

The territorial planning of the large-scale retail trade

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The transition from the l. 426/71 – which considerably influenced the development-non-development of the large-scale retail trade – to the d.l. 114/98 (Bersani Reform) determined the abandonment of the old system of quantitative planning of the sales organisations, and introduced new forms of integration among commercial nets and territorial systems, with the aim of turning the policies of intervention in the distributive sector into instruments of territorial planning.

The decree law provides the guidelines whose implementation falls within the competence of the regions. Even though the present-day scenario is undergoing a rapid growth, it is crystal-clear that **most Regions have been half-hearted in implementing the fundamentals of the Reform**, and they have not suggested any innovative instrument for the management of the large sales organisations. In most cases, the regional legislation, in fact, is only a readjustment of the old regulations to the new legislative formulation.

La legislazione commerciale
 IL RECEPIMENTO DELLE REGIONI

Com'è stato recepito il Bersani?		Com'è stato recepito il Bersani?	
<u>Programmazione quantitativa (riproposizione dei limiti contingentativi)</u>	<u>Programmazione urbanistica</u>	<u>Directive programmatiche restrittive</u>	<u>Directive programmatiche aperte alle medie e grandi strutture</u>
Abruzzo, Basilicata, Calabria, Campania, Friuli Venezia Giulia, Lazio, Liguria, Lombardia, Molise, Puglia, Sardegna, Toscana, Umbria, Valle d'Aosta, Veneto	Emilia Romagna, Marche, Piemonte, Sicilia	Abruzzo, Basilicata, Calabria, Campania, Emilia Romagna, Friuli Venezia Giulia, Lazio, Liguria, Lombardia, Molise, Piemonte, Puglia, Sardegna, Toscana, Umbria, Valle d'Aosta, Veneto	Marche, Sicilia

Fonte: Fald - Università di Parma

Tesi di Laurea

5 LA PIANIFICAZIONE TERRITORIALE DELLA GRANDE DISTRIBUZIONE COMMERCIALE

The implementation of the Regions

The second part of the dissertation focuses on two case studies, Emilia Romagna and Piemonte.

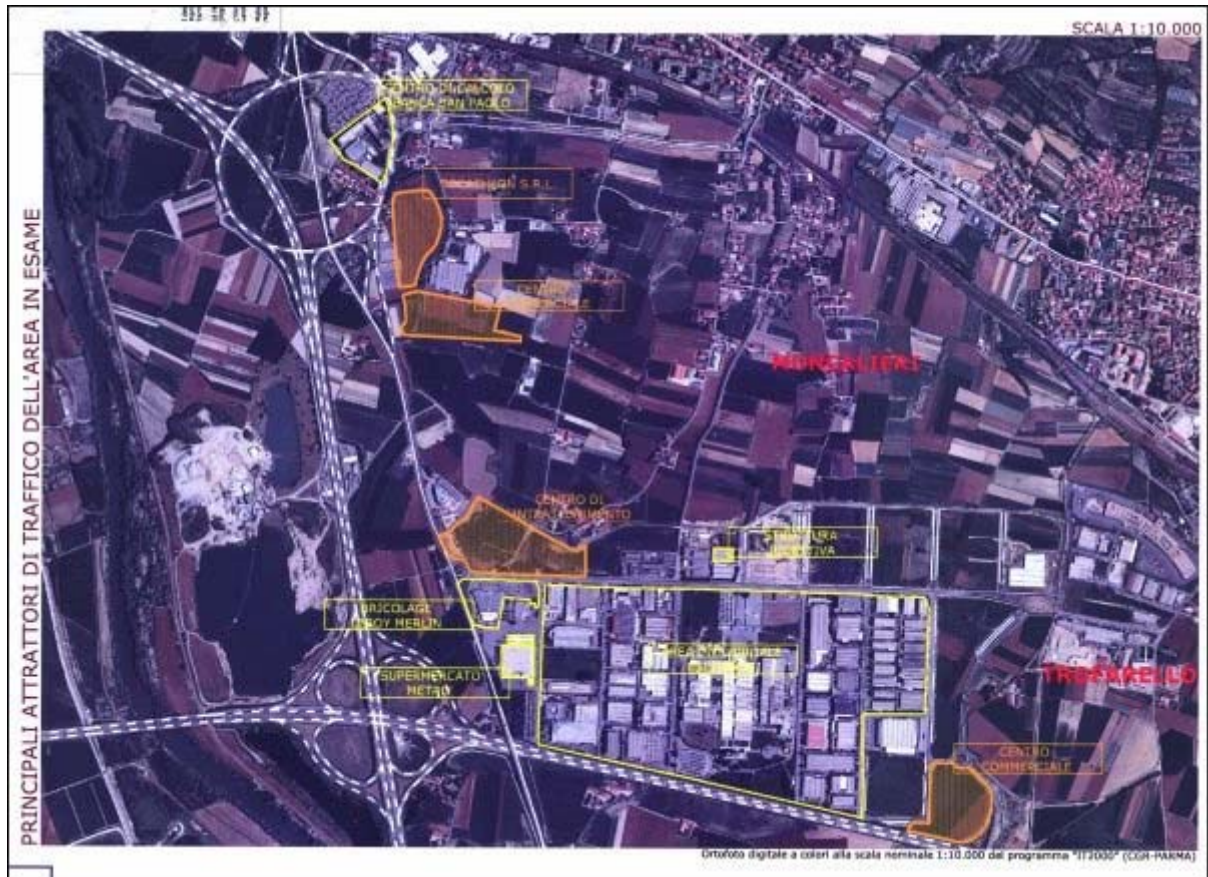
Starting from the analysis of the respective regional laws (r.l. 14/99 for Emilia Romagna – r.l. 37/03 for Piemonte) and entering into the details with the investigation of the areas “Ex Riva Calzoni” in Bologna and “Vadò” in Moncalieri, the results are the following:

Emilia Romagna: Concerted action among Provinces and Towns on the one hand, there is a general overview of the commercial development through a provincial territorial planning aimed at finding the suitable areas for the localisation of the structures. On the other hand, however, there is an excessive inflexibility of the process, which comes from the multiyear planning based on mere quantitative criteria.

Piemonte: Case by case evaluation there is a lack of a wide area planning, a lack which causes problems of difference in the treatment among demands different from the temporal point of view, possible undervaluations of territorial impact, and inefficiency in the administrative and authorisation process. Moreover, there are excessive influences of private individuals on the choices at the town level.



Abstract of tables included in the Dissertation: the case study of Emilia Romagna, localisation of the areas to which host the structures



Abstract of tables included in the Dissertation: the case study of Piemonte, organisation of the area of study

What is the possible evolution of the Piedmontese regulation:

Without any doubt, **a stronger role of the intermediate Institution** will be necessary; however, the Regions are the institutions which have the task to dictate the programmatic guidelines, whereas the provinces shall have to coordinate interventions and policies by defining the suitability of the area to host the large sales organisations. Therefore, commerce shall have to fall under the Territorial Plan of Political Coordination.

Moreover, it is necessary to introduce a system of **income equalisation**, since now such incomes are destined just to one Town, whereas the negative impacts affect *many* towns.

Also at the town level there shall have to be a clear definition of the prerequisites of the concerned areas before filing the applications, so to steer the choices of the private individuals, and not vice versa.

The retail trade has an ever-growing important role in the national society and economy – the crowds of shoppers in the shopping malls on Saturdays are a clear evidence of that. Therefore, it is all-important that the large-scale retail trade begins to be considered as an integral part of the territorial planning, rather than a subject just belonging to economic and social sciences.

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