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6th INTERNATIONAL
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PLACES AND TECHNOLOGIES

PLACES AND TECHNOLOGIES 2019

THE 6th INTERNATIONAL ACADEMIC CONFERENCE ON
PLACES AND TECHNOLOGIES

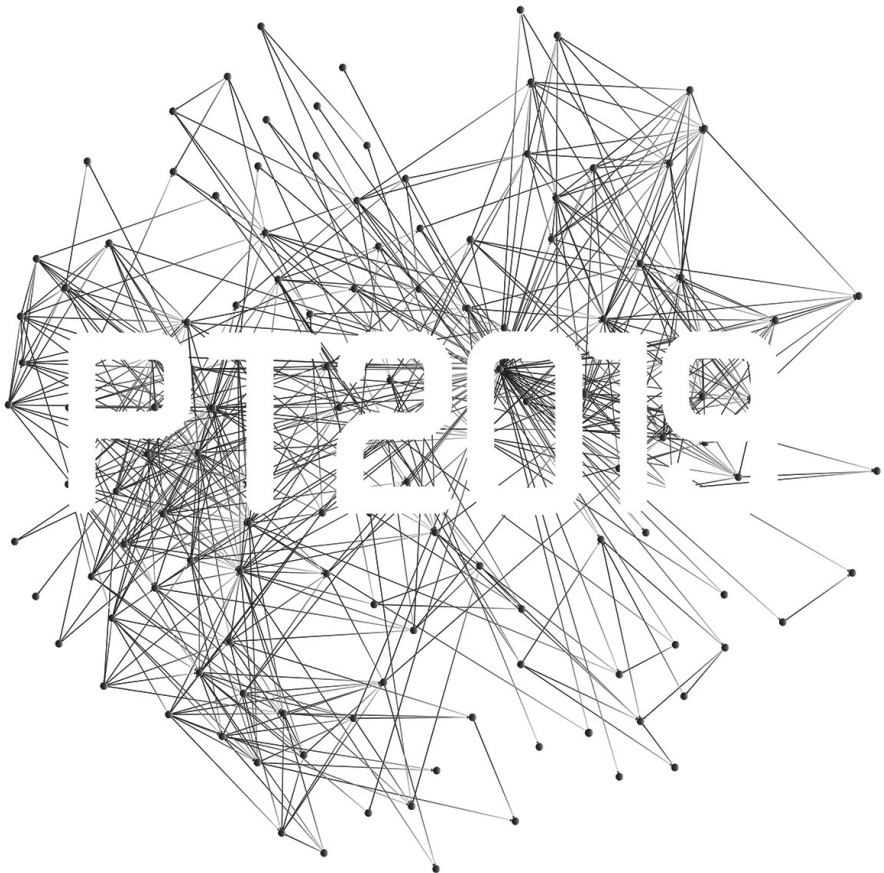
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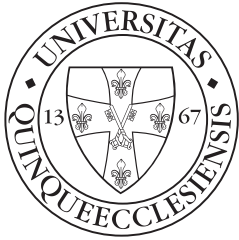
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PLACES AND TECHNOLOGIES 2019

**KEEPING UP WITH TECHNOLOGIES TO TURN BUILT HERITAGE INTO
THE PLACES OF FUTURE GENERATIONS**

**CONFERENCE PROCEEDING OF THE 6th INTERNATIONAL ACADEMIC
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POP(O)S OF SHOPPING CENTRE - A NEW APPROACH TOWARDS URBAN DESIGN

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ABSTRACT

The constant decline in the number of public space and the attendant emergence of pseudo-public spaces with limited access occur simultaneously with the aggression of commercial culture and the emergence of cultural spectacle. Shopping centres provide physical spaces for social activities, and increasingly they have been replacing all aspects of urban life. Nowadays it is becoming an alternative centre in the city with its own "public space". With the creation of places for public, cultural and recreational events, and above all, places for leisure and socialization, shopping centres have become more than a "commercial city".

According to various authors, the quality of POP(o)S has been called into question, and even though it usually suggests a negative phenomenon, this paper focuses on its advantages and possibilities. Paper also investigates the ways to use privately owned public spaces, with special focus on open spaces, plazas, and atrios owned by shopping centres. Paper presents three case studies: Ušće shopping centre in Belgrade, Rajičeva shopping centre in Belgrade and Manufaktura shopping centre in Lodz. With the comparison of the above mentioned, the aim is to recognize different patterns of use of POP(o)S in correlation to the model of the built structure.

New urban design strategy should provide integration of different civic functions, in order to create a new type of public realm, which would improve the connectivity and usability of surrounding public spaces and urban environment. The aim of the paper is to present that carefully located and well-integrated shopping centers can contribute to the circulation of activities and people, thus to the preservation of city values and promotion of public life. However, question how could one consider private space as public space remains.

Keywords: public space, POP(O)S (privately owned public (open) space), shopping centre, typology, urban design

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INTRODUCTION

According to cultural critic Meaghan Morris in her book “Things to Do with Shopping Centers,” (Morris, 1988) shopping center was presented as one of the few new building types when the book was written in 1969. However, as the Serbian context is largely different from American, the modern shopping center is still a new building type in Serbia, and interest for it is still in the rise.

The shopping center is a privately owned space, and therefore arises the problem of its’ public use, unless with the aim of shopping. On the one hand shopping always requires money. On the other hand, shopping centers, in the majority of cases consist of retail space and accompanying spaces, that can be used as public spaces for other leisure activities.

Mitchell discusses how shopping mall owners have found that “controlled diversity is more profitable than unconstrained social differences” (Mitchell, 1995). It is noticed that there is a number of reasons why people visit the shopping center, primarily to shop in a convenient and pleasant environment, without the impact of weather and other influences. There are as well other popular ways of spending leisure time in shopping centers such as hanging out, taking a walk (browsing), playing games or going to the coffee shop or restaurant.

In order to explore how shopping centers can contribute to the circulation of activities and people, we divided them into three categories based on their openness to the public realm (closed, semi-open, open). In the second part of the paper, three case studies were carefully selected, with the aim of demonstrating each of the proposed types and its way of use. The focus of the paper is on three case studies: Ušće shopping centre and Rajičeva shopping centre in Belgrade which represent the closed and semi-closed type of shopping center, and Manufaktura in Lodz, Poland, representing the open type of shopping center. With the comparison of the above mentioned, the aim is to recognize different patterns of use of POP(o)S in correlation to different models of the built structure. Review of specific areas of limitation that have been imposed by selected shopping centers will be presented, raising the question if they can be considered as public space.

PRIVATE SPACE - PUBLIC SPACE

Privately owned public space (POPS), or alternatively, privately owned public open spaces (POPOS), are terms used to describe a type of public space that, although privately owned, is legally obliged to be open to the public according to the urban planning regulation or other laws on the use of land. These spaces are usually the product of a partnership between cities and private investors, where cities grant valuable zoning concessions and developers provide privately owned public spaces inside or in front of these complexes in return. Privately owned public spaces commonly include plazas, arcades, small parks, and atriums. The interiors of the shopping centers are organized as the urban matrix, with streets, squares and natural elements that are deployed throughout the mall, and furnished in order to resemble the urban public space (Cvetkovic et al, 2018 PT).

Numerous authors researched the process of privatization of public spaces in the city. They agree that one way of privatization is based on public-private partnerships. One of the strongest positive aspects of privatization relates to management and quality improvement of open public space, which should not to be seen as a threat but as a new form of public space development and management (Day, 1999; Melik, 2009; Slangen, 2005). There are authors that strongly believe that the fact that something is privately owned rather than public and commercial

rather civic does not determine its quality as a place and doesn't affect its potential role as a component of the public realm (Carmona, 2010).

Habermas's well-known definition of the public sphere is "a realm of our social life in which something approaching public opinion can be formed". Sennett sees the public space as a stage where people communicate information by expressing themselves in a similar way that an actor on stage would try to communicate information. Don Mitchell sees public space as a place for recreation and entertainment. On the other hand, he sees public space as a place of gathering with the absence of coercive powers (Habermas, 1974; Sennett, 2008; Chiodelli, Moroni, 2015). Privately owned public spaces are owned and operated by private developers and management firms. According to Kayden the term "privately owned" refers to the legal status of the land and/or building (Kayden, 2000). Owners have legal rights to control overall access and use of their private property, and as a result, the rights to access privately owned open spaces are related to the owner's permission. The same author defines the term "privately owned public space" as a physical place located on private property, where the owner has granted legally binding rights of access and use to members of the public (Kayden, 2000).

SHOPPING CENTRES AS COMMON AREA

According to the studies so far, shopping centers have been and still are seen as a place that provides space for exchange and retail. The shopping center is a primarily commercial area, and it is meant to gather demand and supply under one roof and to provide space for retail. Nowadays the shopping center is increasingly becoming common area, giving the opportunity to satisfy social needs, by providing spaces for social interaction (Reikli, 2012).

Shopping centres have become places of social interaction and can even be considered the new, modern marketplace. However, these new shopping centers can be understood not as public spaces, since they are privately owned and as such the space is highly controlled (Stillerman & Salcedo, 2012). Term privately owned public space also suggests that some space is privately owned and open to the public, even if it is not legally required to be open to the public. One example of this kind of spaces is those within shopping centers. In terms of ownership of public space, they are located between private ownership, public function, public use, and private ownership, private function, public use. According to Marcuse categorisation from "The threat of terrorism and the right to the city" there exists six legal forms of ownership of public space: (1) public ownership, public function, public use (streets), (2) public ownership, public function, administrative use (city hall), (3) public ownership, public function, private use (space leased to commercial establishments), (4) private ownership, public function, public use (airports, gated communities, zoning-bonus private plazas), (5) private ownership, private function, public use (cafes), (6) private ownership, private use (home).

The main frontier of the shopping centre is that it is regulated by strict rules of utilization. Kohn claims that transforming public space into privately-controlled space can have detrimental effects on society since it is selected who can occupy space and what types of activities can be engaged (Kohn, 2004). Voyce refers to the similar problem, pointing out that with the introduction of the privately owned shopping mall, limitations on who can enter and take part in activities available in indoor and outdoor spaces are created (Voyce, 2006).

HOW TO VALORISE POPS?

In order to valorize privately owned public spaces through tree selected case studies, the summation of desirable characteristics of POP(o)S was made. For the proposed categorization we consulted various authors who wrote about POPS and POPOS, and after made our categorization (Nasution, Zahrah, 2012; Slangen, 2005; Mitchell, 1995; Melik, 2009; Carmona, 2010, Day, 1999). We defined three basic groups of characteristics: accessibility, diversity of activities and attractiveness. Proposed categorization will be used in the following part of the article while discussing case studies.

Accessibility is primarily connected to the typology of the shopping centre, which can be open, semi-open and closed, and in that regard POP(o)S can be more or less easily accessible and welcoming to the public. This categorization will be presented in the following text. It is of great importance that POP(o)S can be easily found and visible. Also important characteristic is the size of POP(o)S together with the number of available parking lots. Visual connection is also important for people finding the space, including used colors and materials, frontage, depths, and transparency. From the aspect of visitors, home vicinity plays a significant role as well.

The second proposed criterion is the diversity of activities and their connection to the surrounding context. In order to be able to accommodate various activities, POP(o)S need to be accordingly sized and shaped. Urban furniture needs to be presented, as well as used for public activities. For large public space, it is important to support different types of activities, with some of them being permanent and some temporary (such as public events or exhibitions). Some of the desirable activities are manifestations, playing, hanging out, sports, dining and street shopping.

The last criterion is the attractiveness of POP(o)S. Some of the main characteristics which contribute to attractiveness are the design of area, cleanliness, safety, and orderliness. The atmosphere of the POP(o)S is also important and largely connected with previous criteria – diversity of activities, with the most important being recreation function and social interaction function. The attractive area can suggest water feature which can create a leisure sensation in the urban environment. Also desirable for pleasing ambients are trees and greenery. Some other criteria important for undisturbed use of POP(o)S are area maintenance, protection from sun and heat, traffic comfort and night lighting.

CASE STUDIES

As mentioned before in this paper, shopping malls for analysis will be chosen by criteria of openness: closed, semi-opened, open.

1. The shopping center that has only a few entrances, small public space in front of the center and is used only for entrance with the exception for commercial purposes in front of the center, is considered closed type. Open public space is used only in relation to commercial activities. In Belgrade Ušće Shopping center, Delta City, Stadion, Merkator, are all examples of the proposed type.
2. The shopping center that has more entrances, which are also used as passages for connecting the streets, has a square used not only for the mere purpose of the entrance to the center, and has open spaces for leisure purposes in the roof or outside area is considered a semi-opened center. Open public space is not used only in relation to commercial activities, but also as a public square in close relation to the pedestrian street. Centers in Belgrade which belong to this category are Rajičeva and Aviv park.

3. Centers that consist of vast public space with various leisure functions, open for public without obligations to use other commercial functions and used as a valid public space without any restrictions are considered open centers. There are few centers in Belgrade, that can be positioned in this category such as Piramida in New Belgrade, but since they are built in relation to publicly owned public space instead of private space which is the focus of this paper (POPOS), a multifunctional shopping complex in the Polish city of Lodz will be presented.



Figure 1: Chosen case study shopping centers - closed, semi-opened, open type of shopping centres: 1. Ušće Shopping center; 2. Rajičeva shopping center; 3. Manufaktura shopping center. Black surface is the area under the building(s) of the shopping center, green is the surrounding parks and green areas, purple color represents open public space, and orange represents the position of the main pedestrian street. Authors: M. Cvetković and T. Radić

UŠĆE SHOPPING CENTER, BELGRADE, CLOSED TYPE

Accessibility. Ušće shopping center is located in New Belgrade, and it is the largest shopping center in Serbia and the region (130,000m²). This multifunctional shopping center can be accessed by various types of public transport, it has 1300 covered parking spaces on 2 levels in total. Center is located in one of the busiest streets of New Belgrade, in the vicinity of the old city center, as well as in the proximity of Sava river and riverfront pedestrian promenade. It positively animates the surrounding public space and connects its visitors with paths to the riverfront.

Diversity of activities. The shopping center consists of six levels, 150 shops, restaurants, bars, a game room, a supermarket, a multiplex cinema with 11 halls, etc. Its recreational activities contain casino, fitness center, catering facilities, as well as occasional activities such as fairs, festivals, concerts, speeches, humanitarian gatherings, seasonal events, exhibitions, and even fashion events. In public space in front of the center occasional recreational, cultural, sport and children activities are organised. At winter ice rink is positioned near the main entrance of the center. During the summer months, sports courts are placed in front of the shopping centre, where various sports tournaments are organised and children playground is placed. Some of the activities are linked to city manifestations, providing space for organised events.

Attractiveness. The Ušće shopping center is located in New Belgrade, and it is the largest shopping center in Serbia and the region. It is considered as one of the touristic attraction of Belgrade, as it is the most visited shopping center and at the same time the most loved for recreational use. The exterior contains an appropriate amount of urban furniture including benches and other designed sitting places, which are intensively used during all four seasons,

as well as all periods of the day. In front of the main building, there is a lot of low and high greenery, but there is no presence of water.

RAJIĆEVA SHOPPING CENTER, BELGRADE, SEMI-OPENED TYPE

Accessibility. This shopping center (60,000m²) is located in the heart of the city, on the corner of three main pedestrian streets of the city, and near the Belgrade fortress. It can be easily accessed by various public transport as well as by pedestrian communication through the center of the city. It has 450 parking spaces that are used not only by visitors to the shopping center. This center has four separate entrances that connect city streets through the inside of the center: from Knez Mihailova street which is the main pedestrian street of the city, Kralja Petra street, as well as Pariska and Uzun Mirkova. This center can be considered semi-opened for its square in front of the main entrance that is used for public happenings like concerts, fairs, etc. and because it can be used as passage. In this center, there are several semi-public roof spaces.

Diversity of activities. Throughout history, this part of the city has always been a trade center and the base for the development of the city. This center has permanent recreational activities such as hotel, playroom, catering facilities, all in the inside of the shopping centre. If we analyse public square in front of the main entrance there is enough space for activities such as seasonal events, performances, concerts, etc., but so far only a few of them were organised, including the concert which was organized in 2017 at the opening of the shopping center, and small winter festival. Unlike in other case studies, this center does not have sporting or children events.

Attractiveness. From the urban planning perspective, the complex has been built using the latest technology, from durable, natural and industrial materials, respecting the historical heritage of the location in order to preserve the tradition of the most developed shopping center in the city and answer all of Belgrade's contemporary needs. This center has vast covered public space in front of the entrance with modern urban furniture combined with larger pots with greenery. Sitting area in front of Rajićeva shopping centre is being used less than the area in front of Ušće shopping centre. It is also important to emphasise that shopping centre is located on ancient findings, and by conserving archaeological heritage in situ, the authorities exhibited the excavated artifacts in the glass basins of the shopping mall's entrance in Knez Mihailova Street, which makes it additionally attractive (Plemić, 2018).

MANUFATURA, ŁÓDŹ, POLAND, OPEN TYPE

Accessibility. This complex (270,000 m²) is a pedestrian-friendly infrastructure and it is situated in the proximity (200m) of the historical city core and the main pedestrian street- Piotrkowska Street (4.2 km in length), in the vicinity of a city park. Only after the old textile factory in the Manufatura centre was renovated, the redevelopment of the historic core of Łódź and its main symbol, Piotrkowska Street, was obtained. Hence, the new shopping centre has supplemented and expanded the existing functions of open public space by intensive use of urban land.

Diversity of activities. The Manufaktura center is a multifunctional complex which comprises an art centre, a shopping mall, and a leisure complex. In 2006, one of the largest former factories in the city was transformed into a mix of shopping, hospitality, leisure, and cultural functions. As there has been a lack of well-organised public space in the centre of Łódź, major attention was given to creating a central square. The whole year through there are activities on the central

square of the complex, where open-air star concerts and theatre performances are organised. There are several children playgrounds, a climbing station, even team sports competitions are held on existing sports courts, attracting thousands of spectators. During the summer months, visitors can use its beach, in the winter months ice rink.

Attractiveness. It was aimed through the revitalisation to preserve the ancient atmosphere of this place. The Manufaktura complex is dominated by genuine industrial architecture, with unplastered red brick buildings. The exception is the main shopping hall, which is an added structure, mainly made from glass and steel. This structure is lower than the surrounding brick buildings, and therefore, it cannot be seen from the outside, maintaining the authenticity of the historical spirit of the city. Today, Manufaktura strongly contributes to upgrading the image of Łódź both within and outside Poland by preserving local identity.

Table 1. Case study

			UŚCIE	RAJCIĘWA	MANUFATURA	
main characteristics	gross area / retail area		130.000 m ² / 50.000 m ²	60.000 m ² / 8.000 m ²	270.000 m ² / 110.000 m ²	
	ground floor area of the building		18.495 m ²	5.506 m ²	104.000 m ²	
	public space area		~5.200 m ²	2.761 m ²	~34.200 m ²	
	number of public entrances		2	4	7+	
accessibility		vicinity of pedestrian streets	500m	0m	200m	
		parking lot	1300ps	450ps	3500ps	
		accessibility by public transport	yes	yes	yes	
diversity of activities	permanent	urban furniture	yes	yes	yes	
		water surfaces	no	no	yes / 300m section fountain	
		greenery	yes / flower pots	yes / flower pots	yes / 600 trees	
		used roof space	no	yes	no	
	occasional	winter	ice rink	yes	no	yes
			fairs	no	yes	yes
		summer	sport court	yes	no	yes
			beach	yes	no	yes
			fairs	no	no	yes
			concerts	no	yes	yes
			festivals	no	yes	yes
			gathering - humanitarian, speeches	no	yes	yes
			performances	no	no	yes
			exhibitions	no	no	yes
educational activities	no	yes	yes			
outside cinema	no	no	yes			
attractiveness		tourist attraction (other than retail activities)	no	archeological heritage	old mill, museum of factory/ trambuses/Artificial climbing wall	
		safety	yes	yes	yes	
		cleanliness	yes	yes	yes	

CONCLUSION

Within the city shopping centres, public spaces can be one of the meeting places, where people find common interests and spend their leisure time. Presence of POPOS in shopping centre complex does not implicate having to have some sort of public activities all times, but with its spatial and symbolic configuration, it enables publicity. It is of great importance that different activities can be accommodated in them, whether they were previously prepared, or spontaneously created at some point. Every public space must be flexible and passable. Public spaces such as squares and streets are, on the other hand, open and accessible to everyone. They should not direct visitors to any kind of activity, but only provide an opportunity for them. A shopping center is a place that does not often offer free entertainment, which was the main reason for conducting this research. As shown in this paper, POPOS vary widely in terms of size, accessibility, diversity of activities and attractiveness. Even though there are different types of shopping centers, as well as their accompanying spaces, every activity in the open space is greeted with joy by shopping centers' users. Inseparable from the ways of use of open spaces is a legal regulatory framework that affects the ways of use, ownership of open spaces and their maintenance. The authors have in plan to write the second part of this paper, which would contain information related to the regulatory framework, that would help to understand the POPOS of shopping centres in more details.

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