ASSESSING SHOPPING MALL LED URBAN RESTRUCTURING IN LUSAKA: LOCATION FACTORS AND KEY ACTORS

By

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A Dissertation Submitted to the University of Zambia in Partial Fulfilment of the Requirements of the Degree of Master of Science in Spatial Planning

THE UNIVERSITY OF ZAMBIA

2023; LUSAKA

DECLARATION

I, **ABISHAI MUSONDA** student number **2017014674**, do hereby declare that this dissertation is my own work to the best of my knowledge and that it has never been produced or submitted for any degree, diploma or other qualification at the University of Zambia or indeed any other university for academic purposes. I further declare that all other works of people used in this research have been duly acknowledged.

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APPROVAL

This dissertation by **ABISHAI MUSONDA** has been approved as fulfilling the requirements for the award of Master of Science Degree in Spatial Planning by the University of Zambia.

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DEDICATION

To Ruth Phiri Musonda and our children Josiah Mwape Musonda and Joanna Mutenda Musonda

ACKNOWLEDGEMENTS

My initial thanks go to my supervisor, Dr. Douty Chibamba for his constant timely advice, support and sacrifices they made in order to see the completion of this dissertation. I am really grateful and pray that God will continue blessing you so that you continue extending your advice and help to more students.

My other special thanks goes to the members of my class, Msc. Spatial Planning, (2017-2019). They made studying at UNZA easy.

Special thanks go to my family members. Putting everyone's name would result in a voluminous document but you know you are special to me. Thank you for your love and support.

I extend my gratitude to the Ministry of Local Government for providing the scholarship for my study.

ABSTRACT

The aim of the research was to examine the factors that determine the location of shopping malls and the resulting urban restructuring that has taken place in Lusaka. It was guided by three objectives; to evaluate the factors that determine the location of shopping malls; to identify the key actors in the location of shopping malls; and to assess the urban restructuring that has taken place. Interview guide was used to collect data from 28 shopping mall owners and 3 officials from LCC, ZEMA and MLG purposively selected based on their job description, experience and knowledge on the research topic. The resulting data was categorized, tabulated and analysed using content analysis. In terms of factors that determine the Location of shopping malls in Lusaka, the study identified five factors; plot size, access to major roads, market area, demographics and distance between shopping malls. The study established that these factors are well known by the developers and not the institutions that are mandated to regulate the process. In relation to actors, the study identified the following; the developers, ZEMA, LCC and MLG as the main stakeholders in the location of shopping malls. The findings further revealed that most shopping malls are driven by the developers who lack planning professional expertise. The developers have high interest and high power to drive the process of location of shopping malls. Their interest is making sure that they get approval of the potential site they have identified with or without following the planning regulations. With regard to the urban restructuring, the study finds that twenty-eight sites that were formerly used as small shops (such as hardware, mechanical workshop and grocery), Greenfields (playground, burial site, vegetation cover) and police post/council offices have been replaced by shopping malls. These shopping malls have changed the aesthetic beauty of the sites. The study further established that most of the urban restructuring has been done on sites that were initially earmarked for small shops. In conclusion, the study has revealed that the location of shopping malls in Lusaka is been driven by developers to suit their interests. The Ministry of Local Government and Lusaka city council is only managed these decisions administratively. In addition, location of shopping malls are products of inadequate legislation, weak enforcement and lack of shopping mall policy. Therefore, the study recommends that the enforcements of the existing laws should be strengthened by ZEMA, LCC and MLG. In addition, a shopping mall policy that will fully regulate the location of shopping mall should be developed by MLG. This would help decision makers to address the social, economic and environmental concerns associated with shopping malls.

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ACRONYMS

CBD	Central Business District
ULI	Urban Land Institute
EIA	Environmental Impact Assessment
EMA	Environmental Management Act of 2011
EPB	Environmental Project Belief
ICSC	International Council of Shopping Centers
IDP	Integrated Development Plan
LCC	Lusaka City Council
MLG	Ministry of Local Government
TCPA	Town Country Planning Act
UNZA	University of Zambia
URPA	Urban and Regional Planning Act, No. 3 of 2015
ZEMA	Zambia Environmental Management Agency

CHAPTER ONE
ITRODUCTION

This chapter provides the origin of shopping mall from three perspectives the western world, Africa and Zambia. The chapter further provides research problem, the aim of the study, objectives and research questions that guided the study respectively. Then concludes with significance of the research by explaining the potential use of the research product.

1.1 Background

In many developed countries, the concept of shopping mall became popular during the 1950s and early1960s when business declined in many Central Business District (CBD). During this time, shopping malls have become a popular way to build retail and it has since then dramatically reshaped retailing across the world (Carter, 2009; Kajalo and Lindblom, 2010). For example, the first shopping mall, as we know them today, was introduced in the USA during the 1950s and it has been estimated that there are currently almost 91,000 shopping mall in the USA (Berman and Evans, 2010).

In Africa, the first shopping mall, situated in Johannesburg city South Africa was Sandton Mall opened in 1973 (Cloete and Skinner, 2002). In contrast with other African countries, South Africa has seen unprecedented growth in the demand for shopping mall retail space during the past 15 years, resulting in a significant shift in shopping focus from CBDs to suburban areas (Uys, 2009). In the five-year period between 2006 and 2010, South Africa recorded the highest boom period ever in terms of shopping mall development, with the total amount of new retail space built over this period being an incredible 2.8 million square meters (Muller, 2009). Since 2007 alone, South Africa's total of shopping mall bigger than 30,000m^2 has surged by 50 percent, from 88 to 131. Currently, South Africa has approximately 1,619 formal shopping mall, ranging from 1,000m^2 up to almost 150 000m^2. These malls represent approximately 17 000, 000m^2 of an estimated 37,000,000m^2 of all retail facilities in South Africa (Prinsloo, 2010).

Originally, retailing in Zambia was predominantly conducted in traditionally constructed marketplaces and small stand-alone neighborhood stores such as shopping complex, kiosks, open markets among others. However, during the past 19 years, they have been a change in the retailing markets systems from the traditionally constructed markets to a modern type – shopping malls. These Shopping malls have drastically changed the urban landscape, resulting in substantial urban restructuring in areas were these facilities have been built (Cheng and Yu, 2007; Mohamed, et al., 2015). This drastic change typically involves coalition of public and private actors that play complementary roles in promoting investments in locales that have been sites of disinvestment, rendering these geographies ripe for economic development and profit making (Fraser and Kick, 2014; Carbonaro and D′Arcy, 1993). However, decision making in urban restructuring is a complex process that often occurs intuitively and lacks application of rational weighting methods. Often enough it occurs that the local government and the private sector will initiate a restructuring process such as roads construction, housing projects and shopping malls with limited knowledge and expertise in appraising the complexity of the restructuring task and the risks involved to the community (Fraser and Kick, 2014).

Despite the benefits mentioned above, making decisions on where to locate shopping malls is a very complex process bearing high responsibility. The specific problems of locating a shopping mall in urban areas have become a topic of interest in the last decade of the twentieth century (Trubint, et al., 2006). Such problems include conflicts in the land use pattern, increase in traffic flow contributing to traffic congestion and disadvantaging our local business (Nchito, 2006). Therefore, this research examine the factors that determine the location of shopping malls and the resulting urban restructuring that has taken place in Lusaka.

1.2 Problem Statement

Since 1999, Lusaka city has experienced unprecedented rise in the number of shopping malls (Nchito, 2006; Miller, et al., 2008). The rise is as a result of an increase in affluence and investment opportunities in Lusaka city (Reimers and Clulow, 2003; Kaplan, et al.,2004). These shopping malls have brought benefits that include employment for locals, recreation facilities, easy access to goods and services.

However, the extent to which the key actors follow planning laws and regulation that determine the location of shopping malls appeals to be controversial, given the instances where local residents have resisted to the development of the shopping malls. Some of such conflicts between the local residents and developers are highlighted in the local media: (1) *Lusaka residents ready to block construction of St Mary's Shopping Mall* (Times of Zambia Newspaper, July 6, 2015); (2) *Clement Tembo filed in an injunction in the Lusaka High Court to restrain the new owners of the controversial looters land from developing a shopping mal*l (Times of Zambia Newspaper, January 8, 2017).

Despite these conflicts highlighted in the foregoing, the city of Lusaka has seen an increase in the number of Shopping malls within the short period of time. This raise a question as to how these shopping malls continue to be constructed even in the face of resistance from the local residents. This brings a key question about the factors that determine the location of shopping malls and the actors behind them.

In addition, a review of literature indicates that research on this phenomenon has been relatively scarce. Most of the work in this area has focused on the motivations of consumers for patronage of retail shopping centers. Early researchers, (Dommermuth and Edward, 1967; Bloch, et al., 1994) considered the reduction in consumer interest in shopping and its implications for retailers. Cox, et al., (1970), investigated the impact of driving time on shopping center preference. In more recent studies years, studies have been done on shopping malls from marketing perspective, consumer perspective, managerial perspective, retail managers perspective and tenants perspective (Brockman, et al., 2002; Trubint, et al., 2006; Kushwasha, et al., 2017; Kumar, 2016; Mohamed, et al.,2015). Despite this progress, much remains unknown about the assessment of shopping malls led urban restructuring in Lusaka. This is particularly interesting especially that Lusaka has seen an increase in the construction of shopping malls since 1999 up to date.

1.3 Aim

The aim of the study is to examine the factors that determine the location of shopping malls and the resulting urban restructuring that has taken place in Lusaka.

1.4 Objectives of the Study

i. To evaluate the factors that determine the location of shopping malls.
ii. To identify the key actors in the location of shopping malls.
iii. To assess the urban restructuring that has taken place.

1.5 Research Questions

i. What factors determine the location of shopping malls in Lusaka?
ii. Who are the key actors in the location of shopping malls in Lusaka?
iii. What urban restructuring has taken place in Lusaka?

1.6 Significance of the Study

The findings may be used to improve on the existing factors if any or may provide a basis to come up with new ones that may be considered when locating shopping malls. In addition, this can act as a basis to develop a policy on factors that determine the location of shopping malls, which would help decision maker's systematically select optimal locations and further help to address the social, spatial, economic, ecological and environmental concerns associated with the location of the shopping malls.

1.7 Organization of the Dissertation

This dissertation is divided into six chapters. Chapter one presents the basis for the study. Chapter two provides the relevant literature review on the concepts of shopping mall, location theories and the urban restructuring, while Chapter three describes the study area in terms of the location and size, population, administration, and socio-economic activities. Chapter four provides the research methodology employed in terms of research design, sample size and sampling procedure, data collection methods, data presentation and analysis and limitations. The study findings are presented and discussed in chapter five from a perspective that focuses on the location factors of shopping malls, the actors and urban restructuring that has taken place. The sixth chapter looks at the conclusion and recommendations arising from the findings and discussion in Chapter Five.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter explores the origin and concept of shopping mall and urban restructuring in order to provide a framework through which to ground the research. The chapter is divided into four sections. The first section provides insights into the conceptual definition of shopping malls. Section two provides the factors that determines the location of shopping malls. The third section reviews the key actors in the location of shopping malls. This is followed by assessing the urban restructuring that has taken place. This subsequently leads to knowledge contribution, summary of the chapter and assessment framework.

2.2 Conceptual Definition of shopping mall

The definition of shopping mall by two most recognized organizations, namely the International Council of Shopping Centers (ICSC) and Urban Land Institute (ULI). According to the ICSC (2004), shopping mall is defined as; *A group of retail and other commercial establishments that is planned, developed, owned and managed as a single property, with on-site parking provided" (*ICSC, 2004;1).

According to ULI, in. Kramer et. al, (2008:9), a general definition of the shopping mall is

> *A group of architecturally unified commercial establishments built on a site that is planned, developed, owned, and managed as an operating unit related by its location, size, and type of shops to the trade area that it serves. The unit provides on-site parking in definite relationship to the types and total size of the stores.*

Other scholars view shopping mall as a planned, developed, owned and managed single property, with on-site parking provided (Nelson, 1958; Berman and Evans, 2010; Goedken, 2006; Levy and Weitz, 2009; Kotler and Armstrong, 2006; Pitt and Musa, 2009; Kramer et al, 2008; Kotler and Amstrong, 2012). It is worth observing that, the main characteristics of shopping malls by the authors still cannot be considered complete, especially since through the years, many different shopping center types were created and several various classifications were elaborated. Therefore, this study conceptualizes shopping mall as a group of architecturally unified commercial establishments built on a site that is planned and centrally managed as a single-entity with at least an anchor tenant and on-site parking.

2.3 Location factors

The importance of location of shopping malls has been highlighted by many researchers, academicians and practitioners to understand the importance of retail location in achieving success. In today's highly competitive environment, choosing the correct site location for a shopping mall ranks amongst the top factors in determining that shopping mall' success or failure. According to Jones, K. and Simons, J., (1990) retailers can "attack uncertainty and increase the odds of survival by improving their sources of information.

Site location analysis is based on the founding fathers of location science. It begins with Pierre de Fermat that later inspired the solution to finding a central median location; then followed by Johann H. von Thunen theory, who in 1826 proposed a model for evaluating agricultural patterns that analyzed land rent for agricultural commodities and by Walter Christallers' Central Place Theory (Christaller, 1966) that involves the importance of proximity of goods and vendors, and the notion of threshold concept. The Central Place Theory (CPT) suggested that if consumers have to decide where to shop among similar stores, they will select the nearest available store to get their products (Losch, 1954; Christaller, 1966).

However, Central Place Theory (CPT) created controversy because markets in retailing overlaps without strict boundaries. Therefore, shoppers may travel a bit further to get a cheaper price and subsequent sales price savings may pay for the additional transport cost. Interestingly, there is no certainty about shoppers' choice, as there are many aspects that may change their decisions. In addition to distance or travel time, shoppers consider other attributes of shopping malls when deciding. Huff (1963) introduced an alternative approach, which is called the spatial interaction model. The model suggested consumers will patronize particular stores or shopping malls not only as a function of distance or travel time to these locations, but also of the attractiveness of locations.

Hotelling (1929) developed the heterogeneous and homogeneous retail agglomeration theory from central place theory and minimal differential theory. The study about the homogeneous cluster of retailers contributed mostly to this theory, and the minimal differential theory, which also gained attention for comparison shopping theory. In the background of this theory lies the concept of customer utility maximization. According to this, not just retailers having a heterogeneous product range can benefit from clustering, choosing one site, but also retailers offering a homogeneous product range, provided that these are noticeably differentiated. Eaton and Lipsey (1979) on the basis of comparison shopping, demonstrated that these homogeneous clusters have positive effects on retailers who offer homogeneous products.

Alonso (1964) developed a Bid rents theory. In here the patterns of urban land use is determined by land values related to transportation costs. It states that different land users will compete with one another for land close to the city centre. This is based upon the idea that retail establishments wish to maximize their profitability, so they are much more willing to pay more for land close to the CBD and less for land further away from this area. This theory is based upon the reasoning that the more accessible an area (i.e., the greater the concentration of customers), the more profitable.

However According to Chhabi, (2019), the bid-rent theory gives emphasis on the direct relation between transport cost and land use intensity which is not exactly applicable in all urban spatial pattern of modern times. Other aspects like physical, resources, accessibility, multiple service centers are the determining factor of urban land use. So, the exact concentric pattern is rarely found. Bid rent theory does not directly lead to an operational model for land use and land prices. It relies strongly on an analysis of the market, market prices and bids actors which are valuable information for sustainable land use planning and management.

Webber (1972) developed further Hoteling’s model by bringing a risk variable into it, and demonstrated that customers, in order to reduce the insecurity of finding the product they are searching for, prefer groups of retailers brought together in one place. As comparison shopping theory gained ground, many studies, researches placed more and more emphasis on customer habits (Bucklin, 1967) or on the variety and assortment of products (Nevin and Houston, 1980). Nevin and Houston (1980) demonstrated that the product range counts for more than 50% in the changes of shopping center sales. They demonstrated also that the presence of secondary competitors within a shopping center has a positive and significant relationship with the incomes of the given shopping center and its return on asset.

All these results are consistent with Hirschmann's (1978) model who by examining the structure of retail industry, reached the conclusion that competition is primarily concentrated between the stores on the same level, therefore stores operating on different levels do not compete with each other, but actually reinforce each other through symbiosis. Further developing this line of thought, Miller, Reardon et al. (1999) took into consideration retail structure and distinguished inter store type, intra store type and inter store categories competition, depending on whether we analyze competition between specialized stores with narrow or wide product ranges or general retailers.

The effects of competition are examined through the viewpoints of two theoretical schools: the symbiotic (mutually good) and the Darwinist (survival of the fittest). In the end, they reached the conclusion that the inter type and inter category competition can have beneficial effects, for example the smaller specialized stores stay alive and operate successfully next to big general retailers. They only associate Darwinist, negative effects to intra type competition, which they describe as a zero-sum game. According to West et. al (1985), a well-planned shopping center, with an adequate retail mix, may have positive agglomeration effects for non-anchor retailers. Eaton and Lipsey (1982) draw attention to the developers' price-competition avoiding behavior by limiting the entry of low level retailers into the shopping center in favor of high-level homogeneous retailers, and facilitating comparison shopping in doing so.

2.4 Case Experience

Mohamed, et al., (2015) identified population density as the most important factor that effects the locations of shopping malls. According to his study, the estimated population should be more than 14,000 in the district. In addition, the study showed that the high-density areas are preferable because of the large numbers of people.

In the same study, the factors determining the location of shopping malls were compiled by Mohamed, et al., 2015, based on different theories from different scholars and a meeting with the local authorities (Bakri Abd Al Raheem and Laila Al Rashidi) in Al Ain city. It was from this meeting that factors for location of shopping malls were developed for the city of Al Ain as shown in Table 1 (Mohamed, et al., 2015).

Addationaly, Mohamed, et al., (2015) says that the distance between shopping malls is a very important factor in the distribution of the existing shopping malls. He come up 4000m as a minimum distance between shopping malls using the method of Euclidean. On the other study, main roads were said to be the main factors in the location of shopping malls (Ahmed, et., al. 2013).

Other scholars in their studies identified the following as factors; population demographics and it trends in the trading area, traffic count, driving time to the site, visibility, competition in the trading area, plot size, demands coverage, incomes coverage (Cheng and Yu, 200; Realtors Real Estate School, 2014).

Table 1: Factors determining the location of shopping malls in Al Ain City

Factors	Criteria	Sources
Population	>14,000 population	(Mohamed, et al., 2015)
Vacant land	>0.092km ^{2}	(Mohamed, et al., 2015)
Existing shopping malls	Far enough from existing shopping malls (4000 m)	(Mohamed, et al., 2015)
Road	250 meters buffer for major and arterial roads	(Sen, et al., 2013)
Police station	Buffer 1000 to 2000 m	(Ahmed, et al., 2013)
Fire station	Buffer 1000 to 2000 m	(Sen, et al., 2013)
Land use	Buffer from 50 m to 1000m:	(Mohamed, et al., 2015)
Elevation	Classification	(Jeong, et al., 2013)
Airport	Buffer 4000m	(Cox, 1986)

Source: (Mohamed, et al., 2015; page 79).

2.5 South African perspective on factors that determine the location of a Mall

Shopping malls today are more complex in terms of size, type and characteristics. This situation has contributed to the confusion as to shopping mall identities (Musa and Pitt, 2009). A distinction between the different types of shopping malls from a South African perspective is done according to size criteria and location criteria as shown in Table 2. This is done by primarily using the latest South African classification by Prinsloo, 2016.

Table 2: Size criteria of different types of shopping mall in South Africa

SN	Types of mall	Size of mall (m^2)	Size of land (ha)	Average radius of primary trade area	Access requirements
1	Small free standing and convenience	500 -5 000	0.15 – 1.5	1 – 1.5 kilometers	Suburban street or minor collector road
2	Neighborhood	5 000 – 12 000	1.5 – 3.6	1.5 - 2 kilometers	Major collector road
3	Community	12 000 – 25 000	3.6 – 7.5	2.5 – 3 kilometers	Major arterial road
4	Small regional/ Large community	25 000 – 50 000	7.5 - 15	3 – 5 kilometers	Major suburban arterial road linking to a highway
5	Regional	50 000 – 100 000	15+	5 - 8 kilometers	Major arterial road, usually a provincial road linking to a national road
6	Super regional	Bigger than 100 000		10+ kilometers	Major arterial road, usually a provincial road linking to a national road

Source:(Prinsloo 2016/Author 2019)

2.5.1 Small free standing convenience malls

This retail facility aims at satisfying the local needs of the residents within one or two adjoining suburbs. Such a facility could be a single building or a number of buildings located in close proximity to each other to provide a single destination. These malls are usually located on collector streets in suburbs. Most of these malls require customers to get to the mall by car, but are often also located within walking distance of a large proportion of the local population. The close proximity of a taxi rank will add to the market strength of a convenience mall.

2.5.2 Neighborhood malls

This retail facility aims at the suburban level with a larger impact than the local convenience mall. These malls usually service the surrounding neighborhood within a 2 km range but can also play an intercepting role for passing traffic to other suburbs. These malls are usually located on major collector roads in suburbs or township areas offering high visibility and accessibility to passing traffic intended for the suburb(s) in the immediate vicinity.

2.5.3 Community malls

These malls are large than neighborhood malls and they are in between small and large malls. These malls are located on main arterial roads which are accessible from a number of suburbs located in the area. The site must offer high visibility to passing traffic and accessibility to the residents in this area.

2.5.4 Small regional malls/large community malls

This retail facility offers a wide variety of stores and is bigger than a community mall. Good regional accessibility and the site must offer high visibility to passing traffic and easy accessibility to residents in the community/region.

2.5.5 Regional Malls

This is a large retail facility offering a wide variety of stores, sufficient parking facilities and a significant entertainment component. Major arterial roads, usually provincial roads linked to a national road offering very high accessibility and visibility. Provision should be made for enough vehicle stacking space from the highway to prevent queuing and traffic obstructions.

2.6 Actors in the location of shopping malls

The study on “Anatomy of shopping center” in Chicago city identified the municipal government, the state agencies and the developers as the key actor in the location of shopping malls (Realtors Real Estate School, 2014). Other scholars such as Mohamed, et al., 2015 also identified the municipal government as the key actors in the location of shopping malls. The mandate of the municipal government is to select the site for a shopping mall following the Municipal governments existing master plans for development of areas within their jurisdiction and put under developers control. The state agencies regulate, review and approve real estate project plans and ensure that the criteria above have being met. After the regulatory agency reviews the developer’s summary of the ecological and environmental impact of the proposed center, the regulatory agency mayor may or may not issue construction and operating permits and licenses for the development. The developer may or may not be required to make changes in plans to gain the permits and licenses in order to proceed with the project (Realtors Real Estate School, 2014).

Shopping centers are built by developers and are sold to the institutional investment community. The core business of a shopping mall is therefore above all, an investment. Most of the malls are life insurance companies and big pension funds (Musa and Pitt, 2009). In South Africa a great deal of the estimated 1 300 shopping mall is also owned by pension funds and life insurance companies (Muller, 2009).

2.7 Urban restructuring

Even though there is no single prescribed form, urban restructuring is a widely experienced phenomenon (Roberts and Sykes, 2000). Robert (2000) defined urban restructuring as a comprehensive and integrated vision and action which leads to the resolution of urban problems and which seeks to bring about a lasting improvement in the economic, physical, social and environmental condition of an area that has been subject to change. Hall (2006) considered urban restructuring as a ‘proactive set of interventions designed primarily to ameliorate against the negative consequences of urban decline’.

The process of urban restructuring is not just limited to a certain geographical territory, it has been widely used in different contexts, for example, the United

Kingdom (Hall 2002; Guy 2007; Tallon 2010), Romania (Alpopi and Manole 2013), Japan (Sasaki 2010) and South Africa (Muller, 2009; Prinsloo, 2010). Apart from being scattered geographically, it uses different sectors as a means of solving the problems which it intends to address. Thus, one may find in the literature, research on culture led initiatives (Dinardi 2015; Gunay and Dokmeci 2012; Tay and Coca-Stefaniak 2010; Wang 2009); housing-led initiatives (Egan, et al., 2015); specific buildings, such as Guggenheim Museum (Plaza, 2000); or events, such as the 2012 Olympic Games in London (Davis and Thornley, 2010).

The urban restructuring efforts aims at redeveloping inner-city neighborhoods. It involves the coalitions of public - private actors and occurs on existing landscapes constituted by residents and their associations. They promote investments in locales that have been sites of disinvestment, rendering these geographies ripe for economic development and profit making. Often this has a governmental component (Fraser and Kick, 2014). The main components of the restructuring package include demolition works and land clearance, public space provision and remodeling as well as freeing land for new construction (Gianni and Eamonn, 1993).

On the other hand, retail has also been used as a means of urban restructuring. This is usually associated with town mall interventions aimed at increasing their vitality and viability following the changes that affected retail and those areas. Retail-led restructuring is seen as an important mechanism to revitalize struggling areas by providing jobs, promoting economic growth and creating attractive places to draw people into the area (Pedro, 2017).

According to Hall (2006), ‘Inherent in all urban restructuring programmes is some articulation of the causes of the problems they are seeking to address’. Thus, in the case of identified problems (such as the commercial environment of declining quality and quantity) within retail and town centers, the solution has been to address them. Therefore, traditionally one the forms of intervention have been the implementation of new retail formats in the town center areas (Guimaraes, 2017). Emery, (2006) highlighted some positive outcomes of this renovation, for example, that it not only enhanced the vitality of the area where the Bullring project was implemented, but also in relation to its surroundings and the added status that Birmingham achieved as a retail destination. Another documented example of a similar intervention was the opening of West Quay shopping center in Southampton in 2000. Lowe's two studies on this shopping center (2005, 2007) confirmed the overall improvement of Southampton in terms of its position in the national ranking of shopping destinations. Furthermore, it concluded that despite increasing the vitality of the area, it focused on the streets closer to the shopping center, assuming the decline of pedestrian flows in other streets (Lowe 2005).

Yet, the dynamics that operate between the general communities and different stakeholders have not received much attention in the literature on urban restructuring. Many of these key stakeholders have agreed that the city government alone is not going to be able to achieve urban restructuring goals, stating that market confidence would need to be built before private developers would be ready to invest their resources and take a risk on the longer term trajectory of the area (Fraser and Kick, 2014).

2.7.1 Retail -led urban Restructuring in Portugal.

In Portugal, urban regeneration has generally been associated with large-scale urbanistic interventions, such as Expo 98, or small-scale interventions in public spaces usually associated with the rehabilitation of degraded buildings. Typically, this was through direct intervention on the public sector or indirectly, when public programmes were put at the disposal of private agents in a bid to boost intervention. In the 1990s – considering the decline in which the majority of Portuguese city centers were experiencing – there was a change in national retail planning policies and the instruments used (Guimaraes, 2017).

For example, in 2011 Lisbon city the capital of Portugal had over 500,000 inhabitants within its municipal border and almost 3 million inhabitants in the wider Lisbon metropolitan area. Three different projects were developed. The Baixa Pombalina, the main traditional center of commerce and services in Lisbon. Located near the Tagus River, traditionally this area represented the most relevant center of commerce in the city. The area was rehabilitated after the 1755 earthquake, which destroyed the pre-existing buildings. The reconstruction of Baixa was achieved following the principle that each street should specialize in a certain product or craft which would be recognized in the name of street. This area represented the old CBD. Since then, CBD has moved north into an axis formed by large avenues. From the 1980s, this area became threatened by new retail formats, such as the Amoreiras shopping center, which opened in 1985, the first with a regional catchment area. At the end of the 19 90s, two major developments accelerated the change in Lisbon’s retail structure. The opening of the Colombo shopping center (with 120,220 m^2 of gross leasable area) in a dense urbanized area within the city boundaries stressed this change. The creation of a new centrality in the eastern area of Lisbon – as a consequence of the renovation of an industrial site to give place to a new multi-sectorial centrality that arise was developed to host the World Expo that took place in Lisbon in 1998 – also stressed this (Guimaraes, 2017).

2.7.2 Liverpool 1 Project - Liverpool City Centre in England

The project area of Liverpool 1 was previously known as Paradise. It previously contained a large portion of non-used land, which was used as a parking lot. The increasing deterioration of the texture of this area and inattention had led to depletion of it. This project is one of the best and most informative projects related to urban restructuring. The aim of the project was improving the quality of the city spaces and surrounding areas, using of city marketing and branding strategies, attention to private sector investment, economic prosperity, job creation and increasing residents’ incomes, legislation, attention to sustainable development and green technologies, physical identity preservation, visual disturbance prevention, participation of NGOs in all phases of the project and designing with respect to the surrounding environment. The project also provided significant opportunities for employment, education and training; so that after the completion, over 5000 permanent job opportunities were provided (Mojtaba & Fatemeh, 2016).

2.7.3 Ciutat Vella — the Old City district in Barcelona

The zone of Barcelona normally referred to as the Old City (Ciutat Vella in Catalan) includes four districts in the municipality, covering an area of 431 ha and totaling an estimated 110,000 inhabitants. Starting in the 1920s, but more intensely since the 1960s, economic decline and physical decay have diffused within the Old City, fueled by the outflow of the wealthier households to higher quality housing in other parts of the city and the disincentive effects of legislation freezing rents on building maintenance (Carbonaro and D ′Arcy, 1993).

However, the implementation of these rehabilitation plans was initially slow and in order to speed up the process the municipality of Barcelona (Ayuntamiento) created a special purpose agency in 1988. This public-private company — Promocio' Ciutat Vella SA (PROCIVESA) — was entrusted with the task of carrying out, on behalf of the municipality and within a period of 14 years, the operations envisaged in the PERI and leading the process of physical rehabilitation and economic regeneration of the area. The Barcelona municipality is the majority shareholder of the company. Other shareholders include institutions with a stake in the economic and social well-being of the area — banks, public utility companies, and local business associations.

According to Carbonaro and D ′Arcy, 1993, the main stated priorities were the following:

- To reduce building density and provide additional public open space;
- To promote the private rehabilitation of buildings and dwellings;
- To help the economic regeneration of the area

The main components of the restructuring package under PROCIVESA's responsibility include demolition works and land clearance, public space provision and remodeling (some 110,000 m^2 of streets, plazas, pedestrian areas) as well as freeing land for new construction; the rehabilitation of buildings to re-accommodate some of the residents displaced by the demolition works; the provision and improvement of urban infrastructure (public utility networks, street lighting, sanitation).

In its first three years, rehabilitation which might have taken a decade or more under the more informal system of integrated rehabilitation areas was achieved (PROCIVESA, 1992). For this initial phase, the property development component is primarily under direct control of the regeneration agency, particularly as the social housing component is very significant, while private investment in property is indirectly stimulated by public space improvements which should result in increased land and property values, making privately financed re-development more likely. The regeneration programme is still in a relatively early phase, but so far has been successfully implemented. Additional beneficial aspects of this first phase include the establishment of Barcelona's. Fourth University in the Old City and the construction of the new museum of modern art as part of the regeneration programme.

With a comparative study of the mentioned examples, it can be concluded that urban regeneration processes emphasize on management, governance, investment and local assets. Another important issue in these processes is holistic development (simultaneously quality and quantity based) in which cultural development is considered as an important underlying factor. In this respect, identifying opportunities and protection of local identity to create the desired image with the aim of increasing the quality of urban life is important.

2.7.4 Stilbaai in South Africa

This experience is one of the most interesting experiences of development in post-apartheid era in South Africa. Stilbaai is a small town with limited population which the most are white race but in the vicinity of another city with mostly black race. This small town is an example of the role of local communities in development of the local economy and meeting the needs of multi-ethnic groups who suffered of racial discrimination for years. Of the most important strategies used in this project, private sector participation, attracting a wide range of domestic and foreign investors, committed local governance, identifying local potentials, developing infrastructure and improving the quality of the environment can be mentioned which was aimed at local economy development. The results of this project was improving the employment opportunities and income, tourism development, raising the city's permanent residents and improving living standards. It should be noted that approaching the target of full employment caused the city becoming one of the most secure places in the country of South Africa. Social polarization also dissipated by facilitating participation and gathering of entrepreneurs from both local communities (Mojtaba & Fatemeh, 2016).

2.8 Review of Policy and Legislation for Location of shopping malls

The analysis involved the review of the following policies and legislation: The Local Government Act, Cap 281; the Urban and Regional Planning Act, No. 3 of 2015 (URPA); the Environmental Management Act, 2011 (EMA); the Comprehensive Urban Master Plan for the Greater Lusaka.

The Local Government Act Section 64 (1) and URPA Section 17 sub section 1 gives mandate to the Minister of Local Government to make regulations or by-laws for any purpose for which a Local Authority is empowered. This purpose may include issues on the general planning guidelines relating to location of shopping malls. However, they are gaps with regards to regulations that guides location of shopping malls. In addition, the URPA Sub section 3 (c) recognize the Integrated Development Plan (IDP) as the principal planning instrument to guide and inform all planning and development in the area of the Local Authority and all planning decisions of a planning authority pursuant to section 19 (3) of the URPA. In addition, section 19 of the URPA gives local authority a mandate to prepare the an IDP, which acts as a basis for making planning decisions such as approval of development plans, sub division and change of land use. On the contrary, Lusaka City does not have the approved IDP instead they are still using the Comprehensive Development Plan approved in 2010. This plan does not reflect the current situation of the greater City of Lusaka. The URPA also provides for coordination with the relevant Ministries, stakeholders and appropriate regulatory authorities. Despite this provision in the URPA, the coordination among the key stakeholders in the location of shopping malls in Lusaka is much to be desired.

The Environmental Management Agency (EMA), the agency mandated of environmental stewardship, review the social, economic and environmental impacts of locating a shopping mall in a particular area and ensure that public consultation is done during the process. This is done through preparation of the Environmental Project Belief (EPB) or Environmental Impact Assessment (EIA) depending on the floor size of the proposed shopping mall. The projects that require EPB must meet the requirement pursuant to the first schedule - regulations 3(2) - examples include projects that are near environmental sensitive areas such as areas of human settlements (particularly those with schools and hospitals). On the other hand, the projects that require EIA must meet the requirement pursuant to the second schedule regulation 7 (2) - includes shopping centers and complexes with 10, 000 m^2 and above floor area.

2.9 Concluding Remarks

From the literature reviewed, its clear that the definition and concept of shopping malls was delivered from United State of America. Years after, South Africa adopted this concept, localized it and further classified the shopping malls. However, in Zambia, literature reviewed shows that Zambian authorities do not have a clear definition and concept of what constitutes a shopping mall.

From the discussion above, it is clear that the location of a shopping mall is the decision linked to the planning of Urban Cities. Furthermore, it is the mandate of the

Municipal Government as the main actor to select the site for a shopping mall following the Municipal Government's existing Master Plans and put under it developers' control. In addition, the Urban Restructuring efforts are aimed at redeveloping City and neighborhoods with the Government, the public and private sectors work together with a common goal. The process is mainly driven by government policy and strongly influenced by political motives at national and local scale. This has led to urban restructuring benefiting everyone within the neighborhood.

The following chapter presents the description of the study area.

CHAPTER THREE

DESCRIPTION OF THE STUDY AREA

3.1. Introduction

This section provides a description of the study area in terms of the location, size, population and economic activities.

3.2 Location and Size

The study area is Lusaka City, the capital city of Zambia with total the land area of 360km^2. It was established in 1905 and declared a city status on 25th August, 1960. (Mulolwa, 2016).

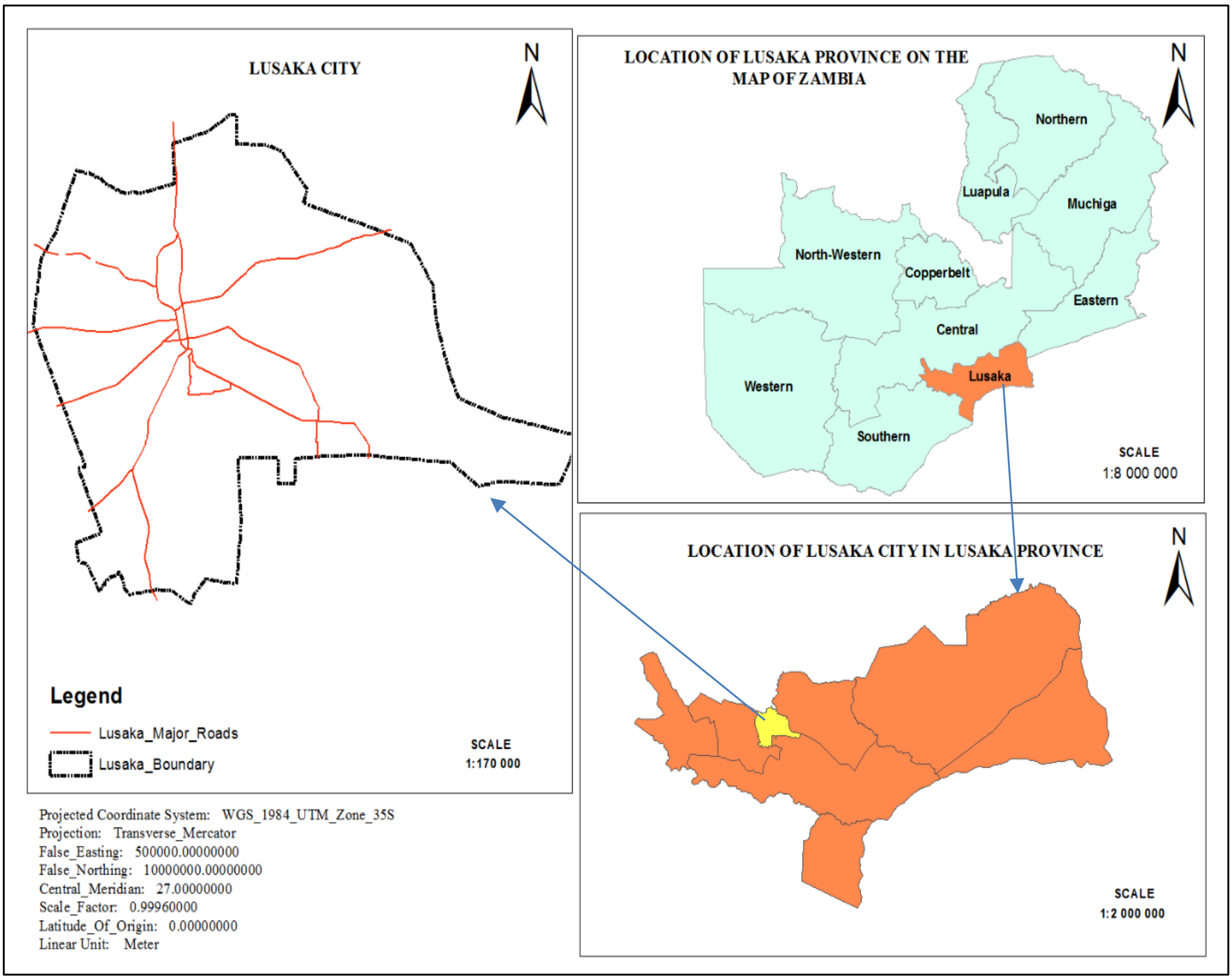


Figure 1: Location of Lusaka
Source: Author, 2019

3.4. Population and Growth/Expansion

The City of Lusaka's total population stands at "1,747,152 accounting for 79.7 per cent of the provincial population" (CSO, 2010: 27). It also shows that the City of Lusaka's annual population growth rate and population density for the inter-censual period 2000 to 2010 are 4.9 per cent and 4853.2 persons per square kilometre respectively. The population is projected to be 2,426,898 and 4,560,560 in 2017 and 2035 respectively (CSO, 2013). The number of households in the district is 371,734. This is obtained by dividing the city's population by the average number persons per household in urban areas of Lusaka province, standing at "4.7 persons" (CSO, 2016:15).

3.5 Economic activities

The economy of Lusaka has become more diversified with its physical expansion and population growth. It has in fact grown from the provision of a few services to commercial farmers who had established themselves around it to provision of higher order services, such as financial and technical services, construction and even manufacturing activities. As the capital city of Zambia, Lusaka also provides services including administrative functions to Zambia as a whole. However, Lusaka also plays a significant role in the country's manufacturing. Most manufacturing enterprises are located in Lusaka and the Copperbelt. Food processing enterprises, such as milling, meat processing and production of essential commodities such as detergents and other domestic chemical products seem to be concentrated in Lusaka. In terms of employment, the service sector is the largest employer of the city's labour force (Mulenga, 2003).

Although the economy of the City of Lusaka is somewhat more diversified than the national economy, like the national economy, it only provides formal employment to a small proportion of its labour force. The Integrated Development Plan for Lusaka, for example, put the number of people in formal employment in Lusaka at 120,233 or 35 per cent of the labour force (V3 Consulting Engineers, 2000). The majority (65 percent) of the city's labour force, therefore, earns its livelihood from informal economic activities, which predominantly consist of unregistered and unregulated small scale non-agricultural economic activities ranging from petty trading to metal fabrication and wood processing. The bulk of the informal economic activities are, however, essentially in trading. The low proportion of the labour force working in the formal sector has a bearing on welfare of the residents of the city and will be discussed in the second section of the paper, which analyses slums and welfare (Mulenga, 2003).

Since 1999, Lusaka has seen the increase of Shopping malls with Manda hill as the first shopping Mall. Since then, the number of shopping malls in Lusaka has increased and still keeps increasing.

CHAPTER FOUR
METHODOLOGY

4.1. Introduction

This chapter outlines the methods used when collecting and analyzing data on the assessment of shopping malls urban restructuring in the City of Lusaka, location factors and key actors. It comprises three parts, namely: research design, data collection methods/techniques and data analysis. The first part justifies the research approach followed. The second part provides data collection methods by providing methodological specifics of sampling procedure, sample size and instruments of data collection. Part three provides details on how the information was analyzed. This is followed by a section on limitations and data validity/reliability.

4.2 Research Design

Welman and Kruger (2001) state that the quantitative approach strives to formulate laws that apply to populations and explains the causes of objectively observable and measurable behavior while the qualitative approach allows the researcher to explore all kinds of unexplained as well as so-called previously explained but misunderstood phenomena.

This research used qualitative approach. The case study approach was used in this study in order to thoroughly examine the factors that determine the location of shopping malls and the resulting urban restructuring that has taken place in Lusaka. The case study was appropriate for this study because it deals with the intricacy and precise nature of the case in question. This helped the researcher to understand the Location of shopping malls in Lusaka in detail using a variety of methods to obtain in depth knowledge.

4.3. Data Collection Methods

Patton (2002) argues that qualitative findings grow out of three kinds of data collection; in-depth, open-ended interviews; direct observation and written documents. In-depth interviews were conducted using a structured interview guideline with open-ended questions to key informants from Lusaka City Council (LCC), Zambia Environmental Management Agency (ZEMA), Ministry of Local Government (MLG) and the developers of shopping malls.

Zikmund (2003) mentions that the interviewer is limited to the questions and how they are asked as well as the order in which they appear on the schedule. A semi-structured approach was followed, which provided flexibility in ensuring that when insightful comments were made through the interview, which were not replying to the question asked, they could be noted under general comments. Google earth software and secondary data (journal articles and government publications related to the research objectives and Environmental Impact Assessments (EIA) were used to learn of the former use of land and direct observation to ascertain current use in order to establish the restructuring that has taken place on sites where shopping malls are. The data collection was carried out between March, 2019 to October, 2019.

4.4 Sampling methods

Purposive sampling method was used to select the informant based on their positon, work experience and knowledge of the research issue (Teddie and Yu, 2007). The study selected at least one from LCC, MLG, ZEMA and 28 developers of shopping malls using the above three criteria.

Table 1: Sampling criteria

S/N	Designation	Organization	Sampling criteria	Sample size
1.	Sales Manager/ Executive Director	Shopping malls	The Manager (Developer)	28
2.	EIA Inspector	ZEMA	Minimum 3 years work experience	1
3.	Planning Officer	LCC-PD	Minimum 3 years work experience.	1
4.	Principal Planning Officer	MLG	Minimum 3 years work experience	1
Total				31

Source: Author, 2018

4.5 Data Analysis

In qualitative content analysis, data are presented in words and themes, which makes it possible to draw some interpretation of the results. The choice of analysis method depends on how deep within the analysis the researcher attempts to reflect the informants' statements about a subject. In turn, this affects the number of informants needed and in the way in which data are to be collected (Burnard, 1991; Polit and Beck, 2006). The researcher has to choose whether the analysis is to be a manifest analysis or a latent analysis. In a manifest analysis, the researcher describes what the informants actually say, stays very close to the text, uses the words themselves, and describes the visible and obvious in the text. In contrast, latent analysis is extended to an interpretive level in which the researcher seeks to find the underlying meaning of the text: what the text is talking about (Berg, 2001; Catanzaro, 1988; Downe-Wambolt, 1992). Reponses from key informants were coded, tabulated and analyzed through multiple responses in which frequencies and cross tabulation analysis was used and findings presented by frequencies and percentages in tables and figures.

4.6 Limitations and Data Validity

The non-availability of Literature on shopping malls for Zambia and for the City of Lusaka that limited the historical perspective of shoppings malls in Lusaka city. Data validity and reliability was provided through interview during the data collection. Secondly, the political situation led some key informants (civil servants) to decline taking part in the study for fear of victimisation, while respondents some developers of shopping malls were apprehensive about giving details of their properties. In this regard, interviewees who participated in the study were assured that the information provided would be used for academic purposes only. Further, all interviewees were assured of anonymity (no names were written or quoted). Furthermore, data validity was enhanced by triangulation as the study employed the concurrent embedded strategy to cross check different data sources. Overall, the researcher avoided ambiguity in the setting and asking of the questions by ensuring that they were relevant to the research objectives. Moreover, the dissertation was reviewed by an external editor.

CHAPTER FIVE

RESEARCH FINDINGS AND DISCUSSION

5.1 Introduction

This chapter presents the findings and discussion of the research. The chapter covers the main research questions that are discussed under the headings, factors that determine the location of shopping malls, key actors in the location of shopping malls and the urban restructuring that has taken place.

5.2 Factors determining the location of shopping malls in Lusaka

The study identified five factors that determine the location of shopping malls in Lusaka. These are plot size, access to major roads, market area, demographics and distance between shopping malls as shown in Figure 2.

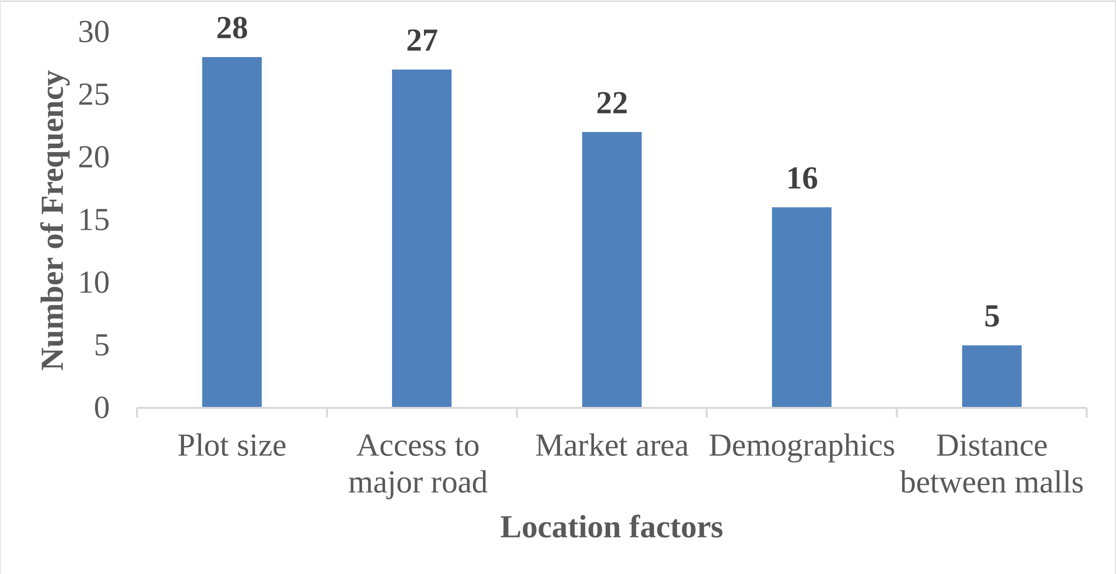


Figure 2: Factors that determine the location of shopping malls in Lusaka

Source: Field Data, 2019

The study finds that plot size is most important factor in the location of shopping malls in Lusaka. According to the study, the plot sizes are between 2,128m² to 236,825m² as shown in Table 3. These Plots seizes were obtained from Lusaka City Council and EIA reports from ZEMA. The shopping mall with lowest plot size is Society Business Park located within the Central Business District (CBD) and the one with the largest plot size is East Park shopping mall located within the high income areas on the north east part of Lusaka city within the University of Zambia (UNZA) Land. As shown in Table 3, the plot sizes do not show any pattern. The reason was revealed by the planner from Lusaka City Council (LCC) who said the following;

> *"Plot sizes for shopping malls are not specified in the planning laws and regulations" (Pers. Com., 2019a).*

Another planner from Ministry of Local Government (MLG) added the following:

> *"We don't have any law or policy that guides us in determining the plot sizes during the planning stage and when accessing the applications for shopping malls" (Pers. Com., 2019b).*

The planner from LCC further adds the following;

> *"The new Urban and Regional Planning Act No. 3 of 2015 (URPA) has still not mention anything relating to plot sizes for shopping malls" (*Pers. Com., 2019c).

One developer of shopping malls said following on plot sizes;

> *"We usually have already the size of the plot depending on the plan for the shopping malls" (Pers. Com., 2019d).*

Another developer added the following;

> *"We have the plan for the shopping malls first and then will find the plot that will fit the proposed plan" (Pers. Com., 2019e).*

Table 3: Plot sizes of shopping malls in Lusaka

S.n	Shopping mall	Income areas	Plot size (m²)
1.	Society Business Park	High	2,128
2.	Iringa	High	4,530
3.	Southgate	High	9,964
4.	Crossroads	High	10,846
5.	Oasis	High	11,568
6.	Woodlands	High	12,183
7.	Livonia	Low	12,348
8.	Kalingalinga	Low	12,944
9.	Downtown	High	15,004
10.	Goldencrest	Middle	19,718
11.	Munali	Middle	19,843
12.	Centro	High	20,724
13.	Chalala	Middle	21,995
14.	Embassy	Middle	23,809
15.	PHI	High	26,640
16.	Pinnacle	High	34,727
17.	Garden city	High	39,564
18.	Novare Great North	Middle	40,846
19.	Twin palms	High	47,862
20.	Waterfalls	High	48,978
21.	Carousel	High	60,315
22.	Tukunka	High	64,998
23.	Makeni	Middle	65,194
24.	Arcades	High	81,340
25.	Manda hill	High	88,125
26.	Levy park	High	95,869
27.	Cosmopolitan	High	154,763
28.	East park	High	236,825

Source: Field Data, 2019

It is clear that the plot sizes are not determined by the local authority but by the developers based on the size of the proposed floor area of the shopping mall. Additionally, the plot sizes are not supported by any planning laws and regulations.
With respect to access, the study results show that access to major roads is the second factor in the location of shopping malls in Lusaka. For instance, most shopping malls in Lusaka are located along arterial and collector roads as shown in Figure 3.

As shown in Figure 3, the study identified about 16 shopping malls that are along the arterial roads. Examples include Novare, Levy Park, Downtown, Cosmopolitan, Makeni, Livonia, Manda Hill, Arcades, East Park, Garden city and Water falls shopping malls. On the other hand, 12 shopping malls where along the collector roads. Examples include Munali, PHI, Oasis, Pinnacle and Kalingalinga shopping mall. The reason for this alignment of shopping malls along the major roads was given by one of the developer of a shopping mall who said that:

> *"Our interest is accessibility and easy line of sight for the many potential customers and to use the road frontage for display of advertisements" (Pers. Com., 2019g).*

Another respondent added the following:

> *"The major roads attract a lot of traffic follows and that is good for business" (Pers. Com., 2019h).*

The other further indicated that customers are more inclined to go to a shopping mall with good access when stated the following;

> *"When a shopping mall is along the busy tarred roads you will have more customers coming through"* (Pers. Com., 2019i).

It is clearly that access to busy roads is an important factor in the location of shopping malls.

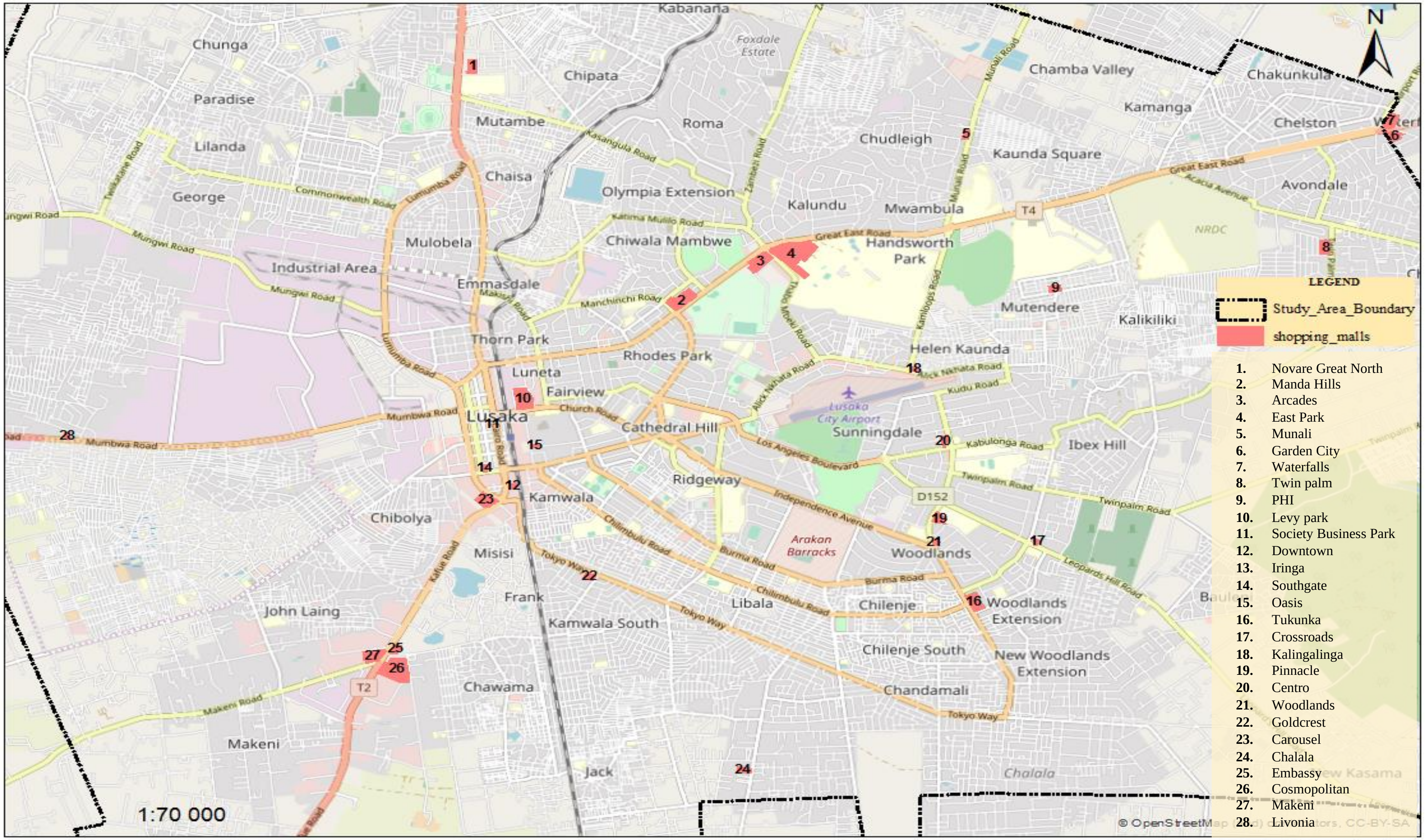


Figure 3: Location of shopping malls in Lusaka

Source: Field Data, 2019/Overlaying with street map

In relation to the market areas, the study established that shopping malls in Lusaka have been distributed in the following income areas; high-income areas with twenty shopping malls, Middle income with six shopping malls and low-income areas with two shopping malls as shown in Table 3. This means that there are more shopping malls located in high-income areas such as Handsworth, PHI, woodlands and Kabulonga, then in low-income areas. The reason for this distribution of shopping malls was given by one of the developers who said the following:

> *"Our interest is where we are going to make more sales, mostly from our studies we have come to observe that we will make more sales from the medium and high income areas with the higher purchasing power, and less sales have been recorded in low income areas" (Pers. Com., 2018j).*

Additionally, another respondent stated the following:

> *"It does not matter whether low, medium or high income areas, what matters is where is the demand for business"* (Pers. Com., 2018k).

Additionally, another respondent stated the following:

> *"We follow where the money is"* (Pers. Com., 2018l).

Other developer's stated the following:

> *"We follow sports events and other land use activities that attract people such as educations facilities and stadiums" (Pers. Com., 2018m).*

With regard to demography, the study found that 16 out of 28 shopping malls considered demographics when locating shopping malls in Lusaka. An inquiry was made of the population catchment for the areas from the developers' point of view, however the developers mentioned that it is difficult to find population for specific townships because the population data is in constituencies and wards that may have two or more townships. The informant further suggested that future population should be done according to township boundaries and not according to the current state. This would make it easy to be used in other areas including when determining the location of shopping malls in Lusaka and other parts of the country.

With respect to the distance between shopping malls, the study established that in Lusaka, this is among the least factor that the developers consider and this can be observed from the distribution of shopping malls. For example, the closest distances are 18.6 meters, 40.2 meters, 41.8 meters, 50.4 meter and 53.4 meters, that is, between Arcades and East Park, Makeni and Embassy, Water Falls and Garden City, Embassy and Cosmopolitan, Makeni and Cosmopolitan respectively. The furthest distances are 9,200 meters and 5900 meters that is between East Park and Water Falls shopping mall, and between Novare Great North and Levy Park shopping mall respectively.

The reasons for the spacing of the shopping malls was given by one of the developers of shopping malls who said:

> *"LCC and MLG are to blame for the unevenly distribution of shopping malls, how can we have five malls along the same road and very close to each other? The two agencies could have looked at the distance between them and the existence of other shopping malls, now the area is flooded with malls which has led to fierce competition amongst themselves. For example, woodland mall is feeling the impact of this just after the opening of other malls that are close to it" (Pers. Com., 2018n).*

When an inquiry was made from the two institutions as what led to unevenly distribution of shopping malls in this area, they attributed it to lack of clear planning regulations on the distance between shopping malls. The key informant from LCC said:

> *"We are bound by what is in our planning guidelines, however it is sad to say that the aspect of distance between malls is not defined by the recent guidelines of the URP act of 2015 and was also previously not defined by the Town Country Planning Act (TCPA), therefore we rely on the guidance from MLG" (Pers. Com., 2018o).*

When MLG was asked to comment on this matter the informant said:

> *"The planning regulations are in their final draft form, soon to be issued out to the councils" (Pers. Com., 2018p).*

The Planner further added

> *"For now, it is difficult to comment on the regulations for the shopping malls, the direction is not clearly on this matter, we wait until the regulations are approved" (Pers. Com., 2018q).*

With regard to factors that determine the Location of shopping malls in Lusaka, the study results have clearly shown that the factors are well known by the developers and not the institutions that are mandated to regulate the process. For example, to planners, shopping mall is a new concept that has not been fully incorporated in their planning laws and regulations. The shopping malls are not classified and they are determined by the developers.

The study by Milad and Maryam (2015), the findings of the study established that population, access and public transportation are among the top priorities in the locating Shopping Malls. The study further showed that Shopping Malls located in urban centers with a population and a high concentration of wealth will increase the social interactions and dynamics in town.

Nonetheless, the findings of this study are different from those of Prinsloo (2016). The study revealed that shopping malls need to be classified according to their plot sizes and other variables. For example, in his study in South Africa, the author categorized the plot size of shopping malls starting from 0.15 Hectares to above 15 Hectares. In addition, these sizes were determined by the government authorities.

On the other hand, with respect to location of shopping malls along the busy roads. The findings showed some similarities with the study by Stillerman and Salcedo (2012). The study revealed that extensive public transportation system allows shopping malls close integration with pedestrian and city life. Another study by Beiro (2018), revealed that when shopping malls are located in areas without adequate public transportation, they become unreachable for the lower-middle class, for example people without cars, thus promoting minority exclusion and segregation. Furthermore, the National Retail Planning Forum, (2000) reports that most shopping malls in the United Kingdom have been developed within the CBD. This shows that the CBD seem to offer suitable sites for location of shopping malls because of the business opportunities that exists within the area. On the other hand, the American Society of Planning Officials (1954) reveals that shopping malls can also be located away from the CBD, to serve the shopping needs of new population living in peripheral areas (American Society of Planning Officials, 1954). Therefore, when it comes to access, shopping malls must be located along the major roads because these are the most populated areas. However, locating them in low income areas may benefit many low income people who live in these areas, and allow the integration of middle- and low-income consumers.

In relation to demography, the findings of this study are different from Mohamed, et al., (2015). Their study revealed that population catchment is vital in determining the location of shopping malls. For example, based on different theories from different scholars and a meeting with the local authorities (Bakri Abd Al Raheem and Laila Al Rashidi) in Al Ain city, the study suggested that the population catchment for a shopping mall should not be less than 14, 000. Their results agree with the study of Sebastian and Purwanegara (2014) who argued that the demographics of the area dictate the location of shopping malls. This is different in the case of Lusaka, where demography is not considered to be the most important factor in the location of shopping malls. The implication of this has been the unorderly distribution of these shopping malls everywhere as long as the space meets the developers' requirement.

With regard to distribution of shopping malls, this problem is also being faced by other cities. For example, the city of Jakarta with an area of 704 km^2 and 9.6 million people, had about 140 shopping malls by 2014. However, most shopping malls were built close to one another in the same part of the city. This distribution led to fierce competition between the malls and mall managers faced serious challenges to successfully run their businesses. The study therefore recommended the formulation of effective development and marketing strategies. This is the same scenario with Lusaka city with about 28 shopping malls. The distance between Lusaka shopping malls suggests the inadequate planning control measures from the local government. As a result, property developers have constructed new malls adjacent to existing malls offering the same range of services as the others. A typical example are Waters Falls and Garden City shopping mall, East Park and Arcade's shopping mall, and Cosmopolitan and Makeni Shopping mall. All these Shopping Malls are just opposite each other separated by the road. This has led to having a similar tenant mix and competition for the same target market. The future results will be fierce competition and a decline of business leading to the closing of some shopping malls in Lusaka.

The local authority is mandated through the Local Government Act to administer the spatial distribution of land use activities within its jurisdiction. Among these is the distribution of economic activities such as shopping malls.

The URP Act has given the mandate of planning for an area to the local planning authority. The planning includes designating differences areas into different land uses. Theses uses comes with specific dimensions depending on the type of the use. For example, residential uses $300m^2$, $600m^2$ and above $900m^2$. The Lusaka Master Plan and the URP Act does provide guidance on the land use within the city. This has made it easy for the city planners to determine if rezoning needs to be undertaken and when deciding where to locate a shopping mall. However, more was needed than just that, for example, the catchment population for the shopping mall, the minimum distance between them needed to be clearly be defined and fully involvement of the Road Traffic Agency to make sure issues of traffic follows is catered for. All these needed to be prescribed by the agency responsible for policy formulation and regulations. However, as the results has shown the Ministry of Local government have not yet given guidance on the sitting of shopping malls despite its been around since 1999 up to date. The planning of sitting of shopping malls has been left in the hands of the developers while the local authority only does the administrative works. If this is left un attended to have the impact of killing our local business within the city and within themselves would face fierce competition leading to shopping mall close.

5.3 Actors in the location of shopping malls in Lusaka

In relation to actors, the study identified the following; the developers, ZEMA, LCC and MLG as the main stakeholders in the location of shopping malls. These actors have different roles and interests in the location of shopping malls in Lusaka.

In relation to the developer, the study finds that they are the initiator in the location of shopping malls. Their role and interest were revealed by one of the developers who stated that:

> *"Our role is to look for a site and apply for determination to the local authority. Our interest is to recover the investments within the shortest period possible" (Pers. Com., 2018r).*

Another developer added by stating that;

"We look for vacant land which is big enough for the shopping mall and will apply to council for approval" (Pers. Com., 2018s).

Additionally, with regard to the developers' power the planner from LCC stated that:

"There have been instances where the developers have used powers beyond the LCC and MLG. For example, the council together with the public recommends that the shopping mall should not be approved, but when papers are forwarded to where they are supposed to acquire permission they come back with permission, when that happens the council does not have the power to deny them planning permission" (Pers. Com., 2019t).

A typical example of how the developers have used powers beyond the council is in the case of Pinnacle shopping mall in woodlands area. The fact of the story was that the parents and guardians of Lusaka residents objected to the construction of the shopping mall which they said will be built on the current school sports field, close to the classroom, will disrupt classes. Petitions were made to the LCC and MLG in which over 500 parents signed the petition demanding that the project be stopped. The petitioners said that, doing this would deprive the girls of sports facilities, which is against the school motto of "Moral Excellence" and undoubtedly contribute to moral degradation and, low academic performance of the girl child.

Despite such resistance from the general public, the developers indicated that the project implementation would go on. The project has since been completed and it was opened in March, 2019. This is just one of the many examples where the public and the LCC had objected to the construction of a mall but still the project proceed. Other examples include East Park mall and Tukunka (Lewanika) shopping mall.

The process of location of shopping malls takes place in a context where much of the content are mainly dictated by the developers and is strongly influenced by political motives. The developers include firms and individuals from three different countries; China, South Africa and Zambia. The largest developers are from South Africa with 14 shopping malls, then followed by Zambia with 11 and China with 3 as shown in Figure 4. Some examples of shopping malls owned by developers from China, South Africa and Zambia are Chalala, Tukunka (Lewanika) and Arcades shopping mall respectively.

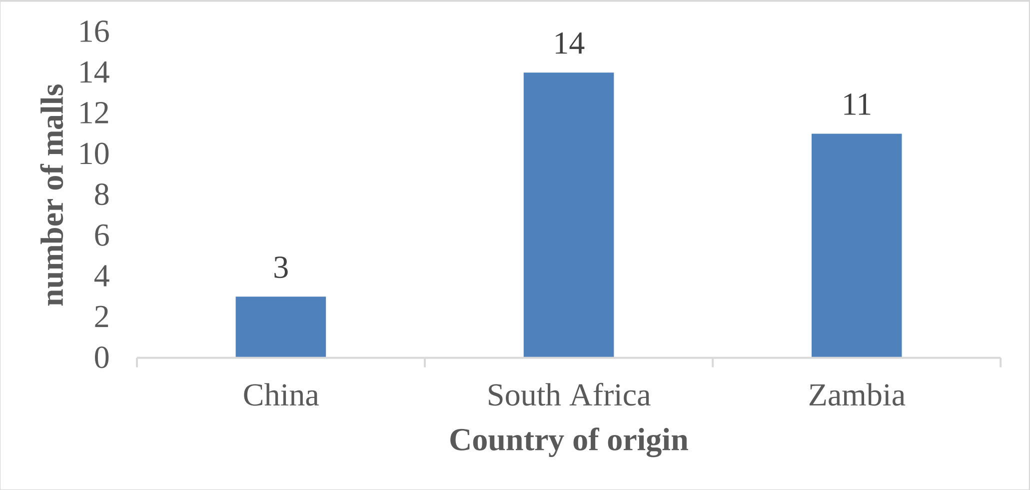


Figure 4: Developer's country of origin

Source: Field data, 2019

It is clear that most shopping malls are driven by the developers who lacks planning professional expertise. The developers have high interest and high power to drive the process of location of shopping malls. Their interest is making sure that they get approval of the potential site they have identified with or without following the planning regulations. Their main motive is profit maximization at the cost of the general public. This can be seen clearly in the case of Pinnacle shopping mall which is mentioned above, despite the resistance from the public and the advice from the technocrats the developers pushed the agenda through in view of the assumed profit they would make on the site.

In relation to the second actor – ZEMA, the study finds that, their role is that of environmental stewardship. They review the social, economic and environmental impacts of locating a shopping mall in a particular area and ensure that public consultation is done during the process. This is done through preparation of the EPB or EIA depending on the floor size of the proposed shopping mall. The projects that require EPB pursuant to the first schedule - regulations 3(2) - includes projects that are near environmental sensitive areas such as areas of human settlements (particularly those with schools and hospitals). On the other hand, the projects that require EIA pursuant to the second schedule regulation 7 (2) - includes shopping centers and complexes with 10, 000 m^2 and above floor area. The ZEMA acts requires the whole process for EPB and EIS should take 45 and 65 working days respectively.

ZEMA does not give the final approval but their input must be considered in the location of shopping malls.

The study established that, certain shopping malls are built without doing EAI/EPB. This was echoed by the key informant from ZEMA during the interview who said the following;

> *"Most shopping malls are built without EAI/EPB reports and even if our advice is given it is usually side tracked by the developers. We are told it is a no go area for some shopping malls" (Pers. Com., 2019u).*

An inquiry was made to establish the number of shopping malls that have been built without an EIA/EPB. However, this information was viewed as confidential from the point of view of the key informant from ZEMA. Nevertheless, efforts were made to critically review the EIA/EPB that have been submitted to LCC to determine the number of shopping malls that did EIA/EPB and the results are shown in Figure 5.

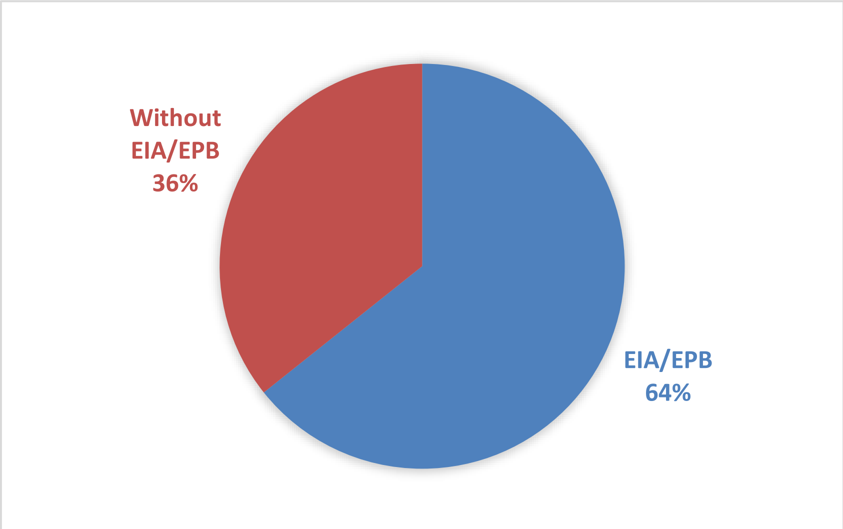


Figure 5: Shopping malls built with and without EIA/EPB

Source: Field data, 2019

As Figure 5 shows, about 36% of the shopping malls were built without doing EIA/EPB. This implies that these shopping malls did not pass through the ZEMA agency for their inputs. It is clear that, despite ZEMA been given the mandate by law, they powers are overpowered by the developers. There are not able to enforce the ZEMA regulations because of interference that comes from the developers. In addition, they were no pattern that emerged from those which had or did not have public notices even after they have been built.

With regard to the last two actors – LCC and MLG, the study finds that the two agencies perform similar roles, that is, to regulates, review and approve the location of shopping malls. The LCC gives final approval to sites that are already zoned as commercial and gives recommendations to MLG for those sites that are non-commercial. On the other hand, the MLG gives final approval for sites that are non-commercial. The process of locating shopping malls is regarded as a major development and under the URP act, major developments are required to seek public opinion. The notice runs for 14 consecutive days to allow the public to make any representations or objection to the proposed development, after which it is then submitted to the council within a timeframe of twenty-eight days from the first date of publication.

According to the study all the 28 shopping malls required a notice to be given to the general public prior to their being sited. However only 17 had put a notice for major development to the general public for comments leaving 11 without a notice to the public as shown in Figure 6. The cause for this was given by the planner from LCC who mentioned that it was due to lack of clear direction from the MLG on how to implement the new act on major developments. The planner from the MLG responded by attributing this to lack of planning regulations that are still in draft form and mentioned that it would be covered in due time.

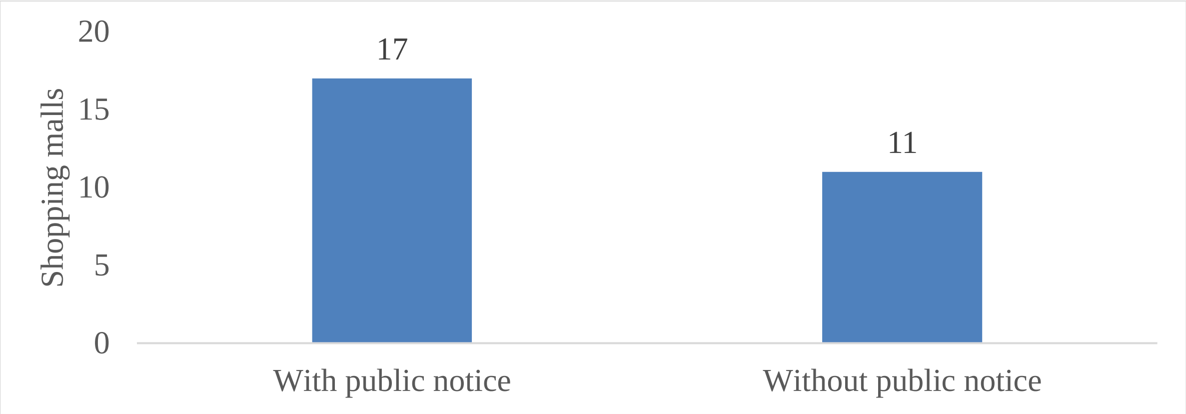


Figure 6: Shopping malls built with and without public notice

Source: Field data, 2019

The study further finds that, the URP act gives mandate to the local authority to approve the locations of shopping malls. This is done after receiving inputs from other stakeholders such as ZEMA. The planners from the LCC and MLG are expected to guide the form and location of urban development projects such as shopping malls. However, this is not the case when it comes to Location of shopping malls in Lusaka. The situation is what Nchito (2006) highlighted,

> "…the government planning authority, the city council approves the plans given to them by developers but they cannot dictate to the developers" (Nchito, 2006, p. 5).

In most cases, this happens because the developers use powers beyond the council to drive the process of location of shopping malls to suit their selfish interests. However, Padilla, et al., (2013) argued that the location of shopping malls is a decision linked to the planning of urban and metropolitan territories, which should not be decided by developers to suit their interests, while the local government only manage this decision administratively. If this is left in the hands of the developers, what we saw in the problem statement will continue to increase – the fight between the public and the developers. The current situation can be attributed to lack of enforcement of development control measures that are often not followed by the authorities mandated to enforce them such as LCC, MLG and ZEMA. The other reason may be attributed to the outdated byelaws that do not suit the current socio-political and economic environment.

In relation to the location of a shopping mall, Padilla, et al., (2013) observed that the decision to do so is linked to the planning of urban cities. Furthermore, Mohamed, et al., (2015), agreed with Padilla, et al., (2013) and stated that it is the mandate of the Municipal Government to select the site for a shopping mall following the Municipal Government's existing master plans for the development of areas within their jurisdiction and put under it developers' control. It is not the developers to select the site as the case is in Lusaka. As the study of Mohamed, et al., 2015 shows, shopping malls should specifically be planned on the existing master plan taking into consideration the location factors that have been discussed.

On the other hand, the findings of the study in relation to the actors involved is similar to the study which was done by Realtors real estate school, 2014. The study revealed that the state agencies regulate, review and approve the project plans and ensure that the criteria are met. The study further mentioned that after the regulatory agency reviews the developer's summary of the ecological and environmental impact of the proposed center, the regulatory agency may or may not issue construction and operating permits and licenses for the development. The developer may or may not be required to make changes in plans to gain the permits and licenses in order to proceed with the project. The study shows that environmental agencies like ZEMA are consulted in the location of shopping malls and the local authority is represented too.

5.4 Urban restructuring

As shown in Figure 7, the study finds that twenty-eight sites that were formerly used as small shops (such as hardware, mechanical workshop and grocery), Greenfields (playground, burial site, vegetation cover) and police post/council offices have been replaced with shopping malls.

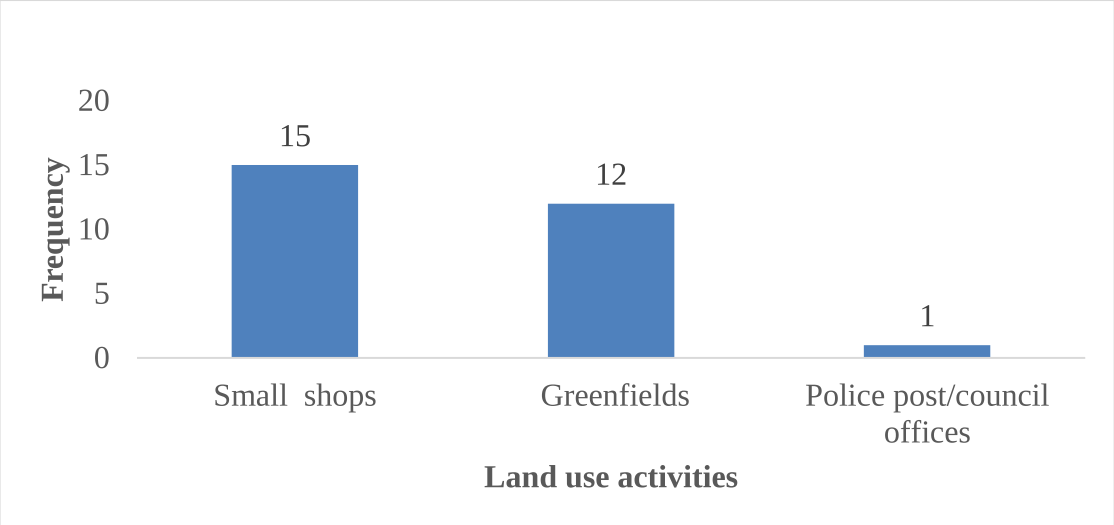


Figure 7: Former Land use activities
Source: Field Data, 2019

The study established that most of the urban restructuring has been done on sites that were initially earmarked for small shops. According to the study 15 sites where formally used as small shops, some examples of these sites include where we have Novare great north, Garden city, Embassy, Arcades, Oasis and Downtown shopping mall.

A case study of such a Shopping Mall is Novare Great North shopping malls in Kabanana area. The mall covers about 40 846m^2 plot sizes and 26 000m^2 floor space. The mall was opened in 2019 and is owned by south Africans. The aim of the project was to capture the nearby residential areas. These areas include Kabanana, Chaisa, Chipata and Matero. The project was purely driven by the private sector with the motive of profit maximization. The main actors during the location of the mall were the developers, the council and ZEMA.

As shown in Figure 8, the former use was small retail Chinese building, it was trading mostly in building materials such as sand, cement, tiles and other construction materials. The building was a one store and consisted of a total of 18 shops. The esthetics of the building was not in good shape. The surrounding of the place was not well maintained. The area used to have dust during the dry seasons and mud during the rains seasons. This did not add much beauty to the site and the surrounding areas as a whole. The shops attracted only few individuals mostly those who were interested in construction materials.

However, as shown in Figure 8, the small shops were replaced by a shopping mall (Novare great north). The aesthetics of the mall is very appealing, it has a modern design of a retail shopping mall. The landscape consists of a well done concrete with some natural trees. This prevents dust in the dry seasons and mud in the rain seasons. This restructuring has added much beauty to the site and the area, has attracted more people because of it different varieties of good, and services it offers.

The study further identified about 12 sites that were formally Greenfield sites. Examples of these sites include where we have Chalala, Waterfalls, East Park, Munali and Pinnacle shopping mall. A case study such a shopping mall is Pinnacle shopping mall in Kabulonga area. The shopping mall covers about 34,727m^2 plot size and 10 000m^2 floor are. The shopping mall was opened in 2019 and is owned by South African private company. The aim of the project was mainly profit making adventure. The main actors were the developers, the Council and ZEMA. As shown in Figure 9, the former use was greenfield that is school ground. It is important to note that the former land use for the site was still important because it was been used as a football ground for the school. In terms of aesthetic beauty, one could argue that it was still contributing the physical beauty of the area especially when it is green.

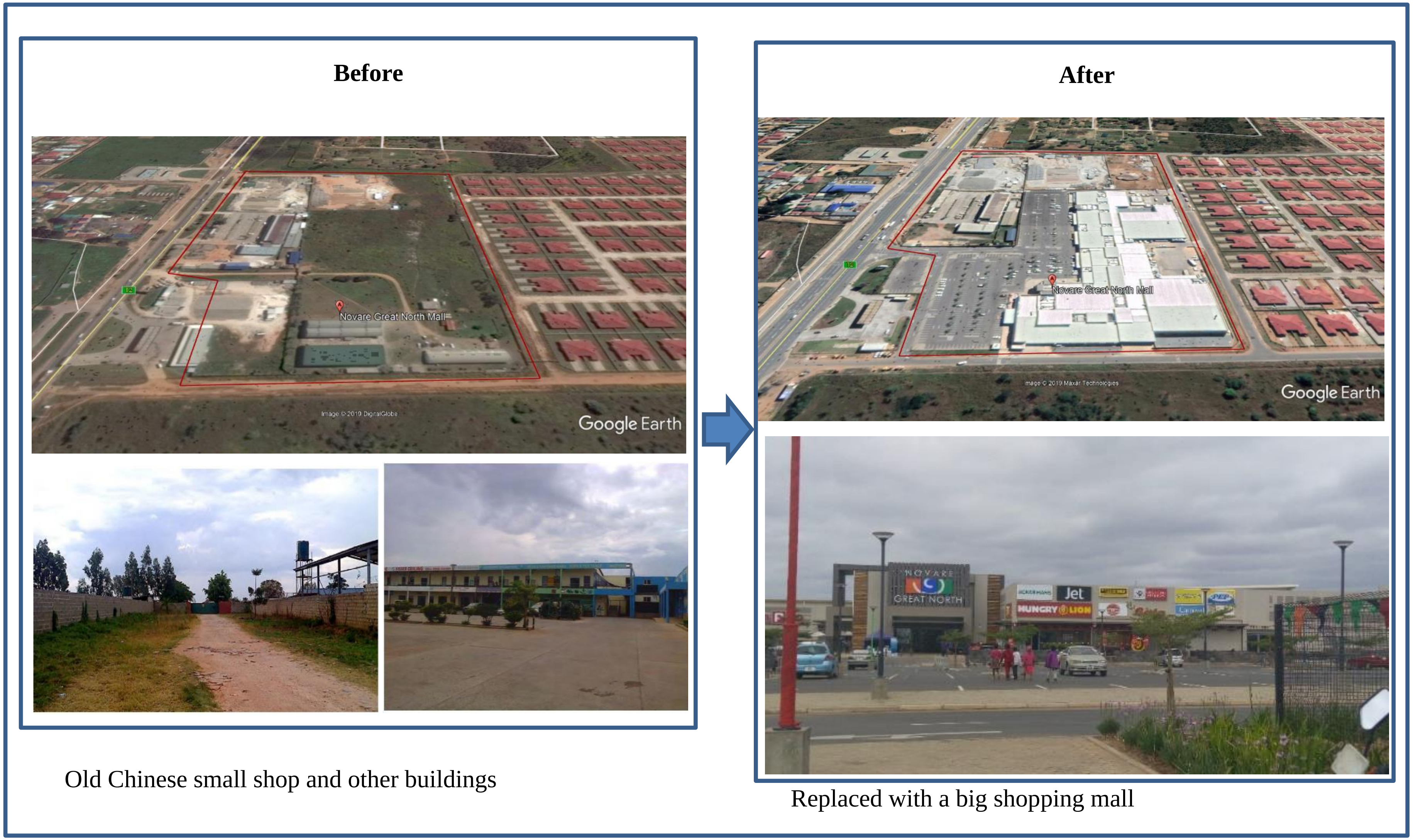


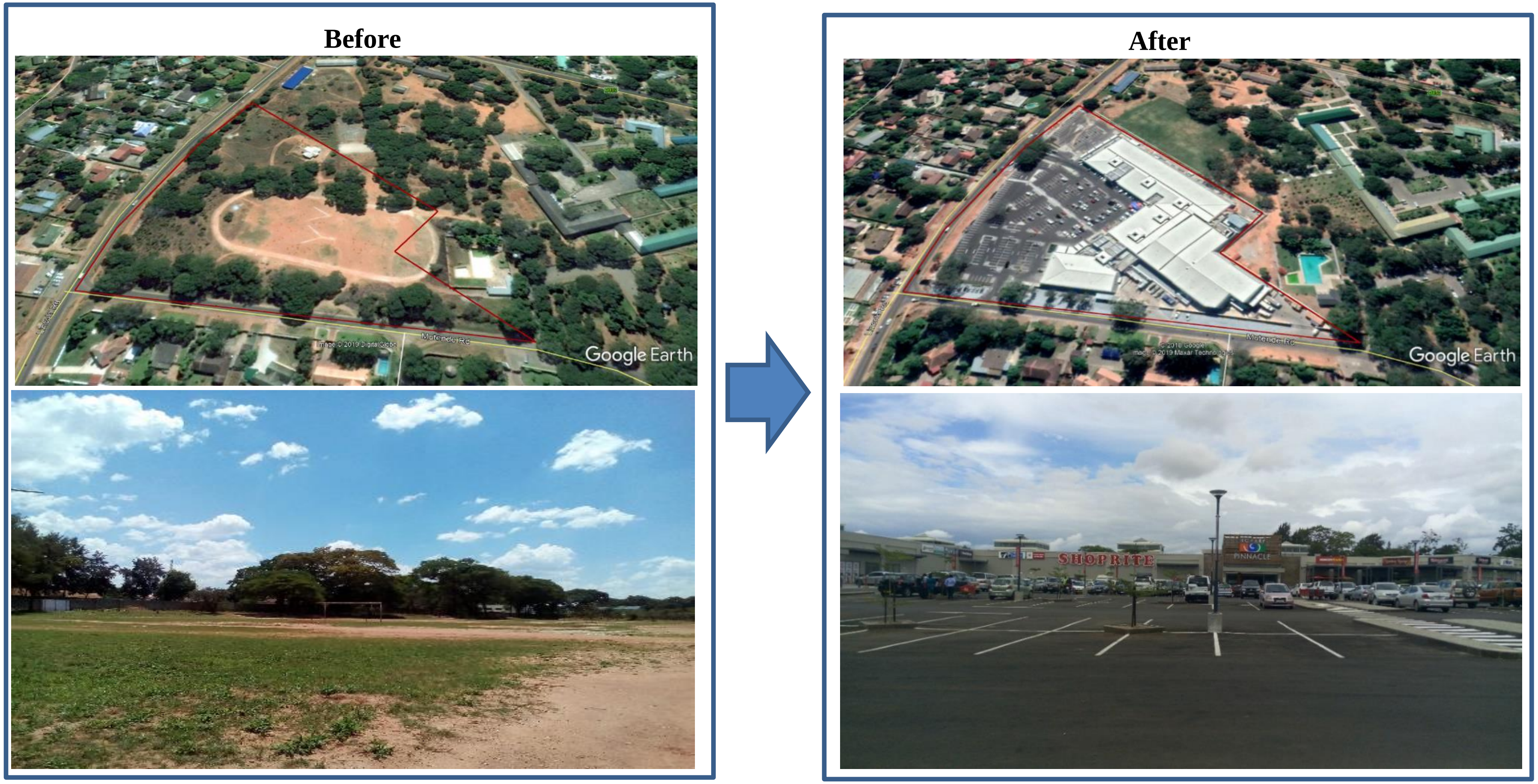
Figure 8: A view of Great north road shopping mall before and after its development
Source: Field data 2019/Google earth image

The study further identified about 12 sites that were formally greenfield sites. Examples of these sites include where we have Chalala, Waterfalls, East Park, Munali and Pinnacle shopping mall. A case study of Pinnacle shopping malls. The mall covers about 34 727m^2 plot sizes and 10 000m^2 floor space. The mall was opened in 2019 and it is owned by south Africans. The aim of the project was to capture the new residential areas that was developed by National Housing Authority. The main actors were the developers, the council and ZEMA. As shown in Figure 9, the former use was greenfield that is school ground. It is important to note that the former land user for the site did not add much aesthetic beauty to these site as compared to what is there now as shown in Figure 9.

The study further identified about one site that was formally council offices/police post. Example of the site include where we have Kalinganga mall is been built. The mall is expected to be completed soon. The developed of the shopping malls is a Zambian company. The mall covers about 12,944m^2 plot sizes and 11,213m^2 floor space.

These sites were on existing landscapes constituted by the local residents within the same area. They were viewed as sites of disinvestment which were later sold to new developers. The developers promoted investments rendering these sites ripe for economic development and profit making. The study further revealed that shopping malls have changed the aesthetic beauty of the sites. This was too early noted by Nchito (2006) that shopping malls increase the aesthetic beauty of the city of Lusaka.

The findings of this study is different with that of Raco (2003) and Ridgway, et al., (1994). These studies revealed that retail urban restructuring efforts are aimed at redeveloping inner-city and neighborhoods. The two studies further revealed that government, the public and private sectors work together with a common goal. The urban restructuring takes place in a context were much of the content is mainly dictated by governmental policy and is therefore strongly influenced by political motives at national and local scale. This has led to urban restructuring benefiting everyone within the neighborhood and not just the site where the shopping malls are being built on. However, the situation in Lusaka is different as the results of the study indicate that shopping malls led urban restructuring is mainly driven by the private developers. There is minimum involvement of the government in the process. Though the study has shown that shopping malls have brought aesthetic beauty in the areas where they have been built. The areas surrounding these sites have not benefited at all. In addition, other facilities that support their existence remain the same. For example, there is no expansion of services such as the sewer lines, roads and security within the areas where these malls have been sited. This has put pressure on these existing social services that give support to the shopping malls.



Football ground for the St Mary's Secondary school before the mall

Football ground replaced with a shopping mall

Figure 9: A view of Pinnacle shopping mall before and after its development
Source: Field data 2019/Google earth image

CHAPTER SIX
CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the conclusions and recommendations of the study. The first section presents conclusions based on the findings and discussions, while the second section presents recommendations for implementation and future research arising from the findings. This structure intends to demonstrate the value of the study, including considerations for future research.

6.2 Conclusion

The study established that shopping malls have become important elements in the landscape of Lusaka city, though inadequate legislation and stakeholder interference has led uncoordinated location pattern of shopping malls, affecting mostly the general public within the areas where they are being built especially in residential areas away from the CBD. In addition, the study has shown that shopping malls in Lusaka lack classifications in relation to size, type and characteristics. This has resulted to having shopping malls of the same type and characteristics in the same neigh hood as the study shows.

Concerning the factors that determine the Location of shopping malls in Lusaka. The study identified five factors; plot size, access to major roads, market area, demographics and distance between shopping malls. The study finds that plot size and access to major roads are most important factors in the location of shopping malls in Lusaka. The study results have further shown that the factors are well known by the developers and not the institutions that are mandated to regulate the process.

In relation to the actors, the study concludes that the location of shopping malls in Lusaka is been driven by developers to suit their interests, while the institutions MLG and LCC are only managing these decisions administratively. Location of shopping malls are products of inadequate legislation, weak enforcement and lack of shopping mall policy.

With regard to the urban restructuring, the study concludes that they is minimum involvement of the government in the process of urban restructuring. The private developers mainly drive the process. Though the study has shown that shopping malls have brought aesthetic beauty in the areas where they have been built. The areas surrounding these sites have not benefited at all. In addition, other facilities that support their existence remain the same.

6.2. Recommendations

i. The study suggests that further research be done on the classification of shopping malls in Zambia with Lusaka as a case study by the University of Zambia. This Classification can be done according to location of shopping malls, that is in the inner city, outlying, transit and Highways. Three steps are needed to determine the classification of shopping malls in Lusaka. Firstly, the key variables need to be identified in accordance with the particular factors underlying a classification of Lusaka shopping malls. Secondly, the data reflecting these variables need to be collected. Thirdly, the method used for the classification should be selected. Finally, the method should be applied and a descriptive analysis of the resulting clusters should be conducted to profile the clusters. The classification of shopping malls is important to better understand and analyze their locations and patterns. Classification systems can help future researchers to compare and contrast empirical findings across a variety of spaces, cultures and time periods (Guy, 1998). Many different approaches have been suggested to classify shopping malls. The International Council of Centers (ICSC) has introduced the most popular and global classification. Generally, ISCS's classification is defined according to the US and Europe shopping malls database. Then later on, some countries developed their own classification by adding more attributes.

ii. In terms of the factors that determine the location of shopping malls, the study recommends that the ministry of local government should come up with general guidelines that will guide all local authorities when determining the location. In addition, the ZEMA, LCC and MLG should strengthen and strictly enforce the existing laws on location of shopping mall in order to fully regulate the location of shopping mall. This would help decision makers to address the social, economic and environmental concerns associated with shopping malls.

iii. Concerning the actors in the location of shopping malls, the study suggests that in addition to MLG, Local Authority and ZEMA, the study recommends that the Road Development Agency (RDA), Utility companies that is the Zambia Electricity Supply Corporation (ZESCO) and Lusaka Water and Sewerage Company (LWSC) and general public, should be fully be involved in the location of shopping malls. This is in line with the URPA that calls for public participation and other relevant ministries in the location on land use activities such as a Shopping mall. The MLG or the Local Authority should ensure that all the relevant stakeholders have been fully involved in the location of shopping mall before giving the final approval.

iv. Regarding the urban restructuring that has taken place, the study recommends that any urban restructuring government should fully involve if it should benefit the general public. The private (developer), the general public and the government should all have the common goal in the urban restructuring.

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6.0 APPENDICES:

6.1 Appendix A - An Interview guide for Lusaka City Council

The University of Zambia
School of Natural Sciences
Department of Geography and Environmental Studies
Masters of Science in Spatial Planning

Assessing Shopping Malls Led Urban Restructuring in Lusaka; Location Factors and Key Actors

Dear Respondent,

My name is Abishai Musonda, a Postgraduate student of the University of Zambia. I am conducting a study on the "Assessing Shopping Malls Led Urban Restructuring in Lusaka; Location Factors and Key Actors. The aim of the study is to enable me fulfil the requirement for the award of the Master of Science in Spatial Planning at the University of Zambia.

You have been selected to participate in this study by way of an interview. It is assured that the information provided by you will be kept confidential and will be used solely for academic purposes only. Participation in this study is voluntary and your assistance will be greatly appreciated.

Date of interview……………………………………………………………

1. Name of respondent: ……………………………………………
2. Phone Number: ………………………………………………….
3. Email: ………………………………………………………………
4. Department: ……………………………………………………
5. Designation of respondent: ………………………………………
6. What is the process of locating shopping malls?
7. What specific section of the Law/policy guides you in the location of Shopping mall?
8. Are there any instances where a shopping mall has been built without following the law?
9. When this happens, what steps to you take to rectify the situation?
10. What is your role in the location of Shopping malls?
11. Who are the main stakeholders in the location of shopping Malls?
12. How are these stakeholders involved in the location of shopping Malls?
13. How do you make sure that procedures are adhered to by the stakeholders involved in the location of shopping malls?
14. Who gives the final approval in the location of Shopping malls?

6.2 Appendix B - An Interview guide for ZEMA

The University of Zambia
School of Natural Sciences
Department of Geography and Environmental Studies
Masters of Science in Spatial Planning

Assessing Shopping Malls Led Urban Restructuring in Lusaka; Location Factors and Key Actors

Dear Respondent,

My name is Abishai Musonda, a Postgraduate student of the University of Zambia. I am conducting a study on the "Assessing Shopping Malls Led Urban Restructuring in Lusaka; Location Factors and Key Actors. The aim of the study is to enable me to fulfil the requirement for the award of the Master of Science in Spatial Planning at the University of Zambia.

You have been selected to participate in this study by way of an interview. It is assured that the information provided by you will be kept confidential and will be used solely for academic purposes only. Participation in this study is voluntary and your assistance will be greatly appreciated.

Date of interview……………………………………………………………..

1. Name of Respondent: …………………………………………………..
2. Phone Number: ……………………………………………………….
3. Email: …………………………………………………………………
4. Department: ……………………………………………………………
5. Designation of Respondents: …………………………………………
6. What is your role in the development of Shopping malls?
7. What procedure does your institution follow in the development of shopping mall?
8. What specific section of the Law/policy guides you in the location of Shopping malls?
9. What challenges do you face in the actualization of the laws that implies to the process of location of shopping Mall?
10. Are all shopping malls required to prepare an EPB or EIA?
11. If not what guides, you in determining the eligibility of shopping malls to undertake an EPB or EIA?
12. Who initiates the EIA or EPB?
13. How many Shopping malls have EPB or EIA?
14. Are they any instances where a shopping mall has been built without an EPB or EIA?

Thank you for your time

6.3 Appendix C - An Interview guide for Developers of shopping malls

The University of Zambia

School of Natural Sciences

Department of Geography and Environmental Studies

Masters of Science in Spatial Planning

Assessing Shopping Malls Led Urban Restructuring in Lusaka; Location Factors and Key Actors

Dear Respondent,

My name is Abishai Musonda, a Postgraduate student of the University of Zambia. I am conducting a study on the "Assessing Shopping Malls Led Urban Restructuring in Lusaka; Location Factors and Key Actors. The aim of the study is to enable me to fulfil the requirement for the award of the Master of Science in Spatial Planning at the University of Zambia.

You have been selected to participate in this study by way of an interview. It is assured that the information provided by you will be kept confidential and will be used solely for academic purposes only. Participation in this study is voluntary and your assistance will be greatly appreciated.

Date of interview………………………………………………………..

1. Name of Shopping Mall:……………………………………………..
2. Name of Developer/Owner:……………………………………………
3. Phone #:……………………………………………………………
4. Stand #:……………………………………………………………………
5. Street Name:……………………………………………………………….
6. Area Name:……………………………………………………………….
7. Coordinates:………………………………………………………………
8. Plot size:…………………………………………………………..
9. Size of Shopping mall:……………………………………………………
10. When was the Shopping mall opened?...
11. What key location factors did you consider in locating the shopping mall here?
12. What was the process that you followed during the location of this shopping mall?
13. What was there before the mall was built?
14. What was the cost of the project and the source of the funds?

Thank you for your time