

SOCIAL IMPACTS AND OPPORTUNITIES OF RELOCATING INDUSTRIAL AREAS OUTSIDE THE CITY

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The article presents the results of in-depth interviews with employees of enterprises relocated to other territories. The authors propose recommendations to reduce social tension among employees in connection with the relocation of industrial facilities outside the city limits.

Russia has a unique historical experience of rapid construction of large-scale industrial cities around the giant factories – social cities with all the necessary infrastructure, which replaced worker settlements [1-3].

Today, social cities are losing their original purpose, becoming depressed areas and in need of renovation to preserve their relevance and historical identity. Many urban areas with this status possess a unique historical heritage, which not so long ago was recognized by the world's communities. The Social City is a veritable open-air museum, which needs to be preserved and updated. The authors have already carried out a study on this subject, using the Uralmash social city district of Yekaterinburg as an example. The study proposed specific solutions to preserve the historical value of the area without losing relevance to the modern inhabitants of the metropolis in the process of renovation [4].

As of 2022, the industrial infrastructure is largely obsolete and no longer highly efficient, and the environmental pollution from industries has a negative impact not only on the local ecology and public health, but also on the general perception of the city. Therefore, many industries are gradually moving out of the city, provoking large-scale redevelopment projects [5]. Within the relevance of the theme of sustainable development, developers are focusing on the opportunities of outdated industrial areas. Separately, the issue of difficult logistics around industrial areas that have entered the city limits with the growth of cities is raised [5].

The main issue addressed in this article is the attitudes of industry workers towards the relocation of production facilities to remote areas. Another important issue is the renewal and replacement of production equipment at the relocated factories, leading to a reduction in staffing requirements.

As a research base, the authors conducted in-depth interviews with employees of industrial plants in the Sverdlovsk region (Russia). The result was a shared vision on the fears, preferences and attitudes towards the redevelopment of industrial areas.

Based on in-depth interviews and current trends in redevelopment of industrial areas, the authors proposed recommendations for relocating industrial areas outside the

city limits in terms of reducing workers' fears of the changes being made and creating comfortable living conditions.

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