

# PR à la Russe:

## Distinctive Features of Public Relations in Russia



**29**  
september

**A New Publishing Alliance for Russia**

Market Matters  
**Stronger Ruble Could Devour Firms' Profits**

Buy supermarket stocks and sell metals and mining stocks -- before it's too late. That's the advice of economists ...>>

Special Reports  
**A Race for Renewal All Across the Sector**

A revolution is under way in the hospitality industry, as old properties are transformed from economy to elite. >>

Currency Exchange Rate  
USD RF CB - 26.80

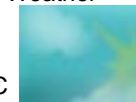
[Stock Market >>](#)

Moscow Weather

**Today**  
Foggy

Av: 19°C

Hi: 17°C Lo: 8°C



# The Moscow Times • com

[RSS >>](#) [PDA >>](#)

Tuesday, September 19, 2006 / Updated Moscow Time

## BUSINESS / REAL ESTATE

Tuesday, July 4, 2006. Issue 3445. Page 9.

### Experts Warn Expats Where Not to Rent

The Moscow Times

In the second part of a four-part series on Moscow neighborhoods, six realtors answer the question: Which are Moscow's worst areas to live in and why?

**Marina Pshevecherskaya**  
*president and founder, Beatrix Realty:*

The most problematic are the areas around Leningradskoye Shosse, Taganskaya metro station and the three-railway station area near Komsomolskaya. Constant traffic jams, smog, pollution and noise coming from the streets and railway stations make these areas highly unsuitable for comfortable family living.

**Karina Kheifetz**  
*managing partner, Evans:*

Firstly, Taganskaya. Taganskaya Ploshchad is a worse version of Las Vegas, full of the neon lights of casinos and clubs. The traffic is always very busy there, and you lose a lot of time driving out of the area. Apart from several newly constructed complexes, the most common type of building in Taganskaya has low ceilings and small, box-like apartments.

[A](#) [A](#) [A](#)   

### ALSO IN THIS ISSUE

- » Joint Venture Will Build Warehouses (*Vedomosti*)
- » Know the Rules Before Lighting Up Yo BBQ (*Natasha Rotstei*)
- » Sakhalin-1 Crude Flows Set to Redraw Asia Trade Map (*Reuters*)
- » Oil Output Hits New Record (*Reuters*)
- » British Court Allows MP3 Site Lawsuit (*Reuters*)
- » Moldova Gas Price ↑ 45% (*Combined Reports*)
- » Business in Brief
- » EADS Shares Fall After Management Shake-Up (*Tim Hephe and Benoit Van Overstraeten*)
- » Wall Street Stocks Soar After Fed Increases Interest Rat (*The Associated Press*)

### FEATURES

- Front Page
- News
- Business
- Opinion
- Arts & Ideas
- Nightlife
- Travel Guide
- Stock Market
- Latest Wires
- Current issue
- Forum

### SERVICES

- Jobs & Careers ▶
- Real Estate
- Classifieds
- Conferences
- Photobook

**TOOLS**

- [Archive Search](#)
- [PDF Edition ▶](#)
- [PDA Edition](#)
- [RSS Feed](#)
- [My Account](#)
- [Subscriptions ▶](#)
- [Advertising ▶](#)
- [Reprints ▶](#)
- [Contact us](#)


**ARCHIVE**

July 2006

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

<< June      Aug. >>

**ARCHIVE SEARCH**



[Advanced search...](#)

Secondly, the areas east of Moscow -- Tekstilshchiki, Novogireyevo, Vykhino, Ploshchad Iicha. Traditionally, this is an industrial part of the city. There are several factories in the east of Moscow, including Serp, Molot and ZiL, where Renaults are now made. Therefore these areas are the least appealing to live in for reasons of pollution, traffic, distance from the center and an overall unattractive appearance.

## Gulf Hurricane Relief

Help Support Health Clinics  
Providing Critical Aid to  
Evacuees.

[www.DirectRelief.org](http://www.DirectRelief.org)

Public Service Ads by Google

[Advertise on this site](#)

construction.

**Ruslan Seit-Lumanov**  
*managing director, Miel-Brokerage:*

It is not very appropriate to use the word "worst," but the most difficult and polluted atmosphere in Moscow is in the areas of Shosse Entuziastov, Volgogradsky Prospekt and Ryazansky Prospekt. The reasons are that those highways are overloaded with traffic and there is an abundance of industrial plants in the area, with an obvious lack of green zones.

**Konstantin Kovalyov**  
*managing partner, Blackwood:*

Our estimate is valid only for elite and business-class real estate as this is the main segment of our market.

There cannot be any "bad" areas on the elite residential real estate market. Clients pay enormous sums of money and expect good quality in return. It is possible only to mention certain drawbacks of some districts. For instance, the first impression of Sretenka is spoiled by the number of massive construction projects there. The Kitai-Gorod area is not the best spot for residential real estate. It has historically been a business center and has more offices than residential buildings.

**Olga Pavlova**  
*development director, Delight Realty:*

Thirdly, the areas south of Moscow -- Tulsкая, Avtozavodskaya, Paveletskaya -- for the same reasons as in the east: traffic, pollution, lack of quality residential buildings, the industrial nature of the area, lack of greenery, distance from the center.

**Olga Bogoroditskaya**  
*head of Knight Frank Russia's Moscow residential sales department:*

The most inconvenient residential areas in the city are the Taganskaya area, the area around the three railway stations and along Leningradskoye Shosse. Few people would want to put up with the noisy and bustling atmosphere of three railway stations. In addition, Leningradskoye Shosse currently has too many problems with traffic, and until additional roads are built it will continue to pose problems for people going to and from work. Another area with a poor environment that we would not recommend living in is Kapotnya. Yet, with the growing trend of industrial plants being moved away from the city center, more and more areas will become attractive for residential

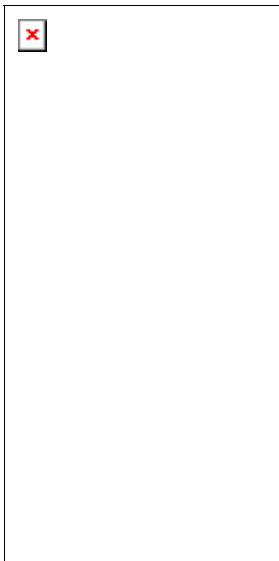
- » Germany's Metro Expands in India (Reuters)
- » China Now the World No. 4 Economy (Reuters)
- » Hungary Joins Race for Banks (William Mauldin)
- » Deripaska Puts His Fortune at \$14Bln (Yu Humber)
- » EU Aims for Russia Free Trade Deal (Reuters)
- » Russia and Ukraine Sparring Over Soviet-E Assets, Debt (The Moscow Times)

RUSSIA PROFILE



Private & Personal Banking  
FACILITIES FOR EXPATRIATES  
DEBIT CARD  
that pays you interest -

JANUS ACCOUNT INTERESTED?  
+7 (495) 787-6769  
expat@uniastrum.com



Among the three least-popular areas I would name Taganskaya, Chistiye Prudy and Krasnopresnenskaya. The main problem with both Taganskaya and Krasnopresnenskaya is their proximity to industrial zones and weak infrastructure. And the Chistiye Prudy area is still in lesser demand than other central areas due to the lack of uniformity in the quality of its buildings.

#### RELATED ARTICLE

[Experts Pick City's Best Suburbs](#) (Jun. 27, 2006) \$

[« PREVIOUS ARTICLE](#)

[BACK TO TOP](#)

[NEXT ARTICLE »](#)

© Copyright 2006. The Moscow Times. All rights reserved.  
Designed by [Oriental Star](#)

Photo of  
the week

#### COLUMNISTS

[Inside Russia](#)  
*By Yulia Latynina*

[Between the Lines](#)  
*By Alexei Pankin*

[Always a Dissident](#)  
*By Boris Kagarlitsky*

[Disquiet in the Ranks](#)  
*By Alexander Golts*

[From a Safe Distance](#)  
*By Alexei Bayer*

[Rules of the Game](#)  
*By Konstantin Sonin*

[Ways and Means](#)  
*By Masha Gessen*

[Regional Perspectives](#)  
*By Nikolai Petrov*

[Uncommon Sense](#)  
*By Georgy Bovt*

[The Russian Front](#)  
*By Richard Lourie*

[Central Asia Stories](#)  
*By Ethan Wilensky-Lanford*

[The Word's Worth](#)  
*By Michele A. Berdy*

[Global Eye](#)  
*By Chris Floyd*