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GENESIS AND DEVELOPMENT OF THE SYSTEM OF COMMERCIAL AND PUBLIC SPACES IN KHARKIV FROM XVII CENTURY TO 1920S

The article highlights the genesis and development of the system of commercial and public spaces in Kharkiv's downtown from XVII century to 1920s. It analyzes the characteristics and features of the Kharkiv's commercial buildings compared with global trends for the relevant time. Subsequently, assumptions are made on the premises and causes for these features of their development. Of particular interest is the central commercial core formed by three squares in historical center of the city, every one of which was first used as a site for seasonal fairs. This triangular system surrounded the old administrative and residential part of the Kharkiv's fortress, gradually strengthening the ties between its three foci by using the shopping streets and additional commercial spaces emergent on the adjacent land. While the residential and administrative functions spread out during the ensuing period of growth and development of the city, the mostly seasonal shopping activity in the downtown was replaced with a stationary one, complete with corresponding architecture and the stable confines for its commercial and public spaces. The next phase of city's development as a center of province and an important commercial and logistical hub is defined by the oversaturation of downtown with conventional shopping streets and trading rows that surrounded its squares with the growing need for additional retail spaces still unsatisfied. This led to the construction of shopping arcades, of which two were built and one survived to our days. The streets and alleys in the central part of the city in general were functioning as a connective transit public pedestrian space ensuring the incorporation of its public and commercial spaces into a system operating as a whole.

Keywords: commercial structures, shopping street, trading rows, shopping arcade, connective public pedestrian space, history of Kharkiv.

Introduction

Since the time of its founding, the city of Kharkiv enjoyed the role of an important focus of regional trade. With the advent of railroad, the city has become a significant transit and commercial hub of interregional and state proportions – the role that it keeps to present day. Nowadays the modern shopping buildings are actively constructed in the city, new public and commercial spaces are formed that aim to adequately serve its sizable population. The shopping centers are built both in peripheral suburban locations where they serve the needs of densely populated residential districts as well as in the downtown where its multi-purpose structure corresponds well to the intended intensive use of the land.

The general works on shopping centers' theory are numerous; among them the works of B. Meitland [1], E. Zeidler [2], I. Fedoseyeva [3] are used as a theoretical basis for present study. The question of pedestrian movement as a tool for integration and a vessel of perception of commercial and public spaces of the city is dwelled upon in the studies of P. Velev [4], B. Lorch and J. Smith [5]. The characteristics of transit pedestrian public spaces in shopping agglomerations are studied by M.

Lazareva [6], D. Vorontsova [7], O. Berezko [8]. The adjacent themes of town-planning and town environment's perception are covered by A. Bunyn, T. Sovarenskaya [9] and K. Lynch [10] among others.

Nowadays, the world practice in the construction of shopping centers tends to shift from a utilitarian approach, dedicated solely to the retail function itself, towards customer experience and atmospheric qualities of public and commercial spaces within. These spaces often take semblance of idealized fragments of urban fabric akin to traditional shopping streets or market squares. Another important trend to note is an increased importance of social-oriented and non-retail functions that contribute to atmosphere, and the strife for seamless integration of shopping centers in the lifestyle of its visitors. It should also be mentioned that the shopping centers in Ukraine are still being designed and built in accordance to the past concepts, while new ideas from the world practice are adopted with delay. In keeping with the modern trends, the approach to shopping centers' design focused on creation of a comfortable multi-aspect environment that would reflect the particular qualities of local culture is considered promising. This leads to

a question about regional characteristics of retail architecture and the genetic features of the commercial and public spaces inherent to the city. This topic was touched upon, albeit partially, in works of A. Leibfreud and U. Polyakova [11], N. Dyatchenko [12], D. Bagaliy [13, 14], E. Danylenko [15] and A. Ilyash [16]. Therefore, the more in depth research aimed to study the evolution of commercial and public spaces of the city throughout its history and to define its place in the world context of said evolution is deemed useful.

Materials and methods

Taking into account the global context for evolution of commercial spaces for the period from XVII century to 1920s and the main factors influencing its structure and development, this article studies its manifestation in the consecutive series of examples of said spaces for the city of Kharkiv. The study is conducted via analysis of the existing schemes and plans, live-examination or photographic and written descriptions for buildings that were not preserved to present time. The conclusions are then made on particular details and qualities inherent to the system of commercial and public spaces of Kharkiv.

Results

Among the studies pertinent to the topic of an article, two large categories can be defined. The first comprises of the research done on general evolution of commercial and public spaces, and is important for the understanding of its global context. The second is dedicated to works on history of Kharkiv, wherein the retail architecture and the patterns of consistent formation and metamorphoses of commercial and public spaces are usually out of focus. Among the influential sources in the first category, B. Meitland should be mentioned first. In his book «Shopping malls: planning and design» [1] he describes both the evolution of retail spaces throughout the history, as well as the logic and laws behind its functioning as both a commercial and a public space. Historical examples used therein underline this duality as evident in many traditional shopping streets, market squares, and larger systems sometimes encompassing the central district of a city with several nodes of activity as a whole. It is interesting to note an approach denoted in

this work that correlates the shopping mall environment with an urban one, using the concepts designated by K. Lynch in his «Image of a city» [10]. This kinship is evident in both history and the genesis of this type of buildings, as well as in the perception of its environment by customers. Another author writing on the subject of coexistence and synergy of public and commercial functions is German architect E. Zeidler. In «Multifunctional architecture» [2] he describes and analyses practices of the construction of large multifunctional complexes in city's downtown. Among the questions highlighted in this work are historical precedents of modern multifunctional buildings and the fitting insertion of said new buildings into existing urban context. I. Fedoseyeva and a group of authors studied the question of agglomeration of retail stores into larger entities functioning as a whole – in general, their work «Shopping Centers» [3] is dedicated to the questions of typology, norms and design practices for this type of building. A. Bunin and T. Savarenskaya in «The history of the art of town-planning» [9] depict the evolution of commercial and public spaces throughout the history as part of its respective city's structure – from Greek agoras and Roman forums to Victorian arcades and shopping malls of nowadays. This point of view is important as it displays the integrated nature of these spaces into the city fabric as well as of its corresponding activities into the life of a citizen – any large enough node of such activity does not exist as an isolated entity but as a part of a whole. This notion highlights the inherent conflict of many a modern shopping mall, as a node of commercial and public activity historically extracted from the central district of a city and made a focus unto itself – and then on the grounds of its success transplanted back into urban fabric but without the inherent integrating qualities present in its predecessors. Several authors including Meitland highlighted this point.

Among the works in second category dedicated to the history of Kharkiv, «From fortress to the capital: notes on an old city» [11] by A. Leibfreud and U. Polyakova can be used as a framework for further inquiries into a subject. It describes the growth and evolution of the city's fabric as well as the appearance and

features of its most prominent buildings listed in several categories. Although the presented information is more general in nature, as corresponding to the nature of the book, since the public and commercial structures are also mentioned there it stands to reason to use the presented periodization and take notes of highlighted commercial objects for further study. The «Streets and squares of Kharkiv» [12] work by N. Dyatchenko is focused on toponymy and regional history associated with several important places in downtown and beyond. This point of view provides useful insight on historical transformations of Kharkov's commercial and public spaces, as well as the meanings attached to it by citizens throughout different periods of city's life.

An important source on the city history, its population's practices and way of life is the book «The history of Kharkiv throughout 250 years of its existence (since 1655 to 1905)» by Kharkiv's historian D. Bagaley [13]. Published in the beginning of XX century, it is particularly interesting as it is itself an evidence of different epoch, presenting knowledge that was contemporary to it in detail, including a number of maps, schemes and lists on its topics. Another work by D. Bagaley that is adjacent to the topic of present study is «Short historical study on trade in Kharkiv's region in XVII and XVIII centuries» [14]. It analyzes features and peculiarities inherent to the trade practices of the city and its region, describing both economic and social structure of it. The work takes note of the seasonal trading fairs that were numerous and exuberant in the observed period, evidencing a certain mobility and the amount of small independent traders in local trade. Part of the cause for that was the trade privileges awarded to new settlers of Ukrainian origin in Slobozhanshina. Meanwhile the stationary trade of that period developed more slowly and was operated predominantly by merchants of Russian origin. Its development greatly accelerated in the middle of XIX century with the construction of railroad, while seasonal fairs still occurred but moved to secondary role. D. Bagaley remarks on the lack of characteristic traits for stationary trade in Kharkiv in comparison with the other cities of Russian Empire. The author considered the

seasonal trading fair activity to be the most prominent characteristic of regional trade. His analysis was based on historical, economic and social grounds, leaving out the architectural aspect of issue to further studies. Nevertheless, his findings are important for a complex multidisciplinary assessment of the problem.

Among other significant works to note are the existing typologies and periodizations for commercial architecture of Kharkiv done by contemporary researchers on the subject. This primarily refers to the works «The principles of the formation of public-commercial spaces in the residential districts of the city» by E. Danylenko [15] and «The principles of the formation of multifunctional complexes in Greater City's structure (on the example of Kharkiv)» by A. Illyash [16]. The general analyses done by authors in their respective works are worth taking into account, while remarking that its goals and highlighted aspects are different from the ones targeted by present study. The study of E. Danylenko, as is stated in its name, shifts attention to the more peripherally situated examples of commercial buildings serving residential districts. Meanwhile the work of A. Illyash is dedicated to shopping malls as nodes in synergetic self-organizing fabric of city growth, as well as to the mall's application as a regulative tool for urban development.

As noted above, the trade activity in Kharkiv as well as in the other cities of Russian Empire can be divided into stationary, denoted by its stable placement and architectural expression, and seasonal, namely trading fairs. The fairs in XVII-XVIII centuries were held on squares adjacent to Kharkiv's fortress, giving them the central placement in growing city (contemporary squares of Constitution, Pavlivska and Sergiyivska). In XVIII-XIX centuries some of these fairs were relocated to the more distant territories across the rivers Kharkiv and Lopan. Downtown retained its commercial function yet received the more regular architectural expression of it as the separate stores on first levels of buildings formed the continuity of commercial spaces of streets and squares. In addition, the large structures dedicated solely to the retail function were constructed. The early examples of such

structures are the trading rows encircling city squares in the downtown – Fur Coat Row, Sergiyivsky Row, Mikolayivsky Row, Moscow Row, Fruit Row, neither of which did survive to the present time. Also of note is the Gostinny Dvor (Guest's Court, with «guest» meaning a visiting out-of-town merchant) that occupied the district to the north from Uspensky Cathedral. It also did not survive, ruined in 1941-1943. The emergence of this type of structures in Kharkiv occurred relatively late in the global context, yet is consistent for the Russian Empire at large. Cloth-Halls, the typologically similar buildings in Europe, date to Late Medieval and Renaissance Era; the construction of trading rows and Guest's Court in Kharkiv was specifically caused by an advancement in city's status when it became the capital of province. In that very time the extended spaces of Kharkiv's shopping streets were formed that connected the squares in downtown among them as well as the downtown itself with new centers of urban growth. Other commercial spaces of the time are the Central Market that gained stationary structures at the beginning of XX century and the Fish Bazaar that received the architectural formalization in the end of XIX century.

The following can be said of all examples listed above based on the global context and the surviving data. The commercial structures of this period were comprised of rows of stores on the ground level with warehouses or supplementary functions on the top floors. These rows were arranged linearly or around the central service yard while directed outwards. The mentioned supplementary functions also included cultural facilities, e.g. The City's Museum of Arts and Crafts situated in the building of Novosergiyivski Row. It is important to note that the combination of functions in these structures was strictly utilitarian, situational and did not have a complex conceived character. Said structures had an extended, elongated front able to direct the pedestrian streams along its rows of stores. Generally, the rows were situated around the free public and transit space of a square. These squares formed the character of perceived environment in Kharkiv's downtown and were interconnected with elongated segments of

shopping streets (e.g. – Universitetskaya), alleys (e.g. – Goryainovsky) and descents (e.g. – Kupetsky, «of Merchants»). In fact, this agglomeration of closely situated commercial buildings and interchanging spaces of different kind has begun to exist in a new capacity – as a system of mixed spaces, coalescing with a system of pedestrian communications and public recreational spaces of downtown, forming a flowing continuous image of a pedestrian public and commercial center of the city.

In the second half of XIX and the beginning of XX century, the shopping arcades and department stores are constructed in Kharkiv. The time of its appearance generally corresponds with the world's trends for the commercial spaces' evolution. The demand for its construction was caused by an intensive growth of the city due to construction of an important railway connecting southern and central parts of Russian Empire. The shopping arcades finalized the integration of commercial spaces in downtown into the complex system united via pedestrian movement of its visitors. The diversity of paths and features of its environment is said system's characteristic trait. At the same time, shopping arcades mark the beginning of a more direct architectural control over the commercial and public spaces. These commercial structures present long, meticulously crafted paths for pedestrian movement, created in accordance with its patterns and laws. Due to that, arcades are able to direct and to program the properties of pedestrian movement, such as its speed, direction and character, in a limited way, by utilizing the means of intercepting visitors' attention and the creation of consequent scenarios of architectural impressions. The arcade of Paschenko-Tryapkin, also known as the Old Arcade, connected the pedestrian walkway of Universitetskaya Street with the public garden situated across Kupetsky descent via the enclosed one-level communication space and the pedestrian bridge. Passing through a bulk of the so-called Big Housing (a group of buildings occupying the territory directly to the north from Pokrovsky monastery), it increased the intensity of use and accessibility for both the Housing as well as the territories adjacent to it. The New

Arcade was conceived in 1910, yet its construction was not completed until 1925, with it utilizing another draft. Unlike the Old Arcade, it survived to present time. The enclosed multi-level pedestrian space of New Arcade connected the square of Constitution with Goryainovsky alley, improving the intensity of use and the diversity of visual character of downtown's spaces as perceived by a pedestrian. The elongated character of these new structures was well integrated into the larger and more complexly interconnected environment of Kharkiv's downtown due to the directed, transit pedestrian movement within and its good location in the already existing system. At the same time, new buildings were constructed in Pavlivska square completing the composition of its commercial and public space with the stores on first levels of residential buildings. It was eventually finalized with the large structure of a store selling sewing machines that was later rebuilt into Kharkiv's first department store «Khartorg». As with other department stores of the time, its structure was largely influenced by modernist trends of separation of functions with the goal of optimizing its operation in a controlled environment. Its modernist roots were also directly evident in the building's initial appearance that was lost in the subsequent rebuilding after WW2.

Discussion

In general, we can observe that the strongly integrated system of commercial and public spaces was formed in the period before 1920s and existed mostly unchanged until WW2. During the war, an Old Arcade, Guest's Court and the majority of trading rows were ruined, and in the ensuing years the architectural image of Kharkiv's trade has changed significantly. While speaking about the geographic spread of commercial structures of mentioned system, it is worth to note the following. The territory it occupies in the downtown matches territory of the former Kharkiv's fortress and the adjacent squares that served as sites for seasonal trading fairs - the Fair (presently the square of Constitution), the Trading (Pavlivska) and the Bazaar (Sergiyivska) squares, as is evident in its toponymy. The

next phase of this system's development coincides with Kharkiv's growth in the role of a capital of province in XVIII and the beginning of XIX century. The shopping streets connecting the foci of this three-squares structure were formed during that period, some of them crossing the territory of the former fortress. In addition, other nodes of commercial activity developed outside of downtown, following the growth of the city across rivers Kharkiv and Lopan. These nodes are Mykhaylivska square near the city gate of that time (nowadays named in memory of Heavenly Hundred Heroes), Horse Square (Maydan Povstannya), Fish Bazaar, the Central Market and Ekaterinoslavskaya street (Poltavsky Shlyakh) that gained importance since the laying of railroad and the construction of Southern railway station.

Despite that, downtown retained its major part in the development of commercial spaces. It is there that the commercial structures of the latest types were built – the Old and the New shopping arcades and later on the «Khartorg» department store. These buildings were meant to solve the constant problem of the retail space's shortage in downtown where the existing first level lots along the streets and squares were already taken and the need arose for a more intensive use of territories. This need resulted in an even greater permeation of the territorially compact commercial core in the downtown with the pedestrian public and commercial spaces of shopping arcades. On the other hand, an attempt was made to separate the commercial function from the others in the singular spacious structure of «Khartorg» department store, in order to centralize and optimize its operation in vein of nascent modernist ideas of the time. Summarizing the previously mentioned, what we see is the maximal adjustment and intensive use of the land in downtown by the spatially complex system of commercial facilities. While the main force behind this reclamation was trade, the resulting system was far from monofunctional. The cultural facilities and entertainment, the public recreational activity of parks and gardens in the city's center eventually became tightly intertwined with the commercial spaces due to strong and active pedestrian connections that,

with the help of shopping arcades and shopping streets, permeated the entire downtown.

Conclusions

1. In conclusion of the analysis, the following patterns are considered important to note. The fairs, trading squares and bazaars adjacent to Kharkiv's fortress in XVII-XVIII centuries created the basis for future commercial spaces' structure (its three nodes being Fair's, Trade and Bazaar Squares). The system of three squares was subsequently updated by the lattice of shopping streets that connected the previously existing nodes, outlining the territorially compact core of trade activity in-between. Shopping streets also followed the growth of the city's structure towards the new foci of trade activity, including the market-places relocated across the rivers Kharkiv and Lopan. The system of spaces serving more than a single function has become more complex, and the tools for connecting its distinct parts has taken a more instrumental role in its structure's formation – namely the pedestrian movement and the public transit spaces that confine its flow.

2. In general, it is worth to note the traditional nodular character of commercial space observed in fairs as the first places for significant concentration of commercial functions in Kharkiv. This character is also present in the latter stationary architectural development of shopping squares. In the meantime the first commercial structures built in Kharkiv, namely the trading rows and the Guest's Court, could have served as instruments for the formation of elongated, transitive pedestrian space due to the linear composition of its stores. These examples illustrate the concentration and the intermixing of social and commercial functions, with the social functions being presented mostly as the service, cultural and recreational ones. However, this combining of functions was situational at the time, lacking the complex thought-out conception of its coexistence.

3. Starting from XIX century the organized elongated commercial spaces are actively formed – first, the shopping streets and later, the shopping arcades. These spaces permeated the formerly inaccessible territories in

downtown with new connections, thus improving the already apparent integration of downtown's commercial, recreational and public developments into a unified entity of mixed type, a system of commercial and public spaces. The existence of a vertical characteristic of city center's landscape also influenced the character of its commercial spaces' perception and the organization of its internal communications.

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Борисенко А.С. Генезис і розвиток системи комерційних і громадських просторів в Харкові від XVII століття до 1920-х років.

Стаття висвітлює зародження та розвиток системи комерційних та громадських просторів в центральній частині міста Харкова з XVII сторіччя до 1920-х років. В ній аналізуються характерні особливості харківських торговельних просторів у порівнянні зі світовими тенденціями відповідного періоду та надаються припущення стосовно можливих причин цих особливостей їх розвитку. Особливо цікавим в цьому відношенні є центральний торговельний осередок міста, сформований трьома площами в його історичному центрі, кожна з яких спочатку слугувала місцем проведення сезонних ярмарок. Ця трикутна система окреслила стару адміністративну та житлову частину міста в межах Харківської фортеці, та поступово посилювала зв'язки між трьома своїми фокусами за допомогою нових торговельних вулиць та додаткових комерційних просторів на прилеглих територіях. В той час як житлова та адміністративна функції в ході наступного періоду росту та розвитку міста поширилися поза свої попередні межі, сезонна торговельна активність центру міста виявилася заміненою на стаціонарну, з відповідним архітектурним оформленням його комерційних та громадських просторів. Наступний етап розвитку міста в якості центра губернії та важливого комерційного та логістичного вузла характеризується перенасиченням міського центру традиційними торговельними просторами за недостатнім задоволенням потреб в нових торговельних площах.

Ключові слова: торговельні споруди, торговельна вулиця, торговельні ряди, пасаж, поєднуючий громадський пішохідний простір, історія Харкова.

Борисенко А.С. Генезис и развитие системы коммерческих и общественных пространств в Харькове от XVII века до 1920-х годов.

Статья освещает зарождение и развитие системы коммерческих и общественных пространств в центральной части города Харькова с XVII века до 1920-х годов. В ней анализируются характерные особенности харьковских торговых пространств в сравнении с мировыми тенденциями соответствующего периода и даются предположения о возможных причинах особенностей их развития. Особый интерес в этом отношении представляет центральное торговое ядро, сформированное тремя площадями в историческом центре города, каждая из которых изначально использовалась для проведения сезонных ярмарок. Эта треугольная система окружала старую административную и жилую часть города в границах Харьковской крепости, и постепенно усиливала связи между тремя своими фокусами при помощи новых торговых улиц и дополнительных коммерческих пространств на прилегающих территориях. В то время как жилая и административная функции в ходе последовавшего периода роста и развития города распространились за свои прежние границы, сезонная торговая активность центра города оказалась заменена стационарной, с соответствующим архитектурным оформлением его коммерческих и общественных пространств. Следующий этап развития города в качестве центра губернии и важного коммерческого и логистического узла, характеризуется перенасыщением городского центра традиционными торговыми пространствами, торговыми улицами и торговыми рядами, при недостаточном удовлетворении потребности в торговой площади. Это привело к сооружению двух пассажей, из которых до нашего времени сохранился один. В целом, улицы и переулки центральной части города функционировали в качестве соединительного общественного пешеходного пространства, обеспечивавшего объединение его общественных и торговых пространств в единую систему.

Ключевые слова: торговые сооружения, торговая улица, торговые ряды, пассаж, соединительное общественное пешеходное пространство, история Харькова.