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Business Functions and Problem of Closure of Commercial Premises in Ilica Street in Zagreb

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Over the past 15 years vast changes have occurred in the functions of certain areas of a city. Decentralization of retail and the process of transition have resulted in the changes of functions of certain parts of the city. Trend of opening of new domestic and foreign shopping centres, hypermarkets and other types of retail outlets have caused a relative decline of the number of retail outlets in city centre. First part of the paper gives a research of changes in business functions of Ilica street with an analysis of level of satisfaction with the location, infrastructure and cooperation with the neighbouring establishments. Second part of the paper deals with the problem of closure of business premises in the city centre.

Key words: business functions, closure of establishments, dilapidation, Zagreb

Poslovne funkcije i problem zatvaranja poslovnih objekata na primjeru ulice Ilice u Zagrebu

Posljednjih 15-ak godina razdoblje je značajnih promjena funkcija pojedinih dijelova grada. Decentralizacija trgovine te proces tranzicije imaju za posljedicu promjene u funkcijama pojedinih dijelova grada. Trend otvaranja brojnih novih domaćih i stranih trgovačkih centara, hipermarketa i ostalih oblika trgovine uvjetuje relativno smanjivanje broja trgovačkih objekata u središnjim dijelovima grada. Prvi dio rada čini istraživanje promjene poslovnih funkcija Ilice udaljavanjem od središta grada. U nastavku se daje analiza zadovoljstva vlasnika i upravitelja objekata infrastrukturom, lokacijom te suradnjom s susjednim poslovnim subjektima. Drugi dio istraživanja usmjeren je na proces zatvaranja poslovnih objekata u središnjim dijelovima grada.

Ključne riječi: poslovne funkcije, zatvaranje objekata, propadanje, Zagreb

INTRODUCTION

Central parts of American and European cities were once used as an example of dark, dangerous places, but due to the process of gentrification they are now becoming vibrant and vivid areas. (Tallon, Bromley, 2004.). City centres are now characterized by developed financial sector, high-order retail, high education, developed professional services and urban amenities (cultural, social and entertainment activities).

Topic of this paper is business functions of Ilica street in Zagreb. Business functions are part of service sector and are functionally connected with similar location patterns. Business functions are retail, wholesale, finances, professional and personal services and government affairs. (Vresk, 2002.) Crafts have also been covered in this study due to their traditional importance in the economy of Zagreb. Also this paper will try to confirm Vresk's thesis about zones of concentration of certain services on the example of Ilica street. Another topic of this paper is establishment abandonment. This has been a serious problem in the inner city areas caused by various reasons such as physical deterioration, lack of maintenance, high rents etc.

This paper does not deal with a process of gentrification. Over the past few decades many authors have dealt with the process of gentrification in American and European cities. Gentrification is a process of socio-spatial change whereby the rehabilitation of residential property in a working-class neighbourhood by relatively affluent incomers leads to displacement of former residents unable to afford the increased costs of housing that accompanies regeneration. Gentrification involves residential relocation and it is different from neighbourhood revitalization involving upgrading and where no spatial mobility is involved. (Pacione, 2003.) Among other things, gentrification can be observed through changes in income, education, population age and marital status. (O'Sullivan, 2005.)

This paper tries to point out to the importance of revitalization of certain parts of Ilica street and especially to the need of revitalization of courtyard areas in Ilica street, to the need for economic restructuring, organization restructuring, changes in design and appearance of the building and courtyards and to the need for integral promotion of Ilica street as one of the major streets in Zagreb.

At the beginning Ilica was a name of old medieval settlement which was adjoined to Harmica (today Bana Josipa Jelačića square). It derives its name from a small river. Ilica street was first mentioned in 1431. Till then it was known as Nova varoška ves. In time, street have expanded. At the beginning it covered the area to Margaretska street, than till 1766 it expanded to Britanski trg and till 1909 further to Črnomerec. (Gregl et al., 1994).

Today Ilica extends in east-west direction and together with Aleja Bologna (Bologna boulevard) plays an important function in the transportation system of the city connecting western parts of Zagreb and settlements in suburban area of Zagreb with the city centre. With the development and spatial expansion of west suburbs grew the importance of Ilica street and its transport function. Ilica street extends through several districts while its western part together with Aleja Bologna extends through several residential areas. Ilica plays an important role in urban and suburban transportation. First part of Ilica street, to Gundulićeva street is pedestrian and public transportation zone with only tram system. Area between Gundulićeva street and Črnomerec terminus has both private and public transportation system. Public transportation system in this zone includes only trams and two bus lines that passes but make no stops in this area. Area between Črnomerec terminus and the Aleja Bologna is intended for private transport and public bus transport. 20 ZET bus lines and two bus lines from the operator Samoborček passes through this part of the street. Samoborček connects Samobor, Sveta Nedelja and Strmec with Črnomerec and therefore with the city of Zagreb. Out of 20 buses that pass through Ilica street, 19 of them have a starting-ending point on Črnomerec terminus and line no. 146 (relation Reljkovićeva street – Stenjevec) stops at the terminus as well. Three out of those 20 lines are suburban lines connecting Zagreb with Gornja Bistra and Zaprešić.

METHODOLOGY

Over the past 15 years vast changes have occurred in the functions of certain areas of city. Decentralization of retail and the process of transition have resulted in the changes of functions of certain part of the city. Trend of opening of new domestic and foreign shopping centres, hypermarkets and other types of retail outlets have caused relative decline of number of retail outlets in city centre. Between 1994 and 2004, 31 shopping centre and hypermarkets were opened in Zagreb and its surroundings. (Lukić, Jakovčić, 2004) In the same time, over the past 5 years almost 50 establishments were closed in the city centre part of Ilica street. These processes definitely attract attention of geographers.

This paper can be divided in two parts with two different goals. First part deals with the changes of functional structure of Ilica street. The ground base for this research is a research of changes in business functions of Ilica street by moving away from the city centre. For this part of the research data were gathered by fieldwork and survey. Data about type of business establishments were gathered by fieldwork. Data about owner structure, satisfaction with location of establishment, infrastructure and views about affects of decentralizations of business and especially retail functions were gathered by survey.

Second part of the paper deals with the process of closure of business establishments in the city centre. The ground base for this part of research was thesis of so called spill over effect. Rebuilding of one building enhances the likehood of renovations of neighbouring buildings. (Helms, 2003.) Our ground thesis is opposite. Does dilapidation of a building in an area affected by deterioration rises likehood of dilapidation of other surrounding buildings? Our goal is to determine the way in which surroundings of certain business establishments affects the work of that establishment. Data for this part of research were gathered by mapping and survey. Data about attitudes of employees about cooperation and the need for cooperation among surrounding establishments were gathered by survey.

Mapping was conducted between 20th and 22nd August 2005. Survey was done in September and October 2005.

Sampling was done by using the method of systematic sampling. First, percentage of types of businesses was calculated taking in count all business establishments in Ilica street. Then method of systematic sampling was used in a way that establishments of a certain business service were sorted according to their house number and standard interval of sampling was specified. In that way a necessary number of samples was obtained while ensuring systematic distribution and representation of all business types in Ilica street.

For easy reference Ilica is divided in 4 zones. First zone extends between Trg bana Josipa Jelačića and Britanski trg. This is area in the city centre and can be divided into two subzones. First subzone of 321,42 meters in length between Trg bana Josipa Jelačića and Gundulićeva street. This is a pedestrian and public transportation zone. Second subzone, 616,05 meters long extends between Gundulićeva street and Britanski trg. This is public transportation zone and the one-way street in direction to the west. Second zone extends between Britanski trg and Sveti duh street. This is also public transportation zone and a one-way street, direction west. Third zone extends between Sveti duh street and Trg siječanjskih žrtava. Terminus of public transportation Črnomerec is located in this zone but it is not included in this survey. Fourth zone extends from Trg siječanjskih žrtava in the east to beginning of Aleja Bologna in the west.

ANALYSIS

Structure of opened establishments

First part of the survey deals with the business functions of Ilica street. In the whole structure of business establishments a dominance of retail outlets is identified with 57.1 per cent of total establishments. Business services are second with 15.4 per cent. Regarding their location, 276 out of 566 establishments are located in the first zone. Number of establishments is smallest in the fourth zone with only 79 establishments.

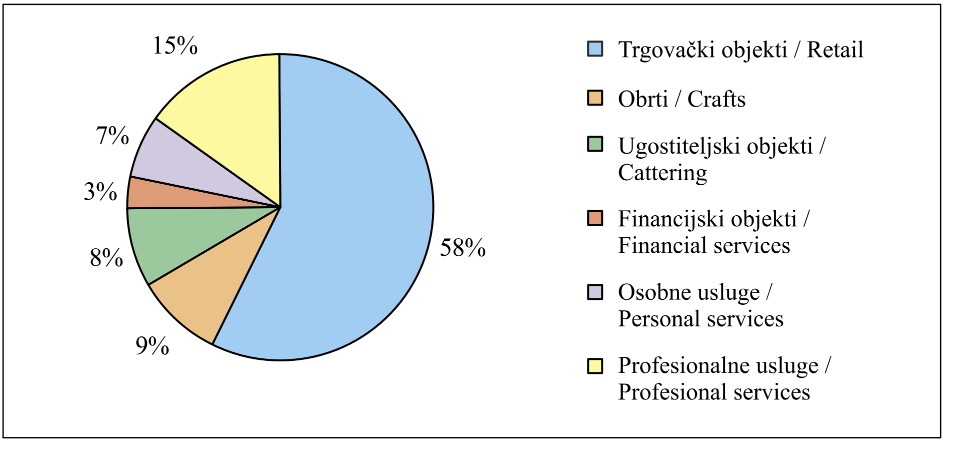

Fig. 1 Structure of business activities in Ilica street
Sl. 1. Struktura djelatnosti objekata u ulici Ilici

In the overall structure of retail, a dominance of long-term retail is present with 84.1 per cent of all retail outlets. In the total number of outlets first are garment outlets, followed by shoes outlets and food stores. In the business services barristers and attorneys have highest share with 32.2 per cent of the total number. They are followed by lotteries and pools. In the total structure of establishments third are crafts (9.4 per cent) with the dominance of jewelleries (32 per cent), followed by shoemakers (11.3 per cent). In the structure of personal services there is a dominance of hairdressers (51.4 per cent). The specific of the location of hairdressers is that there is no spatial concentration of establishments in one particular zone but are present in all zones. Coffee bars with 70.2 per cent of total number are dominant in the structure of catering services. At the first sight it can be surprising that the share of catering services is highest in the third zone. Reason for that is the fact that a large number of coffee bars are located on the ground floors of residential buildings in that zone and the fact that in the first zone there are far more attractive locations for catering services like Bogovićeva street, Tkalčićeva street, Trga Petra Preradovića, Petrićeva street, Preobraženska street etc. All this streets and squares are pedestrian zones and therefore more attractive for catering services.

Tab. 1 Types and number of establishments according to zones of location
Tab. 1. Vrste objekata i broj prodavaonica prema zonama

Type	**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Total**	
	No.	%	No.	%	No.	%	No.	%	No.	%
Food store	9	5,1	13	23,2	5	12,8	1	2	28	8,7
Tobacco	2	1,1	3	5,4	2	5,1	0	0	7	2,2
Flower shop	4	2,2	2	3,6	0	0	1	2	7	2,2
Bakery	0	0	4	7,1	5	12,8	0	0	9	2,8
Garments	78	43,8	14	25	5	12,8	1	2	98	30,3
Shoes	32	18	1	1,8	5	12,8	0	0	38	11,8
Sport equipment	4	2,2	0	0	0	0	0	0	4	1,2
Technical products	10	5,6	3	5,4	2	5,1	6	12	21	6,5
Household articles	1	0,6	2	3,6	3	7,7	3	6	9	2,8
Bookstore	6	3,4	4	7,1	1	2,6	1	2	12	3,7
Perfume shop	8	4,5	4	7,1	2	5,1	0	0	14	4,3
Gift shop	8	4,5	1	1,8	0	0	0	0	9	2,8
Accessories	2	1,1	0	0	0	0	0	0	2	0,6
Textile	2	1,1	0	0	1	2,6	2	4	5	1,5
Drugstore	3	1,7	2	3,6	3	7,7	0	0	8	2,5
Building material	0	0	0	0	0	0	9	18	9	2,8
Hardware store	1	0,6	1	1,8	2	5,1	3	6	7	2,2
Motor car components	0	0	0	0	1	2,6	7	14	8	2,5
Car showroom	0	0	0	0	0	0	5	10	5	1,5
Furniture	0	0	1	1,8	0	0	5	10	6	1,9
Department store	3	1,7	0	0	0	0	0	0	3	0,9
Other	5	2,8	1	1,8	2	5,1	6	12	14	4,3
Total retail	**178**	**100**	**56**	**100**	**39**	**100**	**50**	**100**	**323**	**100**
Coffee bar	7	50	6	60	16	88,8	4	80	33	70,2
Restaurant	2	14,3	2	20	1	5,6	1	20	6	12,8
Pastry	2	14,3	2	20	1	5,6	0	0	5	10,6
Fast Food	2	14,3	0	0	0	0	0	0	2	4,3
Other	1	7,1	0	0	0	0	0	0	1	2,1
Total catering	**14**	**100**	**10**	**100**	**18**	**100**	**5**	**100**	**47**	**100**
Shoemaker	4	12,5	1	16,7	1	8,3	0	0	6	11,2
Tailor	2	6,3	0	0	0	0	0	0	2	3,8
Jeweller	13	40,1	2	33,3	2	16,6	0	0	17	32,1
Leather worker	3	9,4	0	0	1	8,3	0	0	4	7,5

Furrier	2	6,3	0	0	0	0	0	0	2	3,8
Hatter	2	6,3	0	0	0	0	0	0	2	3,8
Locksmith	2	6,3	0	0	0	0	0	0	2	3,8
Tinsmith	1	3,1	0	0	0	0	0	0	2	3,8
Glazier	0	0	0	0	2	16,6	0	0	2	3,8
Other	3	9,4	3	50	6	50	2	100	14	26,4
Total crafts	**32**	**100**	**6**	**100**	**12**	**100**	**2**	**100**	**53**	**100**

Exchange	3	42,8	0	0	2	33,3	1	50	6	31,6
Bank	2	28,6	4	100	3	50	0	0	9	47,3
Saving society	2	28,6	0	0	0	0	0	0	2	10,5
Financial agency (FINA)	0	0	0	0	1	16,7	0	0	1	5,3
Post office	0	0	0	0	0	0	1	50	1	5,3
Total financial services	**7**	**100**	**4**	**100**	**6**	**100**	**2**	**100**	**19**	**100**

Hairdresser	7	43,7	4	50	6	60	2	66,7	19	51,4
Pedicure	2	12,5	1	12,5	1	10	0	0	4	10,8
Beauty centre	4	25	1	12,5	0	0	1	33,3	6	16,2
Photocopy	1	6,3	0	0	2	20	0	0	3	8,1
Photo studio	2	12,5	2	25	1	10	0	0	5	13,5
Total personal services	**16**	**100**	**8**	**100**	**10**	**100**	**3**	**100**	**37**	**100**

Optics	6	20,7	1	3,6	1	7,7	0	0	8	9,2
Dentist	3	10,3	2	7,1	0	0	2	11,8	7	8,1
Notary	1	3,4	1	3,6	1	7,7	0	0	3	3,4
Barrister	13	44,8	15	53,6	0	0	0	0	28	32,2
Drycleaner	0	0	0	0	2	15,4	0	0	2	2,3
Veterinarian	0	0	0	0	0	0	1	5,9	1	1,1
Video	1	3,4	3	10,7	0	0	0	0	4	4,6
Lotteries, pools	1	3,4	2	7,1	7	53,8	0	0	11	12,6
Car service	0	0	0	0	1	7,7	3	17,6	4	4,6
Car wash	0	0	0	0	0	0	3	17,6	3	3,4
Electric / tire repair shop	0	0	0	0	0	0	3	17,6	3	3,4
Tourist agency	4	13,8	1	3,6	0	0	0	0	5	5,7
Other	0	0	3	10,7	1	7,7	4	23,5	8	9,2
Total professional services	**29**	**100**	**28**	**100**	**13**	**100**	**17**	**100**	**87**	**100**

Retail	178	64,5	56	50	39	39,8	50	63,3	323	57,1
Catering	14	5,1	10	8,9	18	18,4	5	6,3	47	8,3
Crafts	32	11,6	6	5,4	12	12,3	2	2,5	53	9,4
Financial services	7	2,5	4	3,6	6	6,2	2	2,5	19	3,3
Personal services	16	5,8	8	7,1	10	10,2	3	3,8	37	6,5
Professional services	29	10,5	28	25	13	1,1	17	21,5	87	15,4
Total	**276**	**100**	**112**	**100**	**98**	**100**	**79**	**100**	**566**	**100**

Source: Mapping
Izvor: kartiranje

The types and the structure of business establishment change in dependence of zone of location. In the first zone 64.5 per cent of all establishments are retail outlets and are followed by crafts and personal services. In the structure of retail there is a dominance of garment outlets with 43.8 percent of all retail outlets in the zone. 79.5 percent of all garment outlets are located in the first zone, the closest to the city centre. They are followed by footwear outlets. In the first zone there are only 9 food stores which is 5.1 percent of total number of retail outlets in that zone. Reason for such small number of food stores is the fact that food stores are leaving the city centre in the process of decentralization of retail. Similar process is present in all European cities. In Great Britain number of food stores has decreased for 50% (Thomas, Bromley, 2003). Decrease in the number of food stores in the city centre is also result of the process of opening of shopping centres – hypermarkets at the fringe of the city, changing buying habits and attitudes and decrease in number of residents in the city centre. Also, survey has shown that 14.3 per cent of managers or owner of food stores think that opening of shopping centres bears a negative consequence on their business. By typology of the contemporary urban retail system, part of Ilica in the city centre can by classified an inner city strip. (Pacione, 2003.) In the crafts structure jewellers have a largest share with 40.6 per cent of all crafts in the first zone. Out of total number of jewellers 76.5 per cent are located in the first zone.

With the 50 per cent of total establishment, retail is a dominant activity of the second zone as well and is followed by professional services (25 per cent). In the second zone, food stores are a dominant type of retail outlet. Together with bakeries they constitute 30.4 per cent (17 stores) of all retail outlets. They are followed by garment outlets (14 outlets or 25 percent of total number of retail outlets) which number is quite smaller comparing to the first zone. Larger number of food store is a result of residential function of this zone.

Third zone is characterized by the smallest share of retail outlets with 39.8 per cent of total number of establishments of this zone. Share of garment outlets in this zone is only 12.8 per cent. Such a small share can be explained by the distance from the city centre and unattractiveness of the location. Share of catering services with 18 establishments is quite large in this zone. Largest is the share of coffee bars with 88.9 per cent of all catering services in the zone. This is a result of the trend by which ground floors of residential building in that zone are converted in coffee bars intended for the local residents. According to their share professional services are on the third place in the third zone. But if plan of opening of a court at the site of military barracks at the corner of Ilica and Selska streets gets to an end this portion could change since the zone will certainly become highly attractive for notaries and lawyers and the rise in their number can be expected.

Fourth zone is again characterized by the dominance of retail with the 63.3 per cent of total number of establishments. But the structure of retail is different than in other zones. There is a dominance of outlets dealing with the building materials (9 outlets), followed by motor car components (7 outlets). In the total structure of business establishments there is a high share of professional services connected with cars (car wash, car services, electric etc.). It is a result of easy accessibility and the fact that same tipe of businesses usually tend to locate close to each other.

Location and infrastructure satisfaction

In total 43 questioners were filled. Regarding the location of establishments questioned, 18 questioners were filled in the first zone, 13 in the second, 7 in the third and 5 in the fourth zone. 33 establishments are located facing street and 10 establishments are located in the backyard. Regarding the business structure 27 questioned are retail outlets, 2 from financial services and personal services, and 4 for crafts, professional services and catering. Out of 27 retail outlets questioned, 7 are short term retail outlets and 20 are long term retail outlets.

Survey consists of three parts. First part consists of 12 questions about present and past location of the establishment, satisfaction with the location and pros and cons of the location. Second part of the questioner consists of 8 questions about satisfaction with the infrastructure (electric energy supply, water supply, garbage disposal, state of the road and sidewalks, illumination, parking spaces). It also questions general satisfaction with the state neighbourhood. Third part of the survey consists of question regarding attitudes about cooperation and the need of cooperation among neighbouring establishments.

Of the total number of surveyed only two establishments were located somewhere else in Zagreb prior to present location and only one establishment thinks about moving somewhere else. 26 establishments (60.5 per cent) have at least one more establishment in the city of Zagreb and most of those have another establishment in Ilica street. 16 out of 27 retail outlets (59.3 per cent) questioned have at least one more outlet in Zagreb.

Of the total number of surveyed only one interviewee is not satisfied with the location of his establishment, one in is less than satisfied and one more interviewee is mostly satisfied with his location. 21 interviewees (48.8 per cent) are relatively satisfied with their location, while 19 interviewees (44.2 per cent) are totally satisfied with their location. Regarding the zone of the location, 73.7 per cent of interviewees totally satisfied with their location are located in the first zone, closest to the centre. None of the interviewees who are totally satisfied with their location is located in the fourth zone. 89.5 per cent (17) of interviewees who are totally satisfied with their location are located in the establishments facing street. The only interviewee who is not satisfied with his location is located in the first zone, closest to the centre, but is located in the courtyard. His dissatisfaction is a result of his location in the backyard and poor infrastructure.

The biggest advantage and disadvantage of location depends on the zone of the location. 46.5 percent of interviewees consider the biggest advantage of their location to be an accessibility of certain modes of transport. Mode of the transport depends on the zone in which establishment is located. 38.5 per cent of establishments located in the second zone consider accessibility to public transport their biggest advantage and 30.8 per cent considers accessibility to private transport to be their biggest advantage. For 71.4 per cent of interviewees in the third zone the biggest advantage of their location is accessibility to public transportation. For 80 per cent of establishments in the fourth zone the biggest advantage is accessibility to private transportation. For 77.8 per cent of the establishments in the first zone the biggest advantage of their location is proximity of the main square (Trg bana Josipa Jelačića).

For 48.8 per cent of interviewees location of their establishment has no disadvantages. This percentage is highest in the second zone where 65.1 per cent of interviewees think that their location has no disadvantages. This percentage is little lower in the fist zone (61.1 per cent).

For 11.1 per cent of interviewees the biggest disadvantage in the fist zone is lack of parking space. Out of the total number of interviewees of the second, third and the fourth zone 48% considers distance from the centre their biggest disadvantage. Percentage of interviewees who considers distance from the city centre to be their biggest disadvantage is higher in the second than in the third zone despite the fact that the second zone is closer to the centre. This is a result of a difference in the structure of activities in those two zones. 38.5 per cent of all establishment interviewed in the second zone are long term retail outlets, and 40 per cent of them considers distance from the city centre their main disadvantage. In the same time number of long term retail outlets is lower in the third zone (14.3 per cent of interviewed) and the number of short term retail outlets is higher with 57.1 percentage of all establishments interviewed in that zone. Only 15.4 per cent of short term retail outlets consider distance from the centre the main disadvantage. This is the result of the fact that short term retail outlets are mostly intended for local inhabitants and therefore are not affected by the distance from the centre.

Another matter of interest was satisfaction with the connection with the other parts of the city. 48 per cent of establishments interviewed in the second, third and the fourth zone are entirely satisfied with the connection with the city centre, but only 16 per cent are entirely satisfied with the connection with the other parts of the city. In the same time 20 per cent of them are less than satisfied with the connection with the city centre and up to 40 per cent are less than satisfied with the connection with other parts of the city.

Tab. 2 Level of satisfaction with infrastructure
Tab. 2. Zadovoljstvo ispitanika infrastrukturom

Level of Satisfaction	**Electricity supply**		**Water supply**		**Garbage disposal**		**Illumination**		**State of the road**		**State of the sidewalk**		**State of the parking**	
	No.	%	No.	%	No	%	No.	%	No.	%	No.	%	No.	%
1	5	11.6	5	11.6	1	2.3	11	25.6	8	18.6	9	20.9	22	51.1
2	0	0	0	0	12	27.9	7	16.3	0	0	0	0	12	27.9
3	0	0	0	0	14	32.6	20	46.5	3	7	1	2.3	4	9.3
4	2	4.7	6	13.9	5	11.6	2	4.7	7	16.3	5	11.6	1	2.3
5	36	83.7	32	74.5	11	25.6	3	6.9	25	58.1	28	65.1	4	9.3
Total	**43**	**100**	**43**	**100**	**43**	**100**	**43**	**100**	**43**	**100**	**43**	**100**	**43**	**100**

1 – not satisfied, 2 – less than satisfied, 3 – relatively satisfied, 4 – mostly satisfied, 5 – entirely satisfied
Source: interview

1 – nisam zadovoljan; 2 – slabo sam zadovoljan; 3 – relativno sam zadovoljan; 4 – uglavnom sam zadovoljan; 5 – posve sam zadovoljan

Source: Mapping
Izvor: Anketiranje

Percentage of interviewed who are satisfied with the connection with city centre is rising with the proximity to the centre. In the same time percentage of people satisfied with the connection to other parts of the city is falling with the distance form the city centre

Second group of question deals with the infrastructure. Interviewees were asked questions about satisfaction with the water supply, electricity supply, garbage disposal, street illumination, state of the sidewalk and road. In general 72.8 per cent of interviewees are satisfied with the infrastructure. Percentage of satisfaction with certain element of infrastructure depends on the zone of location of the establishment and whether establishment is located in the backyard or facing street.

Of the total number of interviewed, 83.7 per cent are entirely satisfied with the electricity supply, while 74.4 per cent are entirely satisfied with the water supply. 51.1 percent of establishments are not satisfied with the number and state of parking places. On the second place there is an unsatisfaction with illumination with 25.6 per cent, followed by the unsatisfaction with the state of the sidewalk with 20.9 per cent. 60 per cent of establishments located in the backyard are not satisfied with illumination, and another 30 per cent are less than satisfied. In the same time the number of establishments facing street who are unsatisfied with illumination is only 15.2 per cent. Unsatisfaction with the state of the sidewalk is highest in the fourth zone where 80 per cent of interviewees are not satisfied with the state of the sidewalk while 94 per cent of the establishments in the first zone are entirely satisfied with the state of the sidewalk. Situation is different with the number and state of parking places. 83 per cent of establishments in the first zone are not satisfied with the number and the state of parking places while in the fourth zone that number is only 20 per cent. A problem of insufficient parking places is one of the most important problems in the city centre area. Insufficient number of parking places and lack or high prices of alternative parking options leads to frictional blight or dilapidation of space due to overcrowd. (Pacione, 2003.) Interview with establishments in the backyard areas revealed that particular problem. Backyards are turned into parking yards causing serious problems to access to establishment.

Majority of interviewees are less than satisfied or relatively satisfied with the garbage disposal (60.4 per cent). The smallest percentage of establishments satisfied with the garbage disposal is in the first zone. Despite the fact that in the city centre garbage is disposed every day but problems are disability to sort garbage, problems of location of garbage cans, problem of disposal of large garbage.

Another problem that revealed itself during the interview is a lack of toilette facilities in establishments in the city centre area. By moving away from the city centre that problem disappears.

The last question in the second section of an interview deals with the general level of satisfaction with the appearance of the neighbourhood. 46.5 per cent of establishments are less than satisfied with the appearance of their neighbourhood and following 32.6 per cent are relatively satisfied. In a respect to the location of the premises, unsatisfaction with an appearance is higher in the backyard areas where 10 per cent of establishments are not satisfied with the appearance of the neighbourhood while in establishments facing street that number is only 3 per cent. Interesting fact is that none of the establishments located in the third or the fourth zone are entirely satisfied with an appearance of their neighbourhood and in the same time only one establishment in the first and the second zone is entirely satisfied with an appearance of their neighbourhood.

Tab. 3 Level of satisfaction with the appearance of the neighbourhood
Tab. 3. Zadovoljstvo izgledom susjedstva

	First zone		**Second zone**		**Third zone**		**Fourth zone**		**Total**	
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
1	1	5.6	0	0	1	14.3	0	0	2	4.65
2	11	61.1	5	38.5	3	42.9	1	20	20	46.5
3	2	11.1	6	46.1	2	28.5	4	80	14	32.6
4	3	16.6	1	7.7	1	14.3	0	0	5	11.6
5	1	5.6	1	7.7	0	0	0	0	2	4.65
Total	**18**	**100**	**13**	**100**	**7**	**100**	**5**	**100**	**43**	**100**

1 – not satisfied, 2 – less than satisfied, 3 – relatively satisfied, 4 – mostly satisfied, 5 – entirely satisfied
Source: interview

1 – nisam zadovoljan; 2 – slabo sam zadovoljan; 3 – relativno sam zadovoljan; 4 – uglavnom sam zadovoljan; 5 – posve sam zadovoljan

Source: Mapping
Izvor: Anketiranje

Third section of the survey deals with cooperation among establishments in the neighbourhood and a need for such cooperation. First question in this part of survey is whether the appearance of the neighbourhood affects their business. 55.8 per cent of establishments' surveyed think that their neighbourhood affects their business, while 37.2 per cents thinks that it has no effect. That percentage is highest in the first zone were 77.8 per cent of establishments think that appearance of their neighbourhood affects their business. The percentage of establishments who think that their business is affected by the image of their neighbourhood is higher among the establishments located at the street than

Tab. 4 In your opinion is there a neccessity for cooperation among neighbouring establishments
Tab. 4. Smatrate li da je potrebna suradnja između poslovnih subjekata smještenih u neposrednoj blizini

Answer	**Number**	**Percentage**
Yes if they are in the same business	4	9.3
Yes no meter the business	15	34.8
No if they are in the same business	2	4.6
No. no metter the business	21	48.8
I do not know	1	2.3
Total	**43**	**100**

Source: Survey;
Izvor: Anketiranje

among those located in the backyard (60 per cent vs. 40 per cent). Such a high percentage, interviewees explains by the fact that they themselves avoid certain parts of the city as a result of a bad image of those areas.

97.6 per cent of establishments have no regular contacts or cooperation with the establishments in their neighbourhood and 53.4 per cent do not consider such cooperation needed.

74.4 per cent of establishments interviewed consider cooperation in renovation of the neighbourhood necessary. Only 9.5 per cent of establishments think that neighbouring establishments should develop a common business policy, despite the fact that such policy would raise competitiveness in relation to other parts of town and rising competition of shopping centres whose biggest advantage is common and coordinated management policy. Percentage of establishment who think that cooperation is needed depends on the line of business. 73.3 per cent of establishments who think that cooperation is needed are long term retail outlets. On the other hand 75 per cent of professional services and all personal services consider cooperation unnecessary despite the fact that their businesses due to their complementarities have lot of potentials for cooperation. 63.2 per cent of establishments who think that cooperation is necessary think that it should be coordinated by the city and only 36.8 percent think that establishments should coordinate cooperation themselves.

Closed establishments

Second part of survey deals with the process of closure of business premises in Ilica street. Contemporary geographical literature sets several factors which lead to the closure of business premises and retail outlets in the city centre and suburbanization of retail. This factors are driven by a range of forces on a demand and supply side.

According to Pacione the most important factors are: (Pacione, 2003.)

- Changes in residental location
- Changes in consumer attitudes and expectations
- Growth in female employment
- Changing level of purchasing power
- Increased mobility
- Structural changes, expansion of multiple retailers
- New technology

Other factors are unsettled legal relations in the central parts of the city, lack of spatial planning. (Kulke, 1997.)

Since there are no reliable data on reasons for closure of certain establishment it is impossible to state the exact reason for closure. But it is possible to assume that closure is a result of factors stated above, rise of competition due to the oppening of foreign retail outlets and problems caused by unsettled legal relations after denationalization. The last factor of closure can be confirmed by notes on several closed establishments.

In total there are 161 closed business premises in Ilica street. 77 in the first zone, 49 in the second zone, 23 in the third zone and 12 in the last fourth zone. (see Fig.2.) Fact that there is a fewer number of closed premises in the zones further from the city centre is

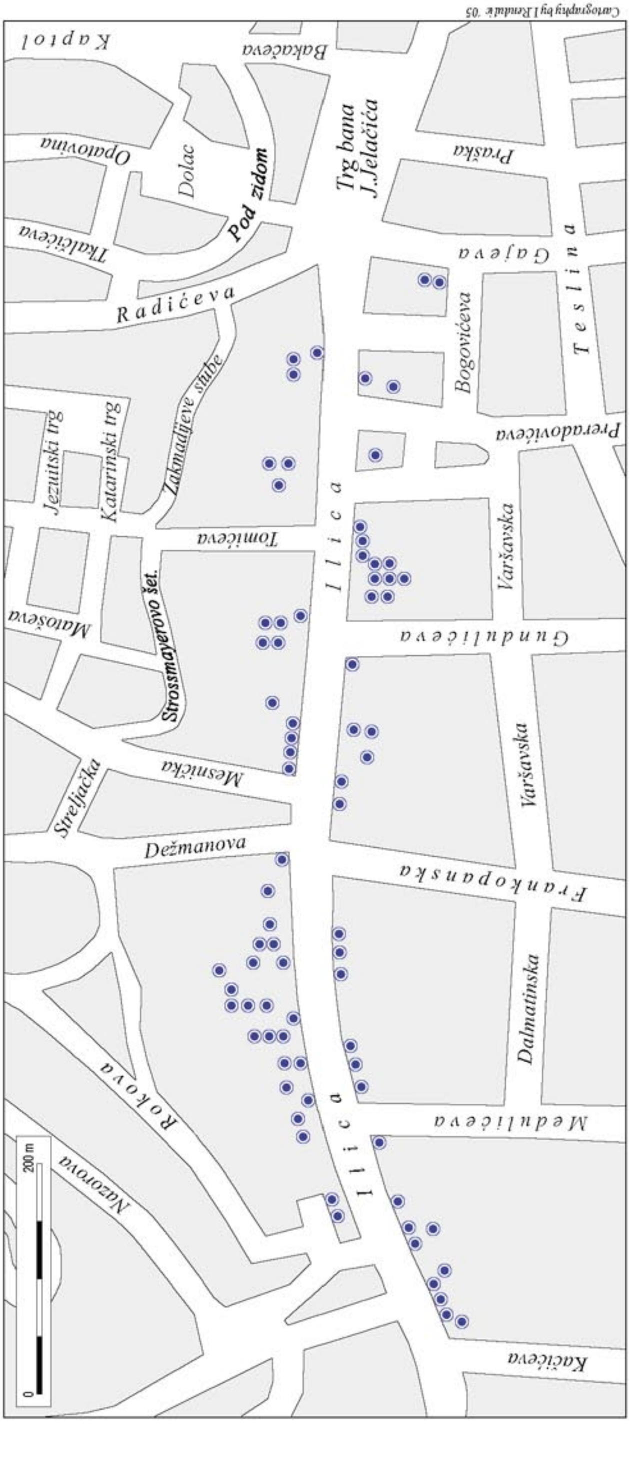

Fig. 2 Location of closed business premises in the first zone of Ilica street
Sl. 2. Smještaj zatvorenih objekata u prvoj zoni Ilici

not surprising since the level of build up area is falling when moving away from the city centre. By moving away from the centre density of business premises on the 100 meters of street is falling. In the first zone density is 37 business premises on 100 meters while in the last zone it is 6 premises on 100 meters.

Another very important characteristic of Ilica is spatial concentration of closed premises. In the first zone there are 77 closed premises, 48 located in the backyard and 29 facing street. (see Fig.3). It is very often that in one backyard there are several closed premises. This confirms our ground thesis that closure of one establishment in the area affected by deterioration enlarges the likelihood of closure of other establishments in that area. 60.5 per cent of establishments interviewed think that closure of establishments in their neighbourhood have a negative impact on their business.

Structure of closed business premises

In total there are 161 closed business premises in Ilica street. 45.96 per cent of those are retail outlets, followed by crafts with 13.04 per cent and catering services by 11.18 per cent.

Closed business premises amounts to 18.6 per cent of the total number of business premises. In the total number of closed premises retail outlets have the highest percentage. But in the total number of opened and closed outlets of certain business activity the situation is different. In the total number of closed and opened premises, crafts have the highest percentage of closure, with 28.4 per cent of closed premises and are followed by catering services with 27.7 per cent and retail on the third place. (see Tab. 5.) In respect to the total number of premises of certain activity, financial and personal services are characterized by low level of closure.

Tab. 5 Percent of closed premises in the total number of premises of certain business activity
Tab. 5. Udio zatvorenih objekata u ukupnom broju objekata prema poslovnoj djelatnosti

Activity	**Closed premises**	**Percent of closed premises (%)**	**Total number of closed and opened premises**	**Percent of closed premises in activity (%)**
Retail	74	45.96	397	18.6
Catering services	18	11.18	65	27.7
Crafts	21	13.04	74	28.4
Financial services	1	0.62	20	5
Personal services	2	1.24	39	5.1
Professional services	10	6.21	97	10.3
Unknown	35	21.75	35	22.1
Total	**161**	**100**	**727**	**100**

Source: mapping
Izvor: kartiranje

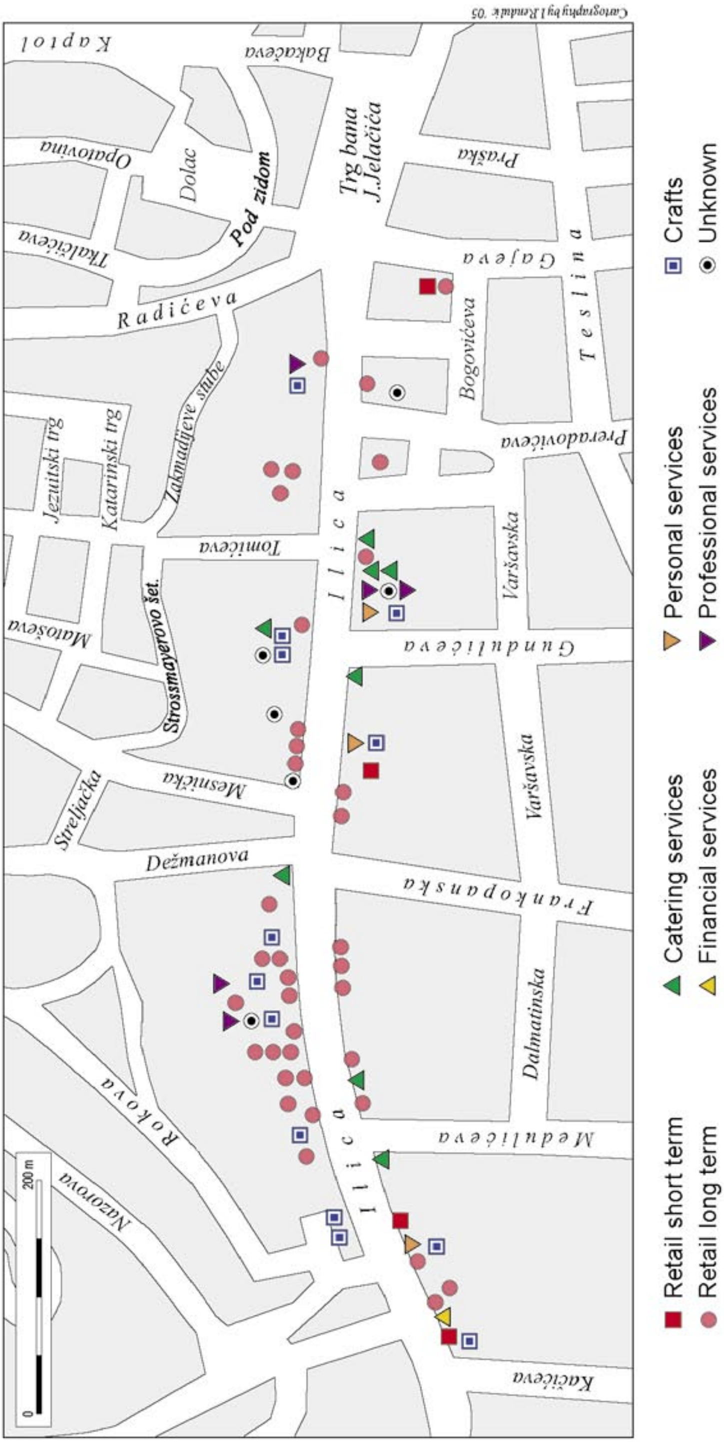

Fig. 3 Location and structure of closed premises in the first zone of Ilica street
Sl. 3. Smještaj i struktura zatvorenih objekata u prvoj zoni Ilice

Fig. 4 Location and structure of closed premises in the second, third and fourth zone of Ilica street

Sl. 4. Smještaj i struktura zatvorenih objekata u drugoj, trećoj i četvrtoj zoni Ilice

Tab. 6 Structure of closefed retail outlets
Tab. 6. Struktura zatvorenih prodajnih objekata

Outlet type	Number of closed outlets	Percentage of closed outlets (%)	Total number of closed and opened outlets	Percentage of closed outlets in the activity (%)
Food store	12	16.22	40	10,2
Flower shop	2	2.7	9	2,3
Tobacco	1	1.35	8	20,
Bakery	0	0	9	2.3
Short term retail	**15**	**20.3**	**66**	**16.8**
Garment	24	32.43	122	31.1
Footwear	4	5.42	42	10.7
Sports equipment	3	4.05	7	1.8
Textile	1	1.35	6	1.5
Toys	1	1.35	1	0.3
Accessories	2	2.7	4	1.0
Gift shop	3	4.05	12	3.1
Bookstore	2	2.7	14	3.6
Perfume shop	0	0	14	3.6
Drugstore	0	0	8	2.0
Furniture	4	5.4	10	2.6
Technical products	11	14.86	32	8.2
Household articles	0	0	9	2.3
Building material	0	0	9	2.3
Hardware shop	0	0	7	1.8
Moor car components	2	2.7	8	2.0
Car showroom	0	0	5	1.3
Other	2	2.7	16	4.1
Long term retail	**59**	**79.7**	**326**	**83.2**
Total	**74**	**100**	**392**	**100**

Source: mapping
Izvor: kartiranje

High level of closure among crafts confirms the thesis about "disappearance" of manufacturing crafts due to the high competition from the shopping centres, foreign retail outlets. Some of the reasons for closure are also high rents and high advertisement expenses. As some of the premises pointed out another problem connected with high advertisement expenses is a fact that premises facing street have less advertisement expenses since their front are located on the street and their windows are their advertisements. On the other hand premises located in the backyard have extra expenses on advertisement on the main street which would direct users to their premises.

Regarding the structure of closed premises the biggest number of closed premises is garment outlets, food stores and stores for technical equipment. Closure of food stores and technical equipment stores is among other things a result of the process of suburbanization of retail and the process of opening of shopping centres and hypermarkets at the fringe of the city. Results of the survey confirm this statement. 41.9 per cent of premises think that opening of shopping centres and hypermarkets at the fringe of the city has a negative impact on their business, while among retail outlets this percentage rises to 55.6 per cent.

Regarding the number of closed retail outlets in the total number of certain type of retail outlet one can notice the highest percentage of close sports equipment outlets with 42.86 percent of the total number of sports outlets, followed by furniture outlets with 40 per cent and technical equipment outlets with 32.25 per cent.

In the structure of closed crafts there is a dominance of jewelleries (goldsmiths) with 38.09 per cent of closed craft premises, followed by shoemakers and tailors with 19.05 and 14.29 per cent. In the structure of catering service there is a dominance of closed coffee bars. Out of 18 closed catering premises 61.11 per cent are coffee bars which are followed by restaurants with 3 closed restaurants or 16.67 per cent.

The main factors that led to the closure of business premises in the city centre area are stated at the beginning of the chapter. The next question that can be raised is how to classify this process of closure. Can we consider it a phase of gentrification? In the process of gentrification, revitalization and rebuilding of the city centre areas results in the rise of rents. Due to the high rents many small businesses can not afford the location in the city centre area so they either close their premises or move to the more favourable area. Over the past few decades gentrification has been a topic very well covered in the geographical literature. Besides gentrification American literature uses the term of commercial blight. Commercial blight has been present in the American literature for several decades and can be characterized as an advers impact of retail suburbanisation on the city centre and should not be identified with the process of gentrification. (Pacione, 2003)

Brian Berry distinguishes 4 types of commercial blight: (Pacione, 2003.)

- Economical blight – involves closure of large number of bussinesses as a result of a reduction in the amount of trade area or purchasing power support.
- Physical blight - refers to the structural deterioration of buildings due to age and inability or unwillingness of owners tu undertake maintenance
- Functional blight – refers to obsolescence of small businesses due to the impact of mass merchandise and growth of automobile shopping.
- Frictional blight – econpasses a wide range of negative environmental effects created by the problems such as traffic congestion, litter accumulation, vandalism.

All this types of blight can be distinguished in Ilica street.

The question is how to deal with the problem of closure and how to revitalize certain parts of Ilica street, and especially backyard areas. Sutton and Fahmi (2002.) distinguish three types of town rebuilding. Restoration, a process of restoring monuments and buildings. Usually only important buildings of historic value are restored. Example of such restoration is Oktogon passage in Ilica 5. Renovation, a process when a modern building and architecture is replacing traditional once. Rehabilitation, a process of rehabilitating society and economy but does not aim to recreate the past. Usually it focuses on a whole quarter. Example is Lovački rog passage.

Pacione distinguishes factors necessary for revitalization of an area.

Those factors are: (Pacione, 2003.)

- high-income households
- high owner occupancy
- small rental units
- low vacancy rates
- little vehicle traffic
- low crime rate
- buildings characterized by good design or historic interest
- desirable amenities

Ilica street does not fulfil a great number of factors necessary for revitalization process to be successful. And for a large number of factors there are no relevant statistical data. Out of the total number of premises surveyed 51.2 per cent are located in the premises owned by the city. The majority of those premises are located in the city centre, where 83.3 per cent of premises interviewed are located in the premises owned by the city. Entire statistic on the owner's structure in the Ilica street is not available. Also there are no data on the size of premises so the only data can be gathered by observation, and those results are highly doubtful.

In the attempt to revitalize city centre areas European countries have developed different programmes such as Urban development policy, Stedelijke Herstructurerung, Politique de la Ville et Development Social des Quartiers etc.

British department of environment developed a four A's framework in order to compare the existing conditions with measures necessary. (Thomas, Bromley, 2003., Balsas, 2000.) This framework was accepted by some other countries.

Four A's are:

- Accessibility
- Attractions
- Amenities
- Action

Accessibility means accessibility of the main street by pedestrian and public transportation. Mobility and accessibility linkages are necessary. In Zagreb, like in many other European cities there is a huge problem of parking and especially short term parking. One has to solve the problem of shortage of parking spaces, expensive garages etc. One also has to secure accessibility of delivery vehicles and vehicles of disabled people.

Attractions – crucial are correct tenant mix and pleasant shopping environment. One has to answer the question what draws in the customers. Problem of Ilica street are old, unattractive establishments, uneducated personal etc.

Amenities – one has to ensure pleasant environment. A place has to be pleasant and one has to find a way to compete with advantages of shopping centres such as safety, protection from weather elements, good illumination, restrooms etc.

Action – a goal is to create a liveable and successful city centre.

City of Zagreb master plan developed by the Institute for spatial planning of town development and environmental protection, among other things establish measures for development and regulation of habitat. General Master plan stipulates rebuilding recommendations for the backyard area of Ilica street between the main square (Trg bana Josipa Jelačića) and Britanski trg. According to the master plan backyards can be restored, renovated and rehabilitated. New building is permitted only exceptionally for the purposes of public and social purposes. (NN 14/2003). Master plan gives only recommendations which need further development and concretization.

For the time being there is no cooperation between private and public sector. Survey showed that there is no cooperation between premises themselves. All premises run their businesses solely without common policy which would promote Ilica as a retail and business street. Marketing is done by owners, and tourist office that creates marketing strategies in all major European cities in Zagreb plays minor role promoting only historically important buildings without any rounded strategy which would promote Ilica as a destination of retail tourism.

The main goals of revitalization of Ilica street could be grouped in following categories:

- renovation of facades
- renovation of public infrastructure depending on the zone
- improving accessibility for certain means of transportation
- improving parking conditions
- integral promotion.

CONCLUSION

The main goals of the paper were to determine the structure of business activities in the Ilica street, research a level of satisfaction of business premises with the infrastructure and a level of cooperation among business premises. Mapping revealed a dominance of retail with 57.1 per cent of total number of business premises. By moving away from the city centre types of activities and their structure are changing and the number of business premises is falling.

48.8 percent of premises interviewed are satisfied with the location of their premises and 44.2 per cent of premises are entirely satisfied with their location. Percentage of premises satisfied with their location depends on the zone of their location and even more on whether they are located on the main street or in the backyard. The biggest advantages and disadvantages of their location also depend on the zone and main street – backyard location. The biggest advantage of location is accessibility and location near the city centre. Disadvantages depend on the zone of the location of premises. For premises in the first zone biggest disadvantage is a lack of parking space. By moving away from the centre biggest disadvantage becomes location far from the city centre. Advantages and disadvantages also depend on the activity of the premises.

In general, 72.8 per cent of interviewees are satisfied with the infrastructure. Percentage of satisfaction with the particular element of infrastructure depends on the zone of location and main street – backyard location. In general interviewees are not satisfied with the parking spaces and illumination and are mostly satisfied with electricity supply and water supply. 46.5 per cent of interviewees are less than satisfied with the general state of their neighbourhood, and following 32.6 per cent are relatively satisfied. This points to the fact that satisfaction with the infrastructure and location is not highly connected with the satisfaction with the state of the neighbourhood. Regarding the location of the premises dissatisfaction with the state of the neighbourhood is higher among the premises located in the backyard.

In general, cooperation among premises in the neighbourhood is hardly present since 98 per cent of the premises interviewed have no contact with their neighbours. Despite the fact that a large percentage of premises think that state of the neighbourhood has a negative impact on their business and 53.4 per cent of premises interviewed thinks that cooperation is not needed. A low percentage of interviewed who think that cooperation on the common business politics is needed points to the fact that with this structure of business premises city centre will unlikely become competitive to the shopping centres whose major strength is a common management policy.

There are number of factors that cause the process of closure of business premises in the city centre. Those specific for counties in the process of transition are rise of competition by opening of foreign shopping centres and other business premises, problems of unsettled owner relationships as a result of the process of denationalization. Mapping determined existence of 161 closed business premises. Ilica street is characterized by spatial concentration of closed premises. Very often there are several closed premises in the neighbourhood or in one backyard. This confirms ground thesis that closure of one premise in the area affected by dilapidation raises a likelihood of deterioration of other buildings.

In the total number of premises of the certain activity crafts have a largest percentage of closed premises. Reason for that are high rents and high advertising expenses. High expenses of advertising are a big problem of small retail outlets, crafts and professional and personal services located in the backyard.

In the structure of retail outlets the highest percentage of closed outlets are garment outlets, food stores and technical equipment outlets. Large number of closed food stores and technical equipment outlets is, among other things, a result of the process of suburbanization of retail.

An answer to the question of how to revitalize a city centre area and especially backyard area is very complex. Many cities have developed different programmes of revitalization and renovation. By putting together different financing sources, promotion activities and by developing common business policies they have created a complex scheme of revitalization of city centre areas. Unfortunately for the time being there is no such document and advertising is in the hands of business premises. The city of Zagreb master plan gives general measures for renovation of certain areas but those are only recommendations which need further development and concretization. Detail renovation plan and rounded policy of renovation of certain parts of Ilica street and especially backyard areas is needed.

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SAŽETAK

Poslovne funkcije i problem zatvaranja poslovnih objekata na primjeru ulice Ilice u Zagrebu

Martina Jakovčić

Posljednjih 15-ak godina razdoblje je značajnih promjena funkcija pojedinih dijelova grada. Decentralizacija trgovine te proces tranzicije imaju za posljedicu promjene u funkcijama pojedinih dijelova grada. U isto vrijeme trend otvaranja brojnih novih domaćih i stranih trgovačkih centara, hipermarketa i ostalih oblika trgovine uvjetuje relativno smanjivanje broja trgovačkih objekata u središnjim dijelovima grada. Prvi dio rada čini istraživanje promjene funkcionalno – prostorne strukture Ilice. Pri tome se polazi od istraživanja promjena poslovnih funkcija ulice Ilice udaljavanjem od središta grada. U sklopu istraživanja anketnim istraživanjem dobiveni su podaci o vlasničkim odnosima, zadovoljstvu vlasnika i upravitelja lokacijom poslovnog objekta, zadovoljstvu postojećom infrastrukturom te viđenje utjecaja decentralizacije poslovnih, a posebice trgovinskih funkcija na njihovo poslovanje.

Drugi dio istraživanja usmjeren je na proces zatvaranja poslovnih objekata u središnjim dijelovima grada. Polazak za istraživanje bila je suprotna teza od teza tzv. spill over efekta. Istraživanje pokušava utvrditi da li propadanje jednog objekta u području zahvaćenom propadanjem dovodi do povećanja vjerovatnosti zatvaranja okolinih objekata.

U ukupnoj strukturi poslovnih objekata izrazita je dominacija trgovine koja čini 57,1% ukupnih objekata. Na drugom mjestu su profesionalne usluge s 15,4%. Udaljavanjem od središta mijenja se vrsta poslovnih objekata te njihova struktura. U prvoj zoni čak 64,5% objekata su trgovine. U drugoj zoni nastavlja se dominacija trgovina. Treću zonu karakterizira najmanji udio trgovačkih objekata koji iznosi 39,8% od ukupnog broja objekata. Četvrtu zonu karakterizira dominacija trgovine s 63,3% objekata, no pritome se ističe visoki udio trgovina s građevinskim materijalom, za razliku od vrsta trgovina dominantnih u ostalim zonama.

Od ukupno anketiranih 21 sugovornik (48,8%) relativno je zadovoljno lokacijom na kojoj se nalaze, a čak 19 sugovornika (44,2%) u potpunosti je zadovoljno lokacijom objekta. Najveći udio zadovoljnih lokacijom nalazi se u prvoj zoni. No u toj zoni se nalazi i jedini anketirani koju nije zadovoljan lokacijom na kojoj se nalazi. Najveća prednost i nedostatak lokacije ovisi o zoni u kojoj je objekt smješten. Udio anketiranih koji su zadovoljni povezanošću s centrom grada raste približavanjem centru. Istovremeno udio zadovoljnih povezanošću s ostalim dijelovima grada smanjuje se udaljavanjem od centra.

72,8% ispitanika općenito je zadovoljno infrastrukturom. Udio zadovoljstva pojedinim elementom infrastrukture ovisi o zoni lokacije objekta te da li je objekt smješten u dvorištu ili u uličnom lokalu. Najveći broj anketiranih zadovoljan je opskrbom električnom energijom i opskrbom vodom. Najveće je nezadovoljstvo uređenošću i brojem parkirnih mjesta, nakon čega slijedi nezadovoljstvo rasvjetom te uređenošću nogostupa.

Treći dio ankete propituje stavove o suradnji između poslovnih subjekata u susjedstvu te stavovima o potrebi za takvom suradnjom. Više od 55% anketiranih smatra da izgled susjedstva utječe na njihovo poslovanje, a posebice ukoliko je susjedstvo zapušteno i u propadanju. Anketirani svoj stav argumentiraju izbjegavanjem pojedinih dijelova grada zbog njihove neprivlačnosti ili nesigurnosti. To se posebno odnosi na dvorišne lokale.

Suradnja među objektima u susjedstvu ne postoji, a čak 98% anketiranih ne ostvaruju nikakvu suradnju sa susjednim objektima dok njih 53,4% smatra da takva suradnja nije potrebna. Nizak udio anketiranih koji smatraju da je potrebna suradnja na usklađivanju zajedničke poslovne politike ukazuje na činjenicu da će u ovakoj strukturi poslovnih objekata središnji dio grada teško ostvariti konkurentnost u odnosu na trgovačke centre čija je jedna od velikih prednosti upravo zajednička koordinirana politika upravljanja poslovnicama u centru.

Brojni su faktori koji utječu na zatvaranje poslovnih objekata u središnjim dijelovima grada. Među faktorima koji su specifični za tranzicijske zemlje svakako su povećanje konkurencije otvaranjem poslovnih objekata stranih prodajnih lanaca te problemi uzrokovani nerješenim imovinsko – pravnim odnosima nakon denacionalizacije. Kartiranjem je utvrđeno da je u Ilici zatvoren ukupno 161 poslovni objekt. Ilicu karakterizira prostorna koncentracija zatvorenih objekata. Nije rijedak slučaj da se u neposrednom susjedstvu nalazi više zatvorenih objekata. Također u jednom dvorištu često je zatvoreno i nekoliko objekata. To potvrđuje polaznu hipotezu da zatvaranje jednog objekta u prostoru zahvaćenom propadanjem povećava vjerojatnost zatvaranja okolnih objekata. Ukoliko se promatra udio zatvorenih poslovnih objekata u ukupnom broju objekata određene djelatnosti tada je najviši udio zatvorenih obrta.

Odgovor na pitanje kako revitalizirati središnji dio grada, a posebice dvorišne zone vrlo je složen. U Zagrebu za sada ne postoji takav dokument, a promocija je prepuštena samim vlasnicima objekata. Pomoć uprave grada nedovoljna je za obnovu svih objekata te se prednost daje objektima od kulturnog i povijesnog značaja. Generalnim urbanističkim planom utvrđene su mjere uređenja i obnove, no to su samo opće smjernice. Potrebna je detaljna razrada te cjelovita politika obnove i revitalizacije pojedinih dijelova Ilice a posebice dvorišnih zona.

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