

International Bidding of the Urban Design Guidelines for
the Urban Renewal Unit of Shenzhen Xiaomeisha Area

Working Rules

Host: Shenzhen Special Economic Zone Development Group Co., Ltd. (SDG)

Undertaker: Shenzhen SDG Xiaomeisha Investment & Development Co., Ltd.

Consultant: Benecus Consultancy Limited

2018. 12

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Contents

Part I Working Rules

Project Background

Bidding Goal

Bidding Scope

Organization

Design Basis

Basic Rules

Qualification & Registration

Timetable (Pending)

Requirements on Conceptual Proposals

Validity of Conceptual Proposals

Evaluation Method

Fees

Copyright & Legal Issues

Miscellaneous

Project Background

As one of the three core cities of the Guangdong-Hong Kong-Macau Greater Bay Area and one of the most economically competitive and dynamic cities in the world, Shenzhen, which is also a modern and innovative coastal city, is making every effort to build itself into a leading maritime capital of the world .

Located in the eastern golden coastline of Shenzhen, Xiaomeisha adjoins Dapeng New District on the east, Dameisha on the west, MaluanshanSurburb Eco-Park on the north and Dapeng Bay on the south. It is 28 kilometers away from Futian downtown area and has stunning mountains, lakes, beaches, reefs sand other coastal resources. It is one of the seaside leisure and tourism areas with natural beaches and being nearest to Shenzhen downtown area. In the future, Xiaomeisha will build a world-class urban coastal tourism resort with extraordinary mountain and sea tourism resources based on the theme of “creating a delicate Xiaomeisha Town that embraces the ocean”.

The master plan for the 253 hectares of Xiaomeisha Area is aiming to f a coastal vitality town integrating tourism, residence and industry, and world class urban costal tourism resort, and world level costal feature town for people to enjoy mountain and sea at zero distance. The northern part is planned to be renewed into an eco-park with natural settings of outdoor sports, while the south is scheduled to focus on leisure resort, business conference, high-end medicine and health care and water sports.

As one of the earliest developed coastal tourism resorts since establishment of Shenzhen as city, Xiaomeisha has won the honors of one of “Ten Scenic Spots of Shenzhen” and “Eight Scenic Spots of Pengcheng”. With 30 years’ development, currently, there are “Xiaomeisha Resort”, “Xiaomeisha Sea World”, “Xiaomeisha Hotel” and etc. in Xiaomeisha. It receives an annual tourist volume of over 2 million person-times.

Bidding Goal

The International Bidding aims to look for forward-looking and workable design solutions of urban renewal unit at home and abroad, thus providing framework design guidance for the follow-up work of outstanding planning and construction with comprehensive planning research and systematic design.

Bidding Scope

Xiaomeisha Area holds a master plan area of 3.87million square meters, including 2.53 million square meters of land and 1.34million square meters of sea area. Coastline is about 4kilometers long.

Scope of this bidding refers to 152,800 square meters urban regeneration space and 16,600 square meters plot within the area. Plot area stipulated in statutory plan is

•
International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen
Xiaomeisha Area
· Working Rules

137,400 square meters.

Figure 1 Scope of the International Bidding

Organization

Host: Special Economic Zone Development Group Co., Ltd. (SDG)

Undertaker: Shenzhen SDG Xiaomeisha Investment & Development Co., Ltd.

Consultant: Benecus Consultancy Limited

Contact Information

+86 755 8290 7866

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International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen
Xiaomeisha Area
· Working Rules

+86 136 3160 0111

Mr. Zhang (for Chinese)

Tel. +86 755 8290 7866

Mob. +86 136 3160 0111

+86 755 8218 6359

Ms. Chen Tel. +86 755 8218 6359

Fax: +86 755 8290 9299

xiaomeisha2018@qq.com

Email: xiaomeisha2018@qq.com

Design Basis

5.1

Working Rules of the International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen Xiaomeisha Area;

5.2

Design Brief of the International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen Xiaomeisha Area (Official) (for conceptual proposal reference only);

5.3

Relevant plans and basic materials provided by the Host;

5.4

Provisions of current related laws, regulations and normative documents of PRC, Guangdong Province and Shenzhen Municipality.

Basic Rules

The International Bidding is open to registration, and excellent design teams at home and abroad are welcome to register by the regular registration deadline. The bidding will be divided into three stages, namely, “The Stage of Prequalification”, “The Stage of “Conceptual Proposal Formulation” and “The Stage of Deliverable Optimization”.

Once a design team makes a registration for the International Bidding, it is deemed to have accepted all the rules and regulations required by the Work Rules.

6.1 Prequalification

This International Bidding is open to registration. The jury panel of prequalification will carry out a comprehensive review on their design qualifications, comprehensive strength, similar kind of design experience, awards, reputation of designer-in-chief and professionalism of design team, and select out four design teams (design consortiums included, similarly hereinafter) from the applicants to issue the *Invitation to Formulate Conceptual Proposal* (two alternatives will also be selected to take place in order in case any invited team quits).

6.2 Conceptual Proposal Formulation

Four design teams shall formulate conceptual proposals which shall include the conceptual solution and recommended scheme with a good grasp of the project and its key and difficult points.

6.2.1

Conceptual Proposal: In addition to the understanding of this project, the conceptual proposal shall include the key and difficult problems, as well as their initial solutions, methods, ways or referable modes. It shall clearly present the basic planning and design concept, design ideas, technical approaches, conceptual scheme and composition of deliverables, etc. The design concept and ideas can be expressed in various ways and too many drawings are not encouraged. The principle of preparing the conceptual proposal is to clearly express the design concept, which can be expressed in simple drawings or less formal free-hand sketches. Considering too much description would affect the experts' understanding of the main purposes, it is required that the text length of the conceptual proposal should be within eighty one-side pages (excluding the cover page and blank page) in A3 size.

6.2.2 Submission and Evaluation of Conceptual Proposals

Conceptual proposal deliverables shall be submitted before 17:00, Feb. 27, 2019.

Experts of the field and representatives of the Host will be invited to set up the jury panel and carry out evaluation on the submitted conceptual proposals.

After the evaluation, the Host will set up the bid selection panel, which will make a final decision on the first-place winner by giving consideration to the expert evaluation result. The first-place winner enjoys the priority to win the bid.

6.3 Deliverable Optimization

The winning bidder shall draw on the advantages from other bids and turn its conceptual proposals into formal deliverables and specific guiding documents through in-depth integration and consolidation based on expert evaluation suggestions and requirements of the Host. It shall organize one or two workshops for follow-up improvement and optimization on their conceptual proposals. In case the first-place winner gives up the deliverable optimization task, the second place winner would take place to win the bid in order, and the bonus previously enjoyed by the second will be given to the first-place. Ranking and bonus of other design teams remain unchanged.

Qualification & Registration

7.1

Applicants are not required to have domestic planning qualification of PRC for this International Bidding, while the relevant qualification should meet the current requirements of the practice areas where the applicant's HQ is located. Design firms home and abroad with urban design experience are warmly welcome to take part in this International Bidding.

7.2

Design teams with following experience are preferred:

Rich formulation experience of urban design guidelines;

Numerous successful cases of urban design practice.

7.3

Planning designers participating in this International Bidding should be registered personnel of the design team. The chief planning designer should be those who have presided over many similar planning and design projects, and should be involved in the whole bidding process in person. To ensure that the project planning designers of foreign design firms have a correct understanding of the background of China and relevant requirements, at least one project planning designer with proficient Chinese language skills shall be included.

7.4

Registration of design team that meets requirements in the Working Rules and applies independently or in the form of consortium will be accepted. Personal registration is not accepted.

7.5

Conceptual proposals by uninvited design teams are not accepted.

7.6

Design teams that have registered for the International Bidding are not allowed to

participate with other design firms in the form of consortium or as consultant.

7.7 Registration Process

Design teams shall submit registration papers to register for the International Bidding.

Registration papers shall include:

Registration table (original, with signature and seal);

Introduction of the design team;

Commercial registration certificate (duplicate, with seal)

Documents related to qualification and awards (duplicate, with seal)

Legal representative certificate, letter of authorization from the legal representative (original, with company seal or signature), ID proofs of the legal representative and the trustee (duplicate of ID or passport, etc., with company seal);

Design consortiums shall submit the 'Design Consortium Agreement' (original, with company seal), jointly signed by all the design firm members and specifying the leading design firm;

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International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen
Xiaomeisha Area
· Working Rules

Performance data of similar planning & design projects shall include: project name & location, project scale (floor area of the planning & design), design content undertaken (urban planning and design), main design personnel, current condition of the project (ongoing or completed), project images (planning & design renderings or real scene photos) and relevant evidential materials (contract, bid-winning notice etc);

Resume and professional background evidential material of the design team members, and evidential materials or explanation of similar projects for them: for example, bid-winning notice of other projects, copy of the seal & signature page of planning and design contracts, planning & design renderings (ongoing) or real scene photos (completed);

Other materials deemed helpful by design teams.

word PDF

xiaomeisha2018@qq.com

Hardcopies of the registration documents (7 copies, with at least one bearing signature and seal) shall be delivered by a designated person or posted to the Undertaker before the deadline (the time that the Undertaker receives them shall prevail). In addition, the electronic version of the project proposal (Word or PDF format) shall be e-mailed to the Undertaker at xiaomeisha2018@qq.com by the

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International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of

International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen
Xiaomeisha Area
· Working Rules

Note: Applicants might send the application documents to the Undertaker by email. With confirmation, applications then shall send the complete application documents and post. The application documents shall be sealed independently first and then gathered together in an opaque sealed package whose cover shall be marked as “Application Materials for the International Bidding on Urban Design Guidelines of the Urban Renewal Unit of Shenzhen Xiaomeisha Area” and name of the applicant.

Timetable (Pending)

Date	Item
Dec. 12, 2018	Release the Announcement, Working Rules, etc.
Dec.12, 2018-Jan. 2, 2019	Registration
Before 17:00, Jan. 2, 2019	Registration Deadline
Before Jan. 07, 2019	Carry out preliminary review on the application documents submitted by the applicants, and select four design teams to issue the Invitation
Before Jan. 07, 2019	Release the prequalification result and issue <i>the Invitation to Formulate the Conceptual Proposal</i>
Jan. 14, 2019	Site visit and Q&A
Jan. 7, 2019- Feb. 27, 2019	Design Stage
Before 17:00, Feb. 27, 2019	Submission of conceptual proposal
2019 2 28 Feb. 28, 2019	Hold the evaluation meeting on conceptual proposals
2019 3 6 Before Mar.6, 2019	Release the evaluation result

Note: 1. The timetable above is based on Beijing time, and the Host reserves the right to amend

the agenda.

2.The content of the Design Brief will be appropriately adjusted and supplemented according to the opinions of the experts and its official version will be released to the invited design teams for conceptual proposal formulation reference during the Site Visit.

Requirements on Conceptual Proposals

9.1

The conceptual proposal shall comply with provisions of regulations and normative documents for urban planning and design of PRC, Guangdong Province and Shenzhen Municipality, and meet the requirements on conceptual proposals set in the *Working Rules of the International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen Xiaomeisha Area (Official)*. Meanwhile, the design narratives shall be complete, clear and accurate.

9.2

All the documents of conceptual proposals shall be signed and sealed by design teams. 10 sets of complete original copy shall be marked with the company name on the front cover, signed by the designer-in-chief, affixed with the chop of the design team, and sealed together.

9.3

Apart from hardcopy documents of conceptual proposals, participants shall also provide a set of A0 display board (no more than 6 pieces), USB disk of electronic

document in duplicate (includes electronic version of the design brochure, the automatic multimedia presentation file, the presentation document, display boards and related drawings)

9.4

Conceptual proposals shall be delivered or posted once and for all to the address appointed by the Host before the submission deadline of each stage (the submission address will be notified afterwards).

Validity of Conceptual Proposals

Deliverables submitted before the appointed deadline and met the requirements in bidding documents of conceptual proposals are treated as valid. It would fail in any of the following situations:

Conceptual proposals that the time of receiving is overdue;

Conceptual proposals not submitted simultaneously;

Content of conceptual proposals changed after submission;

Conceptual proposals not signed and sealed as required;

Conceptual proposals that are unoriginal, have been published or deemed as similar to other design schemes by more than 1/2 (1/2 included) of the jury panel;

Conceptual proposals that are outsourced or done with the participation of personnel from other firms;

Conceptual proposals that are deemed as potboiler by more than 1/2 (1/2 included) of the expert jury panel members;

Conceptual proposals submitted by design firms who are deemed as unqualified for this International Bidding according to this Working Rules.

Invalid conceptual proposals shall be taken back by their design firms within seven days of the notice, and the Host will not pay for them. Those overdue unclaimed invalid conceptual proposals will be scraped by the Undertaker.

Evaluation

11.1 Prequalification

After the registration deadline, the jury panel of prequalification consisting of experts and representatives of the Host invited by the host will carry out evaluation on the application documents submitted by design teams. Four design firms (two alternatives excluded) will be selected to issue the *Invitation to Formulate the Conceptual Proposal*. Those design teams with invitation shall attend the Site Visit together.

11.2 Evaluation of Conceptual Proposals

•
International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen
Xiaomeisha Area
· Working Rules

Those design firms with the *Invitation to Formulate the Conceptual Proposal* shall formulate the conceptual proposal according to relevant requirements. After submission of deliverables, the jury panel of experts set up by the Host will carry out review on the valid deliverables.

Five or more odd-numbered prestigious experts and representatives of the Host at home and abroad will be invited to constitute the jury panel for this International Bidding.

The evaluation meeting on conceptual proposals will be carried out by disclosed ballots. The presentation will be conducted by automatic multimedia demonstration, presentation by bidder representative and Q & A.

Bidder representative shall answer questions at designated location according to guidance, while walking around and taking photos in the meeting room won't be allowed.

The jury panel will vote the top four conceptual proposals (no ranking required for the top two) by open ballots, on the basis of meticulous study on each scheme and thorough discussion.

The final first-place design team for the International Bidding will be decided by

the evaluation selection panel.

Evaluation Criteria

The evaluation shall be carried out according to relevant requirements in the Working Rules.

Organization of Evaluation

The demonstration sequence of each scheme will be decided through draw-lots-method by representatives of the design teams. The multi-media auto-play demonstration will be used for presenting the scheme. Each scheme will have no more than forty minutes (translation time included) for the presentation and clarification.

Fees

12.1 Bonus

The four design teams with the *Invitation to Formulate the Conceptual Proposal*, whose conceptual proposals can win corresponding bonus after expert evaluation:

;

The first-place winner decided by the bid selection panel will be given the priority to sign the *Deliverable Optimization Contract of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen Xiaomeisha Area* with the Host,

and will receive RMB Three Million (3,000,000.00 Yuan) of integration and optimization fee after its final deliverable meets the deliverable optimization requirements and is accepted by the Host.

2nd Prize: RMB Eight Hundred Thousand Yuan (8,00,000.00 Yuan)

3rd Prize: RMB Six Hundred Thousand Yuan (600,000.00 Yuan);

4th Prize: RMB Five Hundred Thousand Yuan (500,000.00 Yuan).

12.2 Payment Terms

All the design fees concerning this International Bidding (bonus etc. included, similarly hereinafter) will be paid in Renminbi, and taxes levied on design fees will be borne by design teams themselves.

For design teams applying as a consortium, the Host will only be responsible to contact and settle payment with the leading party.

12.3 Others

All related expenses such as the travelling expense caused by this International Bidding will be borne by the participating design firms themselves.

The design fees concerning this International Bidding shall include the fees of the Host's one-off buyout of the copyright (IPR) of conceptual proposals.

Copyright & Legal Issues

13.1

The authorship of all conceptual proposals is owned by the participants. However, no submittals will be returned to the design firms after the evaluation. The Host and the Undertaker are entitled to use reasonable elements in every conceptual proposal.

13.2

The Host and the Undertaker are entitled to use the conceptual proposals without further payment, such as announcing the evaluation result, introducing, displaying and appraising the conceptual proposals through media, professional magazines, books or in other forms.

13.3

All conceptual proposals must be originally created by the concerned participants. Any form of copyright infringement is forbidden. In case of infringement, the infringing design firm bears all consequences of infringement, and that design firm's participation in this International Bidding will be nullified.

13.4

All documents(including texts, drawings, and electronic data) provided by the Host are exposed to copyright protection. Without authorization, any person is

prohibited to duplicate, amend, distribute, disclose, lend or transfer the contents. Otherwise, legal liabilities may be incurred and the participation qualification in this International Bidding will be abolished.

13.5 Use of Laws

The rules of this International Bidding are governed by laws of the People's Republic of China, and the International Bidding itself and all the files concerned are subject to laws of PRC. If disputes occur, both parties shall negotiate. If negotiation fails, both parties can lodge an appeal to the Shenzhen Intermediate People's Court according to law.

13.6 Confidentiality

Without the permission of the Host and the Undertaker, any designer or firm is prohibited to disclose, publicize or display the conceptual proposals in any form before the end of the “Deliverable Optimization Stage”. Otherwise, legal liabilities may be incurred and the participation qualification will be nullified.

Miscellaneous

All documents for this International Bidding shall be in Chinese or both Chinese and English. If there is any discrepancy between them, the Chinese version shall prevail.

All agendas are scheduled and applied in Beijing Time.

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International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen

•
International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen
Xiaomeisha Area
· Working Rules