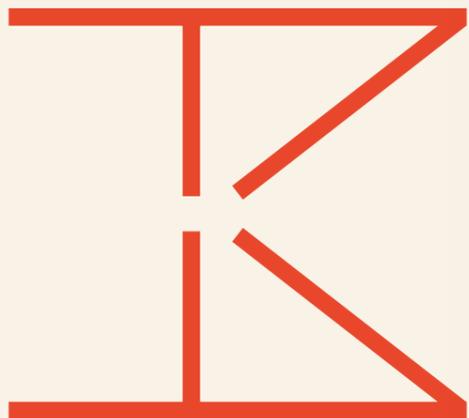


**URBAN DESIGN AND  
ARCHITECTURAL COMPETITION  
KODAŇSKÁ 1441  
PRAGUE – CZECH REPUBLIC**

**GENERAL COMPETITION BRIEF**

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# URBAN DESIGN AND ARCHITECTURAL COMPETITION KODAŇSKÁ 1441

## GENERAL COMPETITION BRIEF

DARAMIS



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# 1

## INTRODUCTION

### 1.1 FOREWORD CITY OF PRAGUE

When we started negotiations with the investor Daramis regarding the future form of this site, the existing Chemapol-Investa administrative complex had already been designated for demolition. As an architect, I considered how best to compensate for the loss of this valuable building, which originated from an architectural competition in 1964. I believe that a competition emphasizing the quality of the overall urban design is a dignified and clear way to determine the new use of the area.

I am pleased that, within the planning agreement with the investor, we were able to agree on organizing a competition, including the involvement of city-owned land, so that the City of Prague would also receive a proposal for a municipal residential building.

Open dialogue and agreement among all stakeholders show the way in which high-quality urban development, which will also revitalize the whole area, can be created in Prague.

I am very much looking forward to the results.

**Petr Hlaváček**

*Deputy Major of the City of Prague  
for Territorial Development and Strategic Planning*

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## 1.2 FOREWORD MUNICIPAL DISTRICT PRAGUE 10

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We stand on the threshold of an exceptional transformation of a large area in Vršovice. Within the broader context of the competition site, numerous projects are underway that will fundamentally reshape the character of the neighborhood through their architectural and urban design concepts.

The Kodaňská 1441 project is likely to be the most significant among them. From the perspective of our municipal district, this initiative will bring new quality to public life in the affected area, especially along Kodaňská Street. Completing the block structure, which is so characteristic of most of Vršovice, on the site of the existing standalone building, is perceived as an appropriate contemporary response to the natural urban development of Prague.

An important element contributing to the enhancement of the area for the benefit of all local residents is the thoughtful design of permeability within the new planned urban structure, complemented by an active ground floor.

The project also includes construction of a new kindergarten within the proposed „inner courtyard“. It is essential that the investment in the city’s public facilities sector goes hand in hand with the residential development. Therefore, as the municipal district, we consider it important to focus not only on the quality of the kindergarten building itself but also on its garden as a recreational space for preschool children. I am pleased that together we are contributing to the development of Vršovice in a direction that brings new opportunities and quality of life for all residents.

**Martin Valovič**

*Major of Prague 10 Municipal District*

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## 1.3 FOREWORD DARAMIS

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The launch of the urban design and architectural competition marks an important step in the preparation of the Kodaňská 1441 project. Through discussions with the City of Prague and the Prague 10 Municipal District, we have reached an agreement that provides a solid foundation for the competition brief and sets a clear direction for the further development of the project.

Our goal is to create a modern, vibrant, and sustainable urban block that will offer not only high-quality housing but also well-functioning public spaces naturally connected to the surrounding Vršovice neighborhood. We believe the competition will bring innovative and sensitive solutions that respect the unique character of this area while addressing the needs of contemporary urban life.

We are confident that the competition results will contribute to the further development of this part of the city and help create a space where residents and visitors alike will feel comfortable and welcome.

We look forward to the creative and high-quality proposals that will emerge from the competition.

**Omri Sivor**

*Founder of Daramis*

# 2

## KEY INFORMATION

### 2.1 SCOPE OF THE COMPETITION

The scope of the Competition is to identify and reward the optimal urban and architectural design which will complement the urban fabric of Vršovice by developing the site between Kodaňská, Kavkazská, and Moldavská streets, including the integration of the new development into the local environment. The development shall consist primarily of residential buildings with retail outlets and services on the ground floor to activate the adjacent streets and suitably supplement the civic amenities in Vršovice. The development shall also include a kindergarten as requested by the City of Prague. The Competition will also address public spaces and will propose passages through the new urban block.

The proposed design should meet the requirements and reflect aspirations of the Prague 10 Municipal District, the City of Prague, and the private owner – KODAŇSKÁ OFFICE CENTER s.r.o., a part of the Daramis Group (hereinafter referred to as Daramis).

### 2.2 COMPETITION SITE AND COMPETITION AREA

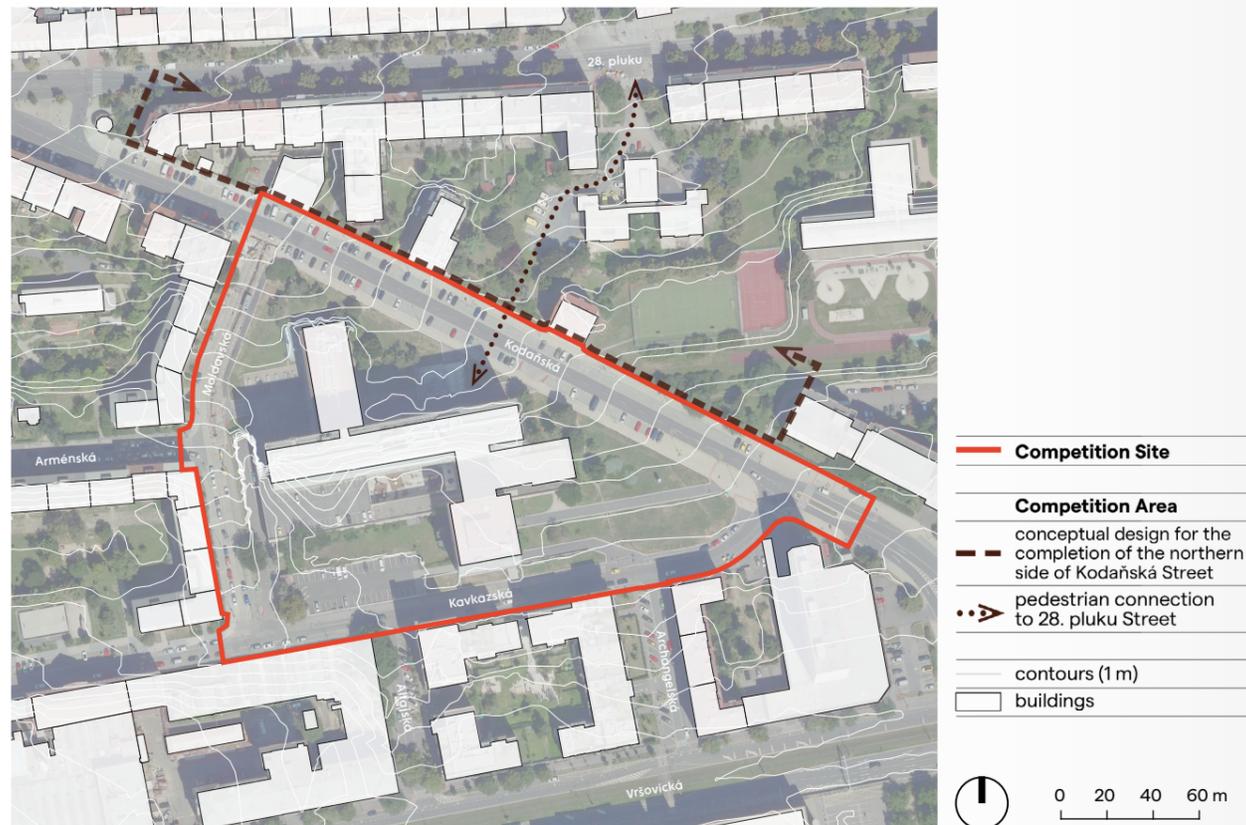
The area addressed in the Competition is situated in the cadastral (Land Register) area of Vršovice in the Prague 10 Municipal District and consists of two parts: the Competition Site and the Competition Area. Each of them will have its own set of design requirements and the Competition outcomes will serve a different purpose.

Area to be addressed	Delineation	Design Scope	Outcomes Application
<b>Competition Site</b>	Delineated by Kodaňská, Kavkazská and Moldavská streets  The Competition Site is identical to the Regulatory Drawing attached to the Planning Agreement between the Client and the City of Prague	Comprehensive urban design of the site and architectural design of all buildings and public spaces	The design for the part, where Daramis is the landowner (buildings and public spaces, including the kindergarten) will serve as a basis for the project documentation development for next stages and for the project implementation  The design of the self-contained building funded by the City of Prague will be used as an input for the tender to select a contractor for the project documentation preparation
<b>Competition Area</b>	The north side of Kodaňská Street with the passage to 28. pluku Street	The conceptual design for the completion of the northern side of Kodaňská Street and pedestrian connection to 28. pluku Street	An idea and inspiration in the decision-making process of the local government regarding further development of the area

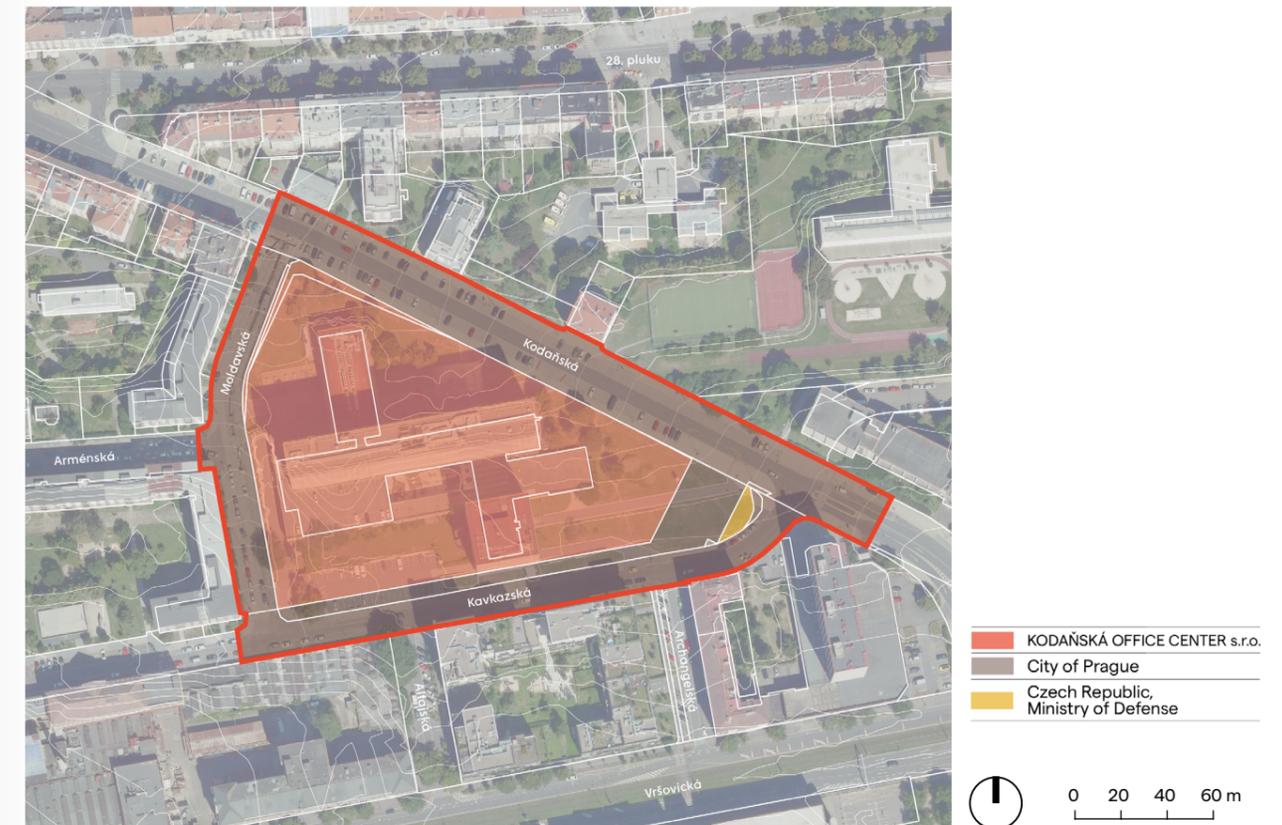
## 2.3 LAND OWNERSHIP ON THE COMPETITION SITE

The majority owner of the land on the Competition Site is KODAŇSKÁ OFFICE CENTER s.r.o., which is part of the Daramis Group. The land in the eastern corner and at the south boundary of the Competition Site is owned by the City of Prague. The City of Prague is also the majority owner of the adjacent public spaces.

**Diagram 1** Delineation of the Competition Site and the Competition Area, author: ONplan, 2025



**Diagram 2** Land ownership structure on the Competition Site, author: ONplan, 2025



# 3

## DESIGN BASIS

### 3.1 CONTEXT

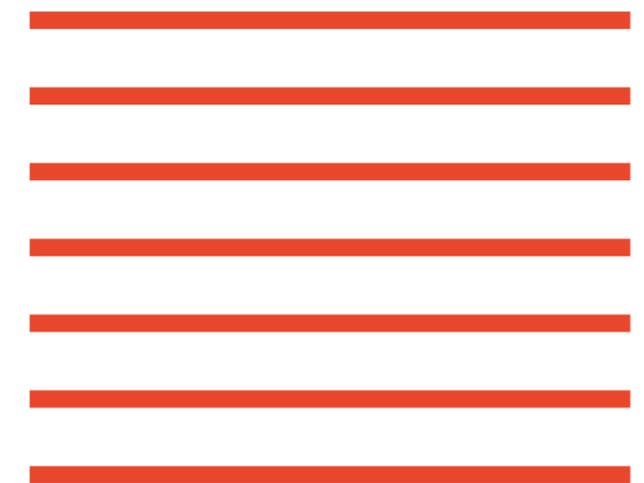
Today, Vršovice is a lively and predominantly residential district in the wider centre of Prague. It combines a traditional block structure with buildings from the second half of the 20th century.

Kodaňská Street is one of the main communications in the district, connecting Vršovice with Vinohrady. Its surroundings represent a transition between compact urban development and an area of more recent development, brownfields, office buildings, and sport facilities next to the Slavia stadium.

The Competition Site is located at this interface and offers an opportunity to complement the urban fabric with a new block that will help to enhance the quality of the local environment and will support the ongoing development of Vršovice.

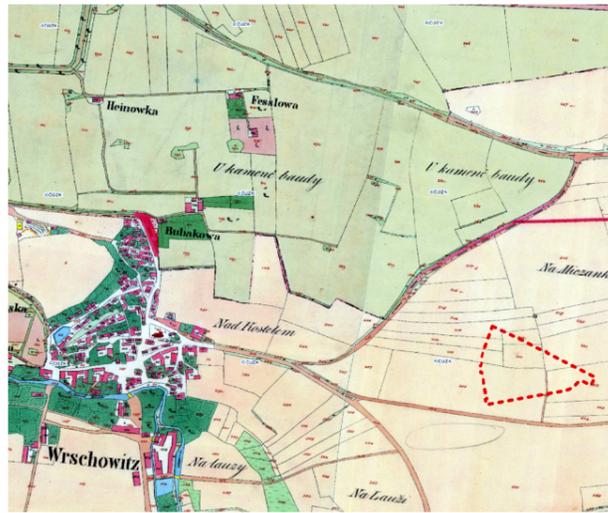
### 3.2 HISTORY OF THE SITE

Over the past two centuries, Vršovice has undergone a remarkable transformation – from an agricultural village on the outskirts of Prague to a fully-fledged town district with its own identity. The following overview captures the main stages of this development, which shaped the urban fabric and character of the area around today's Kodaňská Street.



## UNTIL THE 19TH CENTURY VRŠOVICE AS AN AGRICULTURAL VILLAGE

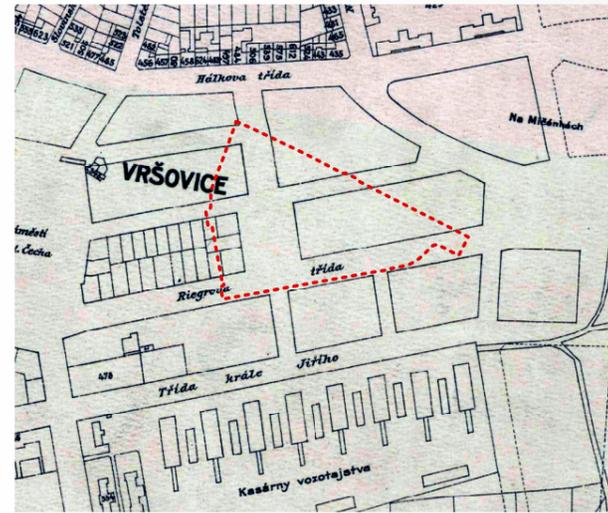
The historical part of Vršovice, now located between Vršovice Square and Havlíčkovy Sady Park, was an agricultural village with its own church, St. Nicholas's. The surrounding fields, farms, and gardens formed a typical landscape on the outskirts of Prague. This is where the story of a place that would be transformed beyond recognition during the 20th century begins.



**Figure 1** An indicative sketch in the Land Register (1842) shows the location of the Competition Site in what was then a rural area of Vršovice, source: dveprahy.cz

## THE TURN OF THE 19TH AND 20TH CENTURIES THE VILLAGE BECOMES A TOWN

In the early 20th century, the first large factories began to appear in Vršovice, such as Koh-i-noor Waldes, Feiglovka, which made shirts and fine lingerie and the Helia shoe factory. Military barracks and new houses were built, and the then still independent settlement took on a new, urban character. Vršovice was incorporated into Greater Prague in 1922.



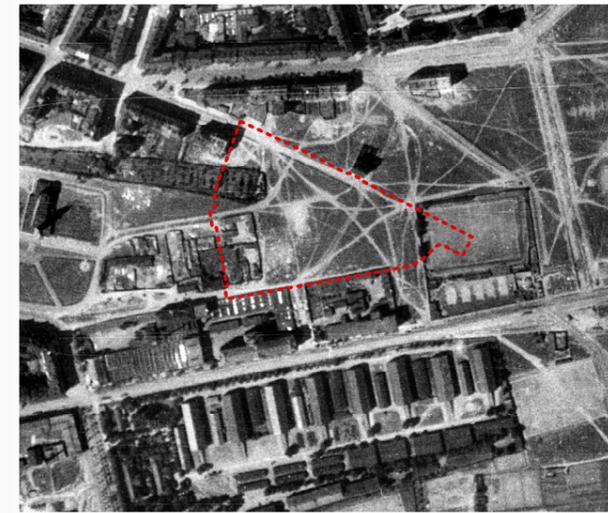
**Figure 2** The Site Plan of the Royal Capital City of Prague and neighbouring municipalities (1909–1914); the plan shows the original block structure design, which was not implemented and covers, source: dveprahy.cz



**Figure 3** Vršovice Park was founded in 1908 on the site of a former vineyard estate. The park is located between Kodaňská, Moskevská, and Slovenská streets. View towards the yet-to-be-built St. Wenceslas Church and Chemapol-Investa building, source: Světozor, 1910

## FIRST HALF OF THE 20TH CENTURY SHAPING OF THE CURRENT URBAN STRUCTURE OF VRŠOVICE

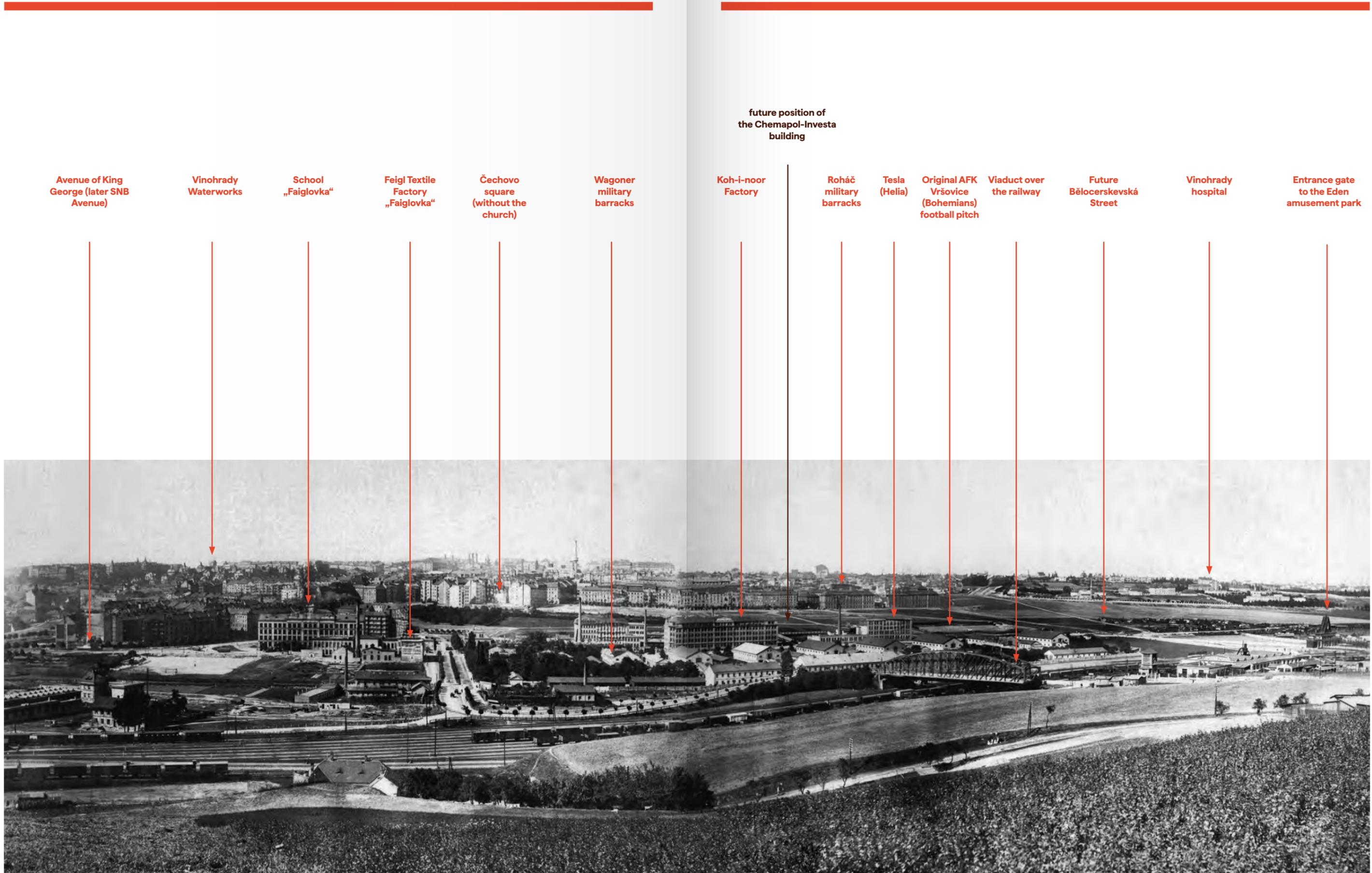
Only a few new houses were built not far from today's Kodaňská Street (e.g., No. 850 Kodaňská Street). The modern Church of St. Wenceslas (1930) on today's Svatopluka Čecha Square became a prominent landmark. The football stadium „Ďolíček“ of football club AFK Vršovice which opened in 1914 and later became known as Bohemians Praha, is an important part of the local history.



**Figure 4** Orthographic map (1938) shows the street frontage being built to the west of Kodaňská Street; the original location of the Ďolíček football stadium is visible at the eastern boundary of the Competition Site, source: dveprahy.cz



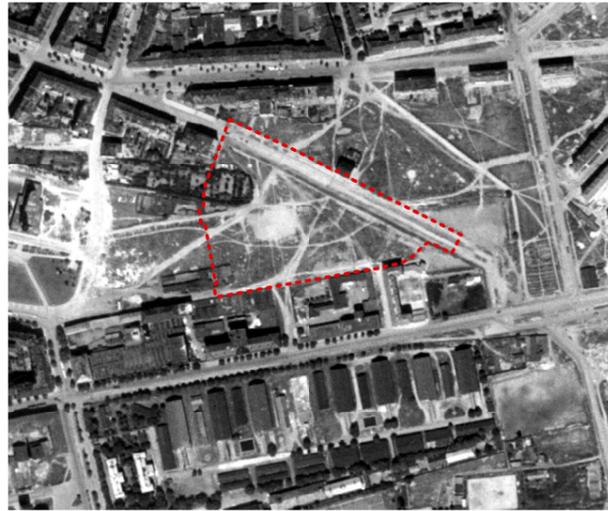
**Figure 5** Aerial photograph of St. Wenceslas Church from the 1930s. The block of buildings on the eastern side has not yet been built. In the background, a solitary house at No. 850 Kodaňská Street can be seen. Source: Slavné stavby Prahy 10, collective of authors, ISBN 978-80-87073-16-2, published by Foibos 2009



**Figure 6** Panoramic photograph of the Nové Vršovice area taken from Bohdalec, circa 1925, source: Prague City Archives

## MID-20TH CENTURY CONSTRUCTION NEAR TO NO. 1441 KODAŇSKÁ STREET

In the 1950s, buildings gradually began to appear west of the Competition Site, but the area near to No. 1441 Kodaňská Street remained undeveloped, only crossed by several footpaths and trails made naturally by walkers. It was not until the 1960s that a triangular plot of land designated for the future Chemapol building began to take shape.



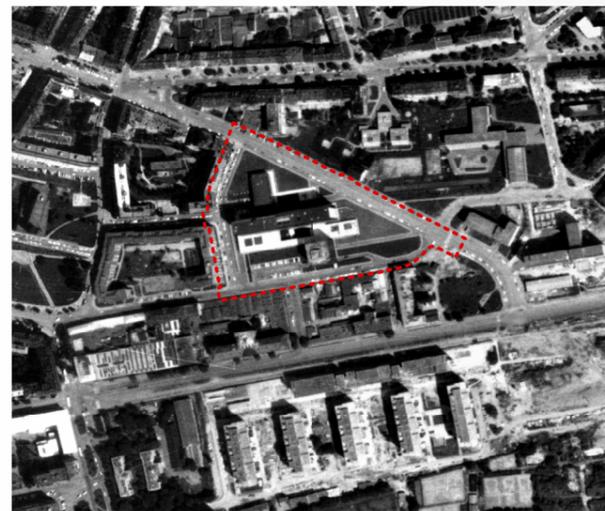
**Figure 7** Orthographic map (1953) shows Vršovice under construction; the blocks to the west along Kodaňská Street are completed; southward of the Competition Site, the Koh-i-noor factory and military barracks can be seen, source: dveprahy.cz

## 1960S—1970S IMPLEMENTATION OF THE CHEMAPOL PROJECT

The area surrounding the Competition Site is already developed. Between 1966 and 1970, the Chemapol-Investa building was built there, designed by Zdenka Marie Nováková and Dagmar Šestáková. In the 1970s and 1980s, the Chemapol-Investa building served as an office building for the export companies Chemapol and Investa and for many residents it represented a symbol of modern era.



**Figure 8** Orthographic map (1966) shows new development between the Competition Site and Svatopluk Čech Square; the construction site of the Chemapol-Investa building in the area can be seen, source: dveprahy.cz



**Figure 9** The orthographic map (1975) showing the Chemapol-Investa office building complex in the area, south of Vršovická Street, source: dveprahy.cz

## Chemapol-Investa

The winning design was developed by Zdenka Marie Nováková and Dagmar Šestáková and the project was implemented between 1966 and 1970 by the Italian company FEAL, which applied its experience with modern skeleton frame construction and suspended glass cladding.

The building was one of the examples of modern architecture at the time, but its fate was quite unfortunate: it was damaged by fire during construction, and, after completion, it was not publicly recognized because one of the architects emigrated to the West which was viewed as a criminal offence in those times.



**Figure 10** The Chemapol-Investa building built between 1966 and 1970 designed by Zdenka Marie Nováková and Dagmar Šestáková, author: Zdenka Marie Nováková, source: wikipedia.org

At the turn of the millennium, the building was refurbished and obtained a colourful facade coating from French artist Yaacov Agam, most of the original interiors were replaced, and most of the original art works disappeared, such as the relief by Miloslav Chlupáč and the sculpture by Zdeněk Pařil.



**Figure 11** The Chemapol-Investa building, now Kodaňská 4D Center, with a colourful facade, source: kodanska-4d.cz

## THE 21ST CENTURY KODAŇSKÁ IS CHANGING

The Chemapol-Investa administrative building, now Kodaňská 4D Center, is still in use, but its importance is no longer as significant as it was when it was first built. After the nearby Koh-i-noor factory was closed in 2022, the future of the entire area around Kodaňská was frequently discussed. The area has a big potential to build on the rich history of Vršovice and start a new chapter in its development. The new urban block will represent the outcome of the architectural competition, which will outline its design and relationship to the surrounding buildings.



**Figure 12** Ortofoto mapa (1996), zdroj: dveprahy.cz

## 3.3 PLANNING HISTORY

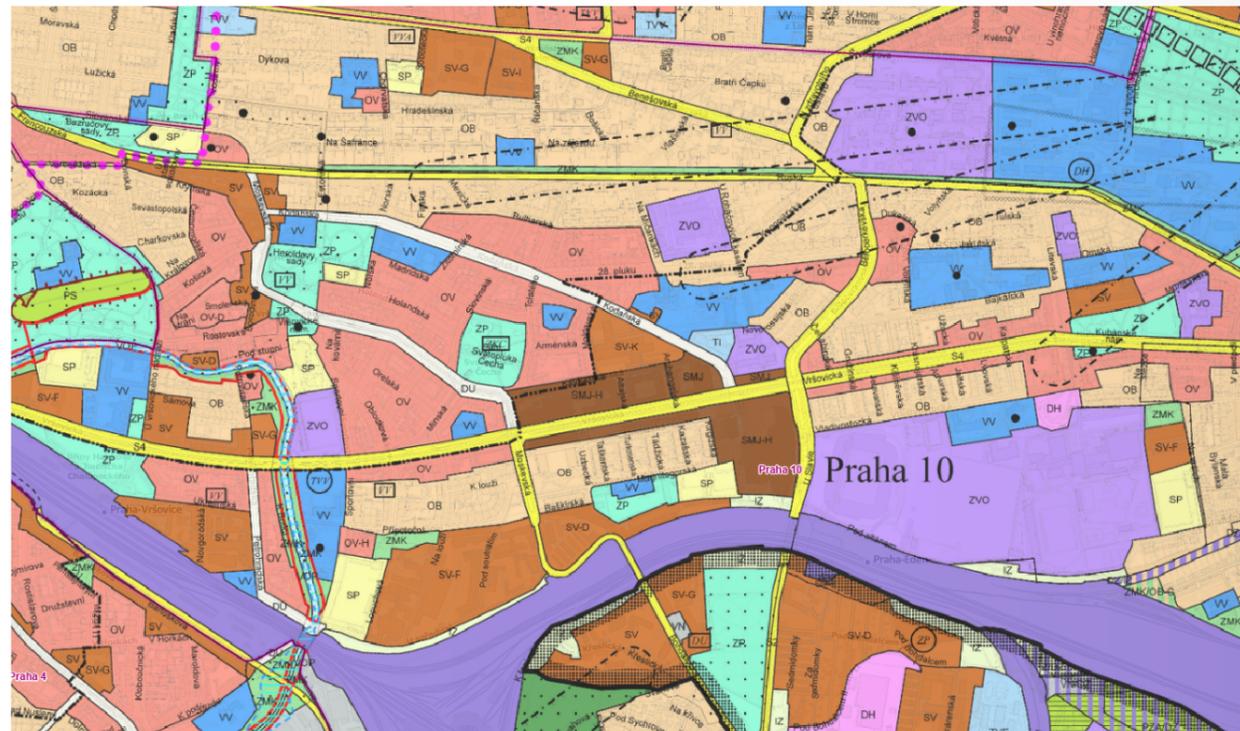
### Amendment to the Zoning Plan

In the Zoning Plan of the City of Prague (until the amendment was issued, see below), the Competition Site was part of a stabilised area, functional zone „ZVO – other.“

Daramis Management s. r. o. submitted a proposal to amend the Zoning Plan (Z 3294/18) in order to change the land use on the Competition Site to mixed use (SV) as it is intended for multifunctional development. The amendment ref. no. Z 3294/18 was approved by Prague City Council Resolution no. 23/9 of April 24, 2025, and published as General Measure (Opatření obecné povahy) No. 239/2025.

This amendment changed the land use delineated by Kodaňská, Kavkazská, and Moldavská streets (the total area of 19,697 m<sup>2</sup>) to the general mixed use (SV).

**Figure 13** Projection of change Z 3294/18 into drawing no. 4. of the Prague Spatial Plan, source: <https://praha.eu/aktualne-porizovane-zmeny-uzemniho-planu>



### Metropolitan plan

Item F in the Preamble to the Planning Agreement refers to the expectation of the Contracting Parties that in accordance with the continuity principle of spatial planning both the Agreement and the Amendment to the Spatial Development Plan will be reflected to the maximum extent possible in the new Metropolitan Plan which is now in preparation.

In the draft of the Metropolitan Plan to be jointly discussed, the Competition Site is listed as a redevelopment area, the future of which is addressed in the Planning Agreement.

### Planning Agreement with the City of Prague

On April 1, 2025, the City of Prague and KODAŇSKÁ OFFICE CENTER s.r.o. (represented by DARAMIS MANAGEMENT s.r.o.) signed the Planning Agreement which sets out the terms and conditions of cooperation in the preparation and implementation of the „Kodaňská Residential Block“ project (hereinafter referred to as the Planning Agreement).

Among other things, the Planning Agreement defines the following key parameters of the project:

- The development project maximum GFA of 56,531 m<sup>2</sup> (above-ground floors),

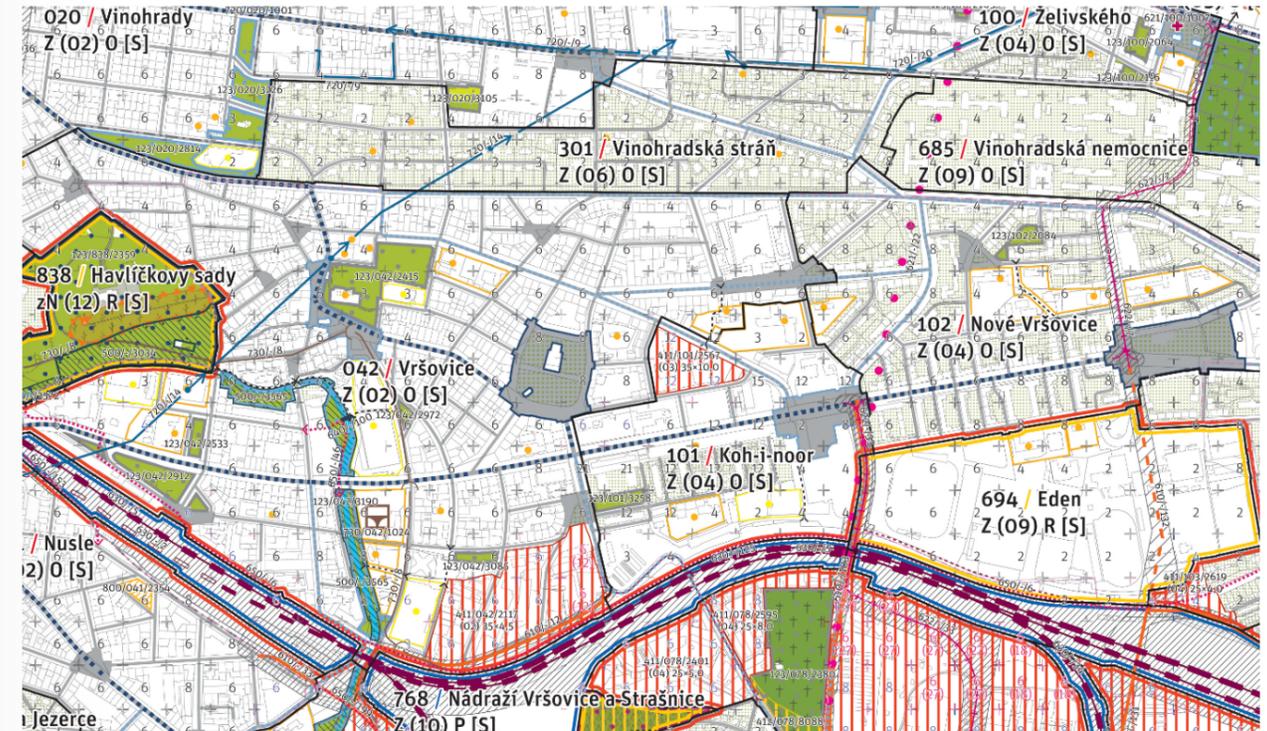
- Annex 2 contains the Regulatory Drawing, which sets out regulations and requirements applicable to the development project and land use (hereinafter referred to as the Regulatory Drawing). More details are provided in Chapter 3.5.

- Other requirements stated in the Planning Agreement are included in this General Brief, Chapter 4.

The Planning Agreement also sets out the Client's obligations under the Methodology for Developers' Participation in Land Development. In addition to a payment of CZK 50,613,225 to the Prague 10 Municipal District, the Client has committed to the following non-financial performance in the Agreement.

- The Client will design and build a kindergarten, the ownership of which (together with the land on which it will be built) will be transferred to the City of Prague, which will subsequently provide it for the benefit of Prague 10. The Agreement sets out the kindergarten parameters and its building program.
- The Client will organise an urban design and architectural competition, the subject of which will be the preparation of an urban and architectural study for the Competition Site including its relation to the surrounding area and design of a self-contained building on plot owned by the City of Prague, which will be part of the new urban block.

**Figure 14** Coordination drawing of the Metropolitan Plan for ongoing joint discussion, source: <https://plan.praha.eu/>



### Cooperation Agreement with Prague 10 Municipal District

The Cooperation Agreement between the Prague 10 Municipal District and KODAŇSKÁ OFFICE CENTER s.r.o. was signed on April 6, 2022. The Agreement covers the cooperation during the preparation and implementation of the „Kodaňská Residential Block“ project (hereinafter referred to as the Cooperation Agreement).

KODAŇSKÁ OFFICE CENTER s.r.o. has committed to pay CZK 50,613,225, which may be adjusted depending on the project actual GFA.

On March 27, 2025, Amendment No. 1 to the Cooperation Agreement between the Prague 10 Municipal District and KODAŇSKÁ OFFICE CENTER s.r.o. was signed in response to the changes in the local plan and the recently concluded Planning Agreement between the Client and the City of Prague. Among other things, this Amendment stipulates that:

- the Regulatory Drawing forms Annex 1 to the Cooperation Agreement with Prague 10 Municipal District and it is the same drawing which is in the Annex to the Planning Agreement signed between the Client and the City of Prague,
- Annex 2 to the Cooperation Agreement now includes the Competition Rules which form integral part of the Planning Agreement between the Client and the City of Prague.

### Demolition Notice

On July 24, 2024, a decision was issued permitting the demolition of the „Kodaňská Office Center“ building and at the same time approves temporary facilities on the construction site, including specifications of temporary structures (e.g., cabins, security, and fencing).

According to this notice the demolition work will be carried out in five stages:

1. Asbestos removal according to the General Requirements for Asbestos Removal, protecting the high voltage switching station against the ingress of asbestos fibres.
2. Removal of the above-ground structures in the designated controlled areas to prevent the release of asbestos fibres,
3. Removal of the underground structures, removal of the paved areas on ground,
4. Land preparation and clearing,

5. Demolition of the HV switching station, including the paved access road, which will be demolished only after the completion and commissioning of the new switching station, which will be part of the new building.

### Strategy documents for public space designs

The design of public spaces should consider the strategy documents of the City of Prague and the Prague 10 Municipal District, in particular:

- Strategic Plan of the City of Prague (IPR Praha, 2016)
- Sustainable Mobility Plan for Prague and Its Suburbs (hl. m. Praha, 2019)
- The City of Prague Climate Change Adaptation Strategy (Magistrát hl. m. Prahy, 2020)
- Prague Public Space Development Strategy (IPR Praha, 2014)
- Prague Cycling Masterplan (Generel cyklistické dopravy hl. m. Prahy - IPR Praha, update 2019)
- Public Space Design Manual (IPR Praha, 2014)
- Prague Catalogue of Recommended Public Space Components (Katalog doporučených prvků veřejných prostranství hl. m. Prahy – IPR Praha, 2022)
- Prague Rainwater Management Standards (Standardy hospodaření se srážkovými vodami na území hlavního města Prahy – ČVUT v Praze, 2021)
- Standard for planning, planting, and caring for street tree lines as an important element of blue-green infrastructure in climate change adaptation (Městský standard pro plánování, výsadbu a péči o uliční stromořadí jako významného prvku modrozelené infrastruktury pro adaptaci na změnu klimatu - IPR Praha, Odborná pracovní skupina pro stromořadí, 2021)
- Art in Public Spaces of Prague (IPR Praha, 2018)
- Prague tram track surface strategy (Koncepce povrchů tramvajových tratí hl. m. Prahy – IPR Praha, 2016) – Prague Integrated Transport Stop and Station Design Manual (Standard zastávek PID – ROPID, ČVUT FD, IPR Praha, 2018)
- Prague 10 Public Space Masterplan (Generel veřejných prostranství Prahy 10 – UNIT architekti, 2016)

## 3.4 ANALYTICAL INPUTS

The aim of this chapter is to describe the Competition Site main values and issues. The analysis presented here served as the basis for formulating the Competition topics and issues to be addressed. More information will be provided in the Site Information document which will be sent to the selected teams together with the invitation to participate in Phase 1.

### SITE VALUES

#### Nature and Landscape

#### 1. Important urban green spaces nearby

Heroldovy Sady and Havlíčkovy Sady parks and the Botič floodplain are located near the Competition Site. These are important green spaces for the neighbourhood with significant recreational potential for the residents of Vršovice.

#### 2. Small clusters of greenery in the adjacent public spaces

Groups of trees and shrubs growing on grassy land on the Competition Site help to improve the local microclimate.

#### 3. Competition Site permeability

Although there are no designated public footpaths around the Chemapol building other than the access to the building, people walk across the grassy land on the Site.

#### 4. Lines of trees in Kodaňská Street

The double row of trees on Kodaňská Street has significant landscape and compositional value and improves the microclimate of this street.

#### 5. Vinohrady topography

The steep slope next to the Competition Site offers interesting vistas towards Bohdalec and the city centre.

#### 6. Line of trees on 28. Pluku Street

The double row of trees on 28. pluku Street

enhances the character of the urban boulevard and creates a pleasant microclimate.

#### Public Spaces

#### 7. Svatopluka Čecha Square

The important public space with a quiet area near St. Wenceslas Church with axially symmetrical access ways to the church from Moskevská Street has the potential to become a place to sit and relax.

#### 8. View through Arménská Street

The visual axis from the Competition Site towards St. Wenceslas Church emphasises the identity of the place and its relation to Vršovice.

#### 9. Pedestrian link towards the school

The pedestrian link between Kodaňská and Novorossijská streets towards the school is an important local connection.

#### Urban Design and Architecture

#### 10. Block structure of Vršovice with a clearly defined street network

The block structure of Vršovice is subject to heritage protection and represents significant value to the neighbourhood. Clearly defined street fronts create a well-organised urban environment. The Competition Site is located near the intersection of two main axes of Kodaňská and Vršovická streets.

#### 11. Heritage context

The area is part of the buffer zone of the Prague Conservation Area.

#### 12. Relation to the existing buildings

The Competition Site is connected to stabilised built environment with established civic amenities. The high population density also makes it possible to consider additional urban functions, such as kindergartens or retail outlets and services on the ground floor.

#### 13. Chemapol-Investa building

The building of Chemapol-Investa is architecturally valuable and represents a local landmark.

#### 14. Fountain – “Stone Composition” (Karel Kronych)

The “Stone Composition” is an artwork in a public space that underlines the place identity.

#### 15. Site of the former Koh-i-noor factory

The owner is planning the redevelopment of the Koh-i-noor site into residential area with civic amenities. The project also includes new connections between Vršovická and Kavkazská streets, thereby improving the connection between Kodaňská and Vršovická streets.

## Functions

### 16. St. Wenceslas Church

The Church of St. Wenceslas is a dominant feature and important landmark of Vršovice and an excellent example of constructivist architecture. It was designed by architect Josef Gočár.

### 17. Functional diversity

The combination of housing, office buildings, and civic amenities creates a vibrant urban environment that is highly attractive to residents. There are many shops and services on Vršovická and Kodaňská streets, and there is a school near the Site. The Eden shopping centre is within walking distance.

## Transport and Mobility

### 18. Public transport

The area is very well served by public transport. There are two tram stops within walking distance, and a bus stop on Kodaňská Street, right on the Competition Site.

### 19. Praha-Eden train station

The Praha-Eden train station is located approximately 1 km from the Competition Site. Rail transport thus significantly expands the possibilities for urban and suburban mobility.

### 20. Pedestrian permeability

A dense network of streets, supplemented by passages through some blocks, encourages daily walking.

### 21. Proximity to major cycling routes

The A42 backbone cycle route runs close to the Competition Site, which in future should connect the south and north of Prague. South of the Competition Site, there are plans to build the A3 cycle route, which will be part of the so-called railway promenade, thus connecting the Competition Site to the city-wide cycle network.

## SITE ISSUES

### Nature and landscape

- 1. Environmental load on the brownfield**  
Soil and groundwater contamination on the Koh-i-noor site as legacy of past industrial production.
- 2. Lack of connection to the urban green spaces**  
The Site is isolated from Gröbovka park (Havlíčkovy sady) and Heroldovy Sady park, lacking connections to the landscape in the form of tree-lined avenues, vegetation strips in streets, or smaller green areas.
- 3. Absence of ecological and water retention features**  
Inadequate rainwater infiltration, minimum of trees and greenery in the streets, including those that delineate the Competition Site.
- 4. Unfavourable microclimate**  
Overheating, dust, and lack of shade have an adverse impact on the street life, including the streets delineating the Competition Site.
- 5. Unplanned vegetation on the Competition Site**  
The vegetation on the Competition Site appears to be random, without any clear concept in mind and in general lacking maintenance. In less exposed parts of the Competition Site and on the north side of Kodaňská Street, there are self-seeded trees and invasive plant species.
- 6. Social pathologies**  
Homeless people living close to Kodaňská Street, especially to the north of it, occupying overgrown plots of land and empty buildings.

### Public Spaces

- 7. Narrow profile of Moldavská Street and its overall condition**  
The narrow profile of the street and parking on both its sides makes it difficult for emergency vehicles and refuse trucks to pass through. There is no greenery on the street, the pavements are not continuous and are in poor condition.
- 8. Busy traffic in Kodaňská Street**  
Busy traffic and transit functions do not encourage people to stay on the street and reduce the quality of the environment. The street lacks greenery and gets overheated in summer. It is not pedestrian-friendly.
- 9. Incomplete street frontage of Kodaňská Street**  
The inconsistent height and volume of the buildings, with gaps between them compromises the significance of Kodaňská Street as one of the main streets in Vršovice

### 10. Kavkazská Street has busy traffic

Although Kavkazská Street is the main pedestrian connection to the tram stop at Svatopluka Čecha Square it does not encourage people to linger, lacks greenery, and has poor quality paving.

### 11. Koh-i-noor brownfield

The site of the former Kooh-i-noor factory is in poor condition, with many derelict buildings. Towards Kavkazská Street it has the quality of a „dead facade“.

### Architecture and Urban Fabric

### 12. No pedestrian connection between Kodaňská and 28. Pluku streets

The block defined by Kodaňská and 28. pluku streets, which includes the ambulance station, is a significant barrier in the area. There is no pedestrian connection between Kodaňská and 28. pluku streets.

### 13. No pedestrian connection across the Koh-i-noor site

The closed Kooh-i-noor site creates a barrier in the area. There is no connection between Moldavská Street and Vršovická Street.

### 14. Inactive ground floor

The closed ground floor of buildings on Moldavská and Kavkazská streets with no amenities and community functions reduces the attractiveness of these streets for pedestrians.

### 15. Poor quality of public space

Public spaces on the Competition Site and around have no street furniture, surfaces are in poor condition; these spaces do not fulfil a social or recreational function.

### 16. Ambulance station

Noise caused by the ambulance station operations and the related traffic have adverse impact on the quality of living in the area.

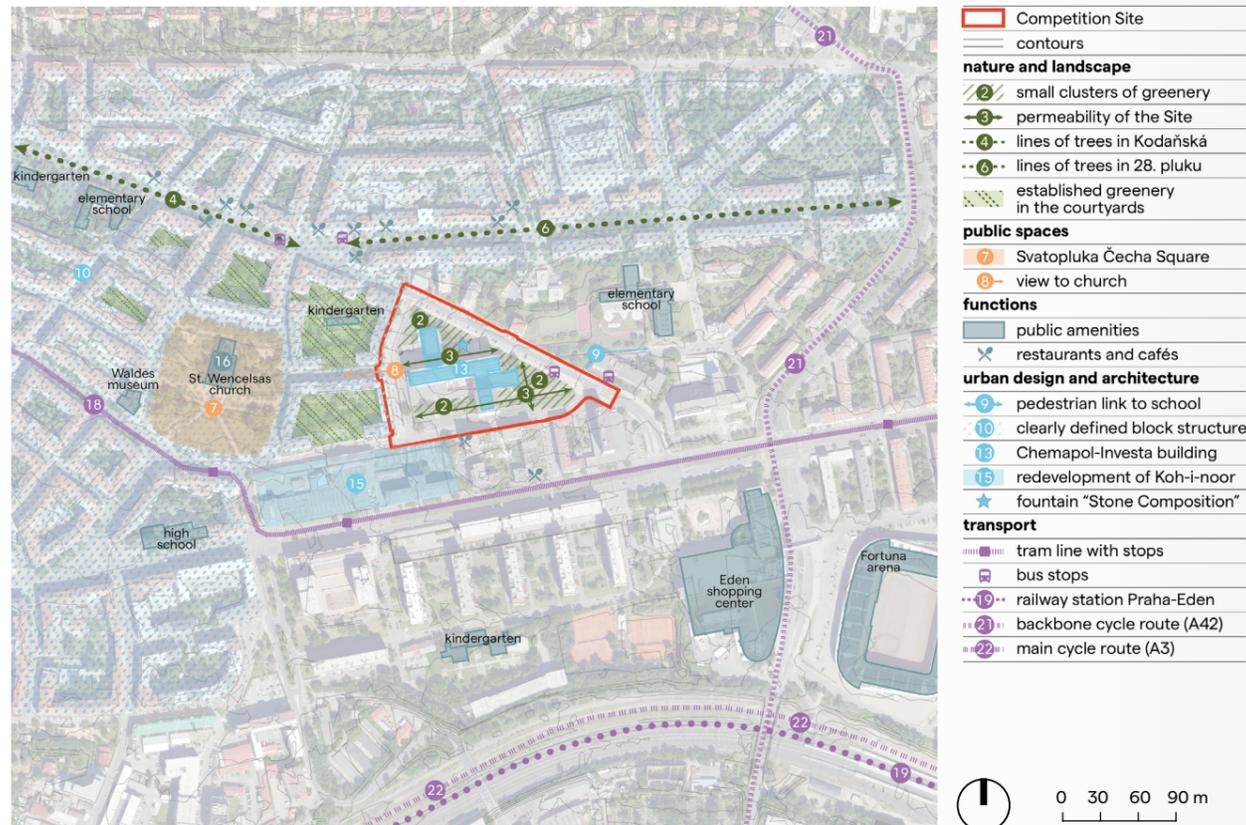
### 17. Chemapol building acts as a barrier

The Chemapol building does not shape the adjacent streets and acts as a barrier in the area.

### 18. Chemapol building is not suitable for conversion into housing.

The building is structurally unsound, and its repair and conversion into housing would be technically extremely challenging and financially unfeasible. The structure of the building includes asbestos applied in the form of spray coating on steel structures. Removal of asbestos as part of the building refurbishment is technically impossible.

Diagram 3 Key values in the area, author: ONplan, 2025



### 19. Unoccupied building of the former Telecom

The former Telecom building which is now empty degrades Kodaňská Street and encourages social pathologies.

### 20. School playground not for public use

The school playground cannot be used by the public

### Mobility

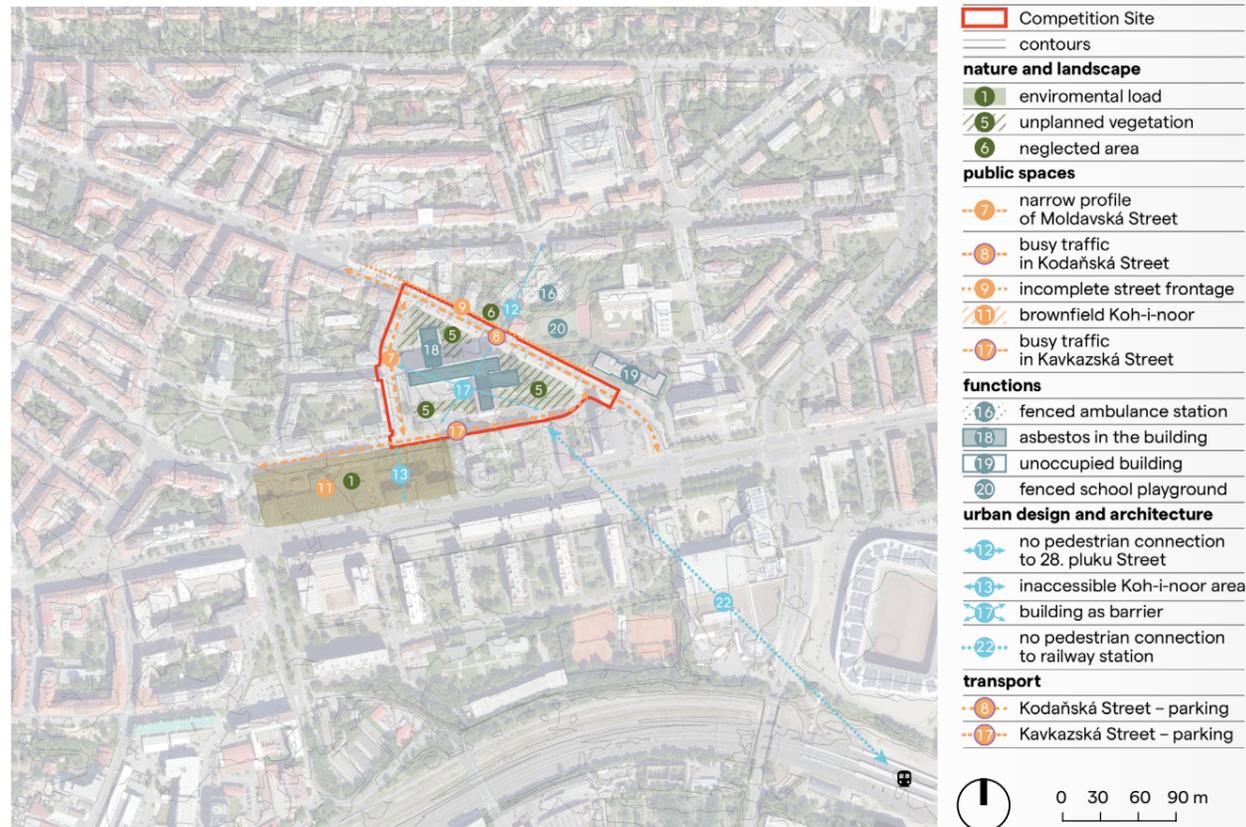
### 21. Parking at the expense of public space

Perpendicular two-sided parking on Kodaňská Street and two-sided parallel parking on Moldavská Street take up space for greenery and pedestrians; the streets are primarily used by vehicles.

### 22. Poor pedestrian connection to the Praha-Eden train station

Poor pedestrian connections to the Praha-Eden train station limit the usability of rail transport.

Diagram 4 Issues in the area, author: ONplan, 2025



## 3.5 REGULATIONS AND LEGAL CONSTRAINTS

adequately defended. At the same time, the design must be feasible even if it might not be possible to discuss the amendment to the Regulatory Drawing with the City of Prague and the Prague 10 Municipal District.

This chapter explains the regulatory requirements and constraints included in the Competition Brief which the design must satisfy. Comprehensive details regarding regulatory requirements and constraints will be outlined in the Site Information document, which will be distributed to selected entrants along with the invitation to participate in the Competition.

### REQUIREMENTS STEMMING FROM THE PLANNING AGREEMENT

The design must meet the binding requirement of the maximum possible degree of utilization resulting from the current Prague Strategic Plan, as amended, with a functional area of 19,697 m<sup>2</sup> and a maximum floor area coefficient of 3.2.

The maximum floor area is another binding requirement of the Competition:

- Maximum GFA 56 531 m<sup>2</sup> (above-ground floors) of the development project including the kindergarten (GFA 1 390 m<sup>2</sup>) for Daramis,
- GFA 6,317 m<sup>2</sup> (above-ground floors) of the self-contained residential building funded by the City of Prague.

The key spatial regulatory requirements applicable to the Site are shown in the Regulatory Drawing, which forms Annex 2 to the Planning Agreement.

The Planning Agreement states that the Regulatory Drawing may be amended depending on the Competition outcomes. However, any failure to comply with the requirements set out in the Regulatory Drawing must be justified and

Diagram 5 Regulatory Drawing, Annex 2 to the Planning Agreement, author: IPR Praha



## KODAŇSKÁ (change of Zoning plan Z 3294) REGULATORY DRAWING

### GENERAL INFORMATION

— plot boundaries

### SITE STRUCTURE

— Competition Site boundaries  
— street line

street line (Section 4 (1) of PBR\*)  
The street line divides a developable area into street area and blocks.

### SITE STRUCTURE COMPONENTS

SBXX code of the block with buildings  
(Section 2, a) of PBR\*)  
A building block is a designated part of the area, consisting of a group of plots, a single plot, or a part of a plot, primarily intended for building development. It is usually bounded by a street area and defined by the street line.

### BUILDING REQUIREMENTS

— building line (building alignment) closed  
(Section 14 (4) a) of PBR\*)  
Defines the boundary between the developable and non-developable parts of a block.  
1. from which the development cannot be recessed and  
2. which must be coherently and completely developed along its entire length.

— building line semi-closed  
(Section 14 (4) b) of PBR\*)  
Defines the boundary between the developable and non-developable parts of a block.  
1. from which the development cannot be recessed and  
2. which may be coherently and completely developed along its entire length.

— building line free  
(Section 14 (5) b) of PBR\*)  
Defines the boundary between the developable and non-developable parts of a block.  
1. from which the development may be arbitrarily recessed and  
2. which may be interrupted by gaps between buildings.

Ⓧ height levels  
(Section 18 (1 and 2) and Section 20 (1) of PBR\*)  
Height levels define the minimum and maximum regulated building heights. Regulated building height means the distance measured vertically from the lowest point of the adjacent terrain to the level of the main cornice.

Ⓧ height level V 12 m – 21 m  
Ⓧ height level VII 21 m – 40 m  
x NP maximum number of floors

The regulated building height may be exceeded in cases defined in Section 20 of PBR\*.

○ prominent corner design  
At places marked in the drawing as prominent corners, an alternative corner design is permitted (such as rounding, clipping, setting back, etc.). The building lines may not be exceeded, and the maximum depth of the setback from the intersection of the building lines is 6 m.

— active frontage  
In locations marked in the drawing as active frontage, the floor level of the ground floor must be positioned in relation to the adjacent street space so that these premises can be accessed directly from the street. Active frontage is required along at least 30% of the designated block edge.

### REQUIREMENTS FOR PUBLIC SPACES

— lines of trees / green strip  
— cycling infrastructure in the auxiliary traffic space

### REQUIREMENTS FOR DEFINING PUBLIC SPACES WITHIN BUILDING BLOCKS

● local public space defined within the building block  
← non-motorized connection between a point (location) and the block edge

### REQUIREMENTS FOR PUBLIC AMENITIES

⊕ location of a kindergarten within the building block

\*PBR  
City of Prague Regulation No. 12/2024 Coll. laying down the general requirements for land use and the technical requirements for structures in the City of Prague (Prague Building Regulations).

## LEGAL CONSTRAINTS

This section explains the main constraints that apply to the Site and its wider area. More detailed information will be provided in the „Site Information“ summary which will be handed out to the selected entrants together with the invitation to participate in the Competition.

All constraints mentioned below are reflected in the Regulatory Drawing, which was discussed with the relevant state authorities and professional organisations (e.g., the National Heritage Institute).

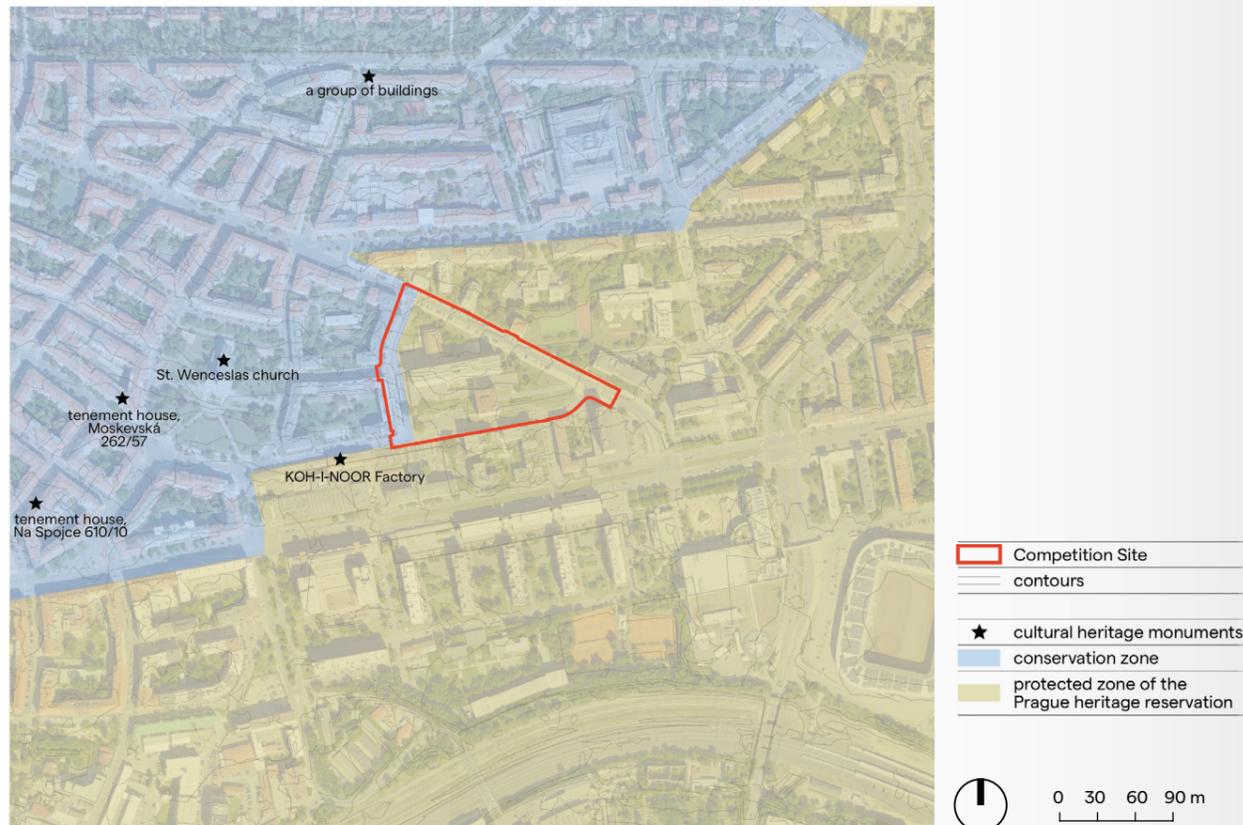
### Protection of cultural and historical heritage

- The Competition Site is part of the buffer zone of the Prague Conservation Area.
- Moldavská Street forms the boundary of the Vinohrady Conservation Zone. The Competition Site is not situated in the Vinohrady Conservation Zone.

### Transport and utility infrastructure protection zones

- There are standard transport and utility infrastructure protection zones on the Competition Site.

Diagram 6 Site constraints, author: ONplan, 2025



## 3.6 ENVISAGED PROJECTS

This chapter provides an overview of the key projects planned near to the Site which must be considered in the design of the new Kodaňská 1441 block and its integration into the wider area. More detailed information on these projects will be made available to the selected Competition entrants together with the invitation to participate in the Competition.

Project	Owner	Project stage	Coordination with the Site development
1 Revitalisation of Svatopluka Čecha Square	Municipal District Prague 10	Competition	Impact on the wider context
2 Kooh-i-noor site redevelopment	PSN s.r.o.	Planning Consent Documentation	Must be considered in the design of pedestrian connections; it is necessary to respond to functional organisation and the appearance of the redeveloped site
3 Prague 10 townhall and Eden House of Culture	Municipal District Prague 10	Sale	Impact on the wider context
4 Railway promenade	City of Prague, TSK (Prague Road and Street Management)	Approved planning permission	Impact on the wider context
5 Bohdalec Slatiny planning study	Department of Spacial Planning of the City of Prague	Tender for the project documentation development	Impact on the wider context
6 Capacity increase of the Slavia stadium	Private owner	Idea	Impact on the wider context
7 Dostavba bloku v ulici Bělocerkevská	Private owner	Study + approved demolition of the garages	Impact on the wider context

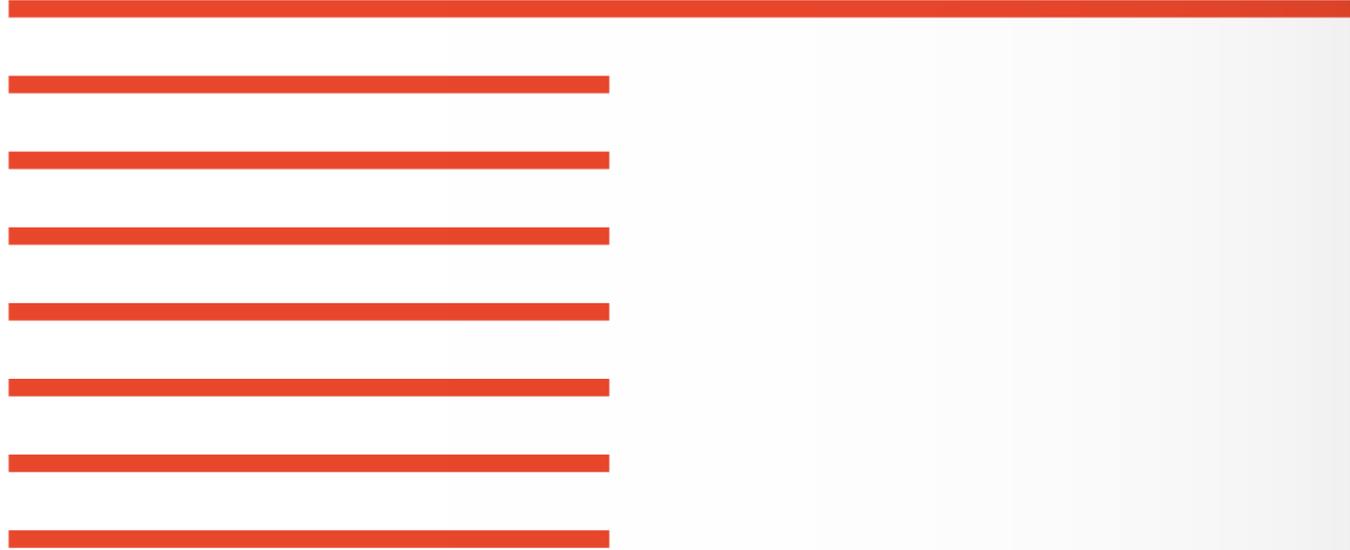
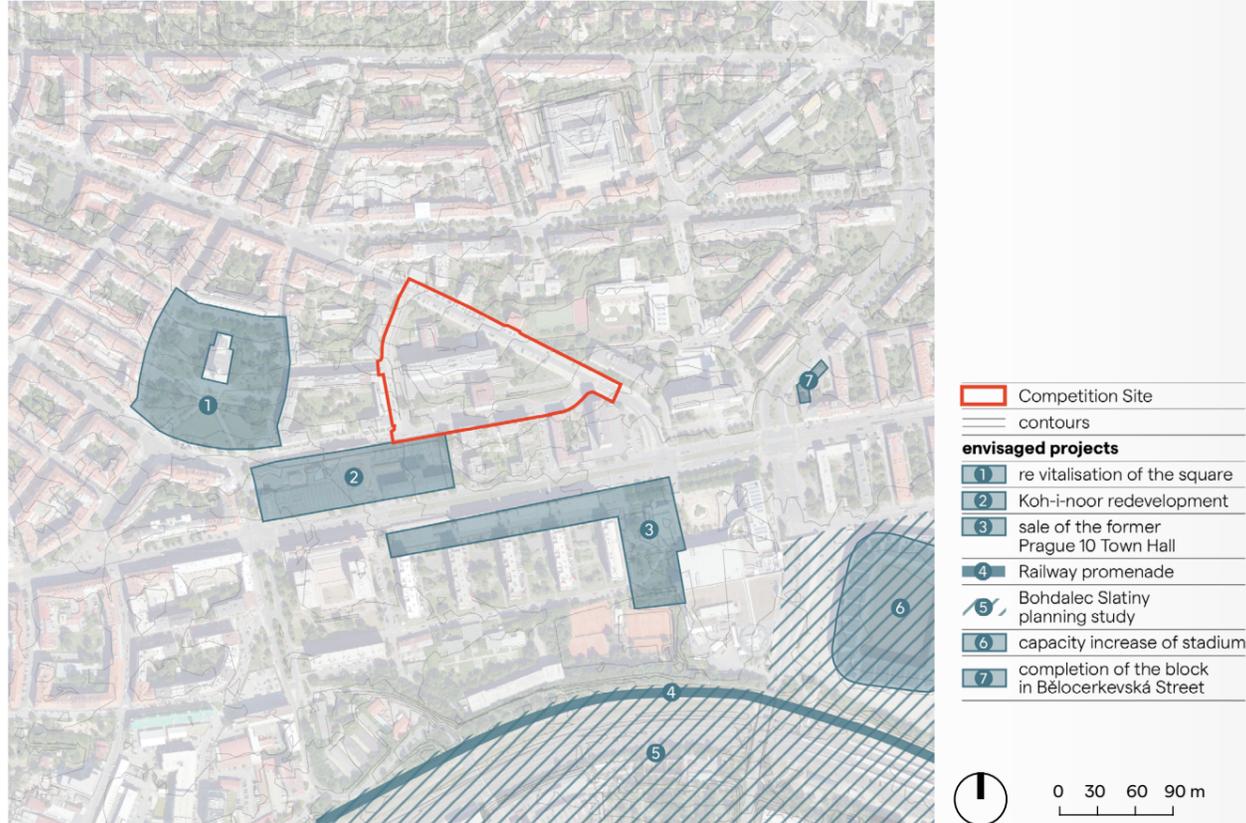


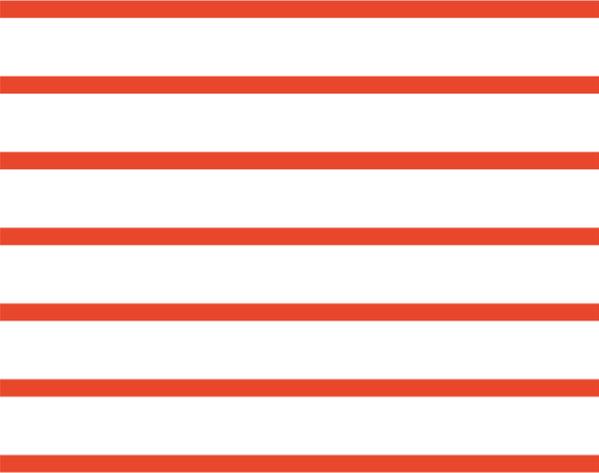
Diagram 7 Projects in the wider area, author: ONplan, 2025



### 3.7 OUTCOMES OF THE PUBLIC PARTICIPATION

The public participation in the preparation of the Competition was held in the form of a community mapping over the site map on October 23, 2025. Approximately 25 people participated in this meeting. At the same time, in October and November, using an online questionnaire with a map, the public could provide their comments on the present state of the area, its values, issues, and needs that the project could address.

The comments provided by the public were reviewed and summarised in the „Public Participation Report“, which represents one of the Competition documents complementing this General Competition Brief.



# 4

## ASSIGNMENT

### 4.1 STRUCTURE AND CHARACTER OF THE DEVELOPMENT

On the Competition Site there is the Chemapol-Investa building. The Client intends to demolish it and build a new urban block instead. The location of the buildings and their volumes will be in keeping with the character of the block development of Vršovice. The new block will include a kindergarten with a fenced garden. In the Competition Area the additions to the existing urban fabric and the completion of the north side of Kodaňská Street shall be examined with the aim to improve the streetscape quality and have a clearly defined street line.

The key parameters of the development agreed between the City of Prague, the Prague 10 Municipal District, and Daramis, are set out in the Planning Agreement signed with the City of Prague and the Cooperation Agreement signed with Prague 10, as well as in the Regulatory Drawing, which forms an annex to these two agreements.

In their designs, the participants should strive to strike balance between the existing urban structure of Vršovice and the ambition to create a contemporary and architecturally attractive development. The urban design should reflect and appropriately address the corners at the intersection of Kodaňská and Kavkazská, while also completing the eastern end of Arménská with regard to the visual links to the tower of St. Wenceslas Church on Svatopluka Čecha Square.

#### Task for the Competition Site:

- Design a development with the following maximum gross floor area (GFA):
  - Maximum GFA 56 531 m<sup>2</sup> (above-ground floors) of the development project including the kindergarten (GFA 1 390 m<sup>2</sup>),
  - The GFA (above-ground floors) of the self-contained residential building funded by the City of Prague will be 6,317 m<sup>2</sup>.

- Design a stand-alone kindergarten with four classrooms situated in the block. The total area of the kindergarten grounds, including its outdoor area, shall be at least 1,200 m<sup>2</sup>.
- On plot no. 856/5, cadastral area Vršovice, owned by the City of Prague, design a self-contained residential building. To achieve better floorplan and layout of the building and their operation, you may consider locating this building outside plot no. 856/5, c. a. of Vršovice, provided that the same GFA is maintained. The parts of the plots affected by this change will then be exchanged between Daramis and the City of Prague. The design must therefore take into account the requirement that the exchanged plots must be as equal in size as possible so that the exchange can be carried out without any disparities. As for the design these will be separate buildings with their own entrances, located on the plot boundaries.
- The design shall respect the character of the adjacent neighbourhoods in Vršovice, respond appropriately to the surrounding buildings, important vistas, local landmarks, and any plans envisaged in the adjacent area.
- When designing new buildings and integrating them into the Vršovice urban fabric base your design on the requirements and constraints outlined in the Regulatory Drawing. Justify any deviations from these requirements and constraints. However, the design must be feasible even if it were not possible to discuss changes to the Regulatory Drawing with the City of Prague and Prague 10.
- Propose project phasing with each phase comprising 150 to 250 apartments. Each phase will include a self-contained functional unit with its own basement, connections, etc. The council residential building will have its own phasing, including project preparation. The development phasing should also take into account the necessary relocation of the existing high voltage switching station
- The entrances to retail outlets and residential building lobbies shall be preferably from the public spaces to create an active ground floor.

#### Tasks for the Competition Area:

- Propose options for extending the north side of Kodaňská Street, taking into account the existing buildings.
- Examine the pedestrian connection between Kodaňská Street and 28. pluku Street across the existing ambulance station.

## 4.2 FUNCTIONAL MIX

- the active ground floor should make up at least 30% of the length of the facade.
- As part of the non-residential area in the buildings owned by Daramis allocate about 450 m<sup>2</sup> for at least two medical practices.
- On the ground floor of the council residential building design spaces either for services or civic amenities, with flexible layouts that allow for modifications and refit without interfering with the load-bearing structures.
- Design urban style housing on the upper floors of the council residential building.
- Design a stand-alone kindergarten with four classrooms and a fenced garden situated in the block development.
- Note: The mix of flats, floorplan requirements for apartments, kindergarten and non-residential spaces will be specified to selected teams in the invitation to participate in the Competition.

### Tasks in the Competition Area:

- The design idea of the development along the north side of Kodaňská Street shall consider residential function and an active ground floor.

The Competition Site development will be predominantly residential. A section of the ground floor along Kodaňská Street, and possibly in other places too, non-residential functions such as retail outlets, services, and civic amenities will be located, which will help to activate the nearby public spaces. The block of buildings will include the residential building the ground floor of which will be used for civic amenities. The kindergarten will be part of this block.

In their designs of the new block, the contestants should propose an effective building program with a suitable combination of residential functions, commercial uses, and civic amenities, as well as a diverse mix of activities in public spaces and courtyards, or open spaces within the development.

### Tasks for the Competition Site:

- The upper floors above the non-residential ground floor in the part of the block owned by Daramis shall perform residential function. The design of the residential part shall represent modern and comfortable housing suitable for a diverse range of residents, including young professionals, families with children, and seniors. The design shall include diverse types of apartments, from studios to larger family apartments, with an expected flat mix ranging from 1+kk to 4+kk. Emphasize flexibility in the design to accommodate different lifestyle needs and create a welcoming and inclusive environment that promotes community life.
- On the ground floor of the buildings owned by Daramis where a busy pedestrian traffic is expected, design retail outlets and services that will communicate well with the adjacent streets and made them more vibrant. On Kodaňská Street,

## 4.3 PUBLIC SPACES AND GREEN INFRASTRUCTURE

The block shall be permeable, and the proposed public spaces of the block will complement the Vršovice public spaces. There will be a fenced garden belonging to the kindergarten. Some of the open spaces of the block will also serve to the future development nearby.

In their designs the contestants shall propose ideas how to make the adjacent streets more active and vibrant, especially Kodaňská Street. In their designs for the inner courtyard and public spaces linked to the block, the contestants should come up with a vision for their active use, taking into account the changing conditions throughout the year and the specific requirements for day and night-time operation.

### Tasks for the Competition Site:

- Design passages through the block with regard to the existing or planned significant pedestrian and cycle routes in the area.
- As part of the development, design a public space of local importance that will allow for a wide range of uses by all age groups and throughout the year, but at the same time will not disturb the residents of the new development. The ideal place for this function might be at the intersection of Arménská and Moldavská streets.
- Some of the open spaces associated with the block and linked to the residential part of the buildings should be primarily private or semi-private.

- Treat the nearby streets in the way that reflects their importance.
  - Consider Kodaňská Street as an urban boulevard approximately 26 m wide.
  - Consider Moldavská and Kavkazská streets as local streets with a minimum width of 16 m.
- Design the streetscape of Kodaňská Street so that it better reflects the character of an urban boulevard, i.e., active and vibrant, lined with trees and other vegetation, and promoting pedestrian and bicycle traffic while retaining a portion of the parking capacity.
- Examine the possibility of planting tree lines and installing other blue-green infrastructure features in Kavkazská and Moldavská streets.
- Include the fountain „Stone Composition“ by Karel Kronych in the design of public spaces.
- Design a comprehensive rainwater management system, both in the buildings and in the adjacent open spaces, with an emphasis on harvesting rainwater at the point of impact, maximising infiltration and evaporation, and minimizing runoff. Propose the integration of water management measures and vegetation elements into the green infrastructure utilizing the synergies between water and greenery.
- In your design, demonstrate compliance with the green area coefficient set out in the local plan.
- Examine the possibility of using the green roofs (roof gardens) for relaxation and recreational purposes.

## 4.4 TRANSPORT AND MOBILITY

The Vršovice district is well connected to the city centre and other districts by tram and bus lines, as well as a nearby train station.

The transport design concept for the area should propose an effective pedestrian, bicycle, and car traffic. The aim is to create an environment that promotes sustainable mobility and minimizes the adverse impact of car traffic on public spaces.

Parking for the new block will primarily be provided in the underground garages. Parking on streets should be designed primarily as short-term parking for visitors to civic amenities, shops, and services in the new development. The aim is to avoid the undesirable visual impact of parked vehicles on valuable public spaces.

### Tasks for the Competition Site:

- Design a comprehensive approach to the pedestrian and bicycle traffic with respect to the main traffic flows in the area.
- Taking into account pedestrian routes from start to end in the wider area, propose passages through the block designed for pedestrian and bicycle traffic. It is necessary to consider the following:
  - Connection from Kodaňská Street towards Arménská Street (or towards Svatopluka Čecha Square),
  - Connection to Altajská Street and Vršovická Street
  - Possible new connection towards Novorosijskaja and 28. pluku streets.
- Access for deliveries to the new block shall not load the main public spaces and pedestrian areas. Take advantage of the topography of the area.

- Parking for residents shall primarily be in the underground garages. The number of parking spaces shall be derived from the requirements specified in the Prague Building Regulations and shall reflect the program and mix of functions of the proposed development.
- On the ground level, consider primarily short-term parking designed mainly for shop customers and visitors to the civic amenities located in the new developments.
- Integrate cycle path safety measures into the profile of Kodaňská Street. This cycle path will be part of the main cycle route of the Prague Citywide Cycle Route System. The cycle path shall be physically separated from road traffic.
- Depending on the proposed functional use of the buildings, design adequate bicycle access and parking. Design adequate cycling infrastructure to meet the needs of residents of the new development and visitors to the civic amenities. Long-term bicycle parking should be secure, covered, and easily accessible, while short-term parking should be strategically located near key points such as entrances to the residential buildings, civic amenities, and retail outlets.
- The design of public spaces shall consider requirements for barrier-free access with respect to their topography.

### Tasks for the Competition Area:

- The concept idea of pedestrian connections should take into account possible connections to Novorosijskaja Street and 28. pluku Street.

## 4.5 UTILITIES AND ENERGY DESIGN

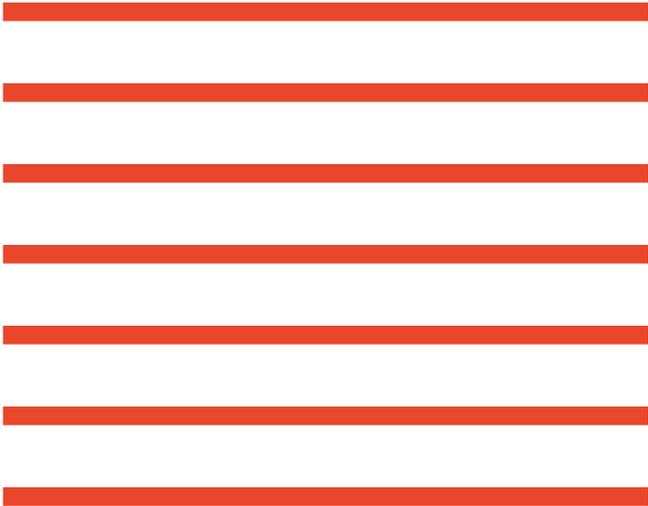
The area to be addressed is part of stabilised development with adequate capacity of all utility networks.

The utility and energy design of the new development should emphasise sustainability, efficiency, and minimal environmental impact. Contestants should submit innovative designs implementing advanced technologies into the buildings and the entire area, taking into account long-term operational sustainability as well as economic and environmental aspects.

### Tasks for the Competition Site:

- Design connections to the existing utility infrastructure including necessary facilities which will be in harmony with the built environment while allowing easy access for maintenance. The design should provide seamless connection to the existing networks while allowing for future expansion or modernization of the infrastructure.
- Propose an integrated energy management system that includes heating, ventilation, and energy distribution systems. The proposed design should be technically feasible and economically sustainable in terms of both construction and long-term operation.
- Consider using renewable energy sources such as solar panels or heat pumps and explore the possibilities of using waste heat and smart energy management systems.
- Address the relocation of the existing HV switching station in the design.

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**Urban Design and Architectural Competition  
Kodaňská 1441, Prague – Czech Republic  
General Competition Brief**

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