Synthesis of urban real estate development processes

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Abstract: The wave of new industrialization in the Russian Federation, associated with the restoration of a number of industries localized on the territory of the country, as well as the creation of production facilities of a new technological order, required a reassembly of financial and industrial policy and, accordingly, a conceptual rethinking of investment and construction processes. The great importance of cities in solving these problems is undeniable. The dangerous trends of the excessive growth of the service sector and the contraction of the production sector actually nullify the role of cities in solving the priority tasks of the country's development. It becomes obvious that there is a need for the recovery growth of the industrial real estate sector of cities. Despite the fact that the real estate sector is perhaps the most conservative element of the urban environment, that can become a brake on the new industrial wave. In order to prevent this situation, the investment and construction processes of urban development cannot be considered in isolation, they must be predicted, planned and implemented in a synthesized form. The author offers practice-oriented approaches to the synthesis of urban real estate development processes.

Key words: industrial real estate, production facilities, urban economy, industrialization, restructuring, recovery growth

Introduction

The study of urban real estate, conducted by virtually all participants in investment and construction activities, showed that the removal of industrial facilities outside the city turned into the actual liquidation of large industrial enterprises. The released labor resources were mainly distributed among various enterprises in the service sector and the housing and communal complex. As a result, the urban economy has actually become a service sector. Even the sphere of education, medicine, cultural and educational services provide services to the population. The financial segment of the urban economy, developing at an unprecedented pace and increasing the volume of services provided, occupied, according to the participants of the Urban Forum, up to 30% of the non-residential fund. The number of administrative buildings also increased significantly as the state apparatus was inflated. In addition, the segment of real estate occupied by public organizations and foundations has been actively developing over the past decade. The sphere of industrial real estate was continuously narrowing, giving way to

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built-up complexes, shopping and entertainment and business centers, administrative buildings, student campuses, etc. The task of ensuring restorative industrial growth facing the sphere of urban real estate turned out to be difficult to accomplish both due to the actual absence of development spots in large cities, and as a result of the need to reconstruct / renovate existing real estate in the urban area, and due to adjustments of virtually all subsystems of the urban economy (from housing and communal services to transport interchanges). The complex development of urban real estate required the synthesis of all investment and construction processes taking place in the real estate sector.

**Materials and methods**

The analysis of modern approaches [1-3] to cyclical development, ensuring the transition to a new technological order, which is based on digitalization, activating the processes of automation, robotization, etc., shows a steady tendency to reduce employment in virtually all spheres of the national economy, but especially in the service sector. The problem of employment is partially solved by drawing labor resources into the social sphere (care for the sick, support for the elderly, etc.), but most of the educated and qualified workers should be able to work in new segments of the manufacturing sector (microelectronics, high-precision assembly plants, defense industry, etc.).

Studies have shown [4-6] that, in principle, it is impossible to achieve sustainable development of the country, its regions, cities and territories outside the urban context and the targeted development of the urban economy. In modern realities, cities are becoming a pillar for effective responses to development challenges, both global and national scale.

Process analysis is increasingly becoming a method of analyzing urban development. Its results are the basis for strategic focus of urban development processes. The methodology of the process analysis of urban development was laid down by foreign scientists F. Bockrath, P. Goering, L. Lindner, etc. [7-11]. Taking into account the domestic scientific foundations and the peculiarities of the national economy, it was subsequently developed by Russian scientists [12]. The methodological approaches of research laid down by them and the strategic focus of reproduction processes combine the material and social spheres with their characteristic real estate objects. At the same time, the research process focuses, in addition to the types of spatial configuration, on the cultural and historical sphere and, accordingly, real estate reflecting the basic values of Russian cities. Ways of life, lifestyles and preferences are subject to rapid changes. Compared with the style of life, the structure of services to the population, real estate remains, perhaps, the most conservative element. Its configuration structures the urban space.

At the same time, part of the city's real estate is only maintained in normal operation. During periods of economic growth, the real estate sector is significantly updated and includes, along with new construction, major repairs, reconstruction, etc. At the same time, the previous stages of cyclical development filled cities with industrial real estate.

In accordance with the three identified civilizational waves of E. Toffler, namely the agrarian, industrial and information wave, the way of life, the level of socialization and education, traditions and rituals, forms of employment, etc. are changing [13]. The previous type of life arrangement corresponding to the industrial type of civilizational development became a period of transition to: an urban lifestyle, a form of living with large families, a craving for education, female emancipation, the development of various types of art and a form of leisure, total employment at most in industrial enterprises with high labor intensity and working hours. Housing stock, objects of housing and communal infrastructure, shopping areas, educational institutions were built around industrial buildings, public spaces were formed, etc. With the development of the financial sector and the growth of the economic efficiency of banking and exchange business, industrial production began to shift from the beginning to suburban areas, then to the provinces, and from the middle of the twentieth century to countries with cheap labor, resources [5] real estate. At the same time, urban real estate began to serve the
service sector. And with the transition to information technology, the IT sphere in developed countries has actually displaced enterprises of most industrial segments from the urban environment.

Thus, the generation of new forms of life activity actively changes not only the structure of urban real estate, but also forms spatial vectors of real estate development, certainly taking into account national peculiarities and traditions of business turnover. Realizing that the stock framework forms the urban environment, giving it a developing, stagnating or degrading character, we will outline the basic conceptual foundations of the process filling of the main vectors of development.

Generating new forms of life activity, a targeted restructuring of the urban real estate sector is carried out. It meets the dynamics of objective needs and subjective expectations. Conscious needs are accompanied by changes in the real estate sector, which is due to the need to ensure the social, industrial and cultural components of anthropological trends. The quality of the target restructuring is determined:

- firstly, by the degree of its compliance with global trends;
- secondly, the adequacy of local expectations;
- thirdly, the resource, personnel and technological potential of construction.

The competitiveness of new forms of life activity of the city becomes a crucial condition for attracting human capital. Because of this, the target contour must be scanned continuously in order to analyze discrepancies with the best practices for the formation of spatial vectors of urban real estate development. At the same time, the goals should reflect the needs, traditions and expectations of the urban population. The delay in goal adjustments can be dangerous, bearing in mind the decline in the competitiveness of the urban environment. Development institutions are responsible for the timeliness and validity of targeted restructuring. Their task is to generate new forms of life activity. From the author's point of view, this is the most important component of the process analysis stage. It is important to emphasize the special role of the urban elite [14]. Coordinated actions to support targeted projects predetermine investment and business activity, link economic interests, accelerate investment and project cycles of urban real estate renewal. Thus, the urban elite acts in modern conditions as a consolidating force and a trigger for development [15].

Regarding the conceptual characteristics of process analysis, we note the need to achieve process equilibrium.

Thus, we agree with the author's point of view [5] about the trinity of the process of expanded reproduction of urban real estate, which consists in the simultaneous coexistence of processes:

1) regular operation of real estate that does not require updating;
2) new construction;
3) demolition of emergency and outdated real estate.

In the new regions of the Russian Federation (Donetsk People's Republic, Luhansk People's Republic, Zaporozhye and Kherson regions), the liquidation of real estate destroyed as a result of military operations includes: demolition of the remains of buildings, as well as dilapidated and non-conforming housing standards of the Russian Federation; renovation of industrial zones and reconstruction of industrial buildings and structures. The problem of updating the communal infrastructure and actually creating new modern social and cultural facilities, etc., is extremely acute. Waste disposal as a result of demolition becomes a key task, taking into account the potential of the latest technologies for recycling and reuse of building materials. This context increases the responsibility of the administrative resource for consistency in time, balance and continuity of the triune process of real estate development [16, 17].

At the same time, it is important to emphasize that the complex development of urban real estate, represented by the triune process of expanded reproduction of real estate, requires a priority solution to the problem of locating new generation production facilities.
Results
The practical implementation of the conceptual foundations presented above in the modern context of new industrialization involves:

1) shifting the target focus to expanded reproduction of industrial-type real estate due to: reconstruction of unnecessary office and shopping and entertainment centers, renovation of existing production areas in the city, new construction that does not violate the architectural integrity of urban development and compliance with environmental norms and standards;

2) gradual, consistent elimination of outdated transport systems, taking into account new points of attraction of labor resources. Practice has shown that worn-out transport infrastructure is usually updated subject to a significant increase in operating costs, both in terms of road maintenance and in the maintenance of functioning transport infrastructure facilities. Most likely, such growth occurs as a result of military operations, as well as negative dynamics of moral and material deterioration, natural disasters, etc.;

3) restructuring of the sphere of socially oriented real estate in the conditions of the emergence of new centers of concentration of labor resources.

As the analysis has shown, it will be necessary to focus administrative and technological processes on achieving process equilibrium of expanded reproduction of urban real estate. It should be coordinated in terms of the economic interests of the participants, verified by time and resources. In addition, it is organizationally thought out and interconnected. This will require the development of special methodological recommendations. Currently, they are absent in a complete algorithmized and model form, which forms an innovative agenda. At the same time, in the course of the conducted research, the need to supplement the model of J. Forrester [18], industrial enterprises that produce commercial products in the classical version and service enterprises. Their balanced development will give the urban economy stability, protecting it from geopolitical and economic challenges to development. In modern conditions, priority support is required for industrial real estate with high-performance jobs, and, consequently, with a high level of income, leading to an increase in demand. According to many experts in the field of real estate [19-21], it is this theoretical position of urban development that is currently being actualized in our country. In addition, due to the increased sanctions pressure, the processes of income redistribution between various segments of the urban economy are being intensified by a significant adjustment of the development parameters. They may have significant discrepancies with the previously identified strategic priorities for the development of the city and its real estate sector. But in all cases, the practice of fragmentation of urban real estate development processes should be excluded.

Conclusions
The established practice of separate planning for the development of new construction, demolition of emergency housing and operation of real estate in the normal mode is currently combined in renovation programs that cover no more than 5% of urban real estate. With regard to the prospects for the development of urban real estate, the process of determining them has not yet taken a complex, synchronizing the activities of participants in investment and construction activities. Moreover, the issue of regulating the structure of the urban economy has fallen out of the field of view of the authorities and development institutions, bearing in mind its production segment and the service sector. In addition, it is extremely necessary to ensure the introjection of the country's strategic priorities on the ongoing processes of restructuring urban real estate. It is quite obvious that it is necessary to solve the problem of responsibility for the timely implementation of measures for the targeted restructuring of urban real estate. The generation of new forms of life activity is entrusted to urban development institutions. At the
same time, neither the form nor the degree of responsibility have been established, as well as the distribution of rights and responsibilities require regulation.

The last five years have been characterized by an increase in the use of state support measures, especially in new regions with inherent negative trends in the destruction of urban real estate. We emphasize that it is advisable to ensure the technological unity of management and construction processes in a comprehensive manner, taking into account the advanced development of industrial real estate. In general, the renewal of urban real estate should be synchronized across all investment and construction processes, taking into account the manageability of the triune process of urban real estate development, which is impossible without the synthesis of its components, the introduction of scoring analytical procedures, end-to-end digitalization, total resource economy, standardization and other innovative techniques and measures to improve the efficiency of urban real estate development processes.

References


