

65.-

# MÜNCHENER GEOGRAPHISCHE HEFTE NR. 69

---

Geographisches Institut der Technischen Universität München

Herausgeber: Robert Geipel  
Wolfgang Hartke  
Günter Heinritz

Schriftleitung: Sabine Tzschaschel

---

GÜNTER HEINRITZ (Hrsg.)

## **THE ATTRACTION OF RETAIL LOCATIONS**

IGU - Symposium 5.-8. August 1991

# Contents

	Seite
Contents of Volume II	10
List of Tables	11
List of Figures	14
<b>IS ATTRACTION DUE TO ACCESSIBILITY?</b>	
<b>Monheim: The Importance of Accessibility for Downtown Retail and its Reception by Retailers and Customers</b>	<b>19</b>
1. Problem-Perception of Retailers	19
2. Diffusion of Pedestrian Precincts and Traffic-Calmed Shopping Streets	20
3. Improved Accessibility by Car	28
4. Improved Accessibility by Public Transport	38
5. Mode of Transport to City Centres	39
6. Final Remarks	44
References	44
<b>Burt/Sparks: Setting Standards for Car Parking Provision: The Case of Retailing in Great Britain</b>	<b>47</b>
1. Background and Introduction	47
2. Previous Studies on Car Parking Standards for Retailing	48
3. Car Parking Standards and Practice	51
3.1 Local Authority Standards	52
3.2 Car Parking Provision	55
3.3 A Comparison of Actual Provision and Standards	57
4. Conclusions	58
References	60
<b>Popp: Accessibility and Shopping Attractiveness in Peripheral Regions. Case Study of Passau (Eastern Bavaria) and its Service Area</b>	<b>63</b>
1. Aspects of Passau's Attractiveness for Shoppers	69
1.1 First Aspect	69
1.2 Second Aspect	71

1.3	Third Aspect	71
1.4	Fourth Aspect	71
2.	Summary	73
	References	74

### **Timmermanns/Waerden: Store Performance, Pedestrian Movements, and Parking Facilities** 75

1.	Introduction	75
2.	Empirical Research	76
3.	Towards a Better Understanding	79
3.1	Spatio-Temporal Sequencing Processes	79
3.2	The Influence of Parking Facilities	83
3.3	Modelling Attempts	84
4.	Conclusions and Discussion	87
	References	88

### **THE MIX OF GOODS AND SERVICES AS FACTOR OF ATTRACTION**

#### **Klein: Potential for Retail Location: Theoretical Estimation and Empirical Evidence** 91

1.	Introduction	91
2.	Theoretical Estimation	95
2.1	Dimension of Attractivity: Density	95
2.2	Dimension of Attractivity: Interaction	97
2.3	Dimension of Attractivity: Mix of Goods	101
3.	Empirical Evidence	104
3.1	Introductory Remarks	104
3.2	Consumer Behaviour	104
3.3	Recalculation of Attractivity	106
4.	Conclusion	109
	References	110

#### **Heinritz/Sittenauer: Linkage Behaviour and Mix of Goods and Services in Shopping Centres - Observations in the PEP, Munich** 111

1.	Questions and Object of Study	111
2.	Distribution of Customer Flows	118
3.	The Customers' Linkage Patterns	119

	Seite
4. Linkages from the Point of View of the Establishments	127
5. Conclusion	131
References	132
<b>Heineberg: Shopping Areas in the City of Münster/Germany - Their Development and Mixture of Retail and Service Facilities as Indicator of Differing Attractiveness</b>	<b>133</b>
1. Basis of Research: The Development of a Locational Information System on a PC Basis	133
2. Assumptions for Empirical Analysis and the Presentation of Selected Findings	136
3. The Research Example of Münster	137
3.1 General Characterization of the Function of the City	137
3.2 Retail and Service Functions of the City Centre and the Main Shopping Area	139
3.3 The Development and Mixture of Functions in the Main Shopping Area: The Example of Ludgeristraße	143
3.4 The Development and Mixture of Functions in a "City Centre Complementary Street": The Case of Hammer Straße	145
3.5 The Functional Characterization of Other Selected Sub-Centres of Arterial Road Type within the "Münster- Innenstadt"	148
4. Conclusion	151
References	151
<b>Parker: Consumer Attitudes to the Retail Environment: A Case Study of the City Centre</b>	<b>155</b>
1. Introduction	155
2. The Changing Nature of the Retail Environment	157
3. The Dublin Context	158
4. Dublin City Centre: Consumer Attitudes	161
5. Dublin City Centre: A Roof over the Street?	169
6. Overview	170
References	171

## Contents of Volume II

### "CITY-MARKETING": SUCCESSFUL COOPERATION OF RETAILERS AND URBAN PLANNING?

<b>Rathmayer:</b> City-Marketing	19
<b>Löffler/Zytur:</b> Concepts of City-Marketing for Central Places in Rural Areas - The Case-Study of Bitburg/Eifel, Germany	28
<b>Soumagne:</b> Commercial Attractiveness of Medium-Sized Towns and Town Planning Policies - The Example of Western France	38

### RECENT FINDINGS OF RESEARCH IN COMMERCIAL GEOGRAPHY

<b>Kulke:</b> The Dynamics of Retail Locations: New Large-Scale Forms of Retailing and their Impact on Selected Types of Locations	52
<b>Kagermeier:</b> The Experience with Pedestrian Precincts in Central Places of Medium Order. A Case Study of Erlangen (Bavaria)	63
<b>Merenne-Schoumaker:</b> From Hypermarkets to Shopping Centres - The Peripheral Poles Coming to Light	82
<b>Lemarchand:</b> The City of Rouen: Urban Projects and Specialization of Streets	92
<b>Checa Sanchez:</b> Commerce and Accessibility in Madrid	98

**TENDENCIES IN RETAIL TRADE: NATION-SPECIFIC DEVELOPMENTS  
OR INTERNATIONAL CONVERGENCE?**

<b>Cheung:</b>	Changes in Retail Trade and its Spatial Organization: The General Trend in Japan with Case Examples from Osaka	106
<b>Guy/Lord:</b>	An International Comparison of Urban Retail Development	120
<b>Meyer:</b>	From Planned Economy to Free Market Economy - The Example of Retail Trade in Jena, Former GDR	134
<b>Gormsen/Klein-Lüpke:</b>	Shopping Malls in Latin America - A New Indicator of Metropolization	146
<b>Nordin:</b>	Market Halls in City Centres - Accessibility, Assortment Structures and Attractiveness in Various European Countries	160
<b>Shrivastava:</b>	The Structure of Retail Trade in a Metropolis of the Ganga Basin: A Case Study of Allahabad Town	175