Building growth reserves at usage of the industrial areas

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Abstract. Usage of the industrial areas for realization of housing projects remains minimal. Nowadays, legislative base for solution of the relevant issues is formed. Reclaiming of the industrial areas entails a very large amount of investments for creation of the necessary infrastructure and other conditions. This article reviews the main tendencies in the pointed sphere of activity. Recommendations on the initiatives for effectiveness improvement are given.

1. Introduction
Modern unfulfilled needs in living areas are connected with a big number of morally and physically obsolete facilities and the lack of the necessary dynamics of new building. One of the complicating factors is the low purchasing power of citizens. At that, cost of construction is not pertains to reduction, as the availability of ready-to-build plots of land, transport and engineering infrastructures are seriously limited. In many cases, this infrastructure is also being well worn. City authorities have to serve it, and seek funds for building of the new one. Deficit of regional and local budgets appears in most of the subjects of the Russian Federation. Only a small proportion of subjects can aspire to independence. All these facts do not give rise to new drivers of growth, which are so necessary and branches, and society of the country.

2. Materials and Methods
Solution of these problems worries many researchers and practitioners. Many scientific works are confirmation of this [1]. Practical measures on solution of the housing problem are constantly being sought by the Ministry of Construction of Russia. The law on the integrated development of industrial areas developed by the Ministry of Construction of Russia jointly with the Government of Moscow was approved in 2016 for this. The law on the integrated development of industrial areas allows to involve up to 20-25% of the urban areas into the human activity. It is known that many industrial areas traditionally stay in the cities. State makes focal point just on its development. Advantage of usage of the industrial areas is the availability of various social infrastructure of the city, located respectively in the closest proximity. Also, positive aspect is the improvement of the environment in connection with the removal of industries outside the city. Together with the removal of manufactures, their modernization in the new location should also be considered, including the targeted support of the development of industrial parks.

So, realized law clearly defines what territory is considered an industrial area and conditions, which are necessary for taking a decision on its integrated development, into which all owners of land and real estate in such territory are included now. It allows to find effective ways of solving difficult problems, which generally connected with the property disputes. It is obvious that there can be many questions.
Removal of manufacture outside the city is not always favorable for the owners of industrial projects. Such consequences as removal from population and labor market, reduction in logistic capabilities, promotion channels and sales of products can become a serious problem.

Nowadays, united development institution in the sphere of housing construction HMLA forms measures for involving more than 240 land plots with an area of more than 15 thousand hectares with a town-building potential of at least 100 million square meters for residential buildings in the next three years. According to information of the Ministry of Construction of Russia, activation of the involving of federal lands for housing construction in major cities ensures the growth of housing construction in general [2].

Number of land plots in cities subject to comprehensive development is constantly increasing after the adoption of the above-mentioned law and in the process of continuous work on the task of involvement industrial areas in the turnover from the Ministry of Construction of Russia. Territories with huge but not demanded areas provide a large volume of construction and housing commissioning because of the fact that such lands are mainly located in the major cities. As a consequence, it stimulates the investment attractiveness of the sphere of housing construction. As of the beginning of the second quarter of 2017, the list of territories subject to prioritized complex and sustainable growth has already been formed in the 66 subjects of the Russian Federation. It counts 1137 land plots with supposed square of 238.3 thousand hectares of territories. Funds in the amount of 20 billion RUB, which were allocated from the Federal Treasury, are already divided in the budget law. 66 projects on integrated development of territories were approved in 33 regions. They can reckon on the support for the construction of infrastructure and subsidization of the interest on credits for the building of general utilities. In fact, a mechanism similar to the federal target program “Housing” is proposing. It is expected that it will allow regional developers to avoid the infrastructure costs in the price of a square meter and thus offer the construction cost relatively minimal. At that, question of the cost of construction, in our opinion, remains quite acute [3].

Emphasizing the actual sources of resources for realization of all of the existing initiatives, following ones are the most significant nowadays. First is the funds of the regional and municipal authorities (budgets). Second is the funds in the form of subsidies from the federal budget. And the third one is he credits of commercial banks in various forms and manifestations. Attraction of banks in the sphere of housing construction financing is implementing in the following way.

Support of the housing construction from private investors and population can be implemented not without initiatives from the government. The main question is in the sphere of the source of investment and promotion of the solvency of citizens. Prioritized project “Mortgage and rental housing” has been formed by the state for promotion of the corresponding capabilities. The main purpose of the prioritized project of the main direction of the strategic development of “Mortgage and rental housing” is the improvement of the living conditions for the citizens of the Russia through the ensuring of the high rates of housing construction (entrance of the 88 million square meters in 2018, 100 million square meters in 2020) and demand stimulation (issue of 1 million mortgage loans in 2018, 1.2 million mortgage loans in 2020). Major efforts on involvement of the inefficiently used federal, regional and municipal lands in cities, including the industrial areas, which were considered in this article, in housing construction is already begun for this project. At that, the basic approach, which provides the better living conditions for citizens, is focused on the mortgage loans. Promotion of the availability of the mortgage loans for citizens and reduction of the financial risks in particular is provided through: a) formation of the liquid market for mortgage securities, b) the introduction of electronic mortgages, c) the world’s best practices on the information disclosure and other measures. Another direction of the housing construction financing is the realization of the “pilot” projects for construction of the specialized rental housing, including usage of the collective investment scheme.

Formed list of territories for primary development has a total area of capital construction projects over the 83.5 million square meters [4]. It is obvious that very ambitious targets and issues of the resource support are to be solved together with the search of the effective mechanisms. Moreover, new construction, including in the territories of industrial areas, must meet modern requirements and
standards, that strengthens the burden on the resources of the urban programs. Main requirements for new construction are laid in the priority project "Housing and Urban Environment”. There are two key tasks within the project, they are the creation of the comfortable urban environment and ensuring the housing and communal services quality. State plans in the development of the system changes to the approaches to the provision of urban amenities and urban environment. The Ministry of Construction of Russia initiates corresponding changes to the Town Planning Code. Standards for the development of Russian cities of different types will be chosen. They define the logic of modernization and provision of urban amenities for the municipalities, while keeping the identity and cultural traditions of the regions. Municipal programs for the formation of the comfortable urban environment, including all the projects on the provision of urban amenities, realizing within the project must be approved to the May 25, 2017. Public hearings from the park to the yard should pass [5].

So, study of the existing industrial areas on the territory of the cities of the country allows to reveal their great potential. As mentioned above, it is possible to erect more than 83.5 million square meters of the capital construction objects, development of which can be performed in the next 5 years. But still it remains in plans. There are no new large-scale sources of investments from the state initiatives. Although solution of the question of involvement of the industrial areas in the turnover itself is a serious support for the construction industry.

3. Results
Comprehensive support for the programs of involvement in the turnover of the industrial areas in the housing construction can show very high result. Every city has such areas. They occupy a large space, but at the same time create a negative image of the city because of the presence of the big number of objects, which do not improve the architecture of the city. It is necessary to consider not only public funds as a source of investment [6]. Economic entities and households themselves have a great investment potential in the conditions of market economy. More extensive consideration of options for attraction of the investments reveals both big reserve of these funds and the problems, without solution of which it is impossible to get the positive result (fig. 1). New economic interests, which should be met, are should be identified for the new qualitative result. Increase of the financing role and participation of the industry representatives in solution of the industrial area development objectives can be the result.

4. Discussion
Economic efficiency of the proposed measures is a debatable issue at ensuring of the development of industrial areas. The cost of renovation of the industrial areas is much higher than the usage of the other free urban areas. Key issue is the disposal of industrial waste, removal of contaminated soil, normalization of the ecological situation in the corresponding territory. For obtaining of the successful result it is necessary: a) involvement of the most general public in the development processes, b) detailed study of foreign experience, c) formation of the pilot projects and experiments with different ratio of resources and the parties concerned. If the state is currently considering subsidizing of the interest rates of banks for infrastructure construction programs as key mechanisms of the promotion of territories, such support will not be effective or sufficient.
5. Conclusions
Development of industrial areas is very actual for the Russian cities. There are a lot of inefficiently used territories in the conditions of industrial degradation. Their development looks quite logical and regular. And the industry support must be in range with it. Corresponding supporting measures are realized through the joint work of the Ministry of Construction of the Russian Federation and the Ministry of Industry and Trade of the Russian Federation in direction of the creation of laying the groundwork for the industrial parks. Industry interests are very important in solution of the issues of industrial areas development with the purposes of housing construction.

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