

BUSINESS CENTERS: CLASSIFICATIONS, MAIN PROPERTIES AND REQUIREMENTS

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Business centers are becoming one of the most important architectural components of modern cities; the need of such centers became a demand due to the concentration of high number of businesses and international businesses within big cities, which created the demand of an architectural cluster of business centers that facilitates running business between enterprises and keep the high concentration of financial flow within one zone.

To understand this concept; the article will first note the most important business centers of our modern world, the percentage of companies present, and the medium rental cost. The financial components plays a huge role when it comes to business centers; as they always need funding to be realized, and to be funded they need to be able to produce an equivalent value and profit; in other terms they need to be self-independent buildings, to be able to understand that we need to take a look at the current examples in our world.

Moreover, it's very important to understand the different types of business centers, as they provide a variety of different services not to mention the importance of understanding location requisites depending on the type of business center. In this article the main classification of business centers is explained briefly with an example.

Urban requirements and importance is discussed briefly as it is important to understand the concept of CBD (Central Business District) and how it reflects on the hosting cities in many different ways. As our urban formation is changing slowly and architectural demands are changing, it's important to plan for our future cities to fulfill the objective and create flexibility and comfort, and avoid future complication and unnecessary waste of cost.

Key words: business center, central business district, frchitecture, skyscrapers, psychosomatic-comfort, modern cities, urban planning, classification, city icons, future city formation

Introduction

There are two meanings of the phrase Business Center [1]; the first one refers to a place where enterprises and companies are able to rent offices, meeting rooms, events room, etc. to run their business. While the other meaning of a Business Center refers to a town, a city or a part of city where there's a cluster of commerce buildings in which there is a lot of financial and business movement.

The architecture of a single business center and the cluster within a city are both very important, as commerce movement is growing rapidly to cope with needs of our modern fast-moving population. More and more business centers are being brought to existence in modern cities, while the old business centers are growing in size and height.

The Most Popular Business Centers in The World

The web that is created between business centers in the world is a very important thing to consider. Financial movement and commerce are one the most dominant aspects in our modern society and reflects on the architecture of our cities. To understand this better, a brief study of the top 10 Popular Business centers in the world is presented [6]:

— according to world classification Paris takes the 10th place on the list with a 55.7% companies present and a medium rental cost of \$1,093/sq. meter;

— while Dubai which is the biggest business hub in the Middle East takes the 9th place with a 56.1% of companies present and a \$524/sq. meter rental cost;

— Madrid is the 8th on the list and hosts a 59.6% of companies present and it hosts more than 75% of media, technology and telecommunications companies, which is almost the same level as New York City. The rental cost is around \$484/sq. meter;

— Beijing takes the 7th place with a 60.4% of companies present and a rental cost of a \$735/sq. meter. It hosts a high number of mining, construction, and agricultural enterprises;

— even though Moscow takes the 6th place in the world's list, it is the 2nd most popular business center in Europe. It has a 60.7% of companies present and rental cost of an \$850/sq. meter;

— Shanghai is the 5th and has a 61.4% of companies present and a rental cost of an \$812/sq. meter. Mainly it has a high concentration of mainland stock exchange;

— London is the 4th and has a 63.2% of companies present and a rental cost of a \$974—\$1,683/sq. meter depending on location. It's one of the world's oldest top business centers;

— Tokyo is the 3rd and has a 63.9% of companies present and a very high rental cost of a \$20,469/sq. meter. It is home to 47 Japanese Fortune 500 companies, which includes Honda, Sony, and Mitsubishi;

— Singapore takes the 2nd place with a 67.5% of companies present and a rental cost of an \$850/sq. meter and one of the most popular in Asia;

— the 1st city on the list is Hong Kong with a 68.2% of companies present and a rental cost of a \$2,297/sq. meter. It is the world's most popular city for international businesses.

Classification of Business Centers by Component

Even though most modern cities have a central business district, some smaller business center buildings might be scattered in crowded and important parts of the city.

There are three main categories of business center buildings which differ in components, number of offices and function.

Small Size Buildings

This type of business centers is usually located outside the central business district but in an important location whether it's the city center or just a crowded area.

It usually contains offices, common areas, toilets, storage area and restaurants.

An example of this type of business center is *Kitai Gorod Business Center*. It's located in Moscow — Russia within the old center of the city. The architecture of the building goes back to the middle of the XIX century. However it's provided with modern interior.

Shops, stores and a big supermarket occupy the first and second floor. Third, fourth and fifth floor are occupied by offices with an approximate area of 10 000 m² [2].

General space distribution: Office (20—500 m²).



Fig. 1. Kitai Gorod Business Center — Moscow — Russia [2]

The building is provided with a good infrastructure which includes all needed services. Such type of business centers is very popular as it is easy to host almost anywhere within the city, whether it's a big or a small city.

Medium Size Buildings

Such business centers generally contain offices, common areas, toilets, storage area, meeting halls, event rooms, shops, restaurants, cafes, sports center and might also have apartments and/or a hotel. This type of centers is usually located near a metro station and easy to access.

An example of this type of business center is Park Place located in Moscow — Russia. It is located to the east-west of the city and within 14 kilometers from the Kremlin.



Fig. 2. Park Place — Moscow — Russia [4]

With a total area of 37,750 m², it contains offices 10,900 m², apartments 24,270 m² and retail stores 1,400 m² [4].

General space distribution: Office (20—500 m²).

Apartment: (60—170 m²) — Office (60—330 m²) — Retail store (10—300 m²)

The Complex has 24-hour on site security, child care center, sport center with tennis court and heated underground parking facility.

This type of business centers is usually found in big cities and good for creating business centers away from the main business district within a big city or in small region near a big city.

Big Size Buildings/Skyscrapers

This type of business centers has it all. It usually contains a hotel, apartments, a mall, restaurants, cafes, a sports center, storage area, entertainment facilities, cinemas, event halls, and other facilities.

Usually located within the *Central Business District (CBD)* and hosts various amounts of activities and businesses. Such type of buildings can be found in big cities with business districts. An example of this type of buildings; Bagration Bridge and Tower 2000 office Complex in Moscow — Russia.



Fig. 3. Bagration Bridge and Tower — Moscow — Russia [3]

This project was completed in two phases. The first phase was the Bagration Bridge. Completed in 1999; this building was one the first main buildings built in Moscow's International Business Center. The second phase was the Tower. Completed in 2001 with a total floor area 60,000 m²; containing 2000 office. With 30 floors above ground and 4 floors under, the building is 130 m high [3].

The underground floors contain; Parking, restaurants, shops, stores and a fitness center, whereas floors 3—15 and 17—26 contain business offices. And floors 8 and 27 contain a media center, large exhibition hall and piano bar.

The tower is considered a good example of business centers located within a CBD of any city.

Urban Requirements

In most modern big cities a *Central Business District (CBD)* is found. It is the commercial and business center of a city, also known as the “financial district”. In some cases the location of the CBD and the city center might be the same, however, but these two concepts are different: in many cities the CBD located away from its commercial or cultural city center or downtown.

Usually the CBD of a city has a higher density the surrounding districts, and contains the tallest buildings in the city.

It is important to note that the CBD is usually located within the center of the city but apart from the historic part. In many cases, it is also the host of the activity center of the city or at least of the major centers for entertainment including night life.

The unique design of CBD usually reflects on the city’s image and icons. Many cities around the world are known for their unique buildings within the CBD.

Conclusion

As cities are growing and the population is rising in numbers, so is business, hence; the financial movements. Many cities and capitals are growing in size and business that governments are reshaping those cities, such as Quito-Ecuador [5] as the city will soon have its own CBD.

It is much efficient and time saving for cities to have a CBD where all big businesses (government and private one) and banks can exist in one area, especially that cities are much bigger than before with traffic problems.

Urban formation is changing slowly and architectural demands are changing, it’s important to plan for our future cities to fulfill the objective and create flexibility and comfort, and avoid future complication and unnecessary waste of cost.

As a conclusion; cities are being reformed slowly, and soon cities will look much different than they do now; A group of clusters where we use more vertical commuting than horizontal. It is important to understand that more and more people are making choices to live within the CBD (at least during weekdays) as it much comfortable and time saving. However, living in such districts contradicts with to the psychosomatic comfort of human beings, therefore architects are aspiring towards building skyscrapers that merge nature within.

Creating complete cities within buildings might be the future prognosis and has already started in a miniature scale, new construction materials are facilitating this process; however, it is very important to create a way to keep human contact to nature. As a prognosis; the CBD concept might develop easily into a new future city formation, therefore, these two concepts cannot be separated as they are strongly linked to each other.

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БИЗНЕС-ЦЕНТРЫ: КЛАССИФИКАЦИЯ, ОСНОВНЫЕ ПРЕДЛОЖЕНИЯ И ХАРАКТЕРИСТИКИ

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Бизнес-центры становятся одним из самых важных архитектурных компонентов современных городов; необходимость таких центров вызвана концентрацией предприятий и международных компаний в рамках крупных городов, которые создали спрос архитектурного кластера бизнес-центров, облегчающих ведение бизнеса между предприятиями и в то же время позволяющего сохранить высокую концентрацию финансовых потоков в рамках одной зоны.

Чтобы понять эту концепцию, авторы сначала обращают внимание на самые важные бизнес-центры современного мира, на процент присутствующих компаний и на среднюю стоимость аренды. Финансовые компоненты играют огромную роль в бизнес-центрах, так как они всегда требуют финансирования для реализации, и, чтобы получить финансирование, они должны быть в состоянии производить эквивалентную стоимость и прибыль; другими словами, они должны быть независимыми самостоятельными зданиями. Чтобы это понять, мы должны взглянуть на имеющиеся в мире примеры.

Кроме того, очень важно понимать различия бизнес-центров, поскольку они обеспечивают разные услуги, не говоря уже о важности местоположения в зависимости от типа бизнес-центра. В этой статье основная классификация бизнес-центров представлена с примерами.

Обсуждение городских требований и условий важно для понимания концепции ЦДР (центральный деловой район) и как это в последствии может отразиться на принимающих городах. Наша городская среда постепенно меняется, и архитектурные требования меняются, важно планировать будущие города так, чтобы создать удобство и комфорт и избежать в будущем сложностей и ненужных расходов.

Ключевые слова: бизнес-центр, центральный деловой район, архитектура, небоскребы, психосоматический комфорт, современные города, городское планирование, классификация, городские знаки, формирование будущего города