

ARCHITECTURE OF BUILDINGS AND EDIFICES

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**URBAN LOCALIZATION PRINCIPLES
OF PUBLIC CATERING ENTERPRISES**

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Abstract. The article examines the main options for placement of catering establishments in the structure of cities and settlements, reveals their specific features and provides recommendations regarding the location of certain types of catering establishments in accommodation options. Examples of placement of catering establishments of modern domestic and foreign food establishments were taken to analyze accommodation options.

Key words: catering, city, location, territory, urban areas, planning.

Formulation of the problem

Modern catering industrys act as independent elements of urban development, so complex, located in the structure of administrative, entertainment, shopping centers, large, medium, small public buildings or complexes. Extensions of catering industrys types and the direct impact on the social life of the population gives rise to a detailed consideration of the location of modern food establishments in the city structure.

Analysis of Recent Research and Publications

The topic of location of catering establishments in the city structure was considered in the works of the authors: V. P. Urenov “Catering Enterprises” outlines the principles of placement of catering establishments on sites and in the structure of urban development; V. I. Karsekin “Optimization of the location of catering establishments”, the issue of calculating the needs of individual districts in the network of catering establishments was considered. Models of definition of schemes of rational placement of catering establishments are offered; V.A. Eksaryov “Basic principles of formation of types of public catering establishments on highways” are defined principles of formation of types of public catering establishments in the conditions of their functioning on highways. T. Nikulenkova etc. All the works highlight the location of urban development as one of the important factors that affect the provision of public catering and profitability of enterprises. Based on the researches already carried out and guided by the modern dynamic growth of the catering enterprise, their modernization and the emergence of new formats of establishments, it becomes urgent to question the principles of modern placement of the catering enterprise.

Analysis of recent research and publications

The development of this topic contributed to the work on the theoretical problems of modern architecture and urban development of famous Ukrainian and foreign scientists: M. M. Demina, L. P. Lavrova, Yu. S. Asayeva, V. P. Urenova, G. I. Lavrika, V. F. Makukhina, T. F. Panchenko, O. L. Podgorny etc. The history of catering establishments is presented in the works of: I. V. Volkova, G. V. Baranovsky, V. M. Timiryanova, V. P. Urenova. Creation of architectural and spatial structure of catering facilities and their urban planning are dedicated to the works of such authors as: V. V. Adamovich, E. A. Akhmedova, L. E. Baklikskaya, V. P. Urenov, V. A. Eksaryov, V. I. Karsekin, A. L. Gelfond, T. Conran, V. A. Nefedov, T. T. Nikulenkova, N. M. Reznikov, V. P. Urenev. The issues of architectural formation of new types of catering and their functional and space-planning organization are considered in the works of A. I. Breusa, N. S. Bogdanova, I. P. Vasilyeva, V. P. Urenyova, I. R. Fedoseeva and others. The following works were used to cover issues on the specifics of the formation of the architectural environment: Galimshina A. A., Efimova O. V., Nefedova V. A., Perova A. F., Pomorova S. B., Shimko V. T., Urenova V. P., Chernyshova E. P., Yankovskaya Yu. S. Stylistic features of the formation of interiors of objects of public catering are devoted to the works of Russian authors Volkov Yu. F., Denisova N. I., Pyankov A. and their foreign colleagues Baraban Regina S., Colgan S., Mealey L.; Issues of organization of production and service at catering facilities are investigated by: Arustamov E. A., Baranovsky V. A., Gayvoronsky K. Ya., Kalashnikov A. Yu., Kondratiev K. P., Lawler E., Nikulenkova T. T., Radchenko L. O. Based on the researches already carried out and guided by the modern dynamic growth of the catering enterprise, their modernization and the emergence of new formats of establishments, it becomes urgent to question the principles of modern placement of the catering enterprise.

The purpose, to analyze, summarize and systematize the domestic and foreign experience of placement of modern catering establishments in the structure of the urban environment and on the basis of the analysis to form the basic principles of their placement.

Presenting main material

The catering network is being designed as a single interconnected system. The choice of types and their location in urban development depends on the frequency of visits to these businesses and the functions they perform: daily meals for a limited period of time (dining, cafes, eateries) or food combined with recreation, entertainment (restaurants, specialty cafes, bars).

The modern city is a place of high concentration of population with high density of construction, with clear zoning on industrial, administrative, residential, communal – warehouse zones. Each of these zones has its own peculiarities, planning decision, character of development, a certain contingent of the population, which directly influences the design of the network of public catering establishments, and defines it as open (public) or closed to serve a certain category of population.

Enterprises of the open network in urban development place both individual and residential buildings, hotels, shopping centers, railway stations, airports, motorways, suburban areas, recreation areas, resorts, etc. Various accommodation options and conditions impose certain requirements on the food establishments, due to the peculiarities of their location and functional purpose: approximation of catering establishments to the consumer and placement on the main routes of mass flows of the population; low cost time to eat, variety and quality of healthy food.

For optimum development and improvement of the system of catering it is necessary to take into account a number of factors: features of the settlement of its construction, location, number of local population and visitors of the city, location of production enterprises, socio-cultural, administrative and educational institutions, the value of the population's cash income, demand for catering, etc.

In the analysis of modern public catering enterprises, attention was paid to the location of food establishments in the structure of the city, both individual and complex of public buildings, location in close

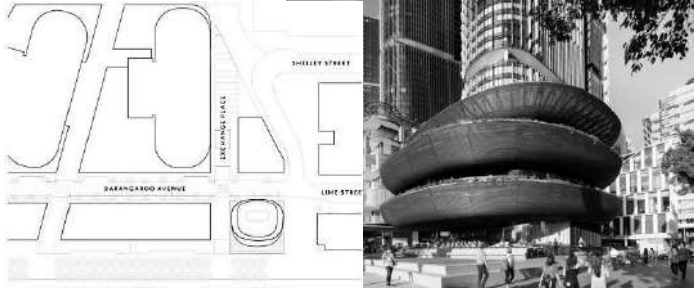
proximity to pedestrian paths, with connection to transport connections. The criteria for highlighting the principles of catering in the comparative analysis are:

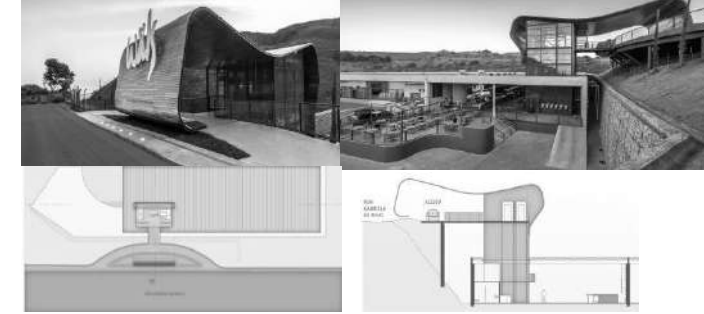
- placement in the structure of urban development – city center, residential areas, periphery, industrial district, historical center, recreation area, suburban area, transport – pedestrian paths, motorways, non-standard location, mobile without binding to a certain place, etc;
- types of catering businesses – restaurants, cafes, bars, cafeterias, fast food establishments and more. More than 50 domestic and foreign food items have been analyzed. In the course of the comparative analysis the principles of modern placement of catering establishments were revealed.

Catering industry accommodation in the city center

Concentration of businesses in the city center is usually quite profitable. Given the large number of shops, office and public buildings, the centers are becoming more attractive to catering establishments than other areas of the city. This is facilitated by the convenient transport accessibility of the population and the pedestrian paths with great walkability. However, there are a number of placement issues. Many businesses located on the ground floor and basement have no entrances and parking spaces (reflected in the accumulation of traffic on the carriageway), poorly developed, and sometimes simply absent commercial area with unloading sites. An entrepreneur interested in the financial side of his enterprise does not always follow the regulatory framework. Mainly in the centers of cities catering establishments are not large establishments with production on the semi-finished products with high degree of readiness (cafes, eateries, bars, mobile food establishments, fast food). High-end restaurants, large-format establishments as a whole appear downtown rarely, or already exist based on historic or remodeled properties.

PRINCIPLES OF LOCATION OF CATERING ESTABLISHMENTS IN THE CITY STRUCTURE

downtown		
		Restaurant Barangaroo, Australia, Architects: Collins and Turner 2017.
in a residential area		

in the recreation area		 Restaurant SÃO PAULO, Brazil. Architects: mass arquitetura, Norea De Vitto. 2012.
in the historic center		 Rocks Polis Station Bar, Sidney, Australia, 2013.
in the suburbs		 Oryukdo Gawon Restaurant.2014.
on motorways		 Olhos D'agua, Brazil,2017.

on pedestrian paths		 Bar MELBOURNE, AUSTRALIA. 2015.
Mobile catering services		

Accommodation of catering establishments in residential (dormitory) areas of the city

One of the most common catering placements is accommodation in residential areas, evenly within walking distance, taking into account public transport stops and pedestrian traffic. The main advantage of such accommodation is the availability of free areas for the design of new catering establishments with a full cycle of cooking (restaurants, canteens, specialized cafes), the construction of multifunctional complexes including catering establishments. The disadvantage is the dependence of the occupancy of the institution on the season, time of day, days of the week. In the design and construction of modern residential buildings, as a rule, the first floors are given to accommodate service establishments, including catering establishments. As in the city center, catering businesses in residential development are focused on pedestrian and transport accessibility, which implies the interconnection of establishments with the central areas of the city. Catering establishments, located in separate buildings, are mainly intended to serve large residential areas – restaurants, canteens, specialized cafes, bars. Their three-dimensional planning and technological solutions are varied, and the architectural composition depends on the specific conditions of the location and environment. Catering establishments located on the ground or basement floors of residential buildings are designed to serve a small number of visitors directly residing or working in a residential area. Due to this they do not have a large number of seats. The disadvantage of these options is the limitations of the three-dimensional planning and design solutions.

Accommodation of catering establishments in the recreational area of the city

The location of catering facilities in park areas, squares, near reservoirs is the most attractive. The peculiarity of such accommodation is the high pass ability of people, ecological and aesthetic characteristics of the terrain, the relationship of the food establishment with the natural environment, the integration of nature into the interior and vice versa from interior to exterior. As a rule, the spot of construction of a catering facility has restrictions within the permitted construction in the security zone, access to such establishments is via pedestrian paths, and the entrances are organized separately, only for technical transport. Mostly in the recreational areas are located catering establishments that work in the semi-finished products with minimizing production processes (restaurants, cafes, bars, fast food, theme restaurants, clubs, mobile sites).

Accommodation of catering establishments in the historical center (protected areas, security zones)

Designing of catering at the historic center is mainly focused on tourist flows. A special feature of the design is the attraction of visitors by the theme of the place where the catering establishment is located, but there are territorial restrictions that are reflected in the three-dimensional planning organization of catering establishments. Such facilities are generally within walking distance. Transportation accessibility is limited as often historic centers and security zones have a border in the form of fortresses, fences and natural obstacles. The establishments operate on semi-finished products with a high degree of readiness (theme restaurants, cafes, bars). Important when designing a catering company in the historical center (protected area, security zone) is not to break the integrity of the ensemble. Introduce the new into the historical environment so that it becomes part of the existing structure, regardless of whether it is new architecture or a good stylization.

Public catering facilities in the suburbs

The advantage of such a modern catering facility is the availability of free territories, which allows to create large-format establishments with a full cycle of both raw materials and semi-finished products with a high degree of readiness (restaurants, cafes, clubs) with an expanded range of services and convenient infrastructure. Since these catering facilities are geared more for the long-term stay of visitors in the territory of the establishment, which provides a wide range of services: organization of mini zoos, self-catering facilities equipped with barbecue facilities, children's playgrounds, stables, tracks, organization of parking places for visitors etc. The possibility of using the natural landscape, the aesthetic characteristics of the terrain makes this catering accommodation attractive to residents of cities. The disadvantages include limited pedestrian and transport accessibility.

Placement of catering establishments on motorways

Highways are one of the most common modern catering placements. With the mass development of road transport and the increase in the level of mobility of the population, the design of catering on motorways remains relevant. Modern food facilities are located on the motorways as stand-alone, or as a part of complexes of service stations, roadside motels, located in conjunction with gas stations and recreation areas (mini-hotels), campsites. These enterprises are not characterized by the uniformity of loading over the seasons and during the day, as well as the diversity of the content they serve. Businesses can be located along the road, away from the road, less often at the intersection of roads. In the world, there are options for placing blocks of catering on both sides of the highway, which are combined by

underground or above ground crossings, and there are restaurants built as a bridge over the roadway. Pedestrian accessibility to food establishments is virtually limited.

Placement of catering establishments on pedestrian traffic routes

The common location of catering establishments is the city's street and road network, namely transport and pedestrian communications (pedestrian paths, above ground and underground crossings, stops, subway stations) providing convenient, safe and fast connections to all functional zones and public areas. As a rule, such places are cafes, eateries, fast food establishments.

Not standard catering accommodation

Modern restaurants are trying to attract and retain visitors not only by delicious food, unusual interior design, but also non-standard catering accommodation. So in the world practice there is a restaurant with places for visitors at the Yellow Treehouse Restaurant; New Zealand, Snøhetta Restaurant, Norway, is located on the seafront and also operates as a marine life research center. The principle of non-standard catering is fairly new, has no mass design, but is interesting and modern.

Mobile placement of catering services

Mobile retail is increasingly used in modern cities. The high cost of rental does not allow small and affordable points of nutrition to be built in the centers of major cities, and existing restaurants and cafes often provide too expensive and at the same time slow services, while the pace of life dictates its conditions. Urban life is dynamic, and it can only be reached on wheels, giving buyers the opportunity for quick and quality service at a reasonable price. One of the world's most widely used fast food options, wherever needed, is mobile cafes and cafes offering a wide variety of drinks and dishes. Mobile cafes are used for organizing of catering in crowded places: fairs, entertainment events, city events involving large numbers of people, open-air flash mobs in parks, squares and streets, etc. In some cases, mobile food outlets work well not far from business and office complexes, which employ a large number of people, but there is a shortage of affordable catering facilities. Advantages: mobility and dynamism, possibility of fast provision of catering services in places where it is necessary and actual, ease of deployment of a point of food.

Conclusion

Considering all the above, it can be argued that catering is an integral part of the structure of urban and suburban space. Based on the analysis of modern catering enterprises, the criteria of the principles of their placement are revealed, which are directly related to the characteristics of catering establishments, the specifics and the expediency of their placement in urban development.

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Наталія Колеснікова

ПРИНЦИПИ РОЗМІЩЕННЯ ПІДПРИЄМСТВ ГРОМАДСЬКОГО ХАРЧУВАННЯ В СТРУКТУРІ МІСТА

***Анотація.** В статті розглянуто основні варіанти розміщення підприємств громадського харчування в структурі міст та населених пунктів, виявлено їхні характерні особливості та дано рекомендації щодо розташування окремих типів підприємств громадського харчування в варіантах розміщення. Для аналізу варіантів розміщення було взято приклади розміщення підприємств громадського харчування сучасних вітчизняних та закордонних об'єктів харчування.*

***Ключові слова:** підприємства громадського харчування (п.г.х.), місто, розміщення, територія, містобудівельні зони, планування.*