# An Investigation of Shopping Mall Design Requirements

**AIM OF THE RESEARCH**

Provide insights on mall design requirements.

**METHODOLOGY**

Data collected from the interviews performed with a leading international organization that mainly focuses on managing shopping centers within the context of Turkiye.

- ❑ Semi structured interviews with key personnel
- ❑ Recorded and transcribed interviews
- ❑ Analysis of collected data using MAXQDA

Aim of the Research

**INVESTIGATE**
Design requirements

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**IDENTIFY**
Rules for design

→

**AUTOMATE**
Use developed rules to create/ query design

Future Research

**MAIN RESEARCH FINDINGS**

**Location**

- ❑ Accessibility
- ❑ Population density
- ❑ Demography in the area (specially within five - fifteen minutes)
- ❑ Shape and size of a potential lot
- ❑ Building restrictions in the area
- ❑ Building uses in close proximity



5min.

15min.

Being on the right transportation axes is essential when deciding on location. Need to understand demography specially within five - fifteen minutes distance.

**Shop and Brand Mix**

Mall specific shop mix defines a mall. Spaces in the mall are rented, and later managed according to the shop mix.

Important stage in design is deciding what brands should be in the mall and which stores should be assigned to these brands.

Good location to attract more brands.

Need a homogeneous brand mix to attract the group of customers to satisfy the brands.

The brands that will be in the mall are important for the tenants.
- ❑ Some brands may agree to come only if a certain brand is also included.
- ❑ Brands want to work near other brands that can create synergy and improve sales.

Ideal store placement: A store's location within the mall should enable reaching the targeted consumer group.

The mall needs to have good turnover.

An architecture that fits: Retail specific design requirements etc.

**Design**

"Up-to-date design": if the mall will be opened in three years, the design should still be appealing three years later.

Quality of space: Designing an environment that "feels good". Need space to "move freely", to walk around "comfortably".

Design according to target consumer profile: i.e. selection between dark expensive floor material versus easily maintained cheaper surfaces.

Design of service spaces: Receiving areas, lifts for loads and spaces in between, parking design, accessibility, clearance between columns, circular ramps, service spaces for mall personnel.

Designing circulation: i.e. relationships between stairs and elevators.

Placement and proximity of food and theatre spaces.

Beware of blind spots, dark corridors, areas that make people feel cramped.

Avoid going up too much: Spaces on upper floors on multistory malls.

**Design (cont'd)**

Plans that are easily understood: to walk around comfortably, to access washrooms and to use vertical circulation easily.

Spacious parking lot.

Comply with regulations, laws, and standards for accessibility, job safety, safety of users, infirmary location etc.

Design that is aligned with the environmental requirements.

Comply tenant specific requirements: HVAC, electrical etc.

Design for operations and maintenance:
- ❑ Affects performance of operational, maintenance, and cleaning activities
- ❑ Need to stay within limits: extreme space heights require equipment for cleaning and maintenance
- ❑ Roof access and need for railings for maintenance
- ❑ Not including all service spaces in the program necessitates changes during operation

**CONCLUSION**

The results and analyses that the shopping malls research will draw in the coming period should be a guide for shopping mall designers. The researchers should continue to see shopping malls as a field of expertise, since the industry still needs it. As the lives of modern people change, the place of the malls for the city life will evolve in terms of needs and spaces. The malls that change in the right direction, or place themselves right would get the fair share of the future volume.

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