



## **The New Form of Entertainment Space: Park Avenue, Ankara**

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In last two decades depending on the advancement in transportation technologies and the altered lifestyle, traditional suburbanization processes have begun to change. Along with the residential expansion, most of entertainment services have moved to particular suburban areas.

Ankara the capital city of Turkey has also witnessed this decentralization intensively. After 1980s, Turkey intends to integrate into process of “the new world economic order” or “globalization”. The global restructuring and transformations in the social, cultural, economic and political spheres manifest itself in urban space. The urban form from the previous monocentric structure has changed into polycentric structure. The traditional pattern of consumer services has changed in a way that the center of the city has lost its importance and suburban areas of the city have become preferable locations. Various forms of entertainment service functions has followed the households leaving the city with desire of healthy, security, clear neighborhood and they have intensified at the particular suburban areas of the city. Local plans have not met the high demands of entertainment functions and this crisis is solved by market mechanisms exerted by private entrepreneurs.

Park Avenue located at the middle-upper and upper income class suburb has experienced the most striking increase of entertainment services such luxury cafes, bars and restaurants. It is completely different than the previous trivial developments. Although proposed as residential land-uses, the areas along the Park Avenue have developed with luxury cafes, bars and restaurants without any planning initiatives. This spontaneous development has introduced a new specialized entertainment node for Ankara.

This paper aims to elucidate why and how these kinds of services have aroused at Park Avenue and why enterprises and customer prefer this area. For this purpose questionnaire survey and interviews were conducted with various informants including customers, enterprises, owner of the cafes, bars and restaurants, real estate agents, real estate experts, planners in the municipalities. These examinations intend to clarify the social, spatial and planning processes behind the development of particular entertainment areas along the Park Avenue.

**KEY WORDS:** Entertainment service decentralization, Ankara, Park Caddesi.