

# SHAPING THE CITYSCAPE.

## RELATIONS, IMPLICATIONS AND TRAJECTORIES OF COMMERCIAL ORGANIZATION ON URBAN STRUCTURE

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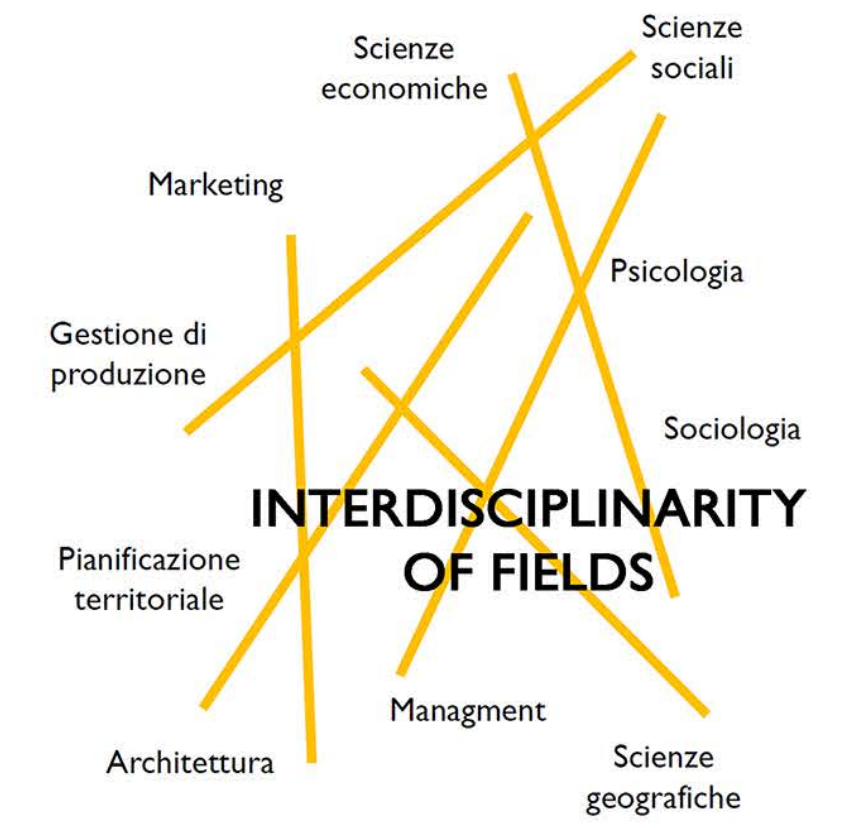
### 1 INTRODUCTION AND RESEARCH QUESTIONS

Recently within the city there has been a deep change in the location and structuring of commercial activities, those fundamental to the functioning of the urban organism. Along with a spatial phenomenon such as the physical shift of commerce from the city center to suburban areas - the transition from neighbourhood trade to medium distribution, then to the large distribution and to peripheral shopping centers - an a-spatial phenomenon is added, that is the transition of trade from classical to hybrid forms, characterized by the digitalization and de-materialization of the space of purchase. The coexistence of these phenomena is creating a structure of complex representation, especially in terms of urban location, urban form and management of urban space. Firstly, the research aims to answer the following questions: "What processes occurs in the city and how have they changed and will change the urban structure? How will the new districts perform, especially the existing city - the old town, the consolidated city, the urban and metropolitan belts?" Both a spatial analysis of the organization of commercial activities and an economic-functional analysis of distribution models determine the development of a model whose knowledge can be an operational tool for spatial planning and urban management.

? WHICH RELATIONSHIP BETWEEN DISTRIBUTION OF COMMERCIAL ACTIVITIES AND URBAN STRUCTURE OF THE CITY?

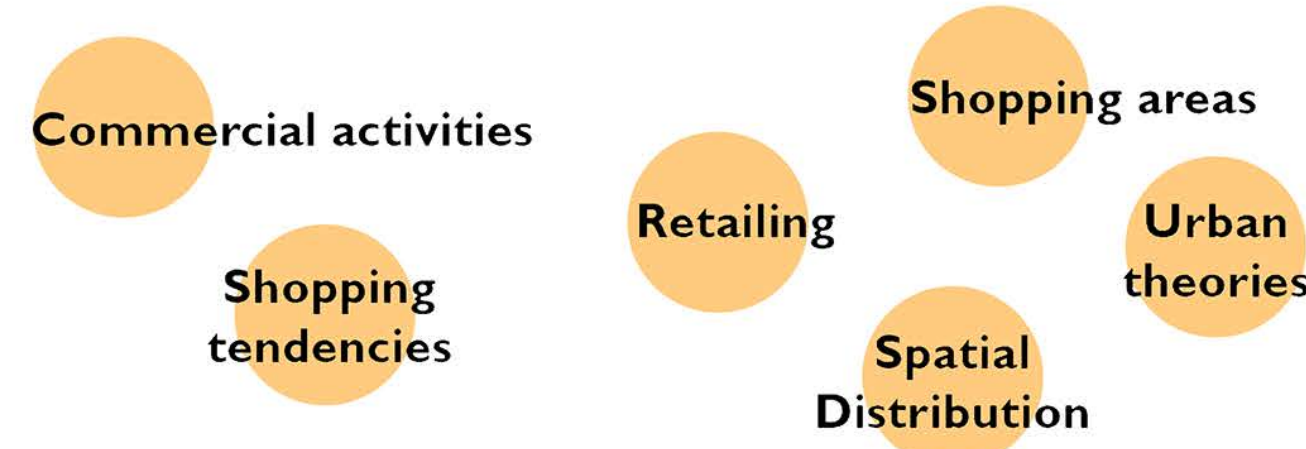
? HAVE LARGE/MEDIUM DISTRIBUTION FIRST AND MODELS OF E-COMMERCE THEN PRODUCED CHANGES IN INDIVIDUAL PREFERENCES, EFFECTING THE FORM OF THE CITY?

? WHICH RELATIONSHIPS BETWEEN THE ADAPTING PROCESS OF TRADING DISTRIBUTION AND THE USE OF URBAN SPACE?



### 2 METHODOLOGY

#### FRAMING THE TOPIC



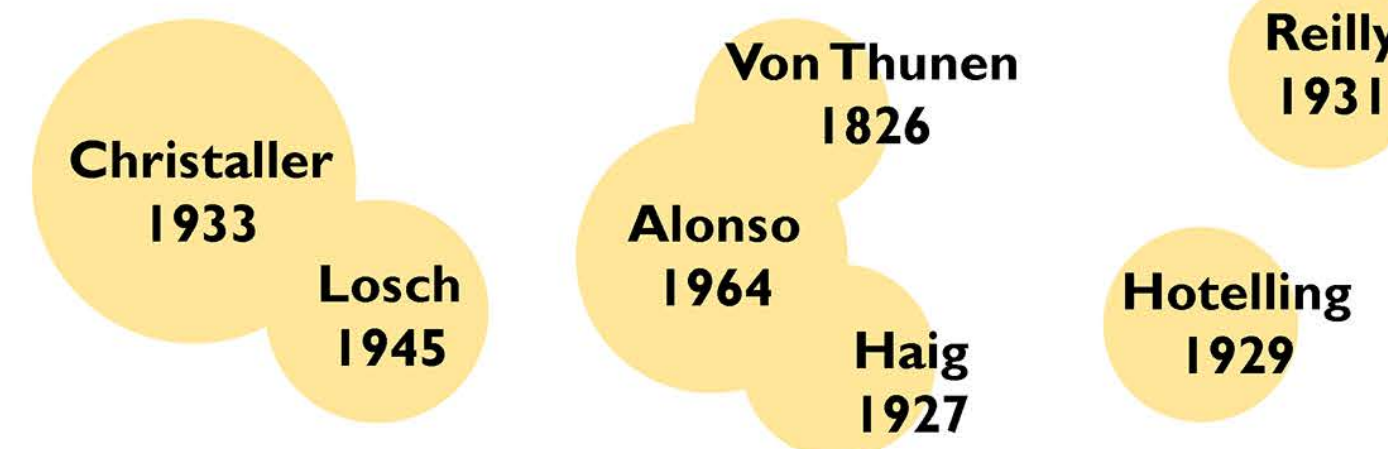
#### "RETAIL GEOGRAPHY"

The terms emerged in the 60s thanks to the contribution of B.J. Berry (1963) from Chicago University. It is defined as: "the study of spatial patterns of retail and consumer behavior, which includes which took both its economic and cultural dimensions seriously. In this way, retail capital can structure spaces, defining our urban spaces with shopping streets, markets, and malls, but is also configured by socio-spatial processes." (International Encyclopedia of Human Geography, 2009)

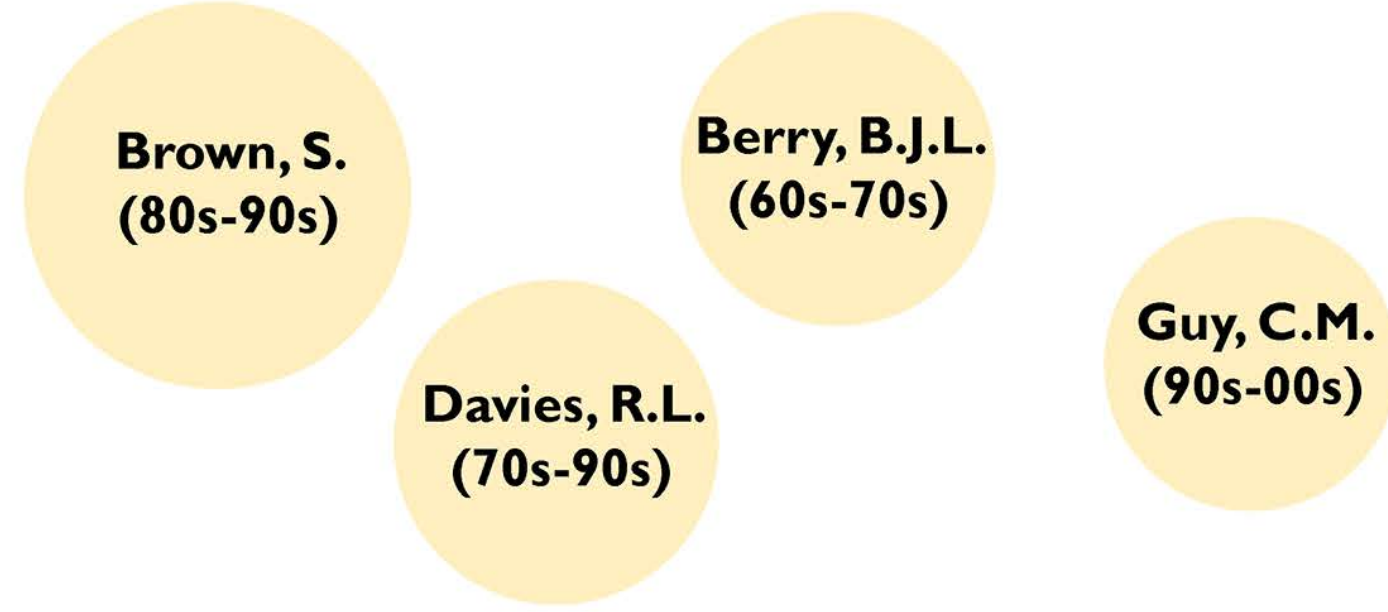
FROM contemporary contributions of different field of study, intersecting the theme of research TO the specific field of research and cornerstones contributors

#### LITERATURE REVIEW

##### Cornerstones contributors

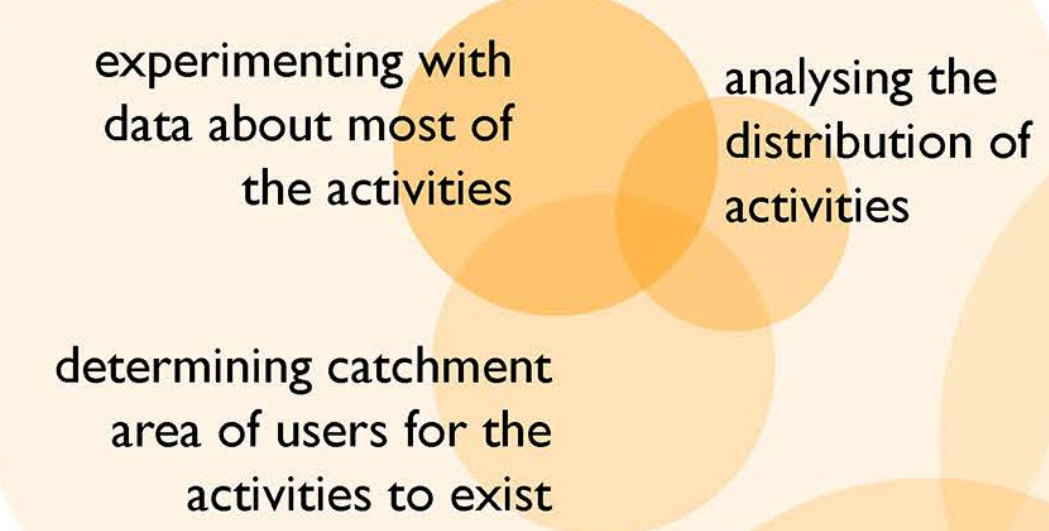


##### Main researches by



#### MODEL AND CASE STUDIES

##### THE MODEL



**NEW TAXONOMY**  
categorization of activities which is functional to the model

**CASE STUDIES**  
verification of the approach through the comparison of italian and international case studies

### 3 LITERATURE REVIEW AND FIRST RESULTS

#### APPROACHES

**PRINCIPLE OF MINIMUM DIFFERENTIATION** (Hotelling, 1929)

**SPATIAL INTERACTION THEORY** (Reilly, 1931)

#### NEOCLASSICAL APPROACH (50s-60s)

**CENTRAL PLACE THEORY** (Christaller, 1933; Losch, 1945)

**BID RENT THEORY** (Haig, 1927; Alonso, 1964)

**CENTRAL BUSINESS DISTRICT (CBD)**  
In this model land use is a function of distance to the center of the city as a solution of an economic equilibrium for the market for space. Urban land rents decline with distance from the center of the market.

**GUY, C.M. 1998**

Analysing and summarizing main contributions by Berry, B.J.L., Brown, S. and Davies, R.L.

#### RETAIL OUTLETS

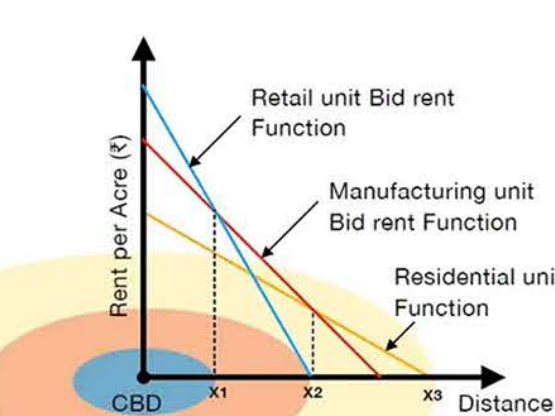
#### SHOPPING CENTRES

**CLASSIFICATIONS BY:**  
type of goods (goods, business)  
quantity of goods  
shopping trip purpose  
size of store  
type/physical form of store  
store ownership/tenancy

**CO-EXISTENCE**  
of different but equal classifications, depending on the model they are functional to

defining a **TAXONOMY** which classification of the activities is functional to the proposed model and approach

**URBAN HIERARCHY**  
It is an economic model able to explain the localization pattern of markets/production centers in market areas aimed at local consumption, which, for each good or service, are defined as hexagonal forms.



**THRESHOLD**  
**RANGE**

defining a **MODEL OF APPROACH** based on Christaller's Theory in order to determine the catchment basin of users of each activity

### 4 WHAT'S NEXT

CONCEPTUAL - THEORY

SPATIAL - PHYSICAL DIMENSIONS

OPERATIVE - APPLICATIVE

**FRAMING THE TOPIC**  
**LITERATURE REVIEW**  
- APPROACHES  
- CLASSIFICATION

**THE X-MINUTE CITY**

**LITERATURE REVIEW**  
- 15MIN CITY  
- PROXIMITY  
- E-COMMERCE  
- VIABILITY

**TAXONOMY AND CATEGORIZATION**  
**DETERMINATION OF THRESHOLD/RANGE**

**MODEL BASED ON DATA**  
**CASE STUDIES**

first year

second year

third year

### 5 ACTIVITIES AND PUBLICATIONS

#### PARTICIPATION TO

EUROPEAN PROJECT **DUT - DRIVING URBAN TRANSITION - 15MIN CITY**

XXV CONFERENZA **SIU2023** | 15-16 GIUGNO 2023, CAGLIARI (CA)  
WORKSHOP **YOUNGERSIU2023** | 13-14 GIUGNO 2023, CAGLIARI (CA)  
XLIV CONFERENZA **AISRE2023** | 6-8 SETTEMBRE 2023, NAPOLI (NA)

#### PUBLICATIONS

Ruffini L., Rusci S., (2023). Obsolescenza urbana. Verso una tassonomia come strumento di gestione per il patrimonio esistente. Proceedings of SIU2023, Cagliari (CA) 15-16 June 2023

Rusci S., Ruffini L. (2023) La produzione dell'obsolescenza urbana: effetti dei cicli economici e spaziali sul patrimonio costruito. ASUR - Rivista di Studi Urbani e Regionali. (peer reviewed)

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Camagni(1993). Principi di economiateritoriale e urbana.  
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Maraschin, Krafa(2013). Growth dynamic of retail locations: a methodological approach using a logistic model. European Journal Geography  
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