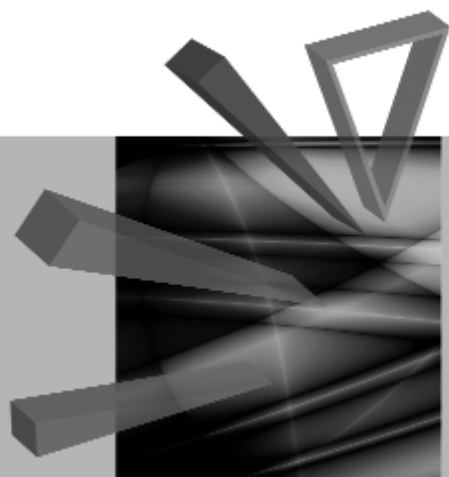


Kształtowanie się nowej przestrzeni w gospodarce globalnej



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Kadriye (Deniz) Topçu, Mehmet Topçu

Selcuk University

THE EFFECTS OF NEW CONSUMPTION SPACES TO THEIR ENVIRONS IN THE PROCESS OF CONSTITUTING URBAN VALUE

Summary: The cities begin to give priority to large-scale urban projects to bring themselves to the fore and to attract the capital. One of the main uses of these projects involves shopping centers which guide the development of urban spaces, increase the prestige of districts in which they are located and provide display areas. Although these centers are built as architectural solutions, they have a great impact on the process of change and transformation of urban spaces and thus on urban planning. This paper analyses the effects of these consumption spaces – shopping centers on their environs in terms of environmental and economical values. In the scope of the study, M1 Tepe-Real Shopping Center and its environs in Konya were selected as a sample area. In conclusion it is observed that the selected shopping center has mainly an economic impact on its environs.

Key words: consumption space, shopping centers, town planning design.

1. Introduction

Shopping activity has passed through a process of change and transformation in different forms throughout the history. Shopping activity first began with barter, which was later replaced by money and became integrated with the space having different forms in every era. Throughout the history, in addition to commerce, shopping spaces maintained their central role as a gathering place and communication areas and have always been in an interaction with the users in cultural, social and psychological aspects.

In recent years, transportation, communication and technological opportunities which gained impetus with the globalization have changed the appearance of shopping spaces. Along with more comprehensive status of the act of shopping from the formation of the market to the shopping centers, trade became institutionalized and shopping centers which are generally perceived as a stereotype have evolved. These spaces serve as indispensable places for urban users. In addition to meet basic needs of people, shopping centers offer a new social environment for leisure-time activities.

Today the cities begin to give priority to large-scale urban projects to bring themselves to the fore and to attract the capital. These urban projects are prepared either by the privatization of public areas or by changing their functions. These kinds of projects can be performed in various areas and in different size with the aim of creating a new urban value [Özaydın, Özgür 2009]. One of the main uses of these projects are shopping centers which constitute the subject of this paper, guide the development of urban spaces, increase the prestige of districts in which they are located and provide display areas. The centers (Shopping Centre-S.C.) which are located either outside or in a city might have a great impact on the development or differentiation of a city center. The ones located in the city have especially an impact on the concept of city centre as well.

Based on the importance of shopping centers (S.C.) which have such a comprehensive impact on the urban space in the development of the city center, the aim of this paper is to investigate the environmental and economic value changes in the environs of the S.C. before and after their construction. In scope of the study M1 Tepe-Real Shopping Center and its environs were selected as a sample area. Since the municipal current market values were not updated, the changes of economic value in the environs of this center were analyzed based on the housing value of land interest between the years of 1993-2010, provided by real-estate agents. On the other hand, environmental impacts were analyzed by authors themselves, who used photographs.

2. Historical background

Shopping areas are approximately two thousand years old. Shopping area is a form which encompasses social, economic and cultural knowledge; it is shaped together with technological and social changes and it finally becomes an important component of the urban morphology [Bati 2007].

The first planned shopping centers [Mutlu 1993; Packer 1997; Bati 2007] began with the *Agoras* in ancient Greek-Hellenistic period and with *Forums* in Roman era and continued with the *Trajan bazaars* comprising 150 shops and an a multi-storey architecture in Rome in the 2nd century B.C. In the Medieval Ages (5th-15th century) and Renaissance-Baroque period (15th-17th century) this concept evolved into market areas in western cities. In those periods, it was observed that in eastern cities there was a strong souk (*çarşı* in Turkish) impact supported with the formations such as *khan – bedesten – arasta*, covered bazaar etc. In the Age of Enlightenment (18th and 19th centuries) small shops began to be replaced by large stores and with the increase of mass-production, the character of shopping spaces changed with the effects of display windows (*vitrines*) [Sennett 1999; Dündar 2002].

In the 1950s and the 1960s, after the excessive trend in the modern mass production firstly in the USA and then in Western Europe, global capitalism began to have a greater need for consumption activities. The activities to increase consumption

gradually became systematic and professional and mass consumption started to be a significant developmental process [Bocock 1997]. In this period, shopping centers were the leading consumption tool in mass consumption. Trade and shopping spaces which previously concentrated in city centers expanded towards the suburbs in the 20th century western cities. Because of the traffic and parking problems, challenging pedestrian-vehicle flows in the metropolitan centers and growing population in the suburbs due to the establishment of numerous factories, shopping centers were generally located outside the city [Bati 2007]. The fact that these centers reached a saturation point in terms of market capacity forced the investors to seek new markets. Being quite new in this process, Turkey was a large market for domestic and foreign investors. The results of the neoliberal policies in 1980 and the reflections of liberation of foreign capital investments began to be observed in the early 1990s and after Galleria Shopping Center was opened in Istanbul in 1988, there was a boost in construction of shopping centers in the following 10 years particularly in Istanbul, Ankara, Izmir, Adana, Bursa and other cities [<http://arsiv2.hurriyet.com.tr>].

In the last 13 years, 5 shopping centers were opened in Konya: Afra S.C (1998), Masera S.C (2002), M1 Tepe Real S.C (2003), Kulesite S.C (2004) and Kipa S.C (2006). As mentioned previously M1-Tepe Real AVM was selected from these centers as the study area of this paper. The reason for choosing it was that it is the only shopping center in Konya which was planned and developed in its environs.

Konya began to experience the process of change and transformation owing to globalization from the 1990s. Shopping centers which were open one after another brought important changes in the urban identity and spatial characteristics. After their opening, environmental transformation process in the environs of the centers gained impetus in the short term; residential areas began to be re-structured and these centers, in one sense, served as a catalyst accelerating the change and transformation process [Topçu et al. 2008].

3. Effects of M1 Tepe-Real Shopping Center to its environs

3.1. Location and General Properties

M1 Tepe-Real S.C. is located within the borders of Selçuklu district of Konya. The S.C. is surrounded by the new bus station in the east, newly-developing or developed residential areas in the north and west. An axis of secondary importance (Dr. Halil Ürün Street) connecting the S.C. with the Istanbul highway is to the south of the S.C. (Figure 1).

The S.C. was open after the opening of Praktiker store. The project of the center was drawn in Canada and constructed by Tepe Construction Company in 2002. One-storey S.C. is on a large area (180 thousand square meters). It has an open-air car park for 2200 private cars, shuttle buses and taxis [Uslu 2006].

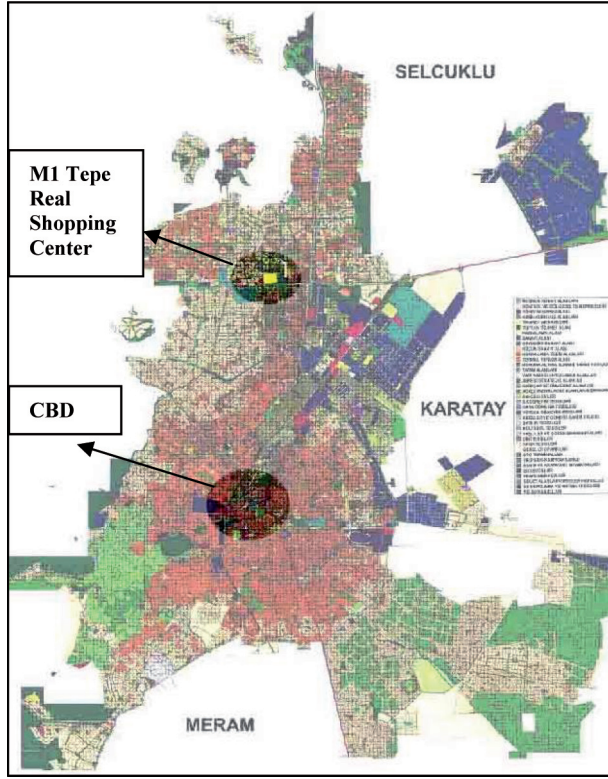


Figure 1. Location of M1 Tepe Real Shopping Center in Konya

The large transportation catchment area of the shopping center, the expansion direction of the residence in the region and gradually increasing residential areas in the environs of the center enable the shopping center to serve a large area. The shopping center is located in a place where its users seek spaces to meet their social activity, do shopping, wander and have some entertainment. M1 Tepe-Real S.C. is located far from the city center, near the highway, on the axis of a tram, which has an important role in the transportation system of Konya, and is serviced by shuttle buses from the highway and the city center [Uslu 2006].

3.2. Changing Economic and Environmental Values

The term “value” refers to a “concept” and “quantity”. In the literature, the term is defined as “the degree of importance of a commodity or object for its owner or for the people who benefit from that commodity or object”. Urban value on the other hand, refers to the meaning of urban space for its users. In the light of the data obtained from literature, urban values system can be analyzed under 4 categories: socio-cultural values, environmental values, visual-aesthetic values and economic values.

The scope of this paper was restricted by the impact of economic and environmental value effects of the shopping centers on its environs. As other urban values require a separate research process, they were excluded from this study.

In economics, the concept of value has two definitions involving usage value and exchange value. Usage value refers to the satisfaction with a commodity, object or service provided to its owner or user while values in exchange refer to the quantitative value involving the barter/sales value of a commodity or object generally expressed in money [DETR&CABE 2001]. Values in urban space should not be considered only in the economical context. Many other factors in urban values system affect usage value and exchange value. Final values are the results of the demands and tendencies of the society. For example economic indicators might be affected by socio-cultural, visual-aesthetic or environmental value increases.

Considering that the value of something depends on “the characteristic of that thing as to being more or less desired, practical, prestigious or important”, as defined by Webster, the value of the environment can be defined with its beauty, uniqueness, irreplaceability, its contribution to different functions or recreational possibilities, supporting natural life, reducing the risks on the environmental and human health and offering a wide range of services beneficial to people [Koçdemir 2006].

3.3. Changing economic values

In economic terms, there is a high variation between the values before and after the opening of M1 Tepe-Real Shopping Center in its environs. Figure 2 indicates the housing value of land interest values for the period 1993-2010. As one can understand from the figure, housing value of land interest increased significantly after the construction of the S.C.

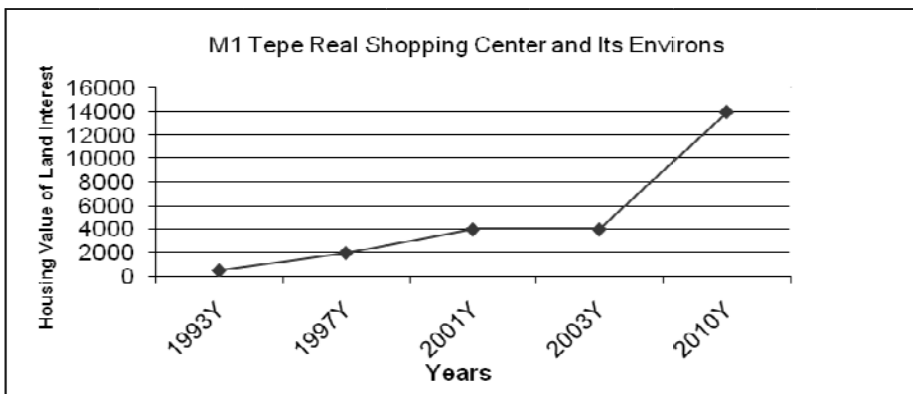


Figure 2. Changing housing value of land interests

3.4. Changing Environmental Values

After the opening of M1 Tepe-Real Shopping Center in 2002, the environs of the center underwent a great change and a transformation process. Since the shopping center plan included residences, the authorized firm constructed its own residences

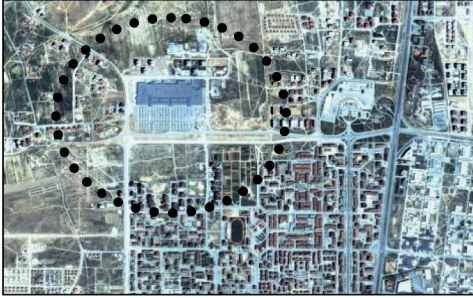


Photo 1. M1 Tepe-Real S.C. in 2003



Photo 2. M1 Tepe-Real S.C. in 2009



Photo 3. M1 Tepe Real S.C. and its environs (M1 Tepe Administrative Unit, 2004)



Photo 4 and 5. Newly developed houses around M1 Tepe S.C (Topçu, K. 2008)

(Tepe residences) in the north of the shopping center after the construction of the S.C. Enabling other residences to be built in the vicinity of the shopping center, Tepe residences undertook a triggering role. Subsequent residential areas for the middle and high income group affected each other to invest in this area. In addition to residential areas, some commercial activities also began their activities and thus the place became attractive. The photographs below show the condition of the environs before and after the construction of the S.C. The photographs are indicators how much a S.C. can change the character of a city or a region (Photo 1, 2, 3, 4, 5).

4. Conclusion

Shopping centers are indispensable components of modern cities. In addition to shopping, this “new fashioned habit” centers offer their users different alternatives to evaluate leisure time and create a new public space and social atmosphere. Although the centers are built as architectural solutions, they have a great impact on the process of change and transformation of urban space and thus on urban planning. The study shows that this impact is generally reflected in economic concern (connected with the rent) and not in its beauty, uniqueness, irreplaceability etc.

Shopping centers have such an impact both on their users and on their environs. Therefore, it seems quite important to design shopping centers collectively with their environs prior to the construction. It is an undeniable fact that shopping centers planned in advance have a determinative role in the city in terms of their locations, spatial development of the city and their environmental and economic impacts in their environs.

A city is a combination of values and functioning of the cities should be based on the enhancement and sharing of this value. When value is the case, the priority of planning discipline should be to observe public interest.

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EFEKTY NOWYCH PRZESTRZENI KONSUMPCJI W PROCESIE TWORZENIA WARTOŚCI MIEJSKIEJ

Streszczenie: Współcześnie miasta stoją przed wyzwaniem realizacji urbanistycznych projektów na wielką skalę w celu dostosowania się do zachodzących zmian i przyciągnięcia kapitału. Projekty te to w głównej mierze realizacje centrów handlowych, które wpływają na rozwój obszarów miejskich, zwiększając ich prestiż. Budowle te mają ogromne znaczenie dla procesu zmian i transformacji przestrzeni miejskiej, a zatem wiążą się z planowaniem urbanistycznym. W artykule przeanalizowano wpływ konsumpcyjnej przestrzeni – centrów handlowych na okolicę, w której się znajdują, pod względem walorów przyrodniczych i ekonomicznych.