Improvement of the Street as a Factor of Economic Growth of the City (in Case of Taganrog City)

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Abstract. The article is devoted to the formation of a comfortable urban environment, in particular, public spaces, and its impact on the development of the city's economy. The concept and design solutions developed in the framework of the research in Taganrog are described. An important result of the landscaping project is the establishment of historical heritage as the core of the territory's identity and a catalyst for economic activity. With the advent of modern public space, formed around heritage sites, residents of the city are aware of their cultural and historical value. At the same time, entrepreneurs will be convinced of the possibility of commercialization of historical heritage, observing its connection with pedestrian flows and turnover of enterprises, and will be involved in the process of developing rules for organizing and using city streets. The preservation and return to the economic turnover of heritage will not be imposed, but an internal goal, shared by economically active, significantly influencing the decision-making, actors of the urban community.

1. Introduction
Currently, the problems of organizing a comfortable urban environment and territorial management of settlements are among the most important state large-scale development programs in Russia. This is due to the declining level of improvement of most public areas against the backdrop of a growing deficit of local budgets, systematic violations of existing regulations and standards of maintenance of both yard areas and public spaces, with growing needs for a quality urban environment [1].

The need to study public spaces is due to the fact that they carry a large functional load. Thanks to them, the urban community is formed and aware of itself, such areas are a necessary source of information and communication for the divided inhabitants of the big city. Public spaces are also a prerequisite for the formation of urban identity [2].

2. Problem statement
The majority of Russian cities are characterized by irrational use of historical buildings of the center, the lack of a single standard of improvement and design code of the city. All this negatively affects both the external attractiveness of the city streets and the economy of the city as a whole. The improvement of streets and the formation of comfortable public spaces in accordance with modern standards and on the basis of a comprehensive analysis of the urban context can serve as an impetus for the development of the urban economy.
3. Theoretical part
In recent years, the strategies for moving people around the city have changed significantly. This is especially noticeable among young people. According to recent studies, if before most people chose a car, now citizens more often prefer walking routes, bicycles or public transport. In this regard, the development and improvement of public spaces is becoming one of the priority areas of urban development. The success of such projects is confirmed by examples of cities where various sites have been landscaped. For example, in the city of Batumi in Georgia, after improvements, the number of catering facilities increased dramatically – neighbourhoods close to the embankment turned into solid lines of cafes and restaurants. The likelihood of such development is confirmed by the experience of improvement of the streets of Moscow, which allows to draw the following conclusions:

– the positive effect of improvement for the development of entrepreneurship is achieved where there has already been activity;
– in the busiest places there is not so much an increase in the number of objects, as a change in the type of tenants, instead of trade and service, public catering and entertainment establishments are opened.

The change in the composition of tenants leads to an increase in the number of jobs and tax revenues. Catering enterprises have the opportunity to use the equipped sections of the street to accommodate temporary sites. After the reconstruction, the attractiveness of commercial and residential real estate in the landscaped area and nearby streets also increases, which leads to an increase in prices. The scale of such an impact can be assessed by the example of the effect that the «My Street» program has had on the secondary housing market in Moscow. Despite the fact that from 2015 to 2017 the cost of such housing in the Central administrative district of Moscow decreased by 3%, in the improvement zone during the same time it increased by 3.5%, that is, the gap was more than 6% [3,4].

As part of the study of the impact of the degree of improvement on the city’s economy, together with ASADOV Architectural Studio (Moscow), a study was conducted in the city of Taganrog, Rostov Region. The aim of this study was to develop a project of improvement of Petrovskaya street in the Central part of the city and the analysis of the expected economic effect.

4. Research results
The study analyzed the central historical part of the city – architecture, infrastructure, transport network, pedestrian flows. A workshop was also held with local residents to identify existing internal problems and suggestions for solving them. As a result of the analytical work, the following problems were identified:

– lack of orderly parking spaces along the street;
– a large number of old dry and sick large trees;
– the presence of visual noise due to the disorderly placement of advertising on the facades;
– lack of equipped places for rest;
– lack of a single style of street furniture.

To solve the identified problems, the concept of rethinking the street area as an open and accessible space was developed, contributing to the improvement of the quality of life, the development of the service industry and the attraction of visitors [5,6]. Such a space will allow to reveal the potential of the remaining planning solutions of the historical part of the city, unique heritage sites, characteristic environmental development and attractive landscapes. The concept was based on the principle of the organization of a mixed-use space (mixed-use) (Figure 1) [7,8].

This concept served as a starting point for the work. The aim of the project was to strengthen the public character of the street and create conditions for the preservation of heritage sites by increasing the emotional and economic significance for the urban community. The key tasks that are being solved during the reconstruction of the street are to increase road safety and reduce mortality in road accidents, preservation and return to the economic turnover of monuments of cultural heritage, consolidation of urban communities, creating conditions for the successful operation of small and
medium-sized businesses that provide services in the field of trade, catering, hospitality industry, the formation of a comfortable urban environment attractive for both tourists and residents of the city [9-10].

Figure 1. The scheme of application of the mixed-use space concept. © Asadov Architectural Studio.

As the main functional unit in the project it is supposed to use parklets for temporary replacement of parking spaces. Several types of parklets have been developed depending on the purpose (Figure 2). Such a solution is optimal for use in the area of protection of historical heritage, because it does not violate the formed profile of the street. The use of natural materials and simple composite construction will allow you to effectively use and revitalize the space. A single style of design combined with the use of design code will contribute to the brand awareness of the city [11-15].

Figure 2. Types of parklets depending on the destination. © Asadov Architectural Studio.
At the same time, a unique format is created for this place. On the one hand, residents receive a universal space for organizing events, which on weekends and holidays can be completely pedestrian and accommodate a large number of temporary trade pavilions. On the other hand, orderly and equipped parking spaces appear on the street, and business people working on the street receive additional space for commercial activities (Figure 3) [16].

Figure 3. Visualization of the project proposal (right) and photo of the current situation (left). © Asadov Architectural Studio.

The section of Petrovskaya street will be the first public space in Taganrog, equipped according to modern standards, which will lead to a noticeable increase in pedestrian traffic. The behavior scenarios will change – there will be more visitors in the dark and in winter, more young people and parents with children. You can expect that the street traffic will increase by at least 25 % and increase the time spent on it by every guest or resident of the city.

The increase in pedestrian traffic on Petrovskaya street will lead to the fact that many shops will be cafes and restaurants. In addition to the increase in the number of objects, the growth of the turnover of catering will be provided by the use of parklets, allowing, as necessary, at the peak of the tourist season to replace parking with outdoor cafe areas [17,18].

Changes in the composition of tenants will lead to an increase in the number of jobs and tax revenues. If a store located on Petrovskaya street creates 2-3 work positions, then a catering establishment – an average of 10-11. The replacement of half of the 48 cafe and restaurant shops, together with non-stationary facilities, will create approximately 200 additional work positions. Income from tax deductions of individuals after the opening of new catering establishments – more than 20 cafes or restaurants with the ability to create summer playgrounds, 10-15 jobs per institution, two new, year-round working, non-stationary object – will be about 440 000 rubles per month.

The presence of an active public space will lead to an increase in the number of weekend tourists, including at the expense of guests from nearby cities. At the moment there are 1,799 tourist accommodations in Taganrog. The growth of tourist flow will allow creating up to 600 new locations, which also means an increase in the number of jobs for local residents.

In order to ensure the maximum economic effect of investments in landscaping, it is necessary to involve entrepreneurs working in it to manage the territory, interested in increasing the number of visitors [19-21]. Such a community can organize joint actions of entrepreneurs and their interaction with the city administration on such issues as:
- ordering signs and advertising structures;
- repair of facades;
- installation of street furniture;
- gardening;
- organization of open areas for catering;
- installation of non-stationary trading facilities;
- the mode of operation of trade and public catering enterprises;
- organization of logistics of trade and public catering enterprises;
- organization of car traffic and parking;
5. Findings
Thus, the formation of a modern urban environment is the key to the successful positioning of the city in the markets for goods, services and information and the development of a competitive urban economy. Competent improvement and management of public spaces, ensuring the comfort of pedestrians on the streets entails an increase in tourist attractiveness, stimulating the development of trade and catering and entertainment services, the creation of economic conditions for the preservation and adaptation to the modern use of objects of historical heritage.

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