



## INFLUENCE OF THE CITY COUNCIL TOWARDS MODEL URBAN DEVELOPMENT

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### Summary

We examined post-industrial urban planning and problems of impulse development as well as city management in the conditions of the information society, which turned out to be the most urbanized in the history of mankind.

It was found that for specific conditions of a post-industrial city, the design of the impulse model should consist of two stages – city-wide, and cluster-wide. Moreover, given the danger of hyper-urbanization, the first stage has to focus only on those factors that have a ‘transformative’ character, and those whose potential is mainly ‘inhabiting’ should be left behind. It should be considered as an object of activity of city-wide institutions, applying such impulse factors as accessibility, favourability, self-sufficiency, and nobility.

This paper lists practical tasks of city-wide management institutions within the framework of the universal impulse layer, which are derived from the universal factors of the spin-off development of urban structures.

### Keywords

post-industrial modelling of urban space • universal impulse factors for the rapid development of the city

### 1. Introduction

At the beginning of the twenty-first century, the “procedural” urban model has undergone significant changes. The growth of the service sector has changed the transport priorities, introduced large human settlements and crowds, modified the requirements as to the living space, and so on. Service and non-industrial activities, which mainly concentrate in the central parts of cities, have created new infrastructure challenges that can not be resolved through the volatility of “non-industrial” activities, whose success factors are not stable and thus they require constant creative search.

### 2. Material and methods

In this article, an attempt is made to consider the current urban situation in the context of revising the concept of centralized modelling of urban development, and the compe-

tencies of administrative bodies that carry it out. These data can be considered an effect of impulse factors on rapid changes in the city, as well as in the context of an applied system of knowledge and recommendations on the theory of city development in the twenty-first century.

### 3. Results and discussion

An important step towards outlining the theoretical and practical scheme of impulse modelling of post-industrial urban fabric is to understand the role and place of universal factors of rapid urban development. The starting point for the modelling of urban fabric with impulse factors (Figure 1) is the structure corresponding to the minimum possible number of inhabitants of a metropolitan city, which is 1.2–1.3 million placed in an optimum density of 10,000 people per square kilometer. Universal city-planning impulses, four of which are infrastructural, demographic, economic, and legendary, may to a certain extent be present in the proto-post-industrial experience of the analysed hyper-cities. [Gandelonas 1999, Hall 2002, Bramley and Power 2009].

Emphasizing the theoretical and practical schemes of impulse modelling of post-industrial urban fabric, one should pay attention to the diversity of universal factors of rapid urban development.

First we need to consider the infrastructural factor, or the factor of convenience, which means the difference in the use of infrastructure goods in comparison with other similar cities, contributing to a mechanical increase in population. This is also linked to the factor of solidarity. In the context of proto-post-industrial “economy of knowledge” and “economy of attention”, large population by itself can not be considered beneficial to the development of the city.

The universal accessibility factor implies the possibility of taking advantage of the available infrastructure by a maximum possible number of inhabitants as opposed to the competing cities, where such infrastructure is not available. Similarly, the demographic factor of impulse development can be interpreted, and in some way experienced, as the ability of local groups to organize horizontal connections and to formulate common goals, regardless of the existing centralized system, being one of the most obvious signs of the paradigmatic expansion. In the design of a post-industrial management model, such structures should be supported and viewed as collaborative. A completely different factor is “the self-initiative”, which can be considered one of the key factors in the system of transformative modelling. In the context of theories of modern urban planning, self-initiated activities as a feature of the population often appear in the concepts of “creative city” [Landry 2000] as a “creative class” [Florida 2005].

Among the economic factors in the universal block of factors expressing the impulse development of urban structures, which include adaptability and favourability, it is worthwhile to focus on the latter, since the former, due to its specificity, is aimed at a distant historical perspective associated with the formative changes. The role of a favourability factor, which implies a targeted program of the allocation of individual system-forming economic sectors, by providing them with preferential legislative or

logistical functional conditions, appears entirely different. Favouring the sectors of the economy has been used in various historical and social circumstances, but for its implementation, it is imperative to have strong institutional, managerial or private tools, which may decide on changes in the legislative and regulatory conditions.

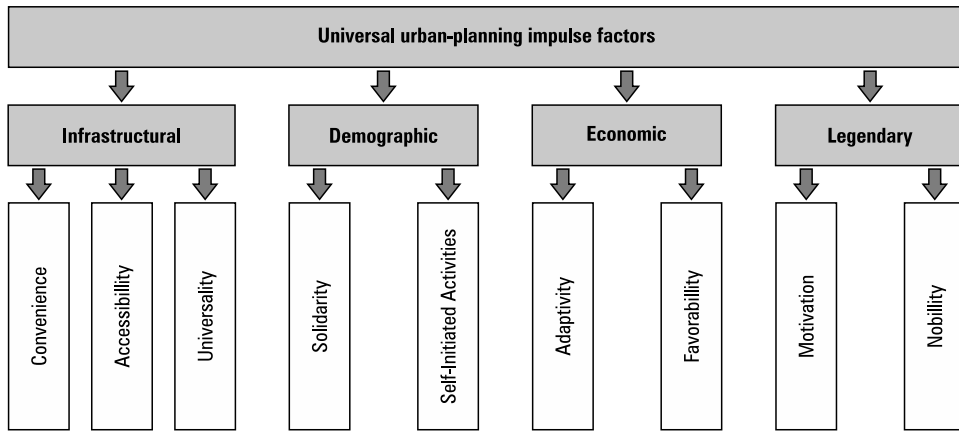


Fig. 1. Hierarchy of urban-planning impulses of the modernist city

A special part within the block of universal impulse factors belongs to the factors that in this work are defined as legendary. Two types of such factors were identified as factors of “nobility” and “motivation”. By “nobility” we mean that a certain solidarity group creates or constructs its own cultural space, which acquires material forms, symbols, associations, and traditions, the sum of which creates a sense of special value of a place.

The “nobility” factor is one of the most important elements in the modelling of the post-industrial urban-planning impulse. This is due to the fact that the industrialized economy itself, which is based on technical progress, has a tendency towards a constant decrease in the cost of production, which can, in a competitive environment, acquire additional value, mainly through the formation of an appropriate atmosphere of consumption, conjuncture of a “lifestyle”, and the concept of “prestige” and “norm”. All these categories are closely interrelated with the birth of the ethno-postmodern and information-based economy, as it was in the media that a significant part of the added value of production was created. The legendary nature of the city due to its “nobility” is, in essence, a phenomenon close to the above-described path of transformation of the industrial economy into the informational one. If in the pre-modern and modern era, the “nobility” was achieved as part of the self-interpretation of certain religious groups (in one case) and national groups (in another), now they can be related to certain professions or subcultures (lifestyles) that are necessary for the development of the city.

An important factor in stimulating the human potential of the city is the feeling of competition and rivalry in relation to the similarly developed and progressing neighbouring cities, which involves the city's community. The experience of limited rivalry between the classical Greece and the northern Italian cities of the Renaissance era contributed to the active development of science and knowledge, intellectual activities, and the arts. At the same time, it should be noted that such competition, though sometimes being quite radical, including military conflicts, was of a framework nature and limited in the first case to the opposition of the Hellenic world to barbarism, and in the second, to the domination of a unified Roman Catholic religious network with a single centre of management.

In the event of a reservation of such competition from radical forms of confrontation, and limiting it to the non-aggressive manifestations, the motivational quality of the "legendary" factor can be a source of additional growth of the city's activity. Nevertheless, the most effective motivational factor can spring from the opposition to the city's structure. Such an opposition is already an important element of the city-wide discourse around important issues of infrastructure development (for example, discussions around the reconstruction of streets in the central part of Lviv between 2016–2017, when all the participants turned to examples of a competing "different" city – one without cobblestones, and another, where they are partly preserved).

Thus, in the context of the construction of city-transforming impulses for the development of a post-industrial city, the universal factors of the rapid growth of urban fabric, should be divided into two parts. One of these can be attributed to the authority of the municipal centre for administration and regulation. These include the newly-assigned factors: accessibility, self-sufficiency, favourability, nobility, and mobility. All other factors can be attributed to the scale of local clusters and implemented at their level.

In accordance with this statement, the question arises about the priority of cluster-wide and city-wide impulse categories. On the one hand, the concept of the so-called "urban village" tells us about the ideal of accumulating all necessary functions within pedestrian accessibility with a radius of 1000 meters. On the other hand, as evidenced by the amount of the analysed data, such a "formation" can not exist by itself, rather than in a group. The modern transitional stage between two urban-planning paradigms – the modern (modernist), and the post-industrial – does not make it possible to determine exactly what type of links, either horizontal (within which the cluster system has developed) or vertical (in which, traditionally, city-wide administration is carried out), can be linked to the future of urbanism. In any case, such large organisms as the hypercities of the early twenty-first century leave no doubt that even if the horizontal type of connections is to be ultimately recognised as a priority, the reconciliation of their plurality and complex logistics of the living of multimillion masses in one settlement will require coordination and "superlocal" structures, which will replace the current upper levels of vertically integrated systems of modernism.

In the sense of the foregoing, the impulse strategy appears as a multi-stage combination of factors, the final result of which is the creation of a local cluster, and within

that, the broadest possible choice is combined with the closest possible accessibility. The idealistic hypothesis of such a concept involves endless choice in the absence of any distance to its implementation. The realistic hypothesis involves a fixed distance of the pedestrian movement in the form of a conditional circle of 2 kilometers in diameter, within which there is a continuous process of saturation with the possibilities of choice.

Since the question of the priority of horizontal and vertical links in the management of the city-wide system of a large post-industrial city can not be resolved, at least at this stage, we proceed from the picture that formed on the basis of the inertia of modernism, and the existence of a structure of predominantly centralized management. In this context, we can distinguish a universal impulse layer, which consists of the following tasks:

- a) creation of infrastructure advantages in relation to competing cities within the regional area – competition in terms of infrastructure;
- b) creation of conditions for flexible education and interdisciplinary communication – competition in terms of knowledge;
- c) creation of especially favourable conditions for the development of separate, specially selected branches of activity – competition in terms of exclusivity;
- d) creation of the reality of an exclusive presence – competition in terms of legends.

In addition to the universal factors of impulse development, which should remain the subject of activity of the local institutions, attention must be paid to the formational factors, among which some aspects of the strategy of action variability can be distinguished. First of all, this means the projection, design and placement of objects of one-time events, with long-term infrastructure effects, such as stadiums, concert halls, and congress halls, which arise mainly within certain international or national events, and require forecasting from the point of view of their future use in the city's context, as a factor in the spin-off development of urban fabric in certain areas, increasing the number of choices among surrounding local clusters, and so on. In addition, the instruments of this factor include the organization of periodic short-term events, with similar implications for urban fabric.

However, with the development of passive and active renewable energy systems, it is possible to predict the perspective of individualization and regionalization of some types of infrastructure within the given settlement, however, it is impossible to speak about the complete autonomy of local clusters in the field of water supply, transport, medical care, specialized education, etc. All these phenomena will remain a hallmark of a large city, central to its functioning as an integral whole. High-quality water, medicine, transport, which are also joined by formation factors, such as places of heterotopy, make possible the formation of a space serving as the main and stable residence for highly self-sufficient (self-acting) population groups, as well as serving as a factor in the filling and development of the education sector. All of these results are the foreseeable consequences of centralized administration within the framework of creating infrastructure benefits being a part of the impulse strategy.

The main task of creating conditions for flexible education and convergence of knowledge (intersectoral communication) is the formation of the grounds for new economic strategies and commercial-creative symbiosis. These hoped-for results have a direct impact on the development of production capacity and, accordingly, the accumulation of capital. From a purely town-planning point of view, it is about creating reservoirs of territory and space that can meet the needs of flexible education, spontaneous in its nature and dynamic in its subjects, aimed at different age groups, and presenting diverse and changeable formats of knowledge interpretation. Through their content, flexible education and convergence of knowledge are necessary tools for the creation of new useful knowledge in the post-industrial era, the programming and modelling of which takes place at the level of city-wide institutions.

Creation of particularly favourable conditions for the development of separate, specially selected branches of activity (favourability) can not fully develop within the framework of a local cluster; instead, it requires management at the level of the entire urban structure. This proves the fact that favourability requires not only considerably greater possibilities in the sphere of transformation of the regulatory base, but also the availability of a developed intellectual centre that will be able to offset the risks resulting from the experimental nature of such activities. In addition, the prospects of favourability largely depend on the peculiarities of the climate, educational structure, resources and other similar factors of the city as a whole, and it is almost impossible to fully engage them at the level of small, local structures.

A very specific part of that segment of impulse modelling, which is carried out at the city level, is the development and implementation of urban legendary strategies through the creation of a socially confirmed subjective experience of exceptional presence. In a nutshell, this phenomenon can be linked to the creation of city-planning motivation associated with the idea of a place.

Following from the classical definitions of the nature of the community based on the foundation of emotional attachment [Durkheim E. 1900], we can say that in the first instance, it was often associated with emotional attachment to certain mystical-religious identity patterns, and in the second instance, to the national patterns. Often, or even in most cases, these patterns overlap. Athens, Budapest, and Jerusalem have all undergone a rapid development phase in the nineteenth and twentieth centuries, not because of the factors of favourable geographical location, climate or industrial potential, but above all, because of the idea of a place that was highly sensitive to the national patterns of self-consciousness of the respective solidarity groups.

At the same time, in the post-industrial era, residential potential of pre-industrial and industrial legendary models is not always suitable or sufficient for solving the problems of the urban science of the twenty-first century. In addition, the motivational effect of such models can be used for relatively small, though often passionate, groups of the population. Therefore, it is necessary to at least roughly outline the needs and stratagems that should be used in the context of the modern-day legendary doctrine.

Examples of the creation of the effect of “exceptional presence” in the post-industrial social formation may be such urban structures as the Silicon Valley, Masdar City,

or Palm Jumeirah. They are at different stages of their development, and they differ in their ontological nature, but they all give an idea of what a living space can be that gets a legendary reputation in the twenty-first century. From the point of view of city planning, the Silicon Valley is not a special phenomenon that can be outlined in design categories, but is an external factor, and a consequence of a large number of technological innovations. "Exceptional presence" can, therefore, be taken as an additional argument in commercial competition and an advertising strategy that exploits the existing idea of a place for its own purposes. This separation from geographical, cultural and semantic contents makes it possible to say that the Silicon Valley is not so much a legendary place as the legendary organization of labour, the weight of which depends on the quality of the products (intellectual and technological) that are being created there.

In two other cases (Masdar City and Palm Jumeirah), we can talk about design systems that were originally planned as an emotional event on the theme of a special comfort environment, thus becoming sensitized to the information-like state of the era of developed media. At the same time, these systems operate with more consistent elements of the subject environment, such as landscape and architectural form, which makes them more important in the context of legendary urban structure.

Due to the lack of a sufficient array of scientific generalizations and relative consensus regarding the social-community dimension of the post-industrial era, one can only intuitively outline the characteristic features of social-valorisation factors that will affect the category of legendary location. Given the information specifics of the era, we can assume that, in place of religious associations of the agricultural period, and national associations of the industrial age, there will come associations formed on the basis of a common interpretation of knowledge. Such groups, or solidarity communities, can be formed through various forms of technology interaction and information exchange, and they are likely to be flexible rather than rigidly determined (in other words, they will be inclusive).

This rather vague picture of the new types of social integration can become more specific if the inclusiveness of such a community is replaced by exclusiveness. Knowledge and its interpretation, in this case, is seen as the attainment of only a certain limited circle, which it uses to generate economic gains, power and civilizational influence, or, on the contrary, to isolate themselves from an unfavourable or undesirable environment. In this case, exclusiveness is achieved not so much by means of directive-disciplinary restrictions, but by the symbiosis of human activity with technology. Accumulation of as much knowledge as possible is only a prerequisite for the realization of such a community whose success depends on the way it is interpreted. The information and the technological products thus created will become a new kind of instrumentation of the confrontation between communities. That which in the agricultural age was the weapon, in the industrial age is the economy.

At the same time, it is worth saying that the author of this work does not see the prospect of implementing such a scenario in a similarly pure form as he described here theoretically. Rather, it should be perceived as a speculative model that is not applicable in practical urban planning. The experience of previous formative tran-

sitions proved that the principles and mechanisms, as well as the socio-cultural objects of one period or another, never simply disappear with the appearance of a new formation model, but instead, they overlap. This applies both to the sphere of economic relations and to the sphere of material culture. Therefore, in the context of the legendary strategy, all three of its formation models, which were outlined above, should be considered together.

All these considerations, however, should be taken into account in the context of the main goal of the legendary strategy, namely the creation of conditions for the development of post-economic activities [Inozemcev 1998], that is, those in which the traditional priority of receiving economic profit is shifted to the background. Two sources of such relationships are, on the one hand, more free time and new forms of leisure, and, on the other hand, the unnatural speculative pricing of the late industrial age, based on socio-constructive marketing (the sale of goods as an attribute of the “lifestyle”). Both sources are in the position of a systemic conflict in which post-economic relations look like a natural reaction to property imbalances and the discriminatory distribution of material goods produced in society. Despite this ontological nature, post-economic relations do not exist; furthermore, they by default can not exist beyond the traditional mechanisms of market-speculative regulation, which constantly engages post-economic forms of activity in its system and diminishes their achievements. In the same way, for their survival, post-economic forms are forced to use one of the possible ways of survival, namely the constant generation of new ideas and formats for their realization. Thus, post-economic relations, in the end, prove to be advantageous to the traditional system, since the latter, although losing in the first stage, is much better received in the future, as a result of the co-optation of innovative models derived from the post-economic sector.

In an urban-planning context, legendary structuring aimed at stimulating post-economic relations is naturally supportive of any forms of non-systemic economic activity, creating favourable and comfortable living conditions for the latter. This task is important in the context of balancing the effects of the so-called “creative” economy, based on the accelerated creation of new industries and demands, through an unexpected combination of knowledge. This is clearly seen in the example of Shanghai, where the “creative” economy leads to severe stratification of society and the emergence of tensions both within the “creative class” and with those groups of people who find themselves outside of it [Bondarenko 2017]. It is the post-economic activity and its legendary character that makes it possible to avoid a new antagonistic division of society. On the one hand, it facilitates preserving the “creative class” and, on the other hand, it positively conceptualizes those groups of inhabitants who find themselves beyond its borders.

In this sense, the strategy of legendary structure acts as a three-component system of views, consisting of the archaic level – finding and updating the historical, the symbolic, and the religious provided.

Thus, the city-wide stage of impulse modelling of a large settlement is outlined, consisting of a combination of factors of accessibility, amateur or self-initiative, favour-



ability, legendary structure, and variable events. In this paper, it is assumed that the study of those factors, combined with their adaptation to a particular place and project implementation, will lead the structure of the post-industrial city to a high and balanced economic and social level of life. However, this is only one part of the impulse strategy, the implementation of which is impossible without those factors relating to the proper level of development of local clusters that create a speculative picture of the city in the XXI century.

#### 4. Conclusion

It was found that for specific conditions of a post-industrial city, the design of the impulse model should consist of two stages - city-wide and cluster-wide.

The practical tasks of city-wide management institutions within the framework of the universal impulse layer, which are derived from the universal factors of the spin-off development of urban structures, are distinguished as follows.

It is determined that in addition to the universal factors of impulse development, which should remain the subject of activities of city-wide institutions, at the same level one should pay attention to the formative factors, among which some aspects of the strategy for the variability of events are highlighted. The practical realization of this factor is the forecasting, designing, and placement of one-time objects with long-term infrastructural effect – such as stadiums, concert halls, congress halls, which arise mainly in the framework of certain international or nationwide events, and require forecasting from the point of view of further use in the city context – as a factor in the spin-off or rapid development of urban fabric in certain areas, increasing the number of choices among surrounding local clusters, and so on.

The practical structuring of impulse modelling of the city's legendary strategies through the creation of a socially confirmed subjective experience of exceptional presence is outlined.

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