

ЦПК

CENTRAL PARK IN KRASNOYARSK

LDĀDESIGN



Sarner

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1.0

Comprehensive substantiation of the concept of territory development

Krasnoyarsk Context

Krasnoyarsk is at the beating heart of Siberia not only for industry, commerce, and production but also as the epicentre of a magnificent collaboration of habitats, biomes, landscapes, and horticulture. Gorky Central Park will become a beacon of exemplar open space celebrating the old and the new, a park for the people and a park for the future.

The land has long provided a reason to come, live and relish this corner of Russia, mining, forestry, and farming have long been a pull to bring people to the land, our concept for Gorky Central Park will be to celebrate, educate and revive the people of Krasnoyarsk through a world class park built on history, heritage and the power of her people with the help of our forward thinking and committed client – Rusal.

“Trees are poems that the earth writes upon the sky.” - Khalil Gibran,
Sand and Foam



**“In snowy Siberia,
frosty Siberia, -
There is no people
more hearty than us!”**

- Krasnoyarsk City Anthem



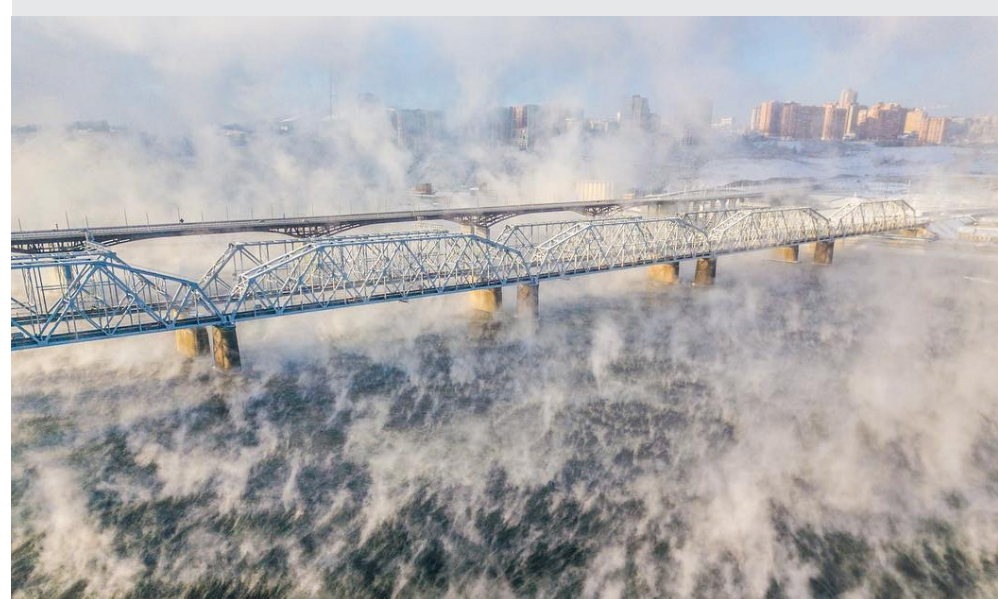
The heart of Siberia

1.1. Comprehensive assessment of outdoor recreational, social and economic, urban planning, ecological and other preconditions determining potential opportunities and restrictions of development of the competition site

A hearty place breeds hearty people, people who think nothing of stepping outside in the depths of winter to work, to meet and to explore. The landscape of the region has created a city to be proud of and this is why this City is at the beating heart of a hardworking, tough but beautiful area. This Park is the heart of that city.

At a wider scale there are some of the most amazing geographical and geological features in the world, the Stolby's show majesty and tectonic power, expansive Taiga forests are the beating lungs of the area while nature reserves provide sanctuary and refuge for flora, fauna and people. There is also an intense work ethic to the landscape, Rusal has long been a partner to the city providing employment and production of Aluminium, the use of the landscape has been long, now is the time to begin the contributions back to the city and to the earth.

The riches of the landscape will be brought in all their forms to the heart of the City at Gorky Central Park.



Krasnoyarsk Context

We are seeing all over the world a desire by people of all ages but in particular the young starting out in their careers to have more than just 'work', they want life, excitement, rest and relaxation and above all an appreciation of the environment around them, they seek the beauty in the everyday. We will design the park to have opportunities for our neighbours to 'take ownership', a space for parents to plant trees with their children with the safety to watch them grow and thrive. We believe the park has the size and prowess to fundamentally change how the wider city views and uses its green space. We will create gateways to the park which celebrate local heroes, show folklore to a whole new audience through the creation of striking contemporary structures that announce loudly and proudly 'you have arrived at Gorky Central Park and you are welcome to be here'. We will provide a sanctum to art and sculpture building on the incredible heritage already within the park.

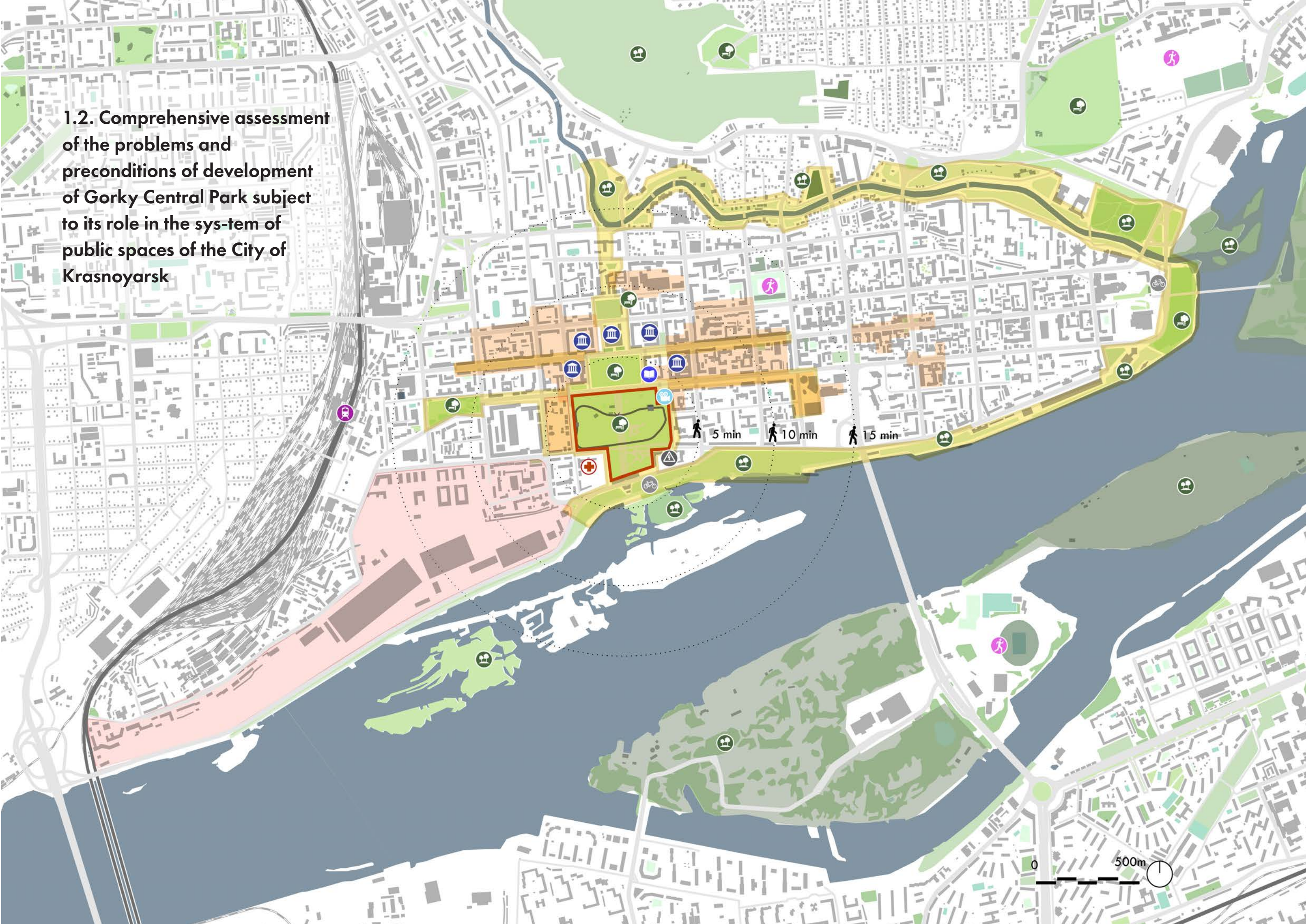
We know the city has a reducing active age range with people in the younger years seeking life elsewhere, we also understand the concerns for the environment, the wider changes taking place in the world and the need for people to take responsibility.

We understand the socio-economic needs, we know that simply making a beautiful place is not enough, we need to provide opportunities, a reason to return and a place which contributes to the circular local economy.

The park at the moment provides for a small range of the population highlighted on this page, we want to bring something for everyone.



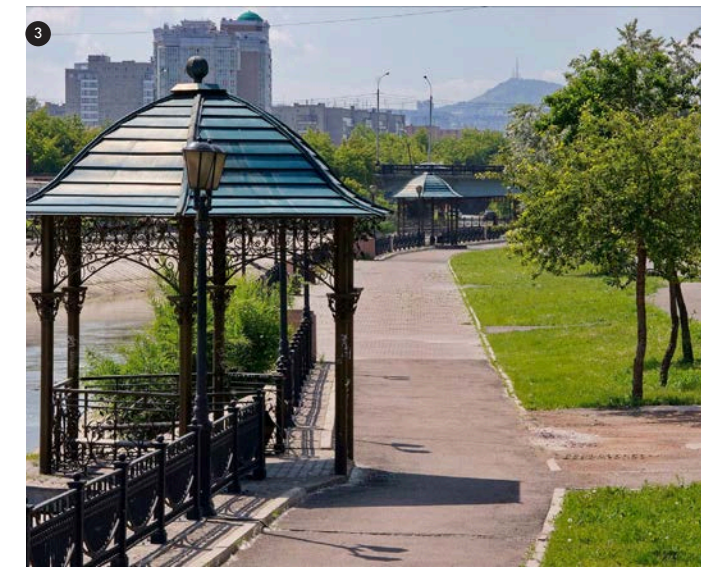
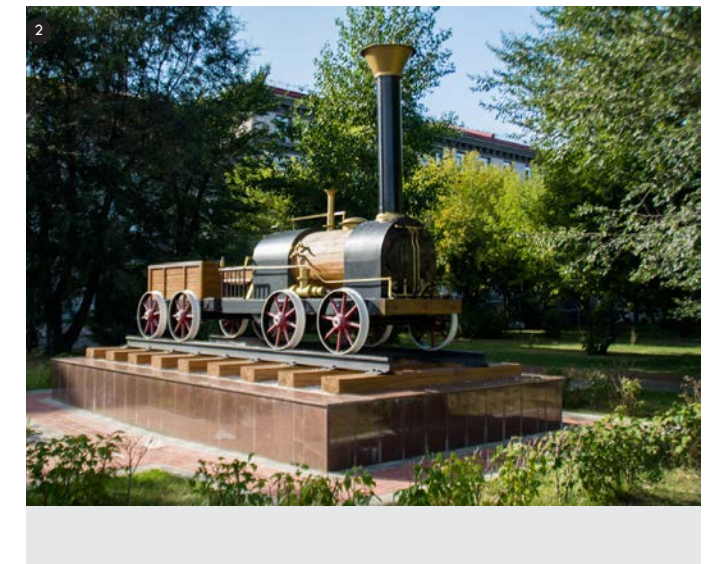
1.2. Comprehensive assessment
of the problems and
preconditions of development
of Gorky Central Park subject
to its role in the sys-tem of
public spaces of the City of
Krasnoyarsk



Central Park as a part of a wider POS structure

To us the park is not simply bounded by the walls and gates of the existing Gorky Park., the surrounding streets and local area have the opportunity to contribute more widely to a pro-active community led improvement to public open space. The first step by Rusal will be integral to a wider city improvement.

- Green Islands
- Parks and gardens
- Active zones
- Green loop



Key elements of city green framework:

1. Yenisey riverfront
2. Revolution square
3. Kacha river embankment
4. Gorky pedestrian street
5. Surikov square
6. Yenisey - Kacha confluence



1.3. Analysis of the historical and cultural features of the development of the territory of the cultural heritage site of regional significance (place of interest) "Site of memory associated with history and culture of the city" and established zones with the special land use

The evolution of the site is fascinating, the park is a final remaining piece of the once rampant Taiga, this is something to be protected and celebrated whilst planning for the future. The expansion of the cultural and government buildings in the soviet era have provided a backbone to further park expansion in the mid-20th century.

The park has been a constant for the people of Krasnoyarsk, it has been the scene of celebrations, birthdays, days and nights out and as a place to be together. The sculptures of the park hint at the varied history whilst the Ferris wheel and fun fair elements show case a bygone era of fun in the park. The surrounding uses such as the cinema also show that this was once the beating heart of Krasnoyarsk's cultural centre.

One of the most incredible features of the park is the miniature railway, its age alone is a marvel but we are more interested in the social contributions this piece of engineering makes, it provides fun but also education and a strong work ethic to the young of Krasnoyarsk. It is a symbol of a past time where children could learn and have fun at the same time preparing them for the future.



Early XIX c. - Tsarist Russia

1800

Krasnoyarsk Park was founded in 1828 by the first Governor of the Yenisei province A. Stepanov, back then it was called the City garden. On the Bank of the Yenisei river, a 9-hectare section of coniferous forest (Taiga) was fenced for its protection (later the zone was expanded to 12.7 hectares).

Until the very revolution, the garden was the only place to take a summer walk for the people of the city. On weekends, there were exciting and boisterous festivals, sometimes these were chargeable, for example, when the balalaika orchestra performed in the Park, guests were charged 10 kopecks per adult and 5 per child. In winter, a skating rink was opened on the alley. A children's Playground was located in the southwest corner of the garden.

Late XIXc. - early XXc. Pre-Revolution Period

1900

Since the end of the XIX century, the territory of the Park began to shrink. In 1885, a substantial part of the garden was set aside for the construction of a three-story theological Seminary. Then Beregovaya (now Dubrovinsky) street stretched through the Park, cutting it off from the river and creating the southern boundary we see today.

Finally, another solid piece of land near the city garden was designated by V. Polyakov, the owner of the cinema "Patraf". He built a major wooden building in the corner of the garden, at the intersection of Gostinskaya (Karl Marx street) street with Novobazarnaya square, where he began to show various films. During the Soviet era, the cinema was called "Luch" and started a tradition of filmography in the area.

XXc. - Soviet Era

1950

In 1934, the City garden was renamed the Gorky Park of culture and recreation. The gates were changed, monuments to Lenin and Stalin were built, and the first rides — Russian swings, carousels, and a parachute tower were created. Two years later, in 1936, the first children's railway in Russia was launched in Gorky Park. It had a unique, narrow track and was unique in the country.

Before the great Patriotic war, city pioneer camps were organised in the Park, and after 1941, conscription camps stretched out on the alleys.

In the post-war period, Central Park had a library, an auditorium, and a dance floor. A brass band performed at the green theatre. Partial replacement of tree structure was carried out, and in the second half of the 1950s, American maple was cultivated (as it later turned out, it turned out to be a woody "weed").

In 1972, the Park just expanded the alley with the planting of Silver Fir trees. Over time, fountains appeared in this space and in 1977, the legendary airplane cafe "Carlson" was built and opened. The old Il-18V was turned into a place where children dreamed of eating ice cream, imagining themselves on Board an aircraft — a wonderful place to be.



late XX - XXI cc.



1990

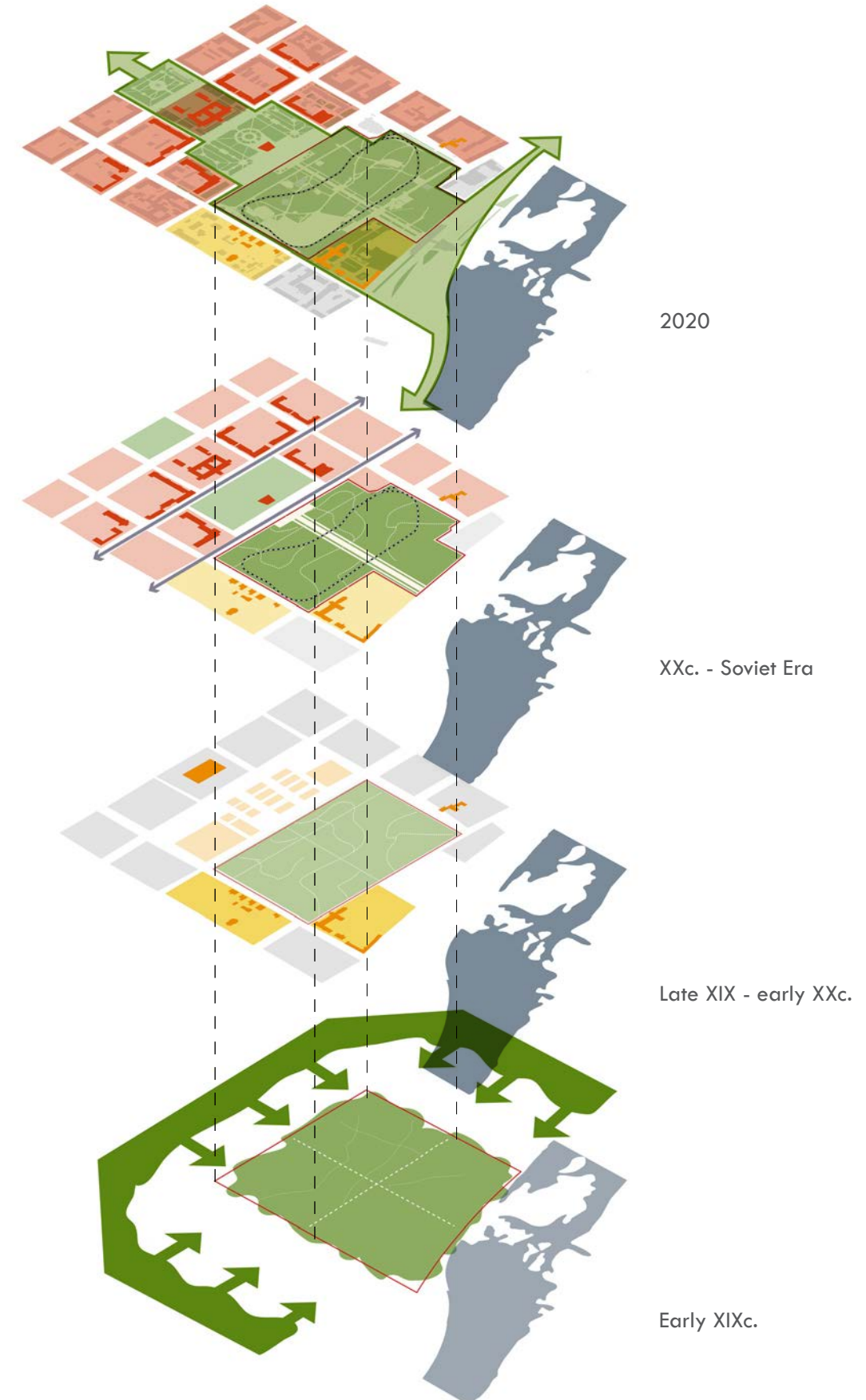
The 90s were a sad chapter for the Park. Cafe-plane “Carlson” was destroyed by vandals. There was confusion in the management of the Park, which was detrimental for the overall condition. Informal gatherings were often held here, and occasionally concerts were held. The territory slowly began to be dismantled for rent by small entrepreneurs and the opening of small cafes became common.

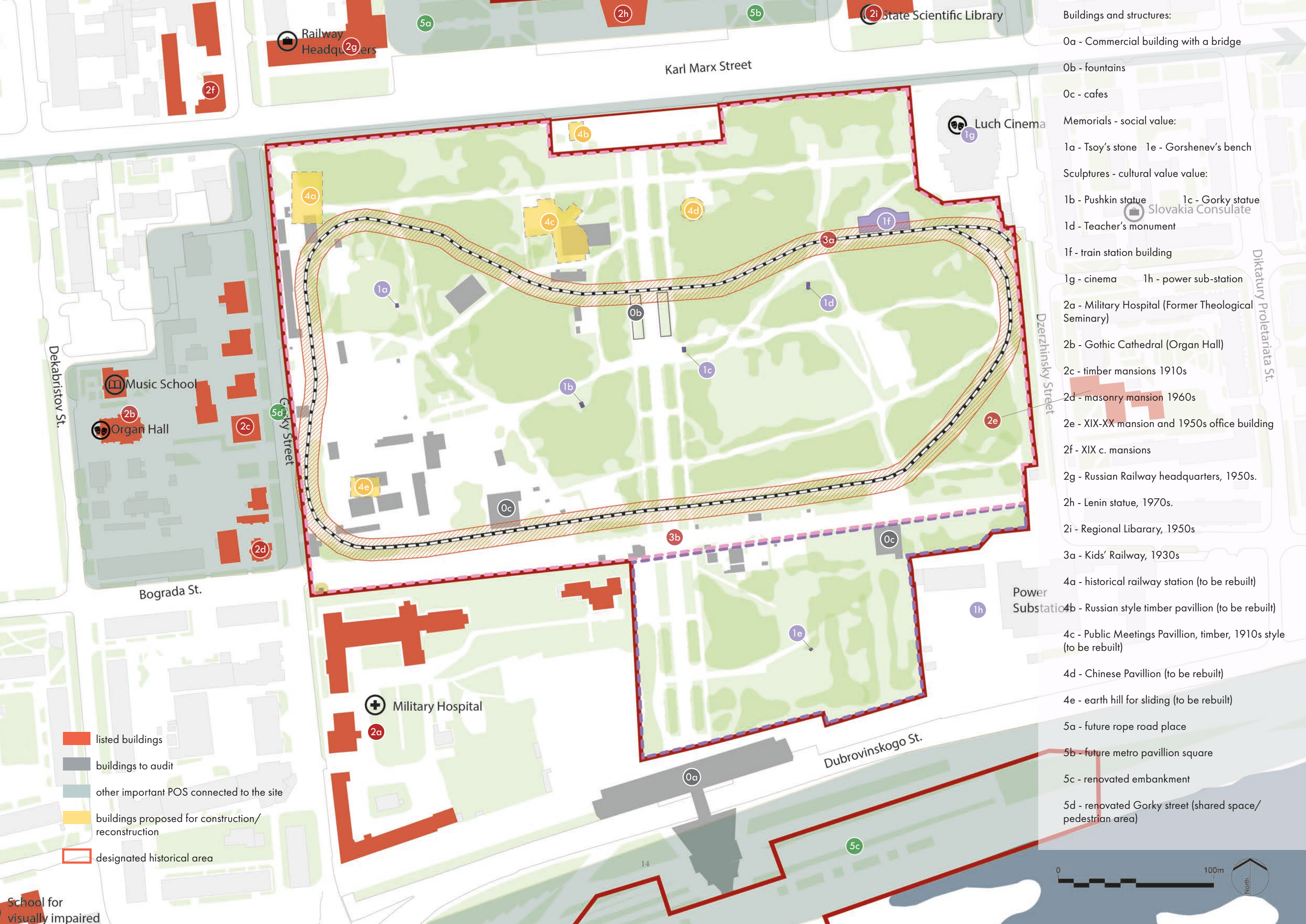
Central Park received its current name in 2002. At the same time, it was leased to a private enterprise for 25 years. In 2006, the Children’s road had a modern station building and new trains, later the railway track was looped, a new platform “Dream “ appeared.

2020

Now there are a lot of fairground rides in varying conditions, both extreme and calm, for example, a 30-meter Ferris wheel. There are monuments to Alexander Pushkin, Maxim Gorky, enlightenment workers, and even the Tsoi memorial alley.

There are constant disputes about the quality of the Park’s services, but one thing is clear — the favourite recreation and entertainment zone of Krasnoyarsk residents has long been in need of a connected masterplan and grand vision — updating sidewalks, putting green areas in order, installing modern playgrounds, replacing outdated dangerous rides and generally giving the park a modern future.





Historical and Cultural Context. Preconditions for the future changes

Central Park has a rich and long history. For almost four centuries important events took place in and around the park, subsequently a large number of buildings, sculptures, gazebos and other objects have been built which require attention. Some of them are of undisputed cultural, memorial and social value and deserve restoration but there are also some outdated objects that, on the contrary, should be removed to make room for new trends and positive changes. We have divided existing context objects into categories based on their degree of value.

Existing context

No value

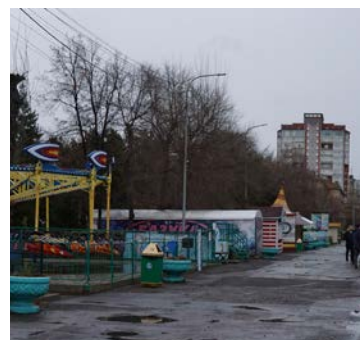
Social and/or cultural value

Historic, social and cultural value

0 Deprecated context



Some objects on the territory require dismantling. Commercial attractions are outdated. In addition, they have a short operational period during the year, and the rest of the time they are not used which creates a sense of abandonment including along one of the main alleys of the Park.



2 Historical buildings and areas



Around the territory of the Park there are a large number of architectural monuments: the building of the Seminary of the early 20th century, later the military hospital of the Kolchak army. The Church of the Transfiguration of the Lord (Organ hall), the first Catholic Church in the city of Krasnoyarsk and wooden manor houses, also built in the early 20th century, form a whole “historical quarter” creating a pedestrian street, currently under reconstruction. The project is set to open in 2021.

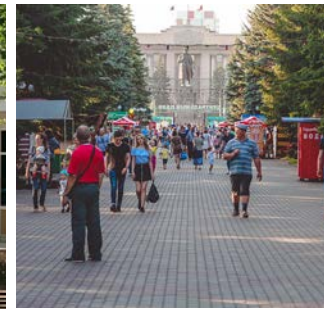
Having such a space nearby will directly affect the uses and users we wish to bring to the Park.

1 Buildings and sculptures



On the territory of the Park there are sculptures which have been haphazardly installed. Monument to Pushkin, Maxim Gorky, a monument to the enlightenment worker, memorial bench in honour of the leader of the group King and Jester and a memorial stone of Viktor Tsoi. All these items are valuable to the city's residents, so they should be left behind but collected and preserved.

3 Railway and historical axes

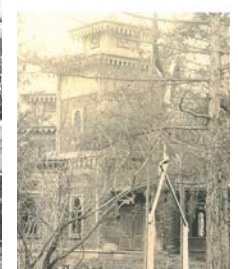


Children's railway – the first “small” rail in Russia, is a project of Russian Railways, where schoolchildren and students receive basic practical knowledge in the professions of conductor and train driver. The Krasnoyarsk children's railway is unique and is an important part of the Park and the cities heritage.

Two Central alleys that have historically appeared here connect to different parts of the city and set the street hierarchy which also needs to be taken into account in the proposed design.

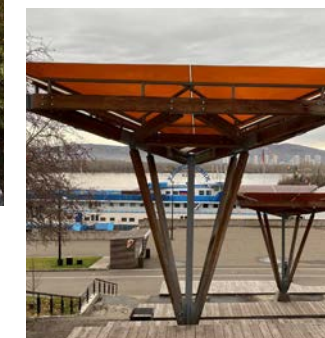
Recent and future assets

4 Historical objects proposed for reconstruction



Wooden buildings that reflect different historical eras, tazhke have more cultural and memorial significance for the residents of the city. At this moment, the objects require restoration and careful operation in the future, an integral part of our design.

5 Recently built or proposed buildings and POS



The Park has not only historical objects, but also relatively new benches and gazebos in good condition. It makes no practical sense to dismantle and replace them. We will preserve these elements.

CENTRAL PARK IN IGRA SVOYARSK

УЛ.КАРЛА МАРКСА

Historical and cultural features of the development of the territory of the cultural heritage site of regional significance (place of interest) “Site of memory associated with history and culture of the city” and established zones with the special land use

Key:

ZONES OF REGULATION OF DEVELOPMENT AND ECONOMIC ACTIVITIES OF CULTURAL HERITAGE OBJECTS (IN ACCORDANCE WITH THE LAW OF THE KRASNOYARSK TERRITORY OF DECEMBER 4, 2008, M 7-2555)



Zones of regulation of development and economic activity of cultural heritage objects (monuments of history and culture) of regional significance of the city of Krasnoyarsk, within which the maximum parameters of permitted construction and reconstruction are set up to 6-15 meters in height



Zones of regulation of development and economic activity of cultural heritage objects (historical and cultural monuments) of regional significance of the city of Krasnoyarsk, within which the maximum parameters of the permitted construction and reconstruction are set 16 - 27 meters and more than 27 meters in height

ZONES OF REGULATION OF DEVELOPMENT AND ECONOMIC ACTIVITIES OF CULTURAL HERITAGE OBJECTS (IN ACCORDANCE WITH THE DECREE OF THE GOVERNMENT OF THE KRASNOYARSK TERRITORY OF JULY 15, 2014 NO. 295-P)



Regulatory zones for development and economic activity, within which the maximum parameters of permitted construction and reconstruction are set up to 6 meters in height



Regulatory zones for development and economic activity, within which the maximum parameters of permitted construction and reconstruction are set up to 15 meters in height



Regulatory zones for the development and economic activities, within which the maximum parameters of the permitted construction and reconstruction are set up to 27 meters in height

ZONES OF REGULATION OF DEVELOPMENT AND ECONOMIC ACTIVITIES OF CULTURAL HERITAGE OBJECTS (IN ACCORDANCE WITH THE DECREE OF THE GOVERNMENT OF THE KRASNOYARSK TERRITORY OF MAY 13, 2014 M 196-P)



Regulatory zones for development and economic activity, within which the maximum parameters of permitted construction and reconstruction are set up to 12 meters in height



Regulatory zones for development and economic activity, within which the maximum parameters of permitted construction and reconstruction are set up to 10 meters in height



Regulatory zones for development and economic activities



Protected natural landscape zones

ZONES OF REGULATION OF DEVELOPMENT AND ECONOMIC ACTIVITIES OF CULTURAL HERITAGE OBJECTS (IN ACCORDANCE WITH THE DECREE OF THE GOVERNMENT OF THE KRASNOYARSK REGION DATED JUNE 6, 2014 NO. 225-P)



Zones of regulation of development and economic activity, within which the limiting parameters of permitted construction and reconstruction are set up to 10 meters in height



Zones of regulation of development and economic activity, within which are established limiting parameters of permitted construction and reconstruction up to 25 meters in height

SITE BOUNDARIES



Urban district



Settlements



Administrative regions

CULTURAL HERITAGE SITES



Cultural heritage sites



Archaeological sites

CULTURAL HERITAGE PROTECTION ZONES



Protected zone of the cultural heritage site



Federal cultural heritage site



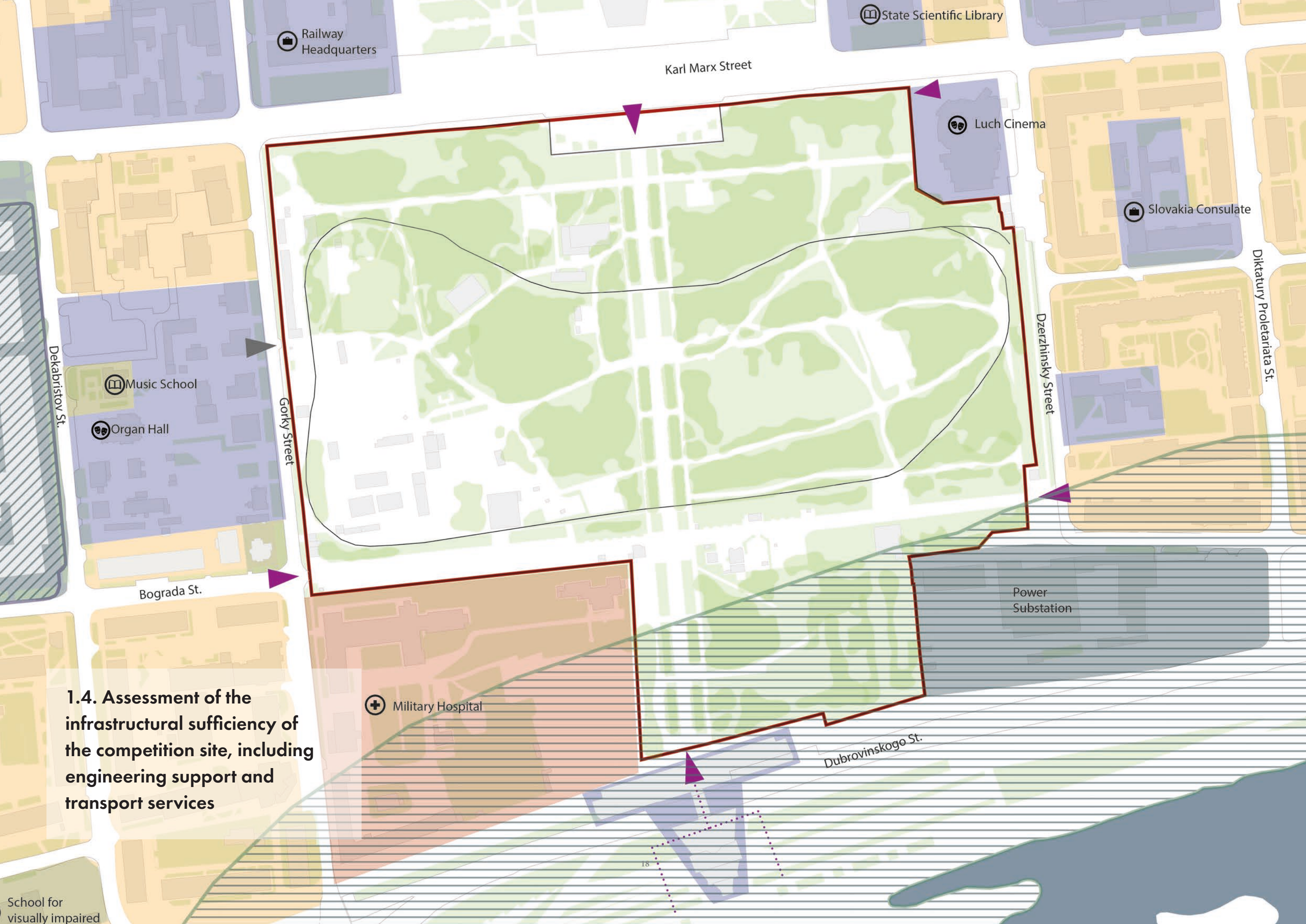
Regional cultural heritage site



Local cultural heritage site



Identified object of cultural heritage



1.4. Assessment of the infrastructural sufficiency of the competition site, including engineering support and transport services

Adjacent land use

Park is surrounded by a diverse variety of uses from residential to civic buildings, including the Historical Quarter with recently redeveloped pedestrian Gorky Street, Cinema Luch, military Hospital and power station facility.

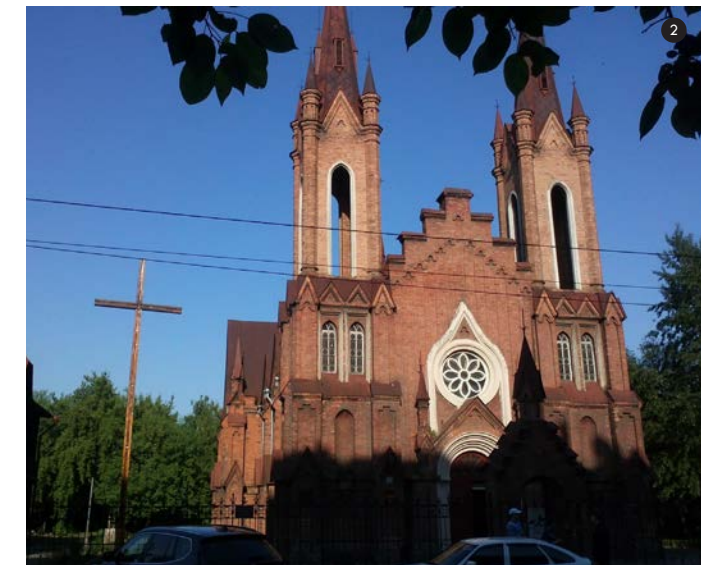
Further north following the central alley axis across Karl Marx street city Hall building and Revolution square are located. Diverse context creates an opportunity for the future park to become the heart of the mixed-use historical city centre neighbourhood where every resident of Krasnoyarsk will be welcomed.

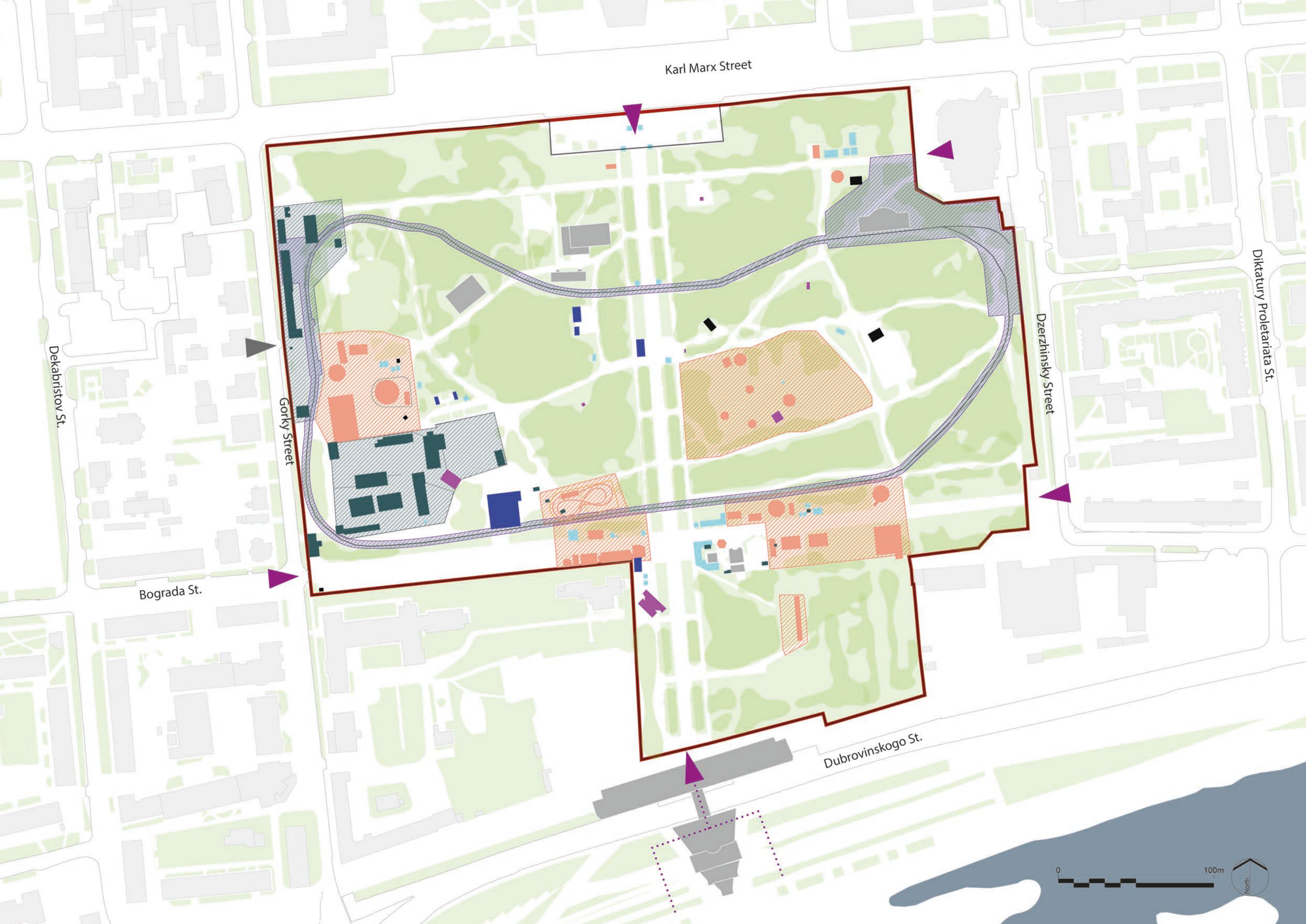
Adjacent immediate neighbours create challenging edge conditions with fences following privacy boundaries between park and hospital, power station and cinema.

One of the challenges of the surrounding context is the outdated building on the southern edge of the site, connecting the park to Yenisey riverfront.

- residential areas
- office and administrative buildings
- schools and kindergartens
- healthcare
- colleges and higher education
- industrial and utility areas
- industrial protection area
- natural assets protection area

1. Building on the southern edge of the site - connection to Yenisey riverfront
2. Transfiguration Church
3. Adjacent residential fabric
4. Military hospital building
5. Luch Cinema
6. Energy/power station facility





Karl Marx Street

Diktaturny Proletariata St.

Dzerzhinsky Street

Dubrovinskogo St.

Bograda St.

Dekabristov St.

Gorky Street

0 100m



Existing park land use

Current land uses of the park represent the interest of 2 main groups of users who visit the park on a daily basis: elderly people and children. Majority of the active uses of the park is covered by kids amusement park which help to generate revenue for the company managing the park.

One of the most important residents of the park is the kids railway, occupying land following the rail track and Yubileynaya station building. According to city authorities there's a plan to rebuild the central railway station facing Gorky street. Kids railroad is one of the city legends that lives with residents since the beginning of the 20th century when it was built by local enthusiasts and since then every generation of residents of the city going through this life changing educational experience joining Russian railways after graduation. This is the oldest kids railroad in Russia and locals are very proud of it.

Park has a rich event schedule and programme of activities dotted throughout the year introducing a vast range of activities for different target audiences. However the physical structure of the park is not well presented and lack of character makes it undersell it's potential and exciting rich historical background.

- park main entrance
- park service access
- amusement objects
- service areas
- kids railway areas

- 1. Kids' railroad
- 2. Carousel
- 3. Ferris Wheel
- 4. Scene
- 5. Monument to a Teacher





Karl Marx Street

Dekabristov St.

Bograda St.

Gorky Street

Dubrovinskogo St.

Dzerzhinsky Street

Diktaturny Proletariata St.

0 100m

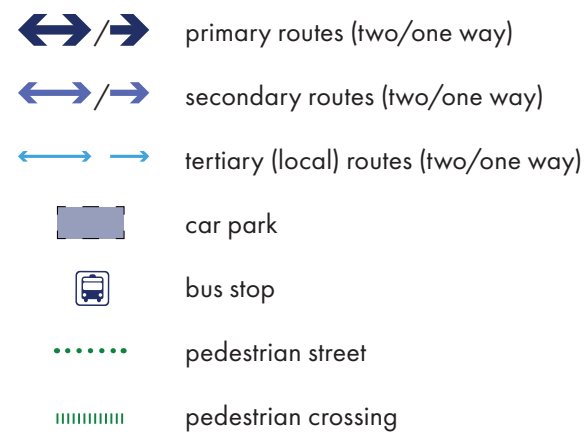
North

Existing Transport scheme

Krasnoyarsk in it's current condition is very car dominated city so as many other Russian cities. That's why majority of the surrounding roads are covered by on street parking.

Successful examples of Moscow and other European cities are proving that in order to achieve higher economic impact, transition needs to be made from car dominated to pedestrian oriented city. Public spaces regeneration programmes are awaiting central krasnoyarsk streets including those ones, overlooking central park. This transition means that in order to achieve higher quality pedestrian environment, priority needs to return to pedestrians and introduce potentially paid parking bays in the city centre to improve quality of urban fabric and make city safe and healthy.

Krasnoyarsk had already started this journey with Gorky street redevelopment project which became transformation catalyst bringing higher quality public spaces with vibrant spill-out spaces overlooking Historical quarter.



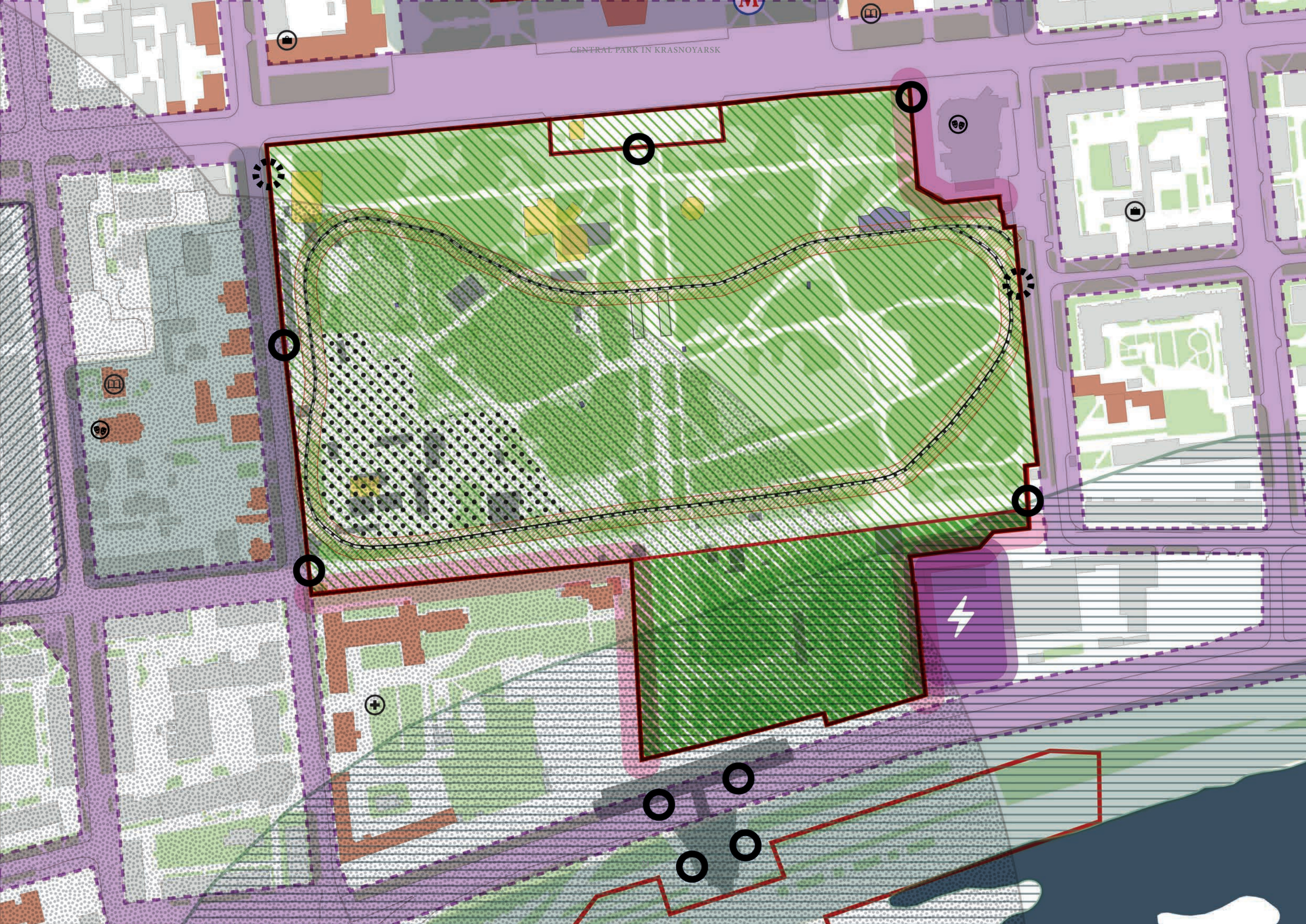
1. Karl Marx street, pedestrian crossing and adjacent parking on Revolution square

2, 3. Dzerzhinsky street with on street parking bays

4. Dubrovinsky street view and bridge connecting park to Yenisey riverfront

5. Recently redeveloped pedestrian Gorky street with spill out spaces of Historical quarter








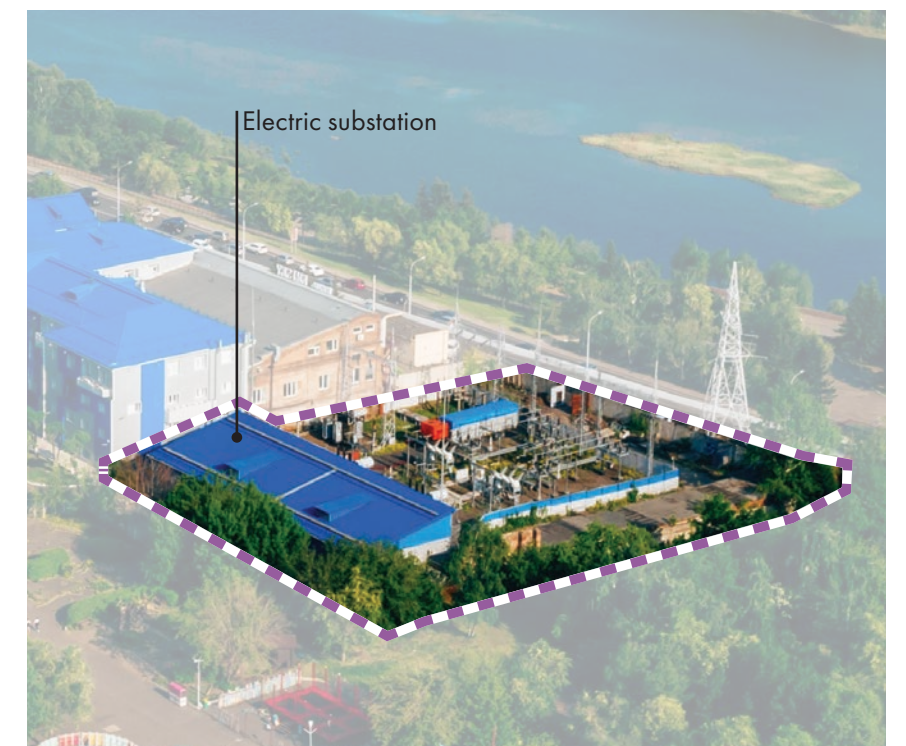


CENTRAL PARK IN KRASNOYARSK

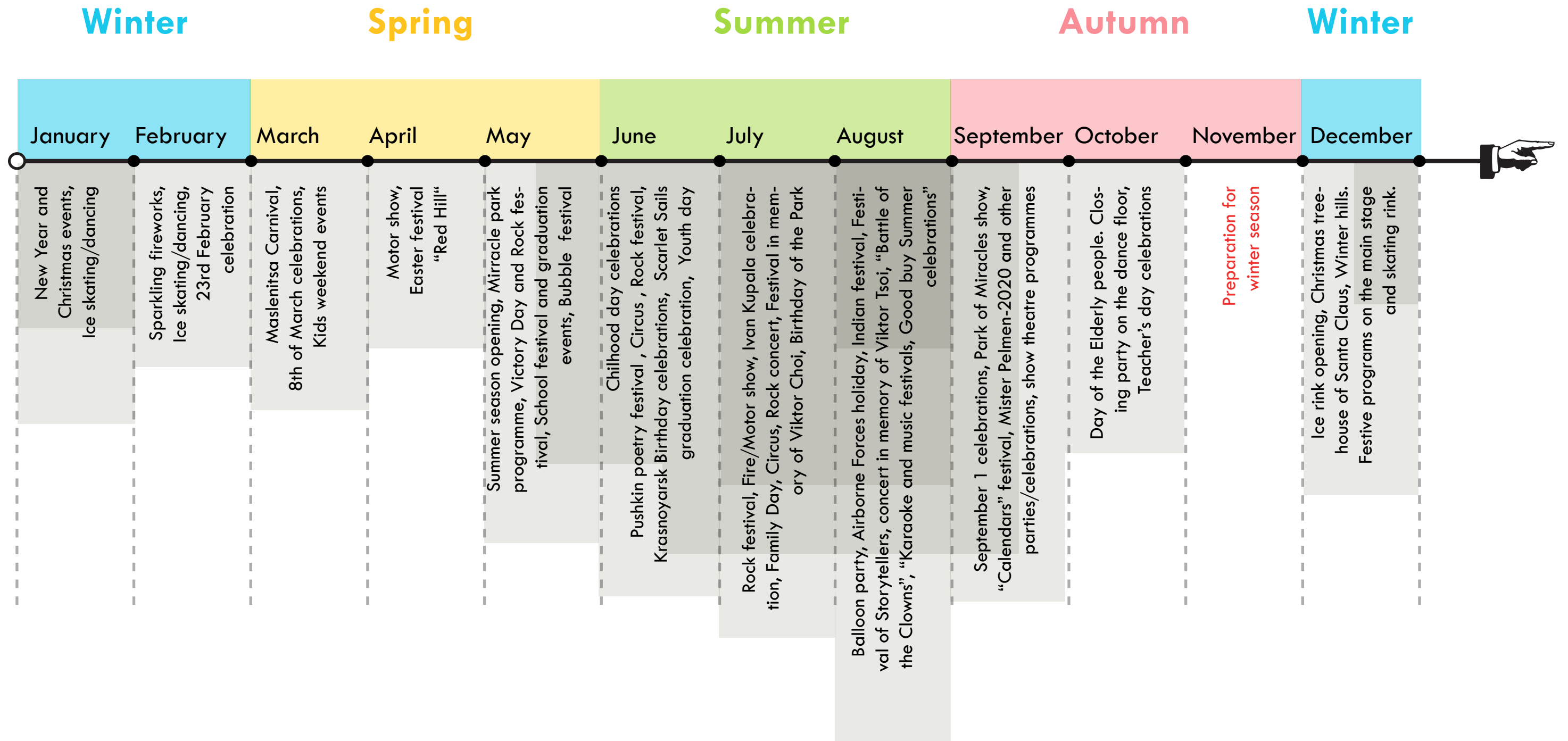
Comprehensive scheme of the preconditions for development of the competition site with the indication of the use-restricted zones, including regime zones within the territory of the culture heritage site of regional significance “Site of Memory Associated with History and Culture of the City” with the representation of the historic development facilities

- Key:
-  Protected historical buildings
 -  Other buildings and structures on the site
 -  The adjacent public spaces of high cultural and social significance
 -  Historic buildings proposed for reconstruction
 -  Memorable places
 -  Existing entrances to the park
 -  Potential additional access points
 -  Challenging edge conditions of the park
 -  Location of the future metro station
 -  Kids railway
 -  Technical/storage facility area - opportunity for more efficient use of the territory
 -  Industrial sanitary protection zone
 -  Nature assets protection areas

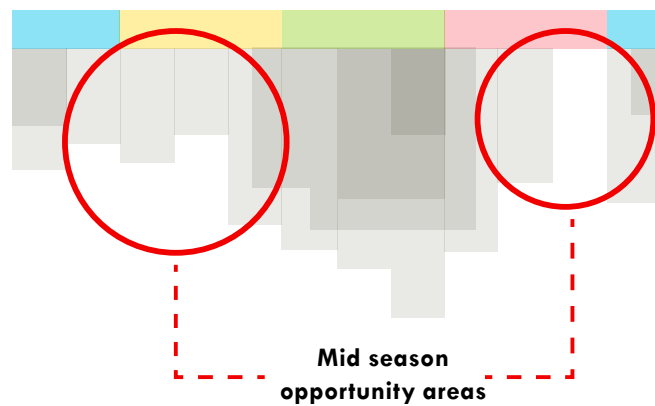
-  Existing engineering communications corridors are following road corridors between plot red lines
-  Electric substation
-  Sanitary protection zone of the industrial facilities (100-500m)
-  «Historical» area of the Park
-  «Buffer» zone of the Park



1.5. Current activities and events schedule

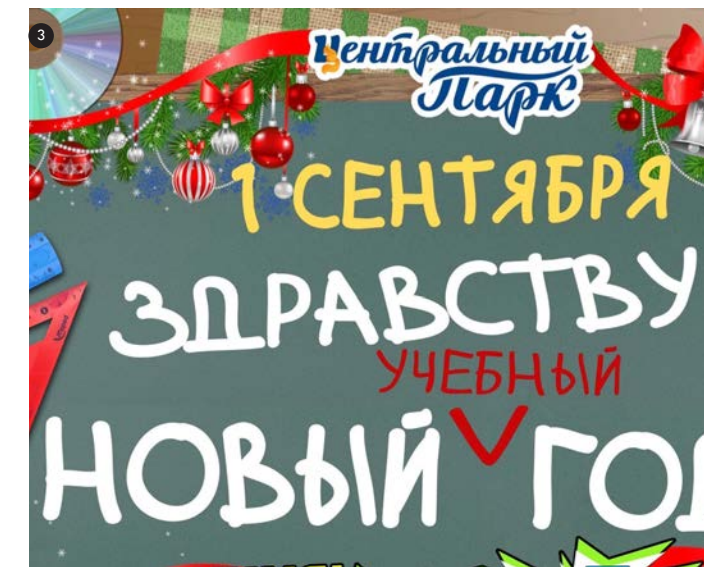


This is a park of opportunity, a place that has been gently shaped by its people and city for many years. The heritage and culture in particular are something to take great pride in, indeed the future use of the park must pay homage to this and bring back what has been lost. Furthermore the park has an opportunity to be a good neighbour, by providing a variety of spaces we can create places for young and old, during day and night through summer and winter.



Key:

- 1, 2, 3. Examples of local events advertising posters
- 4. One of the events in Central Park
- 5. Rock concert on the main stage on central alley
- 6. One of the main groups of users of the Park and everyday visitors of the Park



2.0

Key idea of development of Gorky Central Park,

including proposals on providing integration with the adjoining territories

and approaches to urban land improvement

2.1 Key idea of development of Gorky Central Park

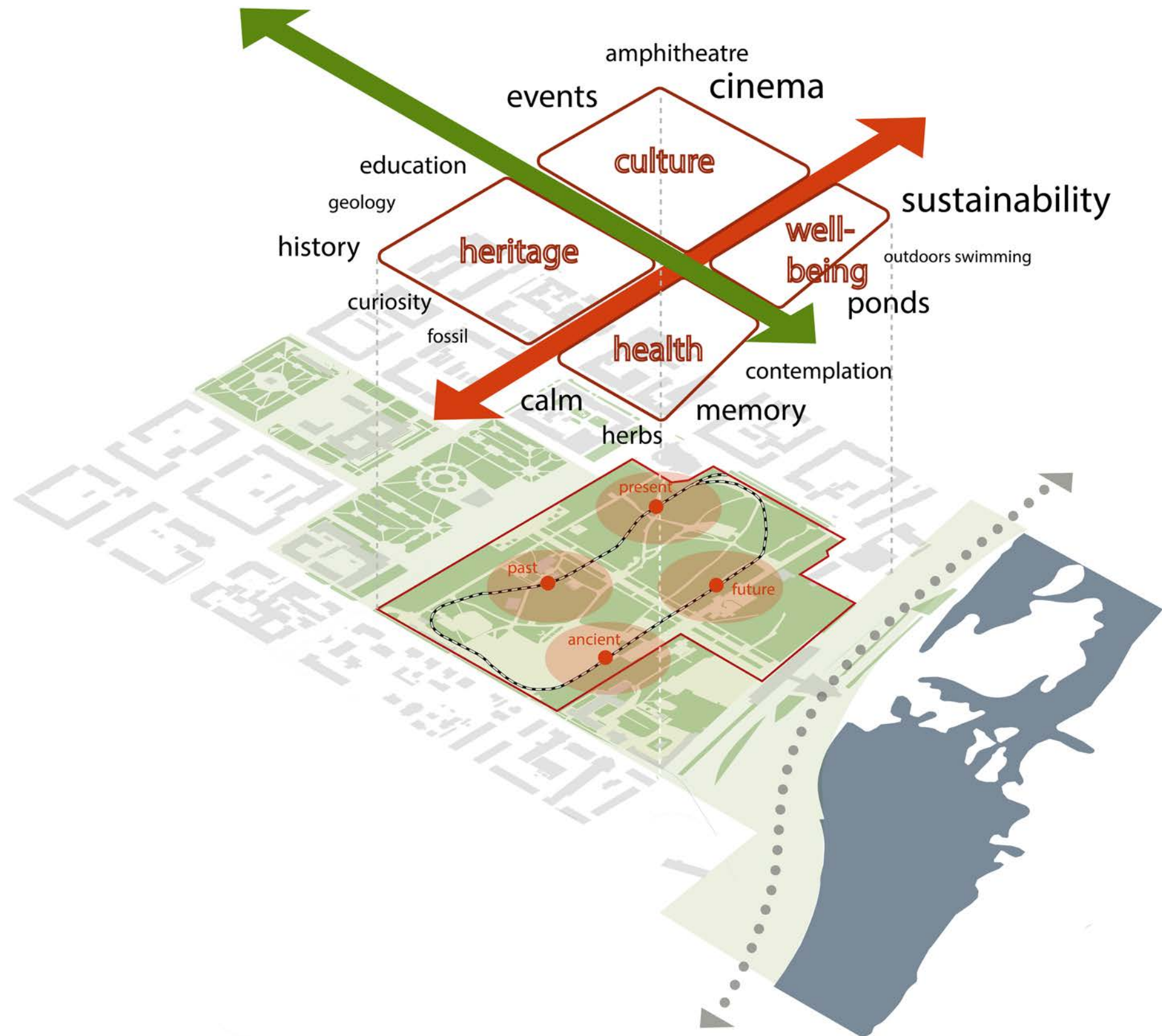
Our concept puts at its heart a desire to provide what is so often missing, the everyday enjoyment, mystery, and intrigue that a Park of this importance can give. It will be a catalyst to wider regeneration providing activities, sports facilities and recreation for people of all ages to enjoy from the youngest child to the oldest grandparent, Gorky Central Park will be for everyone and will be a reason to stay.

Our big idea is actually to create four ideas, the park is already dissected by a strong north south and east west link, we propose to strengthen these routes as a framework within which to build a diverse and deliverable park.

Each of the four areas will relate to a key theme – Heritage, Culture, Health and Wellbeing. Within these areas the activities and landscape design will contribute to feelings of calmness, happiness, excitement and intrigue.

The four areas will be held together by one of the oldest features of the park – the railway line, this railway will be improved to become a journey for train, by foot and by bicycle, it will be opened up to showcase views and deliver people to different areas whilst becoming a spine for exercise and activity in both summer and winter.

The park will also be a showcase for Rusal and the work they are doing in production and construction, we propose to utilise recycled materials in a beautiful way to clad structures and provide new contemporary sculptures in the park made by the very people who work for Rusal.



2.2. Scenario of the use of the space of the Central Park



Schematic zoning of the territory of the park

Proposed Park design is going to be reflecting its historical context bringing to the surface different layers of the past, creating strong visionary and ambitious image for the future of Krasnoyarsk at the same time.

At the moment Park territory is fenced and closed between 11pm and 11am. This schedule highlights opportunity for park area to work harder welcoming visitors in the early morning hours. Removing fences around the park perimeter will help to achieve seamless integration of the park area into surrounding urban fabric. Planting and landscape will become natural connectivity barrier naturally and intuitively introducing navigation and new and existing access points to the park. This will also help to achieve better visual connectivity and therefore safety for park visitors within its perimeter.

Bringing life 24/7 and introducing anchor points with some of the nonexisting activities in the park, combined with above measures will help to change activity distribution pattern in historical city centre of Krasnoyarsk bringing life, excitement and joy of daily usage to the park what should help to raise the quality of living for Krasnoyarsk residents and present city as forward looking, bold and ambitious megalopolis proud of its legacy like its residents.

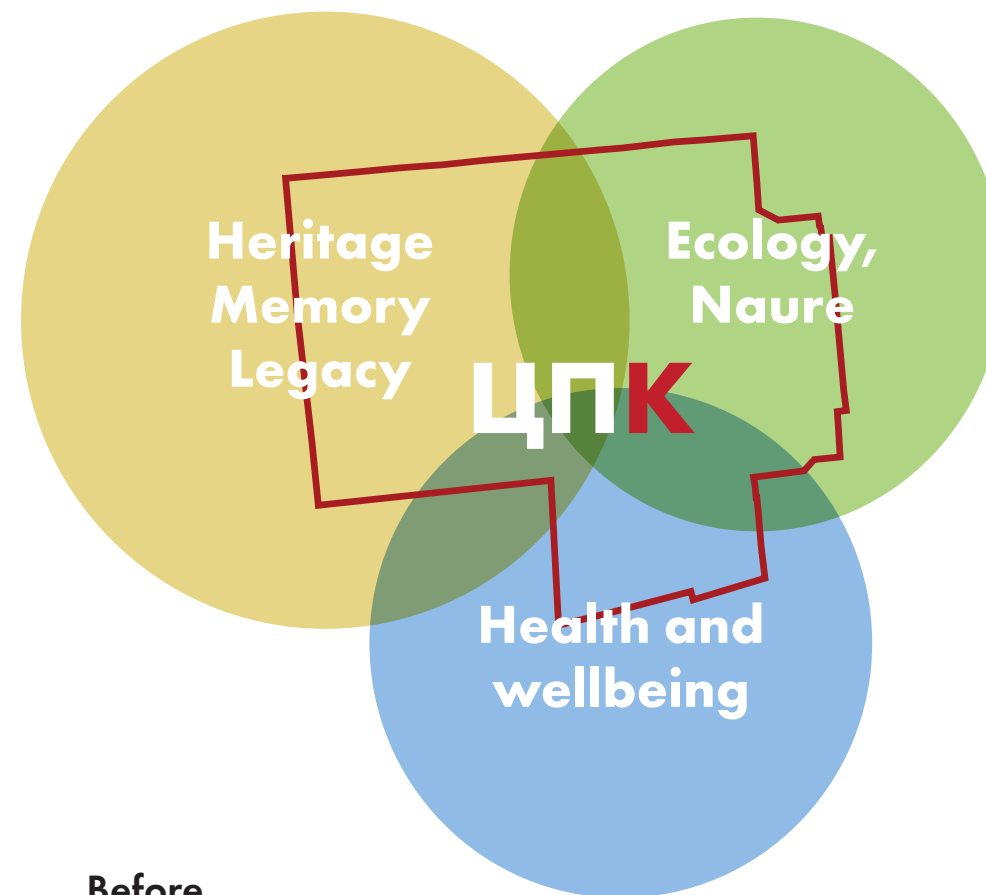


-  primary routes (two/one way)
-  secondary routes (two/one way)
-  car park
-  bus stop
-  pedestrian street
-  removed car park

Proposals on integration of the Park with the embankment of the Yenisei River and adjoining territories

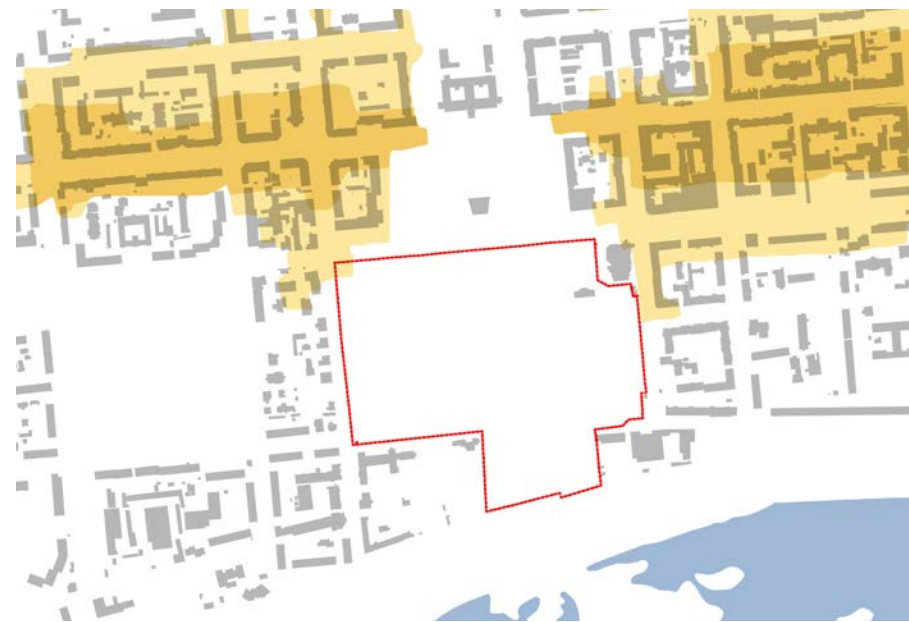


3 project objectives identified by local experts:



Before

Existing activities distribution heatmap (according to google earth) exclude revolution square and Central park from daily city activity use which considered to be missed opportunity.



Park legacy: IXX - XX - XXI



After

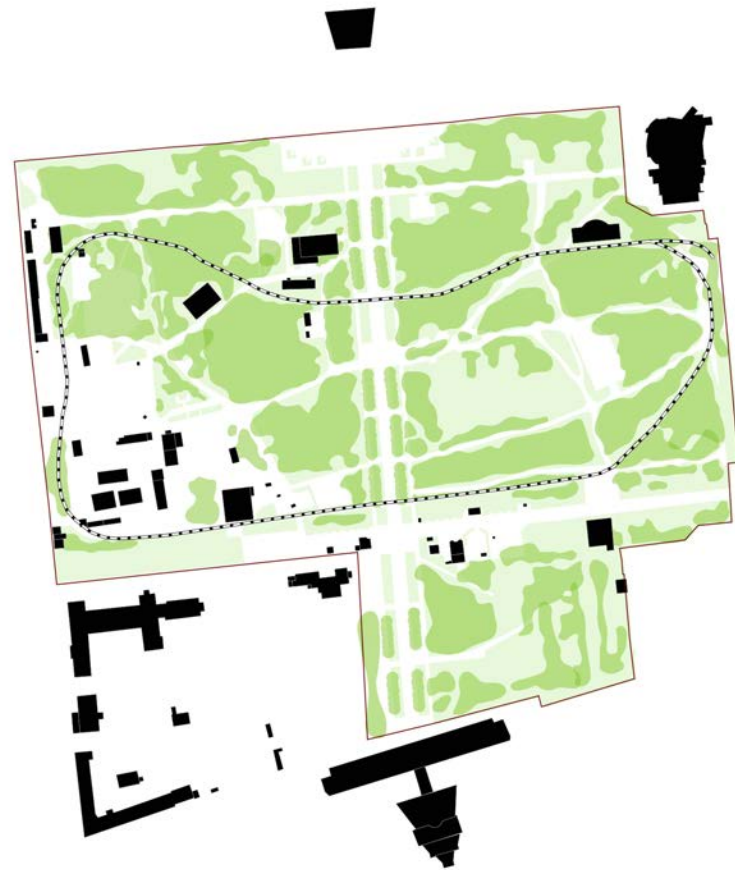
Expected effect from combined Central Park and Historical quarter transformation: Activities pattern crawling down bringing life and excitement on daily basis to the park. Direct barrier free connection to Yenisey Embankment.



2.3. Measures ensuring stage-by-stage implementation of the concept of development of the competition site

Redevelopment Steps

#0 Starting point



#1 Appreciate the goodness that already exists

We will audit, save, and preserve the infrastructure, buildings and green space which is of high value.



- Retained structures
- Low value structures
- Existing trees and shrubs

#2 Putting in the groundwork

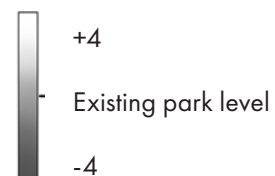
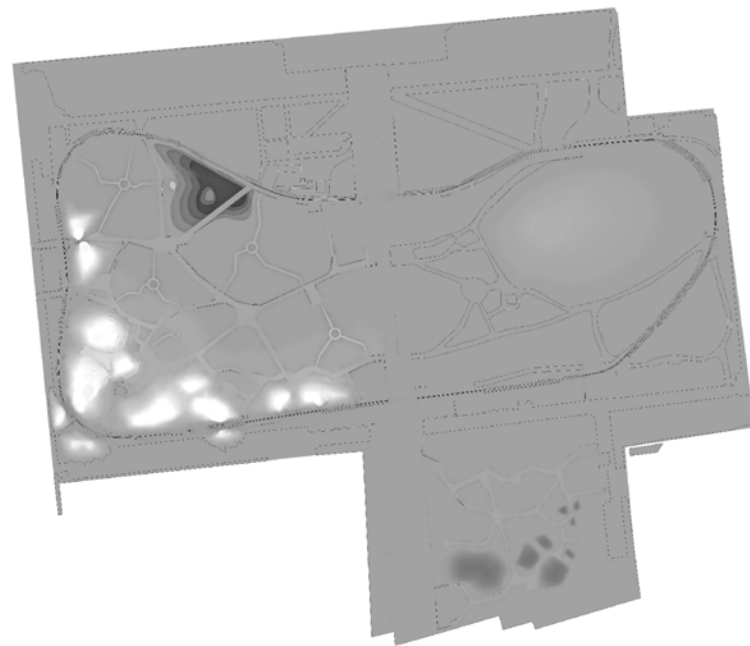
We will put in the framework for new spaces whilst preserving elements of the Taiga which will be repositioned throughout the city, this is the ripple effect in action. We will also remove the infrastructure which is not needed.



- New places for replanted trees
- Trees to be cut or replanted elsewhere
- Existing trees and shrubs

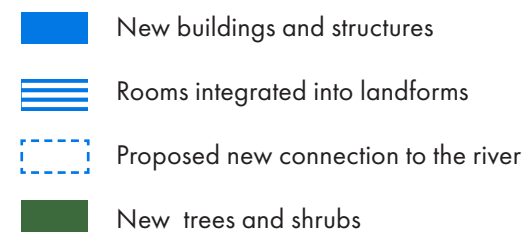
#3 Building up and digging down

We believe the experience of a space changes depending on your perspective – raised areas will afford views over the city replicating the Stolby landscape while the excavating will create a new child and teenager area which is protected from adverse weather.



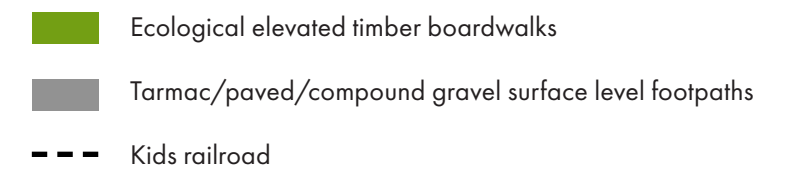
#4 The best time to plant...

...was twenty years ago. The next best time is now, we will build a new green infrastructure for the benefit of future generations.



#5 Hierarchy that breeds equality

we celebrate the fast lane and the slow lane giving people direct routes for a quick experience and a longer meandering route for those with time on their hands.



3.0

Concept of the landscape-architectural and functional and layout arrangement of the territory



3 new venues for events:
- Big lawn for city scale events
- Outdoor Cinema
- Media centre



2 new iconic playgrounds: active games and sport areas for kids and teenagers: "Stolby" and "Bear den"



1,2 KM activity loop following existing rail track



2,500m² new water-sports centre with open swimming and restaurant



New Landmark observation tower with slide



100m long landmark bridge connecting park to Yenisei riverfront



80 new jobs in the Park



300000 users of commercial objects in the park per year

3.1 The functional and layout arrangement of the territory

We see the park design as a pebble in a lake, it will ripple outwards into the city greening streets, improving air quality, play space and biodiversity reinforcing that this is a city its people can be proud of. The park is a journey, a space for young and old, rich and poor – our masterplan provides something for everyone.

KEY:

- 1 "Yubileynaya" station
- 2 Open air cinema
- 3 Meadow
- 4 Sculpture Park
- 5 Central arrival gateway
- 6 "Krasny Yar" platform
- 7 Siberian "Burg"
- 8 Playground "Bear den"
- 9 Children's railway station
- 10 Taiga "pods"
- 11 Dream" platform
- 12 Kids playarea "Stolby"
- 12' Storage and technical facilities covered with landform
- 13 Market street
- 14 Landmark "Gorka"
- 15 "Future" platform
- 16 Media centre
- 17 Memory alley
- 18 Ecological educational zone
- 19 Spa centre "Steaming Yenisei" 400th anniversary bridge
- 20 400th anniversary bridge



1 The Station Cinema



2 Adventurous Heritage



3 The Stolby



4 The Market Memory Lane



6 The Prospect



5 The Yenisey Water Gardens



3.2. Offers on infrastructural filling of allocated zones

Character Areas

Throughout the design process we have made sure there are offers for all people regardless of age or gender. The following pages summarise our approach to the key character areas which make up Gorky Central Park, for us the provide excitement, places to play, places to discover and simply a place to rest.



- 1- The Station Cinema
- 2 - Adventurous Heritage
- 3 - Stolby
- 4 - The Market Memory Lane
- 5 - The Yenisey Water Gardens
- 6 - The Prospect



1 Character Area: The Station Cinema

This area puts the existing station as a beacon in the park but also adds a new extension to the existing cinema to create an active open edge to the park which can be open air in the summer, the station looks over a large open grassed area which can be activated by markets, fun fairs and pop-up events. It will be the space to view fireworks festivals and a home for the performing arts. This area will also host the Rusal museum, a space for sculpture and to showcase the work of Rusal and the wider environment. This area is all about culture, a place to visit and take away happy feelings. Although one of the simplest areas in the plan it is the area that allows the most flexibility – something which is missing at present.









2 Character Area: Adventurous Heritage

We propose to re-build some of the lost structures from years gone by, these buildings will provide a new station structure to gather around and also provide an amenity area for people who have just entered the park. Next to this area is the sunken adventure playground. We love the idea that the landscape of the wider region encourages active sports like cross country skiing, climbing, hiking and running and want to bring some of this to the park. The sunken play area will be protected from the weather and also contain noise of happy children, so the rest of the park is not interrupted. This play space will be full of colour, amazing sculptural play equipment and a dedicated urban sports area for skateboarding and free running. The western side of the park will also be interspersed with elevated boardwalk trails keeping feet off the ground and protecting the landscape below, these boardwalks have pockets of gathering spaces, outdoor firepits and protected bbq areas for people to use freely.





Siberian Burg - Storytelling Overlays

Using the facades of the recreated historic buildings in the Siberian Burg as a canvas, we see an opportunity to create charming storytelling moments as an additional draw to experience the park after dark. The experience would utilise digital projection and would be available in the evening in the summer months, while in late autumn and winter it could extend into the afternoon, when daylight light levels are low enough to achieve a projection image on the facades.

A mixture of projection, audio, and lighting effects work together to create a delightful attraction for all ages. The projections could play out in a pre-determined sequence or be triggered by the proximity of passers-by. For a fully immersive experience, the interiors of the structures could also be animated with audio content of local stories, folklore or fairytales, which could be further enhanced with projections using interior walls of the buildings as canvas.

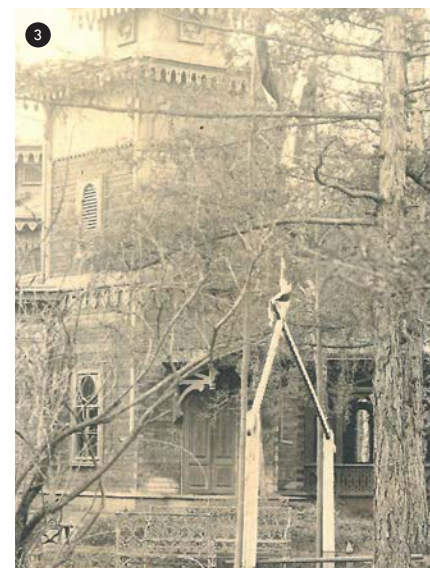
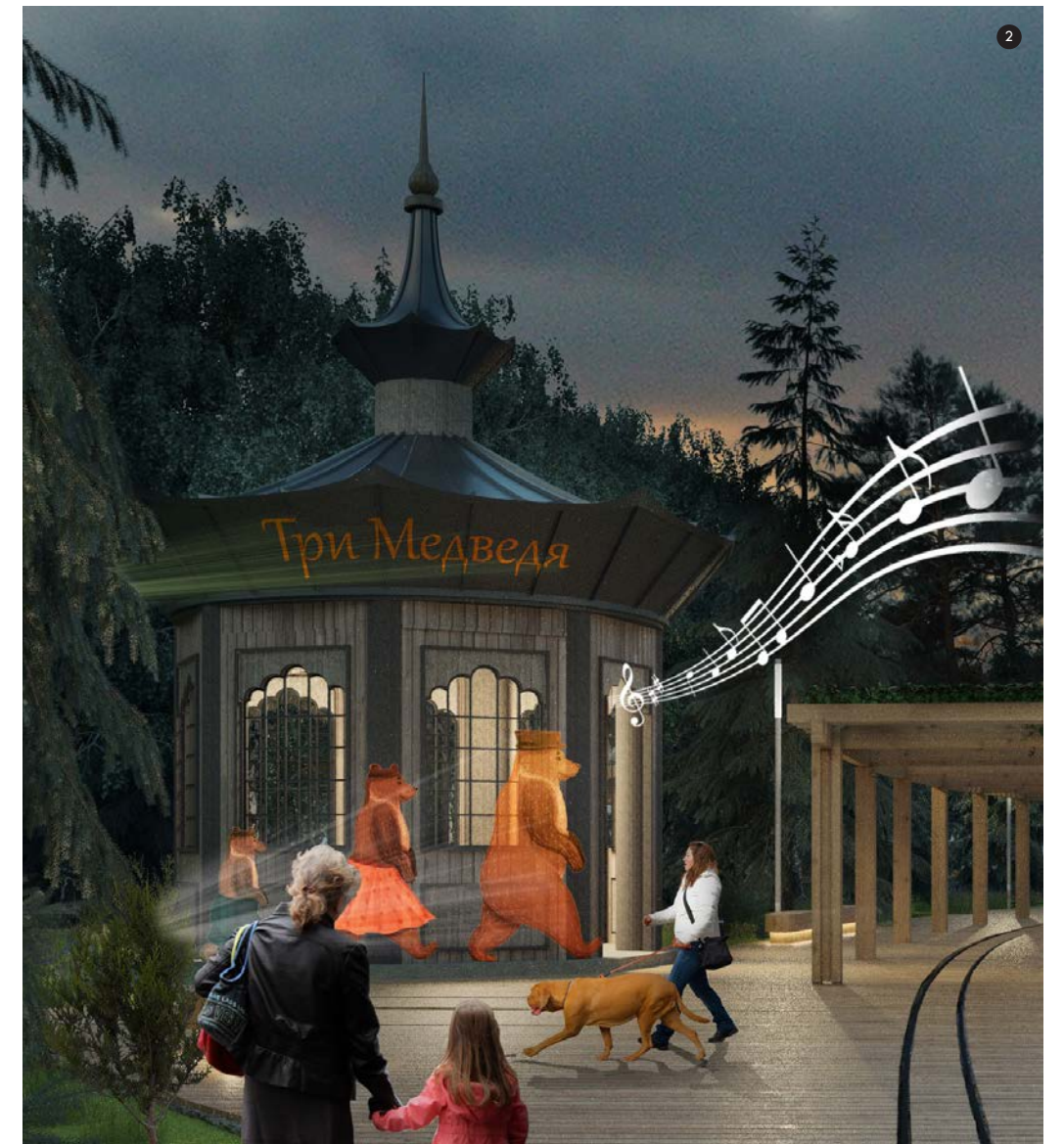
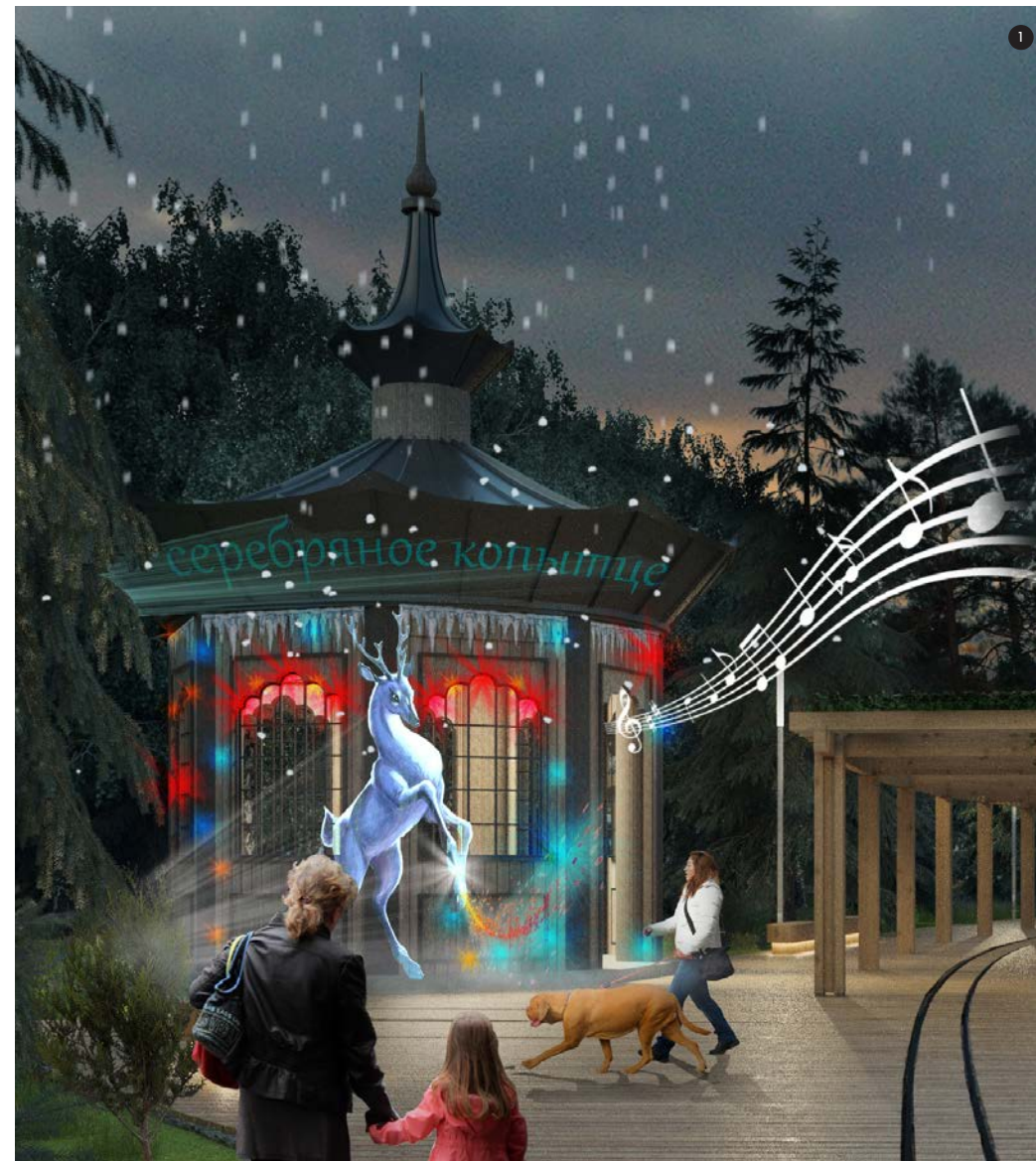
To guarantee a year round appeal for the park, seasonal content could be introduced. Here we provide a visualisation of possible winter and summer projection variations on the facades of the Chinese Pavilion using well-known Russian fairytales as examples.

1. We depicted the well-known story of the 'Silver Hoof' to create a magical winter-themed walk in the run up to New Year. The story is about a deer that produces gem stones as he stomps with his silver hoof. Inside the pavilion, audio could play out the fairytale alongside the charming projections on the interior walls.

2. In the summer months, we are showing here the story of the 'Three Bears' as an example.

Special celebrations could be marked with dedicated projections, like animations of Ded Moroz and Snegurochka greeting visitors to the park around New Year.

3. In addition to the storytelling ideas above, projections could also be used to overlay the original colour schemes and decorative features on the facades of the historic buildings in the evening hours for a charming and historically meaningful experience for the visitors. This could be particularly useful in the 'shoulder periods' where the seasonal storytelling may be less relevant.

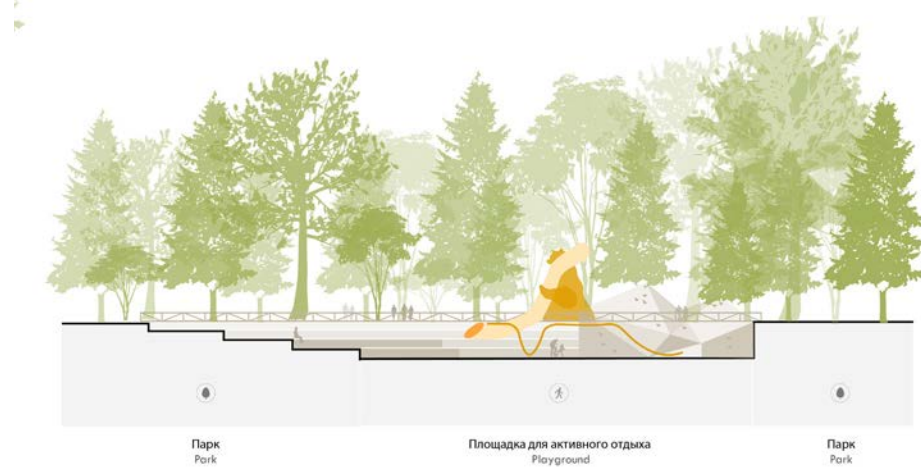




Playground before



Playground after





3 Character Area: Stolby

The landscape of the region provides inspiration to the city park, we understand Rusal's close connection with the earth and as such we propose to create the Stolby hills which are a reminder of the geological history and yet provide play opportunities for the youth of Krasnoyarsk. The Stolby is a place of surprise, a place to be elevated and view across the landscape. This corner of the park will be no different, it is a space to explore and to be adventurous within.





4 Character Area: The Market Memory Lane

The east west route in the park is a key people mover through the city already, we want to make this area work even harder. Starting in the west we have created an activity corridor, a collection of structures centralising park management and maintenance, pop-up facilities, café and retail amenities, this space is intimate and cosy. Moving to the intersection of the primary north south route we have proposed a tall walkable structure which becomes a beacon in the park, it is an element of fun which showcases the materials and engineering skills of Rusal topped with a large slide to bring people back to earth the fun way. The key focus of this structure is to provide a wayfinding point to anyone entering the park. The east side of the walk is dedicated to the memory of those we love, it is a quiet space for contemplation, a space for memorials to those we have lost and a space we can stop and rest surrounded by nature, birdsong and beauty.



The Media Centre

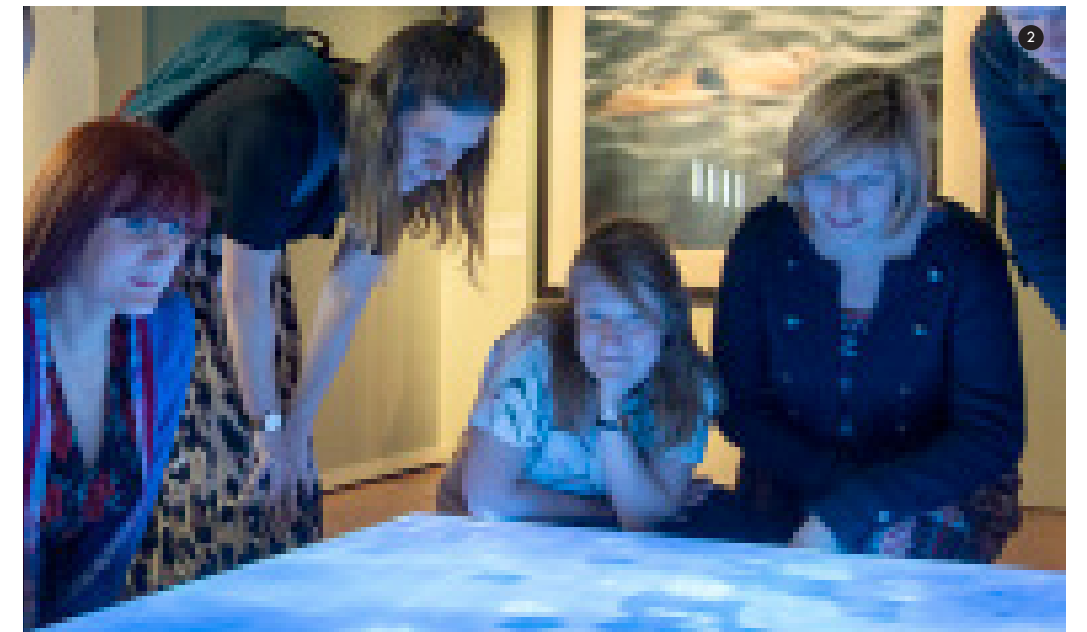
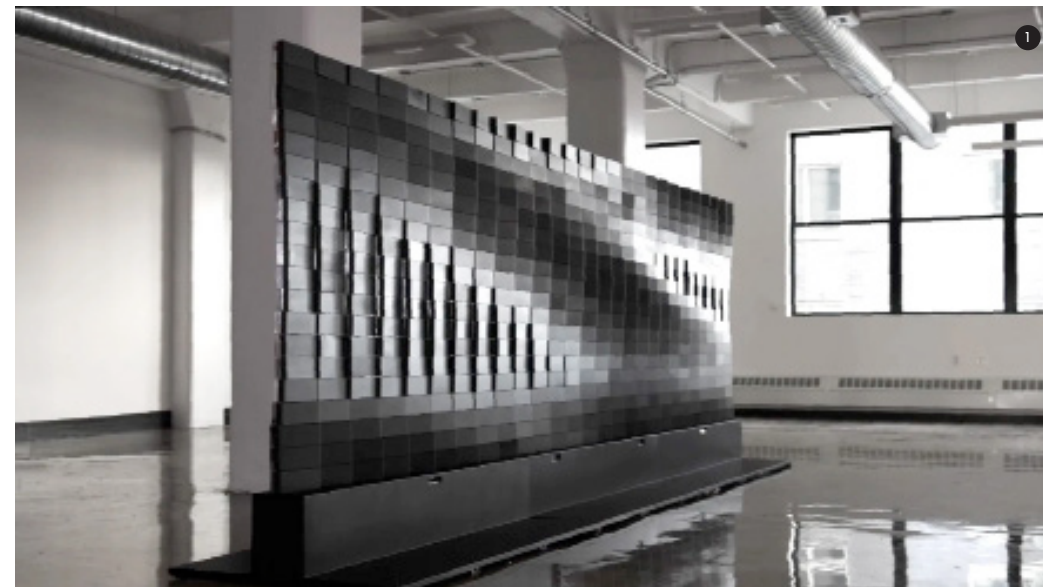


Rusal is one of the world's leading producers of metal, with a low carbon footprint and high contribution to environmental conservation.

Within the proposal is a purpose built experiential indoor exhibition space exploring various facets of Rusal. This could include metal based art, design, architecture, exhibits exploring Rusal's environmental contributions and innovation. The museum will be designed with sophisticated and flexible system making content upgrades straightforward in the future.

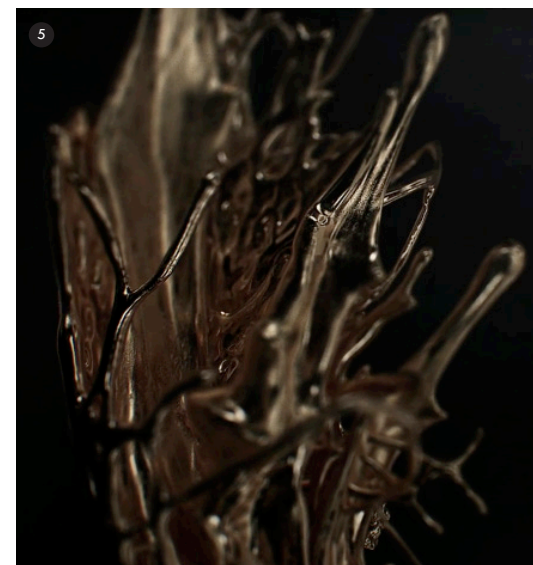
Ideas for the internal content of the museum include:

1. Interactive kinetic art installations that emphasise the beauty of aluminium.
2. Immersive multimedia presentation talking about Rusal's work, how they produce aluminium, and their contribution to the Climate Partnership of Russia.
3. A VR experience immersing guests into the production of aluminium.
4. Sculpture and form vs function: Inspirational pieces of everyday design that celebrate and pay tribute to Rusal.
5. Motion art using Aluminium: Video installations showing beautiful and mesmerising liquid metal flowing in artistic ways, as a celebration of Rusal's products.
6. Metal interpreted as art: Pieces of commissioned art and sculpture celebrating metal.

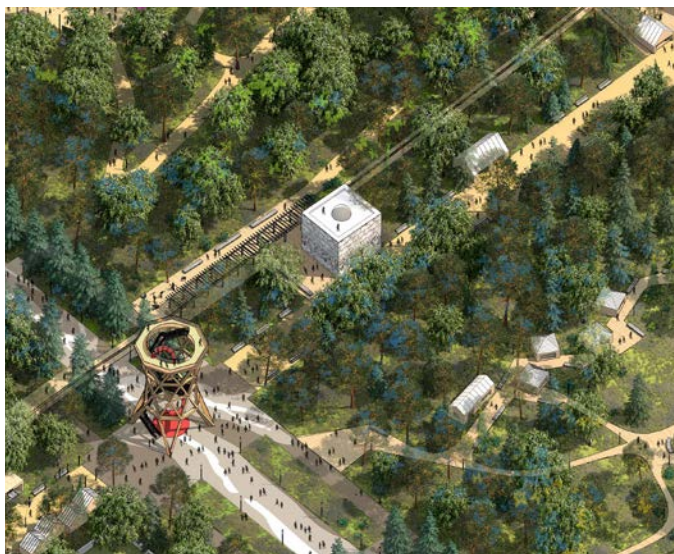


RUSAL is one of the founders
of the Climate Partnership of Russia

In 2015 RUSAL was one of the initiators of the association,
which currently brings together 27 companies from various industries.



The Media Centre does more than simply add another structure of the park, it is an opportunity to showcase cutting edge technologies regarding materials and how we recycle them. For example the façade is constructed using aerated recycled aluminium mined from right here in Krasnoyarsk. The structure is also a beacon for education, a space to showcase new ideas and create new objects.





5 Character Area: The Yenisey Water Gardens

Water is vital for life to exist, the relationship Krasnoyarsk has with the Yenisey is vital and exists on a financial, commercial, and spiritual level. The design of the park as a whole has opportunities for education and reaffirming connections with nature, within the water gardens we will collect rainwater throughout the park and pass it through a series of filter gardens to purify the water before it is discharged into the river, we will make sure this process is advertised and shared so people can understand the process involved and what benefits it brings through the use of information scenes, phone apps and light installations. We also propose to make this area fun too – the creation of hot-tubs set within the landscape using waste power from the nearby power station will add a unique place to relax whilst the elevated outdoor swimming pool creates a place for adults to rest while their children play.





6 Character Area: The Prospect

From the moment people enter the Park from the north through the new perforated aluminium arch we have added drama and excitement to the view south, where at the moment this view terminates with an electricity pylon we propose to have a unique floor pattern inspired by the flora of the park in the form of pine cones to guide people south through the park, the look out tower and slide provides a destination. Beyond we propose to extend the prospect out across the road towards the river providing a level route all the way to the rivers edge, this affords spectacular views up and down the river.











3.3. Possible scenarios of the seasonal use of the territory (summer/winter), proposals on recreational use and program of events

Events

If the park is all about the everyday enjoyment, the fun and learning of children and that escape to nature we all crave then the events strategy is all about the mysterious, the surprise and the spark of excitement. We have put together a series of suggested events across the park which can come and go as needed, these events are there to increase footfall, revenue and promote the arts across the City.

In the Heritage quarter we propose to include interactive projections on the newly constructed historic buildings, these projections might tell of the people of the past, they may play out drama and change and fundamentally they will educate in a fun way.

Within the cultural quarter there will be a roving programme of sculptures, winter blow up animals back lit which sway in the wind and summer performances of plays and poems surrounded by the sculptures of Pushkin, ETC.... The central green space has been cleared for pop-up events such as blow-up assault courses, drone races or sports days.

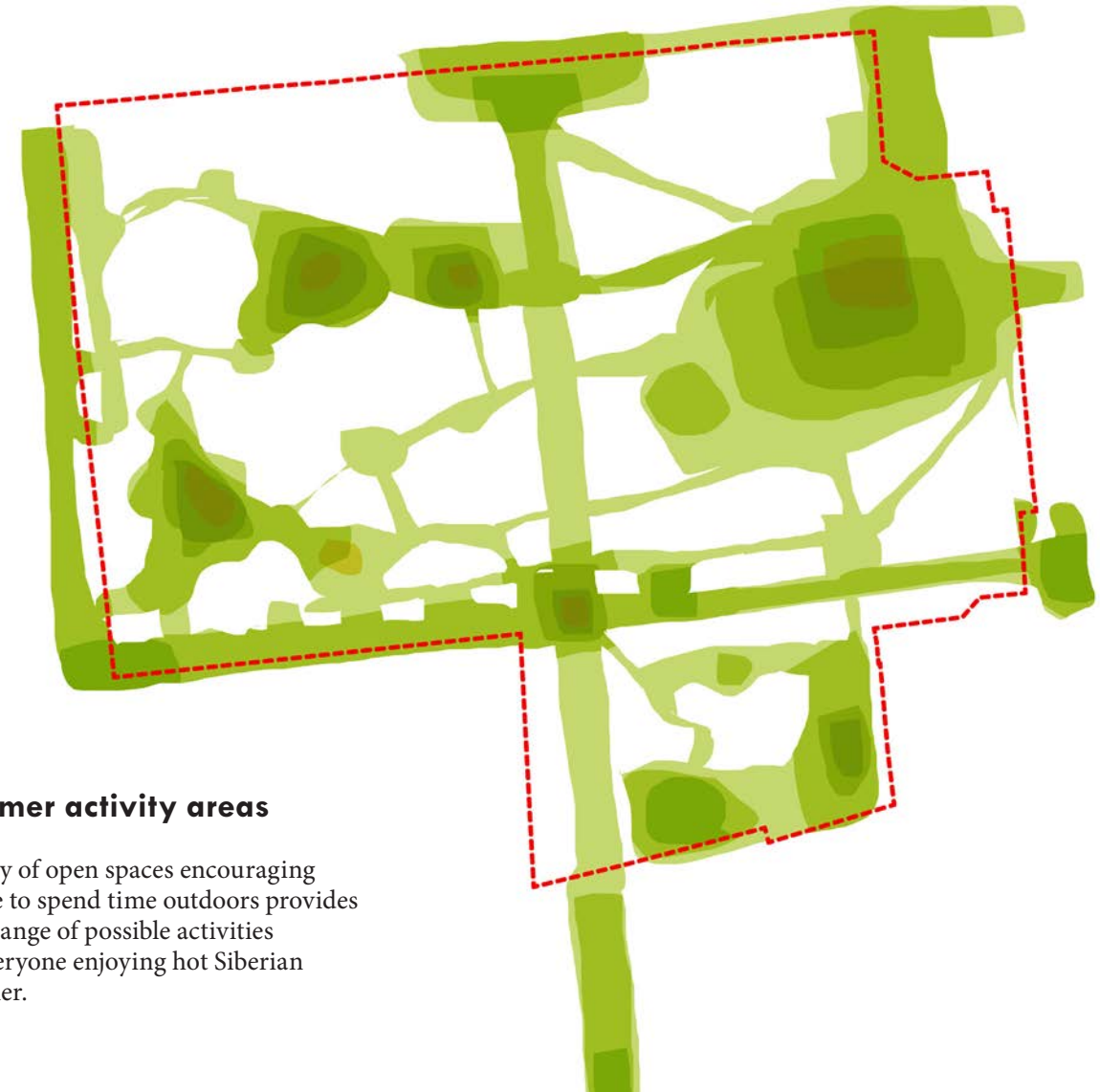
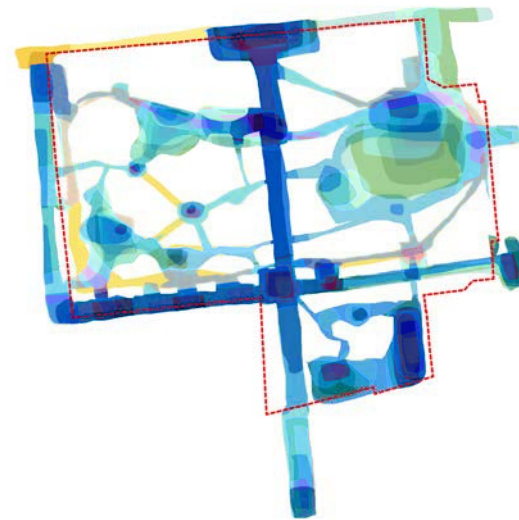
The Yenisey Water Gardens have the flexibility to host birthday parties, wellness treatments, family celebrations all associated with the new pool facilities. The water bodies themselves become canvasses for art installations, light projections and laser displays.

The prospect is a continuous line of art installations from up-lighting of different colours to highlight trees to on ground interactive projections to the ground as you walk along. The route can become a moving feast for the eyes as well as being the location for more pop-up facilities from food selling to ice festivals. The prospect leads to the central tower which is a structure for music, performance and also to showcase information through signage and interpretation boards.

Seasonal Use

The park concept will be developed to have unlimited flexibility, we know the needs in December will be very different to those in June and we propose to celebrate this seasonal change through temporary interventions such as winter ice-fairs, spring flower collecting and harvest festivals populated by Ferris wheels, roundabouts and fun-rides. The park will have the underlying infrastructure to adapt to whatever the people of Krasnoyarsk desire. We believe the secret to a successful place is the things which make it special – the feelings, the memories and the views all need to be subtle yet comfortable.

All seasons overlaid



Summer activity areas

Variety of open spaces encouraging people to spend time outdoors provides wide range of possible activities for everyone enjoying hot Siberian summer.

Playgrounds and outdoor sports activities

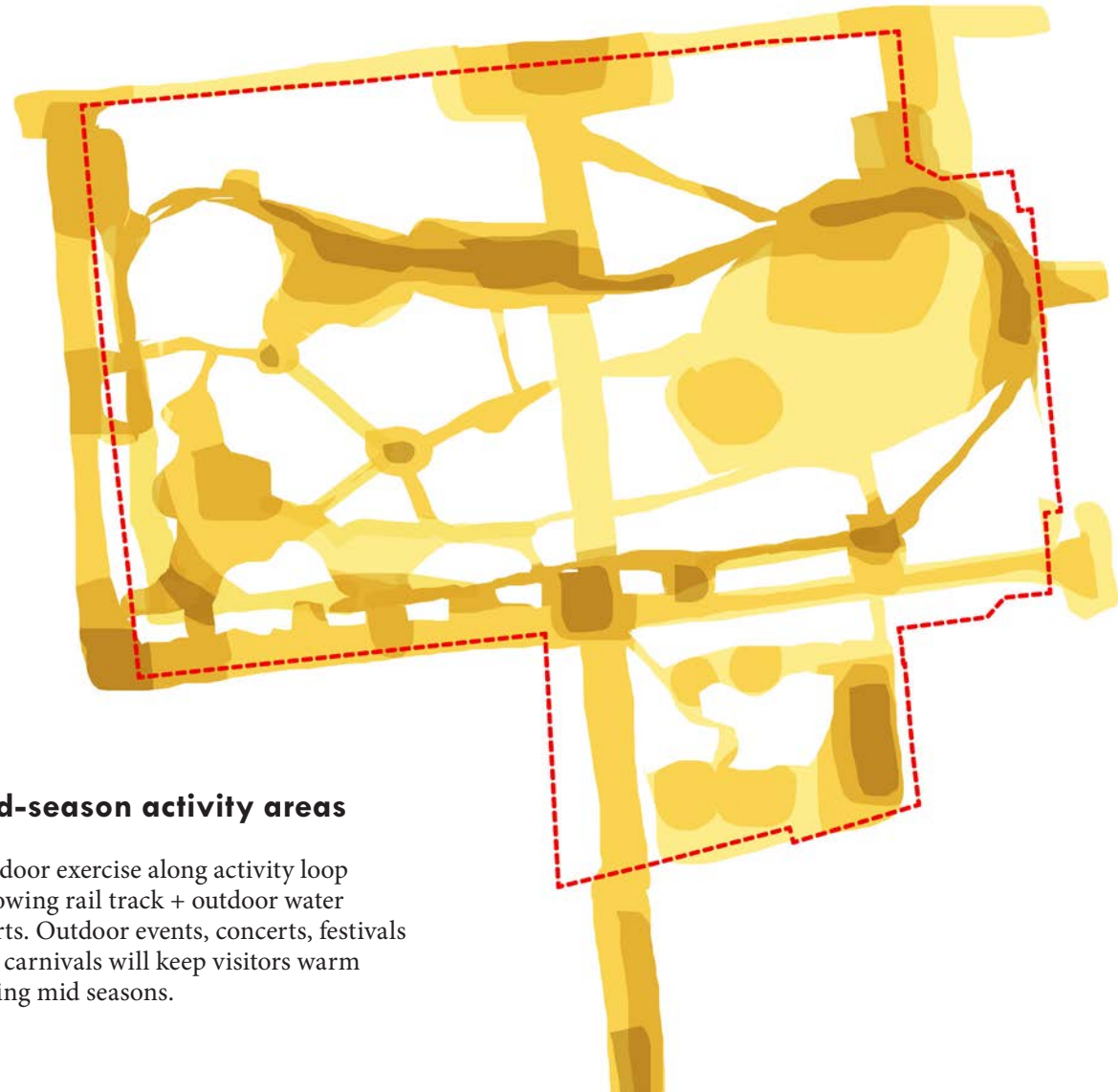


Informal gatherings and events on the central lawn



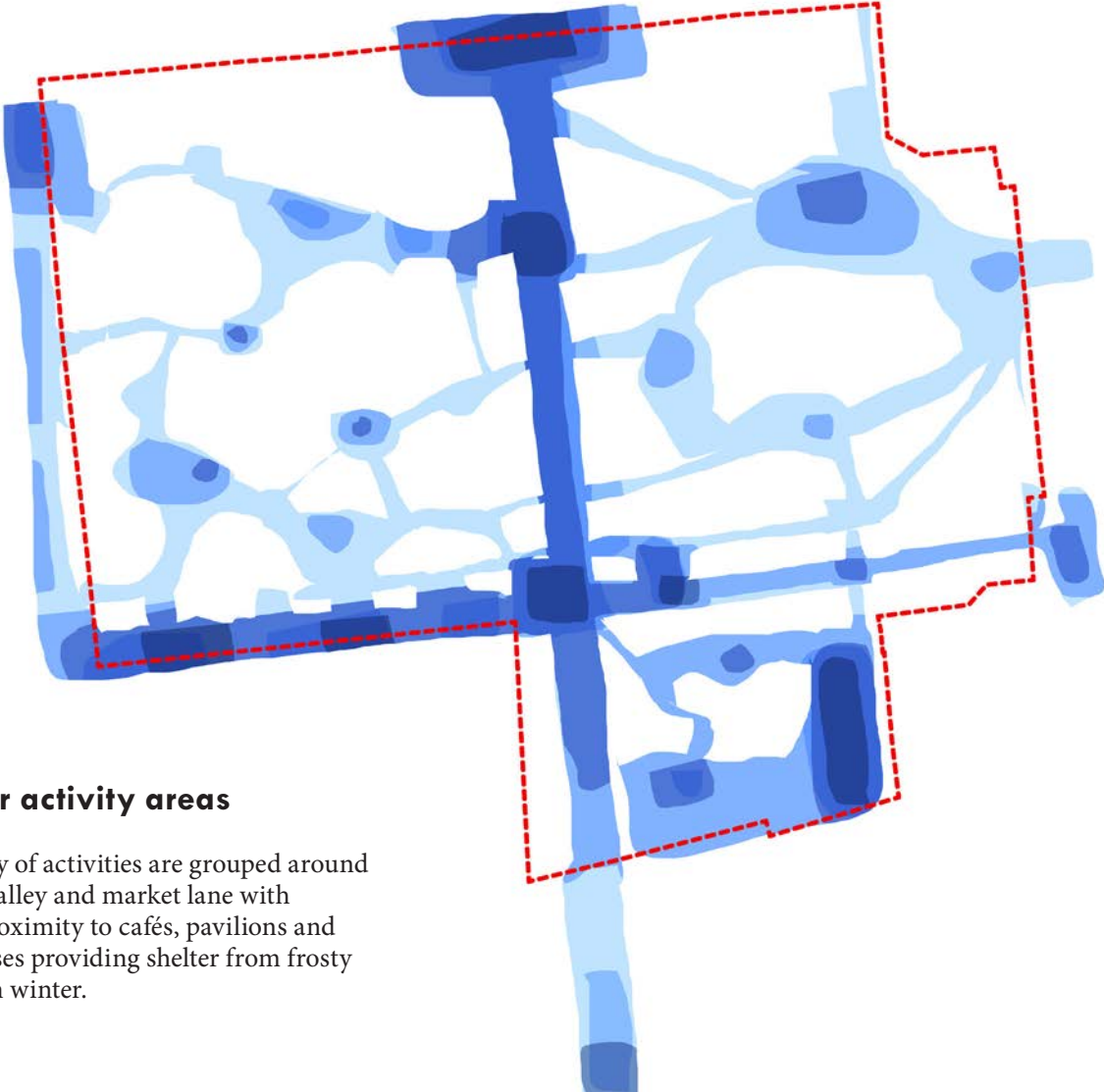
Cafes and restaurants with spill out outdoor terraces





Mid-season activity areas

Outdoor exercise along activity loop following rail track + outdoor water sports. Outdoor events, concerts, festivals and carnivals will keep visitors warm during mid seasons.



Winter activity areas

Majority of activities are grouped around central alley and market lane with close proximity to cafés, pavilions and other uses providing shelter from frosty Siberian winter.

Activity loop and outdoor sports to keep yourself warm



Open air swimming and hot tubs to enjoy contrast



Festivals, carnivals and outdoor events with concerts



Cross country skiing along activity loop



Ice skating and New Year and Christmas outdoor events



Pavilions and restaurants providing shelter from winter



Seasonal Events Calendar

Here we have provided a suggestion of events, offerings and activities within the park across the calendar year.

We have also extended this to show how the offering might grow as it gains traction and success over a five and ten year period.













Year Round Offerings

In addition to the timeline of exciting annual interchanging offerings, we were keen to introduce a number of year-round experiences to create consistent appeal through the seasons for guests of all ages and interests.

- These include:
- ‘Future’ platform - Central observation deck featuring a spiral slide back down to the ground. As guests ascend the structure and enjoy views out in all directions, we propose to provide interpretative signage to draw attention to some of the park’s and city’s features and add an educational element to the experience.
 - The Media Centre - an all-weather cutting-edge attraction. With the region’s story closely intertwined with its richness in natural resources, we propose an immersive museum experience celebrating all things Rusal. Please refer to the separate page on the Media Centre to learn more.
 - Finally, investment in water projection infrastructure could mean that the seasonal events described to the right could be accompanied with stunning visual projection displays, while remaining sympathetic to the ecology of the park.



	SPRING			SUMMER		
	Art Festival (Excitement/Meadow)	Performance in the Park (Excitement/Meadow)	Drone Racing (Excitement/Meadow)	Storytelling Projections (Siberian Burg)	Inflatable Assault Course (Excitement/Meadow)	Live Music Acts (Excitement/Meadow)
Year 1	<p>Invite local sculptors to install art pieces in the Meadow which can be exhibited as a temporary sculpture park, to compliment the permanent one elsewhere within the park.</p> <p>As part of this, a large marquee could be erected on part of the Meadow to service ticketing, admissions, F&B, cloakroom, and a small indoor exhibition space.</p>	<p>A programme of high quality outdoor theatre performances draw crowds to the Meadow.</p> <p>This could be extended to a wider celebration of the performing arts, also hosting dance performances.</p>	<p>A drone racing course is erected on the Meadow, with spectator area. This would include obstacles and impressive structures for the drones to navigate, and large screens so that spectators can see the point-of-view of the drones as they race around the park.</p> <p>As per the Inflatable Courses, this could finish in a tournament at the end of its season.</p>	<p>Seasonal storytelling projections onto the facades of the follies in the Siberian Burg.</p> <p>Depicted above is the summer variant - ‘Three Bears’ / Три Медведя</p> <p>Please see the page on Siberian Burg - Storytelling Overlays for more detail.</p>	<p>Inflatable Assault courses appear on the Meadow for an exclusive, limited time period and guests are welcome to participate via ticketed operation.</p> <p>This could build towards a ‘championship event’ at the end of its season where the best performing citizens compete against each other with an audience of spectators.</p>	<p>The Meadow is transformed into a live music venue for festivals, concerts, cultural acts, performance art, standup comedy, and all other types of outdoor performance.</p> <p>This could include the erection of stadium seating and could grow over the years as it increases in popularity.</p>
Year 5	<p>Build on the success of the festival, inviting more artists to exhibit, do talks and seminars, outreach to the schools and colleges.</p>	<p>Addition of stadium seating, F&B amenities etc.</p>	<p>Larger and more complicated obstacles, extended size of the course</p>	<p>Enhanced to introduce additional stories that can play amongst the original set of tales.</p>	<p>Add additional modules to increase variation and perhaps offer aspirational ‘mini versions’ for children.</p>	<p>Addition of stadium seating, F&B amenities, fairground rides</p>
Year 10	<p>Build further upon the reputation and continue to grow the footprint and expanse of the collection.</p>	<p>More stages and areas to grow the festival.</p>	<p>Investment in temporary stadium seating as the events draw larger numbers of spectators year upon year.</p>	<p>Enhanced further to add more structures, and effects such as smell or snow machines.</p>	<p>Continue to increase the footprint of the installation to accept extra capacity and demand higher admission price.</p>	<p>More stages and areas to grow the festival.</p>

	AUTUMN			WINTER		
	Celebration of the River (Yenisey Alley)	Memory Alley	Tobogganning (Stolby/Bear Den Playgrounds)	Storytelling Projections (Siberian Burg)	Seasonal Markets (Excitement/Meadow)	New Year Fireworks (Excitement/Meadow)
Year 1						
	<p>Benefitting from the extended hours of natural darkness, projection on the Yenisey Alley tells a story of the prosperity brought by the river.</p> <p>Special seasonal projections could be commissioned to commemorate important events.</p> <p>The projection show would draw in crowds of locals and tourists to enjoy the one of a kind experience on Yenisey alley.</p>	<p>Using the plantings along the Memory Alley, create a processional show using audio, lighting and projections.</p> <p>This could be a celebration of famous local people or a tribute to the wildlife of the region.</p> <p>Additionally, the space can be rented, offering branded installations to generate revenue for the park.</p>	<p>Once the snow has fallen on the park in the late Autumn and throughout the Winter, the Stolby/Bear Den playgrounds could be re-purposed as tobogganning areas.</p>	<p>Seasonal storytelling projections onto the facades of the follies in the Siberian Burg.</p> <p>Depicted above the winter variant: the well-known story of the 'Silver Hoof' to create a magical winter-themed walk.</p> <p>Please see the page on Siberian Burg - Storytelling Overlays for more detail.</p>	<p>Using the Meadow, build on the Market Street to extend the festive offering and create a wider 'Christmas Festival', comparable to London's Hyde Park's annual Winter Wonderland.</p> <p>This would include a large Christmas themed fairground offering as well as ticketed extras such as a Circus Tent, live shows, bars, and pop up restaurants.</p>	<p>The Meadow offers itself to a premium New Year countdown party, featuring live music and a spectacular firework display at midnight.</p>
	<p>We expect this to become a real signature public event for the city in the same way as the spectacle of the Magic Fountain of Montjuïc has become a must see free destination in Barcelona.</p>	<p>The audience grows through word of mouth.</p>	<p>Reputation grows, ticketing introduced to introduce crowd control.</p>	<p>Enhanced to introduce additional stories that can play amongst the original set of tales.</p>	<p>Footprint grows to increase offering and size of entertainment such as a larger fairground.</p>	<p>The audience grows through word of mouth. Add amenities such as F&B, Market Stalls, etc.</p>
Year 5						
	<p>Add amenities such as F&B, Market Stalls, etc.</p>	<p>Add amenities such as F&B, Market Stalls, etc.</p>	<p>Provision of amenities such as tobogan hire, etc.</p>	<p>Enhanced further to add more structures, and effects such as smell or snow machines.</p>	<p>Introduce additional cultural experiences to the offering, such as Ice Bar, temporary Ice Hotel, etc.</p>	<p>Enhanced further to add more amenities, lighting, and entertainment.</p>
Year 10						



1

5

4

3



3.4. Conceptual landscape, architectural design, layout and arrangement solutions of the territory and key facilities of the territory's reaction infrastructure

Character areas and architecture overview

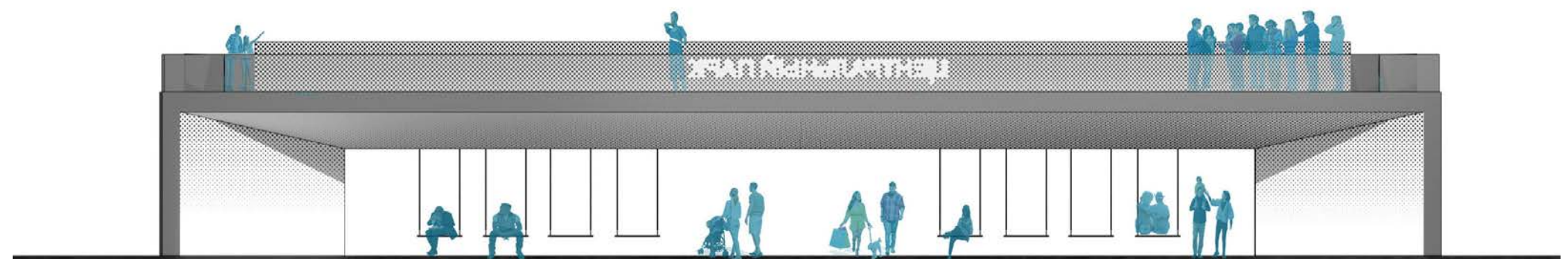
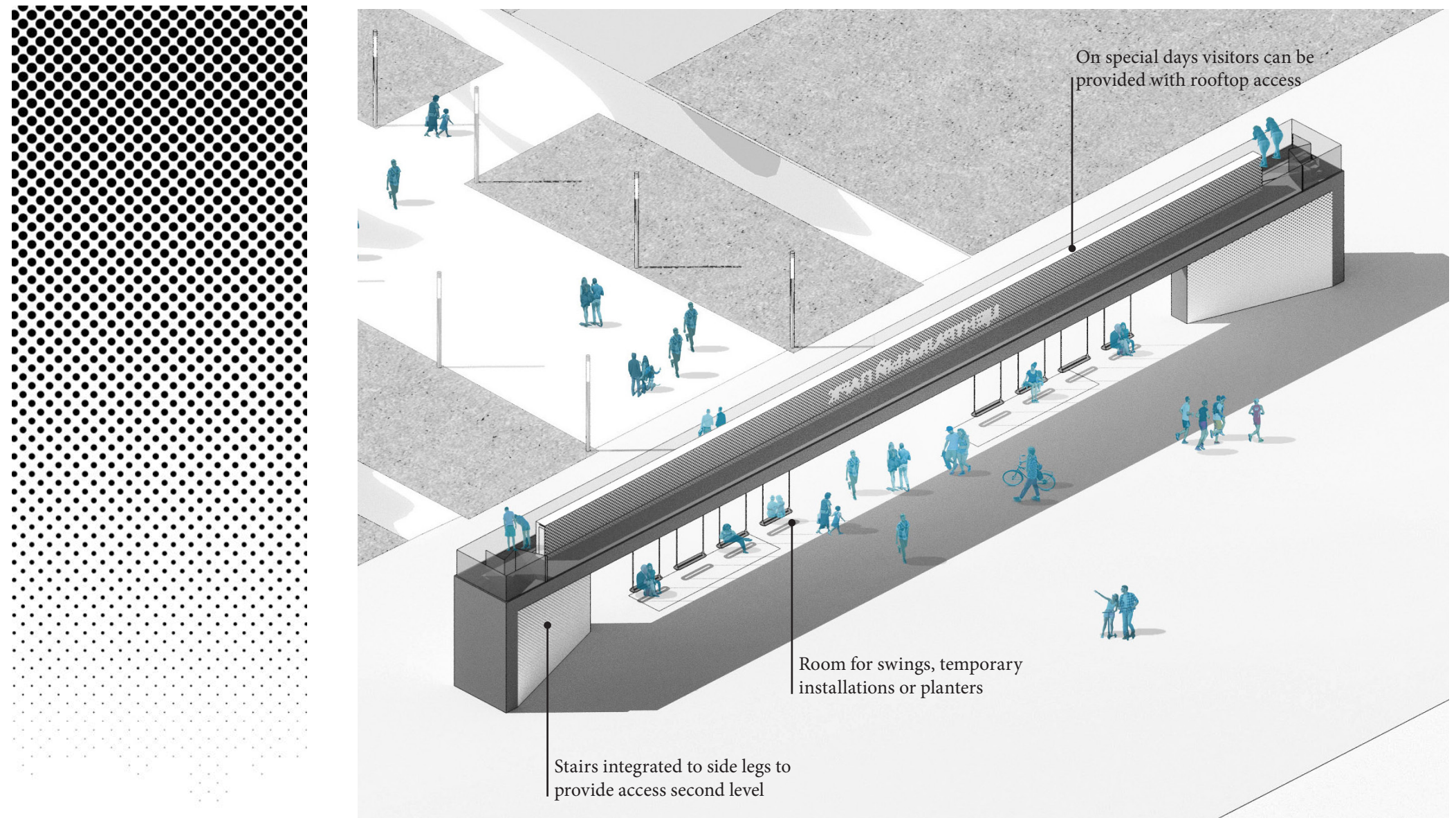
Keys:

- 1 - Central portal with an observation deck
- 2 - Summer cinema
- 3 - Slope Tower
- 4 - Market lane
- 5 - Media Centre
- 6 - "Yenisey water gardens" spa and sports complex

Architecture

1. Central Portal

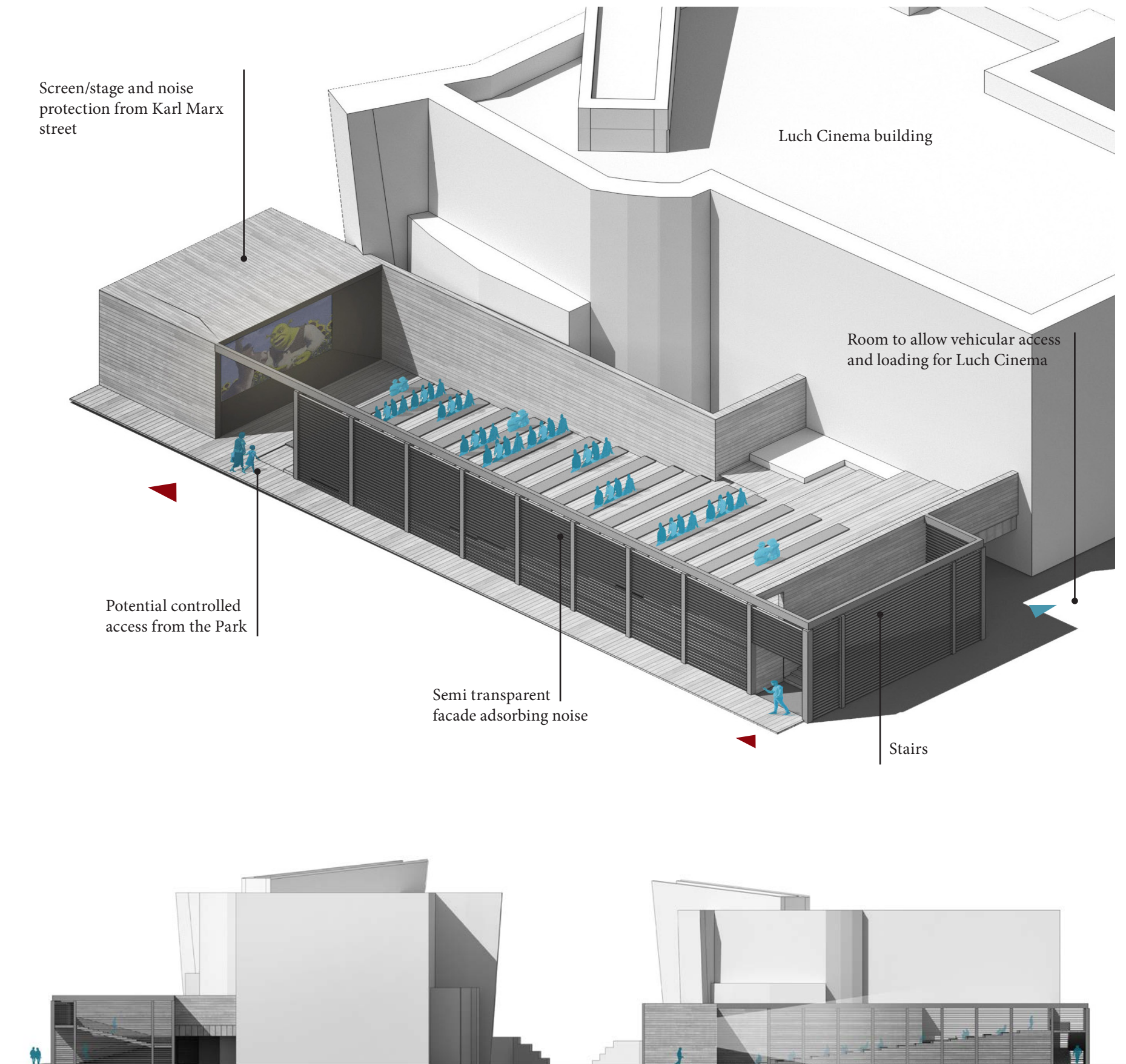
- A fun, playful and interactive gateway to the park providing room for temporary exhibitions and installations within the frame, reflecting season and events calendar
- The gateway will frame the view looking into the park
- Viewing platform crates a new vista along the main avenue of fir trees drawing your eye though the park.
- Covered with perforated aluminium panels to achieve layered effect of semi-transparent structure
- Stairs to access upper level to be integrated into side pylons
- Playful swings or planters can be integrated as well
- Perforated structure with lighting can create welcoming mesmerising light gradient effect



Architecture

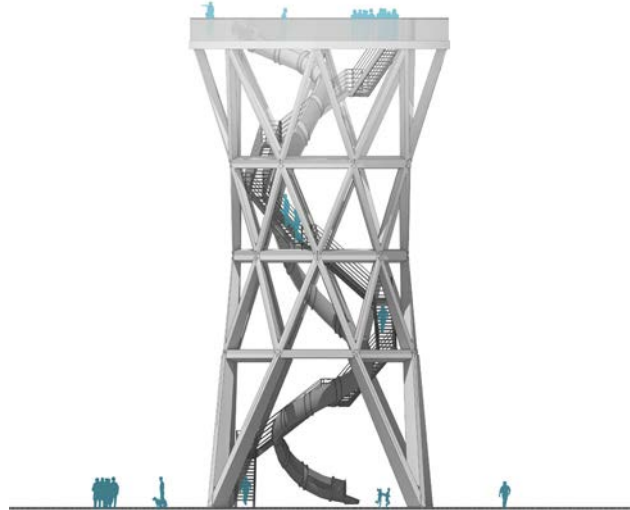
2 - Summer cinema

- Family fun, bringing the local community together through an open air cinema. That will connect to the adjacent existing cinema.
- Animating the once lifeless north east corner, with a the cinema will draw people to the space in the long summer days.
- Can also become a place for lectures and educational events
- Can have controlled access for ticketed events
- Naming and structure respond to the image of the first ancestor timber cinema building that was on site in the early 20th century



Architecture

3 - “Gorka“ Tower



- Name and function based on historic legacy - One of the early amusement features of the park was winter sledge sliding hill.
- The “Gorka” is the iconic central feature to the park that will act as a important way finding landmark.
- New landmark feature to replace iconic fair wheel
- Reference to amusement legacy of the Central Park - Everyone can climb it up and slide down spiral slide



- Gorka tower will become a monument for people of Karsnoyarsk representing new human centred era of city history
- Helter Skelter - tradiitonal element of a historical Fun Fair in British culture and basically just a spiral man-made interpretation of a Russians sledge sliding hill
- Viewing platform on the top available for everyone all year around will provide fantastic views over the park and historical city centre of Krasnoyarsk
- Structure can be decorated to play a role of a Christmas tree over New Year holiday season
- Yenisey riverbed paving can be seen on the central alley. Tower's location represent Krasnoyarsk on its' map

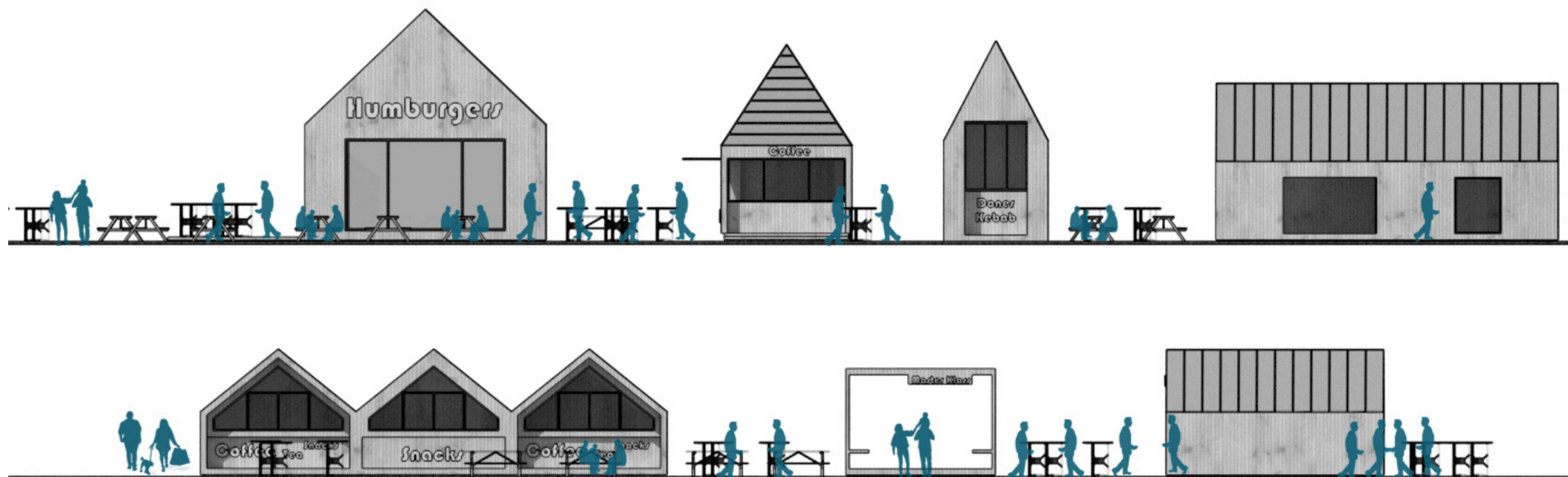
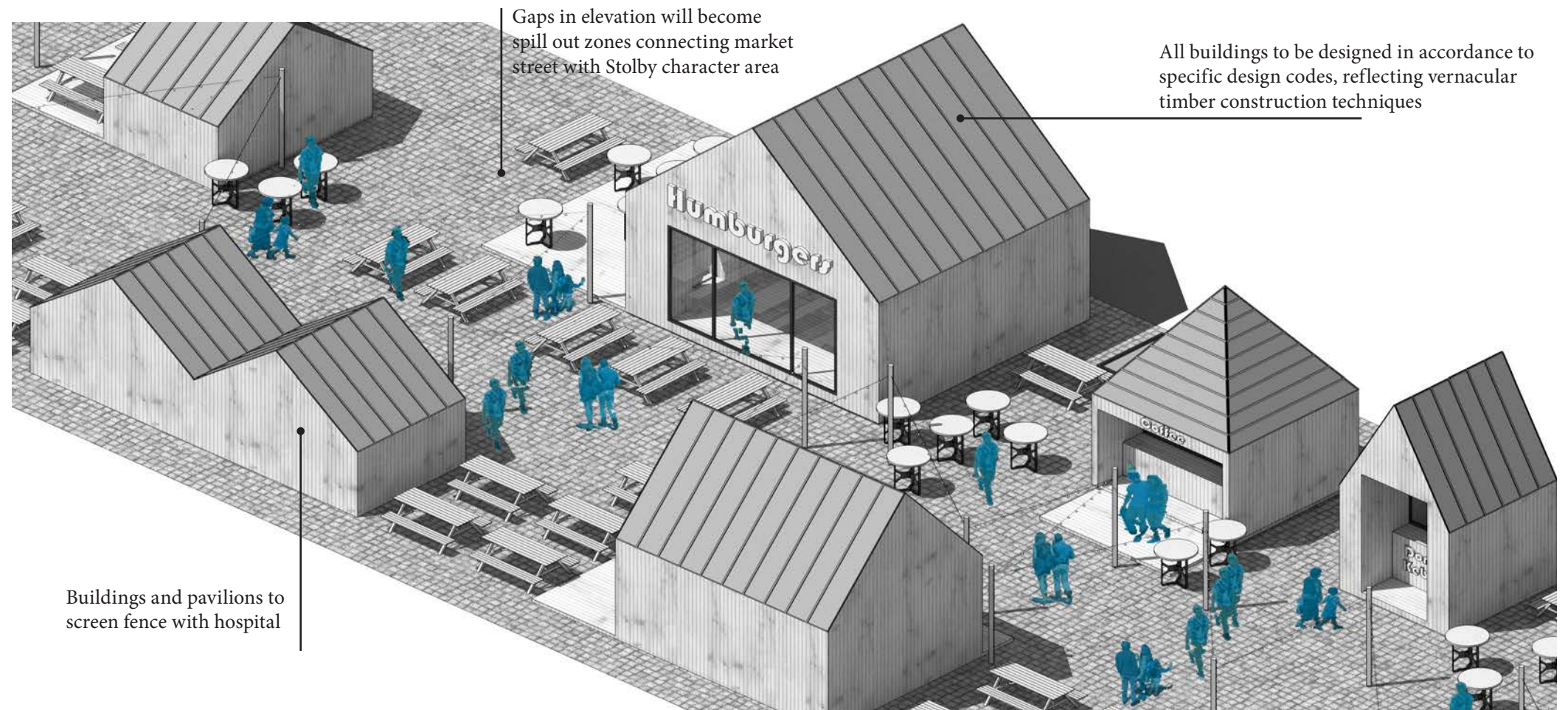


Architecture

4 - Market lane

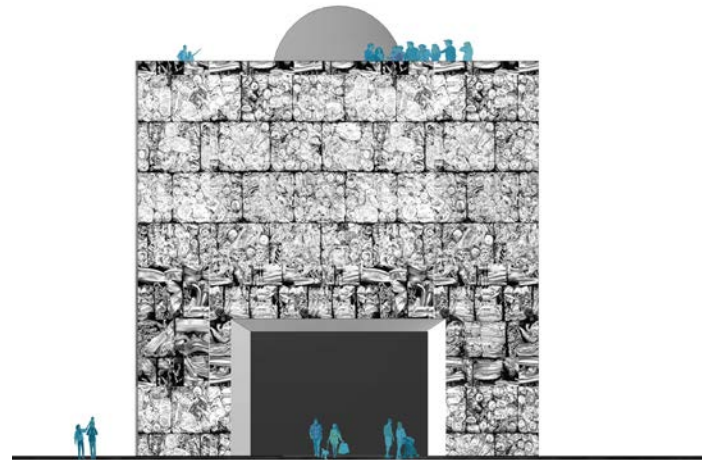


- Following historical tradition of Yarmarka on Sobornaya square, inspired by traces of Sadovaya street and success of Historic quarter with pedestrianised Gorky street: pedestrian Market street will become a narrow full of life street with artisan feeling to it.
- Spanning from west to east the market lane will offer small retail spaces for local businesses to flourish with the park and bring revenue to company - park operator.
- Offering visitors to the park areas to eat, shop and a place to rest and socialise all year round.



Architecture

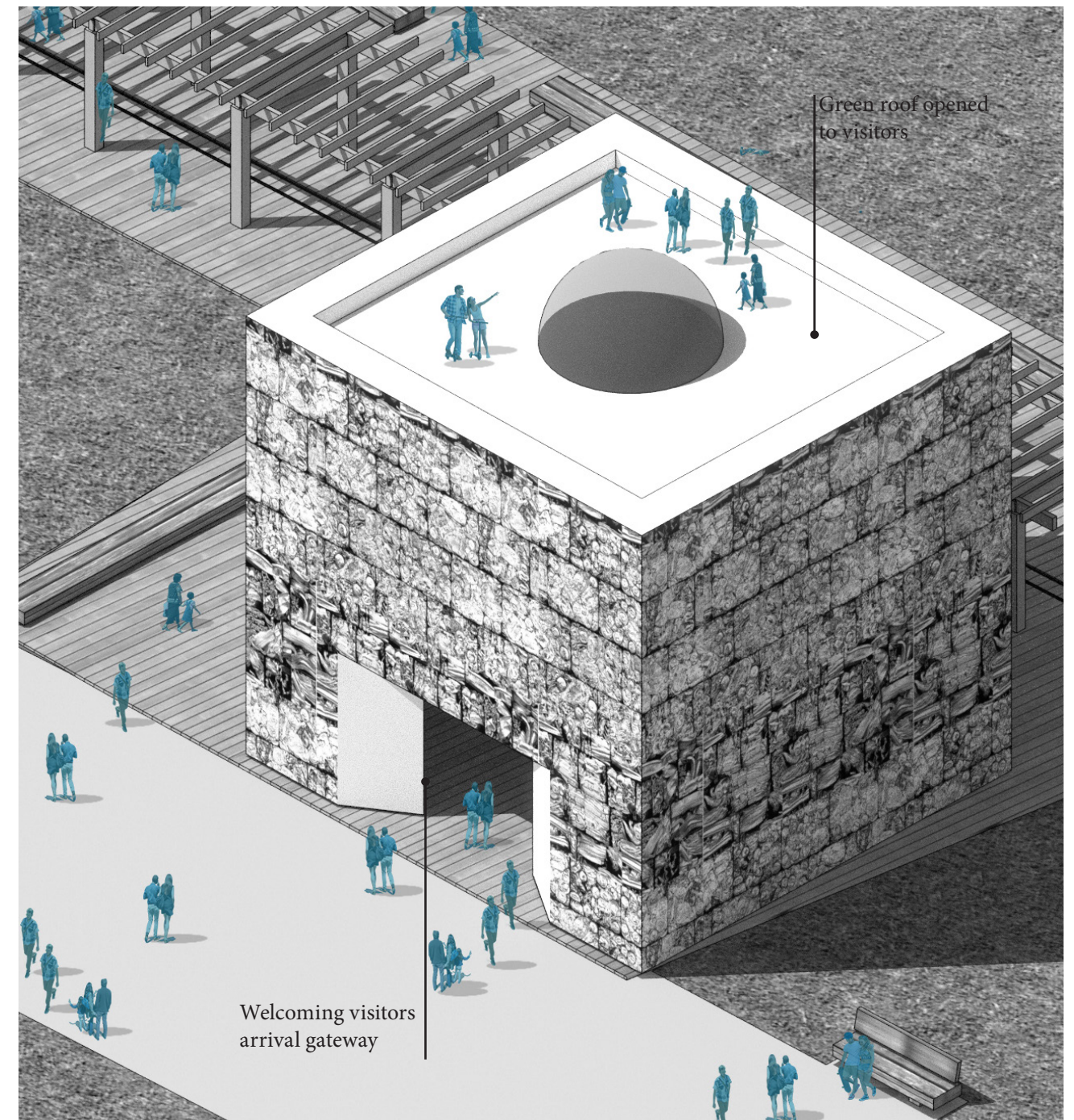
5 - Media Centre



- The media centre will be a showcase of Krasnoyarsk rich industrial history, but looking to the future industries education, arts and technologies.
- This is reflected in the buildings dynamic aluminium cladding. A material that is locally sourced.
- Recycled aluminium compressed blocks will help to not only create unique image of the centre but also contribute to rising agenda on recycling and ecology awareness.
- Media centre will become a place for events, lectures, discussions, exhibitions dedicated to ecology and recycling and also can tell the story of aluminium mining giant Rusal or local aluminium factory heroes



Detail of the recycled compressed aluminium blocks facade



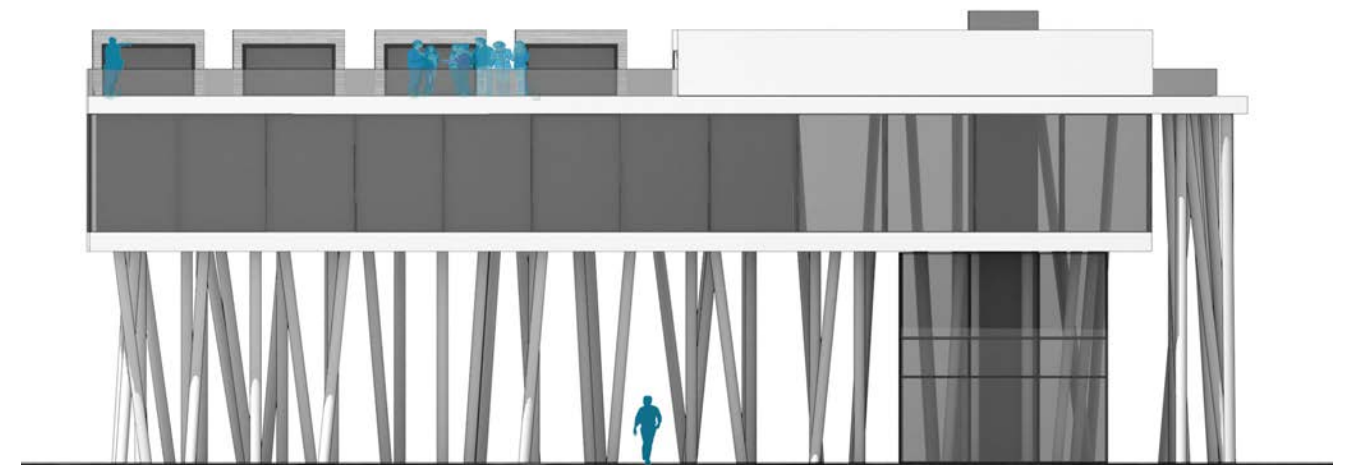
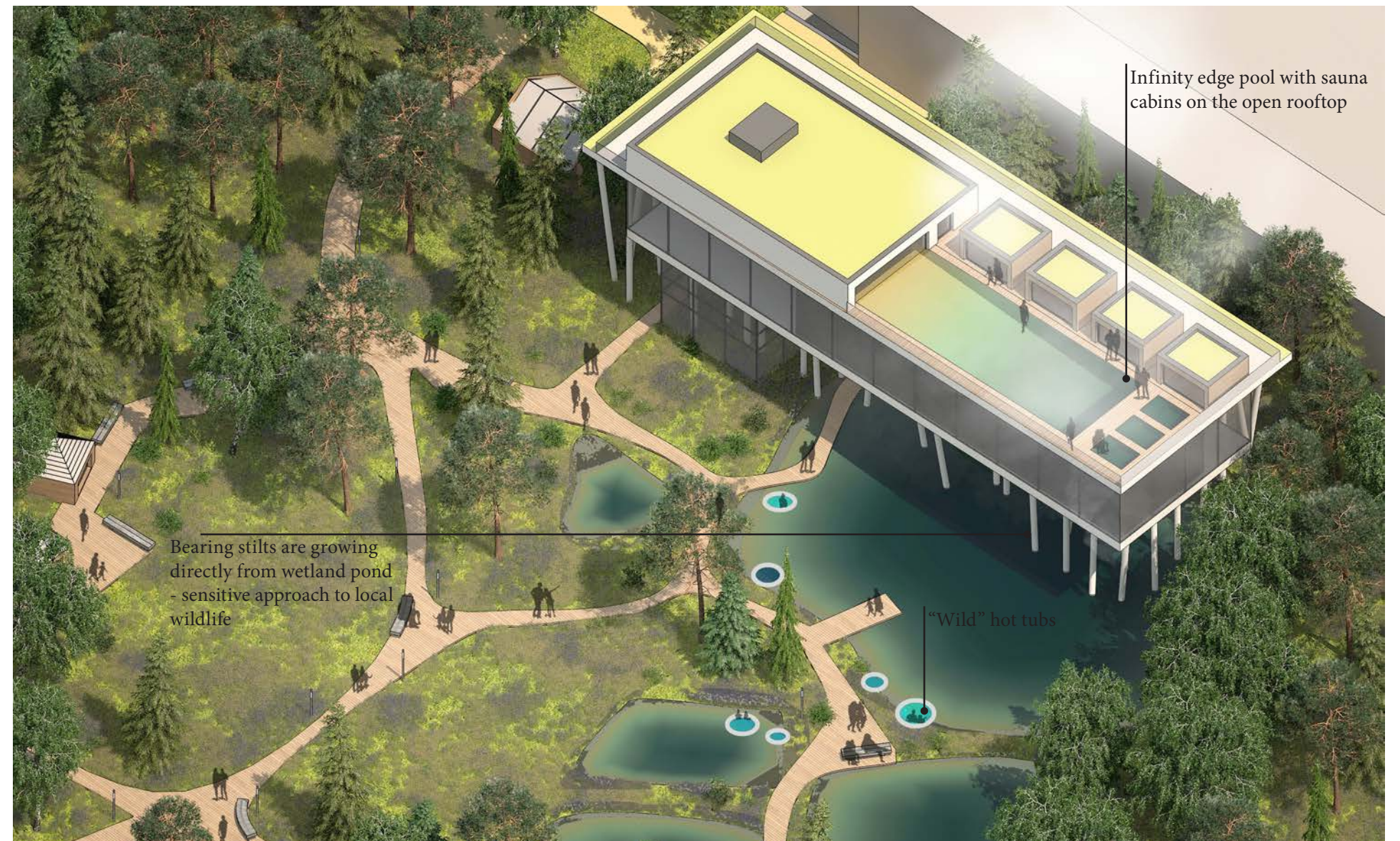
Architecture

6 - “Yenisei water gardens” spa, sports complex and restaurant

- Inspired by steaming and never freezing Yenisei river, elevated water sports complex will become a new landmark in a constellation of the future Central Park attractions.
- Spa building is staying on stilts growing directly from wetland habitat located underneath. This design move is lead by the principles of a “light touch” to have a little impact on the ground allowing the ecology and wildlife under and around to thrive.
- The building has open air swimming facilities as well as sauna cabins that looks out onto the wetlands with a meanders path that leads you under the building and around the wetlands.
- Building can also have restaurant with high end views across the park.
- Strategically placed on the edge of the park, building is going to screen power station located behind.



Inspiration for open air spa complex:
never freezing steaming Yenisei river

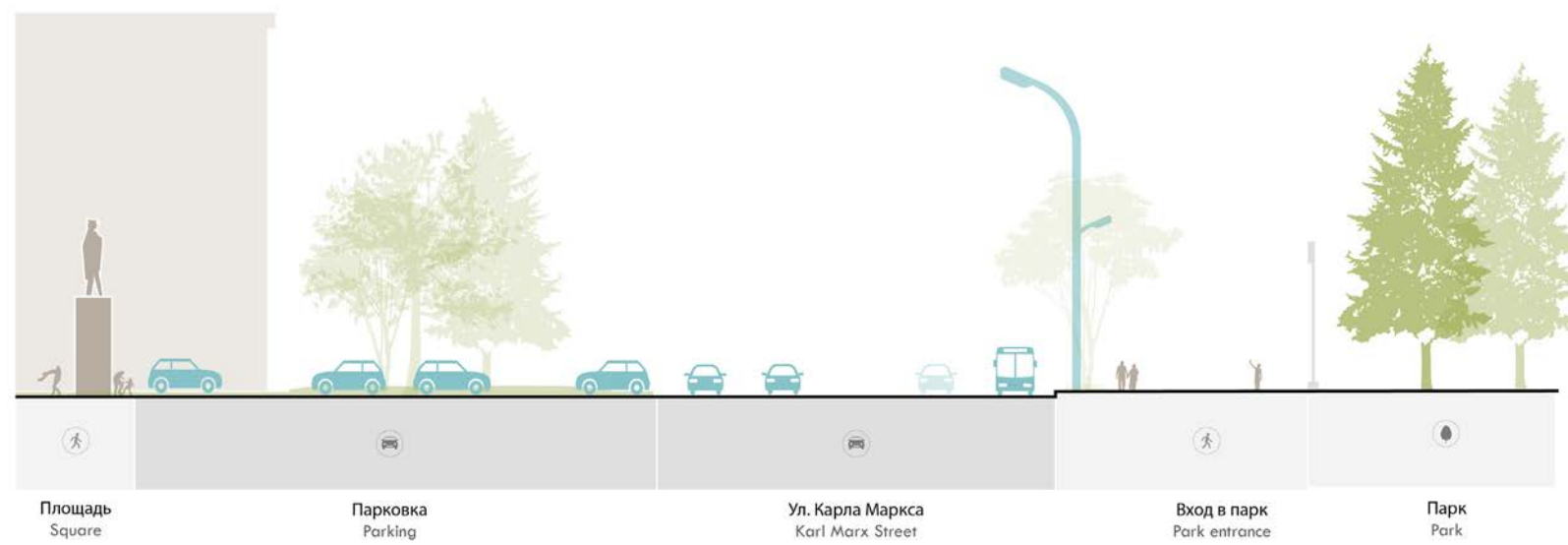




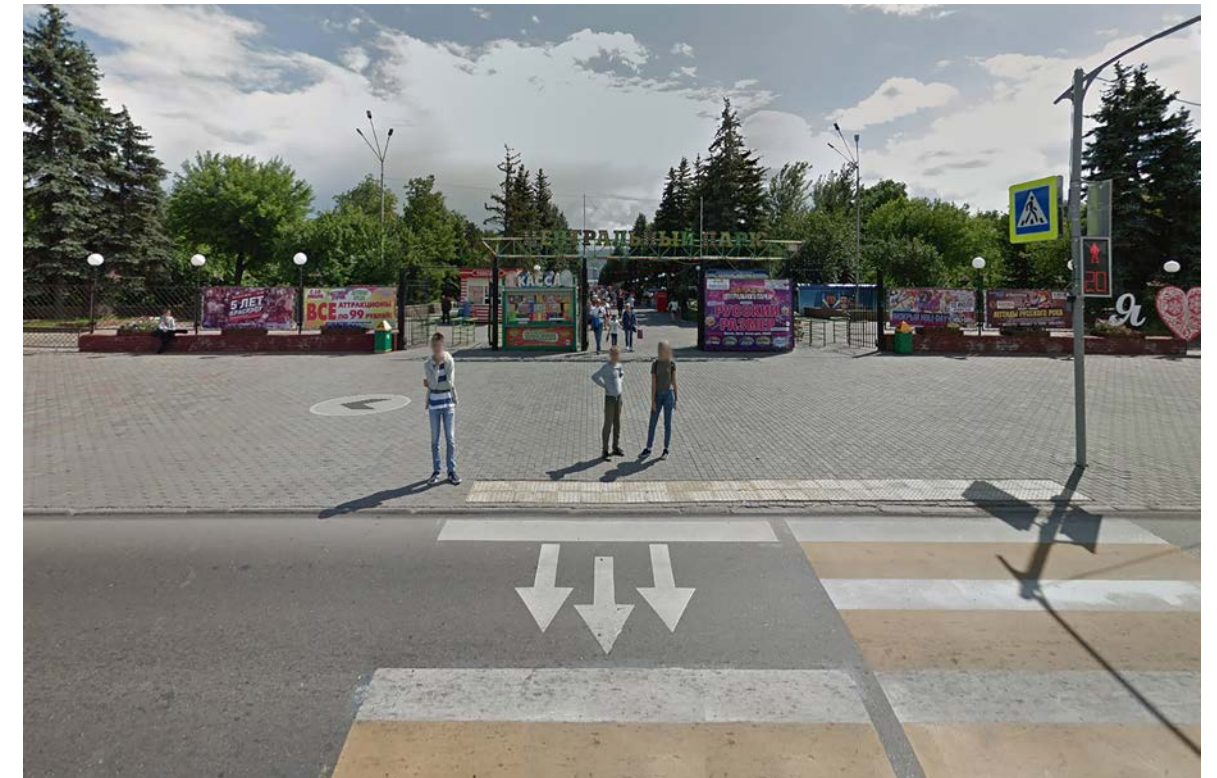


Northern edge: Central access

Before



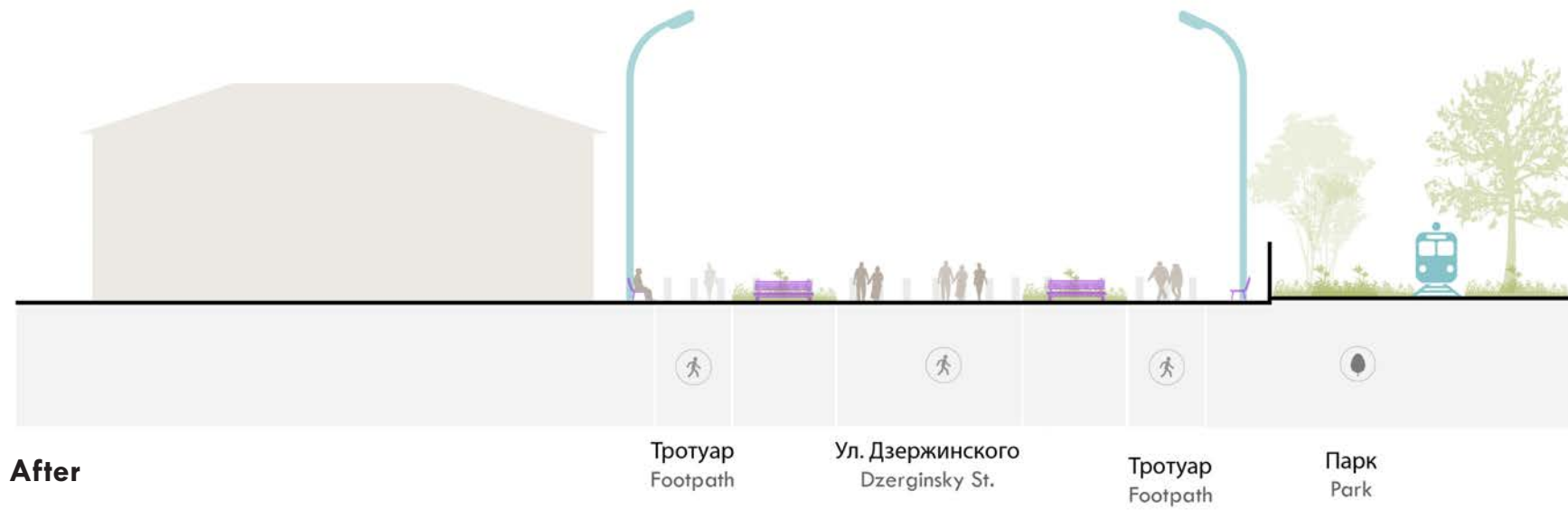
After



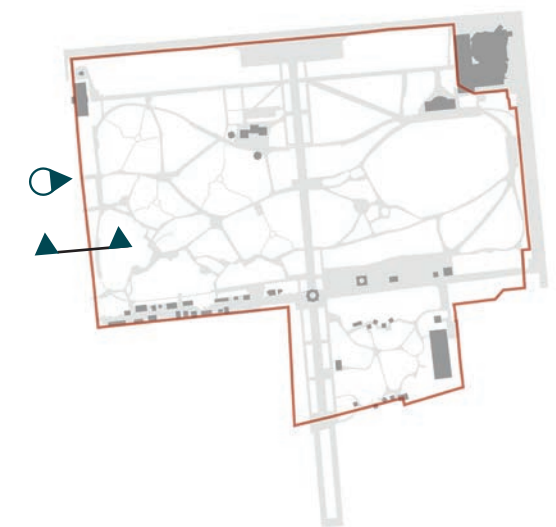
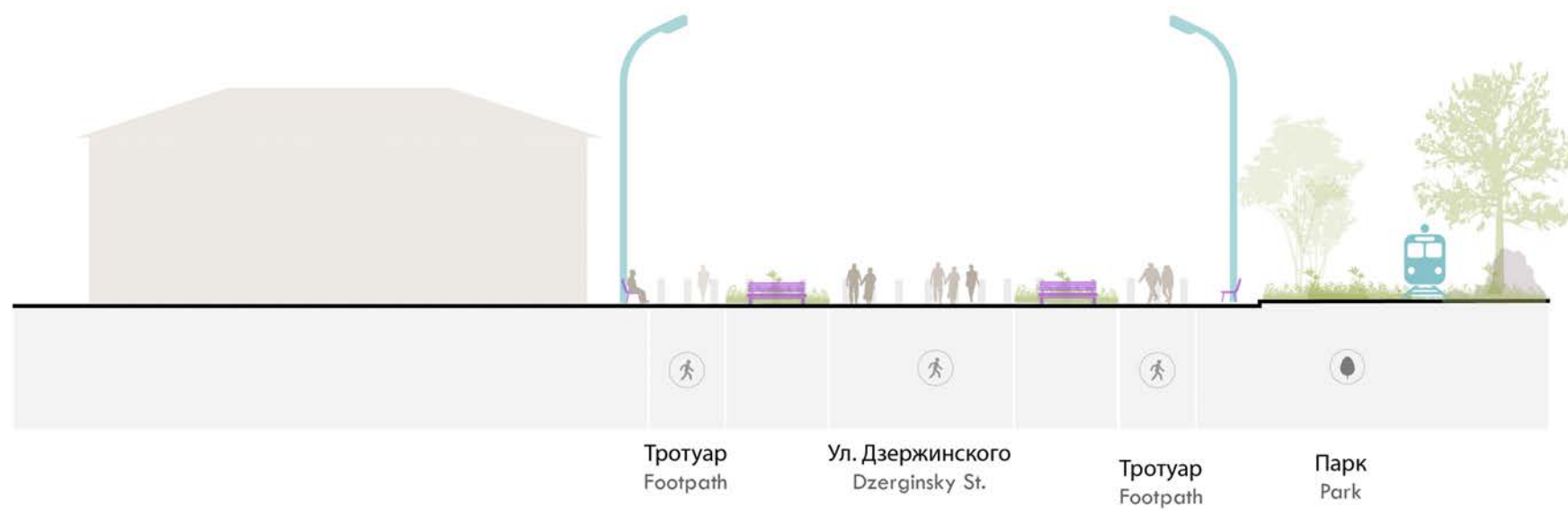


Western Edge: North-west access

Before



Before

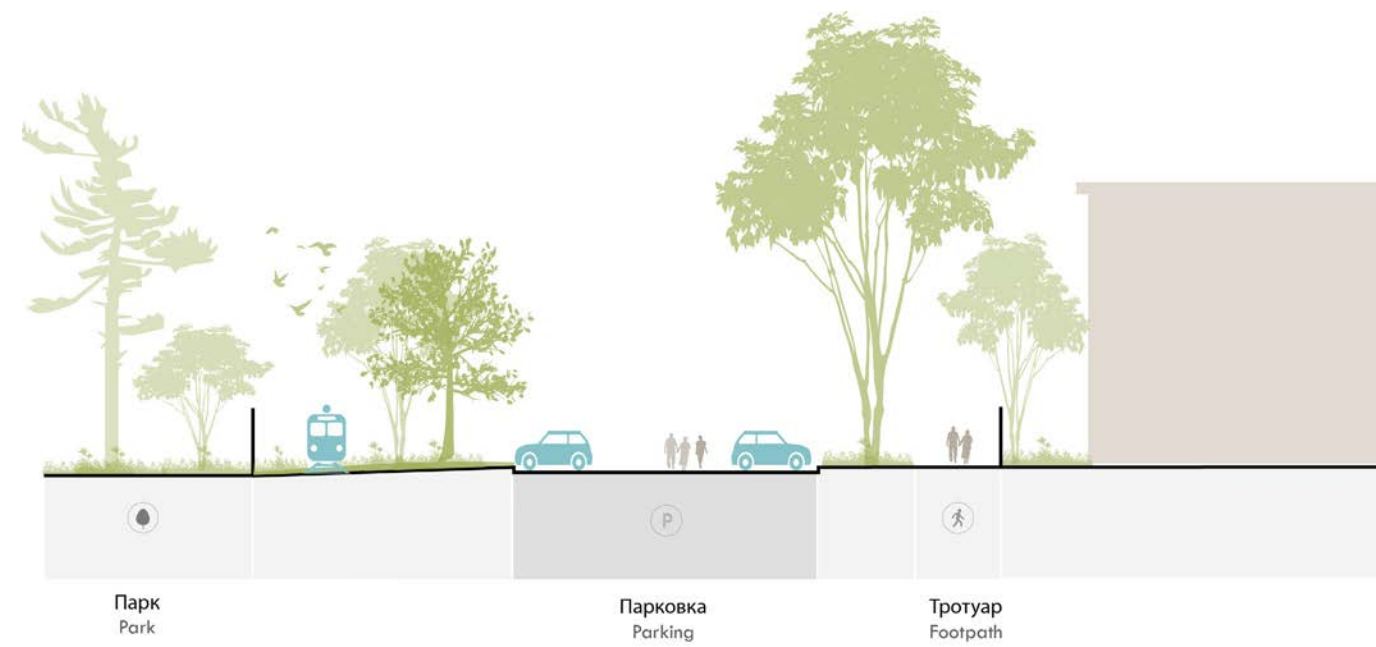




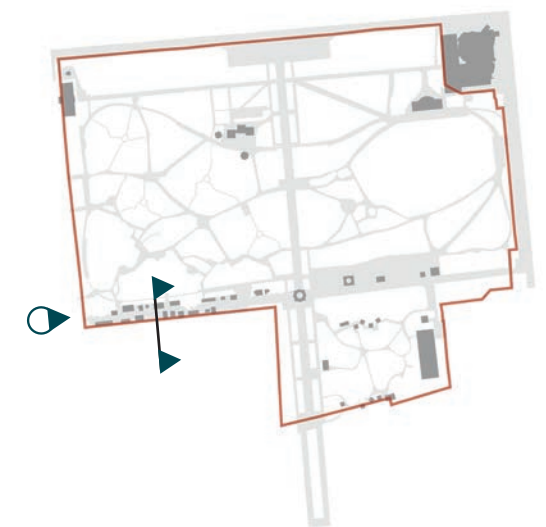
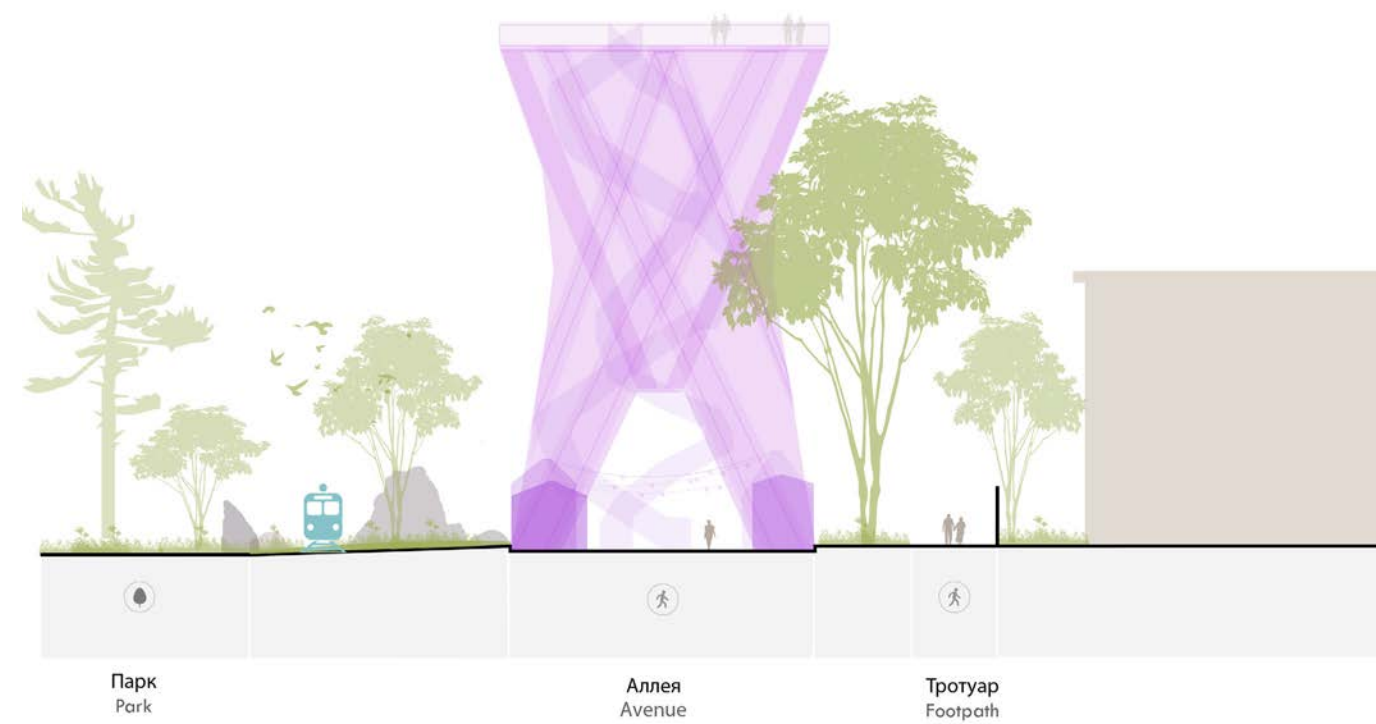
Western Edge: East-west avenue

South-west access

Before



After

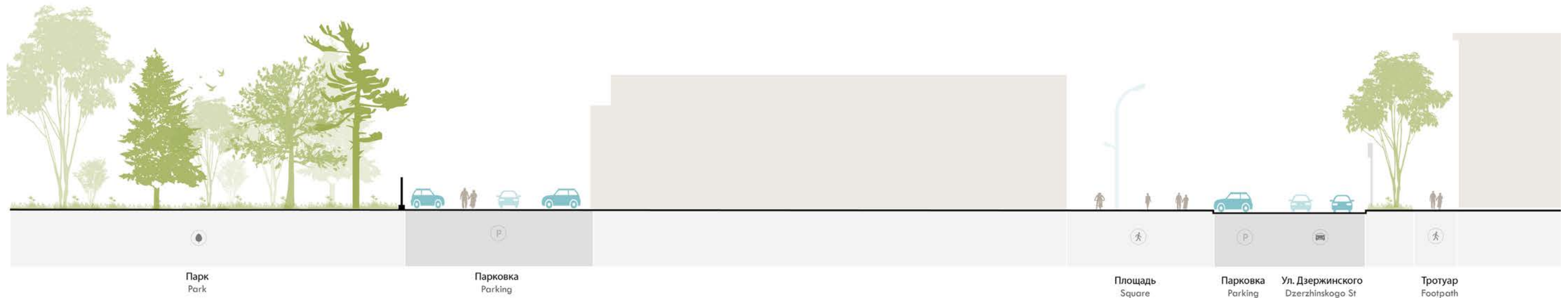




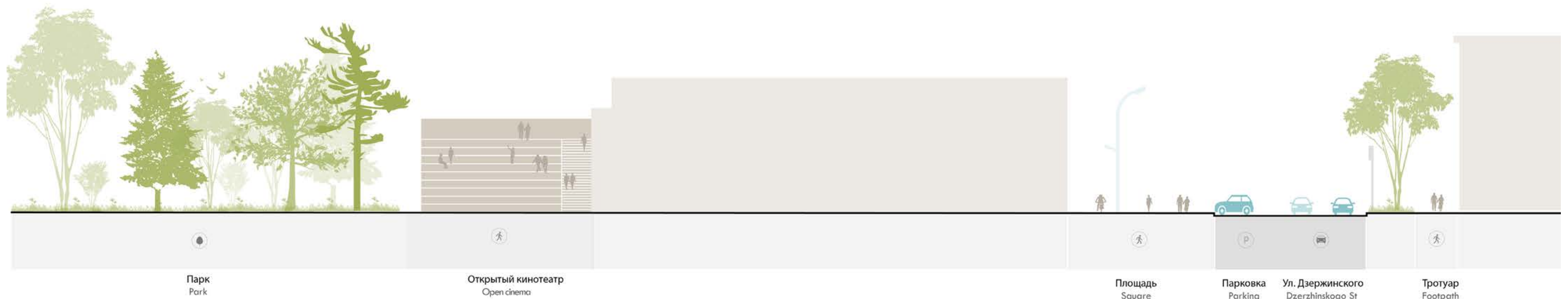
Eastern edge: North-east access



Before



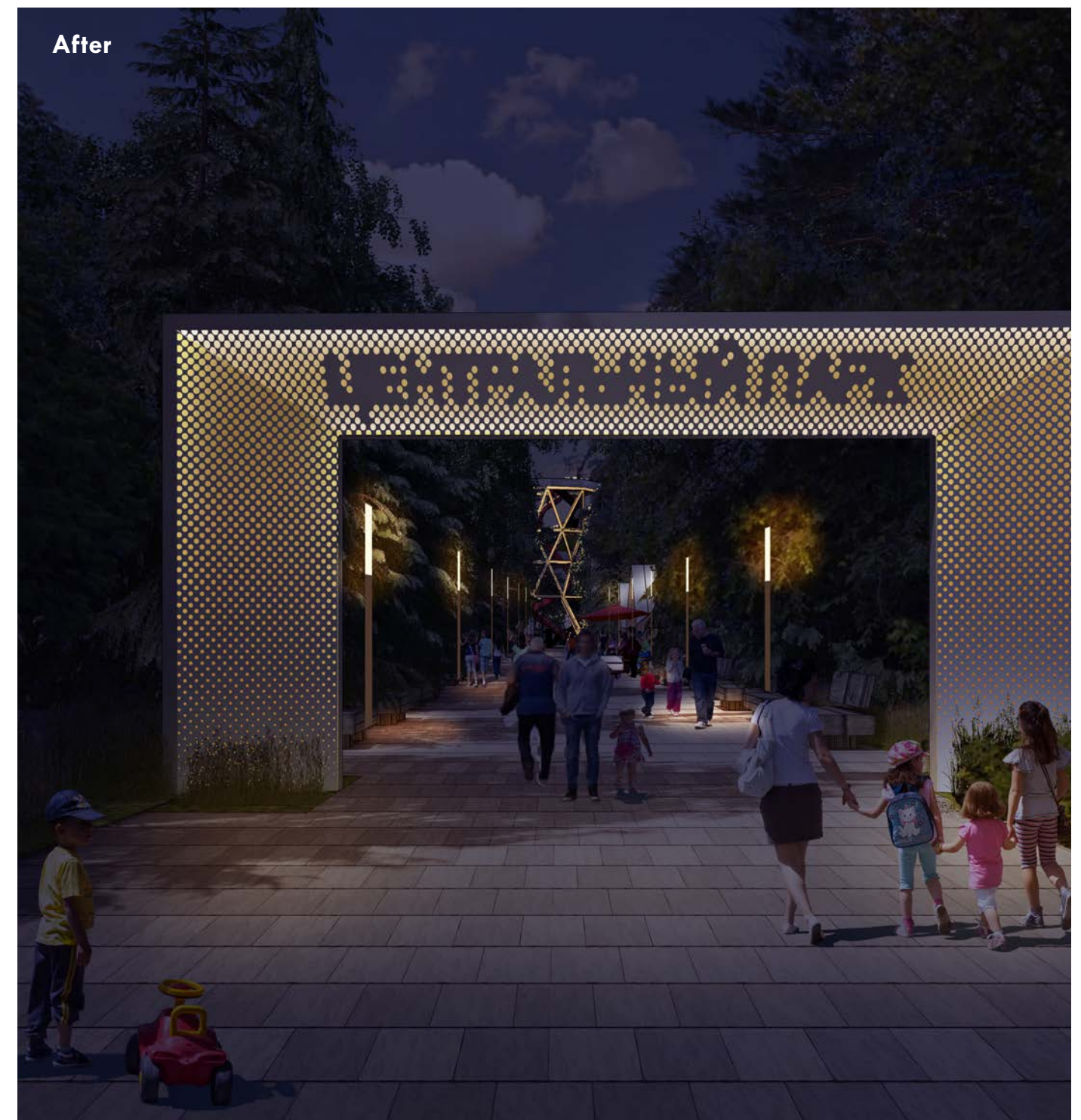
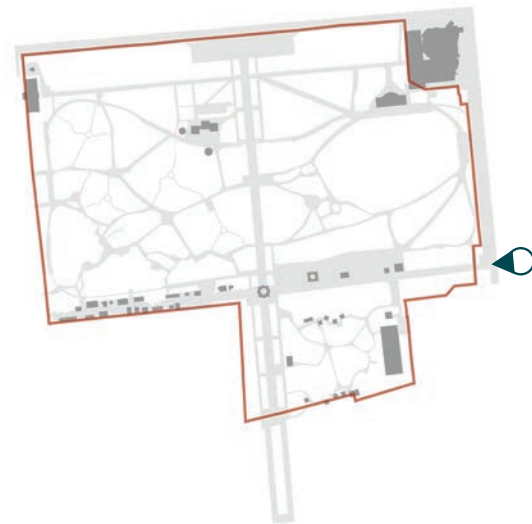
After



After



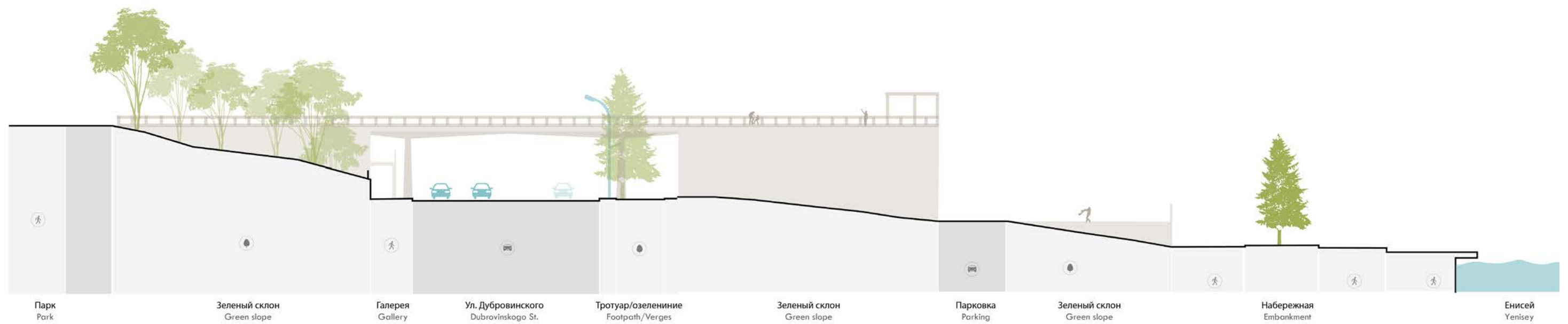
**Eastern edge:
South-east access**



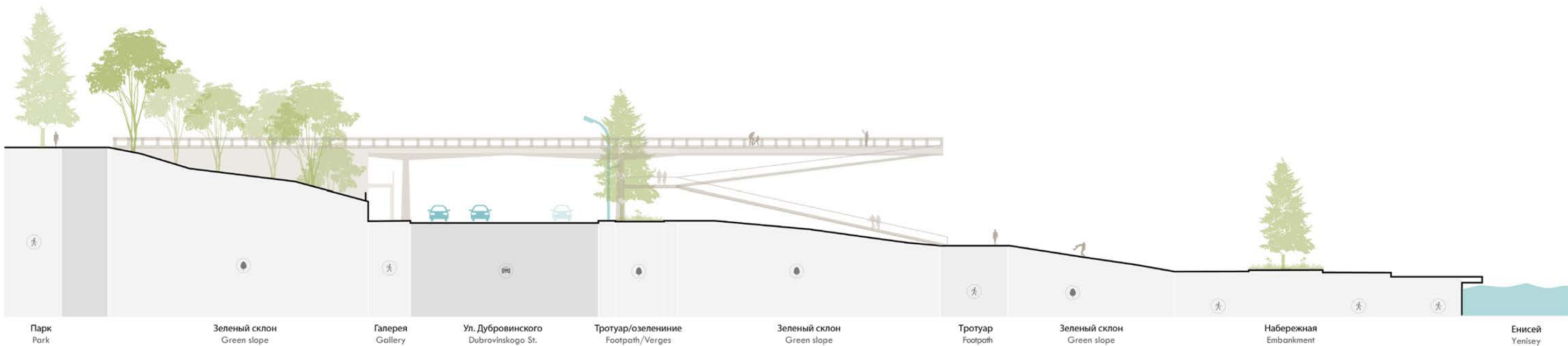


Southern Edge

Before



After







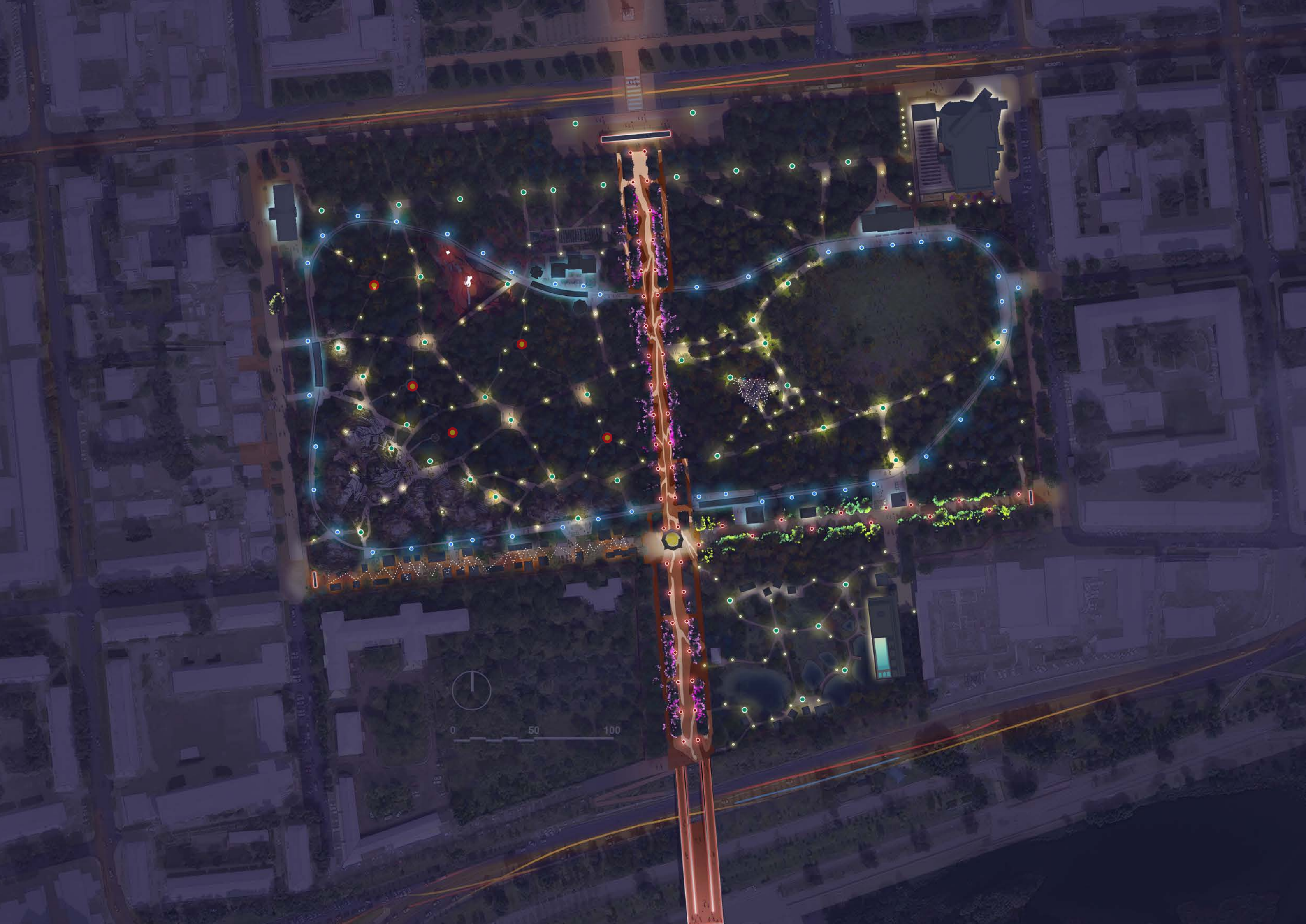


Land Use Plan (diagram of functional and layout arrangement of the competition site based on the allocated functional zones)

The land at present is mainly covered by trees peppered with the occasional structure and goods yard. We wish to retain as many of the good quality trees as possible but bring in a series of land uses which are lacking these include:

- Food & beverage - 1014 m²
- Pavilions - 372 m²
- Transport - passengers' and administration - 1541 m²
- Education & culture - 1723 m²
- Sports & wellbeing - 2314 m²
- Attractions (sightseeing platforms and landmarks) - 360 m²
- Service & maintenance 2529 m²
- Play spaces


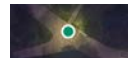












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Light strategy and navigation (diagram of the general illumination plan of the urban improve-ment facilities with the solutions of the problems of illumination and colour zoning)

KEY:

-  Tall lighting poles dotted around railroad/activity loop
-  Tall lighting poles sensitively integrated to the park to minimise impact on wildlife
-  Mid height lighting poles (1.2m tall) to navigate on human scale
-  Formal tall lighting poles along central alley and former Sadovaya street
-  Bespoke handrail hidden lighting elements along balustrade of the bridge
-  Hanging light bulbs to create delicate lighting canopy above key spaces
-  Welcoming arrival gateway structures with integrated reflected lighting through perforated aluminium panels to celebrate arrival experience
-  Colourful tree crowns contour lighting along Central and Memory alley
-  Light/projection mapping on the paving along the Yenisey river pattern on the Central Alley for engaging and educational purposes
-  Controlled fire places in Taiga

► 1. Formal arrival gateways framing the views on 3 existing Central (northern), western and eastern access points. Aluminium perforated panels with integrated reflected lighting create mesmerizing welcoming effect.

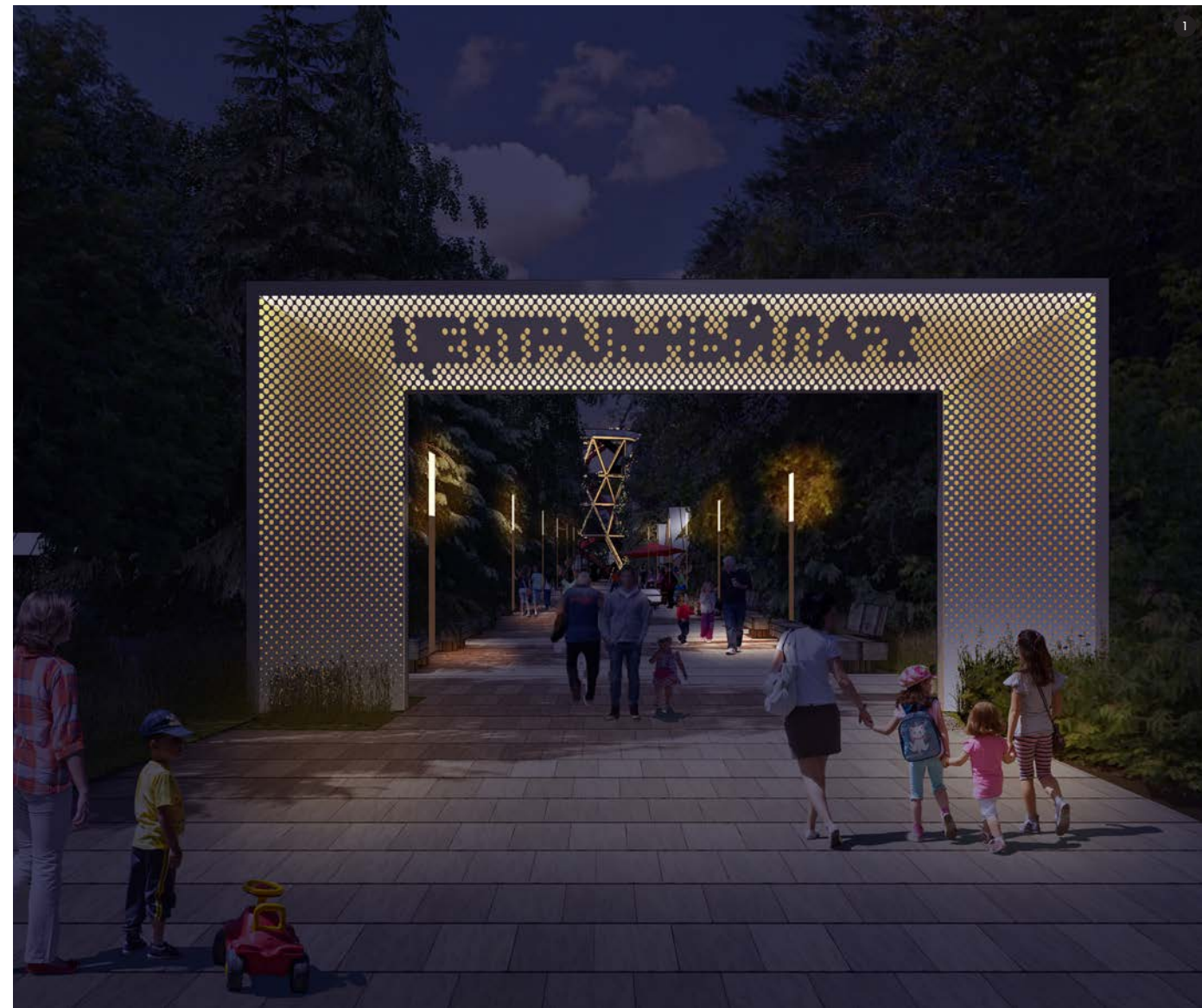
2. Navigation and wayfinding element with perforated panels and reflected lighting to be designed within consistent design code.

3. Landmark “Gorka” becomes Christmas tree with archway skaters on ice rink can slide through over winter holiday season

4. Hanging light bulbs creating delicate “lighting canopy”

5. Subtle and sensitive lighting in Historical Siberian Burg area heritage area

6. Controlled fire places in Taiga





1

2

3

9

8

4

5

6

7

Historical and cultural value

Our proposal is drawn on the Krasnoyarsk's culture, history and nature. We found inspiration in the historical features of the area and brought them back for the future.

1 - Main entrance portal. We strengthen the main axis of the park, that has always connected the main entrance with Yenisey, bringing a new portal with a viewing platform on the top.

2 - Train station. We carefully considered the reconstruction of a train station, and we aim to breathe a new life into the kids' railway making it the main route.

3 - Historical pavilions. Reconstructed and concentrated as a one historical village.

4 - "Stolby". Inspired by the original tectonic structures just outside the city, and a historical hill - a place for children's fun.

5- Market Memory Lane. Inspired by timber architectural heritage with a contemporary twist, the market lane continues the history of old Sadovaya street.

6 - Vortex Tower. The new city landmark and free amusement, inspired by the heritage of the park.

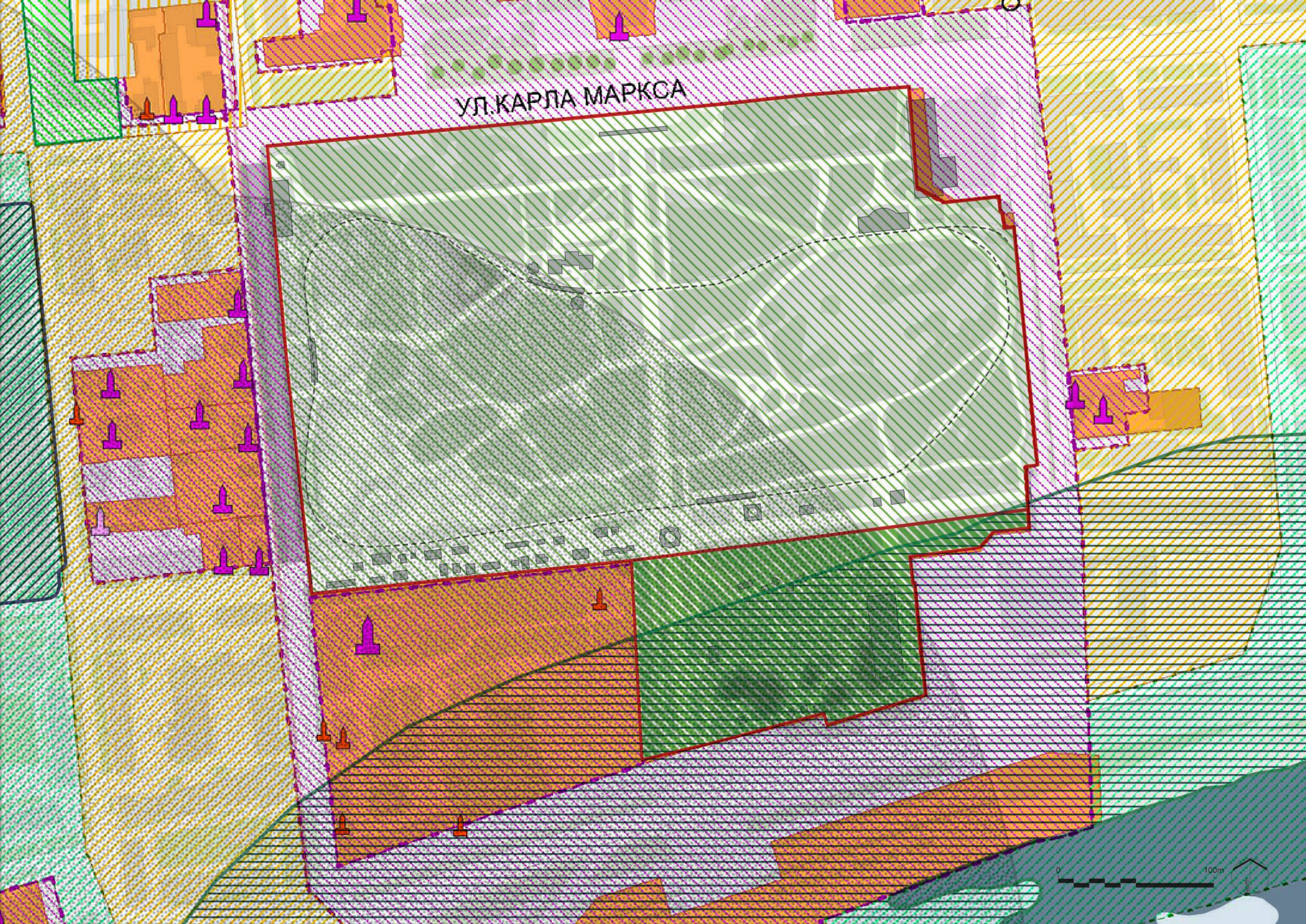
7 - Water gardens. The new city landmark and free amusement, inspired by the heritage of the park.

8 - Sculpture park

9 - Great Lawn

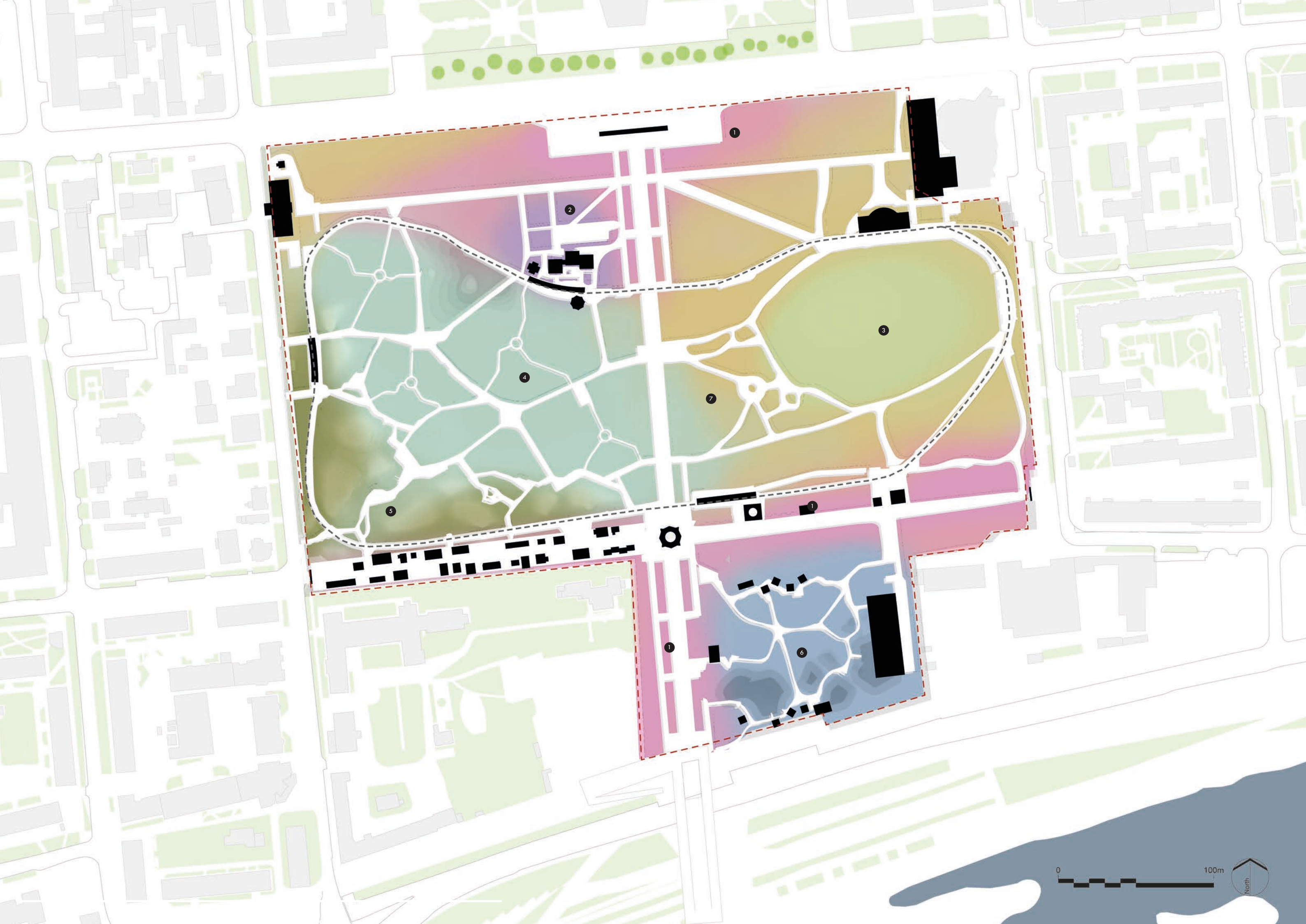


УЛ.КАРЛА МАРКСА



Plan of the historical and architectural value of the competition site with the differentiation of the land use regimes and requirements for the urban development regulations within the boundaries of the cultural heritage site





Planting character areas

The different planting character areas have been chosen to allow both people and nature to flourish. Formal planting beds along the main avenues will be a festival of colour and texture through the use of hardy, naturalistic planting. This will be a contrast against the more functional kitchen garden to the north that celebrates the history of the area. The park is currently densely planted so by adding a large area of lawn allowing the park to breathe, providing a stage to relax and play in the summer months. Using the local Taiga habitat as inspration and building upon existing flora of the region will create an ecologically robust enviroment. There are areas of the design that will become elevated, therefore, these areas will call for plants with more specialised niches such as alpine plants that thrive in high altudes. In keeping with the overall theme of ecological restoration, the wetlands area will provide vital habitat for local animal and marine wildlife, as well as a key education tool for the local community. Lastly, the wildflower meadow will provide a huge seasonal ecological benefit for the park attracting pollonators in addition to being visually attractive.



- Hardy Formal Border Planting
- Allotment and Heritage Gardens
- Lawn
- Taiga
- Alpine planting
- Wetlands
- Wildflower meadow



Tree Typology

The parks existing tree typology is diverse, from the stoic fir trees that line the main avenues, providing year- round structure to the various species of pine that provide vertical structre along with interesting bark colour and texture. In addition to the many evergreen species, there are also a viriety of deciduous trees that provide seasonal variation in colour and texture. The last tree typology is scrub planting, which is sparsly distributed across the whole site and is made up of small trees and shrubs that are an important habitat for wildlife.







- 1 Fir Trees
- 2 Evergreen trees
- 3 Deciduous
- 4 Scrub Planting Understory

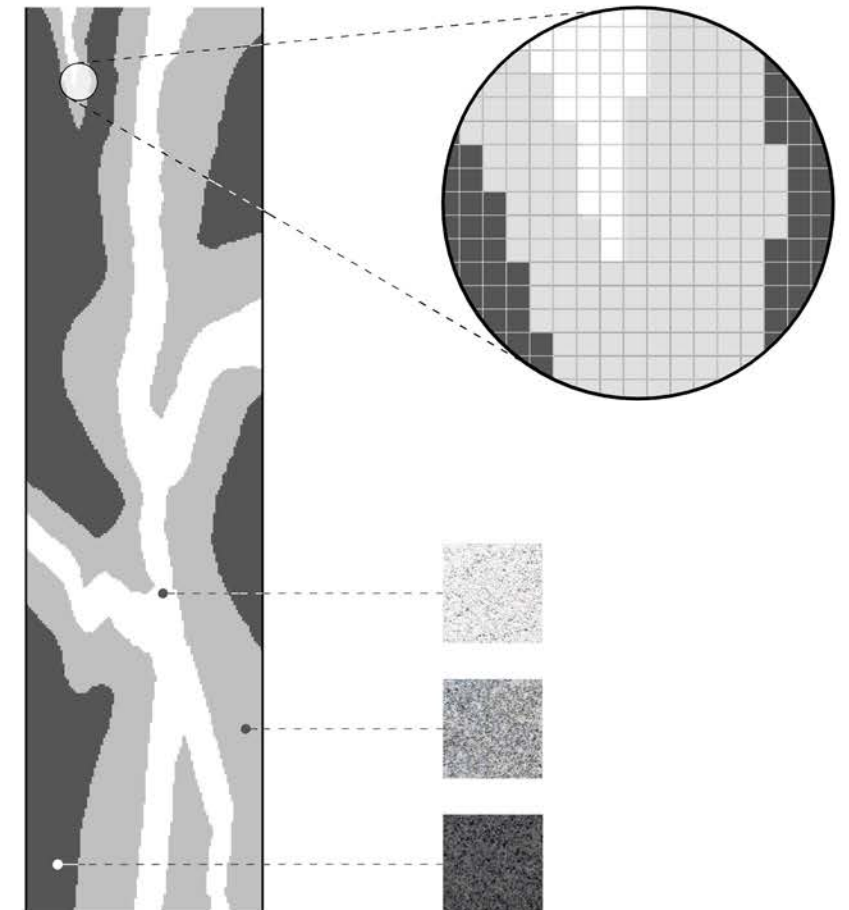
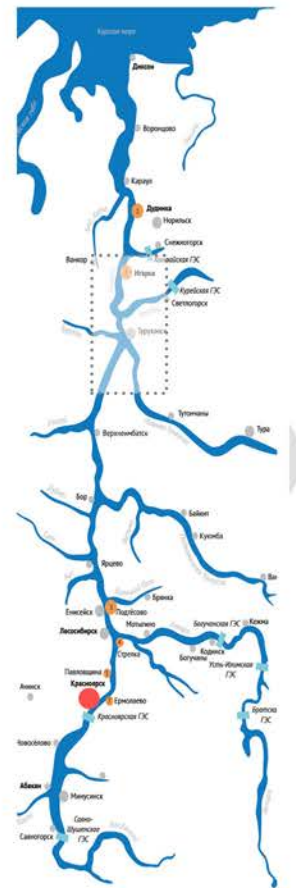
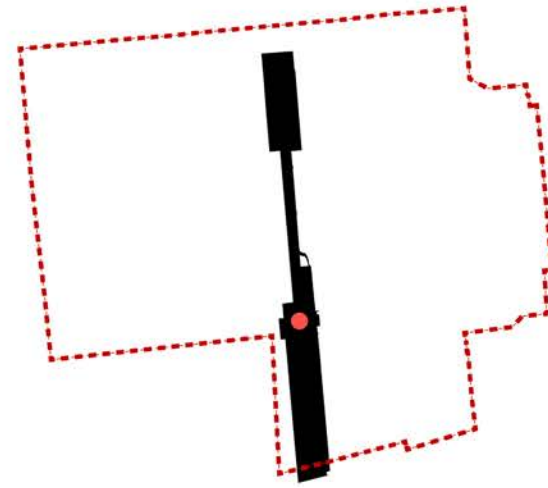


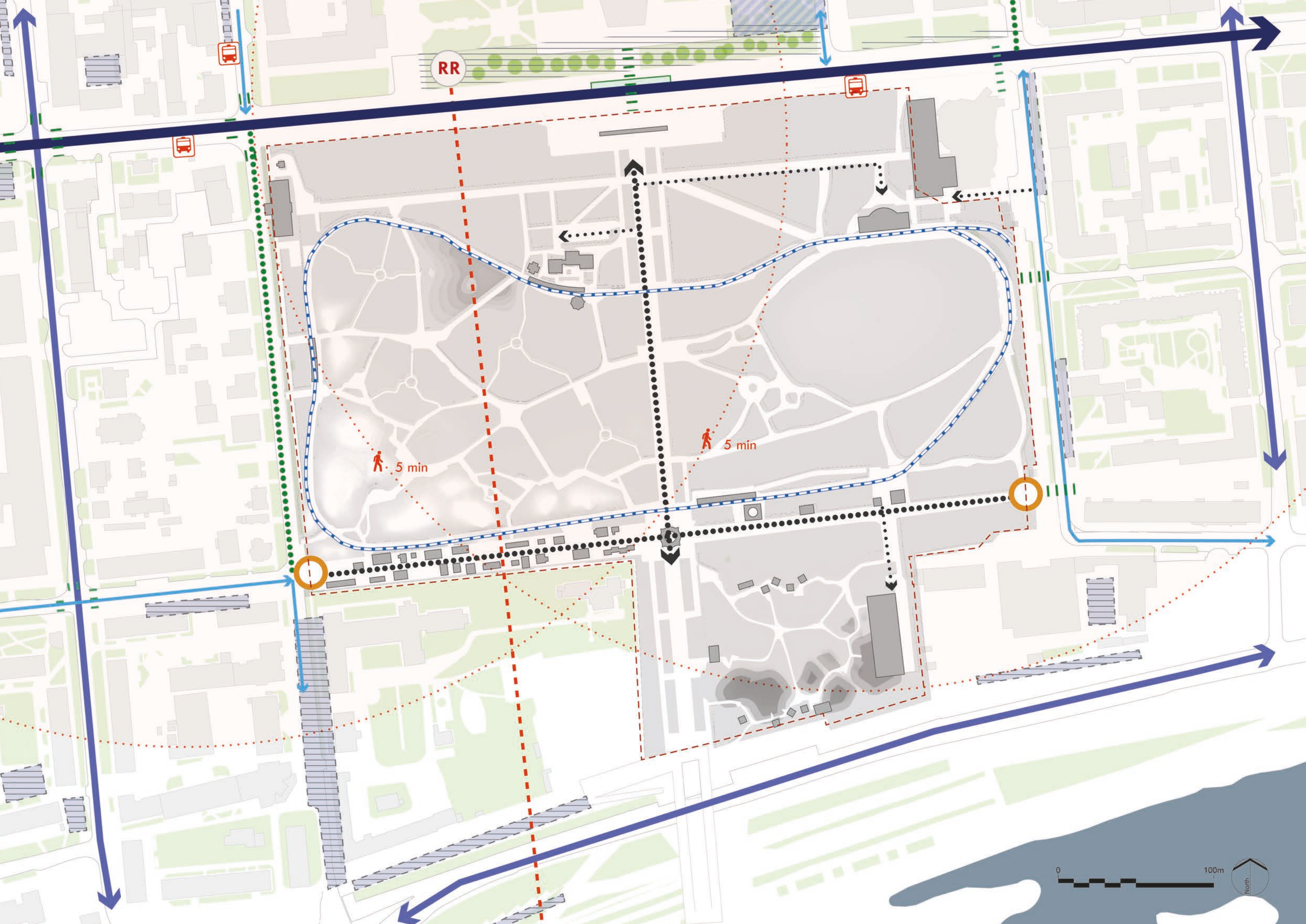
Surfaces

The ground beneath our feet is often forgotten unless it fails – at Gorky central Park we have created a simple yet elegant palette of materials which are hard wearing yet tactile, familiar and aesthetically pleasant.

In key areas of the plan we have created macro paving patterns reminding people of the wider geological features, for example a reflection of the river valley replicated along the central prospect.

-  Pixelated paving “Yenisey’s riverbed”
-  Concrete pavement
-  Gravel footpaths
-  Wooden boardwalks
















Transport and infrastructure

Our transport strategy is based on the pedestrian-oriented approach, because safety of the visitors of the park and ecology should be on the first place. First, we reduced the number of car parks adjacent to the main entrances of the park. Second, we organised the service accesses from several points, and introduced limited access regulated by sliding bollards. Third, we narrowed down the car lanes in front of the main entrance to the park, and introduced a safety island on the Karl Marx street pedestrian crossing.

The railway line is the spine of the site, we propose to add boardwalks to either side of the track to provide a continuous walking, running and skiing route throughout the park. The primary north/south and east/west route will be principally for pedestrians, cycles and emergency access. Facility access for events, restocking or maintenance will be given from the surrounding road network to the site at key gates on all sides.

We have proposed the boardwalk around the railway as this will also provide a continuous loop of facilities infrastructure of power, water and data, this central loop will have routes from it ensuring infrastructure is simple and easy to maintain.

-  primary routes (two/one way)
-  secondary routes (two/one way)
-  tertiary (local) routes (two/one way)
-  car park
-  bus stop
-  pedestrian street
-  pedestrian crossing
-  "safety island" to reduce vehicles' speed
-  limited service access to the park
-  limited service access with sliding bollards
-  servicing routes





Utilities plan

We have proposed the boardwalk around the railway as this will also provide a continuous loop of facilities infrastructure of power, water and data, this central loop will have routes from it ensuring infrastructure is simple and easy to maintain.



Existing electrical substation on the south-eastern border of the park



Existing utility corridors are following road corridors between plot red lines



Main utility loop: tracing the power and communication cables under the raised timber boardwalk along the Kids Railway ring



Local cable branches supplying power and communications laid under the raised timber boardwalk of the eco-trails (camouflaged lighting power cables)



Underground local cable branches for power grids, lighting and communications



Power substations and technical facilities integrated into the terraced landform of the children’s playground «Stolby»



Heat and water pipelines supplying new build structures (connected to city wide networks)



Sewer pipelines tracing, connected to the city sewer network



Sustainable urban drainage to collect surface runoff, rain and melt water along key walking routes in the park



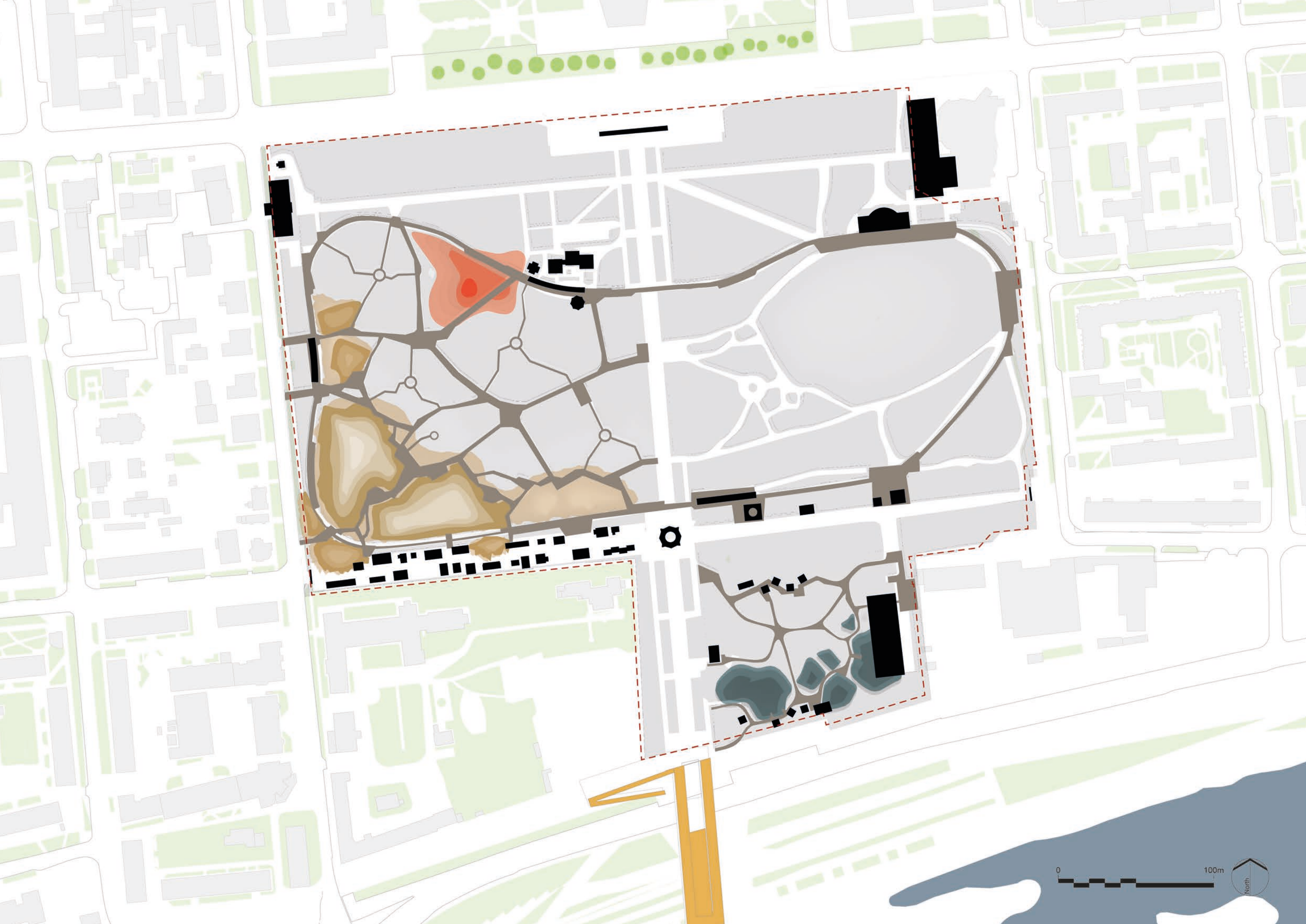
Concealed rainwater drainage system (integrated into the paving / hard surfacing)



Sustainable urban drainage: collection and stage-by-stage filtration of surface rainwater runoff and melting snow water into the system of seasonal eco-ponds

Assessment of the increase in consumption of utilities

	ITEMS	Spa centre	Cafe-restaurant at Spa complex	Rent Equipment	Other services	Lighting	Total
	Required power of electricity kW	743,4	6,5	0,1	30,8	62	842,8
	Required gas capacity m³ / h	6,6	0,2	0,0	1,7	0,0	8,5
	Required drainage capacity m³ / h	88,8	0,1	0,0	0,0	0,0	88,9
	Required hot water capacity m³ / h	53,2	0,0	0,0	0,0	0,0	53,2
	Required cold water capacity m³ / h	35,5	0,0	0,0	0,0	0,0	35,5



Conceptual scheme of the territory with different design and engineering solutions

Engineering works across the site involve earthworks and construction. The sunken playground area and ponds system require a certain amount of soil to be excavated. This volume can be used further for the formation of the “Stolby” area at the historical sliding hill site. Part of this earth structure is constructed on top of built structures, where service premises will be accommodated.

Some of the boardwalks meandering through the site are elevated above the ground.

The new bridge with a viewing platform will connect the park area with a larger network of public open space and provide a seamless integration with the embankment.

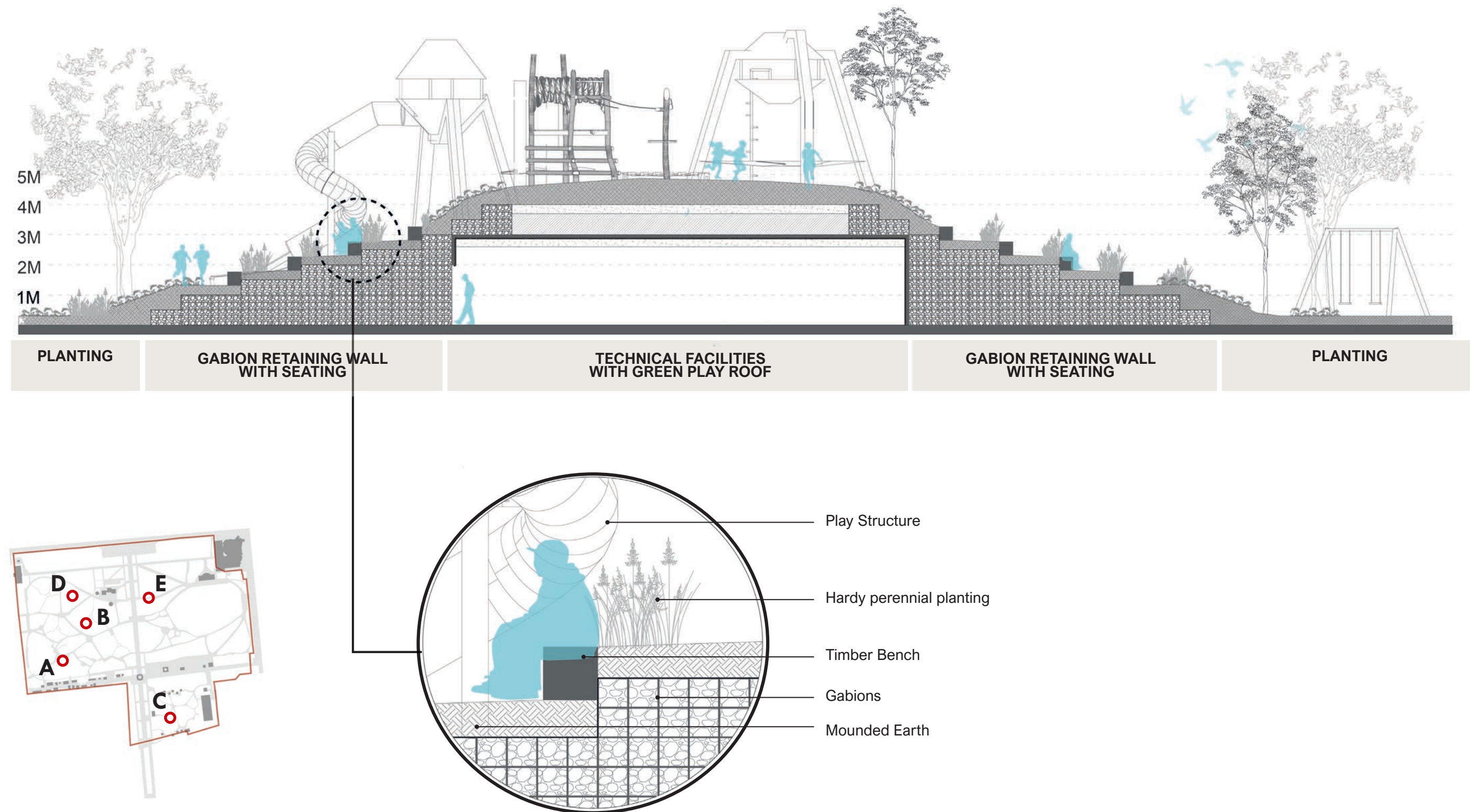


- Sunken playground area
- Ponds formation
- Artificial hill structures covering built structures
- Elevated boardwalks
- Bridge/viewing platform

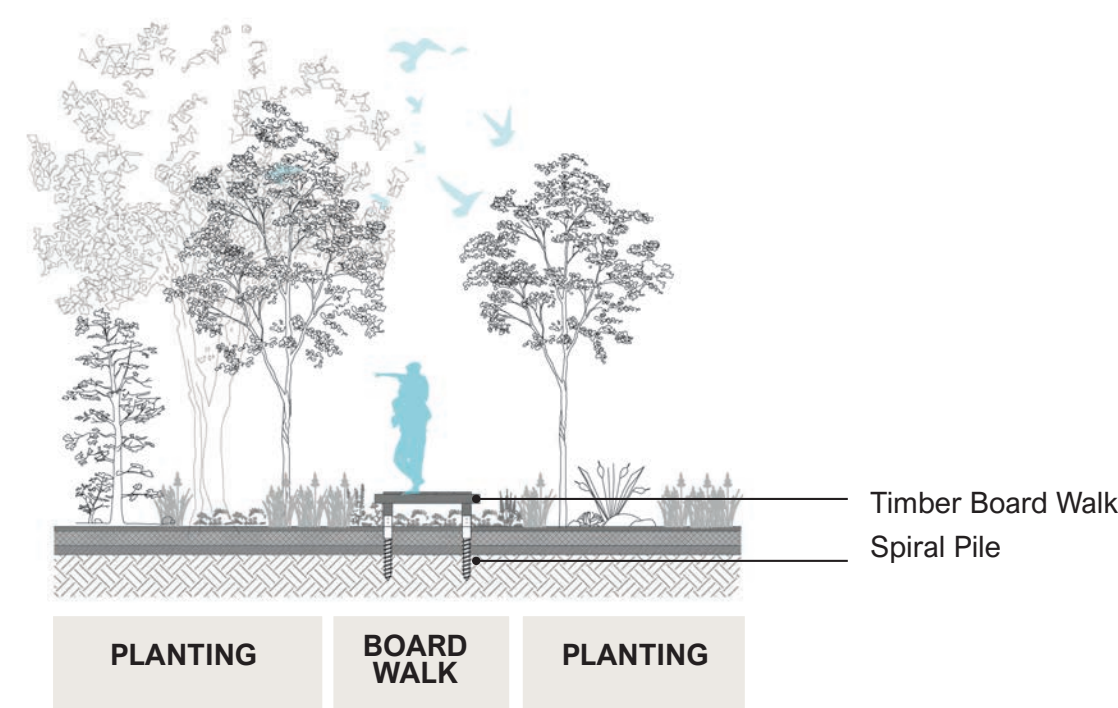


Details

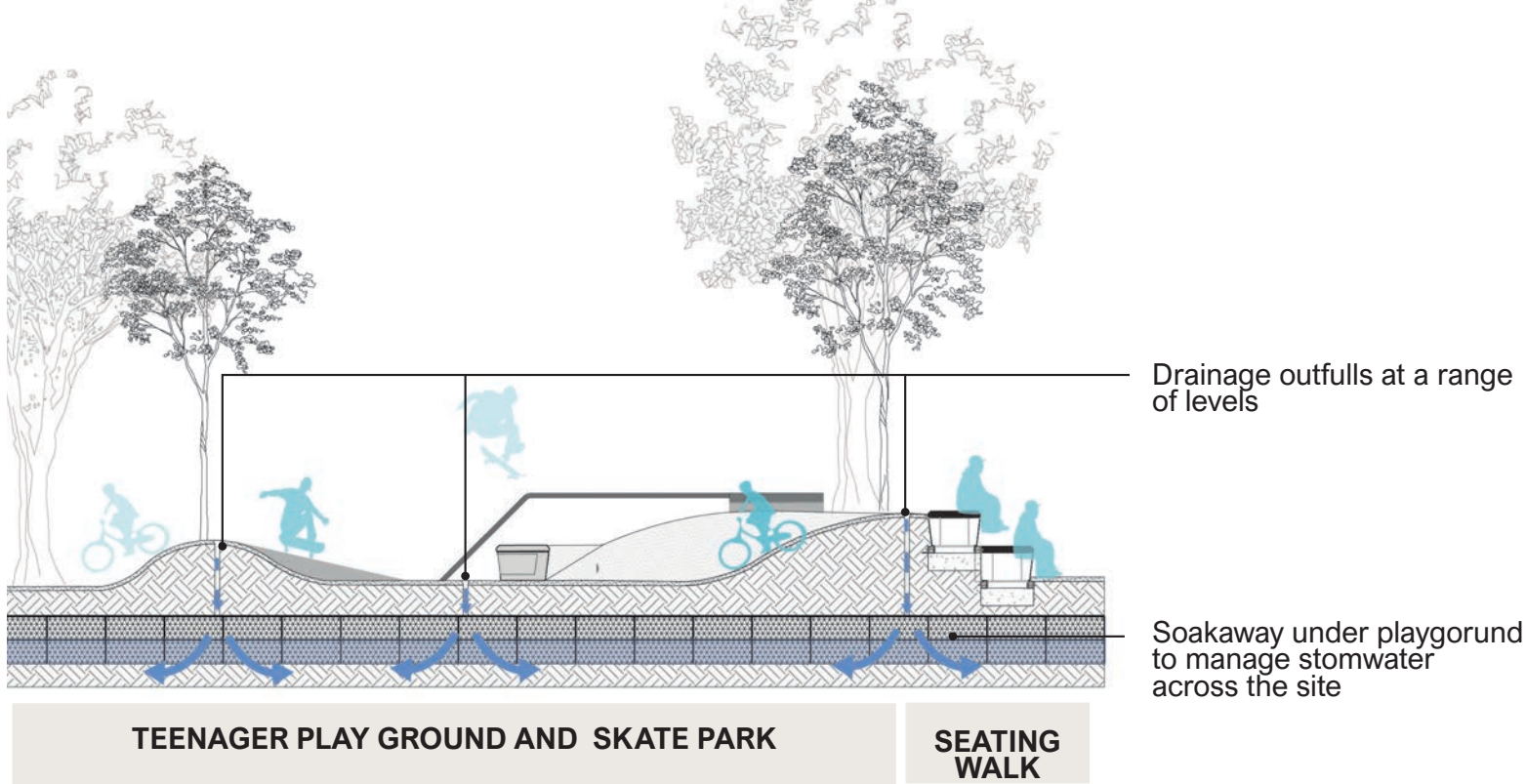
SECTION A . Green roof with play areas on top of the technical facilities at Stolby Hills”



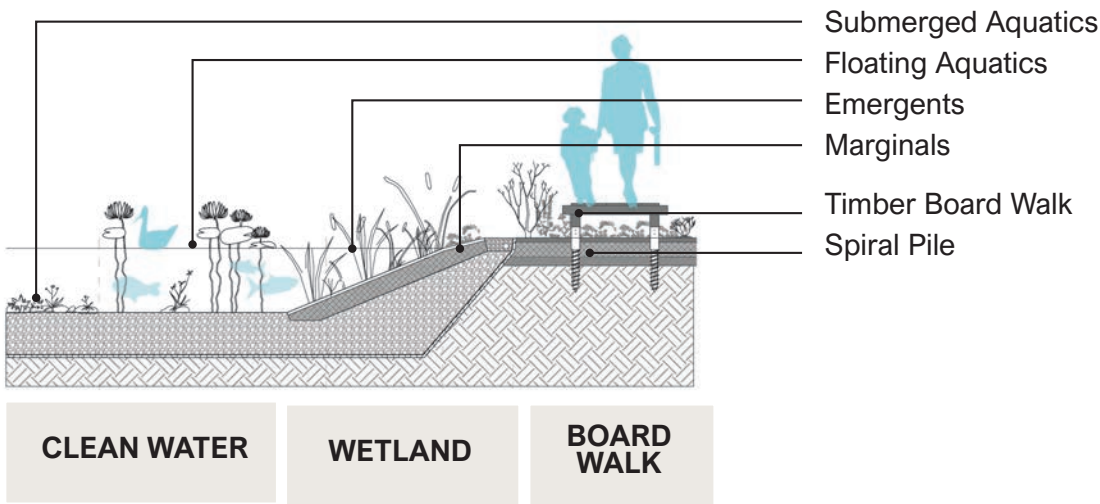
SECTION B. Elevated boardwalks (taiga eco trails)



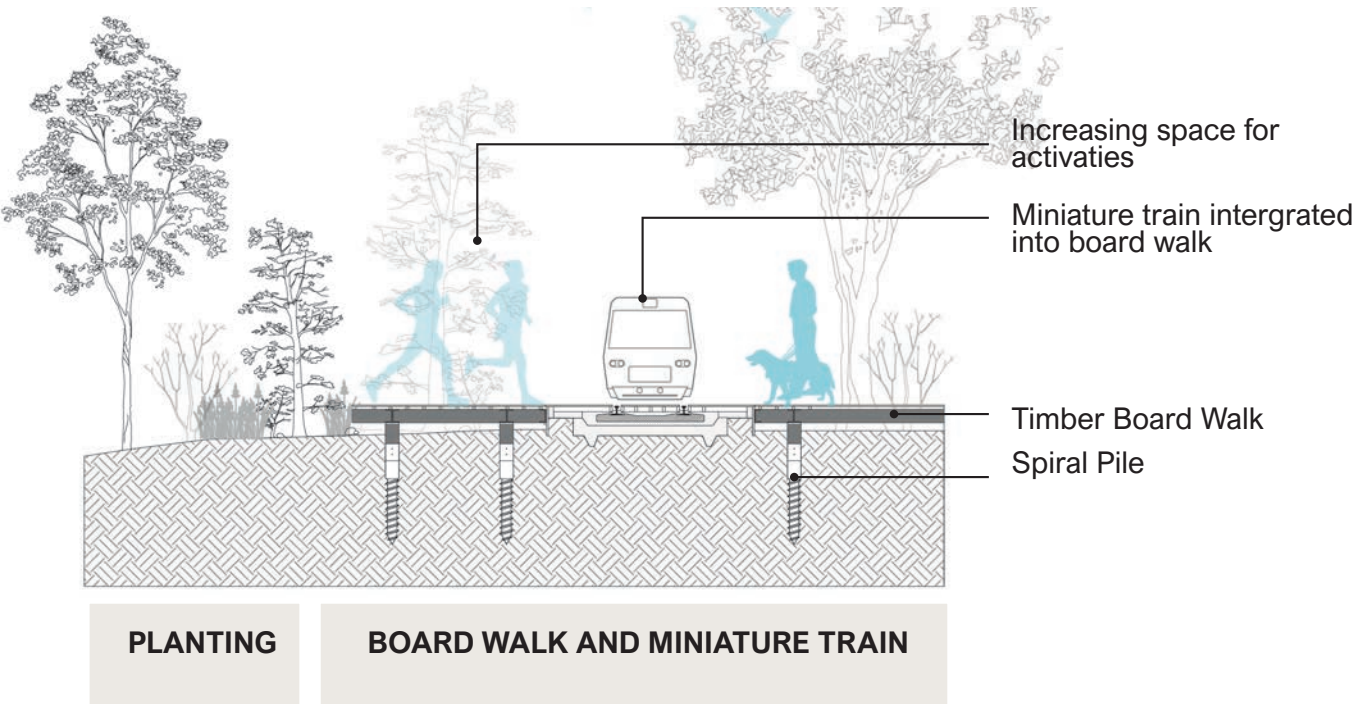
SECTION D. Teens playground (rainwater collection and removal)


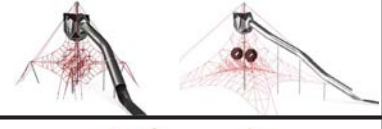























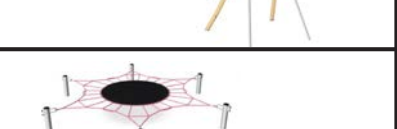


SECTION C. Wetland Bowl edge condition



SECTION E. Wetland Bowl edge condition









Functional components of the children's playground «Stolby» to be designed following next detailed stage of work		
Images	Components	Total
	Open slides of different heights	6
	Closed slides (pipes) of different length	4
	Fortress timber castle	2
	Balancing bridges	5
	Hammocks	6
	Swing (pair scales)	6
	Swings (single on hangers)	8
	Springs	8
	Spatial nets (climbing frames)	3
	Spinning	6
	Training grounds	4
	Water games (tap / cascade)	2
	Sand play area with kids equipment «Excavator»	2

Functional components of the children's play area and sports playground «Berloga», to be designed following next detailed stage of work		
Images	Components	Total
	Skate Park / Rollerdrome / BMX / Parkour	1
	MUGA (tennis, basketball, mini-football, volleyball)	2
	Climbing wall (urban parkour)	1
	Slope/ sculptural group «Siberian Bear»	1
	Spatial maze	1
	Multifunctional sports trainer (workout zone)	2
	Entertainment mega «tower» with a slide	1
	Outdoor Table Tennis	6
	Hammocks	6
	Basketball hoop / mini football goal	4
	Zip-line	1
	Jumping	2
	Outdoor exercise equipment (spinning for arms and legs (cardio + stretching + power lifting))	12

3.6 Proposals on the design of urban environment

Tabulated catalogue of the recommended examples of small architectural forms by configuration and location, including: urban furniture and equipment, temporary structures, children’s play-grounds and sport grounds, components of decorative design

Small architectural forms and objects proposed for use on the territory of Central Park				
Images		Components	Total	
Entrance groups and navigation elements				
		Central entrance portal	1	
		Eastern/western access portal	2	
		Way-finding navigation stella	18	
Kids railway				
		Canopies over the train platforms	3	
Street furniture				
		Bollards	Static	64
			Movable	6
		Tables and seating (Sadovaya Market Street)		80
		Benches		60
		Taiga fireplace		5
		Litter bin		210
Lighting equipment				
		Lighting pole (1,2м)		400
		Lighting pole (3м)		260
		Lighting pole (4,5м)		200

4.0

Assessment of expenses for implementation of the competition proposals and assessment of social and economic effect from implementation of the concept

COST ESTIMATE

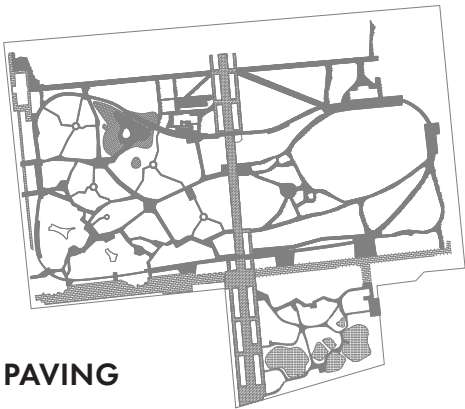
FIRST STAGE

№	ITEM	Amount	Unit	Price, rub	Costs, rub
Paving					141,605,150
1	Wooden decking	17088	m2	2000	34,176,000
2	Gravel paths	8519	m2	2000	17,038,000
3	Rubber crumb (playground)	1823	m2	3550	6,471,650
4	Sand (playground)	686	m2	3000	2,058,000
5	Tiles	6375	m2	4500	28,687,500
6	Concrete	3079	m2	5000	15,395,000
7	Asphalt	12593	m2	3000	37,779,000
Excavation					82,178,100
8	Elevation, playground area	39483	m3	2000	78,966,000
9	Playground	4549	m3	300	1,364,700
10	Water reservoirs	6158	m3	300	1,847,400
Pavillions and buildings					174,165,000
11	Main entrance	1	PC	10000000	10,000,000
12	Additional entrances	2	PC	3000000	6,000,000
13	Kiosks	22	PC	400000	8,800,000
14	Playground	1	PC	80000000	80,000,000
15	Memorial	1	PC	7995000	7,995,000
16	Benches and tables	140	PC	100000	14,000,000
17	Bins	210	PC	20000	4,200,000
18	Navigation elements	18	PC	80000	1,440,000
19	Artificial stone	8	PC	450000	3,600,000
20	Heated public toilet with two cabins	3	PC	1980000	5,940,000
21	Park administration building	500	m2	50000	25,000,000
22	Pavilion (sports equipment rental)	200	m2	20000	4,000,000
23	Reconstruction of historical buildings	372	m2	20000	7,440,000
24	Media center	115	m2	50000	5,750,000

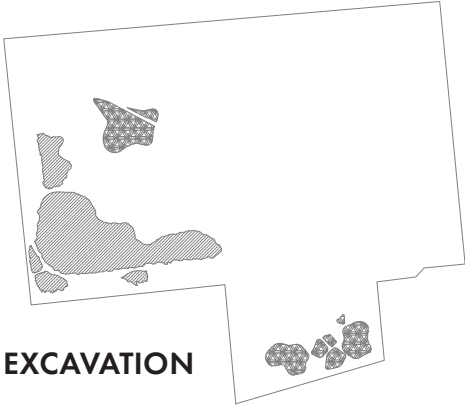
№	ITEM	Amount	Unit	Price, rub	Costs, rub
Lighting					55,500,000
25	Lighting for public areassites (26,000 m2): lighting poles, installation of poles, energy-efficient lamps 60 W, laying of cable networks	260	PC	75,000	19,500,000
26	Lighting for paths (10 km, step 12 m): park lighting poles, installation of poles, energy-efficient lamps 60 W, laying of cable networks	600	PC	60,000	36,000,000
27	Decorative lighting	10000	PC		
Landscaping					45,984,000
28	Landscape composition	60	PC	60000	3,600,000
29	Planted trees	1000	PC	20000	20,000,000
30	Bushes	1500	PC	4000	6,000,000
31	Lawn	12384	m2	1000	12,384,000
32	Large trees	20	PC	200000	4,000,000
TOTAL					

SECOND STAGE

№	ITEM	Amount	Unit	Price, rub	Costs, rub
Second stage objects					
1	Летний кинотеатр	1	PC	45,000,000	45,000,000
2	Обзорная башня	1	PC	30,000,000	30,000,000
3	Спа -зона с кафе	1	PC	350,000,000	350,000,000
4	Пешеходный мост	1	PC	300,000,000	300,000,000
TOTAL					725,000,00



PAVING



EXCAVATION



LANDSCAPING



BUILDINGS

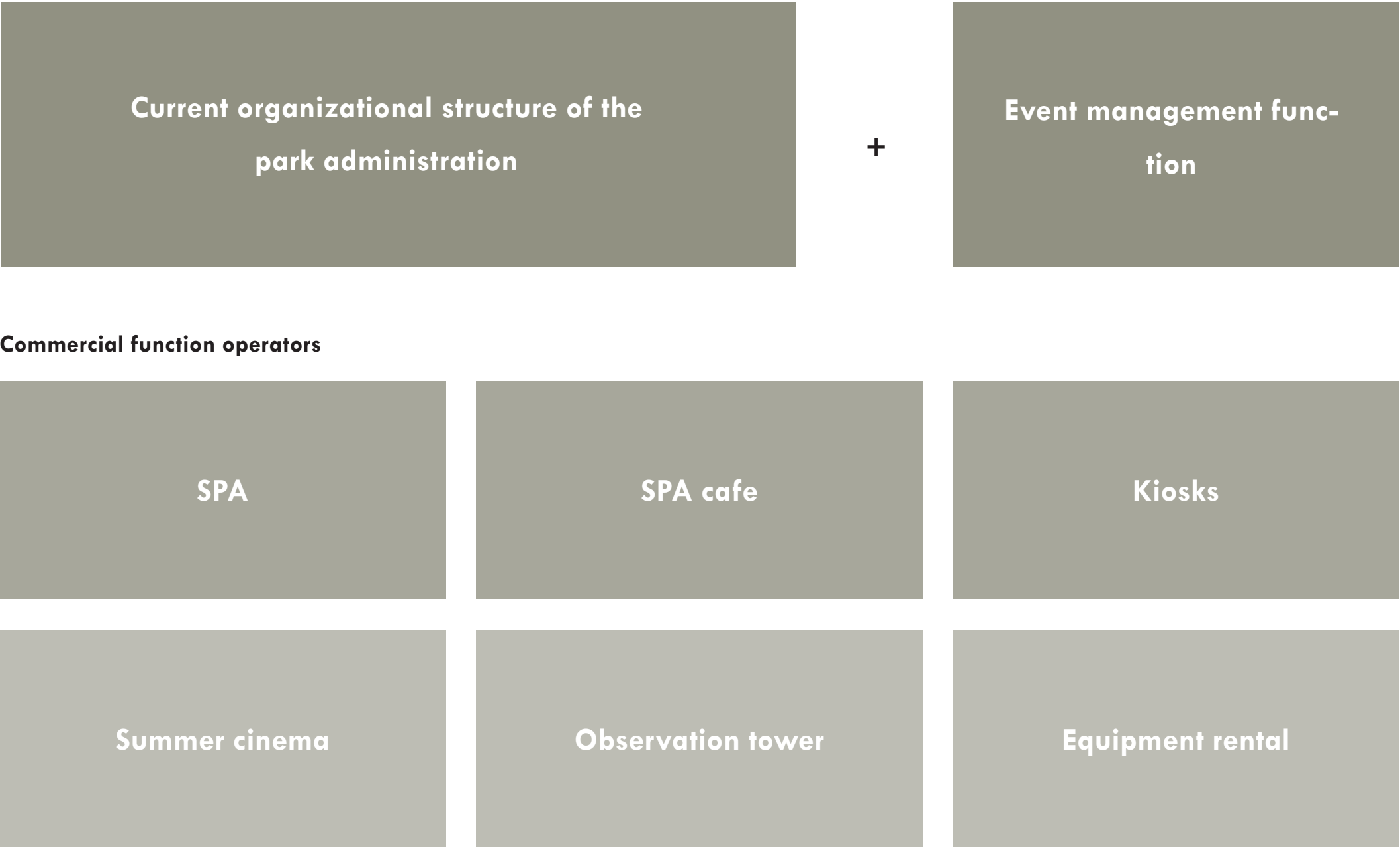
MANAGEMENT MODEL

The park management model assumes a number of changes.

Due to the increase in the number of events to take place in the park, it is proposed to supplement the current functionality of the park administration with the event management function.

It is proposed to transfer commercial functions in the park to private operators.

Part of the income from commercial functions is proposed to be allocated to operating expenses and maintenance.



ROAD MAP

	2020	2021	2022	2023
		01.0101.06		
PARK INFRASTRUCTURE IMPROVEMENT		STAGE 1: PAVING, LANDSCAPING, LIGHTING, NAVIGATION, PAVILLIONS		STAGE 2: SUPPLEMENTING THE BASIC INFRASTRUCTURE DEPENDING ON THE NEEDS OF VISITORS
	Concept	Design	Construction and installation work of the first stage	
COMMERCIAL INFRASTRUCTURE			Construction and installation works of a pedestrian bridge	
			BASIC SERVICES	EXPANDING OF SERVICES
			Kiosks	SPA
			Equipment rental	SPA cafe
				Observation tower
				Summer cinema
PROGRAM		MARKETING STRATEGY DEVELOPMENT	MAINTAINING AND UPDATING THE ECOSYSTEM FOR THE PROVISION OF SERVICES IN THE TERRITORY	
		Development of branding and year-round event program	Creating a unified ecosystem to promote provided services, as well as general information about the park	

INVESTMENTS

- Investments in the project can be divided into three categories:
- The first stage of improvement within the park boundaries. The full composition and cost of the work is provided on a separate slide. These expenses are planned to be covered by Rusal.
 - The second stage of improvement outside the park is a pedestrian bridge
 - The second stage of improvement is proposed to be financed by the federal budget within the framework of the federal project “Formation of a comfortable urban environment” of the national project “Housing and urban environment” with co-financing of the region
 - The development of commercial infrastructure is financed by business.

OBJECTS	FUNDING SOURCES	2021-2022	2023-2029	TOTAL THOUSANDS ROUBLES
1. THE FIRST STAGE				486.632
Coating	RUSAL	141.605		141.605
Excavation	RUSAL	82.178		82.178
Buildings and pavillions	RUSAL	161.365		161.365
Lighting	RUSAL	55.500		55.500
Landscaping	RUSAL	45.984		45.984
2. THE SECOND STAGE				300.000
Construction of the pedestrian bridge	federal support project «Development of a comfortable urban environment»		300.000	300.000
3. COMMERCIAL INFRASTRUCTURE				437.800
SPA	100% private investment		300.000	300.000
SPA cafe	100% private investment		50.000	50.000
Kiosks	100% private investment	8.800		8.800
Summer cinema	100% private investment		45.000	45.000
Observation tower	100% private investment		30.000	30.000
Equipment rental	100% private investment	4.000		4.000
3. TOTAL VOLUME OF INVESTMENT				
Infrastructure investment	Total	499.432	725.000	1.224.432
	of which private funds	499.432	425.000	924.432
	of which public funds	-	300.000	300.000

FINANCIAL MODEL.
PARAMETERS
AND ACTIVITIES

The financial model of the project is calculated for 10 years and is based on 6 commercial functions that generate income:

- SPA
- Cafe at the SPA
- Equipment rental
- Summer cinema
- Observation tower
- Kiosks

The model did not take into account the costs of acquiring and leasing land plots, connecting to utilities, property and land taxes, as well as the possibility of attracting debt financing.

Taxation in the model is calculated based on the simplified tax system (Russian - USN).
The minimum wage is set at 12.130 rub per month
Discount rate - 10.5%

PARAMETERS			
Nº	Index		
		Value	Unit
1	Seasonality	Number of peak days	59 days
		Number of base days	159 days
		Number of low days	147 days
2	Occupancy	average	60% coeff.
3	Total number of users of commercial services	person / year	300.000 people

INCOME		
Nº	Name and type of the object that generates revenue	Revenue per year, thousand rubles in 2030
1	Spa complex	269.157
2	Cafe at the SPA complex	188.410
3	Equipment rental	17.495
4	Summer cinema	26.243
5	Observation tower	
6	Trade pavilions	
TOTAL revenue for the year		501.305

EXPENSES		
Nº	Expenditure	Comments
1	Administrative expenses	4% of revenue
2	Business expenses	13% of revenue
2.1	incl. marketing support and event program	3% of revenue
3	Production costs	23% of revenue
4	Repair and renovation costs of fixed assets	7% of revenue
5	Salary fund	7% of revenue
6	Social Security contributions	23% of payroll
7	Personal income tax	13% of payroll
8	Sales tax	STS 6%
TOTAL expenses for the year (excluding land tax, property tax, loan payments)		

FINANCIAL MODEL 2021-2030

OPERATING AND INVESTMENT ACTIVITIES

ACTIVITIES	INDICATORS	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	TOTAL
OPERATIONS	Total income	-	197.243	388.732	403.115	418.031	433.498	449.537	466.170	483.418	501.305	3.741.050
	Operating expenses, total	-	-149.838	-245.633	-254.722	-264.147	-273.920	-284.055	-294.565	-305.464	-316.766	-2.389.110
	Administrative expenses	-	-8.169	-16.942	-17.569	-18.219	-18.894	-19.593	-20.318	-21.069	-21.849	-162.622
	Business expenses	-	-24.203	-50.196	-52.053	-53.979	-55.976	-58.048	-60.195	-62.423	-64.732	-481.806
	Production costs	-	-44.002	-91.261	-94.637	-98.139	-101.770	-105.536	-109.440	-113.490	-117.689	-875.964
	Repair and renovation costs of fixed assets	-	-24.872	-25.793	-26.747	-27.737	-28.763	-29.827	-30.931	-32.075	-33.262	-260.007
	Salary fund	-	-26.877	-27.871	-28.903	-29.972	-31.081	-32.231	-33.423	-34.660	-35.943	-280.961
	Social Security contributions	-	-6.386	-6.623	-6.868	-7.122	-7.385	-7.659	-7.942	-8.236	-8.541	-66.762
	Personal income tax	-	-3.494	-3.623	-3.757	-3.896	-4.041	-4.190	-4.345	-4.506	-4.673	-36.525
	Sales tax	-	-11.835	-23.324	-24.187	-25.082	-26.010	-26.972	-27.970	-29.005	-30.078	-224.463
INVESTMENT	Total cash outflows from investing activities	-499.432	-725.000									-1.224.432
	of which private funds	-499.432	-425.000									-924.432
	of which public funds	-	-300.000									-300.000
NET PROFIT	Total	-	47.405	143.099	148.394	153.884	159.578	165.482	171.605	177.955	184.539	1.351.940

FINANCIAL MODEL
KEY FIGURES
2021-2030

The total capital expenditures of the project are 1.2 billion rubles. Income from commercial functions of the park covers all the costs of improvement in 10 years, the project is paid off.

Since the project will be financed from various sources (Rusal funds, funds from the federal, regional, municipal budgets, funds of individual investors), it is important to provide for a mechanism for redistributing income from commercial functions to cover investment / operating costs for the improvement and maintenance of the park, as well as for the event program.

This can be realized, for example, by fixing in the contract the obligation of the lessees, to give a fixed part or a share of the income for these purposes.

KEY FINANCIAL INDICATORS			
№	ITEM	VALUES (total for the entire period)	Unit
1	Total capital costs	1.224.432	thousand roubles.
2	Gross proceeds	3.741.050	thousand roubles
3	Operating expenses:	2.389.110	thousand roubles
4	Employee wage fund	280.961	thousand roubles
5	Tax and social contributions	327.750	thousand roubles
9	Net profit	1.351.940	thousand roubles
10	Discounted payback period (DPP)	10	years
11	Internal Rate of Return (IRR)	14,07	%
12	Net present value (NPV) rate 10.5%	264.865	thousand roubles

SOCIO-ECONOMIC EFFECTS

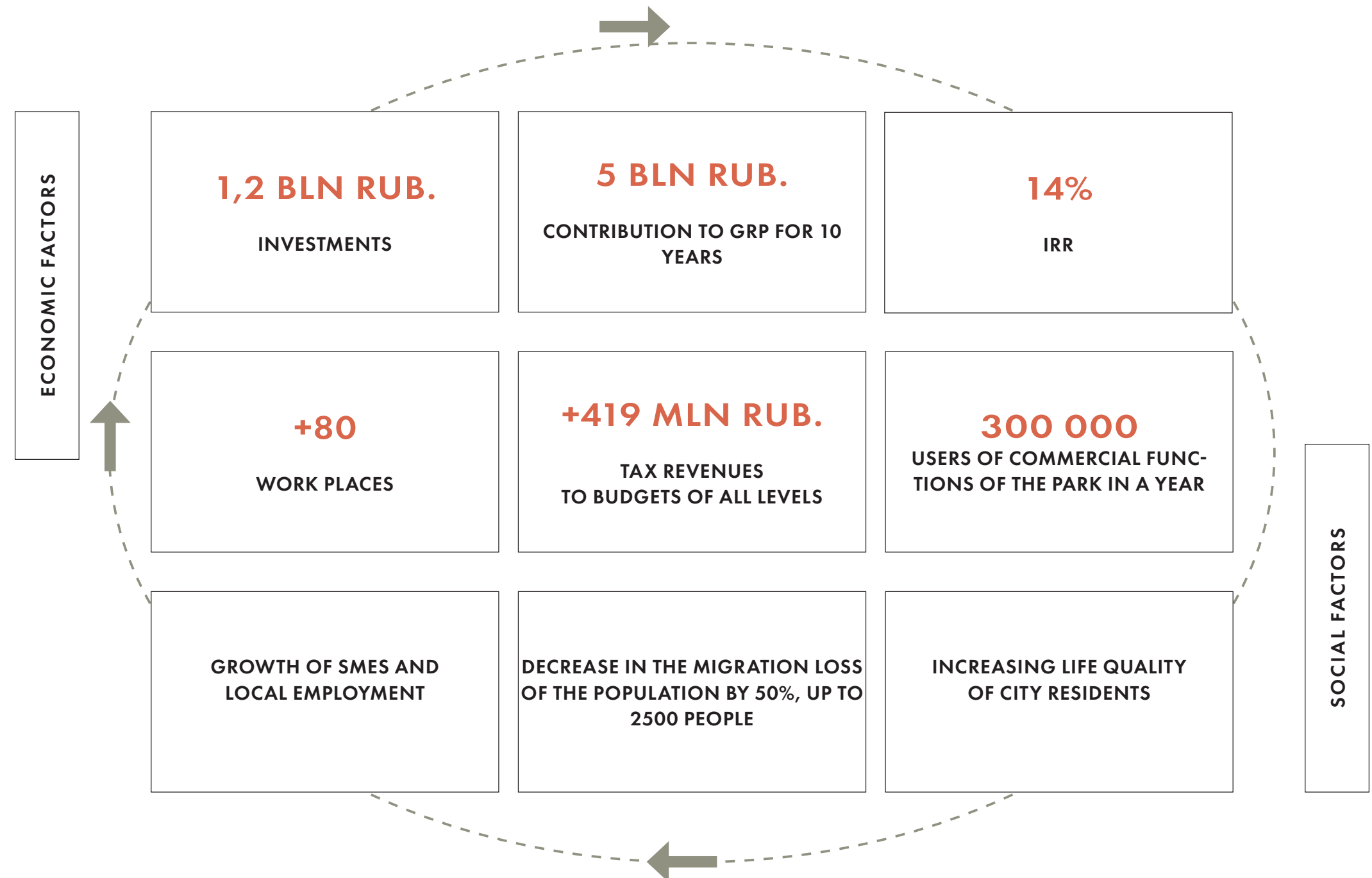
To assess the socio-economic efficiency of the project, an adapted Visitor Spending Effects Model of the US National Park Service was used, taking into account the direct and induced effects of the project.

In general, the park development and operations has positive synergy effects on a number of related industries, such as:

- agro-industrial complex (agriculture, food industry and public catering);
- wholesale and retail trade (food, consumer goods);
- transport infrastructure (automobile and railways, air transportation);
- energy infrastructure (electricity and gas supply);
- housing and communal services (water supply and sewerage, disposal of solid household waste);
- vocational education institutions of all levels (staffing qualified employees);
- information and telecommunication systems (use of Internet services for receiving information services).

The multiplication process starts with a change the volume of production of goods, services, services or Expenditures Changes in expenditures lead to changes in imports, tax revenues and profit margins.

Also, production volumes in other sectors of the economy may change. These changes reflect the indirect effects of changes in labor income (volume of income tax) and income households (the amount of per capita tax and savings). As a result, the volume changes costs for local goods and services, volume imports, tax revenues and indicators arrived.



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