

determined as the main direction of modern land organization.

It is pertinent to note that the establishment of the institute of ecologized land organization in Russia can be achieved by defining the ecological and economic peculiarities of urban areas and establishing the extent of the land resources damage from their inefficient use.

2 ECOLOGISATION OF URBAN AREA

The ecologization of urban areas (in the general meaning) is a process focused on preserving and improving the quality of environment, urban areas, the consequent implementation of legal, managerial, technological and other solutions which make the use of natural resources (including land resources) efficient and reduce human interference in the environment [1]. The term "effective use of land resources" is closely connected with the economic aspects of land organization and is a part of the term "sustainable use of land resources", which involves the unity of the ecological and economic aspects. This approach is rational in the use of lands, it is to receive the maximum economic benefits while observing the conserving conditions, and if possible improving their ecological state. Therefore, it was necessary to have qualitatively new mechanisms of controlling the land and property complex, mainly by ecological and economic methods. "To achieve the radical improvement of environment through the ecologization of ecological and economic activities within the institutional and structural changes which allow the establishment of a new business model and the wide spread of environmentally oriented management methods [4]" is one of the principal tasks of the transition to the sustainable development of territories. The relevance of the selected area in this article is related to the use of economic instruments to encourage the transition of land organization to the ecologized management of urban areas.

The growth of urban population, the development of the industrial sector of economy are steadily leading to the increase in volume of the urban development, therefore changing the structure and boundaries of the urban area. In this regard, many objects of industrial production, which once were built on the outskirts, now find themselves in the central areas, that resulted in the unsustainable patterns of spatial development (Figures 1 and 2), which is contrary to the concept of sustainable development. The solution to this problem can be the process of redevelopment of industrial areas, which is popular all over the world.

Redevelopment is a change of the functional purpose of the land and property complex of the object for its efficient use. This process began in the 30's of the last

century, when in the United States of America large organizations were buying smaller and unprofitable, physically and morally outdated objects and constructing economically and environmentally attractive buildings in their place. In the biggest European cities the peak of activities of the redevelopment institute occurred at the end of 90's of the last century, when the process of mass change of object functionality of the land and property complex in industrial areas began. In such a way, many areas of New York (for example, Soho) have become fashionable and prestigious places to live due to the withdrawal of industrial zones. In London, in recent years a port area Docklands has become a modern area of residential and commercial development from an abandoned industrial area. France is known for the transfer of the industrial capacity of the auto group Renault of the city limits. In Russia the term "redevelopment" was first used in the mid-80's, but the first projects appeared in early 2000 [3].

3 ECOLOGISATION OF URBAN AREA IN RUSSIA

In most world capitals the amount of land occupied with industrial facilities of the total area is less than 10%, while in Moscow the figure is 20%, in St. Petersburg and Tomsk - 40% (Fig. 1, Fig. 2). Thanks to redevelopment, Russia could achieve several goals which are consistent with the concept of sustainable development in the long-term:

- To improve the ecological situation.
- To exclude the neighborhood of residential and industrial zones.
- To clear the sites in the central part of the city for the construction of socially important facilities.

It should be noted that in many Russian cities such as Moscow, St. Petersburg, Yekaterinburg, Tomsk, and etc., there is a project realization of redevelopment of industrial areas, but they all face with similar problems, such as:

- The absence of a general urban planning policy in individual municipalities.
- Imperfection of the adapted legal framework for redevelopment projects.
- The lack of activity on the part of the city authorities, who often take the position of the observer.

To establish the redevelopment institute of irrational use of objects for creating ecologized urban environment is necessary by means of ecological and economic methods. It is also essential to encourage owners of such facilities, free their territories so that it would not bring any damage either to the production