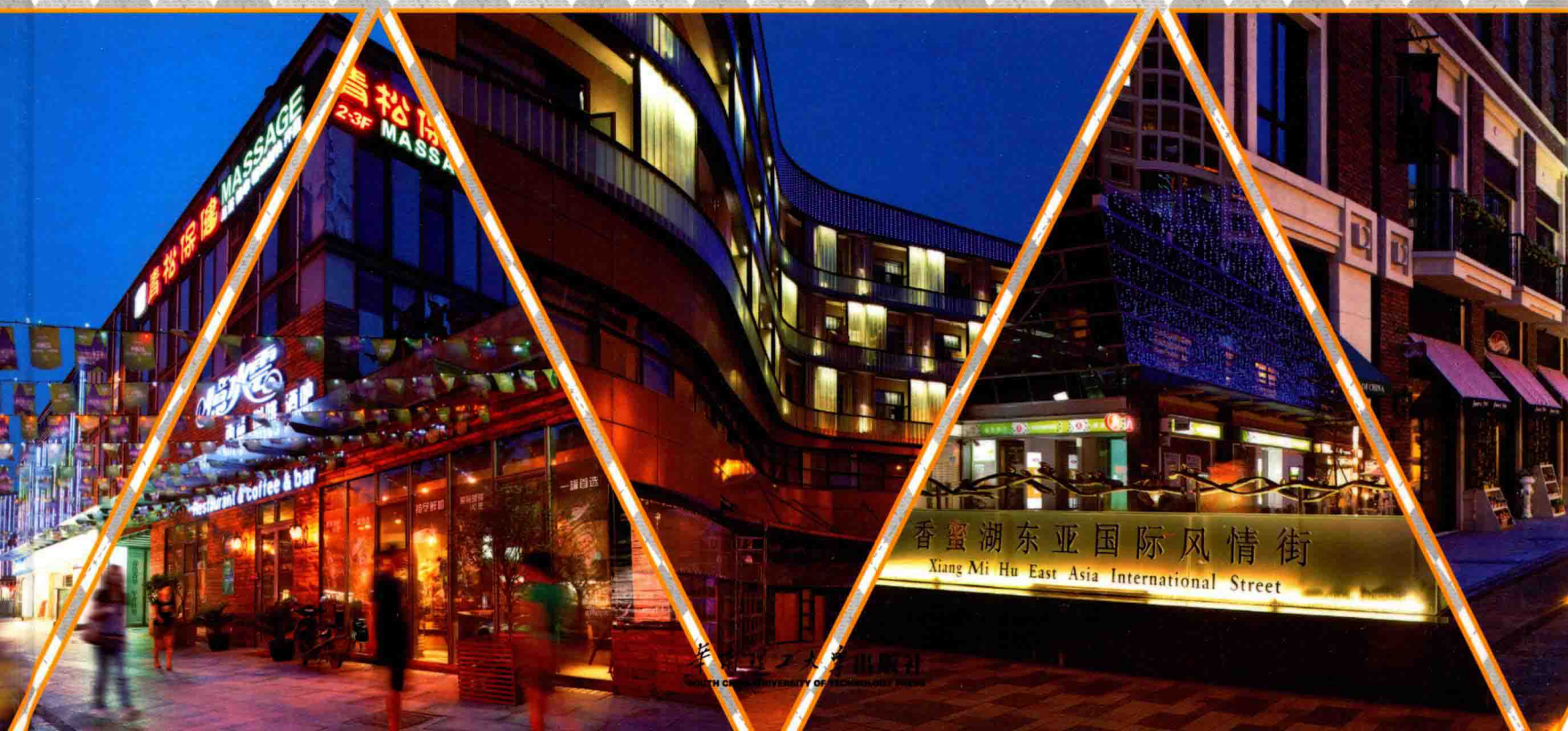


Commercial Block 商业街区

Planning and Design 规划及设计

佳图文化 编



香蜜湖东亚国际风情街
Xiang Mi Hu East Asia International Street

华南理工大学出版社
SOUTH CHINA UNIVERSITY OF TECHNOLOGY PRESS

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Preface

前言

Commercial block is the naturally formed area gathering many retail stores with the development of the city. Commercial Street is raised up jointly by the retail store group in the central city and all kinds of culture, entertainment, catering facilities and financial institutions as well. But Commercial Street is not a simple concept, nor simply sets shops on both sides of the street. People will produce a kind of feeling of the character of each space, and each square or street also has its own unique character; therefore, how to let consumers have a good feeling about the shopping environment needs the designers to design carefully. From a professional perspective, this book discusses the design concept of commercial block together with the commercial block designers and the related industry designers.

This book is a professional book that comprehensively introduces and shows commercial block design at home and abroad. The project cases in this book are selected carefully from the domestic and foreign outstanding cases, mainly including CBD commercial blocks, the New District commercial blocks, community commercial blocks and characteristic commercial blocks. The main content of the book covers planning, single building design of the commercial block and landscape sketch design and many other aspects, and through a large number of professional technical drawings, it comprehensively shows the design essence of the present commercial block. At the same time, this book adopts the pattern of "theory + instance" to arrange the contents, and theory of authority and rich instances make the book more professional and detailed.

商业街区是随着城市的发展而自然形成的零售商店聚集的街区。商业街一般是中心城市零售店群与同一地段的各种文化、娱乐、饮食设施以及金融机构等现代建筑共同发展起来的。但是商业街不是简单的概念，更不是简单地把一条街道两边做成店铺就完了。每个人对空间个性都会产生一种感受，每个不同的广场、街道也都有自己的个性，怎样能够让消费者对购物环境有一种良好的感觉，这就需要设计师进行精心地设计。本书以专业的视角和商业街区设计师以及相关行业设计师一起探讨商业街区的设计理念。

本书是一本全面介绍和展示国内外商业街区设计的专业书籍。其案例都是在国内外优秀作品的基础上精挑细选的，案例主要涉及 CBD 商业街区、新区商业街区、社区商业街区以及特色商业街区。本书的主要内容涵盖了商业街区的规划、单体建筑设计及街区景观小品设计等诸多方面，并通过大量的专业技术图全面地展示商业街区的的设计精髓，同时采用“理论 + 实例”的模式编排内容，权威的理论、丰富的案例使本书的内容更专业、更详实。

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Theory 理论分析

Theory

理论分析

1 Definition

Commercial street refers to a busy street composed of stores, restaurants and other service programs which are arranged in order. It is part of the urban commerce and a commercial aggregation with multiple functions and diversified programs.

2 Beginning and Development

Commercial street first appeared in some European and American countries. During 1950s~1960s, the number of cars increased greatly and resulted in traffic jams and environment pollutions in the downtown areas. At the same time, the shopping malls in the suburbs brought great challenges to the commerce in the downtowns. With this kind of background, the commercial street thus came into being and was aimed to revive the downtown economy and improve the traffic and environment.

The first pedestrian street for shopping was developed in Essen of Germany. In 1927, the local government began traffic control in the busy Limbecker Street: cars or other motor vehicles were not allowed to enter the street. It became the first commercial pedestrian street in Europe. Then during 1950s to 1960s, other European countries also developed their own commercial streets which were innovative and characteristic, such as Lijnbann in downtown Rotterdam. And there were also many pedestrian streets for shopping built in the U.S.A. from 1960s to 1970s.

In China, the design and construction of commercial pedestrian streets began from early 1980s. Since 1999, there is a heat in developing commercial streets in China. This new commercial model integrates multiple businesses and varied programs, assembled mainly by anchor stores, shopping malls or supermarkets, meeting the requirements for shopping, eating, drinking, recreation, entertainment and fitness. Nowadays, in some cities, commercial streets have gradually become their name cards.



一 概述

商业街就是由众多商店、餐饮店、服务店共同组成，按一定结构比例规律排列的商业繁华街道，是城市商业的缩影和精华，是一种多功能、多业种、多业态的商业集合体。

二 商业街区的起源与发展

商业步行街最早起源于欧美国家，20 世纪五六十年代，小汽车的飞速发展使得欧美国家城市的中心区交通混乱、空气质量下降、环境受到污染；又由于受到郊区购物中心的挑战，中心区商业零售衰落，吸引力下降。为了复兴中心区商业，改善中心区交通环境，商业步行街应运而生。

欧洲最早开发步行商业街的城市是德国埃森。1927 年，当地政府就对繁华的林贝克大街采取了封闭汽车交通的措施，成为欧洲最早的一条步行商业街。20 世纪 50 年代到 60 年代，在欧洲其他一些国家，也设计和建设了一批有创造性和有特色的商业街区，例如荷兰鹿特丹中心区林邦步行街。美国在 20 世纪 60 年代到 70 年代，也在许多城市建造了步行商业街。

我国城市在 20 世纪 80 年代初开始设计和建设步行商业街。1999 年至今，步行商业街在我国发展迅速升温，成为商业服务业多业种、多业态的有机组合体，在店铺数量上，是以专卖店为主、大型商场或超市为辅，可以满足人们购物、餐饮、休闲、娱乐、健身等多种需要。如今在不少城市，商业街已经成为城市的一张名片。

三 商业街的特点

- 1 功能全。现代商业街一般应具有购物、餐饮、休闲、娱乐、体育、文化、旅游、金融、电信、会展、医疗、服务、修理、交通等 15 项功能和 50 ~ 60 个业种，现代商业街要力争最大限度地满足广大消费者的各种需求。

3 Features

- 3.1 Multi-functions: modern commercial street should provide functions like shopping, catering, recreation, entertainment, sports, culture, tourism, finance, telecommunication, exhibition, healthcare, service, repair and traffic. There are usually 50 to 60 programs to meet different requirements.
- 3.2 Varied products: modern commercial street gathers varied products together. Commercial streets in the international metropolis such as Xidan and Wangfujing in Beijing, Nanjing Road in Shanghai, are the display windows for Chinese brands and at the same the exhibition centers for international brands.
- 3.3 Specialized arrangement: modern commercial streets are designed to be specialized. Modern consumption has changed from social consumption and family consumption to personalized consumption. Thus it requires more specialized operation and subdivided programs. Thus in the commercial street, except several department stores or supermarket, the rest are flagship stores or anchor stores.
- 3.4 Sound environment: the shopping environment of the commercial street should be clean, bright, elegant and comfortable to provide spiritual enjoyment. It should be a pleasant place for shopping, relaxation, communication and tourism.
- 3.5 Excellent service: excellent service will be the greatest feature of the commercial street. All the brands here should have their own selling points and provide considerate services. At the same time, the commercial street needs to establish an integral service system to serve the consumers and visitors.

4 Categories

- 4.1 According to the products involved, commercial streets can be classified as specialized commercial street and compound commercial street. Specialized commercial street usually focuses on a certain kind of products, for example, the building material street, auto parts street, bar street, entertainment street, etc. While the compound commercial street will not limit its product categories and the tenants can decide their own products freely, taking the commercial street in Xidan and the Metropolitan Street in Xuanwu District of Beijing for example.
- 4.2 According to the architectural style, there are open commercial streets, arcade-style commercial streets, underground commercial streets and overhead commercial streets.
- 4.3 According to the arrangement of the stores, there are commercial streets with indoor stores, with frontage stores, or with these two types.
- 4.4 According to the development stage, it can be classified as central commercial street, regional commercial street and specialized commercial street. The central streets are well developed commercial blocks in international metropolis, for example, Manhattan of New York, Ginza of Tokyo. Regional commercial streets usually locate in residential areas, on roadsides, or nearby hospitals, entertainment arenas and office spaces. Specialized commercial streets are the ones that feature characteristic products or management styles.

2 品种多。现代商业街是商品品种的荟萃，如北京西单、王府井和上海南京路，作为国际大都市的商业街既是中国品牌的窗口，又是国际品牌的展台，把民族化与国际化有机地结合起来。

3 分工细。分工细、专业化程度高，是现代商业街的重要特色，现代消费已从社会消费、家庭消费向个性化消费转变，要求经营专业化、品种细分化，商业街除了少数几个具有各自特色的百货店以外，其余都由专卖店、专业店组成。

4 环境美。商业街的购物环境优雅、整洁、明亮、舒适、协调、有序，是一种精神陶冶、美的展现和享受，体现购物、休闲、交往和旅游等基本功能。

5 服务优。服务优是商业街的优势和特点，除了每一个企业塑造、培育和维护自己的服务品牌，推进特色经营外，还要突出商业街服务的整体性、系统性和公用性，提高整体素质、维护整体形象、塑造整体品牌。



四 商业街区的分类

1 按商业街经营的商品类型，可将商业街分为专业商业街和复合商业街。专业商业街商铺往往集中经营某一类（种）商品，如建材商业街、汽车配件商业街、酒吧街、休闲娱乐街等；复合商业街商铺对经营的商品不加确定，经营者可以按照自己的设想去随意经营，如北京的西单商业街、北京宣武区的大都市街等。

2 按商业街的建筑形式，可以分为开敞式、骑楼式、拱廊式、架空式以及地下商业街。

3 按商业街商铺的形式划分为完全采取铺面形式的商业街，完全采取铺位形式的商业街和采取铺位、铺面结合形式的商业街等。

5 Site and Planning

5.1 Problems to be considered in site selection

- 5.1.1 The location and the population: it needs to deeply analyze the economic conditions, consumption ability and the surrounding environment of the site.
- 5.1.2 The economic benefits of the tenants.
- 5.1.3 The analysis to the competitors will help to decide the operation patterns and the development strategies.
- 5.1.4 The shape of the land and the accessibility of the site.
- 5.1.5 The population structure in urban planning.
- 5.1.6 The consumption psychology of the consumers.

5.2 Requirements for Site

- 5.2.1 The location of the site should meet the requirements for the urban planning and commercial network planning of a city or a district. The commercial street is usually set in the center of a city or a district.
- 5.2.2 The commercial street should locate with convenient traffic system for easy accessibility.
- 5.2.3 If the surrounding traffic system can bear the traffic flow, the commercial street can be designed as a pedestrian street.
- 5.2.4 The site of the commercial street should be safe and far away from the flammables and explosives.
- 5.2.5 If there is enough land or space, the commercial street should provide parking spaces for different vehicles within the site. For the pedestrian street not allowing motor vehicles to enter in, parking spaces should be set nearby the site.

5.3 Requirements for Planning

- 5.3.1 The commercial street is usually 300m to 600m long. If it is longer than 600m, it is hard for walking through; if it is too short, there will be no commercial atmosphere.
- 5.3.2 Every commercial street has its own "gold section" which refers to the place where people want to stay. It is usually set at the position of 0.618 of the whole street. There, it's better to set important stores or shopping mall than design recreation facilities like square.
- 5.3.3 The proportion between the width of the commercial street and the height of the buildings along it would better be 1:1 ~ 1:1.5, not surpass 1:2. It should also pay attention to ensure the sunlight in winter. The width of the street is usually 20~30m, and streets allowing for transportation can be designed to be wider with some plants or supporting facilities.
- 5.3.4 The layout of the stores should consider the consumers' habits. When walking and shopping, there will be some "dead zones" which would better be designed with supporting facilities like restaurants, cafes or entertainments.

- 4 按商业街发展的状况，可以分为中央商业街、地区商业街以及特色商业街。中央商业街一词是大都市商业发展到一定程度的产物，西方国家比较早地采用了这种提法，如美国纽约的曼哈顿、日本东京的银座等均被冠之中央商业街的称号。地区性的商业街，即分布在各个居民住宅区、主干线公路边、医院、娱乐场所、机关、团体、企事业所在地的商业繁华街道。特色商业街即是在商品结构、经营方式、管理模式等方面具有一定专业特色的商业街。



五 商业街区的选址与布局

(一) 选址必须考虑的问题

- 1 用地区域和交通人口状况，需对城市经济实力进行准确深入的评估，对主力消费人群明确定位，对主力人群不同社会阶层进行研究，对用地容量、特征、设施状况以及商业流量方面进行调研。
- 2 用地经济状况需考虑租户的经济利益需求。
- 3 需对竞争对手详细分析，部署好商业街区的经营特色与竞争战略。
- 4 需了解商业街区用地的物理状况，特别是用地形状、用地的完整性和可进入性。
- 5 需了解城市规划的人口结构。
- 6 需了解消费人群的消费心理。

(二) 商业街区的选址要求

- 1 商业街选址应符合该城市 and 地区的城市规划和商业网点规划要求。商业街一般分布在城市中心和分区中心地段，靠近城市生活区干道的地方。
- 2 商业街应选在交通便利、辐射范围广的地方。
- 3 商业街邻近道路若可负担该区域车流量时，可设计为步行街。
- 4 商业街应选在远离生产或存储易燃易爆危险物品的安全范围内。
- 5 有条件的商业街应设有专用机动车、非机动车停车场，停车场面积应视商业街规模而定。若是步行商业街，则机动车禁行或限时段通行，且商业街周边应设置停车场。

5.3.5 The size of the commercial street is not limited. Generally, 200,000 m² is the maximum area that people can accept physically and psychologically.

5.3.6 It should define the theme of the commercial style and pay attention to the architectural style.

5.3.7 Continuous interface and unified setback will help to shape the commercial atmosphere.

6 Architectural Design

6.1 Space Design

6.1.1 Linear Commercial Street

Linear layout is the most common style for commercial street. For this kind of commercial street, retails are arranged in line. There are two kinds of linear commercial streets: single-line street and compound linear street. As the name implies, the single-line street has its retail spaces arranged along one street; compound one is much complicated with retail spaces and public facilities arranged along different roads. Compound streets can be designed in L shape, T shape or cross shape.

6.1.2 Commercial Block

There are four kinds of commercial blocks:

A. Neighborhood commercial block refers to the one located in the neighborhood with the functions enclosed by urban roads.

B. Square-style commercial block's commercial spaces are set around a square.

C. Vertical commercial block has its traffic system and commercial spaces arranged in three-dimensional style.

D. Mixed-style commercial block can be classified as the two-dimensional ones and three-dimensional ones. The former are the combination of commercial street and commercial center, while the latter refer to the ones that combine linear commercial street, commercial block and vertical commercial block together.

6.2 Facade Design

6.2.1 The facade not only serves as the logo for a commercial street but also shows the characteristics of the development to attract consumers.

6.2.2 When designing the facade for the commercial street, it needs to consider the relationship with the surrounding buildings as well as the transition between the entrance and the internal street. As part of the urban context, the new facade should keep harmonious with the existing buildings. At the same time, it should keep its modern sense. To create a unified style, the design of the proportion and the selection of materials are very important.

6.2.3 The structure of the building decides the appearance of the facade. The heights of the buildings, the distance between columns and the pattern of the windows will help to create different facade effects. Closed buildings, especially the huge ones, will be obstacles for a place. And the commercial street is not isolated; it is part of a district. Thus the facade design for the commercial street must consider the topography, weather, culture and local architectural style around it.

(三) 商业街区的布局要求

- 1 商业街一般有效长度在 600m 之内，长度为 300 ~ 600m 最佳。过长超过了人行走的体力极限，过短则难以营造商业氛围。
- 2 商业街具有“黄金地段”，指人们在逛街时愿意停留的地方，一般在总长乘以 0.618 的位置，此位置应安排最具代表性的商店或综合性商场，不宜安排广场之类的休闲设施。
- 3 商业街的宽度及临街建筑的高度比例以 1:1 ~ 1:1.5 为宜，最多不能超过 1:2。注意商业街的冬季日照。商业街的宽度一般以 20 ~ 30 m 为宜，兼有交通功能的商业街人行道宽度尽可能宽些，用于植树或安排相应设施。
- 4 商业街商店布局应充分考虑人的逛街习惯，逛街一般是在街两侧来回行走呈“之”字状，所以会产生“盲区”，“盲区”往往设置一些辅助功能，如餐饮、娱乐等。
- 5 商业街的商业面积大小现在没有统一的数据，一般 20 万 m^2 是人们体力、心理所能承受的最高值。
- 6 注意商业街建筑的风格，确定主体格调。
- 7 界面连续，后退一致，有利于商业氛围的形成。

六 商业街区建筑设计

(一) 商业街区的空间形态设计

- 1 带状型商业街区
带状型商业街区指沿街线性展开布置的带状商业街，是商业街区空间形态最常见的布局类型之一。带状型商业街区又分为单一线型商业街和复合型商业街。单一线型商业街是沿一条城市道路展开的布局形式。复合型商业街具有比单一线型商业街复杂的体型，主要是以交通枢纽、干道交叉口为中心，公共设施沿几条道路的方向带状沿街延伸“复合”而成的商业中心，构成 L 型、T 字型、十字型等布局形式。
- 2 块状型商业街区
块状型商业街区可以具体分为四种类型：
 - ①街坊式商业街区。商业街区街坊式布局的块状商业中心，各项功能部分布局在道路围合的街坊内。
 - ②广场式商业街区。这种街区以广场为中心，商业设施沿周边布置。
 - ③立体式商业街区。在三度空间上组织交通和商业设施。其功能组织和形态特征主要表现在两个方面：其一，立体化的交通组织；其二，立体化的设施组织。
 - ④混合式商业街区。这种街区有两种模式：两度空间上的混合式街区和三度空间上的混合式街区。两度空间上的混合式街区，即商业街与广场式商业中心结合。三度空间上的混合式街区，即带状、块状和立体式空间组织形式的结合。

(二) 商业街区的立面设计

- 1 商业街区外立面不仅是商业街的形象标志，更是主题型商业项目吸引、聚集目标消费群体，并且表现与众不同的商业特质的体现。切合经营主题、设计新颖、风格独特的外立面设计能使商场在消费者心目中留下深刻印象。

6.3 Appearance Design

The shape of the building will define the new skyline of a district. And famous commercial streets usually feature striking building shapes that make them unforgettable. On the facade, the windows and the walls as well as the lines on the outer walls will give a typical impression to people nearby. When people standing by the buildings, they will have self experience to the ground floor. So, the design of this floor should pay attention of the details and the materials. Other elements on the ground floor such as the doors, windows, canopies, steps, handrails, flowerpots, lamps, reliefs, fresco, materials and colors should also well decided to give an unforgettable impression. It should pay attention to every detail to meet different requirements and make the space inviting.

6.4 Walkway Design

6.4.1 The walkways should be designed clearly to guide the flows of people and well arrange the stores. The walkways would better be curved with certain length to make consumers linger longer. The retails spaces should be set along the walkways.

6.4.2 The walkways should be designed with eye-catching signs to guide people. The widths of the walkways are decided by the flow of people and the size of the commercial street.

6.5 Design of Escalators

6.5.1 The escalator in the commercial street is to transport people. Thus the quantity and location of the escalators are decided by the conditions of people flow. In the busy shopping center, how to avoid traffic jam at the entrance of the escalator is one of the greatest challenges. The connection of the escalator and the corridor is usually designed with a crossing. According to the habit of the orientals, there are usually two escalators with the right one up and the left one down.

6.5.2 In some commercial street, one-way escalator is designed to make people stay longer and increase the chances of selling. At the same time, it will avoid traffic jam at the escalator entrance. However, it should also take consumers feeling into consideration to set some other escalators nearby.

6.6 Internal Wall and Floor Design

The interior decoration and layout of the commercial street aims to create an innovative, functional and comfortable environment for shopping and relaxing.

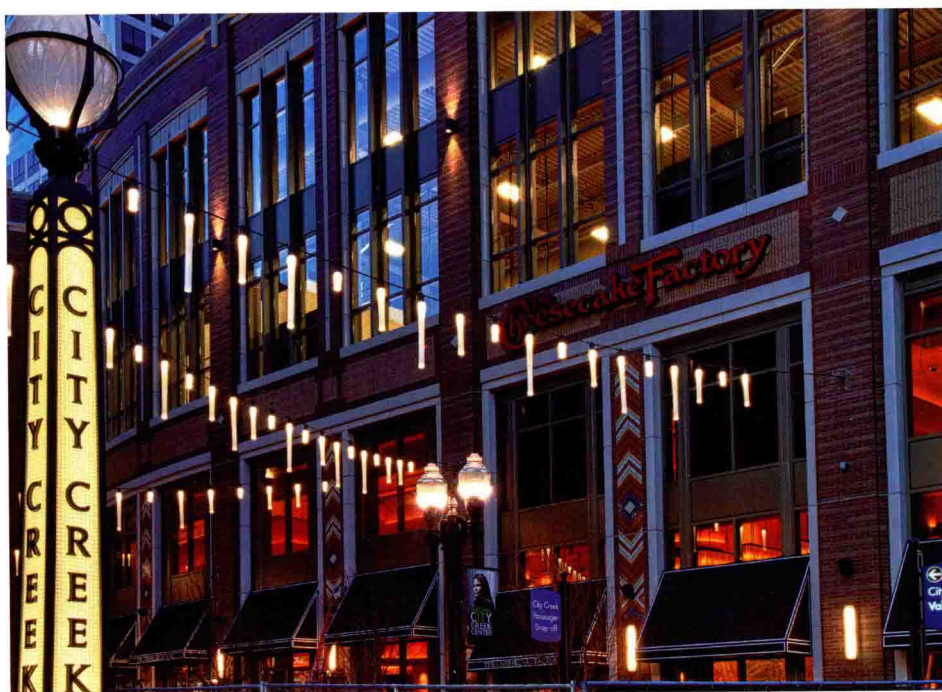
The colors and patterns of the internal walls and floors should match the lights and ceilings to present a unified style.

Materials for the floors and walls should be well selected for easy repair and maintenance in the future. The floor materials for the commercial street should be wear resistant, anti-slipping and easy to clean. Wooden floor should be avoid for it' s not safe in case of fire. The wall would better apply the materials that are dampproof, mildew-proof and fireproof.

The patterns on floor and wall should highlight the theme of the commercial street and at the same time distinguish different functional areas.

2 外立面设计既要考虑与周围建筑的关系，又要考虑入口处外立面和内部步行街的过渡和转换。外立面对周围环境有一定的视觉影响，需要考虑新旧建筑的风格协调。既要在保持城市原有特色的情况下把步行街插入到地段中，又不能失去步行街自身的现代特色。为了保证街道整体景观的一致性，外立面设计需要考虑尺度和材料与周围的关系，材料选择是体现建筑风格的重要因素。

3 建筑结构对外立面有直接的影响，选择适当的层高和柱距以及开窗方式，可以获得虚实对比，取得较好的外立面效果。因为封闭的建筑会对外界造成不良的视觉影响，大体量建筑尤其如此。同时，商业街不可能脱离某个区域而存在，它必须依附于某个环境，所以商业街区建筑外立面设计要考虑区域的地形地势、气候、人文环境、区域建筑风格等。



(三) 商业街区的造型设计

建筑外观造型的设计可以分为三个层面。第一个层面是建筑的宏观造型，也就是天际轮廓线。著名商业街建筑的外观轮廓往往都很醒目，使人过目不忘。第二个层面是人在中距离上对建筑的感知方面，也就是建筑外观的中观元素。包括建筑开窗与实墙面的虚实对比，立面横竖线条的划分等。而第三个层面则是人到建筑近前，与建筑直接接触的微观层面。人所能感受的范围也就在一层高之内。这一层面上的设计重点应该是建筑的细部和材质的运用。商业街的设计重点也应在首层外观的细部上，包括门窗的形式，骑楼雨罩的应用，台阶、踏步、扶手、栏杆、花盆、吊兰、灯具、浮雕、壁画、材质色彩与划分等。建筑师的设计深度不应仅仅停留在第一个层面上，缺少细部的设计无法满足购物行人对建筑的尺度要求，必然会空洞没有人情味。

(四) 商业街区走道设计

1 商业街区内过道设计要清晰，过道脉络设计好坏，不仅影响人流的疏散，也会影响商铺布局。走道不宜太长太直，应该适度曲折，增加人流的停留时间、使步行街内的店面基本上临近走道。

2 走道要与指引标志结合。指引标志设计主要是指引消费者目标方向，一般要突出指引标志，在过道交叉部分设置比较醒目的指引标志。另外过道的作用是疏散和引导人流，商场过道宽度设置要结合商场人流量、规模等。