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DESIGNING NON-STATIONARY TRADE FACILITIES IN THE HISTORICAL CENTERS OF CITIES (LITERATURE REVIEW)

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Abstract. The article discusses the issues of improvement of the urban environment and the development of the street retail trading format. The author pays more attention to the lack of uniform federal standards for the design of street retail elements in peripheral areas of cities. The formation of shopping streets is presented as a powerful tool in the socio-functional and compositional-spatial rehabilitation of "depressed" urban areas, increasing their consumer value, investment and tourist attractiveness.

Keywords. certain social space, non-stationary, centers of cities.

Functional connections of citizens exist within a certain social space, materially enclosed within the boundaries of the physical space of the city. These are primarily city communication channels in the form of streets and squares. The substantive and locational division of the physical and social space of the city is conditional and practically absent. "Physically realized social space represents the distribution in physical space" of various types of goods, localized physical objects and citizens consuming these goods [1]. Thus, transit spaces, along which service facilities are concentrated, represent key elements of the functional-spatial localization of the social life of citizens. These territories are objectively included in the life processes of the city and reflect the verbal and behavioral nature of the displaced masses of the population [2].

A key role in the functional and compositional organization of transit spaces of the city and in giving them a social orientation is played by the improvement of the urban environment and the development of the street retail format , which is directly related to attracting guests and residents of the city, increasing the consumer qualities of the territory.

Street retail is a group of shops and cafes concentrated within the physical space of the street on the ground floors of buildings, with the organization of shop windows and separate entrances. According to experts, the development of the street retail format is especially important for Russian cities due to the shortage of quality space for retail and public catering facilities. From an architectural point of view, a particular problem is the lack of uniform federal standards for the design of street retail elements in peripheral areas of cities, built up primarily with residential buildings of industrial housing construction. The latter often did not have the ability to organize built-in retail facilities. However, in the context of the intensification of small businesses and the transfer of residential premises to non-residential stock, chaotically located shops have formed on the first floors of residential buildings. Unlike advanced large formats of commercial retail real estate (such as retail parks, new generation shopping centers - outlet centers and stock centers), the placement of which requires

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significant areas outside the city, shopping streets are characterized by a more intimate scale and location in various areas years: from the center to the periphery [3].

In addition to the socialization of urban space, the concentration of stores within a shopping street leads to such an increase in the flow of target customers that even a single well-known brand cannot create. The formation of shopping streets in the functional planning structure of the city is of great importance for development real estate (from the English real estate development - “improvement”, “real estate development”) - an actively developing field of activity directly related to the purchase of land for an object, the selection of a construction company, the determination of a broker for the sale of an object and making a profit. Its task is to identify the most promising areas of the urban environment for development. In this case, the state plays this role, anticipating the active development of the city, managing this development, increasing the consumer qualities of the urban environment and providing the city population with comfortable trade and consumer services. An optimization model for the development of trade in the city should be built taking into account historical traditions, the role of the city on a geopolitical scale, the prospects for the development of the master plan, as well as taking into account the reduction in the prevailing trends of “ centripetalness ” of business and population flows, the concentration of service functions mainly within the boundaries of the central regions [4].

The development of a functional-spatial model of the city's shopping street system is the competence of the architect and environmental designer, as it determines the interdisciplinary consideration of the functional- spatial , planning and organizational-trade components in the transformation of the urban planning structure. Isolation of trade corridors is aimed at positioning centers of social activity of the population and increasing the consumer value of urban areas in peripheral areas against the backdrop of clearing the first floors of residential buildings from chaotically located commercial and household facilities that create uncomfortable conditions for residents, creating conditions for the development of entrepreneurship and small businesses [5]

Street retail is the oldest type of urban trade. Even in pre-revolutionary times, houses were built, on the ground floors of which there were taverns, shops, barbers, sewing workshops and other public service facilities. These objects sometimes filled almost the entire length of central streets, forming zones of social activity for city residents.

In addition to stationary facilities, spontaneously developing non-stationary retail outlets gradually filled many city streets, creating a functional counterbalance between central areas rich in services and peripheral areas lacking a developed service sector. Meanwhile, the process of forming shopping streets is becoming increasingly active in large and major cities. The dynamics of their growth and the evolution of prestige can be observed by studying the dynamics of growth in rental rates in the commercial real estate market. Today, the characteristics of the location of an object are no longer decisive in predicting its profitability and profitability. Buyers and tenants are placing increasing demands on such characteristics of objects as the presence of a transport hub, intense vehicular and pedestrian traffic, the possibility of organizing a separate entrance to the object, and its design.

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The volume of pedestrian traffic along the city's main shopping street is very high, which consequently affects the potential number of sales in any store. A functional feature of such a concentration of retail and service facilities may be the predominance of targeted purchases from visitors, which expands the possibilities for stable operation of the facilities and creates convenience for consumers. Objects such as shops, cafes, restaurants, etc. located within the boundaries of the location form the commercial and architectural compositional appearance of this functional planning formation [6, 7].

° Architecture can have no other goal than the tireless research immersion in its uniqueness, thanks to which it constitutes the image of each specific city 1 . If the idea of a city in the minds of citizens is a model that reflects its functional and compositional saturation, then for an architect and environmental designer a city is a testing ground for improving the material- spatial structure through the prism of spatial comfort, visual diversity, stylistic solutions of ensembles and individual buildings, color solutions and landscape design of areas of the urban environment. Fun k - The cultural -spatial environment of the city determines not only orientation and communication characteristics, it actively influences the human psyche, causing him a feeling of pride, or irritation and alienation. The city's environment, its architecture and level of improvement form the very “being” that largely predetermines the “consciousness of a city dweller.” Experts define various types of information that characterize the perception of the environment as a whole, when the environment: 1) does not have a specific, firmly fixed framework in time and space; 2) affects all senses, and we receive information about the environment from a combination of data from all organs; 3) provides not only main, but also peripheral information; 4) always contains more information than we are able to register and understand; 5) is perceived in close connection with practical activities; 6) along with physical and chemical characteristics, it has psychological and symbolic meanings.

The urban environment is a complex subject-object unity, which includes many spatial-functional and behavioral interactions. Its spatial organization includes a limited set of elements that have developed during the long historical evolution of the urban structure: squares, streets, alleys. The parameters of these elements both form the urban environment and are set by it. The city dweller perceives not only the content and rhythm of urban art - geometric complexity, forms, relationships, order and chaos, decorative elements - but also the city in its symbolic and stylistic characteristics.

Thus, it should be concluded that the formation of shopping streets can not only create comfortable conditions for serving the population, but also become a powerful tool in the socio-functional and compositional -spatial rehabilitation of peripheral areas of the city, increasing their consumer value, investment and tourist attractiveness.

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