

The Impact of Urban Infill: A Study of Contemporary Malls in Baghdad

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ARTICLE INFO

Article history:

Received January 11, 2022

Accepted May 19, 2022

Keywords:

Architecture of malls

Baghdad malls

Traditional suq

Urban infill

Mall design

ABSTRACT

The impact of urban infill has been an important topic within urban research. Despite the vast knowledge, however, there is a gap in reporting the effect of adding contemporary malls to Baghdad urban context; therefore, we studied two main contemporary malls built after 2003, Al-Mansour Mall in Al-Mansour district and Baghdad Mall in Harthiya district, selected for this study because of their large-scale and their contribution to the development growth of the city. The findings of this research showed they both have a strong impact on different aspects such as urban, social, economic, and the environment. The paper also highlights critical views concerning the spread of malls in Baghdad and discusses the importance of traditional suqs and the reasons of transition to the contemporary malls with suggestions for improvement. This paper contributes to the urban literature by developing a theoretical framework of urban infill indicators. Findings may have implications for future infill developments both for architecture and urban design strategies for city growth.

1. Introduction

Since 2003, Baghdad has experienced a development and entered a new phase, represented by the emergence of shopping malls which were added to residential neighbourhoods. Which highlights the question: what is the impact?

of adding contemporary malls to the fabric of Baghdad? This research has been adopted because of the importance of this issue and the rise of shopping mall buildings in the districts of the city, as little research has examined this issue in terms of the effect on different aspects, such as urban aspects, social, economic and environment. This paper examined and evaluated two main malls and the effect of this infill on the different aspects. This has been studied by reviewing former research on urban

infill. Finally, the paper developed a theoretical framework of infill indicators to address the aim of the research, which is to develop the knowledge and understanding of the urban infill oriented towards improving urban design strategies for a city approach.

2. Methodology

The methodology of the paper adopted a description method based on former studies to address the main aim of the research. The first part of the methodology is a description of the urban infill of the shopping malls and their impact on different aspects of the urban aspect, social, economic and the environment. The second part involved highlighting critical views concerning the spread of malls and the transaction from suq to malls with suggestions

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DOI: [10.24237/djes.2022.15206](https://doi.org/10.24237/djes.2022.15206)



for improvement. The paper developed a theoretical framework of urban infill indicators in view of improving urban design strategies.

3. Literature review

The adding of the shopping malls was a challenging process, as changing the core use of the fabric creates somewhat a complicated process as sometimes it will require demolishing of existing structures [3]. The malls in the neighbourhood complex thrived. Market success is very much linked to finding a consumer need and meeting it, also the mix between residential and commercial sectors leads to finding a new captive audience for the goods and services [12]. One of the main benefits is that the residents will have services and retails close to them. The malls are typically located on or near an intersection of a high or a main street and are well served by public transportation that puts the residential properties at the centre of town, allowing residents easy access to main roads and high systems. However, the reason for urban infill is developmental in different levels urban, social, economic, and the environment, and in this case it should lead to the strengthening of the urban parts and enhancing the character of the neighbourhood when facing the need for change and should ensure it lasting [5]. Also, the urban infill is a managing tool aiming to achieve functional transformation to meet the administrative needs of the population and the growth of the road and transport network [15]. Urban infill is a process of urban development including the addition of new urban parts to the fabric of the city at different levels which deal according to the relationship between the addition and origin, and according to the value of the asset, whether it contains a historical value which must be preserved and protected or other values of the fabric such as cultural values, ecological and functional, to make them vibrant by regenerating their cells in innovative ways that lead to the evolution of cities from one form to another and create an interactive communication environment integrated with links from the past to the present and the future [25]. An outline of the historical market 'suq' will provide better understanding of its

components and dynamics, and the transition in shopping from suq to malls is studied to understand the reason of such transition and its impact on traditional shopping markets.

Globally, in the 1970s, development policies began to contain social as well as economic aspects, and even at times it prioritised basic social needs over production, social, cultural, and technological [6]. Xiaomao (2005) pointed out the concept of urban addition by identifying the mechanism of urban integration to achieve the link between urban addition and origin, to solve a set of urban problems of the rapidly growing Chinese cities resulting in weak interdependence between the old and new sectors of the city and the weakness of steady growth in these sectors, and tearing the spaces of the city, the rupture of the urban landscape and the rupture of the social and environmental structure of the city [23]. A study by Martin (2009) explored the potential of architecture to connect the urban parts and overcome the differences between them, socially and economically. The study pointed out that the reasons for urban addition are developmental, leading to the strengthening of the urban parts and the renewal of their cells to ensure that they remain alive and lasting enhancing the character of the city and facing the need for change. The urban addition is an administrative aiming at the functional transformation to meet the functional and administrative needs of the population, the natural growth of the population, the migration of the population, the growth of the road and transport network. It is either a cultural aim of the development of information systems (systems of culture and information) or the development of cultural means. It is recreational as a result of economic development, the development of commercial services and the development of entertainment services [13]. Urban addition strategies include insertion and re-weaving of urban tissue that focuses on the re-interconnection of urban fabric [4].

4. The urban infill and its impact

The infill intends to add parts to an existing building or add a single building or a group of buildings to the prominent style, which, in turn,

represents the levels of urban dictation (urban Infill), which mainly affects the choice of direction dealing with it individually depending on the extent to which we intend to preserve the old to adapt and connect with the added parts and the urban surrounding environment, which differs from case to case depending on several factors[15]. However, it can be said that, when urban infill occurs in conservation areas, it must be harmonised with the urban surroundings appropriately in terms of architectural characteristics, according to the values, so as not to be influencing negative visual aspects. [5].

The sources of the intellectual infill are from individual designers and the physical receivers. The intellectual dimensions are related to the accumulated developing global intellectual knowledge. The physical dimension is also. achieved by adding physical structures to other existing ones within the dialectic of the old and the new - past and present, according to general objective aspects (historical status, geographical boundaries, technological progress, political status ... etc.) and other

specific functional and structural aspects in order to develop and adapt to fit with the growing new needs and requirements, as well as determining the infilled to self-related aspects of the designer or the receiver (individual or group of individuals) in order to achieve their desires to change, diversify and differentiate according to their imagination and ideas [21]. The general objectives of the infill include improving the design, increasing its quality, its development, its progress, its communication, adaptation and compatibility with functional and social requirements [1]. The regeneration needs a depth of understanding of different aspects combined with creative approaches based on physical, social, economic, cultural, and environmental conditions of an area combined with a holistic approach to urban managements [18]. This paper reviews the infill of two shopping malls in Baghdad and studies their output design. Figure 1 shows a flow chart put together by the author to address the urban addition indicators.

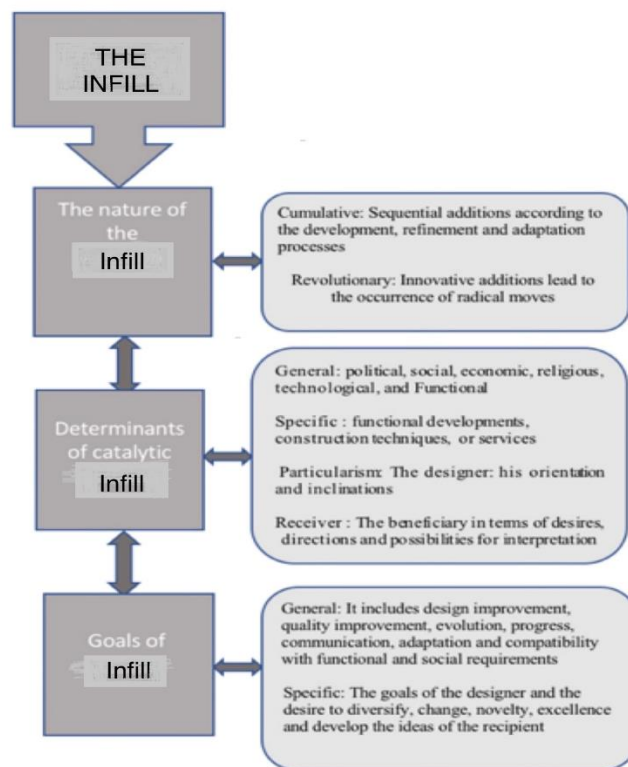


Figure 1. Urban infill indicators. Credit: Authors

5. Historical background of markets in Baghdad

All Arabic cities, including Baghdad, were designed in relation with geographic and environmental conditions. The location of Baghdad with its Tigris River played an important role in identifying and distributing the land uses. Administrative, commercial, and residential uses are organised in a way that serves its residents and ensures its easy movement. Markets represent the basic components of the commercial structure of historic cities in Iraq, when establishing a city, the first central item would be the Mosque then the location of the market which would be connected to all other routes. This pattern of relation was established in all Islamic cities in the past. Today Baghdad's old suqs and neighbourhoods make up the overall picture of the remaining architectural heritage from this city's past. Its heritage is characterised by its authentic architectural features and characteristics that were derived from the spirit of the social entity of the population, as well as the requirements of the needs and the necessities of the climate. Not to forget to refer to what Baghdadi architects have achieved in finding appropriate solutions to those important vital aspects that relate to the spirit of society and also to environmental necessities [14]. From the mid-thirties towards the end of the eighties, the busy area of trade use was doubled in the centre of Baghdad with the survival of commercial activity in the area between the Tigris River and Al-Rasheed Street within the old style of historical markets, but there was a lack of suitability for the passage of modern transportation and limited pathways for passers-by, and some of the markets kept their traditional structure and roofing such as suq Al-Saffarin, suq Al-Serai, suq Al-Khafafeen, Al-Bazazeen (see Figure 2), Daniel, Al-Sa'jia, and suq Al-Areth (broad market). Figure 3 below shows a painting of a historical suq in Baghdad drawn by a tourist. The location of the historical markets was close to the River Tigris but not facing it. Small pathways connected the markets with docking stations for loading and unloading goods from river boats. At the end of the eighties

and nineties trade concentrated in the centre of Baghdad and on its streets in some of its different neighbourhoods. Rent value rises and smaller architectural units' space were constructed on both sides of Al-Nahir Street (River Street). Traditional building materials were mostly used to build the shops [2]. Local bricks, plaster, and traditional roofing (vault and arched roofs) trimmings of bricks was used. New formation of streets appeared, some fields turned into trading stores and places where industries have benefited turned into business functions; the central locations of these trade places were affected and some of the shops had to migrate, especially with the migration of its trade and moved towards modern neighborhoods on the main streets of Baghdad [22].



Figure 2. suq Al_Bazazeen in Baghdad. Credit: Makeya 2005



Figure 3. Painting of suq in Baghdad. Credit: Makeya 2005

6. Traditional markets ‘suq’ in Baghdad

Baghdad has a number of important traditional markets located in traditional neighbourhoods; these places form the core of the city. Those markets were the main commercial centres in the past and dominated the functional and the social life within the old fabric of Baghdad until the modern developments appeared. The traditional market ‘suq’ mostly had names derived from its trade, a good example is suq Al-Safafer (Coppers market); this suq is a group of markets scattered in narrow alleyways. It is one of the oldest markets dated back to the era of the Abbasid Caliphate, it is specialised in crafting copper metal in the form of utensils, plates and ornaments. Another famous commercial centre is suq Al-Sarai (see Figure 5), formed of a narrow footpath with small shops lined on each side creating a shade to keep the suq cool and it has a simple structured roof to shelter from hot conditions in summer, it is known for selling books and stationery, located next to Al-Mutanabi street. This street remains an important gathering place for intellectuals,

artists, poets, and academic figures in Baghdad. The gatherings take place every Friday [2]. This market street is specialized in selling books and is known for print works and art, as shown in Figure 6.



Figure 4. Suq Al-Safafer. Credit: Authors



Figure 5. Suq Al-Sarai. Credit: Authors



Figure 6. Al-Mutanabbi Street. Credit: al-ain.com

Typical local markets in modern developments are formed of a street in a certain size, lined with shops and connected to other small commercial streets where shops are spread through them. The phenomenon of closed commercial complexes (Malls) has emerged and grown during the last decade with the aim of stimulating the movement of the market and providing high quality service to the individual. The developments took place in different districts in the city of Baghdad, and what has helped was the improvement in security and relative economic development in recent years. The developments appeared in the form of vertical commercial complexes, some of which are complete, while others are in progress, leading to the purchase of several services in a specific place and is considered a closed place where most services are available. Where there is an emergence and speed of achieving these

complexes, they profit through Arab and foreign investment and the involvement of the private sector in the investment process. After 2003, the vertical shopping in the form of closed complexes was considered the most efficient service for shoppers in Baghdad [24]. Because of the change and adding of new architecture complexes, the dynamics of the urban fabric transformed and adjusted with the growth of the city to fit the new functionality of the urban mobility. It harmonises and competes with the spirit of new age [17].

7. Adding malls to the district of Baghdad

The new and contemporary shopping malls in Baghdad have spread in the last decade and are enabling people to purchase their items without the need to go to local markets; this has added a new experience and changed the way of shopping from the main traditional markets mainly located in busy areas around the city, and has shifted many shoppers from the busy shopping districts to the new malls, creating a competing shift of attraction against traditional suqs. The influence of globalisation had a large impact in modernising shopping centres, a style that new generations appreciate. This changed the concept of classic markets dramatically and threatened their existence [8]. Contemporary malls turned into sources of civic pride for the residents, an upscale Western idea of shopping; however, some people still prefer the traditional shops, especially the older generation. Adding new shopping complexes to the city is a major transformation and is a fundamental change in the architectural and urban fabric challenging its urban environment for liveability and raising the quality of life and urban implementation. [11]. The number of malls has grown and spread in Baghdad and the effect has started to influence the urban fabric (Figure7) This paper elected the two largest scale malls in Baghdad for the study.



Figure 7. Map shows the spreading of malls in Baghdad city. Credit: Google maps

Al-Mansour Mall: Al-Mansour mall is a large-scale mall which was recently added in Al-Mansour district. The district is one of Baghdad's main city centres for shopping. The shopping mall is built beside many other malls in the same area and other districts in Baghdad. It is a commercial marketing complex added to the city's fabric in Al-Mutanabbi neighbourhood in the centre of Al-Mansour district. One of the largest new malls in the city, it opened in 2013 and drew shoppers from all the districts of the city and from other cities in Iraq. It has a variety of facilities. It consists of four

levels over an area of 32,000 m² and has more than 170 shops. The site of the mall was originally planned for commercial use within the basic plan of the city. Located near the complex is a gas station 25 m away as well as many shops along the street, it is near industrial shops, laboratories, doctors' clinics and many other multi-offices uses. Architecturally the plan and design of this mall is a rectangular layout shape. The exterior and interior design is inspired by Western architecture style. The building consists of four levels.



Figure 8. Mall Al-Mansour in Al-Mansour district in Baghdad. Source: iraqi.com

A large-scale supermarket is located on the basement level. The ground level contains a variety of clothing stores, while the first level has many banking offices, airline offices, cafes and luxury store brands. The cinema, toy stores and fast chain food restaurants are all located on the third floor. The complex is surrounded by palm trees and plantation added in the exterior and interior. The mall has a car park for 2000 spaces, but there is no access from parking to the mall, shoppers need to park the car and walk to the main gates, which are controlled by security, because of Baghdad unsafe circumstances. The car park is not adequate to accommodate all visitors' cars especially as, on occasions and public holidays, the number of visitors could increase up to 1500 people and sometimes double that, forcing visitors to park their cars in the side streets causing traffic and disruption to residents in the neighbourhood [16]. Figure 8 shows the exterior and interior design of the mall.

Baghdad Mall: Baghdad Mall is one of the newest and largest malls in the city, its site covers an area of 80.000m². It opened in 2017. It is in Harthiya district at the intersection between Damascus Street and Al-Kindi Street, a location considered one of the most important business districts in Baghdad city. The mall is surrounded by contemporary commercial and business buildings. Architecturally, the design is

a huge complex consisting of three parts a shopping mall (Baghdad Mall), medical centre and a hotel, as shown in Figure 9. The design has given importance to its different parts to maximise opportunity growth and viabilities within the site context. The mall is a four-level building with a variety of facilities. It contains over 100 retail outlets, multiple restaurants, and cafeterias. It has open spaces; the corridors are long wide and provide places to sit and relax with a luxury atmosphere. It has a good visual relationship between inside and outside through large glass windows and also through a wide long courtyard with a small artificial water canal running in the middle and connected to a large fountain, as shown in Figure 10, with outdoor cafeterias connected to indoor activities as a resemblance to Al-Naher Street (one of the oldest streets in Baghdad) located along the banks of the River Tigris; this space attracts many visitors. Greenery and plantation with water features are added throughout the shopping complex. The mall has a 1000 car parking space. The architecture design is very contemporary and dynamic with an international style with concrete and glass material used in the design of the facades. This complex is a local development in a setting of competing attention and is considered a unique and contemporary architecture landmark in the capital city of Iraq [19].



Figure 9. 3D digital drawing of Baghdad mall. Credit: gmp.uk.com



Figure 10. Baghdad Mall in Harthiya. Credit: Author

8. The transition of shopping from ‘suqs’ to malls

The contemporary shopping spaces in Baghdad malls have transformed from small human scale lined shops to massive indoor scaled spaces that are very different to traditional suqs. The malls have extended and high-rise scales and are mostly located in modern neighbourhoods of Baghdad with a high standard of living. Also, this contemporary addition has transformed the shopping space role to accommodate different activities alongside retail trade [12]. The malls have shifted the shoppers from the traditional and historical suq spaces. The locations of the malls and the nature of the items sold play an important role on affecting the consumers’ choice. A study by Grewal (2003) looked at measuring the effect of the perceived customer patches and to assess the general atmosphere of the mall, looking at three factors, the external design, internal atmosphere and calmness, organisation and good hygiene. The study highlighted that, when consumers are going out shopping, they expect the space to be a comfortable atmosphere and a quiet space away from external noise and urban annoyance also to be an enjoyable shopping experience [9]. The suggestions mentioned are not available in local

suqs of Baghdad and, also, traditional suqs focus on single, local and low-quality goods. Figures 11 and 12 show a traditional suq in Baghdad selling handmade items.



Figure 11. Traditional shop in Baghdad (Credit: Author)



Figure 12. A traditional suq in Baghdad (Credit: Author)

The consumers today look for variety in one place not only a place for shopping but a good organised social space that contains other kinds of customer excitement, interaction and entertainment [7] (Frat and Venkatesh (1993). Those aspects reinforce the enjoyment activities and add attraction when going shopping and raise participation and the consumers' loyalty. The shopping mall spaces in Baghdad succeeded when compared with traditional suqs in offering the addition of attraction and the opportunity to interact with modern community life, making them the most important entertainment complex in the city. Gruen (1973) pointed out that the malls encourage other developments such as specialised centres (industrial, civic and financial centres) in the urban zone [10]. When looking at malls in Baghdad, it has transformed the whole surrounding location making it a magnet for consumers, not only those who live in the city but also from outside Baghdad. A study looking at retail entertainment suggested that the mall industry sensed that more shoppers found traditional shopping places with their predictable pattern and basic proportion of space of local chain stores carrying virtually identical merchandise were losing their attraction [20]. Gruen (1973) studied the behaviour of shoppers in malls and pointed out that the pursuing of shopping activities resulted in raising the level of consumers' taste and require for high quality of brands and high value of goods [10]. This makes it difficult for traditional markets to compete. In order for suqs to attract and compete with malls, this issue should be recognised to retain consumers. The contemporary shopping centres in Baghdad are considered the high-quality brand retails and the new urban zones for leisure attraction and the heart of the social modern community.

9. Discussion

The infill of the contemporary malls to the fabric of Baghdad has led to urban developments, as the annual and arterial streets surround most of the buildings with multiple uses, and parts of the Al-Mutanabi neighbourhood in Mansour have turned into a commercial activity. The mall that has been

added to Al-Mansour district has contributed to a transformation within the urban fabric of the area and, thus, helped its development and integration. Both new malls had an effect which reached the surrounded streets and changed the components of the near and far urban fabric. As the number of malls grow and spread in the city, they have affected and influenced the entire city structure [3]. There are several forces that have played a role as basic factors, which contributed to the activation and revitalisation of the city's centre. The new malls affected the investment factor and as a result it had a good role in affecting the developing growth of the urban centre of the city, which has supported and activated it at all social, economic and environmental levels. The transformation in land uses has moved the centre and helped restore its vitality and continuity as well as the functional centre style of the streets. As it became commercial streets, so there is a kinetic system interconnected with these new activities in addition to the movement of cars and pedestrian that contributed to the development of this urban centre. Although there are many positives in adding malls there are also issues with their expansion around the city; the new shopping complexes reduced the walking distance for consumers by introducing high capacity parking spaces within the malls, but this led to a higher numbers of cars flowing into the locations of the shopping malls which usually are based in the main districts of Baghdad, and added pressure of increased traffic. Also, when the number of visitors to the mall increase, especially in holidays, the parking spaces tend to be inadequate, which forces the consumers to park their cars in the surrounding side streets; this led to causing disruption and annoyance to the residents in the area. Another issue caused by spreading of malls is the shifting of consumers from traditional suqs to the contemporary malls. The discussion is divided to two parts, part one examines the urban infill indicators in Figure 1 and part two analyses the impact on various aspects:

Part one: In this part, the paper discusses the two contemporary malls that have been analysed and if they have fulfilled the important role in the city's urban development by

examining the urban addition indicators, as shown in Figure 1

The nature of the infill:

The malls are considered a revolutionary infill as they have caused a dramatic change in the neighbourhoods and have led to a new movement of developments that fits with the growing needs and requirements of the urban areas

Determinants of catalytic infill: The malls have fulfilled a number of indicators such as the social, economic, technological and the function aspect, this will be highlighted in part 2.

Goals of infill:

1. General: The Malls are considered a unique and contemporary architecture design with high-quality mixed-use functions and good social requirements. They have turned into landmarks in the city, especially Baghdad Mall with its prominent tower.
2. Specific: The functionality development and an improvement of services in the urban area as well as the construction techniques have advanced to reach the design concept of the contemporary facets. The complexes have maximised opportunities, growth and viabilities within the urban context.

Part one suggests that the added developments have a good impact and fulfilled a number of important roles in the city's urban development

Part two: In this part, the paper discusses the impact of adding shopping malls on various aspects to the districts of Baghdad city (see Figure 11).

The Urban Aspect: The infill of these commercial buildings to the fabric of the capital Baghdad has led to urban developments, as the annual and arterial streets surround most of the buildings with multiple uses, and parts of the Al-Mutanabi neighbourhood in Mansour have turned into a commercial activity. A number of services have improved and become available with easy access. Accommodation and hotels have been constructed with the adding of the mall and the land uses have become very

compatible in areas surrounding the shopping malls. But with this expansion traffic has increased in the area of the urban addition adding a new kind of pressure on its infrastructure; the concentration on new urban addition has its effect on the traditional urban areas where suqs exist shifting the consumers to the new complexes.

The Social Aspect: In attracting people to enjoy shopping and family gathering in restaurants and cafeterias and available entertainment for kids, it has become one of the most widely spreading leisure activities in Baghdad. Also, it contributes to solving the problem of the high temperature in summer in Baghdad by providing comfortable conditioned indoor places with different activities. The centres have attracted shoppers from the whole city and fulfilled human experiences in influencing sociability and creating entertainment alongside the enjoyment of shopping. This new kind of multi-functional complex has created a new class of shoppers with a high taste and demand for good quality brands and a multi-functional indoor experience; this has a hard effect on traditional suqs making it difficult to compete with the new shopping experience in malls leading to neglecting of suqs and the loss of its dynamic.

The Economic Aspects: There are several factors that have contributed towards activating and revitalising the shopping malls and, in return, these shopping complexes have provided job opportunities and helped reduce the unemployment rate. The consumer segment is fuelling retail sales and encouraging new market players for more developments. The occupation of rapid economic growth improves the standards of living for its people. It has affected the growth of investment factors which have a role in expanding and developing the urban fabric of Baghdad. On the other hand, the new developments have affected the suqs' economic vitality as their financial success depends on their consumers, who are decreasing day after day because of the expansion of new malls.

The Environmental Aspect: The malls contributed to improving the environment by increasing the economic activities in the area

such as improving water quality and adding greenery and water features to the complex to improve air temperature and quality. Also, malls are considered good indoor environment escapes during the long hot summer where temperatures reach up to 50 degrees especially during June, July, and August in Iraq. Especially with the good cool air conditioning, water features, the views of Baghdad through the

large-scale glass windows, the plantation, background music and luxurious sitting indoor areas within the malls, all those factors have contributed in creating a good environment for visitors. The case for the suq is very different, it is suffering from declining in its services and its deteriorating environment, bad infrastructure and insufficient water supply, also most suq areas suffer from pollution.

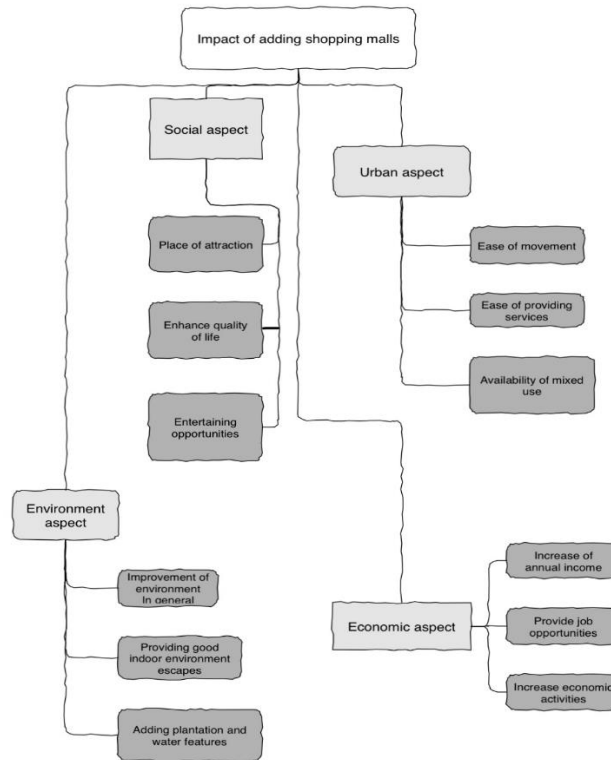


Figure 13. The impact of adding malls on the different aspects (Credit: Authors)

10. Conclusions

The nature of the infill is revolutionary, meaning that it is an innovative addition that seeks to bring fundamental changes such as adding a building to the fabric of the city and working to achieve high urban quality for this region. Additional settings and their incentives in general serve the aspects of urban, functional, social, economic and environment. Individual addition from designers who seek to enhance the quality of life through their intellectual orientations helps the development of the city and also the incentive addition of the receiver can have a good impact, which would be the community that is monitoring the urban quality approach and seeking to achieve it. The

objectives of the general urban infill are seeking to increase the quality and efficiency of urban fabric and to improve the quality of life and conform to functional, social, and economic requirements. Designer urban goals seek to increase the quality of life and evolution progress in a city. When adding a building to the city's fabric, all the basic principles of urban design must be considered so that this infill is effective and renewable to alleviate overall urban aspects at the social, economic, and environmental levels. At the urban level, this infill should achieve ease of movement, ease of providing services and availability of mixed use while studying pedestrian and car traffic. As for the social level, this infill must achieve social

sustainability through continuous interaction with this infill and providing good places to interact, safe, beautiful and comfortable, and by providing work and entertainment opportunities and distributing key services in a highly effective manner. As for the economic plan, the urban infill should provide an increase in economic activities, an increase in the annual income rate, a reduction in the unemployment rate and the provision of job opportunities. On the environmental level, the urban infill should provide responsible management of resources and improving the environment in general. From all this, we conclude that the urban infill contributes effectively to achieving a high-quality urbanisation if it is put in the right and effective place. From the two examples the paper studied, the design has contributed to solving urban problems and achieving growth, and also. after studying the districts and analysing the design of the mall and its elements through the realistic examples of the addition of Al-Mansur Mall and Baghdad Mall to the urban fabric. it is noted that the additions have contributed to improving the economic, social and environmental reality of the region, and also achieving a balanced urban system in which the added urban activities are compatible with the existing activities and providing urban quality, the new urban development has achieved the realistic goals for which it was designed and these complexes have contributed to the growth of the fabric in its urban, social, economic and environmental dimensions. Despite the important role it has fulfilled in the city's urban development, the increase of shopping malls in Baghdad has shifted the nature of commercial areas and, although there is a good impact, looking at it from another point of view, with the ongoing expansion and spreading of the malls, an uprise of problems is present such as the pressure of traffic it brings with the high rise of consumers is causing disruption and annoyance to the residents in the neighbourhood. Also, the increase of malls has begun to threaten the traditional markets and historical suqs. Malls created a competing shift of attraction against traditional suqs which are facing a loss of vitality. Because its narrow streets and their location, it makes it unsuitable for today's

vehicles to access and also the inadequacy of urban equipment and their poor diversity of selling goods and the lack of services such as being unable to provide a cool environment for consumers (air conditioning) with the high rise of temperatures in Baghdad makes the suq much less favourable and leads to driving consumers away from it to the shopping mall. This issue that the paper highlights is considered very important because of the heritage the suqs hold and the importance to protect the historical centres. Suqs have rearranged themselves to become a more local item and specialising in trade and markets selling handmade item, these markets need to accommodate social needs and better consumer environments in order to survive. There is a need to recreate and renew the shopping experience and update the satisfaction of the young generation and attract consumers by providing new investments and also creating spaces to attract shoppers to spend more leisure time alongside shopping, at the same time the young generation need to understand the value of suqs in Baghdad and help in protecting them. This issue is very important and needs to be looked at and studied in further research.

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