

The student evidence was supported with a map showing the linear pattern (see student 3) and a diagram illustrating the process of agglomeration with case study evidence.

KGA city has a linear pattern of malls. There are 12 malls as shown on the map and 7 of these are along two main roads coming in to the city. 4 malls are along the Main North Motorway stretching about 25 km out of the CBD, one of these is a mega mall which is located 18km from the CBD. It is called Coventry and is the newest and biggest of the malls, built in 2008 with 1885 car parks and 36,700 m², of shopping space. This motorway also has the oldest of the malls Gracefield, which is just 10 km from the CDB and was built in 1972... On the Ranges Road, the other main road in to the city, there are 3 malls and two of these are mega malls. Both of these malls have been built since 2001 and are marginally smaller than Coventry. ①

This linear pattern of malls follows the main arterial routes in to the city and there are also rail lines following them. The transport links provide easy access to the malls for the people... The urban pattern is influenced by the relief which is very hilly with two main river valleys the Mangaroa and the Waiariki... KGA was built near the port and the main access roads with rail were established early. As the population of KGA grew the city expanded along the two valleys forming lines, one to the north and one to the east and this shows the linear pattern. ②

The area of KGA is restricted due to a shortage of flat land and as the population grew it became very congested, especially the roads to the city. The government used a policy of decentralization to encourage industry away from the port out in to the valleys and to support this policy the transport links were made very efficient. With jobs available in the suburbs more people moved out. With this population and economic growth happening in the suburbs it didn't take long for there to be demand for the commercial centres to grow and this is when the suburban shopping centres began to evolve as malls. The linear pattern of malls is mainly influenced by the overall pattern of KGA's growth, but with industry moving in to the valleys the processes of agglomeration and grow spirals stimulated more growth and then the mega malls. ③

The malls need both a market (customers), and space to build. The mega malls are fewer and more widely spaced as they need access to a bigger market and like industry they couldn't build on the steep hills so were restricted to the valleys... ④

The study of the spatial patterns of malls in KGA shows a clearly two lines each matching the patterns of settlement and transport. Accessibility and process are two concepts that relate to the study, but I consider accessibility the most important and therefore explained transport as a major contributing factor to the linear pattern. If people couldn't easily access the malls the loss of customers would result in shops closing... ⑤