The Effect of Bad Neigborhood to the Shops in Mall

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SUMMARY

Being founded at 1988, Selcuklu district is the biggest central district and consists of 72 streets. It has more population than 51 province of Turkey and it has 1863 km2 land in total. There is a university where 85000 students are lectured, almost 200 primary and high schools, 3 organized industrial zone, so many small and medium industrial sites and 77500 ha cultivable agricultural land in Selcuklu. Transportation is mainly based on single lined tramway and 26 lined minibuses (530 unit). Selcuklu produces the 25% of the gross national product of Konya. The four malls of Konya are all located in Selcuklu. Besides there are 19 supermarkets in the district. There are 11 hospitals with more than 4000 beds capacity and 23 private policlinics in the district.

Since there are so many attraction location occurred because of these features, Selcuklu has significant potential in education, production and healthcare. Urbanization rate is 89% and each year around 35000 new housing are built. Municipality management provides new forestation areas, picnic areas and environmental facility areas to satisfy the needs of habitants. However, since there are so many industrial facilities, they may cause fetid odor, visual pollution and air pollution for their neighborhood.

The negative influence of bad neighborhood (fetid odor, noise, environmental pollution, visual pollution, …) to value of houses in nearby residential area is a known scientific fact. In this study the effect of bad neighborhood to real estate value is going to be researched by picking some shops in similar line of business inside of two malls which are very close to each other and have almost the same properties (one of them is in visual and air pollution zone and the other is in pollution-free zone).

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