

A Study of the development of commercial activity in city centers: the Commercial Triangle of Athens

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Sustainable Real Estate Markets
Policy Framework and Necessary Reforms



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Contents



Hypothesis

❑ Structural and social changes → crisis



Commercial streets

Closed shopping malls



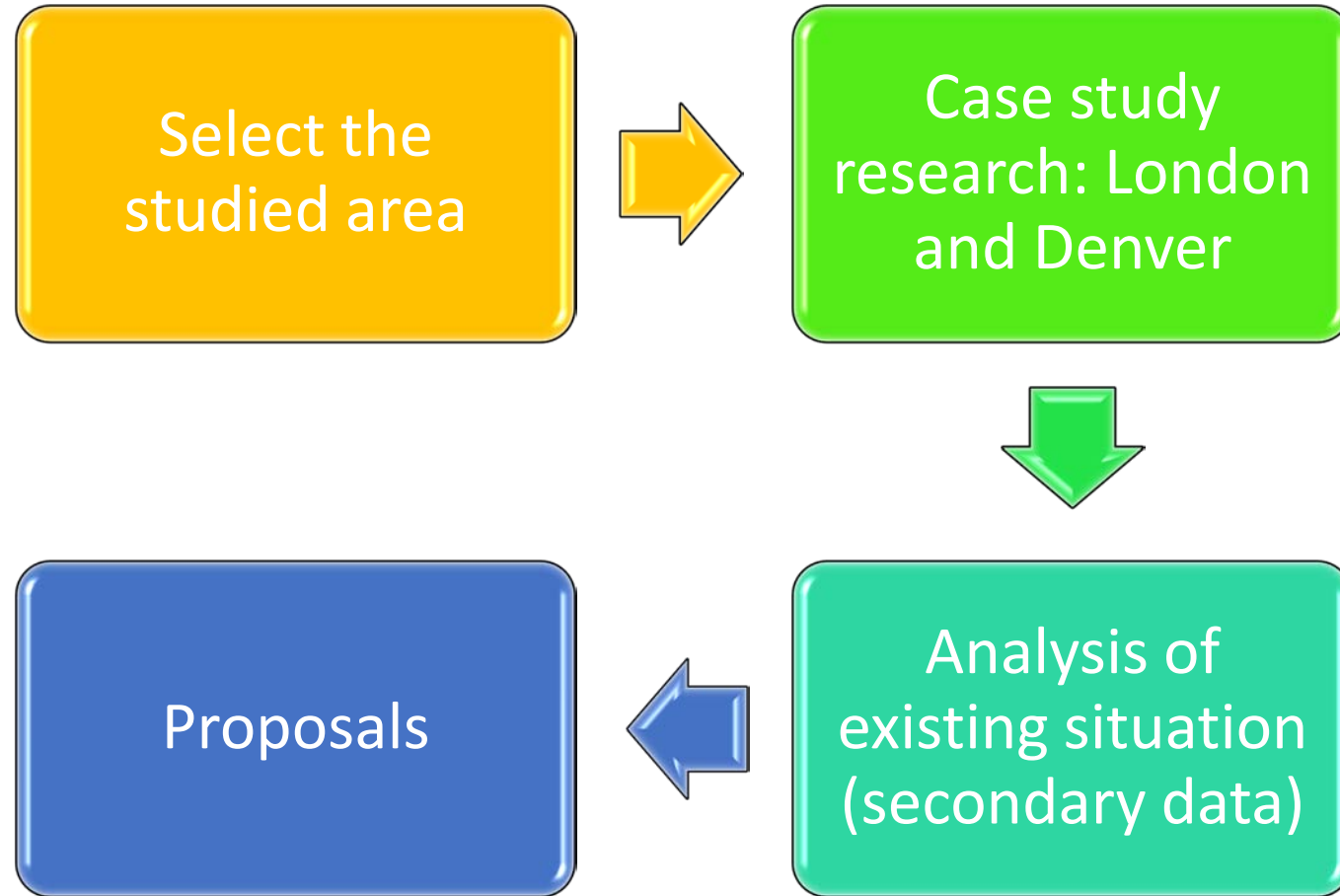
Research Question

- ❑ How can we regenerate the Athenian center in order for the city to be more vibrant and for the commercial activity to be upgraded?
- ❑ Solution: **Open Mall**



RQ: How to develop an open mall and what interventions should be implemented in order for this proposal to be a successful one.

Methodology



*** Mapping**

Athenian case study: Why this area?

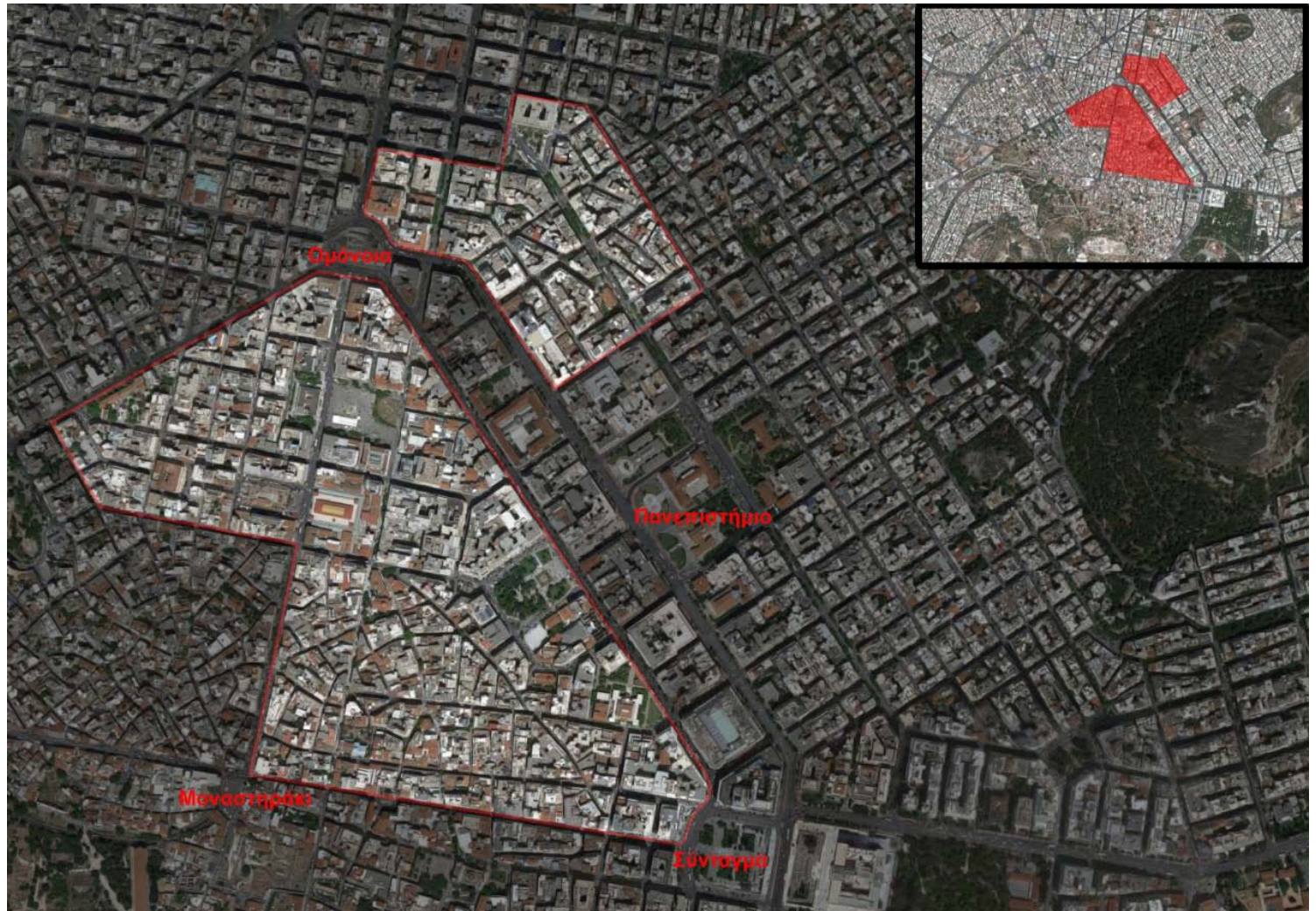


1_relation to the redevelopment plan
of Panepistimiou Street



_revitalizing Omonoia

2_Omonoia is a part of the Open Mall



What's happening in the studied area? (1)



Commercial Triangle

Gerani

What's happening in the studied area? (2)

Good Points

- (a) It is an area with easy accessibility as it is connected to the whole Athenian agglomeration in various ways (pedestrian movement, public transport, cars) - Centrality / Public Transport
- (b) it is already home to a large number of companies and a variety of commercial activities, and it was so in the past when viewed in historical context – Known / Recognized area
- (c) it is a region characterized by a mixture of land uses
- (d) it is already pedestrianized to a large extent.

Problems

- (a) High land-values for housing
- (b) Poor quality of urban environment

Opportunities

- (a) Empty buildings
- (b) Sub-areas / different character
- (c) Open spaces

Threat

- (a) Gentrification

Case Studies: Carnaby St. and 16th St. Mall (1)



Pedestrianised central areas



Public transport



Case Studies: Carnaby St. and 16th St. Mall (2)



- ✓ Good quality of urban environment
- ✓ Interesting artifacts
- ✓ Events



Case Studies: Carnaby St. and 16th St. Mall (3)



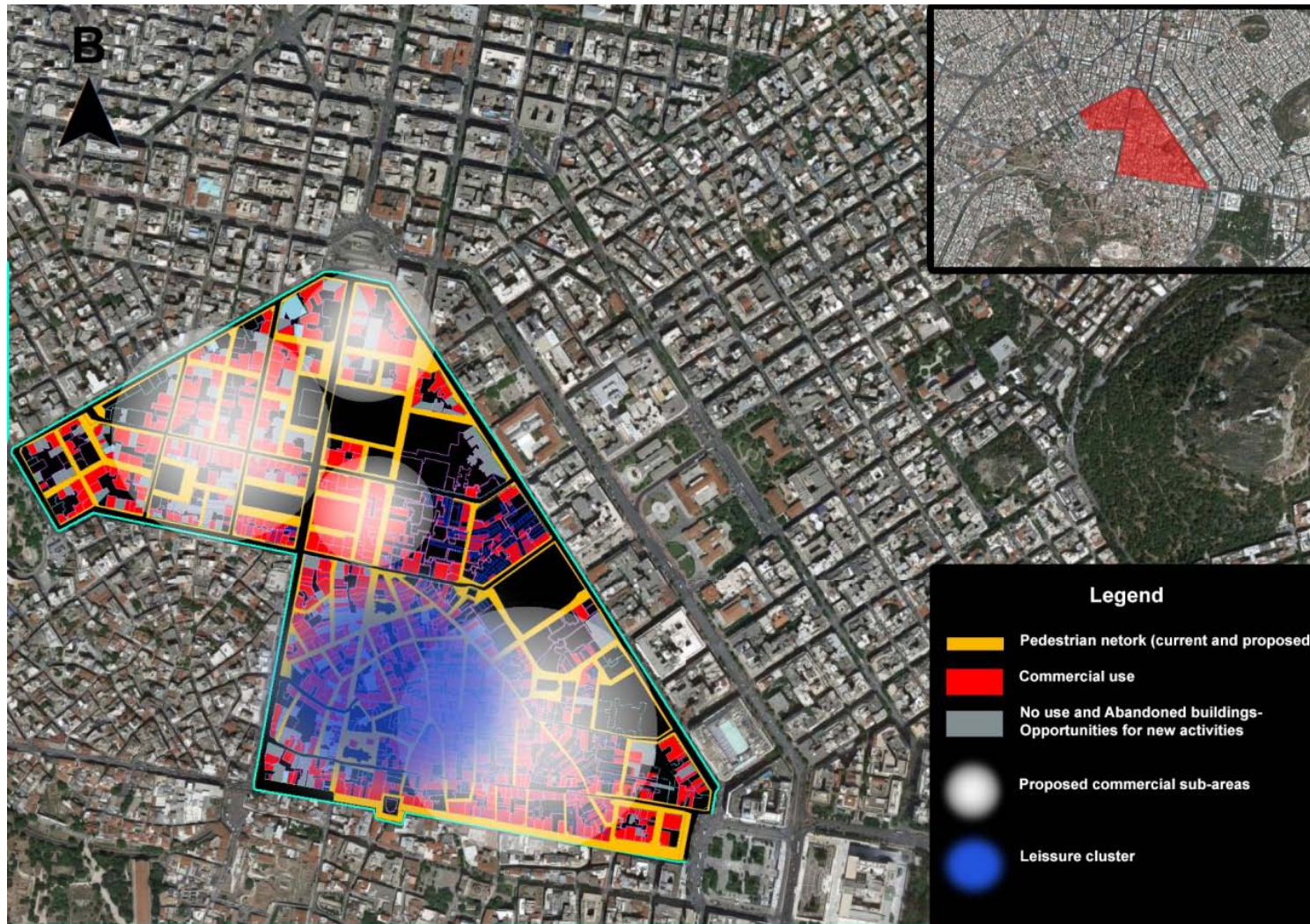
Promoting walkability and sense of place

Case Studies: Carnaby St. and 16th St. Mall (4)



Land use mix was strengthened

Proposals for an Athenian Open Mall (1)



Holistic urban design proposal

- ✓ pedestrian friendly region (car free, public transport service, bicycle friendly etc.)
- ✓ integrated with the neighboring areas (link the areas of Plaka, Anafiotika and Thissio –following the unification of archaeological areas)

Proposals for an Athenian Open Mall (2)



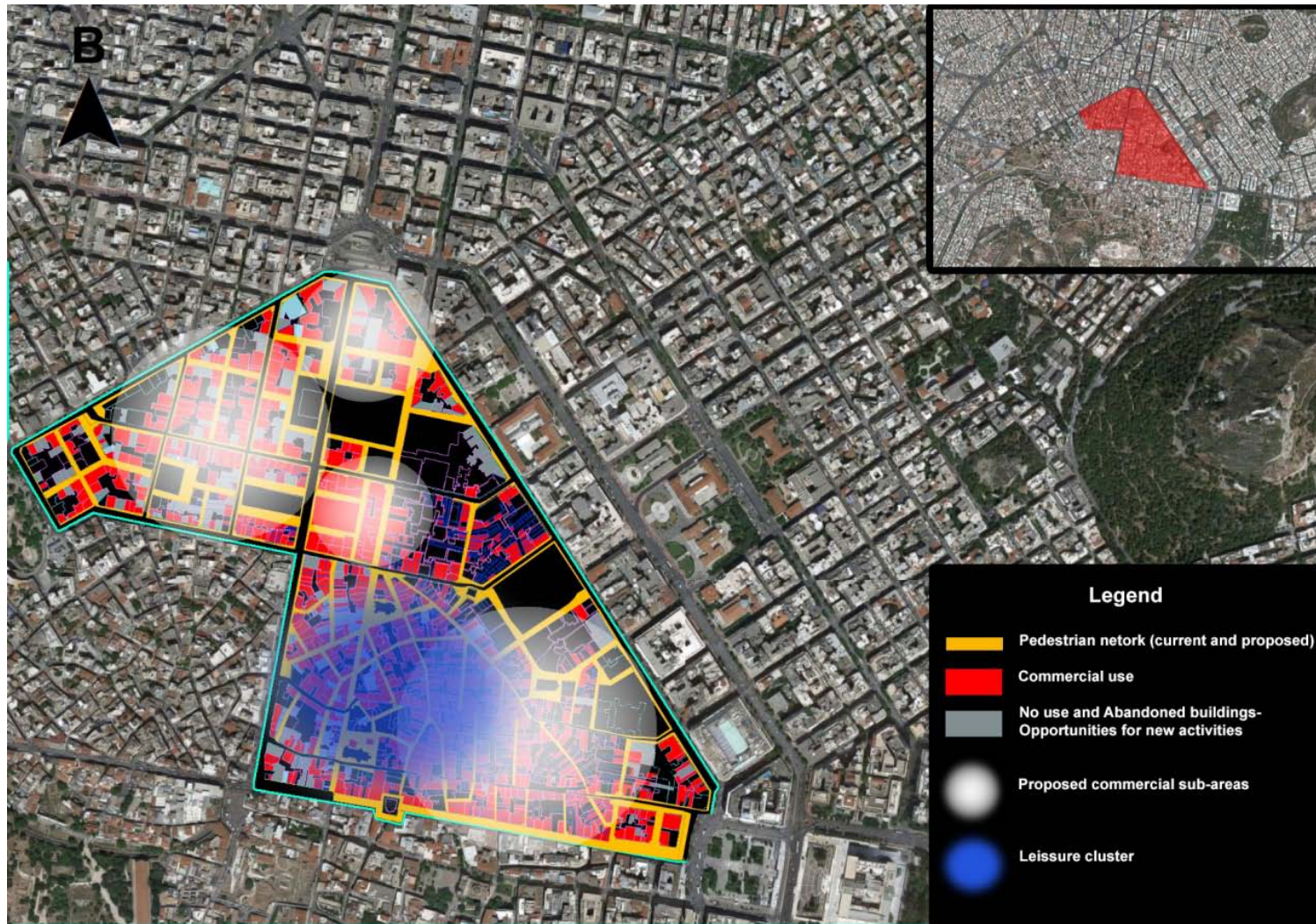
Holistic urban design proposal

- ✓ More green spaces
- ✓ High-quality urban environment
- ✓ Sub-areas / character
 - ✓ Aesthetic improvement
 - ✓ Microclimate improvement
 - ✓ Reduction of air pollution & noise levels



Smart ideas for a non people-friendly environment

Proposals for an Athenian Open Mall (3)



Land use policy

- ✓ Land-use mix
- ✓ Regenerate old non-used buildings-new uses
- ✓ Residence



Proposals for an Athenian Open Mall (4)

Walkability/sense of place

- ✓ Way finders
- ✓ Signs

Management-Marketing

- ✓ Events
- ✓ Organized Marketing



We should pay attention (1)

Preserving this particular multicultural character for two reasons:

- (a) Because it is part of the historical character of Athens and
- (b) In order to avoid, if possible, even to a degree, a gentrification of the area and the expulsion of all immigrants who have found shelter in Gerani area.



We should pay attention (2)

- Given the fact that the region has to combine commercial activity with recreation and housing, there should be a provision to meet the mobility needs of residents and visitors.
- Parking lots should be created. Developing underground parking spaces would also work, as a measure which would strengthen types of policies such as "park and ride", in order to facilitate access to the open mall.
- Public transport must be strengthened, something that can be achieved through the major streets surrounding the study area and Athenas Street.



Conclusions | Discussion



- In recent years this implementation was discussed regarding six Greek cities, of which only four have moved forward with this proposal. Athens ultimately failed to implement the action planned for the northeast of Omonia.
- The commercial triangle, an area with intense commercial activity and entertainment is a response to the failure to implement the aforementioned plan. Opportunity to regenerate the Athenian city-center.
- Interventions should focus on vitality and safety benefits as well as on economic benefits for the enterprises located in the open mall. For that reason, pedestrianization is proposed in combination with design intervention in order for a focus regeneration strategy to be implemented.
- Gentrification should be avoided through land use policy and social mix should also take place.

Thank you!

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Please feel free to contact me if you need any further information or if you have any questions: kyriakidisharry@gmail.com