



**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ПОЛТАВСЬКА ПОЛІТЕХНІКА
ІМЕНІ ЮРІЯ КОНДРАТЮКА**

ЗБІРНИК МАТЕРІАЛІВ

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ТОМ 1

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MODERN VARIETIES OF THE COMMERCIAL CENTERS

Commercial centers, alternatively known as shopping complexes or retail centers, represent physical locales where a diverse range of economic activities unfolds. These hubs act as pivotal points for commercial transactions, affording consumers access to an assortment of goods, services, and conveniences. From local markets to expansive malls or multipurpose developments, commercial hubs encompass retail outlets, eateries, entertainment venues, service providers, communal spaces, and parking amenities.

Varieties of Commercial Centers:

- *Shopping Malls:* These are vast indoor complexes hosting a wide array of retail stores, ranging from clothing boutiques to electronics outlets and specialty shops. Alongside shopping, malls provide entertainment options such as cinemas, arcades, and food courts or restaurants, making them popular destinations for a day out.
- *Strip Malls:* Unlike malls, strip malls are comprised of a series of connected retail units facing a shared parking lot. Found along major roads or in suburban areas, they offer convenience for quick shopping trips or accessing essential services like grocery stores, pharmacies, and restaurants.
- *Neighborhood Centers:* These smaller-scale commercial hubs serve local communities by providing a mix of essential services such as grocery stores, banks, and post offices, along with neighborhood-oriented retail stores and eateries. They offer convenience for residents who prefer to shop close to home.
- *Mixed-Use Developments:* Integrating residential, commercial, and sometimes office spaces, mixed-use developments aim to create vibrant, walkable communities where residents can live, work, and shop in close proximity. With retail shops, restaurants, parks, and residential units, they foster a sense of community and reduce commuting needs.
- *Outlet Centers:* Outlet centers specialize in discounted retail goods from various brands, attracting bargain hunters with lower prices than traditional retail locations. Typically located in suburban or out-of-town areas, they may offer amenities like food courts and entertainment venues.
- *Specialty Centers:* These cater to niche markets or consumer preferences, with examples like lifestyle centers focusing on upscale shopping and dining experiences, and power centers concentrating on large-format retailers offering competitive prices.

- *Tourist Destinations:* Commercial centers in tourist hotspots feature souvenir shops, boutiques, art galleries, and cultural attractions reflecting the local culture and heritage. They offer unique products and regional cuisine, along with entertainment options like museums and guided tours to enhance the visitor experience.

Types of commercial centers are presented in fig. 1 (according to the research of DeLisle, [1]).

| Master List | Australia | Canada | Denmark | France | Germany | Italy | South Africa | UK |
|---------------------------------|------------------|------------------|------------------|------------------|--------------|------------------|-------------------|-----------------------|
| Super Regional | Super Regional | Super Regional | | | | | Super Regional | |
| Regional | Regional | Regional | | | | | Regional | |
| Small Regional Shopping Centres | | | | | | | Small Regional | |
| Community centre | Community centre | Community centre | | | | | Community Centres | |
| Neighbourhood | Neighbourhood | Neighbourhood | | | | | Neighbourhood | |
| Shopping Centres | | | Shopping Centres | Shopping Centres | | Shopping Centres | | Shopping Centres |
| Retail Warehouse | | | | | | | Retail Warehouse | Retail Warehouses |
| Unit/Standard shop | | | | | | | Unit shop | Standard Shops |
| Dept / Variety Stores | | | | | | | | Dept / Variety Stores |
| Supermarkets | | | | | | | | Supermarkets |
| Other retail | Other retail | Other retail | Other Retails | All Other Retail | | Other Retail | | Other Retail |
| All Retails | All Retails | All Retails | All Retail | All Retail | All Retail | All Retail | All Retail | All Retail |
| All Property | All Property | All Property | All Property | All Property | All Property | All Property | All Property | All Property |

Fig. 1. Types of contemporary Europeans' Commercial Centers due to DeLisle [2]

Key characteristics of contemporary Commercial Centers include:

- *Retail Outlets:* Serving as the core elements, these outlets consist of stores, boutiques, departmental shops, supermarkets, and specialty stores vending products spanning from apparel and electronics to groceries and household items;
- *Dining and Leisure:* A multitude of commercial hubs integrate restaurants, cafés, food courts, and entertainment spots like cinemas, arcades, or event venues, fostering opportunities for relaxation and socializing;
- *Services:* Often housing service-oriented enterprises such as banks, pharmacies, salons, gyms, medical centers, and administrative facilities, commercial hubs cater to consumers' essential needs;
- *Community Spaces:* These encompass squares, atriums, courtyards, or pedestrian zones within the hub, functioning as meeting points for social gatherings, events, and cultural exchanges.

Therefore, Commercial Centers are often combined with transport, entertainment and other institutions and service enterprises. Therefore, they open up great opportunities for solving urban planning, architectural and planning problems.

Reference

1. DeLisle J. R. *Toward the Global Classification of Shopping Centers*. URL: <https://jrdelisle.com/retailwatch/GlobalRetailClassV55.pdf> (дата звернення: 20.02.2022)