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Analysis of market areas of mega malls in Istanbul

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ANALYSIS OF MARKET AREAS OF MEGA MALLS IN ISTANBUL

(Assigned to session J 9)

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Abstract

After 1980's, restructuring of Istanbul has occurred in many fields and the increased number of mega malls is one of the most interesting aspects of the transformation of business facilities. Increase in the number of products as a result of globalization, advantages of the multistore shopping supported by the recreation facilities and increase in the income of the people and car use results in the development of mega malls mostly in the periphery of the city. These shopping facilities have attractive environments and have many advantages with respect To street shopping. Downtown areas of Istanbul held their dominant positions by reason of the pulling power built up during the mass transportation era. After the constructing of the periphery highwyas, subcenters have started to develop and while some of the mega malls fill the gap in retail trade in these new centers, some others create new subcenters by themselves.

This study investigates the market areas of the mega malls with respect to their location in different zones of Istanbul and by taking into consideration different variables such as distance, car ownership, socio-economic and demographic characteristics of customers. The results of the research are that several of the potential locations are not served by the existing malls. Further research is suggested by doing simulations studies in order to evaluate the alternative location for the new malls.

DEVELOPMENT OF MALL CONCEPT

Traditionally the word “mall” means “a kind of pedestrian way which is lined by trees on both sides”. The concept of “mall” as used today has come up in the United States by 1950s. After the population growth through suburban areas in the USA, an urgent need for commercial centers has appeared. In the late ‘40s, the first commercial centers of the suburban settlements seemed to be consist of small units consist of within a supermarket, a pharmacy, and a few shops, supported by parking lots. This is followed by “linear centers” which are consist of 15-20 shops on both sides of the streets with parking lots in front. Beginning of ‘50s has brought in the regional centers. This sort of centers are mostly consist of 30-50 specialized shops in the linear form and department stores on both ends of the shopping units. Since ‘60s the concept of “closed mall” has come up. Closed malls are consist of a main store, and 50-80 specialized or service shops through covered courts, or arcades. Closed malls have become very popular in a very short period of time especially because of being able to control the climate inside. Development process has been very rapid especially by 1970s. During ‘70s, more than 2000 malls were built in the USA. Sociologists, planners, architects, engineers and financial consultants have taken part in the investment process for malls.

Malls are products of the process of collecting retail shops through organized units. Logic of the retail shops depends on the relationship between producer and the consumer. Malls help retail shopping units to strengthen their images and and to save their market rates. Moreover malls present an additional physical environment for retail shops such as food courts or entertainment units. These additional properties attract people to the mall. Today as the city centers move out, malls are also built side by side through important transportation routes. This sort of development is observed especially through metropolitan areas.

To develop and apply a mall successfully, a detailed feasibility analysis must be carried out. To determine the feasibility of a proposed mall following factors should be reviewed:

- Natural factors
- Cultural factors
- Socio economic factors,
- Political, funding and legal factors.

Location criteria are the most important factors for decision making through the investment process of a mall. For making a successful decision for the location of a mall, various factors such as transportation, accessibility or traffic conditions. Level of the income of people around the mall and shopping habits of people should be carefully studied. This kind of information would help to determine the economical structure of the people. Shopping habits of people and sectoral separation of spent part of the income are important clues for the shop-mix of the mall. It is also important that lending shopping units should be preferred instead of selling them. In addition to locational and management criteria, some design features are also important to get a successful result from the mall. Users should be directed to different floors, except the entrance floor. Users should have to move continuously through the mall both vertically and horizontally, without meeting any blind point. Shop-mix rate should also be well analyzed. Parking capacity and accessibility to the main arterial routes are important factors for the users which determine the accessibility of the mall. Besides the mall should be continuously upkept and maintained. User requirements such as physical comfort, should be considered and various activities should be organized to attract people to the mall.

SOCIO ECONOMIC DEVELOPMENT AND MALLS IN ISTANBUL

In the past fifty years, Turkey has had the means to increase her GNP by about 6 percent, and reached the medium level of development among developing countries by raising her GNP to 2200 dollars per capita in 1994. This is equivalent to 5320 dollars per capita, based on purchasing power parity in 1992. (1) However, as development was not widespread, she failed to improve the distribution of wealth, and to reduce the differences among the various regions. In 1994, gross domestic product per capita was 5924 dollars in Kocaeli (the highest), and 514 dollars in Ağrı (the lowest). Such statistics show that the differences among the provinces in gross domestic product per capita could reach a factor of 11.5. (2). The transition from a single-party to a multi-party political system the second most important change that is responsible for the specific features of urbanization in Turkey after World War II. The experiment in democracy has managed to survive despite in several military interventions. The democratic process was led by political parties with powerful patron-client relationships. Populism has dominated political decisions for the last fifty years, even during periods of military intervention. The distribution of high rents

produced by rapid urbanization has had an important function in the clientelist relations of the political parties and the pursuit of populist policies. Such policies have created problems in regulating spatial order of urbanization, but they have also served to ease social tensions.

Turkey is in a continuous process of transformation which is linked to economic and political change. It would be inadequate to define a settlement system only on the basis of the spatial distribution of a country's population. What need also to be considered are the spatial distribution of capital and the various systems of infrastructure that link settlements.(3). It is best to conceptualise the Turkish experience of settlements transformation on three different levels: I) Macro features of transformation in the settlement system , II) Differentiation of settlements in size, and III) The spatial transformation of each individual settlement and their process of growth.

The two fundamental processes that determine the transformation undergone by settlements in the country are the spatial re-distribution of population and capital. The spatial re-distribution of populations brought about through the combination of two different phenomena: the first is the population increase in each region or settlement, the second, net in or out migration. In Turkey the rate of population increase runs parallel to the industrialisation process. The rate of population increase which was 2.8 percent in the 1950's fell to 1.6 percent in 1994. (4) Turkey is in demographic transition process which is made clear in Table 1. A successful transition has taken place without government compulsion or major technical assistance. Other Middle Eastern countries have not achieved similar success. The characteristic demographic features of the Turkish population may be considered closer to those of Central and Eastern European countries than to those of Middle Eastern societies.

The growth of cities in Turkey till the mid-1970's may be compared to an ink spot. In this period , due to the nature of building supply modes, cities generally developed through the gradual accumulation of houses. Furthermore, the organisation of urban transport facilities did not allow for detachment from the built up areas. Thus densely built cities spread out like ink spots, giving rise to ' demolish-rebuilt ' modes of supply in the city centers, to the destruction of historical and cultural values, to higher densities, to the elimination of green spaces, to inadequate conditions in social infrastructure, and finally to a continuous decline in the quality of life.

Improvements with a view to livability are needed as much for lawfully constructed buildings as for unlawful ones that appear as consequence of rapid development and rent motivation. Green areas, adequate standards in infrastructure, adequate parking lots and pedestrian zones, balance between built and empty urban spaces, and community control over neighbourhood environment are conditions yet to be achieved for a livable city. (5)

Development process of malls in Turkey has started later long after than in the other parts of the world. Although historical “Kapalı Çarşı” and “Mısır Çarşısı” are the earlier examples of such shopping centers, development and changing of these places into modern malls containing all the facilities for the users, has been lateral. The first modern mall in Turkey is Galleria, which is built in Ataköy, İstanbul. Although Galleria has taken an important place in the commercial sector of İstanbul, it has not been strong enough to create important changes in shopping habits of İstanbul, but caused some luxurious consumptions move towards Ataköy. In Turkey, especially in five years time malls have developed very rapidly. Some other malls built after Galleria are Akmerkez, Capitol, and Carousel in İstanbul, Atakule and Karum in Ankara.

URBAN LIVING STANDARDS AND MALLS IN ISTANBUL METROPOLITAN AREA

If what is aimed at is securing a living standard for urban dwellers above mere survival conditions certain approaches and methods should be developed where the subjective evaluations of dwellers living in such environment are taken into consideration together with the objective components of urban environmental quality that is one of significant composites for high living standards.

Sociologists define two different types of social indicator with reference to high living standards: i) Subjective measurements involving the way dwellers perceive and evaluate the environment they live in ; and ii) objective measurements involving the rates related to the places people reside to work.

Population Crisis Committee evaluated the urban living standards in 98 metropolitan cities that have the highest population all around the world. For this reason the cities all around the world are listed top to bottom in terms of their population figures and 100 cities having the highest population rate were selected for carrying out a research . At the top, Tokyo, Japan which inhabits 28.7 million dwellers is placed and the bottom Pune, India , with

2.35 million inhabitants. Two or more cities of a single country was placed in the list. India and China, for instance are such countries, each one having 9 cities. Two cities from Turkey, namely Ankara and Istanbul, were placed in the list. As a result 100 cities selected are of 45 countries.

100 cities having the highest population rates in the world are shown in Table 1 in terms of their respective countries. (6) The order for the living standards of such cities are based on measurements are follows:

- Public security (murder per 100.000 people)
- Food costs (income ratio spent for food)
- Living quarters (room per individual)
- Housing standards (house ratio having water and electric systems)
- Communication (telephone per 100 people)
- Education (the rate of children having education at secondary level)
- Public health (infant deaths per 1000 live-boom)
- Peace and quietness (noise levels)
- Traffic flow (kilometers travelled per hour in traffic jam)
- Clean air (pollution measurements)

When we examine Table 2, we see, according to this classification, that Ankara is placed in the middle group with 55 points , while Istanbul is rated in bottom group with 38 points. As a result of the examination over the researches carried out with respect to living standards , it is evident that there is not any kind of means , defining high living standards, upon which everyone reaches an agreement. High living standard level that each individual tries to maximize is composed of two inputs, namely, physical (objective) and psychological (subjective). Renewal of living potential of individual and ‘ re-generation’ of societies require a secure and livable environment for people to live. ‘Livable Environment ‘ level is not only dependent on physical environmental standards which are measurable only objectively. People perceive and evaluate the quality of other

Table 1: Population of the biggest 100 metropolitan areas in the world:

	POPULATION				
	15 Million and over	10 Million and over	5 Million and over	2 Million and over	TOTAL
North America					
Canada				2	2
USA	1	1	3	9	14
Latin America					
Brazil	1	1		3	5
Mexico	1			2	3
Others		1	1	3	5
Europe					
USSR		1	1	2	4
Poland				2	2
East Europe				2	2
Germany				2	2
Italy				3	3
UK		1		2	3
West European	1			2	3
Africa					
South Africa				2	2
Others				4	4
Asia, Ocenia					
China			3	6	9
Egypt		1		1	2
India		2	2	5	9
Indenosia			1	2	3
Japan	2			1	3
Pakistan			1	1	2
South Korea	1			1	2
Turkey		1	1	1	3
Austalia				2	2
Others			5	5	10
TOTAL	6	9	18	67	100

Table 2: Cities classified in 3 groups as per revised index values

City	Index Value
1 st Group (High)	

Montreal, Canada	79
Seattle, USA	78
Toronto, Canada	75
Tokyo, Japan	74
Sydney, Australia	73
Singapore	71
Berlin, Germany	67
Boston, USA	64
Budapest, Hungary	64
2 nd Group (Middle)	
London, United Kingdom	62
Moscov, USSR	61
Hong Kong	59
Barcelona, Spain	57
Athens, Greece	56
Ankara, Turkey	55
Lisbon, Portugal	53
Beijing, China	44
3 rd Group (Lowest)	
Sao Paulo, Brasil	43
Rio de Janerio, Brasil	43
Ahmedadab, India	40
Bangkog, Tailand	39
Tahran, Iran	38
Istanbul, Turkey	38
Manila, Philliphines	37
Cairo, Egypt	32
Lagos, Nigeria	17

urban services, such as dwelling, workplace, transportation etc.; social environment and accesing to natural factors and by depending on these they form their satisfaction level. Acceptable social- cultural thresholds with respect to social environment composed by the

effect of the subjective indicators should be determined and evaluated in the same manner carried out for natural-physical thresholds. (7)

It is necessary to re-discuss and re-define the position of 'TOTAL ENVIRONMENT' problem, where social environment and physical environment are handled together, within planning process. Environment Effect Evaluation and Social Effect Evaluation should be made a part of analysis period of planning.

Galleria: Galleria is located on the European part of İstanbul aside the Sirkeci-Florya Road at Ataköy district of İstanbul. It is the first mall both in İstanbul and in Turkey.

INDOOR AREA	: 80 000 m ² , 5 Floors.
RENTAL AREA	: 37 426 m ²
CONSTRUCTION STARTED ON	: January 11 th , 1987
MALL UNVEILED ON	: September 30 th , 1988
PROJECT PLAN APPROVED ON	: April 16 th , 1987
OWNER	: Emlak Bank and Vakıflar Bank
SHOP CAPASITY	: 134 shops, 1 department store (Printemps)
SHOP SIZE	: 40 - 200 m ²
VISITORS (Per week)	: 50 000 persons
TURNOVER (Per month)	: US\$ 1 million
RENTAL (Avarage Per month)	: US\$ 850-1100
CAR PARK CAPACITY	: 2450 cars (3 Floors)
ENTERTAINMENT FACILITIES :	
Cinema	: 2
Billards, Video Games	: 6500 m ²
Ice Skating Ring	: 480 m ²
Exhibition Area	: 1400 m ²
Cocktail Lounge	: 400 m ²
Paladium	: 450 persons.

Galleria, the first mall of İstanbul has been built in 1988 with in Ataköy Touristic Center over an area of about 80 000 m². Galleria is consist of a 5 floored block with an atrium in the middle, a supermarket (Migros), a 3 floored block opening to the former, an

entertainment center, an exhibition center, a cocktail lounge, two seminar halls and an art gallery. Galleria was awarded the winner prize by the International Council of Shopping Malls as a result of an evaluation among 78 shopping malls built in the USA and Europe in the same year for the best architectural design, the best shops layout, the quickest construction, and the most distinguishing structure.

Galleria is located in the north-west part of Ataköy Touristic Center aside the Sirkeci-Florya Road. There is a short-period car park on the northern part of Galleria, a garage of 2000 cars on the southern part, and a staff garage in the basement.

According to the statistical data of 1993, Galleria is visited by 50 000 persons Per week and average time spent within the mall is 82 minutes.

Although Galleria used to serve whole İstanbul people at the beginning, today it serves people especially from the adjacent quarters such as Bakırköy, Bahçelievler, Şirinevler and Bağcılar. Galleria attracts people especially from high-income level. Target population of Galleria has been planned to be from high and mid-high income But today Galleria is mostly visited by people from mid-high and mid level of income. Through week days.

Having a shopping place through Galleria mostly depends on trademarks. The firm applies to the administration commission with a report about what is planned to be in the shop, shop size, and a bank guarantee letter. Although shop mix and places of shop types within the mall is determined by Galleria some changes are able to be made through user demands. Shop size depends on the shop type. For example jewellers have shops about 40 - 50 m² while clothing shops are of about 80 - 200 m² size.

In addition to rental amount of money, shops have to pay also for decoration of mall, advertisements, and public relations. Rent increasing rates are determined through Consumer Cost Index.

Capitol: Capitol is located on the Anatolian part of İstanbul, in Altunizade- Bağlarbaşı and started to serve in 1993.

INDOOR AREA	: 57 000 m ²
RENTAL AREA	: 22 418 m ²
CONSTRUCTION STARTED IN	:September, 1990
MALL UNVEILED ON	: September,1993.
PROJECT PLAN APPROVED ON	: August 31, 1987
OWNER	: Mesa Mesken AŞ, Tursoy Otelcilik ve Turizm AŞ.
SHOP CAPACITY	: 120 shops, 1 department store (Çarşı)
SHOP SIZE	: 20-500 m ²
VISITORS (Per Week)	: 25 000 -45 000persons
TURNOVER (Per Month)	: US\$ 600 000
RENTAL (Avarage Per Month)	: US\$ 500-900
CAR PARK CAPACITY	: 900 cars, 2 floors..
SUPERMARKET	: Migros, (2300 m ²)
AREAS OF RESTAURANTS	: 3800 m ² .
ENTERTAINMENT FACILITIES	: 25 000 m ² .
Cinema	: 8, total seats 1500 and spherical screens.
Bowling, Snooker, Video Games	
Müjdat Gezen Children's Center	
Agora	
Radio Station (Capitol FM)	

Capitol is consist of 6 floors, a two floored covered car park for 200 cars, an open air car park for 20 cars and 120 shops. The two underground floors are car parks, ground floor contains food courts,first floor contains various clothing shops, The second floor contains, decoration and some other shops and the fourth floor contains entertainment activities. The Agora located in the center of the mall is the focal point of pedestrian traffic. Activities that take place in the Agora such as concerts, fashion shows, and drama, can easily be watched from all floors. The total amount of area for shoopping and entertainment facilities through Capitol is 25 000 m².. Circulation area is 12 000 m², car park area is 18 000 m² and servica and technical area is 5000 m².

Capitol mostly serves for people from mid-high income level. Capitol is accessible especially for people dwellin on the Anatolian part of İstanbul. Capitol is mostly visit by housewives and children through weekdays. This is mostly because of the reason that Capitol is located in a place where working members and other members of the family can easily meet. The whole Altunizade is going to be a business district, soon. This is an importan fact that Capitol will be visited by more people in the near future. According to the user demands some changes are made within the Capitol. For example there were only 3 cinemas within Capitol when it first started to serve, and it was increased to 8. Besides some fastfood units were changed to classical food serving restaurants according to the demands of people working around the Capitol..

Having shops in Capitol does not depend on very strict rules. Properties of the firm which applies to the Capitol is important in determining to have a shop or not. Prestige of the firm is the most important factor to determine to have a shop, and the shop size.

Rental prices for shops are determined according to the shop type. For example rental price for clothing shops is 750 US\$ and 1000 US\$ for other sectors. As the shop size increases, rental price for m2 decreases. Rental Contract is made for periods 10 years. Rental price increasing rate is also determined by the contract. %10 of rental price is spent for advertisements and public relations by the Capitol administration.

Akmerkez: Akmerkez is located on the European side of İstanbul in Etiler and started to serve in 1993.

INDOOR AREA	: 59 700 m2, 8 Floors
RENTAL AREA	: 32 000 m2
CONSTRUCTION STARTED ON	: 1990
MALL UNVEILED ON	: December 1993.
PROJECT PLAN APPROVED ON	: June 1993.
OWNER	:AK Exort San. Ür. Ihr. Ve Taah. AŞ İstikbal İnşaat Aş, Tekfen Holding AŞ.
SHOP CAPACITY	: 245 shops and BEYMEN main store
SHOP SIZE	: 40-500 m2.

VISITORS (Per Week)	: 45 000- 75000 persons.
TURNOVER (Per Month)	:US\$ 5 million
RENTAL (Average Per Month)	: US\$ 3 000- 20 000
CAR PARK CAPACITY	: 1500 cars, (55 00 m2, 4 floors)
SUPERMARKET	: Makro (1800 m2)
CAPACITY OF RESTAURANTS	: 14 800 m2 (1000 persons)
ENTERTAINMENT FACILITIES :	
Cinema	: 5

Built over an area of 180 000 m², Akmerkez is located between the districts of Levent and Etiler on the intersection of Nispetiye and Zincirlikuyu Streets. Its accessible because of its location for the reason that traffic from Levent to Ulus or vica versa an to Bebek and İstinye have to pass through Akmerkez.

Spread in the triangle form, the mall has three atriums connected to each other through circulation areas. Over 40 escelators and two panaromic elevators serve visitors. Akmerkez is consist of 245 individual shops which of 73 located at the lower floor, 58 (and a supermarket) at the upper floor and 65 at the ground floor. Upper floor also contains fast food units with a total seating capacity of 1000 persons and 5 cinemas. Cultural activities are organized at the same place in different periods of the year such as exhibitions or fashion shows. Retail sales is the main function of Akmerkez so that entertainment and other functions are deliberately kept at minimum. 90% of shops are rented, their profitability depends on their size and location. There are also two office buildigs of 14 and 17 floors and a residence building of 24 floors. Akmerkez has been planned to serve people from high level of income.. This property of the mall is supported by the economical structure of the surrounding settelments, Levent and Etiler. Maintenance and technical services of Akmerkez which is visited by 45 000 - 75 000 persons per week, are done by a cleanig team of 110 persons, security team of 80 persons and tecnical and administrative team of 60 persons.

Average rental rate at Akmerkez, where the main aim is retail sales through various alternatives, is 98%, which the worldwide average is 85%. Shop types which will take place within the mall has been determined by a shop-mix analysis which applied before

market study. There are various shopping and service alternatives in Akmerkez such as men wear, women wear, kids wear, gift shops, cosmetics, pet shop, tailor, coiffeure, and travel agency. This variety in shopping and service alternatives determines the time that visitors spend at Akmerkez. While the worldwide average of time spent in a mall is 2,5 hours, it is 3,5 hours in Akmerkez.

Akmerkez was awarded by International Council of Shopping Centers to be the best shopping center through Europe. Moreover it was elected to be the best shopping center of the world in the world, again by ICSC and got the “ICSC International Design and Development” price.

The first condition to have shop within Akmerkez is being a well known firm all over Turkey.. In addition to this there are some strict rules at the contracts which the shop owners have to obey. A firm is not let to have two different shops within the mall.. Number of shops in each sector is also stable; for example number there cannot be coiffeure, bank, flowerist, or travel agency. Number of shops in each floor and separation of shops through sectors are determined with the help of a detailed shop-mix study. Functions of the shops or decoration style of the shops cannot be in anyway except determined by the contract.

Rental prices are determined in periods of 1 year. Rental increasing rate is 10%. Because of the reason that decoration and technical costs are expensive, shop owners leaving the mall may be paid some additional money.

Carousel: Carousel is located on the European part of İstanbul, in Bakırköy and it has started to serve in 1995.

INDOOR AREA	: 70 000 m2, 7 floors
RENTAL AREA	: 23 500 m2
COSTRUCTION STARTED IN	: December 1993.
MALL UNVEILED ON	: September 1995.
PROJECT PLAN APPROVED ON	:December 1995.
OWNER	:Bayraktar Holding, Mermerler AŞ, Çetinsaya Group.
SHOP CAPACITY	: 92 shops

SHOP SIZE	: 25 -200 m2
VISITORS (Per Week)	: 20 000 - 30 000
TURNOVER (Per Month)	: US \$ 2 millions.
RENTAL (Avarage Per Month)	: US \$ 2 000
CAR PARK CAPACITY	:800 cars, 2 floors
SUPERMARKET	: Beğendik.
ENTERTAINMENT FACILITIES	:
Cinema	: 3 for adults and 1 for children
Children's museum	
Exhibition and show room	
Carousel.	

Carousel is located at the commercial center of Bakırköy district. It is located in a place which is very accessible for private cars, public transportation and pedestrian ways. Carousel is consist of two garage floors, 1 super market floor, 3 shop floors and 1 fast food and cinema floor. Located in the center of the building, there is a real carousel imported from the USA worth of US \$ 160 000, which gives the mall its name. There is an exhibition hall, 3 cinemas, and 1 theatre and cinema for children within the mall. There are 792 shops in Carousel. Shops of the basement floor are dedicated to children's wear and toys, the second floor shops are consist of men's wear and the third floor shops are consist of women's wear.

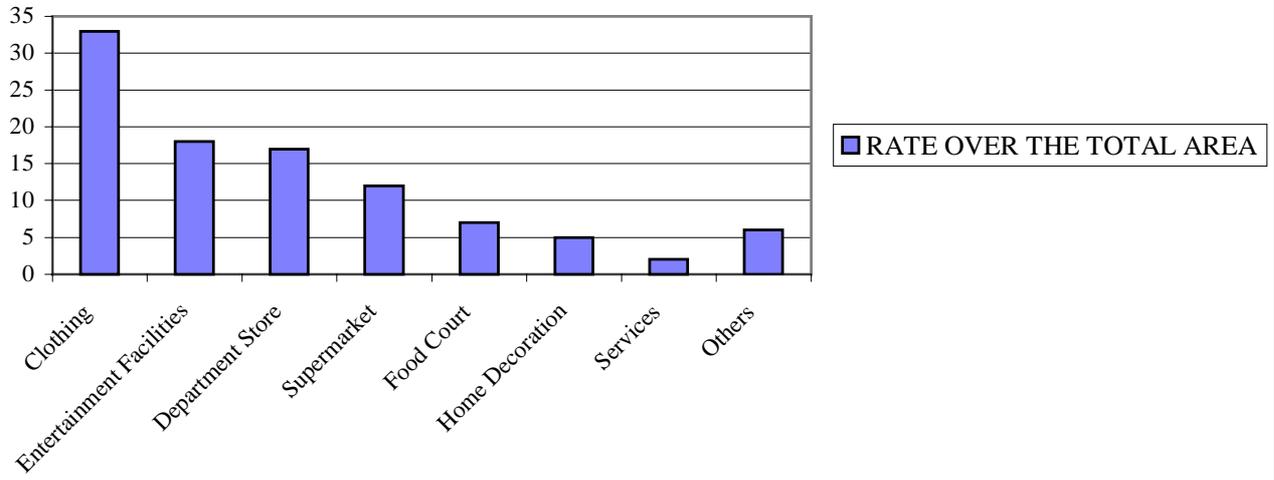
There is the longest shop-window of Turkey (45 meters) and the highest glass pyramid of Europe (37 meters high) in Carousel. Its exterior facade is covered with granite-ceramic system for the first time in Turkey.

Carousel is considered to serve people of different income groups; high, mid-high and mid level of income. Carousel is planned to serve shopping alternatives joined with social activities. For this reason Carousel seems to be a social life center more than just a shopping mall.

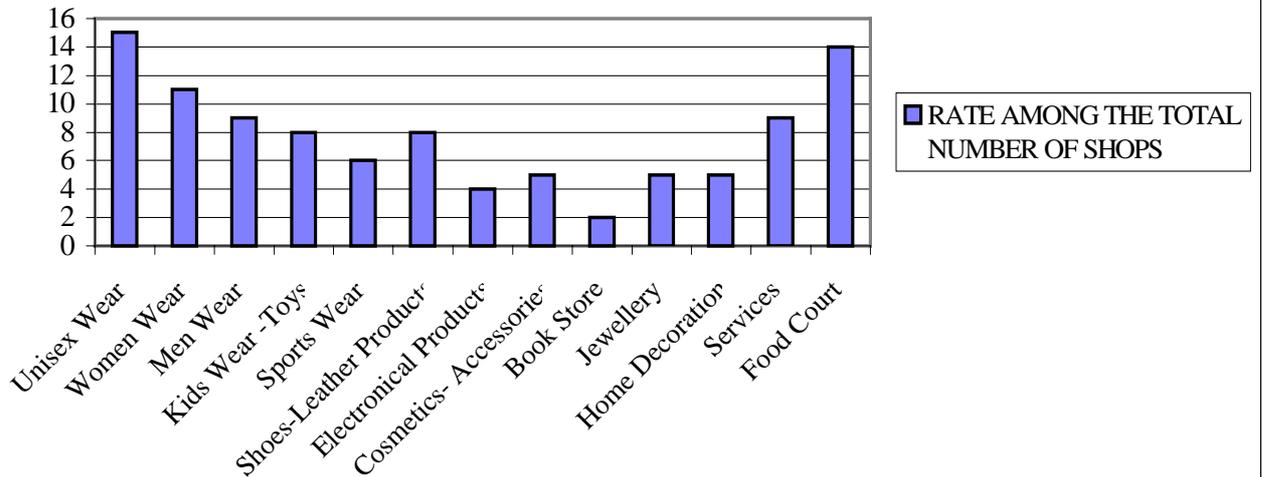
ANALYSIS OF MARKET AREAS

Shopmix configuration and results of certain questions of a questionnaire done by 200 people are given below.

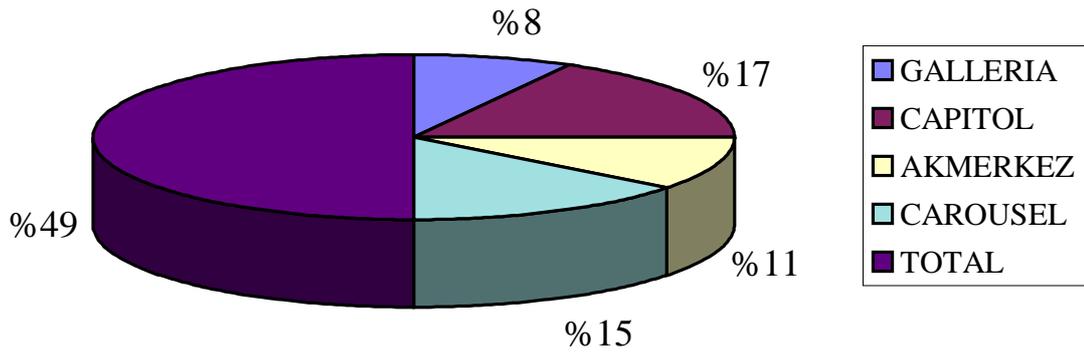
RATE OVER THE TOTAL AREA



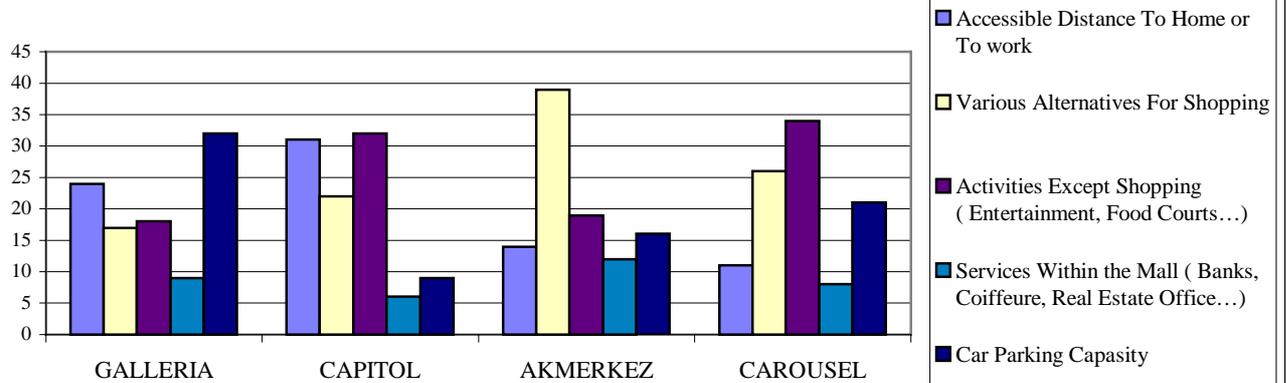
SHOPMIX RATES OF GALLERIA, CAPITOL, RATE AMONG THE TOTAL NUMBER OF SHOPS

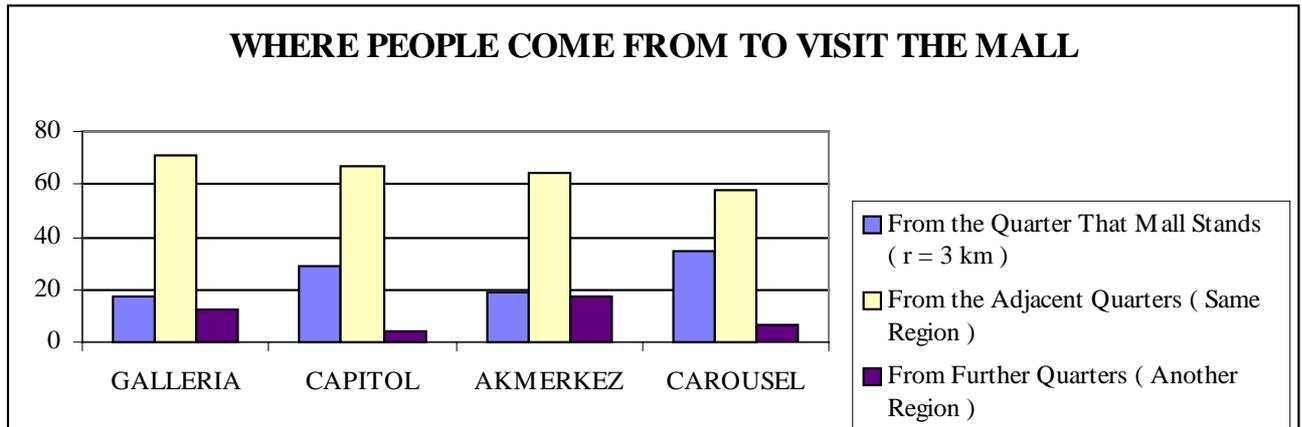


WHICH MALL THE USER WOULD PREFER IF ALL ARE AT THE SAME DISTANCE



THE REASON TO PREFER ONE MALL TO ANOTHER





CONCLUSION

Each of these malls are different from each other, both functionally and conceptually.

Galleria; with the free and the high capacity car park attracts motorized people. It is also on one of the main arteries of the city which connects high-level income residential areas with the CBD.

Capitol; the first mall on the Anatolian part of the Istanbul Metropolitan Area. It is accessible from one of the main arteries (E5 Highway). One of the most important problems about the Capitol is its low capacity car park. It also causes serious density vehicular traffic on the local street pattern. Capitol applies frequent inquiries about consumer demand which led them to increase the number of entertainment facilities like cinemas, bowling, snooker, etc. attract people especially in cold seasons.

Akmerkez; the biggest shopping mall not only in Istanbul Metropolitan Area, but also in the region. It is supported by two office and one residential towers. It is on the neighbourhood of high level income residential area which directly affected shopmix rates

in the mall. Its car park is not free and is insufficient on high density shopping days. It also locks the local motor traffic.

Carousel; the unique example by its location through the traditional CBD. This neighbourhood damages its accessibility especially during rush hours. Entertainment facilities attract people especially towards the late hours of the day.

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- 7- ERKUT, Gulden ITU. ARC. FAC. 1995
- 8- KARABAY, Hatice ITU. ARC. FAC. 1995

Map 1

DISTRIBUTION OF MALLS IN ISTANBUL

$r = 3$ km

