

CENTER OF INTERNATIONAL COOPERATION  
«ATLAS»



АТЛАС



центр международного  
сотрудничества

## INTRODUCTION

- ✓ An interagency working group was founded by the Ministry of the Regional Development of the Russian Federation, Order No. 74 dated March, 18, 2014, through the Russian Cities Union aiming at selection of pioneering projects of supercity development .
- ✓ On June 20, 2014, the project of Chelyabinsk supercity (having status of federal importance) was listed in the pioneering projects basing on the decision of the interagency working group.
- ✓ Within Chelyabinsk supercity one of priority projects was dedicated to the creation of an exhibition complex to host federal and international events.
- ✓ To carry out the project the conception of **Center of international cooperation “Atlas”** was developed, the main principles of which will be presented herewith.



## PROJECT RELEVANCE

Chelyabinsk region and Chelyabinsk supercity vividly need a multifunctional and high-tech exhibition complex that should become one of strategic development factors for the Southern Urals.

The creation of such complex will impulse not only exhibition services but whole production development.

Synergetic effect of such complex will allow creating breakthrough scientific, cultural and technological potential of Chelyabinsk region from accumulative factors of holding regional, federal and international events.

Absence of analogous or comparable competitors in the Urals allows the complex to occupy marketplace between classic exhibition, logistic and trade centers.



## PROJECT RELEVANCE

Close location to route M5 simplifies building of effective regional and interregional relations including such objects as exhibition centers Yekaterinburg Expo and Astana Expo creating a single system of convention and exhibition activity.

Multifunction and development of additional sectors: cultural and leisure, hotel, innovation and technological activity creates additional terms for market reliability ensuring inner diversification of the project.

Within Chelyabinsk supercity project execution such complex will set a precedent of complex and harmonious territory development as one integration “nuclear” of newly built parts of “Great Chelyabinsk”

The complex becomes a milestone for Northwest Chelyabinsk and Sosnovskiy district of Chelyabinsk region development ensuring creation of new high-effective business territory on the border of the largest Chelyabinsk dormitory suburbs.







# **ГРАДОСТРОИТЕЛЬНАЯ КОНЦЕПЦИЯ РАЗВИТИЯ ТЕРРИТОРИИ ДЛЯ РАЗМЕЩЕНИЯ ЦЕНТРА МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА "АТЛАС" в Сосновском районе Челябинской области. Аналитические схемы приоритетного направления размещения международного центра "АТЛАС".**

ОАО институт ЧЕЛЯБИНСКИЙ ПРОЕКТПРОЕКТ

Основной генерализованной концепции развития территории стало рассмотрение трех основных аспектов, как единой системы:

1. Нормативно-правовой аспект;
2. Социально-экономический аспект;
3. Архитектурно-градостроительный аспект.

Непротиворечивый синтез анализа этих трех аспектов позволит говорить о создании действующей системы функционирования нового комплекса. Именно такое триединство - "польза, прочность, красота", где прочность - правовая обеспеченность, польза - экономическая эффективность, красота - градостроительная логика и целесообразность, позволит создать благоприятные условия для существования и развития территории.



## **Преимущества развития северо-западного направления**

1. Развитие общественного центра города Челябинска в сторону нового северо-западного планировочного района. Этому есть свои причины: большая плотность населения, относительно новые и широкие створы улиц, современная инженерно-транспортная инфраструктура. Т.е. происходит сокращение времени "доступности центра".
2. Отсутствие крупных производственных территорий, что, как правило, является препятствием для развития нового строительства.
3. Современные транспортные связи.
4. Большой природный потенциал территории.
5. Наличие свободных территорий.



# **ГРАДОСТРОИТЕЛЬНАЯ КОНЦЕПЦИЯ РАЗВИТИЯ ТЕРРИТОРИИ ДЛЯ РАЗМЕЩЕНИЯ ЦЕНТРА МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА "АТЛАС" в Сосновском районе Челябинской области. Аналитические схемы приоритетного направления размещения международного центра "АТЛАС".**

ОАО институт ЧЕЛЯБИНСКИЙ ПРОЕКТПРОЕКТ

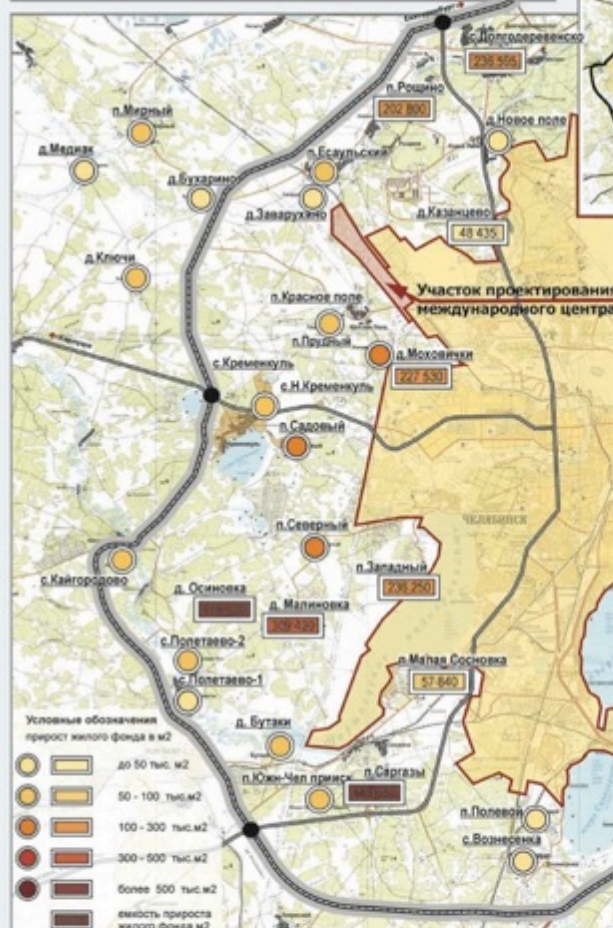
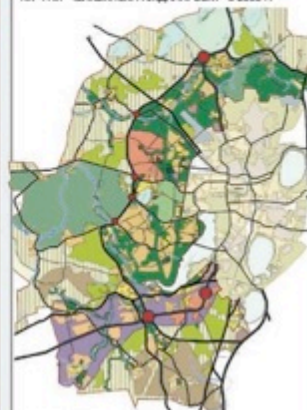
На основании решения Министерства регионального развития РФ, приказ №74 от 18 марта 2014 года, и решения неэкспертной рабочей группы от 20 июня 2014 года, в состав пилотных проектов по развитию городских агломераций включен проект развития Челябинской агломерации - со статусом Федерального значения.

В рамках Челябинской агломерации, одним из приоритетных, определен проект создания выставочного комплекса для проведения мероприятий федерального и международного уровней. С целью реализации проекта разработана концепция "Центра международного сотрудничества "АТЛАС".

Существующая плотность населения прилегающих районов Челябинска



Схема планировочной организации Сосновского района Челябинской области, выполненная ПК "ТИИ ЧЕЛЯБИНСКОГРАДПРОЕКТ" в 2008 г.



Исторически сложившаяся высокая относительная плотность на территории Курчатовского и Калининского районов предполагает сечение и дальнейшее развитие общественно-деловой функции центра в северо-западном направлении. Транспортные коридоры в данном направлении реализуются с учетом высокого уровня автомобилизации.

В соответствии со схемой территориального планирования Челябинской области населенные пункты Сосновского р-на имеют возможность территориального роста, что приведет к увеличению жилого фонда н.п. На схеме приведены максимальные показатели прироста жилого фонда (м2 общей площади) по северо-западному сектору Сосновского р-на.



## AIMS AND TARGETS OF THE PROJECT

- ✓ Realization of public relations of Chelyabinsk region and Chelyabinsk supercity,
- ✓ Marketing of academic, cultural, industrial and technological potential of Chelyabinsk region at federal and international scale,
- ✓ Organization of permanent Rep.offices for Chambers of Commerce and Industry of EEU, SCO and BRICS countries,
- ✓ Arrangement of conditions for creation and functioning of regular international and Russian thematic exhibition fairs,
- ✓ Organization and hosting of scientific, cultural, concert and sport events on the territory of the complex.



## DESCRIPTION OF THE PROJECT

**Center of international cooperation “ATLAS”** is a multifunctional center that will:

- provide goods marketing of scientific, agricultural and industrial sector of Chelyabinsk region and Ural Federal District (first pioneering project within Chelyabinsk supercity),
- connect the Southern Ural Transport Logistics Complex, Chelyabinsk Balandino Airport and cargo-passenger traffics of Trans-Siberian Railway as a single logistics system.

**Center of international cooperation “ATLAS” is projected to be situated on the northern border of Chelyabinsk city (gateway along Molodogvardeitsev st.,) on the territory of Sosnovskiy district, Krasnoye Pole area.**



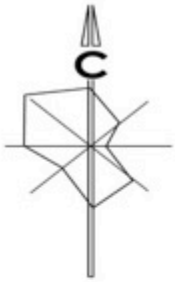
## THE BASIS FOR PROJECT LOCATION SELECTION

- **Vacant land plot of 136 Ha:** private ownership, no impairment,
- **Transport accessibility,** gateway to Chelyabinsk ringway (existing motorway through Krasnoye Pole and planned expressway from Molodogvardeitsev st. along the land area till Chelyabinsk ringway),
- **Energy security:** electricity, gas, water, sewer,
- **Human resources:** micro district “Zvezdnyy” (over 70 thousand people) is planned and built on the border of the land plot; its capacity is two million sqm of housing on the territory of which a residential quarter of close-together arrangement for foreign employees is planned.





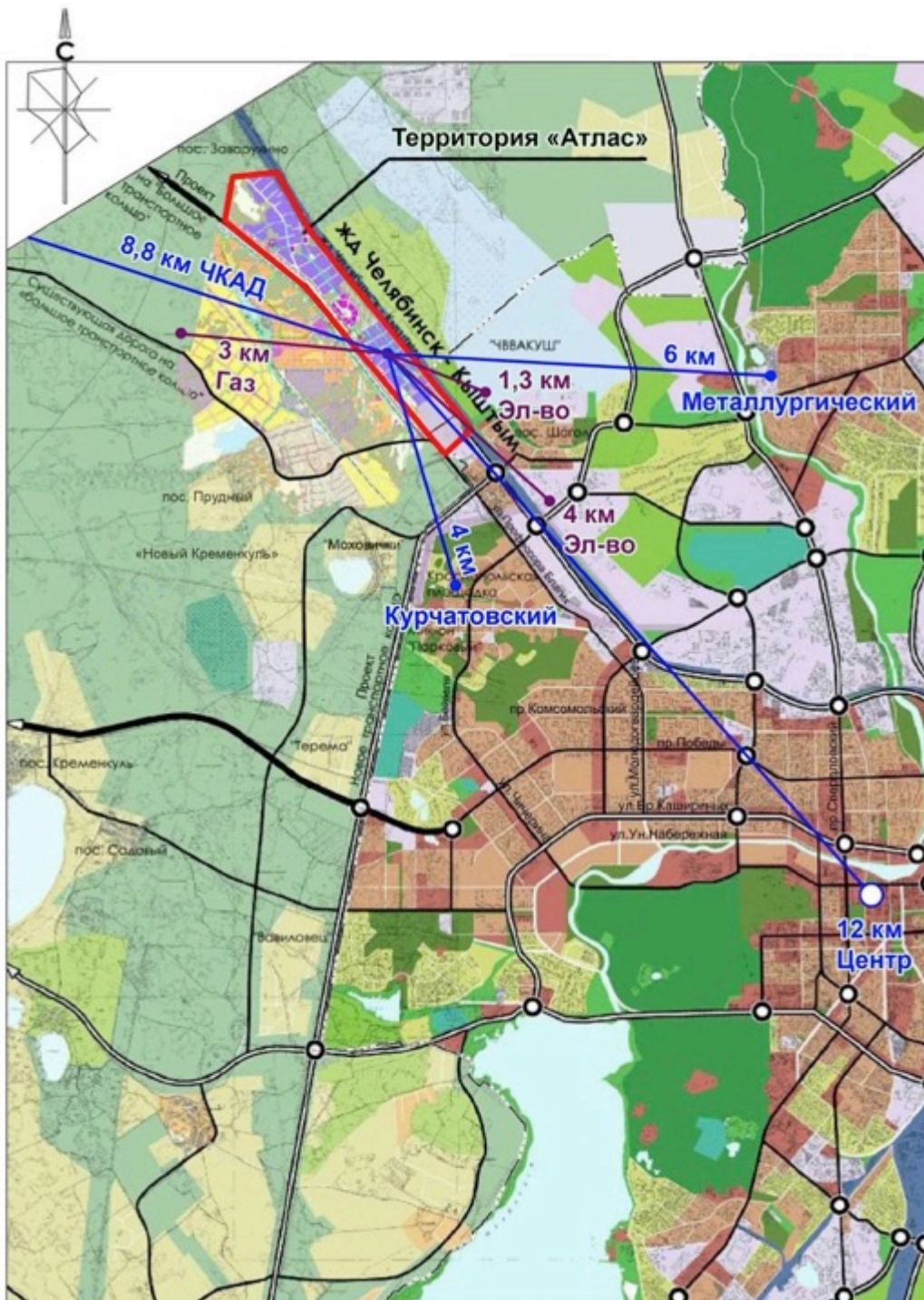
# AEROPHOTOGRAPHY OF CONSTRUCTION SITE











# SITUATIONAL PLAN

## SECURITY

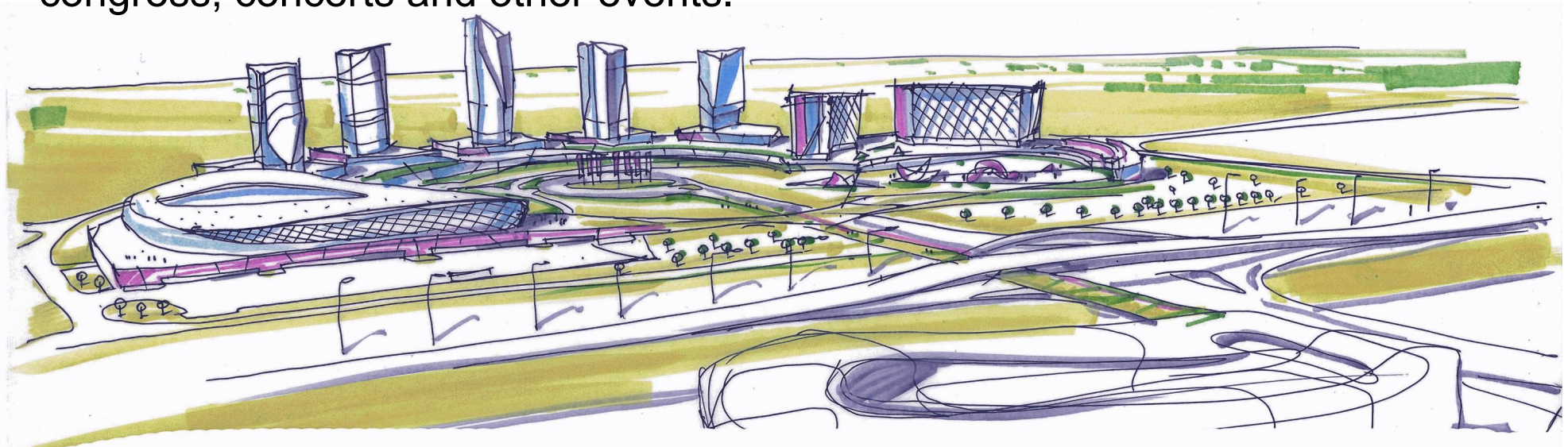
## ENERGY RESOURCES

- Power supply:
  - Substation "Polevaya", the owner of "IDGC of Urals" - the removal of 1,3 km.
  - "Ariant" substation, owner of the private company "Ariant" - removal of 4 km
- Gas supply - at a distance of 3 km. Passes the high-pressure gas pipeline "Bukhara-Ural";
- Water supply - underground sources located at depths from 100 to 150 meters below the surface of the earth;
- Sewerage - at a distance of about 300 meters there is a functioning sewage pumping station of the micro district "Starry"



## CENTER OF INTERNATIONAL COOPERATION “ATLAS” CONSISTS OF THE FOLLOWING OBJECTS

**“Great Chelyabinsk”** is a dominating structure of the project including congress hall of five thousand people capacity, small halls, administrative office rooms, restaurants, five star hotel and auxiliary rooms. **Aim** - hosting forums, congress, concerts and other events.



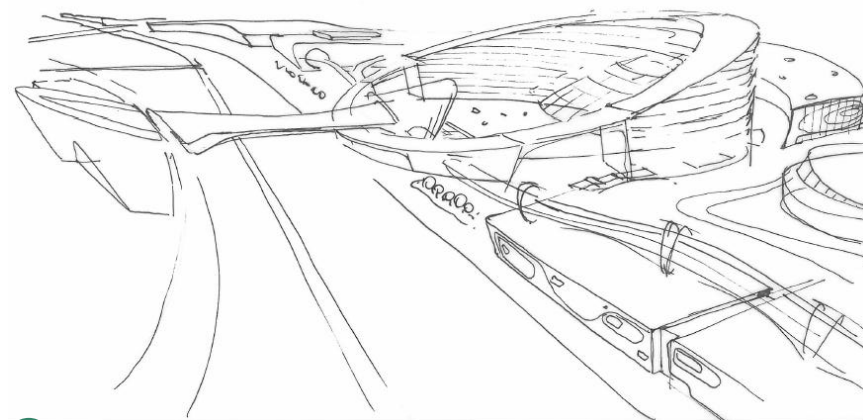
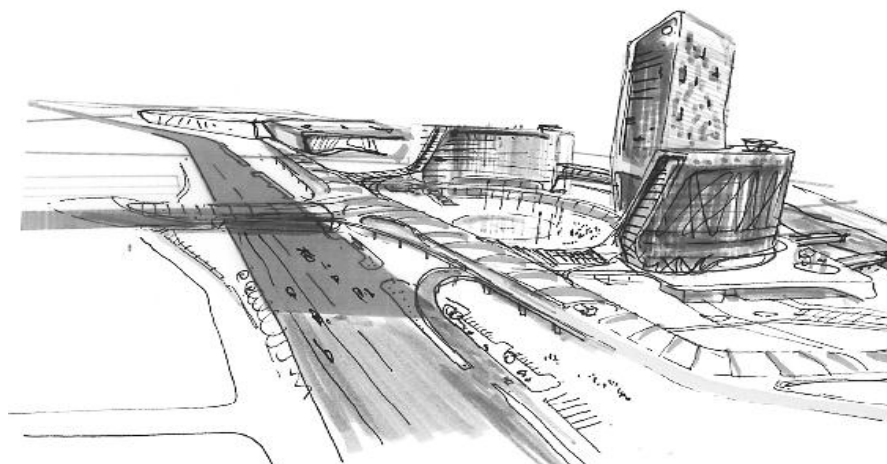
Sketch - search for an architectural image. The company "Other perspectives"



## THE FOLLOWING OBJECTS

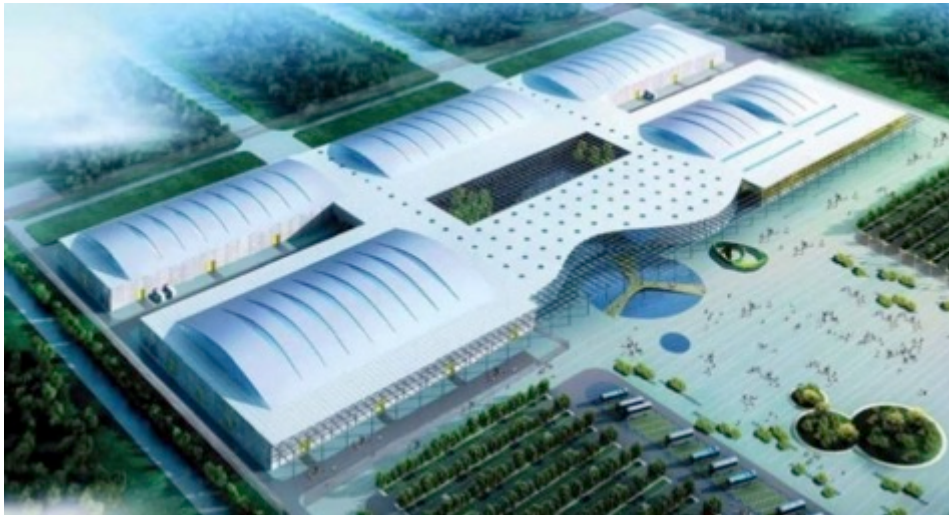
**“Synergia city”** are the buildings of innovative and engineering technopolis. Dedication: allocation of offices, laboratories and green knowledge-intensive manufacturing. Residents: IT-companies, engineering companies, Rep.offices of R&D companies Closed Administrative-Territorial Units Snezhinsk, Ozersk, Trekhgorniy.

**Aim** – science commercialization, allocation of small innovative enterprises, marketing and manufacturing application through exhibition complex by selecting willing partners. Study, application and implementation of foreign technology and engineering decisions in home-grown technology.



## THE FOLLOWING OBJECTS

**“ATLAS-EXPO”** is a large exhibition fair complex consisting of outdoor areas and three transformer buildings. **Aim** - hosting fairs, exhibitions at federal and international scale. For a more efficient economical usage of the exhibition area the buildings are engineered with a possibility of hosting sports competitions for court sports (extensible grandstands, illumination, sound effects, information board).



## THE FOLLOWING OBJECTS

**“Country of the cities”** is a small exhibition complex, six separate buildings for permanent Rep.offices of Chamber of Commerce and Industry and companies of EEU, SCO and BRICS countries.

### **Aim:**

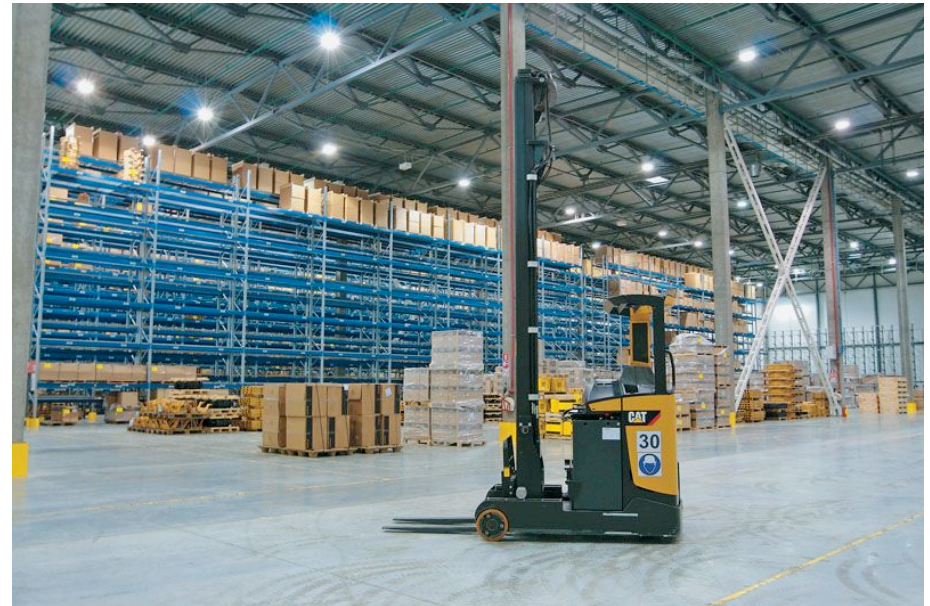
- Creation of full and permanent center of international cooperation on the territory of Chelyabinsk supercity to mobilize investments to Chelyabinsk region economy,
- Build up of logistics flows through Chelyabinsk region to facilitate economic interests of Ural Federal District and the surroundings ,
- Development of positive image of Chelyabinsk region at the international scale as a territory favourable to business conduct and presentation of business interests of the Russian Federation partner countries.





## THE FOLLOWING OBJECTS

**“ATLAS-LOGISTICS”** is the complex consisting of three zones: zone A for foodstuffs a center of customs service and logistics, clearance of exhibited goods and samples to be marketed on the territory of Russia, zone B is a logistics storage. **Aim** – economic efficiency increase of the complex “Atlas Expo”.





## THE FOLLOWING OBJECTS

**Hotel facilities** consist of two hotel categories: 3 and 4 star hotels internationally recognized. **Aim** – providing maximum comfort for the guests-participants.



## THE FOLLOWING OBJECTS

### **Complex of sports and entertainment, shopping and recreational buildings and structures**

The goal is the creation of a friendly environment for people on the territory of the Center for International Cooperation "ATLAS". Increase in the payback of the project as a whole, due to attraction of residents of Chelyabinsk, Chelyabinsk region and adjacent territories.

The placement of these facilities on the territory of the "ATLAS" Center for International Cooperation is conditioned by the convenience of transport logistics for out-of-town visitors of the city of ChelyabinskЦентр водных развлечений

- **«ATLAS-AQUA»** - large-scale project of a sports and entertainment complex;
- **«OFF ROAD»** - a large pedestrian covered bridge across the highway, with the function of a shopping and entertainment center;
- **PARK Culture and Recreation Park «ATLAS-PARK»** – recreational recreation area and cultural entertainment.



## THE FOLLOWING OBJECTS

The «**ATLAS-AQUA**» Water entertainment Center is an amusement park on the water, on ice and on land, including a water park, a sports pool, an artificial ice rink, a seven-seat cinema, a fitness club, a hotel and parking lots.

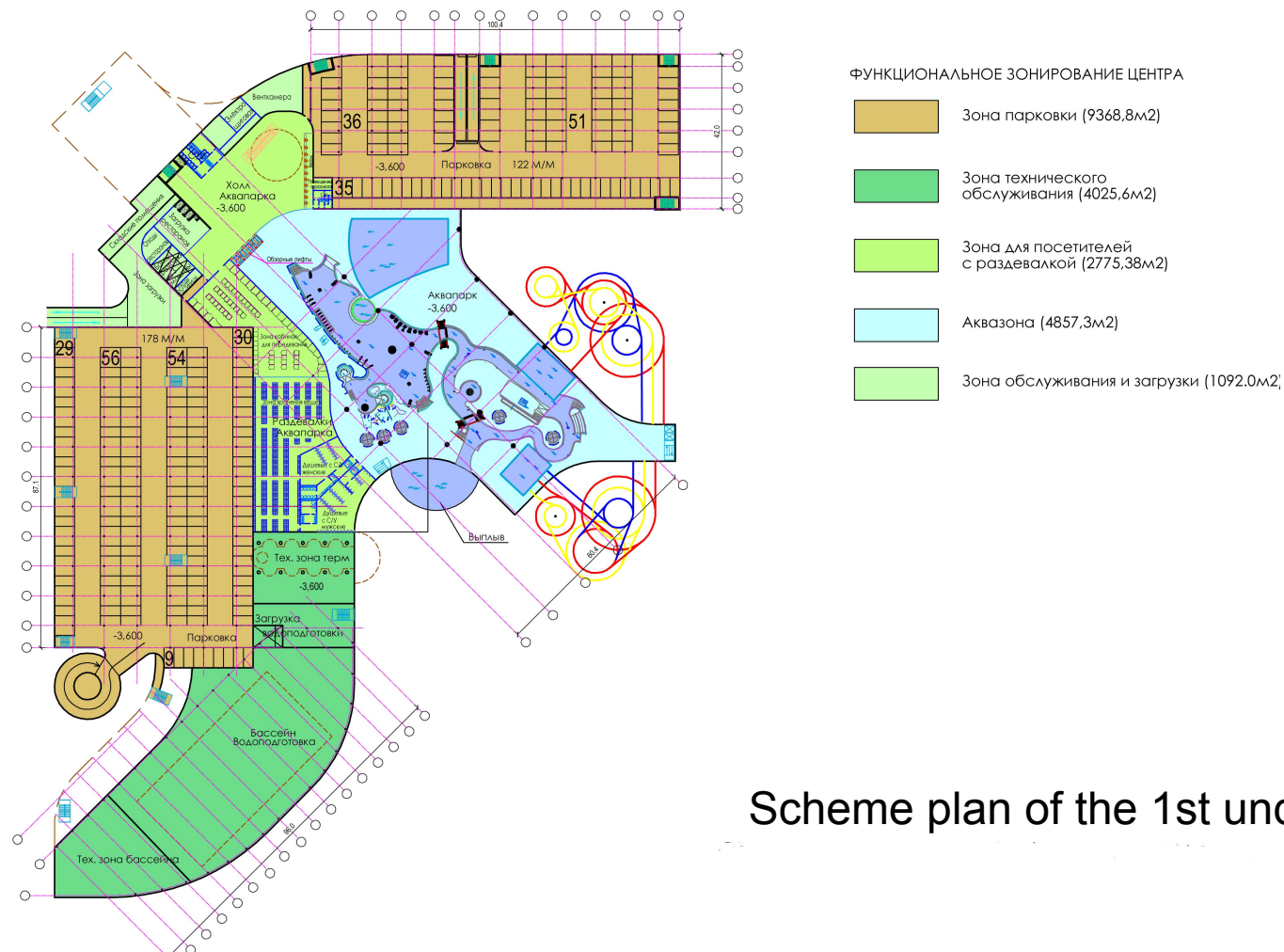
The proposal to design the largest water recreation center in the Urals region was obtained from one of the oldest design organizations in the CIS: Minskgrazhdanproekt, Minsk, Republic of Belarus.





# THE FOLLOWING OBJECTS

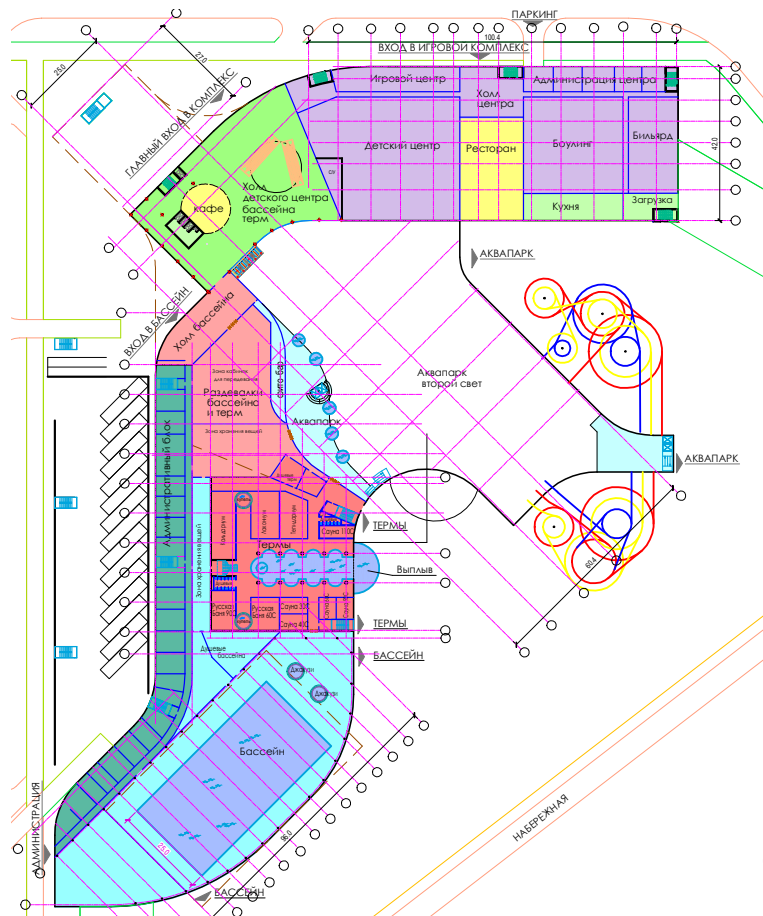
## «ATLAS-AQUA» - Water entertainment Center



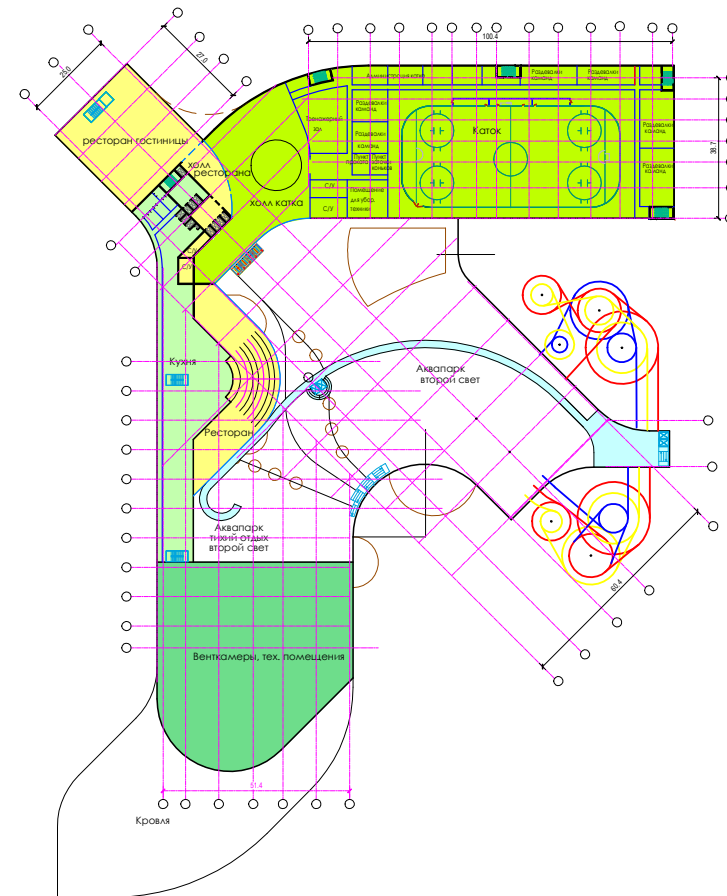
Scheme plan of the 1st underground floor



## «ATLAS-AQUA» - Water entertainment Center



## SCHEME OF THE PLAN OF THE 1st FLOOR



## SCHEME OF THE PLAN OF THE 4<sup>th</sup> FLOOR

## THE FOLLOWING OBJECTS

**"OFF ROAD"** - a large pedestrian covered bridge across the highway, with the function of a shopping and entertainment center.





## THE FOLLOWING OBJECTS

**PARK Culture and Recreation Park «ATLAS-PARK»** – recreational recreation area and cultural entertainment.



**АТЛАС**

центр международного  
сотрудничества



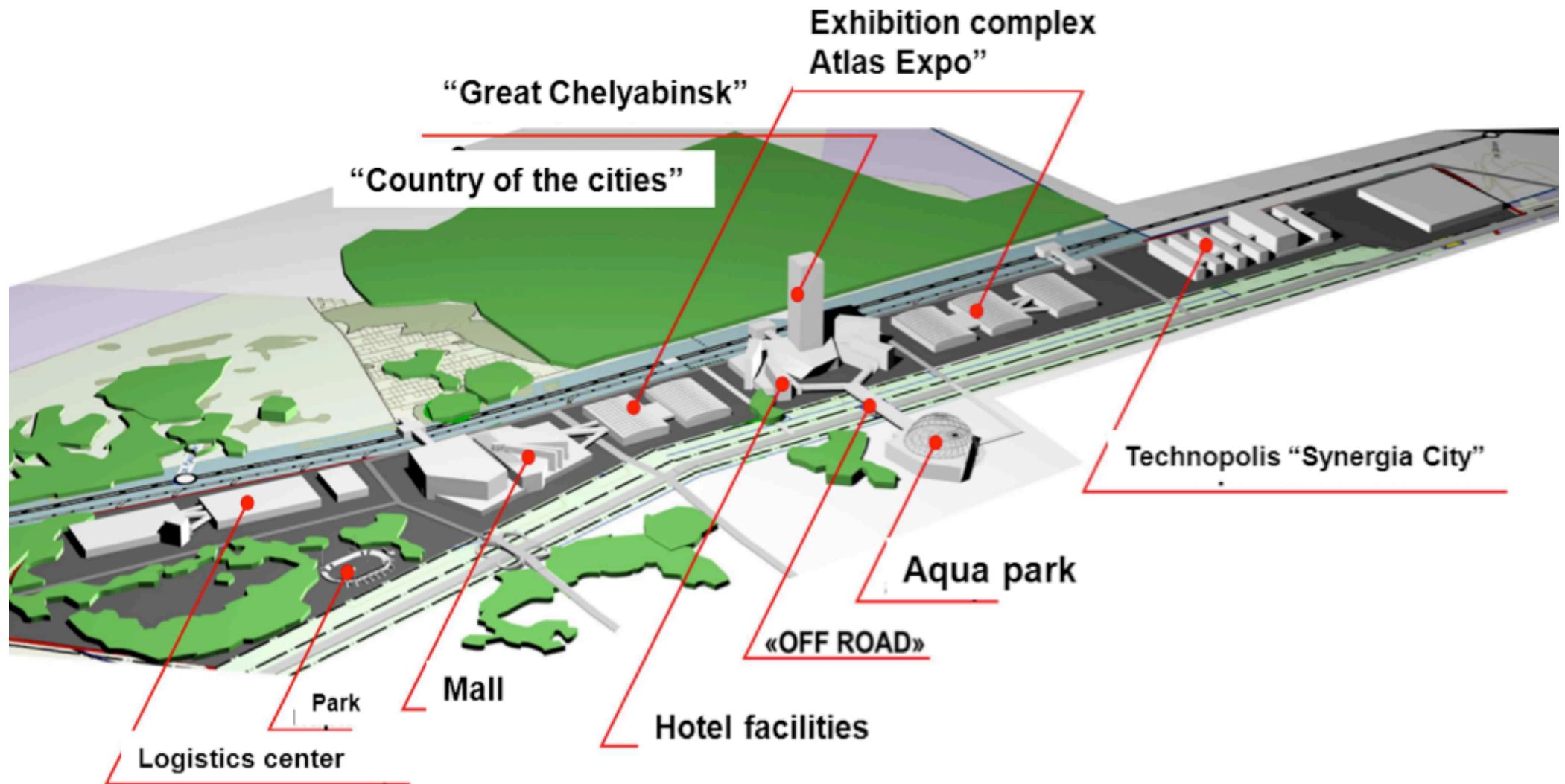
## THE FOLLOWING OBJECTS

### INFRASTRUCTURAL OBJECTS

- **Infrastructural technological zone** - consists of engineering buildings and structures that provide operation and life support of the complex:
  - ◆ Cascade of electrical substations with voltage transformation from 35 to 0.4 kV;
  - ◆ The system of deep wells with water treatment units that provide all objects with drinking water;
  - ◆ Gas distribution station, supplying objects from the main gas pipeline;
  - ◆ The gas boiler-house is a source of heat supply for all CMS objects
- **The transport accessibility of the “ATLAS” Center for International Cooperation is provided by:**
  - ◆ automobile passenger, passenger and freight transport;
  - ◆ two railway stations - a passenger station in the area of the fairground and exhibition center and a freight station in the area of the logistics complex.



# COMPOSITION OF CIC “ATLAS” PROJECT AREA



# TECHNICAL AND ECONOMIC INDICATORS OF THE PROJECT

- **The area of the plot is** - 136 hectares;
- **Congress-Hall "GREAT CHELYABINSK"** - 61 000 m<sup>2</sup>;
- **Technopark "SYNERGY CITY"** - 70 000 m<sup>2</sup>;
- **"ATLAS EXPO"** - Total area - 105 000 m<sup>2</sup> and 10 000 cars:
  - ◆ **The exhibition center** of variable exposures - 3 buildings of 20 000 m<sup>2</sup> of covered areas and 15 000 m<sup>2</sup> of outdoor exhibition grounds;
  - ◆ **"COUNTRY OF CITIES"** (small exhibition complex) - 6 buildings of 5 000 m<sup>2</sup>;
- **"ATLAS-LOGISTICS"**:
  - ◆ **ASC class "A"**, 200 thousand pallets, area - 100,000 m<sup>2</sup>;
  - ◆ **TLK class "B"**, 120 thousand pallets, area - 48,000 m<sup>2</sup>;
  - ◆ **CAC "ATLAS-AQUA"** - sports and entertainment complex - 105 000 m<sup>2</sup>;





# TECHNICAL AND ECONOMIC INDICATORS OF THE PROJECT

## ➤ **Hotel complex CIC "ATLAS"**

- ❖ "CIC", class - 3 \*, numbered capacity - 600 numbers,
- ❖ "INTERNATIONAL", class - 4 \*, numbered capacity - 200 numbers,
- ❖ "AKVAGOSTINITSA", in the Water Entertainment Center, class - 3 \* 150 rooms;
- ❖ Hotel "GREAT CHELYABINSK" class - 5 \*, number capacity - 100 rooms;

## ➤ **The total number of rooms of CIC "ATLAS" is 1050 numbers**

- **"OFF ROAD"** - a large pedestrian covered bridge across the highway, with the function of a shopping and entertainment center - 30 000 m<sup>2</sup>;
- **"ATLAS-PARK"** - recreational zone - 20 hectares.
- The number of permanent jobs is 2100 (excluding workplaces for tenants, technoparks, etc.).



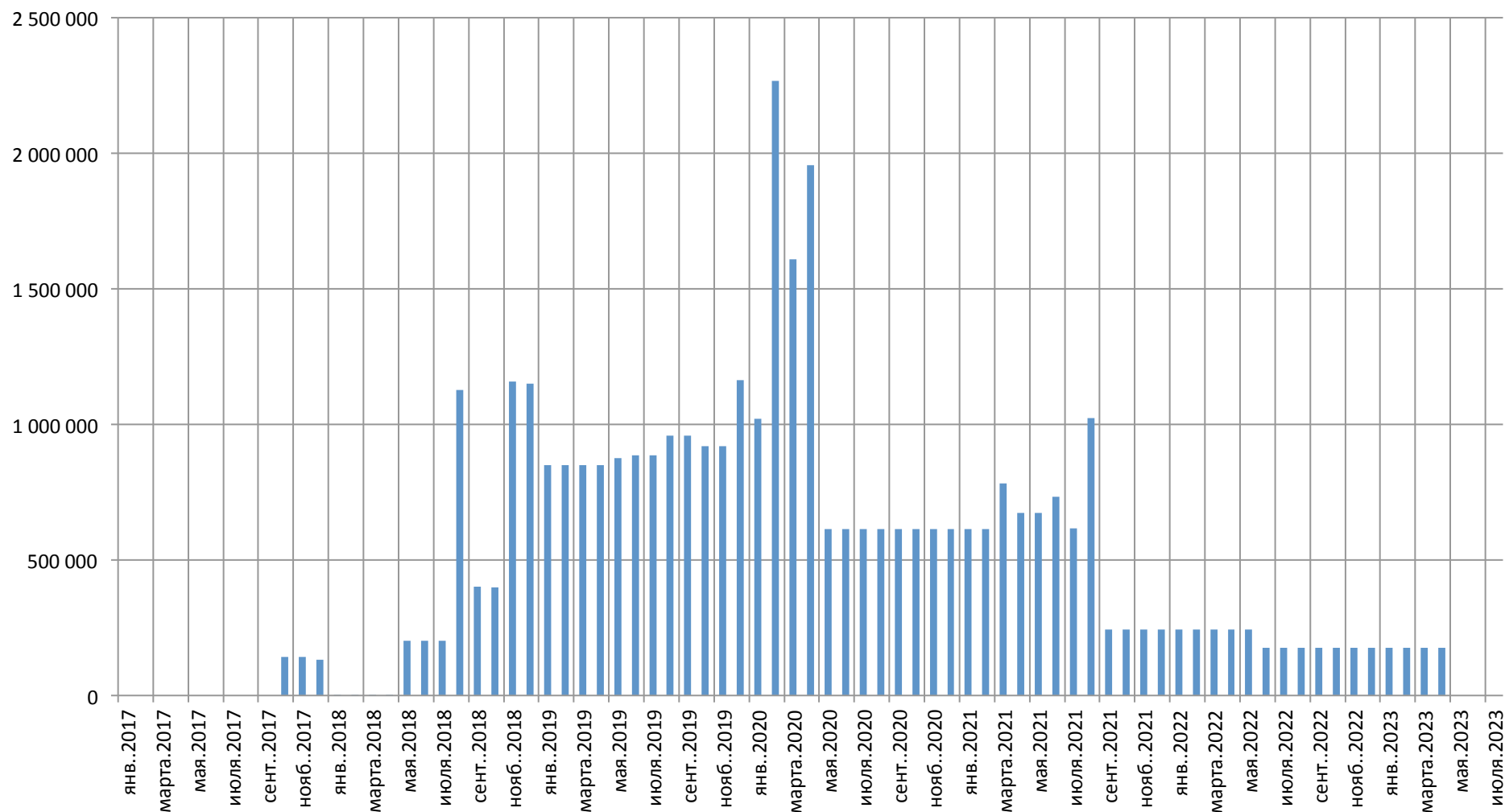
# ИНВЕСТИЦИОННЫЕ ЗАТРАТЫ

	Name of object	The Project Area (square meters)	Cost (thousand of rubles)	Cost (thousand of EUROS at the exchange rate 72 rubles./EURO)
1	2	3	4	5
1	Buyout of land plot	1 360 000	408 000	5 666,67
2	The planning area's project, including engineering surveys (Geology, geodesy, ecology)		24 500	340,28
3	Land plot planning considering the fulfillment of external lines	1 563 500	2 814 300	39 087,50
4	Product distribution center "A" Class	100 000	5 700 000	79 166,67
5	TLC "ATLAS-LOGISTICS". "B" Class	48 000	2 742 000	38 083,33
6	Exhibition complex of variable expositions "ATLAS –EXPO"	60 000	4 975 000	69 097,22
7	Exhibition complex of constant representative offices of foreign countries зарубежных стран "Country of the Cities"	30 000	2 375 000	32 986,11
8	Congress-Hall "Great Chelyabinsk"	61 000	5 970 000	82 916,67
9	4* class Hotel for 200 rooms	12 000	1 832 000	25 444,44
10	3* class Hotel for 600 rooms	22 500	1 144 000	15 888,89
11	Water entertainment Center "ATLAS-AQUA"	105 000	6 598 880	91 651,11
12	Recreational zone "Park for Recreation and Leisure"	200 000	1 480 000	20 555,56
13	Innovative and engineering center "SYNERGY-SITY"	70 000	2 925 000	40 625,00
14	Big roofed foot bridge "OFF road"	30 000	1 665 000	23 125,00
15	Unforeseen costs		445 000	6 180,56
16	The costs of the management company during the construction period		1 006 142	13 974,19
	<b>TOTAL project's expenses</b>		<b>42 104 822</b>	<b>584 789,2</b>



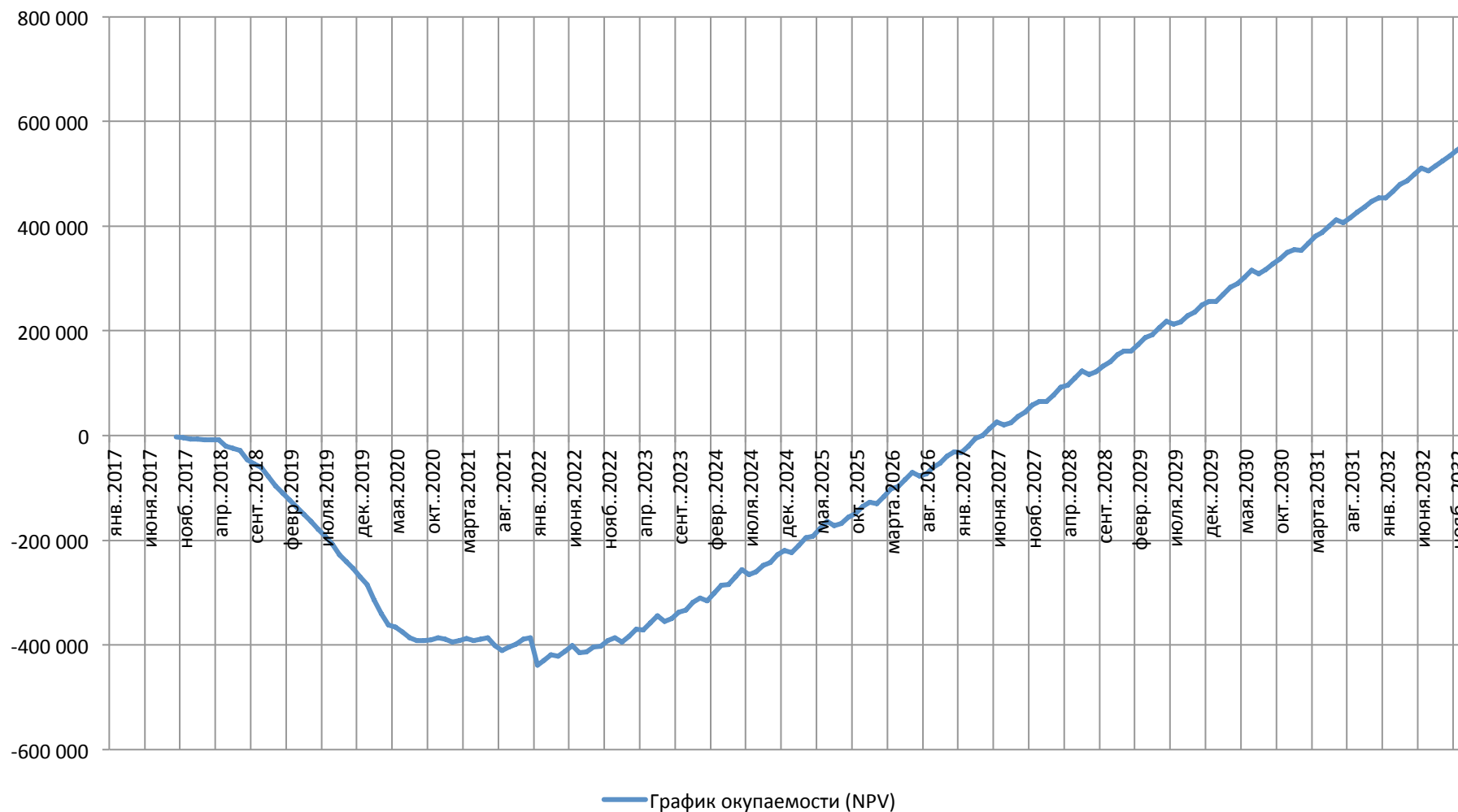
# TECHNICAL AND ECONOMIC INDICATORS OF THE PROJECT

## SCHEDULE OF INVESTMENT COSTS



# TECHNICAL AND ECONOMIC INDICATORS OF THE PROJECT

## SCHEDULE OF PURPOSE OF THE PROJECT (thousand EURO)



# TECHNICAL AND ECONOMIC INDICATORS OF THE PROJECT

## INTEGRAL INDICATORS OF THE PROJECT

Parameter	Rubles	Euros
Discounting rate, D (%)	4,00	1,50
Pay back period – PBP (months)	113	113
Discounted payback period - DPB (months)	123	116
Average Rate of Return - ARR, (%)	13,94	13,94
Net Present Value - NPV, тысяч	25 959 864,85	553 862,32
Productivity Index - PI	1,66	1,93
Internal Rate of Return - IRR, %	22,93	22,93
Modified Internal Revenue Rate - MIRR, %	7,48	5,97
Breakeven Point – BEP (months)	85	
Repayment of borrowings Period – RP (months)	114	
Total debts to assets (TD/TA), %	от 113,31 до 1,1	
Times interest earned (TIE), one time	от -13,35 до 4 851,33	

**The period of calculation of integrated indicators is 183 months**





## COMPETITION OF CONCEPTS OF PLANNING OF CIC "ATLAS"

LLC "Chelyabinsk Design Company" organized a competition of conceptual sketch projects of the complex.

The competition was attended by:

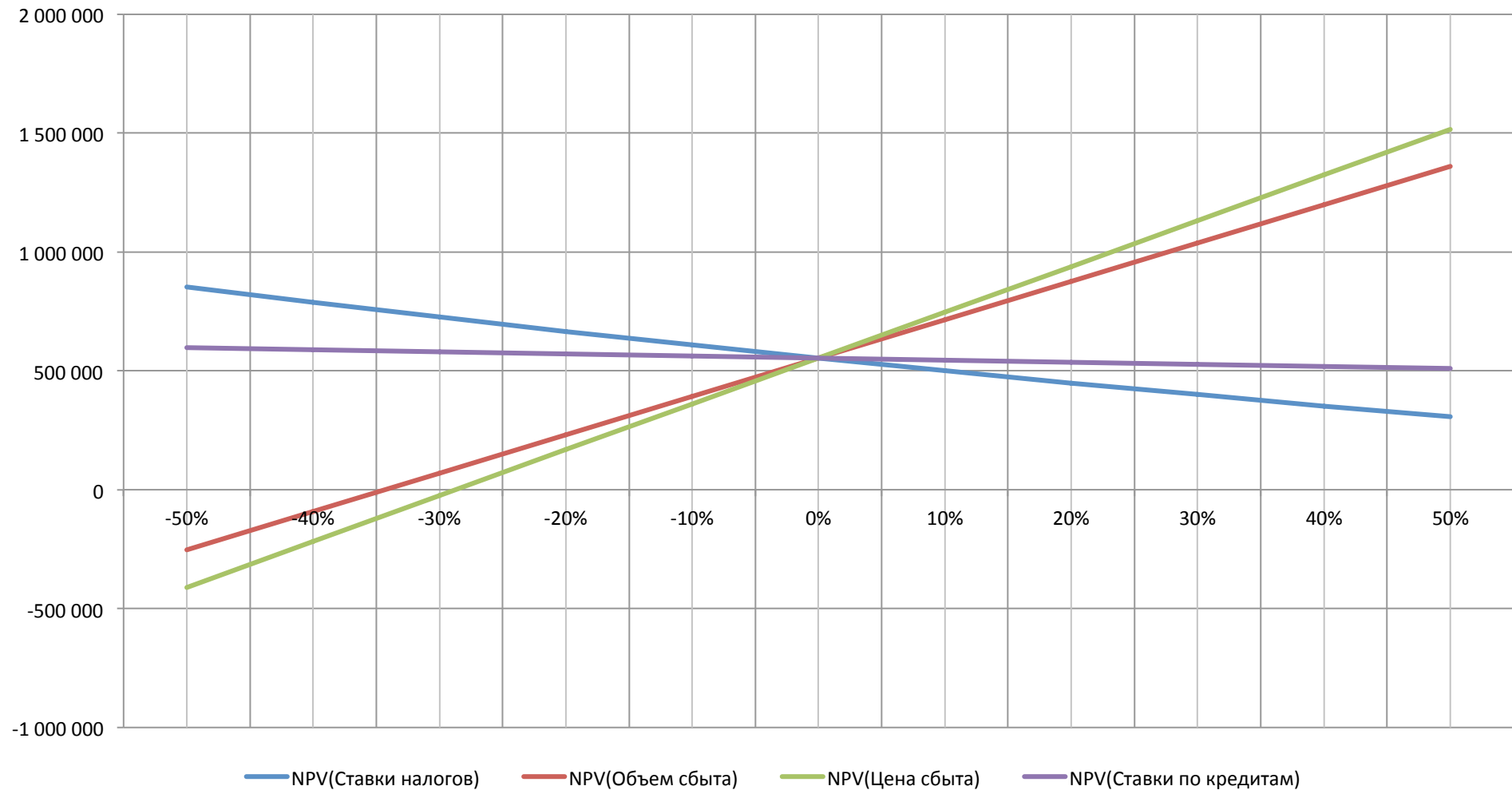
- JSC "Institute Chelyabinsk PROSTROI PROEKT", Chelyabinsk;
- **LLC "Other Perspectives - Architectural and Engineering Solutions", Moscow - a design company created by Turkish architects;**
- The company "M.K. 3, Moscow - was established in 1994 with the participation of French investments;
- LLC "Pro-Konkrit", Moscow - created by Italian architects;

The main results of the competition are presented in a separate presentation. The initiators are preparing an open discussion of the results of the competition in order to identify the basic concept of the "ATLAS" construction



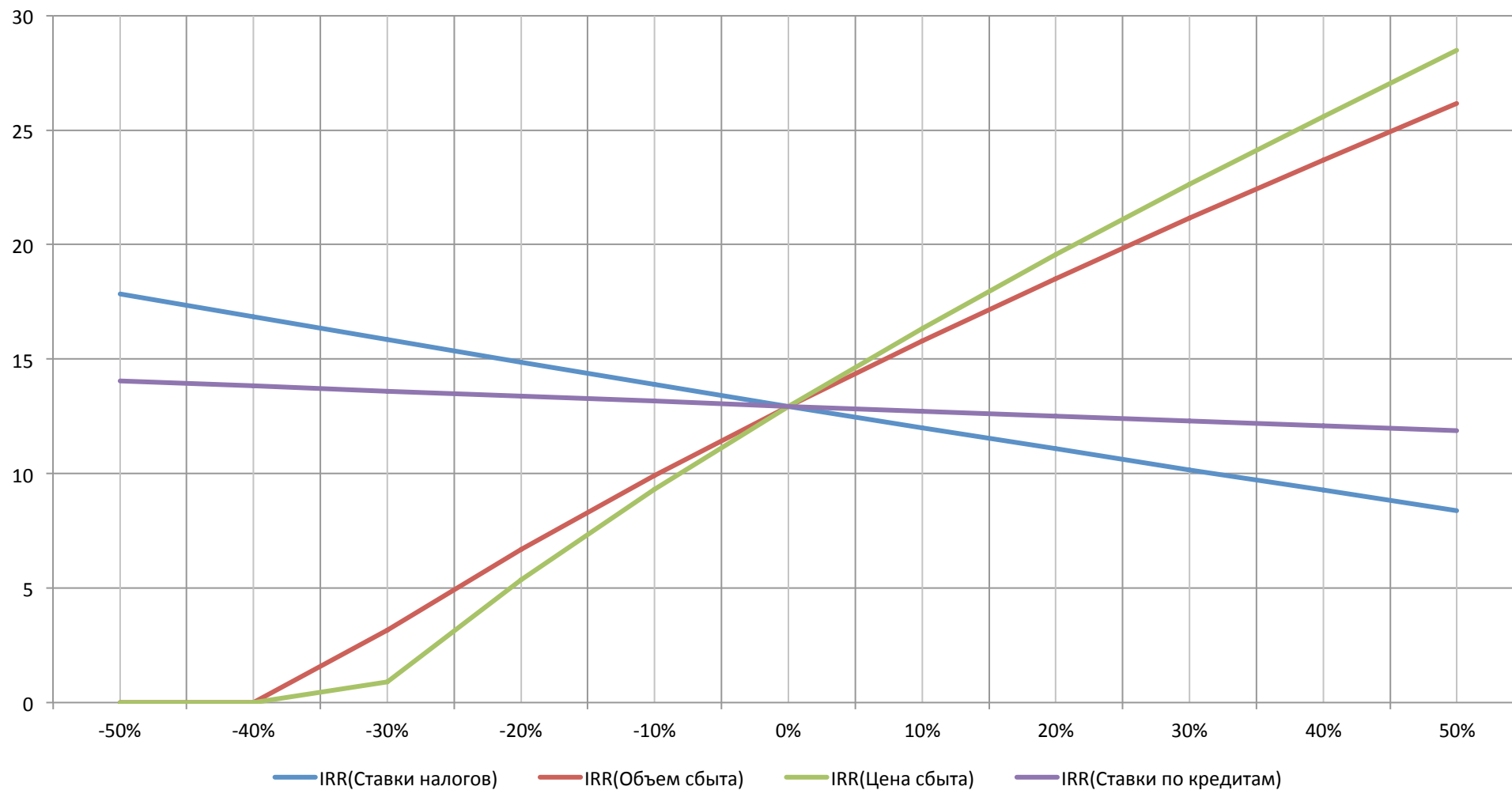
# PROJECT RISKS

## ANALYSIS OF SENSITIVITY BY NPV (thousand EURO)



# PROJECT RISKS

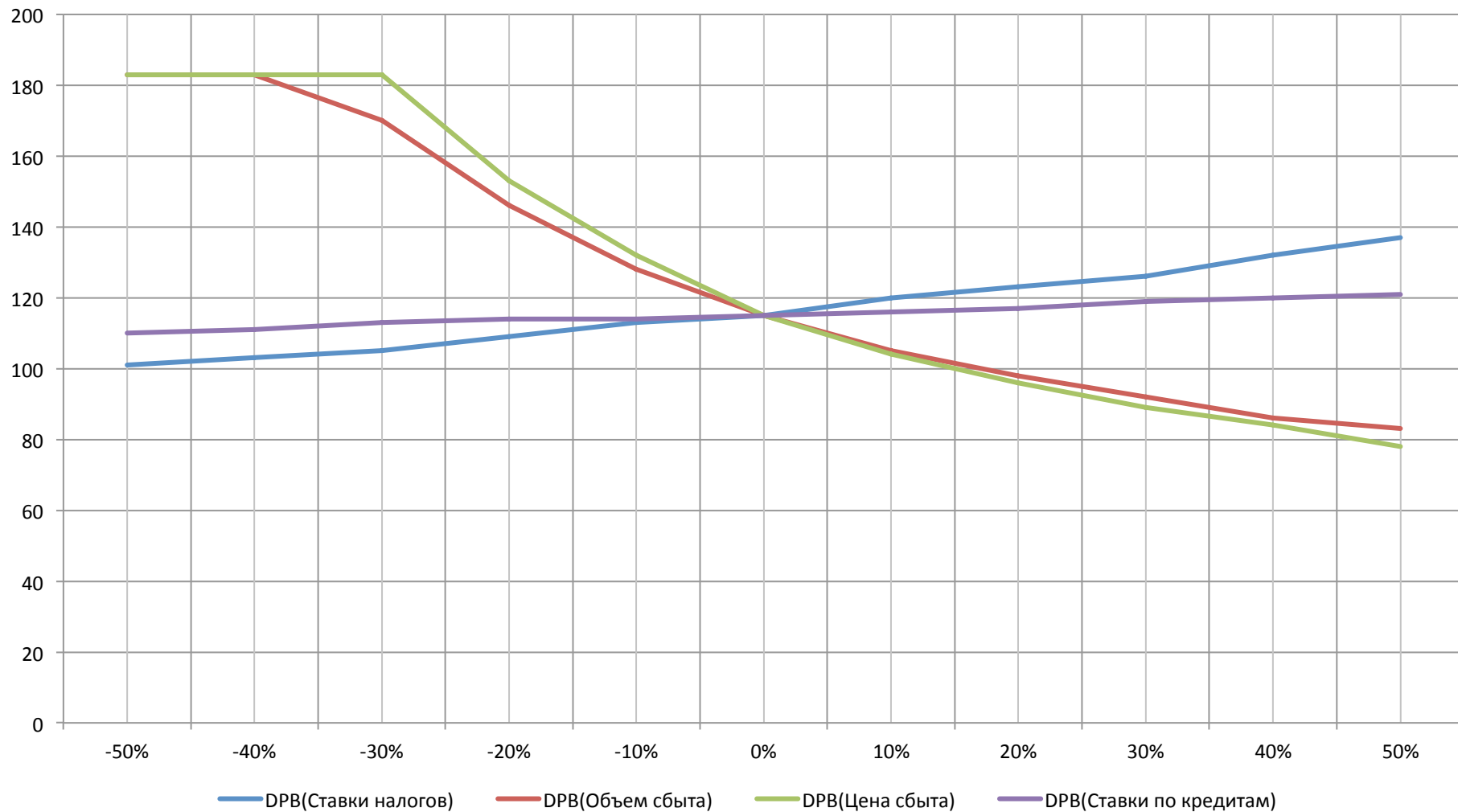
## SENSITIVITY ANALYSIS by IRR (%)





# PROJECT RISKS

## SENSITIVITY ANALYSIS by DPB (months)



# PROJECT RISKS

## ANALYSIS OF THE RESULTS

- A significant risk is a currency, **a sharp increase in the EURO rate relative to the ruble;**
- A significant risk is the **simultaneous drop in the cost of services by 28-30% and the volume of services by 30-35% from the ones specified in the calculations;**
- Insignificant risk - **the project can safely "withstand" a 50% increase in the lending rate;**
- Insignificant risks - **political, social, investment and marketing.**

**Within the framework of the project, in order to reduce risks, it is envisaged:**

- ❖ Insurance of assets created as part of the project;
- ❖ Insurance of collateral;
- ❖ Selection of highly professional staff and transfer of the constructed objects to the management of specialized companies.

## EXPECTED RESULTS OF THE PROJECT

- Creation of new jobs and increase of annual tax deductions;
- Increase in the volume of export and import revenues of enterprises in the Chelyabinsk region;
- Development and creation of new enterprises in the agrarian, industrial and innovation sectors of the economy of the Chelyabinsk region;
- Creation of conditions for carrying out cultural-mass, sports and congress events of federal and international scale;
- Ensuring a more effective integration of the Chelyabinsk region into the world economy;
- Creating a positive image of the Chelyabinsk region at the international level as a territory favorable for doing business and representing business interests of partner countries of the Russian Federation;



## PROMOTION OF THE PROJECT

The concept of the project of the “ATLAS” Center for International Cooperation was developed in 2015.

- The project was presented at the congress of the Union of Russian Cities in Novosibirsk in May 2016, devoted to agglomeration processes in the Russian Federation and was highly appreciated;
- The project was discussed at a meeting on the creation of the economic belt of the Great Silk Road, chaired by the adviser to the President of the Russian Federation, Academician Sergei Glazyev. Following the meeting, it was decided to recommend the project of CTC "ATLAS" for inclusion in the list of priority projects of the Russian Federation;
- The CTC “ATLAS” project is included in the regional program of the Urals Federal District "Constellation of the Urals", which is under the patronage of the Plenipotentiary of the President of the Russian Federation in the Urals Federal District.



LIMITED LIABILITY COMPANY

# "Chelyabinsk Project Company"

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