Invitation to Participate

Open All-Russian Competition with International Participation for Architectural and Urban Planning Solutions for the Future Tourist Area “New Anapa Family Resort” (Krasnodar Territory, Anapa Resort City)
Table of Contents

ABOUT THE COMPETITION ................................................. 4
Project Overview .......................................................... 7
Competition territory .................................................. 9
BACKGROUND .................................................................. 11
Historical Background .................................................. 18
COMPETITION TERRITORY ........................................... 20
Current Situation .......................................................... 21
Preliminary Program for Development of
the Competition Territory ......................................... 27
PREPARATION OF APPLICATIONS AND
COMPETITION PROPOSALS ......................................... 31
Requirements for Preparation of
Applications and Competition Proposals 32
About the Competition
About the Competition

Format

— Open.
— All-Russian with international participation.
— Two-phase.

Subject

Development of architectural and urban planning solutions for the future tourist area “New Anapa” and determination of its potential development strategy.

Purpose

Selection of the most optimal architectural, and urban planning solutions for the future tourist area “New Anapa Family Resort”.

Objectives

1. Specifying the functional and planning organization of the future tourist area and preliminary functional zoning.
2. Specifying the location for future infrastructure facilities on the existing land plots with regard to the existing environmental conditions, pedestrian and transport accessibility, insolation characteristics, availability of the existing engineering support.
3. Development of architectural solutions for the tourist infrastructure facilities and landscape-architectural solutions for recreation areas.
4. Calculation of preliminary technical and economic indicators of the tourist area being designed.

Participants

Professional organizations specializing in integrated land development and urban planning, architecture, design, creation of concepts and projects for the development of public spaces, master planning, who are able to attract and ensure participation of professional specialists in economics, finance, landscaping, and graphic design.
Finalists

A participant whose application, after being discussed by the Jury during the first meeting, has ranked 1 to 3 will become the competition finalist. In the second Competition phase, the proposals will be developed by three Finalists and a Special Participant.

The Special Participant, whose Application is ranked first among special participants by the decision made at the first meeting of the Jury may take part in the second Competition phase. The Special Participant is not allowed to participate in the prize distribution.

Special Participant

A student community and/or creative association of students (actual students or graduates who have received a bachelor’s/master’s degree no earlier than 2021) of industry-specific higher educational institutions in such specialties as architecture, urban environment architecture and design, reconstruction and restoration of architectural heritage, civil engineering, landscape design, landscape architecture, graphic design, industrial design, architectural environment design.

Only those individuals may be members of the association who are registered in the territory of the Russian Federation in accordance with the procedure established by the legislation of the Russian Federation, who have no work experience in their specialty, or have less than 3 years’ work experience.

Jury

Representatives of Tourism.RF Corporation JSC, executive authorities of the Russian Federation, Krasnodar Territory, Anapa Resort City Municipality, Russian and international experts in city building and urban planning, architecture, economics, urban anthropology and design.

Expert Panel

An advisory body composed of representatives of executive authorities of the Russian Federation, Krasnodar Territory, Anapa Resort City Municipality, Russian and international experts in urban planning, architecture, environmental protection and tourism. The Expert Panel provides the Jury with advisory assistance in evaluating and comparing applications and Competition Proposals, issues recommendations for the Customer and Competition Jury
members.

**Prize Fund**

The prize fund is 18,000,000 rubles. Each of three finalists who develop the final Competition proposals will be paid a fixed fee totaling 2,000,000 rubles (including all taxes and fees). The special participant who develops the final Competition proposal will be paid a fixed fee totaling 500,000 rubles (including all taxes and fees).

Following a meeting of the Jury of the second Competition stage, there shall be an additional payment in accordance with the prize distribution amounting to:

- the 1st place—5,000,000 rubles, including all taxes and fees;
- the 2nd place—3,000,000 rubles, including all taxes and fees;
- the 3rd place—2,000,000 rubles, including all taxes and fees;
- the special participant—1,500,000 rubles, including all taxes and fees (the fee amount shall be determined by the Jury members).
Project Overview

The project “New Anapa Family Resort” is located in Krasnodar Territory, within the boundaries of Anapa Resort City Municipality. The area of the Competition territory under consideration is 1,806 ha. The indicative area of the territory for preparation of Competition Proposals is 930 ha. The preliminary number of rooms is up to 25,000 rooms.

The project proposes the creation of a modern multifunctional tourist and recreational complex for family year-round recreation, which is also developing various types of tourism.

The spatial development strategy of the Russian Federation up to 2025 specifies the promising economic disciplines for Krasnodar Territory, including such industry as tourism, which incorporates activities of the hotels and catering establishments, administrative activities and additional related services (activities of travel agencies and other companies involved in rendering tourism services).

The social and economic development strategy of Krasnodar Territory up to 2030 is focused on interregional competitiveness of the region and allocation of flagship projects within the region. The strategy place emphasizes the tourist and recreation cluster as one of the areas on which development the region’s efforts will be focused, and as one of the key components of the economic potential of Krasnodar Territory.

In 2030, Krasnodar Territory is considered by the Strategy as “one of the leaders of the Russian tourist market (primarily in the beach tourism segment).” A unique combination of natural resources, favorable climate, lengthy sea coast, mineral and thermal springs, therapeutic mud, developed tourist infrastructure—all this forms the potential to achieve this goal and develop a competitive tourist and recreation complex. A special tourist and recreation economic zone is being created in the territory.

Creation of the tourist recreation cluster “New Anapa” is one of important directions within implementation of the national project “Tourism and Hospitality Industry” up to 2030.

On February 19, 2022, the Administration of Krasnodar Territory and Tourism.RF Corporation JSC signed an agreement for cooperation in development of the tourist infrastructure within the national project “Tourism and Hospitality Industry”.

On October 12, 2022, President Vladimir Putin supported the proposal of Dmitry Chernyshenko, Deputy Prime Minister of the
Russian Federation, to create the All-Russian “New Anapa Family Resort” and instructed the Government of the Russian Federation jointly with the Administration of Krasnodar Territory to take necessary measures for the project implementation.
The Competition territory is located on the shore of the Anapa Bay of the Black Sea, Bugaz Spit within the boundaries of Anapa Resort City Municipality on the Taman Peninsula, Krasnodar Territory, Southern Federal District.

The competition territory bounds:

— the water area of the Kiziltashsky estuary in the north;
— of the water area the Bugazsky estuary in the west;
— the village of Blagoveshchenskaya, village of Vityazevo and water area of the Vityazevsky estuary in the east;
— it is washed by the Black Sea in the south.

The area is located 35 km from Anapa Resort City in the structure of the transport framework of the municipality, which includes air, water, rail and road transport.

The land fund of the Competition territory is dominated by the lands of specially protected areas and objects for recreation use, including a specially protected natural area (SPNA) of regional significance—natural park Anapa Peresyp.

Unique natural and geographic features, favorable Mediterranean climate, mineral water springs, therapeutic mud, existing transport hub as part of Anapa Resort City Municipality, availability of various historical and cultural attractions in the immediate vicinity and developed tourist infrastructure of Anapa Resort City create favorable conditions for development of various tourist and recreation activities in the Competition territory.

Fig. 2. View to the West and the Black Sea from the South of the Competition territory. Photo: Tourism.RF Corporation JSC
Fig. 3. Layout of Competition Territory
Background
Background

Krasnodar Territory

Krasnodar Territory is located in the south-west of Russia in the Southern Federal District. The region is washed by the waters of the Black Sea and Azov Sea; in the west, it bounds the Republic of Crimea, in the north—Rostov Region, in the east—Stavropol Territory and Karachay-Cherkess Republic, and in the south, there is a state border with the Republic of Abkhazia with the Republic of Adygeya inside Krasnodar Territory.

Fig. 4. Layout of Geostrategic Location

The economy of Krasnodar Territory is developed in such areas as construction, industry, fuel energy, transport, information and communication technologies, agro-industrial complex, resort and recreation zone and tourist complex, which, in turn, is one of the main components of the economic potential of Krasnodar Territory. Tourism is actively developing on the sea coasts and in mountainous and steppe areas.

Krasnodar Territory accommodates the following resorts:
— federal-significance resorts: Sochi, Gelendzhik, and Anapa;
— regional-significance resorts: Yeysk, Goryachy Klyuch, and Tuapse District.

76,000 km²
Area of Krasnodar Territory, 2023
Source: Rosreestr

5,687 million people
Population of Krasnodar Territory, 2021 (3rd place in the Russian Federation and 1st place in the SFD)
Source: Rosstat

Top position
in the National Tourist Rating in 2022
Source: https://russia-rating.ru/info/21283.html
The share of the tourist added value in the regional gross product of Krasnodar Territory is 15%.

There are 17,729 collective accommodation facilities in Krasnodar Territory with 477,800 beds.

Approximately two-thirds of the region’s territory is occupied by the Kuban-Azov lowland, and the remaining part south of the Kuban River is covered by the foothills and mountains of the Greater Caucasus.

Most of the region is located in the temperate continental climate zone with hot, relatively dry summers and short, mild winters. The section of the Black Sea coast from Tuapse to Adler belongs to the humid subtropical climate with hot summers and moderately warm winters.

Due to such location, in January, the average temperature on the coast of the region varies from 0 to +6°C, in July—from 22 to 24°C. At the same time, Krasnodar Territory is characterized by a large amount of precipitation causing annual floods.

The water resources of Krasnodar Territory are represented by seas, rivers, reservoirs, and lakes.

Krasnodar Territory is characterized by rich land resources. The total land area in the region is more than 7.5 million ha, of which more than 53% is arable land.

Krasnodar Territory is rich in minerals amounting to about 60 types. They include gas and oil, constituting the potential for development of the fuel and energy complex in the region.

Fig. 5. Context Layout of the Competition Territory
Nine southern seaports (Novorossiysk, Tuapse, Sochi, Gelendzhik, Anapa, Yeysk, Temryuk, Caucasus, and Taman) are located in Krasnodar Territory. The ports provide access to the international sea routes through the Azov Sea and Black Sea.

The area accommodates 2,200 km of railway routes of federal significance belonging to the North Caucasus Railway with 154 railway stations. Air transport of Krasnodar Territory is represented by international airports of federal (Krasnodar, Sochi, and Anapa) and regional significance (Gelendzhik). The federal highway E 115—M-4 Moscow–Novorossiysk, as well as highways and motor roads of regional significance pass through Krasnodar Territory.

**Anapa Resort City Municipality**

Anapa Resort City Municipality having the status of an urban district is located in the south-west of Krasnodar Territory, on the Taman Peninsula, 170 km from the regional center and includes 52 settlements, such as: 1 city—the administrative center—Anapa City, 7 settlements, 10 rural communities, 3 villages, 31 farms.

The municipality bounds:
- Temryuk district in the north;
- Crimean district in the east;
- Novorossiysk City Municipality in the south-east;
- it is washed by the Black Sea in the south-west.

Anapa Resort City Municipality has the status of a federal resort region intended for recreation and treatment of children, teenagers and parents with children, according to Decree of the President of the Russian Federation No. 1954 dated 22.09.1994. The resort and tourist complex occupies a leading position in the economy of the municipality.

---

**213,617 people**
Population of Anapa Resort City Municipality, 2021
Source: http://anapa-official.ru

**981 km²**
Area of Anapa Resort City Municipality, 2023
Source: http://anapa-official.ru

**3.2 million people**
Vacationers in Anapa Resort City Municipality, 2022
Source: http://kurort.krasnodar.ru
The Municipality occupies a special geostrategic position, provides transit communication of transport flows, including international ones, and is a major transport and logistics hub, including various types of air, water, rail, and road transport.

The transport framework of the Municipality is represented by external links, including the highway of federal significance A-290 Novorossiysk—Kerch, including various regional roads that provide access to the objects of the economic and social complex of the city district.

Anapa Bus Station is located in the territory of Anapa City and carries out transportation on intercity and intermunicipal routes.

Sections of the North Caucasus Railway pass through the territory of the Municipality. There are railway flag stations in the area: Anapa stations in the village of Verkhnee Dzhemete, Gostagaevskaya, Yurovsky and Dzhiginsky stopping point.

The Anapa (Vityazevo) international airport of federal significance is located within the Municipality boundaries, 20 km north of the center of Anapa. Anapa passenger seaport with year-round navigation is in the north-eastern part of the Black Sea. Anapa Resort City also has two parking lots for small boats (Anapa-Marina and Fort Utrish Yacht Clubs).
The land fund of the territory is divided into 7 land categories with a predominance of agricultural lands—55.7%.

There are SPNAs in the territory of Anapa Resort City Municipality, namely, Anapa Peresyp Natural Park, Anapa State Nature Reserve, Anapa Vzmorye Coastal Natural Complex, Bolshoy Utrish State Nature Complex, and natural monuments.

The territory of the city district belongs to the Black Sea low-hill terrains with alternating lowlands and plains, which causes the landscape diversity: forests, foothills, plains, steppes, lowland wetlands. Anapa resort area is the most environmentally safe part of the Black Sea. The average annual air temperature is +11.9°C, and the average annual sea water temperature in the coastal zone is +15.5°C. The bathing season is from May to October.

Bugazsky and Kiziltashsky estuaries make up a single water area separated from the Black Sea by Bugaz Spit. Coastal and estuary-related terraces, barrier beaches and sandy islands occupy vast areas in the interval from Anapa to Solyonoe Lake. Heavy rains in the autumn-winter and spring-winter periods partially or completely flood the adjacent areas causing erosion of the coastal zone.

The area seismicity as per SNKK 22-301-2000 is 9 points.

**Anapa City**

Anapa is a city of regional subordination and administrative center of Anapa Resort City Municipality, bears the title of the “City of Military Glory”, located on the shore of the Anapa Bay of the Black Sea, 190 km west of Krasnodar city, 360 km north-west of Sochi city. The Anapka River flows through the territory and connects the Anapa floodlands and the Black Sea.

Anapa City consists of the following administrative and territorial units:

— Anapa City;
— 2 rural districts: Vityazevsky (village of Vityazevo) and Blagoveschensky (village of Blagoveschenskaya).

It is predominantly a family climatic and balneotherapeutic resort with a developed tourist infrastructure and sandy and pebble beaches. Viticulture and winemaking are also developed in the surrounding area.

---

**Village of Blagoveshchenskaya**

The tourist area “New Anapa” being designed borders the village of Blagoveshchenskaya, which is part of Anapa Resort City Municipality, at a distance of 1.5 km from the Black Sea and 25 km from the center of Anapa City.

The village is located between two estuaries: Kiziltashsky and Vityazevsky, in a gently sloping flat zone. Steppe winds prevail in the area. Sandy beaches of the village are formed by natural sand deposits. Part of the area is located in the waterlogging zone.

Viticulture and tourism are developed in the village of Blagoveshchenskaya. There are plugged oil wells to the west of the village.

The village is connected to the centralized water and gas supply system. The locality is connected to Anapa City by direct bus route No. 106. The distance from the village to the federal highway A-290 is 14 km.

![Fig. 9. Village of Blagoveshchenskaya Photo: Tourism.RF Corporation JSC](image)

**1.53 km²**  
Area of the village of Blagoveshchenskaya, 2023  
Source: http://anapa-official.ru

**4,423 people**  
Population of the village of Blagoveshchenskaya, 2021  
Source: http://anapa-official.ru

---

**Village of Vityazevo**

The rural community of Vityazevo borders the Competition Territory on the south-east and as part of Anapa Resort City Municipality is located on the shore of the Vityazevsky estuary in the north and the Black Sea in the south, 15 km north of the center of Anapa City. In the village, there is a beach with therapeutic properties in the form of peloids. Viticulture is also developed.

![Fig. 9. Village of Blagoveshchenskaya Photo: Tourism.RF Corporation JSC](image)

**9.3 km²**  
Area of the village of Vityazevo, 2023  
Source: http://anapa-official.ru

**10,040 people**  
Population of the village of Vityazevo, 2021  
Source: http://anapa-official.ru
Historical Background

The history of Anapa City began in the ancient times, several centuries BC. The Sindskaya Harbor was then located in the place of Anapa; in the middle of the 4th century BC—Gorgippia City. The main economic activity of the townspeople was agriculture, ensuring their well-being (livestock breeding, winemaking, fishing, and also handicap production). Since the 13th century, the settlement started developing as a trade center—the fortified Mapa trading post was built, through which trade routes to the East and Central Caucasus passed. In the mid-15th century, after capture by the Turks, the small Anapa fortress was built in its place, which occupied a strategically important position.

The territory was annexed to Russia in 1829 under the Peace Treaty of Adrianople on Completion of the Russian-Turkish War. In 1846, Anapa was granted the status of a city. The growing and developing city initially continued to perform functions of a military fortress, and later obtained the status of a port city, and since 1900 started developing as a resort. Between the 1930s and 1960s, the city and adjacent areas were actively populated.

During the Great Patriotic War, the city was completely destroyed and then restored. Since the 1950s, it has continued developing as a resort city.

The village of Blagoveshchenskaya is a locality adjacent to the design area. It was founded in 1836. During the Crimean War it was abolished and settled again in 1862.

The prevailing relief of the district has its own history. Until the end of the 19th century, the Kuban River flew into the Black Sea. Due to displacement of the riverbed to the north, the ancient riverbed dried up and became exposed. The sand dunes and bars of the district are due to the riverbed and delta deposition.

There are 784 cultural heritage sites on the territory of Anapa Resort City Municipality. The include 1 monument of urban planning and architecture of federal significance, 72 monuments of urban planning and architecture, history and monumental art of

784

Cultural heritage sites in Anapa Resort City Municipality

Source: General layout of the urban district of Anapa Resort City

regional significance, 18 monuments of archeology of federal significance, 657 identified monuments of archeology. Anapa is also home to the country’s only open-air museum-excavation—Gorgippia Archaeological Reserve. Nowadays, excavations are carried out by different archaeological teams.

Currently, Anapa Resort City Municipality is not only a family resort with a large number of facilities at the sanatorium complex and modern therapeutic base, but also a place of attraction with a variety of historical and cultural attractions, tourist routes and rich excursion content.

Fig. 10. Archeological Excavation, Gorgippia Museum
Photo: Igor Arkhipov/lori.ru

---


4 Gorgippia Archaeological Museum [Electronic resource]. URL: https://www.russian-bospor.ru/gorgippia (access date: 02.06.2023).
Competition territory
Current Situation

The area of the Competition territory under consideration is 1,806 ha and includes part of the land between the estuaries to the west of the village of Blagoveshchenskaya and part of the sand bar—the coast along the Black Sea. The indicative area of the territory for preparation of Competition Proposals is 930 ha.

Transport accessibility of the main part of the tourist area is provided by the highway of regional significance from the village of Vinogradny to the village of Blagoveshchenskaya. The highway adjoins the A-290 Novorossiysk—Kerch federal road south of the village of Vinogradnoe.

The location of the key transport infrastructure facilities and cities relative to the Competition territory:

- V.K. Kokkinaki Anapa Airport (Vityazevo)—25 km (30 minutes by car).
- Anapa Train Station in the village of Verkhnee Dzhemete—30 km (35 minutes by car).
- Anapa seaport with year-round navigation.
- The center of Anapa Resort City—35 km (45 minutes by car).
- Gelendzhik Airport—115 km (2 hours 10 minutes by car).
- V.I. Sevastyanov Sochi Airport—390 km (1 hour by plane to Anapa Airport, 7 hours 45 minutes by car, or on a high-speed train "Lastochka", 20 hours by train to Anapa Train Station, 3
hours 30 minutes by sea boat (only in the summer season) to Novorossiysk Passenger Ship Terminal and further by bus to Anapa (only in the summer season)).

— Moscow—1,500 km (2 hours 15 minutes by plane to Anapa airport, 18 hours 10 minutes by car, 1 day 20 hours by train to Anapa Train Station).

The land fund of the Competition territory is divided into 5 land categories with a predominance of specially protected areas and recreation facilities:

— Lands of specially protected areas and objects—789.47 ha.
— Land for agricultural purposes—46.99 ha.
— Industry, energy, transport, etc. lands—13.72 ha.
— Category unspecified/non-delimited state property—0.76 ha.
— Land of populated areas—955.06 ha.

Fig. 12. Cadaster Layout

To date, the area being designed has not been developed except for certain sites along the coast in the central part of the project territory. In this area, the boundaries of land plots are approved that are intended for temporary facilities used to organize services for the population recreation areas, including on the beaches, in the coastal protective strips, water bodies and at the facilities intended to ensure safety of people on the water bodies.

The Competition territory belongs to the Black Sea lowlands with alternating plains, steppes and swampy low-lying areas. The Competition Proposals preparation area is characterized by a flat relief with a significant height difference closer to the coastlines of

Fig. 13. Bugaz Spit. Photo: Tourism.RF Corporation JSC
The Vityazevsky estuary (located to the east of the main part of the area being designed) is one of the resort attractions, it is interesting for therapeutic mud with high mineralization (successfully used in Anapa sanatoriums). The maximum depth is 2 m, it is completely separated from the Black Sea by a strip of sandy coast—Vityazevskaya Bar.

The Kiziltashsky estuary (to the north of the main part of the area being designed) is the largest estuary in the Russian south with a water area of 137 sq. km. Earlier (before the 20th century), the Kuban River flew into the estuary, making its water almost fresh, however, the riverbed silting and main current change to the north of the estuary caused the water salinization and changes in the flora and fauna of the estuary and its coastal zone. Moreover, salt water enters the estuary via a small channel from the Black Sea. The thickness of the therapeutic mud (silt) is from 1 to 3 m. Kiziltashsky mud is used by more than 80 Russian sanatoriums, its reserves amount to several million tons.

To the west of the area being designed, the Bugazsky estuary is located, which is separated from the Black Sea by Bugaz Spit. The territories near the estuary are characterized by cliffs with a slope exceeding 20 degrees. The estuary is bounded by Golenkaya and Bugaz sand bars, where, among other things, the mass bird habitat is concentrated.

The complex of estuaries with therapeutic mud deposits is covered by the regime of the second district mountain-sanitary protection zone (Resolution of the Council of Ministers of the RSFSR No. 45 dated January 30, 1985, On Establishing the Boundaries and Regime of Anapa Resort Sanitary Protection District in Krasnodar Territory).

The entire area of the All-Russian “New Anapa Family Resort” is covered by the regime of the second district mountain-sanitary protection zone; part of the area is located in the first district mountain-sanitary protection zone. Within the boundaries of the resort sanitary protection district, the nature reserve regime is established outside the populated localities.

According to the Public Cadastral Map, the Competition territory accommodates six oil and gas production wells, which are included in the federal project “Overall Cleaning” (Decree of the Government of the Russian Federation No. 1132 dated 24.06.2022 On Amendments to the State Program of the Russian Federation

1,052 ha
Area of SPNA within
The Competition territory
“Environmental Protection”).

The Competition territory includes Anapa Peresyp Nature Park, which is a specially protected natural area of regional significance under the jurisdiction of the environmental authorized executive body of Krasnodar Territory. The barrier beach extends from the southern tip of the Taman Peninsula in the north to Anapa Cape in the south. The width varies from 60 to 1,600 m.

The SPNA covers the site belonging to the Ministry of Defense, beach areas along the coast in the rest of the territory, as well as the entire territory of the Vityazevsky, Kiziltashsky and Bugazsky estuaries, which is about 58% of the entire Competition territory. The current restrictions partially hinder the project implementation.
and significantly reduce the potential construction area.

Anapa Peresyp SPNA is a unique natural territory where various representatives of steppe flora and fauna are preserved, including those listed in the Red Books of the Russian Federation and Krasnodar Territory, diverse seaside landscapes, estuary-related terraces, dunes, quartz sands with therapeutic properties. The structure of the barrier beach includes the zones of the beach, dunes, and hilly sands. Mobile submarine bars along the coastline are also characteristic of the barrier beach. The beaches and dunes of the Nature Park and Bugaz Spit located between three estuaries and the Black Sea, are rich in typically desert flora and fauna. Beaches consisting of quartz sand are formed by natural sand deposition.

The Nature Park creates favorable conditions for preservation and maintenance of unique natural landscape sites and processes, historical and cultural sites, creation of conditions for development of regulated tourist and recreation activities according to the Regulations on Anapa Peresyp Nature Park, approved by Decree of the Head of Administration (Governor) of Krasnodar Territory No. 552 dated 07.09.2020.

Fig. 16. Kiziltashsky Estuary View from the North-West of the Competition territory. Photo: Yana Ness/Agency for Strategic Development CENTER LLC

According to the list of identified cultural heritage sites of the unified state register of objects of cultural heritage of the peoples of the Russian Federation, the following cultural heritage sites are found in the design area:

— Settlement Blagoveshchenskoye-1 (4th-3rd centuries BC);
— Mound Blagoveshchensky-1 (end of 3,000 BC–13th century AD);
— Mound Blagoveshchensky-2 (end of 3,000 BC–13th century AD);
— Group of Estates Blagoveshchenskoye-2 (4th–3rd centuries BC–1st century AD);
— Settlement Blagoveshchenskoye-3 (4th-3rd centuries BC);
— Gorodishche is a cultural heritage site of federal significance.

Combination of unique natural and geographical features and favorable climate, availability of mineral water sources, therapeutic sand and mud, the existing transport hub of Anapa Resort City Municipality, historical and cultural attractions and developed tourist infrastructure of the resort city—all this creates favorable conditions for development of various tourist and recreation activities in the Competition territory.
Preliminary Program for Development of the Competition Territory

The main concept of the area development is creation of a modern multifunctional all-season tourist and recreation complex of federal significance for good quality family recreation, focused on various target audiences, developing various types of tourism in harmony with the unique natural environment.

The project will not only ensure development of transport and engineering infrastructure, but will also contribute to the social and economic development of the region and improvement of its investment attractiveness through creation of new tourist and recreation facilities and products in combination with the modern, comfortable and improved urban environment.

The project is based on the integrated approach focused on development according to the following key principles:

Development in Balance with Nature and Environment

Natural and climatic features of the territory, unique landscapes, elevation differences of the coastline, diverse flora and fauna, therapeutic mud and sand—all this forms a unique environment that reveals a wide range of opportunities for development of the tourist and recreation cluster.

Polycentricity

The 15-minute accessibility principle allows concentrating as much as possible the necessary infrastructure in the comfortable pedestrian accessibility, in accordance with the needs of target audiences, which reduces additional travels and use of transport, thereby improving the environmental situation and reducing the anthropogenic load.

Efficient Use of Land Resources

The phased development of the area being designed with allocation of phases enables the effective use of the existing resources, including minimization of the environmental burden.
Environment and Infrastructure Diversity

A dense area with year-round demand forming facilities and diverse street front with retail spaces, attraction event locations, with the necessary range of infrastructure facilities allows generation of a competitive tourist product for various target audiences.

Territorial Connectivity

Creation of a single space where all tourist infrastructure facilities are connected by public areas with a comfortable space for walking, socializing, sports, and recreation.

The types of tourism that are planned to be developed in the Competition territory include children’s, sports, cruise, yacht, balneological, therapeutic and wellness, business, cultural and educational, environmental, event and gastronomic types.

The Competition territory is intended to accommodate the tourist facilities and related objects, services and infrastructure, including the hotel service, education, medicine, cultural, and commercial facilities.
Sports Facilities

The project provides for various infrastructure facilities for sports, such as a sports area (workout, exercise machines, game sports, etc.), territory for active water sports, diving center, bike paths and ecopaths, marina (berths and piers for small vessels and a yacht club).

Educational Facilities

It is planned to build various educational facilities, including schools of architecture, design, construction technologies, schools of ecology and nature management with an arboretum, schools of small vessels navigation and sailing.

Hotel Infrastructure Facilities

Within the framework of the project, it is planned to build high-quality accommodation facilities of various formats and price categories in the area [from 3 to 5-star hotels (the total approximate hotel room supply is up to 20,000 rooms)] with the accompanying commercial and recreation infrastructure, including a water park, restaurants, swimming pools, SPA and sauna complexes.

Recreation Facilities

It is planned to arrange a specialized sanatorium, a sanatorium with a specialized center, a sanatorium, medical rehabilitation centers for children and adults, thalassotherapy and psammotherapy, sanatoriums, and an aerarium.

Shopping and Entertainment Units

Within the framework of the project, it is planned to arrange an amusement park, cinemas, information center, open area for events, shopping gallery, shops and restaurants.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational capacity of the resort area (simultaneous visitors), people</td>
<td>150,000</td>
</tr>
<tr>
<td>Recreational capacity of the resort area (simultaneous visitors), except for landscaped areas, people</td>
<td>44,030</td>
</tr>
<tr>
<td>Description</td>
<td>Value</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Estimation of the number of tourists on a peak day of a year, people/day</td>
<td>7,592</td>
</tr>
<tr>
<td>Maximum one-time number of tourists in the peak season and at the peak time of a day, falling on public spaces (except for tourists), people</td>
<td>36,438</td>
</tr>
<tr>
<td>Number of tourists living at the resort (taking into account the one-time load on public spaces up to 80% of the total number of tourists, except for tourists)</td>
<td>45,547</td>
</tr>
<tr>
<td>Coefficient of double load on the hotel room supply</td>
<td>2.3</td>
</tr>
<tr>
<td>Permissible number of rooms at a resort (max limit value)</td>
<td>25,000</td>
</tr>
</tbody>
</table>

Table 1. Preliminary Evaluation of Hotel Room Supply of the Resort

5 The indicators are preliminary and can be updated during the Competition period.
Preparation of Applications and Competition Proposals
Requirements for Preparation of Applications and Competition Proposals

The open All-Russian Competition with international participation for architectural and urban planning solutions for the future tourist area "New Anapa Family Resort" will be held in two phases: submission of a qualification application and competitive proposals.

Requirements for Composition, Content and Presentation of a Participant’s Application

Application Form

1. Information about the Applicant (individual Applicant or, in case of a Consortium, the Consortium Leader):
   — the form of participation: individual participation or participation as a Consortium;
   — full name of the Applicant;
   — abbreviated name of the Applicant;
   — company staff;
   — brief history, brief description of Applicant’s activities, main fields of specialization (up to 1,500 characters including spaces);
   — registration date of the Applicant;
   — information on any awards and competitions won over the past 5 years, no more than 10 in total (name, year received) (up to 1,500 characters including spaces);
   — the Manager of the Applicant (full name, title);
   — email address of the Manager of the Applicant;
— phone number of the Manager of the Applicant;
— website of the Applicant;
— the Applicant’s representative responsible for completing the application (full name, title);
— email address of the Applicant’s representative responsible for completing the application;
— phone number of the Applicant’s representative responsible for completing the application;
— Applicant’s country;
— Applicant’s region;
— Applicant’s city;
— postal address of the Applicant, phone number (with the country and city code);
— legal address of the Applicant;
— the Applicant’s conceptual approach and team presentation (to be submitted as PDF files, A4, landscape, 2 slides) (optional);
— additional information that the Applicant wishes to communicate (up to 1,500 characters including spaces) (optional).

2. Information on the Consortium members:
— full company name;
— abbreviated company name;
— country;
— region;
— city;
— website of the company;
— summary in the company also containing the company’s registration date and staff details (up to 700 characters including spaces);
— functional competencies of the Consortium members.

3. The portfolio includes 5 relevant projects of the Applicant (when the Applicant is a Consortium—all Consortium members, but at least 1 project of the Consortium leader), developed by the Participants independently or as part of temporary creative teams, in the field of urban planning, architecture and design, creation
and development of architectural and urban complexes and public spaces, master plans, development of tourist and recreation clusters, marketing study and economics.

The submitted Application shall specify the following project information:

— project name;
— year of completion;
— location;
— project completion status: complete/not complete/in progress;
— work type:
  • conceptual solutions;
  • architectural solutions;
  • urban planning solutions;
  • design and space-planning solutions;
  • engineering and technical solutions;
  • feasibility study;
— role in the project:
  • key idea of the concept;
  • project;
  • detailed design;
— project description – up to 2,000 characters, including spaces;
— visual materials—up to 3 images per project in jpeg format, landscape orientation, up to 5 MB each.

Relevant experience means availability of the developed urban planning and architectural concepts of multifunctional urban complexes and public spaces in the portfolio.

A completed project means a finished construction facility, public space or other completed projects (please attach pictures showing the project’s current status).

Documentation on the proposed territorial development shall be supplied with links to information resources that confirm the status of the project activities, and/or pictures of territories that have been redesigned as part of the corresponding projects.
4. An essay (from 4,000 to 6,000 characters, including spaces) describing a personalized key concept for the potential development strategy of the Competition territory, proposed architectural and urban planning solutions for the “New Anapa” area, including arrangement of the tourist, hotel infrastructure and public spaces, visualization of the solutions described in the essay, including schematic diagrams and models—up to 2 landscape jpeg images, up to 5 MB each (visualizations are optional).

5. Documents to be submitted by the Applicant as part of the application (PDF file, portrait orientation, up to 50 MB each).

Main documents:

— Charter (Certificate of Registration of an individual entrepreneur for an individual entrepreneur);

— Excerpt from the National Register of Legal Entities, issued no more than 6 months before the Applicant submits a Competition Application (for corporate entities and self-employed entrepreneurs);

— Tax registration certificate (INN);

— document confirming the authority of the manager of the legal entity or its representative (resolution/protocol on CEO appointment) to act on the Applicant’s behalf (optional for individual entrepreneurs);

— Consortium Declaration (in cases when the Participant is a Consortium) (the Consortium Declaration form is provided in Appendix 5 to the Terms of Competition booklet);

— Statement of informed consent to the Competition Documentation (the form of the Statement of informed consent to the Competition Documentation is provided in Appendix 6 to the Terms of Competition booklet);

— Consent to work use in the Applicant’s application (the form of the Consent to work use in the Applicant’s application is provided in Appendix 8 to the Terms of Competition booklet);

— Declaration of Conformity (the Declaration of Conformity form is provided in Appendix 9 to the Terms of Competition booklet);

— Personal Data Processing Consent (the form of the Personal Data Processing Consent is provided in Appendix 10 to the Terms of Competition booklet);
— Declaration of Authorship Form (the Declaration of Authorship form is provided in Appendix 11 to the Terms of Competition booklet).

Additional documents (optional):
— Applicant’s data card (legal statement);
— Letter on Disclosure (the Letter on Disclosure form is provided in Appendix 7 to the Terms of Competition booklet).

The Applicant’s portfolio and information shall be uploaded to the participant’s personal account page on the Competition Website novayaanapa.com in accordance with the computer-generated form no later than 12:00 Moscow time on July 13, 2023.

**Requirements for Composition, Content and Presentation of a Special Participant’s Application**

**Application Form**

1. Information on the Special Participant—student community and/or creative association of active students:
   — creative team name;
   — number of participants in the team;
   — date of creative association formation;
   — team presentation (to be submitted as PDF files, A4, landscape, 2 slides);
   — additional information on the team that the Special Participant wishes to communicate (up to 1,500 characters including spaces) (optional).

2. Information on the leader of the student community and/or creative association responsible for completing the Application:
   — full name;
   — date of birth;
   — email address;
   — phone number;
   — country;
   — region;
— city;
— postal address, phone number (with the country and city code);
— higher educational institution (full name);
— postal address, phone number of the higher educational institution (with the country and city code);
— entry date (month, year);
— faculty;
— specialty/area;
— year;
— educational form;
— information on any awards and competitions won in architecture and urban planning over the past 5 years, no more than 10 in total (name, year received) (up to 1,500 characters including spaces) (optional);
— employee of the higher educational institution (dean, head of department, scientific tutor, etc.) who can confirm the student status of the Special Participant (specify the full name, title, phone number);
— additional information that the team leader wishes to communicate about them (up to 1,500 characters including spaces) (optional).

2. Information on the team members—student community and/or creative association of active students, including students having done a bachelor/master no earlier than 2021 (at least four members, excluding the team leader):
— full name;
— date of birth;
— email address;
— phone number;
— country;
— region;
— city;
— postal address, phone number (with the country and city code);
— higher educational institution (full name);
— postal address, phone number of the higher educational institution (with the country and city code);
— entry date (month, year);
— faculty;
— specialty/area;
— year;
— educational form;
— information on any awards and competitions won in architecture and urban planning over the past 5 years, no more than 10 in total (name, year received) (up to 1,500 characters including spaces) (optional);
— functional competencies of the team members;
— employee of the higher educational institution (dean, head of department, scientific tutor, etc.) who can confirm the student status of the Special Participant (specify the full name, title, phone number).

3. The portfolio of practical works includes 5 relevant projects of the team (all team members, but at least 1 project of the team leader), developed by the Participants independently or as part of temporary creative teams, in the field of architecture and urban planning.
The submitted Application shall specify the following project information:
— project name;
— location;
— project description – up to 2,000 characters, including spaces;
— visual materials—up to 3 images per project in jpeg format, landscape orientation, up to 5 MB each.

4. An essay (from 4,000 to 6,000 characters, including spaces) describing a personalized key concept for the potential development strategy of the Competition territory, proposed architectural and urban planning solutions for the “New Anapa” area, including arrangement of the tourist, hotel infrastructure and public spaces, visualization of the solutions described in the essay, including schematic diagrams and models—up to 2 landscape jpeg images, up to 5 MB each (visualizations are optional).
5. Documents to be submitted by the Special Participant as part of the application (PDF file, portrait orientation, up to 50 MB each).

Main documents:

- Russian Passport of the team leader (1st page, spread; registration page);
- tax registration certificate (INN);
- insurance number of the individual ledger account (SNILS);
- certificate from the dean’s office confirming the active student’s status. For students having done a bachelor/master not earlier than 2021,—copy of diploma. To be submitted for all team members;
- Consortium Declaration (in cases when the Participant is a Consortium) (the Consortium Declaration form is provided in Appendix 5 to the Terms of Competition booklet);
- Statement of informed consent to the Competition Documentation (the form of the Statement of informed consent to the Competition Documentation is provided in Appendix 6 to the Terms of Competition booklet);
- Consent to work use in the Applicant’s application (the form of the Consent to work use in the Applicant’s application is provided in Appendix 8 to the Terms of Competition booklet);
- Personal Data Processing Consent (the form of the Personal Data Processing Consent is provided in Appendix 10 to the Terms of Competition booklet);
- Declaration of Authorship Form (the Declaration of Authorship form is provided in Appendix 11 to the Terms of Competition booklet).

Additional documents (optional):

- Letter on Disclosure (the Letter on Disclosure form is provided in Appendix 7 to the Terms of Competition booklet).

The Special Participant’s portfolio and information shall be uploaded to the participant’s personal account page on the Competition Website novayaanapa.com in accordance with the computer-generated form no later than 12:00 Moscow time on July 13, 2023.
Criteria of evaluating the first phase applications

The Participant’s Applications are evaluated on the basis of two blocks:

— portfolio evaluation;
— evaluation of the Essay describing the key concepts and approaches to development of architectural and urban planning solutions for the future tourist area “New Anapa Family Resort”.

1. Portfolio evaluation:
— relevance of the projects provided in the Portfolio to the Competition objectives;
— degree of completion of the projects provided in the Portfolio.

2. Essay evaluation:
— compliance of the Essay with the Competition objectives;
— essay content.

The Special Participant’s Application is evaluated on the basis of two blocks:

1. Portfolio evaluation:
— relevance of the projects provided in the Portfolio to the Competition objectives.

2. Essay evaluation:
— compliance of the Essay with the Competition objectives;
— essay content.

Preliminary Composition, Content, and Presentation Requirements for Competition Proposal

1. The Competition Proposals shall be elaborated based on the preliminary tourist area development program.
2. Architectural and urban planning solutions shall take into account the urban context of the area, including the existing planning, historical, cultural, environmental and legal restrictions.
3. The composition and content of the Competition materials shall meet requirements of the detailed Terms of Reference provided to the Finalists in the second Competition phase, including requirements for:
— functional model of the territory;
— quality, composition of services in the future resort territory;
— environmental sustainability of the area and solutions for environmentally friendly construction and operation of the infrastructure facilities;
— preservation of the diversity of flora and fauna and their habitats;
— ensuring safety of infrastructure facilities and area safety for people;
— potential forecast cost of the project implementation;
— public and commercial spaces;
— engineering solutions;
— integration of the future resort area with adjacent territories of various functional purposes;
— integration of the existing historical (archaeological) sites as part of the architectural and planning solution or availability of other solutions for preservation of valuable sites.

4. The second phase materials shall be submitted composed of:

**Block 1. Positioning and strategic vision of the territory’s development**

The block includes the analysis of the features and identification of the main area development factors, determination of the area potential. Moreover, within the framework of this part, the strategy for development of the area, main goal and mission of the project is elaborated, key support positions are proposed for the further marketing policy.

**Block 2. Formation of proposals on functional planning of the territory**

Within the framework of block 2, possible options of the functional model for the area development are evaluated, with justification of the selected main one. A detailed functional zoning is elaborated with allocation of the key development areas/lots. The main needs are identified for arrangement of the related infrastructure and their justification. A matrix of potential risk minimization is generated based on the identified restrictions.
Block 3. Detailing of design solutions, elaboration of measures for development of the service infrastructure facilities

The key block for elaboration of measures to arrange and develop the related infrastructure based on the allocated development lots. Proposals for generation of the comprehensive area and project functioning model. Justification of engineering protection measures.

Block 4. Architectural and urban planning solutions for the key development areas (at least 7)

Selection and justification of at least 7 key areas (facilities) for elaboration of detailed architectural and urban planning solutions.

Block 5. Model of the area management, implementation and functioning, including justification of social and economic effects

The block includes elaboration of the project management and implementation model, taking into account economic feasibility, sustainability and practicality. Justification of social and economic effects from the project implementation on the regional and country-wide scale.

Requirements for Finalists’ Competition Material Format

The second phase competition materials shall be submitted by the Finalists in both soft and hard copy, in Russian and in English by 12:00 midday (Moscow time): on November 09, 2023—in soft copy; by 12:00 midday (Moscow time) on November 23, 2022—in hard copy. Materials in printed form shall include (to be submitted in Russian and English):

- A3 album, landscape orientation, including an explanatory note with a detailed description of the Competition Proposal, arranged by section and content—2 copies.

- 1,000 × 1,400 mm presentation boards, portrait orientation (minimum 4, maximum 6) with information detailing the Competition Proposal. The presentation boards shall be made from light materials (foam board). The presentation boards are to be submitted in landscape orientation (a sample of the
composition of the presentation boards will be available on the Competition website in the Finalists’ personal account. To be submitted in 2 copies.

— Additional illustrations, tables, and other materials complementing the Competition Proposal and arranged by section—2 copies for presentation to the Jury members (at the discretion of the Finalist).

Materials in soft copy shall include (to be submitted in Russian and English):

— A3 album, landscape orientation, including an explanatory note with a detailed description of the Competition Proposal, arranged by section and content, and visualization materials of the proposed solutions.

— Visualization materials of the proposed solutions (general angles—3 pcs., 5 images per key territories/objects, at least 7 key territories/objects, jpeg format).

— Presentation boards, portrait orientation (minimum 4, maximum 6) with information detailing the Competition Proposal. The presentation boards are to be submitted in landscape orientation (a sample of the composition of the presentation boards will be available on the Competition website in the Finalists’ personal account).

— Presentation, portrait orientation, up to 100 slides. The presentation contains a brief overview of the album, most essential diagrams, illustrations, visual aids, tables, infographics, and shall as much as possible unveil the Competition Proposal—to be demonstrated to the Jury during the meeting.

— A video with 3D simulation elements (duration—from 3 to 5 minutes), including 3D visualizations of the target territory, illustrating the fundamental architectural and urban planning solutions of the concept, including: proposed space-planning solutions that reflect the functional programming of the territory, solutions for public spaces, applied structures, materials, etc. The video should contain infographics on key technical and economic indicators and the financial model of the project.

— Interactive 3D model of the territory, STL (.STL) or COLLADA (.DAE) formats.
— Supplementary materials (up to five documents) may be submitted in jpeg, PDF, and xls formats (at the discretion of the Finalist).

The album, presentation, presentation boards, visualization aids, video, 3D model and supplementary materials (if available) shall be submitted both in Russian and English as follows:

1. Via the Finalists’ personal accounts on the Competition Website novayaanapa.com:
   — album (a single PDF file, file size shall not exceed 50 MB);
   — visualizations (download link);
   — presentation boards (each board to be uploaded as a separate pdf file up to 10 MB);
   — presentation (a single PDF file, file size must not exceed 50 MB);
   — video (mpeg4, AVI, mov format; file size up to 500 MB, Full HD);
   — 3D model of the territory, STL (.STL) or COLLADA (.DAE) formats (download link);
   — additional materials (up to 5 separate files in jpeg, PDF, and xls formats up to 25 MB).

2. To the Competition email address info@novayaanapa.com:
   — album (a single pdf file);
   — presentation boards (each board to be uploaded as a separate pdf file);
   — presentation (a single PDF file);
   — video;
   — 3D model of the territory (download link);

**Requirements for Special Participant’s Competition Proposal Format**

The second phase competition materials shall be submitted by the Special Participant in both soft and hard copy, in Russian and in English by 12:00 midday (Moscow time): on November 09, 2023—in soft copy; by 12:00 midday (Moscow time) on November 23, 2023—in hard copy.
Materials in printed form shall include (to be submitted in Russian and English):

— A3 album, landscape orientation, including an explanatory note with a detailed description of the Competition Proposal, arranged by section and content—2 copies.

— 1,000 × 1,400 mm presentation boards, portrait orientation (minimum 4, maximum 6) with information detailing the Competition Proposal. The presentation boards shall be made from light materials (foam board). The presentation boards are to be submitted in landscape orientation (a sample of the composition of the presentation boards will be available on the Competition website in the Finalists' personal account). To be submitted in 2 copies.

— Additional illustrations, tables, and other materials complementing the Competition Proposal and arranged by section—2 copies for presentation to the Jury members (at the discretion of the Finalist).

Materials in soft copy shall include (to be submitted in Russian and English):

— A3 album, landscape orientation, including an explanatory note with a detailed description of the Competition Proposal, arranged by section and content.

— Visualization materials of the proposed solutions (general angles—3 pcs., 5 images per key territories/objects, at least 7 key territories/objects, jpeg format).

— Presentation boards, portrait orientation (minimum 4, maximum 6) with information detailing the Competition Proposal. The presentation boards are to be submitted in landscape orientation (a sample of the composition of the presentation boards will be available on the Competition website in the Finalists' personal account).

— Presentation, portrait orientation, up to 100 slides. The presentation contains a brief overview of the album, most essential diagrams, illustrations, visual aids, tables, infographics, and shall as much as possible unveil the Competition Proposal—to be demonstrated to the Jury during the meeting.

— Supplementary materials (up to five documents) may be submitted in jpeg, PDF, and xls formats (at the discretion of the Finalist).
The album, presentation, presentation boards, visualization aids, and supplementary materials (if available) shall be submitted both into Russian in English in compliance with the following requirements:

1. Via the Finalists’ personal accounts on the Competition Website novayaanapa.com:
   - album (a single PDF file, file size shall not exceed 50 MB);
   - visualizations (download link);
   - presentation boards (each board to be uploaded as a separate pdf file up to 10 MB);
   - presentation (a single PDF file, file size must not exceed 50 MB);
   - additional materials (up to 5 separate files in jpeg, PDF, and xls formats up to 25 MB).

2. To the Competition email address info@novayaanapa.com:
   - album (a single pdf file);
   - visualizations (download link);
   - presentation boards (each board to be uploaded as a separate pdf file);
   - presentation (a single PDF file);
   - additional materials (as separate files).

3. In hard copy:
   - album;
   - presentation boards;
   - additional materials.

**Assessment Criteria for Competition Proposals**

1. Compliance with the Competition Documentation:
   - requirements of the Terms of Reference for the composition, content and key indicators of development of the future tourist area All-Russian “New Anapa Family Resort”;
   - project goals and objectives—generation of the all-season modern multifunctional tourist and recreation complex for family leisure;
   - regulatory legal acts of the Russian Federation.
2. Completeness of consideration of the urban context, including current restrictions on the area development.

3. Completeness of architectural and urban planning solutions.

4. Relevance of requests of potential target audiences of the future tourist area All-Russian “New Anapa Family Resort” and their consideration in the infrastructure and architectural planning solutions.

5. Optimal and sufficient level of detail of architectural and urban planning solutions.

6. Compliance of the Competition solutions with global trends of the seaside resort development.

7. Environmental orientation of the proposed solutions. Maximum preservation of valuable landscapes and conditions for maintaining biodiversity, minimization of the anthropogenic load on the area.

8. Integration of the existing historical (archaeological) sites as part of the architectural and planning solution or availability of other solutions for preservation of valuable sites.


10. Comfort, accessibility and improvements of the created environment.

11. Profitability of the proposed solutions, availability various options of the project implementation mechanisms.
This Invitation to Participate was prepared by Agency for Strategic Development CENTER LLC in 2023

21 Bolshaya Molchanovka St.,
office 13, Moscow,
Russian Federation, 121069

+7 (495) 123-45-53
info@centeragency.org
centeragency.org