SHOPPING ENVIRONMENTS

EVOLUTION, PLANNING AND DESIGN

PETER COLEMAN

Architectural Press

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Architectural Press is an imprint of Elsevier

Architectural Press is an imprint of Elsevier Ltd
Linacre House, Jordan Hill, Oxford OX2 8DP, UK
30 Corporate Drive, Suite 400, Burlington MA 01803, USA

First edition 2006

British Library Cataloging in Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data
A catalog record for this book is available from the Library of Congress

ISBN 13-978 0 7506 6001 3
ISBN 10-0 7506 6001 5

06 07 08 09 10 10 9 8 7 6 5 4 3 2 1

For information on all Architectural Press publications visit our website at www.books.elsevier.com

Typeset by Cepha Imaging Pvt. Ltd., Bangalore, India

Printed and bound in Italy

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Foreword

It is likely to be provocative and self-defeating to suggest that no one individual person actually fully understands all the issues and considerations in the formulation and design, from start to finish, of a typical shopping centre. Having undertaken the research and completed the writing, I feel well positioned to make this observation. Shopping centres are big, complex developments involving the skills of a large team of designers and specialist consultants who contribute at particular stages throughout the project. Typically, the process of forming a shopping centre can last, from inception to completion, for a period of 10 years or more, involving the contribution of many specialist consultants. Invariably, those best placed to understand all the issues in the process of making a shopping centre are likely to be a combined team consisting of the client, architect and retail team. The process can be compared to a cross between a marathon and a relay race – where the project is the baton and a gradually changing team of runners carries it through the race. Although the architect will be involved in most stages of the race, it is likely that supporting runners will come alongside at different stages and may even carry the baton at some points. While a stakeholder or consultant is carrying the baton, the architect may be required to run alongside as part of the team for this stage. The challenge to the architect will be twofold: first, to understand at which stages to run with the baton or to run alongside; and second, to maintain sufficient tenacity to be the custodian of the vision through the different stages until completion.

This book will hopefully help all those involved in the design of shopping centres to recognise the format of the event, when to run or just to jog, and with whom they should be running.

Preface

This book was instigated from a need to update the original book *Shopping Centres: Retail Development, Design and Management* written by Nadine Beddington in 1981 (with a second and revised edition published in 1991, published by Architectural Press). However, much has happened in the development of shopping centres since the update of the original book, responding to social, planning, economic and technological changes. Key influences upon the development of the building type have been, for example:

- working patterns – requiring more convenience and customer specific shops
- more discerning customers – expecting greater value and more memorable experiences
- government policies – restricting out-of-town development and requiring more sustainable and inclusive town centre shopping development
- technological advancement:
  - aiding retailers with bar code sales and corresponding automated 'just in time' deliveries
  - increasing the availability of information, facilitating the monitoring of turnover rents
  - generating greater competition from alternative modes of shopping (Internet shopping).

General progress, since the original book, has seen a new type of shopping centre emerge and the opening of many exciting new centres. Such is the rate of progress and change in the retail industry that it has been necessary for the book to be totally re-researched and rewritten.

The overall aim and objective of this book is to identify the principal issues and considerations an architect is likely to encounter in the design of a shopping centre. With the average shopping centre taking some 10 years to complete from inception, a key characteristic of this building type will be found in understanding the influence of the lengthy process upon its design and planning. Shopping centres are complex public buildings, meeting the needs of several different stakeholders and users, and involving clients, retailers, customers and the general public.

The book aims to build up an understanding of the building type through the examination of the following:

- an outline of the background and development of facilities for shopping
- an identification of the different types of shopping centre and the ongoing evolution of new formats
- an outline of different client requirements and the influence of various stakeholders
- the influence of the process and how the brief will evolve over the length of the project
- the (key) issues to consider in initiating the project and preparing the brief
- the types of accommodation to be included in the building
- the organising qualities of the public spaces
- the elements of the building to be designed by the architect
- the provisions to be made in the building for completion by others
- the importance of the back of house areas which support the operation of the shopping centre
- the economic principles involved with the viability of a project.

Through the examination of the above issues the book aims to assist and equip those involved with the creation of shopping facilities to develop the following skills: the ability to balance the requirements of different stakeholders; to anticipate the requirements of elements to be designed by others; to provide the vision and act as the custodian of the design throughout the length of the process.

This book is principally aimed at all those involved in the creation, extension and alteration of shopping centres: architects, designers, technical consultants and developers. It is organised into three principal parts.

Part 1 The Development and Nature of Shopping Environments. Chapters 1 and 2 identify the big issues facing the shopping centre industry which are likely to influence the design of all new shopping facilities.

Part 1 also examines the historical evolution of shopping activity leading up to the first purpose planned shopping centre.

Part 2 The Contemporary Types of Shopping Centre. These chapters (3–6) outline the development of contemporary shopping facilities, explaining (with illustrations of example projects) the different types of shopping centre and the ongoing evolution of new shopping formats.

Part 3 The Design Guides. In this part the focus changes from the analytical to the more practical guidelines to be used in the design of shopping facilities, starting with an explanation of the different stakeholders, identifying the types of commissioning client and the issues to be considered.

- An examination is made of the key issues at the initiation of the project and in the preparation of the brief, including the involvement of the appropriate specialist consultants.
- The different types of retail, catering and leisure accommodation to be incorporated into the layout are identified.
- The significance of public spaces in providing the organisational framework to the layout is examined, along with the characteristics of different types of public space.
- The elements that make up public spaces are individually examined to assist the architect in designing these spaces.
- The back of house (non-public) areas are examined with an outline explanation given the role these areas play in the operation of a shopping centre.
- An explanation of the economic principles and commercial considerations involved with the viability of a project are also examined.

Part 3 concludes with the consideration of future places for shopping.

Exclusions: this book focuses on the different types of planned shopping centre and the various considerations and elements that the shopping centre architect is usually required to design and accommodate. It does not include the design of individual shops and their interiors nor the design of individual catering or leisure facilities. The design of food stores and supermarkets is also excluded.

Peter Coleman

Acknowledgements

As a practising architect in a busy, London-based, company of designers, Building Design Partnership, this book has largely been prepared and written in my spare time. The venture has taken some three years to research, write, prepare the illustrations, and eventually to produce. Such an undertaking has involved the assistance, advice and contribution of many experienced and talented individuals. Without their generous help and support during the preparation of the book it would not have been possible.

My gratitude, thanks and acknowledgement are therefore extended to all those who gave the following help and assistance.

Architectural Press have been understanding in recognising my professional responsibilities, extending deadlines and in their continual support and encouragement throughout the process.

All the many architects, designers, development companies, centre managers and commercial agents, who are too numerous to mention individually, who readily provided information, drawings and photographs referred to and illustrated in the book. Particular thanks to those who have provided information relating to several projects. Specifically the development companies – Amstel Multi, Capital Shopping Centres, The Grosvenor Estate, Hammerson, ING, Lend Lease, The Mills Corporation – and architects – Building Design Partnership, Chapman Taylor, Jerde and RTKL.

I would like to give extended thanks to the following key individuals in the industry who generously provided advice, guidance and suggestions for projects: Ken Christian for suggesting examples and information on projects in the USA; Neil Mitchenall for the cosmopolitan examples in Europe and the Americas; John Bullough and Mike Prentice for collaborating and assisting with the writing of the chapter on commercial and economic considerations; and Nigel Woolner for his personal advice, help and encouragement throughout the preparation of this book.

The use of archive images, professional photographs and the complete colour reproduction of illustrations has been assisted and made possible by the generous sponsorship of The Grosvenor Estate and Henderson Global Investors.

I am indebted to the following individuals for their assistance with the preparation and format of the book: Charlotte Kelley for researching information on the example projects; Helen Wilkins for researching the sources of illustrations and in obtaining permissions; Mark Moore for editorial advice with the written style; Caroline Field for allowing use of her photographs; and Catherine Anderson for her dedication with the proof-reading of the manuscript.

General thanks to my colleagues at Building Design Partnership for their support with my involvement with this project.

In particular, my thanks are extended to those colleagues at work who went beyond the call of their daily responsibilities: Andy Borzyskowski for advising and setting up the framework for the digital images; Sean Dooley, Architect, for technical advice with the front and back of house areas and fire-safety; Martin Lupton, Lighting Designer, for advice regarding luminaire types; Jane Messinger for researching, collating and obtaining the BDP illustration permissions; Bob Spittle, Building Services Engineer, for technical advice relating to space heating and cooling; Vivien van Namen for assistance with tables and manuscript format; Carole Amelinck, Richard Austin, James Cheung, Sean Dooley (technical diagrams), Shyuan Kuee, Joyce Lam, Robert Palmer and Walter Wang for helping with the preparation of the drawn illustrations and diagrams.

Special thanks to Anne Wyatt for her continual patience and organisation with the typing of the manuscript and illustration notes.

Last, but not least, James Cheung for helping to collate, prepare and organise all the illustrations and for volunteering support and encouragement in bringing it all together.

Most of all I recognise the sacrifices made by my family who have provided support and encouragement to enable me to complete this challenging project. Thank you all.

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Biography

Peter Coleman was born in 1954, and studied architecture at Brighton University School of Architecture, UK.

Peter is a practising architect and urban designer who worked for a range of London practices involving public and civic buildings before he turned to specialising in the design of shopping environments. His work has been awarded for prospective new projects and successfully completed work in the UK and Europe. His work and career have involved travelling and studying shopping development in America, Europe, the Far East, Australia and South Africa. He is currently involved in the design of major, leading-edge shopping developments in the UK, Europe, the Far East and Australia.

Peter is a member of the International Council of Shopping Centres (ICSC), British Council of Shopping Centres (BCSC) and is actively one of the BCSC Annual Award judges. Peter is director and leader of retail design for Building Design Partnership (BDP), the internationally recognised architects and designers of shopping centres. BDP was awarded Retail Architect of the Year in the Architect of the Year Awards by Building Design in 2004.

This inaugural book brings direct and observed experience to an often under-estimated building type.

PART 1

The Development and Nature of Shopping Environments

Figure 1.1 The Grand Exposition/Crystal Palace – a showcase for manufacturers to sell their wares. *(Source: Dover Publications)*

The Big Issues 1

Issues Facing Shopping Centres Today

As we enter the 21st century there are new challenges facing designers with the continual emergence of new types of shopping facility. New urban types of shopping facilities prevail today which are designed as integral parts of our town centres, combining traditional high street qualities with the commercial efficiency, convenience and operational benefits of a planned shopping facility. These new types challenge the conventions and preconceptions of existing shopping centres to the point where new criteria and new types of centre emerge.

Each new type of shopping centre that emerges does not replace the existing formats of shopping, but adds to the diverse range of shopping facilities that already exist. This reinvention and diversification are further reflections of the dynamic nature of this building type.

Many different types of shopping facility already exist. These can be defined by product (e.g. white goods shops and fashion) and by places (e.g. by type of environment, whether its in town, out-of-town or a retail park). Despite this vast range of facility there is a public wish for more interesting and more unique types of shopping environment.

Before going on to examine how shopping centres are created and designed, it is necessary to achieve a general understanding of their nature, together with an awareness of the big issues facing those involved with forming a shopping centre development.

This chapter gives an overview of the dynamic nature and complexity of shopping centres and examines the issues facing the industry. These issues are examined in three strands: social; planning; and retail economics. The chapter concludes with the recognition that reinvention and diversification will continue as these key challenges are addressed.

Shopping facilities are an expression of a market. Fundamentally, they provide a showcase for manufacturers to sell their wares. They are part of a large, sophisticated and dynamic industry tied into the economy of a country, its regions and districts. They also reflect basic human activities, such as consuming and trading. They have been integral to our settlements from earliest times and have grown at the heart of our towns and cities. Basic trading stalls in markets have grown into the various shopping formats we have today. The development of the different types of contemporary shopping environment is examined in detail in Part 2 of the book (Fig. 1.1).

Those employed in the retail industry make up a large proportion of a country's workforce. In the UK, for example, 20 per cent of the workforce is employed in the retail industry (British Council of Shopping Centres Report, 2001). This makes the retail industry the second largest employer in the country, only marginally exceeded by a declining manufacturing industry. This figure does not include the many consultants and development teams involved in creating and bringing together the shopping centre, nor those who build them.

Retail property is one of the most important investment categories in the UK. Plans in the pipeline to meet a demand for 11 million m^2 (119 million ft^2) of new floor space by 2012 ensure this is likely to continue for the foreseeable future (British Council of Shopping Centres Report, 2001).

Shops generally form the heart of a town or city centre. They affect our environment and become the places we identify with, serving as backgrounds to our social and leisure lives. They often form the memories we grow up with and look back on as pleasant parts of our lives (Fig. 1.2).

Figure 1.2 Town centres form the heart and backdrop to a community's social life, illustrated by Eastgate Street, Chester, UK. *(Source: Peter Coleman)*

In the planning and design of shopping environments, consideration needs to be given to the great number of visitors passing through the centre each day. In the largest centres at weekends this volume can be over 100 000 visitors a day and can reach several hundred thousands per week. Only major football stadiums and some of the largest railway stations and airports achieve a similar footfall. In addition to the shopping public that must be catered for, shopping centres employ large numbers of staff who run the shops, numbering from 3000 to 5000 people, depending on the size of centre, and they require facilities as well.

Retail centres generate large traffic volumes derived from public access to the shops, and from servicing, including private and commercial service vehicles. Public transport serving shopping centres needs to be integrated and made applicable and relevant, available and accessible to those who are likely to use it. All these people – and goods-moving factors – must be considered and accommodated into the surrounding highway and transport network.

Although shops can be the sole use, they are more usually grafted into a mix with other complementary uses such as food consumption and, increasingly, with leisure facilities, creating a broad spectrum of

Figure 1.3 A new urban community featuring a library, church, housing and shops, Marienburg, Nijmegen, The Netherlands (2000). *(Source: Peter Coleman)*

consumer use. Shopping facilities are changing in nature, with more activities and uses incorporated into them. Over a third of all new developments considered in 2002 included a significant leisure element. Now, with more town centre schemes in the pipeline involving the new urban type of shopping environment, this format is often a mixed-use development requiring an understanding of other building types such as housing, offices, transport hubs and civic buildings. These mixed-use developments require design skills, which include the different building types, town planning and public realm design capabilities.

The key issues governing design and development of shopping centres fall into three main areas:

1 social and human
2 planning
3 retail economics.

Social and Human Issues

Public sentiment is potentially the single most important factor that designers need to consider. Although there is a need for comfort – including protection from bad weather – and security, there is also a need for convenience, especially ease of access both by car and public transport. Although shopping centres in the past met many of these criteria, recent focus group research indicates that the public has a dislike for enclosed, internalised shopping environments and would prefer to go shopping in more natural environments where there is daylight, a feeling of contact with the outside and something unique or particular about that town or city.

Public opinion has expressed a preference and a wish for arcades, market halls and even simple glazing covering existing streets. There seems, therefore, to be a difference between what the public prefers and what development world has traditionally been providing in the form of interior based shopping environments.

This shift in public feeling, together with planning requirements, which are also moving in the same direction, presents one of the greatest challenges to designers of shopping environments. It seems, therefore, we have reached a key moment in time, in that any scheme that is now presented has to take on board these new criteria and most shopping facilities will have to address the urban agenda.

Society today finds itself with a shortage of time. And time, together with attention and trust, have been categorised as the 'new scarcities' (Dr David Lewis at the British Council of Shopping Centres Conference, 2002). The scarcity of time is one of the results of modern day pressure-cooker living and fast lifestyles. When people use some of their scarce time to go shopping they expect the right retail offer and the right level of amenity and comfort.

The British Council of Shopping Centres Report, *Shopping Centre Futures*, identifies that people also have shorter attention spans. (British Council of Shopping Centres Report, 2002, p. 9). In a world of channel-hopping and net-surfing, there is a constant bombardment of images. Society's attention span has been reduced and shopping has to compete in a visually oriented world. It has to be exciting to respond to that competition (Fig. 1.4).

Figure 1.4 Dual screen imaging and digital technology have raised visual expectations. *(Source: Andy Borzyskowski)*

Trust in institutional authority has diminished and has also become a scarce commodity. The public's trust in institutions, politicians and the monarchy has declined. Perhaps the converse of the decline in trust is also a decline in gullibility, and a public less deferential and less prepared to be patronised. They

Figure 1.5 Generation X are less deferential and prepared to be patronised. *(Source: Andy Borzyskowski)*

are more challenging and discerning and shopping centre facilities have to recognise and reflect this.

Buying an Experience

The activity of shopping for this kind of public has moved on, for example, from 1945 when it was mainly buying a product or a commodity, to the 1960s and 1970s when the focus was on services, to the latter part of the 1990s when shopping was about going out and obtaining an experience. Now, shopping is about transformation, or collecting a thought – about collecting aspects of a lifestyle or things that contribute to a person's mental well-being. Shopping expeditions are continuing to progress from providing experiences to transformations, for instance, by incorporating opportunities for the visitor to participate in a civic or cultural activity. Some of these activities would traditionally be found in historic town or city centres, which favourably suit the trend towards new integrated urban shopping environments in town centre locations (Fig. 1.6).

The activity of shopping now contains aspects of knowledge-giving, teaching and mind-changing

Figure 1.6 Shops providing knowledge and displaying goods in a gallery-like context, Apple Store, Regents Street, London (2004). *(Source: David Barbour)*

that were previously remote or unconnected to it. The challenge for designers is how to make a shopping environment a memorable experience. This applies both to the shopping environment and to the individual units. Examples of shops providing knowledge have already been developed in New York and Tokyo, where goods are displayed as artefacts in contemporary environments, and where there is plenty of space for shoppers to walk around and look at the goods from different angles. There might also be informative explanations of the manufacturing process or the technologies involved, as in Nike Town and Sony stores. In these sort of shops the purchasing is carried out in a separate dedicated area.

The challenge is how to bring this knowledge-making experience to a shopping environment. Shopping places will need to exploit this and make the visit memorable, even to the extent that the shopping trip becomes more important than the purchase. It will need to be a fulfilling experience and it should provide something that is unique and different to visiting another place. It should have a sense of place and this will also require the architecture to be of sufficiently high standard to be memorable and fulfilling.

Increasing Expectations

Familiarity and travel have raised public expectations about the retail offer and the ranges available. Now the public expects more of the right kind of shops to be grouped together to facilitate comparison shopping, together with larger units displaying full product ranges. Shopping environments should be examples of good urban design. It is very important for designers to be responsive to a place, its history and culture, and make their designs respond to it. The designer's skill will manifest itself in taking these requirements on board without making the end design patronising.

The quality of the environment of shopping amenities from arrival to departure has been improved, and will continue to be so, because people will vote with their feet and shop elsewhere if it is not right.

Making a Destination

As part of a shopping trip, attractive shopping places can double up to provide a civic destination space which forms the hub to a centre or town. These spaces can have both local and regional uses. They are particularly important as local social meeting points and as tourist destinations. Forming such spaces is a key element of shopping centre design. The opportunity for creating a civic destination can be one of the most rewarding aspects of being involved in the design of retail environments.

Customers Become Guests

With competition between centres increasing, providing the right level of facility can make the difference to success. Developers have recognised this and new benchmark levels of customer care continue to raise the standards from customer arrival through to departure. The level of amenities in some

Figure 1.7 Shopping places double up to provide a civic destination space, Hays Wharf Galleria, London, UK (1988). *(Source: St Martins Property Corporation Ltd)*

shopping environments now parallel that in hotels. This level of consideration given to customer quality is part of the package from entrance to exit. Provision of drinks and refreshments, cashpoints, seating, design of toilets, disabled facilities and crèches are all important customer requirements that can no longer be positioned in remote and inaccessible parts of a centre, or added to a design as a necessary but non-integral afterthought. They are fundamental to the planning and organisation of a centre and must be considered at the outset.

Demographic Change

With more of the population aged over 60 than under 16, and this older percentage being healthier and wealthier, society is more youthful for longer. This trend towards an increasingly older and more active population means the right retail and catering offers in the places they shop must be tailored to fit their requirements and characteristics. Although this group might be grey, it is not necessarily dull and its retail demands are diverse and discerning. It is careful of its use of time and when these consumers go to a shopping centre they want it to have the right facilities, in the right environment, with the right levels of safety and security. It is this particular generation, which is generally well-travelled, experienced and knowledgeable, that wants shopping to be a positive, memorable experience. It also has high expectations allied to close attention to detail.

Catering Facilities

The amount of catering as a percentage of the total retail area in shopping centres has been steadily increasing over the past 20 years. The main reason for this has been to increase 'dwell-time' – the length of time shoppers stay in a centre. If they enjoy the experience more, they will stay longer and will spend more per visit.

Centres must provide broad ranges of catering facility from cafés to fast-food, plus a range of restaurants and bars. Catering in shopping centres has progressed from simple fast food in food courts to a sophisticated broad-spectrum of food offers being provided.

The range of different types of food outlet can be categorised:

- simple refreshment, such as small outlets, kiosks, stalls and vending machines
- fast-food and snack areas

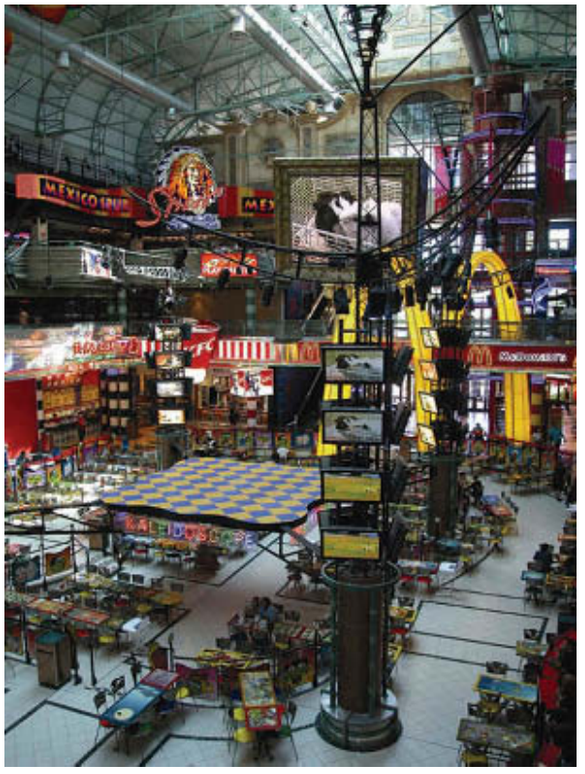

Figure 1.8 The archetypal fast food court, Canal Walk, Century City, Cape Town, South Africa. *(Source: Peter Coleman)*

- light meal, which might be fresh food, salads, or sushi
- medium-stay meal
- comfortable or memorable meal.

The nature and size of the catering depends on the size and location of the centre. Each centre will determine a catering offer to suit the size and nature of the centre and will not necessarily need to provide this full range.

Safety and Security

With increasing exposure to crime and terrorist threats, providing a safe and secure environment has become a major factor in shopping centre design. But shopping centres are not fortresses and designers must achieve a balance. Security, therefore, must be incorporated as a necessary but discreet element as far as possible. Entrances have to remain inviting and encourage access. In an urban setting, entrances and thresholds often need to be made invisible to maintain integration and permeability within their context of the town centre.

Leisure and Entertainment

With shopping being increasingly combined with leisure activities – especially in the large regional retail destinations to encourage a long stay or a full-day visit – a range of good quality leisure facilities increasingly need to be provided.

Shopping combined with leisure is not restricted to large regional centres. For example, 38 per cent of all planned new shopping centres include a large leisure component. Society is participating in more out-of-home leisure time, including dining out.

Leisure facilities build on the correlation between enjoyment and the feel-good factor which, in turn, encourages people to spend. Such facilities would include:

- cinemas; ranging from multi-screen complexes down to single-screen arts film theatres
- theatres or music venues
- events spaces
- gyms and health clubs
- climbing walls
- bowling alleys
- slot and electronic games machines
- casinos
- surfing, swimming and other sports.

Leisure facilities relate well to catering and dining and to leisure-based retail such as book or music shops, but such facilities have to be carefully thought out and provided. They tend to be space hungry and bring in lower rents than shops and therefore are often better suited to locations in lower-value areas, perhaps on floors above the shops or in the more remote locations of a centre. When including leisure with shopping it is important to ensure compatibility. For example, leisure activity may focus at a different time during the opening period to avoid a conflict with the use of car parking facilities.

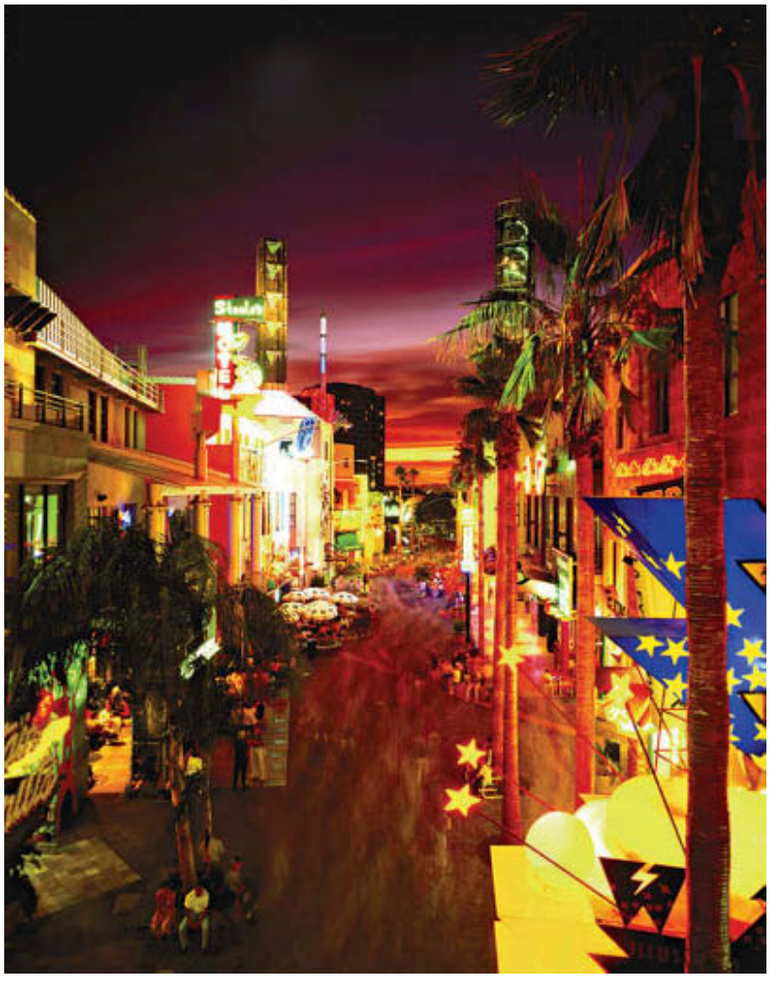

Figure 1.9 Retail entertainment centres where retail catering and leisure facilities are equally arranged, illustrated by Universal City Walk, Los Angeles, USA (1993). *(Source: Jerde Partnership/Stephen Simpson)*

Women Shop Most in the UK

According to The Future Foundation, two-thirds of shopping is currently undertaken by women, which reinforces the need for a safe and secure environment. (Grosvenor/British Council of Shopping Centres Report, 2002, p. 11). Leisure elements in a centre can therefore be tailored to attract and cater for different sex and age-group preferences. It also means that when families go shopping, other facilities for men and children must also be provided. To minimise in-family stress, facilities will range from in-store amenities, such as seating areas adjacent to fitting rooms, to in-centre facilities, such as specific male or youth-oriented shops, crèche facilities and leisure activities.

As the social trend for men taking a more active role in parenting and cooking is borne out in the future, they are likely to become more active shoppers. Future shopping centres will need to cater for this change without alienating women. Another major demographic change is that there are now more single-person households and providing facilities for these 'singletons' is also something designers and developers need to take into consideration.

Figure 1.10 In Northern Europe most shopping takes place in the four months with least daylight – emphasising the importance of artificial lighting. *(Source: Finnish Tourist Board)*

Shopping Habits

It is commonly recognised in northern Europe that most shopping takes place in the four months with least natural daylight. The months of October, November, December and January generally account for 80 per cent of all retail sales. This emphasises the importance of providing high standards of artificial lighting in public spaces.

The shopping seasons also influence the completion and opening dates of developments. Building programmes will be tailored to target such key trading periods. Developers and owners will aim to complete their centres in time to maximise their impact, and allow rental income returns to start as soon as possible. If aiming for the Christmas shopping period, for example, centres will need to open at the end of September or early October at the latest.

Planning Issues

Planning legislation has had a significant influence over shopping centre design. This has been particularly so in the UK and Europe since the mid-1990s. Planning is obviously necessary to protect the countryside and to prevent urban sprawl. In this way out-of-town shopping development has been stemmed and strictly controlled. This has refocused attention back to the city heartlands and caused the development of a new generation of retail centres in urban environments.

At the same time, to protect the character of town and city centres in the UK, new legislation and design guidance has come in which has influenced the nature of shopping design in towns. For example, the scene for urban-led regeneration and the formation of urban communities was set by the seminal report, *Towards an Urban Renaissance*, chaired by Lord Rogers, which illustrated design-led ways of improving the quality of our towns (and countryside) through design excellence, social well-being and environmental responsibility within a viable economic and legislative framework (Department of Environment, Transport and the Regions, 1999). The Urban Task Force report led to more specific design guidance from both the national consultative body, the Commission for Architecture and the Built Environment (CABE) and the retail industry, the British Council of Shopping Centres (BCSC).[1]

The design guidelines challenge the conventions of traditional shopping centres. They encourage open streets, with potential for covered streets and smaller building blocks; they promote individual buildings, designed by a mix of architects; and there is a desire to create a variety of architectural styles. In general they discourage large inward-looking, impermeable, internalised shopping environments and, instead, seek integration with other parts of a town centre, incorporating a mix of uses in addition to retail.

The result is a new type of urban centre designed as an integral part of a town centre, which combines the outward appearance of open or covered streets with the convenience and operational benefits of a planned and centrally managed shopping environment. In other words, something which has the benefits of both worlds; combining the best of town centres, with their cultural and civic qualities, with the comfort and convenience of a shopping centre. As yet there are only a few completed examples, but these will undoubtedly increase over time.

The new type of centre is complex in its nature:

- it has invisible boundaries
- the public spaces do not have recognisable thresholds separating them from other parts of the town

[1]CABE has produced several guidance publications referred to by planning authorities, for example *By Design – Urban Design in the Planning System; Towards Better Practice*, Department of the Environment, Transport and the Regions, CABE, 2000; *Creating Successful Masterplans: A Guide for Clients*, CABE, 2004. The BCSC, in recognition of CABE's guidelines being for the purpose of general urban design guidance, produced a specific guideline for town centre retail development – *Urban Design for Retail Environments*, BCSC/BDP, 2002. The principle to these guidelines recommends more sustainable and integrated development in town and city centres.

Figure 1.11 A masterplanner architect and two other architects designed the successful mixed use development, Marienburg, Njimegen, The Netherlands (2000). *(Source: Sjaak Henselmans)*

- it provides modern convenient retail spaces of the right size and variation
- it is safe and secure
- it has integrated service vehicle access even though it is part of the city streets
- it has user-friendly and convenient car parking
- it has a good close relationship with an integrated transport network.

This new type of centre is encouraging significant proportions of town centre retail environments to be centrally managed. This can be a combination of the developer's management team and the local authority team. Architects and designers are becoming accustomed to the idea of shopping centres being designed to be integral parts of town centres.

Such an approach, combining urban design with the technical knowledge of modern retail facilities, which is often referred to as the 'urban agenda', requires a broader range of skills than was common with traditional large out-of-town centres. Skills required include urban design and town planning, as well as architecture.

To create a town-centre-based shopping centre having a similar organic quality to that of a town that has grown over several hundred years, demands an architectural approach with a variety of treatments. And, although it is possible for a single architect to bring a variety of architectural approaches to different buildings, the new urban shopping centre tends to encourage the involvement of different architects working on individual buildings or blocks within a masterplan. On such projects a lead architect, or masterplanner, will work with other architects, with the lead architect acting in a coordinating role. The lead architect may also undertake a proportion of the detailed design work.

Environmental Awareness

A greater awareness of the environmental impact of a large shopping project causes designers positively to incorporate such criteria as:

- ways of consuming less energy
- using more passive means of controlling the use of energy, e.g. using greater insulation, using natural ventilation and daylight, the careful positioning of glazing, and avoiding solar gain
- using locally sourced materials
- re-using waste materials
- ensuring less dependency on cars and promoting an integrated transport system.

Integrated Transport Policies

All sorts of means of access and modes of transport must be considered when planning a shopping centre. Such modes include:

- cars
- public transport – bus, tram and train
- bicycle
- pedestrian.

All these modes must be brought together to operate in a single integrated network.

Economic Issues

Maturity of the Market

In northern European countries the population is generally well provided with retail facilities. Shopping centres began to appear in the UK some 50 years

ago and now, in Britain, there are around 1500 centres, which is the largest number in any country outside North America (BCSC Report, 2001). Therefore, opportunities for building new centres in the UK are few and any new facility has to be better than those preceding it.

Competition

The density of urban development in some regions of the UK creates competition between adjacent centres, which inevitably attract the same potential visitors from within a 40 to 60 minute drive-time. A centre often finds it necessary to keep up with a neighbouring new competitor in order to maintain the centre's asset value, which can generate the need for refurbishment. The shopping public only has so much disposable income and time available to shop, therefore competing centres must capture that urge to spend by providing the right retail offer in comfortable and secure surroundings.

Need to Modernise Town Centre Facilities

Despite the boom in building out-of-town shopping centres in the 1990s, over 80 per cent of shop floor space in the UK is still located in town centre high streets. However, only 35 per cent of town centre space has been built since 1985 (Bridget Roswell at BCSC Conference, 2002). Therefore, more than half of all UK retail space is either old or out of date and does not meet the needs of current retailers. It is clear that there is a great need to rebuild and modernise town centre retail facilities. Much of architects' work in the future will involve modernising existing space and great care will be needed to integrate these modernised facilities into town centres in a sustainable and sensitive way.

Figure 1.12 Typical European high streets with premises which do not meet modern retailer requirements, illustrated by an early shopping precinct, Market Way, Coventry, UK (1955). ***(Source: Peter Coleman)***

Expectations

Public expectations of what makes a good shopping centre have been raised by advertising, ease of travel and greater mobility. Failure to meet these heightened expectations will result in shoppers going elsewhere and a centre losing its market share. The public is well aware that there is usually another centre within a radius of 40–60 minutes drive-time.

Value

Consumers expect best value and will search until they find it. Retailers need to operate from efficient premises to provide this. Unit sizes need to be larger to achieve economies of scale and the larger unit also allows fuller ranges to be displayed, thus improving the offer.

Importance of the Customer

General market demand, based simply on measures of affluence, has developed into more sophisticated means of categorising customers. Among these measures, shoppers are now characterised into lifestyle types by habits, activities and age. This more realistic and accurate model of customer or predictability is taken into account when deciding on the retail mix to be provided in shopping facilities.

A new micro-social science has emerged through the work of several consumer researchers such as David Lewis, joint author of *The Soul of the New Consumer*, which has given new insights into consumer behaviour (Lewis and Bridges, 2001). Using such studies has enabled centres to be specifically customised to suit local catchment area characteristics, both in terms of retail mix and in the core values of the design. It has allowed themed retailing, where bespoke groups of shops are created within a centre, for example, by providing shops focused on youth fashion, ladies fashion,

leisure activity or homewares, and which are specifically tuned to the aspirations of the particular catchment area.

Taking 'tuning the mix' further means that entire centres can be themed, where the buying characteristics of the likely catchment area justify it. Examples include Fashion Island in Newport Beach, California, which focuses on high profile fashion labels, or Villa Arena in Amsterdam where the whole centre provides solely homewares.

Figure 1.13 Focusing the mix of a single centre to one type of retailing. A whole centre for homewares, Villa Arena, Amsterdam, The Netherlands (2001). *(Source: Benthan Cronwell)*

Tenant Mix

Shoppers are looking for more product variation and a broader tenant mix. This requires centres to be of sufficient size to be able to provide this mix and the careful selection of tenants to get the right retail offer. Size and mix are key to getting the centre right.

Constant Change

Retail provision is a dynamic industry where the drivers of change extend beyond the seasons and operate, to some extent, outside standard changes in fashion criteria. New types of retail constantly emerge requiring new types of facility and new standards.

Trading patterns too are evolving all the time and these also influence design requirements. For example, stock changes are now more frequent which, in turn, involve corresponding changes in display and fit-out and more frequent delivery and handling of goods.

Retail supply patterns have altered. Computerised tills linked directly to stock control and warehouses have allowed just-in-time delivery methods, resulting in less on-site storage and a greater reliance on regular delivery from centralised hub warehouses.

Global Retailers

Many retailers now expect to operate across more than one country. They have set new standards in shopfront and fit-out, and have often been at the forefront of raising benchmarks and taking new ideas from one country to another. Not least among these new standards is their willingness to trade on several levels. Familiar examples include Mango and Zara of Spain and Benetton of Italy.

Figure 1.14 An example of Global retailers, The Apple Computer Store, Regent Street, London, UK (2004). *(Source: David Barbour)*

Economies of Scale

As shop units become larger, shopping centres have correspondingly become larger in order to accommodate them, and they remain viable by maintaining a balance and range of retail offers. Large stores are often encouraged to take space in centres by low rents or other financial incentives. For the centres to afford making these beneficial deals with key tenants and to build up a viable critical mass, they require a necessary amount of other units to pay the full rent.

Emerging Competition

Shop units have to compete with other methods of shopping, such as catalogue purchasing and 'e-tailing', which is available in a variety of electronic formats. Though alternative forms of shopping may increasingly impinge on the market share of non-comparison shopping, such as books, music and general foodstuffs (as long as delivery and security issues can be adequately addressed), there will always be a strong demand by people to go shopping when seeking comparison goods where sight, size and feel are all important.

Yet, while Internet sales currently have little impact on traditional sales proportions, we should not overlook the impact of the IT-savvy generation (sometimes called 'Generation X'). This generation will come of age with real spending power, probably after 2010, and these techno-consumers will have a great influence on future modes of shopping.

Technology, that is now at the leading edge will, in time, become commonplace. By 2020, for example, 80 per cent of the British population is likely to have adopted interactive services in the home (Grosvenor/BCSC, 2002). The three technological developments of interactive TV, mobile Internet and Broadband are the most likely to impact on shopping and the future of shopping centres.

Advances in technology will not replace traditional shopping activity, just as the cinema has withstood television and video formats, however, it will influence how we shop. IT will combine with traditional formats and shops will have to find a way of integrating this into their offer. IT will enable shoppers to become more informed – they are likely to research prices, styles and ranges on the Internet before going shopping. There is likely to be more informed and focused shopping and less browsing – requiring shops and shopping centres to be more streamlined and easy to use.

Anchors Remain Important

A good department store remains one of the mainstays and one of the desirable elements of a town centre or shopping centre. In 2001, there were over 600 department stores in the UK. However, they are having to reinvent themselves to respond to younger and more selective markets. Interiors are being modernised and rationalised. Product ranges are reflecting the demands for specialisation; focus is moving to the most wanted products, with fashionware coming to the fore and other product lines being dropped altogether. The presence of anchor stores in a development still remains a crucial factor in attracting other retail tenants to come in.

Figure 1.15 A well designed department store remains a desirable element of town centre development, illustrated by Richard Meiers Peek and Cloppenburg Store, Düsseldorf, Germany. *(Source: Arcaid/ Richard Bryant)*

Shopfronts Raise their Skirts

With shop units becoming larger, more retailers are taking up mezzanine or first floor space. In response to this trend for double height shops, shopfronts

Figure 1.16 DKNY shopfront – typical of the double height shop fronts frequently seen in the West End, London, UK. *(Source: David Barbour)*

have risen vertically from single-storey to two or more storey heights. This has opened up views into the shops, creating more animation on to the streets and also, by providing public internal spaces in the shops, helping to improve the vertical proportions of the public spaces they address. Shopfronts are now more dramatic, contributing directly to the quality of the streetscape and helping shops provide animated frontages.

The Big Challenges

All these issues facing the retail industry need to be addressed and will have an influence when considering a new shopping facility. Of these issues, there are certain key ones which are already challenging the thinking about the concept and design of a centre, to the point where a new type of facility has emerged. These issues have added to the existing range of shopping formats.

The key issues which will continue to challenge existing assumptions and drive through radical changes are:

1 The maturity of the market: where competition between centres causes them to strive to achieve a difference and capture the public's need to spend.
2 Understanding the customer: where increasingly specialised knowledge enables research to be used to select retailers and create core design values to customise a centre to a location. It is no longer sufficient to roll out a formula.
3 Public sentiment: this has been moving away from internalised shopping centres, towards a wish for more open and permeable environments.
4 Planning background: this has been generating a need for more sustainable shopping environments.
5 The urban agenda: this is encouraging street-based retailing and has caused a change in the type of retail facilities being designed. It is pushing a move towards more mixed-use development, robust and flexible masterplans and managed town centre shopping environments.

All these factors combine to challenge the industry to consider new types of shopping environments and stretch further into new territory – beyond traditional shopping centres into new types of shopping. These include designing street-based retailing in mixed-use environments with all the facilities and amenities of a traditional centre. As the fictional Spock might have said to Captain Kirk: 'It's a shopping centre, Jim, but not as we know it.'

These qualities of reinvention and diversification have influenced both the title and contents of this book. Everyone involved in the formation of shopping facilities will need to be aware of the continual emergence of new types.

In making a step-change away from the established criteria of enclosed shopping centres, combined with the sophisticated knowledge of customer research and the fine tuning of the tenant mix, the time approaches when the maturity of design understanding will allow almost any arrangement to work, so long as it has been thoroughly researched and considered.

Therefore, a design should work so long as it meets these fundamental criteria:

- it understands and is targeted to meet a local market
- it meets the requirements of the retailers
- it provides adequate back-of-house facilities

Figure 1.17 Even an old power station which utilises a well researched retail brief can be converted into a shopping centre, Battersea Power Station, Battersea, London, UK by Sir Nicholas Grimshaw. *(Source: Nicholas Grimshaw/Hayes Davidson)*

- it provides a safe and comfortable public environment
- it complies with planning guidelines and consultative bodies.

New forms of shopping facility will continue to emerge which capture the best of the high street and traditional town centre, while providing levels of retailing and customer comfort with modern efficient servicing and operation.

Whatever new or emerging types of shopping facility eventually come into being, they can only add to the diversity of the existing range. However, each new type will require new skills and technical understanding from those involved in their creation. I see the new urban shopping centre as one which has been added to an existing menu and which, at the moment at least, is actually the dish of the day.

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Figure 1.18 A glazed diagrid covers the naturally ventilated public space, to form the focus of the Bristol City Centre Expansion, Bristol, UK (2008). *(Source: Chapman Taylor)*

Figure 2.1 Watercolour reconstruction of general life in the Greek Agora, which was intermittently used as a market. *(Source: Mary Evans Picture Library)*

Historical Evolution of Places for Shopping

2

Ancient Times

From the time of selecting goods, from those laid out on a woven trading mat in the Greek *agora*, to choosing with a click of a mouse on a sponsored vinyl mat, the evolution of shopping formats has been long and complex. The background and evolution of shopping formats up to the establishment of the first purpose-planned shopping centre is outlined here.

The different formats of shopping activity have progressed from the earliest civilisations in isolated kingdoms to the interconnected world of today. This journey of evolution has involved a continuous process of change and will continue beyond the formats and guidelines outlined here. The evolutionary process, from the earliest civilisations up to the early part of the 20th century, is summarised in the time-line diagram shown in Appendix 2.1 (page 50), which is organised into the principal periods.

Early Civilisation

From earliest times humankind settled together in groups, probably for reasons of safety and convenience, and at some point began the activities of trading and exchanging agricultural and crafted goods grown or made by others. Early trading activities took place in meeting and gathering spaces.

Although the knowledge and skills of the Egyptians were well-advanced, there is little evidence of where, in what space or building, they carried out their trading activities. For the Greeks, trading took place in the *agora*. This was an open square formed as a meeting-place, often between the ruling palace and the town's principal buildings, and was intermittently used as a market. On market days, goods were laid out on mats or on temporary stalls to allow other activities – such as voting and debate, public displays, sports and parades – to take place outside market days. The earliest trading took place at the hub of the settlement, and so established the integrated relationship between trading and the heart of civilised activity in the centre of towns.

Roman Forums

The major cities of the Roman world also formed open spaces as the centre of civic life. They were used for a variety of purposes and were surrounded by temples, basilicas, bathhouses and state buildings. The activities of religion, law and commerce overspilled into the forum spaces. The citizens came to the forum to worship, do business, play and shop. Shopping was one of a variety of activities which took place both in the buildings and in the forum space.

Rome had two forums, Forum Romanum and Trajan's Forum. The Forum of Trajan, initiated by the emperor in 115 AD and completed by his successor Hadrian by 128 AD, was a vast area, formally arranged as a series of terraced crescent-shaped buildings where the shops were on four levels. These are some of the first recognised defined shop spaces and were provided in a variety of ways from the lowest level upwards. In the crescent-shaped

Figure 2.2 Trajan's Forum, Rome – a reconstruction with the Markets of Trajan in the background right. *(Source: AKG)*

Figure 2.3 Reconstruction of the antique Forum Romanum with strong civic architecture and discreet shops. *(Source: AKG)*

colonnade the shops faced directly onto the forum at ground level. Above this sat the Great Hall, forming a two-storey high, vaulted interior hall 33 m long by 9 m wide, lined on each side with shops on both ground and galleried levels. A fourth level of shops arranged in a hemicycle faced onto another terrace. The shops are likely to have been open-fronted with a counter across the front, for display and trading facing onto the public walkway.

Trajan's Forum was a magnificent arrangement of shared-use buildings and is likely to have been one of the first collections of defined shops. They were also unique in being largely under cover and arranged on several levels. Pevsner described Trajan's Forum as having 'about 150 shops on various levels selling wine, grain and oil' (Pevsner, 1976, p. 235). As a shopping venue it has only recently been rivalled and arguably never equalled for its combined civic magnificence.

Medieval to 19th Century

Medieval Market and Town Halls – 11th–16th Centuries

The traditional wisdom used to be that, with the demise of the Roman Empire, western Europe drifted into 500 years or so of dark ages, shopping included. However, trading never ceased and while the large-scale retail environment of the Roman forum was not re-attained until many centuries later, and barter rather than money may have become the normal basis for exchange of goods, the successor kingdoms to the Roman imperium did have markets and ways of obtaining necessary and desirable commodities.

When greater stability and wealth returned to northern Europe under Charlemagne and later the Normans, towns began to prosper again, alongside the castles and abbeys, eventually broadening and developing into trading centres. Markets were held in the towns for trading and led to the formation of shared-use buildings to control this trading and to administer the town. These buildings combined a market hall on the ground floor and town hall above. Under the feudal system, the guilds controlled craftsmanship and also operated from the market hall, frequently leading to the construction of a new hall as craftsmanship prospered.

The market and town halls were the focus of trading and business activity and were located, along with the market square, in the centre of the town. The early market and town hall buildings combined the two uses and were two-storey buildings with a council chamber on the first floor for administering the town, the guilds and the market. The ground floor remained open between the columns and was used as an extension to the market. Trading and the display of goods took place across removable stalls. One of the earliest surviving examples of this combined use building is the Palazzo de Broletto in Como, Italy, inscribed 1215 (Pevsner, 1976, p. 27).

Medieval trading consisted of livestock, agricultural products, craftsman's tools, leatherware and clothing. With growth and prosperity in the towns, the market and town halls grew, leading to the ground floors being walled in, wings being added and courtyards formed to make grand town hall buildings. Some towns developed separate town hall and guild-hall buildings.

Where the market remained within the town hall, the ground floors were arranged into a group of small shops, e.g. Thorn Town Hall, Poland, c1250; Ypres Town Hall, Belgium, c1200 (Pevsner, 1976, p. 29). Thorn Town Hall had ground floor shops for the cloth trade, haberdashers, potters, soap stalls, linen sellers, bakers and cake bakers. These shops faced externally on three sides of the building into the courtyard and also into a covered way beneath the building. In Bruges, which had three separate halls, the Bruges Halles of c1250, separate from the Town Hall and the Cloth Hall, had shops on its ground floor for mercers, spicers, butchers, confectioners, saddlers and cutlers (Pevsner, 1976, p. 236).

Figure 2.4 A typical two-storey medieval market hall with open ground floor trading illustrated by the Old Market Hall, Ledbury, Herefordshire, UK. *(Source: Joe Pie Picture Library)*

Figure 2.5 The ground floor shops influenced the architectural form of the medieval Ypres Town Hall, Belgium. *(Source: AA)*

These examples are the earliest surviving defined shop spaces in northern Europe. Although they were part of a larger town or guild-hall building, the shops formed the principal uses on the ground floor and faced the street or square. This format of outward facing collections of shops would come to form the basis of shop-lined streets throughout Europe in later centuries.

Another example of a combined market and town hall providing a collection of defined shops can be found at the Ring in Breslau, Germany, dating from 1275 (Geist, 1989, p. 40). Here, the market buildings were attached to the side of the town hall and sat in the middle of the main square faced by surrounding buildings (see Figs. 2.7 and 2.8). Beside the town hall, four parallel linear ways lined with shops on each side provided undercover stalls for different types of trade. Shops also faced externally from the market buildings, along with other separate market

Figure 2.6 The wealthier medieval cities were able to afford individual halls representing the flourishing trades of the region – illustrated by the separate Cloth Hall, Ypres, Belgium. *(Source: Bildarchiv Foto Marburg)*

structures and stalls. With the four covered ways separated from the town hall, Breslau represents a prime example of a collection of purpose-built shops under cover.

Geist describes each of the market areas in more detail. Of particular note are the four different ways or streets for separate trades:

- The *Tuchaus* (cloth house), a 100 m long three-storey high space lined both sides with 20 shops with storage space above. This space was originally open, although eventually covered.
- The *Reichkrame* (imperial shops), a covered way between 40 small, defined shops.
- The *Schmetterhause* (crafts hall), a two-storey high hall lined with stalls.
- The *Gewandreissergang* (clothes hall), a hall lined each side with single-storey shops.

The Ring market buildings are likely to have been simple vernacular structures with a workaday quality similar to domestic or agricultural buildings. Although attached to the town hall, the Breslau Market buildings are one of the earliest examples of purpose-built single-use market buildings.

Figure 2.7 A medieval street plan shows The Ring beside the town hall (Rathhaus) in the centre, Breslau, Germany. *(Source: Bildarchiv Foto Marburg)*

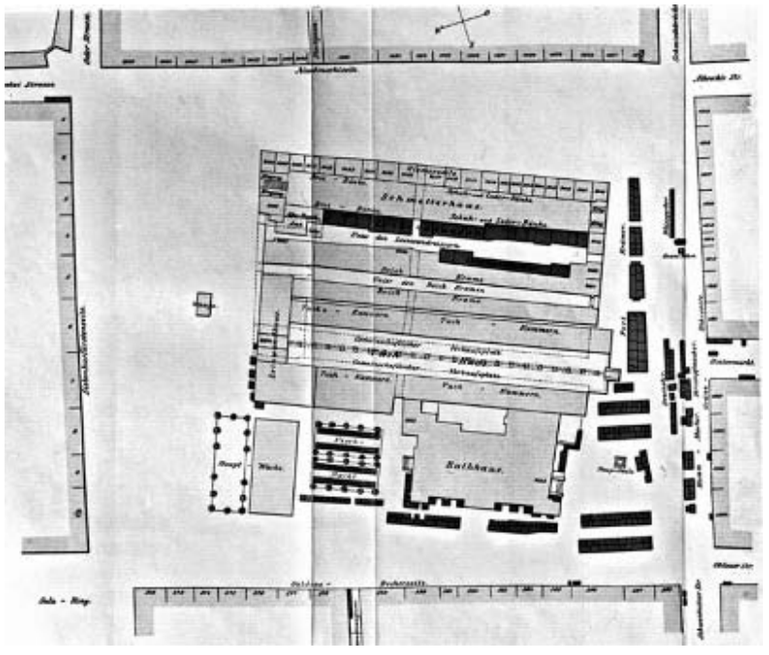

Figure 2.8 Plan of the town square, Breslau, with the four covered ways of The Ring beside the town hall (Rathhaus). *(Source: Bildarchiv Foto Marburg)*

In Italy, during the 14th century, the Tuscan town halls of Florence and Sienna moved the markets into separate buildings. Other towns, such as Bologna, Brescia and Padua, maintained the medieval pattern of a combined market and town hall, with the council chambers on the first floors and an open colonnaded market area below.

In England, the market and town halls, which were generally on a similar scale to Europe, followed the medieval pattern.

Although the Netherlands had general purpose market and town halls, by the 15th century it tended to build more individual specialist halls, separating the meat hall from the cloth hall and town hall. This was largely due to its great wealth – illustrated by the three magnificent separate halls in Ghent (Pevsner, 1976, p. 236).

Generally, by the 16th century, across Europe market halls were no longer combined with town or guild uses. New market halls were built as large linear structures covering long nave-like spaces, with side aisles lined with stalls forming collections of shops.

Figure 2.9 The Cloth Hall (1425–1445) Ghent, Belgium. *(Source: Art Directors/Tibor Bognar)*

Eastern Bazaars

While the medieval market and town halls were developing in parallel with eastern bazaars, the European examples outlined above were restrained and austere in comparison with the range of retail formats expressed in the various types of bazaar.

In the bazaars of the East we see significant progress and development in the organisation and arrangement of shops; in the type of retail format; in the use of architectural forms; in the scale of development; and in the self-expression of retail and trading.

Shops in the medieval market and town halls were based around the market square and the shared use of town hall buildings. A collection of shops was formed within the ground floor of a single building, albeit sometimes a large one. The bazaar, on the other hand, took a variety of forms in different architectural arrangements across the cities of North Africa and the Middle East, all expressing the singular use of trading.

The 13th century bazaars in the city of Fez in Morocco illustrate two types: the 'covered street' and the network grid or 'souk'. The covered street bazaar was arranged on a central street lined each side with shops of various sizes, protected from penetrating sunlight by a wooden structure overlaid with grass mats. The shops were raised above the road with a trading counter across an open frontage. Wooden shutters closed off the shops at night. In the second type, as at the Quissariya bazaar, a more intense collection of small shops was formed by a network of small alleyways in a grid. This bazaar represents a type referred to as a 'souk' and is found in many cities of the region.

Istanbul's Grand Bazaar (Turkish *kapaliçarsi* = 'covered market') is one of the largest bazaars, covering a single area of 200 000 m^2 (20 ha) and forming

Figure 2.10 Medinna Bazaar, Morocco – today's Fez retains many of the traditional qualities of the original street bazaars. *(Source: Robert Frerck, Odyssey Productions)*

Figure 2.11 The Grand Bazaar, Istanbul today retains many early characteristics of a network of trading streets. *(Source: Robert Frerck, Odyssey Productions)*

a whole district of the city used primarily for trading. A network of streets, lined each side with booths, forms the general pattern for this collection of shops. There are also two main insertions set into the grid made by two formal masonry buildings, each with major interior spaces formed by domed colonnades. The buildings were surrounded by numerous shops, some with external colonnades and vaulting over the adjacent streets.

Like the markets of medieval Europe, the crafts were regulated. However, they were organised into streets or buildings forming different quarters for leatherware, jewellery and metalworking throughout this major district. In its heyday the scale and variation of goods in the different streets must have been a magnificent sight.

One of the perennial hazards of these historic enclosed shopping spaces is fire, and Kapaliçarsi was damaged by fire to various degrees in 1546, 1618, 1652, 1660, 1695, 1701, 1750, 1791, 1826 and 1954, but has always been repaired after each disaster. It also suffered greatly in the earthquakes of 1766 and 1894.

In addition to the two masonry buildings within the Grand Bazaar, there were other buildings in Istanbul forming bazaars. The Egyptian Bazaar of 1470 was a collection of shops within barrel-vaulted wings which formed interior spaces lined each side with small shops. (A plan shows a part of this bazaar arranged in an L-shaped building.)

The greatest bazaar was built in Isfahan in Persia under Abbas I (1585–1629). This was a formally laid out insertion set uncompromisingly into the organic street pattern. The bazaar was conceived as a forum with the shops laid out as a series of internal architectural spaces based around two large open courtyards. The shops were arranged into various architectural spaces:

- along the sides of the open colonnades facing on to the courtyards
- arranged either side of a 220 m long ogee-arched and domed linear hall
- in a single side of an arched and vaulted aisle attached to the wing of the courtyard
- around octagonal domed spaces arranged at the entrances or corners of the wings.

A commonly illustrated part of this bazaar is the fabric bazaar, formed by a double height vaulted and domed internal space with shops on either side, first floor balconies and an octagonal domed space at the crossing. The shops were arranged between the columns with open fronts and a counter separating the shop from the public walkway. Ornate geometrically patterned wooden screens with first floor

Figure 2.12 Isfahan Bazaar today conveys some of the spatial grandeur of the purpose-built shopping facility in Persia. *(Source: Art Directors/Michael Good)*

balustrades set above the shops had integrated wooden shutters to secure the shops. The vaults and domes were lined with patterned brickwork and small openings in the domes allowed controlled amounts of daylight. The bazaar of Isfahan is a prime early example of architectural forms being used to create humane urban spaces for a large collection of shops.

In the city of Bokhara, now in Uzbekistan, the bazaars adopt the form of linking elements between the major buildings. Here the mosques, baths, *chans*, mausoleums, palaces and formal bazaars, which are separate and individually planned, are linked together by a variety of open and covered shop-lined streets. In some parts the linking street element becomes a vaulted structure through which the thoroughfare passes.

In the eastern bazaars there were major developments in the evolution of shopping formats which were different from those in the European market and town halls. Most notable were the great variety of ways in which the collections of shops were formed, the use of whole covered streets, the increase in scale to form whole city districts, the use of buildings singularly as shops, the formation of retail and trading districts exclusive of other uses, the formation of networks of streets and the confident use of architectural forms to make places. The eastern bazaars were also fundamentally different in that they were generally inward looking, with the shops facing into a covered street or interior space.

The shared-use European market and town halls generally arranged the shops to face outwards on to the squares and streets. As the market halls became separate buildings, in some instances, the shops were also arranged to be inward looking, with the stalls arranged beneath large enclosures.

Exchanges

In late 16th century Europe, with the onset of wider world trade and the evolution of banking, credit, shares and limited companies, another type of trading building emerged following the town hall, market hall and guild-hall. These buildings, known as 'court hall exchanges', originated in Antwerp and Amsterdam and combined simultaneous activities, with open stands selling goods on the first floor and commodity trading stalls on the ground floor.

Between 1566 and 1568 the Royal Exchange was built in London, based on the Antwerp Exchange (this original was destroyed). A two-storey arcaded open courtyard provided two levels of trading, each with corridors lined with leaseable open stalls. Due to its success, other exchanges followed in London. The Exeter Exchange (1676) was a simpler building form on two floors, providing a long room on the

Figure 2.13 A vaulted space between the civic buildings provided a covered space, Bokhara Bazaar, Uzbekistan. *(Source: Art Directors/ Martin Barlow)*

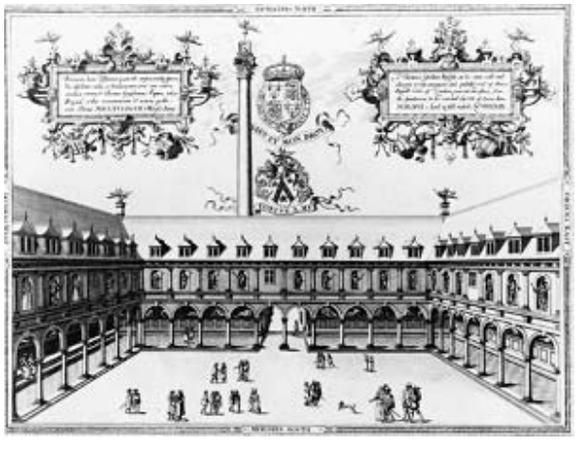

Figure 2.14 Lithograph of the open and colonnaded courtyard with two levels of trading at the Royal Exchange, London, UK (1566). *(Source: Guildhall Library)*

Figure 2.15 Exeter Exchange, London, UK on the site of The Strand Palace Hotel (1676). *(Source: Westminster Archive)*

ground floor, with the first floor lined each side with open trading stalls. The unique quality of this building was the collection of stalls in a large interior space with public thoroughfares passing between the lines of stalls. The stalls tended to sell luxury items for the wealthy. In 1773 the first floor was famous for its menagerie and is an early example of shops and leisure complementing one another and attracting visitors with leisure pastimes. At Galerie des Marchands in Paris, a similar exchange was formed in the old royal palace, which also sold luxury items. The exchange format, selling luxury items under cover in enclosed spaces extending over two floors, influenced the subsequent shopping formats of arcades and department stores.

Streets of Europe

In Europe, the location of shops gradually diversified from the exclusive domain of the market hall, town hall and guild-hall. Certainly, in Italy during the 16th century, and in northern Europe in the 17th century, trading occupied the ground floor of other premises. Large amounts of the central streets of London and Paris were lined with shops, pubs and coffee shops. Trading was still controlled by the guilds and the shops were organised by type into the same street.

Figure 2.16 Cheapside, London, UK (1638) typifies the urban streetscape of the time with open fronted ground floor shops and living accommodation above. *(Source: Guildhall Library)*

Figure 2.17 Lithograph of the guild controlled Bread Street, London, UK. *(Source: Roger Vaughan Picture Gallery)*

Figure 2.18 Portici Via Roma adopted an urban form in response to the southern European climate, typical of the extensive colonnaded streets of the city of Turin, Italy. *(Source: Archivio Fotografico Tourismo, Torino)*

This organisation is reflected in the naming of certain streets – Milk Street, Bread Street, Cordwainer Street and Rue de la Lingerie. In the larger cities, several streets combined together to form quarters representing a trade or craft – e.g. the jewellers' quarter around Hatton Market in London. Shops are also likely to have lined the ground floors of buildings forming the squares or main streets of other European market towns at a similar time.

The streets in northern European towns, where these early shops were located, were open with some protection provided by individual shop canopies and the projecting gables above. In southern Europe, in order to protect the shops from direct sunlight, the urban form of colonnaded streets was adopted, where the ground floor was inset from the upper floors behind a colonnade. Nearly every street in Turin is laid out in this way.

Figure 2.19 Lithograph of the west view of St Ethelburgh within Bishopsgate, showing the early shopfronts of 1736, London, UK. *(Source: Guildhall Library)*

Figure 2.20 One of the first plate glass shopfronts in England installed at Asprey's, London, UK (c 1860). *(Source: Arcaid/Richard Bryant)*

The early shops had open fronts separated from the street by a counter with the goods displayed on the counter and in the frontage. Trading took place across the counter with little reason for the public to enter the shop. Shops were secured at night by placing removable or sliding wooden shutters across the opening or hinged wooden awnings which were lowered down and locked into place.

It was not until the arrival of glazed shopfronts that shops became areas into which the public walked and with this, the front counter was relocated inside. The first glazed shopfronts appeared from the late 17th century in Holland and from 1700 in France. The early glazed shopfronts were formed by a grid of small panes of glass which reflected the limitation of glazing technology. Glazed shopfronts became widespread in London during the 18th century. Illustrations of Bishopsgate of 1736 show a mixture of glazed and open shop frontages on the ground floor, which were arranged below two and three floors of other premises. Woburn Walk in London, originating from 1822, has close gridded shopfronts on both sides of the street.

The close-gridded, small-paned shopfront remained a common feature of shops until the mid-19th century when, in 1840, advances in glass technology saw the development of plate glass. This allowed glass panes of 2.1–2.4 m by 0.9–1.2 m to be used. This development in glazing opened up visibility to the shop interior. In England in 1845 the removal of duty on glass also assisted the growth of a new generation of more transparent shopfronts. Aspreys in London, 1860, and Benson in Bond Street were some of the earliest plate glass shopfronts. Greater and more daring glazed shopfronts followed.

Market and Fair Buildings

Developing from the single use medieval market halls and 16th century shared use exchange buildings, another building form emerged to continue the evolution of the format of collections of shops. This was the 18th and 19th century market building.

The expanding population of major cities drove the need for more and larger markets. Although the prime use of these markets was to trade livestock and agricultural products, the structures also contained collections of shops. The market structures in Paris at the beginning of the 19th century were based on open courtyards with perimeter arcades lined with stalls and shops. The first floor was used for storage, as illustrated by Marché St Germain of 1813–1816. Later markets were influenced by the grand exhibition buildings and took advantage of advances in iron and glass construction. These market buildings were based on large glazed pavilions and covered avenues, like Halles Centrales of 1853 by Victor Baltard. In London, James Fowler's New Covent Garden Market of 1830 rationalised several messy markets into a single structure, formed from

Figure 2.21 A secondary function of the grand exhibition buildings provided a collection of shops beneath the iron and glass structure of Halles Centralles, Paris, France (c 1853). *(Source: Bibliotheque Nationale de France)*

Figure 2.22 Perimeter shops in the aisles of the ground and first floor galleries of the Hungerford Market, London, UK (1833). *(Source: Guildhall Library)*

two large covered halls with external colonnades containing perimeter shops. Fowler also designed the Hungerford Market of 1833 with a single large hall with perimeter shops in the aisles of the ground and first floor galleries. Colonnading was also a feature around the main halls. Other large market buildings containing collections of small shops were the Padua meat market of 1821 by Japelli and Quincy Market in Boston of 1826 by Alexander Paris.

Italian market buildings tended to be more outward facing with the adoption of the *loggia* architectural form. These markets were more a piece of covered urban space than a building that was entered. Alternatively they adopted an open arcade, facing a street or square, which was lined with stalls and shops.

Figure 2.23 A 17th and 18th century fair, set up beyond the city wall to avoid paying taxes, contained shops and leisure pastimes. The Foire, St Germain, Paris, France. *(Source: Bibliotheque Nationale de France)*

Another building form to include a collection of shops were the fairs of the 18th century. The Foire St Germain of 1786 was located at the gates of the city of Paris. Although a travelling fair, the shops were organised into a network of pedestrianised open streets with each street representing a type of shop or trade. The fair was famous for its luxury goods and provided entertainment for visitors. It was possible to dance in the marquees, gamble in saloons, visit exhibitions, attend performances in theatres and listen to singers and musicians.

The Foire St Germain was another early example of the compatibility between leisure, shopping and entertainment. (This fair was possible because it occupied a large piece of land outside the city wall.) Purchasing goods from shops and stalls at the fair stopped once the fairs developed into the grand exhibitions that followed.

Observations and comparisons on the evolution of shopping formats from ancient times up to the market and fair buildings of the 19th century are made in Table 2.1.

Table 2.1 Observations on the early historical evolution of shopping

- Early establishment of the physical relationship between shops and the heart of towns
- Early relationships between the activity of shopping with civic and entertainment activities
- Shops originated as a secondary shared use of other building types
- Collections of shops organised into large building structures from early times
- First collections of shops were arranged in buildings with other uses
- First independent shop buildings in western Europe were workaday utilitarian structures (where few examples remain)
- As new formats emerge, collection of shops return to shared use buildings
- Eastern shop formats were more diverse
- Eastern formats first to establish a collection of shops as a single building
- Eastern formats used architecture more confidently to organise shops
- Covered internal solutions were adopted early on
- Protected urban solutions were adopted early on
- Technology made step-change advancements in shop formats
- Trade organisations influenced form and urban quarters
- The early forms established some common principles:
  - a number of shops of similar size aligned together in a linear arrangement, beside a pedestrian thoroughfare
  - two lines of shops arranged either side of a thoroughfare
  - two or more levels of shops
  - the public ways were protected in an internal environment under a masonry, timber or later under an iron and glass roof
  - shops inside a colonnaded arcade
  - gridded networks of covered streets or alleys

First Generation of Planned Shopping

Up to the mid-19th century, the formats for collections of shops were generally haphazard and secondary to other building uses. While there are some notable examples of planned collections of shops, such as the Forum of Trajan and the eastern bazaars of Istanbul and Isfahan, these were exceptions to the various other collections of shops which remained secondary to the prime activities of the town hall, market hall and guild-hall. Even in the exchange buildings and 19th century market buildings, which were built specifically for trading, the collections of shops were secondary to agricultural or commodity trading.

Developing in the 19th century a new generation of specifically planned collections of shops and new types of shops marked a step-change in the evolution of shopping which reached new heights. These new formats mark the beginning of shops becoming recognisable individual pieces of architecture in their own right.

Figure 2.24 The first European arcade, Galerie de Bois, Paris, France (1788). *(Source: Bibliotheque Nationale de France)*

Arcades

Arcades are a highlight in the evolution of shopping. Originating in the late-18th century and extending through to the beginning of the Second World War, nearly 300 naturally lit arcades were built throughout the world. France led the way with the first arcade, the Galeries de Bois, Palais Royal in Paris, built in 1788. This quickly led to several new arcades being formed between the streets in Paris and London.

A comprehensive and authoritative study of arcades is Johann Friedrich Geist's *Arcades – the History of a Building Type*, which traces in detail the social development and evolution of the arcade and includes an extensive illustrated catalogue of all the arcades planned and built (Geist, 1989). Those seeking points of detail and a chronological history of arcades should refer to Geist's book.

The arcade responded specifically to the social and urban planning issues which faced growing and increasingly urbanised cities, first in London and Paris, and later across the globe. In established cities, land for expansion was scarce and developing within existing city blocks intensified land use and utilised under-used rear areas.

The considerable number of new shops aligning each side of an arcade provided the space to display and consume the growing amount of manufactured goods that became available in the 19th century. The street environment in the major cities simultaneously became increasingly busy, hostile and crowded with horse-drawn vehicles. Society had developed beyond the quality of the available public spaces. The new pedestrianised ways formed by the arcades provided a safe and convenient place, away from the busy roads, which encouraged social promenading.

The arcade was the first European building planned primarily to accommodate a collection of shops. Shops of similar size were arranged on either side of a public thoroughfare connecting two busy existing streets. Early shops in the arcades were open stalls, but quickly became walk-in shops with gridded, small-paned glazed shopfronts. The alignment of the thoroughfare with stalls and shops was an arrangement established in the medieval market building of the Ring in Breslau, the town hall of Thorn and the bazaars of Fez and Isfahan. The unique quality of the arcades was that they were largely naturally lit. This was a feature of the early arcades, which either had top lighting from regular lantern openings in the roof, or were side lit by clerestory windows above the shops. The early arcades were relatively simple and rather narrow, particularly those in Paris which were more like covered alleys and were about 3m wide. Although the interiors were simple, they were unified covered spaces with the