

City & Commercial Centers

Lecture Notes. I.Kılınçaslan

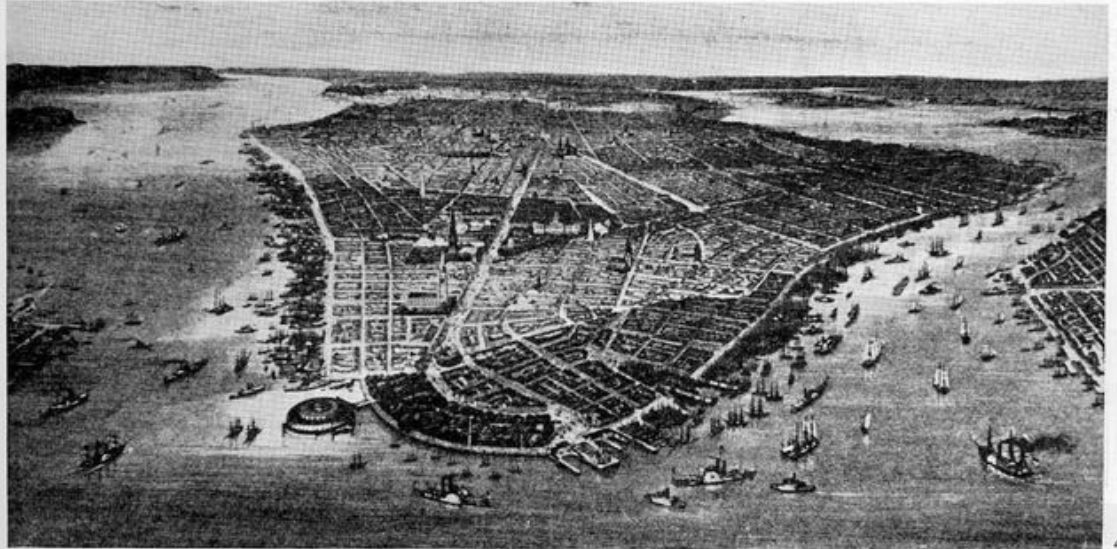
Characteristics:

- City centers are focal points for cultural, entertainment, civic (kent ve yurttaşla ilgili) activities and trade.
- The essential elements of the central area are: department stores, offices, banks, administrative buildings, the city hall, and important buildings for social and cultural purposes, (library, museum, auditorium, and mosques). A certain amount of wholesale and retail storage accommodation is also required.
- Services are used by the population of the city as a whole and also by the inhabitants of its service area (hierarchy). The scale of services to be provided in the city center depends more to the total population of the city's service area than the city itself.
- Centers exhibit the highest concentrations of buildings and people, highest land values, and highest degree of interrelationship among land uses.
- City centers are very sensitive to accessibility by consumers and to the transportation system.

Effects of Development

47. New York, 1851

This remarkable steel engraving of Manhattan shows what was in many respects a fine and spacious city. Behind the narrow strip of docks and warehouses lining the Hudson and the East River is a city of three- and four-storey terrace row houses set in an ordered pattern of broad streets, providing adequately for the traffic of the day and giving plenty of light and air. At the southern tip is Battery Park, at this time overlooked by fashionable residences. Castle Garden, once New York's guardian fortress, is still virtually an island, although its use has changed.



47

48. New York, 1951

Over a comparatively short period of 100 years the urban scene has changed drastically – so much so that the city is unrecognizable. The blocks of three- and four-storey terrace houses of Lower Manhattan have disappeared and in their place is a vast jumble of towering skyscrapers, akin in scale to the Grand Canyon turned upside down. Only a few vestiges of the original city remain – Battery Park with the circular Castle Garden incorporated into it, and the roads, which are much the same as in 1851. The failure to change the road and open space pattern so as to relate with the fantastic changes in architectural design is demonstrated with startling clarity in Manhattan.



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Commercial Centers

- 1. Central business district(s) CBD - Downtown
 - The central business district serves a large trade area,
 - Plan must deal with its future development and redevelopment, with small blocks and continuous retail frontage, integrating office employment, parking, and public transportation.
- 2. Districts Centers
 - Older business districts in the central city and older suburbs (often strip commercial developments)
 - Districts centers accommodate businesses with smaller trade areas
 - District centers also serve establishments seeking lower-priced sites, escape from downtown congestion, and locations more convenient to suburban retail markets.
 1. New neighborhood shopping areas and centers, including convenience centers
 2. Community centers
- 3. Shopping centers(alış-veriş merkezleri)
 - usually planned projects under single ownership, divided into types by their size and the size of their trade areas:
 1. community shopping centers
 2. urban shopping centers
 3. regional shopping centers
- 4. Highway-oriented areas, generally at the edges of cities
 - Highway service areas (serving travelers)
 - Highway-oriented special purpose areas (off-price/outlet centers and furniture establishments)
- 5. Other:
 - convenience stores, strip commercial areas, fashion centers,
 - industrial shopping centers (lighting and plumbing supplies, building materials, auto specialty services)

Location Criterias for Commercial Centers

1. *Accessibility to the market area and direct access to traffic:*
 - A. The central business district is located close to peak flow of auto, transit, and pedestrian traffic where retail, professional, financial, and related services can be accessible to public transportation, parking, and regional highways.
 - b. Districts Centers are located on major transportation routes, serve trade area population from 40000 to 300000 people. The site should accommodate commercial activities and also parking, transit station, other access to transportation network (from 4 ha for a community shopping area, to 20 ha for a regional shopping center, and to a 40+ha for a super-regional center).
 - c. *Highway-oriented business centers* are located in outlying areas, adjacent to major highway, with adequate access.
2. *Suitable terrain:* Sites should be reasonably level, well-drained land outside floodplains.
3. *Availability of utilities:* Water and sewer are especially important. This criterion applies particularly to new sites in outlying areas not yet served by water and sewer

Categories of Office Uses and Location Characteristics

- *Corporate offices and major institutions,*
 - Centrally located on prime sites, often in the central business district
 - visibility, prestige, and convenience.
 - banking and other financial institutions, public relations and advertising firms, legal and accounting firms, and headquarters offices.
- *General commercial office uses*
 - prime location is less important but which still seeks good accessibility to transportation and markets.
 - Suburban office parks and other sites near expressways are often suitable if adequate parking space is available.
- *Professional Services*
 - Ex: Lawyers, and Medical office locations are near courthouses or hospitals, in office planned unit developments or separate parcels.
- *Industrial office uses*
 - locates in planned employment centers or industrial parks, where industrial uses are compatible with offices. Such office space may neighbor to warehouses, distribution facilities, and light manufacturing.

Planning needs for Offices.

1. Group offices requires little contact with the general public and is thus often better off in employment centers than commercial centers.
2. Group offices are devoted to consumer services (some law and accounting firms are in this category) and would more likely locate in commercial centers in order to be accessible to clients.

The land use plan should have activity centers that meet the needs of all types of office uses, as well as retail uses, industrial and wholesale employment, and community facilities

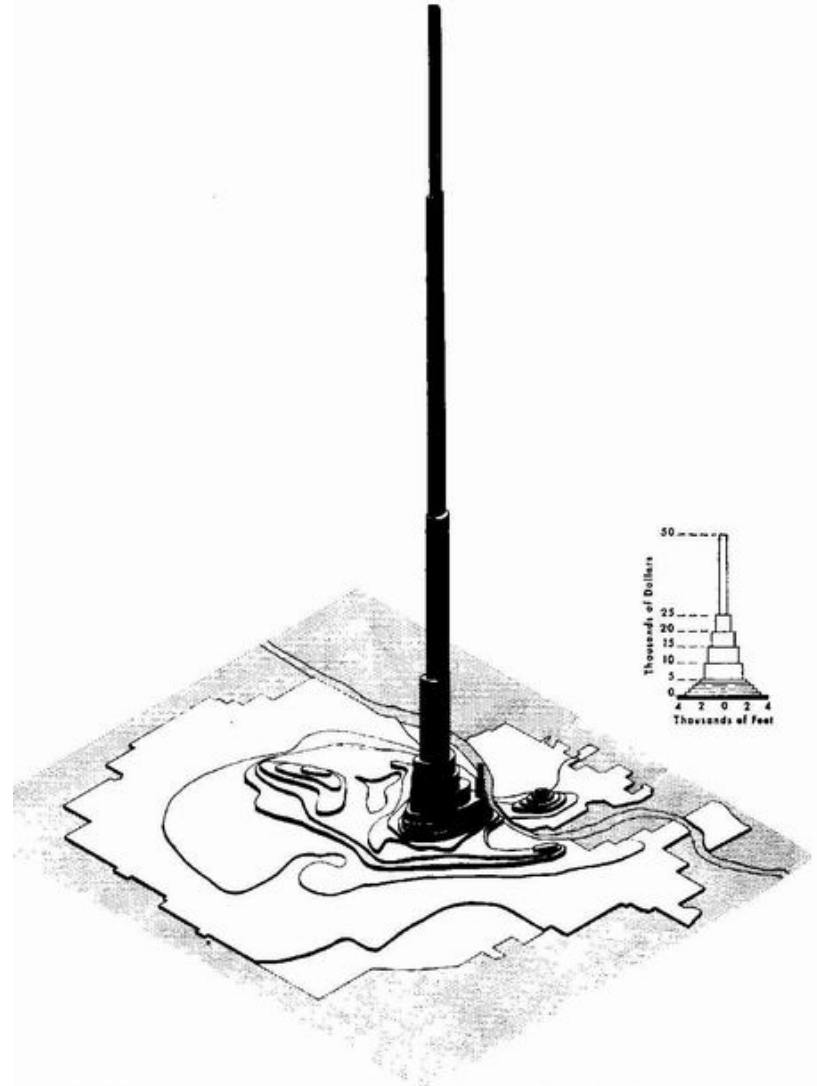


Figure 10-3 Isometric land values: Topeka, Kansas. Duane S. Knos, *Distribution of Land Values in Topeka, Kansas*. Center for Research in Business Reprinted by permission.

Mixed-use Areas

- Mixed-use Areas
 - are generally located in or near the central business district and developed more intensely (floor area ratio averaging 5.0), with taller structures, more vertical mixing, and more attention to pedestrian connections
- The concept of combining land use type and activity center type is important
- Manufacturing and wholesale activities locate almost entirely in employment areas (i.e. area)
- retail uses, locate almost entirely in commercial centers,
- In Mixed-use Areas office space is spread on both types.



New York City Berenice Abbott

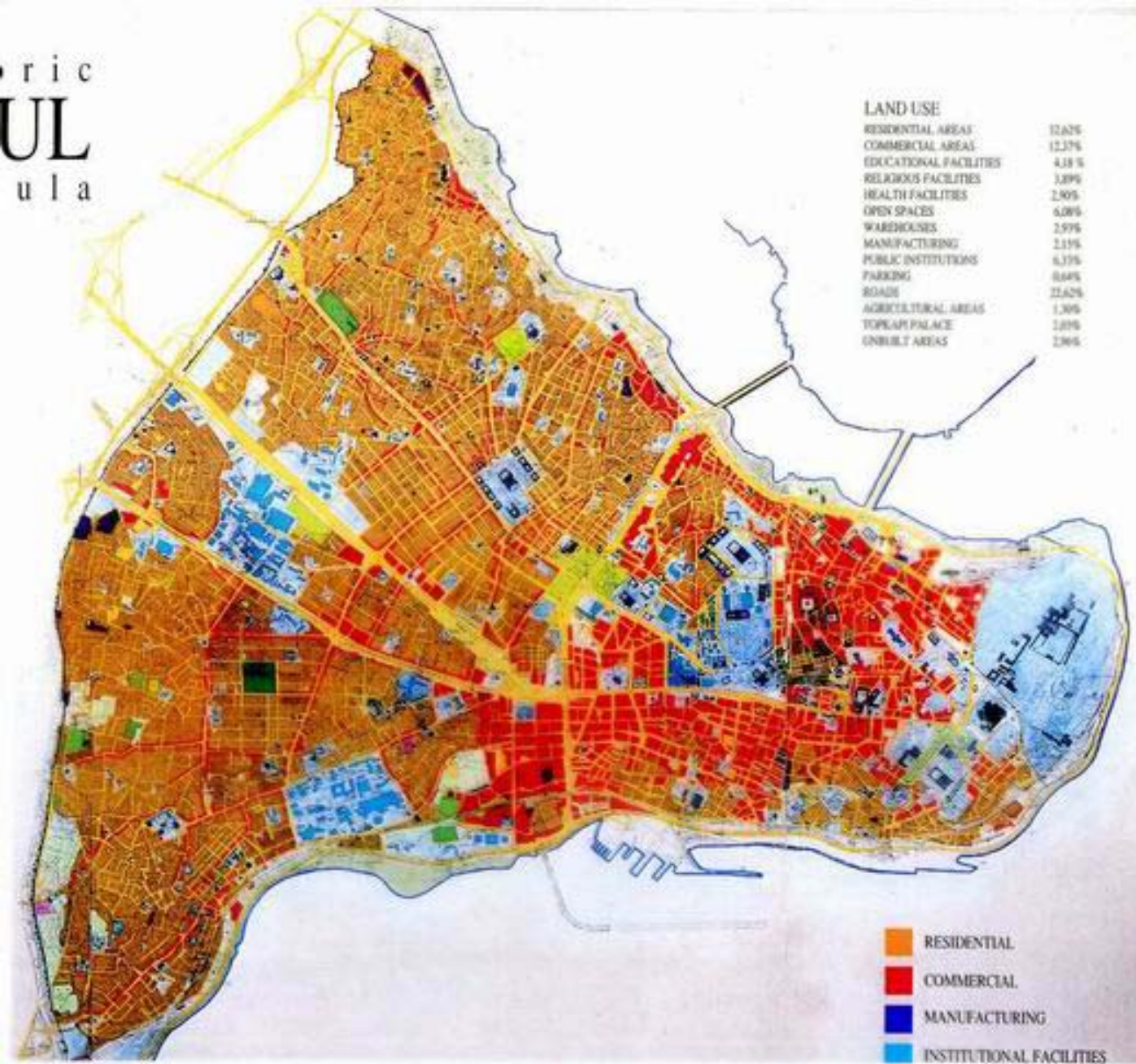
WALL STREET CANYON

1. Central business district. CBD

- Central Business Districts host a range of activities beyond shopping—entertainment, cultural facilities, social and governmental services, office employment, and even civic events.
- The *central business district* is located close to peak flow of auto, transit, and pedestrian traffic where retail, professional, financial, and related services can be conveniently accommodated and be accessible to public transportation, parking, and regional highways.
- Because the central business district already exists in most cases, these criteria apply to areas for expansion



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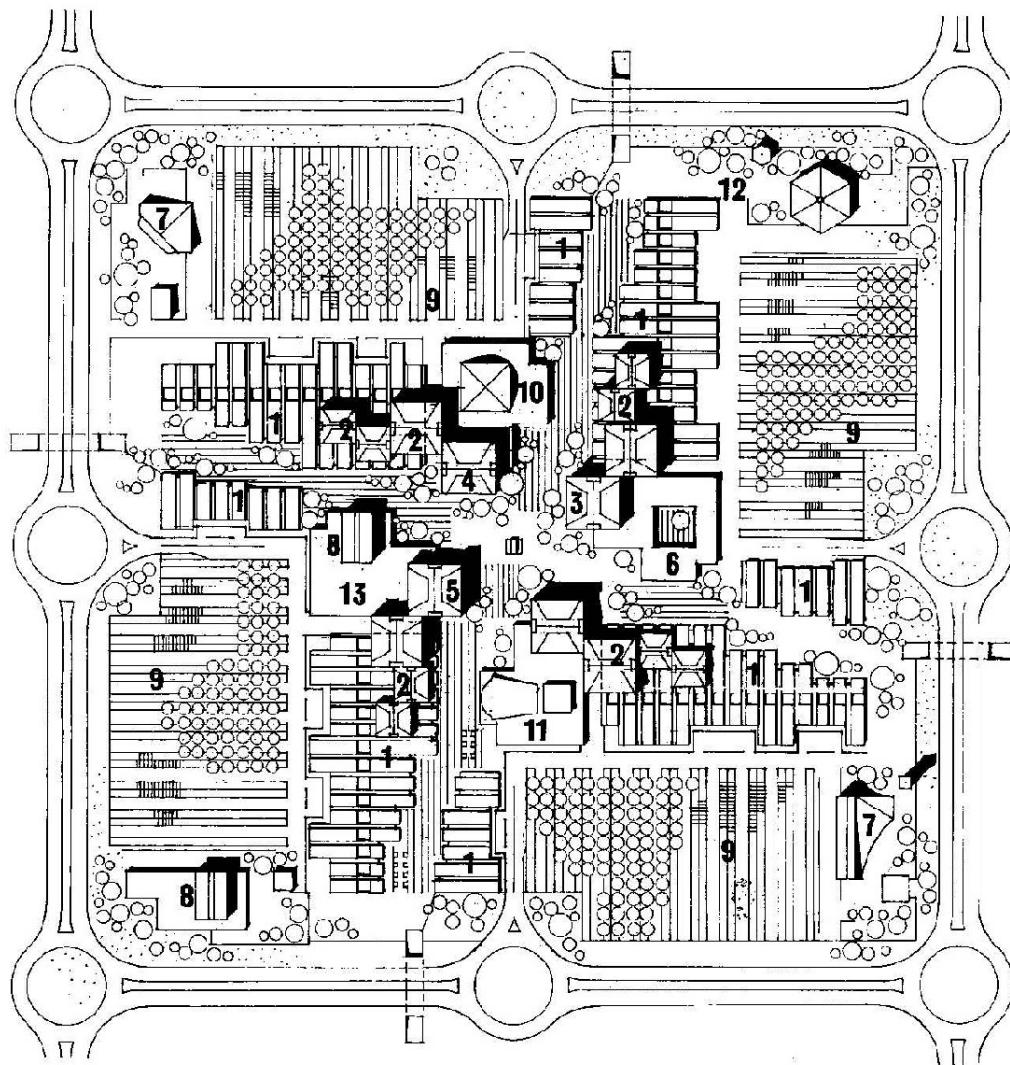


Fig 78 A design for the centre of the second version of the theoretical New Town. Key to uses: 1. Shops; 2. Offices; 3. Local Government Offices; 4. Town Hall; 5. Post Office; 6. Technical College; 7. Churches; 8. Hotels; 9. Parking Areas; 10. Museum, etc; 11. Cinema and Theatre; 12 and 13. Entertainment, Dance Halls, Exhibitions, etc.

Filling stations, repair garages and motor showrooms would be provided in conjunction with the parking areas.

Since this second version of the New Town centre takes the form of a single pedestrian precinct the particular spacial relationships of uses is less important than with the first version, which is divided into several precincts.

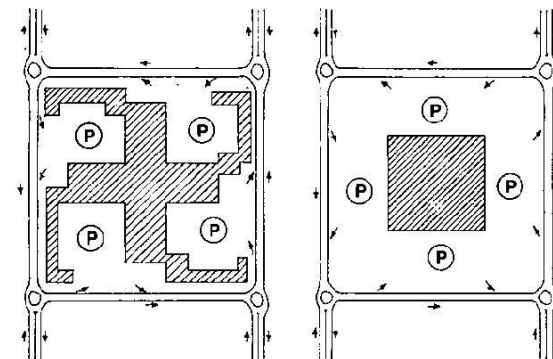


Fig 79 Alternative inner ring road arrangements. It may be better for traffic to have a wide single carriageway for an inner ring road, with traffic running in a counter clockwise direction, than to have dual carriageways. This diagram shows the sort of arrangements suitable for a centre Planned in this way. On the left parking areas are partially surrounded by buildings, and the general arrangement of buildings need not be appreciably different from that in a centre with a conventional dual carriageway inner ring road. On the right, however, the needs of traffic and parking are taken to their logical conclusion. The whole building mass is brought together (with a larger proportion of tall buildings than in the left-hand example) and the whole of the outer part of the centre given over to parking and access.

Arrows indicate direction of traffic and the approximate points at which vehicles would pull off the ring road to park and re-enter it on leaving.

pedestrian city center

There are certain difficulties connected with a pedestrian city center.

1. Bus Transport.

- In wet weather and for handicapped it is convenient to have bus facility to different parts of the center.

2. Multilevel Roads.

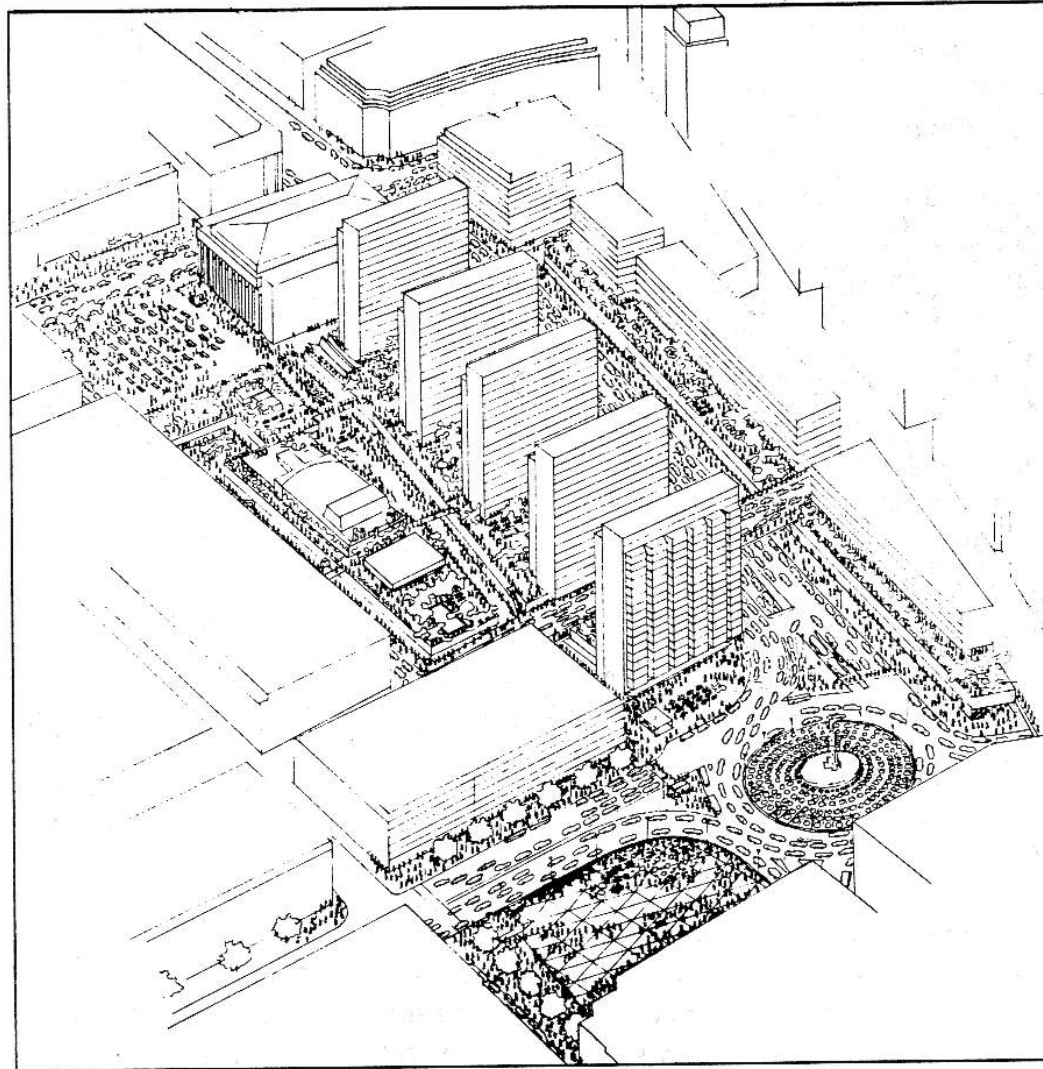
- Road leveling should be arranged in order that service roads do not intersect with pedestrian ways.

3. Covered pedestrian ways

- Large scale layouts can be displayed on bulletin boards; can be provided as protection from the weather to form a network all over the center,

ched the ground. The
:ffort to create streets
ngs. Moving through
is profoundly satisfy-

cent. The relatively recent Hötorget City in
Stockholm, built in the early 1960s, is a successful
example of this approach (figs. 2-21, 2-22). Varied
street activities occur on all sides of this linear



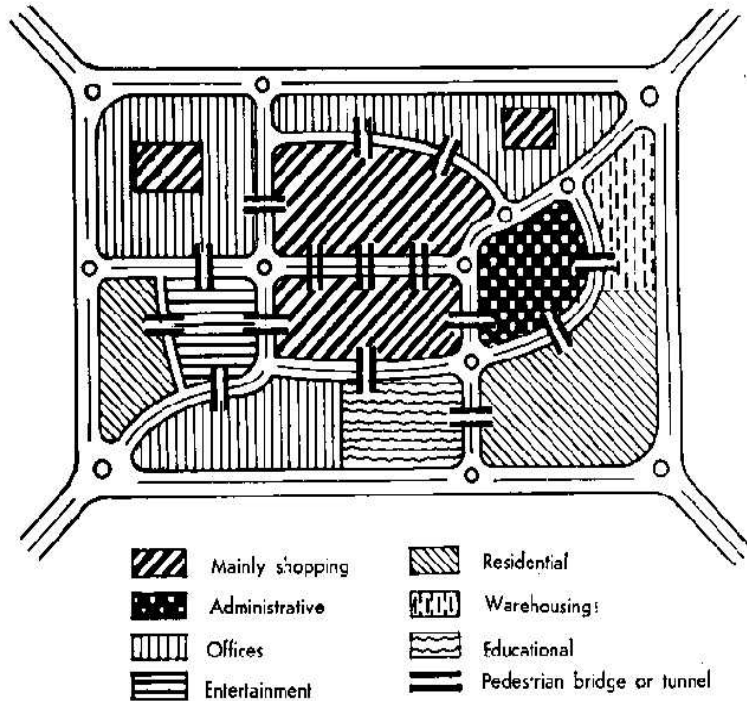


Fig 81 Diagrammatic indication of the division into precincts and general distribution of uses appropriate for the centre of a large town or city. There would be provision for parking and servicing within each area surrounded by roads but each precinct would, apart from this, be restricted to pedestrian traffic.

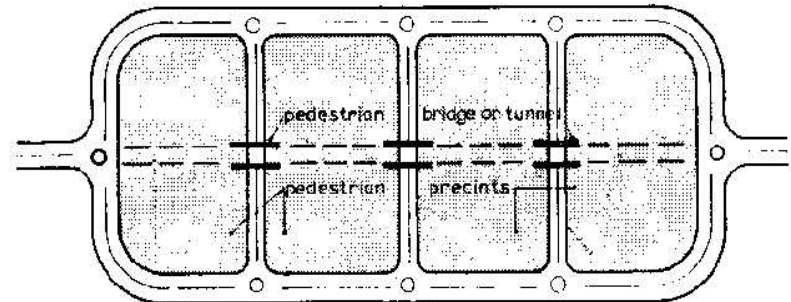
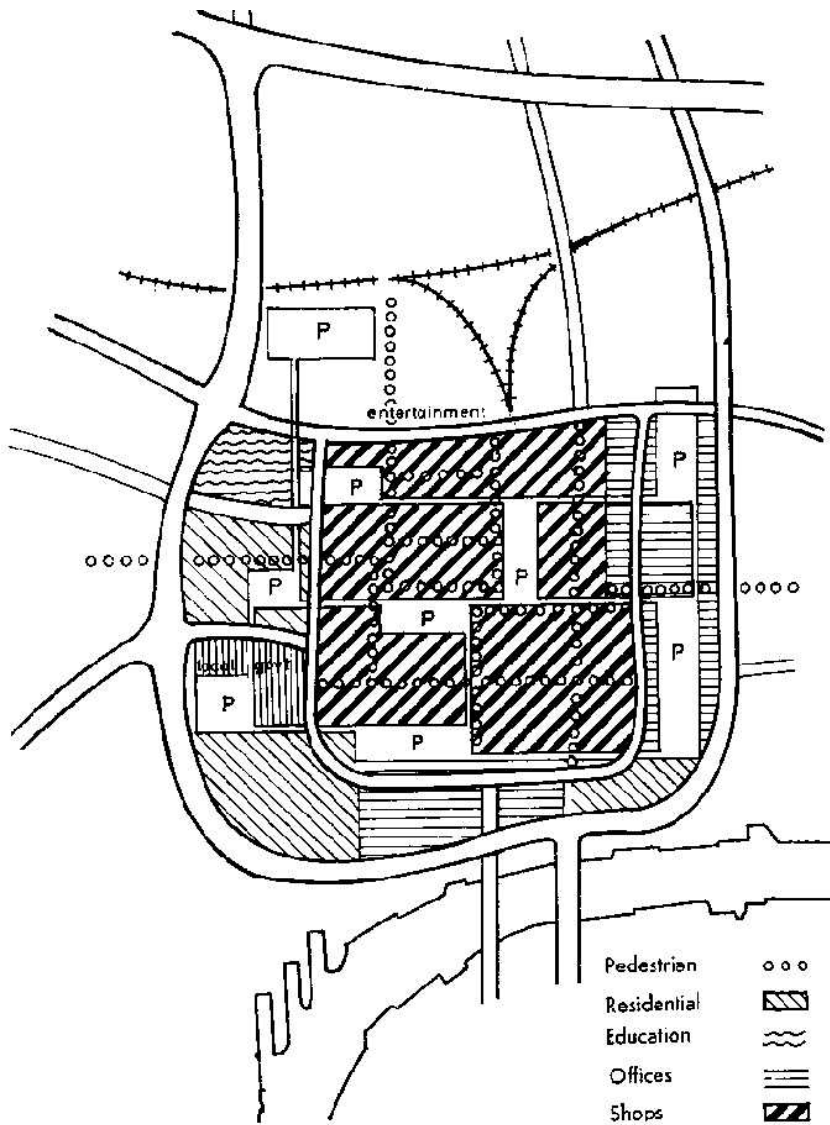


Fig 82 A good many existing town centres are in linear form and cannot, without undue dislocation and demolition, be adapted to a different form during the course of redevelopment. Where this is so a town centre Plan on the lines shown above provides a good compromise solution. The original main road forms a pedestrian spine. New transverse access roads are constructed.



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City Center Renewal and Pedestrianization

There are at least 4 steps in separating pedestrians from vehicles in a city center:

1. Remove through traffic by constructing a by-pass or relief road;
2. Interrupt continuity of streets within the center by bollards or other means;
3. Remove vehicles from streets and provide vehicular access and parking at rear of buildings;
4. Provide vertical separation of vehicles and pedestrians by constructing roads and pedestrian ways at different levels.



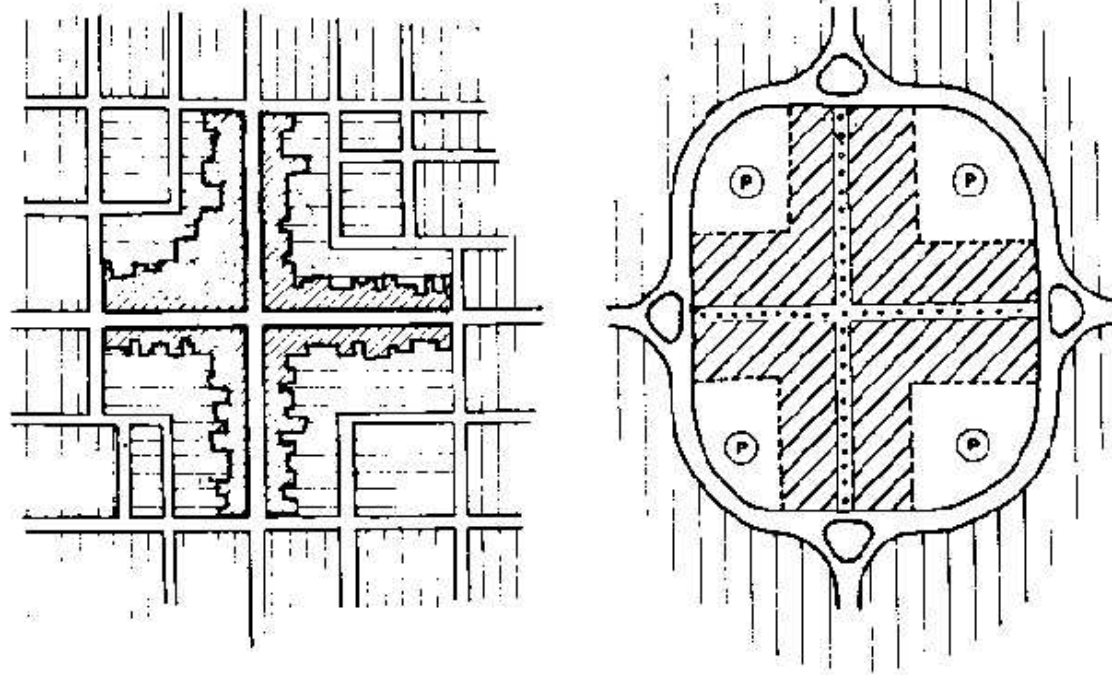


Fig 69 A typical English town centre shown diagrammatically. The building of a ring road and the provision of parking and access areas on its inner side enable the town centre to be converted simply into a pedestrian precinct without undue expense and without disrupting the building pattern. Left, the centre as existing. Right, as converted into a pedestrian precinct. In the left-hand drawing the oblique hatched areas indicate hard central area uses, the horizontally hatched areas are soft mixed commercial uses and old housing and the vertically hatched areas are residential. In the right-hand drawing the soft mixed uses disappear to be utilised for ring road and parking, any not so utilised being converted to residential.

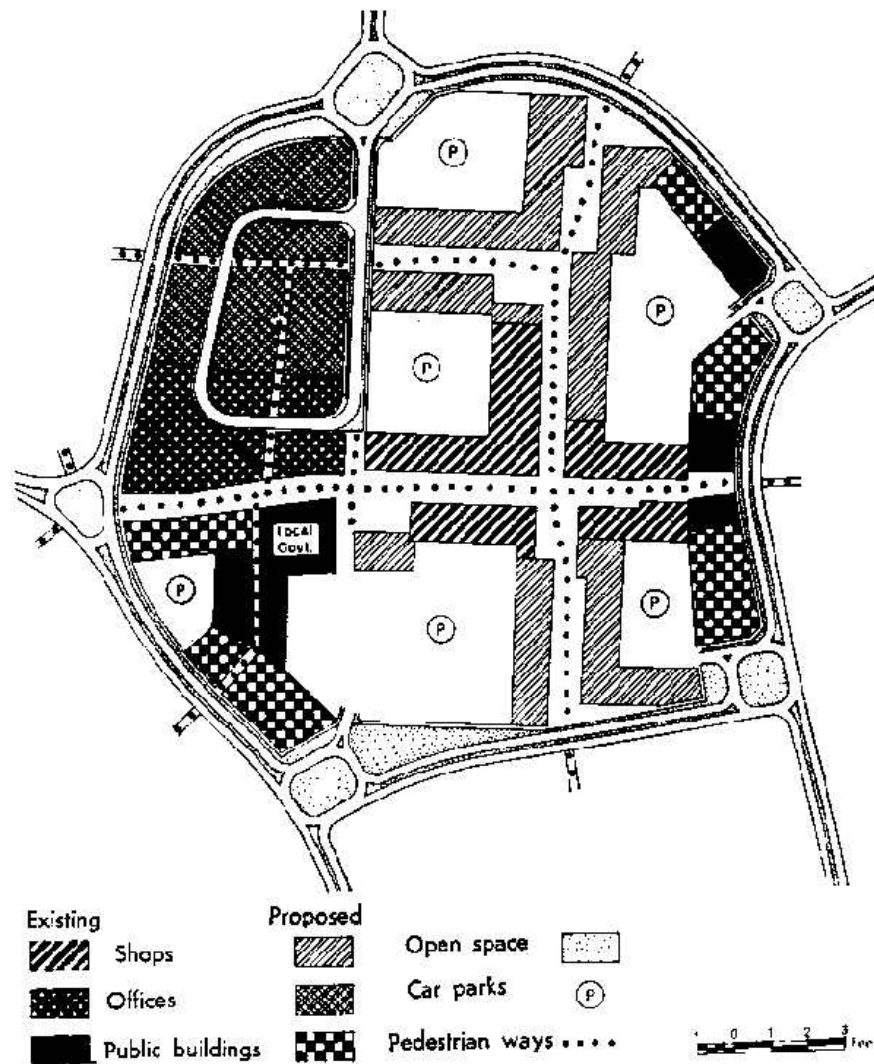


Fig 83 An appropriate form for a Town Centre Plan. This is more detailed than either the conventional supplementary town map or the kind of Town Centre map shown in 'Town Centres Approach to Renewal'. It goes so far as to indicate the desirable lines of future buildings.

2. Districts Business Centers

Districts Business Centers

Older business districts in the central city and older suburbs (often stripcommercial developments)

- Districts centers accommodate businesses with smaller trade areas
- District centers also serve establishments seeking lower-priced sites, escape from downtown congestion, and locations more convenient to suburban retail markets.



Courtesy The Architectural Forum

SHOPPING CENTER, RYE, New York
(Ketchum, Gina and Sharp, Architects)



A proposal for gradual reorganization of the business center for Rye. This community business district is characteristic of most commercial districts in small and large cities: stores line a street that is also the principal traffic artery, and parking facilities are lacking. Figure A shows a plan of the existing conditions and Figures B and C show the plans for redevelopment in two stages. Traffic is rerouted, the present main street becomes a pedestrian mall and parking and service are distributed about the periphery of the shopping center.

To accomplish the redevelopment of urban centers in a manner such as that suggested in this plan requires the whole-hearted co-operation of those who own and control property in the commercial districts of our cities. It is generally assumed that such co-operation is of a singular nature, but it is identical with the kind of co-operation that must be demonstrated by all citizens if our urban communities are to keep pace with the industrial and technical development in our time. The building of our cities is essentially a co-operative venture; without co-operative spirit and action the democratic procedures of our society are rendered ineffective.



İstiklal avenue



Bağdat avenue



nişantaşı

New neighborhood shopping areas and centers, including convenience centers

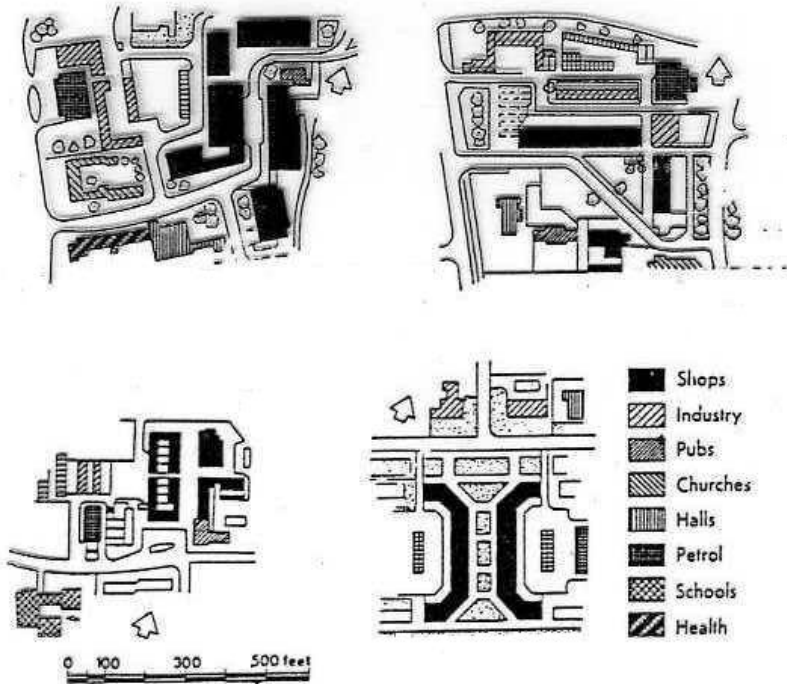


Fig 111 Four neighbourhood centres of varying design. U.L. The Stow, Harlow, U.R. Adeyfield, Hemel Hempstead,

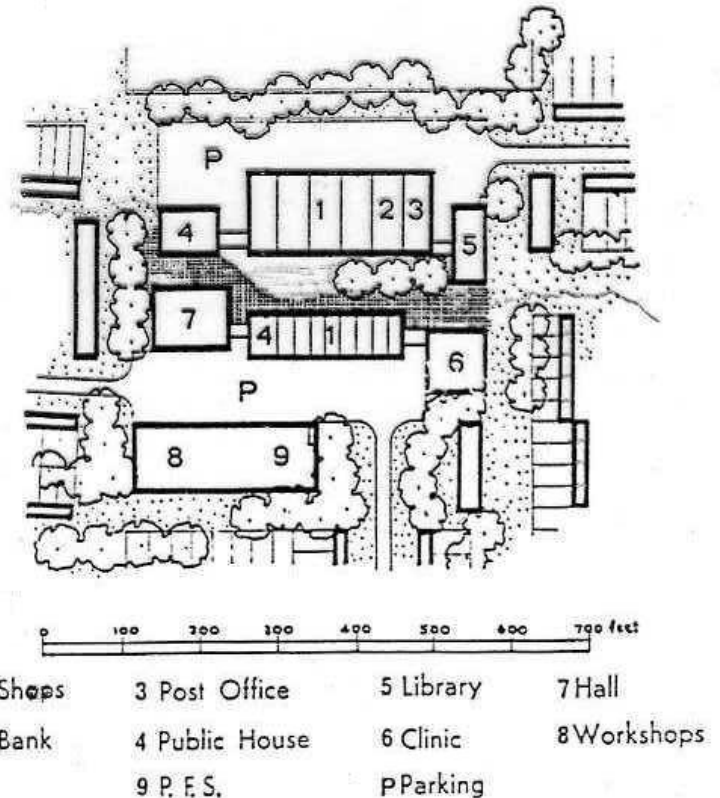


Fig 110 Detailed design for one of the outer neighbourhood centres of the second version New Town.

Altınluk-Edremit



Highway-oriented centers

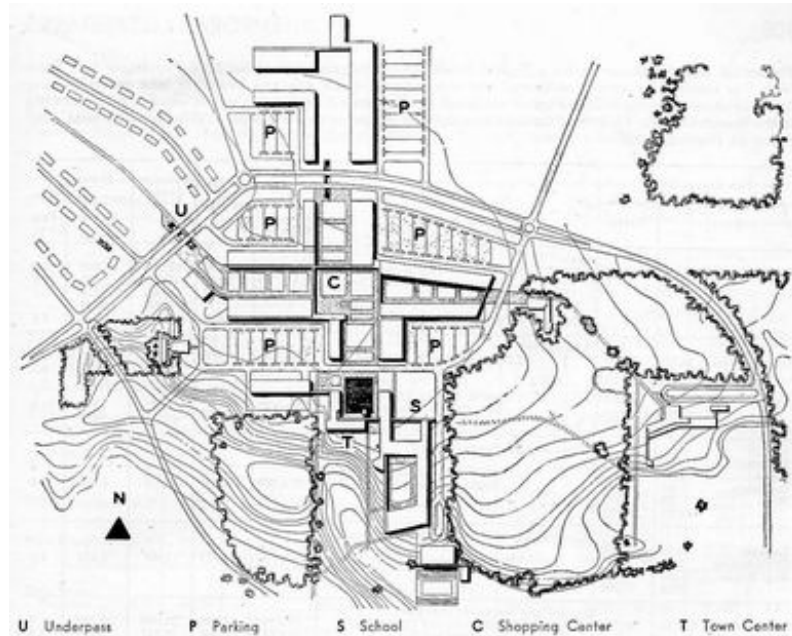
1. Highway-oriented business areas are less concentrated, and provide goods and services to travelers. Uses:

- fast food and other restaurants,
- service stations, and motels.

2. type of highway-oriented business area consists of clusters of retailers that offer comparison shopping to consumers and require large areas for display,

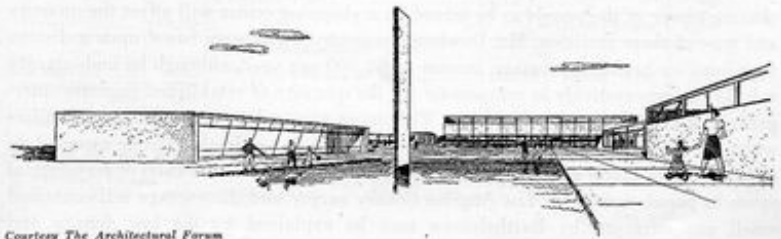
- automobile sales and service areas Ex: Kavacık .
- discount stores, furniture and appliance stores. Söke-Ortaklar
- building supply centers. CarrefourSA, Bauhaus





WILLOW RUN TOWN CENTER
(Saarinen and Swanson, Architects)

The proposed Community Center for a war housing development comprising three neighborhoods with a total estimated population of 6,000 located near Detroit, Michigan. Automobile and pedestrian circulation is separated, the buildings being grouped about internal pedestrian space, parking distributed about the periphery.

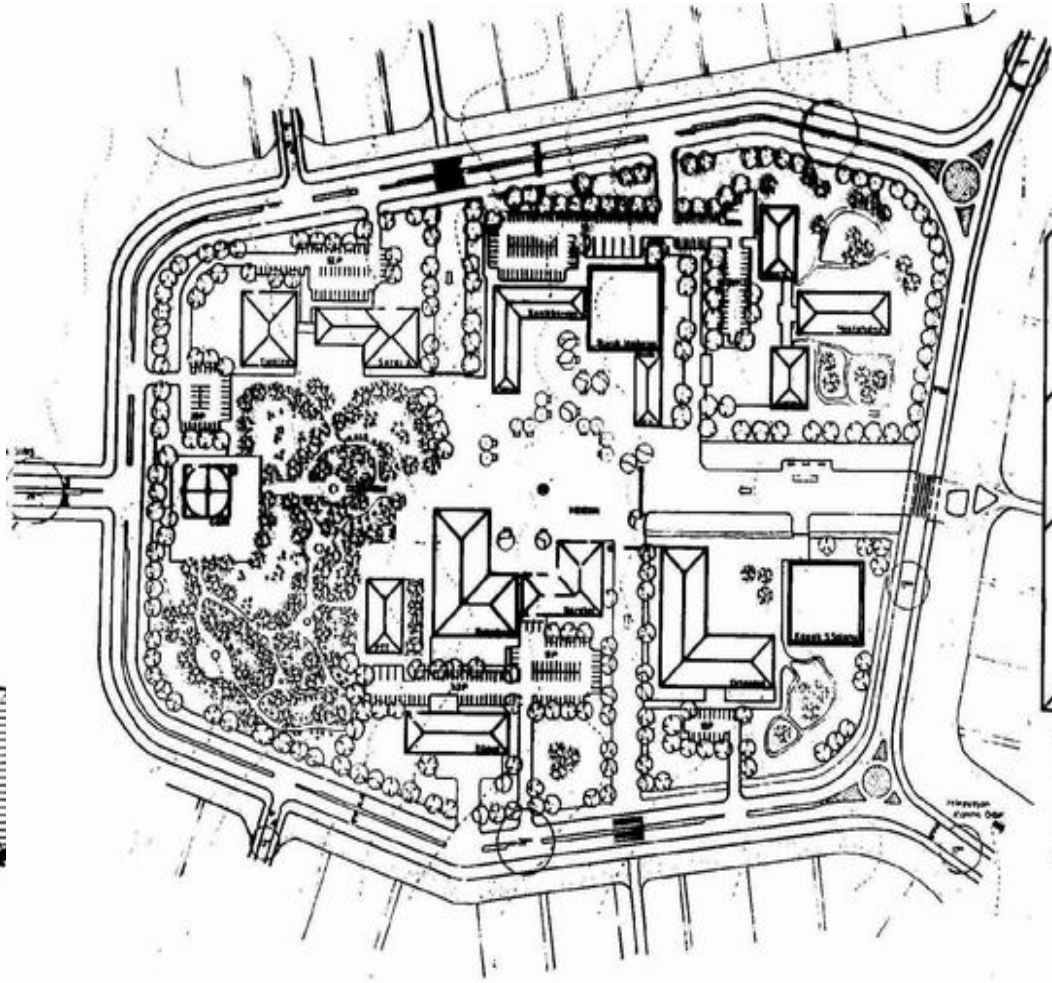


Courtesy The Architectural Forum

Shopping Center Types and Characteristics (p.322)

Type of Center	Building or Sales Area (m2)		Site Area (ha)	Population Served	Radius of Market Area		Leading Tenant	No. of Stores
	Range	Typical			Minutes of Driving	Distance in km		
Neighborhood	3000-9000	5000	1-4	2500-40000; 10,000 avg.	5-10	2	Supermarket	5-20
Community	10000-30000	14000	4-12	40000-150000 50,000 avg.	10-20	4-8	Junior department store or variety store	15-40
Regional	30000 – 90000	36000	4-24, usually 15+	150,000+	20-30	8+13	One or more full-line department stores	40-80
Super-regional	40000-120000	80000	6-40	300,000+	30+	16+	Three or more full-line department stores	100+

Note: Parking spaces for shopping centers range from 3 to 5.5 spaces per 90 m2 of sales area,

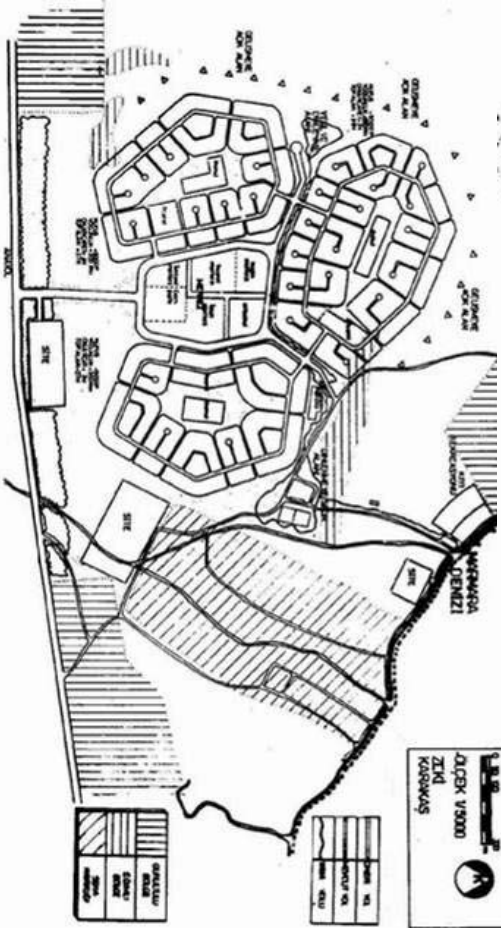


İTÜ MİMARLIK FAKÜLTESİ
 ŞEHİR VE BÖLGE PL. BÖLÜMÜ
 1002-03 KİŞİ YARAYIŞI
 PROJE IV

**İHSANİYE'DE
 19000 KİŞİLİK
 MERKEZ
 TASARIMI**

ÖLÇEK 1/1000
 ZEKİ KARAKAŞ 290.319

MERKEZDE YERLENEBİLECEK KİŞİLERİN VE ALANLARIN	
1001 Blok	23000 m ²
1002 Blok	19000 m ²
1003 Blok	19000 m ²
Sosyal Alanlar	19000 m ²
Seyahat Alanları	13000 m ²
Çocuk Parkı	10000 m ²



İTÜ MİMARLIK FAKÜLTESİ
 ŞEHİR VE BÖLGE PL. BÖLÜMÜ
 1002-03 KİŞİ YARAYIŞI
 PROJE IV

**İHSANİYE'DE
 19000 KİŞİLİK
 MERKEZİN
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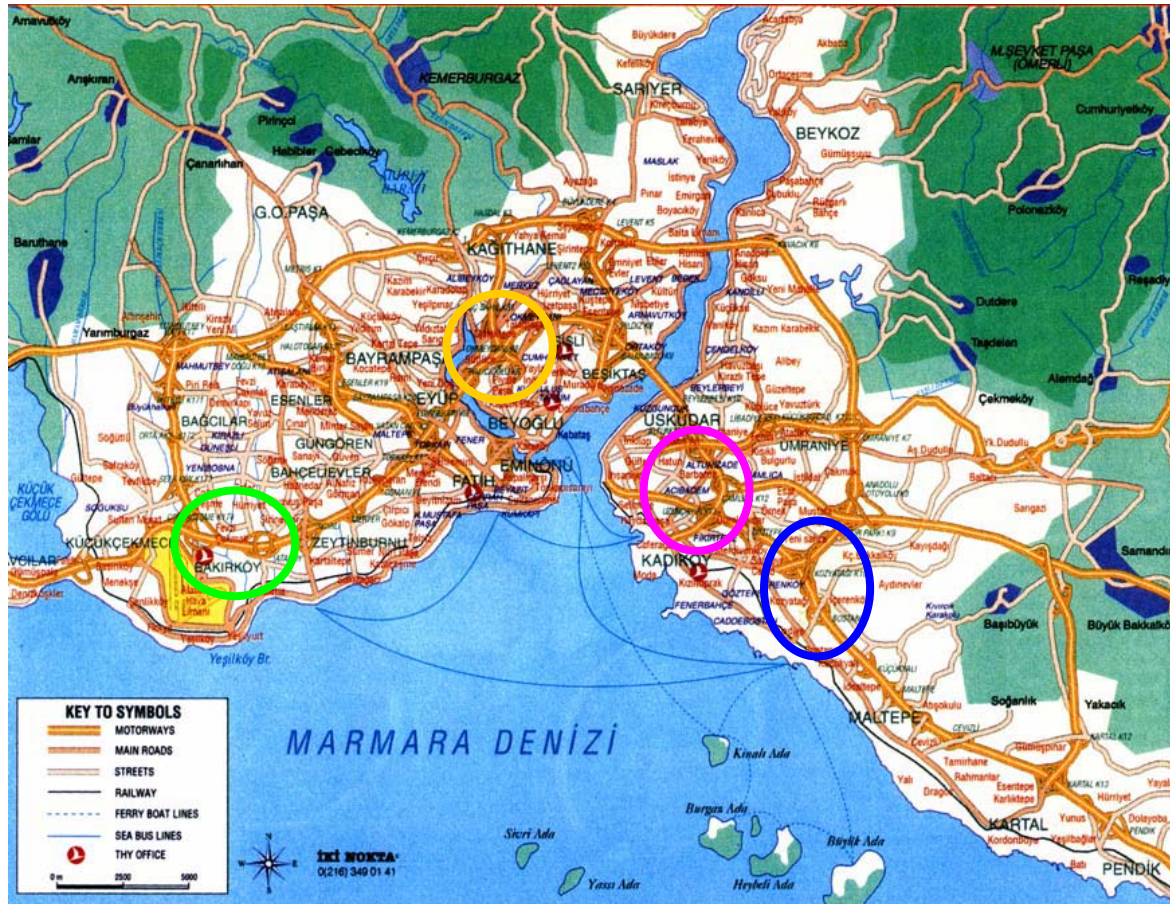
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 ZEKİ KARAKAŞ

Shopping centers in Istanbul metropolitan area after 1990s can be classified into three groups:

1. shopping centers located in urban area.
2. shopping centers located around the urban area, both sides of the highway, developing with a concept of hypermarket
3. shopping centers located in or around the urban area as a large hypermarkets, without shops inside.

SHOPPING CENTERS IN ISTANBUL

Up to 1980's Beyoğlu, Nişantaşı, Kadıköy and Bağdat Street were the Istanbul's strip commercial developments. The retail sector was dominated by mixed-use structures: lower floors were used as shops, while upper stories were used as offices or apartments.



ACTIVE SHOPPING CENTERS IN ISTANBUL

1. GALLERIA

- the first shopping mall in Turkey. Galleria is located along the searoad Sirkeci-Florya and is very near the port of Bakırköy sea buses.
- Total retail area is 37840 m² over two floors with 140 stores.
 - It has a large food court and an ice ring.
 - Car parking for 2600 cars, 300000 visitors weekly.
 - The center has high visibility and is next to the Marina, Crown Hotel.





2. AKMERKEZ

- located in Etiler- is the most popular shopping mall in Turkey, has a retail area of 35,000 m² over 4 floors with 241 units.
- The anchors are Mudo City and Beymen.
- It has office units, a foodcourt and a cinema complex, is easily accessible with a carpark
- Akmerkez won ISCS's "International Design and Development" awards in 1995 and 1996.
- It serves mainly high income families.



3. CAROUSEL

- located in Bakırköy, has a retail area of 30,000 m² over four floors with 74 stores, a foodcourt, an exhibition center and a cinema complex.
- The development is easily accessible and visible with a carpark on the basement floors and a hospital on the upper floors.



4. CAPITOL

- located in Altunizade, a fast growing middle and upper-middle income residential and offices area.
- It is one of the most popular shopping centers in Istanbul and is the first one on the Asian side.
- The center was opened in September 1993 with an area of 57000 m², 4 retailer floors and a carpark capacity of 1000. It includes a foodcourt and a cinema complex with 8 screens. Major anchors are Migros and Çarşı.
- 40000 people visit Capitol weekly.



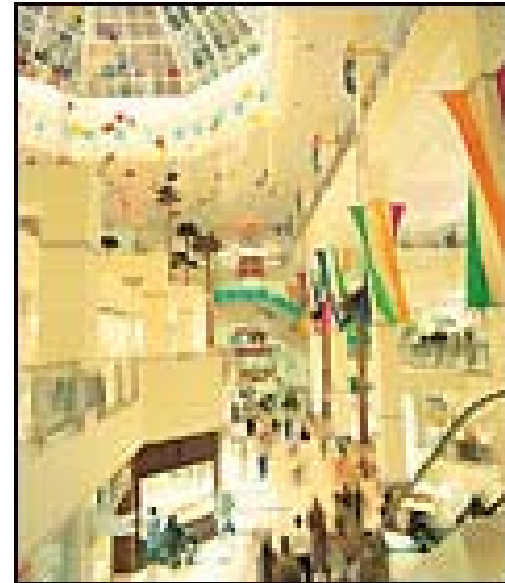
5. PROFILO

- located in Mecidiyeköy
- has a construction site of 42,000 m²
- comprises of a foodcourt of 2000 m², cinema complex with seven screens, a carpark for 1200 cars and office units.
- It is located in the middle of a business district and most of the visitors are working in the offices nearby
- Profilo is also important for being an old refrigerator factory, transformed into a shopping center.



6. TEPE NAUTILUS

- located in Kadıköy, Acıbadem. It is one of the biggest shopping centers in Turkey.
- The center is the most recent shopping center in İstanbul with an area of 170,000 m² and a carpark capacity of 2700.
- Nautilus is the only shopping center of its kind having a thematic concept with 70 national and 30 international marks.
- It includes a foodcourt and a cinema complex with 8 screens, a bowling and sports center.



7. OLIVIUM



- located in Zeytinburnu with an area of 66,000 m² and a carpark capacity of 1000.
- It includes a foodcourt and a cinema complex with 6 screens.
- It is a shopping mall serving to the neighborhood, mainly for middle income families.

8. METROCITY

- located in Levent, it is one of the most recent shopping centers in Istanbul. The center was opened in April 2003 with an area of 52,000 m² with 4 retailer floors and a carpark capacity of 2300.
- It also includes a foodcourt. There are 120 units on Metrocity and the major anchors are Migros, Çarşı, Marks&Spencer and Zara.



9. ATRIUM

- Located in Ataköy
- It has a retail area of 11,232 m² over three floors with 193 stores.
- It is a small shopping mall serving the neighborhood, mainly for high income families.
- It also has cinema complex and some other entertainment activities.



11. CarrefourSA

It was opened in 1993. It is easily accessible, located at the junction of E5 and E6 highways in İçerenköy.

covers an area of 10,000 m². Bauhaus was completed in February 1996 with a total area of 68000 m².

Total land area is 195,000 m² with a car park capacity of 3,000. Main anchors are the hypermarket, Çarşı and Mudo City.



	Location	Opened in	leasable Area (m²)	Number Of Shops	Carpark	Average Rents (\$/m²)
GALLERIA	Ataköy	1988	41.575	141	2.200	600-750
AKMERKEZ	Etiler	1993	33.696	241	1.500	900-1000
CAPITOL	Altunizade	1993	25.000	112	900	540-780
CAROUSEL	Bakırköy	1995	23.515	77	800	780-900
CARREFOUR	Kozyatağı	1996	19.500	110	3.000	720-840
GRANDHOUSE	Maltepe	1997	30.000	102	250	-
MIGROS	Beylikdüzü	1997	-	90	1.800	-
MASS	G.Osmanpaşa	1998	-	90	250	-
MAXI	Silivri	1998	-	10	1.200	-
PROFILO	Mecidiyeköy	1998	22.000	94	1.200	600-720
CARREFOUR	Ümraniye	2000	22.500	90	3.000	-
METROCİTY	1. Levent	2003	52.000	230	2.300	-