

# Comparative the quality of space and sense of place in traditional and modern commercial spaces as dynamic spaces and urban identity: (Case studies: Traditional Bazaar and Crystal commercial complex in Tabriz)

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## ABSTRACT

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The nature and activities that take place in urban areas are generally depended on two main agents, cultural and environmental (space –physical characteristics). Urban spaces, creates behavioral patterns which are tailored with each culture and then, these behavioral patterns determine and express how people use the spaces. Commercial spaces are one of the urban dynamic spaces. Cities with each role they have, has assumed that can't be taken away from commercial business activities because human social life in cities and meet their needs, requires such of activities. The importance of business activities in metropolises and consequently special place of business centers among urban areas, on one hand mental and emotional effects of places and spaces on their users on the other hand, cased that present study make a comparison between case study of Tabriz traditional Bazaar as the representative of Iranian traditional architecture and “Crystal” commercial complex as an example of modern contemporary architecture with the aim of: investigating the interaction of architectural spaces (commercial use) with people's urban living and also check out induced sense of place by these spaces.

**KEYWORDS:** Sense of place, Urban spaces ,Commercial spaces ,Bazaar.

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## 1. INTRODUCTION

By paying attention to the importance of business use in various societies, which have occupied around 2 -5 percent of urban lands, this article examines the factors that influence the sense of place. This concept has been evaluated comparatively for Tabriz indoor Bazaar and Crystal tower (one of the newly built commercial complexes in Tabriz).

## 2. Principles and criteria of business use locating

Commercial locating and its boundaries, has been always considered as an important topic in urban, including uses that all the people deal with it. So the first step for founding a commercial center is that, it shouldn't be only the result of a architecture or investor demands but the decision in this case must be the result of a deep study about market situation, location, similar spaces available, the active population, buildings and facilities needed in the future, influence the region and the people living there [1].

In addition to these principles, the other criteria that should be considered in locating commercial uses include:

- Access
- Capacity of services
- Size location
- Perfect pitch
- Parking
- Access to the infrastructures
- Geographical distribution of commercial centers [2] .

### 2 -1- Bazaar

Bazaar means: place of buying, sale and supplying of goods. In middle Persian, had been used as “Vazaar” and with combining like: “Vazarak (bazar)” and “Vazargan (businessman)” and had been used “Vazhar” in party [3]. Bazaar was get along with urbanization since the social life of city, division of labors and needs for exchanges and had been a symbol of civilization [4]. The importance of this urban space in old cities was so high that, like the other neighborhoods, Bazaar settled families in its homes. It (Bazaar) has urban spaces (square, transit and....) and facilities within the tissue [5].



**Fig. 1:** Aerial photo of Tabriz traditional Bazaar

## **2 -2- Introduction of case studies (Tabriz covered Bazaar , Crystal tower commercial complex)**

Due to the commercial importance of Tabriz, Bazaar has a special place in this city. In other words, everything in Tabriz was formed as a result of Bazaar penetration. Even the urban fabric has branched from Bazaar radial. After each accident, including: earthquake, flood or plunder and destruction caused by war, the Bazaar has been re –built with incredible speed and regained its previous reliability [6].

Tabriz indoor Bazaar is a Bazaar that today continues its economic life and historical and tourism attractions has caused its importance, but due to the density of some uses, inadmissible transformations has happened in it [2]. However, Tabriz indoor Bazaar as the largest brick structure in the world has been built between 1255 to 1275 for the last time. It can be considered as a single building with an area of about three hectares and 5.5 kilometers straight.

Crystal tower commercial complex, is a 25 –story building and comprising as one of the most prominent and tallest buildings in Tabriz and has located in one of the important city's nodes (University square). This complex, due to its location has known as a new sigh of city and consists of two parking floors, four stories for commercial use and sixteen stories for service uses including 116 offices with three floors have been designed for hall and revolving restaurants.

## **2 -3- Evaluation the sense of place in samples**

To search for the sense of place in urban areas, Consideration of several factors are required, including: functional – experiential, aesthetic and environmental components.

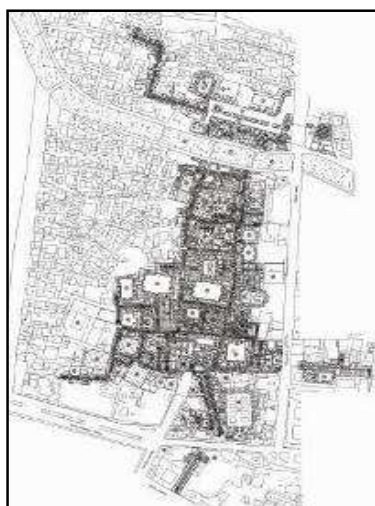
### **2 - 3- 1 – Functional component**

This function on one hand is included a proper and easy accessibility for pedestrians and riding people to the population absorbent centers and on the other hand is involved other operations such as: passive recreation, watching people, various occasions, eating, talking, meeting friends as well to ensure the vitality and richness of urban spatial experience [7]. In short and sum up those elements of the existing theories which are sub categories of functional elements, the following qualities can be identified in sustainable locating and they will be considered a criterion for establishing the sense of place:

- The quality of treatment stations (adaptation of activities, time and space)
- The quality of urban form adaptation with uses, walking and riding networks, information network and.....
- The quality of safety for activities [7]. that in continue, these components will be considered in the case studies.

### **2 -3 -1 -1 –Quality of behavioral station**

As we know, traditional Bazaars were not uni-functional spaces as a commercial space, also they were a place for social, political, cultural and even sport activities. Among the most important public places in Tabriz indoor Bazaar, mosques, baths, café, gymnasiums and.....can be mentioned, although some of these activities were not in their proper places. Today, spaces in Bazaar like: “Timche” and “Raste” can also be used in special occasions for ceremonies. In new commercial complexes including Crystal complex, new spaces have been designed for social, sport and sometimes cultural activities but people's presence and dynamic routine life has been tepid in comparison with traditional Bazaars.



**Fig. 3:** Map of Tabriz traditional Bazaar



**Fig. 2:** Aerial photo of Tabriz Crystal power

**2 -3 -1 -2 – Consistent quality of urban form with uses, network of walking, riding network information and so on**

Separation or don't separation of activities, the impact of Bazaar on surrounding tissues and amount of given attention to the walking and riding in Tabriz are including factors that are discussed in this part.



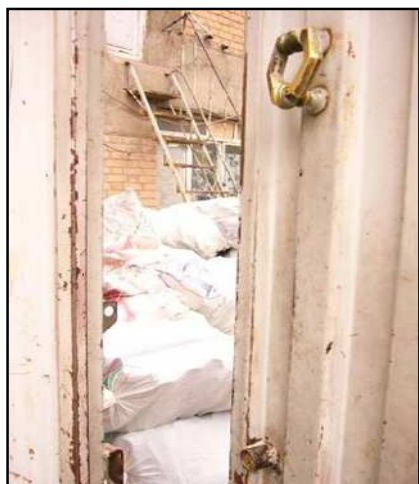
**Fig. 5:** entrance of Mozaffarieh



**Fig. 4:** One of the corridors of Crystal complex

**2 -3 -1 -2 -1 – Separation and don't separation of activities**

“Timcheh” in traditional Bazaars are belongs to wholesales that usually belongs to certain trade and in “raste” there are retailers that are not related to a specific class. While in modern commercial complexes, there is usually no separation among activities and various activities have been carried out together.



**Fig 7:** Changing the use of around houses to stocks



**Fig. 6:** entrance of Amir Bazaar



### 2 -3 -1 -2 -2 – The impact of Bazaar on surrounding tissues

Inns, in old Bazaar were used as docks and warehouses .Whereas today due to the changes of transportation system and streets system around the Bazaar and regardless of the required infrastructures, residential tissues around the Bazaar often used as a dock and warehouse. In modern commercial complexes this issue have been provided by building the stocks for each unite in separated floors .And transportation problems solved by: parking lots and away from public view .

### 2 -3 -1 -2 -3 – Attention of the walking and riding

In traditional Bazaar in the past, the priority access was for pedestrians but recent street system around the Bazaar and traffic in Jomhuri Street, in addition to the disconnection of Bazaar, causing some problems.

1-Transfer the Bazaar center to the south and depletion the northern part of population degradation.

2- Congestion and too much traffic in south part of the Bazaar.

3- Creating desire to build a new high –raise commercial buildings facing the street and back to the Bazaar.

Loading and unloading, getting on and getting off passengers and also adjacent terminals to the Bazaar are including those which increase traffic in this area .In new commercial complexes, based on urbanization codified law, the site of the location is according to the city's main arteries and get along with ideas such as: secondary access, create tardy at the entrance of the complex, U –turn and temporary parking.



Fig 8: parking entrance of Tabriz Crystal tower

### 2 -3 -1 -3 –Quality of the safety environment for activities

Traditional Bazaars in order to security of life and properties and preventing from theft, in addition to the gates for different spaces, it was equipped with boarding guards .At night and holydays, teams and inns doors would be closed from all sides and their guards are take care .However, in “Raste” at nights and because of the darkness, the security comes down .More ever, lack of movement and being privacy the northern part of Bazaar and also abandoned and wasteland in that part reduce security specially at night .In new commercial complexes, this matter is provided through intelligent security guard and funded systems.



Fig 10: Pass and side walk around Crystal center



Fig 9: Pass around Tabriz traditional Bazaar

### 2 -3 -2 – Experimental –aesthetic Component

This component is dealing with perceptual receives, cognitive and environmental preferences people towards urban areas [7] .These qualities as necessary condition in order achieve the sense of place are identifiable:

- The quality of the physical environment spatial backbone, physical, permutation of mass –space, materials and so on.
- The quality of sensory perceptual environment, including quality of objective perspective, a structural analysis of urban landscape and so on.
- The quality of mental perception environment including the quality of the mental perspective (spatial and temporal) evaluative mental perspective, concrete meaning, vitality and so on [7].

### 2-3-2-1 – Degree of buildings similarities in form dimensions and details

High –rise shopping malls back to the traditional Bazaar and faced to the Jomhuri street have no similarities with old tissue of Tabriz Bazaar in terms of dimensions, materials and details .Recently by cultural heritage and tourism organization and UNESCO's efforts, constructing this kind of buildings are prohibited .However, most of the rooms and buildings in inner context of Bazaar are one or two classes and in terms of form and materials are in harmony with each other.

In addition to the mentioned points, related to the quality of physical –spatial of Tabriz Bazaar, some cases of these inconsistencies can be referred that their most important are:

- Obsolescence and physical wear of Bazaar.
- Replacement of original doors and windows by new elements.
- Additional elements which makes the current future of Bazaar undesirable.

In new urban constructions, designing of the structures are single building and they often will be done with no regard to the context and surrounding buildings, it is also clearly palpable in designing of Crystal tower but in designing of interior spaces there is often no need to switch elements because they are not wear and obsolescent and all of them have a uniform designing.



Fig 12: View and issue around from Amin inn yard



Fig 11: issue around Tabriz Crystal Center

### 2-3-2-2 – Perceptual quality of environment

#### 2-3-2-2-1 – Making the quality of environment by natural and artificial elements

What makes objective view of Bazaar, is existence of artificial elements including available goods for sale which are influenced on objective view of Bazaar by variety of colors, shapes, material and so on .However natural elements in surrounding houses and streets such as: trees and fountains are also effective on Bazaar objective view .In new commercial complexes, this factor has been provided by: special designing such as: constructing the entrance, using the variety of materials, taking advantage of various lightening systems, landscape design and sometimes flooring.



Fig 13: Amir inn

#### 2-3-2-2-2 – Sky line

Sky line in Tabriz old Bazaar had been consistent basis .Whereas by constructing the newly built complexes around it, the city's sky line and landscape is chaos .However as noted recently, by the auspices of the cultural heritage and tourism on constructing around Bazaar, it is trying to prevent from continuation of this chaos.



**Fig 15:** Crystal tower ski line



**Fig 14:** Tabriz Bazaar body adjacent to Jomhuri street

### *2 -3 -2 -2 -3 – Diverse sequences:*

Tabriz Bazaar, because of its extent, provides different sequences and views and while the user is moving in this space, experience changing the directions and founding different views constantly .In spite of that, lack of space diversity on walls are apparently clear in areas such as: “Rasteha” in addition, being various and displayed products has reduced the diversity .Domes on the roofs where inns and Timche intersect with Raste, has made diversity by creating some decorations like: :assigned”.

In new commercial complexes inner is often uniform but the outer spaces of unites, by the help of separating the pause and crossing spaces have a variety of sequences. In addition, well- designed entrances, lighting spaces and voids, users will experience varying views of space.

### *2 -3 -2 -2 -4 – Feeling of congestion:*

By paying attention to the traffic around Tabriz traditional Bazaar which its reasons mentioned previously, moving pedestrians and freight carts at the same time in streets around Bazaar and “Raste” are always induced a feeling of crowding in Bazaar .Of curse in “Timche” and inns which special guiles are working, is less .This problem in new complexes is properly organized by designing the traffic lumbering and also temporary parking .Otherwise, like Crystal tower complex, caused congestion in around streets.



**Fig 17:** Passing adjacent to the Crystal complex



**Fig 16:** Daraei Street adjacent to the Bazaar

### *2 -3 -2 -3 – Subjective –perceptual quality of environment*

#### *2 -3 -2 -3 -1 – Addressing*

Addressing and readability in traditional Bazaar due to extending, physical addressing of different locations and checkered geometry is difficult specially for strangers .While addressing inside Bazaar is based on the guild related to a place such as: “Raste” for shoes or based on some elements such as mosques or banks carried out .In new complexes, due to the vertical extension and numbering unites, addressing is easy based on the floors and number of unites.

#### *2 -3 -2 -3 -2 – Locations and role –playing elements:*





Fig. 20: Central mosque in Tabriz Bazaar



Fig. 20: Designed elements against  
Tabriz Crystal tower

Traditional Bazaar structure as an indicator urban space, is one of the role –playing and important locations of Tabriz and its residence have many collective memories in their minds .Within the Bazaar tissue, there are other indicators and memorable locations for people such as the followings:

- Central mosque
- Timche Mozaffarieh
- Amir Bazaar.

In new commercial complexes, mixing the commercial spaces with uses such as: snack bars and coffee shops and places to pause and rest, has created the modern role –playing locations in the city



Fig. 18: Mozaffarieh Timche

### 2 -3 -3 – Environmental component

“This component, in micro –climates, involving issues such as: regulation of micro –climate of urban spaces (sun light, air blowing, shade –making and....) and in macro dimensions, environmental sustainability is the major concern and deals with quality of balance based on urban environment ecology and the way of using the natural resources including land, water and so on according to urban plans” [7].

Summing up the outcomes of theories in this regard is followed:

- “Quality of micro climate urban spaces included: sun, shadow –making, wind, humidity and etc .
- Quality of sound, smell and scent the environment and:
- Quality of sustainable urban designing, includes: natural resources efficiency, ecosystem balance and reducing the air, land and water pollution[7]”.

#### 2 -3 -3 -1 – *Quality of micro –climates in urban areas*

##### 2 -3 -3 -1 -1 – *Use of natural elements*

Traditional Bazaar inns often have an outdoor space within their tissue which in these areas, natural elements such as trees, green spaces and fountains are used.

Using of these elements in addition to air conditioning the climate, also creates pleasant scenery, whereas this factor is often overlooked for modern designing and in order to make the comfort conditions, mechanical facilities are mostly used.

##### 2 -3 -3 -1 -2 – *The way of lighting*

Because Tabriz traditional Bazaar is indoor, most of the business unites (rooms) are deprived of direct natural light apart from those rooms which are located in inns faced to country yard .In this case, the light can only come in through the holes in top of the arches so most trades are forced to use artificial light to provide illumination. In new complexes, artificial light is the leading cause of lighting the entire complex and in some cases, like Crystal complex, passing spaces have natural light.

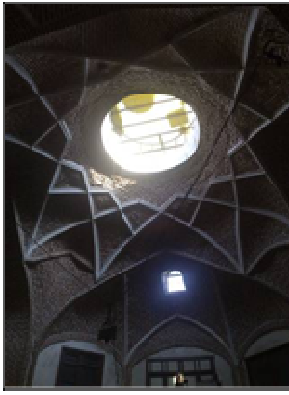


Fig. 22 Skylight in Hag Mohammad Chah Tappeh



Fig. 21: Glass facades and supplying interior light

### 2 -3 -3 -2 – Sound quality, flavor and fragrance of environment:

Noise pollution in streets around the Tabriz traditional Bazaar, caused by vehicle traffic and presence of vendors caused irritation of pedestrians and business owners along the street. Inside the Bazaar, because there is no vehicle traffic, the noise pollution is little. While newly built commercial structures which designing standards are considered and appropriate materials have been used, acoustic of space will be provided.

In some parts around the Bazaar, due to accumulation of fruit and vegetables residuals, bad odors are smelled. Of course, it happens in open spaces around Bazaar but inside, emitted fragrance of some areas like perfumers and perfumeries, have been a part of its spatial quality. In new commercial complexes there isn't such an interferer factor.

### 2 -3 -3 -3 – Quality of sustainable urban design

#### 2 -3 -3 -3 -1 – Energy consumption in markets

Because the traditional Bazaar is indoor most of the business unites apart from those which are around the houses, to provide lighting have to use artificial light even in the early hours of the day. Whereas the Bazaar tissue is compact, that makes it (Bazaar) as a unit building and also using the thick piers and materials with high thermal capacity, largely deal with the cold climate of region but even in this conditions waste of energy in unites which are located in the houses and also through the holes of sky light on the roof is inevitable.

In new commercial complexes, due to considering the correct principles of designing and choosing the appropriate materials and compatible with function and environment and being covered as a single building, waste of energy has decreased. In addition the use of heating equipment, increase the welfare of users more than ever.

Table 1: Conclusion

Studying the sense of place in commercial places (Bazaars) as a dynamic urban places (case study: Tabriz Bazaar and Crystal tower commercial complex)					
Crystal tower	Tabriz Bazaar	Case studies			
*	**	Quality of behavioral stations		Functional component	Studying the sense of place in case studies
	*	Separation activities	Consistent quality of urban form with a network of walking, riding, information network and so on		
	*	Effect of Bazaar on surrounding tissues			
**	*	Paying attention to the riders and walking			
**	*	Quality of safety environment on activities			
*	**	Degree of building similarity in form, dimensions and details		Experimental –aesthetic components	
*	**	Quality of environment by natural or artificial elements	Perceptual quality of the environment		
	*	Sky line			
*	**	Diverse sequencing			
	*	Feeling of congestion			
*		Addressing	Subjective perceptual quality of the environment		
*	**	Points and elements of motivation			
	*	Use of natural elements	Quality of micro climates in urban areas	Environmental component	
*	**	The way of lighting			
	*	Sound quality, flavor and fragrance environment			
	*	Energy consuming	Quality of sustainable urban designing		





**Fig. 22:** Skylight in Haj Mohammad Gholi Timche



**Fig. 21:** Glass facades and supplying interior light

### 3. Conclusion

Tabriz traditional Bazaar can be considered as an urban space that continue the activity and up to now its dynamism has continued as a place with commercial use in Tabriz and historic charms has also been appreciated. However, in addition to problems related to the Bazaar itself, in terms of being wear and aging the skeletal tissue, impossibility of entering the riders into Bazaar and high energy consuming, some other problems has been made, caused by inappropriate interferences like: street system with no control and without providing the necessary infrastructures for this kind of use which among them, building new commercial complexes inconsistent with the texture facing to the street and back to Bazaar, adverse effects of Bazaar on surrounding tissues, making pressure on urban transportation network, lack of paying attention of guilds to add extensions and inconsistent shutters with the tissue can be referred. But despite the above problems and more supervision during recent years on Tabriz Bazaar, it can't be stated with certainty that, Tabriz Bazaar is facing with serious shortcomings for authentication of manufacturer place qualities.

In new commercial complexes, applying the architecture design tweaks based on the aesthetic and functional needs of consumers, not only make the most of commercial spaces which are well- designed to a desire place, but also make them urban places which people spend their leisure time there.

According to table 1 and summarizing and comparing people's principles and criteria of evaluating the sense of place, people in traditional Bazaars have more sense of belonging to places due to designing based on better understanding of people's daily lives and modeling their social behavior and environment in comparison with commercial buildings has been more successful in installing the sense of place.

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