2012 ULI FALL MEETING

Engaging Mixed-use Development through Open Space

Henry Cheng
CEO – Chongbang Group, China

17 October 2012
Focus

- Retail-anchored mixed-use projects in China
- Project size: 2-8 million ft²
- A “must-do” for major developers
- Product of urbanization, suburbanization and re-urbanization
Open Space

- A vital ingredient for mixed-use projects
  - regulatory requirement
  - place-making for live, work, shop & play
  - differentiation as a competitive advantage

- Design
  - scale and proportion
  - originality, functionality & flexibility

- Utilization
  - the sky is the limit!
Case Study

- Life Hub @ Jinqiao
  - Pudong New District, Shanghai
- Total GFA 1,940,000 ft²
  - retail 1,055,000 ft²
  - office 172,000 ft²
  - basement parking 713,000 ft²
- Total open space 372,000 ft²
  - landscaped open space 155,000 ft²

(Project Video)