

SAMARA GREEN CITY

OPEN INTERNATIONAL COMPETITION TO DEVELOP A MASTER PLAN FOR THE
TERRITORY ADJACENT TO THE “SAMARA ARENA” STADIUM

Project by



One of the leading international consulting companies, the leader of the consortium:

- An industry team of professionals in the field of investment analysis of large scale development projects with experience of more than 10 similar projects in Russia and CIS
- #1 M&A consultant in the medium-sized transaction market
- 30 years in Russia. 9 countries, 23 offices and 6000+ employees in CIS



An international landscape studio with offices in Italy, Switzerland and Germany. Under the creative direction of the co-founder Andreas Kipar, landscape architects, architects and urban planners have been developing projects since 1990 – from masterplanning to open space design



Russian Architectural Bureau:

- 500 projects of various functional purposes with a total area of 2.5 million m²
- 50 professional awards since 1989 year
- Winner of the Moscow Government competition for the renovation of residential areas



SSTU today is a major scientific and educational center of the region, which celebrated its 105th anniversary in 2019. This is a basic platform for interaction between the scientific school and industry which allows scientists to successfully apply fundamental knowledge to solve practical applied problems

The participants of the project team are top experienced specialists – management of the Department of “Innovative design”



Project Vision

Balanced and at the same time innovative approach has been implemented in order to protect the legacy of Samara region

Today we are witnessing a historic period characterized by unprecedented social, economic and technological transformation. The 'Samara Green City' represents response to these challenges by introducing Innovation with Nature.

We thrive to develop a balanced and sustainable new Samara Green City. A development based on a holistic approach that recognizes the importance of Samara's cultural heritage, its built environment and its unique natural diversity. Our experience encourages us to move forward on our pathway towards innovation and sustainability, which have always distinguished our development strategies for urban regenerations.

We create lively places for a sharing society.

Our vision is to interpret the local characteristics and let them drive the configuration of the Masterplan. We recognize how the confluence of the Volga and Samara river generated the urban pattern of Samara and its historical city centre.

We want to reconnect the historical centre with the surrounding green.

The development area which is located between the built environment and the green hinterland forms the hinge where nature and man-made intertwine.

This innovative approach reintroduces nature into the Samara Green City and contributes to its attractiveness.

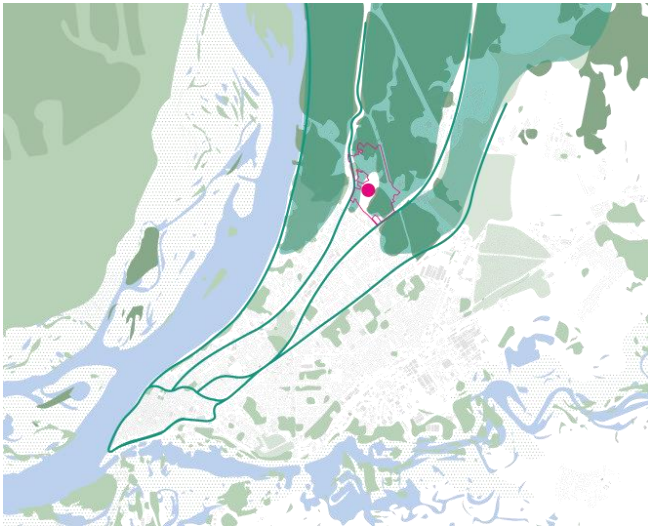


View on the natural river landscapes of Samara

Samara region natural landscape

The master plan has been developed based on the idea of restoring the natural, self-sustaining ecosystems of green areas and along the riverfront

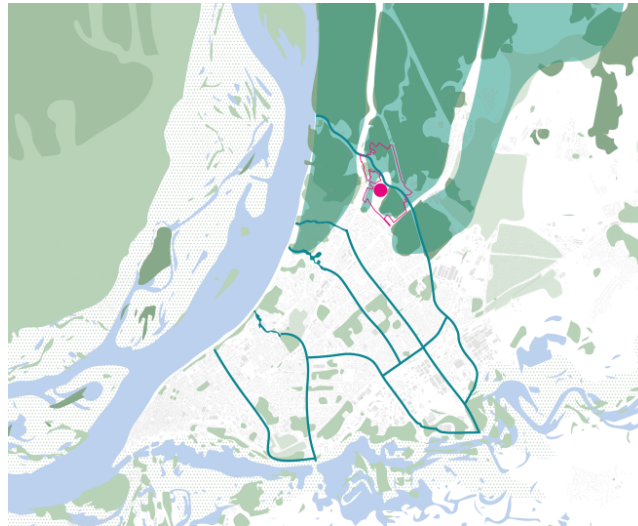
Reconnecting nature to the city: the green rays



The site represents a missing fragment in the ecological environment of the surrounding of Samara city. The area and its development for the FIFA World CUP represents a great opportunity for the reconstruction of the ecological connections between the old town of Samara and the natural landscapes in the north.

Existing road infrastructures will be used as green boulevards to reconnect nature to the build up area.

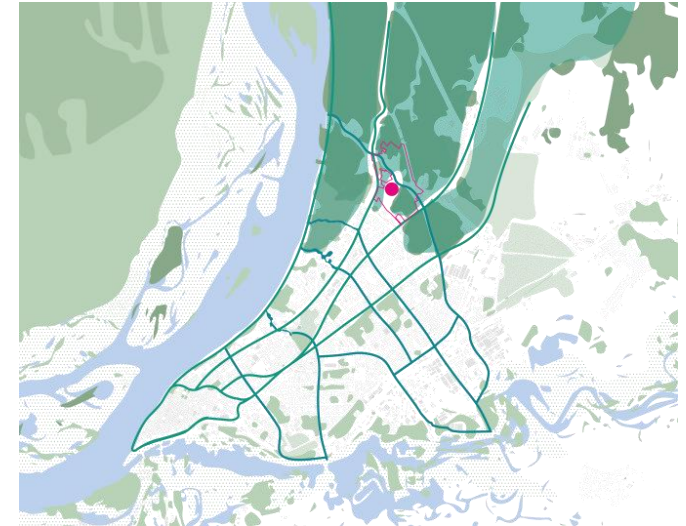
Reconnecting the river to the city: the blue rays



The ecological connectivity should be implemented also between the main two rivers. Therefore some key linear infrastructures have been selected for the implementation of the blue rays.

One of the blue rays goes through the Arena master plan area, becoming a fluid

Reconnecting ecosystems: the green and blue grid



A green and blue grid can be established with a strategy that envision an healthy development for the Samara Region.

Restoring natural connections

The grid of Green and Blue rays will be located along the existing linear network of the city



Approach to master plan development

The development of the territory in harmony with nature and the creation of a comfortable urban environment have been considered as a goals of the master plan



LANDSCAPE FIRST / Reconnecting people with nature

Stage implementation of the public spaces design and build-out in flexible and incremental stages to ensure the successful use of the site during its transformation into a new public parkland. The strategy will guarantee maximum public gain early on in promoting an extraordinary large-scale settings for a range of activities that are unique in the City and in the Samara region.



INNOVATIVE RIVERSCAPE DESIGN / Sustainable and site-sensitive approach

Creation of a world-class, large-scale park that capitalizes upon the unique characteristics of its natural location along the Volga river and its vast scale, openness and ecology. Restoration of ecological systems across the site and cultivate a diverse, sustainable landscape.



URBAN NEIGHBOURHOOD / Networked space around the user

Creation of a dynamic landscape which reflects the local and global dimensions of the project: cultivating the local ecosystems through environmental technology, renewable energy and education; implementing new forms of interaction among people and nature.

Spatial development criteria

Genesis of the master plan grounds on three major spatial development criteria

Genesis of the fluid boulevard



The fluid boulevard starts its journey from the surrounding natural areas in the South and grows towards the Volga shoreline in the North giving vital energies to the districts that are placed along its extension.

Development of the ecological connections



The fragmentation of the existing natural areas is solved with the implementation of the green rays that allows new ecological connectivity structure within the area.

Cluster development of the territory



Each cluster has a dominant program but it is overall proposed a functional mix that allows the creation of active and vibrant public spaces in line with the cultural identity of the place.

Masterplan

**STIMULATING
ENVIRONMENT
FOR
INDIVIDUALS,
FAMILIES &
BUSINESS**

**LIVEABLE
PLACES
FOR A
SHARING
SOCIETY**

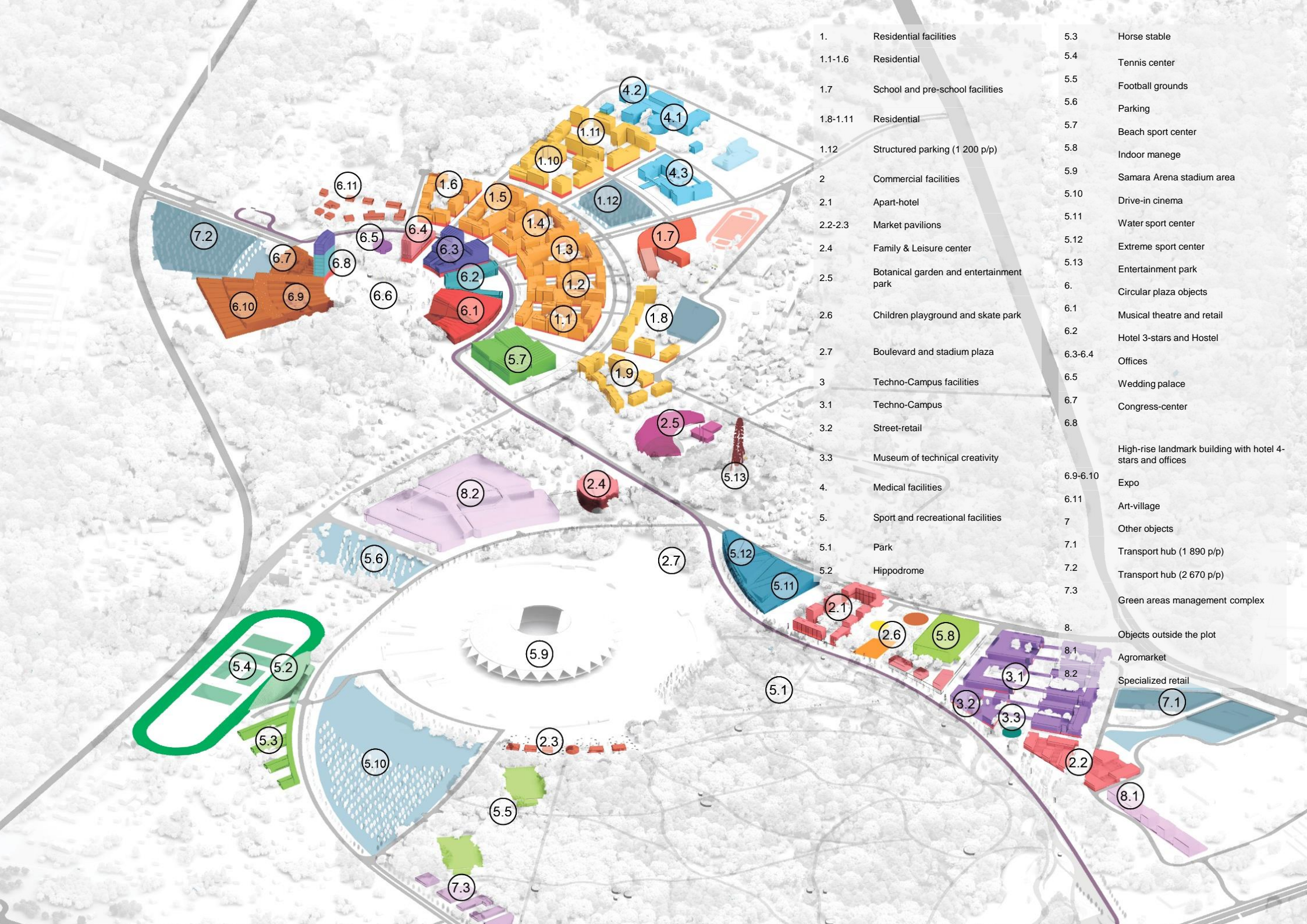
**RECONNECTING
PEOPLE WITH
NATURE**











- | | | | |
|----------|---|----------|--|
| 1. | Residential facilities | 5.3 | Horse stable |
| 1.1-1.6 | Residential | 5.4 | Tennis center |
| 1.7 | School and pre-school facilities | 5.5 | Football grounds |
| 1.8-1.11 | Residential | 5.6 | Parking |
| 1.12 | Structured parking (1 200 p/p) | 5.7 | Beach sport center |
| 2 | Commercial facilities | 5.8 | Indoor manege |
| 2.1 | Apart-hotel | 5.9 | Samara Arena stadium area |
| 2.2-2.3 | Market pavilions | 5.10 | Drive-in cinema |
| 2.4 | Family & Leisure center | 5.11 | Water sport center |
| 2.5 | Botanical garden and entertainment park | 5.12 | Extreme sport center |
| 2.6 | Children playground and skate park | 5.13 | Entertainment park |
| 2.7 | Boulevard and stadium plaza | 6. | Circular plaza objects |
| 3 | Techno-Campus facilities | 6.1 | Musical theatre and retail |
| 3.1 | Techno-Campus | 6.2 | Hotel 3-stars and Hostel |
| 3.2 | Street-retail | 6.3-6.4 | Offices |
| 3.3 | Museum of technical creativity | 6.5 | Wedding palace |
| 4. | Medical facilities | 6.7 | Congress-center |
| 5. | Sport and recreational facilities | 6.8 | |
| 5.1 | Park | 6.9-6.10 | High-rise landmark building with hotel 4-stars and offices |
| 5.2 | Hippodrome | 6.11 | Expo |
| | | 7 | Other objects |
| | | 7.1 | Transport hub (1 890 p/p) |
| | | 7.2 | Transport hub (2 670 p/p) |
| | | 7.3 | Green areas management complex |
| | | 8. | Objects outside the plot |
| | | 8.1 | Agromarket |
| | | 8.2 | Specialized retail |

The fluid boulevard



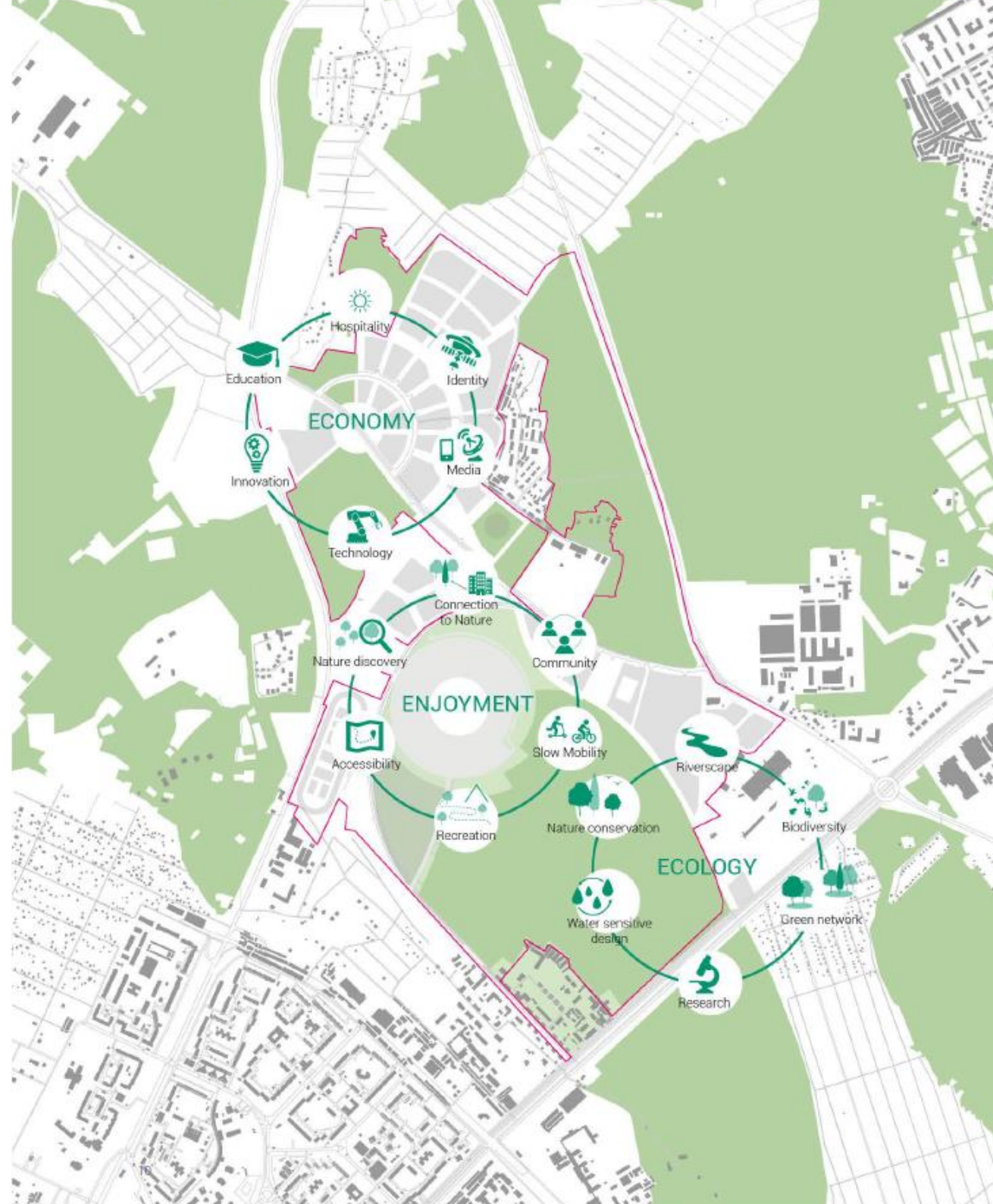


Cluster development of the territory

HOW CAN WE
CREATE A
STIMULATING
ECONOMICAL
SETTING FOR THE
DEVELOPMENT OF
THE SAMARA ARENA
AREA?

HOW CAN WE
CREATE AN
ATTRACTIVE AND
VIBRANT NEW
DISTRICT?

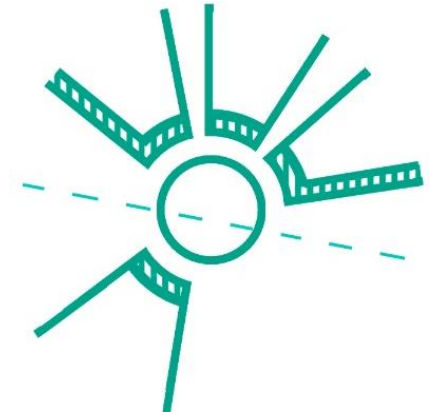
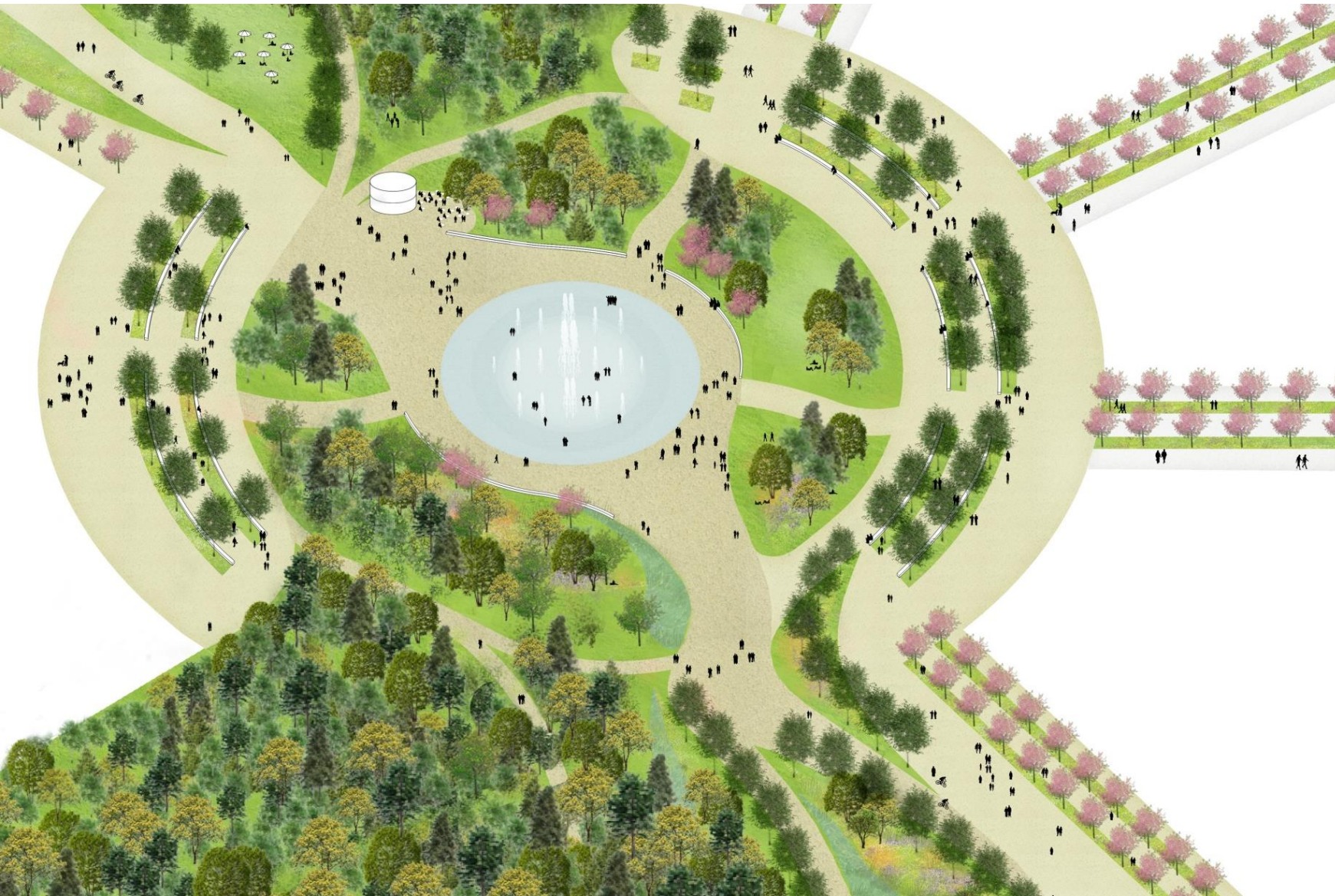
HOW CAN WE
BOOST ECOLOGICAL
DEVELOPMENT?



Economy cluster

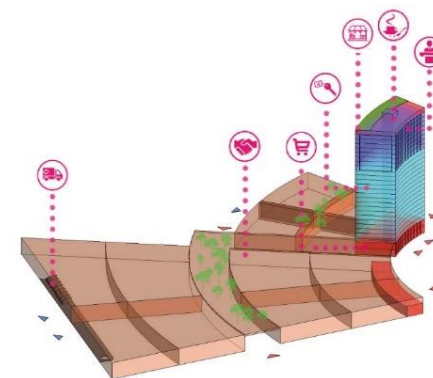
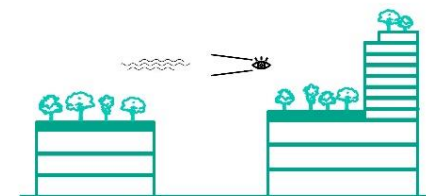


The circular plaza



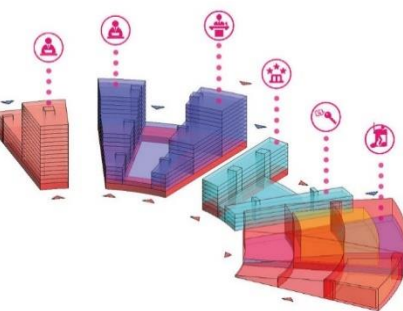


The Expo and congress district



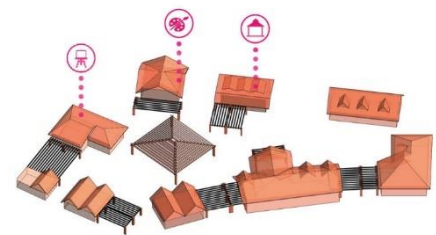
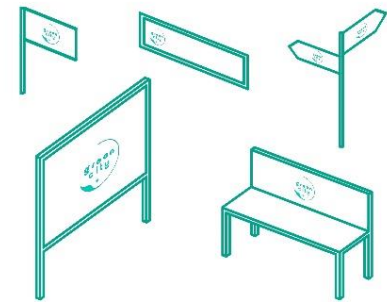


Musical theatre

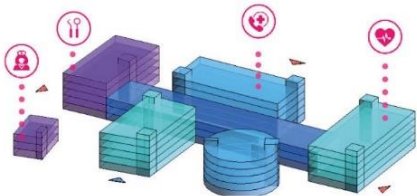
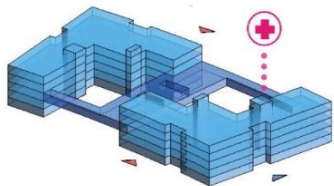
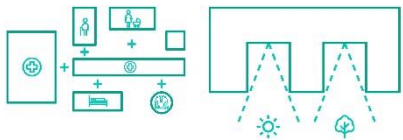




The wedding palace and art village



Medical center



The residential blocks and the school



Parameters

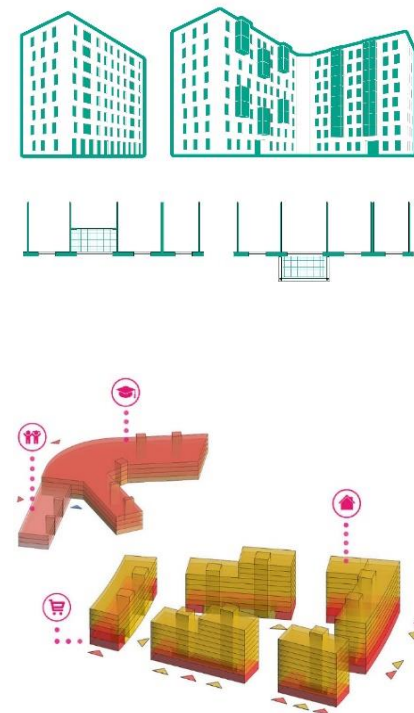
Class – comfort

Total GBA – 300k m²

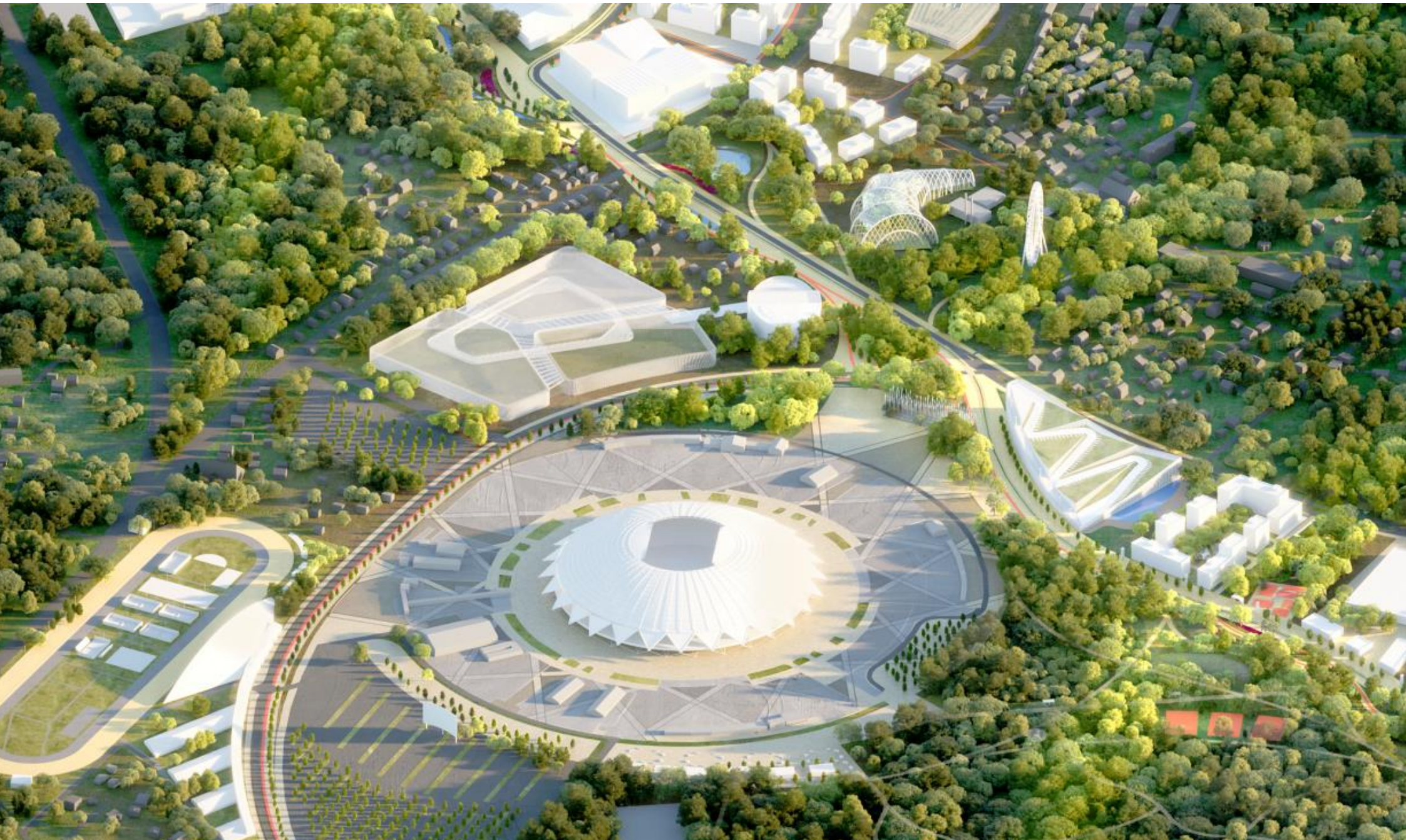
Total NSA – 195k m²

Average number of floors – 6-7

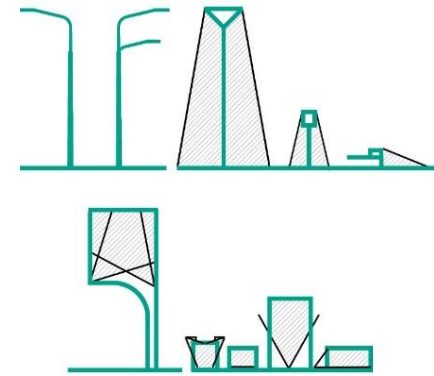
Population – 7k people



Enjoyment cluster



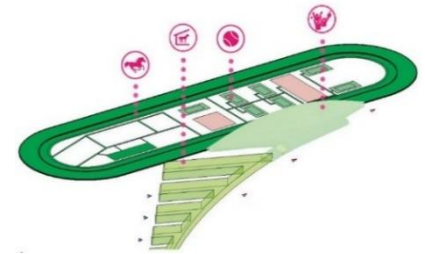
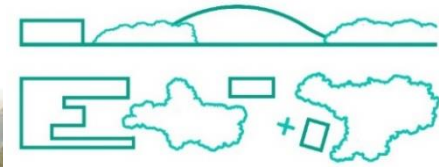
Arena esplanade



Drive-in cinema



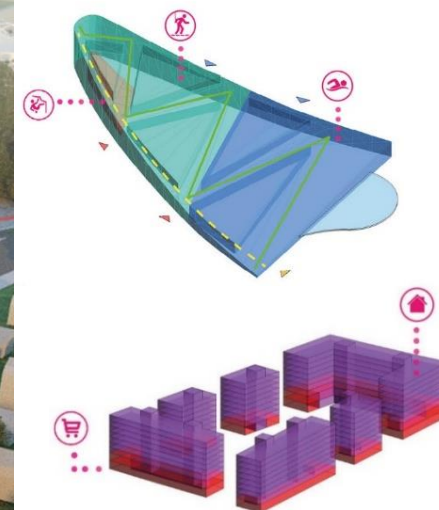
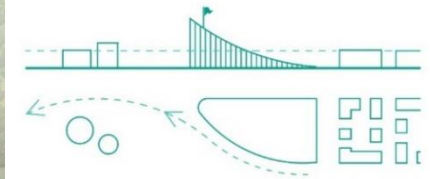
Hippodrome



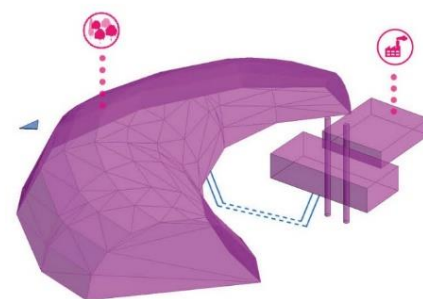
Family & Leisure center



The water sport and extreme sport centre



Botanical garden and entertainment park



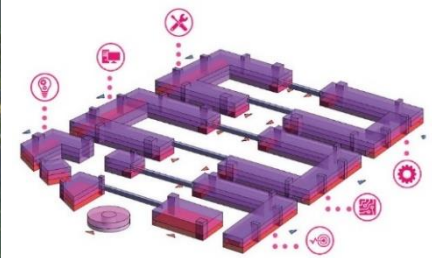
Ecology cluster



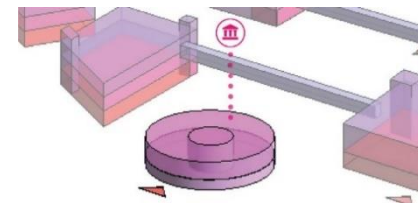
Park areas



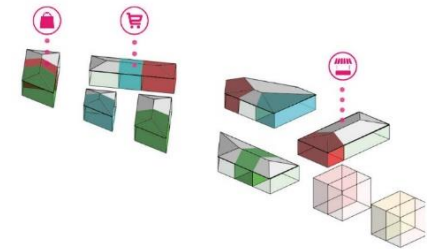
Techno-Campus



The museum



The Southern entrance



Project KPIs

Balanced Project parameters that correspond to market conditions as well as attracting external investment will ensure its economic viability



Key factors of Project success



Combination of profitable objects with objects that attract visitors



Attracting subsidies from the Federal budget



Attracting strategic investors



Active participation and support of the project from the city and region



Proper phasing of the Project in accordance with the roadmap



Results of analysis



RUB 1.5 bn

NPV of private investor



6 years

payback period



RUB 531 mn

annual **regional** budget
net income



RUB 9.2 bn

NPV of **regional** direct
effects



RUB 125 mn

annual **city** budget
net income



RUB 2.2 bn

NPV of **city** direct effects



RUB 13.8 bn

GDP effect¹

1 – Total Project economical value added including budget investments

Project financing

The distribution of investments between the Federal budget, strategic investors, the Region, the City and private investors will satisfy the interests of each of the Project participants

Water sport and extreme sport centers

Recommended source: state
program "Development of physical culture and sports in the Samara region for 2014-2022" (sub-program "Development of infrastructure in the sphere of physical culture and sports for 2014-2022")
Investments required: RUB 1.27 bn

Hippodrome and tennis center

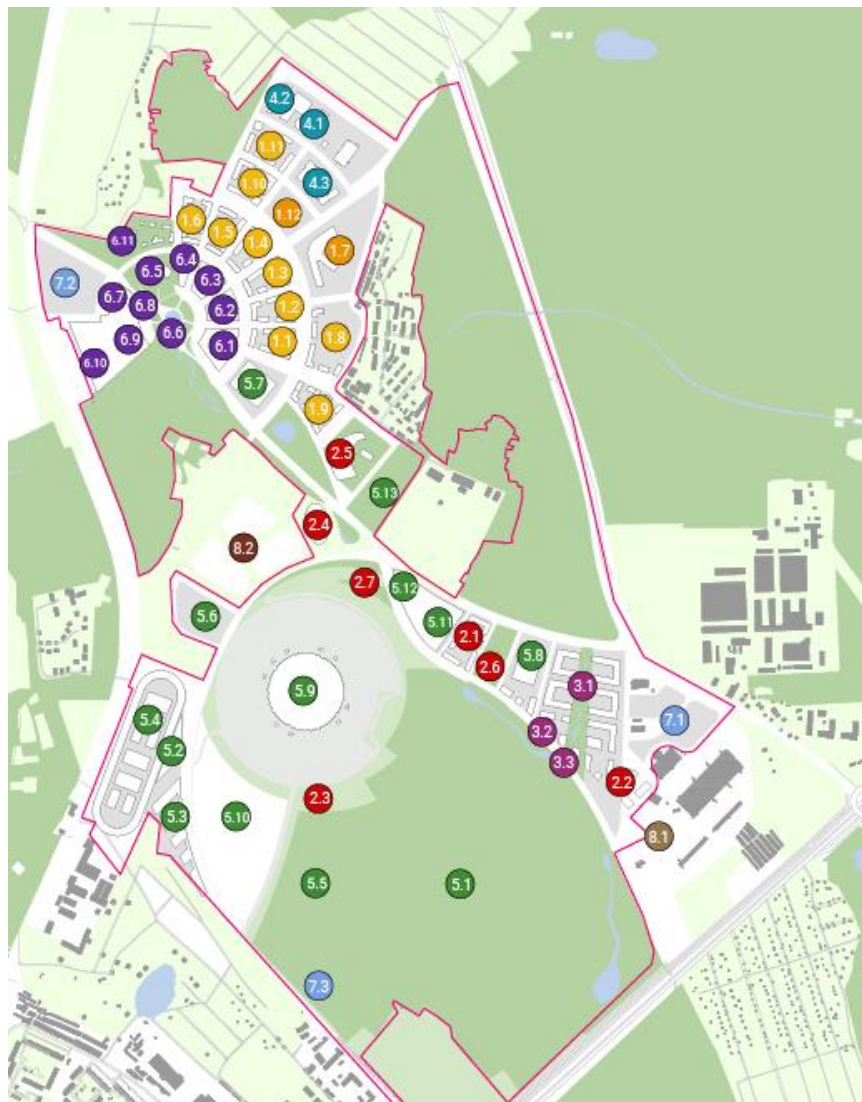
Recommended source: strategic investor
Investments required: RUB 6.7 bn

Congress-expo

Recommended source: strategic investor
Investments required: RUB 2.2 bn

Medical center

Recommended source: strategic investor
Investments required: RUB 2.9 bn



Social effects of the Project

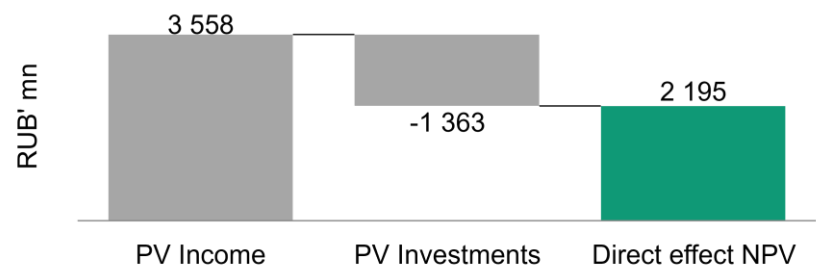
The Project will have a great impact on the entire region and create a high-quality urban environment of a new format



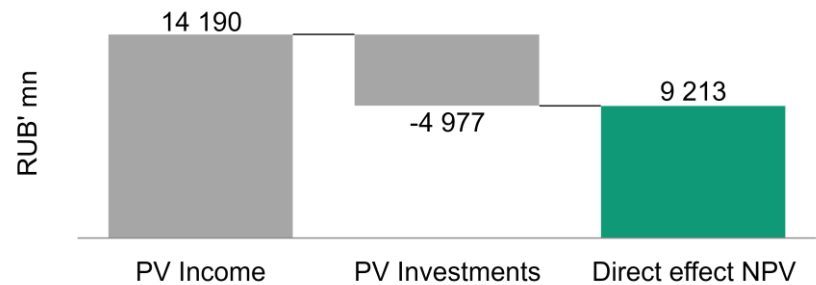
Budget effects of the Project

The Project will provide up to RUB 108 bn of total direct and indirect effect to Samara city and Samara region

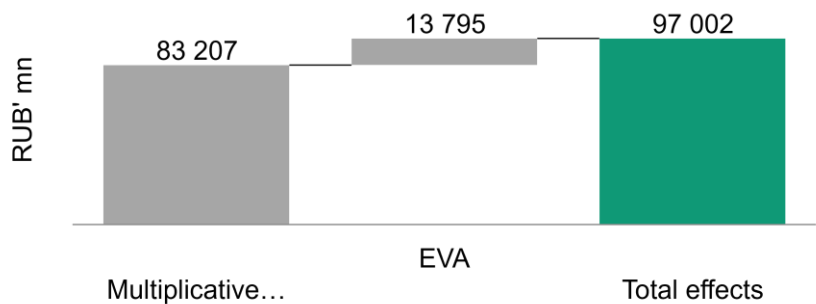
Regional budget



City budget



Indirect effects of the Project



 RUB 11.4 bn

Discounted direct effects



RUB 83 bn

Multiplicative
economical effect



RUB 13.8 bn

Direct GDP
contribution



RUB 108.2 bn

Effect of Project realization





Appendix

Core building facilities

A MIX USE NEW
DISTRICT FOR
THE
DEVELOPMENT
OF SAMARA
REGION

ATTRACTORS
OF DIVERSE
ECONOMICAL
INVESTMENT

CIRCULAR
ECONOMY



Technical-economical parameters of the Project

Object		Land plot area, ha	GBA, m²
1	Residential facilities	33.7	
1.1	Residential	2.1	27,543
1.2	Residential	2.1	33,952
1.3	Residential	2.1	27,997
1.4	Residential	2.1	28,263
1.5	Residential	2.1	24,050
1.6	Residential	2.1	32,085
	Street-retail	-	23,400
1.7	School and pre-school facilities	5.4	32,000
1.8	Residential	4.3	27,072
	Structured parking (1 500 p/p)	-	45,500
1.9	Residential	3.3	28,557
	Street-retail	-	2,500
1.10	Residential	2.9	32,085
1.11	Residential	2.9	38,395
1.12	Structured parking (1 200 p/p)	2.3	39,600
	Street-retail	-	4,200
2	Commercial facilities	39.8	
2.1	Apart-hotel	2.0	43,400
2.2	Market pavilions	2.2	17,000
2.3	Market pavilions	1.0	2,500
2.4	Family & Leisure center	2.6	25,000
2.5	Botanical garden and entertainment park	4.4	12,000
2.6	Children playground and skate park	2.6	-
2.7	Boulevard and stadium plaza	25.0	-
3	Techno-Campus facilities	8.7	
3.1	Techno-Campus	-	65,000
3.2	Street-retail	-	5,200
3.3	Museum of technical creativity	-	1,800
4	Medical facilities	7.7	
4.1	Medical center	3.1	45,000
4.2	Hotel of medical center	1.5	7,000
4.3	Medical center (phase 2)	3.1	28,200

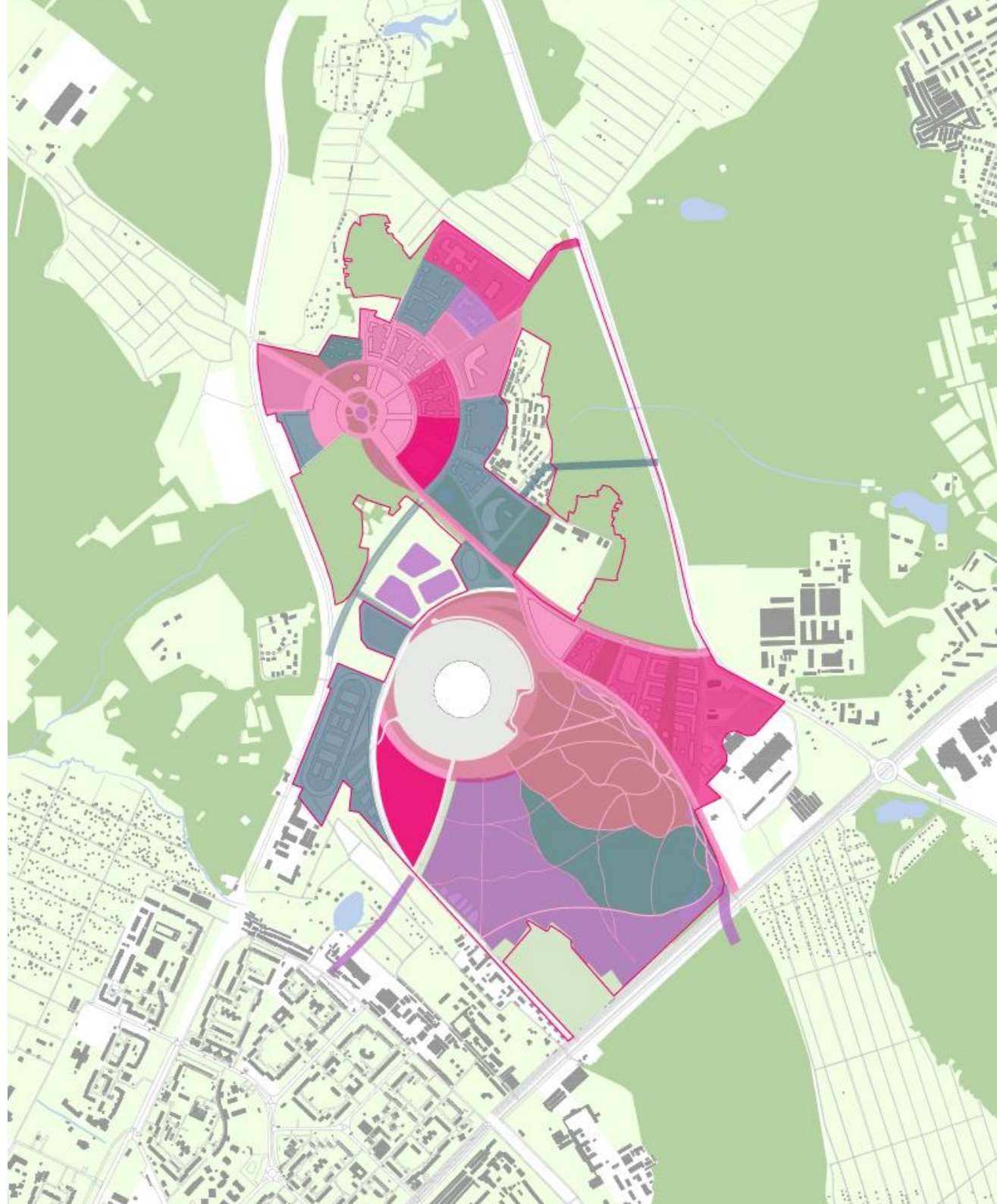
5	Sport and recreational facilities	174.6	
5.1	Park	88.1	-
5.2	Hippodrome	12.0	45,000
5.3	Horse stable	3.4	12,000
5.4	Tennis center	-	6,000
5.5	Football grounds	13.9	-
5.6	Parking	3.1	22,700
5.7	Beach sport center	4.1	14,000
5.8	Indoor manege	3.8	10,000
5.9	Samara Arena stadium area	27.9	-
5.10	Parking	12.3	115,000
5.11	Water sport center	1.5	12,000
5.12	Extreme sport center	1.5	12,000
5.13	Entertainment park	3.0	-
6	Circular plaza objects	17.4	
6.1	Musical theatre and retail	1.8	14,000
6.2	Hotel 3-stars and Hostel	1.6	14,000
6.3	Offices	1.8	40,000
6.4	Offices (co-working)	0.6	21,000
6.5	Wedding palace	1.3	3,000
6.6	Circular plaza	2.8	-
6.7	Congress-center		6,300
6.8	High-rise landmark building with hotel 4-stars and offices	1.5	27,500
6.9	Expo (phase 1)	1.7	10,000
6.10	Expo (phase 2)	2.3	15,000
6.11	Art-village	2.0	3,500
7	Other objects	14.2	
7.1	Transport hub (1 890 p/p)	5.8	82,000
7.2	Transport hub (2 670 p/p)	5.3	90,000
7.3	Green areas management complex	3.1	7,700
8	Objects outside the plot	10.4	
8.1	Agromarket	1.0	7,400
8.2	Specialized retail	9.4	110,000

Phasing

BUILDING
LANDSCAPE FIRST TO
CREATE ATTRACTOR
PLACES FOR
VISITORS &
INVESTORS

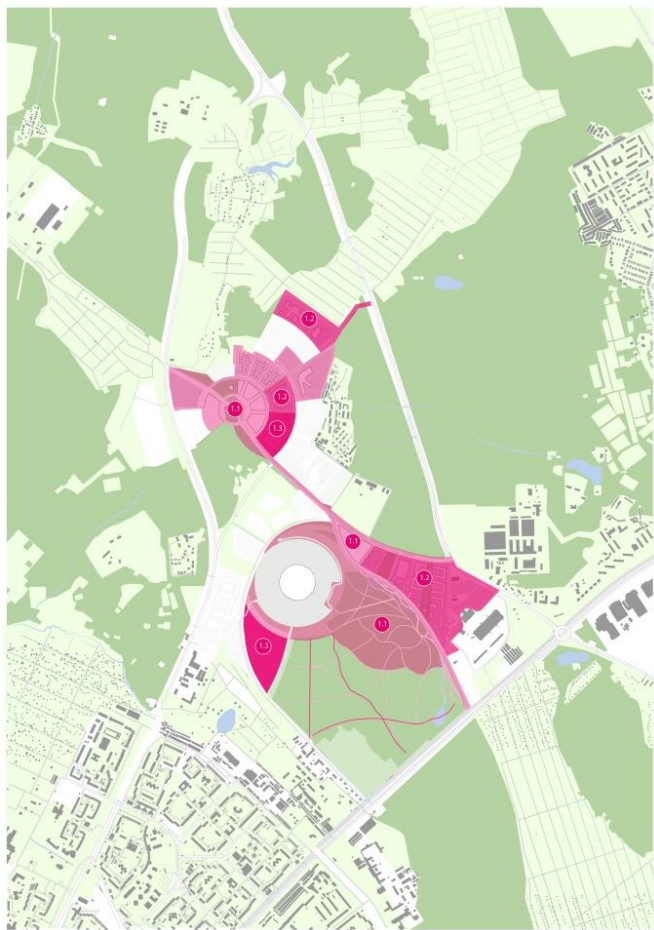
ALLOWING A
FLEXIBLE
DEVELOPMENT
ACCORDING TO
MARKET
REQUESTS

ENVISIONING NEW
CONNECTIONS FOR
THE DEVELOPMENT



Stages of the development

2021-2025



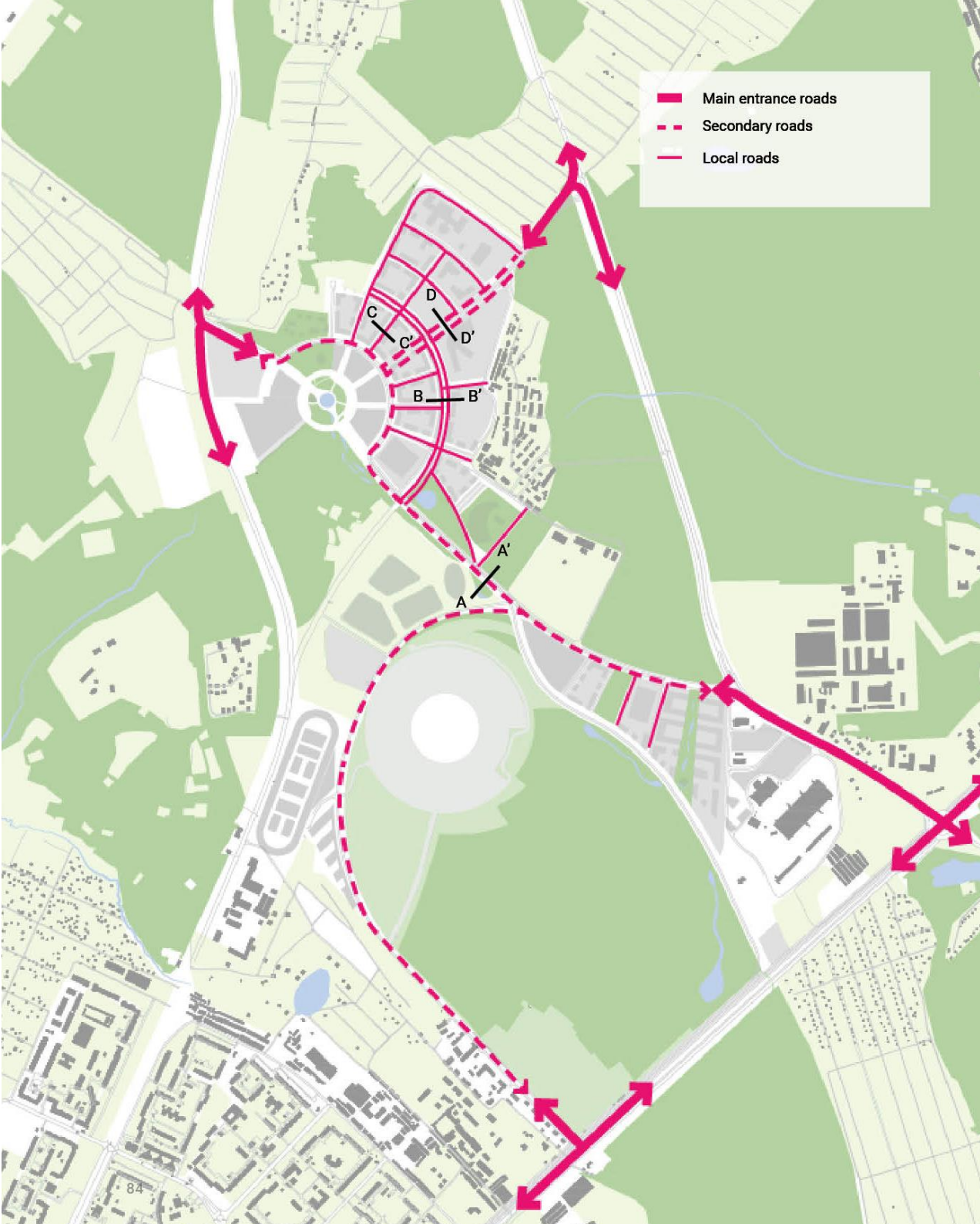
2026-2030



2030 +







Road network

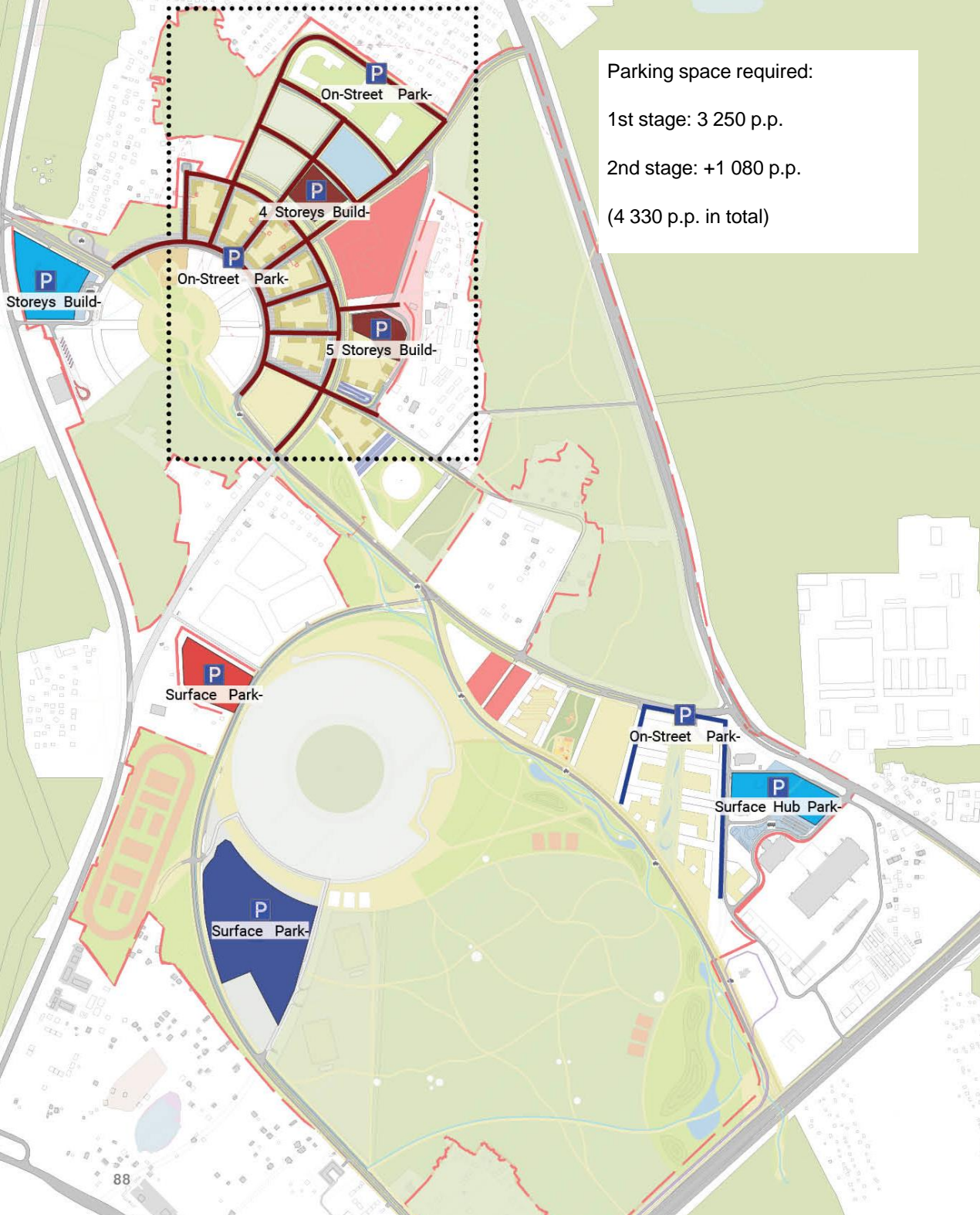


Public Transport network



Parking strategy

	Transport Hub Parking	6000 CPS
	Residential Multi-level Parking	2700 CPS
	Residential On-Street Parking	1630 CPS
	Stadium Parking	2400 CPS
	Hippodrome Parking	630 CPS
	Techno-Campus surface Parking	600 CPS



Parking space required:
1st stage: 3 250 p.p.
2nd stage: +1 080 p.p.
(4 330 p.p. in total)

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