

Impact of the civil work Gran Plaza El Ensueño Shopping Center

Impacto de la obra civil Centro Comercial Gran Plaza El Ensueño

Anderson C. Pardo G.
Universidad Distrital Francisco José de Caldas
camilopit.06@gmail.com

The interest of this article is to inform and conceptualize how large civil works intervene in the development of a community's activities and how these interventions will bring about dynamic and irreversible change. In order to situate ourselves in a specific case, we took the work of the Gran Plaza El Ensueño shopping center for this purpose, present in the town of Ciudad Bolívar due to its strategic complexity and current development. It gives an approach to the importance that have the civil works and how the mall Gran Plaza El Ensueño in particular is a drastic change in the community and in turn directly interferes in the local economy assuming not a benefit but a detriment to it by not meeting the needs of it.

Keywords: Ciudad Bolívar, civil work, Gran Plaza El Ensueño, shopping center

El interés de este artículo, es el de informar y conceptualizar como es que las obras civiles de gran magnitud interviene en el desarrollo de las actividades de una comunidad y de cómo estas intervenciones tendrán consigo un cambio dinámico e irreversible. Para situarnos en un caso específico se tomó a la obra del centro comercial Gran Plaza El Ensueño para ello, presente en la localidad de Ciudad Bolívar debido a su complejidad estratégica y desarrollo actual. Se da un acercamiento a la trascendencia que tienen las obras civiles y de como la del centro comercial Gran Plaza El Ensueño en particular supone un cambio drástico en la comunidad y como a su vez interfiere directamente en la economía local suponiendo no un benéfico sino una perjuicio para la misma al no suplir las necesidades de la misma.

Palabras clave: Centro comercial, Ciudad Bolívar, Gran Plaza El Ensueño, obra civil

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Introduction

This article deals with topics such as: civil works and how they are proposed to meet the needs of a community in addition to optimizing space and thus give the community social and economic development, emphasizing the current construction of the shopping center Gran Plaza El Ensueño and the consequences that will have on the community a commercial focus of the magnitude of this, since the shopping centers in Latin America have become a proposal that consists of being able to develop multiple activities in a single space, it is possible that the impact that brings a focus of trade in the area of Ciudad Bolívar may be negative consequences as well as positive.

In order to analyze this phenomenon, it was necessary to consult journalistic and conceptual sources that analyzed the impact that the presence of shopping centers has brought to the community, in addition to consulting the position by which those responsible for planning and construction decided to make the Gran Plaza El Ensueño shopping center and how the presence of a shopping center changes the model of which Latin American society considers itself, making the city model similar to the North American model.

Shopping center as civil works

Civil works

The concept of civil works is used to designate those works that are the result of civil engineering and that are developed for the benefit of a nation's population because some of their objectives are the territorial organization and the maximum use of the territory (Ucha, 2017).



Figure 1. Civil works (Group, 2017).

Based on this definition, it is interpreted that civil works are for society and that is how they have an impact that transcends all its characteristics, such as its economy, culture and development, but how far can this go?

The construction of infrastructure triggers a series of direct and indirect or induced impacts, both positive and negative. A new infrastructure modifies the space where economic activities and ways of life are developed, consequently, it also affects the framework of life and habits of the society concerned. This initiates a more or less dynamic, but always irreversible, process of transformation (Moreno, 2017).

By the nature of change provided by the creation or modification of the infrastructure in which the activities of a community take place, civil works are distinguished from other engineering works and thus civil works have a visible social and economic value that characterizes only civil engineering.

Civil works approach

A civil work with its planning and subsequent construction, brings changes in the area where it is presented, this is undeniable and characteristic of civil works, are synonymous with change in the community. The notorious modifications that bring the civil works are of different types and can be social as well as economic.

Infrastructure indicates a series of induced impacts (changes in the hierarchy of the settlement network and in the factors of location of economic activities, empowerment of certain areas and marginalization of others, etc.), and a series of impacts on the economy (modification of the level of income, of the quantity and level of the active population, induction of economic activities, etc.) (Moreno, 2017) (Fig. 2).



Figure 2. Example of civil work with social impact (Business, 2017).

This is how civil works have a significance in the area and in the development of the daily activities of a population. Each work will have different impacts and that is how, depending on the emphasis that the work took, it will affect the community. Works can be focused on:

Land routes of communication. Roads (both highways and federal roads), railways with their bridges and tunnels; airports with their runways, taxiways, commercial and general aviation platforms, hangars, fuel areas, passenger terminals, control towers and their electrical and electronic installations for the safety of aircraft operations; and finally, heliports.

Hydraulics. Storage dams, hydroelectric and derivative, in which water is captured to generate electricity, or to supply the population and is distributed in cultivation areas, especially to irrigation districts.

Health works. Drinking water conveyance and storage systems (surface tanks and elevated tanks), drinking water and wastewater treatment plants, sewage systems, industrial and storm drains, and landfills (garbage control).

Marine projects. Sea and rainwater ports, with their protection works breakwaters, jetties, and breakwaters, piers, terminals of various kinds: industrial, fishing, agricultural, tourist for the care of yachts, passenger and trade.

Buildings. Housing complexes, condominium buildings, offices, multiple uses for businesses, plazas, commercial and recreational centers, cinemas, theaters, cultural centers, auditoriums, sports stadiums, supply centers, industrial parks and other buildings with various types of services (Linares, 2017).

This approach or classification serves to understand the trajectory that a civil engineering project will take and that is how you can focus on the needs present in a community.

Shopping center

The structure called shopping center is a civil work that is designed and structured to have within it a great diversity of shops, besides being a space which the population has taken as an environment of leisure and recreation (Fig. 3).

The main function that a shopping center can fulfill is to be able to place a great amount of population in a same space so that they can be potential buyers and to supply the demands that they can demand, this can be fulfilled due to the diversity of commerce that the structure contains. This interpretation is reflected with the following one.

"A shopping mall is a construction consisting of one or more buildings, usually large, which house services, premises and commercial offices grouped together in a given space, concentrating a greater number of potential customers within the site" (Sarlo, 2017).



Figure 3. Example of a shopping center in operation in the city of Bogotá (Colombia) (Data, 2017).

Operation of a shopping center

A shopping centre is a commercial space in which premises are available for the trade of different types of products but these spaces are distributed among different owners for the development of a competitive and varied market within it (Martínez, Hernández, & Rendón, 2017). Most shopping centres are governed by the motto *Coordination of Business Activities*.

"Shopping centres are full of independent businesses in the same workplace and the shopping centre must regulate all of these in order for the centre to function properly. Therefore, it is necessary to clarify why the Coordination of Business Activities is of great help in a shopping centre, whether you are a manager of the centre or have a business within it" (Prevencionar, 2017).

By means of this regulation by which the activities of a shopping centre are developed, the owners of the premises and the owner of the commercial space (shopping centre) develop their activities. The responsibilities and duties contracted by the owners of premises and the owner of the commercial space (shopping centre) in the operation of the *Coordination of Business Activities* are as follows:

- To inform the other competing entrepreneurs of the specific dangers of their activity that may affect other companies.
- Take into consideration the information received by the owner and by the other competing entrepreneurs and also include it in their evaluation of hazards and planning of the preventive activity.
- Comply with the instructions received by the incumbent employer.
- Communicate to their workers the information and also instructions received by the owner and other competing employers.

- Communicate to the other competing companies the accidents and emergency situations that are generated, if they affect or may affect workers from other companies.

- To hold business activity coordination meetings with the representatives of all the competing companies, in which the above points are discussed (Preveconar, 2017).

And on the part of the owner of the commercial space those of:

- To inform and give instructions to the concurrent employers about the dangers inherent in the workplace, prevention measures and emergency measures to be adopted.

- Fulfill your obligations as a competing company, if you have workers carrying out activities in the workplace.

- Establish the necessary means of coordination and communicate them to the rest of the competing companies (Preveconar, 2017).

It is through this system that shopping centres are regulated internally.

Gran Plaza El Ensueño

The Gran Plaza El Ensueño shopping centre has just been taken over by the construction company PACTIA, which is responsible for building the shopping centre named Gran Plaza Bosa in the locality of Bosa, Gran Plaza Soacha in the locality of Soacha and the Gran Plaza brand of shopping centres that can be found in the cities with the greatest growth potential in the country. It is developed on Avenida Villavicencio with Avenida Jorge Gaitán Cortés, which makes it a shopping center of great commercial interest due to its location near the community of Ciudad Bolívar and also the concurrence of the university community on behalf of the Universidad Distrital Francisco José de Caldas (Fig. 4).



Figure 4. Artistic recreation of the front of the Gran Plaza El Ensueño shopping center (Rojas, 2017).

In addition to the strategic position of the Gran Plaza El Ensueño shopping centre, it has been designed to contain within it the number of 250 premises and 1300 parking spaces (Pactia, 2017).

The approach of the Gran Plaza El Ensueño shopping center is ideal for a commercial axis, but this represents a change in the community due to the commercial increase that the area will have spontaneously. But will this increase in commerce be concentrated in one spot, in turn segregating

the surrounding businesses? Being a commercial center of such dimensions with a varied offer of products, it is not unreasonable to suggest that the preference of a buyer is to have in the same place several commercial offers to have to choose between the limited offer of its local commerce. The preference that a commercial center of the magnitude of Gran Plaza El Ensueño will have will mean that the local businesses will lose the competition they enjoy, consequently, it discourages their sales affecting the economy of said commerce, as well as it could mean an increase in the interest of that area causing the fluctuation of population to increase, increasing at the same time the density of possible buyers in the area and improving the economic activity of the surroundings (Ortegón & Royo, 2017).

Let's suppose that the effect of the Gran Plaza El Ensueño shopping center is one of a growing weakening of the urban center and local commerce that benefits the North American model of the expanded city. This is a model which needs the complement of private cars, and which causes the abandonment of public property, impoverishing it in turn and leaving it responsible for shaping the lifestyle of society to market forces (Gammage, 2016).

The following interview was conducted by El Avance, a journalistic entity which developed an interview to represent what the mall has meant to the community so far (Avance, 2017).

El Avance consulted the opinion of an inhabitant of the locality in this case, Mrs. Sol Teresa Valbuena, president of the Community Action Board of the neighborhood La Casona del Libertador, located in the area of influence of the new Shopping Center.

EA: Sol Teresa good evening, tell us about this shopping center and this work that is being developed very close to your neighborhood.

STV: Good evening for me the construction site has not had much impact because there are many people without jobs and they have gone and are not receiving them, so for us it has not been like a good benefit with this construction because we should be more benefited because we are the closest ones and we are the ones who are going to benefit from this shopping center.

EA: Does this mean that initially a series of job offers have been promised for the inhabitants of the town and especially those in the area, and this was not carried out successfully?

STV: No, at the moment it hasn't been taken up because there is no one working there, there are a lot of unemployed people.

EA: What do you think could be the positive impact that this work could bring to the local residents?

STV: Well, I think that our sector will be valued more because of the shopping center, but I hope that if employment is promoted more, because this sector needs many people to work there.

EA: Well Sol, let's hope that the construction of the Shopping Center, will bring benefits to the inhabitants of the neighborhoods of the town and this will allow us to improve the name of the town to bring investment and more prospects for security.

STV: Thank you Mr. David, God bless you.

In this brief interview we show how a community leader such as Mrs. Sol Teresa Valbuena describes what the construction of the Gran Plaza El Ensueño shopping center has brought to the neighboring community so far, and that it has not met the needs of the town as it is to employ this community in the contraction of it.

This is what has been able to explore the Gran Plaza El Ensueño shopping center, and how it is that so far it has not contributed to meeting any of the needs of the community in which it is presented, but it is expected that the positive effects of the work will be presented at the culmination of the project.

Reality

In the construction of the mall Gran Plaza El Ensueño has brought a bad experience to the community because it did not meet one of the needs of the community, but the expectation remains that the completion of the work, will bring the expected positive benefits but these can only be studied at the completion of it, so we can not immediately classify the work as a work that influences negatively.

In order to classify the impact that the civil work of the Gran Plaza El Ensueño shopping center has had, it would be correct to do so in the historical sense that the work has had from the moment of its planning, construction and liquidation, instead of classifying it as a negative impact. For this reason, it is expected that the completion of the work will bring about the expected results of social and economic development for an area that needs it, such as Ciudad Bolívar.

Conclusions

The evidence shown above demonstrated that civil works are manifestations of design and planning by civil engineering and how they are willing to improve the community by using the land and space, In addition to placing us in the system that hierarchises a shopping centre as a relationship of responsibilities and duties between the owners of premises and the owner of the commercial space, in order to show how the people in the community will have access to it and how, in particular, the specific case of the Gran Plaza El Ensueño shopping centre will

mean a commercial alternative of which the citizens of the neighbouring community will form part in the future, since at this time it has been demonstrated that the work has not met the needs of the community. To develop a complete survey of the significance of the specific case of the Gran Plaza El Ensueño shopping center is pertinent to wait for its completion and subsequent development with the community.

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