Development of the construction industry in the trend of attention to the formation of the urban environment promotion

Ekaterina Maximova

1Moscow State University of Civil Engineering, 26, Yaroslavskoye shosse, Moscow, 129337, Russia

E-mail: gella85@bk.ru

Abstract. Creation of the new image of cities becomes an important modern tendency. Foreign experience creation of the comfortable living conditions for the urban population could show the improvement of many social indicators of the society development. Existence of the positive result from the renovation of city territories performance in Russia can be indicated on the example of the city of Moscow. This article shows the tasks which state plans to create for the comfortable urban environment. In this regard, the directions of the development of the construction industry, which allow to increase the level of business activity are shown.

1. Introduction
Attention to the formation of the urban environment is manifested at the highest level in the Russian Federation. Existence of prioritized project for formation of the comfortable urban environment can be noted as a confirmation [1]. Urban environment is a complex of social and industrial infrastructure with facilities which are created by many industries. Transport is an engineering; communication is a branch of the information technologies and intercommunication, energy, housing and utilities infrastructure; services sector is trade, light industry, etc. It should be noted that the frame of various urban systems forms the real estate for various functional purposes. In this regard, the basic factors of the urban development are determined by the condition of the real estate and methods of its development. Citizens who live in cities respond to positive or negative aspects of urban development very quickly. Spirit of the different communities can have a strong impact on the work of the local administration, taking into account the aggressive ways of discontent expression. At that, authorities at the level of federal ministries, regional and municipal administrations, taking into account the spirit of the citizens, are trying to create the best housing conditions for them. Since the interests of the population in conjunction with actions of the authorities significantly influence on the appearance of the urban environment, such decisions ultimately have a decisive influence on the development of the construction industry. At that, problems of adequate development of the construction industry are extremely relevant. Scientific development of these issues has high theoretical and practical interest.

2. Materials and Methods
As it was noted in official sources, the urban environment determines and shapes the way of life of the population and a particular person. Therefore, the more time person can spend the time in different parts of the city comfortably, while paying attention to sports, health, can use the opportunities of courtyards, park facilities for this, the healthier and more efficient they become. And the whole of society at once. Taking into account difficult climatic conditions of our country, underdevelopment or degrading
condition of different infrastructure, formation of comfortable and safe urban environment, accessible, including for the low-mobility citizens, is the part of one of the prioritized tasks, which country challenges with. Realization of the prioritized project on formation of comfortable urban environment sets a goal to make cities of Russia comfortable, environmentally friendly, able to provide equal opportunities for development for all groups of the population. Public spaces and recreational zones, favorably influencing the health and physical culture of citizens should be purposefully created for this. Projects, which have already been realized in our country, and especially important abroad, showed that their success has direct positive impact on social and demographic indicators of individual territories. Moreover, there are cities, mission of which is the reproduction health.

For creation of the comfortable urban environment with all the advantages that are available, "green technologies" are applied. They are directly used in building for creation of the public spaces with specified characteristics and parameters. Urban environment and level of living conditions depends largely on the content of cities and the quality of housing and utilities infrastructure. That is the cleaning of streets and territories, timely repair of engineering infrastructure, quality of drinking water, heating effect. These dimensions get special attention within the above-mentioned prioritized project [2].

Directly prioritized project "Formation of the comfortable urban environment" is approved for the period of November 17, 2016 - February 10, 2021. It sets the goal to create conditions for systemic improvement of the quality and comfort of the urban environment throughout the Russian Federation by the method of fulfillment the provision of urban amenities for separate and complex territories [3]. Formation of the municipal programs on provision of urban amenities with accounting of the citizens’ opinion, territorial public self-government, realization of the support mechanism for provision of urban amenities activities initiated by citizens, financial participation of citizens and organizations in realization of these activities, tools for public monitoring for realization of activities and many other things are proposed for the achievement of this goal. Ministry of Construction of the Russian Federation, as the end customer, assumes to participate and/or realize the following:

a) to accept municipal programs for the 2017-2020 timeframe with address list of objects, provision of urban amenities for which is going to be implemented in the period of the project realization;
b) to contest the best practices;
c) to coordinate the procedure for selection of the projects on provision of urban amenities, lists for the provision of urban amenities;
d) to realize the educational programs of specialists engaged in the provision of urban amenities issues, etc.;
e) to create tools for public control of the provision of urban amenities programs.

Besides, the following directions which are envisaged by the prioritized project deserve special attention:

a) encouragement of projects on provision of urban amenities;
b) creation of tools for co-financing of the provision of urban amenities projects by the citizens (adoption of relevant acts in municipalities);
c) creation of sports and recreation infrastructure (is defined on the region discretion), provision of urban amenities for the abandoned areas;
d) provision of urban amenities for popular trade areas;
e) formation of the cultural value (identity) of the city;
f) creation of the pedestrian infrastructure;
g) creation of tools for improvement of the economy of the municipality, support of the street trading, services (weekend fairs, etc.).

Modern tendency is increasing of the attention of the government to the issues of return, repayment form their investments. In this regard, prioritized project sets formation of the system of competitive selection of projects for provision of urban amenities, which assumes the selection of the best and most popular projects of the citizens as a direct goal. Also, the formation of the pool of projects, which can be an example of best practices for the realization of activities in provision of urban amenities. All of this is aimed at capitalization of intangible assets of the state and authorities, which allow to solve
important social problems, ensure investment attractiveness of the projects on provision of urban amenities, to attract capital from other spheres of activity and industries better. At that, capitalization of the corresponding intangible assets will be manifested primarily in the growth of competencies of persons who manage the city planning schemes. It is expected that the training of representatives of the subjects of the Russian Federation and their subsequent participation in the implementation of projects will form centers of contemporary competencies in issues of the creation of comfortable urban environment and create conditions for further replication of these competencies and realization of projects in provision of urban amenities, accounting the modern requirements. Thus, creation of the competence centers that are likely to be maintained and supported by government bodies will be the main link for interaction of those who have resources and those who able to perform the necessary work [4].

Different construction companies which perform both commercial projects and works within the state order are functioning intricacies. Programs on provision of urban amenities of the city have relative scale and affect the interests of liberal share of the commercial construction companies. Consideration of those directions of provision of urban amenities which the city can realize in the most effective way, are necessary for construction organizations. Hence, the development of the competences of construction companies should happen in accordance with the competence of the corresponding competence centers.

3. Results
State programs on provision of urban amenities have the strong invariant influence on the functioning of construction companies. In this regard, construction complex does not determine the direction of construction, which are the most prioritized for it. Construction companies are developing in the direction in which the requirements for urban real estate are being formed by the users of this real estate. Accordingly, the city's population is the main dominant critical mass, capable to determine vector of development of the participants in construction activities. Development of the construction industry within the growth of attention to the formation of the urban environment will occur adequately worthwhile goals with possibility of outstripping growth of necessary competencies. Result of management of the construction companies should consist in the timely understanding of the tendencies of urban environment development (Figure 1).

In this basis development of the construction companies can really be in trend of the modern growth of attention to the formation of the urban environment. As a result, companies will be able to get funds from the overall flow of funds sent by both the state and private investors. Nowadays it is a serious support for overcoming the crisis phenomena [5].

Many researchers devoted their works to the formation of the urban environment [6]. They draw their attention to the necessity to provide assistance from the state at the realization of the investment projects. In addition to the above the main task is put in the sphere of housing construction and the adjacent structures. This article draws attention to the development of special competencies of participants of the construction activity, which are able to offer the appropriate tools for solution of the important urban issues. It allows to determine new content of the tasks of the development of construction companies and specify the types and directions of their support on the part of both the state and other participants in economic relations in construction [7].
4 Discussion
Development of the construction industry in the trend of the growth of attention to the formation of the urban environment is the part of important modern tasks. Their content is different because of the new composition of the requirements to the competencies of the construction companies. Construction industry is in stagnation. So, provision of the construction of new generation facilities and development of the economic relations of the new generation are extremely important in modern times. Potential growth of the business activity in construction can be identified as very large, considering the scale of the stakeholders in creation of the new image of the country’s cities. In addition to the above, creation of the different objects for ensuring of the comfortable urban environment can, except of the state funds, attract private investors and funds.

5 Conclusions
The plain truth is that it is impossible to assure management of real estate item life cycle outside of digital world in conditions of high degree of uncertainty, and search of directions to cope with backlog problems in all aspects of construction would inevitably require geo-informational correction of existing conception approaches. It is possible to state that informational revolution happens conjointly with evolution of construction sector and touches not so much material as information component of investment and construction system.

References
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