

Analysis of the Morphological-Functional Evolution of the Shopping Spaces in Tabriz City*

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ABSTRACT

The transformation of traditional shopping spaces from bazaars and streets to the irregular construction of shopping centers has made "Shopping mall construction" the dominant approach to urban management. Types of shopping spaces are taking over the city without a comprehensive understanding of their formation philosophy and typology. Therefore, this study aims to identify the construction patterns and types of shopping spaces in the city of Tabriz from the beginning until now. The strategy used in this research is logical argumentation, with a typological technique based on a certain theoretical framework. In this regard, the first documentary studies were conducted to determine typological criteria. Then, 40 selected shopping centers in the city were analyzed as case studies considering two morphological and functional components. A diagram of the composition of the construction patterns for each type was drawn and finally, a typological diagram of shopping spaces was presented. According to the results, this research identifies two patterns of "Commercial Pedestrian" and "Commercial Street" as the main construction patterns. In the evolutionary process of shopping spaces, six other construction patterns, including "Arcade", "Underground Development", "Market Bridge", "Shopping Center", "Shopping Plaza", and "Mall" combined with the two main patterns, form nine hybrid types. In addition, the type of independent malls that are the product of the last decade makes up a total of ten types of shopping spaces. Most types are combined with commercial streets. The most common hybrids include "Commercial Street-Arcade Network" and "Commercial Street-Shopping Center". Technical superiority, scale advantage, network effects, and branding in the type of independent malls have monopolized the production of shopping spaces, however, urban life is more intense in hybrid types than in these types.

Keywords: Typology, Morphology, Functional, Shopping Space, Tabriz.

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1. INTRODUCTION

From initial forms of open marketplaces to pavilions and eventually the covered markets, a very interesting tale of spaces evolved in different areas of the world (Tahseen and Ahmed 2020, 112). At first, markets were a space for the production, supply, and exchange of commodities but social functions were added to them by the passage of time. However, commercial and economic aspects of marketplaces became substantial after entering the industrial era and modern world. Commercialization trends and implications caused by increased new shopping spaces changed the shape of the urban landscape (Karrholm and Nylund 2011, 1044). The issue appears when historical and local identity is exposed to risk due to the prevalence of regulatory frameworks, homogenization, and internationalization of shopping spaces. Many emerging shopping centers are threats to public urban life (Rao 2020, 1). The weakened role of the city center rather than suburbs, the less prosperous neighborhood stores compared to the growth of mega-projects out of the town, and the devaluation of useful places in favor of the attractive shopping spaces are shared in the cities with different positions (Cachinho 2014, 131). Contemporary shopping places have emerged as a closed box regardless of this point that urban fabric unity is disturbed when shopping place appears (Moazemi 2018, 1).

Limitations in spatial development, increasing population, the rising price of land, and excessive consumerization of society have led to the construction of malls in recent decades (Habibi and Mahmoodi 2017, 52). Because the development of malls highly depends on the will of the private sector's investors along with licenses issued by the government or organizations, it can be stated that the main purpose of construction and development of such spaces is just to gain profit, so other functions of the space will be influenced by this purpose (Izadpanah and Habibi 2019, 38). The transformation of traditional shopping spaces from bazaars and streets to irregular construction of shopping centers has made "shopping mall construction" the dominant approach to urban development in the recent decade in Tabriz. Commercial complexes with different sizes and forms everywhere are taking over the city. We do not have sufficient information about both formation philosophy and typological dimensions of commercial types. Unlike various typologies for the classification of shopping or commercial spaces presented by international organizations, effective dimensions, and indicators have not been identified in Iran despite the increasing trend of construction of such types. Therefore, comprehensive information about shopping centers must be obtained. This attention must not just be paid to the short-term current period but its evolutionary trend through time should be considered. Analysis of types and tracking the history

of shopping space development provide the field for reaching a suitable construction pattern based on the identity and cultural contexts of Tabriz. Therefore, this study aims to identify construction patterns and shaped types of shopping spaces in Tabriz from the beginning until now. In this regard, the main question of the study is: what are identifiable types of shopping spaces in Tabriz?

2. THEORETICAL FOUNDATIONS

It is necessary to review the evolution of shopping centers in the world regarding the nature of the research topic. The typology of shopping centers from the view of scholars is reviewed in the next step.

2.1 Evolution of Shopping Centers in the World

In the absence of money at the beginning, commodity exchange was done in every place and time, while people transferred this transactional activity to certain areas such as bazaars through the evolution process (Micu 2018, 164). The first known functional measures for buying or selling products include "open markets" or temporary booths (Guedes 1979, 111). Mc Morrough mentions evidence of the first shopping activity with physical enclosure going back to markets in ancient Greek located in Agora (Tahseen and Ahmed 2020, 112). In ancient Rome, people engaged in trading on the first floors of *Insula* buildings in addition to the *HOR* super of that time, while the main focus was around the city plaza or forum. As the main reasons for the advent of medieval cities, trade facilities were provided in several ways in these cities; first, open space for the market; second, commercial area in the wider part of the main street of the city. Zucker names two other commercial spaces in the cities with natural growth; horizontal expansion of the main street and a plaza or square next to the city gate (Morris 2021, 70, 109). In addition to the first markets that were irregular, some buildings with joint uses were gradually created to control trade and manage the city. These buildings combined a "market hall" on the ground floor and a city hall on the upper floor. In the 16th century, across Europe, new market halls were built as large linear structures covering long nave-like spaces with side aisles forming collections of shops and stalls (Jahawi 2015, 16). The advent of the store or shop concept is one of the significant steps in the transition from medieval commercial centers to modern collections. The first row of shops with closed fronts and shop windows emerged in the late 17th century in the Netherlands. The modern commercial centers are rooted in times when citizens living in the cities tried to organize various commercial uses in large construction complexes. This process continued until the late 18th century in Paris where, the typology of "arcade" or gallery appeared through roofing commercial streets and spread over the world within a relatively short time (Afshar Naderi 2007, 13).

Entrance to the era of industry and mass production led to the advent of "Department Stores" which were indeed warehouses to keep numerous amounts of commodities in a place and sell them at lower prices to more people (Abdollahzadeh Taraf 2009, 64). In the middle of the 20th century in the UAS, the population rate was increasing and urbanists wanted to avoid the intolerable urban conditions (Coleman 2006, 15). In 1923, "Country Club Plaza" was opened as the first planned and suburban "shopping center" in the USA (Gwyen 2016, 38). After that, the increased use of cars and the growth of new suburbs improved the growth and development of malls (Wall 2005, 25). Mall was a recommendation that was different from previous options in terms of scale; this was an idea of the area surrounded by stores and relevant parking space (Warnaby and Medway 2016, 2), which the public enclosed spaces changed the outdoor space to indoor one, so a new type of urban interior space was shaped (Crawford 2002, 5). In the indoor-oriented design of the mall, the store is collected around the central plaza, and connected to large competitive stores at both ends. This was known as the classic "dumbbell design" encouraging the commutation flow of pedestrians in the space of a mall between two main retail anchors that tried to imitate the livability of large urban streets (Warnaby and Medway 2016, 1). According to a theory that links modern shopping centers to old retail forms, the mall is a global phenomenon rooted in ancient markets in the open space (Micu 2020, 166). The old plaza of the city was indeed replaced with malls (Ng 2003, 450). In the 1970s, malls designed some performances and activities to draw the attention of more consumers to their shopping centers. These new shopping centers were called "festival shopping malls" (Kocaili 2010, 13). Another critical point in the development of shopping malls occurred in the 1980s when, the concept of "mega-mall" became common (Micu 2018, 170). If cathedral stores were described as "cathedrals of consumption" in the first 20th century, this title could be used for malls especially mega malls from the middle of the 20th century forward (Crossick 2019, 14). Moreover, a new form of a shopping mall called "power centers" appeared in the 1980s that included several famous retailers called "big boxes." In the 1990s, the disappearance of mega malls led to the advent of "lifestyle centers" in urban areas. In the early years, the design of shopping centers concentrated on the transactional and economic dimensions. The sale area was expanded by constructing more retail stories inside the building

space, while the construction of non-sale areas was minimized. Afterward, some developers of shopping centers concluded that they could design these centers in a way that more people see these spaces, spend longer time in these centers, and probably spend more money. They considered some places resembling the square of cities where customers could spend time; therefore, shopping centers did not just focus on the sale (Neo and Wing 2005, 26).

The history of commercial spaces in Iran goes back to the original structure of the market. In the Iranian market, various functions have been linked through the ceiling that is against its openness in the West (Falamaki 2006, 85). Urban markets of Iran have indeed covered sidewalks where shops supply their commodities on both sides of it. The streets designed in the Pahlavi Period and the advent of shop streets as the first reflection of modernization in urban spaces changed the function of retail and wholesale in the market (Rahnamaei and Shah Hosseini 2004, 58). Commercial spaces were designed as stores with row-shape on the wall of the street next to each other. This kind of construction emerged to meet the commercial use need and its development (Soltanzadeh 2007, 4). The old fabric in depth became worn out and devaluated. In that era, investors decided on constructing commercial centers to extend the commercial value of the street edge to the depth of construction fabrics around the street. In this lieu, the typology of the arcade was used with the same French term of it. The arcade was a covered passage that occupied a low-width area in the street and penetrated the fabric perpendicular to the street axis. When the share of foreign direct investment is reduced in production, the share of service is increased. Therefore, the size of retail centers was dramatically increased. In this period, shopping centers are appearing that are larger than arcades with a wider geographical range. Most shopping centers have a café-restaurant but do not have other recreational and leisure spaces (Kazemi and Amir-Ebrahimi 2019, 23). The last forms of commercial spaces are commercial collections that are constructed based on the style of American malls that do not provide weaknesses of open and street spaces, such as traffic, pollution, lack of recreational amenities and WCs, insecurity, and lack of diversity and commutation built in suburbs. The centers are mainly navigated regarding the suitable access to highways providing economic boom (Afshar Naderi 2007, 16). Figure 1 depicts the critical point of the evolution of shopping centers based on urban changes.

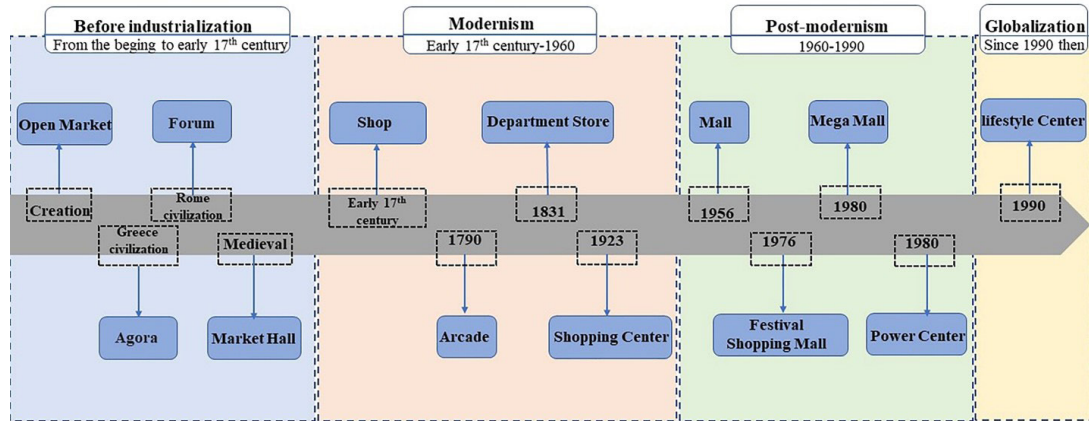


Fig. 1. Time-Comparative Graph of the Evolution Process of Shopping Spaces based on Urban Changes

2.2. Typology of Shopping Spaces

According to studies conducted by Guy, the classification of shopping spaces was taken over by geographers before the 1970s. he explains that none of the classifications have been holistic. Geographers and economists have addressed the size of shopping spaces from their viewpoints, so other criteria must be considered in addition to physical criteria and physical size (Guy 1998, 953). The literature review indicates that various studies have presented

their criteria and indicators for the classification of shopping spaces regarding their objectives and views. According to available studies, different typologies can be classified into four main components, including morphology with form, location, construction pattern, urban hierarchies, development history, and architecture plan indices, the functional component with size, attraction scope, commercial mix, ad type of commodity indices, the perceptual component with meaning, travel purpose, and type of shopper indices, and finally the ownership component (Table 1).

Table 1. Typology of Shopping Spaces from the View of Scholars

Component	Index	Examples	References
Morphology	Form	Single (independent shops and malls), group (retail parks and centralized shopping centers)	(Guy 1998)
		Open centers and main hybrid centers: mall-like	(ICSC 2005)
		Cluster, linear, isolated	(Guy 1998; Berry 1963)
		Linear and network orientations	(Jahawi 2015)
		Linear and network: multi-axial and systematic	(Moazemi, Motiei, and Mohammadian 2009)
		Single-core, linear, and systematic	(Habibi and Mahmoodi 2017)
		Covered and enclosed, extensive and open	(Falamaki 2006)
Location		City center, city edge	(Guy 1998)
		Shopping spaces outside the city, city center, and emerging shopping spaces	(Coleman 2006)
		The central part of the city in the area: streets, boulevards, and plazas for shopping, shopping centers and large commercial collections, bazaars, tourism focus, recreational areas, and ethnical regions	(Kunzmann 2019)
		Suburb: suburb shopping centers, hypermarkets, and airport cities	
		Urban, rural and regional, and midway malls	(Soltanzadeh 2007)

Component	Index	Examples	References
Morphology	Construction Pattern	The strip shopping center on the street edge, strip shopping center with parking outside the street area, two-strip shopping center with parking outside the street, recreational-commercial center with a large shop (magnetic pole), centralized shopping center, introverted shopping center	(De chiara 1990)
		Main Street, strip shopping center, atrium mall, townscape mall	(Southworth 2006)
		Main type: main street, suburb shopping center, and power center Hybrid types	(Rao 2020)
	Urban Hierarchy	commercial central area, remote commercial centers, the main passage of trade, local commercial streets, and isolated shop clusters	(Proudfoot 1937)
		Interconnected hierarchy centers, commercial strips, and specialized areas	(Berry 1963)
		Commercial centers in the center of urban neighborhoods, commercial centers in suburbs, middle commercial centers, city center commercial centers, and commercial centers in the area	(De chiara 1990)
	Development History	Unplanned, planned	(Guy 1998)
		Public markets, supermarkets, cathedral shops, and malls	(Ng 2003)
	Architecture Plan	Match path, rectangular, triangular, dumbbell, and free flow	(Neo and Wing 2005; Coleman 2006)
		Strip, L-shaped, U-shaped, vertical, triangular, T-shaped, cluster, dumbbell-shaped, and extra dumbbell	(Rahimi 2012)
Functional	Size	Malls: regional centers and transregional centers Open space centers: neighborhood centers, social centers, lifestyle centers, power centers, subjective/festival centers, sale centers	(ICSC 2005)
		Traditional: comparison-based centers and comfort centers Specialized: retail parks, sale centers, and topic-oriented centers	(ICSC 2005)
		Transregional, regional, complex, neighborhood, specialized, accessible, mega mall, hypermarket, and shopping pole	(Neo and Wing 2005)
	Attraction Scope	Supermarket, hypermarket	(Guy 1998)
		Neighborhood center, the center of the area	(Guy 1998)
		Neighborhood centers (2 miles), social centers (3-5 miles), regional malls (20 miles), and transregional malls (100 miles)	(Crawford 2002)
		Local or neighborhood centers, regional shop collection, regional or transregional or international centers	(De Chiara 1990)
	Commercial Mix	General, specialized, support	(Guy 1998)
		All-purpose, family-centered, specialized, and lifestyle	(Neo and Wing 2005)
	Type of Commodity	Foodstuff store, dress shop, etc.	(Guy 1998)
Perceptual	Meaning	Civic space, transition/threshold space, transactional space, instrumental space	(Goss 1993)
	Purpose of Travel	Comfort, domestic, personal/mode	(Guy 1998)
	Type of Buyer	Famous, modern and brand, traditional, recreational-commercial	(Fazeltorshizi et al. 2016)
Ownership		Independent, multipurpose, representation	(Guy 1998)
		Strata ownership, single ownership	(Neo and Wing 2005)

3. METHOD

This study used logical argumentation as a strategy that leads to logical structures with high explanatory power. Multiple categorization and expansion are some measures taken in this method. The truth that requires description is the underlying point of this technique (Groat and Wang 2021, 332, 334). Categorization or typology means classification based on a certain conceptual framework that is essential to use available views (Golkar 2018, 57). Typology is an instrument used to identify and classify spaces based on shared aspects, and the main purpose of typology is to achieve suitable and practical patterns for the design (Memarian and Tabarsa 2013, 106, 109). The main task of morphology relies on the analysis of evolution and change processes. This analysis can be investigated in terms of several key elements: use, construction pattern, and communication network (Carmona 2021, 118). This study aims to introduce the shopping spaces of Tabriz in an academic technique using visual and graphic documents and

elements affecting their morphologies. In this case, documentary studies on the typology of shopping spaces were reviewed in the first step. After the scholars' comments, components and criteria related to the theoretical framework were selected to achieve the research goal, which is examining the evolution of shopping spaces through time. Therefore, the theoretical framework of this study includes morphology with criteria of location, development history, construction pattern, a functional component with use, pedestrian and riding access, and parking situation criteria. This study has validity (internal validity) because it is derived from previous studies conducted on typology and analysis of real data extracted from aerial images. Because this study interprets the findings based on a certain process of plotting a graph to understand the evolution process of construction patterns, it has reliability (external validity). Therefore, this method of data analysis can be used by other researchers and case studies (Figure 2).

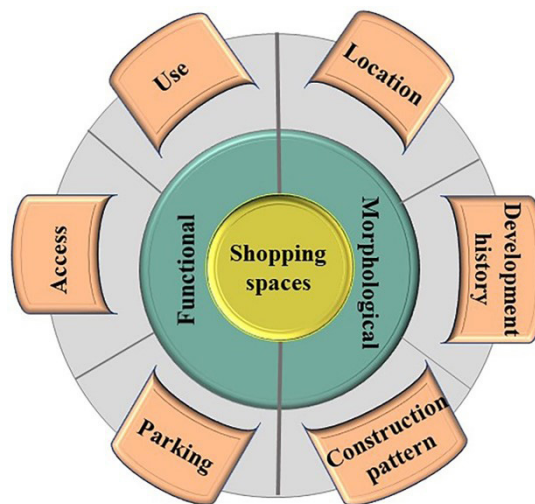


Fig. 2. Theoretical Framework

The statistical society of this study comprised those shopping centers, which have been operated at the time of this research. In the meantime, other projects have also been defined in different areas of the city their construction process has been extended and not operated due to many reasons, so they cannot be discussed accurately. Sample selection was done among shopping centers that were prominent in terms of history, functional scale, size, attraction of endogenous residents, and tourists in 10 districts of the city, which 40 shopping centers were selected as sample size studied in this research. The data related to shopping centers were collected through

Google Map software and field studies. The selected shopping centers were then analyzed based on the theoretical framework of the study. The diagram was obtained from combined construction patterns for each type, and finally, the typology diagram of shopping centers in Tabriz was presented. The novel aspect of this study is the analysis of the morphology-function of the most prominent shopping centers of Tabriz to understand the emergence of different types of shopping centers. However, previous studies have addressed the typology of shopping spaces by expressing the historical evolution of these spaces. Figure 3 depicts the study structure of the research.

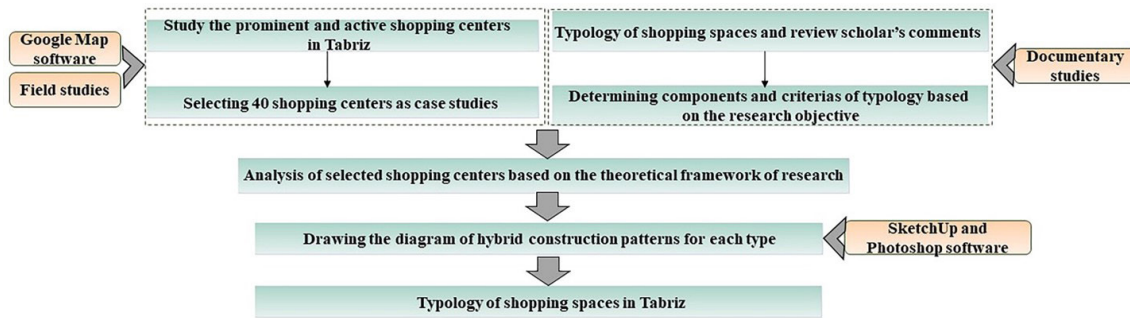


Fig. 3. Research Structure

4. RESULTS

According to the analysis of findings obtained from the morphological dimension, the historical bazaar of Tabriz whose primary foundation goes back to early Islam is the single main commercial core with an original construction pattern of organic "commercial pedestrian" until 1921. The first sample of commercial space was an "arcade" with a two-story building including commercial units on the ground floor and service offices on the upper floor, which was built around 1923 in the old Postkhaneh (post office) alley called "Passage" in the northern part of Miramar neighborhood of Tabriz. Since 1926 and after the construction of "Pahlavi Street" (called Imam Khomeini now), the construction pattern of "commercial street" that was a reflection of modernism was used to expand the routes. At that time, street edges provided a suitable platform for new urban constructions. The connection between the arcade and the newly built street was one of the most important physical evolutions (Safamanesh, Rashtchian, and Monadizadeh 1997, 70, 82). The second commercial street of the city, "Tarbiat Street" was built in 1928 unlike the common designs of streets in that era based on the old passage by widening it not breaking it. The main role of this axis was as an entrance gate to the covered bazaar of Tabriz (Esmaili 2015, 45). In the late 1960s along with the arcade construction movement in Iran, "Noor" and "Sheikh Safi" arcades were built on this street. The origin of the fit type (Figure 4.1) is related to this area. Tarbiat Street which then became pedestrian with a collection of arcades and commercial streets leading to two sides of pedestrian shaped this type. In the 1970s, "Zarghami" and "Ark" arcades were built in the Shariati axis, while "Ommat" and "Berelian" arcades were built in the Mohagheghi axis (Amin), which are located next to the central core of the city. The circular plan of Berelian Arcade was used three decades later with more innovation by adding sloped corridors in "Shahr Tower." "Golestan" Arcade was the first arcade that had an escalator and the entrance gate of the arcade axis was built at the end of this decade. Therefore, the second type (Fig. 4.2), which is the

result of combining commercial streets with a network of arcades records its footprint in most areas of the city. In the 1980s, coinciding with the war, the construction of commercial spaces faced stagnation until the 1990s when arcades were constructed in a frame or interconnected network. This construction pattern provides the field for connection between pedestrians and arcades through alleys turning them into shortcut paths. A clear example of it can be seen in the network of "Eskan," "Borj-e-Sefid" and "S.M.P" arcades in the Abresan area. the slow movement of arcade construction continued as the dominant approach to building shopping spaces until the wave of underpass and overpass constructions in Tabriz, in the 1990s encouraged urban management to test the construction pattern of the market with two underground and above-ground alternative forms in different parts of the city. The construction pattern of "underground development" is used in the Jomhoori axis and connects the "Shishegarkhaneh" traditional market and historical bazaar of Tabriz by constructing the underground market "Ghazi Tabatabaie." A network of the most famous arcades in this axis, including "Ghiam," "Amirkabir" and "Shams Tabrizi" complete the construction chain of the new type. Therefore, the third type (Fig. 4.3) appears by combining pedestrian and commercial streets and a network of arcades and underground development. Not far from the first experience of underground market construction, this pattern is used again in Namaz Square next to the "Kian" and "Payam" arcades. The fourth type (Fig. 4.4) is created by integrating underground development, commercial street, and arcade network. The construction pattern "market bridge" in the Abresan area next to the University of Tabriz in implemented by constructing the "Javaher bazaar" in 1992, while the operation and completion of this project is extended until 2011 due to numerous problems. The fifth type (Fig. 4.5) appears to result from commercial street-market bridge synergy in this period. In this lieu, other construction patterns begin within a short time in different parts of the city. Simultaneous construction of hybrid commercial and residential spaces has



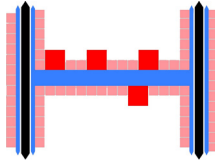
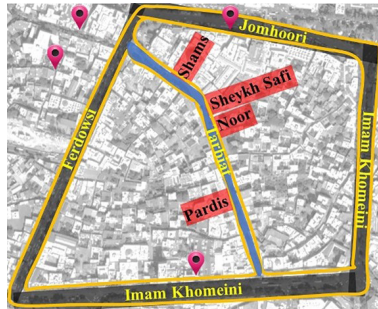

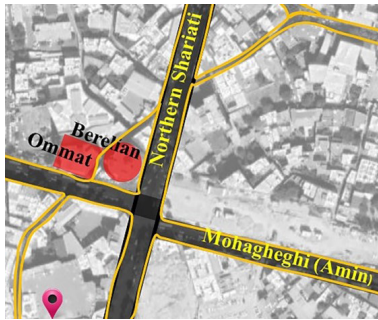
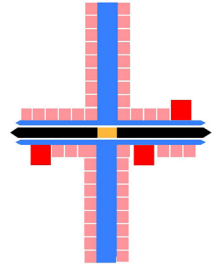
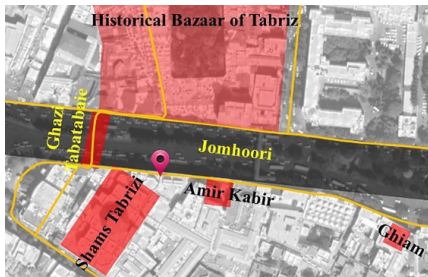
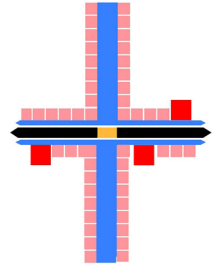
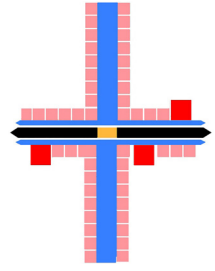
always existed, but the ground floors of residential complexes are assigned to commercial uses on a wider scale at this turn. The sixth type (Fig. 4.6) is used in the "Sahandieh residential complex" in Manzarieh District by integrating commercial streets, arcades, and residential use, which can be called the "market housing" type. This type then became the dominant procedure and was used in other residential complexes, such as "Aseman" and "Setareh Omid" in the Eel Goli district and "Koohsar" located in Roshdieh. However, the residential complex is combined with various construction patterns, such as an arcade and shopping center based on their locations, or even the whole ground floor is assigned to commercial use and form commercial lines. This type is somewhat rooted in the history remaining the local bazaars within the functional radius of neighboring residential areas. In the 1990s, the original pattern of pedestrians but not-covered is repeated in the Vali Asr area by converting the commercial street of Shahryar into a commercial pedestrian. Since the 2000s, the construction pattern of "shopping center" is seen as high-rise form in some samples such as "Borj-e-Bolloor" (Bolloor Tower) and "Borj-e-Shahr" and "Roshdieh" shopping centers with a more human-scale by imitating the evolutions occurring in the capital. Compared to arcades, shopping centers are larger with wider functional ranges covering service and recreational uses. The seventh type (Fig. 4.7) is created by combining commercial streets and shopping centers. At the same time, the "Atigh" recreational project is launched in Shaheed Beheshti Crossroad based on the construction pattern of the "shopping plaza" but takes longer time until 2010 due to complicated issues of assignment by owners of residential uses and tradespeople. Therefore, the eighth type (Fig. 4.8) is obtained from the commercial street-shopping plaza hybrid in this area. Another project called "The Kabood commercial complex" is constructed near the "Ipek Square" and "Atigh shopping center" next to the historical site of Kabood Mosque based on the same construction pattern of the shopping center. However, the previous patterns increased in addition to the advent of new construction patterns, so the "Pardis" arcade completes the network of arcades built in Tarbiat Pedestrian in this period. "Crystal" arcade is also added to the chain of current arcades located on Shariati Street. In the early 2000s, the construction pattern of "underground development" is reimplemented in the Shahryar pedestrian area and "Milad-e-Noor" shopping center, so the hybrid third type is repeated by combining "Shahr-e-Shab" and "Milani" arcades. With a short gap in 2016, the underground market called "Valman" is built in the Shariati area, and this underground development also repeats the hybrid fourth type. Mall construction begins in the early 2000s in Tabriz with a 10-year gap from the Capital city. The first sample called "Laleh

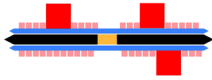

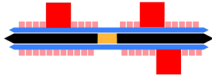

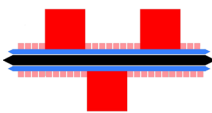


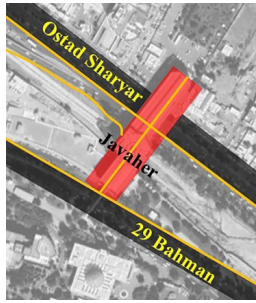


Park" is constructed in the Pasdaran area based on the mall construction pattern of "big box." In the ninth type (Fig. 4.9), the construction of independent malls is rapidly included in the commercial development agenda. When the first mall is operated in Tabriz in 2012, another mall called "Atlas" is built in the middle part of the residential complex "Negin Park" based on the mall construction pattern of a high-rise building in the form of a plaza. Following the increasing impulses in the suburbs, the third mall of Tabriz called "Setareh Baran" is built in Nesf-Rah (Jahad) area in 2013. "Royal" shopping center which is near this high-rise mall creates the tenth type (Fig. 4.10) resulting from hybrid construction patterns of the mall, commercial street, and shopping center. The construction process of the fourth mall in Tabriz called "Ipek Palace" independently began in Andisheh Town in 2013 and was operated in 2019. Despite there being two active malls and shopping centers and several projects under construction in the area of Shaheed Fahmideh Square, the "Palladium" shopping center was operated in Roshdieh Town in 2018. A large part of shopping space development starts in a certain axis of the historical core of the city and the traditional mall of Tabriz ended in Fahmideh Area after passing through Tarbiat, Shariati, Abresan, and Vali Asr districts. In this case, other districts of the city had a minor role and contribution to this kind of development. According to the analyzed results of the functional dimension, the shopping-beyond function has been an approach considered in the design of shopping spaces since the 2000s. Capitalism creates diversity, multiplicity, and maximum use of space by defining some functions beyond the essential shops. Therefore, the types created after this decade could meet a full package of family needs creating an all-inclusive and multipurpose space by locating service uses, such as restaurants then recreational uses, such as amusement parks, and cultural uses like cinema. Shopping centers compete with each other by creating more attractive and providing the field for obtaining various experiences. Such features enhance the functional range of mentioned types covering a larger target society even on a regional scale. Moreover, the infrastructure of shopping spaces faced a considerable jump since this decade forward to provide the level required for functional multiplicity. Adjacency with activity generators is considered in locating new shopping centers away from the city center. The reason is that adjacency with some situations, such as main crossroads, public transportation, or proximity to hotels, universities, residential areas, recreational and amusement centers, and tourist attractions ensure persistent commutation in shopping centers. The adjacency of shopping centers with mosques has been also used in the construction of some types. This idea had been inspired by the Islamic city pattern in which, no distance exists between sacred spaces and living places the bazaar is its most excellent example. One

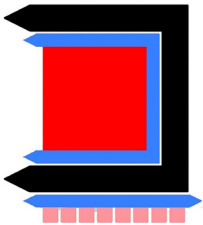
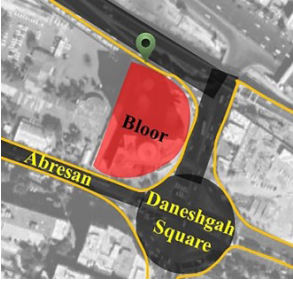


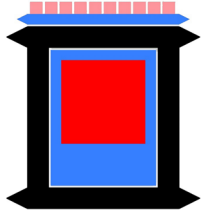

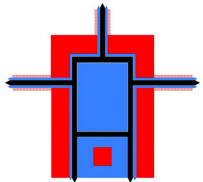
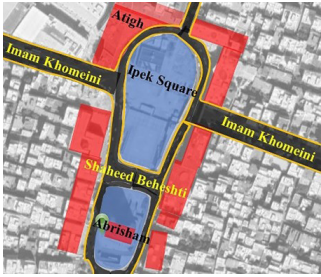

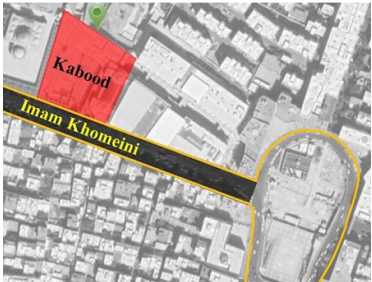
of the supports the another one makes it move and both are gathered in a single space. Shopping centers will get maximum capability with car-based transportation over time, so the parking lot problem is solved by assigning closed or sometimes open spaces to public parking providing facilities for shopping and spending time more comfortably. In the types of independent malls, the permeability rate is reduced and pedestrian access to commercial space is done through parking lots due to the loss of network

structure of communication with surrounding fabric, so the public/private border from the street's ground level is transferred to the parking entrance. With the removal of commercial streets, their effective role in riding access networks is also eliminated. Table 2 reports the morphological-functional analysis of 40 selected shopping centers in Tabriz. Figure 4 illustrates the evolution process of shopping spaces in Tabriz regarding two main construction patterns of sidewalks and commercial streets.

Table 2. Morphological-Functional Analysis of Selected Shopping Centers in Tabriz

Morphological Component			Functional Component			
Shopping Spaces/ Decade of Development	Construc- tion Pattern	Hybrid Type Diagram	Use	Access		
				Pedes- trian	Riding	Parking
						Multistory  Private 
Trabiat/1928	Commercial Pedestrian		Commercial, Service, Cultural			
Noor/1961 Sheikh Safi/1971 Pardis/2001	Arcade- Network		Commercial			
Ommat/1971 Berelian/1971	Arcade- Network		Commercial			
Ghazi Tabatabaie/1991	Under- ground De- velopment		Commercial			
Ghiam/1971 Amir Kabir/ 1971 Shams/1981	Arcade- Network		Commercial			

Morphological Component				Functional Component			
Shopping Spaces/ Decade of Development	Construc- tion Pattern	Hybrid Type Diagram	Use	Access			
				Pedes- trian	Riding	Parking	
				—	—	Multistory	Private
Kian/1971 Payam/1971	Arcade- Network		Commercial				
Namaz/2001	Under- ground De- velopment						
Zarghami/1971 Ark/1971 Crystal/2001	Arcade- Network		Commercial				
Valman/2011	Under- ground De- velopment						
Eskan/1991 Borj-e- Sefid/1991 S.M.P/1991	Arcade- Network		Commercial- Administrative				
Javaher/1991	Market Bridge		Commercial, Creational, Service, Cultural				
Sahandieh/1991	Arcade- Residential		Commercial- Administrative				

Morphological Component			Functional Component		
Shopping Spaces/ Decade of Development	Construc- tion Pattern	Hybrid Type Diagram	Use	Access	
				Pedes- trian	Riding
					Parking
					Multistory Private
Bloor/2001	Shopping Center-High Rise		Commercial, Administrative, or Office, Service		
Shahr/2001	Shopping Center-High Rise		Commercial, Office, Service, Recreational		
Roshdieh/2001	Shopping Center- Midrise		Commercial, Service		
The Commercial Market of Atigh+Ipek Square	Shopping Plaza		Commercial, Office, Service, Recreational, Sports, Residential		
Kabood/2001	Shopping Center- Midrise		Commercial, Service		

Morphological Component				Functional Component			
Shopping Spaces/ Decade of Development	Construc- tion Pattern	Hybrid type Diagram	Use	Access			
				Pedes- trian	Riding	Parking	
						Multistory	Private
Shahryar/1991	Commercial Pedestrian		Commercial, Service, Recreational				
Shahr-e-Shab /1991 Milani/1991	Arcade- Network		Commercial				
Milad-e- Noor/2011	Under- ground De- velopment		Commercial, Service, Recreational				
Laleh Park/2011	Mall-Big Box		Commercial, Recreational, Service, and Cultural, Accommodation				
Atlas/2011	Mall-High Rise		Commercial, Recreational, Service, Administrative				
Setareh Baran/2011	Mall-High Rise		Commercial, Recreational, Service, Administrative				
Royal/2011	Shopping Center- Midrise		Commercial, Recreational, Service				
Palladium/2011	Shopping Center- Midrise		Commercial, Service				
Ipek Palace/2011	Mall-Big Box		Commercial, Recreational, Service				

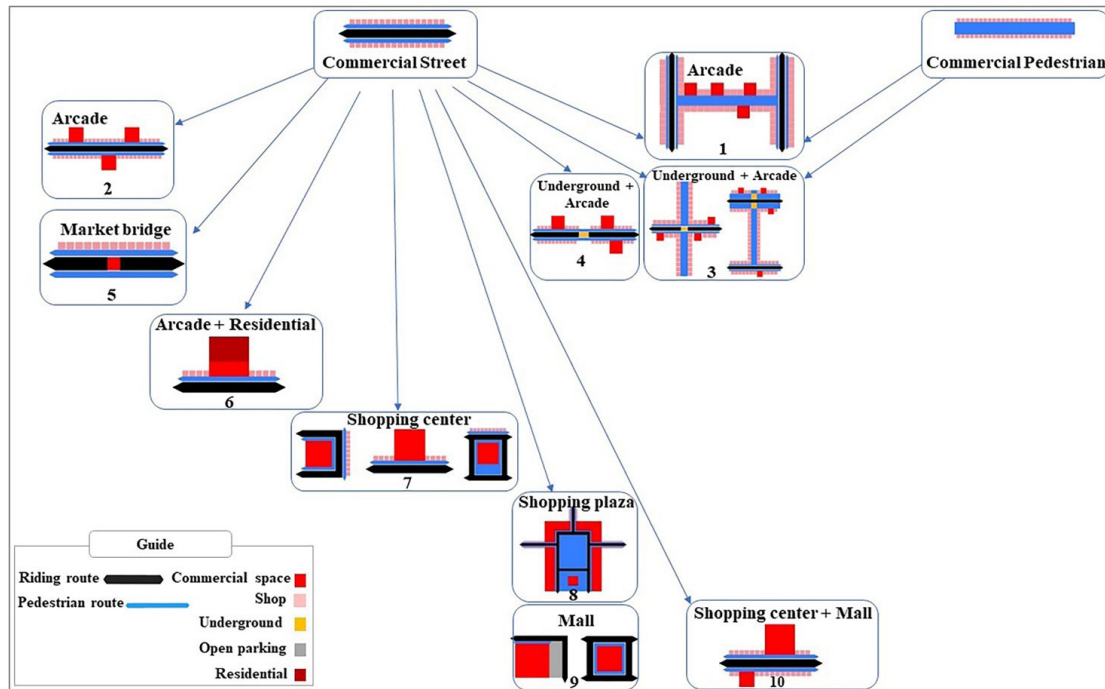


Fig. 4. The Evolutionary Process of Shopping Spaces in Tabriz

The typology diagram (Fig. 5) is a coordinate whose horizontal axis includes two main construction patterns of commercial pedestrian and commercial streets. Because these patterns have appeared in a long process, their progress has been considered slow on the horizontal axis, while the other six construction patterns have appeared rapidly so were placed on the vertical axis. The points obtained from the intersection of horizontal and vertical

axes indicate the created types. As seen in Figures 4 and 5, commercial streets and pedestrians have been combined with other construction patterns. A commercial pedestrian has been observed only in two hybrid types, while a commercial street has been combined with all construction patterns. The type of independent mall is the only type that acts as an island form without any connection or combination with other construction patterns.

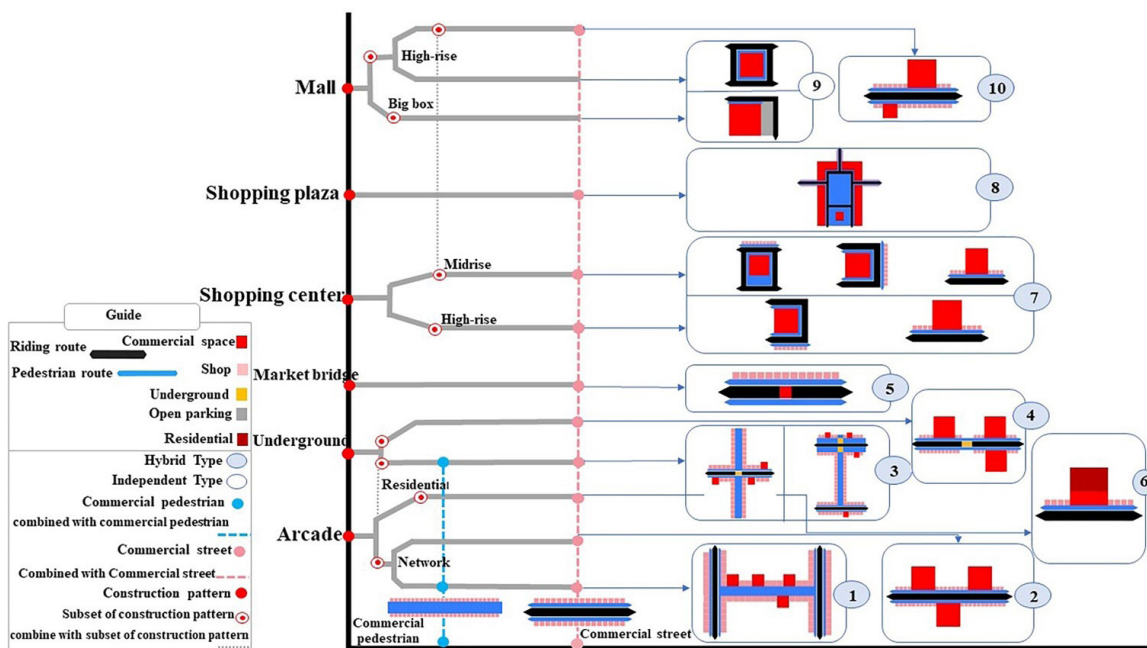


Fig. 5. Typology of Shopping Spaces in Tabriz

5. CONCLUSION

Shopping spaces in Tabriz have experienced eight types of construction patterns from their creation until now. The historical bazaar of Tabriz with a construction pattern of organic "commercial pedestrian" is introduced as the oldest and first structure. With the advent of the "commercial street" construction pattern that is the outcome of modernity entered Tabriz, these two structures experience a cohabitation until the 1960s. In this decade, the major evolution starts with displacement in the city's main commercial center from the mega mall of Tabriz towards the surrounding streets. The new shopping spaces appear with the construction pattern of "arcades" in city streets. The construction pattern used in an area of a city spreads over other areas through mitotic division. In total, six construction patterns, including "arcade," "underground development," "market bridge," "shopping center," "shopping plaza," and "mall" create the evolution process of shopping spaces in Tabriz during the 1961-2021 period. Two main construction patterns of commercial pedestrians and street shape nine hybrid types of shopping spaces in combination with the other six patterns. In addition to these hybrid types, the independent malls that appeared in the recent decade shape ten types of shopping space in Tabriz. The most common hybrids include "commercial street-arcade network" and "commercial street-shopping center." The decades 1960s to the 1990s is the era of modernism and the dominance of arcade patterns. The decades 1990s-2000s is the era of post-modernism and diversity in construction patterns, decentralization of center, and synchronization of shopping spaces construction with city development path towards the suburbs. Since the 2000s forward, globalization and prescriptive construction patterns occur and independent islands called malls become popular. The high price of land in city centers and the lack of land with sufficient area are reasons for the popularity of independent malls in recent decades. This type of shopping space has compressed the area and shortened pedestrian distances. All patterns used until the 2000s were connected to commercial streets, while independent malls inspired by American malls were designed isolated without connection to commercial streets from the beginning of this decade. Independent malls include only a pedestrian path that provides a function that differs from the sidewalk. On the sidewalk, people are attracted to the intersection of the central street and can discover the surrounding environment from that point. However, pedestrian path is manipulated in independent malls allowing them to pass through an enclosed semi-public space. In hybrid types, the large scale of buildings has been matched with the smaller scale of pedestrians. The pedestrian route along with commercial streets or sidewalks allows pedestrians to enter commercial spaces and experience the human scale; however, the entrance

construction technique in the type of independent malls does not benefit from this advantage because people usually enter the commercial space through the parking. The consistency between filled and empty spaces is a substantial feature of the traditional bazaar. The largest space inside the bazaar includes Sarai (hall), Timcheh (rows), and Tekyeh (shops) which create a desired openness through the narrow volume of the bazaar's passages. In hybrid types, a balance is provided between mass and space linking to the urban fabric. In independent malls, however, the central atrium that plays the role of free space is introverted, and spatial equilibrium does not relate to the urban fabric. Likewise, communication between independent malls and highways leads to a new level of public space privatization. In the type of independent malls, it is emphasized assigning the space to rentable levels but a percentage of levels that are not rentable, such as covered sidewalks, circulation spaces, the distance between buildings on the ground floor, including pedestrian passages, landscaping, and fountains must be added. The original type of traditional bazaar played the shortcut way for going from one area of the city to another; hence, many passed through the bazaar without being buyers or sellers. Sellers and buyers and pedestrians were commenting under a ceiling interconnectedly. In the type of independent malls, a break occurred in the urban fabric that eliminated this advantage. Morphological change occurs when small types are increased to large and independent types without observing interconnection and communication with surrounding fabric, so the shopping experience is isolated from the city. Large-scale malls have single ownership, which is different from the types that are collections of self-organized entrepreneurs. In hybrid types, pedestrian direction from the commercial street or sidewalk allows them to watch small retail shops located in the route towards the arcade or shopping center, which is called the funnel effect. This effect is fully used in the architectural design of malls, while is ignored in urban design and the definition of communications with the surrounding space of the mall. The type of independent mall presents a manipulated sidewalk experience and is highly anti-urban. Elimination of pedestrian traffic weakens public urban life due to its domino effect. The direction of the big box is not consistent with walkable small shopping streets, and new orientations of architecture and urbanism in the world have joined the movement of humanizing the shopping experience taking the idea from the main street. Compared to other types, fewer independent malls exist in Tabriz but malls tend to obtain shopping and amusement monopolies for reasons, including technical superiority, network effects, and branding; therefore, other types cannot compete easily. Instead of playing the supplementary role for their peers in other areas of the city, malls indeed serve as a city. Privatization, centralized

control, isolation, and removal of pedestrian routes in the type of independent malls weaken urban life. The interaction between other types is created due to the joint role of commercial streets. Urban management can strengthen urban life by using this successful experience from the past and sharing it in the current era and different synergies between malls and commercial street and pedestrians.

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