Evaluación de impacto socioespacial por la influencia de un centro comercial; polígonos de planeamiento z26-z27-z28, Paseo Shopping, Riobamba-Ecuador

Socio-spatial impact assessment of a shopping center influence; planning polygons z26-z27-z28 Paseo Shopping, Riobamba-Ecuador

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Palabras claves:
Atrial Urbanismo, centro comercial, fragmentación, mínimo de habitabilidad.

Resumen

Introducción: En América Latina, el acelerado incremento de proyectos inmobiliarios y equipamientos comerciales urbanos repercute significativamente en los aspectos socioculturales, económicos, políticos y en el desarrollo espacial de sus ciudades. Riobamba no escapa a esta dinámica, especialmente tras la edificación del centro comercial "Paseo Shopping". La construcción de este complejo ha implicado la reconfiguración de varios polígonos de intervención urbana (z26, z27 y z28), alterando la planificación urbana preexistente para alinearse con el nuevo eje comercial. Esta transformación ha tenido un impacto directo en la valorización comercial de la zona, evidenciando un incremento aproximado del 400% en el valor catastral comercial en la última década. **Objetivo:** Evaluar el impacto socioespacial por la influencia de un centro comercial; caso específico polígonos de planeamiento Z26-Z27-Z28 circundantes al centro comercial Paseo Shopping de la ciudad de Riobamba-Ecuador. **Metodología:** La investigación posee un enfoque Cuantitativa-Cualitativa; Cuantitativa por la importancia de analizar las transformaciones del tejido urbano, valor del suelo y la medición índice mínimo de habitabilidad de cada sector. Cualitativa por la observación de usos de suelo, equipamientos e infraestructura y su influencia en la ideología de las personas. **Resultados:** La investigación revela que el polígono Z26, establecido 40 años antes que Z27 y Z28, no experimentó influencia del centro comercial en su desarrollo. En contraste, Z27 y Z28 adaptaron su uso de suelo a residencial de alta plusvalía, evidenciado por indicadores NBI que exploran la desigualdad social. **Conclusión:** El desarrollo de centralidades, como Paseo Shopping, amplía desigualdades sociales y fragmentación urbana, beneficiando a altas clases y aumentando costos de suelo (Z27 y Z28). La gestión de suelo y políticas inclusivas son esenciales para reducir desigualdades y promover acceso equitativo al suelo urbano. **Área de estudio general:** Urbanismo. **Área de estudio específica:** Impacto de Globalización.

Keywords:
Urban planning, shopping mall, fragmentation,

Abstract

Introduction: In Latin America, the accelerated increase of real estate projects and urban commercial facilities has a significant impact on the socio-cultural, economic, political, and spatial

minimum habitability

development of its cities. Riobamba is no exception to this dynamic, especially after the construction of the "Paseo Shopping" shopping center. The construction of this complex has involved the reconfiguration of several urban intervention polygons (z26, z27 and z28), altering the pre-existing urban planning to align with the new commercial axis. This transformation has had a direct impact on the commercial valuation of the area, evidencing an increase of approximately 800% in the commercial cadastral value in the last decade. Objective: To evaluate the socio-spatial impact of the influence of a shopping center; specific case of the Z26-Z27-Z28 planning polygons surrounding the Paseo Shopping mall in the city of Riobamba-Ecuador. Methodology: The research has a quantitative-qualitative approach; quantitative because of the importance of analyzing the transformations of the urban fabric, the value of the land and the measurement of the minimum index of habitability of each sector. Qualitative because of the observation of land use, equipment and infrastructure and their influence on people's ideology. Results: The research reveals that polygon Z26, established 40 years before Z27 and Z28, did not experience the influence of the commercial center in its development. In contrast, Z27 and Z28 adapted their land use to high residential value, evidenced by NBI indicators that explore social inequality. Conclusion: The development of centralities, such as Paseo Shopping, widens social inequalities and urban fragmentation, benefiting the upper classes and increasing land costs (Z27 and Z28). Even land management and policies are essential to reduce inequalities and promote equitable access to urban land.

Introduction

The rapid evolution of global processes not only impacts large metropolises, but is also observed in intermediate cities such as Santiago de Chile, Bogotá and others in Latin America. This accelerated development entails important challenges, since the implementation of infrastructure and urban equipment projects is generating new development centers in peripheral or underdeveloped areas, which alters the urban structure and promotes social segregation and fragmentation.

The territorial impact of globalization generates phenomena such as gentrification, displacement of neighborhoods to higher social strata, sub-urbanization in the periphery with road and equipment improvements, and decentralization creating development poles.(Arriagada, 2012). This reconfigures urban spaces, influencing population distribution and urban hierarchy.(Moreno, 2018)Globalization is driving changes in urban areas adapting to new development models, with projects in the peripheries that take advantage of vacant land, affecting the land market and consumer habits.

To exemplify these processes, Palacios (2015) describes shopping malls as drivers of globalization, causing significant changes in the urban structure by creating new centralities and encouraging unorganized territorial growth. These spaces not only function as shopping and service centers, but also as varied entertainment centers, which, despite their diverse offering, are not equally accessible, thus contributing to the fragmentation and socioeconomic segregation of the city.(Amaya, 2009).

Urban segregation and fragmentation are complex phenomena that influence the socio-spatial configuration of cities.(Marengo & Elorza, 2018)Segregation manifests itself through the self-exclusion of social groups in specific areas of the city, either actively, through the conscious choice to reside in certain areas, or passively, when socioeconomically disadvantaged groups are separated by the dominant sectors.(Fitch & Chavez, 2011)On the other hand, urban fragmentation refers to the discontinuity or rupture of urban space due to political, social and economic factors, such as the presence of gated communities, shopping malls and other elements that structure the city for specific groups.(Palaces, 2015).

The influence of large urban projects, such as shopping malls, can exacerbate territorial imbalances and alter land uses, generating social stratification and divergent lifestyles.(Valenzuela, 2013). Although these projects offer high quality services, they also contribute to inequality between social groups and fragment the urban environment, facilitating forms of segregation at the micro level.(Capron & Esquivel, 2016)Furthermore, the real estate market can intensify this segregation by targeting certain users based on their economic capacity, limiting access to certain urban areas.

Thus, changes in land use have generated a revaluation in various urban areas, influencing land prices and promoting state intervention to improve infrastructure and public services.(Garcia et al., 2011)This process has resulted in notable urban changes, characterized by uneven developments, where real estate companies have significantly influenced residents' preferences for quality and security services, although this translates into high costs, as observed in the proliferation of gated communities.

Gated communities, located in suburban areas with available land, have proliferated in response to the demand for security and quality of life, offering exclusive services, but

promoting socio-spatial segregation and urban fragmentation.(Cabrera & Buenaño, 2014). These projects, with walls, surveillance and restricted access, have caused social distancing by fostering an individualistic feeling and distancing themselves from the surrounding urban environment.(Demajo, 2011), exacerbating social inequality, especially when close to precarious areas, which accentuates social disparities and contributes to the marginalization of the urban structure.

Quality of life, conceptualized as a state of general satisfaction, depends on both subjective aspects, such as individual tastes and satisfactions, and objective factors, such as the conditions of the place of residence that influence social, physical and psychological well-being.(Espinal, 2017)Within this, urban habitability is measured through various dimensions that evaluate aspects such as housing characteristics, basic services, consumption habits, access to education, social security and ownership of property.

These dimensions allow us to quantify urban coverage areas, rate infrastructure and determine affected areas or areas with housing deficits, in addition to understanding the perception of the inhabitants. In Ecuador, the social stratification system is based on multidimensional and unidimensional indicators.(National Institute of Statistics and Census [INEC], 2011), which consider variables such as income, educational level, employment, housing characteristics and access to technology, which allows measuring the degree of habitability of each family(Discoli et al., 2010).

The direct poverty measurement method NBI, used in Latin America and the Caribbean, focuses on assessing those populations that lack the minimum indicators of habitability. Using census data, it identifies households that do not satisfy some or none of these basic needs.(Feres & Mancero, 2001)This approach establishes relevant dimensions and one or more indicators to measure the dissatisfaction of these needs, without the need to apply specific regulations, and is based on information collected in censuses or other data sources.

In recent years, Riobamba has experienced significant changes in its urban structure due to migration and the declaration of the city as a university and technological center. The periphery, such as the "San Antonio del Aeropuerto" sector (Z26), has experienced informal growth, while the construction of infrastructures such as the UNACH Campus "Edison Riera" and the "Paseo Shopping" (Z27) has exacerbated urban polarization. The presence of this shopping center has revalued areas such as "Las Abras" (Z28), turning them into middle and upper class residential areas, with private housing estates and gated communities, while other areas such as the Z26 polygon show less marked development.

The objective of this study is to analyze the socio-spatial impact of the implementation of the "Paseo Shopping" shopping center in urban sectors Z26, Z27 and Z28 of Riobamba.

It seeks to identify the degree of habitability and unmet basic needs, to understand how the arrival of the shopping center has affected the socioeconomic distribution and the use of urban land. Through a socio-urban approach, it is intended to evaluate the changes in the urban fabric and the living conditions of the inhabitants of these sectors, considering the relationship between the supply of services and access to them. The analysis will focus on the socio-spatial differentiation and the dynamics of segregation generated by the presence of "Paseo Shopping", in order to provide a comprehensive diagnosis of the urban situation in these areas of Riobamba.

Methodology

a. Research design: The study adopts a mixed methodology, quantitative and qualitative. From the quantitative perspective, emphasis is placed on the analysis of changes in the urban fabric, the economic valuation of the land and the quantification of a basic index of habitability by sector. In the qualitative field, the focus is on exploring the patterns of land use, facilities and infrastructure, as well as their impact on the ideological thinking of the population.

b. Type of Research: Longitudinal and Cross-Sectional. In the Cross-Sectional analysis, a detailed assessment of the contemporary situation of the three sectors is carried out, using the systematic collection of current data with the aim of determining their present state by identifying the variables that remain the same throughout the study. At the same time, the Longitudinal analysis adopts a historical perspective, integrating and examining data accumulated in the years 1991, 2008, 2018, this allows a deep understanding of the evolutions and transformations of the urban fabric, especially before and after the establishment of the "Paseo Shopping Riobamba" commercial complex, highlighting the reconfiguration of urban space, the influence on local social and economic dynamics, in the aforementioned context.

c. Research level: Descriptive. This level is based on a detailed and methodical assessment of how the addition of a shopping centre alters the living conditions and well-being of the sectors evaluated, examining aspects such as the availability of services, infrastructure, accessibility, and other critical factors that contribute to defining the quality of housing in these areas.

d. Research modality: Basic. It focuses on the production of knowledge related to the socio-spatial effects generated by a shopping centre, with the purpose of enriching the existing theoretical corpus in the field of urban planning and development. This approach seeks not only to elucidate the dynamics between the shopping centre and its immediate surroundings, but also to provide valuable perspectives for future strategies and policies in the discipline of urban planning.

e. Method: The research is developed using a deductive method, starting from general principles to examine the specific influences of the "Paseo Shopping" in

Riobamba. This approach allows to deduce the urban and social effects in sectors Z26-Z27 and Z28. The methodological triangulation reinforces the validity of the findings, facilitating a deep understanding of the transformations induced in the urban environment.

f. Research procedures and techniques: The research will proceed to implement questionnaires directed to the residents of the polygons, with the objective of collecting data regarding housing characteristics, economic solvency and availability of services in homes located in sectors Z26, Z27 and Z28. These indicators, corresponding to the Unsatisfied Basic Needs (UBN) defined by the INEC, will be analyzed using a scale ranging from 1, indicative of an adequate capacity of households to satisfy their basic needs, and -1, which denotes the lack of these conditions. This process will allow the elaboration of a comparative table, facilitating a detailed evaluation of which of the sectors analyzed presents a better state of well-being. Additionally, the study will be enriched with the use of orthophotographs to document and visually demonstrate the urban transformations experienced in the areas under study, thus providing a solid basis for the interpretation of socioeconomic and urban changes.

g. Study population: The study population for this research project comprises families residing in sectors Z26, Z27 and Z28. A specific sample calculation formula by the authors Valdivieso Taborga, Valdivieso Cartelloón, & Valdivieso Taborga is used, p. 201, based on a confidence level of 90% and an error limit of 0.1. A sample of 55 families is determined for sector Z26 and 38 families for sectors Z27 and Z28, considered together due to their similarity and the reduced number of homes in Z27.

Results

In the 1960s, in Riobamba, a reform was implemented in all the haciendas surrounding the urban perimeter. This reform offered two options: maintaining the hacienda and adapting it to urban growth, which implied changing the use of the land as the city expanded; or partially dissolving the hacienda by dividing its territories into parcels to promote accessibility to land and housing, thus facilitating urban expansion (Vinueza, 2018).

During the years 1970-1990, land reform in Riobamba led to a period of growth driven by migration and social action. People tended to settle in the urban periphery, where the cost of land was lower due to the parcelling out of haciendas, such as "San Antonio del Aeropuerto" and "San Antonio de vía a Guano", belonging to the Hacienda "San Antonio". These land sales led to the expansion of the city and the eventual offering of commercial, financial and educational services, as well as the emergence of modern residential areas.

In 1979, the "San Antonio" estate sold the first 13 hectares of land, where "San Antonio del Aeropuerto" is currently located. These lots, acquired through promises of sale with payment facilities, were gradually regularized until 1996. Although they were considered an area of urban expansion, they lacked basic services and infrastructure, which led the inhabitants to manage their own development, even taking advantage of international agreements.

In 1991, the Z26 sector had 99 houses according to the PDUR (Urban Development Plan of Riobamba), increasing to 51 in "San Antonio del Aeropuerto" by 1994. The fragmentation of properties by inheritance became evident in the following years. The inhabitants, mostly humble families, built houses informally and faced the lack of infrastructure, such as dirt roads, which motivated the realization of paving works between 2010 and 2012.

Twenty-one years after the first sale, in 2000, the Hacienda made a second sale of 6 hectares for the construction of the National University of Chimborazo. This influenced the development of "San Antonio del Aeropuerto y Vía a Guano", with the creation of services for students and the emergence of new businesses. After this, the first settlements of the third sale of the hacienda towards "San Antonio de las Abras" were observed, with an acquisition of land by people with greater purchasing power and the formation of closed complexes such as "Sueños Dorados". The same pattern of fragmentation was replicated in subsequent years, which caused the increase in the valuation of land and real estate.

Figure 1

Subdivision of the "San Antonio" estate
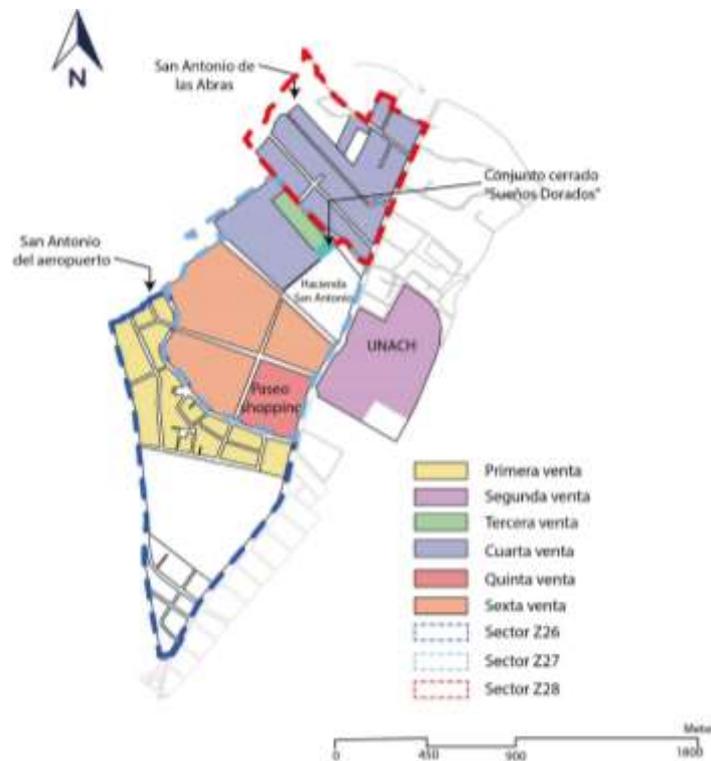
Fountain: Morales & Heredia (2019)

One of the main phenomena for the development of "San Antonio de las Abras" is the process of suburbanization resulting from globalization, where new young families seek to acquire a home with privacy, comfort, tranquility, and security, which is generated by these highly influential facilities, such as the "Paseo Shopping" shopping center implemented in 2011 (Poblete, 2011), being the fifth sale of the estate, which generated notable urban changes towards the periphery of the city, creating a new development pole, altering and reforming the sectors either in land use, capital gains, and the type of social stratum that will access it.

The "Paseo Shopping Riobamba" shopping centre has promoted urban development in its surroundings, increasing the value of the surrounding land and generating new opportunities. The owner of the "San Antonio" estate took advantage of this situation to sell land, leading to the creation of residential areas and gated communities with exclusive services. This benefited areas such as "San Antonio de las Abras" by facilitating access to basic services and the infrastructure necessary for its development.

For them, within the analysis of population growth between 1991 and 2018, it reveals different patterns in sectors Z26, Z27 and Z28. In Z26, an increase of 167 families is

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observed between 1991 and 2008, and a more moderate growth of 47 families between 2008 and 2018, highlighting a greater development after the arrival of UNACH. On the other hand, in Z27, directly influenced by the shopping center, a closed complex and several urbanizations with exclusive services were formed, attracting 39 additional families from 2010 to 2018. Information on Z27 and Z28 in 1991 is unknown, but 46 families settled in 2008, remaining until 2010, and increased to 39 more families in 2018 after the appearance of the "Paseo Shopping" shopping center.

Figure 2

*Population growth of the study sectors.*
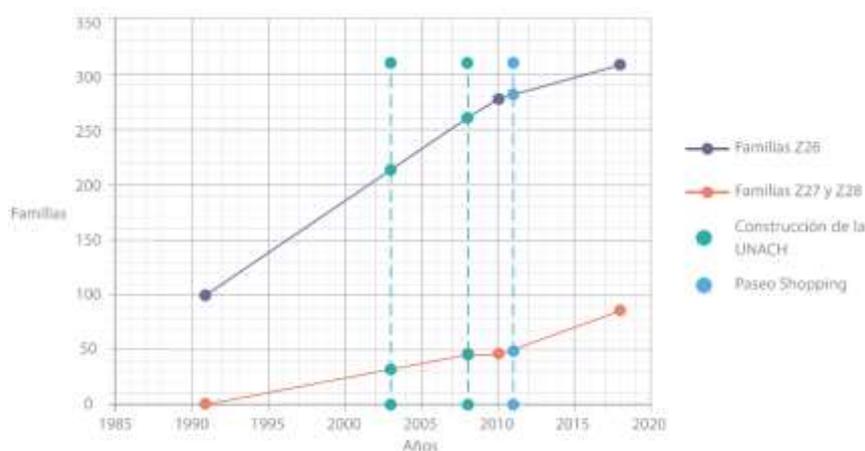
Note: The graph shows two transversal lines corresponding to the construction cuts of the two stages of the National University of Chimborazo and the construction of Paseo Shopping.

Fountain: Morales & Heredia (2019)

Population dynamics have transformed the urban fabric of the sectors analysed. In the Z26 sector, consolidated at 88.5% in 2018, the availability of vacant land is decreasing, limiting the supply of services and housing for higher social classes. In contrast, the Z27 and Z28 sectors show continued development, with a 62.5% increase in housing and developments, reflecting a more exclusive and capitalist environment.

Figure 3

Transformation of the urban fabric during the years 2008, 2010 and 2018
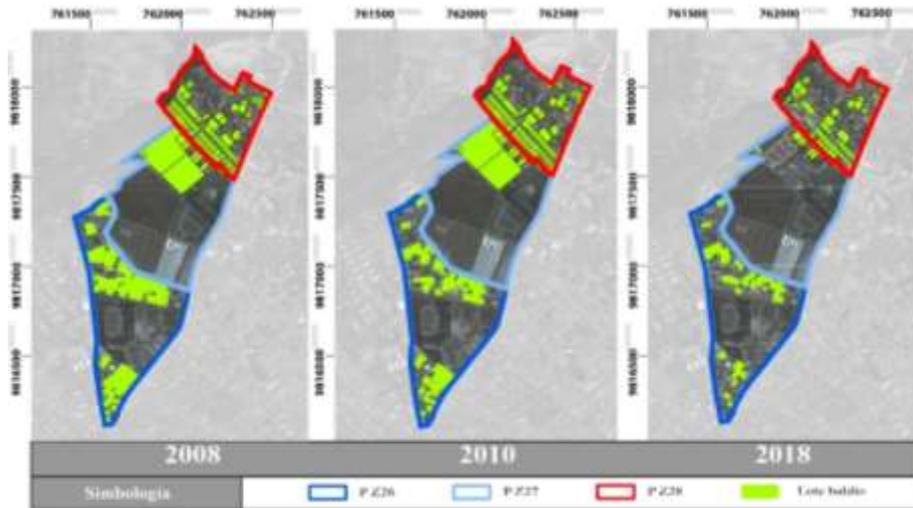
Fountain: Morales & Heredia (2019)

The influence of new facilities such as UNACH and Paseo Shopping has boosted the development of the Z27 and Z28 sectors, as evidenced by the decrease in vacant lots with a total of 348, 23 and 116 properties respectively. In Z26, the presence of the shopping center since 2011 has caused an uncontrolled fragmentation of properties due to the revaluation of the land, encouraging sales to obtain profits. In contrast, in Z27 and Z28, real estate companies take advantage of the revaluation to develop real estate projects without excessively fragmenting the properties.

The transformation of the urban fabric has impacted the lifestyles of residents in each sector. In "San Antonio del Aeropuerto y via a Guano", some are adjusting their homes to attract new users, such as university students. Meanwhile, in "San Antonio de las Abras", the presence of the shopping centre offers comprehensive services, transforming the traditional dynamic by providing leisure, consumption and financial options in one place.

For the measurement of the minimum habitability requirements of the sectors under study, it is determined that all the spatial dynamics that these sectors suffer have produced an imaginary barrier of residential segregation between sectors Z26 and Z28, being the shopping center "Paseo Shopping" (Z27) the one that divides these two sectors generating significant social contrasts at first glance, one of the ways in which these phenomena can be evidenced is through the measurement of the minimum degree of habitability that indicates whether a person has what is necessary to be able to live a dignified life and in addition to this the way of thinking of the individual also influences, since according to

their purchasing power they can access services that allow them to have better security and habitability.

The scores established to determine the averages of the different indicators of the NBI were established in the research methodology, where the value of 1 represents that the household has what is necessary to function up to the value of -1 which represents the opposite. The following table shows the results of the scales used to determine the degree of habitability of each study sector, which allows us to understand how they are developing.

Table 1

Comparative table of NBI indicators according to scales tables 01,02,03 and 04.

Unmet Basic Needs	Minimum Habitability Variables	Z26	Z27	Z28
Access to housing	Finished	0.75	1	1
	Under the Supervision of a Professional	-1	1	1
	Housing Tenure	1	1	1
	Security	-1	1	1
	Overcrowding	0.85	1	1
	Subtotal	0.6	5	5
	Average	0.12	1	1
Basic Services	Water	1	1	1
	Light	1	1	1
	Telephone Line	1	1	1
Infrastructure	State of roads	0.8	0.9	0.5
	Street lighting	0.75	0.9	0.5
	Means of evacuation of excrement	1	1	1
	Subtotal	5.55	5.8	5
	Average	0.93	0.97	0.83
Access to Education	Attendance of school-age children at an educational establishment.	1	1	1
Subtotal		1	1	1
Economic Capacity	Household Income	0.2	0.8	0.8
	Household Savings Capacity	0.25	0.75	0.75
	Academic Level	0.5	0.75	0.75
	Condition of consumption activity.	0.2	0.6	0.6
	Subtotal	1.15	2.9	2.9
	Average	0.29	0.73	0.73
	TOTAL	8.30	14.70	13.90
	TOTAL, OF AVERAGES	0.52	0.92	0.87

Fountain: Heredia & Morales (2019)

Regarding access to housing (Table 1), in the Z26 sector, which has been consolidated for 40 years, residents own their own homes, mostly built without professional advice.

The subdivision of lots has resulted in compact constructions, limiting green areas and encouraging the adaptation of some homes to house student apartments, which increases insecurity due to the lack of private alarm systems.

In contrast, in the developing Z27 and Z28 sectors, most of the homes are owned or acquired through loans, with construction carried out by professionals and quality finishes. The houses have large plots of land that are used for private or communal recreational areas, reflecting a higher economic level and a greater concern for security, evidenced by the use of private security systems (Table 1).

Access to housing reveals a marked inequality between sectors, with Z26 lagging behind in development and security compared to Z27 and Z28, where urban development has been more planned and beneficial, driving high consumption of services and a higher quality of life for its residents.

All the sectors studied have basic services such as electricity, water and telephone, although they face deficiencies in their road infrastructure, with dirt roads and public lighting limited to areas with paved roads, leaving other areas vulnerable. It is important to note that, although sector Z26 has an infrastructure level of 0.93, Z27 reaches 0.97 and Z28 0.83, a significant imbalance is not observed, since the "Paseo Shopping" shopping center seeks to be inclusive, reflected in the quality and signage of its accesses, benefiting the surrounding sectors. However, in these same sectors, there are still areas where public works are incomplete, evidencing a lack of interest in improving these neighborhoods on the part of the relevant authorities.

The economic capacity index, together with other indicators, provides an insight into the socioeconomic level of the sectors studied. In the Z26 sector, where people with secondary education and occupations such as carpenters or bricklayers predominate, monthly income is generally 0 to 1 unified basic wage (UBW), resulting in limited savings capacity and classified as a C- socioeconomic level. In contrast, in the Z27 and Z28 sectors, with inhabitants with university education and professions such as engineers or lawyers, income ranges between 4 and 10 UW per month, allowing savings of 2.6 to 5 UW and classified as a B socioeconomic level. This difference is reflected in the average economic capacity, being 0.73 for Z27 and Z28, and 0.29 for Z26, which translates into better services and living conditions for families in the sectors with greater economic capacity.

Throughout the history of these sectors, there has been a significant evolution in their land use, which has gone from being predominantly agricultural to include commercial, educational and mostly residential activities, with future prospects for financial development. This change in land use has resulted in an increase in the value of land, driven by the provision of basic services and infrastructure, especially thanks to the

construction of emblematic projects such as the University and the "Paseo Shopping" shopping center. As a consequence, the real estate market in sectors Z27 and Z28 has seen a demand from groups with high purchasing power, leading to a concentration of people with a high socioeconomic status in these areas, generating access barriers for lower income groups (Figure 4).

Figure 4

Land use map of the study area
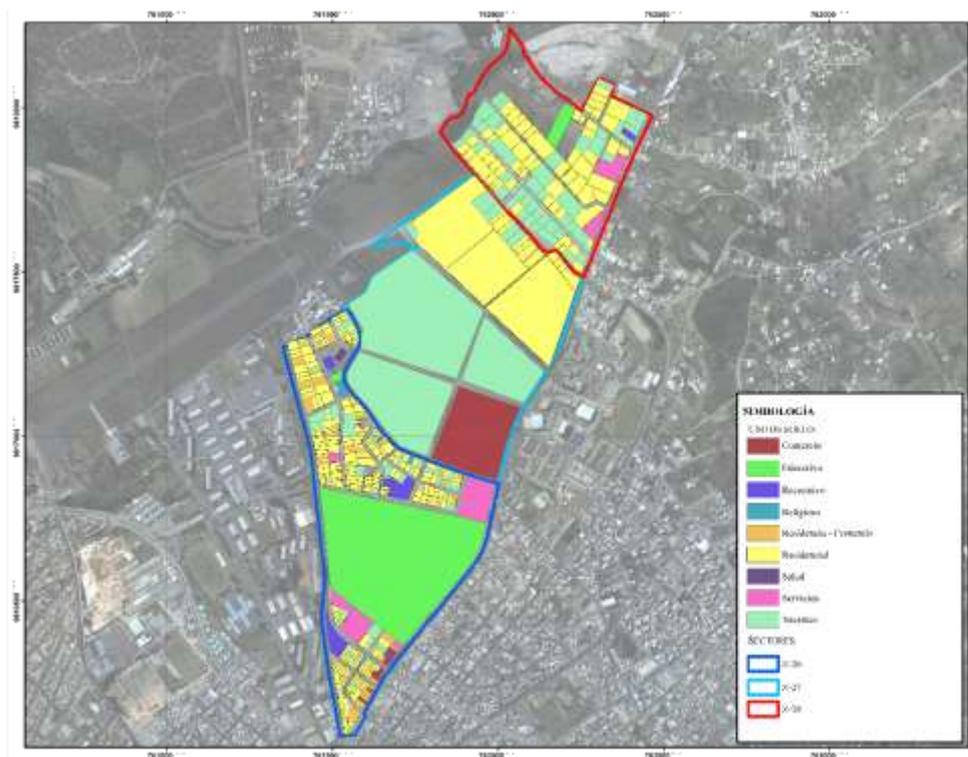
Fountain: Heredia &Morales (2019)

Table 2 shows the fluctuations in land and urban development prices over a 10-year period. There is a trend towards urban fragmentation, particularly driven by the attraction of more affluent consumers and residents to the area where the Shopping Centre is located (Z27 and Z28). In "San Antonio de las Abras", there has been an increase in the construction of housing developments and gated communities, promoted by the real estate sector due to its significant contribution to municipal capital. This subdivision of land results in higher tax revenues for the public entity, which in turn fuels the circulation of capital and perpetuates residential segregation in the area.

Table 2

Lot cost in the years 2008 to 2018 of the study sectors Z-26, Z-27 and Z-28

| Sectors	Area of lots m2	Year	Lot price per m2	Price of plot within urbanizations per m2
Z26	250 to 1000	2008	$50.00 to $70.00	-
	250 to 650	2018	$100.00 to $130.00	-
Z27-Z28	120 to 3000	2008	$15.00 to $30.00	$80.00 to $100.00
	120 to 1000	2018	$100.00 to $150.00	$200.00 to $400.00

Fountain: Heredia & Morales (2019)

It is clear that within the area delimited as Z26, despite its proximity to the "Paseo Shopping" shopping center, prices are considerably lower, ranging between $70.00 and $90.00 per square meter for the sale of properties and land, in contrast to neighboring sectors where prices vary between $100.00 and $400.00 per square meter. This discrepancy in prices suggests that the services available in sectors Z27 and Z28 contribute to the depreciation of value in Z26, leaving it on the sidelines of the benefits associated with a new development center.

Finally, it should be noted that the introduction of a new shopping centre has resulted in the fragmentation of the urban environment, creating a contrast between the existing reality and the emerging modern lifestyle. This phenomenon is manifested in the construction of new housing and housing estates, as well as in the arrival of new residents, reflecting a significant development towards a higher social class and, in turn, creating physical and symbolic divisions in the community. These disparities, both social and urban (Figure 5).

Figure 5

Effects caused by the shopping center
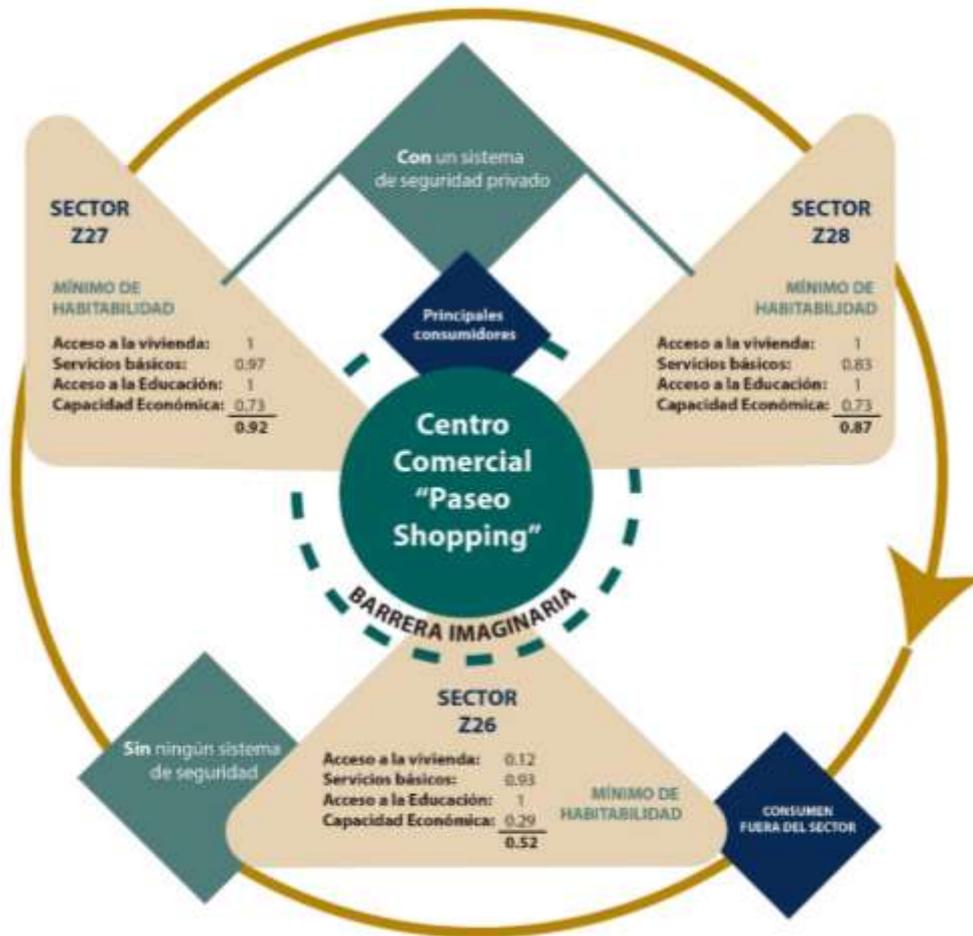
Fountain: Heredia & Morales (2019)

Conclusions

- The research reveals that the development of new centralities, such as the Paseo Shopping mall, has triggered a process of urban and social reconfiguration, marked by spatial segregation and inequality. First, it is observed how the land market, influenced by these centralities, has exacerbated social and economic disparities, relegating groups with lower purchasing power to a marginal position in access to urban land. This suggests that the dynamics of the real estate market, far from being neutral, are deeply intertwined with structures of power and exclusion.

- The projection of the "Paseo Shopping" towards an upper-class public has polarized the urban space, raising the quality and costs of housing in sectors Z27

and Z28, while Z26, despite having similar services, has not experienced a proportional increase in the value of its land. This shows how the symbolic valuation of urban spaces can contribute to deepening socio-spatial segregation.

- It is stressed that land value is not only determined by direct economic factors, but also by the symbolic value assigned to environments, reflecting an unequal valuation that benefits certain sectors over others. This underlines the importance of considering symbolic and cultural dimensions in the analysis of the real estate market and its impact on the configuration of cities.

- Research suggests that urban interventions and development projects must be carefully planned and regulated to avoid adverse effects, such as urban fragmentation and residential segregation. The need for inclusive policies and urban planning that promotes equity and social cohesion becomes evident in the face of growing inequalities, urging critical reflection on the role of urban facilities in shaping the contemporary city.

- Urban interventions focused on large-scale commercial developments continue to emerge in the area, contributing to the creation of unequal urban environments, displacing local commerce and residential areas with globalized commerce focused on a high economy. This requires a critical review of urban planning and economic development strategies, ensuring that they promote equity and social inclusion in all areas of the city, avoiding the concentration of benefits in specific areas.

Conflict of interest

Authors must declare whether or not there is a conflict of interest in relation to the submitted article.

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