

Economy and the architectural appearance of the tsarist Russia dwelling

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Abstract. The architectural appearance of modern residential buildings is distinguished by facelessness and a low artistic component. According to the authors the reason for this situation lies in the facelessness of ownership forms themselves. The relevance of ways to improve the architectural appearance of mass housing is associated with the division of ownership forms and the expansion of the income housing sector of private-state forms of entrepreneurship. With this Aim, the influence of economic factors on the architectural appearance of mass profitable housing widespread in tsarist Russia was analyzed in the article. Rental apartment buildings carried large profits and the customer encouraged any artistic methods that define a rental apartment building as a symbol of the high status of guests and the owner. This contributed to an improvement in the architectural appearance of the development and a quick return on money. Moreover, the imperative for the development of a high-quality housing is supported by the effective self-government in small formats, the landlord faithfully fulfills his duties and pays taxes to the state. The graphoanalytical research methods confirm the conclusions about the influence of economic factors on the architectural appearance of a profitable and self-governing market object, functioning without state subsidies.

Keywords: architecture, rental houses, renting of apartments, economic efficiency and management.

1 Introduction.

Obviously, the facelessness of the architectural appearance of modern MKD is determined by the facelessness of the types of property themselves inside the house itself, which makes them low-efficiency objects of housing and communal services. The relevance of the study is associated with the need to develop a cost-effective self-governing profitable home of a private-state form of ownership capable of functioning on a non-negative basis [1-3]. This concept is adhered to by many researchers, in particular the view on the development of the rental apartment buildings as a tool for solving housing policy in the rental market is demonstrated in the works of L.A. Solodilova, N. Smirnova, A.N. Shepel [4-6]; architectural features of the rental apartment buildings are reflected in the studies of A. Punin, E. Yukhneva, B.M. Kirikov, M.A. Granstrem, S.P. Zavarikhin, A. Britenkov, A. Emtsov [7-13]; in the field of describing management policy and taxation the works of I. Bushukhin, K.A. Kholodilin gained

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fame [14,15]. However, despite the ongoing research in this context, the mechanism of influence of economic factors on the formation of the architectural appearance of mass housing in the period of the end of 19th and beginning of 20th c. remains insufficiently studied. In this regard, the Goal Setting of Work was determined - an analysis of the influence of economic factors on the architectural appearance of a mass profitable dwelling in the tsarist Russia. The tasks to achieve the goal are related to the determination of the chronological stages of changing the architectural appearance of a mass profitable dwelling under the influence of economic conditions. The novelty of the study is to justify the key condition for improving the architectural appearance of mass dwelling - the need to divide into classes of housing in accordance with a certain type of property.

2 Materials and Methods

Graphoanalytic research methods defined profitable or "speculative" houses as a separate class as a result of those launched at the end of 18c. economic processes in cities, where people rushed in a large stream in search of work. There was a need to build rental profitable housing, the market of which only in St. Petersburg at the end of the 19th century accounted for 98% of all residential real estate [1-5]. Already in the first half of 19c. the excess profits from investments in share funds and the construction of apartment buildings have become so large that this led to an increase in the density of buildings per unit of the site by attaching residential outbuildings to "manor" mansions [6]. As a result, the rooms overlooking the formed courtyards-wells were deprived of enough natural light. Renting such zones was low, which was difficult for the owner to put up with. Architects began to design kurdoners, which equalized all premises at the cost of rent due to the same penetration of sunlight into all internal spaces. An example of such a solution is the rental apartment building of Prince Scherbatov on Novinsky Boulevard (Fig. 1.1) [7].

At first, economic factors determined the desire of investors to get the greatest profit with the smallest investments, therefore the repeatability and uniformity of elements of the classical style were widely used in the construction of apartment buildings. Examples of "economical" restrained facade plastics are apartment buildings of Vel'she (Fig. 1.2) and Kosikovsky's in St. Petersburg (Fig. 1.4). A somewhat complicated version of the neoclassical 2nd half 19c. can be considered neo-Greek and Pompeian styles with expensive construction of "palladium" openings, attics, volutes and palm leaves with seals (Fig. 1.3).

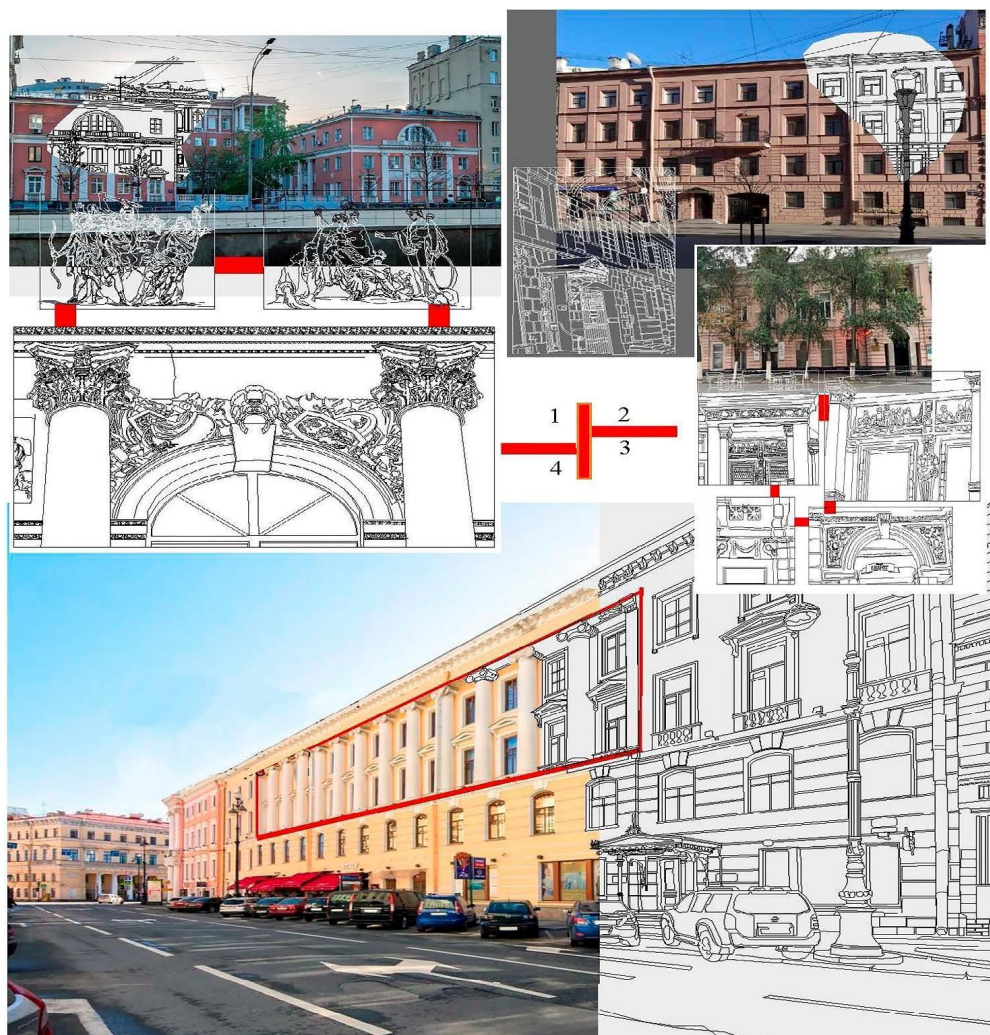


Fig. 1. Neoclassics **1.1** – Rental apartment building of Prince Scherbatov on Novinsky Boulevard by the architect A. Tamanyan (1913 year); **1. 2** – Economic rental apartment building of Vel'she by the architect N. P. Grebenka; **1.3** - Rental apartment building of A.Ya. Feldman in Rostov-on-Don city (1858 year); **1.4** - Rental apartment building of Kosikovsky on B. Morskaya St., St. Petersburg, by the architect V. P. Stasov (1817 year). Compiled by the authors

In the aesthetics of classicism, there was a lack of "zest," distinguishing apartment buildings from the general street front. Attempts to correlate economy and investment attractiveness lead to the so-called historicism, which is sometimes a frank copying of past architectural styles (Fig. 2).

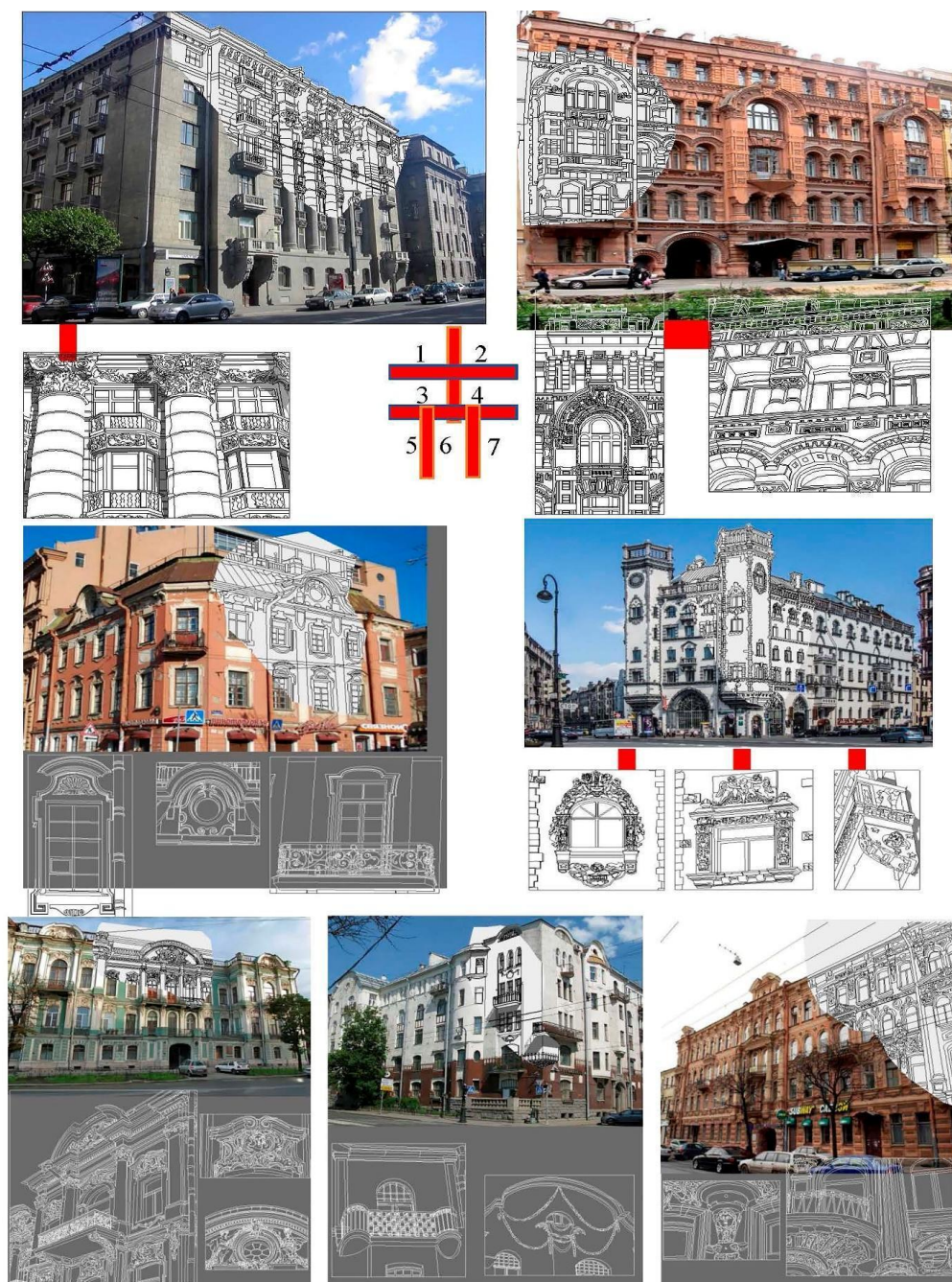


Fig. 2. 2.1 - Rental apartment building of engineer K.V. Markov-Rozenshtein, Order Neo-Renaissance with three-quarter columns of a composite order, by the architect V.A. Tshuko (1910 year); 2.2 - Neorussian style. Rental apartment building of Z.M. and A.A. Zaytsevy by the architect N.F. Bekker; 2.3 - Petrovsky baroque. Rental apartment building of doctor S.S. Botkin by the architect A.I. Ditrich (1903–1905 years); 2.4 - Neo-Gothic style. Rental apartment building of Rozenshtein-Belogruda (1917

year) by the architect A.E. Belograd; **2.5** - Neobaroque. Rental apartment building of E.M. Buturlina by the architect G.A. Bosse; **2.6** - Northern modern. Rental apartment building of Tsimmerman by the architect F.I. Lidval'; **2.7** - Eclecticism. Rental apartment building of Prince A.D. Chavchavadze by the architect V.F.Gekke (1880 year). Compiled by the authors

Liquidity and "profitability" demands of rental housing houses led to rivalry among architects who, with strict layout geometry, sought to make their architecture more attractive to a wealthy public who did not hesitate to pay highly for their new status (Fig.3) [8-10].

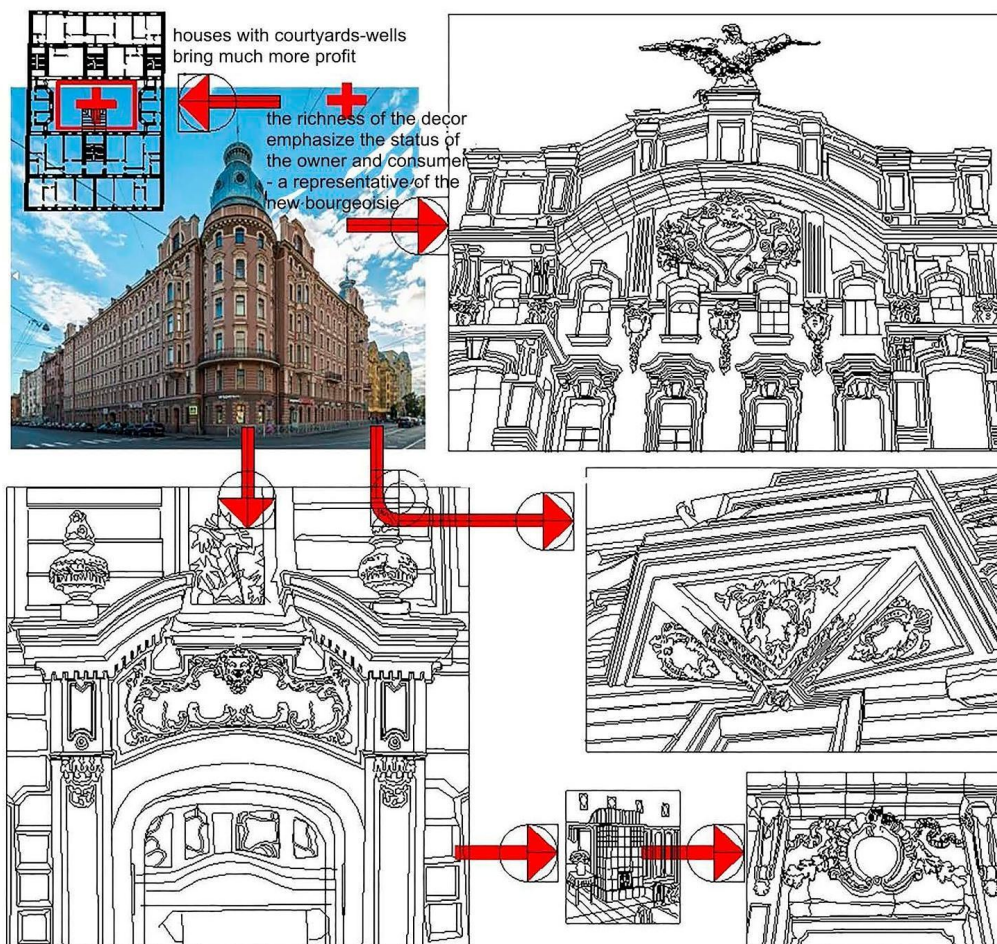


Fig. 3. Rental apartment building of Baranovskaya by the architect V.Veys. Details of the decor with the now lost sculpture of an eagle by the sculptor A. Ober, St. Petersburg (1911 year). Compiled by the authors

The appearance of rental apartment buildings now depends on the tastes of the homeowner, who dreams of squeezing out the maximum profit not only by building square meters, but also by the never-before-seen luxury of the construction. This guaranteed the absolute efficiency and high cost of rental apartments. For example, the exotic "house of Prince Muruzi," reminding the palaces of the ancient Maghreb, immediately attracted the attention of potential tenants - prominent lawyers,

generals, senators, etc., and provided return investments in a short time (Fig.4) [11].

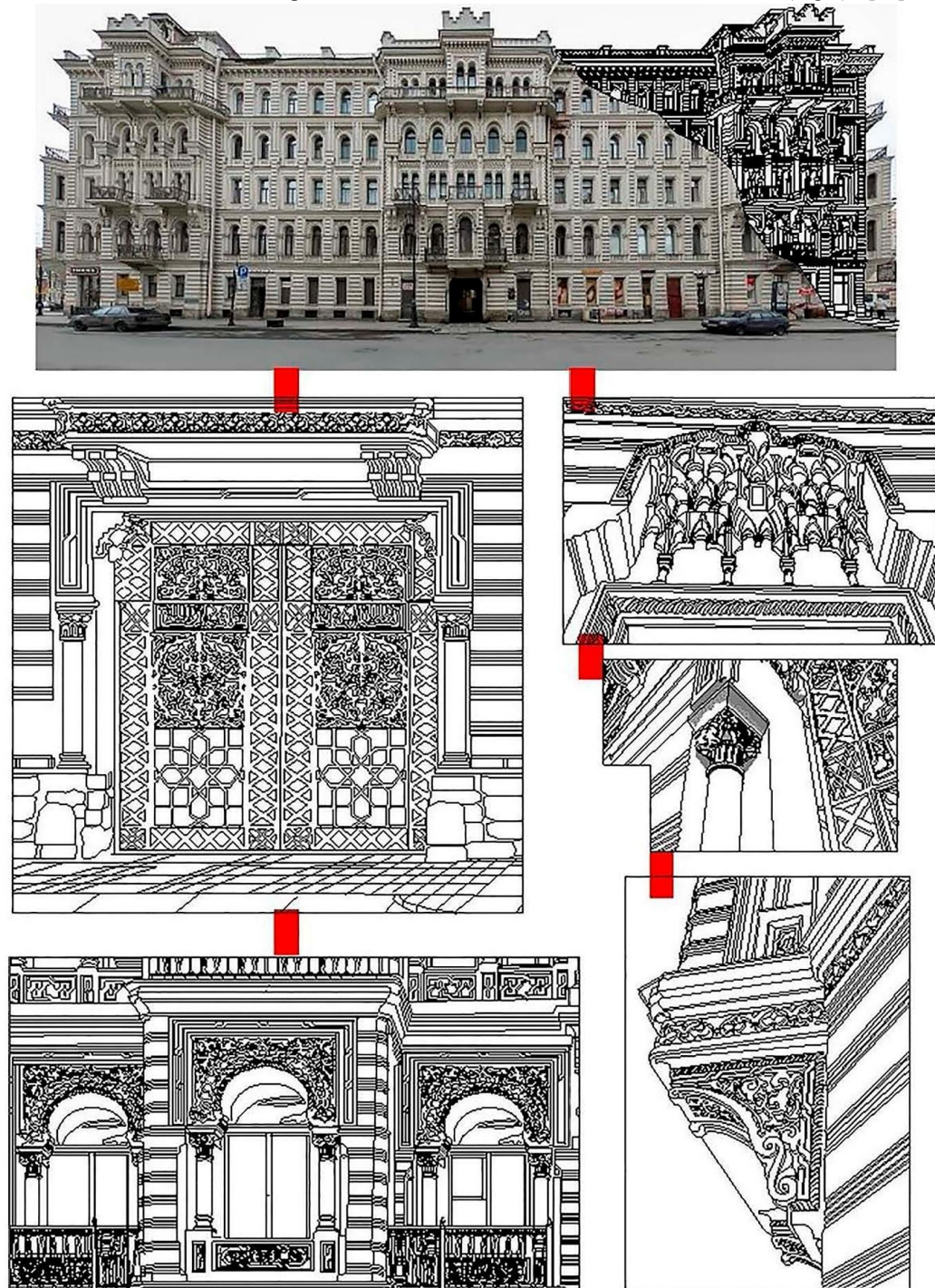


Fig.4. Rental apartment house of Prince A.D. Muruzi (1877 year), St. Petersburg, by the architect A. Serebryakov. Compiled by the authors

An illustrative example is also the 6-story Vege's house with Atlanteans in St. Petersburg - a real symbol of the high status of guests and the owner: generous decor, large-scale Atlanteans and pilasters, feston capitals, lamb horns instead of volutes, Venetian windows and frieze - refer the viewer to Italian palazzo and frescoes. The architect unexpectedly connects landscape facade images with staffage figures of people and animals, and the pattern of dolphins on the balconies echoes the design of the Castle Bridge in Berlin (Fig. 5.1). [12]

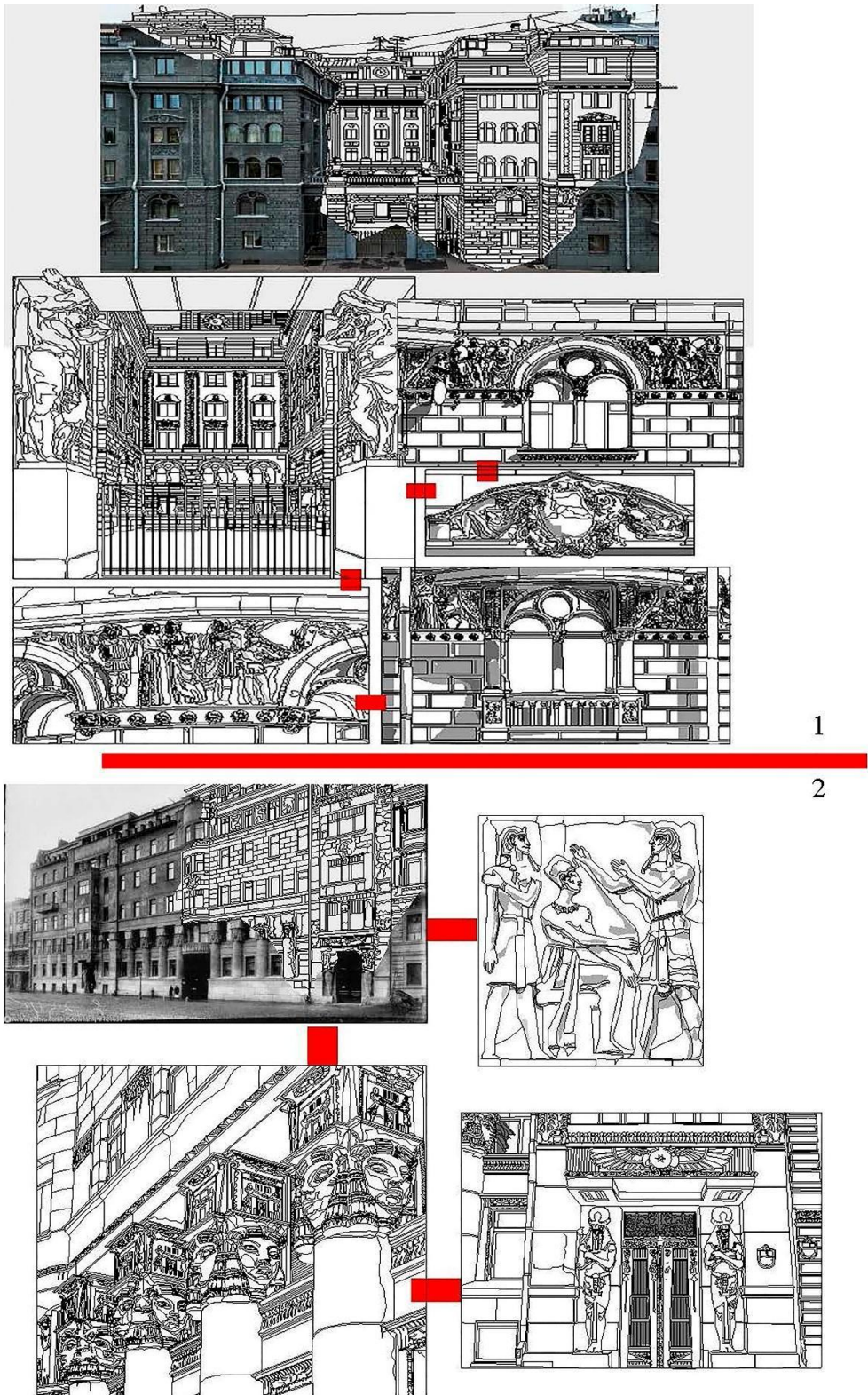


Fig. 5. 5.1 – Rental apartment building of Vege, St. Petersburg (1914 year), by the architect S.O. Ovsyannikov; **5.2** - Rental apartment building of L. Nezhinskaya (1913 year), St. Petersburg, by the architect M. Sogaylo. Compiled by the authors

The profitable "House with Pharaohs" of the state adviser A.S. Nezhinsky and his wife, who at all costs had to amaze everyone with its unusual appearance, also gained fame. The house is made in the Egyptian style and is considered a unique example of Russian Art Nouveau. Having creatively redesigned historical prototypes of Egyptian myths with scenes from the afterlife, the architect managed to create a warm atmosphere of sunny Egypt in windy St. Petersburg. The facade of the house is generously decorated with masks-heads of the Egyptian goddess of love, statues and bas-reliefs from Egyptian themes. Sculptures of the sun god Ra with a symbol of life in crossed hands "ankh" guard the front entrances. The house immediately became the best advertisement for famous and wealthy tenants, the richest people of the capital lived here, the billeted guards ranks, the most luxurious apartments were occupied by the embassies of Belgium and Romania (Fig.5.2) [13].

3 Results

So, the key condition for the formation of the individual appearance of the rental apartment buildings was a clear separation of types of property and a small format for housing management. It was impossible to become the owner of the apartment as part of the house, it was possible to buy the whole house, so the rental apartment building was considered a private property. The full owner formed, supported and constantly improved the architectural appearance of the rental apartment building in accordance with his preferences.

Only such a format could guarantee the effectiveness of private-public administration, which was undoubtedly beneficial to the user and the state.

4 Discussion

Preserving and improving the appearance of the rental apartment building would be impossible without a competent management during operation. The owner was obliged to monitor the order and serviceability of the property inside the house [14] and in the adjacent territory. The management of the house was at a fairly high level, the owner knew all the tenants and entered information about them in the House Books, apartment sheets and courtyard sheets. Supervision functions were also carried out by a yard-keeper and often a doorman. For harboring a person without a passport or holders of expired passports, a fine of 50 rubles per day was imposed [9,14]. These homeowner rights were spelled out in the framework of civil law, but there were no specially spelled out norms on the hiring of residential premises and a clear definition of the concept of "Property Employment Agreement" as such in the Code of Civil Laws. Income from the operation of real estate was subject to an interest fee in favor of the city, which was introduced in 1802 by the Emperor Alexander I (1777-1825 years). The tax was calculated from the total value of real estate and insurance payments and at first the tax was the same for everyone. Since 1866 the landlord annually during September month was obliged to pay a tax in the state treasury in the amount of 1.5% of the value of the property. Documents for calculating tax were provided to the police in the fiscal department of the City Council. The tax information was displayed in the salary book, the content of which follows an increase in the interest rate of tax to 8% from the average income from the value of the property. The gross value of a property before operating expenses was determined by the average wage in recent years. At the same time, homeowners occupying "manor" apartments in their own apartment buildings, in addition

to tax on the value of all their real estate objects have been forced to pay tax for the apartment in which they lived since 1893 as well.

The tax should also be paid for the empty areas, otherwise a fine of up to 50 rubles was charged. For the provision of this information later than the deadline, a fine of 10 rubles was also due and for each overdue day the same amount was charged to the fine.

It turned out to be a "double tax", while the tax on 'charitable' and free apartments which were not so few in the rental apartment dwelling, as a rule, was not charged. As a result, only from St. Petersburg households the State Apartment Tax brought the treasury a quarter of the amount of the apartment tax from all over the country. Thus, the existing system of paying taxes to the state treasury from the operation of apartment buildings was transparent and made them a cost-effective market entity [14].

5 Conclusion

Thus, the assessment of the attractiveness of the architectural appearance of mass profitable housing depended primarily on the forms of ownership which determined the peculiarities of management and content. This determined the economic efficiency and profitability of the rental form of housing [15].

These and other conditions led to the formation of profitable housing, as a sector of small and medium-sized businesses. The management of rental apartment buildings was carried out without benefits, subsidies from the budget, the state practically did not participate in solving the housing issue and the rental of apartments took place according to the announcement, which indicated the characteristics of housing and the price. The cost of rent was regulated by the city administration, despite the fact that there were enough offers in the housing market.

The economic efficiency (profitability) of profitable housing provided:

- taxes for the state
- comfortable stay for the consumers
- profit to the owner.

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