

The Impact of the Pandemic on the Urban Street Retail Development in a Russian Metropolis

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Lockdown in St. Petersburg:

Since March, 28:

- All off-line retail trade and services facilities except food, vital goods trade and critical social services were closed for customers' visits

Since June and up to now:

- Steadily allowed to open retail facilities applying sanitary restrictions

Turnover, St. Petersburg, 2020

- Retail trade:

- 9 months - 4.2 %

- August + 1.5 %

- September + 1.1 %

- Public catering

- 9 months - 30.2 %

- May - 64.5 %

Few more trends:

- Landslide growth of online retail turnover keeps going even after lockdown is over;
- The number of vacant (closed) street retail locations in the city center of 2 Russian metropolises keeps growing after lockdown is over.
- Some researches claim that in the socialist time large housing estate (LHE) “microrayon” areas street retail was effected less dramatically than that in the city center.

Main assumption

- If the last statement is true, this means that different functional-morphological zones of a metropolis were affected by the pandemic in a different way
- We shall try to verify this assumption

Share of vacant space in street retail by main trade corridors

- 5 main central streets of St. Petersburg, September: 14.4 %
 - growth for the quarter: + 1.5 percentage points
 - Max (Old Nevsky ave., September): 18 %
- 90 main streets of Moscow, September: 8.4 %
 - Max (September): 17 %

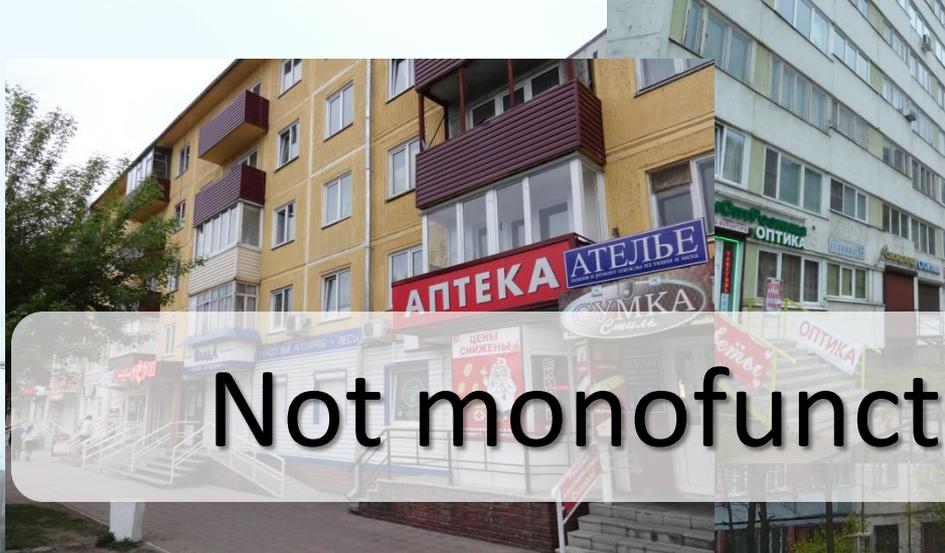
Mycrorayons in post-socialist cities:

- Up to 80-90% of population
- Up to 70% of area
- Still growing



Not monofunctional anymore?

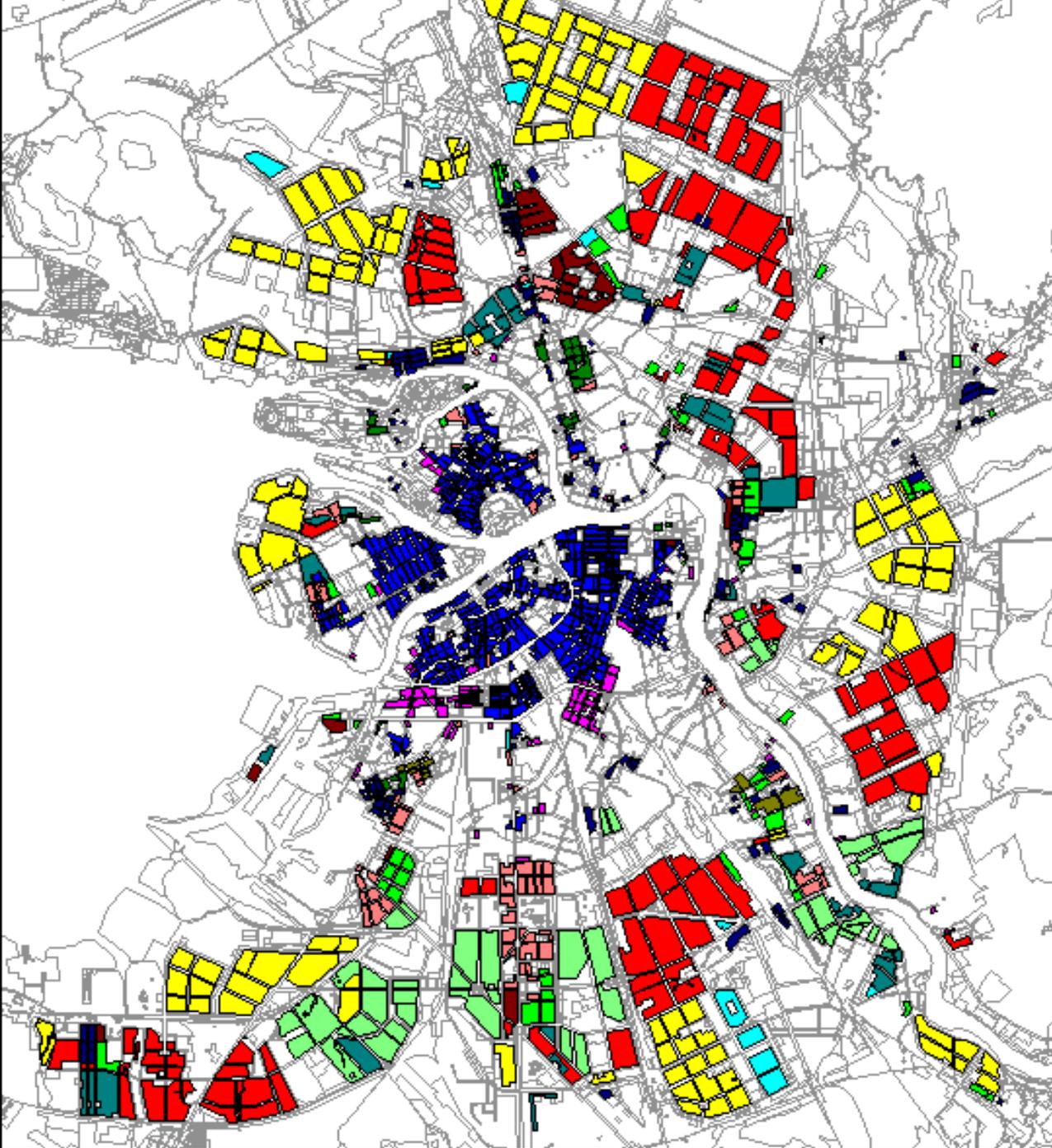




Not monofunctional anymore?



Different morphology



Types of residential blocs

■	брежневская панельная застройка 1960-нач.1970-х годов	(123)
■	дома из силикатного кирпича 1950-1960-х годов	(63)
■	застройка до 1917 года: высокое качество	(609)
■	застройка до 1917 года: низкое качество	(84)
■	застройка домами улучшенной планировки кон.1970-1990-е годы	(142)
■	застройка по индивидуальным проектам 1980-1990-х годов	(14)
■	кирпичная застройка 1960-1970-х годов	(24)
■	конструктивизм 1930-х годов	(27)
■	малозатяная "псевдоклассическая" застройка 1940-1950-х годов	(117)
■	некачественная застройка	(4)
■	первые жилмассивы 1920-х годов	(12)
■	смешанная (панельная и кирпичная) застройка 1960-х годов	(38)
■	сталинский неоклассицизм 1930-1950-х годов	(82)
■	хрущевские панельные дома 1950-1960-х годов	(45)

Type of demand: 1-every day, 2-periodic, 3-episodic

2020

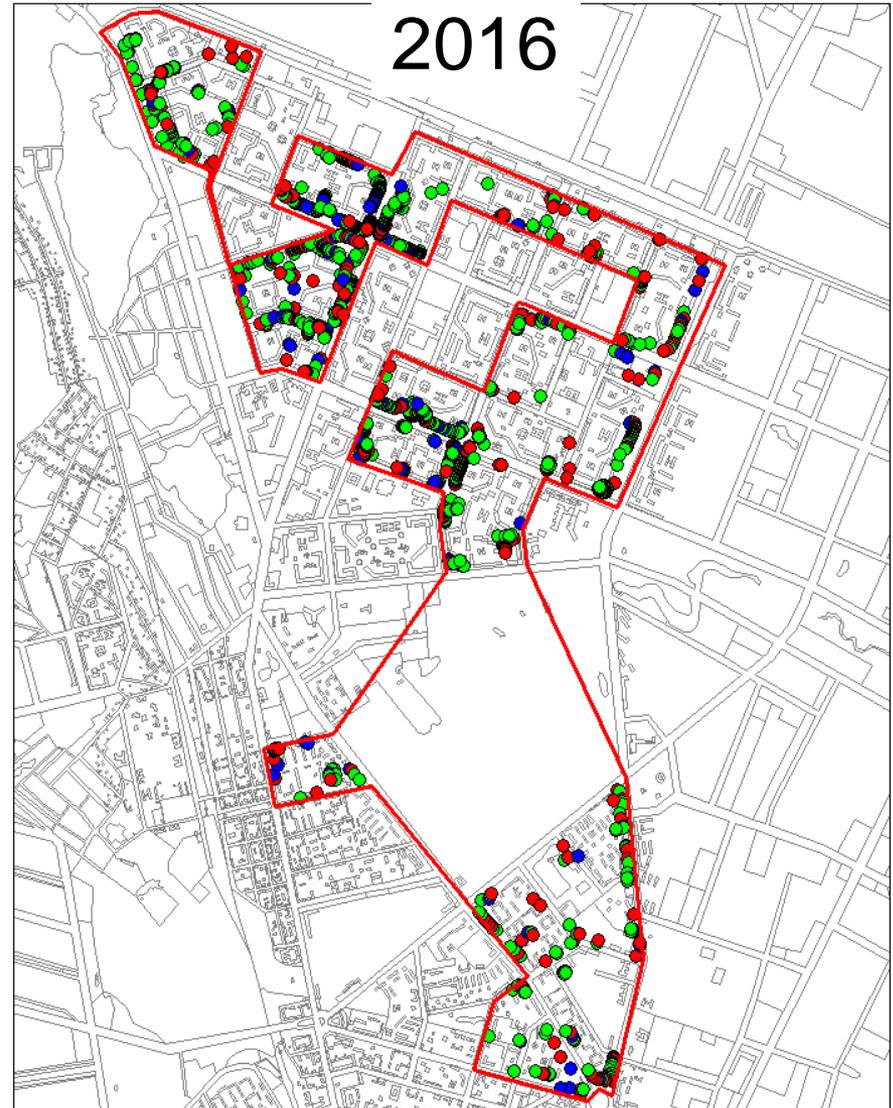


Type demand (2020)

- 1 - every day
- 2 - periodic
- 3 - episodic

Scale 1 : 60 000

2016



Тип спроса, 2016

- 1 (398)
- 2 (628)
- 3 (167)

Retail structure in microdistricts of St. Petersburg 2016-2020, by 18 surveyed areas

Data for the above table collected in 2016 and 2020 during students' practices under supervision of: K.Axenov, K.Morachevskaya, A. Zinoviev (all – St.Petersburg State University, Russia)

* - in 2016 vacant were counted together with n/a

Type of permanent facilities	2016 facilities	2020 facilities	2020 vacant facilities	2020 % vacant facilities
B2C, daily demand	305	320	11	3
B2C, periodic demand	663	645	28	4
B2C, episodic demand	130	216	4	2
B2B	46	35	0	0
N/A	97*	40	39	98
Total	1241	1295	82	6

Conclusions

- Our field study proved that in the socialist time large housing estate (LHE) areas street retail was effected by the pandemic much less dramatically than that in the city center: the share of vacant (closed) facilities there in September was 6.3 % in comparison with 14.4 % in the center.
- We did not register any significant difference in the share of vacant facilities between different demand types in LHE areas.
- But among different locations it varied from 0 to 13%.
- We did not manage to find a single factor which could describe this difference.

Conclusions

- The only assumption that we can make so far is that the more street retail was targeted at the local community consumption the less dramatically it was affected by the pandemic. But this assumption needs to be verified.
- Thus we proved that different functional-morphological zones of a metropolis were affected by the pandemic in a different way.



Thank you for your attention!