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INTRODUCTION
INTRODUCTION

1.1 Background Topics

1.1.1 Systems Planning
Asia and particularly Shanghai due to its rapid urbanization is developing large scale projects at a phenomenal rate. These large scale projects; skyscrapers, high rise residential development, and regional shopping facilities call for an ever increasing understanding of the transportation and social networks that allow them to succeed or fail. These projects cannot be planned as “a picture of some desired future end state…” instead they must be flexible to the larger urban system. China has a unique situation of public and private investment which can promote a successful integration of these networks with the help of a knowledgeable and proactive planning department. China’s rapid growth has necessitated and promoted the creation of public infrastructure by private enterprise. This strategy of growth allows for a tight integration of transportation, social, and economic networks but must be monitored carefully by the relevant planning department in order to gauge not only the ability of the private enterprise to build the necessary infrastructure but also the city’s ability to manage it.

1.1.2 Urban Design

The impact of a large scale development reaches far beyond its physical form. These developments can spur growth and investment or clog highways and divide communities. The primary role of the urban designer is to study, on both, the district and site scale the current condition of the area and, further to understand the physical impact such a development might have. The secondary role is to seek out the opportunities for development which promote smart sustainable growth. The tertiary role of the designer is to discover the identity of the area where it exists and to create that identity where it doesn’t. These three roles allow the Urban Designer to create a successful place rather than just an image on the horizon.

1.2 The Site

With the coming of the Twenty-First Century, Xujiahui, a sub-core of Shanghai, has blossomed into an area which reflects both the modernization of China and the historic charm of 20th Century Shanghai. Located in the Southwestern portion of the Shanghai Metropolis, Xujiahui serves as a passageway to the city proper from numerous suburban districts and neighboring provinces and municipalities. Due to its importance in both transportation and business the most pressing issue for Xujiahui currently is, how to achieve sustainable development while maintaining the cultural richness of this area.

Xujiahui is recognized as a zone within Shanghai which encapsulates all the pieces of the city from shopping to residential, from amusement to educational. With the rapid and continuous urbanization of Shanghai the development opportunities within Xujiahui has reached its limit. At the same time, the layout of Xujiahui has begun to “thin out” as skyscrapers withdraw from the street edge creating a semi-urban high rise condition. Similarly, with the rapid increase in high rise development the residential or social component of Xujiahui has become depressed and can no longer adequately support the commerce and business of Xujiahui.

The 2003-2010 Xuhui Social Economic Development Master Plan and 2003-2010 Xujiahui Zhaojiabang Area Functional Upgrade Study by Shanghai Strategic Development Research Center laid a great foundation for exploring a multi-core development strategy to face these challenges. In addition, the international bidding process for the Xujiahui Area City Planning enlightened us with the strategic development ideal for the whole area’s planning. Based on these facts and studies, we realized that the XiaoZha area
is crucial to expand the impact of Xujiahui Plaza and to upgrade the functional capacity of the greater Xujiahui area. The XiaoZha project is an extremely essential component for the future of Greater Xujiahui.

Therefore, the Xuhui District Government has invited the American Planning Association (APA) to design the XiaoZha Plan. XiaoZhaZhen is situated on the edge of Shanghai’s Inner Ring Road between Xujiahui and the planned South Railway Station. The 25 HA site has great potential for a range of development types but must be thought of with transportation planning in mind. We hope APA will bring successful lessons of re-development of city core areas from other international cities, and help promote the development of the Greater Xujiahui Area.

1.3 Purpose of this Study
In July 2004, the assembled APA team traveled to Shanghai, China in order to survey, analyze, and review both general strategies for development in Xuhui District and a proposed project on the site known as XiaoZhaZhen. The document that follows is intended to educate the interested parties on the methodology our team has used to evaluate the district and site as well as inform those parties of our conclusions. These conclusions should serve as a critique of both planning policy and methodologies and as an educational tool to aid in decision making regarding this and other large scale developments in Shanghai. In order to make our recommendations for the XiaoZhaZhen Site clearer the Xuhui Planning Department requested that our office develop and review three conceptual plans. The most successful of these three plans has been developed and has aided the APA and Xuhui Planning Department in establishing a clear set of goals for the future development of the XiaoZhaZhen Site by establishing the principle Design Guidelines for XiaoZhaZhen.

The APA’s goal in this project is to aid the Xuhui Planning Department in establishing a vision for development. This vision when transferred into a policy state will have a clear manageable impact on the process of development in Xuhui.

1.4 Approach of this Study
The scope of this study is to address policies which negatively impact the development of the Xuhui District through the careful consideration of the XiaoZhaZhen Site. The study will address specifically how policies drive design and development by offering incentives and variances which if not carefully monitored will negatively affect the urban environment. Further, the study will propose a new development strategy that can, through careful oversight, positively affect both new and existing development in Shanghai.

1.5 The Team
The American Planning Association (APA) is a private Non-Governmental Organization (NGO) dedicated to advancing the art, science, and profession of planning – physical, economic, and social – at the local, regional, state, national and international levels. As the largest and oldest non-governmental organization promoting planning movement, APA has a responsibility to share and exchange planning ideas and approaches on a global basis. APA has a long history with China, going back to Executive Director Mr. Stollman’s first visit to China in 1978. Since then APA has built friendship and strategic partnership with many of China’s national, provincial and local governments as well as with APA’s sister professional associations in China. APA has advised numerous projects in China since 1996 for the Chinese governments or in association with the World Bank, UNDP and Asia Development Bank.

Led by APA, the planning and design team for this project is assembled to comprise the world’s leading planner, designer and transportation specialist. Drawing from a rich breadth of professional resources has resulted in a clear understanding of numerous site planning issues and allowed the team to examine alternate methods for the development of XiaoZhaZhen.
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Jeffrey Soule, FAICP
National Policy Director, APA

APA Senior Advisor:
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Chief Transportation Specialist:
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Principal
2.1 Shanghai and the French Concession

2.1.1 History
Shanghai’s short history is a composition of global aspirations and international influence. The complexities of Shanghai’s development spawn from the great diversity of the interests and economies which funded them and the unprecedented boom of the past decade. As a defining city in our contemporary world Shanghai serves as a point at which West meets East at the very cusp of the Yangtze Delta. This internationalism, still physically visible in the concession districts today, is what has spawned the transformation of a small river town into a world renowned metropolis.

The early twentieth century saw Shanghai rise and become the most glamorous, decadent and cultured city in China. After the 1949 Communist victory Shanghai entered a period of isolation, however after years of being closed off to the rest of the world, Shanghai has rapidly regained its reputation and status as a cosmopolitan city. Today, Shanghai is the financial center of China and a progressive enterprising city open to new ideas.

2.1.2 Regional Positioning
Shanghai through its geographical location, sorted history, and governmental freedom has established a strong regional position. The city has recognized its prominence within the Yangtze Delta Megalopolis and has created a regional zoning plan to address its economic role within the delta.

Shanghai’s physical environment is unlike anywhere else in the world. Sprawling over 2,500 square miles, Shanghai is littered with development of varying quality and scale. Shanghai is home to 3865 buildings over eight stories in height, 1548 buildings over 20 stories, and over 600 high rise buildings. Sporadic planning and architectural successes have given the city icons however the city lacks any coherent identity as the edges of districts have eroded, taking with them the history of the place.

2.1.3 Policy
Technical planning guidelines for the city of Shanghai exist as a variation on the overall National Planning Guidelines. These guidelines while harboring good intentions may in fact be promoting negative planning strategies. It is important that Shanghai’s Technical Planning Guidelines aim to promote the vision of Shanghai as presented in Shanghai’s Comprehensive Master Planning Document.
2.2 Xuhui District

2.2.1 Positioning
Xuhui District is a physical and cultural gateway to the city of Shanghai. With a developing traffic network of over 150 roadways, 38 bus lines, and Inter-province rail connections Xuhui District acts as a principle entry corridor to the city. Through careful planning strategies Xuhui can use its principle corridors to establish an identity within the region. Zhangjibang Road and Caixi Road are the district’s two principle thoroughfares and should be the primary concerns of the Xuhui District Planning Department.

Xuhui District has the unique characteristic of having the lowest population density of the urban districts yet it is home to the highest concentration of cultural and scientific institutions. The French Concession District is a cultural core for Xuhui to build on. This small but rich area of Shanghai represents a successful and desirable aesthetic merger between Eastern and Western Culture.

2.2.2 Current Conditions
Like all of Shanghai, Xuhui, is young in comparison to historic China. The road systems are laid out in an informal grid that shifts in relation not to the river but to the ring roads and the radial arms linking those ring roads. The metro and light rail facilities are concentrated within the outer ring road becoming denser as one moves towards the city center. Transportation hubs occur in the greatest frequency within the inner ring road. All indicated “Large Scale Transferring Hubs” occur at the intersection of an Urban Metro (metro that extends into the new towns and suburbs) and either another Urban Metro, Metro (inner city metro), or Light Rail. Seventeen such transferring hubs are indicated in the map titled Mass Rapid Transit; Comprehensive Plan of Shanghai Metro-Region Map (1999-2020).

The urban condition created in Shanghai reflects the macro transportation system, high land value, and swiftly changing planning emphasis. Residential development is usually in excess of six stories and often over 15 stories in height. It is becoming increasingly common to see large scale gated community high rise developments that include thousands of units, heavily landscaped park space, underground parking, and neighborhood scale commercial on its perimeter. These developments, often more than 10 HA, in area are often located near major arterial networks and occur in the highest frequency outside the inner ring road. Office development is often located just behind some manner of commercial development at the streets edge allowing automotive traffic to move behind the pedestrian traffic. Commercial development when left to its own devices is often responsive to the public realm and creates a highly active urban condition. Commercial development when combined with high rise office development in Xuhui and Shanghai often neglects the urban environment. This is evident in the number
of buildings with curved and highly complicated anti-urban facades. Often one will see buildings at the middle of the block oriented towards a corner condition more than 100 meters away. Mixed use (office/commerce) development is located primarily along arterial roadways. Office complexes and low scale (infill) residential compose the rest of the urban condition of Xuhui.

The development of the Xuhui District has occurred so rapidly that there is little evidence of a successful integration between zones of high traffic and public transportation. The steps which have been taken to alleviate traffic conflicts appear to be reactive rather than proactive measures. It is not evident that Xujiahui’s current state of policy is capable of dealing with the evolving transportation condition of a rapidly evolving metropolis. Evidence of this can be found by the absence of inter-modal transportation centers, the subterranean maze of Xujiahui Square, and the over dependence of new development on arterial roadways. New development focuses largely on being achieved quickly and shows little regard for the urban situation in which it is located. Building form and function is not being successfully monitored on both city and district levels. Buildings are being built throughout the city as isolated constructions whose only connection to the planning efforts of the district/city occurs in terms of land use. Arterial passages in the city are being forced to carry too high a load of automotive, pedestrian, bicycle and public transportation1. This situation while spurring rapid development along arteries is limiting development on non-arterial passages.

A closer inspection of the Comprehensive Plan of Shanghai Metro-Region Map (1999-2020) reveals no evidence of the integration between bus and rail facilities. The 17 transit stations suggest only connections between rail systems. The city by placing the majority of rail facilities on arterial roadways has actually created a system where the bus is very necessary to the transportation of the majority of the population. Land along the arterial roadways is most often zoned and reserved for Commercial and Office uses. Residents then are separated from the rail system in the majority of situations and may rely on buses to get them to rail stations or work. It is imagined that large numbers of buses are necessary to serve areas beyond the outer ring road. These buses once they enter the city should be highly integrated into these large scale transfer hubs so as to reduce unnecessarily heavy pedestrian traffic near the transfer hubs. Few large scale hubs occur outside the inner ring road. This may be overloading areas like People’s Square with unnecessary traffic.

2.2.3 Policy
Technical planning guidelines for the district of Xuhui are a variation on the overall Shanghai Technical Planning Guidelines. These guidelines are representative of a technical or engineering method for handling development and are not devised in a way that seeks to promote the vision as laid out in the Shanghai Comprehensive Master Planning Document.
2.3 Relationship to the Surrounding Areas

2.3.1 Xujiahui Area
Xujiahui District is one of four sub-civic centers in Shanghai: Xujiahui, Huamu, Jiangwan-Wujiaochang, and Zhenru. Xujiahui sub-civic center will serve the south-west area of Shanghai, with a planned area of 2.2 square kilometers. Xujiahui encompasses a piece of Shanghai’s romantic history in the French Concession while embodying Shanghai’s commercial strength and the rapid development in Xujiahui Square.

Xujiahui’s status as a sub center of Shanghai may be inaccurate. Shanghai due to the layout of its infrastructure (informal grid) and its littered skyline does not have a single beacon point or clear public center. Xujiahui should be seen as one of a number of future “centers” within Shanghai. The model here is not the metropolitan area of New York, it is essentially Los Angeles. The radial growth of Shanghai does not contradict with this analysis. Because the radial growth is uneven in terms of investment, land use, and timeline - multiple centers are inevitable and no center is truly primary.

XiaoZhaZhen’s development is an opportunity to expand the financial impact of Xujiahui throughout Xuhui District while modifying planning strategies to address the complicated transportation and development issues created by the immense success of Xujiahui Plaza.

2.3.2 The South Station Area
Shanghai South Railway Station occupies 60 hectares of land in the southwest of the city and is a multi-nodal complex intended to connect Shanghai with the southern regions of China. The station building covers a surface area of 10 hectares and is supported by 4.8 hectares of surrounding residential development, several gardens, and two entry plazas. The South Railway Station is designed to accommodate passenger flows of 80,000 to 100,000 passengers a day.

XiaoZhaZhen as a principle bus hub and shopping destination within Shanghai can benefit through its close proximity to the South Station. Similarly, Xuhui can benefit from a high quality development on the XiaoZha site which can serve as a gateway and transfer hub to those passengers arriving in Xuhui District.

2.4 XiaoZhaZhen Site

2.4.1 Strategic Position
Shanghai’s Comprehensive Plan lists Xiaoza as a Tertiary Center within the city. It is to serve as a Secondary Sub-Center to the Sub-Center of Xujiahui Square. The XiaoZhaZhen Site is, in its current state, an isolated piece of property. The numerous lanes of traffic that surround the site are only arterial along Yishan and Zhongshan Roads. These arterial roadways provide a limited amount of accessible frontage to Yishan in relation to the desired scale of development for the site and also are an impediment to pedestrian access to the site from the inner city of Shanghai. Pedestrian connections to the north of the site should be explored and developed, where possible, to facilitate movement to alternate modes of public transportation. XiaoZhaZhen development should exploit its proximity to the R1, R4, M3, and M4.
More than forty (40) lanes of traffic surround the XiaoZhaZhen Site. The intersections of Yishan Road and ZhongShan Road as well as North Caoxi Road and ZhongShan Road are the primary arterial connections. Xujiahui Square is located directly north of this intersection on North Caoxi Road. Nameless Road and Qinzhou Road have been completed but may need further review prior to construction on the XiaoZhaZhen Site.

2.4.2 Current Site Conditions

Few of the existing buildings within XiaoZhaZhen should be considered in relation to the future site development. The severely dilapidated condition of the housing on the site suggests that they offer no potential for rehabilitation. The buildings that must be noted in terms of future site development are the Power Substation, Accounting School, and four Residential Towers. These three facilities are aligned along Zhongshan Road and are crucial sites to the future of XiaoZhaZhen.

Currently the site is primarily residential. The residents of these homes are mostly migrant workers and not the property owners. The site’s primary role is as Shanghai’s largest Fruit Market. This market is located near the Accounting School at the North of XiaoZhaZhen along ZhongShan Road. There are also a number of hotel facilities on site; these facilities appear to be more than ten years old and of no general significance to the area.

The physical impact of the Accounting School and Power Substation will influence, indirectly, the development of the XiaoZhaZhen Site. The current locations of these facilities inhibit the physical orientation of the site towards ZhongShan Road. The Power Substation’s primary visual impact will be in the power lines running from it to the surrounding area. The Accounting School’s primary visual impact will be the number of buildings that exceed three stories. While these two facilities will not adversely affect the planning of the XiaoZhaZhen project they will surely have a visual impact on the overall scheme. Relocation of the Power Substation and/or the placement of power lines below grade are crucial to the visual success of XiaoZhaZhen. The visual impact of the Accounting School meanwhile is minimal due to its centralized location on ZhongShan Road. Planning and Architectural Strategies to minimize the schools effect on the scheme can easily be implemented.

2.4.3 Adjacent Site Conditions

North:
Twenty four lanes of automotive traffic run north of XiaoZhaZhen including ZhongShan Road at grade and the Inner Ring Road at an elevated level. Connections across ZhongShan Road are difficult but can be achieved at two points. Land Use is primarily office with some low-grade residential and retail. Across from the north-western corner of the site M3, M4, and R4 transit stations are located.
Development on the XiaoZhaZhen site will not directly impact the area north of ZhongShan Road. Indirect impacts to transportation might be felt if connections to the metro are made below or above grade. It is not recommended that pedestrians be forced to cross Zhongshan at grade.

**East:**
A clover leaf system occurs at the intersection of North Caoxi and ZhongShan Roads. Below the farthest point of this clover leaf a transportation hub occurs, linking buses to metro facilities. On the near side of this clover leaf a trash collection point and restroom is located. The Shanghai Olympic Sports Stadium is located at the North East corner of the clover leaf. M1 and R4 are located on this site but do not appear to have a hub to assist in the transfer between the two.

The Bus Facility situated in the cusp of the clover leaf is inadequate to serve the transportation needs of the area. This facility is improperly located. Photographs show large numbers of pedestrians crossing this between this facility and the athletic complex on the other side of ZhongShan Road. It is not clear how the multiple transportation facilities in this area: bus, M1 and R4 are integrated, if at all.

**South-East:**
An IKEA Super Store holds the corner position. The IKEA includes a bus stop on its western face and offers delivery service rather than the more standard loading dock situation found in the United States. To the south of the IKEA a new residential development is being completed. The southern edge of this residential development includes Shopping and Dining facilities. The south western corner of the development (adjacent to the canal) holds a water treatment facility (probably for treatment of canal water to be used to water the heavy landscaping between buildings). Buildings in this development range from 16-24 (75 m maximum) stories in height. There are approximately 2000 units of housing.

The Residential and IKEA developments reinforce the arterial nature of Shanghai. Neither faces the newly constructed interior road bordering XiaoZhaZhen or the scenic...
canal South-West of the developments. Public Open Space created behind IKEA serves no function and is not integrated with any public network. It is not currently clear whether the new residential development will have a positive impact on the XiaoZhaZhen site.

**South-West:**
To the south and south west of the site is a waterfront walk along the canal with green houses located on the South side of the Canal.

This linear park has the potential to serve a positive function in relation to the development of XiaoZhaZhen. The commercial development located along North Caoxi Road can be linked via this canal connection to south-west facing commercial development on the XiaoZhaZhen Site. This park should be used as a model for diversifying the placement of public space throughout the city. Here the integration of many types of public space can and should be achieved.

**West:**
Five, twenty nine story, High Rise residential buildings are located west of the Xiaozha Site. No primary connections into these buildings are evident along this edge. The edge condition is iron fence and landscaping no less than 2 meters in height and allowing no visual access.

Currently there is little opportunity for the connection of the adjacent western development to the XiaoZhaZhen Site however the canal which runs down the western portion of XiaoZhaZhen should be fully explored and the potential for connections to future developments in the west must be recognized.

**North-West:**
Primarily office and low grade commercial along Yishan Road. This street connects indirectly to Xujiahui Square. Behind office and retail high rise residential towers occur near the primary intersection.

Physical conditions exist which allow moderate connection between this area and the XiaoZhaZhen Site. The connection here must be explored with care due to the arterial nature of Yishan Road.
THE MASTER PLANNING PROCESS
3.1 Existing Plan Analysis

Shanghai’s established policies for development and taxation promote the creation of Regional Shopping and Office Complexes. These facilities are often developed at points within the city where multiple public networks intersect. Regional Shopping Malls are usually built at the edge of cities where arterial roadways intersect primary highways. This typology is dependent upon a large number of commuters and will often include large scale parking lots and links to mass public transit networks. Characterized by an internal organization which provides an array of commercial and entertainment facilities regional shopping centers in established commercial markets tend to follow the example of Suntec City, Singapore which includes retail, hotels, and office space. The organization of this typology is usually centralized with buildings organizing themselves radially in order to maximize the efficiency of movement for consumers.

3.1.1 Plan Description

Land Use
Sixteen (16) Hectares of land are zoned for commercial and office use. The additional nine (9) Hectares either remain at their current use or are developed as green space. While nearly ten (10) hectares of subterranean commercial space are created only a small percentage of the total twenty five (25) hectare site include at or above grade program. This creates a highly centralized facility.

Building Massing
Six primary towers (two hotels, four offices) rise fifty stories from a subterranean retail complex and parking garage. Two towers are assigned to each of the three above grade six story structures. An additional two high rise towers (35 fl.) serve as Extended Stay Hotels.

Building Arrangement
The building arrangement is characterized as a centralized facility organized about a subterranean pedestrian network. Here, the network relies on a non-centralized transportation hub, the bus terminal at the intersection of Yishan and ZhongShan Roads. The buildings are aligned axially. Pedestrian entrance to the shopping facilities occurs at the bus transportation hub located at the north of the site (intersection of Yishan and ZhongShan Roads). Automotive traffic is organized by two NW/SE road systems which are linked to the subterranean transportation system. The axial alignment of buildings does not inherently establish a hierarchy of use or a clear organization in relation to transportation.

Public Space
This scheme promotes public amenities while providing very little public space. Public amenities such as a canal front park, underground tunnels linking metro lines, and a bus hub are used in a manner that supports the private interests of the shopping center.

Transportation
Regional Shopping facilities should have an established relationship to arterial roadways. This relationship does not have to be direct. This scheme uses the arterial network indirectly in siting underground parking facilities while using the arterial network directly in the siting of the bus hub. Underground connections to metro stations are proposed linking the subterranean commercial facility to the stations. These connections also create an attenuated inter-modal transit facility linking bus and metro lines. Transportation within the Regional Shopping Center is detailed so as to ensure separation of user types.
方案1A – 开发商长峰公司的方案
Shape/Style of Design
The regional shopping facility is aligned symmetrically. The design calling for six towers should be completed in a modern aesthetic.

3.1.2 Plan Analysis

Relationship to Xuhui District
This development, as diagrammed, is representative of the macro-sprawl occurring across Asia. The centralized facility ignores the public environment and does not enhance Xuhui’s corridors. The scale of the complex is more in keeping with the nearby Sports stadium than the historic context of Xuhui. Although neighboring development to the West and South is currently undesirable the impact of a large scale commercial development can hope to hasten the redevelopment of the surrounding areas. This redevelopment if done appropriately would not embrace this scheme as it is presented.

Impact on Adjacent Sites
The addition of large scale transportation facilities, shopping facilities, and office space is sure to have a monumental impact on both the adjacent areas and Xuhui as a whole. The most significant points of impact are:
1. Tunnels (2)
   - R1 – 100 m
   - R3 – 300 m
2. Bus Terminal
   - Bus – 15 bays
   - Primary Entrance and Exits on Yishan and Zhongshan Roads.
3. Taxi Stand
4. Parking – 7,000 spaces
5. Shopping – 480,000 sq. m.
6. Office – 360,000 sq. m.

The impact of this scale of development on the existing metro system, stations, and the proposed tunnels is difficult to gauge with the information we have received. Using international standards it can be assumed that a peak hour capacity for travel through tunnels may reach 26,000 persons. If the peak hour represents 10-12% of average daily traffic then daily volumes of 210,000 to 260,000 people might be expected. It is uncertain whether the current rail stations, street access facilities, etc. would be able to accommodate this intensity of traffic without more information.

The impact of the bus terminal on the site and surrounding network is difficult to gauge without a detailed census of the current public transit network for the district. The station proposed here is prepared to hold as many as fifteen bus lines at 15,000 passengers per line (as stated by Mr. Tong Jinquan). This suggests a traffic load of as many as 225,000 commuters daily. XiaoZhaZhen’s impact on adjacent sites if serving as a transportation hub of this magnitude will be great indeed. More detailed information on bus schedules and the traffic counts on existing roadways would be needed to gauge the transit capacity of the site.

It can be hoped that the development of high end shopping facilities on the site will attract consumers with large amounts of disposable income. The impact of these shoppers on the surrounding areas will be lessened due to the centralization of the shopping facility and its containment as a single unit.

Design and Layout
方案1A - 开发商长峰公司的方案
It is assumed, based on Mr. Tong Jinquan’s commitment to quality design in the past that this facility would be designed as a contemporary regional shopping facility with a modern aesthetic.

The layout of the project causes many reasons for concern. Although the site is isolated in its current state, the introduction of tunnel connections to railways, a bus terminal, and 7,000 parking spaces creates a number of opportunities for XiaoZhaZhen to have a positive economic impact on the surrounding sites. A centralized facility as proposed here is a tried and successful model for large scale suburban commercial development but is not in keeping with the goals of the city.

**Positives**

**Design**
1. Mr. Tong Jinquan’s commitment to quality design is evidenced by his previous projects.
2. The diagram of the facility is simple and thereby malleable in the manner it is laid out.
3. The design has the potential with some manipulation to positively address the open space it creates.

**Layout**
1. The layout strategy suggests an efficiency often found in suburban shopping malls and casinos.
2. The internal system provides opportunity for an economically successful project.

**Negatives**

**Design**
1. Six towers at fifty stories in height does not guarantee monumental status for this project due to the nature of Shanghai’s skyline. The area along the inner ring road is littered with buildings of 30+ stories. These buildings lessen the impact such tall buildings will have on the skyline of Shanghai. Fifty story buildings will temporarily succeed as icons however with the number of monumental buildings increasing around Shanghai and with Shanghai’s already high saturation of high rise buildings it does not appear that six of these buildings would benefit the site more than three or ten.

2. The decision to use tower elements rather than spread program over the site appears to be governed by Shanghai Technical Planning Policy Incentives. The green space to FAR ratio is pushing a development that would lack integration between built and open space in favor of a high degree of separation.

**Layout**
1. The proposal is without a point of emphasis or clear entry sequence limiting its ability to relate to the public realm.
2. The axial configuration of six towers at fifty floors in height does not maximize the visual impact of those towers. The towers provide no visual clues as to what is occurring at grade on XiaoZhaZhen or the orientation of the development.
3. The distance between the public transportation hub and the exposition center is long and does not allow for at grade circulation. This lessens the opportunity for the positive financial impact of the exposition facility on the neighboring sites.
4. The proposal makes no attempt to address natural site amenities such as the Phouie Tang Canal.
5. The development is completely comprised of large footprint buildings which do not address the scale of the adjacent developments or the public realm.
6. The layout does not address the neighboring residential development.

Site Access is not adequately explored.
3.2 Alternative Master Plans and Discussion

Mixed Use sustainable development in all cities is characterized by offering a variety of facilities acting harmoniously to achieve a clearly organized environment. Mixed Use development integrates residential, commercial, office, transportation, public space and entertainment development to create a legible urban environment. The percentage of development that is relegated to each of the six components varies based on city policy and market needs. Successful mixed use development is characterized by a highly active urban environment with a clear traffic hierarchy and a visible relationship of both building and public transit to public open space. Mixed Use development’s component makeup should influence how it is located in the city. For example, if the development includes regional shopping facilities it should seek to meet the needs of those facilities when sited. This type of development is often organized by a network of public open space. Building orientation and public transportation networks respond to these open spaces in a manner that emphasizes the experience of the public realm.

3.2.1 The Revised Developer’s Scheme

In order to better understand the developer’s intentions the APA team made an effort to reconfigure the developer’s program in a more responsible planning approach. The result was a better understanding of the programmatic and physical constraints of the site. This study offered the APA team the ability to debate the developer’s proposed plan for XiaoZha and to establish the most basic methods for approaching the planning of the site in a manner corresponding to the goals communicated to us by the Xuhui District Planning Department and interested city officials.

The principle elements of the plan are an underground transit hub, a pedestrian friendly street and plaza configuration, expansion potential, a variety of indoor and outdoor public spaces, the ability to connect to adjacent sites, and the recognition of the waterfront potential of XiaoZhaZhen.
方案1B - 发展商方案基础上的改良方案
3.2.2 The Central Park Scheme

3.2.2.1 Plan Description

Land Use
Planning Scheme II assumes that the viability of the Regional typology has some level of economic accuracy. This assumption affects the percentage of land allocated to each of the six development categories.

<table>
<thead>
<tr>
<th>Development Type</th>
<th>% of Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>15</td>
</tr>
<tr>
<td>Entertainment</td>
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<tr>
<td>Commercial</td>
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</tr>
<tr>
<td>Office</td>
<td>20</td>
</tr>
<tr>
<td>Transportation</td>
<td>20</td>
</tr>
<tr>
<td>Public Space</td>
<td>7</td>
</tr>
</tbody>
</table>

This Scheme is organized around a central public open space and makes use of zoning strategies in order to create a development that integrates with its surroundings. A plaza is created at the interior of the site which is vertically linked to the bus transit facility. This plaza will organize pedestrian traffic between the multiple nodes at grade. Additional access to these facilities occurs below grade through a macro transportation system linking to off site metro stations.

Building Massing
This Planning scheme promotes the development of high density mid rise buildings which are organized to create formal open spaces. The northern most office tower carries the largest floor plates (of the high rise buildings) and serves as the site’s primary beacon, visible from the elevated ring road. The site is massed as an urban environment through the use of appropriately scaled buildings in a legible street grid. The Exhibition center is the primary public building on the XiaoZhaZhen Site and opens onto the public park.

Arrangement
The Planning Scheme organizes uses around a core public space. This core open space is energized by the rich variety of adjacent uses and provides a wonderful new public amenity for the citizens of Shanghai. In addition to the core park space two key public corridors exist on the site. The first passes thru a mid rise mixed use district and into the main shopping mall while the second edges the canal and offers the opportunity for the creation of a new waterfront entertainment district for the city of Shanghai.

Public Space
Functional public space is created along the canal (in the form of linear parks and an entertainment zone) and at the core of the plan arrangement (in the form of a large public park). The Park is used to augment and facilitate the integration of public transportation and public space at the core of the scheme.

Transportation
A high degree of clearly delineated transportation separation occurs in the plan. Automotive traffic predominately runs from the North East to the South West while major pedestrian paths run South East to North West. This separation of use will help to avoid congestion while creating a varied pedestrian friendly commercial experience. A subterranean system of transportation in addition to the at grade street grid is used to separate noisy or unwanted traffic types from the at grade street grid. The bus facility will occur on B1, Auto Parking on B2-4, and additional services on B5.
方案II - 中央公园方案

上海市徐汇区小闸镇规划项目
Shape/Style of Design
The style of the design is modern. A high level of attention and detail must be devoted to buildings occupying space at grade. Buildings along the canal should provide views of the canal and shading from Western light. Buildings occupying the corner sites should provide a clear public face with a clear entry from the corner. Buildings around the public open spaces should have a clear public face; the plaza should be home to eateries, bookstores, and boutique style shopping.

3.2.2.2 Plan Analysis
Relationship to Xuhui District
This development seeks to embody the historic values of the French Concession in a modern form. These values are identified as: legible street pattern, clear public corridors, separation of uses, variety and opportunity. The scale of the development is not monumental though it incorporates monumental elements. The monumental North Corner site with its tower and shopping will be a beacon from the highway and entry point for metro commuters. The monumental park will serve as an entry point for bus commuters. These two monumental spaces will be linked by variety of pedestrian paths offering opportunity to move rather than forcing the movement. This opportunity to move also suggests an opportunity not to move, to sit and relax, to spend the day in a new cultural district.

This development has the opportunity to inspire a change in surrounding development while being suitable as a contained district. Only the canal front street will have the opportunity to be continued into neighboring blocks. The site’s organization is in keeping with its adjacent sites and thoroughfares. Macro facilities are located on the periphery while micro districts reside internally.

Impact on Adjacent Sites
This planning scheme assumes the program of the prior scheme. Thereby, transportation impact will be similar on the macro scale. However through the addition of more at grade streets the localized impact can be greatly reduced. The bus terminal is located central to the scheme rather than at an edge reducing further the chance of a heavy traffic impact at the Yishan-Zhongshan intersection.

The pedestrian amenity provided by this site should have a great deal of impact on the local 200,000 residents. These residents will be offered the benefits of both waterfront and centralized park facilities as well as a variety of boutique style shopping and eating destinations. The addition of large volumes of shoppers, exhibition goers, and day-trippers should boost the economy of the surrounding sites over time.

Design and Layout
The design of this scheme would incorporate elements of the historic French Concession District with modern Architecture. Modern interpretation of historic styles alongside contemporary buildings will deliver a refreshing image that is in keeping with the City of Shanghai’s Comprehensive Plan. The use of a variety of spatial types in the public realm will help the city to meet its quotas on open space while promoting both its vision and sound planning strategies.

Positives
Design
1. This scheme can be achieved with the involvement of one or more developers.
2. There is a range of spatial variety
3. Is humanized and creates a “Sense of Place”
4. Based on city values as stated in the Comprehensive Master Plan for the City of Shanghai.
5. Flexible underground parking situation
方案II - 中央公园方案
6. Reduces Underground circulation
7. Provides a new type of Commercial District

Layout
1. The variety of uses fronting the core park suggests a highly active urban space.
2. The use of streets to delineate uses aids in visual clarity
3. The scheme takes full advantage of the Yishan-Zhongshan Intersection.

Negatives
Design
1. Large amount of Public Open Space may not be efficient in relation to land value.
2. Low Visibility due to predominance of low building scale.
3. Lack of view corridors/sheds to significant buildings

Layout
1. At-grade parking lots take up otherwise usable floor area for development.
2. Bus station does not feed retail/commercial
3. Shopping mall is a significant distance from the bus station.
3.2.3 Pedestrian Corridor Scheme

3.2.3.1 Planning Scheme III: Mixed Use Development

Land Use
Planning Scheme III assumes that the viability of the Regional typology has some level of economic accuracy while questioning the necessity of the Exhibition Center. This assumption affects the percentage of land allocated to each of the six development categories.

<table>
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</table>

This Scheme is organized around a central shopping facility that sits on a linear pedestrian corridor. A variety of parks and plaza’s line the corridor allowing pedestrians to bleed out onto the waterfront entertainment district. Sub-grade pedestrian circulation surfaces in the shopping mall and is easily linked with the at grade bus terminal and the outdoor entertainment district. Hotel and mixed use buildings comprise the majority of the south end of the site while office dominates the northern district.

Building Massing
This planning scheme allows for a variety of building types across the site. Primary towers: Hotel (1), Office (2); are located at the end of powerful view corridors. Other prominent buildings would sit atop the shopping mall at 12 stories in height, this adds variety without dominating the aesthetic. The use of two parallel pedestrian corridors creates a highly active line along the waterfront. This low scaled area of the project is intended as an active 24 hour entertainment zone.

Building Arrangement
Buildings are arranged on an informal grid that is responsive to Zhongshan and Phoui Tang Canal. The scheme includes a hierarchy of linear spaces the most primary being the entertainment corridor along the south west face of the shopping mall. The street organization can adapt to include a new accounting school or to adopt the current one with little negative impact. A rich variety of spaces and opportunities for moving and relaxing indoors and out suggests the strength for this scheme to be the new image of XiaoZhaZhen.

Public Space
Public Space occurs mostly in the form of sidewalks and internal atriums. However the addition of a significant pedestrian corridor and waterfront park ensure that this is functional rather than ornamental public space. The quality of the public zone will be very high. A linear scheme does not require a large scale open space because the impact of small scale spaces is much greater.

Transportation
Seven streets penetrate the site, four of these as principle view corridors to significant towers on the site. The use of a multi street system allows for a high degree of flexibility regarding sub grade parking and development phasing. The impact of placing bus facilities at grade is minimized by its location on the site. The numerous roads that feed this transportation hub are not in conflict with major pedestrian circulation patterns. A well designed bus terminal may serve as a new type of public space for Shanghai.
方案III - 步行区方案
Shape/Style of Design
The style of the design is again essentially modern. The reintroduction of courtyard buildings has been a globally successful phenomena in warm climates. Shanghai can offer the worker an experience he/she may not have felt in some time, a direct link from the office to outdoors rather than the more separated elevator connection. Buildings should be environmentally friendly and provide a clear public face.

3.2.3.1 Analysis

Relationship to Xuhui District
This development is based on successful models from around the world, including Shanghai. The spirit of the street as the most influential public space in Chinese History is embodied in the pedestrian entertainment zone. These street spaces show up in Nanjing Road and XinTianDi with great success, here the addition of the waterfront mixed with the variety of the shopping experience can only heighten the affect. Like the scheme before there is a predisposition towards the successes of the French Concession as it has developed over time. Here we have the opportunity to show that tree lined boulevards and outdoor pedestrian corridors can benefit more than one building but a whole neighborhood, these things inspire community.

Impact on Adjacent Sites
The development’s legible street grid may not be transferable to a neighboring site in all places but certain connections appear promising. The transportation impact on the roads delineating the site’s boundaries will be minimized due to the number and type of internal roads. The positioning of the bus terminal will minimize the impact on the Yishan-Zhongshan intersection.

The pedestrian amenity is again very high here. The amenity here is clearly both for the day-tripper and for the local resident. While there is no monumental public space the quality of the space and the excitement it will infuse into the entertainment district will be very high.

Design and Layout
The design of this scheme would incorporate elements of the historic French Concession District with modern Architecture. Tree lined streets would shade contemporary building styles. The development should seek out expressive towers to sit along the view corridors. This plan promotes a contemporary aesthetic of a historic ideal while allowing for great flexibility in its layout and design.

Positives
Design
1. This scheme can be achieved with the involvement of one or more developers.
2. “Sense of Place” along the pedestrian corridor
3. Based on linear models for sustainable entertainment and shopping districts.
4. Flexible underground parking situation
5. Reduces Underground circulation
6. Provides a new type of Commercial District for Shanghai

Layout
1. Does not require the removal of the Accounting school (provides for both current and future state)
2. The use of streets as view corridors creates a powerful visual impact that is sustainable over the course of the building’s lifetime.
3. The scheme does not require an underground bus terminal

Negatives

方案III - 步行区方案
Design
1. The at grade bus terminal may not be an efficient use of the available developable land.
2. Does not include a monumental public space.
3. Does not meet the technical guidelines for green space (*dependent on the method of calculation)

Layout
1. The at grade bus terminal limits the amount of site available for monumental park/green space.
2. If accounting school remains it will disrupt the continuity of the image along ZhongShan Road.

3.3 Process Review: Responses to the Mid-term Report

Review of Existing Guidelines and Controls
Shanghai City Planning Technical Management Guidelines for specific control parameter requirements.
Article #43, setback for 220 KV power line (from center line) ≥ 20m     Done.
Setback for river/canal blue line shall follow both the Shanghai City Planning Technical Management Guidelines and the Tianlin Sub-District Unit Plan.
   Done
Use Shanghai City Planning Technical Management Guidelines to meet sunlight preservation requirement for the Huanxian Plaza.     Done

According to Shanghai civil infrastructure engineering and technical guidelines, 50m from the outer line (on both sides) of the subway stations and tunnels is defined as safety protection area. Any structure proposed to build within this area must apply for special permits from the Transportation Department for approval. On Tianlin Controls 1 JPEG, at the northeast corner of the site, no structure is allowed in the areas stretching from existing and planned rail line to the dotted line on both sides without approval through the appropriate departments that exist in Shanghai. Done.

Fully consider existing conditions of the area adjacent to the site, including existing residential buildings, power stations etc., preserving sufficient setbacks and meeting sunlight requirements specified in the Shanghai City Planning Technical Management Guidelines.     Done.

Concerns, Issues and Recommendations

FAR

The overall density has been developed at 2.75, less than the requirement of 3.0. I have attached an appendix regarding our official comments and recommendations regarding the use of FAR as a tool for implementing comprehensive and detailed urban plans. (see appendix)

Setback from the ring road

The building location along the ring road is guided by a requirement of 30 meters set back. However, this does not appear to be enforced anywhere along the corridor. We suggest that this standard be revised and modified to legally allow building closer to the freeway right of way.
Building Height

In order to achieve density and variety in the site, we recommend that certain locations specified in the plan allow buildings to exceed the overall 60 meter height guideline for the district. These tall buildings add visual interest and anchor key vistas in the site. They also maximize the use of the site in connection with the transportation facilities and make the transit center and connections economically feasible.

Mid-term Report Summary of Principles

After APA’s delivery of the mid-term report on the XiaoZhaZhen development project, meetings were held with a number of planning and transportation experts, with related departments and bureaus of Xuhui District People’s Government, as well as with the developer, the Summit Property Development Co., Ltd, for their feedback. As a result of series of discussion and review, these official comments were incorporated into this final report. These are the principles that our team has used to create the specific design guidelines, phasing and implementation recommendations.

1. Spatial Allocation

Development is based on a street pattern, a series of internal surface level streets of varying scales and sizes that creates a rich spatial environment both internally and externally.

Existing site constraints have been fully and carefully considered for the plans’ street pattern. Feasibility of planning and developing according to this approach is confirmed by the transportation evaluation, overall goals for the site and the cost and opportunities of development phasing and timing of investments. As we discussed in the plan and development guidelines discussion, we have accommodated all the control requirements and constraints including:

- road red line, river/canal blue and green line requirement
- transportation and civil infrastructures on site, including transportation rail line, power line corridor, power station, and water pump station etc.
- Sunlight requirement for buildings kept and preserved on and neighboring the site

2. Function

The plan and design guidelines create a 24-hour site by mixing cultural, leisure and entertainment, hotel, retail, commercial office, and a variety of small and medium business opportunities. The plan and the design guidelines integrate a properly scaled underground transportation center. Infrastructure is shared to serve during different times.

The allocation and distribution of mixed-uses have been organized according to the most efficient and economic phasing of the development. Three general districts are created that respond to the immediate development opportunity and allow flexibility based on market conditions and demand for the implementation of the entire site development.

3. Transportation
Based on the city’s observation and survey of the existing transportation condition on and around the site and a quantitative analysis, we completed a transportation impact evaluation based on the proposed development, and we have confirmed the feasibility of our overall recommendations and guidelines. Please note the earlier discussion of the overall situation that led to the particular transportation constraints and issues with this site and our recommendations to the City to improve the overall integration of transportation into the planning process.

4. Development Density

The overall development density is based on a full consideration of 1) Development density determined in the Tianlin Sub-District Unit Plan; 2) Functional needs of the XiaoZhaZhen development; 3) Transportation capacity and impact; 4) Cost and Benefit and phasing of the development; and 5) Existing site constraints.

The FAR of the site is 3.0 according to the approved Tianlin Sub-District Unit Plan, and building height generally is no greater than 60 meters. As we recommended in the discussion of plan and design control factors, we believe several important signature buildings, anchoring key vistas and justifying the density needed for the underground transit center should exceed the general recommended height.
XIAO ZHA ZHEN
DESIGN GUIDELINES
DESIGN GUIDELINES
IV. The Design Guidelines

4.1 Introduction

4.1.1 The Purpose of Design Guidelines

These Design Guidelines have been established by the American Planning Association in partnership with the Tulane Regional Urban Design Center and the Xuhui District Planning Department to ensure the quality and coherence of the development of the XiaoZhaZhen Site in relation to the greater Xuhui District. All development within the XiaoZhaZhen Site should be made subject to these guidelines and to review by the Xuhui District Planning Department.

These Design Guidelines prescribe the general criteria for the development of XiaoZhaZhen and provide a basis on which to approve or deny development proposals. The design guidelines are also intended to encourage an increased awareness and understanding of the elements that make Xuhui District a successful urban environment within greater Shanghai. Design Guidelines encourage flexibility and variation while representing a high level of quality control upon which planning officials can base their reviews of submitted development proposals. Thereby, the guidelines do not require an exact adherence but rather represent a level of quality that the developer should be held accountable for building and owners for maintaining.

4.1.2 The Review Process

Design Review is intended to allow the city, professionals, citizens, and developers to work together in order to achieve a successful urban environment by guiding development in a manner that is consistent with city goals and policies, fundamental design principles, and to ensure that new development is in the interest of public health, safety, and general welfare.

An Urban Design Review Panel should consist of those with a genuine interest in the areas under review in addition to professionals in the fields of planning, architecture, urban design, landscape architecture, and city policy. In addition to reviewing a development’s conformity to building codes the Panel will examine the manner in which a proposed project relates to the adjacent areas and the community. The Panel will judge the quality of development proposal for those who will work, live, and shop there in years to come. As a result, the process will involve evaluations and judgments that may not be quantifiable. The Xuhui District of the city of Shanghai should adopt the Urban Design Review Process including design guidelines and professional support in order to ensure that these judgments are not arbitrary. Judgments and evaluations of the reviewed projects will be based on: the goals and policies of both Xuhui District and the City of Shanghai; established principles of urban design; site planning; landscape architecture; and architecture.

While the Urban Design Review Process does not dictate a style of design or architecture it is intended to lay out guidelines for development in a manner that identifies concerns of both Xuhui District and the City of Shanghai. The Urban Design Review Process is intended to be dynamic and not solely unilateral. The process should allow for negotiations and discussions between the Panel and the Developer/Designer. This process is intended to spur creative solutions to site planning, architecture, landscape, and transportation planning. These solutions will help ensure the quality of the urban environment, the economic success of the reviewed proposal, and an increasing land value for the area with the addition of the proposed development.
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4.3 Control Area
XiaoZhaZhen is defined as the area bounded by Zhongshan South Road, Humin Highway, Huashi Road, Tianlin East Road, Qinzhou South Road, Puhui Tang, and Yishan Road.

The total area of planned land is 246,240 Square Meters or 24.6 Hectares.
4.4 Concept Plan

Active streets and busy shopping districts characterize contemporary Shanghai. From Nanjing Road to XinTianDi these pedestrian street environments have proven to be highly successful models for retail businesses. This typology of urban environment, the pedestrian street, affords the potential for an aesthetic relationship between Xuhui’s French Concession District and XiaoZhaZhen through the introduction of tree-lined streets and moderately scaled buildings along principal pedestrian corridors.

The recommended scheme intends to establish a hierarchy of streets which is flexible in its ability to organize the appropriate land uses as designated by either the city or developer. This flexibility will encourage an incremental development of XiaoZhaZhen that makes use of existing economic resources in order to spur economic development in the area. A rich variety of spaces for gathering, moving, and enjoying the natural amenities is recommended as an appropriate response to XiaoZhaZhen due to its natural amenity, water, and the functional land use proposed (retail/entertainment). Through variety and flexibility XiaoZhaZhen is ensured the opportunity to meet the needs of the government, developers, and the many publics that will choose to shop and work within its boundaries.

4.4.1 Master Plan A

Master Plan A represents XiaoZhaZhen in its completed and fully recommended state. The area currently occupied by the accounting school has been developed to a standard that corresponds to the recommendations for transportation and building development sited in this document.

4.4.1.1 Land Use

XiaoZhaZhen must embrace and engage a variety of land uses. Retail, entertainment, hotel and office spaces are vital to creating a safe and active environment that operates from the early morning until late in the evening. The development as represented in Master Plan A has a floor/area ratio of 2.75 including 200,000 m2 of Retail, 390,000 m2 of Office, and 90,000 m2 of Hotel space.

Sub grade development represents 204,000 m2 of development

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Percentage of Development</th>
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</thead>
<tbody>
<tr>
<td>Bus Transit</td>
<td>14% (29,000 m2)</td>
</tr>
<tr>
<td>Parking</td>
<td>44% (90,000 m2, 2 floors)</td>
</tr>
<tr>
<td>Service</td>
<td>12% (25,000 m2)</td>
</tr>
<tr>
<td>Retail/Commercial</td>
<td>30% (60,000 m2, 2 floors)</td>
</tr>
</tbody>
</table>

Low Rise Development represents 260,000 m2 of development.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Percentage of Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Transit</td>
<td></td>
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<tr>
<td>Parking</td>
<td></td>
</tr>
<tr>
<td>Service</td>
<td></td>
</tr>
<tr>
<td>Retail/Commercial</td>
<td></td>
</tr>
</tbody>
</table>
Retail/Commercial  40% (104,000 m²)
Office/Business  60% (156,000 m²)

High Rise Development represents 360,000 m² of development.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Percentage of Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Commercial</td>
<td>10% (36,000 m²)</td>
</tr>
<tr>
<td>Office/Business</td>
<td>65% (234,000 m²)</td>
</tr>
<tr>
<td>Hotel</td>
<td>25% (90,000 m²)</td>
</tr>
</tbody>
</table>

The development scenario east of Pu Hui Tang Canal represents an FAR of 3 with 460,000 m² of development spread over 17 hectares. The breakdown of this development should follow the percentages listed above.

4.4.1.2 Building Scale/Massing
Building scale and massing has been developed in a manner that promotes a pedestrian scaled environment with signature high rise buildings. The XiaoZhaZhen site is governed by a height restriction of sixty meters with the exception of sites designated high rise in the XiaoZhaZhen Master Plan. Development is encouraged to remain below seven stories in height where possible in order to heighten the impact of signature high rise buildings at the terminus of prominent view corridors.

4.4.1.3 Public Open Space
The key to the proposed master plan is an emphasis on accessible and usable public open space. Open space in the form of sidewalks, pedestrian streets, waterfront parks, and plazas serves to orient buildings, create a desirable atmosphere, and enhance the economic potential for retail and businesses. The signature Pedestrian Street and waterfront park work together to lay the foundation for a high energy entertainment zone.

4.4.1.4 Transportation
Buildings are arranged on an informal street grid that is responsive to Zhongshan and Pu Hui Tang Canal. The scheme includes a hierarchy of linear spaces the most primary being the entertainment corridor along the south west face of the shopping mall.

A bus terminal and visitor parking comprise much of the underground transportation network while two directional streets that accommodate pedestrians, bicycles, and automobiles comprise the majority of the at-grade network. In the interest of a safe and clean environment the bus terminal and service areas have been placed below grade level. More detail on the transportation planning of the site can be found in section 4.7.

4.4.1.5 Relationship to Xuhui
The development as proposed is essential to inspiring a positive economic impact along Yishan Corridor. The introduction of a successful economic zone at XiaoZhaZhen will enhance the opportunity for increased pedestrian and economic activity between XiaoZhaZhen and Xujiahui.
The development of XiaoZhaZhen will bear a relationship to Central Hui Hai Road an area of high pedestrian activity with high grade shopping and entertainment.

4.4.1.6 Impact on Adjacent Sites
The development’s legible street grid may not be transferable to a neighboring site in all places but certain connections appear promising. The transportation impact on the roads delineating the site’s boundaries will be minimized due to the number and type of internal roads. The positioning of the bus terminal will minimize the impact on the Yishan-Zhongshan intersection.

4.4.1.7 Site Layout
The design of this scheme would incorporate elements of the historic French Concession District with contemporary Architecture. Tree lined streets would shade contemporary building styles. The development should seek out expressive towers to sit along the view corridors. This plan promotes a contemporary aesthetic of a historic ideal while allowing for great flexibility in its layout and design.

4.4.1.8 Feasibility for Success
The plan provided is flexible and offers a variety of options. The principle elements that are required for success of this site are adherence to both the design guidelines and the proposed street network. The design guidelines will promote a responsible level of both development and maintenance on the site. The street network should be understood in its relationship to the given program in order to ensure a safe and clean pedestrian environment.

4.4.2 Master Plan B
Master Plan B represents XiaoZhaZhen with the Accounting School site undeveloped. While this is not recommended it is shown in order to reveal the flexibility of the plan to accommodate a difficult site.
4.4.3 Street Map

4.4.3.1 Site Entrances
The proposed Master Plan for XiaoZhaZhen calls for the development of eight new streets. This street pattern increases the flexibility of both the development and phasing while promoting a safer urban environment to accommodate a range of traffic types including bicycle, pedestrian, bus, taxi, service, and emergency vehicles.

Streets that join into the surrounding infrastructure on both ends are classified as Street Type I and can be identified at streets A, B, D, and F. These streets are through streets and are the principle means for handling the highest quantities of traffic.

Streets that join into the surrounding infrastructure on only one end are classified as Street Type II and can be identified at streets C, E and G. These streets can be maximized by enhancing outflows of traffic and handling ancillary traffic uses.

Streets that do not join into the surrounding infrastructure are classified as Street Type III and can be identified at street H. This street adds access to high density facilities.

4.4.3.2 Site Accessibility
The intention of the XiaoZhaZhen Development is to provide an accessible and pedestrian friendly environment that supports a range of transportation uses. The careful separation of the service and bus functions from the pedestrian and automotive networks the XiaoZhaZhen Development will enhance both the visual beauty and the safety of the environment.
Automobile traffic is accommodated on all streets indicated in the Master Plan. Through traffic is encouraged to move along Street Type I. Visitor entrances to parking principally occur off street D with additional exits possible onto streets E and F. Employee entrances to parking are located on streets A, C, and F. These streets provide efficient zones for queuing traffic on-site during peak hours without conflicting with either visitor traffic or the existing traffic conditions of the surrounding roadways such as Zhongshan or Yishan Roads.

While Taxi drop-off will inevitably occur throughout the street network taxi queuing is encouraged at the designated areas along streets F and G.

Bus traffic both public and private is encouraged to enter the sub-grade bus terminal and parking center via the Zhongshan Road entrance. A twenty four bay bus terminal and large private bus parking lot are provided below grade. This facility will offer direct connections to the exhibition hall and shopping center. Bus traffic will exit onto Nameless Road where it can proceed to either Zhongshan Road or to Qinzhou Road.

Pedestrian access to the site should be provided in three manners: crosswalks, pedestrian bridges, and pedestrian tunnels.

Crosswalks are the principle means for crossing streets in lower traffic areas such as Qinzhou and Nameless Roads. Crosswalks should occur at all street intersections or every 200m, whichever is less.

Pedestrian bridges are the basic means for a pedestrian crossing at the ZhongShan-Yishan intersection. This is recommended due to the high traffic volumes on both of these roads. A tunnel connection provides an alternative to the bridge for connecting across the ZhongShan-Yishan Corridor.

Pedestrian Tunnels should occur between sub-grade parking facilities and the shopping center. These tunnels should be engineered to accommodate the pedestrian traffic of the parking garages. In addition a three segment tunnel should be considered as a means to connect the existing bus terminal to the proposed bus terminal. This three segment tunnel will connect the existing bus terminal to the site’s edge, the site’s edge to the proposed terminal, and the proposed terminal to the shopping center. Segment C is of the highest priority with Segment A of secondary importance.

4.4.4 Program
The intentions of the XiaoZhaZhen Master Plan are not to assign a specific type or quantity of use but rather to establish a flexible system which can be manipulated to increase the efficiency of a range of uses in varying quantities.

The specific programs as represented in the XiaoZhaZhen Master Plan are described in Section 4.4.1.1. The represented quantity of the program has been developed through Shanghai’s Technical Control Guidelines dealing with Floor Area Ratio and further understood through analysis of the traffic capacity of both existing and proposed roads around and on XiaoZhaZhen. The types of uses identified in the program are derived from discussion with the developer, Xuhui Planning Department, and Xuhui District Government Officials. While it has been indicated that Xuhui District desires no new residential construction in many of these discussions the planning team would advise that in general mixed use development include an element of residential construction. The program as represented in the XiaoZhaZhen Master Plan includes no residential development; instead, the represented Master Plan seeks to develop connections to existing adjacent residential developments.
4.5 Key Elements by District
4.5.1 General: Goals of the XiaoZhaZhen Master Plan

4.5.1.1 Pedestrian Oriented Streetscape Network
A pedestrian oriented streetscape network promotes business by offering a safely accessible environment. By separating traffic uses through careful planning strategies XiaoZhaZhen can enhance the quality of the pedestrian zone.

4.5.1.2 Signature Pedestrian Zones
Signature pedestrian zones can be enhanced by their relationship to a specific land use or topographical irregularity. Successful pedestrian zones should offer a variety of uses, street furnishing, and quality landscaping solutions.

4.5.1.3 Waterfront Development
Waterfronts in a project like XiaoZhaZhen represent a special topographical condition. Primary facades facing the waterfront celebrate and enhance the connection to the water.

4.5.1.4 Composing an Urban Street Wall
Buildings should be brought near to the street with parking and auxiliary uses placed internally or at the rear in order to reinforce the urban enclosure.

4.5.1.5 Tree Lined Streets
Tree lined streets establish a strong visual continuity throughout a district while creating an attractive environment. Street trees should also be used to emphasize changes in character between sub-areas within a planning district such as providing a natural filter to park and open spaces.

4.5.1.6 Encouraging High Quality Material Development
The district guidelines are intended to promote the use of high quality materials in development. This will ensure the coherence of XiaoZhaZhen throughout its future.

4.5.1.7 Incorporate Open Space into Private Development
Open Space should be incorporated responsibly into private development. Open space should be usable and enhance both planned and existing infrastructure.

4.5.1.8 Maximize Opportunities for Street Activity
Opportunities to create or enhance street activity should be embraced. Primary entrances should connect to primary pedestrian zones. Buildings should seek to incorporate open and inviting ground floors that embody a variety of uses.

4.5.1.9 Underground Utilization
Parking structures and service functions should be placed underground where possible. Pedestrian circulation when underground should be an attractive space with a clear relationship to points of egress at grade.

4.5.1.10 Power line Solution
Power lines should be included into a greenway. Where possible it is recommended that power lines be buried so as to maximize the potential of the street.
4.5.2 Business

4.5.2.1 Compose an Urban Street Wall

4.5.2.2 Accommodate Structured Parking

4.5.2.3 Envelope Parking with Business and Retail

4.5.3 Expressway

4.5.3.1 Maintain Edge

4.5.3.2 Support Pedestrian Connections

4.5.3.3 Create a Hierarchy of Elevations
4.5.4 Entertainment
4.5.4.1 Create a Signature Pedestrian Zone
4.5.4.2 Offer a Variety of Spatial Types
4.5.4.3 Support Connections to Adjacent Sites

4.5.5 Waterfront
4.5.5.1 Provide a Public Amenity
4.5.5.2 Enhance Vistas within Proposed Concept Plan
4.5.5.3 Multi-level Pedestrian Systems
4.6 Key Elements by Street Types
4.6.1 Pedestrian

- Landscaping should be used to reinforce the structural rhythm of buildings. (4.9.6)
- Building entries should be set back into a building facade. The entry must be the principle component of the facade. (4.8.2)
- A high quality of paving material should be used. (4.9.1)
- Street Lamps should be spaced regularly and in a manner that highlights building entry. Additional sidewalk lighting can occur through the use of tree lamps. (4.9.3)
- Architectural details along the waterfront should be highlighted through creative lighting solutions. (4.9.3)
- Railing and other protective buffers should be of a high material quality and include safety lighting. (4.9.3)
- A high quality of paving material should be used. (4.9.1)
- Pedestrian environments should include street furniture of a high material quality. (4.9.4)
- Building Lamps should have a stylistic relationship to Sidewalk Lamps. (4.9.3)
- Landscaping should be used along the waterfront to create a unified waterfront image. (4.9.6)
A complimentary palette of materials and colors adds coherence to any district. Here slate, wood, stone, brick, aluminum and glass are used to create a historic Asian aesthetic. (4.8.1) Architectural details on rooftops and at the cornice line add richness to the urban character. (4.8.2 and 4.8.5)

Arcades provide a desirable sheltered one in pedestrian environments. This adds variety in pleasant seasons and makes a shopping development flexible enough for rainy or sunny seasons. (4.8.3) Fenestration at a buildings base should be set into a masonry facade. (4.8.4)

The depth of the arcade in the retail area should not exceed four meters. It should be sized in relationship to the building height in order to ensure that it reinforces a sense of scale in both plan and elevation. (4.8.3) Restaurants and shops should make use of outdoor areas in the pedestrian zone to ensure a high level of street activity. (4.9.4)

Street Lamps should be spaced in a pattern that either reinforces important pedestrian corridors. (4.9.3) Signage may be mounted perpendicular to the building facade behind an arcade or on a secondary pedestrian street. (4.10). Lighting for this type of signage should be limited so as not to allow the buildings to be the predominant street elements. (4.9.3)
High-rise Towers at the ends of view corridors provide pedestrians with a visual cue by which to locate themselves in relation to the activities of the site. (4.11.1)

Buildings should be divided into horizontally legible layers. Taller buildings should step back from the base in order to establish a more human-scale intimate scale along the street wall. (4.8.2, 4.8.3)

Glass curtain walls should be set back into the facade and divided with vertical elements in order to establish a sense of scale that corresponds to that of the building's base. Glass curtain walls should not compose the base. (4.8.4)

A variety of street furniture and landscaping should be used to enrich the quality of high traffic pedestrian spaces. (4.11.1)

Decorative tree grates should be of a uniform style and spaced regularly to order the landscaping along the pedestrian corridors. (4.9.6)

Building entries should be set back into the building facade. Aligning a building entry with a secondary street will enhance the activity of the secondary street. (4.8.2)

Landscaping elements should be used to reinforce the structural rhythm of buildings. (4.9.6)

'lass curtain walls should be set back into the facade and divided with vertical elements in order to establish a sense of scale that corresponds to that of the building's base. Glass curtain walls should not compose the base. (4.8.4)
4.6.2 Vehicular

In order to maximize the potential of waterfront development special care should be paid to the water quality. (5.4)

Building facades should include arcades and balconies facing the waterfront. (4.8.3)

Landscaped buffers should separate bicycle and automotive zones of the roadway. (4.7, 4.9.6)

Decorative tree grates, benches, detailed paving patterns, street lamps, and landscaping should be composed to create a comfortable pedestrian environment. (4.9)

Major thoroughfares should accommodate bicycle lanes where possible. (4.4.3)

Street lanes for automobile traffic should range from 3.25-3.75 meters in width. (4.4.3)
In order to promote a safe environment for a variety of traffic uses sidewalks, bicycle lanes, street lanes, boulevards, and service entrances should be scaled according to the provided guidelines. (4.7)

Separation of bus traffic from the grade level will increase pedestrian safety and make efficient use of underground space. (4.7.1)

Bus staging areas should be organized so as to provide an efficient system of movement. Staging platforms should be spaced so as to allow for bus traffic to pass. (4.7.1)

Landscaping in parks should create an ideal vision of the natural environment. (4.9.6)

Boulevarded streets provide a nice transition between development and public parks. They enhance the green image and provide a safe one for pedestrian crossing. (4.4.3)

A special paving condition should occur that provides aid to the handicapped. (4.9.1)
4.7 Transportation Guidelines
These transportation guidelines are intended to introduce methods for planning mixed use site development that offer a high degree of flexibility while avoiding potential traffic use conflicts. Transportation planning is dependent on an understanding of the potential conflicts a proposed development will have on existing infrastructure and an understanding of how various traffic uses impact the overall environment of various development types.

4.7.1 Bus
Bus traffic is separated into three categories: shuttle, tourism, and commuter. Generally, it is best to seek traffic solutions that minimize number and scale of intersection points of bus and alternate traffics where these traffics might create a confusing, unsafe, or inefficient traffic situation to occur. This is especially important in areas that harbor bus terminals and inter modal transit stations.

Shuttle buses are generally large vans and might be used to pick up as many as 20 persons from one location and take them to another. These types of bus services are commonly found at hotels transferring passengers to and from the airport. The shuttle bus may use the XiaoZhaZhen street system but are encouraged where possible to limit their pick up areas to the streets labeled E, H, and G in the Street Map section 4.4.3. Pick up areas should occur directly in front of the primary business they serve and should remain parked for no more than thirty minutes. Shuttle buses originating from offsite locations and traveling to XiaoZhaZhen will be classified as Tourism buses and must follow the guideline below.

Tourism buses are generally single and double decker buses of up to 12 meters in length accommodating a large number of tourists. These buses originating offsite bring shoppers and visitors to XiaoZhaZhen for a scheduled period of time or at regular intervals. These buses should access the sub-grade transit station via the Zhongshan Road Ramp and park in the designated areas. Buses with regular drop off and pick up schedules must arrange with the city or appropriate transit authority for a drop off bay in the appropriate area of the transit station.

Commuter buses are generally single and double decker buses of up to 12 meters in length accommodating a large number of regular travelers. Commuter buses will use XiaoZhaZhen as the principle transfer station in Xuhui District. XiaoZhaZhen transit station as presented can support as many as twenty four commuter buses at one time with the potential for expansion. Commuter buses are required to access the sub-grade transit station via the Zhongshan Road Ramp and proceed to the designated bay.

4.7.2 Taxi
Taxi traffic is an inevitable and indispensable piece of the public transportation network in major cities. Taxi queuing stations should occur on the streets labeled F and G in section 4.4.3.

4.7.3 Services
Service vehicles are generally undesirable at grade and should never park in a manner that obstructs a public right of way in order to deliver goods, pick up trash, etc. Streets A, C, E, and H as labeled in section 4.4.3 should provide adequate access for the necessary services. It is recommended that where possible service areas are provided below grade so as to maximize the development potential of the site. Sub-grade service areas should only be accessible from streets A, C, E, and H.

4.7.4 Underground
Underground pedestrian connections are recommended in order to better accommodate the movement of persons between XiaoZhaZhen and the opposite side of Zhongshan Road. These pedestrian tunnels should be no less than 8 meters wide and should occur a minimum of 6 meters below grade level. Additionally pedestrian tunnels should connect sub-grade shopping and visitor parking garages. A three segment tunnel connecting the existing bus terminal (Zhongshan Clover Leaf) to the proposed bus
terminal and shopping center is recommended.

Two planned rail lines run below the North Eastern corner of XiaoZhaZhen. It is important that all development above these lines follow the application and permitting procedures as laid out by the City of Shanghai.

4.7.5 Parking

4.7.5.1 On-Street Parking
On street parking can be found on streets labeled A, B, C, E, and H. Street Parking spaces should be metered in all cases. These spaces should be 2 meters in width and a minimum of 5 meters in length.

4.7.5.2 Surface Parking
Surface parking should be located on blocks and streets where they best serve their function without jeopardizing the pedestrian quality of the downtown. No surface parking lots are recommended for XiaoZhaZhen.

4.7.5.3 Structured Parking
Structured parking structures should be designed so that they create a visually attractive and active pedestrian environment through the use of a retail/commercial wrap. All above grade parking structures should be wrapped with two stories of retail/commercial use to shield the parking facility from the street and to enhance the visual quality of the building. Wrapping the entire façade of the parking structure above two stories with office use is recommended. The minimum depth of the first floor of the wrapping element of retail and/or office space is 8 meters and the maximum depth is 11 meters. The minimum depth of the second floor and above of the wrapping element is 5 meters and the maximum depth is 11 meters.

4.7.6 Planned Off-site Infrastructure
The south railway station and a number of newly proposed transportation lines are under discussion in Shanghai. It is highly recommended that any new transit lines linking the South Station and Xujiahui accommodate an intermediate stop at XiaoZhaZhen. A stop at a point near the Yishan-Zhongshan Intersection would provide a positive gateway allowing for easy transfer to XiaoZhaZhen’s bus terminal and access to the planned entertainment zone.

Connections to the off-site rail stations cited in section 4.7.4 should occur through bridge and/or tunnel systems that promote a safe means for a high volume of pedestrian traffic to transfer between stations.
4.8 Architectural Vocabulary
A coherent development will establish parameters in order to organize patterns amongst the visual elements that comprise the vertical edge of the street and horizontal streetscape. A material and color scheme, a legible building base, a regular street wall, a rhythmic approach to fenestration and a clearly visible cornice or bulkhead can be used to enhance the coherence and create a more exciting and accessible street edge.

4.8.1 Material and Color
Complimentary colors add coherence and provide a pleasing urban sense of place. Materials should reinforce the feeling of quality and permanence reflects the values and urban character found in the Xu Hui District. Use building materials that are familiar in their dimension and that can be repeated.

4.8.2 Base
The lower floors of buildings are important in establishing the character of the streets. In general the base of buildings in XiaoZhaZhen should be comprised of commercial, retail, office and cultural uses.

A two story masonry base on all commercial and office buildings must unify the respective facades. Variation of window types within the base of the building is encouraged to accommodate the range of uses within XiaoZhaZhen. The maximum width of a continuous bay should not exceed 6 meters.

Lighting should be installed on the base of the buildings and incorporated into the landscaped setbacks to provide soft lower level illumination to both the sidewalk and architectural details of the building. Free standing lighting should be limited to entries and gathering places.
4.8.3 Street Wall
A continuous street wall reflects the tradition design of historic Chinese streets while accommodating the need for high density and the creation of urban public space. Interruptions to the street wall cause conflicts and confusion and a lack of sustained interest. Mid-block cuts to the curb and street wall are prohibited on these streets: B, F, G (northern portion).

Arcades
Ground level arcades, a welcome feature for pedestrians in rainy and hot seasons, are required on blocks 4, 7, 10, and 12 as designated in the diagram below. The depth of the arcade should relate to the scale and height of the building but should never exceed 4 meters nor be less than 2 meters.

4.8.4 Fenestration and glazing
The fenestration of buildings provides a sense of safety, scale and rhythm at the street level. Building facades should reflect vibrant urban patterns and provide continuous interest for the pedestrian. Openings and bays should reinforce the human scale.

Window frames except glass block should be recessed at least 2 inches from the exterior building face at the ground level.

Windows shall have sills and trim and lintels in the retail and entertainment districts.

Vertical, square or rectangular orientation for upper story windows is required. Round, triangular, or diamond shaped fenestration is unacceptable.

The ground floor of all street facing facades at street level shall contain at least 50% openings (windows and doors).
4.8.5 Rooftops/Bulkheads
An articulated roofline or cornice is to be designed as a major decorative feature. The height of the roof parapet wall should be maximized in order to minimize the appearance of any ancillary equipment (Attach Figure).

4.9 The Streetscape
The concept of a street hierarchy is based on understanding and assigning how different streets function. The street environment should provide for the efficient movement of traffic volume while buffering pedestrians from traffic impacts.

Pedestrian Streets or Malls are the most intensely used pedestrian zones within XiaoZhaZhen. This public shopping, festival, and gathering place will remain vehicle free at all times and carry a unified paving pattern throughout. Intense landscape treatments, including seasonally-varied plantings and coordinated street furniture will add to the pedestrian ambiance.

Major corridor streets such as A, B, D, and F accommodate the largest quantities of automobile traffic moving through XiaoZhaZhen. Streetscape features should be designed to buffer pedestrians from traffic impacts, provide greater building setbacks and accommodate bicycle lanes with lane dividing planters.

All streets within XiaoZhaZhen should share common features in order to establish a unified image. At minimum, these should include similar sidewalk scoring patterns, similar paving materials, similar street trees and tree grates, coordinated street furniture, a consolidation of streetscape elements such as newspaper vending boxes, traffic and directional signage, and pedestrian scale street lighting.
4.9.1 Curb Zone
The curb zone should consist of a 1.25 meter wide area measured perpendicular from the inside of the curb that may include the following:
- Brushed concrete tooled in a .625m x .625m square pattern parallel to the street (not diagonal)
- Street trees in appropriately sized grates or raised planters. Grates should align with the paving pattern score lines and be placed with careful consideration of sidewalk use, such as sidewalk café or curb cuts.
- Street elements which do not interfere with people accessing cars parked at the curb, mail boxes, trash receptacles, bus stops, bollards, and news racks.

4.9.2 Pedestrian Zone
The sidewalk pedestrian zone is the area that must be kept clear for pedestrian movement, and free of all obstacles. The pedestrian zone should comprise the following:
- An unobstructed pedestrian area of no less than 2.5 meters is allowed between vertical elements such as trees or poles and buildings throughout XiaoZhaZhen. An unobstructed area of no less than 3 meters is allowed along pedestrian malls.
- Brushed concrete tooled in a maximum 1.25m x 1.25 m pattern parallel to the street with brick accents. The location of tree grates or other elements may regulate the exact dimensions of the scoring pattern.

Variations
A different concrete scoring pattern or surface material such as brick may be used to run perpendicular to the sidewalk pedestrian zone or extend out vertically from the building or property line. Such variations should highlight the location of a special architectural feature such as an outdoor eating area, plaza, or building entranceway.

A different surface material is also recommended running parallel to the sidewalk pedestrian zone in order to serve the handicapped. This surface pattern should incorporate the standard practices as guided by Shanghai development. This includes a narrow strip of textured pavers with a separate paving for crossing points.

4.9.3 Corner Zone
The basic corner zone should include the following elements:
- A pedestrian area or clear zone that is free of obstacles and lined up with the sidewalk pedestrian zone. This area should be made of brushed concrete scored in a .625m x .625m square pattern parallel to the street (not diagonal). This smaller pattern is intended to distinguish the corner zone from the rest of the sidewalk. Only essential elements such as signal posts are allowed. Bike racks, news racks and benches are prohibited.
- Corner “amenity areas” incorporating benches, bike racks, news racks, and similar elements should be located either side of the aforementioned clear zone. Benches and bike racks should be organized parallel to the street. Bike racks should be situated on the street side rather than the building side of the amenity area. The building side of the amenity area should be fronted on the sidewalk side by the aforementioned amenities.

4.9.4 Cross Walks
Pedestrian crosswalks should be a minimum of 3 meters wide, constructed of brushed concrete scored in a 1.25m x 1.25m square pattern parallel to the street. Concrete strips measuring .3125 m in width should occur at either side of the 3 meter wide walkway scored in .3125 m square pattern. Handicapped accessible ramps should connect the pedestrian crosswalk to the corner.
4.9.5 Intersections
In general, the central area of the intersection should be made of the same material as the surrounding street surfaces. Special paving or public art may be used to highlight an important street or pedestrian connection.

4.9.6 Extensions into the public right-of-way
The most critical dimension in measuring the width of an extension is the area for pedestrians. No less than 3 meters is allowed between the edge of the extension and any other vertical obstruction such as trees or poles.

Extensions into the public right-of-way can be up to 2 meters, measured perpendicular to the building or property line.

4.9.7 Street Lighting
Pedestrian street lighting should illuminate the sidewalk at a level that is consistent with the pedestrian activity rather than vehicular activity. Spacing should be standard but may vary to accommodate existing vehicular street lights or street trees.

For pedestrian scale lighting located in the curb zone, fixtures should be 3 meters high. When arranged in a linear pattern they should be spaced between 12 and 18 meters apart. On major thoroughfares a custom street light fixture that incorporates both pedestrian and vehicular lighting may be used.

Lighting fixtures that are mounted on buildings should accent architectural or landscape features. It is recommended that in XiaoZhaZhen hanging lamps be used to in a regular rhythm along pedestrian corridors.

4.9.8 Benches
A standard bench should be arrived at for XiaoZhaZhen. Variations to this standard bench such as the material, seating (single or multiple), and color should be discussed with the Xuhui Planning Department.

4.9.9 Bicycle Racks
Bicycle racks should be grouped together and arranged in a regular pattern rather than dispersed randomly. Locate bike parking in high demand areas such as at the ends of the pedestrian corridor and the edges of the centralized park.

4.9.10 Trash Receptacles
Trash receptacles should be made of a high material quality. Locate receptacles at street corners in high pedestrian activity areas. One trash receptacle should be provided for each 100 square meters of sidewalk space. High use areas such as eating spots should allow for increase capacity in the trash receptacles.

4.9.11 Landscaping/Forestation
Forestation occurs on four levels: the street, the park, the pedestrian zone, and the waterfront. Appropriate landscaping of the streets can humanize the scale, provide a comfortable shade condition, establish continuity of image where exists differences of use, and differentiate streets from service alleys. Landscaping in parks is intended to establish a reference to the natural environment and provide adequate release space in areas prone to high density pedestrian movement. In the pedestrian zone trees provide necessary shade but should have a lower density of foliage so as not to block signage or compromise vistas. Along the waterfront landscaping references the natural condition and can enhance that aesthetic by composing the majority of the elevation for the waterfront edge.
While a variety of tree species throughout XiaoZhaZhen is encouraged in order to reduce the negative impact of tree disease and pests some consistency should be maintained by planting trees of a similar scale and shape throughout the site. Trees planted in two rows should be of the same species. Building entrances and window bays should be designed with tree spacing in mind.

The principle tree of the French Concession District is commonly referred to as the Plane Tree. The Platanus Orientalis (Oriental Plane Tree), Platanus Acerifolia (London Plane Tree), and their hybrids are acceptable species for the predominant street tree throughout XiaoZhaZhen. Additional street trees and appropriate landscape features should be approved through the appropriate established departments in the city of Shanghai and Xuhui District.

4.10 Signage
Signage is a necessary and integral component of the urban landscape. In general, commercial signs should be functional. Signs may identify businesses or provide information. Occasionally signage may be used to enhance an area of architectural interest. Signage should be easily legible and integrated with the building’s façade.

While the predominant method for locating signage may vary according to use or by district it is important that a high standard is adhered to in the location, material, and illumination of signage. Through careful coordination of lighting, color, placement, and display window design the entire storefront can become a highly attractive and effective sign.

Signage can set the tone for a district’s character. For instance, neon or vibrant signage can enhance a sense of high levels of activity while muted signage can create a sense of professionalism and prestige.

Confusing signage laden with competing visual images is commonplace in China. These competing images, often covering the entire ground floor of buildings, distract rather than inform customers. Less is often more in signage; fewer color tones in graphics, greater legibility of the typefaces, and smaller but more appropriately located signage will enhance the quality of display windows and allow visitors a clear understanding of the business the sign represents.

These XiaoZhaZhen guidelines are intended to introduce a new standard to Shanghai that accommodates variety while minimizing confusing and competing images. Signage will become a tool in establishing a sense of place rather than a detriment to it.
4.10.1 General
Signage should not obscure important architectural details. Signs should align with other signs on the block to create a clear pattern of façade features. Signs should be positioned to emphasize the details of the façade, to draw attention to entrances, or to emphasize a display window. When several businesses share a building signs should be aligned or organized in a directory.

Signage can be for informational purposes only such as a business name and it should be located in relation to the site that it serves. Signage should relate in color and material to the facades in which they are placed.

Signs shall not protrude past the primary plane of the building facade in all areas except the entertainment zone and in retail areas.

4.10.2 Wall Signs: signs parallel to the building façade
Wall signs should be positioned within architectural features such as the panels above storefronts, on the transom, or flanking doorways. Wall signs should align each other to maintain a clear pattern across the building façade.

4.10.3 Projecting Signs: signs perpendicular to the building facade
Projecting signs are encouraged in retail and entertainment areas.

Retail areas are permitted small signs perpendicular to the face of the building hanging near the entry. Projecting signs are encouraged to take on their own shape and incorporate symbols. Lighting external to the sign surface with illumination directed toward the sign surface is preferred. Internally lit signs are discouraged in all areas of the site.

Neon signs are encouraged within the entertainment district. Neon signs will not be permitted in any area other than the entertainment district. Neon signs may occur at any point above the ground floor of the building and should be no more than 15 meters in height.
4.10.4 Awning Signs
Awning Signs are encouraged. Awnings should provide shade and add variety to the streetscape. Awnings must emphasize details in the façade and bear a relationship to the overall pattern of the building’s base. Awnings located at the building’s entry should carry the building’s name. Awning signs along the ground floor level of the façade should be no less than 2.5 meters from the sidewalk to the sign.

4.10.5 Temporary Signs
Temporary signs such as menu boards may be used in the entertainment district during business hours. Such signs must not interfere with the pedestrian right of way.

4.10.6 Roof Signs
Roof signs are discouraged in all areas of the site in favor of the aforementioned signage types.

4.10.7 Size
The total area of all wall signage may not exceed fifteen percent of the area of the portion of the building façade between the ground and third floor.

4.10.8 Materials
Sign materials should be durable and easy to maintain. Appropriate sign materials include carved wood; epoxy letters; galvanized sheet metal; slate; stone; painted, stained, or sandblasted glass; or clear and colored acrylic.

4.10.9 Illumination
Lighting external to the sign surface with illumination directed toward the sign is preferred with the exception of neon signs. Internally lit signs are discouraged in all areas of XiaoZhaZhen.

By coordinating lighting intensity, color, sign placement and display window design the entire storefront can become an effective sign. The light level of signage should not overpower the façade or other signs on the street. Light sources should be shielded from pedestrian view.

4.10.10 Parking
Monument parking signs should be placed at the sites edge in order to direct visitor traffic. Additional parking signs may occur at the entrance to the parking garage.

4.10.11 Street Signs
Street signs should be limited where possible to one pole. Street signs should conform to city standards. Additional labeling of street names is encouraged within the sidewalk paving at corners and crossings.
IMPLEMENTATION STRATEGIES