The Oaks Mall Analysis Forms

You will want to have these forms with you to help you answer the questions while you are there, but you will <u>type</u> all your answers to these questions before you turn them in for credit. Please use answer each question completely and thoroughly. You must attach your photos to receive credit for this assignment.

In the Nordstrom region, sit on the chairs on the second floor just outside of Nordstrom (Still in the region, but NOT in the store)

Analysis #1 – 2nd floor Nordstrom's Mall Region --- Regions have…

(1)… relative and absolute location. Where is the Nordstrom's region in the mall? What is its absolute location? What is its relative location?

(2) …spatial extent. How big is the Nordstrom's region. Where does the region begin and end?

(3) … uniformity in the feature or features defining the region. What are the uniform or common features that exist throughout this region? How are they separate from neighboring regions? Be specific.

(4) …boundaries based on the outer limits of that uniformity. Where is the boundary? How is the boundary demarcated?   Be very specific. Hints: Look at the lighting, type of stores, decorations, sounds, type of building materials, colors etc.

(5) …a position as one possible spatial summary in a hierarchy of regions. How does this region fit into the overall plan or hierarchy for the mall? What is its role and importance to the mall as a whole?

(6) Boundaries between regions often have transition zones. These transition zones often have a mixture of characteristics from the two regions. What type of region is next to the Nordstrom region? Is there any evidence of a transition zone between the two regions? Explain.

(7) Classify the Nordstrom's region of the mall as any or all of the following types of region: formal, functional, and perceptual. Explain why it fits or does not fit the definition for each type of region.

Pattern Identification - Write down your observations on the following topics.

  •Describe the density of stores in the total region of Nordstrom's. Use terms such as high, medium or low density as compared to other sections of the mall. Use your definition of the Nordstrom region.

  •Describe the dispersion of stores - how are they spread out? How big are the stores, how spread out are they? What stores are next to each other? Try to speculate on why they are next to each other..

  • How are the stores arranged? What pattern are the stores organized into? (shape) - ie. linear, centralized, random or irregular, rectangle, cluster. Don't feel limited to this list.

  • Why are the stores arranged in this fashion?

- Not all of the floor or store space may be occupied. How are the empty spaces hidden? Why?

Sense of Place
Sit in the leather couches or chairs on the 2nd floor in the mall near Nordstroms.

Describe what this portion of the mall looks, feels, smells and sounds like.

What can you see while sitting in this area?

How is light used, both natural and artificial, and what is its effect?

Describe the people in the region and their activities? Gender, age, ethnicity, type of clothing etc. Activities - Tourist, shopper, buying, reading, walking etc. (See chart handout)

Sit at a table near Starbucks for these observations
Analysis #2 - The Starbucks Region---- <u>Regions have</u>...
(1)... relative and absolute location. Where is the Starbucks region in the mall? What is its absolute location? What is its relative location?

(2) ...spatial extent. How big is the Starbucks region. Where does the region begin and end?

(3) ...uniformity in the feature or features defining the region. What are the uniform or common features that exist throughout this region? How are they separate from neighboring regions? Be specific.

(4) ...boundaries based on the outer limits of that uniformity. Where is the boundary? How is the boundary demarcated?   Be very specific. Hints: Look at the lighting, type of stores, decorations, sounds, type of building materials, colors etc.

(5) ...a position as one possible spatial summary in a hierarchy of regions. How does this region fit into the overall plan or hierarchy for the mall? What is its role and importance to the mall as a whole?

Boundaries between regions often have transition zones. These transition zones often have a mixture of characteristics from the two regions. What type of region is next to the Food Court region? Is there any evidence of a transition zone between the two regions? Explain.

Classify the Starbucks region of the mall as any or all of the following types of region: formal, functional, and perceptual. Explain why it fits or does not fit the definition for each type of region.

Pattern Identification - Write down your observations on the following topics.

•Describe the density of stores in the total region of Starbucks. Use terms such as high medium or low density as compared to other sections of the mall. Use your definition of the Starbucks region.

•Dispersion of stores - how are they spread out? How big are the stores, how spread out are they? What stores are next to each other? Try to speculate on why they are next to each other..

• How are the stores arranged? What pattern are the stores organized into? (shape) - ie. linear, centralized, random or irregular, rectangle, cluster. Don't feel limited to this list.

- Why are the stores arranged in this fashion?

- Not all of the floor or store space may be occupied. How are the empty spaces hidden? Why?

Sense of Place
Sit in the Starbucks region to answer these questions.

Describe what this portion of the mall looks, feels, smells and sounds like.

What can you see while sitting in this area?

How is light used, both natural and artificial, and what is its effect?

Describe the people in the region and their activities: gender, age, ethnicity, type of clothing etc. Activities - Tourist, shopper, buying, reading, walking etc. (See chart handout)

In the JC Penney Region, sit OUTSIDE the store (in the mall) on the lounge furniture available.
Analysis #3 – The JC Penney's entrances and surrounding stores. <u>Regions have…</u>
(1)… relative and absolute location. Where is the Penny's region in the mall? What is its absolute location? What is its relative location?

(2) …spatial extent? How big is the Penny's region. Where does the region begin and end?

(3) … uniformity in the feature or features defining the region. What are the uniform or common features that exist throughout this region? How are they separate from neighboring regions? Be specific.

(4) ...boundaries based on the outer limits of that uniformity. Where is the boundary? How is the boundary demarcated? Be very specific. Hints: Look at the lighting, type of stores, decorations, sounds, type of building materials, colors etc.

(5) ...a position as one possible spatial summary in a hierarchy of regions. How does this region fit into the overall plan or hierarchy for the mall? What is its role and importance to the mall as a whole?

Boundaries between regions often have transition zones. These transition zones often have a mixture of characteristics from the two regions. What type of region is next to the JC Penny region? Is there any evidence of a transition zone between the two regions? Explain.

Classify the Penny's region of the mall as any or all of the following types of region: formal, functional, and perceptual. Explain why it fits or does not fit the definition for each type of region.

Pattern Identification - Write down your observations on the following topics.

•Density of stores in the total region of Penny's. Use terms such as high medium or low density as compared to other sections of the mall. Use your definition of the Penny's region.

•Dispersion of stores - how are they spread out? How big are the stores, how spread out are they? What stores are next to each other? Try to speculate on why they are next to each other..

• How are the stores arranged? What pattern are the stores organized into? (shape) - ie. linear, centralized, random or irregular, rectangle, cluster. Don't feel limited to this list.

- Why are the stores arranged in this fashion?

- Not all of the floor or store space may be occupied. How are the empty spaces hidden? Why?

Sense of Place
Sit in the Penny's region to answer these questions.

Describe what this portion of the mall looks, feels, smells and sounds like.

What can you see while sitting in this area?

How is light used, both natural and artificial, and what is its effect?

Describe the people in the region and their activities? Gender, age, ethnicity, type of clothing etc. Activities - Tourist, shopper, buying, reading, walking etc. (See chart handout)