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## CURRENT TRENDS IN THE RE-PROFILING OF INDUSTRIAL ENTERPRISES

***Abstract.** The problem of re-profiling of industrial enterprises under other functions is considered. The experience of Poland (on the example of Lodz, in the past a major centre of light industry, where almost all enterprises were closed or restructured in the 1990s) and Ukraine (on the example of major cities such as Kyiv and large cities – regional centres such as Sumy or Poltava). Peculiarities of industrial territories revitalization methods (with complete demolition of existing buildings or with their reconstruction and re-profiling) and functions under which re-profiling of industrial enterprises in the most significant and large cities of Ukraine are determined.*

***Keywords:** current trends, re-profiling, revitalization, industrial enterprise*

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## СУЧАСНІ ТЕНДЕНЦІЇ У ПЕРЕПРОФІЛЮВАННІ ПРОМИСЛОВИХ ПІДПРИЄМСТВ

***Анотація.** Розглянуто проблему перепрофілювання промислових підприємств під інші функції. Порівнюється досвід Польщі (на прикладі міста Лодзі, колись крупного центру легкої промисловості, де майже всі підприємства закрились або були перепрофільовані у 1990-ті рр.) і України (на прикладі найзначніших міст, таких як Київ, та великих міст – обласних центрів, таких як Суми або Полтава). Визначено особливості способів ревіталізації промислових територій (з повним знесенням існуючих будівель або з їх реконструкцією та перепрофілюванням) і функцій, під які відбувається перепрофілювання промислових підприємств у найзначніших та великих містах України.*

***Ключові слова:** сучасні тенденції, перепрофілювання, ревіталізація, промислове підприємство*

There are two ways of using the former industrial territories, which usually occupy a large area and consist of a whole complex of structures. The first option involves the complete clearing of the site for new construction. The second option involves the partial preservation of the existing industrial building, especially if it is entered in the security register, with its re-profile.

The problem of re-profiling of industrial enterprises has become especially acute in recent years, when it became clear that there is a lack of free areas for new construction in large cities and at the same time in the central areas there are large areas occupied by non-operating industrial enterprises or warehouses. On the example of Kyiv, it can be seen that in the capital of Ukraine the most common practice is to completely demolish old industrial buildings for construction of residential, commercial or office buildings on vacant sites. At the same time, the experience of Polish cities, most vividly represented by the experience of Lodz, testifies to the effectiveness of the means of re-profiling historic industrial buildings for commercial, scientific, entertainment, office or hotel function. Light and food industry enterprises can be re-profiled most effectively. The specific of structural schemes of such enterprises allows you to repurpose them even for housing.

It is necessary to pay attention to another direction of revitalization, which is quite new for Ukraine, but is widely used in Lodz – the transformation of unprofitable industrial enterprises into public spaces. Historic factories and plants retain their appearance, if necessary interiors, but the old buildings are supplemented with new parts using modern design schemes and materials. This "pseudo-industrial" look of public space attracts visitors with its unusualness, unusual combination of industrial image and a wide range of public functions. This concept is clearly embodied in the former factory complex "Manufaktura" in Lodz, where there are numerous shops, cafés, restaurants, museums, fairs, and the courtyard has been transformed into a promenade with fountains with light music, recreation areas and landscaping. The elite Andel Hotel, which surrounds the complex from the street side, proves by its example that the display of industrial equipment elements in the lobby can be not only obsolete scrap metal, but also a attraction for tourists and a specific business card, as the architects combined old and new constructions.

The approach to revitalization in each case must be individual. For example, in the industrial city of Lodz, these light industry factories are architectural monuments and make up most of the city's listed objects. That is why during the reconstruction their authentic appearance is preserved as much as possible both on the facade and often in the interiors. In the cities of Ukraine, not all industrial buildings are subject to protection as monuments of industrial architecture, but at the same time it allows more freedom in the implementation of redevelopment. We deliberately focus on re-profiling, because even industrial buildings of the Soviet period, built of high-quality durable materials, demonstrate their era and in many cases can be successfully repurposed with the possibility of completion and replacement of structures.

The concepts of urban development in Ukraine (including such large cities as Chernivtsi, Vinnytsia, Zhytomyr, Poltava), developed within the framework of the international project "Integrated Urban Development in Ukraine" (with the financial support of the governments of the Federal Republic of Germany and the Swiss Confederation), also consider the revitalization of industrial territories as one of the priority tasks for urban development. Among the ways of revitalization, according to the developers, one of the leading positions is the development of the so-called "Creative economy". A creative economy is a collection of people and businesses that create cultural, artistic, innovative products and services, as well as spaces where creators can present their work, share ideas, collaborate on projects. The legislation of Ukraine (the Law of Ukraine "On Culture") in particular defines the concept of "creative industries" as economic activities aimed at creating value and jobs through cultural (artistic) and / or creative expression, and their products and services are the result individual creativity.

As the analysis of the Ukrainian experience of the revitalization of industrial territories shows, the functional filling of the revitalized industrial development largely depends on the size of the city. In the conditions of general de-industrialization of Ukraine, the revitalization of industrial territories through the development of the so-called The "creative industry" is

currently taking place in major cities such as Kiev, Odessa, or Lviv. In large cities (Poltava, Sumy) with a population of 250 to 500 thousand people, viable projects are mainly viable, which involve the adaptation of the facility to the shopping (shopping and entertainment) function of the Equator shopping centre in Poltava in the buildings of the former plant. Poltavamash, tax inspection in the buildings of the former Elektromotor plant, etc.).

There are two main types of revitalization of industrial territories and separate enterprises – with complete change of function or with partial preservation of production functions. Both options can be implemented using only the territory when the existing buildings are completely demolished (shopping and entertainment centre "Manufactory" in Sumy at the site of light industry enterprise or shopping and entertainment centre "Kyiv" in Poltava on a part of the turbo-mechanical plant that is still functioning), or using existing buildings (Equator shopping mall in Poltava, located in the former workshops of the Poltavamash plant). If the existing function of the industrial enterprise is partially preserved, other buildings may be used entirely or partially by industrial buildings (Vorskla garment factory in Poltava) or administrative and household (creation of a fitness club on the basis of administrative and residential buildings of the Ltava plant) in the city of Poltava).

A popular way to revitalize industrial territories is to place residential buildings on them (detailed plans of the territories of the former Znameno factory, the area near the brick factory in Poltava have been developed).

A comparison of theoretical developments and practices shows that most of the industrial sites revitalization techniques offered for in Ukraine's major cities are being implemented in only a few major cities. Also, in practice, the adaptation of existing buildings to another function is far less widespread than the complete demolition of existing buildings and the use of only territory and not buildings for another function.

The main reasons hampering the process of revitalization of industrial territories in large cities of Ukraine are the lack of large investors and the economic attractiveness of alternative sites for development (which, in turn, is associated with low levels of business activity, including in the construction sector).