

Approved by  
Head of  
Competition bureau TEHNE

Approved by  
Director  
OOO "Zdorovaya Zhizn"

\_\_\_\_\_ S. I. Sokolik

\_\_\_\_\_ A. V. Marushko

September 29, 2020

September 29, 2020

Competition Bureau TEHNE  
and  
OOO "Zdorovaya Zhizn"

**Open international competition for  
development concept of Tarkhanovo park, Yoshkar-Ola,  
Mari El, Russia**

## **Terms and Conditions**

**Open international competition for the best architectural  
(design) project (concept) of Tarkhanovo park development,  
limited by Rechnaya, Sportivnaya, and Druzhba streets and  
aligned by Transportnaya and Molodezhnaya streets,  
Yoshkar-Ola, Mari El**

**Yoshkar-Ola, 2020**

# 1. Glossary. Terms and definitions

For the purposes of this document, the following words and expressions used in these Competition Terms and Conditions (hereinafter referred to as the 'Competition Terms and Conditions') will have the meanings stipulated in this article:

## **'Numeric Code'**

Free combination of six Arabic digits. For instance: 123456. Each Applicant/Participant is assigned Numeric Code by Organizer after registration.

## **'Jury'**

Working collegial body formed by the Organizing Committee with due regard to the Customer's opinion in order to consider the applications submitted by the Participants of the Competition, to distribute winning places among the Participants of the Competition. The Jury includes experts in urban development, urban planning, architecture and the Customer's representatives. The members of the Jury will be appointed and act in their personal capacity and not as representatives of the organizations they are part of as members (participants) of their management bodies or as employees. They will neither accept nor ask any person for instructions on how to make decisions that fall within the competence of the Jury.

## **'Customer'**

OOO "Zdorovaya Zhizn".

## **'Application'**

Information and documents submitted by the Applicant/Participant for the participation in the Competition. The Application means the consent of the Applicant/Participant to participate in the Competition in accordance with the procedure and on the terms and conditions provided for in the Competition Documentation.

## **'Catalogue of Registered Applications'**

Document drawn up by the Organizing Committee and combining the Applications submitted by the Participants that have passed the Technical Selection.

## **'Competition'**

Open international competition for the best architectural (design) project (concept) of Tarkhanovo park development limited by Rechnaya, Sportivnaya, and Druzhba streets and aligned by Transportnaya and Molodezhnaya streets, Yoshkar-Ola, Mari El, conducted in keeping with the Terms and Conditions for selecting the best proposal from those developed by the Participants.

## **'Competition Documentation'**

Documentation about the Competition, including:

- Competition Terms and Conditions;
- Initial Competition Documentation.

## **'Competition Criteria'**

Criteria according to which the Jury evaluates and compares the Proposals submitted by the Participants. The Competition Criteria are listed in Appendix 4.

## **'Proposal' ('Project')**

The deliverables provided by the Participant for the development concept of Tarkhanovo park in Yoshkar-Ola in accordance with the requirements of the Competition Documentation and the Technical Requirements. The composition, content of and requirements for Proposals, as well as the requirements for their preparation are defined in Appendix 3.

**'Consortium'**

Association of two or more legal entities as a single Applicant/Participant.

**'Organizing Committee'**

Competition Bureau TEHNE.

**'Winners'**

Participants, whose Competition proposals are selected by the Jury out of all Competition proposals and considered the best.

**'Applicant'**

Any legal entity, individual entrepreneur, natural persons, or Consortium of legal entities, individual entrepreneurs willing to participate in the Competition.

**'Competition Website'**

Official internet representation of the Competition: TEHNE.com.

**'Competition territory'**

The territory of the Competition proposal anticipated implementation, including:  
— the land plot with a cadastral number 12:05:0201003:285 (the plot size is to be decreased from the side of the neighboring plot with a cadastral number 12:05:0201003:272, by way of cutting it through direct line across the river at the borderline with the neighboring plot);  
— the land plot with a cadastral number 12:05:0201003:286.

**'Technical Selection'**

Selection performed by the Organizing Committee, in terms of Applications' compliance with the requirements for submission.

**'Technical requirements'**

Detailed description of the Organizing Committee's and Customer's requirements for the Proposals developed by the Participants. See technical requirements in Appendix 5.

**'Competition Terms and Conditions'**

Competition Terms and Conditions contained in the Competition Documentation.

**'Participant'**

Applicant, whose Application has passed the Technical Selection and has been accepted for consideration. The Participant may be any legal entity, individual entrepreneur, natural person or a Consortium of legal entities, individual entrepreneurs willing to participate in the Competition.

If Participants are foreign nationals, participation of Russian specialists is welcome, with functional competence to secure landscape-architecture concept compliance with the Russian urban development standards and regulations.

## 2. General

### 2.1. Purpose of the Competition.

Selection of the best development concept of Tarkhanovo park in Yoshkar-Ola.

### 2.2. Subject matter of the Competition.

Development concept of Tarkhanovo park in Yoshkar-Ola. The concept should include landscape, urban development, planning, volume-space and architectural solutions for the Competition Territory and correspond to the Competition Technical Requirements.

### 2.3. Competition schedule and deadlines.

The Competition is open and international. The Competition consists of one stage. The Competition schedule is defined in Appendix 1 to these Terms and Conditions.

### 2.4. Powers of the Organizing Committee.

The Organizing Committee will carry out the functions associated with the Competition, including:

- publication and placement of the Competition announcement;
- receiving messages, information and documents, including Applications and Proposals, from the Applicants and Participants;
- publication of the Competition-related announcements and notifications;
- creation and maintenance of the Competition webpage;
- interaction with the Jury;
- preparation of materials for the Jury meetings, including the Catalogue of Registered Applications;
- organization of the Jury meetings;
- explanation of the provisions of the Competition Documentation to the Applicants, Participants and Winners;
- minute-taking of the Jury meetings.

### 2.5. Powers and principles of operation.

The powers of the Jury will include:

- evaluation and comparison of the Applications submitted by the Participants, selection of Winners of the Competition;
- disqualification of Participants.

In their work, the Jury must abide by the principles of professionalism, independence of opinions and objectivity of judging, as well as the provisions of the Competition Documentation. The members of the Jury will carry out their activities free of charge.

### 2.6. Applicable law.

The relationship of the parties (Applicants, Participants, Organizing Committee and Customer) in connection with the Competition will be governed by the laws of the Russian Federation. In this case, the provisions of Articles 447—449 and Chapter 57 of the Civil Code of the Russian Federation will not apply to the procedure and to the terms and conditions of the Competition.

### 2.7. Effect of the Competition Terms and Conditions.

These Terms and Conditions will be binding on each Applicant from the moment the Applicant submits its Application.

### 2.8. Amendment to the Terms and Conditions.

2.8.1. The Organizing Committee may, at its discretion, make a decision to amend the Competition Terms and Conditions no later than three (3) business days prior to the deadline for accepting Applications. No change to the subject matter of the Competition will be allowed.

2.8.2. Any amendment to the Competition Terms and Conditions will be published by the Organizing Committee on the Competition Website within two (2) business days after the decision is made on such amendment and from this moment will become binding on each Applicant/Participant of the Competition.

## 2.9. Competition Documentation

The Competition Documentation will include the following chapters, each being an integral part thereof:

- Chapter I: Competition Terms and Conditions;
- Chapter II: Initial Competition Documentation.

The Competition documentation is prepared in English and Russian. In case of differences between English and Russian texts, the Russian text prevails.

## 2.10. Procedure for the publication of the Competition Documentation:

2.10.1. Chapter I (Competition Terms and Conditions) of the Competition Documentation will be published on the Competition Website in open access on October 31, 2020.

2.10.2. Chapter I (Primary Data) will be published on the Competition Website in open access on October 31, 2020.

## 2.11. Provision of explanations

2.11.1. Any Applicant, Participant may send the Organizing Committee a request for the clarification of the provisions of the Competition Documentation. Such request will be sent in writing by post or email to the addresses specified in these Competition Terms and Conditions.

2.11.2. The Organizing Committee will provide a response to the request for the clarification of the provisions of the Competition Documentation in the form of an electronic document within five (5) business days of receipt of the above request. Requests should be sent and received no later than five (5) business days before the deadline for accepting Applications. The Organizing Committee is not obliged to respond to requests received after the deadline.

2.11.3. A delay in providing responses may not be considered the reason for extending the deadline for submitting Applications or Proposals.

## 2.12. Dispute resolution.

All disputes that may arise out of the relationship of the parties in connection with the Competition will be subject to resolution in a Yoshkar-Ola court in accordance with the subject matter jurisdiction and court jurisdiction determined by the procedural laws of the Russian Federation.

## 2.13. Language.

Russian and English are the official languages of the Competition. Proposals will be submitted in Russian or English. If a Competition proposal is presented both in Russian and English and in case of differences between Russian and English versions of the Competition proposal, the Russian version prevails.

## 2.14. Addresses.

2.14.1. Competition Website address: [tehne.com](http://tehne.com).

2.14.2. Address to which Notifications, Applications and requests for the clarification of the provisions of the Competition Documentation (changes to the submitted Applications) will be sent: [42@tehne.com](mailto:42@tehne.com).

2.14.3. Address to which Proposals (alterations to submitted Proposals) will be sent: [42@tehne.com](mailto:42@tehne.com).

### 2.15. Anonymity

The Organizer secures anonymity while considering and evaluating Competition proposals by the Jury, using means and ways, reasonable and sufficient for the purpose under the circumstances. Competition proposals should not contain elements pointing at Participants or compilers. Competition proposals inconsistent with this demand will not be considered by the Jury.

2.16. Participation in the Competition is free. Printing and delivery of the Competition proposal (one board and one album) is paid by the Participant of the Competition. Participants can order the printing of the Competition proposal to the Organizing Committee.

## 3. Competition procedure

### 3.1. Submission of applications.

3.1.1. The form and composition of the Application are set out in Appendix 2 hereto. Reference to the Application online form is available at the Competition Website.

3.1.2. Receipt of Applications will start from the moment of publication of the Competition Announcement on the Competition Website.

3.1.3. An Applicant may make changes to its Application by sending a corresponding notification accompanied by the modified documents no later than five (5) business days prior to the deadline for submitting Applications.

### 3.2. Registration.

3.2.1. Applicants will be registered as Participants of the Competition based on the submitted Application.

3.2.2. If the Competition Applicant presents several proposals, each proposal requires a separate Application.

3.2.3. If Applicant is incapable of paying for printing and delivery of the Competition proposal (one board and one album), he may send an essay to the Competition Organizing Committee (2000 to 6000 symbols with spaces), describing the key idea of the area development and visual solutions, presented in the essay (two jpg images.) The material should be sent to [42@tehne.com](mailto:42@tehne.com). Within 7 working days the Competition Organizing Committee considers the presented materials. In case of a positive decision the printing and delivery of the Applicant's Competition proposal is paid by the Competition Customer; in case of a negative decision the Applicant, if he is willing to stay in the Competition, should pay for printing and delivery of the Competition proposal himself.

3.2.4. Following the Application, the Competition Organizer sends to the Applicant the Numeric Code (anonymous individual registration number), addressing the Application reference e-mail, within three working days after the Application date.

3.2.5. The Organizing Committee may reject the Applicant's registration as a Participant on the following grounds:

- the Application does not meet the requirements set by the Organizing Committee;
- the Application has been submitted in violation of the deadline specified in Appendix 1.

### 3.3. Disclosure.

Grounds for possible conflicts of interest:

If an Applicant/Participant (an official or employee of the Applicant/Participant) (if the Applicant is a Consortium, any Consortium member (an official or employee of the Consortium member)) is an affiliate:

- in relation to a member of the Jury, as well as to an individual subordinate to a member of the Jury by his or her official position;
- in relation to the person performing the functions of the sole executive body or member of the collegial executive body of the Organizing Committee (including each of its co-contractors, subcontractors and consultants in the framework of the Competition), as well as the individual subordinate to such person by his or her official position (in this case, for the purposes of this clause an individual is not recognized as subordinate to a particular person by his or her official position, if the work function of this person is only the implementation of scientific, teaching or another creative activity), which for purposes of this clause are recognized able to influence the outcomes of the Competition, such Applicant/Participant may be recognized as having the ability to influence the outcomes of the Competition.

### 3.4. Disclosure Letter.

3.4.1. If there are grounds provided for in Clause 3.3 hereof, the Applicant/Participant will provide the Organizing Committee with the Disclosure Letter depending on the moment of occurrence of the relevant grounds:

- if there are grounds that arose at the time of filing the Application - as part of the Application;
- if there are grounds that arose after the submission of the Application - immediately after their occurrence.

3.4.2. The Disclosure Letter will be made in free form and will contain:

- an indication of the ground on which the Applicant/Participant may be recognized as having the ability to influence the outcomes of the Competition in accordance with Clause 3.3, including an indication of the person with whom the Applicant/Participant is associated;
- the nature of the relationship - the basis on which the Applicant/Participant is or may be recognized as an affiliate of the relevant person;
- special features of the connection - any additional information about the relevant connection that, in the opinion of the Applicant/Participant, may be useful to evaluate the actual capabilities of the Applicant/Participant to influence the outcomes of the Competition.

3.4.3. The Disclosure Letter will be included in the Catalogue of Registered Applications. The failure of the Applicant/Participant to submit the Disclosure Letter if it is mandatory in accordance with Clauses 3.3 and 3.4.1 hereof, is an unconditional ground for the disqualification of the Applicant/Participant.

### 3.5. Participation in the form of Consortium.

#### 3.5.1. Consortium.

Legal entities or individual entrepreneurs willing to participate in the Competition may unite in Consortia. Legal entities united in a Consortium will submit a single Application on behalf of the Consortium and will be recognized as a single Applicant/Participant/Finalist for the purposes of the Competition.

#### 3.5.2. Consortium Leader.

3.5.2.1. The Consortium members will determine the Consortium leader.

3.5.2.2. The Consortium Leader will be recognized as representing the interests of all Consortium members in the relationship with the Organizing Committee within the Competition.

3.5.2.3. For the purpose of communication on the issues related to the Competition, the Consortium Leader will provide information about itself, its representative, its contact details, information about attracting subcontractors and consultants in the format of a completed Declaration on the Organization of the Consortium.

### 3.6. Working procedures of the Jury.

3.6.1. The Competition provides for the Jury remote voting, no longer than within 4 (four) days.

3.6.2 If on a certain date for which the Jury meeting is scheduled there is no quorum or the required decision is not made at the meeting, the Jury meeting may be (by the decision of the Jury made by the existing members of the Jury or by absentee voting) adjourned to the next day.

3.6.3. The Organizer's representatives will be present at the online conference before voting by the Jury begins. The conference will be led by an Organizer's representative. At the same time, the representatives of the Organizing Committee may inform the Jury about the powers of the Jury, the tasks of a particular meeting, and the procedural rules of the operation of the Jury, including the voting and decision-making procedures.

3.6.4. Opinions of the members of the Jury, including those containing the score assigned to each of the Participants and recorded in voting ballots, will not be disclosed and published.

3.6.5. The Jury meeting will be duly constituted (will have a quorum) if more than half of the Jury are present at the meeting.

3.6.6. Decision-making at the Jury meeting.

3.6.6.1. The Competition proposals are rated as follows: each Jury member evaluates each Competition proposal in line with the Competition criteria. Based on accumulated evaluations by Jurors, Participants are assigned numbers in line with the total sum of evaluations, made by the Jurors. The results are discussed by the Jurors and considered final.

3.6.6.2. The voting is secret, any proposal gets points in an electronic table, following the Competition criteria. As a result of summing up the scores given by the Jury to the Participants, the Rating of Proposals will be formed.

3.6.6.3. The decision on the issue of disqualification of a Participant will be made by quantitative voting in accordance with the 'one judge, one vote' principle by a simple majority of the members of the Jury attending the meeting. The voting is open and done by texting agreement in the chat of Organizers and the Competition Jurors.

3.6.7. The Organizer is responsible for minute-taking of the Jurors' session.

3.7. Procedure and terms for submitting Proposals.

3.7.1. The composition, content of and requirements for the preparation of Proposals are set out in Appendix 3 to these Terms and Conditions. Finalists should present their Competition proposals to the Organizer in line with the Competition regulations (Appendix 1).

3.7.2. Form of submission of Proposals:

Competition projects are submitted in electronic and printed versions.

3.7.3. At any time before the deadline for submitting Proposals, the Participant may make changes to the Proposals by sending the Organizing Committee a corresponding notification accompanied by the documents to be adjusted.

3.7.4. Terms and conditions of use of Proposals submitted by Participants:

Each Participant will grant the Organizing Committee and the Customer of the Competition the following rights to use the Works included in the submitted Proposal:

- right to reproduction;
- right to public display;
- right to broadcast on air;
- right to broadcast by cable;
- right to translate;
- right to make available to public.

The above rights to use Proposals will be granted by the Participant to the Customer of the Competition within the Competition.

The Organizing Committee may place Applications and Proposals of Applicants, Participants on the Competition Website.



## **4. Selection of Winners and forming a rating of competition proposals**

4.1. The Jury voting, forming a rating of competition proposals and selecting a Winner and prize holders is one stage event.

4.1.1. The Jury considers Competition proposals, presented by Participants, and, based on the Terms and Conditions evaluation criteria, assigns to the Competition proposals points from 1 to 5 for each criterion.

4.1.2.2. If in the result of voting two or more Competition proposals get similar number of points, the Jury votes again to determine the best Competition proposal among the disputed ones.

4.2. Three participants with highest scores, based on the Jury vote, are considered the Winners.

4.3. Three participants with scores right after the Winners, based on the Jury vote, are considered worth mentioning.

4.4. Information about Winners and Participants, worth mentioning, is presented at the Competition Website within 15 (fifteen) working days since the date of the Jury decision. The Jurors opinions, recorded through online voting, are not to be disclosed and published at the Competition Website.

## **5. Award for the Winners**

5.1. The total Prize Fund of the Competition is one million (1,000,000.00) rubles. Three participants with the largest number of points for their Competition projects, based on the Jury vote, are declared the Winners.

5.2. Three participants with scores right after the Winners, based on the Jury vote, are considered worth mentioning.

5.3. The Participant with the top scores, based on the Jury vote, is awarded 500 000 (five hundred thousand) rubles, paid by the Customer, including all taxes and fees applicable to the Winner for the alienation of the exclusive rights provided for in Articles 1229 and 1270 of the Civil Code of the Russian Federation in favor of the Organizing Committee, including the right to alter the project.

5.4. The Participant with the second top scores, based on the Jury vote, is awarded 300 000 (three hundred thousand) rubles, paid by the Customer, including all taxes and fees applicable to the Winner for the alienation of the exclusive rights provided for in Articles 1229 and 1270 of the Civil Code of the Russian Federation in favor of the Organizing Committee, including the right to alter the project.

5.5. The Participant with the third top scores, based on the Jury vote, is awarded 110 000 (one hundred and ten thousand) rubles, paid by the Customer, including all taxes and fees applicable to the Winner for the alienation of the exclusive rights provided for in Articles 1229 and 1270 of the Civil Code of the Russian Federation in favor of the Organizing Committee, including the right to alter the project.

5.6. To each Participant worth mentioning the Customer pays 30 000 (thirty thousand) rubles, including all taxes and fees applicable to the Participant, for the alienation of the exclusive rights in the Customer's favor, provided for in Articles 1229 and 1270 of the Civil Code of the Russian Federation, including the right to alter the project.

5.7. The sums in items 5.3—5.6 are paid within 30 banking days at the latest since the date of the Competition results official announcement, and providing the Winners and the Participants worth mentioning with all necessary documents, taking into consideration tax payment according to the law.

5.8. The awards are paid in accordance with the Russian Federation legislation by cashless payment in Russian rubles or Euros (depending on residency and banking details of a Participant). The payment in Euros is made in accordance with the ruble-euro exchange rate, set by SBERBANK at the day of payment. Obligation to pay the award is considered to be fulfilled, when the proper sum is written off from the payer's bank account.

5.9. If there are foreign citizens (physical persons) or a group of foreign citizens among the Winners or Participants, worth mentioning, the awards to them are paid on the basis of their passport details and applications related to income tax retention or non-retention.

## **6. Declaring the Competition void**

6.1. The Competition will be declared void if less than three (3) Participants have been registered for the participation in the Competition;

6.2. Upon the occurrence of the ground provided for in Clause 6.1 hereof, the Organizing Committee will publish an announcement on declaring the Competition void on the Competition Website.

6.3. The Competition will be declared void from the moment of the publication of such announcement.

## Appendix 1 Competition Regulations

The Organizer may bring changes to the Competition regulations. The information about changes will be published at the Competition Website.

<b>Date</b>	<b>Event</b>
31.10.2020	The Competition starts.
06.11.2020— 22.02.2021	Participants are registered and Competition proposals are accepted.
End of February 2021	Jury session, selection of the Competition Winners
End of February 2021	Winners are officially announced, the Competition results are presented at a press-conference

## **APPENDIX 2**

### **Composition, content, and demands to applications**

Application is done online following a form, set by the Organizer. Reference to Application online form is available at the Competition Website.

## **APPENDIX 3**

### **Composition, content and demands to registration of Competition proposals**

Composition of materials:

- key idea of the park development, description of the project conceptual vision and principles;
- the park social and cultural programming;
- solutions to integrate the territory into the town environment context;
- landscape and architecture organization of the territory;
- architectural and planning solutions in relation to the park key objects;
- solutions for transport and pedestrian movement;
- solutions as to the area lighting;
- design solutions of the area improvement, including the territory landscaping;
- principles of all-seasons use of the area;
- solutions to secure stable development of the area;
- assessment of social and economic impacts and a road map to implement the park development concept.

All Competition proposals are sent under the Numeric Code, assigned to Participants after the registration. The Numeric Code consists of six Arabic numerals. The Numeric Code is indicated in the bottom right corner of each sheet of graphic materials, in a rectangular 20×120 mm. The Numeric Code is also indicated at the album first sheet (Participants may complement the Numeric Code with the Competition project personal name, if they wish). No Competition materials should contain any reference to authorship.

Demands to formatting of materials

- 1) One plotting board. File in pdf or tiff with main diagrams and visualizations for future printing on the board 1400×1000 mm. The board is vertical.
- 2) One album. File in pdf, tiff or ppt with full description of the Competition proposal, 420×297 mm (A3 format), horizontal, resolution 300 dpi.
- 3) Other material at the Participant's discretion.

Materials should be uploaded into a cloud file hosting with downloading reference to the Competition Organizer, 42@tehne.com.

## **APPENDIX 4**

### **The Competition criteria**

The Jury evaluates competition proposals in line with the following criteria:

#### **1. Originality of the park development key idea and its implementability:**

- 1.1 Setting environment of new quality, including functional saturation, diversity of users' scenarios and environment inclusivity;
- 1.2 Correspondence of competition proposals to the world trends of territorial development.
- 1.3 All-season scenarios for the park usage.

#### **2. Planning structure efficiency:**

- 2.1 Convenience of functional links;
- 2.2 Efficient interaction between parts of the park;
- 2.3 Connection to adjacent territories;
- 2.4 Quality and quantity indicators of functional zones.

#### **3. Transport planning:**

- 3.1 The territory transport accessibility;
- 3.2 Integration with neighboring transport and pedestrian systems;
- 3.3 Location and configuration of parking lots.

#### **4. Visual and landscape analysis:**

- 4.1 Taking into consideration historic, cultural and natural features of the area and the town development. Integration into existing town context;
- 4.2 Retaining existing panoramic views;
- 4.3 Compliance with the area height limitations.

#### **5. Landscape / ecological stability and innovations:**

- 5.1 Taking into considerations local climate and ecological features;
- 5.2 All-season landscape solutions;
- 5.3 Restrictions in selecting and planting vegetation;
- 5.4 Engineering and constructive innovations.

#### **6. Operation and stability:**

- 6.1. Location of the park engineering equipment and convenient access year-around;
- 6.2 Labor costs to maintain consistency of the park ecosystem;
- 6.3 Labor costs to serve the park;
- 6.4 Efficient planning for removing, storing and utilizing snow.

#### **7. Engineering, technical and constructive solutions:**

- 7.1 Complying with limitations in engineering communication zones;
- 7.2 Complying with limitations in sanitary protection zones.

#### **8. Compliance with town development standards:**

- 8.1 Conformity with the RF town development and architecture legislation;
- 8.2 The project implementability, in view of existing technologies and possibility to use them;
- 8.3 Compliance with fire safety standards, building and structure fire-resistance / landscape objects.

## APPENDIX 5

### Technical requirements

№	List of key requirements	Content of requirements
1	2	3
<b>1. General</b>		
1.1	The object name and address	Tarkhanovo park development, limited by Rechnaya, Sportivnaya, and Druzhba streets and aligned by Transportnaya and Molodezhnaya streets, Yoshkar-Ola.
1.2	Design stage	Draft project (concept)
1.3	Type of work	Design works to improve “Tarkhanovo” park territory, based on modern international trends in creating ecological infrastructure and environmental design.
1.4	General plot information (location, borders, area in hectares)	Territory, limited by Rechnaya, Sportivnaya, and Druzhba streets and aligned by Transportnaya and Molodezhnaya streets, Yoshkar-Ola. Territory area — 12.18 hectares (considering reduction of the plot with cadaster number 12:05:0201003:285).
1.5	Territory functional mission	General use territory
1.6	Planning restrictions (borders of specially protected natural territories, sanitary protective, water protective, technical zones, red lines)	Competition territory located in P-1 — zone of town parks, squares and boulevards.
1.7	Purpose	<p>1. Conceptual development to improve conditions for better recreation of population, set comfortable service and recreation zone in “Tarkhanovo” park, strengthen environmental education.</p> <p>2. Conceptual development (draft projects) to improve and landscape “Tarkhanovo” park territory, including the following:</p> <ul style="list-style-type: none"> <li>- implementing ecopark idea — minimizing environment impact during operation and construction, using ecological materials, minimizing area of artificial surfaces and construction objects;</li> <li>- improving aesthetic and operational features of the territory,</li> <li>- compositional and artistic unity and integrity in proposed architectural, planned and landscape solutions,</li> <li>- setting barrier-free environment,</li> <li>- organizing intuitive navigation,</li> <li>- retaining and developing sports activity (jog and ski routes around the territory);</li> <li>- retaining the territory recreational component;</li> <li>- harmonic use of the existing green zone (trees and bushes) and water reservoir</li> <li>- ensuring safety of the park visitors</li> <li>- setting commercial zone (trade, catering and service components) to secure generation of profit to maintain the</li> </ul>

		park.
1.8	Work content	<p><b>1) Identify demands of target audiences</b></p> <p><b>1.1) Analyze the product environmental status.</b></p> <ul style="list-style-type: none"> <li>• Determine key competitive factors (value-creating factors for consumers) of existing ecology projects.</li> <li>• Determine possible areas for making existing ecological projects more competitive (valuable for consumers).</li> </ul> <p><b>1.2) Determine target audiences and their demands.</b></p> <ul style="list-style-type: none"> <li>• Identify the most promising target audiences, having in mind key competitive factors of existing ecological projects. Describe identified target audiences.</li> <li>• Determine goals and demands for each of identified target audiences.</li> <li>• Event programming.</li> </ul> <p><b>1.3) Scripts for visitors' stay at the ecology park.</b></p> <p><b>2) The ecology park concept, including placement of infrastructural objects</b></p> <p><b>2.1) Concept of the future ecology park.</b></p> <ul style="list-style-type: none"> <li>• Assess natural resource, demographic, economic, historic and cultural, transport, logistic and territorial potential of Yoshkar-Ola, and prerequisites for the park development.</li> <li>• Socio-economic, town-planning and other prerequisites, determining potential capacities to make an ecology park in Yoshkar-Ola.</li> <li>• Principles of spacious development for the ecology park.</li> <li>• Promising ways to develop the ecology park.</li> </ul> <p><b>2.2) Determine needs for key and associated infrastructure in view of possible changes in the ecological park and its target audiences.</b></p> <ul style="list-style-type: none"> <li>• Entrance group, visitor center, knowledge and information center.</li> <li>• Catering facilities (restaurants, cafe, food-courts etc.), points of retail (trade and entertainment areas, farmer shops, souvenir shops etc.).</li> <li>• Culture and leisure infrastructure (exhibition centers, multifunctional spaces for music and choir performances, other spaces for instructive and educational events, closed and open zones for festivals).</li> <li>• Sports and wellness infrastructure.</li> <li>• Other objects.</li> </ul> <p><b>3) Mechanisms of implementing the concept proposals including infrastructural development of the ecology park (this section is filled at the authors' discretion)</b></p> <p><b>3.1) Identification of target audiences.</b></p> <ul style="list-style-type: none"> <li>• Expected revenues of the ecology park from each identified target audience.</li> <li>• Channels and mechanisms of attracting target audiences. Approximate indicators of expenditures to attract them.</li> </ul>



		<p><b>3.2) Mechanism of managing the ecology park and supplying its personnel.</b> Recommended structure of managing the ecology park:</p> <ul style="list-style-type: none"> <li>• strategic management;</li> <li>• operation management;</li> </ul> <p><b>3.3) The project budget and sources of financing.</b></p> <ul style="list-style-type: none"> <li>• Calculating investments into construction of the ecology park: <ul style="list-style-type: none"> <li>◦ capital expenditures;</li> <li>◦ expenditures for labor resources;</li> <li>◦ expenditures for promotion.</li> </ul> </li> <li>• Determining optimal structure of financing. Financing sources: <ul style="list-style-type: none"> <li>◦ budget sources (regional and federal budgets);</li> <li>◦ institutional sources (banks, foundations);</li> <li>◦ non-budgetary sources (business-sector);</li> <li>◦ share and cost of attracting each source of financing.</li> </ul> </li> </ul> <p><b>3.4) Evaluation of the ecology park economic efficiency.</b></p> <ul style="list-style-type: none"> <li>• Evaluating indicators of economic efficiency of investing into the ecology park development (net present value, return of the investment period, profitability index, internal rate of return).</li> <li>• Evaluating long-term social effects (longer life span, reduced mortality level etc.).</li> <li>• Evaluating budget efficiency of investments into the ecology park development.</li> </ul>
1.9	Draft project composition	<p>Competition participant is required to present the following list of documents:</p> <ol style="list-style-type: none"> <li>1. Explanatory note with analysis of the territory and grounds for architectural solutions;</li> <li>2. Outline plan;</li> <li>3. Functional zoning of the Competition territory;</li> <li>4. Diagram or the territory plan diagrams with scale M 1:1000 (plotting board) and M 1:2000 (album) showing location of open areas, passages, pavements, capital and temporary structures, small architectural forms and other elements of improvement with necessary explanatory fragments.</li> </ol> <p>Extra documents may be presented at the participant's discretion:</p> <ol style="list-style-type: none"> <li>1. Area development plan for construction of coverings, scale M 1:2000, and necessary explanatory fragments;</li> <li>2. Landscaping plan, scale M 1:2000 with necessary explanatory fragments;</li> <li>3. Relief-making plan and earth mass plan, scale M 1:2000;</li> <li>4. Presentation materials (electronic presentations, photo/video materials, sketches, models, other materials);</li> <li>5. Conceptual solutions (sketches) of separate elements of the area improvement and small architectural</li> </ol>

		forms (pavilions, rotundas, terraces, tents, sculptures, stop pavilions, lanterns, garbage bins, landscaping accessories, benches and bridges).
1.10	Topography materials	Architecture and town planning department of Yoshkar-Ola town administration provides a competition participant with an electronic territory topography plan, scale M 1:500.
<b>2. Draft project key requirements</b>		
2.1	Requirements to compliance with normative documentation	Develop draft project (concept) in keeping with demands of current normative documents.
2.2	Requirements to area planning	Plan the area bearing in mind: <ul style="list-style-type: none"> <li>- all-year functional use of the object area and adjacent area;</li> <li>- existing road-path network;</li> <li>- the area natural features;</li> <li>- the area landscape visual analysis;</li> <li>- the area expected recreation load.</li> </ul>
2.3	Requirements to project solutions	<p>Draft project development should provide for the following:</p> <p style="text-align: center;">1. Improve the territory operational features:</p> <ul style="list-style-type: none"> <li>- clean and arrange Shoya river-bed, running through the park. The river-bed may be partially rectified and shifted, water surface may be extended to develop recreation zones;</li> <li>- build pavements and play grounds with hard (ecological) surfaces;</li> <li>- manage surface waters outflow from pavements and play grounds;</li> <li>- secure flood-free status of the territory;</li> <li>- exclude areas with sharp angles;</li> <li>- provide outside lighting;</li> <li>- provide areas to rent equipment;</li> <li>- provide grounds for dance, sports and children activity (ensure their use in winter period);</li> <li>- fence the territory, develop entry zones and parking areas.</li> </ul> <p style="text-align: center;">2. Improve environment features and landscape the territory:</p> <ul style="list-style-type: none"> <li>- rearrange existing greenery and remove wild vegetation;</li> <li>- plant decorative trees and bushes;</li> <li>- develop lawns and flower beds;</li> <li>- apply container landscaping (if required);</li> <li>- apply hedgerows, plant trees and bushes in groups and lines.</li> </ul> <p style="text-align: center;">3. Develop bicycle tracks:</p> <ul style="list-style-type: none"> <li>- secure bicycle single-track - 1,0 m width, bicycle double-track – 2,5 m width;</li> <li>- develop hard surface bicycle tracks;</li> </ul> <p style="text-align: center;">4. Position small architecture forms:</p> <ul style="list-style-type: none"> <li>- stationary pavilions, benches;</li> <li>- garbage bins and container areas;</li> <li>- special equipment at sports and play grounds.</li> </ul> <p style="text-align: center;">5. Develop (improve) surface double-piped heating</p>

		<p>main, which crosses the park territory, make proposals to use its protective zone in keeping with the park conceptual solutions.</p> <p>6. Develop architectural and artistic lighting of the area.</p> <p>7. Develop information and communication systems:</p> <ul style="list-style-type: none"> <li>- provide for wireless Wi-Fi;</li> <li>- set day-and-night video surveillance.</li> </ul> <p>8. Develop barrier-free environment for people with low mobility:</p> <ul style="list-style-type: none"> <li>- set ramps and railings;</li> <li>- make lowered board stones and tactile surfaces in crossing areas;</li> <li>- set public conveniences accessible for people with low mobility.</li> </ul>
<b>3. Extra requirements</b>		
3.1	Requirements to execution of the draft project	<p>Documents are sent electronically, consisting of:</p> <p>1.A3 album, including text and graphic materials, described in 1.8 and 1.9 of technical requirements;</p> <p>2.Plotting board 1400×1000 mm, containing territory planning diagram or diagrams showing location of open areas, passages, pavements, temporary structures, small architecture forms, other elements of improvement with required explanatory fragments;</p> <p>3. Extra list of documents, described in item 1.8 of technical requirements (if any).</p>