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International classification and certification as a stage of development of business centers in Kazakhstan

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Abstract. The evolution of business centers in Kazakhstan has a number of peculiar features. This is due to the peculiarities of the socio-economic development of the country. The initial active development at the end of the century before last was interrupted at the beginning of the last century and then continued intensively at the end of the last century. This break did not affect the evolution itself in any way, since modern business centers in Kazakhstan practically do not differ from similar facilities abroad. The only peculiarity is that most of the business centers of Kazakhstan are located in repurposed or reconstructed buildings. However, this does not affect their equipment and the quality of services provided, which are at an average global level. A distinctive feature of the modern stage of the evolution of Kazakhstan's business centers is the special attention paid to the implementation of the principles of sustainable development. One of these areas is the preparation and passage of the international certification procedure. This is important for further development in the context of globalization of the world market of trade and intermediary services.

Keywords: *business center, classification, certification, architecture of Kazakhstan, sustainable development.*

1. Introduction

Thus, a characteristic historical feature of the development of business centers in Kazakhstan is that the relatively low level of development of trade and intermediary activity at the turn of the last and the century before last was adequately reflected by low-rise family trading houses with a small set of rented premises. The socio-economic specifics of the country's development in the middle of the last century did not imply the presence of such a typological unit as a business center in the building. By the end of the last – the beginning of this century, the need for business centers in Kazakhstan appeared again.

Accordingly, a large number of administrative, educational, scientific and industrial buildings that ceased to function according to their original purpose turned out to be in commercial circulation. They, being repurposed and reconstructed, have become an essential part of the now successfully functioning fund of business centers. Some of them were occupied by large corporations, having carried out significant reconstruction activities. But the vast majority with minimal planning and facade alterations are massively used to provide long-term or short-term lease to small and medium-sized businesses.

The polycentricity of the location on the territory of the country and the dynamism of the centers of business activity, combined with changes in the intensity and structure of trade turnover, led to the intensive construction of new business centers in certain regions of the Republic. At the same time, in other regions, most of the business centers are located in repurposed or reconstructed buildings.

In general, the study showed the presence of regional in general and sub-regional in particular specifics of business centers in Kazakhstan [1].

Depending on the set and quality of services provided to users for the organization of office activities, business centers offered on the modern market are differentiated in various ways [2-10]. Based on a number of objective characteristics and subjective criteria, these differentiations are not legally fixed and are the result of mutual agreement between market participants in the provision and use of services. In some systems, it is proposed to fill in the appropriate matrices for evaluation, which allow automating the process of determining the class on the basis of a point system. However, the weight value of the parameters is largely subjective.

2. Materials and methods

The most widespread in the modern market of these services is differentiation into 5 classes with letter designations: A, B, C, D, E. Clarification of a number of parameters in each of the four classes is carried out by symbolic («+» or «-») or digital indexing (1, 2, 3 ...). These designations are sometimes interchanged, for example, «B+» and «B» are indicated as «B1» and «B2». Moreover, doubling or tripling of letter designations or symbols (AAA, AA, A+++ , A++, etc.) is sometimes used to increase commercial attractiveness by emphasizing the availability of services provided with a specific set or special quality. The «Prestige» level is sometimes allocated as the highest class.

The classification criterion is a set of criteria that differ in different countries, regions, cities and districts of cities, related to:

- with the population and economic potential of a city or a city district, and, for example, class «A» for one city district or city as a whole differs in its characteristics from an object similar in its characteristics located in another district or city;

- with the legal aspects of the relationship between the owners of the building itself and the site on which it is located, landlords and owners, the fixed terms of ownership of this real estate object, the possibilities of long-term or short-term lease;
- with the peculiarities of providing various tenants with certain volumes of space (block-by-block, floor-by-room) and their combination;
- with the peculiarities of controlling the flow of workers and visitors to the zones of accommodation of various tenants on the basis of differentiation or integration (separate or common entrances and exits, elevators, sanitary, leisure and entertainment, information and communication facilities), the presence or absence of a pass system with limited or free access to various groups of premises;
- with the building operation management system and the reputational features of the management company;
- with the location of the object in the structure of the settlement, its proximity to the centers of business activity, the convenience of using the transport infrastructure, the system of cultural and consumer services;
- with the prestige of the tenant's placement in this building and the demand for leased premises on the market, including the actual occupancy of the building by tenants;
- with the peculiarities of the perception of the building in the urban context, the attractiveness of its architectural and artistic solutions;
- with the typological features of the building, determined by its number of storeys, layout, functional purpose, the possibility of making adequate cost-relevant planning adjustments;
- with the ratio of the actual office and communication and auxiliary areas in the total amount of leased space;
- with the original function of the building (originally an office building or repurposed);
- with the time of construction of the building, the duration of the previous major or cosmetic repairs, the mode and time of operation of the building for a particular functional purpose, which is especially important for buildings entered into the code of architectural monuments, for which the operating mode and the volume of possible alterations and reconstructions are regulated, and after a number of years of operation, the class may decrease;
- with the reputational features of the design and construction organizations that created this object;
- with a constructive solution, applied construction and finishing materials;
- with the height of the main rooms «clean», including the possibility of installing false floors and suspended ceilings;
- with the «width of the case» by the distance between the windows in opposite walls or the distance from the window to the most remote workplace;
- with the presence and qualitative-parametric characteristics of a particular set of engineering systems for the functioning of the facility;
- with the availability and degree of accessibility of a particular set of sanitary, leisure and entertainment, infrastructure, information and communication services, including the availability of places in open and closed areas for employees and visitors' cars, calculated according to the parameters of the numerical composition of users or, for example, on 100.0 sq.m of leased area;
- with the availability of certification for various assessment systems used in construction and implemented in practice environmental standards.

The important thing is the blurring of the boundaries between the consistently distinguished categories. A separate parameter is the functional fullness of the building, associated with the combination of areas for office activities with apartment-type housing, retail and storage facilities.

One or another assessment of the available characteristics determines the cost of renting the corresponding set of areas for a particular period proposed by the owner and adjusted by the user. Moreover, it is interesting that the value of the proposed rental rates is also sometimes included in the set of criteria for determining the class. In accordance with their idea of the form of conducting business operations, their volume and the amount of necessary representation expenses, each tenant determines the possibility and duration of using a business center of a particular class.

Among the typical examples of classifications is the guide used in Canada and a number of other countries [9], which gives criteria for three levels: A, B, C («High level», «Medium level», «Low level»). Differentiation is given by 12 parameters (age of the building, location and access, construction and architectural features, property management, tenants, leasing rates, engineering and construction systems, elevators, security system, compliance with environmental principles, parking, services).

There is often a similar system on the territory of the CIS, which puts forward criteria for four levels: A, B+, B, C. Seven parameters are put forward for their assessment: basic engineering characteristics with 6 clarifying positions, structural features of a building with 5 clarifying positions, location and accessibility with 2 clarifying positions, parking with 2 clarifying positions, ownership, building management and services for tenants with 4 clarifying positions, additional parameters with 6 clarifying positions. Classification parameters vary as «mandatory» and «optional». Moreover, temporary compliance criteria are also put forward, implying recertification on all points every three years.

According to the positions of compliance with a number of «principles of sustainable development», several approaches are currently being used for the appropriate differentiation of business centers [11, 12, 13, 14, 15, 16, 17, 18, 19]. The most common are the following:

- The British BREEAM system (Building Research Establishment Environmental Assessment Method, 1990): 9 positions with a score and weight coefficients (management, health and well-being, energy, transport, water efficiency, materials, garbage, land use and ecology, pollution), ratings: «excellent», «excellent», «very good», «good», «satisfactory»;
- American LEED USGBC system (The Leadership in Energy and Environment Design / United States Green Building Council, 1993): 6 categories with a score rating (environmentally sustainable development sites, efficiency of water systems, energy and environment, building materials and resources, air quality in the building, innovations in the design process), certification levels: «platinum», «gold», «silver», «certified»;
- German DGNB system (Deutsche Gesellschaft für Nachhaltiges Bauen – German Council for Sustainable Construction, 2007): 6 positions (environmental quality, economic quality, socio-cultural and functional qualities, technical quality, process quality, location quality), certification levels: «gold», «silver», «bronze»;
- Russian system «Green Office – EcoGreenOffice»: 4 positions (environmental friendliness, comfort and productivity, cost reduction and profit growth, company ideology and eco-policy);

- International LBC System (Living Building Challenge, 2006): 7 standards (Beauty, Justice, Materials, Health and Happiness, Energy, Water, Place).

Such national certification systems as «Green Mark» (Singapore), «Casbee» (Japan), «HQE» (France) are also often used. In Kazakhstan, KazGBC (Kazakhstan Green Building Council – Kazakhstan Green Building Council, 2013), which developed the Omir system for evaluating residential, office, and commercial buildings, is engaged in the implementation of certification. The system «Green Standards KZ» – «Green standards of Kazakhstan», approved in 2017 for real estate objects, is also applied.



Figure 1. Certified business centers in Kazakhstan: 1 – the «Park View Office Tower», Almaty; 2 – the «Prime Business Park», Almaty; 3 – the «Talan Towers», Astana; 4 – the «Astana Tower», Astana

However, obtaining appropriate estimates for these approaches in most cases is determined only by the need to meet the requirements of tenants who have a condition for renting office space only in buildings that have one or another certificate often used in international practice in their own development strategy or the conditions of their external financing. The documents available in a number of CIS countries in the regulatory framework for design, construction and operation ensure mandatory compliance with global, regional and industry standards for environmental protection and rational use of natural resources in any building and structure. At the moment, such Kazakhstani business centers as: «Park View Office Tower» and «Prime Business Park» in Almaty («BREEAM»), «Talan Towers» («LEED») and «Astana Tower» («BREEAM») in Astana have internationally recognized certification (Figure 1).

3. Results and discussion

Business spaces have the following separate parameters, which together determine the individual characteristics of each of them: the degree of organization (organized, semi-organized, spontaneous), the degree of commodity specialization (special-

ized, mixed, non-specialized), the degree of openness (open, semi-open, closed), the degree of mobility (fixed, moving, non-fixed), the degree of temporality (short-term, long-term, permanent), degree of transformability (transformable, partially transformable, nontransformable), the degree of extensibility (expanding, narrowing, pulsating), the degree of individuality (individual, group, mass), the degree of accessibility (publicly available, organically accessible, corporate), the degree of controllability and manageability (externally administered, internally administered, externally and internally administered).

The set of parameters of business spaces in the process of development has been constantly improved, accompanied by improved conditions for the implementation of trade and intermediary activities from the standpoint of cultural and domestic comfort, external and internal administration, informative and advisory, legal and financial support, ensuring the safety of activities and accessibility.

The lowest level of organization was possessed by the spontaneously emerging business spaces of the period of the primitive communal system.

Antiquity demonstrates a certain level of ordering of the process, and the Middle Ages forms a developed system of internal and external administration of activities. During the same period, prerequisites are created for working not with the entire batch of goods, but with samples, which changes the structure of business spaces.

The new Time is indicative of the expansion of trade in debt obligations and securities, which further contributes to the specialization of the actual business spaces from the totality of spaces for wholesale and retail trade.

During these epochs, individual spaces in temples, town halls or catering and trade enterprises were adapted for business activities.

Further development of business spaces is associated with the improvement of administrative and legal support systems, which has led to a significant increase in the number of office workers who are not directly involved in the negotiation and transaction process. Accordingly, all the parameters of business spaces have changed, forming a complex structured specific space, which is characterized by the modern concept of a business center.

The constantly developing office activity of modernity is presented in several planning forms: cabinet, cell, open, remote. These forms can be mutually supplemented.

The office layout implies the presence of an isolated space for one or more employees. The cabinets can be located floor by floor in the same level or as separate cells located at different levels.

Cell and open-plan layout imply the placement of groups of employees of various numbers in a large room, in which they can be structured for individual or group work due to low partitions or capsules.

The remote form implies the possibility of the employee's free choice of the place of performance of official duties both in the premises specially provided for this purpose inside the building rented by the company, and in any other premises outside this building or even at the place of residence.

Modern Kazakhstan practice demonstrates all types of business spaces. The corridor layout is preferred, which implies in most cases the possibility of redevelopment in accordance with the needs of tenants.

According to the quality of the organization of the actual office activities and related services, both individual business

spaces and business centers as a whole are differentiated according to various sets of subjective and objective criteria into several classes. The criteria include both the planning and structural features of the building itself or the space in it, as well as the system of relations between owners and tenants. The town-planning situation and the nomenclature of related services are considered important. A frequently included criterion is compliance with a number of environmental measures during construction and operation. This differentiation differs in individual countries or groups of countries. There are differences both in the criteria themselves and in their significance in the final assessment.

4. Conclusions

The development of business centers providing trade and intermediary activities has a long history, during which they have evolved from spontaneously arising, almost undeveloped sites to large complexes of buildings and structures, including diverse systems of related services. The regional features of this process in Kazakhstan are determined by several parameters that vary from one period to another.

The basic parameters for determining the specifics are the intensity of business activity and the amount of turnover. The number of participants in the process depends on the intensity of business activity and, accordingly, the need for architectural and spatial organization of activities is formed. The degree of the size of the offices depends on the turnover and, accordingly, the request for the availability of premises of various sizes.

Based on the intensity of business activity and the value of turnover, the organizational and numerical structure of companies is formed. Accordingly, there is a need to accommodate a different number of employees in one or another layout that is optimal for this company.

An important component is the structure and specialization of trade and intermediary activities. For companies working directly with consumer goods, it is important to have an appropriate number of warehouses in operational access. For intermediary companies and companies operating with wholesale supplies, such a resource is not so important.

The next parameter is the localization of a particular type of trade and intermediary activity. Here, the determining factors are the population, the administrative status of the city, the availability and quality of logistics links, in some cases, the proximity of the production of goods included in the sphere of affordable business activity. The size of the city, its road transport infrastructure and the development of the existing system of cultural and consumer services depends on the possibility of forming business centers with an exclusively office function or including related services (retail, housing, health and entertainment complexes, leisure and educational centers), in their absence in the surrounding buildings. In accordance with this, the urban planning placement of business centers varies as uniform, focal, linear, concentrated or mixed. The capital status of the city naturally stimulates the emergence of business centers in it, in which the offices of flagship companies are located. In addition, the presence of an office of small companies next to the flagship ones adds some prestige, which is part of the image in the business reputation of these companies.

A component of business reputation is also the placement of a company in a business center of a particular class, dif-

ferentiation for which includes certification of a building for compliance with various environmental protection standards both during its construction and during operation.

An important parameter is the presence of buildings in the locality that can be repurposed or reconstructed with optimal resource and time costs to meet the changing needs of the spatial organization of business activity. Accordingly, the availability of free sites and the material and technical capabilities of the new construction of business centers of various sizes and specializations becomes important.

For the architectural and artistic solutions of the buildings of business centers, the urban planning context and the variant of a particular stylistic direction chosen by the owners are important. The diversity of natural-climatic and engineering-geological conditions in various parts of the country has a significant impact here. This leads to a difference in the compactness or dispersal of buildings of complexes available for seasonal operation of open and semi-open spaces, the abundance and structure of facade glazing.

Essential for the interpretation of all these parameters is the priority determined by the owners of firms, based on a business strategy, including stability or adaptability of activities (orientation to a mass or narrow corporate consumer; specialization or variety of services, stability or variation in the number of staff; concentration of all employees in one complex or their dispersal in several buildings; rental of premises in business centers one class or buildings of several categories; stable placement at one or several addresses or constant change of location; "recognition" of the office by the specifics of architectural and artistic solutions of facades and interiors or a neutral attitude based on the available forms).

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Халықаралық жіктеу және сертификаттау Қазақстандағы бизнес-орталықтарды дамыту кезеңі ретінде

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Андатпа. Қазақстандағы бизнес орталықтардың эволюциясы бірқатар ерекшеліктерге ие. Бұл елдің әлеуметтік-экономикалық даму ерекшеліктеріне байланысты. Өткен ғасырдың аяғында алғашқы белсенді даму өткен ғасырдың басында үзіліп, содан кейін өткен ғасырдың аяғында қарқынды жалғасты. Бұл үзіліс эволюцияның өзіне ешқандай әсер еткен жоқ, өйткені Қазақстандағы заманауи бизнес орталықтар Шетелдегі ұқсас объектілерден іс жүзінде еш айырмашылығы жоқ. Ерекшелігі Қазақстанның бизнес орталықтарының көпшілігі қайта бейінделген немесе қайта жаңартылған ғимараттарда орналасқандығында ғана. Алайда, бұл олардың жабдықтарына және әлемдік деңгейдегі көрсетілетін қызметтердің сапасына әсер етпейді. Қазақстандық бизнес центтер эволюциясының қазіргі кезеңінің айрықша ерекшелігі орнықты даму қағидаттарын іске асыруға ерекше назар аудару болып табылады. Осындай бағыттардың бірі-халықаралық сертификаттау рәсімін дайындау және өту. Бұл әлемдік сауда және делдалдық қызметтер нарығының жаһандануы контекстінде одан әрі даму үшін маңызды.

Негізгі сөздер: бизнес орталығы, жіктеу, сертификаттау, Қазақстан сәулеті, тұрақты даму.

Международная классификация и сертификация как этап развития бизнес-центров в Казахстане

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Аннотация. Эволюция бизнес центров в Казахстане обладает рядом своеобразных черт. Это связано с особенностями социально-экономического развития страны. Первоначальное активное развитие в конце позапрошлого века прервалось в начале прошлого века и затем интенсивно продолжилось в конце прошлого века. Этот перерыв никак не повлиял на саму эволюцию, так как современные бизнес центры в Казахстане практически ничем не отличаются от аналогичных объектов за рубежом. Особенностью является только то, что большинство бизнес центров Казахстана располагается в перепрофилированных или реконструированных зданиях. Однако это не влияет на их оборудование и качество предоставляемых услуг, которые находятся на среднемировом уровне. Отличительной чертой современно-

го этапа эволюции казахстанских бизнес центров является особое внимание, которое уделяется реализации принципов устойчивого развития. Одно из таких направлений – это подготовка и прохождение процедуры международной сертификации. Это важно для дальнейшего развития в контексте глобализации мирового рынка торговых и посреднических услуг.

Ключевые слова: *бизнес центр, классификация, сертификация, архитектура Казахстана, устойчивое развитие.*

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