

FRENCH BACK-UP GROUP FOR THE DEVELOPMENT  
OF SHANGHAI- PU DONG

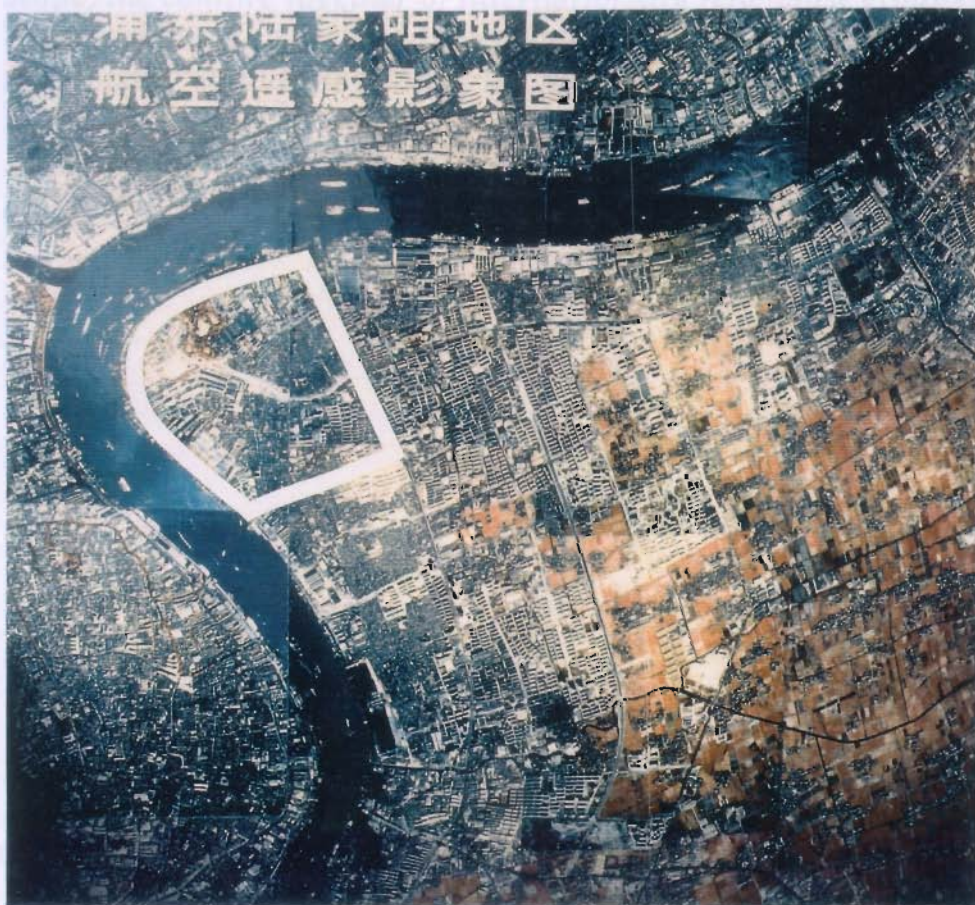
The team of Shanghai has decided to launch an international consultation for the development of a new business centre in the Lu Jia Zui district on the west bank of the Huang Pu river.

The creation of this project including the construction of an industrial zone, the reorganisation of a free zone, and an ambitious project for the building of housing and public amenities.

The business centre project has now received approval from the central government and the local authorities for a new coalition.

INTERNATIONAL CONSULTATION  
ON THE LU JIA ZUI BUSINESS CENTRE  
IN PU DONG

Thus, as the rules have been consolidated, in a programme of



OUTLINE OF THE DOSSIER

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*The town of Shanghai has decided to launch an international consultation for the development of a new business centre in the Lu Jia Zui district on the right bank of the Huang Pu river.*

*The creation of such a centre is part of a vast urban project including the construction of a deep-water harbour, the development of an industrial zone, the creation of a free zone, and an ambitious project for the building of housing and public amenities.*

*The business centre project has now received approval from the central government and should provide Shanghai with the means for a new economic boom, making it one of Asia's major money and trade markets.*

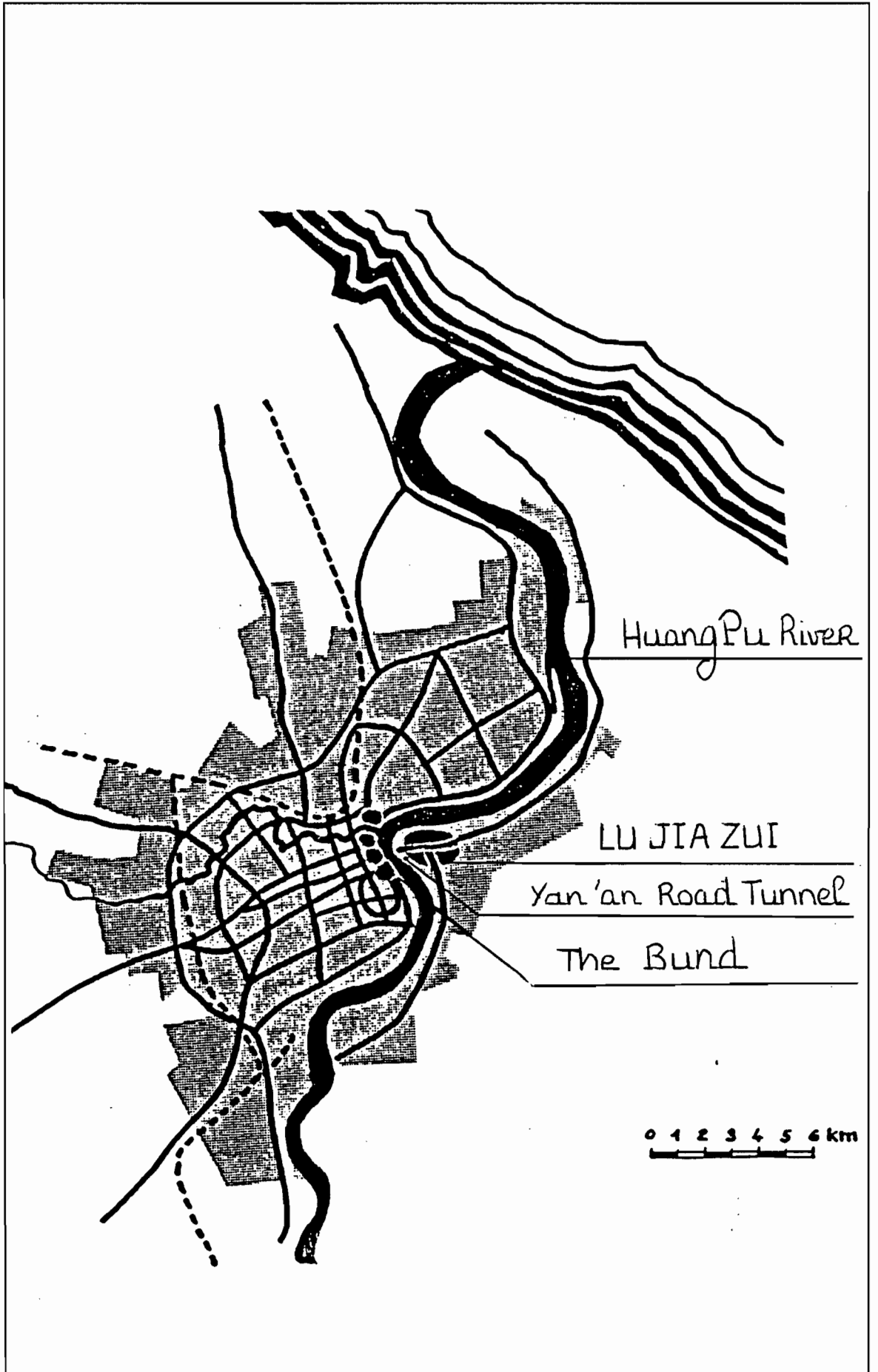
*The new district is a symbol of this ambition and, at the same time, represents an urban experiment of international importance.*

*These are the stakes behind the present consultation. In a programme of this scope, the coming together of internationally renowned groups onto one site could well lead to a profound re-evaluation of town-planning, dealing not only with Shanghai but the town of the future.*

*In the first part of this document, the consultation's programme will be defined, and in the second, its practical organisation.*



*CONSULTATION  
PROGRAMME*



Huangpu River

LU JIA ZUI

Yan'an Road Tunnel

The Bund

0 1 2 3 4 5 6 km

## 1 - IMPORTANCE FOR THE TOWN

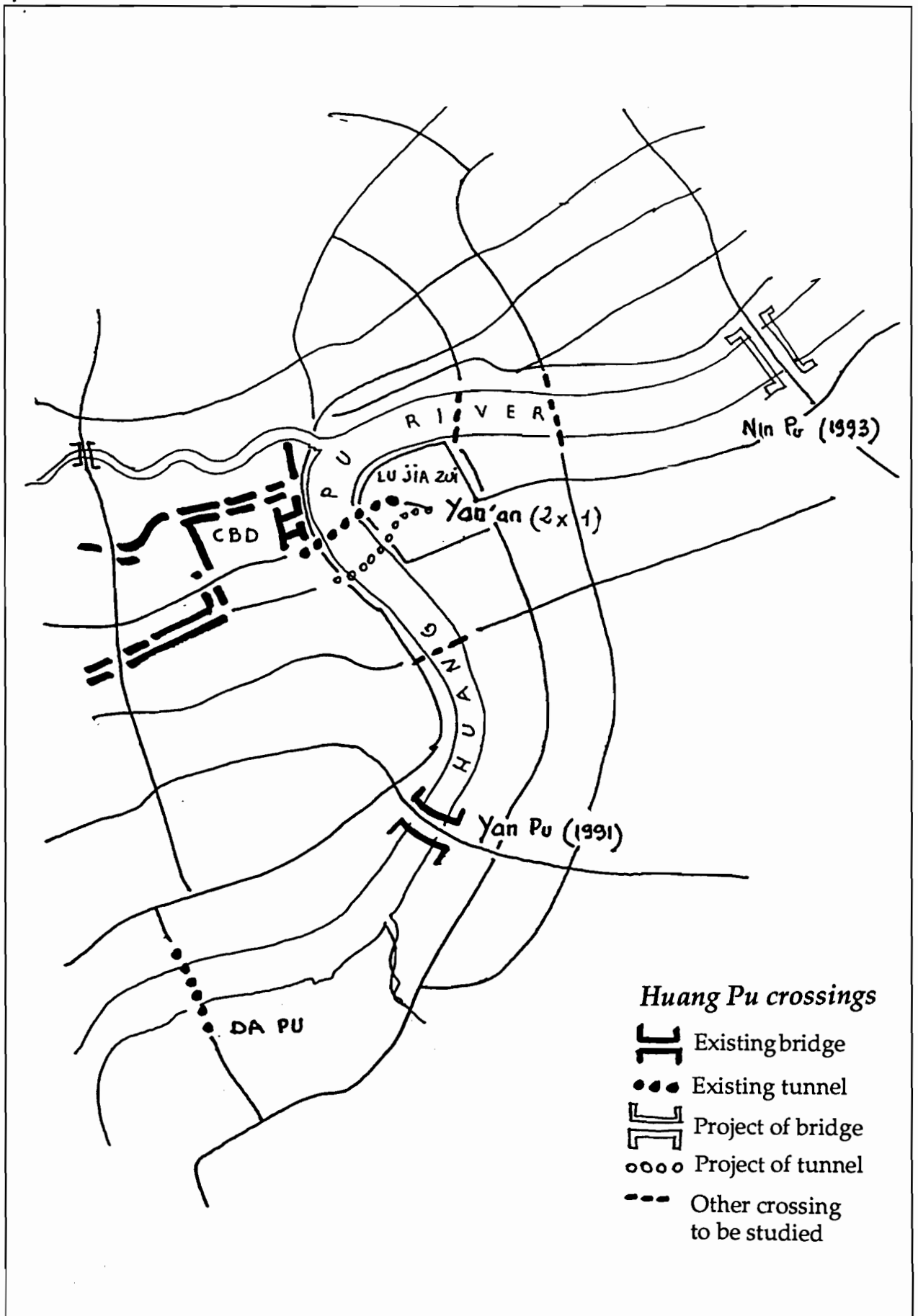
Shanghai is turning a page of its history.

Since its founding, its growth has been particularly orientated towards the west because of the course of international concessions.

The difficulty in crossing the Huang Pu has always represented a barrier towards the east.

And yet the right bank is only 500 metres from the «Central Business District» (CBD) and the town's main thoroughfare linking the airport to the Bund could be extended in the east to the Lu Jia Zui district on the other side of the river.







The municipality attaches the greatest importance to developing the Pu Dong district. The Lu Jia Zui project should allow the town to expand along both banks of the river and also provide an important focal point for developing the districts on the eastern bank of the river.

As a result of the municipality's decision to create new river crossing on the Huang Pu, further goals have been made possible:

- Extending the service industry zone beyond the river;
- Developing the town on both banks;
- Using this new district as one of the main forces behind Pu Dong's growth.

It is an ambitious goal and there are many obstacles.

The economic future of Shanghai relies heavily on the project's success.

The site chosen is one of the town's most prestigious, but the problems involved in enhancing it mean that this consultation will represent a real challenge to the designers consulted.

- The town centre must cross a 500-metre-wide river. Harbour operations under way means that bridge construction is restricted by certain limitations, and tunnels are expensive.
- The project is opposite the Bund. This historic urban facade is part of Shanghai's image. Protecting and enhancing it are among the assets of the Lu Jia Zui development.
- Development of Pu Dong is already under way and must be taken into account.
- The programme is a large one and the purse is not inexhaustible.

The projects will be evaluated not only on their intrinsic quality but also on their capacity to play the part of «bridge» between Pu Xi on the left bank and Pu Dong on the right.





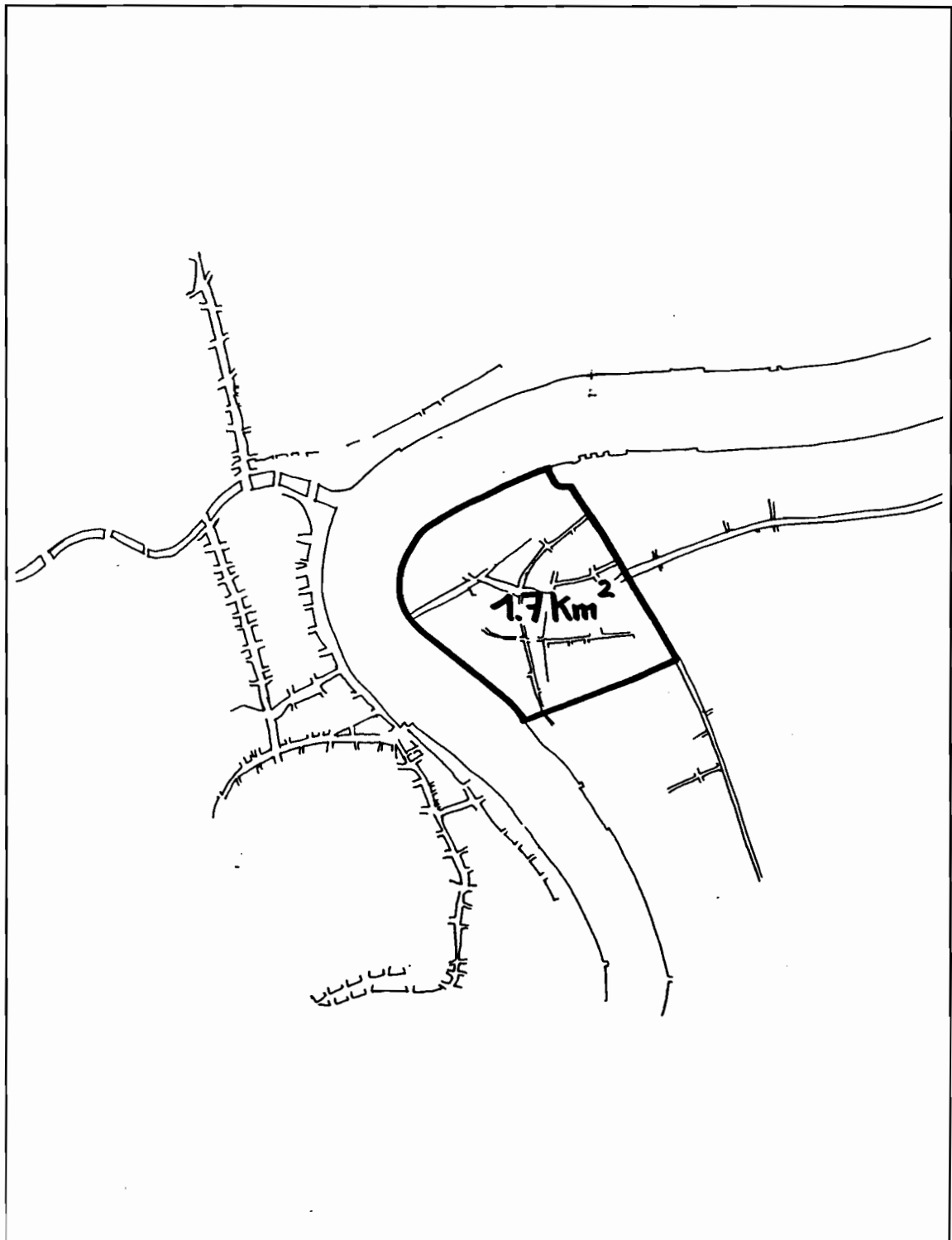
*Le site de Lu Jia Zui face au Bund*



## 2 - THE STUDY SECTOR

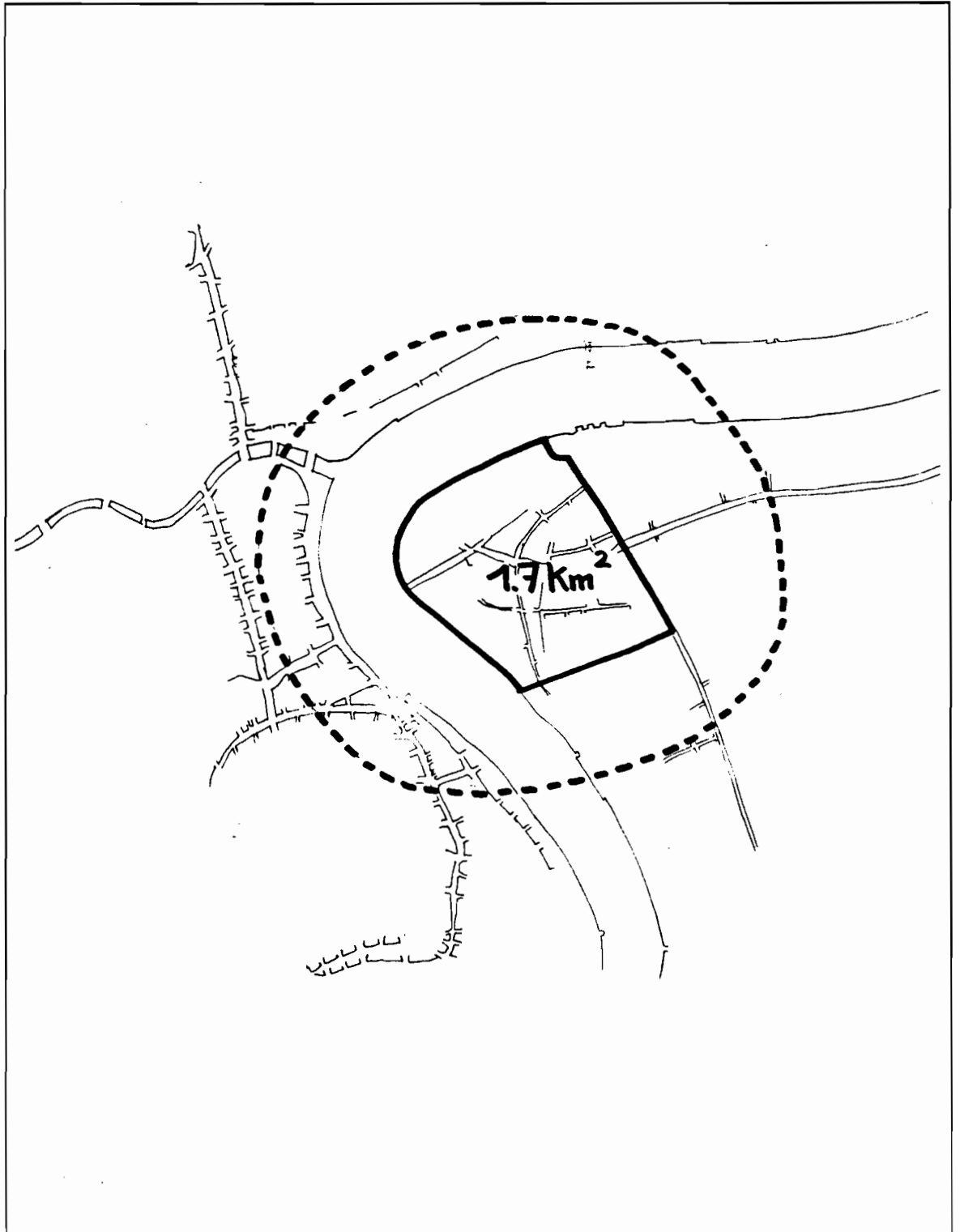
### 2.1 The operation perimeter

The business centre project itself lies within an area of 1.7 km<sup>2</sup> and is bounded thus:



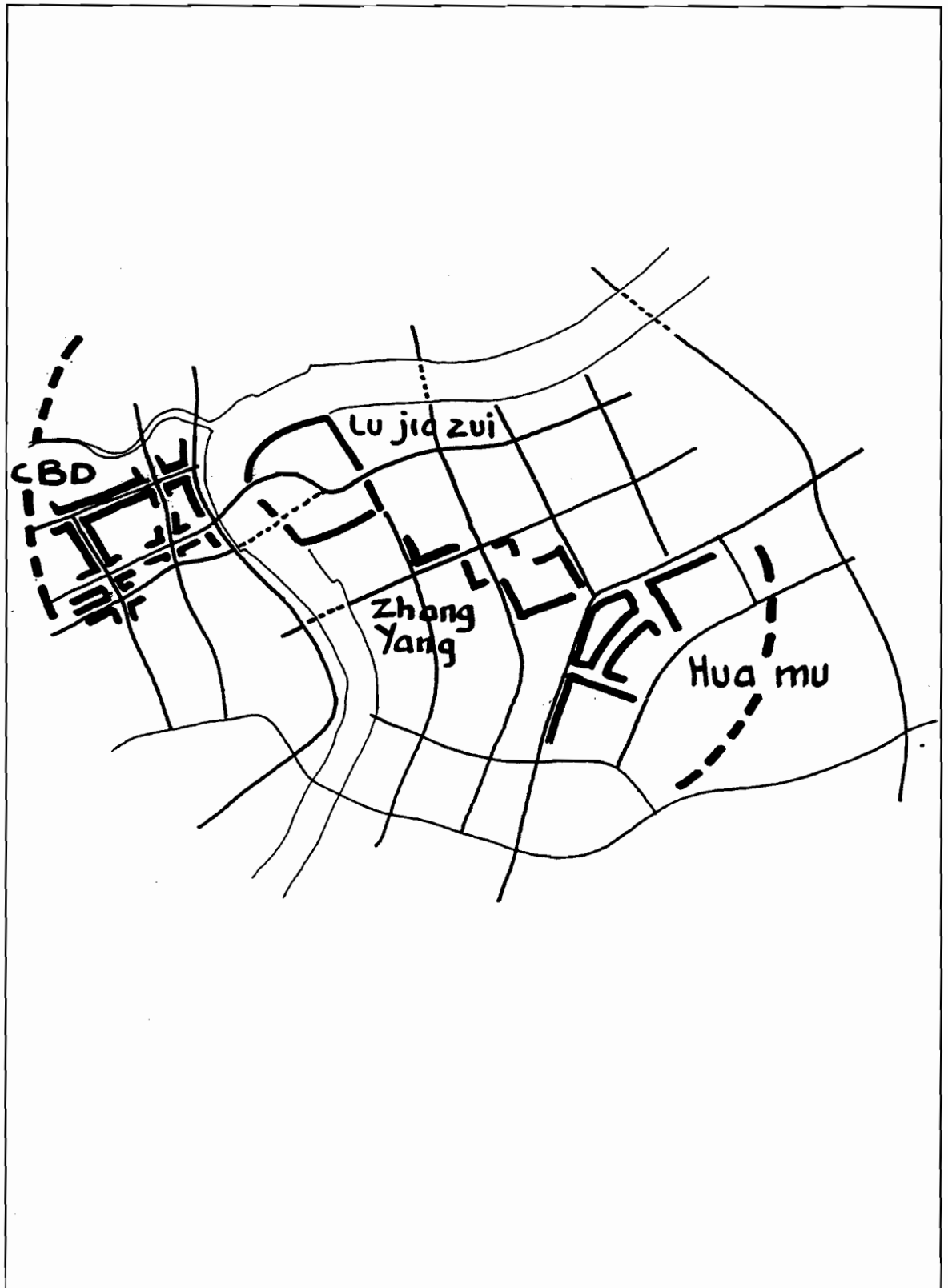
## 2.2 The study perimeter

In order to take the neighbouring districts into consideration, a study perimeter has been drawn in the districts close to the project.



### 2.3 The reflexion perimeter

Finally, and given the role of this district in the development of central Pu Dong, there must be a blend-in zone to allow the centre of Lu Jia Zui to integrate with the other centres of Pu Dong (Hua Mu and Zhang Yan $\sigma$ ).



### **3 - ASPECTS OF THE PROGRAMME UNDER CONSIDERATION**

The building programme to be performed on the Lu Jia Zui site will change with time; the ground areas given below represent an initial indication.

Nevertheless, the dimensions must be respected by the groups consulted in order to allow comparison of the various projects put forward.

However, the groups may propose variations on the programme if they so wish; explanations should accompany the proposals.

The ground areas which constitute the basis of the consultation are the following:

- Offices:	2,650,000 m <sup>2</sup>
- Housing (luxury):	300,000 m <sup>2</sup>
- Hotels and similar accommodation (for foreign and domestic residents):	500,000 m <sup>2</sup>
- Conference and exhibition centre:	250,000 m <sup>2</sup>
- Shopping centre:	120,000 m <sup>2</sup>
- Cultural centre:	100,000 m <sup>2</sup>
- Miscellaneous services:	30,000 m <sup>2</sup>
	<hr/>
- Total:	4,000,000 m <sup>2</sup>

The ground area required for private and public parking of a minimum number of 15,000 vehicles must be added to these figures.

## 4 - OPTIONS IN TOWN-PLANNING

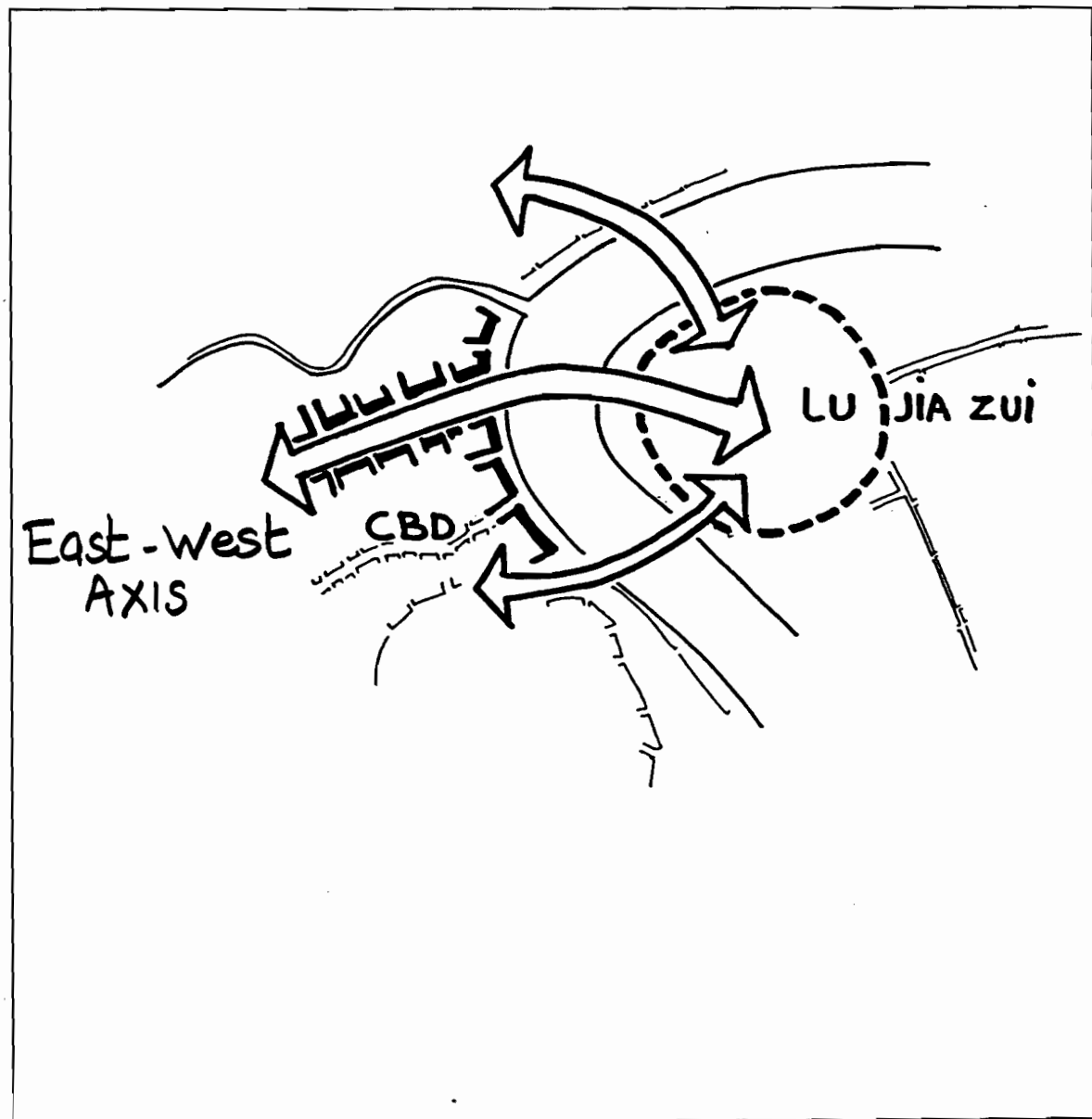
Among the various possibilities determining the success of the project, the municipality wishes to stress the importance of 12 points it considers to be of vital importance. Clear answers to these problems are required.

### 4.1 Links with the CBD

This project is located along the extension of the east-west service industry axis between the river and the airport.

The municipality wishes to prolong this axis along the right bank (Pu Dong) of the river.

How can the functional connections (river crossings) and practical aspects be arranged to do so? Bridges or tunnels? Where? Timing and rate of progress? Of what type? Circulation?

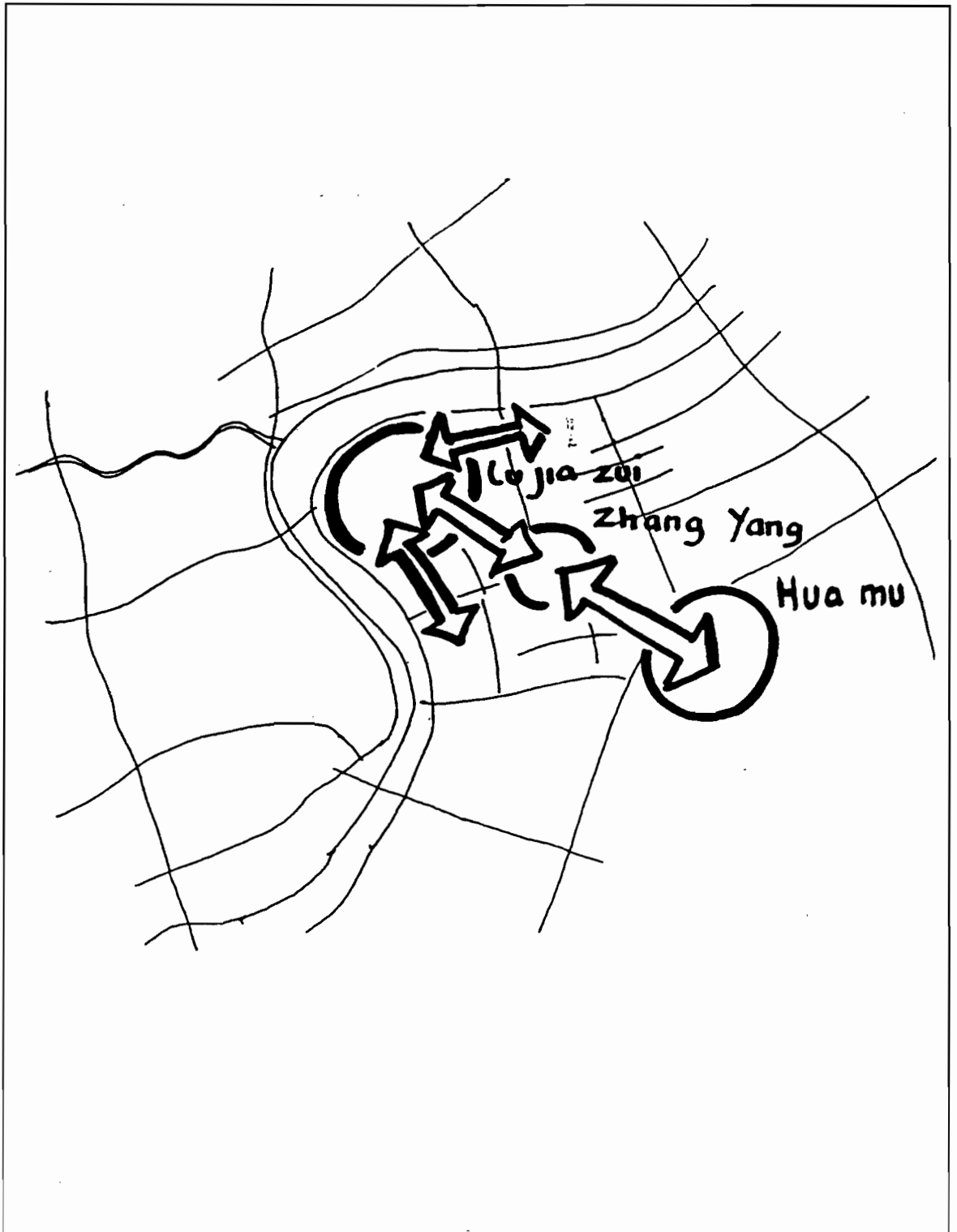




#### 4.2 A Pu-Dong center

One Lu Jia Zui district must play a predominating role in the development of Pu Dong. It must fit in with the neighbouring districts and the other centres being planned or already under way.

How can these relations be envisaged? How are the existing districts to be dealt with? How are the long-term goals to be taken into consideration?



### 4.3 *A remarkable project*

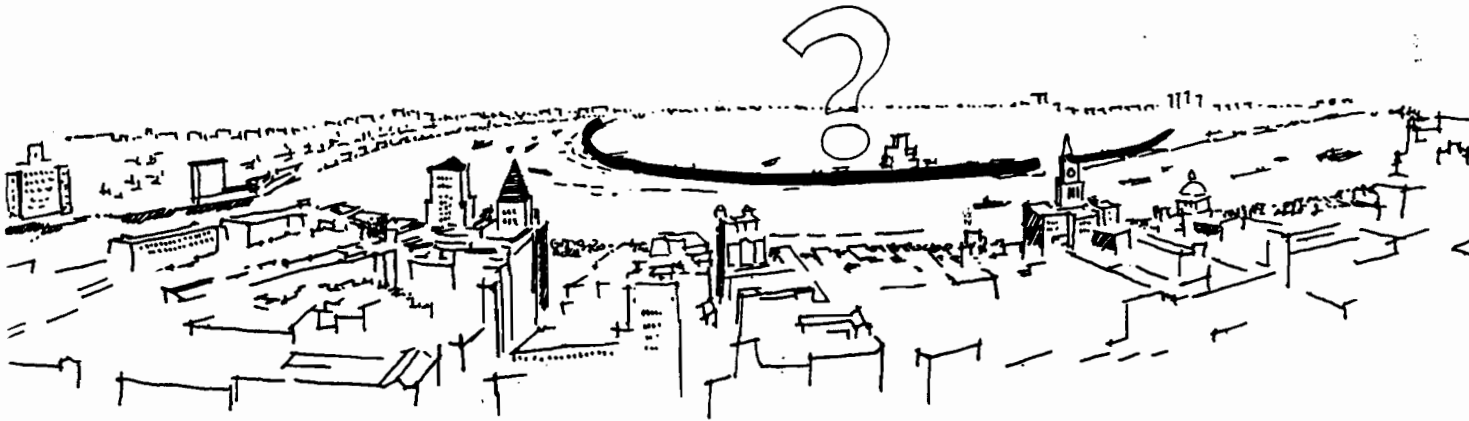
For many reasons, this is an outstanding project.

Where it is, so close to the centre, confers a major role in the town's development. The landscape on the edge of the river and its facing the Bund make it an area where sensitivities run high.

The sheer scale of the programme make it a key economic stake in the future of Shanghai.

The project must match these stakes.

What developmental strategy expresses this ambition best?



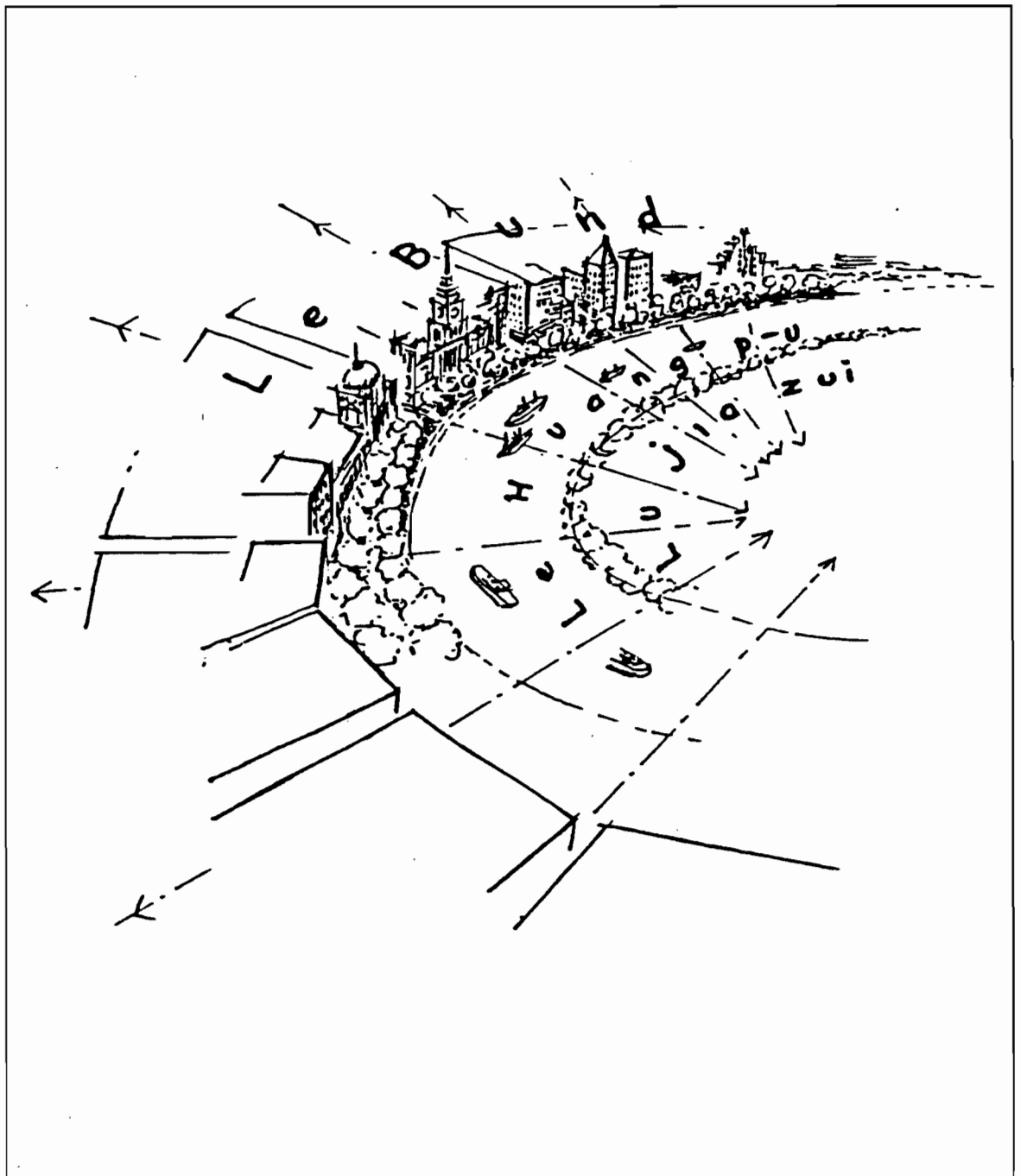
#### 4.4 The river

The Lu Jia Zui project occupies an outer bend of the Huang Pu. The other bank is strongly influenced by the layout of the Bund's monuments which all look over the centre of the rivers meanders.

How can this view be dealt with? Should it be mineral or vegetable? Should there be a park area or a second river-bank facade of buildings?

How can the two banks be made to complement each other, by reflecting different epochs?

How can respecting the Bund be reconciled with the principles behind the Lu Jia Zui project?



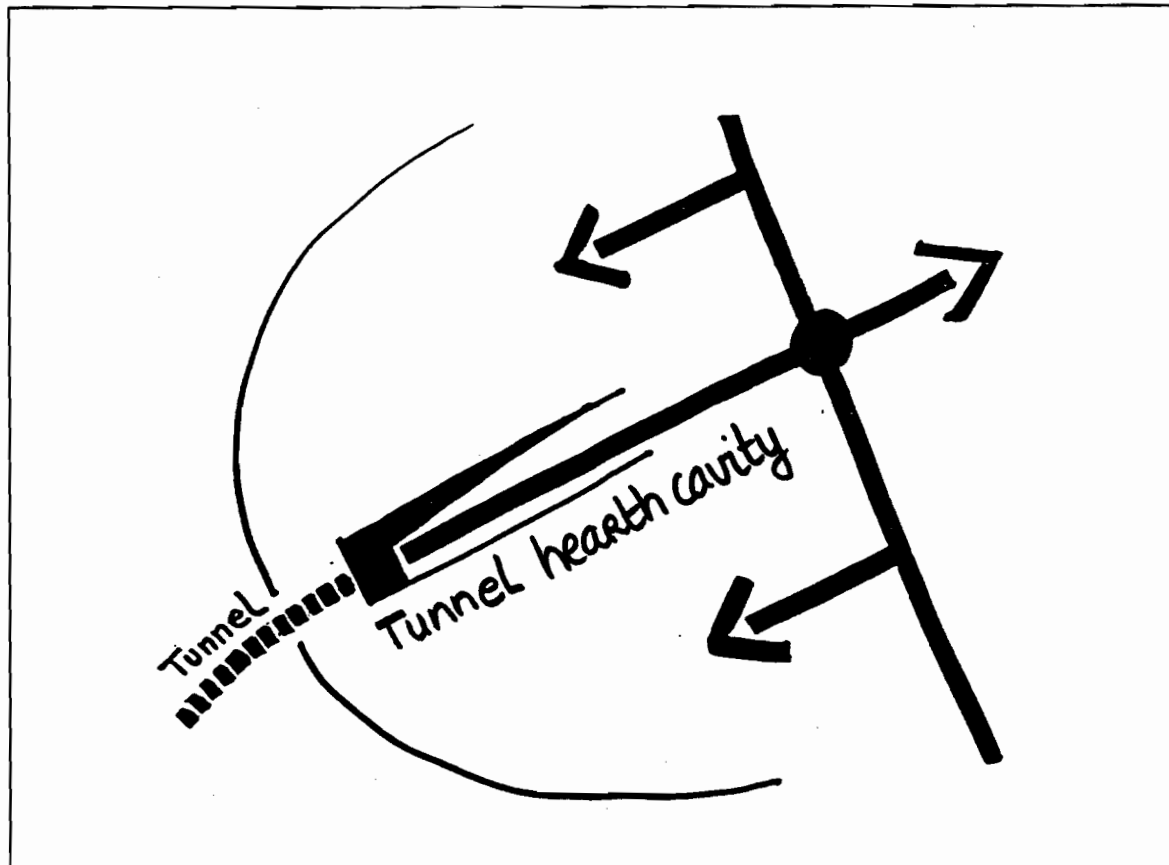
#### 4.5 The entrance

Access to the project from the left bank is by tunnel.

The exit is on the other side of the district's centre and, consequently, access to the site points away from the project.

Making an entrance to the site can only be done by a doubling back.

How can an entrance be created to fit in with the project?



#### 4.6 The subway

The district is served by the subway line 2 and represents a considerable asset for its development.

In what manner should this service be dealt with in the developmental strategy?

#### 4.7 Roads

The roads shall have to cope with a substantial amount of traffic of all types (private cars, buses, bicycles, trucks...).

The roads must be designed to take this into account. They must also be compatible with the urban nature required of the project.

- In what way is the road network design an integral part of the project's spatial arrangement?
- What answers to parking problems can be put forward?
- How can the problem of bicycle circulation be solved?

The candidates should define the characteristics of the main roads and explain their choices in terms of the strategy adopted in their projects.

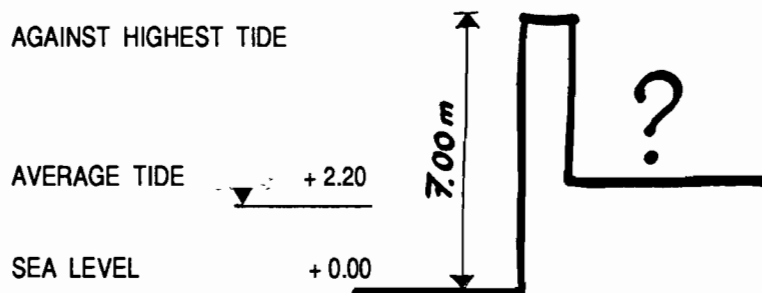
#### 4.8 The high-water wall

A means of protection against high water has been under consideration.

A high-water wall of approximately 7 m with respect to the river level is recommended for the whole of Shanghai.

How can flood protection be reconciled with the project's association with the river?

The candidates must explain clearly how they intend to deal with these protective measures.



#### ***4.9 A balanced project***

The municipality of Shanghai has defined a programme for the entire operation. It includes offices, public amenities, parks, and top-level housing. Nevertheless, the project's twin aim is to be both an international business centre and the balanced centre of Pu Dong life.

How can a predominantly services-orientated programme be reconciled with the goal of constant and non-selective human bustle.

The programme's diversity must be executed on two levels:

- Balance between the public and private aspects. The public aspect should be open to the outside and the private open to the arrival of large and well-known companies.
- Balance between the economic and accommodation aspects.

#### ***4.10 A growth project***

The urban strategy chosen must be strong enough to allow for constant change through time without deforming the initial concept.

It should also be studied in such a way as to maintain diversity of function around an initial «solid core» at all stages of execution.

The goal being a snowball effect, a threshold of 600,000 m<sup>2</sup> should be included in the first stage.

#### ***4.11 Operational realism***

The funds the municipality of Shanghai have available are not limitless.

The economic and financial realism of the projects put forward will be one of the determining factors in their evaluation.

#### ***4.12 Land management and public areas***

The land management strategy adopted for the operation will have a direct effect on its design.

This is especially true for the management of public areas, and common service such as car parks.

The candidates should propose an operational package which is coherent with their project design.

