1820 talked about the glove, fruit, shoes, goldsmith, delicatessen, sheet music, confiture shops of the arcades of his age.

The other magic development in shopping in the nineteenth-century was the invention of the superstore - the department store which sold everything. If the arcade was the nineteenth-century version of the street, the department store, and its counterpart

for the lower classes- the covered retail market-were the century's re-invention of the market-place.(1)

'Since the agora of ancient Greece, western culture has placed great value on making the market place also a meeting place, through architecture which incorporates a public open space. In the nineteenth century, these commercial centres became enclosed; steel and glass technology made possible great market halls, arcades, galleries, and grands magasins. Contemporary urban commercial centres featuring linear atria maintain the historic continuity of this typological tradition.(2)

'In the second half of the 19.th century, the interplay of demographic factors, especially urbanization, innovations in the production process, rising wages and improved means of transport, notably railroads, made the coming of the mass market possible. Within a few decades, commerce and consumption changed rapidly. Neighbourhood shops, local hawkers and peddlers and itinerant market vendors were steadily replaced by national chain stores and large-scale retailing firms. The early department store played a prominent role in the breakthrough of the modern consumption society. The transformation of buying into shopping and the subsequent leisure of shopping itself, offered middle class women new opportunities within the public sphere. Recently, globalization of businesses stimulated the development of mega malls which play a similar role to that of the department stores to create a new life for the newly urbanized people. Meanwhile it became important to develop these malls in the periphery of the cities rather than in the centre in order to decentralize the land values and traffic within the cities.(3)

(1) DAVEY, P. Architectural Review, No:1075, p.59

(2) BEDNAR, M.J. The New Atrium, New York, 1986, p.60

(3) DÖKMECİ, V. Yapı, No:158, pp.66-68

The greatest of 19th century shopping malls, Galleria Vittorio Emanuele II, built between 1865 and 1867, is still one of the world's best examples of the commercial space that is grand, urban and social. High, arching, and glass enclosed, great Galleria connects to the square in front of the Duomo in Milan. The Galleria celebrates a new nation and the ascendancy of the bourgeoisie. It is a fusion of art and engineering a secular counterweight to the cathedral, an indoor version of the piazza, and a favorite gathering place for opera lovers and businessmen, shoppers and streetwalkers. Mark Twain declared: "I should like to live in it all my life." Inside, the Galleria is an impressive and much-copied example of a mixed-use structure; the four-story-high arcade of shops, cafes, and office is covered by a glass barrel vault and a beautiful 160-foot-high glass cupola. The plan was only partially realized. The cruciform Galleria, with its soaring glass vaults and grand entrance arch, was accounted a triumph.

'In the mid-1890s, department store tycoons John Wanamaker and Marshall Field adapted the galleria concept and erected massive mercantile establishments built around great marble central courts. These stores became dominant retail forces in their cities for decades. (1)

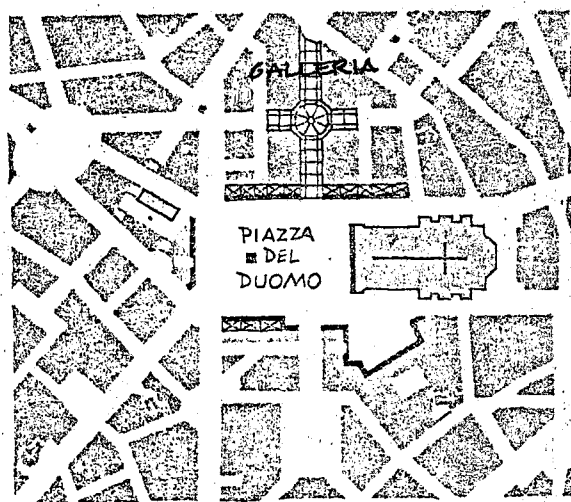
'In the 1920s the first two shopping centres to bring central business district names to the suburbs were opened: Country Club Plaza in Kansas City, and Suburban Square Shopping Centre in Ardmore on Philadelphia's exclusive Main Line. Strawbridge and Clothier was the first department store to open a branch store in 1930, and was Suburban Square's original anchors. Now a 73-store centre, its mood of quiet tradition, residential scale, and handsome landscaping have contributed to this centre's continued success. (2) Within Britain such centres have been much slower to develop.

(1) BARR, V. and BROUDY, C. Designing to Sell, USA, 1990, p. 142

(2) *ibid*, p. 144

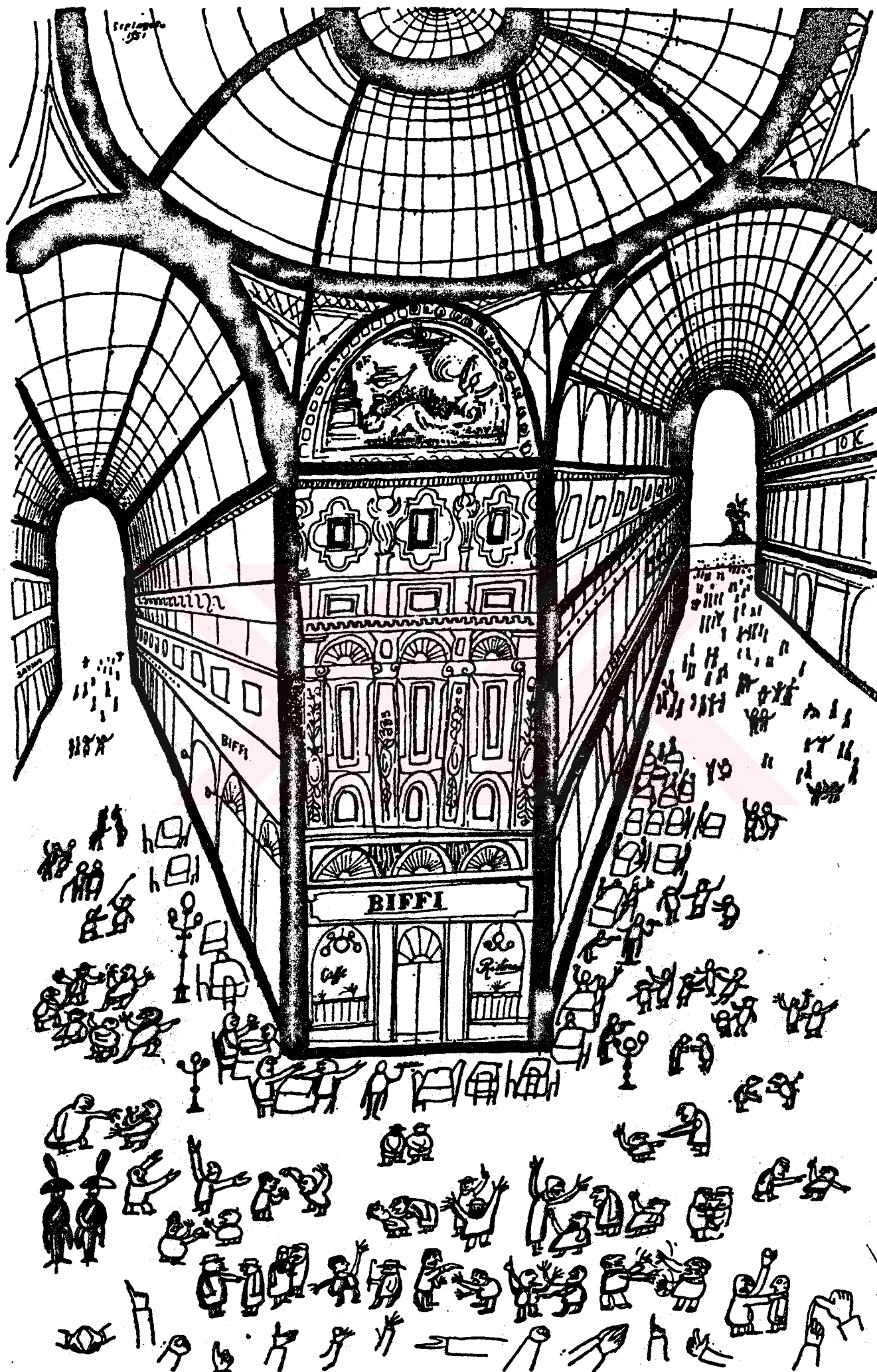


INSIDE OF GALLERIA



Milano, piazza del Duomo, quale è oggi.

LOCATION PLAN



CARTOON BY STEINBERG OF THE GALLERIA, MILAN (1951)

'The only other development before the Second World War was the growth of the chain store - the shop selling standard products at a standard price in a standard way. Founded in the last quarter of the nineteenth century, The great chains swept across the Anglo-Saxon world and were the ruin of the European High Street. While the department store had added a new and of ten noble type to the great city centre, chain stores radically altered smaller towns and suburbs. Before their arrival, most street shops were still developments of the terrace house type. The chain store's need to be readily identifiable, with a large standard facade, its enormous windows and sheer size, spelled the end of the intimate scale of the traditional shopping street.

But a far greater threat to traditional urban texture was looming over the horizon - the out-of-town supermarket and shopping centre. Invented in the US in the 1940s, the shopping centre, an amalgam of arcade and department store, killed the American High Street and was a key factor in making American urban life so disjointed. In retrospect, the separation of function called for in the Charte d'Athenes can be seen as a (somewhat premature) endorsement of the natural course that capitalism was about to take anyway. American capitalists did not invent the separation of life into the zones of work, living, consumption and leisure because they were Modernists. They divided the city up because the result worked economically and was logical in the age of the car.

But in carving the world up like this, they were doing no more than reinforcing the mercantile pattern. Since the invention of shopping in prehistoric times, shopkeepers of similar type have tended to cluster together, so every old European city has its streets of goldsmiths and spice merchants and tailors. A degree of local specialisation can be a good thing: the gross disloca-

tion of scale of the twentieth-century's ruthless zoning is a disaster.(1)

The same pattern also exists in Islamic Cities including those of Turkey. In many settlements similar merchants, such as jewelleries, group together.

'After World War II, the suburban shopping centre movement grew very rapidly in the United States, resulting in many large complexes of stores surrounding open-air, landscaped malls. In 1956, Victor Gruen designed and built the Southdale Mall in Minneapolis, the first enclosed shopping mall. The mall was more compact than previous open-air malls and comprised two stories; the high cost of enclosing and conditioning a large common space was one factor that influenced the design. The advantages to the shopper were obvious: less walking, in a pleasant, weather-free environment. The advantages to the retailer were a captive commercial audience and the ability to control merchandising, while keeping undesirable influences outside. Now, some three decades later, there are enclosed shopping malls in every corner of the United States.(2)

'Victor Gruen also created the prototype for the urban shopping centre when in the years 1956 to 1962 he designed the Midtown Plaza in Rochester, New York. The mall was created at the back of two existing department stores and a hotel, connecting them to a new eighteen-story office-hotel, a bus terminal, a 2000 car underground garage, and fifty shops. However, this prototype was not adopted as readily as its suburban counterpart. Although many urban shopping centres were planned and designed, few, if any, were built.(3)

(1) op.cit. DAVEY, P., p.59

(2) op.cit. BEDNAR, M.J. p.57

(3) ibid, p.57

'The enclosed mall shopping centres in the early 1950s were characterized by a "dumbbell" configuration: two anchor stores at each end connected by a long corridor lined with shops.(1)

'In the 1970s shopping centres developed another convention: food courts, nodes situated somewhere along the axis where clusters of restaurants offered a smörgasbord of gluttonous possibilities. In some places, like Boston's historic Faneuil Market, the food court became the raison d'être. Shopping centres drew people away from small towns and cities and contributed to the decay of America's urban fabric.(2)

'Centres with skylight roofs and second and third levels began to appear in the early 1970s; Woodfield Mall, near Chicago, is an early example. Mall interiors began to replicate a streetscape, and owners approved pop-out store fronts specifications they had previously insisted upon.

The mid-and late 1970s was the era of the "festival malls", the high profile urban centres developed by the Rouse Company which often revitalized whole downtown districts by adaptive reuse of quality existing structures, augmented by new construction, Boston's Faneuil Hall, Harbor place in Baltimore, and South Street Seaport in New York City were initial successes, followed by the mixed-use St. Louis Union Station. The average number of annual visitors to these centres is from 10 to 18 million.

High-style urban centres arrived in the late 1970s. Water Tower Place in Chicago epitomized a contemporary super-sleek vertical mall. George-town Park in Washington, D.C. is classical and romantic, evokatively Victorian.(3)

'Among the first of the new generation of urban shopping centres to be built with an enclosed linear atrium was Gallery I

(1) op.cit. BARR, V. and BROUDY, C. p.145

(2) GOLDSTEIN, B. Architectural Review No:1099 p.82

(3) op.cit. BARR, V. and BROUDY, C. pp.146-147

in Philadelphia, completed in 1977. The second phase, Gallery II, was completed in 1983.

The advantages of the new enclosed shopping street to the pedestrian are considerable, including safety from traffic, freedom from noise, lack of precipitation, and climate conditioning. The linear atrium has been designed as a pedestrian street with full-width skylights, brick pavers, street lighting, full-size trees, water features, and landscaping. The architecture is subdued so as to highlight the stores and the activities of the shoppers. (1)

'Shopping and entertainment combine on an unprecedented scale at the West Edmonton Mall, Edmonton Alberta, Canada. "Mega" in every sense of the word, the two-storey West Edmonton Mall is the equivalent of 115 football fields. It offers parking for 20,000 cars, has 11 anchor stores, 800 shops and services, a car dealership, a National Hockey League-size skating rink, an indoor 560,000 square-foot Fantasyland, and several submarines which cruise the 400-foot-long lake of the Deep Sea Adventure. (2)

'After three decades of retail migration to the suburbs, the return of retail to urban centres is certainly a hopeful sign of revitalization. The success of enclosed suburban shopping malls is due in part to their amenities and environment. Designers of recent urban shopping centres are borrowing upon this experience with the intention of making shopping fun again. The atrium space has a vital role to play in this regard. The design danger is introversion; these new urban centres must not become exclusive and inward-oriented. They must be good pieces of urban design tied into existing pedestrian, transport, and service systems, while acknowledging historic contextual forces. Only in this way can they contribute to a healthy urban fabric. (3)

(1) op.cit. BEDNAR, M.J. p.57

(2) op.cit. BARR, V. and BROUDY, C. p.147

(3) op.cit. BEDNAR, M.J. p.60

2. ANALYSIS OF EXAMPLES FROM ABROAD

2.I. From America (USA)

- 2.I.1. "GALLERIA POST OAK", Houston, Texas
- 2.I.2. "GALLERIA II", Houston, Texas
- 2.I.3. "REGIONAL SHOPPING CENTRE, TUSTIN",
California
- 2.I.4. "SAN FRANCISCO'S GIFT CENTRE", Whole-
sale market, San Francisco
- 2.I.5. "EMBARCADERO CENTRE", San Francisco
- 2.I.6. "THE ANCHORAGE SHOPPING CENTRE", S.F.
- 2.I.7. "PIER 39", San Francisco

2.2. From United Kingdom (UK)

2.2.1. "MEADOWHALL SHOPPING-CENTRE", Sheffield

2.2.2. "CAMDEN TOWN (SAINSBURY)", Supermarket
Housing and Workshop, London

2.2.3. "METROCENTRE", Gateshead

2.3. From France (F)

2.3.1. "MAGASIN d'USINE" Shopping Centre

2.3.2. "BERCY-CHARENTON" Shopping Centre

2.3.3. "LES 4 TEMPS", Shopping Centre, Paris

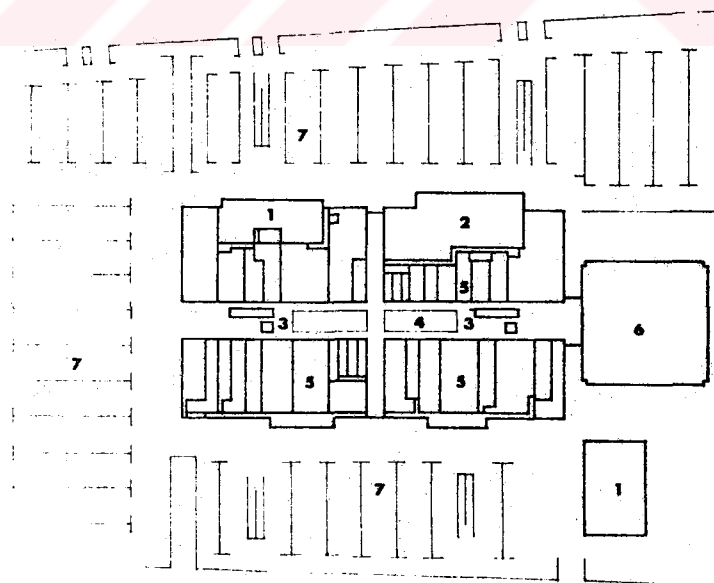
2.4. General Conclusions

2. ANALYSIS OF EXAMPLES FROM ABROAD

2.I. From America (USA)

2.I.I. "GALLERIA POST OAK (GALLERIA I)", Houston, Texas

A multilevel shopping centre which includes an office tower and hotel in its total planning concept is illustrated in this centre. The shopping building is developed on three levels within a simple rectangular block, 190x105m, with a single independent department store building located at one end of the major axis. The main mall circulation occupies a zone along the length of this axis, with a large space penetrating the full height of the building in its centre and knots of vertical circulation linking the shopping levels at its end. Gallery malls of the upper levels cantilever into the central space, overlooking an ice rink at the lowest level and roofed by a glazed barrel vault, 168 m long by 12m wide, in a 20th-century interpretation of the famed 19th century Galleria Vittorio Emanuele, Milan, circa 1865-67. External ground level corresponds to the middle of



Key

- 1 Office building
- 2 Hotel
- 3 Gallery
- 4 Ice rink below
- 5 Shops

- 6 Neiman-Marcus department store (4 levels)
- 7 Third level parking

Scale: 1:4000

Mid-level Plan

the three shopping levels, at which a single central cross mall, with bridge across the central space, provides a main access to the building, but in addition large multi-storey parking garages flanking both sides of the centre provide direct access to the upper and lower malls. Servicing is accommodated in a continuous route at the lowest level, from which there is lift access to service corridors on upper floors.

The second phase, Gallery II, was completed in 1983.

- Design and Planning of Retail Systems, pg. I08-I09
- New Dimensions in Shopping Centres and Stores, pg. I74

2.I.2.

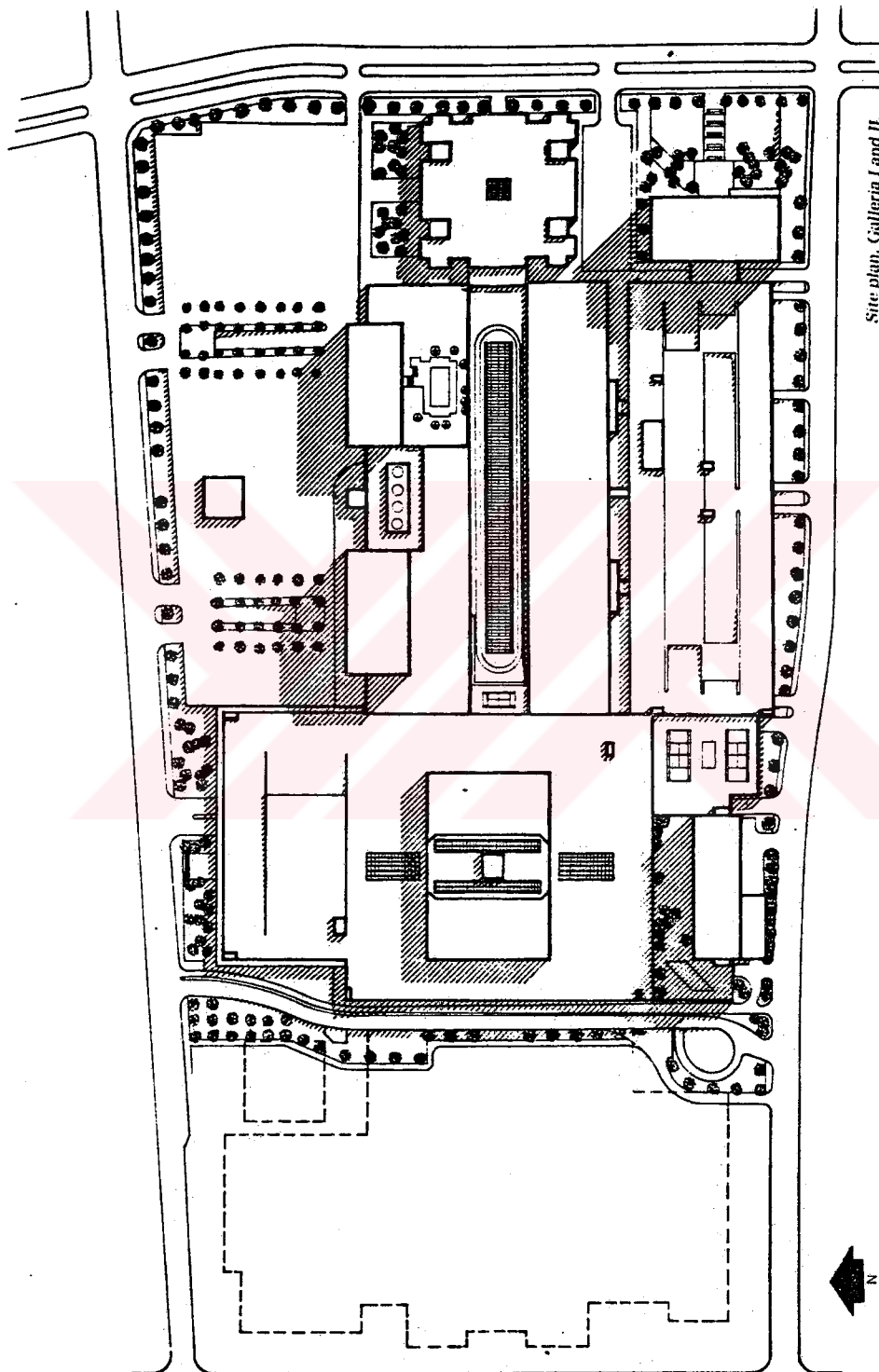
GALLERIA II, Houston, Texas, USA

Galleria II is the second phase of the well-known multiuse complex built in 1968 along the West Loop expressway in Houston. In form, Galleria I is essentially a linear, three-level shopping mall enclosed with a barrel-vaulted skylight. Galleria II is much more interesting as an atrium because it fosters a relationship between a major department store, a hotel, a shopping mall, twin office tower, and parking garages. Galleria II is located at the western end of Galleria I, with the axis of the two atria perpendicular to each other at the point where they join.

The spatial integration of the many functions at Galleria II is achieved through the sophisticated development of the building section. Two levels of parking are placed below grade with two levels of shops (330.000 sqf) at grade and above, followed by two additional parking decks on the shops. Two office towers, on opposite sides of the atrium, rest on top of this base building providing 227.000 sqf of office space on six levels. Two short, three-level shopping malls at either end of this central atrium

"GALLERIA II", Houston, Texas, USA

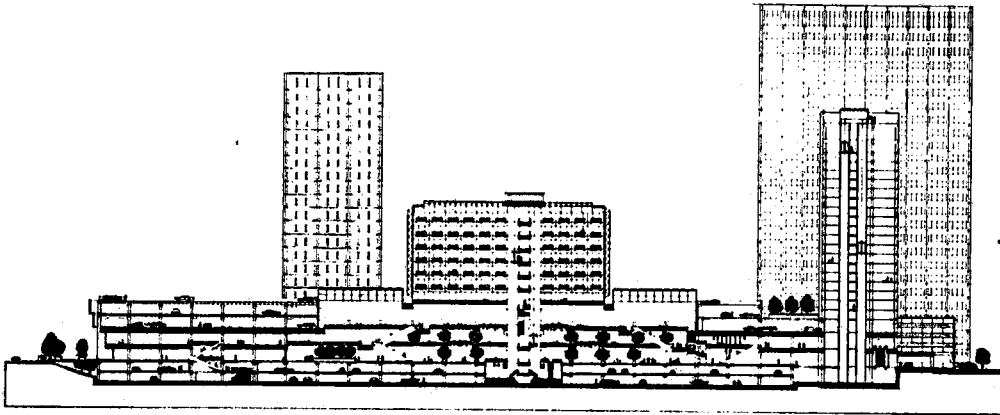
join a major department store and a 500-room hotel to it. The elevator core is placed where the axes of Galleria I and Galle-



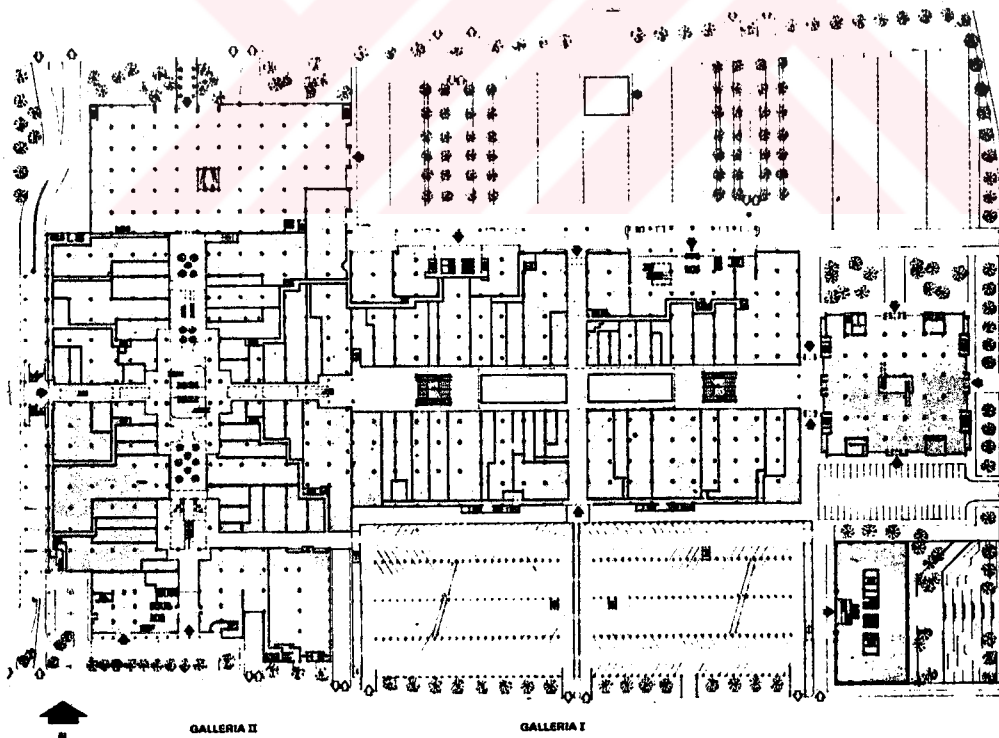
ria II cross, with bridges to the opposite sides. Pedestrian stairs and escalators provide ready access between the parking

"GALLERIA II", Houston, Texas, USA

and shopping levels. Circulation is well organized and comprehensible, a necessary feature of this complex design scheme.



Longitudinal section.



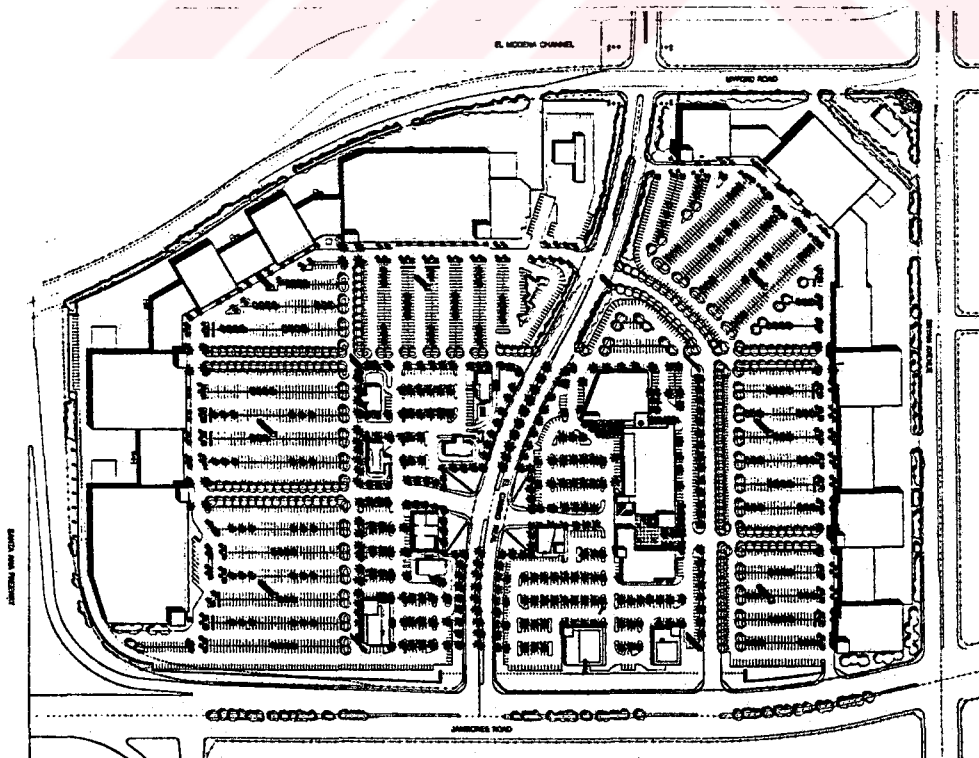
Level 1 plan, Galleria I and II.

2.I.3.

REGIONAL SHOPPING CENTRE, Tustin-California, USA

At Tustin in Orange Country, on the south eastern fringe of Los Angeles's megalopolitan sprawl, the Market Place development has the making of an archetypal retail behemoth, toolled up with 750,000 sq ft of space divided into a series of large, high-volume stores. The difference here is that some attempt has been made to instil a sense of place and community, using the buildings as a colourful form of suburban sculpture, rather than just an arrangement of elephantine sheds.

At the heart of the scheme is a pedestrianised core arranged around a nucleus of small speciality shops, interspersed with the associated paraphernalia of "leisure shopping", such as restaurants and a multi-screen cinema. The core is planted throughout with a dense grove of palm trees which helps to impart a sense of place and enclosure, clearly demarcating it as a different type of space from the much larger, vehicle-orientated



layout plan showing the pedestrianised core surrounded by larger stores and a sea of parking

stores strung around the perimeter.

Here the much touted messy vitality of the commercial strip is distilled into an effervescent, homogenous composition that relies on broad brushstrokes of form and colour to surprisingly good effect. This is enhanced in an almost subversive way, by a succession of offbeat landmarks, such as the 90 ft high lighting towers in the car park and the lines of strange, while, sculptural pylons that mark the main entrance, like some kind of outsize picket fence, in a surreal distortion of Middle American suburban landscape.

- Arch. Review II47, pg. 68-69

2.I.4.

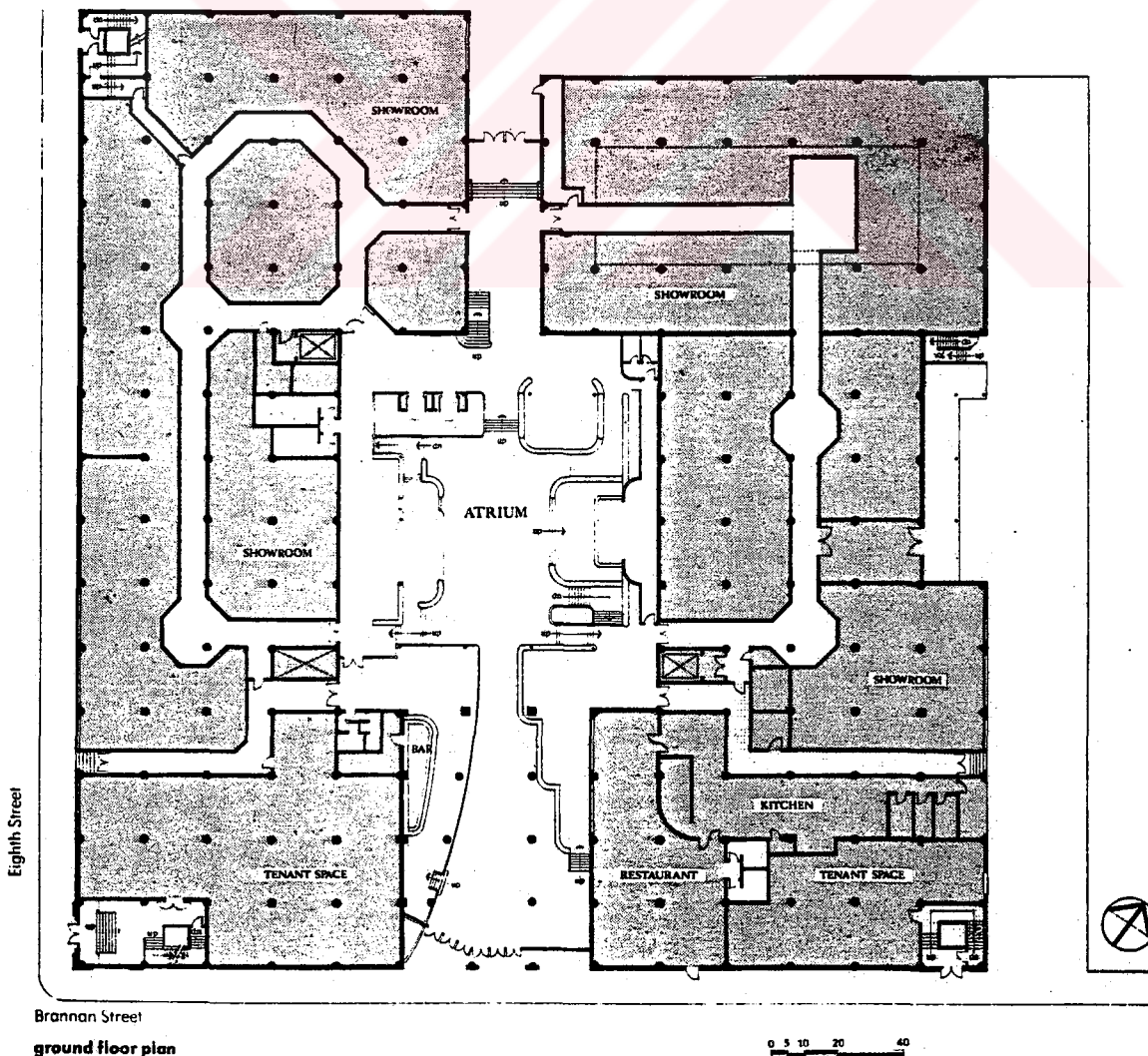
"SAN FRANCISCO'S GIFT CENTRE"-Wholesale Market, USA

The Giftcentre in San Francisco is located just south of the downtown area known as Showplace Square. Several buildings in it have recently been restored and more are in the process as the whole area undergoes a complete change of use. Due to its location and the large and easily converted building, it is becoming an area of specialist showrooms and markets.

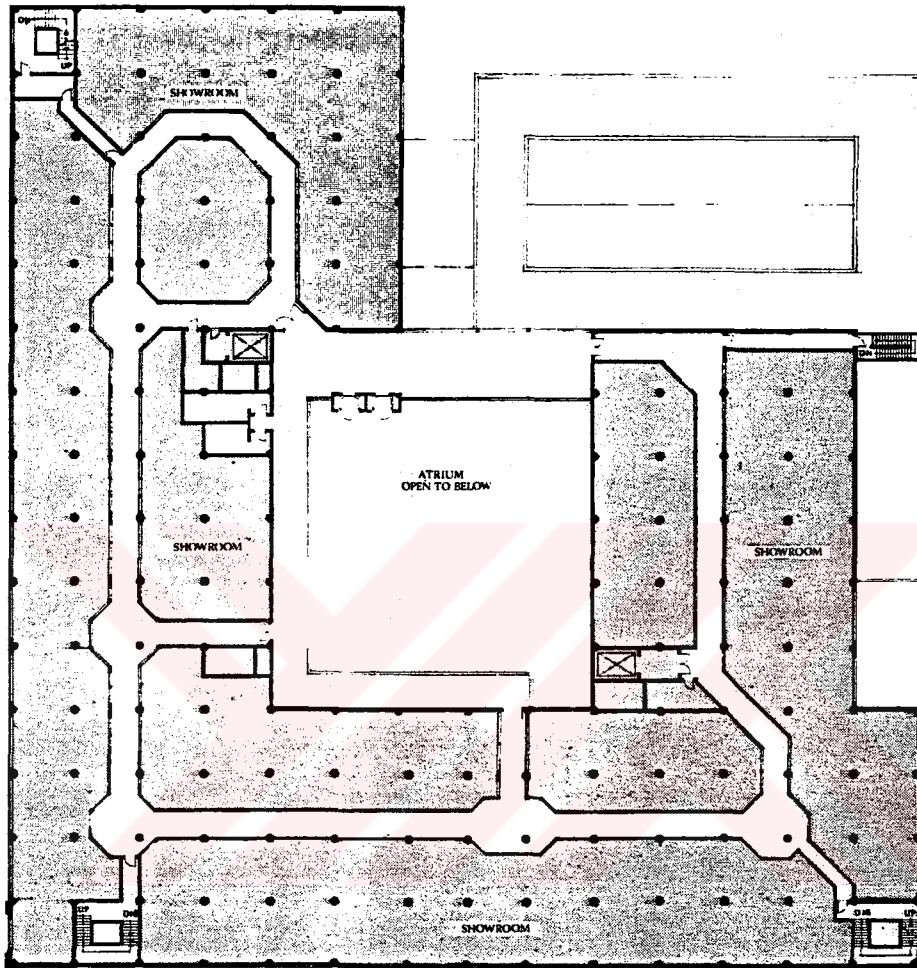
Entry to the 220,000 net sq ft of showroom space on six floors is by permit only. Each showroom displays its wares just like a shop to visitors passing along the broad internal corridors. These have been laid out in a 'race-track' configuration so that visitors can take a lift to the top of the building and then stroll easily via these corridors and down stairs past all showrooms without doubling back. Throughout these areas details and finishes are neat, unobtrusively decent and not lavish, and galleries at every floor overlook the atrium.

Five floors tall and 10,000 sq ft in area, the atrium is roofed with a skylight which has a central barrel-vault that retracts open on hot days. One side is dominated by a stage and on an adjacent wall glazed lifts climb up and down.

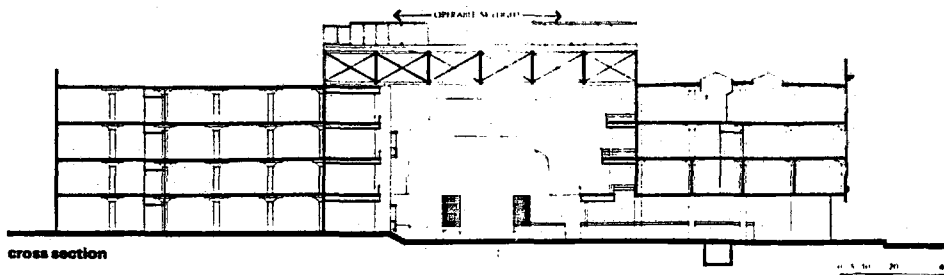
- Arch. Review 1056, pg. 56-58



"SAN FRANCISCO'S GIFTCENTER", Wholesale Market, USA



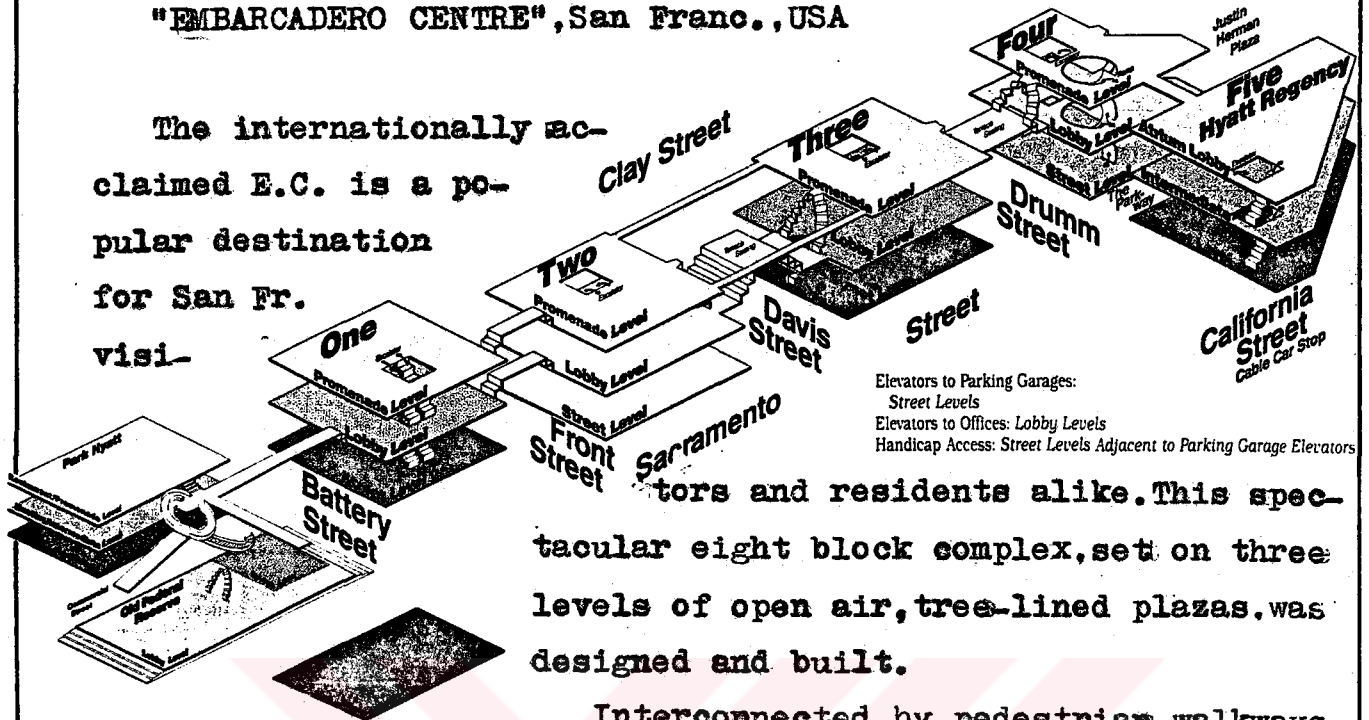
first floor plan



2.I.5.

"EMBARCADERO CENTRE", San Franc., USA

The internationally ac-
claimed E.C. is a po-
pular destination
for San Fr.
visi-



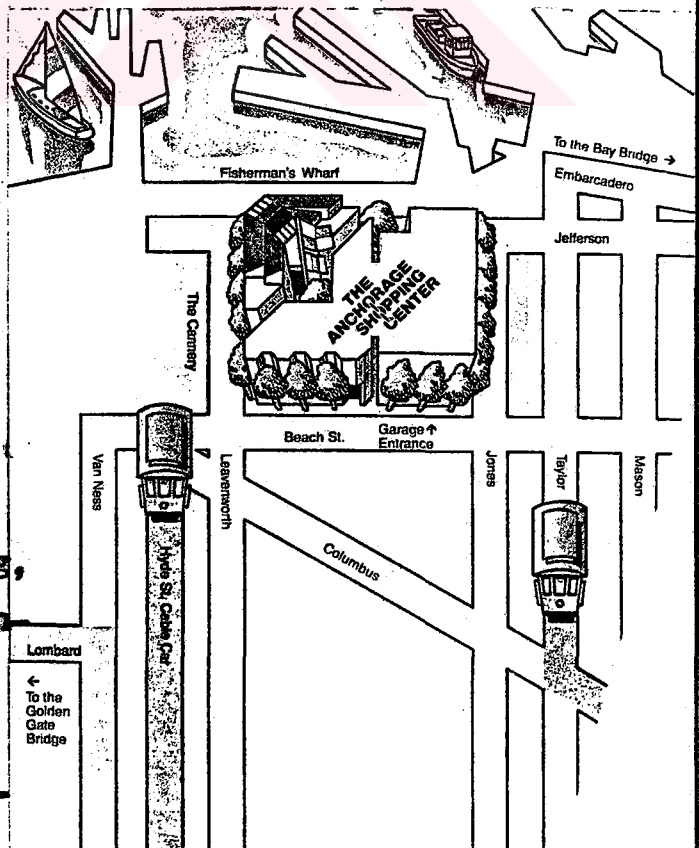
tors and residents alike. This spec-
tacular eight block complex, set on three
levels of open air, tree-lined plazas, was
designed and built.

Interconnected by pedestrian walkways
and lined with restaurants and outdoor cafes, E.C. has it all.
From fashionable shops and boutiques, to the renowned Hyatt Re-
gency Hotel with its dramatic 17-storey Atrium Lobby and revol-
ving rooftop rest. to the lu-
xurious Park Hyatt H. E.C.
has something for everyone.

2.I.6.

"THE ANCHORAGE SHOPPING CENTRE", San Francisco, USA

This is a total vacation
experience with comfortable
hotel accommodations, shopping,
dining, entertainment, and stun-
ning views of San Franc. Bay.
All in one square block in
the heart of historic Fisher-



man's Wharf. In this centre there are over 50 shops brimming with merchandise.

The Anchorage Shopping Centre reflects the special flair and dash for which San Francisco is famous. Daily its courtyard hosts a colorful collection of street performers free for your entertainment.

2.I.7.

"PIER 39", San Franc., USA.

Countless Breathtaking Views

10 Delectable Restaurants

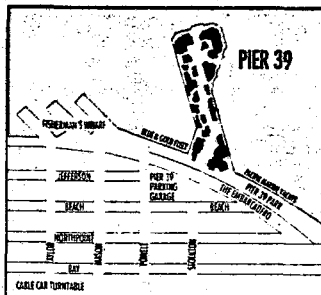
100 Specialty Shops

11 Thrill-Packed Rides and Attractions

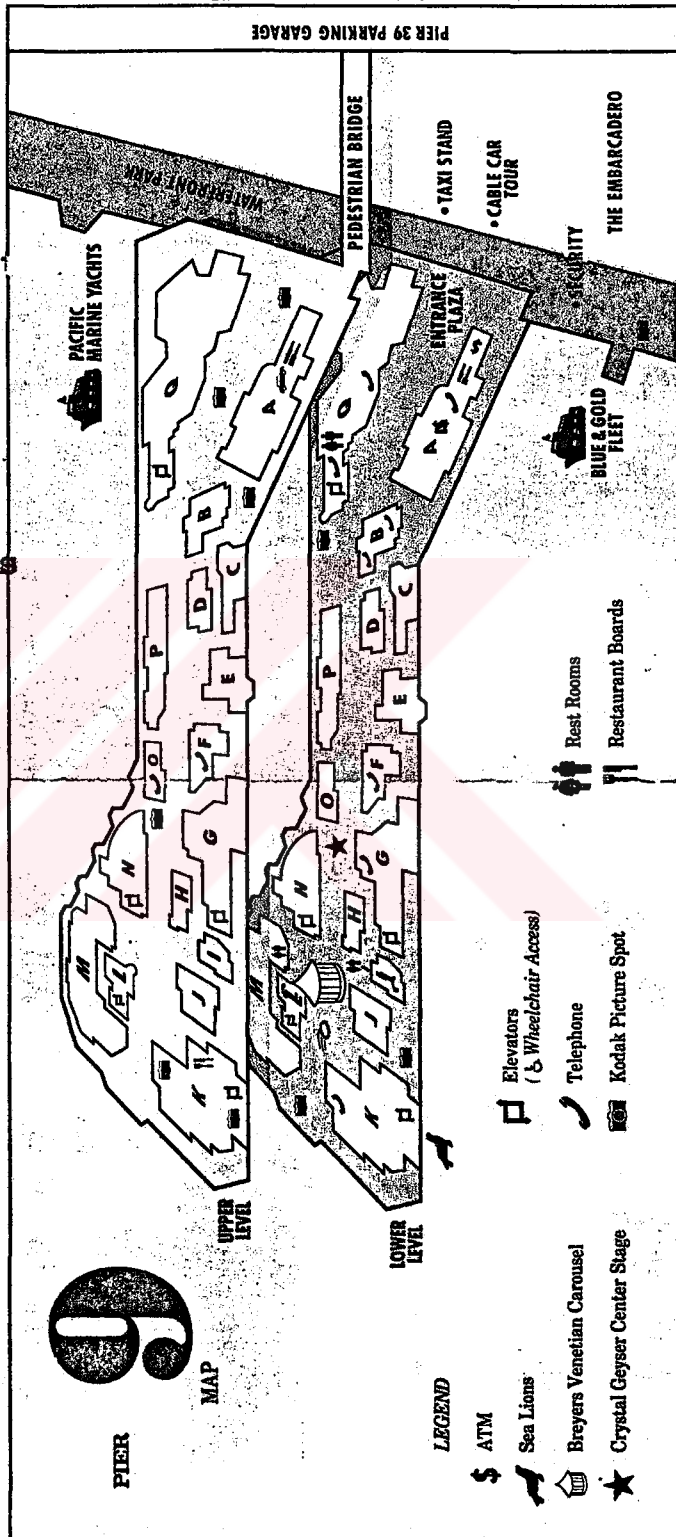
365 Days a Year of Family Fun

100's of Boisterous Sea Lions

Convenient, covered parking garage is located directly across the street from



PIER 39.

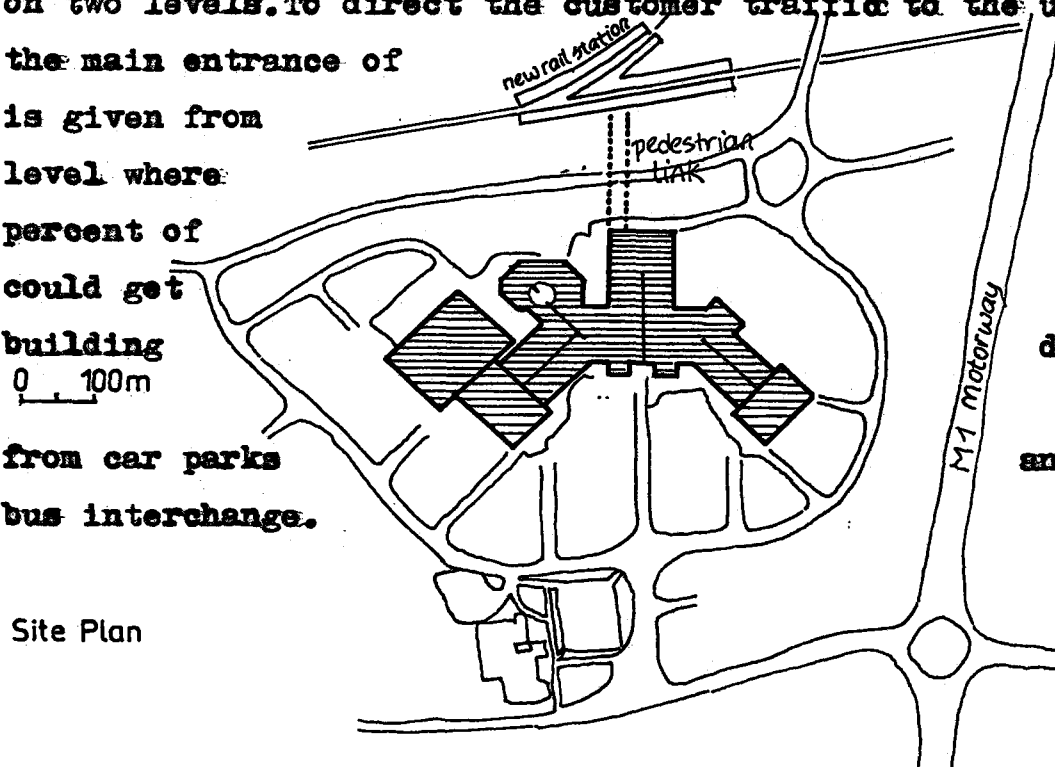


2.2. From United Kingdom (UK)

221 "MEADOWHALL SHOPPING CENTRE", Sheffield, UK

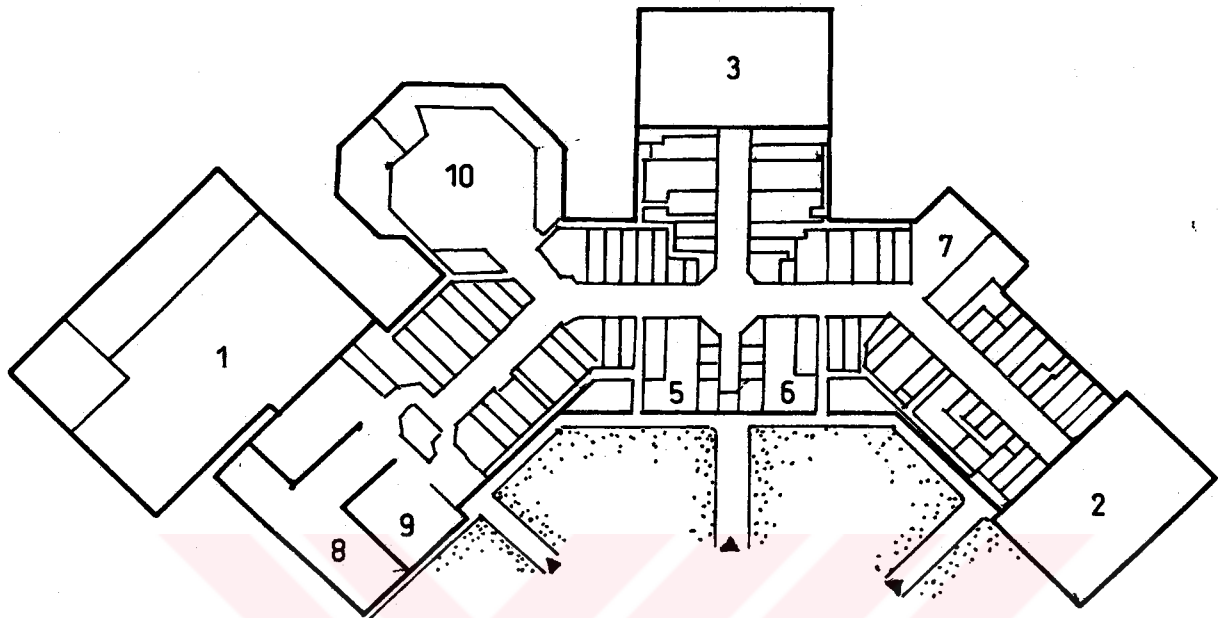
It's built on the 138 acre site on the M1 motorway north-east end of lower Don Valley, Sheffield. It has 223 retail units totalling 1 200 000 sqm retail space. It is planned to give service to a population of 9 million people within an hour drive which is the 1/5 percent of the whole English population. The strategy of the development is to increase dwell time by making shopping into a lengthy, pleasurable activity, by using various integrated leisure elements and strongly and themed interiors.

The ground plan was determined by two planning factors; the need to position the food courts and five major anchor stores. A flattened, articulated U-shaped mall plan with the anchor stores and food courts at each end is chosen to avoid the monotony of along, straight mall. A distinctive character in each part of the mall is given with clear features to help people where they are. Circulation is a top priority in centres trading on two levels. To direct the customer traffic to the upper levels, the main entrance of the mall is given from the first level where a 70 % of shoppers into the building directly from car parks and the rail, bus interchange.



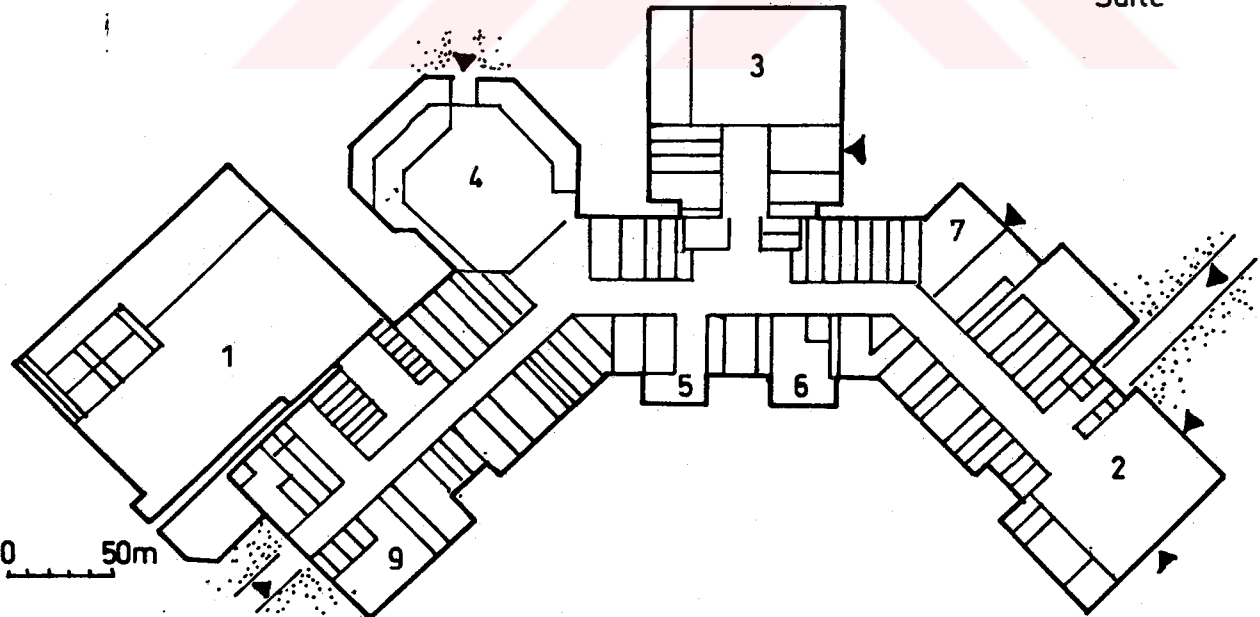
Site Plan

"MEADOWHALL SHOPPING-CENTRE", Sheffield, UK



Upper Mall

1-Restaurant 2-Bar 3-Market Stalls 4-Play Group 5-Stage 6-Cafe 7-Management Suite



0 50m

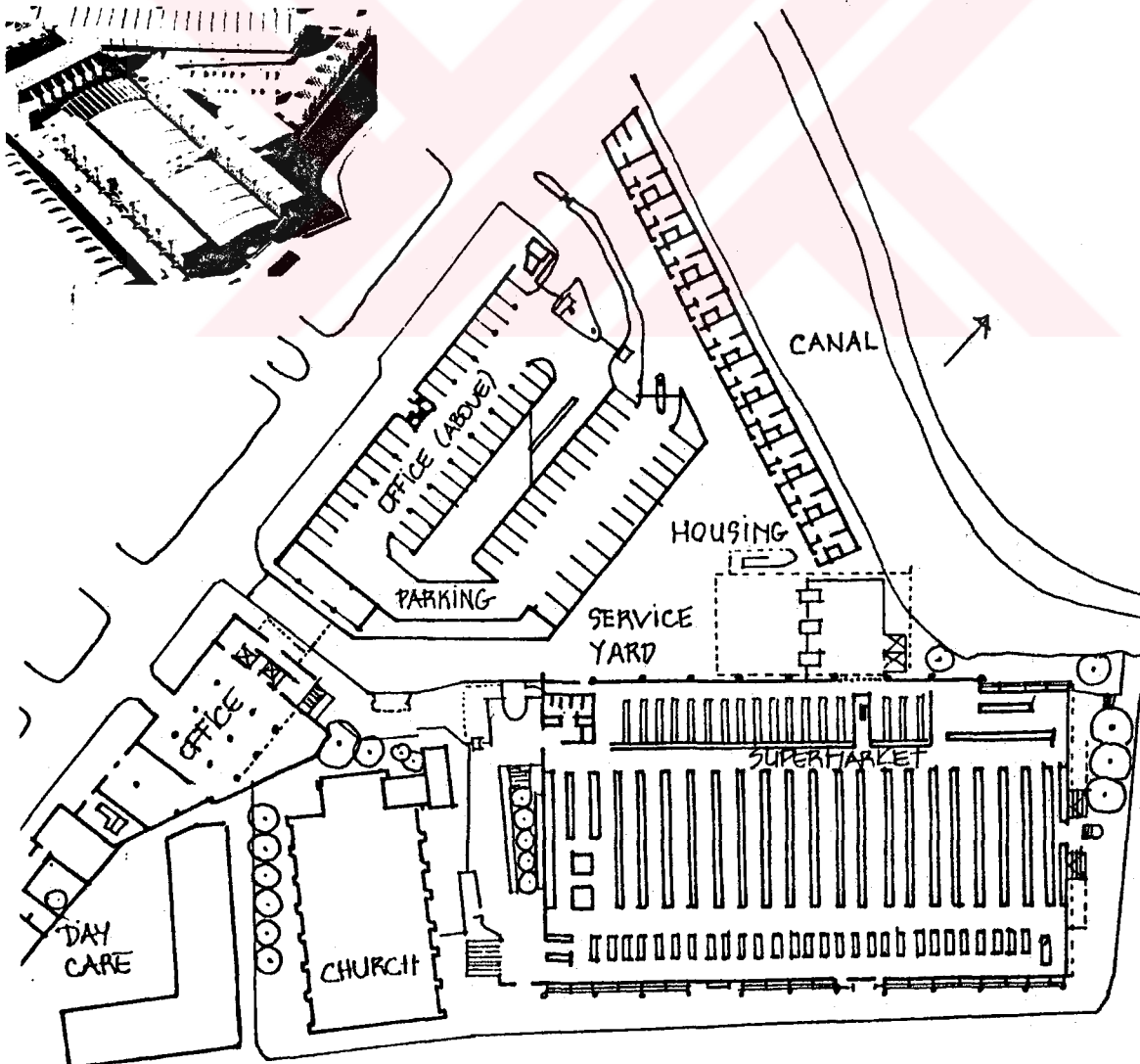
Lower Mall

2.2.2.

"CAMDEN TOWN (SAINSBURY)", Supermarket, Housing and Workshop,
London, UK

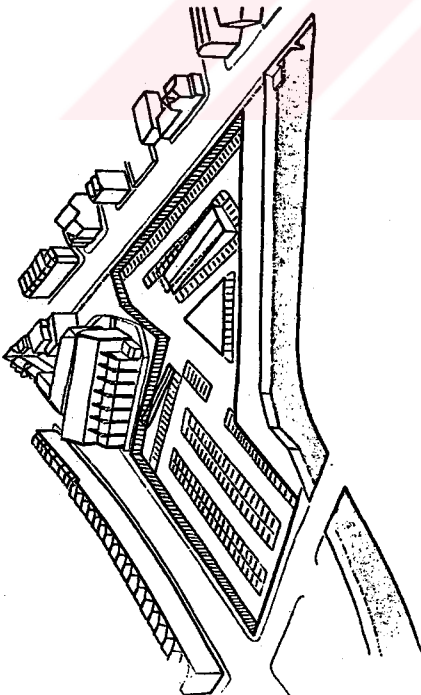
A high-tech urban mixed-use centre is located on the outskirts of London. The urban problems of supermarkets mostly relate to transport. Conventional wisdom has it that shoppers should be able to park on the level of the sales floor so that they can wheel their purchases directly to their vehicles. Equally, the storage areas are supposed to be on the same level to facilitate transport of goods from warehouse to sales shelves.

This two provisions alone generally make supermarkets into single-storey blind boxes, surrounded by seas of car parking, and with no other uses anywhere to be seen—the very antithesis

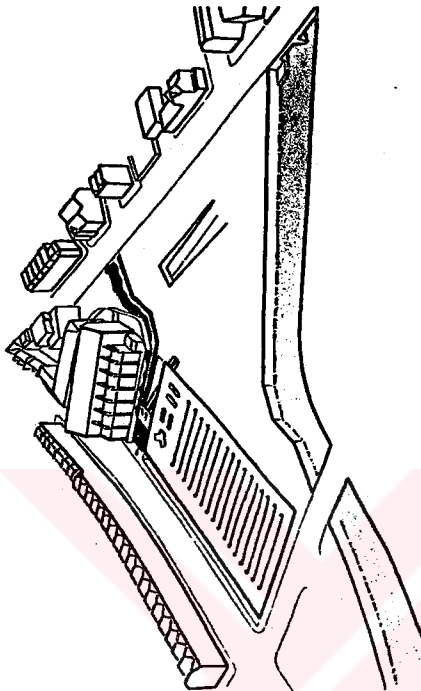


"CAMDEN TOWN", Supermarket, Housing and Workshop, London

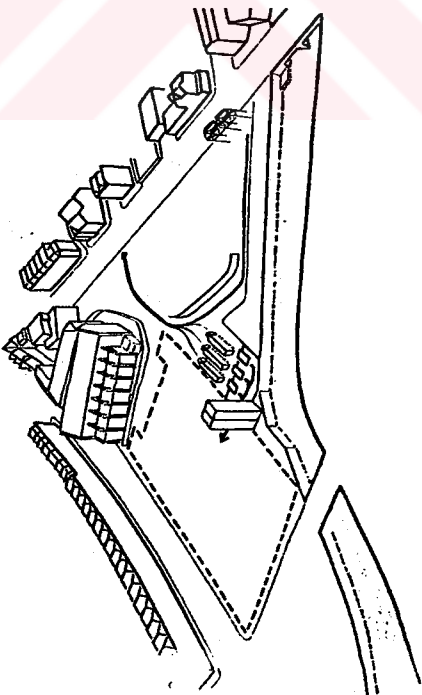
diagrams of planning/access solutions:



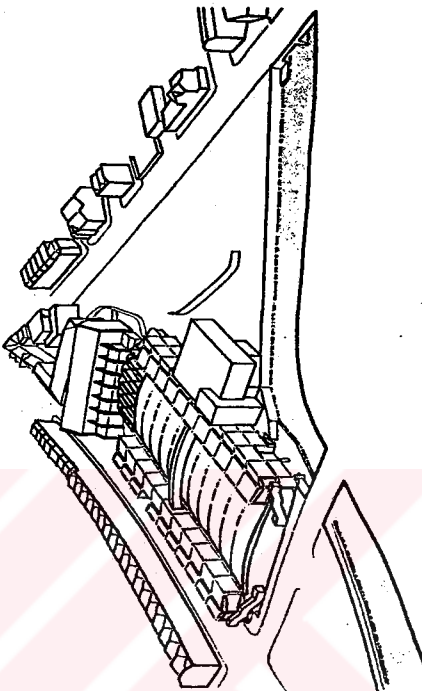
excavated site for parking with vehicle and pedestrian/drolley ramp



pedestrian/drolley ramp meets access routes from Camden and Kentish Town Roads at entrance lobby at end of supermarket floor



track, unloading and exit



massing and structural rhythm with store rooms elevated over loading areas and bridge connecting service areas over shopping shed; frames to entry canopy echo buttresses of church and structure of plant/seed rooms echoes roof and facades of houses across Camden Road

of urban building. Hence they are often to be found in the unloved rubbish grey areas, neither town nor suburb nor country, that are located on the fringes of proper places or in the unconsidered interstices between them. Such areas are often near major urban roads, and indeed are often caused by them. Supermarkets add their own element of gritty and tawdry meretriciousness, so contributing to an ever downward spiral.

The restrictive policy of the British government towards out of town shopping centres to prevent the deterioration of the town centres have usually forced the planners to rethink about the supermarket projects on such valuable sites. The designers of the project have combined three different uses under a mixed-use development. They have gathered office, housing units and a supermarket in a triangular site. This is very specific on proposing a new request to get planning permission by bringing a mixed-use development which increase the trade potential of the area.

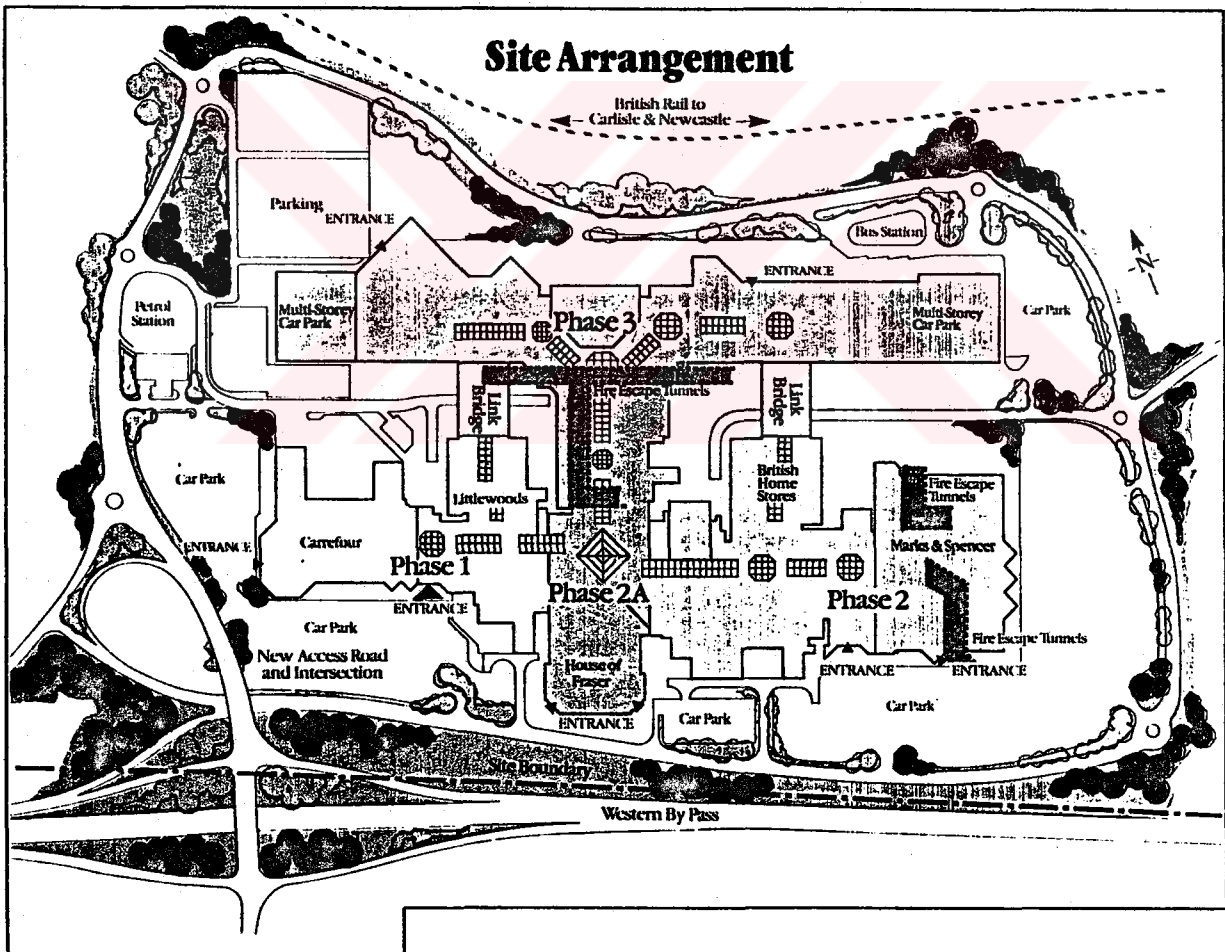
- Architectural Review No: III2, pp. 36-49

2.2.3.

"METROCENTRE", Gateshead

This is a typical out of town shopping centre based on one-storey system with total floor space of 150,000 sqm. The reason for being chosen as one of the examples of this study is that the centre is known to be one of the earliest examples after Brent Cross Centre in England. It also has a typical mall plan with two magnet points which is rarely seen among the out-of-town centres of the 1990s. These two characteristics make the centre significant among many others. Being an early example,

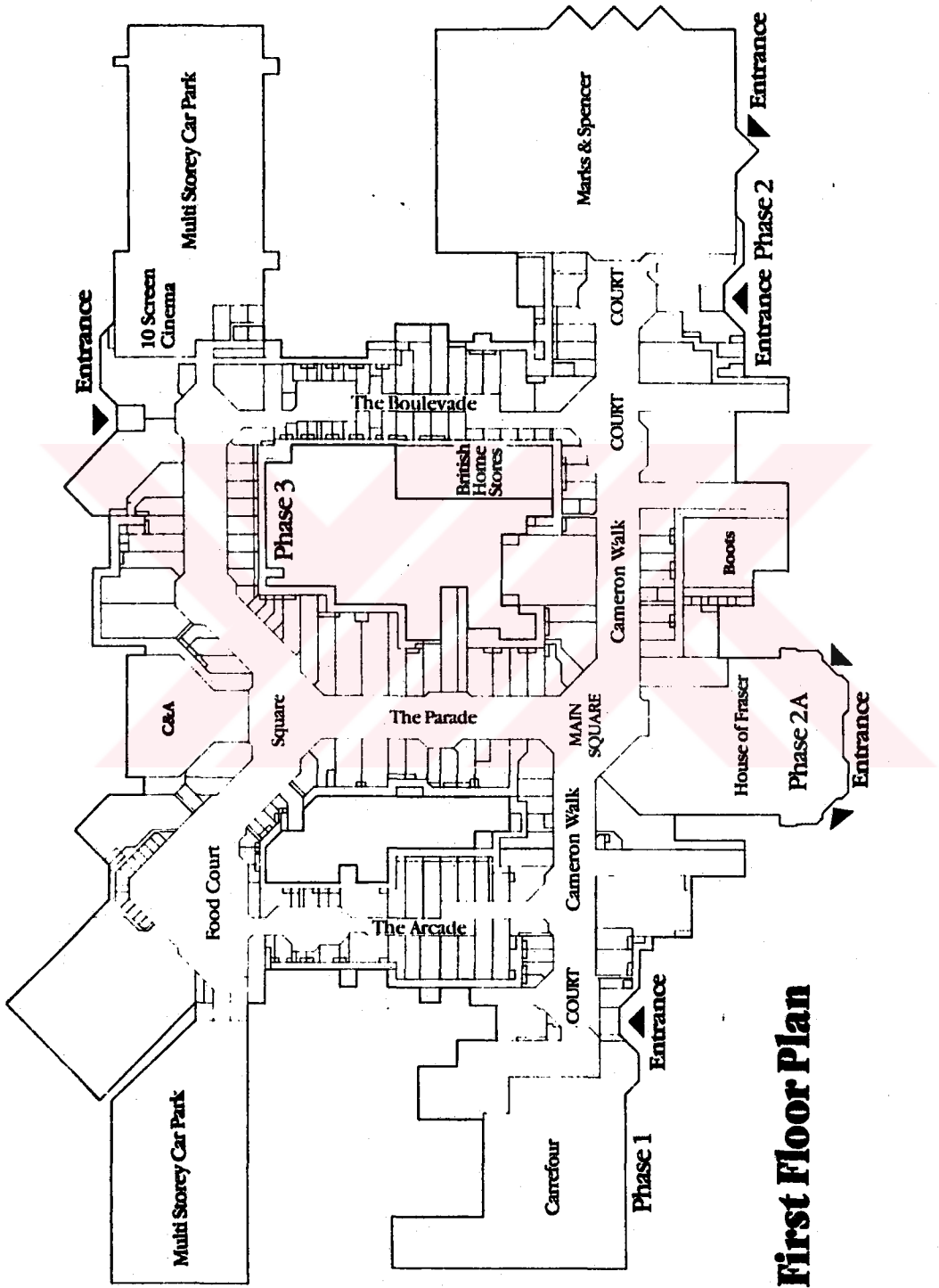
centre lacks the complexity and compactness of mixed-use centres. There are many misused spaces in the mall plan. There are a hundred and thirty-eight retail shops and five anchor stores one of them being a hypermarket. Extensions on four sides throughout the main mall end up with magnet stores at the lower part of the plan. Upper part on the other hand is more leisure-oriented with a Fantasyland and a cinema. Recreational facilities are very limited compared to the other regional centre in England. Also landscaping and expansion areas are not identified in the site plan.



- "METROCENTRE" Framed in Steel No:17 November 1986
- op.cit. SUMER, R. pp.122-124



"METRO CENTRE", Gateshead



First Floor Plan

2.3. From France (F)

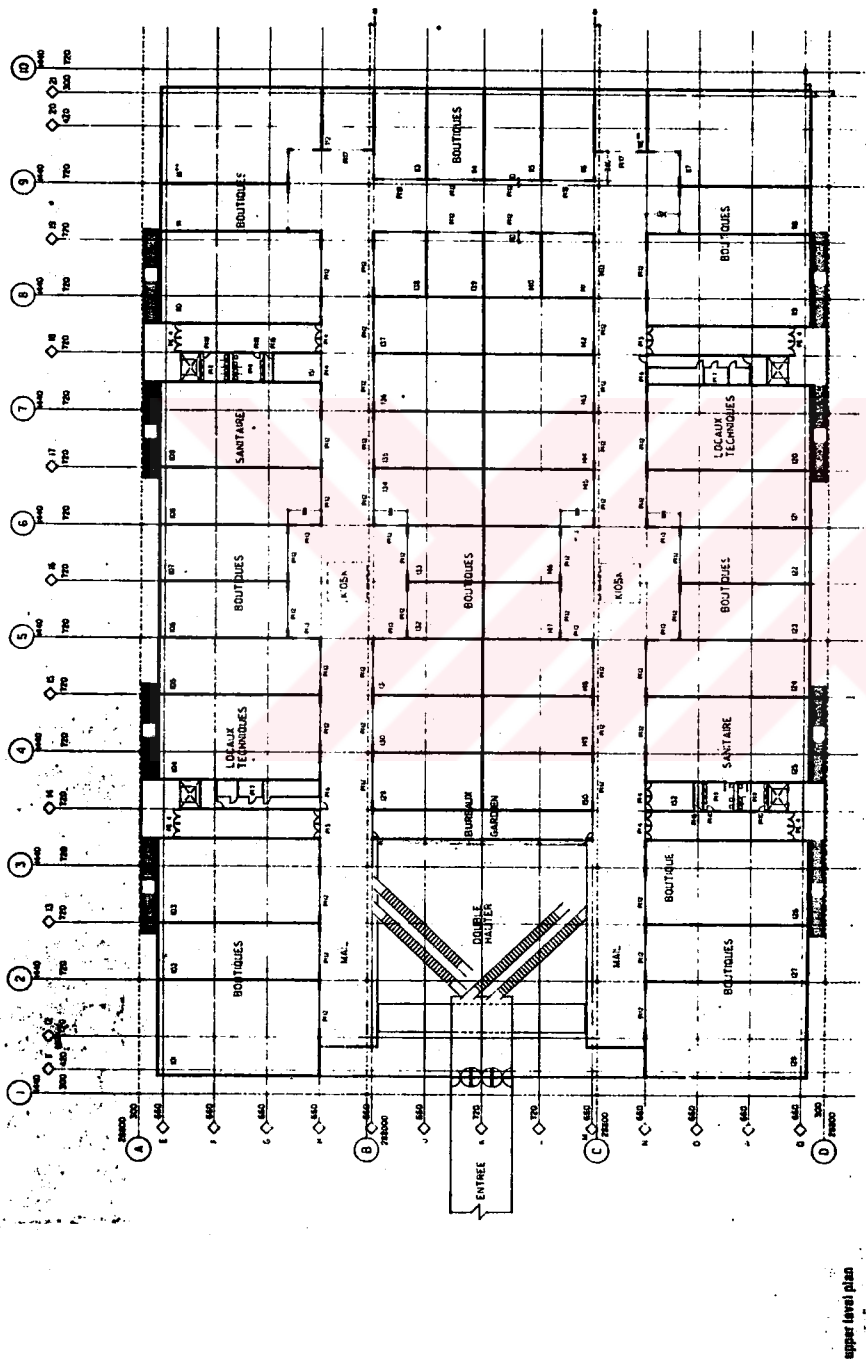
231 "MAGASIN d'USINE", Shopping Centre

Magasin d'Usine is located at St. Herblain a few kilometers outside Nantes in Brittany, France. This is not a conventional out-of-town shopping centre, but is limited to furniture and clothing shops selling cheaply direct from the factory. Exterior and interior design of conventional shopping centre emphasize choices offered from a wide diversity of shops arranged between department store and supermarket magnets. And in this shopping is not so much a chore as a leisure activity in which many hours are spent purchasing and parading self-image.

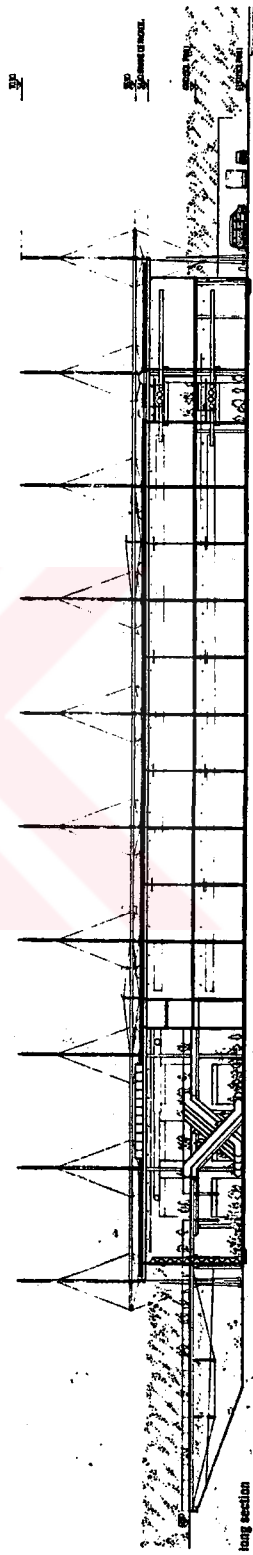
Magasin d'Usine does not have to entice and entertain. Low prices are its draw, and once inside visitors are forced in one direction around all its shops before they can escape again.

The building is a large shed slightly sunk below its surroundings. Inside is superimposed a pair of U-shaped walls flanked on both sides by shops. Both malls lead off and return to the double-volume glass fronted foyer. Between the ends of the upper mall spans a bridge on to which, and through the glass wall, spans the entry bridge. From the transverse internal bridge, escalators descend at an angle to chute visitors down one arm of the lower mall. After a counter-clockwise circuit, they return to the foyer to pass and be tempted by the cafeteria before being swept up by another pair of angled escalators. These take the visitors back to the first floor and propel them round the upper mall in a clockwise direction. After passing all shops on both levels they reach the bridge again and can go out.

"MAGASIN D'USINE" Shopping Centre Near Nantes, France

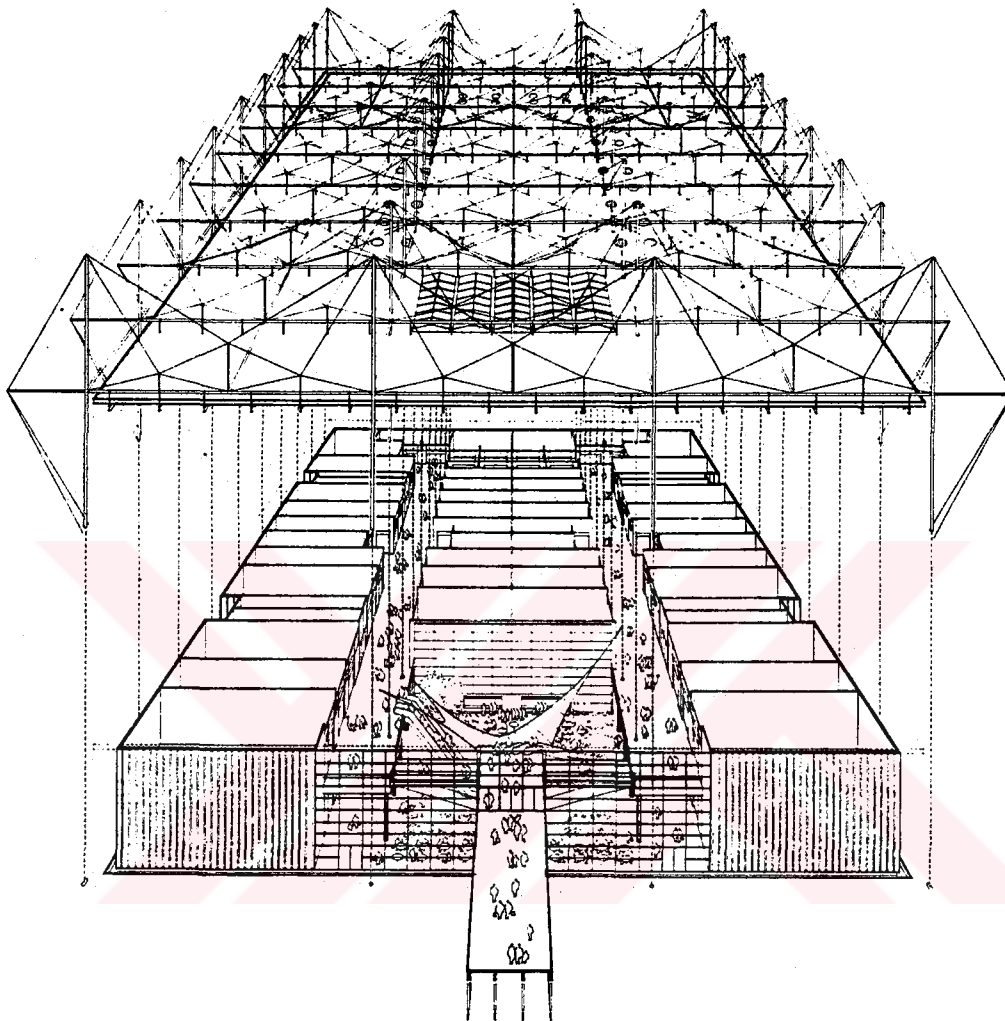


Upper Level Plan

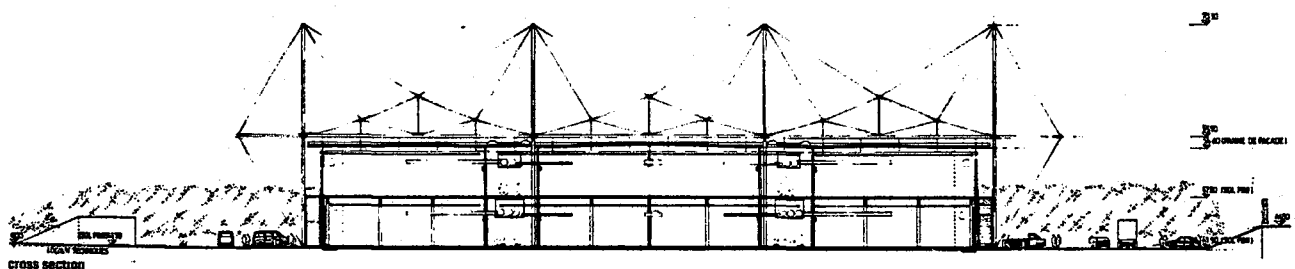


Long Section

"MAGASIN D'USINE" Shopping Centre Near Nantes, France



Aerial Perspective With Suspension Structure and Roof Lifted to Emphasise Their Independence From Shopping Centre Exposed Below



Cross Section

"BERCY CHARENTON", Shopping Centre, France

2.3.2.

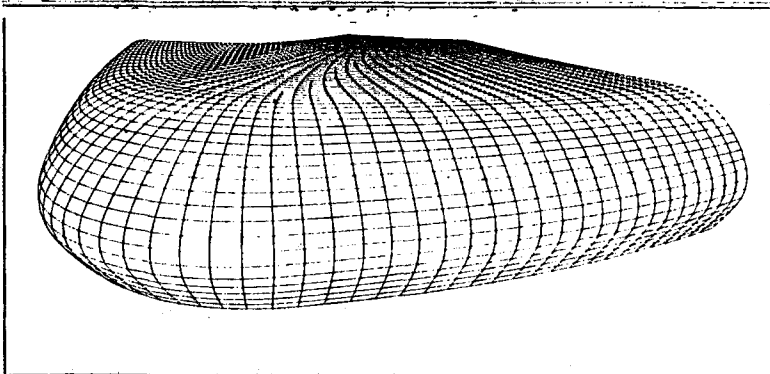
"BERCY-CHARENTON" Shopping Centre

This shopping centre will be perceived from outside as an airship that has landed and from inside as the enormous wooden hull of a ship turned inside out, is not an elegant temporary pavilion or a smart sport hall, but an enormous shopping centre.

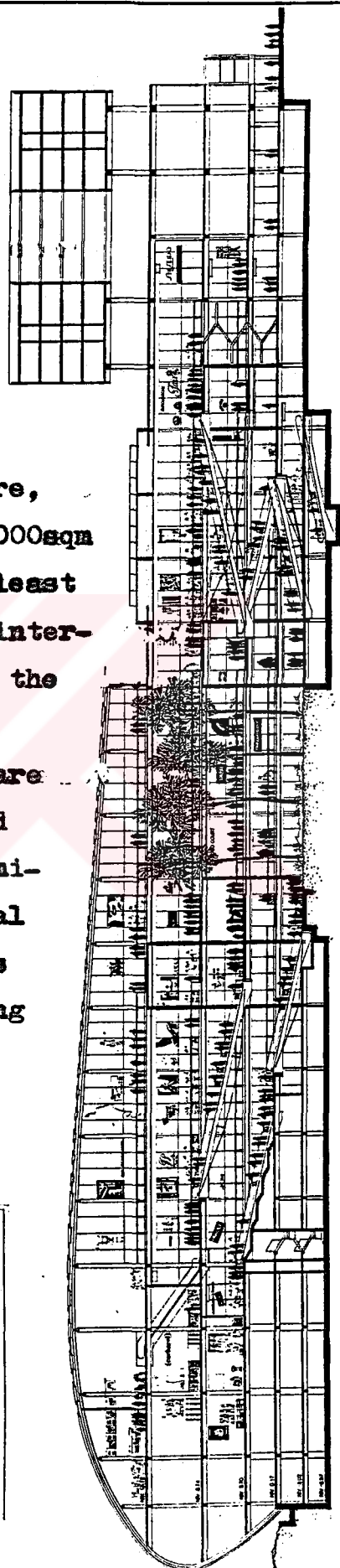
The Bercy-Charenton Commercial Centre, occupying 100 000sqm and including 32 000sqm of shops, is to be built at one of the least prepossessing places in France—at the intersection of the Paris Périphérique with the eastbound Autoroute A4.

Inside, several stacks of boutiques are set on levels around a planted well, and served by an underground car park. Illuminated by filtered natural and artificial light, the interior, if spared of posters and knickknacks, will be splendid curving space, defined by ribs; arches angled at 45 degrees—like being inside the belly of a whale.

— Architectural Review No: IIII2 pp70-73



Computer Diagrams Exploring Geometry of Volume



Longitudinal Section Through Shopping Centre

2.3.3.

"LES 4 TEMPS", Shopping Centre, Paris, La Defense, F

The 4 Temps-Shopping Centre is located at the heart of La Défense, between L'Etoile and the Grande Arche. The Centre features a grand total of 250 stores, services, cinemas and restaurants of every shape and size, in a truly relaxing environment designed to put the pleasure back into shopping. It has an car park with a capacity of 6 000 cars.

Large-scale Parisian supermarkets are seldom conveniently located, and getting to and from them can be a real hassle. Half of its surface area is reserved for food, and great prices and a wide range of products are the order of the day.

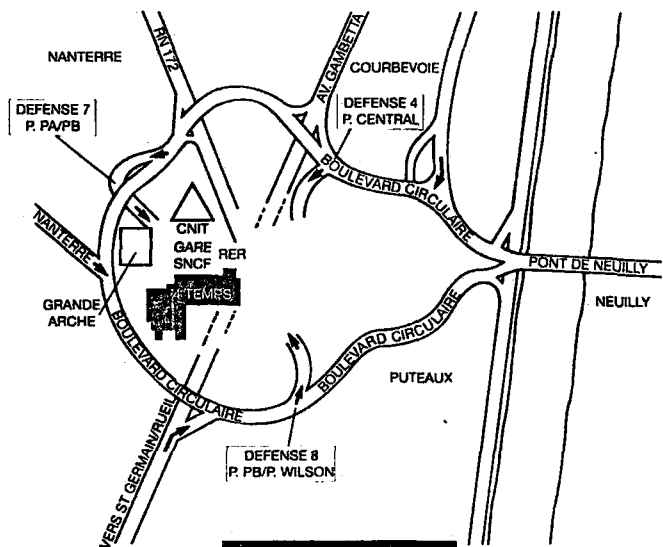
There are the largest sports specialty stores for amateurs and athletes in this area. (skating, skiing, tennis...)

140 ready-to wear boutiques, every kind of fashion boutique are there in this Centre. And it features a great choice of clothing and accessories for men and children.

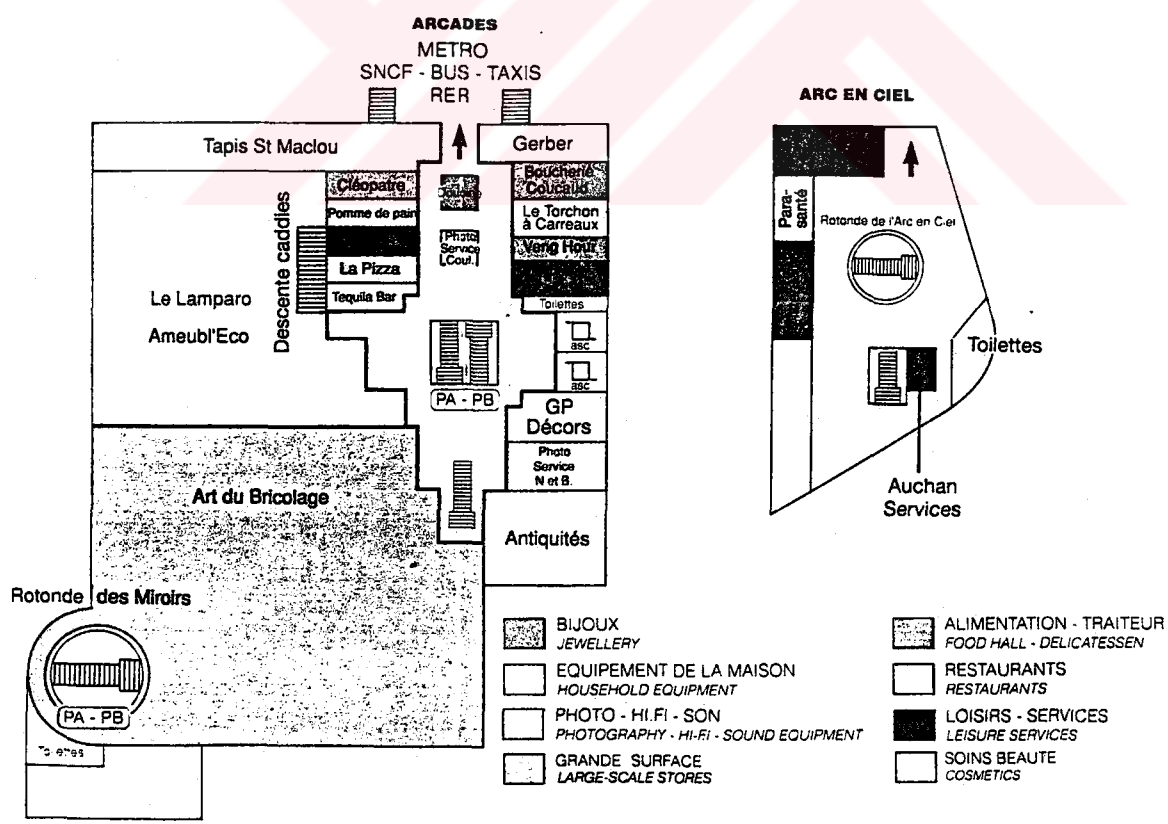
4 Temps is the ideal source for decorating, furnishing and home repair needs.

"Take a leisurely walk through the Centre"... There's light music in the background, and the interior temperature is always just right-never too hot or too cold. There are 9 cinemas and 29 restaurants, travel agencies, photo shoppes, post office, toys, games, jewellery...etc.

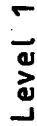
"LES 4 TEMPS", Shopping Centre, Paris, La Defense, France

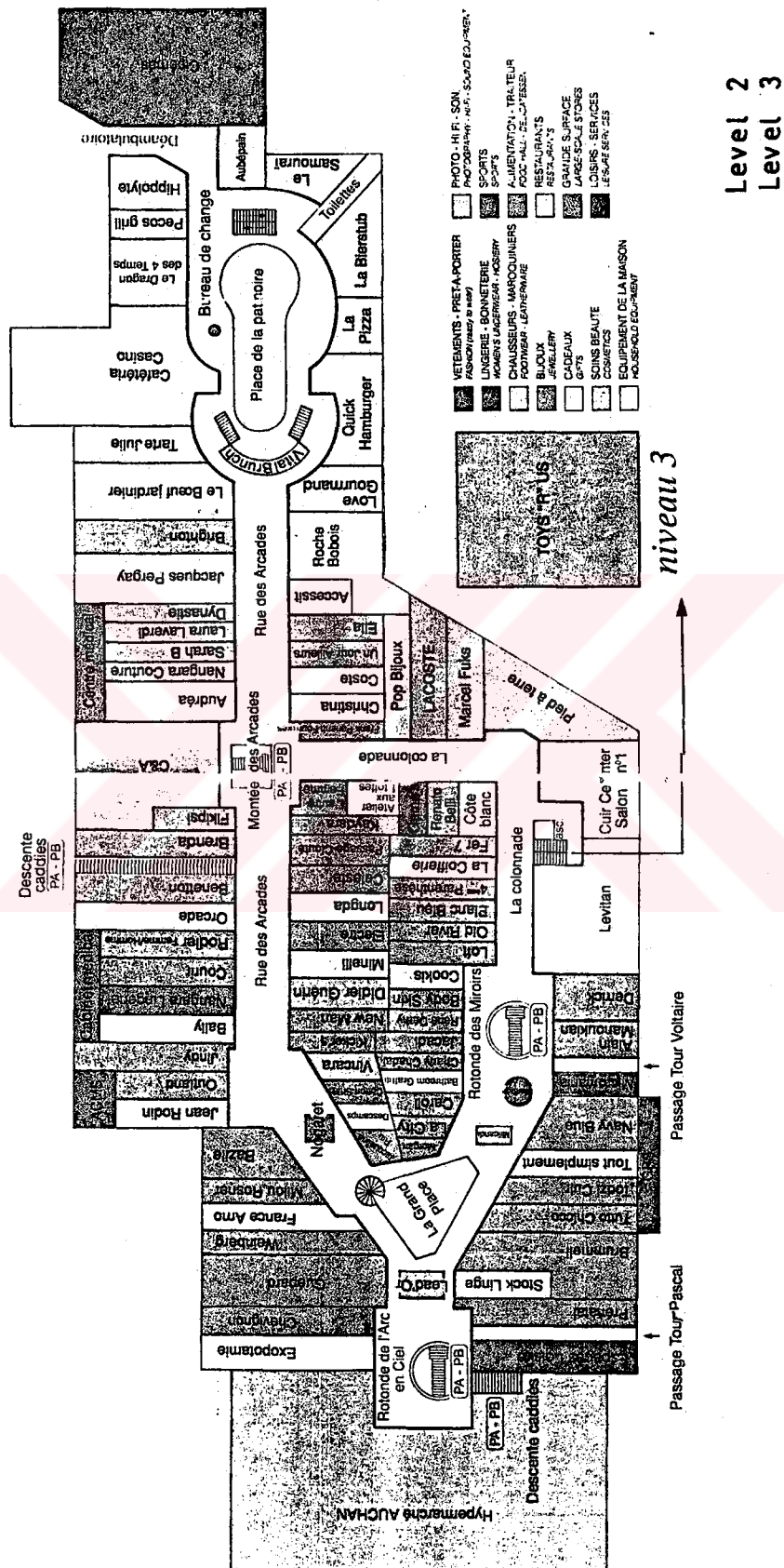


Site Plan



Level 0





2.4. General Conclusions

The difficulties of obtaining cheap and available lands for a shopping centre within the city due to increase of land prices, the increase of car ownership and wide motor ways parallel to increase of wealth, started the building of first examples of shopping centres outside the city boundaries (in USA at 1930s).

As the time passed by, new attractive functions were added to the shopping centre concept.

Old built shopping centres were made contemporary by adding spaces and increasing their functions, as may be observed in "Galleria Post Oak".

In some shopping centres service to customers was the first priority (as in "Magasin d'Usine"), while in some other shopping centres new form studies were the first priority (as in "Bercy-Charenton" which can not be identified from outside).

In most of the shopping centres customer attraction possibilities were being created by utilizing high-tech and contemporary building techniques.

Today, location selection and presentation of functions of huge shopping centres outside Turkey show a similarity:

- Connection to a motorway, access time to the complex from city centre to be between half an hour and one hour increase the usage,
- Connection to lake or sea, increase the attraction,
- The availability of usage such as hotel and office, in mixed-use shopping centres,
- Presentation of recreation centre and a few cinema saloons,
- Correct location of department stores which have powerfull attraction,

- Having sufficient car parking areas for customers cars,
 - Pay attention in pedestrian entrances and access between car parking and shopping levels,
 - Present an atrium available for accumulation of customers and of provides sight to each floor from there,
 - Having an active, live focus space like ice rink,
 - To avoid the monotony of along straight mall,
 - Present eating spaces separate from shopping but still affecting each other,
 - Taking care for pedestrian circulation and offering perfect sights to the visitor in vertical circulation,
- are being observed in shopping centre examples studied from outside of Turkey.

3. ANALYSIS OF EXAMPLES FROM TURKEY

- 
- 3.1. "GALLERIA", İstanbul
 - 3.2. "ATRIUM", İstanbul
 - 3.3. "CAPITOL", İstanbul
 - 3.4. "AKMERKEZ", İstanbul
 - 3.5. "GALLERIA", Adana
 - 3.6. "KARUM", Ankara
 - 3.7. "ATAKULE", Ankara
 - 3.8. General Conclusions

3. ANALYSIS OF EXAMPLES FROM TURKEY

3.1. GALLERIA

This Shopping Complex is located in Ataköy Tourism Centre in İstanbul. Ataköy Tourism Centre on the other hand is located at Bakırköy-İstanbul, 20km. away from the city centre and 5km. to Atatürk Airport. It contains the most significant satellite settlement with a total floor space of 500.000sqm in İstanbul. It has connections to E-5 motorway and Sirkeci-Florya road. The whole complex is composed of these; the following parts (sections):

- x A five star hotel with 304 rooms,
- x A marina harbour with a capacity of 1050 boats,
- x Yachting apart hotels composed of four blocks,
- x An underground shopping centre with a total floor space of 9600sqm.
- x An entertainment centre with a total floor space of 6500sqm
- x A congress and an exhibition centre combined with a hotel unit totally 28.000sqm.
- x A multi-storey out of town shopping centre.

Galleria Ataköy Shopping Centre is the first example of out-of town shopping centres in Turkey. It has brought a completely new shopping tradition to Turkish culture.

Galleria is in the northwest of Ataköy Tourism Centre on the road which runs along the sea between Sirkeci and Florya. Accessibility to the site for its transportation characteristics is highly efficient related to its planning criteria. Access to Galleria from Ataköy is by a cloverleaf. In the north of the shopping complex, there are short term car parks and in the south there is a multistorey car park for 2.000 cars including a car park for the personnel in the basement.

Galleria performs an early period mall scheme by having only

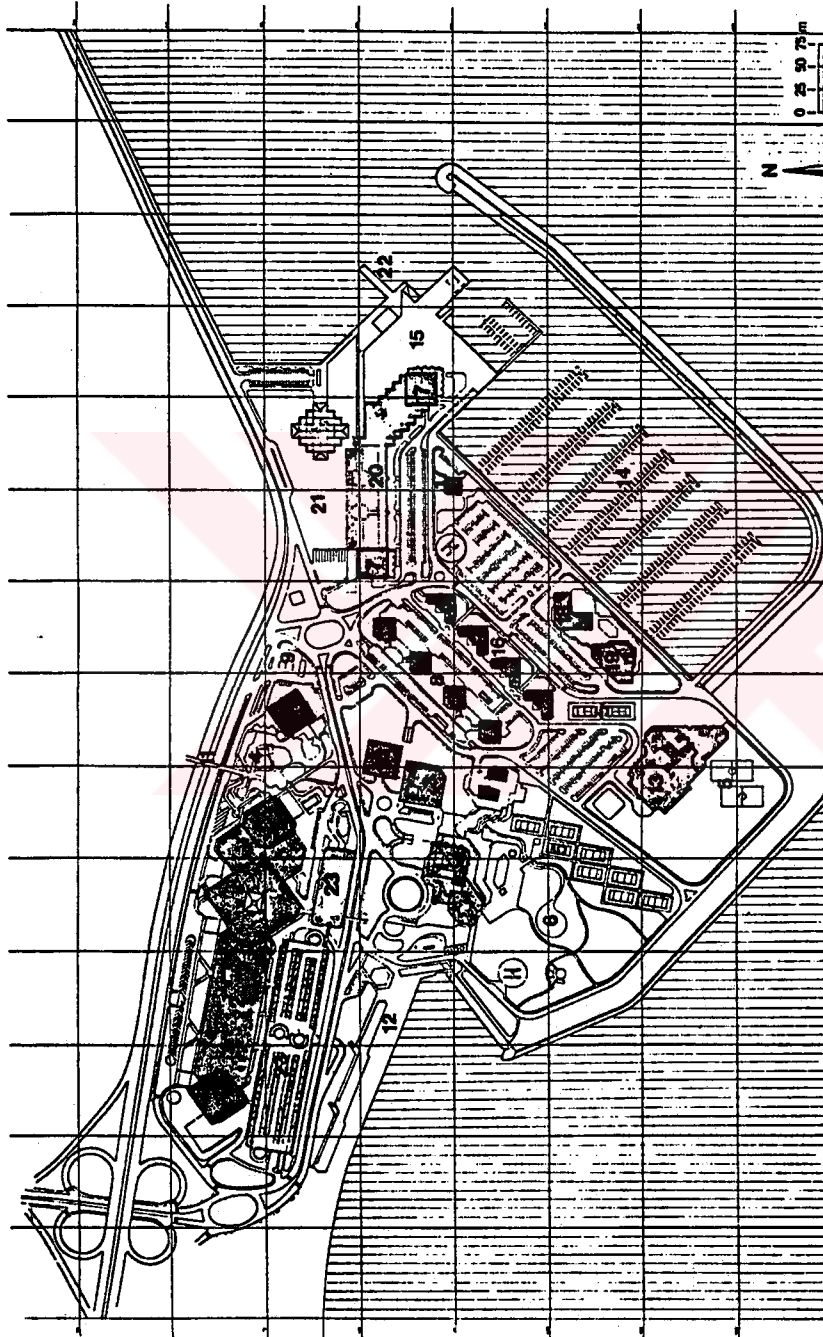
two magnet points at each end of a horizontal line. It is a complex which is comprised of six blocks with a total covered space of 80.000sqm. A five-storeyed block which has an atrium in the middle, a three storeyed long block (122 small retail units) with gallery, joins this block on the west side, next to it a five floored department store, east of the atrium two three-storeyed blocks that surround the atrium and a four-storeyed block that houses an entertainment centre. Pedestrian entrances which are on the same level as the coast road open to the atrium and the main galleries straight away. The escalators and stairs carry the link between the atrium and the multistorey car park.

All the shopping units take place around the naturally lit atrium and the two-storeyed gallery. Therefore, the shoppers are able to find all the shops easily in a spatial wholeness. The service corridors are behind the sales areas and the lifts for carrying goods are located at appropriate points for loading and unloading goods and rubbish. They open to the loading/unloading bays. This solves one of the important problems of big shopping complexes that arise from converging traffic of customers and service.

On the ground floor around the atrium, there are facilities for soft drinks and light food with a seating capacity for 1000 people. In the centre, there is an ice skating ring which is approximately 30m x 30m and other space for entertainment, as music and fashion shows, conferences and the like. On the two floors above the two-storeyed shops, there is a marketing centre for fashion and textile products. In the block which is the east of the atrium, there is an entertainment centre for young people and children. The natural and effective lighting, the greens, the water, the design of seating area function to create a comfortable and serena atmosphere and an attractive place for shoppers. Apart

"GALLERIA" in Ataköy Tourism Centre, Istanbul

from that various activities such as exhibitions, music and fashion shows contribute positively to social and cultural living.

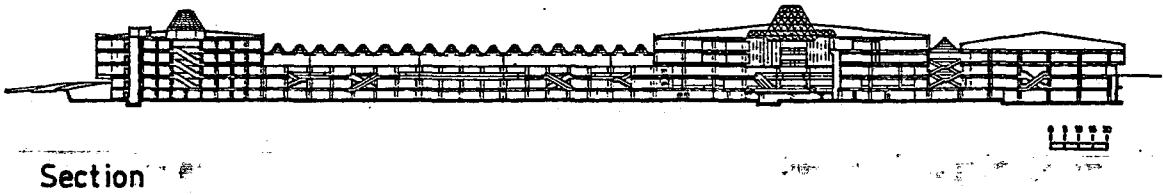


Site Plan

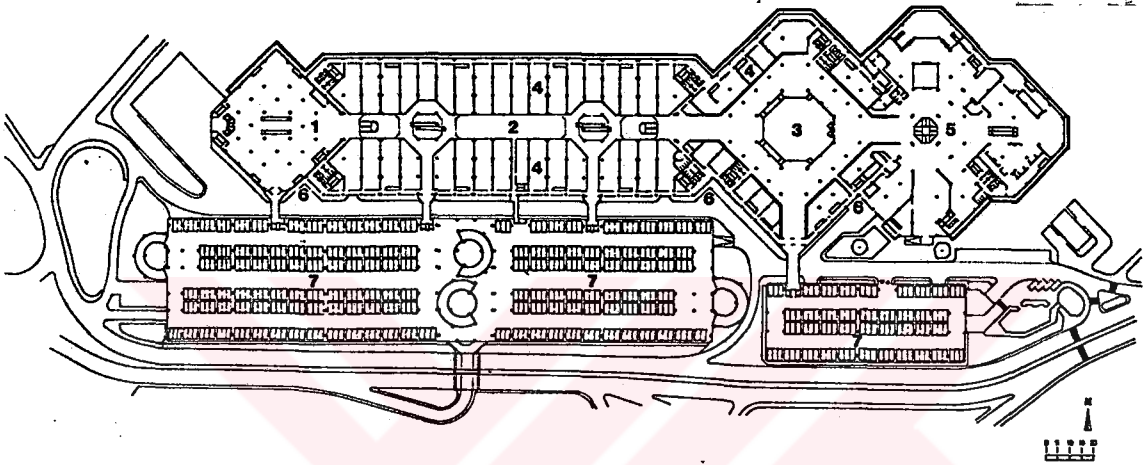
- 1-Hotel 2-Shopping Centre 3-Exhibition 4-Historical Building To Be Kept 5-Sports Facilities 6-Botanical Garden 7-Restaurant 8-Apart Hotels 9-Gas Station 10-Business Centre/Hotel 11-Upper Pedestrian Crossing 12-Beach Facilities 13-Touristic Entertainment Centre 14-Yacht Harbour 15-Yacht Slip and Service Area 16-Yacht Hotel 17-Management 18-Club Building 19-Health Club 20-Under the Levee Yacht Harbour Facilities 21-Upper The Levee Yacht Harbour Park 22-Sea Bus Quay and Passenger Room 23-Multi-Storeyed Car Parking B.

- * TASARIM-3, November 1989, pg.32-41
- YAPI-87, February 1989
- İS-ALİŞVERİŞ MERKEZİ, pg.138-143

"GALLERIA", The Shopping Complex in Ataköy, İstanbul

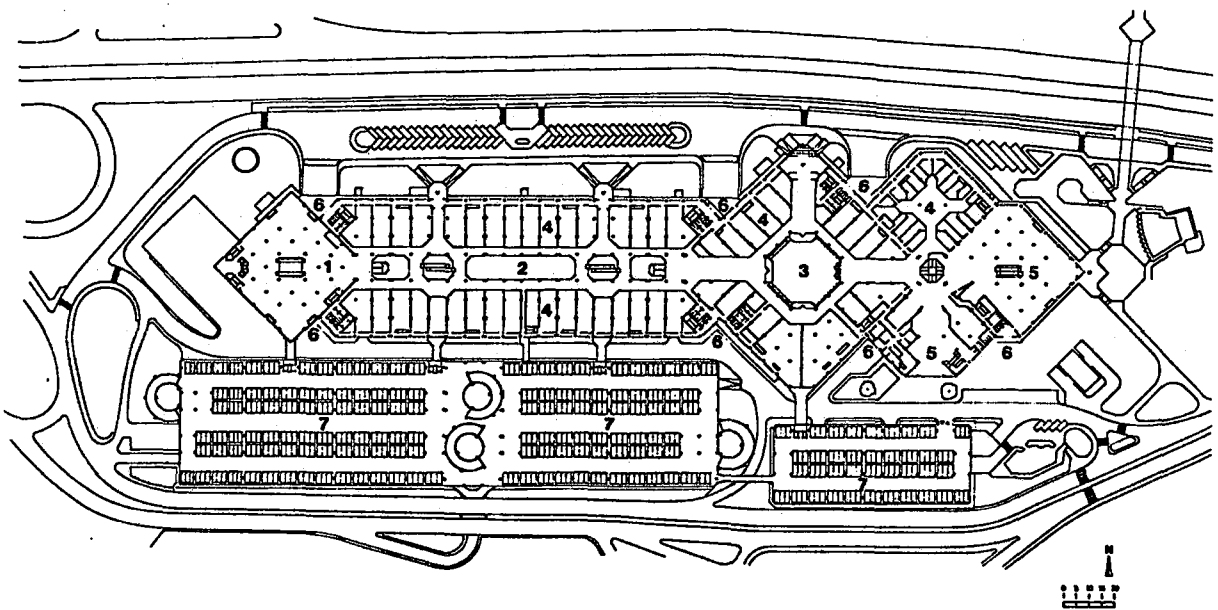


Section



First Basement Floor Plan

1-Printemps-Departmentstore 2-Main Mall 3-Atrium-Food Courts-Ice Skat. A.
4-Retail Shops, 5-Dreamland, 6-Service Entrances, 7-Closed Parking Area



Ground Floor Plan

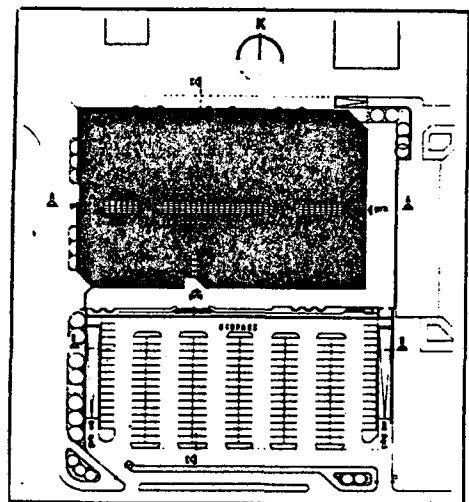
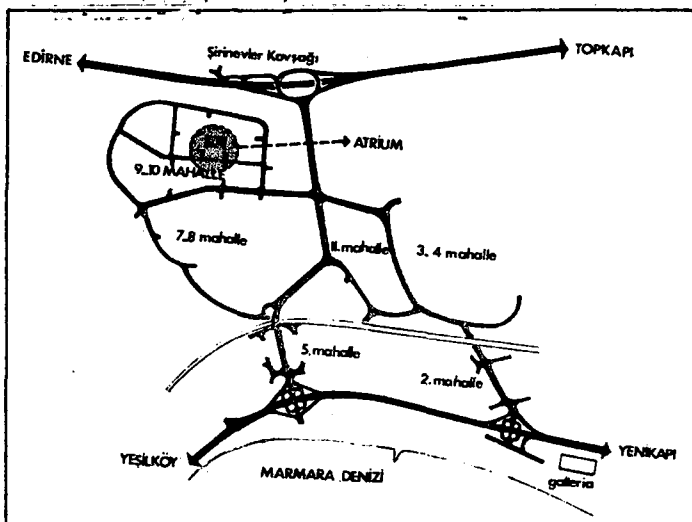
3.2. ATRIUM

A Shopping Centre in Ataköy, Istanbul

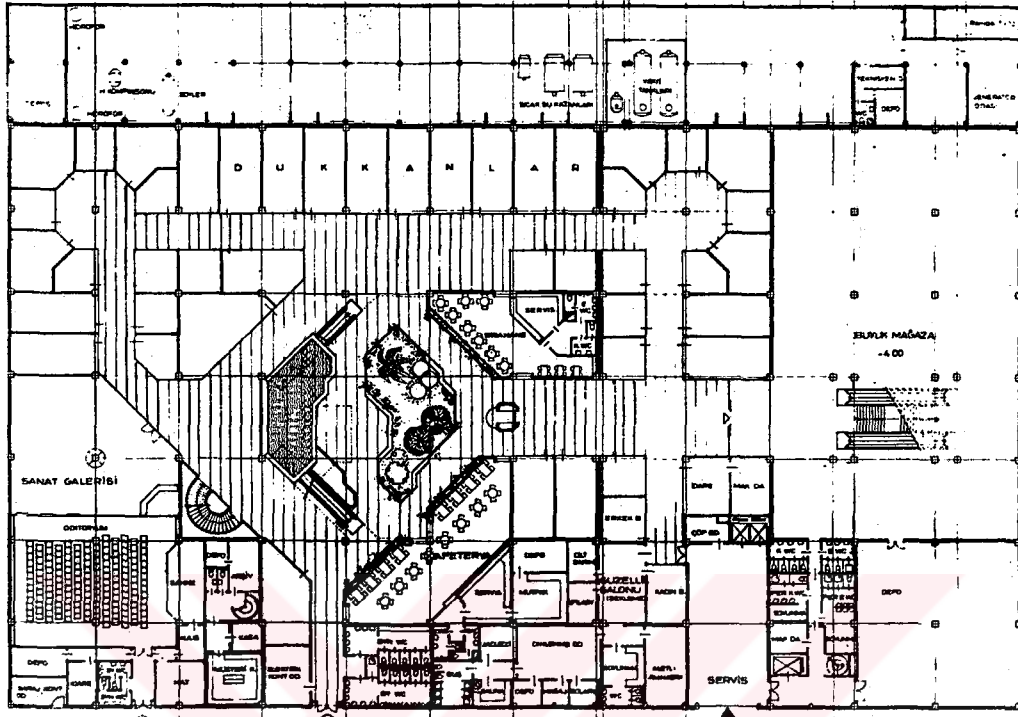
Atrium is in the middle of the residential settlement of Ataköy complex. It's between the 9th and 10th quarter of Ataköy. There are 10-15 flooried high blocks around the Atrium. It give service mainly to the residents of Ataköy. It is composed of a hundreded-eighty-six(186) retail units with 16.000sqm and three-storey department store with 3.300sqm. It has 6.200sqm closed parking area and a 1.100sqm services. In front of shopping center there are ground and underground car parking areas for total 400 cars, connected with the centre.

An auditorium for 200 persons, a cafeteria-a bank office, a modern art gallery and a dreamland form the recreational areas of the centre. The Atrium plan scheme is a typical one, with only one magnet store. Dreamland provides a secondary catchment area just across the magnet store to equalize the customer move in the centre.

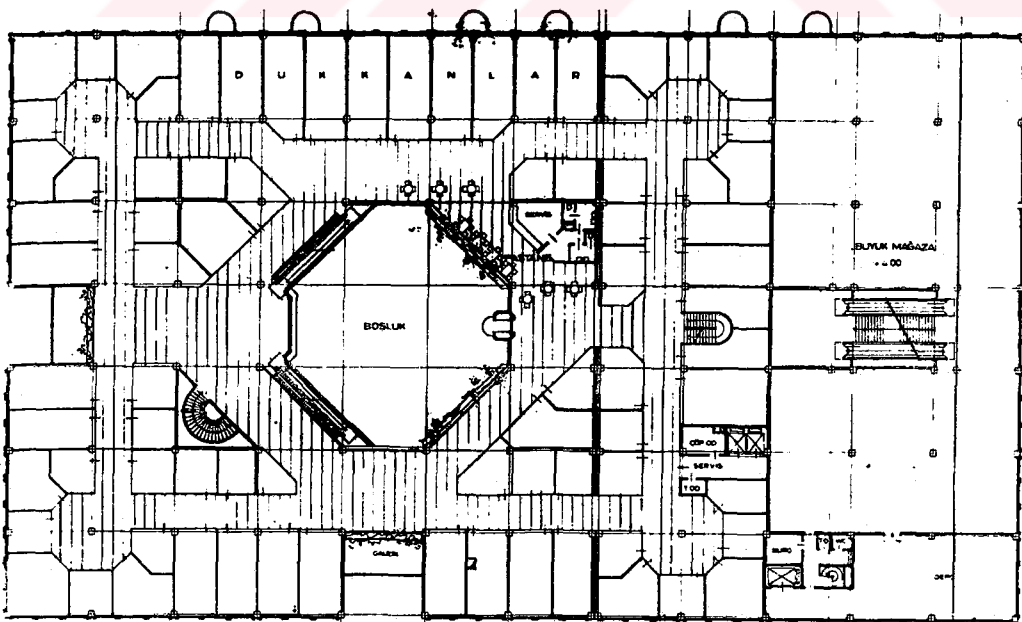
Atrium has natural light because of transparent vault. It has a transparent roof cafeteria near the transparent vault.



"ATRIUM" Shopping Centre, İstanbul



Basement Floor Plan



First Floor Plan



3.3. CAPITOL

Shopping and Entertainment Centre, Istanbul

Capitol is located in the town centre Altunizade-Kadıköy, Istanbul. The transportation can be realized with private car, bus or by foot. This centre was designed as to satisfy 50% pedestrians and 50% vehicle travellers. It is planned to give service to an upper level income group of Kadıköy.

There are two main characteristics in the design of Capitol;

1-To form an urban landmark as contributing to but not ruining the environment with its huge mass.

2-To catch the urban centre meaning of traditional covered bazaar in contemporary level by creating an alive trade centre that can also be used as social activity centre.

There are three pedestrian entrances to the building indifferent levels and for underground car parks there is a car entrance on the Masque Side.

The most influencing side of the project is to a stepped inner space under a single cover. The design gives the impression of the building as close to outside but inviting to inside. So there is a general deafness but big holes for entering in. As you enter in, you feel an explosion. Inside, at any point of bazaar you can perceive all other sections easily. This secure the easy introduction of bazaar and the inner space happiness. You walk around by feeling the space and even knowing where go in a galerie.

The Capitol as schematic has been designed as an urban pattern. It has a square, roads joining to square, and when coming outside, entrance is as a main road joining the square as a focus point.

The shows on square can be watched from different storeyes by 2.000 people. The square there are fast food units, in order to make this square the most alive part of the bazaar. On the main scheme, the magnets has been used vertically instead of horizontally.

In Capitol Centre;

x On the first and second basement floors there are a 500 cars capacity garage and technical services,

x On the ground floor there are fast-food, fashion shops and lever floor of department store,

x On the first floor there are fashion shops and upper level of department store,

x On the second floor there are a department store (mostly selling foods) and, food selling units, house goods and fashion shops

x The third floor is completely an entertainment store including three movies—a children theater, bowling saloon, billiards saloon etc. and fast-food units.

The building has open car-park possibilities for 500 cars.

For

Shopping and Entertainment - 25.000 sqm

Circulation - 12.000 sqm

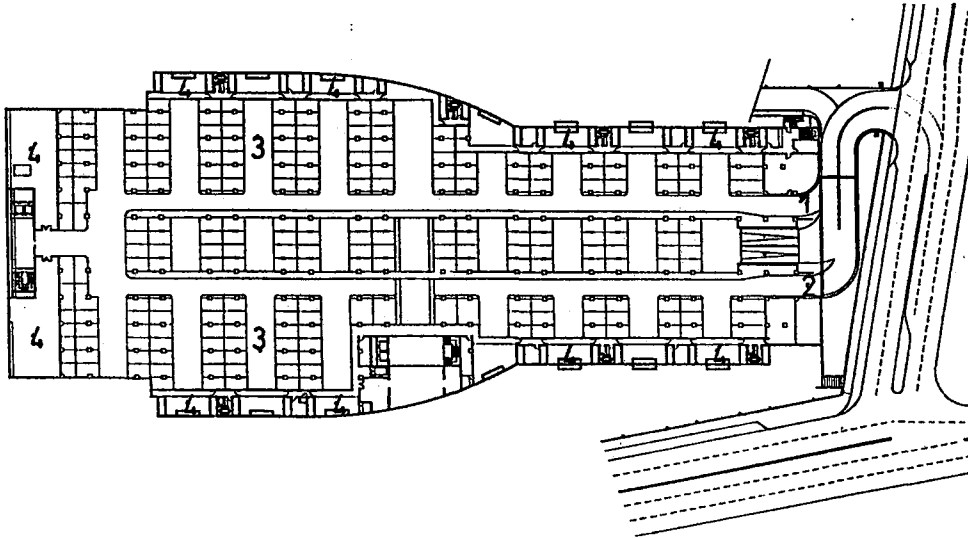
Car Parking - 18.000 sqm

Service and Technic - 5.000 sqm

- TASARIM 40, pg. 64

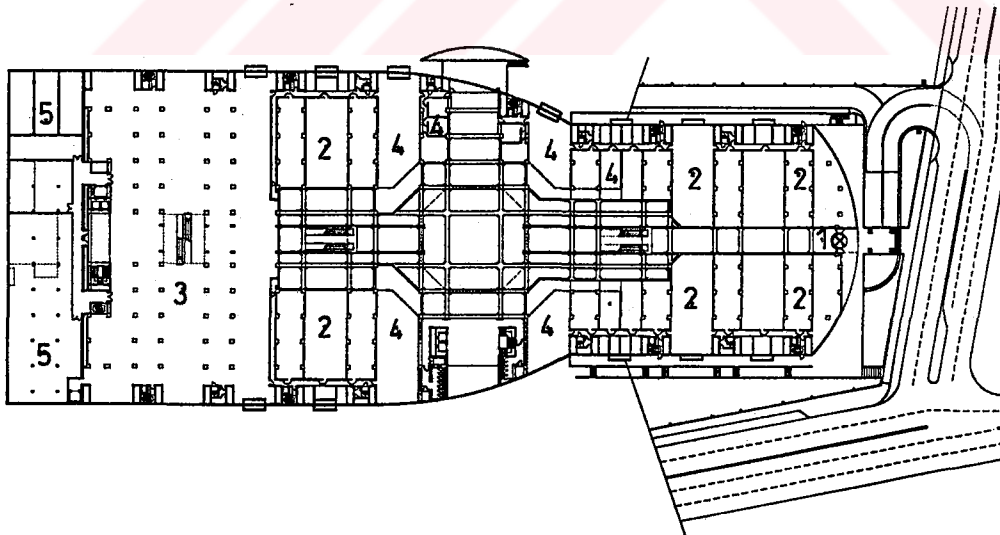
- MIMARLIK & DEKORASYON 23, pg. 110-124

"CAPITOL", Shopping and Entertainment Centre, Istanbul



First Basement Floor Plan

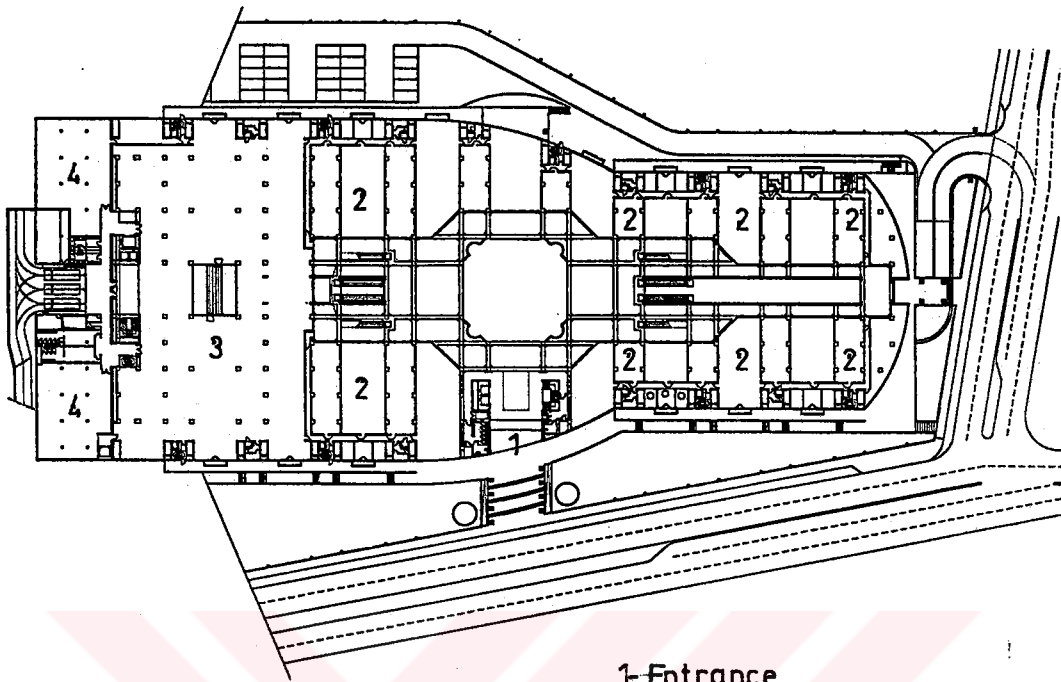
- 1-Entrance (car park. area)
- 2-Exit (car parking area)
- 3-Car Parking Area
- 4-Technical Service



Ground Floor Plan

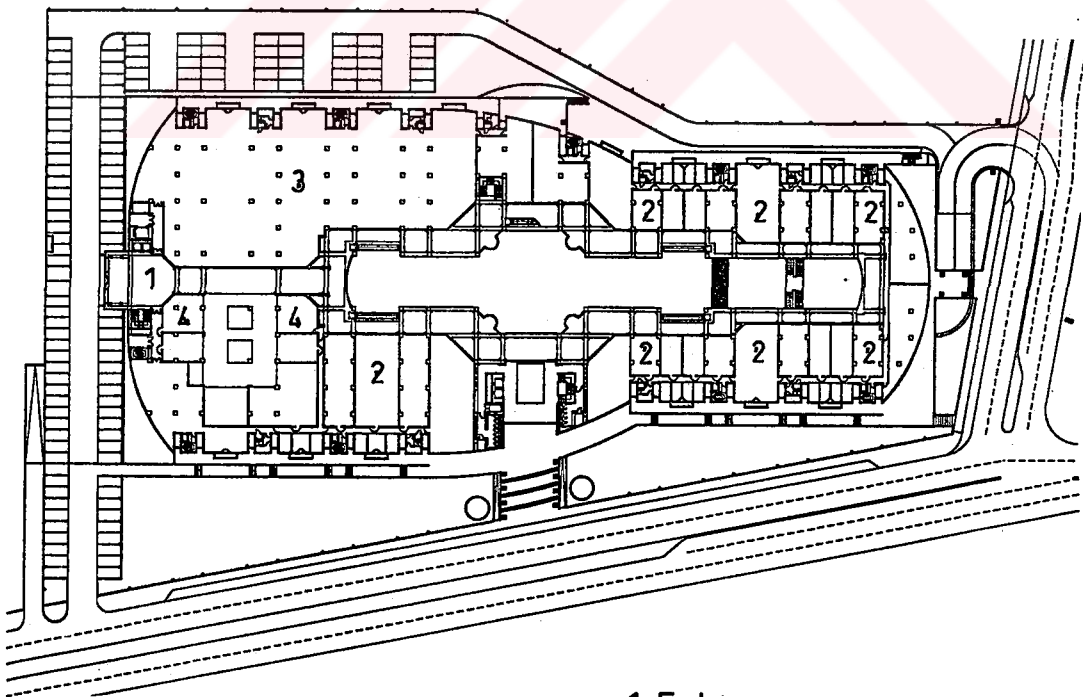
- 1-Entrance
- 2-Shops
- 3-Department store
- 4-Fast Food
- 5-Technical Service

"CAPITOL", Shopping and Entertainment Centre, Istanbul



First Floor Plan

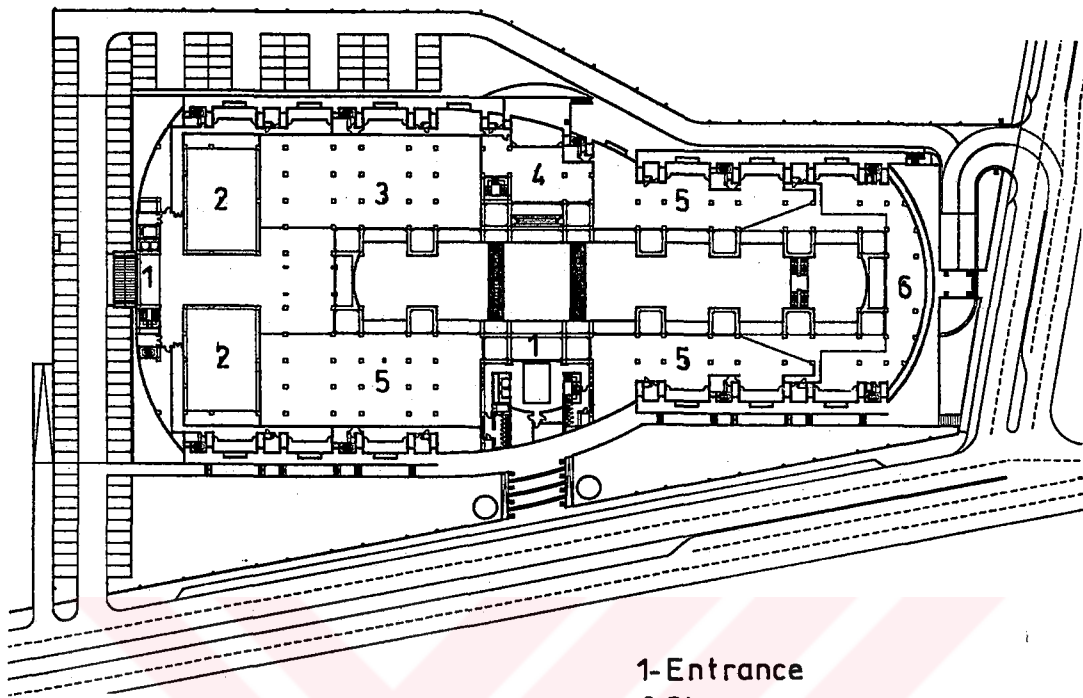
- 1-Entrance
- 2-Shops
- 3-Department store
- 4-Stock



Second Floor Plan

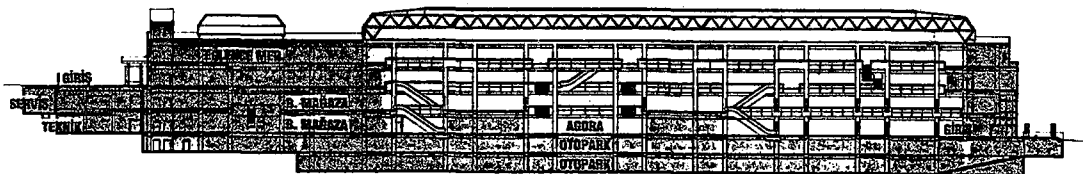
- 1-Entrance
- 2-Shops
- 3-Supermarket
- 4-Food and Service

"CAPITOL", Shopping and Entertainment Centre, Istanbul

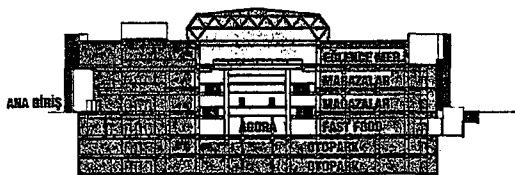


Third Floor Plan

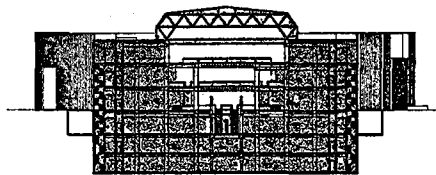
- 1-Entrance
- 2-Cinema
- 3-Bowling
- 4-Cafe
- 5-Dreamland
- 6-Fast Food



Section



Section



Section

3.4. AKMERKEZ - Etiler

Shopping Centre, Istanbul

This mixed-use complex is located in the heart of modern Istanbul between Etiler and Levent. Its planned to give service to an upper level income group. The increase on the values have led the designers to develop a mixed-use project to gain maximum trade potential. Accessibility to the centre is highly complicated, because of heavy traffic on Etiler Street.

The complex is consisted of three blocks. Three-storey shopping mall with a total floor space of 36.000 sqm connects the other two high-rise blocks to each other. One of them is the twenty storey apart hotel having seventy-three apartment units with a total floor space of 18.000 sqm. The other one is the office blocks designed in two separated units. Each office block has a 900 sqm of gross lettible area and they are thirty-one storey high.

Shopping Centre contains

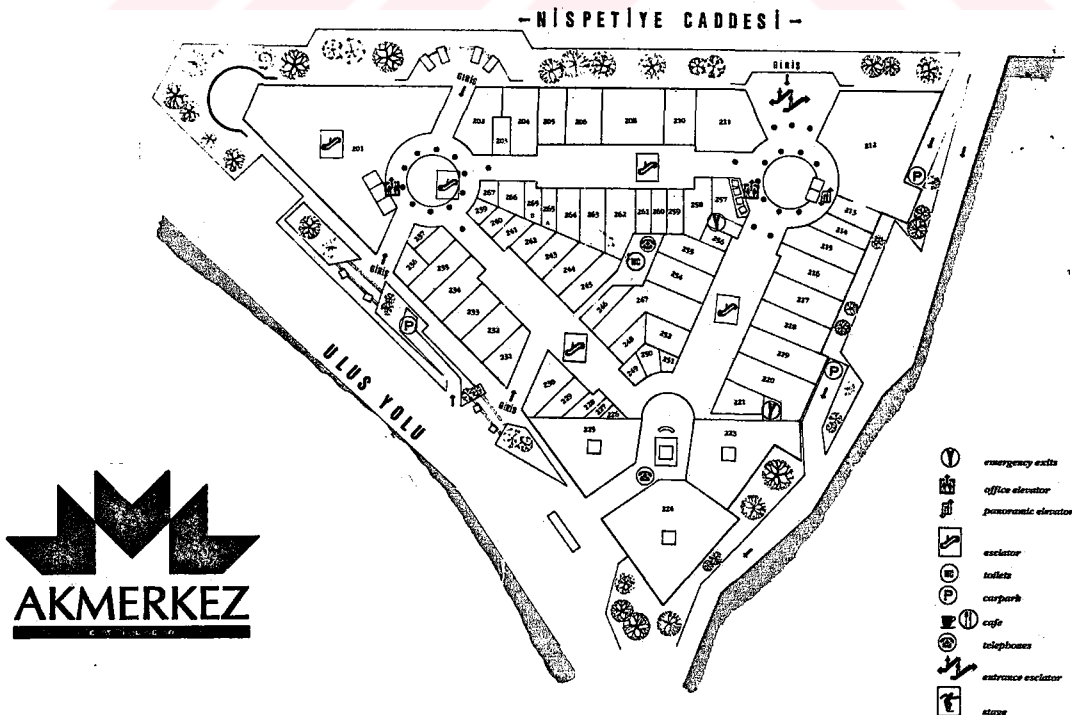
1. Lower level - especially children's fashions, toys and accessories, home furnishing, jewelery, gift...
2. Ground level- the main kinds of shops are men's fashions, unisex fashions, speciality apparel, accessories
3. Upper level - the main kinds of shops are women's fashions and unisex fashions
4. Food court - the only usage is as restaurants-cafes and entertainments (3 cinema)

"AKMERKEZ Etiler", Shopping Centre, Istanbul



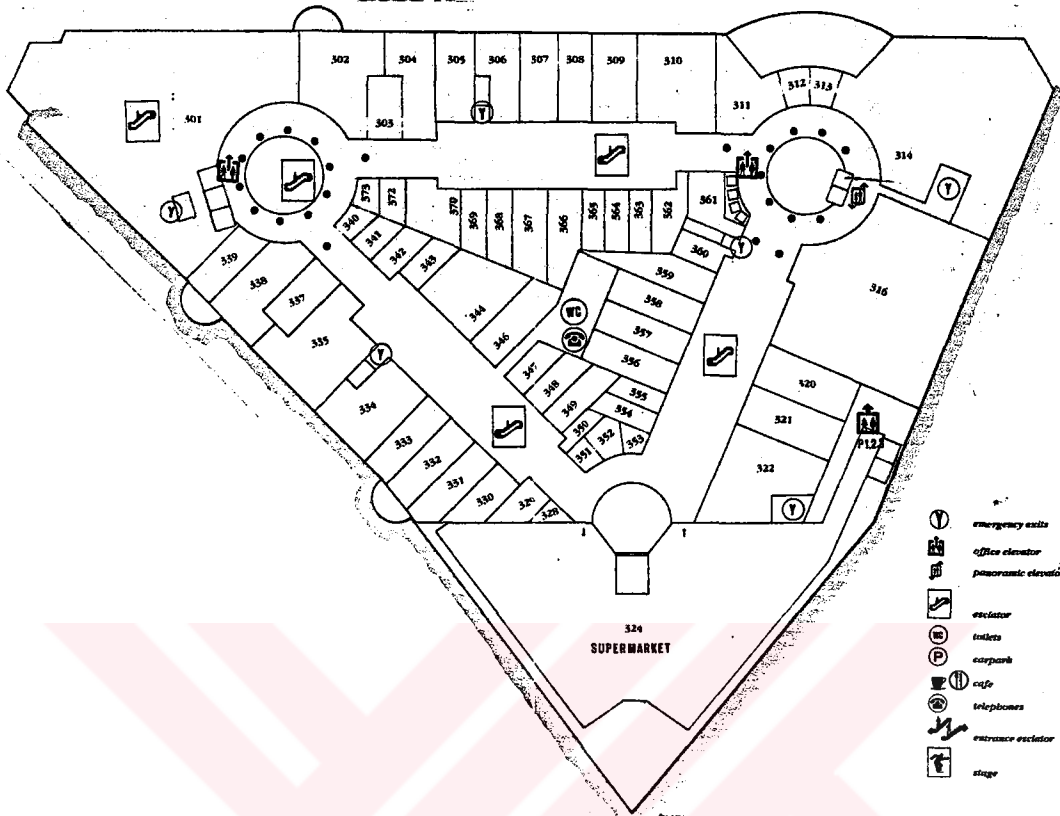
1..Lower Level Plan

Site Plan

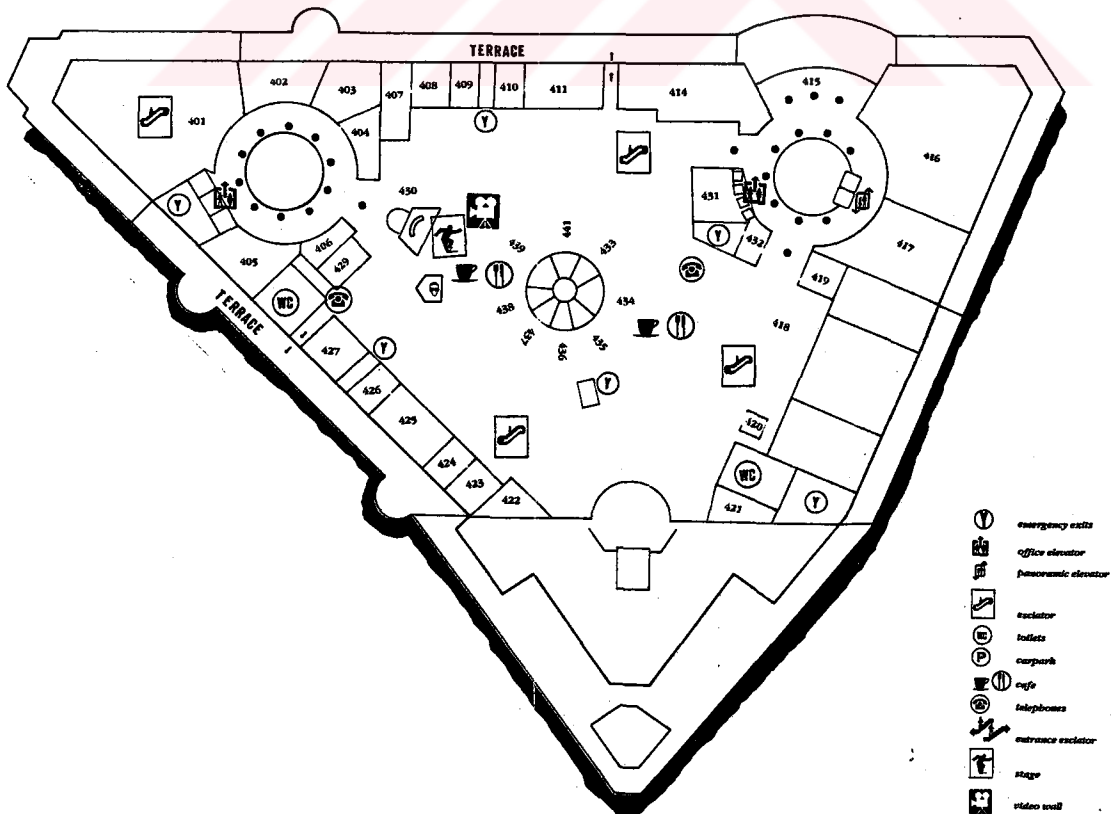


2..Ground Level Plan

"AKMERKEZ Etiler", Shopping Centre, Istanbul



3.. Upper Level Plan



4.. Food Court Plan

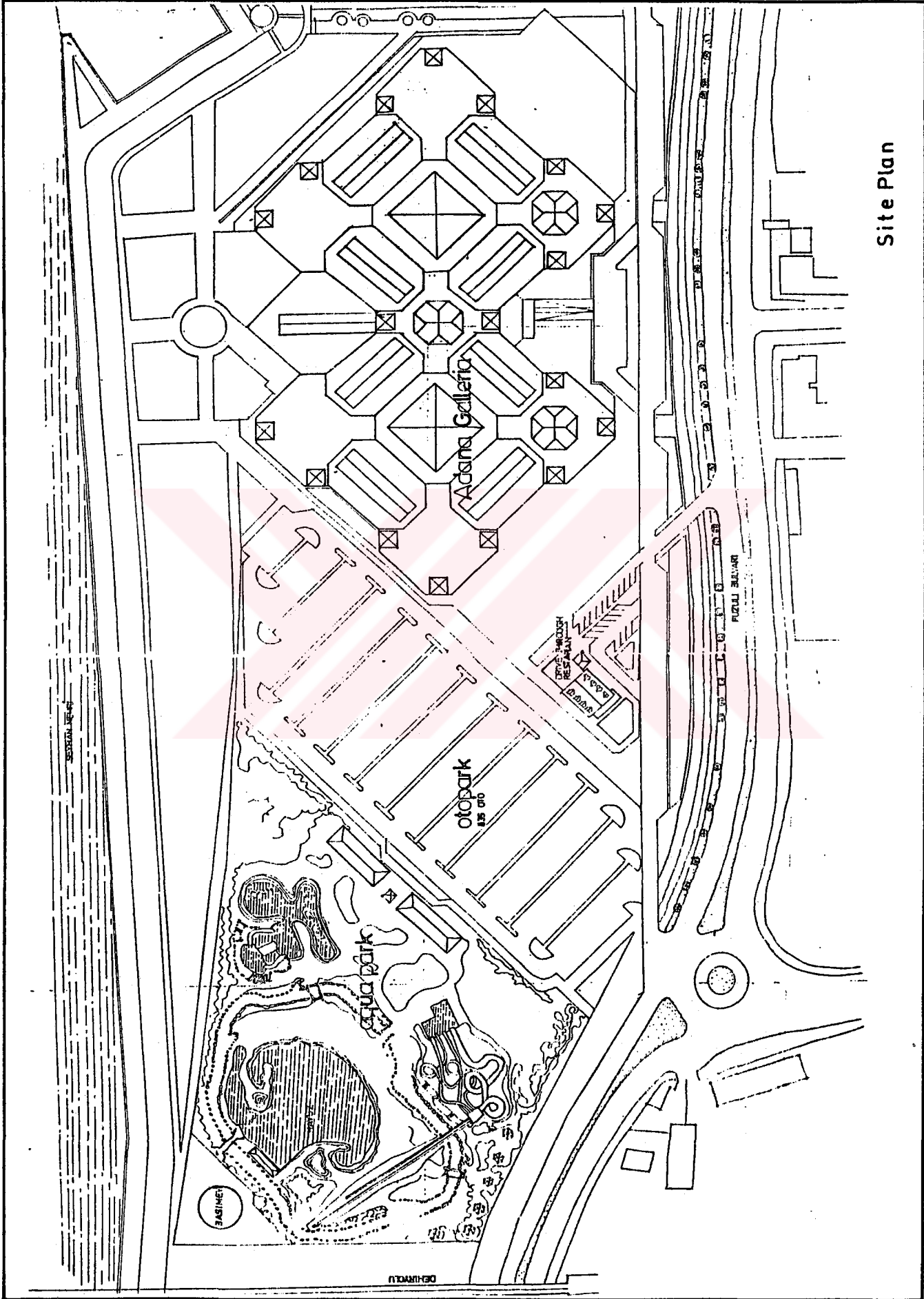
3.5. GALLERIA - Adana

Galleria - Adana is located at Fuzuli Bulvarı which is a region that contains a heavily populated workshops and retail buildings of Adana city within itself. Accessibility to the site is available. It gives service to customer traffic in reaching the centre from three different transportation system. The centre is in connection with E-5 motorway, on the other hand it has a seaway transportation from Seyhan River and a railroad transportation from the city centre. Adana being one of the most developed cities of Turkey, has vanguarded the other cities on developing mixed-use shopping centres.

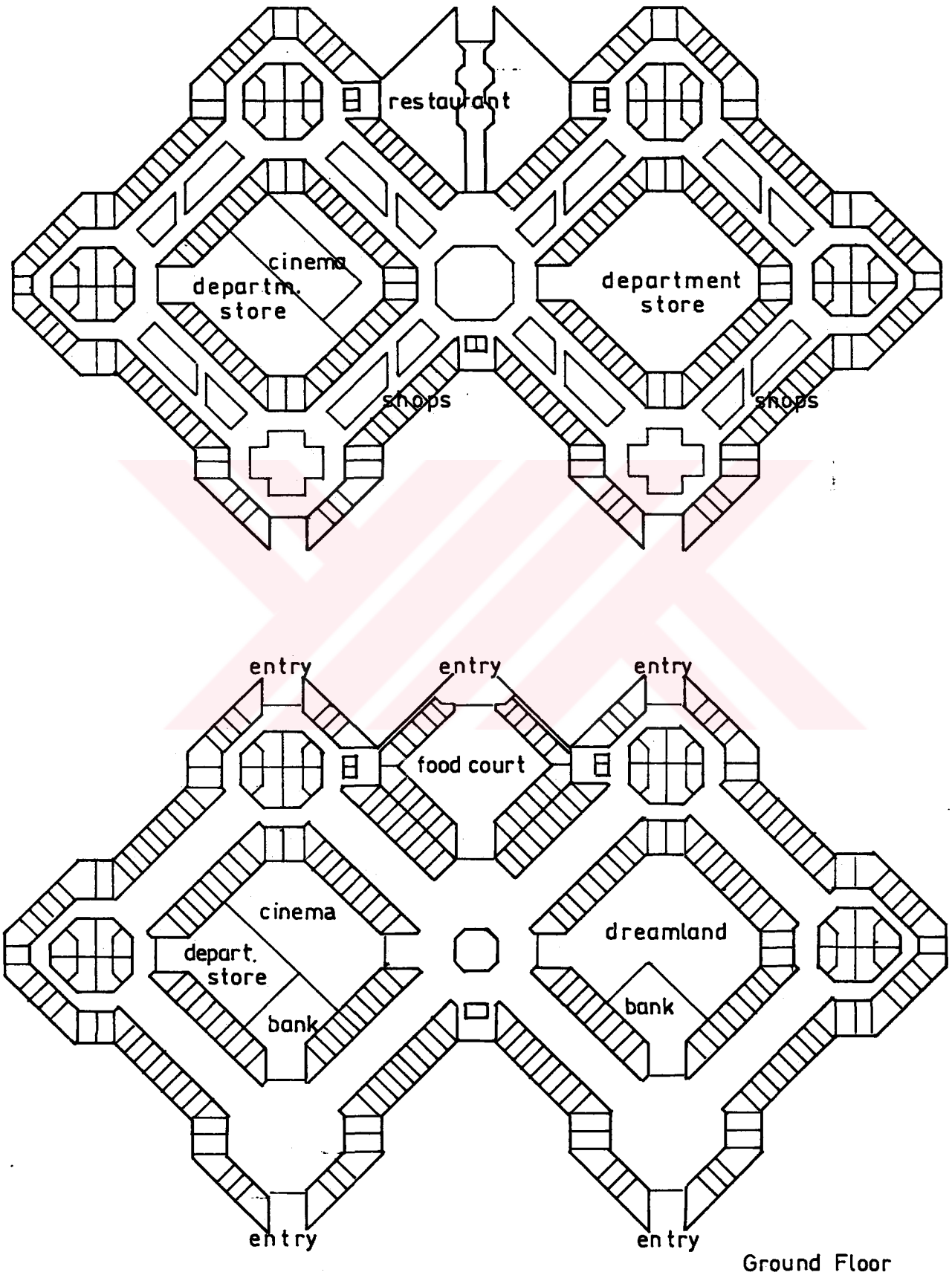
This example is significant for containing more leisure-based uses as an aqua park, a hotel unit, a drive through restaurant and an open car parking area (835 car). In the previous mixed-use examples from Turkey the residential units of a satellite settlement and apartment blocks within a centre were the most emphasized uses: The two-storey shopping centre is situated on a 25.000 sqm site and its total floor area is 66.000 sqm. There are (568) five-hundred-sixty-eight small retail units and there are magnet stores within the centre. On the entrance floor there is a dreamland, a cinema, a food court and bank office. On the upper floor there are two restaurants, two cinemas and three department stores.

"ADANA GALLERIA", Adana

Site Plan



"ADANA GALLERIA", Adana



3.6. KARUM

Kavaklıdere Trade Centre, Ankara

Kavaklıdere Trade Centre KARUM which is a part of the Sheraton Hotel Complex has been built at Kavaklıdere in metropolitan area of Ankara.

The building is designed in relation to the natural slope of the land. It has a total floor space of 36.000 sqm where the 12.650 sqm is separated for Ankara Sheraton Hotel and Towers, the 16.360 sqm is used for the shopping centre complex and the remaining 7.000 sqm for greenery areas.

The program is composed of a twenty-four storey hotel tower with 311 rooms. Its ground floor space is 5.650 sqm. The other building is the four-storey shopping centre with a length of 70 meters and width of 20 meters. This atrium forming the interior facade is enclosed by a steel construction glass roof vault. There are 392 small retail units on the first four storeys and 78 office rooms on the other three storeys. All the shop and office areas are subdivisible. There is also an underground for storeys parking space with a capacity for 412 cars.

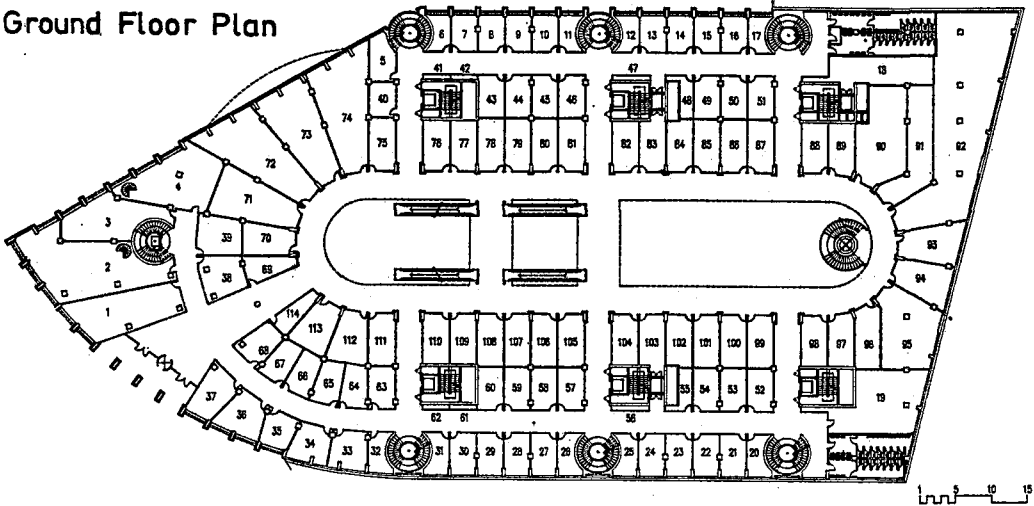
The main entrance is through a gallery located at the southwest end of the curved facade at third floor elevation. The slope on the south side of the building provides entry to all shopping levels and the first office floor.

Movement at shopping levels are provided by spiral staircases, escalators and by panoramic elevator at the east end of the building.

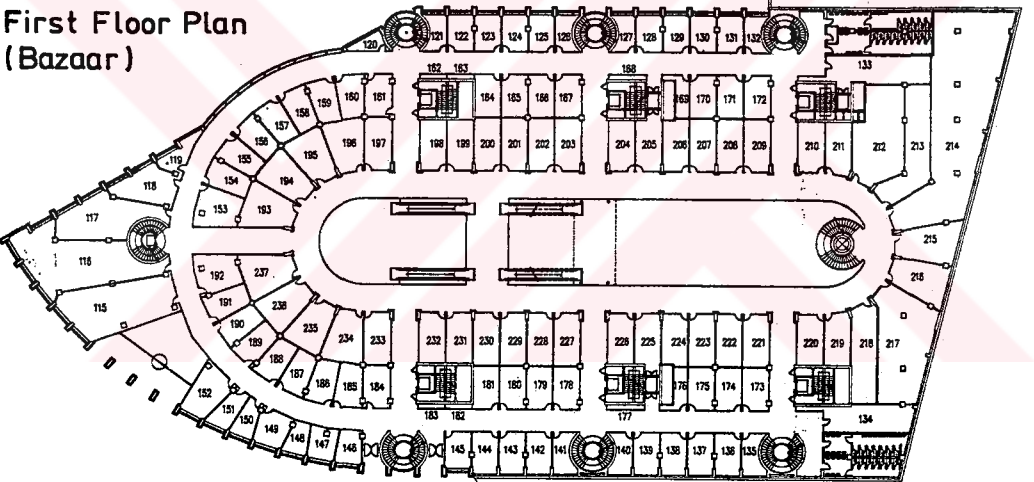
This centre is designed to give service to a high-level income group. By being located at the heart of the capital city centre and by the effect of the population characteristics recrea-

Kavaklıdere Trade Centre "KARUM", Ankara

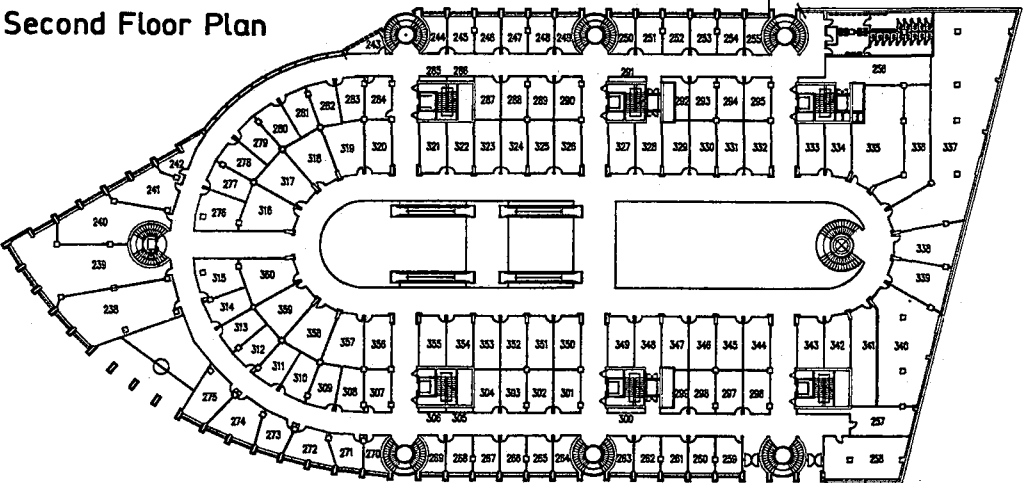
Ground Floor Plan



First Floor Plan
(Bazaar)

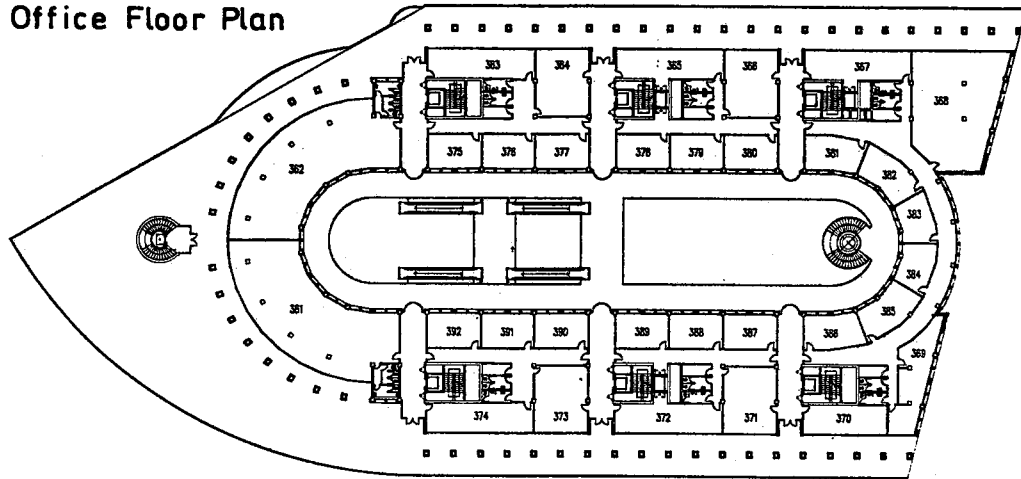


Second Floor Plan

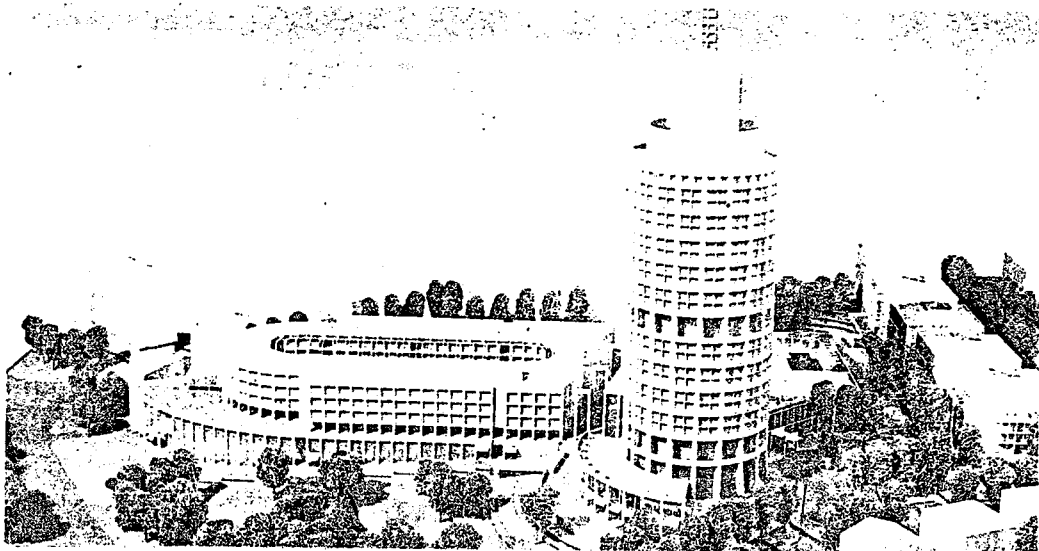
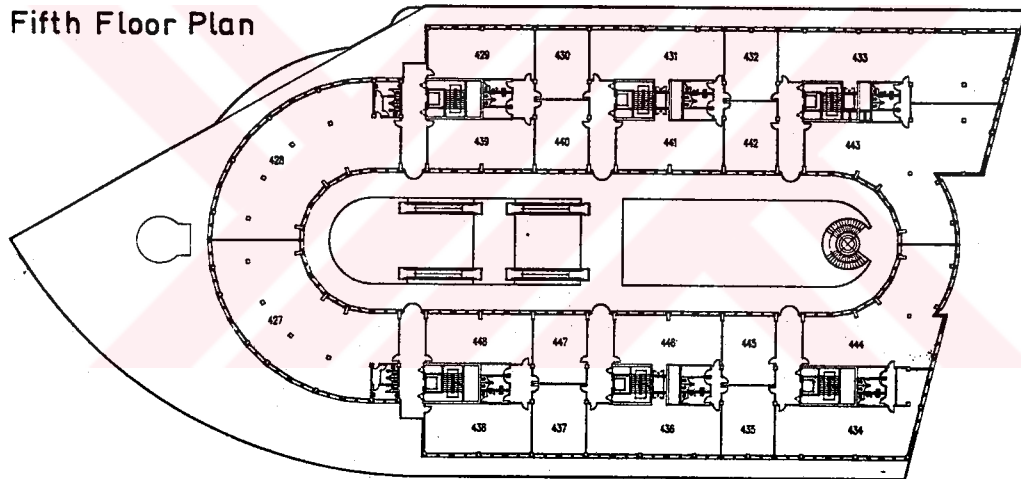


Kavaklıdere Trade Centre "KARUM", Ankara

Office Floor Plan



Fifth Floor Plan



Scale Model

tional facilities, and office areas within the shopping mall and a hotel-tower connected to the centre have been designed to bring multi-purpose uses which plays as a significant factor on trade potential of the centre. The origin of the customer traffic starting from Tunali Hilmi Street continuing through the Karum Shopping Centre is mainly provided by a major pedestrian route which makes accessibility convenient for the customers.

- YAPI 80-June 1988-pg.47-51

3.7. ATAKULE

A Shopping Centre and a Tower, Ankara

Ankara is a capital city of the twentieth century. At the beginning this city's development was based on a careful and successful planning, however, from the sixties onwards it has taken up the sort of physical and social character which stands against the concept of modern urban planning. This 'wrong city' has developed its own rules, but some architects and urban planners that we have nowadays do not accept these wrong rules and they are challenging them with their buildings. They are making the best out of these past mistakes. Atakule is one example of this late modern architecture and it is rather extraordinary to see the concept of freedom in this work.

Atakule Shopping Centre is a multi-use centre situated at the town centre of Ankara. It's composed of two buildings, one of them is the shopping centre and the other one is the tower of Atakule. Shopping Centre contains (145) one-hundred-forty-five retail units, four restaurants, a bank office, a dreamland and a multi-purpose hall within itself.

The interior of the shopping centre falls outside the con-

lines of modernism. The exterior is covered with reflective coated glass which makes the interior unseerable, therefore creating a sense of curiosity.

The sound of the waterfall on the road which combines the two shopping blocks, the suspended balconies, the lines that reach to the sky and mixes with the greens, and the dome which is on the top of the 125 m high tower create most surrealistic effect.

In Atakule Shopping Centre,

- x On the entrance floor there are the retail units and atrium

- x On the first floor there are the continuation of retail units, a bank office and a multiple-purpose hall.

- x On the second floor there are two restaurants and a terrace

- x On the 1th basement floor the retail units

- x On the 2th basement floor the retail units, dreamland and two restaurants

- x On the third, fourth and fifth basement floor garages and services.

Tower of Atakule on the other hand is composed of three-storey; A cafe-bar storey, a turning restaurant storey and a cocktail hall.

It's total floor space is 1024 sqm. The shopping centre is known to be one of the earliest mixed-use centres in Ankara, though it may not be considered an out of town centre, it's important for bringing leisure-based shopping hierarchy to the Turkish community.

Shopping Centre

Covered Area - 23.500 sqm

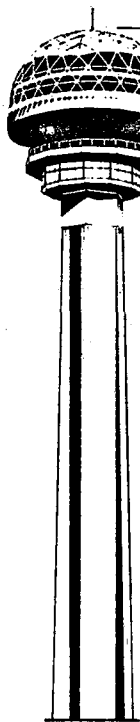
Parking Area - 5.520 sqm

Retail Area - 10.245 sqm

Description - 2 level parking, 5 level shopping centre

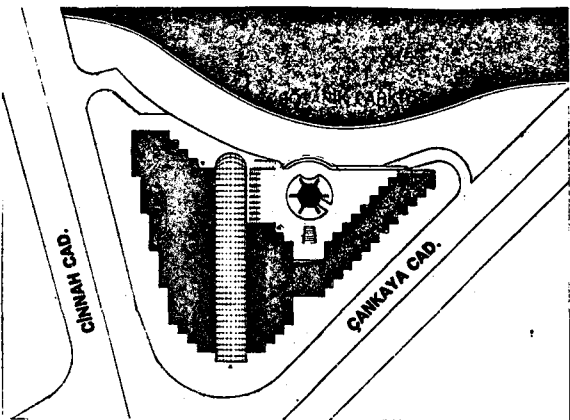
Specialty Shops and Restaurants - 155 units.

"ATAKULE", Shopping Centre and Tower, Ankara

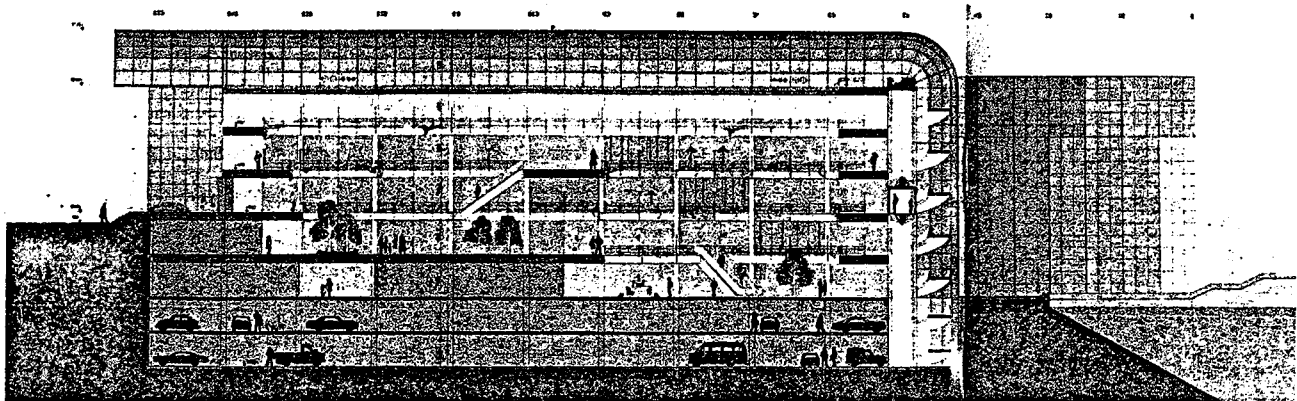
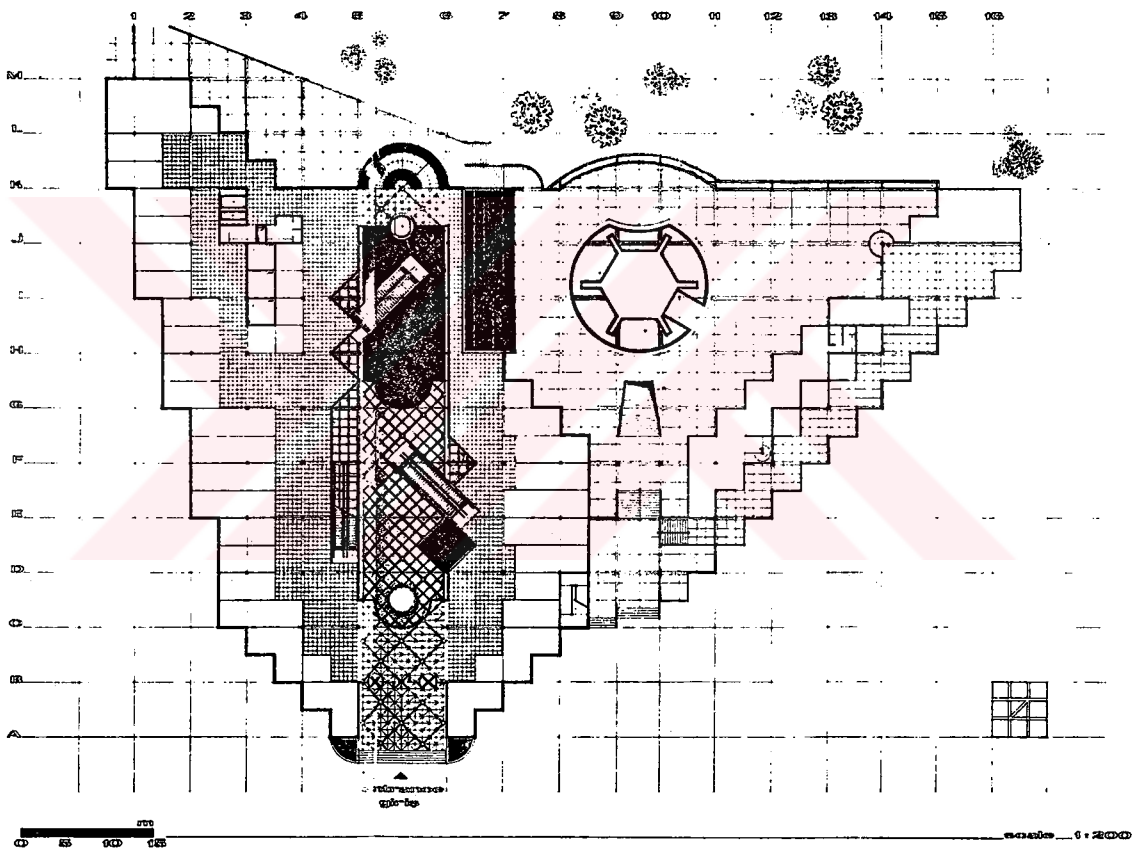


- 125.0 m. • TOP OF THE TOWER
- 115.6 m. • COCKTAIL LOUNGE
- 111.8 m. • REVOLVING RESTAURANT
- 103.8 m. • OBSERVATION TERRACE
- 99.8 m. • CAFE-BAR

Tower



Site Plan



SECTION AA 1/100

3.8. General Conclusions

The high rate of population increase and migration from rural areas has caused a high population density in large cities (Metropolitan Cities) in Turkey. The cost of land is increasing higher and higher, as there is no way of creating new land in order to meet the needs of the ever increasing demand for new land uses.

The rise of living standards and the increase of wealth of people living in big cities has brought in to agenda the huge shopping centre concept, by the Galleria-Ataköy built in 1986.

Galleria Ataköy Shopping Centre is the first and best example -with a basic scheme by having only two magnet points at each end of a horizontal line- of out-of town shopping centres in Turkey. It has brought a completely new shopping tradition to Turkish culture. The building of some other shopping centres followed the Galleria-Ataköy Shopping Centre which was a good start for Turkey.

But some of those such as Karum, Capitol and Akmerkez were built within the city, not out-of town such as Galleria-Ataköy. The dense existences of shopping centres built within the city (especially like Akmerkez) disturb the city life causing traffic mess etc. This type of shopping centres are being utilized not only by their district but by the all city population, and high income level people use their private cars for arriving the shopping centre.

But shopping centres like Atrium services mainly to its district due to its small capacity.

Out-of town shopping centres located at a distance about 10-20 km. from the city and having a motor way connection are suitable for today's life.

Another subject is the inside planning of shopping centre. Customer in the shopping centre must have an easy orientation, must predict his standing place, and must have plenty views of shopping centre from certain points. But when you enter in Akmerkez, you can not guess your standing point of safely feeling yourself as confused. Finally you get tired for trying to find your correct standing point. This principal doesn't help to the customer. When somebody enters a shopping centre even as a first time, would like to have a good orientation feeling.

This principal may be observed in Capitol very easily. But in Capitol vertical circulation is a little complicated. You can't find a direct circulation to the top level.

In all shopping centres, natural light is considered as very important. But when the inner corridors are narrow and can't get natural light (such as in Atrium) they became boring and useless.

Almost in all shopping centres to create an activity focus is very important. This focus, in Capitol is show square, in Galleria-Ataköy is the ice rink and in Akmerkez is water show area and cafes, etc.

In all shopping centres entertainment and cinema have taken place.

4. ANALYSIS OF THE PROJECT AREA

4.1. Location

4.2. Existing Land-Use

4.3. Physical Data

4.3.1. Analysis of Soil Types

4.3.2. Existing Vegetation in the Study Area

4.3.3. Ground Slopes of the Area

4.3.4. Climatic Data

4.3.5. Analysis of Land Ownership

4.3.6. Existing Development Plan Decisions

4. ANALYSIS OF THE PROJECT AREA

4.1. Location

Location is a very important factor for a shopping centre and similarly for the project prepared for "İnciraltı Galleria".

The project area is located at the east of İnciraltı Fair and Recreation area (see I/5000 Existing Development Plan).

The area is surrounded by İzmir-Çeşme Motorway along the south-east, by the rapid-rail transit system maintenance station at the south-west, by car-ferry quay at north-east and by Levent Marina at the north-north-east boundary.

This shopping centre with social and economic benefits will service not only to Üçkuyular-İnciraltı Region, but also to all İzmir City.

4.2. Existing Land-Use

Project area is partly empty and partly covered with vegetable gardens and citrus fruits trees. (see map I)

4.3. Physical Data

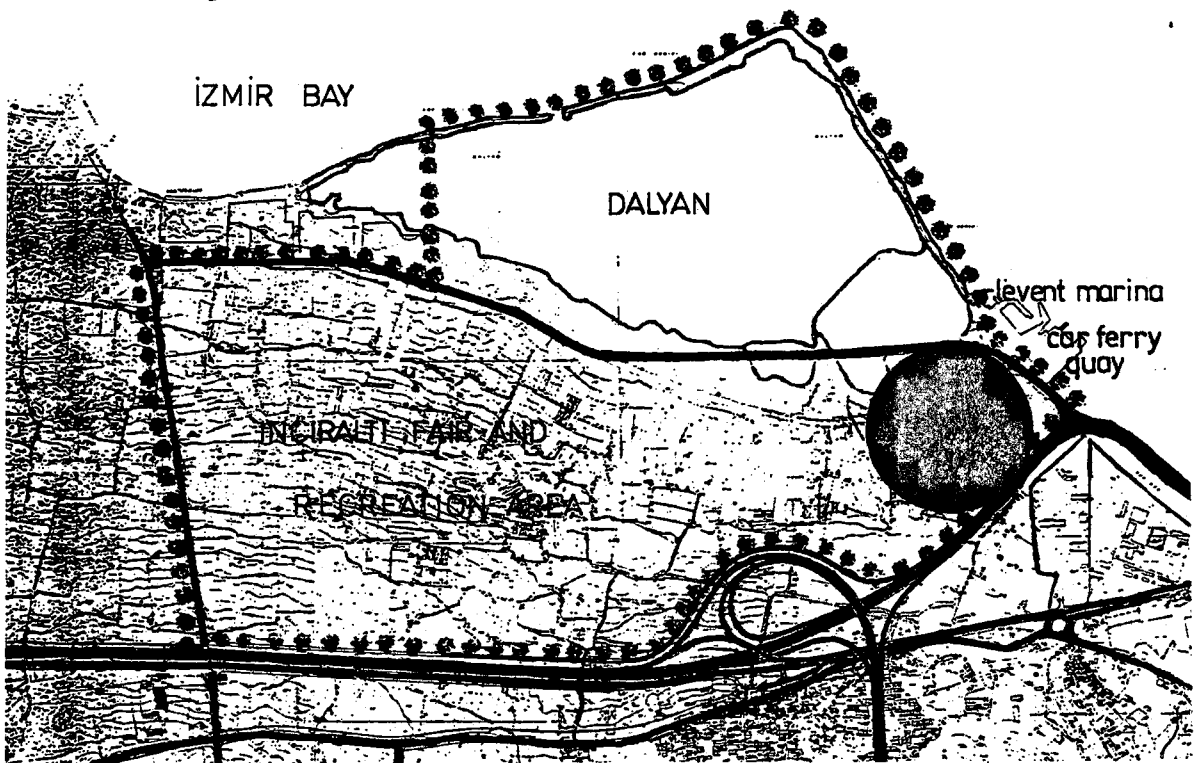
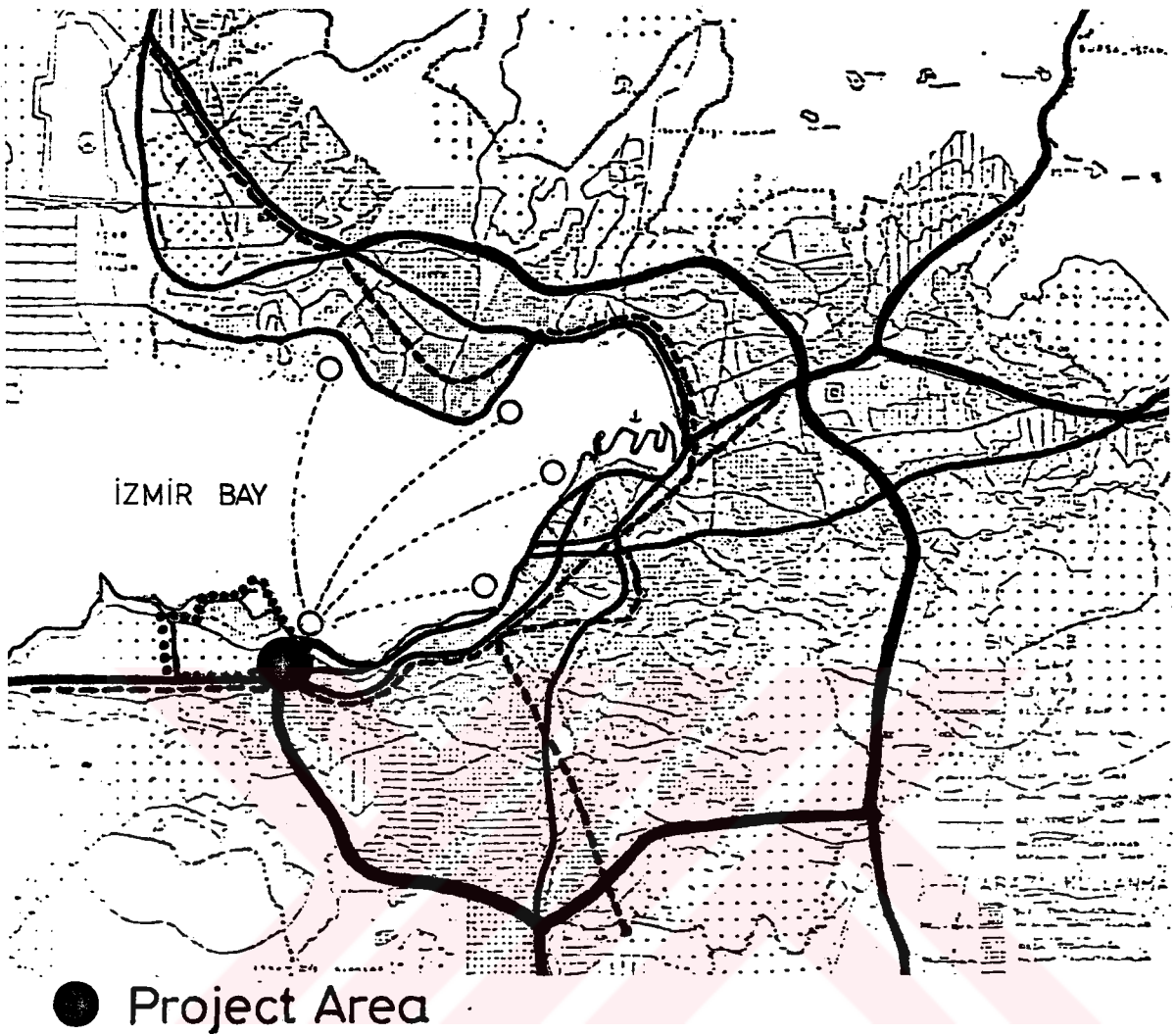
4.3.1. Analysis of Soil Types

The project area ground surface is almost smooth and flat with very little slope. It is covered with an agricultural soil with average thickness of 50-90cm. The section of the area covered with first class soil is capable to rise every kind of plants. The kalüvyal soil is mostly existing in the area. The drainage of it is very good since the slope also is max 2%. (see m.2)

4.3.2. Existing Vegetation in the Study Area

The surrounding areas of the project area is covered with

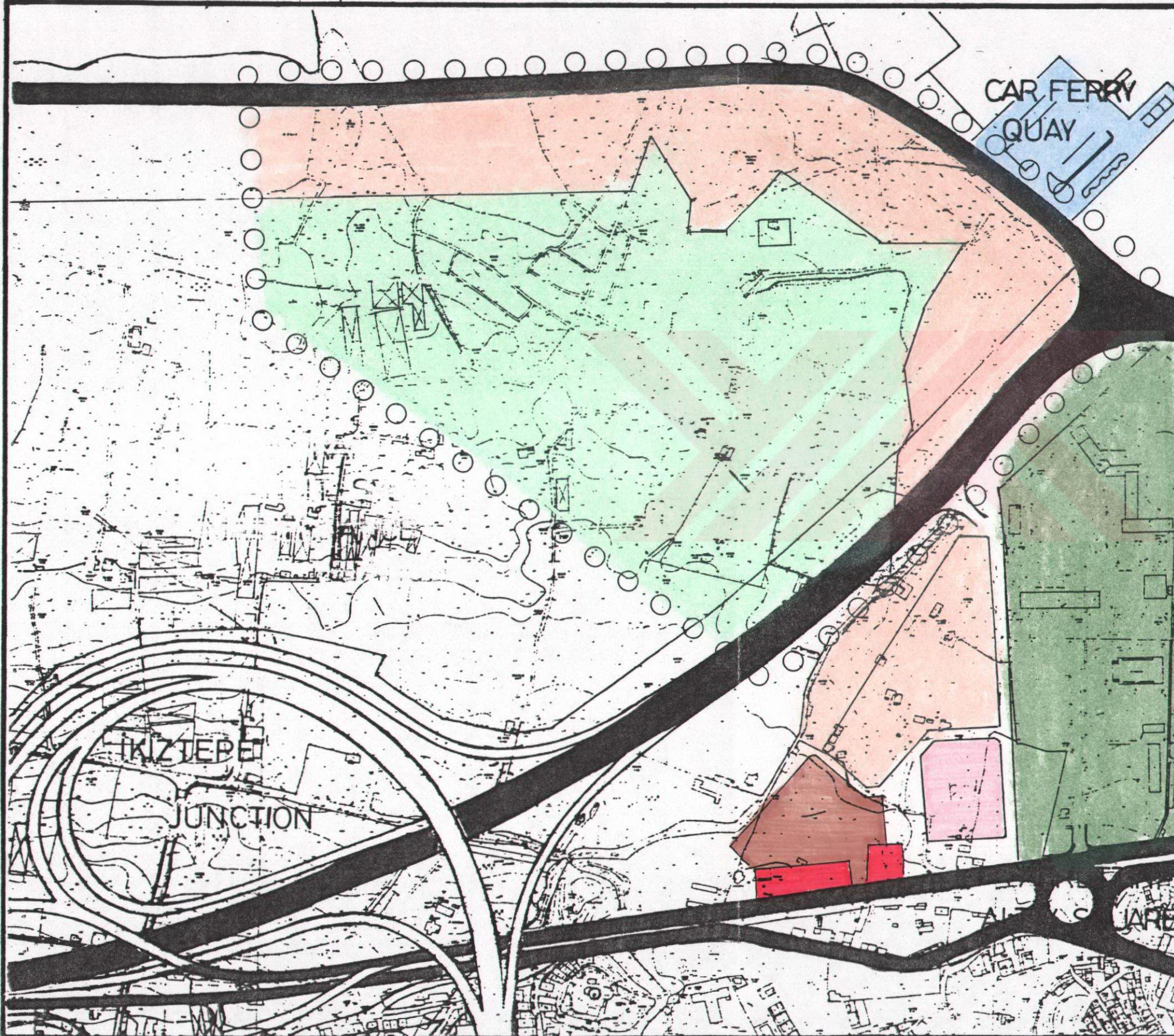
Urban Design Project Area in İzmir



"İNCİRALTI GALLERIA" URBAN DESIGN PROJECT

Scale: 1/5000

MAP : 1



EXISTING LAND- USE ANALYSIS

-  VEHICLE ROADS
-  CAR FERRY QUAY
-  AIR FORCES LANGUAGE TEACH. SCHOOL
-  MARKET PLACE
-  BUS TERMINAL
-  GAS STATION
-  EMPTY AREA
-  AGRICULTURAL AREA

-ŞENLİYİM, Y. İkiztepe Kavşağı Çevre
Düzenlemesi ve Kentsel Tasarımı, p.9

esin özlem aktuğlu

"İNCİRALTI GALLERIA" URBAN DESIGN PROJECT

Scale: 1/5000

MAP : 2



AGRICULTURAL ANALYSIS OF SOIL TYPES

[I] 1° QUALITY SOIL

[K] KALÜVYAL SOIL
(50-90cm)

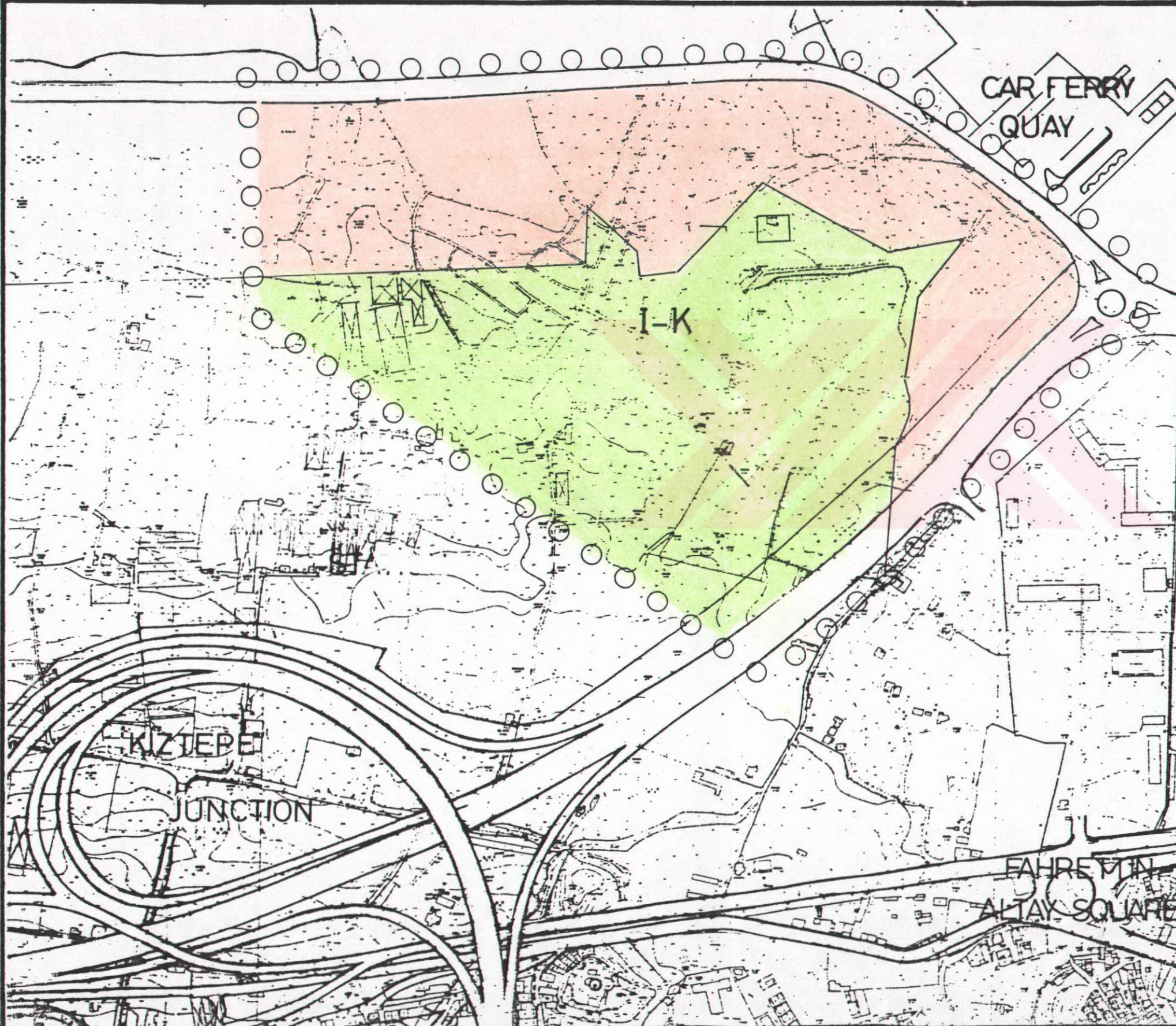
EXISTING VEGETATION ON THE STUDY AREA

[Green Box] GARDEN

[Pink Box] PRAIRIE

-ŞENLİYİM, Y. p.11

esin özlem aktuğlu



pasture, prairie and mostly with tangerina, olive trees and flowers, vegetable gardens. (see Map 2)

4.3.3. Ground Slopes of the Area

The general slope of the project area is between 0%-2%. (map3)

4.3.4. Climatic Data

The climate of İzmir City is also effective in the project area. So the summers are sunny and dry, and the winters are rainy and cool.

The effective winds according to the months are as follow:

South-east : January, February, March, April, October, November, December

West : May, June, July, August, September

4.3.5. Analysis of Land Ownership

Almost all of the project area is private property. Some strips of area adjacent to motorway belongs to Turkish Highway Department. (see map 3)

4.3.6. Existing Development Plan Decisions

The project area is located in Inciraltı Fair and Recreation Area as to 1/5000 current Development Plan (being in force by İzmir Bigcity Municipality at 20 May 1992). According to the plan there are a rapid rail transit system maintenance station (16ha) and a connection between İzmir-Çeşme Motorway and İzmir-Surroundingway the İkiztepe Junction (length 1,7km) at south-west of it, the car-ferry quay at north-east of it. (see map 4)

"İNCİRALTI GALLERIA" URBAN DESIGN PROJECT

Scale: 1/5000

MAP : 3



GROUND SLOPES OF THE AREA

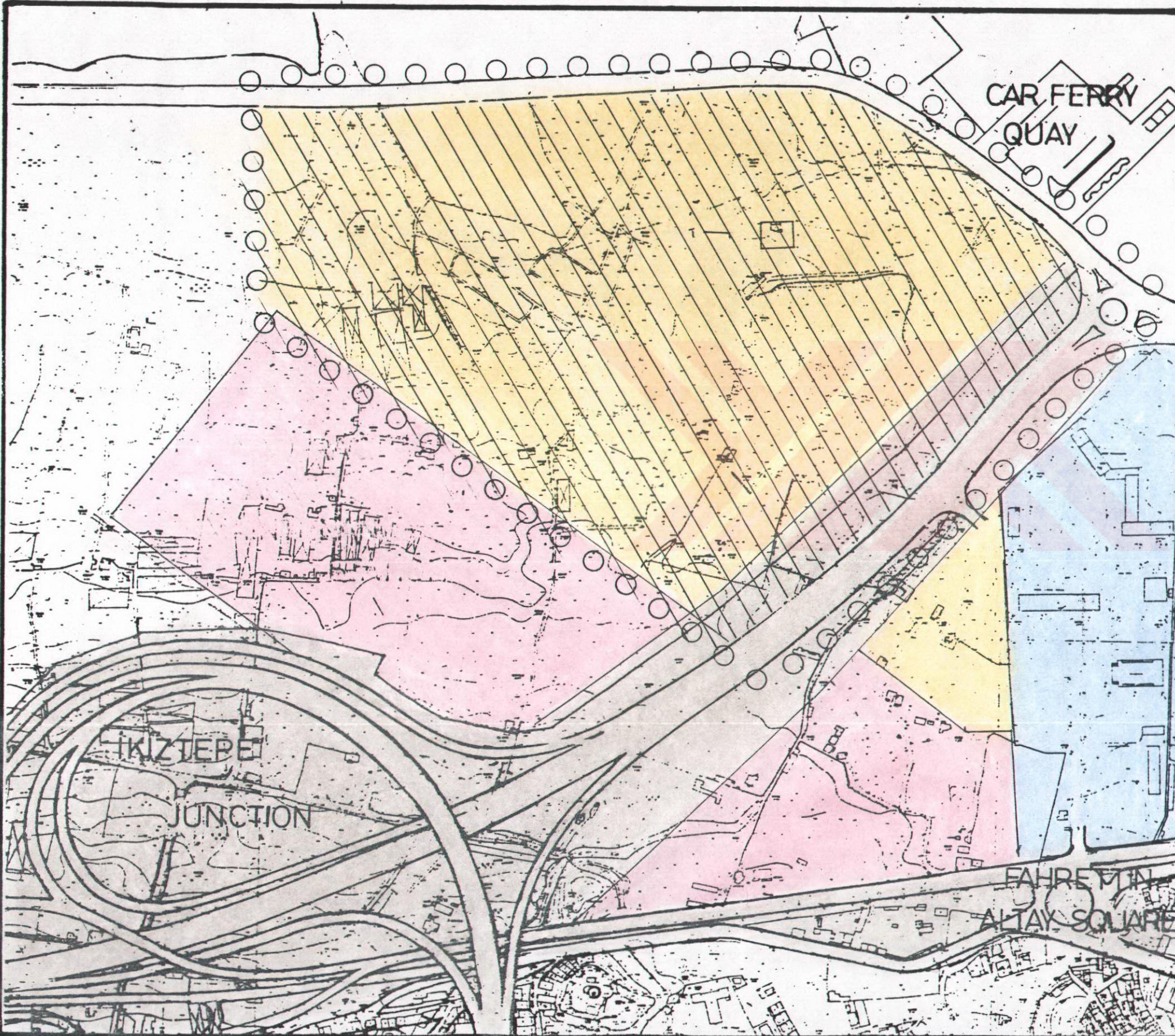
 %0-%2 SLOPE AREA

ANALYSIS OF LAND OWNERSHIP

-  PRIVATE PROPERTY
-  MUNICIPAL PROPERTY
-  GOVERNMENT PROPE.
-  TURKISH HIGHWAY
DEPARTMENT PROPERTY

-ŞENLİYİM, Y. pp.12-14

esin özlem aktuğlu



5. "INCIRALTE GALLERIA" URBAN DESIGN PROJECT

5.1. The Definition of the Design Problem

5.2. The Aim, Target and the Data of the Project Area for Choosing Functions (I/5000)

5.3. I/2000 Urban Design Project Decisions

5.3.1. Proposed Land-Use Decisions

5.3.1.1. Hotel Complex

5.3.1.2. Sport Activities

5.3.1.3. Recreation Area

5.3.1.4. Galleria Shopping Area

5.4. I/1000 Urban Design Project (Exterior Decisions))

5.4.1. Urban Design Project: Principles

5.4.2. Urban Design Project: Elements

5.5. I/500 Urban Design Project (Interior Decisions))

5.5.1. Urban Design Project: Principles

5.5.2. Shopping Centre - Design Characteristics

5.5.2.1. Store Grouping in Shopping Centre

5.5.2.2. Cultural Activities

5.5.2.3. Food Courts

5.5.2.4. Entertainment Centre

5.5.2.5. Pedestrian Circulation

5.5.2.5.1. Vertical Circulation

5.5.2.6. Services

5.5.2.7. Skylight

5.5.2.8. Constructional Specifications

5. "İNCİRALTI GALLERIA" URBAN DESIGN PROJECT

5.1. The Definition of the Design Problem

The citizens of İzmir are in need of a shopping centre like Galleria. While 180 000 persons visit the Galleria Ataköy in İstanbul per week and 350 000 persons visit the Atakule in Ankara per month no similar facility is offered to the people in İzmir.

Two years ago a project was prepared for İzmir Galleria in Central Konak. However it was canceled due to serious objections.

The reasons of cancellation of Konak-Galleria was;

I. The law and regulations about this area do not permit the building of a Galleria in Konak-Square. Legal problems came into perspective due to the Coastal Law.

II. The Konak-Square has a "Civic Plaza" identity, and should be protected. The Shopping Centre with a height of 12.80m. and a ground floor area of 25 000sqm. would destroy the Civic Plaza identity. The image presented from the sea and its perception from different angles was also considered to be negative.

The realisation of Galleria Complex in Konak-Square would encourage new opportunities and help destroy the Kemeraltı-Shopping Zone.

But the need for a Galleria still exists. Therefore instead of the Konak-Square alternative a new area to east side of İnciraltı Fair and Recreation Area was proposed for Galleria location.

5.2. The Aim, Target and the Data of the Project Area for Choosing Functions (I/5000)

The aim of this study is to fulfill the necessity of a similar project in İzmir, suitable to planning principles and laws, and also by offering a new and correct location.

'The success of a speciality centre (like Galleria) depends on the following criteria;

- To be a high-volume well established regional centre
- To be near an existing motorway
- To have water exposed
- To be in an upper income area
- To be in a resort/touristic area
- To be in a part of mixed-use developments
- To be in a historic landmark (I)

An usage like Galleria may be located any place surrounding the city having a good approachability instead of city centre. So I decided that the Inciralti Fair and Recreation Area will be a good choice for location. And also the attractiveness of Fair and Recreation Area (shown in 1/5000 Plan) will increase the usage of the Shopping Centre.

The existing car-ferries and passenger ships quay at the north-east, the approachability by highway, the near bus-routes and the potential transportation availability to be obtained by rapid rail transit system passing from the south-west will give an approachability to the area from all parts of the city.

The land prices are increasing by time. But still the maximisation of social uses and fulfillment of city necessity will compensate the land prices, when we choose this location.

"İNCİRALTI GALLERIA" URBAN DESIGN PROJECT

Scale: 1/5000

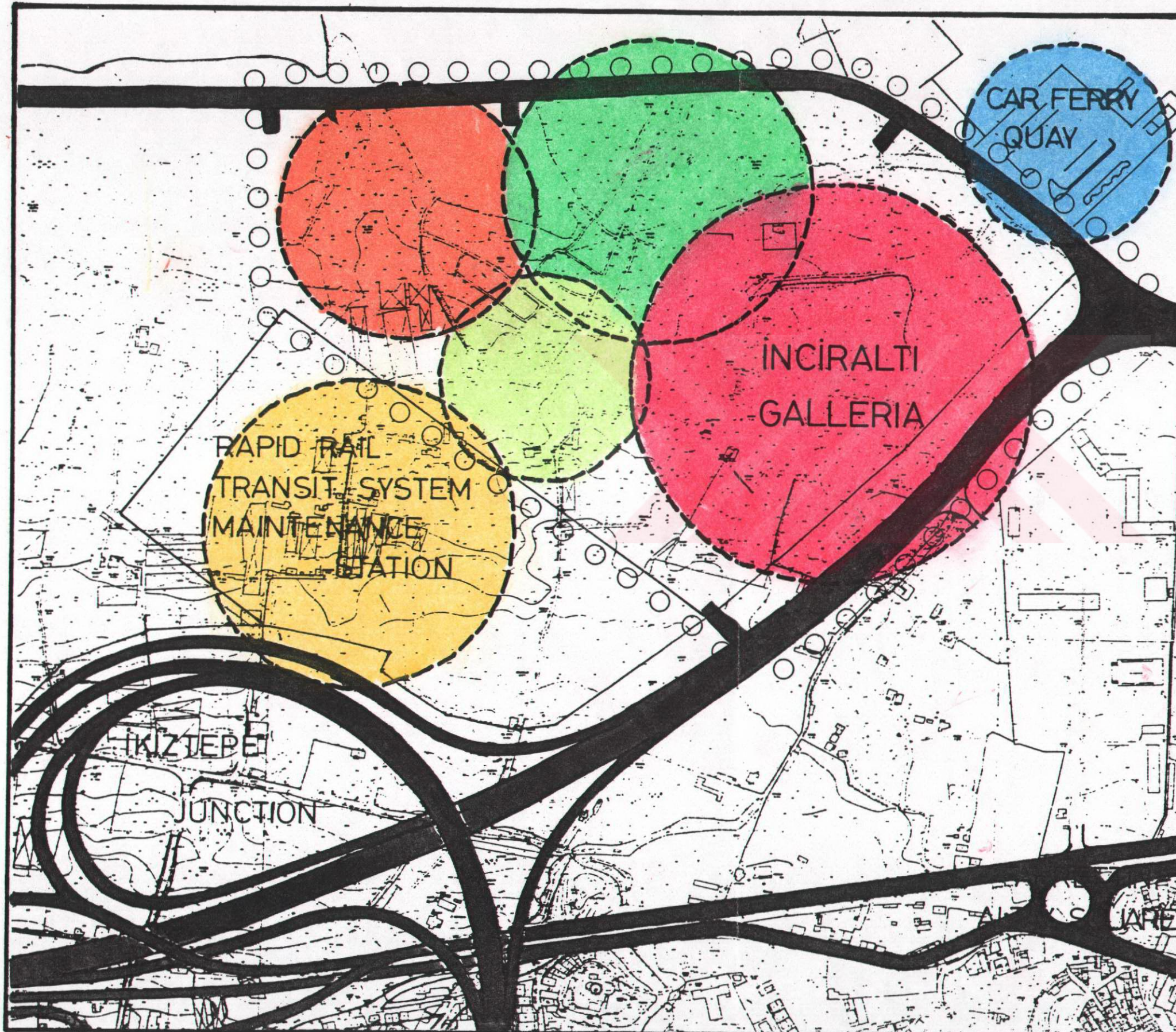
MAP : 5



PROPOSED

FUNCTION SCHEMA

- HOTEL COMPLEX
- SPORT ACTIVITIES
- RECREATIONAL AREA
- İNCİRALTI GALLERIA
- CAR FERRY QUAY
- RAPID RAIL TRANSIT SYSTEM MAINTENANCE STATION



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5.3. I/2000 Urban Design Project Decisions

5.3.I. Proposed Land-Use Decisions

Considering the necessities of the citizen like as sport, recreation, entertainment, shopping and other needs the project area has been located at east of fair and recreation area due to its high accessibility, Taking in to account the nearby fair and recreation area a hotel is included in the project for hosting visitors, business men and tourists.

Distribution of land-use areas of above mentioned facilities;

<u>Name of Facility</u>	<u>Land-use Area</u>	<u>Percent of Land-use compared</u>	
		<u>with</u> <u>Project Area</u>	<u>with</u> <u>Fair and Rec.A.</u>
Hotel Complex Area	68 340 sqm	% 18,0	% 2,63
Sport Activities Area	32 400 sqm	% 8,5	% 1,25
Recreation Area	84 710 sqm	% 22,3	% 3,26
Galleria Area	158 350 sqm	% 41,6	% 6,09
Roads Area	36 470 sqm	% 9,6	% 1,40
Total Area	380 270 sqm	% 100,0	% 14,63
Total Fair and Recreation Area	2 600 000 sqm	—	% 100.00

(see plan I)

5.3.I.I. Hotel Complex

Fair and Recreation Area will attract visitors from outside of city as well as it will attract visitors from the city. A four stars hotel with six-floors, and six hundred beds has been included in the project for hosting visitors, tourists and business men.



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PLAN:1



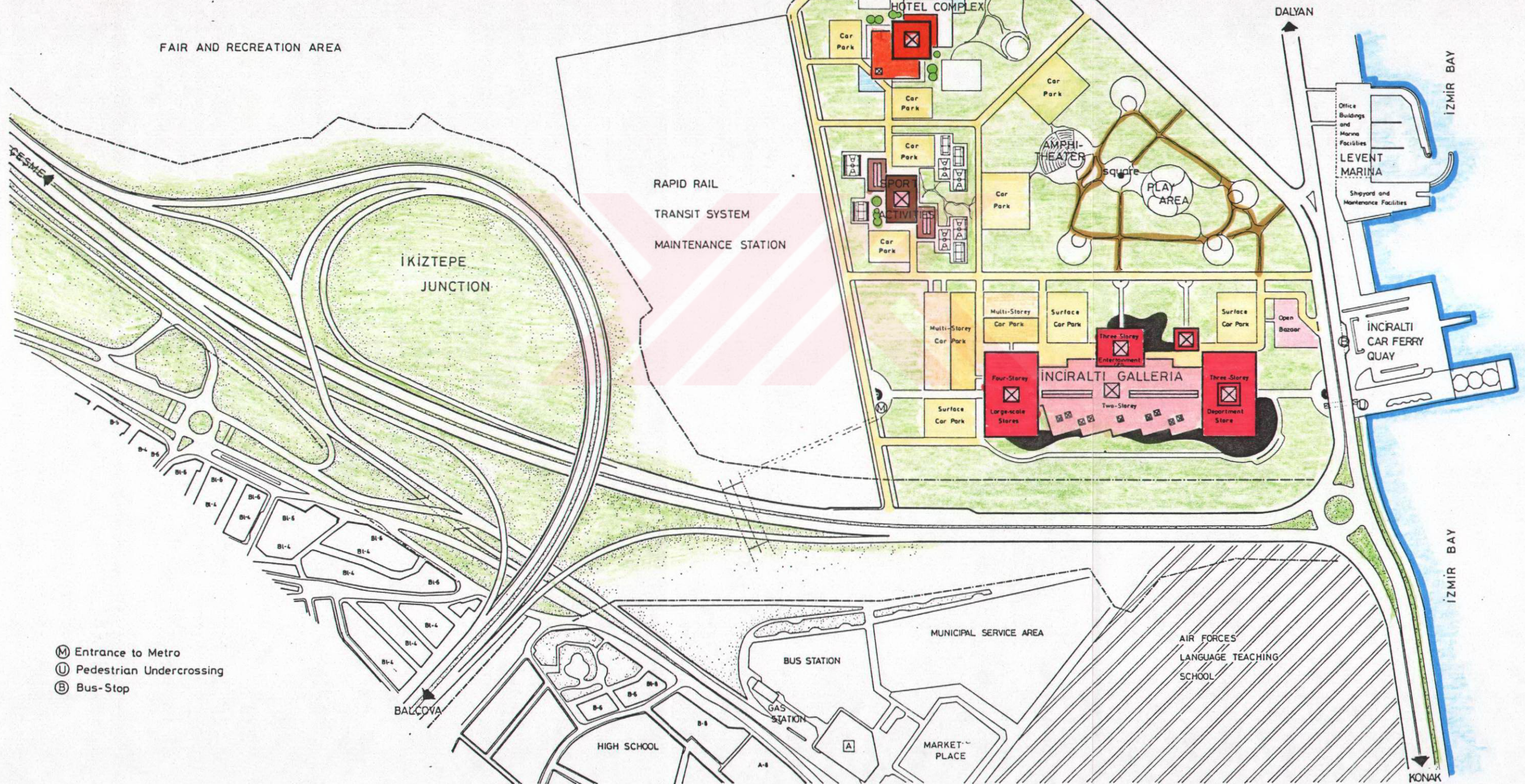
"İNCİRALTI GALLERIA"

URBAN

DESIGN PROJECT

· LOCATION PLAN · 1/2000 ·

0 50 100 200 m



- (M) Entrance to Metro
- (U) Pedestrian Undercrossing
- (B) Bus-Stop

Hotel Ground Floor Area	5 360 sqm	% 8
Hotel Total Floor Area	17 860 sqm	% 26
Hotel Complex Area	68 340 sqm	% 100

5.3.I.2. Sport Activities

The area has been arranged both open and close depending on sort of activity to be done. The open area includes five basketball fields, and four tennis courts. The close area includes a unit for official games and two units for activities as ballet, aerobic, gymnasium etc. The closed area is 4040 sqm, and covers the % 12,5 of the total sport activity area.

5.3.I.3. Recreation Area

It is designed for recreation and cultural activities. It includes a 5000 seats open air theater for shows and concerns, a play area for different age groups, a ring for walking and running, and recreation spots on the ring for activities such as free sitting places, cafes and restaurants.

5.3.I.4. Galleria Shopping Centre

Knowledge about Galleria Area will be given in next section.

5.4. I/1000 Urban Design Project (Exterior Decisions)

5.4.I. Urban Design Project: Principles

Shopping Centre located in a 15,8 ha. area is planned to give service to an upper level income group. The transportation can be realized by private car, bus, ship, metro (in the future) or by foot.

There are three main principles in the design of Galleria;

- To form an urban landmark contributing to but not ruining the environment with its huge mass.
- To create the image of traditional specialized bazaar (like in Kemeraltı-jewellery bazaar, etc.) in urban centre, in contemporary level by creating an alive trade centre.
- To give an impression to the building as close to outside but inviting to inside.

5.4.2. Urban Design Project: Elements

- Galleria

Galleria is comprised of four blocks with a total covered space of 89 300 sqm. A four-storeyed block, including large-scale stores is located at one end of the main mall as magnet store, a three-storeyed department store block is located at the other end of main mall as magnet store, a two storeyed block which includes the main mall connecting the two above mentioned magnet buildings, a three-storeyed entertainment centre block adjacent to two-storeyed main mall building area side.

- Tower

The tower building of shopping centre raises towards the sky from ground which is surrounded with water as an artificial effect.

The 49 m high tower is a symbol for the shopping centre.

Shopping Centre Tower is composed of three-storey; a cafe-bar at level of 32 m height, an observation terrace at level of 36 m height and a cocktail lounge at level of 40 m height. (see plan 5)

- Open-Bazaar

It is arranged for selling flowers and citrus fruits on road sides by using stands and umbrellas similar to İnciraltı tradition.

- Pedestrian Circulation

There are three pedestrian entrances to each of three magnet buildings ground floors and two entrances from multi-storey car park building to the first floor of four-storeyed large-scale stores. And there are four service entrances to the complex on ground. These can be used as emergency exits too.

- Vehicle Traffic Circulation

Vehicle traffic for customer car parking and service is located at the recreation area side of shopping centre.

Some pedestrian roads can be used by vehicles in case of emergency.

- Parking Areas

There are two kind of car parking area. Surface car parking areas for 372 cars are located in three places around the complex. Car parking buildings are two with a total capacity of 1200 cars. There is another car parking area for open-bazaar with a capacity of 38 cars. So the total car parking capacity is for 1600 cars.

- Green Areas

Areas out of usage have been accepted as green areas.

- Water

In front of the building (motorway side) water is used all the way along the building. The definite form of the building and irregular form of curves of water pond create an artificial effect and increase the image effect of the building.

The same water effect created under the tower and around the entertainment centre reminds that these buildings also are ingredients of shopping centre.

- Plastic Elements

Plastic elements placed to the beginnings of all pedestrian

entrance roads leading to the main complex building and tower.

The areas covered on ground by the facilities;

Galleria	35 800 sqm	% 22,6
Tower	110 sqm	% 0,1
Open-Bazaar	2 400 sqm	% 1,5
Pedestrian ways	11 880 sqm	% 7,5
Roads	5 750 sqm	% 3,6
Multi-storey car park	13 000 sqm	% 8,2
Surface car park	10 500 sqm	% 6,6
Water	6 560 sqm	% 4,2
Green Areas	72 350 sqm	% 45,7
Total Area	158 350 sqm	% 100,0

(see plan 2)

5.5. I/500 Urban Design Project (Interior Decisions)

5.5.1. Urban Design Project: Principles

Although the main purpose of shopping centres is selling, their common spaces should be pleasant and comfortable and should supply specialities for passing time with pleasure. This character designate the success level of the centre.

For a successful solution the desire for spending long time and with pleasure should be created together with dense in city feeling. So the shopping activity can be kept alive and uninterrupted.

Design Principles:

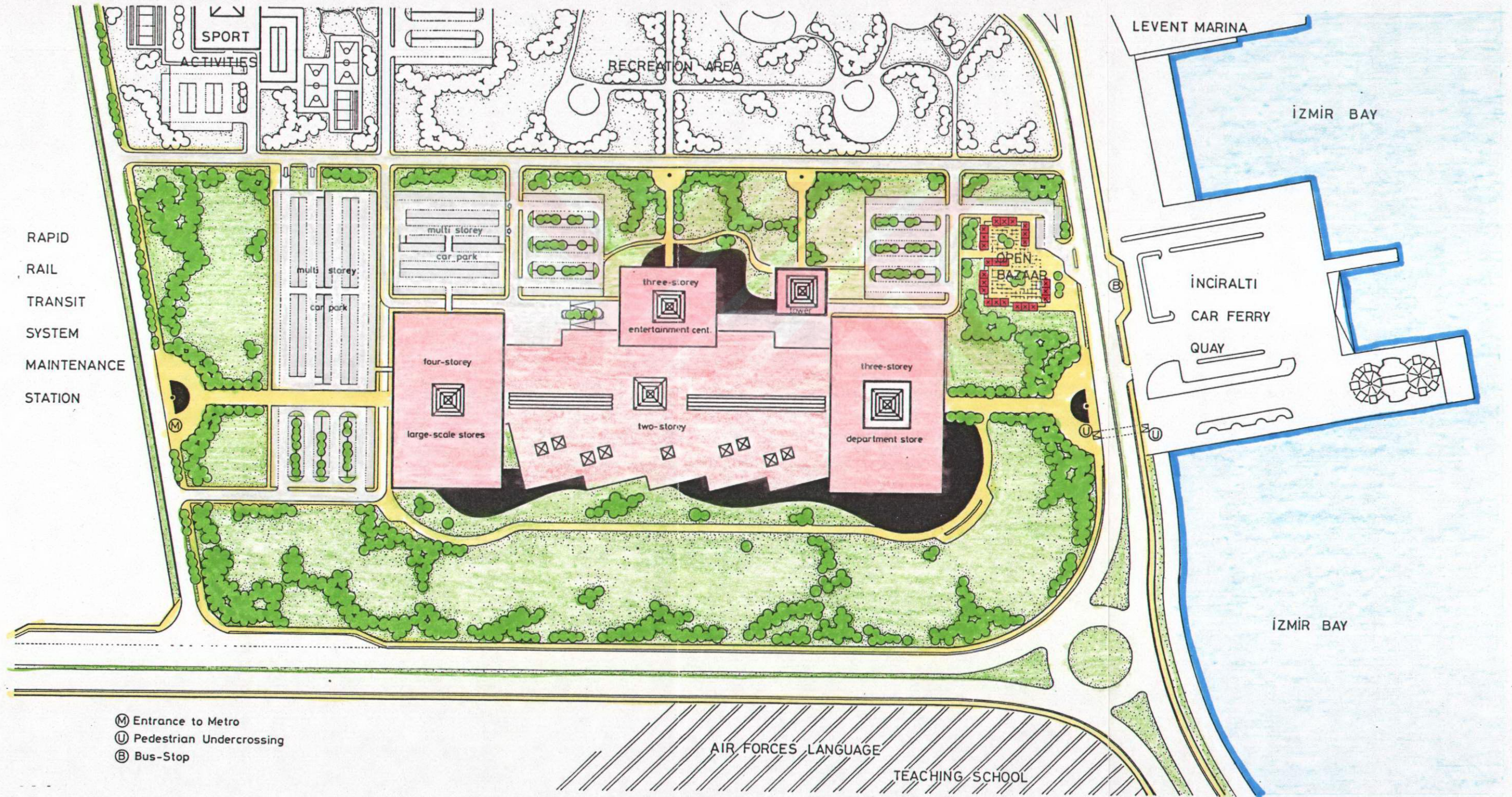
- To plan the spaces to have the maximum shopping.



0 50 100m

"İNCİRALTI GALLERIA" URBAN DESIGN PROJECT

· SITE PLAN · 1/1000 ·



- (M) Entrance to Metro
- (U) Pedestrian Undercrossing
- (B) Bus-Stop

AIR FORCES LANGUAGE

TEACHING SCHOOL

- To create shopping in an attractive, comfortable, friendly, nice space and supplying all people needs in one place.
- Customer access to first floor directly from car parking area, reduces the density of customer circulation area and so creates comfort for customers.
- To bring natural light into the centre.
- To group the restaurants, in one level such as food court.

5.5.2. Shopping Centre - Design Characteristics

5.5.2.1. Store Grouping in Shopping Centre

There is a three-storey block of department store (total floor area 21 455 sqm) like Printemps and there is also a roof-restaurant (800 sqm) on the top of the block.

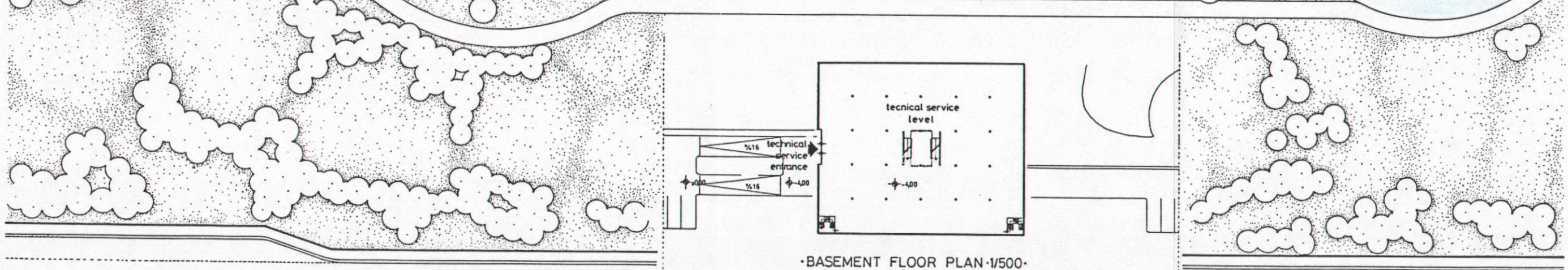
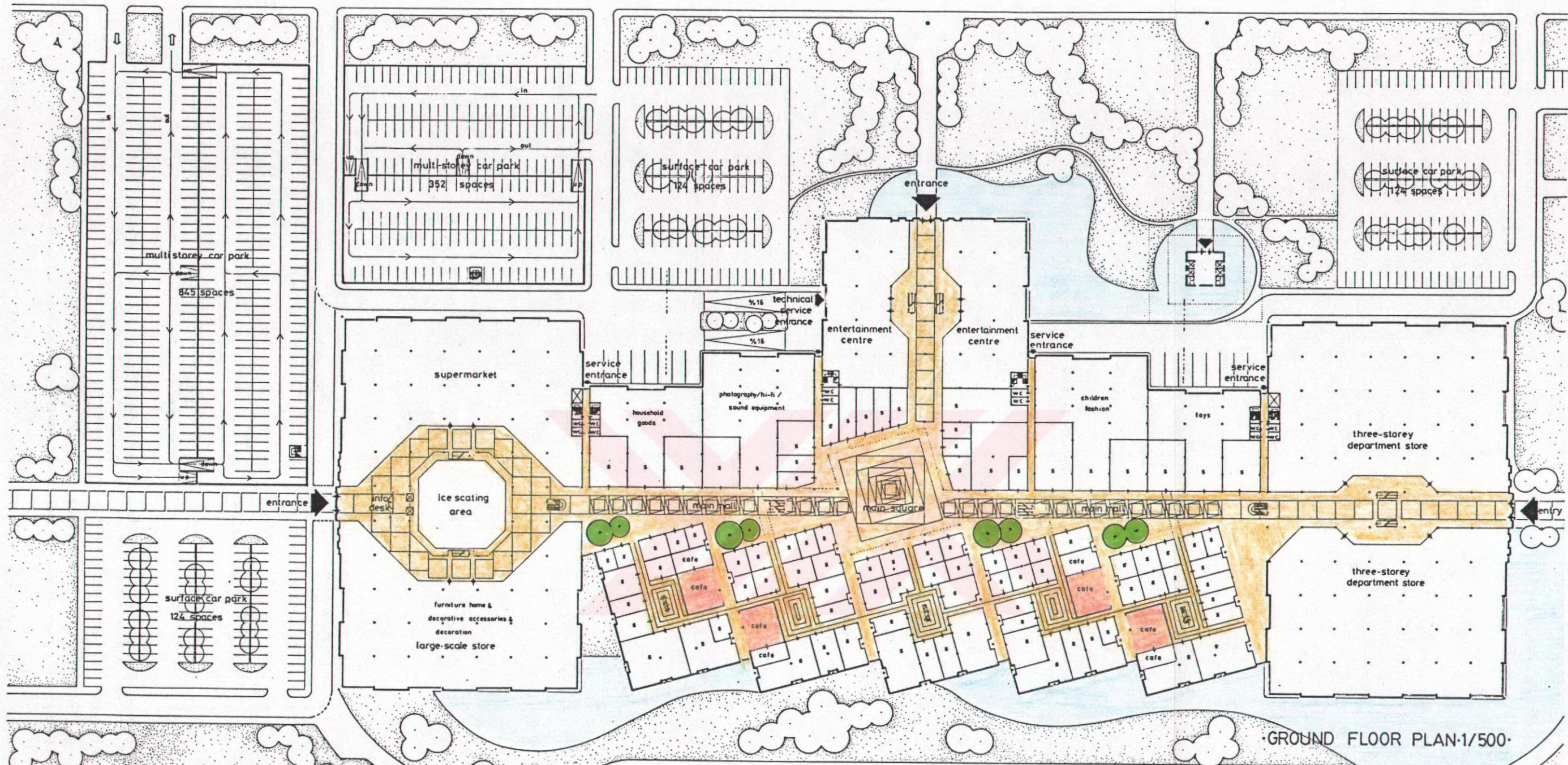
There is another four-storey block including large-scale stores (total floor area 23 100 sqm) such as supermarket, furniture etc...

There is a two-storey main mall block between above mentioned magnet blocks. The idea of arranging the shops in clusters, or as free-standing pavilions, was adopted almost from the start. Five 2-storey pavilions of shops are arranged along motorway side, positioned at a slight angle to the long axis facing the main mall. At the ground level of pavilions there are some cafeterias for leisure timing.

On the other side there are two levels; ground level of shopping, first level of restaurants, fast food and beverage outlets as food courts.

5.5.2.2. Cultural Activities

There are two cinemas for 400 seats in the main mall block at the food court level. And there is an ice skating area in the



large-scale stores at the atrium centre at the ground level. Ice seating helps this area to be a colourful activity centre. The main square in the main mall is used for cultural activities such as shows, exhibitions, concerts etc...

5.5.2.3. Food Courts

Food courts have become a popular attraction for the shopping centre. They are a natural extension of the shopping centre - as social- node philosophy, and are successful profit areas for land lords.

First level of the main mall block is allocated for food court. The open food counters are introduced with common seating. This helped the open spatial look greatly, as the partition walls were reduced. (see plan 4)

5.5.2.4. Entertainment Centre

There are 2 entrances for 3-storey entertainment centre, one from ground level and the other from food court level.

There will be spaces for atari, bowling etc... game places inside the entertainment centre planned in Fame City style. The arrangement will be realized by tenant.

On ground level there will be a section for the kids to be left by the parents during their shopping time.

5.5.2.5. Pedestrian Circulation

- Square

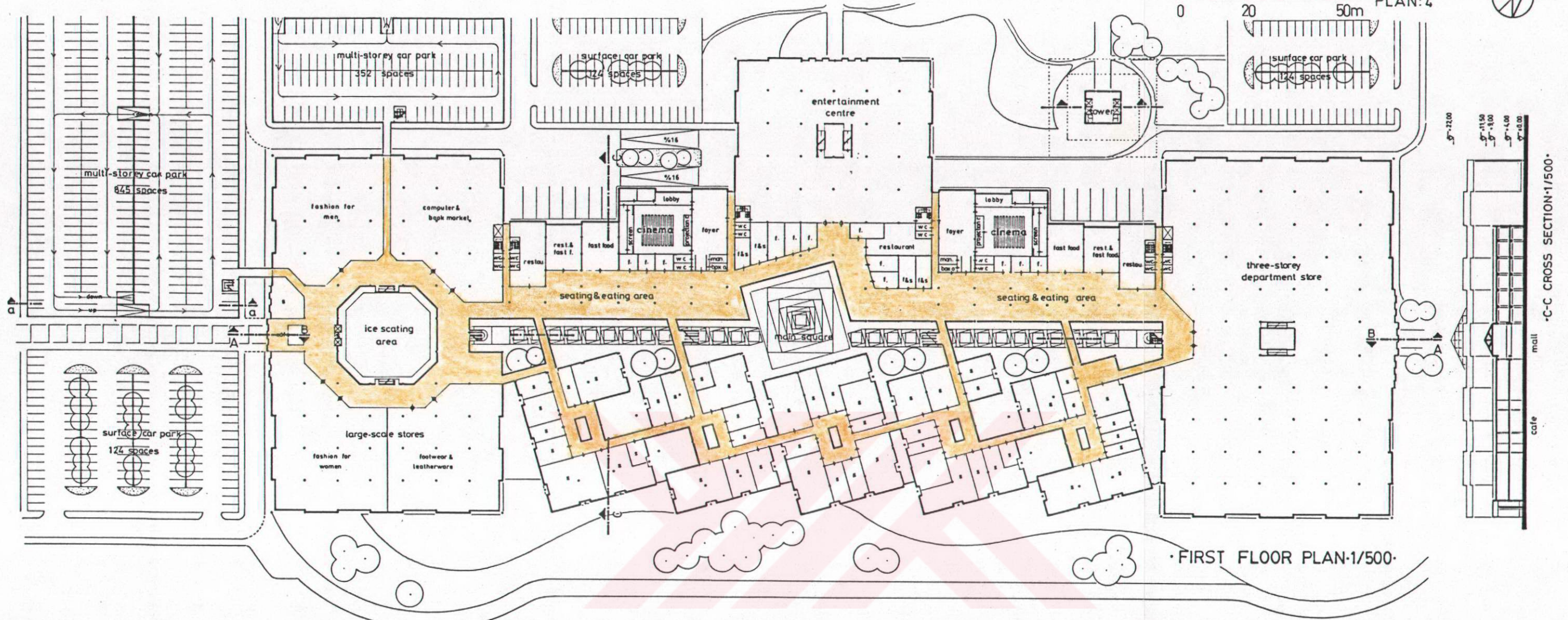
The main square 30x30m area of the shopping centre, which has a similar role like a meeting or crossing point, has been organized as a place to give (provide) facilities for activities such as meeting, shows, exhibitions, shopping etc...



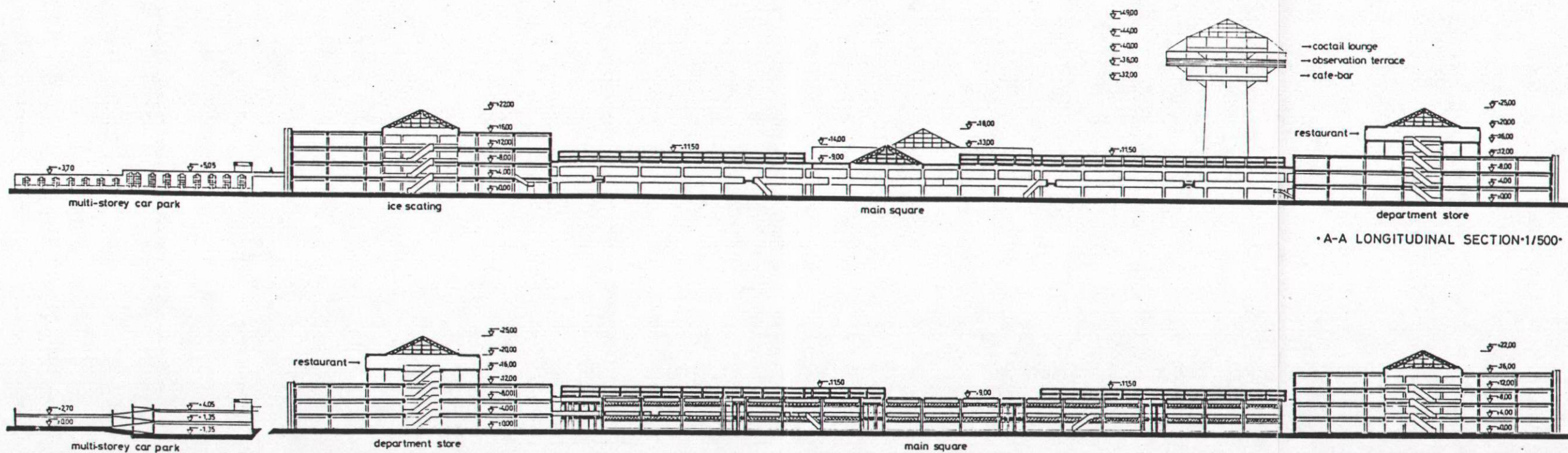
87

PLAN: 4

0 20 50m

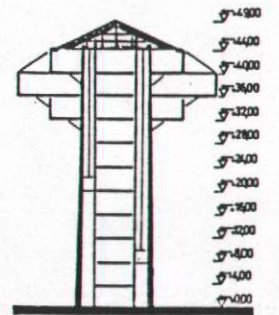


FIRST FLOOR PLAN 1/500



A-A CROSS SECTION AT RAMP

B-B LONGITUDINAL SECTION 1/500



TOWER SECTION

It has been considered that this colourful and attractive atmosphere, created by the multi-functional usage of square, might provide an intensive utilisation in any time of the day.

- Mall

The main mall (with a 200m length) is designed as a street which can be utilized by the most of people.

The minimum width of the mall is 10m. Access to upper storey from mall is provided by two escalators and two stairs.

5.5.2.5.I. Vertical Circulation

Viewing an atrium (or mall) from the top is more dramatic than viewing it from below. Viewing it from moving elevators or escalators makes the experience even more dynamic and exciting.

Elevators in the atrium reinforce the atrium's centroidal role. The elevators are the crucial circulation link between the atrium, or point of arrival, and an occupied zone, or destination.

Escalators serve an entirely different purpose from elevators. They are a very good economic and functional solution to high-volume situations with a limited vertical rise. Their relatively slow speed is compensated by little waiting time.

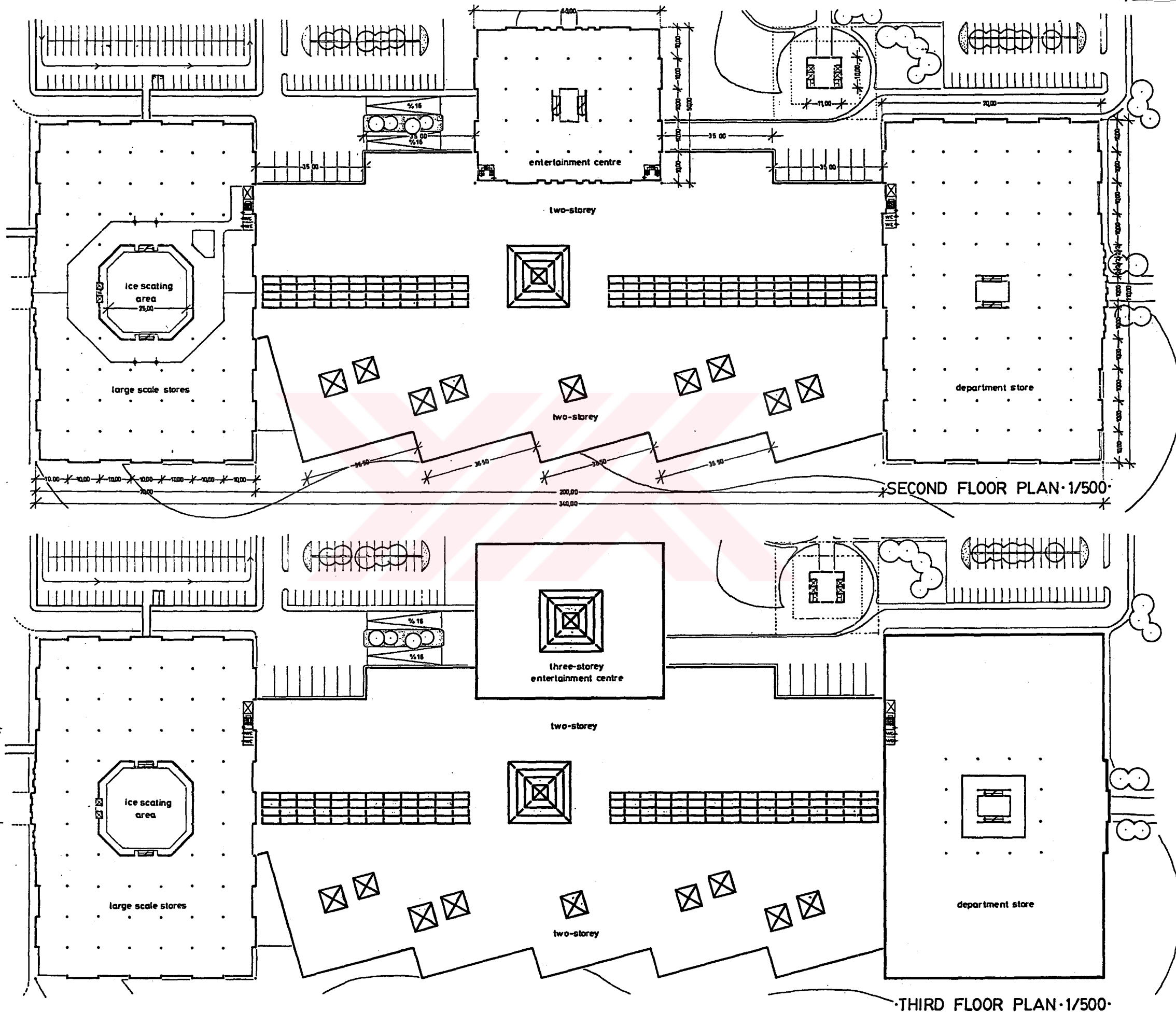
Four bridges link the pavilions to the restaurant side across the central mall.

Stairs were located on both ends of the mall. Perception of the whole mall is possible from these stairs. Another six stairs has been located in suitable places for emergency exits and service.

5.5.2.6. Services

There is a basement floor under the entertainment centre which is utilized for technical services such as lighting,

Architectural floor plan of the +40m COCTAIL LOUNGE LEVEL. The plan shows a rectangular layout with a central area labeled 'COCTAIL LOUNGE' and a bar area. Dimensions are provided for the overall structure and internal sections. The overall width is 33.00m and the overall depth is 30.00m. Internal dimensions include 22.00m for the main lounge area and 20.00m for the bar area. Wall thicknesses are indicated as 150mm and 200mm.



heating, cooling, etc... (see plan 3)

W.C., emergency exit stairs and load elevators have been located at suitable places.

The management offices will settle on 3th or 4th floors of large-scale store building.

5.5.2.7. Skylight

In this shopping centre glazed skylights are used. Pyramidal forms of skylights are adjustable to different spans and geometries; glazing is integrated with the structural system; sheds water well to adjacent roof; strong visual exterior form.

Daylighting by bringing natural light into the centres of buildings where most of the people stay such as main mall, square etc... is for eliminating deep, dark spaces, and bringing the square to life.

The use of daylighting, a free energy source, can offset the cost of electricity, the most expensive energy source.

5.5.2.8. Constructional Specifications

The structure of the building is reinforced concrete frame. The gridal plan is 10x10m for magnet blocks. The main mall block is 2-storey with a gridal plan 5x11m.

At the roof level, there are natural lighting sources, which are in pyramidal shape and are built from steel and glass, for gathering more sunlight to inside.

The base of each of these pyramids is 20x20m and heights of each pyramid is 5m.

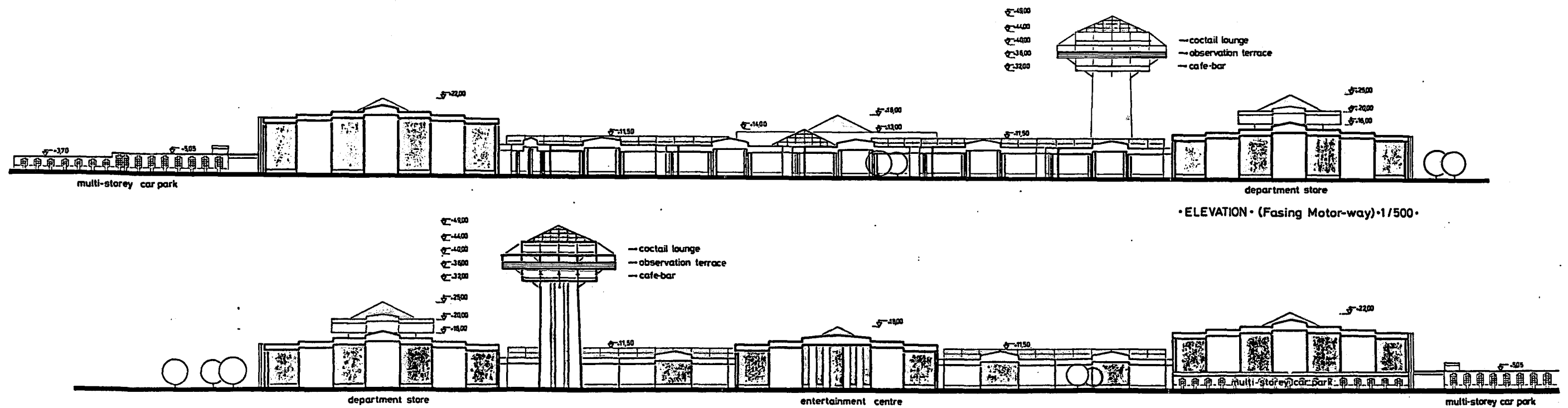
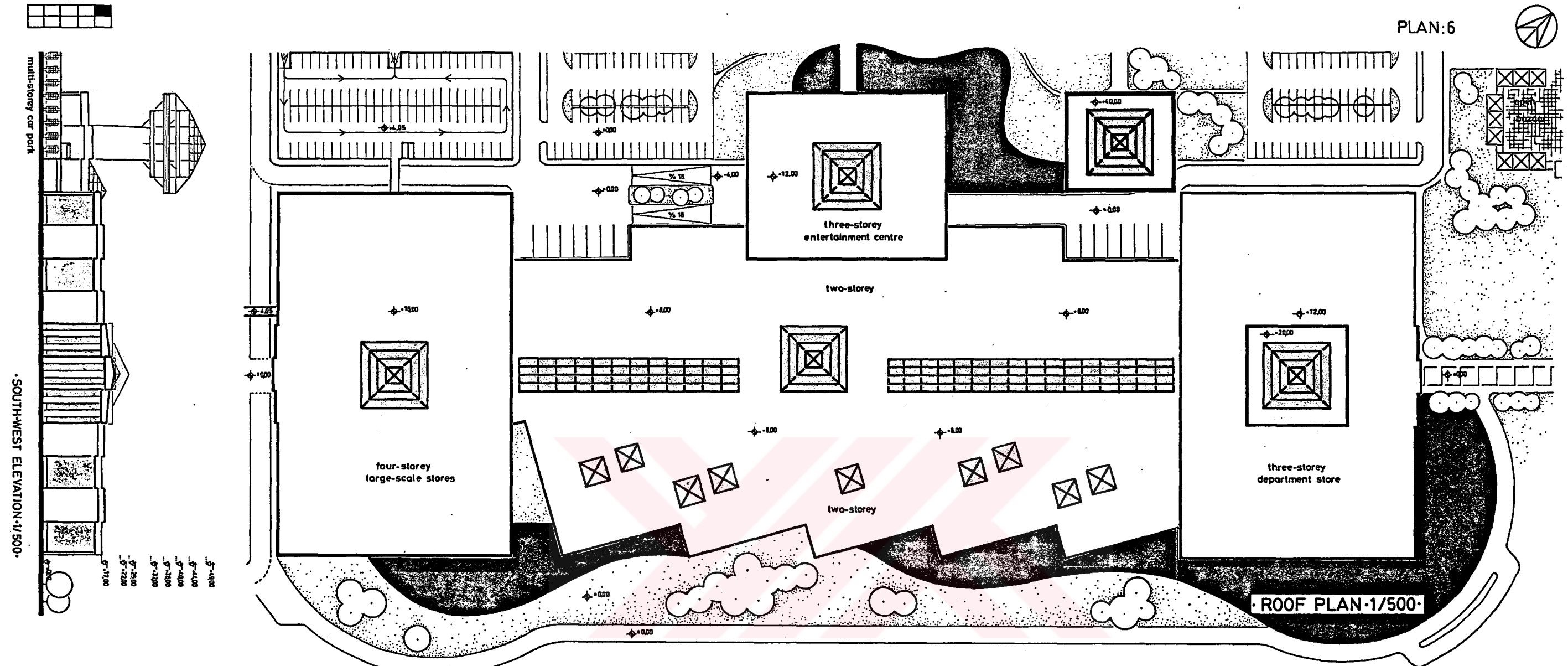
The height of the floors is 4m.

The surface of shopping centre in ground level is 35 800 sqm. And total covered floor area excluding car parkings of it is 89 300 sqm. The surface of facades are marble and glass.

Covered floor area list of sections inside the shopping centre:

Department Store	21 455 sqm
Large-scale store	23 100 sqm
Entertainment Centre	8 010 sqm
Cinema	1 320 sqm
Shops	15 800 sqm
Pedestrian Circulation	14 815 sqm
Service (wc-stair)	900 sqm
Cafe	830 sqm
Food, restaurants	1 670 sqm
Ice skating area	600 sqm
Roof restaurant	800 sqm
Total covered floor area	89 300 sqm

The ground floor area is 35 800 sqm.



6. CONCLUSIONS



6.1. General Conclusions

6.2. Special Conclusions

6. CONCLUSIONS

6.I. General Conclusions

Our city is changing and improving, concerning its economic dimensions trying to follow the changing world conditions. This rapid change affects the needs of people of course. The areas within the city are being exhausted rapidly, so the usages to meet the contemporary needs of citizens can not find location area in the city. Finding appropriate locations around the city will be an access for planned developments and will affect positively the city life.

Typical problems experienced by the developed countries within the last century is being faced in major cities of Turkey now. For this reason, new shopping activity zones are being located out of the city centres. The unprepared development at the city scale is likely to cause many unexpected problems in their vicinity. In Turkey case, the new out-of-town shopping centres (hypermarkets) are mainly based on daily, convenience and home based retailing activities composed of individual small stores with limited commercial varieties and economic potential.

Only recently, multi-purpose shopping centres are being developed by major investment groups in major settlements such as İstanbul, Ankara, Adana and İzmir. Although some of them were located within the city, most of them were built as out-of-town shopping centres. These type shopping centres affected the shopping habits of Turkish citizens and induced them for weekly or monthly, shopping instead of daily shopping. This development helped the empty lands and areas to improve rapidly and bring new alternative lifestyles to people living in that part of the city.

This lifestyles were also supported by housing units and new working conditions.

It may be expected that these centres will play a positive role in the healthy and balanced distribution of products and services and lessen the burden of the metropolitan centres. This depends greatly on the selection of a correct location within the metropolitan settlement for new shopping centres.

Today, trade centre concept has changed. Recent shopping activity zones which have a very different structure compared with the traditional urban trade centre concept are in the need of spreading on wide areas.

Therefore, in big cities where especially living standart is high, suitable, correct locations must be allocated formerly for shopping centres after serious research.

The Adana-Galleria mentioned before, has been built illegal as was learned from newspapers. This type of illegal buildings could be avoided, if location area allocations for shopping centres were made on city plans formerly.

Similarly, once, proposed Galleria Project in İzmir City Centre (Konak-Square) was nothing more than to create a mess in the Square. For starting this project, excavation was made, the location of underground installations was changed and a lot of money was paid for these works in vain. But the building was stopped legally by authorities. And the construction area was left as an excavated area. The big mistake of building the Galleria was avoided. But the damage of it for İzmir was big.

Complete development plans should orient the rapid changing living conditions and arrangements partly made plans create a mess in city scale, although they look like short period solutions.

6.2. Special Conclusions

A shopping centre especially a Galleria is a vital need for İzmir due to its increasing population and industry. A shopping centre was planned for Konak Square formerly. But it wasn't accepted due to many reasons. The start point of my study is to solve the Galleria problem, satisfying the objections put forth for proposed Konak-Galleria. Choosing a Galleria location at east of Fair and Recreation Area satisfying the necessary conditions will be a realisation of basic purpose and targets and also will increase the quality of the area by the activity brought by the Galleria.

This contemporary Galleria is no longer a mono-function space just for buying and selling. It is now fully oriented to the demands of the modern city dweller; a place to get away from the mess of the city and the traffic, a place to meet friends, to chat and drink, to be entertained and participate in several other social activities, all within an easy access.

Shopping Centre is planned to give service to an upper level income group. The transportation can be realized by private car, bus, ship, metro (in the future) or by foot. There are three main principles in the design of Galleria concerned with exterior decisions:

- To form an urban landmark contributing to but not ruining the environment with its huge mass.
- To create the image of traditional specialized bazaar (like in Kemeraltı-Jewellery Bazaar, etc.) in urban centre, in contemporary level by offering a alive trade centre.
- To give an impression to the building as close to outside but inviting to inside.

Galleria is comprised of four blocks. A four-storeyed block, including large-scale stores is located at one end of the main mall as a magnet store; a three-storeyed department store block is located at the other end of main mall as another magnet store, a two storeyed block which includes the main mall connecting the two above mentioned magnet buildings, a three-storeyed entertainment centre block adjacent to two-storeyed main mall building area side.

There is a 49m. high tower building of shopping centre raises towards the sky from ground which is surrounded with water.

There are two kinds of car parking area such as surface and multi-storey car parking areas with total capacity of 1600 cars.

Although the main purpose of shopping centres is selling, their common spaces should be pleasant and comfortable and should supply specialities for passing time with pleasure. This character designate the success level of the centre. For a successful solution the desire for spending long time and with pleasure should be created together with dense in city feeling. So the shopping activity can be kept alive and uninterrupted. So there are some principles also in the design of interior Galleria;

- To plan the spaces to have the maximum shopping,
- To create shopping in an attractive, comfortable, friendly, nice spaces and supplying all people needs in one place,
- Customer access to first floor directly from car parking area, reduces the density of customer circulation area and so creates comfort for customers,
- To bring natural light into the centre,
- To group the restaurants, in one level such as food court.

There are magnet blocks; a three-storey block of department store like Printemps, another four-storey block including large-scale stores such as supermarket, furniture etc... and a three-storey block of entertainment centre, such as Fame City style.

There is a two-storey main mall block between above mentioned magnet blocks. The idea of arranging the shops in clusters, or as free-standing pavilions, was adopted almost from the beginning. Five 2-storey pavilions were adopted almost from the start. Five 2-storey pavilions of shops are arranged along motorway side of main mall, positioned with a slight angle to the long axis facing the main mall. At the ground level of pavilions there are some cafeterias for leisure timing. On the other side of main mall there are two levels: ground level of shopping, first level of restaurants, fast food and beverage outlets as food courts, introduced with common seating. This helped the open spatial look greatly, as the partition walls were reduced.

There are two cinemas with 200 seats in each of them in the main mall block at the food court level.

And there is an ice skating area in the large-scale stores block, at the atrium centre at the ground level. The main square in the main mall is used for cultural activities such as meetings, shows, exhibitions, concerts etc.

In this shopping centre glazed skylights are used for eliminating deep, dark spaces.

This project was handled on an urban design scale base. It offers a location plan for a contemporary shopping centre and also offers the architectural plan solution of the shopping centre on 1/500 scale. But, there are some dimensions of the project which are not touched, here (such as finance, phases, application,

etc...) Eventhough, it is known that these are not touched, these subjects are left out of the thesis.

İnciraltı Galleria will be, a sense of openness, lots of movement, intimacy, colour and bazaar-life for all people of İzmir...



"...Make no little plans.They have no magic to stir men's blood.Make big plans;aim high in hope and work,remembering that a noble,logical diagram... will never die,but long after we're gone will be a living thing..."

Daniel H. BURNHAM, City Planner

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- APPENDIX A - GLOSSARY



GLOSSARY

Accessibility - The ease or difficulty with which the customer reaches a given store by automobile, public transportation, or walking. (Designing to Sell, p.196)

Anchors - The retail outlets in a shopping centre which have the largest amount of square footage and are fundamental to the centre's positioning strategy. (Designing to Sell, p.196)

The Arcade - is a glass covered passageway which connects two busy streets and is lined on both sides with shops. (The New Atrium, p.8)

Atrium - , a centrodial, interior, daylight space which organizes a building. (The New Atrium, p.63)

Department Store - large store, with at least 25 employees, selling a wide range of commodities, including clothing. (Design and Planning of Retail Systems)

A department store in a centre should not occupy more than one third of the total gross leasable area. In one regional centre having a 56 000 sqm total gross area a department store of 18 000 sqm seems to be right. Most ideally the proportion of department stores to small stores is given as 40% to 60% of the whole 100% total sales area. (Scott, 1989, p.117)

GIA - Gross Leasable (Leasible) Area - The most common measure of the size of a shopping building. The term refers to the total area let to traders, but excludes, in a shopping centre for example, the area of malls, service roads, landlord's plant rooms and other common areas. The GIA may be further reduced to the 'sales area' or 'net rental area', which comprises only that part devoted to selling, and excludes storage, food preparation, offices and similar support areas. (Design and Planning of Retail Systems, p.192)

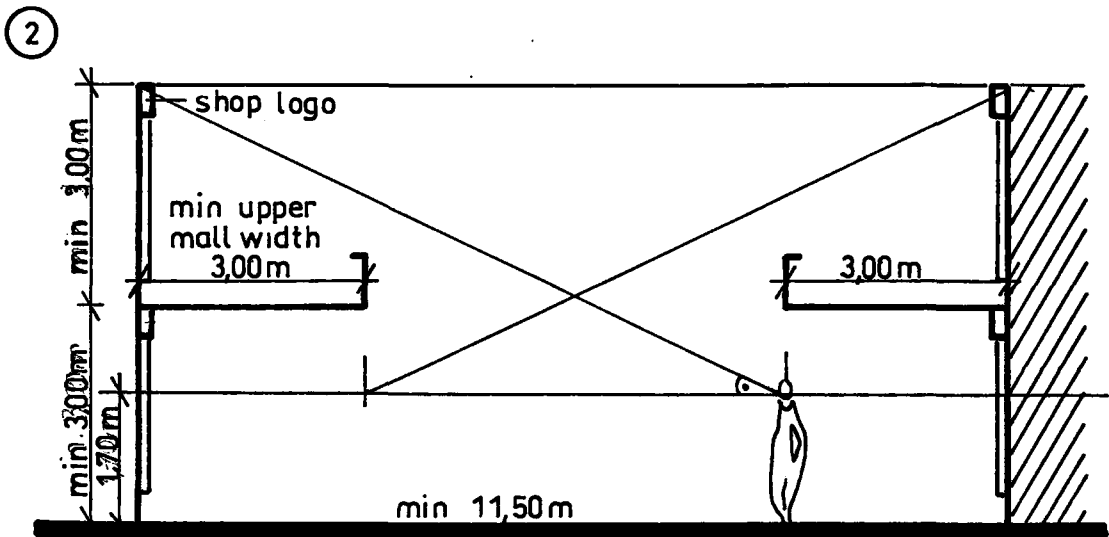
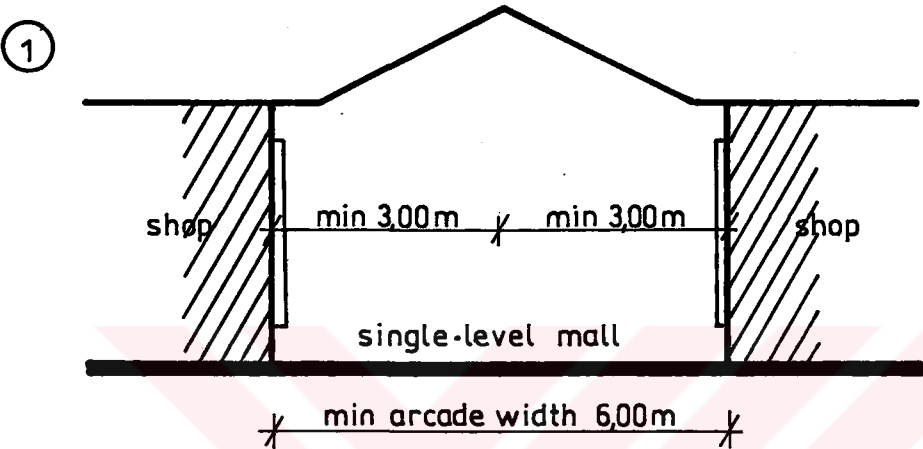
Hypermarket - Large self-service store trading in both convenience and durable goods. Generally at least 5 000 sqm GLA, located in an out-of-town location and provided with extensive car parking. (Design and Planning of Retail Systems, p.192)

Magnet - The store in a shopping centre or district that is the prime attractive force drawing customers to the centre or district. (Designing to Sell, p.197)

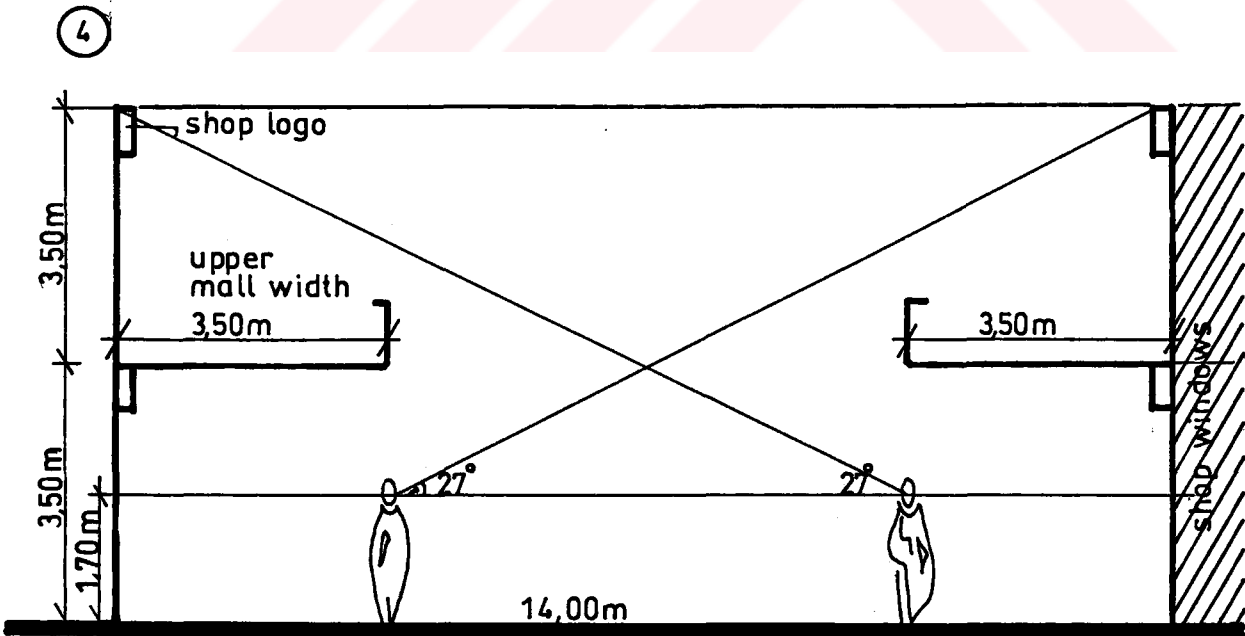
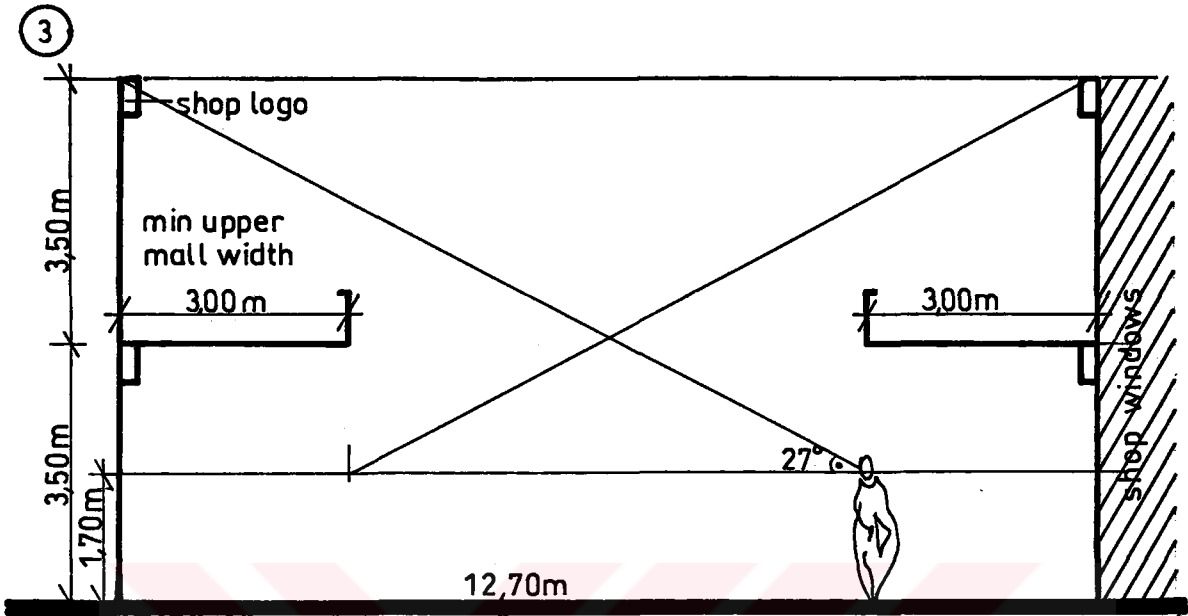
Mall - A mall is a traffic free pedestrian precinct serving the retail units, linked to transport discharge points. They may be a series of major and secondary malls with varying habits and height either single or multi-level. They open out to one or more plazas or a court forming major focus of the centre. Therefore the mall is the predominant element of the centre. There are some basic requirements of the mall which effect the planning criteria of the whole scheme. First of all, malls have to identify the shopping areas without confusion. Devices will be required to break up spaces and to give interest. This leads to the consideration of major plan types like the Y, the dumb-bell, and the cross plan which open up into the wide span courts at intersections. The maximum distance between the points of interest and pause is given as about 200-250m, where distance gets longer than 300m it creates a tunnel effect and there may be both physical and psychological reactions to it.

The width of the main mall at multi-level centres is being defined related to the clear walking and sightseeing space of the customers in one direction. This distance is given as 3 meters of width for a single shop display. Since there are two crossing shop display on the arcades or the subsidiary malls, the width of an arcade is at least 6 meters. The width of the main mall however vary on certain circumstances where there is a multi-level centre with an atrium at the middle. This distance is

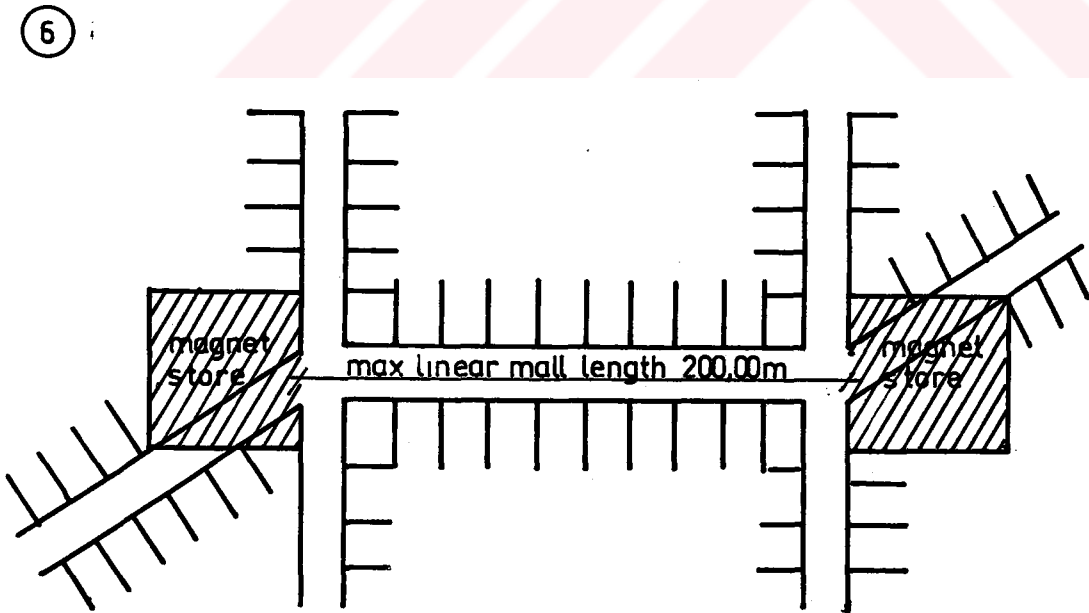
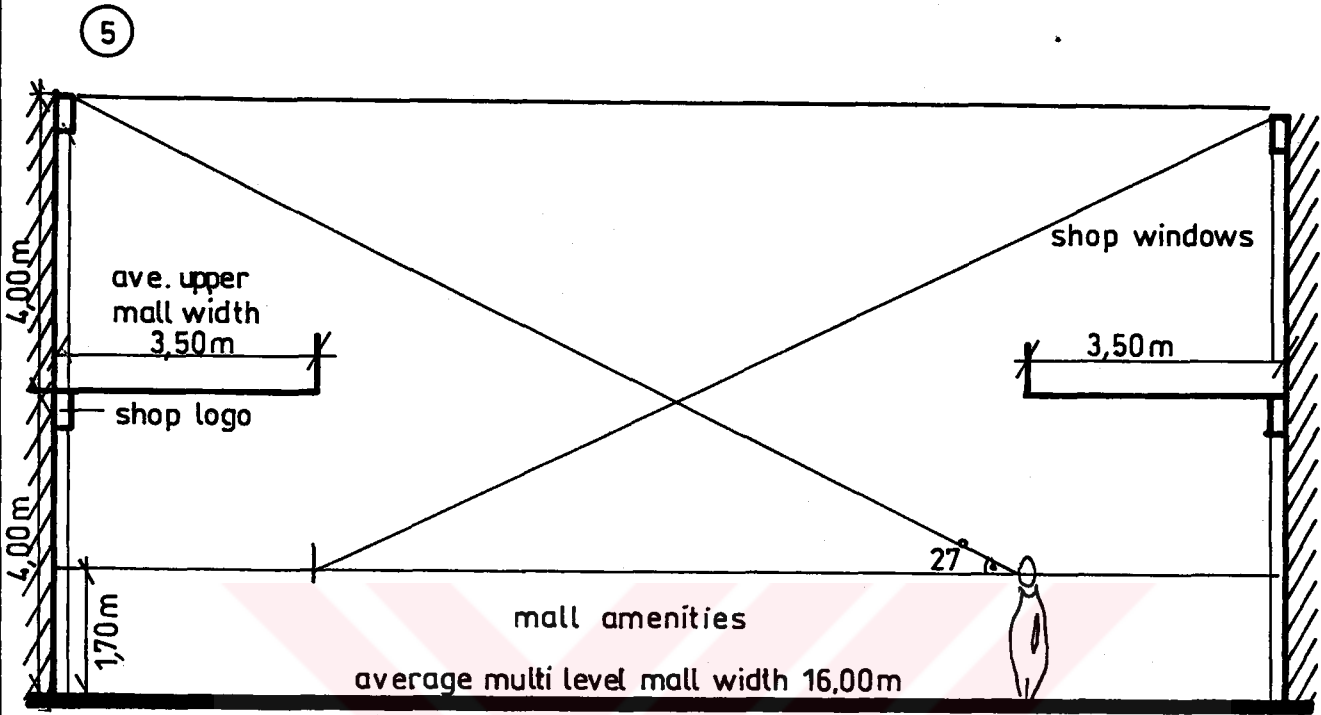
Mall Arrangements of Closed Multi Level Shopping Centres



Mall Arrangements of Closed Multi Level Shopping Centres



Mall Arrangements of Closed Multi Level Shopping Centres



in direct proportion with floor height and the width of the upper level mall.

Generally customers walking through the main mall wonder about the type of shop units on the upper mall. The shop logos of the upper floor units should be clearly seen by the sight-seeing customer on the ground level and attract the customer move to the upper floors. Usually a walking person takes a glance at the objects around him at a vertical degree of 27° and a horizontal degree of 54° . Considering the minimum floor heights as 3m and minimum upper mall width as 3m, the minimum width of the main mall at ground level should be about 11.50 meters. The average floor heights are defined as 3.5m-4.0m where as the width is about 4.0 meters on upper-level malls. These numbers give the below variations of lengths on main malls. The average needed space is 16.50 meters. An important feature here is that floor height as an effective factor compared to the width of the upper mall. The total floor space of malls and courts approximate to 10% gross lettable area of the shopping centres. (Sümer, p.73-5)

Mall Shops - Stores in a regional shopping centre other than the major department stores, typically located between two anchor stores. (Designing to Sell, p.197)

Mixed-use Development - A large-scale real estate project with: three or more revenue producing uses which are mutually supporting and developed as a unit (retail, office, residential, hotel/motel, recreation): functional and physical integration of project components, including pedestrian connections; and development in conformance with a coherent plan. (Designing to Sell, p.197)

Parking Area - The act of parking at a shopping centre must be simple, trouble free and safe. In general pattern, the parking space should be distributed equally on all sides of the centre. The site design should be based upon a free flow of four kinds of traffic.

- Shoppers in automobiles
- Shoppers walking to and from parking
- Service and freight trucks
- Pedestrians within the building group proper

A good scheme for parking bins is to have two-way aisles and open to the peripheral road. This plan keeps all traffic away from the area next the stores except for the key stations mentioned above. Arcades which pierce through the stores at strategic locations provide a good means of pedestrian access from parking, provided they are spaced close enough to be convenient.

Various parking arrangements and their circulation systems of retail stores located on main highways may be divided into four types.

1. Front Parking
2. Rear Parking
3. Rear Parking With Arcades
4. Split Parking (Shoten, 1989, p. 58)

1. Front Parking

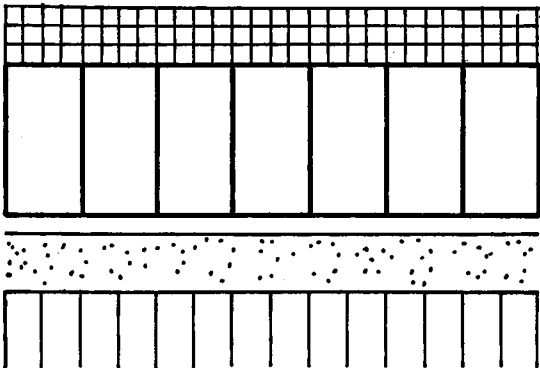
Customers at front and service at the back, which completely separate two circulations. Front store windows are set far back from the road and hidden behind parked cars. He is suitable for the fast motorised shopper. Many drugstore chains consider it as essential as a corner side.

2. Rear Parking

Her customers are allowed to use the rear entrance. There is necessarily some confusion between customer and service circulation. Many customers visiting a single store, entering and leaving at the rear may never see the other windows. Window shopping is not encouraged for many customers, they may never see the store front display. Rear parking is divided into two categories according to the route which the shopper takes in walking from parking space to the stores and back again.

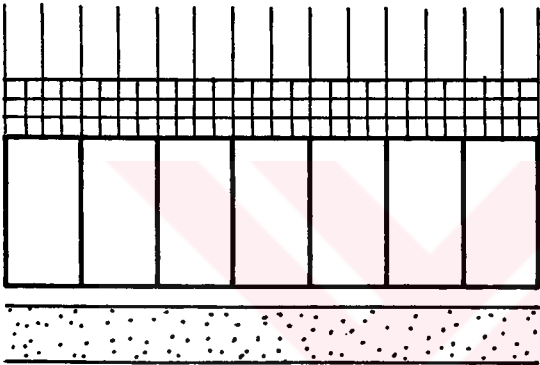
Parking Arrangements of Retail Stores

1-FRONT PARKING



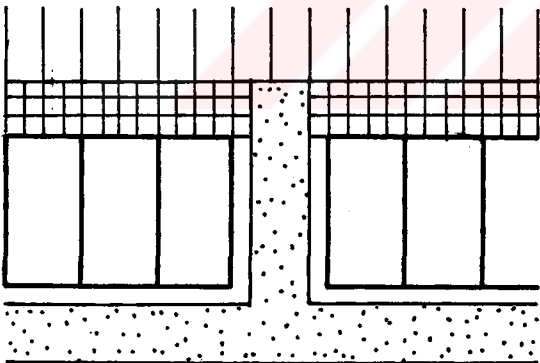
- Service
- Stores
- Store canopies
- Pavement
- Parking

2-REAR PARKING



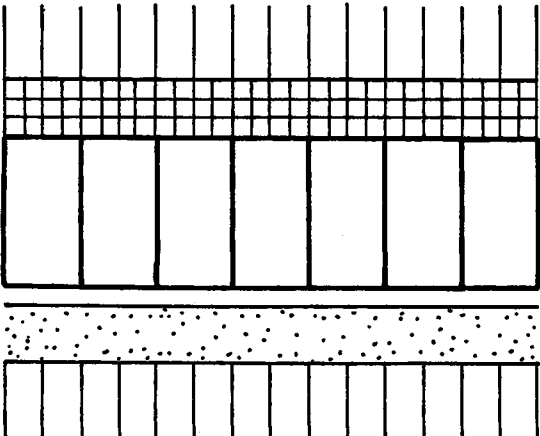
- Parking
- Service
- Stores
- Store canopies
- Pavement

3-REAR PARK. WITH
ARCADES



- Parking
- Service
- Stores
- Store canopies
- Pavement

4-SPLIT PARKING



- Parking (service)
- Service
- Stores
- Store canopies
- Pavement
- Parking (customers)

3. Rear Parking With Arcades

The customer must make some detour in order to reach the store front entrance. Rear entrance is usually reserved for service. By funneling this traffic, arcades became very valuable display spaces. This plan type is more suitable for leisure shopping. This is often used in combination with interior pedestrian malls.

4. Split Parking

The area in front of the stores is useful for quick in and out of town shopping and the rear for longer visits and overflow space. In this scheme, customers are sometimes allowed to use the rear store entrances, sometimes they are forced to detour through arcades between the stores to reach the front entrance. (SUMER, p. 79-83)

Pedestrian Circulation - The pattern of pedestrian movements between shopping facilities. (Designing to Sell, p. 197)

Primary Shoppers' Goods - Merchandise with a cost, rate of depletion, and frequency of purchase in-between that of convenience goods and secondary shoppers' goods. Apparel, shoes, and books, are examples. (Designing to Sell, p. 197)

Secondary Shoppers' Goods - Big-ticket items, including furniture, major appliances, and automobiles. Because of their cost and long life, these goods are purchased less frequently than primary shoppers' goods. Consumers typically travel greater distances to shop for secondary goods than for other types of goods. (p. 198)

Shopping Centre - A group of architecturally-unified commercial establishments planned, developed, owned, and managed as an operating unit, and providing on-site parking. (p. 198)

Grouping of Sales Area in General

"In planning the site" there is a classification of centres into four types. According to this classification, types of variations among the shopping centres-including magnet stores, retail

units, malls and parking areas-.is listed below;

- I.Double-strip centre
- 2.Mall centre with only one magnet
- 3.Cluster-type centre
- 4.Intro-verted centre

I.Double-strip centre

The strip is divided into two rows of stores, facing each other along a pedestrian mall and a magnet department store placed at each end.

2.Mall centre with only one magnet

The magnet is located at the extreme end of pedestrian mall. It reduces shopping traffic because of lack of interchange. The stores farthest from the magnet participate very little in the traffic it generates.

3.Cluster-type centre

The major tenant is placed in the centre of cluster arrangement. All the stores have equal distance from the most powerful shopping traffic puller.

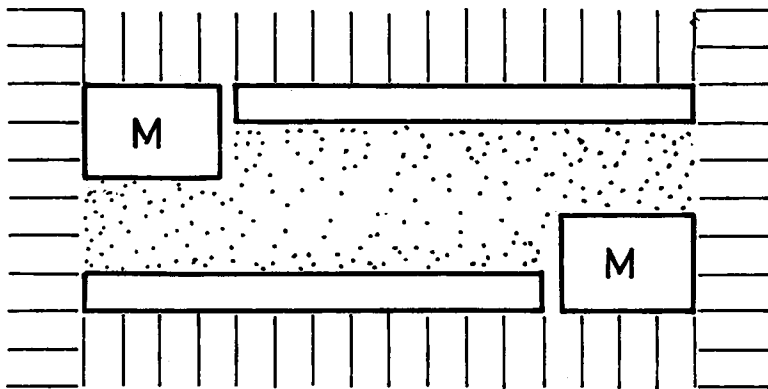
4.Intro-verted centre

A shopping centre where all the store fronts are turned toward the inside of the building cluster. Entry into individual stores directly from the parking lot is diminished, shopping traffic is tunneled through a limited number of entrance arcades into pedestrian areas. (Callender, 1973, p. 588)

General Catagories of Shopping Centres According to their
Service Area:

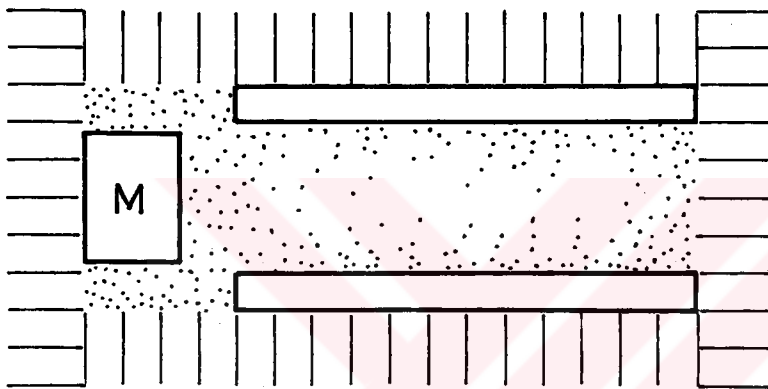
- I. Neighborhood (Local) Centre
2. Community (District) Centre
3. Regional Centre

Plan Types of Centres With Magnet Stores

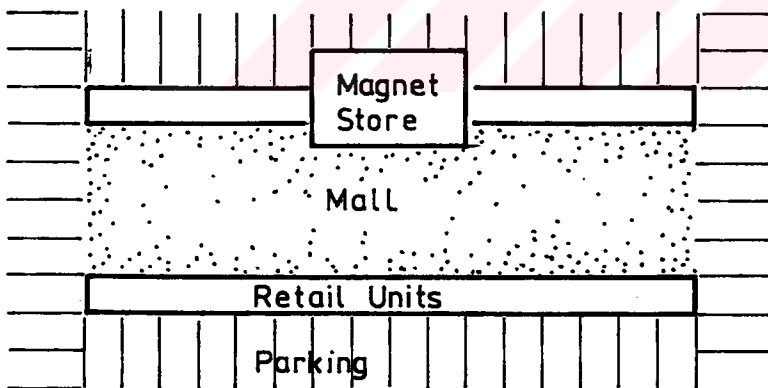


①

DOUBLE STRIP CENTRE

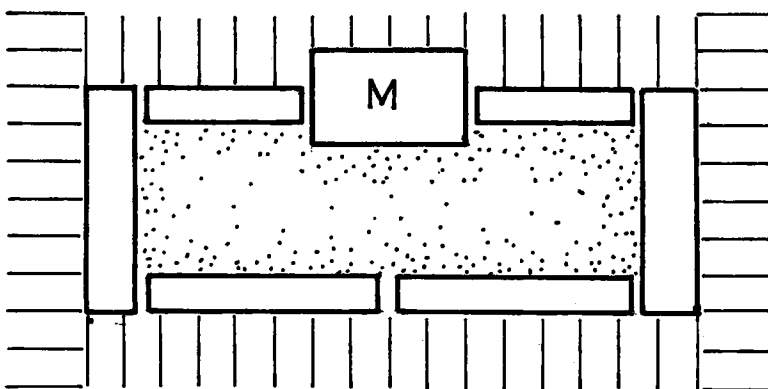


②

MALL CENTRE WITH
ONLY ONE MAGNET

③

CLUSTER TYPE CENTRE



④

INTROVERTED CENTRE

I. Neighborhood (Local) Centre

A shopping area that provides for the sale of convenience goods (foods, drugs, sundries) and personal services (laundry, barbering, shoe repair) for the day-to-day needs of the immediate neighborhood. It is often built around a supermarket, which is the principal tenant.

2. Community (District) Centre

A shopping centre that has a wider range of facilities for the sale of soft lines (apparel) and hardlines (hardware, appliances, etc.) than a neighborhood centre. Anchors are a supermarket plus a junior department store, variety store, or discount department store.

3. Regional Centre

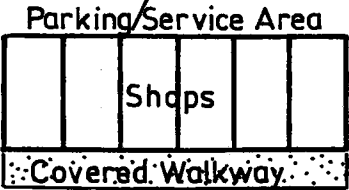
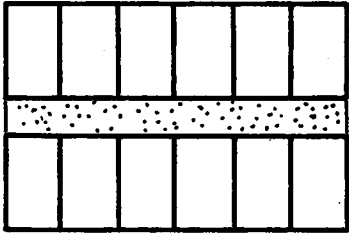
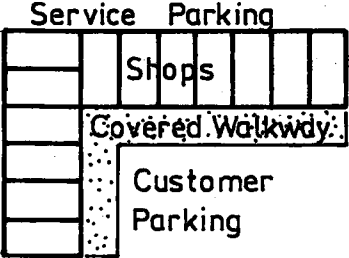
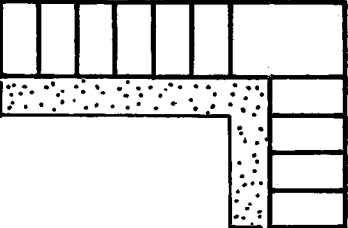
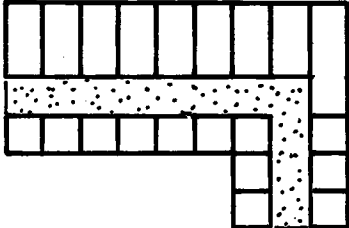
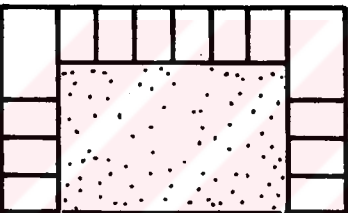
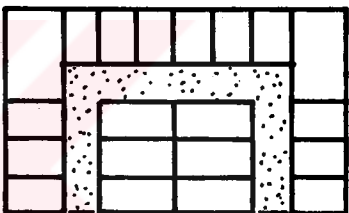
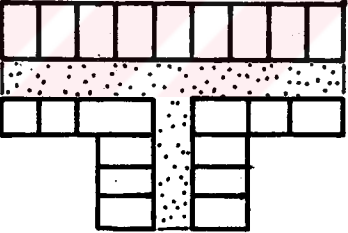
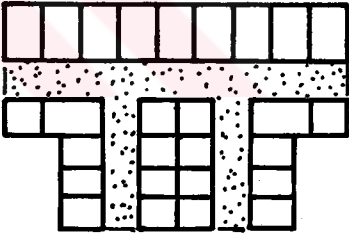
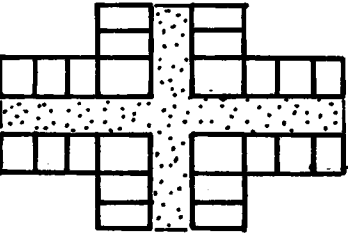
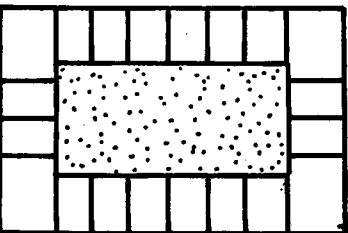
Provides shopping goods, general merchandise, apparel, furniture and home furnishing in full depth, and variety. It is often built around one full-line department store with a minimum GLA of 100 000 square feet. A typical regional centre has a GLA of 400 000 square feet, and can contain more than 1 million square feet. (Designing to Sell, p.196-197)

Strip Centre - A line of stores often identified by an outdoor canopy. (p.198)

Supermarket - Medium size self-service store, of at least 400 sqm, and commonly of 2 000 sqm, GLA, selling a wide range of convenience goods and a basis of food sales. (Design and Planning of Retail Systems, p.192)

Superstore - Similar in definition to 'Hypermarket', although a lower minimum area of 2 500 sqm is accepted within the meaning of the term. An edge-of-town location is common in the UK. (Design and Planning of Retail Systems, p.192)

Vertical Circulation - System that provides the flow of customer circulation on vertical axes is composed of escalators, ramps and lifts. (Sümer, p.75)

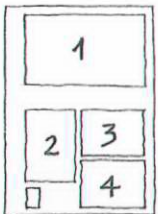
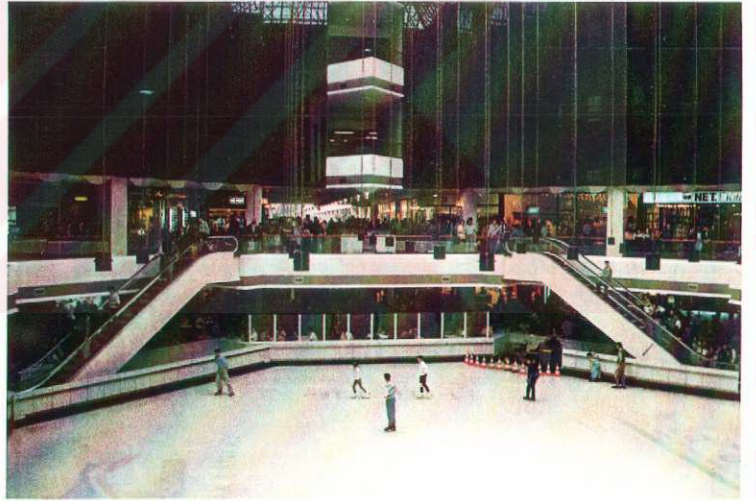
Plan Types of Neighbourhood Cen.		Plan Types of Community Centres	
		A	B
1			
2			
3			
4			
5			
6			

Plan Types of Regional Shopping Centres

	With Two Magnets	With Three Magnets	With Four Magnets
1			
2			
3			
4			
5			

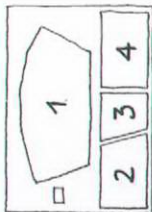
- APPENDIX B - PHOTOS





1. CAPITOL
2. GALLERIA-ATAKÖY
3. GALLERIA-ATAKÖY
Ice Skating Area
4. GALLERIA-ATAKÖY
Main Hall

Photos by ESİN Ö. AKTUĞLU



1. ATRIUM
 2. AKMERKEZ
 3. AKMERKEZ
 4. AKMERKEZ
- Food Court Level

Photos by Esin Ö. Aktuğlu

