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POSLOVNE FUNKCIJE ZAGREBAČKOG NASELJA SAVICA

THE COMMERCIAL FUNCTIONS OF ZAGREB'S SAVICA SETTLEMENT

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Izvod

Savica je zagrebačka četvrt koja brojem stanovnika odgovara manjem gradu. Četvrt je omeđena jasnim granicama prema susjednim četvrtima: avenijama i rijekom Savom. Cilj rada bio je utvrditi postojanje i razvoj poslovnih funkcija na Savici. Struktura i domet poslovnih zona upućuje da je riječ o klasičnom primjeru centra susjedstva. Na Savici nema trgovačkog centra kojem je gravitacijski domet čitav grad Zagreb poput City Centar One, Avenue Mall, Arena ili West Gate. Primarno tržište za trgovine i usluge na Savici je sama Savica te manjim dijelom susjedne četvrti Kruge, Folnegovićevo naselje i Staro Trnje. Tijekom posljednjih nekoliko desetljeća mijenjala se razina atraktivnosti dijelova Savice za poslovne aktivnosti. U radu se željela utvrditi veza između urbanih elemenata naselja i rasporeda poslovnih zona na Savici. U tom se smislu ističe važnost Lastovske kao glavne sabirne i spojne ulice te dostupnosti dovoljnog broja parkirališnih mjesta na prostorni raspored poslovnih zona. Istraživanje će pokazati da je urbanistička pretpostavka iz 1980-ih godina o povišenim pješačkim platoima kao poslovnim središtima četvrti bila pogrešna sa stajališta poslovne uspješnosti i atraktivnosti poslovnih prostora.

Ključne riječi: poslovne funkcije, faktori lokacije, centar susjedstva, gradske četvrti, Savica (Zagreb)

UVOD

POSLOVNE FUNKCIJE

Funkcionalno-prostorna struktura grada posljedica je različite logike prostornog rasporeda pojedinih funkcija i načina korištenja gradskog prostora. Najčešća kategorizacija korištenja gradskog zemljišta izdvaja stambeno, poslovno i industrijsko korištenje (Vresk, 2002). Korištenja gradskog prostora možemo kategorizirati i na složeniji način te uključiti još i cirkulaciju, rekreaciju te neiskorišteno zemljište (Vrišer, 1966). Stambene zone gradova zauzimaju najveći udio u svjetskim gradovima. S druge strane, poslovne zone zauzimaju obično manje od 5 posto površine grada, ali u njima obično radi većina zaposlenika (Vresk, 2002).

Poslovne djelatnosti mogu se podijeliti na razne načine, primjerice, na: trgovinu, financijsko poslovanje,

Abstract

Savica is a district of Zagreb with a population corresponding to that of a small town. The district has clear bounds with its neighbouring districts: the avenues and the Sava River. The objective of this paper was to determine the presence and development of commercial functions in Savica. The structure and range of commercial zones indicates that it is a classic example of a neighbourhood centre. There are no retail centres in Savica the likes of City Centar One, Avenue Mall, Arena or West Gate, which have a gravitational range of the entire City of Zagreb. The primary market for retail stores and services in Savica is the district itself and, to a lesser extent, the neighbouring districts of Kruge, Folnegovićevo Naselje and Staro Trnje. The level of attractiveness of parts of Savica for commercial activities has varied in recent decades. This study aims to determine the connection between the urban elements of the settlement and the distribution of commercial zones in Savica. In this regard, the importance of Lastovska St. is emphasised as the chief collector and connecting street and the accessibility of a sufficient number of parking spaces in the spatial distribution of commercial zones. The study showed that the urban development premise of the 1980s concerning elevated pedestrian plateaus, and the commercial hubs of the district were erroneous in terms of commercial success and the attractiveness of commercial space.

Key words: commercial functions, location factors, neighbourhood centre, city districts, Savica (Zagreb)

INTRODUCTION

COMMERCIAL FUNCTIONS

The functional/spatial structure of a city is the outcome of the diverse logics of the spatial distribution of particular functions and methods of utilising urban space. Residential, commercial and industrial stand out as the most frequent categorisations of the utilisation of urban land (Vresk, 2002). The utilisation of urban space can be categorised in a more complex way to also include circulation, recreation and unutilised land (Vrišer, 1966). The residential zones of cities occupy the largest portion of major international cities. Commercial zones, on the other hand, usually cover less than 5 percent of the surface area of a city, although the majority of the employed usually work in these zones (Vresk, 2002).

Commercial activities can be divided in various ways, for example into: retail, financial sector, personal and pro-

osobne i profesionalne usluge te upravne poslove. U nekim poslovnim centrima prednjači jedna skupina poslovnih djelatnosti, poput trgovine, pa takve centre često zovemo trgovačkim centrima. S druge pak strane, u nekim poslovnim zonama prednjače uredi. Četiri su karakteristična položaja pojavljivanja poslovnih zona (centara) u gradskom organizmu: a) središnja poslovna zona, b) poslovne zone u pojedinim četvrtima unutar grada, c) poslovni centri na rubu grada te d) poslovni centri izvan grada, a između gradova (Vresk, 2002). Sa stajališta gravitacijskog dometa izdvajaju se, također, četiri vrste poslovnih centara: a) city ili CBD (središnja poslovna četvrt), b) regionalni centar, c) komunalni centar i d) centar susjedstva (Vresk, 2002).

CENTAR SUSJEDSTVA

Rad se bavi poslovnom zonom u gradskoj četvrti, odnosno sa stajališta gravitacijskog dometa, centrom susjedstva. Centar susjedstva opskrbljuje robom, uglavnom za kratkoročne potrebe i osobne usluge, nekoliko tisuća stanovnika na udaljenosti od 7 minuta hoda ili u radijusu od 500 metara (Vresk, 2002). Ključna značajka gradskih središta je njihova dostupnost jer ekonomska živost ili funkcionalna učinkovitost zahtijeva dostupnost lokaciji (Pacione, 2009). Centar susjedstva obično se nalazi na križanju sabirnih ili glavnih ulica unutar gradskih četvrti, odnosno na lokaciji s najvećom dostupnošću za stanovništvo. Prema konceptu *točke najmanjeg putovanja*, točka najvećeg centraliteta ne mora se nalaziti u geografskom središtu, već u središtu prostornog rasporeda stanovništva i prometne mreže (Porter, 1963).

Manje gradske poslovne zone ili centri susjedstva koje se nalaze u gradskim četvrtima najčešće se sastoje od tržnice i samoposluživanja. Oko tržnice grupiraju se još djelatnosti poput pošte, banke, pekarnice, frizerskih salona, ugostiteljskih objekata, kioska za tisak, a katkad i robne kuće. Tržnica, samoposluživanje i razne ostale trgovine i usluge zajedno imaju veće gravitacijsko područje. Pojava supermarketa, hipermarketa i trgovačkih centara nepovoljno utječu na manje trgovačke objekte odnosno centre susjedstva (kao npr. u cijelom gradu Osijeku) te je promijenila način opskrbe stanovništva (Njegač i dr., 2010).

U većini rumunjskih gradova stambene četvrti imale su tijekom socijalističkog razdoblja centar susjedstva u obliku više-etažnih trgovačkih centara s malim poslovnim prostorima. Ponuda roba bila je vrlo oskudna. Rumunji su početkom 1990-ih godina radi pojačane automobilizacije i dolaska velikih zapadnih trgovačkih lanaca u obliku hipermarketa počeli značajno mijenjati svoje navike odlazeći u kupovinu u rubne dijelove grada (Popa i dr., 2008).

Centar susjedstva može biti tržnica s trgovinama i uslugama oko nje kao klaster u jednoj cjelini, ali može biti i izdužen u obliku niza trgovina i usluga uz ili blizu

professional services and administrative services. Some commercial hubs are dominated by one group of commercial activities, such as retail, and we often refer to such centres as retail centres. Office space, on the other hand, dominates some commercial zones. There are four characteristic positions for the emergence of commercial zones (hubs) in the urban body: a) a central commercial zone, b) commercial zones in particular districts within the city, c) commercial hubs at the periphery of the city and d) commercial hubs outside the city, but between cities (Vresk, 2002). In terms of gravitational range, four types of commercial hubs can also be distinguished: a) city or CBD (central business district), b) regional centre, c) community centre and d) neighbourhood centre (Vresk, 2002).

NEIGHBOURHOOD CENTRE

This study addresses a commercial zone in a city district, i.e. in terms of gravitational range, a neighbourhood centre. This neighbourhood centre supplies several thousand residents at a distance of seven minutes on foot or in a radius of 500 metres with merchandise, for the most part for short-term needs, and with personal services (Vresk, 2002). The key characteristic of city hubs is their accessibility, because economic life or functional effectiveness requires accessibility to the location (Pacione, 2009). The neighbourhood centre is usually located at the intersection of collector or main roads within city districts, i.e. at a location with the greatest accessibility to residents. According to the *point of minimum aggregate travel* concept, the point of greatest centrality is not necessarily at the geographic centre, but rather in the centre of the spatial distribution of the population and traffic network (Porter, 1963).

Smaller city commercial zones or neighbourhood centres situated in city districts usually consist of markets or self-service stores. Other activities, such as post offices, banks, bakeries, hairdressers, catering and hospitality establishments, press kiosks and even department stores are grouped around the market. Together the open-air market, self-service stores and various other retail stores and services have a greater gravitational area. The emergence of the supermarket, the hypermarket and retail centres has had an unfavourable impact on smaller retail establishments and neighbourhood centres (as, for example, in the case of the entire city of Osijek), and has altered the way in which residents secure supplies (Njegač et al., 2010).

During the Socialist period, most Romanian cities had a neighbourhood centre in residential districts in the form of multi-storey retail centres with small commercial units. The merchandise offered was very scanty. In the early 1990s, as a result of increased vehicle ownership and the arrival of large Western retail chains in the form of hypermarkets, Romanians began making significant changes in their habits, travelling to shop in the peripheral parts of cities (Popa et al., 2008).

A neighbourhood centre may consist of an open-air market with stores and services around it forming a cluster as a single

glavne ulice. U zagrebačkoj Dubravi centar susjedstva proteže se uz Aveniju Dubrava i oko tržnice u Koledovečkoj ulici. Prostorni raspored trgovina i raznih usluga ukazuje da su koncentrirane uz Aveniju Dubrava, dok su osobne i profesionalne usluge smještene malo dalje od Avenije Dubrava zbog nižih cijena najma (Mock, 2008).

Zagrebačka ulica Ilica duga je 6,2 km i proteže se od Trga bana Josipa Jelačića do Aleje grada Bologne i Vrapčanske aleje, odnosno od strogoga gradskog središta do Vrapča na zapadu grada. Ilica je dio staroga gradskog središta (blizu Trga bana Jelačića), ali je centar susjedstva i glavna sabirna ulica za četvrti kroz koje prolazi, a osobito Kustošiju. U Ilici od poslovnih prostora dominira trgovina sa 57 posto, a od trgovina 84 posto su trgovine s dugotrajnijom robom. U dijelu Ilice koji pripada najstrožem dijelu grada, samo 5 posto svih trgovina pripada trgovinama gdje se može kupiti hrana. S udaljavanjem od središta grada prema zapadu, raste udjel trgovina s hranom (Jakovčić, 2006). Možemo zaključiti kako u strogim središtima gradova prednjači trgovina za srednjoročne i dugoročne potrebe, dok u centrima susjedstva po gradskim četvrtima raste udjel trgovina s hranom i pićem.

PROSTORNA TRGOVAČKA KONCENTRACIJA

S padom socijalizma, u valu opće popularnosti poduzetništva, značajno se povećao broj ekonomskih agnata u Warszawi od 41.000 (1991) na 244.000 (1999). Sličan proces viđen je i u drugim državama istočnog dijela srednje Europe. Većina poduzetnika okrenula se trgovini i uslužnom sektoru radi lakšeg pokretanja poslova nego u proizvodnji. Kao posljedica, živnula je trgovina svake vrste, uglavnom u skromnim obujmima i prostorima (Stanilov, 2007). Dolaskom trgovina većih površina i poznatih lanaca nestale su brojne male privatne trgovine otvorene krajem 1980-ih i početkom 1990-ih godina. Od 2000. značajno se povećao trgovački poslovni prostor u Rusiji. Nacionalni i međunarodni ulagači uvode nove trgovačke oblike – goleme trgovačke centre. Samo se 2005. trgovački prostor u Moskvi povećao za 25 posto, a trećina tog povećanja bila je u novim trgovačkim centrima (Makhrova i Molodikova, 2007). Proces okrupnjavanja trgovina započeo je u Hrvatskoj sredinom 1990-ih godina te je nastavljen do danas (Segetlija, 2005). U razdoblju od 1989. do 2002. zabilježen je iznadprosječan rast svih veličina trgovina mješovitom robom, osim malih trgovina s prodajnom površinom do 60 m² (Segetlija, 2005).

Hrvatski potrošači su se posljednjih godina okrenuli kupovini mješovite robe u prostorno velikim trgovinama i poznatim trgovačkim lancima, a značajno su smanjili odlazak u prostorno male prodavaonice i trgovcima koji su vlasnici samo jedne trgovine (Lukić, 2002). Jačaju trgovač-

entity, but may also take the elongated form of a series of stores and services running along or near a main street. In Zagreb's Dubrava settlement the neighbourhood centre stretches along Dubrava Avenue and around the market on Koledinečka St. The spatial distribution of stores and sundry services indicate that they are concentrated along Dubrava Avenue, while personal and professional services are situated a little further from Dubrava Avenue as a result of the lower rental rates (Mock, 2008).

Zagreb's Ilica St. runs for 6.2 kilometres and stretches from Ban Josip Jelačić Square to Aleja Bologne and Vrapčanska Aleja, i.e. from the very core of the city to the Vrapče settlement in the western part of the city. Ilica is part of the old city core (near Ban Josip Jelačić Square), but it is a neighbourhood centre and the chief collector street for the city districts through which it passes, the Kustošija district in particular. Retail stores dominate Ilica with a 57 percent share of commercial space, with 84 percent of these stores offering more durable merchandise. In the part of Ilica that runs through the very core of the city, only 5 percent of all stores offer foodstuffs. The share of stores offering foodstuffs increases moving westwards from the core of the city (Jakovčić, 2006). We can conclude that stores offering medium-durable and durable merchandise dominate in the very cores of cities, while the share of stores offering food and beverages rises in the neighbourhood centres in city districts.

SPATIAL CONCENTRATION OF RETAIL

With the downfall of Socialism, in the wave of the general popularity of entrepreneurship, Warsaw saw a significant increase in the number of economic entities, from 41,000 (1991) to 244,000 (1999). A similar process was seen in other countries of Eastern Central Europe. The majority of entrepreneurs opted for retail and the service sector rather than for manufacturing due the greater ease of launching the business. Retail of all types flourished as a result, for the most part on a modest scale and in modest premises (Stanilov, 2007). Numerous small privately owned stores opened in the late 1980s and early 1990s disappeared with the arrival of larger stores and well-known retail chains. The amount of retail commercial space has seen a significant rise in Russia since 2000. Domestic and international investors introduced new forms of retail – massive retail centres. In 2005 alone, retail space in Moscow increased by 25 percent, with a third of this increase accounted for by new retail centres (Makhrova & Molodikova, 2007). In Croatia the process of the physical enlargement of retail stores began in the mid 1990s and has continued to this day (Segetlija, 2005). Above average growth in the size of mixed goods stores, except small stores with sales areas of up to 60 m², was registered in the period from 1989 to 2002 (Segetlija, 2005).

In recent years, Croatian consumers have turned to the purchase of mixed goods in large stores operated by well known retail chains and have significantly reduced their visits to small stores and merchants owning a single store (Lukić, 2002). Retail/commercial hubs of various forms and gravi-

ko-poslovni centri raznih oblika i gravitacijskog dometa, od središnjih poslovnih područja, regionalnih trgovačkih središta, općinskih (komunalnih) trgovačkih središta do trgovačkih središta susjedstva (Anić, 1998).

Više je razloga što trgovina teži stvaranju klastera ili koncentraciji (Teller i dr., 2008). Koncentracijom trgovci koriste zajedničke infrastrukturne usluge, poput parkirališta, javnog prometa, javnih toaleta i slično (Teller i Elms, 2010). Trgovci žele biti dio aglomeracije trgovina – trgovačkog centra, jer time zadobivaju veći udjel u posjetu kupaca. Dobici od povećanog priljeva kupaca su dodatne prednosti koncentracije (Howard, 1997).

Najviše cijene najma poslovnih prostora vezane su s njihovom atraktivnošću odnosno potencijalno ostvarenom kupovinom od strane kupaca. Korisnici daju prednost lakše dostupnim trgovinama i uslugama. Dostupniji poslovni prostori postižu višu cijenu prodaje ili najma (Netzell, 2013). Analizom središta Stockholma uočeno je da se s udaljenošću od središta smanjuje cijena najma. Najam je niži za oko 40 posto na udaljenosti od jednog kilometra od središta. Uz dostupnost, važna je i razina integriranosti: područja sa 10 posto većom integriranosti imaju do 5 posto više cijene najma. Prostorno veći poslovni prostori imaju proporcionalno nižu cijenu najma gledajući po jednom četvornom metru. Veća privlačnost trgovačkih centara u odnosu na klasična gradska središta vidi se iz viših cijena najmova za trgovine u *mallovima* (trgovačkim aglomeracijama), nego za ulične trgovine (Netzell, 2013).

AUTOMOBILIZACIJA I TRGOVAČKI KLASTERI

Velika je važnost dostupnog parkirališta kod posjeta aglomeracijama trgovina (Teller i Elms, 2012, Ruiz i dr., 2004, Van der Waerden i dr., 1998). Privlačnost javnoga gradskog prometa za lokacije poslovnih funkcija, ponajprije trgovačke i ugostiteljske, uočena je i kroz brojne poslovne djelatnosti na zagrebačkim terminalima javnoga gradskog prometa (Opačić, 2000). U neposrednoj blizini tramvajskih i autobusnih perona na terminalu Čnomerec planski je izgrađen troetažni trgovačko-poslovni objekt sa 26 lokala otvoren 1994., gdje su korisnici javnoga gradskog prometa istovremeno i korisnici trgovačko-poslovnih objekata (Opačić, 2000).

Vrlo popularna i posjećena City Plaza u američkom gradu Raleigh (glavni grad Sjeverne Karoline) ima izravnu vezu s parkiralištem u podzemlju (Elabd i Hallowell, 2014). Trgovački prostori imaju oba načina prijevoza: javni i privatni. Trgovački centri u središtima gradova imaju koristi od javnog prijevoza osobito ako se nalaze uz čvorišta i terminale. Na rubovima gradova javni prijevoz je skromnijih mogućnosti te ovdje značajnije prednjači privatni prijevoz pa trgovački centri moraju osigurati obilje parkirališnih mjesta (Mackaness i Chaudhry, 2011).

tational range have strengthened, from central commercial zones, regional retail centres and municipal (community) retail centres to neighbourhood retail centres (Anić, 1998).

There are a number of reasons that retail has a tendency towards creating clusters or concentrations (Teller et al., 2008). Through concentration, retailers utilise common infrastructure services, such as parking, public transport, public washrooms and the like (Teller & Elms, 2010). Retailers aim to be part of an agglomeration of stores – retail centres, as this provides them with a greater share of consumer visits. The profits from an increased flow of consumers are a further advantage of concentration (Howard, 1997).

High rental prices for commercial space are related to their attractiveness, i.e. to potential consumer purchases. Customers prefer stores and services that provide easier access. More accessible commercial space achieves a higher sale or rental price (Netzell, 2013). An analysis of the core of Stockholm showed that rental prices drop as one moves away from the city core. Rent is approximately 40 percent lower at a distance of one kilometre from the city core. Along with accessibility, the level of integration is also important: areas with 10 percent greater integration have upwards of 5 percent higher rental prices. Commercial units with larger floor areas have a proportionally lower rental price in terms of price per square metre. The greater attractiveness of retail centres in comparison to classic city centres is evident from the higher rental prices demanded for stores in malls (retail agglomerations) in relation to street front stores (Netzell, 2013).

AUTOMOBILISATION AND RETAIL CLUSTERS

The accessibility of parking lots is of great importance when visiting retail agglomerations (Teller & Elms, 2012, Ruiz et al., 2004, Van der Waerden et al., 1998). The attractiveness of public transport for the locations of commercial functions, primarily retail and the catering and hospitality sector, has been observed through numerous commercial activities at Zagreb public transport terminals (Opačić, 2000). A planned three-storey retail-commercial building was erected and opened in 1994 in the immediate vicinity of the tram and bus platforms at the Čnomerec terminal with 26 units, where the users of public transport are also the customers of the retail/commercial building (Opačić, 2000).

The very popular and frequented City Plaza in the American city of Raleigh (the capital of North Carolina) has a direct connection to an underground parking lot (Elabd & Hallowell, 2014). Retail spaces have both methods of transport: public and private. Retail centres in city cores benefit from public transport especially if they are located alongside junctions and terminals. Public transport is of more modest scale at the peripheries of cities and private transport is therefore dominant, such that retail centres need to provide a large number of parking spaces (Mackaness & Chaudhry, 2011).

Posjetitelji zagrebačkoga trgovačkog centra Centar Kaptol naveli su, uz druge razloge, kao jedan od najvažnijih razloga dolaska dobru automobilsku dostupnost te mogućnosti parkiranja (Lukić, 2002). Za trgovačke centre nužno je osigurati dovoljno parkirnih mjesta (Mrvica Mađarac i Stojanović, 2010). Većina predstavnika (83 posto) uličnih poslovnih prostora iz najstrožeg dijela grada u Ilici nezadovoljni su s mogućnostima parkiranja. Nezadovoljstvo s parkiranjem smanjuje se s udaljavanjem od središta grada (Jakovčić, 2006). Problem nedovoljnih parkirališnih mjesta je jedan od najvažnijih problema gradskih središta. Nedovoljan broj parkirališnih mjesta ili više cijene alternativnog parkiranja vode prema urušavanju prostora (Jakovčić, 2006). Trgovački centri na rubu grada s obiljem besplatnog parkiranja zadobivaju prednost u odnosu na stara gradska središta s manjkom parkirališta i/ili plaćenim parkiralištima.

STUDIJSKO PODRUČJE

Zagrebačko naselje Savica, kao dio Trnja, nalazi se u geografskom središtu Zagreba. Savica je smještena južno od Donjeg grada (glavno gradsko središte) uz obalu rijeke Save. Granice istraživanog područja su Slavenska avenija na sjeveru, Držićeva avenija na istoku, rijeka Sava na jugu te ulice Kruge, Križna, Trnjanski nasip i perivoj zapadno od Novske ulice na zapadu. Slavenska avenija, koja prema zapadu mijenja ime u Zagrebačku aveniju, je najprometnija zagrebačka prometna os smjera zapad-istok, dok je Držićeva avenija najprometnija prometna os sjever-jug. Križanje tih dviju prometnih zagrebačkih avenija izvedeno je u obliku petlje. Prema tome, Savica se nalazi uz najprometnije zagrebačke prometne osi istok-zapad i sjever-jug. Savica ima dva glavna izlaska iz naselja sa semaforom: sjeverozapadni izlazak na Slavonsku aveniju, te jugoistočni izlazak na Držićevu aveniju. Lastovska ulica povezuje ova dva izlaska na avenije. Lastovska je ujedno i glavna sabirna ulica Savice koja prolazi sjevernim i istočnim rubom naselja, gotovo usporedo sa Slavonskom i Držićevom avenijom. Osim spomenuta dva glavna izlaza kojima se Savica povezuje s ostalim dijelovima Zagreba, Savica ima još dva izlaza prema Starom Trnju (Drinska i Trnjanski nasip) i jedan prema Borovju (Miševečka ispod Mosta mladosti) (Sl. 1).

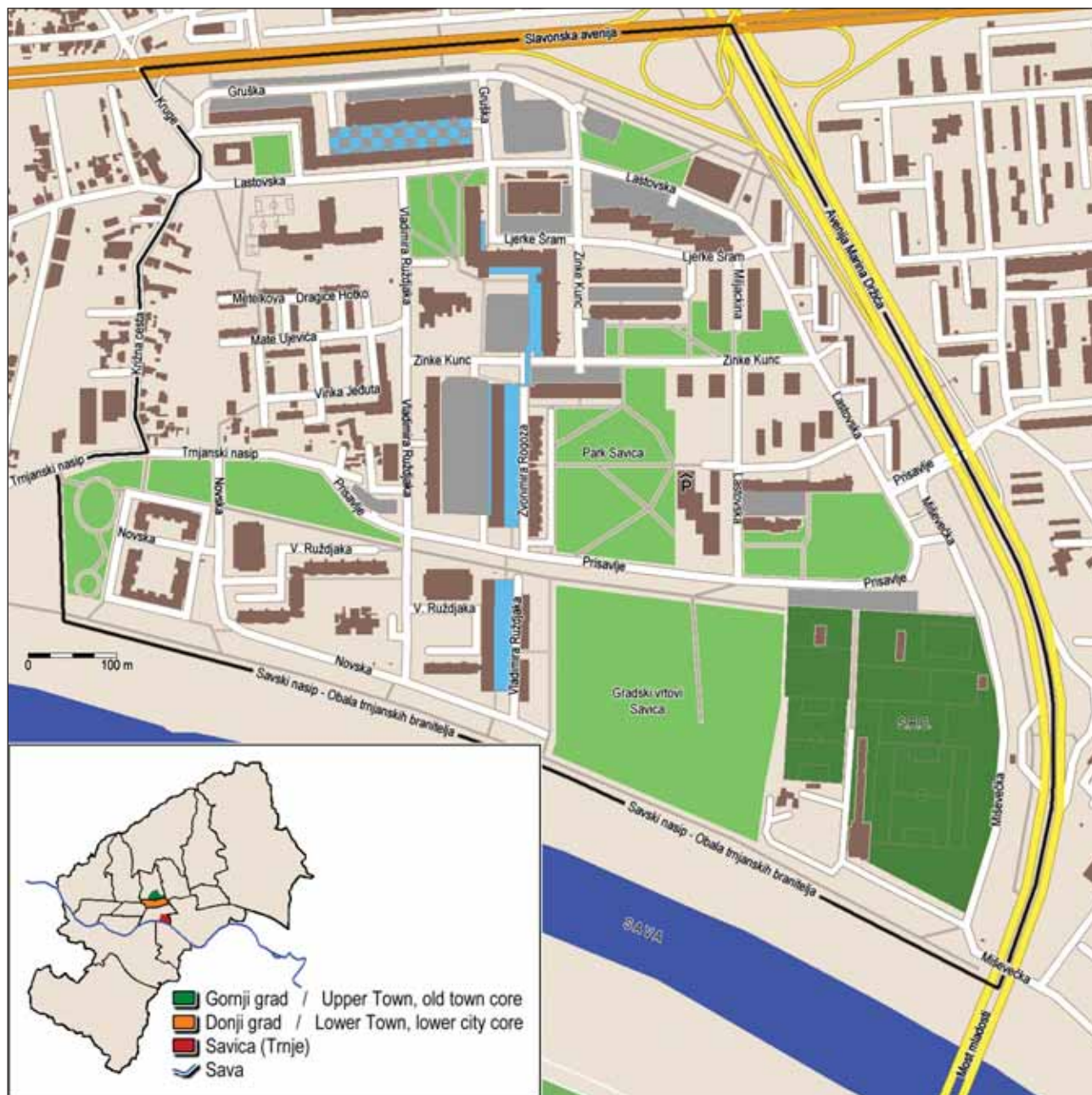
Savica je naselje stambenih zgrada i tri nebodera: zgrade su visoke od dva do deset katova, a neboderi imaju 16 katova. Naselje je građeno u više etapa. Prethodno naselje s manjim privatnim kućama zvalo se Kruga, dok s novim zgradama dolazi i novo ime Savica. Najstarije stambene zgrade građene su krajem 1950-ih godina, a najmlađe 2010-ih godina. U svakom se desetljeću izgradilo po nekoliko zgrada. Većina naselja izgrađena je u 20. stoljeću. Zgrade građene u 21. stoljeću uglavnom su u istočnom dijelu naselja.

Visitors of Zagreb's Centar Kaptol retail centre have cited, among other reasons, good automobile accessibility and parking availability as one of the top reasons for visiting (Lukić, 2002). Retail centres must secure adequate parking spaces (Mrvica Mađarac & Stojanović, 2010). The majority of representatives (83 percent) of street front commercial space in the very core of the city on Ilica St. are unsatisfied with the availability of parking. The dissatisfaction with a lack of parking drops as one moves away from the core of the city (Jakovčić, 2006). The problem of insufficient parking space is one of the key problems plaguing city cores. An insufficient number of parking spaces or high prices for alternative parking leads to the decay of the area (Jakovčić, 2006). Retail centres on the periphery of the city with an abundance of free parking space acquire an advantage in relation to old city centres with a dearth of parking spaces and/or parking lots charging for parking.

STUDY AREA

Zagreb's Savica neighbourhood, as part of the larger Trnje district, is situated in the geographic centre of Zagreb. Savica is situated to the south of Donji Grad (the city core) and along the banks of the Sava River. The borders of the study area are Slavenska Avenue to the north, Držićeva Avenue to the east, the Sava River to the south and the streets Kruga, Križna, Trnjanski Nasip and the park from Novska St. to the west. Slavenska Avenue, which to the west changes into Zagrebačka Avenue, is the busiest east-west traffic axis, while Držićeva Avenue is the busiest north-south traffic axis. The intersection of these two busy avenues in Zagreb has been resolved with a road interchange. Savica, then, is situated alongside the busiest east-west and north-south traffic axes in Zagreb. Savica has two main exits from the settlement with traffic lights: the northwestern exit on Slavenska Avenue and the southeastern exit on Držićeva Avenue. Lastovska St. connects these two exits to the avenues. Lastovska is also the chief collector street in Savica running along the northern and eastern periphery of the settlement, almost parallel with Slavenska Avenue and Držićeva Avenue. Besides the cited two main exits that link Savica to the rest of Zagreb, Savica also has two exits towards the Staro Trnje settlement (Drinska St. and Trnjanski Nasip) and one towards the settlement of Borovje (Miševečka St. under the Mladost Bridge) (Fig. 1).

Savica is a neighbourhood of residential buildings and three high-rise buildings: the buildings range from two to ten storeys, while the high-rises have 16 storeys. The settlement was built in several phases. The previous settlement, with small private houses, was known as Kruga – the new construction of buildings brought with it the new name of Savica. The oldest residential buildings were erected in the late 1950s, and the latest in the 2010s. Several buildings were erected every decade. Most of the settlement was built in the 20th century. Buildings erected in the 21st century are for the most part located in the eastern part of the settlement.



Sl. 1. Zagrebačko naselje Savica

Fig. 1. Zagreb's Savica settlement

Istraživano područje obuhvaća mjesni odbor Trnjanska Savica i manji istočni dio mjesnog odbora Staro Trnje. Mjesni odbor Trnjanska Savica imala je prema popisu stanovništva 2011. godine 8449 stanovnika, a mjesni odbor Staro Trnje 3737 stanovnika. Pretpostavljamo da je 2011. u zagrebačkom naselju Savica živjelo između 10.000 i 10.500 stanovnika.

The study area covers the area of the local board for Trnjanska Savica and a small part of the area of the local board for Staro Trnje. According to the 2011 census, the area of the local board for Trnjanska Savica had a population of 8,449, while Staro Trnje had 3,737 residents. We estimate the between 10,000 and 10,500 residents lived in Zagreb's Savica settlement in 2011.

METODOLOGIJA

Pri razradi poslovnih funkcija Savice uzeli smo u obzir samo djelatnosti koje se odvijaju u poslovnim prostorima s ulazom iz ulice ili platoa, te u poslovnoj zgradi. Razne urede u stanovima na katovima zgrada, često bez ikakvih oznaka, nismo uključili u analizu. Na temelju postojećih poslovnih funkcija na Savici razvrstali smo sve poslovne funkcije u četiri skupine: 1) trgovina, 2) ugostiteljstvo, 3) usluge s korisnicima i 4) uredi.

Skupinu **trgovina** podijelili smo u dvije podskupine: a) trgovina hranom i/ili pićem te b) ostala trgovina. U podskupinu **trgovina hranom i/ili pićem** uključili smo trgovinu mješovitom robom (npr. Konzum), ali i sve specijalizirane trgovine koje prodaju hranu i/ili piće poput mesnica, ribarnica, pekara, vinarija i slično. U podskupinu **ostale trgovine** uključili smo sve ostale vrste trgovina poput trgovina odjećom, obućom, kozmetikom, tehničkom robom, papirnicama, kioska i slično.

Skupinu **ugostiteljski objekti** podijelili smo u dvije podskupine: **objekti koji nude samo piće**, te **objekti koji nude piće i hranu**. U podskupinu **objekti koji nude samo piće** uključili smo i objekte koji uglavnom nude samo piće, ali imaju u ponudi, primjerice, kolače. U podskupini **objekti koji nude piće i hranu** uključili smo restorane, gostionice, brzu hranu, pečenjare, picerije, slastičarnice, te *catering* (samo dostava hrane bez mogućnosti konzumiranja).

Skupina **usluga s korisnicima** uključuje raznovrsne djelatnosti, od privatnih do javnih i državnih, kod kojih je rad s vanjskim korisnicima izrazito naglašen, poput frizerskih salona, krojačnica, servisa, sportskih objekata, osnovnih škola, dječjih vrtića, pošta, poslovnica banaka, kladionica, ureda gradske četvrti, crkvi, turističkih agencija i slično. Skupina **uredi**, također, rade s korisnicima, ali u znatno manjem obujmu i učestalosti komunikacije s njima. Tu se misli na urede veletrgovine, obrte, sjedišta tvrtki, knjigovodstvene servise, geodetsku upravu, informatičke tvrtke, skladišta i slično.

Posebnu skupinu čine **prazni poslovni prostori** koji su napušteni ili nikad otvoreni poslovni prostori.

Kartiranjem i međusobnom usporedbom 2009. i 2015. mogli smo uočiti dinamiku promjena i različita kretanja. Usporedbom prostornog rasporeda poslovnih funkcija i urbanih elemenata poput ulica, parkirališta, zgrada i poslovnih prostora uočili smo njihovu međuzavisnost te razloge različitoj razini privlačnosti i konkurentnosti poslovnih prostora, kako prema položaju u naselju i drugim poslovnim objektima, tako i prema samoj veličini, izgledu i mikrolokaciji.

METHODOLOGY

In elaborating the commercial functions of Savica we took into consideration only those activities that take place in commercial space with entrances from the street or a plateau and those in commercial buildings. The analysis did not include various offices operating from residential flats in buildings, often without signs. Based on the existing commercial functions in Savica, all commercial functions were classified into four groups: 1) retail, 2) catering and hospitality, 3) services and 4) offices.

The **retail** group was divided into two subgroups: a) food and/or beverage retail and b) other retail. We included grocery stores (e.g.: Konzum) and all specialised stores selling foodstuffs and/or beverages, such as butcher's shops, fishmongers, bakeries, wine shops and the like in the **food and/or beverage retail** subgroup. We included all other types – stores selling clothing, footwear, cosmetics, technical goods, stationary stores, kiosks and the like in the **other retail** subgroup.

The **catering and hospitality establishments** group was divided into two subgroups: **establishments offering only beverages** and **establishments offering food and beverages**. We included establishments that offer primarily beverages only, but do have an offer of, for example, cakes, in the **establishment offering only beverages** subgroup. We included restaurants, bistros, fast food outlets, grills, pizzerias, pastry shops and catering (offering only food for delivery with no on-site consumption) in the **establishments offering food and beverages** subgroup.

The **services** group includes sundry activities – from the private, public and state sectors – where there is a particular emphasis on working with outside customers, such as hairdressing salons, tailor's shops, repair services, sports facilities, elementary school, kindergartens, postal offices, bank branch offices, betting parlours, city district offices, churches, tourism agencies and the like. The **offices** group also involves working with customers but in significantly less volume and frequency of communication. This pertains to wholesale offices, trades and crafts, the headquarters of companies, accounting services, the geodetic administration, IT companies, warehouses and the like.

A special group consists of **unoccupied commercial units** that have been either abandoned or were never opened as commercial space.

With mapping and comparison between 2009 and 2015, the dynamics of change and various trends can be observed. Through a comparison of the spatial distribution of commercial functions and urban elements such as streets, parking lots, buildings and commercial space, we observed their interdependency and the causes of differing levels of attractiveness and competitiveness of commercial units, both in terms of their position vis-à-vis the settlement and other commercial establishments, and in terms of their size, appearance and micro-location.

ANALIZA

U zagrebačkom naselju Savica možemo izdvojiti tri oblika zgrada sa stajališta obavljanja poslovnih djelatnosti: a) zgrada s isključivo poslovnom aktivnošću, b) stambena zgrada s poslovnim prostorima u prizemlju i c) stambena zgrada bez poslovnih prostora. Na Savici postoje samo dvije isključivo poslovne zgrade: Tržni centar Savica (tržnica s manjim poslovnim prostorima na četiri etaže) i poslovna zgrada Atlas. U tu kategoriju ulaze još i osnovna škola, dječji vrtići, teniska i nogometna igrališta. Stambene zgrade s poslovnim prostorom u prizemlju obično imaju poslovne prostore u čitavom prizemlju, a neke čak obuhvaćaju i razinu iznad prizemlja. U stambenim zgradama bez poslovnog prostora može se naći poneki poslovni prostor koji je naknadno izgrađen umjesto skladišta za stanare, smetlišta, garaže, dijela stubišta i slično ili je nadograđen uz samu zgradu. Posebnost Savice su platoi izgrađeni tijekom 1980-ih godina. Platoi su izdignuti nekoliko metara od tla i imaju samo pješački promet. Dva platoa su smještena između dviju zgrada, dok je treći nadovezan na jednu zgradu. Stambene zgrade na platoima imaju poslovne prostore s ulazima iz platoa. Na platoima je, nakon Tržnog centra Savica i poslovne zgrade Atlas, najveća koncentracija poslovnih prostora na Savici.

PROSTORNI RASPORED POSLOVNIH PROSTORA PO DIJELOVIMA NASELJA

Glavni pojas poslovnih djelatnosti proteže se uz Grušku i Lastovsku te od Tržnog centra Savica prema jugu na prvi i drugi plato kao slovo „T“ (Sl. 2). Osobito se ističe prostor u Tržnom centru Savica na Lastovskoj i oko njega. Sam Tržni centar Savica ima preko 40 posto svih poslovnih prostora na Savici. On prednjači po otvorenim, ali i po napuštenim poslovnim prostorima. Usporedimo li stanje iz 2009. i 2015. možemo zaključiti kako je najveći rast poslovnih prostora na Savici ostvaren na istoku u Lastovskoj (područje G), kao posljedica izgradnje (nakon 2009.) novih stambenih zgrada s poslovnim prostorima u prizemlju. Najveći udjel zatvorenih poslovnih prostora u odnosu na otvorene je na području drugog platoa (područje D) gdje je zatvoreno 43 posto svih poslovnih prostora. Na Savici je zatvoreno skoro 32 posto svih poslovnih prostora.

PROSTORNI RASPORED TRGOVINA

Glavna koncentracija trgovina hranom i/ili pićem odnosno trgovine mješovitom robom je u Tržnom centru Savica i oko njega (Sl. 3). Tržni centar Savica, kao i ostale trgovine na Savici, usmjereni su na stalne potro-

ANALYSIS

Three building types can be differentiated in Zagreb's Savica neighbourhood in terms of the commercial activities taking place within: a) buildings with only commercial activities, b) residential buildings with commercial space on the ground floor and c) residential-only buildings without commercial space. There are only two exclusively commercial buildings in Savica: the Savica Market (an open-air market with a four-storey section of small commercial units) and the Atlas commercial building. This category also includes an elementary school, kindergarten, a tennis court complex and a football pitch. The residential buildings with commercial units on the ground floor usually have commercial space occupying the entire ground floor, while some even cover the level above the ground floor. In the residential-only buildings, there is sporadic commercial space that was subsequently built in place of a storeroom used by owners of apartments, a garbage room, garages, sections of stairwells and the like, or annexed to the building itself. Particular to Savica are the plateaus built in the 1980s. These plateaus are raised several metres above the ground and provide only pedestrian access. Two plateaus are situated between two buildings, while the third is attached to one building. Facing the plateaus the residential buildings have commercial units with entrances opening onto the plateaus. The plateaus, after the Savica Market and the Atlas commercial building, constitute the greatest concentration of commercial space in Savica.

SPATIAL DISTRIBUTION OF COMMERCIAL SPACE BY SETTLEMENT SECTION

The chief zone of commercial activity stretches along Gruška St. and Lastovska St. and from the Savica Market southwards to the first and second plateau forming a letter "T" (Fig. 2). Especially prominent is the space in and around the Savica Market on Lastovska St. The Savica Market itself has over 40 percent of all commercial space in Savica. It leads both in the number of open and in the number of abandoned commercial units. If we compare the situations in 2009 and 2015, we can conclude that the greatest growth in commercial space in Savica took place in the eastern section in Lastovska St. (area G) as the result of the construction (following 2009) of new residential buildings with commercial units on the ground floor. The greatest share of closed commercial units in relation to open units is in the area of the second plateau (area D) where 43 percent of all commercial units are closed. Just under 32 percent of all commercial units in Savica are unoccupied.

SPATIAL DISTRIBUTION OF RETAIL STORES

The chief concentration of retail stores offering foodstuffs and/or beverages and grocery stores is in and around the Savica Market (Fig. 3). The Savica Market, like other retail stores in Savica, is oriented towards regular customers that



Sl. 2. Otvoreni poslovni prostori na Savici po dijelovima naselja, 2009. i 2015.

Fig. 2. Open commercial units in Savica by settlement section, 2009 and 2015

šače, one koji stanuju ili rade na području Savice ili susjednih četvrti. Skupina potrošača u prolazu pripadaju manjem dijelu, jer Savica nema značaj prolaznosti. Primarno tržišno područje trgovina, kao i usluga, je sama Savica, dok su sekundarna susjedna naselja Kruga, Folnegovićevo naselje i Staro Trnje. Navedena naselja nemaju tržnicu i imaju slabiju ponudu trgovina. Osobito se ističe koncentracija specijaliziranih trgovina poput mesnica, ribarnica, pekara i vinarija. Poslovni prostori

reside or work in Savica or neighbouring city districts. The group of transit consumers is small due to the fact that Savica is not characterised by through traffic. The primary market area of retail stores, and of services, is Savica itself, while the neighbouring Kruga, Folnegovićevo Naselje and Staro Trnje settlements constitute secondary markets. These settlements do not have markets of their own and have a more limited offer of retail stores. Especially prominent is the concentration of specialised retail stores like butcher's shops, fishmongers,

na Tržnom centru Savica mali su veličinom, tako da se najprostranije, ujedno i najposjećenije trgovine mješovitom robom nalaze izvan Tržnog centra Savica. Lidl se nalazi u novoj zgradi na istoku Savice, a Billa na sjeverozapadu u Gruškoj ulici. Savica ima tri trgovine Konzuma: na ulazu sa Slavonske avenije uz ulice Kruge i Lastovsku te na prvom i trećem platou. Više nema manjih, kvartovskih trgovina mješovitom robom koje nisu dio trgovačkog lanca. Tri manje kvartovske trgovine na Savici dio su trgovačkog lanca Panda i Dandy. Naime, deset najvećih trgovaca mješovitom robom imalo je 2012. g. skoro 80 posto hrvatskog tržišta, s tendencijom rasta (Agencija za zaštitu tržišnog natjecanja, 2012). Od deset najvećih hrvatskih trgovačkih lanaca mješovitom robom, četiri se nalaze na Savici: Konzum, Lidl, Mercator i Billa. Oko 70 posto prihoda dobiva se u prostorno velikim trgovinama, odnosno u supermarketima i hipermarketima, s daljnjom tendencijom rasta (Agencija za zaštitu tržišnog natjecanja, 2012). Na Savici nema supermarketa i hipermarketa, ali Lidl, Billa i Konzum posljednjih su godina otvorili svoje trgovine na Savici tražeći isključivo veće poslovne prostore (oko 1000 m²).

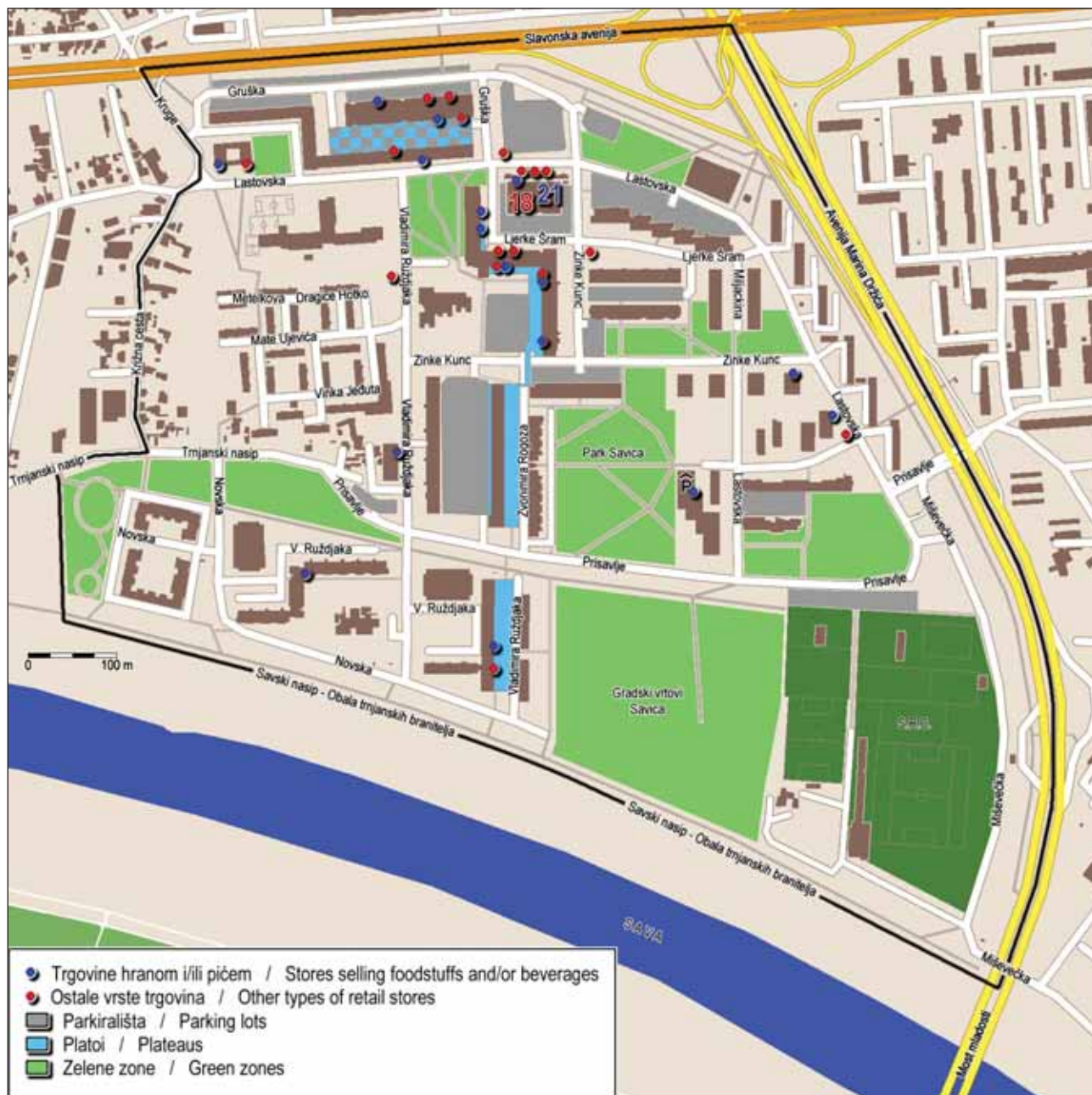
Pojednostavljeno je mišljenje kako je za izbor trgovine najvažnija lokacija. Neka istraživanja govore kako kod izbora trgovine od strane potrošača na prvo mjesto dolazi cijena, pa ponuda te lokacija i usluga. Važnost lokacije najvažnija je kod trgovina mješovitom robom, dok je kod drugih vrsta trgovina manjeg značenja. Jedan od važnih faktora za trgovinsku lokaciju je mogućnost parkiranja. To nije važno samo kod velikih trgovačkih centara, već i kod centara susjedstva. Tržni centar Savica, koji ima najveću koncentraciju i ostalih trgovina na Savici, je okružen parkiralištima. Dobre mogućnosti parkiranja imaju i dvije druge glavne trgovine na Savici: Lidl u Lastovskoj na jugoistoku te Billa u Gruškoj na sjeverozapadu naselja. Platou nemaju dobru povezanost s parkiralištima, tako da su manji Konzumi na prvom i trećem platou usmjereni na pješake.

Mnoga središta američkih gradova prestaju tijekom trgovačke suburbanizacije biti tradicionalne trgovačke četvrti, već počinje prednjačiti uredska, kulturna i zabavna sastavnica (Pacione, 2009). Trgovački centri promijenili su kupovne navike kupaca te način korištenja njihova slobodnog vremena (Mrvica Mađarac i Stojanović, 2010). Trgovački centri danas nisu samo mjesta namijenjena kupovini, već su postali javna okupljališta, pravi „gradovi u gradovima“ (Mrvica Mađarac i Stojanović, 2010). U Tržnom centru Savica funkcija zabave i provoda manje je nazočna u usporedbi s trgovačkim centrima, iako je i ovdje uočena funkcija zabave i druženja lokalnog stanovništva.

bakeries and wine shops. The commercial units at the Savica Market are small, such that the largest and also the most frequented grocery stores are situated outside the Savica Market. The Lidl store is situated in a new building in the eastern section of Savica, while the Billa store is located in the northwestern section on Gruška St. Savica has three outlets of the Konzum grocery chain: at the entrance from Slavonska Avenue running along Kruge St. and Lastovska St. and on the first and third plateaus. There are no longer any small local neighbourhood grocery stores that are not part of a retail chain. Three small local neighbourhood retail stores in Savica are part of the Panda and Dandy retail chains. The ten largest grocery retailers, namely, covered just under 80 percent of the Croatian market in 2012 with an upward tendency (Croatian Competition Agency, 2012). Four of the ten largest Croatian grocery retail chains have a presence in Savica: Konzum, Lidl, Mercator and Billa. Approximately 70 percent of revenue is seen in large stores, i.e. supermarkets and hypermarkets, with a continuing upward trajectory (Croatian Competition Agency, 2012). There are no supermarkets or hypermarkets in Savica, but the outlets opened in Savica over the past few years by Lidl, Billa and Konzum have been exclusively in large commercial units (approx. 1000 m²).

The idea that location is the key factor in situating a retail store is overly simplified. Some studies show that consumer preferences in choosing where to shop is motivated firstly by price, followed by the offer and then by location and the quality of service. Location is most important for grocery stores, and of less significance for other types of retail stores. One of the key factors for the location of a retail store is accessibility to parking. This is important for large retail centres, but also for neighbourhood centres. The Savica Market, which also has the largest concentration of other retail stores in Savica, is surrounded by parking lots. There is also good parking availability for the two other main retail stores in Savica: Lidl on Lastovska St. to the southeast and Billa on Gruška St. in the northwest part of the settlement. The plateaus do not have good connectivity with parking areas, such that the smaller Konzum outlets on the first and third plateaus are oriented towards pedestrians.

Many of the cores of American cities cease to act as traditional retail districts during retail suburbanisation and begin rather to be dominated by office, culture and entertainment components (Pacione, 2009). Retail centres have altered the shopping habits of consumers and how they spend their leisure time (Mrvica Mađarac & Stojanović, 2010). Today retail centres are not only places oriented towards shopping, but have rather become public gathering places, true "cities within cities" (Mrvica Mađarac & Stojanović, 2010). The entertainment and leisure functions are less present at the Savica Market in comparison with retail centres, although the entertainment and socialising function among local residents has been observed here.



Sl. 3. Prostorni raspored trgovina na Savici 2015.

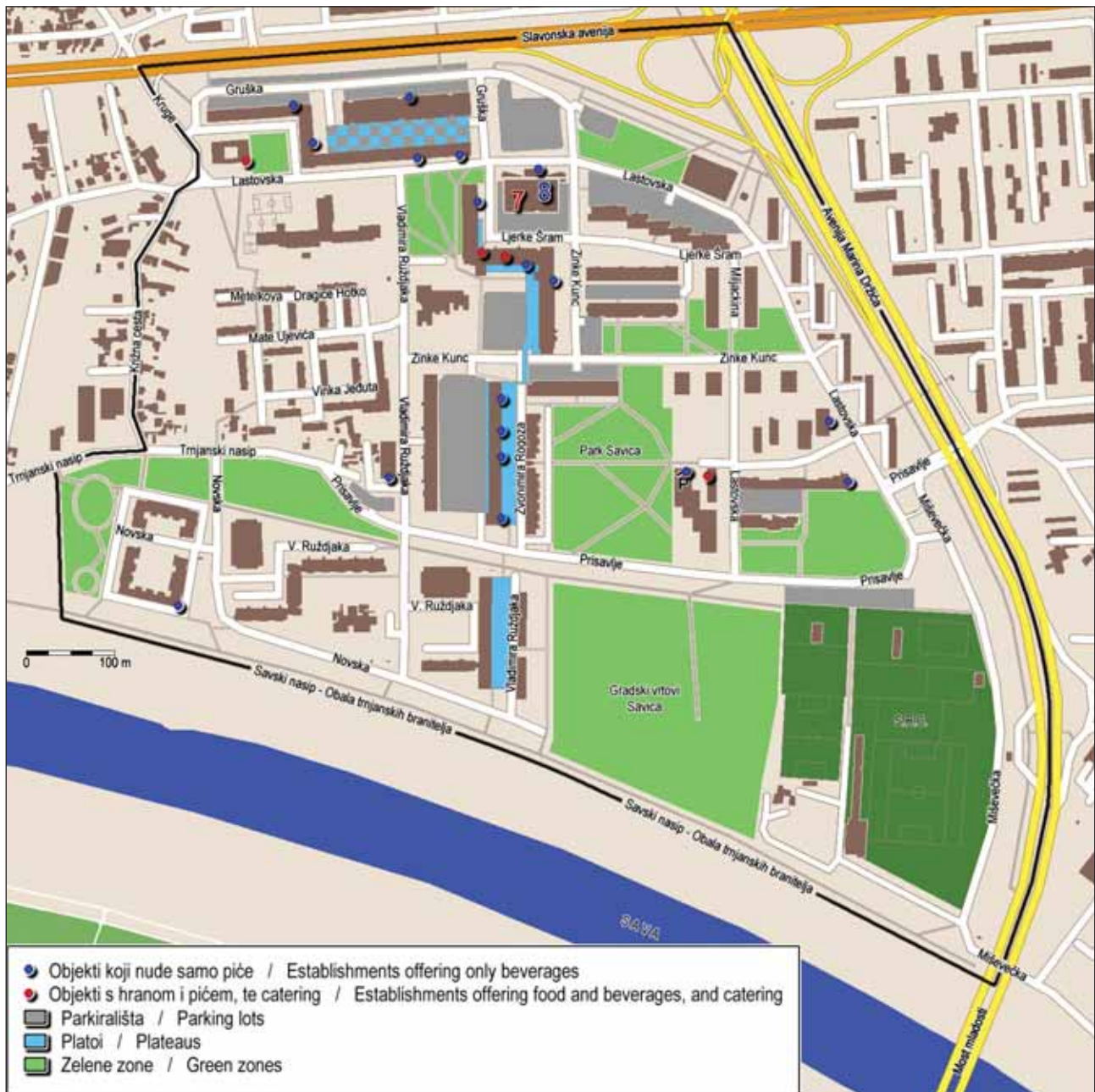
Fig. 3. The spatial distribution of retail stores in Savica in 2015

PROSTORNI RASPORED UGOSTITELJSKIH OBJEKATA

Prostorni raspored ugostiteljskih objekata sličan je prostornom rasporedu trgovina s izraženom koncentracijom u Tržnom centru Savica i samom okruženju (Sl. 4). Na drugom platou nema nijedne trgovine, ali postoje četiri *kafića*. Ugostiteljski objekti na Tržnom centru Savica manje su površine, kao i trgovine. Najprostraniji ugostiteljski

SPATIAL DISTRIBUTION OF CATERING AND HOSPITALITY ESTABLISHMENTS

The spatial distribution of catering and hospitality establishments is similar to the spatial distribution of retail stores, with a marked concentration at the Savica Market and its immediate vicinity (Fig. 4). There are no retail stores on the second plateau, though there are four cafés. The catering and hospitality establishments at the Savica

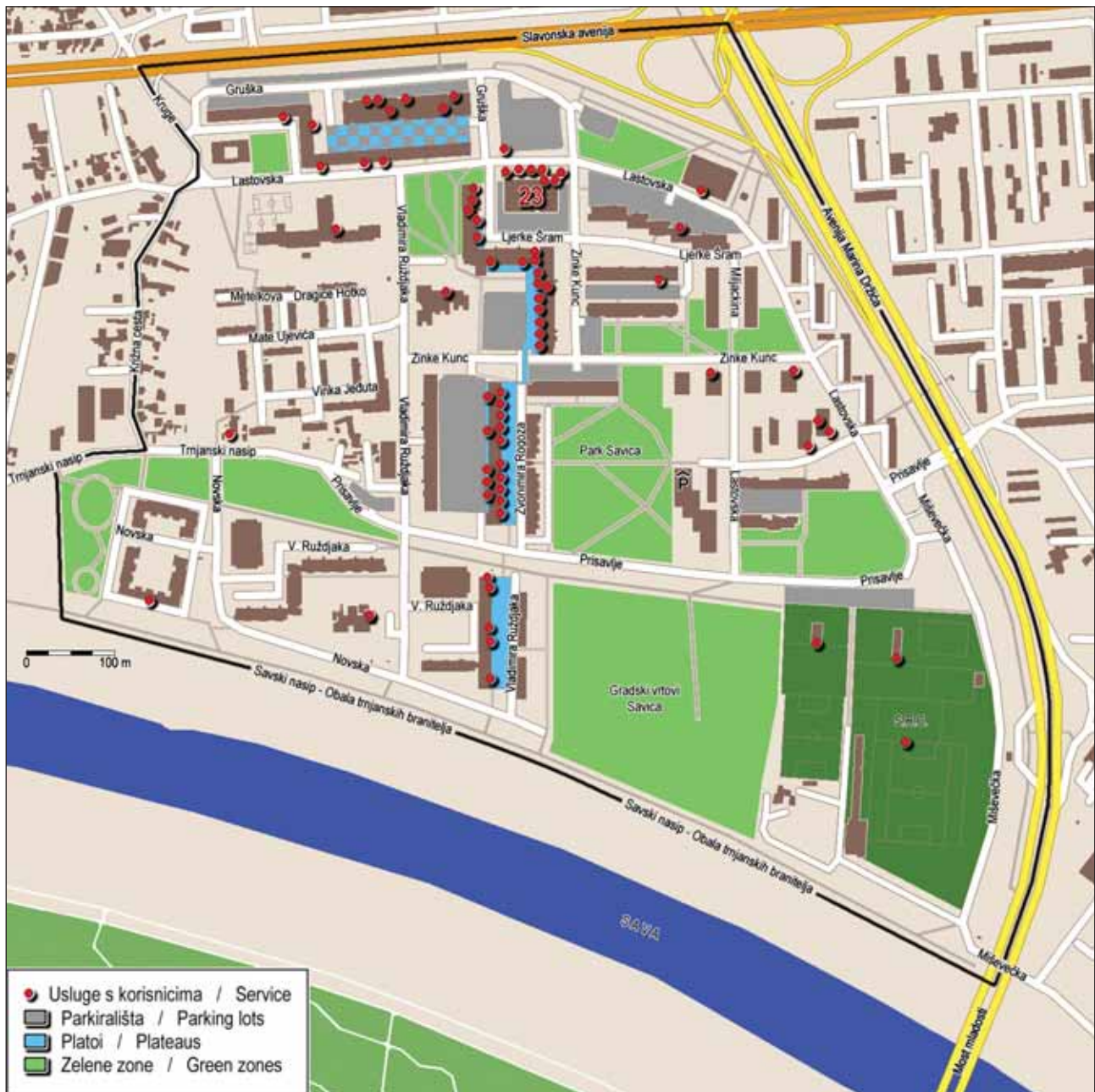


Sl. 4. Prostorni raspored ugostiteljskih objekata na Savici 2015.

Fig. 4. The spatial distribution of catering and hospitality establishments in Savica in 2015

objekti (trenutno sa zamjetnim prometom) nalaze se dalje od Tržnog centra Savica: Vivas bar u novoj zgradi u Ruždjakovoj ulici, Leggiero bar u novoj zgradi u Lastovskoj te restoran Batak u Lastovskoj. Ta tri ugostiteljska lanca, kada su nedavno tražili lokacije na Savici, birali su prostranije prostore, slično kao i veliki trgovački lanci Billa, Lidl, DM i Konzum.

Market are small in terms of floor space, as in the case of the retail stores. The largest catering and hospitality establishments (currently with significant sales) are situated a distance away from the Savica Market: the Vivas bar in the new building on Ruždjaka St., the Leggiero bar in the new building on Lastovska St. and the Batak restaurant on Lastovska St. These three catering and hospitality chains, when recently seeking locations in Savica, opted for larger units, as did the large retail chains Billa, Lidl, DM and Konzum.



Sl. 5. Prostorni raspored usluga s korisnicima na Savici 2015.

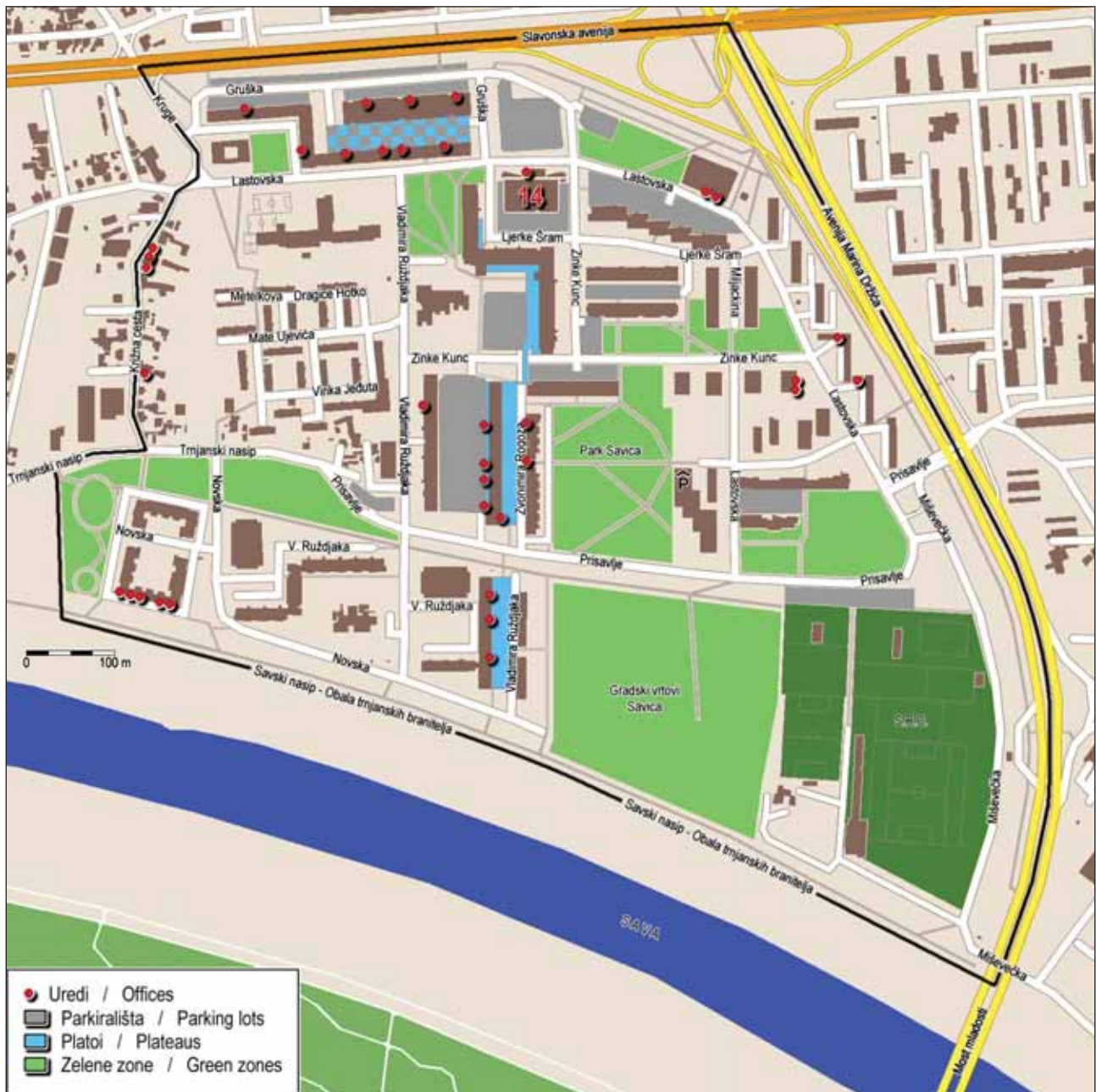
Fig. 5. The spatial distribution of service establishments in Savica in 2015

PROSTORNI RASPORED USLUGA S KORISNICIMA

Prostorni raspored usluga s korisnicima ponešto se razlikuje od prostornih rasporeda trgovina i ugostiteljskih objekata. I dalje je glavna koncentracija usluga s korisnicima nazočna u Tržnom centru Savica, ali značajna koncentracija, poput salona za uljepšavanje tijela (frizerski i kozmetičarski saloni) nalaze se na prvom i drugom platau (Sl. 5). Poslovni prostori na platoima i u Tržnom centru Savica su manje površine koje odgovaraju većini usluga s korisnicima.

SPATIAL DISTRIBUTION OF SERVICES ESTABLISHMENTS

The spatial distribution of services establishments differs somewhat from the spatial distribution of retail stores and catering and hospitality establishments. The chief concentration of services establishments is also found at the Savica Market, but there is also a significant concentration of beauty parlours (hairdresser and cosmetician salons) on the first and second plateaus (Fig. 5). The commercial units on the plateaus and the Savica Market have smaller floor plans, suitable to the majority of services establishments.



Sl. 6. Prostorni raspored ureda na Savici 2015.

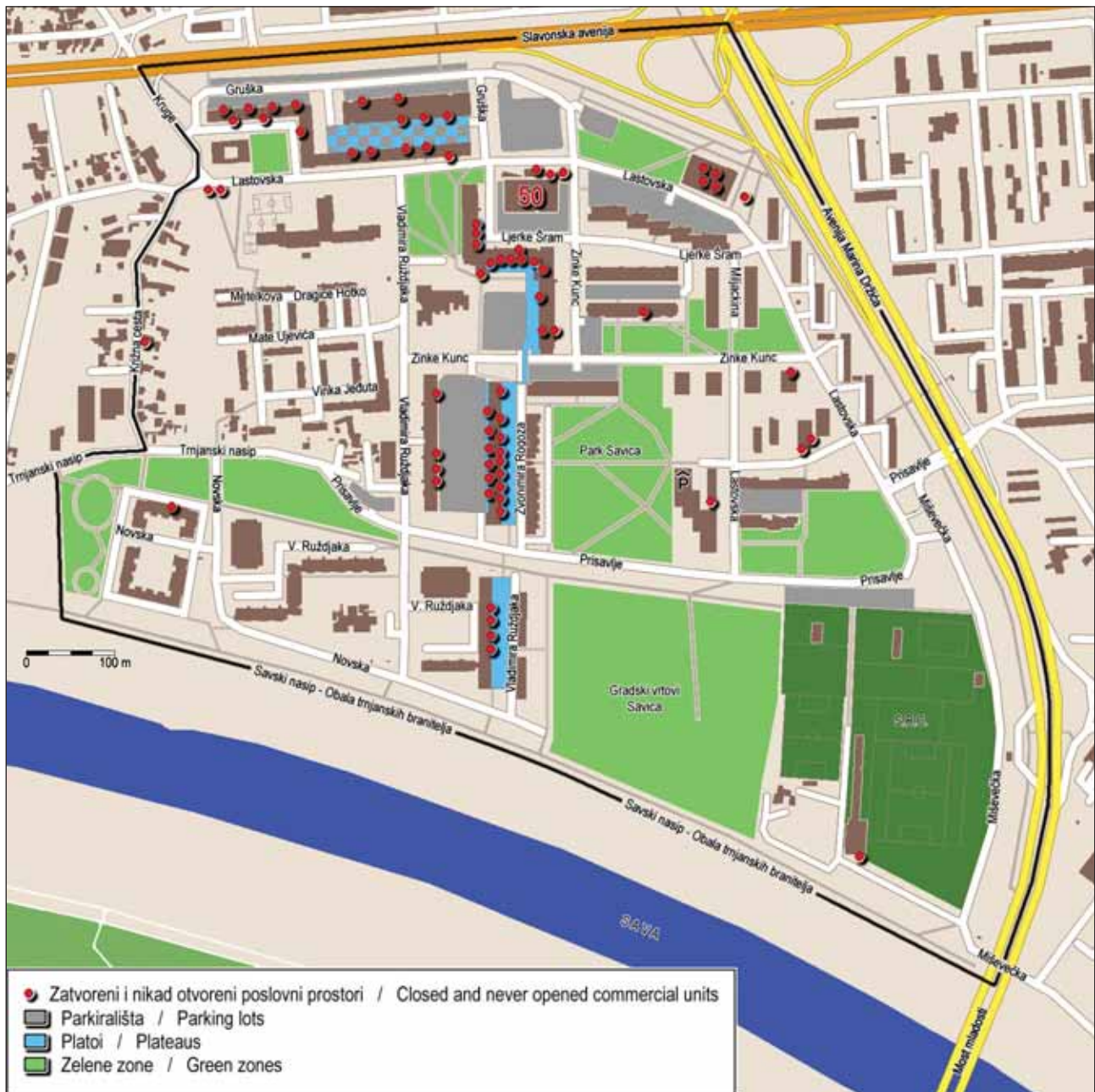
Fig. 6. The spatial distribution of offices in Savica in 2015

PROSTORNI RASPORED UREDA

Prostorni raspored ureda na Savici ukazuje na koncentraciju u Tržnom centru Savica, ali ne toliko izrazito kao u slučaju trgovina i ugostiteljskih objekata (Sl. 6). Određena manja koncentracija ureda je na drugom platou i području ulica Gruška-Lastovska. Na samom rubu naselja (Novska ulica) nalazi se pet ureda u prizemlju zgrade s pročeljem na jug prema rijeci Savi. Ovi uredi

SPATIAL DISTRIBUTION OF OFFICES

The spatial distribution of offices in Savica indicates a concentration at the Savica Market, but not as marked as in the case of retail stores and catering and hospitality establishments (Fig. 6). There is a smaller concentration of offices on the second plateau and in the area of Gruška St. and Lastovska St. There are five offices on the ground floor of a building at the very periphery of the settlements (Novska St.) with a



Sl. 7. Prostorni raspored zatvorenih i nikad otvorenih poslovnih prostora 2015

Fig. 7. The spatial distribution of closed and never opened commercial units in 2015

nalaze se u tišini ruba naselja u zelenilu i imaju dovoljno parkirališnih mjesta.

PROSTORNI RASPORED ZATVORENIH I NIKAD OTVORENIH POSLOVNIH PROSTORA

Najviše zatvorenih poslovnih prostora ima u Tržnom centru Savica, na prvom i drugom platoi te u me-

façade facing south towards the Sava River. These offices are situated in the quiet of the periphery of the settlement in greenery and with a sufficient number of parking spaces.

SPATIAL DISTRIBUTION OF UNOCCUPIED UNITS

The greatest number of unoccupied commercial units is found at the Savica Market, on the first and second plateaus

đuprostoru i prolazima između Gruške i Lastovske (Sl. 7). Općenito, najviše zatvorenih poslovnih prostora je u području najveće koncentracije poslovnih prostora. U područjima s većim brojem poslovnih prostora, češće se zatvaraju poslovni prostori manje privlačne mikrolokacije. Tako su se na prvom platou zatvorili poslovni prostori u skrivenim prolazima i neprimjetnim uglovima. Veća učestalost zatvorenih poslovnih prostora u Tržnom centru Savica je u sporednim i zabačenim prolazima te na katovima. U središnjem dijelu Tržnog centra, oko tržnice, malen je udjel zatvorenih poslovnih prostora. Nikad otvoreni poslovni prostori nalaze se u novim zgradama na istoku Savice koji su na manje privlačnim mikrolokacijama u odnosu na otvorene poslovne prostore u istim zgradama.

POSLOVNE ZONE NA SAVICI

Središnja poslovna zona Savice je Tržni centar Savica s neposrednim okruženjem (Sl. 8). Ovdje je najveća koncentracija poslovnih prostora i potrošača. Glavni privlačni činitelj su tržnica i brojni manji poslovni prostori svih vrsta (trgovina, usluge, ugostiteljstvo, uredi). Središnja poslovna zona okružena je parkiralištima.

Poslovna zona drugog razreda privlačnosti je Gruška, u dijelu triju nebodera. Glavni privlačni faktor za potrošače su trgovine Billa, te DM pa pošta i ljekarna. Ispred poslovne zone nalazi se lako dostupno parkiralište. **Poslovne zone trećeg razreda privlačnosti** su (1) prvi plato; (2) trgovina Lidl na istoku Savice; (3) trgovina Konzum na križanju Kruga i Lastovske na sjeverozapadu istraživanog područja. Privlačni faktori na (1) prvom platou su trgovine Konzum i Offertissima, te Zagrebačka banka, papirnica i ostale trgovine i uredi. Nedostatak prvog platoa je ovisnost o pješačkom prometu jer prvo parkiralište udaljeno je više od minute hoda. (2) Trgovina Lidl ima svoje parkiralište u podrumu zgrade. Mogućnost parkiranja je i u okolnim ulicama. Privlačni faktor je osim trgovine Lidl i Leggiero bar. Privlačni faktor na (3) križanju Kruga i Lastovske je trgovina Konzum te potom BIPA i restoran Batak. Privlačnost mu je i ulaz u naselje Savica te otvorenost prema naselju Staro Trnje koje nema trgovine. Nedostatak je pomanjkanje parkirališnog prostora.

Poslovni prostori u Gruškoj (osobito ispod tri nebodera) te obližnje trgovine na križanju Kruga i Lastovske bili su glavno poslovno središte tijekom 1970-ih i početkom 1980-ih godina, sve do izgradnje triju platoa sjever-jug sredinom 1980-ih godina (Sl. 9). Tri pješačka platoa sjever-jug trebali su postati novo poslovno središte Savice od sredine 1980-ih, zamjenjujući starije poslovno središte u Gruškoj. Nekoliko godina platoi su i bili glavno poslovno središte Savice. Godine 1993. izgrađen je Tržni centar Savica s dvije etaže natkrivene tržnice okružene brojnim trgovinama, uslugama, ugosti-

and in the area between and in passages between Gruška St. and Lastovska St. (Fig. 7). In general, the greatest number of unoccupied units are found in the area of the greatest concentration of commercial units. In areas with a greater number of commercial units, we see the more frequent closing of commercial units with a less attractive micro-location. On the first plateau, for example, commercial units in hard to find passages and on not easily noticeable corners have closed. There is a greater frequency of closed commercial units at the Savica Market in side and remote passages and on the upper storeys. At the core of the Savica Market, around the open-air market itself, there is a smaller share of closed commercial units. The never opened commercial units are situated in new buildings in the eastern section of Savica at microlocations that are less attractive than open commercial units in the same buildings.

COMMERCIAL ZONES IN SAVICA

The **central commercial zone** in Savica is the Savica Market and its immediate surroundings (Fig. 8). This is the greatest concentration of commercial space and consumers. The market and numerous smaller commercial units of all types (retail stores, services, catering and hospitality, offices) are the chief attractive factors. The central commercial zone is surrounded by parking lots.

The **commercial zone of second grade attractiveness** is along Gruška St., on the section with three high-rise buildings. The chief attraction factor for consumers are the Billa and DM stores, the postal office and a pharmacy. There is an easily accessible parking lot facing this commercial zone. The **commercial zones of third grade attractiveness** are the (1) first plateau, (2) the Lidl store in the eastern section of Savica and (3) the Konzum store at the intersection of Kruga St. and Lastovska St. in the northwestern section of the study area. The attraction factors at the (1) first plateau are the Konzum and Offertissima stores and the Zagrebačka bank branch office, the stationery store and other retail stores and offices. The drawback of the first plateau is its dependency on pedestrian traffic given that the nearest parking lot is over a minute away on foot. (2) The Lidl store has its own underground parking in the building. There are also parking spaces along the nearby streets. Besides the Lidl store, the Leggiero bar also has an attraction factor. The attraction factor at (3) the intersection of Kruga St. and Lastovska St. is the Konzum store, the BIPA store and the Batak restaurant. Its attractiveness also arises from the entrance to the Savica settlement and its accessibility from the Staro Trnje settlement, which has no stores. Its drawback is a lack of sufficient parking space.

The commercial units in Gruška St. (in particular below the three high-rise buildings) and the nearby retail stores at the intersection of Kruga St. and Lastovska St. constituted the chief commercial hub in the 1970s and early 1980s, right up to the construction of the three north-south plateaus in the mid 1980s (Fig. 9). The three north-south pedestrian plateaus were intended to be the new commercial hub of Savica from

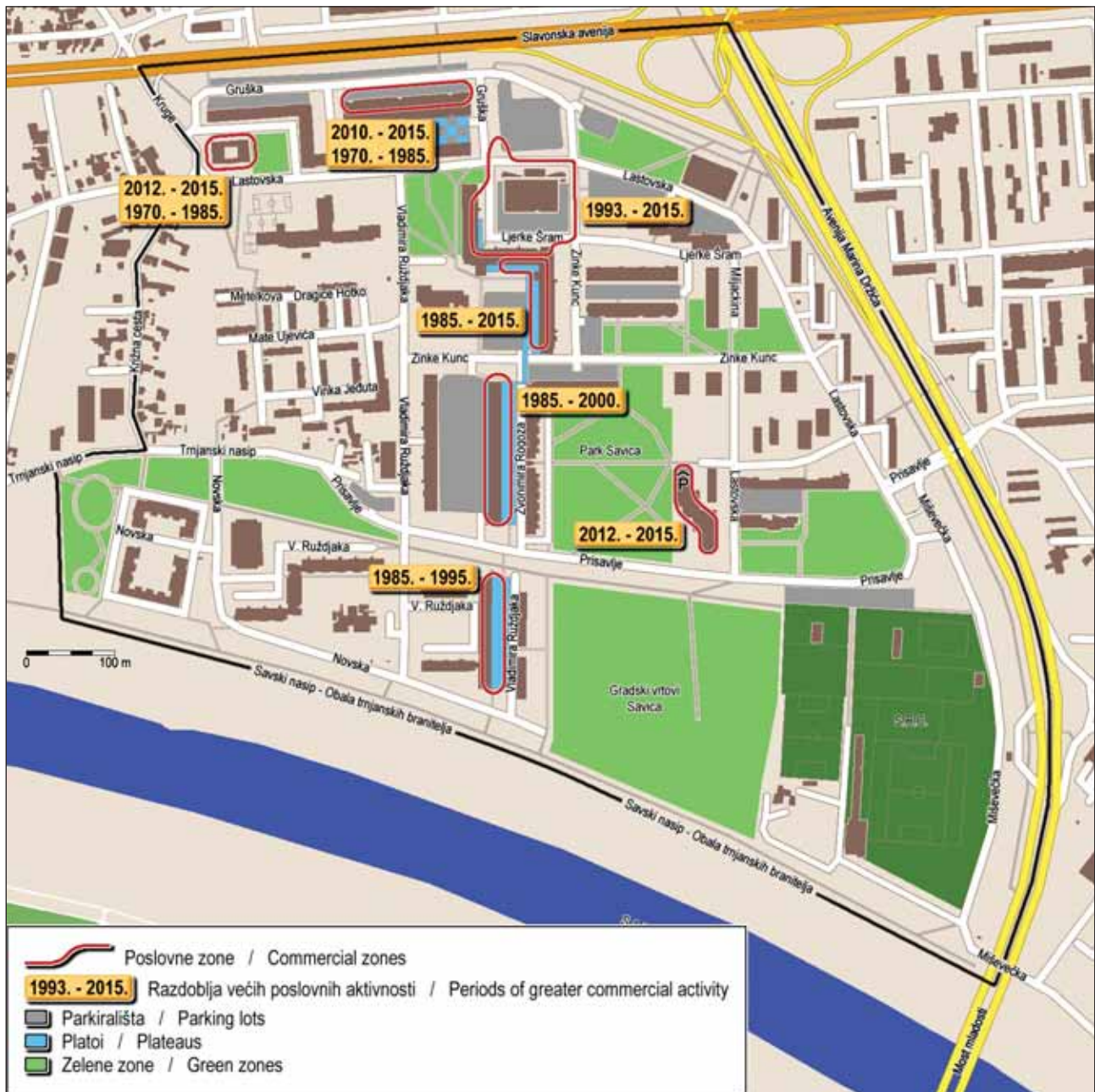


Sl. 8. Poslovne zone na Savici

Fig. 8. The commercial zones in Savica

teljstvom i uredima na četiri etaže (podrum, prizemlje i dva kata). Odmah po izgradnji Tržni centar Savica ili kraće tržnica preuzima primat kao novo poslovno središte Savice. Tržni centar Savica izgrađen je na srednjem dijelu Lastovske, kao glavne sabirne i spojne ulice naselja Savice. S izgradnjom Tržnog centra Savice započinje slabljenje udaljenijih trećeg i drugog platoa kao poslovnih središta. Značajan dio poslovnih prostora na drugom i trećem platou se zatvara, a preostali ne ostvaruju zna-

the mid 1980s, replacing the older commercial hub on Gruška St. For several years, the plateaus did indeed play the role of the chief commercial hub of Savica. The Savica Market was erected in 1993 with a two-storey covered market surrounded by numerous stores, services, catering and hospitality establishments and offices on four levels (basement, ground floor and two storeys). Immediately upon its construction the Savica Market Centre, i.e. the market, assumed pre-eminence as the new commercial hub of Savica. The Savica Market



Sl. 9. Razvojne etape koncentracije poslovnih djelatnosti u naselju Savica

Fig. 9. The development phases of the concentration of commercial activities in the Savica settlement

čajan promet. Posljednjih godina nekoliko snažnih lanaca ulazi na Savicu, poput Bille, DM, Lidla, te novog, trećeg Konzuma (križanje Kruga i Lastovske). Oni postaju snažan privlačni faktor za brojne kupce sa Savice, ali i korisnike izvan Savice. Tržni centar Savica ostaje i dalje naj snažnije poslovno središte, ali intenzitet poslovnih aktivnosti ponovno jača u Gruškoj (samo za dio ispod tri nebodera) kao posljedica dolaska Bille i DM te uz postojeću poštu i ostali manji poslovni prostori postaju

was built mid-way along Lastovska St, as the chief collector and connecting street in the Savica settlement. The erosion of the third and second plateaus as commercial hubs began with the construction of the Savica Market. A significant number of commercial units on the second and third plateaus were closed, with the remainder not generating significant sales. Several robust retail chains have opened stores in Savica in recent years, including Billa, DM, Lidl and a new third Konzum store (at the intersection of Kruge St. and Lastovska St.). They

važni privlačni faktor (mamac) za brojne korisnike. Lidl je sličan privlačni faktor na istoku naselja. Drugi plato ima priličnu koncentraciju poslovnih prostora, ali malo korisnika. Tako jedan prostrani poslovni prostor Lidl privlači više korisnika nego svi omanji poslovni prostori na drugom platou. Drugi plato nema ni jedan snažniji trgovački ili uslužni brand. Možemo zaključiti da se poslovne aktivnosti na Savici veže uz glavnu sabirnu i spojnu cestu Lastovsku, osobito u središnjem dijelu gdje se nalazi Tržni centar Savica s obližnjim prvim platoom te dvije manje zone: na sjeverozapadu Gruška (izlaz prema Slavonskoj aveniji) i na istoku ogranak Lastovske (izlaz prema Držićevoj aveniji).

ZAKLJUČCI

Gledajući prostorni raspored poslovnih aktivnosti i ostalih urbanih elemenata možemo izvesti nekoliko zaključaka. Pri tome su osobito važne veze između pojedinih elemenata.

1) Poslovne zone na Savici imaju obilježja **centra susjedstva**.

2) Koncentracija poslovnih aktivnosti može se desiti jedino u područjima s **ozbiljnijom koncentracijom poslovnih prostora**. Podrazumijeva se da u dijelovima naselja gdje prednjače zgrade bez poslovnih prostora nije moguće očekivati snažniju poslovnu aktivnost. Koncentracija poslovnih aktivnosti može se očekivati u Gruškoj, na tri platoa te u Tržnom centru Savica i oko njega gdje postoji obilje poslovnog prostora. Iako logično, područja s obiljem poslovnih prostora ne moraju istovremeno biti i središta poslovnih aktivnosti. Ukoliko su poslovni prostori izgrađeni dalje od komunikacijskih silnica i udaljeni od parkirališta, tada će imati skroman promet ili biti napušteni što je ponajviše slučaj na drugom i trećem platou.

3) Poslovne zone na Savici smještene su uz **snažne i poznate trgovine**. Snažni trgovački lanci s prostranijim poslovnim prostorima poput Lidla, Bille, DM ili Konzuma postaju privlačni faktor za veći broj korisnika što i susjedni poslovni prostori mogu iskoristiti za sebe. Područja s dovoljno poslovnog prostora, poput drugog i trećeg platoa, ali gdje nema tako snažnih i poznatih mamaca korisnika, ostaju na rubu poslovnih aktivnosti.

4) Izvjesnu prednost čini **koncentracija raznovrsne ponude** na jednom malom području. To se osobito vidi na

have become a strong attraction factor for numerous consumers from Savica, but also for customers outside of Savica. The Savica Market remains the most robust commercial hub, but the intensity of commercial activity has rebounded on Gruška St. (only in the area below the three high-rise buildings) as a result of the arrival of Billa and DM that have, along with the existing postal office and other small commercial units, become an important attraction factor for numerous customers. Lidl acts as a similar attraction factor in the eastern section of the settlement. The second plateau has a significant concentration of commercial units, but few customers. Thus one spacious Lidl commercial unit attracts more customers than all of the smaller commercial units on the second plateau. The second plateau lacks a single of the stronger retail or service brands. We can conclude that commercial activity in Savica is largely linked to the chief collector and connecting Lastovska St., especially midway along the street where the Savica Market is located with the nearby first plateau and two smaller zones running along Lastovska St. to the northwest, Gruška St. (the exit to Slavonska Avenue) and the Lastovska St. branch to the east (the exit to Držićeva Avenue).

CONCLUSIONS

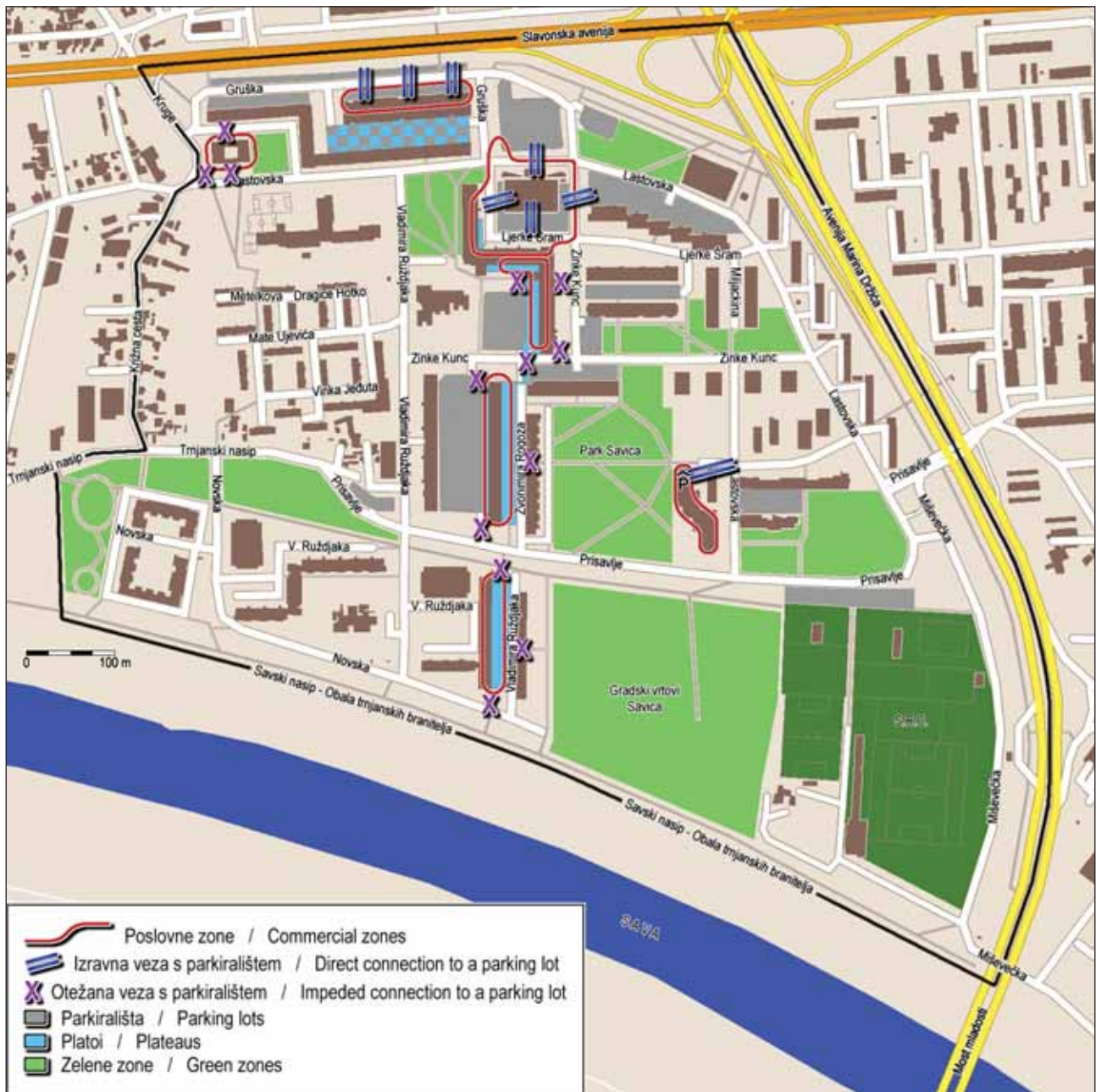
In observing the spatial distribution of commercial activities and other urban elements, several conclusions can be drawn. The links between individual elements are of particular importance in this regard.

1) The commercial zones in Savica have the characteristics of **neighbourhood centres**.

2) A concentration of commercial activities can only take place in areas with a **significant concentration of commercial units**. It is understood that strong commercial activity is not to be expected in parts of the settlement dominated by buildings without commercial units. A concentration of commercial activity can be expected along Gruška St., on the three plateaus and in and around the Savica Market where there is an abundance of commercial space. Although it might be logical to expect, areas with an abundance of commercial units do not also have to be centres of commercial activity. If commercial units are built further from communication flows and further from parking space, they will generate only modest sales or be abandoned, which is the case above all with the second and third plateaus.

3) The commercial zones in Savica are situated alongside **robust and well-known retail stores**. Robust retail chains with spacious outlets, like Lidl, Billa, DM or Konzum act as an attraction factor for a large number of customers and neighbouring commercial units can turn this to their advantage. Areas with sufficient commercial space, like the second and third plateau, but lacking robust and well-known customer magnets, remain at the periphery of commercial activities.

4) There is a certain advantage to the **concentration of diverse offers** in one small area. This is particularly evident



Sl. 10. Veza poslovnih prostora i parkirališta na Savici

Fig. 10. The connection between commercial space and parking lots in Savica

primjeru u Tržnom centru Savica i oko njega. Tržnica voća, povrća i mliječnih proizvoda s mesnicama i ribarnicama je glavni privlačni faktor Tržnog centra Savica.

5) Prednost za poslovne aktivnosti je **položaj uz Lastovsku ulicu ili tik do nje kao glavne prometne osi** naselja.

6) Veoma važan razlog za poslovno središte je blizina parkirališta te veza između parkirališta i poslovnih prostora (Sl. 10). Pretpostavka urbanista iz 1980-ih go-

in and around the Savica Market. The market of fruits, vegetables, dairy products with butcher's shops and fishmongers are the chief attraction factors of the Savica Market.

5) An advantage for commercial activities is a **position alongside or immediately adjacent to Lastovska St. as the chief traffic axis** of the settlement.

6) A very important reason for the presence of a commercial hub is the connection between parking space and commercial space (Fig. 10). The premise of urban planners in the 1980s that

dina da se u pješačkoj zoni na platoima može izgraditi niz poslovnih prostora se u današnjem vremenu pokazala kao netočna. Poslovne aktivnosti ovise o potrošačima koji stanuju i/ili rade u naselju Savica, ali i u susjednim naseljima. Značajan broj korisnika dolazi u trgovine, ugostiteljske objekte i po razne usluge automobilom, uključujući i stanovnike Savice, a osobito kada je riječ o većoj kupovini. Mnogi stanovnici Savice koriste automobil za odlazak u kupovinu, premda je pješačka udaljenost svega 5-6 minuta. Sve postojeće koncentracije poslovnih djelatnosti na Savici nude mogućnost parkiranja automobila. Udaljenost od parkiranog automobila do poslovnih prostora je bliska i neometena. Primjerice, Lidl je za svoje kupce kupio obilje parkirališnih mjesta u podrumu zgrade gdje se nalazi trgovina, a Vivas bar također ima svoje privatno parkiralište za svoje goste. Važan problem triju platoa sjever-jug je udaljenost od parkirališta jer je potrebno više od jedne minute pješice od parkirališta do platoa. To je dosta nepraktično, osobito ako se kupi više robe. Shodno tome, brojni poslovni prostori na platou su zatvoreni, a postojeći imaju slab promet te nijedan ozbiljni trgovački brand nije došao na platoe u novije vrijeme.

7) Kao zbirni zaključak koji vrijedi za Savicu i slična gradska naselja, može se reći da su najbolje lokacije za poslovnu aktivnost, osobito trgovačku i ugostiteljsku, susjedstvo velikih trgovačkih lanaca i tržnica, uz dostupno parkiralište, te blizina glavne prometne osi.

a series of commercial units could be built in a pedestrian zone on a plateau has been demonstrated to be erroneous. Commercial activities depend on consumers that reside and/or work in the Savica settlement, and those from neighbouring settlements. A significant number of customers visit retail stores, catering and hospitality establishments and various services by car, including residents of Savica, especially when shopping for large quantities of merchandise. Many of the residents of Savica use their car to go shopping in spite of the distance on foot being covered in no more than 5 to 6 minutes. All existing concentrations of commercial activity in Savica offer the availability of car parking. The distance from a parked car to the commercial units is short and unimpeded. Lidl has, for example, purchased a large number of parking spaces in the underground level of the building for its customers, while the Vivas bar also has a dedicated parking lot for its clients. A key problem of the three north-south plateaus is the distance from parking lots, as it takes over one minute to cover the distance between the parking lots and the plateaus. This is quite impractical, especially when purchasing larger quantities of merchandise. As a result many of the commercial units on the plateau have closed, the existing units have low sales and not a single major retail brand has opened premises on the plateaus in recent times.

7) As a collective conclusion valid for Savica and similar urban settlements, we can say that the best locations for commercial activity – retail and catering and hospitality in particular – are adjacent to large retail chains and markets, with access to parking lots and near the chief traffic axes.

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