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The Estação Shopping Mall in Itaipava

Abstract:

The *Estação Shopping* Mall was built at the site of the old Itaipava Railway Station and represents a strong point of offering of choice and leisure in the rich district of Petropolitano. It was built in the first decade of this century, and opened in December 2006. It exerts a central role in the district, not only for its architecture, where we have the forms and functionality of contemporary, but also because of the aspects that remind us to the old train station, as well as the functionality and diversity options. The ground forms a “swivel”, a roundabout on *Union and Industry* Road by providing two access levels. The building has two levels and external accesses by each of these levels: the level of Union and Industry Road - 1st floor level and the area above the terrain. The land has an area of 11,270.00 m², and an occupancy rate of 75.43%, the occupied area is 8,501.59 m² and the open area in the ground level is 4,751.41 m², the building area is 14,336.22 m² with 105 stores, divided in an area of 781,763 m² in the *Union and Industry* level and an area of 651,859 m² on the ground level. The building has 281 parking spaces - 83 covered in the *Union and Industry* Road and 198 open on the ground level; water reservoirs have a total capacity of 153,000 liters and Basic Leasing Area of 7,150.00 m², it have several restrooms with a total of

69 toilets . Also have a flow of vehicles of 17,879 /month (media) and a flow of 71,000 persons/month, public of classes A and B¹.

The *Estação Shopping* Mall has two anchor stores at Union and industry level, two anchor stores at ground level, 33 shops at the Union and Industry level, 70 shops on the ground level, the possibility of up to twelve (12) feed operations with 100 outdoor seating in the main squares. The anchor stores are *Planeta Corpus* Fitness and *Lojas Americanas* in the Union and Industry level. And two cinemas at the ground level, semi-anchors are *Vagão Beer Food*, *Richards*, Bank of Brazil, Santander Bank, the satellites shops are *Kopenhagen*, *Osklen*, *Mr.Cat*, *Claro*, *Bob's*, *Chez Michou*, *Datelli*, *Wollner*, *Sorvete Brasil*, *Mio*, *Tableware*, *Feet Foot*, *Kevington*, *Ary Delicatessen*, *Imaginarium*, among others. The mall has 2 escalators, 1 panoramic elevator, 2 lakes, a skylight all over the upper main floor, Central Monitoring, Air Conditioning - 6 machines, and ambient music with exclusive programming.

The Itaipava Mall now represents a new option for living and recreation not only for the people of the 3rd district of Petropolis but also to the nearby 2nd District - Cascatinha, and the 4th District Pedro do Rio. Around the shopping mall there are some commercial establishments and residential class "A". It is a new benchmark not only for the options to shop, but also for the leisure activities.

Keywords: Leisure services, entertainment, miscellaneous utilities, urban fabric

¹ In Brazil, Class "A" means the upper class, and "B", an intermediate between "A" and medium class (Class "C").

1. Itaipava-3rd District, Municipality of Petrópolis

The municipality of Petrópolis has its origin in the Córrego Seco Farm owned by the Emperor of Brazil. In 1822, during the process that culminated in the separation of Brazil from Portugal, Prince D. Pedro de Alcântara, Regent of the Kingdom of Brazil, Portugal and Algarve (Brazil was elevated to the category of the Kingdom in December 1815), traveling to the State of Minas Gerais, stopped at the farm of Priest Corrêas, in the mountainous region of province of Rio de Janeiro. D. Pedro liked so much that proposed to purchase the farm of the priest. This clarified that the property was destined to one of his sisters and presented the Córrego Seco Farm to the Prince Regent.

In 1830 D. Pedro, Emperor of Brazil from September 7, 1822, bought the Córrego Seco in order to build a summer palace. D. Pedro abdicated the throne of Brazil on April 7, 1831, and in 1843 his son D. Pedro II leases the farm to Major engineer Frederick Koeler. The Major engineer presents to the Emperor the plan of a village where was defined the spaces for the Imperial Palace, for the Cathedral of São Pedro de Alcântara and for the Cemetery, as the Emperor had determined.

The development of the settlement set place around the Imperial Palace which construction was begun in 1845. From 1847 the Emperor, the Empress, the Imperial Family and the Court of Brazil inhabited in Petrópolis for six months a year. Petrópolis shall thereafter become the reference site for the elite of Neutral Municipality of Court and for representatives and dignitaries of Nations with representations in Rio de Janeiro, the site for the elite enjoy the summer heat away from the capital of the Empire. When did the Republic happen in November, 1889, the Emperor was in Petrópolis.

The settlement of Petrópolis is elevated to city status in 1857 becoming the headquarters of the municipality of the same name.

In 1858 was inaugurated the Rio-Juiz de Fora road, now called *Union and Industry*. This road, leaving Rio de Janeiro, climbing the mountains by Piabetá - City of Magé, crosses the territory of the Municipality of Petrópolis through the Paraíba do Sul, today municipalities dismembered of the latter. Areal, Three Rivers and Levy Gasparian, enters the Minas by going to Juiz de Fora. It is worth emphasizing that in the process of raising districts to the category of municipalities the Três Rios Rivers District of the Municipality of Paraíba do Sul is elevated to the category of municipality and thereafter the districts of Areal and Levy Gasparian of this latter, are also elevated to the category of municipalities.

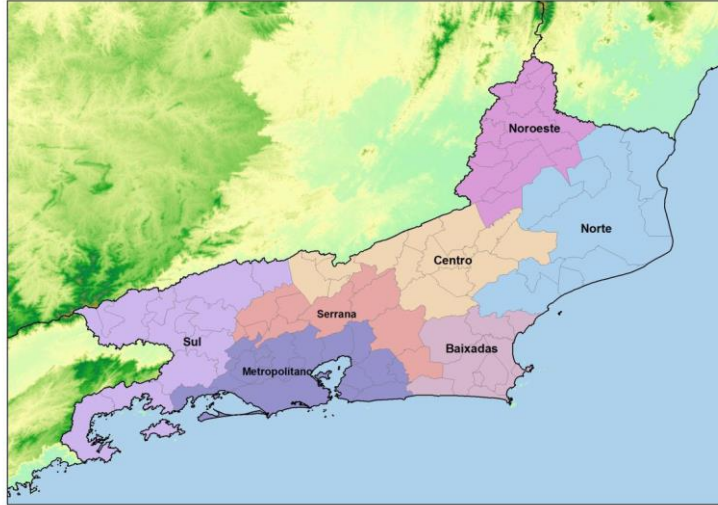


FIG1 - Union and Industry Road. Source: Research - Territorial Studies of the Author

Petropolis, the city of Pedro, the city of the Emperor of Brazil, do not lose site of the condition of site of summering by Brazil's Capital elite in the Republic. The change of the system of government takes place in November 1889 and in 1896 the Government of Republic purchases the property of the Baron of Rio Negro, making this the summer residence of the President of Republic receiving the name of Rio Negro Palace.

These facts promote the development of the municipality and several locations are structured with a main characteristic the enjoyment for the population of vacationers and dwellers, those who go to frequent and reside in these places in the holidays and weekends.

On the other hand, Petrópolis besides be a site summering is also a very important industrial center since the mid of the nineteenth century. The city develops around the Imperial Palace and textile industries, has the first brewery in Brazil and expands beyond the limits defined in the plans of the nineteenth century. The city now has several urban centers among the various hills of its natural topography - the highlands of the Mountains of Mar - The Mountains of Orgãos, which descends to the Paraíba do Sul River, for its many valleys, rivers and streams. The Municipality currently has five districts, the sixth Sao Jose do Vale do Rio Preto, was elevated to the category of municipality in the 80s of the twentieth century. The 1st District is that of Petropolis, the 2nd, that of Cascatinha - almost a conurbation with the city of

Petrópolis, the 3rd is the Itaipava, 4th is Pedro do Rio, and the 5th, the Posse. The District of Itaipava has the characteristic of being a well-structured space, in despite of the difficult traffic bottlenecks in its major thoroughfare, Union and Industry Road. It is elitist, offers good services, houses, hostels, residences of people who live in Itaipava, of vacationers, and of smallholders.

1.1. The Union and industry - structuring road axis of Itaipava

The District of Itaipava is cut by two main roads, the *Union and Industry* Road opened in the 19th century and the BR-040, the Rio-Brasília, built in the 80s of the twentieth century. The *Union and Industry* became a way of structuring the Municipality of Petrópolis as the BR-040 highway is built according to the national road plan of the second half of the 20th century with the main function to provide the free transit of people and goods as planned by the plan.

The Municipality of Petrópolis has been developing along the Union and Industry Road, the main structuring axis of the municipality. The road crosses the city from north to south and passes through all four districts in the Petrópolis. During the twentieth century many urban centers were being consolidated along and beside the road. The District Itaipava has many urban centers, between these, Correias, Nogueira, Araras, and the main one, the Itaipava, that is, the Village of Itaipava. The Brazilian municipalities are subdivided into districts. The first district is the seat district and the main urban center, and has the name of the city. The urban centers, headquarters of the other districts, have the name villages, there are a few exceptions such as the Municipality of Rio de Janeiro which is divided into administrative regions. The headquarters of the 3rd district of Petrópolis is the Village of Itaipava.

The *Union and Industry* cuts the Village of Itaipava from north to south, or rather expressing ourselves, from south to north, with a view to the city of Petrópolis is south of the municipality and all four districts in the north of this. In this road there are some malls and intensive and extremely varied trade. The traffic on this road is very intense and congestion is frequent especially on weekends and holidays.



FIG 2 - The axis of Union and Industry, the BR-040 and the Estação Shopping Mall. Source: Google Earth

Throughout the *Union and Industry* exists also vertical residential condominiums which have been built since the nineties of the twentieth century, schools, services, Garden City, the EMBRAPA - state agency that provides assistance to farmers, the Forum, banks, as well as some residences and empty lots that have been preserved. We emphasize the existence of the Itaipava Castle, a property located between the *Union and Industry* and BR-040 roads, which is used for parties and hosting events.

The residents, vacationers, smallholders, and frequent visitors of the districts Pedro do Rio and Posse frequently go to Itaipava for shopping and greater needs. The Bus Terminal of Itaipava is a central point for urban transport in the region, is a point of connection from the city of Petrópolis to Itaipava and locations of its surroundings.

The *Union and Industry* Road is gradually being duplicated through the process of urban renovation. The *Estação Shopping* Mall is located in the center of the Village, we can say in a “swivel” of the *Union and Industry*, being one of the structuring points of Itaipava.



FIG 03 - The Estação Shopping Mall in the axis - "swivel" of Union and Industry in Itaipava. Source: APRESENTAÇÃO SHOPPING ESTAÇÃO.pptx. Data Show Administration of Shopping

2. The *Estação Shopping Mall* – A centrality in Itaipava

The *Estação Shopping Mall* has this name in honor of the old train station of Itaipava. The construction reminds the old station at several moments and was built at the same site of this, along the Union and Industry Road. Is a strong point by offering choice and leisure for the rich district Petropolitano. The construction of the project starts in the beginning of the XXI century and grand opening occurred in December 2006.

The Union and Industry Road, in its duplication process had a different solution in the area where became to be built the *Estação Shopping Mall*. The road that was built with two runways, one in the direction of Juiz de Fora and the other in the direction of Rio de Janeiro, is being enlarged two lanes in each direction. The area, originally on the side of one of the hills of Itaipava after opening of the duplicate Union and Industry Road, went on to form a "swivel" in this place, where was built the *Estação Shopping Mall*. This solution allowed access for two different levels, favoring users the ability to use fully the various spaces of new development, regardless of the direction of the road in which travels. The level of Union and Industry Road is the first floor level, and above, the terrain in which the road was opened in the direction of Juiz de Fora.

The land has an area of 11,270.00 m² and an occupancy rate of 75.43%, the occupied area is 8,501.59 m² and the free area at the level of the ground on the second floor is 4,751.41 m². The building area on *Industry and Union* level on the first floor is 7,817.63

m², and constructed area on ground level is 6,518.59 m². The total building area is 14,336.22 m² with 105 stores.

The mall has a parking lot with 281 spaces, 83 covered at the level of *Union and Industry* Road and 198 open on the ground level. The water reservoirs have a total capacity of 153,000 liters and Basic Leasing Area (ABL) of 7,150.00 m². Also have several restrooms with a total of 69 toilets. The *Estação Shopping Mall* has a flow of 17,879 vehicles/month (media) and a flow of 71.000 persons/month, public of classes A and B. The set has two escalators and a panoramic elevator, two lakes, skylights throughout the mall of the upper floor, central monitoring station, air conditioning with six machines, sound system with exclusive programming. The *Estação Shopping Mall* has two anchor stores on the first floor - the level of Union and Industry, two anchor stores on the second floor - the ground level, 33 stores in the *Union and Industry*, 70 stores in the ground level, the possibility of up to twelve feed operations with 100 outdoor seats in the mall squares of the two levels of the commercial development. The anchor stores are *Planeta Corpus* Fitness and *Lojas Americanas* in the Union and Industry level, and two cinemas at the ground level. The semi-anchors are Bank of Brazil, Santander Bank, I the Union and Industry level, *Vagão Beer Food*, a construction outside the main building block, on the right end of the ground level, and the Richards, also external to the building block in the opposite side of *Vagão Beer Food*, that is, in the left end of the ground level. The main satellite stores are Copenhagen, Osklen, Mr.Cat, Claro, Bob's, Chez Michou, Datelli, Wollner, Sorvete Brasil, Mio, Tableware, Foot Feet, Kevingston, Ary Delicatessen, Imaginarium, among others.

The mall exerts a centrality in the district being one of the major reference points not only for its architecture where we have forms and functionality of contemporary but also by the distribution of several internal spaces and variety of options. The construction is characterized by the symmetrical axis from the large main central hall with access by the two levels. However, this symmetry is harmoniously broken by outbuildings to the main block, the *Vagão Beer Food* at the right end of the ground level and Richards at the left end.

The main block is emphasized by imposing both the *Union and Industry* as the access route from the ground level. This magnificence is most striking along the track of the ground level, second floor, emphasizing not only the beautiful appearance of the main block in several volumetric movements, but also the spaces of outbuildings to this, along the open and uncovered parking, which remind us, at several moments to the old train station.



FIG 04 - Several aspects of the main block. Source: APRESENTAÇÃO SHOPPING ESTAÇÃO.pptx. Data Show Administration of Shopping

The shopping access is done by the central part of the development through a major axis that divides the set in the middle, enabling internal access by both the level of Union and Industry as at the ground level. This major axis is wide with two access in the right and in the left to the elevator in the great hall near Union and Industry, which encloses two escalators that provide access to the second floor. Upon reach the second floor is continued by a hall overlapping the lower floor, giving access to the entrance to the development field level. The coverage is an impressive skylight that allows light to two accesses - first floor and the second floor. This hall is bright, aired and well landscaped. It should be noted that access is the most imposing from the second floor through the pathway open in the direction of Juiz de Fora, as we said earlier.



FIG 5 - Various aspects of the Mall Entrance Hall - first and second floors. Source: author photos

The plan of the second floor has a well-defined symmetry from the central axis. Sixteen stores and two areas of feeding are open to the central axis from which we find two large wide galleries providing access to nine stores on both the right and the left in relation to the large hall at the beginning of the symmetry mentioned above. At the end of these galleries we found a covered and open space with ponds and gardens in each of the two sides of the main block. From these spaces we find another set of eighteen shops each side of the main block that are distributed along another gallery surrounding the internal and external spaces. From these eighteen stores, nine open to this gallery and the other nine both to this gallery as to a comfortable balcony with access through the parking lot of the second floor, also discovered and opened. This solution is repeated for both sides of the main block on the principle of symmetry of the main block from the central hall. This solution and distribution of space for sales, business, leisure and developments allows a pleasant stroll through the main block of the mall, without having the feeling of find ourselves in a endless gallery with a series of shops on one side and on the other, without any other attraction that of the supply that these offer.

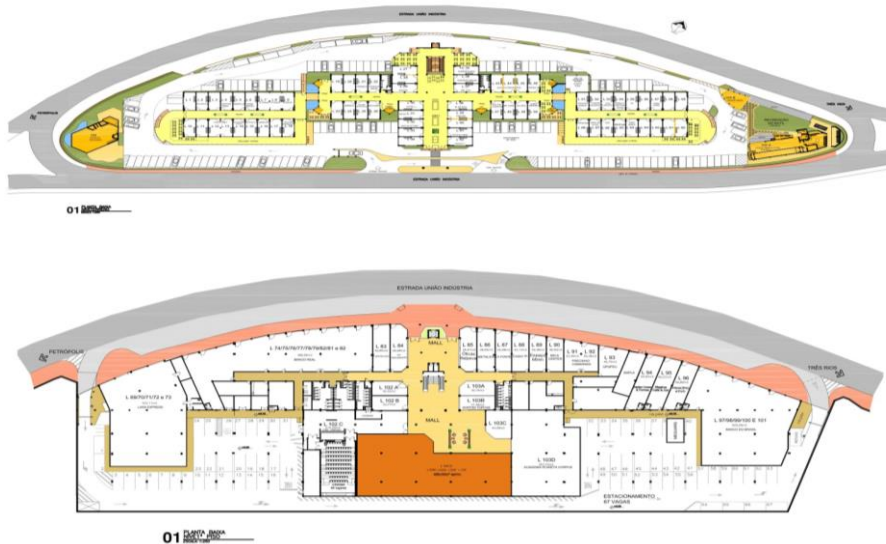


FIG 06 - First floor plan – level of *Union and Industry* road, towards Rio de Janeiro and of Second floor plan – level ground, the road opened towards Juiz de Fora. Source: APRESENTAÇÃO SHOPPING ESTAÇÃO.pptx. Data Show Administration of Shopping

At this level of the main hall, in accessing the escalator, we also have access to a lift and a very large, cozy and even splendid, clear, with landscaped areas for rest and contemplation with majestic sofas. We found in the main hall of the second floor, food shops, the Bob's, the Sorvetes Brasil, tables and bar, clothing stores, shoe and bags stores, phone shops - the Claro, stores with children's products, toys, fine clothes and several stands with several options and offers. The central hall in the ground level is very broad and allows all these offers and options mentioned.



FIG 07 - Various aspects of the galleries of the second floor. Source: author photos

On the right side of the gallery, in relation to the main entrance of the ground level, we have a coffee in an open space, the Art Café, restrooms, clothing stores, and stores of fine tableware, of decoration and fine arrangements for home, the Avenida 46, shop of fine drinks with tables at the end of the gallery that leads to the second block of shops. In the end we found a pleasant passage to the second block with internal spaces covered verandahs and two outside gardens in each side of the gallery. At this point, early after the internal and external garden, and at the beginning of the second block we found in the left side a space for children, Happy Kinds, and in the right side a gallery that gives access to external spaces. In the right side of this gallery is another one with a set of eighteen stores, nine with access to this gallery and nine access both this gallery and the balcony facing the uncovered and open parking lot as we said earlier.

In this gallery we find clothing stores, hairdressers, decorating shops, shops of shoes, handbags, clothing and children's toys, household items and a car agency from Chevrolet - the Auto Imperial.

FIG 08 - Various aspects of internal and external gardens between the two galleries and space for children, Happy Kinds second floor. Source: author photos

At the end of this gallery, on the outside of the main block, we find an open space with two separate constructs of the body of the main building and lawn space for children. A leisure covered area and a restaurant, also in the form of station, The Vagão . This restaurant is one of the anchor stores of the mall as mentioned earlier and has an unusual characteristic, inside there is a train car with access by the porch entrance of the block, thus being able to enjoy the restaurant, both for the use of the main hall as also by the wagon with several tables along the windows open to the main hall. Through the glass façade we enjoy the view of the unique architecture of the main block and its external spaces, the area covered and lawn space for children.

Coming back to the main hall and entering into the left side gallery in relation to access by ground level, one of the road open towards Juiz de Fora, we find stores bags and shoes, handbags, clothes, gifts, toys for children, and male and female restrooms. At the end of the gallery we found a space similar to the end of the gallery on the right, a bar with live music, gallery closed opening for the space outside the main block, internal gardens and exterior gardens that give access to the second block of shops. In this block we found shops of bags, handbags, clothing, and at the end of an internal space by closing the main block with the same provisions of the right side, in other words, nine stores that only have access to the gallery and nine others who have access to both the gallery and the balcony across the discovered and open parking lot.

In the outside, we find a construction with a fine clothing store, the Richards, in two floors at a part of the construction providing a very pleasant indoor space with double height at the end of construction and the terrain of the mall, next to the road curve, with a view of Union and Industry Road and access to the second floor of the development - ground level, that of the opened road in the direction of Juiz de Fora.

The uncovered and open parking lot outside the main block has access through the road open in the direction of Juiz de Fora, in the central part of the development along and adjacent to the ground level entrance. This parking lot has 198 spaces, as mentioned earlier, and control to entry and exit of vehicles.

The first floor contains spaces that are accessible directly from the sidewalk of *Union and Industry* and others which access is through the main hall. From the entrance hall we can access the second floor and the directly integrated internal spaces of the mall and through two symmetrical corridors, the stores, administration of the development and parking lot, and male and female restrooms.

In the main hall of the first floor we find the access to the second floor, elevator and escalators. At the entrance on the left side of the building in relation to the second

floor entrance, and right side as one enters by the level of the Union and Industry, we find a liquor store and one of porcelain fine. Also the possibility of services at the main hall with tables and chairs in the mall entrance, and the Ary Delicatessen shop with a few tables outside the building in the same sidewalk.

On the opposite side we also find in the main hall, the Itaipava eyeglasses store, a petshop with animals well treated and with treatment of bathing and grooming, shops of wine and cheese, of crockery, the bookstore Itaipava, a bowling, the fitness Planeta Corpus, a central stand with chocolates and other goodies near the escalators that access the second floor and spaces of rest.

In the gallery on the left side as to who enters by the Union and Industry we find the administration of the mall, male and female restrooms, and one of the access for the parking lot of the first floor. The stores that have access by the Union and Industry have also access by this gallery.

In the gallery on the right side we also have the back of the stores that has direct access by Union and Industry road, male and female restrooms and another access for the parking lot of the first floor.

In the stores that have direct access to the Union and Industry we find the Bank of Brazil, Banco Santander, Lojas Americanas, candy shops, bar and cafe, and a pharmacy.

The indoor parking is located in the building wedged in the cut the terrain in the hillside. The access to 83 indoor spaces is done by the left side of the building in relation to the ground level and the exit through the right side. This solution allows the driver to park at *Union and Industry* road and in case you do not find place in front of Shopping choose the covered parking or turn around in the roundabout, and drive to the second floor level, at the open parking lot, or, in outside parking at ground level, along the open road next the hill, opposite the entrance of the development in this level.

The *Estação* Shopping Mall in Itaipava represents a new option for living and recreation not only for the people of the 3rd district of Petropolis but also for the neighbors of 2nd District - Cascatinha, and of 4th District Pedro do Rio. Around the shopping mall there are some establishments commercial and residences populations which are of social classes from standard A and B. Shopping is a new benchmark not only for the otion of purchase, but also for leisure, entertainment, relaxation and fun.

3. New guidelines - new directions for Itaipava

The construction of the *Estação* Shopping Mall in the 3rd district of Petrópolis modified the cityscape from Itaipava not only for its architecture but also because of the development. The implementation of the project in the center of this structuring route, the Union and Industry road, allowed the users, patrons and passersby of this road to enjoy the cityscape and the interiors of the development in a very particular and different way compared to other malls. The construction of *Estação* Shopping Mall and the consumption practices of users and visitors are allowing the transformation of the landscape in this important area of the 3rd district of Petrópolis, an area of Union Road and Industry where the project is located. Before the construction of the *Estação* Shopping Mall this point the Union and Industry was practically empty, a crossing without a greater attraction. The landscape in the left for who travels in the direction of Juiz de Fora was a hill once covered by Atlantic forest, which was cleared for agricultural use in the nineteenth and twentieth centuries, and, on the right side, towards Rio de Janeiro, are residential and commercial properties along the track.

The *Estação* Shopping Mall changes this landscape, offering the possibility of new directions and new guidelines for the rich Petropolitano district. The project represents a strong point in its relation with the historic Union and Industry Road, the main structuring route of the 3rd District of Petrópolis.

The duplication of the road segments is a point of major importance in the structuring of the 3rd District, especially for the fluidity of traffic, which principal characteristic is the traffic congestion during the great moments of enjoyment as much on weekends and on public holidays, as in the beginning or even, in the end of working days. In these moments the traffic displacement becomes imperative to for the proper care of many functions and needs of users. These relationships are essential to maintaining the historical links of the 3rd District with the others, that is, the neighbors Cascatinha - 2nd District, and Pedro do Rio - 4th District, as well as Posse - 4th District, a little distant but not so much, and above all for the 1st District, the city of Petrópolis, the traditional City of Peter, the principal and most elitist resort town in the mountainous region of the State of Rio de Janeiro.

The installation of the project enabled the centrality of options for shopping deals, for various segments of the society around Itaipava. Developed on a nodal point of the Union and Industry makes it easy to the users access in its many ways, either by using private vehicles, either by using public transportation, as well as for pedestrians

that may be on other points of this route realizing different activities and that may make use of the many options and offers from the *Estação* Shopping Mall.

We may say that the current master plans and the urban structure plans approach the subject of large surfaces such as structured spaces in central, urban, suburban and peripheral zones. Upon thinking and devise new spaces, new areas aimed at the expansion urban, large surfaces are proposed in the major structural axes as in hinterland to these new areas, or at intersections and crossroads of major routes, as once the case of Carrefour that was developed during the late twentieth century in France. The model developed by Carrefour has come to symbolize the great diversified services company located outside of urban centers, that today marks its position in this model developing these large projects in nodal points zones.

In the case of the *Estação* Shopping Mall its location serves for many of the items mentioned above, that is:

- The development is located in the structural axis of Itaipava;
- The mall is a "carrefour", a "swivel" we can say, with intersections and crossroads inside this structured route;
- It is located in the center of the 3rd District of Petrópolis;
- Having 14,336.22 m² of constructed area is a nodal point and a reference for the district and surrounding and neighbors areas.

In 2012, the administration of the *Estação* Shopping Mall requested to IBOPE (Brazilian Institute of Public Opinion and Statistics) a report having the purpose of estimating the market potential for a new shopping mall to be located on the area of the current *Estação* Shopping Mall. There was also the intention to solidify the role of the *Estação* Shopping Mall in the District of Itaipava as well as in the city of Petrópolis. The new mall is actually a redesign, reviewed in its various functions, uses and public attendance.

Petrópolis is the 9th (ninth) biggest city in Rio de Janeiro State. The distribution of the families by social class shows that the municipality has a average consumption pattern with a median family income of R\$ 3.374,00 / month, 28% of the families belong to classes A and B, typical consumers of a shopping mall Center. The City of Petrópolis occupies the 10th (tenth) place in greatness in relation to the state GDP and the total wealth produced represents about 0.18% of the state GDP, being the services sector that had the greatest participation in the GDP of the municipality.

On the prognosis was estimated that the sales area is 7,000 m², with a monthly turnover of R\$ 4.08 million, which amounts to the value of R \$ 583.00 of sales per m².

In this estimate of the report IBOPE, the area and the projected sales value include shopping and food, but do not include leisure and services.

The report was defined by the mix of shops for the Mall. In this was calculated the best composition for the point in the current market condition, considering a total sales area 7,000 m². The maximum area is the sum of the space that the product groups should occupy in the mall. It was not worked the store size but the offer of products. The area that was displayed may be divided into more than one point of sale including the anchor stores. The methodology used to set the value of the area presented for each product group is the maximum value of sales that the category should occupy in the mall. It is emphasized that because of the value of the maximum area there is no possibility of expanding the space for each group under the risk of loss in average revenue estimated.

We transcribe the Table Composite of shops - Maximum area available to each product category, starting from the Report mentioned.

Product Group	Maximum area (m ²)		Product Group	Maximum area (m ²)
Women's Clothing	1.438		Underwear	156
Men's Clothing	1.003		Sporting Goods	118
Women's footwear	429		Costume jewelery	115
Sports shoes	338		Bookstore and Stationery store	103
Bed, table, bathroom	273		Drugstore	101
Appliances	264		TV, stereo, video	85
Perfumery and Cosmetics	264		Beachwear	76
Housewares	211		Jewelry and Watches	74
Infant Clothing	192		Furniture and Decoration	69
Toys	190		Children's footwear	59
Men's footwear	181		Computers	40
Leather Goods and Bags	168		CD, DVD	40
Telephony	164		Photo and Optical	126
Total				6.277

The research evaluated the probable dominance market, defining influence areas which match the ones we have mentioned before. The report also comments that the

mall should be for community and aims mainly attract the surrounding population and from nearby areas, allowing the concentration of various shopping options, which will make it more convenient to enjoy of the options of the project thus avoiding displacement to other parts of the city.

We conclude emphasizing that the administration of the *Estação* Shopping Mall in Itaipava is committed to making of the development a striking point of 3rd District, the neighboring and surrounding spaces, proposing expand its coverage area and influence by other districts of Petrópolis and even to the city of Petrópolis, becoming other option to the offer possibilities of the City of Pedro.

As we make explicit in the above lines, various aspects characterize the sustainability and the structuring in urban development, from the unique establishment of a spherical plain, the important nodal route of Itaipava and even the city of Petropolis - the Union and Industry road, its architecture that emphasizes the past, the history, the great development that the railways have provided for the development of Brazil, offers options, functions and uses of diversified services, utilities, leisure, entertainment and comfort to users and visitors.

The *Estação* Shopping Mall in Itaipava has been preparing for develop and sustain great leadership over other developments in the region by guaranteeing the comfort and well-being of users and visitors.

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