Evolution of the planning structure of retail spaces on the example of Irkutsk

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Abstract. The aim of the research is to study the evolution of the planning structure of the commercial spaces of the city of Irkutsk. A comparative analysis of changes in the structure of retail spaces in different eras from the 19th century to the present has been carried out. The analysis of the literature in which various aspects and features of the formation of the trading axis of the city of Irkutsk, as well as its historical development were studied. Also analyzed the laws and regulations corresponding to different time periods. The necessity of documenting the development of municipalities' policies on location, development, documenting trade service enterprises in territorial planning, taking into account the minimum supply of population with retail space, the need for analyzing the socio-economic indicators of trade, as well as the effectiveness of measures to develop regional activities.

1 Introduction

The modern era of growth of commercialization dictates its own conditions for the development of territories, including the development of retail spaces. In recent years, the trade industry has radically changed its character. Places of trade have become multifunctional, now it is not a narrow set of goods in a certain territory, but a set of enterprises providing various types of services. The life of a modern person is closely connected with the necessity of visiting stores. Trade services are an essential part of the life of society.
Most people go to the store for certain purchases, others - to pass the time or have fun. Today, urban trade spaces play the role of the communicative platform of the population. Spending time on such sites has increased dramatically, so the urban environment, as a person’s residence, should create conditions for his comfortable stay there. And of course, in order to develop the most interesting and high-quality proposals, it is necessary to conduct scientific studies of retrospective periods and evolutionary indicators in the field of the development of retail spaces.

2 Materials and methods

The most rational periods of research, giving the full picture, is from 1800 to 2018. The time interval is divided into three periods: the first - until the revolutionary (from 1800 to 1917); the second is the Soviet period (from 1917 to 1991); and the third is our times from 1991 to 2018. This time interval covers a series of historical events and transformations in the country, which led to socio-economic, architectural, town-planning and other changes in the commercial space of the city.

Before proceeding with the study, we formulated the following tasks: analysis of the organization and placement of retail spaces in the modern and historical urban environment (learning experience: 1) the existing design and development methods; documentation); 2) identification of the criteria for the placement of modern retail spaces in the urban development environment, the formation of a typology of retail spaces; 3) development of criteria for assessing the quality of commercial space based on the analysis of existing principles.

First of all, we decided to consider the scientific works of well-known and respected scientists such as Prokudin A.N. who widely studied the historical appearance of the city, its trade axis in the aspect of the center of the historic city. Also we considered the works in the field of historical development of the Irkutsk trade by Shakherov V.P., Dyatlov V.I., Medvedev S.I. The processes of change in Irkutsk connected with the development of retail were reviewed by Candidate of Geographical Sciences Grigorieva M.A. The following works were studied: by Candidate of Economic Sciences Kananyan K.A., who reflected in her works the concept and planning solutions of shopping centers and shops, by Grigorieva M.A. in the field of geographical location of trade enterprises, by Zyryanov A.V. and Serebryakov S.V. who study the principles of rational distribution of retail spaces, their economic efficiency and interconnection.
The study of the commercial space of the city in the context of urban environment can be considered a promising starting point for research. Such spaces vividly reflect the organization of urban everyday life, cultivates a new attitude to shopping and leisure.

Modern shopping formats are becoming for citizens not only shopping places, but also multifunctional public places. Spaces of consumption take over the functions of urban open space: they allow direct communication of citizens belonging to different social groups and assume a variety of activities (communication, shopping, meetings, entertainment, etc.).

There were a number of regulatory and legal documents regulating the trade from one side or another in the pre-revolutionary period of Russia. The Code of Laws published in 1836 contains the section «Institutions and trade charter» - one of the first documents of business law. This section contained information on stock exchanges and fairs, on warehouses, joint-stock partnerships, etc. In the 1887s, the Charter of Trade was redesigned and began to consist of three parts: the first one considered the activities of trading societies; the second contained information about the Russian Maritime Law; the third established the order of trade in various types of goods, regulated the rules on the conduct of merchant books and trading premises.

The construction charter of 1857 regulated the convenience of locating the retail space of the city. The construction charter of 1857 regulated the convenience of locating the retail space of the city. The requirements for the placement of public buildings for commercial purposes are defined: “The residential premises of the courtyards are built in places remote from factories and shops convenient for burning”.

Practical tips on trade practices, published in 1912, are devoted to the opening and operation of trading enterprises. In the Soviet period, various rules and regulations for the construction of commercial enterprises were developed. For example, the 1954 SNiP (Building regulations code) "Norms and technical conditions for the design of shops and catering establishments located on the first floors of multi-storey residential buildings" or Departmental building standards "Retail enterprises. Design standards "from 1987.

The law “On Enterprises in the USSR”, adopted in 1990, regulates the ownership and use of an enterprise, including trading: natural resources. Its economic, economic and social activities.

In 1992, the President issued a decree «Free trade», which provides the right to trade without special permits.

The main trade document is the Constitution of the Russian Federation in modern Russia. It establishes the foundations of the economic system, the
freedom of conducting a business, the movement of goods and services, etc. There are a huge number of various state standards, but they do not sufficiently regulate the trading sphere. There is no current classification of retail spaces. For example, GOST (All Union State standard) R 51773-2001 of 2002 year «Retail. Classification of enterprises» equates hypermarkets and stores «near the house», and GOST R 51303-99 of 2000 year «Trade. Terms and definitions», does not have the definition of «open market». Many terms are becoming obsolete and have no definitions due to the rapid development and changes of trade in general. This connects to the adoption of the Federal Law No. 271 “On Retail Markets and Amendments to the Labor Code of the Russian Federation” of December 30, 2006. This document identifies the main formulations and classifications of markets, as well as their functional composition requiring the creation of a laboratory for sanitary-ecological examination, the need for parking, located separately from trading places and traffic flows, highlighting public places in the market structure, representing a huge socio-cultural role in creating the necessary conditions for the development of covered markets. The Federal Law of the Russian Federation of 2009 No. 381 “On the basis of state regulation of trading activities in the Russian Federation” regulates and determines the need for developing policies for placement, formation and development.

The federal law No. 381 “On the basis of state regulation of trading activity in the Russian Federation” approved on December 28, 2009 regulates the minimum provision of residents with retail space. New standards were approved for the minimum provision of the population with the area of shopping facilities in the Irkutsk Region on April 9, 2016 by No. 291 order of the Consumer Market and Licensing Service of the Irkutsk Region of September 12, 2016.

In the pre-revolutionary period, Russia achieved significant success in the field of business regulation. In Soviet times, when the authorities abandoned the competitive market system, experience and developments in pre-revolutionary Russia turned out to be unclaimed. To date, the accumulated experience is very relevant and promising and should be applied in practice, as well as in scientific and economic achievements. In regulatory documents, many terms and concepts are rapidly becoming obsolete. There are no recommendations on the structure of wholesale and retail markets, their elements and distribution by type-buildings.

Modern building codes and rules, as well as terms, came to us from the Soviet period.
3 Results

We have identified the need to develop documentary policies of municipalities for placement, development, consolidation of trade services to enterprises in territorial planning, taking into account the minimum supply of population with retail space, analysis of socio-economic indicators of trade, as well as the effectiveness of measures implemented to develop the regions. The special role in this document should be presented by the issues of information and systematic support of the procedure that will allow regulating the development of retail services. On the one hand, this is caused by the impossibility of just statutory regulation, on the other – by the need to respect the interests of retail entrepreneurs, and not only the citizen. This factor is particularly relevant for large cities with high density, uneven distribution of population, complex territorial formation.

4. Discussion

In the pre-revolutionary period, the transport infrastructure was the impetus for the development of trade in the historical cities of Siberia. At that time, the river was the main thoroughfare, and the territory of Siberia was covered by waterways of the rivers, going from south to north. Exploration and development of the cities of Western Siberia has a great importance in the economy and the expansion of the state. The improvement of trade had and has political and strategic importance for the current period, contributes to strengthening the centralized state, improving the activity of Russian foreign policy in the East, developing new territories with their further consolidation and settling the region. A significant role in the progress of the state was played by Siberia, through which transit trade between Europe, Russia and Central Asia was realized. The raw materials of Siberia are an inexhaustible base for the growth and prosperity of the industry, as well as access to the huge markets of East and Central Asia. The raw materials of Siberia are an inexhaustible base for the growth and prosperity of the industry, as well as access to the huge markets of East and Central Asia. Thus, hail formation in Siberia justified the economic practicability. In the era of Peter I, the main importance was attached to further research, the exploration of undeveloped lands, the expansion of trade routes to China and India. Peter I strengthened the empire, striving to move both westward - to the sea routes - and to the east. Siberian cities were based primarily on trade crossroads.
As a result, in Siberia, the share of urban estates engaged in trading and fishing, was 15 - 20%. For reference, in the European part of Russia it was estimated at 2 - 3%. The uniqueness of the geographical location of the cities of Siberia on the trade routes lies in the fact that they are located along the shipping routes that are powerful waterways and their tributaries, which have great importance in the initial formation and further development.

**Figure 1.** Moscow highway.

From the beginning of the 18th century, the cities were located on land, along the Moscow (Siberian) highway, and then, at the end of the 19th century, along the Great Siberian Railway.

These processes led to the extensive construction of commercial buildings and numerous changes in the trade infrastructure as a whole.

Cities were originally built as fortresses with a predominance of protective functions, and then became commercial, economic, cultural and religious centers.

In the period (1800-1917), 2 stages of development of the trade infrastructure were revealed:

1) a compact focal system of retail spaces (complexes or individual structures) outside the historic center of the city (the first half of the XIX century);

2) differentiated shopping spaces with a characteristic axial scheme in the form of a shopping street as the main compositional center (late XIX - early XX centuries).

Not only the appearance, but also a change in the principles of the compositional and spatial organization of commercial buildings, their connection with the general structure of the city affected the architecture of commercial buildings that are part of the urban shopping center in the pre-revolutionary period. On the basis of the connection of the commercial
building with the external environment, several basic structures of the
volume-spatial composition can be expressed.

In the second half of the 19th century, the following types of trade
operated in all the provinces of Russia: permanent or stationary, periodic or
fair-market, non-periodic or delivery and hawking trade. The organization of
each of these forms of trade was different:

1) stores that sold goods to consumers and smaller traders, enterprises
that bought up agricultural products, taverns, wholesale stores of wine and
alcohol;
2) restaurants, coffee, tea houses, dairy with more than one room, small
retail shops with one trading hall;
3) tea, coffee houses, occupied no more than one room, stalls and tents,
in which the work of hired laborers was not used;
4) various forms of delivery and hawking trade.

In pre-revolutionary Russia, the location of the store was determined by
its type. Retail trade in the 1900's, despite its diversity, included three main
types:

1) luxury items (provincial centers, city centers visited by rich people);
2) necessities (large and small cities, settlements);
3) products of peasant farms (fairs, bazaars, delivery).

With the growth of the population and its concentration in large cities,
together with the ever-growing consumer culture, the need to build large
shopping complexes arose. At that time, the historical center of the cities
was already formed as a cultural value, and the new buildings should have
been integrated in the historical environment. Most of all, this corresponded
to the passages, which were a symmetrical street of several united highways,
weather-proof glass vaults and accessible only to pedestrians.

After the period of the highest take-off of trade in the second half of the
XIX - beginning of the XX century, a crisis related to involvement in the
First World War came on. Great importance was attached to the location of a
retail trade enterprise in Russia in the period of development of capitalist
relations before the 1917 revolution. In «The Practical Councils on Trading
Practice», published in 1912, it is said that the opening of a shop or a market
is carried out in order to trade and earn income for the purpose of life
support. This is the basis of every commercial enterprise, a reasonable goal
of its existence. The income of a retailer depends on the amount of capital,
working capacity and location of the store or shop.

After the end of the civil war, in 1920, Soviet power was established, a
change in the political and ideological attitude of the country entails changes
in the functional profile of cities: from trade and administrative, they become
industrial. Public spaces, anti-market attitudes, the destruction of former
market relations, the onset of a powerful state monopoly are disappearing. So we can characterize the beginning of the Soviet period. Trade, industrial and other enterprises become state. This policy was called the "Red Guard Attack" on capital. Periodically, a system of grocery cards introduced.

During the war and revolution, the market was reborn. A money hunger has developed in the country. Money ceased to circulate, as the population sought to accumulate money, not bringing it to the market. Peasants exchanged products for clothing and other things in the markets.

In 1921, the state allowed the free exchange of agricultural products. The decree on the nationalization of small enterprises was repealed. With the changes, it became possible to lease state-owned enterprises to individuals, freedom to organize small private enterprises appeared. Private trade was legalized. The role of money has been revived. In the same year, payment for the use of transport, mail, and telegraph was introduced again. Payment for all products and services was announced. After the introduction of the new economic policy, at first, it was a small market trade with hands or trays.

Since the second half of 1922 there has been an increase in trade. Shops, retail, wholesale and retail and wholesale shops have appeared.

In the 1930s, attention and requirements for the design of store premises increased. By the decision of the state, a network of exemplary department stores began to be created to trade in manufactured goods of high quality. There has been an increase in the network of improved open stores and "commercial" stores. Large enterprises were created in trade, the government supported this line, considering that they were more economical and more productive than small ones. Large stores, department stores were located on the squares and central streets of cities. On the first and second floors of large residential houses there were shops.

In 1932, the legality of the collective farm markets in cities was recognized. In accordance with a government decree, artisans and peasants here sold manufactured products.

Since the summer of 1941, the restructuring of the country's economy began to meet the needs of the war. The mass organization of the workers' supply departments began. Many shops, canteens were transferred at their disposal. They conducted decentralized purchases of products from collective farms. In fact, it was not trade, but an elementary exchange of manufactured goods for food.

In 1955-1958, the government continued the policy of reducing taxes on the population. This favorably influenced the state of the market, increased the purchasing power of the population. The five-year plan for the development of the national economy of 1956-1960 envisaged a significant
development of retail trade - its growth by 50%, a large construction of shops and street-stand, and the equipping of a trading network with modern equipment.

In the development of domestic trade is important commercial advertising. The state was creating specialized advertising services in commerce, ministries and departments. An Interdepartmental Advertising Council was created under the USSR Ministry of Trade. It coordinated the advertising activities of various departments and organizations in the country.

In the 1970s, and especially in the 1980s, population growth, particularly in large cities, required large premises for commercial buildings. During this period, stores are being built in large cities that meet the high demands of modern commerce.

The dominant form of shopping facilities at that time was a traditional store with a relatively small retail space, a relatively narrow specialization or a combined assortment of “Products”, “Furniture”, and “Electronics”. In the central part of cities, there were a limited number of large department stores or large grocery stores selling a wide range of food.

Trading through non-stationary points was in the initial state. There were very few kiosks, and they were narrowly specialized: “Ice Cream”, “Juices-Water”. Street trading is officially banned.

Collective farm markets that sell agricultural products are a prototype of the current open food markets.

Along with legitimate markets, there were also half-legal ones, such as clothing markets, so-called “flea market”, with which the authorities struggled.

For the elite consumer segment there were “check” shops “Berezki” with imported goods.

Since the 1980s, the trade has been liberalized.

Since 1988, the cooperative movement started, part of the scarce goods began to be sold at higher "cooperative" prices.

Irkutsk lost its former glory after the revolution and civil war. The state declared banks, profitable and residential buildings, commercial and industrial enterprises their own property. The former delightful appearance of Bolshaya and Pesteresvskaya streets was lost. In 1920, on November 5, Bolshaya Street was renamed to Karl Marx Street. The period of the implementation of the New Economic Policy fell in the 1920s. The state could not offer its citizens high-quality goods and services, therefore this role was assumed by private traders. Trade began to flourish on the streets of the city, the city revived and began to look as colorful as before the revolution. On the streets adjacent to Karl Marx Street, several restaurants
appeared with modern and unusual names for Irkutsk people: Apollo, Crimea, Moscow, Novyi Svet, Odessa.

For the whole of Irkutsk, there was only one perfume and dry-goods shop. For the whole of Irkutsk, there was only one perfume shop. It belonged to businessman Solomon Gutman. The entrepreneurs, who were called Nepmen at that time, brought substantial taxes to the treasury, they always followed all the rules that the state offered. In the late 1920s, the policy of the NEP (New Economic Policy) was already contrary to the political attitudes of Soviet Russia. As a result, the state increased taxes, it was one of the first measures to combat the NEP, but private business continued to exist. Then the NEP was canceled all over the country. And the former pre-revolutionary Irkutsk finally went down in history.

Since the 1970s, active development of dormitory district of cities has begun. In each of them began to appear shopping space - specialized stores for the daily service of the population.

After «perestroika» (restructuring), the culture of street markets was lost in the country. After another change of political power in the country, in January 1992, the Presidential Decree “On Free Trade” was issued, which provides the right to trade without special permits, after which a “boom” of out-of-store trade occurred. Everywhere stalls, kiosks, tents opened, street trade captured the city, along with the Chinese "ethnic" markets. In the places with the largest crowds of people, at bus stops, intersections, and subway exits, small pockets of spontaneous trade remained. Such markets were temporary, their area was fenced. Due to the constant demand for goods and services, market areas with spontaneous trade were transformed into covered bazaar. They were built in the territories with the land having the lowest cost. The standard for commercial buildings has become a rational architecture.

The beginning of a new century dictates the growth of the economy, the motorization of the population creates the need for public spaces and the development of a virtual market.

The accelerated privatization of traditional Soviet stores and the transfer of the entire sphere of trade to private property followed liberalization in the 1990s.

Ethnic markets arise in the nineties and the so-called “Shangaykas” (from “Shanghai” – such kind of market with a lot of goods from China; salesmen are also Chinese) are developing rapidly. They absorb all the surrounding space.

By the beginning of the 2000s, trade almost completely turned into a non-state sector of the economy (96% in Russia). The main trend is the growth of various forms of non-store trade.
Starting from the 2000s, shopping centers have become popular, in which shops of different trade directions and formats are concentrated “under the same roof”. Their areas are significantly different and can be 3-50 thousand square meters or more.

The trend of transformation of the former industrial areas is growing, they are turning into shopping centers.

The fact that the population was equipped with cars gave impetus to the development of new shopping centers. The construction of shopping centers on the outskirts was a necessary measure. Since it is very difficult to implement a full-featured center in the center of the city, in addition, there will be a problem with road junctions and parking spaces. Therefore, the developer is relevant and cost-effective to build on the outskirts of the city.

Currently, the process of reorganization of the markets is underway (the markets are either being liquidated or are being rebuilt into shopping centers and other trade formats). Currently, the process of reorganization of the markets is underway (the markets are either being liquidated or are being rebuilt into shopping centers and other trade formats). This trend is also characteristic of Irkutsk, since for the period from 2010 to 2016 the number of retail markets decreased 5.5 times. Officially there are 2 retail markets (universal and agricultural) MUP (municipal unitary enterprise) "Central Market" on the territory of the city today. A significant role was played by closed open-air markets, for example, the clothing market (“flea market” in Rabochiy district), which appeared during perestroika and the large Chinese market, “Shanghai,” organized in the early 1990s, in the city center. As V. Dyatlov notes: “Markets have become an integral part of urban space as the personification of not only trade and market relations, but also a particular cultural phenomenon”.

Modern Irkutsk continues to be a city of trade. As before the revolution, the heart of trade is located in the central market area.

There is an active introduction of public spaces in the areas of historical and cultural heritage, and historical sites are saturated with functions.

Another major trade object "Fortune" is located on the site of the factory named after Kuybyshev (the hay bazaar before revolution). There are new retail spaces, such as “130th district” and the shopping center “Novy”, there was no trade at these places before. Trade has disappeared on the banks of the Angara River and in the area of the modern public garden named after Kirov.

In Irkutsk, there are both historically established shopping streets (Uritsky St., Karl Marx St., etc.) and new ones (130th district), designed for intensive pedestrian traffic. In the near future, the reconstruction of the pedestrian street Uritskogo is planned, and the central part of the city with a
total area of 73 hectares will change the project "Irkutsk quarters". Planning decisions for this object are based on the development of shopping and recreational areas. The city has huge retail spaces, the cluster of which is located in the historical center of the city (Figure 2).

![Figure 2. Location of shopping spaces in 2019.](image)

Currently, there is a tendency to consolidation of retail space in peripheral areas.

Based on the analysis of normative historical events and laws issued by the state, a chronological map was created that reflects the influence of the most important historical events on the development of markets. The reasons for which retail space fell into decay or, on the contrary, became popular, are identified. The red line movement shows the ups and downs of market trade, depending on the stability of the country's economy.

For example, population growth, benefits, the emergence of railways and more in different periods of history contributed to an increase in the number of different shopping spaces.

The introduction of new taxes and duties, bans on trade, caused the cessation of the existence of trade spaces.
5. Conclusion

Based on the above, we can conclude that in the pre-revolutionary period, Russia achieved significant success in the field of business regulation. There were construction and trade regulations governing both the placement and functioning of retail spaces. In Soviet times, when the authorities abandoned the competitive market system, experience and developments in pre-revolutionary Russia turned out to be unclaimed. Trade, during the Soviet period, was a sector subordinated to production, where all trade enterprises belonged to the state already by 1932. In the Soviet period, all sorts of rules and regulations were developed for the construction of trade enterprises.

Today, the accumulated experience is very relevant and advanced. It should be applied in practice, as well as in scientific and economic developments and projects. The identified problem, which shows the rapid obsolescence in the normative documents of many terms and concepts, requires its more, substantive, and careful study. There are no recommendations on the structure of wholesale and retail markets, their elements and distribution by type-buildings. Modern building codes and term came to us from the Soviet period. There is no current classification of retail spaces. The terms, with the rapid development and change of trade in general, become obsolete and have no definitions. In recent years, the
percent of retail trade in the markets has decreased. Appeared a document in which the basic formulations and classifications of markets were identified, as well as their functional composition, which requires the creation of a laboratory for sanitary and environmental expertise, the need for parking, located separately from trading places and traffic, the allocation of public places in the market structure, representing a huge socio-cultural role in creating the necessary conditions for the development of covered markets.

The stages of changes in the planning structure of the city are revealed:

Stage 1 - the development of retail spaces along the trade routes of the city; trade develops along the path of merchants, from the pier along the major streets of the city;

Stage 2 - the desire for consolidation, concentration in the center; the distribution of trade in the direction of the main shopping area, the emergence of shopping streets, as connecting between them;

Stage 3 - the emergence of a stepped service system, regional centers; A new system of retail space networks, the uniform distribution of stores on a city map, a partial loss of historical places of trade;

Stage 4 - a tendency to enlargement in peripheral areas; shortage of free territories in the central part of the city, encourages the development of trade abroad.

In the process of analyzing these changes and works of other authors, 5 periods of trade development are highlighted:
- from the end of the 19th century to the beginning of the 20th century - changes connected to the improvement of the living courtyards and shopping streets;
- 1920-1930s - the period of stagnation, the loss of the pre-revolutionary image of trade and the search for new solutions;
- 1950-1960s - the post-war restoration of the trading system;
- 1970-1980s, the stage of development of retail space functionalism;
- 1990 - the beginning of the XXI century - a period of rethinking the role of the market, the revival of retail space.

Currently, shopping spaces in Irkutsk are being enlarged on the peripheral parts of the city, and they are becoming multifunctional, social, business, entertainment, and communicative spaces. This affects directly to the development and branding component of the city.

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