Competition Brief

Vision Kladno once again brings together key urban functions in one place. In collaboration with architects, it will shape a natural ecosystem of business, production, and rental housing.

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Applications
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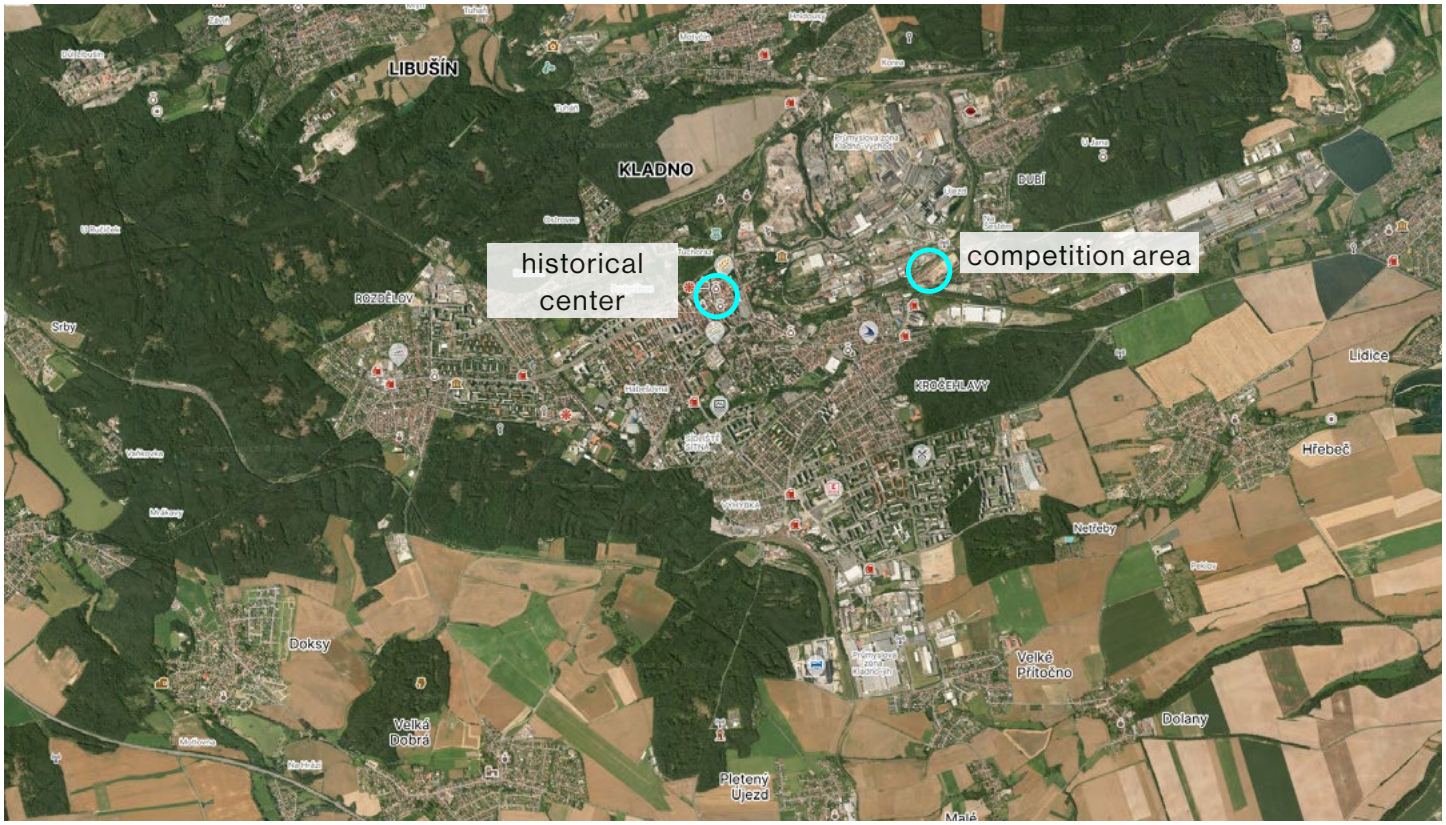


The Libušina Street Area in Kladno offers a unique opportunity to transform a large brownfield site with a rich industrial heritage into a modern, vibrant, and sustainable urban district.
The competition organizer aims to create an iconic project that will become a new landmark of Kladno and a model example of a harmonious integration of work, living, and community life.
Located in close proximity to Prague and with a planned new rail connection to Václav Havel Airport, the site represents an exceptionally attractive location for development — a place where industrial legacy meets a vision for the future.

Project Vision

The architectural and urban planning proposal should serve as a foundation for the comprehensive design of the site. Its goal is to establish a conceptual framework integrating spatial, functional, and aesthetic requirements. The design should offer the investor creative and innovative solutions that maximize the site's potential and ensure efficient use of space for a mixed-use development. Emphasis should be placed on integrating different functions, optimizing capacity, and ensuring flexibility to meet future needs and challenges. The study should also consider economic, operational, and technical aspects, providing a coherent and feasible development plan.

The vision is to create a multifunctional district offering quality rental housing, space for non-disruptive production and business, a community center, and small-scale retail and services. All of this should be embedded in a welcoming environment for residents, workers, and visitors, meeting high standards of architectural, urban, and sustainable quality. The investor aims to establish a flexible and inspiring place that adapts over time, fosters a thriving community, and respects the site's legacy.

The competition proposal should realize this vision through an innovative and bold architectural-urban approach. Participants are encouraged to think ambitiously — the expectation is contemporary, timeless architecture of high quality, functional, economically viable, and rooted in the local context.

Location, Context, and Site Significance

The project site is located in Kladno, around Libušina Street in the Dubí district. It comprises former industrial grounds historically tied to the iconic Poldi Kladno steelworks, which shaped the area's identity for over a century. With production ceased, these extensive plots — spanning several hectares — form a brownfield with exceptional potential for redevelopment. Their size and coherence within the urban fabric offer a rare chance to create a new district.

The surrounding development is diverse. Nearby are remnants of industrial buildings and unused lots, while closer to the center, the area transitions into residential zones of various types and commercial areas. The site acts as a buffer between residential Kladno and the former industrial zone. The design should respond sensitively to this transitional character — modulating building heights and volumes, ensuring appropriate scale and setbacks near houses, and allowing larger masses or vertical accents deeper within the site. It should also reconnect the site with the city's structure, link it through transport, pedestrian, and cycling networks, and improve the quality of life in Kladno-Dubí.

The historical significance of the site linked to Poldi Kladno should be reflected in the design. Once a symbol of Czech industrial heritage, the steelworks' spirit (genius loci) remains. Though most original buildings are gone, the proposal may interpret and reference this history in the new development.

Urban and Architectural Concept

The aim of the urban design is to create a city district with a mix of functions, working as a cohesive and organic whole. The proposal should consider all aspects — from broader spatial relationships to the detailing of public spaces. Key to the concept is the integration of living, working, and leisure functions in a way that promotes synergy and avoids conflicts (e.g., production-related noise vs. residential quiet).

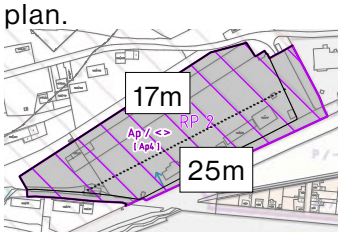
The massing and spatial solution should be in keeping with the context – the scale should be modest in relation to the lower surrounding buildings, while a more distinctive architectural form may be created within the complex. The design may propose different building heights within the complex, but it is recommended that the majority of buildings should not exceed approximately 5–7 storeys above ground. It is permissible to consider several taller buildings that would exceed this limit, but only on condition that they are conceptually unique in their architectural design and that there is a compelling justification for their urban suitability. However, the construction of such taller buildings would be contrary to the existing zoning plan and would require its amendment, which is possible in subsequent phases but not in the first phase.

In the purely residential part, it is recommended that the buildings do not exceed a height of 25 m (7 storeys) with a maximum accent of around 8-10 storeys. Any greater heights must be justified and their feasibility demonstrated not only from a technological and construction point of view but also from the perspective of the demanding approval process. The design will work with a variety of building heights to achieve efficient use of the brownfield site and a logical layout of the buildings. The intensity of land use should be geared towards the efficient use of the brownfield site – sufficient floor space should be created to make the project economically and socially viable. Nevertheless, no part of the area should appear isolated; the neighbourhood must be permeable, with an attractive public space (square, pedestrian zone or other gathering place) at its heart, around which community life will be concentrated.

The project aspires to become a new icon for Kladno, offering space for creativity and innovation in architectural expression. At the same time, the design must remain realistic and economically sustainable — respecting technical limitations and optimizing investment costs within the investor's budgetary framework.

Design flexibility is essential. The urban concept should support phased construction and allow future changes in building use (e.g., converting offices into apartments or reconfiguring SBU units based on market needs). The proposal should accommodate future shifts and include variant options for adaptation during implementation. The

The height regulation was part of the approved 4th change to land-use plan.



Competition area, ca 6,57 ha
Broader area in consideration – to be solved as a concept
Height regulation border 17/25 m

functional mix should remain flexible, evolving based on investor decisions, market conditions, and the economic viability of each use at a given time. The design must include clear phasing. Architects should aim for solutions that prolong the district's life — such as universal floorplans, modular systems, and expansion reserves.

High-quality public space and environmental design are fundamental. The new district should not merely be a collection of buildings, but a pleasant place to live and work. This requires generous greenery, well-designed street furniture, lighting, seating and gathering spaces, and an overall sense of comfort and safety. Full accessibility is expected. The project should embrace sustainability broadly — not only through environmentally responsible buildings, but also by fostering community ties, social inclusion, and local economic resilience.

Functional Program

The proposed site will integrate four primary uses: rental housing, small business units (SBUs), a community center (HUB), and small-scale retail spaces.

SBU (Small Business Units)

— Unit sizes (GFA): A) 150-300 m²; B) 300-1000 m²
— Min. 60 % for type A
— Optimal interior height up to 11 m or 7 m
— Truck access: min. 2 units (rear delivery, preferably with loading dock, north side)
— Administrative area up to 100 m² GFA for type A; 100–200 m² GFA for type B

For production areas, the minimum clear height of the interior space must be maintained: a) 7 m (for less than 40% of these areas) or b) 11 m clear structural height. An essential component of the project is the introduction of Small Business Units (SBUs), designed to accommodate light production, craftsmanship, warehousing, studios, or other entrepreneurial activities of small and medium-sized enterprises, start-ups, and self-employed professionals. The aim is to support the local economy and generate employment directly within the site, helping to activate the area throughout the day.

Production will consist of clusters of smaller units that can be combined or subdivided over time, according to tenant needs. SBUs will be located to avoid disturbance to residential areas — preferably in the southern part of the site, between the existing service road and the rail siding. A varied mix of unit sizes is recommended to increase flexibility and improve leasing potential.

Only business activities that do not exceed environmental limits for noise, dust, odor, or vibration are permitted. Likely uses include quiet manufacturing, high-tech operations, workshops, print shops, e-commerce warehousing, retail, and creative industries (excluding heavy industry).

Each unit will comprise a production area (for manufacturing, storage, showroom, or sales) and support facilities, including an office, meeting room, sanitary facilities, and changing rooms. Administrative and support areas will be delivered in shell-and-core standard and arranged over two floors. The ground floor will contain hygiene facilities, changing rooms, and a multipurpose space (e.g. showroom or office), while the upper floor will include office space with toilets and a kitchenette. The ratio of admin/support to production space can be adjusted per tenant request.

The structural system and span module must allow flexible subdivision or merging of units in response to market demands. Interiors will either be completed by tenants or fitted out by the developer under agreed contractual terms. The exact architectural design and material standards may be defined during the next stage of the study. Structural materials should be considered early to refine cost estimates and account for relevant performance factors.

At least two units in the development should allow for truck deliveries from the rear (north), ideally via loading docks with perpendicular or angled bays.

Although primarily functional buildings, SBUs must reflect the architectural quality of the wider district. A unified expression is desirable, for example through a consistent material palette (brick, concrete, metal in a contemporary interpretation referencing the site's industrial heritage) and human-scale façades facing public areas. Roofs may be used for technical equipment, photovoltaic panels, or extensive green roofing to help improve the site's microclimate.

Rental Housing (Apartment Buildings)

Total GFA up to the contestants' consideration
Unit mix (for sale):
— Studios and 1-room units: approx. 30–40 m²; for individuals and couples (starter homes)
— 2-room units: 50–60 m²; for couples and young families
— 3-room units: 70–85 m²; for families with children
— 4-room units and larger: 90 m² and above; for larger families or high-end tenants
Unit mix (for rental/co-living); Focus on shared living and couples without children:
— Type 2+1: 45 m², 4 beds/unit, approx. 40% share
— Type 1+1: 28 m², 2 beds/unit, approx. 60% share
Additional facilities:
— Fitness centrum; 400–1000 m²
— Hotelové ubytování / Apartmánový hotel: Kapacita ca 100 jednotek; pro návštěvníky, zaměstnance letiště

The project envisions the construction of apartment buildings offering rental housing in various size categories. This function should be primarily located along the edge adjacent to Libušina Street.

Each apartment unit should meet contemporary standards of comfort and quality: functional internal layouts, sufficient daylight, good acoustic insulation, and adequate storage space. Every unit must include a private outdoor area — a loggia, balcony, terrace, or front garden. Storage rooms or lockers for tenants are also expected, as well as shared spaces (e.g. stroller or bike rooms). Apartment buildings will be designed to be fully accessible, with elevators and barrier-free access to all floors and flats.

The housing standard should reflect current trends and expectations for mid- to upper-range urban rental housing. This includes quality materials, modern technologies, and a focus on energy efficiency. The design should also incorporate community features for residents, such as inner courtyards with playgrounds, shared gardens, or spaces for neighborly gatherings. A reception area with a lounge should be part of the housing complex entrance. This entrance and reception may be connected to the co-working HUB. The area should also include a fitness center with a size of 400–1000 m².

Part of the built area will be designed and executed in the form of hotel accommodation, specifically an aparthotel. The spatial layout should be uniform for both types of use (rental and hotel). The accommodation capacity (approximately 100 units) is intended for city visitors looking for affordable lodging on the outskirts, near highway access, or for airport staff and flight personnel. This function should be designed to allow for a potential future change of use from short-term stays to long-term rental housing.

Units should be designed across several separate buildings, which may be legally and financially independent. Residential buildings must be designed to allow for official reclassification into permanent residential use. It is necessary to comply with all regulations and technical standards applicable to apartment buildings. Planning requirements regarding green area ratios for residential use and, in particular, parking (number of spaces) must also be respected.

The ground floor of accommodation buildings should initially be designated for client and visitor parking. However, it must be designed in such a way that future conversion to other uses — such as commercial functions — is possible through structural modifications. From the outset, part of the ground floor should be allocated for the HUB. Active ground floors of residential buildings, especially those facing public spaces or the street, may also include shops, services, or entrances to the community center, to ensure lively and safe street environments.

Community center (HUB)

— Café 75 m²
— Shop 75 m²
— Co-work, event space 200 m²
— Offices 100 m² (e.g.: 5 x 20 m²)
— Meeting rooms 70 m² (e.g.: 1 x 30 m², 2 x 15 m², 1 x 10 m²)
— Multipurpose hall; capacity ca 50–100 persons

To support social life in the new district and create a space for interaction, a community center — referred to as the HUB — is planned. This multifunctional facility is intended for residents, SBU workers, and the wider public. Its purpose is to provide a space for work, community activities, education, and leisure — becoming the heart of the community. The HUB will accommodate business meetings, coworking, training sessions, events, and gatherings of people from the broader area, especially from the production and industrial section of the former Poldi Kladno site.

It will include spaces for civic associations, resident meetups, workshops, lectures, exhibitions, and smaller cultural events, as well as shared offices and meeting rooms. It may also serve as administrative support and a networking platform for businesses operating on-site. Rooms may be designed for courses, makerspaces (e.g. 3D printing lab, craft workshops), or a small library branch. A café or bistro should serve as an informal meeting spot, open to all.

The HUB, with its café/shop component, should be located near the main entrance to the site and accompanied by well-designed public space with park greenery. It may be connected to the rental housing reception and to the ground floor of

accommodation buildings. Ideally, the HUB should be centrally positioned within the area, next to the main public space (a square or park), to ensure visibility and easy access from all directions. Architecturally, it may be a standalone building or integrated into the ground floor of one of the residential blocks, but it must maintain a clear identity and have its own entrance. Transparency and openness will be essential.

The HUB may be developed in phases. The first phase may include only the café and retail unit, which can be combined operationally or spatially. In a later stage, the coworking area may be added. A phased implementation or gradual functional transformation may be appropriate, especially as the site becomes more occupied. The design should support flexible use of space and allow for operation during evening hours.

Shops and services (retail)

— Total (approx): ca 300–600 m²
— Units: 4–8
— Unit area: 50–150 m²

Small-scale retail units and services will form an integral part of the new district, serving the daily needs of residents and employees within the site. These retail areas are intended to ensure that essential services are available within walking distance.

Retail spaces will be concentrated primarily on the ground floors of buildings along main pedestrian routes and public spaces. Suitable locations include the ground floor of apartment buildings facing Libušina Street or the central public space. The total retail floor area is expected to range between approximately 300–600 m². This may be divided into several smaller units (e.g. 4–8 units ranging from 50 to 150 m²). Anticipated uses include a small-format grocery store, café, pastry shop, or bistro. Other potential uses: pharmacy, drugstore, small post office or bank branch (ATM), personal services such as a hair salon, dry cleaner, repair shop, or even showrooms and stores linked to nearby SBUs.

The layout should prioritize maximum flexibility and a pleasant environment for shoppers.

Goods deliveries must be organized so as not to interfere with pedestrian circulation. Noise and waste from retail operations must comply with hygiene and environmental standards. The integration of small-scale retail will contribute to a lively street frontage, enhancing the safety and attractiveness of the public realm.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Public Spaces and Green Areas

Well-designed public spaces are essential to the success of the entire project. The proposal must define and design streets, squares, parks, and other open areas in a way that creates a natural center of life for the new district, while ensuring smooth integration with the surrounding city fabric.

Central Square / Piazza
A central public space or square should be created, surrounded by active ground floors, equipped with urban furniture, high-quality paving, and ideally featuring a water element. The space should be human-scaled and provide shaded seating under trees.

Parks and Green Areas
The site should include greenery in the form of a small park, green courtyards, and tree-lined streets. At least 30% of the residential area should remain undeveloped and serve as green or open space. The park may also serve the wider neighborhood and include playgrounds and sports features. Use of rainwater within the landscape — such as retention ponds or infiltration zones — is encouraged.

Plot No. 1978, cadastral area Dubí u Kladna
This plot should be designed as a park or green space for recreational use, primarily serving nearby residents. The design should include appropriate planting schemes, landscaping, and urban furniture such as benches, walking and cycling paths. The site may also accommodate a retention/infiltration basin for rainwater collected from the development. This feature could serve as part of the blue-green infrastructure. A formal agreement with the City of Kladno will be required.

Pedestrian Access and Cycling Routes
The area must be highly walkable, with strong connections to the surroundings and the nearby railway stop. A cycle path or lane and bicycle parking stands must be included. Emphasis should be placed on safety and direct routes to public transport stops. The potential for a new bus stop may also be explored.

Quality and Identity
The project must ensure a high standard and superior quality of public spaces. Public areas near the site entrance and along Libušina Street should meet expectations for informal park and recreational spaces. The design should incorporate an appropriate combination of greenery, urban furniture, and pedestrian paths. These areas should function as a natural transition between the urbanized district and its surroundings. Particular attention should be paid to public space design using blue-green infrastructure principles.

Entrance to the Site
The entrance should be designed with an emphasis on visual identity and the creation of a strong first impression. The architectural expression at the site entry, especially from Libušina Street, should clearly reflect the overall character of the project. The idea that this development represents a distinctive, high-quality, and innovative urban district should be a central element of the design.

Transport and Mobility Strategy

The transport infrastructure of the new development must be designed comprehensively, with a strong focus on clarity, safety, and smooth traffic flow. The quality of traffic management is a key element of the overall urban concept. Mobility solutions must be efficient, practical, and tailored to the comfort and safety of all users.

Road Access
The main entrance to the site will likely be from Libušina Street. The capacity of nearby intersections should be reviewed, and modifications proposed if needed. Additional site access may be provided via Na Valmetce Street; however, the intensity and type of use of this entrance must be carefully evaluated. The proposed traffic concept should be based on a detailed analysis of site needs and local transport links. The internal circulation network should consist of local streets with the character of residential or traffic-calmed zones (speed limit 30 km/h).

Parking (Static Transport)
The design must address parking capacity for all planned functions, in compliance with applicable codes and regulations.

— Residential: The City of Kladno requires at least 1 parking space per apartment unit, plus visitor parking (typically 0.2 spaces/unit), or as per current zoning regulations and municipal guidelines. A reduced parking standard (e.g. 0.8 spaces/unit + 10% for visitors) may be considered under the condition of high-quality public transport and shared mobility infrastructure — subject to municipal approval. The preferred solution is underground parking beneath apartment buildings or shared multi-level parking structures located on the site perimeter. Ground-level parking for accommodation buildings may be reserved for visitors and guests.
— SBUs: Parking will be provided at grade. For smaller units (Type A: 150–300 m²), a minimum of 5 spaces per unit is required. For larger units (Type B: 300–1000 m²), parking should be provided proportionally (approx. 12 spaces per unit). All requirements must comply with applicable standards and planning documentation.
— HUB: A minimum of 30 spaces must be provided, subject to local planning and regulatory requirements.
— Retail: Approx. 1 parking space per 30 m² of retail area is recommended. Surface parking in front of commercial units should include 1–2 electric vehicle charging stations. All figures must comply with planning regulations.
— Trucks: On-site truck parking (up to 10 spaces) must be ensured. These spaces may also partially serve for bus parking if needed.

Large surface parking areas must not dominate public spaces. Priority should be given to solutions such as underground garages, internal courtyard parking, or shared parking structures. Surface parking should primarily serve visitors and short-term use. Dedicated spaces for disabled users (ZTP), motorcycles, and bicycles are mandatory.

Regulatory and Legal Conditions

Height and massing regulations
The character of Kladno-Dubí is predominantly low-rise development (1–5 storeys). It is recommended that the majority of buildings not exceed approx. 5–7 storeys. One or two vertically accentuated buildings of approx. 8–10 storeys are permissible under specific conditions.

Coefficients and ratios – land use and green space regulations
The green area coefficient should be at least approx. 0.3 (30% of the area) for residential plots. The intensity of land use should aim for efficient brownfield redevelopment without overloading infrastructure.

Safety zones
Railway protection zone and utility corridor restrictions.

Building Act and related regulations
Compliance with the Building Act, technical building requirements, land-use regulations, fire safety and accessibility standards.

Technical Infrastructure and Utility Connections

To ensure the full functionality of the new district, connection to all essential technical infrastructure is required. The design must demonstrate feasibility of utility connections and, if needed, propose routing of new networks within the site.

Water supply
Connection to the public water main, including proposed internal distribution and hydrants.

Sanitary sewer
Connection to the existing combined sewer network. Primarily gravity-based drainage; pumping stations only in exceptional cases.

Stormwater and rainwater management
Rainwater retention and infiltration measures are preferred (green roofs, retention tanks, soakaways). Rainwater use is a requirement of the project. The adjacent plot No. 1978 (cadastral area Dubí u Kladna) may be used for infiltration and water management. Partial reuse of rainwater for irrigation. Separate on-site drainage system. Outflow regulation. Rainwater runoff into the sewer limited to max. 1–2 l/s/ha.

Electricity
Construction of a new substation (or more) on site is required. Low-voltage distribution in underground cables. Photovoltaic panels to be installed on all suitable roof surfaces.

Gas
Not preferred for heating residential buildings. Possible connection to existing gas main for a cogeneration unit if applicable.

Heating
Heating may be provided through connection to the central district heating network, or via alternative solutions proposed by participants. Relocation of nearby heating pipelines is possible if needed. Preferred heating sources include modern technologies such as central heat pumps or solar thermal collectors.

Other networks
Telecommunication infrastructure (fiber optics). Public lighting (LED). Smart city readiness (sensors, Wi-Fi, EV charging stations). Outdoor parking in front of commercial units to include 2 EV charging stations.

Sustainability and Environmental Aspects

The competition brief places strong emphasis on sustainability across all aspects of the project, with a view to environmental protection and user comfort. Proposals must present a comprehensive sustainability strategy as a core and cross-cutting principle.

Energy efficiency of buildings
Low-energy standard, ideally passive houses. High-quality insulation, shading, heat recovery, and intelligent energy management.

Renewable energy sources
Photovoltaic panels on all suitable roofs, solar thermal collectors, and potentially geothermal energy. Preparedness for decentralized energy systems (microgrids, battery storage).

Water and stormwater management
Rainwater use is a mandatory part of the project. Retention basins, infiltration measures, green roofs and façades, ornamental water features collecting rainwater, permeable surfaces. Greywater reuse is recommended. Public greenery irrigation using collected rainwater.

Greenery and biodiversity
Extensive landscaping (parks, trees, green roofs, climbing plants, community gardens). Selection of resilient and native plant species to support biodiversity (flower meadows, birdhouses, insect hotels). Water features for amphibians.

Sustainable transport
Support for public transport, walking and cycling, shared mobility, and EV charging stations. Potential for a logistics hub for last-mile delivery services.

Certification
SBUs may be designed to meet sustainability certification standards (SBToolCZ, BREEAM, LEED).

Phasing Strategy

The project will be implemented in several construction phases, with each phase designed to be fully functional and independently operational. This approach allows for flexibility in adapting the development to future changes in strategy, without disrupting the use of already completed areas. Tentatively, Phase 1 is expected to be delivered between 2025–2027, with Phase 2 following in 2028–2030. Each phase must be self-sufficient and must not leave behind unfinished or dysfunctional parts of the site.

Base Scenario – Most Likely Development Sequence
— Production located: 1) in the northern part of the site and 2) in the southern part of the area between the existing service road and the siding.
— Rental housing: The rental housing function was planned in the base proposal with a GFA capacity of 24,000 m², it is up to contestants' consideration now. This function should be located primarily in the section adjacent to Libušina Street.

Phase 1 construction
— Production: approx. 3,500 m² of built-up area.
— Rental housing: up to approx. 100 units (approx. 5,000 m² GFA).
— HUB: café, shop, shared co-work, event space. The first phase of the HUB may consist of providing the café and shop space.

Phase 2 and further phases
— Production: approx. 3,500–5,000 m² of built-up area.
— Rental housing: up to approx. 100 units (approx. 5,000 m² GFA).
— The HUB and amenities will be completed during the second phase (regardless of the dominant function in later phases).

No later than after the second construction phase, a full evaluation of the situation and the performance of each function will take place. Further phases and their scope will be adapted to market developments.

Alternative solutions and flexibility

The proposal must schematically demonstrate, in variants, the functionality and feasibility of further construction phases, even with various distributions of functions. The design should allow for flexibility in deciding on changes to the distribution of functions based on the results and experience from the first two phases.

Solutions that deviate from the basic scenario must be supported by diagrams showing feasibility and functionality.

A change in the construction program may occur after completion of the first phase, within the following functional limits:
— Production-dominant scenario: After construction of the first (or no later than the second) phase, the remaining site area will be used exclusively for production function development. One construction phase will continue to correspond to approx. 3,500–5,000 m² of built-up area.
— Housing-dominant scenario: After construction of the first (or no later than the second) phase, the remaining site area will be used exclusively for rental housing. One construction phase will correspond to approx. 100–150 units.
— Any other functional mix variation between the above-described limits is also possible.


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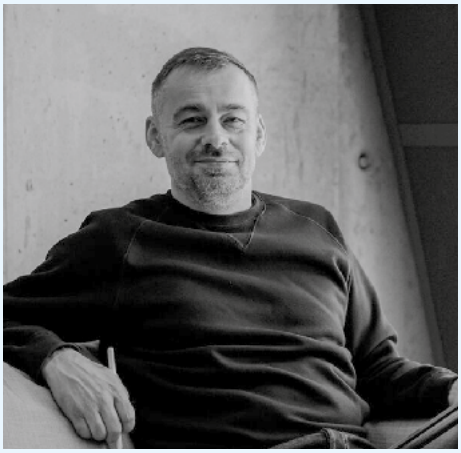

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