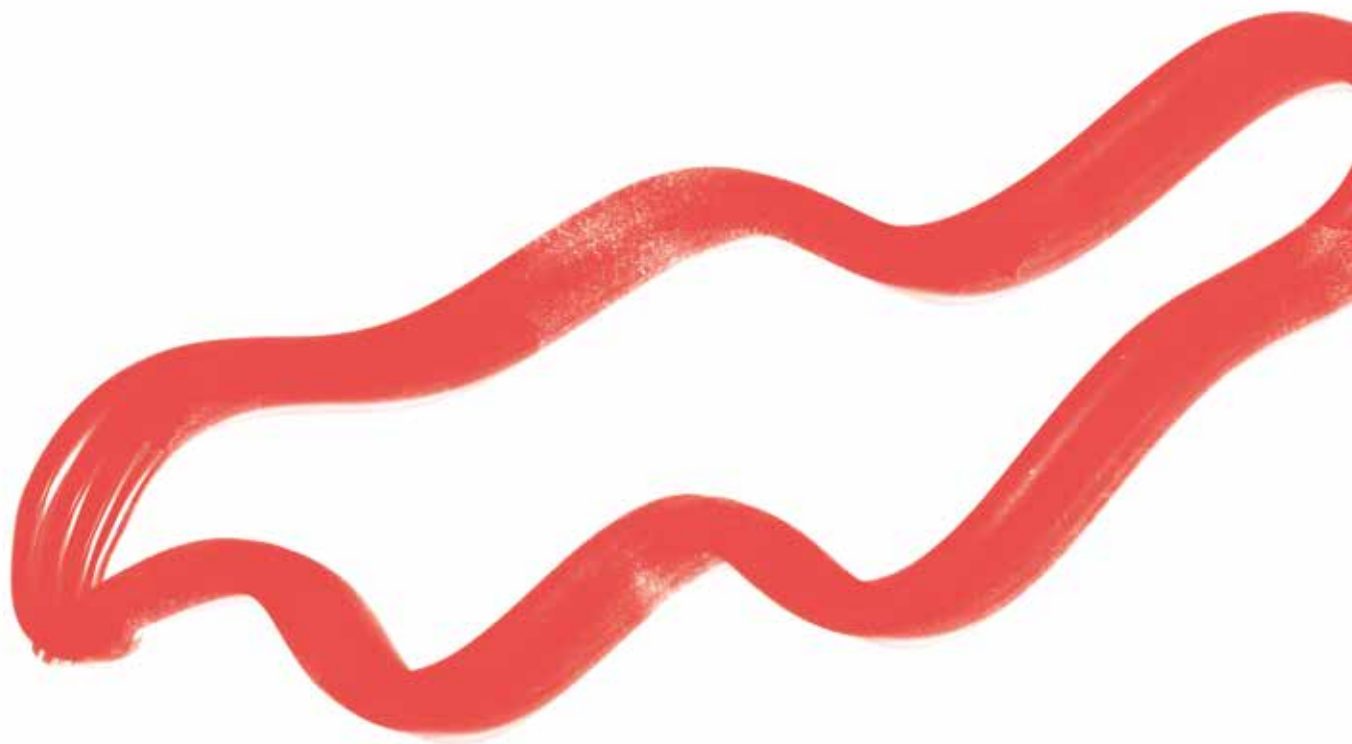
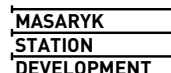
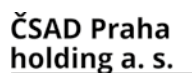


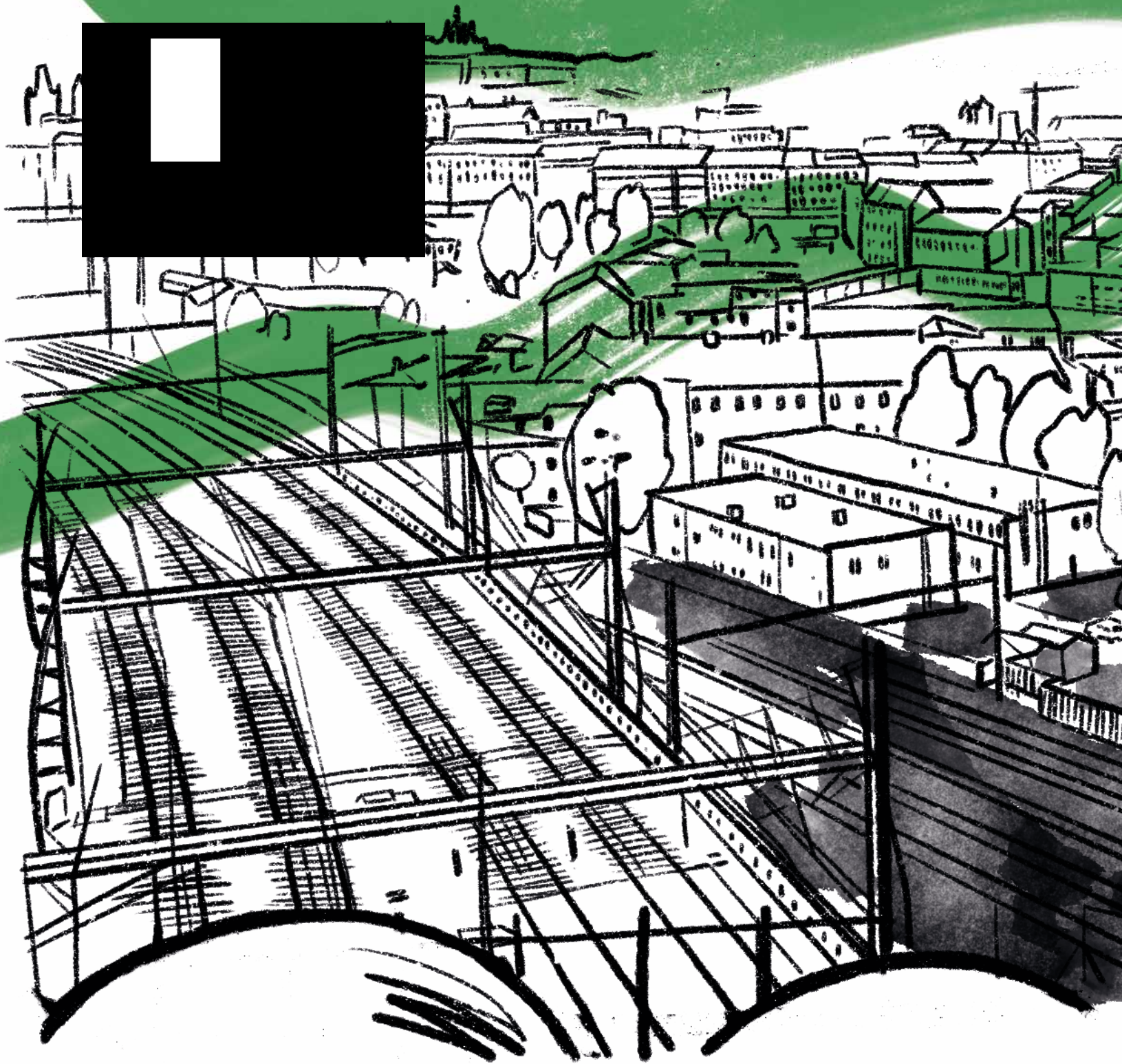
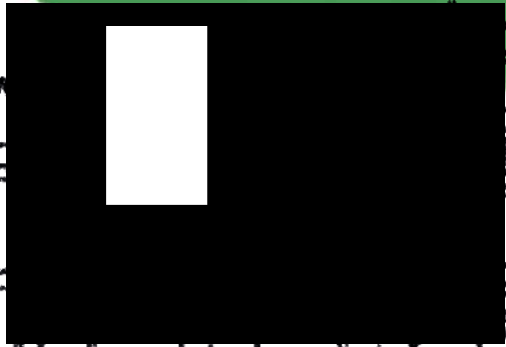
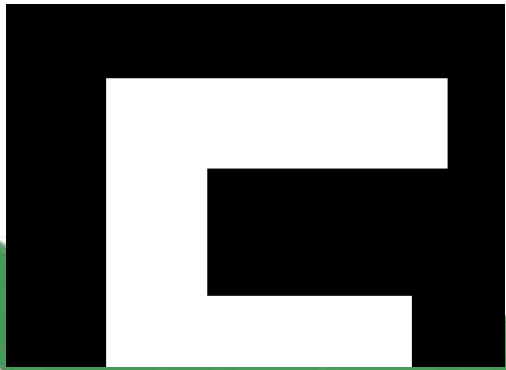
FLORENCE
2021
INTERNATIONAL
URBANDESIGN
COMPETITION

PRAGUE
CZECH
REPUBLIC
COMPETITION
BRIEF



The following members of the working and steering groups for the preparation of the competition participated on drafting this Competition Brief: Jan Benda, Richard Bureš, Lenka Burgrová, Tomáš Ctibor, Zdeněk Fikar, Klara Filaunová, Filip Foglar, David Fuksa, Jaromír Hainc, Sylvie Hájková, Marek Hein, Petr Hejma, Petr Hlaváček, Tomáš Hřebík, Daniel Kajpr, Martin Kloda, Karolína Koupalová, Petr Kožíšek, Filip Kračman, Luboš Křižan, Jakub Kutílek, Anna-Marie Lichtenbergová, Tomáš Murňák, Petr Návrat, David Olša, Petr Palička, Jaroslav Podliska, Tomáš Richtr, Petr Sigler, Zuzana Strnadová, Dušan Ševela, Anna Švarc, Lukáš Tittl, Lukáš Vacek, Rudolf Vacek, Marek Vácha, Martin Vaněk, Václav Vondrášek, Václav Vorlíček, Pavel Vráblík, Petr Zeman a Matěj Žaloudek.





FLORENC 21

INTERNATIONAL URBAN
DESIGN COMPETITION,
PRAGUE, CZECH REPUBLIC
COMPETITION BRIEF



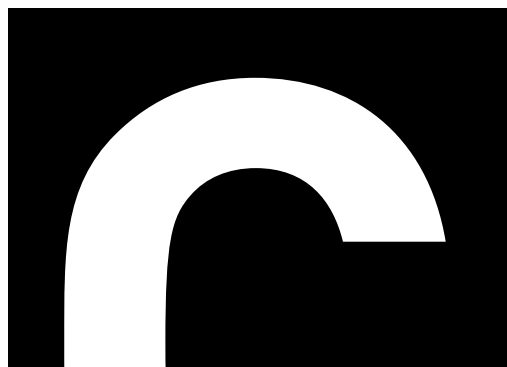
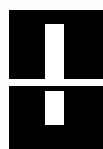


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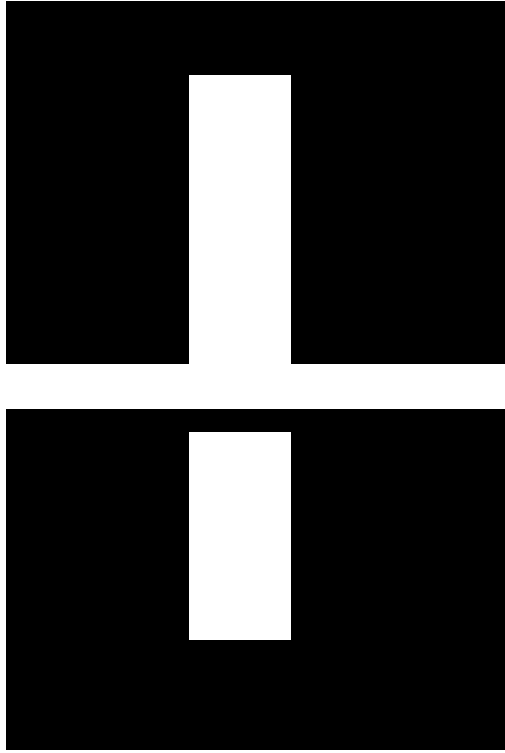
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INTRODUCTION







PETR HLAVÁČEK

First Deputy Mayor of the City of Prague

In 1348 King Charles IV ordered Prague New Town to be built. Prague was a prosperous, fast growing town, centre of the Holy Roman Empire and the New Town was supposed to accommodate both locals and foreigners who were moving to Prague from all over Europe bringing their trades with them or coming to study in the golden town where they were hoping for a better life. The king instructed the walls surrounding the Old Town to be demolished in order to connect the Old Town with the newly built quarter. New squares and a network of streets were laid out which still serve us in present times after more than 650 years. Among the newcomers arriving in Prague there were craftsmen from Florence in Italy. The story has it that they gave the name to the area which is now in the focus of this international competition.

In 2021, Prague is again a prosperous city to which talented people from all over the world come to work and study. We don't have to demolish medieval walls of the New Town at Florenc, these were removed by our ancestors in the 1870s when they expanded the area of Prague by adding Karlín, Žižkov and Vinohrady. The challenge we are facing is to deal with the barriers and brownfield which are the legacy of developing the transport infrastructure and which still divide these quarters from one another.

Today, new neighbourhoods in Prague do not come into existence by a decision of an enlightened sovereign but on the basis of a wide consensus. The representatives of the City of Prague believe that new neighbourhoods can only be delivered through a strong partnership between the public and private sectors. This is the reason why all stakeholders representing economic, environmental, historic and social values are involved in the planning processes to agree on a shared local development vision.

The purpose of this competition is to find a new urban structure for this area defining boundaries of public spaces for the coming centuries. We expect the competing teams to show us how to convert this area into an animated, socially and economically functional neighbourhood and at the same time allow for the implementation of long-term strategic aims of the City of Prague, focused on sustainable mobility and adaptation to climate change.

On behalf of the City of Prague leadership let me thank Petr Zeman, the chairman of the Spatial Development Committee and all his nearly one hundred colleagues from the City of Prague Council and local councils of Prague 1 and Prague 8 as well as the local councils of the nearby districts of Prague 2, Prague 3 and Prague 7, urban planners, transport specialists from the Prague Institute of Planning and Development, representatives of the National Heritage Institute, the City of Prague Museum, Railway authority (Správa železnic) and others who were involved in the preparation of this competition. I extend my special thanks to Martin Kloda, Václav Vorlíček and Luboš Křižan for their stamina and effort put in to the development of this Competition Brief. I also thank the team of ONplan, the planning consultancy for the perfect design of the competition preparation process and organisation. And last but not least I thank both competition clients, ČSAD Praha holding and Masaryk Station Development, because without their co-operation the competition would not take place.

I am looking forward to the discussion with competition participants on our city and the development of Florenc.



PETR ZEMAN

Chairman, Committee for Spatial Development,
Planning and Heritage Management of the
Prague City Council

Let me be a bit personal at the outset. I head the Spatial Development Committee of the Prague City Council which is a body which recommends changes in the city spatial (land-use) plan. The outcome of the committee's work is the collectively taken decision and recommendation to the city representation – in other words, the committee has only an informal authority which it must earn through its work. This involves a lot of effort as every single change requires reconciliation with the requirements of other stakeholders which is a time-consuming process that can last several years. In my work I have come to the conclusion that any town develops only as quickly as the social consensus can be reached in the relevant area.

The spatial plan is undoubtedly the most powerful tool of the town and its development, however, social trust in the town development is even more important. It is a sensitive issue which is difficult to explain but all of us are familiar with it in our private lives – whatever we do we must always trust that those around us are heading in the same direction. In my opinion this social trust has serious cracks in Prague, but the situation is slowly changing. The developers are starting to understand that they must take over their share of responsibility for the development of sites where they want to implement their projects and the city has realised that it is necessary to set out clear and fair conditions for all and that it must be a self-confident partner on the one hand and predictable on the other. It is a slow process, not everybody is convinced that the change of the atmosphere which depends on the political cycles, is permanent but at least in last two years when I have been involved in this work, I can see a significant shift.

The international urban planning competition is the climax in the effort to change the approach to co-operation between the city and developers. The competition does not focus on the private land only, but it covers much wider area in this extremely challenging location and the city is hoping that there might be a breakthrough in dealing with this Gordian knot of Prague – the north-south arterial road. The developers have brought so much needed dynamics into the process and since its beginning the city has been involved in the development of the competition assignments and holds the reins in its hand to be sure that all its needs will be taken into consideration. Without much exaggeration the competition preparation process could be referred to as an experiment as three teams have been working on it. The steering group which included the representatives of the city, town districts, Prague Institute of Planning and Development, developers then the working group the key task of which was finalising of the competition brief and all other documents. The working group also included the stakeholders who will later review and comment on the plans for the area. And last but not least, the team of experts, representing the professional community who reviewed the competition documentation and raised their comments.

I have already mentioned that in my opinion this competition is the climax of the effort to change the approach to the co-operation between the city and private developers and with a bit of overstatement let me add that one could hardly find a more challenging area than this one.

Florenc is a challenging and complex area, nevertheless it has its attractiveness. Until the second half of the 19th century this was the area at the end of the town which was surrounded first by Gothic and later Baroque fortification the bottle neck where on the way from growing Karlín one had to squeeze through Poříčská brána Gate. When the first Prague railway was planned our ancestors picked Florenc even though a big opening had to be made in the military fortification which allow trains to arrive to the railway station, called now Masarykovo. The transport function later reinforced by another railway station at Těšnov and the bus terminal at Florenc started dominating the area and its surroundings.

This will dramatically change in the near future as Florenc expects a boom in development during which it will become an integral part of the city centre. I wish the International Urban Planning Competition to become the key determining event and at the same time I wish it would become an important milestone in the history and be remembered by its contribution to the urban fabric of Prague in the 21st century.



Whoever you ask, either in Prague or anywhere else in the Czech Republic what he or she thinks when they hear the word “Florenc” the most frequent answer will be the bus terminal. Yes, Florenc is the synonym for the transport hub of international and long-distance bus lines in the Czech Republic. But we want the word Florenc to be associated with something more such as “transport hub in a living town”.

We, ČSAD as the client in the competition and at the same time owner and operator the Florenc Bus Terminal are fully aware of the transport hub potential and therefore with PENTA Real Estate, another owner of the land in this area, and the City of Prague with the help of leading international experts would like to find the best idea responding to this challenge, a shared vision for this area which, without any question deserves it. We wish the FLORENC 21 Competition to present a fresh view on development of the bus terminal and its integration into the urban fabric which can improve the land use in the long run and provide better connectivity of various transport modes. We are ready to invest in the bus terminal modernisation, enhanced comfort for passengers, visitors and residents by creating a functional city of the 21st century. This is going to be achieved by improving the quality of public space and the interior of the terminal building and complement the site with other town-forming functions.

We are aware that it is not an easy task but at the same time we see this challenge as an opportunity to put this bus terminal and the entire area into the European context of the 21st century. This is an opportunity to integrate a complex transport infrastructure into the urban fabric and create a modern hub from which people can depart, where they can arrive, where they can work, relax or live.

PAVEL VRÁBLÍK

Member of the Board, ČSAD Praha holding a.s.



Dear Competition Participants,

We are pleased that you have decided to spend time and put effort into ideas to resolve this challenging planning riddle in the very heart of Prague. It is an opportunity to look for a new approach to urban design in this location which would reflect the interests of a wide range of stakeholders, historic values and strive for economic viability. It might be your design which will define a new, meaningful urban space in this area, neglected for decades, which will trigger a true urban life and improve the environment. It is an area which we do not want to restore to any era in its past, just the opposite. We want to create a brand new, contemporary and fully-fledged urban district.

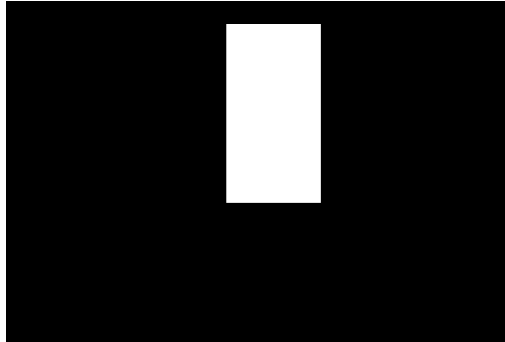
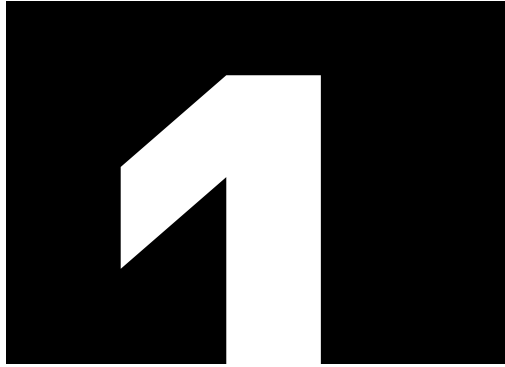
Penta Real Estate, as one of the well-established developers and a shareholder in Masaryk Station Development, wants to follow on the philosophy of its earlier projects which boast a strong identity and the ability to develop the potential of the site. These projects respect the legacy of the past, naturally connect to the urban surroundings and communicate strong stories.

We are a leader in the market in the area of sustainable buildings. Based on the outcome of this competition we would like to become leaders in sustainable town neighbourhoods.

We wish you a lot of good ideas and we are looking forward to your proposals.

PETR PALIČKA

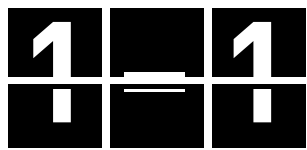
Member of the Board, Masaryk Station Development, a.s.



KEY INFORMATION







COMPETITION CLIENTS

ČSAD Praha holding a.s.

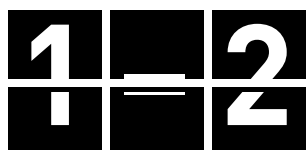
Pod Výtopnou 13/10
186 00 Praha 8 – Karlín

Masaryk Station Development, a.s.

Na Florenci 2116/15
110 00 Praha 1

The competition is organised in co-operation with the City of Prague and the Prague Institute of Planning and Development pursuant to the City of Prague Council Resolution No. 2956 adopted on 21 December 2020.

The Competition Brief was approved by the Council of the City of Prague by Resolution No 39777 adopted on 22 March 2021.

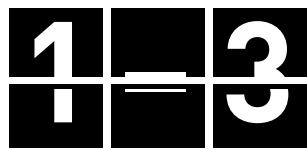


ORGANISER

ONplan lab, s.r.o.

registered at: Františka Křížka 362/1, 170 00 Praha 7
office address: Karmelitská 18/379, 118 00 Praha 1
Competition Secretary: Petr Návrat, MRTPI
Competition Proposal Examiner: Karolína Koupalová

The Czech Chamber of Architects (CCA) issued the **Certificate on the Competition's Compliance** with CCA's Competition Guidelines on March 16, 2021.



TYPE OF THE COMPETITION

The competition will be conducted in the form of a competition workshop of the following parameters:

- According to its subject matter it is an **urban design competition**; according to its purpose it is a **project competition**,
- The competition workshop is **international**, all communication will be in Czech and English,
- It is a **limited competition** –the jury will select participants based on applications with portfolios (up to 5 teams),
- The competition workshop is **non-anonymous**, during the workshop the jury, the clients and other bodies will be engaged in a dialogue directly with the competing teams,
- The competition will have **two phases** – in Phase 1 the teams will prepare an urban regeneration concept plan for the interest area which will be developed into a masterplan after the second competition workshop,
- The jury will short-list a minimum of 3 and a maximum of 5 competing teams for Phase 2 of the Competition.



PURPOSE OF THE COMPETITION

The purpose of this urban design competition is to identify and reward an integrated proposal for the competition area which will satisfy the requirements stated in the Competition Brief regarding the competition site in the most suitable way. The winner of the competition shall be subsequently commissioned to develop the design further into a master plan with design code elements for the competition site. Proposals in the interactive and indicative zones (green and blue) will present a portfolio of ideas as a basis for coordinated development and decision-making by the local government.

In the following phases, Masaryk Station Development will consider inviting competition participants when selecting architects for individual projects in the area.

1-5 JURY

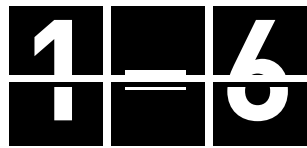
INDEPENDENT MEMBERS

Regular members	Substitute members
Winy Maas	Fokke Moerel
Kees Christiaanse	Till Rehwaldt
Matthew Carmona	Martina Forejtová
Pavel Hnilička	Štěpán Valouch
Regina Loukotová	
Michal Sedláček	

DEPENDENT MEMBERS OF THE JURY

Regular members	Substitute members
Lenka Burgerová <i>City of Prague</i>	Petr Hlaváček <i>Deputy Mayor of Prague</i>
Jaromír Hainc <i>Prague Institute of Planning and Development</i>	Tomáš Murňák <i>City of Prague</i>
Petr Palička <i>Penta Real Estate</i>	Luboš Křižan <i>Prague Institute of Planning and Development</i>
Tomáš Ctibor <i>4ct / ČSAD Praha holding</i>	Dušan Ševela <i>Penta Real Estate</i>
Tomáš Hřebík <i>Municipal District Prague 8</i>	Pavel Vráblík <i>ČSAD Praha holding</i>
	Klára Filaunová <i>4ct / ČSAD Praha holding</i>
	Petr Hejma <i>Municipal District Prague 1</i>

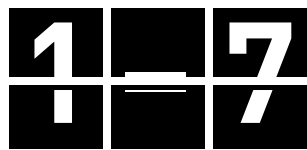
The Competition Rules and the Competition Brief were approved at the 1st jury meeting on 10 March 2021.



INVITED EXPERTS

Invited experts will assist the jury by reviewing the competition proposals and providing an expert opinion in the following areas: transport and sustainable mobility, cultural heritage, its protection and conservation, climate change mitigation and implementation financial feasibility.

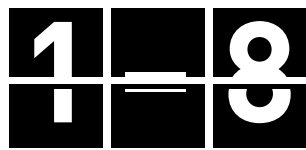
The jury can ask the clients to invite other experts in course of the competition.



MATERIALS PROVIDED

Map materials in digital form together with the publication “Site Information”, which expands on and clarifies the information provided in the Competition Brief, will be provided to participants shortlisted for Phase 1 of the competition.

The publication “Site Information” will cover the following topics: history of the site, socio-economic situation and strategic priorities of the City of Prague, local economic development, architecture and public spaces in the area of interest, blue-green infrastructure and environment, transport and mobility, technical infrastructure, ownership structure and intended projects as well as (statutory) site constraints.

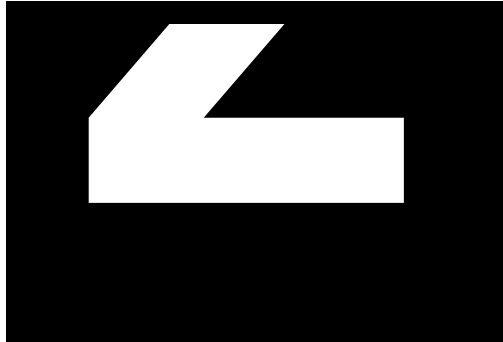
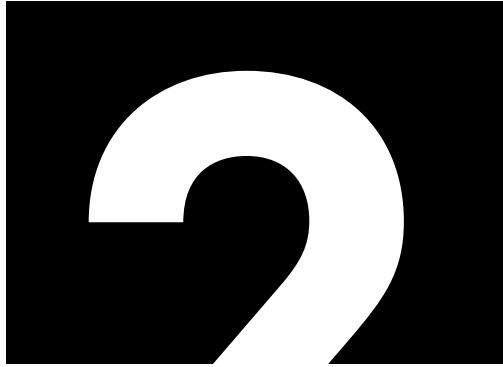


COMPETITION TIMETABLE

Below is the preliminary timetable of the competition workshops. The dates may change depending on the workshop proceedings, nevertheless the minimum time set for the development of the concept plan and the master plan will be followed.

The information on the competition dates will be published on the following website: www.florenc21.eu

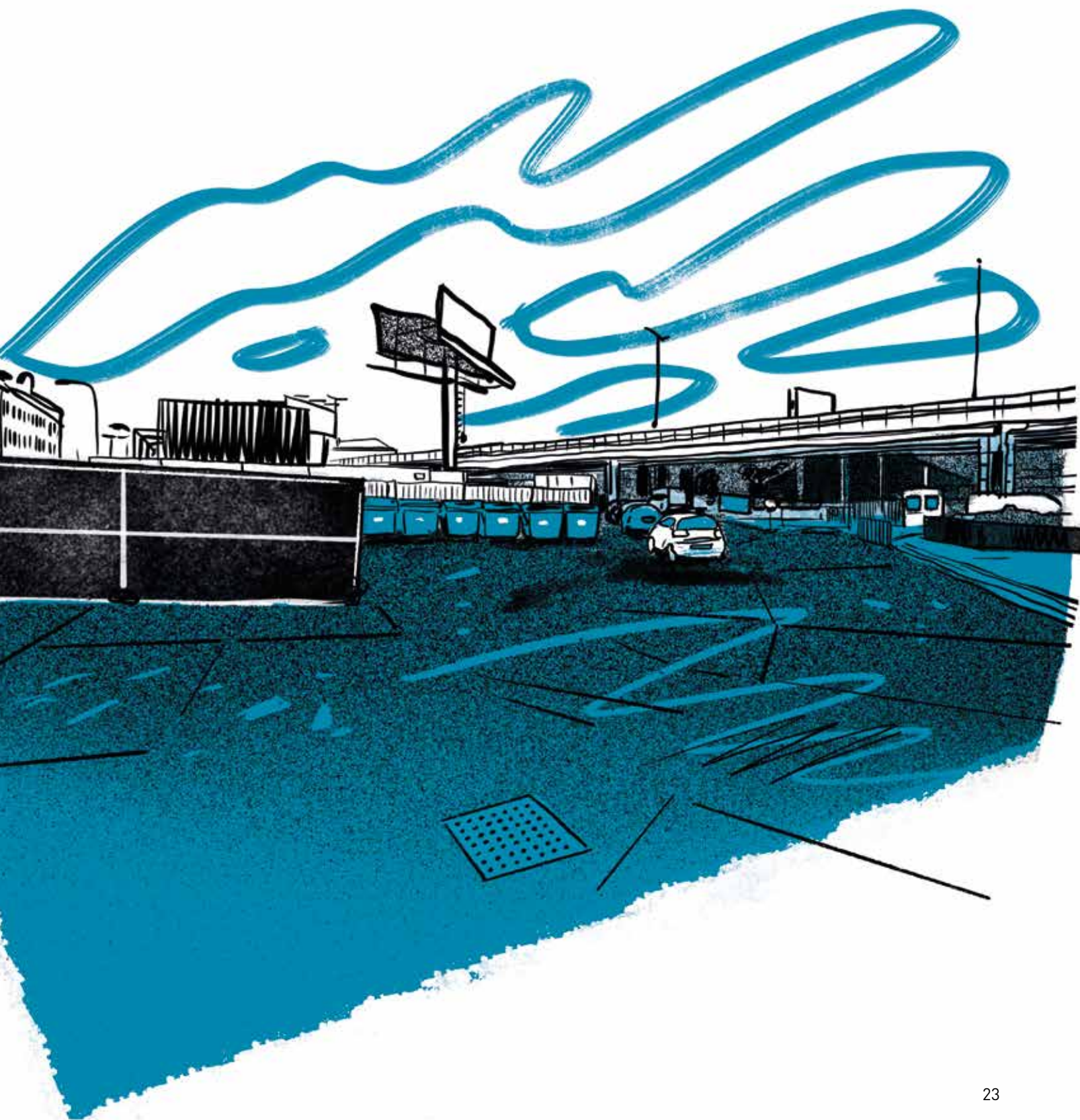
SELECTION OF COMPETITION PARTICIPANTS	Receiving applications	by 26 April 2021 17:00 CEST
	Selection of participants by the jury	in 14 days after the deadline for the application submission
PHASE 1	The first competition workshop	21 days from the date of receipt of the Invitation to Participate in Phase 1
	Concept plan submission	minimum 75 days from the date of receipt of the Invitation to Participate in Phase 1
	The second competition workshop	14 days from the Phase 1 submission date
PHASE 2	Master plan submission	minimum 75 days from the date of receipt of the Invitation to Participate in Phase 2
	The third competition workshop Announcement of the winner	14 days from the Phase 2 submission date
EXHIBITION OF THE COMPETITION PROPOSALS		In 60 days from the announcement of the competition results

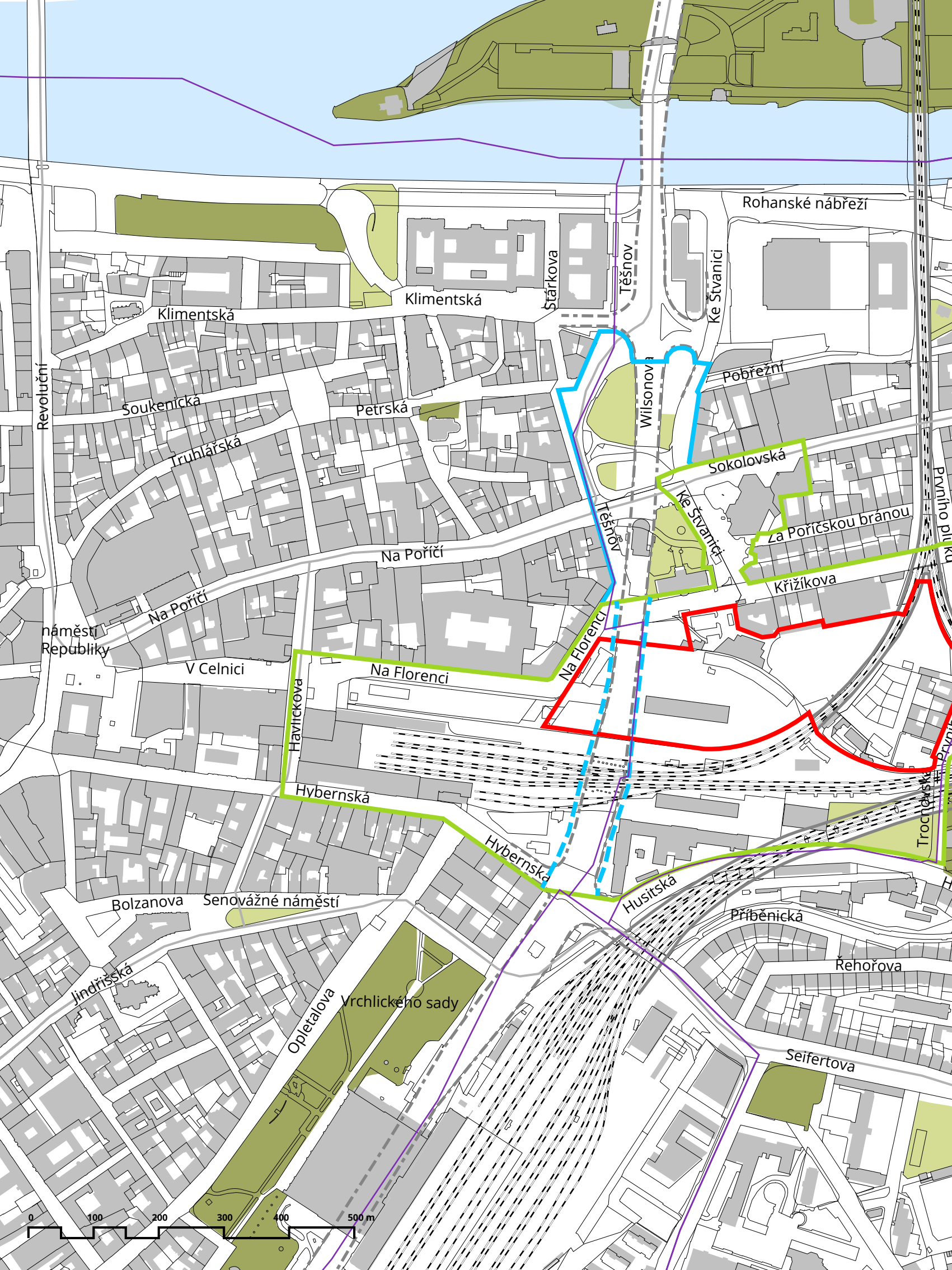


COMPETITION AREA

The competition area consists of the competition site itself – marked in red and the adjacent interactive zone in green and the indicative zone in blue. The indicative zone includes the North-South arterial road (magistrála in Czech), which intersects both the competition site and the interactive zone. For each of these zones there are specific requirements to be addressed.







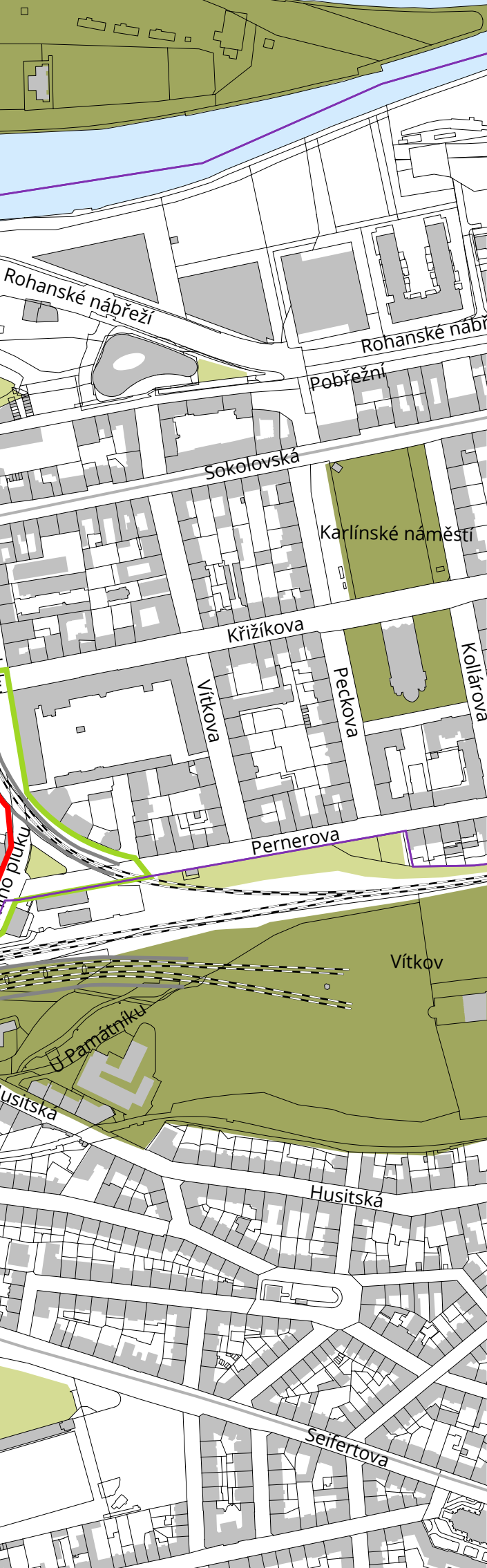


FIGURE 1 COMPETITION AREA

scale 1 : 5 000

LEGEND

- The Competition Site
- The Interactive Zone
- The Indicative Zone
- The Indicative Subzone
- Buildings
- Parcels
- Prague Municipal Districts
- The North-south Arterial Road
- Railway Tracks
- Railway Tracks Above Ground Level
- Tram Tracks
- River Vltava
- Other City Greenery
- Parks

AREA
AREA

DEFINITION
DEFINITION

ASSIGNMENT
ASSIGNMENT

USE
USE

COMPETITION SITE

INTERACTIVE ZONE

INDICATIVE ZONE

AREA DEFINITION

The competition site (red) consists of the redevelopment area, which is the existing Praha Florenc Bus Terminal (Ústřední autobusové nádraží Praha Florenc – ÚAN Florenc) and its amenities, as well as the brownfield with the former warehouses and freight handling area of Masarykovo Railway Station located to the north of the current rail yard. The competition site is situated at the boundaries of two Prague municipal districts: Prague 8 (east) and Prague 1 (west).

ZONE DEFINITION

The interactive zone (green) contains public spaces and transport infrastructure including Prague Masaryk Railway Station and the above ground structures of the Florenc Metro Station. A number of projects is in preparation in this zone including regeneration of public spaces, transport and technical infrastructure investments as well as construction of buildings. For some the planning consents have been already issued, this will be further clarified in the competition brief.

ZONE DEFINITION

The indicative zone (blue) includes Těšnov Park, forecourt of the City of Prague Museum (Muzeum hl. m. Prahy) and the area along the north-south arterial road that intersects both the red and the green zone.

ASSIGNMENT

The main assignment in the competition site is to propose new urban design defining system of public spaces, morphology of the place and setting building heights as well as to propose overall transport strategy coordinating all modes of transport.

ASSIGNMENT IN INTERACTIVE ZONE

The key requirement in this zone is to improve permeability, enhance pedestrian, cycling and other transport links and address areas integration to the site context. While taking into consideration the already existing improvement projects the proposals shall further enhance quality of public spaces in this zone.

ASSIGNMENT IN INDICATIVE ZONE

The participants shall submit a proposal outlining principles for future urban structure and its implementation. Proposed principles shall be flexible enough to accommodate the existing layout of the north-south arterial road (this shall remain in its present form in the medium term) while not preventing a different technically feasible design of the north-south link in the future.

USE OF COMPETITION OUTCOME ON THE COMPETITION SITE

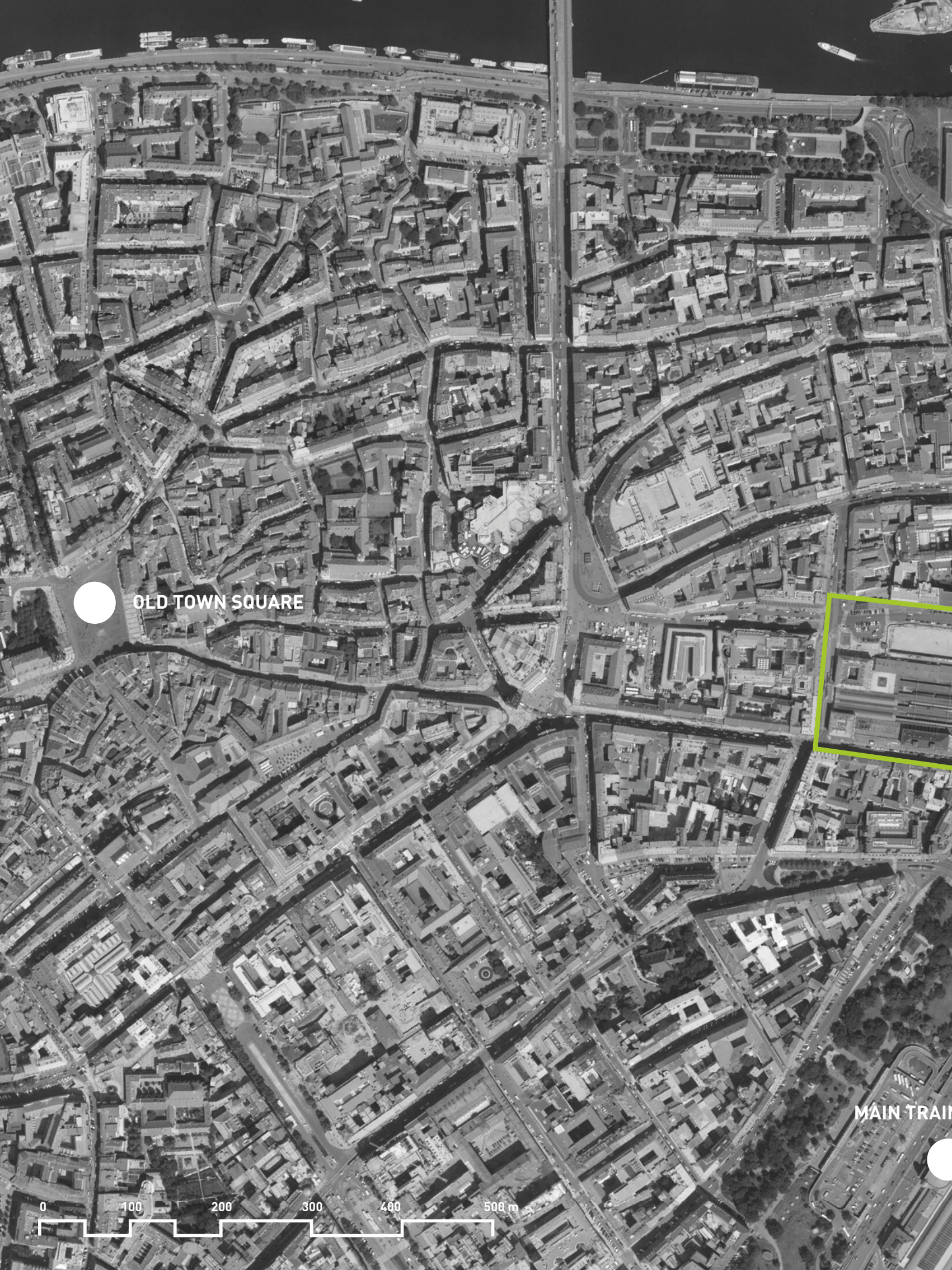
The winning design shall be further developed into a master plan / regulating plan that will serve as a basis for proposed changes of Prague's Zoning Plan (Územní plan – ÚP) and will guiding the regeneration process of the site.

USE OF COMPETITION OUTCOME IN THE INTERACTIVE ZONE

The competition outcome in this zone shall propose a vision integrating existing individual projects. It will serve as the basis for co-ordinated development and as a tool for the local government's decision-making on regeneration of public spaces in this zone.

USE OF COMPETITION OUTCOME IN THE INDICATIVE ZONE

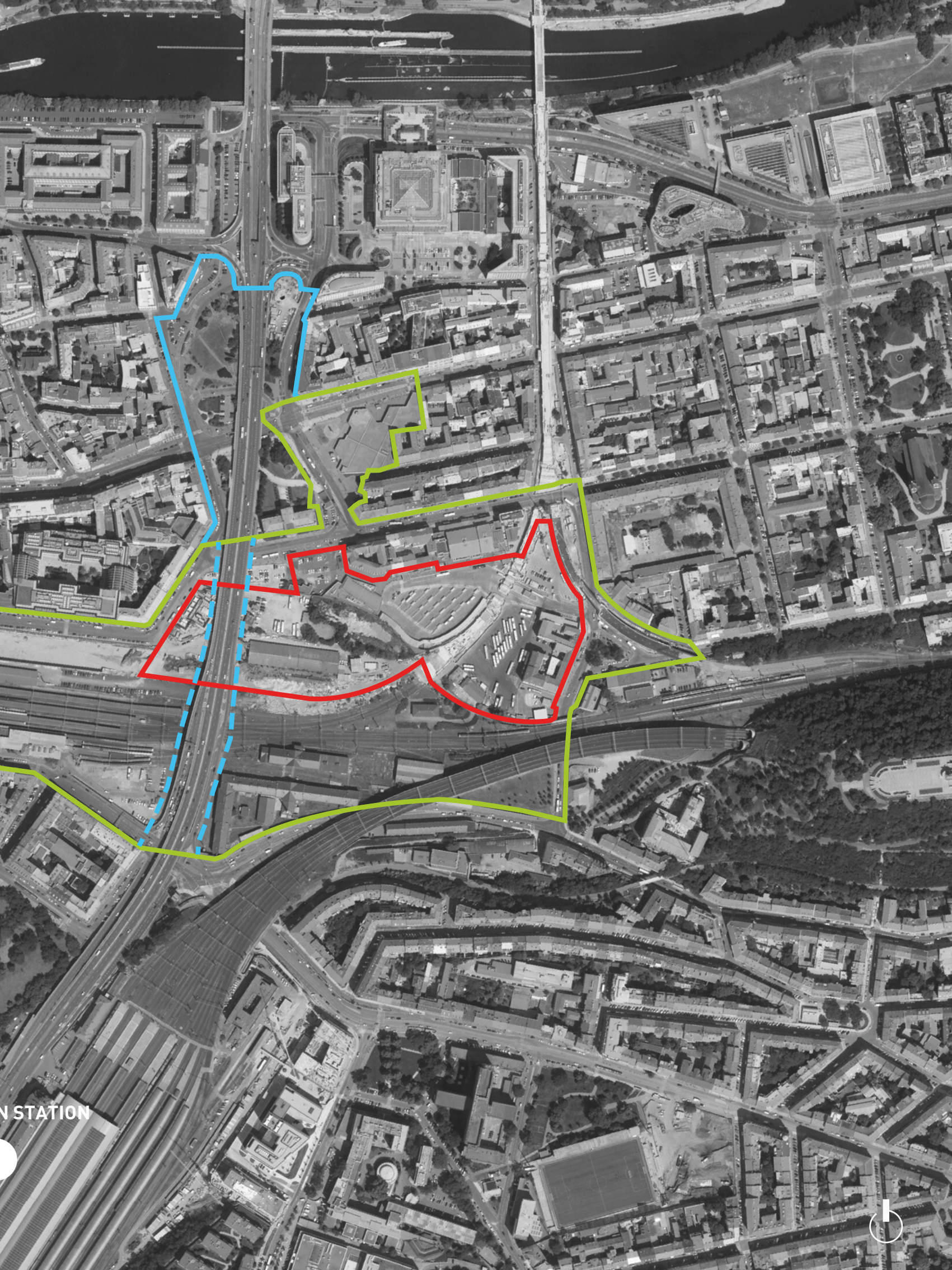
The submitted proposals addressing this zone will serve as guiding ideas for the future development of the area along the north-south arterial road, especially the Těšnov Park and the forecourt of the City of Prague Museum. Presented ideas will be explored by the City of Prague as the majority landowner in this zone.



OLD TOWN SQUARE

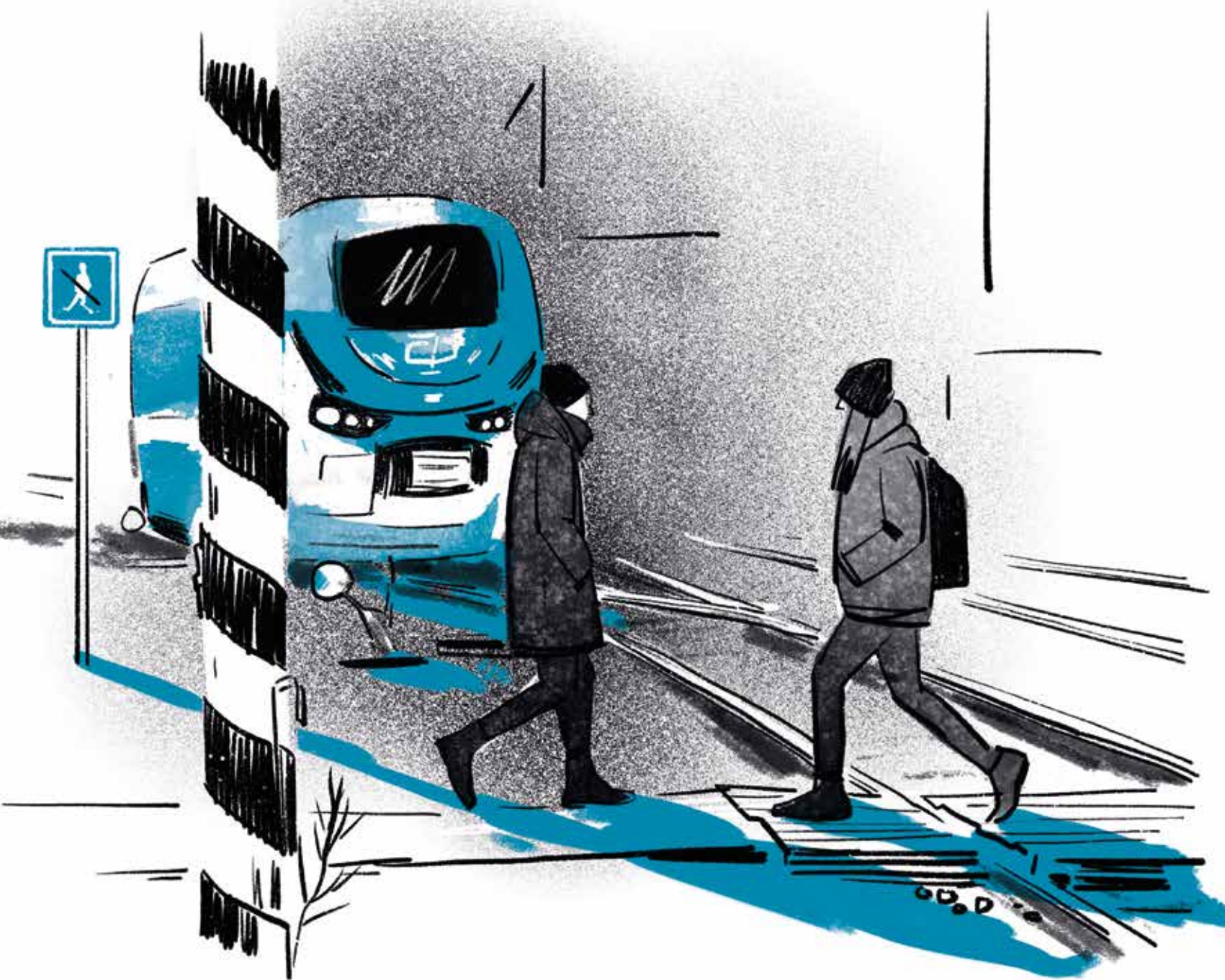
MAIN TRAIN

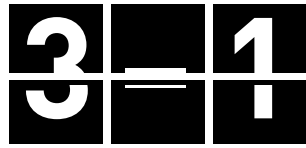
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BACKGROUND

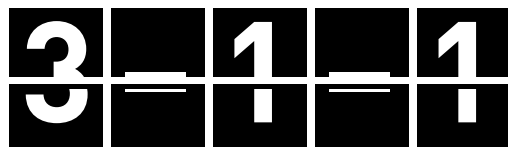




SITE ANALYSIS

The objective of this chapter is to describe key values and problems of the competition area and its wider context. This analysis forms basis for the assignment and scope of the competition.

However, a more detailed information will be provided in the document: "Site Information", which will be made available to the selected competitors together with the invitation to participate in the competition.



KEY VALUES

SPATIAL ORGANISATION

The urban landscape of Prague is diverse thanks to its topography the key feature of which is the Vltava river. It is particularly the river which shapes the identity of the entire city as well as of the Florenc area. The value of this area is underlined by its landmark – the hill of Vítkov and the significant elevation difference between Žižkov and Karlín which contributes to the area's specific character.

PUBLIC SPACES OF OLD PRAGUE

The value of the area is its location on the footprint of the New Town (Nové Město) walls. It is a unique area with a direct link to the historic city centre, a neighbourhood with its *genus loci*, even if its potential is currently not fully developed.



Desfours Palace in
Na Florenci Street

The competition site is delineated by the area of Karlín and New Town both of which have a clear urban structure, public spaces clearly defined by building blocks, forming neighbourhood and local nodes.

The most important town squares which represent nodes of the neighbouring quarters include, to the west of the competition site, the Náměstí Republiky and Senovážné Náměstí with the near park of Vrchlického Sady and to the east of the competition site the Karlínské Náměstí square. Even though these important public places represent the area's value, the present layout of the competition site does not allow for adequate links among them.

Similarly, the potential of the main streets which represented the town development axis eastwards of the former New Town walls, remains untapped. These are Sokolovská Street which originally led to Poříčská Gate and Husitská Street that led to Nová Gate. When Karlín District was established Křižíkova Street was routed in parallel with Sokolovská and the former historic road eastwards was converted into what is now Seifertova Street in Žižkov. At present, none of these streets when intersecting the competition area meet the expectations of a good quality public space.

The links to the north towards the Vltava embankment represent another potential, however grossly underdeveloped. Wilsonova Street and Prvního pluku Street offer a direct link between the competition area and the Vltava River but at the moment with a poor permeability.

GREEN AND BLUE INFRASTRUCTURE

The undisputable value of the site is its proximity to the Vltava River and its right embankment and the nearby Štvanice Island with its sport and leisure facilities of citywide importance. Another area of citywide importance is Vítkov Hill which is also a significant landmark. The parks in the wider surroundings include the one at Karlínské náměstí Square and Vrchlického sady Park in front of Prague's Main Railway Station. However, these important components of green infrastructure are not adequately interconnected.

IMPORTANT CULTURAL INSTITUTIONS

Both the indicative and interactive zones contain the following important cultural institutions: The City of Prague Museum (Muzeum hl. m. Prahy), Karlín Musical Theatre (Hudební divadlo Karlín) and industrial heritage buildings of the former railway engine depot at the Prague Masaryk Railway Station in which the National Technical Museum plans to open its Railway Museum. These cultural institutions have an immense potential to impact the functionalities and character of the competition site and by the same token to transform Florenc into an important point on Prague's cultural map with links to such institutions as the National Museum, State Opera and Military History Institute Prague.

PLACE WITH A SIGNIFICANT HISTORICAL FOOTPRINT

The competition site is situated in the area of the former town rampart at the boundary of Karlín and New Town Districts. After the New Town fortification was demolished, the space was used for new transport infrastructure and remained undeveloped with unbuilt plots. The footprint of this sudden change in Prague's development is still very clear. Traces of the original town ramparts including the historic moat and the drainage are well preserved underground the site.

A unique value of the competition site and its wider area is the richness of the historical evidence pointing to its past such as the urban structure of the adjacent New Town and Karlín Districts with many listed buildings, historical and cultural monuments and industrial heritage particularly associated with the first railway line and railway station in Prague.

Significant portion of the competition site is situated in the urban conservation area of the Prague Historic City Centre, a listed UNESCO World Heritage Site and the entire adjacent area falls in the world heritage site buffer zone. Most area of the indicative and interactive zones is in the urban conservation area of the Karlín District. Nearly half of the competition site includes plots protected under the national heritage site of Prague Masaryk Railway Station. In the indicative and interactive zones are a number of buildings under heritage protection including Karlín Musical Theatre, the City of Prague Museum and the Negrelli Railway Viaduct. The viaduct has been recently restored and has an important contribution to the image and character of this place, making it visually distinctive and pointing to its function as an important transport hub. Other important structures referring to the industrial past include buildings of the former railway engine depot and the former railway bridge across Hustiská Street which is part of a cycling route nowadays.



View from Vítkov Hill towards the Masaryk Railway Station after its opening in 1845

A number of important vistas and views on dominant landmarks were identified in the area. For example, the view from Masaryk Railway Station through Hybernská Street towards the Powder Tower (Prašná brána), a national heritage monument, or from V Celnici Street there is a view of the Church of Our Lady before Týn (Týnský chrám). These vistas link the competition site with the historic city centre. The view of Vítkov Hill with the national heritage monument on top is equally important for the legibility of the site.

MOBILITY AND TRANSPORT

The area serves as an important transport hub of national and European importance. On the competition site there is the Florenc Bus Terminal with a significant share of international coach services and in the interactive zone is Prague Masaryk Railway Station. Prague Main Railway Station is in walkable distance of about 500 m from the interactive zone.

Florenc Bus Terminal mainly serves for long-distance national and international coach travel. Transfer links to the city public transport system are made possible by the Florenc Metro Station enabling transfer between B and C Lines with entrance near the bus check-in hall. Within walking distance, it is possible to change to tram lines in Sokolovská Street and public transport bus lines in Křižíkova or Ke Štvanici Streets.

Prague Masaryk Railway Station is the terminal station for the commuting train services arriving from the east, north and partly northwest of the Prague metropolitan area and in 10 years' time it will also offer a direct train connection to Václav Havel Airport Prague. The station has perfect transfer links to the public transport system access to the Náměstí Republiky Metro Station on the B Line and the tram stop in Havlíčkova Street is in front of the main entrance to the station building.

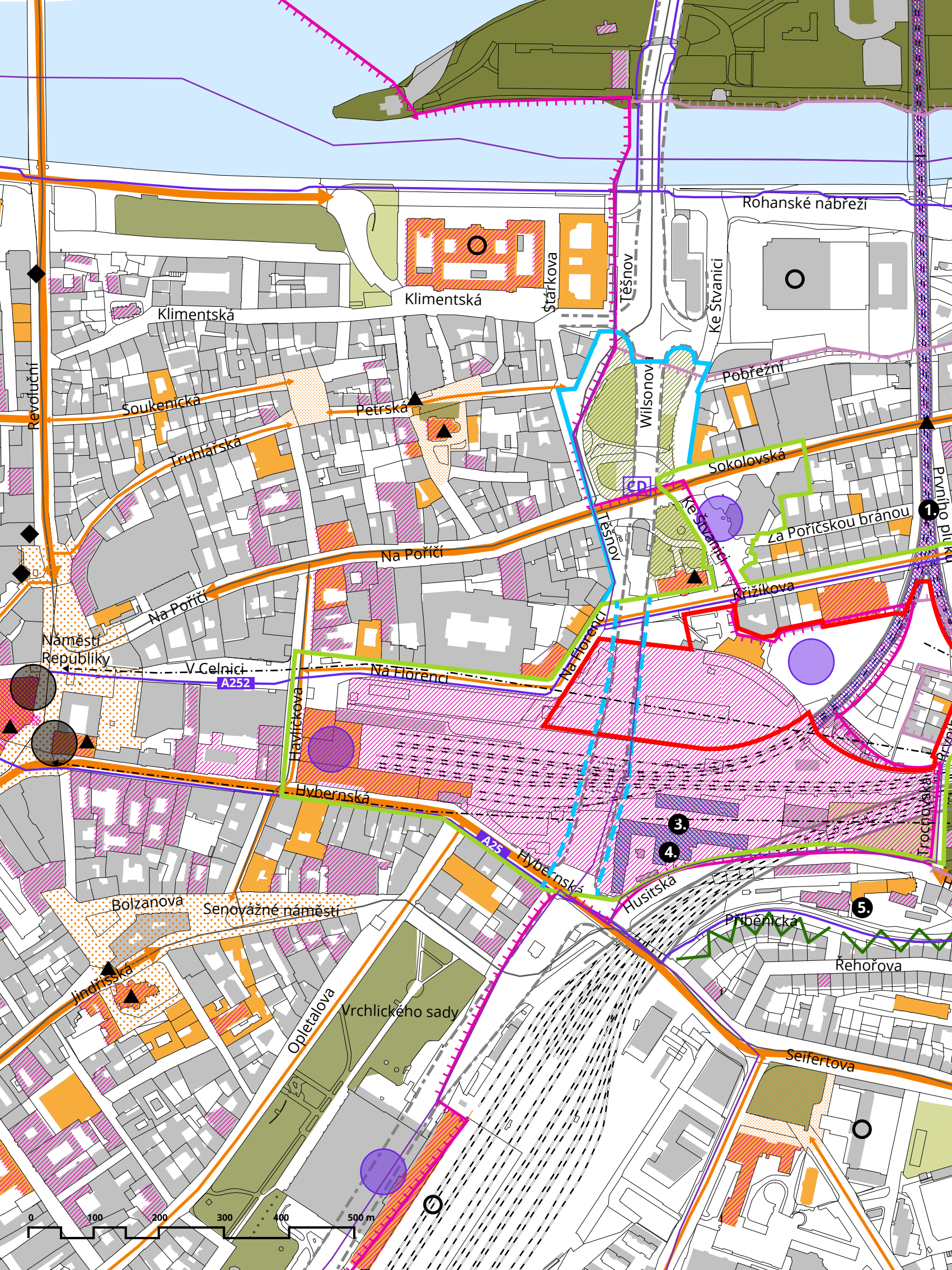


Prague-Těšnov Railway Station shortly after its opening in 1875

The Competition Area is well serviced by the Prague Integrated Transport system. Tram lines run through Na Poříčí – Sokolovská, Havlíčkova and Těšnov streets (with a turning point in Těšnov Park), and buses service Křižíkova, Ke Štvanici, Prvního pluku and Trocnovská streets. The metro lines C and B pass through the area, Florenc Station allows interchange between C and B while Náměstí Republiky is on the B line.

A dense network of public spaces outside the redevelopment area has a great potential to improve area's permeability for pedestrians and cyclists. There is the A25 cycling route leading from Old Town (Staré Město) via Žižkov towards Úvaly and the A252 cycling route connecting the city centre with Karlín. In the wider area there is a dense network of parking racks for shared bikes and in the indicative zone there is a city logistics cargo bikes depot.

A dense road network outside the redevelopment site makes the area easily accessible for motor vehicles. Collector roads pass through the competition area, besides the the north-south arterial road and Rohanské nábřeží local roads of the 1st class include also Ke Štvanici, Křižíkova and Husitská streets. Collector roads are supplemented by a network of service roads directly servicing all buildings.



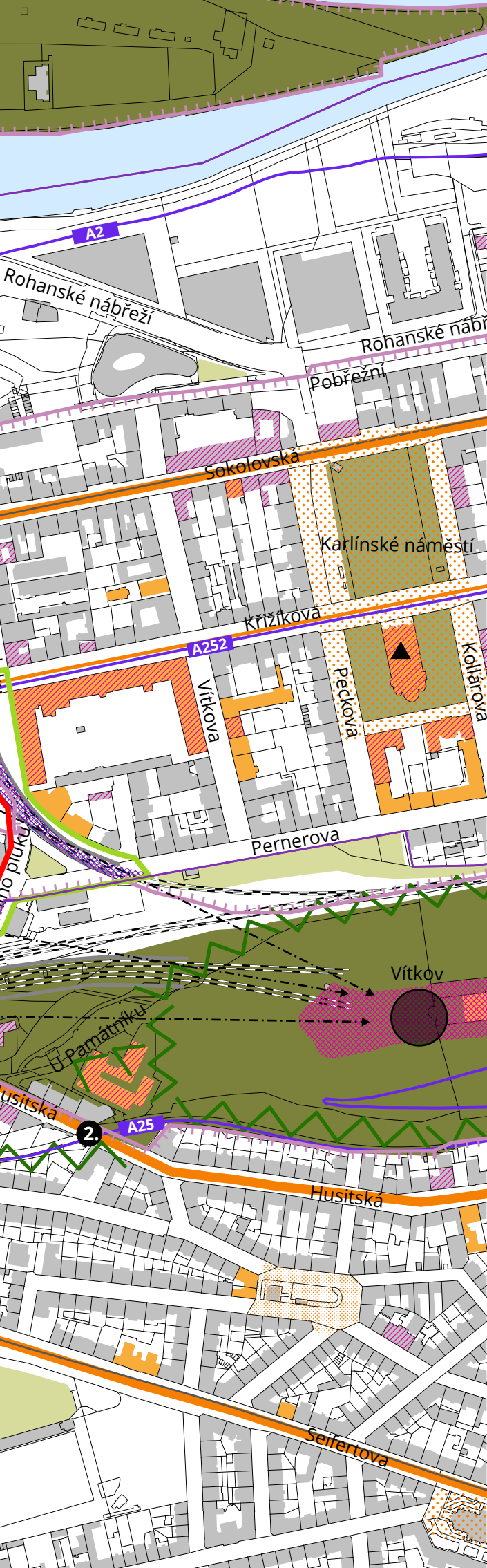






































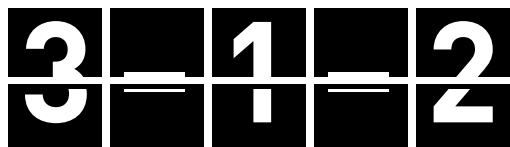


FIGURE 2 KEY VALUES
scale 1 : 5 000

LEGEND

-  The Competition Site
-  The Interactive Zone
-  The Indicative Zone
-  The Indicative Subzone
-  Buildings
-  Parcels
-  Prague Municipal Districts
-  The North-south Arterial Road
-  Railway Tracks
-  Railway Tracks Above Ground Level
-  Tram Tracks
-  River Vltava
-  Other City Greenery
-  Parks
-  Metropolitan Parks
-  Relikts of Historical City Parks
-  Visual Horizon – Significant Terrain Formation
-  Squares of District Importance
-  Squares of Local Importance
-  Streets of District Importance
-  Streets of Local Importance
-  Prague Heritage Reservation
-  Prague Heritage Zone
-  Immovable National Cultural Heritage
-  Immovable Cultural Heritage
-  Significant Vistas
-  Visual Landmarks
-  Significant Buildings
-  Historically Significant Buildings
-  Architecturally Significant Buildings
-  Public Transportation Nodes
-  Cycling Routes
-  Cycle Depot
-  Public Facility Buildings
-  **1.** Negrelli Viaduct
-  **2.** Former Railway Bridge
-  **3.** Former Servicing Buildings in the Brownfield Area
-  **4.5.** Visual Landmarks – Chimney



KEY ISSUES

URBAN STRUCTURE AND QUALITY OF PUBLIC SPACES

Florenc is in the centre of Prague but the character of the competition site and of most of the interactive and indicative zones resembles a periphery. Some parts of the competition site lack clearly defined built-up areas, there is a patchy layout without clear boundaries, the public spaces are mostly determined by standalone structures or fences around the brownfields and by roads. A major part of the competition site includes fenced-off, impermeable brownfields of Masaryk Railway Station.

From the aspect of the structure of the existing built-up area, the space between Křižíkova Street and the Florenc Bus Terminal building and the corner of Ke Štvanici and Sokolovská streets pose a real challenge.

In general, the quality of public spaces in the area is substandard and on top of that they are fragmented, not sharing anything in common, neither their appearance nor furnishing. One of those of a poor quality and untapped potential is Těšnov Park, divided by the body of the north-south arterial road and public spaces around this road (land in the indicative zone), then the public space outside Florenc underground station and the area in front of the Florenc Bus Terminal together with the crossroad of Křižíkova and Ke Štvanici streets. Even the space immediately in front of the City of Prague Museum, designed as a park is inadequate. In the indicative zone the same applies to Hybernská, Ke Štvanici and Prvního pluku streets. For some of the public spaces in the indicative zone, revitalisation projects have already been developed. (see section 3.4 Planned Projects).

BARRIERS AND PERMEABILITY

There are many physical and visual barriers in the area which have a significant adverse impact on its permeability and overall appearance. The main ones are the linear barriers represented by the transport infrastructure such as the railway embankment (bridge) leading to Masaryk Railway Station and the Main Railway Station, the vast area of the rail yard at Masaryk Railway Station and its associated buildings.

Another barrier in the area is the north-south arterial road including its exits. Most of the area is intersected by this elevated road built on piles therefore it does not represent a direct barrier preventing permeability. However, it contributes to the overall poor environmental quality of the



Brownfield area by the north-south arterial road

area concerned. Most of the space under the north-south arterial road is not used; in some places there are carparks. The visual impact of this elevated road degrades the immediate surrounding. In the northern part, between Těšnov and the Vltava embankment, the north-south arterial road is at ground level thus dividing the area and preventing a way through in the west-east direction as well as having an adverse impact on the connection with the river in the north-south direction.



Low quality public space at the intersection of Hybernská and Opletalova Streets

A vast barrier in the area are the brownfields of the former freight handling part of Masaryk Railway Station. There is also reduced permeability in the area of the existing Florenc Bus Terminal. The retaining walls along Husitská Street also create a barrier. Their purpose is to equalise the level difference around Masaryk Railway Station and the built-up area of Žižkov. There is another retaining wall between Florenc Bus Terminal and the railway brownfield assigned for redevelopment. This wall equalises the level difference between Karlín and New Town originating in the past.

The following links are particularly absent in the area – transverse links in the northern part of Těšnov Park crossing the ground body of the north-south arterial road and in general, the links between Karlín and Florence and the links between the competition site and the Vltava embankment in the north-south direction. Access to the Florenc Bus Terminal is not particularly friendly for pedestrians and cyclists arriving from the east under the Negrelli Viaduct. The connection of the Florenc Bus Terminal with New Town and Žižkov between Hybernská and Seifertova streets and between Hybernská and Husitská are not ideal.

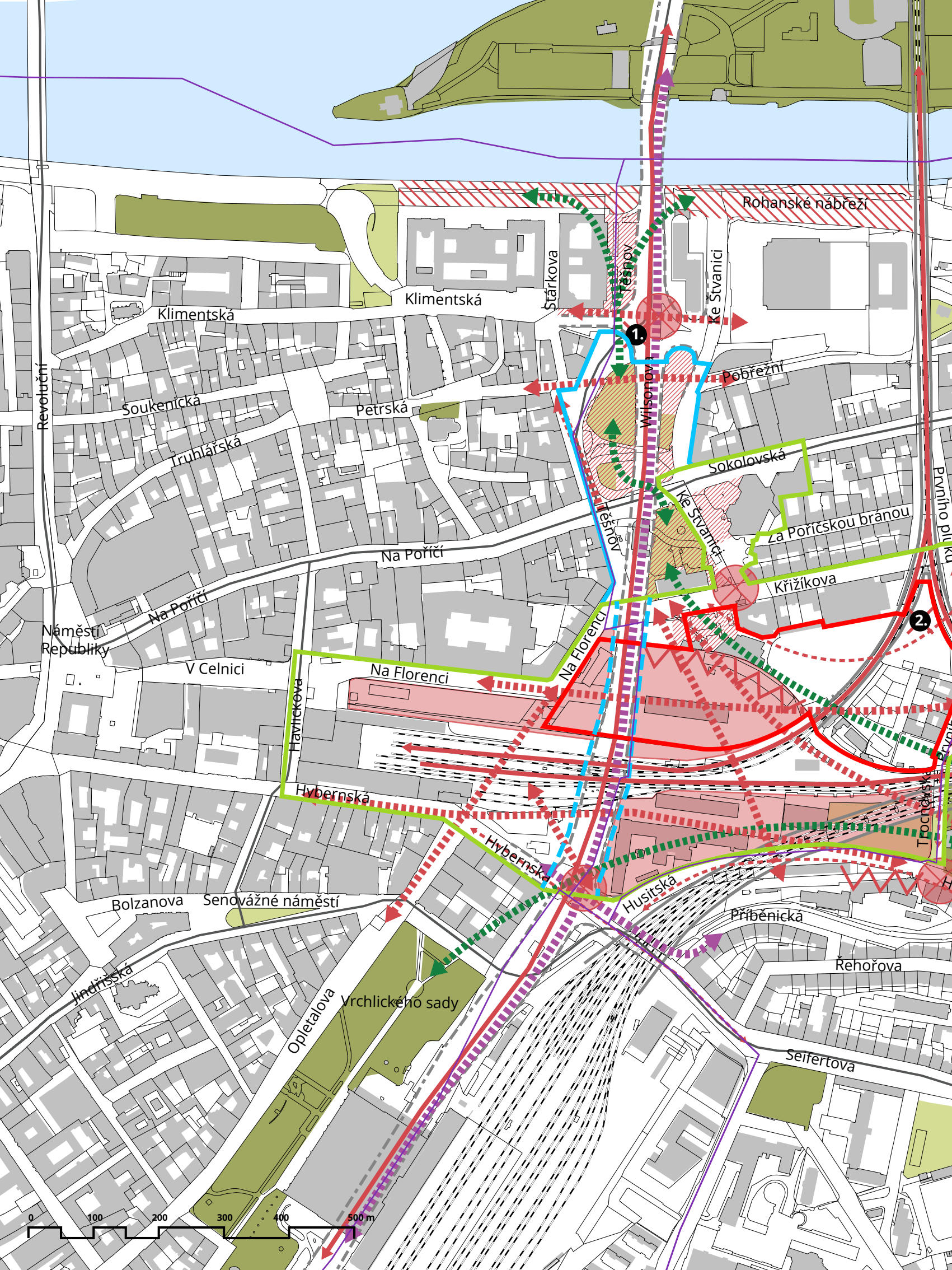
As the area is close to the city centre the level of traffic including all modes of transport is extremely high and the current approach to the transport in this area prefers traffic fluency over the permeability for pedestrians and cyclists.

In the area concerned (and at its perimeter) neither is the permeability of cycling transport adequate nor is the presence of cyclists on major communications sufficiently considered.

GREEN INFRASTRUCTURE AND CLIMATE

In the area concerned there is a lack of green infrastructure which would provide spatial and functional links with major green spaces in the wider area, in particular the north-south connection of the Vltava embankment with Vítkov and Vrchlického sady Park which could help to improve the quality of the environment in the centre of Prague.

Prague has the Climate Map in place which summarizes the area climate indicators such as insolation, natural ventilation of the area, wind speed, frequency of windless days, ambient air quality and built-up land. The competition site classification ranges from less favourable to poor climate (air) quality. This is caused by its location in the city centre, a high traffic load, the existing brownfield and poor quality of the public spaces that could help to mitigate the climate change.



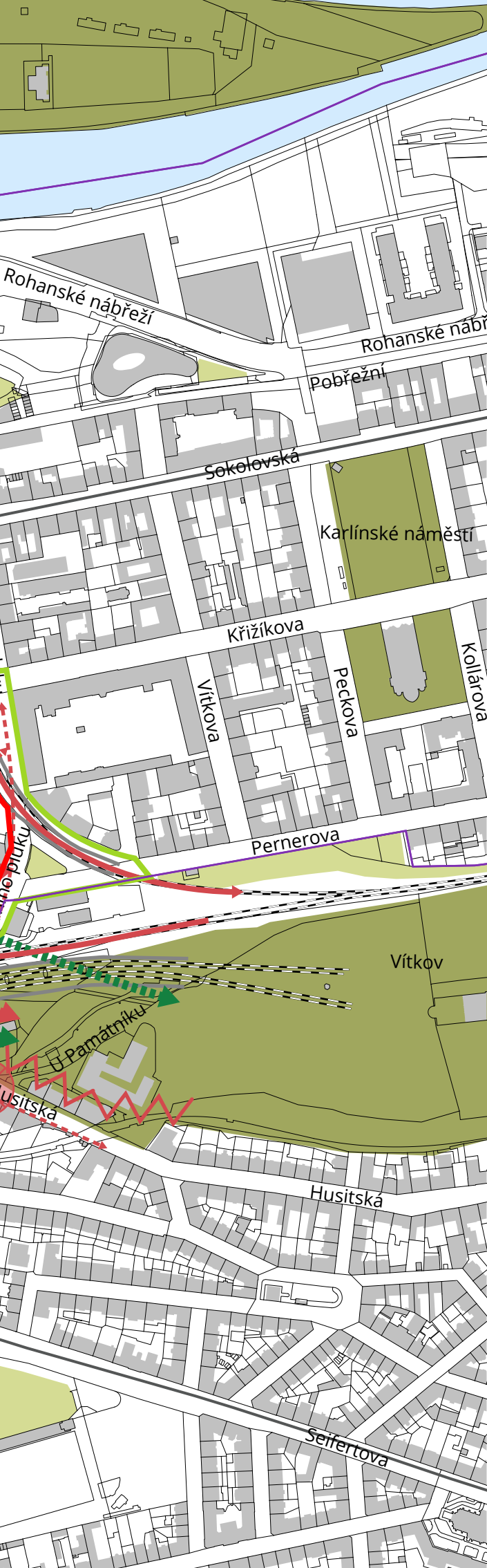
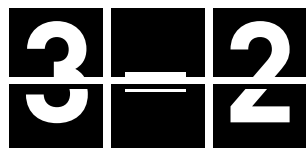


FIGURE 3 KEY ISSUES
scale 1 : 5 000

LEGEND

-  The Competition Site
-  The Interactive Zone
-  The Indicative Zone
-  The Indicative Subzone
-  Buildings
-  Parcels
-  Prague Municipal Districts
-  The North-south Arterial Road
-  Railway Tracks
-  Railway Tracks Above Ground Level
-  Tram Tracks
-  River Vltava
-  Other City Greenery
-  Parks
-  Public Spaces of Insufficient Quality
-  Surface Barrier
-  Linear Barrier
-  Terrain Break
-  Poorly Accesible Waterfront
-  Missing Link
-  Missing Link of Green and Blue Infrastructure
-  Missing Link of Cycling Infrastructure
-  Pedestrian Link of Insufficient Quality
-  Operationally Critical Crossroads
-  Conflict of the Pedestrian, Tram and Automobile Traffic
-  Conflict of the Pedestrian and Vehicle Traffic

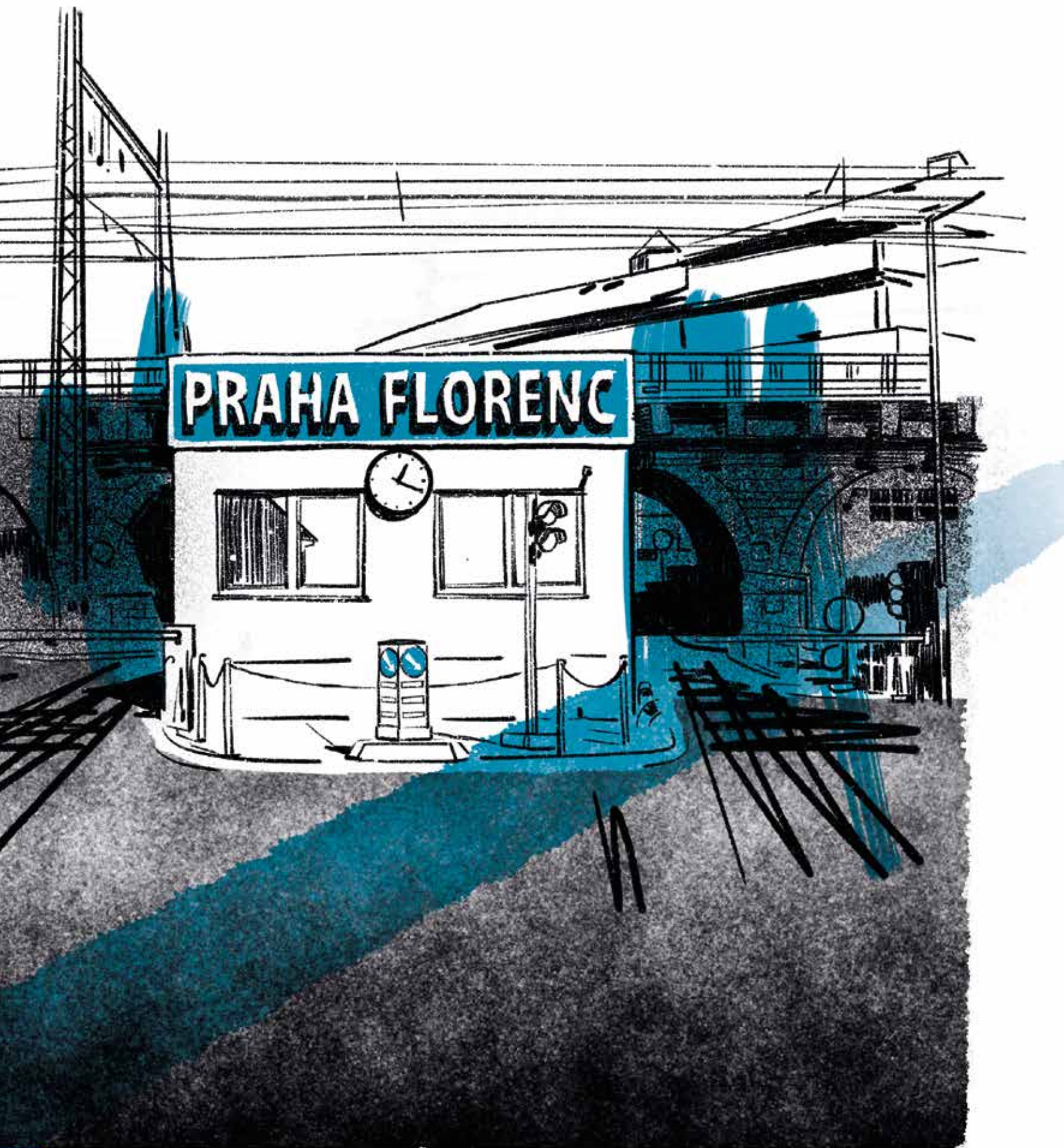


OWNERSHIP STRUCTURE

There are two companies – ČSAD Praha holding a. s. (bus company) and Masaryk Station Development, a. s., which jointly own or hold development rights to most land plots on the competition site.

The City of Prague is the majority owner of the existing public spaces in the interactive and indicative zones while the rail yard land and the buildings on the site of Masaryk Railway Station are owned by České dráhy, a. s. (state railway company). Other important landowners in these zones include the National Technical Museum, Dopravní podnik hlavního města Prahy (Prague public transport company), Prague CBD, s. r. o., and CBD Hybernská, a. s.





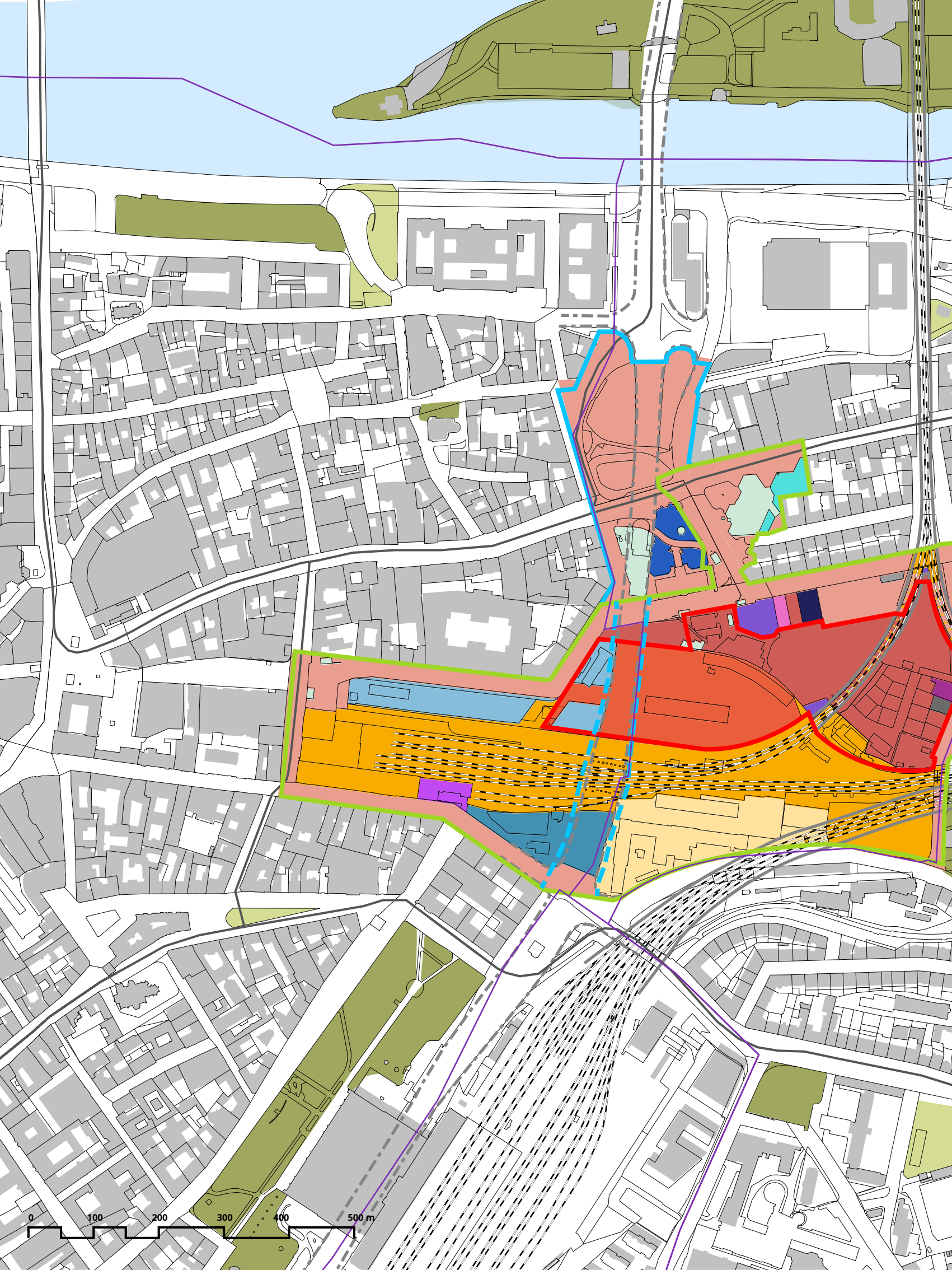


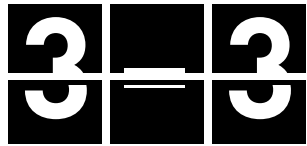


FIGURE 4 OWNERSHIP STRUCTURE

scale 1 : 5 000

LEGEND

	The Competition Site
	The Interactive Zone
	The Indicative Zone
	The Indicative Subzone
	Buildings
	Parcels
	Prague Municipal Districts
	The North-south Arterial Road
	Railway Tracks
	Railway Tracks Above Ground Level
	Tram Tracks
	River Vltava
	Other City Greenery
	Parks
	ČSAD Praha holding a.s. (Bus Company)
	Masaryk Station Development, a.s.
	The City of Prague
	České dráhy, a. s. (State Railway Company)
	National Technical Museum
	Prague Public Transport Company
	Prague CBD s. r. o.
	CBD Hybernská, s. r. o.
	Centrum Florenc s.r.o.
	The City of Prague, District Prague 8
	Police of the Czech Republic
	Railway Administration
	Czech Post
	ČSAD Praha holding a.s. + SPNK 20 s. r. o.
	HIGHINVEST a. s.
	NAVA Fund a. s.
	Multiple Legal Entities



PLANNING HISTORY

SPATIAL PLANNING DOCUMENTS

Spatial Development Principles (ZÚR in Czech) represent the development strategy covering the entire region. As Prague is both a municipality and a region, it has a legal obligation to develop both documents – the spatial development principles and zoning plan. In the case of the Czech capital, the importance of the ZÚR is not only its co-ordinating function but it also sets priorities for the city development and delineates transport and utility infrastructure vital for the city's functioning.



Prague-Těšnov Railway Station
in 1971

At present the City of Prague has a valid zoning plan (**Územní plán sídelního útvaru hl. m. Prahy – ÚP**), which was approved in 1999 and came into effect on January 1, 2000. It still applies in its latest amendments and modifications as published in detailed regulations referred to as provisions of a general nature. The plan outlines the city land-use strategy, and its binding part serves as the guideline in the decision-making process of the municipal planning authorities (local building offices).

In 2019 both companies – ČSAD Praha holding, a. s., and Masaryk Station Development, a. s., filed an **application for changes in the zoning plan (ÚP)**, with the aim of allowing the redevelopment of the competition site (red zone), achieving physical connectivity in the area and improving links to transport infrastructure components. The application seeks a change in the allocated built-up area, its function and the extent to which land can be used. Pursuant to agreements with the City of Prague, the result of the Florenc Urban Planning Competition will provide a basis for adopting and implementing this change.

The Prague Building Regulations contain detailed specifications of land use and the design/engineering requirements for buildings and structures in the area of the City of Prague.

The City of Prague is currently working on a new development plant – the Metropolitan Plan which is now being discussed.

The requirements stipulated in these documents will be included in the document “Information on the Area”.

STRATEGIC DOCUMENTS

2016 Prague Strategic Plan (Strategický plán hl. m. Prahy) is a concept document which outlines the shared vision for development of the city in a long-term perspective. It points out the challenges that might be faced by the future development not only in Prague but elsewhere in Europe. It provides an insight to citizens, investors and public institutions on the city's intended development and in this way, it gives them an opportunity

to implement their own projects which comply with the course the city has embarked on. The proposal of a new Florenc district must take into consideration the Prague development vision and draw from the objectives and priorities set out in this document.

The substantial part of the competition site falls into the Prague Conservation Area which is inscribed on the UNESCO World Heritage List. **The Management Plan for the Historic Centre of Prague** has been compiled for this area. This document summarizes the area's heritage values and sets out the principles which must be observed in order to preserve the Outstanding Universal Value of the Historic Centre of Prague and at the same time to enhance the quality of life of the local residents.

The City of Prague approved, among many other strategic documents, the **Development Strategy for Public Spaces of the Capital of Prague** (Strategie rozvoje veřejných prostranství hlavního města Prahy) and the **Manual for Creating Public Spaces in the Capital of Prague** (Manuál tvorby veřejných prostranství hlavního města Prahy). The Strategy analyses present issues, formulates possible solutions and objectives of good quality development of public spaces and outlines potential tools for achieving this goal. The Manual introduces principles, rules, recommendations and criteria for creating public spaces. It provides guidance for the development of public space – it defines the quality of public spaces and reacts to the long-term issues not addressed and analyses the tools for the improvement of the overall situation in every single detail. These documents must be considered in the proposals for new public spaces.

In 2017 the Gehl Architects developed a study for Prague called **“Magistrála – Connecting People”** which contains ideas for humanisation of the north-south arterial road and its incorporation into the urban fabric.



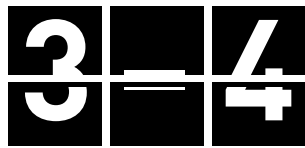
Masaryk Railway Station Tracks

URBAN DESIGN DOCUMENTS FOR THE COMPETITION SITE

Upon the agreement between the majority owners of the land and IPR Praha the **Florenc Concept Plan** (Koncepční rozvaha Florenc) was commissioned in 2018. The purpose of the document was to harmonise the interests of all stakeholders in the area with the objectives of the valid zoning plan and the plans of metropolitan importance envisaged for this area. The concept plan analysed this extremely complex area and proposed potential approaches to Florenc transformation and integration into the surrounding urban structure.

In 2019 the **Development Concept Plan of the NE Area of Masaryk Railway Station** (Podkladová studie SV části Masarykova nádraží) and **Florenc Development Concept Plan** (Podkladová studie Florenc) were prepared (Jakub Cigler Architekti, a. s.) to serve as an expert opinion supporting the application for a change to the zoning plan.

Observations, ideas and limits and conditions if applicable, contained in these documents and other relevant strategic and conceptual documents that may affect the design proposal will be summarised in the document “Information on the Area” which will be handed over to the selected competing teams.



ENVISAGED PROJECTS

PROJECTS PLANNED ON THE COMPETITION SITE

ČSAD Praha holding, a. s., is ready to invest into the modernisation of the Florenc Bus Terminal (herein after as ÚAN Florenc), to enhance comfort for passengers, visitors and Prague residents, improve the public space and remodel the bus terminal space. ČSAD plans a gradual conversion of the bus terminal space into a multifunctional facility and integrate it into the urban fabric of the nearby areas.

Masaryk Station Development pursues the objective to redevelop the land into a fully integrated and functionally self-sufficient urban area. The primary objective is to eliminate the scar on the city's face posed by the existing brownfield and replace it with a well-defined and structured urban area designed for business, living and leisure with direct links to the wider historic centre.

ČSAD and Masaryk Station Development, as the majority landowners on the competition site entered into an agreement on co-operation which stipulates the terms and conditions for harmonisation of the envisaged projects mentioned above. Limits resulting from this agreement will be summarised in the document "Information on the Area" which will be handed over to the selected competing teams.

NEW CONNECTION 2 (HEREINAFTER AS NS2) / METRO S

The possibility to integrate the Negrelli Viaduct into the existing and planned railway network in the city centre is being considered with the preservation of the existing railway services from/to Prague Masaryk Railway Station. As the feasibility study considering various alternatives is now in progress and will be finalised after the end of this competition it is necessary to consider in the proposals the following key alternatives:

- a. Present situation without NS2 implementation.
- b. The railway line enters the underground tunnel via a direct branch from the Negrelli Viaduct at the point of the existing bus parking area of the Florenc Bus Terminal and the existing buildings. The competing teams will receive a schematic drawing showing the NS2 routing.

These alternatives and their impact on the area will be provided in more detail in the document "Information on the Area" which will be handed over to the selected competing teams.

PROJECTS PLANNED IN THE INTERACTIVE ZONE

In the interactive zone and the area nearby there are many projects planned both by the municipality as well as private investors. A few of them are now being implemented or they have already received site permits. Most of these projects are in different stages of preparation. These projects must be considered in the proposal to the appropriate extent.

Table 1 contains the overview of the projects planned in the interactive zone and those which affect it. There is also a reference to the stage of project development. All these projects are highlighted in Fig. 5.

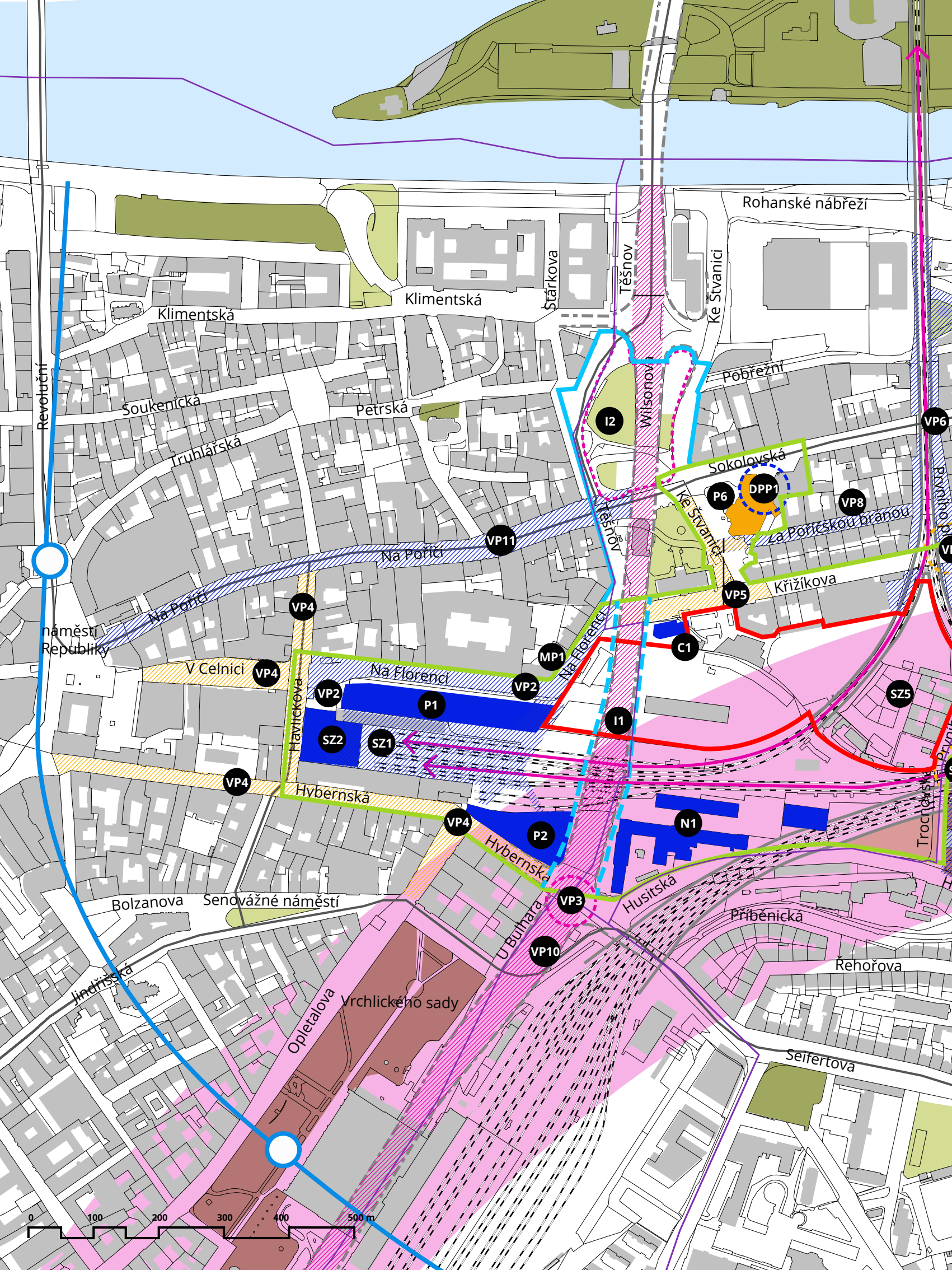
Reference in Fig. 5	Project	Owner	Stage
SZ1	Roof over the Masaryk Station Tracks	Správa železnic	Documentation for Planning Approval
SZ2	Modernisation of Masaryk Railway Station	Správa železnic	Documentation for Planning Approval
SZ4	Railway Line Praha Masaryk RS – Praha Libeň / Praha Vysočany	Správa železnic	Feasibility Study
SZ5	New Connection 2 – Railway Line	Správa železnic	Feasibility Study
SZ6	Praha Florenc Railway Station	Správa železnic	Feasibility Study
DPP1	Reconstruction of Florenc Underground Station Sealing Plate	City of Prague (DPP)	Documentation for Planning Approval
C1	Florenc GATE	ČSAD Praha	On Site
N1	Railway Museum	National Technical Museum	Documentation for Planning Approval
P1	Masaryk Centre Building	Prague CBD	On Site
P2	Hybernská Hotel	CBD Hybernška	Buidling Permit
P6	New building above Billa Florenc Supermarket	Penta Real Estate	Design Concept
VP2	Na Florenci Street Reconstruction, Including Renovation of Plaza at Masaryk Station	City of Prague (TSK)	Site Permit Issued
VP3	Hybernská Street and Bulhar Crossing Reconstruction	City of Prague (TSK)	Design Concept
VP4	Hybernská, Havlíčkova, Dlážděná, V Celnici Streets Reconstruction	City of Praha (TSK)	Design Concept
VP5	Křižíkova – Ke Štvanici Crossing Reconstruction	City of Prague (TSK)	Design Concept
VP6	Public Spaces Regeneration along the Negrelli Viaduct	City of Prague (TSK)	Documentation for Planning Approval
VP7	Křižíkova – Prvního pluku Crossing Renovation	City of Prague (TSK)	Documentation for Planning Approval
VP8	Za Poříčskou bránou Street Reconstruction	City of Prague (TSK)	Documentation for Planning Approval
VP9a	Vítkov Park – Upper Part Regeneration	City of Prague	Planning Approval Issued
VP9b	Vítkov Park – Lower Part Regeneration	City of Prague	Documentation for Planning Approval
VP10	Bulhar – NADĚJE Centre	City of Prague	Design Concept
VP11	Na Poříčí Street Renovation	City of Prague (TSK)	Documentation for Planning Approval
MP1	Palace Desfours Reconstruction	City of Prague Museum	Idea

The projects will be described in more detail in the document “Information on the Area” which will be handed over to the selected competing teams.

IDEAS FOR THE INDICATIVE ZONE

For several years, the City of Prague has been dealing with the idea of **humanisation of the north-south arterial road** and its incorporation into the urban fabric. This road built on piles intersects the area concerned. All the ideas focusing on the future of the area next to the north-south arterial road centre around the possibility to make the space along this transport structure more human-friendly and reshape the adjacent area while respecting the arterial road existing design. At the same time there also considerations to re-design the NS arterial road in the long-term time horizon. This is the reason why the masterplans for the areas along the Magistrála shall be flexible enough not to hinder redesigning of this transport infrastructure in the future.

In the indicative zone many possibilities were discussed in the past on the potential use of this area. One of them is the need to **expand the City of Prague Museum** (this is its main building here) by a new building of the Archaeological Museum. The City of Prague Museum together with other cultural institutions in the wider area as well as the plans in the area of cultural facilities (Railway Museum – N1 Project) represent components of a more ambitious idea to create so called **Cultural Mile** leading from Karlov via the National Museum at Wenceslas Square to the Vltava Philharmonic building, now in preparation and complemented by the transverse Museum Axis from the Municipal House (Obecní dům) to the Military History Institute and the National Monument at Vítkov.



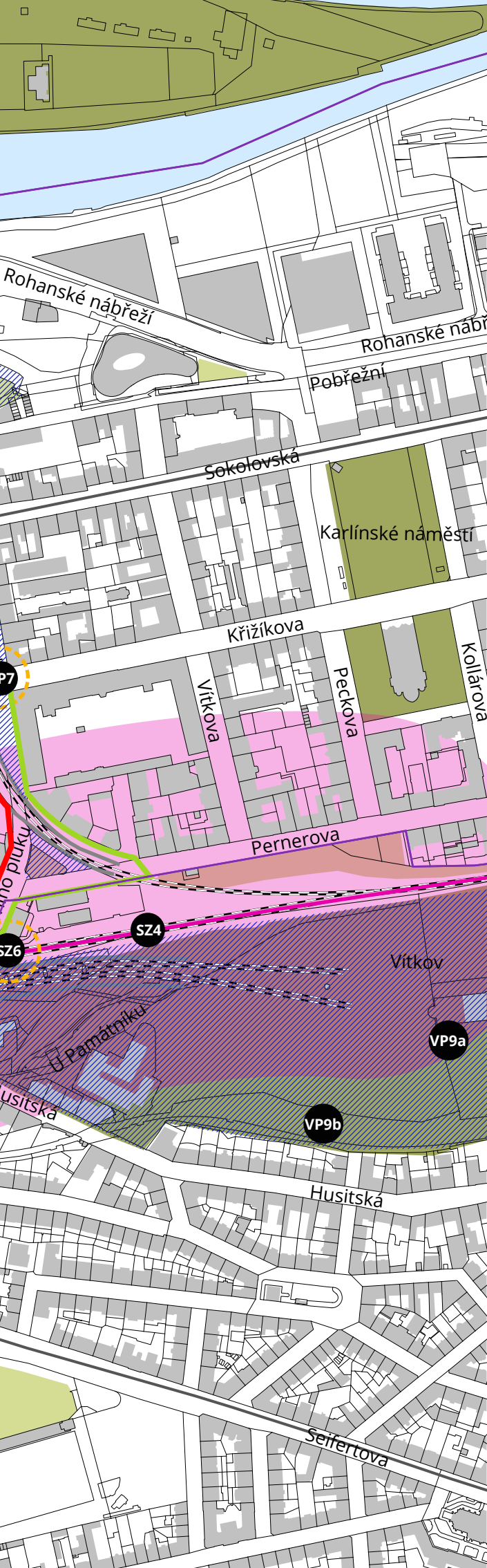


FIGURE 5 PLANNED PROJECTS

scale 1 : 5 000

LEGEND



The Competition Site
The Interactive Zone
The Indicative Zone
The Indicative Subzone



Building Construction with Planning Approval
Public Space with Planning Approval
Building Concept Design
Public Space Concept Design
Concept with uncertain Location
Building Idea Stage
Public Space Idea Stage
Idea With Uncertain Location
Railway Lines
Corridor Of New Connection 2 (NS2)
Project Idea



Metro D Underground Line
Metro D Underground Station

SZ1

Roof Over The Masaryk Railway Station

SZ2

Modernisation Of Masaryk Railway Station

SZ4

Railway Line Praha Masaryk RS –
Praha Libeň / Praha Vysočany

SZ5

New Connection 2 (NS2)

SZ6

Train Station Prague Florenc

DP1

Reconstruction of Sealing Plate
at Florenc Underground Station

C1

Florenc Gate

N1

Railway Mixed-use Museum

P1

Masaryk Centre – Building

P2

Hybernská Hotel

P6

New Building Above Billa Florenc

VP2

Na Florenci Street Rennovation

VP3

Reconstruction Of Hybernská Street And Bulhar Crossroad

VP4

Reconstruction Of Havlíčkova, Dlážděná And V Celnici Streets

VP5

Reconstruction Of Křížíkova – Ke Štvanici Crossroad

VP6

Public Space Regeneration along Negrelli Viaduct

VP7

Reconstruction Of Křížíkova – Prvního Pluku Crossroad

VP8

Reconstruction Of Za Poříčskou Bránou Street

VP9a

Restoration Of Vítkov Park – Upper Part

VP9b

Restoration Of Vítkov Park – Lower Part

VP10

Bulhar – Naděje Centre

VP11

Reconstruction Of Na Poříčí Street

MP1

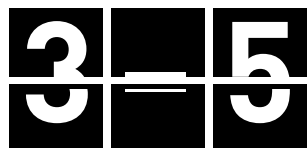
Reconstruction Of The Desfour Palace

I1

Magistrála – Connecting People

I2

Museum Of Archeology



SITE CONSTRAINTS

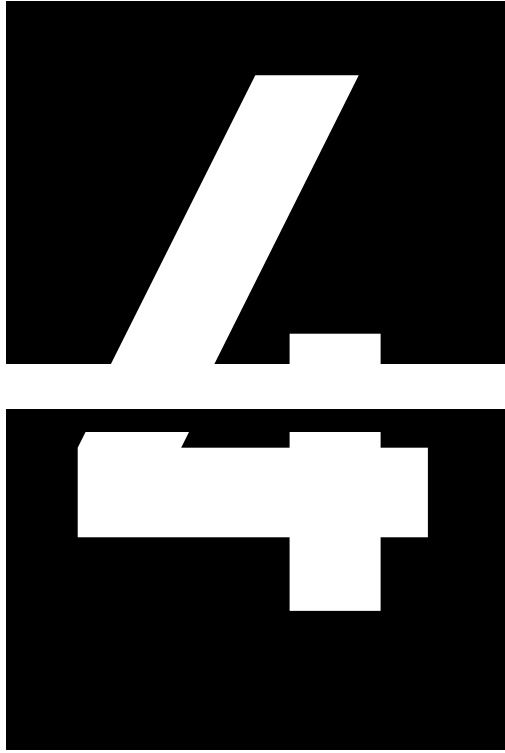
On the competition site there are numerous conditions and constraints which must be taken into consideration. The proposals will have to consider the following conditions and constraints: :

- Limiting factors set by the zoning documentation,
- Statutory limiting factors (heritage protection requirements, infrastructure reserved zones, flood plains and others),
- Limiting factors set by strategic and conceptual documents,
- Limiting factors set by the agreement between ČSAD Praha holding, a. s., and Masaryk Station Development, a. s., and agreements with the municipality,
- Operating limits of the Florenc Bus Terminal.

More details on requirements and limiting factors will be provided in the document "Information on the Area".



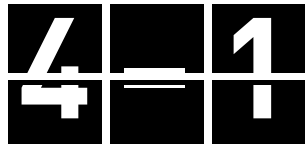




ASSIGNMENT







DEVELOPMENT STRATEGY

The proposed transformation design for the competition site should include a comprehensive, economically feasible and sustainable development vision put in the citywide context which will encourage the key stakeholders, town and general public to implement it. The development strategy should consider the key development trends in Prague and include all the topics listed below. .



Parking lot of the Florenc Bus Terminal in 1960s

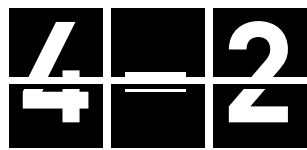
TASKS FOR ENTIRE AREA

- Propose a strategy for gradual transformation of the area taking into consideration the existing transport infrastructure components as well as the transport infrastructure projects envisaged.
- The proposal for gradual transformation of the area must provide for adequate flexibility from the aspect of available funding as well as of the alternative designs of the New Connection 2 project. The proposal must also take into consideration the existing route of the north-south arterial road in the area concerned and at the same time must not prevent redesigning of this transport structure.

ZONE SPECIFIC TASKS

COMPETITION SITE

- Propose an optimal phasing for gradual transformation of the site with regard to the ownership structure and projects envisaged. Identify the investments necessary on the site which will allow the gradual implementation of relevant sub-projects.
- Propose a strategy for a gradual integration of the Florenc Bus Terminal into the urban fabric while preserving its function. Think hard about the project phasing in order to make it possible to keep the Florenc Bus Terminal in operation during the construction stage. This requirement is driven by many engineering and ownership factors which will be specified in more detail in the document "Information on the Area".
- In your proposal, address the issue of the project economic sustainability. Support your proposal by key economic analysis of the design including indicative amount of capital expenditure, residual value, costs and revenues.



URBAN STRUCTURE

Even though the competition site and partly the adjacent zones show signs of internal periphery at present they have an immense potential to become a fully-fledged part of the Prague City centre. The main task is to propose a spatial organisation complementing the urban structure of the city centre at the boundary between New Town which has an organically developed centre, and Karlín whose urban structure is based on blocks of buildings.

TASKS FOR ENTIRE AREA

- Propose a spatial organisation which will convert the area of Florenc into a fully-fledged part of the city centre and at the same time will reflect the existing urban structure and network of public spaces in the adjacent areas.
- In your proposal take into consideration the limiting factors posed by the transport infrastructure and utilities network including the Metro underground and ground structures and propose their possible integration into the urban fabric.
- In the proposals dealing with the structure of areas along the Magistrála, present ideas of possible humanisation of this space and completion of the adjacent area, while taking into consideration the existing design of the NS arterial road. The new urban structure which you will propose shall be flexible enough to permit redesigning of this transport structure in the future. In your proposal you can also come up with an alternative, technically feasible design of this arterial road.
- Incorporate important vistas of the cultural and historic landmarks into your proposal and take advantage of the distinct morphology of the wider area.
- In the proposal allow for the area's rich history, closeness of the historic city centre and work with the evidence of the area's historic development.
- When defining volumes, shapes and dimensions of buildings respect the specific requirements for the internal functions in each of these buildings.



Construction of the north-south arterial road at Florenc in 1970s

ZONE SPECIFIC TASKS

COMPETITION SITE

- Propose the basic structure and volume of an urban built-up area on the competition site with a special emphasis placed on public spaces of appropriate quality reflecting the site location in the centre of Prague and the structure of built-up areas of the adjacent quarters of New Town and Karlín.
- Respect the ownership structure. If the proposal does not reflect the ownership structure, then provide a rationale on which it is supposed to be functional and feasible and defend it.
- The built-up area structure shall be proposed in a way which provides sufficient flexibility to the design and engineering of other projects within the given blocks of buildings.
- In the proposal allow for the gradual integration of the Florenc Bus Terminal operations into the urban fabric (multifunctional buildings) while at the same time the demolition of the existing bus terminal building can be considered. The proposal must be sufficiently flexible to allow, or in other words not prevent the implementation of either of the two NS2 alternatives mentioned above.
- The proposal shall reflect on the recently restored Negrelli Viaduct, which intersects the site and has the potential to become a significant landmark in the site's eastern part.
- The proposal for the basic site structure shall consider the projects envisaged in the adjacent areas, particularly the planned development of the northeast land of Masaryk Railway Station – (P1, SZ1 and SZ2 projects) and the Florenc Gate building (C1 project), now under construction.
- When determining the height of buildings in the proposal the height of the surrounding built-up area must be taken into account as well as the limiting factors set out in the agreement between the land majority owners and the relevant zoning plan. These limiting factors are also incorporated in the Florenc Conceptual Study. This study sets the recommended maximum height of buildings as 8 above ground floors.



Florenc Bus Terminal
at the end of 1970s

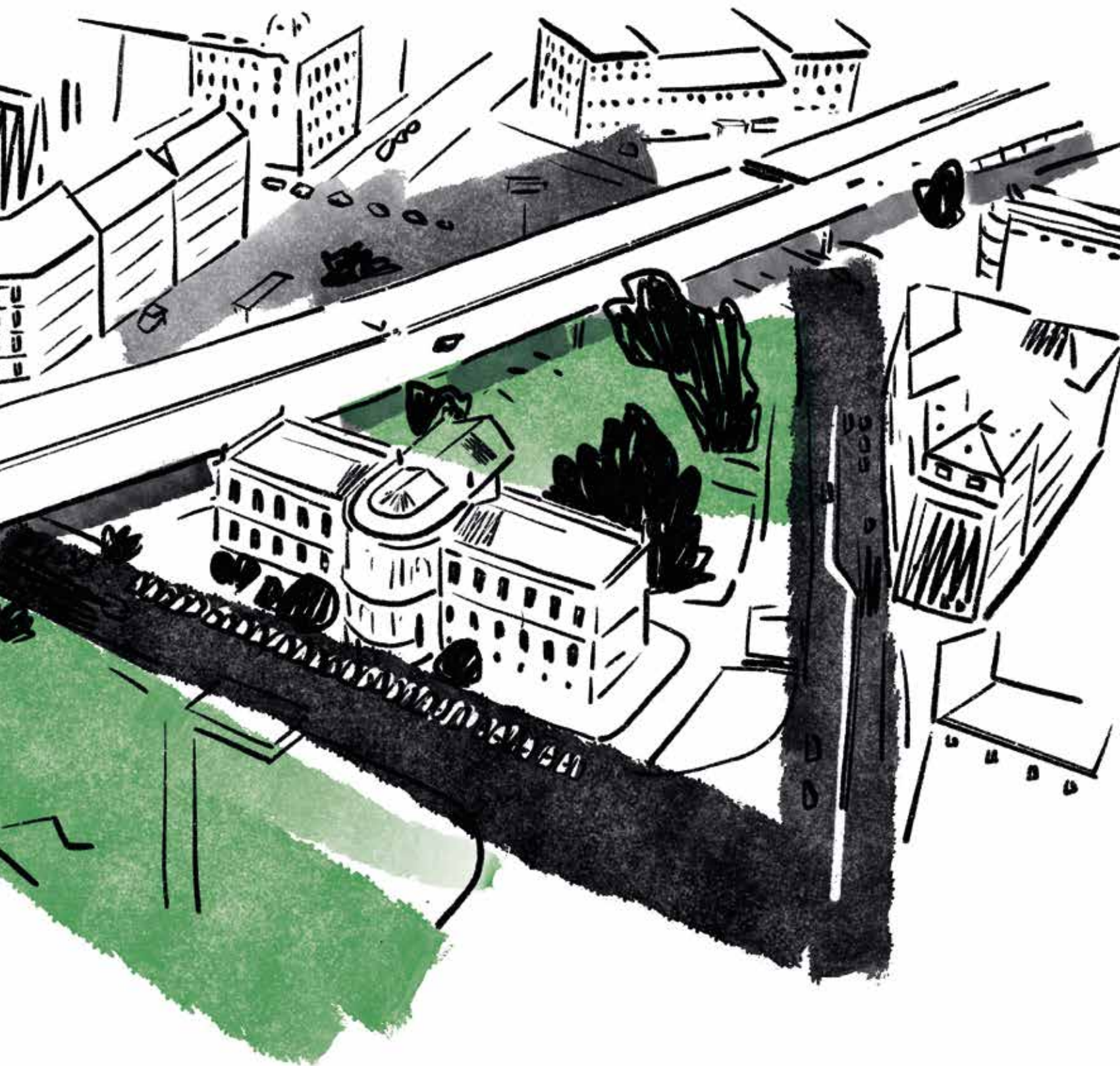
INTERACTIVE ZONE

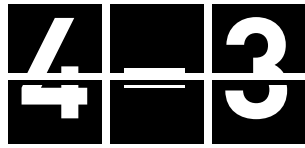
- In the interactive zone, the proposal shall mainly focus on the design of public spaces with a special emphasis placed on their high quality and area permeability. The proposal shall consider the projects envisaged in this area.
- Consider the possibility to fill-in the built-up area structure in this zone while respecting the existing character of the built-up area and the streets delineating it as well as implemented and planned projects in this zone.

INDICATIVE ZONE

- Propose key principles of the possible transformation of this currently degraded site with the objective of creating a good quality urban environment fitting into the surroundings.
- In the proposal address the volume, spatial organisation and typology of the site with prevailing cultural function and focus on the design of high-quality public spaces.







LAND USE

For decades, most of the competition site has been shaped by transport infrastructure. A large area of the site has remained undeveloped to date and can be referred to as a brownfield. The purpose of the competition is to bring life to the area, create a fully-fledged urban district with multiple functional use where the existing transport functions will be reconciled with business, retail and housing functions. The potential of the cultural institutions situated in the area must be exploited as they can significantly impact the functions and character of the area and at the same time incorporate Florenc into the Cultural Mile.

TASKS FOR ENTIRE AREA

- Propose an economically feasible and socially cohesive mix of functional uses of the site with an appropriate functional layout and combinations of individual functions. The proposal shall allow for flexibility of designs, substitutability of functions and sustainability of the entire concept.
- The proposal must take into consideration the existing buildings, envisaged projects and closeness to the Prague historic centre. Exploit the potential of cultural institutions situated in the area and support the idea of implementing the project of Cultural Mile by your design.
- In the proposal, the transport functions of the area shall be preserved. However, try to integrate them into the new urban fabric so that they stop being the key determining function in the area.

ZONE SPECIFIC TASKS

COMPETITION SITE

- Propose a gradual integration of the bus terminal function into the urban fabric. Consider multifunctional buildings here, mainly with residential and hotel functions complemented by the bus terminal facilities and, last but not least, with office and retail functions.

- In the western part of the competition site, that is outside the site of the Florenc Bus Terminal, create conditions in your proposal enabling 40–50 % of residential function. The remaining part shall be used for retail and office functions.
- We recommend such functional distribution which avoids mixing up residential and office functions in the same building unless their clear separation allowing their separate management and operation is possible. On the other hand, it is desirable to situate retail in the parterre of buildings having other functions with the aim of animating the surrounding public space.
- When proposing the functional use of the area, take into consideration the existing functional use of the surrounding sites and at the same time consider the noise levels generated by the traffic. Situate the residential functions into quieter areas or propose principles for dealing with the noise levels which should be applied in the next steps of the project development.



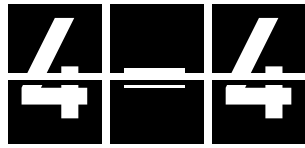
Neo-renaissance building
of the City Prague Museum
built in 1898

INTERACTIVE ZONE

- Use the potential of cultural institutions in the nearby area including the envisaged project of the Railway and ElectronicsElectro Museum (N1 project).

INDICATIVE ZONE

- Work with the prevailing cultural function. Consider the reserve for the expansion of the City of Prague Museum, however, you can introduce your own ideas for use of the site and its possible development.



TRANSPORT AND MOBILITY

Without an exaggeration the area can be referred to as a multi-modal transport hub of Prague and nationwide importance. The transport structures dominate the area both visually and functionally shaping its current unusual character. The key transport linear infrastructure (north-south arterial road, Negrelli Viaduct, railway lines) and its function will remain in the area as well as Masaryk Railway Station and Florenc Bus Terminal. The area is well served by the public transport but lacks many pedestrian and cycling links. The future of the area will be most likely affected by the envisaged railway project – NS2 (New Connection II) for which neither the precise route nor timetable has been finalised yet. The key task intertwined with other topics to be addressed is a proposal which will increase the area permeability for pedestrians and cyclists and improve the conditions for the public transport and in general address the transport in the area.

TASKS FOR ENTIRE AREA

- Propose a communication network and transport regime on the competition site so that it can be served by all modes of transport and at the same time the sustainable modes of transport are preferred. Propose the connection of the communication network via the interactive and indicative zones with the existing communication network and the public spaces in the surroundings.
- The proposed communication network design must take in account the existing design of the north-south arterial road but at the same time it must be flexible enough to allow, or in other words not prevent redesigning of this transport structure. In your proposal you can provide an alternative and technically feasible design of the NS arterial road and its integration into the adjacent communication network.
- The proposal must respect the existing transport structures, the underground structures (metro stations, tunnels), the metro operating building including the access for deliveries and the metro ground structures (ventilation shafts), foundations of the north-south arterial road and entries into the underground car parks (including those which are part of the implemented and envisaged projects on the site).
- The proposal covering both zones the existing access routes of buses arriving at Florenc Bus Terminal must be taken in account, including their capacity.
- The proposal shall particularly focus on the improvement of permeability for pedestrians and cyclists; car traffic and parking and long-term and short-term parking of bicycles shall also be addressed.

- The proposal shall also reflect the development trends in the city logistics, shopping and goods deliveries to customers. In the area concerned, the city logistics depots for bikes shall also be proposed.



Florenc in 2018

ZONE SPECIFIC TASKS

COMPETITION SITE

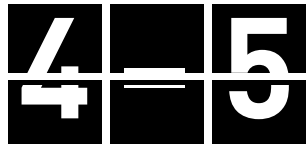
- The proposal for the Florenc Bus Terminal transformation shall contain phasing and design alternatives addressing the transport and operation functions of the bus terminal during its gradual integration into the urban fabric. Your proposal must consider the requirement to keep the existing transport capacity of the terminal and provide access for cars, taxis and deliveries.
- The design of the new communication network and the integration of the Florenc Bus Terminal into the urban fabric shall be flexible enough to allow for and not prevent from future implementation of either alternative for the planned NS2 railway connection.
- Propose the increased permeability of the entire competition site particularly for pedestrians and cyclists. However, on the site of the Florenc Bus Terminal this requirement must comply with the busy bus traffic and the priority link to the Florenc Bus Terminal is between pedestrians and buses.
- Propose links for changing to other means of public transport. Take into consideration safety and ease of navigation in this area for pedestrians (including the disabled and people who are not good at orienting themselves).
- Propose routes for technically feasible and meaningful connections between New Town and Karlín.
- Propose street layout and crossroads.
- Propose a concept for parking, derive the parking capacities from the proposed functional composition and the requirement of the Prague building regulations.

INTERACTIVE ZONE

- Propose expanding or complementing the existing street pattern by new pedestrian and cycling links which will form an integral part of the projects envisaged in this area.
- Propose the road traffic flows (organisation).
- In the proposal for new pedestrian links consider the project of installing a roof over the rail yard at Masaryk Railway Station, project SZ1.

INDICATIVE ZONE

- Address the possible improvement of permeability in the north-south direction that is the possible link between the competition site, more precisely Vítkov Park and the Vltava embankment.
- Analyse the appropriateness of the tram routes, including the turning point from Těšnov Street to Hlávkův Bridge and propose an alternative.



PUBLIC SPACES

Most of the competition site is an impermeable brownfield with no links to the public space network of the surrounding town districts. From the aspect of connectivity, the existing layout of the Florenc Bus Terminal is not ideal. The revitalisation effort in this area should strive for integration of the bus terminal into the surrounding public spaces, improved permeability in the directions of main urban lines and centres of city-wide and local importance. The high quality of new public spaces should determine the character of the new district.

Development of a high-quality and functioning system of public spaces linked to their surroundings is the leading theme for all zones to be addressed and represents the corner stone of all designs.

TASKS FOR ENTIRE AREA

- Propose a system of public spaces with a clear hierarchy which will be connected to public spaces in the surrounding areas.
Design appropriate centres of local and/or district importance.
Determine the ratio between public, semi-public and private spaces and how they will co-exist.
- The proposed system of public spaces must respect the present design of the north-south arterial road and strive for its humanisation (it shall focus on the space under the arterial road bridge and interactions with buildings in the area concerned).
At the same time, the proposed design must be flexible enough to allow for and not prevent the future redesigning of this transport structure. The proposal can provide an alternative, technically feasible design of the north-south arterial road and its integration into the system of public spaces.
- The proposal shall focus on designing new links or improvement of the existing ones via the linear transport barriers on site and in particular, the vast barrier of the brownfield associated with Masaryk Railway Station.
- The proposal must consider the historic city centre situated nearby, local landmarks, the existing utility infrastructure, local and district centres and streets as well as uniqueness of some places in the area (e.g. space associated with the Negrelli Viaduct, space under the arterial road bridge etc.) and the site's rich history.
- The design of the public spaces must take into consideration the projects envisaged in this area.
- The design shall focus on the navigation system around the area and components that will help to distinguish one public space from another may also be considered.

- The design shall also consider suitable locations for artwork.
- The public space design shall take into account the needs of all types of present and future users as well as expected ageing of the population.
- The design of public spaces shall be based on the function of the surrounding buildings and the functions of their parterres. Design a safe zone with quiet residential areas and an active zone associated with the public (infrastructure) buildings (v orig. “objekty veřejné infrastruktury”) and cultural institutions.
- Define the layout (configuration) of streets, their crossings and connections with the existing streets.

ZONE SPECIFIC TASKS

COMPETITION SITE

- Propose a system of public spaces in the western part of the competition site having in mind that the prime target users are pedestrians. In this area the following hierarchy of permeability shall be observed: 1. pedestrians; 2. cyclists; 3. residents only and delivery transport; 4. other transport.
- On the Florenc Bus Terminal site propose a system of public spaces reflecting the needs of the bus terminal operations (at present 500 buses arrive/depart daily) and the existing transport infrastructure. The priority link is between pedestrians and bus transport. The proposal must also reflect the need to lockdown the site at night. Focus on the design of a high-quality public space resembling a square/circus with links to the existing terminal building and the Florenc Gate project, currently being implemented.
- The design of the system of public spaces and of the integration of Florenc Bus Terminal into the urban fabric must be flexible enough to allow for and not prevent from the future implementation of either alternative for the planned NS2 railway connection.
- The design shall address pedestrian connectivity between the land owned by ČSAD Praha holding and Penta CBD. Increase the pedestrian permeability in this area with respect to pedestrian links to the wider area. The design shall take in account the sudden change in levels between the sites.
- Incorporate the Negrelli Viaduct in the design of public spaces as it has a potential to determine the identity of the entire area and become an important living industrial heritage site in the city. Consider various options for use of some of the Negrelli Viaduct’s arches (new civic amenities, providing enhanced permeability in the area etc.) and the possible use of the space between its branches.
- Propose a design code for achieving a thematic unity of individual public spaces while providing them with authenticity based on their genus loci.



Area by the north-south arterial road used as a parking lot

INTERACTIVE ZONE

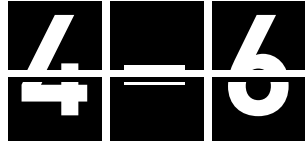
- Particularly focus on the enhancement of the pedestrian, cycling and other transport links in the area.
- Regarding the complementing of the public space system in the area, address the possible improvement of the existing public spaces which delineate the interactive zone while paying special attention to their recreational function and permeability for pedestrians and cyclists.
- Incorporate the existing projects in the area into your design, in particular Masaryk Centre – a multifunctional building, as well as Na Florenci Street and the following roof across the rail yard of Masaryk Railway Station, the Museum of Railway and Electronics, Hybernská Hotel and the Florenc Gate project, now completed.

INDICATIVE ZONE

- Propose possible transformation and development of the now degraded area of the indicative zone with the aim of creating a good quality urban environment communicating with its surroundings.
- Address possible improvements of public spaces near the City of Prague Museum .
- Propose a new structure of the area with prevailing cultural use in line with the idea to create the Prague Cultural Mile.





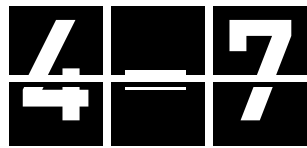


BLUE AND GREEN INFRASTRUCTURE

The competition site is located between the Vltava river and Vítkov hill. However, the area in general lacks adequate green infrastructure which would provide a spatial and functional connection between these two large green areas of citywide importance. The design of a high quality, sustainable blue and green infrastructure can significantly enhance the quality of public spaces and improve the air quality in this part of the town, which is exposed to overheating, emissions and extreme noise levels caused by traffic.

TASKS FOR ENTIRE AREA

- Propose a blue and green infrastructure on the competition site and the adjacent zones which will form an integral part of the public space system and, if possible, will be integrated into blocks of building or stand-alone buildings and will enhance the quality of public, semi-public and private spaces and their recreational function. Respond to the City of Prague Adaptation Strategy to Climate Change (Strategie adaptace hl. m. Prahy na klimatickou změnu) and in general, consider possible improvements of the climate in the city centre.
- The proposal shall consider possible connection of the existing green infrastructure components in the wider area
 - primarily Vítkov and Vrchlického sady Park with the Vltava embankment which should allow the competition site to capitalise on the nearby river.
- Propose the key principles of rainwater management.
- The blue and green infrastructure proposed shall rely on such design features that will make its implementation in the central part of the city feasible and sustainable.



UTILITY INFRASTRUCTURE

The area is located at the centre of the city therefore there is a dense network of critical utility infrastructure which can supply the envisaged new build. The site of Florenc Bus Terminal has all utilities available, however as part of the site transformation new utility networks will have to be put in place. The western part of the site has no utilities at all. More detailed information on the condition of the utility infrastructure will be provided in the document “Information on the Area” and in the maps, which will be handed over to the selected competing teams.

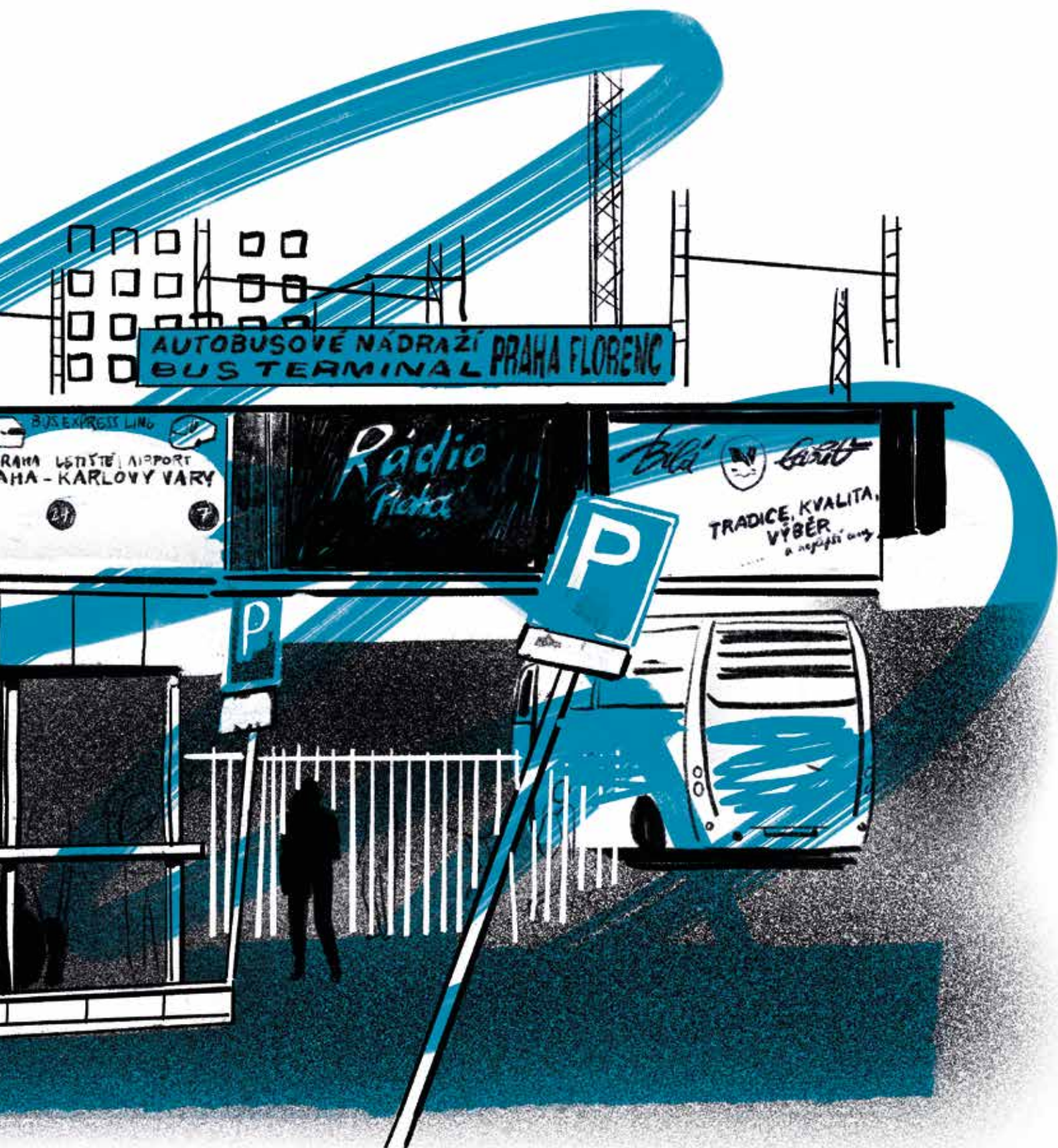
TASKS FOR ENTIRE AREA

- Propose a design code for utility infrastructure on site; work with innovative technologies and best practices that will deliver sustainable engineering with minimal environmental impact.
- Provide a basic overview of the utility needs of the envisaged development.
- Respect the routes of the utility ducts (“kolektor”) and the accessibility requirements for the manholes.



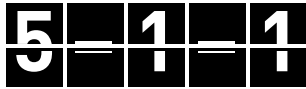
RULES OF THE COMPETITION







COMPETITION PARTICIPANTS SELECTION



ELIGIBILITY

The competition welcomes individuals and corporate bodies or their consortia that satisfy the following requirements:

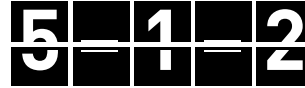
- They have not been involved in the preparation and announcement of the competition,
- They are not regular or substitute members of the competition jury or the competition secretary, examiner and invited expert or husband/wife, relatives akin, permanent project partner or their immediate superior or co-worker,
- They are not members of the statutory bodies or employees of the clients or legal entities established by the clients, are not employees of organizations that participated in discussing and approving the Competition Brief and Rules of the Competition nor of authorities participating on deliberations of the master plan arising from the competition.

Entrants are requested to have at least one person in the team:

- authorised as architect/urban planner,
 - authorised as transport engineer,
 - authorised as landscape architect.
- pursuant to the Act No. 360/1992 Coll., on the exercise of the profession of authorized architects and authorized engineers and technicians in the building industry, as amended.

In line with the requirements stated above these are also persons authorised pursuant to the laws of the country they are residents in or where they have the registered office. The person mentioned above is to be understood as a person involved in the work on the proposal regardless of whether he/she is the entrant's (contractor) employee or is in any other contractual relation with the entrant (contractor).

With respect to the scope of the competition it is recommended that the entrants include experts in urban regeneration in their teams as well as other experts covering the topics presented in the Competition Brief.



APPLICATION TO THE COMPETITION

Any party interested in participation should apply electronically on the competition website: www.florenc21.eu by 26 April 2021, 17:00 CEST (Central European Summer Time) at the latest. If the entrant does not receive confirmation of the receipt, it is deemed that the application has not been submitted. Any application received after this deadline will not be forwarded to the jury for their evaluation.

The application must include the following:

- Filled in competition application form (Annex 1)
- Signed Sworn Statement stating that all qualification requirements are met by the applicant (Annex 2)
- Portfolio of reference projects (as specified in Article 5-1-3)

By submitting the application, the entrant agrees with all the competition terms and conditions deemed to be contractual as well as with any decisions of the jury taken in compliance with these terms and conditions.



PORTFOLIO

The entrants must submit, together with their application a portfolio, in the maximum format of A3, containing no more than 30 pages documenting their work to date which should, as a minimum, include the following:

- Three projects (designs) documenting the entrant's skills and experience relevant to the scope of the competition, the size of the competition area, its location in centre of a global city and important transport infrastructure located on site. Every project

reference in the portfolio should include the following:

- Graphical documentation in the form of (master)plans, schematic drawings, drawings in photographs, 3D images of other drawings if applicable,
- A brief description containing the following:
 - Name of the client
 - Brief project description
 - Size of the site in hectares
 - Design completion date and status of the project (project development stage or implementation stage if applicable)
 - Information on who from the entrant's team members was involved in the project and what was his/her contribution.
- b. Details of the competing team, roles of its members and if the team includes external members, then the scope of their previous collaboration with the entrant,
- c. A brief description of how the entrant will approach the design process.

five entrants to take part in the competition. Depending on the number of applications received and their quality the jury may decide to select fewer than five, however not less than three teams.

The selected teams will be invited to participate in the Competition Phase 1 and will get access to the data storage where the "Site Information" publication and other competition materials will be stored.

Those entrants who the jury do not select to participate in the competition workshop will be notified by the clients (organizer) without delay.



APPLICATIONS REVIEW AND EVALUATION

The applications will be evaluated in the following three steps:

- a. Review of required qualification (see 5-1-1) – the examiner will brief the jury in writing,
- b. Review of the portfolio requirements (see 5-1-3) – the examiner will brief the jury in writing,
- c. Evaluation of all applications by the jury – the entrants meeting the qualification requirements will be judged by the jury according to the following criteria.

The jury will assess the portfolios submitted using the following criteria with equal weight:

- a. The overall quality of the reference works from the urban design and architectural perspective and their relevance with respect to the scope of the competition,
- b. The entrant team's expertise with respect to the scope of the competition.

The jury will rank the applications according to the outcome of the evaluation. The jury will select



COMPETITION PHASE 1 – CONCEPT PLAN



INVITATION TO PARTICIPATE IN THE COMPETITION PHASE 1

The participants in Phase 1 of the competition will be those teams that were invited by the jury to participate in Phase 1.



THE FIRST COMPETITION WORKSHOP – INFORMATION ON THE AREA

The objective of the first competition workshop is to brief the participants on the competition site, the details of each topic of the Competition Brief and the strategic objectives of the City of Prague, the clients and other stakeholders in the area. In the subsequent discussion among the team specialists, jury, key stakeholders in the area, representatives of the City of Prague and invited experts it will be possible, as a result of the information presented, to further specify the competition assignment.

The first competition workshop will be held (preliminary) in May 2021 with the following agenda:

- Guided tour of the competition area and its context,
- Presentation and discussion of the present situation, development trends and the expectations of the clients and the City of Prague in terms of the topics presented in the document “Information on the Area”,
- Summary of the key points discussed and subsequent modification/finalisation of the assignment to propose a development concept for the area.



QUESTIONS

Participants may raise questions related to the Competition Rules, in particular related to the competition process, no later than 10 days before the Phase 1 submission date. The answers will be sent to all participants by e-mail within 5 working days of receipt of the question.

Questions on the Competition Assignment relating to the scope of the competition can be raised by the participants after the first competition workshop and no later than 35 days before the Competition Phase 1 submission date. The answers will be sent to all participants by e-mail no later than 25 days before the Competition Phase 1 submission date.

The participants shall send their questions to the following e-mail address: questions@dflorenc21.eu.



PHASE 1 SUBMISSION – REGENERATION CONCEPT PLAN

The requirements for the Phase 1 deliverables will be specified to the selected participants in greater detail at the first competition workshop, however, the scope of the submission (as specified below) shall not significantly increase with this clarification.

The regeneration concept of the area to be submitted by the participants shall provide a comprehensive, economically feasible and sustainable development concept for the competition area. The participants will be required to submit the following (preliminary):

- Concept of the general spatial and functional organisation of the competition site and adjacent zones which will address all topics included in the Competition Assignment,
- Development strategy concept for the competition site and the adjacent zones which will reflect required flexibility in regard to the envisaged transport infrastructure projects,

- c. Transport strategy for the area in which all modes of transport will be addressed,
- d. Concept of integrating the competition site into a wider context,
- e. Detailed design of one public spaces e. g. open square or plaza.

Participants are encouraged to communicate above mentioned concepts and the design proposals by means of schematic drawings, diagrams, sketches, drawings in photographs, reference examples, calculations of economic feasibility, short explanatory texts and other urban design and planning tools.

Every participant will present the concept plan at the second competition workshop in the form of a 45-60 minute presentation. The concept plan will also be presented as a publication in A3 format of no more than 25 pages.

The presentation in PDF and publication in A3 format and in PDF will be submitted by the participants to the competition organizer electronically by uploading them to the competition website www.florenc21.eu.

5-2-5

PHASE 1 EVALUATION CRITERIA

The equally weighted evaluation criteria by which the competition jury will judge the regeneration concept plans are as follows:

- a. The overall quality of the proposed urban design,
- b. The extent to which the concept plan develops the area's values and addresses its issues,
- c. The extent to which the proposed development strategy is feasible and sustainable.

5-2-6

PHASE 1 SUBMISSION DATE

The participants will submit their proposals electronically by uploading them on the competition website www.florenc21.eu.

The preliminary submission date for Phase 1 is 16 August 2021 by 17:00 hours Central European Summer Time. The actual submission date will be confirmed in the invitation to participate in Competition Phase 1.

5-2-7

SECOND COMPETITION WORKSHOP

The preliminary date of the second competition workshop will be 30-31 August 2021. The venue and other details will be confirmed in the invitation to participate in Competition Phase 1. The workshop will not be open to the public.

The purpose of the second competition workshop is to present the regeneration concept plans developed for the area concerned by the participants, have a discussion over their proposals and provide them with feedback for the work on the proposals for Competition Phase 2.

The agenda of the second workshop will include the following:

- a. Non-public presentations of each of the participants' concept plans to the jury, clients, city representatives and other key stakeholders in the area,
- b. Discussion regarding presented approach between the participant and the jury, experts, clients, city representatives and other key stakeholders in the area,
- c. Closed deliberation of the jury on the evaluation of the regeneration concept plans and shortlisting of at least three (3) of them. Their authors will be invited to finalise the proposals for Competition Phase 2.

5-2-8

REWARD

All participants in Competition Phase 1 who take part in the first workshop, meet the Phase 1 submission date, present the concept plans at the second workshop and comply with the Competition Rules will receive a reward amounting to 1 060 000 CZK (EUR 40 000).



COMPETITION PHASE 2 – MASTER PLAN



INVITATION TO PARTICIPATE IN COMPETITION PHASE 2

The participants in Competition Phase 2 will be those teams that are invited by the jury at the end of Phase 1 to participate in Competition Phase 2. The jury will select at least three teams to participate in Competition Phase 2.



QUESTIONS

Participants may raise questions related to the Competition Rules, in particular related to the competition process, no later than 10 days before the Phase 2 submission date. The answers will be sent to all participants invited by e-mail within 5 working days of receipt of the questions.

Participants may raise questions related to the the Competition Brief, in particular related to the scope and topics of the competition, no later than 35 days before the Competition Phase 2 submission date. The answers will be sent to all participants by e-mail no later than 25 days before the Competition Phase 2 submission date.

The participants shall send their questions to the following e-mail address: questions@florenc21.eu.



PHASE 2 SUBMISSION – REGENERATION MASTER PLAN

The requirements for the Phase 2 submission will be specified in more detail in the invitation to participate in Competition Phase 2 sent to the

selected participants, the scope of the submission (as specified bellow) shall not significantly increase with this clarification.

The participants will further develop the regeneration concept plan and will address individual topics defined in the Assignment. As for the competition site (red zone) the design proposal will go into more detail and will follow structure refined by the jury, at the second competition workshop.

In Competition Phase 2 the participants will have to meet the following preliminary requirements:

- a. The graphical part shall include the following:
 - Regulating plan for the competition site (red zone)
 - Design of spatial and functional organisation of the area concerned,
 - Development strategy proposal covering the competition site and the adjacent zones including phasing,
 - Design of public spaces including the design of blue and green infrastructure on the competition site,
 - Transport strategy considering all modes of transport in all three zones and their links to the surroundings of the competition site,
 - Typical layouts and configuration of public spaces and as an example a design showing more detail of selected public spaces,
 - Renderings illustrating your design proposals,
 - Schematic drawings showing compliance with the site (statutory) constraints.
- b. The narrative will, as presently specified, contain the following:
 - Description of how each topic of the Competition Brief has been addressed including the assignments linked to these topics.

The proposal will be presented in a graphical form on A0 size boards (approx. 6 panels) and in a publication of A3 format. Every participant will present the proposal at the third competition workshop in the form of a presentation 45–60 minutes long.

These materials shall be developed to such an extent that they could be published on the

website and in other communication channels of the competition.

Presentation in PDF, selected drawings (to be specified later) in .dwg and the publication in A3 PDF will be submitted by the participants to the competition organiser electronically by uploading them on the competition website www.florenc21.eu.



PHASE 2 EVALUATION CRITERIA

The preliminary evaluation criteria of equal weight by which the competition jury will judge the regeneration masterplans are as follows:

- a. Creates an interconnected system of high-quality public spaces,
- b. Supports a meaningful and socially cohesive functional mix and diverse activities in the area with respect to the local economic development,
- c. Enhances identity of the place, preserves it and develops its cultural and social values,
- d. Proposes a strategy in compliance with the City of Prague sustainable urban mobility objectives,
- e. Complements the blue and green infrastructure and contributes to the meeting of the city's climate strategy targets.



PHASE 2 SUBMISSION DATE

The participants will submit their proposals electronically by uploading them on the competition website www.florenc21.eu.

The preliminary submission date for Phase 2 is 15 November 2021 by 17:00 hours Central European Time. The actual submission day will be confirmed in the invitation to participate in Competition Phase 2.



THE THIRD COMPETITION WORKSHOP

The preliminary date of the third competition workshop will be 22-23 November 2021. The venue and other details will be confirmed in the invitation sent to the workshop participants.

The purpose of the third competition workshop is for the participants to present the urban regeneration master plan, answer the questions to their proposal and subsequently for the jury to evaluate all proposals. The workshop will not be open to the public.

The agenda of the third workshop will include the following:

- a. Presentations of the designs by the participants (individually),
- b. Discussion over each design presented between the relevant participant and the jury, experts, clients, city representatives and other key stakeholders in the area,
- c. Closed deliberation of the jury in which they will evaluate the designs according to the criteria and select the winning proposal.



REWARD AND THE PRIZE MONEY FOR THE WINNER

All participants in Competition Phase 2 who submitted the deliverables for Competition Phase 2 and presented their design study at the third competition workshop and complied with the Competition Rules will receive a financial reward in the amount of 1 060 000 CZK (EUR 40 000).

The winner of the competition, in addition to the above reward, will also receive the prize money in the amount of 1 060 000 CZK (EUR 40 000).



GENERAL TERMS



JURY DELIBERATIONS

The jury will appoint a chairperson from the independent jury members who will chair the jury deliberations.

The jury may adopt and approve the Rules of Proceedings, but these must comply with the Competition Guidelines of the Czech Chamber of Architects.

The jury deliberations will be conducted either by meeting in person or remotely via a videoconference and both methods will be equally valid.

The secretary will take minutes of all deliberations of the jury in course of the competition. The minutes will be verified by signatures of all members of the jury and the secretary.



THE PUBLIC EXHIBITION OF PROPOSALS

The public exhibition of the design proposals will start no later than 60 days after the decision on selection of the most suitable proposal is published.



COPYRIGHT

The clients declares that the proposed designs are deemed to be the works protected by copyright as defined in the latest amendment of Act no. 121/2000 Coll. on copyright and the rights related to copyright (Copyright Act) as amended.

The submission of the designs and deliverables is not deemed a transfer of copyright to the clients or to any third person in the competition and the copyright stays with the authors of the deliverables.

However, without a prior written consent of the clients (both companies) the authors are not allowed to publish their designs and deliverables or use them for any purpose other than participation in this competition. The clients will not unreasonably decline consent to publish the designs.

By entering the competition, the participant agrees to grant an exclusive license to the clients with unlimited scope in terms of the subject matter, time and place including the following rights:

- a. To fully or partially copy or reproduce the competition proposals of the participants with the aim of promoting the competition and presenting its outcomes,
- b. To decide on the form and conditions of publishing or publicly reproducing or distributing the participant's proposals submitted in the competition,
- c. To publish or publicly reproduce or distribute the participant's proposals or their parts,
- d. To use the participant's proposals submitted in the competition for consultation with the public administration bodies, local councils and third parties in connection with the envisaged projects in the competition area.

The fee for this licence is included in the financial reward pursuant Article 3.8 and Article 4.7. The participant has no right to transfer the licence to third parties.

The clients are entitled to transfer the Licence or grant a sub-licence to any party associated with him in any way, to the competition organiser, the City of Prague, municipal districts or organisations established or controlled by them. The Licence is not limited in time.

If the competition is cancelled (see 5.4) the rights of the clients resulting from the Licence are not affected.

Once the clients take over the physical part of the deliverables (exhibition boards, models etc.) they become the owners of these materials.

The participants must prove that they are authorised (hereinafter as the "Authorisation") to grant the licence to the clients. The proof of Authorisation is required for the deliverables in each phase in the following way:

- a. The signed Declaration of Honour confirming that the participant is the author of the submitted deliverables,
- or
- b. by a signed licence agreement between the author/s and the participant which will, among others, include the granting of the licence to the participant to use the deliverables for participation in the competition and provision of the Licence.

The use of the design proposals or any of their parts for any purpose other than those stated in these Competition Rules requires the explicit consent of the authors.



CANCELLATION OF THE COMPETITION

The clients reserve the right to cancel the Competition without any reason.

If the competition is cancelled before the second competition workshop the clients are obliged to compensate those participants in the workshop who were invited to participate in Competition Phase 1 and who can prove that before the competition was cancelled, they have completed most, or part of the deliverables required in Competition Phase 1. The reimbursement will correspond to the amount of work completed, but it will not exceed 931 000 CZK (EUR 35,000).

If the competition is cancelled before the third competition workshop the clients is obliged to compensate those participants in the workshop who were invited to participate in Competition Phase 2 and who can prove that before the competition was cancelled, they have completed most, or part of the deliverables required in

Competition Phase 2. The reimbursement will correspond to the amount of work completed, but it will not exceed 931 000 CZK (EUR 35,000).

The clients will ask the jury to review the scope of completed work of every participant and to set a pro rata reimbursement corresponding to the amount of work completed.



LANGUAGE OF THE COMPETITION

The competition is announced and will be carried out in Czech and English. All discussions during the competition workshops will be in Czech and English and two-way simultaneous interpretation between them will be provided.

The participants can submit the application form and the portfolio of the reference works either in Czech or English.

All parts of the deliverables in Competition Phase 1 and 2 must be produced in a bilingual version in Czech and English.

In case of a conflict the Czech version of the document prevails.



CONSEQUENCES OF NON-COMPLIANCE WITH THE COMPETITION RULES

The requirements stated in the Competition Brief are to be deemed as recommendations and non-compliance with them does not constitute a reason for the proposal to be declined judgment and the participant excluded from the competition.

The extent and quality of meeting the requirements stated in the Competition Brief into the competition proposals will be judged by the jury according to the set evaluation criteria.



REWARDS AND TAXATION

The participants in the competition workshop are not entitled to the reimbursement of costs incurred due to their participation in the competition, with the only exception of the financial reward and the prize money stated above.

Rewards, prize money and reimbursements are set in Czech Korunas, amounts in Euros are indicative and were calculated using a 12-months average exchange rate of 26,5 CZK to 1 EUR.

The participants have the duty to tax the reward and prize money according to the applicable laws in the country where they are residents.



RAISING OBJECTIONS

Pursuant the Competition Guidelines of the Czech Chamber of Architects every participant in the competition can raise justified objections to the competition bodies against acts of the clients linked to the competition and against the jury formal procedures. Objections can be raised within 15 days after the delivery of the competition results to the participant.

The objection must state which procedure of the jury or act of the clients constitute the reason for raising the objection, what is deemed to be the breach of the competition rules and what redress the complainant is seeking.

The clients together with the jury will review the full scope of the objections raised and, within 10 days of their receipt, will send a written decision to the complainant stating whether they accept the objection or not.

If the clients do not accept the objection, the complainant may, not later than within 5 working days of receipt of the decision as stated in Section 2 of this Article, escalate the case to the chairperson of the Professional Court of the Czech Chamber of Architects to trigger the arbitration procedure.



FLORENC 21

INTERNATIONAL URBAN DESIGN COMPETITION,
PRAGUE, CZECH REPUBLIC
COMPETITION BRIEF

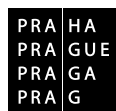
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