

Chapter IV

THE OUTER METROPOLITAN ZONE AS THE AREA OF IMPACT OF SHOPPING MALLS IN SILESIA VOIVODESHIP

1. Location and impact areas of shopping malls in the Silesian Voivodeship

According to public statistics, there are 96 hypermarkets³², 617 supermarkets³³, 7 department stores³⁴ and 28 trade stores³⁵ within the Silesian Voivodeship (as at the end of 2011). Most hypermarkets operate in Katowice (20), Rybnik (15), and Sosnowiec sub-regions (14), and they are least numerous in the sub-regions of Tychy (7), Częstochowa (8), and Gliwice (9). The majority of supermarkets are located in Rybnik (11), Katowice (103), and Bielsko-Biała sub-region, and they are least present in the sub-regions of Tychy (45), Częstochowa (46), and Bytom (58). Department stores can be found in Katowice (3) sub-region and there is also one department store in each of the following sub-regions: Częstochowa, Gliwice, Rybnik and Sosnowiec. Trade stores are most numerous in the sub-regions of Bielsko-Biała (6), Częstochowa and Katowice (4), and least numerous in Bytom (1) and Gliwice (2) sub-region.

From among cities with powiat rights, the most numerous hypermarkets are located in Katowice (9), Bielsko-Biała (8), and Bytom, Częstochowa, Rybnik and

³² *Hypermarket* is a store with sales area of at least 2500 m² that conducts sales mainly within a self-service system, offering a large range of groceries and other frequently purchased products, usually with a car park (source:) http://www.stat.gov.pl/gus/definicje_PLK_HTML.htm?id=POJ-3295.htm.

³³ *Supermarket* is a store with sales area from 400 m² to 2499 m² that conducts sales mainly within a self-service system, offering a large range of groceries and other frequently purchased products [source:] http://www.stat.gov.pl/gus/definicje_PLK_HTML.htm?id=POJ-3296.htm.

³⁴ *Department store* is a multi-department store with the total area of sale premises of 2000 m² and more, offering broad and versatile range of non-grocery goods, and often also groceries: it may also conduct a supplementary catering and service activities [source] http://www.stat.gov.pl/gus/definicje_PLK_HTML.htm?id=POJ-5887.htm.

³⁵ *Trade store* is a multi-department store (with at least two specialised departments) with the total area of sale premises from 600 m² to 1999 m², conducting sales of products within a similar range as in the case of department store [source:] http://www.stat.gov.pl/gus/definicje_PLK_HTML.htm?id=POJ-5886.htm.

Zabrze (6 in each of them). Supermarkets are most numerous in Katowice (40), Gliwice (35), and Bielsko-Biała (33). The most of trade stores are localised in Katowice, Częstochowa, and Tychy (three in each of them). In addition, also in Katowice, there are most, for as many as 3, department stores, which also (from among cities with powiat rights) were also located in Częstochowa and Zabrze (Tab. 9).

Hypermarkets were mostly located in such poviats as Będzin and Tarnowskie Góry (4 of them in each), and Cieszyn and Racibórz (2 in each). Supermarkets can be found in the following poviats: Wodzisław (28), Cieszyn (25), and Racibórz (21). Trade stores in 2011 were most numerous in the poviats of Bielsko-Biała and Żywiec (2 in each), and trade stores in Wodzisław and Będzin poviats.

Playing the role of a specific core of shopping malls, hypermarkets³⁶ are most often located in places which are very well accessible (also in terms of road transport)³⁷. This factor may be taken into account in determining the possible area of influence of a mall (given the additional assumption that accessibility translates into the rank of the shopping mall). In the examination of the range of influence of 33 shopping malls, located in 18 cities of the Silesian Voivodeship (Tab. 10), a road map was used in split into 14 categories (whereby category 1 means highways, Fig. 10 – coloured insert, p. 1), and the following assumptions were adopted as regards the speed of travel on them: (a) highway – 100 km, (b) expressway – 80 km, (c) dual carriageway – 60 km, (d) single carriageway – 50 km, (e) other – 30 km, (f) unmade road – 20 km, (g) other municipal road – 20 km. This map served as a basis for calculation of space resistance. On that basis, a fractal map of drive times to selected shopping malls was prepared (Fig. 11 – coloured insert, p. 1). The map of drive times was also used to generate a map of impact breakdown of individual shopping malls. The delimitation conducted is based on the assumptions relating to the time of drive from the place of residence to the shopping centre (Fig. 12 – coloured insert, p. 2).

From among the selected shopping malls, the most important one in the Silesian Voivodeship is CH Silesia City Center, a shopping mall located in Katowice and aspiring to become a centre of national importance (hypothetical impact area 12,369.81 km²). Of slightly lesser importance are sub-regional shopping malls located in:

- Bielsko-Biała: CH Sfera (hypothetical impact area of 3,888.91 km²),
- Częstochowa: Galeria Jurajska (hypothetical impact area of 3,888.91 km²),
- Rybnik: CH Rybnik Plaza (hypothetical impact area of 3,101.85 km²),

From among remaining 29 shopping malls (of which 9 are located in city suburbs and 20 in city centres) of supra-local significance, the most important centres are:

- CH Promenada (a mall located in the suburbs of Częstochowa, with hypothetical impact area of 2,114.30 km²),

³⁶ See classification of shopping centres presented on pp. 24-26.

³⁷ The importance of a convenient and fast connection with a shopping mall has been highlighted many a time (see *i.a.* pp. 24-25, 27-28, 35-36).

Table 9

Number of large-format commercial facilities
located in poviats of the Silesian Voivodeship – as at 12.2011

Poviats	Hypermarkets	Supermarkets	Department stores	Trade stores
Będzin	4	20	1	0
Bielsko-Biała	0	17	0	2
Bieruń and Łędziny	0	10	0	1
Cieszyn	2	25	0	1
Częstochowa	1	3	0	1
Gliwice	0	18	0	0
Kłobuck	0	6	0	0
Lubliniec	1	8	0	0
Bielsko-Biała (with city rights)	8	33	0	1
Bytom (with city rights)	6	22	0	1
Chorzów (with city rights)	4	12	0	0
Częstochowa (with city rights)	6	28	1	3
Dąbrowa Górnicza (with city rights)	4	15	0	0
Gliwice (with city rights)	3	35	0	1
Jastrzębie-Zdrój (with city rights)	3	16	0	1
Jaworzno (with city rights)	0	8	0	1
Katowice (with city rights)	9	40	3	3
Mysłowice (with city rights)	2	8	0	0
Piekary Śląskie (with city rights)	1	9	0	0
Ruda Śląska (with city rights)	2	21	0	1
Rybnik (with city rights)	6	27	0	1
Siemianowice Śląskie (with city rights)	2	13	0	0
Sosnowiec (with city rights)	5	29	0	2
Świętochłowice (with city rights)	1	9	0	0
Tychy (with city rights)	5	10	0	3
Zabrze (with city rights)	6	24	1	1
Żory (with city rights)	3	12	0	0
Mikołów	1	11	0	1
Myszków	1	9	0	0
Pszczyna	1	14	0	0
Racibórz	2	21	0	1
Rybnik	0	6	0	0
Tarnowskie Góry	4	19	0	0
Wodzisław	1	28	1	0
Zawiercie	1	16	0	0
Żywiec	1	15	0	2

Source: [Local Data Bank, www.stat.gov.pl].

Table 10

Shopping malls located in the Silesian Voivodeship – as at 12.2011

Name	General location	Detailed location	Street
CH Sarni Stok	Bielsko-Biała	centre	Sarni Stok
CH Sfera	Bielsko-Biała	centre	Mostowa
Gemini Park	Bielsko-Biała	centre	Leszczyńska
Agora	Bytom	centre	Tadeusza Kościuszki Square
CH M1 Bytom	Bytom	suburbs	Strzelców Bytomskich
CH Plejada	Bytom	suburbs	Jana Nowaka-Jeziorańskiego Av.
CH Aks	Chorzów	centre	Parkowa
M1	Czeladź	centre	Będzińska
CH Promenada	Częstochowa	suburbs	Kiedrzyńska
Galeria Jurajska	Częstochowa	centre	Wojska Polskiego Av.
M1	Częstochowa	suburbs	Stefana Kisielewskiego
CH Pogoria	Dąbrowa Górnicza	centre	Jana III Sobieskiego
CH Arena	Gliwice	centre	Jana Nowaka-Jeziorańskiego Av.
CH Forum	Gliwice	centre	Lipowa
Galeria Jastrzębie-Zdrój	Jastrzębie-Zdrój	centre	Warszawska
CH Dąbrówka	Katowice	centre	Walentego Roździeńskiego Av.
CH Silesia City Center	Katowice	centre	Chorzowska
CH Trzy Stawy	Katowice	centre	gen. Kazimierza Pułaskiego
Auchan	Katowice	centre	Nikodema i Józefa Renców Rt.
Auchan	Mikołów	suburbs	Gliwicka
Ruda Śląska Plaza	Ruda Śląska	centre	1 Maja
CH Rybnik Plaza	Rybnik	centre	Raciborska
Focus Mail	Rybnik	centre	Bolesława Chrobrego
CH Echo	Siemianowice Śląskie	centre	Władysława Jagiełły
CH Plejada	Sosnowiec	centre	Stanisława Staszica
Fashion Hause Outlet Centre	Sosnowiec	suburbs	Orląt Lwowskich
Sosnowiec Plaza	Sosnowiec	centre	Henryka Sienkiewicza
Auchan	Sosnowiec	suburbs	Zuzanny
CH Echo	Świętochłowice	centre	Chorzowska
City Point	Tychy	centre	Aleja Jana Pawła II
CH Platan	Zabrze	centre	Plac Teatralny
M1	Zabrze	suburbs	Ryszarda Szukbczacza
Auchan	Żory	suburbs	Francuska

Source: Own work based on GoogleMaps.

Table 11

Shopping malls located in the Silesian Voivodeship – as at 12.2011

Name	Commune	Impact	Hypothetical area of impact (in km ²)*
CH Sarni Stok	Bielsko-Biała	supra-local	826.89
CH Sfera	Bielsko-Biała	sub-regional	3,888.91
Gemini Park	Bielsko-Biała	supra-local	1,293.08
Agora	Bytom	supra-local	709.48
CH M1 Bytom	Bytom	supra-local	0.32
CH Plejada	Bytom	supra-local	90.23
CH Aks	Chorzów	supra-local	14.84
M1	Czeladź	supra-local	194.32
CH Promenada	Częstochowa	supra-local	2,114.30
Galeria Jurajska	Częstochowa	sub-regional	5,379.05
M1	Częstochowa	supra-local	1,401.74
CH Pogoria	Dąbrowa Górnicza	supra-local	1,473.05
CH Arena	Gliwice	supra-local	735.07
CH Forum	Gliwice	supra-local	266.50
Galeria Jastrzębie-Zdrój	Jastrzębie-Zdrój	supra-local	651.72
CH Dąbrówka	Katowice	supra-local	26.25
CH Silesia City Center	Katowice	regional	12,369.81
CH Trzy Stawy	Katowice	supra-local	76.60
Auchan	Katowice	supra-local	21.41
Auchan	Mikolów	supra-local	266.47
Ruda Śląska Plaza	Ruda Śląska	supra-local	95.73
CH Rybnik Plaza	Rybnik	sub-regional	3,101.85
Focus Mail	Rybnik	supra-local	224.75
CH Echo	Siemianowice Śląskie	supra-local	40.83
CH Plejada	Sosnowiec	supra-local	19.05
Fashion Hause Outlet Centre	Sosnowiec	supra-local	329.00
Sosnowiec Plaza	Sosnowiec	supra-local	21.01
Auchan	Sosnowiec	supra-local	0.19
CH Echo	Świętochłowice	supra-local	26.83
City Point	Tychy	supra-local	374.16
CH Platan	Zabrze	supra-local	78.19
M1	Zabrze	supra-local	14.29
Auchan	Żory	supra-local	0.21

* Hypothetical impact area was calculated on the basis of a raster map with resolution of 1000x1000 cells. The area of Silesian Voivodeship totals 12,369.81 km² on that map (the official area of the voivodeship is 12,333.09 km²). The difference stems from the resolution of the raster map.

Source: Own calculation.