

# Commercial Corridor as a Place for Creating a Great Sense of Place: A Literature Review on Four Locations of Commercial Corridor

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**Abstract-** *Corridor is a place that is often found in commercial built environment. The presence of corridors with retail is common in contemporary life. Regarding its function that colours everyday life, it is important to examine how a commercial corridor can create a sense of place. This paper is a literature study which reviews four related studies, by comparing important factors for the existence of the corridor in relation to creating a good sense of place for its users.*

*Keywords:* Sense of Place, Corridor

## I. INTRODUCTION

It is common nowadays to discuss about a sense of place. A place, even the most contemporary one, has its own character and thus its own uniqueness. This paper discusses the commercial area as the object of literary study which is limited to the discussion on corridor.

The commercial environment, in connection to the visitors and customers, has become the centre of discussion nowadays. This topic has been widely studied and discussed from the perspectives of its existence, sociological aspect, architectural management and interior aspect, as well as urban studies aspect.

From a sociological perspective, a sense of place and the attachment point of social spaces [1] while from a management perspective, the relationship of shopping environment and its visitors are widely translated in various discussions, starting from the discussion on behaviour customers [2][3][4][5][6] to the discussion on behaviour in foodcourt [7]

From an architecture and interior perspective, sense of place is related to the commercial environment and the discussion covers its physical analysis [8] and its influence on interior, special physical conditions in the atrium [9], corridors, thematic corridors [10], and shop or cafe outlets [11].

From urban studies and sociology perspective, the discussion centers on the behavior at the corridor of traditional market [12], corridor of subway space [13], both on its physical [14] and social factors [15].

This study focuses on corridors of commercial environment in particular, by attempting to identify important factors of commercial corridors which have been discussed in the past studies. Therefore, this study aims to summarize and become a reference about the creation of sense of place and convenient corridors of its users, especially in commercial areas.

## II. LITERATURE REVIEW

### A. Sense of Place of a Shopping Centre Corridor

A place creates a relationship as a stimulus for its occupant. This stimulus will be caught by humans as the room occupant through their senses, since human senses function as information channels for the stimulus to stimulate an act. A stimulus, if perceived positive, will not stimulate any action, resulting comfortable feeling for the humans to stay and even build deeper connection with the place as a centre of activity. However, a stimulus, if perceived negative, will stimulate humans to leave the place.

Similarly, corridors of retail area must pay attention to the factors that are important to create such relationship or its sense of place. The success of a retail area is actually determined by a single factor, yet that single factor is a blend of various factors. Several variables that determine the success of shopping centres [16] are location, visibility, ease of access, width, space planning and design, main tenant, tenant balance, image-building strategy, marketing and management, and customer-oriented mindset. The details are described furthermore in the preceding paragraphs.

#### 1) Location

The ideal location for shopping centre is near public transportation, with endless traffic flow, surrounded by a sufficient population, where the existence of hotels or other related public places in relation to tourism program and facilities is the added value.

#### 2) Visibility

Shopping centres must be visible from the traffic flow and pedestrians. Clear and unobstructed signage will help the visitors to enter.

#### 3) Easy access

A shopping centre near a highway is important to consider, especially its position regarding the heavy traffic flow.

#### 4) Width

The width of shopping centre generally refers to its gross floor area. Gross floor area is the total amount of floor area built in the building.

#### 5) Space planning and design

Based on the initial layout from the architect and interior processing from the interior designer, which are already agreed by the developer, as well as on the planning parameters that can be applied to the shopping centre, the

management must pay attention to the viability of the shopping centre, including its layout and special distribution.

6) Main tenants

The main tenant is usually a large retailer with sufficient expertise and offers a wide range of products to attract large number of shoppers to the location. The main tenant can be a major destination shop that attracts visitors and other small tenants as well.

7) Tenant balance

The tenant mix plan must come first in mind in order to keep the best compositions of the tenants, their store type and their placement in the shopping centre area.

8) Strategy of image, marketing and management With a positive image, a shopping centre will be able to improve its marketing communications.

9) Customer service-oriented mind set.

It is better for a shopping centre to understand its visitors and visiting destination.

In the above factors, design and space factor is one factor among many factors which are very important to be considered regarding the design of corridor at a retail area, considered for the design of the corridor in the retail area. To become a successful shopping centre, the demand of shopping environment must be met quickly and efficiently, by synergizing the whole nine factors. This recent study only focuses on the and the synergy among the nine factors. In the study, only focuses on the factors of place and design planning for corridor at a retail or commercial area.

*B. Factors that form a Sense of Place*

Najafi and Bin Mohd Shariff [17] claim that there are two things that affect the sense of place. The first one is human beings and their cognitive ability and perception as an observer. As a place occupant, human identity also determines the identity of a place [18]. The second one is the spatial characteristics of physical arrangement which is equally important, especially in artificial environments or architectural forms. It can be concluded that the forming factors of a sense of place are physical factor such as the physical shape of a place, and social factor such as human activities that become the identity of a place. There are two other dimensions which can also influence the sense of place, namely sociocultural dimension [19].

*C. Commercial Corridor and Placelessness Issue*

Corridor as a contemporary place is inseparable from the issue of placelessness. In this globalization era, corridor can identified as a loose space. It has no sense of place due to the effect of globalization. There are places with no character, especially local culture as character, has no sense of place since they all have identical physical forms [20].

Today, many places do not have cultural identity and thus are culturally unrecognizable. Globalization promotes the similarity of forms encountered in different geographical conditions. Regarding this, there are also unrecognizable places due to the existence of an inauthentic form element on

something authentic [21]. However, locations with global sense of place can not be taken for granted as a place with no sense of place [22]. The corridors of shopping centres and their physical condition, as well as the definition of sense of place, are evolving due to the encouragement of social, cultural, economy and political conditions encouragement. It means that the definition of sense of place is not limited anymore, yet it is broaden into the definition that a sense of place can be formed by the connection of a certain place with other contexts. Therefore, it is evident to say that Massey rejects the argument that globalization will lead to homogeneity since every place has its own different social and historical setting and various other sources as its differentiator. The combination of these settings and other sources differentiate a place from other places. So, in conclusion, every corridor surely has its own uniqueness.

### III. RESEARCH METHOD

This study is qualitative research with literature study as its method. Literature study is the means used to collect data or resources related to the topics being discussed in a study. Literary study can be obtained from various sources, journals, documentary books, internet and library. In this study, secondary data were used to discuss the main purpose of this study, which is to identify important factors in a corridor design that create a sense of place.

Some articles and other resources related to the topic of this literature study are as follows:

1. The research about the important factors influences the creation of sense of place of corridors in shopping centres [23].
2. The study about the factors influencing the sense of place of religious commercial corridors [24].
3. The study about the physical factors influencing the sense of place of religious commercial corridors [25].
4. The research about the important factors of corridors in subway train retail area, published as an article entitled Choosing A Path in The Underground Visual Information and Preference [26].
5. The research about the important factors of a sense of place found of thematic corridors in shopping centres [27].

It is expected that these five related studies can become resources for this paper in order to give wider and more comprehensive description about the existence of a corridor design in creating its sense of place as perceived by the visitors.

### IV. RESEARCH RESULT

*A. Study 1 : Corridor of Shopping Centre*

Study 1 was done in reference way by reviewing the study about investigates the corridors of shopping centres in Gandaria City, Jakarta, and Ciputra World, Surabaya [28]. In the research conducted in 2015, Kusumowidagdo explained about the factors that form a sense of place of the corridors. The factors of the corridors in Ciputra World were corridor's visual harmony, legibility, atmosphere, and social image and

interaction, while the factors of the corridors in Gandaria City were corridor legibility, social image and interaction, and tenant space. There were similarities and differences of the corridors being studied in her research. The similarities of the corridors were corridor legibility and social image and interaction. These two similar factors implied that all corridors being studied had their legibility or originality of corridor character in accordance with the concepts of each shopping centre. Next, the social image and interaction factor was in accordance with the concept of middle-class market target and above. Both of these factors were perceived as important in the minds of the visitors of both corridors.

First, the authenticity of the corridor character in Ciputra World aimed to give impression of a wide area and follow the maritime thematic concept. Wide impression was emphasized by the use of reflective materials, lighting conditions, and the use of all-white color, while the maritime thematic concept looks was found at the shape of the corridor arch and the ornament of the ceiling. The authenticity of the corridor character in Gandaria City was formed by the use of a single corridor concept surrounding the void of an atrium, where this configuration gave advantage of good visibility without visual obstacles between the floors or in a floor area.



Figure 1. Corridors legibility of Gandaria City



Figure 2. Nautical theme corridors of Ciputra World



Figure 3. Corridors legibility of Ciputra World

In both shopping centres, social image and interaction factor was conceptualized to meet the taste of middle and upper class visitors. As for the condition at the shopping center, this factor appeared in the visitors' lifestyle, crowd density, and ethnic similarities and visitor segments.

The differences between the two shopping centers could mainly be found in the corridor area in Ciputra World, which were the factors of visual harmony and atmosphere. Visual harmony prominently sensed by the visitors was a visual connectivity when walking on a corridor as formed by the design harmony of the stores, store appearance, windows display, corridor dimension, and good view to all directions. The corridor atmosphere that supported the shopping experience is in the form of appropriate temperature, control music, and hygiene. While for the corridors in Gandaria City, the tenant space was a critical factor in the design implementation that gained attention of a manager with a standard design. The design of tenant space design was perceived as providing complete information to the visitors, supported by the appearance of the stores with good display, interesting window display, and the harmony of store design.

#### B. Study 2 : Corridor of Historical Commercial Area

This current research studied the Ampel corridors, the corridors set for commercial purpose located in the historical religious area in North Surabaya, Indonesia, an area specifically populated by people of Arab descents.

The Ampel corridor is name given to the complex of Ampel Grand Mosque and the Tomb of Sunan Ampel. This area is unique with its specific setting and atmosphere. The number of ancient buildings, the dominant population of Arab descent people, and the business area that sells Arabian products are the unique traits of the Ampel area. This research limited its discussion to two corridors, corridor A and corridor B, both of which are characterized as commercial space or having commercial enclosures on their both corridor sides.

Physically speaking, Corridor A is an open corridor with a width of 5 meters, surrounded by street vendors and neatly-

arranged shops. This corridor looks very crowded with visitors. The other corridor, Corridor B, is a closed corridor with canopy above its hall to provide shelter for the pilgrims and visitors from weather conditions such as sun and rain.

Socially speaking, corridors A and B are much alike. These corridors are crowded with traders offering their religious-themed products, and with pilgrims and visitors in Muslim wears. Visitors come by themselves or in group. The Tomb of Sunan Ampel also gives the nuance of memory and history to the area of the Ampel corridors, as well as the appearance of Arab-descent traders at the corridors and its surrounding area.

Physically, Study 1 of this research is in accordance with the research of [29] on the factors that influence the Ampel corridors. The findings of Study 1 in this research showed that the factors influencing the formation of sense of place for the corridors are authentic gate and diversity of products. At the Gate A, the differentiating factors were as natural lighting, corridor dimension, and commercial space disharmony, while at the Gate B, the differentiating factors are ceiling ornament, connecting road to settlement, commercial space harmony and artificial lighting. Physical factors have simultaneously helped establish the sense of place in the corridors Ampel region. These findings support the previous research on the social factors influencing the Ampel corridors' sense of place, which are narrative or history and memory, crowdedness, religious atmosphere, lifestyle attributes, interaction and activity, as well as the Arab traders [30].



Figure 4. Authentic gate at shopping corridors in Ampel



Figure 5. Corridors ambience inside Ampel's shopping corridors



Figure 7. Interaction and activity features

### C. Study 3 : Corridor of Commercial Area in Transportation Environment

In 2002, there was study on the atmosphere of an underground corridor of fast subway train [31]. An underground corridor, if well-built, can create its own identity. He observed five underground intersections, with 32 participants, using 360-degree panoramic photography exploration where the participants were interviewed with some questions related to their sense of place, their ability to identify a place and digest visual information, and their preference to explore the next path. The path chosen was the path that had greater indicator of shopping opportunity and the presence of crowded people. The factors frequently appeared in the discussion are qualities of place (lively, warm, interesting), corridor width, color use, architectural space legibility, lighting level and quality, ceiling height and long corridor. The corridors being excluded in the study were corridors with too many differences in the elevation or floor height, unclear circulation flow, have a dead end, and have low visual stimulation



Figure 8. Montreal Underground Shopping Corridor

D. Study 4 : Thematic Corridors of Shopping Centers

In other study in 2015, thematic corridor or a corridor with a specific theme had become very attractive to the shopping centre visitors in Indonesia [32]. Thematic corridor could also create its sense of place. The thematic corridor discussed in their study was in Gandaria City, Jakarta. Jakarta is the capital city of Indonesia which has many shopping centers. One of the crowded thematic corridors being observed was at Gandaria City shopping centre. The research was qualitative with focus group discussion as its method of data collection and quantitative with survey as its method of data collection which was later analyzed using factor analysis. From their study, the factors that influenced thematic corridors are as follows.



Figure 9. Thematic corridors of Gandaria city



Figure 10. Shopping corridors of Gandaria city

V. DISCUSSION

The table below presents the integration of discussion on the specific factors that form a corridor’s sense of place.

TABLE I. TABLE SENSE OF PLACE ASPECTS

Sense of Place Aspects Corridors	Sense of Place Aspects Corridors at Historic Area	Sense of Place Aspects Underground Corridor	Sense of Place Aspects Thematic Corridor
corridor legibility, visual harmony, corridor ambience, store design , image and social interaction	authentic gate, diversity of products, natural lighting, artificial lighting, ceiling ornament, connecting road to settlement, commercial space harmony dimension, commercial space disharmony, narrative/ history and memory, crowdedness, religious atmosphere, lifestyle attributes, interaction and activity and also the existence of Arabian descendant merchants	qualities of place (lively, warm, interesting) , corridor width, the use of color, legibility of architectural space, lighting level lighting quality, ceiling height dan corridor length.	corridor legibility, thematic decoration, tenant decoration, image and social interaction

VI. CONCLUSION

Corridors as a place may have the ability to create a sense of place, or a relationship towards its visitor. It is evident in its many conditions that a corridor has many elements that support the creation of the relationship towards its visitors, such as their ability to identify the place, choose path preference, support activity, and develop an attachment to the place.

This literature study offers many possibilities to the future study in the form of a reference for conducting a research on the visitors’ perception through in-depth observation, documentation and interview by the assistance of CCTV technology as well as software. The research subjects can also vary based on their gender, age, and ethnic background.

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