Architecture-design support implementation of the strategy socio-economic development the urban district

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Abstract. Strategies for the perspective development of regions, urban and rural districts are developed taking into account the general characteristics of the achieved level of socio-economic development, agreement, evaluated, clarified with the use of social surveys. When implementing strategies, it is actual increase investment attractiveness of the region, attracting and conservation workforce potential, development of scientific-production complexes, tourism cluster. Implementation of the strategy of socio-economic development of the city district of Togliatti, Samara region of the Russian Federation until 2030 is provided with the use of technologies of architecturally-design aimed at the development of the cultural environment, the improvement of public areas, renovation, improvement of cultural environment, the development of the information environment. Examples of relevant design decisions in the listed directions, in relation to the allocated objects of the city district of Togliatti are given.

Introduction
Strategies for the perspective development of regions, urban and rural districts are developed taking into account the general characteristics of the achieved level of socio-economic development, agreement, evaluated, clarified with the use of social surveys. At the same time, the directions, priorities of the management bodies, recommendations for regional organizations and enterprises, public structures are determined.

The strategy of socio-economic development the city district Togliatti, Samara region of Russia was also formed taking into account the historical features of the "three times born" city on the Volga river.

Excursion into the history of the city
"First birth" is the city created in 1737 by Vasily Tatishchev with the name of Stavropol (Stavropol-on-Volga) as an administrative center, a fortress to protect the territory of the Russian Empire from nomadic raids.

The "second birth" of Stavropol is associated with the construction of the Volga hydroelectric power station (Zhigulevskaya HPS), the formation of the Kuibyshev reservoir, the transfer of urban facilities in 1953 - 1955 years from the flood zone to a new location (now the Central district of Togliatti). Active development of the city on the new territory it was provided by the creation of Komsomol district, large enterprises of chemical and electrical industry, plant of cement mechanical engineering, research institutes.
"Third birth" of the city, renamed in 1964 year in honor of the General secretary of the Italian communist party Palmiro Togliatti – 1966 year. Construction started of the Volzhsky automobile plant (AvtoVAZ), under the project of the Italian automobile concern "Fiat". Simultaneously with the construction of the plant, a new district of the city was created: Avtozavodsky.

In 1970 year the first cars rolled off the assembly line of the plant [1]. The population of the city has grown more than 7 times, now exceeds 700 thousand residents.

Selected aspects of the general characteristics of the city

According to the results of the analysis carried out in the preparation of the strategy of socio-economic development of Togliatti [2], it is particularly actual to solve the tasks:

1.1. Improving the efficiency of the Technopark in the field of high technology "Zhiguli valley", the development of personnel potential. The complex is located on an territory of 29 hectares, the total area of active facilities – 67 000 square meters. Residents of the Technopark are more than 180 innovative companies.

1.2. Increasing the activity of the tourism cluster taking into account factors:

- advantageous geographical location for tourism development;
- the city is a major center of motorsport and sports tourism;
- significant potential for ecological, industrial and cruise tourism;
- need for development of a complex hotels and other places for accommodations tourists;
- it is actual to create ecological and educational tourist routes: hiking trails, bicycle paths, visits to industrial facilities, technology parks.

1.3. Activation of opportunities to use the advantages of the Territory of advanced socio-economic development "Togliatti" (TAD "Togliatti") to diversify the economy of the urban district [3]. Twenty-two companies received the status of a resident the TAD. In particular, enterprises for the production: of technological equipment, fertilizers, food, as well as working in the field of information technology, in the construction industry.

The total declared volume of investments is 4.4 billion rubles, it is planned to create in the city 3.5 thousand new jobs.

Ensuring implementation of the strategy

The directions of the architecturally-design projecting, contributing to implementation the strategy of socio-economic development of the city, to increase the investment attractiveness of the territory, attract and conservation workforce potential, the development of the tourism cluster, are:

- development of cultural, cultural and leisure environment;
- improvement, landscaping of public areas;
- formation, development of cultural and educational environment;
- renovation, improvement objects of cultural heritage;
- development of information environment with application of modern technologies.

Variants of architectural-design solutions

The results of the developments implemented with the use of typical techniques [4], with the involvement youth creative groups of students focused on practical project activities [5, 6], are given below.

The basic principles, rules, basic technologies and recommendations adopted in profile design-projecting [7, 8, 13].

1.4. Development of cultural, cultural and leisure environment

The object of reconstruction – Drama theater "Wheel" has a significant adjacent territory, at which creates a park with zones: "chess field" and "amphitheater", allowing to create conditions for cultural recreation, communication, organization of performances of creative groups, Figure 1.
Reconstruction object – Togliatti puppet theatre "Pilgrim". When designing it is taken into account that the visitors of the theater are children with their parents, the main attention was paid to the play zones with symbols: "Thread", "Cane", "Shadow», which are designed for active pastime in favorable conditions, to attract attention to the artistic fragments of the exterior, Figure 2.

The object of reconstruction is the park of the Universal sports complex "Olymp". On the adjacent territory, will be created conditions for cultural recreation, communication, familiarization with memorable sporting events, with the achievements of athletes, teams of the city and the region, for information events and performances of creative groups.

Fragments of the development on landscaping, the formation of memorial sites and summer café is presented in Figure 3.

1.5. Improvement, landscaping of public areas
The object of improvement, revitalization – 12 quarter Avtozavodsky district of Togliatti. Fragments of design solutions, that combine recreation and entertainment zones for children, landscaping, focused on the formation a favorable comfortable environment for residents and guests of the city, are shown in figure 4.

1.6. Formation, development of cultural and educational environment
The object of development – scientific-educational "Museum of education" of city Togliatti. Iconic expositions: the virtual database "Tape time"; an interactive space "Laboratory of knowledge"; the territory of communication "Club of veterans of education"; sculptural composition "First schoolmistress"; game, training and educational zone of the territory, Figure 5.

Figure 1. Theatre “Wheel” garden square at the surrounding territory
1.7. Renovation, improvement objects of cultural heritage

Object is the Cultural-leisure center «Petrel». Design solutions renovation adjacent territory are developed into account the features of the center as an object of cultural heritage, created in the style of Soviet classicism in the 50s of the 20th century.

Traditions of holding mass events in open spaces and of film screenings are preserved, created zones for parents and children, for a quiet holiday, Figure 6.

The design concept of the project is focused on the formation of a comfortable environment for visitors, taking into account the provision of: performances of creative groups, thematic presentations, entertainment events, information meetings in the areas of activity of the center.

Parking spaces for vehicles have been introduced.
1.8. Development of information environment with application of modern technologies

Promising infrastructure information facilities that ensure the development of domestic and inbound tourism – demonstration-educational centers are formed on the basis of dynamic architectural layouts (layouts with controlled illumination of objects and routes, mobile components of layout), means of demonstration interactive materials – problem-oriented video clips, computer presentations.
The formation and stepwise expansion of urban and regional information systems ensures the active development of a commercially efficient tourism cluster of the territory.

Figure 6. Fragment of the master plan of the adjacent territory. Zones of the end part of the center building

Summary
Architecture-design support implementation of the strategies socio-economic development the urban districts relevant for increases of the investment attractiveness of the territories, attract and maintain workforce potential, the development of the tourism cluster.

The use of design technologies and the formation, modernization of the selected facilities should be coordinated at the level of territorial governing body and aimed at step-by-step solution of the allocated priority tasks of development of the cultural environment, improvement of public territories, renovation, improvement of objects of cultural heritage, development of the information environment.

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