深圳市宝安区西乡滨海风情小镇规划设计公开咨询

Public Consultation on the Planning and Design of XixiangCoastal Town, Bao’an District, Shenzhen

工作规则

Working Rules

深圳市宝安区人民政府

The People’s Government of Bao’an District, Shenzhen

深圳市规划和国土资源委员会

Urban Planning, Land and Resources Commission of Shenzhen Municipality

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1. 组织机构 Organization

主办单位： 深圳市宝安区人民政府

深圳市规划和国土资源委员会

Organizers: The People’s Government of Bao’an District, Shenzhen

Urban Planning, Land and Resources Commission of Shenzhen Municipality

组织单位： 深圳市规划和国土资源委员会宝安管理局

深圳市宝安区人民政府西乡街道办事处

Undertakers:Bao’an Administration of Urban Planning, Land and Resources Commission of Shenzhen Municipality

Xixiang Sub-district Office of Bao’an District, Shenzhen

2. 项目背景 Project Background

宝安区已进入建设“滨海宝安、产业名城、活力之区”的新发展阶段，凭借连接粤港黄金走廊、珠三角发展脊梁中心地带的绝佳区位，将成为深圳市参与珠三角湾区竞争的重要一极。

Bao’an District has entered into a new development stage of constructing “Coastal Bao’an, Famous Industry City, and Dynamic Region”. It will be an important part for Shenzhen to take part in the competition with the other cities in Pearl River Delta, with its favorable geographical location linking gold corridor of Guangdong and Hong Kong, as well as being the backbone heartland of Pearl River Delta.

西部活力海岸带，南连深圳湾、北接交椅湾，是宝安区三大功能轴线之一，也是展现新时期宝安现代化国际化湾区新城魅力的重要窗口，未来将打造为深圳最具魅力的城市岸线之一。

Bao’an West Dynamic Coastal Zone, bordered to the south by Shenzhen Bay, to the north by Jiaoyi Bay, is one of the three functional axes in Bao’an District, also the important window displaying the charm of Bao’an as a modern and international coastal new city in this new age,

and will be one of the most charming coastlines in Shenzhen.

西部活力海岸带西乡片区，北临宝安机场、南接宝安中心区，是西部活力海岸带的重要组成部分。西湾红树林湿地公园位于该片区，一期工程已经完工，是宝安区打造西部活力海岸带的重要一步，但其周边地区现状以城中村和旧工业区为主，空间品质较差、公共服务能力较低、功能亟待提升。为了推进宝安现代化国际化湾区新城和宝安西部活力海岸带的建设，强化宝安区滨海城区的空间特征，激发滨水空间的活力，按照区委区政府的指示，以西乡滨海风情小镇为定位，启动西乡街道西湾东片区的功能提升和城市改造。

Xixiang area of the West Dynamic Coastal Zone is an important part in the West Dynamic Coastal Zone, bordered by Shenzhen Airport to the north, and by Bao’an Central Area to the south. Xiwan Mangrove Wetland Park lies in this area, the first-stage project of which has been completed, and it is an important step to build Bao’an West Dynamic Coastal Zone. But the surroundings, mainly urban villages and old industrial zones, are characterized by poor qualities of space, low public services capacities, and poor functions which need to be improved urgently. In order to promote the construction of Bao’an as a modern and international coastal new city, and Bao’an Western Dynamic Coastal Zone, strengthen Bao’an’s spatial characteristics as a coastal urban area, and inspire the coastal vitality, it is going to start the functional improvement and urban transformation of Xiwan Eastern Area, Xixiang Sub-district, with the planning and construction of Xixiang Coastal Town as the positioning, according to the instruction of Bao’an District Committee and Government.

按照区委区政府的工作部署，深圳市规划和国土资源委员会宝安管理局和西乡街道办事处联合举办本次公开咨询活动，面向全球公开征集具有丰富规划实践经验的设计机构参与。

According to the work plan of District Committee and Government, the Public Consultation is held jointly by Bao’an Administration of Urban Planning, Land and Resources Commission of Shenzhen Municipality and Xixiang Sub-district Office, and globally welcome those design firms with rich practice experience in urban planning to take part in.

3. 工作目标 Working Goals

本次公开咨询工作是指导宝安现代化、国际化湾区新城建设，强化宝安滨海城区的空间特征，加快城市更新步伐，提升土地利用效率，提高空间品质和环境质量的战略规划行动，旨在达成下述三个目标：

As a strategic planning action to guide the construction of Bao'an as a modernized and internationalized new city, strengthen its spatial characteristics as a coastal urban area, accelerate urban renewal, and increase land use efficiency, as well as improve spatial and environmental quality, the Public Consultation is to achieve the three goals below:

（1）**充分挖掘并弘扬宝安碧海片区的文化特色，推动西乡地方人文建设，强化滨海城区的空间特征，激发滨水空间的活力，形成深圳最具魅力的城市岸线，打造国际化城市名片。**明确滨海风情小镇的建设思路，确立总体定位和整体空间框架，使滨海风情小镇成为助推西部活力海岸带完型、彰显宝安滨海城区价值的重要载体。

Fully cultivate and develop the cultural characteristics of Bao'an Bihai Area, promote the construction of Xixiang's local culture, strengthen the spatial characteristics as a coastal urban area, and inspire its coastal vitality to build it into the most attractive urban coastline and an international name card for Shenzhen. Clarify the construction thought of the coastal town, establish its overall positioning and integral spatial framework, and make the coastal town as the key carrier to boost the construction of Bao'an West Dynamic Coastal Zone and display Bao'an's value as a coastal urban area.

（2）**创新改造模式，打造存量经济时代引领城市全面升级和质量提升的深圳样板。**滨海风情小镇将通过系统全面的研究，以有机更新的理念，提出具有针对性、创新性的更新路径，制定具有前瞻性和实施性的发展策略和空间方案。

Innovate urban renewal mode, and forge a Shenzhen model for leading urban all-around upgrading and quality improvement in the stock economy era. Through systematic and comprehensive research, and under the concept of urban organic renewal, put forward specific and innovative transformation methods, and draft forward-looking and enforceable development strategies and space planning for Xixiang Coastal Town.

探索建立“政府搭台、多元主体参与”的改造实施模式，对空间资源、改造策略、

开发模式、分期实施进行科学研判，为后续具体的城市改造活动提供决策依据。

Explore and set up a renewal and implementation mode of "the government builds the platform with different kinds of people engaged", carry out scientific research and judgment on spatial resources, renewal strategies, development mode and phased implementation, and provide decision-making basis for follow-up specific urban renewal projects.

（3）发挥规划统筹作用，以国内领先和国际一流的规划水平引导宝安城市品质革命性提升。实施城市精细化管理，提高决策水平，创新工作组织方式，"找最专业的人干最专业的事"，创新思路，集思广益，借助高水平规划团队的力量，共同谋划滨海风情小镇和宝安的未来；锁定优秀的技术团队，持续跟进规划实施，确保规划对地区发展、项目建设的实际指导意义。

Give full play to the overall planning, and use domestic leading and international first-class planning teams to guide the revolutionary urban quality improvement for Bao'an. It is necessary to implement urban refined management, improve decision-making level, innovate work organization method, "employ most professional people for most professional positions", take innovative thinking, draw on collective wisdom and absorb all useful ideas, as well as take advantage of the strength of high-level planning teams to jointly plan the future of the coastal town and Bao'an District; meanwhile, it is necessary to appoint an excellent technical team to constantly follow up implementation of the planning, thus guaranteeing practical guiding significance of the planning for regional development and project construction.

4. 公开咨询内容 Public Consultation Content

公开咨询内容包括概念规划、重点地段城市设计指引、实施策略和行动计划三方面内容。本次公开咨询成果为概念规划和重点地段城市设计指引。

The Public Consultation will include three parts: the conceptual planning, urban design guidelines for key section, and implementation strategy & action plan. The deliverables of the Public Consultation will be the conceptual planning and the urban design guidelines for key section.

设计范围位于宝安区西乡街道，北临宝安机场，南望宝安中心区，北至机场南路，南至银田路，西至海岸线，东至宝安大道，占地面积约 8.4 平方公里。具体范围详见下图。

重点地段城市设计由设计机构自行识别确定，设计范围不少于 300 公顷，以 300-400 公顷为宜，应包含近期改造范围和重点改造项目。

The design scope is within Xixiang Sub-district, Bao’an District, being adjacent to Bao’an Airport in the north and Bao’an Central Area in the south, surrounded by Airport South Road to the north, Yintian Road to the south, coastline to the west, Bao’an Blvd. to the east, with an area of 8.4 km^2. See the figure below for the specific scope. The urban design scope for key section shall be identified by the design firms themselves, and the scope shall be not smaller than 300 ha; being within 300-400 ha would be better; and it shall contain those scopes of immediate renewal and key renewal projects.

4.1 概念规划

4.1 Conceptual Planning

目标策略：分析周边区域关系、研究城市发展战略，提出该地区的发展目标、定位以及规划策略。

Targeted Strategy: analyze the relations with neighboring regions, study the city's development strategy, and put forward the development goal, positioning and planning strategy for the area.

支撑研究：视项目需要，对功能业态、城市更新、道路交通、公共服务、运作模式等内容进行支撑性的专项分析。入围机构可根据滨海风情小镇的特点对研究内容进行增减。

Supporting Research: depending on the project's demand, carry out supporting specialized analysis on the uses, urban renewal, road traffic, public services and operation mode, etc. the shortlisted design forms can increase or decrease the research contents according to the characteristics of Xixiang Coastal Town.

整体框架：提出整体空间结构和空间意象，建立自然生态、土地利用、功能业态、公共空间、特色风貌、道路交通等方面的系统框架。

Overall Framework: put forward the overall spatial structure and spatial image, and construct a systematic framework concerning the natural ecology, land use, uses, public space, featured styles, and road traffic, etc.

系统指引：对城市风貌提出系统性的控制和指引，包括空间形态、建筑风貌、公共空间、慢行系统等内容。西乡滨海风情小镇设计指引应包含滨海岸线内容。

Systematic Guidelines: put forward systematic control and guidelines for the urban style, including the spatial forms, architectural style, public space and slow traffic, etc. Thereinto, the design guidelines of Xixiang Coastal Town shall contain the coastline design.

4.2 重点地段城市设计指引

4.2 Urban Design Guidelines for Key Section

西乡滨海风情小镇的重点地段范围由设计机构自行识别确定，设计范围面积以300-400 公顷为宜，应包含近期改造范围和重点改造项目。应重点突出西乡滨海片区环境

特色，明确风情小镇可识别的空间特征，重塑公共空间形态，将发展愿景、空间意象、业态布局与滨海文化生活有机结合起来，促进生产、生活、生态融合，强化规划的前瞻性与可操作性，对重点片区提出具体的设计指引。

The scope of the key section of Xixiang Coastal Town shall be identified by the design firms themselves. The appropriate design scope shall be within 300-400 ha, and contain the immediate renewal scopes and key renewal projects. It shall mainly highlight Xixiang's environmental characteristics as being a coastal urban area, define the identifiable spatial features of the Coastal Town, re-build the public space form, organically combine the coastal lifestyle with development vision, spatial image, and functional layout together to enhance the integration of manufacturing, living and ecology, strengthen the foresight and enforceability of urban planning, and put forward specific design guidelines for key section.

4.3 实施策略和行动计划

4.3 Implementation Strategy & Action Plan

实施策略：识别规划实施的关键问题，明确开发策略和实施路径，编制小镇的发展策略和具体实施计划。以概念规划为蓝本，确定首期改造范围，就改造模式、开发运营、分期计划、经济测算、政府和市场项目分工等提出综合性、务实性的解决方案。并从整体、广域、系统的角度，统筹提出控制城市改造的刚性要求和引导局部改造符合整体空间意象的关键空间要素和规划要求，提出具有文化吸引力、富有创意的发展思路。

Implementation Strategy: identify key planning implementation issues, determine development strategy and implementation method, and formulate development strategy and specific implementation plan for each town. Based at the conceptual planning as the blueprint, determine the transformation scope of the first phase, and put forward comprehensive and practical solutions concerning transformation mode, development and operation, phasing, economic estimation, and responsibilities of the government and the market, etc. Furthermore, coordinately put forward rigid requirements on controlling the urban transformation, as well as key spatial elements and planning requirements to lead partial transformation that meet with the whole spatial image in the perspective of the whole and the wider region, as well as systematically, and propose culturally attractive and innovative development strategy.

行动计划：编制规划实施的行动计划，明确近期实施项目，包括市政配套及改造工程、街道界面改造工程、政府投资类新建项目等。并跟踪具体实施进程，形成滚动跟进、

弹性调整、引导具体项目有序进行综合改造的动态机制。

Action Plan: draft the action plan for planning implementation, determine the immediate implementation projects including the municipal supporting and renewal projects, street interface renewal projects, and new projects invested by the government, etc. Furthermore, track the actual implementation progress, and set up a dynamic mechanism that can be continuously followed up, flexibly adjusted to guide the comprehensive renewal of specific projects in an orderly manner.

5. 设计依据 Design Basis

5.1《深圳市宝安区西乡滨海风情小镇规划设计公开咨询工作规则》;

5.1 Working Rules of the Public Consultation on the Planning and Design of Xixiang Coastal Town, Bao’an District, Shenzhen;

5.2《深圳市宝安区西乡滨海风情小镇规划设计公开咨询技术任务书》;

5.2 Design Brief of the Public Consultation on the Planning and Design of Xixiang Coastal Town, Bao’an District, Shenzhen;

5.3 本地区已经编制并试行的规划和法定图则;

5.3 Formulated and thus trial plans and statutory plans of this area;

5.4 中华人民共和国、广东省和深圳市现行的有关法律法规、规章和规范性文件的规定。

5.4 Provisions of the current relevant laws and regulations, rules and regulatory documents of the People's Republic of China, Guangdong Province and Shenzhen City.

6. 基本规则 Basic Rules

本次工作组织为突出规划的开放性、科学性和务实性，采用公开咨询的方式，分为“资格预审+正式咨询＋实施阶段（依据项目实施情况而定）”三大阶段进行。在资格预审阶段，通过对设计机构提交的报名商务文件（包括设计资质、项目经验和团队构成等）和项目建议书（包括任务理解、空间识别和设计对策等）的评审，择优选取；在正式咨询阶段，着重概念规划以及重点地段的城市设计指引评审，通过对目标策略、整体空间框架、改造模式等系统研究比对，选出优胜团队进行方案深化；在实施管理阶段，提出

开发策略和实施路径，统筹项目分期计划，跟进项目实施，加强规划管理和技术服务。

In order to highlight the openness, scientificity and practicality of this work organization, the Organizers adopt the public consultation method which divide into three stages, namely "Prequalification + Official Consultation + Implementation (subject to the project implementation progress)". For Prequalification, the excellent ones will be selected by the evaluation of the commercial application documents (including the design qualification, project experience and team members, etc.) and the project proposals (including the project understanding, space identification and design countermeasures) submitted by design firms; for Official Consultation, attention will be put on evaluation of the conceptual planning and urban design guidelines for key section, and through systematic research and comparison on targeted strategy, overall spatial framework and renewal mode, etc. select out the winner to deepen the scheme; for Implementation and Management, put forward the development strategy and implementation method, comprehensively manage the phasing of this project, follow up the project implementation, and strengthen the planning management and technical service.

6.1 第一阶段：资格预审（2016 年 8 月）

6.1 Stage 1: Prequalification (August, 2016)

本次公开咨询活动重在引入在城市更新特别是在旧城旧村综合改造领域具有成熟项目经验的设计机构和专门团队参加，单独报名的设计机构需具备国家城市规划设计甲级资质，以联合体形式报名的联合体中至少需有一家具备国家城市规划设计甲级资质的机构，欢迎境内外设计机构组建联合体参加。原则上，不建议入选《宝安 107 时尚商务带立体空间规划公开竞赛》前两名优胜方案的设计团队主创人员再参加本次公开咨询活动，以保证设计团队全力投入本次工作。

This Public Consultation will focus on introducing experienced design firms and professional teams in the area of urban renewal, especially with sophisticated project experience in comprehensive renovation of old towns and old urban villages. Those design firms who apply for this Public Consultation independently shall have Grade A qualification for urban planning of PRC; those who apply as a design consortium shall at least have a consortium member having Grade A qualification for urban planning of PRC. It's warmly

welcomed that those international and local design firms work as a consortium to participate in. Basically, those key designers from those two winning design firms of *the Open Competition of the Multi-Dimensional Space Planning for Bao'an G107 Fashion Business Zone* are not suggested to participate in this Public Consultation in consideration of guaranteeing the designers being fully committed to this project.

设计机构以公开报名的方式参与，报名截止后，主办单位将邀请专家组建专家评审委员会分别对设计机构提交的报名商务文件（包括设计资质、项目经验和团队构成等）和项目建议书（包括任务理解、空间识别和设计对策等）进行评审，择优选取 4 家设计机构发出《编制正式设计成果邀请函》。

Design firms are able to participate in through open registration. After the registration deadline, the Organizers will invite experts to constitute the Jury Panel who will respectively carry out evaluation on the commercial application documents (including the design qualification, project experiences and design team, etc.) and project proposals (including project understanding, space identification, and design countermeasures, etc.) submitted by the design firms, and 4 design firms will be shortlisted, to whom the Invitation to Formulate the Design Scheme will be issued.

6.2 第二阶段：正式咨询（2016 年 9 月-11 月）

6.2 Stage 2: Official Consultation (September-November, 2016)

6.2.1 分段 1——正式咨询（2 个月）

6.2.1 Sub-stage 1-- Official Consultation (about 2 months)

主办单位将组织受邀编制正式设计成果的设计机构参加现场踏勘和答疑会。

The Organizers will organize those design firms with the Invitation to Formulate the Design Scheme to attend the site visit and clarification meeting.

受邀设计机构根据技术任务书开展设计工作，并在规定截止时间内提交正式设计成果。

The invited design firms shall carry out the design according to the Design Brief and submit the design deliverables before the required deadline.

由专家评审委员会对提交的设计成果进行评审，评选出两家作为最终入选的设计机构。由宝安区委区政府组织成立评定委员会，确定入选两家中的第一名和第二名。

The Jury Panel will evaluate the submitted design schemes and select two design firms as the winning firms. The bidding supervision commission found by Bao’an District Committee and Government will select the first-prize winner and second-prize winner from the two.

本阶段中，市规划国土委宝安管理局牵头组织一次专家论坛，邀请相关专家学者、区政府相关职能部门、两代表一委员、4 家入围设计机构等参加；西乡街道办牵头组织一次公众咨询活动，邀请相关利益群体参与，公开征集改造意愿和建议。

In this stage, Bao’an Administration, Urban Planning, Land and Resources Commission of Shenzhen Municipality, will be in charge of holding an experts’ forum, in which experts and scholars from related areas, concerned functional departments of Bao'an District Government, Party delegates, representatives of the People’s Congress, and members of the Chinese People's Political Consultative Conference (CPPCC), as well as the four shortlisted design firms will be invited to take part; Xixiang Sub-district Office will be in charge of holding a public consultation activity, in which related interest groups will be invited to take part and the wills and suggestions will be solicited openly.

6.2.2 分段 2——整合深化（1 个月）

6.2.2 Sub-stage 2-- Integration and Deepening (about 1 month)

获得第一名的设计机构须根据区委区政府工作要求，对设计成果进行整合深化，形成最终成果。

The first-prize winner shall carry out the integration and deepening of deliverables according to the requirements of Bao'an District Committee and Government to formulate the final deliverables.

获得第一名的设计机构须组织成果整合工作坊和规划成果的公众展示。工作坊可由行业专家、相关职能部门和第一、二名机构共同研讨，对概念规划形成明确修改意见，并对重点地段进行进一步辨识和明确，提出成果整合深化的方向和内容，以及实施项目建议。规划成果公众展示面向社会，征求相关利益群体（规划设计范围内的村民、小区业

主、商铺经营者、企事业单位）对规划成果的意见和建议。

Also the first-prize winner shall organize the workshop for the integration of deliverables and the public display of planning achievements. In the workshop, experts, concerned departments, the first-prize and second-prize winner can have research and discussion, form explicit amendment advice on conceptual planning, further identify and define the key sections, and suggest the direction and content of the integration and deepening of deliverables, as well as advice on projects to be implemented. The public display of planning achievements is open to the people to solicit advice and suggestions from related interest groups (the villagers, residential property owners, shop operators, enterprises and institutions within the scope of the planning and design).

6.3 第三阶段：实施阶段（依据项目实施情况而定）

6.3 Stage 3: Implementation (subject to the project implementation progress)

该阶段，西乡街道办牵头，市规划国土委宝安管理局配合，展开具体的城市改造工作。以概念规划为基础，由区委区政府审议明确一期改造范围，由西乡街道办直接委托第一名设计机构承担经批准的一期工程详细设计（包括实施策略和行动计划）的编制，并开展具体的改造活动，具体实施年限依项目实施情况而定。该阶段可引入总设计师负责制，负责整个项目的设计质量和实施效果；同时第一名设计机构可直接接受委托，承接一期改造工程中政府投资类改造项目设计方案的编制，工作深度可达到施工图设计深度，具体收费按照国家标准执行，由西乡街道办另行委托。后期具体改造项目及委托形式由区委区政府根据实施效果另行研究确定。第一名设计机构不得因一期改造范围大小或改造方式变化导致一期工程详细设计不再开展而提出争议。

At this stage, Xixiang Sub-district Office will be in charge of carrying out the specific urban renewal, supported by Bao'an Administration, Urban Planning, Land and Resources of Shenzhen Municipality. Based on the conceptual plan, the District Committee and Government will review and define the renewal scope of Phase 1, and Xixiang Sub-district Office can directly commission the first-prize winner to draft the detailed design (including the implementation strategy and action plan) for Phase 1 that have been approved and carry out specific renovation, but the implementation duration shall be subject to the project

implementation progress. The chief designer responsibility system will be introduced at this stage, who must be responsible for the design quality and implementation of the whole project; meanwhile, the first-prize winner can be directly appointed by Xixiang Sub-district Office separately to undertake the design of those renewal projects invested by the government in Phase-1 renewal, and the depth of the design shall reach the depth of the construction documents design, whose specific charges will be in accordance with the national standards. The specific renewal projects in the later phase and their commission will be subject to the examination of project implementation outcome and the decision made by the District Committee and Government. If the detailed design of Phase 1 is cancelled due to changes happened to the renewal scope of Phase 1 or the transformation means and ways, the first-prize winner can't raise any objection.

7. 资质要求及报名方式 Qualification Requirements and Registration

7.1 资质要求

7.1 Qualification Requirements

7.1.1 本次公开咨询活动中，国内外设计机构均可自由报名参加，有关资格以符合其执业地区的现行规定为准。其中，国内设计机构应具备城市规划设计甲级资质，以联合体形式报名的设计机构中至少需有一家具备国家城市规划编制甲级资质；国外设计机构须与国内城市规划设计甲级机构以联合体形式参与。国外设计机构的项目规划设计人员中应至少有一名通晓汉语的华裔人士。

7.1.1 All design firms home and abroad can apply for this Public Consultation, while the relevant qualification should meet the current requirements of their practice areas; Among it, the domestic design firms shall have Grade A qualification for urban planning and design of PRC, and the design firms who registered as a design consortium shall at least have one member who has the Grade A qualification for urban planning and design of PRC. Foreign design firms shall apply as a design consortium with the domestic design firm who has Grade A qualification for urban planning and design of PRC. And foreign design firms should also involve at least 1 (one) Chinese teammate with proficient Chinese language skills.

7.1.2 本次公开咨询活动接受符合上述要求的设计机构和设计联合体报名，不接受个人名义报名。

7.1.2 The Public Consultation is open to those design firms and design consortiums that meet the aforesaid requirements, while personal registration isn't accepted.

注：已报名的设计机构不可再与其他设计机构组成设计联合体参加本次公开咨询活动，也不得以顾问的形式参加本次公开咨询活动。

Note: Those who have signed up can't participate with another firm as a consortium or work as consultant in this Public Consultation.

7.2 报名方式

7.2 Registration Process

有意向参与本公开咨询活动的设计机构首先以电子邮件方式向组织单位发送**报名商务文件**。在报名截止日期前，以电子邮件方式向组织单位发送**项目建议书**，并将**纸质版报名商务文件和项目建议书**送达或邮寄至组织单位处。

Those design firms who are interested in participating in this Public Consultation shall send **the commercial application documents** to the Undertakers by email first. And then, before the registration deadline, they shall send **the project proposal** to the Undertakers by email, and also deliver or mail **their hardcopies (the commercial application documents and project proposal)** to the Undertakers by post.

报名截止时间：2016 年 8 月 25 日 17:00（北京时间，以组织单位收到纸质版报名商务文件和项目建议书时间为准）。

Registration Deadline: 17:00, August 25th, 2016 (Beijing time; the time when the Undertakers receive the hardcopies of the application documents and project proposal shall prevail.)

报名邮箱：XXSJ@benecus.com

Email: XXSJ@benecus.com

报名咨询：

Registration Enquiry:

田女士（技术部分）

电话：+86 755 2782 0605　手机：+86 137 9851 3241

赖女士（商务部分）

电话：+86 755 8290 9299　手机：+86 135 3067 0439

Ms. Tian (for technical enquires)

Tel: +86 755 2782 0605　Mob: +86 137 9851 3241

Ms. Lai (for commercial enquiries)

Tel: +86 755 8290 9299　Mob: +86 135 3067 0439

报名商务文件和项目建议书邮寄信息：

Venue & Mailing Information:

收件人：田莹女士（+86 137 9851 3241）

邮寄地址：深圳市宝安区前进一路 293 号规划国土大楼 214 办公室

Addressee: Ms.Tian Ying（+86 137 9851 3241）

Address: Room 214, the Planning and Land Building, No.293, Qianjin 1st Road, Bao'an District, Shenzhen City, Guangdong Province, PRC

7.3 报名商务文件

7.3 Commercial Application Documents

7.3.1 资质性文件，须包含：

7.3.1 The qualification documents shall include:

① 报名表（正本，签字并加盖公章，联合体各成员需分别填写，见《关于举办深圳市宝安区西乡滨海风情小镇规划设计公开咨询活动的公告》附件 1）；

Application Form (Original; duly signed and affixed with company seal; each member of the consortium needs to fill out separately; see Appendix 1 of *the Announcement on the Public Consultation on the Planning and Design for Xixiang Coastal Town, Bao'an District, Shenzhen.*);

② 营业执照及税务登记证副本复印件（加盖公章）；

Copies of business License & Tax Registration Certificate (Affixed with company seal);

③ 城市规划设计资质证书复印件（加盖公章）；

Copy of Grade A qualification for urban planning and design of PRC (Affixed with company seal);

④ 法人身份证明书及身份证复印件（签字并加盖公章）；

Certification of Legal Representative and ID copy (Duly signed and affixed with company seal);

⑤ 法人授权委托证明书及受委托人身份证复印件（签字并加盖公章）；

Power of Attorney from Legal Representative and ID copy of the trustee (Duly signed and affixed with company seal);

⑥ 机构简介；

Company profile;

⑦ 报名机构如为国内、国外组成的联合体，其中联合体中外方须提供当地相应的执业资格、身份证明及授权证明材料；

For those design Consortiums constituted by domestic and foreign firms, the foreign party shall submit the correspondent qualification certificate of their practice areas, identification papers and other authorization documents;

⑧ 报名机构如为联合体，须提供以联合体名义报名的联合体双方共同签署的“联合体协议”，并明确主体机构（原件，加盖公章）。

Design Consortiums shall submit the Consortium Agreement jointly signed by all the consortium members, and specify the leading party (Original; duly signed and affixed with company seal).

注：港澳台地区或国外设计机构无法提供第②、③项证明文件的，需提供公司注册登记证明（非中文的需翻译为中文）。

Note: Those design firms from Hong Kong, Macau and Taiwan, as well as foreign firms, shall provide business certificates (translated into Chinese) if they can't provide documents of Item ② and Item ③.

7.3.2 承接过的同类型规划设计项目证明资料，应包含：

7.3.2 Portfolio about similar planning and design projects, shall include:

① 相关业绩项目汇总列表（格式详见本工作规则附表 1、2、3）；

List of the similar planning and design projects (See Form 1, Form 2, Form 3 for format in this Working Rules);

② 项目简要说明材料，包括项目介绍（含规划设计图或实景照片等）、所承担的设计内容、项目负责人、主创人员及分工、业主情况及联系方式、项目完成情况（正在进行或已经完成）等内容；

Brief introduction of the similar projects shall include: project introduction (planning and design renderings or real pictures, etc.), design scope and contents, project principal, key design personnel and their responsibilities, client and the contact means, project status (ongoing or completed) and etc.;

③ 项目证明：项目中标通知书、批复证明文件、合同关键信息页、获奖证书、官方网站公告截图(须附可访问网址)等（扫描件，加盖公章）。

Project evidence documents: the bid-winning notification, approval documents, signed page of the contract, award certificate, screenshot of the official announcement website (the accessible website address) and etc. (Scanned copy with the company seal).

7.3.3 拟承担本项目的团队成员资料，应包含：

7.3.3 Information about the project team, shall include:

① 项目负责人情况一览表（格式详见本工作规则附表 4）；

Information list of the project principal (See Form 4 for format in this Working Rules);

② 项目负责人简历（含照片），包括职称证书、资格证书等证明材料（扫描件，加盖公章）；

The resume of the project principal (including the photo), including the certificate of professional title, qualification certificate and other documents (Scanned copy with the company seal);

③ 项目团队成员（项目负责人除外）及分工一览表（格式详见本工作规则附表 5）；

List of the project team members (except the project principal) and their responsibilities (See Form 5 for format in this Working Rules);

④ 项目团队成员简历（含照片），包含职称证书、资格证书、获奖证书等证明材料（扫描件，加盖公章）；

The resumes of team members (including the photos), including the certificate of professional title, qualification certificate and other documents (Scanned copy with the company seal);

⑤ 项目团队成员近 3 个月的社保证明材料（年限时间计算至 2016 年 7 月），境外人士无需提供社保证明材料。

Certificate documents of social insurance of the project principal and team members in recent 3 months (to July, 2016), while foreign designers don't have to submit this certificate documents.

7.3.4 设计机构认为有帮助的其他资料。

7.3.4 Other information that is deemed helpful.

7.3.5 报名商务文件装订和封装要求：上述报名商务文件需装订成一册（A4 竖版左侧胶装），单独封装，并在包装上标注“深圳市宝安区西乡滨海风情小镇规划设计公开咨询报名商务文件”和报名机构名称，提交正本一份。

7.3.5 Binding and packaging requirement of the Commercial Application Documents: all the foresaid commercial application documents shall be bound together vertical in A4size, bound on the left side), packaged separately, marked with "*The Commercial Application Documents of the Public Consultation on the Planning and Design of Xixiang Coastal Town, Bao'an District, Shenzhen"* and the name of the registered design firm on the cover of the package; one original copy.

注：1）上述报名材料请采用中文格式；

1）All the foresaid application documents shall be in Chinese;

2）如为联合体报名，则需提供联合体各方的以上所有资料；

2）If applying as a consortium, each party of the consortium shall submit all the foresaid documents.

3）如报名商务文件在公开咨询过程中发现有虚假信息，报名无效。

3）If there is any false information found in the Commercial Application Documents during the Public Consultation, the application will be nullified.

7.4 项目建议书

7.4 Project Proposal

7.4.1 项目建议书是对宝安西乡滨海风情小镇规划设计公开咨询任务的理解，空间识别和规划对策的表述，须具体描述概念规划的基本理念、规划思路、技术路线、概念方案、成果构成等内容。可采用多种形式表达设计机构的设计构思与想法，基于对现有土地利用现状和未来发展趋势的分析、判断和预测，研究确定未来的发展方向和目标，归纳和总结西乡滨海风情小镇所在区域的现状面貌和整体形象，提出改造策略和空间规划构想，强调设计构思的独特与创意。项目建议书除了要详细描述设计机构对本项目的理解外，还需对空间资源进行识别和预判，对项目定位、发展策略、空间意象和改造模式提出思路性建议，但不要求提交过多的设计图纸，以清晰表达规划概念为原则，部分图纸可以简单表达，也可以用非正规的手绘形式。

7.4.1 The project proposal is to express the project understanding, identification of spaces, and planning countermeasures of the planning and design for Xixiang Coastal Town. It shall clearly present the basic concept, planning ideas, technical approaches, conceptual scheme and composition of deliverables, etc. of the conceptual planning. Furthermore, it shall include the design concept and ideas that can be illustrated in ways; it shall contain the analysis, assessment and prediction of current land use and future development trend; it shall study and identify the future development direction and objectives; it shall clarify and sum up the current environmental features and overall image of Xixiang Coastal Town, put forward transformation strategy and space planning concept, and emphasize the uniqueness and originality of design concept. In addition to the understanding of the project, the project proposal shall include the identification and pre-judgment on the spatial resources, and put forward conceptual suggestions on project positioning, development strategy, spatial image, and renewal mode. Submitting too many drawings is not suggested. The principle of preparing the project proposal is clearly expressing the planning concept by some drawings that are simply illustrated or less formally hand-painted.

7.4.2 项目建议书需提交打印文本正本 1 份、副本 11 份。项目建议书的文本正本封面需加盖设计机构公章并由项目负责人签名，文本副本不得出现设计机构的名称、标志等特殊标记。

7.4.2 The project proposal shall be submitted in 1 original copy and 11 duplicate copies. The front cover of the original copy shall be affixed with the chop of the design firm and signed by the project principal, while the duplicate copies shall not show any special markings of the design firm including its name and logo, etc.

7.4.3 **项目建议书装订和封装要求：**A4 竖版，左侧胶装，正本和副本需单独封装，并在包装上标注“深圳市宝安区西乡滨海风情小镇规划设计公开咨询项目建议书正本/副本”和报名机构名称。最后连同报名商务文件一起总封装，总封装标注本项目名称和报名机构名称。

7.4.3 **Binding and packaging requirement of the Project Proposal:** vertical in A4 size; bound on the left side; the original copy and the duplicate copies shall be packaged separately and marked *"The Original Copy/The Duplicate Copies of the Public Consultation on the Planning and Design of Xixiang Coastal Town, Bao'an District, Shenzhen"* and the name of the registered design firm on the covers of the packages. Finally, package with the commercial application documents together, and mark with the names of the project and the registered firm on the cover of the final gathered package.

7.4.4 项目建议书不设篇幅要求，但鉴于过多的文字表述将可能影响评委对核心意图的理解，故而建议篇幅控制在 A4 纸 20 页以内为宜。

7.4.4 The text of the project proposal has no length limit. But considering less or too much description would affect the experts’ understanding of the main idea, it is suggested that the text length of the project proposal should be within 20 pages in A4 size.

7.4.5 项目建议书纸质版须在规定报名截止时间前连同纸质版报名商务文件由专人送达或邮寄至组织单位处（以组织单位收件时间为准）。同时，项目建议书文本电子版（word 文档格式和 PDF 格式）于规定报名截止时间前电邮至组织单位联系邮箱：**XXSJ@benecus.com**。

7.4.5 The project proposal shall be delivered or mailed to the Undertakers before the required registration deadline (the time when the Undertakers receive the hardcopies shall prevail). In addition, the electronic version of the project proposal (both the Word and PDF formats) shall be e-mailed to the Undertakers at **XXSJ@benecus.com** before the required registration deadline.

8. 日程安排 Timetable

阶段 Stage	时间 Time	事项 Item
第一阶段 Stage 1	2016 年 8 月 5 日 August, 5, 2016	发布公告、工作规则与技术任务书等公开咨询文件 Release the Announcement, Working Rules, and Design Brief etc.
	2016 年 8 月 5 日-8 月 25 日 August, 5-25, 2016	自由报名 Registration
	2016 年 8 月 25 日 17:00 前 17:00, August, 25 ,2016	报名截止 Registration deadline
	2016 年 8 月 26-28 日 August, 26-28, 2016	由专家评审委员会对报名的设计机构提交的报名商务文件和项目建议书进行预审，从中筛选出 4 家设计机构入围 The Jury Panel will carry out preliminary review on the commercial application documents and project proposals submitted by the applicants, and four design firms will be selected
	2016 年 8 月 29 日 August, 29, 2016	公布资格预审结果，发出《编制正式设计成果邀请函》 Release the prequalification result and issue the Invitation to Formulate the Design Scheme
第二阶段 Stage 2	2016 年 9 月 8-9 日 September, 8-9, 2016	组织现场踏勘、答疑 Organize the site visit and clarification meeting
	2016 年 8 月 30 日-10 月 31 日 August, 30 - October, 31, 2016	设计阶段，主办单位组织专家论坛和公众咨询活动 The design stage, and the experts' forum and public consultation activity will be organized by the Organizers during the design
	2016 年 10 月 31 日 17:00 前 17:00, October, 31, 2016	提交正式设计成果 Submission of design schemes
	2016 年 11 月 1-4 日 November, 1-4, 2016	召开正式设计成果专家评审会 Hold the experts' evaluation meeting of design schemes
	2016 年 11 月 7-10 日 November, 7-10, 2016	评定委员会专题会议审议 The bidding supervision commission will hold a special review meeting
	2016 年 11 月 11 日 November, 11, 2016	发布最终公开咨询结果 Release the final public consultation result
	2016 年 11 月 11 日-12 月 12 日 November, 11 - December, 12, 2016	第一名设计机构组织规划成果整合工作坊和公众展示，完成规划成果整合深化工作 The first-prize winner shall organize the workshop for the integration of deliverables and public display of the planning achievements, and then complete the integration and deepening
第三阶段 Stage 3	实施阶段 （依项目实施情况而定） Implementation (Subject to the project implementation progress)	展开具体的城市改造工作，第一名设计机构可承接经批准的一期改造范围的详细设计及政府投资类改造项目方案设计，由西乡街道办另行委托 Carry out detailed urban renewal, while the first-prize winner can be separately commissioned by Xixiang Sub-district Office to undertake the detailed design within the scope of Phase 1 and the scheme design of Phase-1 projects invested by the government that have been approved

注：以上时间均以北京时间为准，主办单位保留调整日程安排的权利。

Note: The timetable above is applied in Beijing Time and the Organizers reserve the right to amend it.

9. 设计成果要求 Requirements on Deliverables

9.1 设计成果必须符合中华人民共和国、广东省及深圳市有关城市规划与城市设计规章和规范性文件的规定要求，满足《深圳市宝安区西乡滨海风情小镇规划公开咨询技术任务书》对设计成果的要求，内容表达必须做到完整、清晰、准确。

9.1 The deliverables shall comply with provisions of related specifications about the urban planning and design in China, and meet the requirements on deliverables of *the Design Brief of the Public Consultation on the Planning and Design for Xixiang Coastal Town, Bao'an District, Shenzhen.* Meanwhile, the design description shall be complete, clear and elaborate.

9.2 设计成果必须经设计机构或设计联合体签章方为有效。设计成果正本文件的封面标明设计机构名称，由项目负责人签章、设计机构盖章，并单独封装。特别要注意其他设计成果副本文件不得有该设计机构或设计人员的任何标识。

9.2 All the documents of deliverables shall be signed and affixed with the chops of the design firm or the design consortium. The original copy shall be marked with the company name, signed by the project principal, and affixed with the chop of the design firm, and sealed independently. What needs to pay more attention is that the duplicate copies shall not show any special markings of the design firm or designers including their names and logos.

9.3 所有设计成果（详见"技术任务书"的设计成果要求）必须按阶段按时一次交齐，并由组织单位出具回执。

9.3 All the deliverables shall be submitted simultaneously (See the details in the requirements on deliverables of the "Design Brief"). After receiving the deliverables, the Undertakers will issue a receipt.

9.4 所有设计成果须在各阶段规定截止时间前送至或邮至组织单位指定地点（具体地点将另行通知）。

9.4 All the deliverables shall be delivered or posted to the Undertakers by the submission deadline (the detailed venue will be announced later.)

10. 设计成果有效性 Validity of Deliverables

在规定截止日期前送达、并满足技术任务书要求的规划文件为有效设计成果，有下列情形之一者，视为无效设计成果：

All the deliverables shall be submitted before the appointed deadline and meet all requirements specified in the design brief. It would fail in any of the following situation:

- 设计成果逾期送达；

Deliverables that the time receiving is overdue;

- 设计成果分次提交；

Deliverables that are not submitted simultaneously;

- 设计成果提交后，更改设计成果的内容；

Deliverables whose contents are changed after submission;

- 设计成果没有按要求签字、盖章；

Deliverables that are not signed and sealed as required;

- 设计成果不符合任务要求，包括成果内容不全；

Deliverables that don't meet the requirements, including the situation that the content is not complete;

- 设计成果非原创、已经发表过或半数以上（含半数）评委认为与其它同类设计方案雷同的；
- Deliverables that are not originated by the design firms themselves, or have been published, or are deemed by more than 1/2 (including 1/2) as similar to the other design schemes in content by Jury Panel;
- 设计成果文件中表明或暗示设计机构身份者；

Deliverables that are suggesting or indicating the identity of the design firm;

- 将设计任务转包或混合其他机构设计人员完成的设计成果；

Deliverables that are outsourced or done by/with the other design firms in private;

- 经专家评审委员会半数以上（含半数）评委认定，未达到技术任务书设计深度要求的设计成果；

Deliverables that are deemed as not meeting the requirements specified in the design brief by more than 1/2 (including 1/2) of the Jury Panel;

- 根据本规则不具备参与本次公开咨询活动资格的设计机构的设计成果；

Deliverables that are submitted by the design firm who is not qualified according to this Working Rules;

- 无效设计成果由设计机构在收到通知后的 7 日内取回，主办单位不予支付设计费用，逾期未取的无效设计成果，由组织单位作报废处理。

Invalid deliverables shall be taken back by their design firms within seven days after notice, and the Organizers won't pay for them. Those overdue unclaimed invalid deliverables will be scraped by the Undertakers.

11 评审方式 Evaluation

11.1 资格预审

11.1 Prequalification

11.1.1 报名截止后，主办单位将邀请 7-11 位专家组建专家评审委员会对报名机构提交的报名商务文件和项目建议书进行预审，从中评选出 4 家设计机构，发出《编制正式设计成果邀请函》。

11.1.1 After the registration deadline, the Organizers will invite about seven to eleven experts to constitute the Jury Panel, who will carry out prequalification on the commercial application documents and project proposals submitted by the design firms, and four design firms will be shortlisted and issued the Invitation to Formulate the Design Scheme.

11.1.2 资格预审阶段评审标准

11.1.2 Prequalification Standards

该阶段分成商务和技术两部分独立评审，综合评定。总评分中，商务部分占比权重 60%，技术部分占比权重 40%。

This stage will divide into commercial part and technical part, which are going to evaluate independently and have a comprehensive review. In the full score, the commercial part covers 60% of all and the technical part covers the rest of 40%.

商务和技术部分评分标准（满分 100 分）如下：

Evaluation standards of the commercial part and the technical part (full score of 100) are listed as below:

评分项及评分规则 **Evaluation Items & Rules**			权重 **Score**
A 商务部分 A--Comemercial Part			**60**
序号 NO.	内容 Content	评分规则 Evaluation Regulations	--
1	相关业绩A Related Projects A	1）2010 年 1 月 1 日起至今，曾编制城市总体规划、分区规划、控制性详细规划的，或范围 5 平方公里以上的概念规划、城市设计的，且为业主直接委托或获得招标/竞赛/咨询第一名的，每个项目得 1 分，满分 6 分。 1) From January 1st, 2010 to now, each project, that belongs to the city masterplan/district plan/detailed controlling plan, or conceptual plan/urban design whose scope being larger than 5 km^2, and was commissioned by the client directly or won the first prize of bidding/competition/consultation, will get 1 score and the full score is 6. 2）本栏所提供项目获国际级奖项的，每项额外加2分；国家级奖项的，每项额外加1分；国内省、市级奖项的，每项额外加0.5分，满分4分。 2) Each project provided in this column that won the international award, can gain 2 extra scores; for national award, 1 extra score; for domestic provincial and municipal award, 0.5 extra score; while the full is 4. 以上 2 项累加计分，满分 10 分。提供业绩证明文件（包括合同关键页、项目现场照片、获奖证明文件等），以上资料扫描件加盖公章。 The scores of above 2 items can add up together and the full is 10. The certificate documents of related projects (including the signed pages of the contract, project site photos, award certifications and etc.) shall be provided, and all the scanned copies of the foresaid documents need to be affixed with company seal.	10
2	相关业绩B Related Projects B	1）自 2010 年 1 月 1 日起至今，曾编制深圳市城市更新类项目的，且为业主直接委托或获得招标/竞赛/咨询第一名的，每个项目得 2 分，深圳市外的每个得 1 分，满分 7 分。 1) From January 1st, 2010 to now, each project that belongs to Shenzhen urban renewal plan, and was commissioned by the client directly or won the first prize of bidding/competition/consultation, will get 2 scores, while the project outside Shenzhen will get 1 score, and the full score is 7. 2）本栏所提供项目已批或实施的，每项额外得 1 分，满分 4 分。 2) Each project in this column that has been approved or implemented, can gain 1 extra score and the full is 4. 3）本栏所提供项目获国际级奖项的，每项额外加 2 分；国家级奖项的，每项额外加 1 分；国内省、市级奖项的，每项额外加 0.5 分，满分 4 分。 3) Each project provided in this column that won the international award, can gain 2 extra scores; for national award, 1 extra score; for domestic provincial and municipal award, 0.5 extra score; while the full is 4. 以上 3 项累加计分，满分 15 分。提供业绩证明文件（包括合同关键页、批复证明文件、获奖证明文件等），以上资料扫描件加盖公章。 The scores of above 3 items can add up together and the full is 15. The certificate documents of related projects (including the signed pages of the contract, project site photos, award certifications and etc.) shall be provided, and all the scanned copies of the foresaid documents need to be affixed with company seal.	15

3	相关业绩C Related Project C	1）自2010年1月1日起至今，编制文化创意产业园规划设计或特色小镇规划设计的，且为业主直接委托或获得招标/竞赛/咨询第一名的，每个项目得1分，满分7分。 1) From January 1st, 2010 to now, each project that belongs to planning and design of the cultural and creative industrial park/featured town planning and design, and was commissioned by the client directly or won the first prize of bidding/competition/consultation, will get 1 score, and the full score is 7. 2）本栏所提供项目中已建成并运营的，每项额外加2分，满分4分。 2) Each project in this column that has been built and operated, can gain 2 extra score and the full is 4. 3）本栏所提供项目获国际级奖项的，每项额外加2分；国家级奖项的，每项额外加1分；国内省、市级奖项的，每项额外加0.5分，满分4分。 3) The project provided in this column that won the international award, can gain 2 extra scores; for national award, 1 extra score; for domestic provincial and municipal award, 0.5 extra score; while the full is 4. 以上3项累加计分，满分15分。提供业绩证明文件（包括合同关键页、项目现场照片、获奖证明文件等），以上资料扫描件加盖公章。 The scores of above 3 items can add up together and the full is 15. The certificate documents of related projects (including the signed pages of the contract, project site photos, award certifications and etc.) shall be provided, and all the scanned copies of the foresaid documents need to be affixed with company seal.	15
4	项目负责人 （仅限1人） Project Principal (only one person)	1）自2010年1月1日起至今，项目负责人主持过城市更新、文化创意产业园或特色小镇规划设计类的，且为业主直接委托或获得招标/竞赛/咨询第一名的项目，每个项目得1分，满分6分。 1) From January 1st, 2010 to now, the project, in charge by the project principal, that belongs to urban renewal plan/planning and design of the cultural and creative industrial park/featured town planning and design, and was commissioned by the client directly or won the first prize of bidding/competition/consultation, will get 1 score, and the full score is 6. 2）项目负责人主持的以上项目获国际级奖项的，每项额外加2分，国家级奖项的，每项额外加1分，国内省、市级奖项的，每项额外加0.5分，满分4分。 3) The project provided in this column and in charge by the project principal that won the international award, can gain 2 extra scores; for national award, 1 extra score; for domestic provincial and municipal award, 0.5 extra score; while the full is 4. 以上2项累加计分，满分10分。须提供相关证明文件，扫描件加盖公章。 The scores of above 2 items can add up together and the full is 10. Relevant certificate documents shall be provided, and all the scanned copies of the foresaid documents need to be affixed with company seal.	10

5	人员配置（项目负责人除外） Project Team (except the project principal)	1）项目组成员具有高级城市规划师及以上职称的，每人得 1 分，满分 3 分。 1) Each team member that has the certificate of senior urban planner or above, can get 1 score and the full is 3. 2）项目组成员具有一级注册建筑师资质的，每人得 1 分，满分 3 分。 2) Each team member that has the certificate of Grade A registered architect, can get 1 score, and the full is 3. 3）项目组配备给排水、道路、结构、电气专业高级工程师的，每专业得 1 分，满分 4 分。 3) The team that is equipped with professional senior engineers in areas of drainage, roads, structure and electronics, can get 1 score for 1 area, and the full is 4. 以上 3 项累加计分，满分 10 分。同一名技术人员只计一次分，须提供投标截止日前三个月的社保资料、职称证书、资格证书及其它证明材料（均为扫描件并加盖公章）。 The scores of above 3 items can add up together and the full is 10. Each team member can get scores only once, and the social insurance documents, professional certificates, qualification certificates and other certificate documents (scanned copies affixed with company seal).	10
B 技术部分 B--Technical Part			**40**
序号 NO.	内容 Content	评审标准 Evaluation Standards	--
1	对项目背景和任务的理解 Comprehension on project background and tasks	根据投标人情况横向比较，要求： According the lateral comparison on bidders, it is required that: 1）对项目背景、相关规划内容及定位、现状情况了解全面、深刻。 1) the understanding of the project background, relevant plans and their positioning, and current situation being comprehensive and profound. 2）对工作目标把握深入、清晰、准确。 2) the grasping of working goals being in-depth, clear, and accurate.	10
2	项目重点、难点分析和解决思路 Analysis and solution on the project significance and difficulties	根据投标人情况横向比较，要求： According the lateral comparison on bidders, it is required that: 1）对工作的重点、难点挖掘分析合理准确。 1) analysis on the keys and nodi of the project being reasonable and accurate. 2）解决重点难点的对策明确、实施途径的操作性有效合理。 2) the strategy to solve the keys and nodi being explicit, and the practicality of the implementation methods being effective and reasonable.	15
3	工作内容和设计思路 Working content and design ideas	根据投标人情况横向比较，要求： According the lateral comparison on bidders, it is required that: 1）对工作内容和成果深度理解符合本次工作要求。 1) the understanding of the work contents and depth of deliverables meeting the requirements of this Public Consultation. 2）工作目标、工作原则、技术路线和设计思路富有创意，具有可实施性。 2) the working goals, working principles, technical approaches and design ideas being innovative and practical.	15

注：1）评分主体包括联合体各设计机构。

2）相关业绩 A、B、C 中出现重复项目只记分一次，项目奖项只能得分一次，以最高奖项为准。

Note: 1) Scoring subject includes each member of the consortium.

2) Any repeated project in the Related Project A, B, C can be only scored once, and the

project prize shall be scored once and only for the highest prize won.

11.2 正式设计成果评审

11.2 Evaluation of Design Schemes

11.2.1 获得《编制正式设计成果邀请函》的设计机构应按相关要求编制正式设计成果。各设计机构提交正式设计成果后，组织单位将组织专家评审委员会对有效的正式设计成果进行评审。

11.2.1 Those design firms with the Invitation to Formulate the Design Scheme must formulate the scheme according to relevant requirements. After submission of deliverables, the Undertakers will organize the experts' evaluation meeting to review the valid design schemes.

11.2.2 本次公开咨询活动将邀请 7-11 位国内外著名专家学者组成专家评审委员会，其专业背景包括城乡规划、建筑学、环境设计、市政交通、旅游等方面。

11.2.2 About seven to eleven famous experts and scholars home and abroad will be invited to constitute the Jury Panel, whose professional background including areas of urban and rural planning, architecture, environmental design, municipal engineering and traffic, and tourism, etc.

11.2.3 正式设计成果评审标准

11.2.3 Evaluation Standard of Deliverables

所有提交的设计成果均将根据技术任务书中的相关要求进行。

All the deliverables submitted shall be in accordance with the relative requirements from the Design Brief.

11.2.4 评审组织

11.2.4 Evaluation Organization

正式设计成果评审将采取暗标形式进行，由主办单位工作人员播放自动演示文件进行汇报，不安排项目负责人或主创人员当面汇报。

Closed bidding will be applied for the evaluation of deliverables, whose demonstration will be the automatic presentation played by the staff of the Organizers, and its' not allowed

that the project principal or the key designers make the presentation face to face in the meeting.

各设计机构提交的正式设计成果编号后将在评审当日由专家评审委员会主席现场抽签，并按抽签号顺序播放自动演示文件。专家评审委员会在认真研究每家设计机构的设计成果文件和充分讨论比较的基础上，以记名投票方式进行评选。经专家评审委员会综合评审后，从中评选出两个优胜设计成果。若条件不具备时优胜设计成果亦可空缺。

The deliverables submitted by each design firm will be numbered and in the evaluation meeting, the chairman of the Jury Panel will draw the lots on the spot to determine the playing order of the automatic presentation files. The Jury Panel will study each scheme, and vote through open ballot on the basis of thorough discussion and comparison. After comprehensive assessment on the deliverables, the Jury Panel will select two winning design schemes. Vacancy can be left if those deliverables don't meet the set requirements and fail to rank the top two places.

11.2.5 最终评定

11.2.5 Final Review

由宝安区委区政府组织成立评定委员会，召开专题会议听取入选的两个优胜设计成果汇报，并评选出最优方案（第一名）和次优方案（第二名）。专题会议议程由区委区政府安排。

Bao’an District Committee and Government will set up the bidding supervision commission and hold a special meeting to listen to the reports of two winning schemes and decide which is the best scheme (first prize) and which is the second best scheme (second prize). The agenda of the special meeting will be arranged by the bidding supervision commission.

12. 费用 Fees

本次公开咨询费用合计 350 万元，包括设计补偿费 190 万元，成果深化费 160 万元。

The fees of the Public Consultation accounts for RMB Three Million, Five Hundred Thousand Yuan (￥3,500,000 Yuan) in total, including the fees of design compensation in the amount of RMB One Million, Nine Hundred Thousand Yuan (￥1,900,000 Yuan), and the fees

for deepening of deliverables in the amount of RMB One Million, Six Hundred Thousand Yuan (￥1,600,000 Yuan).

12.1 设计补偿费

12.1 Design Compensation

入围 4 家设计机构获得设计补偿费，合计人民币壹佰玖拾万元整（小写￥1,900,000 元）。其中，评定委员会评定的第一名设计机构获得人民币捌拾万元整（小写￥800,000 元），第二名获得人民币伍拾万元整（小写￥500,000 元），未入选的两家各人民币叁拾万元整（小写￥300,000 元）。

Each of the four shortlisted design firms can have design compensation, which in total is RMB One Million, Nine Hundred Thousand Yuan (￥1,900,000 Yuan). Among them, the first-prize winner reviewed by the bidding supervision commission will receive RMB Eight Hundred Thousand Yuan (￥800,000 Yuan); the second prize winner reviewed by the bidding supervision commission will receive RMB Five Hundred Thousand Yuan (￥500,000 Yuan); each of the two design firms that don't rank the top two places will receive RMB Three Hundred Thousand Yuan (￥300,000 Yuan).

12.2 成果深化费

12.2 Fees for Deepening of Deliverables

第一名设计机构完成设计成果的整合深化，该部分工作费用为人民币壹佰陆拾万元整（小写￥1,600,000 元），包括成果整合工作坊和公众展示的组织费用。

The first-prize winner shall be in charge of and complete the integration and deepening of deliverables, and the fees for this part of work are RMB One Million, Six Hundred Thousand Yuan (￥1,600,000 Yuan), which shall include the fees for organizing the workshop for integration of deliverables and public display of planning achievements.

12.3 实施阶段设计费

12.3 Design Fees in the Implementation Stage

该阶段工作内容依据具体的改造推进情况，由主办单位和第一名设计机构进行协商

确定，费用均按照国家标准执行。实施策略和行动计划作为一期改造范围规划设计的重要内容，其编制费用包含在一期工程详细设计费用中，由西乡街道办另行委托。相应地，第一名设计机构承接的具体改造项目方案设计工作，费用按照国家标准执行，由西乡街道办另行委托给付。

The work content in this stage will be in accordance with the actual renewal progress and can be negotiated by the Organizers and the first-prize winner, while the fees shall be set according to the national standard. The implementation strategy and action plan are the key contents of the planning and design for Phase 1, whose design fees will be included in the fees for detailed design of Phase-1 projects and will be commissioned by Xixiang Sub-district Office separately. Accordingly, the first-prize winner will undertake the design of specific renewal projects, and the fees will be set according to the national standard and commissioned by the Xixiang Sub-district Office separately.

12.4 费用支付

12.4 Payment Terms

本次公开咨询活动的设计费用均以人民币支付，设计机构所获设计费用等产生的任何税金由设计机构自理。

All the payment concerning the Public Consultation will be made in Renminbi and any tax levied on the design fees will be born by the participating design firms themselves.

设计机构以设计联合体名义参加公开咨询活动的，主办单位只负责与设计联合体的主体设计机构联系和结算。

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

国外设计机构若无法使用本机构帐户收取人民币的，可授权国内合法独立法人代收款项。

Foreign design firms shall authorize a local independent legal entity to receive the payments on their behalf, if they can't receive Renminbi on their corporate account.

12.5 其他

12.5 Others

所有参加本次公开咨询活动的设计机构在本次活动期间所发生的所有差旅相关费用须自理。

All related fees such as the travel expenses caused by this Public Consultation shall be born by the participating design firms themselves.

本次公开咨询活动的设计费用，包含主办单位一次性买断设计成果版权（知识产权）的费用。

The design fees of the Public Consultation shall include the fees of the Organizers' one-off buyout of the copyright (IPR) of design deliverables.

13. 版权问题及法律 Copyright & Legal Issues

13.1 所有参加本公开咨询活动的设计成果署名权归设计机构所有，未入围机构所提交的报名商务文件和项目建议书不退回设计机构。

13.1 The authorship of all design deliverables is owned by the participants. But the commercial application documents and project proposals of the un-shortlisted design firms will be returned.

13.2 主办单位和组织单位有权使用 4 家入围设计机构提交的成果，包括在评审结束后公布评审成果，并通过传媒、专业杂志、专业书刊或其它形式介绍、展示及评价设计成果。

13.2 The Organizers and the Undertakers are entitled to use the design schemes of the four shortlisted design firms, such as introducing, displaying and appraising the design schemes through media, professional magazines, books or other forms after announcing the evaluation result.

13.3 设计机构应保证设计成果中所有内容均为设计机构原创，不得包含任何侵犯第三者知识产权的资料。如发生侵权行为，将由涉及侵权的设计机构自行承担一切法律后果，并取消其参与本次活动的资格。

13.3 All submitted schemes 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 Public Consultation will be nullified.

13.4 主办单位提供所有资料（文字、图纸、电子数据等）均受版权保护。未得授权，任何人不得将内容复制、改编、分发、发布、外借、转让，否则将依法追究其相应法律责任，并取消其参与本次活动的资格。

13.4 All documents provided by the Organizers to participants (including texts, drawings, and electronic data) are exposed to copyright protection. Without authorization, any person is prohibited to duplicate, amend, distribute, disclose, lend or transfer the contents of relevant materials. Otherwise, legal liabilities may be incurred.

13.5 适用法律

13.5 Use of Laws

本次公开咨询活动规则受中华人民共和国法律管辖，公开咨询工作和所有文件适用中国法律，若发生争议，经协商不成时，双方同意提交中国国际经济贸易仲裁委员会深圳分会进行仲裁。仲裁为终局裁决，对双方当事人均有约束力。

The Public Consultation is governed by laws of the People's Republic of China. If disputes occur, both parties shall negotiate. If negotiation fails, both parties can lodge an appeal to Shenzhen branch of China International Economic and Trade Arbitration Commission with its rules. The arbitration shall be final and binding upon both parties.

13.6 保密

13.6 Confidentiality

公开咨询活动结束前，设计机构或其设计人员未征得主办单位和组织单位的许可，不得以任何方式披露、公开或展示设计成果，否则将依法追究其相应法律责任，并取消其参与本次活动的资格。

Without the permission of the Organizers, any person or institution is prohibited to disclose, publicize or display the design schemes in any form before the assessment is completed. Otherwise, he will bear related legal liabilities.

14. 用语及其它 Miscellaneous

14.1 用语和时间标准

14.1 Standard of Language and Time

本次公开咨询活动仅采用中文格式；

All the documents for this Public Consultation would be in Chinese;

主办单位的日程安排时间均以北京时间为准。

All agendas are scheduled and applied in Beijing Time.

14.2 主办单位保留更改日程安排时间表的权力。如有改动，将及时通知设计机构。

14.2 The Organizers reserve the right to amend the agenda, and will notify all the participants in advance once the agenda is amended.

14.3 获得《编制正式设计成果邀请函》设计机构的项目负责人与主要设计人员须亲自参与现场踏勘活动，请设计机构作好相关准备（请国外设计机构提前准备好签证）。

14.3 The project principal and key designers from the design firms that receive the Invitation to Formulate the Design Scheme must take part in the site visit. All the design firms who have signed up are requested to be well prepared (Foreign firms should have their visas ready in advance).

14.4 设计机构参加现场踏勘、答疑及专家论坛时需自带翻译。

14.4 When attending the site visit, Q & A and the experts' forum, the design firms shall bring a translator themselves.

14.5 设计成果经专家评审委员会评审和区委区政府专题会议决策后，第一名为优胜设计机构，负责第二阶段后续工作的组织，开展成果整合深化，形成最终成果。

14.5 After the evaluation of the Jury Panel and the special meeting held by the District Committee and Government, the first-prize winner will be the one to be responsible for organizing the subsequent work of the second stage and carry out the integration and deepening of deliverables to form the final scheme.

14.6 设计成果评定后的 2 年内，获得第一名的优胜设计机构应为主办单位继续提供

必要的服务，具体服务方式由主办单位确定，主办单位会支付相关服务费用。

14.6 The first-prize winner shall provide necessary consulting services to the Organizers for 2years after the evaluation meeting of deliverables. The means of consulting services are subject to the Organizers, while the Organizers will pay further fees for the services.

14.7 所有参加本次公开咨询活动的设计机构的项目负责人和主要设计人员须始终参与规划设计工作，如确有特殊情况，需提交相关证明并经主办单位同意。项目负责人须参加至少 1 次公开咨询过程中主办单位组织的活动，否则可视为提供虚假信息，主办单位有权取消该机构参与资格并拒付相关费用。与国外设计机构合作的，应确保有国外设计机构的人员参与并加盖机构印章。

14.7 The project principal and key designers from the participating design firm in this Public Consultation shall be involved in the entire planning and design process. If there is a special case, relevant evidences shall be provided and the absence shall be agreed by the Organizers. The project principal shall at least participate in one activity organized by the Organizers during the Public Consultation, otherwise it would be treated as submitting false information and the Organizers reserve the right to nullify the qualification of the design firm in this Public Consultation and refuse to pay the relevant fees. Those that partnered with the foreign firms shall ensure that there are foreign designers participating in the entire planning and design process, while they shall sign and stamp the documents as requested.

14.8 参加本次公开咨询活动的设计机构均视为承认本次公开咨询活动规则以及各阶段相应的文件内容要求。

14.8 All the participants of this Public Consultation will be regarded to confirm all contents herein.

14.9 本次《深圳市宝安区西乡滨海风情小镇规划设计公开咨询》活动的解释权归组织单位即深圳市规划和国土资源委员会宝安管理局。解释语言以中文为准。

14.9 The Undertaker, Bao’an Administration, Urban Planning, Land and Resources Commission of Shenzhen Municipality, reserves the rights for the interpretation of this Public Consultation and its related documents. The Chinese version for the interpretation shall prevail.

附表 **1**：相关业绩 **A**

Form 1: Relevant Project A

序号 **No.**	项目名称 **Name**	项目 地点 **Venue**	项目规模 (单位：公顷) **Project Scale (Unit: hm^2)**	项目状态 **Project Status**	项目负责人及主创人员 **Project Principal & Key Designers**	是否为竞赛类第一名/直接委托 **First-Prize Winner in Competitions/ Directly Commissioned or not**	所获奖项 **Awards**

注：1）请填写 2010 年 1 月 1 日之后的相关业绩，时间以所提供证明中注明的时间为准，相关证明材料参见本工作规则 7.3.2；
2）项目状态请填写“已批”或“已建”，其他状态无需填写；
3）如项目为业主直接委托或获得招标/竞赛/咨询第一名的请在“是否为竞赛类第一名/直接委托”栏填“是”，并在表后附证明材料。

Note:1) Please fill in the blanks with relevant projects since January 1st, 2010, while the time shall be subject to the time noted in the evidence provided. The relevant evidences refer to Chapter 7.3.2 in the Working Rules.
2) Fill in the blanks of Project Status with the word "Approved" or "Built", and it's not necessary to fill in the blanks with other status.
3) Please fill in with "Yes" in the column of "First-Prize Winner in competitions / Directly Commissioned or not" if the project was directly commissioned by the client or won the first prize in bidding/competition/consultation, and the relevant evidences shall be appended after the form.

附表 2：相关业绩 B

Form 2: Relevant Project B

序号 No.	项目名称 Name	项目 地点 Venue	项目规模 (单位：公顷) Project Scale (Unit: hm^2)	项目状态 Project Status	项目负责人及主创人员 Project Principal & Key Designers	是否为竞赛类第一名/ 直接委托 First-Prize Winner in Competitions/ Directly Commissioned or not	所获奖项 Awards

注：1）请填写 2010 年 1 月 1 日之后的相关业绩，时间以所提供证明中注明的时间为准，相关证明材料参见本工作规则 7.3.2；
2）项目状态请填写“已批”或“已建”，其他状态无需填写；
3）如项目为业主直接委托或获得招标/竞赛/咨询第一名的请在“是否为竞赛类第一名/直接委托”栏填“是”，并在表后附证明材料。

Note:1) Please fill in the blanks with relevant projects since January 1st, 2010, while the time shall be subject to the time noted in the evidence provided. The relevant evidences refer to Chapter 7.3.2 in the Working Rules.
2) Fill in the blanks of Project Status with the word "Approved" or "Built", and it's not necessary to fill in the blanks with other status.
3) Please fill in with "Yes" in the column of "First-Prize Winner in competitions / Directly Commissioned or not" if the project was directly commissioned by the client or won the first prize in bidding/competition/consultation, and the relevant evidences shall be appended after the form.

附表 3：相关业绩 C

Form 3: Relevant Project C

序号 No.	项目名称 Name	项目 地点 Venue	项目规模 (单位：公顷) Project Scale (Unit: hm^2)	项目状态 Project Status	项目负责人及主创人员 Project Principal & Key Designers	是否为竞赛类第一名/直接委托 First-Prize Winner in Competitions/ Directly Commissioned or not	所获奖项 Awards

注：1）请填写 2010 年 1 月 1 日之后的相关业绩，时间以所提供证明中注明的时间为准，相关证明材料参见本工作规则 7.3.2；
2）项目状态请填写“已批”或“已建”，其他状态无需填写；
3）如项目为业主直接委托或获得招标/竞赛/咨询第一名的请在“是否为竞赛类第一名/直接委托”栏填“是”，并在表后附证明材料。

Note:1) Please fill in the blanks with relevant projects since January 1st, 2010, while the time shall be subject to the time noted in the evidence provided. The relevant evidences refer to Chapter 7.3.2 in the Working Rules.
2) Fill in the blanks of Project Status with the word "Approved" or "Built", and it's not necessary to fill in the blanks with other status.
3) Please fill in with "Yes" in the column of "First-Prize Winner in competitions / Directly Commissioned or not" if the project was directly commissioned by the client or won the first prize in bidding/competition/consultation, and the relevant evidences shall be appended after the form.

附表 4：项目负责人情况一览表（仅限 1 人）

Form 4: Information List of the Project Principal (only one person)

项目负责人简介（仅限 1 人） **Brief Introduction of the Project Principal (only one person)**						
姓名 **Name**	国籍 **Nationality**	专业 **Major**	最高学历 **Highest Degree**	职称 **Title**	所获资格 **Certification**	行业工作年限 **Years of Working**

获奖项目经验（2010 年 1 月 1 日起至今） **Awarded Project (Since January 1st, , 2010)**		
项目名称 **Project Name**	项目规模 **Project Scale**	所获奖项 **Awards**

附表 5：本项目团队成员（项目负责人除外）及分工一览表

Form 5: List of the Project Team Members and their Responsibilities (except the project principal)

序号 No.	姓名 Name	国籍 Nationality	拟在本项目中担任的职位及分工 Position & Responsibility in the Project	专业 Major	最高学历 Highest Degree	职称 Professional Title	所获资格 Certification	行业工作年限 Years of Working