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城市设计方案国际咨询全球征选公告Proclaim of Global Signing for International Consultation of Huaqiangbei Road 3D Street

design scheme 一、 项目背景 Project background 作为享有“中国电子第一街”美誉和驰名国内外的著名商业街，华强北路

不仅是深圳市一张重要的城市名片，同时也是承载市民日常公共生活的重要空间舞台。在脱胎于旧工业区空间格局和城市经济高速增长的特征条件背景下，华强北路逐渐受到空间资源紧缺、交通负荷超重、配套设施老化、环境品质下降等城市问题的制约，并显著影响到整个华强北地区商业生态环境的稳定健康发展。

As “ the Chinese top one Electronic-sales street ” , Huaqiangbei Road, the world-widely famous commercial street is not only an important landmark of Shenzhen, but also an essential public performing stage for citizens ’ daily life. In the background of rapidly economic blooming in Shenzhen and transforming space structure from old industrial district,

Huaqiangbei Road is now facing more and more problems, such as: space scarcity, traffic overloaded, supporting facilities aging, and environment quality decreasing and so on. Those problems strongly affect the whole Huaqiangbei area ’ s stable and healthy

development.随着深圳市产业功能向着高端服务业转型和城市基础设施条件的不断改善，深圳市政府有关工作会议明确指出加快推进华强北地区的城市更新，重点打造沿华强北路城

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市时尚新亮点，通过一系列规划升级改造行动，巩固并强化将华强北路打造成为世界一流商业街的发展目标，继续挖掘现有资源的开发潜力，提升城市品牌的影响力和竞争力。为此，深圳市规划局联合深圳市福田区人民政府共同组织开展本次《华强北路立体街道城市设计方案国际咨询》。 Along with the transforming to advanced service industry in Shenzhen and the improving of urban infrastructures, Shenzhen municipal government determined to lunch a sort of actions to upgrade relative planning about north Huaqiang area, especially Huaqiangbei road as a new fashion and abstracting focus will be paid more attention. In order to target the aim that solidifying and strengthening Huaqiangbei road as worldwide top commercial street, exploring the development potential of current resource and enhancing the influence and competition ability of whole city, Shenzhen planning bureau and Futian district government are co-holding this international consultation of Huaqiangbei road urban planning project.

二、 项目概况 General information

1、 项目名称 Name of the project 华强北路立体街道城市设计方案国际咨询 International Consultation of the 3D street design scheme for Huaqiangbei Road

2、 项目范围及研究范围 Project range and study area: ( 1 ) 项目范围：华强北路位于深圳市福田区华强北片区（也称上步片区），设计区间南北长930米，道路红线宽度30米。(1) Project range: Huaqiangbei Road locates in Huaqiangbei area in Futian district (also named Shangbu area). The design interval is 930 meters from south to north, and the width of the road redline is 30m. ( 2 ) 研究范围：以华强北路为中轴，本

次国际咨询的研究范围东至华发北路，西至中航路和八号路，北至红荔路，南至深南中路，面积45公顷；研究改进范围面积22公顷。(2) Study area: Take Huaqiangbei Road as the central axis, this consultation study area is 45 hectares from Zhonghang road and the 8th road at west to the Huafabei Road at east, from Hongli road at north to Shennanzhong road at south. And the research improvement area is 22 hectares.

三、任务要求 Tasks and requirements 结合华强北路沿线地区的特征条件和定位诉求，考虑优先保障城市公众利益、促进多方利益互惠和协调带动周边地区发展，重点就设计空间范围内人的活动组织、空间更新与设施整合、城市系统运作管理、城市特征形象塑造等几方面内容展开策略研究和详细方案设计。 According to the character and condition of that area along Huaqiangbei road. ensuring citizens ' public interests, encouraging partnership and win-win situation among multiple-sectors, and enhancing economic performance of surrounding area will be priority consideration in this consultation. In addition, this consultation should provide research results and detailed proposal about public ' s activities organization, space renew and infrastructure intergrading, city operating system managerment, and city character image-building and so on.

1、就沿华强北路地下街道空间的开发范围、开发规模、开发方式、与两侧单元地块地下空间的连接，以及采光通风等环境使用要求提出详细设计方案。 1、 Provide detailed proposal on developing range, scale, mode, ventilation and lighting, as well as connection with other units of underground spaces along Huaqiangbei road.

2、提供明确合理的空间扩容后

地下共同管沟的规划位置，整合并协调处理地下空间出入口、地铁风亭、地面市政配套等城市公共设施。2、 Provide planning about the location of Common Service Tunnel (CST) after rebuilt, and the location arrangement of city public infrastructures such as: underground entrances, exits, subway vents and overground supporting facilities as well.3、 提供地面街道城市公共空间的环境优化和改善方案，满足行人和沿路商家的不同使用需求（如遮阳挡雨、产品展示发布...）3、 Provide environment refine proposal on city public space in order to meet different needs from passengers and business requirements. (e.g.: providing shadow to avoid sunshine and raining, products advertisement for local business.) 4、 建立系统有效的二层步行系统，清晰表达立体空间的连接关系，以指导下层次详细工程设计与建设实施。4、 Create a systematic efficient second-floor pedestrian system, the connection of the solid space should be stated clearly to indicate construction details for lower level. 5、 提出对已有街道建筑立面整治方案和建议。5、 Propose renovating suggestions for existing street 6、 设计体现地方特征的城市公共标示系统（如广告设置、交通导向、功能指引等）。6、 Set public sign systems that incarnate characteristics of the city (like ad. Boards, traffic guide, etc.) 7、 考虑立体街道生态、节能、减排等新能源、新技术的运用（如雨水回收、声光控制、街道空调系统等有关设计）。7、 Neo-ecologic and energy saving method will be encouraged in this consultation in order to deal with rain reclaiming, light control, and street temperature control systems and so on. 四、 征选活动安排 Time arrangement 1、 1月20日至2月8日，面向全球

征集报名，独立设计机构、设计联合体、个人均可报名参加；Jan. 20th to Feb. 8th, sign-ups. this competition is facing the whole world independent design organizations, design cooperating unions, studios, and individuals as well. 2、2月9日至2月12日，进行报名机构资格审查，确定6家主要咨询单位并发出正式邀请函；而未获邀请的设计机构或个人同样可参加竞赛，对于符合成果要求的自愿参赛方案将在评审中一视同仁。Feb. 9th to Feb 12th, qualification prejudication, 0selecting 6 design groups will be 0selected and received the formal invitation letters. Whilst, the other organizations do not receive invitation may also involve into competition on next stage. 3、2月19日，召开答疑会及现场踏勘Feb. 19th, Q&A meeting and site visit.4、4月5日，提交咨询成果April 5th, consultation result submitting deadline.5、4月6日-11日，召开咨询方案成果评审会，及所有方案公众评选。April 6th -11th, accreditation meeting, all qualified consultation proposal will be ranked. The other proposals have same opportunities to participate into media and public accreditation. 以上时间可能会有所调整 time table might be adjusted五、设计报酬 Design Fees 本次咨询活动采用一次性评审确认的方式，将从符合咨询成果内容要求的所有方案中评出一等奖1名，奖金50万元人民币；二等奖1名，奖金40万元人民币；三等奖1名，奖金30万元人民币。对于受邀的6家主要咨询单位，凡提交的设计成果符合咨询成果要求的，均可获得20万元人民币的设计成本费作为工作补偿。 Accreditation council will propose one first prize, and the bonus is no less than ¥ 500,000 RMB. one second prize with bonus no less than ¥ 400,000 RMB. and one third prize with bonus

no less than ¥ 300,000 RMB. For other invited participants , as long as the schemes meet the requirements, can also get cost fees no less than ¥ 200,000 RMB.

### 六、报名方式与要求 Sign up

1、参征设计机构应具有地下空间设计经验与市政专业设计经验；境外或在境内合法开展业务的设计机构应具有独立法人资格和类似成功范例。

1、 Sign-up organizations should have experience and similar succeed examples in design underground space and public infrastructures, and should be independent legal organizations as well.

2、参征设计机构报名时应填写报名表，以及机构简介、资质证明、相关案例简介等材料，提交方式包括传真、邮政快件或电子邮件等方式。

2、 Organizations should fill in and post (or fax, email) the attached forms, along with organization introductions, qualification certificate, relative cases introduction when signing up.

3、参征设计机构报名材料提交截止时间为2009年2月8日 北京时间18：00。

3、 Deadline for submitting sign-up materials: 18:00, Feb. 8th, 2009. Beijing time.

具体报名及参与事宜请详见网站： For detailed information, please visit:

<http://www.szplan.gov.cn/main/ghdt/tzgg/200901200221588.shtml>

<http://www.100test.com.cn>

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