

The Role of Shopping Malls in an Environment: A Case of Oluwole Shopping Mall in Lagos Island Lagos State, Nigeria

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Abstract:- Shopping malls have influenced more places in our economic and social life and have also taken the place of traditional markets. Shopping malls are now performing dual purposes, a place to shop and recreation. Shoppers spend a substantial time in shopping malls because they host a lot of stores and activities that attract consumers' attention and offer a lot of assistances. In the past, the shopping activity took place in open public spaces with other urban and public functions and happenings of the city, like ancient Greek Agora or Roman Forum. After centuries, the enclosed shopping mall separated urbanity and shopping activity from each other. These fully-enclosed and environmentally controlled consumption spaces redefined the urban fabric to put on a city image in an enclosed space. A street-like in an enclosed space was created for daily purchase of peoples need for example Mall of America. Today, urban fabric and shopping mall incorporation is becoming more important. The gap in the study is to show the negligence of Nigerian researchers to write on relationship of open space and sustainable design for shopping malls that is the rising trends in the world. So, the existing shopping malls are opening, take part with urban fabric and continually updating themselves to compete with the emerging shopping places. This recent regeneration trend is called 'De-malling' in the world. Every shopping mall has different reasons for the architectural features incorporated, which can be functional, managerial or structural, so, description of architectural features in shopping mall would be necessary for each shopping mall. This study examined 'main principles and criteria for shopping mall concepts' in order to put forward the specific functions and locations for different units that is incorporated in Oluwole urban shopping mall. The research method in this study is personal observation, archival research combination supported by constructive interpretative paradigm.

Keywords:- Shopping, Shopping Mall, Urbanity, Urban Public Space, Features.

I. INTRODUCTION

Shopping malls became a part of consistent urban life as multifunctional urban public spaces of contemporary era. Regardless of current arguments on shopping malls' urbanity and publicans from the very beginning of the development, shopping malls has one of determinants of city space qualities

cannot be denied. Gehl (2007), stated that a city space has always served three important functions, meeting place, marketplace and connection space; as a meeting place, the city was the sight for chat of social information of all kinds. As a marketplace, the city spaces served as venues for exchange of goods and services. The city streets provided access to and connections between all the functions of the city. The location of a shopping mall is one of the most vital aspects for its degree of incorporation with urban fabric. For accessibility shopping mall is defined by its location. Coleman (2007) stated that accessibility directly influence the consumers and suppliers' relationship and attraction to malls. Therefore, comfort have emotional impact on catchment population of a shopping mall (Coleman 2007). Existing structures, services and integration into the existing urban features are the determining factor to be considered for shopping mall success or failure. Coleman 2007 listed some factors that influence shopping malls under two sub-ending; out-of- Town criteria and Town center criteria as listed below;

Out-of- Town criteria & Town center criteria

- How accessible is the site by car, public transport and service vehicles?
- How close is the site to a primary road network?
- Is the site obvious and easily seen from the oncoming roadways?
- What is the existing site- will it accommodate the proposed development and allow for further growth if required?
- What is the landscape of the site and how developable is the land?
- How easily can the land be attained?

The built environment is a source of respected knowledge for designers, which is knowledge about the structures and users. Now, architects need the professional grasp to design with a high-quality of research methods and skills acquaintance can be reached from the built environment (Haradhan, 2018). Breathing spaces need area and space in order to function; they are not merely edges but require visual depth and extent. They are visual districts rather than visual edges. (Lynch, 1960). Oluwole urban mall is a district rather than edges in Balogun market, because it depicts a separate visual identity from the other shopping complexes in that environment. The buildings were discussed with a focus on their contribution to the physical character, thus the image,

through spatial character like siting and massing and visual character such as scale, proportion, rhythm and material.

CONTEXT OF THE STUDY

Oluwole shopping mall is located in an outstandingly significant location in between Martin Street and Nnamdi Azikwe Street, Balogun market Lagos Island, bounded by other shopping centers overlook by Lagos Central Mosque. It’s planned encompassed a symmetrical concept; to create an attractive building likely to bring about a lively neighborhood and fits into a very landscape environment. Part of the Market mail elevations are screened by metal Louvers arranged horizontally and diagonally to bring light to the space.

description composed with positioning relation to the competition in terms of the qualities or concepts making up a respondent’s image of the shopping mall. While the brand ‘personality’ of Oluwole shopping mall will not reflect the same thing as its ‘desirability’, because both aspects are part of the overall concept of branding. This study reported observations in qualitative approach and summarized results of personal observations in Oluwole shopping mall. This study comprised of sequence of linked investigations aimed at exploring the broad area of branding and appeal of shopping mall from qualitative technique perception.

III. RESULTS AND DISCUSSIONS

Oluwole urban mall is a mall designed by prominent architects AZDEC A.S.C consultants, the same architects are the project manager. Oluwole urban mall is a modern architecture which are significantly figurative, simple, typical and easy to understand; in addition, it is considered more relaxing because of all the elements of architecture incorporated in a subtle manner by the designer (architect) than every other shopping complexes in that locality. The design is more prototypical since it is characterized by clear and well defined designed principles and composition rules; the design is symmetrical, it has a space that celebrated the entrances to the three wings of the mall, the entrances are covered with transparent polycarbonate roofing sheets to withstand high impact, resist to ever fluctuating temperature within the environment of the mall. The transitional stairs that lead to the mall are reinforced concrete steps supported with stainless balustrades.



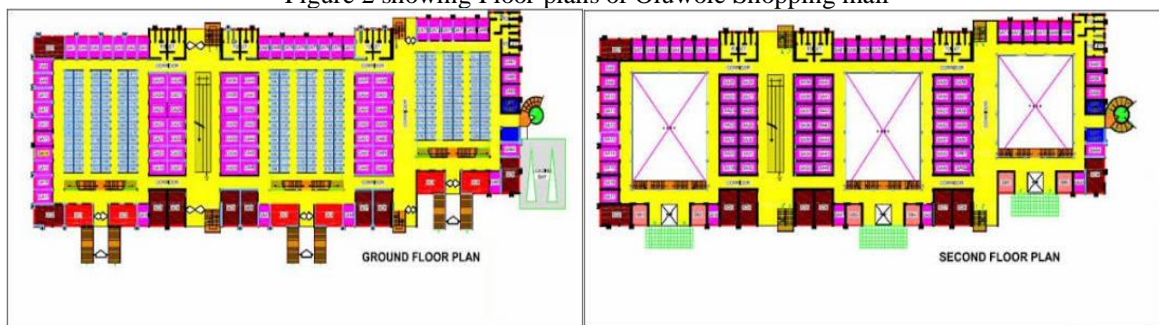
Figure1 Showing Approach View of Oluwole Urban

II. METHODOLOGY

This study adopted qualitative method to reflect the ‘personality’ of Oluwole shopping mall using human nature

Architect	AZDEC A.S.C. Design consultants
Civil & Structural Engineers	Livingstone Consultants
Mechanical & Electrical Engineers	Poolad Consult Ltd
Legal Adviser	TNP (The New Phsolicitors)
Location	Balogun market, Lagos Island
Date	Completed in 2012
Building Type	Urban mall
Construction System	Mechanical system
Climate	Temperature
Style	Modern Architecture
Distinctive elements	Great stairways, forms in angular steel truss sections roofs, rectangular entrances and symmetrical rectangular structure.

Figure 2 showing Floor plans of Oluwole Shopping mall



The building is oriented east- west and its celebrated entrances at different wings are covered by transparent polycarbonate roofing sheets, acts as a resistance for the fluctuating temperature within the mall.

SITE PLAN ANALYSIS

ARCHITECTURAL ELEMENT/ FACILITY	LOCATION
Parking	Opposite to the main entrances to the facility.
Shops	Around the building and also in the proposed parking lot within the mall at the ground floor.
Convenience	At the extreme end of each wing of the facility
Celebrated lobbies & stairs	All round the building & stairs are strategically located.
Designed balconies	An oval shape located at various side of the mall.



Figure 3 Picture showing shops built in the supposed proposed parking



Figure 4 showing stairs at stratgetical location in Oluwole Shopping mall.

Pedestrian Transition

The pedestrian transition is from the front of the building therefore, creating a kind of aesthetics look of the mall. There is also an exit from the back of the building created at each wing. These served as an emergency escape during harzards. In all, beauty is achieved in all transitional chaos. The facility lack packing spaces within , lacks provision for the handicapped as there is no ramp for easy mobility of people on wheelchairs.

Figure 6 showing Pictures showing the major transition



Parking/Landscaping

There is no single car park within the facility which is not good for this kind of beautiful facility. A central parking is what the whole market is using and these has limitation because, it can only take 200 vehicles. Users will have to park and walk a long distance across the busy vehicular road to access the building after parking.

Picture 7 showing the available parking in the whole market.



Environmental Characteristics of Oluwole Urban Mall.

1. **Scale:** there is a significant impact in using an appropriate adult’s space on their environment. The picture shows

that scale use for each shop within the mall is generous and therefore allow for better sales activities in the mall.

Figure8 showing generous scale within the mall



2. **Amenities:** the central mosque, other complexes and openness in the environment offer clear visibility within the market area and these can lower fear of crime and also create opportunities for interaction within the mall and its environment. The pleasantness of Oluwole urban mall to its environment create a kind of aesthetics to it.

Accessibility: high accessibility means more opportunities to walk rather than drive, there is access to park and other market facilities leading to positive related increase in purchase of goods and recycling of market goods among the traders using the mall and other shopping complexes around the mall.

Figure 9 showing the interaction with the environment.

Figure11 showing accessibility of the park to the market.



3. **Safety:** traders show an extreme physical and mental sensitivity to an environment hazards, they patronise shops or mall base on safety. Safety within and outside the urban mall is of paramount importance to both buyers and sellers. These was achieved in this mall by putting a security guard at each wing of the mall, clear lobbies are provided at strategetical position of the mall.

4. **Sociability:** lack of friendliness is a barrier to a traders participation in sales within the market, its offers opportunities to learn market skills from other traders including; self expression, maket communication, sharing and compromising within and outside the market.
 5. **Variety:** mall should be designed to be motivating and attractive to the traders. Oluwole urban mall is designed motivating and attractive to both traders and buyers due to some architectural features that was incorporated in its design.

Figure 10 showing the security guard and the lobbies.



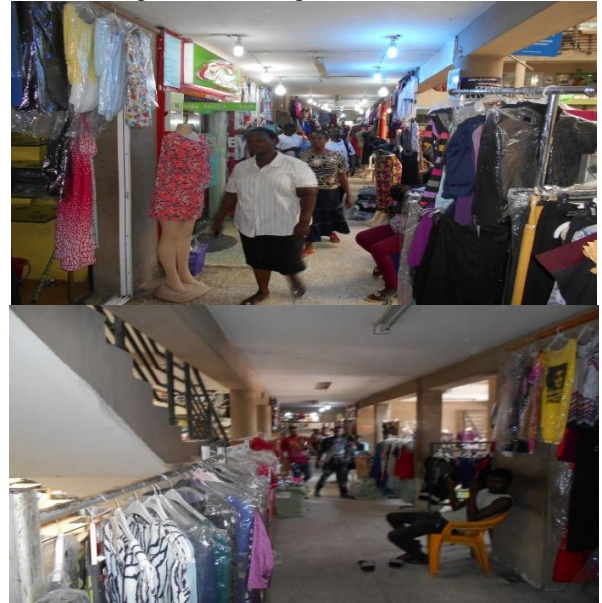
Pictures showing different varieties in the mall.

USING THINGS THAT ARE THERE: EXTERNAL ARCHITECTURAL ELEMENTS OF THE MALL.

- External transition linking users from the external to the interior of the building, the stairs is a reinforced concrete steps supported with stainless balustrade both risers and threads are finished with terrazzo flooring.
- Celebrated entrance of the mall is covered with transparent polycarbonate roofing sheets to impact strength and resist the fluctuating temperature in the environment of the mall.
- Terracotta roofing tiles was use to cover 60% of the entire mall because of its durability, resistance to temperature and finally because of its aesthetic look.
- Concrete facial is used to channel runoff water to the service ducts, to support the roof and to provide a kind of aesthetic look to the total form of the building.
- Vertical service ducts were used at interval to enclose the plumbing and to channel runoff water within the mall to the inspection chambers without exposing the piping fittings whereby causing an obstruction to the aesthetic look of the building.
- Screened walls were used as a shading device and ventilation to the mall.
- Metal louvers were arranged horizontally and diagonally as a screened safer for the window and the doors.

transparent polycarbonate roofing sheet that is used to cover the center of the mall. The interior of the lobbies finish mostly with cream emulsion paints on the wall. The lightings are embedded in the concrete screeded ceiling and paints in white color to aid ventilation within the lobbies.

Figure12 showing different lobbies.



Picture showing external different architectural elements.

SPACE OUTSIDE THE MALL: the entrances of the mall is well celebrated with a big space that welcome people into the facility, because of its size users can rest after walking a distance from the parking to the mall before going into the mall for purchase or enquires.

INTERNAL ARCHITECTURAL ELEMENTS OF THE MALL

The Shops

There are so many shops around the building serving as commercial centre. The shop are access internally through different lobbies within the mail.

Figure 13 showing one of the shops



Internal Transition

There are internal transitions linking the three floors of the building. The stairs is a reinforced concrete steps supported with stainless balustrades. Both risers and threads are finished with terrazzo flooring.

Figure 14 showing the internal transition.



ALL THE FLOORS SPATIAL CONFIGURATION
The shops
The lobbies
Transition- the stairs
Conveniences

THE HEART: THE LOBBIES

The lobbies are significantly the heart of these building is the work of the architecture, linking the external transition to the functional spaces and conveniences. It is a simple rectangular plan with a ceramic tiles floor finishing. The interior of the lobbies is well lit with embedded fluorescent light. Natural lighting is achieved through the use of

The Conveniences

There are six units for Convenience at each wing of the mall, three for the male and three for female.

The Roof Members View Internally.

Four dormers were used at interval to bring in light into the building and also to add more balance to the appearance of the roof. Angular steel roof trusses were used to give a stable form and to also support the considerable external load of the large span of the roof components.

Figure 15 showing the internal roof members.



IV. CONCLUSION

Oluwole urban mall has an architecture that contributed to the improvement of the geographical vista. It has changed the existing space by introducing an urban mall, a focal point to a formerly rigid Oluwole market to a better landscape. The above-mentioned mall fulfilled all the functions of a mall as defined by Webster's dictionary: A mall is a street or covered areas with rows of shops close to traffic. My only observation is that it lacks provision for the handicapped as there is no ramp for easy mobility of people on wheelchairs.

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