

# Young Researchers Seminar 2009

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## LOCALISATION OF SHOPPING MALLS IN SCANDINAVIA

Planning regulations as a policy instrument  
for reducing greenhouse gas emissions

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# Content

- Background for and objectives of the study
- The theoretical approach
- Case study: Planning policies in Denmark, Sweden and Norway
- Conclusion: Best practice of planning policies



# Background

- A pronounced international goal to:
  - Make urban development more sustainable
  - Reduce GHG emissions and avoid global warming ( Kyoto Protocol, UN, EU)
- At the same time the GHG emission is still increasing
- To prevent catastrophic and irreversible climate changes, reduce GHG emissions by 50 % to 80% by 2050 (IPCC 2007)
- Transport is a large and growing source of GHG emissions

# Localisation of shopping malls

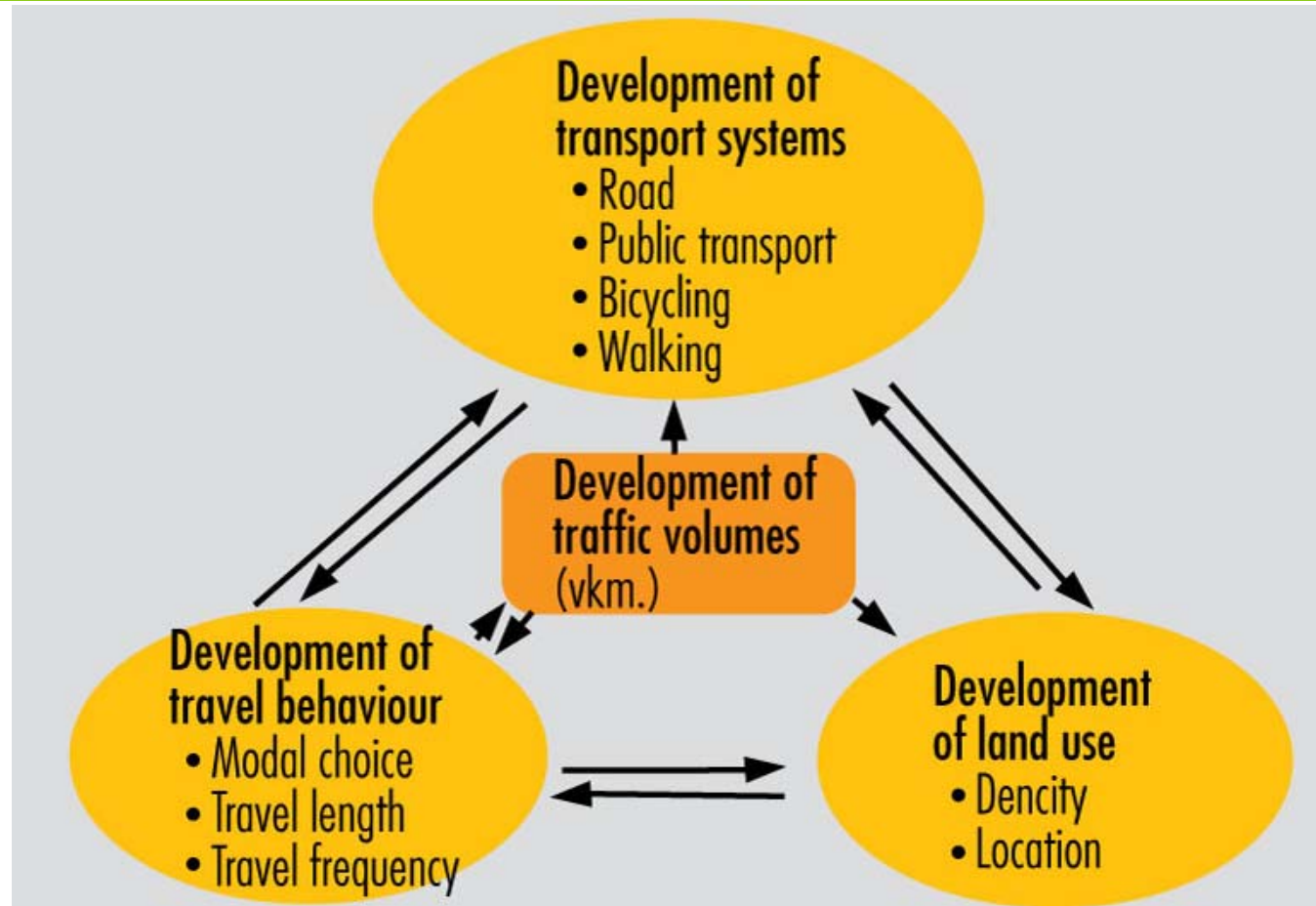
- Trend in Western European countries:
  - More retail businesses concentrated in fewer and bigger shopping malls at the outskirts of the urban areas
- Researchers suggest:
  - A clear interaction between location of shopping malls and choice of transport modes
- According to these, shopping malls outside city centres:
  - Generate longer trips and more traffic by car
  - Leads to urban sprawl and limit accessibility for people without a car
- Several European countries have adopted planning guidelines aiming at:
  - Controlling development of shopping malls

# Objectives of the study

- “Dislocated” shopping malls contradicts common goals to reduce GHG emissions
- The study will show:
  - *Why localisation of shopping malls are important in mean to achive the goal for a reduce in GHG emissions?*
  - *How adopting planning policies can contribute to achieve this goal ?*

# Development in traffic volumes

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To reduce traffic volumes

- Efficient land use and transport system, that influence the travellers' behaviour in the right direction

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# What should be done?

- Promote an efficient land use and transport planning that:
  - Reduce the transport demand
- Favour more environmentally friendly modes of transport
  - Reduce the use of cars
  - Promote public transport, cycling and walking

Car traffic volumes can be reduced by:

- Fewer trips
- Shorter distance
- Less vehicle kilometre (vkm)
- Low car modal split (shifting modal split towards public transport, cycling and walking)

# How?

- An efficient land use depends on two factors:
  - Density: high population density
  - Location: “right” location of “right” activities, mix of functions in the city centre
- Leads to:
  - concentrated cities
  - shorter distance between different functions within cities  
(reduced travel distance)
- Makes it possible to use public transport and non- motorised means of transport  
(walking and cycling)
- At the same time we avoid:
  - Urban sprawl
  - Car dependency
  - Limited access for people without car

# How?

The transport system must prioritise:

- Walking and cycling in shorter trips
- Improve the public transport service
- Apply restrictive policies for car use
- These actions must be combined!



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# Shopping malls in Scandinavia



Saint-Pierre-des-Corps, France  
BEAUVIS CONSULTANTS 2008

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# Adoption of planning policies

- How can planning policies contribute to stop this development?
- Case study of planning policies in Denmark, Sweden and Norway
- Similarity in
  - social and cultural relationship
  - economic growth
  - institutional framework and administrative level for development issues
- There are some geographical differences between the countries, i.e: topography, urban structure, population density

# Result - Denmark

- Regulation
  - Traditionally strict control of establishing /location retail trade
  - Regulations implemented in Danish planning (1997)
  - Regional authorities (counties) have responsibility to work out planning policies for the local authority (municipalities) in regional plans
  - Not allowed shopping malls > 3500 m<sup>2</sup> outside of city centres
  - Define geographic boundary (on maps)
  - Corresponding boundaries are required for the municipality plans
  - The Ministry of the Environment has a legal right for raising an objection
- Result
  - High extent of county planning
  - Most shopping malls within city centres

# Result - Sweden

- Regulation
  - No limit for location of shopping centres
  - The municipalities have self-determination
  - “Planning-monopoly” in municipal plans and detail plans
  - Limited opportunities for governmental intervention
- Result
  - None or weak county planning
  - Fragmented municipal plans without comprehensive perspective
  - Competitions between municipalities
  - Increase of shopping malls in suburban areas, and along major roads

# Result - Norway

- Regulation
  - National Policy Guideline for co-ordinated land use and transport planning in 1993
  - A temporary probation for shopping malls > 3000 m<sup>2</sup> in suburban areas in 1999
  - No geographical boundary on maps
  - The regulation ended and was replaced by regulations at the regional level in 2004
  - Variation in the counties' implementation of regulation led to new reg probation for shopping malls > 3000 m<sup>2</sup> in 2008
- Result
- “Back and forth-politics”, location of shopping malls in suburban areas and along major roads
- As a result of the temporary probation, malls located in the centre of cities has had the biggest growth since 2000
- The new regulation seem to prevent further establishment of shopping malls outside of city centre
- Planned shopping malls in suburban areas are being stopped

# Summary

Table 1. Characteristics of regulation policies in Denmark, Sweden and Norway.

	<b>Level of administrative control</b>	<b>Planning policies extent: strict vs. liberal</b>	<b>Result</b>
Denmark	Central (National government/ Ministry of the Environment)	Strict	Few or none shopping malls outside of city centres
Sweden	Local (municipality)	Liberal	Several shopping malls outside city centres and along main roads
Norway	County/ Municipality	Liberal-strict-liberal-strict	Several shopping malls outside of city centres and along main roads

# Conclusion

- Planning policies should be:
  - Consistent and persistent
  - The responsibility
    - Controlled by the national government
    - Embedded at all administrative levels (counties and municipalities)
- “Look to Denmark”
  - Achieved an sustainable urban development
    - Shopping malls within the city centres
    - Can be reached by more people and by environmental friendly transport modes
- It is possible!
  - To promote the use of environmental friendly transport modes for shopping trips
  - Maintain viable cities with a variety of shopping and activities

Thank you for your attention!

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