

Competition Brief Design & Context New Stadium In Aarhus

12.01.2022

Initiative

Kongelunden's Secretariat, on behalf of Aarhus Municipality and the project's donors Lind Invest and Salling Fonde-
ne (The Salling Foundations) shall handle the competition.

Competition Brief & Background

The Competition Brief has been prepared by Kongelunden's Secretariat in collaboration with AGF and the consultancy team consisting of Rambøll Danmark and UK, Tri-
vandi, SportFive, TRANSFORM and CoreFive.

Prior to and in parallel with the preparation of the Competition Brief, Kongelunden's Secretariat and AGF have involved a large number of fans, neighbours in the area and citizens with an interest in the project. The results of this can be seen in [Appendix 3.1](#), which consists of a number of ideas, needs and requirements for a future stadium. These have been incorporated into the Competition Brief and therefore form the basis of this Competition Brief together with the consultancy team's recommendations and the project's overall visions and requirements.

Photos and Illustrations

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Introduction to the tender documentation

The complete content of the tender documentation for this design contest can be seen in its entirety in [Appendix 00](#).

The tender documentation is made up of 3 primary parts as mentioned below.

1. Legal documents

This part includes among others:

- [Draft of Total Consulting Agreement](#)
- [Calculation sheet](#)
- [Tender list](#)
- [Overall master schedule](#)
- [Conditions of Competition](#)

The Conditions of Competition state the conditions to which the Tenderer must pay special attention to in order to be able to submit a satisfactory and conditional competition proposal. The Conditions of Competition include delivery requirements and evaluation criteria.

- [Description of services](#)

The service description complements the "product description" in the two competition briefs with a description of which process the future full-service consultant is expected to be part of, as well as a detailed service description for the technical advice on whether the total consultant must deliver from sketching to commissioning.

2. Technical documents

The technical documents are divided into primary and secondary documents. The secondary documents are supplementary documents for the further technical elaboration of various conditions, which are relevant to the competition and the subsequent design.

The primary documents combined are descriptions of the architectural and engineering conditions.

These documents form the basis for addressing the Task in accordance with the delivery requirements described in the Conditions of Competition, and consist among others of:

- [Competition Brief - Design & Context](#)
(*accompanying document*)
The document describes the area's history and current use, of which the project must relate to. The requirements for the stadium construction are also described. A stadium concept has been prepared as a basis for the competition. This should be read as a guideline and inspiration for the competitors.
- [Competition Brief - Construction](#)
The document describes the engineering conditions, which are anticipated to be incorporated in the project. This specifies requirements for constructions, installations, indoor climate, acoustics etc. The document is detailed and describes the level of further work - it must be read as informative and fundamental to further work with regards to the competition.
- [Area and space overview](#)
- [A0 Poster template](#)
Template for set-up of poster material in connection with delivery.

3. Drawing Appendix

The drawing material contains 2D CAD drawings, as well as a 3D basic model of existing conditions.

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Invitation to Competition

Client objectives

Aarhus is growing rapidly and has in recent years been changing into a large city with more compact urban areas. We have a strong focus on sustainability and the importance of the city's green spaces in this transformation process. It is precisely the combination of urban life, urban nature, forestry and beaches that many people appreciate about Aarhus.

New Yorkers have their Central park and Berliners their Tiergarten. Kongelunden has been part of Aarhus for more than a hundred years, and its magnificent view of the Bay of Aarhus, ancient forests, burial mounds, fairground rides, playgrounds, sports park and football stadium provide the framework for the good life and some of our greatest moments.

Thanks to generous donations from The Salling Foundations and Lind Invest, as well as political and economic support from a unified city council, we are now faced with the task of defining tomorrow's Kongelunden.

In respect of the area's historical and natural qualities, and on the basis of a close dialogue with the area's users and stakeholders, we will work to realize Kongelunden's potential and open up the area. All Aarhusians and visitors to the city shall be able to find meaningful activities and communities in Kongelunden. And where we can proudly enjoy a beautiful and ground-breaking new football stadium, as well as the other sports functions.

Therefore it is with great pleasure that Aarhus Municipality hereby invites architects and engineers to participate in the design contest for the New Stadium in Aarhus in Kongelunden. It is a contest that will be of crucial importance for future generations and the development of the whole of Aarhus.



Kongelunden

A gathering point for everyone

Kongelunden today

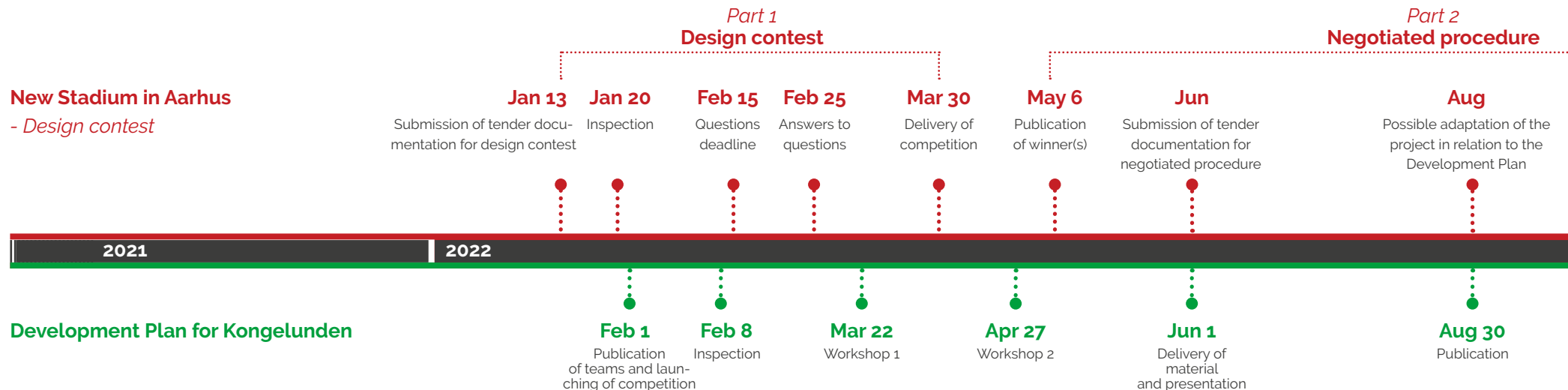
Vision Kongelunden is an ambitious urban development project located in the middle of Aarhus, where all Aarhusians and guests of the city can enjoy the good life. Kongelunden constitutes several major sports facilities, excursion destinations and attractions and is uniquely located in the large landscape context within the Bay of Aarhus and the Marselisborg forests. Few other places in Denmark offers the amount of diverse attractions that can be experienced in Kongelunden. Space for tranquility and immersion in the green and blue environment are also to be found in this area.

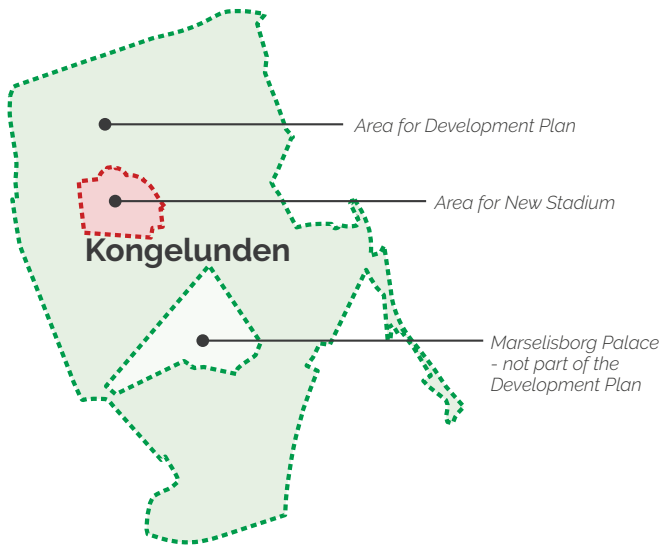
At the same time, however, it has been assessed that the area does not currently live up to its full potential. Many facilities in Aarhus Sports Park live too isolated a life and appear physically closed in (*see map of Aarhus Sports Park on p. 9*). At the same time, the infrastructure needs to be rethought and improved so that it is easy to access and move around in the area.

Some places nature has been overused, while other pockets are unknown to many and difficult to access. It can be difficult to navigate and get to, and the dissemination of the area's history is insufficient.

Two parallel competitions

In order to realize Kongelunden's full potential in the coming years, knowledge and finances have now been procured to launch two competitions, both of which are built on the work of a "Vision competition" and extensive user and citizen involvement: Partly a design contest for a New Stadium in Kongelunden and partly a competition for a Development Plan for Kongelunden. The competition for the Development Plan focuses on the development for the whole of Kongelunden - except the area for the stadium project and the area around Marselisborg Palace.





The vision is to create a Kongelunden that continues to maintain a healthy balance between tranquility and activity, but which is also developed into a natural centre for major events and happenings in sports and culture. An important part of Kongelunden is also the construction of a new, beautiful and ground-breaking football stadium for Aarhus.

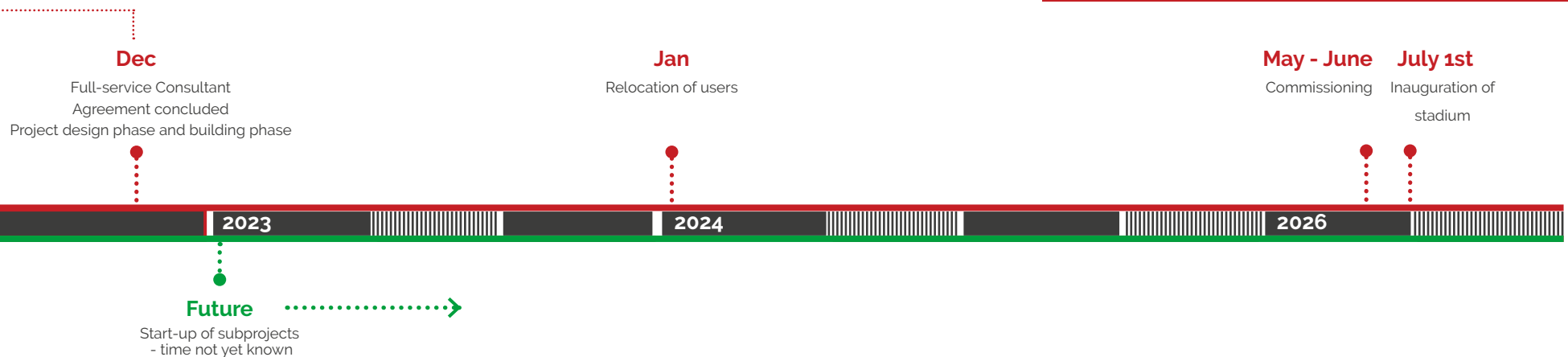
Expected time schedule for the implementation of the project

The time schedule for the implementation of the project is attached as [Appendix 1.13](#) for this Competition Brief. Milestones in the competition schedule and the implementation of the project can be seen in the timeline at the bottom of this page.

FIVE URBAN STRATEGIC BENCHMARKS

The City Council of Aarhus has adopted five urban strategic benchmarks as a starting point for Vision Kongelunden. The five benchmarks are:

- Develop more destinations and the potential as an overall attraction
- A central hub for well-being and large and small communities
- A modern framework for events relating to sport, culture and commercial activity
- Dedicate sub-areas to space, tranquillity, reflection and knowledge
- Activate and democratise the area



Aarhus Sports Park Users

Aarhus Sports Park & Users

Aarhus Sports Park is the central part of Kongelunden, and a central hub for many different associations, which together offer a wide range of sports activities for Aarhusians. Apart from AGF football club, Aarhus Sports Park is home to a number of different sports, including athletics, handball, track cycling, tennis, equestrian sports, martial arts etc.

For many, the area around Aarhus Stadium is a completely unique place in Aarhus, and serves as a green/urban link between football, parties, fairground rides and a coastal forest and park with the opportunity to enjoy quiet moments. The area creates the framework for a unique place where citizens and visitors can meet for a peaceful walk in the beautiful natural environment and enjoy a breathtaking experience when the numerous athletes perform.

The vision of Aarhus Sports Park is to create one unified and modern facility consisting of a large number of sports, which will democratize and open up the area. Aarhus Sports Park shall ensure a unified area for sports, and invite citizens for both association sports and the flourishing talent and elite environment.



Aarhus United (Credit: Erik Laursen)



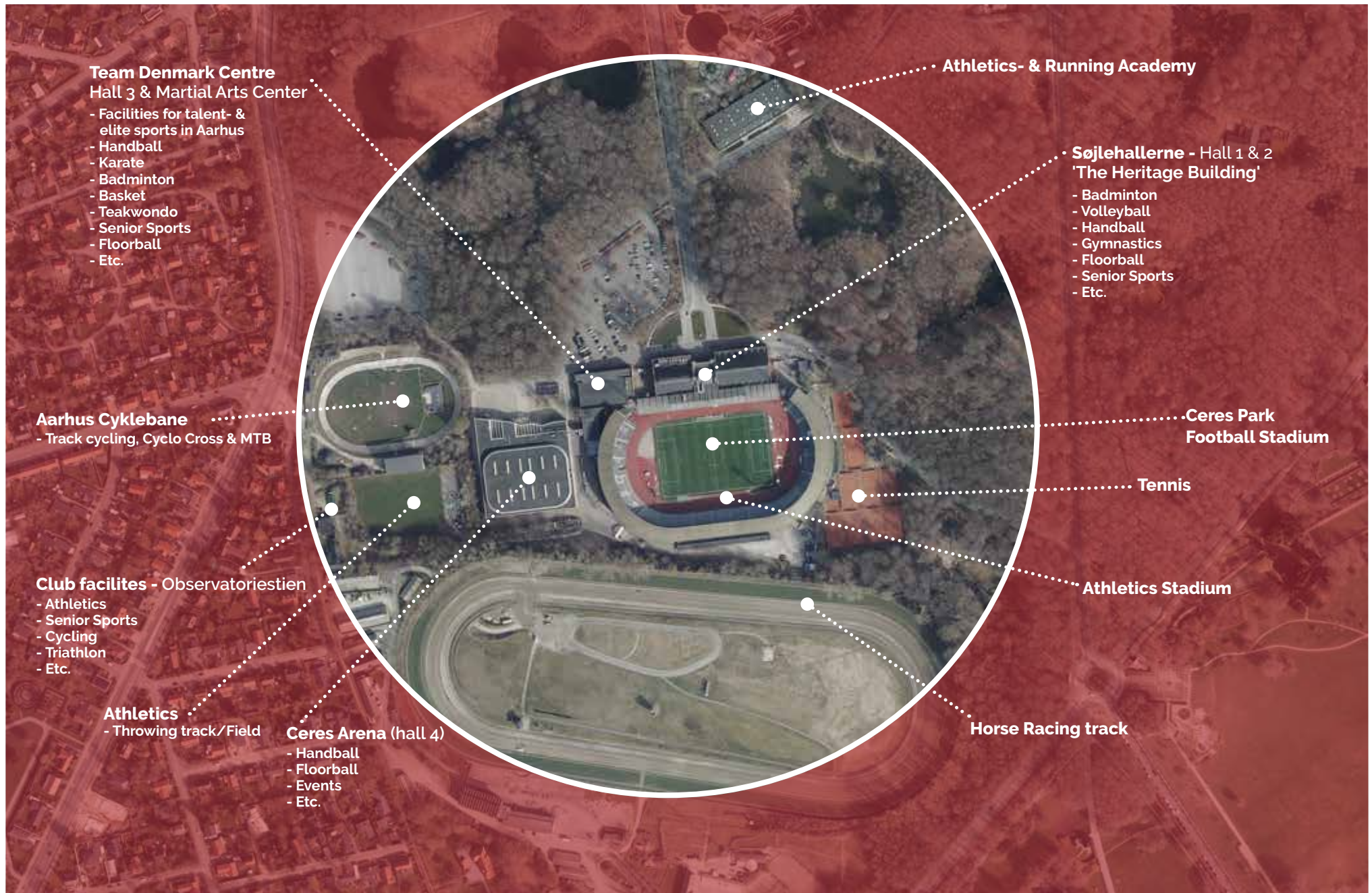
Sara Slott in action, Athletics (Credit: Lone Dybdal)



Jydske Væddeløbsbane (Horse racing track) - (Credit: Ole Hindby)



Aarhus Cyklebane (cycling) - (Credit: Steffen T. Nielsen)



Examples of facilities for sports in Aarhus Sportspark, Spring 2021 (Aerial photo: SDFE)

New Stadium In Aarhus

Architecture & Landscape

New Stadium in Aarhus

With the donations for a New Stadium, Aarhus and AGF football club now have the opportunity to build a beautiful and ground-breaking stadium, which by virtue of its location, architecture and new facilities will attract national and international attention. Aarhus Municipality, represented by Kongelunden's Secretariat, is the client of the project, while AGF football club is the main user.

AGF currently plays in a stadium, which offers neither the players nor the audience an optimal modern framework for football. The facilities for the players do not live up to the requirements demanded by UEFA, just as the VIP areas do not have the flexibility or quality to make them an attractive framework for the club and attract new sponsors. In a New Stadium, the audience experience should focus on both the arrival from Stadion Allé and gathering at the Fan Plaza to the intense atmosphere during the match. Architecture, sound and lighting shall enhance an intense football experience.

The space under the stands should offer a new inspiring and agreeable setting during the half time and when meeting the other fans. This area shall include activities and space for gatherings before the match, during half time and after the match.

A local stadium with cultural history

The New Stadium will be located at the end of Stadion Allé behind 'Stadionhallerne' (hereinafter referred to as 'The Heritage Building'), designed and built by architect Axel Høgh-Hansen in the years 1916 to 1918.

This 100 year-old historical relation to the city shall be maintained. The Heritage Building has a view and connection to St. Lukas Church, which is located on Ingerlevs Plads.

The link between the new building and the existing cultural history is of significant importance to the project. The physical link between the New Stadium and The Heritage Building holds both architectural and spatial potentials.

A stadium in the middle of the forest

Likewise, the link between the stadium and the surrounding forest and nature is of great value. Large green trees to the south and north surround you as a visitor. As a stadium guest, you are surrounded by large trees to the south and north on the way to the stadium. A New Stadium and the stadium's surrounding outdoor areas have the opportunity to stand out architecturally.

A new location of Team Denmark Centre outside the competition area enables greater openness around the stadium, the architecture of which can be experienced both from a distance and at very close range. It is possible to see the stadium as a fully formed building or shape - but also to sense the architecture up close by moving all the way around the volume. The stadium can almost be seen from above from the southern part of Kongelunden, as the terrain slopes so much from south to north.

A new location of Team Denmark Centre also provides the possibility to create an open visual and physical connection to the entire southern part of Kongelunden. A space

with a scale and size corresponding to the well-known urban spaces in Aarhus Bispetorv and Mølleparken will be freed up in this location. This would create an urban space that is able to embrace larger crowds on a daily basis and for events. The New Stadium shall be outlined in conjunction with a robust and magnificent landscape spread, which will embrace a greater totality and relation to the whole of Aarhus Sports Park.

A beautiful and well-functioning stadium

The New Stadium shall be of high architectural quality, invite users inside and inspire passers-by to stay. Materials and design must be long-lasting and of high quality. In conjunction with beautiful constructions, the façade and roof can offer the city a beautiful sculptural and functional framework for football.

The competition brief expresses wishes for:

- a new football stadium to form part of a whole with a focus on quality, coherence and understanding of the area's cultural history
- a new and intense stadium experience to be created in connection with football
- the stadium to be a modern and intimate stadium that complies with UEFA's category 4 requirements for international football, and at the same time house well-functioning facilities for a number of users and spectators.
- the stadium to be able to hold concerts at a high international level, without compromising its primary function as a football stadium
- creating the possibility to use the stadium and the immediate area on a daily basis

A sustainable stadium

By demolishing the existing Ceres Park, which is barely 25 years old, the ambition is to recycle stands and structures in new, local construction contexts. The New Stadium will be built using long-lasting, sustainable and innovative solutions in order that comfort, quality and on-going consumption of resources are in focus. The stadium is a typology with a huge potential for working with integrated design in relation to the interplay between architecture, construction, technology and sustainability. Accordingly, it is important that the New Stadium is outlined in relation to a landscape theme that can be incorporated into a greater totality and relation to Aarhus Sports Park and the rest of Kongelunden.

Visions within the economic framework

The location of the stadium is limited in the north and south by The Heritage Building and Jydsk Væddeløbsbane (Jutland Racecourse) respectively. The tennis complex to the east has been reduced to eight courts. The design contest should provide a proposal for the vision of the New Stadium in this limited space, within a defined economy.

The plans and sectional diagrams used in the current programme have been prepared in collaboration with the client's stadium consultants and should be read as indicative, as they indicate a fundamental organisation of a stadium that can be built within the economic framework.

The New Stadium shall be robust in its architecture and idea and allow for further development in collaboration with users, the client and the contractor after the design contest.



The Stadium today

Existing Stadium

Today's Issues

Ceres Park

The current stadium was rebuilt in 2001 and has been home to the club since 1920. The Ground was renamed Ceres Park, following the agreement of a naming rights deal with Ceres Brewery. The existing stadium holds a capacity of about 19,000 and was, by the standards of the time, created as a modern stadium characterized by a heavy concrete foundation and light translucent roof construction, which maintained the experience of the stadium being a part of the surrounding forest.

Existing Stadium

The existing stadium has a number of significant drawbacks, specifically in relation to comfort, atmosphere and experience. This, combined with out-dated infrastructure, technology, limited provision of space and considerable maintenance and event set-up costs, makes this stadium a less desirable venue for fans, visitors, promoters, event organisers and participants. The list below outlines an overview of some of the challenges of the current stadium;

- The athletics track surrounding the pitch creates a shallow bowl format with extended distance to the pitch on all sides and impacts the fan and visitor experience.
- Lack of environmental protection for spectators with a partially covered bowl with open edges that offer very little climatic comfort
- Limited opportunities to host events outside of football due to ageing and out-dated infrastructure,

lack of space and high set up costs for corporate and entertainment events, poor C&E offer linked to static space and lack of modern AV and digital technology

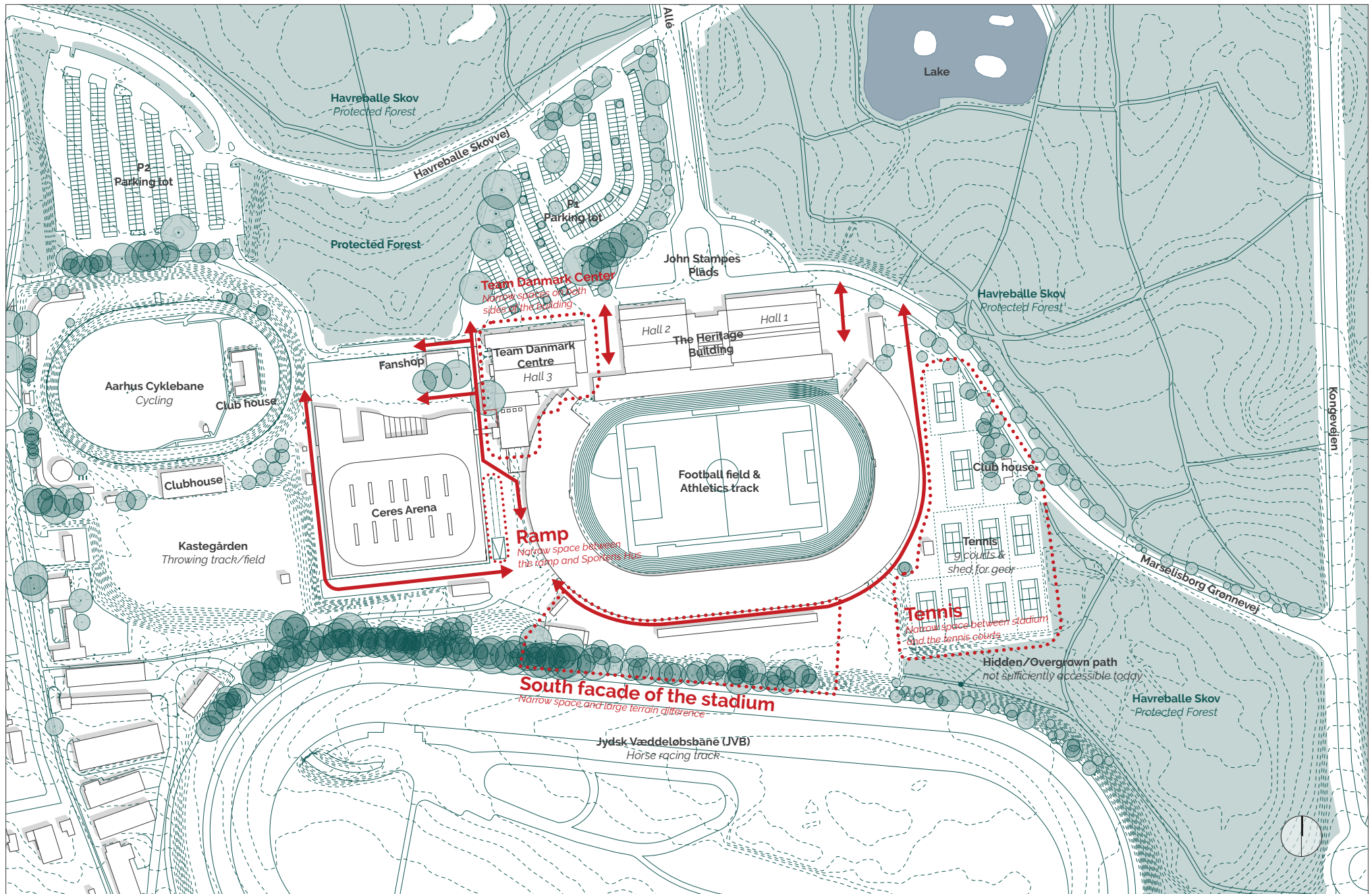
- Limited hospitality/VIP opportunities due to limited space and variety of hospitality/VIP concepts, size of catering kitchen and service spaces as well as a poor seating accommodation experience
- Limited opportunities to attract high-profile commercial partners due to lack of diverse content, ageing infrastructure and limited commercial return on investment (sponsors, suppliers etc.)
- Limited Food and Beverage (F&B) concessions -

Limited opportunities due to basic concession set-up (substandard Point of Sale (POS) system, limited technology and storage space), largely an outdoor offer exposed to the elements with limited circulation space

- Inefficient safety and security - Lack of permanent infrastructure and technology that causes congestion, offers poor way finding and limited event control
- Little to no modern building technology, equipment, no alternative energy and water solutions, all of this leading to annual high utility and maintenance costs with no ROI potential



Stadium today (© AGF)



Issues of the current layout/area, today

AGF

Vision, Club Culture & Values

Vision

AGF has been a part of Aarhus since 1880 and over the course of time has been one of the most successful football clubs in Denmark with five championships and nine cup-winning titles. Aarhus is a 'one-club city'. Close ties between the city and AGF have been established over the years. Among other things this is symbolized by the club's logo, which incorporates the town arms.

AGF's vision is to establish itself among Scandinavia's best football clubs, which a New Stadium would help make possible by means of new and up-to-date facilities.



AGF club logo (© AGF)

Potentials

With a location in Denmark's second largest city, which in the coming years is expected to experience a high population growth, the demographic prerequisites are present for the fulfilment of the club's sporting and commercial visions and ambitions. The potential in both the city and region is great. This has, i.e., been reflected in recent years, during which the club has been in a positive development both on the football field and commercially with good sports results, increasing support from sponsors and fans, the launch of a sustainability strategy and an establishment of AGF Women's Football.

Club Culture & Values

The stadium is a significant focal point for the support and strong community that surrounds AGF. The stadium has been located close to the city at the end of Stadion Allé for over 100 years. However, the present stadium, which was rebuilt just 21 years ago, is not up to date and does not meet the requirements for intimacy, comfort, atmosphere and safety. Therefore it is necessary to build a new, future-proofed stadium.

With the New Stadium in Aarhus, AGF wants a modern, intimate, sustainable and ground-breaking framework that can match and support the club's vision and ambitions, the city's demographic assumptions and not least the strong community attached to AGF as a whole, which has the potential to embrace an even larger part of Aarhus. This also aligns with one of the club's values, which is "Proud of Aarhus".



AGF photo (© AGF/ Getty Images)



AGF photo (© AGF / Allan Høgholm)



Fan photo (© AGF)

CLUB KEY POINTS

- **A modern and intimate stadium**

It must be a modern stadium that sets new standards for the stadium experience via the choice of seating comfort, sound, lighting, visual dimension, heating etc. It is crucial that we create an intimate and atmospheric framework for the matches. The design of the stadium must take this into account regardless of whether the stands are completely or half full.

- **The stadium experience**

The experience at the stadium shall be ensured by a focus on proximity and visibility of the pitch, good facilities and a modern setting. The stadium experience is more than simply turning up for a football match. We therefore need to expand the experience to include fan zones, dining options and visual impact, and we must integrate the arrival at the stadium into the overall experience.

- **Sustainability**

Sustainability must be an integral part of the stadium construction, both in terms of the choice of materials and the choice of supply structures, which must ensure sustainable operation in the future, including energy, heat and water.

Competition Area & Construction Site

Competition Area and interfaces

This section describes the area and the existing buildings included in the competition and the interfaces to the other areas.

The competition area has an area of approx. 70,000 m². The buildings involved and the area included in the competition are marked on the map on the opposite page.

The area is part of the cadastral boundary of 228 and 7000aæ, Århus Bygrunde, and is bounded by:

- The eastern façade of the neighbouring building, Ceres Arena.
Note: The façade will not be developed in this competition.
- To the east by 'Havreballe skov', which is a protected forest area.
- To the north by 'Havreballe skov', a public car park (P1) and the important historical axis worthy of preservation ('Stadion Alle').
- To the south by a significant terrain inclination (the slope) to the 'Jydsk Væddeløbsbane' (Horse racing track).

New building within the competition area

As described, the location of the stadium is limited in the north and south by The Heritage Building and Jutland Racecourse respectively, as well as a tennis complex to the east (*read more about the location of the New Stadium on [p. 23](#)*).

Buildings within the competition area

- The Heritage Building. Please note that this building is categorised in a very high preservation class, *see [p. 21](#)*.
- The clubhouse in the tennis area (*see [p. 19](#)*).

Buildings/tracks that will be demolished within the competition area

- The existing stadium, incl. VIP section and athletics track. The new location of the athletics track can be found in connection with the Development Plan, and is not part of this competition.
- Team Denmark Centre will be demolished in connection with the establishment of the New Stadium and relocated to another place in Kongelunden. It has not yet been decided when the building will be demolished during the process.
- Closure of tennis court in the furthestmost northern area.
- Other small buildings/pavillions and structures.

See the map on the right.

Urban and landscape spaces within the competition area

All urban and landscape spaces 360 degrees around the stadium, including the zones listed below and interfaces between them:

- John Stampes Plads (North)
- Fan Plaza (North-west and west)
- Media/OB zone (North-east)
- Away Fan Zone (North-east)
- Tennis club to a reduced extent (East)
- The slope by the racecourse (South)

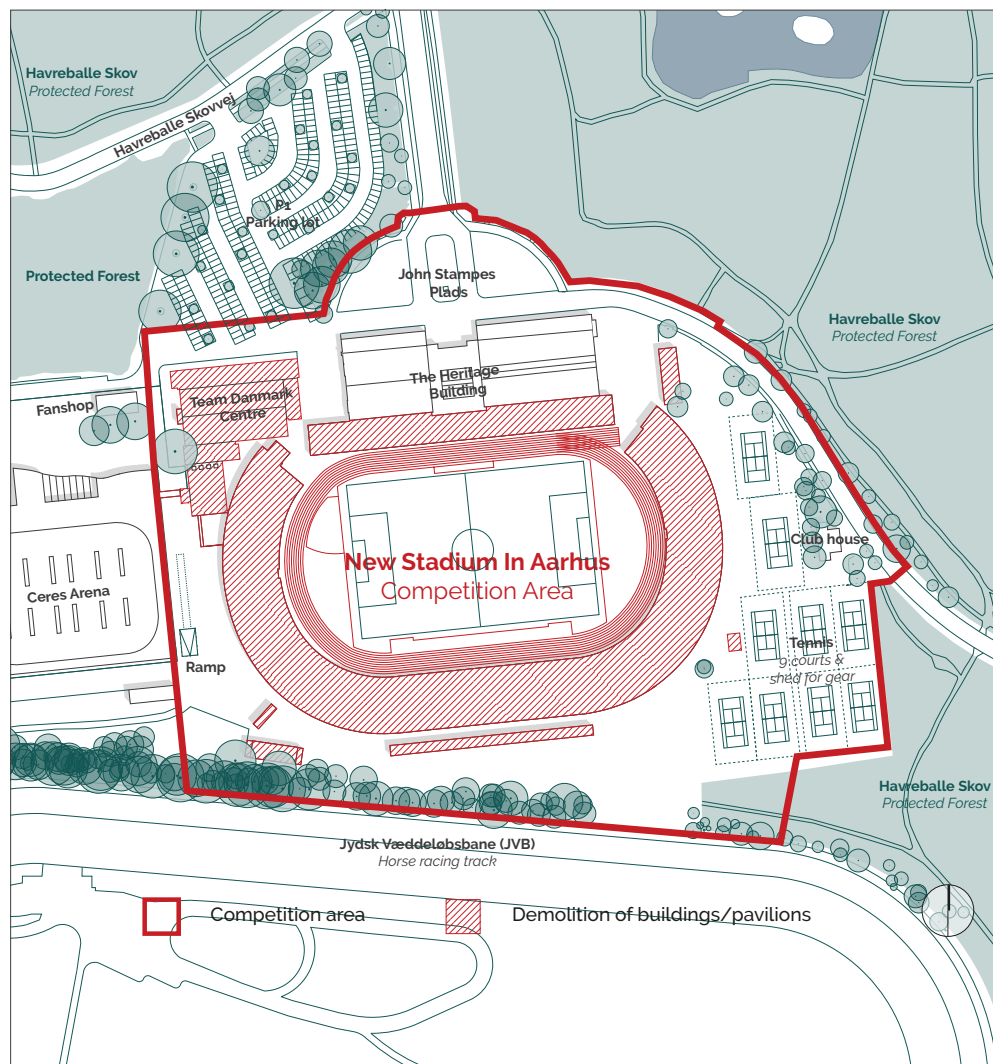
Interfaces to neighbours and neighbouring areas are described further on the following pages.

Drawings of the existing buildings are attached to the tender documentation - see Document list.

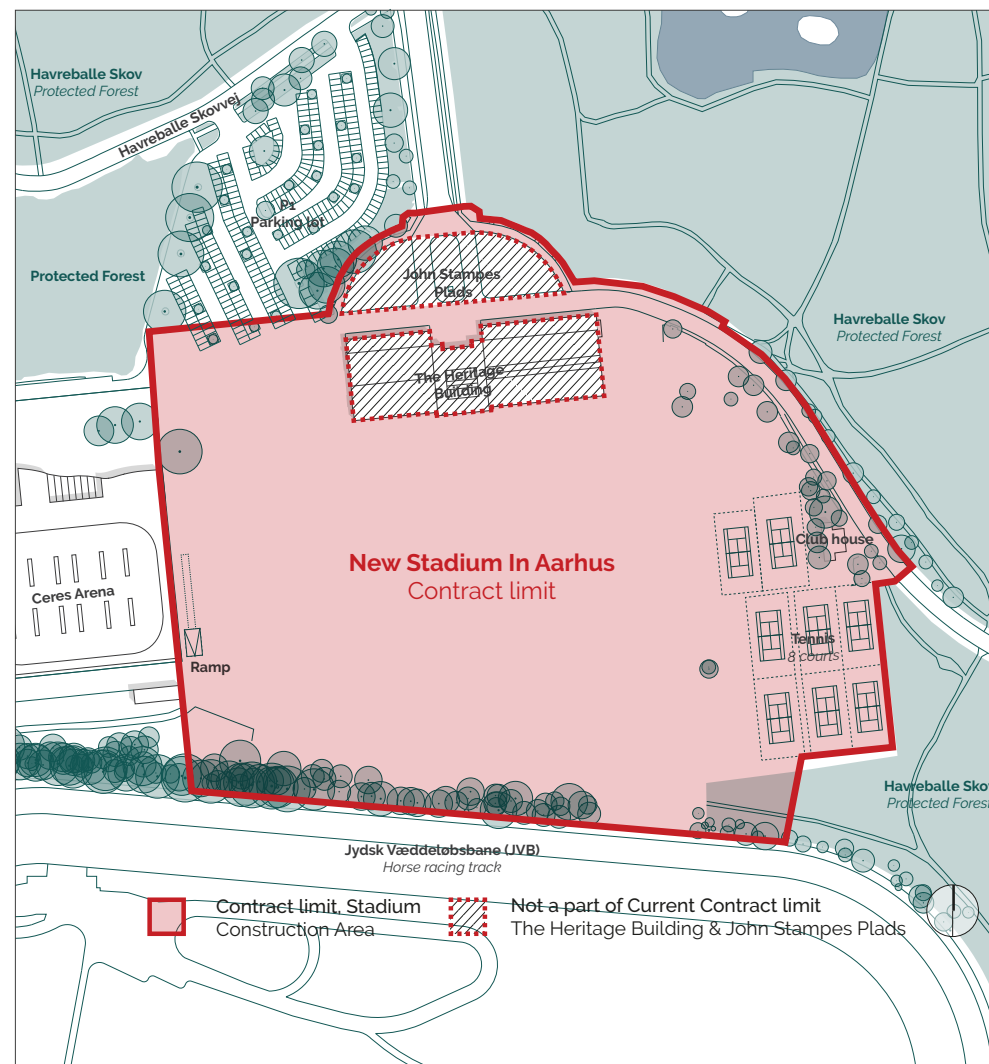
Local plan and environmental impact assessment

An environmental impact assessment (EIA) has been initiated for the New Stadium. This will run in parallel with the design contest and be completed in relation to the final winning project. Thereafter, the planning process, which takes place in parallel with the project design phase, will be initiated.

Preparation of a new local plan has not yet been initiated. It will be initiated at a later stage in parallel with the project design phase.



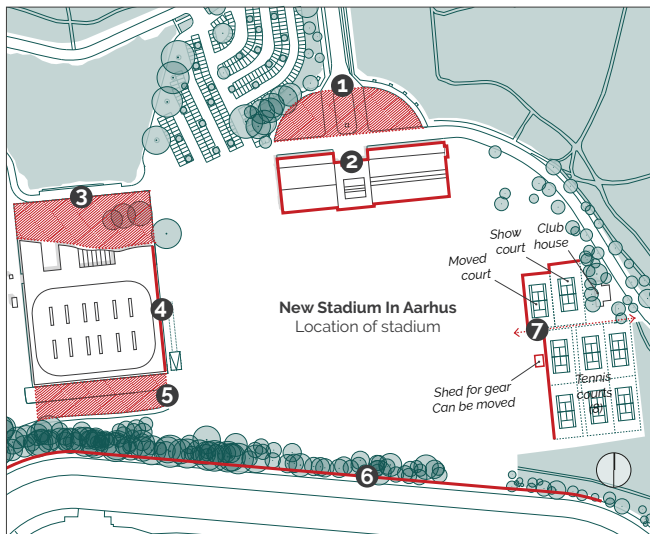
Competition Area - Existing situation



Construction Site - Contract limit - New situation

Immediate area

Neighbours of the project



Interfaces of particular importance in the project

The competition area for the New Stadium contains areas that will not to be included in the project budget but have close links and an impact on the stadium. It is therefore required that this is elaborated on and visualised in this competition phase

In the same way, there will be neighbouring areas for which it will subsequently be necessary to coordinate the stadium project and Development Plan, in order to achieve good physical connections of high quality.

1. John Stampes Plads

The plaza forms the entrance to the stadium area, and currently has a high unrealized potential as a direct link between the city, forests, sports facilities and stadium with

The Heritage Building. The plaza acts to a large extent as a thoroughfare, and does not have the character of a unifying common area for the stadium, as well as Aarhus Sports Park and the whole of Kongelunden.

The plaza was named in 2017 after the local football player John Stampe (1957-2012). John Stampe played his debut match for AGF in 1977. He was captain of the team that won the Danish Championship in 1986, and played a total of 444 matches for AGF before retiring from his active career in 1991.

2. The Heritage Building

Architecture, history and function are described on [pp. 20-23](#). Several different associations located in Aarhus Sports Park use both halls on a daily basis.

3. Plaza in front of Ceres Arena (north)

The plaza acts as an arrival area for Ceres Arena. AGF's fan shop is currently located on the plaza, which also offers the possibility to park bicycles. This area could be proposed for new use in the Development Plan for Kongelunden. New sports facilities or open activities could be located here.

In addition, access would need to be established to Ceres Arena by the plaza, as well as westerly facilities in Aarhus Sports Park: Aarhus Cyklebane and car park to the west (P2), (see map on [p. 25](#)). These unknown conditions should be taken into account for the development of the Fan Plaza.

4. Ceres Arena

Ceres Arena consists of an office area for the sports associations, meeting facilities and an exhibition hall, which is used for handball and major events. The hall can accommodate up to 7,000 concert attendees. These attendees must, of course, be able to enter and leave the place safely, also in the future. There is currently an open foyer area around the hall, which has a physical and visual link to the outdoor areas. The foyer area is often empty and unused, but in future scenarios it could be envisaged that the area has a more inviting and active programming, which relates to the outdoor areas: Training, which could take place indoors and outdoors, may be one example of a daily activity. It is envisaged that the ramp east of Ceres Arena will be closed on a daily basis, as the ramp is primarily used in connection with events and arrangements.

The area is outside the competition area and not expected to be visualised/outlined. Façade work on Ceres Arena is not part of this competition.

5. Plaza south of Ceres Arena

The area is currently used as a storage place for larger elements, and an unmaintained temporary building. The location of open activities, sports facilities and integrated BoH functions could be placed in this area. The area is an extension of an important footpath link to the Jutland Racecourse (south). The footpath is characterized by a large rise in the terrain and specific trajectory along the notable slope to the racecourse. In the future, a better connection must be established between all areas and connections in relation to this plaza.

6. Jydsk Væddeløbsbane (Jutland Racecourse)

The terrain behind the competition area for the New Stadium rises up towards the Jutland Racecourse, which is situated approx. 10 meters higher. The slope is currently vegetated with a partially high and distinctive row of trees. The vegetation should be preserved as much as possible. Possible openings, which create a better visual consistency between the Jutland Racecourse and the area for the New Stadium could be elaborated on.

In the future, it is envisaged that parts of the racecourse's central area could be used for parking cars at events. Therefore connections for pedestrians must be established between the Jutland Racecourse and the New Stadium.

Landscaping of the slope, as well as the establishment of connections for pedestrians are part of the competition. The racecourse is outside the competition area and is not expected to be visualized.

7. Aarhus 1900 Tennis

The tennis complex to the east of the present stadium currently consists of nine tennis courts, a mini tennis court with hitting wall, equipment shed and clubhouse. The clubhouse is the social gathering point in the facility, which is expected to be developed in order to support the club's ambitions for tennis as a year-round sport.

One of the tennis courts is bigger than the others and is currently used as an exhibition court. In connection with the construction of the New Stadium, seven regular tennis courts, as well as an exhibition court will be preserved (the existing northernmost court is expected to be moved west of the exhibition court).

See illustration on previous page.

In the stadium design contest, participants must propose how the tennis courts can open towards the surroundings - as groups of two - three fenced islands. A passage to the stadium and the Sports Park between the north-south and east-west islands shall be possible.

Participants in the stadium design contest shall propose how the area to the north of the club could be double-programmed. This can accommodate both OB vehicles and away fans at the stadium, as well as gatherings and other open, tennis-related activities such as hitting walls, mini tennis etc.

NB: After announcing the winner of the competition, wind analyses must be prepared to show wind effects on the tennis complex from the New Stadium.

KEY POINTS - IMMEDIATE AREA

- **John Stampes Plads & The Heritage Building**
See key points p. 23.
- **Jutland Racecourse**
Connections between Jutland Racecourse and the outdoor area at the stadium should be visualised. The slope should be developed so that it forms part of a beautiful and active element in the overall appearance.
A decision as to whether parts of the slope can be used as integrated storage rooms, intelligent waste management or community-building functions in connection with the whole of Konge-lunden, Aarhus Sports Park, athletes and the New Stadium is desired.
- **Tennis complex**
An illustration of how tennis can be included as an open, inviting and connecting part of the overall appearance, and at the same time have the option to maintain the location and court orientation (N/S) of the courts and clubhouse is desired.
- **Stadium, coherence and use**
The New Stadium must create coherence and connection between the functions in Aarhus Sports Park and ensure that the existing barriers are removed. The sports facilities must function independently in order to contain simultaneous activities in both The Heritage Building and the New Stadium.

History & Heritage

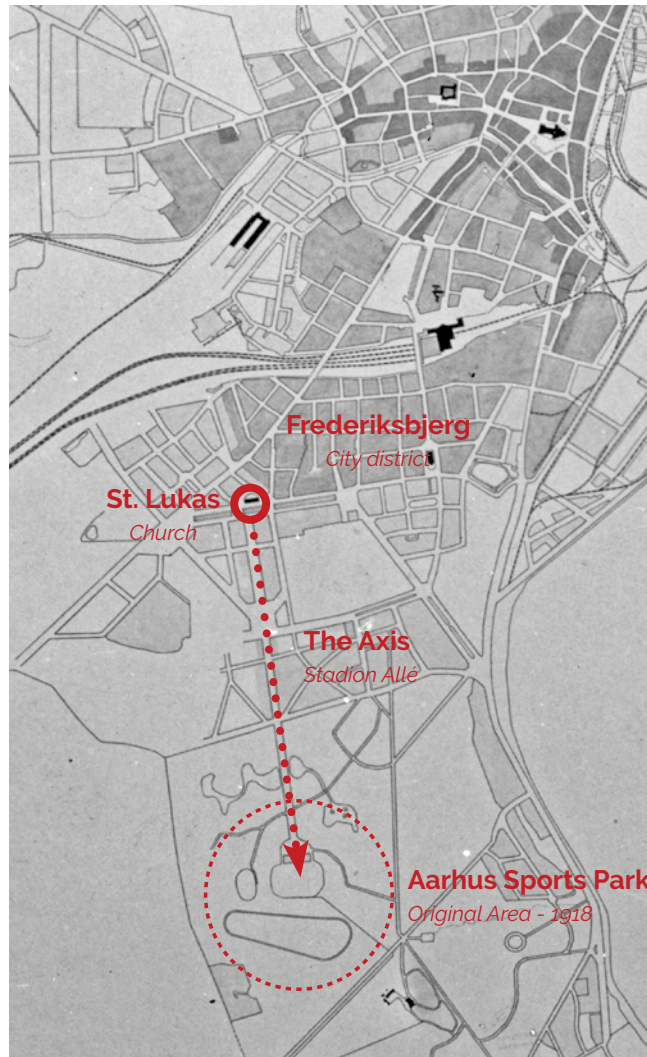
Aarhus Sports Park & The Axis

The stadium area today

The stadium area is located close to the city in the north-west of Kongelunden (see map on p. 5) bounded by Havreballe Skovvej to the North, Jutland Racecourse with Carl Nielsens Vej to the south, a larger residential area with large single-family houses to the west and Marselisborg Grønnevej to the east. The entire sports area is located in the middle of Skovbrynet, and currently houses Ceres Park, Ceres Arena, a tennis complex, Aarhus Cyklebane, a horse racecourse (Jutland Racecourse) and an athletics stadium including, i.a., a hammer throwing area.

Aarhus Sports Park & The Axis

Aarhus Sports Park was originally conceived as an extension of the new Frederiksbjerg district (designed by Hack Kampman and Charles Ambts in 1898) and planned by architect Axel Høeg-Hansen and engineer T. Engquist in 1918. Aarhus Sports Park should be integrated as a natural part of the expanding city and be included as an active environment in the modern urban community. In this context, Aarhus Stadium was built as an open sports facility at the end of Stadion Allé (designed by the city's first City Architect F. Draiby). Stadion Allé is a significant axis in Aarhus, and extends as a prominent route from St. Lukas Church (north) to the Stadium (south). It connects the city to the sports areas by a clear urban line of sight. Aarhus Sports Park is now surrounded by the city. The original axis is preserved and of great importance to both football fans and Aarhusians in general. The route and proximity to the city is worthy of preservation and must be maintained. The same applies to the dense forest growth, which frames the route.



City plan 1898 - Architect Hack Kampmann and engineer Charles Ambts (The city engineer's office, made available by Aarhus State archive)



Stadion Allé anno 1934 (By photographer Aage Fredslund Andersen, made available by Den gamle by)



Stadion Allé anno 2021 (© AGF/Ole Nielsen)

History & Heritage

Arrival Plaza & The Heritage Building

Arrival Plaza - John Stampes Plads

The round plaza at the end of Stadion Allé, John Stampes Plads, was built as a modern sculpture park with nine bronze sculptures made by renowned artists. These sculptures represented all the ideals of different athletes in the spirit of classicism with references to ancient Greece. When The Heritage Building partially burned down during World War II, the sculpture park was dissolved and does not exist any more. The sculptures are scattered around Aarhus, but there is a desire to gather them again in connection with the New Stadium (*see appendix 4.14*). The plaza emphasises the important connection and link between the city and the Stadium, and there is a desire for this to be rethought, possibly with the use of the historical sculptures as the city's entrance to the New Stadium, Aarhus Sports Park and Kongelunden.

The Heritage Building

The building is a neoclassical inspired building and was designed by Axel Høeg-Hansen. The building is kept in the Danish national colours (red and white). The building has a distinctive architectural expression with its colours, understated scale with the forest in the background and distinctive main entrance located exactly in the middle of the axis from Stadion Allé. The building is considered one of the most significant buildings in the area today, and is categorised as a building worthy of preservation in *category 3*, cf. the Danish SAVE method prepared by the Danish Agency for Culture and Palaces. The New Stadium must not spoil the experience of The Heritage Building, but may be built higher than the existing stadium. The view from Stadion Allé must be ensured and the experience of The Heritage Building enhanced.



Facade of The Heritage Building, 1937
(Unknown photographer/VISDA, made available by Den Gamle by)



Main building / The Heritage Building 1954 (Unknown photographer/VISDA, made available by Den Gamle by)



Aarhus Stadium at the end of Stadion Allé - Seen from John Stampes Plads - 1920 (The city engineer's office, made available by Aarhus State archive)

History & Heritage

Søjlehallen - The Heritage Building

From Søjlegården to Søjlehallen

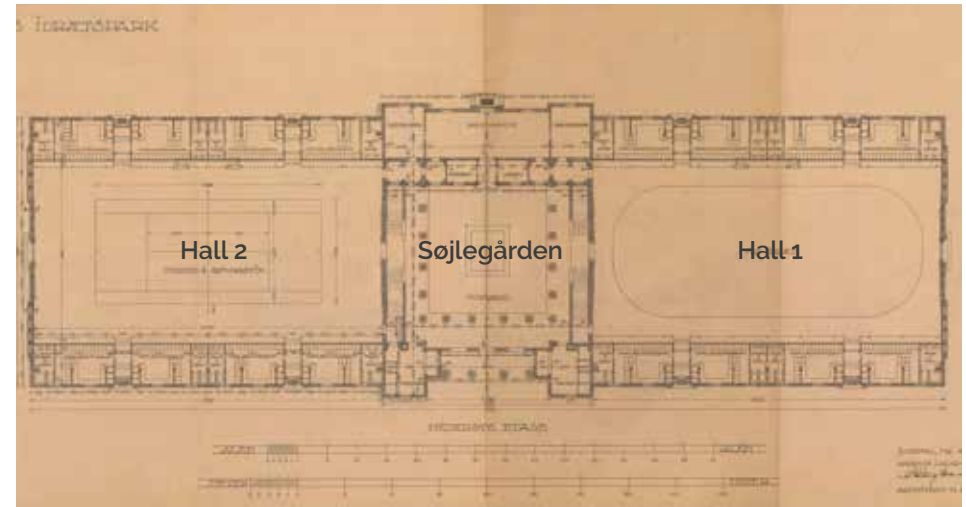
The entrance to the halls (hall 1 and hall 2) of The Heritage Building was originally via an open peristyle (Søjlegården) with a rainwater basin in the middle. Two arched halls (hall 1 and hall 2) with skylights and artificial lighting were once situated on each side of Søjlegården. A gymnastics and tennis hall with wooden flooring and room for 600 spectators that could also be used for boxing matches and lectures was situated on the left (Hall 1). The arches were wooden constructions recycled from Copenhagen Central Station. Hall 1 (the hall to the east) was destroyed by fire in 1943 and appears today as a newer handball hall. Hall 2 has been preserved as the original wooden hall from 1920. The hall is used for volleyball and events, but also contains kitchen facilities in the north-western part. Søjlegården served as a transition area from the city to "the world of sports". It encapsulated the sound of trickling water and a focused view of the sky and football ground. Søjlegården has now been converted to a columned hall providing access to the sports halls, as well as the existing VIP area in the present stadium.

Entrance to the New Stadium

There is considerable potential in transforming the central part of The Heritage Building into a new and beautiful entrance for the New Stadium, with openness to both the city and the stadium. The area could retain its function as one of the VIP accesses to the New Stadium in the future, and a place to receive information about activities in the whole of Aarhus Sports Park and Kongelunden should exist.



Lysippos 'Skraberen', 1965 (Photographer Børge Venge, made available by Den gamle by)



Original plan of The Heritage Building, 1918 (By architect Axel Høegh-Hansen, made available by The Danish National Art Library)



Hall 2 (Aarhus Studenternes Volleyballforening, made available by Allan Jensen/Eventmedia)



Søjlegården, 1926 (Jean René Gauguin/VISDA, Unknown photographer/VISDA, made available by Den gamle by)

History & Heritage

Connecting New & Old

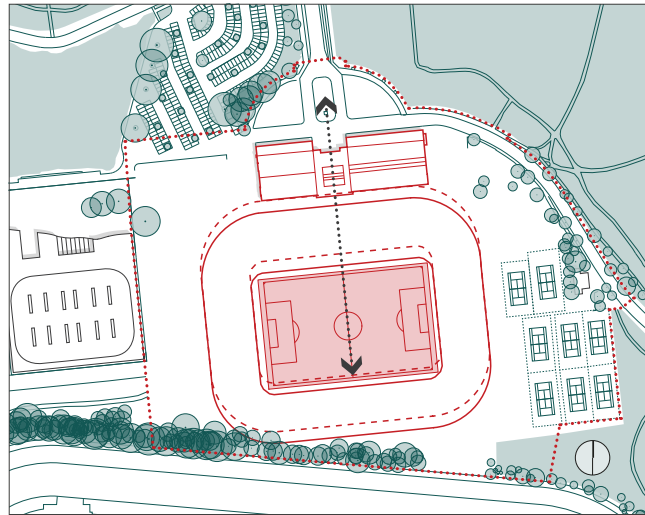
The New Stadium must be located with the centre of the football pitch in the Stadion Allé axis. The New Stadium can either be established at a distance from The Heritage Building or integrated with it.

The following shall be illustrated: How new and old can be connected considering scale, functional and visual context. How the existing façades opens to the surroundings and are rethought in relation to the New Stadium and the city. Facade and functions shall be visualized in the proposal.

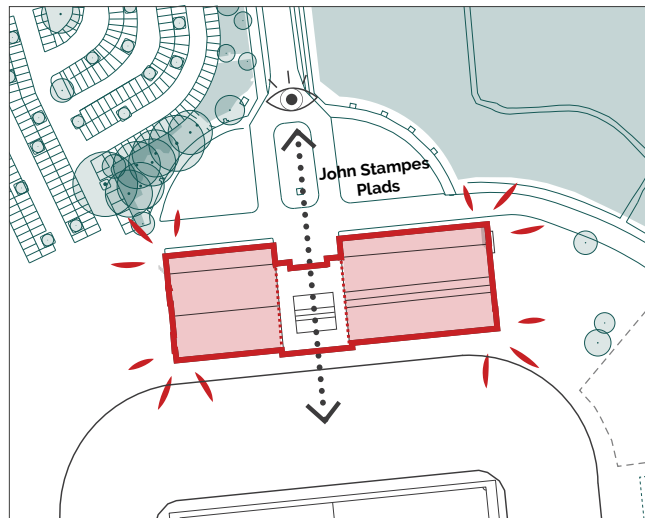
The changing rooms and façades hereof, which are located southwest in The Heritage Building, could be rethought in relation to the New Stadium. The possibilities for spatial and functional integration between the area in Hall 2 and the Fan Plaza west of The Heritage Building should be visualized.

The Danish Football Museum could be placed in The Heritage Building and 'Søjlehallen' must therefore invite to this museum experience. The spatial organisation shall take into account different types of users.

In the future, it is desired for the building to be used for association sports, as an entrance to the New Stadium and as a central distribution area, which can also function as an anteroom for the Danish Football Museum.



New Stadium connected or with distance to The Heritage building - Principle



Principle - Heritage Building with relation to surroundings and as new entrance to Aarhus Sports Park and the New Stadium.

KEY POINTS - CONNECTING NEW & OLD

- **The Axis:** The New Stadium will be located in the axis and ensure the view from Stadion Allé.
- **John Stamps Plads:** Shall ensure coherence between the city and the New Stadium, mark the entrance to the stadium and Kongelunden. Show how the statues could be repositioned in a new spatial context within the competition area.
- **The Heritage Building:** New and old must be connected considering scale, functional and visual contexts, as well as how all of the existing façades relate to the surroundings.

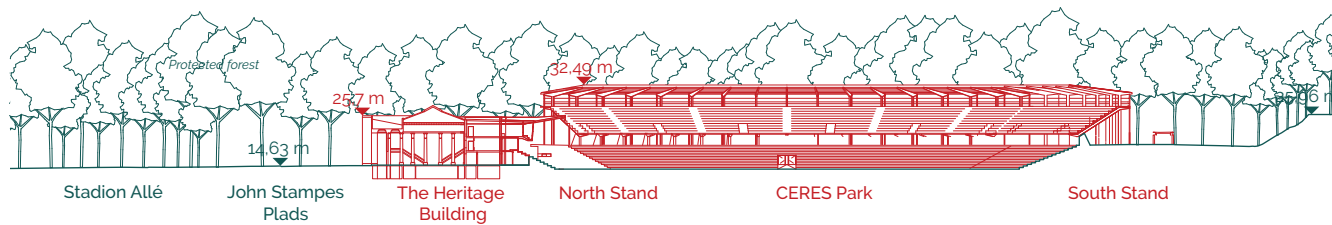
Søjlehallen in the Heritage Building will be a central distribution area and a possible anteroom for the Danish Football Museum.

The changing rooms and façades located southwest in The Heritage Building, could be rethought in relation to the New Stadium.

The possibilities for spatial and functional integration between the area in Hall 2 and the Fan Plaza should be visualized.

- **Adaptation of landscape and trees**
The New Stadium shall be integrated in relation to the green surroundings, terrain and protected forest.

Existing Landscape Forest & Terrain



Section of Existing situation

Marselisborg Forests and protected forests

Aarhus Stadium is surrounded by green elements in the form of Havreballe Forest and the Marselisborg Forests, which surround the stadium from north-west to south-east. The competition area includes large areas with protected forests particularly worthy of preservation (deciduous forests with dense forest growth) containing large and characterful beech trees and at the same time defines the axis along Stadion Allé.

The large forest area is of great value to the city and creates a unique atmosphere. Both physical and visual contact with the forest along Stadion Allé is of great importance. The tall trees surrounding the stadium can be seen from many places in the city. The trees appear as a strong and preservation-worthy feature of the area.

1. Protected forests within the competition area

It must be ensured that no protected trees are removed as a consequence of a New Stadium. Particular attention is drawn to the north-eastern side of the competition area, along Marselisborg Grønnevej, where a small area of protected forest north of the tennis courts must be preserved.

2. The terrain

In addition to the distinctive vegetation, the terrain in the area is extraordinary. The area around the existing stadium, and particularly in the transition area between Jutland Racecourse and the present stadium, is characterized by a significant terrain inclination as a result of earlier landscaping.

There is currently a huge difference between the top and bottom of the terrain within the competition area. The proposers must show how a future stadium will address the landscape and the significant differences in the terrain. The competition entry must ensure good physical and visual connections to the surrounding terrain within Aarhus Sports Park in relation to the location of a New Stadium.

3. The slope

There is currently a significant slope in the transition between Jutland Racecourse and the competition area to the south. The slope consists of a particularly dense vegetation of tall trees and a significantly sloping terrain. In their location of the stadium and work on the outdoor area, in particular to the south, the proposers must ensure a good transition between the stadium and the slope.

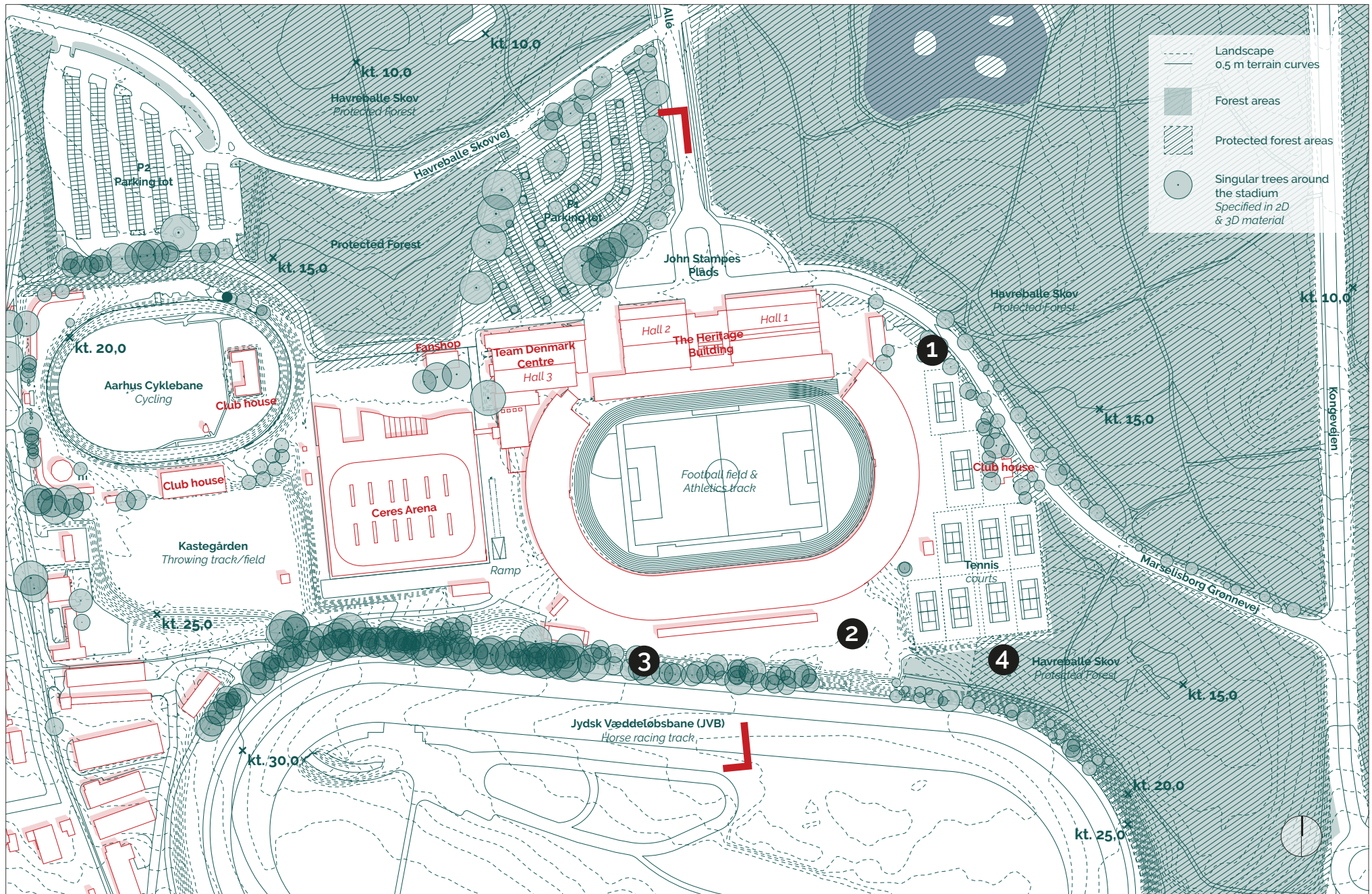


The forest around Aarhus Stadium today

The terrain differences shall be explored when developing the landscape. The trees shall be preserved as far as possible. In the design of the slope, the following can be integrated: Depot areas, BoH functions or external functions that unify users of the area across use and sports.

4. Overall landscaping

An open and accessible area around the New Stadium, which brings the existing landscape qualities and the rest of the Sports Park into play, is desired. The landscape shall be further developed in dialogue with the winner of the Development Plan for Kongelunden.



Landscape around the stadium - Existing situation

Stadium Layout

Overview & Guidance

DEFINED KEY POINTS, PRINCIPLES & LOCATIONS

Influential design principles (as described on p. 29)

- Continuous 360° closed Seating Bowl
- Continuous Roof (covered seats)
- Proximity to the FoP (Uninterrupted Sightlines)
- Single Tier (all stands shall be single tiered)
- Steep Stand Rakes (incline/angle of slope)
- Single Continuous Concourse
- The pitch shall be in accordance with UEFA Category 4 pitch regulations and dimensions
- Integrated design: Architecture, construction, technical solutions and sustainability.

Stadium capacity:

- It shall be a single tier stadium with a capacity of 20,000 seats and a possibility to expand the capacity to 22,000 all seater or 24,000 including standing.

Locations:

- The New Stadium shall be located with the pitch centered according to the Stadion Allé axis.
- The Main stand shall be located in the north.
- Concourses shall be located in the east, south and west on ground floor.
- Home fans (ultras) shall be located in the west stand and away fans in the east stand.

Access and egress:

- On match day, there must be full 360-degree public access to the precinct that surrounds the stadium.

A ground-breaking stadium in top-class

Aarhus and AGF must have a New Stadium by 2026. The New Stadium must be integrated in the Sports Park in Kongelunden, strongly linked to the characteristic cultural environment in the area.

The competition should lead to beautiful and functional proposals for a New Stadium, such as the stadiums we are familiar with in larger cities in Europe. It is required that the spectators are placed very close to the pitch and experience a more intimate and atmospheric football experience than the existing stadium offers.

As part of the competition brief, a number of feasibility studies have been prepared to ensure the current requirements for UEFA category 4 stadiums within the project area, as well as to provide the requirements for a New Stadium.

The feasibility studies shows principles for the design of a New Stadium within the economic framework. The principles are based on an overall organisation with a main stand for VIPs to the north and regular stands for all other spectator groups (Ultra/home fans, family, GA and away fans).

A number of key points, design principles and locations have been established in connection with the feasibility studies: *See Key points on the left.*

Reading guide

Kongelunden's Secretariat has in collaboration with international stadium consultants prepared a number of principle drawings for the functionality of a New Stadium.

The diagrams have been economically qualified and should be used as a guide. The design and final organization of areas and spaces is the task for the competing teams. It is therefore acceptable to challenge and deviate from the diagrams in the proposal for a New Stadium - provided there is still functional and economic coherence.

Stadium terms - Phrasebook

BOH - Back of house

F&B - Food and beverage

FOH - Front of house

FM - Facility Management

FoP - Field of play

GA - General Admission

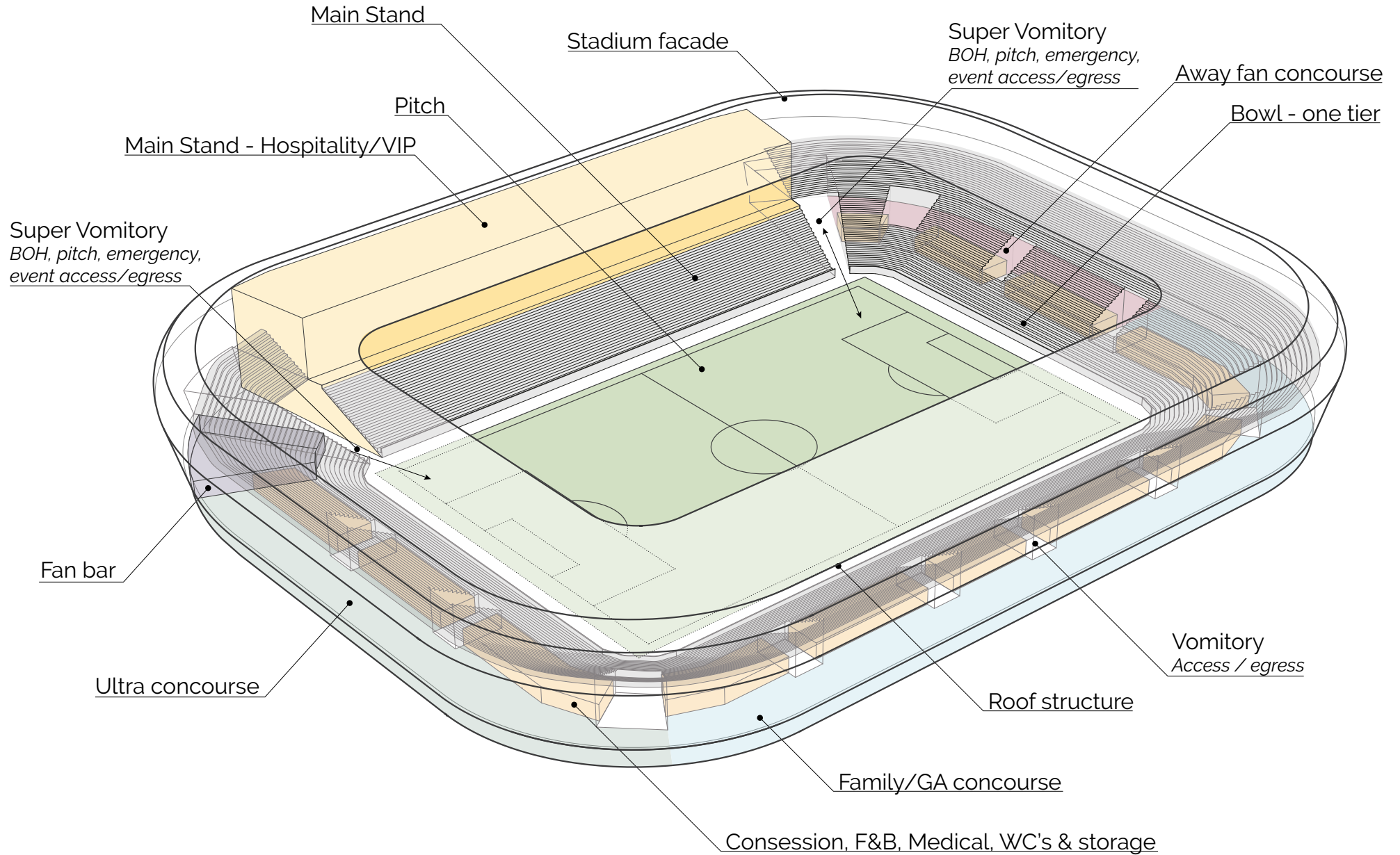
MIP - Most Important

OB - Outdoor Broadcast

PoS - Point of sale

SCC - Stadium Control Centre

The Heritage Building - Søjlehallen og Stadionhallerne



Principle diagram - illustration of zones in the New Stadium.

Specifications

Stadium Usage & Standards

Stadium Usage

The New Stadium must meet the requirements for a UEFA Category 4 designation, as well as the The Danish Football Association's requirements for Superliga stadiums and the stadium requirements described in the current club license for the 'Superliga'.

Stadium Standards and Specifications

The competing teams are responsible for delivering a fully commissioned, functional and operational stadium.

Any stadium design, construction, project processes and systems must be conducted in compliance with all applicable Danish national and local planning policy, building regulations and code as well as full compliance with the municipalities local policy, building codes and regulations.

The proposed Stadium design shall also consider international best practice, health and safety laws for sports grounds and entertainment venues.

Recommendations shall be seen as inspiration and guidelines. Whether recommendations are integrated or not will be assessed individually.

Stadium requirements, from the list below, shall be integrated into the design:

- FIFA, Football Stadiums: Technical recommendations and requirements, 5th edition, 2011
<https://digitalhub.fifa.com/m/6c66fa18f65c0a78/original/rcrtvaelvfae84czze1w-pdf.pdf>
- UEFA Stadium Infrastructure Regulations Edition 2018 - <https://documents.uefa.com/r/qA7fJuX-rAU7K42UpVsoDGQ/root>
- UEFA, UEFA Safety and Security Regulations, 2019 edition - <https://documents.uefa.com/r/CWhJ-bY3mig7NgRltR4txw/root>
- Manual for Superliga 2021/22 - <https://divisionsforeningen.dk/wp-content/uploads/2020/12/Superliga-manual-2021-2022.pdf>
- Divisionsforeningen - <https://divisionsforeningen.dk/wp-content/uploads/2020/12/Stadionkrav-ed.-2020.pdf>

Configuration

Stadium Principles

Stadium Configuration

The New Stadium must create a powerful and intimate stadium atmosphere, which will inspire AGF and establish a very intense stadium experience in connection with football. This intense stadium atmosphere shall be cultivated via embracing a number of influential design principles in order to generate an optimal match day atmosphere, these are summarised as the following key points:

KEY POINTS STADIUM CONFIGURATION

- Continuous 360° closed Seating Bowl
- Continuous Roof (covers all seats)
- Proximity to the FoP (Uninterrupted Sightlines)
- Single Tier
- Steep Stand Rakes (incline/angle of slope)
- Single Continuous Concourse

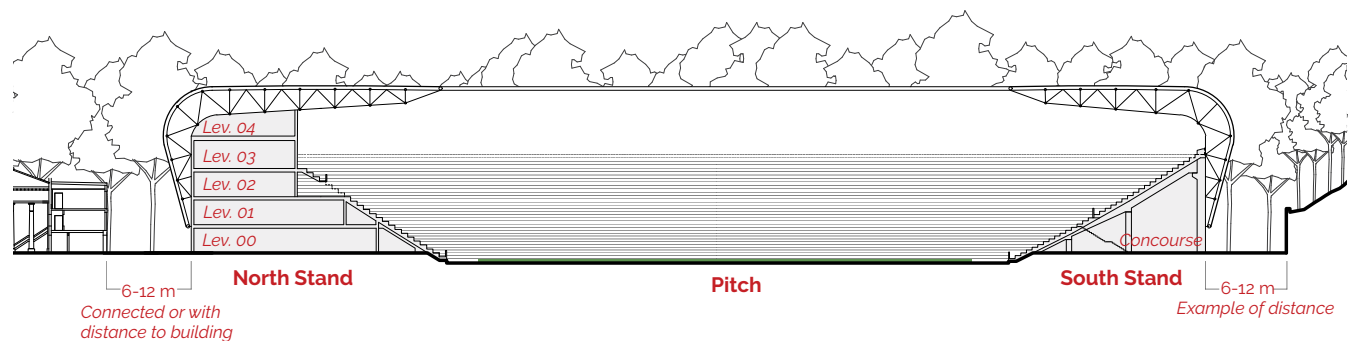
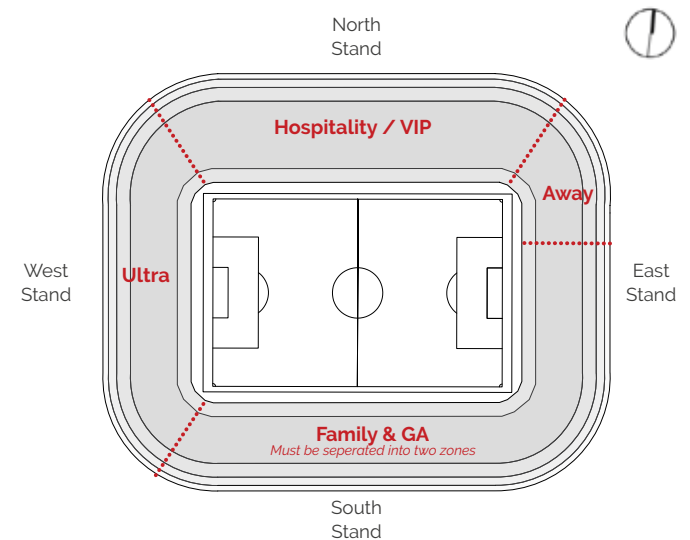
The East-West orientation of the stadium and Field of Play (FoP) will be the reference point for players, officials, spectators, media and television audiences. All stands and corners (North, East, South and West) shall be single tiered.

The main stand (north) contains all hospitality guests and functional accommodation. The North Stand comprises four levels of high-quality space to provide first-rate hospitality for premium guests, commercial partners, owners/directors, as well as top-quality functional accommodation for players and officials, media and club staff.

The remaining three stands (East, South and West) shall accommodate all general seating for admission spectators across a continuous 270-degree (horseshoe) single-tier seating arrangement with unobstructed sightlines. The New Stadium stand/bowl configuration shall integrate structure, circulation and sightlines with commercial requirements for operators, promoters and the needs of spectators, visitors, players and officials and media.

The New Stadium shall be located in the existing east-west orientation south of the Heritage building, with the pitch centred according to the Stadion Allé axis. The building can either be connected to- or placed with a distance to The Heritage Building.

The principle section below illustrates an example where the New Stadium is located 6-12m from The Heritage Building.



Principle North - South Section

Arrival, Flow & Traffic

An accessible area for everyone

Arrival

From the immediate area of the city

Football has been played at the end of Stadion Allé for more than 100 years. The central and suburban location is unique and part of the city's strong football culture.

Stadion Allé is the most beautiful arrival route to a football stadium in Denmark, and the design of a New Stadium shall enhance this. Stadion Allé leads to John Stampes Plads. Both Stadion Allé and John Stampes Plads will contribute to creating a cohesive arrival, which visually and physically invites visitors inside the New Stadium, Fan Plaza and the rest of Kongelunden.

Primary access roads & Motorways (E45)

The competition area and surroundings for the New Stadium in Aarhus is connected to several primary access roads and the motorway E45. Primarily, access to the area by car will take place from the west via Jyllands Allé, south via Carl Nielsens Vej and Oddervej and north via Ringgaden and Strandvejen.

Access by public transportation

Along the development area of Kongelunden, several bus stops are available (public transport). The bus traffic is divided into a number of city bus lines, A-bus lines (primary routes with high level of departures) and local bus lines between the city of Aarhus and the neighboring cities.

An accessible area for everyone

The area is characterized by a number of passages or logistics areas only used for storing equipment, storage waste handling etc. The relocation of Team Denmark Centre will create a strong visual and physical connection southwards and further out into Aarhus Sports Park and Kongelunden.

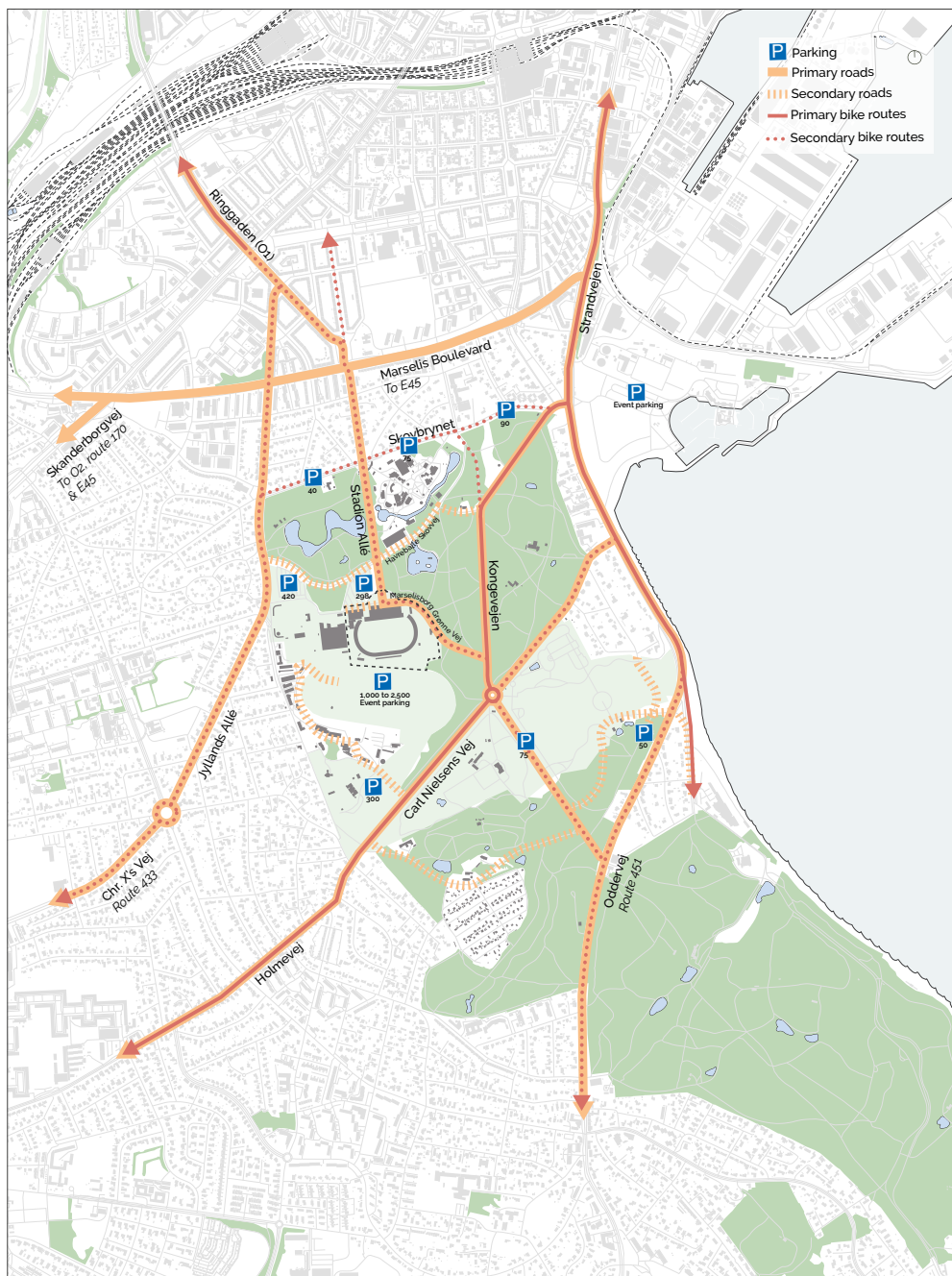
A coherent and accessible outdoor area 360 degrees around the New Stadium is desired. The outdoor area should function in relation to the various programme requirements and logistical considerations associated with football matches and major events. Citizens and sports users shall freely use the area, supporting the open Sports Park.

As an entrance to Aarhus Sports Park and Kongelunden, the area shall connect sports, culture and nature. Urban spaces, landscapes and façades shall contribute to an inviting, active and safe area.

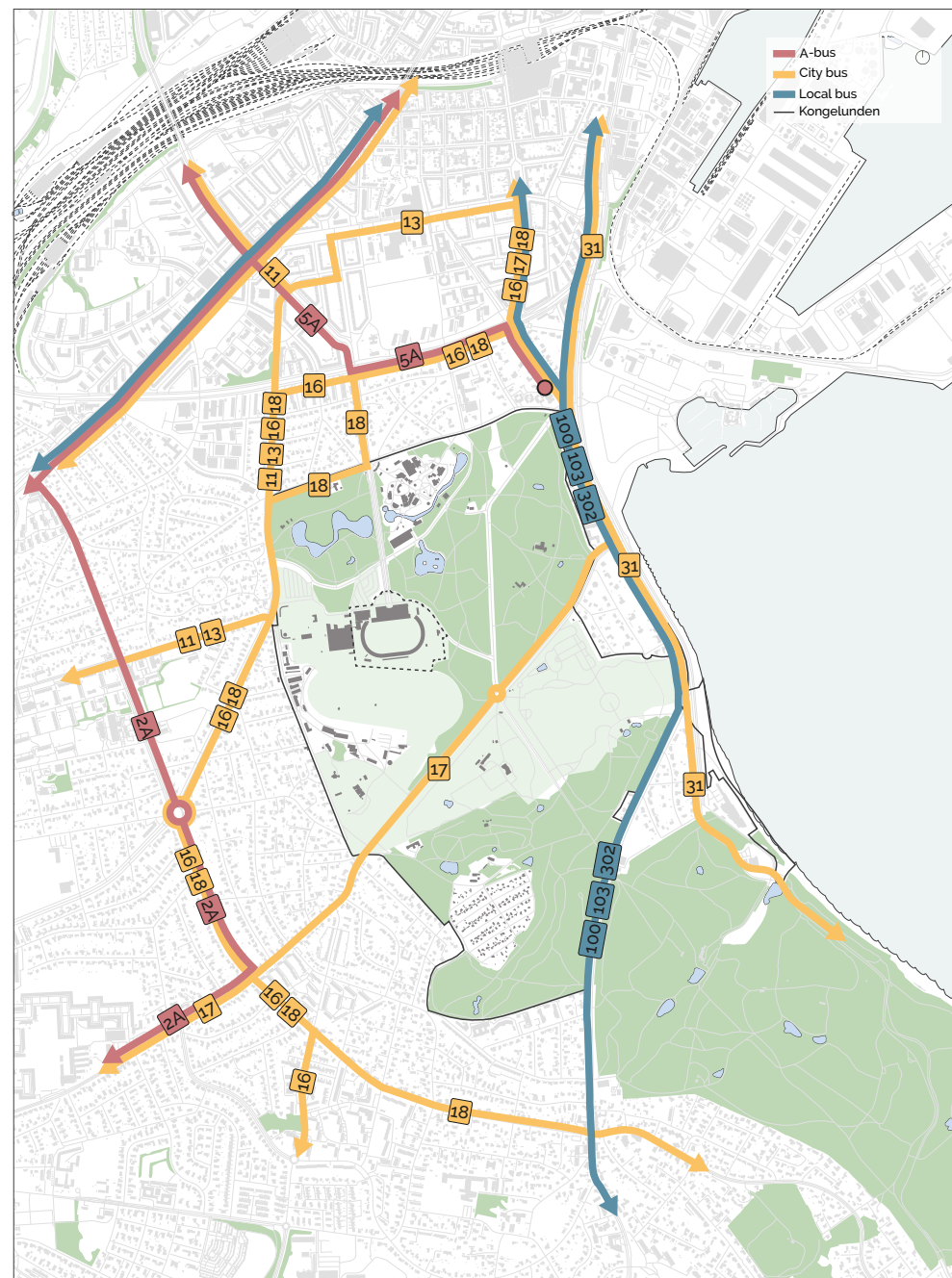
Traffic strategy for the area

In connection with the development of Kongelunden, Aarhus Municipality is preparing a traffic strategy, which will form an overall basis for the future ambitions of transport, as well as parking and logistics. The strategy will address potential forms of traffic collaboration, nudging strategies and smart solutions for a more open and accessible area. The traffic strategy is very important in terms of being able to create a well-functioning New Stadium and is scheduled for approval in the spring of 2022. The strategy is to be implemented in the Development Plan for Kongelunden.

NB: The location and parking design is not incl. in this competition, as the traffic strategy is not approved at this time. The competition proposal shall illustrate flow, bicycle parking and embarking/disembarking in connection with the location, layout and design of outdoor areas.



Main roads in relation to the competition area



Arrival, Flow & Traffic

An accessible area for everyone

Flow

Good connections, accesses and flows must be established around the New Stadium, in Aarhus Sports Park and in the area of Kongelunden. Arrivals shall be accessible via public transport from, i.a., Jyllands Allé and Skovbrynet.

Bicycle parking

The exact number of bicycle parking for the New Stadium is not known at this time. Approximately 500 bicycles will be parked in the whole of Aarhus Sports Park, and many of them near the New Stadium. The participating teams are asked to specify a strategy for bicycle parking on the terrain, distributed in relation to arrivals, entrances to the New Stadium and landscape design.

Car parking

Specific parking requirements related to the stadium project is to be decided in the traffic strategy, spring 2022.

In the design contest the existing parking areas P1 and P2 is to be used as primary parking areas for the New Stadium. It is assumed that the central area of Jutland Racecourse (JVB) can contain event parking for approx. 1,000-2,500 cars. The central area must be activated in connection with matches and events in the New Stadium, with access from the south via Carl Nielsens Vej.

In the future traffic strategy it is assumed that a large number of parking spaces will be on the Jutland Racecourse and the spaces must be easily accessible when arriving at and leaving the New Stadium.

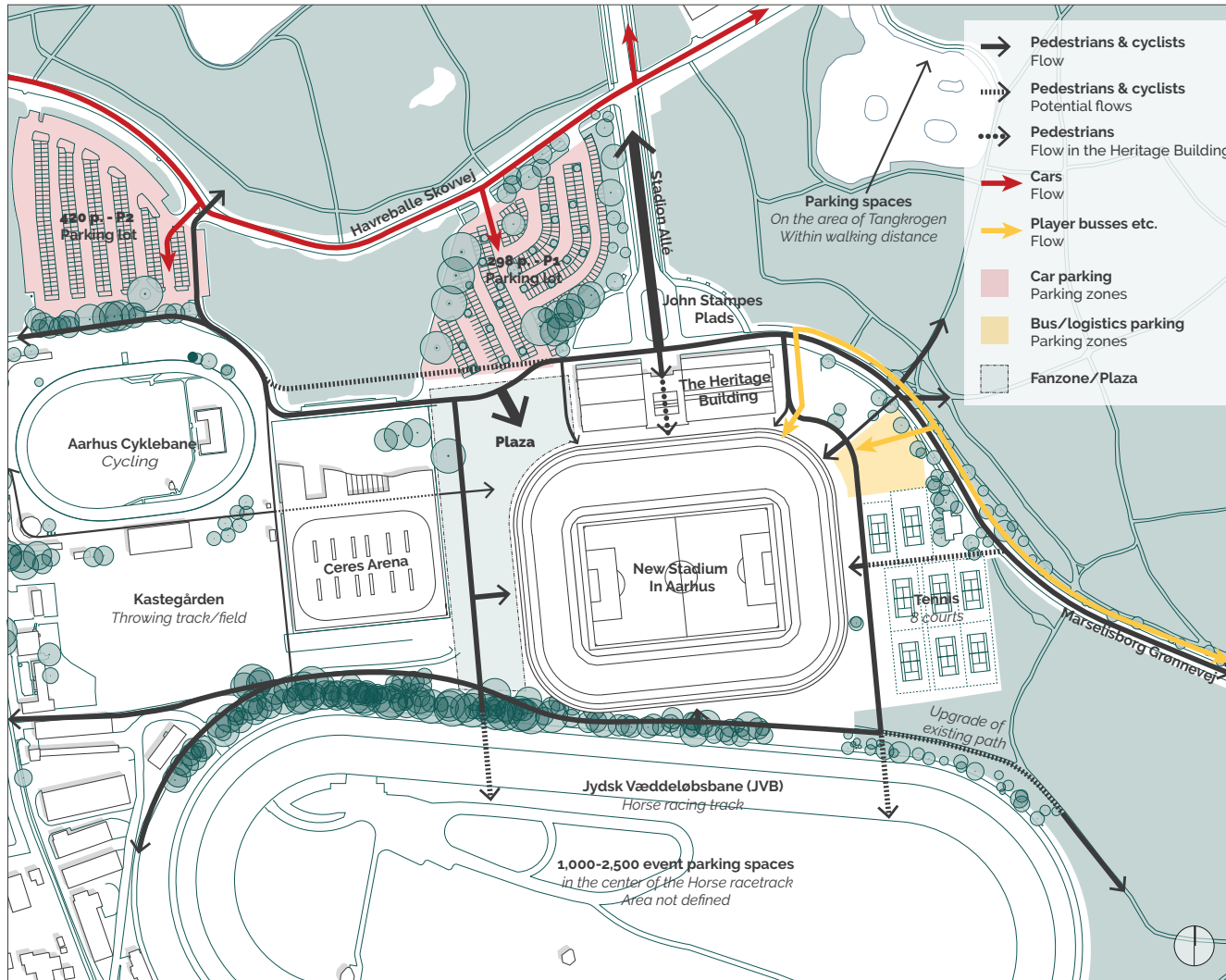
Disabled parking

The current number of seven disabled parking spaces allocated on car park 1 (P1) and John Stampes Plads can not be reduced and can be relocated within the competition area.

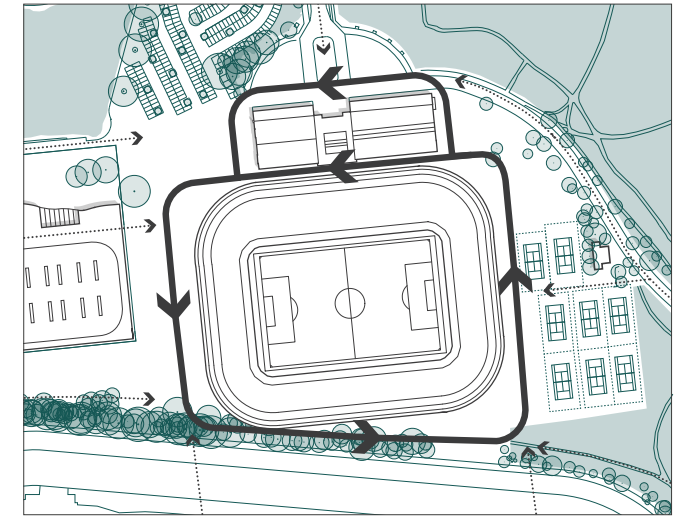
Embarking and disembarking

Upon arrival at the New Stadium, areas for "kiss and ride" and taxi ranks for embarking and disembarking must be established. The existing taxi rank at John Stampes Plads can be relocated within the competition area.

The illustration on the right shows the expected new traffic scenario for a match situation. This illustrates the access routes and connections to be further developed in the proposals.



Flow and Traffic - Matchday-/event scenario



Flow - 360 accessibility and flow around the New Stadium

KEY POINTS - TRAFFIC & FLOW

- **Flow:** The competition proposal must contain proposals for the establishment of safe, accessible and visible connections to, from and around the New Stadium and the other functions in Aarhus Sports Park. A strong visual and physical connection must be established to Aarhus Sports Park and further out into Kongelunden. This also includes permanent connections to Jutland Racecourse to the south.
- **Bicycle parking**
Location of bicycle parking, as a solution close to and around New Stadium.

Programme & Area Overview

Overall zones

Site and stadium - Area Overview

The New Stadium shall be located in the existing east-west orientation south of the Heritage building, with the pitch centred according to the Stadion Allé axis.

The site shall be arranged with key front-of-house fan-facing facilities located to the north-west (NW) of the New Stadium including a central Fan Plaza.

The Central Plaza shall unify the Sports Park and work as a central arrival point to the New Stadium, the Sports Park and Kongelunden. The club shop and fan bar will service the Fan Plaza on match days. VIP access from the Fan Plaza must be provided from the NW corner of the main stand. The Fan Plaza has a great potential of being connected to the Heritage Building as well (see [pp. 38-39](#)).

The stadium and surrounding precinct shall be organised in to spectator groups with hospitality/VIP guests located in the main stand accessible from a hospitality/VIP lobby from the Fan Plaza and a VIP entrance through the central lobby of the Heritage building. A museum for Danish football can be placed in the north-west part of the Heritage building (see [pp. 76-77](#)).

Ultra fans are placed in the West stand, family and general admission in the south and south east corner and the away fans in the north east corner, serviced by a dedicated away fan arrival plaza.

The north east side of the site shall accommodate the back-of-house facilities including the outdoor broadcast (OB) compound and the away fan zone:

Outdoor Broadcast - (OB) compound

This area shall be designated as a secure and dedicated area for media to access with match day accreditation. The OB Compound shall accommodate production trucks and OB vans. (See [p. 84](#)).

Away fan Area & Arrival zone

The away fan Area and arrival zone (away zone) shall be a fenced area with the possibility of a flexible division of the site into zones. It shall be an inviting area with space for away fan facilities, manoeuvring and parking of fan buses. The traffic inside and around the away fan zone shall be safe and effective. Away fans and home fans are not allowed to cross each other. The area shall be well lit and with a firm, even surface.

The required bus capacity inside the away fan zone is eight buses with a length up to 15 meters. The total need for bus parking can be up to 19 buses. In these situations 11 out of 19 buses are expected to park on Marselisborg Grønnevej or Kongevejen.

The participating teams shall define a principle for both parking and manoeuvring of eight buses. The best possible connections to and from the away fan area shall be established.

NB: No trees can be removed from the preserved forest.

Tennis

The clubhouse and a minimum of eight courts (seven ordinary tennis courts and one centre court for performance) shall be placed in the tennis area, as shown on the next page. The best possible flow and sun conditions must be considered in relation to the tennis area. See [p. 21](#).

A holistic approach

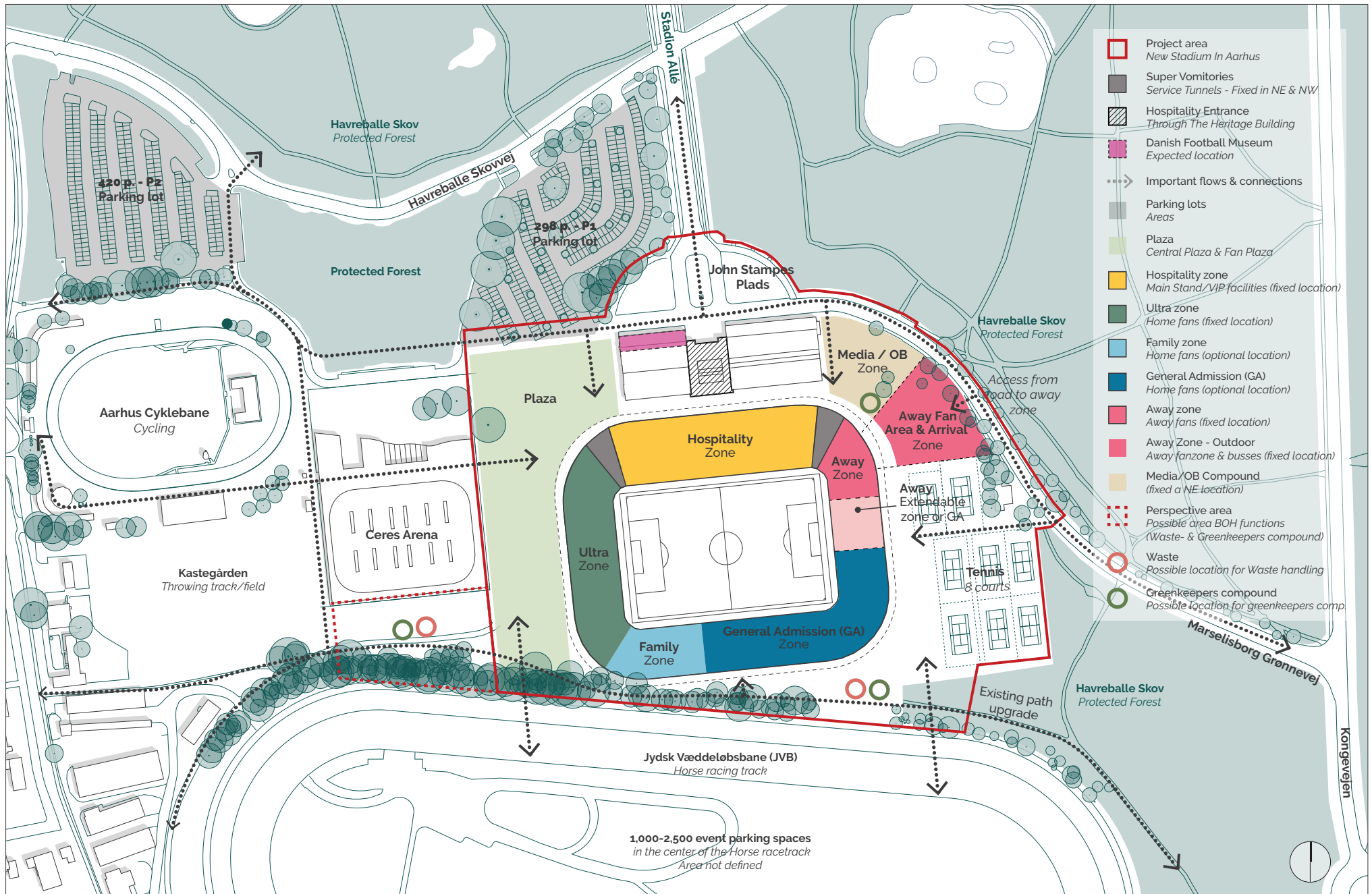
A good relation to the surroundings must be ensured 360 degrees around the New Stadium. This applies to the described zones in the Area Overview, the Stadium precinct and to the non-programmed areas south-west and south-east in the competition area.

All areas shall be a natural part of the overall design of the landscape and plazas surrounding the stadium. A holistic approach to the landscape and urban space shall create an area around the New Stadium that works for everyday life, during football matches and events.

KEY POINT - LOCATION OF New Stadium IN COMPETITION AREA

A good relation to the surroundings must be ensured 360 degrees around the New Stadium.

A holistic approach to the landscape- and urban design shall create an area that works for everyday life, during football matches and events.



Programme and area overview

Access & Egress Principle

Match Day Access

On match days there must be full 360-degree public access to the precinct that surrounds the stadium to optimise flow. Access in to the stadium will be segregated in to different user groups; Ultra, family, general admission (GA), Hospitality/VIP (gold, silver and bronze), media and away fans.

The Fan Plaza (NW) is a central arrival point to the New Stadium and leads to all levels of hospitality/VIP (gold, silver and Bronze) via a large and inviting hospitality lobby.

The entrance for hospitality/VIP areas is also possible through the central lobby in the existing Heritage Building. This entrance will be for the press, VIP areas in the Main Stand and other football actors with access to the existing halls. Media guests shall enter via a dedicated entrance into the media facilities.

The participating teams shall consider how the wish for two main entrances - one through the Heritage Building and one from the Fan Plaza is best integrated in the New Stadium.

The Ultra fans shall have dedicated entrances to the ultra stand located in the west. The away fans shall have a segregated entrance to the stand for away fans, located in the north of the east stand. General admission and families shall have access via the remaining entrances in the south and east stands with a number of turnstiles dedicated to family guests.

Super vomitories

The Pitch (FoP)/Event floor shall be accessed via the means of two key service/pitch tunnels (super vomitories). The super vomitories are used for load in and out, pitch machinery, maintenance equipment and for flow in case of emergency.

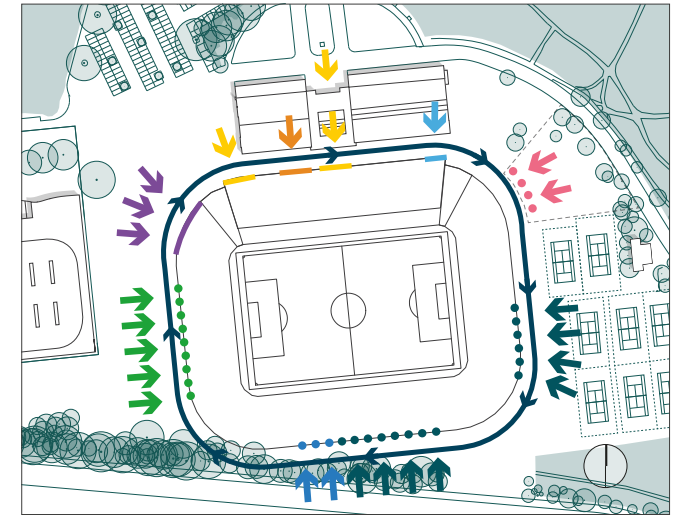
In all diagrams the placement of the two super vomitories are shown in the north-east and north-west corner of the New Stadium. See [p.54](#).

Match Day Egress

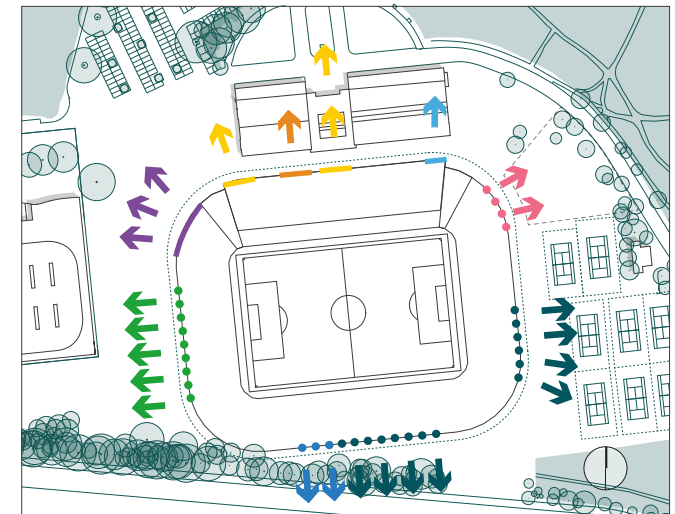
On match day, all guests shall be invited to exit the stadium through their original point of entrance, however additional exits shall be opened up in the stadium secure line in the east, south and west stands. The away fans shall remain segregated in the north of the east stand and returned back to the away fan arrival plaza for departure via vehicle or coach.

Key:

- Ultra
- Family
- General
- Hospitality
- Media
- Fan Facilities
- Away Fans
- Club



Principle - Access



Principle - Egress

Stadium Precinct Principle

Stadium Precinct








An area of high quality hard standing shall surround the full perimeter of the stadium. The final placement of the New Stadium (with distance - or connected to The Heritage Building) will affect the exact layout of the stadium perimeter.

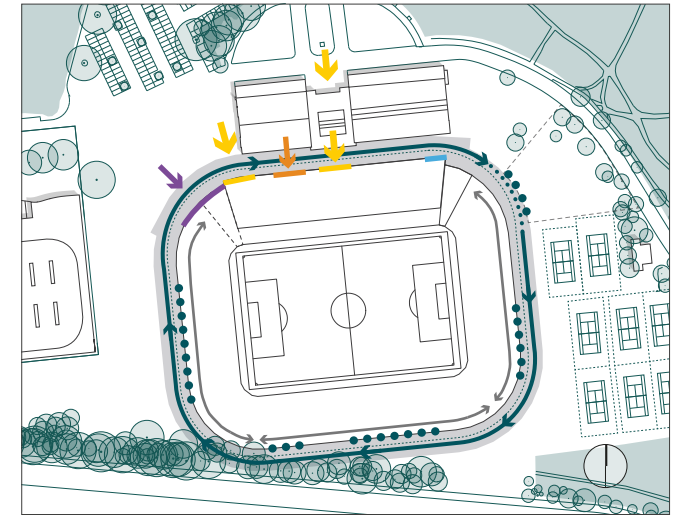
The precinct shall play a critical role in managing crowd flows, enabling efficient spectator circulation with intuitive way finding and ensuring safe access and egress to all visitors. The dimension of the perimeter needs to fulfil local fire requirements.

The precinct shall provide safe pedestrian access, as well as carefully managed vehicular access to the full perimeter for servicing in case of emergency for handling fire engines etc. The precinct is crucial for the functionality of the stadium, and ensures effective flows to all functions in the concourses.

The precinct shall be a natural part of the overall design of the landscape and plazas surrounding the stadium. The precinct shall create a natural connection between inside and outside and must be marked.

Key:

-  Precinct
-  Precinct Circulation
-  Turnstiles
-  Concourse Circulation
-  Hospitality Entrance
-  Media Entrance
-  Club Shop and Ticket Office Entrance



Principle - Stadium Match Day Precinct Plan

Fans

Segments & Fan travel

Fan segments

The design of the stadium - in terms of stand sections, stalls, toilets and fan zone areas - must accommodate the different segments. Below is a brief description of the primary segments:

Ultras

The most active group in terms of atmosphere and primarily aged between 15 and 30. They are placed in the west stand. Their passion for the club is expressed, i.e., by massive vocal support and tifos. They have a strong community, which is growing bigger and bigger. As they spend a lot of time at AGF, they need a meeting point and meeting place - not only on match days, but also between matches. The concourse under the west stand is intended for this purpose. The area shall have a raw expression where the ultras can create their own atmosphere.

Season ticket holders

Many of AGF's loyal fans are season ticket holders, who have had permanent seats at the stadium for many years. They sit primarily in the south stand and this may include two or three generations or friends who share the football experience and interest. It is a broad group, and it is important that they, regardless of age and gender, - are able to cultivate their common interest in the club together. They must be offered a good overall experience, which includes a diversity of offers in the stands, good toilet facilities and gathering areas in both the Fan Plaza and at concourse level, where they can meet before, during and after the match.

Families with children

Many families with children come to AGF's matches, which is partly due to the fact that the club has had free admission for children under 15 in the family section for a number of years.

They must all be ensured a good and safe experience and it is important that there are fun activities for the children to enjoy both at the Fan Plaza and at concourse level in the family section. This applies to both before and after the match. Facilities and food options in the family section are targeted at this group.

Women

More and more women are going to AGF's matches. This is a development we would like to continue, and should, i.e., be reflected in the gathering areas, a wider range of food and drinks aimed at women, as well as good and adequate toilet facilities.

VIP guests

VIP guests sit in the main stand and they primarily gather in the VIP lounges before the match. Many VIP guests want to feel the atmosphere and be a part of the overall fan experience. The design of the stadium and Fan Plaza shall provide the option for meeting other fan segments, e.g., in connection with arriving at the New Stadium.

Away fans

The number of away fans varies from match to match and it is extremely rare that riots occur during matches. The away fans section must be able to accommodate both

those who wish to stand up and create an atmosphere, as well as ordinary fans and spectators. They shall all be ensured a good and safe experience, good stand and toilet facilities.

Fan travel at the New Stadium

Fans walk to the New Stadium via the primary arrival route on Stadion Allé or from one of the other arrival routes and parking areas around the stadium: Jyllands Allé to the north-west, the racecourse with parking to the south or from Kongevejen to the east.

In the following description, the arrival via Stadion Allé is used as our starting point:

The walk takes in Denmark's beautiful Stadion Allé and has a direct view of The Heritage Building with Søjlehallen as the central point and a New Stadium, which stands out beautifully in this axis. Søjlehallen leads on to the Danish Football Museum or a special VIP entrance to the main stand.

John Stamps Plads oozes of life and atmosphere and is where fans turn naturally to the right, after which the large Fan Plaza comes into view. The plaza is open to all and does not require ticket presentation.

The Fan Plaza provides the option for activities and atmosphere prior to the match, and everyone has the opportunity to meet in different gathering zones, which cater to different segments.

Football players are interviewed on stage, live music, highlights and scores from previous and on-going matches are shown on the big screen. The Fan Shop can be accessed directly from the Fan Plaza. From the entrance fans can experience the large new VIP entrance, which welcomes them to the main stand.

As the kick-off whistle approaches, fans move from the Fan Plaza to the entrance of the stand section, for which they have a ticket. There are an adequate number of entrances and turnstiles in the façade, and fans do not have to stand in line for very long. The fans are body-searched and their mobile tickets are scanned at the entrance. The spacious concourse offers a variety of food and beverage options. Music and other entertaining features are set in motion before the match. Fans will have found their seats prior to the start of the match, and from here additional food and drink can be ordered for half time.

On match day, all guests shall be invited to exit the stadium through their original point of entrance. It is possible to remain in the bar longer at the concourse. The Fan Plaza is open after the match during the hot summer months. Atmosphere-active fans (ultras) remain in the fan area in the west concourse after the match. The stalls remain open and music is playing.

People head home one to two hours after the match - full of good experiences from the company of other fans, who share the same passion and interest in football.



Fan photo (© AGF)



Fan photo (© AGF)



Fan photo (© AGF)



Fan photo (© AGF)

Fan Plaza

New Urban- & Landscape space

New Urban- & Landscape space in Aarhus Sports Park

The Fan Plaza is the main entrance to the stadium and leads further south into the overall area of Kongelunden. It is an inviting and central meeting point for spectators of all ages and across user-groups. In addition to a stadium-related functionality, the plaza must be able to function as a new and inviting urban and landscape space in Kongelunden on a daily basis. An overview and connection to Jutland Racecourse, the landscape to the south and the facilities west of the plaza shall be made visible. Sports activities should be able to use the plaza on a daily basis and there may be opportunities for play and learning, as well as gatherings. The fans occupy the space on match days.

The landscape and architectural theme of the plaza should embrace these different levels of use. The main theme should be consistent with the landscaping 360 degrees around the New Stadium and the overall vision for the link between the city and nature, as well as the link between new and old. The plaza must create a link to the other spaces, which already exist, including Stadion Allé and John Stampes Plads.

The Fan Plaza

The purpose of the Fan Plaza is to support and strengthen the social communities made possible by football. On match days, the Fan Plaza (outdoors) should extend the football experience, so that fans and spectators arrive earlier and remain after the match. It shall be possible to use the plaza for other purposes on non-match days.

It is important that a Fan Plaza caters for all the different groups fan segments and attracts new target groups. The primary users of the Fan Plaza are GA and families. The secondary users are hospitality/VIP and ultras. Ultras will mainly use the indoor fan areas in the concourse and facilities below the west stand. Greater openness is desired between the Fan Plaza and the concourse, which is also used as an indoor fan area during the winter.

The design and functionality of the Fan Plaza shall be an integrated area of the outdoor areas surrounding the New Stadium and must support the area as a whole.

Zones in zones

Ideas on how to outline several areas within the total area of the Fan Plaza are desired: An area with tables and seating, an intimately screened area, an area with a big screen and stage, as well as an area with activities for children. The zones must appear open and welcoming.

F&B: The fan zone must include flexible stalls and bars that cater for different segments. The number of stalls must be scalable but able to serve 3000 guests. A solution where permanent stalls could be established in Hall 2 in The Heritage Building with openness and access to the Fan Plaza may also be considered.

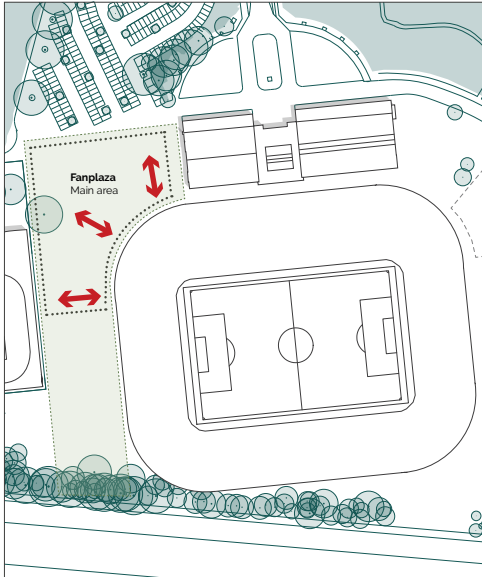
NB: This solution (permanent stalls in Hall 2) is not part of the overall project at this stage. - but an illustration of how this flexibility can possibly be realized in the long run is desired via the competition.

Stage area: A smaller stage area with a big screen for showing AGF away matches, entertainment on match days, open air cinema, pop-up concerts etc. is desired for the fan zone. The big screen should be located on the corner of the north-west facing façade of the New Stadium. Tables for standing and rows of seating arranged in a 'cinema set-up' are desired for this area.

Covering: Good experiences should be ensured throughout the year in the fan zone. There will be a need for additional covering on parts of the area in relation to rain and wind at certain times of the year. Principal ideas for potentially flexible and temporary solutions for covering the Fan Plaza are desired. Covering must have a high quality of expression and choice of materials and must be created in coherence with the surroundings.

Flow: The fan zone must be accessible with accesses from several sides. The design of the fan zone must ensure a safe and efficient flow. There shall be natural connections to the other fan entrances for, e.g. the fan shop, Danish Football Museum, sports bar and VIP entrance.

Lighting, installations, toilets and waste management: The fan zone must be safe and well lit with atmospheric lighting for events and matches. The area shall have the necessary installations for power, water, pipes for beer tanks etc. and shall be able to serve the entire Fan Plaza. The necessary logistics should be ensured by means of a sufficient number of toilets (possibly with easy access to toilets in the west stand). Waste management and waste separation must be integrated and practical.



Principle - Fan Plaza



LED screens on facade at Ashton Gate. Soccer Football - World Cup - England fans watch Sweden vs England - Bristol, Britain, July 7, 2018 (© Reuters/Ed Sykes)



Football experimentarium Herning, Denmark
- Urban space and play (Photo: Jørgen Jørgensen for Real Dania)



'Reffen', Refshalvøen Copenhagen, July 19 2020, Street food (Credit: Stig Nygaard, made available by [Elickr.com](https://www.flickr.com/photos/stignygaard/))



Roosevelt Plaza Park Camden NJ - 'Blue Hour', installation/cover of plaza (Credit: Sikora Wells Appel)

KEY POINTS - FAN PLAZA

- New urban and landscape spaces will connect larger functions in Aarhus Sports Park, as well as invite visits to the southern area of Kongelunden. A solution for the precinct and Fan Plaza shall create a new, inviting access to the New Stadium.
- Shall support and strengthen the social communities that football brings together. Shall extend the football experience- so that fans and spectators arrive earlier and remain after the match.
- Shall cater for all the different segments that come to the matches - and attract new target groups.
- Shall make it a total experience to be attend an AGF match. It should be much more than that which takes place on the pitch. The Fan Plaza shall invite community, atmosphere and traditions for all ages.
- Capacity: A minimum of 3,000 fans.
- Opening hours for the Fan Plaza in connection with the match will be 2-4 hours before kick-off depending on the opponent and season. The Fan Plaza will be open after matches during the hot summer months.
- Zones in the zone that cater for different segments with scalable areas in relation to attendance and season. Plug and play solutions.
- Coherence with the stadium in relation to flow and functions.
- Flexible and temporary covering that ensures good experiences throughout the year.

Stadium Seating Bowl

Capacity, Incline & Distance

Capacity and Seating Bowl

The New Stadium shall accommodate a seated capacity of 20,000 spectators. This capacity shall include the following key user groups; Gold, Silver and Bronze hospitality, General admission, Media, Players, Officials and accessible seating.

NB: All camera platforms, capo platform on the west stand and in the away zone, players' benches and press gangways shall not impact the 20,000-seat capacity. These elements should be seamlessly integrated and designed into the seating bowl to avoid any erosion ('seat kills') in seating capacity.

The design of the continuous 360-degree closed Seating Bowl, shall strengthen both the intimate experience and establish an intense sound experience in connection with football.

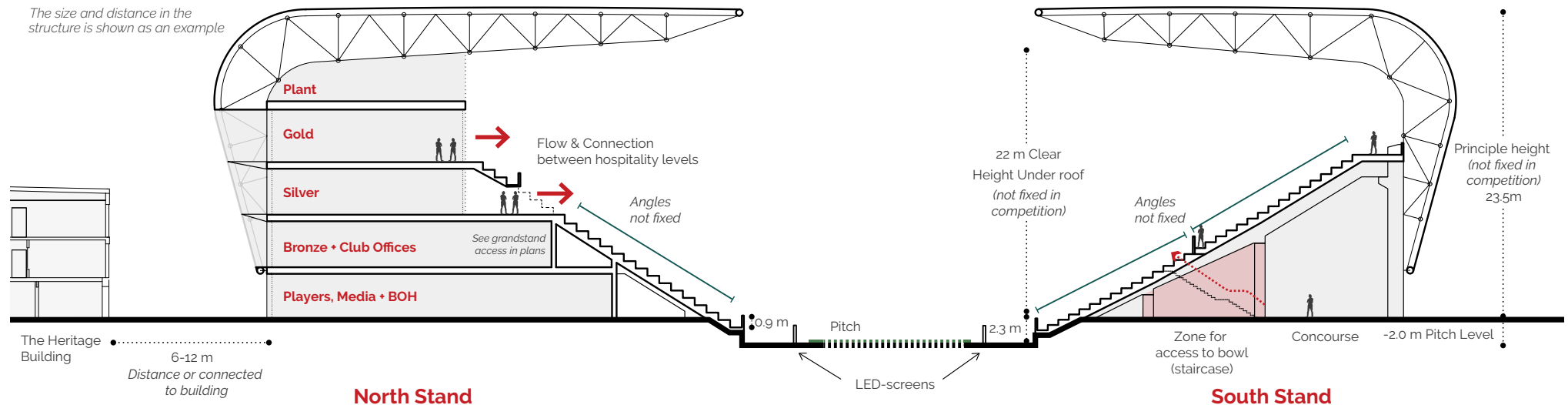
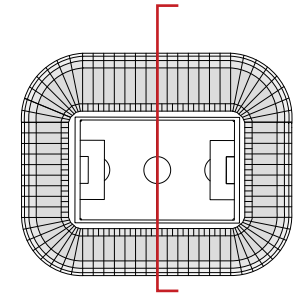
Wheelchair platforms shall be designed into the bowl design with an equal distribution of seats.

Seating terrace incline/angle of slope (rake)

The seating terrace incline/angle of slope (rake) must be as steep as possible to establish an intimate and intense stadium experience with close proximity to the FoP.

UEFA requires that the angle of slope shall not exceed 34.5 degrees in a single tier stadium, in line with the regulations outlined in the European Standard BS EN 13200:2003 Spectator Facilities Part 1: Layout criteria for Spectator Viewing Areas.

All seats must have an unobstructed view, unhindered by columns, barriers, railings, etc. A principle can be seen in the section below. The angle of slope shall not enlarge distance to the pitch or create a deepness of the building that challenges the flow around the stadium or the size of the site.



Principle - Section

Height of the New Stadium

The height of the New Stadium shall consider the relation to the Heritage building, shall be based on sunlight and daylight studies, lighting strategies, fan comfort and major event requirements as well as adapt to the surrounding forest.

Pitch viewing distance

All stands and corners shall have a minimal viewing distance to the pitch. Distances shall be in line with regulations for UEFA and FIFA.

The maximum pitch viewing distance from spectator seating should not exceed a range of 100 metres however the majority of the bowl should be calibrated to a maximum of 90 metres within the optimum viewing zone.

The proposed preliminary seating bowl design currently accommodates around least 95% of all seats located within the optimum 90m viewing zone, all other remaining seats located in corners must be within a 100-metre distance from the FoP. Please refer to the adjacent diagram (right) for reference points.

The following distances to the pitch from the bowl are required and further described in 'Field of Play':

- North and south - 6 meters
- East and west - 7.5 meters

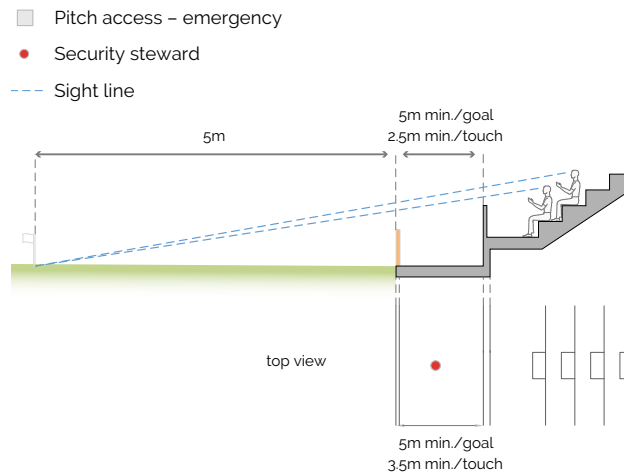


Illustration of FIFA Seating Sightline Standards - principle from east / west stand

KEY POINTS - STADIUM SEATING BOWL

- Continuous 360-degree closed Seating Bowl
- Continuous Roof (covered seats)
- Proximity to the FoP (Uninterrupted Sightlines)
- Single Tier
- Steep Stand Rakes (incline/angle of slope) that fulfill UEFA regulations.
- Single Continuous Concourse
- Intimate and intense stadium experience

Seating Breakdown

Seating Category	Seats Numbers	Target Sightlines	Seat Width	Row Depth
Gold	300	C'120+	70 cm	100 cm
Silver	950	C'120+	60 cm	90 cm
Media	60	C'120+	60 cm	90 cm
Bronze	1,250	C'90+	50 cm	85 - 90 cm
General Admission	17,440	C'90+	50 cm	80 cm
Total Capacity	20,000			

Stadium Seating Bowl

Capacity & Zones

Seating Bowl Capacity

The stadium capacity is, in the prior principle, divided into four key seating quadrants (North, east, south and west), as depicted in the adjacent seating plan. All seating accommodation shall provide unobstructed views to the Field of Play (FoP), along with modern comfort seating standards and associated welfare facilities and concourse amenities.

The overall breakdown of hospitality to General Admission (GA) seating is currently calibrated at about 13% (hospitality) to 87% (GA). This equates to about 2,560 hospitality seats and 17,440 general spectator seats.

Sectioning of the seating bowl

It must be possible for the club to section the seating bowl in different configurations. The sectioning must be in relation with the location of the entrances. It must be flexible and effective and shall be possible both in the west, south and east stand. Reduction or enlarging inside each zone and between zones shall be a possibility. This will create great flexibility on match days and during events. An extendable zone for away fans (east stand) shall be a possibility and worked into the bowl design.

Vomitories/Access staircases

NB: The plan below is a principle. The participating teams shall consider an optimal flow, Tifo, ticketing and capacity in the proposed solution.

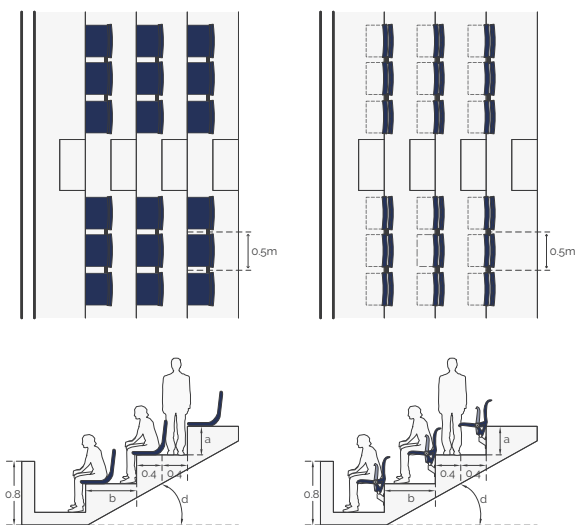
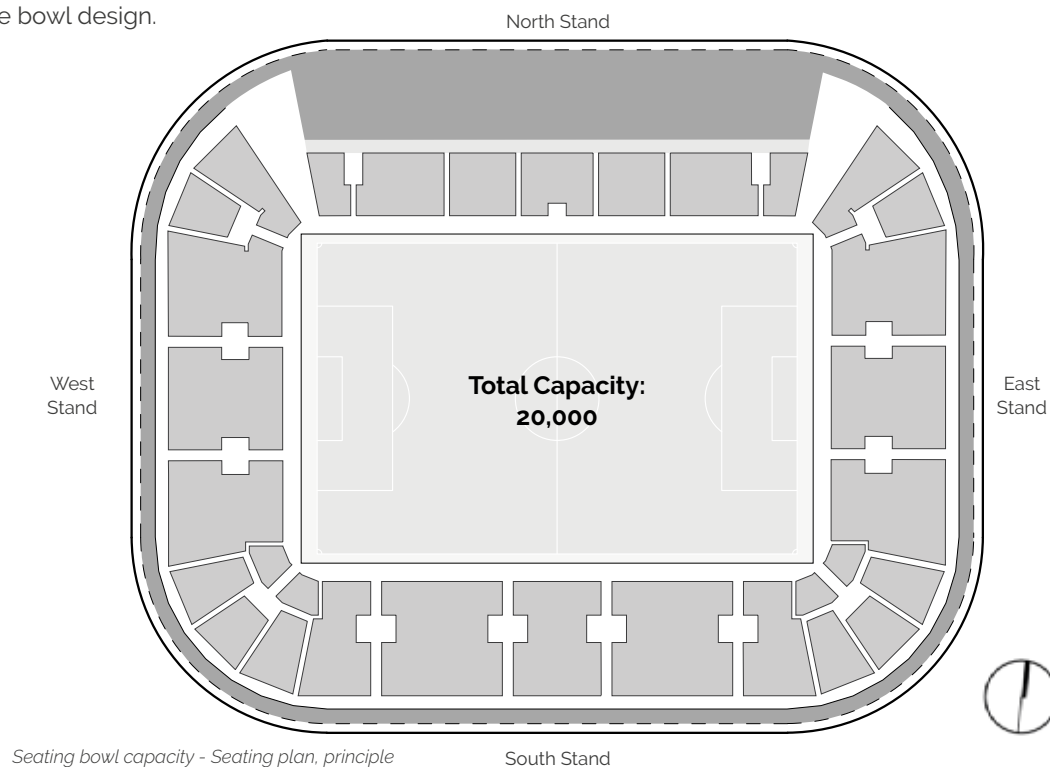


Illustration of FIFA Seating Dimension Standards



Seating bowl capacity - Seating plan, principle

Flexible seats

For general seats, a solution with flexible seats shall be chosen - with the focus on possible change of distances in connection with a pandemic.

Seats - Colours & Placement

Seats must be placed behind each other to create images and patterns via pixelation for tifos. See plan on previous page. Colours on seats shall be in a single colour or with colour tones to create an effect of graduation.

Seats - Sustainability

AGF wants to incorporate sustainable choices into the design of a New Stadium. It is therefore desired that all seats be made of recycled plastic.



Flow and colours - Groupama Arena, 15 August 2018 (© AEK FC / TAE AEK)



Pixelation, creates tifo image (© AGF)

Stadium Seating Bowl

Future Additional Capacity

Future Additional Capacity

The stadium footprint and profile of the preliminary seating bowl design has been developed to safeguard the ability to increase the total capacity of the stadium to 22,000 all seated or 24,000 with the introduction of standing at a later date of required. The outline strategies for increasing capacity are outlined below.

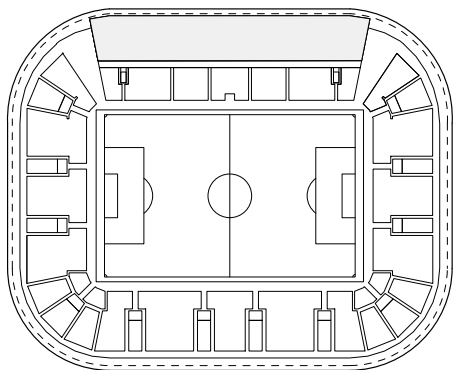
Standing

The New Stadium shall include a standing allocation of up to 4,000 standing spaces distributed in the West Stand and in the East stand. This is achieved on 1:2 ratio of (1) seat to (2) standing spaces, via the means of designing and integrating 2,000 rail seats into the seating bowl as shown in the images to the right. This will enable the club to seamlessly transfer accommodation for 2,000 seated into around 4,000 standing spaces.

The standing spaces shall be allocated within the defined area in the ultra zone (west stand) and in the away fan zone (east stand). The solution shall include a flexible and easy solution on how to add/remove seats. *See option 1 and 3 below.*

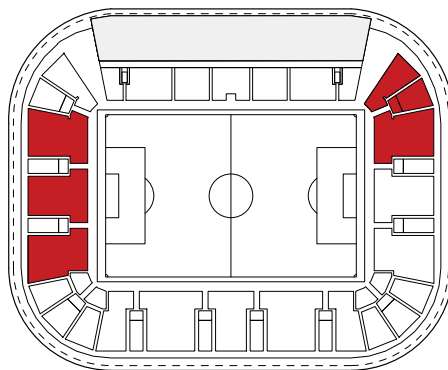
This cost-effective method enables the club to calibrate the capacity up to a total stadium capacity of 24,000 (incl. standing and additional rows outlined overleaf). *See options 2 and 3 below.*

Starting point
Principle



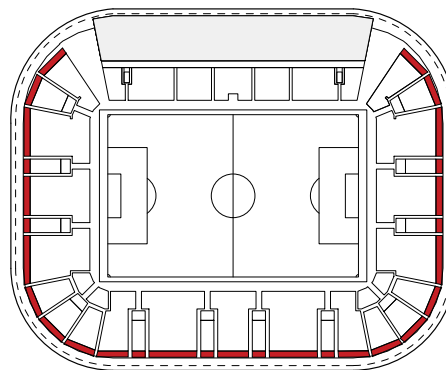
Total capacity:
20,000
All Seater

Option 1. Standing (west and east)
+ 2,000



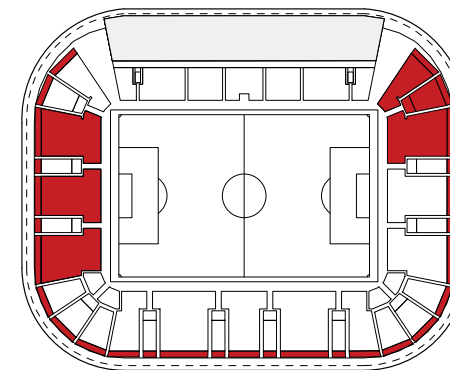
Total capacity:
22,000
With standing
(within the red zone)

Option 2. Adding three rows
+ 2,000



Total capacity:
22,000
With 3 additional rows

Option 3. Standing
+ Adding three Rows
+ 4,000



Total capacity:
24,000
With standing + 3 additional rows

The extra capacity in a standing solution can be achieved with the introduction of a rail with a fold down seat at the front of each row and an additional step added half way through the row. This allows one spectator to stand in front of the other at every tribune level and still allowing full view to the pitch. This results in the following capacity breakdown;

- 20,000 Seats (incl. MIP seating - most important - and all seating categories) plus;
- 4,000 Standing spaces by means of introducing rail system seating. The distribution of standing spaces shall be a total of 3,500 spaces in the ultra zone (west stand) and 500 spaces in the away fan zone (east stand).
- 24,000 Total Stadium Capacity (20,000 Seated and 4,000 Standing).

The stadium access and egress strategy shall be designed on the basis of the maximum total stadium capacity (24,000 seats). This is subject to further analysis and testing during the next stage of design.



Upper plateau with space for additional 3 rows if needed in the future - Groupama Arena (Trivandri)



Volksparkstadion, Hamburg - Standing area with two steps within one row (© AGF)

Roof & Façade Stadium Shell

Overview

In the city of Aarhus there is an average of 175 days of rain within a year. It is very windy and there are large temperature fluctuations. The roof and façade of the New Stadium shall provide a complete cover over the seating bowl below and offer environmental protection to spectators in exposed areas such as the top of the bowl and in the concourses at ground level. The façade needs to create the best possible protection against wind, rain and cold, taking into account the site topology. Indoor areas shall be bright and inviting for people to meet.

The design of the roof shall also take in to account the requirements for pitch growth, optimal light conditions on the pitch and spectator comfort in the bowl. This may include an option of a translucent component (not a requirement) of the roof edge to meet these requirements. This is subject to a more detailed daylight and sunlight study to be carried out at the next stage of design.

Sound, Light & Atmosphere

Sound and light has a great influence on the intimate football experience. The roof and façade design and structure shall create a unique soundstage, that strengthens the vocal effort of the spectators, holds on to sound within the stadium and enhances the intimate and intense stadium atmosphere both during matches and concerts. Sound enhancing actions, as well as integration of the newest light systems shall be integrated into the design (roof structure etc.).

Future Technical Solutions

The construction of the roof and façade must be carefully built up with smart solutions that ensures future integration of new technical solutions. This includes heavier elements attached to the roof, as: Screens, light and sound systems, heating solutions, hoisting systems for tifo, water collecting systems and solar cells. The roof construction must not make the above stated solutions/development opportunities impossible. *See further details and requirements in Technical brief.*

Design & Materials

The roof and façade design shall be a visionary proposal, including how the stadium relates to the surroundings: The site and the Heritage building. A New Stadium in Aarhus shall be built with sustainable innovative solutions, with an overall focus on integrated design in relation to the interplay between architecture, construction, technology and sustainability and taking into account the site typology.

The design of the roof and façade shall create a unique setting both inside and outside the stadium, with a new quality-focused architecture, based on robust, long life materials, which will patinate beautifully. The choice of materials shall be resource-conscious.

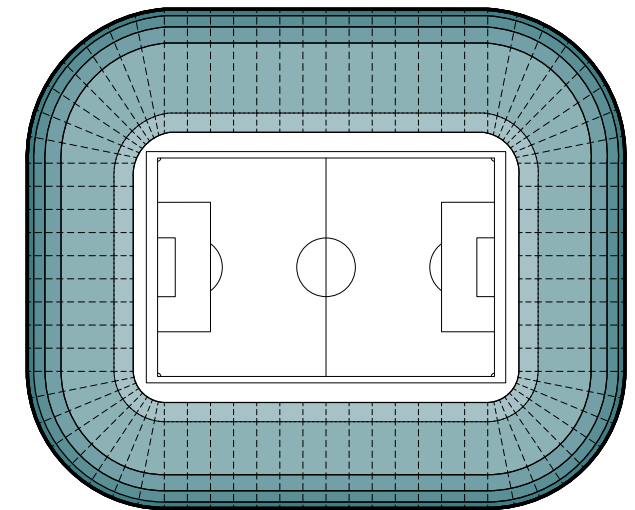
The façades shall be transparent and focus on visibility to surroundings and must create optimal daylight in the stadium. Façade lighting shall be part of the solution.

NB: Examples in the brief primarily shows a symmetrical shape in plan and façade. This is not a request, and the design is to be developed by the participating teams.

Active Façades

The site shall be as active as possible both on match days, during events and daily. We would like to see proposals that creates a beautiful and activating experience to move around the New Stadium, Aarhus Sportspark and Kongelunden.

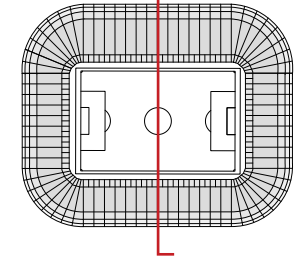
The design and expression of façade and choice of materials shall substantiate a beautiful and inviting experience around the New Stadium and reflect the specific location of the New Stadium.



Roof Covering with focus on optimal daylight

Principle roof structure





Main Stand Façade (North and south)

This illustrative and principle section outlines the primary functional requirements of the roof and façade over the main (north) stand.

The different hospitality/VIP levels shall actively work with views to both the pitch and the surroundings.: The southern façade shall have the best possible view to the pitch with great panoramic views and access to outdoor terrace areas. All hospitality/VIP levels shall have a visual connection to the surroundings: Heritage Building, the Fan Plaza and to the Stadion Allé axis when possible.

A direct access between the different hospitality/VIP levels shall be incorporated in order to ensure the important sponsorship network across all levels.

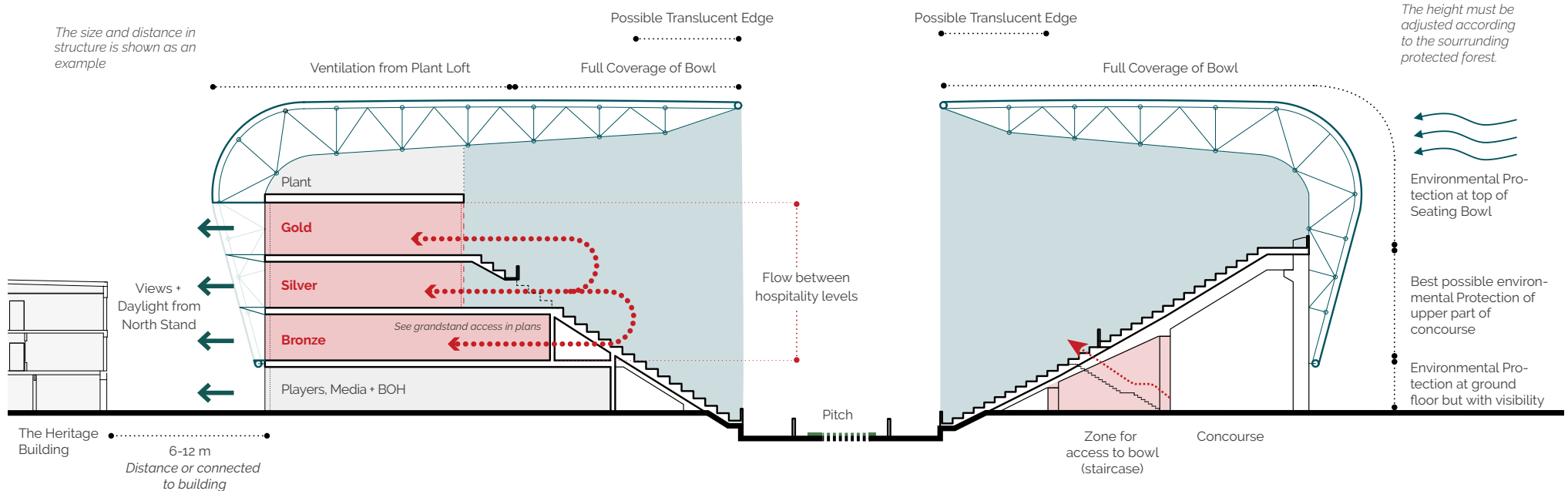
East, South and West Stands

This illustrative section outlines the primary functional requirements of the roof and façade over the east, south and west stands. The east, south and west stands shall have the best possible views and visual connection to the surroundings.

Height of building

A maximum height of the New Stadium is not determined at this stage. The height of the New Stadium shall adapt to both the Heritage Building and to the surrounding protected forest. The New Stadium shall not exceed the height of the surrounding trees.

NB: For specific heights of trees, see [appendix 4.5](#).



Field of Play

The Pitch

Field of Play

The pitch shall be set on an east-west orientation to follow the layout of the existing site. This orientation does not follow the optimal north-south configuration that is recommended for a football stadium so the design must seek to deliver the following conditions where possible;

1. Optimal playing conditions for players in relation to sun and shade.
2. Allow for the most comfortable spectator viewing standards,
3. To enable optimal broadcast conditions for the highest quality viewing experience for TV audiences.

Playing Surface

The pitch playing surface shall measure 105m x 68m (7,140 m²) in accordance with UEFA Category 4 pitch regulations and dimensions.

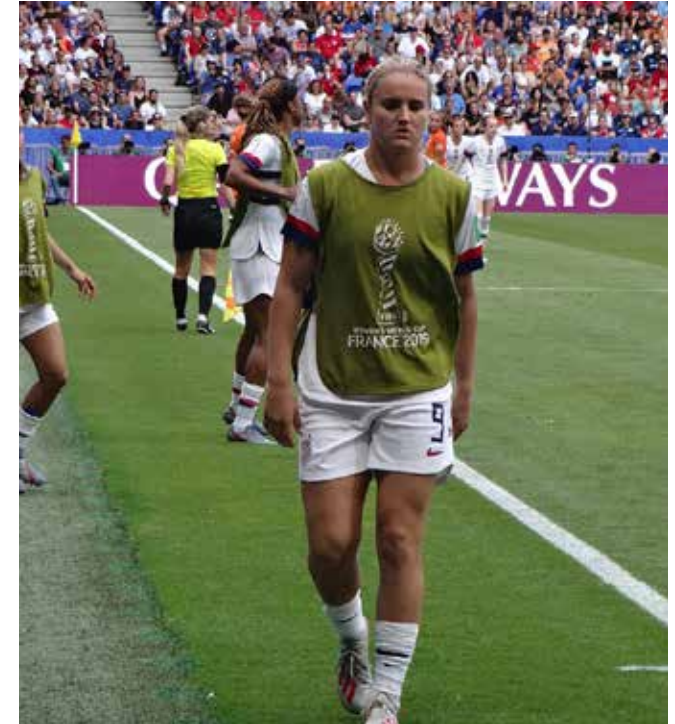
The pitch design and construction specification criteria are as follows which are to be further developed and designed by a specialist pitch designer during the subsequent design stages;

- a. Hybrid natural reinforced (stitched) grass pitch.
- b. Fully integrated pipe drain installation into the formation level.
- c. Warm Water Under pitch Heating System;

- d. Pitch irrigation system with automatic pop-up sprinklers;
- e. Pitch Construction Profile (gravel, grit and rootzone) including pin kerbs, rootzone additives and seeding plus initial establishment;
- f. Astroturf Reinforcement;
- g. Perimeter Track Construction Profile and Drainage;
- h. Outside Broadcast Service Ducts/Chambers (containment and cabling for pitch systems)
- i. Storage and associated infrastructure associated with providing a reclaim facility for water used on the pitch;
- j. Power and data provision within service ducts to allow for the installation of a LED pitch side advertising board;
- k. Power for connection to grow lamps for pitch use;

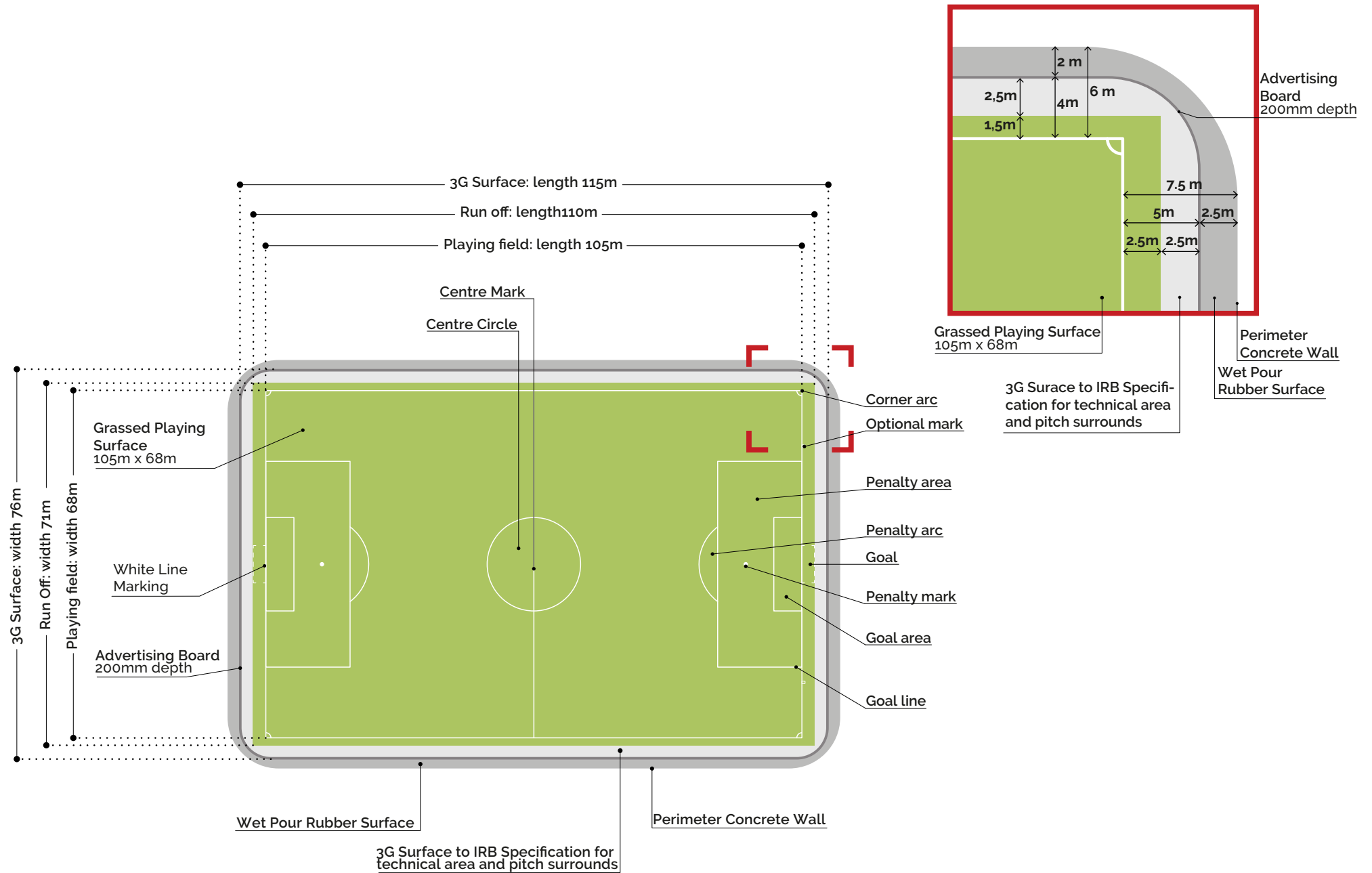
Pitch Grassed Area

In addition to the pitch playing surface there is a requirement for a grass run off area of 1.5 m either side of the pitch (long side) and 2.5 m grass cover behind either side of the goal ends (short side). This outer perimeter of grass surrounding the pitch is to serve as circulation for assistant referees (linesman's) and for substitutes to warm up. The combined playing surface area and outer grass run-off perimeter area measures as 110 m x 71 m (7,810 m²).



Warm-Up - Lindsey Horan and Mallory Pugh warming up, 7 July '19, Howcheng

NB: The grass circulation area immediately adjacent to the pitch must be safe for players and referees and free of any pitch side equipment. Any equipment and/ or associated structural elements must be setback from the grass area to avoid any harm to players, coaches and match officials.



Pitch Auxiliary Area - principle

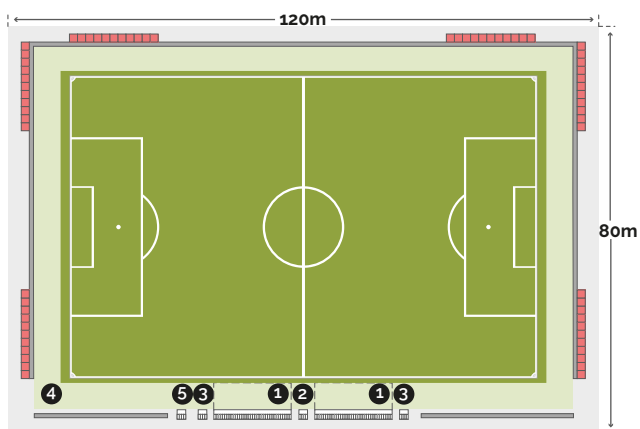
Field of Play

The Pitch

Pitch Auxiliary Area

In addition to the immediate grass pitch surround there is a requirement for a pitch auxiliary area divided into three core components, as follows - referring to the diagram on the previous page:

- Artificial 3G pitch surround in the outer perimeter of the Auxiliary area towards the bowl. The pitch grass area shall be surrounded by a 3G synthetic Astroturf track measuring 2.5m in width on the pitch length and 2.5m in width on the pitch goal ends (short side).



Pitch Auxiliary Area - principle

- Polymeric track flooring system and edging – the outer edge of the pitch auxiliary area provides general circulation in the form of a polymeric track flooring system measuring 2.5m in width on the pitch length and 2.0 m on the pitch goal ends (short side). The pitch dimensions for the pitch auxiliary area shall measure 120 x 80m. This Polymeric surface material shall be designed to facilitate the easy movement and circulation of service and lightweight electric utility vehicles (EUV's) such as security and medical EUV's.

The inner edge of the Polymeric circulation area shall allow for the installation of a 1.5 m high LED pitch side advertising boards that shall be installed as part of an overlay including control system in the configuration shown in the adjacent diagram. This shall include permanent power and data provision within service ducts located a distance of 6.0m from the pitch touch lines. These service ducts shall serve the Outdoor Broadcast compound and provide power connection to grow lamps for pitch use and pitch side cameras.

Auxiliary area - principle

- | | |
|-----------------------------|-------------------------------|
| ① Substitutes' bench | ■ Field of Play |
| ② Fourth official | ■ Grass area - 110 x 71 m |
| ③ Team medical bench | ■ Auxiliary area - 120 x 80 m |
| ④ Warm-up area | --- Technical area |
| ⑤ Reserve assistant referee | — Advertising boards |
| | ■ Photographers' position |

- Pitch Perimeter Wall – The final component of the pitch auxiliary area is for the integration of a concrete wall to frame the entire pitch auxiliary area and grass pitch area. The wall thickness of perimeter wall shall measure 200mm in thickness.

The combined pitch grass area and auxiliary area measures a total of 120 m x 80 m (9,600 m²). The adjacent pitch graphic illustrates the build-up and technical playing requirements for both the pitch and auxiliary area.

Substitute Benches and Player Boxes

Option 1: There should be two covered substitutes benches situated at pitch level either side of the halfway line, parallel to the touch line, outside and at a distance of four metres from the playing field. The nearest point of each bench to the halfway line should be five metres from the point where the halfway line meets the touch line. The benches should be equidistant from the touch line and the halfway line and accommodate up to 18 players and playing staff.

Option 2: Player boxes can be integrated in the main stand (north) itself (3-4 rows of seats per player box). The player boxes must be removable and will create a niche for other purposes such as, e.g. concerts.

NB: Benches must not obstruct the view of spectators and must be protected by a transparent Plexiglass-type shell against bad weather or objects thrown by spectators.*

Screens

Advertising Boards & LED Screens

LED Screens

The project shall contain three LED Screens: two within the stadium bowl and one on the external facade:

NB: See Budget - Economic Aspects [pp. 98-99](#) in relation to what is included in the budget..

- **1 x 16:9 LED screen (1)**
Inside the stadium bowl, integrated into the top of the south-west roof structure. The screen shall be approx. 65 m² and shall be suspended from the roof structure above, as per the adjacent image.
- **1 x Large wide format screen (2)**
Inside the stadium bowl, integrated into the top of the east roof structure. The screen shall fill most of the width of the east stand. It shall be integrated into the stadium design and the solution shall avoid interrupted sightlines and kill seats.
- **1 x Large LED screen/media wall (3)**
On the external façade facing the Fan Zone areas depicted in the master plan.

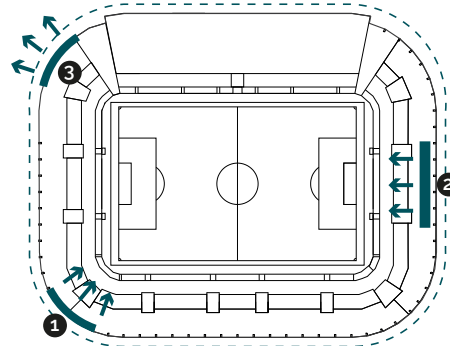
The exact location of the three screens shall be coordinated with the final design of the seating bowl, to optimise spectator viewing angles, as well as the design of the public Fan Plaza and its layout.

LED Pitchside Advertising Boards

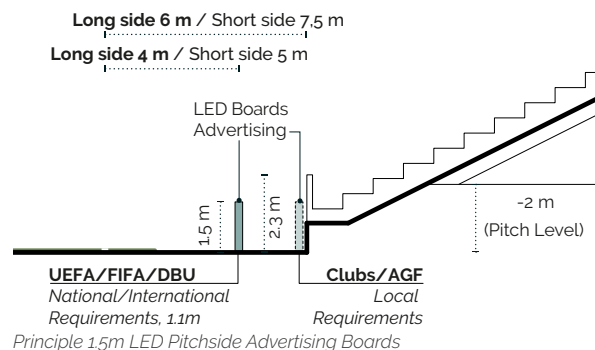
This functional stadium design has been developed with a preliminary bowl configuration and pitch level that can accommodate LED pitchside advertising boards of a height of 1.5 m. It is important that the height of the LED pitchside

does not have an adverse impact to spectator sightlines in the front rows - as shown on the principle section below.

The position of LED pitchside advertising boards shall be movable to ensure flexibility and adapt to both UEFA requirements (distance to front row as shown in diagrams) and local matches (placed directly in front of first row). Both placements must not have an adverse impact to spectator sightlines in the front rows.



Large format LED Screen - 3 screens



LED Pitchside Advertising Boards (Trivandl)



Large format LED screens,
Groupama Budapest (© Groupama Arena)



Ashton Gate, Soccer Football - World Cup - England fans watch Sweden vs England - Bristol, Britain, July 7, 2018 (© Reuters/Ed Sykes)

Concourse

Overview & configuration

Concourse Overview

The concourse areas has a huge impact on the stadium experience. It is important that these spaces are carefully designed as active, inviting and open spaces, protected from wind and cold, for all types of fans. The concourse area shall enable the possibility of specific fan activities for different user groups.

Concourse are expected to be in use on matchdays, during events and during the week for other possible purposes and use. The atmosphere shall strengthen the football- and community feel, prolong the experience of football and inspire people to arrive early and meet with other fans before matches. Concourses shall be designed for all kinds of users, including walking-, visual and hearing impaired users etc.

The stadium has three main concourses located in the East, South and West which provides accommodation (F&B/concession, service functions etc.) and circulation for circa 17,500 spectators in the seating bowl. All three concourses are located at ground level and accessed via modern ticketing turnstiles located at the stadium edge.

It is a high priority to have as wide concourses as possible with a minimum width of 11 meters. This will strengthen the use of the concourses as fan zones - especially in the winter period.

NB: The east concourse can be designed with at smaller width than the other concourses.

Concourse Configuration

The plans illustrates the proposed concourses configuration with concessions and toilets tucked under the rake of the seating bowl to create clear and free flowing concourses. The F&B concessions and toilets shall be arranged in an alternate pattern to ensure a distribution of facilities across every concourse but with focus on making more POS and facilities in general in the west and south stand towards the clubs home fans. The east stand shall consist of a common storage room (see area schedule).

F&B concessions and related function shall have access to tank-, dry-, cold- and freeze storage. The principle of disposition in the concourse area are shown in the illustrations on the following pages.

Flow and occupancy

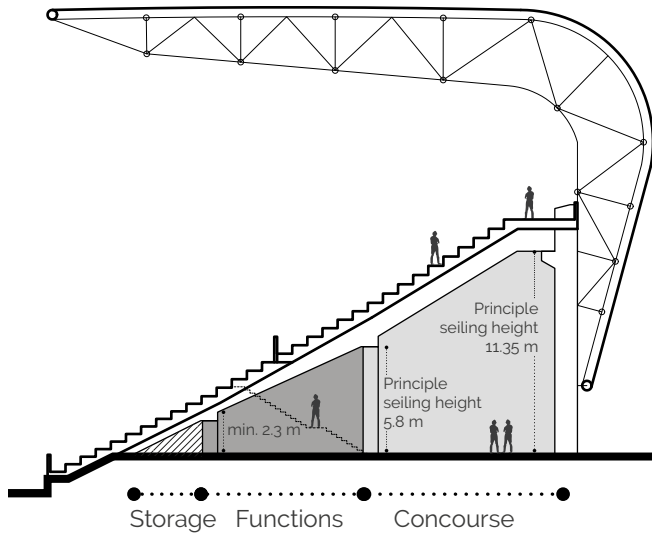
Seating is accessed from each respective concourse via a series of generous vomitories providing access to the seating bowl. The vomitories/access staircases can be placed in the zone marked in the principle section on this page. Staircases shall end as high as possible in the seating bowl and must not exceed the concourse zone in order to create an optimal flow.

Concourses will enable a comfortable level and ease of circulation flow during ingress, egress, and for easy access to toilets and other facilities.

Concourses should be designed to provide areas for congregation away from bar and food kiosks to ease congestion. It is recommended to design concourses to an occupancy of circa 55% of the terrace/stand population at an area of minimum 0.55 m² per spectator. Areas to generally meet 50% occupancy at peak time.



Tottenham - "Marketplace", GA Concourse (©Tottenham Hotspur)



Key:

- Concourse zone - flow space
- F&B / Concession / Medical etc. (functions)
- Possible extra storage space (not part of area scheme)



BC Place Stadium, Vancouver Canada - Concourse area (© BC Place Stadium, Vancouver Canada)

Concourse

Overview & Functionality

All General Spectator entrances and concourse areas will have a comprehensive and intuitive signage and way-finding system allowing fans easy access to their seating via vomitories and gangways, and back to concourse amenities. The concourse should allow for good natural interior day light where possible.

The stadium shall cater for a comfortable provision of GA concourse accommodation. This shall be apportioned according to spectator flow analysis to facilitate easy movement and egress. Flow rates shall consider the different types of event - matchday vs. music concert etc.

Super Vomitories/Service Tunnels

Two super vomitories or service tunnels with double height ceiling shall be placed within the stadium: One shall be located in the north east (NE) corner, and the other shall be placed in the north west (NW) corner of the stadium.

The service tunnels shall be large enough to accommodate not only pitch machinery and maintenance equipment but also provide larger event load in and out for production trucks and staging equipment.

The placement of the super vomitories shall consider optimal circulation and operation of BoH/FoH functions and safe escape routes from and around the stadium. Both super vomitories are needed as exits for spectators during concert mode.

The service tunnels must not compromise an open and inviting stadium façade and shall support a continuous flow in the concourses (270). Seat kills must be minimized as much as possible. An optimal TV-angle, the atmosphere and overall aesthetics of the stadium must be ensured.

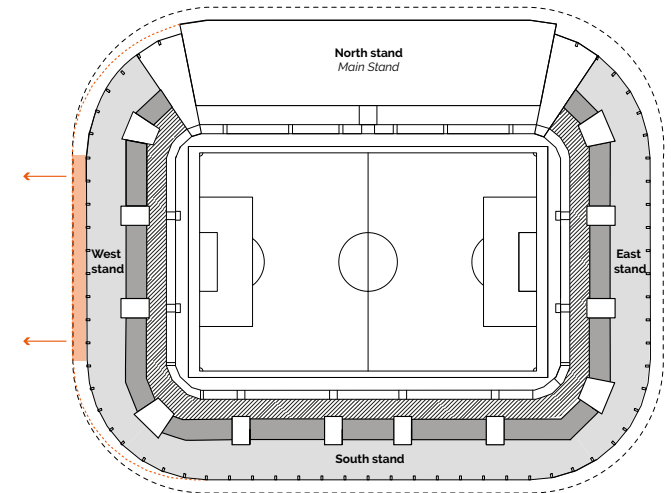
When placing the north west super vomitory, an optimal placement of the fanshop/sportsbar and the VIP/Hospitality lobby shall be ensured.

Possible expansion of west facing concourse

To ensure flexibility in the New Stadium we ask for a solution for a possible 4 m expansion of the west facing concourse as shown on the principle plan (right). The site shall be as active as possible and two-way facing concessions can be integrated in this solution. A possible extension of the concourse area to the west will make it possible to accommodate more ultra fans in the future. The teams will have to address the visual effects of this solution as well as an approximate amount of extra ultra fans to accommodate in their competition proposal.

Towards the fan-plaza (west) a 2-way facing concession and service point can create activity on non-match days. This allows for activities through out the year and the possibility of creating kiosk/coffee shops etc. towards the Fan Plaza. The expansion must not compromise an optimal and safe flow around the stadium and shall be an integrated part of the overall design without conflicting with construction or façade.

NB: The expansion is not a part of the economy.



Principle plan - Placement of functions in ground floor and possible extension (marked with orange) of west concourse.

Zones in concourses

The concourse areas shall enable segregation by each fan group in order to accommodate fan activities.

Ultra fan area - Western concourse:

In the western concourse (below the west stand) a dedicated area will be created for the ultra fans. It shall be possible for the fans to affect and design the atmosphere in this area.

There shall be a visual and physical openness between the Fan Plaza and the indoor fan area. The ultra fans are primarily making use of this area and not the outdoor fan zone, but the atmosphere inside and outside shall affect each other.

GA concourse - South and south east concourse:

Due to Danish weather conditions the concourse area shall support the Fan Plaza in case of bad weather. GA concourse serves season ticket holders seated on the south stand and offers a good overall experience. This includes a varied offer of F&B, good toilet conditions and places to meet before, during and after the match.

Family concourse:

In the family section there are fun activities for children in all ages. This applies both before and during the match. Facilities and food selection in the family section shall be targeted for this group.

F&B and service offering

All concessions must capture a social and diverse food experience. The F&B and service offering needs to be eclectic, with formats that allow for sampling and sharing to encourage fan interaction and a 'cosy', non-sterile atmosphere. Quick serves and fast casual foods along with more premium concepts must be available. 'Pour-it-yourself' and 'build-your-own' service concepts, such as self-serve taps, shall optimise the fan experience as well as drive commercial revenue away from the core event day/matchday experience.

All concessions shall be strategically positioned around the Stadium, creating mini hubs of activity and experience close to fans seating areas. The ability to watch the game and integrate technology and digital presence in concourse areas will enhance the overall experience and distract fans from any queuing. A number of strategically placed concessions in the west stand shall be two-way facing to provide spectators with a 'milling area' outside the stadium. All concessions must be a minimum of 8-10m counter length per 1000 spectators in line with UEFA category 4 classification.

All concessions and concourses shall be equipped with a digital signage solution that provides a merchandising and event viewing function. A 55-inch screens shall be provided for every concession till for merchandising and a pair of 55-inch screens provided every 15-20 m in all concourse areas to provide full coverage of live events.

Welfare Facilities - Toilets & Medical

Toilet provision shall have the ability to cope with intensive usage during peak times, with an appropriate ratio of facilities/numbers versus stadium capacity. Toilets and Concessions has to be even distributed to avoid any unnecessary conflicts. Toilets should be located within the main concourse and positioned to make access from the seating area and concessions as easy as possible, designed with separate ingress and egress to facilitate an easy circulation and flow of spectators. The ratio of male to female toilets shall be calibrated at a ratio of circa 70% to 30% with a special consideration for family stands to incorporate a generous provision of children friendly welfare facilities. In addition to toilet provision will be an appropriate level of medical provision/rooms distributed evenly through concourse areas.

Storage and waste management

There shall be multiple concessions distributed across all GA concourse areas focusing on more F&B stalls at the key selling points in the concourse areas under the west and south stands. F&B concessions shall be fitted with basic utility connections as well as a combination of medium and small cold/dry storages to be located adjacent to concession areas and an adequate provision of cleaner closets conveniently located.

The concourse shall have an efficient management operation to cater for a fast and environmentally friendly separation of waste that accommodates the national 10-fraction system in Denmark. Waste handling should work as an integrated solution. *See area scheme for detailed areas.*

Main stand Overview

Reading guide

The diagrams in this brief should be read and used as a guide. The final outlining of areas and spaces is the task we set for the competing teams. It is therefore acceptable to challenge and deviate from the diagrams in the proposal for a New Stadium - provided there is functional and economic coherence.

Sponsors & Network

The club has a strong and unique sponsorship network, which is constantly growing and evolving - and the New Stadium must help support that. The club's sponsors have a special community with connections and important networking across VIP levels. The VIP functions are particularly important for the design of the New Stadium and will serve as a framework for strengthening this unique community and future networking for existing and new sponsors.

VIP guests (bronze, silver and gold) shall meet and network across levels. Physical and visual connections should therefore be ensured inside the lobby of the main stand, as well as between the various VIP levels.

Location & Functionality

The main stand shall be placed in the north stand and incorporate 3 levels of hospitality accommodation across level 01, 02 and 03, and shall accommodate circa 2,500 guests. The hospitality levels must be connected to the ground floor (level 00) through dedicated VIP entrance areas.

The levels shall contain the following:

- Level 00: The main functions are Club shop, ticketing office, tunnel club, catering kitchen, facility management, medical facilities, media centre, fan bar, changing rooms etc.
- Level 01: Bronze level experience is the first VIP level - accommodating min. 1,050 guests for a set-up with a mix of seating and standing.
- Level 2: Silver lounge area - accommodating min. 950 seated guests or 1150 standing guests. The setting shall be varied with the possibility to divide the area into smaller zones
- Level 03: Gold lounge area - accommodating min. 500 seated guests or 1050 standing guests. The setting is like a high-end restaurant with round tables, lounge environments, and bar area. There shall be semi-enclosed lodges with both privacy and visual connection to the overall area. The area shall be flexible and must be prepared for a later establishment of skyboxes.
- Level 04: Plant, TV and possible roof terrace.

Atmosphere, Quality & Materials

A varied and evocative atmosphere is desired at the three VIP levels, which means that an increase in quality and exclusivity from the bronze to the silver and gold level is also desired. Materials should be robust, exclusive and long-lasting materials, which patinate beautifully and have a Scandinavian look with a focus on timeless design.

A focus on good comfort using a selection of healthy, sustainable, high-quality materials, such as wood is desired.

The design shall be implemented with a strong focus on functionality, flexibility and optimal flow, as well as optimal lighting and acoustic conditions. It is important that all VIP floors have an inflow of light. Room heights in the main stand should generally be high. The room height in the gold VIP level and arrival level should be higher than that of the bronze and silver levels.

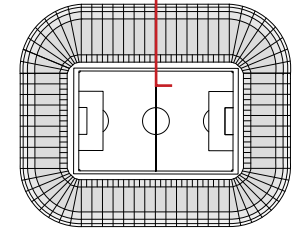
NB: Removable inventory is not part of the economy, but the material should clearly indicate how the proposer sees an opportunity to create an exclusive VIP atmosphere

VIP levels - introduction

All hospitality levels shall be considered towards togetherness, community and networking and shall have the best possible view to the pitch. Overall, it is therefore important that there is coherence between the three levels and that the main stand is designed with discrete VIP divisions and with a focus on creating a continuous 360°C closed Seating Bowl. From all hospitality levels there shall be an easy access to the main stand (north).

We are asking for a solution that includes the following:

- Level 01 (Bronze) has access to the main stand (north) via two big access tunnels.
- Level 02 (Silver) has panoramic views to the pitch in most parts of the lounge areas with a direct access to pitch side terraces.

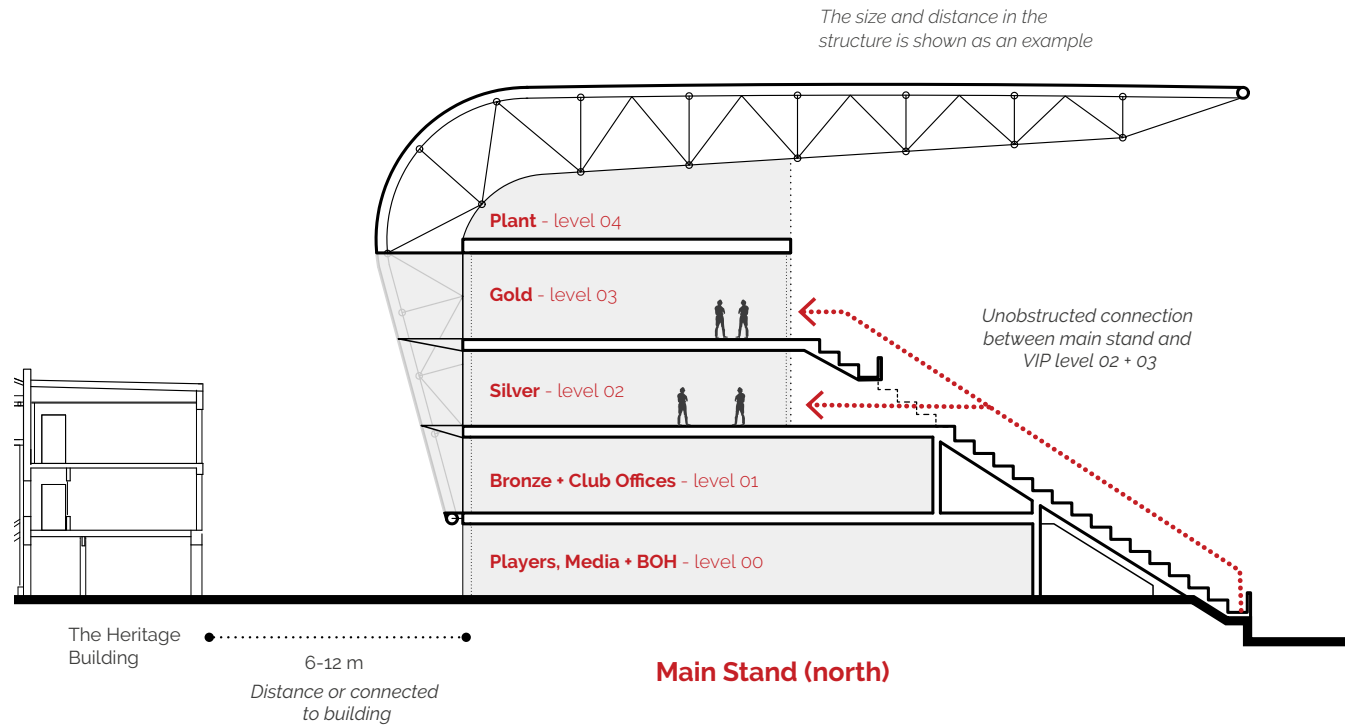


- Level 03 (Gold) has panoramic views to the pitch in most parts of the lounge areas. The most exclusive seats are located centrally. These seats shall be reached from the central part of the main stand.
- There shall be a connection between level 03 (Gold) and the rest of the main stand (north), preferred in both ends to ensure optimal flows and safe access.
- The connection between the levels must also be ensured by means of internal access stairs.

Flexibility

The layout of each level shall be flexible and easily adjusted into the desired layout for current and future needs. It shall be possible to open and divide the different VIP levels, hence it is necessary to work with a modularity in the façade and structure. This will ensure the possible for the club to create future skyboxes or special closed zones. The main stand shall function as a main building separately from the concourses and main stand sections.

All hospitality levels must consist of facilities in relation to the optimal service of guests. This includes satellite kitchens, toilets etc. The hospitality levels shall accommodate both sponsors at match days as well as facilitate meetings, conferences and events during the week.



Principle section with possible connection between level 02 & 03 - Main Stand

Main Stand

Level 00



The Heritage Building, existing lobby - VIP area (© AGF)

Level 00 Overview

The ground Level 00 in the Main Stand accommodates a combination of key functional and commercial accommodation. The commercial and hospitality front of house (FOH) areas includes; a Tunnel Club, Club shop, ticketing, a fan bar and media zone as well as a VIP entrance.

The Main stand has to operate two bronze, silver and gold hospitality level entrances. The entrance areas shall handle a minimum of 2,500 guests and accommodate both inviting lobbies for networking as well as efficient accesses leading directly to hospitality levels.

Additional user group specific accommodation extends to players and officials' areas, medical, media facilities, facility

management, safety and security, catering, waste facilities and technical plant equipment. *See principle plan on the following page.*

Hospitality/VIP Entrances & Lobbies

The hospitality/VIP entrances shall function as inviting lobbies located in close proximity to designated parking areas. Access routes leading to VIP/hospitality entrance areas must support an extraordinary VIP experience. VIP/hospitality lobby areas shall be open and inviting areas with high ceilings spaces and best possible acoustics. The spaces shall allow people to mingle and stay before they enter their assigned hospitality level. Escalators and staircases shall lead to the upper VIP levels (01, 02 and 03).

All hospitality/VIP entrances shall include space for accreditation and ticket check that leads the hospitality/VIP guests to their respective levels. There is a need of one main reception desk at level 00. The reception could be placed in relation to other public functions such as the fan shop etc.

North west facing VIP entrance - Main stand:

The VIP entrance and lobby shall be placed at ground floor level in the main stand with a prominent return frontage and direct access and visibility from the Fan Plaza. The NW entrance lobby shall be located in relation to the open and public functions; fan bar, club shop and ticketing.

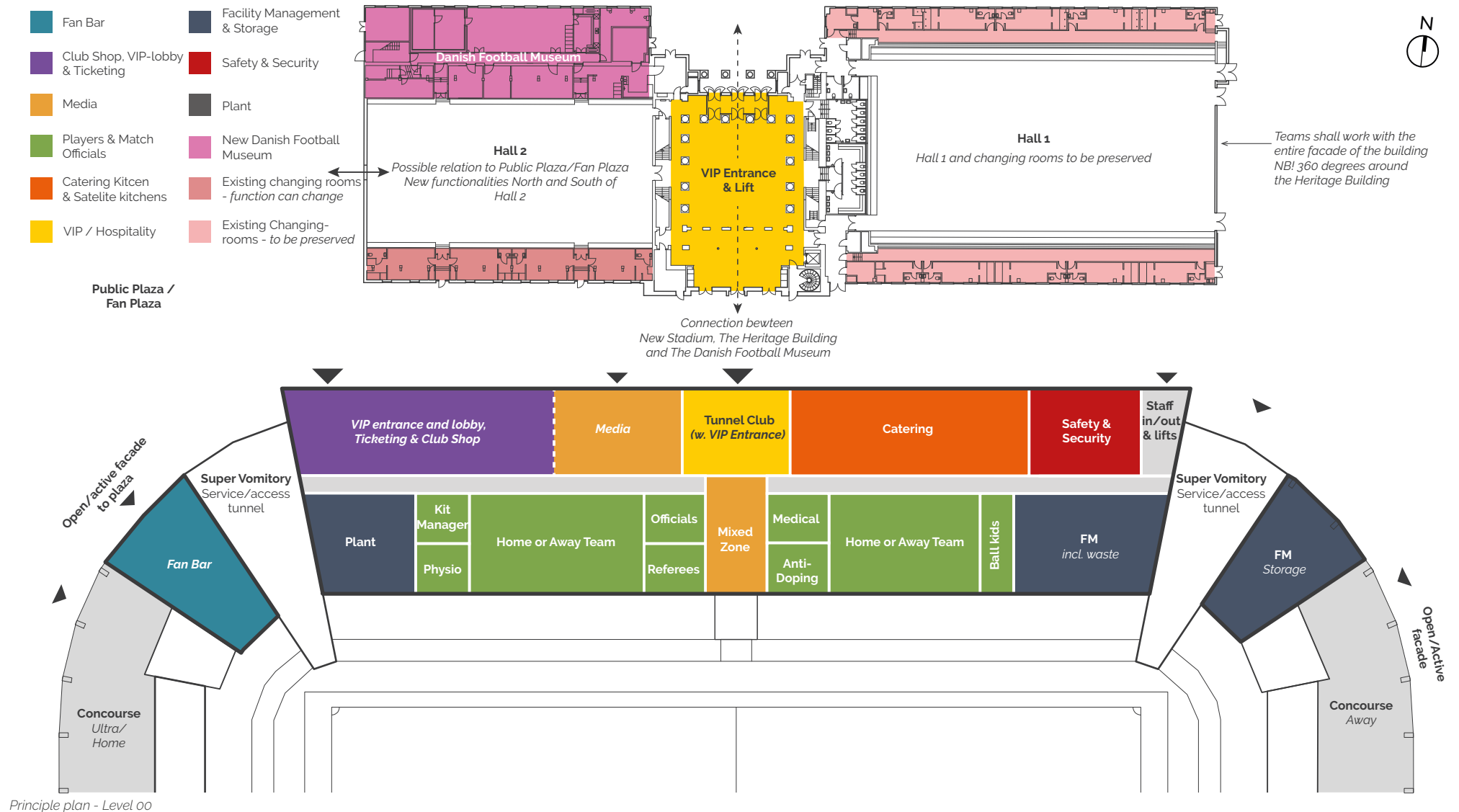
The lobby area must be an open and exclusive area with high ceilings, good natural lighting and should be able to function as e.g. a starting point for guided tours, meeting area for guests visiting the club/offices and entrance for conferences held in the different hospitality levels. From the lobby there shall be access to the upper VIP levels 01, 02 and 03 as well as the club offices.

VIP entrance - Heritage Building:

A hospitality/VIP entrance may be provided in the existing lobby of the Heritage Building. The entrance from the heritage building could be at ground-floor level leading to the tunnel club or by an elevated link, e.g. with escalators, staircases or other types of connections, between the two buildings to enable segregation of hospitality and general admission guests where required.

The teams must show solutions on the configuration of the hospitality/VIP entrance in relations to lobby areas that offers open and inviting flows towards each hospitality level as well as the entrances/lobbies interface with the existing building.

NB: The principal plan indicates a possible use of the Heritage Building. The final programming of the building is not fixed at this stage.



Principle plan - Level 00

Main Stand Level 00



Home Changing Room from Manchester City (© AGF)



Tunnel club from Tottenham (©Tottenham Hotspur)

Tunnel Club

The Tunnel Club is centrally located. The area offers a unique matchday experience for VIP guests - very close to the players and with a direct view of the player tunnel and mixed zone. The Tunnel Club shall have room for 50-60 guests and must be a VIP/hospitality experience with a high level of: Food and drink, possibility of live cooking, with a stylish interior and lounge furniture, etc. From the Tunnel Club there must be easy access to seats in the main stand.

Players & Match Officials

Players and Officials shall have their own dedicated access and egress into the north stand. Arrival and parking of 2 team buses shall be integrated into the design.

The player- and officials area consists of the following key functions:

Mixed zone (Players tunnel)

This area provides the main access to the pitch for players and shall when possible be kept free of equipment, media and distractions. The tunnel should be a minimum width of 8 meters and be wide enough to reverse a medical buggy into. It should be well lit and engage the players mentally before entering the FoP. It must reflect the AGF 'look and feel' and become iconic in its recognition.

Budget permitting, consideration is to be given to TV walls and use of LED technology. Adjacent to the players tunnel will be a series of functions such as anti-doping, medical, referee offices and media/flash interview space.

Home and Away Changing Rooms - Changing rooms to accommodate space for 23 players, complete with bench compartment seats, lockers nearby refreshment/catering area (energy drinks etc.). Each locker to include a USB and a power plug and an electronic safe for personal belongings. Locker areas to have a hanging section, seated area to be soft padded with faux leather with a shoe storage compartment and an area for bags.

Designated player areas designed to take the kit requirements of the players e.g. hanging for tracksuit, suits, shelves for shirts, shorts, accessories and a mobile phone charger.

Home Changing Room - The main home locker room changing area is to be in a horseshoe configuration to aid communication and eliminate hierarchy and promote the concept of 'one team' and shall be designed with the best possible acoustics. Located centrally within the horseshoe layout is to be a central island for waste, laundry and draws for cream and strapping etc. The changing room will accommodate space for a massage room with space for

physiotherapy beds. The floor is to be easy clean non - slip tiles, plasterboard walls, be well ventilated (fresh and airy with good air exchange) and have independent temperature and lighting control.

A large touch screen TV / smart board (55" +) is to face all players in the horseshoe seated layout so players can fully absorb the coach briefing and any tactical analysis, TV news catch up and be connected to a live performance analysis system and feed.

Directly adjacent to the main locker area will be the main 'wet wash area' accommodating 12 x communal showers, 3 x WCs, 3x Urinals, 1 full length vanity unit - mirror including shaving and hair drying power points.

The WCs, washbasins, urinals and shower area to be separate from the main changing rooms, with their own extraction and air change. extraction and air change.

Adjacent to the 'wet area' showers will be a dedicated hydrotherapy area to be adjacent to the change area. This area will consist of a cold plunge pools and warm massage pool and jets. In addition, the home change area will have direct access (single door/open plan) to the following primary functions: Pre-activation / warm up area (turfed), Physiotherapy room / Medical suite, Hydrotherapy, Pitch egress/access (lateral transition corridor zone) and players tunnel.

Home Head Coach Office - To be provided adjacent to entrance to players area. Incl. lounge area for 6 people.

Anti-Doping Room (Doping control center) - To service 8 players and 2 to 3 anti-doping staff. Blood testing requires 2 beds with the anti-doping control station to be secure and comprise of a waiting room (8 chairs), a processing area and a toilet. The processing area should be separate from the waiting room and should be private (desk and 2 task chairs, TV monitor with live TV, work surface with sink and elbow taps for sample collection and packaging).

See 'Plan of the doping control station' in 'UEFA Regulations, Guide to provision of medical and anti-doping services at youth final tournaments'.

Away Changing Room - To accommodate 23 players complete with benching and lockers and brew / refreshment area. Each locker to include a USB and a power plug and an electronic safe for personal belongings. 2no. WCs, 2 urinals, 2 wash hand basins, vanity area with shaving and hair drying points, 11 communal showers and space in the changing area for 3 x physiotherapy/massage beds and Wash hand basins accessed from the changing room.

Coaches Changing Rooms x 2 no. Each complete with benching and lockers. Each room shall include 1 no. shower, 1 no. WC and 1 no. wash hand basin, 3 lockers and a desk for two. Access is to be via each individual changing room and the tunnel area.

Officials Changing Areas - Two rooms shall be provided, one with 1no. shower, 1no. WC and 1 wash hand basin, 2 lockers with bench, the other with 2 showers, 1 WC and 1 wash hand basin and 4 lockers with benches. The main changing room is to be large enough to accommodate a meeting table and chairs for 4 people.

Medical Room - 2 medical emergency rooms adjacent to the tunnel area complete with 2 wash hand basins.

Match Delegates Room - Access from tunnel area complete with 1no. shower, 1no. WC and 1no. wash hand basin.

Ball Kids and Mascot Changing Room - 3no. rooms complete with benching and lockers.

Kit Room - Kit storage for AGF including a sink area to wash boots.

Main Stand

Level 00

Main Public Functions

To ensure an outward facing stadium that reaches out to the public and city in general, it is of high importance that public functions are placed in the New Stadium. Ground floor must consist of active functions that reach out to the city and other users of sports functions in the area. We want to see innovative and new ways of organizing ground floor to ensure an open and inviting environment towards the public Fan Plaza and/or The Heritage Building. The specific placement of the functions are not fixed but the proposers must consider the best possible position of the following outward public functions to ensure the best possible community feel;

Fan Bar

As a part of the public functional zone there shall be a more informal themed fan bar that will provide a unique match day experience. This concept is built on the premise of driving a new and more diverse demographic to the stadium. The fan bar shall be open daily and two - three hours before kick-off and will show live sports as well as serve tasty casual café style food for the fans. Post-match this lounge bar will play live music, sports and DJ sets.

Sports bar example:

Ashton Gate Stadium, The Independence Sports Bar.

Media area

The Media area shall serve as the main media working area for written press and photographers, located at level 00, within easy reach of media parking and the OB Compound.

This area shall be designated as a secure and dedicated area for media to access with the relevant matchday accreditation.

The media area shall have easy access to the Mixed zone and flash interview areas. The media area must have sufficient power and temperature control (heating and cooling systems) accommodating a capacity of min. 60 people. The central element of the media area is the working area for written press and photographers, with flexible desks equipped with power supply and internet connections (both cabled and Wi-Fi). The media area must also include a reception desk for information.

The media area will accommodate an appropriate number of toilets, lockers, pigeon-holes for press info, a limited number of laptops and printers. The format of the media area will be in the form of an open plan informal lounge. Provision must also be made for press conference screening area within the area. The area must be designed in a way that makes it usable during non-match days for the club for e.g. meetings, lectures, school visits etc.



Media Centre, from Tottenham Hotspur Stadium, The M (©Tottenham Hotspur)

Club Shop

The Club Shop must be integrated in a prominent position in relation to the other public functions facing the main fan zone area and stadium approach. The shop shall be designed with a glazed frontage and shop window at the façade edge providing high-quality retail space.

The store will allow for a generous entrance and circulation system that provides fans space to browse and interact with merchandising.

The point of sale area and till point shall be one full length sales counter a minimum of 10 metres in length, with up to 8 points of sale as well as an efficient and structured queuing system. Further auxiliary spaces shall extend to a large stock room and adjacent office which shall accommodate 2-3 retail staff, this shall be located at the rear of the shop.

The use of digital technology, touchscreens and LED should become an integral part of the interactive retail experience. There should be a provision of touchscreens de-

signed for fans to locate merchandise, check stock availability and further information.

A small part of the club shop space must be reserved for the Football Museum to become an integrated element within the store, embodying and telling the history of the Club.

The use of secondary retail touchpoints (outlets) shall be integrated into main concourse and key dwelling and mingling points around the stadium. These fun and engaging activation hubs shall be located at strategic locations which will enhance the atmosphere on the approach and passing through the stadium. These locations shall target product specific suitable to that fan demographic in that part of the stadium.

Club Shop example:

The Tottenham Experience, Tottenham Hotspurs.

Ticket Office

The Ticket Office shall be located at ground floor level in the west end of the north stand as an integrated part of the club shop. The ticket office must have external sales windows and must include illuminated external signage and internal screen displays.

Since the vast majority of tickets are sold online, only a small ticket office is needed. The ticket office allow for easy ticket collection and will-call as well as an attached cash (back) office. Ticket/box office counters shall provide shelter from the environment.

Accreditation and check (ticket) of the VIP guests will take place both in the lobby in the north-west corner and in the Heritage Building. Small welcoming desks are required on all VIP levels for check of VIP bracelets etc.

Main Stand

Level 00

Catering (Incl. Satellite)

Key catering spaces will comprise of a main production kitchen located at ground level. The main production kitchen will serve all hospitality/VIP guests, staff, athletes and media guests. The production kitchen shall accommodate space provision for raw preparation, cooking, cold prep areas and general storage. The following rooms shall be located adjacent to the kitchen; adjoining washing-up area, multiple storage rooms varying in size to accommodate dry and cold storage, freezer room, pantry, a cool bottle/keg stock room and storage space for reusable cups.

The main kitchen will have a direct vertical connection with finishing (satellite) kitchens located at levels 1, 2 and 3 hospitality/VIP areas through escalators. Finishing kitchens shall comprise of a preparation area for 'final touches' reheating equipment, small wash- up area and separate storage cupboard for glassware, cutlery and crockery. The possibility of live cooking at the individual levels must be clarified.

The catering kitchen shall also provide direct catering services to the fan bar and the Media area on both Matchday and non-matchdays.

Food waste (organic) will be transported to the adjacent waste area located at the load in/out north-west service tunnel. The central catering waste bins will be positioned here as part of the facilities wider catering waste system.

Safety & Security

The safety and security accommodation must be located at ground floor, adjacent to the facility management functions. The main safety security function comprises of match and event day steward briefing rooms, staff recreation room, toilets, storage, CCTV and building management system office, holding area and stair and lift cores providing direct vertical circulation all levels above in the North Stand including the Stadium Control Centre (SCC) located at level 04.

Stewards rooms shall be provided to allow for the storage and distribution of matchday uniform and equipment for stewards and for GA concession staff. This is to incorporate racking for the jackets, a distribution counter and individual changing rooms.



Safety and Security (Trivandil)

Facility Management

Introduction

The facility management (FM) area shall consist of an FM workshop and adjoining office space, cleaner's room, and waste facility rooms to include bin store, bio-waste room from catering, non-recyclable waste room, recyclable waste room and male and female toilets etc.

Waste handling

The waste facilities (BOH) and handling of waste within the stadium (FOH) and in all outdoor areas inside the project boundary and possible additional area (behind Arena), must be prepared for the new Danish 10-fraction system implemented by 2023. This is a key point in AGF's sustainability strategy.

The waste handling shall be smart and easy to use, handle and alter if needed. All waste rooms inside the stadium shall have adequate wall and floor finishes e.g. tiles and air cooling to ensure smell is kept to a minimum.

The design of the stadium shall include efficient waste solutions in both concourse areas and in the bowl. Bins and other solutions must be integrated in the overall design scheme, and allow for expansion (more bins or other systems of sorting) if new waste regulations require this.

The system needs to be visible for the users and shall be accessible 360°C around and inside the stadium. The system shall support AGF's sustainability strategy. *For further description see Sustainability - Potentials & Approach.*

Further a waste handling compound for waste compactors etc, must be located in the area.

See appendix 2.3.

Service tunnels

The service tunnels shall accommodate the goods in and out process as well as other BOH logistics circulation. This area shall be out of sight from FOH areas as well as have an appropriate level of lighting and security fencing with an automatic gate entrance accommodating full articulation of trucks into and out of the main service yard.

Storage and other area

Cleaning closets and multiple large storage spaces for sports equipment, concert equipment and event storage including temporary flooring and other support facility storage must be integrated in the stadium layout.

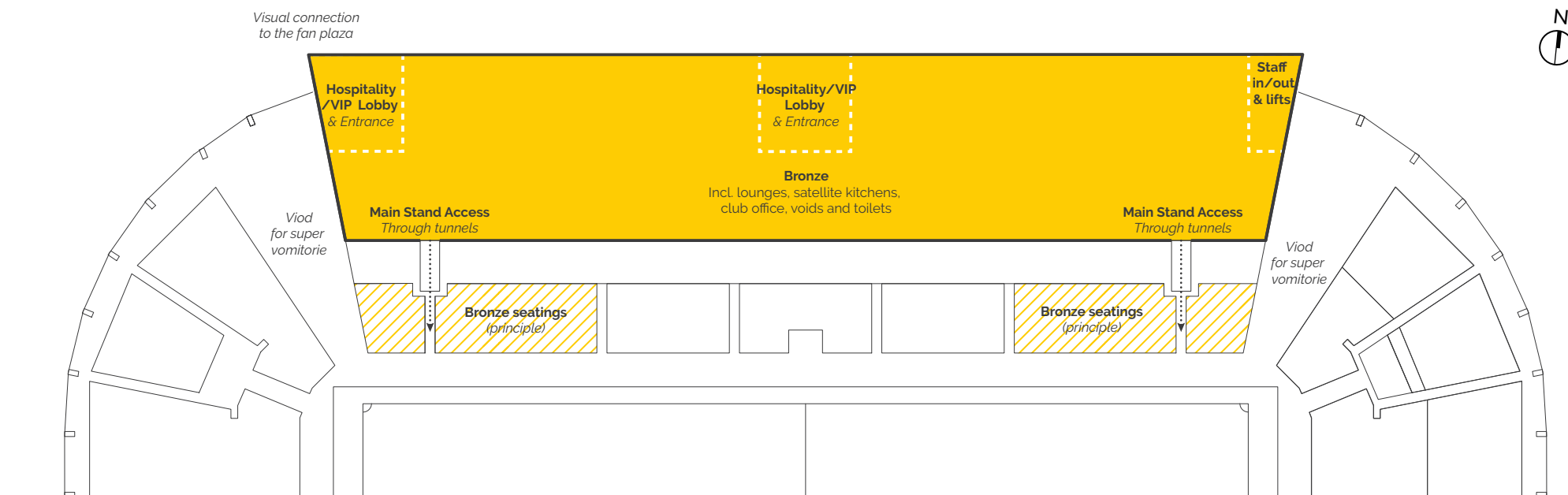
The FM/Staff area shall also comprise of an accreditation sign-in reception for staff, staff welfare facilities including male and female changing/locker rooms.

Main Stand

Level 01

Principle plans

The diagrams in this brief should be read and used as a guide. The design and final organisation of areas and spaces is the task we set for the competing teams. It is therefore acceptable to challenge and deviate from the diagrams in the proposal for a New Stadium - provided there is still functional and economic coherence.



Principle plan - Level 01



Open and flexible floorplan, The M Tottenham Hotspurs (©Tottenham Hotspur)

Level 01 Overview

The first floor Level (01) shall primarily accommodate a bronze lobby to accommodate about 1,050 bronze guests. It shall be accessible via the north west VIP entrance area and via the central VIP entrance in the Heritage Building.

The floor shall include the club office as well as satellite-kitchen and toilet facilities that are required to service the bronze level. The placement of functions shall ensure as much flexibility and coherence across floors. Level 01 (Bronze) has access to the main stand (north) via two big access tunnels placed in both sides of the lounge area.

Bronze Hospitality

The bronze hospitality offer shall provide an entry level hospitality experience that provides access to the food served from a buffet. Level 01 hospitality areas shall be



Open floor plan turned to seated area, Manchester City (©AGF)

served by satellite (finishing) kitchen, and by the ground level production kitchen which is fed by a vertical service lift and stair core to each hospitality level. The bronze level shall have an open plan layout mainly for standing and partly seating.

Club Office (Venue Management)

The Club offices shall be located at level 01. The Club office will be utilised year-round and shall accommodate a Club leadership and venue operations team plus hot desks for contractors and clients. A transparent and open façade shall allow natural daylight to flood into the open plan area promoting a light, airy and productive work-space with views of the surrounding area. The office area shall accommodate a flexible floor layout for both open floor and divided into smaller office spaces (e.g. with glazed walls etc.).



Office - DI, Copenhagen; openness, relation to surroundings, light (Photo: R. Hjortshøj)

The secondary staff entrance (north east) will need to be designed of high quality in order to potentially lead VIP guests this way when needed.

The Club office shall be arranged over the following key spaces; a large open-plan space dividable into smaller office spaces, including work desks, meeting furniture pods and a contemporary 'breakout' space adjacent to an open-plan kitchen providing refrigeration, coffee/tea facilities, reheating equipment (microwave) and seating for dining.

There shall also be a fully serviced suite of print/copy facilities, recycling points and an IT server/comms room to support the day to day operation of the stadium. Further associated key spaces includes; a small reception/lobby area, meeting rooms allocated in Box areas and dedicated male and female toilets for club staff.

Main Stand

Level 02

Level 02 Overview

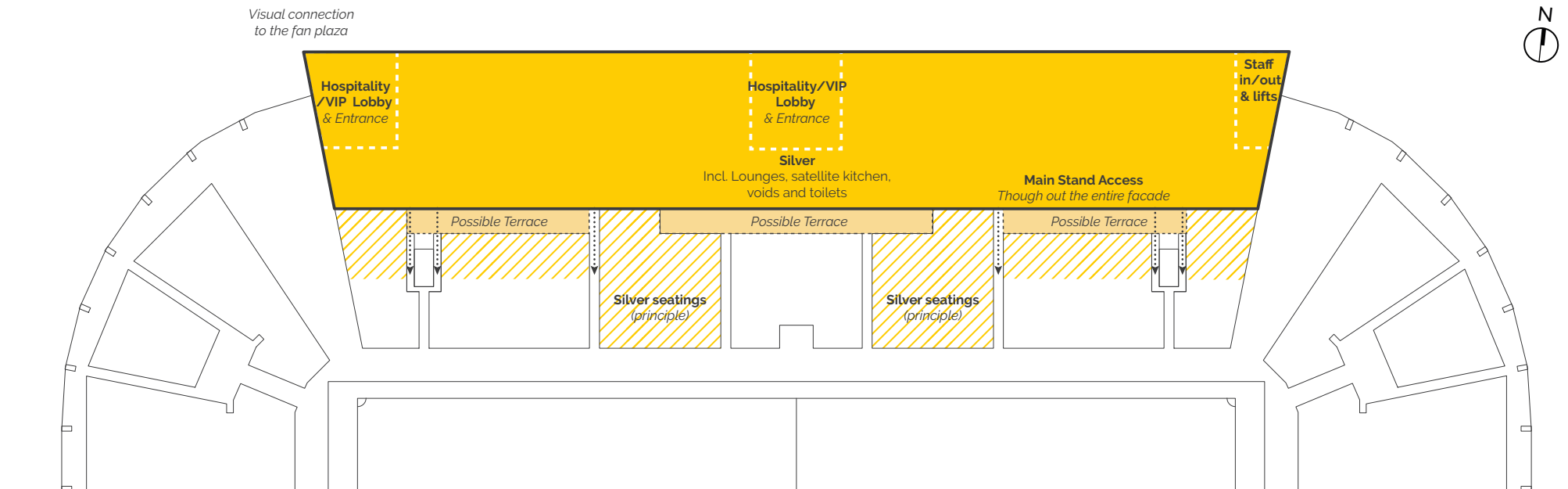
Level 2 accommodates the main silver hospitality offer for a matchday and will be the main function space(s) for hosting a full and comprehensive non-matchday conference and events programme. The teams shall work with a flexible scheme that allows for accommodating about 950 seated (or 1150 standing) silver guests.

The Silver hospitality level shall have panoramic views to the pitch in most parts of the lounge areas. The access to the main stand (north) shall be from the central area of the main stand with direct access to pitch side terraces.

The floor shall be serviced by two satellite kitchens with vertical connections to the main production kitchen on the ground floor.

The silver hospitality level must be connected to both bronze and gold level from the pitch terrace/main stand with best possible views to the pitch..

All hospitality levels (Gold, Silver, Bronze) must be connected to each other both outside and inside via internal staircases. It shall be possible to divide the area in different zones in case of special events, conferences etc.



Principle plan - Level 02



Silver level hospitality - seating area (©Tottenham Hotspur)

Silver Hospitality Level

The Silver Hospitality level shall become the central functional area for hosting a diverse and dynamic conference and event programme.

Upon arrival at level 02 guests will be greeted by hospitality staff in a premium reception/welcome lobby. Adjacent to the main welcome lobby will be a cloakroom and male and female wash-room facilities.

Upon entering the open plan lounges guests will immediately be struck by pitch views through fully glazed bi-folding doors/windows. A variety of food concepts from sit-down dining, live cooking stations to informal buffet areas shall be accessible for the silver hospitality guests,



Lounge/bar area, Manchester City (© AGF)

The configuration of this floor shall offer a possibility of establishing separate lounges or dividing the floor into smaller sizes and spaces by mobile walls. The wall system shall be soundproof and easy to handle. By dividing the area, more events or conferences can take place at the same time and hospitality concepts can be offered at differing price points.

Level 02 hospitality areas shall be serviced by generous satellite (finishing) kitchens, and by the ground level production kitchen which is fed by a vertical service lift and stair core to each hospitality level.

In the central area a double ceiling height shall be incorporated to enable Level 03 guests to absorb the 'buzz' and



Main Stand terrace, Premium Access (©Friends Arena in Stockholm)

atmosphere from below, and to enable level 02 guests to have visual contact to the highest hospitality level with a light and airy hospitality experience. This large double height space will also serve as a fantastic space for multifunctional auditorium layouts and stages. The layout of this VIP level shall enable the possibility of a set-up of 600-800 chairs in rows.

Pitch Terrace

The silver hospitality area shall open up into a lateral planed terrace where hospitality guests can gather, drink and socialize within an open-air stadium environment. The terrace allows panoramic views of the stadium and shall include access for both bronze, silver and gold hospitality guest.

Main Stand

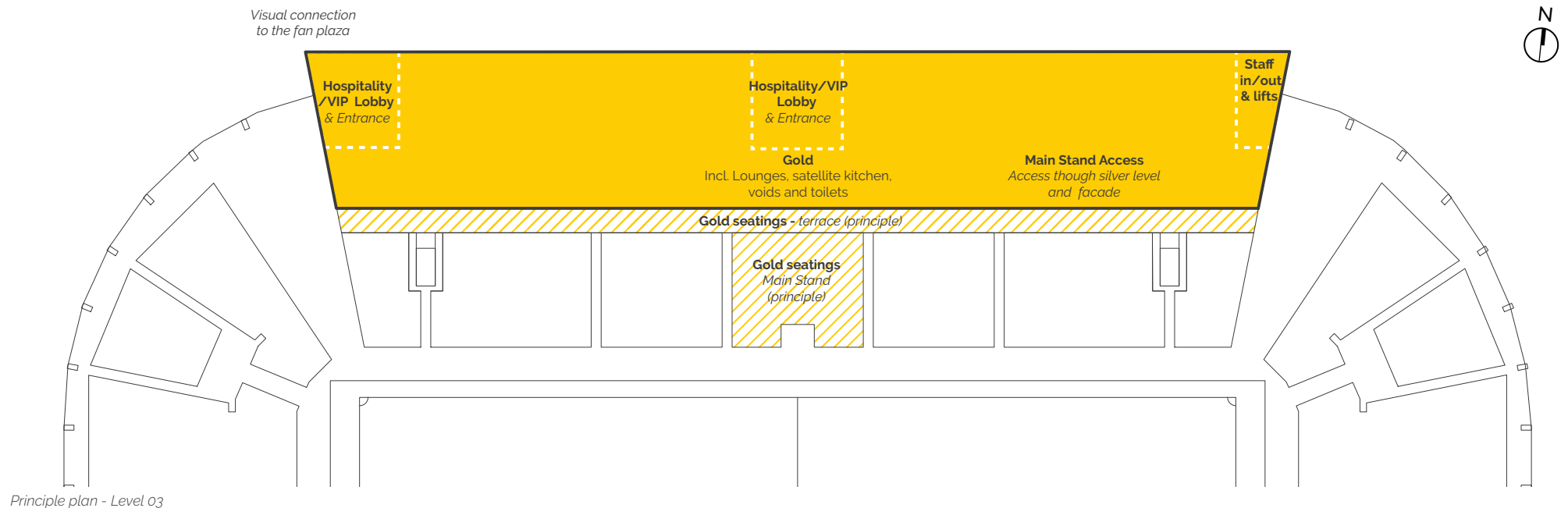
Level 03

Level 03 Overview

Level 03 shall accommodate a gold hospitality offer and the possibility of furnishing the space with flexible glazing walls with the maximum capacity of accommodating up to 8 individual lounges and 1-2 large format event lounges.

The lounges can be configured in a variety of sizes to ensure a broad commercial offering for both matchday, entertainment and MICE events.

All areas on level 03 shall have unobstructed views of the full pitch length and direct and easy access into the hospitality lounge areas.



Principle plan - Level 03



Tottenham Hotspur Stadium, Lounge (©Tottenham Hotspur)

Gold Hospitality Level

Level 03 shall accommodate about 500 seated (or 1050 standing) gold guests and is the most exclusive VIP level for our largest sponsors, the board, ambassadors and the city's other decision makers to meet and network.

The gold level shall be a first-class hospitality experience with a high level of service, the opportunity for live cooking and a very high level of food and drink. It should allow the possibility of intimate "space in the room" and there must be different living areas - e.g. varied table arrangements with high tables, round tables or lounge furniture. This level shall accommodate about 400 dining guests in a bar environment with the possibility of live cooking and semi-closed lodges. It shall be possible to create flexible and scalable lounges and event boxes.



Lounge/bar area, Manchester City (©AGF)

We ask for a solution with high-ceilinged rooms, one large open area or an open area in the centre combined with semi-closed lodges/skyboxes in the ends.

Terrace/Balcony seating

There shall be a direct access from lounges to rows of terrace/balcony seating (see *principle section p.59*). The terrace/balcony seating area shall accommodate a generous and comfortable seating experience with the best views to the Stadium and the surroundings. Seats in each end of this level shall be connected to the rest of the main stand (north) in an unobstructed flow. The gold terrace/balcony shall accommodate seating for 200-300 guests. Centred at this level, the terraces shall have direct access to the main stand connecting the silver level, to make seating accessible for for the rest of the gold hospitality guests,



Direct access to terrace/balcony seating - Main Stand Groupama (© Groupama Arena)

See the *principle plan*. The configuration of terrace/balcony seating isn't fixed. Therefore, we ask the participating teams to show the best possible solution which ensures the connection between VIP levels and the connection between the gold seating on the terrace/balcony in relation to the seating centred in silver level of the main stand.

Service and installations

This level shall contain power provision adequate to run one hot trolley at every possible lounge area, if the club establishes lounges for a match or event. The service and equipment installation within each lounge area shall be easily relocatable for storage purposes when the room is to be used as, e.g. a meeting room on non-matchdays.

Main Stand

Level 04

Level 04 Overview

Level 04 shall comprise of two main functions; broadcast facilities and technical plant equipment areas. This functional accommodation level is discretely inserted under the roof above the main hospitality areas and is divided into a small amount of internal accommodation and a large area of open but covered space with patio circulation for technical plant equipment which services the stadium.

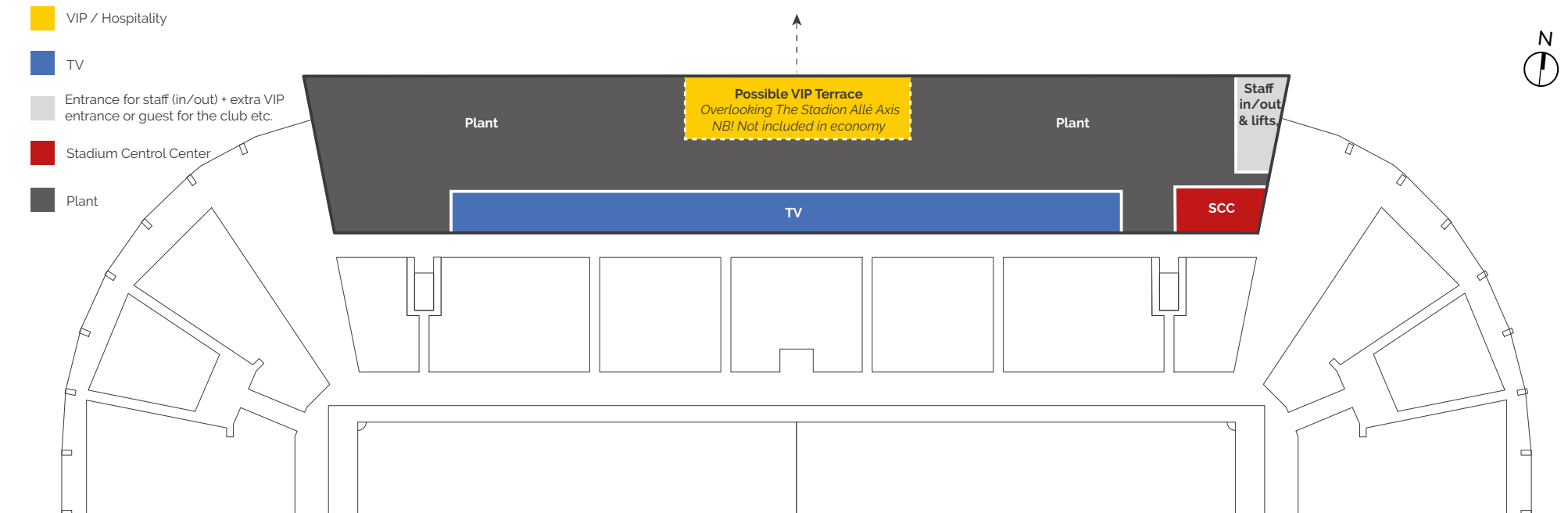
Roof Terrace

We want to see an example of integrating a roof terrace with view to the Stadion Allé axis and the city in general.

NB: This solution is not included in the economy.

Technical/Plant Rooms

There will be a significant provision of plant space allocated at level 04 to power and service the main stand and wider stadium. Technical plant areas and equipment extend to AHU, compressor, ventilation, chillers, control, high and low-voltage rooms, generator room, battery room, DB/SMDB room, telecommunication room, media connections, water pump room, hot and cold water tank rooms, chilled water tank room, irrigation water tanks room, fire water tanks and shafts.



Principle plan - Level 04

Stadium Control Centre

The Stadium Control Centre (SCC) shall be located at Level 04 and shall have an uninterrupted view of the full FoP and seating bowl. The SCC shall serve as the key location for monitoring safety and security activities as well as managing general event production and building management systems including for example lighting, temperature control, sound and PA/VA. The SCC shall comprise of the following key functions:

- SCC to be split in two parts, one for security, and the other designated as a PAVA room with room for 10 people each
- PA/VA Room adjacent and connected to SCC via a sliding window
- Toilet facilities, refreshment facilities and kitchenette

The SCC shall be double glazed with high visibility frontage. View of personnel within the control room should not be obstructed by spectators standing up in front of the window. The SCC will be sound proofed and fitted with external microphone and internal speaker system so the controller can sample the external crowd noise. The final layout is to be designed in conjunction with the Club, local emergency services team and safety advisory team.

Broadcast

The stadium shall provide the space provision and power connections for the stadium to be broadcast compliant with all major European league requirements, however, the level of infrastructure designed as part of the base build shall be established during the next stage of design.

TV Gantry - A full-length TV gantry shall be located on Level 04 of the Main Stand and is to be open fronted.

To ensure that as many spectators as possible are shown in the TV angle as well as the LED boards are exposed as best as possible, thorough studies must be carried out with a prior dialogue with the TV in relation to the most optimal placement of the TV platform.

The gantry shall have space to accommodate seven camera crews, Camera Platforms and a club video crew plus two wall mounted cameras. Dedicated and easily accessible cable-way provision shall be installed from TV gantries and camera positions back to the media compound to facilitate temporary laying of TV cables etc.

TV Studios - Two 5 x 5 m TV studios shall be provided directly adjacent to the TV gantry. These studios shall be sound proofed with a minimum floor to ceiling height of 3.5m to accommodate rigging for broadcast equipment and studio lighting. These pitch view studios shall have entirely unobstructed views to the pitch (free of horizontal and vertical frame posts). TV Studio performance specifications shall be detailed during the next stage of design to accommodate the latest Danish and UEFA broadcast requirements.

TV studios are to have direct vertical connection to all other media facilities located below at Ground level.

Danish Football Museum

Part of The Heritage Building

The Danish Football Museum must be an inspiring football museum with the potential to open up the football universe to visitors, celebrate the national and local victories and describe football as part of the historic sports centre in Kongelunden.

The Danish Football Museum shall be integrated into the north-western part of The Heritage Building and the goal is to create a football museum, which disseminates all the important stories about Danish football in a fun, entertaining and educational way.

The Danish Football Museum will be part of the external activities aimed at visitors to the area and inspire participation, football activities and play, and be a tourist attraction in Aarhus.

The location of the museum in Kongelunden will make the whole of Kongelunden a favourite excursion destination for Aarhusians and the city's tourists, as well as contribute to life in and around the city's new football stadium on a daily basis throughout the year. The Danish Football Museum will work hand in hand with the other facilities, particularly the Fan Plaza and the main building at the New Stadium.

By means of sound, lighting, images and text, the Danish Football Museum shall make Denmark's football history present, relevant and captivating for guests of all ages. The exhibition shall consist of various communication techniques that have an impact on different target groups. It should be both a trip down memory lane and an experience space with interactive elements. The exhibitions shall both involve and activate the guests and provide a framework for experiences and time together for the whole family.

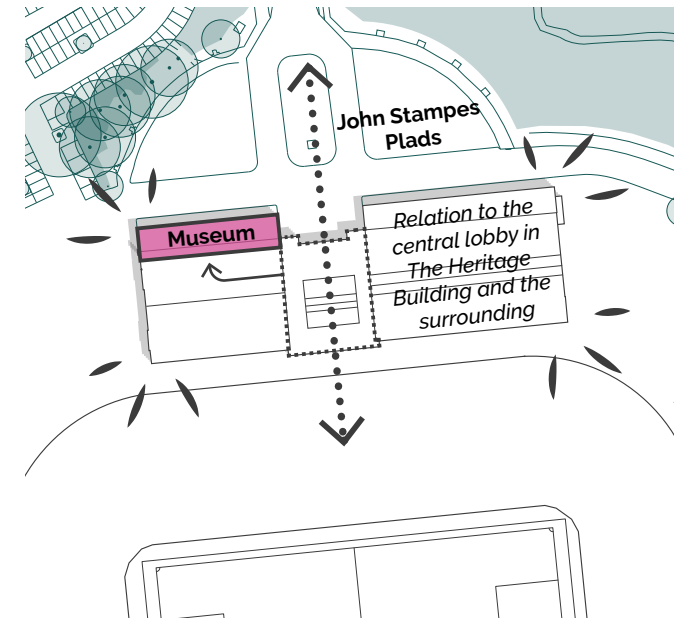
The design of interior spaces, exhibitions and plan outlining of the Danish Football Museum is not part of this competition.

The following must be visualised in connection with the competition proposal:

- How the museum can establish a link to Søjlehallen so that visitors are invited into the museum naturally
- Whether the façade on the Heritage Building can be transformed

Museum examples:

*FIFA World Football Museum, Zürich - Switzerland
National Football Museum, Manchester - UK*



Principle - Location of the Danish Football Museum and links



National Football Museum, Manchester (© AGF)



National Football Museum, Manchester (© AGF)



National Football Museum, Manchester, 2014 (David in Lisburn made available by Flickr.com)



National Football Museum, Manchester (© AGF)



National Football Museum, Manchester (© AGF)

Events

Introduction

A framework for concerts

First and foremost, the New Stadium is built to host football matches at national and international level. Other than football, the stadium design and landscape shall accommodate the possibility of executing spectacular stadium concerts for as many spectators as possible. The future possible expansion of the stadium, with room for up to 37,700 spectators, will make the venue of high attraction to concert and event organisers.

The spectator capacity is achieved by conversion of; the east stand to a telescopic stand, part of the west stand for standing and addition of 3 rows of seats in extension to the upper row of the bowl (see options on [p. 46](#)).

A robust construction

It is of high importance that both events and concerts can be held within the framework of the New Stadium as described in this brief and the designated economy.

Due to later alterations, in order to accommodate purchase of future option, The New Stadium must be designed and constructed with a high level of robustness. This shall ensure AGF the ability to offer concert organisers a venue with a capacity of up to 37,700 spectators in the future.

Therefore, it is important that the design of access/egress, i.a., for evacuation purposes, is constructed to handle a maximum of 37,700 spectators to accommodate all future options incorporated in the project.

By incorporating event options in the New Stadium, concerts with Danish and international artists is possible. The New Stadium as a concert venue will ensure a turnover, not only for the club, but also for the city's hotels, restaurants etc.



Aerial photo - AC/DC concert 2016 (© AGF)



Eagles Concert (© AGF / Ole Nielsen)



Depeche Mode Concert (© AGF / Allan Baden)



Elton John Concert (© AGF / Ole Nielsen)

Events Configuration

Stadium Event Configurations

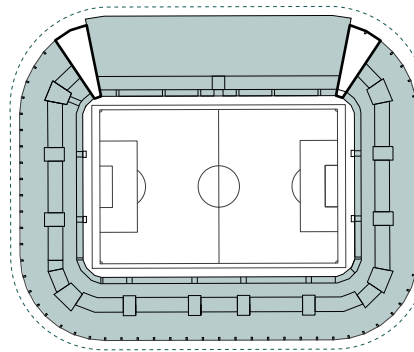
The adjacent graphics illustrate the variety of stadium FoP event layouts required to host a dynamic events programme. The highlighted areas in green are areas of the stadium to be accommodated by spectators/guest.

The main event compound (bump in and bump out) shall be located in the same location as the match day OB compound to the north-east of the stadium (see [p.35](#)) with the main stage end located to the east end of the field of play.

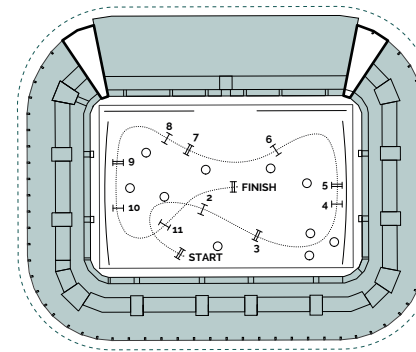
The participating teams shall show a calculation of accommodated seats including standing spaces in their design. The calculation must be illustrated in a principle drawing showing the designated seat kills in relation to FoH facilities such as sound towers.



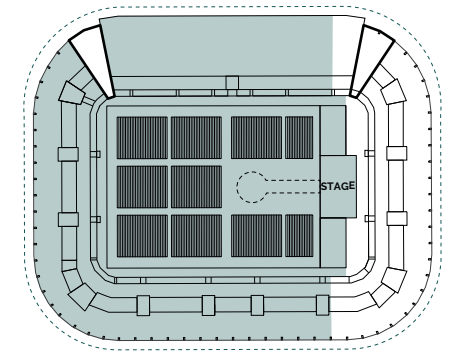
Volbeat Concert 2019 at Ceres Arena (© AGF)



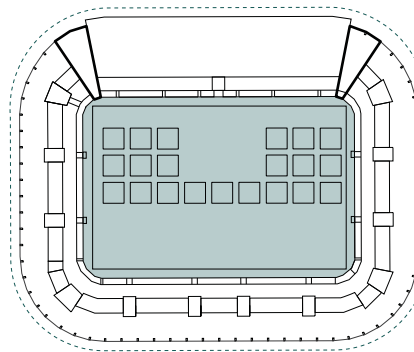
Football



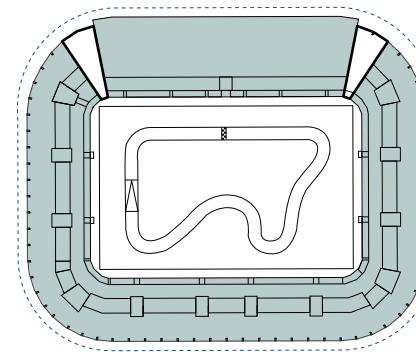
Equestrian



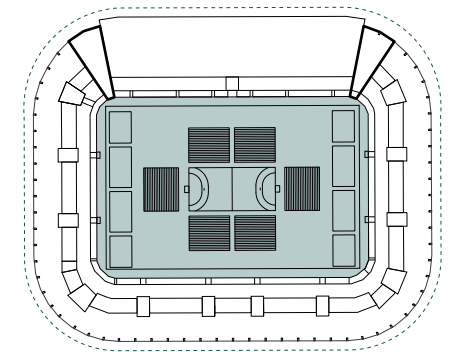
Concert (East stage)



Corporate/Exhibition



Motorsport



Handball/Basketball/Boxing

Principle event diagrams w. variety of layouts shown.

Pitch (Event Floor) Access

The Pitch (FoP) / Event floor shall be accessed via the means of two key super vomitories/service tunnels (see image beside). The service tunnels shall be large enough to accommodate not only pitch machinery and maintenance equipment but also provide larger event load in and out.

Event loading in and out

Goods loading and unloading conditions must be ensured for production lorries in connection with stage set-ups. In a New Stadium, it must therefore be ensured that at least 2 lorries are able to enter the stadium simultaneously, without blocking entrances/exits.

Goods and flexible loading conditions play an important role in the concert/event organizer's choice of venue. It shall therefore be anticipated that lorries will not drive in and out of the same place. Therefore, among other things, two super vomitories shall be required.

Primary production roads must also be created at the actual arrival area of the stadium, in order that the access

does not conflict with the audience flow. In relation to other logistics, it is important that large depots are located at pitch level for production. These depots could be incorporated in the stadium design itself or, e.g. integrated in the southern slope to Jutland Racecourse. An efficient flow in connection with access to toilet and service facilities in the concourse shall also be taken into account.

Pitch Protection

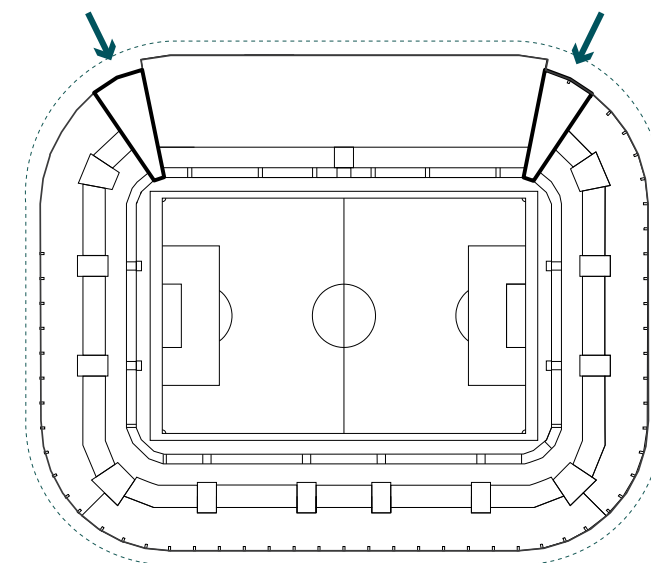
In order to host on-field concerts, entertainment productions/shows and outdoor exhibitions a pitch protection system shall be installed to accommodate heavy duty loads for large event load in and out. The image to the right provides an example of a type of event flooring protection system to be used in the New Stadium design.

Stage area

A firm base should be ensured in connection with the east stand as a reinforced concrete area for stage set-ups in connection with concerts.



Pitch Transformation for Events (© Groupama Arena)



Principle location of Access Tunnels / Super Vomitories to pitch

Events

Future Option

NB: The following description is included to inform about future options for the event case. The participating teams shall take the following wishes for future flexibility into consideration in the proposal of the New Stadium. The option is to be understood as a future option for an upgraded event scheme, but it is not to be included, illustrated or economized in this competition.

Updated Event mode

The stadium shall be capable of accommodating a retractable seating solution in the lower portion of the east stand. This shall allow the stage to be integrated in to the seating bowl to maximise stadium capacity on the field of play whilst in event mode and reducing seat kill in the seating bowl.

The principle plan and section shown here illustrates a retractable seating layout that enables the stadium event capacity to be increased up to 37,712 guests. This option and the amount of accommodated guests assumes that the seated capacity has been increased to 22,000 and the additional standing areas have been installed in the west stand. The exact event capacity, layout and egress strategies should be subject to further analysis in the next stage of design.

The option consist of the following alterations - we specify that its not a part of the competition:

1. Retractable seating in the lower portion of the east stand with a concrete area below for stage build-up.

A free area of 12,5 m for the stage shall be established. Distance from first seating row shall be 7,5m from the FoP.

2. Dimension of stage area must be 72 meters wide and 20 meters deep.

3. Possible updated exit routes from the seating bowl to be converted into wider escape routes by seat removal as a consequence of an increased event mode.

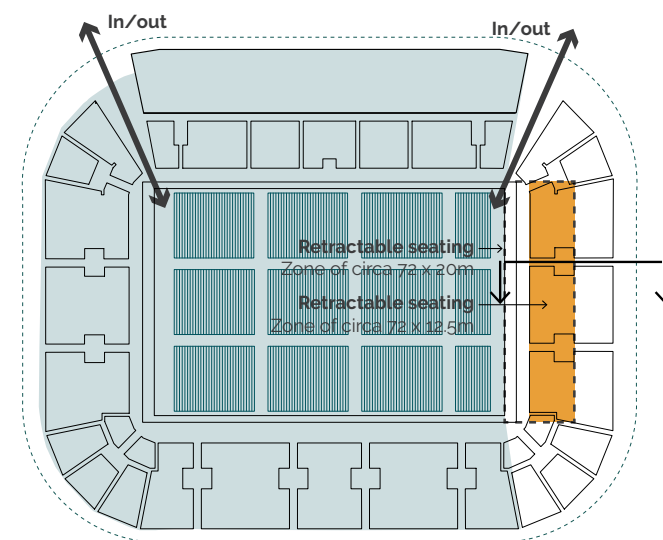
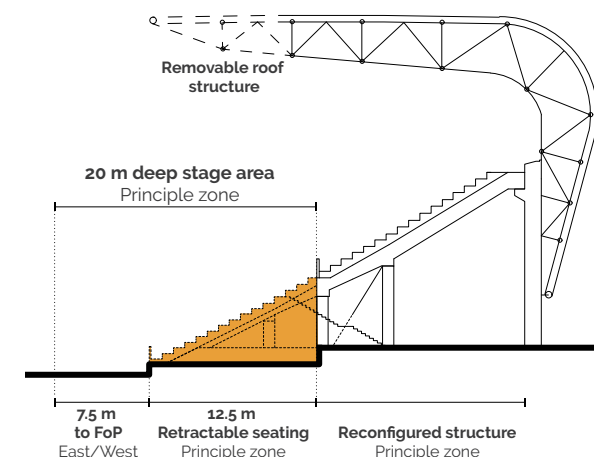
4. Updated access routes for toilets and F&B from the pitch to the concourse area as a consequence of an increased event mode.

5. Removable roof structure with mechanical retraction above the east stand to ensure best possible conditions for use of crane for stage built up in event-mode..



US Bank Stadium Retractable Seating on the north side being installed, 21 Jan 2016 (© U.S. Bank Stadium)

22,000 All Seater + Retractable Seats + Standing 180° Stage



Principle plan and section - Event Layout with retractable seating/stage

Events

Access/Egress & Logistics - Principles

Event Access

On an event day there shall be full 360 degree public access to the precinct that surrounds the stadium. Access in to the stadium shall only be segregated in to hospitality/VIP guest and general admission with ticketing allocated to sectors around the stadium to aid orientation and way-finding.

Access to the FoP shall be via the large super vomitories (service tunnels) in two corners of the stadium.

See principal plans.

Event Egress

On event day all guests shall be invited to exit the stadium through their original point of entrance, however additional exits shall be opened up in the stadium secure line in the east, south and west stands.

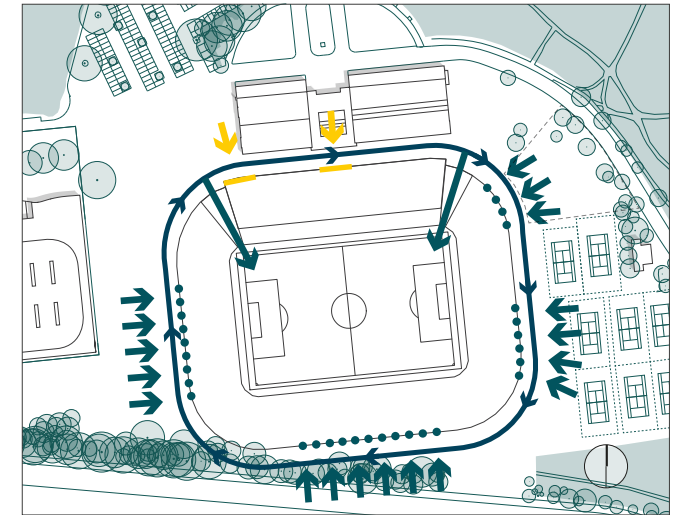
Egress from the field of play shall be via the two large super vomitories (service tunnels) located in the corners of the stadium.

Event day egress shall be reviewed in more detail in the next stage of design in order to secure the best possible egress in case of e.g. emergency.

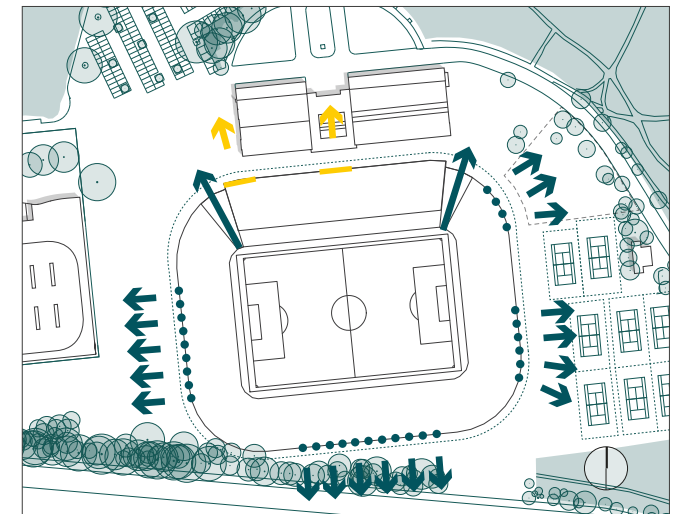
Logistics & Power

The fenced area in the NE corner, used for away fans during football matches, shall be used for different logistics e.g. trucks and additional power generators (min. 2 x 20 food containers) with the smallest possible distance from the stage. It shall be possible to connect cables to the stage area. If the generators are integrated into the stadium layout, the fenced area shall only handle trucks for gear etc.

The Stadium and areas around (e.g. around the Fan Plaza) shall accommodate the right amount of power outlets, access for water etc. in order to provide enough flexibility in the event zones and enable different plaza set-ups.



Principle - Access



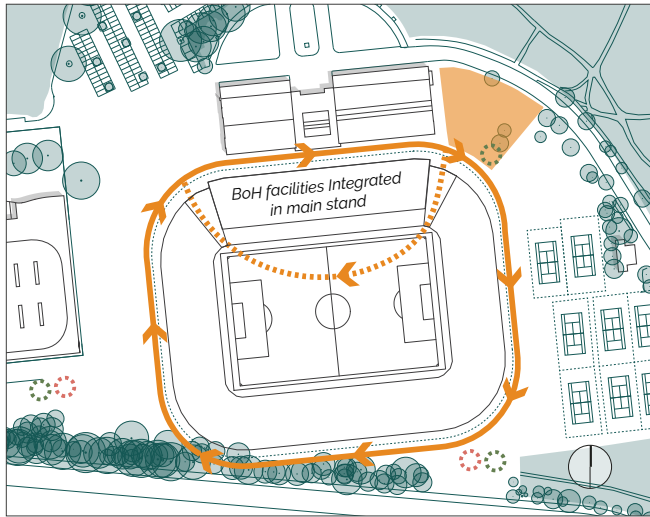
Principle - Egress

Key:

- General
- Hospitality
- Fenced area

BOH Facilities

Back of House



Key:

- OB/media area
- 360 Perimeter
- Pitch Access
- Waste handling compound - Possible locations
- Greenkeepers compound - Possible locations

BOH Facilities

Back-of-House (BOH), service and emergency vehicles shall have full 360-degree access to the perimeter of the stadium with access on and off of the FoP provided via the large super vomitories.

The back-of-house functions located in the main stand shall be accessible by vehicle via the large service tunnel. The principle options are shown left.

The outside broadcast (OB) compound shall also be accessible by vehicle from the main access road to the north of the stadium from Marselisborg Grønne Vej and Stadion Allé. The location for the greenkeepers compound and waste handling compound is to be explored in the competition. See possible locations on the principle left.

Outdoor Broadcast (OB) Compound

The OB Compound shall be located to the north-east of the stadium accommodating up to 3 production trucks and one OB van, at a distance no further than 250m from the main media zone.

This space shall be at least 1,200 m² and shall be located in a position that enables a clear south westerly satellite uplink.

Greenkeepers Compound

The greenkeepers compound shall provide a space for the grounds team to work, eat and wash whilst working in an external manual environment, often with chemicals. In addition to the people aspect the storage, maintenance and security of all equipment and supplies is important for the delivery of a high-quality playing surface to meet the requirements of the Club and the safety of managing chemicals.

This compound area can be located either in relation to the OB/media compound with easy access to the super vomitory at the north-east corner or south of The New Stadium, behind the Arena building or in built into the landscape/slope as shown in 'Programme & Area Overview'. The area shall facilitate and requires the following:

- Easy delivery of goods etc.
- Storage of grounds maintenance materials (oil, diesel and fertilisers etc.).
- Direct and safe easy access to the pitch - this team will require pitch access on multiple occasions per day.

Further an area within the bone yard should be considered for producing mulch organic matter taken from the removal of organic matter and grass cuttings to be processed for fertilisation. An area to store the equipment to provide the appropriate level of pitch maintenance that allows the easy access and egress of equipment shall be as follows;

- Maintenance Repair and Equipment store – workshop and storage area to accommodate the repair and maintenance of green keeping equipment.
- Irrigation and water storage - A sustainable solution to be sourced for the retention of rainwater to provide daily and emergency irrigation supplies.
- Fertiliser / chemical / Line paint store - A secure lockable area that is able to be subdivided to store separately the chemicals, fertilisers and paints.
- Office / Change / Mess / Drying area - A 'dirty' office for the grounds teams to work and order supplies, eat, wash and dry clothes. The team will require a separate change and dry clothes area from the office eating environment.

- Bone Yard and Grass Cutting storage - Storage on sight of supplies for pitch renovations and light rigs.
- Wash down area - An external area with wash away for maintenance vehicles to be cleaned to avoid the cross contamination of grass seed, chemicals and line paint. In this area collection of water for reuse should be possible.
- Fuel Station [Oil and Petrol] - A small external fuel station for the refuelling of maintenance equipment. As many trucks as possible should be electrical. This requires well placed and sufficient outlets as well as charging stations.

Waste handling compound

With more and more national demands on handling waste, now sorted into teen fractions in Denmark, the New Stadium, both within the stadium precinct and the surroundings, shall be designed with dedicated and optimal BoH space for waste handling.

We are asking for the best way of incorporating a central area for handling waste, sorting etc. with the possibility of handling waste across the entire area within The Sports Park.

The teams shall illustrate a creative solution to this space consuming issue. The solution shall create an easy access both for guests and staff for handling waste daily, during events and during matches.

The solution shall integrate and make use of surroundings e.g. the height difference (towards the horse track, south) in the terrain as much as possibility or as other innovative solutions that integrates activity or sport.

NB: If the teams propose free-standing pavilions or waste houses in the open landscape it must be organized with additional public functions as a part of the waste-handling function integrated into the overall architecture of the landscape.

For both greenkeepers compound, and wastehandling it is of high importance that the location and design do not disturb the general visual impression. The overall experience of the surrounding areas of the stadium shall be inviting and open and should not be compromised by these large BOH-functions.

Security Strategy

Stadium Security

On a match day the stadium secure line shall follow the external perimeter of the stadium. Access shall only be permitted through the secure line via turnstiles located in each stand or via separate security screening in the hospitality/VIP lobby.

To the east there shall be a configuration of turnstiles that enable segregation of away fans in to the away stand, and for the extent of the away stand and associated access points to respond to changes in demand. To the south-east, south and west, the turnstiles shall be distributed along the length of the stands to prevent over crowding around the perimeter of the stadium.

All of these access points shall be capable of being controlled independently to enable complete flexibility in the way the stadium is operated. During a non-football event where a larger security perimeter may potentially be established around the stadium, the turnstiles shall be capable of being demounted or swung away to allow free flow access through the designated access points to the concourses and seating bowl.

Stadium Standby

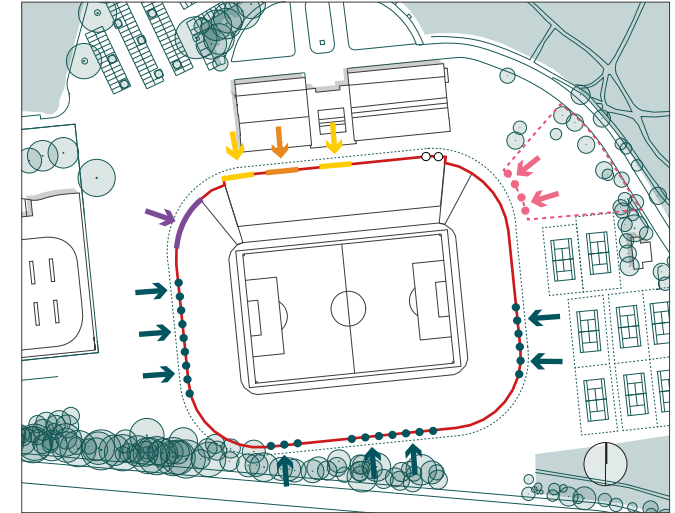
When the stadium is not hosting a large scale event, it shall be possible to secure the bowl and FoP whilst leaving full access to the Main stand (north stand) for alternative uses.

In standby mode the secure line of the stadium remains around the perimeter of the east, south and west Stands but sweeps behind the North Stand to enable it to function independently with access to the media facilities, club shop, ticket office, fan bar as well as providing access to the hospitality/VIP facilities for conferencing and events.

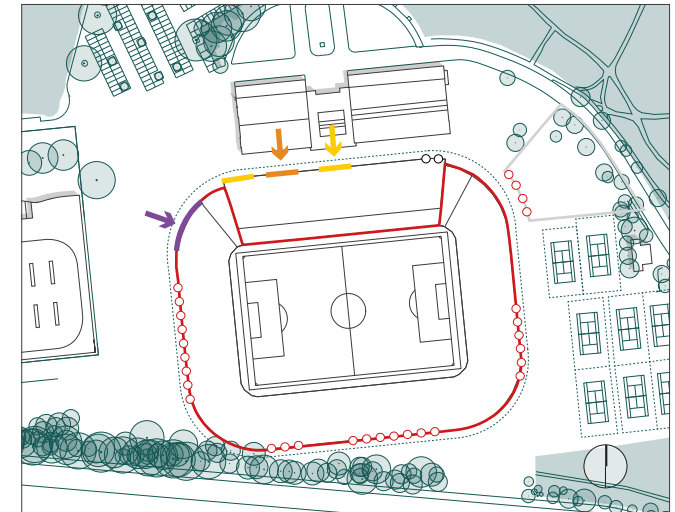
There shall also be opportunities to activate the precinct on non-match days for community use. This shall include the availability of link up points for mobile concessions to serve those using the local area for recreational purposes.

Key:

- Security Boundary/secure line
- Turnstiles
- Hospitality/VIP Entrance
- Media Entrance
- Club Shop, Fan bar and Ticket Office Entrance



Principle - Stadium Security



Principle - Stadium Standby

Light & Sound Principle

Lighting

All type of lighting integrated in the stadium design shall meet the FIFA Class 4 lighting criteria as well as the Danish building regulations in relation to stadium / event buildings. An example that meets the FIFA Class V lighting criteria, can be a LED based FoP lighting solution as illustrated in the principle diagrams shown beside.

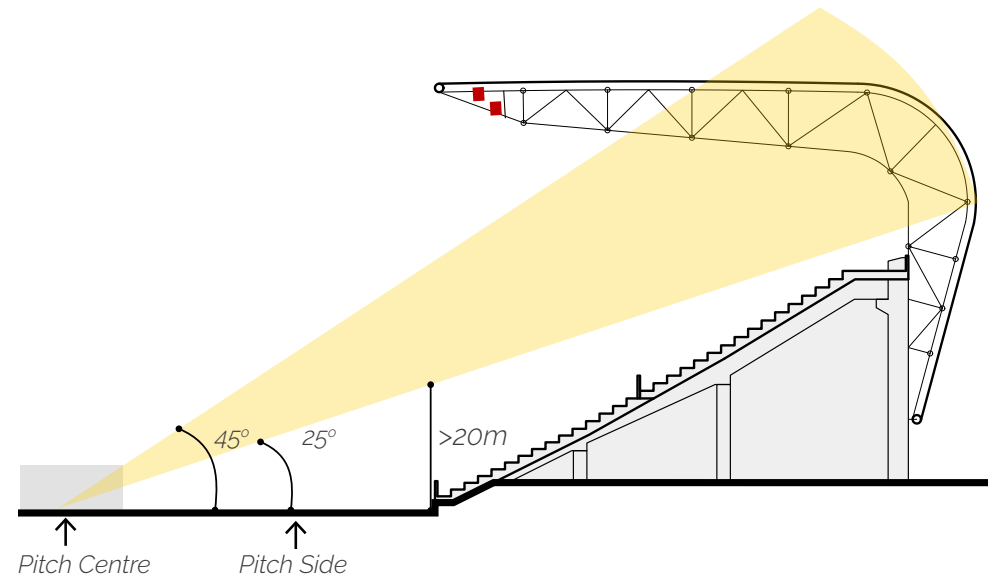
The lights shall be fully integrated within the roof structure and their mounting position should consider access for maintenance as well as how the gantries will be used for e.g. mounting the PAVA (Public Address (PA)/Voice Alarm (VA)), terrace lighting, mobile phone cells and any other player analytical.

Show Light

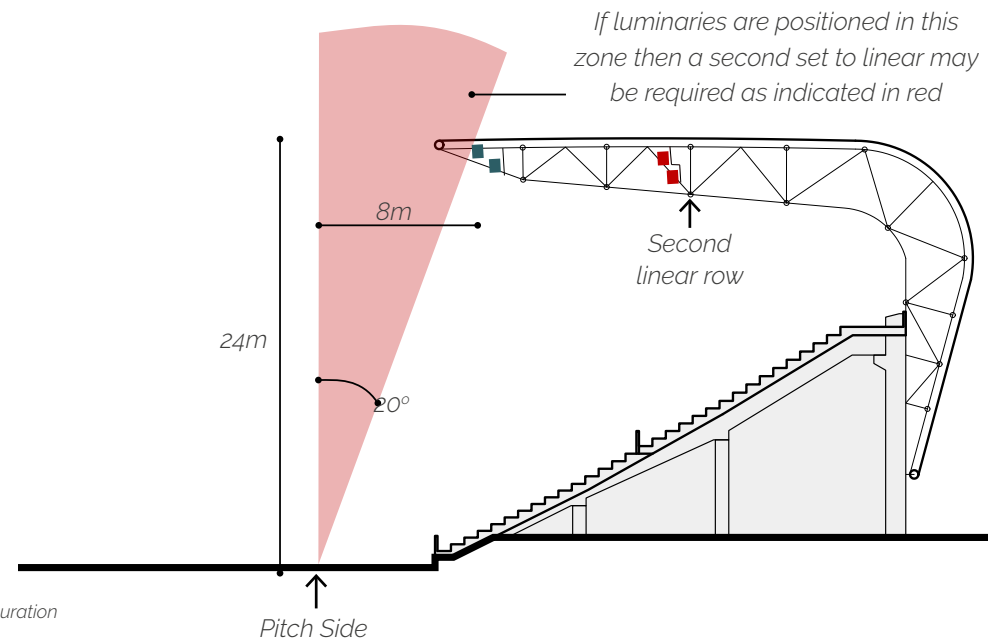
Show light must be integrated into the design from the beginning. The lighting needs to be secured for the best possible future integration of new light technologies within stadium lighting systems. The lighting needs to be organized and placed optimally in order to accommodate the best light experience without interfering with the attached LED screens in the roof.

Sound

Clear and powerful sound is necessary for creating an exciting environment for players, fans and guests. A state of the art sound system shall fit the size and seating layout of the New Stadium and provide clear intelligible voice projection and music reproduction to all seating areas as well as the middle of the field and the concourses.



Principle - Lighting configuration



Principle - Lighting configuration

Ticketing & Access Control Principle

Ticketing and Access/Egress Control

Access into the stadium shall be controlled via a latest generation multi-event flexible turnstile and access control system allowing GA spectators fast and flexible access into the stadium. Such turnstiles can scan and read every barcode and RFID card for access permission via one single point including smartphone QR code ticket access.

The system shall also incorporate Near Field Communication Technology to ensure rapid entrance for those with e-ticket Near Field Communication capability on their smartphone.

The system shall have the functionality and capability of processing large volumes of fans in the shortest time (in line with leading technology), and provide one solution for the management of tickets across a multitude of events i.e. football, concerts etc. for the fan/visitor.

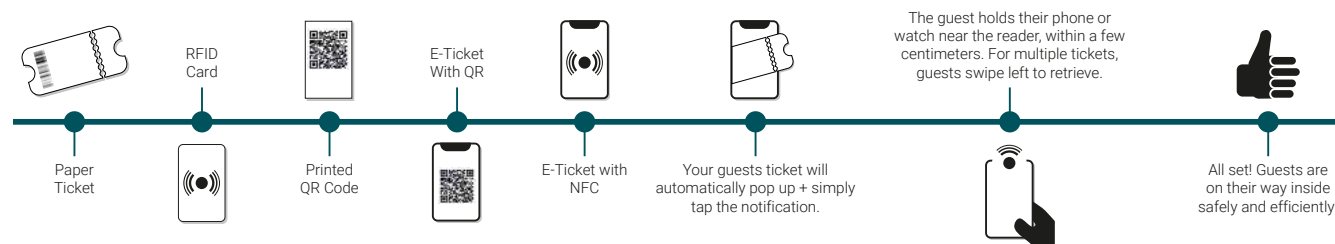
One solution (physical/app etc.) is required for entrance, parking and services within the stadium that also connects to the cashless payment system throughout the stadium.

The number of turnstiles has been modelled on a throughflow of 350 people per/hour per turnstile. In order to accommodate a possible increased amount of spectators the teams must show the best possible ticketing principle, that allows for additional turnstiles through out the façade, in case of an a larger spectator flow through the turnstiles.

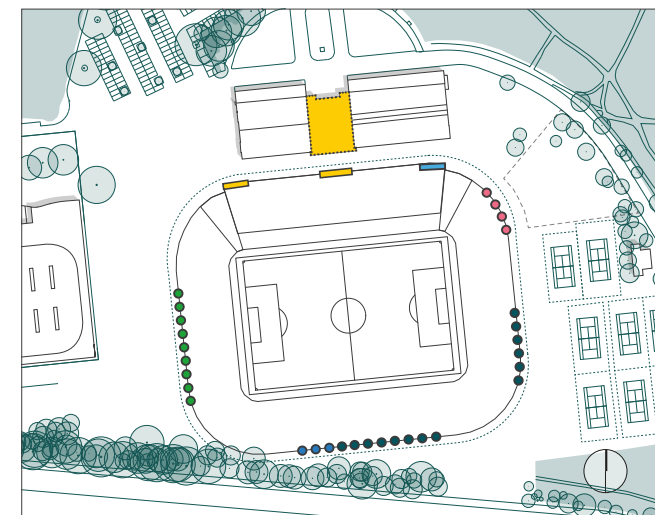
Ticketing Main Stand

A check point for VIP guests needs to be placed in:

- The VIP entrance through the The Heritage Building.
- The VIP entrance through the north west-corner of the main stand.



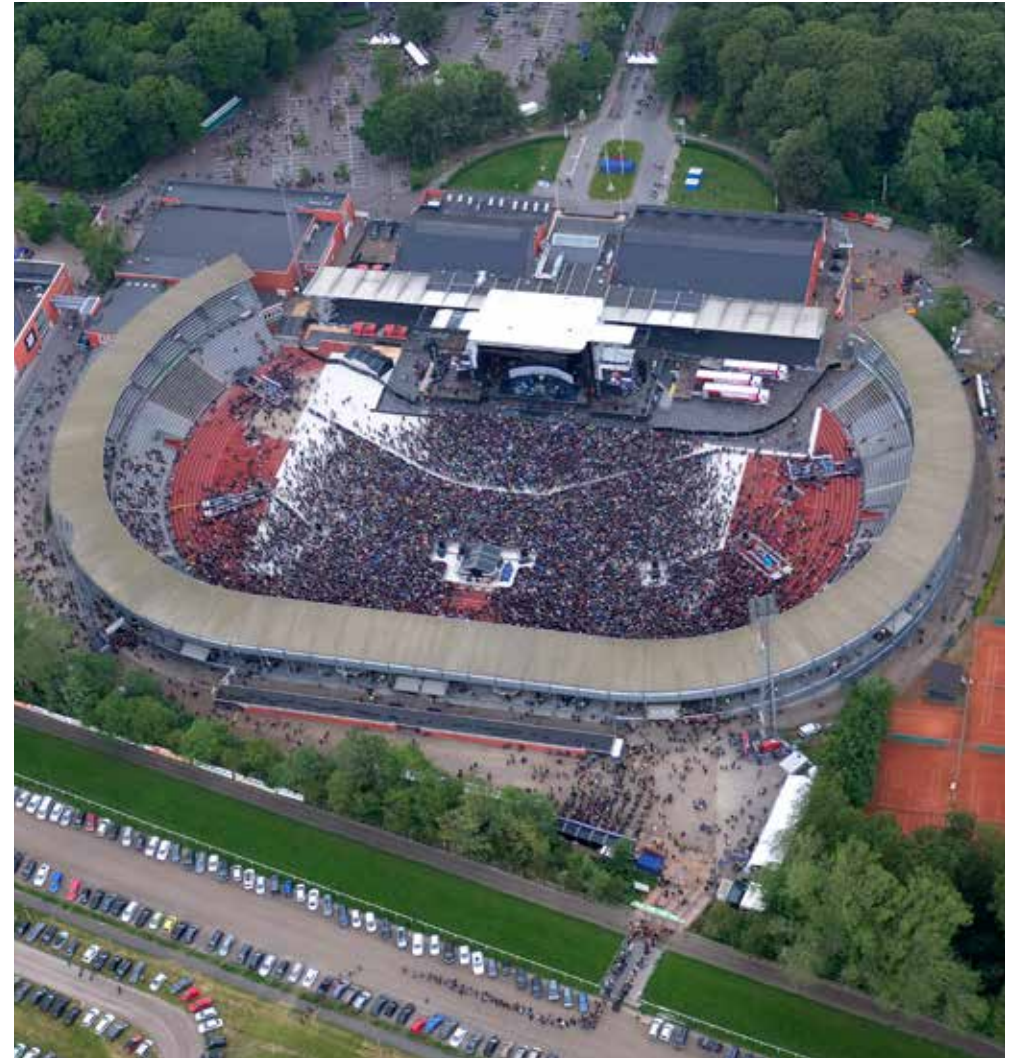
Principle - Ticketing system through a flexible turnstil



Principle - Ticketing, turnstiles/entrances

Key:

- VIP/Hospitality Entrance
- Turnstiles - Ultra (fixed position)
- Turnstiles - Family (optional position)
- Turnstiles - GA (optional position)
- Turnstiles - Away fans (fixed position)
- Secondary entrance and Club Office access
- Possible extra VIP-entrance if needed



The ticketing system shall create good and safe flow both in match and event mode (Left: Match situation, fans | Right: Concert/event situation, Phil Collins Concert © AGF)

Operational Requirements

General Information

The following description creates an understanding of which parameters create the best possible operation and functionality of a New Stadium. The description contains subjects and functionalities that might be options or elements that aren't a part of the overall economy. The teams need to calculate and draw the requested tasks as stated in the design- & technical brief as well as the outline delivery requirements as in **appendix 1.1**. The teams can include every aspect in the following as long as it is within the economy.

Operational Requirements

It is anticipated that a number of the below functions will need to work closely together to deliver a coordinated fan, visitor and end user centric experience. Subsequently the affinities and adjacencies in planning the operational spaces requires a high level of consideration and understanding. The design and construction team shall focus their attention on the following functional areas, disciplines and end users.

- Venue Management / Operator (General Manager, Finance Director, Human Resources, Marketing, Commercial Programs)
- Catering Staff/Contractor
- Retail and hospitality/VIP
- Facility Management (Hard/Tech. and Soft Services) with well thought-out waste separation and management system at concourses as well as for staff at all catering points.

- Security and Safety
- Green Keeping
- IT/Technology

A number of key operational, visitor experience and environmental principles have been integrated into the functional concept to ensure a seamless and immersive fan and visitor experience. Well planned functional spaces, vertical and horizontal circulation and efficient operational systems and processes shall be diligently considered to ensure a 'best-in-class' fan, visitor and user experience. These are as follows;

Guest Experience, Comfort & Atmosphere

- A high-quality and diverse mix of events, programming and vibrant engaging spaces.
- Clear and vibrant way-finding system and generous circulation (concourse) provision.
- Unobstructed views sightlines to the Pitch/Field of Play (FoP).
- Environmental comfort and temperature control in hospitality/VIP areas and passive ventilation strategies in general spectator concourse areas.
- Contemporary use of lighting (façade and interior), LED digital ribbons, large 'in-bowl' format LED Screens and high-speed data connectivity.
- Interactive stadium mobile application for fans/guest info, offers, events and booking tool.



Food stall in the Market Place, the 'Smashed Olive'. The New Tottenham Hotspur Stadium, London, United Kingdom, 2019, Architect: Populous

- Sound system that provides clear intelligible voice projection and music reproduction to all seating areas as well as the middle of the field and the concourses.
- Fast and efficient electronic access data/ticket control systems and E-payment cashless/systems.
- Appropriate provision of high-quality functional support facilities and amenities, including locker rooms, toilets, baby changing, first aid and information points.
- Access for all accommodation including an appropriate provision of wheelchair platforms providing circa 0.5% of the total seating capacity.
- Close proximity to parking and public transportation links.

Multi-purpose

- Flexible/adaptable spaces for staging a diverse range of permanent and temporary programs, including main stand conferencing and events, as well as concerts.
- Flexible ticketing systems and modern turnstile technology suitable for delivering a variety of events.
- Video walls, LED ribbons, digital signage, immersive video projection and specialist lighting.
- The integration of a smart Integrated Building Management System and Venue Control Centre to operate and curate spaces remotely.
- Ease of access for delivery vehicles to serviceable areas including storage and key BOH functions.
- Integrated roof catwalks/gantries and rigging points to allow for easy event/ production set-up and maintenance
- Mobile seating, modular furniture, partition walls, retractable glazing, storage and retail and F&B pods.
- Best-in-class production, event and sports equipment for event organisers, promoters, participants and staff.

Commercial Viability

- Interior design with high structural quality and durable material standards capable of supporting and delivering a regular and diverse event programme and match calendar.
- Clear visibility of advertising space and sponsor activation areas/lounges.
- High-quality retail, food and beverage and hospitality/VIP space which encourages dwell time and mingling.
- Prime visibility for potential commercial partnerships (e.g. technology and lifestyle brands).
- Multiple locations for fixed indoor and outdoor LED Video wall advertising.
- Generous and adaptable space provision for corporate, party/function rooms.

Safety & Security

- Safe and secure segregation of Home and Away fans using security partitions and match day protocol.
- Secure stadium ticket/turnstile line and adaptable turnstile technology to cater for a variety of events.
- State of the art access system to monitor and assess fan/visitor entry flow and stadium/venue capacity.
- Sufficient well-lit circulation space (e.g. concourses, corridors and lobby areas).
- Simple and intuitive way-finding and clear fire exit signage.
- Quick and safe evacuation of all areas during emergency situations.
- On-site security staff and stadium control centre for internal/external CCTV and BOS installation (radio control).
- Medical / First Aid Facility (immediate care).
- A stadium perimeter, a set back of hardstanding for emergency vehicle access and spectator circulation
- Fire alarm detection/control system and automatic audio (PA) alarm and ADK control system.

Phased plan & Construction site management

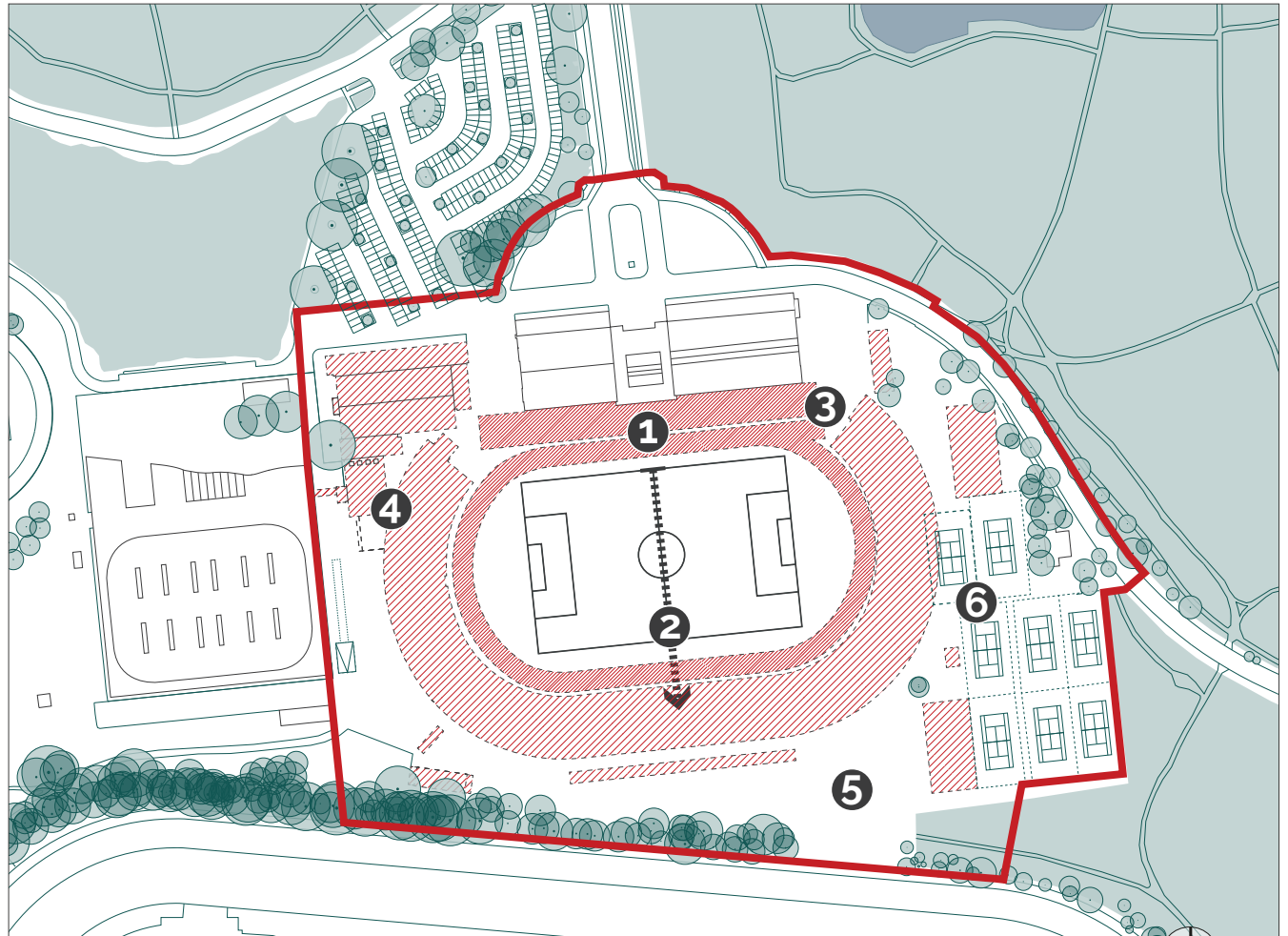
Phased plan and Construction site management

The project is to be implemented within the budget. At the same time it is of high importance that Aarhus stadium can accommodate AGF playing Superliga and international matches throughout the construction process (if possible) or as long as possible throughout the construction process. The development of the New Stadium design shall take into account a temporary reorganisation of the existing football pitch in order for the club to use the pitch while the main stand building is under construction. The TV platform, changing rooms, etc. must be relocated while the main stand is under construction. Work must be carried out with as few interim costs as possible.

Construction work in connection with the reorganisation of the football pitch must take place during periods when no football matches are taking place. Therefore, it is important that a proper phase plan and construction site management is taken into account already during the design contest and early on in the project design phase.

The existing spectators seating will be reduced in connection with the temporary reorganisation of the pitch. The reduction shall be kept to a minimum. Proper personal safety, escape routes and a screening of the construction site and football pitch must be managed per Danish law in a correct and responsible manner throughout the entire construction process.

See principle for the phased plan and construction site management in the diagram beside.



Principle for phased plan and construction site management: 1. Demolition of main stand facing north and closure of athletics track. 2. Relocation of pitch and possible site preparation 3. Construction of Main Stand 4. Demolition of other buildings, incl. Team Denmark Centre (date for TDC demolish has not yet been determined) and stands 5. Site preparation 6. Restructuring of tennis complex. Construction of the New Stadium will then commence.

Area Scheme

Schedule of Accommodation

Schedule of Accommodation

The Schedule of Accommodation (SOA) provides a comprehensive area and room breakdown of the New Stadium by function, use and type of accommodation (e.g. Player, hospitality/VIP, fan, media etc).

This SOA outlines Gross Floor Areas (GFA's), adjacencies, technical information, room capacities, ratios plus an area breakdown of all external buildings and areas, including e.g. fan zone, operational compounds and stadium perimeter circulation.

NB: The schedule of accommodation (area schedule) is a principle room breakdown. The area schedule defines estimated gross areas and the areas are therefore not fixed. It is desired to optimize and reduce the Gross Floor Areas (GFA) most possible. The participating teams must define both the specified areas (net) for all rooms and the GFA for both the individual functions and the total areas. The project competition shall define how the vision for the New Stadium can be concretized within a defined economic framework.

The Schedule of Accommodation can be found in full in [Appendix 2.3](#). In the following area plans, stadium functions and user groups are shown as principles with colour designations.



Existing stadium - East facade of The Heritage Building



Existing stadium with relation to Ceres Arena



Existing stadium - Looking south east.
Passage and existing landscape in front of the Horse racetrack.



Existing stadium - East with fenced area towards tennis courts.

Sustainability Potentials & Approach

Sustainability of New Stadium in Aarhus

Sustainability shall be a fundamental component of the New Stadium in Aarhus, continuously developed throughout the design and planning of the building. The sustainability strategy and actions in the New Stadium need to meet the requirements for an optimal stadium operation.

The approach to sustainability in the project must be holistic, which for the client implies focus on the environmental, overall economic and social impact.

AGF means something for many fans, and with their large fanplatform they have significant responsibility to these fans. AGF has a large fanbase with Social responsibility through a high level of commitment to the city and surrounding community is a fundamental value for AGF.

As the first football club in Denmark AGF have launched a sustainability strategy. As a result of the strategy AGF have signed the UN Sports for Climate Action Framework. In line with this strategy, AGF wants to play a leading role in taking responsibility for both the present and the future.

The club's work with social and environmental sustainability is tied to the following keywords: AARHUS, RESPONSIBILITY, FUTURE.

The following is a description of the sustainability tools and plans, which are to be used in the development of constructions in Aarhus Municipality. These tools are described in order to provide the participating teams with an insight into how Aarhus Municipality works holistically with sustainability.

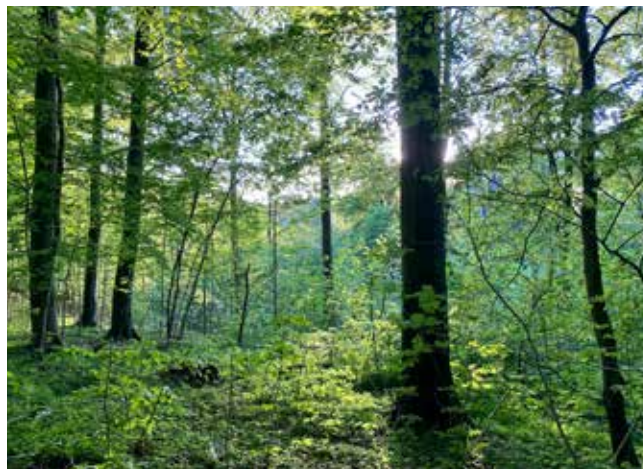
The winners of the design contest must agree on a systematic sustainable management of the project during further cooperation with the client and Aarhus Municipality. A possible DGNB certification of the project or other third party control will be possible at a later stage.

After the description of the municipality's approach, specific project-related potentials in relation to sustainability, which could possibly be integrated into a New Stadium, will be explored.

It is desirable that the selected potentials, as well as a general holistic approach to sustainability, should act as a generator and inspiration in the design of the projects during the competition and in the subsequent design. This will require the proposers to work on an integrated design from the outset of the design process.



Different generations (© AGF)



Support of surrounding nature



Existing stadium - recycling (© AGF)

Sustainability in Aarhus Municipality

Aarhus Municipality's climate strategy and plan

In May 2021, Aarhus Municipality adopted a new Climate Strategy 2020-2030 and Climate Action Plan 2020-2024, under which the municipality shall be a CO₂ neutral society by 2030. The focus is on lowering emissions within the framework of the municipality, but equally important on lowering the impact of Aarhus Municipality's total emission.

Several tracks in the climate plan have a focus that is relevant to the construction of a New Stadium: Construction and Urban Development, Energy, Transport and Mobility. Within these tracks, there is a focus on, i.e., the carbon footprint on new constructions, minimization of CO₂ emissions from transport into everyday life, as well as projects, construction sites and waste as a resource, including recycling of constructions.

Aarhus Municipality ambitious goal of creating a CO₂ neutral society by 2030 requires an extraordinary effort - also in connection with the construction and operation of the city's New Stadium.

Voluntary sustainability standards

With the Climate Plan, Aarhus Municipality has decided that all future construction shall adhere to the voluntary sustainability standards (VSS).

The VSS have an holistic focus on sustainability in terms of building materials, construction, maintenance, operation and indoor climate, as well as the potential for reuse and recycling from a life-cycle perspective. All phases of the construction life-cycle are viewed from an overall consideration for environmental, climatic, social and economic conditions.

The broad approach in the VSS is important in relation to the New Stadium. No goals have yet been set in relation to the seven requirements in the VSS. This do not change the importance of the requirements. The participating teams shall ensure incorporating the requirements into the project in order to do things in the best possible way.

Aarhus Municipality's Sustainability Model

Aarhus Municipality's Sustainability Model is based on the broader sustainability where conscious choices are made in all phases of the project, including the operation. The model has many parameters and not all of these can be chosen. The most important thing about the model is that conscious choices are made in all phases of the project. From the initial idea well into the operation. The basic idea of the sustainability model is to generate dialogue and ensure that the project sets goals and a direction for sustainability based on inputting as much sustainability as possible into the specific project. Reference is made to appendixes on Aarhus Municipality's Sustainability methods.

KEY POINTS - SUSTAINABILITY

- Robust and long-term solutions related to the context and economy shall be ensured for the New Stadium.
- Sustainable solutions relating to resource consumption during construction and operation shall be considered.
- In the further work, the winning proposal will be developed with a focus on LCA calculations for the environmentally "heaviest" materials used in construction. It can be:
 - Building base (eg foundation)
 - Primary building components (eg load-bearing structure and grandstands)
 - Surfaces (eg roof and facade, outdoor paving)

Sustainability

Potentials & Approach

Potentials for sustainability in the stadium project

In the following, we have chosen to zoom in on the potentials, challenges and topics we consider to be of great value in relation to a sustainable stadium in Kongelunden. There may be topics in addition to the following that proves to be more significant than those mentioned - just as some of the areas below may turn out to have less value than assumed in forward in the process. The potentials are referred to in a non-prioritised order:

Reuse

The existing stadium consists of large energy-intensive constructions and facilities that must be replaced by a new building. The client intends to recycle as much of the existing stadium as possible.

The recycling has not yet been incorporated in connection with the New Stadium and design contest, but is an important topic in connection with the upcoming main contract tender, of which the demolition is also included.

Flexibility and double programming

Sustainable areas are often areas that have several functions or a dual use. It is important for the development of the stadium that particularly outdoor areas are prepared with emphasis on the fact that they can be used both on match/event days and on a daily basis.

Kiosk areas located on the periphery of the stadium, in connection with the west stand can have dual functionality with relation to the surroundings such as coffee stalls, storage etc. on non-match days.

The VIP areas in the main stand should be organized flexible with a modular structure of the areas, which allows the division of larger space to smaller space.

Climate and green building materials

It is important that the New Stadium has a low carbon footprint, both in terms of construction and operation. Therefore LCA calculations must be prepared as early as possible in the project. Knowledge of LCA potentials in materials and solutions is essential already during the creation of the designproposal.

In the project LCA calculations must be treated both specifically and more broadly, and apply to selecting building materials and technical solutions, area utilisation/optimisation, the construction site in general and of course when considering the operation of the New Stadium.

Energy/Lighting

Energy is both supply and operation. It is important to keep in mind that passive measures often have a greater and more long-term "impact" than active measures. The supply to the New Stadium will in future take form of district heating, which in Aarhus is already close to being CO₂ neutral.

Supplementary ideas for the total supply focusing on where there can be local production may be worked on during development of the proposal if it makes sense in terms of sustainability. Lighting of the pitch and outdoor areas must be intelligently controlled, just like any other energy supply to the stadium.

Water

The competition area is located low in relation to the collection of rainwater from the surrounding area. Rainwater should be viewed as a resource.

A stadium uses a great deal of water for pitch watering and use in toilets, kitchens etc. It is therefore desired that work be carried out to reduce water consumption and preferably recycle water such as rainwater for pitch watering, flushing toilets and washing solar cells. Water pumps filled with clean drinking water should be incorporated around the stadium.

Traffic, transport, mobility

The traffic strategy shall be prepared politically parallel with the competition tender. We wish to provide a high level of accessibility for everyone with regard to arriving and moving around the area of the New Stadium, focusing on attractive and organized parking for bicycles and possible car-pooling.

Inclusion and social sustainability

The New Stadium shall be inviting for everyone with open, welcoming architecture and common spaces.

The municipality also wishes to emphasize the focus on inclusion during the construction phase. AGF is already working resolutely with a focus on demonstrating social responsibility.

Waste as a resource

Waste shall be viewed as a resource throughout the entire construction phase with focus on minimizing waste and generating as little waste as possible. Optimal recycling is desired, either directly on site or in other projects. The building materials and the dimensions of construction must also ensure the least possible production of waste.

Health and indoor climate

It is desired to use healthy materials, which patinate beautifully and have a long lifetime. A focus on a healthy indoor climate and the qualities of light and ventilation, including natural ventilation is required.

The building must offer healthy choices for the users, by example nudging the users to take the stairs instead of the elevator etc.

This could be incorporated not only within the framework of the building, but also outside. It can be considered whether the façades and areas around the building should invite users to participate in activity, gatherings or play.

Nature and biodiversity

The New Stadium has a unique location in its proximity to the forest and the rest of Kongelunden. This link to the forest and nature can be seen as a potential for sustainability in the development of a New Stadium.

Digitisation

The club already makes use of digitization in relation to ticketing, advertising, lighting, wayfinding etc. In the future, digitization will be even more closely linked to the sustainable behaviour of the users. Therefore, the building should be designed in order to easily implement solutions and options that make the New Stadium up to date and future-proofed.

Seating

The club wishes to incorporate sustainable solutions in the construction. Therefore, all seatings in the stands should be produced in recycled plastic/materials.



How to integrate waste in the New Stadium? - Existing waste bins (© AGF)

Accessibility

A stadium for everyone

The New Stadium must be designed with equal access for everyone in mind! Good accessibility shall be understood as dignified and equal treatment of all user groups, regardless of any functional impairment. Therefore, Aarhus Municipality has high ambitions to create particularly good accessibility in and around the New Stadium.

It is essential that accessibility solutions are fully integrated into the architecture and conceived from the outset. People with physical or cognitive challenges must be stadium users on an equal footing with other users, and technical auxiliary functions must be designed and integrated naturally into the architecture. The solutions must not be perceived as conspicuous "add-ons", including how materials, sound and lighting are used consciously in relation to accessibility.

Special attention shall be paid to creating a good user experience for people with a functional impairment. In other words, the combined group shall enjoy a nice shared experience when visiting the stadium.

There are currently approx. 20 places for wheelchair users in the stadium, which are located in a separate section. Accessibility must be increased and integrated to a far greater degree in the New Stadium. There must be the possibility of level access in a wheelchair in all fan sections, while at the same time being able to sit next to an accompanying person.

Similarly, it shall be possible to participate in VIP events as a wheelchair user. Wheelchair platforms must be integrated into the design, and the proposers must allocate a total of 100-120 spaces evenly distributed in the stands. The number of wheelchair platforms will be increased in the subsequent design. The location of wheelchair spaces must be specified in the proposal.

Prominence must be given to wayfinding as an integral part of the stadium design. Design, choice of materials and sound and lighting must be used as active instruments to support logical and intuitive orientation.

Escape route design is a focal point in the context of accessibility. It is crucial that escape routes are also supported by good orientation and intuitive wayfinding.

In relation to information and access to the stadium and other parts of Kongelunden, the blind, deaf, number-blind and dyslexic etc., as well as people who do not speak Danish, must be taken into account. This can be done, i.e., by means of:

- Surface coatings or guide lines
- Digitisation/speech/download to smart phones
- Signage with both Danish and English, as well as pictograms and braille.
- Keeping information simple (cognitive accessibility)

The full-service consultant's services on accessibility are described in more detail in the tender documentation's description of services.

KEY POINTS - ACCESSIBILITY

- **User experience:** The stadium shall be designed with optimal use and access for everyone, irrespective of disability or special needs. Instruments such as specially selected materials, sound and lighting must make the experience unique and cater for a wide range of users.
- **Wheelchair spaces:** Space must be ensured for approx. 100-120 spaces for wheelchair users spread across the 5 stand sections (VIP, Ultra, GA, family, away fans).
- **Wayfinding:** The choice of materials and lighting must support optimal orientation. Wayfinding from car parks to stands must be a highly integral part of the design.
- **Landscape:** The landscape and outdoor areas within the project area must ensure good accessibility for all users, irrespective of functional level. All guests shall be able to access all stand sections, (depending on which segment they see themselves as part of: VIP, Ultra, GA, family and away fans).

Art

New Stadium

The New Stadium in Aarhus and the closely connected outdoor areas will be publicly accessible areas, which are expected to be visited by many different citizens. These areas will provide good opportunities to include art both indoors and outdoors.

The stadium construction integrated in an overall development of Kongelunden also shows the potential for art as a contributing factor to realising some of the benchmarks in the overall vision for Kongelunden. For example, art can help to break down physical or spatial barriers and create greater coherence between existing and future functions.

The possibility of including/integrating art will be discussed early on in the development of the winning project. It is possible to include art in building elements such as paving, lighting, façades or wayfinding, and this could potentially be an architectural or economic benefit. However, art as an independent work could also be part of a valuable dialogue about architecture, place and users.

Incidentally, when the stadium was built it had nine bronze sculptures - depicting various athletes - placed in front of The Heritage Building. These were scattered around the city after the hall burned down during the war. There has been a desire to gather them again in connection with the New Stadium in Aarhus. This represents an artistic subpotential, which should also be investigated further.

Competitors are not required to submit proposals for the location or integration of art at the present time. This process shall be initiated in collaboration with the client.



Art - Example of lights integrated in the stadium facade, Allianz arena
(Photo: [Ungry Young Man](#) made available by Flickr.com)



'Skraberen' - Statue in front of The Heritage Building

Budget

Economic Aspects

Budget

The client's budget for the project is 78.000.000 € (EUR).

The amount is in the Price Index January 2022 and exclusive of VAT.

The budget includes all construction costs until the finished project has been implemented.

The budget includes the following

- Construction costs for a completely New Stadium incl. all grandstands, building work, football pitch with heating and pitch lighting
- The stadium project must be prepared for the later establishment of 2,000 additional seats and the design shall make it possible to implement wishes for future choices of options and client investments that are not currently included in the budget
- Construction costs for entrances and exits to the stadium, fencing of the stadium area, facilities in the terrain, as well as all pavings and vegetation in the competition area
- Construction costs for all exterior building and paving work required in connection with the link between the Heritage building and the construction of a New Stadium, including renovation of the existing façade and roof surfaces at the south façade of the Heritage building
- A Main Production Kitchen fit-out to a basic standard. This would therefore include all "hard installations" such as cookers, ovens, cleaners, sinks, extraction installations, dishwashers etc. for the main kitchen
- Fixed furniture in the changing rooms and all other fixed fixtures and equipment in the main stand building (i.e. joinery, benches, lockers, vanity units, mirrors reception desks, signing etc.) are all included, as they will be installed by the main developer
- Communication, Security & Control Systems; Public Address (PA)/Voice Alarm (VA), wayfinding CCTV, Ticketing, access control and intruder detection, Satellite TV distribution to FOH and containment for specialist systems. (AIA-ADK system and TVO system - operated on servers in Aarhus Municipality's own server park)
- Specialist Installations; Building Management System and Energy Metering System
- Structural engineering and technical installation preparations, including structural supports, cable ducts, cabling and distribution frames for technical fixtures and other fixtures and equipment supplied as client deliveries
- All necessary preparations for the installation and connection of media walls and LED screens, which are supplied as client deliveries, must be included in the budget
- The full-service consultant's fee for project design, construction management and technical supervision (construction management shall be shared with the main contractor)
- Unforeseen expenses for the total construction cost incl. project design at a minimum of 10%

The following are not part of the budget

- Demolition of the existing stadium, incl. buildings and facilities
- Demolition of Team Denmark Centre
- Other site expenditure, incl. removal of any polluted soil, surfacing, installations and facilities in the terrain
- Relocation during the construction period, including construction of a temporary football pitch
- Costs in connection with changes and reorganisation of the area by the tennis courts
- Land surveyor deposits, as well as supplementary geo-technical and environmental studies
- Connection fees, disposal fees etc.
- Construction case fees and insurance policies
- The Client Secretariat and administrative costs of the client
- Project web

Options with the possibility for later choices are not part of the budget

The following options shall be shown in the competition proposal:

- Conversion of the central link between the Heritage Building and the New Stadium
- John Stampes Plads
- 4m expansion of the concourse area to the west
- Extra large LED screen to the west.

The following options may be included after the competition if the economy allows it:

- Conversion of the west stand from fixed grandstand section to telescopic stand
- Increased capacity for additional standing
- Larger restaurant area
- Partially mobile roof and more space in the east stand for concerts
- Extension of stand cover
- Principle for future expansion of VIP areas

Client deliveries in relation to fixtures and equipment that are not part of the budget

- Media walls and LED screens in the stadium and around the pitch
- AV: Screens for concourse, concessions, hospitality
- Passive IT systems; structured IT for FOH areas
- Attached fixtures and equipment for concourse, concessions, hospitality, og catering functions
- Loose fixtures and equipment, including furniture, shelves etc.

Economic statement

Adherence to the budget is absolutely essential for the implementation of the project and will be a central focal point throughout all phases of the project.

Transparency and credibility in budget planning will therefore be a crucial criteria for the selection of the final project and consultancy team.

In connection with the design contest, the tenderers must use the estimate template attached in [appendix 2.5](#), which calculates the project's economy via area inventories and unit prices.

Completion of the calculation template will - in addition to assessing the economics of the proposal - also serve to assess the tenderer's ability to fix pricing for construction projects in this category. Both are included in the assessment of the proposal, cf. the evaluation criteria "Economic estimate".

In connection with the second stage of the tender process, negotiated procedure, the economy of the project will be one of the main themes.

As previously mentioned, the procured terms and negotiation process will not be determined until the winner/winners of the design contest have been found.

The competitors shall thus already in connection with the design contest have construction costs as an important starting point for the assignment entry.

Furthermore, competitors shall be prepared to enter into a dialogue with the client and his advisors about the buildability of the project, as well as the chosen solution principles and their pricing, in case the competitor have to participate in negotiated procedure.

