

SHOPPING MALL AS THIRD PLACE FOR SENIOR CITIZENS

A case history of the Place Versailles Mall in Montréal

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Urban Design and Housing Research Report

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A research report submitted to McGill University in partial fulfilment of the requirements
of the degree of M.Arch (Post-Professional) in Urban Design and Housing

August 2018

Abstract

As cities are growing the number of senior citizens are increasing. In this regard, the World Health Organization proposed a physical accessibility, service proximity, security, affordability and inclusiveness as the characteristics of age-friendly cities. Shopping malls as one of the service source of neighborhood carry an important value for older adults. This indoor public space acts as a social hub for the great number of elderly people.

The aim of this study is to reflect the importance of shopping mall in older adult's social life considering shopping mall as the third place. In this study, the observation of the Place Versailles shopping mall has been conducted to evaluate the usage of the shopping mall by senior residents. The mapping, tracing and tracking have been used for data collection. The results illustrate the older adults usually prefer to spend a lot of time in shopping malls and usually see this space as a gathering place. The observation suggested that the most crowded place is preferable for senior residents giving them the opportunity of socializing passively or actively. This study highlights the social value of shopping mall and the potential of acting both as a commercial and social center for the public, particularly elderly adults.

Keywords: senior residents, shopping mall, public space, third place, social interaction.

Résumé

À mesure que les villes grandissent, le nombre de personnes âgées augmente. À cet égard, l'Organisation mondiale de la santé a proposé l'accessibilité physique, la proximité de services, la sécurité, l'abordabilité et l'inclusion comme caractéristiques des villes adaptées aux aînés. Les centres commerciaux, en tant que source de services de quartiers, ont une valeur importante pour les personnes âgées. Ces espaces publics intérieurs constituent un centre social pour un grand nombre de personnes âgées.

L'objectif de cette étude est de refléter l'importance des centres commerciaux dans la vie sociale des personnes âgées en considérant les centres commerciaux comme une “troisième place”. Dans cette étude, l'analyse du centre commercial Place Versailles a été réalisée pour évaluer son utilisation par les seniors. Des techniques de cartographie, de traçage et de suivi de personnes ont été utilisées pour la collecte de données. Les résultats montrent que les personnes âgées préfèrent généralement passer beaucoup de temps dans les centres commerciaux et voient souvent ces espaces comme un lieu de rassemblement. Les observations de cette étude suggèrent que les aînés préfèrent les endroits les plus bondés, ce qui leur donne la possibilité de socialiser passivement ou activement. Cette étude met en évidence la valeur sociale des centres commerciaux et leur potentiel d'être à la fois des pôles commerciaux et sociaux, en particulier pour les personnes âgées.

Mots-clés: résidents seniors, centre commercial, espace public, troisième lieu, interactions sociales

Acknowledgment

I would like to begin by expressing my sincere gratitude towards my supervisor Prof. Nicholas Luka for his enthusiastic support and introducing me to in-depth discussions and challenges in theoretical and practical aspects of urban design and diversity of public space.

Special thanks to Prof. Avi Friedman for all his advice and guidance in practical aspects of design and housing for senior residents as one of the strategy of age friendly cities.

My grateful thanks to the staff and faculty at the McGill Peter Guo-hua Fu School of Architecture for granting me this opportunity to pursue post-professional research, and also many thanks to our graduate secretary Ms. Marcia King for her patience and kindness in helping me navigate through this program.

Furthermore, I would like to express my appreciation to communication service of Place Versailles who generously sharing their time, experiences and information of the history of this shopping center which provide me the opportunity to thoroughly investigate the place. Their involvement acted as the contribution of their personal perspective to the study and established a support for my observations as well as for the claims from other studies.

Finally, a special thanks to my family and friends. Words cannot express how grateful I am to my parents for their unconditional help and patience, and to my beloved brother for his encouragement and unwavering supports.

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1.0 INTRODUCTION

The research in environmental gerontology and physical environment on senior citizens began in 1960s (Hans- Werner and Weisman, 2003), however, the theories developed in this discourse have not translated to the current studies and applications related to elderly's social participation. Social participation of older adults has been a recent concept and key proposal of the World Health Organization' (WHO) for active aging. Since the old people life cycle is changed after the retirement and they spend less time in structured employment activities and have more time to participate in other activities, social participation of senior adults might vary significantly from that of younger adults. According to Levasseur (2009) "Social participation is highly valued by older adults and can be considered as a key component of successful ageing. Accordingly, there is a need for empirical studies concentrating on environmental feature grounded on older adult's social participation in public spaces (Feldman and Oberlink, 2003).

The definition of social participation has not been clearly identified among different study field. Moreover, many similar concepts such as participation, social engagement, social connectedness, social capital, social support, social network, social integration, and community involvement have sometimes been used interchangeably with social participation (Levasseur 2010). In this study the definition of social participation focus on answering the question of who, what, how and where, to understand person interaction by involving in the activities in society or any community.

The World Health Organization introduced the concept of "Active Aging" promoted by Age-Friendly cities enhancing the quality of life for older adults. The understanding of active aging is determined by multiple personal, social, economic, and environmental factors affecting individuals over the life course, such that functional capacities in older adulthood vary widely as a result of the combined and increasing effects of all these factors (Plouffe, 2010). The notion of "Active ageing" designates the desire and capability of senior individuals to participate in social and physical activities, which carries the social participation characteristic within itself. The engagement of older adults in social

participation and active mobility count as the main characteristic of active aging (Michael and Green, 2006).

According to Micheal and Green, on study about active aging, the access to local shopping and services encourages older adults to walk and provide them with the opportunity for social interaction. Micheal point out the areas with lack of accessible services or places where located in high crime area decrease the motivation of involving in public life for older individuals. He indicated in his study the importance of public transportation in older adults' independency specifically for those with limited mobility, moreover, in the other studies the number of retail destinations within walking distance was considered the other important feature which promote active aging and also provide safety in the neighborhood (Wilcox et al., 2003). Hence the commercial places accessible to the public and active transport infrastructure or within walking distance in the neighborhood play an important role in senior's independency and prevent them from isolation (Patterson and Chapman, 2004; King et al., 2003).

The research on the development of social participation in old resident within the indoor public space could provide the scholars, designers and decision makers with a valuable information of senior's requirements and needs in indoor public spaces specifically commercial spaces. The present study focuses on the seniors' behavior in shopping malls with the purpose of addressing the shopping mall as a third place for older adults. The Place Versailles shopping mall located in Montreal is considered for case study. Basically this research study has been undertaken to answer the question of: **How does shopping center act as a third place for senior citizens?**

The research question carries the fallowing objectives in this study:

1. To understand why indoor public spaces are important in the social life of senior citizens

According to World Health Organization (WHO) by rapidly increasing the demographic ageing it is estimated that by 2050 the population of 60 years and above will reach to 22%, by that time there will be more old people than children under 14. The policy initiated by WHO in the concern about the rising old population suggested the motivation of social

participation in order to have a healthier senior citizen (WHO, 2002). Among the studies on silver generation there has been necessity of focusing on social integration as the social needs are not often addressed (Labus, 2012; Yung et al., 2016). Planning and design for senior peoples mostly emphasize on physical and safety needs, however, socio-economic, cultural and political environments have changed and old people are more educated, having better health conditions which allow them to spend more time on leisure and recreational activities. Consequently, the different life experience of today's older adults compared to the previous generations builds different expectation of public spaces (Yung et al., 2016). While the social need of older adults required to be addressed, the result in study done by Stjernborg 2017 also indicated that the social participation had positive effects on senior residents. Accordingly, this study is emphasizing on social life of older resident in indoor public spaces.

2. To highlight the importance of elderly's social interaction in shopping center

The second objective of this study highlights the social interactions of older people in the shopping malls as one of the indoor public spaces. The shopping malls in many countries have been influenced by significant shopping, social interaction and/or entertainment purpose (Ahmed, 2007). For costumers of shopping malls there are different reasons of going there, for some people shopping represents the prospect of picking up a bargain while for others it provides with an opportunity to interact socially with other people or simply an opportunity for a welcome break from a tedious routine (Reid and Brown, 1996). Hence, this study explores the social interactions of older adults in shopping center. In this regard, the Place Versailles shopping center has been selected as a case study which is located in neighborhood with high population of senior residents and near public transportation.

3. To illustrate the potential of Place Versailles shopping mall as the third place for senior resident.

The narrative illustrated by Cheang (2002), represents that the older adults of today congregating at shopping centers, make the shopping mall become a third place for some

of the senior citizens. The characteristic of third place as described by Oldenburg (1999) includes a place where people feel comfortable in interactions and individuals participate equally; the main activity in the third place is conversation with a playful mood. The other important specification of third place is the potential of informal and voluntary gathering and the choice of people to be anonymous, impersonal, or social as they choose to be. The analysis of the characteristic of third place in the Place Versailles shopping mall for senior resident is the third to address in this study. The selected place has some desirable characteristics such as being located in a neighborhood with high senior's population and also near to public transportation which make it suitable for the case study.

Based on many studies on social participation reported in the literature, older adults find socializing in public space as “a magical corner of the city where the city's peoples came together to have a good time in public” (Nasaw, 1993, p. 2). Since the old residents spend significant amount of time in shopping malls as a leisure activity, the place function as a third place for them where they build the social bond and also plays an important role in their stability. In this study, we selected a specific shopping center located in Montreal to investigate and evaluate the social interaction of senior citizens and explore the importance of social participation in creating the third place for old citizens. This case study is the oldest shopping mall in Montreal and has been located in one of the aged populated neighborhood. In addition, the Place Versailles shopping mall is near the public transportation which is the second most important reason for being selected. We use the observation methods for collecting the information and integrate them with the literature and analyze the place by characteristics of the “third place” and “social participation” concepts. After explaining the importance of the subject and explaining the objectives in this section, this report is followed by a concise literature review and statement of the problem. The research methodology comes afterwards and eventually the results of the case study and concluding remarks are presented.

2.0 LITERATURE REVIEW

2.1 MOBILITY AND SOCIAL PARTICIPATION OF OLDER ADULTS

One of the essential prerequisite for older adults to participate in the society is the ability of mobilizing (Zeitler et al. 2012; Mollenkopf et al. 2004a; Mollenkopf et al. 2004b). As stated by different scholars, the mobility and social participation are the two most important determinants for well-being in senior citizen which result in successful aging (Nordbakke and Schwanen 2014; Schwanen and Ziegler 2011; Ziegler and Schwanen 2011; Dupuis-Blanchard et al. 2009; Mendes de Leon 2005; Stjernborg 2017). Moreover, the independency of senior adult relies on their mobility and the consequences of lack and limited mobility would be the feeling of social deprivation and segregation particularly among aged people (Urry 2007). Although mobility is defined as moving from point A to point B, it is also engaged with the combination of the physical, social and mental capacities. Therefore, the context where individual is embedded and social interaction happens, affects the mobility such as community or society (Stjernborg 2017)

Social participation for old adults is recognized as a vital strategy for developing the engagement and is beneficial in their wellbeing, even though they are often associated with a range of health indicators. The definition of social participation introduced by Levasseur expresses as “The person’s (who) involvement (how) in activities that provide interactions (what) with others (with whom) in society or the community (where)”. Furthermore, Levasseur presented the graph of proximal social involvement by individual with others (Figure 1.), including: 1) doing an activity in preparation for connecting with others, 2) being with others, 3) interacting with others without doing a specific activity with them, 4) doing an activity with others, 5) helping others, and 6) contributing to society (Levasseur et al. 2010)

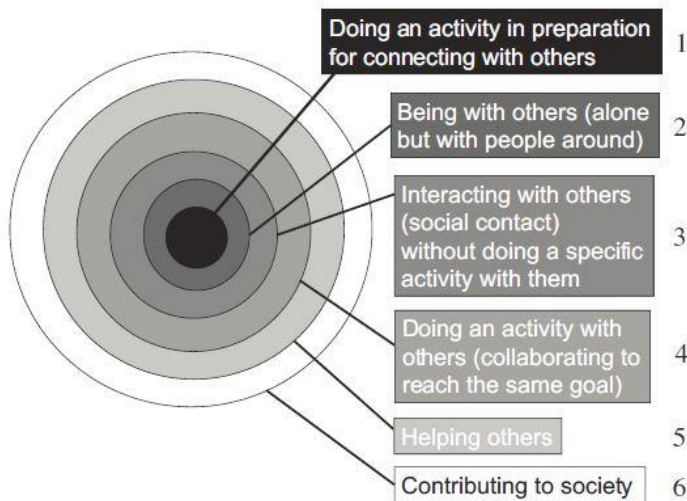


Figure 1: Different level of social interaction with people introduced by Levasseur 2010

The differences in neighborhood's spaces generate different conditions for social participation and mobility in senior residents (Stjernborg 2017, Föbker and Grotz 2006), as the older adult face other issues including environmental stress of ageing in urban context, crime- related anxiety and more importantly the social division and exclusion (Stjernborg 2017). In a study, Ziegler (2012) pointed out “decreasing trust and changing norms have led to a physical and social distancing between generations and neighbors” indicating that the social and structural changes in neighborhood in recent years influence the social interaction.

The result of Sternberg (2017) case study on a Senior Project in a Swedish Urban Neighborhood determines the importance of the daily mobility of older person and the context-dependency for social participation in everyday activities. He emphasizes on the relationship of social connection on place or context where senior individual live and how challenges related to low physical capacities can be overcome through social participation. Moreover, public places where the social participation happens regularly would be considered the third place and the activity taking place in these area would be categorized as leisure activities, which will be explained in detail further this study.

2.2 LEISURE ACTIVITY

The basic studies on social participation demonstrate the incentive of social interaction on people with high level of social capital occur in communities and neighborhood, where they have more chance of meeting people. Tending to interact in older adults, could reduce the feeling of fear and also be one of the main determinant for successful and healthy aging (Leyden 2003, Levasseur et al. 2010).

One of the approach to motivate senior adults to interact in daily basis is providing the opportunity of leisure activity which play an important role on senior's life as their free times increases in retirement stage. Leisure activity define by Kelly (1982) is "activity chosen primarily for its own sake in which the dimensions of choice or relative freedom and intrinsic meaning as defining." There are several studies associated leisure activities with health, wellbeing and life satisfaction which provide older adults with the platform to socialize and develop their creativity and personal expression (Cheang, 2002). The other study on the relation of life satisfaction and leisure activity reported the benefit of leisure activity on older adults physiologically, psychological, socioculturally, developmentally, and spiritually (Bevil et al,1993). According to Hso-AhoPa (1980) and Stjernborg (2017) studies, the stability is a need which increases as people get older, the need for familiar faces, objects, and routines. They also conducted the specific public space with the leisure activity taking place and showed there could increase the sense of stability in senior citizen.

Leisure activities have been studied by different scholars and the positive influence of these activities has been proved by them. However, there is a study by Brown et al. (1986) highlighting the lack of financial resource in senior citizen as one of the main reason for spending long times in shopping mall with the other purpose rather than shopping. They have pointed out that the socio-economic-status (SES) and health condition are the main reasons of using shopping mall as a leisure place for senior adults (Fowler, 1988).

One of the leisure activities among old adults is congregate in public setting such as shopping centers or public parks. As some grentological studies show the shopping malls are places which provide open, barrier free area with smooth level of walking path on one hand, and facilitate social contact and exchange on the other hand (Mason &Smith, 1974;

Lumpkin, 1985). Furthermore, the research states that the expressive and communicative activities are important throughout the life course specifically in old ages as Palmore (1979) found that “later-life adaptation is strongly related to outside of the home activities and social contexts.”

2.3 OLDER ADULTS IN SHOPPING MALL

The number of online shopping has been increasing rapidly over the last decades, however the function of shopping centers as the centralized location of economic exchange has remained the same and by privatization it has been focusing more heavily on economic exchange values. According to ABC (2017) news the foot traffic in shopping centers of Australia, Canada and America, has fallen almost by 5 percent in 2016.

There is variety of reasons for shopping rather than economic value, such as socializing and enjoyment. This has broad implications for retailers, as marketing strategy consider more than just a product related variable. Stone (1954) as one of the pioneer researcher in suggesting shopping for more than economic reason classified shoppers in four different groups including: the economic shoppers, who are characterized as bargain shoppers, the apathetic shoppers known as one who shop when it is necessary and the recreational shoppers, who are the people who enjoy the complete process of shopping. Besides this classification there is a relationship between shopping typology and age which creates the other group using the shopping center as an opportunity for social experiences outside the home who the majority are seniors and retirements. The main goal of these individuals is enjoying the social aspect of indoor public place rather than necessarily participating in economic exchange (Graham, 1991). As Martin (1975), Mason and Smith (1974) indicated in their research, senior consumers do shopping less than other age group and their purpose of shopping focus mostly on recreation and socializing.

There is another classification on older adults as shoppers in study done by Lumpkin (1985), on shopping orientation it has been designated three main shoppers among senior citizens, the active, apparel shoppers who are with optimistic financial support which come to shopping mall just for shopping , the economic shoppers are those old adults, looking for quality and reasonable price value and the last group are not active shoppers who are

not having a stable financial resource and shopping mall for them is more a free leisure place. The latter study highlighted the socializing value of the shopping malls even though the second and third group of seniors are economically oriented. The other study conducted by Cheang (2002) referring to the outside activity and social context as criteria of adaption in later life. Thus, the shopping malls provide a great indoor public places to congregate for socializing and exchange particularly for older adults (Graham et al, 1991, MacLean et al, 1985). The research shows a growing number of senior residents congregated in urban shopping mall for social contact and leisure activity (Cheang, 2002).

As the shopping centers provide the opportunity for people to be passively or actively sociable, old adults prefer these indoor public places where they can be around people and yet remain anonymous. The other preference of senior citizen in shopping mall indicates the interaction without specific activities such as interacts to find what they want or to pay for merchandise (Levasseur, 2010).

Therefore, some behavioral studies on indoor shopping centers in Montreal have confirmed the shopping centers as social hub for older adults (Brown, MacLean, & Sijpkens, 1986)

2.4 MALINGERING

Using the shopping mall as a place to socialize and have leisure activity among people specifically by older adults has been the focus of numerous studies. In this regard Kowinski's (1985) brought forward the term "mallinging" referring to "leisure activity of going to shopping centers when one wishes to be passively or actively sociable." The research of Brown et al. (1986), MacLean et al. (1985) and Sijpkens et al. (1983) on the encouraging variables of sociability models in shopping malls consist of: the condition of the shopping mall, as they pin point "The ambiance variable would suggest that more mallinging would take place in centers which are perceived to be pleasant public places." The second parameter of design suggested the more mallinging would be expected in shopping centers which providing open, barrier-free areas with good lighting, smooth level of walking surfaces and convenient seating arrangements. Finally, the center's administrative policies could influence the prevalence of mallinging by promoting it as an inviting public place. By describing the different criteria of place encouraging

mallinging, the place attachment could describe as a result of passive and active socializing in the shopping mall (mallinging). About placemaking in public space, there is the study done by Mehta (2010) highlighting the role of social quality and physical characteristic of the public space which result in place attachment in people.

The study on the leisure activities of older adults in shopping centers specifies, mallinging is most prevalent among men over 80 and least among women between 75-79 years of age. The same research revealed that, among the senior citizen between 65-69 year-olds, men do more mallinging than women of the same age (Fowler, 1991).

Surprisingly, as Fowler's (1988) study has demonstrated, health limitation interrupts older adult going out and cause isolation and depression in them, however, health status is not significantly related to mallinging, i.e. senior individual who mallinger even though with health issues appears to have less depression. The similar study reported the individuals who feel lonelier do significantly more mallinging comparing to those who reported living with family members.

Furthermore, Fowler (1988) concluded from the study that "the leisure time activity of mallinging contributes to some elderly people's psycho-social well-being by providing them with opportunities to be actively or passively sociable in an environment that is familiar to them."

Moreover, the result of their study indicate the importance of shopping malls as a place where senior citizen spends their leisure time and social interaction happens, however, the idea of privatizing shopping malls as a public space acts as an obstacle and prevent the seniors from mallinging and socializing without the shopping purpose (Stone, 1954). Many critics have been quick to point out that joint-business ventures between the city and the private sector, are inappropriate, and lead to spaces of exclusivity and restricted uses. (Norvell, 2003). Therefore, providing the opportunity of browsing in shopping mall can keep the place active and attract more consumers. Diverse studies suggest planners and urban designers to fulfil the idea of mallinging and entertainment in shopping mall to create compelling reasons for customers to leave their homes and go shopping in physical stores.

2.5 THIRD PLACE

Before industrialization, the first and second place were the same one, meaning people worked and lived in the same area. Industrialization defined a specific zone for work and separated the place of work and place of residence. Consequently, the idea of third place granted by the separation of public and private life forced by industrial revolution (Oldenburg, 1997).

The term “Third Place” used by Oldenburg, describing a public setting that has been constructed beyond the home and work with informal set and regular visitors. These places have an inviting characteristic because of spontaneous and casual value which create a platform for non-obligatory social interaction. Therefore, third places are often social settings in which social occupation, religious affiliation, financial standing or formal social roles are not barrier for group membership. According to Oldenburg “Japanese teahouse, grocery store and sidewalk cafes are all represent fundamental institutions of meditations between individual and the larger society” (Page 268), these places are where community is most alive and attract more people as they feel comfortable in these environment and they could be themselves in these setting. However, in today post-industrial cities the notion of co-working space been introduced. The co-working space is the idea of combining the second and third place. This place provides the platform for people to work in a coffee place and have access to drinks and food while they are working and function as work and network. In contrast with the third place (traditional café) where the main concept focus on enjoy others company (Morisson, 2018. Oldenburg & Brissett, 1982, p. 269).

In the same study Morisson (2018) stated “In the knowledge economy, new social environments are deliberately being created combining places in order to facilitate networking and the exchange of knowledge.”. The places such as hacker space, maker spaces, Living Labs, FabLabs and shared living spaces, are integrating the work and personal life to create a platform for interaction and information exchanges while the users enjoy people’s company (Morisson, 2018).

2.5.1 Neutral ground

A Richard Sennett states “people can be sociable only when they have some protection from each other.” Therefore, providing this platform in public spaces where people can be passive or active in socializing could act as a neutral ground for social interaction. A third place in city needs a neutral ground where individuals all feel home and feel contented. A city or neighborhood without a neutral ground for informal and intimate relations among people will face social poverty. As Oldenburg pointed out, the public setting where would bring people together in an intimate and private social fashion would be considered as neutral ground and be important to the unity of the neighborhoods, cities and societies.

Oldenburg states about the importance of the neutral ground: “Without such places, the urban area fails to nourish the kind of relationship and the diversity of people contact that are the essence of the city.” As a result, he points out that depriving of these setting make people remain lonely within their crowds.

2.5.2 Conversation as the main activity

Neutral ground provides the place for interaction and conversation which is the main activity in third places. The affiliation in third place comes from the choice of socializing as an active or passive individuals. The statistical data introduced by Scitovsky in 1970s, indicated the great number of visitors in café and pub in England and France directly related to the opportunity of informal social interaction in these spaces.

Although, the quality of the third places can be raised by conversation and often attended by laughter and people’s sense of humor, playing game could be the other popular activities in third place. These games usually stimulate conversation, however, not all games will turn a space to the third place, Oldenburg pointed out to the video game as type of games which could be reduced to singular matter of who wins and not complement conversation.

The research on social life indicate the criteria supporting the social behavior consist of the characteristic of the environment which depend on physical element and a consequence of human actions and management (Mehta ,2010).

The same study on the social interaction in street by Mehta (2010) describes the characteristics which support social behavior of third place in street, introduced as: “(a) personalization of the street front by the business, (b) permeability of the business to the street, (c) seating provided by the business, and (d) shelter provided by the business on the street space.” (Mehta ,2010), however there are some limitations for the streets businesses including the control of public or private authorities, whereas others are controlled and managed by individual property or business owners.

2.5.3 Accessibility and Accommodation

One of the main characteristics to fulfill the third place is the user's assurance for interaction. Physical accessibility is required as one of the components for interaction. As stated in *The Great Good Place* by Oldenburg (1997) “access to them must be easy if they are to survive and serve, and ease with which one may visit the third place is a matter of both time and location.”

As the third place is defined as a place where serve the social interaction needs of people before and after obligatory appearance elsewhere, the opening hours of a public space determine the possibility of being third place. For example, in shopping malls the food court and coffee shops are closing the last minutes and the setting area are open to public until midnight and they are accessible during on and off hours the day. This concern of presence of user in a specific public setting is counted as one of the characteristics of third place conducted by Oldenburg (1997).

2.5.4 The regulars

A third place comes to live by the regular users as they give character to the space and assure the place occupied with some of their members all the time, consequently, the place is dominated by the presence of the regulars. The regulars generate the manner and mood of interaction and activities in the place, they also influence the type of participants. However, all regulars were new comers at the beginning and accepting new members is fundamental in sustained vitality of the third place.

2.5.5 Low profile

The physical structure of a third place is recognized to be simple and plain and they are unimpressive looking and not elegant as it states by Wordsworth (1964): “Third places that are not constructed as such; Rather, establishment built for other purposes are commandeered by those seeking a place where they can linger in good company.” This is one of the main reason in which public places been loose by people and create the third place. The following section introduce the loosespace and Open-endedness introduced by Frank (2007) and Amos Rapoport (1990).

2.5.6 Loosespace

Active public space encourages people to active life. Some public spaces provide a platform for range of commercial, political, social and cultural activities and enhance the experience of public life. However, as some of the public places rely on strict regulations which limited their activities and thus they could not be used to their full potential.

In such cases, people change the function of the place through different activities and “loose” the space. in terms of loosing a space, people must recognize the opportunities, make use of possibilities and facing the potential risks of doing so.

The term “Open-endedness” was presented by Amos Rapoport (1990) for residential environment. The idea of open-endedness connects the adaptability and flexibility according to Rapoport study. Adaptability denotes to the potential of the space for accommodate the variety of activities and uses without any necessities of physical modification, while flexibility requires changes in physical elements in order to response to different uses. According to his study “An open-ended urban space possesses several qualities that allow for a wide range of possible uses without changing the existing physical characteristics or altering the primary function of the space”. For example, shopping centers are designed to response to the commercial needs, however, the socializing potential of these spaces has been neglected due to the high commercial use.

The creation of loosespace accrue spontaneously as the city’s offer on different choices of multi-social and multi-cultural entities do not covers the citizen needs (Franck 1994) and

also the varieties of public spaces been limited by privatization in which the place where out of the public reach or been limited in certain hours. The example of Kayden (2000) declaring the “the range of choices is increasingly being reduced through the privatization of urban public spaces, including sidewalks”. Carr (1992) also pinpoint the influence of privatization lead to limiting physical access to public places and people usage of the space would narrow down to visual access.

Franck (2006) states: “It is thus necessary to allow for a wide range of possibilities for public activities in public spaces. In addition, public spaces should not be over-controlled by administrative agencies in cities. When kept open to possibilities, urban public spaces can thrive in spontaneity and diversity, enlivening and enriching the experiences of urban public life.” Moreover, the low profile characteristic of third place is one of the reason of transformation of a public space by public which create the loosespace, however not all places where been loose by people are third places.

To summarize the characteristic of third place as Oldenburg (1997) defined, it is a place where exist on neutral? (natural) ground with the purpose of social interaction and conversation is considered the primary activity. The character of third place is determined with their playful environment associated with regular participants. The third place is a completely different setting from home with a similarity in psychological comfort and support of home. A place with the third place characteristics is essential to a vibrant of informal public life.

2.6 SUMMARY

The literature studies determine the importance of mobilizing and social participation of senior adults as the main criteria for wellbeing in elderly people which result in successful aging (Mollenkopf et al. 2004a). Moreover, the mobility and context-dependency are considered as the main reasons for social participation (Sternberg, 2017). The studies on social participation also indicate the value of public places as a platform with high potential of social interaction where residence have more chance of meeting people (Levasseur et al. 2010).

Third place is a public setting where the social interaction take place regularly and motivate citizens, specifically older adults to participate frequently. Shopping malls are one of the public setting with the criteria of third place for old people. Shopping centers act as a place with leisure activity increase the sense of stability in older citizens which can act as the third place obviously (Hso-AhoPa 1980, Stjernborg 2017).

According to Oldenburg (1997) the characteristics of third place can be summarized as follows:

It is a place established on neutral ground with the purpose of social interaction wherein the conversation is considered the primary activity. The character of third place is determined with their playful environment associated with regular participants. The third place is a completely different setting from home with a similarity in psychological comfort and support of home. A place with the third place characteristics is essential to be a vibrant of informal public life.

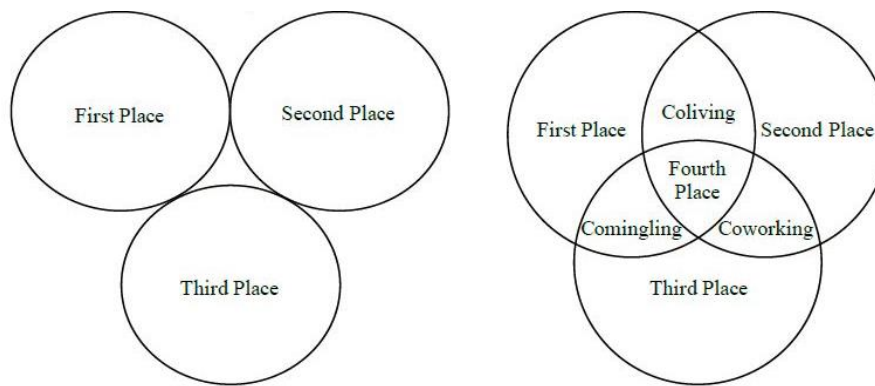


Figure 2: The typology of places introduced by Oldenburg and new place typology in the knowledge economy, Source: Morisson, 2018

Although the notion of third place has been considered the place separate from the first and second places in the cities, the metropolises such as New York, London, San Francisco, and Paris are experiencing the combination of old and traditional typology of spaces and create new place (Figure 2). According to Morisson (2018) “The frontier between the traditional first, second, and third place is increasingly unclear, leading to the creation of new spaces and a new place so called fourth place.” The overlap of the spaces creates new

places including the fourth place, coworking, comingling, and coliving spaces which are result of (reflect) the importance of social interaction, network and innovations in the knowledge economy (Morisson, 2018).

As there are limited in-depth research on social participation of senior resident in shopping mall, therefore, this study undertakes to construct a new discourse in shopping mall more than a commercial space and evaluate the other social potential of the place. Furthermore, this research emphasis on shopping center as third place and a great potential social interaction in senior residents.

3.0 METHODOLOGY

As this research emphasizing on commercial sites, we attempt to observe the Place Versailles mall as the first shopping center in Montreal. This mall been selected because of various reasons including, high portion of senior residents in this neighborhood, access to public transportation and recognizing the Place Versailles as the pioneer commercial core in the city of Montreal. To be more precise in our study the space between the stores in shopping mall been evaluated. These spaces are introduced by in-between spaces in this research. The methodology of data gathering for analyzing the social behaviors of senior citizens spending their leisure times in the shopping mall is described by different methods of observation.

Observation is recognized as a primary study's method of public life. Unlike the interview which requires active involvement of users in terms of being questioned, in this method, user's activities and behavior have been observed in order to understand, how the public space are used. Furthermore, the observations help to understand why some spaces are used and others are not.

To study the specific knowledge about the behavior in public space focusing on certain activities, issue or age category, the subject need to draw on basic question of who, what, where and how long. Studying these key questions can provide documentation and understanding of a given pattern of activity or concrete knowledge about particulat place.

For an accurate study, the users needed to be defined in different groups of people measured by various parameters, for example, women, children, the older adults or disabled. This study focusing on elderly behavior in shopping centers, thus the question who, obligatory to be answered for this specific research. The senior adult in the study describe as men and women from 65 and above, however in the observation the data collection been selected proximately.

Studies of movement of senior citizen in shopping centers can help to pinpoint the necessary and optional activities which responds to "What" question. Broadly speaking, public activities been divided in two main categories, necessary activities including shopping or walking to work, optional activities could be describe as jogging, sitting on

the chair to rest, reading newspaper or enjoying the life in public area. However, some of the necessary activities for some individuals could be optional for another group of people. Social activities depend on the presence of people and can be occurred around necessary or optional activities. In social interaction individuals could act as an active or passive users, people who are active interact with others while the passives contact by listening and watching publics. The importance of social activities in public spaces draw the scholar's attention to record the action in order to support and enhance the public life. This research capture the optional activities as they reflect the social interactions in shopping mall.

According to Gehl (2013) "The where question, allows observers to zoom in on positioning relevant to function or elements such as furniture, garden gates, entrances, doors, bollards, etc." In this regard the observation concentrates on answering to the question of "Where" and mapping what happens to provide specific knowledge of the types of activities in the in-between spaces of the Place Versailles shopping center and understand the physical element which encourage social activity among senior resident.

This study highlights the main key questions of who, where and what by different techniques of data collecting in observation method. The different techniques of observation conducted to determine the places used by older adults more frequently, distinguish optional and necessary activities done by senior people in the Place Versailles Mall and specifies the gathering spot where social interaction take place. There are three main observation skills employed in this research namely mapping, tracing and tracking which are respectively described in more detail in the followings.

Mapping is used to indicate the location of the senior citizens in shopping malls and specify where they stay during different times of a day. The maps combine different layers of elderly presence in shopping malls during weekdays and weekend to create a clear picture of the general pattern of different activities (Figure 3).

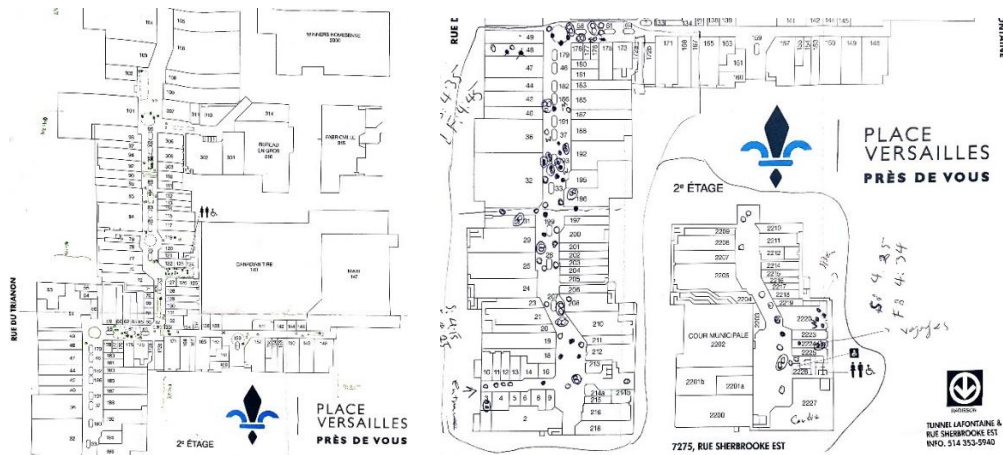


Figure 3: Mapping samples of the Place Versailles shopping mall

The method of mapping creates a picture of a moment in the place similar to aerial photos that fast-freeze the situation. As the entire place is not visible to observe and is not possible to scheme all activities from one vantage point, we walk through the shopping centers and put the pieces together to get the total picture. Therefore, the five different sections are mapped for 5 to 6 minutes and punctuated, and then the overall of thirty minutes is specified for each mapping.

Tracing as the second approach of observation in this study is performed by the movement in shopping malls, gathering the information such as walking sequence, choice of direction and flow of elderly's movement to obtain the concrete knowledge about moving patterns in commercial space (Figure 4). Walking patterns, provide a clear picture of dominant flow of old adults which deliver knowledge of older adult's place preference and moving sequence in shopping mall.

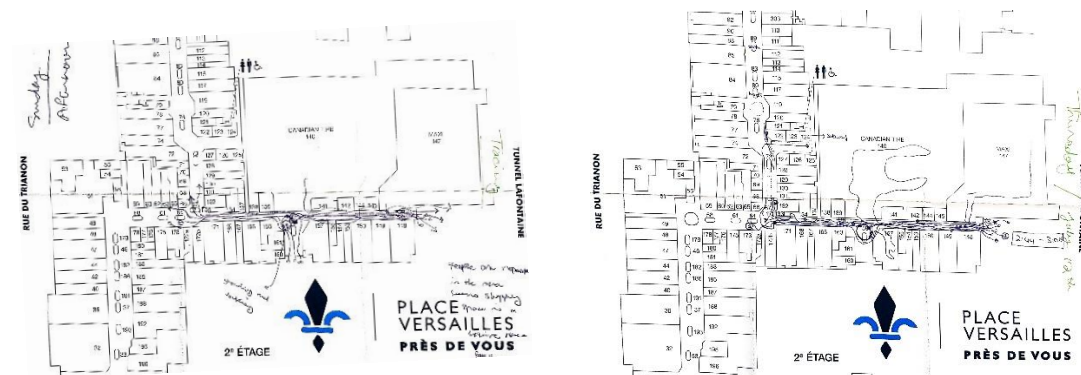


Figure 4: Tracing samples of the Place Versailles shopping mall

After determining the third space for older adults in shopping center, we use **Tracking or Shadowing** as the last technique of observation in this study. This is an applicable method for measuring walking speed, or where, when and to what extent certain activities taking place along a route. In this technique, for each individual we choose 10 minutes and track them and implement their movement and the places they go inside the shopping center.

The last phase, data collection will be supported by the photo of senior's activities and the way they use the Place Versailles shopping mall as leisure place which they could interact and build their social ties

4.0 CASE STUDY (The Place Versailles Shopping Mall)

In the beginning of nineteenth century the market in Montreal faced with a new change and the old market was reclaimed by the customs house in 1830s. The dramatic rise in trade in the city in the first half of the nineteenth century, directed the merchants to construct buildings with greater space for selling and storage which turned the Saint-Paul and Notre-Dame streets to the commercial zone of the city. In 1845, the Bonsecours Market building was constructed by the municipal as the first massive market place and functioned as public market and City Hall in city of Montreal (Linteau, 2013).

The first idea of shopping mall in Canada, started in 1884 by Arcade of Toronto and was built to attract customers to the indoor street for the commercial purpose (Figure 5,6). The Arcade enabled shopkeepers to meet the challenge from the new department stores, such as Eaton's and Simpson's (Marsh, 2017).



Figure 5: Interior view of the Yonge Street Arcade, c 1885 (courtesy Toronto Reference Library, Baldwin Room/B 12-44b).



Figure 6: The Yonge Street Arcade as seen from Temperance Street, c 1915 (courtesy Archives of Ontario/F 175-1-0-5.1).

While Montreal first shopping mall opened in 1963 under the name of Place Métropolitaine designed by the Eliasoph and Berkowitz architects with only two tenant, Steinberg and Miracle Mart and 30 boutiques were added 3 months later. By adding the new stores, the mall was renamed as Place Versailles. The architect team designed the additional phases

in 1965 and then in 1969, including a Pascal hardware store. In 1986 Accordingly, Place Versailles known as the first indoor shopping mall in Montreal area.

The Place Versailles shopping mall gone through many significant phases of development and expansions during the last 50 years. By the begging of 1970s, some store opened in the shopping mall which were the first in Quebec including Distribution aux Consommateurs store and Hudson's Bay Company, respectively. In 1986, Ian Martin was in charge for designing the new phase of shopping mall (Figure 7). The final expansion of Place Versailles designed by Gross Kaplin Cobiensky (GKC) in 2004 which is the only two stories section of the shopping mall (Figure 10).



Figure 7: The Place Versailles shopping mall in 1973 and 2008, Source: Montreal then and now

Today, the Place Versailles located at the corner of Sherbrooke Street East and Highway 25 in the Mercier–Hochelaga-Maisonneuve borough of Montreal with proximately 100,000-meter square containing 225 stores and 4000 parking spaces (Figure 8). The accessibility of the shopping mall been provided by the Radisson metro station and bus stop, making the Place Versailles easily accessible to everyone.

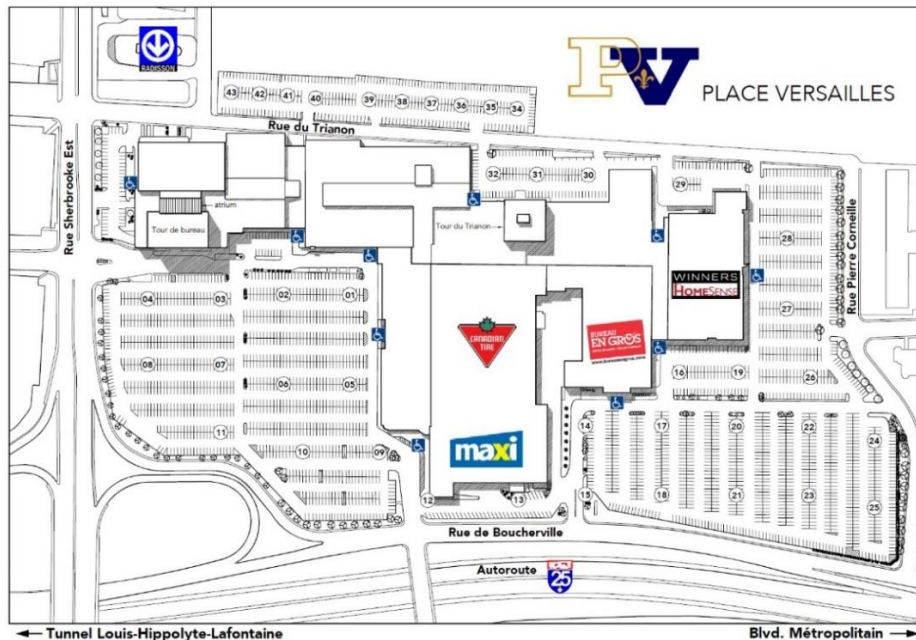


Figure 8: The site plan of the Place Versailles, Source: <http://www.placeversailles.com>, July 2018

The easy accessibility with public transportation and locating in one of the high population of senior citizen in Montreal from one hand and knowing the mall as the first indoor shopping mall in Montreal from the other hand make the Place Versailles shopping mall an ideal case study for this research. The location of the Place Versailles is shown on the map in Figure 9, highlighting as one of the elderly populated regions in Montréal.

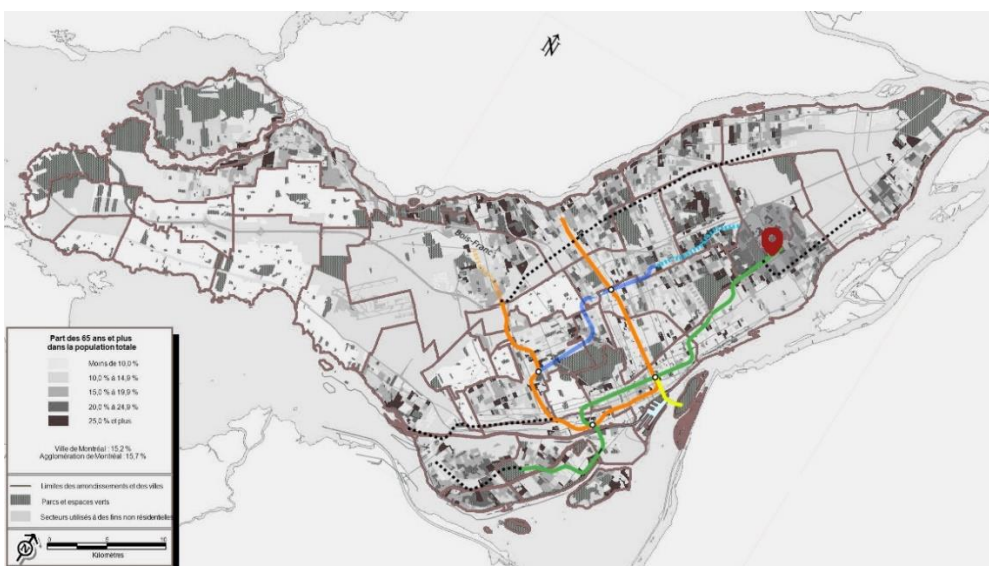


Figure 9: The location of place Versailles Shopping Mall and the accessibility in Montreal, Source: L'Atlas sociodémographique

The Place Versailles organize many events in the shopping mall in order to gather the community and also establish different workshops to encourage the community to participate, including collecting and repairing children toys redistribute them to children in need. These type of activity follows the policy of brining community together specifically old and young together as part of evolving the Place Versailles as a public space. While, the events and workshops take place in certain time of the year, the rest act as shopping mall for the residents.

The Place Versailles Mall been divided in to five sections and each phase contain water fountains (Figure 12,13). Two of these significant architectural features been designed by Augusto Escobedo the Mexican sculptor and they are the first “graphic” fountain in North America.

There is a model introduced by Fowler (1988) explaining the sociability in public places, which indicates the individual (predisposing variables) and environmental (encouraging variables) characteristic influencing the use of shopping centers as a leisure time activity. The predisposing variables comprise of socio-demographic characteristics (age, gender, socio-economic-status (SES)), health status, proximity to a shopping center, sense of social isolation, and unoccupied leisure time. Encouraging variables consist of the center’s ambiance, design features and administrative policies (Figure 11).



Figure 10: View of 2 story section of the Place Versailles shopping mall



Figure 11: The sociability in the Place Versailles shopping mall, Photo by author



Figure 12: Plan of the five section of Place Versailles shopping mall

Figure 13: The master plan of the Place Versailles shopping mall including seating areas and water fountains

This study is focused on the relationship and social interaction of older adults in the in-between spaces of mentioned shopping center including male and female of 60 years old and above from a neighborhood with high population of senior residents (Figure 14) and same range of socio-economic-status (SES). The socio-demographic characteristics are not considered as the variables in describing the subject while the encouraging variables such as social participation, leisure activity among older adult and third place are the criteria to be highlighted in data collecting for the case study.

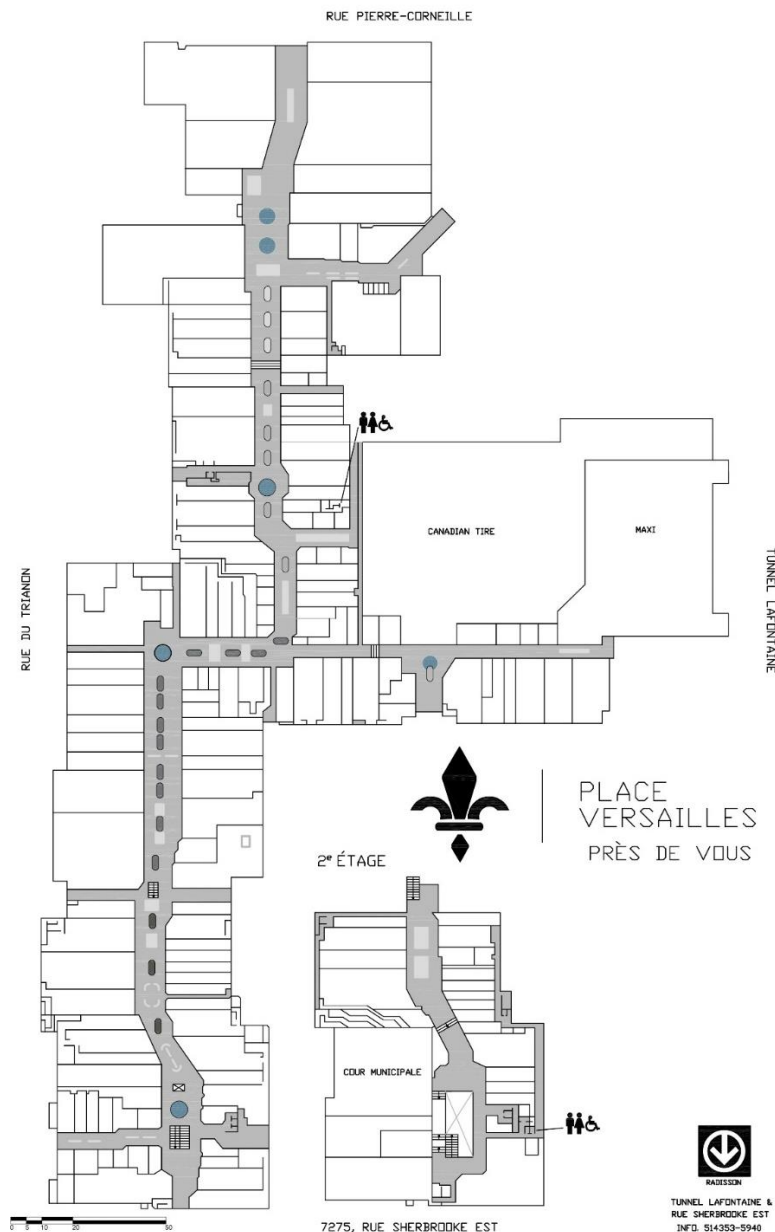


Figure 14: The spaces under study in-between area within the Place Versailles Mall



Figure 15: Example of leisure activity in the Place Versailles shopping mall, Photo by author



Figure 25: Older adult as a passive user in the Place Versailles shopping mall, photo by author

5.0 RESULTS AND DISCUSSION

The data collection via observation in the Place Versailles shopping mall was made in July 2018. This shopping mall was selected because of the high proportion of elderly population and also the Place Versailles mall is known as the first shopping mall in Montreal.

The three different methods of mapping, tracing and tracking were used to record the data on the basis of observation in two different times in the morning and afternoon. This is a part of ethnographic material collection done by Gold (1997), however the ethnographic collection contains interview, life experiences, participant reflections and observation and this study focuses only on observation in shopping mall as a public place.

With this sampling approach, the goal is to generate comprehensive empirical accounts of how senior residence perceive and experience shopping mall as one of the popular indoor public spaces. The study took place in the Place Versailles shopping mall in two different week day (Thursday) and weekend (Sunday). The population density of the people within the hours of mentioned two days is shown in Figure 26. As the graph shows the weekdays is less crowded but longer opening hours while the weekend is being registered with more number of people in shorter opening hours.

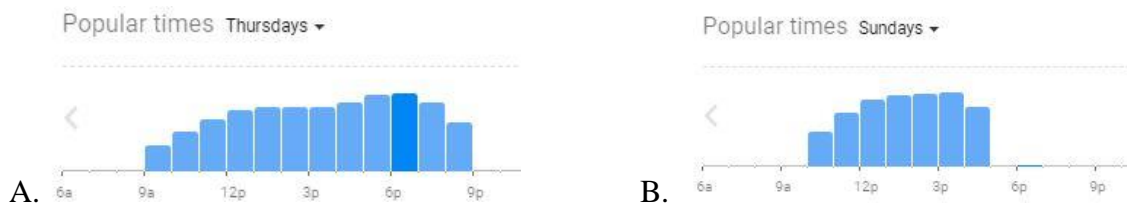


Figure 26: The people population density spending their times in the Place Versailles shopping mall on different days; A) Thursday, B) Sundays (Source: google map, July 8)

As we could see from the charts, the Place Versailles mall is containing with high number of people between 12:00 to 18:00 in week days and 12:00 to 16:00 in weekend.

Consequently, in this study as we tend to record the observation in the same time in both days, the first observation been recorded on 11:30 to 12:00 and the second part registered from 16:00 to 16:30, which we observed almost the highest number of individuals in the shopping mall. The first observation completed on Thursday, July 12th and the second observation accomplished on Sunday, July 15th.

The first phase of observation is focused on mapping the type of activities by senior residents. Mapping behavior is simply recording what activities are conducted in the area. This method was introduced by Gehl (2013) in order to determine the optional and necessary activities taking place in the city. In this study the aged people who are walking consider doing the necessary activity and sitting individuals evaluated as doing optional activities. Although the mapping technique is a picture of one moment in a space like an aerial photo that fast-freezes a situation, the spaces in this research is extensive and divided to five sections which is required to be observed separately. Hence, the mapping investigation through observation in this study contain half an hour (30 minutes).

There are three colors defined in the mapping plan. The red color indicates as optional activities (sit to eat, read or greet), blue defines the necessary activities (shopping) and green represents the senior with limited mobility (using wheelchair, walker).

Figure 7 illustrates the behavioral mapping of elderly people in the Place Versailles on July 12th from 11:30 to 12:00. In the first observation 197 old individual been observed and the information recorded. Out of the five section in shopping mall, the first section is the only two stories part, this sector has an entry from the south-west. Based on the observations, there are more necessary activities taking place in this section and older adults do more shopping and strolling at 11:30 in the morning. However, the first floor is filled with more people than the second floor. As the entrance of this section is opening to metro Radisson and bus station, we could see more people entering from this sector comparing to the other entrances which indicate the high usage of public transportation by older adult in this region.

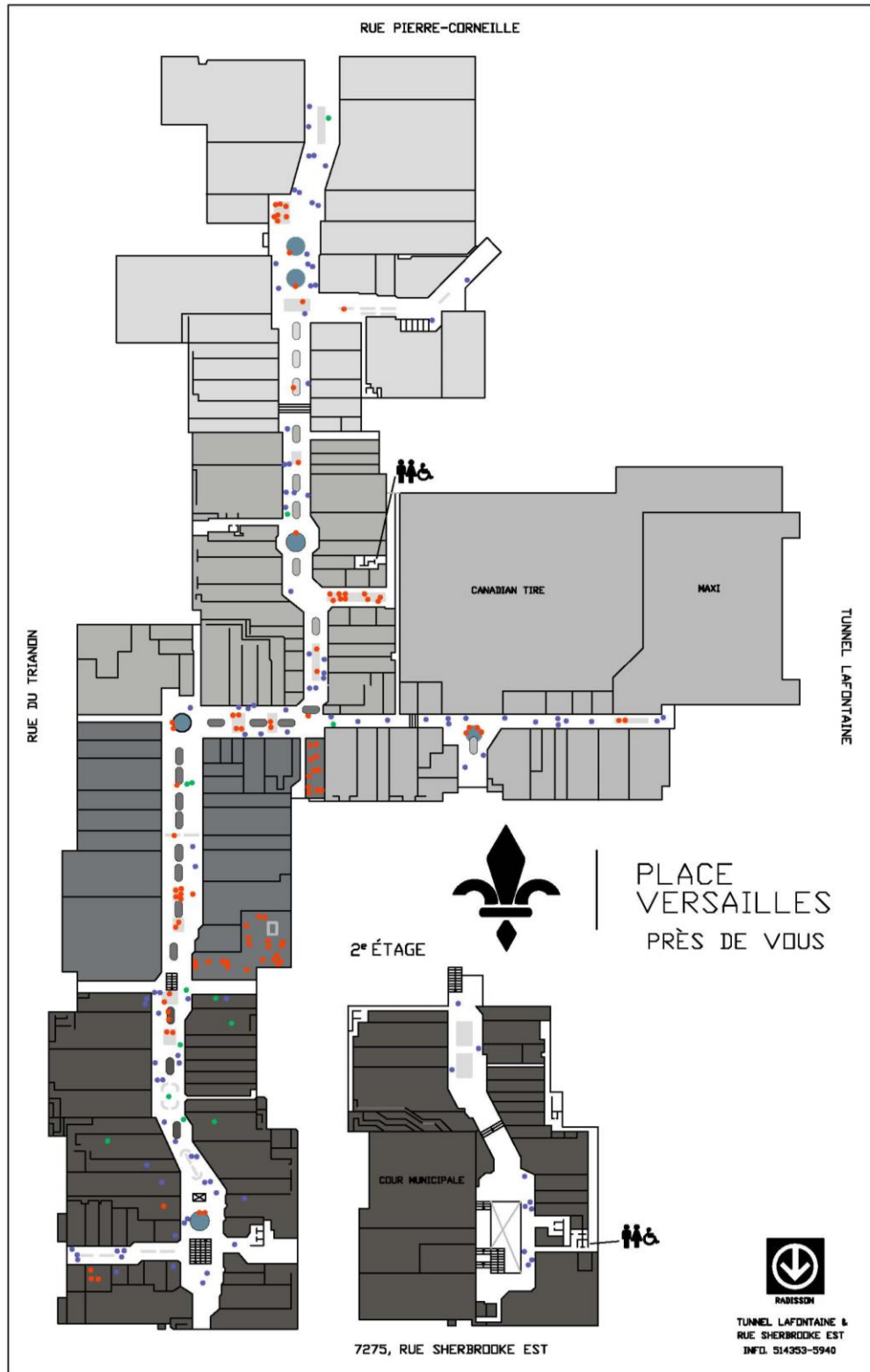


Figure 15: The behavioral mapping in Place Versailles shopping mall from 11:30 to 12 on July 12th

The second section of shopping mall is almost located in the central part and mapping accomplished at 11:30. This sector contains two emergency exit one in north and the other at west and from the east side connected to the section three and four. As the observation shows, the second section contains with more café and small restaurant which provide more sitting spaces for people. Thus, in this section there were more sitting elderly (optional activity) recorded compare to the first section. The most crowded part is near the intersection of sector two, three and four which is reasonable as the three sector meet in this node. The other results from the mapping specify the great number of older adults in restaurants with adequate price as a place where they gather with friends.

Section three located at the east wing of the shopping mall, with two entrance, one located on the south part which is an entry from the parking space and the other is on the east side of the section. This sector has the least seating spaces. The mapping conducts the great number of senior resident entering from the access in the east and the great number of senior adults who are occupied with necessary activities in morning. As the observation shows, there is not much senior individuals who enter from parking space and this might result as seniors are more frequently use public transportation instead of their own cars.

Section four contains the food court and made this section one of the part with more ambiance specifically near noon and evening. The record of mapping at 11:40 indicates almost half of the seniors sitting (optional activity) in the food court and the other half are busy shopping or leaving the mall (necessary activity).

The last section of the Place Versailles located in the north part of the mall with two main entrance in north and north-east. From the observation at 11:50 we could understand great number of older adults sitting in front of the restaurant and using the space for watching people or talk with friends (Figure 16), however, the senior adults who are shopping is slightly higher than those who are sitting.

To conclude, the mapping from 11:30 to 12:00 demonstrates 107 old individual doing necessary activity and just 75 people sitting (optional activity) which result, aged people who are doing necessary activity are significantly higher than those who are sitting and doing optional activities (Figure 15, 17). This mapping indicates the preference of older adults in shopping in morning till noon and the number of older adults who are doing

optional activities are focusing in the seating area of the restaurant and the seats with more visual connectivity.



Figure 16: Older adults sitting in a seating area in section 5 and spend almost an hour talking or watching people passing by, Photo took by the author



Figure 17: Senior resident's preference in necessary activities in morning, Photo took by author

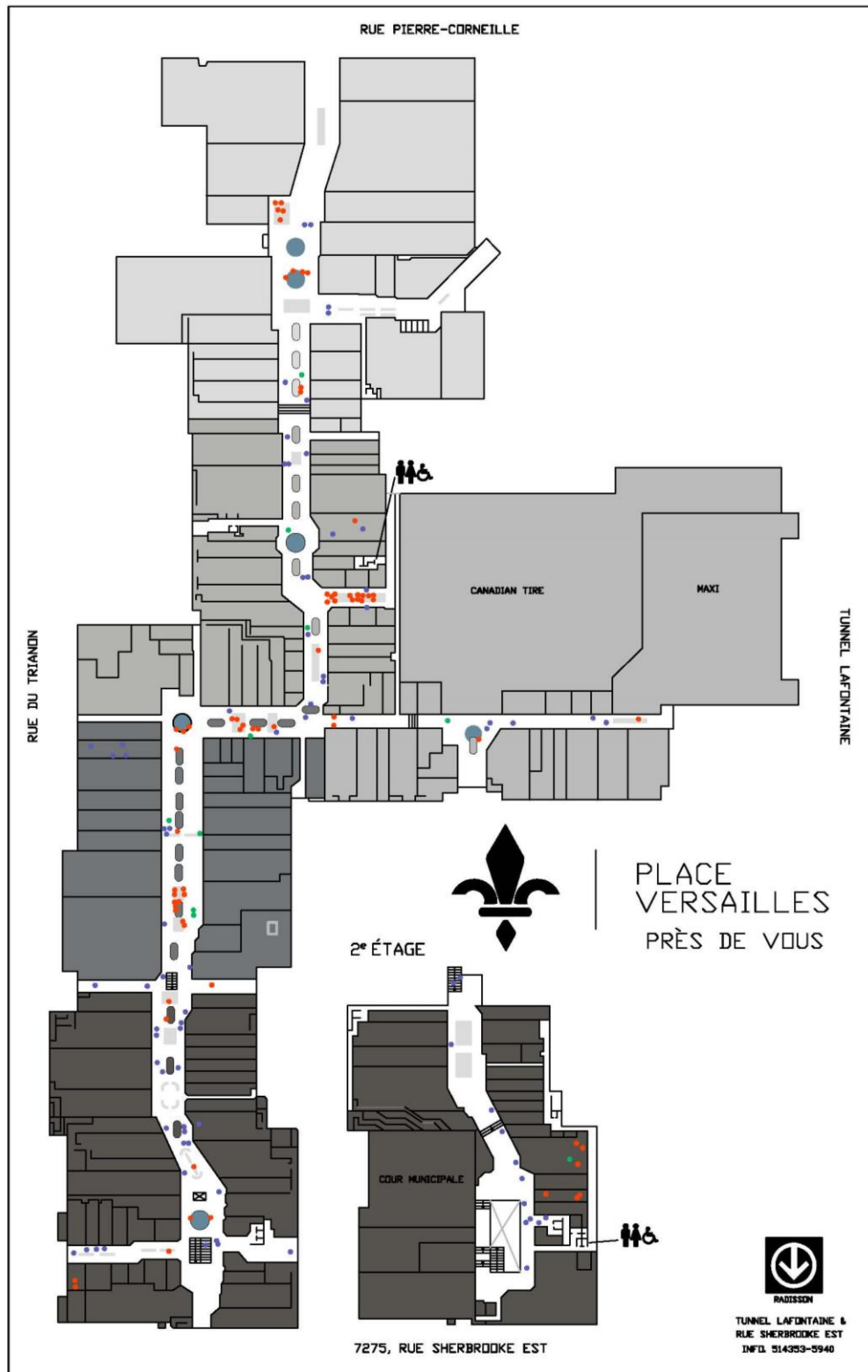


Figure 18: The behavioral mapping in Place Versailles shopping mall from 16:00 to 16:30 on July 12th

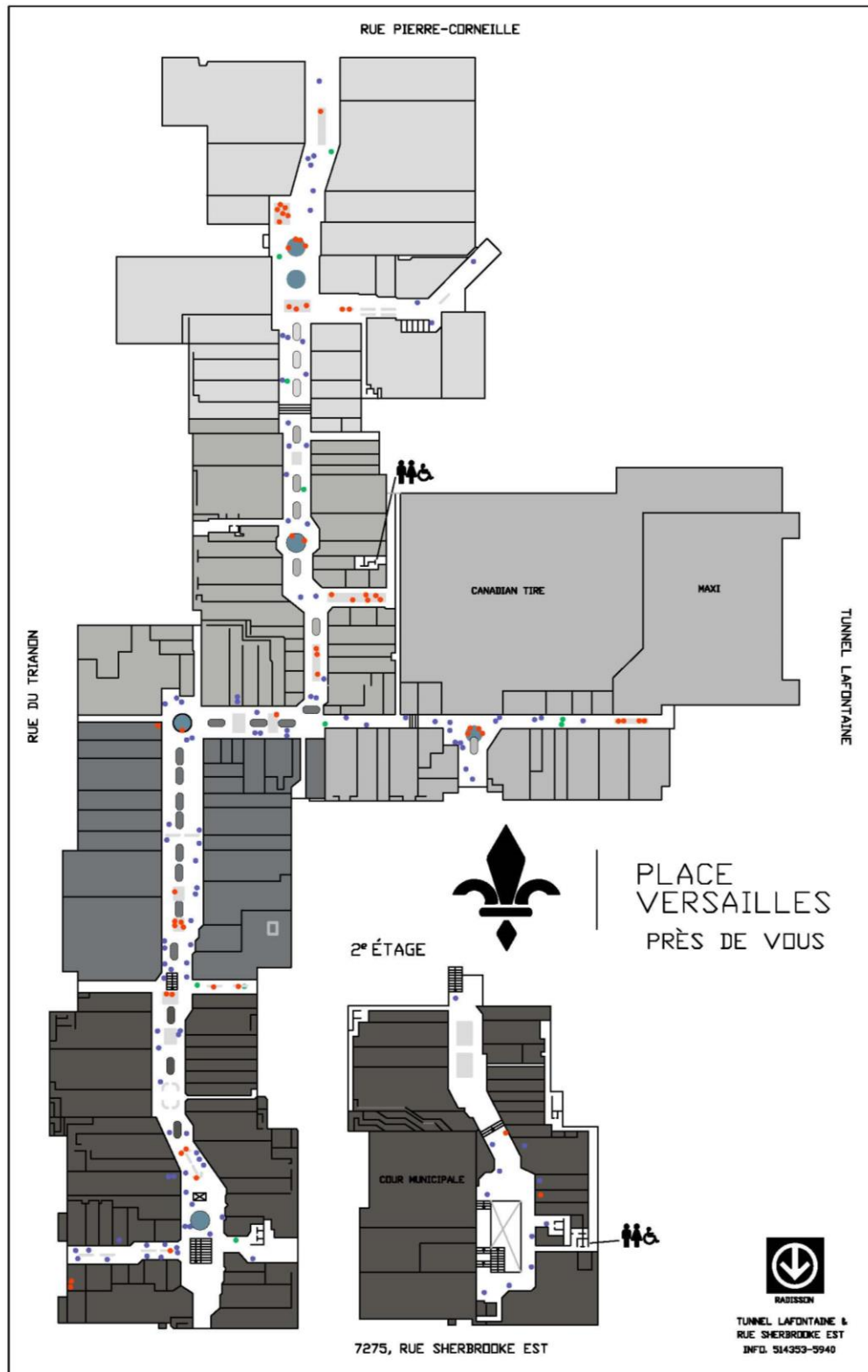


Figure 19: The behavioral mapping in Place Versailles shopping mall from 11:30 to 12:00 on July 15th

The observation done on July 12th between 16:00 to 16:30 in the Place Versailles mall recorded 156 senior residents and demonstrates the optional activity among older adults is slightly higher than the necessary activities, however the same observation in morning indicate the larger number of senior doing necessary activities (Figure 20). The number of older adults with mobility difficulty which using wheelchair or walker remain the same in afternoon which are 10 old people documented. Although the number of optional activities increases between aged people in shopping mall from 16:00 to 16:30, still the section one and three, which are recognize as the main entrance for senior adults are recorded with more necessary activity. Whereas, the food court, café and restaurants are the main places for optional activity and socializing for old resident, the seating area located in nodes also consider to stand a place for optional activity among senior residents.

The third observation recorded on Sunday, July 15th and 176 senior adult were recognized. Surprisingly, the observation indicates the number of senior people on Sunday between 11:30 to 12:00 are lower than weekdays and there is high number of old individuals (111) doing necessary activity. The high number of necessary activity in morning reflect the active and independent aged people in this neighborhood. The optional activity still take place mostly in the food court and seating area of the restaurants. The observation determined the higher number of senior resident who came shopping with friends or spouse which designated the necessary activity could be a leisure time for older adults when they are spending time with acquaintances (Figure 9).

The last observation held in Place Versailles shopping mall between 4:00 to 4:30 on Sunday, July 15th. In this observation, 108 senior individuals were recorded. Surprisingly the number of older adults in the shopping mall decrease vividly, however the optional activity is calculated the highest compare to other observation done in the Place Versailles mall (Figure 10). Similar to previous observation the optional activity in this mapping located in seating spaces in café and restaurants within the mall. The node where two or three path meet are the second most popular places for sitting among aged people which provide them with the opportunity of wider visual connection. This observation indicates most of the older adult are not alone and they are mapped as being with other people at their age, which highlight the shopping mall as a leisure place and shopping as a leisure

activity between aged. Although the number of aged people decrease in this observation, the reduction of seniors who use wheelchair or walker is insignificant, this result as, the independent senior resident in the neighborhood and the importance of the Place Versailles as an indoor public space which response to their requirement.

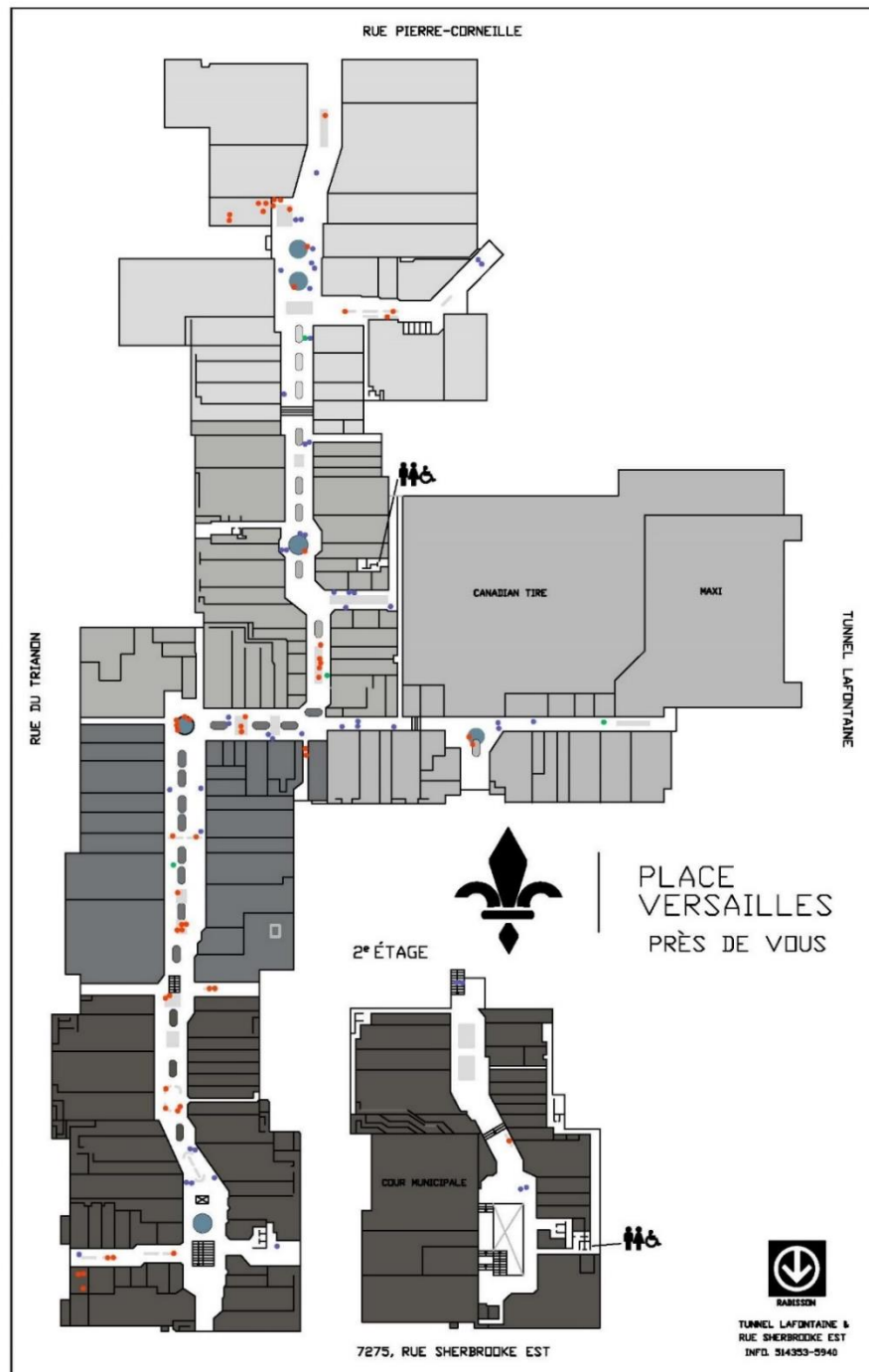


Figure 20: The behavioral mapping in Place Versailles shopping mall from 16:00 to 16:30 on July 15th

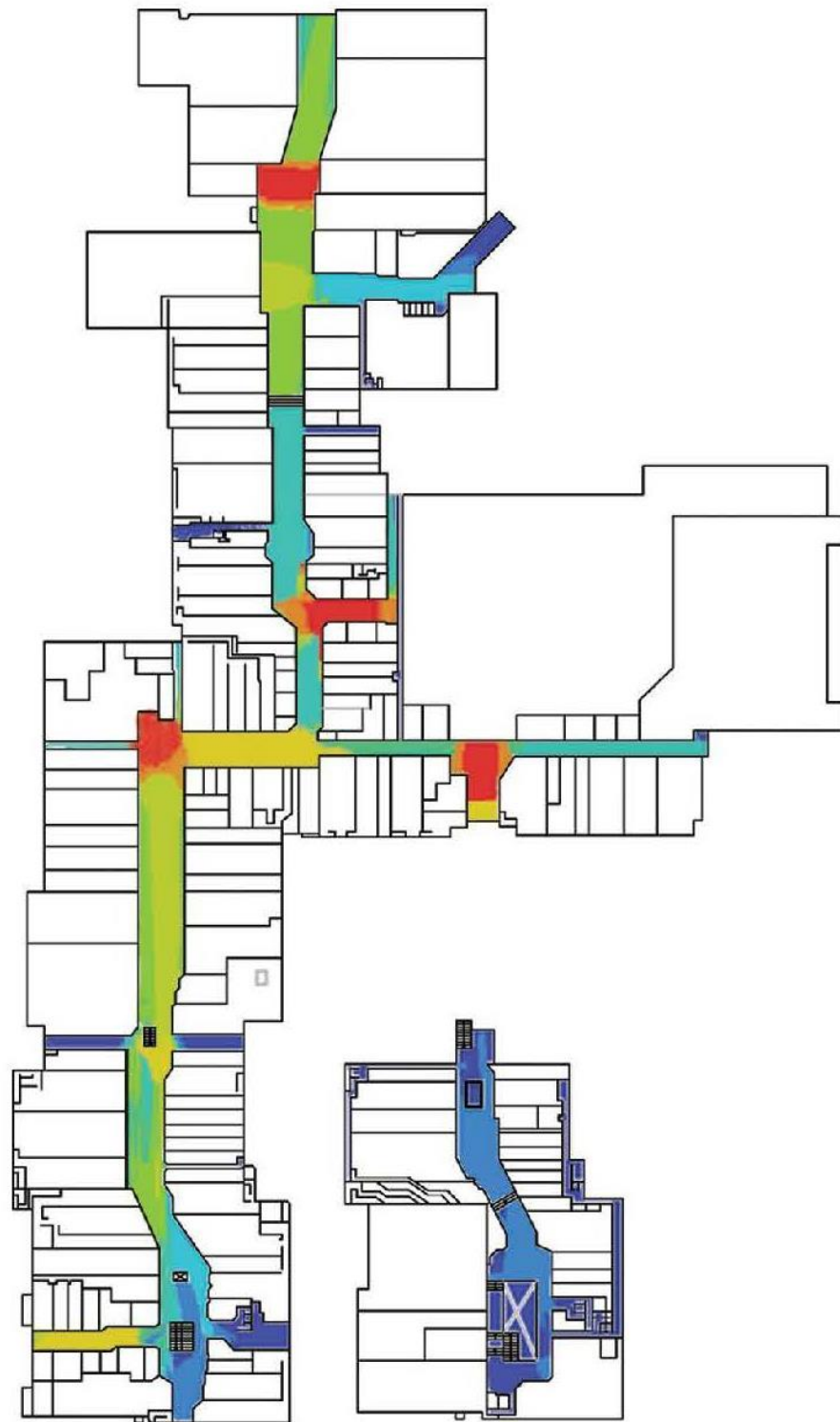


Figure 21: Heat map, senior's foot print in Place Versailles shopping mall, July 12th and 15th

The record of the tracking and tracing in Place Versailles Shopping Mall been transfer to the heat map which determines the footprint of senior residents within the place. This is the overall observation in both week days and weekend. The data been recorded out of 131 of old individual in tracing and 48 older adult in tracking observation. As the map shows the most populated area either by old people walking through or the time they spend longer time there is showing by red color. The place with less people walking or staying is ben signify with orange, yellow, green and blue respectively. There is three red area defining with most senior people in section two, three and five. The red zone in section two located at the intersection of the two most crowded sections, create a perfect position for aged people to spend time sitting there and act as passive user, watching people pass. The second red zone situated in section three, this is a place with the same quality of the previous populated zone. The other crowded area is the food court in section four which been recorded in all observations as a popular place for all people specifically old adults. The food court is a place where senior adults have the opportunity to interact with younger generations. The study done by Cheang (2002) emphasize on the preference of older adults to be with younger generation instead of spending time in senior center where is only old folks. The last area with maximum old individual located in the fifth sector, in front of restaurant which has the same quality of space as the food court.

The least populated space by older adult located in the second floor and the secondary and emergency exits. The result in these areas where predicted as there were not much seating area and visual connection been recognized in these zones.

In conclusion, the section two and four have the higher potential of socializing among aged adults as they decided to spend most of their leisure time there in all observation and also these sectors are located in central part of the shopping center and contains the most number of café and restaurants. The optional activity in older adult is been divided to active or passive socializing. The active users define as people who interact with others while the passives contact by listening and watching publics. (Gehl, 2013).

Among senior resident who chosen to sit (optional activity), the mapping and heating plan demonstrate the location with more people passing and have more visual connectivity such as nodes and intersections. This highlight the desire of older adult to have the option for

passive or active socializing. Therefore, in social phenomenon senior citizen prefer gathering in a place where various degrees of sociability exist within the nonobligatory social interactions. A study on fast food restaurant as a third place for senior adults, underlined the characteristic of these places in providing the opportunity for older individual to keep a daily routine (Cheang, 2002). According to Hooyman (1996) “One of the factors to a satisfactory retirement is the ability to find or create new, predictable routines in which to settle.” In this regard, shopping and spending time in shopping center is one of the routines for people which could change to a leisure activity in retirement stage.

The importance of public transportation is one of the aspect of third place being recognize in the results. As the observation determines, the entrance of the Place Versailles which is close to the metro and bus station serves the highest number of senior residents. As been pinpoint in several research the ability of mobilizing considers an essential reason for older adult to participate in public life (Zeitler et al. 2012; Mollenkopf et al. 2004), similarly in this study the result of observation indicates the importance of public transportation to older adults. Public transportation is one of the factor for easy access to the Place Versailles and has become one of the most popular shopping center among aged individuals.

6.0 CONCLUSIONS

This study was accomplished in the Place Versailles shopping mall to evaluate the social interaction potential of the commercial spaces for senior citizens. On the basis of the literature and the data collected from the shopping mall using observation method the following concluding remarks can be made:

1. It has been confirmed that the social interaction is an influential factor in seniors' wellbeing. Based on the literature, one understands the value of public spaces in developing the social interaction and likewise high social capital in a neighborhood relies on public spaces where individuals have more chance of meeting people (Leyden 2003, Levasseur et al. 2010).

The satisfactory of aged people were accompanied with the ability of creating new and predictable routines in the familiar public setting (Hooyman 1996). Thus, the indoor public spaces like shopping malls are one of the public places which provide the opportunity for old individuals to fulfil new habits (socializing) in the same setting.

The observation of the Place Versailles mall, support the influence of indoor public space in developing social interaction in senior residents. In addition, the result from observation indicates the physical element such as ramp, hand rail, escalator and elevator, create a user friendly space for elderly people. The safety of the shopping center also counts as the other main purpose of advocacy by silver generation.

2. There has been indicated that the potential of shopping mall for socializing and enjoyment is comparable with its economic aspects (Stone 1954). There is a great number of older adults who use the shopping mall mostly for recreation purpose or socializing (Martin 1975, Mason and Smith 1974).

The observation study designates, the nonobligatory social interaction gives the older adult a desire for socializing and help them to prevent from isolation. The freedom of being active or passive in socializing has been recorded in the observation. Our observed results indicate; the senior adults prefer to sit in a place where they could have the opportunity for communication or just watching people.

- Thus, the social phenomenon at the shopping malls have a great potential of a platform where various degrees of sociability exist within the nonobligatory social interactions.
3. In order that the indoor public place like shopping center has the potential to be as the third place for senior citizens, it should have easy access for older adults. Thus, encourage older adults to participate in public life, the mobility need to be considered. In this regard, it has been illustrated that the Place Versailles shopping mall has potential of being as the third place for senior resident. Transforming the shopping mall to a third place for senior adults provide the opportunity of social participation in this generation which is one of the most significant elements for successful aging. The public transportation adjacent to the Place Versailles Shopping Mall provide the easy access for public and as the observation determines the entrance nearby by the metro station has the highest foot traffic among aged inhabitant. The food court and nodes (intersection of two or three sectors) were also recorded as the highlighted spaces for socializing and interaction which construct a third place within the mall.
 4. This shopping mall is a wide area with different store and services with almost good lighting, smooth level walking surfaces, convenient seating arrangements and safe area which are all important reasons for aged people to use, therefore, there is a high chance of older adults to spend their times in shopping malls which have the center's administrative policies influence the prevalence of third place by providing more opportunity for socializing for silver generation.

Limitation

Observation as an empirical study has its own limitation. This research study was limited to one shopping mall in the Montreal City. As the notion of third place has been examined in this case study, thus, it would be important to have broader research in different neighborhoods with various culture and social background. This study was also limited by its sample size, and we suggest extending this inquiry using larger populations and for longer period of time. Lastly, this study requires different methods of empirical studies

such as interview, which did not address in this research since the data collection were conducted in short period of time.

Recommendation for further study

The future studies could focus on the aspect of intergeneration socializing within the commercial site and fill in the gap of different generation as it is one of the controversial concern in social studies. Furthermore, the further studies could elaborate the design aspect of shopping mall to serve a better situation as a third place for users especially senior residents.

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