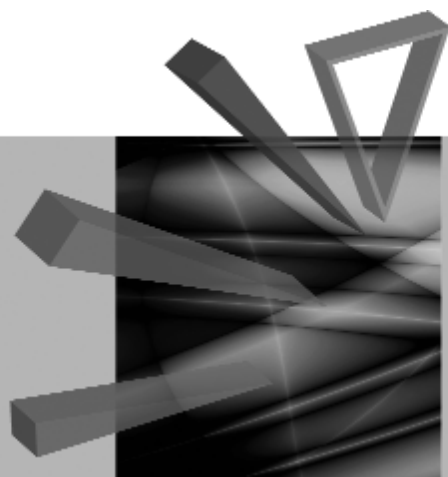


Kształtowanie się nowej przestrzeni w gospodarce globalnej



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Stanisław Korenik
Marek Łyszczak



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Spis treści

| | |
|--|-----|
| Wstęp | 9 |
| Krystyna Brzozowska , Partnerstwo publiczno-prywatne w Polsce | 11 |
| Jacek Chądryński , Łódź, Łódzkie, Polska – czynniki rozwoju sektora MSP w ocenie studentów kierunku gospodarka przestrzenna UŁ | 24 |
| Niki Derlukiewicz , Wybrane przedsięwzięcia wspierające innowacyjność re- alizowane w Unii Europejskiej w kontekście budowania gospodarki opar- tej na wiedzy | 33 |
| Dariusz Głuszczuk , Krajowy Fundusz Kapitałowy jako źródło finansowania regionalnych procesów innowacyjnych w dobie gospodarki globalnej ... | 42 |
| Piotr Hajduga , Międzynarodowe uwarunkowania prawne udzielania pomo- cy publicznej w Polsce – przypadek specjalnych stref ekonomicznych ... | 51 |
| Krzysztof Kolany , Bogusław Półtorak , Ewolucja roli bazylejskich norm nadzorczych w architekturze systemu finansowego | 64 |
| Dorota Korenik , Rola banku w kształtowaniu ładu społeczno-gospodarczego regionu | 74 |
| Stanisław Korenik , Kontrakt regionalny w Polsce jako źródło finansowania polityki regionalnej – ujęcie retrospektywne | 88 |
| Andrzej Łuczyszyn , Integracja europejska w warunkach niestabilności finan- sowej – elementy wybrane | 98 |
| Anna Mempel-Śnieżyk , Problematyka rozwoju lokalnego – kwestie interpre- tacyjne | 110 |
| Katarzyna Miszczak , Procesy globalizacji i internacjonalizacji we współ- czesnej gospodarce ze szczególnym uwzględnieniem sektora przedsię- biorstw | 118 |
| Oğuz Özbek , Rethinking of regional development strategies in Turkey for pre-disaster planning | 126 |
| Małgorzata Rogowska , Procesy wzajemnego uczenia się jako istotny czyn- nik rozwoju regionów w globalizującej się gospodarce | 133 |
| Dorota Rynio , Kształtowanie się nowej przestrzeni pod wpływem procesów migracyjnych na przykładzie Polski | 139 |
| Miloslav Sasek , Rozwój migracji ludności w Czechach po 1989 roku | 149 |
| Ümmügülsüm Ter , Relationship between cultural heritage tourism and sus- tainability: case of Konya, Turkey | 160 |
| Kadriye (Deniz) Topçu , Mehmet Topçu , The effects of new consumption spaces to their environs in the process of constituting urban value | 171 |

| | |
|---|-----|
| Mehmet Topçu, Kadriye (Deniz) Topçu , An evaluation on changing shop values by the effects of pedestrianisation | 179 |
| Kinga Wasilewska , Polska przestrzeń bezpieczeństwa wobec narastających zagrożeń | 187 |
| Malwina Wrotniak , Obecność banków w projektach realizowanych w formule partnerstwa publiczno-prywatnego | 198 |
| Alicja Zakrzewska-Półtorak , Przeobrażenia struktury gospodarczo-przestrzennej województwa dolnośląskiego w latach 2007-2009 | 205 |

Summaries

| | |
|---|-----|
| Krystyna Brzozowska , Public-Private Partnership in Poland | 23 |
| Jacek Chądzyński , Łódź, Łódź voivodeship, Poland – factors of SME sector development as a result of evaluation by students of Spatial Economy subject at University of Łódź | 32 |
| Niki Derlukiewicz , Selected actions supporting innovation taken in the European Union in the context of building knowledge based economy | 41 |
| Dariusz Głuszczyk , The National Capital Fund as a source of financing of regional innovation processes in an era of global economy | 50 |
| Piotr Hajduga , International law criteria of allocation of state aid in Poland – the case of special economic zones | 63 |
| Krzysztof Kolany, Bogusław Półtorak , Evolution of role of the Basel's regulations in the architecture of financial system | 73 |
| Dorota Korenik , The role of bank in shaping the socio-economic order of a region | 87 |
| Stanisław Korenik , Regional contract in Poland as a source of regional policy financing – retrospective perspective | 97 |
| Andrzej Łuczyszyn , European integration in the conditions of financial instability – selected items | 109 |
| Anna Mempel-Śnieżyk , Problems of local development – issues of interpretation | 117 |
| Katarzyna Mischczak , Processes of globalization and internationalization in modern economy with special attention paid to enterprises sector | 125 |
| Oğuz Özbek , Strategie rozwoju regionalnego w Turcji w aspekcie planowania systemu ostrzegania przed katastrofami | 132 |
| Małgorzata Rogowska , The processes of interactive learning as a important factor of regions development in globalizing economy | 138 |
| Dorota Rynio , Shaping new space under influence of migration processes on the example of Poland | 148 |
| Miloslav Sasek , Development of population migration in the Czech Republic after 1989 | 159 |

| | |
|---|-----|
| Ümmügülsüm Ter , Związek pomiędzy turystyką kulturalną a stabilnością rozwoju: przypadek miasta Konya, Turcja | 170 |
| Kadriye (Deniz) Topçu, Mehmet Topçu , Efekty nowych przestrzeni konsumpcji w procesie tworzenia wartości miejskiej | 178 |
| Mehmet Topçu, Kadriye (Deniz) Topçu , Ocena zmieniających się wartości sklepu w wyniku efektów przepływów pieszych | 186 |
| Kinga Wasilewska , Polish security space in the face of increasing danger ... | 197 |
| Malwina Wrotniak , Participation of banks in public-private partnership projects | 204 |
| Alicja Zakrzewska-Póltorak , Transformation of economic and spatial structure of Lower Silesian voivodeship in years 2007-2009 | 214 |

Mehmet Topçu, Kadriye (Deniz) Topçu

Selcuk University

AN EVALUATION OF CHANGING SHOP VALUES BY THE EFFECTS OF PEDESTRIANISATION

Summary: This study provides a framework for discussing the relationships between shop values (sale and rent) and urban design. The authors are also interested under what conditions the pattern of pedestrian flow is more consistently linked to spatial configuration. Space syntax is a graph-based model used to examine how the spatial layout of buildings and cities influences the economic, social and environmental outcomes of pedestrian flow and social interaction. All of these concerns were questioned in a sample area which was selected from the Central Business District of the city of Konya in Turkey. The purpose of this study is to compare previous (2004), after (2006 and 2010) pedestrian flow and shops' economic values depending on applied pedestrianisation decision and urban design project in a sample area.

Key words: changing shop values, pedestrianisation effects.

1. Introduction

Movement is an aspect of vitality, the experience of density and diversity that characterize urban life. Thus, generating, distributing, modulating or accommodating movement is at the core of urban planning and design [Peponis at al. 1997].

In terms of urban planning and design, the layout of space first generates movement, then movement-seeking land migrates to movement-rich lines, producing multiplier effects on movement which then attract more retail and other uses. This leads to the adaptation of the local grid to accommodate the greater density and mix of uses. This dynamic process is called "movement economy".

The most important measure for estimating the potential movement is called "spatial integration". The dynamic relationship between the appropriate distribution of spatial integration, movement pattern and land use are the effects of urban vitality. As a result of appropriate relations between urban structure and movement, different uses produce multiplier effects to each other providing urban vitality, ie people who come to one place having different aims. Finally, the layout of space and attractiveness of possibilities are in harmony with supporting each other [Space Syntax Ltd. 1999]. In this process if rational and appropriate design can be achieved, urban space is more attractive and vital for people.

The definition of urban design is “the relationship between different buildings and streets, squares, parks, waterways and other spaces which make up the public domain; the nature and quality of the public domain itself; the relationship of one part of a village, town or city with other parts; and the patterns of movement and activity which are thereby established: in short, the complex relationships among all the elements of built and unbuilt space”. This definition emphasises the constituent physical parts and how they fit together to create the networks of pace and activity. Definitely, good urban design needs a comprehensive framework rather than a simpler definition, encompassing the varied socio-cultural, environmental and functional dimension of urban space [Anonym 2001]. In this paper it is restricted to physical parts.

Urban design’s role in the movement economy is to accommodate the changing needs of society. Individuals are affected by the spaces that surround them, the way the spaces are designed, and in turn the way the individuals interact with those spaces.

Good urban design and increased movement add value to a city by increasing the economic viability, real estate values of sites and delivering social and environmental benefits through:

- producing high returns on investments,
- increasing rental and sale values,
- supporting ‘life giving’ mixed use elements,
- regenerating a city and opening up new employment opportunities,
- creating accessible, inclusive public spaces,
- enhancing public safety and security,
- boosting civic pride and revitalizing urban heritage.

2. Material and methodology

Literature, space syntax data, real estate values taken from estate agencies (30% of sample area), photographs, maps and the number of pedestrians have been calculated three times on weekdays and at weekends by the authors and personal impressions of the research area are the materials of the study. Steps of the methodology of research are: literature research, space syntax analysis, number of pedestrians, real estate values, evaluation and conclusion.

3. Findings of the research

3.1. Description of the research area

Kazım Karabekir Avenue, chosen as the research area, is in downtown of Konya in the west of Alaeddin Hill. It is at a walking distance to the historical district of the city. There are some important historical and cultural monuments in this district

which are vital for its urban identity such as Mevlana Museum (the most important cultural and historical identity element of the city), Aziziye Mosque, Şerafettin Mosque, İplikçi Mosque, Bedesten. They come from Ottoman and Seljuq period. is. Because the philosophy of Mevlana gained reputation worldwide, UNESCO proclaimed 2007 Mevlana year. Therefore the importance of Konya has grown up.

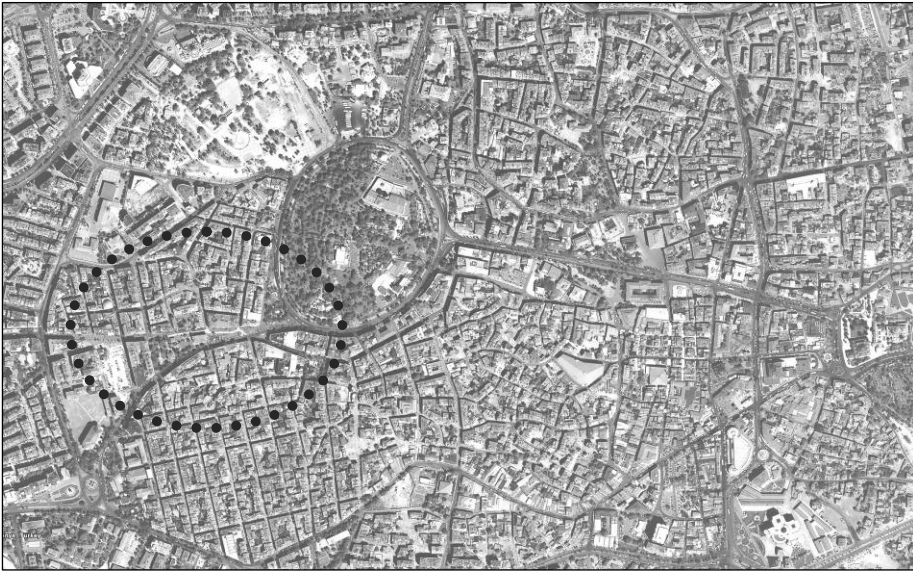


Photo 1. The location of Kazım Karabekir Avenue

Locating central commercial activities in this avenue is the most important factor for the city population to use this space especially for shopping. Kazım Karabekir Avenue, having negative environmental conditions such as dense traffic complexity, noise, pollution etc., was taken into consideration as one of important streets to be pedestrianised in the Transportation Master Plan prepared for Konya City [Ibidem]. The pedestrianisation decision of Kazım Karabekir Avenue, which pedestrian density on the pavements was moved on the entire width of the street changing it into a shopping area and a promenade was taken by Transportation Coordinating Committee on 13th November 2004. This decision was applied in summer 2005. Therefore public-private transportation of the area was changed (Photo 2, Photo 3).

The most important reason of the pedestrian density of the research area is the diversity of its using. The most important factors that increase its density are the location of the important parts of the commercial facilities in the urban center, private establishments preparing students for various exams, one school, being a transition area between socio-cultural functions in the urban center and space which can meet public needs such as sitting, relaxing, eating, etc.



Photo 2. Before pedestrianisation



Photo 3. After pedestrianisation

This reconstruction of the street plays a key role in the development of the city, especially in Central Business District (CBD) it makes its users relax well. Owing to such places city space besides being aesthetic has a new panorama for pedestrians in Konya [Topçu et al. 2007].

3.2. Results of the Space Syntax Analysis

The method, created by prof. Bill Hillier and used in this study, called “Space Syntax” is a theory and method for the description of built space. It has been used to treat spatial configuration as variable in a variety of studies. The method describes and analyzes the relationships between urban spaces and buildings. In Space Syntax, the spaces are understood as vacuum between walls, fences and other impediments or obstructions that impede pedestrian traffic and/or the visual field. The root of the theory is that people prefer easy journeys. Establishing the accessibility of public space means that the way this area will be used can be mathematically predicted [Hillier, Hanson 1984].

An urban system is the one which has at least some origins and destinations more or less everywhere. Every trip in an urban system has three elements: an origin, a destination, and the series of spaces that are passed through on the way from one to the other [Hillier 1996].

Integration is a static measure. It describes the average depth of space to all other spaces in a system. The spaces of a system can be ranked from the “most integrated” to the “most segregated” [Hillier, Hanson 1984].

In every processed axial map each line has an “integration value” assigned to it. An integrated line is firstly easier accessible than “segregated” one because it can be reached by simpler routes from other lines. Secondly, a more integrated line is more likely to be selected as part of a route between other pairs of lines, that is, it will attract more through movement. It is the combination of their role “into” and “through” movement that gives “integration values” their power in helping to estimate movement potentials [Ibidem].

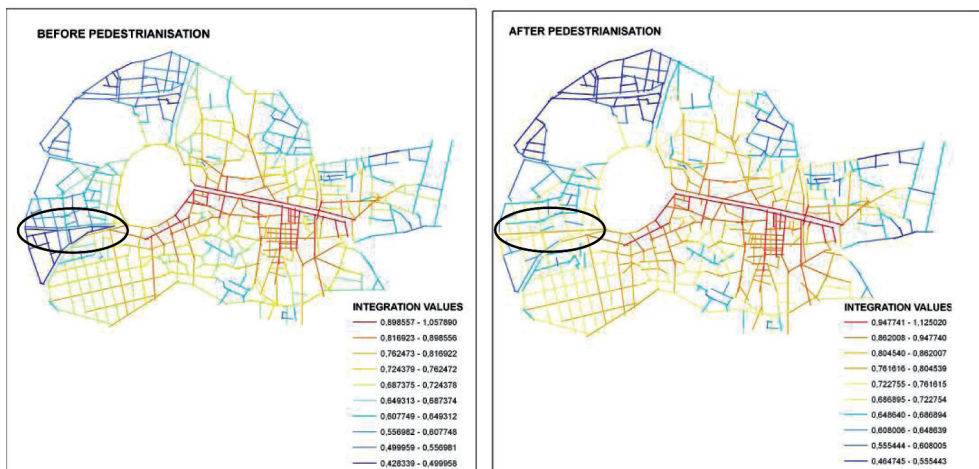


Figure 1. Previous and existing integration values of the research area

In this context when we compare the previous and existing integration values; the mean integration value increased from 0.695236 to 0.725947. Therefore the research area of this study becomes more integrated. Hereupon in order to understand whether pedestrian movement increased or not, the number of pedestrians was counted before and after the process. The result we found was that the pedestrian movement of the area increased by 13.6%. As it is understood from the figure below, pedestrian movement continuity between Central Business District (CBD) and the historical district of the city became more integrated (Figure 1).

3.3. Changing shop values in the sample area

As mentioned above, good urban design, more integrated urban space and increased movement add value by increasing the economic viability, i.e. real estate values of areas. Therefore in this study we compare the previous (the year of 2004) with after (the year of 2006 and 2010) real estate values of the research area which depend on the pedestrianisation process and applied urban design process. The sources of these values are real estate agencies located in/near the research area, property owners of both dwellings and shops and tenants. The comparison of the values are given below (Figure 2, Figure 3).

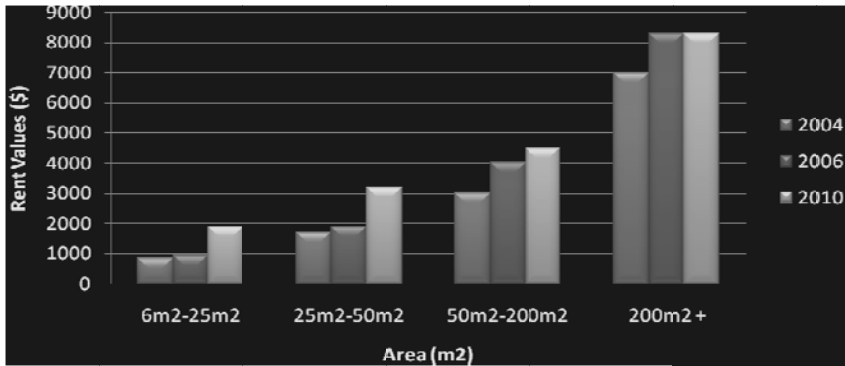


Figure 2. Comparison of previous and existing rent values depending on pedestrianisation

It can be understood from the figure that the values of the commercial areas increased. It means that applied pedestrianisation decision, urban design project and increased integration values brought economical vitality. When we consider the shops which sales depend on pedestrian movement such as cafes, buffets and restaurants, that is to say service sector, we can see their rent price increased. On the contrary the shops price which depends on vehicle traffic such as white goods shops and furniture shops decreased. Because important part of their incomes came before the pedestrianisation from the users of cars, the demand for the vehicle traffic shifted to big shop-

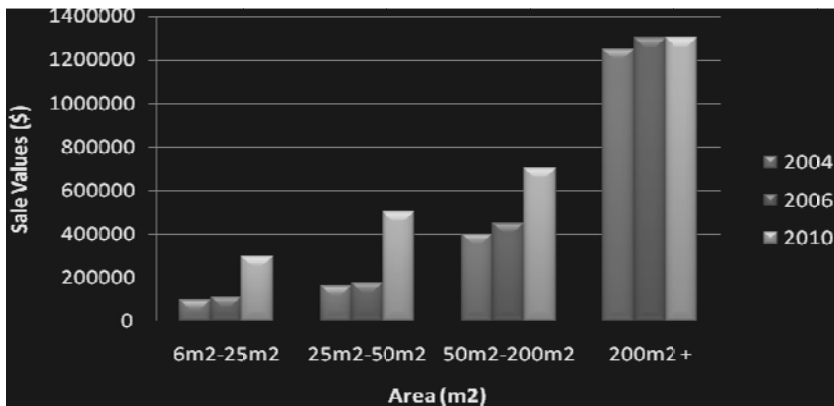


Figure 3. Comparison of previous and existing sale values depending on pedestrianisation

ping centers due to the lack of both parking lots and new transportation system to the research area.

Present users of the area are mostly students and people who do not have private cars. If the necessary considered facilities such as parking lots, provide more safety, add more services etc., the pedestrian movement of the area can increase.

4. Conclusion

Based on the research we can notice that both increased integration values after the urban design/pedestrianisation and increased pedestrian flows put up the prices of the real estate and economical vitality in the sample area.

Having negative environmental conditions such as dense traffic noise, pollution etc., the area was specified as one of the important axes for pedestrianisation, but it was not supported with adequate transportation planning and parking lots. Thus the vehicle users do not choose this street for doing shopping. To provide the sustainability of the area parking lots and transportation system have to be considered. Therefore pedestrian movement and economical vitality will increase.

Based on the research it can be concluded that good urban design:

- delivers economic value,
- increases the prestige of the district and livable environment for users,
- creates productive working environment and good rental values,
- attracts customers, users etc. – supports "life-giving" uses,
- helps to deliver more contextually integrated development,
- helps to boost city pride and enhances social inclusiveness.

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OCENA ZMIENIAJĄCYCH SIĘ WARTOŚCI SKLEPU W WYNIKU EFEKTÓW PRZEPLYWÓW PIESZYCH

Streszczenie: Skuteczne planowanie urbanistyczne generuje wielowymiarowy kierunek zmian i wykorzystania przestrzeni. W wyniku tego procesu wraz ze zwiększaniem się przepływu pieszych odzyskiwana jest przestrzeń i jej żywotność ekonomiczna. Autor bada, pod wpływem jakich warunków przepływ pieszych wiąże się z konfiguracją przestrzeni. W artykule podjęto próbę ustalenia, jak układ przestrzenny budynków wpływa na gospodarcze, społeczne i środowiskowe efekty przepływu pieszych i interakcji społecznej.