

ARCHITECTURAL PLANNING CHARACTERISTICS OF COMMERCIAL BUILDINGS (on the example of Baku)

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Abstract. Commercial buildings are primarily perceived as a community where people come together for commerce, cultural activities and social relations. The paper examines the creation of trade centers, the modern situation in the trade and service system of Baku, and "territorial analysis" of their physical characteristics, their principles, planning and design schemes, determination of material and daily services, as well as local and foreign experience in the formation of city-important commercial centers.

Keywords: *Commercial object, architecture, design, planning.*

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1. Introduction

Trade, as a phenomenon that has existed since the beginning of human history to meet needs, is an indispensable activity today. Throughout history, trading places have been built according to the physical, economic and cultural characteristics of the area and have changed over time based on the changes and necessities of life. Depending on this growth, changes in living conditions and technology greatly affect the production and consumption activities of communities. Especially the 21st century has brought about a profound change in the living standards of individuals. With the global liberal economy changing the whole world, such transformation has given rise to social relations such as increased demand and consumption. In addition, shopping centers in cities can also be used at times. Changing consumer behavior, the formation of a shopping center that ensures consumption, product production and technological development, mobility and production convenience is ensured. Along with the construction of shopping malls, people get the opportunity to shop, eat, travel and relax in shopping malls. At all times, these centers have also developed new creative functions for the convenience of their employees.

Architecture-planning features of shopping centers

The beginning of the creation of commercial real estate starts with construction of the object. The concept is the main idea that determines the successful development strategy of the commercial object. This is due to the existence of the life cycle of the shopping center, that is, the flexible characteristics of its development. The management

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system is necessary to change a shopping center in order to manage and develop its each activity. For this purpose it is important:

- choosing the acceptable way of land use;
- choosing the optimal internal and external design solutions of the object in accordance with the architectural requirements;
- creating the management structure of the object;
- solving the problems of the optimal application of modern engineering systems, control systems and the enterprise's power supply.

In order to form the successful concept of the shopping center, it is necessary to have prosperity in the future (Gonçalves, 2016).

Thus, every shopping center should find opportunities for its development. In order to have the most popular, promising and developed shopping center, it is necessary to get all the nuances during the preparation of an agreement and reconstruction. Magnificent architectural development, wellness area, beautiful facade and elegant interior design are not the security of the center. After all, the requirements for shopping centers are becoming more important to achieve trade, convenience and reliability over time and the use of the most modern technology in the construction of commercial buildings can be a possible competitive advantage. Providing optimal temperature and comfortable microclimates in special areas of the shopping center, special attention should be paid to air conditioning and ventilation systems. The organization of the people flows also requires an innovative approach. Shopping complex should keep straight and equipped with large elevators. Such a significant problem as the arrangement of parking can not be neglected. Automatic parking system can accommodate more cars, improve the appearance and make it more accessible to users.

It is also possible to make a mistake due to the circumstances that reduce their damage:

1. If commercial buildings are created in an illegal situation.
2. If lower priced brands are sold at higher prices than premium brands.
3. The presence of frequent changes of use, causing tenants to relocate.
4. The proximity of small clothing and markets to the residential building provides more preference by buyers.
5. Consumers of the advantage of shopping malls.
6. Full maintenance of the construction cost of shopping malls and leads to increase in rental prices.
7. If the investor needs a decision project, he has to pay twice: first to the architect, second to the company to provide solutions to the technological issues of creation.
8. Real estimation of the price of the project and changes in the urban environment.
9. The income level of the entertainment center is higher than the income level of offices and retailers (Leatherbarrow, 2012).

Now, one of the main requirements for the placement of the shopping complex is to get the possible solutions for using the products of the entrepreneur.

1. The flexibility of the planning scheme. To change the location when changing the renovation of tenants.
2. If there is a small reason to contact the bayers, it is necessary to try him to buy something or the needs that will be required for the future.
3. Stimulating customer movement and vertical transition. It is more acceptable to place the ladder, escalator upstream and downstream from the side and perpendicular to the movement Figure 1.

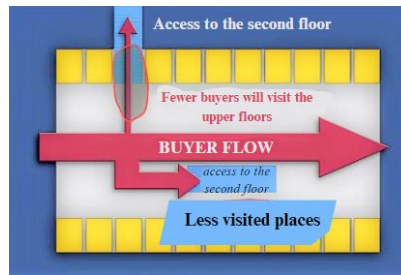


Figure 1. Stimulating customer traffic and vertical transition planning

A walk-in pantry helps shoppers navigate to other floors and spiral staircases.

4. To attract attention. Every 250 m plan-3 decisions, it is desirable to attract the attention of buyers by means of product and non-commodity magnets. This increases the duration of the participants' stay in the space and the maximum working time of their shops. It is recommended to use curved and broken controls of the inner front (Figure 2).

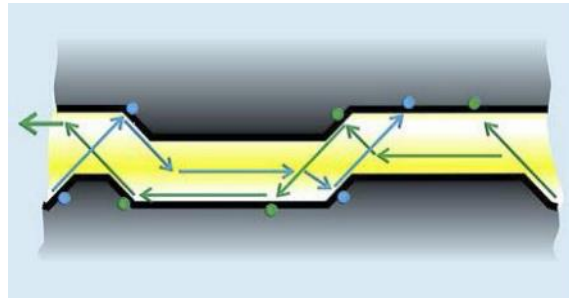


Figure 2. In planning use the curved and broken methods of the inner front

The designer is obliged to create an opportunity for the visitor to walk with pleasure in such a shopping center, not to be irritated by the increased road. The use of broken visual dominants and effective stimulation of the receiver to move from one accent to another in a zigzag. And the half-corner allows to increase the area of passages, facades and the number of shops leading to the main parameter: it adds 4-5 additional places to 28 to a reserve of 30 degrees. 11 to 1 place can be added as 45 (Figure 3).

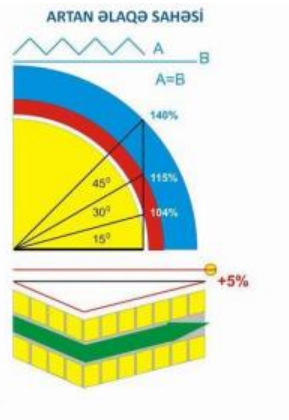


Figure 3. Construction of an increasing contact area without planning

An alternative or additional focus planning system can create an island form of retail stores (Figure 3A).

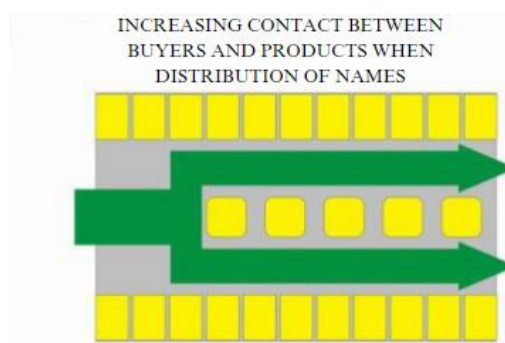


Figure 3 A. A planning system designed to attract alternative or additional attention

Non-commodity magnets - fountains, exotic fish, special event venues etc. aquariums with – play an important role in flow control. The number of shops near such points is increasing. In addition, it is planned to place these points close to the points of sale of expensive goods. The fact that the crowd here is undesirable, otherwise it is a reason to worry about the hand. The security factor of the purchase is also important: although protection is provided from a part of the complex, observers can follow the buyer (Naboni, 2020).

5. Closure of entrances and exits by walking path, stoppage of public energy should be in high level. One of the most provisions of the shopping center in cities is transit between transfer stops located outside of one mode of transportation, in parts from good energy stops to residential buildings. The shops are arranged in the coder, the big shops are next to them, and the small owner is on the inner facade and faces the main line. In a successful project, the resulting streams resemble the letter F (fig. A) or P (fig. B) (Figure 3b).

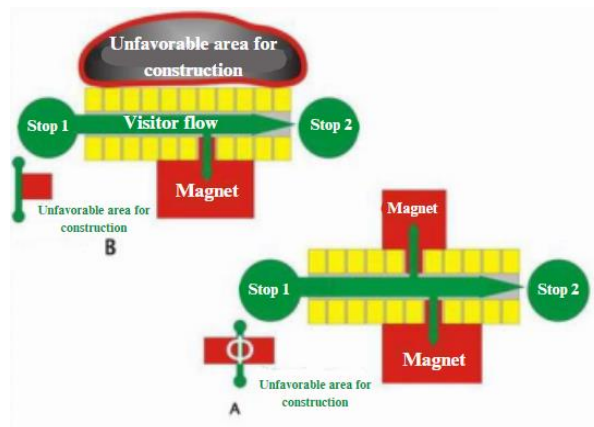


Figure 3 B. Planning the closing of entrances and exits to the walk, public transport stops

Covering the parking lot allows one to use a zigzag pattern at the transit point. All the same, it is better to maintain the access to the complex along the street: at the same time, a blocked local passage can cause a strong reaction in the resident. The “stream creators” should be identified near the second stop. The overlapping area is used as a place for meeting and communicating with buyers, in accordance with the logic of using

street trade and fast food products on both sides. In its place, a gap will appear, creating a transition between the street and the interior.

Japanese architects call it “gray space” (white area interior space, black-street building). A very profitable location for a small shopping complex, it should recognize as a residential area from the bus stop. A second entrance, closer to the residential area reduces travel time for shoppers and increases visits to stores. As a result of the successful operation of large department stores, shopping and multifunctional complexes, it depends on how the flows are illuminated and how the flow of the building's intelligence workers is distributed. The main ways are the selection of the configuration, the number of floors of the commercial building and the best view of the building on the site. Many analysts argue that re-evaluating one's own traffic-generating behavior is one of the main mistakes when placing a commercial object in the city's structure. Also, with such an analysis, it is necessary to make decisions on how to achieve the effect on the assortment of flow goods. One of the most common ways to use streams is transitions. Also, the interconnection of the basements of shopping centers with the use of streams, underground passages and subways are very much preserved in itself.

Attractive appearance

Many researchers point out that with a competitive shopping complex, it should attract enough attention, not just like an ordinary building. It is an architectural thought to keep and position itself, to understand more clearly, to be close and to understand the values of customers, health, reliability, modernity and kindness. This acceptance of the mall begins with an external attraction. If the so-called “image” of a shopping center is natural enough for objects in parts of the city, the facade is typical for the shopping centers of the 40 decimal centers. And this is a mistake. Such neglect and market materials can result in hazards in them. The researchers note that they are “dissatisfied with structures created for the sake of an obvious structure of the territory or for money”. Such an object should be a local place and a favorite place for recreational activities. An example of neglect of external appearance was shopping malls in the United States (Rapoport, 2017).

“Aesthetic value is the last thing that comes to mind in a shopping center” - Paco Underhill points out the lack of personality of these buildings and this as one of the reasons for stopping the reconstruction of such objects. A shopping center has a different feature from other public buildings (also, the placement of one main, more typical facilities in regional centers), which allows consumers to pay more, so it is more efficient to use building sites. Such acceptance is important for shopping centers to consumers who come by car. This avoids parking at the main entrance and allows you to choose the most suitable place. It should be noted that it is important to strike a balance between comfort and safety (Adhitama *et al.*, 2020).

Parking

Despite the profit of individuals engaged in motor transport of the last population, attention is paid to centralized means of transport, shopping centers. It is a reluctance to spend resources on something that does not bring much benefit. And now, the parking problem of many facilities, even on working days, affects people with a situation that starts to scare them. As a rule, architects accept the norm of 3-5 car spaces per 100 m². However, this indicator is a very average value and should be re-recorded more accurately for a number of factors. For example, for a grocery hypermarket, the number of parking spaces can be increased to one car space per 10-15 m² sales area. Functional zoning allows the use of the territory of the center, clearly organizes energy routes and

isolates pedestrians from traffic 41, assigns the location of each object to the use of its functional characteristics. There are two methods of functional zoning and grouping of centralized objects: horizontal (planar) and vertical (multi-layered). Applying this or that planning method effectively, the architect not only implements the activities of the center and its environment, but also organizes the activities of shopping guests, assisting the successful operation of the enterprise and service enterprise (He, 2017).

The territory of the center is zoned for three main plans:

- Pedestrians, including platforms for pedestrians, public and private vehicles, transit pedestrians, green spaces and recreation areas for visitors to the center, seasonal trade areas;
- Transport and economic, public transport facilities, car parks for cars and trucks, platforms for vehicles and roads for transit roads;
- Center development building and spare parts activity development zone.

In unfavorable conditions for construction, a special protective green zone is allocated for wind and noise protection stands. Taking the general area of the center from the adopted decision. The purchase of a vertical partition allows to reduce the total area of the plot by 2-3 times or more. To combine separate elements of its main energy zone - the main distributor of the center - into some parts and energy and economic elements from each other. The most common planning zones are two- and three-level construction. More complex space-space solutions rarely arise. The first place is taken for emptying underground buildings, utility rooms and technical rooms. The main pedestrian mall, supermarket, specialized stores and salons, exclusive settlements and other facilities that have a great deal of visitors are connected to the center. Restaurants, cafes, service companies, various offices and a small number of other establishments are separated from the main flow of guests at a higher or lower level on foot and are connected to each other by means of additional walkways, ramps, elevators, escalators. Public shopping centers are structures that evolve over time and space. When preparing a master plan, perspectives of their future development and expansion are taken. For example, changes such as the organization of commercial services or micro-development of the complex, which lead to the redistribution of areas of commercial buildings. At the same time, the formation of new functional service groups leads to the expansion of the activity of the territory or the so-called production of the shopping center. Getting used to the needs of various contingents of the population within a 500-radius radius, who live in the service area of local-center enterprises and potential opportunity centers.

Modern condition of trade and service system of Baku

Recently, serious social changes are taking place in Azerbaijan, affecting the typological potential of economic buildings and structures. Commercial buildings were more affected than others. Control over the identification of retail outlets in the state urban structure was suspended, as a result of which they began to emerge.

It should be noted that the design and practical construction of trade, catering and consumer organization still has several main drawbacks. The most important of these are the clear construction of the retail and consumer network, the large number of buildings and the location of the buildings on the first floor of the main residential buildings. In these conditions, the service system established is very difficult. At the same time, these shortcomings hinder the economic efficiency of the construction and operation of this building, the industrialization of construction and the introduction of progressive forms of trade and services. The situation was aggravated by the transition to the market.

Privatized retail shopping centers began to change their profile. Businesses that are potential for residents, but not legal for new entrepreneurs, remain outside the settlements.

In principle, trade and consumer services systems were formed in the reconstructed old areas. They are acting out decades of conflict. For example, the location of shops on the first floors of residences, removal of comfortable conditions, insufficient buildings, etc. It is necessary to adjust the profile and work of trade and consumer firms in the service modernization project. The above refers to basic goods and services, i.e. primary day-to-day services and organizations providing continuous demand.

Shopping centers can be considered as progressively used elements of commercial facilities. Currently, there is very little shopping center design and construction.

It should be noted that the architectural development of commercial enterprises in Azerbaijan is initially focused on the initial progress in the development of scientifically based principles for the formation of local main passages and the cases of urban planning. For a long time, this did not allow us to bring together the problem of typical design with other types of retail and consumer services, where there are examples of their typical transition in pure form or combined with sales 150 years ago (Sinclair, 2019).

The development of building technology, the improvement of retail and wholesale trade, the growth of the big city and a number of social and technical achievements, the design of commercial structures is becoming more complex and complicated. At the same time, quality characteristics of the shopping center, their types, parameters and elements of spatial zones, organizational principles are always controlled. The inclusion of commerce as a function related to the communicative load, the aggravation of the emotional demand of the interior rooms, the urban planning and study of energy and load flows, the change of aesthetic appearance and the suspension of the construction of compositional principles related to the combination of newly established building types with the elements of architecture.

The study of foreign experience, which has accumulated great experience in the field of design and construction, is of great help for the use and development of trade centers in Azerbaijan. Over the past 15-20 years, very fundamental new ideas have appeared abroad and changes have been made based on the models of old shopping centers and their management. Now it is not considered as a luxury, it is considered as an immutable requirement of modern commerce, it takes a high damage in the high quality of architecture, style, environment. On the one hand, it is the author of a complex of mainly non-commercial functions. Entertainment centers, food, game elements etc. increases the use of assets and consumer activity of practical interests.

All this requires additional space, while at the same time running an unusual element of comfort, style and fantasy. In such a way, it is related to a number of problems that the form is used: having an independent opinion on the development of the passageway, either independently or as an element of the whole complex. On the other hand, an important factor in the development of shopping centers was the creation of a stable installation for the final needs of open and covered areas in public and commercial buildings. This was the practice of remodeling pedestrian shopping streets into systems of shopping malls that were closed to pedestrians and traffic.

In the development of shopping centers around the world, a number of ideas and principles have been created and the change and progress of the energy models developed during the previous decades have attracted significant and new ideas. This is one of the

trends in the development of purchasing services of the population, which is still valid today. The basics are:

- Strengthening the work of shopping centers and paying for their non-commercial functions;
- The advantages of the created central public place;
- Use of atrium space;
- Use of underground spaces only for services, auxiliary and facilities;
- Reinforcement of the urban approach to the building or complex, focusing on external areas of the building and underground reinforcement (Shmidt *et al.*, 2016).

These principles, the discussion of the development of the modern architectural style naturally and at the first urban level, are understood as different areas of the internal quality of the building and urban architectural space. The latest entertainment market is growing faster than ever. This affects not only the improvement of the economic situation of Azerbaijan, but also the rapid development of the market when it goes on sale. Currently, entertainment real estate in Baku is represented by individual large complexes. In order to be more attractive to the shopping center, today, focusing on the attention of a large number of entertainment venues, it increases the growth of visitors by 30%. The demand market in the field of recreation for families and young people in Baku still lags behind the market in terms of the number of required services, market level and height.

Since the last ten years, Baku began to develop not only with skyscrapers, but also with large and luxury shopping centers of the city. There are many brands operating in Baku and they are located in the city center and shopping centers. With the creation of this center, there is an opportunity to do several things like creating a shopping center, buying new clothes from time to time, watching the latest movies in a cinema, having fun in activity centers while shopping. Many old and new shopping centers can be seen in Baku. Some of them are:

Central department store

It has a long history, has great experiences and is recognized as a brand. One of them is the Central Department Store, already known as “MUM”, which has left behind 50 years (Figure 4).



Figure 4. Central department store

This shopping center continues to attract the attention of both international buyers and visiting tourists for 50 years. Products manufactured by leading companies with great fame and high prices in the shopping center in our city show great interest and are sold

here. The central department store was opened in 1961 and is still in operation. The Central Department Store is one of the largest shopping centers not only in Azerbaijan, but also in the Caucasus and Central Asia and has gained the company's great trust and respect.

The shopping center is located in the former central building of Baku, in the city center next to the Ministry of Internal Affairs. The building has 3 floors and mainly sells gold and silver jewelry, electrical engineering, radio parts, compact discs, power for laptops, 19 batteries for equipment, textile tops and accessories. On one of the central and main streets of Baku - Azerbaijan Avenue (formerly Husi Hajiyev Street) is the building of Baku Central District Branch (MUM). Official information, MUM also briefly writes about tourist sites: "MUM was built in 1970 budget. It is clear from all this that the building was preserved during the Soviet period, but it is still preserved. It is possible to buy". It should be noted that MUM provides many opportunities for the program, although he did not the central department store of Baku did not become a designated place, Baku had argued BUM with great love.

Sharg Bazari Shopping Center

The Sharg Bazari Shopping Center was built in 1982 by the architects U.V. Revazov and P.I. Yarinovski. This building was built twice. This building has been added to the list of historical and cultural monuments of local importance. The Sharg Bazari Shopping Center was operated as a long market (Figure 5).

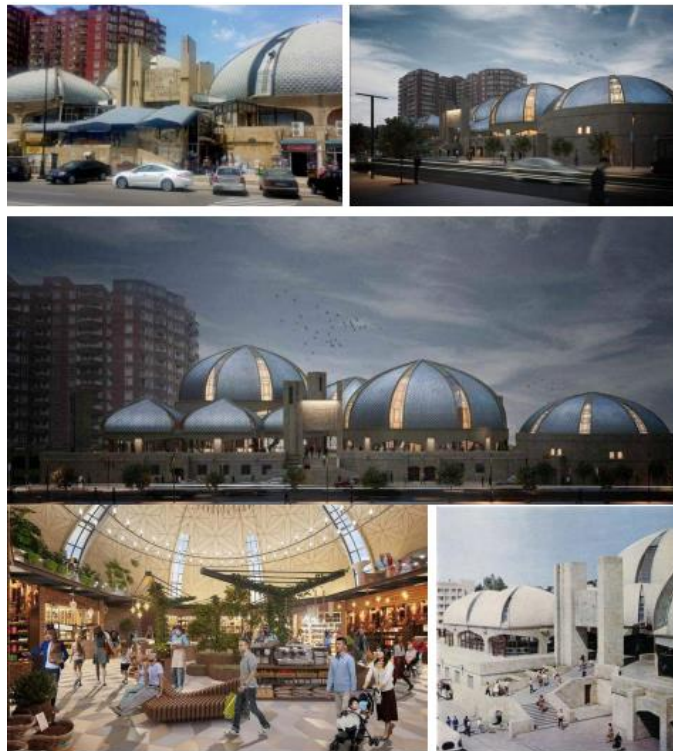




Figure 5. Eastern market

At the time when the building was built, markets and commercial buildings were one of the places most visited by tourists. Everything in the bazaar is built in the oriental style. Until the end of the 1990s, all repairs in the bazaar were preserved. It was also one of the most visited places for animal lovers. So, in the end, the production of various animals and birds from different parts of the city was put on sale here. Eastern Bazaar is also considered a cultural monument. Eastern Bazaar is a catering building built on the idea of a great leader. Previously, it was considered a living representation of 1001 nights. Improvements are underway here, but the eastern bazaar continues to preserve its essence. As part of the Eastern Market project, the facility will be fully reconstructed and a new shopping center and market with a total area of about 9,000 square meters will be built for it. The eastern bazaar is currently being reconstructed, preserving its style. As the market has a historical danger, special attention is paid to its reconstruction.

Baku Mall

The building was completed and commissioned in 2013. The total area of the shopping center is 1000 m². The building has 3 floors and 150 parking spaces. The commercial building is located near the exit of the builders metro. The shopping center was built in Yasamal district. However, since this is mainly considered a residential district of the city, the use of the building is not very encouraging (Figure 6).



Figure 6. Baku Mall-Shopping center

AF Mall

AF mall is 16,700 sq.m. is located in the center of Baku. The building is equipped with escalators and elevators. (Figure 7).

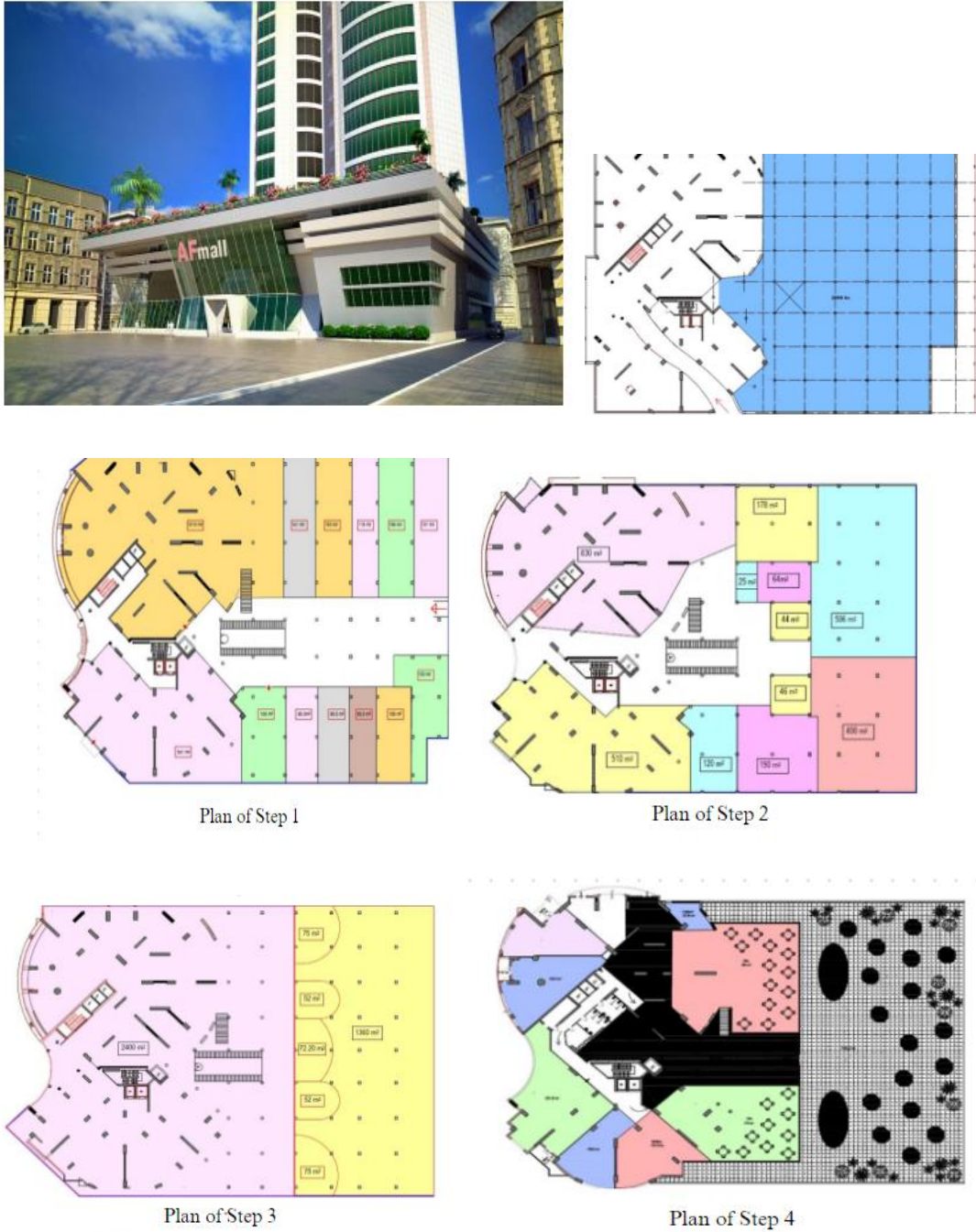


Figure 7. AFF Mall - Shopping center

Baku International Bus Station Complex

The complex was commissioned on February 21, 2009. The shopping center is maintained not only for the local population, but also for visitors from the regions that

often come here. There are regular bus flights from Baku to many regions of the country, as well as to various cities of Russia, Iran, Turkey and Georgia (Figure 8).



Figure 8. Baku International Bus Station Complex

Park Boulevard

This is a shopping and recreation center on Baku Boulevard. The building covers an area of 17,000 m². It is located 5 minutes away from the Sahil Metro Station and the Government House of Baku. The building has all the modern Eastern and Western architectural features. It has six floors including two underground floors. The center has a parking for 550 cars. There is also a supermarket on the ground floor, Happy Land cinema on the 6th floor, 3D cinema, photo studio, planetarium, restaurants, bowling and other facilities. On the 3rd and 4th floors of the building there are catering facilities from foreign and local cuisines (Figure 9).

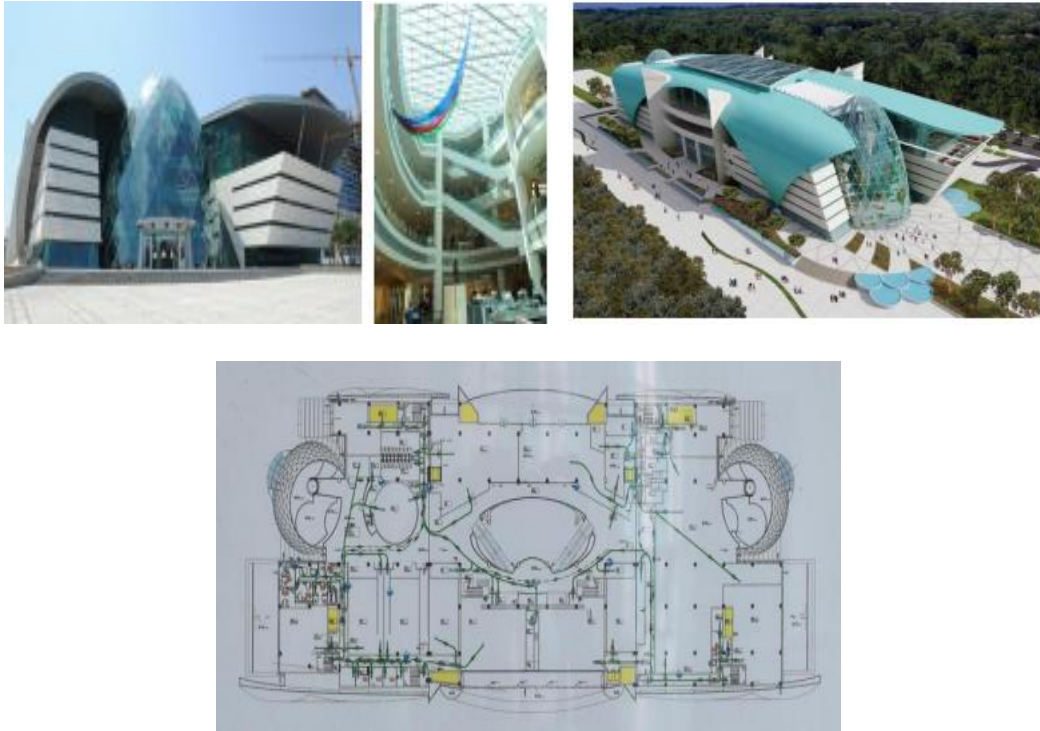


Figure 9. Park Boulevard

Ganjlik Mall

This is Azerbaijan's largest shopping mall, is centered around a dramatic four-story central atrium that dazzles all areas of the mall with sunlight (Figure 10).

The construction of the shopping center on Fatali Khan Khoyski Street in the commercial facilities of the city started in 2015 and was completed in 2016. It has 50,000 m² of commercial and recreational areas. Serving a wide industrial base, the shopping center is located adjacent to the Tofiq Bahramov Football Stadium in the exit center of the city, across the road from Ganjlik metro station and bus stations. This is the one above the mall. An innovative lighting scheme is implemented, including parametrically controlled external lighting depending on wind speed and direction. In addition to shopping opportunities, the Ganjlik Mall has many entertainment opportunities: a cinema, a game hall, a cafe, a restaurant and many other entertainments that allow visitors to spend a good time here. On the top floor of the shopping center, there is a large CinemaPlus movie theater with 9 screens, OnTop bowling center and Wonderland playground. It also offers a range of upscale dining and café venues, outdoor terraces and

city views (Table 1). There is a large parking lot for 1000 cars for requests to come to Ganjlik Mall in their own car.

Table 1. Functional zoning of Ganjlik Mall shopping center

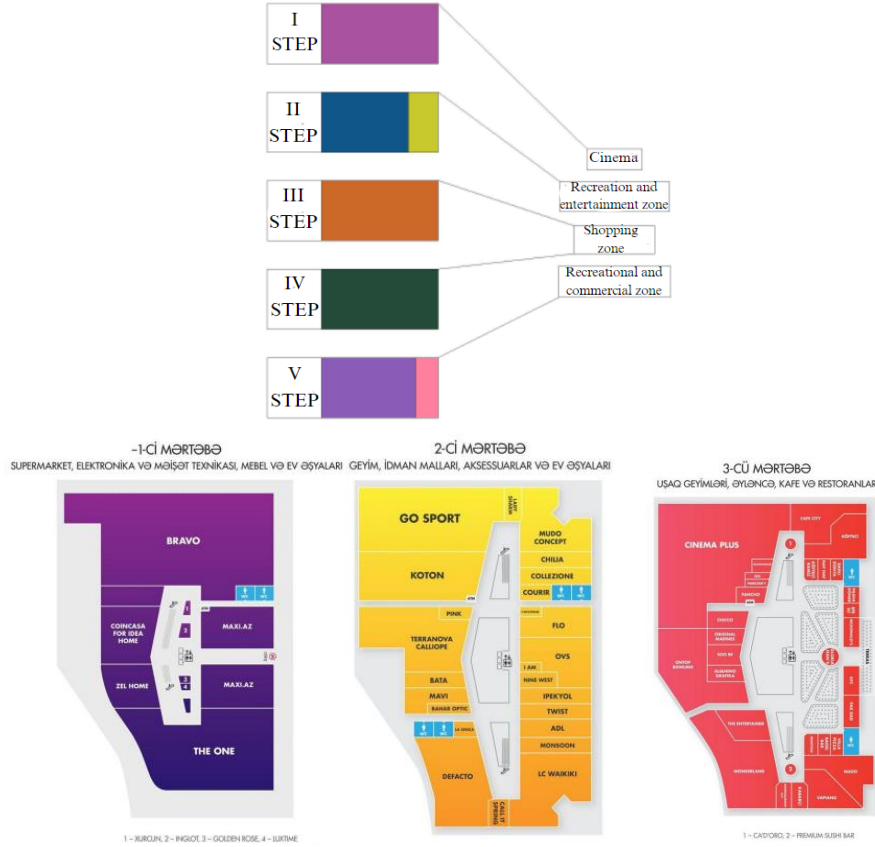


Figure 10. Ganjlik mall shopping center

28 Mall Shopping Center

A shopping center near the May 28 subway station was completed and started operating on September 15, 2012. Strategically located in the center of the city, the shopping center covers an area of 25,000 m². The shopping center offers about 70 international and local brands, shops and restaurants. The building has 3 floors above ground. “28 Kino” - the most popular cinema in Baku. There is a parking for 350 cars. The area of the shopping center covers an area of 23,000 m². The shopping center also has a Food Court, restaurants, a 1,200-seat cinema and entertainment areas reserved for children. Famous European and American brands and boutiques are located in the shopping center (Figure 11).

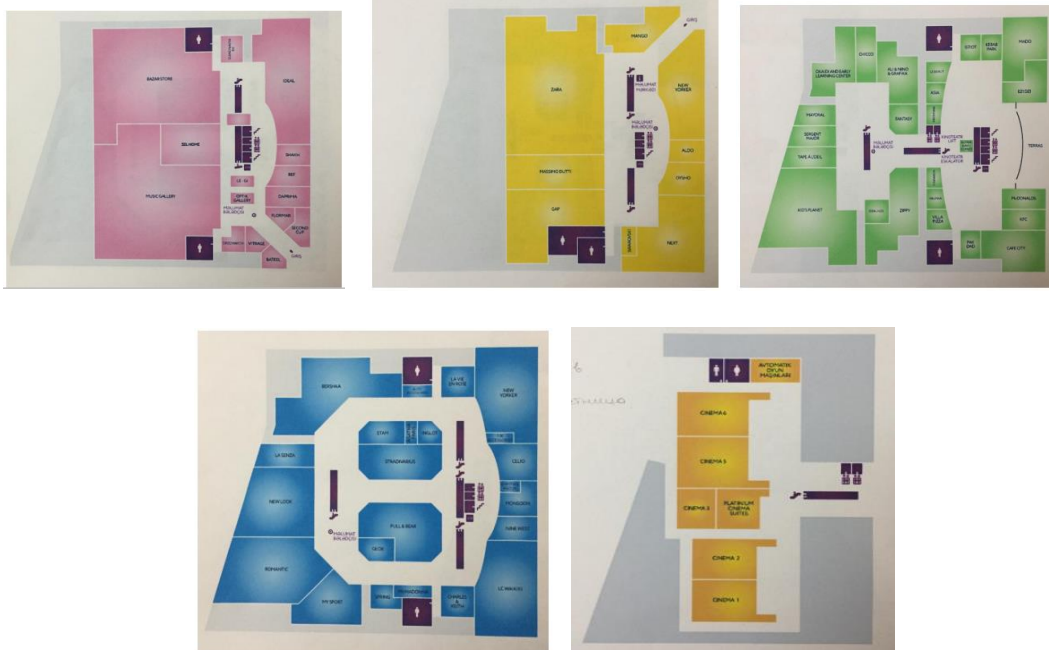


Figure 11. 28 mall shopping center

Metro Park

Metro Park family recreation, shopping and entertainment center is located very close to Nariman Narimanov metro station. The shopping center is one of the projects undertaken by the “Marti” group and was opened and put into use in 2011 (Figure 12). The total area of the “Metro Park” shopping center near the Narimanov metro station is 22,000 m². The rental area is 13,500 m². The lower floors of the shopping center are occupied by commercial premises. The top floor is designed for business catering, dining and entertainment. About 60 clothing, accessories, cosmetics, perfume and other brands, 15 cafes and restaurants and children's entertainment electronic places are offered. The shopping center offers 350 parking spaces. The shopping center is located on 7 floors. Park Cinema operates on the 6th floor (Figure 12).

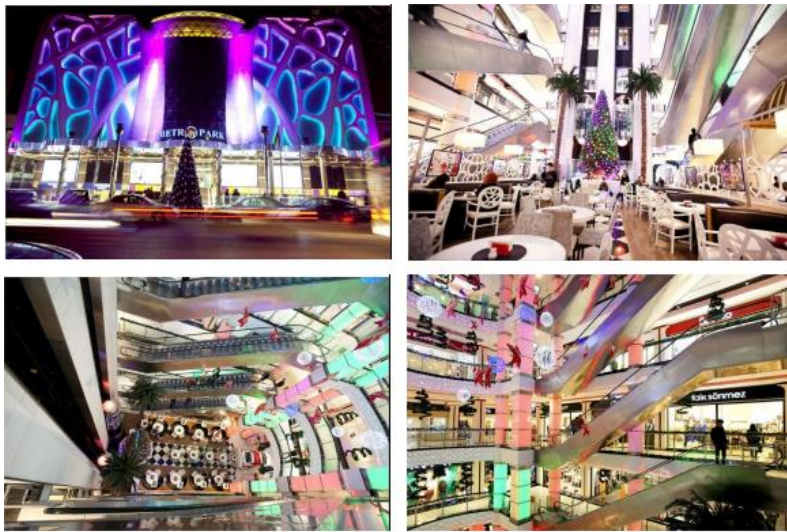


Figure 12. MetroPark shopping center

Port Baku Mall

Port Baku Mall, opened in 2014, is considered as a largest and modern shopping center of Baku. It features more than 300 brands of clothing, accessories, cosmetics and perfumes and much more. Port Baku Mall, Port Baku Residence and Port Baku Towers are part of the Port Baku complex, which includes the business area (Figure 13). The buildings are permanent from class A departments, retail departments, international SPA and Wellness centers, restaurants and cafes. There is also a parking for 1200 cars.



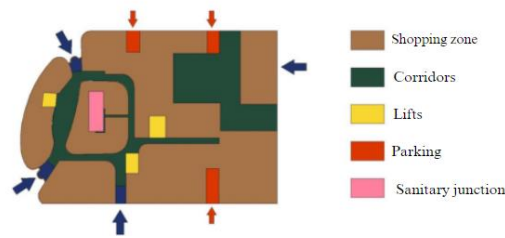


Figure 13. Architectural planning of Port Baku commercial enterprise

Architectural proposals for shopping centers

In the context of the globalization of business, the opening and development of stores in shopping centers of companies in trade networks in big cities. In the current decade, special attention is paid to the construction of trade and shopping centers. Shopping centers have a concentration of different specialization and catering establishments. The main requirements for the characteristics of shopping centers:

- Total area;
- Accessible location with shopping area;
- Sufficient number of parking spaces; delivery of goods to the warehouse, delivery of goods for sale;
- Infrastructure around the shopping center;
- Shopping conditions.

What information does a shopping center need to be successful?

1. A certain type should be chosen according to a certain area and location: optimal total area, number of floors and tenant. The characteristics of the shopping center are determined after each examination of the situation, not just the facilities or the architect.

2. Pedestrians or drivers arriving by public transport must reach the shopping center. Visitors are provided with convenient parking.

3. The architectural and design solution of the shopping center should be individual and memorable and should look better. At the same time, the selection of construction and buildings, the equipment for the construction of the building should be taken for a common purpose. It is important to understand what excess needs cause costs and what will be considered unnecessary and inadequate luxuries.

4. It is necessary to provide impulses to restore the goods and services of the shopping center, to create and maintain conditions for longer stays, frequent visits.

5. Volume planning solution, ensuring the maximum possible payment of the leased area (for normal activity).

6. The interior layout of the shopping center, all rental areas should be accessible and carefully directed and distributed flows. Special purpose methods are used to capitalize on the commercial value of the area and change trade for tenants, excluding those that are unsuccessful for trade.

7. According to the level of the shopping center, a number of services and additional opportunities should be created for guests.

8. There are shortcomings in the typological planning of shopping centers. The most important of them is the rapid obsolescence of the project. The reason for this was the frequent change of technological trading processes and the need to replace old technological trading equipment with more modern ones.

Artistic architecture of typological buildings lags behind the growing aesthetic requirements. Until recently, the special features of these buildings were construction works: the simplicity and strength of artistic architecture and construction solutions, production planning, sufficiently plasticity of facade solutions, low resolution is possible etc.

If we take a look at the shopping centers in our city, we will see that people prefer not commercial buildings with a purely commercial function, but rather goods that have functions to spend leisure time with people or meet other needs in addition to trade, which are included in the final budget as new expressions. The use of buildings with a simple commercial function is easily more passive. An example of this is the “Amay” shopping center at Nobel Prospekt 23. Amay shopping mall architecture planning is not used as a commercial building, so it can provide a change of function as a proposal.

Among the shopping centers in Baku, Ganjlik Mall is the most active shopping center. The building is designed around a four-story central atrium. Although it is very wide, due to the optimal plan, it does not cause fear in people who trade here. It provides an opportunity to get here faster without spending extra time due to the metropolitan underground passage of the building.

Interest in the best shopping centers, including new projects in shopping centers, is increasing year by year, new quality projects will be required. Each new project is unique, this is the process of creating interesting shopping centers. Shopping center should have individual characteristics of shopping, entertainment, home and other facilities.

Trends in the level of development of shopping centers are determined as:

- Consolidation of ongoing projects;
- Cutting the role of the entertainment segment as a building component of a modern mall. The construction of trade and shopping centers is not only for service operators, but also in the direction of the development of retail store chains. Impacts on energy that reduce the damage of shopping centers include:
 - Shopping centers are often created without concepts;
 - Many consumers prefer shopping places in markets and small markets with convenient living conditions at the prices of cheap shopping places;
 - Increase in the cost of the project related to the construction of urban environment and infrastructure changes: organization of energy flow, access opportunities, improvement of energy accessibility, construction of parking.

2. Conclusion

The development of cities and territories is a very promising direction in the world. It is a commercial and social, urban planning and political connection. It enhances the image of a vibrant area, helps increase economic activity, increases the investability of a city or area, thereby increasing land value and commercial development. A software development and improvement of residential infrastructure through business infrastructure development and harmonious development of various sectors of commercial real estate.

Conceptualize and create perspectives of real estate, how to live in the city and how to develop development. To expand the network of stores, shopping centers and shopping centers, possible changes are obtained between cities and areas. Also, in order to open a new store there, it is necessary to regularly monitor the promising areas of new construction. To all trade output: size, density, economic income and welfare. It is

necessary to deal with the needs of the population - the most important factor related to the development of the territories due to trade.

The design of shopping centers is beginning by the change their location. This is significant for the future store efficiency and profitability. A study of prospective buyers, a detailed analysis of the development and income level of prospective buyers should be used to acquire the project.

Nowadays the investors show great interest in the creation of large-scale (150-250 thousand m²) shopping and entertainment centers. Currently, it is very important to turn the shopping center into the center of social life of a neighborhood, district, city. Shopping centers are also built in smaller cities. Currently, the recreation sector is actively developing. Entertainment attracts users, so shopping centers began to place square cinemas, bowling, children's entertainment complexes, billiards, playgrounds. A shopping center that is often used comfortably by the whole family is preferred. Interested in the art of leisure valuation and demand for services in the entertainment sector. The economic feasibility of such a decision to continue to expand the non-commercial problems of shopping centers is justified.

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