

Figure 3-14 Influence of globalization on cities: shopping malls, residential zones, skyscrapers, infrastructure, office complexes, transformation of historical centres, Source: Anna Háblová.

INFLUENCE OF GLOBALIZATION ON CITIES: SHOPPING MALLS IN CZECH REPUBLIC 1992-2012

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The information revolution and globalization has caused an overall awareness of the limited resources of the Earth. The basic social values are no longer only economic indicators such as efficiency, speed and mass production. There has been a transformation of social values and social paradigm and awareness of Scarcity as the fundamental economic problem of having seemingly unlimited human wants and needs in a world of limited resources. From the perspective of the new paradigm are shopping malls unsustainable and unacceptable. What helped to recognize Scarcity was interconnection of information technology around the world, which was followed by economic globalization. Globalization is still unfinished, spontaneous and uncontrolled process of increasingly intensive integration of the countries of the world in a single economic system, which occurs since the seventies of the twentieth century (Sýkora, 2000). Globalization affects all disciplines, including architecture and urbanism. For work with large areas occurs change in solving urban problems. It is not possible to take into account only the site itself. When working with a specific area we already begin to look elsewhere than just in the immediate neighbourhood of solved area.

Power that is moving from public to private sector is the key to naming influence of globalization on cities. Everything connected with multinational companies relate to globalization: the need for companies to be seen (tall buildings, skyscrapers), the expansion of branches (office complexes), the expansion of products (shopping centres), the need for rapid movement of human capacities (transport infrastructure), spatial separation of representatives of companies from the poorer part of town (residential zones - gated communities), relocation of production to other parts of the world (brownfields).

Shopping centres are one of the themes of globalization. Multinational companies and large



investors are entering into territories with the requirement to capitalize on their projects, and for public administration it would be a challenge to be equal partners. But in most cases public sphere does not have sufficient basis for responsible decision-making. And therefore the formation of the 'no-place' and the residual space in the vicinity of shopping centres. There is a waste of very fertile soils, poor pedestrian permeability area, increase of crime in these areas, the mono-function and poor quality of public spaces.

The aim of this paper is to understand background of shopping centres, describe the situation in Czech Republic and outline the future of shopping centres and ability to reuse from perspective of Scarcity.

INTERNATIONAL PERSPECTIVE

The trading of goods and knowledge has been always the primary activity shaping settlements. Trading has been in constant change throughout history due to diverse factors and this has been reflected in the morphology of cities and building types. The forum in the roman cities, market towns and bazaars in Arabic cities are some examples where trading influenced the settlements.

The shift from a market economy to a culture of consumerism, based on intensive circulation of goods, have occurred in the first environment of mass consumption, the prototype of which was Paris store, opened in 1852. A huge number of products presented in one place, and fixed price products, changed social and psychological relationships of marketplace. From there it was only a small step to shopping centres, for whose first father is considered the J.C.Nichols for his role in development of Country Club Plaza in Kansas City in 1922. He established there many financial, administrative and business concepts that are essential for the post-war city. In 1945 he published 'Mistakes we have made in development of shopping centres', where he described his experience with 150 points, which covered everything from strategy through ensuring political support to adequate ceiling height. But the most important knowledge was that the key to the success of the shopping centres is unlimited parking space.

The first roofed shopping centre with a controlled indoor environment, built in 1956 by the architect and theoretician of shopping centres Victor Gruen, became the Southdale Mall in Edina, Minnesota. He created a completely introverted building type, which interrupted all communication with the surroundings. 'This fantastic urbanism was cleared of all negative elements of the city. Bad weather, cars and beggars' (Paquet, 2003:25).

The principle of the shopping centre, as was in America created in the fortieth and fiftieth years of the twentieth century, has not much changed to the present day. Between 1960 and 1980 was the principle by systematic repetition perfected to the sum of iron rules applied throughout the world. The rules are simple: information about population density, their incomes and purchasing power.

CZECH REPUBLIC FOCUS

The post-communist period after 1989 marked the transformation of the Czech economy, which is essentially the transition from CPE (centrally planned economy) to the operation principle of a market economy. A key step in this transformation was a change of ownership. Possibility of private business boomed through the entry of new businesses and small or large privatization assets concentrated in existing state enterprises (Spilková, 2010). Among the first who managed to replace existing counter stores in modern retail were Dutch group Royal Ahold (Mana) and the Belgian Delhaize le Lion (Delvita).

Even during the second half of the ninetieth years could be seen between the major trading firms also some home. Gradually, however, the local firms faced economic difficulties and were bought by foreign companies (Weidhofer, 2010). After the entry of foreign firms in the Czech market, having introduced modern retail formats (discount supermarket and hypermarket), began Czech Republic in the late nineties to attract developers and large shopping centres, which were already in Western Europe long-established. Full development of shopping centres in Czech Republic came after almost 10 years after the fall of communism.

Development of food chains began by supermarkets. The innovative role played hypermarkets, which helped launch the first truly shopping centre. The first shopping centre in the Czech Republic was the centre Černý Most in Prague built in 1997. At the beginning of 2003 were in Czech Republic 127 shopping centres and at the beginning of 2010 were in Czech Republic 230 shopping centres larger than 5,000 m² (Spilková, 2012:31). Most shopping centres are in Prague, followed by South Moravian Region (Brno city) and Silesian Region (Ostrava city). Only one shopping centre is located in Jihlava city Region (see Figure 3-15).

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The number of shopping centres in each region does not match the purchasing power of the population. For example, the Silesian Region has one of the lowest purchasing power, but on its territory are seven shopping centres. A similar disproportion is in the Ústí Region, which has 5 shopping centres, what is still more than in the Plzeň Region, which is comparable to the purchasing power of the Prague Region with 24 shopping centres.

This fact is one of the indicators of unorganized development of shopping centres in the country. Figure 3-16 shows the localization of shopping centres in Prague. Shopping centre Eden was built close to the shopping centre GalerieFlóra; GalerieButovice was built close to the shopping centre Stodůlky and Zličín zone. It affects the balance of the retail network in the area and it can lead to closing of some shopping centres. The first shopping centre that closed in CZ in 2009 was StodůlkyCenter, later converted into a hypermarket with furniture.

It would seem that Prague is filled enough with retail areas, and even reaches the level of West

Company name	State	Year of the entry
Ahold Czech Republic, a.s. (Royal Ahold, puv Euronova)	Netherlands	1991
Discount, a.s. (Delhaize Le Lion)	Belgium	1991
Billa (Rewe)	Germany	1991
Asko Nábytek	Germany	1991
bauMax, s.r.o. (bauMax)	Austria	1992
Spar ČR (ASPLAG, SPAR Ostbayem)	Austria	1992
Plus Discount (Tengelmann)	Germany	1992
Bauhaus	Germany	1993
Julius Meinl	Austria	1994
OBI	Germany	1995
Scoonto Nábytek (Hoffner)	Germany	1995
IKEA	Sweden	1996
Tesco Stores CZ, a.s. (Tesco plc.)	Great Britain	1996
Globus ČR, k.s. (Globus)	Germany	1996
Carrefour ČR, s.r.o. (Carrefour)	France	1997
Makro Cash and Carry ČR, s.r.o. (Metro AG)	Germany	1997
Kaufland (Lidl and Schwarz)	Germany	1997
Penny Market (Rewe)	Germany	1997
Hornbach	Germany	1998
Lidl	Germany	2003

Table 3-2 Overview of the entry of foreign companies on the Czech market. Source: Starzyczná, 2010.

European cities. Although it is planned developing of new shopping centres (StromovkaRustonka, Bořislavka, Dejvice Centre or a new outlet at the airport Prague - Ruzyne). It is clear that the role of local government is small and there has been promoting development goals without a deeper analysis of catchment areas (Spilková, 2012).

Development of shopping centres in Prague, as in other cities of Czech Republic, took place from the peripheral zones to urban centres. The reason for development of shopping malls on the edges of city was lower prices of land, clear ownerships, integrity of land and absence of land use plan. After use of peripheral parts of the city, new shopping centres moved to the inner city, as in the case of New Smichov (2001), Flora Palace (2003) and Palladium (2008).

As mentioned above, shopping centres in the Czech Republic were built unorganized and uncoordinated. Analysis of developers and free market is not working for hundred per cent, as it might seem at first glance. If we consider asking whether it is necessary to regulate the emergence of new or expanding existing shopping centres in Czech Republic, we should answer by foreign experience, which is very diverse. But regulations which prevent the development of shopping centres that follow the existing city structure and do not disrupt existing retail networks prevail. One tool for planning retail is the RIA study. RIA (Retail Impact Assessment) originated in Great Britain in the 60th of the last century as a result of ideas procedural planning and social engineering. Over the next decade, evolved from theoretical models and system approaches in the seventieth, despite the neo-Marxist models and free-market ideology to a more pragmatic form of the nineties. Retail impact assessment and RIA study as its output can help to understand the potential impact of changes, to control public spending, to preserve the effectiveness of the system and to ensure the same level of service for all consumers. The advantage of such independent study is to get enough objective information on the impacts of the project. This study is not used in Czech planning legislation. Its introduction, however, could help to unify the procedures for planning in the retail area and avoid future negative consequences of uncoordinated construction of large shopping malls (Spilková, 2012:76).

If we compare countries with a long time liberal planning practice (France, Germany, Great Britain, Spain, Italy) with countries that have a long history of restrictive planning policies (Belgium, Denmark, Finland, Switzerland, Norway, Netherlands) it is clear that the regulation reflects the overall quality of individual settlements.

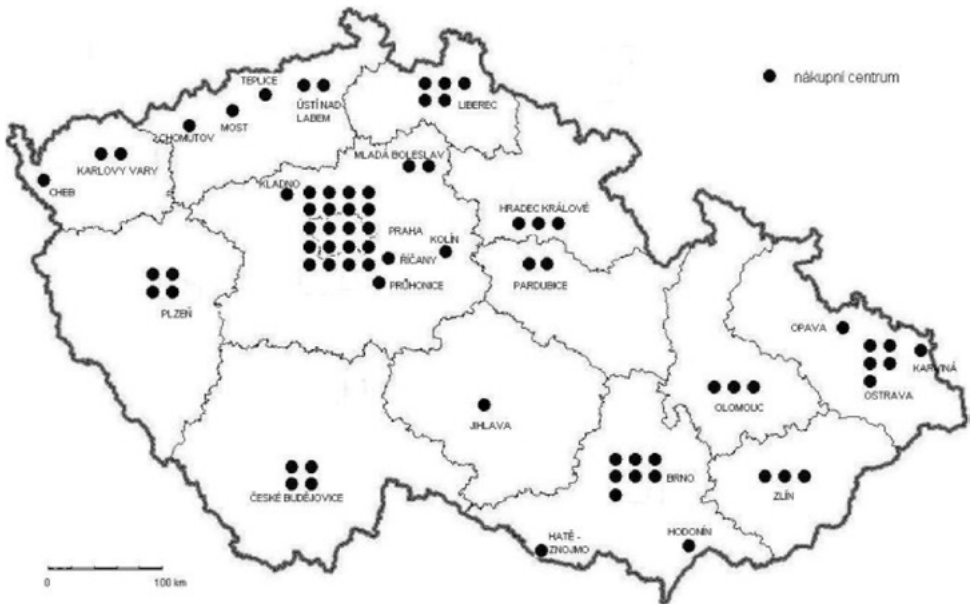


Figure 3-15 Number of shopping centres (black points) in Regions of Czech Republic. Source: websites of the shopping centres, processed by Anna Háblová.

SOLUTIONS IN TIMES OF SCARCITY

The uncontrolled expansion of large-scale shopping centres can cause wrecking and desolating of shopping malls. To that cause can be added increasing price of oil, online shopping and unsustainable buildings. Moving this idea on, the situation can be similar as the issue of abandoned brownfields. The period of production was replaced by the period of consumption, and that can be replaced by another one. And we will deal with abandoned shopping fields and their reuse, demolition or heritage protection.

In the few past years, in America was closed many 'big boxes', and even the reason is different from the mentioned above ¹, abandoned shopping centres, so called ghost malls, are real threat for the American suburban landscape.

At the beginning of the sixties of the last century were spread in the USA so-called 'big boxes' (among other large-scale retail buildings), owned by two main chains: Kmart and Wal-Mart. The name 'big boxes' has become known thanks to the simple, pragmatic visual style of these shopping centres. In recent times are hundreds of these big boxes across the United States becoming deserted places, called 'ghost malls'. At the moment, Wal-Mart offers on its website (www.walmartrealty.com) a total of 656 of its empty buildings for rent. However, when counting with other chains such as Kmart, The Home Depot, Kroger's, etc., we would get up to several thousands of abandoned buildings (Christensen, 2008).

¹ The reason is expanding of chains to bigger and newer boxes not far from old ones. They left the old buildings empty, not leaving them to competition chains.

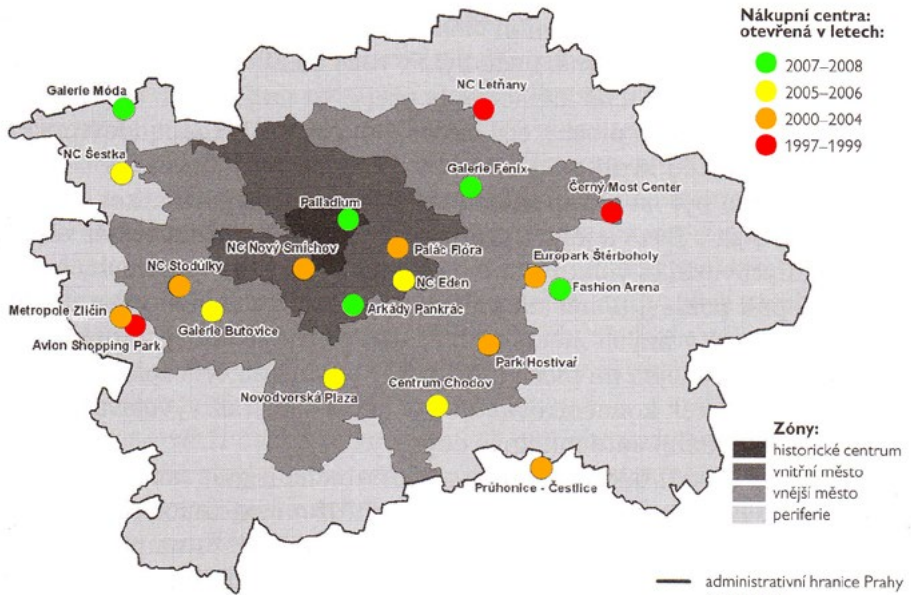


Figure 3-16 Localization of shopping centres in Prague. Source: websites of the centres, student work U6, Anna Hábllová's investigation.

The question is, whether it doesn't expect European shopping centres, where failing of shopping centres is not happening. In Czech Republic failed only one shopping mall in 2009 in Prague, Stodůlky. Problems with lack of customers already recognize shopping malls NovéButovice, Futurum or Tesco.

Adaptive reuse is happening all around us, as it has been since people began constructing this built environmental upon the Earth. Each building has its own personal timeline. The definition of 'reuse' according to the dictionary is 'the act of using again in different way after reclaiming or reprocessing'. The first part infers an action, but the words 'reclaiming' and 'reprocessing' refer to a conceptual act – a decision, an imaginative and creative moment. Reclaiming a structure is a process that also must occur in the minds of the people who are enacting the reuse.

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That is current topic in many American cities which are surrounded by many empty big boxes. And it is not excluded that this problem will face one day also some European cities.

Figure 3-18 shows proposals of student from Faculty of architecture in Prague, who, under the author's leadership, processed information about shopping centres in Prague and tried to propose another possible use of shopping centres in case of no longer serving its original purpose. These are mainly large shopping centres on the outskirts of Prague, which are characterized by the largest number of similar problems,² and it is possible to use for them similar principles.

When the time changes dramatically, the situation of shopping centres can be one day similar

² There is a waste of very fertile soils, poor pedestrian permeability area, increase of crime in these areas, the mono-function of the area and poor quality of public spaces.

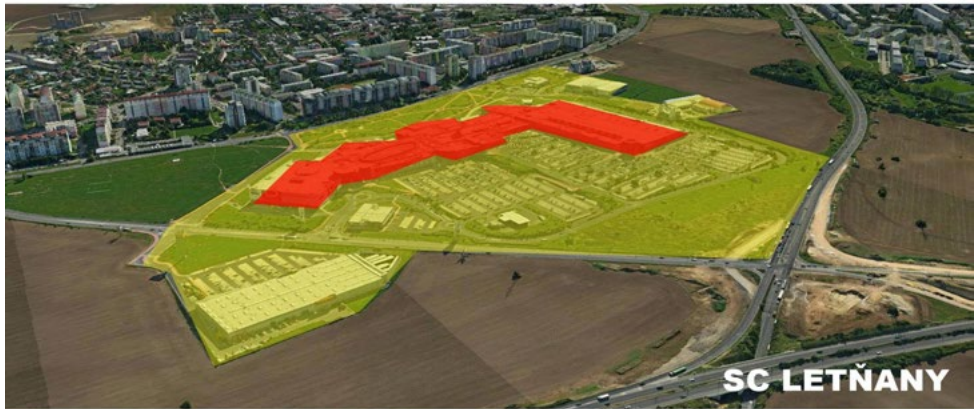


Figure 3-17 Three big unregulated shopping malls on the edge of Prague. Red: buildings, Yellow: occupied area. Source: maps.google.cz, processed by Anna Háblová.

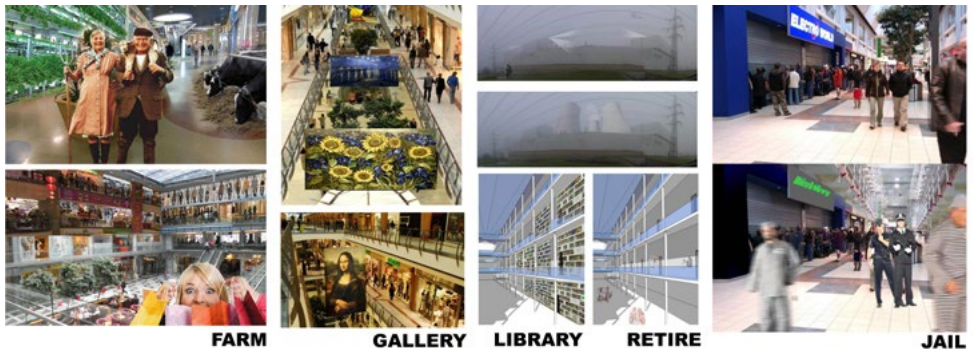


Figure 3-18 Proposals for a new use of existing big shopping centres at the edge of Prague. Source: workshop U6 2012, processed by Anna Háblová.

with processes of abandoned factories and former brownfields. Mentioned student proposals are some kind of vision of the coming 'retail fields'.

CONCLUSION

'People already refer to the near future in months instead of years, and to the distant future in years instead of decades or centuries. What may happen decades from now is treated not only as unknown, but unknowable' (Brand, 1991:21). We are living in the moment, without much consideration or understanding of our relationship to the future, as we remove mile after mile of green space, open space, public space. According to the oral tradition of the 'Great Law of the Iroguis', in every deliberation, we must consider the impact on the next seven generations. Even seven generations is not long enough really. We must consider the impact of today on time's passing into forever.

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