THE TRANSFORMATION PROCESS OF COMMUNITY AND NEIGHBORHOOD SHOPPING CENTERS INTO RETAIL URBAN VOIDS: THE CASE OF ANKARA

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Submitted by **MONIKA IMERI** in partial fulfillment of the requirements for the degree of **Master of Science in City Planning Department, Middle East Technical University** by,

Prof. Dr. Halil Kalıpçılar
Dean, Graduate School of **Natural and Applied Sciences** ______________

Prof. Dr. Çağatay Keskinok
Head of Department, **City Planning** ______________

Prof. Dr. Nil Uzun
Supervisor, **City and Regional Planning, METU** ______________

Examining Committee Members:

Prof. Dr. Ela Babalık
City and Regional Planning, METU ______________

Prof. Dr. Nil Uzun
City and Regional Planning, METU ______________

Assoc. Prof. Dr. Burcu H. Özüduru
City and Regional Planning, Gazi University ______________

Assoc. Prof. Dr. Olgu Çalışkan
City and Regional Planning, METU ______________

Assist. Prof. Dr. Ö. Burcu Özdemir Sarı
City and Regional Planning, METU ______________

Date:

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name, Surname: Monika Imeri

Signature :

ABSTRACT

THE TRANSFORMATION PROCESS OF COMMUNITY AND NEIGHBORHOOD SHOPPING CENTERS INTO RETAIL URBAN VOIDS: THE CASE OF ANKARA

Imeri, Monika
M.S., Department of City Planning
Supervisor : Prof. Dr. Nil Uzun

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Globalization has brought substantial changes and challenges to the cities. One of the most indisputable features of globalization is ‘the intensification of flows’ which has significantly affected peoples’ lifestyles and consumption patterns. During globalization, peoples’ preference towards retail increased, making the shopping centers significantly attractive. The shopping center has become an example of modern capitalist consumerism.

Nowadays there exist different types of shopping centers where each tries to maximize its success rate. A decrease in the shopping centers’ success rate indicates an upcoming end in the life-span of that shopping center. This will result in an accelerated decline in occupancy rates at shopping centers, converting them into ’retail urban voids’. There are many factors responsible for the ‘death’ of a shopping center but in this study, it is assumed that dead and unprofitable shopping centers are an outcome of city-scale and building-scale factors related to accessibility, socio-economic structure, competition environment, and contemporary developments in the field of retail.

Through an explanatory research, we target to evaluate the aforementioned factors for different types of shopping centers in different life stages in Ankara. It is observed that the above-mentioned factors have affected mostly the life span of community and neighborhood shopping centers. We studied the development of all the shopping centers in Ankara and analyzed in a detailed way the neighborhood and community shopping centers that were a void in the past; are a void at the present; or will become a void in the near future.

Keywords: globalization and consumption, shopping centers, retail urban voids, life-stages of shopping centers, transformation of urban voids

ÖZ

TOPLULUK VE MAHALLE ALIŞVERİŞ MERKEZLERİN PERAKENDE KENTSEL BOŞLUKLARINA DÖNÜŞÜM SÜRECİ: ANKARA ÖRNEĞİ

Imeri, Monika
Yüksek Lisans, Şehir Planlama Bölümü
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Küreselleşme şehirlere önemli değişiklikler ve zorluklar getirmiştir. Küreselleşmenin en tartışılmaz özelliklerinden biri, halkların yaşam tarzlarını ve tüketim modellerini önemli ölçüde etkileyen "akışların yoğunlaştırılması"dır. Bundan dolayı alışveriş merkezleri daha cazip hale gelmiştir. Günümüzde, alışveriş merkezi, modern kapitalist tüketiciliğin bir örneği olarak görülmekte.

Günümüzde başarı oranlarını maksimum düzeye çıkarmaya çalışan farklı türlerde alışveriş merkezleri bulunmaktadır. Alışveriş merkezlerinin başarı oranındaki bir düşüş, bu alışveriş merkezinin ömrünün sonlara doğru yaklaşmakta olduğunun göstergesidir. Başarı oranındaki düşüş çok yüksekse eğer, bu, alışveriş merkezinin daha hızlı bir şekilde yok olmasına ve "perakende kent boşluğuna" dönüşmesine neden olmaktadır.

Bir alışveriş merkezinin 'yok olmasından' sorumlu birçok faktör vardır. Bu çalışmada, ölü ve kârsız alışveriş merkezlerinin erişilebilirlik, sosyo-ekonomik yapı, rekabet, perakende alanındaki değişimler ve çağdaş gelişmeler şeklindeki bazı kent öl-

çeği ve bina ölçeği faktörlerinin bir sonucu olduğu varsayılmaktadır. Açıklayıcı bir araştırma ile, Ankara'daki farklı yaşam evrelerinde bulunan alışveriş merkezleri için yukarıda belirtilen faktörlerin değerlendirilmesi hedeflenmiştir.

Yukarıda belirtilen faktörlerin çoğunlukla toplum ve mahalle alışveriş merkezlerinin ömrünü etkilediği görülmektedir. Ankara örneğinde yakın gelecekte kentsel boşluk olma yolunda olan tüm alışveriş merkezleri tespit ve analiz edilmiştir. Ayrıca şu anda bir kentsel boşluk olan alışveriş merkezleri; ya da geçmişte kentsel bir boşluk olan ancak belirli yenileme ve dönüşüm teknikleriyle şehre tekrar entegre olan alışveriş merkezleri de tespit edilmiştir.

Anahtar Kelimeler: küreselleşme ve tüketim, alışveriş merkezleri, perakende kentsel boşluklar, alışveriş merkezlerinin yaşam evreleri, kentsel boşlukların dönüşümü

To my family

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LIST OF ABBREVIATIONS

IMF	International Monetary Fund
WB	World Bank
ICT	Information and Communication Technologies
ICSC	International Council of Shopping Centers
ULI	Urban Land Institute
A.D.	Anno Domini
CBD	Central Business District
FDI	Foreign Direct Investment
GDP	Growth Domestic Product
GLA	Gross Leasable Area
TEC	Technology Evaluation Centers

CHAPTER 1

INTRODUCTION

Since the last century, contemporary cities across the globe have been confronting various economic, social and environmental sustainability challenges. Current globalization trends have boosted the market in metropolitan areas causing a massive population shift from rural to urban areas. According to the 2018 Global risks report by The World Economic Forum (WEF), main reasons for rural-urban migration are; greater employment opportunities and the hope of a better life in cities [44].

However, a rapid increase in the urban population density can cause several problems, especially if the current planning system is not sufficient to cope with the influx of new inhabitants [45]. Due to these changes, cities have been facing challenges in absorbing and adapting to the increase of the population in the built environment.

As a result of the demographic shift towards urban areas, the need for construction of both, residential and commercial real estate has increased. The migration of the population in the metropolitan areas has significantly increased the momentum of the construction sector.

However, if the demographic movement of the population happens in an uncontrolled way, some cities face the problem of overpopulation, and overproduction in the construction sector. In countries where the planning system is not well established, the issue of oversupply in the construction system causes the increase of the vacancy rate. Some of the structures with a high vacancy rate convert into functional voids with time [46].

Among other impacts of globalization on urbanization and economic development of cities, there are also effects on the consumption behavior of citizens. With the increase of the urban population and the change in the lifestyle, the consumption patterns and the need for services has also been affected.

In developing countries such as in Turkey, modern consumption patterns and the superfluous increase in demand for goods are kept responsible for the excessive supply in the real estate [45].

The emergence of a consumption-based urban life means higher demand for goods and products. This leads to an increase in the number of investments in the retail real estate sector. As the benefits of construction are immediate and quick to the economy, in developing countries "retail real estate mushrooming effect" appears [47]. This is easily observed in Turkey especially since the 2000s. Turkey is a developing country whose economy has become increasingly reliant in construction. The construction sector is considered to be the locomotive of the economy [48].

Retail real estate comes in different forms, but in this study, the focus will be mainly on the shopping centers. In this thesis, we are focusing mainly on shopping centers which are large retail buildings or a complex of buildings. Shopping centers have a lot of stores which offer most of the types of products and services that people of different age groups and different income levels inquire. The significance of the shopping centers is that they provide much more than being a commercial area used solely for shopping.

Shopping centers are structures that unite several diverse retail and entertainment services under the same roof. They offer the customers the ability to have a good time while shopping and relaxing. However, looked from a city planner's perspective; despite the advantages and the convenience, shopping centers come with their issues and drawbacks. In terms of planning, the advantages and drawbacks of shopping centers are related to their location, traffic of movement of customers, the surrounding land-use and also the land prices and rental rates. These changes in these parameters can be translated to shopping centers as advantages and drawbacks and they are a widely-researched topic by several scholars worldwide.

1.1 Problem definition

In spite of the functionalities and services that shopping centers provide, the role and the importance of the shopping centers has decreased. Shopping centers are retail structures which undergo a life-cycle from the moment that they are built until they lose their function and decline. There exist several factors that affect the life-span of the shopping centers however, in this study these factors are divided into two main groups. Internal factors that are directly related to the structure and functioning of the shopping center (such as design, GLA (m2), distribution of services per m2 etc), and external factors that belong to a wider scale (city-scale; location, competition rate, level of income, development of new retail patterns, etc.) and they affect the shopping center and the retail market.

As aforementioned, one of the major external factors that appeared in the last decade of the 20th century, is the development of new retail patterns which have changed and affected the preferences of the customers as well as their shopping trends. Therefore, it is vital to reflect on the existing shopping centers whose role has been endangered due to external factors such as technological and socio-economic developments.

Some of the technological developments like updates and production of many electronic equipment and gadgets make it very easy for people to prefer shopping online as an alternative to shopping at the centers.

Even though this might not be the case that applies to all the countries in the world, in some countries the increase in the use of online shopping has since been coupled with reduction in the total sales realized by traditional shopping centers. The reason why customers tend to shift their focus to online shopping platforms are because e-commerce provides a high level of convenience, wider pool of products for selection; competitive pricing and greater access to information [49].

Due to both interior and exterior factors such as accessibility, competition, design, location, type and profile of shopping centers, which will be widely elaborated in the upcoming chapters, many of the shopping centers are losing their popularity and attractiveness and thus transforming into unused and vacant spaces. Large retail areas are being unused and detached from everyday urban experiences. They are missing established spatial relationships, losing their functionality, and remaining just as a roof covered voids that are eagerly desired to be filled or demolished and reconstructed back by municipal authorities.

Still, neither trying to fill the void is the proper method to solve this problem, nor just setting up spatial relationships is enough to turn the void into space.

The number of shopping centers of different types is growing day by day and so is the number of urban retail voids. Therefore, studying the **transformation into retail urban voids of particular types of shopping centers in particular life-stages** has become essential.

1.2 Aim and scope of the study

The aim of this study is to observe the external and internal factors that negatively affect the development of neighborhood and community centers on different life stages.

In order to have a better understanding of the overall study frame, this study will first cover the issue of globalization and its impact on the consumption patterns.

Then the focus will be shifted totally to the shopping centers where issues like: evolution of the retail structures throughout the history, typology of the retail structures that exist today and their characteristics, life stages of the shopping centers and the factors affecting the life stages of shopping centers will be discussed.

After a comprehensive study of the shopping centers, the scope of this research will shift to the demise of the shopping centers, the reasons of their proliferation and their conversion to retail urban voids.

After defining the reasons which lead to the creation of the retail urban voids we will introduce some solutions and planning techniques such as redevelopment and renewal which are applied to transform the abandoned and unused shopping centers in different countries around the world.

In this thesis, the issue of retail urban voids, will be narrowed down to the underutilized or 'vacant' shopping centers in Ankara city as compared to other Turkish cities

Ankara has the highest m2/person rate in the Turkish context. This shows us that Ankara is a city dense and compacted in shopping centers and we believed that it was going to be easier to observe the development patterns of shopping centers in Ankara. Under the case study we will perform an empirical analysis of the evolution of urban retail voids in Ankara.

We will analyze the data related to the neighborhood and community shopping centers in III and IV-th life stages. This data is obtained through the personal websites of each shopping center, studies performed before with respect to the shopping centers in Ankara and Turkish Statistical Institute. In the III-rd and IV-th life stage of a shopping center the attraction power of the shopping centers decreases due to factors related to the market, shopping center developer strategies and retailer tenant strategies. The reason for focusing on these two life stages is because during these two life stages we can easily observe the transformation of shopping centers into retail urban voids and the reasons behind their proliferation.

1.3 Research questions

As mentioned above, the retail urban void is a crucial issue for urban areas nowadays. Even though it can become hazardous socially, environmentally and economically, if planned carefully these hazards can be turned into opportunities.

In this research, in order to understand **the transformation process of community and neighborhood shopping centers into retail urban voids** it is essential to answer the questions below:

1. *Which characteristics are taken into consideration in the classification of shopping centers?*

2. *How do several internal and external factors negatively affect the lifespan of a community and neighborhood shopping center?*

3. *How are shopping centers classified in the Ankara case study according to their type and life-stage?*

However, before answering these questions, it is reluctant to understand and answer the sub-questions:

1. *How has globalization changed the consumption patterns?*
2. *How did changes in consumption patterns shape the retail areas from the ancient times until nowadays?*
3. *What are some methods and techniques used to revitalize or transform the underutilized or vacant shopping centers?*

1.4 Need for research

This topic has been researched by various scholars on different fields such as architecture, planning and sociology. The issue of urban voids is not recent and there exist well known and successful solutions for it. It is important, however, to emphasize the fact that urban voids differ from each other in many ways such as the reason of their creation, their location and their surroundings. The methods they need to be treated should therefore vary.

The solution techniques that are used in a certain case cannot be suitable to be applied to another case because of the difference in social, economic and also environmental factors. In cases when a solution of case A is copy-pasted to solve the problem of case B which might look to be similar in type but in a different environment, we face planning failures like incompatibility and mismatch of the new structure with its surroundings.

The issue of commercial urban voids is mostly studied under cases found in USA, UK and little of South Korea. However, the reasons for the creation of the commercial urban voids in each of them differ from each other, therefore the solutions that they practice are prior to a specific issue.

Yet, the research conducted so far in developing countries like Turkey which is going to be the case study of this thesis lacks comprehensiveness and rigorousness.

The gap in the research related to commercial urban voids is that they are seen mostly as a physical problem of a vacant or unused space in the urban area. It is important to find solutions to the problem of commercial urban void, but it is crucial to learn what leads to them, so that suitable measurements can be taken to prevent the creation of commercial voids rather than treating them later.

1.5 Research method

In this thesis the issue of retail urban voids will be analyzed and concreted by narrowing down the issue of urban voids in a general context, then looking at the economic, retail and retail related construction developments in the Turkish context and finally in Ankara case study. While looking at the Turkish context we observed that Ankara is the city which has the highest m2/person of shopping centers. Studying the development of shopping centers, their classification into types and life-stages made it easier for us to observe which internal and external factors mostly affect the development and decline of the shopping centers within this context. Another reason for choosing the case study method is because it was useful to test the theoretical information about the shopping center classification and the reasons behind the creation of retail urban voids (general context, literature related) in real world situations (Turkey, Ankara case study).

Under the case study we will perform an analysis of the factors that affect the evolution of urban retail voids in Ankara. The unit of analysis in this study is the shopping center. We will analyze the neighborhood and community shopping centers in III and IV-th life stages and observe the reason for the transformation of shopping centers into retail urban voids.

The data used to perform these analysis, and classifications is obtained by four main sources such as; the personal websites of each shopping center where we obtained information mainly related to the physical structure of the shopping centers like GLA(m2), number of floors, parking capacity, number of units, types and numbers of anchor stores and distribution of services. Another data source are various studies related to shopping centers in Ankara, such as research papers, TSI, thesis studies and reports released by government and other related institutions. In addition to all the sources mentioned above, we used also some personal observations with respect to the shopping center studies in Ankara case study.

As mentioned before, it is impossible to make generalizations on this issue as the retail urban voids differ from each other in many ways such as the reason of their creation, their location and the socio-economic environment they are located in.

In this respect, each shopping center in Ankara is studied with respect to the type of service they provide, their surrounding area, the accessibility, the changes in socio-economic conditions and the competitive environment.

As a result we have seen that changes in these factors have had a higher impact on shopping centers that are of a smaller size (community and neighborhood shopping centers) and at a late stage in their life (III-IV stage). Negative changes on the internal and external factors mentioned above have lead to the decrease of the success rate of Ankara's neighborhood and community centers in their III-rd and IV-th stages and therefore converting them in retail urban voids.

1.6 Structure of the thesis

The 1-st chapter, Introduction, elucidates a framework of the whole study and introduces the highlighted topics that are going to be discussed in the upcoming chapters of the research. The importance of voids in the retail context is emphasized and the factors that transform some shopping centers into urban voids are briefly analyzed.

The 2-nd chapter named 'impacts of globalization', explores the impact of globalization on geographic and economic development. We discuss the reasons behind the population migration to urban areas and how this directly affects urbanization rate. Moreover, consumption, its patterns, consumerism and the thoughts of scholars from the fields of economy and sociology on the above-mentioned matters are also studied under this chapter.

In the 3-rd chapter the main focus will be on defining and analyzing 'shopping'. The question whether shopping is an economic or a social activity or both of them will be answered. In addition, 5W of shopping will be studied in detail.The 5W's technique (What, When, Why, What, Where) will help to have a better understating of the shopping process as a whole. By answering the 5W's it will be easier to define and analyze what shopping is, the historical timeline of when it evolved, the reasons why people do shopping, what kind of products they purchase, and the places where they prefer to do shopping.

In the 4-th chapter, "Emerging of 'the shopping center'", the reasons that pushed to the construction of shopping centers and historical evolution of shopping centers will be covered. In addition this chapter will present the basic concepts related to the shopping center such as; definitions, types and shopping centers' characteristics. This chapter will also provide an overview of the shopping center life cycles and the factors that have an impact on them. Elaborating the changes that the shopping centers experience during every stage of their lives makes it easier to understand the evolution of the retail urban voids.

The 5-th chapter; "The evolving of retail urban void", will examine the urban voids in detail. In addition, the reasons for the creation of urban voids, their typology and the disadvantages of retail urban voids will be studied.

Thus, in the 6-th chapter retail urban voids will be studied from the perspective of a developing country like Turkey. Case studies from the capital city, Ankara will be studied. A chronological framework of developments of economy, construction sector, and population shifts during the globalization period will be analyzed. How did the changes in economy affected the changes in the retail and the construction sectors? How did shopping centers evolve and what are their characteristics? What are the typologies of shopping centers in Ankara and which ones are the easiest to decline and convert into retail urban areas?

Having the answers to these questions, we will introduce all the examples of commercial urban voids in Ankara together with their transformation process and their chances of being reused and connected back to the city.

CHAPTER 2

THE IMPACTS OF GLOBALIZATION

2.1 Introduction

In this chapter we explore the impact of globalization on geographic and economic development. Consumption, its patterns, consumerism and the thoughts of scholars from the fields of economy and sociology on the above-mentioned matters are also studied under this chapter.

In different periods, cities have been shaped by different ideologies such as industrialization, capitalization modern and postmodernism. Urban lifestyle has been significantly influenced by these ideologies. Since the 1980s, the cities have experienced major transformations in structure and function due to globalization. Globalization is a geographical process, which is largely characterized by urban economic development and urban geographic development. During globalization cities have become the spatial manifestations of socio- economic systems governing the citizens [50].

2.2 The impact of globalization on urban population growth

Since 1980's, globalization and several global transformations have positioned cities at the core of the development agenda. One of the biggest transformations resulting from globalization is the significant increase in the level of urbanization of cities. Urbanization is a world-wide process of relative growth in a country's urban population due to an even faster increase in the economic, political, and cultural importance of cities relative to rural areas [51]. Research on urbanization states that it is one of the most important trends of the past and present century, which provides the ground for global change.

The statistical data provided by The World Cities Report (2016) on Urbanization and Development states that during the 1800s, only 2% of the total world population was living in urban areas. In 1950, the percentage of urbanized population increased by 30%. In 2000, 47% of world population was living in urban cities. Nowadays, for the first time in the human history, more than half of the world's population (55%) lives in urban areas [52].

The shift towards an increasingly urbanized world shows us that cities have the ability to attract people due to pull factors . Sustainable economic growth, development, prosperity, innovation, consumption and investment are important "pull factors" making people migrate towards urban areas as shown in figure 2.1. Secondly, people tend to migrate to urban areas as urban areas offer a big pool of employment opportunities. It is important to mention that a significant rate of job opportunities in urban areas are born as a result of the development and the diversification of the tertiary (service) sector [53].

Other pull factors that make people want to come to live in the urban areas are greater societal freedoms, easier access to amenities, including education and healthcare [54].

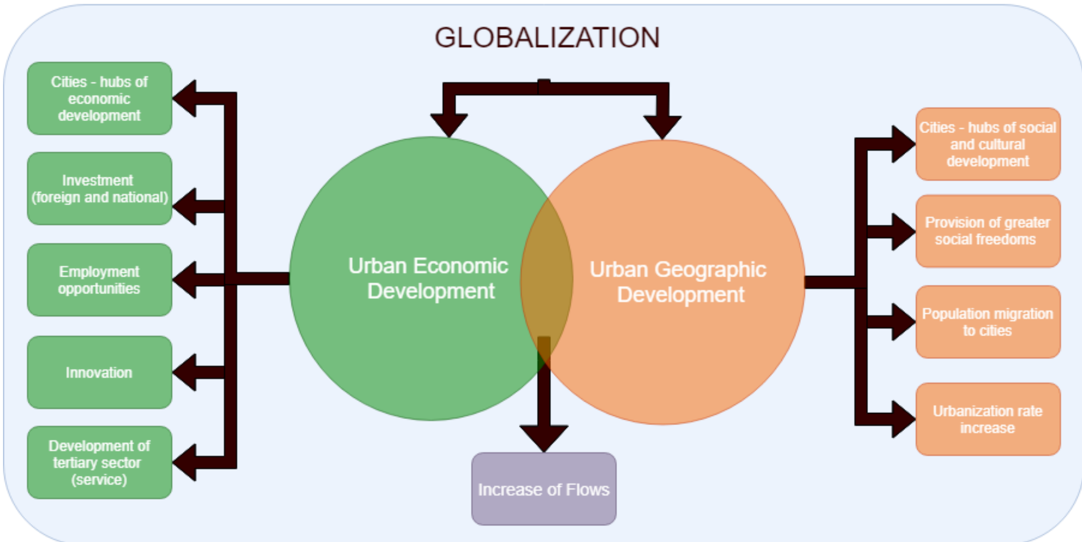

Figure 2.1: Impacts of Globalization.

Even though in different rates, the above-mentioned pull factors are valid for both developed and developing countries.

During the globalization period, the cities not only have become the home to millions of people, but at the same time they are converted into the development hubs of the economy and other significant fields.

2.3 The impact of globalization on the economic growth

In the related literature, there exist different views on the impact of globalization on the economic growth. It can be said that the views regarding the impact of globalization on the economic growth of countries are divided into two as positive and negative. According to the positive view, globalization enhances the economic growth of the countries by contributing to a more efficient operation of domestic markets, the expansion of foreign trade volume, the increase of global competitive power and investments and productivity. Besides, the rapid technological change caused by globalization and the integration of world financial markets, helps to ensure investment growth, a higher productivity level, and higher employment rates [55].

With more investments, more job opportunities and a higher rate of urbanization, the consumption rate will intrinsically increase. This view, also known as the Washington Consensus, is supported by international organizations such as the World Bank (WB) and the International Monetary Fund (IMF) [56].

However, it is unclear whether countries will benefit equally from all the opportunities created by globalization [57]. Stiglitz [58] notes that there may be some obstacles which limit an equal spread of the benefits coming from globalization [59].

However, according to another view, globalization is a process that negatively affects the prosperity of countries. Researchers supporting this view argue that globalization increases income inequality, increases the risk of the economic crisis, especially by the excessive instability of capital movements making countries with weak financial institutions vulnerable to external shocks [60].

2.4 The impact of globalization on consumption patterns

As stated in both views, we can say that the impact of globalization on the economy; whether positive or negative, has also shaped people's lifestyles and consumption patterns nowadays.

Consumption patterns, from an economic point of view, refer to the expenditure patterns of different income groups to purchase various categories of products, such as food, clothing, and other items. It is very important to make sure that consumption should not be confused with consumerism as the first one is an act while the second one is a way of life. From this point of view, 'consumerism' is often used to refer to a life 'excessively preoccupied with consumption' [61].

Consumption is an important topic which has awakened broad interest among different scholars in the fields of economy and sociology. According to some neoclassical economists, consumption is divided into two categories.

1. **Direct Consumption (final)** - when the newly produced goods satisfy human wants directly and these goods are ready for immediate use.

2. **Indirect Consumption (productive)** - when the goods are not meant for final consumption but for producing other goods which will satisfy human wants directly, e.g., using a sewing machine for making clothes.

Expenditures such as intermediate consumption, government spending, and fixed investments are placed under separate categories [62].

In addition to the studies performed by scholars in the field of economy, consumption has also been studied and discussed by several social theorists.

McCracken [63] studied consumption from a social point of view and argues that any study on consumption should take into account how consumer goods and services are produced, purchased and used. In his work, he also states that consumption is more than just an economic phenomenon and that the cultural dimensions of consumption should not be left unconsidered.

Among the classical theorists, Karl Marx (Marx [64], as cited in Miles [65]) considers consumption to be intertwined with everyday life, social order, and identity. He discusses the process of modification by subjecting all aspects of social life to the marketplace laws.

Another scholar named Thorstein Veblen contributed to the sociological understanding of consumption by analyzing social goods as indicators of social prestige and status. Veblen was the first sociologist to recognize the social significance of consumption in its own right [65].

Georg Simmel is another theorist who recognized the increasing significance of consumption to the construction of modern social life. He sees money and exchange as being central to the experience of modernity. The emergence of the city, argues Simmel, began to satisfy the social and psychological needs of its inhabitants; hence the role of consumption. Simmel foresaw the important role that consumerism plays in the construction of everyday life in the late twentieth century [66].

According to Giddens [47], the development of market economy, the continuing process of globalization, technological progress, and rising living standards have created a kind of consumer culture in which people strive to consume more to best meet their needs. The literature points to several factors influencing the globalization of consumption. Among the factors contributing to the globalization of consumption is the desire for a modern, more attractive lifestyle, seeking convenience products, quality, and purchasing as a way to enhance the status of global consumers [67].

However, the impact of globalization in the consumption patterns of people from different countries is not the same. Among consumers in developed countries, there is a tendency to prefer products from their own country, while buyers in underdeveloped and developing countries often choose foreign products [68]. This is particularly true for high-tech products.

2.5 The impact of globalization on retail

Besides the changes in the consumption patterns, globalization also has a significant impact on the retail sector. Globalization connects the world's entire markets and makes them compete with each other. This competition can be related to product and service cost and price, target market, technological adaptation, etc.

Globalization allows the production of goods in various parts of the world. This greater specialization allows lower average costs and lower prices for consumers. With the development of technology, and a growing shift in retail industry trends, driven by technology and access to the internet, consumers now are using online platforms to access various stores and brands.

The growth in online shopping trends, along with global delivery systems, and the easier movement of funds through international banking systems, means retailers who were locally focused now have the opportunity to serve and communicate with a global audience. The increased globalization of the retail sector has highly affected the traditional forms of shopping.

2.6 Conclusion

To sum up, we can say that globalization has had a great impact on the population shifts, economy, consumption patterns and also retail industry. The urban areas were empowered during globalization because they were the centers of economic development and they provided better job opportunities and a higher life quality for the people. This triggered migration of the population from rural to urban areas. With the increase in urban population and the change in life style, the consumption patterns also changed.

Due to the ongoing process of globalization and higher living standards, a new consumer culture emerged in which people strive to consume more. Having a lifestyle which is excessively preoccupied with consumption has become a trend since the globalization period. Consumerism is a social and economic order that has become a major topic of discussion in the 21st century. Scholars in the field of economy agree that the studies on consumption and consumerism are broad.

However social theorists add to this point that consumption is much more than just the process of simply purchasing and consuming a particular good or service. To them, consumption is affected by the social background and it also has its cultural dimensions [65].

Generally, in a consumerist society, people are willing to spend a significant amount of time, budget and thought to “consuming”. An important point of view in the lifestyle of a consumerist society is that consumption is good, and more consumption is even better. People in such societies believe that personal well-being and happiness are highly affected by the level of personal consumption, and shopping for material goods [69].

CHAPTER 3

SHOPPING AND SHOPPING CENTERS

3.1 Introduction

Over the last decades, consumption and consumer behavior patterns have experienced a dynamic growth. According to Tauber [70], the consumption behavior in itself consists of three distinct activities such as shopping, buying and consuming. It is true that these three terms are used interchangeably among people, however there is a big difference between them. In this chapter the main focus will be on the matter of 'shopping' which will be defined and analyzed. The question whether shopping is an economic or a social activity or both of them will be answered. In addition, 5W of shopping will be studied in detail. The 5W's technique (What, When, Why, What, Where) helps to have a better understating of the shopping process as a whole.

The reason why shopping centers have been a beneficial choice for consumers is that they provide the chance to shop, eat, and entertain under the same roof. Shopping centers are retail structures which serve for retail purposes. However, shopping centers also provide a variety of opportunities for socializing and entertainment, like libraries, cinemas, restaurants, coffee shops, and entertainment venues. However, the shopping centers are one among many retail formats which exist nowadays. Each of these retail formats comes together with its advantages and disadvantages.

The preferences of consumers on **where** to go shopping are highly affected by the advantages and disadvantages of each retail format.

In addition to this, the income levels, the development of technology, and media have had a significant impact on the lifestyle and money spending patterns of consumers.

Due to these factors, retailing has become increasingly competitive among different types of retail formats. In countries where the retail planning is weak, the success of a retail form might fail in another. The least successful retail formats, deteriorate and turn into unused retail spaces.

Before studying the factors which affect the success of the shopping centers, we first need to give a broad understanding of the shopping center, understand the historical evolution of it, introduce the types of the shopping centers that exist nowadays and their characteristics.

This chapter therefore pays attention to presenting the basic concepts; such as 5W's of shopping which will make it easier to define and analyze what shopping is, the historical timeline of when it evolved, the reasons why people do shopping, what kind of products they purchase, and where do they go for shopping. In addition we gave a broad overview of the shopping center definitions, types and their characteristics. In this chapter, the historical evolution of shopping places will be analyzed in a chronological timeline from early historical periods until the contemporary shopping center.

3.2 What is shopping?

Perhaps not in the form it has evolved nowadays, shopping as an activity, started since in the ancient times. At that time, 'buying' meant 'exchanging' however, money was not the medium of exchange. People used to exchange certain products with each other to satisfy their needs.

Nowadays shopping is not only related to 'buying' but it also is considered as an area of social action, interaction and experience which shapes the daily routines of urban people. In order to purchase a certain item, we need to communicate and interact with other people in the retail areas. As a result, we can say that shopping needs to be considered as an activity which has both social and economic aspects.

3.2.1 Shopping as an economic activity

Shopping as an economic activity is defined by the Cambridge Dictionary as 'the action or activity of buying goods from shops'. During shopping, the customer checks out the available services or products that he/she might be looking for purchasing [71]

However, it is important to be highlighted that 'going shopping' and 'doing shopping' are not the same thing. Going shopping is open-ended, the customer is not headed to the destination with a certain plan or a list. While 'going shopping' there are no time or budget constraints. The customer can spend as much time and money as he/she is willing to while he is 'wandering out'. This kind of shopping is also called 'shopping for the wants' [72].

On the other hand, 'doing the shopping', implies that the customer is headed to the destination with a certain list of items which are needed. In this case, there are limitations on the time and budget that is going to be spent. Generally, this kind of shopping implies purchasing products to survive, such as food and other items we use in our daily lives. This is differently called as 'shopping for the needs' [72].

Another difference that exists between going shopping and doing shopping, or as mentioned above, shopping for the wants and shopping for the needs, is that the first one tends to be more entertaining while the second one is predictable and ordinary, and it has to be done [73]. Shopping for the wants can only be considered if shopping for the needs has been satisfied [72].

Yet, shopping shouldn't be considered only as an activity which only involves the purchase of products and economic exchange. in addition, shopping is also a social activity which involves interaction between people while browsing, looking and consuming the environment of various purpose-built 'consumption spaces'[74] .

3.2.2 Shopping as a social activity

Shopping is a human activity performed in a daily or weekly routine by almost everyone in the society. While doing shopping people interact with each other, and as mentioned above, it is true to say that shopping is more than buying and selling.

Baudrillard (cited in Gurun [72]) states that shopping and consumption are considered as modes of socialization which evolved together with the rise of new productive forces and the monopolistic restructuring of a high-output economic system [75].

Nowadays, the shopping places are the areas in which the desires and identities of the consumers are created. In addition to what Baudrillard stated above, Livingstone and Lunt [76] add that the consumer's choice, must not be understood as the individual shopper satisfying a need, but as a mode of involvement with the organization of goods.

Shopping is a social activity that connects the world of production and ownership with the world of consumption. Besides the fact that shopping is considered as a medium for the 'circulation of goods', it is also a way where people show their 'public expression of consumption' at the point of sale [76]. For this reason, shopping (consumption) as Bordieu [77] points out, offers products and services which involve symbols, ideas and values that are used as means of distinguishing different social groups from each other.

To sum up, shopping is both an economic and social activity. It is economic because it involves the exchange of the product itself with money (economic tool). Shopping is considered as a socially interactive activity because it provides an arena that allows communication and social interaction among people. Even though it distinguishes one social group from another, often through resource-related inequalities, it also provides an arena where consumers can feel they belong to something, be it a particular fashion code or a shoppers' community [65].

3.3 When did shopping evolve?

Retailing, or as it is called in the common language 'shopping' is as old as the mankind and it has been going through evolutionary processes and transformations since the prehistoric times. People began to trade by the time that they were able to communicate.

Obviously, the level of trade in the prehistoric times was primitive compared to trade nowadays. Shopping in the prehistoric times was carried through the barter systems which were used to exchange goods (camels, sheep, cows) and services with each other. Long-distance trade began around 150,000 years ago [78]. The earliest retailing activities used to happen in the spaces where meeting and gathering took place [7].

3.3.1 Shopping in Antiquity

In the Stone Age a lot of people began to exchange obsidian and flint with other products. In the Neolithic period or known as 'the new Stone Age' obsidian tools started to be traded for items such as Syrian flint and Mediterranean Sea shells. Evidences regarding the trade and retail during this period are taken from Çatalhöyük which is a Neolithic period settlement in southern Anatolia [79].

To explain the trading system and the urbanization process that took place in the Neolithic Ages (10,000 B.C), Jane Jacobs developed a new theory, called New Obsidian Theory. She used Çatalhöyük as her model city and she named it as New Obsidian. The obsidian trade, according to Jacobs [80], exposed the New Obsidian city and the entire city was a functioning market place.

In addition, as Gruen [81] quoted from Lewis Mumford's book The City in History, the exchange of goods is one of the primary purposes for the foundation and functioning of cities. Trade is therefore one of the reasons that lead people interact with each other.

Although it is assumed that trade began in the Neolithic period; the earliest figurative presentation of the marketplace (Figure 3.1) are seen in the Egyptian drawings dating from 500 B.C. However, there does not exist a certain evidence to show where and how people in this area performed their trading activities [7].

The Lydians, were an Iron Age Kingdom which was located in the West Asia Minor (nowadays Turkish provinces of Manisa and Izmir). They were the first to introduce the use of gold and silver coins (Figure 3.2).

This has been a milestone in the economic history of the world. Different from the barting system, the Lydians started exchanging products with coins.

Figure 3.1: Market at Thebes. Source: Adapted from: [3]

Figure 3.2: Lydian Coin. Source: Adapted from: [4]

In the ancient Greece the exchange of goods and services was done in fair areas or marketplaces. Because of the lack of developed transport systems, people would prefer shopping in nearby market areas. Due to lack of technology in the stalls where the products used to be kept, the consumers had to inspect the goods carefully before purchasing [82].

Shopping in Ancient Rome in the 8th century BC became more organized. Romans used to write shopping lists before going shopping [83]. In the Roman world, the central market primarily served the local peasantry [7].

3.3.2 Middle Ages (500 to 1500 AD)

According to archaeological evidence, during the early Middle Ages, British people used to sustain their needs through farming instead of shopping [84]. But, in the late Middle Ages, shopping started to be more frequent as people started to consume durable and luxury goods [85]. For the most part, shopping was seen as a chore rather than a pleasure [7].

3.3.3 Early modern period

Shopping for pleasure is closely related to the emergence of middle class in Europe in the 17th and 18th centuries. In the 17th century, with the improvement of the living conditions, consumers from a wide range of social backgrounds began to buy goods other than basic needs [7]. Among the important changes in this period was the new status of goods as status symbols [9].

3.3.4 Mid-modern period

As the 18th-century progressed, a wide variety of goods and manufactures were steadily made available for the urban middle and upper classes. This growth in consumption led to the rise of 'shopping' - a proliferation of retail shops selling particular goods and the acceptance of shopping as a cultural activity in its own right. Specific streets and districts became devoted to retail [86].

3.3.5 Contemporary period

In the early 1900s, the biggest breakthrough in technology came with Frank Woolworth's innovation of taking products from behind the counter and displaying them on the shelves, so people could both touch and feel them, much like they do nowadays. Thanks to this self-service model, shoppers didn't need to constantly ask for an associate's help. This fundamentally changed retail as customers became more involved in the process [87].

In the second half of the 19th-century, there was a structural change on the retail cells (shops). They were transformed from 'single-functioned' selling one type of good, to the department store where a large variety of goods were sold [87] [88]. As economic growth, fueled by the Industrial Revolution at the turn of the 19th-century, steadily expanded, the affluent bourgeois middle-class grew in size and wealth. This urbanized social group was the catalyst for the emergence of the retail revolution of the period [88].

Nowadays, shopping is currently being affected by the trends of technology which are shaping the 'shopping patterns' of the consumers. The advance of e-commerce has shaped today's retail landscape. Now there are no more international borders for shopping [89].

Through e-commerce shopping has become a worldwide phenomenon which can be done directly from home [90]. What's more, today's shoppers are all happy to use shopping as a form of entertainment. For today's consumers, shopping is more of a leisure activity which they really enjoy.

3.4 Why do we shop?

To answer this question, our fast-thinking abilities lead us to the answer, "because we need to buy ...". This answer is very'product-oriented' because it only considers the products that people can buy. It implicitly assumes that people do the shopping because they need to buy things. Several studies have investigated consumer shopping motives and reasons for shopping.

Stone [91] classified the shoppers based on their shopping motives, and he developed the earliest shopper typology. He identified four shopper groups: the "economic shopper," the "personalizing shopper," the "ethical shopper" and the "apathetic shopper." The economic shopper gives importance to price, quality, and variety of products — the "apathetic shopper" shops out of necessity. The "ethical shopper" employs moral principles in the choice of stores, and the "personalizing shopper" looks for personal relationships in the context of shopping. Shopping motives define the types of shoppers. We can say that, based on what the shoppers look for during their shopping experience, as above mentioned we can say that their motives are either economical or more social and recreational oriented.

Bellenger, Robertson, and Greenberg [92] also relate shopping to both **recreational** and **economic** motives. According to them the shopping for recreational reasons seeks a recreational experience and gains satisfaction beyond that experienced by the actual products and services purchased.

Babin, Darden, and Griffin [93] have a similar point of view towards shopping motives. According to them, the shopping motives are divided into two: **utilitarian motives** which are directed toward *satisfying a functional or economic need*, and **hedonic shopping motives** that are *recreation, pleasure, and simulation-oriented.*

Arnold and Reynolds [94] studied the shopping motives from the **hedonic point of view**. Adventure, gratification, role, value, social, and idea shopping are six hedonic shopping motivations that push the consumers to go shopping. According to them, consumers go shopping to obtain a multitude of experiences such as excitement, and the ability to have a pleasant experience filled with sounds, sights, and smells.

Kim [95] referred to the work of Arnold and Reynolds [94], and he analyzed hedonic and utilitarian shopping motivations among inner-city and non-inner-city shoppers. However, in addition to the six hedonic motivations, he grouped utilitarian motives into two sub-dimensions: "efficiency" and "achievement." According to Kim [95], consumers nowadays take into consideration the time they spend during shopping while calculating its efficiency.

Based on Kim [95], El-Adly and Eid [96] studied both the hedonic and utilitarian motives. Among hedonic and utilitarian motives, they included: self-gratification, social interaction, spatial convenience, transaction convenience, and time convenience.

One of the most important studies about shopping motives is that conducted by Tauber [70]. Tauber's [70] seminal work discusses the fundamental reasons why we shop, and he argues in his work that the psycho-social needs seem to motivate the consumer much more to do shopping than the needs of the products purchased [97].

According to Tauber [70], shopping motives are categorized as personal and social motives. Personal motives include role-playing, diversion, self-gratification, learning about new trends, physical activity, and sensory stimulation. Social motives for shopping involve social experiences outside the home, communication with others having a similar interest, peer group attraction, and status and authority.

3.4.1 Personal motives

Performing a culturally prescribed role

According to Tauber [70] people do/go shopping because they need to perform a culturally prescribed role. In the societies we live, many of the activities that we perform during our lives are either learned behaviors or accepted as part of a particular role (female, male) in society. A person agrees with these behaviors as "required" and is willing to perform them. For instance, shopping for grocery is a purchasing activity which is usually done by females.

Diversion from daily routine

Another personal motive why people do/go shopping is the diversion from daily routine. Shopping is an activity which offers the opportunity to divert from the daily routine and is thus a form of recreation. For example, it can provide free family entertainment without the need for formal clothing or pre-planning. Shopping centers encourage the phenomenon of "browsing" and "strolling" through movement-generating activities and exhibitions. According to Tauber [70], these activities make shopping appealing for people of different age groups, genders and areas of interest.

Providing self-gratification

Sometimes, different emotional states or moods may be relevant to explain why somebody goes shopping. For instance, if a person is feeling bored or lonely, he/she might go to a store in search of diversion and social contact. Likewise, when a person is feeling sad and depressed, he/she might go to a store and buy "something nice" to feel better. Edwards[98] states that some people try to alleviate depression mostly by spending money on themselves. In such cases, the shopping motives are both buying certain products and at the same time enjoying the buying process as a whole [99] [100].

Keeping up-to-date with the latest trends

The desire to keep up to date with the latest fashions and trends makes people visit the stores of different brands. Rich and Portis conducted research on shopping reasons among U.S. store-shoppers, and 30% said that they enjoyed shopping because it allows them to see new items and also get new ideas [101]. The shopping motive, in this case, is not to purchase the product itself. However, this type of shoppers is more likely to buy new items for each product category they are interested in.

Obtaining physical exercise

Shopping can provide a significant amount of exercise for people. As a matter of fact, some shoppers welcome the opportunity to walk inside the shopping centers designed with internal paths and corridors [101].

3.4.2 Social motives

Social experiences outside the home

The marketplace has traditionally been an alternative for social activities. In the case of some underdeveloped countries, the market is still used by the inhabitants as a place for gathering with friends and acquaintances. "Market days," "county fairs," and "town squares" in many parts of the United States are still considered as alternatives which offer a place for social interaction [102].

Also, some people prefer to go shopping if they want to meet new people and socialize outside of the house. Some shopping trips may result in direct encounters with friends (e.g., neighborhood women at a supermarket); on others, the social contact may be more indirect, as exemplified by the pastime of "people watching."

Communication with others having a similar interest

People tend to approach and communicate with people that share similar or the same interests with them. People's hobbies are centered around products or services, such as reading books, drinking coffee, sports, and so on. Tauber [70] states that stores that offer hobby-related goods serve as a focal point for people with similar interests to interact. People like to talk and ask for an opinion from others about their interests, and sales personnel are frequently engaged in the process by providing additional information regarding the product.

Seeking for attention and status

Differently from some other activities where the customer has to pay for the 'consultancy' or service, during shopping the consumer gets attention and respect by the retailers without having to pay for it. In this way, the customers get a feeling of status and power. Therefore, shopping as a process in overall can be more enjoyable than just buying the product. In some cases, the customers don't decide immediately to purchase a particular product because they enjoy the feeling and they know that the attention they are receiving will end once they buy the product [102].

Pleasure of bargaining

Nowadays, many shoppers believe that price negotiation during shopping is a degrading activity and it indirectly shows that the person is 'cheap'. However, some other shoppers enjoy it because they think that certain products or services can be bought and received under a more decent price through bargaining [103].

If shopping as a process were fed only by the buying motive, the decision to shop would happen only when a person strongly needs certain goods. Therefore, he/she would be willing to spend an amount of time, money, and effort to visit a retail area. However, Tauber [70] suggests that a person may also go shopping for personal or social reasons such as; when she/he needs attention, wishes to meet people who share similar interests, feels like needs a walk, or has extra leisure time. The ongoing discussion on this issue indicates that a person experiences a need and recognizes that shopping activities may satisfy that need. Retailers often observe that sometimes consumers see shopping not only as an activity for the sake of buying but also as an activity to socialize and feel better.

3.5 What are the main types of shopping?

Shopping as an activity is conducted to satisfy particular 'needs' and 'wants.' Shopping for needs is a type of shopping which is associated with the need to survive, such as purchasing food. This type of shopping happens regularly; on a daily or a weekly basis. The items that are on the list of this type of shopping need to be purchased as they profoundly affect the quality of life. Shopping for 'needs' and shopping for 'wants are both two types of shopping which are time-dependent. People generally tend to do the shopping for the needs in a frequency of a daily or weekly basis. Therefore, after some moment in time, an individual activates the decision to go shopping if the need arises. Shopping for needs is not considered as a pleasant activity to do.

Instead, it is just a part of the routine.

On the contrary, shopping for wants is more pleasant and more entertaining. Shopping for wants is based on emotions and other inner motives such as the desire of pleasure to enjoy the shopping experience under comfortable conditions. Shopping for wants is less frequent, and it is not pre-planned. This type of shopping happens only after shopping for needs is complete [72].

3.6 Where do we go/do shopping?

Shopping is an activity which can be performed on different places of different scales. With the development of technology, shopping can be performed both in virtual and physical environments.

3.6.1 Shopping in the physical environment

Shopping in the physical environment means that the process of shopping is done directly from the store. The customer has a direct interaction with the sales staff. These shopping areas come in different forms and different sizes.

Neighborhood shopping areas

Neighborhood retailing differs from other types of retailers because the neighborhood retailers sell essential goods and services to the residential area they are located in. These types of areas are of a size big enough to satisfy the needs of the neighborhood that they belong to. Neighborhood retailing is also seen as a way of socialization with other customers [104].

Shopping centers

Shopping centers are enclosed, large and modern commercial and entertainment zones which can be found in many cities. Shopping centers are located in different areas of the cities such as in central business districts (CBD), or suburb areas. Inside the shopping centers, there are numerous collections of stores which offer products and services of different kinds for different age groups, economic levels and interests

[105]. Most people choose to go/do shopping in centers because there they can buy the products they need/want and benefit from the entertainment opportunities at the same time.

Stores

Stores are the smallest physical retail unit nowadays. Based on the type of products that they sell they are divided into multiple categories. Different stores provide different brands and based on the quality of the products and prices they serve to different economic groups in society. Stores are usually classified by target demographics as cheap or expensive based on the disposable income of the shopper [106]. Other types of stores such as supermarkets, hypermarkets, and department stores sell a wide variety of products of different brands.

Neighborhood shopping areas, shopping centers and stores represent a physical shopping environment where people can go and buy certain products in person. However, in the physical retail environments sellers tend to use methods like event marketing and window shopping to advertise their products as well as to attract the customers.

Event marketing

Event marketing is a shopping method which allows people to purchase different products. Event marketing takes place during social events where certain products are displayed to the participants and then sold to them before the event ends [107].

Window shopping

Window shopping advertises the products by displaying them in the shop window where people can look at them even without buying anything [108]. Town squares, flea markets, bazaars, and shopping centers are the most typical examples of what is called window shopping. They serve large areas and not necessarily a single neighborhood. Based on their size, sometimes they provide products and services for the entire city.

3.6.2 Shopping in the virtual environment

The way people shop has changed significantly in the since the beginning of the 1990s. Besides shopping in physical stores, consumers nowadays have the opportunity to shop via the Internet with the help of information and communication technologies (ICT). This new type of shopping mode, which is familiar among consumers through names such as e-shopping, online shopping, network shopping or internet shopping seems to significantly impact the everyday lives of individuals [109, 110].

Online shopping

Shopping in the virtual environment or as it is differently known as online shopping is widespread nowadays. E-commerce makes shopping from home easier for customers. Consumers prefer shopping from their homes to save time, as well as reducing the transportation costs they would have by traveling to a store or shopping center. Online shopping has completely redefined how people make their purchasing decisions; the internet provides access to a lot of information about a specific product that can be viewed, evaluated and compared at any time [111].

Regardless of the form and type, since 1960s shopping centers have gained a significant role in the retail sector [112, 113]. Shopping centers have become one of the focal points for community entertainment. They also contribute to the social and economic environment of a city. In any economy, centers are of great importance to customers and retail trade; they are also an important part of urban development [110].

3.7 The definition of the shopping center

It is not easy to give one precise definition to the shopping center because there exist a variety of shopping centers, in different locations, holding different characteristics. Though, in this chapter, there will be presented only a few of the most widely known shopping center definitions.

At first, I will present the shopping center definitions of the two most recognized organizations in the industry, namely the International Council of Shopping Centers and Urban Land Institute.

According to the International Council of Shopping Centers (ICSC), the shopping center is " a group of retail and other commercial establishments which are planned, developed, owned and managed as a single property, with on-site parking provided" [114].

The size and orientation of the center are generally determined by the market characteristics of the commercial area served by the shopping center. According to ICSC, indoor centers, open-air centers, and hybrid centers are three of the main physical configurations of these retail structures.

On the other hand, the Urban Land Institute's (ULI), in 1947 gave a more general definition of the shopping center by stating that "a shopping center is a group of architecturally unified commercial establishments built on a well-developed and planned site. Factors like location, size, and type of shops that will serve the area of the location are taken into consideration before the construction of the unit. The unit provides on-site parking" [115].

The term and the concept of the 'shopping center,' has also been defined by several dictionaries. Cambridge Dictionary defines the shopping centers as a single large building or a group of buildings holding lots of stores and restaurants, usually with space outside for parking.

Also, people of various countries name the shopping centers based on their cultural backgrounds and also characteristics of the structure itself. In Gulf countries and USA, the shopping center is differently known as 'the mall.' However, people from Europe and Australia use the term 'Shopping Centre' more frequently [116].

Shopping centers offer opportunities for indoor and outdoor parking, and they are generally located in areas close to major traffic arterial. Regardless of their structure, shopping centers are easily accessible because they are connected to the surrounding areas through a few pedestrian paths [116].

As mentioned before, shopping centers are structures which are used for both retail and recreational purposes. They try to offer a large number of services under the same roof. As shown below, in figure 3.3, the services are organized and distributed on different floors based on the need for them and the convenience. In almost all the shopping centers, there are washrooms on every floor, and the places that serve food are likely to be located close to each other, or in a food court.

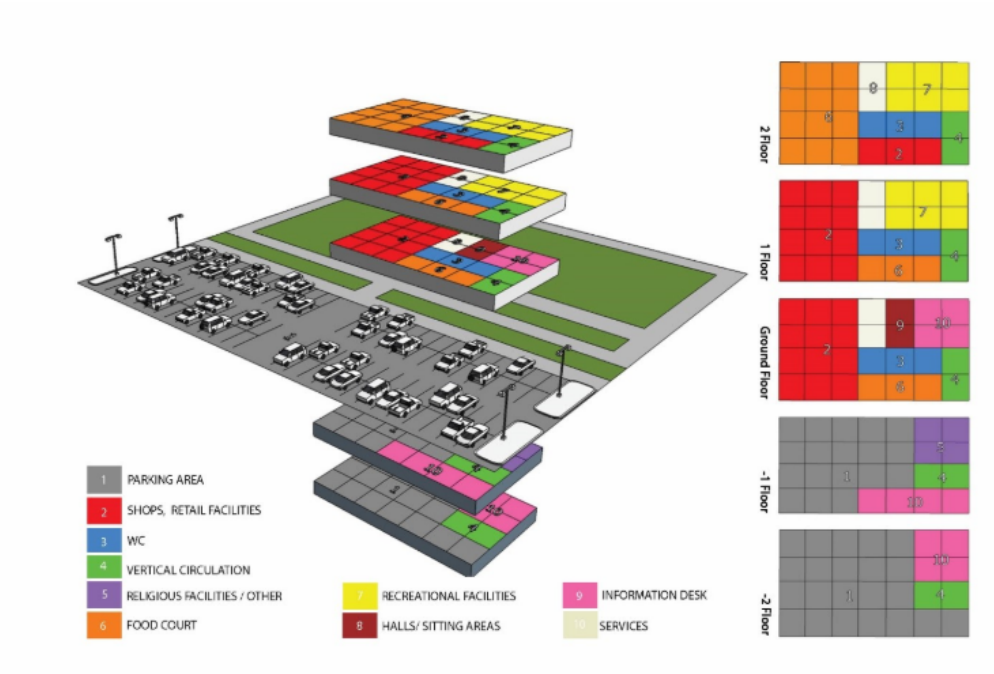

Figure 3.3: Distribution of services in a shopping center.

From a sociological point of view, the ‘shopping center’ is known to be a consumption-based social space. In a shopping center, many actors are involved in different duties such as the management of the center, security personnel, owners of the stores, renters, salespersons, and the visitors of the center. All of them engage with each other by creating a network of social relations.

In addition to that, the shopping center is a retail structure located inside a city, with the claim of being ‘an alternative of the city center’ Similar to city centers, the shopping centers try to ‘host’ a few economic, recreational and cultural institutions, creating a compressed, minimized, and interiorized form of the city center [117, 73].

Today, residents of many cities around the world perform various activities within shopping centers such as shopping, working, meeting, eating, sitting, walking, paying their bills, going to movies, going to concerts, and exploring the shopping center's exhibition spaces.

3.8 Historical timeline of the evolution of the shopping centers

The shopping centers are considered as contemporary structures that are frequented by a wide range of public. However, the shopping center is not a recent invention. Initially, the shopping center was thought to be used as a network which would focus mostly to enable the individuals to go shopping, have a space for social interaction, and social collaboration [118].

According to the shopping center history provided by Consumer Reports in 1986 , shopping centers were born in California in the 1920s. At this time, the supermarkets would serve as a collector of the strip of smaller stores. The first enclosed shopping center was built in the suburbs of Minneapolis in 1956 [119]. It was designed and constructed to protect shoppers from harsh weather, crime, dirt, and trouble while doing shopping [14].

Regardless of the place, time and reason of its creation, the phenomenon of the development and increase in the number of shopping centers, was affected by the population migration and the increase in the use of the car. The number of shopping centers increased substantially in 1960. In the United States, 4,500 shopping centers accounted for 14% of total retail sales. Nevertheless, by 1975, the number of shopping centers increased to 16,400, and they accounted for 33% of entire retail activities [120].

By 1987, there was a total of 30000 shopping centers in the United States, and the number of sales conducted in them was more than 50% of the total sales (about 676 billion dollars) [121, 122].

Shopping centers hold an important place in the retail sector worldwide, and they are considered to be focal points of some cities in today's consumer culture. As mentioned before, they are not recent developments, and they have constantly been changing. With the changes in economy, environment, and society, the shopping centers also varied in their structures, their function, and their scale of service [123].

3.9 Shopping in the Ancient Times (8th century BC - 6th century AD)

As mentioned in the previous chapter, shopping has been existing since ancient times. According to historical evidence, it's right to say that as the shopping process evolved, the retail formats structure, function, and also the way they were named has also changed.

3.9.1 Greek Agora

The Greek Agora is one of the retail spaces that was used for retail purposes in ancient Greece. Agora was an open 'assembly site.' Mumford [124] states that Agora was an open-air marketplace. It was located inside a city, and the merchants and artisans had their shops where they made and sold their goods [124, 125] .

According to Rubenstein [5], Agora has been the genesis of modern urban space. Public buildings surrounded it, and it was located on the intersection of the main roads (Figure 3.4).

The earliest trading activities used to happen close to the city center, thus establishing an integrated relationship between trading and the city centers [7, 5].

Still, in the Greek Agora, the shops were not permanent and defined spaces. According to Mumford [124], the Greek cities did not develop in a planned and organized way. He explains that, at first, the Greek cities developed in a spontaneous, organic fashion, lacked coherent street systems, and contained 'only the beginnings of arcaded public promenades' [124].

But later, starting in the sixth century B.C., new Greek cities emerged. They were built based on a systematic plan, called gridiron, with standardized blocks and long wide avenues. Agora, which was a focal point of the ancient Greek cities, was a rectangular shaped space surrounded by colonnaded streets.

Agora can be considered as **'the ancestor'** of the Roman forum and eastern bazaar.

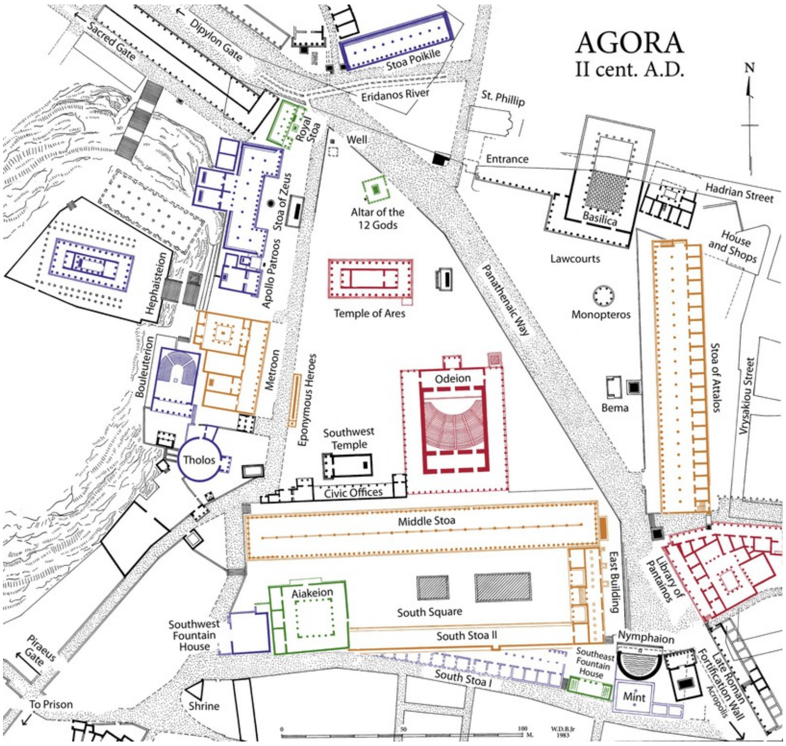

Figure 3.4: Plan of the Agora, A.D. 150. Source: Adapted from: [5]

The Roman forum and Eastern Bazaar were very similar to the Greek Agora in terms of planning, and functions. Agora, Roman forum and the bazaar are significant architectural and urban retail typologies which contained passages; they all developed to accommodate production, exchange and distribution of goods in different civilizations (starting from Greek and Roman antiquity to the Byzantine Empire and Arab conquest and finally to the Ottoman Empire) [126, 127, 128].

3.9.2 Forum and Trajan's Market

In Ancient Rome, the Roman Forum was known as the core of an ancient city [7]. The Merriam-Webster Dictionary defines the Forum as "the market place or public place of an ancient Roman city, the center of business and judicial matters and a place of assembly for the people" [129].

During the Roman period, the major cities were very similar to the Greek Agora. In these cities, the open spaces were used as the center of civic life; they were surrounded by state buildings, temples, and basilicas. Shopping was an activity that used to take place in both, inside the buildings and outdoors in the space of the forum [7]. The Roman Forum was located between basilica and capitol (Figure 3.5).

It had the shape of a rectangular courtyard, and it was surrounded by shops. People in ancient Rome implemented and repeated the same plan throughout the Empire [6].

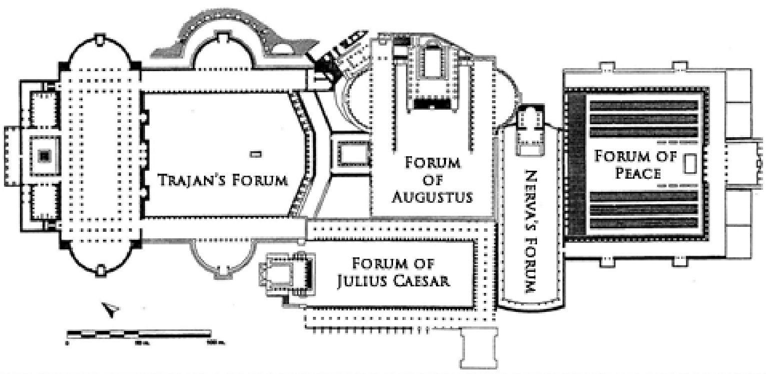

Figure 3.5: Forum and Trajan's Market. Source: Adapted from: [6]

Trajan's Market is considered to be a milestone in the evolution of shopping places (Figure 3.6). Trajan's Market not only was used for commercial purposes but, also it offered opportunities for people to engage in social activities. Trajan's Market brought a new perspective on the purpose of use and construction of the shopping areas in Ancient Rome [78].

The Trajan Market was a one-floor structure in the beginning. However, several floors were added on top of it during the Middle Ages. As mentioned above, Trajan's Forum was serving for commercial and social purposes; therefore, the interior arrangements were designed accordingly.

The Trajan Market was one of the first structures that had defined shops which were mostly undercover and arranged on several levels [7]. According to Pevsner [130], Trajan's Forum used to have about 150 shops distributed on different levels. Offices were located in the upper levels of the structure, while in the lower levels shops which sold oil, wines, seafood, and groceries were found.

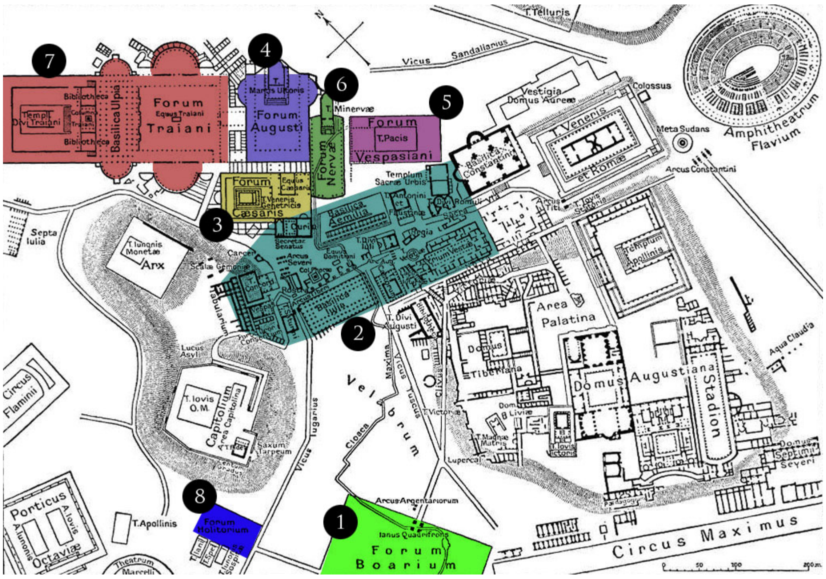

Figure 3.6: Location of Forums and Trajan's Market. Source: Adapted from: [6]

3.10 Middle Ages (5th century – 15th century)

With the collapse of the Western Roman Empire in the 5th century, Western Europe drifted into 500 years or so of Dark Ages. The large-scale retail environment of the Roman Forum did not arose until many centuries later. However, trading never ceased, and bartering became the basis for the exchange of goods.

Following the Dark Ages, the Middle Ages witnessed the first sustained urbanization of northern and western Europe. As a result, socio-economic life in towns began to blossom again. Towns, alongside the castles and abbeys, eventually broadening and developing into trading centers [7].

3.11 Medieval (15th century) - 19th Century

3.11.1 Medieval Market and Town Hall

The market and city halls were the heart of the city's business and trading activity. They were located in the city center, close to the market square. The early town halls and markets were used for two main purposes: the first floor was used for administrative purposes whereas the ground floor served as a market extension.

The first defined shop spaces in North Europe were first observed in the medieval market. They were located on the ground floor of the market space, and they used to face outwards (the street, customer's path) (Figure 3.7). The style of the shops facing outwards was the first step in the creation of the shop-lined streets throughout Europe in the following centuries [7].

Figure 3.7: Two-storey medieval market hall with open trading floor. Source: Adapted from: [7]

The Ring in Breslau which nowadays is known as the Wroclaw in Poland, is a perfect example of a combined market and town hall offering a collection of defined shops (Figure 3.8).

However, the market buildings across Europe stopped being combined with town halls by the 16th century. Instead, market halls were built as large linear structures with defined shops inside [7].

3.11.2 Eastern Bazaar

The bazaar emerged as a result of constant commercial activity in the Middle East. The bazaar was located in the most important trade routes. They were not only used as retail and trade structures, but they were also considered to be the cities' social, religious, and financial centers [131].

An Eastern Bazaar was a permanent market place or shopping street used by people

Figure 3.8: Wroclaw (Poland) town hall and market buildings. Source: Adapted from: [7]

to exchange or sell goods and services. The bazaar is the 'ancestor' of the modern supermarket from ancient civilizations [132]. Even though it is an ancient form of retail space, it still holds an important place in contemporary cities around the world. The Bazaar has had a significant influence on the economic development of the cities.

Figure 3.9: Grand Bazaar, Istanbul. Source: Adapted from: [8]

Today, the traditional type of bazaar is still alive, and it is considered as a cultural heritage. The bazaar was in the form of a covered street in small towns, whereas in large cities, its length could reach kilometers of passages. The eastern bazaar had different sections, each of which was specialized in a particular trade or activity such as carpet sellers, artisans, shoemakers, and souvenir makers.

One of the world's most known eastern bazaar examples is Istanbul's Kapalıçarsı (Grand Bazaar) (Figure 3.9). Another significant detail in the evolution of Eastern bazaars, which makes it different from the European market and town halls, is that, in general, the bazaars looked inward with the shops facing a covered street or interior space, while the European market and town halls generally arranged the shops facing out to the squares and streets [7].

3.11.3 Exchange Buildings

After the town hall and market place, 'the exchange' was a new type of trading building which appeared in late 16th century Europe. The exchanges combined various activities, with open stands selling first floor goods and ground floor commodity stalls [7].

The world's first building, which was used for stock and trade exchange, was established in Belgium. Morrison [9] states that in the early to mid-sixteenth centuries, Antwerp was the main trading center in Northern Europe (Figure 3.10).

Figure 3.10: Antwerp Stock Exchange, Belgium. Source: Adapted from: [9]

According to Morrison [9] by the late 16th century, the development of Exchange buildings also introduced the concept of shopping for pleasure. Shopping as a pastime, which was something different from straightforward buying was first nurtured in the galleries of the Royal Exchange. This was another important milestone in trade and consumption history. [9].

3.11.4 Shopping Street

Lowe and Wrigly [133] defined the street as a form of the' consumption landscape.' As a result of the rise of the bourgeoisie in Europe in the 18th century, the streets started to be used as a place for retail activity . With the Industrial Revolution, the market places in cities were spatially insufficient for the evolving trade activities.

Therefore, the central streets of cities started to be used for retail and socializing purposes. The streets were lined with shops, pubs, and cafes. Though, the shops were not located randomly within a street; they were organized and located based on their type such as Bread Street, Milk Street, etc. [7]. The shopping streets first rose in Italy in the 16th century, and then they were spread in northern Europe in the 17th century [134].

The shopping streets are considered as the ancestors of the arcades, and they have had a significant place in their evolution [74]. Later on, with the separation of pedestrian from the vehicular traffic, the shopping street became a more comfortable and safe space for retail. All of this transformation has led to the development of our modern shopping centers and pedestrian malls [5].

3.11.5 Market Building and Fair

Great markets and fairs were held across Europe, Asia, and Africa as areas for combining shopping with other entertaining activities. The market name comes from the Anglo-Saxon word' chepping' or' chipping,' which has become the' shopping' of modern times.

Chipping Norton in Oxfordshire is one of the towns where the market was first born [135]. The single-use medieval market halls and the exchange buildings of the 16th century are the pioneers of the 18th and 19th-century market buildings.

In major cities, bigger markets were built to meet the expanding population's need for goods [7]. In the 19th century, the market buildings contained collections of small shops. Later on, the market buildings were influenced by the grand exhibition buildings and took advantage of advances in iron and glass construction [7]. According to Morrison [9], the market buildings were the archetypes of the early 19th century arcades.

In the 18th century, the fair was a new building form which was similar to the market. The fair and the market contained collections of small shops. The Middle Ages' weekly farmers' market, annual country fair, and wholesale fairs developed into the larger fairs, which were gradually divided into specialty fairs (Figure 3.11) [136].

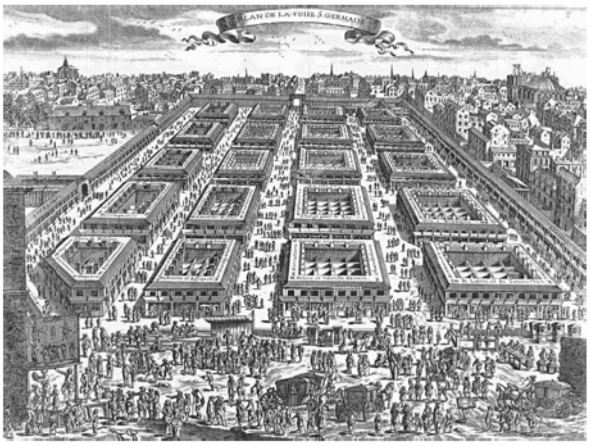

Figure 3.11: A 17th and 18th century fair. Source: Adapted from [7]

Morrison [9] also states that; as the importance of fairs as trading centers declined, their importance as entertainment venues increased. By the mid-nineteenth century, many of them became the traveling funfairs that still exist today.

3.12 First generation of planned shopping

Before the arcades, there was no area dedicated to retail services. The shops were either unplanned and developed organically in the centers of the towns or located into mixed-use buildings such as the town hall.

However, there were notable exceptions of retail areas which were entirely used for retail services such as the shops located in the Roman Forum and the Middle Eastern Bazaar [7]. Planned shop collections evolved together with new types of retail formats. They developed as single-use, independent buildings whose only function was shopping [137].

According to Geist [136], the capitalist methods of organizing retail and trade around the 18th century led to the construction of various forms of retail buildings, such as the arcade, the new shop, the bazaar, and later the department store.

3.12.1 Arcade

The shopping arcades are retail structures which first appeared in the 18th century. They originated from the exchange buildings and arcaded streets of classical Rome and Greece in the 16th and 17th century, and they were followed up by large, modern and multi-use shopping centers in the 20th century [137].

According to Geist [136], the arcade was primarily a pedestrian street, a space with a beginning and an end.

Mackeith [137] describes the arcade is as ‘a roofed-in gallery, an arched or covered passageway, usually with shops on either side.’ According to him, the arcade was very similar to the eastern bazaars [137]. Salvadori [138]points out similarly that the arcades were the first buildings with iron and glass roofs, and they were taken as a model for roofing markets, greenhouses, railway stations, etc.

The first European arcade structure was first built in Paris, France. The ‘Galeries de Bois’ was an arcade built in 1786, and it is known as the earliest European arcade (Figure 3.12) [12]. The arcade was first spread all over Europe and later all around the world [137].

One of the reasons why the arcade became very popular was because the street environment of major cities became more crowded and hostile due to the increased traffic and horse-drawn vehicles. However, the pedestrian paths inside the arcades were safer and away from congested roads. The pedestrian pathways inside the arcades encouraged the customers to visit the arcades [7].

The existence of the arcades was an essential milestone in the evolution of shopping places. The arcades[1] were the first planned retail buildings which quartered defined collection of shops [7]. Amendola [139] states that arcade not only played an im-

[1] A small retail outlet that focuses on selling a particular product range and associated items.

Figure 3.12: The first European arcade, Paris (1788). Source: Adapted from: [10]

portant role during the evolution of the retail areas but also it had a high impact on strengthening the people-shopping-town relationship. As a result, public life reached its peak, and people were willing to visit the arcades for retail and socializing purposes in the 19th century [136].

As mentioned above, the arcade served as a model for the later retail forms in the 20th century. In this period, city planners and developers began to design large enclosed shopping centers. By 1970, with the development of contemporary retail areas, the shopping arcade of the 19th century turned into a historic retail building [137]. According to Geist [136] (as cited in Koolhaas [12]), the arcade 'died' before World War I. Its construction was not allowed by any building authority during the 19th century.

3.12.2 Novelty Store (Magasin de Nouveaute), Bazaar and Department Store

The 'Magasin de Nouveaute' or as differently known, the novelty store, is an expanded version of the shops of the 18th century. The first novelty store was first opened in 1793 in Paris. Magasins de Nouveautes were selling expensive fabrics, fancy goods, shoes, and dresses [140].

The physical structure of the Novelty stores consists of many rooms spread across multiple floors [7]. The Novelty stores were on a small scale in the beginning, but later on, their structures were expanded due to the new architectural possibilities offered by iron [136]. They provided a wide range of goods, and a lot of people were employed.

The Magasin de Nouveaute, which flourished in 1824, is very important in the history of trade because it established one of the department store's fundamental trading principles: fixed commodity prices [7, 12].

3.12.2.1 The Bazaar stores

The bazaar stores of London were similar to the Novelty Stores that developed in Paris. They were selling a variety of goods, which were displayed in open stands. The English bazaar stores were located inside the multi-story bazaar building. The stores contained stalls which were rented out to retailers of different trades to display and sell their products.

Other than retailing, the English Bazaars were also used for recreational and entertainment purposes. Inside the bazaar building, there were picture indoor gardens and galleries which used to display a variety of expensive commodities [141].

By 1834, bazaar type stores were spread throughout the major English cities such as London, Manchester, Newcastle, and Liverpool. The bazaar stores in the English towns later turned into department stores. The main difference between the Magasins de Nouveautes, the bazaars, and the department store was that the department store continued to provide a wider variety of different types of goods for sale that was generally less expensive, consistently popular and widely acceptable [7].

3.12.2.2 Department stores

The department stores are a form of the retail areas which developed from the Magasins de Nouveautes of Paris and the Bazaar stores of London in the late 18th century [7].

Before the development of the department stores, the specialty store was the dominant form of retail areas. The department store is considered to be the precursor of the modern shopping center. According to Tamilia [142], the department store brought forth not only to the shopping center but also the modern skyscraper.

The Architecture of that period (18th and early 19th century) was significantly affected by the Industrial Revolution. The Industrial Revolution introduced the use of iron and glass in the history of retail architecture [143].

Besides the beautifying and aesthetical reasons, the need to provide and manage water, light, waste and the movement of large numbers of goods and people in such huge buildings forced engineers and architects to use new materials and equipment to design these retail buildings [142].

Many technological inventions were used during the construction of the department stores [12]. The movement throughout the floors in the department stores was first done with the help of the elevators, and later on, the escalators were introduced. Both of them were crucial highlights of the vertical movement in public buildings [7].

The earliest example of the modern department store is Bon Marché in France [138]. It offered a wide range of goods which were not only easily purchased by the privileged classes of the society but also social and economic classes of a lower level [130].

The fine and modern interior design of the department stores played a key role in attracting shoppers [12].

With the facilities and services that Bon Marché presented, shopping turned into a full-time preoccupation. Shoppers could spend their day in the department stores. Bon Marche could quickly provide them with particular areas and services if they needed a place to meet friends or arrange an appointment or spend some time with their families while shopping [144]. The department store not only provided many different functions and services, but it also introduced a new culture of consumption, which is very similar to the consumption culture of contemporary shopping centers.

According to Coleman [7], the trading principles of the department store have been adopted by most of the shopping centers of our time.

However, with the success of the shopping centers in the mid-20th century, the 'magic' of the department stores started to disappear. As a result, many department stores closed, but some others continued to survive by updating and modernizing their interior environments [7].

Still, the development and the decline of the department stores did not happen at the same time around the world. By the middle of the 20th century, while the shopping centers started to establish in the USA, the department store was a new concept in developing countries like Turkey. YKM, which was found in 1950 in Istanbul (Sultanhamam), was the pioneer of Turkey's department store. Even though at the beginning it was only a fabric shop, it later became a department store which got spread all over the country.

It is essential to emphasize the fact that the success of the first generation of planned shopping was not only because of the architectural and technical innovations due to the use of new materials, but it was also a result of increasing consumption and the new consumption culture.

During the first generation of planned shopping areas, architecture, and commerce were combined to bring a new perspective on the retail spaces [145].

3.13 Towards the contemporary shopping mall

The department stores had undergone many transformations before the introduction of shopping malls. Some of the department stores became a part of shopping centers, like chain stores and supermarkets. Some others ended up being small-sized pioneers, like strip malls. The planned shopping centers were either a single building or an organized group of physically separated retail stores with standard arrangements [146].

3.13.1 Chain store and supermarket

According to Pevsner, another development beyond the department store was the chain store [130].

Lancaster [147]states that chain stores had advantages over department stores. The difference between the chain stores and the department stores is that the chain stores benefited from centralized buying. Through centralized buying, the chain stores could easily manage and organize the retail process. This method of retail used by the chain stores was significantly affecting the success rate of the department stores. Before the chain store was born, each town had its collection of individual and unique shops [7]. However, seeing the success rate of the chain stores, some of the successful department stores transformed into chain stores over time.

A great example of the conversion of the department store into a chain store is the example of Marks and Spencer. Marks and Spencer began as a small stall at one of the London's Markets in 1884 and later it developed into a chain store with more than 885 stores in over 40 territories worldwide (Figure 3.13).

Figure 3.13: Marks and Spencer's 'Oxford Street Pantheon' branch. (Source: Adapted from [11])

One of the advantages that facilitated the chain store is the development of transportation systems such as the railways, and improvement of roads which allowed the easy distribution of goods from central warehouses to networks of stores [7].

Due to the developments in transportation routes, the industrialization of food processing and packaging, and the development of the refrigerator brought the growth and success of a new form of retail areas called the supermarket. According to Coleman [7], supermarkets started to apply many of the founding principles of the department store such as low margins, variety of products, and discount ranges.

Also, the supermarkets were located in areas which had easy access to highways and important transportation routes with parking opportunities. These two characteristics of the supermarkets were later on transferred to the suburban malls.

Nowadays, the supermarket provides self-service retailing, where the customer can check a variety of products and get the most efficient one. The supermarkets used to sell groceries and other food products, but nowadays they provide a wide range of commodities. Supermarkets can be located in both suburbs and city centers [130].

The self-service system started in a supermarket in Los Angeles in 1930 [130]. The concept of the supermarket was first born in the USA, and it, later on, it got spread in Europe.

King Kullen was the first supermarket which opened in 1930 [12] and operated under the slogan 'Pile it high. Sell it low.' Today, the chain of King Kullen supermarkets is made of 51 supermarket stores (Figure 3.14).

Figure 3.14: King Kullen supermarket. Source: Adapted from: [12]

Superstores and hypermarkets are larger versions of the supermarket which developed in England and other countries in Europe [7].

One of the pioneers of the supermarket chains that was established in Turkey in 1954 was Migros. The supermarkets and hypermarkets evolved rapidly in Turkey in the 1980s, and 1990's due to the government's Figure 4.10: Migros sales car in 1954 and Migros Ankamall, Ankara economic decisions [13, 148]. Nowadays Migros is still one of the biggest and best-known supermarket brands in Turkey (Figure 3.15).

Figure 3.15: Migros sales car and Migros Ankamall. Source: Adapted from: [13]

3.13.2 Strip malls and 'the first unified shopping center'

Modern 'car-friendly' strip malls (also called mini-mall or shopping plaza), are defined as a collection of several stores located in the same building that share a common parking lot, developed from the 1920s. The strip shopping center is often located at major intersections in a town or city and easily accessed by car. They differ from the larger shopping centers because they contain fewer stores which are arranged in a row.

The first unified shopping center, the forerunner to the suburban shopping center was the Country Club Plaza opened in 1922 near Kansas City in USA [12]. Country Club Plaza, Kansas was the first of the suburban shopping centres to be designed and built outside the urban centre and was planned to cater for people arriving by motor car with easy access and plenty of parking [149].

The Country Club Plaza was designed as part of a larger suburban subdivision, which was intended to be an alternative town center or miniature downtown for the new residents [14] Both the downtown and new stores moved into the Plaza, creating a place of style and fashion. The Plaza also incorporated a cinema and became the host of the Plaza Art Fair which is the Mid-West's premier art fair [7].

3.14 The beginning of shopping centers

The growth of the suburban shopping center came as an alternative retail area to the city center. It was built as a solution to the congested traffic and crowdedness of the city centers.

The number of suburban shopping centers increased with the change of economic and social conditions of the mid-20th century. The economic and social reasons responsible for the dramatic increase in the numbers of the suburban shopping centers were:

1. High rates of urban population growth

2. Limited space for expansion of the city center

3. Increase in car ownership rates

4. Congested city centers due to high traffic

5. Technological developments in the construction sector such as air conditioning, lighting and ventilation systems.

In this period, the ’suburban shopping center’ was a preferred destination to do shopping. By 1945 the number of suburban shopping centers reached 45 in US however it grew up to 2900 by 1958. According to these numbers, we can say that around 200 suburban shopping centers were constructed each year in USA during this period.

The inner-city areas and city centers of the American city of the 1950s were very congested due to high traffic. At this time, as a result of the increase in car ownership rates, the suburb areas of the cities were easily accessible by people. The suburbs were connected to the cities through networks of highways.

The highways around major cities linked the new suburban residential areas to other parts of the inner-city. With the construction of the highways, land was subdivided into pieces which were thought to be ideal locations for the construction of the new suburban shopping center. The suburban shopping center proliferated across different cities in US during the 1950s.

3.14.1 The open-air shopping centers

By the end of the World War II (1945), only the inner city was considered urban and the outer skirts of the cities had just started to gain importance [150]. During this period, a new type of retail area evolved in Seattle. The Northgate Shopping Center which opened in Seattle in 1950's was known to be the first open-air [12] center and it established the principle of arranging shops in both sides of a long linear pedestrianized walkway and it became a model for the other suburban shopping centers [7].

According to Crawford [14], the development of the development plans of shopping centers that focused in the 'magnet power of anchor stores' to attract customers increased the success rate of the suburban shopping centers. In the dumb-bell plan (figure 3.16), the large competing 'anchor'[2] stores are located at two of the ends working as 'magnets' spaced by stores spread all over the distance. The competing anchor stores can easily attract customers back and forth. The customer circulation within the shopping center is very beneficial for the anchor stores and for shopping center retailers which cannot attract the customers easily.

The earliest shopping center to obtain the dumb-bell plan was Shoppers' World, in 1951 in Massachusetts [12] (Figure 3.16).

The suburban shopping centers were seen as residential satellites to the cities. Next to the suburban shopping centers, new residential areas were built. The population of these residential areas would benefit from the services provided by the suburban shopping center. Victor Gruen is another important figure in the history of the shopping centers. He recognized the dumb-bell plan and he was the first to design the suburban open-air shopping center (Northland) in 1954 in Detroit.

The first suburban open-air shopping center was designed in the form of a cluster with shop located around the main department store [7]. Northland became a focal center in the city of Detroit as a result of the expanding residential development outwards from the center of Detroit.

The Northland center turned into an enclosed shopping center in 1974.

[2] a large and prestigious department store.

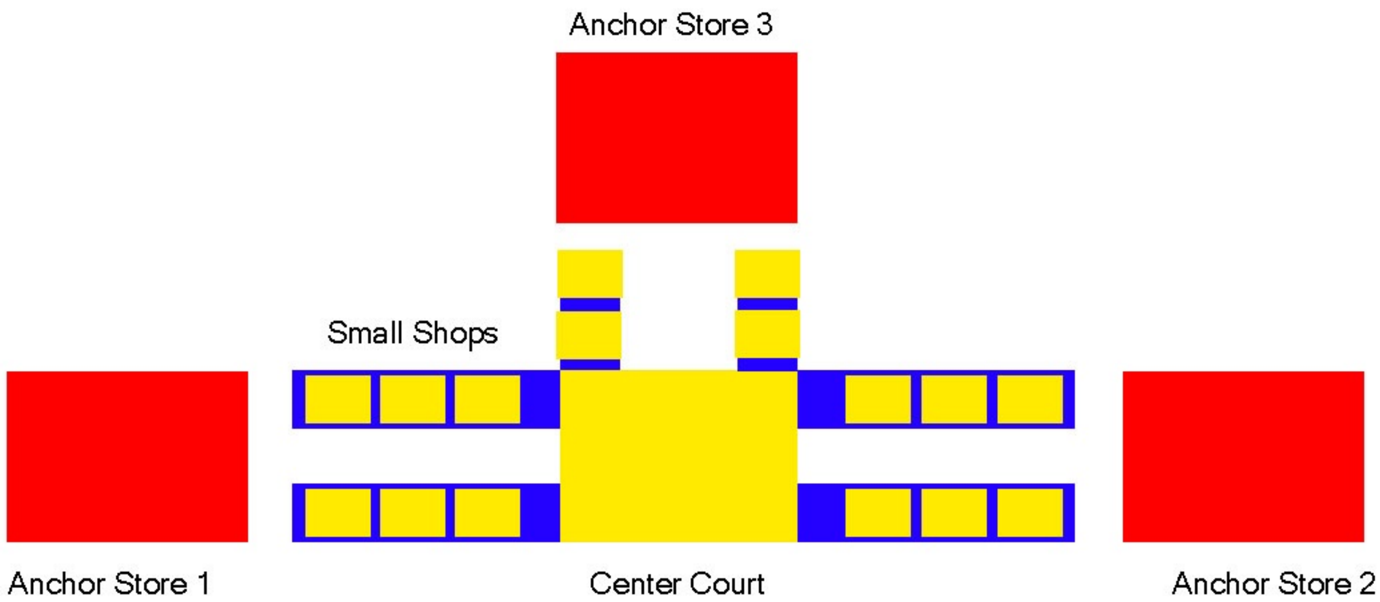

Figure 3.16: Arrangement of stores according to the Dumb-bell plan.

3.14.2 The enclosed shopping centers

About a half century ago, the enclosed suburban shopping center was first introduced in US by Victor Gruen.

There were two types of major shopping environments in US before the construction of the enclosed shopping center:

The traditional retail places,

The improvised shopping strips constructed along the highways of metropolitan areas [151].

Victor Gruen is widely known for the creation of the enclosed shopping center; however, his main purpose behind the creation of the enclosed shopping center was not merely shopping. Instead, he saw the shopping center as a tool towards his real ambition: He wanted to redefine the contemporary city.

Gruen wanted to recreate the urban vitality and colorfulness in areas away from the crowdedness, noise and dirt. According to Crawford [14], Gruen identified shopping as one among various human activities performed during the daily lives and he argues that the shopping centers would be more successful if the commercial activities were integrated with entertaining and other recreational activities. He believed that the shopping centers were a a compact version of the town centers.

The first fully enclosed and environmentally controlled shopping center was named the Southdale shopping center and it opened in Minneapolis in 1956 (Figure 3.17) [12].

The Southdale center was the largest center of that time. It provided interior pedestrian access to the shops located in both of its floors [7].

Gruen decorated the shopping center with various works of art, plants, lightning, and fountains to create a relaxing and entertaining atmosphere within the shopping center. The Southdale structure is still taken as an example by the contemporary designers and architects, and they pay significant attention to the interior spaces of the shopping centers [152]. Kocaili [151], claims that Gruen's idea of locating the retail real estate close to the settlement areas has become an inspiration in the creation of the mixed-use developments in today's cities.

Figure 3.17: The first environmentally controlled Centre, Southdale,USA (1956). Source: Adapted from: [14]

Crawford [14] states that the Southdale shopping center increased the role of the shopping center, which now was not only used for retail purposes but at the same time it was used as a social and community center. In the Southdale shopping center lots of social events such as concerts, shows, and balls took place. The enclosed shopping center provided new forms of public and civic life.

Eventually, the many regional and super-regional shopping centers around the world were influenced by the suburban shopping center.

In the early 1950's the suburban shopping centers were built according to the dumb-bell plan, cluster plan I-plan and T-plan. As mentioned before, the circulation linear pathways are very important in the dumb-bell plan as they connect two important anchor stores and integrate them with other random, small scale shops. On the other hand, the cluster plan's main principle is to bundle masses of shops into groups. In the cluster plan, there is no direct and linear pathway, to the contrary, the circulation happens between the gaps of the masses as a network of intersections. Nowadays, both the dumb-bell and cluster plan are applied into the construction of the temporary shopping centers [153].

3.15 General evaluation of historical evolution of shopping places

Shopping places have changed throughout the history due to various economic, social and also environmental reasons. In the ancient times people preferred to do shopping outdoors. However, due to unpredictable weather conditions, increase in the population and crowdedness, people preferred to do shopping in indoor retail areas. Indoor retail areas such as the bazaar, the arcade, and the shopping center all had greater control and greater autonomy from exterior conditions.

The integration of artificial shopping conditions such as air condition and lighting, made the retail areas pleasant and preferred places for shopping and other recreational activities [154].

All the transformations and innovations have made the evolution process of the retail areas very interesting.

Throughout the history, the shopping places have been defined as a public space which were used for both, trade and communication. Agora and the open market places in the ancient times, were a good example of this.

Agora was considered as an assembly place, and it was used for retail and socializing. Romans updated the 'idea of Agora' and created the Roman Forum which was a better-defined open area. In addition, to the Roman Forum, in the ancient Rome, the Trajan's Market was created. The importance of the Trajan's Market is because it contained the first collections of defined shops in a shared-use building. In this period, shopping was an activity which was performed indoors. Other retail areas such as the medieval market hall, the Eastern bazaar and the exchange were developed between the 15th and 19th century.

In the 16th century the arcade was a new area for retail activities which was developed and influenced by the Greek and Roman arcaded streets.

With the fall of the arcade, a new generation of planned shopping buildings started. Among these buildings we can mention the Novelty Store (the Magasin de Nouveaute), the Bazaar Stores and the Department Store. Due to the change in consumption culture, shopping experience gained a new meaning. The architectural and technological innovations such as the usage of iron and glass material, the integration of elevators, escalators and air conditioning systems highly affected the overall shopping experience.

Another development that highly affected the shopping experience was also the increasing car ownership. The car ownership and the improvements in the transportation routes provided the customers with the opportunities of easy access. This made it easier for customers to travel longer distances to purchase certain goods and also spend some time in the shopping center facilities.

From the medieval times until the 19th century, most of the shopping places formats were developed in European cities. However, it is important to highlight the fact that the first suburban open air and enclosed shopping centers- which are considered to be the initiators of the contemporary shopping centers- were developed in the US cities.

The shopping center in the 21st century is considered to be a miniature "city under a roof". The modern developers have updated the shopping centers by offering places for entertainment, recreation and social interaction.

The developers and designers pay attention to designing and building energy-efficient shopping centers by using sustainable architecture techniques. Nowadays, the citizens and stakeholders are involved throughout the planning process of the shopping centers.

Besides the physical retail spaces, in the 21st century, customers got introduced to the virtual shopping process. The rise of virtual shopping has heavily affected the retail industry and the shopping centers [155]. The conceptual diagram in the figure 3.18 shows an overview of the evolution of the shopping centers throughout the history.

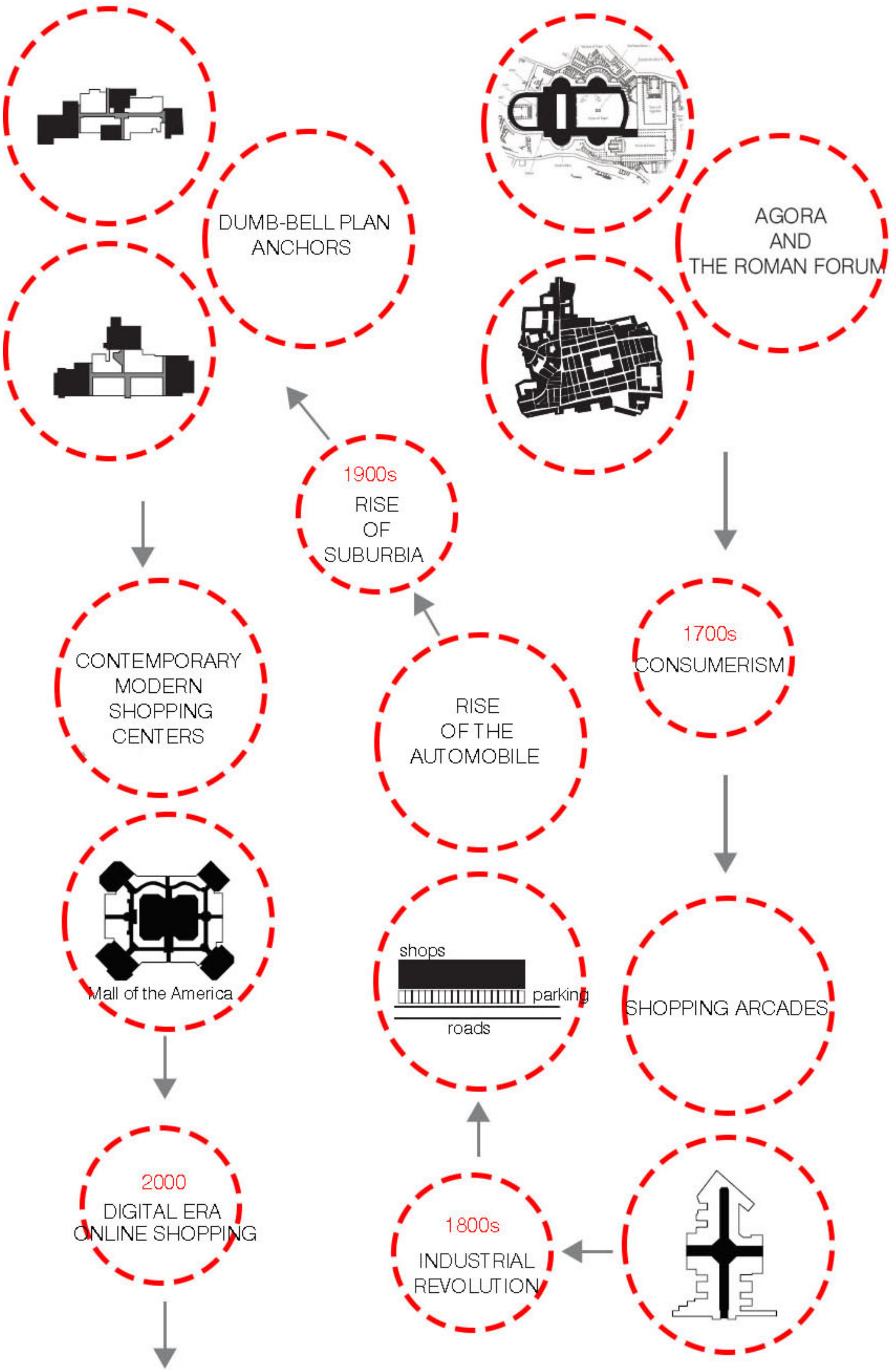

Figure 3.18: Evolution of the shopping centers throughout the history.

3.16 Types of shopping centers

Nowadays, there are a wide variety of shopping centers around the world. Different types of shopping centers have different characteristics because they are built to suit different types of consumers' tastes and needs. Based on their typology and their function, the shopping centers are classified into different groups. Hines (1983) classified shopping centers based on their scale of service and size into six categories: super-regional center, regional center, neighborhood center, community center, retail podium/plaza, hypermarket center.

One of the classical shopping center typologies is the six-type one developed by Dawson [156]. In his typology, characteristics of the center types like **total area, number of floors, control of tenant composition, optimal site, location, trading area and urban development of the location area** were taken into consideration. After considering these characteristics, Dawson [156] (as cited in Sikos et al., [19]) distinguishes six shopping center types:

1. **General-purpose, stand-alone shopping centers:**
   (a) Regional
   (b) Community
   (c) Neighborhood
2. General-purpose centers in traditional trade areas renovated centers:
   (a) Infill
   (b) Extension
   (c) Developed as Part of a City Center Restoration
3. Multi-use centers
4. Ancillary centers
5. Specialized centers
6. Focused centers

Another classification of the shopping centers is prepared by Guy [146], who classifies them into six types based on their appearance.

1. focused center or neighborhood center,
2. retail park,
3. shopping mall,
4. the regional shopping center,
5. factory outlet center,
6. specialized centers.

Factory outlet centers and specialized centers differ from the first four types of shopping centers because they do not have a large and prestigious department store (anchor tenant) to attract the customers.

The accepted classification defined by the International Council of Shopping Centers [71] is the most frequently used classification of shopping centers by industry [15, 157, 158].

The ICSC classifies the shopping centers in groups based on their architectural and design features. Nine types of shopping centers are defined within this classification:

1. The shopping mall / mall: indoors retail area with shopping streets and alleys controlled by air conditioning and lights.
   (a) Regional center: is larger than the shopping center and offers a wide range of products; A high proportion of the products and services are related to fashion and clothing. The attractiveness of the regional center lies behind the mix of anchor tenants and other fashion stores as well. Regional centers have an overall area between 400,000-800,000 square feet. According to DeLisle [15], one of the greatest regional shopping centers in the world is the Southgate center in Alberta, Canada. It has a 2-floor structure with an overall retail area of 840,986 square feet. It includes 4 anchor tenants

and a number of 160 stores and services (Figure 3.19).

Figure 3.19: Southgate Regional shopping center, Alberta, Canada. Source: Adapted from: [15]

(b) Super-regional center: very similar to the regional center; however, it is much bigger than the regional center. Therefore, it has more tenants, and the range and variety of the products offered in its stores are broader. Super-regional centers are often multi-story buildings. Super-regional centers have an overall area above 800,000 square feet. Woodfield is an example of the super-regional center. It has a 3-floor structure with an overall retail area of 2,150,557 square feet. It includes 8 anchor tenants and a number of 234 stores and services (Figure 3.20).

Figure 3.20: The Woodfield shopping center, Illinois. Source: Adapted from: [16]

2. Open-air center: In these types of shopping centers, there are store-strips which follow each other. Common parking areas are located in front of the stores. Most of the open-air centers are built in-L-, -U- and -Z- shapes. The open-air

centers are also known as strip centers.

(a) Neighborhood centers: types of shopping centers that provide the customers with the products required to meet the everyday needs. They are located close to the residential areas. A supermarket or a drug store is the anchor tenant in these types of retail facilities. Most of the time, the neighborhood centers are I-shaped. Neighborhood centers have an overall area between 30,000 - 125,000 square feet. Westar center is an example of the neighborhood center. It has a 1-floor structure with an overall retail area of 31,380 square feet. (Figure 3.21)

Figure 3.21: Neighborhood center, Washington DC, US. Source: Adapted from: [17]

(b) Community center: is a type of shopping center which provides a broad range of products for customers of different income levels. Community centers focus and give importance to fashion related services and products. In a community center there are various clothing brands. Community centers are similar to the neighborhood centers when it comes to the type of the anchor stores that they host but they differ from each other from the types of retailers. Community centers differently from the neighborhood centers host dominant and powerful retailers such as electronic, sport or clothing related. The community centers can be built in I-, L-, and U-shapes (Figure 3.22). These are among the most diverse types of shopping centers. The community centers have an overall retail area of 125,000- 400,000 square feet and around 15-40 anchor tenants [159].

(c) Power centers: are a type of shopping centers which are recognized for

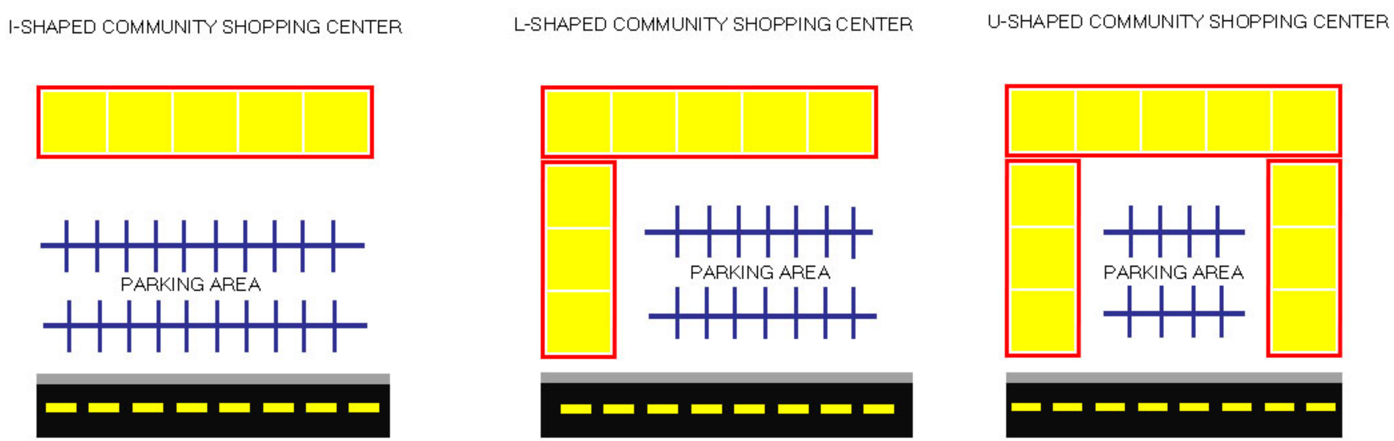

Figure 3.22: Shapes of community centers.

the number of the anchor tenants that they host. Some of the typical types of anchors located in the power centers are; the discount department stores, warehouse shops, and the retail chain stores (category-killer stores). Power centers have an area that varies between 250,000 - 600,000 square feet and hosts 3 or more anchor tenants at the same time. One of the examples of the power centers is Somerset power center in New Jersey, USA. It has a 2-floor structure with an overall retail area of 268,685 square feet, and it hosts four anchor tenants (Figure 3.23).

Figure 3.23: Somerset power center, New Jersey, US.

(d) Theme/festival centers: are a type of shopping centers that whose structure and architecture design have been developed based on the type of products and other retail services which they offer. Developers of theme/festival centers give importance to the design of the entertainment and recreational facilities in order to attract local residents as well as tourists. Theme/festival centers have an area that varies between 80,000- 250,000 square feet. An example of the theme/festival shopping center is Kanyon shopping center in Istanbul. It has a 4-floor structure with an overall retail area of 403,646 square feet, and it is home to 160 shops. (Figure 3.24).

(e) Outlet center: are a type of shopping centers which host mainly outlets stores of different brands and manufacturers. The outlet centers offer products of a variety of brands of different qualities in a lower price than the usual stores. Most of the time, the outlet centers do not have an anchor

Figure 3.24: Kanyon, Istanbul. Source: Adapted from: [18]

tenant as they provide a variety of products of different brands. Still, some outlet centers can have a higher attractive power compared to other outlet centers due to the discounted products of the brands that they host.

They usually do not have an anchor tenant, but some brand stores have a strong attractive power. Shape wise, the outlet centers can be seen mostly in a strip shape, however they can also come as an enclosed structure or arranged in the shape of a village cluster [159]. An example of the outlet center is the Parndorf, Austria (Figure 3.25) which has an area of 453,375 square feet and hosts 168 brands [19].

Figure 3.25: Parndorf, Austria. Source: Adapted from: [19]

(f) Lifestyle center: are a type of the shopping centers which are mostly constructed in residential areas of people with a high-income level. They provide a variety of products and services in their indoor areas. One of the biggest aims of the lifestyle centers is that they try to combine shopping with other entertaining and relaxing activities. Modern and expensive brands are hosted by lifestyle centers together with restaurants, cinemas and other entertainment possibilities similar to the ones provided by the city center such as interior parks, sitting areas, etc., The anchor tenants located in the lifestyle centers are mostly related to fashion and clothing brands. An example of the lifestyle center is Istinye Park in Istanbul. Istinye Park has an area of 917,623 feet square and it hosts a number of 291 stores and services spread over 3 floors (Figure 3.26). Some of the famous anchor tenants found in Istinye Park Istanbul are Zara, Beymen, Boyner and Vakko.

Figure 3.26: Istinye Park, Istanbul. Source: Adapted from: [20]

3. Hybrid centers: these centers are created by the combination of the characteristics of the shopping centers of the first two groups (malls and open-air centers). Hybrid centers cannot be accurately pinned under one given category as they hold a mixture of characteristics of more than one category of shopping centers. For example, value-oriented mega-malls are a type of hybrid centers where the same structure possesses the characteristics of a mall, a power center and an outlet.

Levy and Weitz's [160] shopping center classification appears to be the one that best classifies the current types of shopping centers. This classification is similar to the aforementioned one proposed by ICSC. However, instead of dividing all the shopping centers into three main categories, Levy and Weitz's [160] present each type of shopping center separately which makes this classification one of great importance due to its novelty and relevance.

As previously mentioned in this chapter, there exist various typologies of shopping centers however none of them is seen as superior to the others. The typology of the shopping center was defined by criteria like; its, architectural and construction details, number and types of shops and anchor tenants and its geographical location. The criteria for the classification of the shopping centers is presented in the table below (Table 3.1).

Table 3.1: Classification of shopping center typologies.

Typology by:	Classification Criteria	Shopping center Types:
Dawson (1983)	1. Geographical location 2. Architectural and construction details	**1. General-purpose stand-alone Shopping centers** a. Community b. Neighborhood c. regional **2.General-purpose restored centers** a. infill b. Extension c. Developed as part of a city d. Center restoration 3. **Multi-use centers** **4. Ancillary centers** **5. Specialized centers** **6. Focused centers**
Guy (1994)	1. Geographical location 2. Number and types of shops and anchor tenants	1. Neighborhood center 2. Retail park 3. Shopping mall, 4. Regional shopping center 5. Factory outlet center 6. Specialized centers.
ICSC (2004)	1. Architectural and construction details 2. Types of shops and anchor tenants	**1. mall or shopping mall** a. Regional center b. Superregional center **2. open-air center** a. Neighborhood center b. Community center c. Power centers d. Theme/festival center e. Outlet center f. Lifestyle center **3. hybrid centers**
Levy and Weitz (2008)	1. Architectural and construction details 2. Types of shops and anchor tenants	**1. Neighborhood / community center** **2. Power center** **3. Shopping mall** **4. Lifestyle center** **5. Fashion / specialty center** **6. Outlet center** **7. Theme / festival center** **8. Omni-center** **9. Mixed use development center (MXCD).**

As we can see from the table, different scholars and professional associations have come up with various similar classifications of shopping centers. Another classification is made for the European shopping centers (Figure 3.2). It should be emphasized that regardless of the naming of the types of shopping centers in the European classification; it is very similar to the US shopping center typology provided by ICSC in terms of (GLA), number of units and qualities (per each type).

Table 3.2: European classification of shopping centers.

International Standard for European Shopping Center Types			
Format	**Type of Scheme**		**Gross Leasable Area (GLA)**
Traditional	Very Large		80,000 m^2 and above
	Large		40,000 – 79,999 m^2
	Medium		20,000 – 39,999 m^2
	Small	Comparison-Based	5,000 – 19,999 m^2
		Convenience-Based	5,000 – 19,999 m^2
Specialized	Retail Park	Large	20,000 m^2 and above
		Medium	10,000 – 19,999 m^2
		Small	5,000 – 9,999 m^2
	Factory Outlet Center		5,000 m^2 and above
	Theme-Oriented Center	Leisure-Based	5,000 m^2 and above
		Non-Leisure-Based	5,000 m^2 and above

Due to the lack of standardization and uniformization of the definitions, some of the typologies of shopping centers which hold similar characteristics are named differently by different scholars.

Not all the shopping centers in the world can fully fit a particular typology, and not all the shopping centers that will be constructed in the future will easily be categorized under a specific typology; nevertheless, this is not a pretext for the lack of a uniform classification system. Using many definitions to describe a single type of shopping center leads to incompatibility in the research. The confusion in the terminology slows the progress in the field. In the case study of Ankara, we are going to classify the shopping centers according to the classification of shopping center prepared by ICSC. The reason for choosing this classification typology is that this one is the most broad and it is also taken as a reference by other scholars to create other shopping center typologies on different contexts. However in the case study, the area measurement unit (feet square) is converted to (m2) to fit the area measurement unit used in the Turkish context.

3.17 Factors affecting the development of the shopping center

The shopping centers are not a form of retail that emerged recently. Their development was not accidental. Shopping centers are retail areas which emerged in order to provide a better shopping experience to an increased number of customers. The development of shopping centers was due to certain factors and changes in both city-scale and property-scale.

3.17.1 City-scale

The development of the shopping centers was highly affected by city-scale factors like: increase in urbanization rates, lack of retailers in the new and growing residential areas, change in the level of incomes of the population, changing consumer behavior, increase in the demand for products, capital and funding available for retail developments. [161].

3.17.2 Property-scale

Benjamin [140] introduces a more economic-oriented point of view on the factors that affect the development of shopping centers. He states that elements like; the cost of the capital needed for their development and taxation rates play an important role in the development of the shopping centers.

The development of the shopping centers will be rapid, and they will increase in numbers if resources (financing) for its construction (production) are available, however, if unplanned, the fast development of the shopping centers can significantly affect its life cycle [162].

3.18 Shopping center life-cycle

Globally, the average lifespan of a shopping center reaches at best seven years [157]. This shows us that a shopping center (built in 2012) which has not been continuously updated, doesn't have a compelling profile in 2019. Such shopping centers are not generally preferred by younger and more affluent consumers. The attraction power of a shopping center determines its ability to survive and its life-cycle.

3.19 Factors affecting shopping center life-cycle

There exist factors which can positively or negatively affect the lifespan of a shopping center as shown below. The changes in these factors adversely can affect the success rate of the shopping center, and therefore affect its overall lifespan.

According to Lowry [1], the stages of the life cycle are affected by three main factors such as: **market factors**, **shopping center developer strategies** and **retailer-tenant strategies**.

1. **Market factors include:** the number of competing shopping centers of that type and of other types, amount of shopping traffic generated by each type of center, growth rate of each type of center and vacancy rate.

2. **Strategies of shopping center developers include:** the control they exert, their advertising and promotional activities, renovation of their facilities, efforts to attract new retailers, rental rates, and length of lease.

3. **Strategies of retailer-tenants include:** advertising and sales promotion activities, store size and layout and selection of store managers.

Another classification of the factors that affect the life-cycle of the shopping centers is presented by Abrudan [163]. Based on their scale (nation scale to building scale), she classifies the factors into four types:

1. **Exterior/external factors:** these factors are less controllable by the shopping center management.

   (a) **The change in location** of the population is one of the variables affecting customers shopping behaviour [164] .

(b) **The change in consumption patterns** is the emergence of new consumer **lifestyles** based on the broadening horizons of consumers. These may be associated with higher levels of personal mobility- higher rates of car ownership etc. [164]. The opportunity to travel longer distances for shopping increases with an increase in the **mobility of people.**

(c) **The increase in credit card ownership** is another important factor influencing the customers shopping behaviour. Credit card owners tend to be more flexible while doing shopping and most of the time they are not afraid to use their credit cards to its limits [72].

(d) **Changes in infrastructure:** As traffic congestion reaches its peak in many locations, during several hours within a day, the convenience of shopping in a shopping center is disappearing.

Most shopping centers can be reached by only one means (the automobile) and, in more and more metropolitan areas, this puts them at a disadvantage in relation to locations that are walkable or linked to public transit, and that offer more multidimensional urban environments.

(e) **Changes in demographics:** While it's probably true that most customers will always drive to the shopping center, their busy lives are reducing the time they are willing to spend shopping.Demographically, families in which one parent works and the other stays at home (and has time to shop) no longer dominate. These people tend to look for alternative ways to perform their shopping without spending much of their time. In this case, the shopping center does not work as well for today's households.

As choices increase closer to home in smaller, more convenient shopping environments that offer many of the same stores, customer preferences will continue to shift.

(f) **Changes in the shopping environments:** People feel uncomfortable and believe that it is time consuming to visit crowded markets.

So, online shopping is a boon as it saves lot of time. Online shopping is a process where consumers directly buy goods, services etc. from a seller without an intermediary service over the internet.

Shoppers can visit web stores directly from their house and do shopping.

Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online.

In many cities window-shopping would appear to be a vanishing activity. Shopping on the internet accustoms people not to go shopping, whether it is the city center or shopping centers. Above and beyond, virtual shopping destructs relationships established through consumption and it constitutes a serious threat to the shopping center [165].

2. **Factors related to the macro-environment:** these factors include changes in the structure of the target market, changes affecting local culture, economic situation of the shoppers and of the whole country, changes in the legislation, etc. [166].

3. **Factors related to the micro-environment:** these factors include changes related to shopping center shareholders and stakeholders (owners, investors, builders, financial organisms, professionalism of suppliers, local community, public authorities, various organizations, mass-media); intensification of competition; consumers preferences [1].

4. **Interior factors** (directly controllable by the shopping center management). These factors include: interior design, comfort, diversity, luxury, shopping center essence, entertainment and convenience, assortment of merchandise and services provided to shoppers, more specifically tenant mix, location of a center, shoppers traffic, age of the center, technology, shopping center personnel, extra services, facilities and amenities.

   (a) **Physical details**

   Shopping centers's life span is affected by interior design and physical details related to the overall structure.

   i. **Location**: It is frequently stated that there are three keys to success in retailing: Location, Location, Location! Considerations such as surrounding population, traffic and cost determine where a shopping center should be located.

ii. **Size:** This factor means the total square footage of the physical shopping center.

iii. **Design:** This factor refers to a stores appearance, both interior and exterior over its competitor.

iv. **Layout:** The amount of space allocated to different types of stores and services. The profile of the customer that frequents the shopping center should be taken into consideration in these cases [166].

(b) **Comfort**

The designs of the early shopping centers paid attention to use the space and budget in the most efficient way. The traffic flow of people and automobiles was controlled. The early shopping centers had only one entrance/exit which were crowded most of the time. There were very few benches located in the corridors for the people to rest.

However, this is not the case for the contemporary shopping centers.

Modern shopping center design focuses on the consumer first, because uncomfortable consumers mean less frequenting and declining business. Large open areas with comfortable soft furniture and decorative touches transform a day at the shopping center into a relaxing, pleasurable experience.

(c) **Diversity**

Historically, shoppers seeking a specific product or category were forced to search the whole shopping center to find certain items. This made shopping a very tiring, frustrating experience.

shopping centers today view diversity differently – not just a very wide variety of retailers, but a planned selection of retailers organized to provide convenient shopper access.

(d) **Luxury**

Newer shopping centers strive to create a luxury hotel ambience for shoppers. These luxury ambiences are known as “resort retail,” with an emphasis on comfort and providing a hospitality experience with the same kind of amenities that a customer would find at a fine resort. Social gathering areas and services help create this resort ambience.

(e) **Shopping center essence**

shopping center essence is harder to define, but it boils down to branding the retail environment and the shopping experience. Consumers are seeking a shopping experience that makes them feel comfortable, encourages them to stay longer and, more importantly, persuades them to return.

New shopping centers can meet or exceed these needs and consumer expectations by creating iconic "shoppertainment" locations.

(f) **Entertainment**

Entertainment is one of the elements in placemaking, and it applies to every aspect of the shopping center that encourages shopper enjoyment. Areas for local community celebrations and festivals, among them an outdoor plaza, amphitheatre, and outdoor food court terrace — are all planned as social gathering places.

Food courts and dining areas are another essential feature of 21st century shopping centers, and should be more than just "fuelling areas." Using entertainment as an element to attract customers can turn a shopping center into a powerful and attractive entertainment destination. A good example for this is Plaza Egaña in Santiago, Chile.

This shopping center has located restaurants on the roof of the shopping center that offer great views and open space.

(g) **Convenience**

Convenience covers a number of aspects of shopping center design. Is the facility close to public transportation, and can that be incorporated into the design? Is sufficient parking available to accommodate a busy shopping day? Does that parking area support multiple entry points to avoid crowding and congestion? Does the array of retailers match the needs of local shoppers?

(h) **Amount of anchor stores**

The disappearance of many department store anchors (because of bankruptcies), and the unwillingness or inability of surviving chains to expand (because of saturated markets) highly affects the lifespan of the shopping center whose success formula historically depended on anchor stores to circulate the customers movement within the shopping center [167].

3.20 Stages of shopping center life-cycle

The lifespan of the shopping centers is made of two major separate stages as following [1]:

1. I – stage: during the shopping center development,
2. II – stage: during the operation of the shopping center.

   The II - stage is also divided into four other sub-stages which will be elaborated later in this chapter.

The I – stage of the shopping center development is considered to be as the most important stage in the lifespan of the shopping center. The stage that starts right away after choosing the site, determines the chances of the success or failure of that particular shopping center.

At this stage, along with the center's conceptual and architectural planning and development, the shopping center developers try to convince and influence powerful tenants with a good profile to be a part of the shopping center. The tenants will play an important role in the attractivity rate of the shopping centers, since customers will prefer to visit a shopping center based on the products and services that it offers [168].

The selection of the tenants is done parallel to the development and construction of the shopping centers because certain tenants might require certain adjustments in the interior design of the store that they are going to rent.

The first stage of the lifespan of the shopping center, which lasts for few years consists of various steps such as conceptual planning, architectural design, arranging construction and other legal permissions, construction stage, leasing and tenant management [1].

The tenant management and arrangement are very important in this stage. The tenants should be arranged based on their type (anchor, fill-up tenant) and profile (food, fashion, furniture, etc.). A careful arrangement of the location of each tenant will be reflected on the success rate of the shopping center.

In the second stage of the shopping center life span, the emphasis is on center and facility management and maintenance. In this stage there are no more investment costs which are related to the development of the shopping center. The aim of this stage is to convert the invested capital into returns and profits [168]. The II – stage is divided into four other sub-stages such as: Launch (Innovation) Stage, Growth (Accelerated Development) Stage, Maturity stage and decline stage. These stages of the life cycle are differentiated by the following attributes: **market factors, shopping center developer strategies and retailer-tenant strategies** [1].

Market factors include the number of competing shopping centers of that type and of other types, amount of shopping traffic generated by each type of center, growth rate of each type of center, and vacancy rate for the type of center.

Strategies of shopping center developers include the control they exert, their advertising and promotional activities, renovation of their facilities, efforts to attract new retailers, rental rates, and length of lease.

Strategies of retailer-tenants are based on advertising and sales promotion activities, store size and layout and selection of store managers.

3.20.1 Launch (Innovation) Stage

During this stage, since the shopping center is fairly new, the component stores will register a rapid increase in store traffic, which will, in turn, induce a rapid growth of their sales volume.

In order to provide the best possible mix of retailers for the profile of that shopping center's target customers, together with the lowest possible degree of vacancy rate, the developer maintains close control over its operations. In order to assist the increase of its tenants' sales volumes by attracting shoppers, the developer undertakes extensive promotional activities, especially advertising.

Shopping center's management tries to lease space for long periods of time and at high rental rates, given the attractiveness and freshness of a new center.

During this stage, profits are small, despite growing sales and high occupancy rate, because of development costs that need to be recovered.

Regarding tenants' activities, they will engage in significant advertising activities in order to generate awareness of their presence in the shopping center among customers and to attract them.

Merchandise selection and store design are customized to meet customers preferences. In order to accomplish this, the management must be well informed towards the profile of the customers that visit the shopping center.

3.20.2 Growth (Accelerated Development) Stage

During this stage, since the developers of other shopping centers have noticed the monetary (financial) and also non-monetary (behavioral or attitudinal) success of that new type of shopping center, the number of competitors of the same type increases rapidly.

At the same type, shopper traffic grows just as fast, because consumers are already familiar with the center's profile. This generates an increase in the rate of sales. New retailers are also attracted by the success of the shopping center. This contributes to an increase in the shopping center's occupancy rate (if its occupancy rate is not already 100%).

Having already an occupancy rate close to (or even) 100%, it is no longer needed to attract new tenants. However the competition among retailers who want to rent an area inside the shopping center increases. This leads to an increase in the rents and the leasing periods. Shopping centers at this stage try to secure leases for longer than 5 to 7 years with its actual tenants.

Owing to a high traffic of shoppers, promotional spending is reduced, while maintenance and renovation expenditures slightly start to increase, because with the passing years the trends change and the image of the shopping center must be adjusted according to modern trends and to the image projected by center's tenants. In this phase, both market share and profitability tend to reach their highest levels.

Retailers continue to develop promotional activities. Their focus is shifted from advertising to sales promotion activities. Still, in this stage, the overall promotional spending tends to be low because the shoppers traffic is already high one and continuously growing.

Stores operating experience allows stores managers to adjust merchandise assortment to consumers' needs and desires and to remodel their stores, or even to reduce/increase their rented space. Although they have already established a particular standard in the market, store managers remain diligent in their efforts to meet competition and build a solid pool of loyal customers.

3.20.3 Maturity stage

It is characterized by the existence of a large number of centers of the same nature that often overlap their market areas. Intense competition among shopping centers prevents sales numbers from going up; in this stage the growth rate is between medium to small, although each of the centers already has a pool of loyal customers.

At the moment that the lease contracts expire, some of the retailers decide to move to other fresher and trendier centers. This imposes a pressure on the center's management to find new tenants. In order not to increase the vacancy rate even more, in certain cases, the level of rental rates and the length of lease agreements are adjusted.

Among the most important measures that must be undertaken by shopping center developers or managers are the modifications of existing facilities and alterations of the spaces. If these measures are accomplished, the center may remain in this phase for a long period of time.

At the same time, promotional activity must be repeated with an even greater intensity. During this stage, the profits begin to decline and there is a decrease in the level of rental rates.

The tenants that are located in a mature shopping center have already understood their consumers' preferences and, as a consequence, even from the previous stage they have already adjusted merchandise assortment, layout and dimension of their stores to market demand.

In order to counteract their competitors' efforts of attracting their customers, managers must employ a variety of strategies and tactics. An important strategy is related to promotion. They must increase the sales promotions and other promotion activities. During this stage, advertising is mainly used to support price-oriented promotional activities.

3.20.4 Decline Stage

As a result of increased competition from other similar types of shopping centers and from other retail forms, some shopping centers enters the decline stage. In this situation, its management has two alternatives. The first one would be to convert that center into another type, undertaking elaborate renovations. The second option would be to sell it and invest its resources in something more profitable.

A shopping center with a timeworn and careless look is the most vulnerable to new, modern competitors that offer modern, pleasant facilities, beautiful stores, with an attractive assortment of merchandise.

In case shopping center developers decide to follow the first alternative, and wish to take the shopping center out of this unfavorable decline stage and and to initiate a new life cycle, they must initiate complex renovation and reorganization or transformation programs (this strategy can be followed by those that invest into a decline center), followed by marketing actions that inform target shoppers about them. The stages of the shopping center life cycle together with their attributes are summarized below in table 3.3.

Table 3.3: Shopping center life cycle. Source: [1]

ATTRIBUTES		STAGE OF THE LIFE CYCLE			
	Important considerations	**Launch/ Innovation (I)**	**Growth/ Accelerated development (II)**	**Maturity (III)**	**Decline (IV)**
MARKET FACTORS	**Number of competing centers**	Very few	Rapid growth	Many of the same type of center	Many same and newer types
	Amount of shopper traffic generated	Increases rapidly	Steadily increases	Stable amount	Steadily decreases
	Rate of sales growth	Very rapid	Rapid	Moderate to slow	Slow or negative
	Vacancy rate	Low	Very low	Moderate	High
	Control exerted by developers	Extensive	Moderate	Extensive	Moderate
SHOPPING CENTER DEVELOPER STRATEGIES	**Advertising and promotional activities**	Extensive	Moderate	Extensive	Moderate
	Renovation of facilities	None	Minor modifications	Maintenance of existing facilities	Neglect or extensive reformatting
	Efforts to attract new retail tenants	Extensive	Moderate	Moderate	Extensive
	Rental rates	High	High	Competitive	Low
	Length of lease	Long	Long	Moderate	Short
RETAILER TENANT STRATEGIES	**Advertising and promotional activities**	Extensive, to create awareness	Moderate, to draw greater interest	Extensive, to compete on price	Moderate, to remind of sale price
	Special sales and price discounts	Few	Moderate	Extensive	Extensive
	Merchandise offerings	Preplanned variety and assortment	Variety and assortment to the market	Stable variety and assortment	Reduced variety and assortment
	Store size and layout	Prototype model	Adjusted to meet market demand	Stable size	Scaled down
	Type of store	Entrepreneurial	Aggressive	Professional	Caretaker

3.21 The dead shopping center (retail urban voids)

Dead shopping centers are shopping centers with a high vacancy rates, low levels of consumer traffic or are dated or deteriorating in some manner. Retail experts consider shopping centers with vacancy rates of 10% or higher to be troubling while those with rates of 40% or higher are considered dying [169].

One of the first signs that a shopping center is beginning to transform into a dead shopping center is the loss of one or more anchor stores. The loss of an anchor store will often lead to increased vacancy throughout a shopping center. Anchors are often the largest store or stores in the shopping center and help draw traffic into shopping centers. When anchors close, it is difficult for shopping centers to find another store to fill these tremendous spaces.

If a single department store accounts for a relatively high percentage of the total retail space in a shopping center and that store closes, the vacancy rate in the shopping center instantly increases. This often leads to a domino effect with other stores in the shopping center as a result of decreased foot traffic and the possible downgrade in the rating of the shopping center.

When the anchor stores choose to relocate, consumers have less incentive to shop at the shopping center. As sales fall, the smaller stores begin to relocate or go out of business. The end result is a shopping center falling out of favor and beginning to die.

As above-mentioned, several elements may be the source of contribution to the gradual deterioration of a once thriving shopping center, including changes in the economy or the surrounding neighborhood undergoing a socio-economic decline.

Besides, shopping centers are becoming increasingly homogeneous, with too many stores offering too much of the same merchandise. And also busy consumers are making fewer trips to shopping centers since they are time-pressed, consumers seek to maximize their shopping time; fewer consumers are saying they go to the shopping center because they enjoy the experience [170, 171].

Dead shopping centers are occasionally redeveloped. Leasing companies or management companies may change the architecture, layout, decor, or other components of a shopping center to attract more renters and draw more profits. Sometimes redevelopment can involve a switch from retail usage to office or educational usage of a building.

Sometimes a part of the area of a vacant shopping center is developed for mixed community use like schools, libraries, new housing and the rest stays as a shopping center [169]. As a last solution, the structure is demolished and the property is redeveloped for other uses.

A variety of methods and techniques for the transformation of retail urban voids will be elaborated in a more detailed in the section of urban voids.

3.22 Conclusion

In this chapter we studied the shopping process in detail and we answered the W questions (What, Where, Why, When) regarding shopping. It is very important to answer these questions because their answers are essential to understand the shopping process as a whole.

(What) Shopping is an activity which does not only involve purchasing, but it also has a social side on its own. As a result, it can be said that shopping is both an economic and social activity which provides the opportunity for interaction and communication with other people in the physical retail areas.

(When) Shopping was not born in the same form that it exists today; however, its roots date since ancient times. According to the historical timeline of shopping presented in this chapter, we can say that in ancient times shopping was more of a product related process and it happened in the physical environment.

(Why) However, the reasons for doing shopping also have evolved. Today, differently from ancient times, shopping is not only an economic process which includes the exchange of products or money. In addition to economic motives like purchasing a particular product, people also prefer to do the shopping because of personal and social motives.

(What) As above mentioned, buying a specific product is among the essential reasons that determine the type of shopping that we need/want to do. Based on the product that we need/want to buy we can say that there are two types of shopping; shopping for needs and shopping for wants. These two differ from each other based on the frequency and the demand for specific products.

(Where) The reason *why* we are going/doing shopping and *the type of products* that we need/want to buy, together with other factors that are taken into consideration before going shopping such as time, location and cost efficiency, make it easier for a person to determine the place where to go shopping.

In this chapter, we mentioned that shopping can both be performed in the physical and virtual environment (online shopping). The customer preference towards one of the retail environments is determined by the advantages and drawbacks of both of them. The growing popularity of one of the retail environments, might reflect negatively on the returns of the other ones. There is evidence that growth of e-commerce has changed the buying patterns and preferences of customers and this has affected the shopping centers [172].

We also studied the shopping center, which is one of the types of the physical retail environment. We investigated the effect of various features of a shopping center on its popularity and success, the types of shopping centers according to various scholars and planning contexts. We studied the life-stages of shopping centers and the success of shopping centers depends on their ability to attract customers, and one of the measures of the success of a shopping center is the returns it creates. Therefore, it is essential to understand the shopping process as a whole and its effect on shopping environments.

CHAPTER 4

URBAN VOIDS

4.1 Introduction

People started to do shopping and perform exchange activities since the very early stages of societies. As mentioned in the previous chapters, shopping places emerged and evolved together with shopping activity.

Changes in consumption patterns, lifestyles, and other socio-economic factors had an impact on the shopping process and the shopping places. Due to these **’changes,’** some types of retail areas have become less preferred than the others.

The success rate of the shopping centers determines their **lifespan**. Shopping centers, whose success rate is low, decline, and turn into **functional voids**. **Urban retail voids** can come as *vacant, unused, and abandoned retail areas or properties*.

Nowadays, various cities face the problem of urban voids. However, urban voids vary in form, type, and size, and they might not be an outcome of the same problem. This research mainly focuses on **urban retail voids**.

There exist other common forms of urban voids such as; unused industrial areas, old military sites, historical buildings or even contemporary structures which are not serving their intended purpose of and have not been redeveloped into something new for various reasons.

Voids (UVs) are an ubiquitous and an important urban phenomena worldwide. Increases and decreases in the number of the components that lead to the creation of voids can help determine a city’s future [173, 174].

Too many urban voids can strain a city's finances and contribute to urban decline [175]; too few can limit a city's development potential [176] and sometimes lead to increased densification and/or congestion [177].

Consequently, urban voids represent a crucial issue confronting city governments. Yet, despite the importance of urban voids, few systematic studies on this issue have been conducted; therefore our understanding of this issue is limited.

Identifying the amount of urban voids in cities and across regions is an essential first step. The critical subsequent step is determining its causes; as this will yield important indicators of current and future urban conditions as well as offer guidance to local policymakers.

Much of the existing literature on urban voids is city-specific and tends to focus on possible solutions for vacant property rather than examining its causes.

In this chapter we define the concept of void in different fields, determine the types of voids, identify factors contributing to the creation of urban voids, and discuss the impact of the retail urban voids on the economy, environment and society. In the end of the chapter a few reasons for the regeneration of the retail voids together with the methods will be discussed.

4.2 The concept of 'the void'

Even though not used in the context of retail since the beginning, the concept of the void dates back into ancient history.

The concept of the void is widely studied by fields such as philosophy, physics, astronomy, design, architecture, and urban planning.

4.2.1 The concept of void in philosophy

The concept of the void was first referred to as **'kenon'** by the ancient Greece philosophers and **'vacuum'** by the Latin philosophers [178]. The philosophers in the 6th and 5th century B.C. referred to the term **'void'** to discuss questions and issues related to nature, order, and changes related to their societies [179].

The philosophy dictionaries define ‘the void’ based on the point of view of Latin and Ancient Greece philosophers as **‘empty space’** [180]. **‘passive and empty space’** [181] or **’completely empty space’** [178].

4.2.2 The concept of void in design

Another usage of the term ‘void’ is used in **design**. In design, we talk about dimensions which are created by the usage of dots, lines, planes, and volumes. The **‘dot’** is the smallest unit of design. Dots get connected to each other to create **lines** (I dimension). Lines get connected to each other to create **planes** (II dimension), planes get connected to each other to create the **volumes** (III dimension) [182]. Design uses planes and volumes to demonstrate the relationship of the voids (white, empty) with the solids (blacks, filled).

According to Ching [182], solids and voids are very important in the field of design not only because they are considered as outcomes of the aforementioned elements (dot, line, plane, volume) but also they cannot exist without the other. In design, solids define **the voids** and vice-versa.

4.2.3 The concept of void in architecture and planning

In the **architectural and planning context**, the concept of the void is used to refer to empty or unused spaces that are created intentionally or unintentionally by nature or the human action.

The definition of the void in the design field is very similar to the one used in architecture and urban planning.

Urban planners generate figure ground maps and plans as a tool to show the solid void relationship during analysis of the urban patterns of different scales. Figure grounds are 2D[1] diagrams used to visualize the 3D solid void relationship and their location in a certain area or throughout the whole city.

[1] Spatial dimensions.

In addition to this, the figure-ground plans also serve as a tool to have a better understanding of the characteristics of the urban context and urban space. Still, the figure-ground plans show us a basic image of the solid void relationship and therefore they are not sufficient to demonstrate a detailed 3D spatial perception (single, multi-story, vacant or in use) of the area [183].

What might look as a void in a figure ground might not be a void in the urban context. Even though a certain area might not be filled with construction it still might have been given a specific function. These 'intentionally empty' areas are generally placed in a certain physical location of the city, and used by people for a certain purpose. These areas cannot be considered as voids, instead they should be referred to as **urban open spaces**.

A park or a square is an example of 'physical voids'. Their shapes and borders are generally defined by the constructions and other urban infrastructural structures that surround them. As shown in the figure ground plan below 4.1, parks and squares shown as voids even though they hold a function and they are being used by people as gathering areas.

Figure 4.1: Example of a figure-ground plan, Turin, New York. Source: Adapted from: [21]

Small scale voids in planning are not seen as negative and unwanted parts of the overall. These areas can be used by people to create their self-defined spaces. Sometimes they even serve as landmarks and points of meeting in an urban area.

In bigger scales, when the disadvantages of the urban voids are bigger in number than their advantages, they are seen as unwanted empty spaces which are most probably created as a result of the faults of planning decisions or processes of transformation.

4.3 Defining urban voids

Theoretical research on urban voids was first initiated approximately 30 years ago in Western countries.

Trancik [184]is the first researcher that studied the issue of void in the space context. In the book ‘Finding Lost Space’, Roger Trancik develops a research on undesirable urban areas that make no positive contribution to the surroundings. In his seminal work, Trancik [184] focuses on the unintentional man-made voids and describes the term ’void’ as being ’without’.

According to him, the urban void can be interpreted as an urban area *without permeability and a social realm*. Urban voids are undesirable urban areas that need to be redesigned and do not contribute positively to the environment or users. They are **undefined**, **without measurable boundaries**, **‘under-utilized properties or open spaces’** which **fail to connect the urban elements in a coherent manner** [184].

Other studies on the urban void issue have been performed by Michael Greenberg and other scholars who have defined the abandoned lands as ‘Temporarily Obsolete Abandoned Derelict Sites (TOADS)’ [185, 89].

According to Aruninta [186], the definition of under-utilized space covers the definitions of vacant, abandoned, derelict or unused space as an umbrella definition. He defines the under-utilized spaces within the frame of ‘urban voids’. Reviewing the literature defining the meaning of ‘urban voids’, he suggests three different definition of urban voids.

1. **Voids as the low-quality physical urban space:** “Urban voids are defined as city spaces which disrupt the urban tissue, leaving it incomplete and throw into

question the use of those spaces. They are sometimes called urban ruins at the limit between private and public space, without belonging either to the one or to the other. Urban voids are containers of memory, fragments of the built city and the natural environment; memories of the city which constitute a random, unplanned garden".

2. **Voids created as a result of development processes within the context of economy, politics and design.**

3. **Voids as the potential for urban redevelopment:** "Urban voids are unused, abandoned or under-utilized land and premises which exist in urban areas due to outdated or defunct uses. Urban voids can even be created by identifying decaying and deteriorating buildings which have a potential to redevelop for new urban functions.

   The term should not be confused with open areas such as parks or side-walk which have specific functions assigned to them. As used in legal terms (e.g., null and void contracts- the contract exists but not effective), void means ineffective in urban planning context too" [187, 186].

Other relevant concepts include 'Terra Incognita', 'urban ruins', 'brownfield' and so on. However, consensus has still not been reached on terminology definitions and concepts, which are used extensively in diverse areas [188, 189].

Since the 1990s, as the land value soared in the city center, scattered unused parcels of land varying in size and shape located on valuable inner-city land increased [190].

On the other hand in declining industrial cities, due to sub-urbanization and decrease in population various 'vacant land' has emerged [191]. Vacant land refers to many different types of unused and underutilized parcels with abandoned buildings and structures [173].

As aforementioned, there exist many definitions which give a broad understanding of the concept of urban voids. However there exist multiple criteria and factors which allow us to give a proper definition of the urban voids. The criteria to define the urban void are:

1. formation background,
2. scale and shape,
3. regional context,
4. planning influence,
5. dispersion pattern,
6. ownership [190] .

4.4 Reasons behind the creation of urban voids

Neglected, under-utilized, and vacant spaces or buildings create a visible discontinuity of the urban fabric.

There are several reasons why cities face the problem of vacant and under-utilized properties. The space around us is continually changing due to social and economic processes. Most of the time, the socio-economic changes in (and around) cities, are confronted with the inertia of the built environment.

The mechanisms, which create the urban voids, are listed under three categories: **economics, politics and design**.

1. **Economic reasons:** "Urban voids are a tangible and visible result of the interconnection between economic transformations and urban change" [192].

   The radical restructuring of **global economy** in recent decades, has re-shaped both society and space. In many industrial cities around the world, the city centers were seen as production units.

   As the world entered the post-industrial age, decline of manufacturing industry, sub-urbanization, changing urban policy and planning system has resulted in the decline of former industrial and commercial sites in cities [193, 190, 191].

   In the globalization period, the economy was not anymore industry oriented. A shift from an industrial economy into an economy which is mainly based on the tertiary sector has resulted in the transformation of the built environments.

As a result of globalization, the growth of foreign trade and investment, the rise of transnational corporations, and the importance of international financial markets have favored development of global centers at the expense of other sectors of economy (such as industrialization and retail real estate).

World cities emerged as international centers of political power, finance, culture, trade, transportation, communications, and technology [173].

New technologies have provided a new virtual environment for the customers to do shopping which doesn't require face-to-face interaction with other people and can be performed from home.

Changing technologies in the production, distribution, and marketing of goods have resulted in the under-utilization and frequent abandonment of the cities' large stock of industrial and commercial properties.

As mentioned in the chapter before, the shopping centers are also converted into urban voids due to economical factors. Changes in levels of income, consumption patterns, prices, rent, profit, are economic variables that determine if the customers will prefer to visit a shopping center and if the anchor stores will prefer to rent a place in the shopping center. A customer wants to minimize his/her cost while visiting the shopping centers. Within the costs, customers calculate, time travelled, prices of the product/service, transportation cost and the facilities of the shopping center. On the other hand, renters of small or anchor stores, before renting a spot in a shopping center, calculate the rent, the profit, the location, the interior design, etc. All together, these factors determine from the economic point of view, the lifespan of a shopping center.

While considering the case of the retail urban voids, the **physical configuration of the shopping center** is also indirectly connected to the economic factors that affect the shopping center.

An old-fashioned physical configuration of a shopping center makes it less preferred by the most modern businesses [174].

Therefore, lack of investment in the physical configuration of the shopping centers causes the emergence of abandoned or under-utilized shopping centers [194].

Also with the changes in the lifestyle and income levels, the increasing car ownership has enabled people travel longer distances to 'big-scale retail boxes' to benefit from a wider range of products and services. This also creates a negative impact on the retail activity of smaller scale shopping centers [184].

Thus less competitive shopping centers often become under-utilized. Many of these properties have fallen into serious disrepair and eventually become unusable [174].

2. **Political reasons:** According to the political explanation, the problem of under-utilized space results from inefficient decision making, poor land management, poor coordination between planning and investments, ignorance of responsible actors, the limited capabilities of government sector and market involvement [186].

   These political inefficiencies have created under-utilized spaces in the urban area, which finally lead to urban blight, deteriorated environment and low quality of life.

3. **Design reasons:** there are six major factors that have contributed to under-utilized spaces [184]:

   (a) An increased dependence on the automobile

   (b) The attitude of architects of the Modern Movement toward open space;

   (c) Zoning and urban renewal, segregating functions and destroying connections between the districts,

   (d) An unwillingness on the part of contemporary institutions (public and private) to assume responsibility for the public urban environment;

   (e) Privatization of public space that causes loss of unity of total environment,

   (f) Changing land use that creates wasted or underused spaces. An abandonment of commercial, industrial, military, or transportation sites in the inner core of the city.

   According to Trancik [184], these are the design reasons for the emergence of urban voids in cities.

The government and the decision making institutions in our societies do not always have well-defined regeneration plans for these areas. The implementation of a regeneration plan is generally slow and it can easily be delayed for various socio-economic and political reasons.

The overall process of small or large scale regeneration plans for urban voids is divided into 5 main phases such as:

1. conceptualization,
2. negotiation,
3. planning,
4. preparation,
5. implementation.

Abandoned by their previous user(s) and not yet adapted to current demands of society, urban voids seem unsuitable or undesirable in the economic cycle.

As a result, they are left behind with little or no use.

4.5 Types of urban voids

There exist many types of urban voids. Depending on the characteristics of creation we can divide them into man-made or nature-made voids. Depending on their structure and their 'previous function' we can divide them into industrial, commercial, housing and wastelands.

Urban voids might be of different land uses. Land use of such properties can range from **under-performing commercial properties known as greyfields** (such as shopping centers and strip commercial properties) to polluting and hazardous industrial properties commonly referred to as brownfields. All of them have a common characteristic which is their negative impact on the environment.

Despite from their typology, urban voids are created by two main reasons;

1. **Nature-made voids** or otherwise known as geographical voids are inevitable. These areas are not expected and not restricted to be frequented by people. Therefore they do not represent any threat. Nature-made voids are classified under the category of 'urban open places.'

   (a) **Greenfield:** A Greenfield site has not been built upon previously.

   It is usually agricultural land but it can be undeveloped land in a city or a rural area.

   (b) **Voids created by natural disasters:** such as earthquakes, which could destroy a whole settlement or parts of it as we have sadly witnessed in Turkey, or fires, which caused voids in cities in history especially when wood had been the basic material for construction.

2. **Man-made voids** are called so because they are vacant or unused spaces of the urban area which are created intentionally or unintentionally by the human beings.

   An example of **intentional urban voids** are public squares and parks, which are left intentionally by architects and planners for a certain use. These areas are easily accessed, and they are left intentionally empty for the flexible use of a wide range of public users. Therefore, they cannot be referred to as 'non-living parts of the urban tissue.' Different from the unintentional urban voids, the intentional urban voids serve their purpose of creation.

   An example of an **unintentional urban void** is an abandoned industrial area or a vacant shopping center which do not serve the purpose of their creation. These areas represent a social, economic, or environmental threat to their surroundings; therefore, they should be taken into consideration by planners and architects.

   In addition, unintentional urban voids are classified into three main sub-categories such as:

   (a) **Planning-failure voids:** are created due to disorganized and inappropriate planning processes. Planning voids can be easily noticeable by people. Urban planners and designers use figure-ground theory in order to understand the planning voids in the context of the overall urban tissue.

(b) **Warfare voids:** unintentional voids that emerge due to bombings in a war. City centers of Europe are famous for their voids created during World War II. Nowadays, terrorist attacks, are one of the reasons for the creation the voids in many cities.

(c) **Functional voids:** are dead vacant buildings or spaces in the cities. They are located in important urban areas, and they decrease the quality of the surrounding environment. Functional voids are created due to left-over space or a built mass that does not serve the purpose that it was designed, and with the passing time, it continues to deteriorate. Functional voids cannot be quickly reconnected back to the urban tissue because of several legal aspects. Most of the time, these under-utilized vacant, spaces/buildings are either under private ownership of one or many shareholders or are government property. As a result, the reallocation of functions, and the regeneration of the property undergoes a long-lasting bureaucratic process.

   i. **Industrial voids:** or differently known as Brownfields are underutilized properties where the presence or potential presence of hazardous substances, pollutants or contaminants complicates expansion, redevelopment or reuse of the properties.

   ii. **Retail urban voids:** under-utilized or abandoned shopping centers located along a busy highway. Often times retail urban voids have good locations and access to public transportation making them ideal for site redevelopment. retail urban voids are an ideal opportunity to revitalize a region.

   A general typology of the urban voids is shown in figure 4.2.

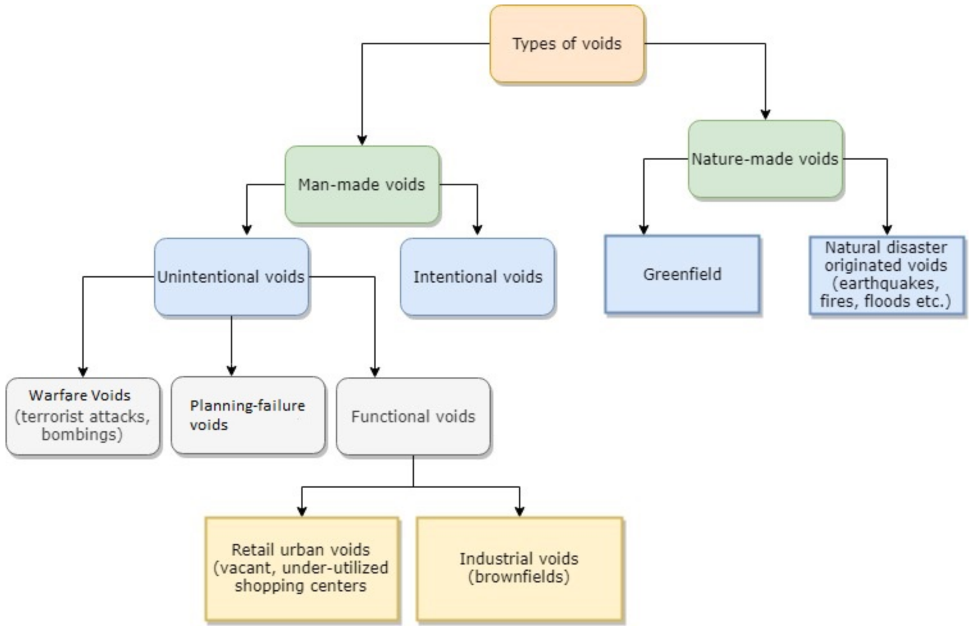

Figure 4.2: Typology of voids.

4.6 Impact of urban voids

In many ways, vacant properties can be harmful to the urban areas and communities. Urban voids, in their current state, are very costly.Under-utilized properties left to deteriorate as urban voids, place a heavy burden on both **the surrounding environment, the community, and the economy**.

4.6.1 Impact on the community

Urban voids which are created as a result of contaminated vacant industrial properties may pose health and safety risks to the surrounding community.

Vacant properties can potentially become public safety hazards such as crime, fire hazards, or illegal dumping. Statistics correlating crime rates with vacant properties are convincing. Therefore, securing vacant properties is a means of crime prevention.

Another major public safety concern surrounding vacant properties is related to accidental fires. The US Fire Administration reports that "over 12,000 fires in vacant structures are reported each year, resulting in approximately 73 million dollars in property damage annually."

In addition to crime and fire, cities must allocate a disproportionate amount of funds - tax payer funds - to maintaining vacant properties.

4.6.2 Impact on economy

Even if the site is only perceived as contaminated it can impact neighboring properties by lowering real estate values.

On the other hand, cleaning up and redeveloping urban voids helps communities by providing jobs and increasing the tax base. Urban voids proximity to residential property have been found to lower the value of the neighboring properties" [195]. Redevelopment of urban voids can revitalize neighborhoods.

4.6.3 Impact on environment

If not treated, urban voids can become very hazardous and dangerous for the environment. The deterioration of a structure causes significant pollution to the environment. Sometimes these areas are used by people as areas to collect trash. This might cause pollution problems and at the same time have a negative effect on the lives of the people who live nearby.

4.7 Need for transformation

In order to utilize urban voids as strategic places, it is important to understand the problems and potentials they possess.

As noted earlier, lack of planning guideline and policy for appropriate implementation is critical as the urban voids are overlooked and depicted yet negative from the realms of planning, architecture, design and urban theory [196].

Also long period of abandonment increase social and economic expense and causes further deterioration. However being vacant is also a positive side of the urban voids; as vacant primarily means empty, but also free and therefore full of opportunity and can be constantly reshaped and redefined as users reorganize and reinterpret them [196, 197].

Schwarz [198] listed potential strategies such as infill development, application of low-cost and low-maintenance greening technologies to redevelop the urban voids.

Mallach [199] presents some realized projects in Philadelphia USA in which urban voids are used to generate alternative energy.

Urban voids offer enormous potential for reclamation as mixed-use areas. For example, an abandoned warehouse, factory, or outlet may have attractions as centrally located, architecturally interesting, and relatively inexpensive housing. Vacant land can be temporarily used for productive urban gardens, commercial horticulture, or neighborhood playgrounds.

For the developer, advantages in adapting and reusing such sites are obvious(economic benefits); however, the contribution that a proper transformation of the urban void might make to the urban fabric of the entire city can go far beyond those of economic gain.

In general sense, a transformation means a structural change; and an urban transformation means a structural change in spatial, functional, or social formation of urban areas. Any urban transformation comprises a structural change such as a renovation, regeneration, rehabilitation, revitalization, redevelopment, re-definition, or gentrification [200].

The urban transformation is intended in order to create healthy and livable urban spaces. In some cases, urban transformation is delayed by economical factors, symbolic values, property relations, or by some restrictions imposed by plan decisions.

4.8 Revitalizing the dead shopping center

Redeveloping the vast stock of obsolete shopping centers is a daunting challenge for the owners, particularly those with large portfolios, not only because of the vast expense of the undertaking, but also because of the complexity of the task.

Redevelopment solutions are unique, and will differ from one shopping center to the next. However, what is possible in one location may not be possible or desirable in another. Before the revitalization process:

1. a sophisticated understanding of each site's current and future competitive position in the local market.

2. a detailed analysis of the redevelopment opportunities that best suit the case of study and are financially realistic. In fact, the area where the retail urban void is located may support more or less retail than existed in the old shopping center; thus, the revitalizing solutions will be decided accordingly.

Here are just a few examples:

1. tearing down the old shopping center and building something completely different;

2. rebuilding a newer shopping center; re-configuring, expanding, or downsizing the old shopping center;

3. turning the shopping center inside out to create an outdoor experience;

4. creating a hybrid indoor-outdoor center;

5. adding other uses as part of the mix;

6. creating a lifestyle, power, off-price, or town center.

Among the turnaround strategies a retail urban void may choose from are included the following ([1], [201], [71]):

1. **Redevelopment:** is an extensive strategy that may include renovation, expansion or reconfiguration of the center.

   Usually it is used in cases when it is required to meet the changes in the market environment, more specifically to better face up challenges and take advantage of the market opportunities.

   (a) **Expansion:** involves creating large spaces for anchor tenants, department stores, hypermarkets, supermarkets or facilities that provide entertainment services. In certain situations there might be added new spaces for smaller retailers as well.

   (b) **Reconfiguration:** aims in attracting:

      i. retailers of smaller dimensions (to decrease the impact of financial problems that might be caused by an eventual crisis);

      ii. innovative retailers of goods or services;

      iii. or those that match the new profile of the shopping center.

      It also aims to modifying parking lot configurations, modifying the image of a center or of its function, or in remodeling the space for new tenants, especially entertainment companies (bars, restaurants, coffee shops, theatres, children playrooms, etc), because this type of companies are renowned to attract many consumers and improve the profit rate of a shopping center [202].

   (c) **Renovation:** is accomplished in order to freshen up a center's image. It involves redesigning entrances, public spaces, parking spaces, roofs, floors, toilets, sitting spaces, improving the interior design of anchor stores, building various amenities (for instance baby changing rooms), etc.

      The decision to renovate a shopping center depends on the depreciation of net rental incomes, the level and rate of change of renovation costs, discount rates and changing market conditions [203].

2. **Termination of the leasing contracts of poor performing retailers. Early cancellation of poor performing retailers in order to attract new tenants.**

3. **Transforming a shopping center into medical center, campus, convention center, etc.**

As suggested by Pilzer [204], an unsuccessful shopping center could be converted into a TEC center. The main tenants in such a center would be large organizations that need meeting rooms to train their current employees; recruiting organizations and offices of major employers; service firms related to employment activities (medical examination firms, drug-testing firms, training companies, etc); life-long educational institutions that could provide information and skills to those that want to improve their knowledge or change careers.

4. **Selling the center:** Also, if a center focuses its marketing efforts towards a certain marketing segment and succeeds in attracting retailers in this direction, it may be drawn to an early maturity stage or even decline stage [1].

   Successful renovation, management, and planning of a shopping center are translated into an increase in the frequency of the customer's visits to the shopping center. In the opposite case, if the renovation is unsuccessful, or if no renovation actions are undertaken, the customer traffic will significantly decrease together with the sales volume. This will cause the loss of many of the tenants and the acceleration of the center's decline.

   Under such circumstances, the structure of a shopping center must be modified and adjusted according to the characteristics of the target market.

   In countries with mature real estate markets it may be noticed that many of the shopping center projects are, in fact, expansions or reconfiguration of the existing ones [205, 206].

   This is because there are a large number of centers that have adequately served their target markets, and it is considered not to be economically viable to build new ones. Therefore redevelopment becomes the best solution for all actors in the micro-marketing environment of those shopping centers.

   For investors, advantages of such a strategy include lower costs, circumvention of bureaucracy involved in building a new construction, avoidance of possible refuses to grant construction authorizations for new locations, rapidity in finalization of construction.

   For local communities renovations and expansions have positive aspects as well, including more employment opportunities, retention or augmentation in the level of local taxes gathered by the local authorities, decrease in the chances of degradation or decline of shopping centers close to their neighborhood areas, etc.[206]. Some of the examples of the transformations of retail urban voids in USA and Turkey are:

Highland Mall was a shopping center located in Texas USA, and it was built in 1971 (Figure 4.3). The old function of Highland Mall was retail. The transformation of Highland Mall happened 43 years after its first opening date. Highland Mall was transformed into a college campus named ACC Highland Campus (educational service area). The transformation process ended in 2014. The new structure of Highland Mall changed physically in terms of architectural details and functionally.

Location: Texas, USA	
Old Project-Name: Highland Mall	New Project Name: ACC Highland campus
Old Function: Retail Area	New Function: College Campus
First Built Date: 1971	Reusing Date: 2014
OLD PHOTO	**NEW PHOTO**
	

Figure 4.3: Transformation example, Texas, US. Source: Adapted from: [22]

Allegheny Center was a shopping center located in Pennsylvania USA, and it was built in 1966 (Figure 4.4). The old function of Allegheny Center was retail. The transformation of Allegheny Center happened 50 years after its first opening date. Allegheny Center was transformed into a mixed-use area named Nova Place (retail, office and residential area).

The transformation process ended in 2016. Similarly to Highland Mall, the new structure of Allegheny Center changed physically in terms of architectural details and functionally.

Location: Pennsylvania, USA	
Old Project-Name: Allegheny Center	New Project Name: Nova Place
Old Function: Retail Area	New Function: Mixed Use
First Built Date: 1966	Reusing Date: 2016
OLD PHOTO	**NEW PHOTO**
	

Figure 4.4: Transformation example, Pennsylvania, US. Source: Adapted from [23]

Lexington Mall was a shopping center located in Kentucky USA, and it was built in 1975 (Figure 4.5). The old function of Lexington Mall was retail. The transformation of Lexington Mall happened 38 years after its first opening date. Lexington Mall was transformed into the Southland Church (religious facility).

The transformation process ended in 2013. Similarly to Highland Mall and Allegeny Center the new structure of Lexington Mall changed physically in terms of architectural details and functionally.

Location: Kentucky, USA	
Old Project-Name: Lexington Mall	New Project Name: Southland Church
Old Function: Shopping Mall	New Function: Religious facility
First Built Date:1975	Reusing Date: 2013
OLD PHOTO	**NEW PHOTO**
	

Figure 4.5: Transformation example, Kentucky, US. Source: Adapted from: [24]

Westminster Arcade was a shopping center located in Rhode Island USA, and it was built in 1828 (Figure 4.6). The old function of Westminster Arcade was retail. The transformation of Westminster Arcade happened 185 years after its first opening date. Westminster Arcade was transformed into the Arcade Providence (Accommodation facility).

The transformation process ended in 2013. Similarly to Highland Mall and Allegeny Center the new structure of Lexington Mall changed functionally however, in terms of structure and architectural details, the designers preferred to preserve the old architectural designs of the structure with its columns and roof details.

Location: Rhode Island, USA	
Old Project-Name: Westminster Arcade	New Project Name: The Arcade Providence
Old Function: Retail Area	New Function: Micro Loft (Accommodation)
First Built Date: :1828	Reusing Date: 2013
OLD PHOTO	**NEW PHOTO**
	

Figure 4.6: Transformation example, Rhode Island, US. Source: Adapted from: [25]

100 Oaks Mall was a shopping center located in Tennesse USA, and it was built in 1968 (Figure 4.7). The old function of 100 Oaks Mall was retail. The transformation of 100 Oaks Mall happened 39 years after its first opening date. 100 Oaks Mall was transformed into the Vanderbult University medical center (Hospital facility).

The transformation process ended in 2007. Similarly to Highland Mall and Allegeny Center the new structure of 100 Oaks Mall changed physically in terms of architectural details and functionally.

Location: Tennessee, USA	
Old Project-Name: 100 Oaks Mall	New Project Name: The Vanderbilt University medical center
Old Function: Retail Area	New Function: Hospital
First Built Date: 1968	Reusing Date: 2007
OLD PHOTO	**NEW PHOTO**
	

Figure 4.7: Transformation example,Tennesse, US. Source: Adapted from [26]

Outlet Park AVM was a shopping center located in Istanbul (Beylikduzu) in Turkey, and it was built in 2006 (Figure 4.8). The old function of Outlet Park AVM was retail. The transformation of Outlet Park AVM happened 6 years after its first opening date. Outlet Park AVM was transformed into the Expoist Hotel (Apart rooms; accommodation facility). The transformation process ended in 2012. Similarly to the international transformation cases mentioned above, the new structure of Outlet Park AVM changed functionally however, in terms of structure and architectural details, the designers preferred to make small changes and preserve the old architectural structure with its shape and other architectural details.

Location: Istanbul, Beylikdüzü	
Old Project-Name: Outlet Park AVM	New Project Name: Expoist Hotel
Old Function: Retail Area	New Function: Apart Rooms (Accommodation)
First Built Date: 2006	Reusing Date: 2012
OLD PHOTO	**NEW PHOTO**
	

Figure 4.8: Transformation example, Beylikdüzü. Source: Adapted from: [27]

Optimum AVM was a shopping center located in Istanbul (Esenyurt) in Turkey, and it was built in 2006 (Figure 4.9). The old function of Optimum AVM was retail. The transformation of Optimum AVM happened 5 years after its first opening date. Optimum AVM was transformed into Cinar College Campus (educational facility).

The transformation process ended in 2011. Similarly to the international transformation cases mentioned above, the new structure of Optimum AVM changed functionally however, in terms of structure and architectural details, the designers preferred to make small changes in the facade and preserve the old architectural structure with its shape and other architectural details.

Location: İstanbul, Esenyurt	
Old Project-Name: Optimus AVM	New Project Name: Çınar College Campus
Old Function: Retail Area	New Function: College Campus
First Built Date: 2006	Reusing Date: 2011
OLD PHOTO	**NEW PHOTO**
	

Figure 4.9: Transformation example, Istanbul, Esenyurt. Source: Adapted from: [28]

Fox City AVM was a shopping center located in Istanbul (Buyukcekmece) in Turkey, and it was built in 2006 (Figure 4.10). The old function of Fox City AVM was retail. There is no information regarding the lifespan of the old structure of Fox City AVM. Fox City AVM was transformed into Cinar College Campus (educational facility).

The transformation process ended in 2011. Similarly to some of the international transformation cases mentioned above, the new structure of Optimum AVM changed functionally and in terms of structure and architectural details. The designers preferred to make changes in the facade and also other architectural design features of the structure.

Location: İstanbul, Büyükçekmece	
Old Project-Name: Fox City AVM	New Project Name: Arluxia
Old Function: Retail Area	New Function: Mixed Use
First Built Date: 2006	Reusing Date: n.d
OLD PHOTO	**NEW PHOTO**
	

Figure 4.10: Transformation example, Büyükçekmece. Source: Adapted from: [29]

Minasera AVM was a shopping center located in Ankara (Cayyolu) in Turkey, and it was built in 2008 (Figure 4.11). The old function of Minasera AVM was retail. The transformation of Minasera AVM happened 8 years after its first opening date. Minasera AVM was transformed into Minasera Aldan Medical Center (Hospital).

The transformation process ended in 2016. Similarly to the international transformation cases mentioned above, the new structure of Minasera AVM changed functionally however, in terms of structure and architectural details, the designers preferred to make small changes in the facade and preserve the old architectural structure with its shape and other architectural details.

Location: Ankara, Çayyolu	
Old Project-Name: Minasera AVM	New Project Name: Minasera Aldan Medical Center
Old Function: Retail Area	New Function: Hospital
First Built Date: 2008	Reusing Date: 2016
OLD PHOTO	**NEW PHOTO**
	

Figure 4.11: Transformation example, Ankara, Çayyolu. Source: Adapted from: [30]

Colony AVM was a shopping center located in Istanbul (Kucukcekmece) in Turkey, and it was built in 2005 (Figure 4.12). The old function of Colony AVM was retail. The transformation of Colony AVM happened 9 years after its first opening date. Colony AVM was transformed into IAU Female Dormitory (Student accommodation facility).

The transformation process ended in 2014. Similarly to some of the international transformation cases mentioned above, the new structure of Colony AVM changed functionally and in terms of structure and architectural details. The designers preferred to make changes in the facade and also other architectural design features of the structure.

Location: İstanbul, Küçükçekmece	
Old Project-Name: Colony AVM	New Project Name: IAU Female Dormitory
Old Function: Retail Area	New Function: University Dormitory Facility
First Built Date: 2005	Reusing Date: 2014
OLD PHOTO	**NEW PHOTO**
	

Figure 4.12: Transformation example, Istanbul, Küçükçekmece. Source: Adapted from: [31]

Looking at all of these case studies we have observed in the Turkish case that these shopping centers have been built in the years 2006, 2007 and 2008 and within less than 10 years they needed to undergo a transformation or a renewal process. This shows us that due to several factors such as location, attractivity rate, high rental rates and even insufficiency of services and products together with managerial problems these shopping centers reached the decline stage easily.

What is interesting on the other hand is that in the international cases of transformation of shopping centers is that they needed more than 50 years to reach the decline stage where renewal and transformation measurements needed to be taken.

Both of the cases, however, were similar in the techniques and transformation forms that they applied to the shopping centers that had already reached a phase of renewal. Some of the methods were; transformation into a dormitory or a college campus, transformation into a hospital or transformation into a mixed use area where a part of the area was dedicated to retail.

In both of the cases, some structures experienced major transformations in terms of function and little transformation in terms of structure and design, and some of them were totally transformed both in structure and function.

4.9 Conclusion

Shopping process has been continually changing due to the changes in consumption patterns, lifestyles, and other socio-economic factors. As a result, the shopping centers have tried to shape themselves accordingly. However, not all of the shopping centers have been able to react positively to the changes in economy and consumption patterns. As a result, some types of retail areas have become less preferred than the others and their success rate has significantly affected their life-span.

Some shopping centers, whose success rate was low, have declined, and turned into functional voids. The term of void is widely used by many fields such as sociology, design, architecture, planning and other natural sciences. Urban retail voids is a term related to the field of planning and it is used to describe vacant, unused, and abandoned retail areas or properties.

Nowadays, various cities face the problem of urban voids which are of various forms, types, and sizes. Not all the urban voids are an outcome of the same problem. The mechanisms, which create the urban voids, are listed under three categories: **economic**(such as changes in the national and international economy and the market), politics (such as inefficient decision making, poor land management,poor coordination between planning and investments) and design.

The voids that exist in our cities nowadays are nature-made and man-made and they might be a result of intended or unintended actions. Retail urban voids are man-made functional voids which have an impact on the community, on the environment and on the economy. Retail urban voids may pose health and safety risks to the surrounding **community**. Retail urban voids also affect the economy by lowering the real estate values of the buildings that are located close to them. And if not treated, urban voids can become very hazardous and dangerous for the environment.

However, the negative impact of the retail urban voids might be turned into an opportunity if they are transformed or reused according to the urban needs of the area that they are located. As it is going to be elaborated in the Ankara case study, it is much sustainable and costs significantly less to reuse or transform a shopping center rather than demolishing it. The reuse strategies explained in this chapter, are generalized and derived from reused dead shopping center examples. However, each of these methods should be applied by taking into consideration the reasons that lead to the creation of the retail urban void and also the context it is located in.

Identifying the amount of urban voids in cities and across regions is an essential first step. The critical subsequent step is determining its causes; as this will yield important indicators of current and future urban conditions as well as offer guidance to local policymakers.

To sum up, in this chapter we defined the concept of void in different fields, determined the types of voids, identified the factors contributing to the creation of urban voids, and discussed the impact of the retail urban voids on the economy, environment and society. In the end of the chapter we gave a few reasons for the regeneration of the retail voids together with the methods of transformation and we gave some example of transformation or retail urban voids worldwide and in the Turkish context. This provides us with a better understanding the issue of retail urban voids, how they vary and how is the issue of the urban void elucidated in different contexts.

CHAPTER 5

CASE STUDY

5.1 Introduction

Investigating the problem of urban retail voids, the reasons behind their creation, their impacts on the environment and possible ways for their transformation are issues which have been explored and studied by researchers since the beginning of the 20th century.

As mentioned before in this thesis, the problem of the urban retail voids is tackled by many policies related to urban regeneration, rehabilitation, renewal, and redevelopment. Especially in the last 30 years, a lot of research is done on the urban retail void issue.

The research on urban voids is present in Turkey. However, this research is mainly focused on regeneration and transformation of industrial and other types of urban voids. Very little research is available on the transformation or urban retail voids (vacant shopping centers).

The problem of urban voids in general and retail urban voids, in particular, is fundamental in the life of Turkish cities.

The issue of the urban retail void is an inevitable reality that does affect the image of cities, besides affecting people positively or negatively from economic, social, and psychological dimensions.

In this chapter, the issue of urban voids and urban retail voids, in the city of Ankara (Turkish capital city) is going to be elaborated.

The reason for choosing Ankara as the case study of this thesis is because the city of Ankara provides substantial research opportunities in the study of urban (retail) voids as there are various cases of urban voids of different types and scales and created due to specific reasons. While looking at the Turkish context we observed that Ankara is **the city which has the highest m2/person of shopping centers**. Due to **the high number and high density (m2/person) of shopping centers** it was significantly easier to study the development pattern of shopping centers, their classification into types and classify them based on their life-stages.

In this chapter, the problem of urban retail voids in Ankara will be analyzed under community and neighborhood shopping centers such as CarrefourSA and Maltepe shopping center, Ansera, ODC shopping center, Atakule, Planet, Minasera etc.. These shopping centers are either **becoming a retail urban void (stage III)**, **have become a retail urban void (stage IV)** or **were on the III-rd and IV-th stage and got transformed or renewed**. While discussing the characteristics of the development of these shopping centers we are going to also elaborate the causes which lead to the transformation of some of the shopping centers into an urban void (where possible).

As mentioned in the shopping center chapter, their lifespan is divided into four different stages: I- Launch stage, II-Growth stage, III- Maturity stage, and IV-Decline stage.

In the first two stages, it is challenging to foresee if a shopping center is going to lose its value and therefore turn into an urban retail void. However, the third and the fourth stage give a more precise figure of the fate of the shopping center.

In this chapter we are going to compare and analyze these case studies and understand their transformation and the reasons for their creation and whether there are any measurements taken to transform or renew these 'retail urban voids'.

However, to do that, at first, we need to look at a wider frame of the picture. We need to understand the transformations that happened to the Turkish economy due to globalization, how they affected the development of the retail sector in Turkey, how did the changes in the retail sector affect the development of the shopping centers in Turkey and particularly Ankara. After having done all these, we are going to analyze the case studies as above-mentioned.

5.2 Impact of globalization on Turkish economy

Turkey is a developing country. Turkey's globalization process started at the 1980s. The globalization process has greatly influenced Turkey because of its strategic location. Turkey took the first step with liberalizing capital movements and increasing trade volume [207].

We can say that the economic globalization in Turkey started after the 1980s. The state removed its effects on the economy and gave priority to private companies in many areas. Export was encouraged by the government, and Turkish politic status had become more important with the development of international trade. Nowadays, Turkey is still trying to improve its economic system and make changes to its currency market when needed.

The most important effects of these trends on the Turkish economy are:

1. Conversion of the private sector into an engine for economic growth,
2. decrease the inflation rate and secure price stability,
3. deduce state bureaucracy,
4. accomplish balance in the budget,
5. remove/reduce tariffs on imported goods,
6. remove domestic monopolies and quotas in the market,
7. increase export,
8. customize state-owned industrial enterprises and public enterprises,
9. liberalize the market (capital),
10. make the national currency easy to convert,
11. bring foreign investment (FDI) on the Turkish market,

12. increase competition in the economy by reducing public regulations.

Before and during the globalization started in the 1980s, the Turkish economy went through some important developments that need to be mentioned.

1960 - 1970: In the early 1960s until the late 1970s, the Turkish economy was heavily based on the trade of imported products from abroad. The economy based on trade and imports worked successfully until the 1970's, afterward it started to decline. In that period, the Turkish economic growth was relatively good compared to other developing countries. Turkish economy had achieved significant growth rates even though this growth was not based on natural resources, such as oil, gas, or minerals.

During 1960–70s, the average annual growth rate of the Turkish economy had reached an average annual rate of 7%. This resulted in an improvement in the quality of life and living conditions of the Turkish people.

1970 - 1979: However, the Turkish economy of the 1970s was affected by two critical developments in the world economy of that period. The first one is a sudden and significant increase in oil prices. The second one is the economic recession, high inflation rates, and an increase in the number of unemployment in industrial countries.

These factors were significant in the development of the Turkish economy during the 1970s. For the Turkish economy, the 1970s were the best of times and the worst of times. The decade witnessed an unprecedented spurt of investment and growth until about 1977, accompanied by what looked like a steady improvement in income distribution. An equally unprecedented crash followed that. From mid-1977 on, Turkey found itself in a great debt crisis which took several years of difficult negotiations with creditors and a long series of rescheduling agreements to resolve. As a result of this, in late 1977's Turkey faced a severe balance of payments crisis.

1980 - 1989: In the 1980s, the Turkish government decided to adopt an export-based economy developing model to restore the economy from the unsustainable condition.

The World Bank (WB) and International Monetary Fund (IMF) supported this 'market-focused economy' development model. This is the period when globalization started to accelerate in the Turkish economy. By the end of the 1980s, the Turkish economy model included fiscal discipline, competitive currency, and trade, financial liberalization, and privatization [208]. According to Rodrik [209] , these were the key elements of what Krugman [210] has called "free markets and sound money."

As a result of an export-led growth model, followed up by Washington Consensus[1] principles of the Turkish economy started to rise again [211].

Turkish authorities and the Turkish society realized the fact that there is a close relationship between economic growth and foreign flow to the Turkish economy. If foreign flows are available, the economy runs smoothly. Thus macroeconomic policies were directed to attract external flows either external borrowing or direct foreign investment [211].

1990 - 1999: As aforementioned in the previous chapters, globalization encouraged the free flow of people and products within the same country and internationally. One of the impacts of the globalization on the economy was the trade liberalization[2] [58]. Liberalization of trade contributes to undeveloped and developing countries' levels for economic development. The trade liberalization policies were developed in the 1980s in Turkey.

The Turkish economy entered a new phase in 1988. Since then, the growth rate of the Turkish economy moved sluggishly with two minor and two major recessions. The annual real GDP growth reached 3.7 % during this period. The growth rate of industrial value, agriculture, and domestic trade were at a rate of 4.4 %, 4%, and 1% respectively. (Figure 5.1).

1980s were memorable for the Turkish economy due to its growth performance. The economy of the 1990s had a relatively lower average growth rate and high volatility.

The export ratio in GDP increased from 16% in 1990 to 33% in 1998. However, the economy of the country was not stable.

2000 - 2009: In 2001, the Turkish economy underwent an economic crisis due to macro-economic and financial problems and the political tension of that time. The

[1] The Washington Consensus is a set of 10 economic policy prescriptions considered to constitute the "standard" reform package promoted for crisis-wracked developing countries.

[2] The removal or reduction of restrictions or barriers on the free exchange of goods between nations. These barriers include tariffs, such as duties and surcharges, and non-tariff, such as licensing rules and quotas.

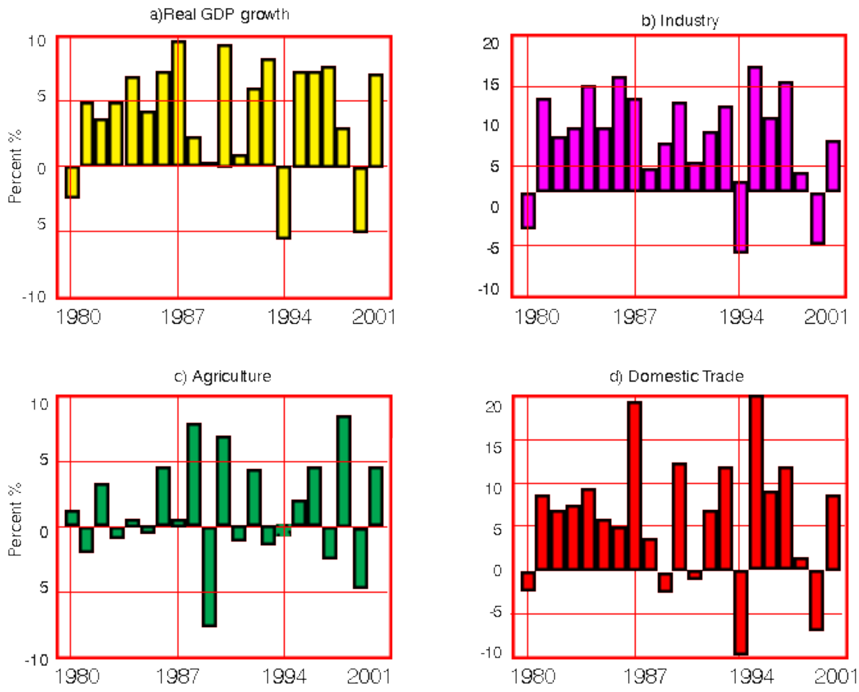

Figure 5.1: Percentage change in Gross Domestic Product. Source: Adapted from: [32]

2001 crisis is also regarded as the most severe crisis in the Turkish economy up to that date.

The outcomes of the 2001 crisis profoundly affected the Turkish economy. As a result of it, the real GDP dropped by 5.7%, counting as the most severe recession in the Turkish economy since the Second World War. Year-end inflation reached 69% as the sharp depreciation of the Turkish lira fuelled inflationary pressures, despite the sharp contraction in economic activity.

Moreover, the external environment became less supportive of Turkey after the September 11 terrorist attacks in the US.

The strong recovery witnessed in 2002 and 2003, when real GDP grew again by 6.2% and 5.3% respectively, also reflects the natural rebound after a severe recession. Similar rebounds have been observed also in the case of other emerging economies, such as Russia after the 1998 financial crisis.

In 2002 the Turkish economy started to recover from the crisis, and for five years, it experienced an increase in the real GDP by 6.8%. Until 2008, there was a significant improvement in the budget. Government debt declined significantly from 76% of GDP in 2001 to about 35% in the second quarter of 2010 [212].

However, these 'achievements' cannot hide Turkey's vulnerabilities [209]. Sharp increases in current account deficits, high unemployment rates, a highly indebted private sector, and difficulties to attract FDI are the most notable vulnerabilities of the Turkish economy. The economic growth strategy, which is closely related to export earnings and short-term capital inflows, seems to be the main reason behind the vulnerability of the country to external shocks, such as the one in **May 2006**.

Many international economic developments such as increasing global imbalances, rising commodity and oil prices, and increasing speculative bubbles in the US mortgage market were responsible for the fluctuations in the exchange rate of TRY in 2006. Another big crisis for the Turkish economy was the **2008-09 crisis** which heavily affected the real economy. In this period, the country recorded an economic recession of nearly 5% of GDP, slumping export revenues, and rising unemployment rates to 14%. It may be argued that Turkey was affected by the global financial crisis, mainly through trade and financial channels.

2010 - afterwards: The Turkish economy had a quick recovery as in 2010 and 2011, the GDP growth rate exceeded 9% level, and the unemployment rate started to lower again (10% in 2013). However, this high growth rate led to current deficits to reach record levels in 2012 (8% of GDP). This situation increased risks of external shocks for Turkey in a period where global risks increased following the unsolved European debt crisis.

The Turkish economy was affected by crisis's, such as the one in 2006, 2008, 2013, and 2018.

Greater political uncertainty resulting from the elections in 2015, drying global liquidity and devaluation of the Turkish lira, all contributed to shrinkage of the economic growth. Due to intensified regional tensions, growth in domestic security problems and the coup attempt of July 15th the overall economy of the country continued to deteriorate. Due to these adverse internal and external shocks, along with weaker confidence, GDP growth declined in 2016.

Since August 2018, Turkey has been going through currency and debt crisis, characterized by the decrease of the Turkish lira's (TRY) value, high rates of inflation, and increases in the loan defaults.

5.2.1 Developments in the Turkish construction sector

Together with the crisis and other fluctuations, the historical timeline of the Turkish economy shows us that it was significantly affected by globalization trends. Turkey is a country that experienced a severe economic crisis in short intervals of time.

The Turkish economy has given a high significance to the **construction sector.** The construction sector has had a vital importance for the economy to get out of stagnation because of its direct relation with 200 different sectors [213].

However, the construction sector has also been affected by the constant ups-and-downs of the economy. It is essential to look at the ways how the economic cycles have affected the construction (real estate) market in Turkey. This will give us a hint to understand the relation between economy, construction sector, demand for real estate, and changes in the vacancy rate.

In 2001, the fall on GDP growth rate brought a deceleration in the construction process and construction permits. In 2002 the economic growth rate increased; however, this increase was not reflected immediately in the construction sector.

Meanwhile, in 2003, the national GDP slightly decreased, but this did not have an impact on the construction sector. In 2004, the economy took a positive turn. During this time, the GDP growth rate reached its peak, and the construction sector continued to grow. In 2005 the Turkish economy experienced a decline which was reflected in the construction sector. The occupancy rate of real estate in 2005 reached its peak because of the law on occupancy permits. In 2009 there was a crisis in the Turkish economy. Nevertheless, the crisis in the construction sector started even before that. The construction crisis of 2008, which touched the economies worldwide, also affected the Turkish economy.

The developments in the Turkish construction sector reached their peak in 2010. In 2010, the GDP grew, and so did the developments in many other sectors of the economy. After 2010, the developments in the construction and real estate sector are following a twisty pattern with continuous ups and downs.

According to Figure 5.2, there is a similar tendency between economic growth and growth in the construction sector. Between the growth rate of the construction sector and the growth rate of GDP, there is a high correlation like 0.93 [33].

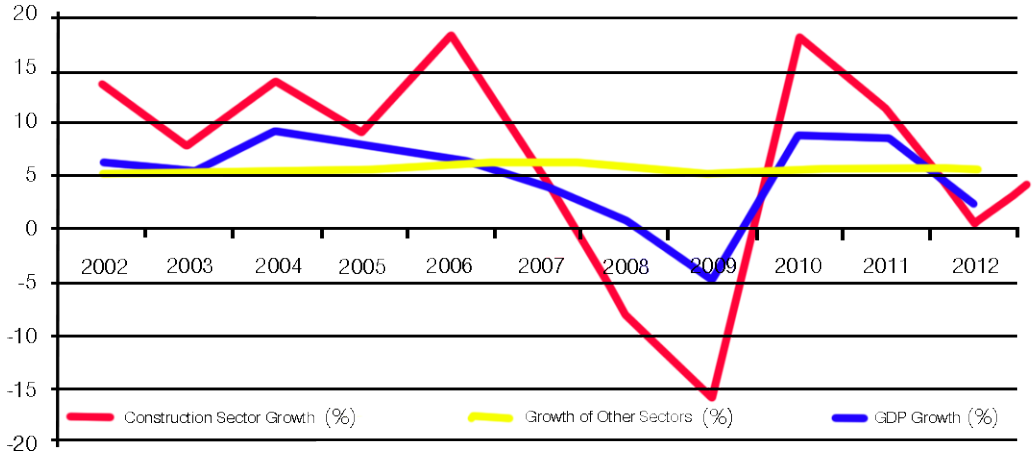

Figure 5.2: General view of GDP and construction sector in Turkey. Source: Adapted from: [33]

This identification confirms that the movement patterns of both GDP and construction sector are in the same direction. Also, from the data shown in the graph above, we can see that the construction sector depreciated more rapidly during the crisis compared to the general economy.

Whereas in overcoming the crisis, it grows more rapidly compared to the general economy. The construction sector was more quickly affected by the economic crisis of 2008; however, during other periods, it grew more compared to economic growth.

5.2.2 Developments in the Turkish (Retail) Real Estate

The developments in the construction sector in the Turkish context are divided into two main types:

1. Construction for residential use,
2. Construction for non-residential use.

   Under the type of constructions for non-residential use, the retail real estate buildings are considered as among the most significant ones. Others include offices, hotels, restaurants, industrial buildings (factories), agricultural buildings and buildings for the social infrastructure (such as schools, universities, hospitals, pensions, dormitories), etc.

   As it is observed in this chapter, **the changes in the GDP, inflation rate, and interest rate** significantly affect the construction sector and the development of real estate in general.

   However, other significant factors affect the development of the real estate, such as:

   (a) regulations and incentives
   (b) population growth,
   (c) population characteristics (age, sex, gender, etc.,),
   (d) employment levels,
   (e) income levels (amount of disposable income),
   (f) consumption types,
   (g) available land etc.

These factors have affected the developments in the real estate and retail sector in Turkey.

Globalization showed its presence also in the retail real estate sector. During the 1990s, the shopping centers started to emerge in Turkey as an outcome of globalization. The shopping centers were supported by foreign (global) capital, just like throughout the whole world, especially in metropolitan cities of Turkey. Retail development in Turkey was divided into three periods.

The first period of Turkish retail development started in the 1990s and ended in 2000. In this period, visiting shopping centers became a part of people's daily lives activities. In the first period of the Turkish retail development, the shopping centers were classified under three main groups. The first-generation of shopping centers included small-sized integrated shopping centers (between 2500 and 5000 m2), which were located close to the city centers.

The second period of retail development was between 2000-2010. Shopping centers of this period flourished in quantity and quality. There was an increase in demand for the construction of the shopping centers as they were highly preferred by the citizens. In addition to the economic reasons, changes in lifestyles, and modernity of the shopping centers of the second period were a major appeal for the citizens [117]. Shopping centers of the second-generation were located in the suburban areas, and they were designed as individually structured centers located away from the dense and overpopulated surroundings.

During the second period, the shopping mall investments started to expand to smaller cities. The international capital in Turkey increased due to a growing interest from foreign investors and shopping center developers. During these two periods of retail development, the actors involved in the retail real estate sector also developed resilience strategies. During the years, 1990-2000s actors and citizens adapted to sector changes, and between the years 2000-2010, they developed resilience strategies to survive the new competitive conditions in the retail market. The strategies and changes in these two periods occurred with little comprehensive planning.

From 2010 and afterward, a third period began in the retail sector. The shopping centers of the third-generation are more than just areas that offer retail services. Also, the shopping centers are composed of mixed uses such as offices, entertainment facilities, housing facilities, and retail stores.

The shopping malls that exist nowadays can be classified under the third group. Therefore, compared to the first-generation shopping centers, it is much easier for the third-generation shopping centers to sustain themselves. The graph 5.3 represents the increase in the shopping center numbers throughout all the periods. As we can see 69% of the overall shopping centers were constructed during the years 2000-2009.

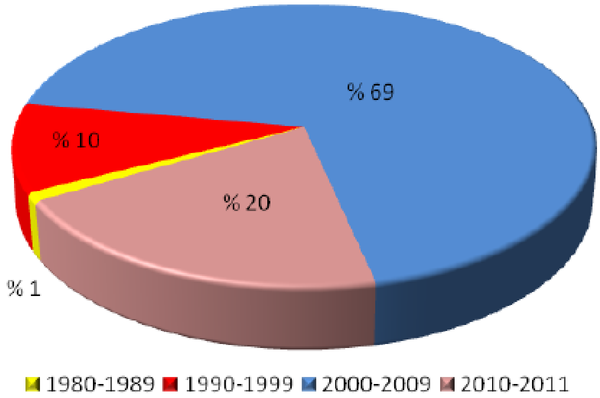

Figure 5.3: Construction of shopping centers in different periods. Source: Adapted from: [34]

At the beginning of the 1950s, Migros was the first large market or a shopping chain that entered Turkey. Right after that, in 1956, GIMA was established. In the 1980s, Turkey entered a system of liberal management and together with the changes in the urbanization rate, and economic growth, increase in the private car ownership, Turkish people shifted into a more consumption-based lifestyle.

In Turkey, the metropolitan cities were the first targets of the shopping center developments, and İstanbul is considered as the first city providing all the conditions and sites available for shopping center facilities. Galleria was the first example of the Turkish shopping center located in Atakoy, Istanbul.

Besides Istanbul, there has been a rise in the number of shopping centers built in other big cities [214]. Ankara which is the capital city and at the same time the second biggest city in Turkey had the first samples of large shopping centers opened in 1989 (Atakule (10.500 m2)) and Karum (62.000 m2) in 1991.

Turkish shopping centers were mainly a result of the technological developments, which aimed to combine shopping and social activities within the same environment. These facilities have firstly been located at central areas of the cities until the end of the 1980s, and with the effect of improvement in public transportation systems, they have begun to move to peripheral areas in 1990s.

As a consequence, it is observed that urban macro-forms have gone through major changes based on the location of major shopping centers, whether they are in or out of the city. Furthermore, with the increase of movement of people, the need for mass public transportation and parking areas also increased, which has resulted in traffic congestion. Shopping centers provided a variety of products of several brands, which increased the competition among retailers and annuity costs. Allocation of shopping centers in and out of the city has caused changes in the urban structure and land use [34].

At the beginning of 2001, individual investors started to invest in the construction and development of shopping centers in the three largest cities in Turkey. These investments resulted in the building of 62 shopping centers with an overall area of construction of 1.37 billion m2. According to research on the development of retail real estate in Turkey, there were 243 shopping centers (Figure 5.4) with a total leasable area of 5,753,198 m2 by the end of 2009 (Figure 5.5).

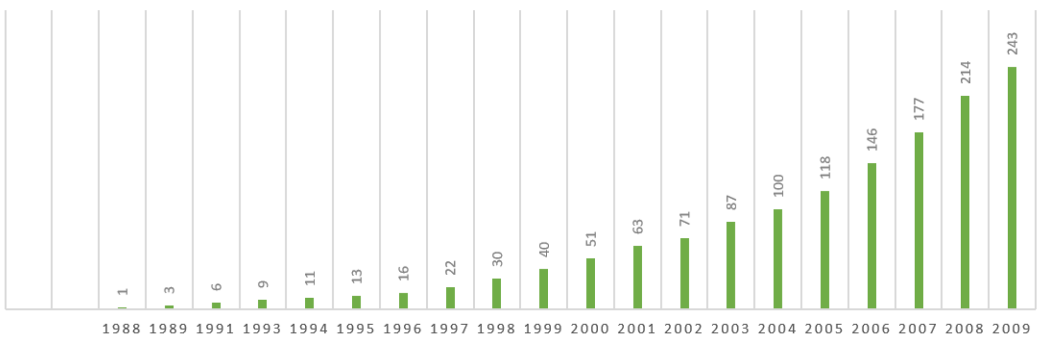

Figure 5.4: Total number of shopping centers between 1988 and 2009. Source: Adapted from: [33]

In 2005 there has been a tremendous boost in Anatolia-based shopping center investments. In 2009, there were shopping centers in 39 cities of Turkey, and there were 110 shopping centers in İstanbul, Ankara and İzmir, and 130 shopping centers in the remaining 36 cities. As of the first half of 2018, the total leasable area of the 396 shopping centers in operation throughout Turkey stood at 12,331,925 m2, a 5% rise

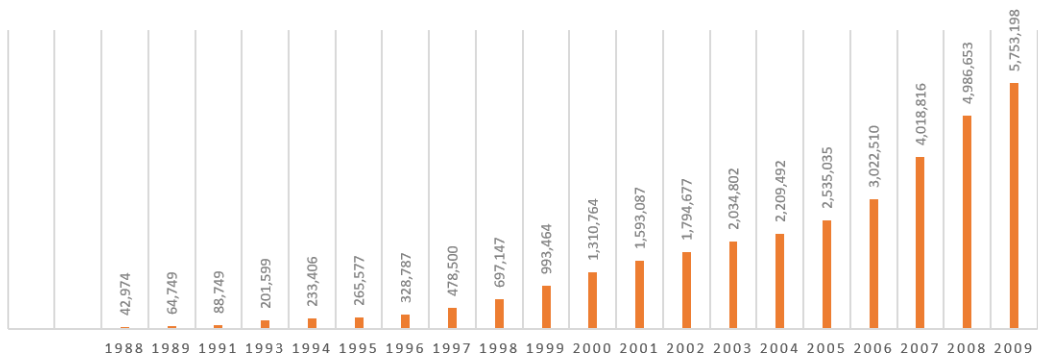

Figure 5.5: Increases in the leasable areas between 1988 and 2009. Source: Adapted from: [33]

over the figure for the end of 2017.

An overview of the past three years demonstrates a slowdown in the growth in the number of shopping centers and their total gross leasable area. The result of saturation in shopping center space in particular regions and provinces is set to continue in the coming period. Potential tenants are unwilling to lease space in newly developed shopping centers, in particular on account of hikes in foreign currency-based rents during this period.

In line with the harsher competitive conditions associated with the current growth of the share of e-commerce platforms in total retail volume, traditional retailers are focusing more on the more effective use of technology and consumer data analysis directly to reach their target customer groups.

Shopping centers, whose visitor numbers have declined in line with the growth in e-commerce's share in retail channels, have begun to turn into lifestyle centers in a bid to boost demand. In some cases the government, developers and investors don't pay attention to the least successful shopping centers which as a result, deteriorate physically (in terms of structure) and functionally, turning into the so-called, retail urban voids. As it is going to be elaborated later, in the Turkish context, there are many retail urban voids which are left abandoned, unused, underutilized, or even on the process of demolishing.

In the shopping centers which still didn't reach their IV-stage, the efforts to maintain and grow turnover and visitor numbers in the coming period are growing.

Examining the distribution of domestic and foreign capital in shopping center investments in Turkey as a whole, approximately 78% of total shopping center leasable area is made up of local investors; 15% foreign investors; and 7% local/international joint ventures.

5.3 Development of Shopping Centers in Ankara

As a global city, with exceptional economic potential and its extremely populated urban areas, Istanbul has always welcomed global influences. Within Turkey, it is ranked as the city with the most international connections and relations. On the other hand, Ankara, which is also the capital city of Turkey, has been more inward-oriented in its local business and population characteristics.

Being the capital city of Turkey, Ankara displays national values and lifestyles. The location of the governmental and educational institutions contributed to the creation of the identity and local character of the city [200].

The development of the shopping mall culture in Ankara is impressive, as we know that the shopping centers are a representative of the global economy but Ankara is a city which owns a local character and is connected to its national values. The start of the global transformation in Ankara coincided with the reorganization of domestic financial policy in the 1980s [215].

5.3.1 First shopping centers in Ankara

At the beginning of the 1990s, the shopping centers in Ankara had a surface smaller than 20,000 meters square. However, this surface has reached 120,000 meters square in the case of contemporary shopping centers in Ankara (Ankamall Shopping Center).

We mentioned that Istanbul fulfills all the conditions that it takes for the investors to develop their shopping centers there, however many of the investors have preferred Ankara over Istanbul. One of the reasons behind this choice is related to the characteristics of the population living in Ankara. Ankara's people are well known for maintaining a stable expenditure pattern even in times of crisis. That is among the most important reasons why some international companies prefer Ankara for their investments [37].

Ankara city's population is made mostly of people such as academicians, military employees, government employees, and bureaucrats. This shows us that the residents of Ankara are people who have a fixed high-income level.

A second important reason why the foreign investors have selected Ankara for their investments is that Istanbul, is already overloaded with construction and it is very difficult for the investors to find large areas of land at reasonable prices. On the other hand, Ankara offers available land at affordable and cheap prices. One of the best examples of such investments in Ankara is the Ankamall Shopping Center.

As mentioned in the previous section, Atakule and Karum were the first shopping centers to be built in Ankara (Figure 5.6).

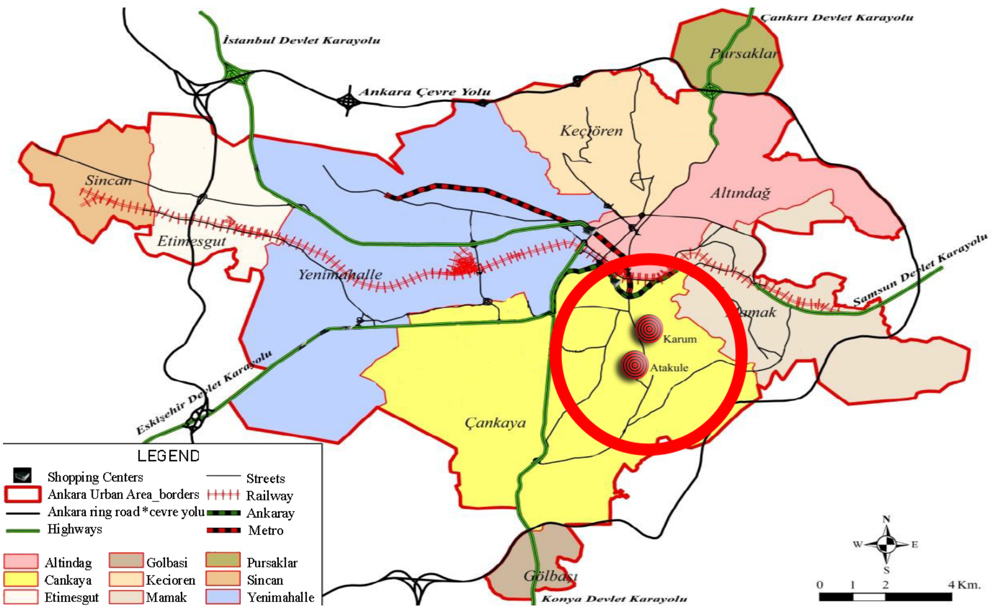

Figure 5.6: Geographical location of the first shopping centers in Ankara.

Atakule, which is the first shopping center built in Ankara, is located one of the city's most popular and high-income areas. The building of Atakule has a simple construction layout, with a tiny atrium. It is a three-floor building, and it has stores spread around the hallways. Atakule nowadays is considered as a landmark of the city, as its tower has a panoramic view of the city.

However, within a few years, Atakule lost its customer pulling power as a shopping mall because of two main reasons. The first reason is related to the adjustments in the district, which became highly occupied by headquarters and offices. The second reason is the opening of another shopping center, Karum, in 1991.

Karum is also located in a central district with many connections (public-private transportation, pedestrian) to other districts of the city. Its location is one of the dominant factors why its attraction has persisted until today, even though the brands inside the center have constantly been changing from time to time because of the economic conditions.

The design of Karum shopping center does not include a modern construction layout; it has a total of nine floors; however, only three of them are dedicated to retail and shopping. The shops within Karum are settled next to each other along the corridors. The rest of the floors are used as office spaces (upper floors), and as a covered parking area (lower levels). Regardless of its small scale, Karum in its beginnings managed to attract many customers from its location and different districts of the city [216]. Another reason for its attraction is that it Karum is connected to one of the most prominent and popular streets in Ankara (Tunali Hilmi Street). Citizens frequently visited Karum because it served as a well-known landmark.

5.3.2 Characteristics of the shopping center market in Ankara

Although most of the Turkish shopping centers are located in Istanbul (118 in the first quarter of 2018), Ankara (38 in the first quarter of 2018) is ahead in terms of the m2/1000 persons [217].

The rapid development in the retail sector has led to concerns of possible saturation in certain markets. The total Gross leasable area (GLA) in Ankara is significantly lower than Istanbul. However, the shopping center market is more concentrated in Ankara (21,0 m2/100 people), than Istanbul (11,8 m2/100 people) [217]. Ankara is the city with the highest GLA per capita in all the country .

According to research, one of the greatest potentials that Ankara city has differently from the rest of the Turkish cities is that it is a city whose population is made of students and government workers. This is considered to be an advantage because of the fact that government workers can be easily adjusted to the use of banking systems and credit cards. On the other hand, government workers are not affected during the times of economic crises (in terms of their salaries) as they get paid regularly and their salaries are guarantied. This provides the chances of consistent consumption even during periods of economic crisis. The number of government workers in Ankara in 2015 reached 359.316, whereas in Istanbul it was 314.500 [218].

On the other hand, Ankara has the advantage of being a student city. Students have more free time compared to working people and this is a good opportunity for the shopping centers in Ankara. Young people and students prefer to frequent the shopping centers not only for shopping but also for recreational and entertainment activities. Compared to Istanbul, another advantage is that Ankara has more available land at cheaper prices for the construction of shopping centers.

5.3.3 Spatial distribution of shopping centers in Ankara

The number of the operational shopping centers in Ankara is around 50; out of which 4 are super-regional, 6 regional, 17 community and 15 neighborhood shopping centers. In addition, there are 3 outlets and 5 theme-oriented centers.

When we have a look at the spatial distribution of shopping malls in Ankara, it is seen that most of the shopping centers are concentrated on the main arteries such as Eskişehir Road, İstanbul Road and Samsun Road (Figure **??**).

There are many reasons underlying the distribution of the shopping centers. These reasons are mainly related to the area (location) and the characteristics of the shopping centers. The main factors that have affected the construction of the shopping centers like Acity, Anse, Armada, Carrefour, Cepa, Kentpark, Forum, Optimum in Ankara within this spatial distribution are:

1. The availability of suitable and proper land size for the development of the

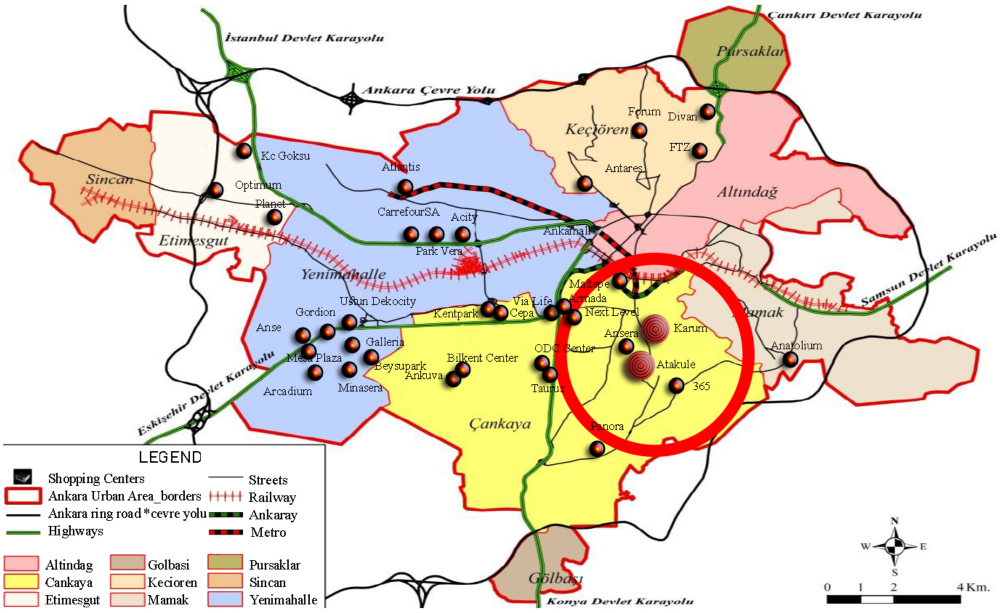

Figure 5.7: Spatial distribution of the shopping centers in Ankara.

shopping center;

2. The potential of the area to grow and convert into urban working / service areas;
3. Proximity to the main transportation routes;
4. Land ownership convenience (availability of less fragmented land parcels);
5. No restriction in the planning decisions to prevent the construction of shopping centers in these areas [37].

The motive for the construction of shopping centers such as Ankuva, Bilkent Center, FTZ, KC Göksu, etc., are that according to the planning analysis, these areas could be turned into a new 'CBD', secondary center or commercial area in order to serve the population in newly developing areas [37].

On the other hand, shopping centers such as Arcadium, Karum and Mesa Plaza were built as a result of the changes in the development plans. These areas were thought to have a different function than retail, however, with the changes in the planning decisions they were later converted into commercial areas. Antares and Armada have been created as a result of urban transformation projects including housing and office units;

Atakule, 365, Ankamall and Gordion were constructed as a result of the disposition of public lands and evaluating these areas within the context of build- and-sell (yap-sat)/ build - and - operate (yap-islet-devret) ([37].

However it is important to emphasize the fact that, among all the most important transportation routes Konya road was not used for the development and construction of grandiose shopping centers because of the location of Mogan Lake which is a special protected zone.

With respect to the spatial distribution of the shopping centers in Ankara we can say that they are distributed into 5 different regions named: Çankaya, Etimesgut, Keçiören, Mamak and Yenimahalle. The distribution of shopping centers in these locations is made based on the above-mentioned motives and the demand for goods and services of the population located there. As shown in the figure 5.8, around 50% of the shopping malls is located in the region of Çankaya. The region with the second largest number of shopping centers (25%) is Yenimahalle. The percentage of the shopping centers located in Etimesgut, Keçiören and Mamak is 14%, 8% and 4% respectively.

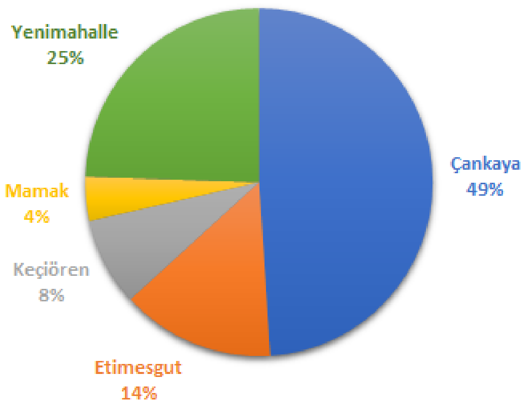

Figure 5.8: Spatial distribution of shopping centers in Ankara.

Nowadays we can count more than 40 shopping centers distributed in different regions of Ankara, however the shopping centers in Ankara were not constructed equally throughout the years. The changes in the developments in the Turkish economy were reflected in the construction number of shopping centers. The highest number of shopping centers in Ankara was build in 2008. A significant rise in the numbers of the shopping malls construction was also noticed during the years 2009 and 2011 [219].

Looking at the economic development of that period we can say that this development pattern was due to the economic developments of the corresponding years. What can be seen from the figure 5.9, the distribution pattern in the number of shopping centers constructed each year from 1988-2019 is not even.

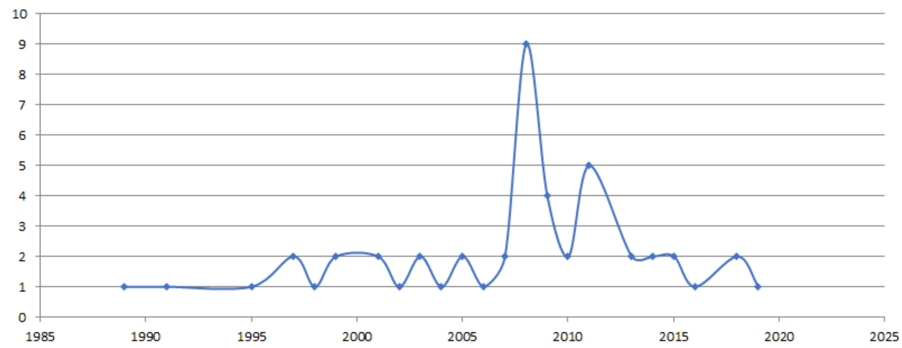

Figure 5.9: Number of shopping centers constructed per year in Ankara. Source: Data adapted from: [2]

The investments for the construction of the shopping centers in Ankara are done by local and foreign investors. The collected data shows that 90% of the shopping centers are financed by local investors and only 10% are foreign investments [35] (Figure 5.10).

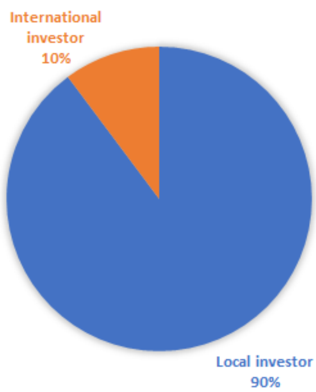

Figure 5.10: Types of investments of shopping centers in Ankara. Data adapted from: [35]

The shopping centers in Ankara are of different sizes ranging from 5000 m2 to 200000 m2. Different types of shopping centers come in different sizes. The smallest types of shopping centers are the neighborhood shopping centers whose area varies from 3000 - 15000 m2 [36].

As shown in figure 5.11, neighborhood centers are higher in number than the other types because of the demand for the products they offer. Shopping centers whose area goes up to 35000 m2 are medium sized shopping centers that serve a wider range of customers. Large sized shopping centers (>40000 m2) are fewer in number and they have a significantly bigger area compared to neighborhood and community centers (Figure 5.11).

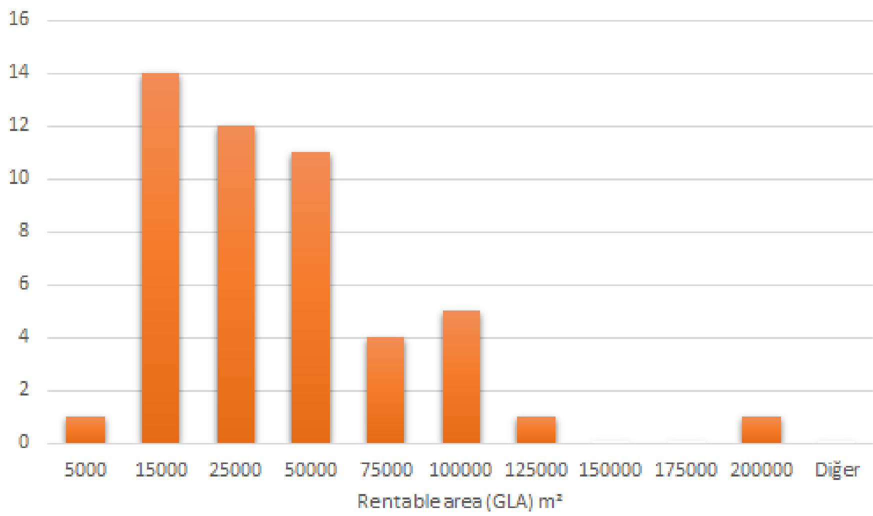

Figure 5.11: Classification of shopping centers in Ankara according to the (GLA). Source: Data adapted from: [36]

The number of units located in a shopping center depends on the area of the shopping center, demand for products and also its location. As it will be later elaborated in the types of shopping centers in Ankara, we will see that neighborhood shopping centers have the least number of units and the highest number of units is generally located in regional and super-regional shopping centers.

As mentioned above, shopping centers can vary in type, size, number of units, design and the type of customer that they serve. However, there are certain services that are provided by the shopping centers which can be observed in almost all the shopping centers in Ankara. These services are: the presence of a Hypermarket/Supermarket (based on the size of the shopping center and demand), cinema, playground for children and coffee shops/ restaurants.

The presence of Hypermarket/supermarkets is one of the anchor stores that has a significant impact on the movement frequency of customers. The most frequent hypermarket/Supermarkets that can be observed in the shopping centers in Ankara are: MIGROS, Çağdaş, CarrefourSA, Şok, A101, BİM, Yunus, Peynirci, Makro etc. (Figure 5.13).

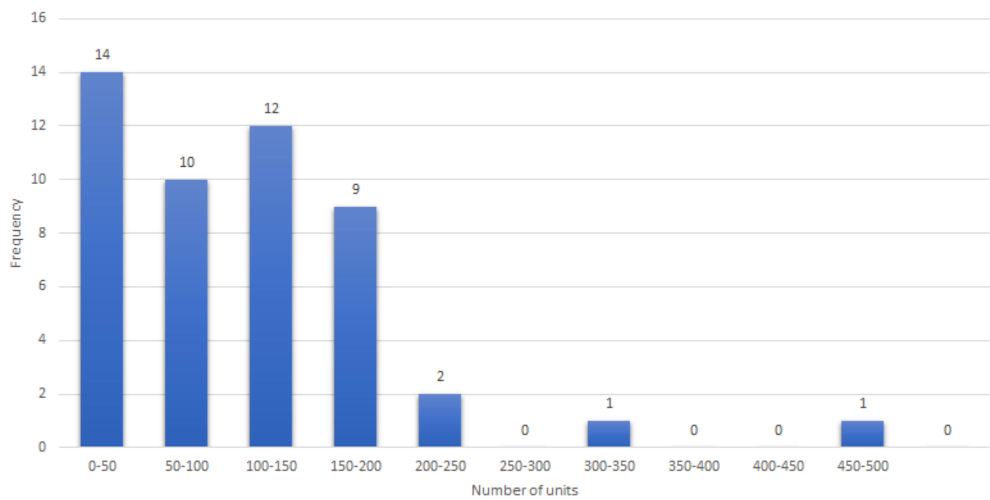

Figure 5.12: Classification of shopping centers in Ankara according to the number of units. Source: Data adapted from: [36]

Most of the shopping centers in Ankara host a hypermarket/supermarket and almost all of them provide areas to eat and drink, like chain restaurants (Timboo, BigChefs, Mezzaluna, Quick China etc.) or food courts with international and national fast-food chain brands (Burger King, Subway, KFC, Papa John's, Aspava, hmbrgr, Fess burger, Burger station etc.).

Shopping centers aim to provide areas for different age groups. The presence of the children playing areas in the shopping centers are another reason to take the families to the shopping centers during weekends. In Ankara, as shown in figure 5.13, most of the shopping centers offer areas and playgrounds for children to entertain.

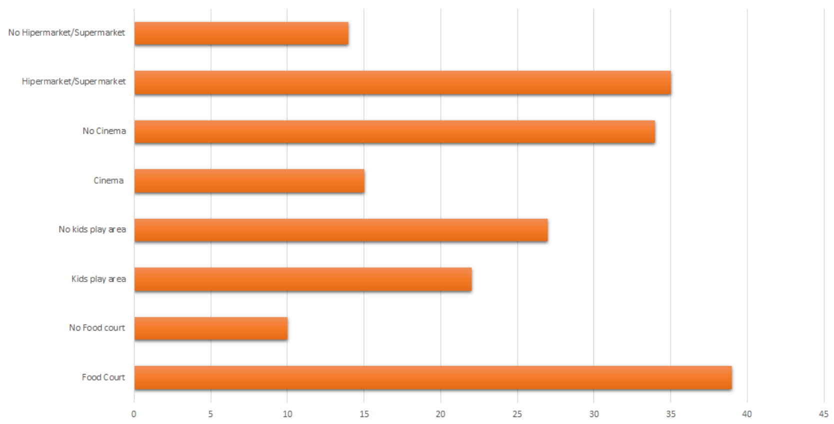

Figure 5.13: Services provided in shopping centers in Ankara (other than retail). Data adapted from: [36]

The shopping malls that have been constructed so far in Ankara, have not had the same performance due to changes in the socio-economic conditions of the area they are located in and the area that they serve. Some of the shopping centers in Ankara such as Ankamall, Armada, Kentpark, Cepa etc., tend to be more attractive to the customers because of the variety of the brands, prices, offers and entertainment services and activities other than retailing. Location and accessibility of the shopping centers is also a factor that has affected the changes in the number of customers which frequent them. In addition, shopping malls life span is also affected by the amount of tenants that decide to rent there.

While renting in a shopping center, tenants take into consideration the potential of the shopping center, its location, retailing power and also the rent. If the rent of a slot in a shopping center is higher than the profit that the retailer makes, then at a high probability the tenants will decide to not rent from the beginning, rent for a short period of time, or move out after some period of time.

This is a big issue for the shopping centers. If the movement out of the retailers becomes 'a trend' for that shopping center, this will significantly affect the image of the shopping center in the eyes of the customers and future retailers.

Looking at the case of Ankara, we can see that the situation is not very pleasant. The shopping centers that are in the IV-stage of their life-cycle have a high vacancy rate.

This means that those shopping centers, will soon decline if there is no readjustment or action taken. On the other hand, some of the shopping centers in Ankara have a vacancy rate of less than the shopping centers that are in the IV-stage of their life-cycle. These shopping malls do not require the same attention as the aforementioned, however if no measurements are taken, the shopping malls in this group can quickly move to the IV-stage. Some of the shopping centers like Minasera and Planet after moving to the IV-th stage have either been transformed into a wellness center, hospital, recreational area or have been demolished to be converted into something else.

The data collected for the case of shopping centers of Ankara which is collected form the shopping centers' websites shows that a considerable amount of shopping centers are reaching their III-rd and IV-th stages in less than 10 years. In this case, their investors either decide to renew their physical structure and maybe make certain changes in the way they function, or totally transform them into something different than a shopping center. The pie chart 5.14 shows that 16% of the shopping centers built in Ankara are currently out of service. They remain as structures which might be renewed, transformed or totally demolished sometime in the future.

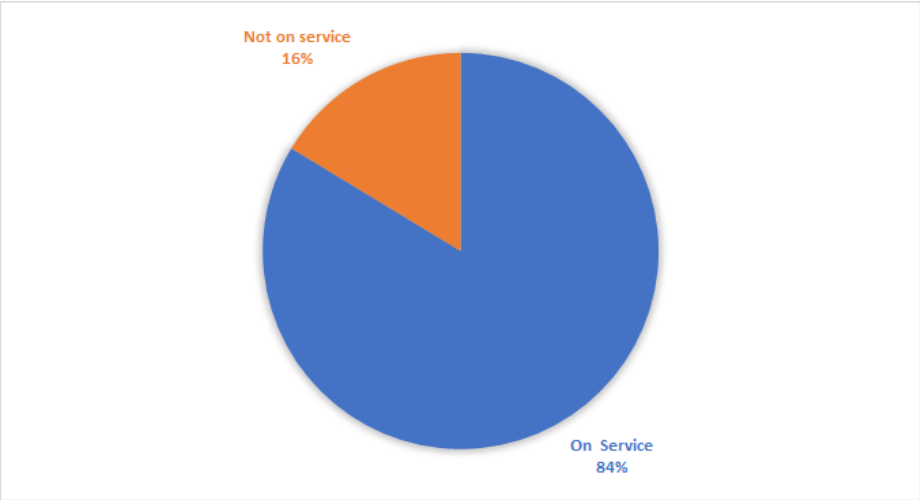

Figure 5.14: Percentage of in and out of service shopping centers. Source: Data adapted from: [2]

The table 5.3 gives an overview of the shopping centers in Ankara and their characteristics. Based on that information and also on the personalized characteristics and the profile of each center we managed to classify the shopping centers into 7 main groups. The naming of the classification and the characteristics to define each type of shopping center were obtained from the ICSC classification model described before in this thesis.

5.3.4 Types of shopping centers in Ankara

Since 1989, in Ankara, many shopping centers of different kinds have been built. In 2018, there were more than 40 functioning shopping centers in Ankara. The GLA of the shopping centers of Ankara is approximately 1,352,937 m2. Around 65% of the total shopping malls built in Ankara, were built between the years 2000-2010 (Figure 5.15). Ankara's The growth pattern of the shopping malls is very similar to the Turkish shopping center number growth pattern [220].

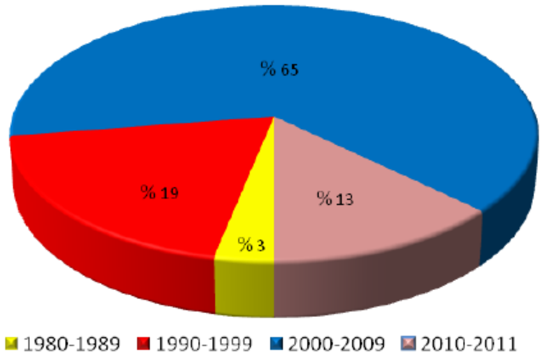

Figure 5.15: Construction of shopping centers in different periods in Ankara. Source: Data adapted from: [37]

To distinguish the shopping centers from each other, ICSC has discovered some parameters that make it easier to classify all the shopping centers into groups based on their features. The main parameters that distinguish these types from each other are: **the concept of the shopping center, the amount of GLA (m2), Number of anchor stores, number of tenants and the radius of the trade area.**

We noticed that there is an inverse relationship between the size of the shopping centers and the number of shopping centers. The larger the size of a shopping center, the lower is the number of shopping centers of that size. In Ankara city for example,

Table 5.1: Characteristics of shopping centers in Ankara. Source: Data adapted from: [2]

Number	Name	Location (Ilce)	Opening year	On Service	Website	Investor Type		Investor Name	Rentable area (GLA) m²	Number of units	Anchor stores	Hipermarket / Supermarket	Vacancy rate (Approx)	Parking Capacity	Restaurants/FoodCourt	Kids Playing Area	Cinema Room	Other	Undergo Renewal / Transformation	Current Shopping center Type	Life-stages of shopping centers
						Local	*International*														
1	Atakule	Çankaya	1989	YES	YES	X		Atakule Gayrimenkul Yatırım Ortaklığı A.Ş.	17713	120	5	X	Low	750	X	X	X		X	Community	II
2	Karum	Çankaya	1991	YES	YES	X		Koray-Kavala Yatırımcı Grubu	23500	486	4		Low	960	X	X				Community	II
3	Galleria*	Çankaya	1995	NO	NO	X		Durali Bezci, Salih Bezci, Mustafa Bezci, BESA	7700	56	N/A	X	Medium	600	X	X		X		Theme	III
4	Ansera	Çankaya	1997	YES	NO	X		Yapi Kredi Koray GYO A. S.	20000	150	1	X	High	No Info	X	X				Neighborhood center	IV
5	Ankuva	Çankaya	1997	YES	NO	X		Tepe Emlak	5908	20	1		High	No Info	X			X		Neighborhood center	IV
6	Bilkent Center	Çankaya	1998	YES	YES	X		Tepe Emlak Yatırım İnşaat ve Ticaret A.Ş.	47467	31	5	X	Low	1600	X		X	X		Community	II
7	Mesa Plaza	Çankaya	1999	YES	YES	X		Mesa Mesken Sanayii A.Ş.	12300	34	3	X	Medium	500	X			X		Community	III
8	Ankamall	Yenimahalle	1999	YES	YES	X		Migros Türk T.A.Ş	108000	311	15	X	Low	4400	X	X	X	X		Super-Regional	II
9	CarrefourSA *	Yenimahalle	2001	NO	NO		X	Bainbridge Holding A.Ş.	20234	58	N/A	X	High	71941	X	X				Community	IV
10	Armada	Çankaya	2002	YES	YES	X		Söğütözü İnşaat ve İşletme A.Ş.	32000	165	6	X	Low	2800	X		X	X		Community	II
11	FTZ	Keçiören	2003	YES	YES	X		FTZ Akaryakıt Otomotiv İnşaat… A.Ş.	7000	41	1	X	Medium	17500	X	X	X	X		Neighborhood center	III
12	Arcadium	Çankaya	2003	YES	YES	X		Taşeli İnşaat Ticaret ve Sanayi Ltd. Şti.	15000	85	2	X	Medium	1000	X	X	X	X		Community	III
13	ODC	Çankaya	2001	YES	YES	X		ODC İnşaat	8000	17	0	X	Medium	1300	X					Neighborhood center	I
14	Optimum Outlet	Etimesgut	2004	YES	YES	X		Rönesans Gayrimenkul ve Yatırım A.Ş.	16314	167	8	X	Low	1500	X	X	X	X		Outlet	III
15	Planet*	Etimesgut	2005	NO	NO	X		Planet A.Ş	12000*	136 *	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Wellness Center	N/A	N/A
16	Dolphin	Etimesgut	2005	YES	YES	X		Yunus İnşaat	20000	40	1	X	High	No Info	x					Neighborhood center	IV
17	KC Goksu	Etimesgut	2006	YES	YES	X		TOKİ-KC Group	35365	129	1	X		8064						Community	

Table 5.2: Characteristics of shopping centers in Ankara. Source: Data adapted from: [2]

Number	Name	Location (Ilce)	Opening year	On Service	Website	Investor Type		Investor Name	Rentable area (GLA) m²	Number of units	Anchor stores	Hipermarket / Supermarket	Vacancy rate (Approx)	Parking Capacity	Restaurants/FoodCourt	Kids Playing Area	Cinema Room	Other	Undergo Renewal / Transformation	Current Shopping center Type	Life-stages of shopping centers
18	Antares	Keçiören	2008	YES	YES	X		Dolunay Ormancılık Ticaret Ltd.Şti.	82750	201	10	X	Low	4000						Super-Regional	II
19	CEPA	Çankaya	2007	YES	YES	X		Üstünçelik Malzeme İmalat Montaj İnşaat.. A.Ş.	70,000	188	10	X	Low	3400	X	X	X	X		Bolgesel	II
20	Panora	Çankaya	2007	YES	YES	X		Merkez Müteahhitlik Turizm ve İşletmecilik A.Ş.	80,000	181	11	X	Low	2500	X	X	X	X		Super-Regional	II
21	Minasera*	Yenimahalle	2008	NO	NO	X		Minesera A.Ş.	10000*	43*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Hospital		
22	Galaxy Center	Etimesgut	2008	YES	NO	X		Galaxy Insaat	8,000	67	2	X	Low	No Info						Neighborhood center	III
23	Ustun Dekocity	Yenimahalle	2008	YES	NO	X		Mustafa Bezci, Turgut Üstün, Turan Üstün Mehmet Akbacakoğlu	17,000	50	2		Medium	1000		x		x		Neighborhood center	III
24	Acity	Yenimahalle	2008	YES	YES	X		A1 Grup İnşaat Alışveriş Hizmetleri	25,000	121	7		Low	1750	X					Community	II
25	Maltepe*	Çankaya	2008	NO	NO	X		Çağ 1 Yapı İnşaat Turizm Madencilik… A.Ş.	15,000	100	N/A		High	750	X		X	X		Community	IV
26	Kentpark	Çankaya	2010	YES	YES	X		Megatürk İnşaat turizm ve İşletme A.Ş.	80,000	220	11	X	Low	3000	X		X			Super-Regional	II
27	Gordion	Çankaya	2009	YES	YES		X	REDEVCO Türkiye	50,000	165	8	X	Low	2400	X	X		X		Bolgesel	
28	Via Life	Çankaya	2009	NO	NO	X		Bayraktar Grup / AB AVM İşletmeleri A.Ş.	18,000	60	N/A		High	750	X				Office Area + Restaurants		II
29	Atlantis	Yenimahalle	2011	YES	YES	X		Gordion Grup A.Ş.	50000	155		X	Low	1250	X	X	X	X		Bolgesel	II
30	Anse	Yenimahalle	2010	YES	YES	X		Kartallar Şirketler Grubu	26,000	70	3		Medium	450						Neighborhood center	III
31	Next Level	Çankaya	2013	YES	YES	X		Pasifik İnşaat	42000	140	4	X	Medium	No Info	X	X	X			Community	III
32	365 AVM	Çankaya	2008	YES	YES		X	Corio Gayrimenkul Yatırım ve Yönetim A.Ş.	29,000	109	7	X	Low	23000	X					Community	II

Table 5.3: Characteristics of shopping centers in Ankara. Source: Data adapted from: [2]

Number	Name	Location (Ilce)	Opening year	On Service	Website	Investor Type		Investor Name	Rentable area (GLA) m²	Number of units	Anchor stores	Hipermarket / Supermarket	Vacancy rate (Approx)	Parking Capacity	Restaurants/FoodCourt	Kids Playing Area	Cinema Room	Other	Undergo Renewal / Transformation	Current Shopping center Type	Life-stages of shopping centers
						Local	*International*														
33	Anatolium	Mamak	2011	YES	YES	X		Maya Gayrimenkul Ve İnşaat Grubu	74,000	97	6	X	Low	2800	X	X		X		Bolgesel	II
34	Ankapark	Yenimahalle	2019	YES	NO	X		GBM Ticaret & Çelik Ortak Girişim Grubu	200000	130	N/A		Low	6800	X	X		X		Theme	I
35	ATG	Çankaya	2016	YES	YES	X		CLK Konsorsiyum	25000	185	N/A		Medium	2500	X	X		X		Theme	I
36	Emporia	Etimesgut	2018	YES	YES	X		ADİL KILIÇKAN, ŞEKERCİLER MARKET, ÇAĞDAŞ MARKET, FTG, RANTAŞ	25000	113	4	X	High	No Info	X					Community	I
37	Forum	Keçiören	2008	YES	YES		X	Multi Turkmall Yönetim Hizmetleri A.Ş.	80,000	133	6	X	Low	1700						OUTLET	II
38	Nata Vega	Mamak	2011	YES	NO	X		Nata Holding	70000	170		X	Low	1860	X					Bolgesel	II
39	One tower	Çankaya	2015	YES	YES	X		İTO YATIRIM ENERJİ İNŞAAT	30000	100	2	X	Medium	1200	X			X		Community	I
40	Maidan	Çankaya	2018	YES	YES	X		Ege Grup Yapi	6000	68	N/A		Low	No Info	X			X		Theme	I
41	Taurus	Çankaya	2013	YES	YES		X	ırus Investment Hold	49800	130	5	X	Low	No Info	X					Community	II
42	Kizilay AVM	Çankaya	2011	YES	YES	X		Ortak Girişim Grubu	20000	120	3	X	Low	300	X	X		X		Community	II
43	Beysu Park AVM	Yenimahalle	2009	YES*	NO	X		Birlik Yapi	11500	30	1	X	High	No Info						Neighborhood center	IV
44	Divan AVM*	Keçiören	2009	NO	NO	X		Kuzu Grup ve TOKİ	8,500	34			High	500						Neighborhood center	IV
45	Metro Kent	Etimesgut	2008	YES	YES	X		Deniz Gayrimenkul Yatırım Ortaklığı A.Ş.,	4715	36	2	X	Medium	No Info	X					Neighborhood center	III
46	Tepe Prime	Çankaya	2011	YES	YES	X		Bilkent Holding; Tepe Emlak	6050	37	N/A	X	Low	No Info	X			X		Theme	II
47	PARK VERA	Yenimahalle	2014	NO	YES	X		Abdülkadir Özcan A.Ş.	40000	19	N/A		High	2500	X	X	X	X		Community	IV
48	Podium	Yenimahalle	2015	YES	YES	X		SBS Alışveriş İş ve Yaşam Merkezi A.Ş.	70000	180		X	Low	3600	X	X	X	X		Bolgesel	I
49	GIMART	Yenimahalle	2014	YES	YES	X		Gimart Birikim A.Ş.	77000	28			Low	1200	X	X		X		OUTLET	II

there are very few, super-regional shopping centers (the largest; GLA > 80.000 m2; 3+ anchor stores), a few regional shopping centers (large; GLA of 40,000-79,999 m2, 2+ anchor stores,), some community shopping centers (medium; GLA of 20,000-39,999 m2, 2+ anchor stores) and many neighborhood centers (small GLA of 5,000-19,999 m2; 1+ anchor stores).

Based on the ICSC classification of the shopping centers, there are 6 types of shopping centers in Ankara: Super-regional shopping center, regional shopping center, community shopping center, neighborhood shopping center, theme/festival shopping center and Outlet shopping centers.

1. **Super-regional centers:** Are the largest type of shopping center. An example of a super-regional center in Ankara is Ankamall shopping center (Figure 5.16). This shopping center is located in Akköprü, Yenimahalle, Ankara. It was built in 1999 and it was financed by Migros Türk T.A.Ş which is a national investor. Ankamall, even though it was built 18 years ago it is a very powerful and crowded shopping center. It has a GLA of 108000 m2 and it is divided into 311 units where more than 15 of the units serve as anchor stores to this shopping center and 50-70% of all the brands are primary retailers [38]. The typical type of anchors in Ankamall is made of full-line or junior department store, mass merchant, discount department store and/or fashion apparel stores.

Figure 5.16: Ankamall shopping center. Source: Adapted from: [38]

In addition, it offers brands and services for different people with different income levels. This shopping center provides the customers with services like cinema, restaurants, places for entertainment, kids playing areas and it has a parking capacity of 4400 vehicles [38]. Ankamall is easily accessible by public transportation, like LRT (M1 Batikent line, Akkopru station), public and public buses, minibuses and also privately owned vehicle . The vacancy rate of Ankamall is less than 10% and its trade area radius is from 8-40 km. Based on the classification of ICSC, other super-regional shopping centers in Ankara are Panora, Antares and Kentpark.

2. **Regional centers:** Are the second largest types of shopping centers found in Ankara. An example of a regional center in this city is CEPA (Figure 5.17).This shopping center is located in Eskişehir road, in the region of Çankaya. CEPA shopping center is significantly newer than Ankamall.

Figure 5.17: CEPA shopping center. Source: Adapted from: [39]

It was built in 2007 and it was financed by a national investor (Üstünçelik Malzeme İmalat Montaj İnşaat A.Ş.). Cepa has a GLA of 70000 m2 and it is divided into 188 units where more than 10 of the units serve as anchor stores to this shopping center and again 50-70% of all the brands are primary retailers [39]. The concept of CEPA and its offerings are mainly general merchandise and fashion-oriented. CEPA is an enclosed shopping center with inward-facing stores connected by a common walkway. Parking surrounds the outside perimeter of the shopping center, however due to an increased demand it also provides underground parking opportunities. The total parking capacity of CEPA is 3400 vehicles.

The typical type of anchors in CEPA is made of Full-line or junior department store, mass merchant, discount department store and/or fashion apparel stores.

In addition, it offers brands and services for different people with different income levels and it is highly frequented by the students of Bilkent and Middle East Technical University. This shopping center provides for all of its customers services like cinema, restaurants, places for entertainment, kids playing areas and sport facilities. CEPA is located right next to the highway therefore it is easily accessible by public transportation, like minibuses and also privately owned vehicles. However, the bypass constructed to connect CEPA to the other side of the highway (METU, metro station) is a disadvantage due to its lack of safety during winter days and bad weather.

The vacancy rate of CEPA shopping center is low and its trade area radius is from 8-40 km. Kentpark is another shopping center which is located next to CEPA, however, the existence of each of these shopping centers seems not to have 'disturbed' or conflicted with the other in a visible way. Both of them are showing a high performance in their functioning. Based on the classification of ICSC, other regional shopping centers in Ankara are Anatolium, Podium, Nata Vega, Atlantis and Gordion.

3. **Community centers:** Are the third largest types of shopping centers found in Ankara. An example of a community center is Atakule (Figure 5.18).This shopping center is the first shopping center located in Ankara, Cankaya region in 1989. Atakule is a shopping center which finished its first life-cycle and it recently got renewed.

Figure 5.18: Atakule shopping center. Source: Adapted from: [40]

Atakule has a GLA of around 20000 m2 and it is divided into 120 units where more than 4 of the units serve as anchor stores to this shopping center and again 40 - 60% of all the brands are primary retailers. The concept of Atakule and its offerings are mainly general merchandise and convenience - oriented [40]. The center is usually configured in a U shape. The typical type of anchors in Atakule is made of mass merchant, discount department store and/or fashion apparel stores. This shopping center provides for all of its customers services like cinema, restaurants, and places for entertainment. Atakule is a landmark for the city of Ankara therefore it is easily accessible by public transportation, like minibuses and also privately owned vehicles.

However, compared to Ankamall and CEPA, Atakule is not frequented by the same amount of customers. Atakule got recently renewed so its interior conditions became more pleasant for the new retailers. As a result, the vacancy rate of Atakule shopping center is low and its trade area radius is from 5-15 km. The number of the community shopping centers in Ankara is significantly higher compared to super-regional and regional shopping centers. Based on the classification of ICSC, other community shopping centers in Ankara are Karum, Next Level, Bilkent Center, Arcadium, Acity, etc.

4. **Neighborhood centers:** Are the smallest types of shopping centers found in Ankara. An example of a neighborhood center in Ankara is Galaxy shopping center (Figure 5.19). This shopping center is located in Eryaman in Etimesgut region.

   It was built in 2008 and it was financed by a national investor (Galaxy İnşaat). Galaxy shopping center has a GLA of around 8000 m2 and it is divided into 67 units where more than 2 of the units serve as anchor stores to this shopping center and 30 - 50% of all the brands are primary retailers. The concept of Galaxy and its offerings are mainly convenience - oriented. It provides goods and services that are used in the daily lives to the people living within Eryaman.

   The typical type of anchors in Galaxy are supermarkets and small market stores. This shopping center doesn't provide for customers services like cinema and places for entertainment. Galaxy is shopping center used by customers living nearby therefore it is easily accessible by walking or privately owned vehicles.

Figure 5.19: Galaxy shopping center. Source: Adapted from: [41]

Its trade area radius is from 0-3 km. The community shopping centers in Ankara are significantly higher in numbers than the other types of shopping centers. Based on the classification of ICSC, other neighborhood shopping centers in Ankara are ODC, KC Goksu, Dolphin, Keyfi-Divan, Metrokent etc.

5. **Theme/festival center:** are another type of shopping centers. An example of theme/festival shopping centers in Ankara is Ankapark (Figure 5.20). This shopping center is located in Yenimahalle, Ankara.

Figure 5.20: Ankapark Theme/Festilal shopping center.

It was built in 2008 and it was financed by a national investor (GBM Ticaret & Çelik Ortak Girişim Grubu). Ankapark shopping center has a GLA of around 200000 m2 and it is divided into 130 units. The concept of Ankapark and its offerings are mainly leisure, tourist, retail and service-oriented offerings with entertainment as a unifying theme. Ankapark is located in urban area, and it is a part of a mixed-use project. The typical type of anchors in Ankapark are restaurants and entertainment units. This shopping center provides for its customers services like places for entertainment and children playgrounds. Ankapark is shopping center used by customers that live nearby and farther than its surroundings. It is accessible by public transportation and privately-owned vehicles. Its trade area radius is from 0-75 km. The theme shopping centers in Ankara are smaller in numbers than neighborhood and community shopping centers. Based on the classification of ICSC, other theme/ festival shopping centers in Ankara are Maidan, Tepeprime and ATG.

6. **Outlet centers:** are types of specialized purpose shopping centers that provide a variety of brands and services. An example of the outlet center in Ankara is Optimum center (Figure 5.21).This shopping center is located in Eryaman, Etimesgut, Ankara.

Figure 5.21: Optimum shopping center.

Optimum Outlet was built in 2004 and it was financed by a national investor (Rönesans Gayrimenkul ve Yatırım A.Ş.). Optimum Outlet has a GLA of around 16314 m2 and it is divided into 167 units where more than 8 of the units serve as anchor stores to this shopping center. The concept of Optimum Outlet is made of manufacturers and retailers outlet stores selling brand-name goods at a discounted price.

Similar to the other types of shopping centers Optimum outlet provides other services besides retailing. It also provides for its customers services like cinema and places for entertainment and playground areas for children. However, not all the other outlet shopping centers provide the same services. This depends on their size and capacity. Optimum outlet is accessible by minibuses or privately owned vehicles. Its trade area radius is from its surroundings up to 80 km. Based on the classification of ICSC, other neighborhood shopping centers in Ankara are Gimart and Forum.

5.3.5 Reasons behind the increase in demand-supply of shopping centers

The number of shopping centers in Ankara, which was nine at the end of 2001, reached more than threefold in just ten years and went up to 32 by the end of 2011[221]. In addition to the rapid increase, we can see that these numbers will continue to increase in Ankara in the upcoming years. Nevertheless, does Ankara need so many shopping malls? Is it essential to have seven shopping malls for only 12 kilometers? Do Ankara people want to get out of a shopping center and enter another similar one within a few meters? There are some reasons why the city of Ankara is overloaded with shopping centers.

These reasons can be distributed into four categories as **physical, economic, geographical, and psychological**.

1. **Physical reasons:** Traffic and parking problems are the leading causes of physical causes, together with the increasing number of motor vehicles. The fact that Ulus and Kızılay regions, which have been the focal points of Ankara since the past, are now being used as a transit point only for transportation purposes are in parallel with the visible traffic problem in the city.

2. **Economic reasons:** When examining economic reasons, it will be useful to examine these reasons under two main headings: retailer and customer. The economic reasons for the retailer-side can be the fact that people spend money and time in shopping centers, to eat, drink, entertain, shop, etc. Retailers and

landowners agree that establishing a new shopping mall is a very profitable investment. On the other hand, one of the economic reasons for the customer side is that shopping centers offer a diversity of products along with many price advantages. And the shopping made in shopping malls is more profitable than other forms of retail because they can be used for many activities besides retailing. Therefore, as long as there is a win-win situation; the demand and supply of shopping centers will continue to increase over time.

3. **Geographical reasons:** As a result of the increase in the urban population, many different focal points have started to emerge within the city of Ankara. Especially after the 1990s, the population of Etimesgut and Sincan increased rapidly together with the emergence of new and crowded settlements such as Batıkent, Ümitköy, and Çayyolu [221]; Also, the increase in the population in districts like Keçiören and Mamak resulted in the development of many shopping centers in different places in the city.

   With the construction of the new shopping centers, the residents of Ankara started to do their shopping in the neighborhood shopping centers where they can handle all their needs instead of enduring the increasing traffic in the shopping centers located in Ulus and Kızılay. The traffic density and parking difficulties in these points, which were previously considered as the centers of shopping, push the people of Ankara to do their shopping in the shopping centers where these problems do not exist. People can easily reach the shopping centers located on the main arteries with their private cars or public transportation and can find their vehicles without stress in hundreds of parking lots.

4. **Psychological reasons:** The fact that there are so many shopping malls in Ankara is because the population has been losing interest over the city center. People's perception that they can find everything they need inside shopping centers makes them prefer visiting them. One of the psychological variables that play a role in the increase in the number of shopping centers is the safety and comfort it provides. The amount of time spent in a shopping center by the inhabitants of Ankara can vary from 2 hours up to 10 hours [221]. Focal points like Ulus and Kızılay are now being used only for transportation purposes, and this is the result of increasing the attractiveness of shopping centers in Ankara.

According to a study performed by Ozduru [220], people from Ankara feel more secure when going shopping in shopping centers rather than in the city center.

For all these reasons, the increase in the number of shopping malls in Ankara is a phenomenon that is supported psychologically by the consumer.

In addition to all these reasons, the average age and income level of the Ankara population can be defined as factors affecting the supply of shopping centers. In a study conducted regarding the shopping centers in Ankara, it can be seen that shopping center supply in Ankara has a positive correlation with both age and income level [220, 37].

5.3.6 Reasons behind the decline of shopping centers: Emerging retail urban voids

As mentioned before, the basic location choice criteria of shopping centers Ankara is based on: maximum accessibility, along with being close to market facilities and available cheap land. The location choices of shopping centers are rational for the investors; especially very large, as well as large to medium sized shopping centers choose to be located on main transportation arteries to maximize their profits.

However sometimes shopping centers function below their capacity. A reason for this might be the poor marketing strategies. In addition, factors like the economical crisis, wrong location choice, conflict of store profiles with other shopping malls, managerial faults (eg: failing to obtain the mix use balance with store sales, campaigns, promotions and services) and lack of mix use (eg:activities apart from retailing that can attract customers) may be stated as reasons of operating below capacity in the shopping centers of Ankara.

Today there are many under-utilized shopping centers some of which have turned into 'urban retail voids' in Turkey and Ankara. These shopping centers are either transformed into other utilities or left vacant. In Ankara there are some shopping centers which turned into 'urban retail voids' and were re-utilized by being given another function.

In the upcoming sections the issue of retail urban voids will be studied under the shopping centers which belong to the community shopping center and neighborhood shopping center typologies. The reasons for analysing the shopping centers in these two groups is because unlike the super-regional and regional shopping centers, these ones have a lower resilience due to the competence levels among other shopping centers of the same type. In the case of Ankara we observe that the shopping centers that belong to the community and neighborhood typologies reach the III-stage and the IV-stage of their lifespan quicker than the other types.

Below we are going to investigate the physical and functioning characteristics of some of the shopping centers in these groups (the ones that have already started the III-stage, IV-stage, or finished a life-cycle and either renewed or transformed into something else) in order to understand their current stage of development, the reasons which lead into their transformation into a retail urban voids and the existing proposals and strategies for their redevelopment will be elaborated in order to give us a better understanding of the retail urban voids in Ankara, Turkey.

5.3.7 Into a void: Cases of shopping centers in their III-life stage

The shopping centers that are categorized under the III-life stage, will be studied by taking into consideration parameters like:

1. shopping center characteristics,
2. internal and external factors affecting the success of the shopping center
   (a) city-scale;
   (b) shopping center-scale;
   Accessibility, visibility, competition environment, socio-economic and demographic structure, infrastructure opportunities, close environmental factors and future developments are the factors which as mentioned in the previous chapter, play a significant role in the life span of a shopping center.

However, the collected data about these shopping centers shows that these factors have different importance levels in determining the success rate and the life-span of a shopping center.

5.3.7.1 III-stage community shopping centers

Based on the analysis of the shopping centers of Ankara, we have observed that some of the community shopping centers and the neighborhood shopping centers have reached the III-life stage of development. The cases of Mesa Plaza, Arcadium and Next level shopping centers are going to be investigated under this subsection.

Mesa Plaza

Mesa Plaza is a neighborhood shopping center that was built in Cankaya region. The investor of Mesa Plaza is Mesa Mesken Sanayii A.Ş., which also built Mesa Koru, the first luxury residential site of Çayyolu (Figure 5.22). Mesa Plaza was first opened in 1996, including 3M Migros, Mc Donald's, Paşabahçe and Koru Cinemas.

Figure 5.22: Mesa Plaza shopping center. Source: Adapted from: [42]

In the face of the rapid development of the region, the second stage was completed in 1999 and Mesa Plaza became a shopping center with 55 stores with 14 thousand leasable areas. Nowadays Mesa Plaza is a shopping center that appeals to class A and B customers. It has an overall GLA of 12300 m2 and it is divided into 62 units [42]. This shopping center can be categorized under the community shopping center category based on its physical characteristics of the structure. However, service wise, Mesa Plaza is more similar to the neighborhood shopping centers.

The number of anchor stores and the primary retailers in Mesa Plaza is lower than it should be for a community center. Mesa Plaza is still being frequented by customers because of its concept and offerings. Mesa Plaza is mainly general merchandise and convenience - oriented shopping center. The typical type of anchor stores in Mesa Plaza are mass merchant, discount department stores and a few fashion apparel stores. In the previous chapters we mentioned that shopping centers are retail structures that offer both retail and entertainment facilities.

In the case of Mesa Plasa, most of the units are focused on providing retail services rather than entertainment. Looking at the figure 5.23 we see that almost half of the units of Mesa Plaza are occupied by retail brands of clothing, housing furniture or jewelries and accessories. 1/3 of the units of Mesa Plaza are used to provide services and only 20% of the total units is given to restaurants and entertainment facilities.

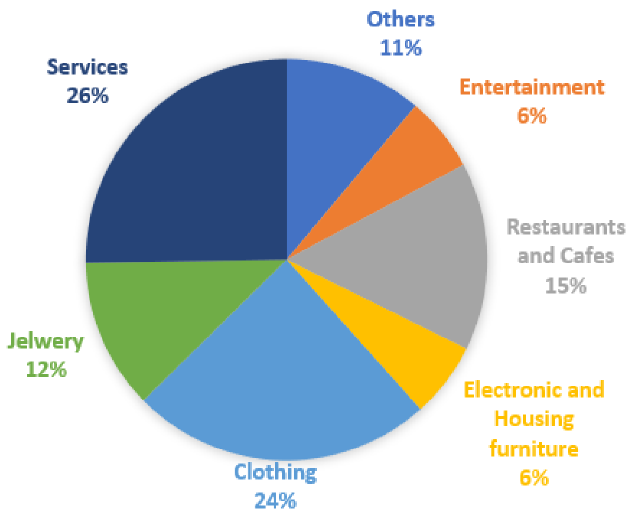

Figure 5.23: Distribution of services (m2) in Mesa Plaza shopping center. Source: Adapted from: [42]

Among other characteristics of this shopping center, Mesa Plaza has a 2-floor structure, with an open area of 7.243 m2 and a closed area of 19.500 m2. As mentioned above, it has a total of a GLA of 12.300 m2, it is divided into 62 units out of which only 34 of them are currently occupied by the above-mentioned services. The parking capacity of Mesa Plaza is 500 among which 50% are open-air parking areas and the rest are indoors [42]. Mesa Plaza is close to two other shopping centers within this region (Arcadium, Gordion and Galleria) (Figure 5.24).

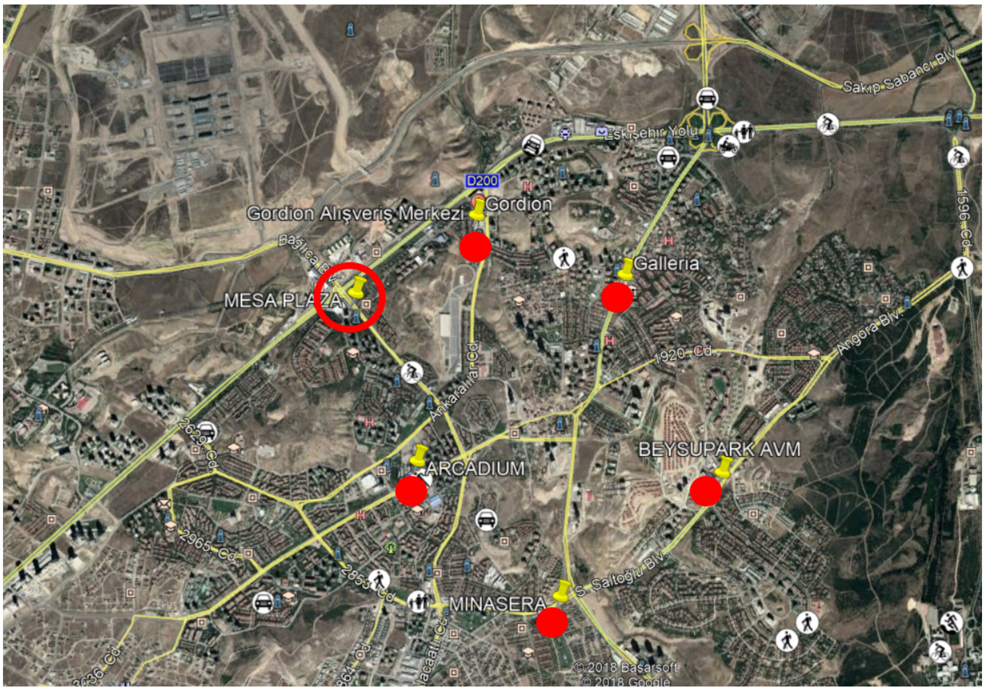

Figure 5.24: Location of Mesa Plaza shopping center on Google Earth.

Even though it is a community center, Mesa Plaza is quiet and not considerably less crowded when considered with other community centers like Armada or Taurus. Its proximity to Arcadium and Gordion can be a reason for the decrease in the number of customers that are frequenting it on a daily or weekly bases. On the other hand, Mesa Plaza is located in an important region, however it is not very frequented by the customers. Lack of a variety of retail brands and entertainment areas significantly decreased the attractivity of this shopping center.

In order to prevent a further decline, it had to undergo renovations to maintain its functionality. As a result of the internal and external renovation works, the interior of the shopping center and its facade has changed to a great extent. The attractiveness of this shopping center slightly increased, however, the majority of the customers that prefer to visit Mesa Plaza are mainly living in its surroundings.

In the case of Mesa Plaza, in the future it might not reach the IV-th stage and deteriorate, however it might transform from a community shopping center into a lower scale neighborhood shopping center that gives service only to the people that live nearby.

Arcadium

Arcadium is another neighborhood shopping center in Cankaya region close to other shopping centers within this area (Mesa Plaza, Gordion and Galleria). The investor of Arcadium is Taşeli İnşaat Ticaret ve Sanayi Ltd. Şti. Arcadium was first opened in 2003, and it is located in the center of Ümitköy-Çayyolu, where there are many well-known settlements such as Konutkent, Yaşamkent, Mesa (Figure 5.25. It is surrounded by facilities like the public theater, Cüneyt Gökçer Stage, Bilkent, METU and other public institutions and medium-sized enterprises. Arcadium hosts a couple of chain brands like Macro Center and Mudo City.

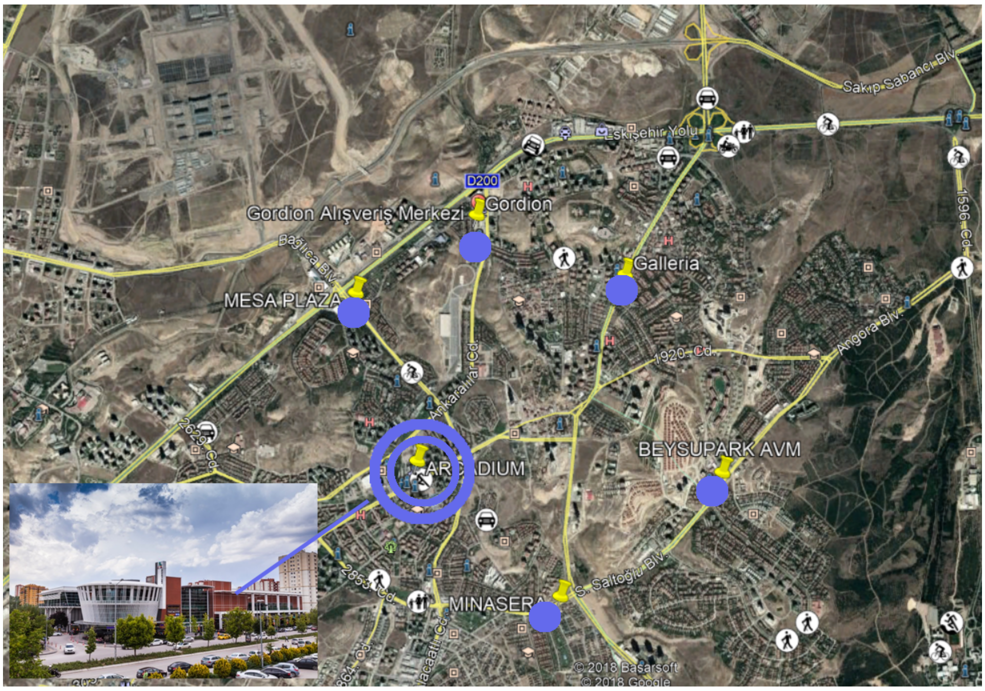

Figure 5.25: Location of Arcadium shopping center on Google Earth.

Arcadium similarly to Mesa Plaza is a shopping center which took advantage of the development of residential areas with no center or sub-center. However both of them with the development of other shopping centers in the region seemed to loose their attractivity power. Among other characteristics of this shopping center, Arcadium has a 2-floor structure and a parking capacity of around 1000 vehicles both indoors and outdoors. People typically spend 25 min to 1.5 hr in this shopping center.

Regarding the characteristics of its structure, Arcadium has an overall (GLA) of 15000 m2 and it is divided into 85 units. It is similar to Mesa Plaza when it comes to the number of anchor stores and the primary retailers. The number of anchor stores hosted by Arcadium is below the standards of a community center, however, customers still visit it due to its concept and its offerings.

Arcadium's main focus has been to create a general merchandise and convenience-oriented image. It provides a variety of services and goods however its main attention is directed towards retail rather than entertainment. 1/3 of the units are related to entertainment and places for eating and relaxing. Arcadium shopping center hosts a cinema and some restaurants for the people to spend their free time. The rest of the units is focused on retail of goods. At this point Arcadium is very similar to Mesa Plaza. In addition, most of the retail units belong to clothing retail brands or electronic devices and house furnishing brands.

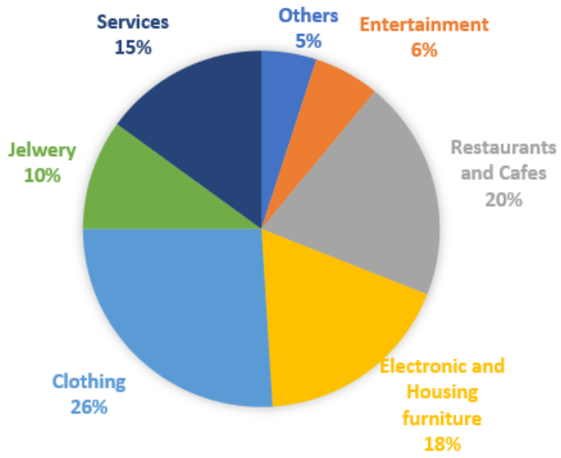

Figure 5.26: Distribution of services (m2) in Arcadium shopping center.Source: Adapted from:[43]

Being very similar to Mesa Plaza which is very close spatially, might have affected the overall development and the success rate of this shopping center. Another reason for this can be the similarity in the types of services that both of them offer. If they offered a variety of goods and services different from each other, or they represented a different economic class the existence of each of them in a very close distance might not have been an issue.

On the other hand, the construction of Gordion, which has a significantly stronger attraction power than Arcadium and Mesa Plaza had an impact on the number of people that visited each of them. Due to the decrease in the number of customers Arcadium had undergone a renewal in 2013 (10 years after its first launching date). After the renewal, Arcadium provides a wider range of restaurants and cafes that can be used by people in their free time. Other changes were made to the exterior side of the building. Due to the renewal, this shopping center probably will not reach the IV-th stage of its life span in the near future.

Next Level

Different from the two cases mentioned above, Next Level is located closer to the heart of the city. Next Level was built in 2013 by a national investor. The figure 5.27 gives an overview of the transformation of the area before, during and after the construction of Next Level.

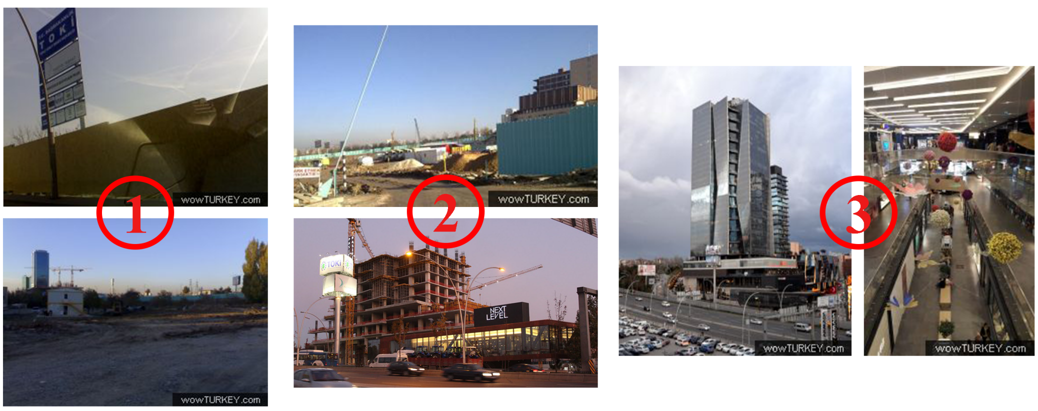

Figure 5.27: Construction stages of Next Level shopping center.Source: Adapted from: [2]

Next Level is a project whose construction consists of offices, residential areas and a shopping center. It is located in one of the most developing areas of Ankara, Söğütözü, and at the intersection of Konya and Eskişehir roads (Figure 5.28). Next Level Shopping center is located among many luxury hotels, convention and exhibition center, university campuses, business headquarters and other institutions.

In the shopping center; there are 140 units placed in the area of 42000 m2. It has a parking space capacity of 1400 vehicles. Next level is accessible by both public transportation and private cars.

Figure 5.28: Next Level shopping center.

In occasional events Next Level hosts many concerts, exhibitions, talk shows, kids' activities, dance shows, fashion shows and festivals as well as prepares different kind of organizations to bring the visitors together with the well-known artists in the world. It also has a cinema and a children playing area.

Next Level is a shopping center that represents the high-income group people, therefore it hosts well-known and famous expensive retail brands. The retail units within Next Level offer a variety range of clothing and electronic supplies. There is one supermarket in the -1 floor and it hosts universal foreign brands on its food court and many restaurants in the podium floor.

In addition, besides the food court Next Level highly benefits from the restaurants located in the podium floor.

An interesting fact about the Next Level shopping center is that, even though it is located in a very strategic location, it still cannot attract a considerable amount of retailers and customers. Most of the brands within this shopping center are considered as ’order stores’. Customers frequent them to try item on, or receive ordered items.

Next level has a profile which mostly represents medium to high income groups. Next level shopping center is able to maintain its vitality due to the restaurants located in the podium floor (BigChefs, Timboo, Keyfi, etc.) Various brands like Crate & Barrel, Mezzaluna, and a couple of clothing brands have moved out of the shopping center for profit reasons and high rental rates. The proximity to Armada shopping center might be one of the factors that affects the attractivity power of Next Level shopping center. In the future Next level might be transformed into a shopping center whose main focus is to advertise a variety products and goods of different brands (retail window display); or a structure that hosts many restaurants for the people that work in the office areas nearby.

5.3.7.2 III-stage neighborhood shopping centers

Ansera

Ansera is a neighborhood shopping center which was built in 1997 in the neighborhood of Ayranci in the region of Cankaya (Figure 5.29).

Figure 5.29: Ansera shopping center.

The investment for Ansera was done by Yapi Kredi Koray GYO A.S. which is a national investor. Looking at the development of this shopping center from the year it was open (1997) until nowadays we see that there have been significant changes in the profile of Ansera shopping center.

This shopping center has a GLA of around 20000 m2 and it is divided into 150 units where only one of them (Migros) serves as an anchor store to this shopping center.

According to the shopping center classification rules and parameters 30 - 50% of all the brands and stores hosted by Ansera should function as primary retailers. However at the current moment this is not the case. Since it is a neighborhood shopping center it should at least provide offerings that are mainly convenience - oriented. The lack of the services makes it less preferred as a shopping center for both customers and retailers (renters) (Figure 5.30). As a result, the vacancy rate of this shopping center is high (>40%).

Figure 5.30: Vacant slots inside Ansera shopping center.

As shown in figure 5.29, Ansera shopping center is very close to Atakule, however the image that Atakule has created together with its customer portfolio and potential, might have affected the success rate of Ansera.

A possible way to extend the lifespan of Ansera shopping center could be if it offered entertainment or recreational facilities like cinemas, bowling, theatres etc. The lack of these services makes it difficult for this center to attract more customers. People in Ansera shopping center spend an average of 30 minutes during their visits. The website of this shopping center is not active. The accessibility of this shopping center is made through a public bus, privately owned vehicles and even walking for the customers living within the same neighborhood.

Beysupark

Beysupark is a neighborhood shopping center that was built in 2009 in Cayyolu. As shown in the figure 5.31, the closest shopping center to Beysupark is Arcadium. In a close distance Minasera also used to function as a shopping center, however due to its deterioration it was transformed into a private hospital.

Figure 5.31: Spatial location of Beysupark shopping center.

The investor of Beysupark shopping center is Birlik Yapi. Beysupark has an overall GLA of 11500 m2 and it is divided into 30 units. The spaces that are mostly frequented in this shopping center are Burger station and Starbucks and a hairdresser (Paris Kuafor) (Figure 5.32). In order satisfy the minimal and the weekly needs of the neighborhood there is Migros Hypermarket which is at the same time the anchor store of the shopping center. Beysupark is not currently hosting clothing or any other type of brands. Its focus is mainly oriented towards restaurants and cafes which are frequented by people living in the areas nearby.

Figure 5.32: Types of services provided in Beysupark shopping center. Source: Adapted from: [2]

Beysupark shopping center does not have an active internet website that shows the types of goods and services that they provide. The vacancy rate within this shopping center is high due to the increase of the rents as a result of the development of the new housing areas. The number of customers that visit Beysupark is low. People living in this area belong to a high income group therefore they prefer travel longer distances with their private automobiles, in order to do their shopping. Customers prefer visiting shopping centers like Gordion that provide a much higher variety of products and services.

ODC shopping center

ODC is a neighborhood shopping center located in the region of Çankaya. In its surroundings there is the 100.Yil Park, the 100.Yil hospital and the Çukurambar and 100.Yil housing areas. ODC shopping center is located in a very close distance to Taurus shopping center (Figure 5.33).

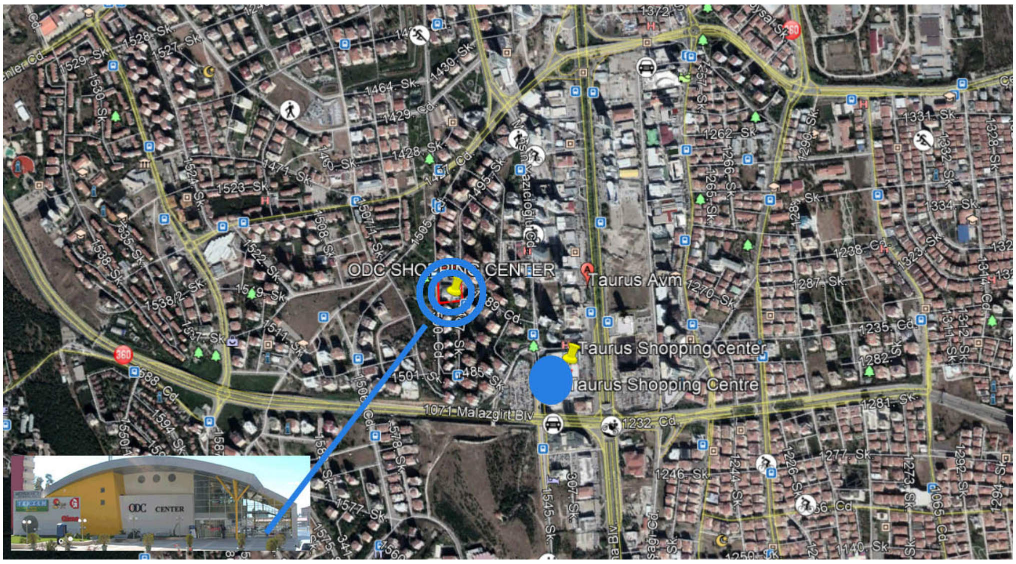

Figure 5.33: Spatial location of ODC shopping center

ODC Shopping Center is located in the residential development zone between Konya State Road and METU (Middle East Technical University) to the south of Eskişehir road which is defined as the west development corridor of Ankara. The ODC Center Shopping Mall is within easy walking distance of high-density surrounding residential areas and is easily accessible.

It was built in 2001 by ODC İnşaat to satisfy the basic needs for the neighborhood of 100.Yil. ODC shopping center was built due to the the lack of a subcenter in the 100.Yil housing area. ODC shopping center has a retail area of 8000 m2 and it is divided into 17 units. ODC shopping center hosts one of the biggest chain markets in Turkey (Migros) which makes it preferred occasionally by the customers.

ODC shopping center consists of 4 floors and 1 terrace floor. On the lower floor it provides underground parking opportunities. In the parking area there is a car wash and maintenance place that offers customers the chance to have their car care done while shopping.

Carrefour Express, located on the ground floor above the parking lot, offers a wide range of products from food to kitchenware and clothing. Tekzen construction market covers the middle floor and it offers a variety of product types.

The floor where the second main entrance of the building is located is rented by shops that provide items and products such as: white furniture, souvenirs, glassware, decoration, and pharmacies. Also on this floor there are a men's and women's hairdresser, a beauty salon and dry cleaning services. The services provided by ODC shopping center are shown in the chart 5.34.

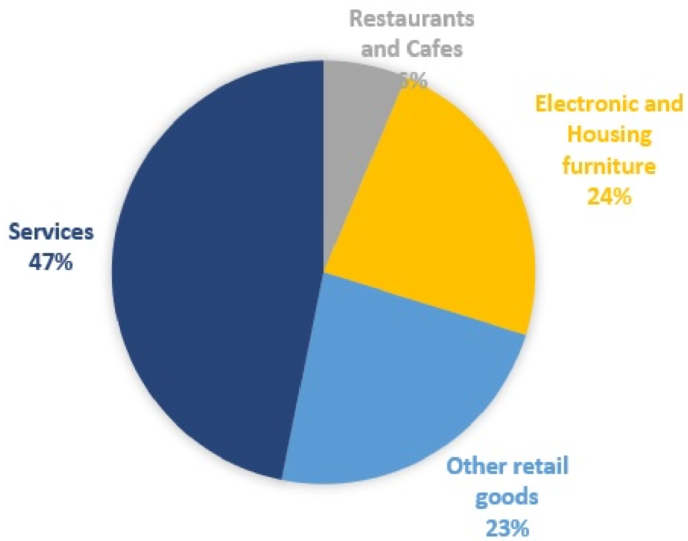

Figure 5.34: Distribution of services (m2) in ODC shopping center. Source: Adapted from: [2]

ODC is surrounded by high-rise residences and it is designed to meet the needs of the surrounding environment.

The vacancy rate of ODC has been increasing as it has reached the IV stage of its life-cycle. Unless measurements are taken to upgrade the structure of this shopping center and the services it provides, it will soon convert into a retail urban void which will have negative effects on the environment, residents of 100 yil neighborhood, and economy.

5.3.8 A void: Cases of shopping centers in their IV-life stage

5.3.8.1 IV-stage community shopping centers

In this section the cases of Park Vera, CarrefourSA and Maltepe will be analyzed as shopping centers that are in the IV-stage of their life span. These shopping centers completed their first life-cycle and at the moment they are out of service. There is no available data and information about Park Vera shopping center, however CarrefourSA and Maltepe Market area will undergo a transformation in the near future.

Park Vera shopping center

Park Vera is located in Macun Neighborhood close to Istanbul road in the Yenimahalle region as shown in Figure 5.35. This shopping center is very close to CarrefourSA shopping center which is another community center in this location.

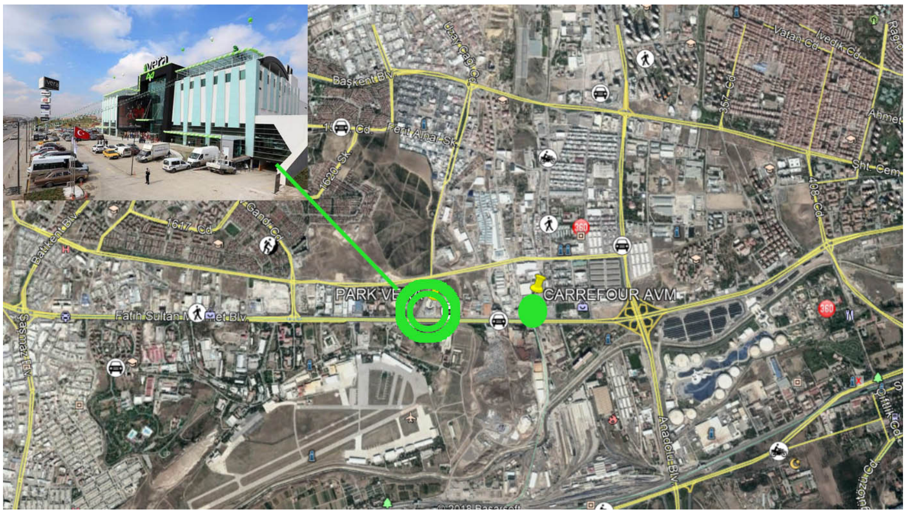

Figure 5.35: Spatial location of Park Vera shopping center.

It was built in 2014 and it was financed by a national investor (Abdülkadir Özcan A.Ş.). Park Vera shopping center has a GLA of around 40000 m2 and it is divided into 75 units such as restaurants and cafes, a children's playground and a cinema with 6 halls on four floors. In addition, the shopping center has an indoor and outdoor car parking area with a total capacity of 2500 vehicles. According to the parameters that are taken into consideration for the classification of the shopping centers 30 - 50% of all the brands are primary retailers however this is not the case for Park Vera.

Park Vera has reached its IV-th stage of life span. The vacancy rate is very high and the number of customers is very low. As a result, brands like LC Waikiki, Derimod, Colins, Defacto, Flo, and 40 other brands terminated their contracts, by justifying that the market stagnation and other unstable market conditions are the main reasons why they are moving out of Park Vera shopping center. Beğendik terminated its lease contract in less than a year after it started renting in Park Vera because of the low profit rates during this time.

There is a significant decrease in profitability rates in the sector.The rent rates of the stores in Park Vera increased automatically with the recent appreciation of the foreign currency and as a result the profit margins have decreased. Due to the decrease in the number of customers and sales the retailers of Park Vera faced serious profitability issues. Therefore, some well-known brands decided to leave the shopping center because they were not profiting enough. These brands are relocating in places where the number of the customers and the demand for their goods is higher. As a result these brands are either closing some stores that don't make profit or decided to stay in the shopping center but rent smaller units.

Park Vera is one of the best examples that shows how the negative changes in the economy and the retail market have affected the existence and the life-span of the shopping centers. By the end of march 2016, 40 brands decided to stop renting in this shopping center and as a result more than 500 people became unemployed afterwards.

Except for Hacibaba that managed to survive, the rest of the services and retail units are out of service. The structure of Park Vera have remained closed. In the future it might be a subject of a transformation into a new function or get renewed and increase the vitality of the region.

CarrefourSA shopping center

CarrefourSA shopping center is a community shopping center and it is located on the Istanbul Road, Yenimahalle region (Figure 5.36). It was constructed in 2001 and it was financed by a foreign investor named Bainbridge Holding A.Ş.. CarrefourSA shopping center was built on a land area of 71941 m2 and had a total leasable area of

29800 m2. It was divided into 58 units out of which 2 were anchor stores.

With its advantageous location on Istanbul Road, Carrefour Ankara Shopping Center offered a comfortable and safe shopping experience to its visitors.

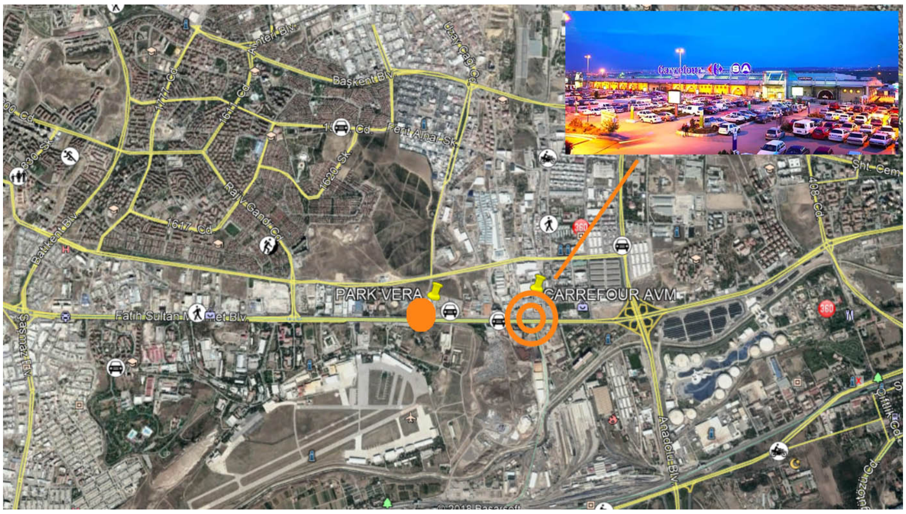

Figure 5.36: Spatial location of CarrefourSA shopping center.

It provided the customers with a variety of goods and services from 68 national and international brands, cafes and restaurants. Park Vera is the closest shopping center to CarrefourSA. CarrefourSA shopping center was a shopping center whose attention was shifted mainly to retail activities rather than providing areas for relaxation and entertainment. More than 1/3 of the units provided goods and items like clothing, foot wear etc. Only around 20% of the units was dedicated to cafes and restaurants. Electronic products and housing furniture stores occupied 18% of the units. The rest of the units were rented to jewelry retailers, the department store and other services [2].

10 years after its launching date CarrefourSA went through a renewal period. After the renewal, it was given a higher importance to the provision of recreation and entertainment areas. In 2010 with its renewed face and attractive social areas, CarrefourSA shopping center provided several environments where families could have a pleasant time. With its new customer-oriented service approach, CarrefourSA provided a total of 1,383 indoor and outdoor parking spaces, as well as other service points such as baby changing rooms, religious praying facilities, ATM's, dry cleaning facilities and

hairdressers. After its renewal CarrefourSA became an important meeting point for the residents.

Apparently, the effect of the renewal of CarrefourSA didn't last long. Due to the changes in the economy CarrefourSA was also affected similar to Park Vera (neighbor shopping center). The retailers decided to move out of the shopping center because of the decrease in the number of sales and the profit, and the increase in the rental rates. By 2018 CarrefourSA was completely transformed into a retail urban void. After 2018 the partial demolition process of CarrefourSA started.

At the moment there is **no new structure** that has replaced CarrefourSA however, it is planned to be converted into a new structure with a brand new identity.

According to the new project, the existing CarrefourSA structure, will be partially demolished. The new structure will be a new shopping center named Ankara Park City (Figure 5.37). Its catchment area will include 868,000 inhabitants living in a 20-minute proximity.

Figure 5.37: The transformation of Carrefoursa into Ankara Park City.

Special emphasis will be put on leisure, cultural activities, social and contemporary life, in addition to a wide variety of local and international innovative food and beverage concepts and attractive retailers in its 190 shops with 80000 m2 GLA. The new structure will have a CarrefourSA hypermarket, 3 floors dedicated to retail stores, 3 floors dedicated to entertainment and a cinema, a 3 floor underground car parking area and a golf entertainment area on the rooftop.

In the design of the new shopping center they be focusing on attracting the customers with the help of new, fresh and interesting elements of architectural design (Figure 5.38).

Figure 5.38: The new image of CarrefourSA shopping center:Ankara Park City.

In addition to the new shopping center the investors are planning to develop new housing and office areas. However, so far there are no new constructions in the area. In the site, there are only found equipment and machines for the demolition of CarrefourSA. Other than that there is no current evidence of a new construction.

Maltepe shopping center

Maltepe shopping center is a neighborhood shopping center which is located in the Maltepe neighborhood close to the Maltepe mosque. It was first launched in 2008 and it hosted a variety of brands at that time. Maltepe shopping center consisted of 20000 m2 of green space, 45000 m2 of closed area, 21000 m2 of circulation space and GLA. Maltepe shopping center had a parking area capacity of 750 vehicles. It provided a variety of services such as car washing, cinema, 1 multi-purpose hall, various brands and stores, cafes and restaurants. Maltepe shopping center was divided into 100 units.

It was financed by Çağ 1 Yapı İnşaat Turizm Madencilik A.Ş.. As shown in figure 5.39, Maltepe shopping center is located very close to the CBD; Kızılay is 5 minutes away from Maltepe shopping center. Before the Maltepe shopping center was built, in that location there was a street market. The life-span of the shopping center was not very long though. Due to the lack of interest of the customers in this shopping center and due to the poor marketing strategies, Maltepe shopping center reached its IV-th stage quickly.

Figure 5.39: Spatial location of Maltepe shopping center.

Nowadays, the ownership of Maltepe shopping center is shared among two main share holders; 60% of the shopping center belongs to the municipality and 40 % of it is owned by another company.

At it current state Maltepe shopping center is a retail urban void (Figure 5.40). Maltepe shopping center was put for sale twice in 2016. The reason behind this was that there was a need for cash in the Municipality of Cankaya. Although Çankaya Municipality set a selling price below its market value, no buyers appeared for Maltepe shopping center.

In the second time, Çankaya Municipality demanded 91 million TL for the shopping center, out of its real value which reaches 140 million TL and it still couldn't get sold.

Figure 5.40: Vacant Maltepe shopping center.

In both of these efforts to sell the Maltepe shopping center no buyer appeared with a buying offer and as a result the selling process was unsuccessful.

Due to the inability to sell the Maltepe shopping center, the Cankaya Municipality might transform it in a structure with another use in the future. There is no exact decision on the type of structure that it will be transformed however there are a couple of scenarios given in the news with respect to this shopping center.

According to the first scenario, Maltepe shopping center is going to be demolished and a new building with a new function will be constructed on its place. The new building that is going to replace Maltepe shopping center is going to be the new Social Security Institution (SSI/SGK).

According to a second scenario, Maltepe shopping center is going to be transformed into a Youth Center. It will offer uninterrupted 24/7 service and support to the youth. This transformation is going to be taken over by the Cankaya Municipality. The youth center aims to be a social space which provides various services and activities for the youth.

5.3.9 Out of a void: Cases of renewed or transformed shopping centers

Galleria shopping center

Opened in 1995, Galleria Ankara Shopping Center became the third oldest shopping center in Ankara after Karum and Atakule. It was the first big shopping center in the west of Ankara. When it was first opened, Çayyolu and Ümitköy had not developed as much as they are today. The figure 5.41 shows the physical appearance in 2007.

Figure 5.41: Physical appearance of Galleria in 2007.

Over the years Ümitköy, Çayyolu settlement increased, the influx of visitors began to increase even more. However, with the time passing and the increase in the number of alternatives, galleria lost interest of the customers that once frequented it.

Galleria has an overall retail area (GLA) of 7700 m2 and a total number of units of 56. The parking capacity of Galleria was 600 A before it got renewed. The old building was demolished and replaced. After the renewal, the shopping center covered most of the land, and the areas for parking were decreased.

After the renewal, Galleria Ankara Shopping Center has become a social life center for its visitors with a variety of stores consisting of international brands. It also provides the visitors with entertainment, bowling and other sports facilities.

The figure 5.42 shows the outwards appearance of Galleria shopping center after its transformation.

Figure 5.42: Galleria shopping center after transformation.

Atakule shopping center

Atakule was the first shopping center of Ankara and it was built close to the developing city center. Atakule was the first shopping center to bring different kinds of products and services together under one roof for the first time in Ankara. It was built in 1989 in the region of Cankaya. The development of the area before the construction of Atakule is shown in the figure 5.43.

Figure 5.43: Atakule site before its construction.

Atakule has a GLA of 17713 m2 and it is divided into 120 units out of which 4 serve as the anchor stores of the shopping center. Atakule provides parking area for 750 vehicles. Other than that, it has a children playing area, restaurants and a cinema.

Atakule completed its first life cycle and it went through a renewal to come back to the city with the same function like before. In 2011, Atakule was going through the III-IV th life-stage.

Figure 5.44: Old view of Atakule shopping center

The vacancy rate started to increase and it started to loose its attractivity towards the customers. In this period there was a significant increase in the rental rates and many retailers decided to terminate their leases. One of the main reasons that lead Atakule into converting to a retail urban void is the clumsy management with unsuccessful marketing policies that they followed. In addition, no chain stores preferred to rent 5-10 m2 shops in the existing shopping center. The existing height of the ceiling was very low (only 3 meters) and the closure of the shops made the shopping center less attractive to the retailers. The parking capacity of the shopping center was 160 vehicles which was insufficient to meet the parking demands of the customers that frequented the shopping center. These reasons were taken into consideration during the decision of the renewal project of the shopping center.

Atakule Real Estate Investment Trust explained why they need to renew Atakule. According to them it is important to make the existing structure functional again without demolishing it. As a result they planned to make changes in the retail requirements and construction regulations of the shopping center. The ceiling height of the new project will be 5.2 meters based on the modern shopping center criteria. There will be stores of different sizes and the capacity of the car park will be increased to 750.

Excluded from the scope of demolition, the tower will be revised and reopened in the next winter.The renewal of Atakule finished in the second half of 2016.

Figure 5.45: New view of Atakule shopping center

The transformation process of Atakule from its initial construction until nowadays is shown in the figure 5.46.

Figure 5.46: Spatial location of Maltepe shopping center

Nowadays Atakule has started to get attraction by the customers not only because of the services and goods that it offers but at the same time Atakule is considered to be a very important landmark for the city of Ankara.

Planet shopping center

One of these examples is the Planet shopping center which was opened in 2006, in the district of Etimesgut. Planet shopping center was built due to the lack of sub-center in dense housing areas. It had a GLA of 12000 m2 and an overall number of 140 units. Planet shopping center experienced a sharp decline within 3 years from its opening date. By 2009 only 2 retailers were hosted by the shopping center.

The most important reason for this failure of Planet shopping center are:

Unbounded mixed-use profile because of privately owned shops;

failing to obtain the mixed-use balance with store sales, campaigns, promotions and services;

Unsuccessful marketing and bad management;

Lack of activities apart from retailing that can attract customers.

Figure 5.47: Transformation process of Planet shopping center.

After its total decline and transformation into a retail urban void, Planet shopping center was bought by the Ankara Municipality and it was transformed into a new family wellness center for the people that live in the region of Etimesgut (Figure 5.47).

Minasera shopping center

Minasera is another example of the neighborhood shopping centers that quickly reached the IV-th stage of their life-span and stopped functioning as a shopping center. Nowadays Minasera is transformed into a private hospital with the same name that it used to have while being a shopping center.

Minasera in the old form, was categorized under the neighborhood shopping centers. It was built in 2008 in the region of Yenimahalle (Figure 5.48). Minasera Shopping Center was located in Ankara Çayyolu, with a distance of 10 minutes to Konutkent, Mesa Koru, Eşkişehir road, 5 minutes to Umitköy, Mutluköy, 3 minutes to Beysukent and Angora Houses.

Figure 5.48: Location of Minasera shopping center.

In the I-II Stages of its life-span Minasera Shopping Center hosted various stores with exclusive brands, special cafes and restaurants, walking areas surrounded by plants, blue sky view on the ceiling and an outstanding architectural structure. Other physical characteristics of the Minasera shopping center include a 22000 m2 closed area, a 10978 m2 leasable area spread throughout 6 floors.

Minasera shopping center had a total of 42 stores with variable leasable areas from 40 m2 to 850 m2. There were facilities like a cinema with a capacity of 578 people (6 halls), restaurants and other areas for relaxation purposes 3 elevators (2 passenger , 1 freight), escalators and an area of 1610 m2 terrace. Minasera shopping center provided the customers with daily indoor and outdoor parking areas with a capacity of 1500 vehicles.

As a shopping center Minasera hosted a supermarket which played the role of an anchor store for the shopping center. However, due a decrease in the demand for products the vacancy rate within the shopping center increased around 60% within less than a year after the creation of the shopping center.

In 2009 the administration of Minasera and the shareholders started meetings with the owners of the current Minasera hospital, in order to sell the shopping center and transform it into a structure with a different function than retail.

The transformation process of Minasera lasted for 6.5 years and in 2015-2016 Minasera started to serve the surroundings as the Minasera Aldan Hospital (Figure 5.49).

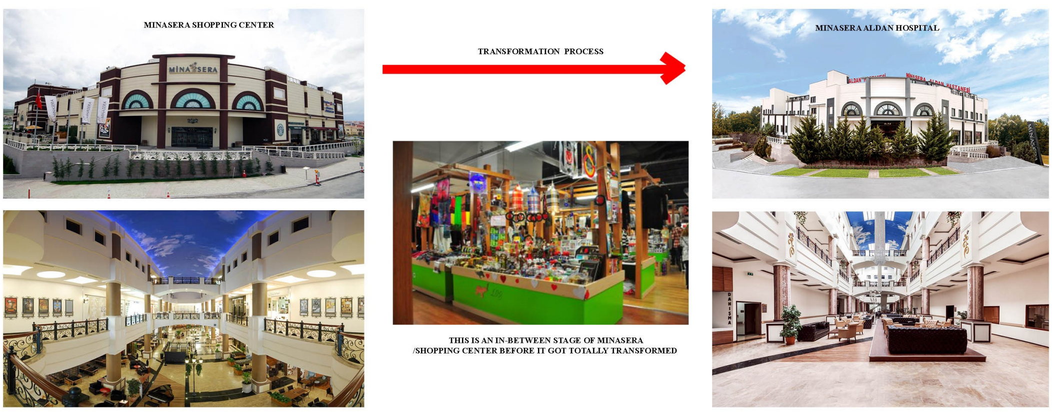

Figure 5.49: Transformation process of Minasera shopping center.

5.4 Conclusion

The problem of urban voids in general and retail urban voids, in particular, is fundamental in the life of Turkish cities. The issue of the urban retail void is an inevitable reality that does affect the image of cities, besides affecting people positively or negatively from economic, social, and psychological dimensions.

In this chapter, the issue of urban voids and urban retail voids, in the city of Ankara (Turkish capital city) was elaborated by investigating the community and neighborhood shopping centers such as CarrefourSA and Maltepe shopping center, Ansera, ODC shopping center, Atakule, Planet, Minasera etc..

According to the literature on globalization provided by scholars such as [58] and [47], globalization had an impact on the consumption patterns and retail development. During globalization the consumption increased and with it also an increase in the need for products also increased. As a result, people started to buy more products to satisfy their needs and wants. Similar patterns are also observed in the Turkish case study. The Turkish economy was significantly affected by the globalization during which; the liberalization of the market, the flow of foreign investments, reduce of tariffs on imported goods, and an increase in the trading activities took place after 1980's.

After 1980's in the Turkish economy there were many inward and upward developments and the pattern of these developments was very similar to the development patterns of construction of retail real estate. The numbers of shopping centers increased in high rates after 1980s. The Turkish 'market focused economy' development model was supported by the World Bank.

The increased need for products and shopping lead to the construction of retail structures (shopping centers) in Turkey. The increase in the number of shopping centers in the Turkish case was mainly due to the increase in the population of urban areas, the increase in the employment rates and income levels, and also the ease in the planning regulations and incentives to build shopping centers within the urban areas. The highest number of shopping centers in the Turkish case study were observed in two of the metropolitan cities of Turkey Istanbul and Turkey. These two cities are similar when it comes to the number of shopping centers as both of them have a high number of shopping centers. However Ankara city has a higher density of shopping centers (m2/person) than Istanbul. Having a higher density of shopping centers in a city with a relatively smaller population compared to Istanbul makes it possible to study and classify each of these shopping centers (according to their characteristics) into a certain typology.

There exist several typologies of shopping centers however the ICSC classification of shopping centers was used for the Ankara case study. However, we adapted the measurements and classification parameters to be m2 instead of square feet. The European classification of shopping centers is very similar to the ICSC shopping center typology with tiny changes only in the naming of each category. The classification parameters of European classification shopping centers were the same as the classification prepared by ICSC.

In the Ankara case study we have 6 types of shopping centers named: super-regional shopping centers, regional shopping centers, community shopping centers, neighborhood shopping centers, theme-festival centers and outlet shopping centers.

There are 4 super-regional shopping centers named: Ankamall, Antares, Panora and Kentpark shopping centers. There are 6 regional shopping centers in Ankara named: Cepa, Anatolium, Podium, Nata Vega, Atlantis and Gordion. The number of community shopping centers in Ankara has reached 17 among which: Atakule, Karum, Next Level, Bilkent Center, Acity etc.,. The smallest unit of shopping centers in Ankara case study are the neighborhood shopping centers. These shopping centers aim to provide the citizens of the areas they are located in with products and services used on a daily and weekly basis. The number of neighborhood shopping centers is 15 among which we can mention: ODC, KC Goksu, Dolphin, Metrokent etc.,.

The construction of shopping centers in Ankara started since 1989 with the construction of Atakule and it continued increasing with the years. The above-mentioned shopping centers have been functioning for several years however due to the type of scale, type of products they provide for the customer, their trade area and also other internal and external factors related to the changes in the structure, changes in economy and demographics have made it possible to categorize each shopping center according to their life-stage. As mentioned in the chapter: the lifespan of shopping centers is divided into four different stages: I- Launch stage, II-Growth stage, III- stage, and IV-Decline stage. In the first two stages, it is challenging to foresee if a shopping center is going to lose its value and therefore turn into an urban retail void. However, the third and the fourth stage give a more precise figure of the fate of the shopping center. After this investigation we have observed the smaller the scale of the shopping center, the easier it is for it to pass through its stages and reach the IV-stage. According to the observations, there are no super-regional or regional shopping centers in Ankara that have reached their III or IV stage. According to [159], the trade area of large scale shopping centers (super-regional, regional shopping centers) is larger than the trading area of community and neighborhood shopping centers. A higher trade area gives the chance to the shopping center to serve a higher number of customers. The trade area of neighborhood and community shopping centers is smaller therefore they serve a smaller range of customers. Unless the community and neighborhood shopping centers adjust the types of services and types of products that they sell according to the needs and preferences of the customers, the possibility that these shopping centers might loose their attractivity power increases. Shopping centers with low attractivity power either become a retail urban void (stage III), have become a retail urban void (stage IV) or were on the III-rd and IV-th stage and got transformed or renewed.

While discussing the characteristics of the development of these shopping centers we noticed that the factors that affect the success-rate and the life-span of a shopping center are factors related to the trade area, design of the shopping center, accessibility, location, variety of brands and services provided by the shopping center, competition among other shopping centers and socio-economic and demographic developments.

The changes in these factors have determined the life-span of the shopping centers and shown weather some of them could convert into a retail urban void.

Minasera and Planet shopping centers did not react positively to the changes of the above mentioned factors therefore they turned into retail urban voids and then transformed into structures with different functions than retail. The life-span of both of these shopping centers was less than 10 years from the opening date. Nowadays, Minasera serves as a Hospital whereas Planet serves as a wellness centers. Both of the structures of Minasera and Planet didn't go major changes in their structure. The transformation of these shopping centers was mainly focused on the function.

Atakule shopping center went **out of the void** and it is still a shopping center which underwent a renewal process. The difference between Atakule, Minasera and Planet is that Atakule has a different level of importance for the Ankara city, as it is the first shopping center constructed in Ankara. The renewal process of Atakule was focused mainly on the structure and the facade of the shopping center. The structure of the tower was not changed or renewed during this process.

Other shopping centers like Maltepe, CarrefourSA and Park Vera are **currently retail urban voids**. The economical changes and the weak trade areas of these shopping centers made them reach the IV-th life stages and remain as unused retail structures. They might be transformed in the future into structures with different functions.

CHAPTER 6

CONCLUSION AND EVALUATION

In different periods, cities have been shaped by different ideologies such as industrialization, capitalization modern and postmodernism. Urban lifestyle has been significantly influenced by these ideologies. Since the 1980s, the cities have experienced major transformations in structure and function due to globalization. Globalization is a geographical process, which is largely characterized by urban economic development and urban geographic development. During globalization cities have become the spatial manifestations of socio-economic systems governing the citizens.

Globalization has had a great impact on the population shifts, economy, consumption patterns and also retail industry. The urban areas were empowered during globalization because they were the centers of economic development and they provided better job opportunities and a higher life quality for the people. This triggered migration of the population from rural to urban areas.

With the increase in urban population and the change in life style, the consumption patterns also changed.Due to the ongoing process of globalization and higher living standards, a new consumer culture emerged in which people strive to consume more. Having a lifestyle which is excessively preoccupied with consumption has become a trend since the globalization period.

Consumerism is a social and economic order that has become a major topic of discussion in the 21st century. Generally, in a consumerist society, people are willing to spend a significant amount of time, budget and thought to "consuming".

An important point of view in the lifestyle of a consumerist society is that consumption is good, and more consumption is even better. People in such societies believe that personal well-being and happiness are highly affected by the level of personal consumption, and shopping for material goods.

Shopping is an activity which does not only involve purchasing, but it also has a social side on its own. As a result, it can be said that shopping is both an economic and social activity which provides the opportunity for interaction and communication with other people in the physical retail areas. Shopping was not born in the same form that it exists today; however, its roots date since ancient times. According to the historical timeline of shopping, shopping existed since the Ancient Greece, in a significantly more basic form than nowadays and people used to do shopping in order to exchange products.

However, together with shopping as a process, the reasons why people do shopping have also evolved. Today, differently from ancient times, shopping is not only an economic process which includes the exchange of products or money. In addition to economic motives like purchasing a particular product, people also prefer to do the shopping because of personal and social motives.

Nowadays people do shopping for their needs and shopping for wants. These two differ from each other based on the frequency and the demand for specific products.

Based on the demand for the products and the type of product, the customer preference towards a certain retail environment is determined by the advantages and drawbacks that it provides.

Nowadays, there are a wide variety of retail environments and shopping centers around the world. Different types of shopping centers have different characteristics because they are built to suit different types of consumers' tastes and needs. Based on their typology and their function, the shopping centers are classified into different groups. The accepted classification defined by the International Council of Shopping Centers is the most frequently used classification of shopping centers by industry. However as it is also observed in the case study, not all the shopping centers in the world can fully fit a particular typology, and not all the shopping centers that will be constructed in the future will easily be categorized under a specific typology as there are several variables both city-scale and property-scale that affect their development and determine which type they belong to.

Among the city-scale and property-scale factors which affect the lifespan of a shopping center we can mention: increase in urbanization rates, lack of retailers in the new and growing residential areas, change in the level of incomes of the population, changing consumer behavior, increase in the demand for products, capital and funding available for retail developments. These factors determine during which stage the shopping center will lose its attractivity and its success rate. The stages of the life of a shopping center are: Launch (Innovation) Stage, Growth(Accelerated Development) Stage, Maturity stage and decline stage.

As a result of increased competition from other similar types of shopping centers and from other retail forms, some shopping centers enter the decline stage. In this situation, its management has two alternatives. The first one would be to convert that center into another type, undertaking elaborate renovations. The second option would be to sell it and invest its resources in something more profitable. If there are no measurements taken to prevent a further deterioration of the shopping center then, it will decline with time and convert into a retail urban void.

In this thesis, the issue of retail urban voids, was narrowed down to the under-utilized or 'vacant' shopping centers in Ankara city. Under the case study we performed an analysis of the evolution of urban retail voids in Ankara. We analyze the neighborhood and community shopping centers in III and IV-th life stages.

The reason for focusing on these two life stages is because during these two life stages we could easily observe the transformation of shopping centers into retail urban voids and the reasons behind their proliferation. Neighborhood and community shopping centers are significantly smaller in size than regional and super-regional shopping centers. However, they are higher in number due to the demand for their products and services.

The number of services and products offered by a neighborhood or a community center is lower than the regional and super-regional shopping centers and according to the factors that determine the life-span of the shopping centers we know that the lower the variety of products the easier it is for the customers to decrease the amount of trips to these shopping centers.

The problem of urban voids in general and retail urban voids, in particular, is fundamental in the life of Turkish cities.

The issue of urban retail voids, in the city of Ankara (Turkish capital city) was elaborated by investigating the community and neighborhood shopping centers such as CarrefourSA and Maltepe shopping center, Ansera, ODC shopping center, Atakule, Planet, Minasera etc.. The issue of retail urban voids, was narrowed down to the underutilized or 'vacant' shopping centers in Ankara city. Ankara city is the city that has the highest m2/person rate in the Turkish context. This informs us that Ankara is a city dense and compacted in shopping centers and we believed that it was going to be easier to observe the development stages of neighborhood and community shopping centers in Ankara.

These community and neighborhood shopping centers are either becoming a retail urban void (stage III),have become a retail urban void (stage IV) or were on the III-rd and IV-th stage and got transformed or renewed.

In the first two stages, it is challenging to foresee if a shopping center is going to lose its value and therefore turn into an urban retail void. However, the third and the fourth stage give a more precise figure of the fate of the shopping center.

While discussing the characteristics of the development of these shopping centers we noticed that the factors that affect the success-rate and the life-span of a shopping center are factors related to the building scale, to design, accessibility, location, variety of brands and services and competition among other shopping centers and socio-economic developments.

The changes in these factors have determined the life-span of the shopping centers and shown weather some of them could convert into a retail urban void. The table 6.1 shows us that that among all the factors that affect the success rate of shopping centers the most are the trading area, the lack of mix - use (variety of retail and entertainment services) and the low customer traffic of that shopping center. Almost all of the neighborhood shopping centers that:

Table 6.1: Reasons affecting the success rate of neighborhood and community shopping centers.

		Reasons affecting the success rate of neighborhood and community shopping centers							
	SHOPPING CENTER	Problems related to Trade Area	Lack of mix - use (variety of retail and entertainment services)	Economic Crisis	Poor Marketing Strategies	Conflict of store profiles with other SH.C	Low customer traffic	High rental rates/ Low profits	Design related inefficiencies
INTO THE VOID:	Mesa Plaza	X	X		X	X	X		
	Arcadium	X	X		X	X	X		X
	Next Level					X	X	X	
	ODC	X				X	X		X
	Beysupark	X	X		X	X	X		X
	Ansera	X	X		X	X	X		X
THE VOID	CarrefourSA		X	X	X		X	X	
	Maltepe	X	X	X	X		X		
	Park VERA	X	X	X	X		X	X	
OUT OF THE VOID:	Atakule	X	X	X	X		X	X	X
	Galleria	X	X			X	X		X
	Minasera	X	X		X		X		
	Planet	X	X		X		X		

1. are currently found in the III or IV-th life stage,

2. have been in these stages and underwent a transformation,

3. or are expected to be in these life-stages in the near future

have been affected by the changes in the trade area.

In addition to that, most of the analyzed shopping centers have suffered the problem of being mostly focused on retail and neglecting the provision of entertainment and recreational services. Shopping centers like CarreforurSA, Galleria, Mesa Plaza and Atakule decided to pay attention to this issue after their renewal however to some shopping centers like CarrefourSA just paying attention to providing a variety of retail and entertainment services was not enough to keep it functioning for a long time. High rental rates affected negatively only the shopping centers located in the Istanbul road (Park Vera, CarrefourSA) and Atakule and Next Level. These shopping centers are located in very strategic areas however the low attraction rate and the low customer traffic was translated to the profit rates of the shopping centers and they affected the leasing decisions of the retailers.

As we can see the reasons that affect the success rate of shopping centers are of a high number. However even though two shopping centers might be affected by the same reasons, this does not mean that in order to treat the problem of retail urban voids we need to apply the same transformation or renewal technique. The effect of high rental rates on Vera Park shopping center and Atakule shopping center is not the same, as Vera Park converted into a urban void due to this reason, however Atakule could overcome this problem through a renewal process.

Urban planners should not only take into consideration the factors that affect the success rate of a shopping center, but they should focus more **to what extent does a certain factor affect the success rate of the shopping center**.

Combination of two or more factors that affect the success rate of shopping centers might have a very bitter result for the life-span of the shopping center or it might just ’shock’ the shopping center for a period of time. In order to prevent the shopping centers to convert into retail urban voids urban planners together with developers and investors should perform a detailed check of the area where they are planning to construct the shopping center, by taking into account the trade area, the accessibility, the demand for products and services and also the competition rate among the existing shopping centers located in that region.

After the shopping center is constructed and it is has reached its I and II life stages it is important to pay attention to the marketing Strategies to keep the customer traffic rates higher. Maintenance of the structure and small changes in interior design make the shopping center might be attractive and innovative in the eyes of the customers. On the other hand changes in rental rates should be performed in a way that will make the retailers not abandon the shopping center due to disproportional profit rates and rental rates.

In this research we mainly focused on the 'negative sides' of the retail urban voids, the reasons that lead to urban voids and the development life-stages of the neighborhood and community shopping centers. Future work is going to concentrate on the potential of the urban voids and the transformation and adaptive reuse techniques to connect the retail urban voids back to the urban tissue. A part of the future work is going to be studying the transformation of retail urban voids as a part of urban regeneration process. In addition to this, shopping center regeneration reasons, strategies, and solutions are very extensive and multi-dimensional, that these topics can be examined in physical, social, economical, environmental, and/ or managerial aspects; separately or combined.

Research on these topics will guide urban planners developers, designers, managers and all other professionals that are interested to take better and more efficient decision as preventing the creation of the retail urban voids will be significantly easier than trying to transform or regenerate it after it has finished its first life-cycle.

A detailed analysis of these studies can be of a great benefit for the urban macro-form, the environment, the economy and the community.

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