LOGCITY – KEY OF EUROPE
INTERNATIONAL STUDENT ARCHITECTURE COMPETITION
FIRST HEBEL INTERNATIONAL 2014/2015
INHALT

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GENERAL NOTES ABOUT THE COMPETITION

Hebel is following its longstanding tradition by sponsoring an international student competition in architecture. The competition is being conducted in collaboration with the City of Aachen and its Department for Economic Development as well as Deutsche Post DHL (technical support). The competition will serve as a platform for students of architecture and city planning. This on-going and “real” construction project will create a bridge between their studies and actual practice. The goal is to support innovative architectural solutions to industrial, commercial, and administrative building projects which distinguish themselves by their outstanding economic and ecological qualities, and which are not only functional and user-friendly, but also fulfill the highest aesthetic and planning standards. In addition, the competition is aimed at intensifying the relationships among universities, the logistics and construction industries, and economic development agencies, and thereby establish and spread the brand image of all participants.

HEBEL INTELLIGENT SOLUTIONS FOR THE COMMERCIAL BUILDING SECTOR

Using Hebel brand components, Xella Aircrete Systems is the European solutions provider for large modular construction projects and fire-safety systems in the commercial construction segment. At its Alzenau location, Hebel produces large-format, reinforced components from porous concrete. As a partner to planners, project developers, builders, and investors, we offer solutions for multidimensional projects in innovative and energy-efficient commercial and residential construction. With hard-won competence born of decades of experience, the Hebel brand has successfully established and defended its international market share in innovative and flexible construction solutions. Safety is our mission, since especially in commercial construction, it is often a matter of protecting a huge material investment. Functional buildings contribute to success. Anyone that builds with Hebel porous concrete can rely on massive quality and reliable building properties. Especially in industrial projects like logistics centers or production floors, the link between a safe and profitable build pays off from the beginning.
The Department of Economic Development / European Affairs of the City of Aachen sees itself as a service provider in the exchange between science and industry. In addition, the Department of Economic Development offers services in all aspects of economic development, and plays a leading role in making the excellence of Aachen’s academic institutions accessible to companies and employees. With its specialist know-how, its networks and its influence, the department supports the City of Aachen in bringing its visions to fruition, thereby contributing to its future development. It provides a variety of tools to reach these goals.

The Department of Economic Development offers active services in all matters, such as:

- Industrial zone management
- Economic subsidies / support and company founding assistance
- Guidance through public authority matters
- Balancing family and career
- Continuing education guidance
- Technology- and knowledge transfer
- University and campus contacts

DEUTSCHE POST DHL

Is the world’s leading mail and logistics services group. The Deutsche Post and DHL corporate brands represent a portfolio of logistics (DHL) and communications (Deutsche Post) services. Deutsche Post DHL has 4 operational divisions: MAIL, EXPRESS, GLOBAL FORWARDING / FREIGHT and SUPPLY CHAIN.
AVANTIS

The competition site is located on the Dutch-German border “Key of Europe” in the center of Europe’s key markets.

When AVANTIS was founded as the first transnational, cross-border industrial park in Europe at the end of the 1990s, the focus was firmly on site development for high tech and R&D companies. In the course of developments in the “new economy” and the opening of European borders, the focus shifted somewhat to an IT-oriented center in the heart of Europe. There are many reasons for AVANTIS’ sluggish commercial success: in addition to global economic developments, the main reasons lie primarily in the overly narrow and one-sided industry focus. The demanding quality and planning guidelines led to a situation that made building at AVANTIS increasingly unattractive.

And today?
AVANTIS still boasts the single-most important factor for real estate development: location, location, location! The extensive and excellent infrastructure ties the area in Aachen and Heerlen ideally with all the most important European commercial nodes/junctions. The immediate proximity to the greatest R&D cluster in Europe opens new perspectives for the future. Added to this is the class-leading connection to district heating grids and glass fiber networks, as well as perhaps AVANTIS decisive advantage over other European locations: there are still attractive and interesting lots available.

The city of Aachen understood this, and changed the planning regulations, as well as the price structure, to reflect those of a typical business park. Now the area is responsive to the actual market demand in areas such as logistics, pharmaceuticals, telecommunications, and also energy production, etc.
LOGCITY
COMPETITION
AREA AVANTIS

*Aerial Photos provided by City of Aachen
PLANNING REQUIREMENTS

GOAL OF THE COMPETITION
The university competition is consciously interdisciplinary, and should allow an international comparison of colleges and universities, especially given the cultural and socio-economic differences inevitably present in different tertiary education locations. The City of Aachen’s Economic Development department is pleased with the availability of the Avantis location, the opportunity to support the competition, and to be able to provide an appropriate industrial location in the middle of Europe. And last but not least: people, and positive social and economic gain, should remain the focus of the scheme. Additional areas devoted to logistics are gaining in relevance in light of the ever-increasing effects of globalization, the exchange of goods and the increasing influence of online ordering on goods transport, warehouse and commissioning.

Thus, there is a current need for foundational support through innovation and technology facilities, and areas for start-ups. Provision for work-life balance (social facilities such as kindergartens, daycare centers, shopping facilities/rest/recreation facilities...) is a must.

TASK/REQUIREMENTS
Ideal distribution of the total area:
50% Logistics/10% Innovation/10% Recreation/10% Offers and Services for innovation/recreation. (No retail outlets allowed)
20% Creative freedom: Emphasis/content of the plans to be determined by the participants.
LOGISTICS

LOGISTICS – REQUIREMENTS
(SHARE OF THE TOTAL AREA: 50%)
The planning of a modern logistics park with offices and logistics facilities for storage, distribution, and handling of goods.

Storage, distribution, and handling of goods.

Warehouse concepts with modular flexible floor space allocation, fire safety systems and expansion space should be provided for. Market-oriented third party use.

Provision for heavy transport traffic and maneuvering space (planning attachment: tractrix and maneuvering space).

All buildings must fulfill the latest standards with respect to energy efficiency, ecology, and sustainability.

1.) Logistics Facility – Supply Chain:
Production and distribution logistics for shelving assemblies (high bay storage).

Per unit approx. 20.000 m² – 40.000 m² warehouse space
Dimension between axes: 12 m x 24 m
Clearance height: minimum of 12 m
Facade grid: 3.75 m, ramp height 1.25 m with the corresponding office and social buildings

2.) Handling terminal for EXPRESS shipments:
Distribution for parcels and bulk goods with forklifts, without pillars when possible.

Per unit approx. 5.000 m² – 15.000 m² warehouse space
Dimension between axes: frontage 7.5 m
Clearance height: minimum of 7.5 m with corresponding office and social buildings

3.) Service facilities for customers:
Paketbox center
Centrally located Packstation machines
LOGISTICS – PLANNING AIDS

1. Logistics facility – Supply Chain (Slide 2)

Cross-section
Dimension of axes: 12 m x 24 m

Dimension of axes: 12 m x 24 m
LOGISTICS – PLANNING AIDS
2.) Handling terminal express shipments (Slide 1)

Groundplan

Section
INNOVATION

INNOVATION – DEFINITION/EXPLANATION
An INNOVATION center is an institution that promotes and supports technology-oriented, innovative start-ups and young companies, and is often supported by the corresponding community or city, sometimes also with private sector or university support.

Principles of INNOVATION centers:
§ Business incubators offer affiliated companies cost benefits as well as development benefits:
§ Consulting and coaching during the planning, formation, and set-up of the company
§ Support in the search for start-up capital
§ Affordable and flexible rental space (office, laboratory, production facility) at attractive locations
§ Infrastructure configuration and joint services (intranet, event space, canteens, etc.)
§ Comprehensive service packages through the center’s management and network partners, such as: Subsidy management, secretarial services, networking, contract mediation, cooperation advising

Core goals:
§ Promote of start-ups
§ Support young companies
§ Improve growth opportunities
§ Support structural change in the region
§ Develop networks and synergies
§ Enable technology transfer between science and industry, and among companies
§ Create new, high-quality jobs
§ Prevent “brain drain” of skilled workforce

INNOVATION – REQUIREMENTS
START-UP and INNOVATION CENTER with e.g. 5 – 15 rental units with configurable warehouses and office space (80% warehouse/20% office space), individualized with flexible sizing from approx. 300 m² to 5,000 m². Flexible layout for each user. Through the flexible combination of several rental units in one building, area requirements can be arranged individually; room for longer-term growth can be planned.

Flexible distribution with common reception and social areas (canteen, hallways, common areas)

Multi-function buildings:
Buildings for a university institute (with smaller test facilities) with a professorship in Transport Logistics / International Logistics Management

Conference, exhibition and visitor center for approx. 300 visitors
Exhibition area and social areas

Appropriate planning for surrounding area/landscaping (adequate green areas and parking spaces)

All buildings must fulfill the latest standards with respect to energy efficiency, ecology, and sustainability.

LOGISTICS – PLANNING AIDS
3.3 Service facilities for customers
OFFERS AND SERVICES

OFFERS AND SERVICES – DEFINITION / EXPLANATION


Offer: “An act or instance of offering: an offer of help” (Dictionary.com)

OFFERS AND SERVICES – REQUIREMENTS

Shopping for food, clothing, cosmetics, sporting equipment or electronics, or services related to innovation, social services, recreation.

Service for facility management.

Service facilities such as copyshops, in-house mail center / drop-off stations for parcels and letter mail, truck stop, snack bar.

In addition, areas for parked traffic – larger floor parking lots and / or additional parking garages / multi-story garages.

Banks

Childcare facilities, crèches and garderies, After school-care ...

Central service area with gas stations for cars and trucks, carwash facility, service garage / maintenance facility.

RECREATION

RECREATION – DEFINITION / EXPLANATION

“Recreation has developed into one of the most important considerations in modern land use planning.

Both concepts associated with leisure time, sports and related activities, and recreation through relaxation, turn out to be equally demanding in terms of the amount of space needed.

Recreation in urban environments requires space and distance from living spaces, traffic, and commercial areas, but also connections to these, and its own infrastructure (sport areas and facilities, swimming pools, restaurants, and parking lots etc.) as well as open space.”

(excerpt from Wikipedia, translated)

RECREATION – REQUIREMENTS

Adequate green areas and open space, which will give the area a quality urban planning feel. A certain seclusion and clear differentiation between public and private areas through the use of secluded sitting areas.

“Open spaces fulfill several community functions. They assure urban life- and environmental quality and serve as venues for social communication …”

Recreation facilities

FOOD SERVICE / RESTAURANT / BAR

A café, bistro, or restaurant, available both independently, and in conjunction with special events. A public character from early morning until late evenings, and open to anyone from the area interested in coming. Outside eating facilities would also be desirable.

EXHIBITS

An area for rotating exhibits, with different content, from art and technology to various cultural and community content.

Green space

Food service and canteen

Hotels and wellness

Sport and exercise

Hebel – Bremerhaven
CREATIVE FREEDOM

The competition participants have the opportunity to contribute their own planning ideas and suggestions for the overall LogCity concept.

In the context of the evaluation of the entries, particular attention will be paid to the creativity of the submissions.

SUBMISSION REQUIREMENTS

To be depicted on a maximum of two (2) printed DIN-A0 Landscape format plans:

1. Sitemap in 1:1000 scale

2. External perspective with representation of cubage (isometric) and details about area layout (green areas/open spaces...) in 1:500 scale (cube)

3. Special focus: Area A (Page 12-13) “Key Head” for an independently-chosen central conceptual design. Each team is to create a plan for a building complex or a combination of buildings for the “Key Head”, to be presented in detail (floor plans, cross sections, perspectives) in 1:200 scale

4. Area B “Key Shaft” (Page 12-13) for logistics with an innovative/aesthetically-pleasing design (floor plans, cross sections, perspectives) in 1:200 scale

5. Statement of no more than one page in length (A4). The text should provide short and concise details about the urban planning/architectural concept, the physical structure, and the open spaces.

Plans should also be sent as .pdf-files on a CD.

Entries

The number of entries per university is limited to three. Group entries are allowed.

FORMALITIES

All submissions to the competition (layouts, plans, data media, files...) are anonymous.

Each submitted item is to be labelled with a six-digit ID, which is to be printed in the upper right-hand corner of every page. The ID should be 1 inch in height.

The following ID codes are unacceptable: The sequence 123456 (or vice versa) or repeated digits or combinations, such as 111111 or 222222.

Plans are to be labelled in English. The statement should also be in English.

Competition entries will be reviewed for both completeness and compliance with competition requirements by Deutsche Post DHL in Bonn. (The address will be provided at a later date.) Not meeting the basic requirements can be grounds for disqualification, a decision made solely by the competition sponsor. All decisions are final.
TIMELINE

SEPTEMBER 2014
OFFICIAL START OF COMPETITION:

JUNE 2014
DISTRIBUTION OF COMPETITION MATERIALS:

SEPTEMBER 2014 – MARCH 2015
WORK ON COMPETITION SUBMISSIONS (DEPENDING ON UNIVERSITY):

MARCH 2015
SUBMISSION OF ENTRIES (DEPENDING ON UNIVERSITY):

APRIL 2015
JURY MEETS

MAY 2015
AWARD PRESENTATION
PRIZE MONEY

1ST PRIZE EUR 3.000
2ND PRIZE EUR 2.500
3RD PRIZE EUR 2.000
SPECIAL PRIZE EUR 1.000
NOTE
All documents relating to Hebel international student architecture competition are also available at www.hebel.de