



**ACTUAL ASPECTS OF THE INTEGRATED APPROACH
TO URBAN AREAS DEVELOPMENT**

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Summary. Article is devoted to the actual topic of urban areas development. The authors have researched the modern approach to a rational use and a management of the large territory based on the collaboration of state and private sectors and the complex accounting of town-planning zones functions compatibility. The characteristics of territories complex development management for housing construction are considered, types of development projects within the large-scale development of real estate are analyzed. It is shown that at the rational organization of planning of town-planning processes it is possible to provide an increase of complex development efficiency and a redevelopment of urban areas.

Keywords: territory; large city; developer; planning; real estate market.

Sustainable and effective development of the cities is impossible without an integrated approach to the realization of the processes of justification and administrative decisions development within urban construction.

Now in the cities of Russia there is a trend of construction business integration and as a result, show interest to a large-scale investment and construction project. At the same time, the state, in turn, seeks to stimulate housing construction by involvement the large undeveloped or inefficiently used territories in a turnover.

Under complex development of urban territories should understand the formation of an integrated and balanced urban development solution that allows you to achieve high economic, social and environmental performance, as well as the synergy effect from their combination in a particular area.

Projects complex development of urban territories can be divided into two big groups. The first group includes free from building urban areas complex development projects. Other group includes the built-up territories complex development projects.

Currently in St. Petersburg is implementing a number of projects complex development of urban territories for housing construction, initiated by the city Government through the bidding procedure (development of territory of the village Horse Lahti in Primorsky district of St. Petersburg, development of territory "North Valley" in Vyborg district of St. Petersburg, the investor in both projects is "Glavstroy SPb" LLC) and a number of projects started by the Russian and foreign private companies with ownership of large plots of land (development of territory in Moscow district of St. Petersburg – the project of residential eco-quarter uptown "Triumph Park", the investor – the international construction company MirLand Development Corporation, development of territory in Krasnoselsky district of St. Petersburg – the project "The Baltic pearl" where the investor is the Shanghai construction Corporation, etc).

Renovation of the territories which are built up houses of the first generation of industrial housing construction and emergency fund is one of the priorities of the St. Petersburg's housing policy.



It has now formed a mechanism for the implementation of such projects. By the end of 2015 the construction company “SPb Renovation”, which is engaged in realization a program of redevelopment areas housing the first mass series, plans to build a houses in four blocks: Ligovsky, Krasnii Kirpichnik, Grazhdanskii 1-1a and Malaya Okhta.

Let us consider the specifics of defining the management of urban areas complex development projects.

Integrated territorial development projects are the most extensive, as determined by the extended number of the project participants, the volume of investments, high social responsibility of the investor, technical and economic indicators of development, the ability to impact on the surrounding territory.

Therefore, the projects of integrated development of territories have specific management features, characterized by a high degree of professionalism of the project manager.

The organization of process of effective planning of the urban development processes at all stages of implementation of the project is an important for the integrated development of territories.

To improve efficiency, it is important to plan the budget of the project accurately and seek to maximize technical and economic indicators, observing balance of the territory in which the project will be competitive and demanded in the market of developer real estate.

Having considered of managerial decision-making in the context of the integrated development of urban territories, it is advisable to identify the main stages of the process of the formation of the integrated development of the territory management system of large cities. These include:

– The formation of a common base of information resources on objects of town-planning including information about the current use of the territory, the existing restrictions of urban decision-making and scheme of a current state of engineering networks.

– Integrated assessment, drawing up of analytical schemes with a list of the problems of urban development.

– Concept development and overall implementation of the project.

Thus, according to features described above within the implementation projects complex development of territories is important to pay special attention to the conceptual planning stage, within which is formed the concept and general order the implementation of the project, and analyzed the possibilities of the project, planned relationships with all the participants of the project (administration, owners of the neighboring territories, etc.).

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