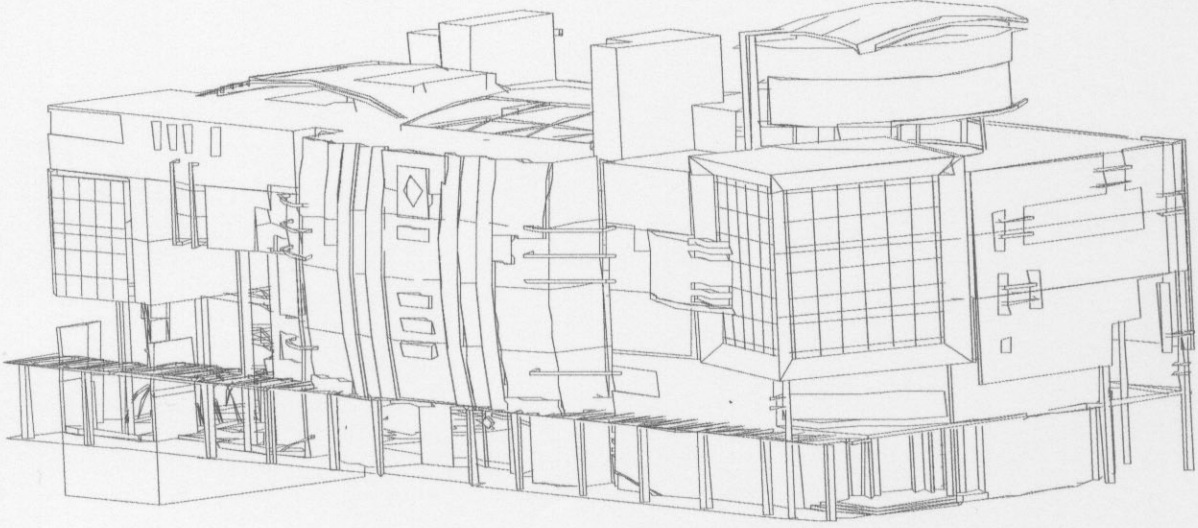


# مشروع مجمع تجاري في شارع الثورة



ورئاسة المهندس الدكتور في الهندسة المعمارية

تقديم:

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مرشد مزريك

## تاريخ التسوق في دمشق وتطوره

« دمشق بلد غني بالأسرار والمفاتيح لا يقدم للزائر كل ما عنده دفعة واحدة ولكنه لا يكف عن العطاء أبداً »

### سوفاجيه

كانت دمشق ولا تزال أقدم مدينة مأهولة في العالم، صدر سحر هائل إلى من زارها وعرفها، وبالنظر إلى كونها مدينة كبرى فقد حوت العديد من الصناعات والحرف، واجتذبت إليها الكثير من الحرفيين المهرة لذلك أصبحت أسواقها عديدة متنوعة بتتوع حرفها وصناعاتها والتي يقارب عددها ٤٣٧ حرفة حسب قاموس الصناعات. وأعظم دليل على ذلك من أهميتها أن التجار الفرنجة إبان الحروب الصليبية كانوا يترددون على دمشق لشراء مصنوعات رغم حالة الحرب التي كانت قائمة .

وإذا أردنا استعراض أسواق دمشق التاريخية فلا بد أن نذكر أن الأسواق « لم تكن مختلطة كما هو الحال في زماننا بل كانت تخصصية و لكل نوع من أنواع السلع لها سوق يسمى باسمها أو اسم العاملين فيه أو نسبة إلى الذين أنشئوها » .

ويرجع أقدم وصف لأسواق دمشق إلى ما قبل الحقبة المملوكية بقليل أي القرن الرابع عشر الميلادي (التاسع الهجري) غير أن الأسواق لم تختلف أيام المماليك كثيراً وظل حالها كذلك حتى القرن ١٩. ويلاحظ د. قتيبة الشهابي في كتابه أسواق دمشق القديمة أن التجمع الأكبر للأسواق في العهد المملوكي كان مركزاً في منطقه «تحت القلعة»، يليها الأسواق الواقعة جنوب الأموي، ثم منطقة باب الجابية والقسم الغربي من الشارع المستقيم، ثم باب الفراديس والمسجد القصب والباب الصغير والشاغور. و يلاحظ د. الشهابي أيضاً أن مواقع بعض الأسواق تغيرت منذ العهد المملوكي حتى يومنا مع احتفاظ بعضها بأسمائها الأولى، كسوقي الذراع والقباقبية كما اختفت تسميات أخرى وأسواق أخرى ولاسيما مناطق تحت القلعة وباب الجابية والفرج وباب الفراديس .

أما في العهد العثماني فقد تقلص عدد الأسواق وتبدلت أسماء بعضها ولكن دون تبديل مواقعها وفي المقابل تغيرت مواقع بعض الأسواق مع احتفاظها بتسمياتها. ثم نشأت أسواق جديدة مثل سوق مدحت باشا والخجه والسوق الجديد وسوق علي باشا .

ويختلف تعداد أسواق دمشق بين مؤرخ وآخر عاشا في زمن واحد تقريباً وذلك لاختلاف تصنيفها ، وبين الأسواق أسماء ماتزال قائمة في دمشق حتى الآن كسوق السلاح والذراع وسوق الصناعة والقطن. وفي المقابل فإن أسواقاً مع أسمائها قد اختفت تماماً كسوق الجدار والدقيق وكان موقعها وسط سوق مدحت باشا وسوق الامشاطية وسوق الاخصاصين الذي يصنعون الإخصاص أي (النوافذ التي تتضمن فتحات صغيرة مربعة) ومن الأسواق التي اختفت وبدل اسمها على ماكان يعرض فيها للبيع سوق السقطية، وسوق المساميرية والسكاكين ويرى الكاتب نعمان القساطلي أن دمشق كانت تحوي في الربع الأخير من القرن الـ ١٩ على حوالي ٦٩٠٠ دكاناً. وهذه أسواق مجتمعة ومتفرقة ويعدد منها ٣٠ سوقاً بحسب المهنة كالحبالين والعطارين أبو بحسب موقعها كباب الجابية والدرويشية والسنانية .

وهكذا حسب ما نرى فإن تلك الأسواق كانت تخصصية بحتة، جمعت تجار المهنة الواحدة في مكان واحد هو ما اختلف عن مفهوم التسوق في زماننا الذي يجمع بين السلع كلها مع تنوعها الهائل في مكان واحد مركزي .

## لحظات في سوق دمشق قديم

[ نقلاً عن كتاب الروض الغناء في

عشق الفيحاء لنعمان قساطلي]

قال الكاتب: يمتد من رأس السوق الجنوبي، طريق متسع ، طوله نحو ميلين يخترق الميدان من الشمال إلى الجنوب وعلى جانبيه دكاكين وقهاوي وحواصل الحنطة وهذا الطريق مكشوف وكان مختلف العرض غير مرتب. وفي أيام ولاية المرحوم راشد باشا تحسن وصار صالحاً لسير المركبات، وندع على جانبيه أشجار من الإزدرخت على بعد متناسب .

وعرض هذا الطريق يفوق على خمسين قدماً. ففي الوسط طريق للعربات والدواب وعلى جانبيها رصيفان من حجارة عرض كل منهما عشرة أقدام، وهما لسلك الناس وبين كل رصيف والطريق الوسطى قبات صغيرة مكشوفة عملية لجر الماء صيفاً لرش الطريق الوسطى ولسير الماء شتاءً إلى البوابع »

كل الأسواق التي يطلق عليها المدينة مستقيمة، عريضة ، جميلة ، مرتبة لا ترى الشمس في الصيف ولا الأمطار في الشتاء لأنها مسقوفة إلا ما استثنياه وكل يوم يُرى فيها ألوف من الرجال والنساء للبيع والشراء .

## التسوق في العالم المعاصر

أضحى مفهوم التسوق في العالم اليوم عاملاً فاعلاً ومؤثراً بشكل كبير في حياة الأمم، ومحوراً هاماً ترسم الدول سياساتها حوله، وقد ازدادت الحاجة إلى وجود أسواق كبيرة تجمع تنوعاً هائلاً من المواد المعروضة. لقد تميزت مدن العالم في القرون الماضية بالأسواق التخصصية التي تجمع حرفيين وتجار معينين في مكان واحد. أما اليوم فقد تغيرت هذه النظرة واتجه التجار إلى إقامة أسواق مركزية داخل وخارج المدن، تضم تنوعاً هائلاً في نوعية المادة المستهلكة، بدءاً من الأغذية وانتهاءً بالأدوات المنزلية والإلكترونية المعقدة.

ومنذ سنوات عدة خطا العالم خطوة جديدة نحو العالمية في التسوق، لقد استعملت الشبكات العالمية كالإنترنت في تقديم دور الوسيط بين المنتج والمستهلك وعرض السلع المباعة، دون أن يبذل المستهلك جهداً في التنقل للوصول إلى مكان عرض المنتجات، وبهذا

اختصر الزمن والمسافات بين الدول. وبالإضافة إلى ذلك يجب ألا ننسى دور منظمة التجارة العالمية واتفاقيات الجات والإيزو. نتيجة إلى كل ذلك نجد أن دول العالم تتجه إلى انفتاح اقتصادي كبير فيما بينها أدى إلى زيادة المنافسة والسعي المستمر لتحسين النوعية والجودة وعرض المنتجات بصورة أفضل للمستهلك .

## الهدف من المشروع والفكرة الأساسية

كانت الفكرة الوظيفية الأساسية للمشروع إيجاد مركز تجاري كبير منوع الفعاليات يختلف عن الأسواق الموجودة حالياً في الموقع وفي دمشق عامة والتي كانت بمعظمها أسواق تخصصية مثل [سوق الخجا- سوق القرماني - المناخلية] وهذا السوق سوف يخدم النسيج السكني الكبير المحيط بالموقع. ولكنه في ذلك يحافظ على الهوية المحلية لمدينة دمشق ويستمد منها عناصر مميزة مع إعادة تطويرها شكلاً وإنشاءً .

**عمرانياً :** اعتبرت ظاهرة الأبراج العالية ظاهرة سلبية في هذا الموقع من دمشق و بما أن أرض المشروع تقع بين برجين (برج الطيران و برج المصالح العقارية) فقد وضعت كتلة أفقية بين البرجين محاولة لتحقيق التوازن وطريقة للرد على سلبية الأبراج بدلاً من محاكاتها . وسعيًا للاقتراب أكثر من مقياس الإنسان،

ولتحقيق عامل استثمار مقبول، تم اقتراح ثلاثة أقبية تحت الأرض وأربعة طوابق فوقها، إضافة إلى طابق الدخول الأساسي - الطابق الأرضي.

## الفكرة الأساسية:

اعتمدت الفكرة الأساسية للمشروع على اجتذاب العدد الأكبر من الناس وذلك عبر دراسة المحاور البصرية للموقع والتي تفيد في توجيه واستيعاب حركة الناس خارجه. وقد أخذت بعين الاعتبار النقاط التالية :

١-تحقيق رؤية جيدة للمبنى من مختلف الجهات وتوفير وصول مباشر واضح للسيارات والمشاة .

٢-تحقيق علاقة أفضل بين المشاة والسيارات وذلك بالتراجع بحزام صغير أخضر. وحماية للمشاة برواق على طول الواجهة الرئيسية .

٣-الاستفادة من الموقع بصرياً [ الإطلالات على الجامع الأموي والمدينة الشامية..].

٤-فصل الفعاليات التجارية جزئياً عن فعاليات الترفيه والتي تتطلب أوقاتاً متباينة زمنياً للاستثمار . وذلك بإنشاء ساحة أقرب إلى برج الطيران حيث التجمع السكني لجذب الناس إليها وإشغالها بفعاليات ترفيهية ، إضافة إلى ربطها بنفق المشاة الموجود حالياً . والذي يعتبر أحد نقطتين أساسيتين للوصول إلى أرض المشروع من الطرف المقابل في شارع الثورة .

٥-إدخال مفهوم العالمية في التسوق بإنشاء مركز للتسوق عبر الإنترنت يحقق للمستثمرين فرص الاطلاع واستعراض المنتجات بصورة أفضل كما يتيح للمستثمرين زيادة فرص التنافس .

## المدخل والحركة الأساسية :

يضم الطابق الأرضي ثلاثة مداخل ...

صمم الأول لاجتذاب أكبر عدد ممكن من المارة في شارع الثورة، ولذا فقد توضع على زاوية البناء المطلة على الشارع باتجاه المدرسة الشامية ليواجه حركة السيارات القادمة إلى شارع الثورة .

وصمم المدخل الثاني كمدخل أساسي للمشروع للوصول إلى الفراغ الرئيسي، أما المدخل الثالث فقد صمم للقادمين من الساحة ذات الفعاليات الترفيهية والتي تحوي درج متحرك لضمان تفرغ كثافة الحركة إضافة إلى ذلك يوجد نواة خدمة خارجية توزع للفعاليات الترفيهية في الساحة وتعطي إمكانية استخدام أقبية السيارات لاستثمارات خارجية .

إن عناصر الانتقال الشاقولي الأساسية في المشروع أدرج متحركة لضمان التفرغ السريع للاعداد الكبيرة من الرواد وقد وزعت بحيث تتيح للرواد رؤية أكبر قدر ممكن من المحلات قبل الانتقال إلى طابق آخر .

كذلك أضفنا إلى مصاعد بانورامية للانتقال المباشر، وأدرج للجمهور والبضائع .

## برنامج المشروع الوظائف :

تنوعت فعاليات المشروع لتحتوي ..

١-فعاليات تجارية : محلات تجارية تابعة لشركات معينة + مجمع تجاري لشركة

كبرى + مخزن كبير .

٢-فعاليات تخدمية + مطاعم + كافتريات .

٣-فعاليات ترفيهية : ألعاب الكترونية - صالة بلياردو + صالة طاولة .

٤-فعاليات ثقافية - تجارية : معارض حواسب + أجهزة اتصالات وتقنيات علمية .

الطابق الأرضي :

ويضم الجزء المبني منه بعض المحلات ذات الفتح الخارجي إضافة إلى :

١- محلات التحف والشرقيات  $330 \text{ m}^2$  .

٢- محلات المفروشات والأثاث المنزلي  $328 \text{ m}^2$  .

٣- محلات الهدايا والمنوعات  $270 \text{ m}^2$  .

٤- كافيتريا صغيرة ذات إطلالة خارجية .

وتضم الساحة : كافيتريا في الهواء الطلق وأكشاك متنوعة إضافة إلى بطاريات الخدمة والأدراج المتحركة .

**الطابق الأول :** ويضم محلات متنوعة الوظائف كمحلات الكماليات المنزلية ...

**الطابق الثاني والثالث والرابع :** ويحوي على مجمع ألبسة يستمر إلى الطابق الثالث والرابع وينقسم إلى :

- مجمع ألبسة وأحذية رجالية ط ٢ .

- مجمع ألبسة وأحذية نسائية + ولادية ط ٣ .

- مجمع إكسسوارات ط٤ بمساحة طابقية  $1041 \text{ m}^2$  .

كما يضم محلات أجرة اتصالات + معارض شركات حاسوبية.

أما القسم الترفيهي فتبلغ مساحته الطابقية الإجمالية  $1162 \text{ m}^2$  فيضم :

- في الطابق الأول ألعاب الكترونية بمساحة إجمالية  $312 \text{ m}^2$  .

- في الطابق الثاني قسم للتسوق عبر الانترنت والذي يمتد إلى الطابق الثالث عبر درج

داخلي إضافة إلى مقهى أنترنت ومكتبة بيع أفلام + أقراص مرنة وتبلغ مساحته  $579 \text{ m}^2$

الطابق الثالث ويضم إضافة إلى المنسوب الثاني لمقهى الانترنت محلات بيع لوازم حاسوبية

وفعاليات متنوعة بمساحة إجمالية قدرها  $810 \text{ m}^2$  .

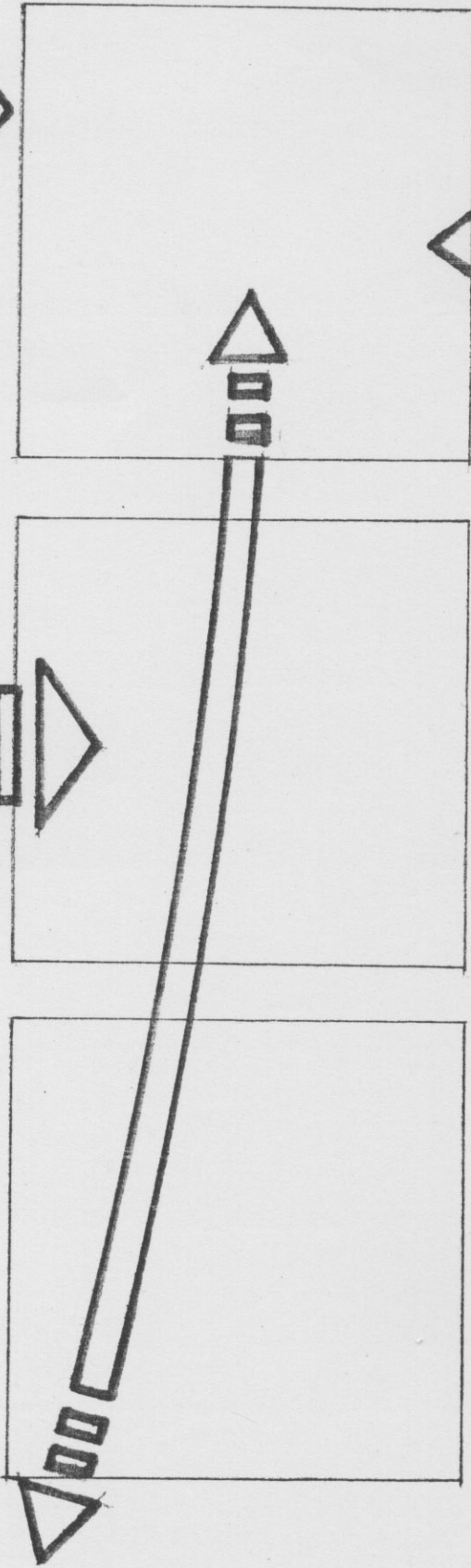


وفي الطابق الرابع تكون الفعاليات ذات صفة تجارية تابعة لبقية أقسام الطابق .

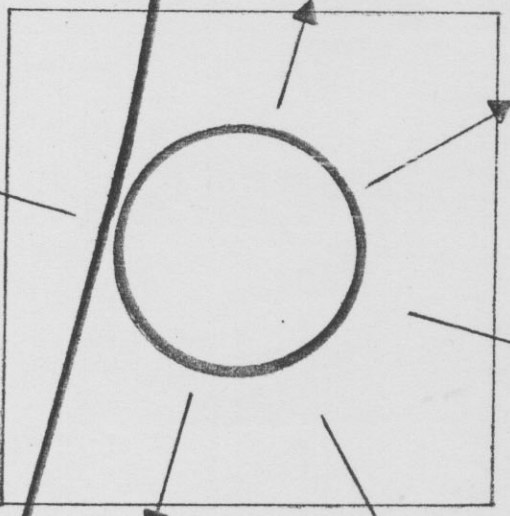
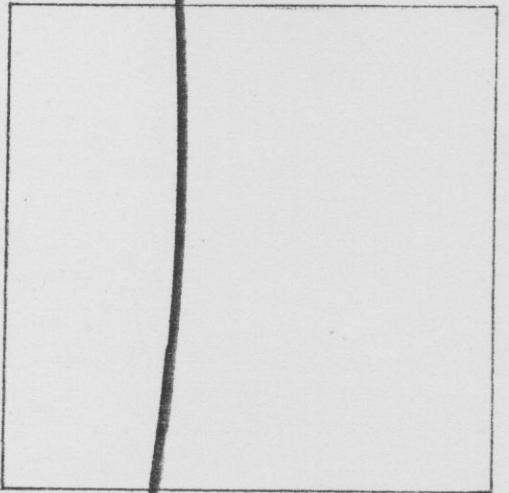
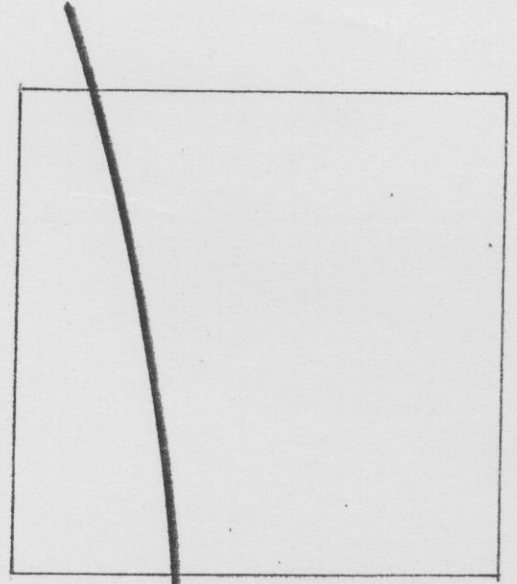
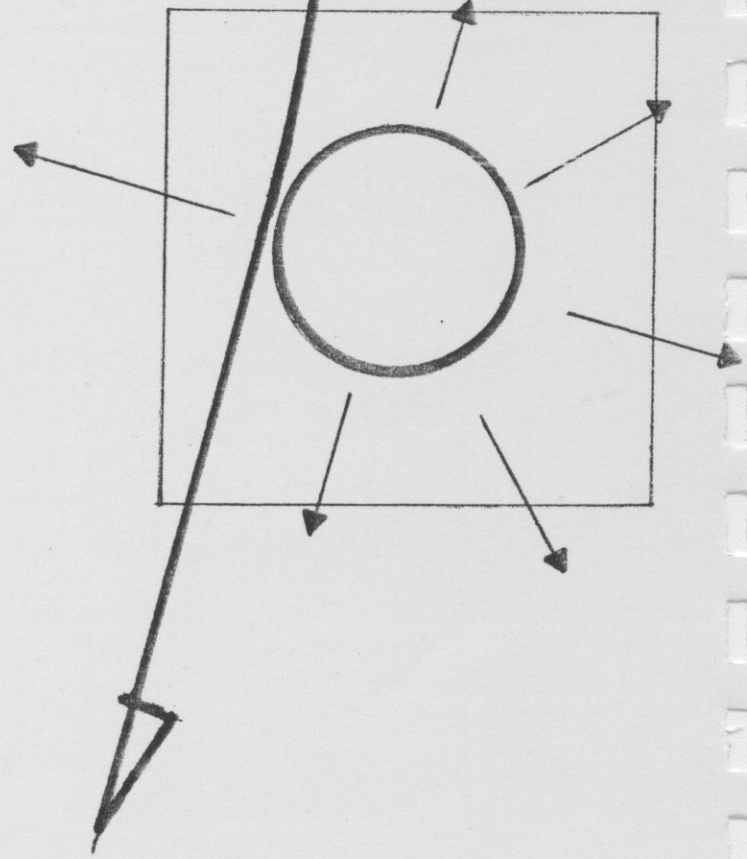
القبو التجاري وتبلغ مساحته الإجمالية  $5980 \text{ m}^2$  .

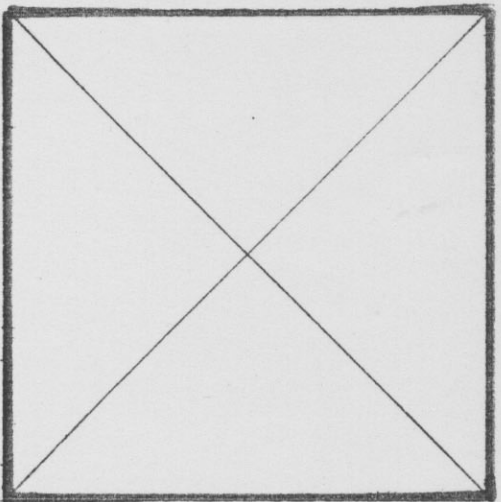
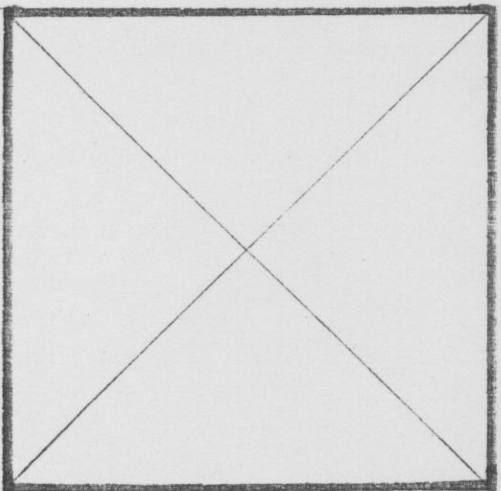
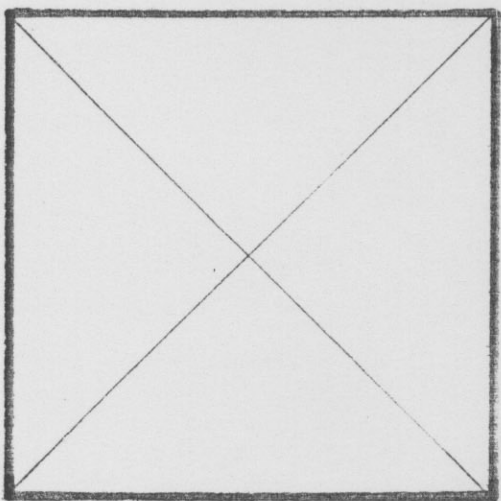
ويضم مخزن كبير يحوي طيفاً واسعاً من المواد الاستهلاكية والمنزلية إضافة إلى محلات تختص باللوازم المنزلية وكافيتريا داخلية ويتصل مع قسم الساحة ذات الفعاليات الترفيهية والذي يضم صالتي طاولة وبلياردو وشطرنج إضافة إلى ألعاب الكترونية وصلالات لياقة بدنية بمساحة إجمالية  $1162 \text{ m}^2$  .

معاودة الاختول

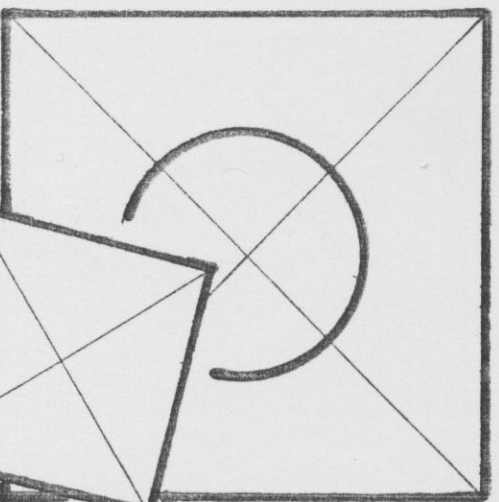
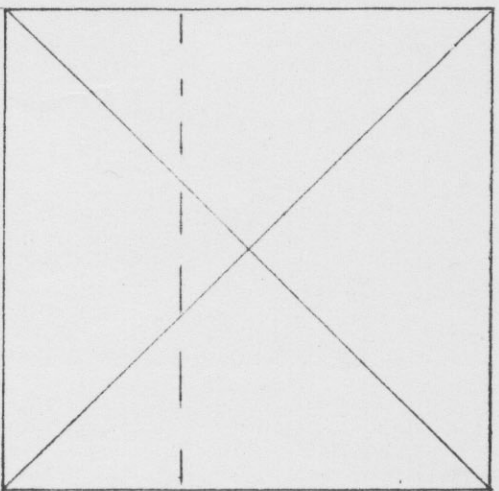
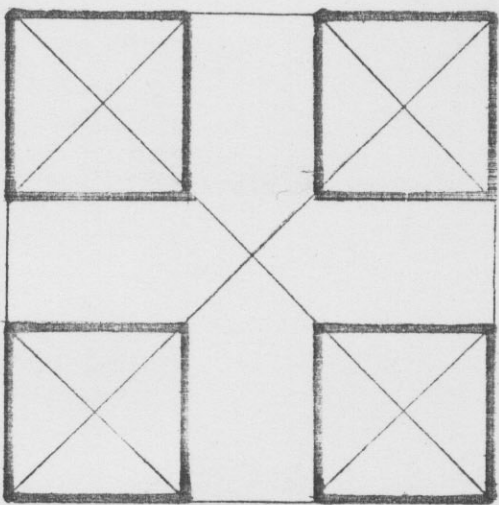


التوجيها



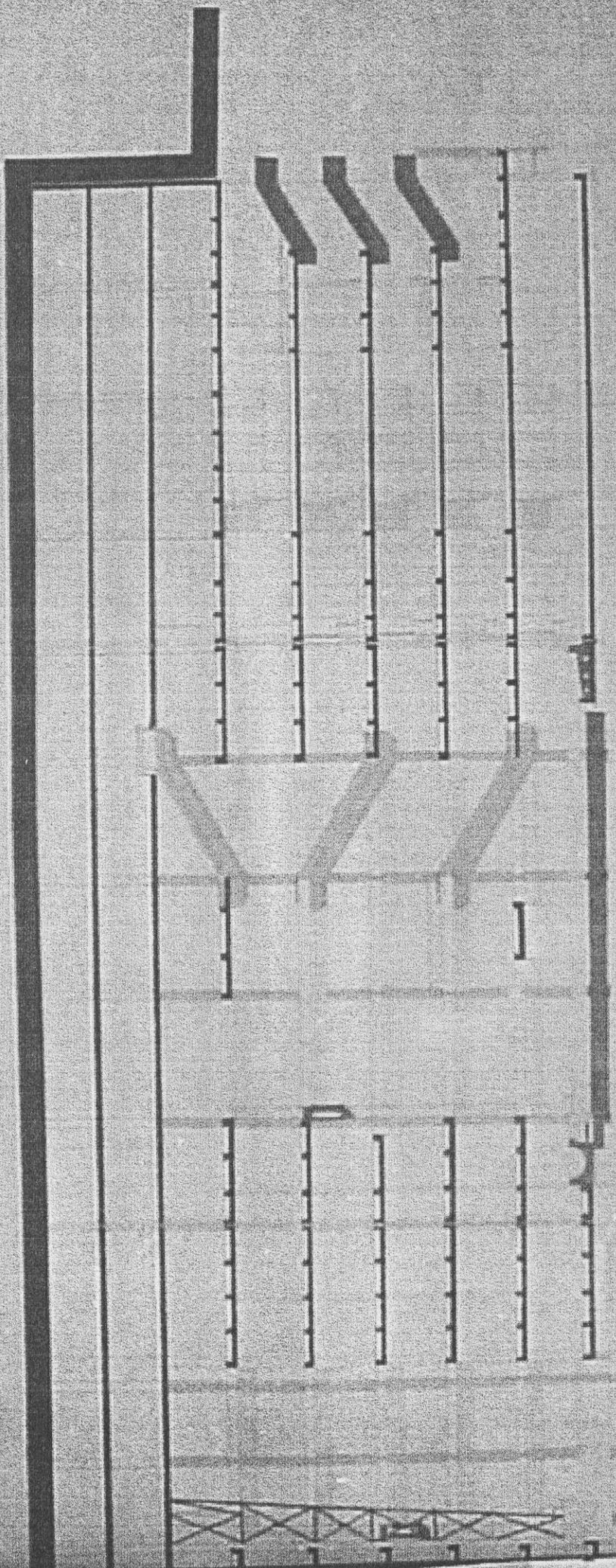


شکل 1



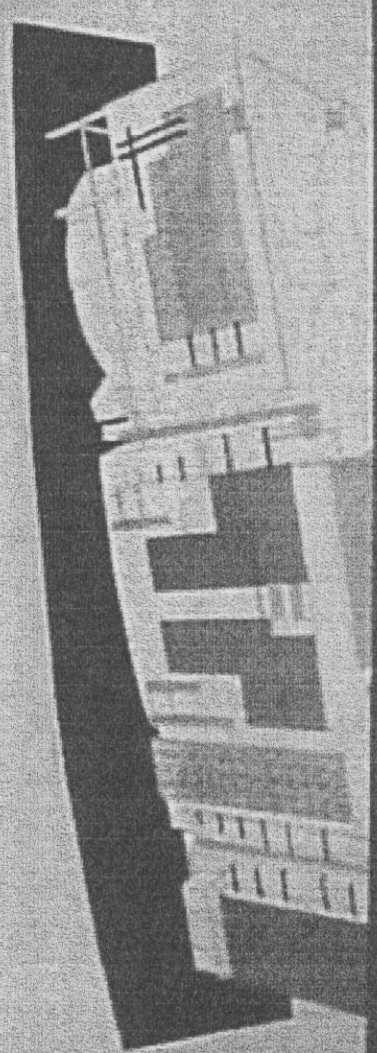
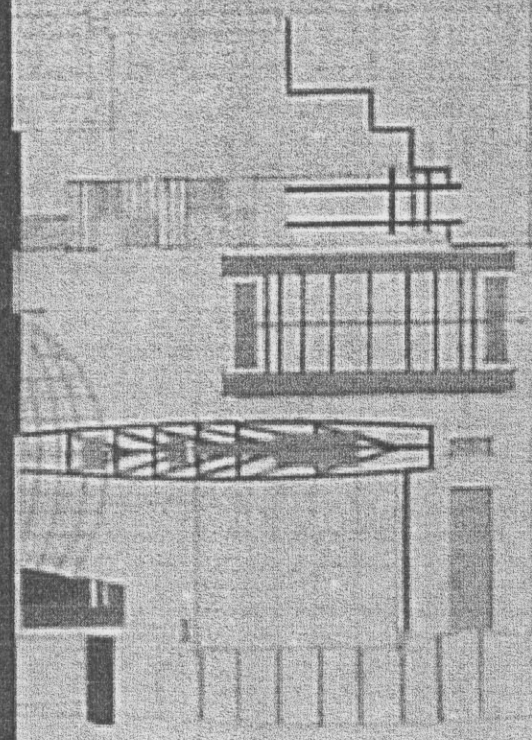
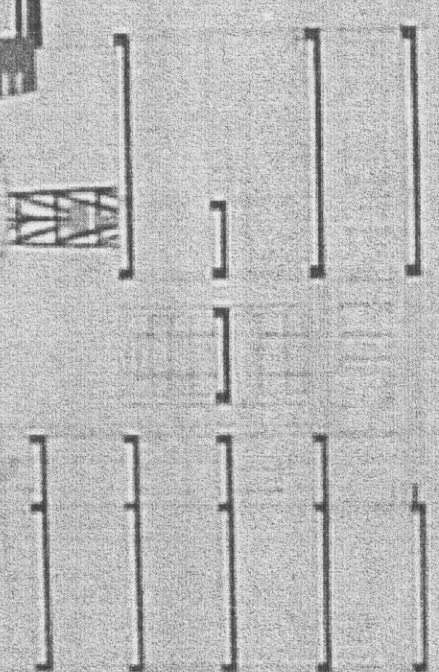
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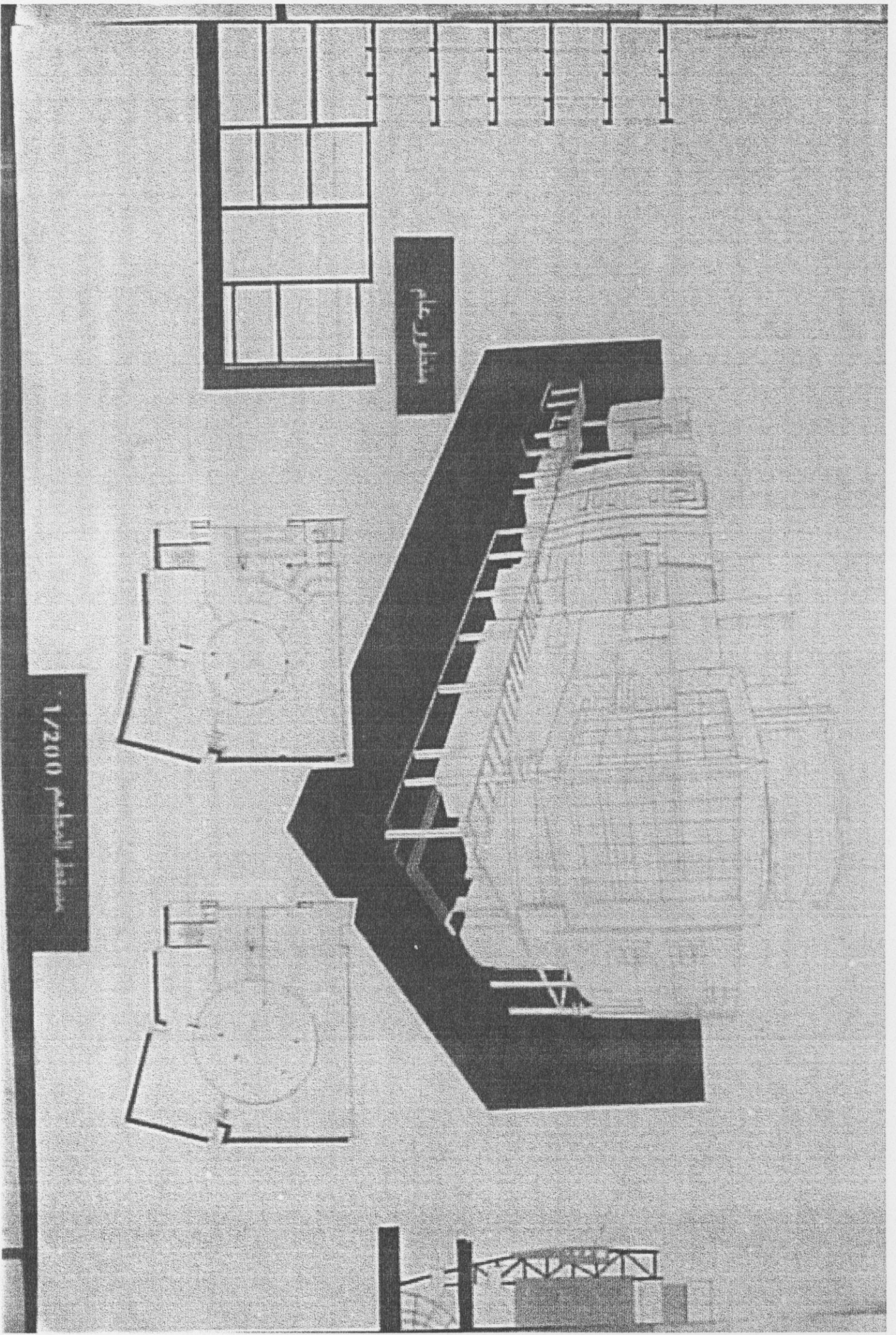
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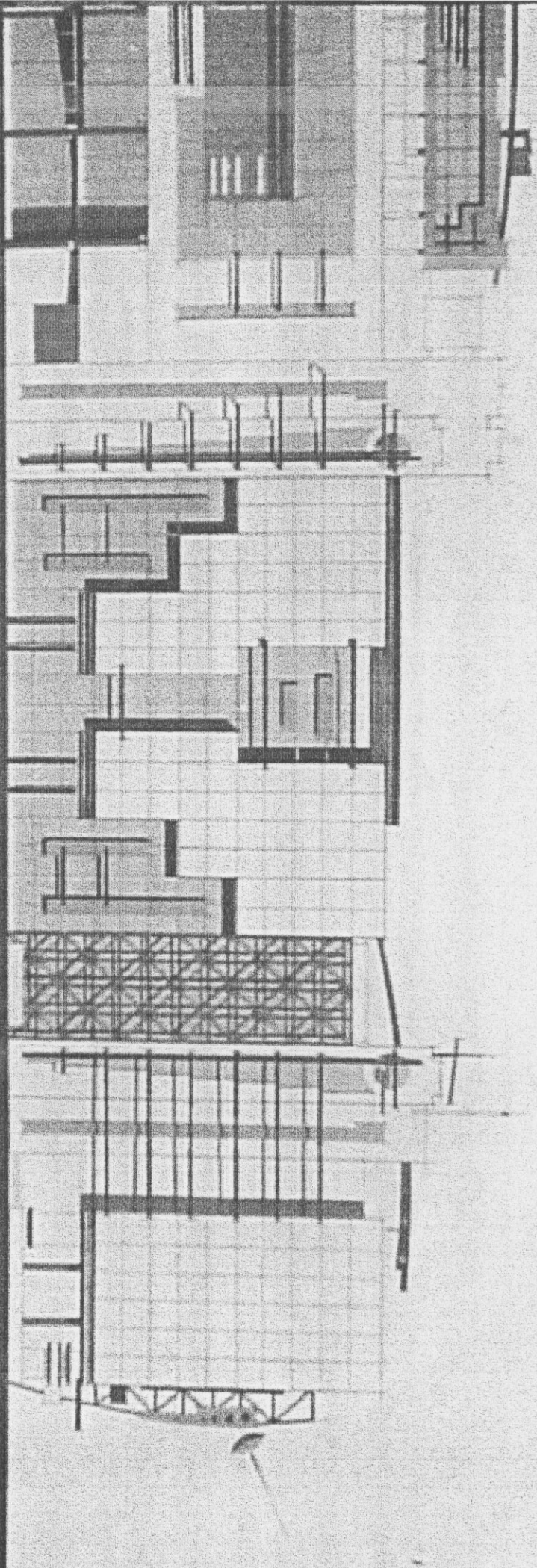




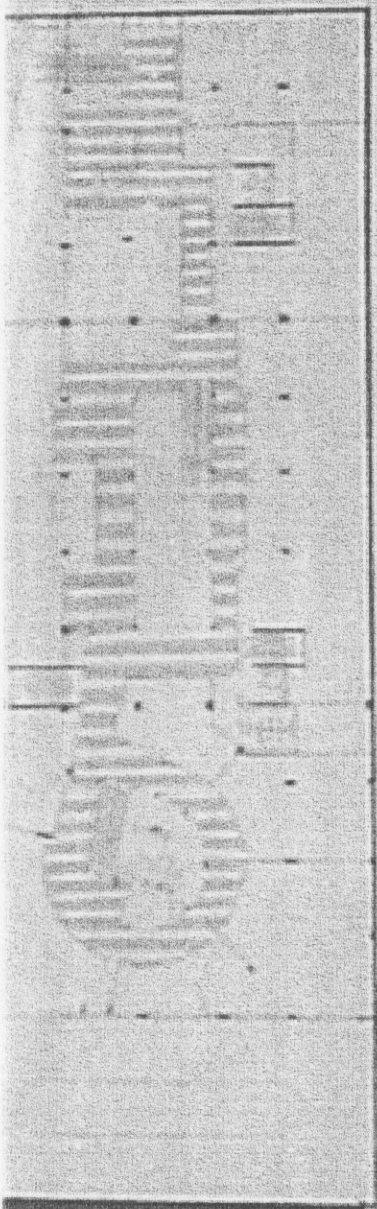
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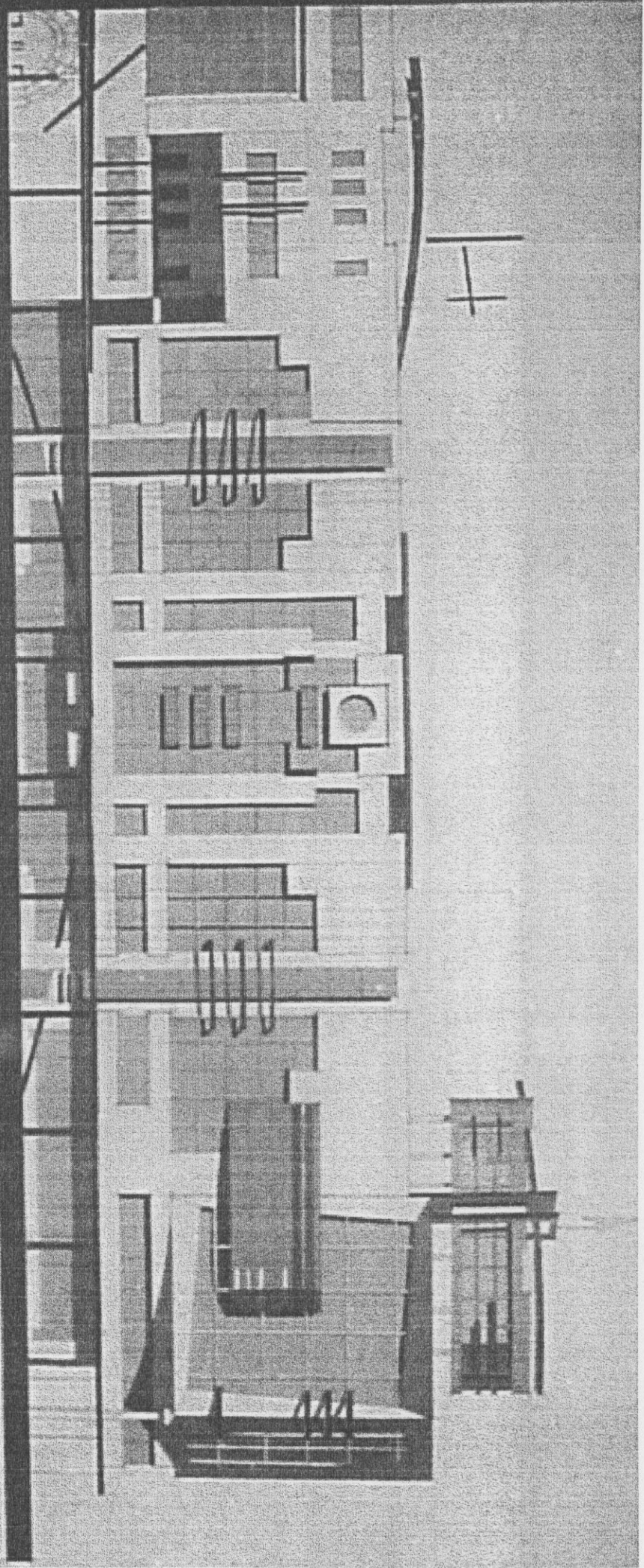


الوحدة الترتيبية 1/100



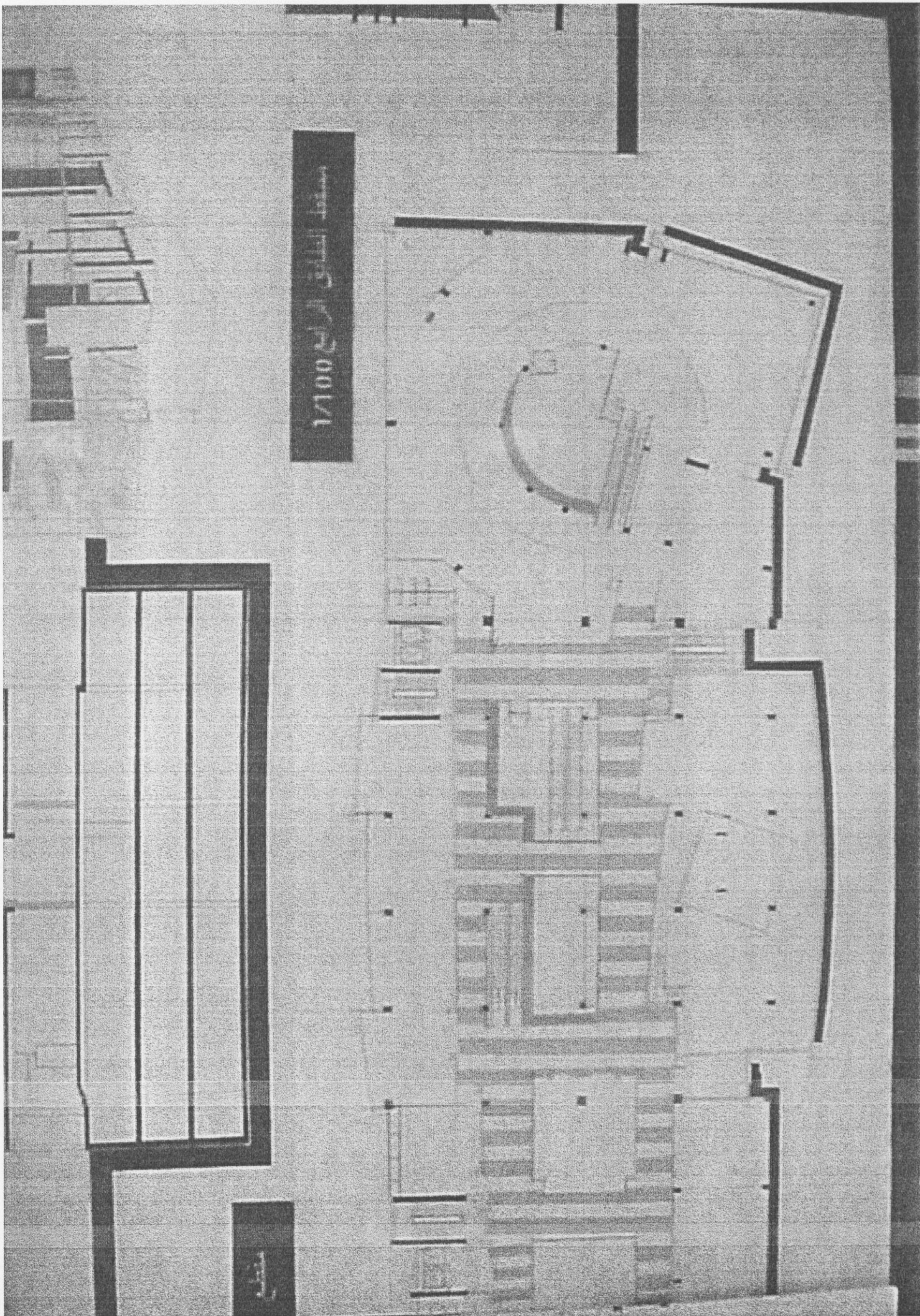
الواجهة الرئيسية 1/100

1/100

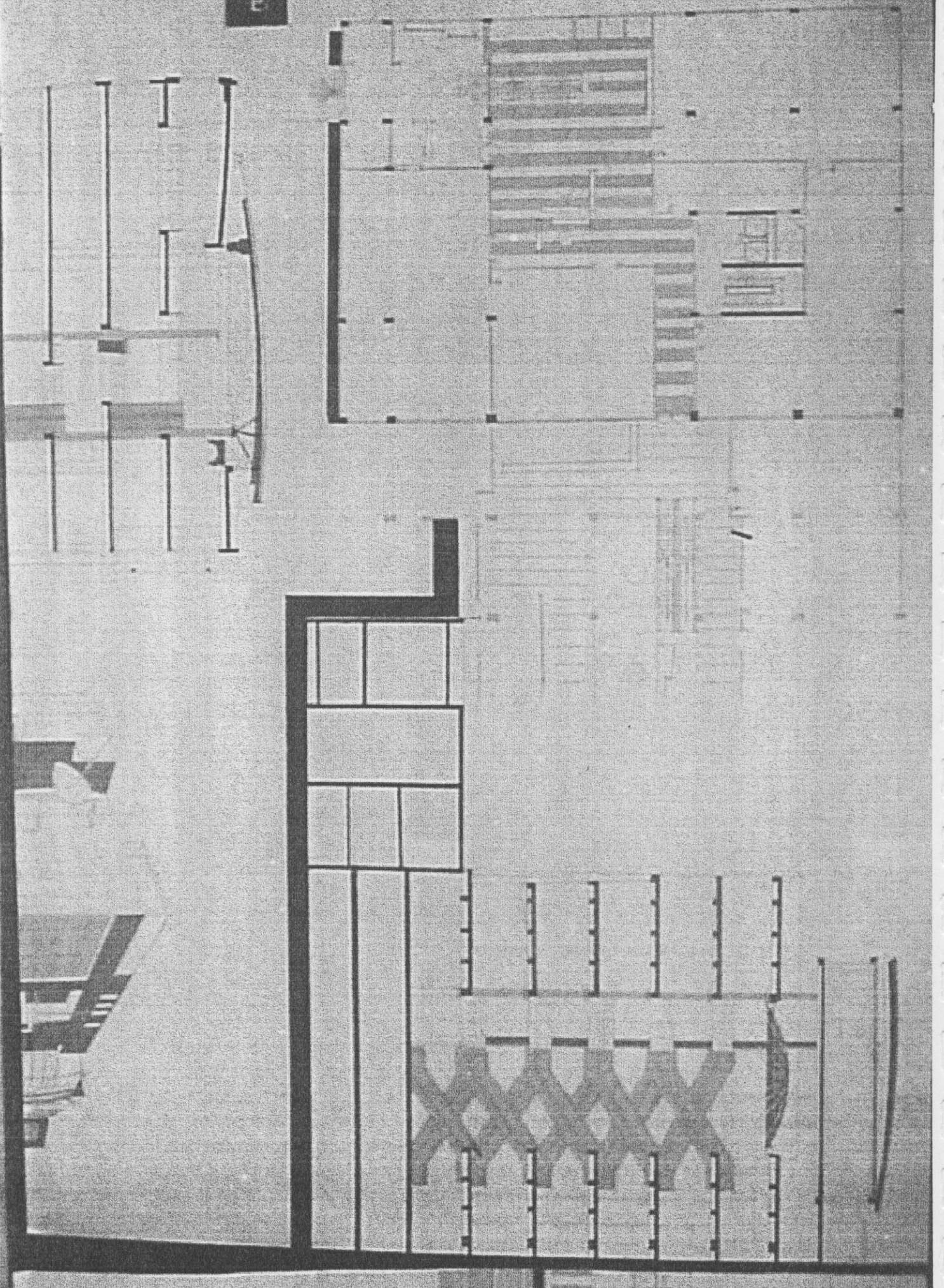




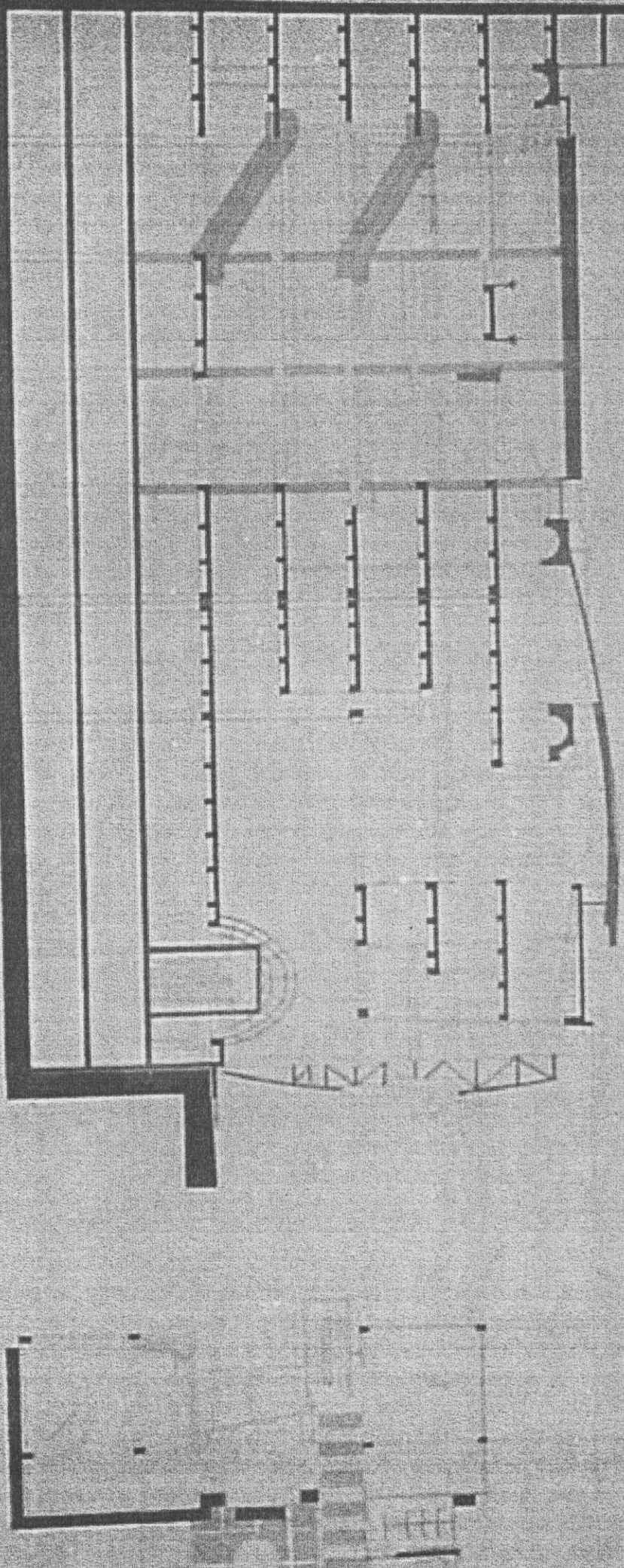
مسجد الملك فيصل 1/100



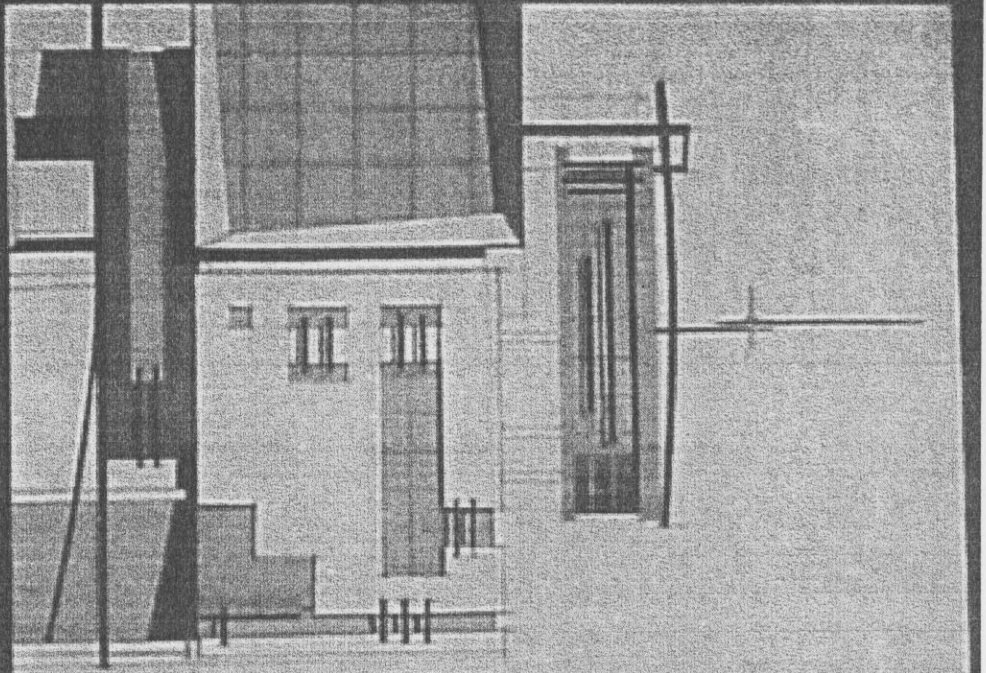
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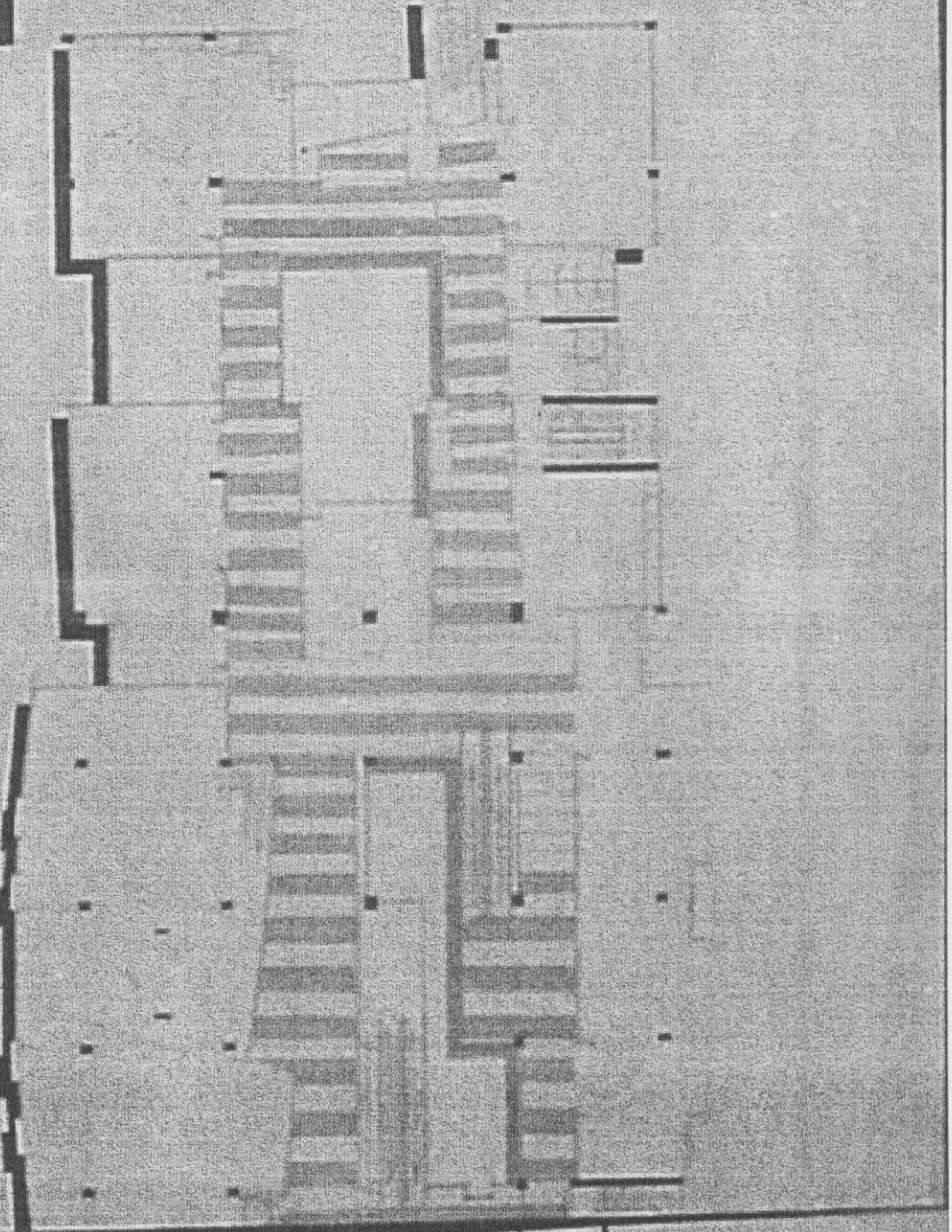
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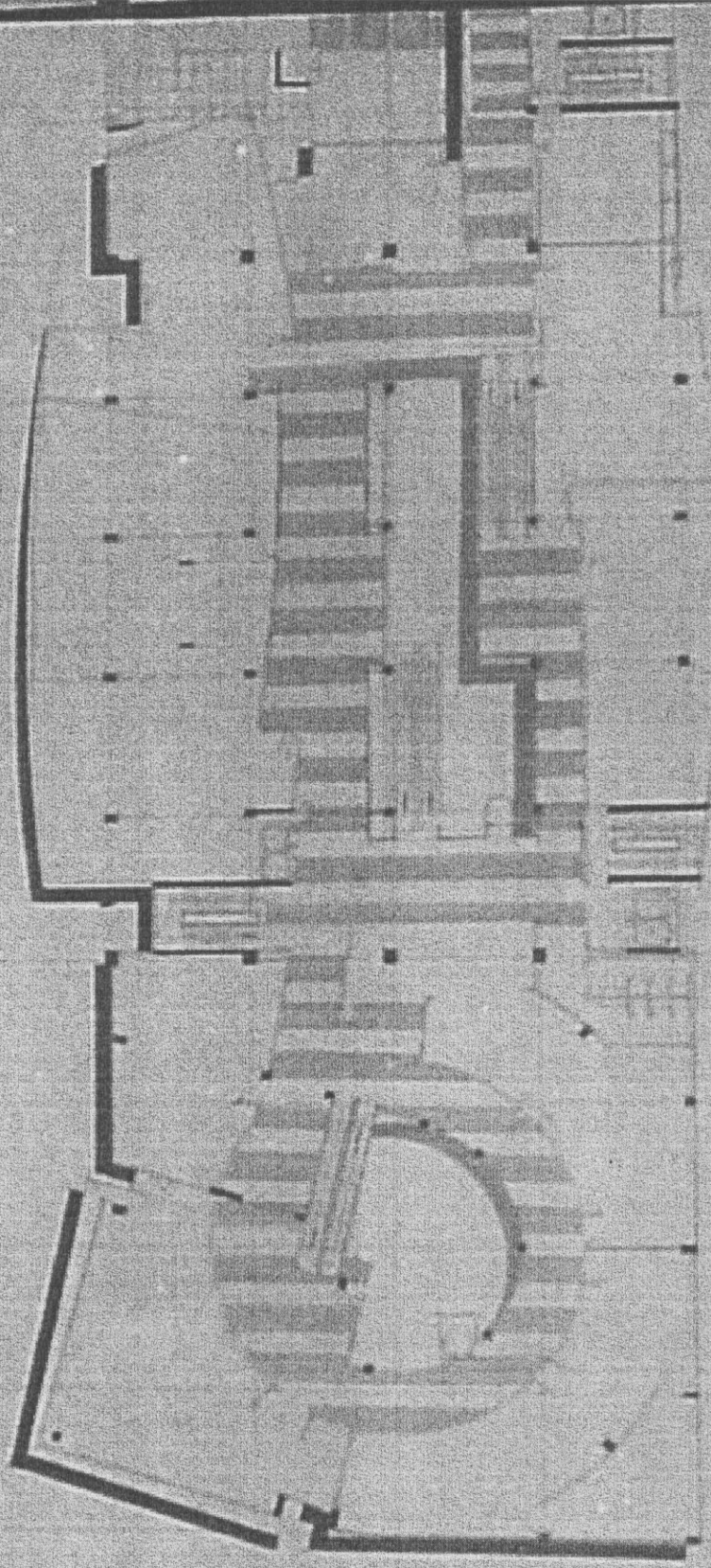
المنطقة الحرة 1/100



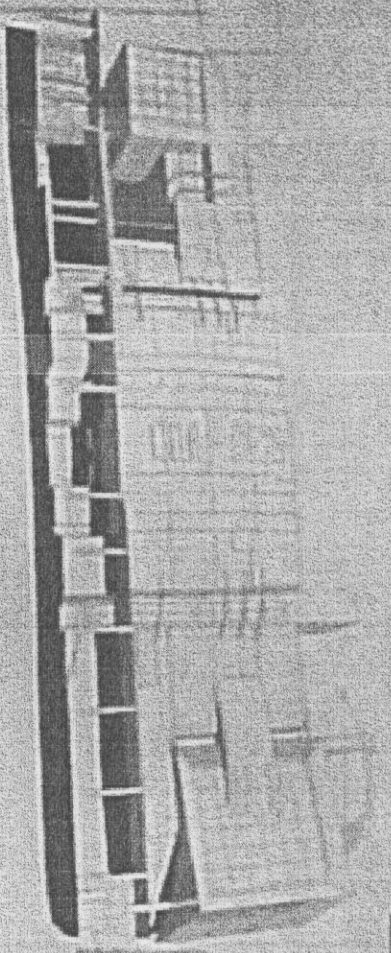
المنطقة الحرة 1/100



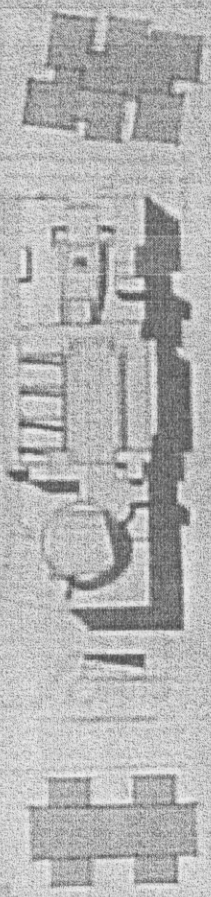
مخطط الطابق 1/1000



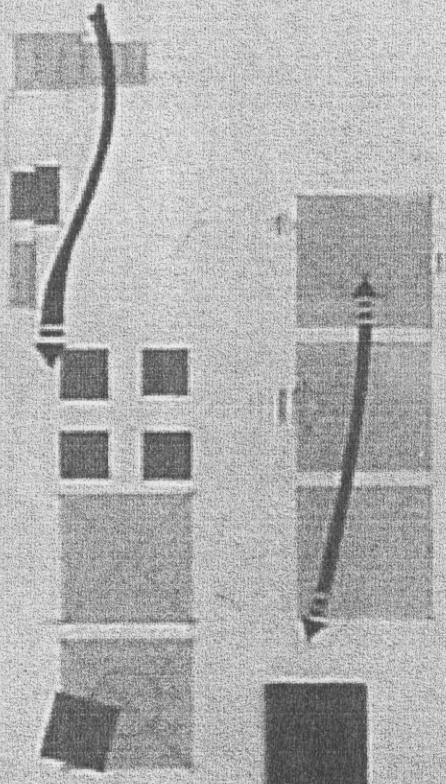
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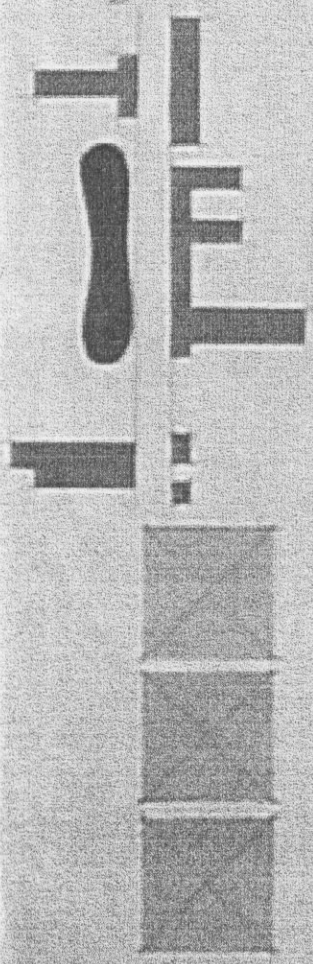
الخطة مطورة



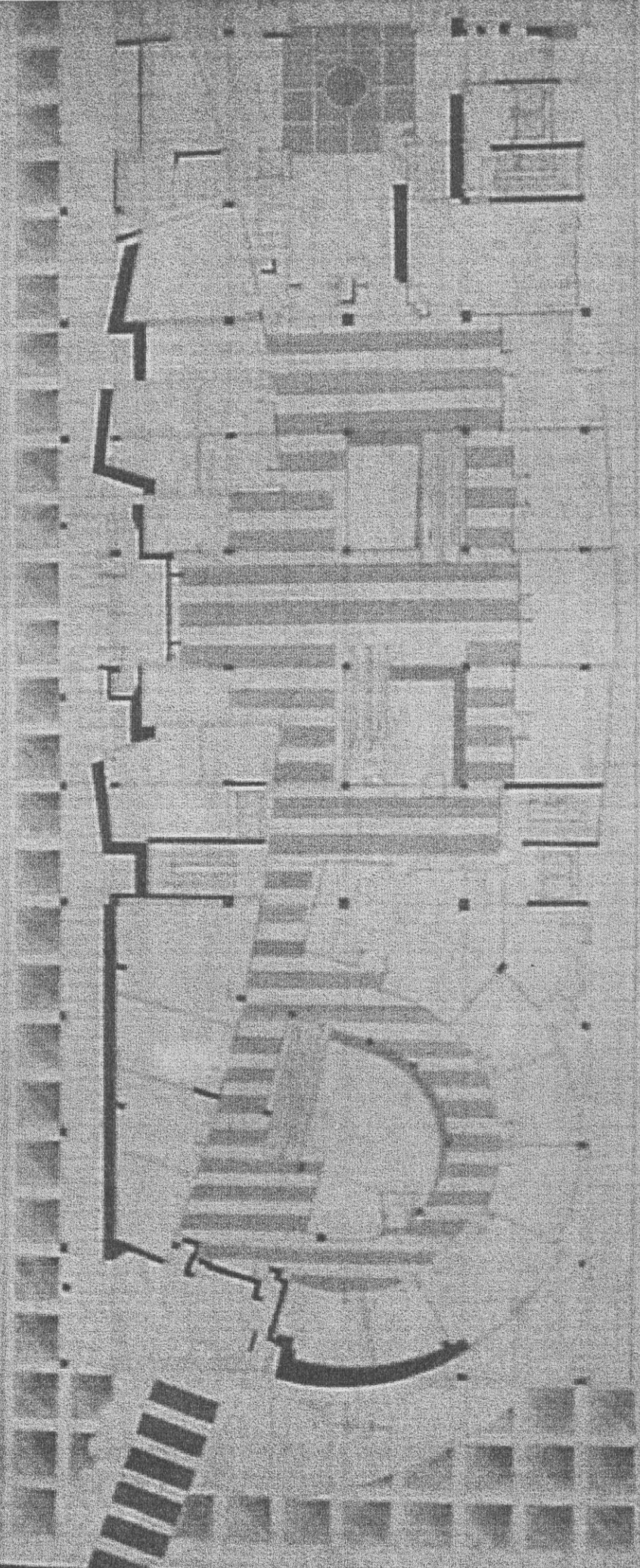
محلل الموقع



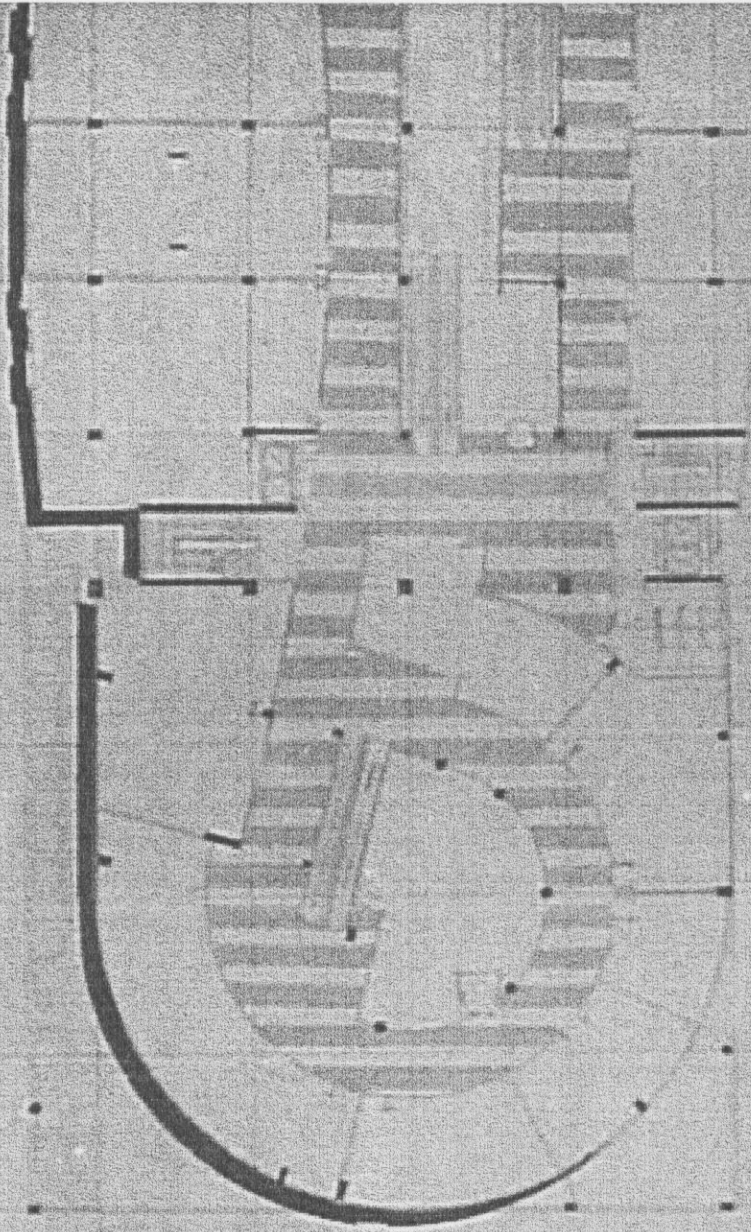
الموقع العام 500



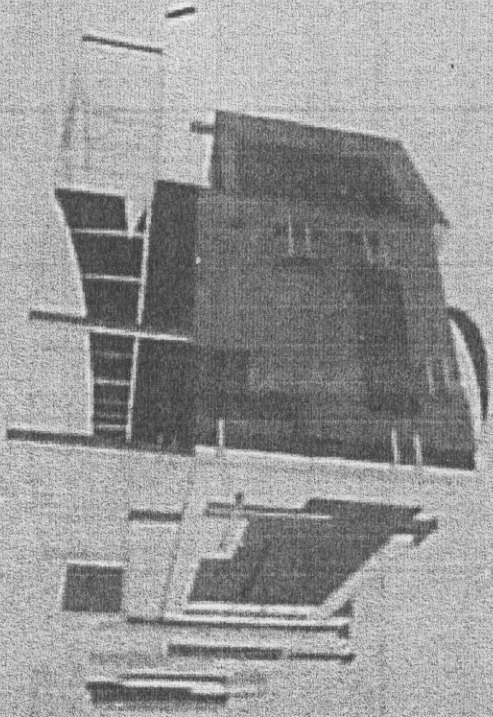
مسجد الملك فيصل 171000



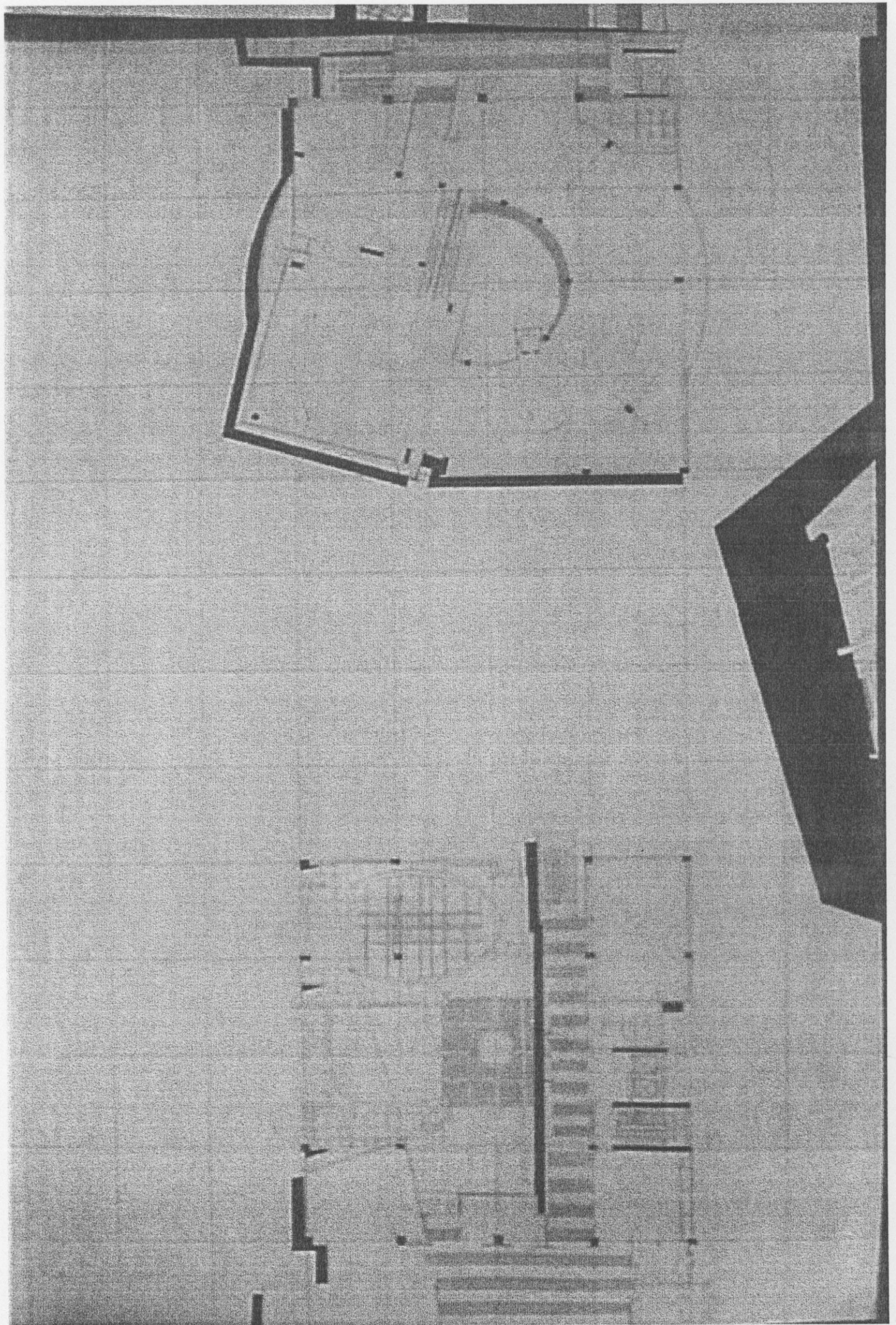
مسجد الملك فيصل 1700



مسجد الملك فيصل

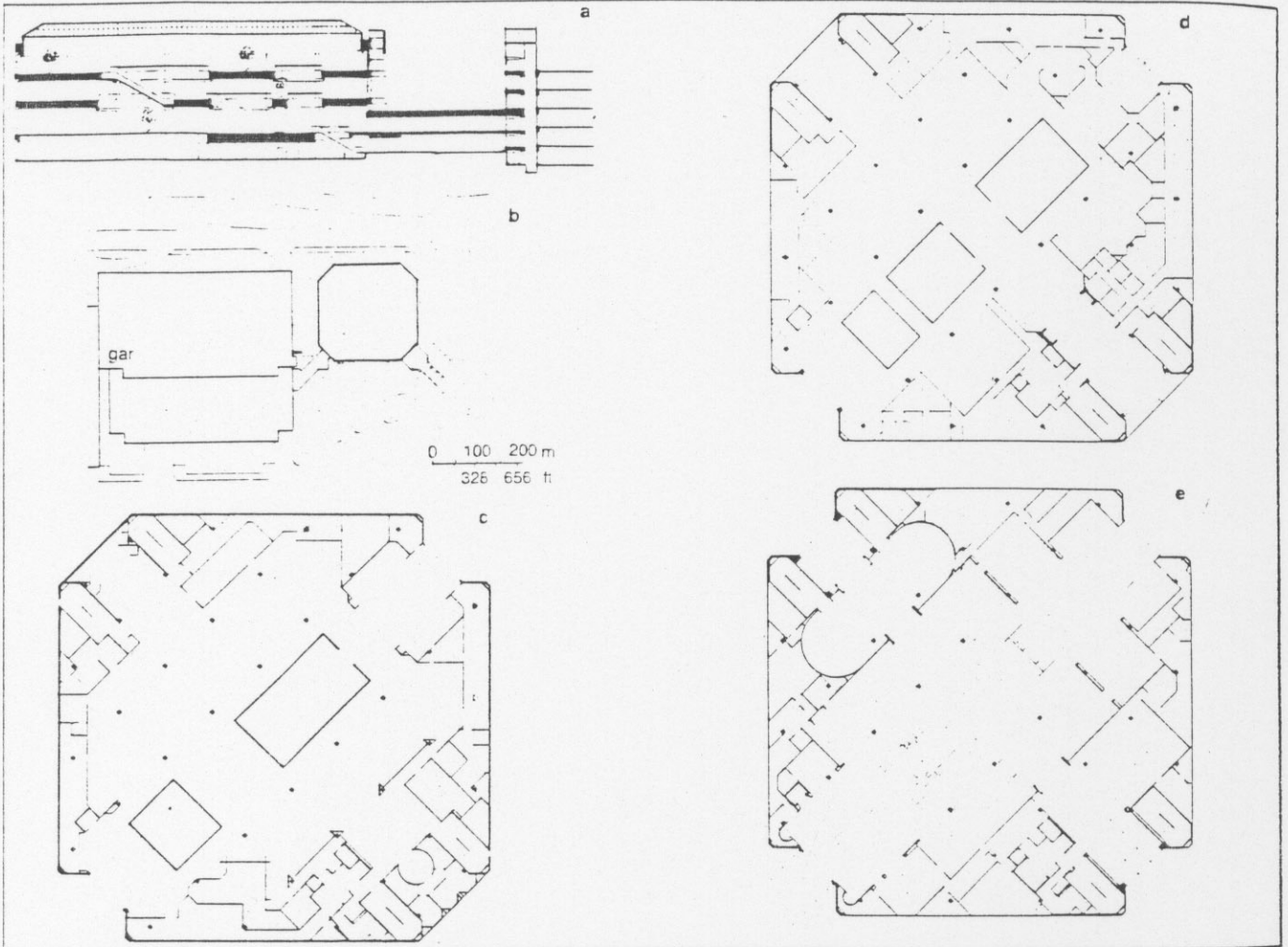




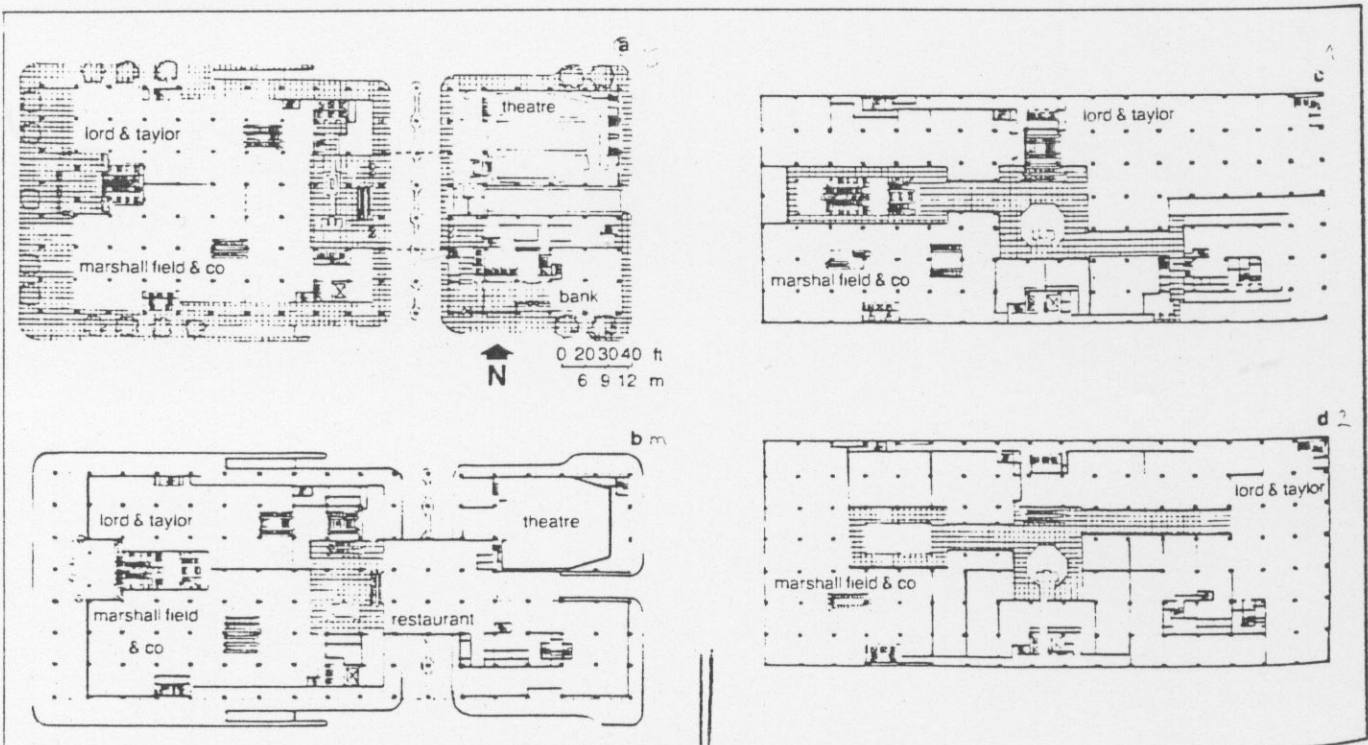


# Shopping centres & precincts

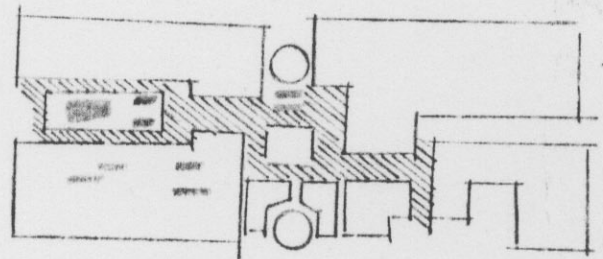
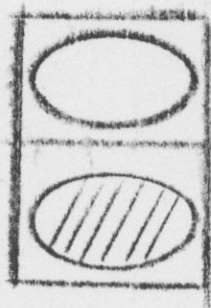
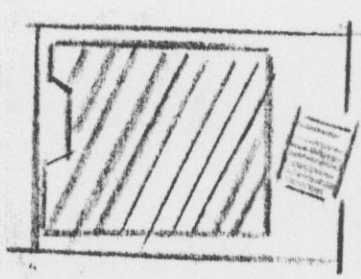
## EXAMPLES



1 Bergdorf Goodman shopping complex White Plains USA a elevator with escalators in court or 'street' b site plan c third level d second level e main level Arch John Carl Warnecke

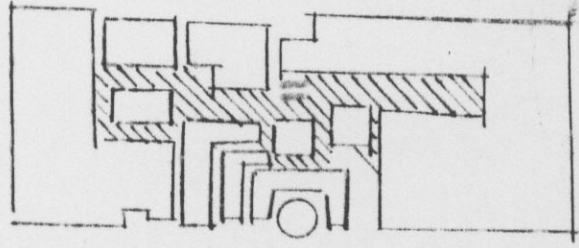
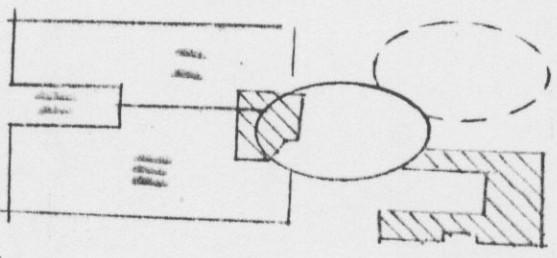


2 Water Tower Place Chicago USA a ground floor b mezzanine floor c first floor d second floor Consult arch Warren Platner Associates Arch Loeb Schlossman Bennett & Dart



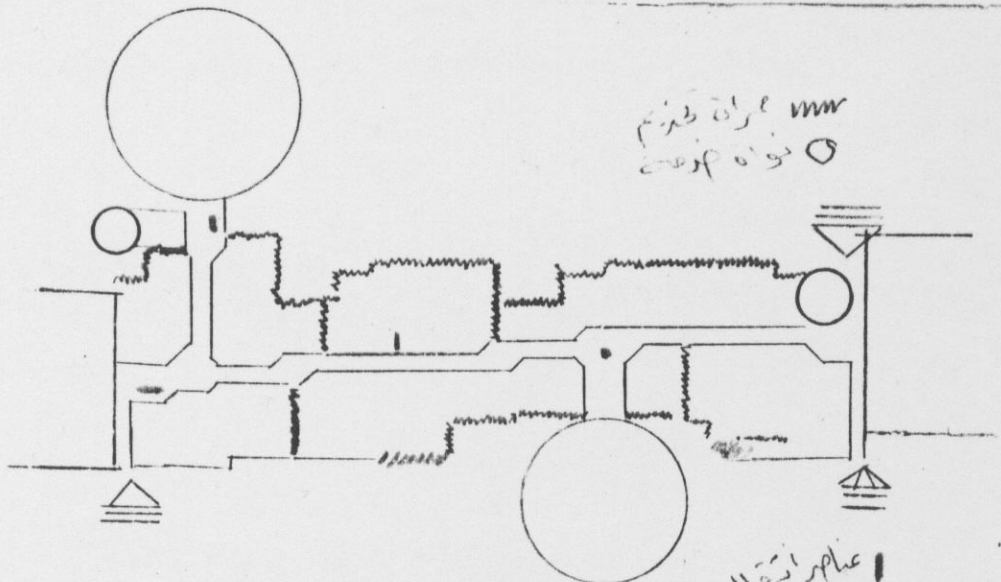
تقسيم الفراغ والشكل

علاقة الفراغات بتناظر الامتعال الشاقولي



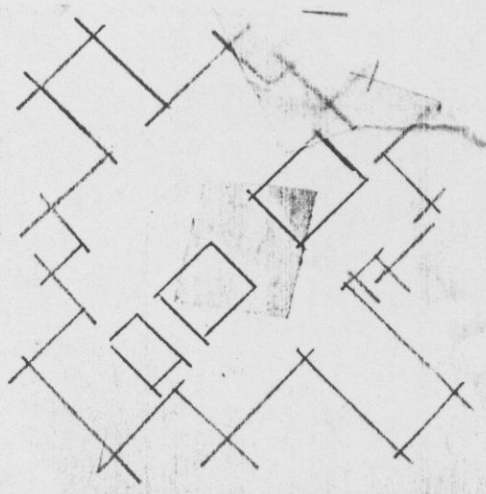
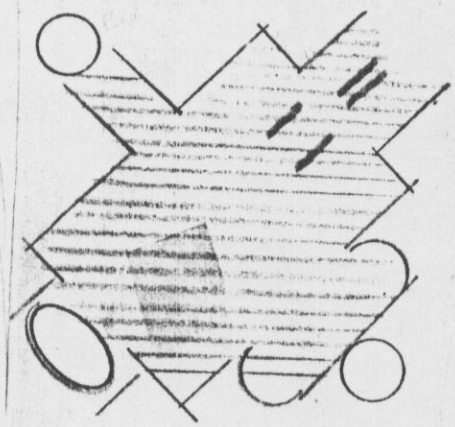
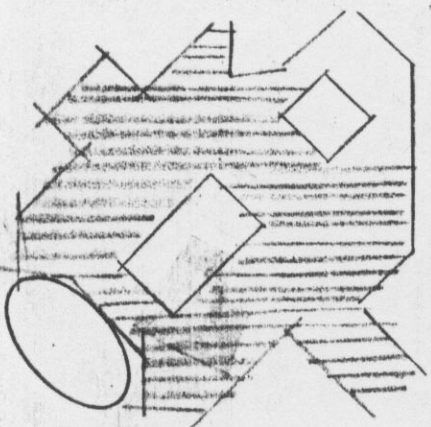
4

تجزئة الكتلة بالنسبة للفراغ

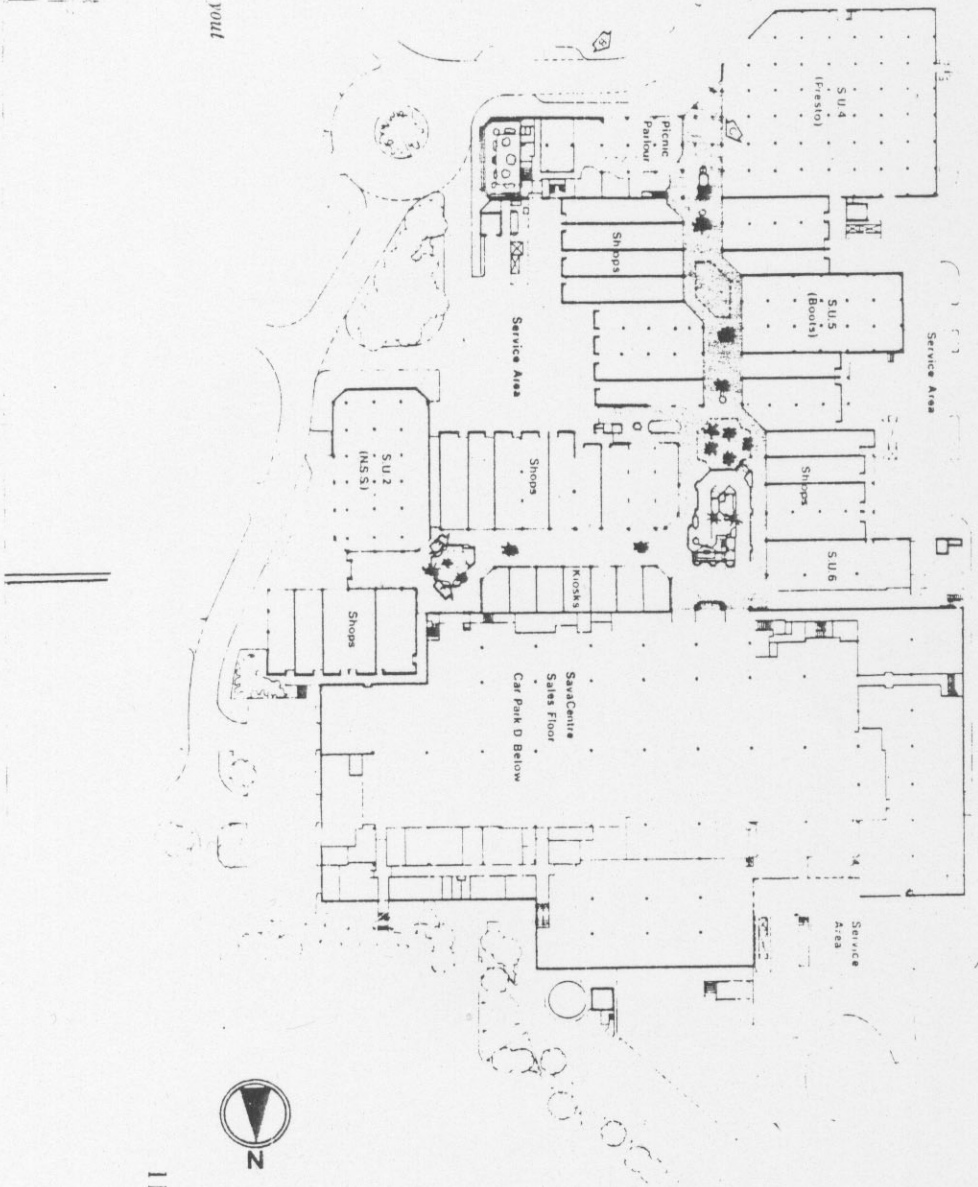


ممر  
نوعه  
نوعه

عناصر انتقال الشاقولي  
بظلال مختلفة

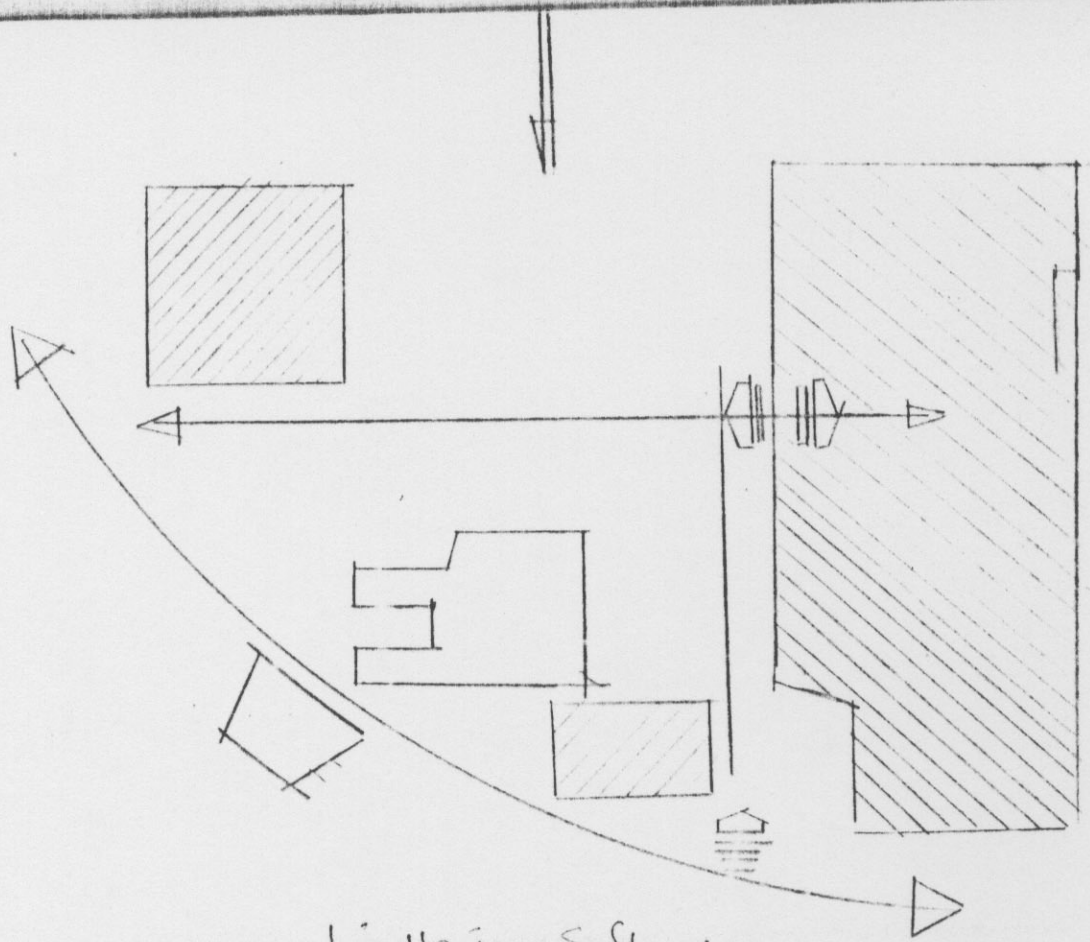


and finally established a plateau at a level to suit perimeter  
 way points. The building being seen from higher levels,  
 it is designed as a major feature, screening roof  
 flatness and providing within the pitch a clear internal  
 and mechanical plant



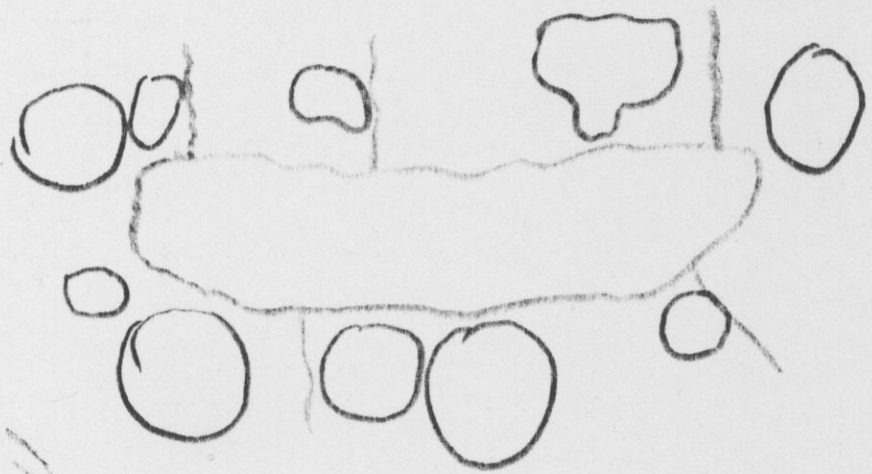
Scale  
 HOATH  
 WAY  
 (A2)

you!



مجاور الحركة والدخول  
وعلاقتها مع المداخل الكبرى

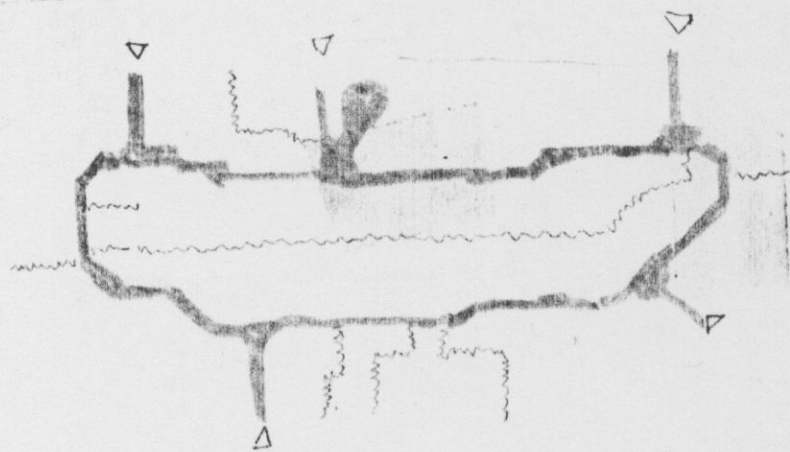
توزيع المجلات  
الكبيرة على محيط  
مجاور الحركة



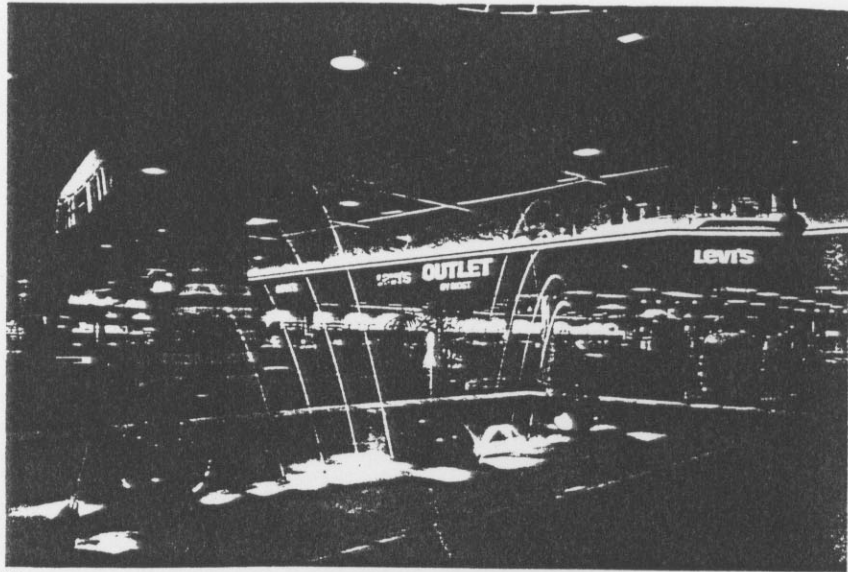
\* تعدد المداخل ليوفر جذب  
أكبر للناس

\* كسر مجاور الممرات  
وتغيير عرضها لكسر رتبتها

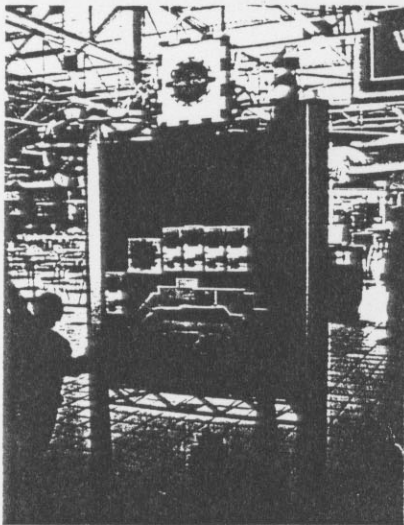
\* وضع Court عند كل  
مدخل



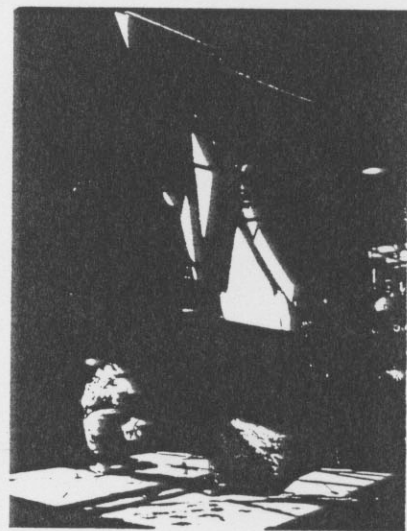
- 13. Great Ships Court
- 14. Directory
- 15. Signboard



13



14



15

**GREAT MALL OF THE BAY AREA FACT SHEET**

Address : 447 Great Mall Drive, Milpitas, CA 95035

Owner : Petrie-Dierman-Kughn, VA & Ford Motor Land Development Corp.

Architect : Wah Yee & Associates, Michigan

Interior Graphic : FRCH Design World Wide

Type : Mega Outlet Mall

Completion Date : September 1994

Total Area of Site : 607,000m<sup>2</sup>

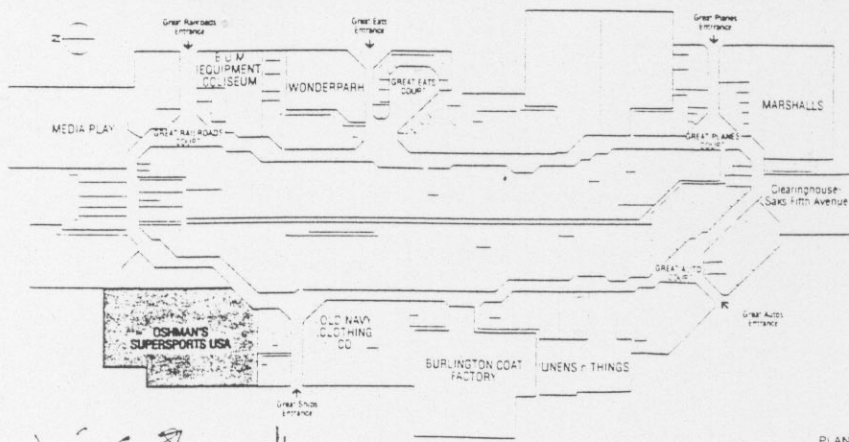
Gross Size of Center : 1,395,000m<sup>2</sup>

Trade Area Population : 6 Million

Number of Parking Space : 6,300

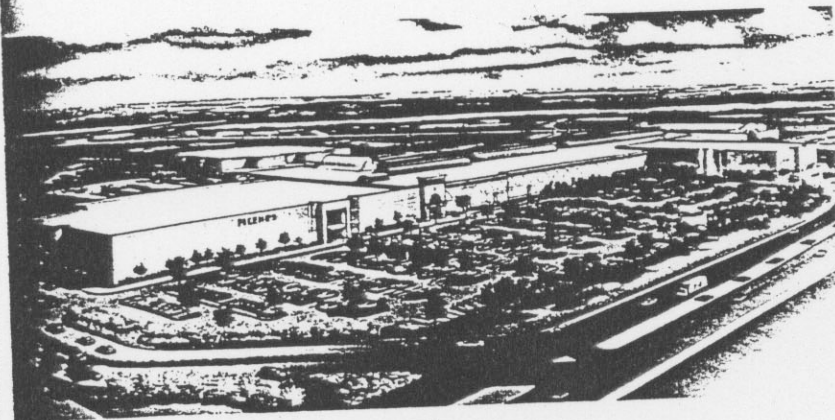
Key Tenant : Saks Fifth Avenue, Marshalls, Oshman's Burlington Coat Factory, Linens'n Things, Media Play

Photos : Ken Uwabo Total Design Concepts

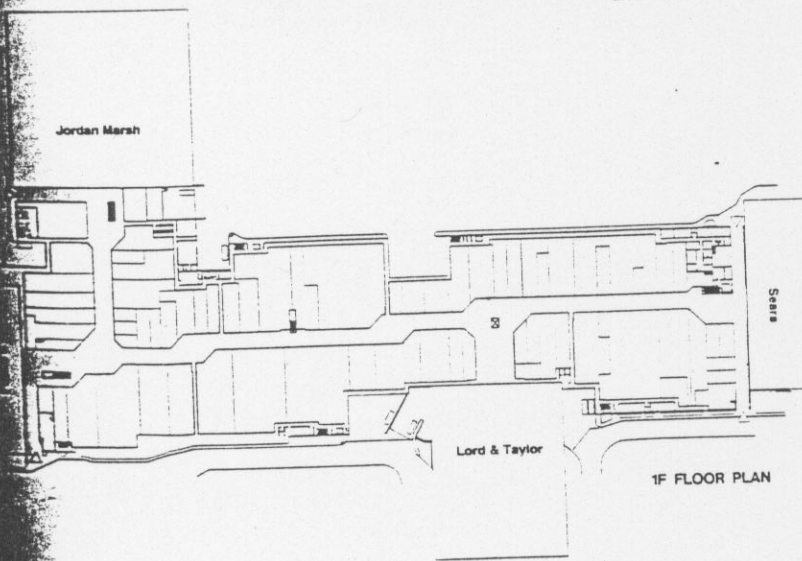
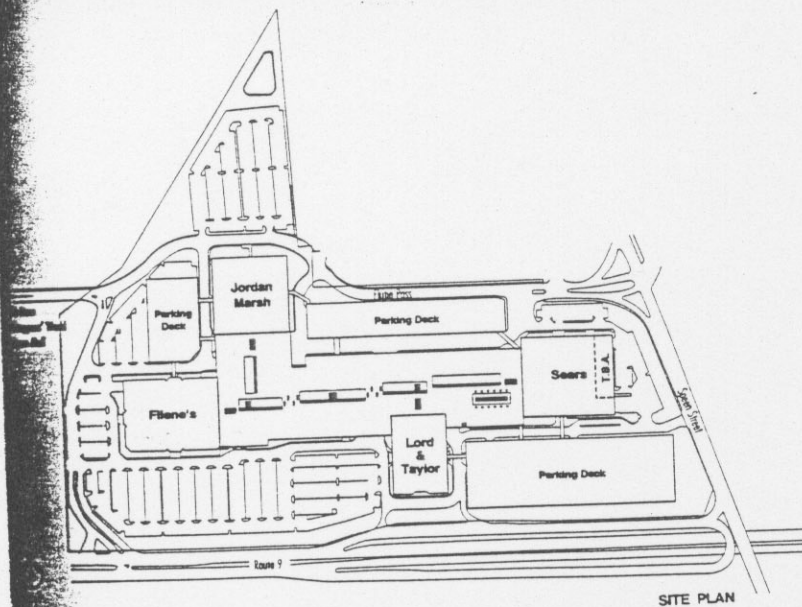


PLAN

*Handwritten note in Arabic script: كبر رينجيس*

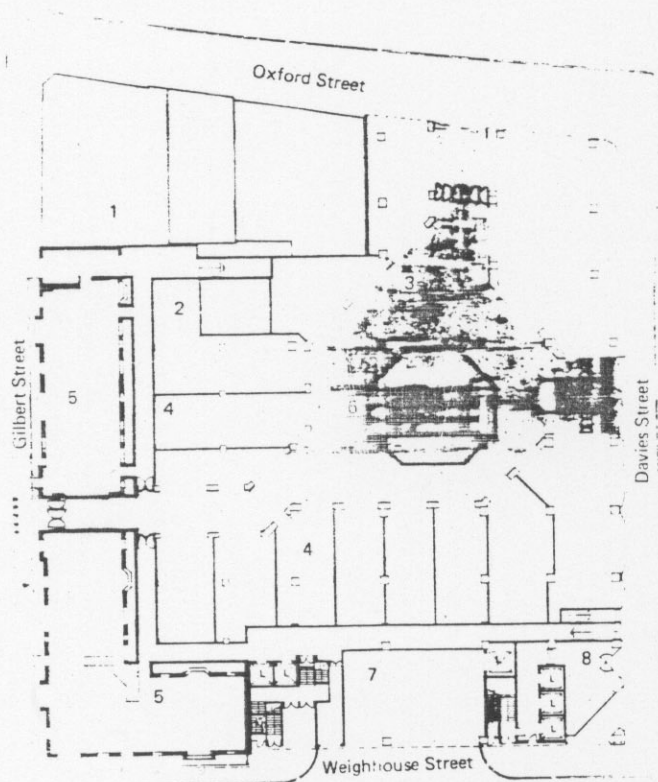


Handwritten Arabic text: *مركز تجاري*  
*البنية التحتية*



**NATICK MALL FACT SHEET**  
 Address : Natick, Massachusetts  
 Owner/Developer : Homart  
 Architect : Arrowstreet Inc.  
 Type : Super Regional  
 Renovation Date : October 1994  
 Anchor/Key Tenant : Filene's, Jordan Marsh  
 Lord & Taylor, Sears  
 Photos : Robert E. Mikrut

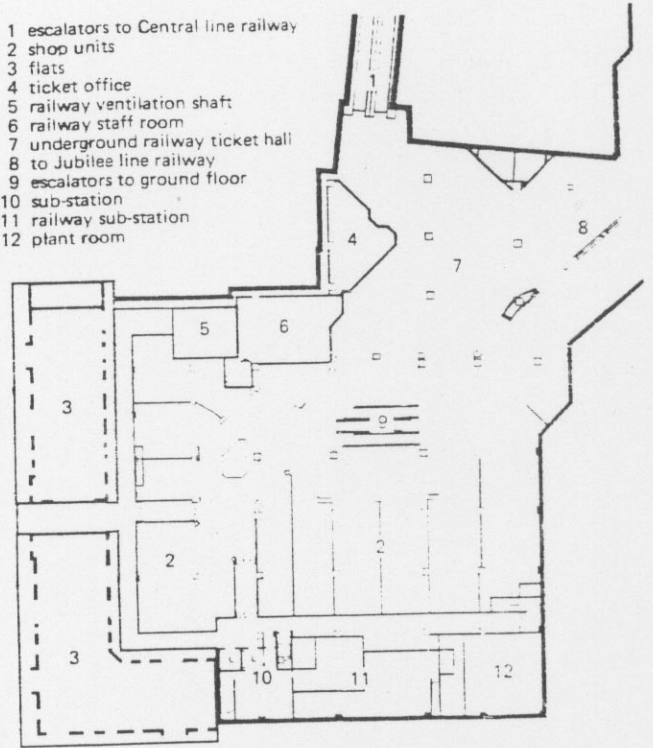
West One, Oxford Street, London



- 1 escalators to Central line railway  
 2 shop units  
 3 flats  
 4 ticket office  
 5 railway ventilation shaft  
 6 railway staff room  
 7 underground railway ticket hall  
 8 to Jubilee line railway
- 4 shop units 7 loading dock  
 5 flats 8 office entrance  
 6 escalators

Ground floor plan

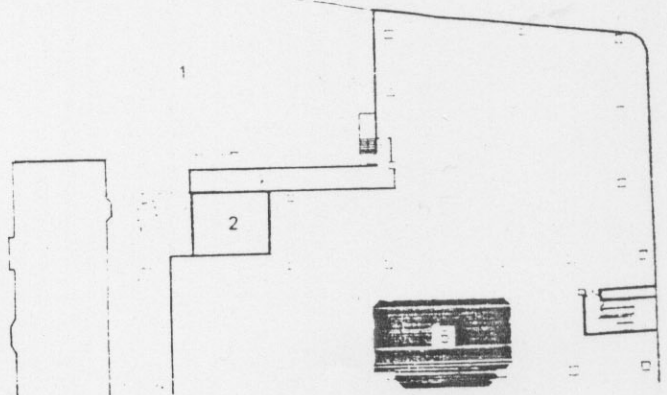
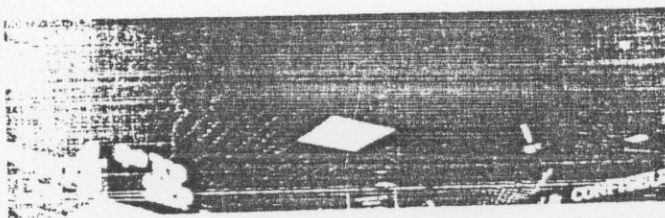
- 1 escalators to Central line railway  
 2 shop units  
 3 flats  
 4 ticket office  
 5 railway ventilation shaft  
 6 railway staff room  
 7 underground railway ticket hall  
 8 to Jubilee line railway  
 9 escalators to ground floor  
 10 sub-station  
 11 railway sub-station  
 12 plant room



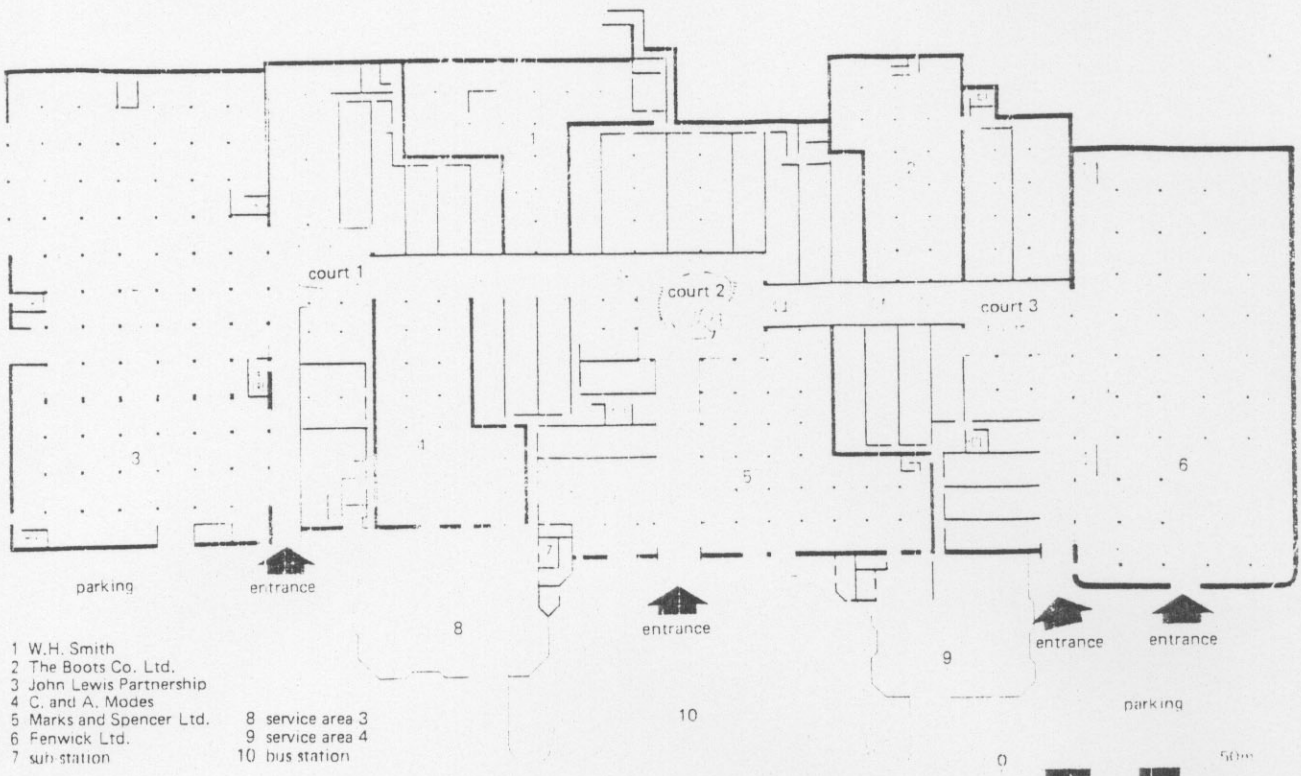
Lower level plan

0 50 100ft

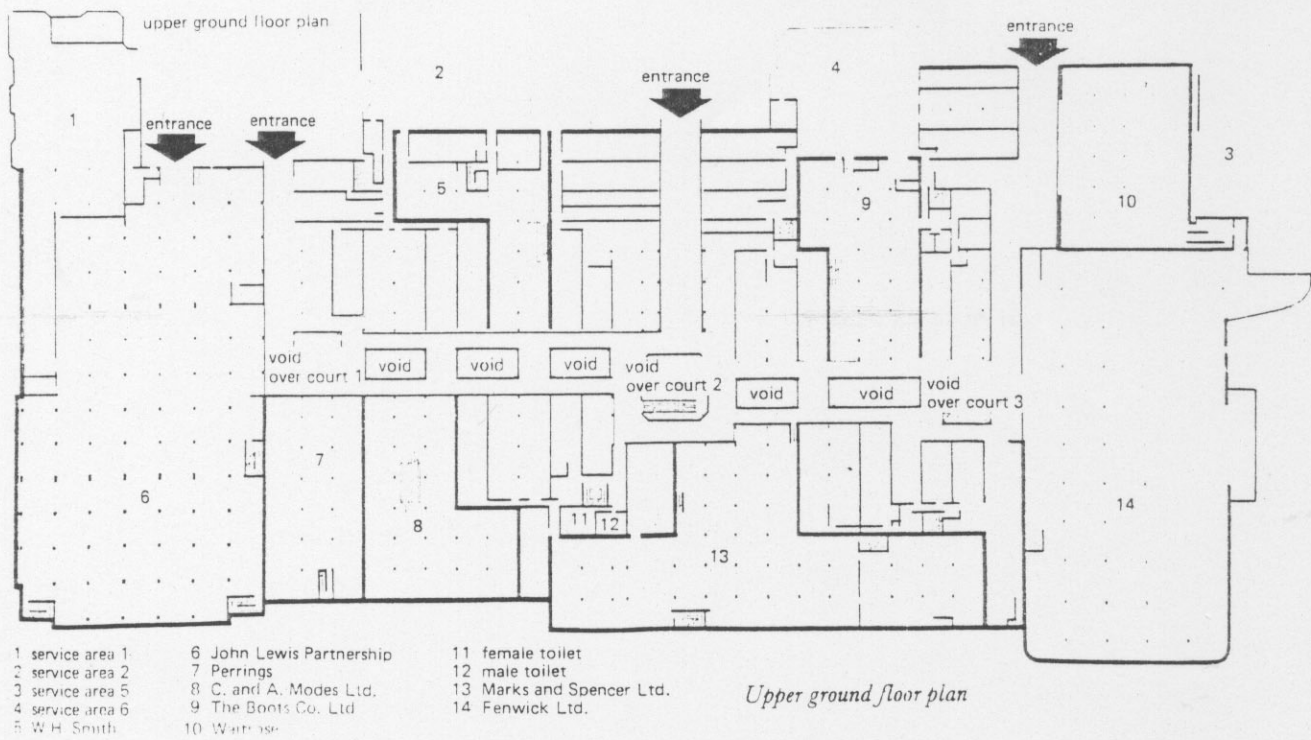
- 1 shops  
 2 railway ventilation shaft  
 3 flats  
 4 planting  
 5 escalators to ground floor  
 6 shopping  
 7 shopping centre management







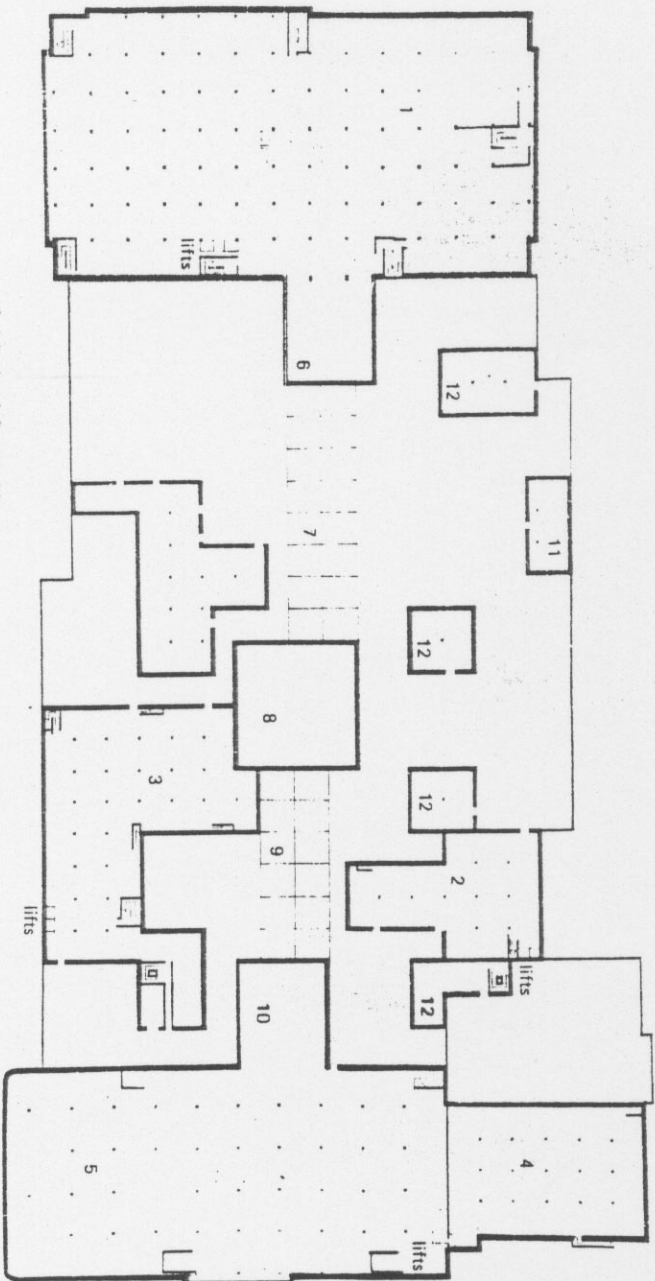
Lower ground floor plan



Upper ground floor plan

Main wall widths 10 m ground floor and 15 m 1st floor. Structural grid 7.5 m x 7.5 m RC construction

Brent Cross, London



- 1 John Lewis Partners' shop
- 2 The Boots Co. Ltd.
- 3 Marks and Spencer Ltd.
- 4 Waitrose
- 5 Fenwick Ltd.
- 6 glazed skylight over court 1
- 7 glazed skylight over mall
- 8 glazed skylight over court 2
- 9 glazed skylight over mall
- 10 glazed skylight over court 3
- 11 W.H. Smith's plant room
- 12 plant rooms

Second floor plan



## ARNDALE C Manchester

**Architects:** Sir Hu

**Developers:** Town

**with Manchester**

**Managed by:** Town

**Hams, Centre M**

**Area: 111 000 m<sup>2</sup>**

**(shops)**

**Enclosed: Multi**

**pling levels; 1800**

**tion.**

**Opened 1976.**

**Reference:**

**Developer's Rep**

Urban develop  
and south of two  
by enclosed shop  
bus station white  
day).

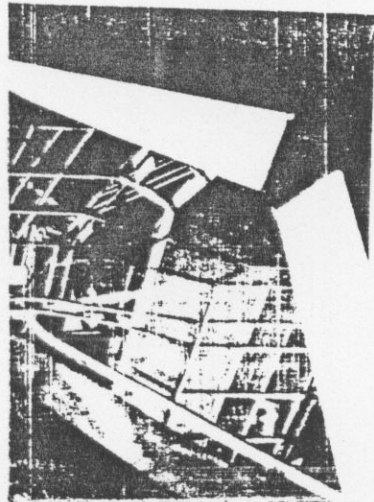
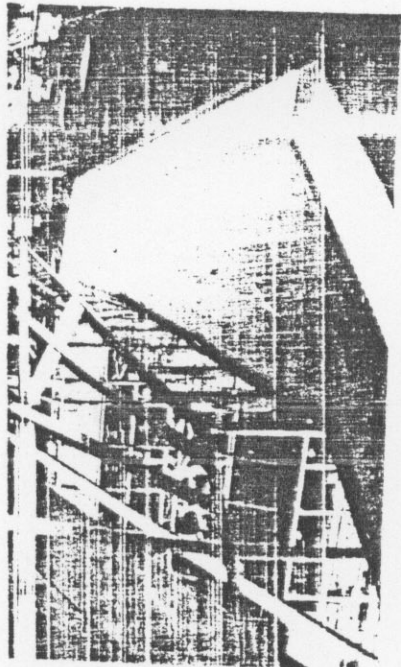
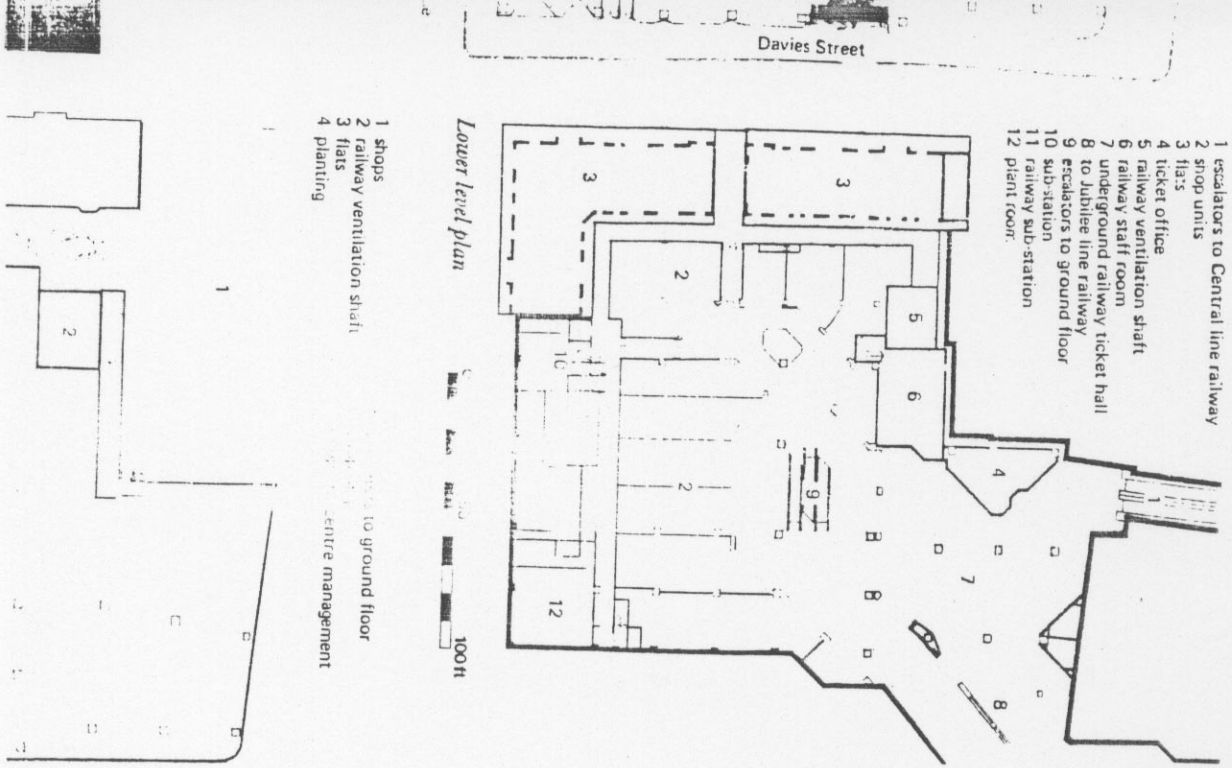
This is perhaps  
developments as  
workmanlike, be  
externally.

There is a bas  
floors - an under  
car park.

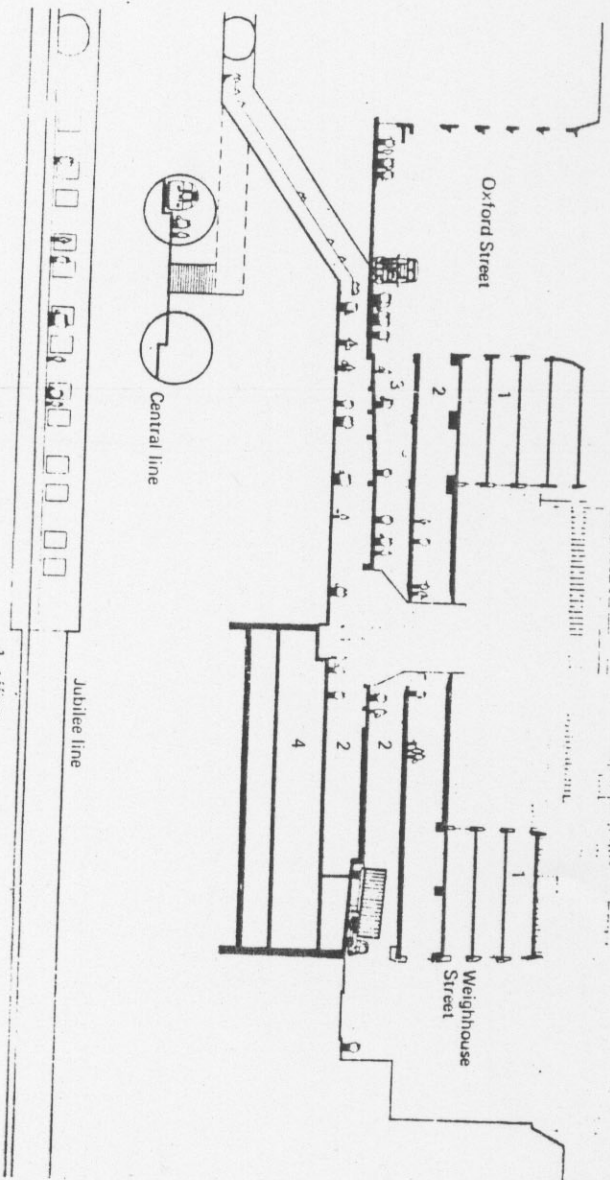
The tenant m  
regeneration intr  
down to the Man

Malls are air d  
chilled water, is  
for air condition  
roof.

Communal to  
There is no tra



Section 1 supported structure is supported on specially designed structure to be grouted into design of the tube station



- 14. Signboard Sketch
- 15. 3D-Clock Sketch
- 16. Mall Sketch

سنگین سبک

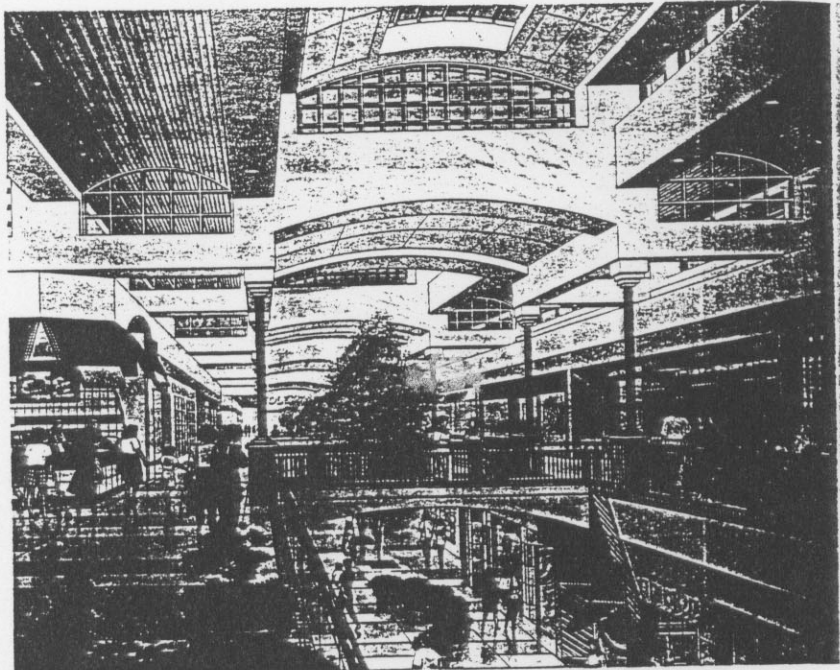


BY McBride Co.

14



15



16

سنگین سبک

**LAKELINE MALL FACT SHEET**

Address : 13492 Research Blvd., Austin, Texas 78750

Developer/Owner : Simon Property Group  
 Architect/Interior Design : William Graves Architects

Entertainment Area Design : The McBride Company

Completion date : August 1995

Total Area of Site : 105,000m<sup>2</sup>

Gross Leasable Area : 86,225m<sup>2</sup>

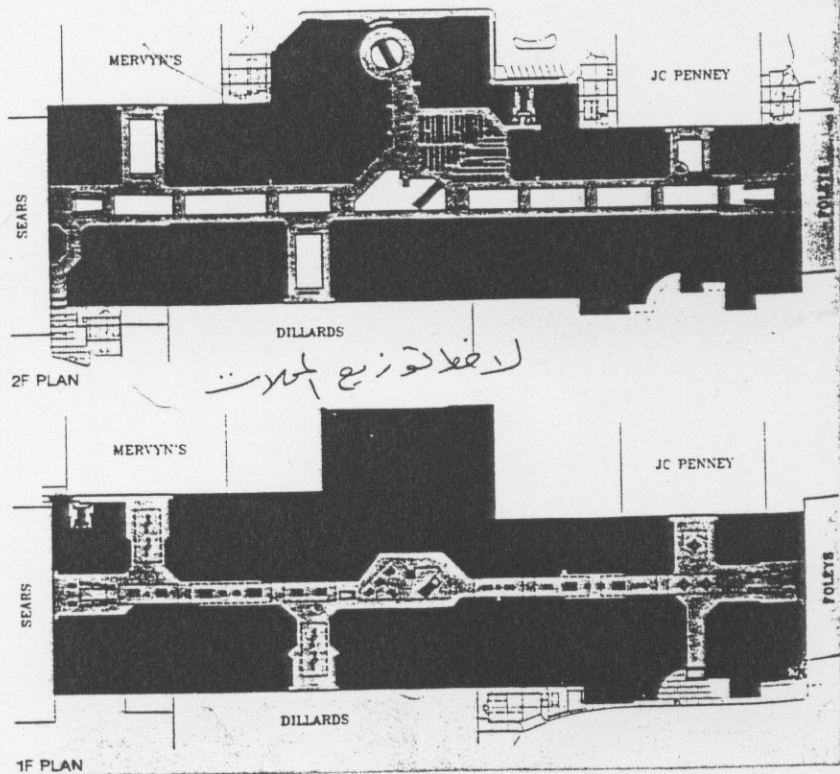
Food Court Area : 605 m<sup>2</sup>

Number of Stores : 125

Anchor/Key Tenant : Sears, Mervyn's, JC Penney, Foley's, Dillard's

Number of Parking Space : 4,650

Photos : William Graves Architects



# Petaluma Gateway Center

ADDRESS: Lakeville Highway and Caulfield  
Petaluma, CA 94952

DEVELOPER/OWNER: Keenan and Bariteau  
Palo Alto, CA

ARCHITECT DESIGNER: SGPA Architecture and Planning  
San Francisco, CA

TYPE OF CENTER/LOCATION: Neighborhood  
Center/Suburban

NEW RENOVATION: New Center  
COMPLETION DATE: August 1989  
GROSS SIZE OF CENTER: 84,673 sq. ft.  
GROSS LEASABLE AREA: 84,673 sq. ft.  
NUMBER OF PARKING SPACES: 313  
TOTAL ACREAGE OF SITE: 7 acres  
PRIMARY TRADE AREA POPULATION: 21,000  
SECONDARY TRADE AREA POPULATION: 55,000

## MALL TENANT RENTS AND SALES (EXCLUDING DEPARTMENT STORES)

Average Minimum Rent Per Square Foot: \$1.40  
Average Tenant Allowance Per Square Foot: \$0  
First Full Year of Operation: August 1989 - August 1990  
Total Mall Tenant Sales for First Full Year: N/A  
Amount of Square Footage Unoccupied at Opening:  
8,000 sq.ft.

## MAJOR TENANTS:

Lucky Supermarket, McDonalds, Major Video

**P**ETALUMA GATEWAY CENTER, a 1991 ICSC Shopping Center Design and Development Certificate of Merit winner, was designed as a neighborhood center with a main street atmosphere, reminiscent of the historic Petaluma Central Business District. By using various materials, detailing, site furnishings, lighting fixtures, and landscape treatments, Petaluma Gateway's design creates a place, says the developer, where the shopping experience is similar to that in the restored historic district.

The variety of storefront designs provides unique tenant identification and relates to the community's overall character. By reflecting the community's rich architectural heritage, Petaluma Gateway has been developed into a successful retail center which serves the surrounding community's needs.

The building site of this project was an extremely difficult right-triangle shape with one angle missing and another angle dissected by an adjacent rectangular lot. Despite this awkward site geometry, the design resulted in 83,000 sq. ft. of retail space, including a Lucky store, and a main-street-like variety of shop fronts, canopies, and parapets, with a 2.5 to 1 site/building ratio. Flexible site planning and attention to the site's market feasibility resulted in this easily-accessible and enjoyable retail center.

The primary goal of building Petaluma Center, says the developer, was to create a successful community center that would serve the surrounding areas' diverse retail needs. The project is located in a transitional area of Petaluma, adjacent to commercial office and light industrial uses, and across the freeway from a residential area.



Another key challenge was to fulfill the City of Petaluma's objective of creating a new, upscale gateway to their evolving and improving historic central business district. Located on the Lakeville Highway, Petaluma Gateway Center's close proximity to the 101 Freeway serves as the natural entrance to the area.

The center's site plan allows for easy access and prominent tenant identification. Attention to a well-balanced tenant mix focuses on neighborhood convenience and service retailers who benefit from both pedestrian as well as steady vehicular traffic.

# Galleria London

**ADDRESS:** 355 Wellington Street  
London, Ontario, Canada

**DEVELOPER/OWNER:** Campeau Corporation  
Toronto

**ARCHITECT/DESIGNER:** Crang & Boake, Inc.  
Toronto

**TYPE OF CENTER/LOCATION:** Regional Fashion/Urban

**NEW/RENOVATION:** Expansion and renovation

**COMPLETION DATE:** August 1989

**GROSS SIZE OF CENTER:** 964,058 sq. ft.

**GROSS LEASABLE AREA:** 776,000 sq. ft.

**NUMBER OF PARKING SPACES:** 1,600

**TOTAL ACREAGE OF SITE:** 9 acres

**PRIMARY TRADE AREA POPULATION:** 351,300

**SECONDARY TRADE AREA POPULATION:** 332,000

**MALL TENANT RENTS AND SALES**  
(EXCLUDING DEPARTMENT STORES)

**Average Minimum Rent Per Square Foot:** \$38.75

**Average Overage Rent as a Percent of Sales:** N/A

**Average Tenant Allowance Per Square Foot:** \$21.30

**Average Length of Term of Tenant Lease:** 10 years

**First Full Year of Operation:** 8/16/89-8/16/90

**Total Mall Tenant Sales for First Full Year:** N/A

**Amount of Square Footage Open for First Full Year:**  
776,000 sq.ft.

**Average Mall Tenant Sales Per Square Foot:** \$400 per  
sq.ft.

**MAJOR TENANTS:**

The Bay, Eaton's, Woolworth jr., Marks & Spencer jr.

WHEN IT OPENED in 1960 as the 399,000 sq. ft. Wellington Square, this mall was one of North America's first enclosed, climate-controlled shopping centers. With the addition of nearly 400,000 sq. ft. in 1989, bringing the total retail inventory to more than 175 stores and businesses, the project, now called Galleria London, is one of southwestern Ontario's largest urban shopping center.

The new center, a 1990 ICSC Design and Development Award winner, covers some two city blocks in the heart of London and included two second-floor retail sections suspended directly over a primary, four lane boulevard. The center's entire second floor is now connected via two skylighted bridges that present what the developer describes as a "seamless continuation of the retail space inside and a clear exterior link between both blocks."

Huge vaulted skylights along the east/west axes of the two halves enhance the image of Galleria London while three central courts provide gathering and reference points at key interior spots.

The decision to expand and renovate this property stemmed from two major factors. Although the center was a notable retail presence in downtown London through the 1960s and 1970s it lost the necessary massing and retail variety that would help it maintain its position as the city grew in volume and dimension around it. Additionally, London's population grew at a dramatic rate in the 1980s spreading outward into satellite communities. As suburban malls sprang up to serve these new and growing markets, residents had less reason to shop for the same goods downtown.

To recapture the center's target shoppers, it

became imperative that the center undergo a dramatic revitalization that was in tune to the changing customer base. Campeau was encouraged by city government—looking to revitalize the downtown core—to create a large, integrated retail mall to re-focus the city's economic and social center.

The original single level building contained just 55 stores in nearly 400,000 square feet including anchor tenant, Eaton's, in a five-level building and a 10,000 sq. ft. Woolworth. Rooftop parking provided 330 spaces. A lower-level food court was added in 1983 and the center was renamed London Eaton Square. But after 25 years, the building was clearly "tired" and in need of more than a facelift, despite tenant improvements and regular repairs to public spaces. Tenants felt they had little incentive to renovate their spaces. Lighting, access, parking and the ordinariness of the tenant mix had become too outdated to merely be improved. Bold steps had to be taken and the result is the new Galleria London.

Shoppers entering the new facility are met by a myriad of "quality" details. Marble floors, oak handrails, graceful plantings and interior landscaping, and vaulted skylights make for a special atmosphere. The creative use of open space as a design element helps unify the large interior areas of this project.

To help generate a sense of interaction between the center and the surrounding retail and pedestrian areas, much of the ground-floor retail space faces out onto the two major north/south streets. Food facilities have been relocated to corners and restaurants have been encouraged to move tables onto adjacent sidewalks during warm weather.

# Eden Prairie Center

ADDRESS: 8251 Flying Cloud Drive  
Eden Prairie, MN 55344

DEVELOPER/OWNER: Homart Development Company  
Chicago, IL

ARCHITECT DESIGNER: Johnson, Reis and Associates  
Minneapolis, MN

TYPE OF CENTER/LOCATION: Regional Center/Suburban

NEW/RENOVATION: Renovation

COMPLETION DATE: December 1989

GROSS SIZE OF CENTER: 767,000 sq. ft.

GROSS LEASABLE AREA: 326,000 sq. ft.

NUMBER OF PARKING SPACES: 5,682

TOTAL ACREAGE OF SITE: 114 acres

PRIMARY TRADE AREA POPULATION: 116,777

SECONDARY TRADE AREA POPULATION: 250,000

## MALL TENANT RENTS AND SALES

(EXCLUDING DEPARTMENT STORES)

Average Minimum Rent Per Square Foot: \$15.47

Average Tenant Allowance Per Square Foot: \$29.94

First Full Year of Operation: 12/89 - 12/90

Total Tenant Sales Per sq. ft. for First Full Year: \$185

Square Footage Unoccupied at Opening: 113,284

## MAJOR TENANTS:

Carson Pirie Scott, Sears, Target

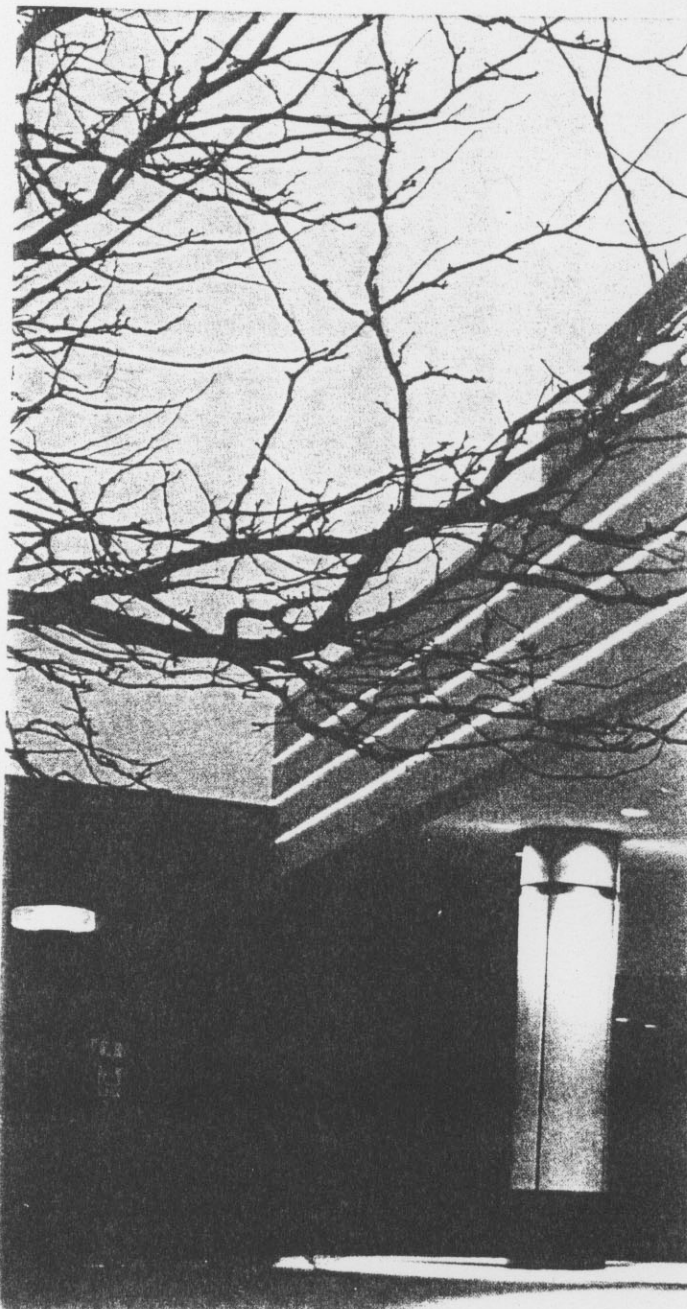
EDEN PRAIRIE CENTER opened in 1976 in an immature market without the area's dominant department store and quickly developed a bad reputation among retailers and consumers. Space occupied by fashion retailers was less than 50 percent of the developer's typical mall average. More the half of the existing shops in the realm of women's apparel carried low-end merchandise which did not fit the shopper's profile. There were no women's shoe stores, jewelry was less than one percent of the center's GLA and food made up 5.5 percent of the mall.

The public's perception of the center was that there was no real merchandise selection. Potential shoppers had no good reason to visit the mall.

As the City of Eden Prairie began experiencing rapid growth during the late 1980s and into the 1990s, population increased by some 10 percent with households growing by 9 percent. In response to this population increase, the developer made a decision to inject a strong financial commitment into the center and planned to reposition the mall in a new and positive direction.

A program called "Fast Forward" was established to create additional value for the developer by transforming the center into a successful regional mall. Key ingredients included renovation, new tenants, early renewals of existing tenants, and marketing.

Problems with the physical plant at Eden Prairie dealt with design flaws that affected visibility and accessibility as well as the problems reflected by age and wear on the twelve year old property. Access problems existed because of poor escalator placement and the use of ramps in the center court instead of an elevator and stairwells in the end courts.

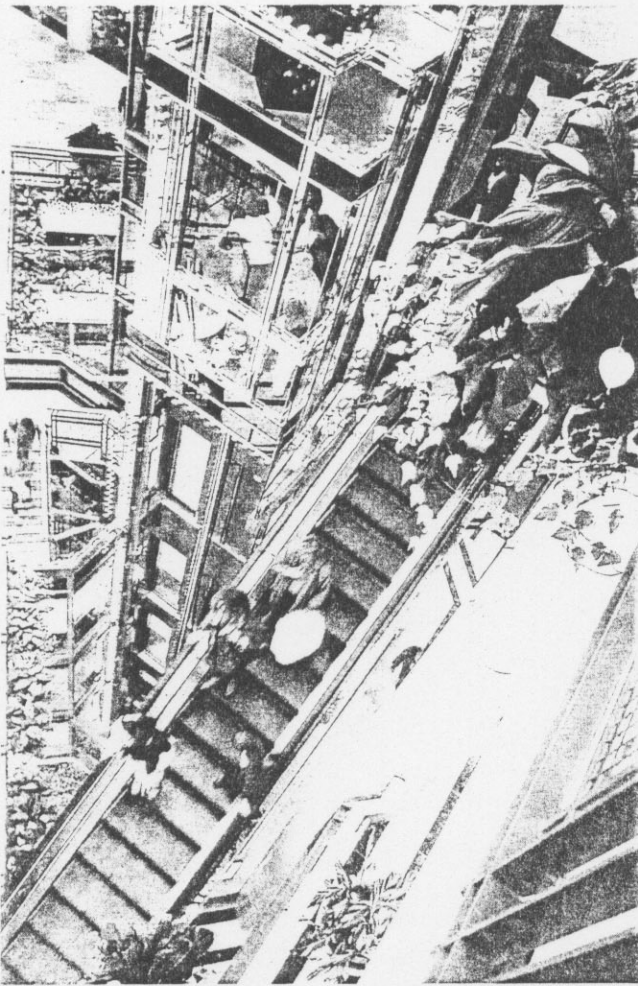






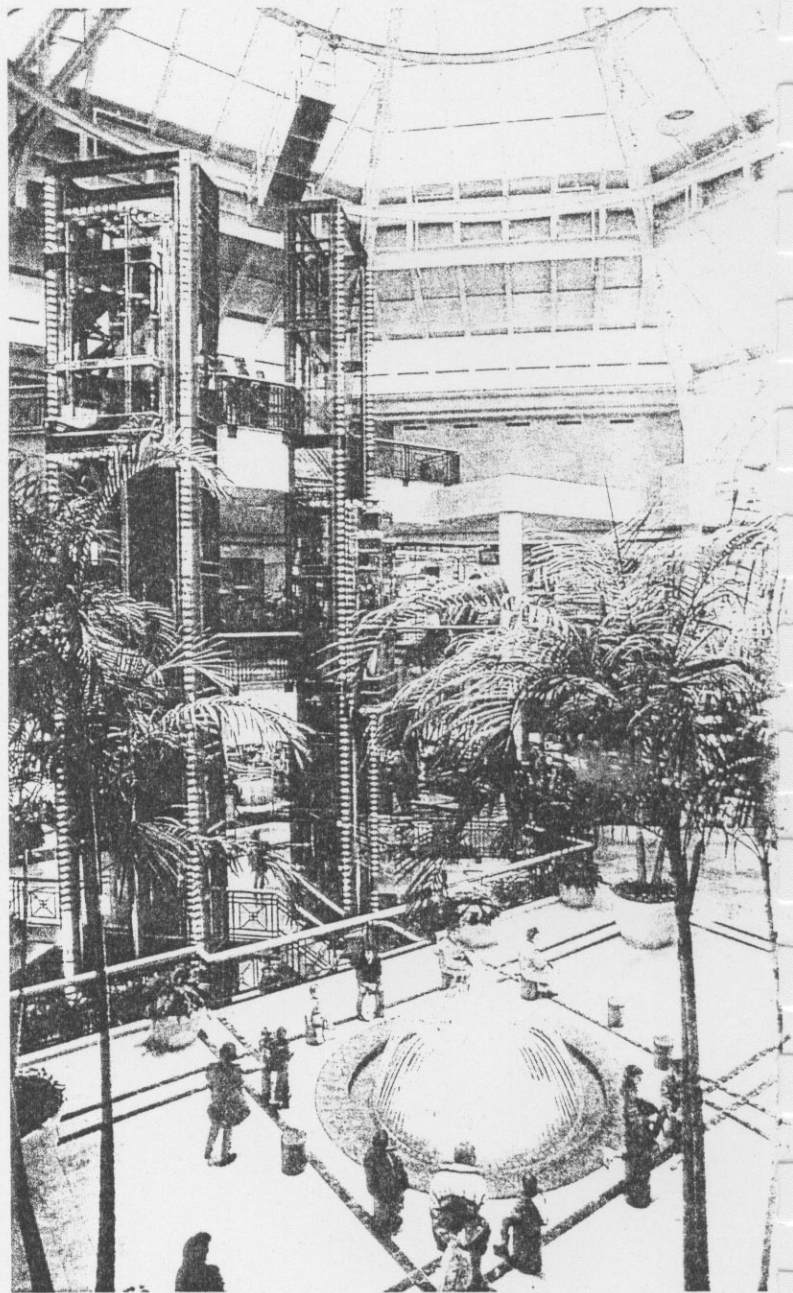
Additional renovations included a new lighting design and the installation of a delicate ornamental rail that recalls the pattern of the floor medallions and features a polished stainless steel cap and accenting.





Underground parking areas were designed to have direct visual access to the inside of the center so drivers entering the garage could know immediately where they are in relation to the mall at all times. Glassed in parking floors are lighted by overhead lighting and by natural light coming from the mall's grand skylights during the day, and the mall's collective nighttime lighting after dark.

In all, Campeau spent \$150 million on this renovation and expansion and plans to invest another \$80 million in a phase II segment that will add an office tower and third retail level.





Key points of the renovation include the reconfiguration of the mall resulting in the simplification of circulation patterns. Vertical transportation was improved providing easier, more convenient and better distribution of traffic to the center's third level. Some key tenants were relocated and a new merchandise mix was created.

The center became an aesthetically more appealing place to visit and to shop.

# Pacific Centre

**ADDRESS:** 700 West Georgia Street  
Vancouver, British Columbia V7Y 1A1

**DEVELOPER/OWNER:** Cadillac Fairview Corp./T. Eaton Co./  
Toronto-Dominion Bank  
Toronto, Ontario

**ARCHITECT/DESIGNER:** Zeidler Roberts Partnership/Musson  
Cattell Mackie Partnership  
Toronto, Ontario

**TYPE OF CENTER/LOCATION:** Multi-Use Center/ Urban CBD

**NEW/RENOVATION:** Expansion and renovation

**COMPLETION DATE:** March 1989

**GROSS SIZE OF CENTER:** 2.3 million sq. ft.

**GROSS LEASABLE AREA:** 953,000 sq. ft.

**NUMBER OF PARKING SPACES:** 1,900

**TOTAL ACREAGE OF SITE:** 7.6 acres

**PRIMARY TRADE AREA POPULATION:** 480,000

**SECONDARY TRADE AREA POPULATION:** 455,000

## **MALL TENANT RENTS AND SALES** (EXCLUDING DEPARTMENT STORES)

**Average Minimum Rent Per Square Foot:** \$55

**Average Overage Rent as a Percent of Sales:** N/A

**Average Tenant Allowance Per Square Foot:** N/A

**Average Length of Term of Tenant Lease:** 8 years

**First Full Year of Operation:** March 1989 - March 1990

**Total Mall Tenant Sales for First Full Year:** \$94,182

**Square Footage Open for First Full Year:** N/A

**Average Mall Tenant Sales Per Square Foot:** N/A

## **MAJOR TENANTS:**

Eaton's department store, Holt Renfrew fashion department store

**T**HE FIRST PHASE of this retail mall, completed in 1975, consisted of two levels with 120 stores anchored by Eaton's department store. Since its development, Pacific Centre has been—along with three office towers and a 430-room hotel—the central focus of a two block complex in downtown Vancouver.

Since renovation and expansion of the original property, Pacific Centre—a 1990 ICSC Shopping Center Award certificate of merit winner—comprises a three-level galleria with 79 store around a central atrium and fountain.

The retail component is situated on top of a three-level underground parking garage and truck dock and an 18-story office building has been constructed over the project. Retail levels are connected via escalators and are tied into the original mall by a cross-street skywalk and a below-street corridor.

Pacific Centre, as the downtown retail destination for a metropolitan area population of 1.4 million, has long been one of the most productive shopping centers in Canada with tenant sales averaging around \$575 per square foot. The center's owners had assembled a site on an adjacent block, with the intention of eventual expansion as warranted by the growth of the Vancouver retail market. The expansion possibility was held in reserve if and when the center needed to solidify its competitive edge.

In keeping with architectural trends since the design of the original mall in the early 1970s, and to stay within approval guidelines established by the City of Vancouver for new development, the owner decided that expansion should provide a major architectural upgrade for Pacific Centre, an enhancement that would have a major impact on updating public perception of the mall.

The renovation and expansion of Pacific Centre did not come a position of distress. The property had been maintained in superb physical condition, it was fully leased, and it enjoyed a strong demand from retailers for any space that became available. The center was maintaining a solid growth record in sales. Its primary drawbacks were a large indoor presentation or feature area and the fact that there was very little natural light coming into the center.

The expansion enable the owner to provide the missing amenities such as a large skylit feature presentation area, a new food court—located in the mall's atrium—that is larger and brighter than its predecessor. In addition, the mall's merchandise mix was increased significantly via the addition of new stores and categories. With the renovation and expansion came the opportunity to move tenants to new locations in the older mall and the expansion. Traffic flow was refined and tenants were provided with new storefronts and fixturing to freshen their image and merchandise presentation.. The expansion also coincided with the upgrading of public space beside the older mall with an enclosed glassed rotunda on one block and a redesigned outdoor plaza on the other.

Pacific Centre demonstrates the successful expansion of a 15-year-old, successful and established urban mall that already maintained a high profile as a downtown fashion shopping destination in its metropolitan area. The strength of this property has been increased and capitalized upon for tenant and landlord alike. The expansion atrium provides an anchor for one end of the linear mall balanced by the Eaton's department store at the other. On the outside, Pacific Centre enhances its surroundings and fits into the guidelines and municipal requirements for the integration of several historic facades into the new building.

# City Square

**ADDRESS:** 55 West 12th Avenue  
Vancouver, British Columbia V5Z 3Z7

**DEVELOPER/OWNER:** Pan Pacific Development Company  
Vancouver, BC

**ARCHITECT/DESIGNER:** Paul Merrick Architects Ltd.  
Vancouver, BC

**TYPE OF CENTER/LOCATION:** Multi-use, urban center

**NEW/RENOVATION:** New development

**COMPLETION DATE:** August 1989

**GROSS SIZE OF CENTER:** 199,506

**GROSS LEASABLE AREA:** 150,439

**NUMBER OF PARKING SPACES:** 684 (three levels  
underground)

**TOTAL ACREAGE OF SITE:** 3.4 acres

**PRIMARY TRADE AREA POPULATION:** 37,000

**SECONDARY TRADE AREA POPULATION:** 65,000

## **MALL TENANT RENTS AND SALES**

*(EXCLUDING DEPARTMENT STORES)*

**Average Minimum Rent per square foot:** \$37

**Average Overage Rent as a Percent of Sales:** 5-8%

**Average Tenant Allowance Per Square Foot:** \$30

**Average Length of Term of Tenant Lease:** 5-10 years

**First Full Year of Operation:** 8/16/89 - 8/15/90

**Total Mall Tenant Sales for First Full Year:** n/a

**Amount of Square Footage Open for First Full Year:** n/a

**Average Mall Tenant Sales Per Square Foot:** n/a

## **MAJOR TENANTS:**

Safeway, Fitness World, Kirin Seafood restaurant

**C**ITY SQUARE is a mixed-use project developed within the facade of a landmark building situated directly across from the Vancouver city hall. This ICSC Design and Development Award winner comprises some 150,000 square feet of retail space on two levels and offices on five levels, with the entire complex is serviced by three levels of underground parking.

Four separate buildings make up the project: two early 20th century granite-faced structures (former school buildings) and two newly constructed 7-story towers. With the first two levels of each building dedicated to retail, all four structures are connected via a three story glass enclosure which creates an outdoor street walk between retail entities while maintaining a comfortable environment year-round.

During the construction phase, the facades of the school buildings were kept intact, while the interior slabs and complete interior structure was replaced. These buildings were eventually restored to their original architectural state through the restoration of slate roofs, copper cupolas, and stained glass windows. As a result, the design of the two towers helped blend the old and the new, creating a turn-of-the-century theme for the entire project.

The City of Vancouver provided compensation to the developer through a "bonus" in terms of permitted buildable square footage to allow for the heavy cost of preserving the school buildings. These structures provide the architectural foundation for City Square. Originally built as teacher training facilities, these Class "A" heritage

landmarks were focal points for the initial discussion with architectural firms in designing a new facility.

Interior design was a major focus, with the provision of a mall and street front design concept to include a unique banner program which is the feature of the upper mall level. The tradition of the heritage sites which line the interior and exterior of the center are tied in to the new glass, granite, and marble features. Old fashioned lamp posts, heritage panels attached to upper mall railings, terra cotta flower planters, etched glass door entries and specialized store fronts all help create an attractive and stimulating environment for shoppers.

For retail considerations, City Square takes advantage of a residential boom in the immediate market area, thus providing a critical mass for evening and weekend shopping. It also prospers from a dense population of office workers and the high visibility provided by the 80,000+ vehicles that daily pass through the main intersection where City Square is located.

Because City Square was developed with a focus on visual design and attention to detail, say its developer, it has achieved its initial goal of being a profitable regional center located in a rather unique environment. And the physical integration of two restored "heritage" buildings into an architectural design of a block-long glass atrium setting coupled with the new 7-story towers, presents a notable structure. The "outdoor" feeling of an enclosed mall has been a plus.

# The Olympia

**ADDRESS:** Towne Center  
East Kilbride, Scotland

**DEVELOPER/OWNER:** East Kilbride Development Corp.

**EAST KILBRIDE, SCOTLAND Architect/Designer:**

**BUILDING DESIGN PARTNERSHIP** Glasgow, Scotland

**TYPE OF CENTER/LOCATION:** Two-level Multi Use/Urban  
(Not CBD)

**NEW/RENOVATION:** New Project

**COMPLETION DATE:** December 1989

**GROSS SIZE OF CENTER:** 339,532 sq. ft.

**GROSS LEASABLE AREA:** 272,875 sq. ft.

**NUMBER OF PARKING SPACES:** 1,560

**TOTAL ACREAGE OF SITE:** 9.4 acres

**PRIMARY TRADE AREA POPULATION:** 636,000

**SECONDARY TRADE AREA POPULATION:** 1.5 million

**MALL TENANT RENTS AND SALES**  
(EXCLUDING DEPARTMENT STORES)

**Average Minimum Rent Per Square Foot:** \$34  
**Average Tenant Allowance Per Square Foot:** \$4.27  
**First Full Year of Operation:** December 1989 - December 1990  
**Total Mall Tenant Sales for First Full Year:** N/A  
**Amount of Square Footage Unoccupied at Opening:** 44,150 sq. ft.

**MAJOR TENANTS:**  
Safeway, C&A Fashions, ETAM

**T**HE OLYMPIA is Britain's first fully integrated shopping and leisure center. The project comprises a shopping element with three anchors and 31 smaller retailers covering some 176,000 sq. ft. An existing arcade was refurbished and linked to the new development to provide a covered pedestrian circulation system through the town center.

A leisure element of the project includes an ice rink, videowall, multi-screen cinema, library, night club, food court, and a variety of restaurants and bars. The entire development is supported by a 1,560 space parking garage connecting into both ground and first floor levels.

Vertical circulation for the center is provided by escalators with separate elevator from the upper levels to a car parking area directly into the supermarket anchor. The project's focal point is the ice skating rink located at the center of The Olympia's prime shopping mall. The rink provides skating and curling and gives food court customers a clear view of activities on the ice from morning to night.

The leisure component of the center was a critical element of this project because the developer was committed to providing more than just 9 to 5 shopping for the East Kilbride town center.

The primary development challenge of the project was to integrate The Olympia into the existing town center within a very limited site bounded on all sides by an access road and other physical features and to overcome level differentials between the site and the existing town center. The site area constraints and commercial objectives, says the developer, has resulted in a particularly intensive and economic use of the site.

To address the constraints, a raked central mall was incorporated at an optimum gradient of 1-in-30. This allowed the introduction of basement areas to a large number of the shops optimising a glass floor area. An upper floor level was incorporated in the vicinity of the ice rink to accommodate the leisure facilities and to seek optimum integration into the three-story ice hall which, at 60-feet high and 75-feet wide, provides an impressive focal point for the whole scheme.

The rink surface is one meter below the mall level and apart from giving an excellent view across the ice, this "cold sink" together with a three foot high toughened glass balustrade assists a sophisticated environmental system which contains the temperature differential between the ice, shopping mall, and food court.

When planning this development, those involved were convinced that a mix of shopping and leisure facilities was essential in creating the vibrant community focus associated with traditional town centers and lacking in many new towns throughout the United Kingdom. Achieving such an objective would also consolidate the role of East Kilbride as a sub-regional shopping center and enhance its market potential.

A further objective was to strengthen the attractiveness of East Kilbride as a center for industrial and commercial investment. The Development Corporation wanted to achieve full integration of a range of leisure facilities on a commercial basis and at no cost to the community. It also sought to expand the usage of the town center beyond the regular shopping hours and so further enhance its role as a focal point for the community.