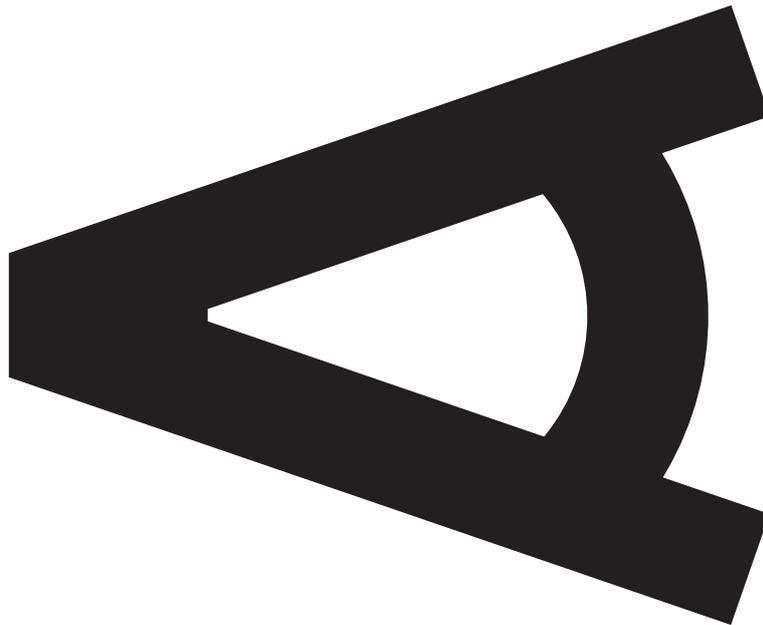


Our project? Brno!
People, Master Plan, Public Space.



The International Urban Design Two-phase Open Idea Competition

„The Brno Trade Fairs and its Surroundings“

P01 - The Competition brief

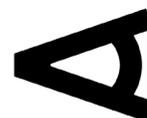
Organiser of the Competition and Preparer of the
Competition Conditions

The City Chief Architect's Office
Zelný trh 331/13
Brno 602 00

Announcer of the Competition

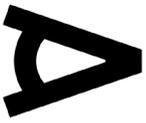
The City of Brno
Dominikánské náměstí 1
Brno 602 00





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INTRODUCTION OF THE BRNO CITY MAYOR

The Trade Fairs Brno and its exhibition site in the Pisárky Valley are undoubtedly the family silver of Brno City. Recognizing this value the city council has sought to buy a majority shareholding from German partner in recent years in order to gain back control over this very valuable business and an exceptional trade fair site.

We succeeded and now the trade fairs are owned by Brno City and their future development is in our hands. It's not only a development of the business. We consider the site as one of the main city symbols that gives the Brno and the entire region its uniqueness.

By coincidence it's the ninety years since our ancestors established the trade fairs and prepared the Exhibition of Contemporary Culture in 1928. There were many important personalities involved in the founding of the trade fairs. Their decisions turned out to be well-founded, the Exhibition was a great success for Brno and Trade Fairs.

Inspired by them, we are looking for new ideas and after ninety years we announce again an urban planning competition for the site.

In the long history the Trade Fairs have changed significantly. While in the past the Trade Fairs were in a quiet location outside the town centre, now they are located in its core. It is necessary to think about it in the broader context. We feel that there is a need to look for ways for better integration of the Trade Fairs into the city and for better connection with its surroundings.

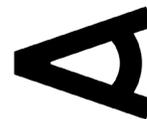
This intention requires grasping this issue in the broader contexts. This is why the competition design will not be limited to the boundaries of the existing Trade Fairs. It will solve traffic and urban connections in the surrounding area, especially towards Svatka River and the Riviera, the park near Anthropos and the Brno City Waterworks.

The City's vision is to ensure successful continuation and development of the exhibition and congress functions of the site.

At the same time, we want to find new effective functions/uses for the site parts which are neglected or unused, e. g. the Velodrom area and the Theatre building. We want to find opportunities for revitalisation of little used areas of the site. We also want to examine possibilities that the Trade Fairs site offers the entire city, for example by better involvement in the city-wide car park system.

We believe that the city will obtain a clear vision for the site that will enable development of exhibitions and at the same time will preserve continuity of fine and generous development of the Pisárky Valley.

Ing. Petr Vokřál
Mayor of Brno



COMPETITION BRIEF

Competition submittals must comply with the following mandatory requirements which will ensure succesful business operation of the Trade Fairs in the future. Submittals must provide:

- a minimum of 60 000 m2 clear indoor exhibition area
- a minimum of 40 000 m2 outdoor free exhibition area
- a minimum area of 25 000 m2 covered storage and operational areas
- a minimum area of 5 000 m2 open-air paved handling areas

NON-COMPLIANCE WITH THIS REQUIREMENT WILL BE THE REASON TO REMOVE THE COMPETITION SUBMISSION FROM THE ASSESSMENT AND TO EXCLUDE A PARTICIPANT FROM THE COMPETITION.

Competitors are required to solve in their competition submittals:

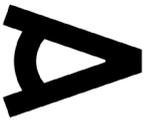
- URBAN PLANNING REQUIREMENTS;
- HISTORICAL PRESERVATION REQUIREMENTS;
- TRAFFIC AND TECHNICAL INFRASTRUCTURE REQUIREMENTS

and are required appropriately respect:

- urban and architectural values of the site;
- limits of the site of overland importance (spatial, operational); based on the territorial analytical data
- existing traffic and pedestrian connections of the Trade Fairs
- the proximity of Masaryk's quarter residential buildings;
- Brno city traffic infrastructure concept (the city big traffic circuit);
- valid legislative.

with the emphasis on:

- preservation or enhancement of attractiveness of an urbanly valued complex of overland significance
- availability and serviceability of the area (car transport, public transport, cycling and pedestrians);
- quality public spaces with plenty of greenery;
- effective and economic land use
- barrier - free use;
- maximum land use for public purposes.



NON-COMPLIANCE WITH THESE REQUIREMENTS WILL **NOT** BE THE REASON TO REMOVE THE COMPETITION SUBMITTAL FROM THE ASSESSMENT AND TO EXCLUDE A PARTICIPANT FROM THE COMPETITION. THE QUALITY AND COMPLEXITY OF PROCESSING THESE REQUIREMENTS IN THE COMPETITION DESIGN IS ONE OF THE EVALUATION CRITERIA OF THE COMPETITION AND WILL BE SUBJECT TO THE ASSESSMENT OF THE JURY.

Competitors shall take into account:

- contemporary urban design tendencies (multi-use zones, etc.);
- all available types of transportation, taking into account the context of the location
- the location of the water sports channel in the area of former waterworks site between Žabovřeská and Pisárecká street.

PARTICIPANTS SHOULD EXPLAIN REASONS FOR NON-COMPLIANCE WITH THESE REQUIREMENTS IN THEIR SUBMITTALS.

COMPETITION SITE

The competition site is divided into 2 parts - area of interest and area concerned. The competitors are required to comply and respect the general requirements for land use and the requirements for the historical conservation and the protection of urban values in the entire competition site.

The area of interest is divided into:

- Stabilized area – it is possible to adapt the public spaces to achieve a better connection to the competition area of interest
- Designed – areas intended for any interventions under the conditions of respect for the historical preservation, ownership relationships of subjects other than BVV (DPMB, Holiday Inn, VIDA) and adequate replacement of removed or altered functions/uses. Planned project (P+R, the Firestation, Svratka etc.) will be integrated into the area of interest.

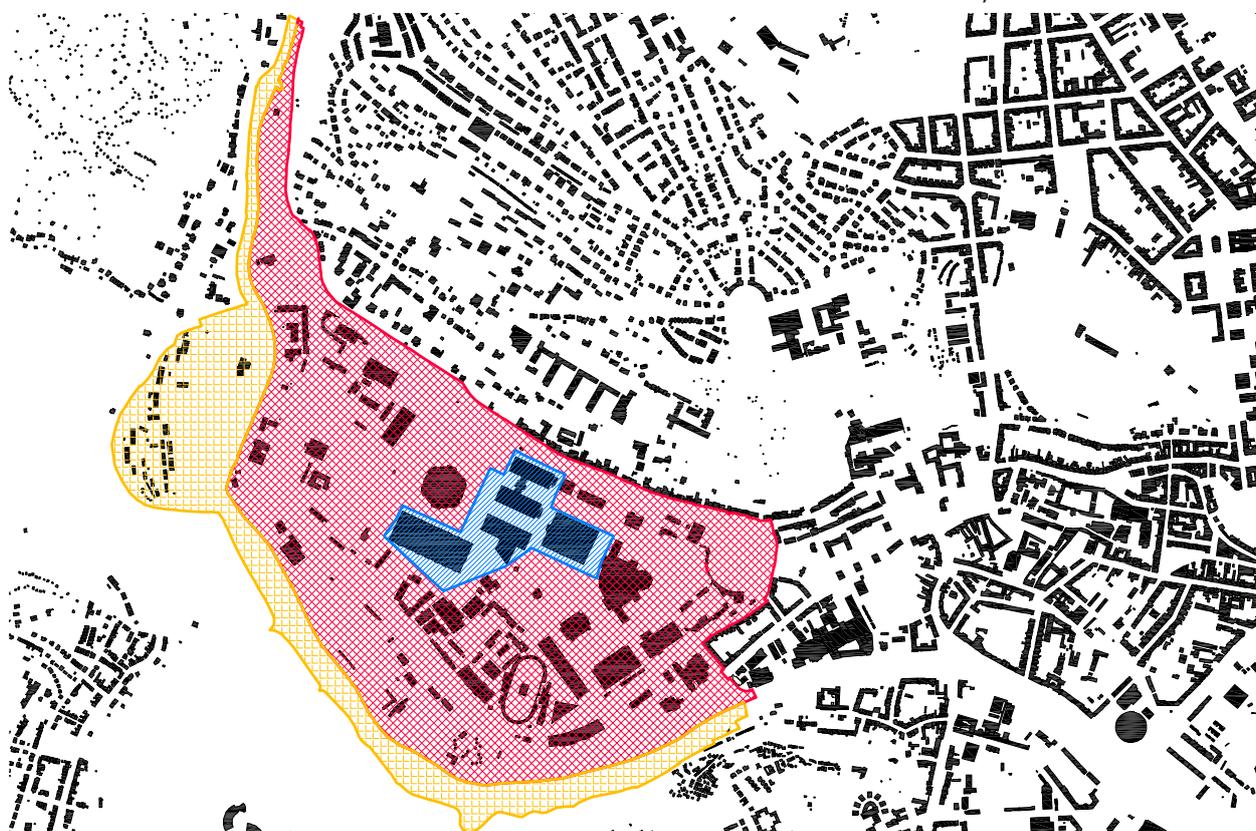
The total area of interest:	1.280.800 m ²	128,08 ha
– of which area stabilized	114.280 m ²	11,43 ha
– of which area designed	1.166.520 m ²	116,65 ha

The area of interest was enlarged by „concerned“ area to allow resolving connections to the surrounding areas and neighborhoods. However, the competition scope of work must be placed only in the area of interest, the balance sheets will also be completed only for the area of interest.

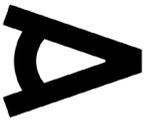
The area concerned:

In the area concerned it is necessary to respect the existing and planned construction, the interventions are possible only by adding objects and links or designing new ones.

The area of area concerned:	343.145 m ²	34,3 ha
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the area of interest designed the area of interest stabilized the area concerned

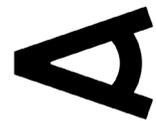


URBAN PLANNING REQUIREMENTS

Propose a solution that will take in account the site limits (for example the city big traffic circuit, flood plain area, etc.) and specifics (e.g. closure of BVV site, site operational links). The proposed solution will be used as a brief for the change of the city planning documentation, therefore the competition submittal is not required to comply with the valid master plan of the Brno City.

Competition submittals will meet requirements within the area of interest:

- define clearly the new urban structure that will suitably complement the existing urban composition of the Trade Fairs and will connect suitably to the surrounding areas;
- design a range of individual functions that will not limit the functionality and possibilities for the development of the Trade Fairs. Primarily consider functions related to exhibitions and congresses. Use the function tray for the newly proposed functions;
- complete existing compositional axes;
- check the most optimal location of the planned new building of the Firestation Brno-West in connection with the overall area concept. The Firestation will be in the range of approximately 10.000 m² (requirements: short connection to the existing city big traffic circuit in the both directions, direct connection to the Trade Fairs, functionality without planned the city big traffic circuit, during the construction and after the completion of the city big traffic circuit);
- open and make available location to the wide range of users;
- incorporate the site into the surrounding urban structure;
- restore the main entrance area which has the potential of high-quality public space;
- make Brno pavilion, Moravia pavilion, Theatre and Umprum accessible to the public independently of the operation of Trade Fairs;
- connect Hlinky (near Lipová Street) and Bauerova Street and Svatka river via pedestrian walk (without impeding the operating restrictions on the Trade Fairs);
- examine the intention of enlarging DPMB a.s. terminal and the creation of the new transport terminal in connection with the overall concept of area;
- develop recreational activities around Svatka river and incorporate them into the overall concept of the area;
- propose new function(s) for the city waterworks site;
- support and strengthen the congress function of the BVV site;
- propose new use(s) for the Velodrom area (the existing Velodrome will be demolished);
- for possible new site function and features refer to the „Function Tray“



Competition proposals will take into account the following BVV requirements:

- new site uses will not collide with the Trade Fairs functions (including the Trade Fairs technical areas) so that these newly designed uses could be replaced in case of the Trade Fairs expansion to the west
- competition proposals will not collide with the individual operating modes of the Trade Fairs

Exhibition capacity

In a long term, it's necessary to maintain a total area of quality clear indoor exhibition area (on the ground floor of the pavilions) above the 60 000 m².

An important part of the fairgrounds are also the free outdoor exhibition areas (areas outside the pavilions with installed energy, data, water distributions, ideally paved). The required areas are approximately 40 000m², of which one area with a total of approximately 10 000m².

In order to meet these requirements the announcer of the competition proceed on the basis of:

clear indoor exhibition area : total area of the pavilion (including outdoor areas) = 1:3

The exact definition of the terms including relationships to the gross floor area and the built-up area is part of attachment P23.

The sizing of outdoor areas in the BVV site must enable logicians during events' preparation and course, especially with regard to the dimensions of communications and the system of entrances.

Congress capacity

Existing congress capacity meets the current needs of BVV. In case of relocation or modernization consider the following capacities: the main congress hall 2500 people, smaller halls with the capacities of 500 -1000 people. In the both (relocation or modernization) cases the functionality of the congress zone must be maintained at least at the current level.

Trade Fairs Entrances

Respect the prerequisites for future development of the Trade Fairs when placing new entrances, especially with regard to the capacity of the events.

Technical and Service areas

Concentrate BVV storage into modern storehouses with adequate capacity. Due to the requirements of operability multi-storey storehouses are not suitable. High headroom storehouses with adequate mechanization can be considered.

Concentrate technical areas, especially the workshop buildings and the technical service areas for the exhibitions. These buildings should be able to leased to BVV subcontractors.

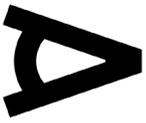
The technical and cooperating firms' areas include sales storehouses for exhibition equipment (shops and showrooms) and other business premises. These areas can be used to revive and cultivate the visible edges of the site (Bauerova street and arrival to the Chateau).

The above mentioned requirements imply the need for a total area of about 25 000 m² covered storage and operating areas and another 5 000 m² of uncovered paved handling areas in the new arrangement of technical and service areas of the Trade Fairs.

Trade Fairs Administrative Areas

The capacity of the administrative area must be maintained.

The administrative spaces are located in BVV Administrative Building, in Pavilion A and Pavilion O. A part of the administrative wing in pavilion A is also the central gastronomic area of the BVV site. In Pavilion O, there is the headquarters of the company's information system.



See attachments P21 a P23.

POSSIBLE NEW FUNCTIONS/USES (FUNCTION TRAY):

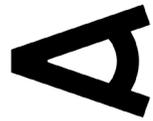
- covered artificial climbing wall
- in-line skating track
- skate arena
- artificial white water canoe course in the area next to the city waterworks
- administrative buildings
- swimming pool
- water park, wellness center
- multipurpose sports hall
- ice hockey (multipurpose) arena
- football (multipurpose) stadium
- children's sports grounds
- multifunctional cultural hall
- amusement park
- education amusement park (technological popular learning center)
- museum, gallery, exhibition spaces
- apartment buildings
- retail
- other job opportunities
- park
- speed skating track with use for figure skating and public skating

HISTORICAL PRESERVATION REQUIREMENTS

The Trade Fairs site contains several historically preserved buildings and areas (P15, P16 and P17). Competition submittals must not to diminish their importance.

From the analysis of the pavilion's use is clear that some older pavilions are not ideal for the purposes of contemporary exhibitions (for example pavilions C and H).

Competition submittals define:



- a) function(s) that would be complementary to the existing exhibition function
- b) new uses (for example pavilion Z) - in this case provide equivalent exhibition area to meet the mandatory requirements of the assignment.

The newly designed buildings must complement existing buildings and their architectural expression.

Announcer of the competition also declares that he considers the generous concept of the site as the main urban value of the site, the dimension open spaces allowing the preception of individual pavilions. Although the preservation of these areas are defined only in the parts, the announcer of competition requires to protect all urbanly valuable spaces, including base greenery outline - the two or multiple row arches and greenery areas around the A pavilion on the main axes (P15, P16). However, it doesn't necessarily mean their rigid preservation, but any change must be made in order to obtain higher urban value.

TRAFFIC AND TECHNICAL INFRASTRUCTURE REQUIREMENTS

Traffic Infrastructure:

- respect the planned tram loop near the Lipová street (P18)
- examine possibility and feasibility of linking the Trade Fairs with the Campus MU using the cableway. Examine locating the incoming and outgoing cable car station within the competition site.
- solve the competition site traffic access primarily by using the existing roads traffic capacity.
- respect the existing plan for the city big circuit the mid term (P22). From the long-term development, it is not possible to consider a radical change in the system until 2035 (the Red Hill tunnel section of the City Big Circuit - Pisárky).

Parking

Design parking lots or parking buildings to achieve effective land use. The number of the parking places will be designed in accordance with the requirements of ČSN 73 6110.

The total parking capacity on the Trade Fairs and its immediate surrounding is 5 000 - 6 000 cars. This capacity needs to be maintained, a portion of it should be gradually moved into multi-storey buildings.

The competition submittal will take in account the following requirements of the Trade Fairs:

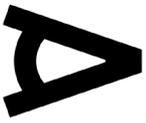
It is necessary to keep 3 000 - 4 000 parking places under the management of the Trade Fairs to maintain income from parking. Approximately 1/2 can be placed in the parking buildings and 1/2 placed in the parking lots. Competition entries shall consider efficient use of parking capacities (i.e. shared parking during the time trade fairs and time without fairs).

For logistic reasons it is advantageous for the parking capacities to be available at several locations on the site and its surrounding areas (taking advantage of different schedules of events, ensuring continuity of entries/exits).

Trade Fairs logistics

Due to the exhibits loading at large fairs (MSV, Techagro), it is necessary to maintain the direct connection of the site to the city big traffic circuit and the entry/exit from the radial road in the western part of the site. It is also necessary to provide sufficient loading area. In addition, it is necessary to maintain sufficient free manipulating areas around the existing and newly designed pavilions.

An important aspect of the BVV's operation is the manipulation with exhibition equipment and logistical movements between trade fairs (in the Czech Republic and in Europe). For this purpose a fenced



area for loading, weighting, turning of trucks must be a part of technical area. The required area is 5 000 m² of uncovered paved handling area.

For the operational reasons it must be possible to close to the public a portion of the trade fair site which will be used to the exhibitions during the assembly and dismantling of events and loading of exhibits (for asset safety and security) and during events (for paid entry control).

At large events (concerts, fairgrounds) the Trade Fairs must logistically serve up to 30 - 40 thousands people at one time. During events, it is necessary to adapt the system of controlled communications and entrances.

Technical infrastructure:

In the proposal, take into account the flood area of the Svatka river according to anticipated flood protection measures. To solve the area along the river, we recommend using the background from the competition The Svatka riverbanks - see attachment P24. Also respect the direction of the city main infrastructure routes (see attachment P10).

PROOF OF THE COMPETITION REQUIREMENTS COMPLIANCE

Competition submittals must include a table - per attachment P04. The text part of the submittal must document the compliance with the mandatory part of the assignment (schemes of required areas), for verification the schemes have to be submitted in an editable format (*. dwg and etc.).

On the panel 5 for II. phase will show the individual operating modes of the site according to the table of operating modes mentioned in the P23.

CONSTRUCTION PHASES

Competition submittals need to describe phases for the site development. The description also needs to address specifically the design impact on the future development of the Trade Fairs.

19th May 2017, Brno

Klára Cejpková, KAM
David Mikulášek, KAM
Tomáš Pavlíček, KAM