

IDEAS COMPETITION

URBAN COMPLEX "STEAUA ROMÂNĂ", CÂMPINA, 2024

INTRODUCTION – PURPOSE, DETAILS ABOUT THE SITE

The competition aims to generate creative ideas for reintegrating the former "Steaua Română" Refinery site into the urban fabric of Câmpina.

Its objective is to illustrate various ways to transform this decommissioned industrial area into a new urban center with mixed functions, addressing both the needs of the local community and those of visitors.

Participants are invited to come up with ideas for revitalizing the area, blending industrial heritage preservation with innovative and sustainable solutions. Proposals should seek a balance between memory (preserving valuable industrial architecture) and innovation (new urban spaces and architectural elements), including solutions for repurposing existing buildings and suggestions for new functions that will revitalize the site.

The proposed ideas should facilitate reconnecting this area with the rest of the city, removing barriers and integrating the space in a coherent and functional manner within the urban life. At the same time, the goal is to create public spaces, pedestrian and cycling pathways, and introduce modern architectural elements that respect sustainable development practices, fueling the area's economic, cultural, and recreational activities.

About the site

The site is located in the northern part of Câmpina, on a plateau at an altitude of 450 meters, in the central area of the city of Câmpina, near the intersection of the north-south axis (Carol I Boulevard) and the east-west axis (the civic center - Calea Doftanei). The site covers an area three times larger than the current civic center of the city.

The former industrial complex is situated within the city limits of Câmpina, at 15 Calea Doftanei Street, and consists of a land area of 162,143 square meters and a total of 139 industrial and utility buildings, with a total built footprint of 49,670 square meters.

II. OBJECTIVES AND CHALLENGES

A. Urban Planning:

- Spatial integration of the former refinery and tank park into the adjacent urban fabric – eliminating barriers / ensuring circulation coherence.
- Designing a network of publicly accessible spaces to facilitate pedestrian and bicycle movement within the site, minimizing motorized traffic.

- Achieving a high percentage of green spaces and recreational areas.
- Creating a functional mix that ensures site activation throughout the day, appealing to all citizens regardless of gender, age, religion, or financial means.

B. Architectural:

- Securing, restoring, and adapting valuable industrial buildings for new uses, preserving elements (such as structure, closures, equipment) that support the narrative of past activities.
- Creating new architectural landmarks that meet both functional and aesthetic requirements (integration into an industrial site and dialogue with preserved industrial buildings).
- Promoting social engagement of the former refinery site by optimizing the relationship between interior and exterior spaces for both preserved and newly proposed buildings.

C. Economic:

- Activating a decommissioned area by introducing new activities, services, and facilities that allow self-financing for maintaining the heritage buildings, while increasing its appeal to both locals and tourists.

D. Social:

- Creating a new urban center in Câmpina that the citizens can identify with, offering a wide variety of activities – cultural, recreational, sports, etc.

E. Accessibility:

- **By car:**

The site is easily accessible by vehicle due to its proximity to major urban axes. The challenge lies in providing parking solutions that prevent traffic congestion on the site while preserving bicycle and pedestrian flows.

- **By rail:**

In the past, the refinery was served by a freight railway line, typical for large industrial complexes. Beyond its heritage value, this railway could be integrated into a public park concept, akin to High Line NY-USA or Zollverein DE, or even partially reactivated as light rail connecting the Câmpina railway station to the new urban center.

The Integration Challenge

The site, historically an industrial enclave within the city, now opens up the possibility of creating a new urban center that is significant both for its cultural-historical value and its economic and social potential. Therefore, careful reflection is required to reconnect the area spatially with the surrounding urban fabric to ensure accessibility and coherent site legibility.

A fine negotiation between preserving the narrative and spatial logic of the industrial past and transforming the site into a true urban center for non-industrial activities will need to be reflected through design.

Allowed Indicators

The site of the former refinery is classified as an Industrial Restructuring Zone with mixed-use characteristics, where the following uses are permitted:

- Functional conversion and restructuring of buildings with industrial heritage value for the types of activities allowed, which must be preserved and integrated into the new urban structure.
- A mixed functional structure including collective housing, administrative activities of the complex, business administration, financial-banking services, tertiary, cultural, educational, health, and tourism activities. Typically, residential use should occupy between 30% and 70% of the total built area (the optimal ratio between residential and other activities would be 1:1).

III. REQUIREMENTS, FUNCTIONS

From the entire built complex of the refinery, the following buildings and installations with symbolic memorial value **must be preserved, restored, and reused** with a new function proposed by the students participating in the competition:

1. POWER PLANT (C4 – formerly C52, C53, C54, C55)
2. DISPERSION TOWER (although more recent, it is an important visual landmark for the city, visible from a great distance and much loved by the locals)
3. PARAFFIN FACTORY - cadastral number 29255 (C22 – formerly C32)
4. CANDLE FACTORY (C3 – formerly C4)

Contestants may also choose to preserve other existing buildings and installations on the site, proposing their reintegration, relocation, extension, or repurposing. It is also recommended to preserve the railway tracks, either fully or partially, as mentioned earlier in point E.

The new owners of the refinery organized the "Open Refinery" event during the weekend of May 14-15, 2022. During this event, residents and people connected to the city of Câmpina had the opportunity to visit the site and complete a questionnaire regarding its future.

Over 3,000 people visited the refinery over the two days. Of these, 1,770 visitors completed the questionnaires handed out at the end of the tour, expressing their preferences regarding the types of buildings and functions they would like to see in this urban space. The results are as follows:

14% - parks and recreational spaces, museums, exhibition spaces, and art galleries;

14% - spaces for universities;

9.6% - office spaces;

9.0% - spaces for sports activities;

7.5% - daycare centers, kindergartens, schools, high schools;

6.8% - small commercial spaces;

6.6% - office spaces for small businesses and startups;

6.3% - single-family and collective housing;

6.3% - supermarket or mall;
5.81% - single-family housing;
5.73% - office spaces for large companies;
5.36% - collective housing.

The possible types of functions desired by the competition promoters are:

Educational institutions and facilities:

- University
- Multipurpose conference hall/amphitheater

Cultural and recreational destinations:

- Museum space with permanent and temporary exhibitions, café area, and shops for stationery, gifts, souvenirs
- Cinema
- Club (Cultural and entertainment events center)
- Restaurant

Residential facilities:

- Hotel
- Mixed residential complex (single-family houses and apartment blocks)

Commercial and office spaces:

- Office spaces
- Area for small commercial spaces: cafes, shops, gym (fitness) etc.

Sports infrastructure and facilities:

- Park
- Swimming pool
- Vehicle parking spaces

All proposed buildings must not exceed a height of **P+4E-5ER (ground floor + 4 floors, with a possible 5th floor setback)**.

Maximum land occupation percentage: **POT 60%**

Maximum land use coefficient: **CUT 2.5**

IV. DELIVERABLES

- Masterplan (general plan) at a 1:500 scale, clearly indicating access points, functions, and methods for organizing open spaces (pedestrian paths, bike lanes, green spaces);
- Schemes, sketches, and diagrams at a scale of your choice to present the urban and architectural concept;
- Characteristic sections throughout the site to illustrate the skyline (urban silhouette) of the proposal;
- Plans at a 1:200 scale, section at 1:100, and at least 2 representative images illustrating the conversion proposals for valuable buildings and/or industrial installations;
- Plans at a 1:200 scale, section at 1:100, and at least 2 representative images illustrating one or two of the newly proposed architectural objects;
- A defining image for the urban and architectural atmosphere of the project – the winning image – in A0 format;
- Conceptual 3D physical model at a 1:1000 scale (optional);
- Between 3 and 5 slides dedicated to presenting the concept, highlighting the main ideas, creative approach, and solutions proposed for the project.

Proposals must be submitted in PDF format by uploading them to the online platform exclusively dedicated to the competition (<https://concurs-steauaromana-acc.ro/>) by **Dec 10th, at 12:00 PM**.

The physical model must be submitted to the university by **Dec 15th**.

The model must have an identification label for the contestant/team, which will be received upon registration on the platform. Models that display the author's/authors' names will not be considered, to maintain their anonymity during the judging process.

Upon registering for the competition, contestants/teams will receive access to:

- The site plan of the competition area in DWG format.
- The 3D digital model of the refinery complex in DWG format.
- Surveys of the historically significant buildings that must be preserved and converted.

V. COMPETITION CALENDAR

- Registration on the platform: **October 7th, 12:00 PM - October 31st, 11:59 AM**.
- Proposal submission deadline: **December 10th, 12:00 PM**.
- Judging period: **December 10th, 2024 - January 7th, 2025**.
- Announcement of results and award ceremony: **January 8th, 2025**.

Registration conditions: Teams of up to 4 people or individual participants may enter the competition.

Upon registration, the team or participant will receive an identification code that must appear on the submitted boards/materials. Any materials that display the author's/authors' names will not be considered, to maintain anonymity during the judging process

V. PRIZES

The projects will be judged and awarded by the committee designated by the *Câmpina Curată Association* and the refinery owner, *ECOGEN POWER S.R.L.*

The prizes awarded for projects created by students will be:

- First prize: **5000 euros**
- Second prize: **3000 euros**
- Third prize: **2000 euros**
- **10 honorable mentions of 500 euros each**
- Special prize for the 3D physical model: **1000 euros**

VI. EVALUATION CRITERIA

- Adherence to the competition requirements;
- Proper restoration and conversion of historically valuable buildings, the dispersion chimney, and railway tracks;
- Connection with the existing urban fabric of the city and nearby circulation routes;
- Visual coherence of the entire proposed complex;
- Projects may be utopian, but within the technical limits of what is achievable with contemporary construction techniques;
- The concept must be easily understandable and presented in three-dimensional representations, rendered perspectives, photorealistic images, etc.;
- The creation of a 3D printed model at a 1:1000 scale of the entire complex will be appreciated, with the best model being awarded a separate prize.

The jury's evaluation of the submitted projects will be conducted anonymously, with each project receiving a score from 1 to 10 by each member, based on the following:

- Compliance with the competition rules and conditions;
- Adherence to the competition prompt;
- Originality and creativity;
- Expressiveness and aesthetics;
- Technical capability.

*Projects may be utopian but must remain within the technical possibilities of contemporary construction techniques.