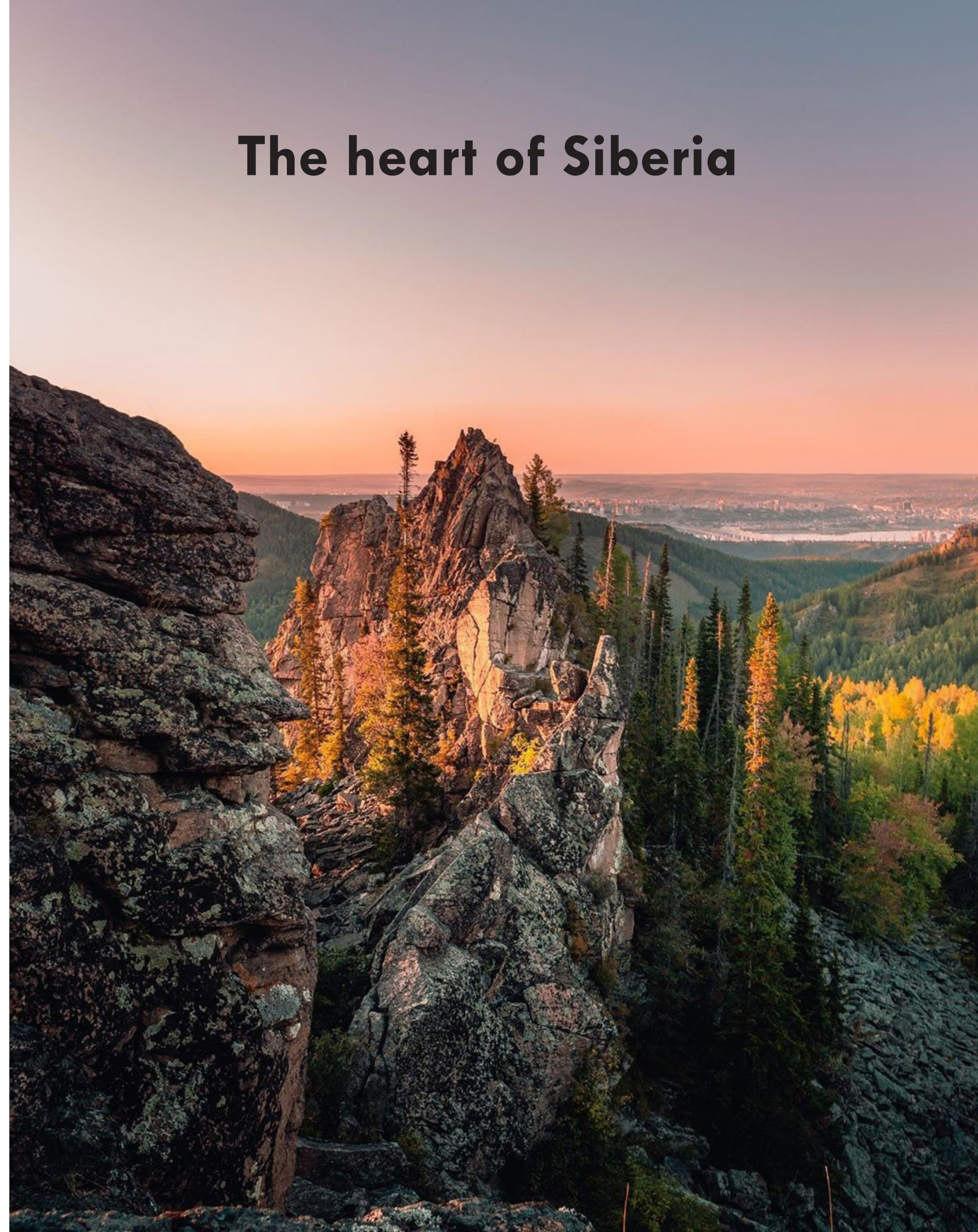


**“In snowy Siberia, frosty
Siberia, -
There is no people more
hearty than us!”**

- Krasnoyarsk City Anthem



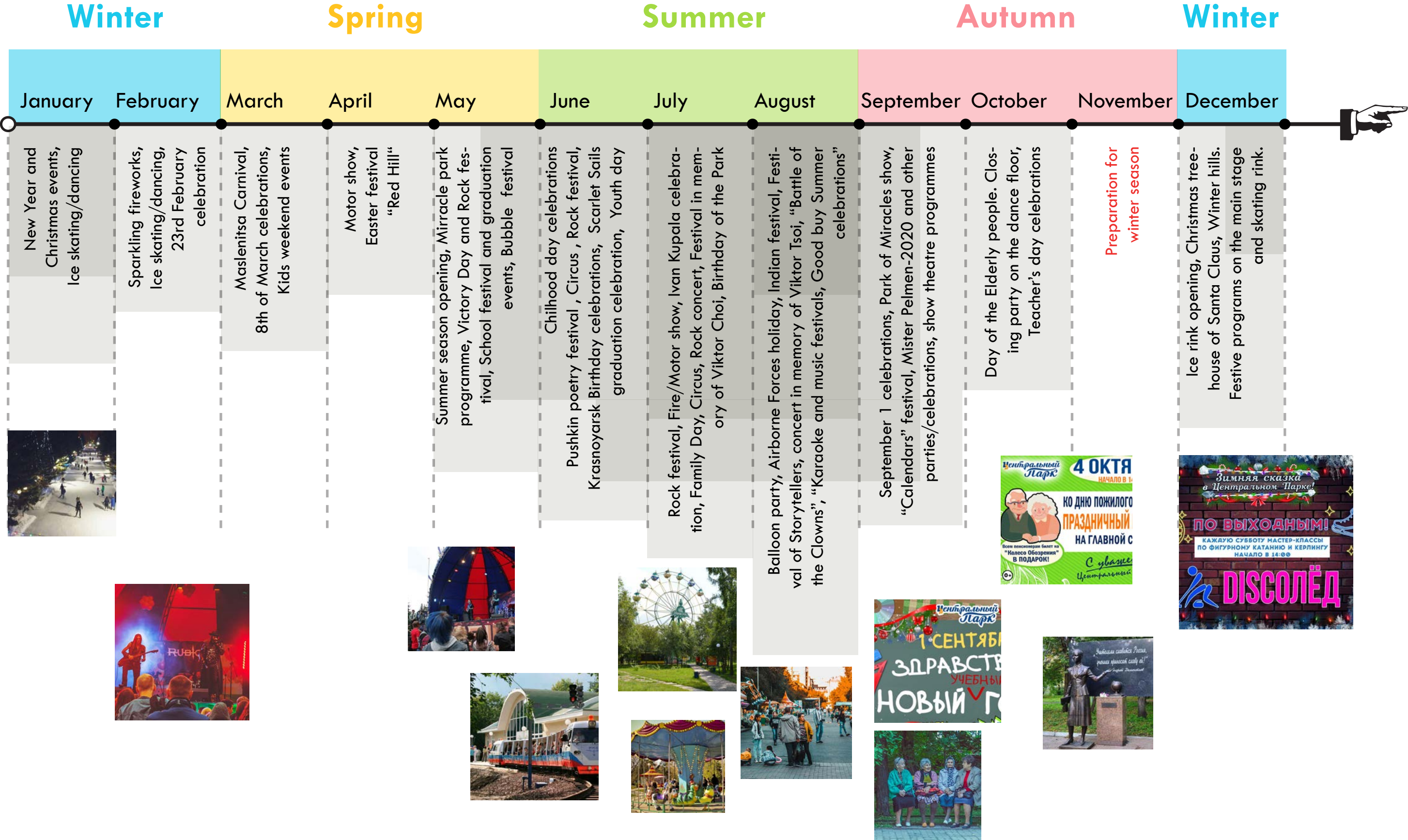
The heart of Siberia



Krasnoyarsk People Context

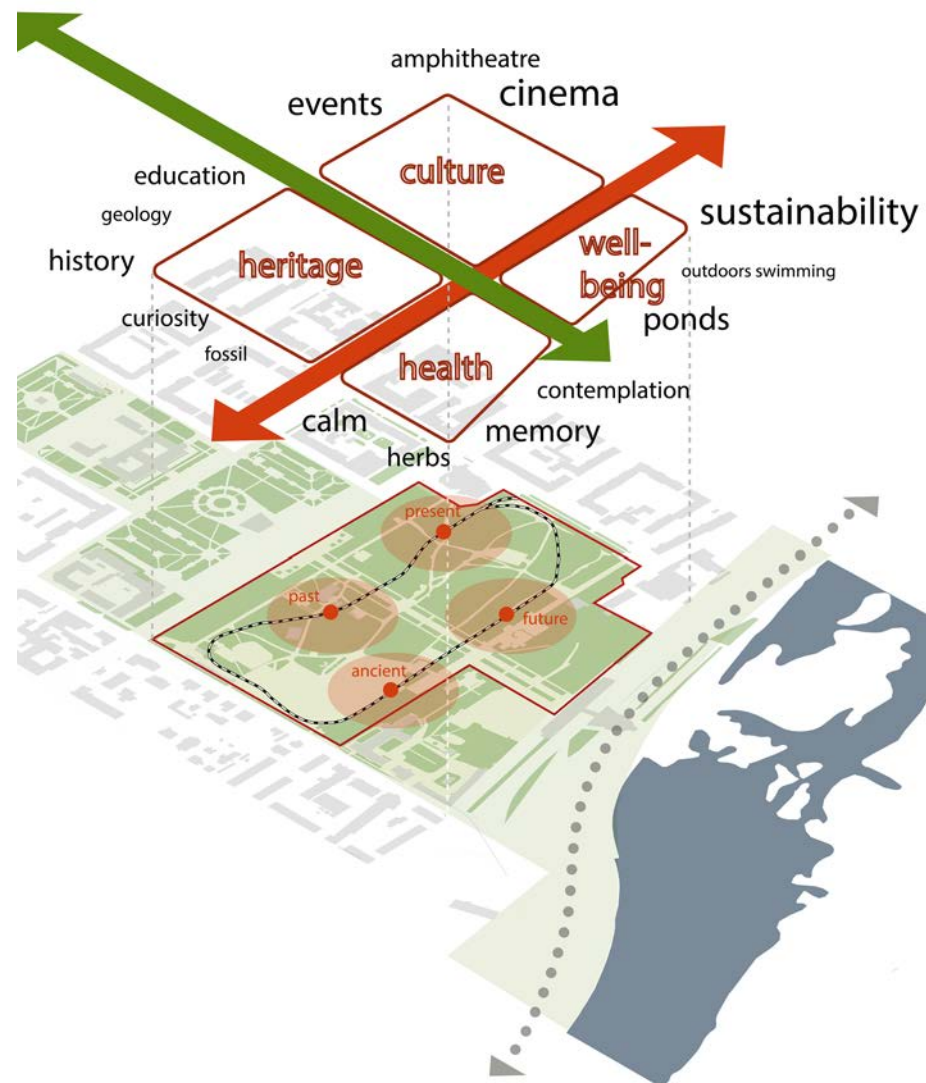


Event calendar opportunities

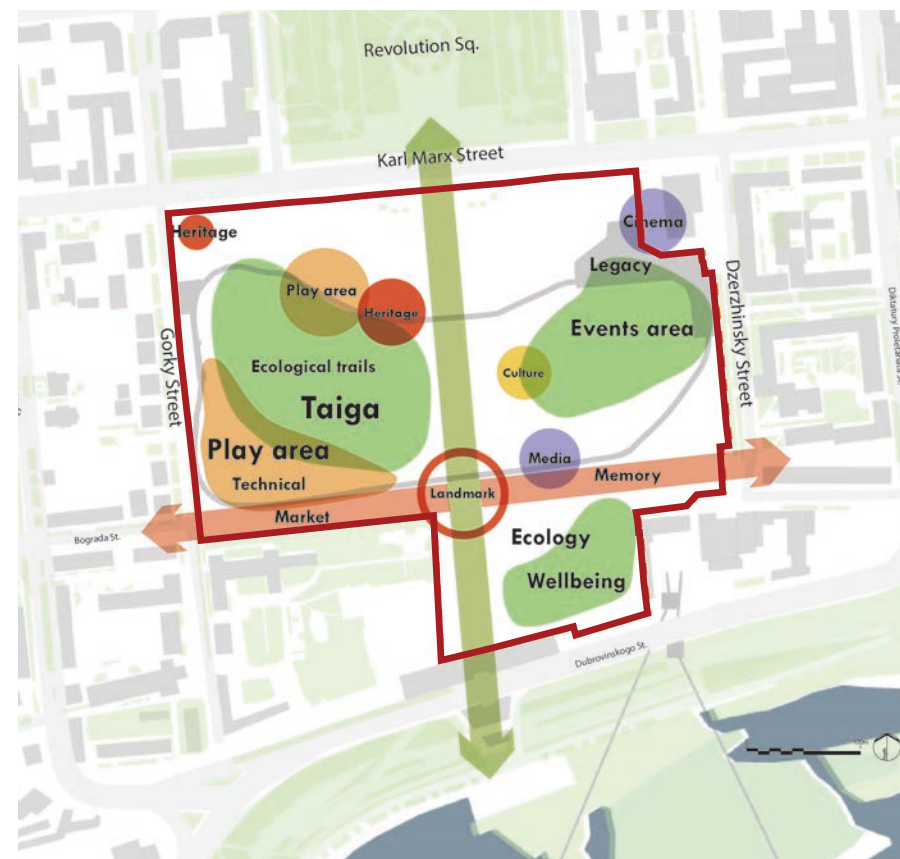


BIG IDEAS

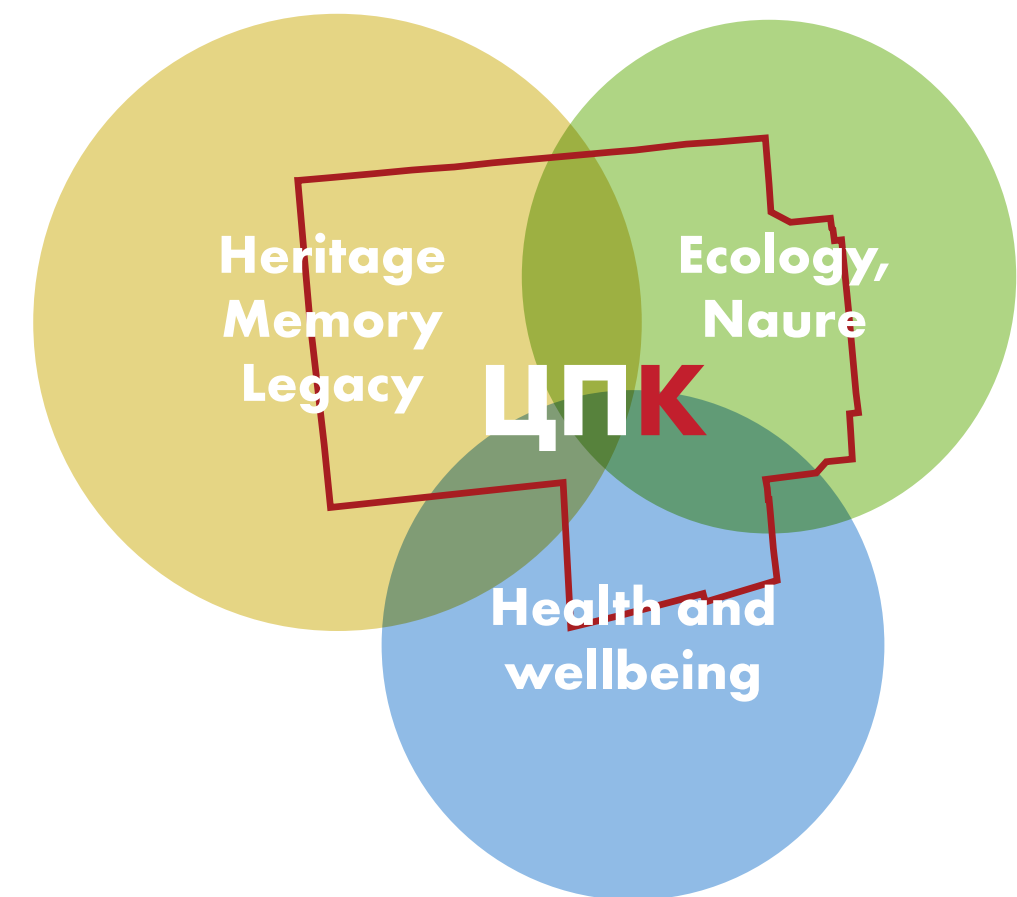
Character defined by existing structure



Proposed components

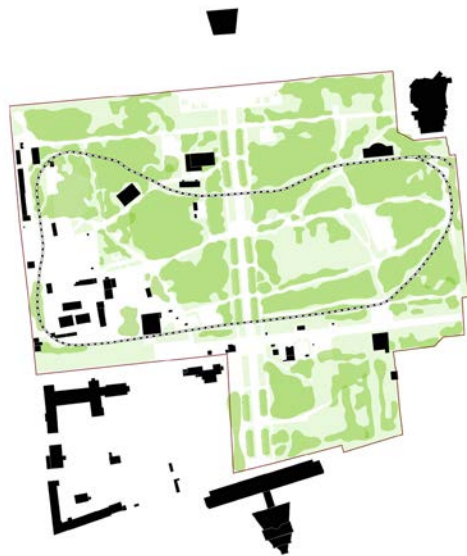


3 project objectives



REDEVELOPMENT STEPS

#0 Starting point



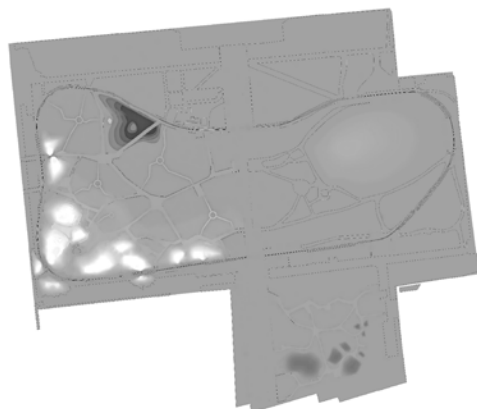
#1 Appreciate the goodness that already exists



#2 Putting in the groundwork



#3 Building up and digging down



#4 The best time to plant...



#5 Hierarchy that breeds equality



MASTERPLAN

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"
- 20 400th anniversary bridge



Park Masterplan



- 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



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



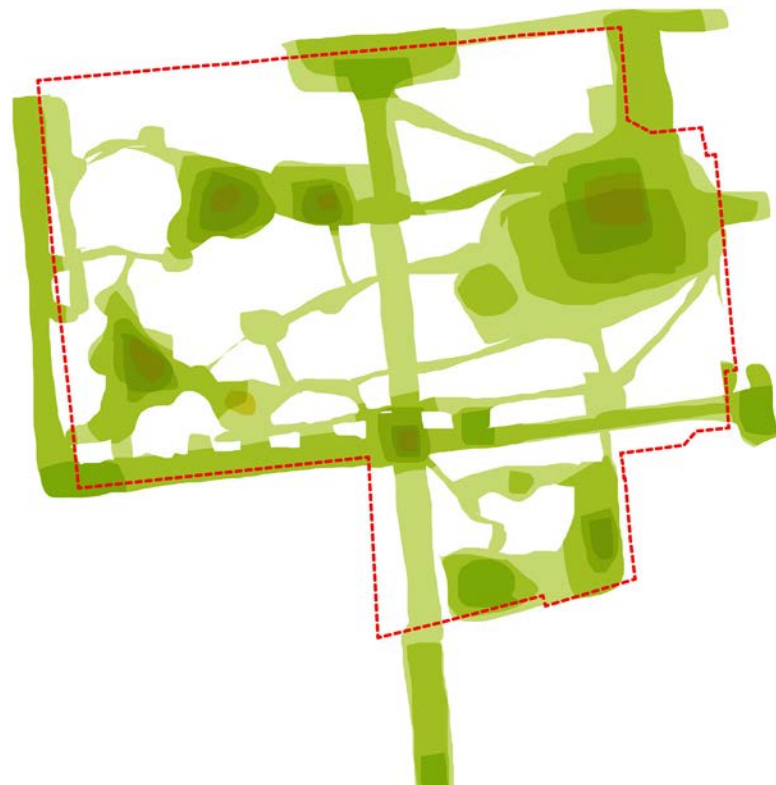
- New Landmark observation tower with slide



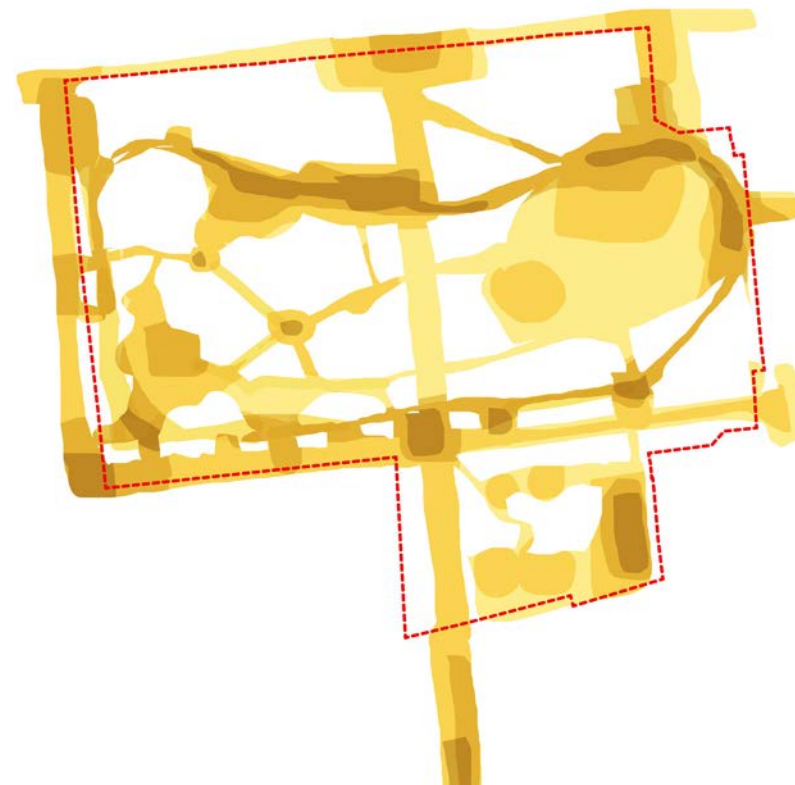
- 100**m long landmark bridge connecting park to Yenisei riverfront

SEASONAL USE

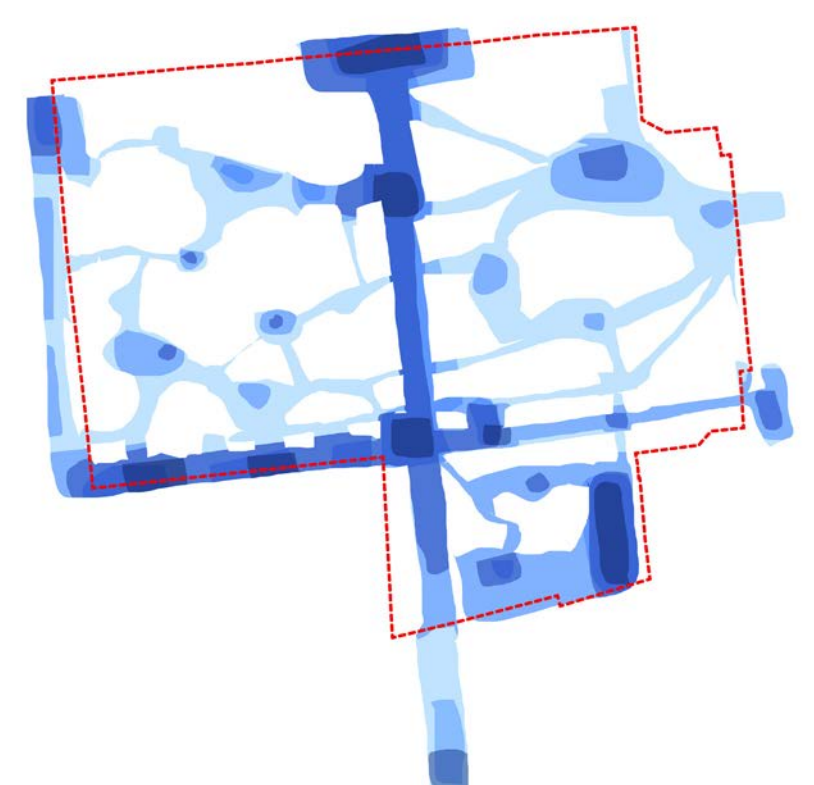
Summer



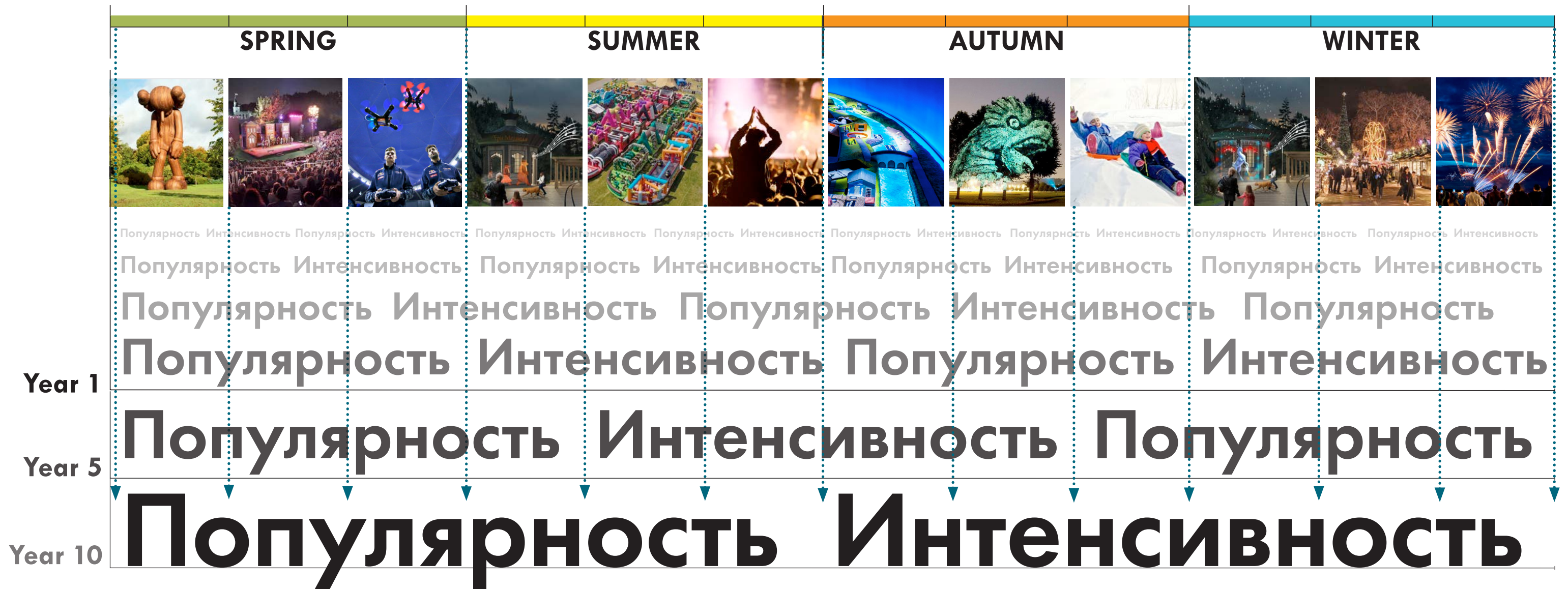
Mid-season



Winter



EVENTS CALENDAR



1 Character Area: The Station Cinema









2 Character Area: Adventurous Heritage











3 Character Area: Stolby





4 Character Area: The Market Memory Lane





Coffee
FRESH
BREWED
CAPPUCCINO • LATTE
CREAM • MILK • SUGAR
DARK • ROAST
Mocha • ESPRESSO • Vanilla

a story
about waiting

GRACE BEER

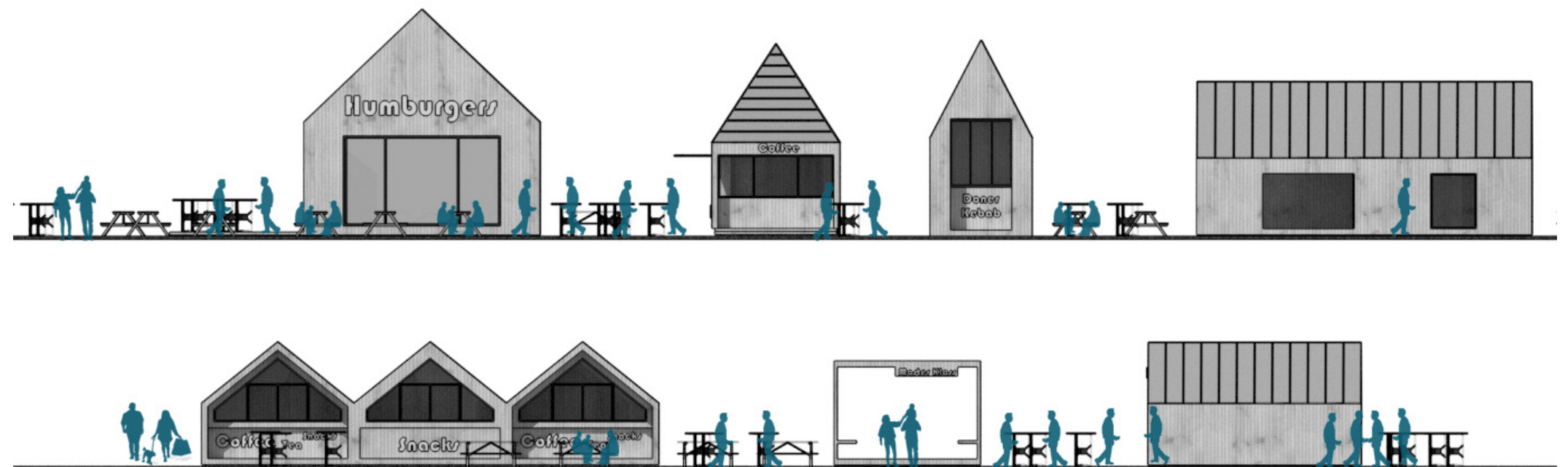
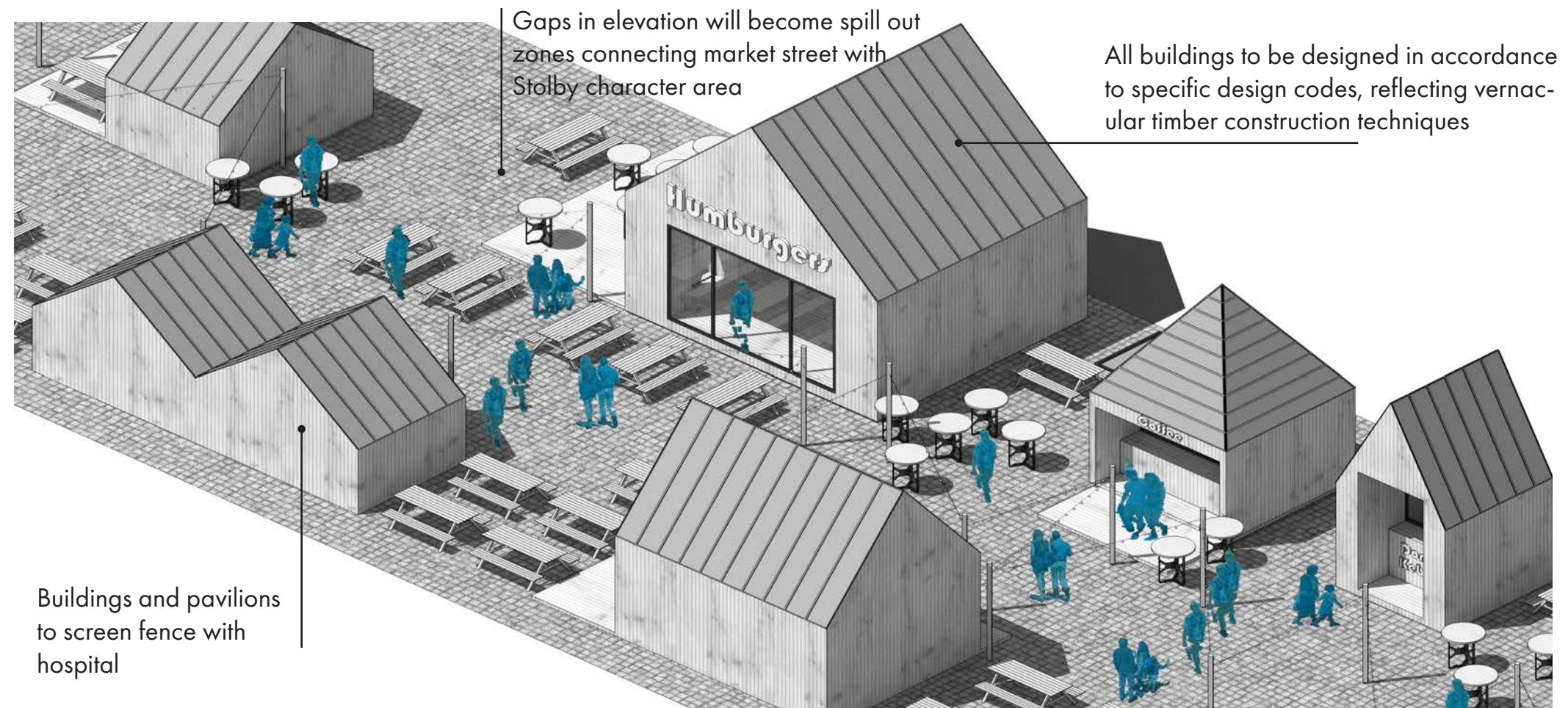
snacks

12:00
Кидкадоу
на основное
30% меньше
☕ + 🍔 + ☀️

Market lane



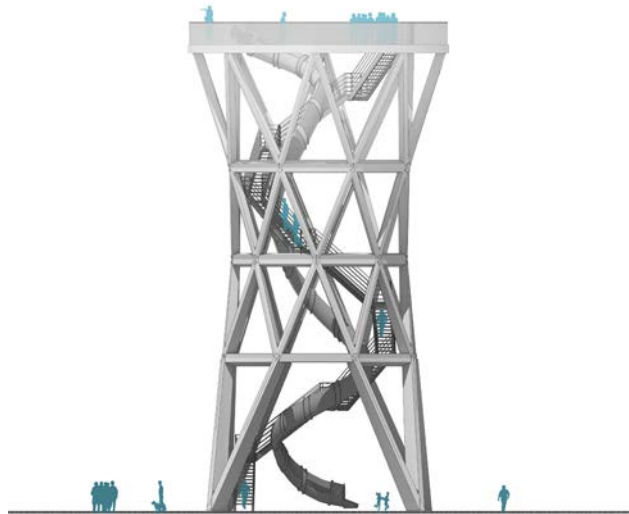
- Following historical tradition of Yarmarka on Sobornaya square, inspired by traces of Sadovaya street and success of Historic quarter with pedestrianised Gorky street: pedestrian Market street will become a narrow full of life street with artisan feeling to it.
- Spanning from west to east the market 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.





WE WISH YOU A
Merry Christmas
And Happy New Year
Krasnodar

“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







Media Centre

Media Center

Будущее

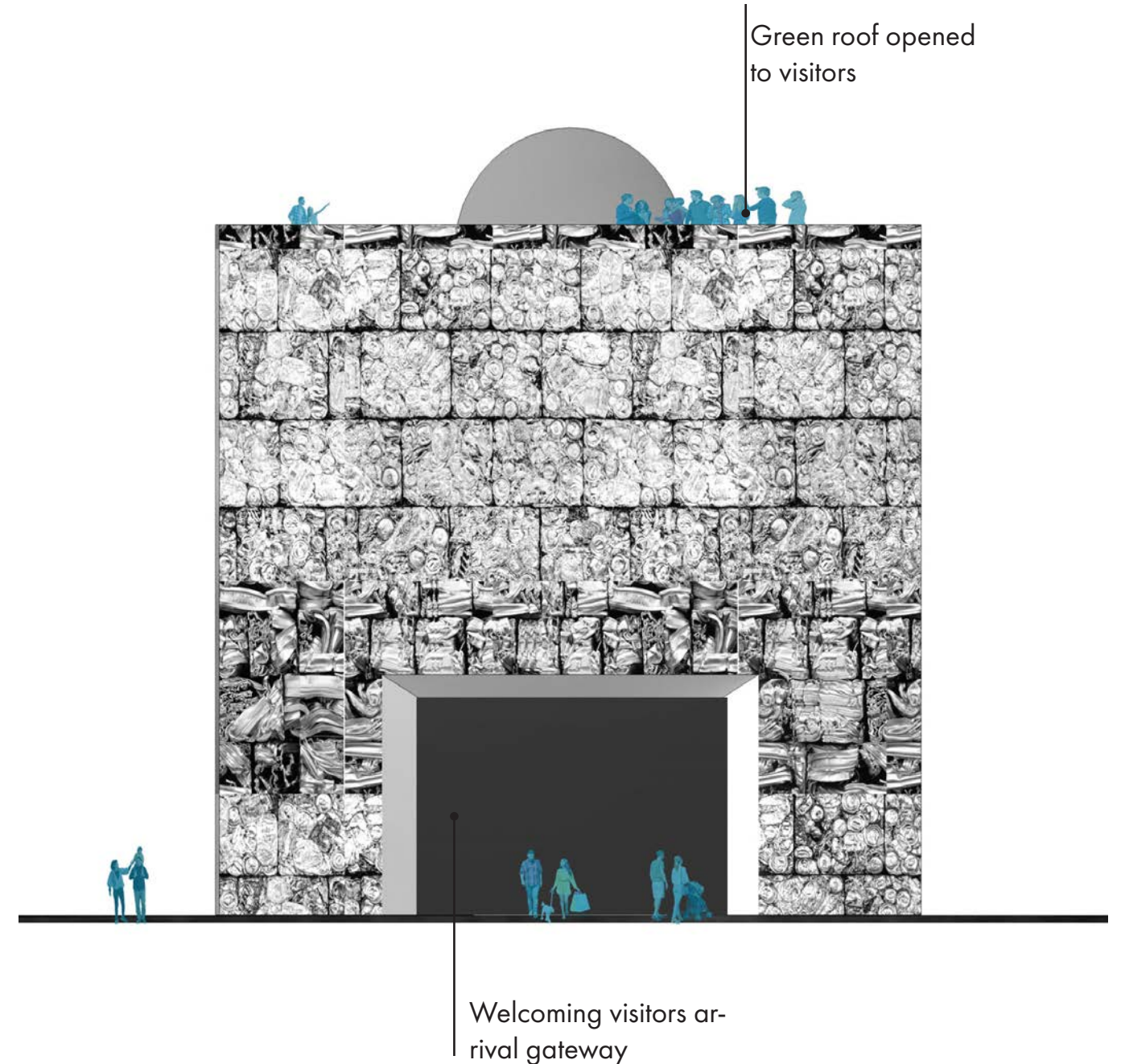
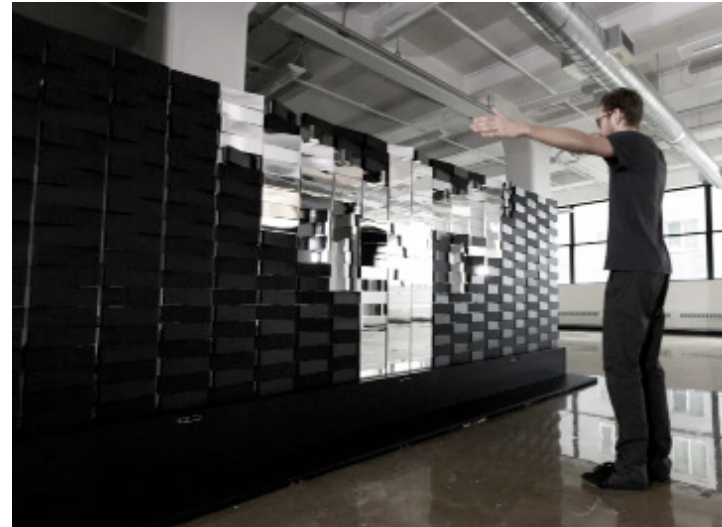


Media Centre



Detail of the recycled compressed aluminium blocks facade

- 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



5 Character Area: The Yenisei Water Gardens

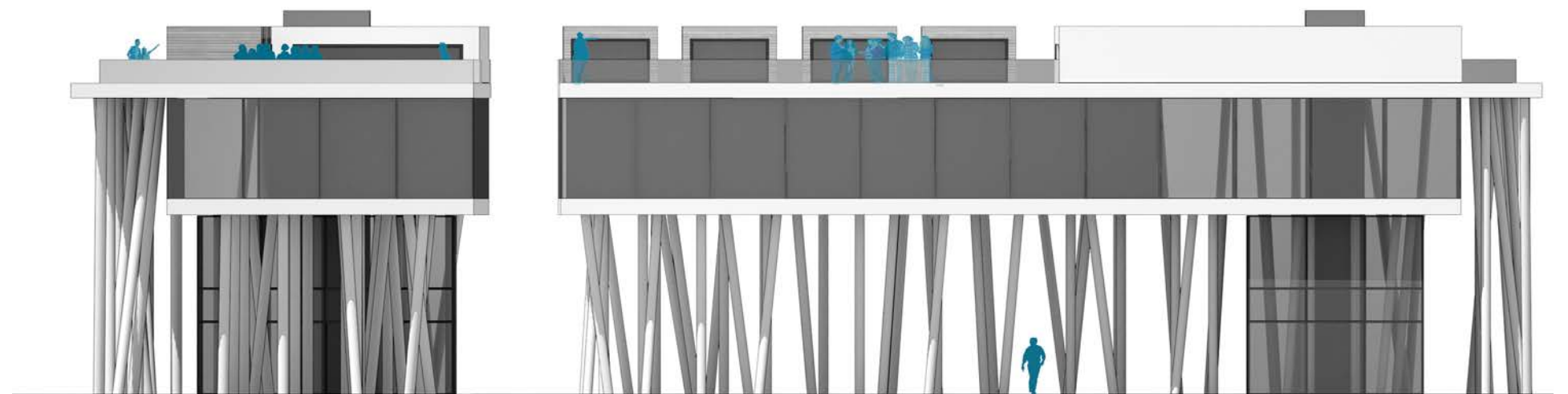
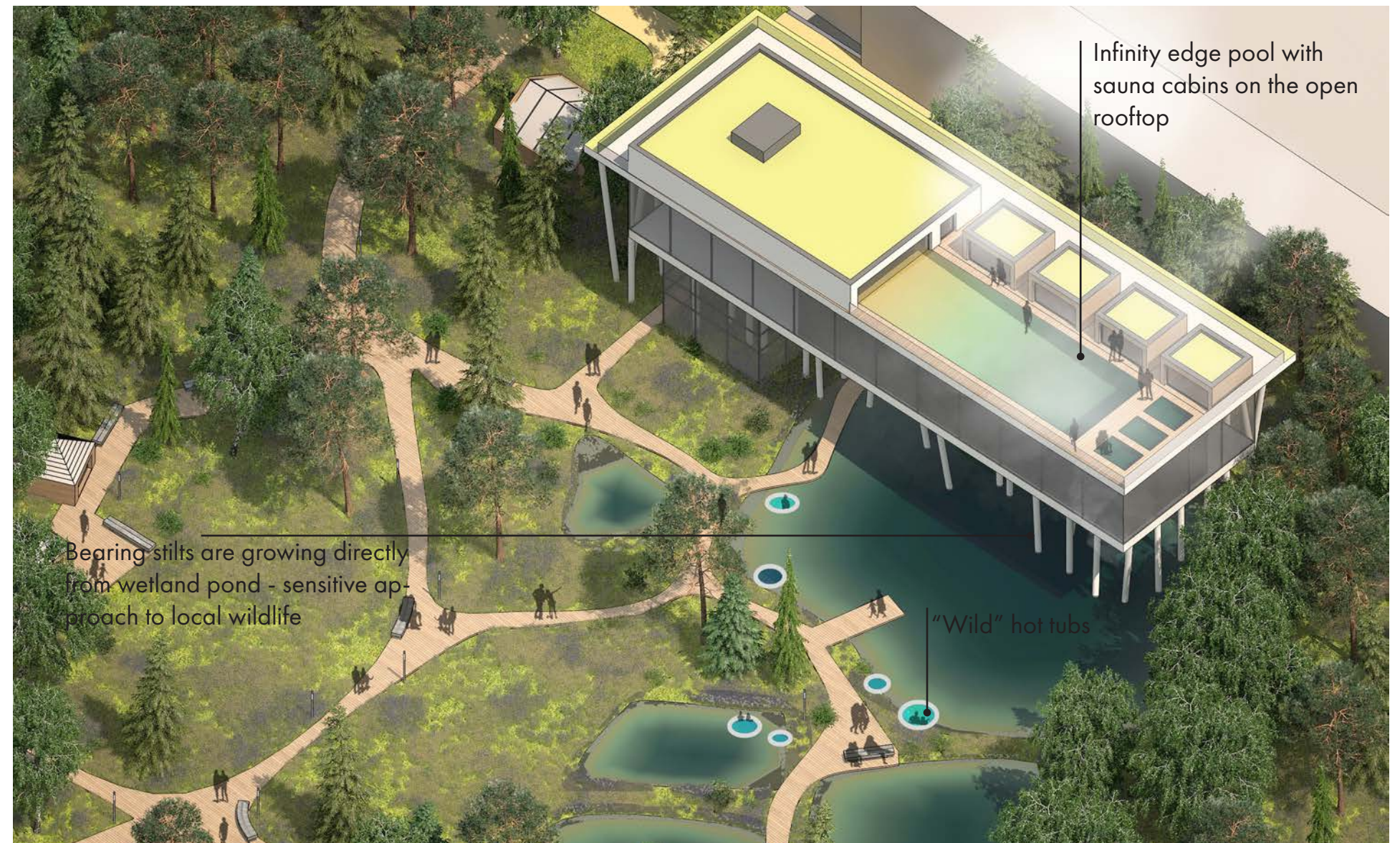


“Yenisei water gardens” spa, sports complex and restaurant



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

- 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.





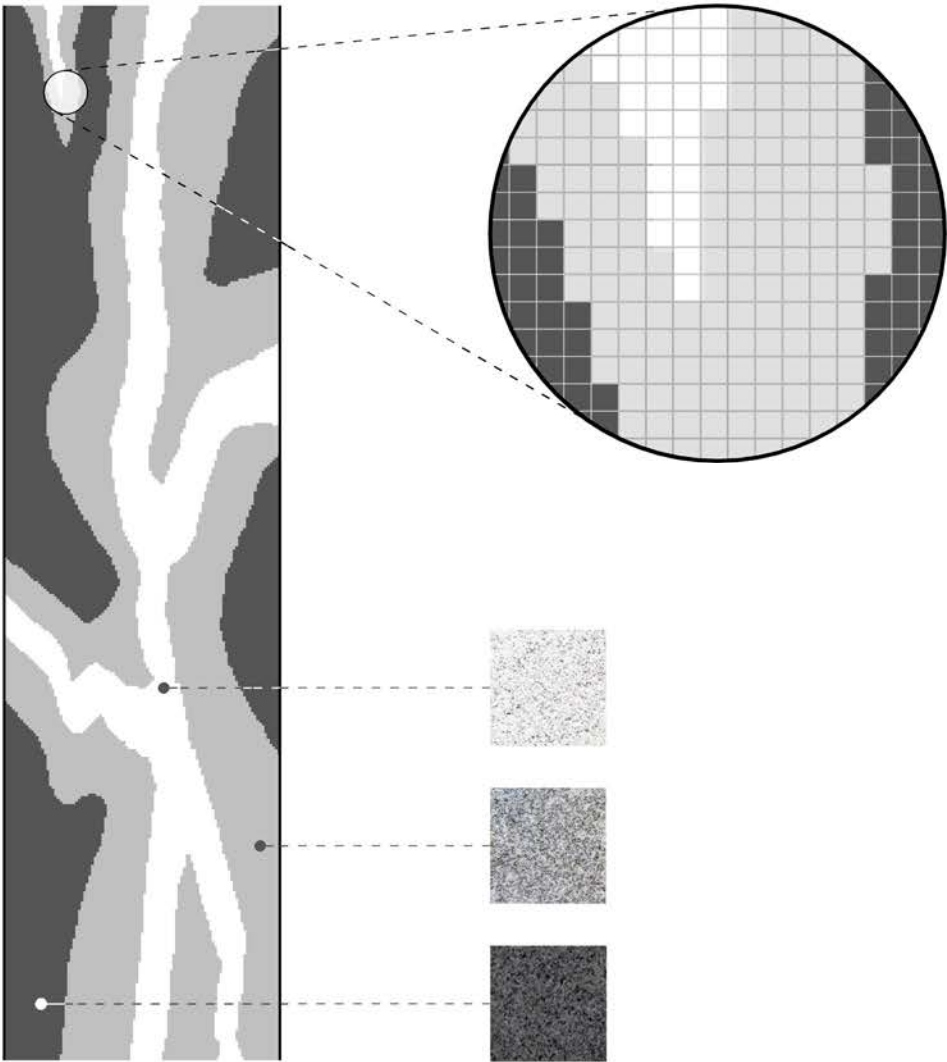
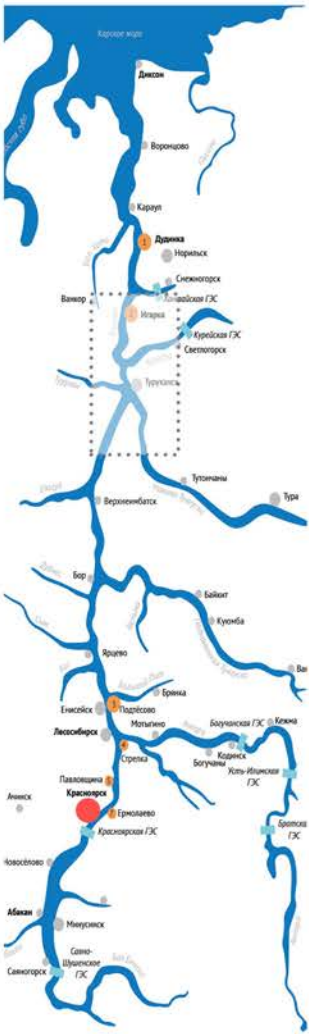
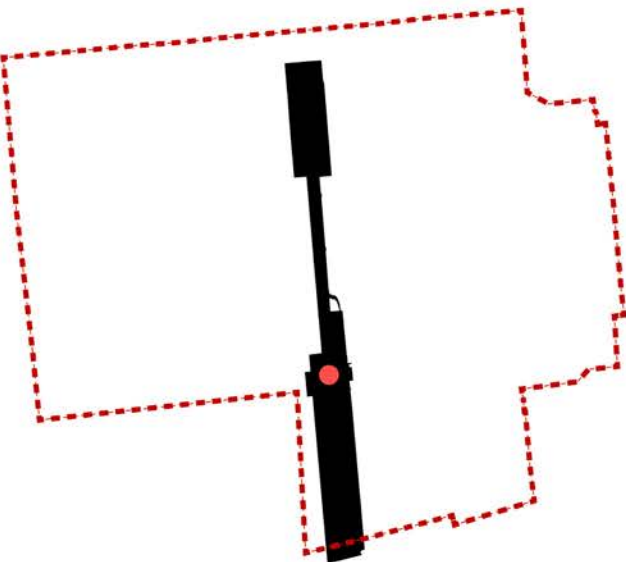
6 Character Area: The Prospect







Yenisei river pattern
on the Central Alley



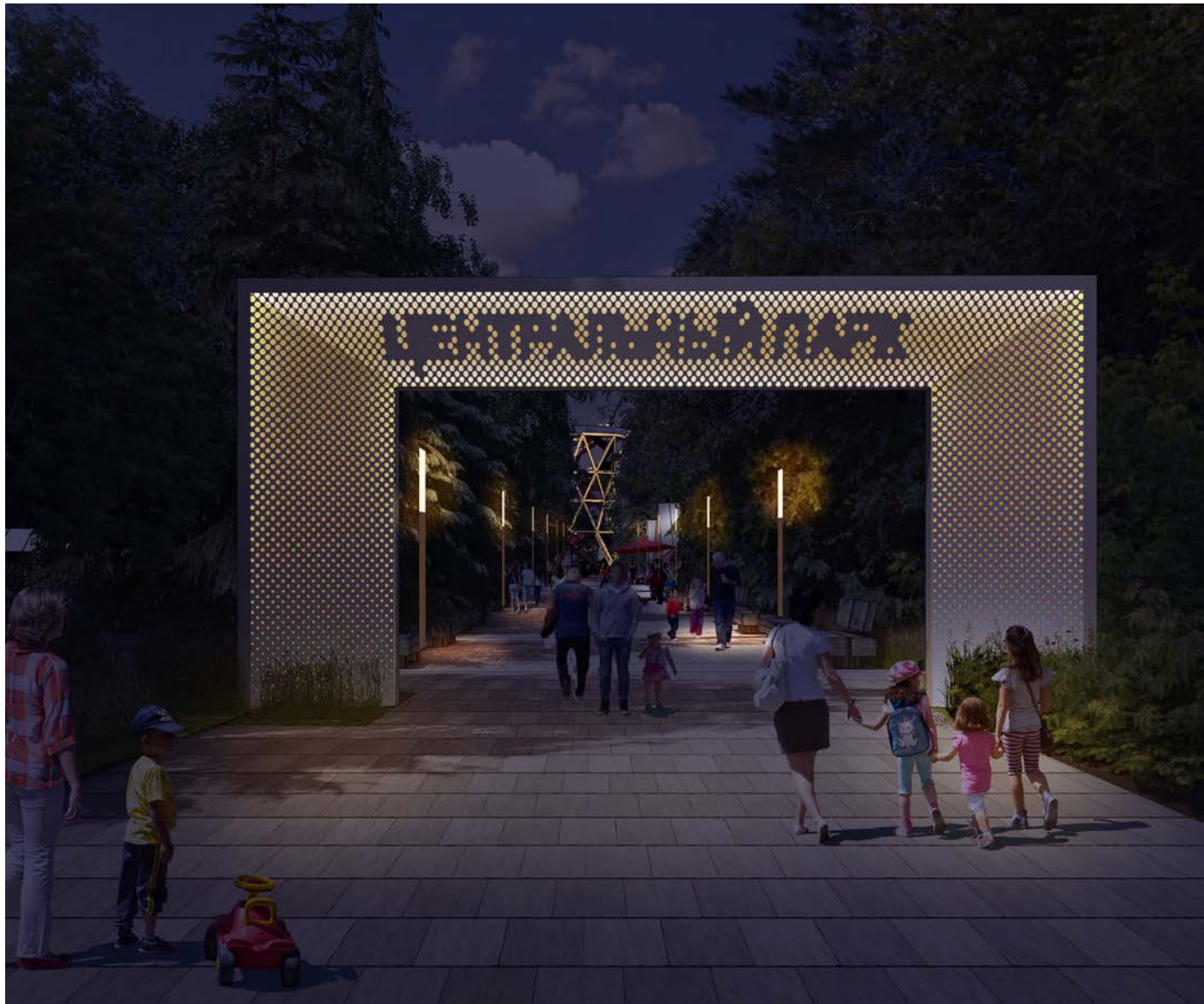




LIGHTING AND WAY-FINDING

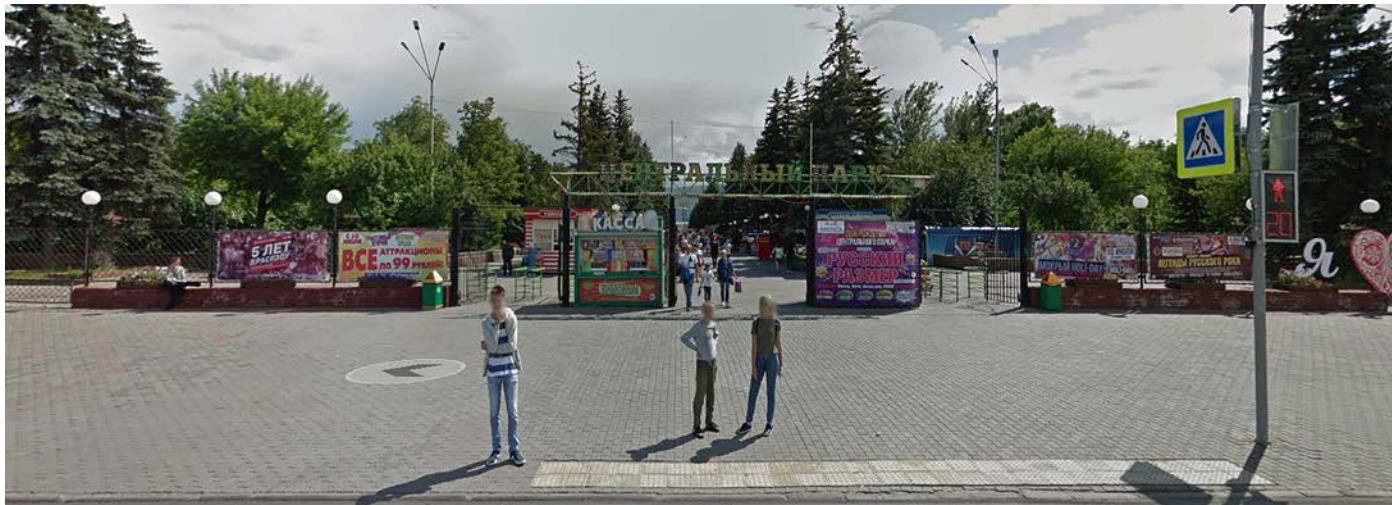


Light strategy and navigation



ENTRANCES: BEFORE-AFTER

Central



West

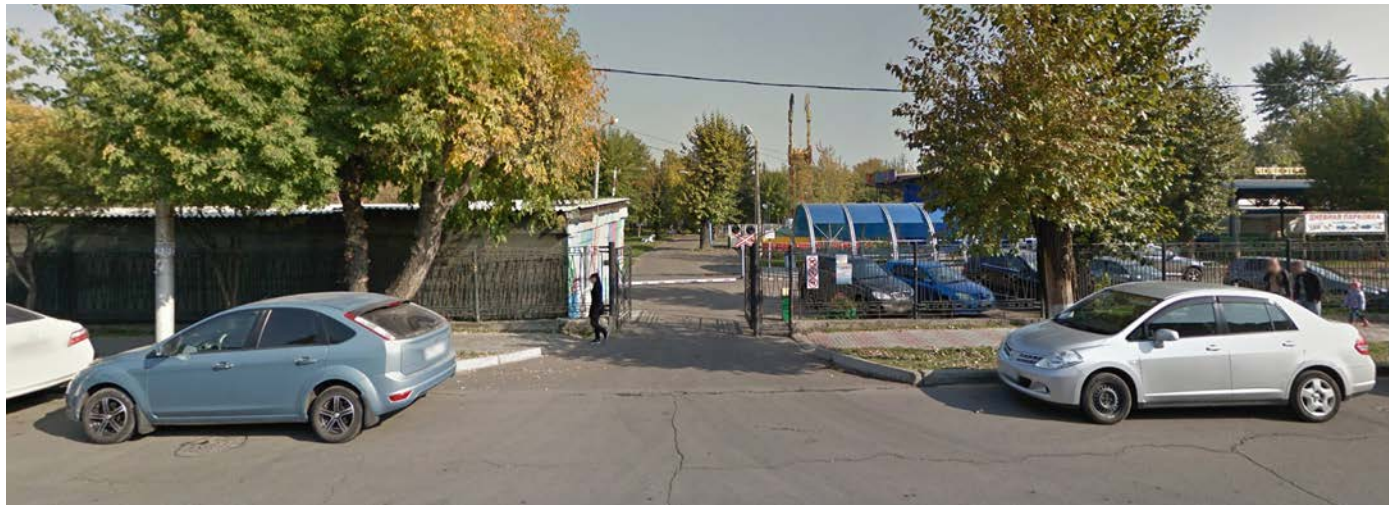


East



ENTRANCES: BEFORE-AFTER

West (Gorky street)



New East



Cinema



HISTORICAL AND CULTURAL VALUE



KRASNOYARSK 2030



FINANCIAL MODEL

COST ESTIMATE

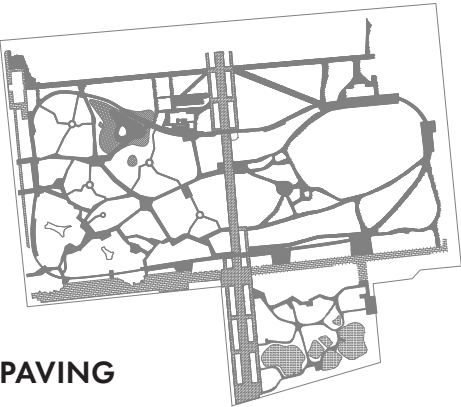
FIRST STAGE

№	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

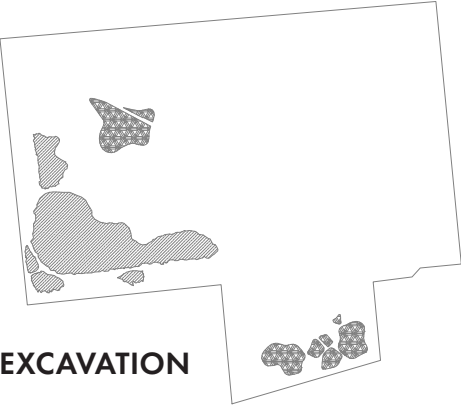
№	ITEM	Amount	Unit	Price, rub	Costs, rub
Lighting					55,500,000
25	Lighting for public areassites (26,000 m2): lighting poles, installation of poles, energy-efficient lamps 60 W, laying of cable networks	260	PC	75,000	19,500,000
26	Lighting for paths (10 km, step 12 m): park lighting poles, installation 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
ВСЕГО					

SECOND STAGE

№	ITEM	Amount	Unit	Price, rub	Costs, rub
Объекты второй очереди					
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
ВСЕГО					725,000,00



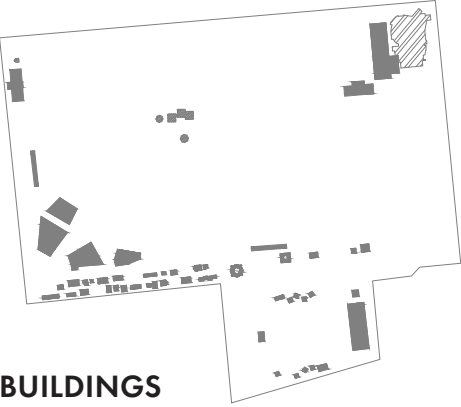
PAVING



EXCAVATION



LANDSCAPING



BUILDINGS

ROAD MAP

	2020	2021	2022	2023	
		01.01	01.06		
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		Construction and installation works of a pedestrian bridge
COMMERCIAL INFRASTRUCTURE			BASIC SERVICES		EXPANDING OF SERVICES
			Kiosks	SPA	Observation tower
			Equipment rental	SPA cafe	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	

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

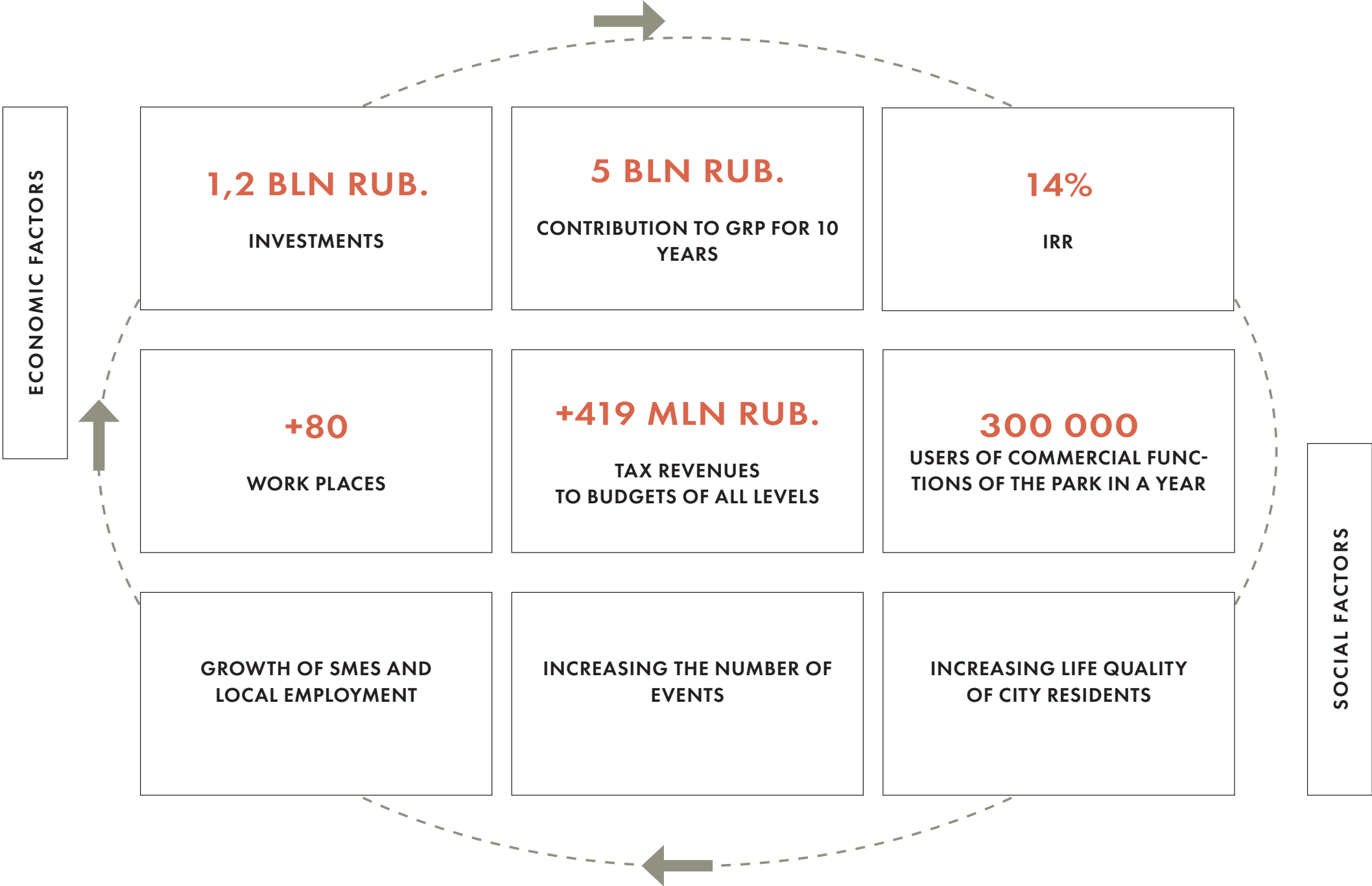
To assess the socio-economic efficiency of the project, an adapted Visitor Spending Effects Model of the US National Park Service was used, taking into account the direct and induced effects of the project.

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.





ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ
БЮДЖЕТНОЕ УЧРЕЖДЕНИЕ
«НАЦИОНАЛЬНЫЙ ПАРК
«КРАСНОЯРСКИЕ СТОЛБЫ»

ул. Карьерная, д. 26а, г. Красноярск, 660006
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ОГРН 1022402309236 ОКПО 03497892
ИНН КИП 2464018410 246401001

27.11.2020 № 459

На № _____

Жюри
открытого международного
конкурса по разработке концепции
развития Центрального парка
им.Горького г.Красноярска

Письмо поддержки

Настоящим письмом ФГБУ «Национальный парк «Красноярские Столбы» выражает поддержку проекта консорциума MAP+LDA+Sarner в Открытом международном конкурсе на разработку концепции развития Центрального парка им.Горького в г.Красноярске. Работа данного консорциума направлена на возрождение культурных традиций, просветительскую деятельность с помощью парка мирового уровня, построенного на истории, идентичности, патриотизме красноярцев.

В основе концепции – гибкий подход, позволяющий использовать пространства парка под разные форматы и сезоны, с современной базовой инфраструктурой для разных категорий посетителей. Центральный парк Горького станет образцовым общественным пространством, органично сочетающим и объединяющим в себе исторический, этнографический, культурный и просветительский аспекты.

Особо поддерживаем идею создания в Центральном парке пространства «Красноярские Столбы». Данный проект вписывается стратегию развития особо охраняемых природных территорий до 2030 года, в части популяризации идей заповедного дела, развития эколого-просветительской деятельности, а также формирование экологического мышления среди населения.

В Центральном парке им.Горького «Интерактивная площадка «Красноярские Столбы» в миниатюре» станет стартовым объектом по знакомству с уникальным природным объектом. Тематические природоохранные площадки играют роль замещающих объектов показа, снижая при этом и без того высокую рекреационную нагрузку на сам национальный парк, где человеко-поток превысил планку более 1 млн. посетителей в год.

ФГБУ Национальный парк «Красноярские Столбы» готов оказывать консультативную помощь и информационную поддержку консорциуму MAP+LDA+Sarner.

Директор ФГБУ «Национальный парк
«Красноярские Столбы»



Щербаков В.М.

LETTER OF SUPPORT

LDĀDESIGN



Sarner

ЦПК



LDĀDESIGN



Sarner