Urban Improvement, Increasing Investment Attractiveness Territories of Priority Social-Economic Development with the Use Technologies of Architectural Environment Design

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Abstract. Territories of advanced social-economic development (TAD) are created in the Russian Federation to support the economy of municipalities, mostly, single-industry towns, economic activity of which is determined by the city-forming enterprise, a group of integrated enterprises, by means of diversification of activity areas, investment attraction, provision of new jobs, improving social-economic state of population.

Urban improvement, cultural environment development, domestic and inbound tourism development are key R&D directions aimed at the achievement of the goals of organizing such preferential development territories with the application of advanced technologies of architectural environment design (AED). The report presents a number of research and development results to achieve these goals in the city of Togliatti, Samara region.

1. Introduction, focus areas

By the Decree of the RF Government of 28.09.2016 No.974 in the Samara region, the urban district Togliatti, created the TAD “Togliatti”. It is oriented towards the urban district development not connected with the activity of the town-forming PIC “AVTOVAZ”.

For the resident companies formed within the TAD preferential tax modes and favorable conditions for development and efficient activity are provided [1, 2].

The strategy of the region social-economic development until 2030 takes into account the TAD activity prospects and priorities, investment attraction, creating new jobs, improving social-economic situation of the population [3,4].

The results of R&D architectural environment design providing for the development of the TAD “Togliatti” conducted by the employees of Togliatti state university involving creative student groups [5,6,7], are also relevant for other TADs in Russia [8], aimed at resolving the following tasks:

- improvement of open spaces of the municipal structure;
- development of territorial centers of innovative, research and design activity – technological parks of various profiles;
- forming infrastructural demonstration-educational centers of the territories on the basis of dynamic architectural models and means of interactive presentation of information materials.
2. Urban improvement of open spaces of Togliatti

At the conduct of the pre-project inspection of territories, design objects, preparation for a comparative analysis of the creative variant design development results, at the development of design projects the research authors used the expertise of architectural design project development to resolve regional tasks [9], a specialized scientific-methodical basis [10, 11, ..., 16].

The design solutions for open spaces, the brief description of which is given below, were developed and approved for the implementation.

1.1. Garden ground of the Puppet theatre “Pilgrim” [17]. The performances of the Togliatti theatre are intended for the children of 10-12 years. The theatre demonstrates the performances of popular Russian and foreign folk tales, original performances of the stage directors. At design project development, the focus is placed onto the main theatre visitors – parents with their children. Play spaces were developed with the conventional designations: "Thread", "Stick", "Shadow".

The surrounding theatre areas are designated for active recreation under favorable conditions, to attract the visitors’ attention to original artistic exterior fragments, Figure 1.

1.2. Drama theatre “Wheel" [18] located in the Central district of the city. The results of creative design project development of the dedicated functional areas of the theatre adjacent territory – general view of the Garden square with the zones: “chess field” and “amphitheatre” is presented in Figure 2. Designed exterior allows you to create generating favorable conditions for cultural recreation, free intercourse, performances of young creative groups.

1.3. Universal sports complex “Olymp” [19]. At the surrounding territory favorable conditions will be created to facilitate cultural recreation, free intercourse, familiarization with memorable sports events of the city, achievements of city and region sportsmen as well as the conduct of information events, creative group performances. The fragments of design development of functional areas – urban improvement, forming memorial objects, a summer cafe are presented in Figure 3.
1.4. The design project of revitalization of the 12th quarter of the Car factory district of the city Togliatti is developed for an integrated solution of relevant tasks of the micro-district improvement. Fragments of exterior of free rest and children entertainment areas, landscaping territory for the purpose of forming a comfortable living environment are given in Figure 4.

3. Development of innovation centers – technology parks of the TAD
Development design project of the improvement territory Technology park in the sphere of high technologies “Zhigulevskaya valley”[20]. The project provides for the formation of exhibition pavilions on the profiles of residents and new facilities: for activity of park as a tourist complex, attraction of youth, representatives of small business, the population of the city by means of formation of additional sports and improving centers – lease of sports equipment; sports area; area of installations and cafe; children technological park; promenade area.

In addition, the project stipulates for the conduct of public events in the territory: conferences, presentations R&D results, specialized festivals, Figures 5, 6.
4. Formation of demonstration-educational centers of territories on the basis of dynamic architectural models

The demanded areas of the development of the TAD touristic cluster are the following: educational tourism – familiarization with popular facilities; eco-tourism – visiting preserved and developed natural objects; ethnic tourism – familiarization with the customs, trades, history and crafts of the population; sports tourism.

Infrastructure information objects stipulating for tourism development are demonstration-educational centers (DEC) formed on the basis of dynamic architectural layouts, means for demonstrating interactive materials – problem-oriented video clips, computer presentations.

The priority area of DEC forming is the establishment of the center of the Samarskaya Luka territory together with the Federal state budgetary institution “National park “Samarskaya Luka” and the Federal state budgetary institution “Zhigulevskiy state natural biosphere reserve name's I.I. Sprygin” [21, 22, 23].
According to the results of the conducted research of the territory developed the requirements to the subsystems of the DEC “Legendary Samarskaya Luka”, a number of video clips, were made as well computer presentations, architectural layouts, the example - Figures 7, 8.

**Figure 7.** Examples of iconic objects in the territory of Samarskaya Luka.

**Figure 8.** Saint Nicholas chapel and miraculous source, object representation – dynamic architectural layouts “Stone Bowl”.

### 5. Conclusion
Applying the AED methods, design technologies facilitates social-economic development of territories, attraction of personnel potential and investments, diversification of activity areas including the development of the regional touristic cluster.

The focus of development TAD on the improvement of open public areas is relevant taking into account the need tasks attraction of young people, children and parents, developing areas for recreation and social events conduct, creating information infrastructural facilities, the base for energizing the technical creativity of the youth. At this, on TAD are activated the processes of preserving and attracting personnel potential, investment activity increase, domestic and inbound tourism development, diversification of the activity areas are facilitated.

The most effective is the phased application of AED technologies that accompany the development of the TAD resident network and the urban cultural environment,

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