



**Open international competition  
for the development of concept  
and master plan for the eco-district  
in City of Kazan, Republic Tatarstan**

# **Invitation to participate**





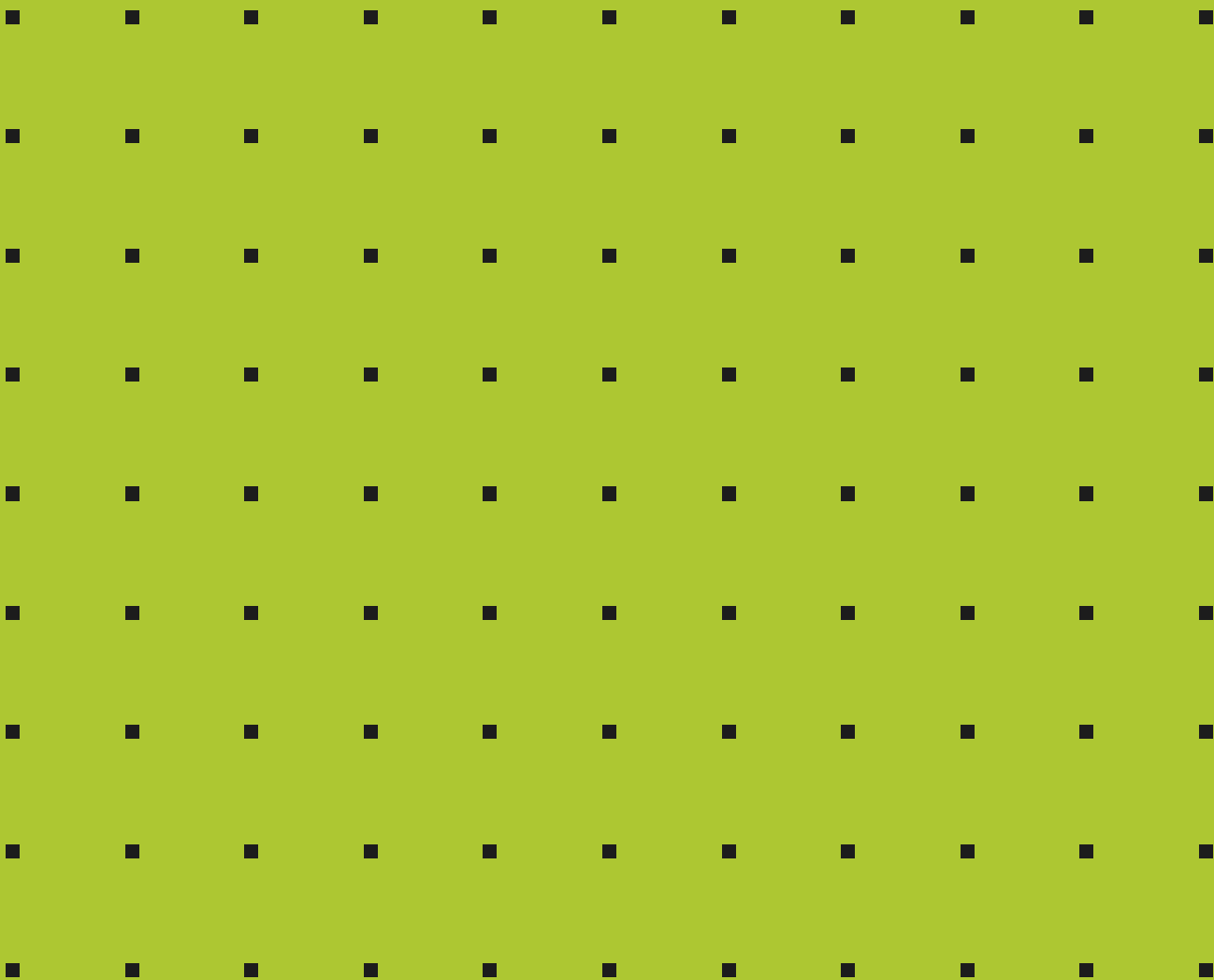
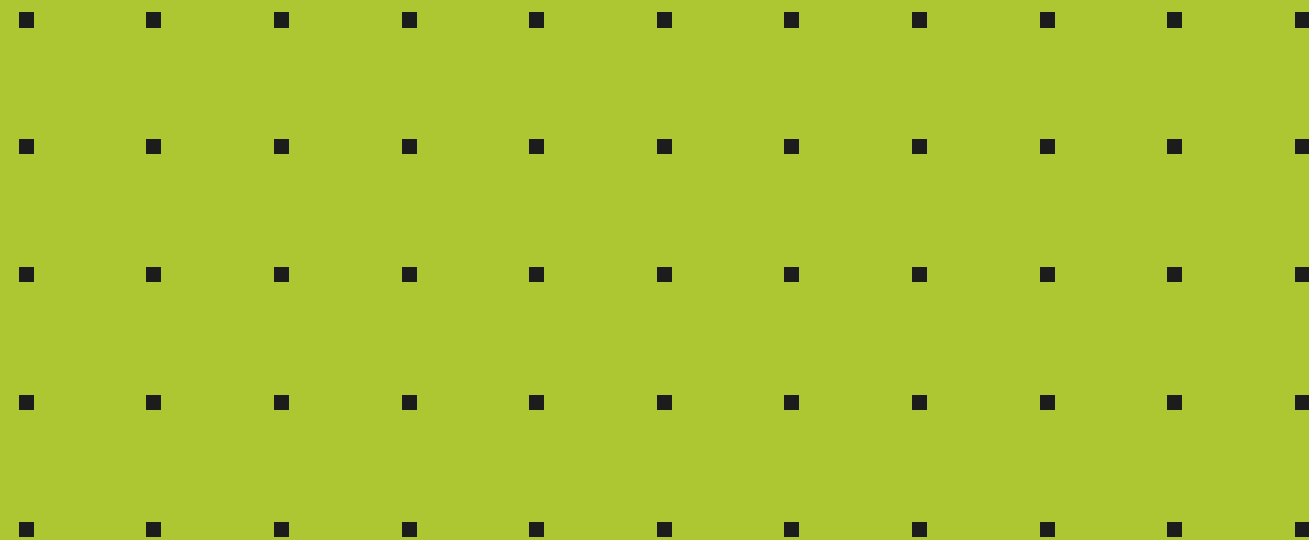
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# **INTERNATIONAL COMPETITION**





# ABOUT THE COMPETITION

## AIMS

The Competition AIMS to select an optimal concept for an eco-district in the city of Kazan, Republic of Tatarstan. The concept should reflect a new non-urban lifestyle within the city limits, and must be based on a plan with distinct individual elements that are integrated into the natural landscape as much as possible.

## THE TARGET AREA

is located in the Kirovsky District of the city of Kazan in the Republic of Tatarstan (Russian Federation), at the former 43rd central artillery facility owned by the Main Missile and Artillery Directorate of the Ministry of Defense of Russian Federation. The plan is to turn this area, under cadastral number 16:50:000000:15597, into an eco-district.

# 759,9 he

Land plot area

## PARTICIPANTS

both Russian and foreign companies are eligible to participate in the competition, as long as they employ or are capable of employing experts in land and site development, economics, and financial modeling.

## JURY

include representatives of the Republic Tatarstan authorities, Competition Organizer, as well as experts on architecture, design, real estate and urban planning, and landscape designers.

## FINALISTS

there shall be

# 3 finalists

## THE WINNER

shall be the contestant whose submission has been deemed best by the Competition's Panel of qualified Jury.

## THE PRIZE POOL

The Competition Organizer may give each finalist a reward amounting to 2,000,000 RUB (two million rubles), including all applicable taxes and fees.

After the second meeting of the Judging Panel, the Competition Organizer may give each finalist an additional reward:

**The winner** up to 3,000,000 RUB (three million rubles), including all applicable taxes and fees.

**Second Place** up to 2,000,000 RUB (two million rubles), including all applicable taxes and fees.

**Third Place** up to 1,000,000 RUB (one million rubles), including all applicable taxes and fees.

# COMPETITION FORMAT



**International**



**Two-stage**



**Open**

## THE FIRST STAGE

is the qualification stage. To take part, contestants need to submit an application and a portfolio of relevant projects. The Jury shall select 3 finalist teams, which will then work on designing the eco-district Concept:

- application submission;
- finalist selection based on portfolios.

## THE SECOND STAGE

involves the actual Concept design by the FinalistsThe Competition will culminate in the final Jury meeting, where they will select the Winner:

- design of Competition Concepts by the Finalists;
- winner choice.

## LANGUAGE

The Competition has two official languages, Russian and English. Competition submissions must be translated into both

# JURY\*



**Rustam Minnikhanov**  
President of Republic  
of Tatarstan, chairman  
of the jury



**Ilсур Metshin**  
The Mayor of Kazan



**Airat Nurutdinov**  
An Assistant to the President  
of the Republic of Tatarstan



**Natalia Fishman**  
An Assistant to the President  
of the Republic of Tatarstan



**Irek Faizullin**  
The Minister of Construction,  
Architecture and Housing  
of the Republic of Tatarstan



**Tatiana Prokofieva**  
The Chief architect of Kazan



**Rustem Ibragimov**  
Executive Director  
of RSF



**Rauzil Khaziev**  
CEO JSC «Tatenergo»



**Stanley Lang**  
Director of the international  
design center Turenscape  
International



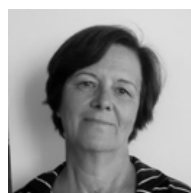
**Vladimir Plotkin**  
Chief architect, founding  
partner of CU RESERVE



**Anton Finogenov**  
General Director of the Urbanica  
Institute of Urban Planning



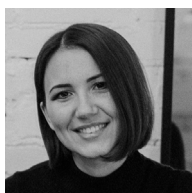
**Stanislav Guzhov**  
Member of the Expert Council  
of the Agency for Strategic  
Development "CENTER"



**Gana Omelianenko**  
Architect  
in BRT RUS



**Ilnar Akhtiamov**  
Docent of KSUAE, head of studio  
TIArch, architect



**Evgeniya Murinets**  
Adviser to the President  
of the Union of Architects of Russia

\* The composition of the Jury may be changed. The latest information will be published on the competition's site [www.contestkzn.ru](http://www.contestkzn.ru)

# COMPETITION SCHEDULE\*

**July 5**

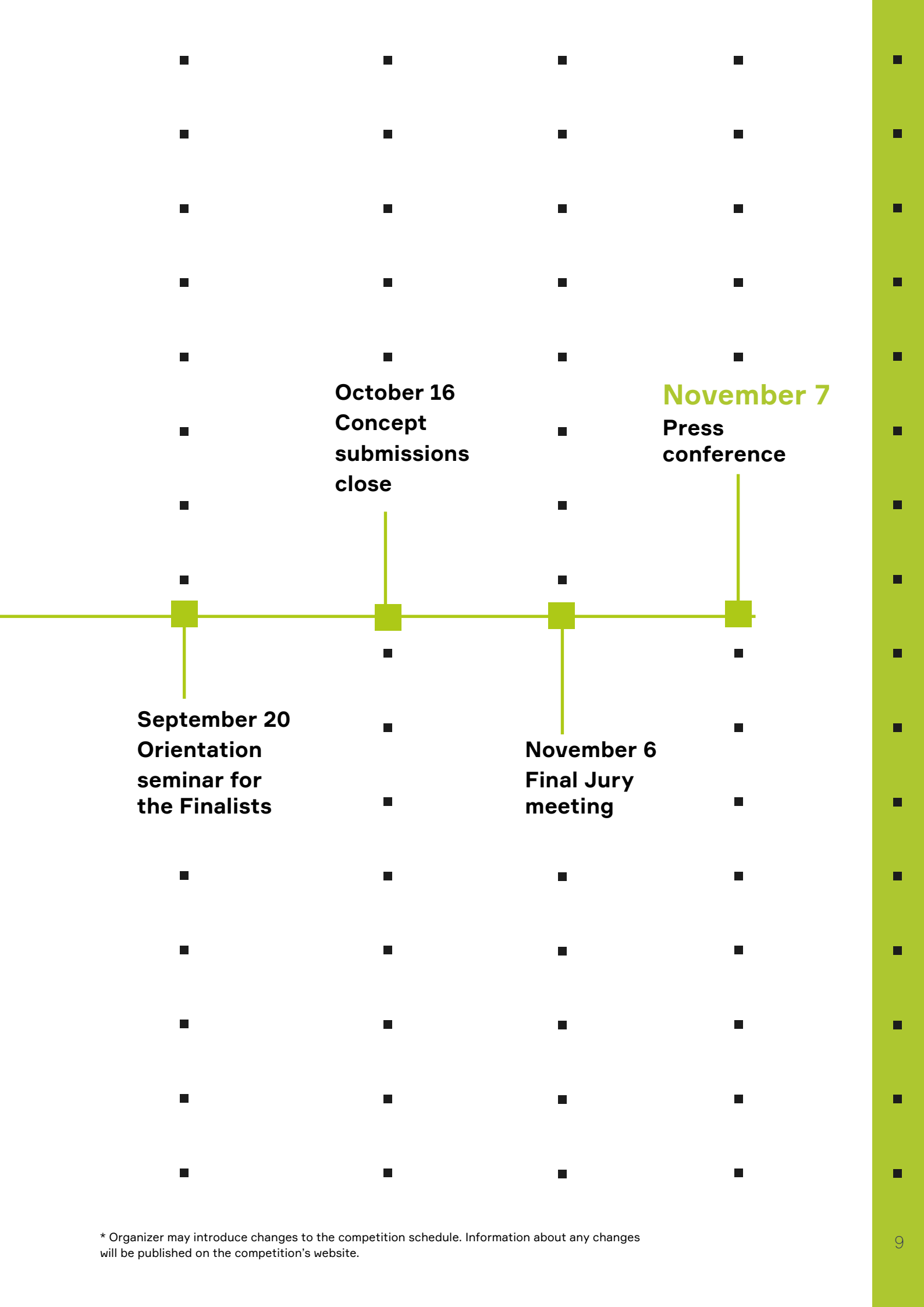
the Competition  
begins, Press-  
conference

**August 14**

Application  
submissions  
close

**August 3**  
Project  
webinar for  
the Contestants

**August 22**  
Jury meeting,  
selection  
of the Finalists



\* Organizer may introduce changes to the competition schedule. Information about any changes will be published on the competition's website.

# COMPETITION INITIATOR



The Competition has been initiated by the Republic of Tatarstan, represented by the Republican Support Foundation (RSF).

The Foundation was established on May 29, 2017, by order of Rustam Minnikhanov, President of the Republic of Tatarstan, to support people who have suffered from the unlawful actions of lending agencies or other financial institutions.

This manner of undertaking — to shield scammed co-owners of shared equity real estate projects, clients of bankrupt banks, and other victims — is truly unprecedented in Russia.



# COMPETITION ORGANIZER



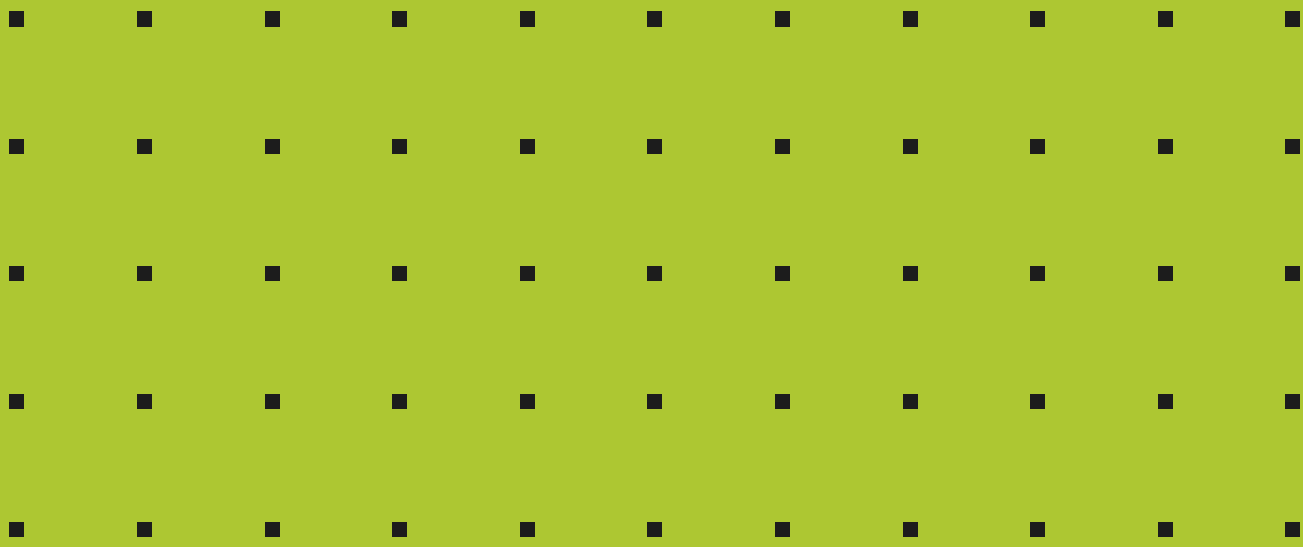
The Competition is being organized by the Agency for Strategic Development «CENTER», an analytical and consulting organization in development and urban planning, as well as an operator of various architecture, urban planning, and design competitions.

The Agency deals with matters related to comprehensive land and real estate development, and to the quality of the urban environment. It generates new ideas for cities and regions and forms new models of land development in Russia, thus allowing each community to unleash its full potential through becoming a cultural, economic, or social hub.

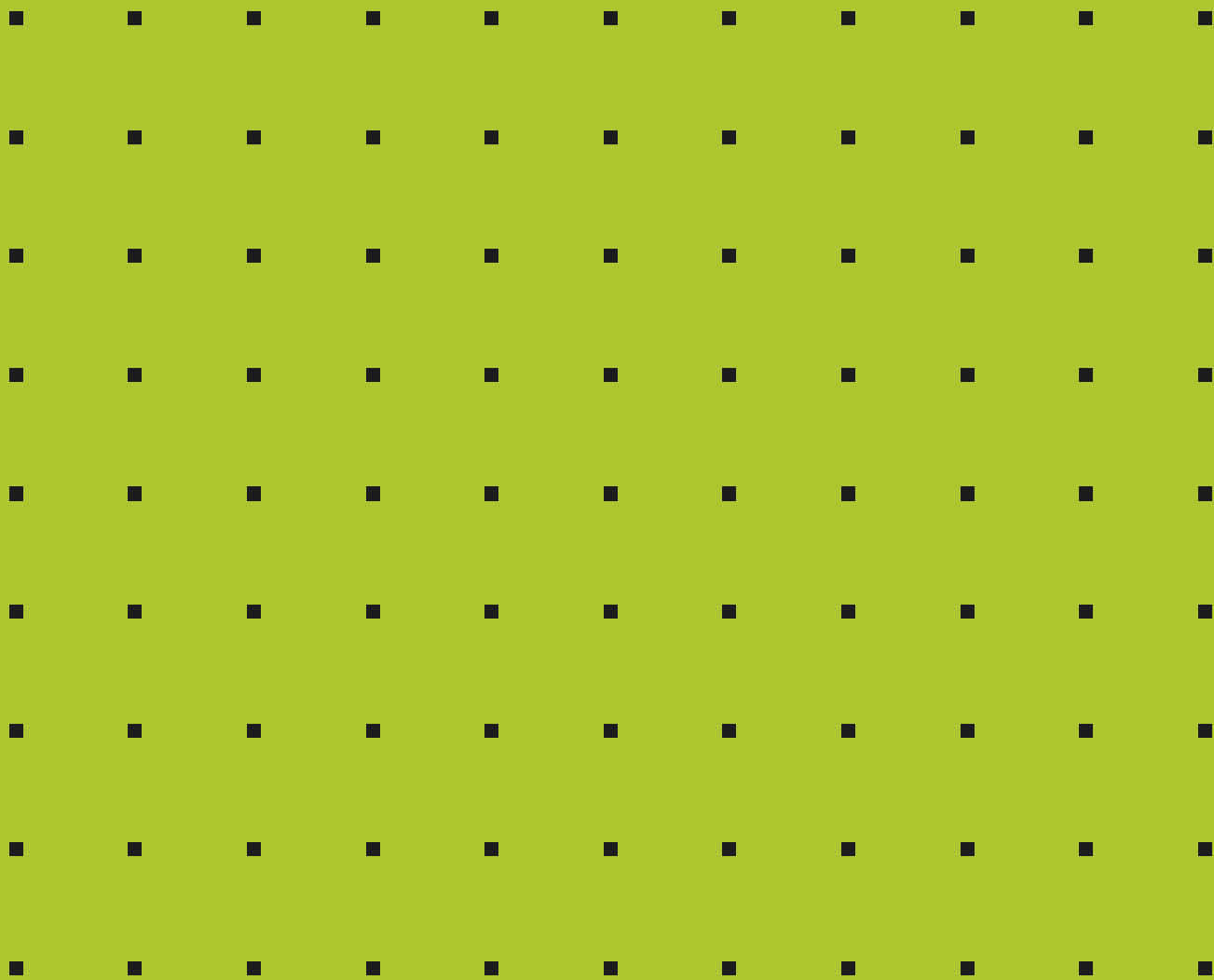
## **Key areas of the CENTER Agency's expertise:**

- analytical research in land and real estate development;
- comprehensive development concept design aimed at land development, and support during the practical execution of such concepts;
- assistance with hosting and managing professional competition events in urban construction, architecture, and design;
- government relations (GR) and development of efficient public private partnership models;
- educational programs and expert activities

The «CENTER» team's portfolio includes investment projects in 17 regions and 21 cities. These projects cover tourism and recreation clusters, community spaces, the redevelopment of industrial areas and transport infrastructure, commercial and housing properties, and more.



# CONTEXT





# ABOUT THE REGION. REPUBLIC OF TATARSTAN. RUSSIAN FEDERATION

## TRENDS

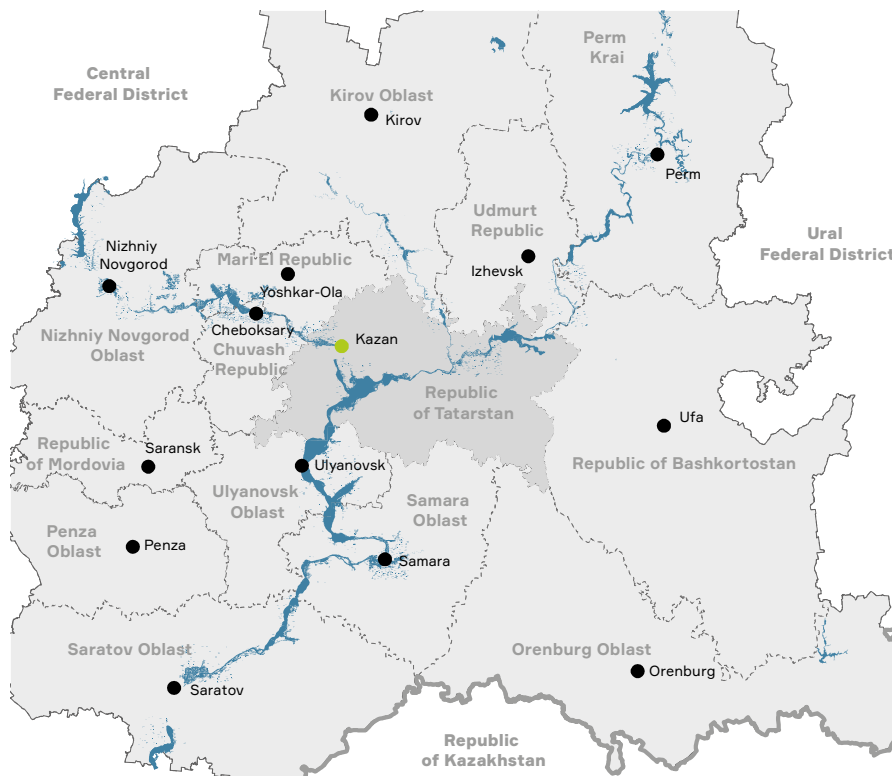


The Republic of Tatarstan lies in the heart of the European part of the Russian Federation and in the center of the Volga and Kama river basin, at the crossing of three major transport lines.

**70%** of the population of all Russian are located in regions located within 1,500 km from Republic of Tatarstan.

This provides the opportunity for building convenient and efficient transport links between these regions and the Republic.

**By 2030, the Republic of Tatarstan will become a globally competitive, sustainably developing region, the driver of the Volga-Kama growth hub, and the developmental leader in human capital, institutions, infrastructure, economics, outer integration, and inner space. This region is blooming rapidly and is highly involved in the international labor distribution system.**



- **Innovative activities are undergoing active development, and the economy is being modernized;**
- **the region's development is multifunctional, with special attention being paid to boosting Kazan's satellite cities with more intense industrial and innovative activity;**
- **industrial parks are being improved;**
- **the region is changing the ways in which it uses areas of high urban development value.**

## The Republic is making targeted efforts to improve 3 essential areas:

- human capital creation and accumulation;
- the creation of a comfortable environment for nurturing human capital;
- the creation of social institutions.

# 1st place

in the National rating of investment attractiveness according to the Agency for Strategic Initiatives «The state of investment climate in the constituent entities of the Russian Federation in 2017».

## Tatarstan's 2017 ratings compared to other regions

- 6th highest Gross Regional Product in Russia in 2017
- 3rd highest yield of agricultural produce in Russia in 2017
- 7th highest size of capital stock investments in Russia in 2017
- 5th highest scope of construction efforts in Russia in 2017
- 8th highest number of new homes unveiled in Russia in 2017
- 8th highest retail turnover in Russia in 2017

# 543 863,6 rub

Gross territorial product per capita (in 2017 )

# THE CITY OF KAZAN

One of Russia's largest cities, Kazan is situated on the left bank of the River Volga. Its location is advantageous both politically and geographically, covering the central parts of both the Volga Economic District (between the Central and Ural Economic Districts) and the Volga Federal District.

614,2 km<sup>2</sup>

Total area of the city of Kazan

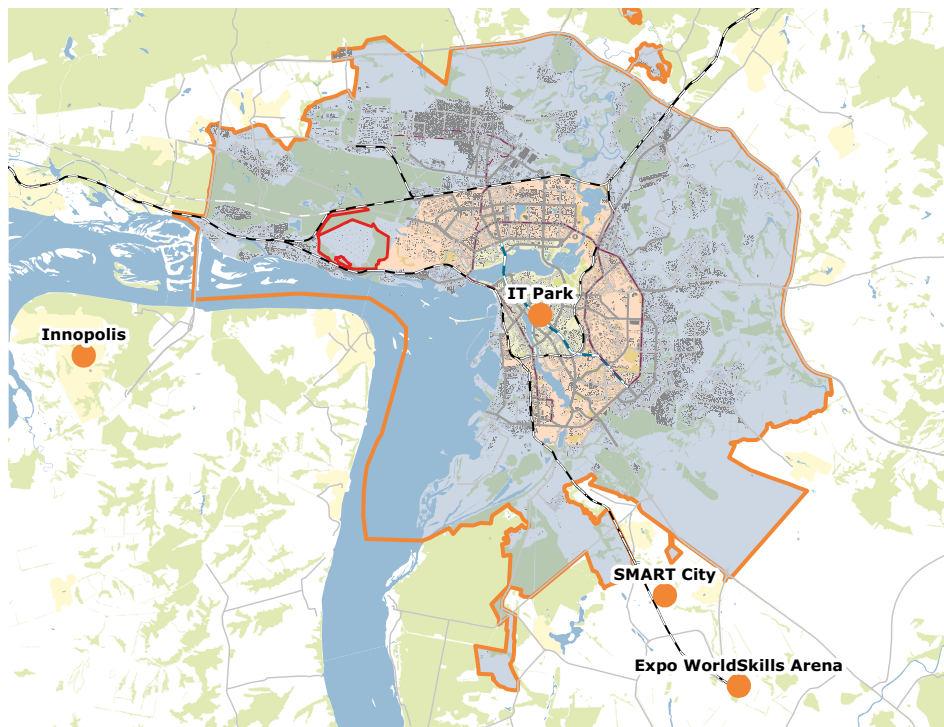
1 243 500

people living in the city

**6th** place in size of population among cities of over one million

**2nd** most populous in the Volga Federal District

# THE CITY HAS ITS OWN OFFICIAL BRAND, «THE THIRD CAPITAL OF RUSSIA»



## Legend:

- City limits
- Cadastre area limits
- Growth points

## Project areas:

- Central
- Median
- Peripheral

## Kazan's competitive advantages include:

- a highly developed production base;
- a large proportion of enterprises that make research-intensive, hi-tech products;
- an impressive export potential.



- «smart» economy, support for hi-tech market products and services (IT Park, Innopolis etc.);
- SME support;
- burgeoning business event and exhibition market (Kazan Expo, WorldSkills Arena).

According to the key features of the Kazan municipal budget for 2017 and the planned budget for 2018 and 2019 (with amendments as of December 13, 2017), the forecast total revenue of the city of Kazan in 2018 is to reach 20,173,374.56 thousand rubles.

**3rd** place among the cities of the Volga Federal District for housing construction

**4th** in quality of urban environment

**Being a major regional hub, Kazan forms one of the country's largest agglomerations (which is also the largest in the Republic of Tatarstan), focuses inter-agglomeration links, and serves as the central element of the Tatarstan population distribution system, demonstrating sustainable trends of economic expansion.**

# TARGET AREA

The Competition's target area is a neighborhood that the city of Kazan, Republic of Tatarstan, plans to create in the center of its Kirovsky District.

This strip of land is located at the periphery of a low-density residential area in the west of Kazan, within easy reach of the downtown

# 20 min

by car

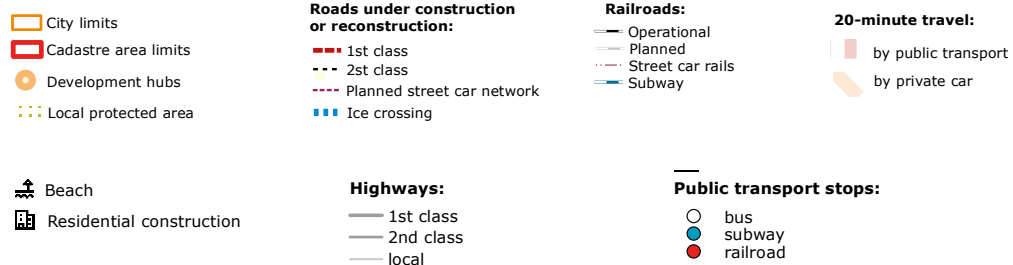
The General City Plan, covering the period until 2035, provides for the creation of a street car network, the reconstruction of the current highways, and the development of new transportation hubs in the immediate vicinity of the target area.



## Situational plan



### Legend:



### Function areas according to general plan

- Private homes, lane houses, and low-rise apartment buildings
- Mid-rise and high-rise apartment buildings
- Apartment building zone with a diverse community functions
- Residential buildings intermixed with utility sites outside industrial areas
- Community facilities
- Cemeteries, crematoriums, and memorial parks
- Special-purpose sites
- Recreation area
- Summer cottages and gardens

- Industrial sites and utility warehouses of Hazard Classes I and II
- sites of Hazard Classes III and IV
- Industrial and utility sites and warehouses intermixed with residential areas
- Industrial and utility sites and warehouses intermixed with community facilities and business areas

## The position of the target area in relation to the transport frame of Kazan



### Legend:

City limits

Cadastral area limits

Planned transport hub

#### Highways:

1st class

2nd class

local

#### Roads under construction or reconstruction:

1st class

2nd class

Planned street car network

Ice crossing

#### Railroads:

Operational

Planned

Street car rails

Subway

#### Public transport stops:

bus

subway

railroad

City railroad station

#### 20-minute travel:

by private car

by public transport

#### 30-minute travel:

by private car

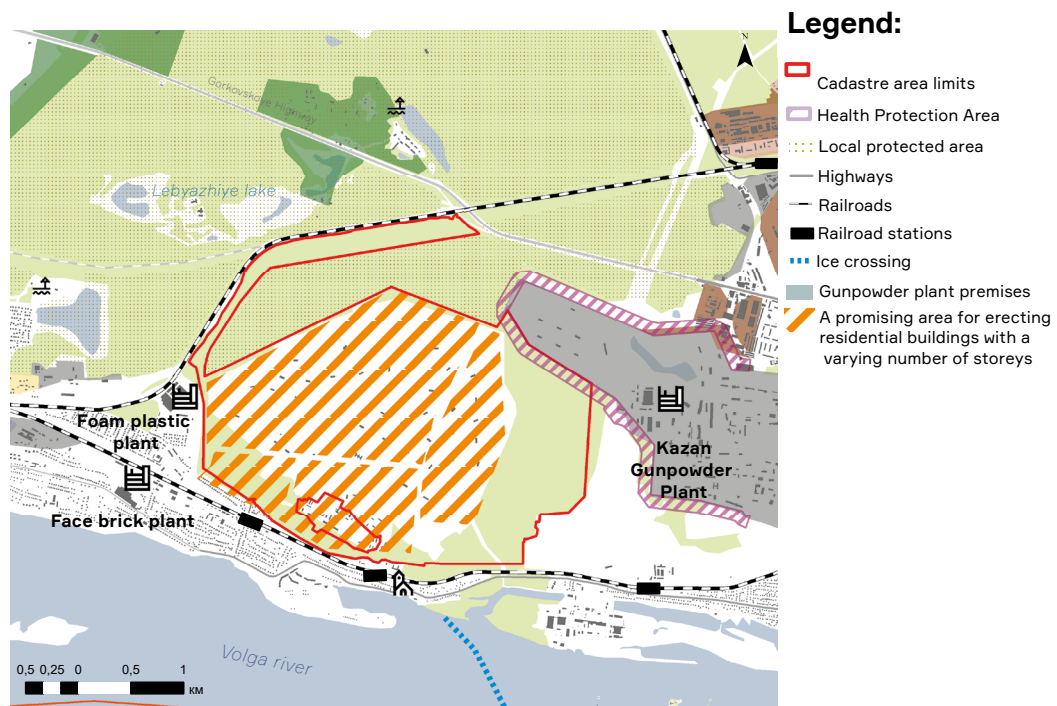
Beach

Kremlin

Temple of All Religions

# KEY FEATURES OF THE TARGET AREA

- diversified external transportation (cars, railroad, planned street car network);
- access to the Volga shore both on foot and by transport;
- easy reach of the central administrative district and areas with active labor activity;
- pleasant landscape suitable for recreation and proximity to a major natural reserve, the Lebyazhiy Woodland Park;
- abandoned remnants of the former military base, including a fragmented transportation infrastructure (dirt roads) and partially demolished buildings (storage facilities and barracks);
- well-preserved natural and man-made forested areas;
- a promising area for erecting residential buildings with a varying number of storeys;
- terrain shifts from 75 to 100 m high.



# GLOBAL TRENDS

Global experience in creating green urban areas in similar climatic and geographic conditions, including active redevelopment of military sites, has revealed a number of trends that can be applied to a similar project in the target area of Kazan.

## DIFFUSELY INTEGRATED DEVELOPMENT

### AMATCIEMS GATED COMMUNITY, LATVIA

Brief overview of the project

209      300 he

number of land plots      total area

0,4–1,5 he

size of a single land plot



## Key trends

- Preservation of the natural space and landscape layout (including forested areas).
- Barrier-free environment.
- Private cottage construction with the use of eco-friendly materials.
- Self-sustaining utilities.
- Creation of a green meditation area.
- Promotion of an active lifestyle.



# URBAN VILLAGE (CLUSTER DEVELOPMENT)

VIIKKI ECO-DISTRICT,  
HELSINKI, FINLAND

Brief overview of the project

1132 he

total planned area

840 he

recreation, natural,  
and aquatic areas

23 he

total residential development  
area (as of 2016)

292 he

residential and trade area



## Key trends

- Multifaceted programming of a self-sustaining planned territory, including residential, trade, educational, research, fitness, and recreational functions.
- Energy-efficient solutions for residential areas as a means of cutting maintenance spending.
- Diversified real estate aimed at a broader target audience with different income levels.
- Special community areas for harmonizing interactions among the residents.
- Horticulture options provided through small communal land plots.
- Eco-oriented technology.
- The ultimate goal of forming a sustainable and peaceful community.



# A CITY “UNDER THE FOREST CANOPY”

VAUBAN DISTRICT,  
FREIBURG, GERMANY

Brief overview of the project

41 he total area

15 energy-efficient neighborhoods



## Key trends

- A new life for a former military base.
- Self-reliant power sources (solar panels, heated building fronts).
- Apartment blocks, low-rise and mid-rise apartment buildings.
- A well-developed public transport network (street car rails, foundation for bike and pedestrian paths).
- Green terraces and vertical gardens.





# COMPARATIVE ANALYSIS OF HOUSING PROPERTIES IN KAZAN

Residential development in Kazan is exhibiting all trends that are common across Russia at large, characterized by high levels of competition in terms of both the number and diversity of housing options, as well as in terms of comfort levels.



## Legend:

- City limits
- Cadastre area limits

### Building type:

- Mid-rise
- High-rise
- Mixed
- High-rises intermixed with private homes

### Comfort level:

- Luxury
- Business
- Comfort
- Economy

### Project areas:

- Central
- Median
- Peripheral

## residential real estate project

**22 projects**  
economy class

# 15 projects

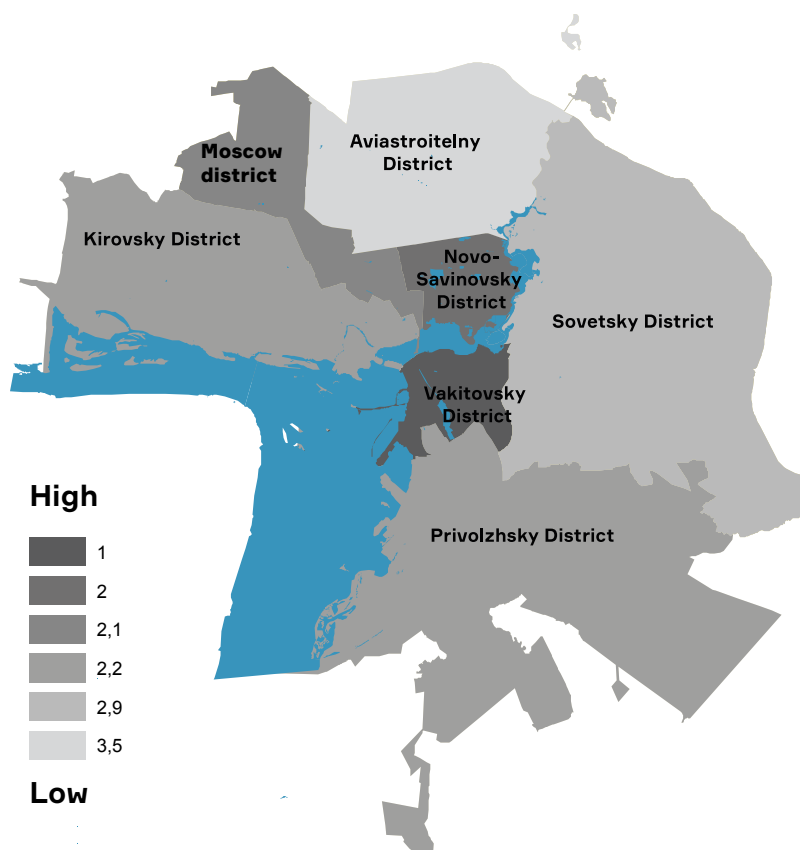
## business class

**62 projects**  
with high-rise buildings

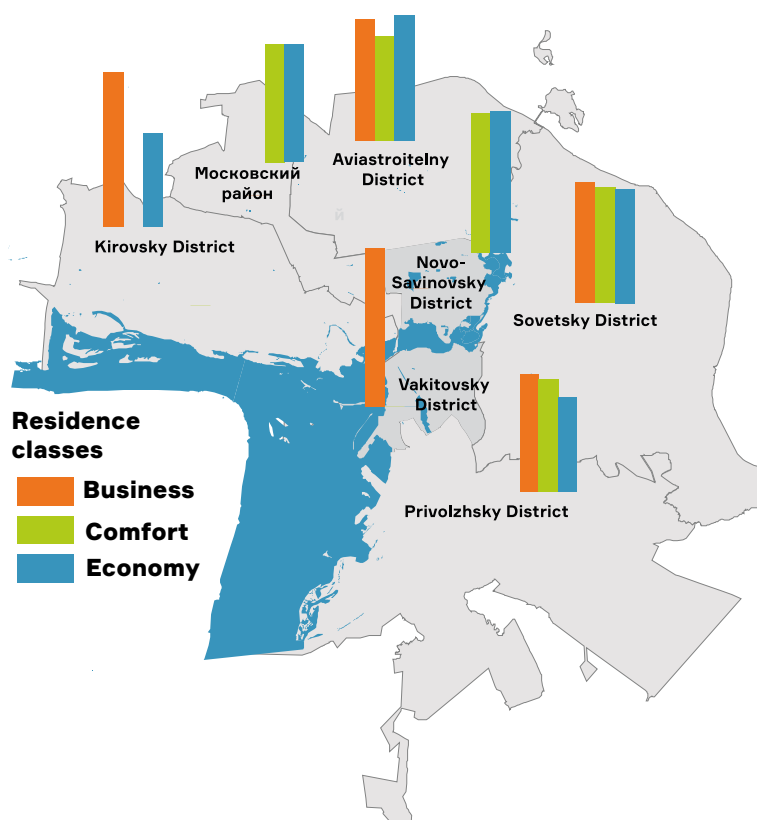
# 1

## with low-rise buildings

## Transport accessibility index



## Housing prices across Kazan



## Environmental conditions



Convenient proximity to the downtown and vast green areas, as well as plans to improve the transportation network and the environmental conditions make Kirovsky District an appealing target for real estate buyers.

# COMPETING COUNTER-PARTS IN THE KAZAN HOUSING DEVELOPMENT MARKET

The planned residential development layout will integrate diverse low- and mid-rise buildings into the natural landscape to as great an extent as possible — something that does not have anything comparable among its competitors. The concept is to leverage development trends in a similar vein to (the Yasnaya Polyana Residential Complex and the Estachi Eco Village), as well as best practices in comfortable urban living (the ART CITY Residential Complex).

**Below is the list of the cornerstones of the project's main counterparts in the Kazan housing development market, which will serve as inspiration for the eco-district**

- "Suburban life within the city limits": gated communities with self-sustained utility services and their own capabilities for education and commerce.
- Original design solutions for real estate properties and community facilities.
- Access to day care centers and schools, as well as to other infrastructural elements.
- Use of green and ergonomic materials, as well as energy-efficient technology.
- A well-developed system of public spaces, including those for recreation (parks, gardens, green squares, boulevards, and break areas).





## ASSESSMENT OF THE REAL ESTATE MARKET DYNAMICS

**The dynamics of transactions with residential properties in Kazan and adjacent areas reveal the following trends**

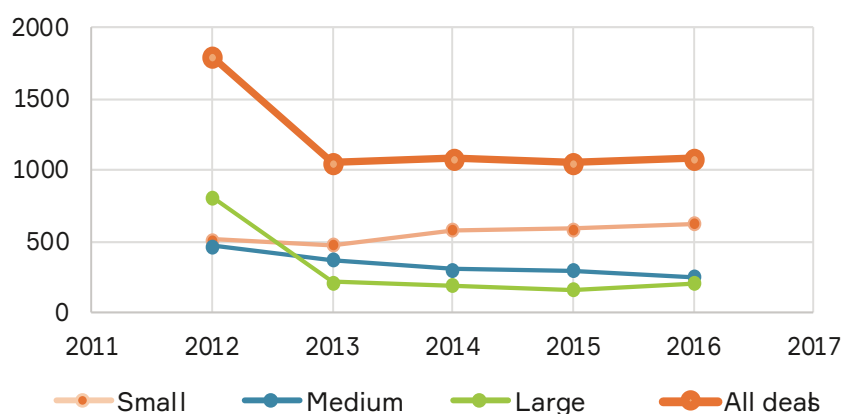
- The demand for all properties in the primary and secondary market is gradually stabilizing after a slump.
- The demand for private homes and land plots in Kazan is on a par with the total demand in adjacent areas.
- People living in Kazan are more interested in acquiring small land plots; while those living in adjacent areas are more interested in mid-sized land plots.
- The demand for mid-sized private homes in Kazan and adjacent areas keeps growing.
- Properties from the secondary real estate market in Kazan are making a notable contribution.

# ASSESSMENT OF THE REAL ESTATE MARKET DYNAMICS IN THE CITY OF KAZAN

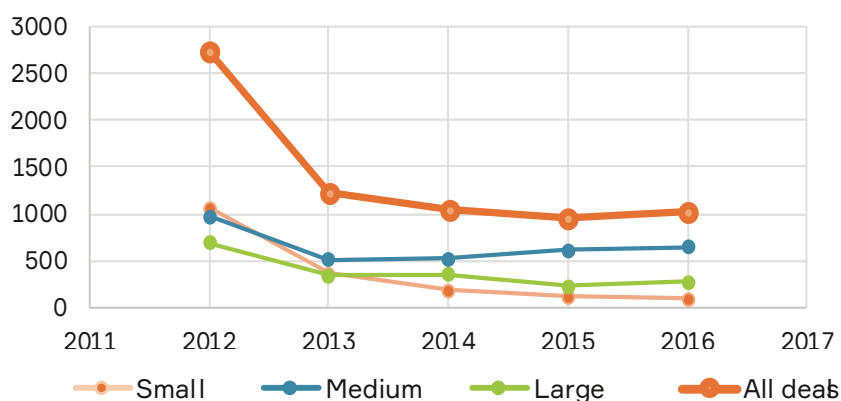
Based on Rosreestr's data on registered deals

Dynamics of registered deals with residential real estate in Kazan on the primary and secondary market: apartments, detached residential buildings, land for individual residential construction demonstrates the demand for small-scale projects with the exception of newly constructed individual housing construction facilities, among which medium-sized buildings predominate. At the moment, we can talk about the relative stabilization of demand for all types of objects and the comparability of the volume of demand for individual housing construction and land plots.

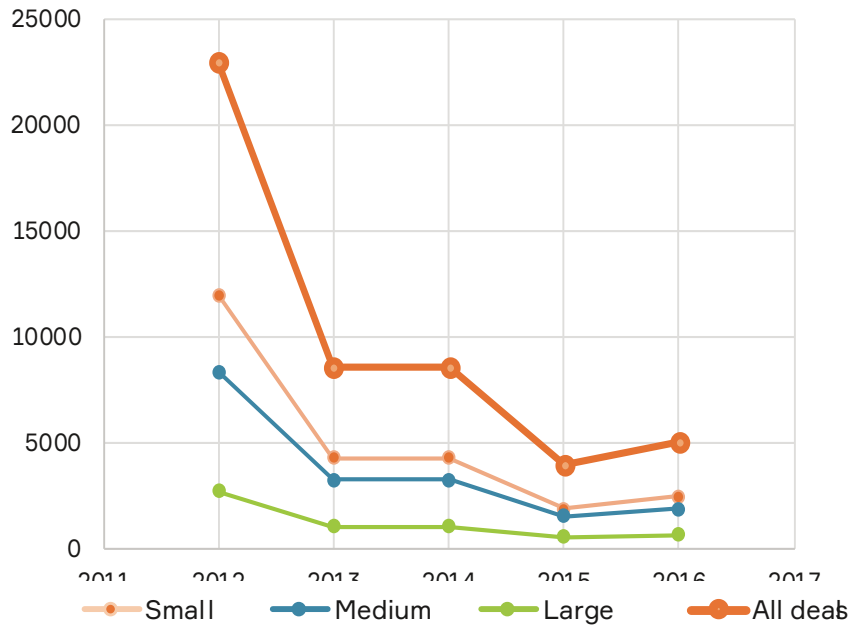
## Land plots



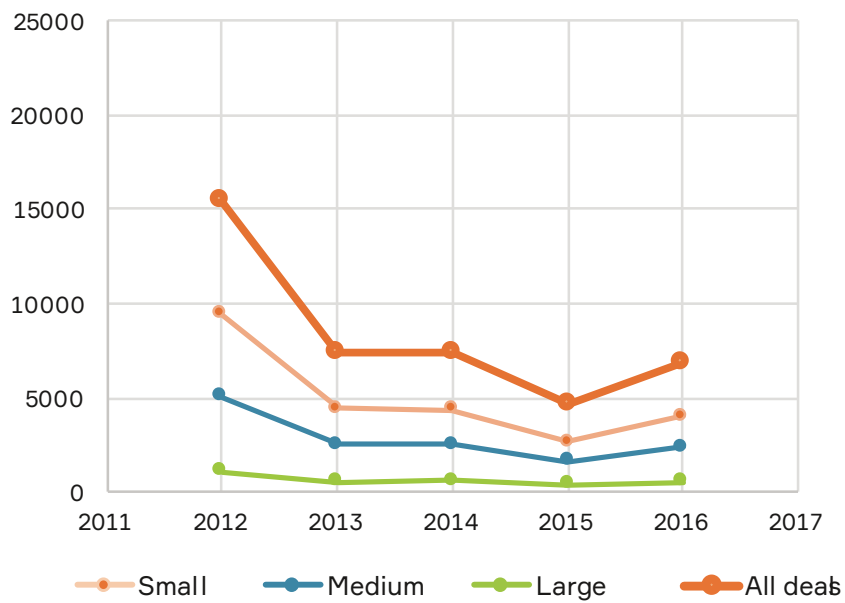
## New building (buildings)



## New building (apartments)



## Secondary housing



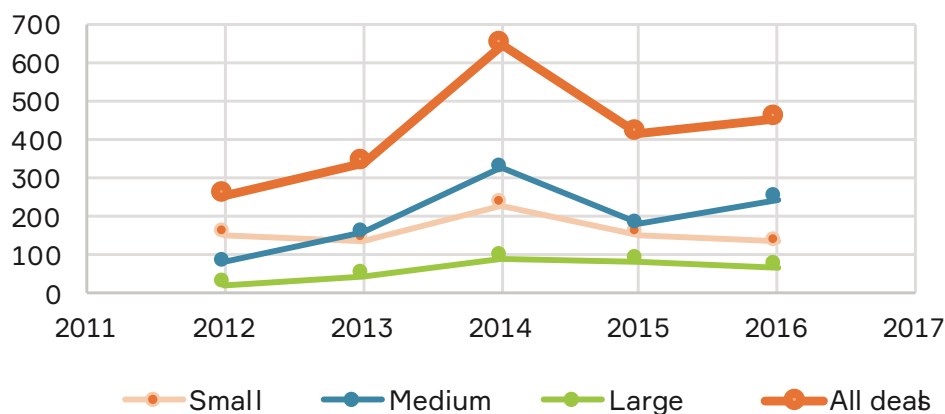
# ASSESSMENT OF THE REAL ESTATE MARKET DYNAMICS

## PREVIOUSLY FORMED LAND PLOTS

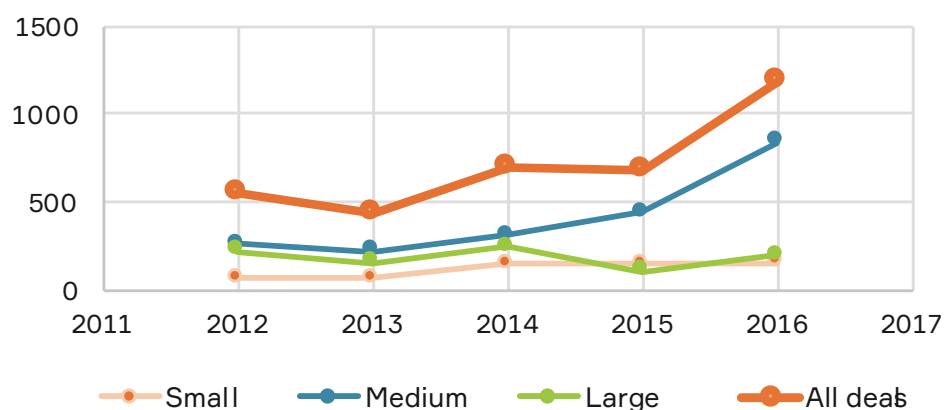
Based on Rosreestr's data on registered deals

According to the data on registered deals in the adjacent areas: Laishevsky, Zelenodolsk, Pestrechinsky, Vysokogorsky and Verkhneuslonskoye, the demand for land in the primary market is steadily growing, the demand for large plots is practically unchanged. The demand for medium-sized plots and buildings is growing most actively.

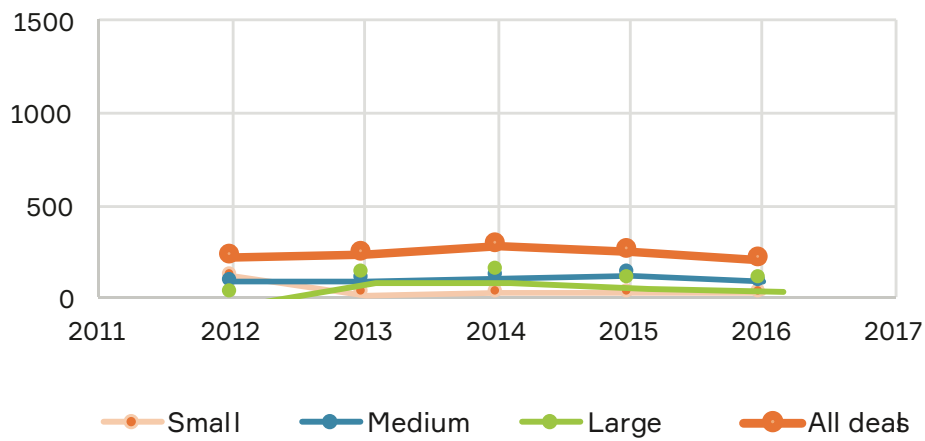
### New buildings (buildings)



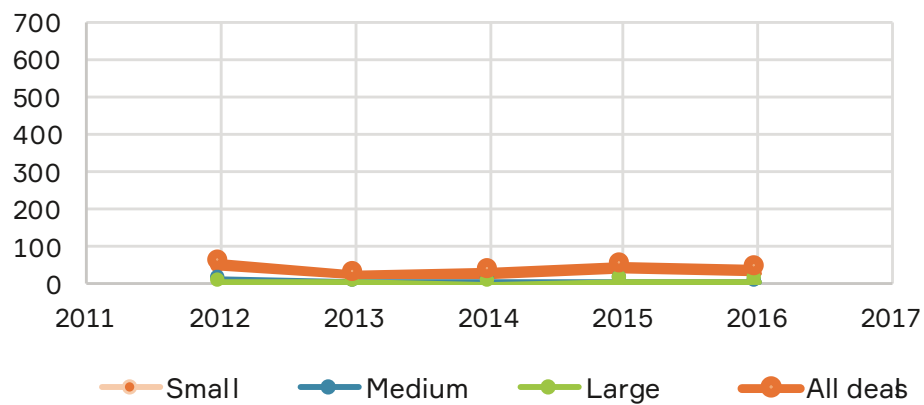
### Land plots



### previously formed land plots



### Secondary housing

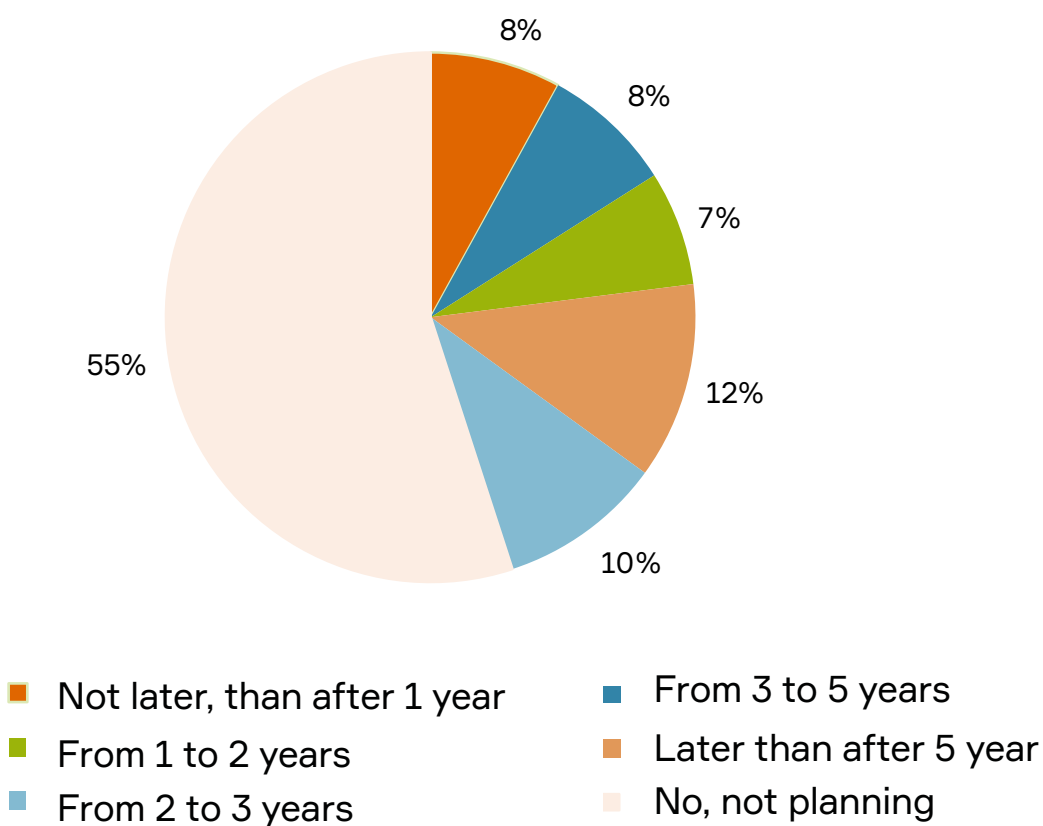


# BRIEF OVERVIEW OF THE TARGET AUDIENCES THAT PLAN TO BUY HOUSING PROPERTIES IN KAZAN

A social survey aimed at assessing demand for housing properties shows that as many as

## 45% of people

living in Kazan and adjacent suburban areas plan to buy real estate in Kazan.



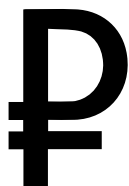
The purchase of residential property in the segment of individual residential construction (IRC) is most relevant for:

**31-60**

age

**55 K rub**

average monthly income



**3 m rub**

cost of housing



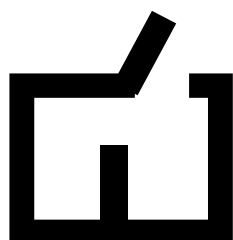
types of employment

**business owners**

**entrepreneurs**

**freelancers**

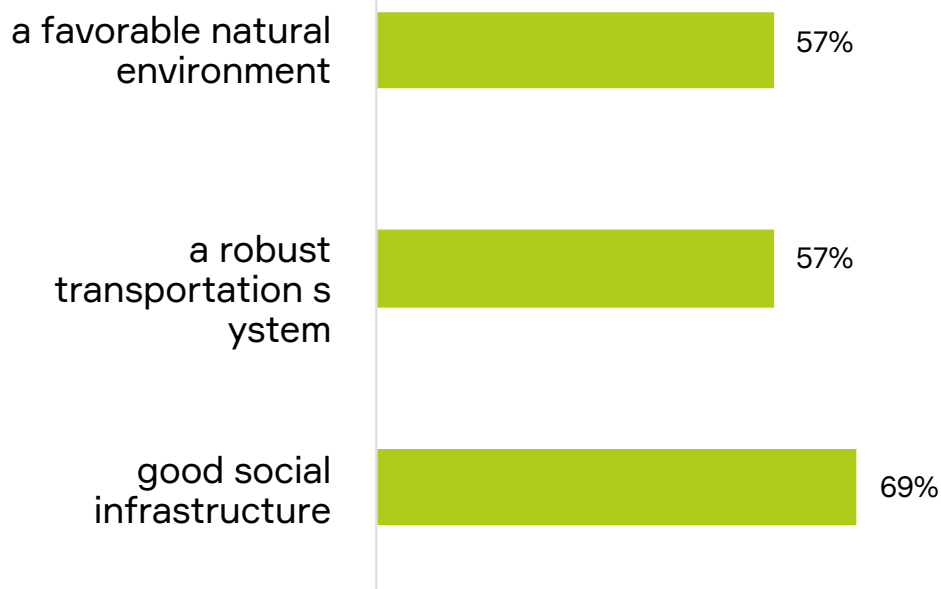
**farmers**



**75-130 m<sup>2</sup>**

preferred area

**For those planning to purchase a townhouse or a cottage, the most significant factors of increasing the attractiveness of the territory Remote housing are**



**74-115 m<sup>2</sup>**

**the potential area of the object planned for purchase for a townhouse or cottage planning to purchase**

**Among those aiming for a townhouse or a cottage, the key factors that make remote properties more appealing include:**

- good access by transport (68%),
- good social infrastructure (68%),
- and a workplace near the place of residence (64%).



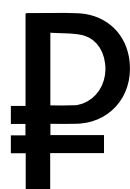
Purchasing apartments in middle-storey houses  
are interested:

**31-60**

age

**40 K rub**

average monthly income



**2,4 m rub**

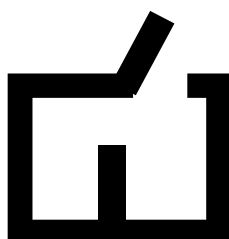
cost of housing



types of employment

**Middle-level  
managers**

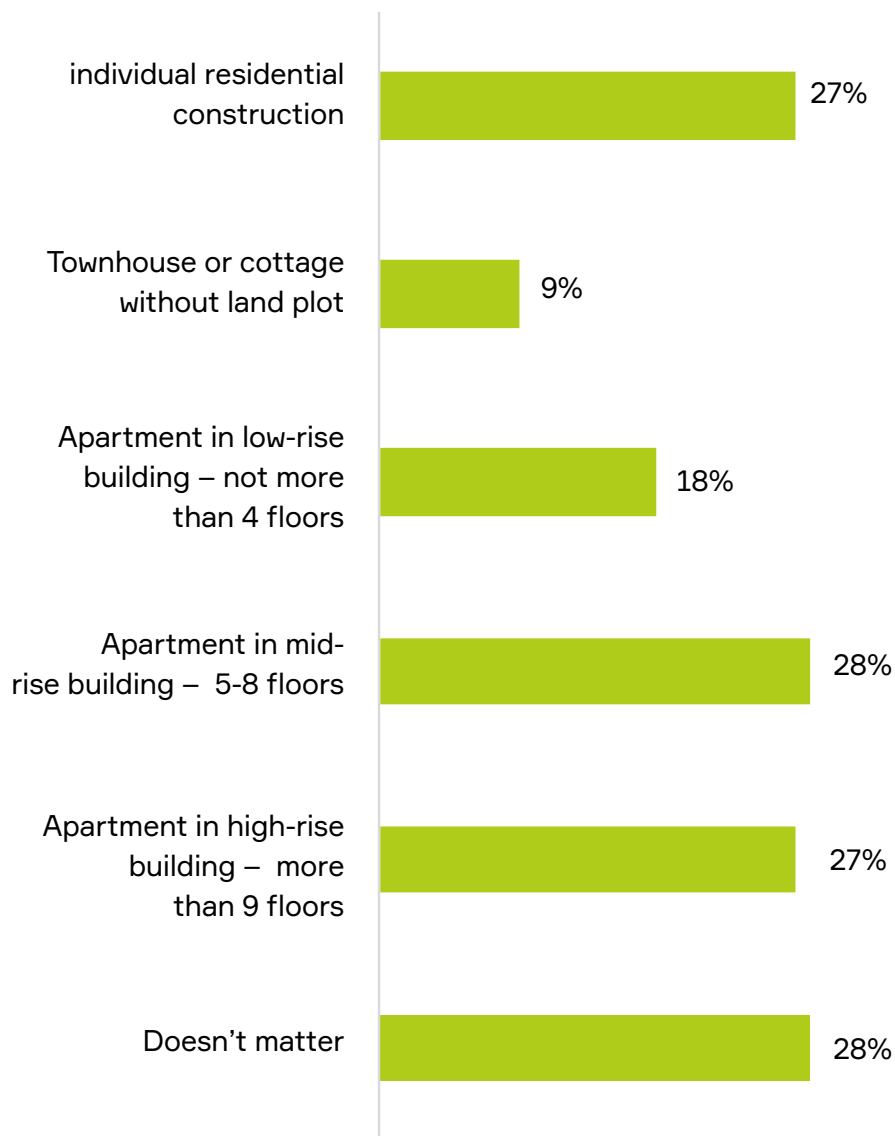
**Pensioners**



**50-75 m<sup>2</sup>**

preferred area

## The key needs of the target audiences



As a preferred property, apartments are considered in multi-storey and medium-rise buildings. In addition, a rather popular option is individual residential construction (IRC). Less often as the preferred object for purchase is considered a town house or a cottage without a backyard.

### Note

■ Multiple-choice question

■ here and further groups with buyers of different types of housing among those who noted that they are going to buy housing in the next 3 years

# THE KEY NEEDS OF THE TARGET AUDIENCES

The results of the social survey, the analysis of global housing trends in similar markets, and the evaluation of the properties offered in Kazan may be used to predict the needs of the potential target audiences, which, in turn, should be taken into account when designing the eco-district Concept:

- A stronger and expanding demand for comfortable urban living (access to social infrastructure within walking distance, state-of-the-art community spaces, integrated transportation network etc.) among all target audiences.
- A greater demand for living in a favorable natural environment, including a natural landscape, which is exhibited, first and foremost, among the most financially secure segment of the target audiences and families with children.
- Emergence of new consumer demand for resource-saving technologies, including energy-efficient solutions, in light of the increase of utility pricing (among all target audiences) and the promotion of an eco-friendly lifestyle (among the most progressive target audiences).

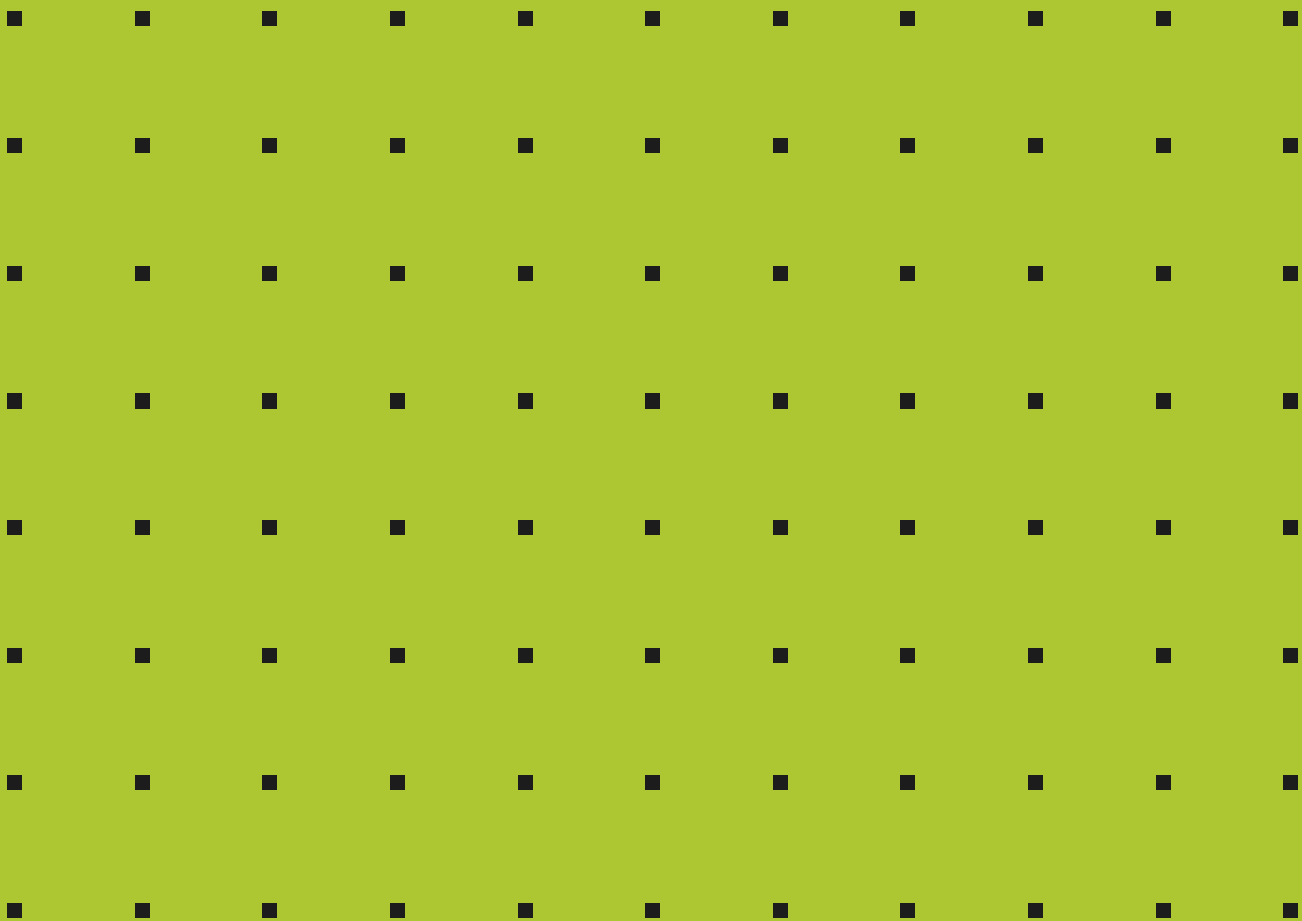
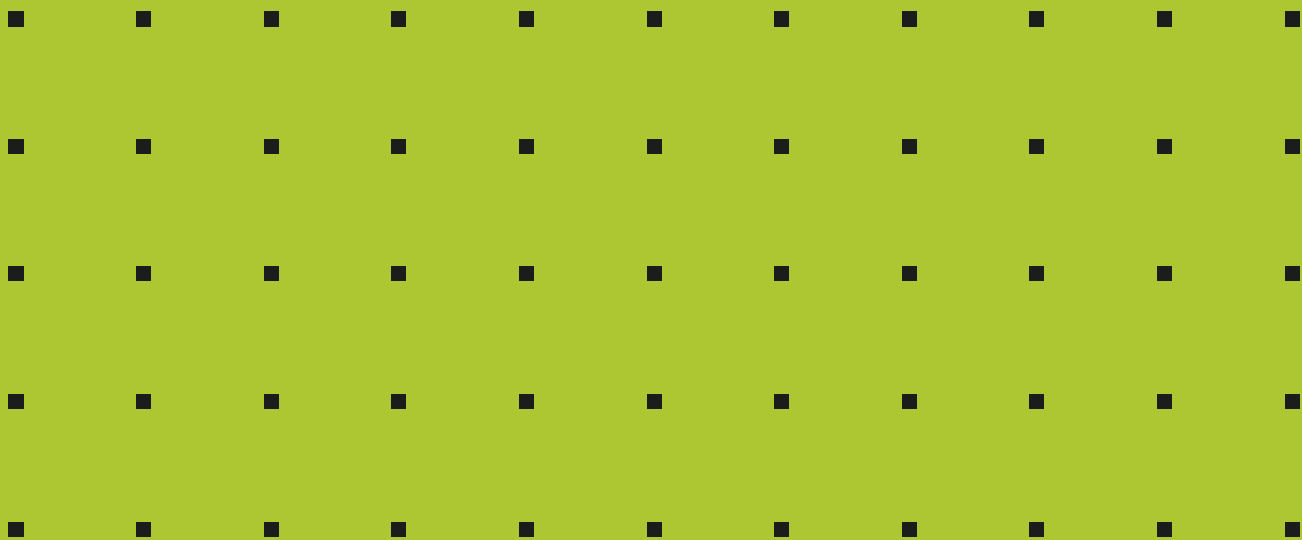


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# **COMPETITION DOCUMENTATION**



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# PRINCIPLES OF COMPILING PROJECT DOCUMENTATION

Concept design and master plan for an eco-district in the city of Kazan, on the premises of the former 43-rd central artillery ammunition storage facility owned by the Main Missile and Artillery Directorate of the Ministry of Defense of Russian Federation.

## Prospective land development figures:

- total area size — 759.9 hectares;
- size of the prospective residential district – 250 to 300 hectares;
- green and recreation areas — 200 to 300 hectares;
- community and business areas — 100 to 200 hectares;
- utility area — 30 hectares
- mixed development:
  - 75% — Individual homes,
  - 15% — low-rise (2-3 storeys),
  - 10% — mid-rise apartment blocks (4-5 storeys);
- population size - 20,000;
- maximal size of the residential area — 450,000 m<sup>2</sup>.

## **1. Compliance with the Social and Economic Development Strategy for the City of Kazan up to 2030, the city planning norms, and the official regulations of the Republic of Tatarstan**

The Social and Economic Development Strategy for the City of Kazan up to 2030 outlines a polycentric urban development plan that will preserve historical and cultural sites and environmentally crucial buildings, maintain and improve the local ecology, and create jobs in outlying city districts.

### **The development of Kazan's residential resources until 2035 will be determined by the following:**

- the population's increasing demand for real estate and more comfortable living conditions in new residences;
- the speed and scope of investment into residential construction;
- the financial security of people that were born in Kazan or have come to live here permanently from elsewhere;
- the capacities of the investment and construction complex and other factors.

### **The directions of further land development must comply with the following:**

- the approved draft of the General Plan of the Kazan Municipal District, which classifies the target area as a promising zone for residential areas with buildings of varying number of storeys, and accounts for the demands for new social facility construction in functional areas for the purposes of servicing the new residential district and addressing the current facility shortage;
- the current restrictions on urban constructions;
- the current land development goals set for the Kazan Municipal District.

## 2. Core concept of the eco-district, in detail

**The eco-district concept aims to create a completely new urban environment, located within 20 minutes of the downtown and exhibiting the following features:**

- Maximal preservation of the natural and man-made landscapes of the residential hilly area along the left bank of the Volga, adjacent to the Lebyazhiye Woodland Park (a local protected area).
- Promotion of a new lifestyle in Kazan and beyond.
- A diverse and safe living environment that complies with the modern quality of life standards.
- A peaceful local community.
- Access to different lifestyle options, ensured by a diverse range of low-rise and mid-rise apartment buildings.
- An opportunity to test new eco-friendly technology and sustainable solutions.

### Values and lifestyle promoted by the district

- An opportunity to enjoy the natural landscape without leaving the city.
- Means for both active and passive interaction with nature.
- Location within easy reach (by transport) of Kazan's historical and administrative center, as well as of various community facilities.
- On-site resources for satisfying all daily household needs.
- The possibility of choosing between a private car and public transport.
- A healthy lifestyle.
- A friendly community and active engagement in local events.
- Visual surroundings of high aesthetic quality.



**The Concept submitted for the Competition must be based on forward-looking city planning principles and must make use of the target area's natural features (primarily the abundance of trees and low construction density). Furthermore, the Concept creators must reference the features of the competitive environment in Kazan's real estate market, as well as the current global trends in residence construction under similar conditions.**

### **3. Preservation of the target area's natural space and landscape layout**

One of the target area's key advantages is an exceedingly well-preserved natural landscape and proximity to Lebyazhiye, a local protected woodland park. Therefore, the seamless integration of new construction into the natural environment must become one of the crucial aspects of the Concept.

The "sustainable Kazan" image outlined in the city's General Plan implies that the historical center and the median area should be developed as zones where the city is at its most efficient. At the same time, the urbanization of the city's green carcass should be limited. The city's periphery should be developed like a classical suburb, with unjustified construction density being prohibited and the development of green areas, private homes, and low-rise apartment buildings surrounded by green backyards being encouraged.

**The development model offered in the Concept must keep the target area's natural landscapes as intact as possible, turning the area into a peripheral buffer zone, which, among other features, has a high recreational value.**

#### 4. Adherence to the global eco-district development trends

**Global experience in developing green urban areas in similar climatic and geographic conditions, including active redevelopment of military sites, exhibits a number of trends that can be applied to developing the target area of Kazan, such as:**

- the rehabilitation of former non-residential land;
- the promotion of a “country” way of living in an urban environment;
- various scenarios of utilizing special-purpose land plots for private and community horticulture;
- a diversified lifestyle, offering both coliving and coworking options alongside a more sheltered existence;
- Self-reliant power sources (solar panels, heated building fronts).

**The Concept is expected to account for current global trends in the development of areas belonging to a similar type and class in the target niche, re-imagine these trends, and apply them to the abandoned military base in the Kirovsky District of Kazan.**

## 5. Efficient functional planning and comprehensive land development

The holistic development of the entire target area must be ensured by gradual step-by-step development coupled with the creation of a utility and social infrastructure, including a street and road network, engineering works, recreation spaces, and autonomous housing “launch sites”.

The eco-district is linked to the downtown area via 1st class urban thoroughfares, the Gorkovskoye Highway, and a number of rail lines. The district’s street and road network is meant to be used primarily by public transport and, prospectively, cyclists and pedestrians.

The accessibility of intense labor activity areas is to be ensured by proximity to high-speed railroad stations and a through street car route in the “green corridor” format.

The Concept should cover the holistic development of the target area, taking into account the prospects of building a transportation carcass and positioning community facilities both in the target area and in the adjacent areas, including facilities along the railroad and around the Staroye Arakchino station, as per the proposals in the currently approved General Plan.

Diverse land planning and a transit-oriented approach to land development will help cut down on the use of private cars thanks to the creation of multifunctional areas that will include business centers, commercial facilities, and recreational and residential areas.

**The concept must account for the bare social minimum when designing infrastructure. The minimal requirements include the following healthcare, educational, pre-school, and sports facilities, as well as neighborhood stores:**



pre-school education institutions for mixed housing areas: institutions for 420 children in private home areas, institutions for 2,807 children in low-rise apartment block areas.



general education schools for mixed housing areas: institutions for 902 children in private home areas, institutions for 5,925 children in low-rise apartment block areas.



outpatient clinics for mixed housing areas: clinics for 96 visitors per shift in private home areas, clinics for 624 visitors per shift in low-rise apartment block areas.



There is need for a list of services allowing to create diversified housing areas (low- and mid-rise buildings) and lifestyles; it should be based on a comprehensive analysis of Kazan's strategic development goals, the target area's urban construction potential, the real estate market trends, and best global practices found in similar projects.

Another essential element of multifunctional planning is the diversity of social, cultural, recreational, educational, and sports infrastructure, to the greatest extent required by various target audiences.

The Concept must offer a diversified set of functions for a self-sufficient residential eco-district plan.

## 6. Diversified real estate aimed at a broader target audience with different income levels

A social and marketing survey has allowed researchers to assess Kazan's real estate market. These insights have served as a base for a preliminary list of residences that may interest potential target audiences:

0,06-0,12 ha  
plots area

Diffusely integrated development: zones dominated by private homes and separated by vast green areas.

75-130 m<sup>2</sup>  
apartments area

75-120 m<sup>2</sup>  
apartments area

Urban village: space-efficient clusters of private homes and apartment blocks integrated into the natural environment.

50-70 m<sup>2</sup>  
apartments area

A city "under the forest canopy": low- and mid-rise buildings with a large number of green areas.

**The Concept must offer some variety within the standardized housing layout, adhering to the regional and local norms of urban construction and city planning in the Kazan municipal district, with a rich spectrum of architectural solutions (buildings with a varying number of storeys, unique projects or improved standardized projects with more diverse architecture).**

## **7. A unified design code with unique variations in architectural and planning solutions for housing projects**

An integrated approach to land development and the creation of a special environment in the target eco-district dictates the need for a comfortable urban space, maintained by a set of regulations.

**The Concept must include suggestions for a unified design code, a contextual approach to planning the eco-district, and a harmonized style bringing together diverse architectural and design solutions: different street retail and public building facades, color zoning, local lighting, etc.**

## **8. Modern technological solutions**

The creation of eco-districts requires environmentally oriented technology for the purposes of both designing homes and other types of real estate (easing the load on the power grid, supplying resources etc.) and selecting the planning layout (subtle integration of the buildings into the natural environment, creation of a holistic system encompassing both natural and man-made green spaces, allotment of special land plots for private and community horticulture).

The choice of technological solutions should also be driven by the features of the buildings' exterior, their structural parameters, energy

efficiency figures (for the purpose of cutting the costs of using and maintaining the facilities), and the specifics of providing transportation services to the population (with priority given to eco-friendly transport).

Eco-oriented solutions can also be used at community facilities supporting the main concept behind the neighborhood: for instance, the district could feature an Eco Techno Park, aimed at raising environmental awareness and finding ecological insights, while at the same time serving as a culture and education site and supporting recreation and small business.

**The Concept must offer forward-looking and feasible eco-oriented solutions suitable for the target area's natural environment and climate.**

## 9. Stage-by-stage land development with an adaptive implementation model

**The eco-district development concept needs to be implemented in 3 stages, resulting in a self-sufficient 1st level city planning element, namely a residential neighborhood in the south of the area. It will include:**

- a neighborhood hub with all the necessary infrastructure;
- elements of community and commercial infrastructure that will be functionally interlinked but may not necessarily be unveiled all at the same time;
- recreation areas of different types, geared both towards the locals and towards visitors from other parts of the city.

### Stage I

Creation of a residential district center in the south of the target area, dominated by private homes (75% of the territory), with some mid-rise apartment buildings (3 to 5 storeys); creation of a social and recreational infrastructure within walking distance; creation of areas for work activity

### Stage II

At this stage, residential construction will be dominated by private homes (75%) of the territory, low-rise apartment buildings (no more than 3 storeys), and community and trade infrastructure (an eco-techno park and enterprises specializing in commerce, service, education, and sports) geared for various target audiences.

### Stage III

This stage will involve the construction of private homes (75% of the territory) and apartment buildings (up to 10 blocks).

**To summarize, the submission is expected to feature an architectural planning concept of the eco-district's development, broken down into three stages with most attention given to Stage I.**

## 10. Efficient financial and economic model for maintaining the area

This implies that the construction type selected must be economically efficient, responding to the dynamics of demand for residences, as well as to the relevant parameters of Tatarstan's macroeconomics and demographics. The eco-district should be presented as a type of urban living that is unprecedented for the entire region.

Each stage of land development formulated in the Concept should not only be based on the current needs of various target audiences, but also account for the chance that these needs might change, particularly due to new trends, driven by competition in the housing market, as well as due to government initiatives applied to residential construction, and to the proliferation of Russian and global trends.



**As a result, the Concept is expected to include an economically efficient stage-by stage implementation model, allowing for land development up to 2030 and responding flexibly to the changes in demand for housing at different development stages. The model must contain a detailed breakdown of financial and economic parameters for Stage I and a framework with proposed parameters for Stages II and III.**

## GENERAL REQUIREMENTS FOR PROJECT DOCUMENTATION

**The documentation must comply with the target area's urban development potential, the city planning norms relevant for the Russian Federation and the Republic of Tatarstan, as well as the key provisions of the currently approved General Plan of the Kazan municipal district.**

- The documentation must take account of the advantages of the eco-district's location, such as its diverse terrain, landscape, recreational resources, access to public transport, and the 20-minute travel distance between the district and downtown Kazan.
- The documentation must contain functional and framework planning solutions that make optimal use of the territory's potential and integrate the residential areas into the surrounding natural landscape.
- The documentation must account for the special conditions and restrictions imposed on using the territory (the Health Protection Area at the Kazan Gunpowder Plant, the "Lebyazhiye Woodland Park" local protected area).
- The documentation must reflect the specifics of the Kazan housing market.
- The documentation must follow the global trends in designing eco-districts, as well as the Russian trends in creating a comfortable urban environment.
- The documentation must offer groundbreaking technological insights, including constructive building design solutions and energy-efficient technology.

# STAGE I

**During the first stage of the competition, the contestants must submit:**

- A portfolio of 5 relevant projects of versatile low- and mid-rise residential complexes completed by the Contestant, such as:
  - comprehensive projects that the Contestant has completed on their own or as part of Consortium;
  - architectural and city planning projects of low- and mid-rise residential complexes;
  - any other projects in the relevant area.
- An essay describing how the Contestant sees the development of the eco-district Conception, including the Contestant's approach to creating functional and planning solutions, as well as economic feasibility of the project. From 2 000 to 5 000 thousand characters.
- An illustration that will help visualize the architectural and city planning solutions (optional).

# STAGE II

During the second stage of the competition,  
the contestants must submit:



**architectural and city planning concept of the eco-district's development;**



**a framework model detailing the financial and economic parameters of executing the Concept up to 2030;**



**a detailed architectural and city planning concept and a draft of the territory's blueprints as of stage I.**

## 1. Architectural and city planning concept of the eco-district development

- A more detailed model of the area's functional programming.  
The area's landscaping and planning structure.
- The area's functional and planning structure, with designated zones that are to be developed during each of the 3 project stages respectively.
- Architectural and spatial solutions for the residential areas and community facilities.
- Basic plans of the area's transportation services and utility system.  
An improved list of technical and economic parameters of the area's development, broken down into 3 project stages.

## 2. Framework model of the Concept's financial and economic parameters up to 2030

- The Competition submissions must offer economic sustainability, as well as efficient and feasible project implementation, particularly from the point of view of optimizing construction and maintenance spending, balancing public and private funding, and providing a timely return on investment.
- The Competition Finalists must provide a detailed financial and economic model of the way the territory will develop at the 1st stage of the project, basing it on the dynamics of housing demand in the city of Kazan. They should also design a general framework model for the entire project.

## 3. Detailed architectural and city planning concept and draft of the territory's blueprints as of stage I

- Suggestions on the area's functional planning, based on the functional programming during the first stage of development.
- A list of features of the area's prospective development, including construction parameters and density, and a description of how the social, transportation, and utility service systems are to develop.
- General planning and architectural solutions for sites constructed during the first stage, reflecting the sites' functional purpose, the modular solutions, and the project's unified style (based on some key examples of the layout typology selected).
- Planning, architectural, and landscaping solutions for the area's community spaces, and proposals to make the area more comfortable, interlinked with the current community space system in the adjacent areas.

The Concept must contain an architectural and city planning framework for the entire eco-district, which should justify the optimal project implementation and a detailed description of solution for Stage 1 of the construction, which will establish the core of the eco-district, dominated by private homes (75% of the territory), with some mid-rise apartment buildings (3 to 5 storeys), as well as a social and recreational infrastructure within walking distance.

## SUBMISSION FORMAT



**albums (including  
a Cover Essay)**



**sketch boards**



**3D-visuals**



**presentation**



**video with 3D visuals for the project  
solutions suggested**

If desired, Contestants may also include additional materials that they might need for presenting their Concept.



**The information contained in this Invitation to Participate is not final and may be subject to change.**

**Detailed information about the competition, including the requirements for participants, can be found in the Conditions of Competition section on the competition's website at [contestkzn.ru](http://contestkzn.ru)**



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