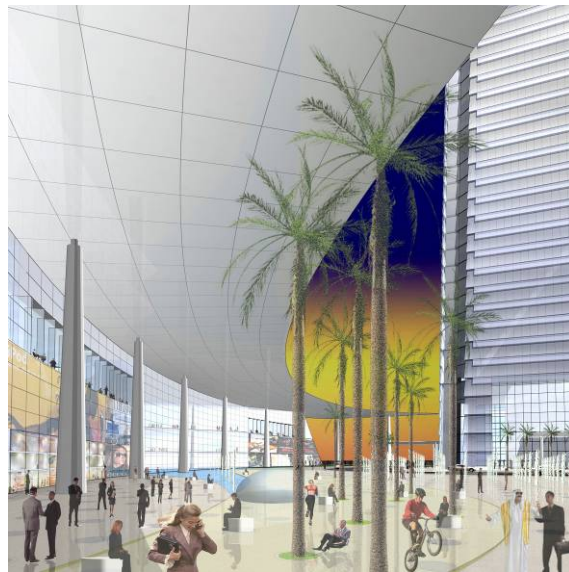
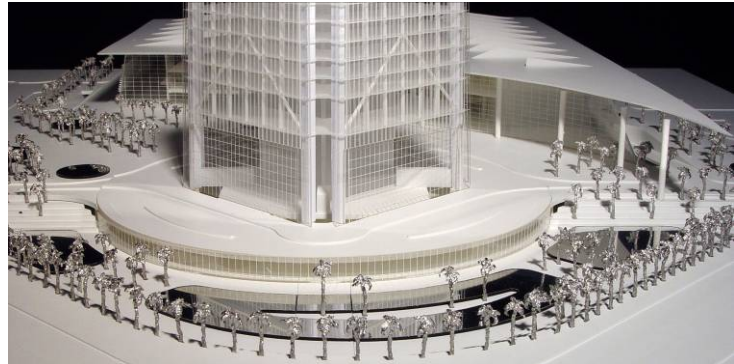


# INTERNATIONAL DEVELOPMENTS

## DOHA CONVENTION CENTRE AND TOWER

### DOHA, QATAR



#### DOHA CONVENTION CENTRE AND TOWER, DOHA QATAR

Qatari Diar Real Estate Investment and Development Company is the developer of the Doha Convention Centre and Tower which will bring a breathtaking aspect to the Doha skyline. Projected to cost US\$1.7 billion and covering 255,000 square metres of development, architects Murphy Jahn, famous for the Deutsche Post building in Bonn and Munich Airport, have produced a design which is innovative and inspirational. The Tower will soar 107 storeys into the sky and offer panoramic city views from its prestigious central location on the Corniche. It will be home to a hotel with 300 guest rooms, 80 serviced apartments and 300 residential apartments.

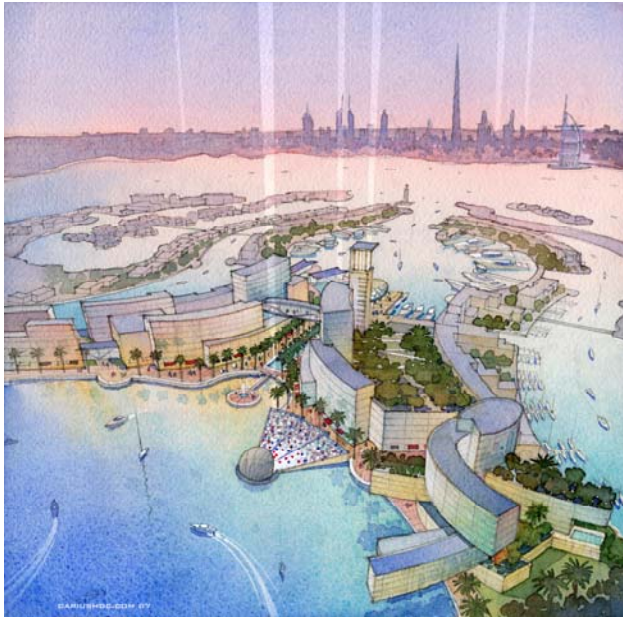
The Convention Centre, adjacent to the Tower, will consist of 90,000 square metres of convention space and is destined to become an important regional and international exhibition location.

Linking the tower and the convention centre will be 40,000 square metres of retail and food & beverage which is being planned by Talbot Consultants International Inc. of Toronto.

**Murphy/Jahn**



# OQYANA, THE WORLD, DUBAI, U.A.E.



## **OQYANA, THE WORLD, DUBAI, U.A.E.**

Talbot Consultants International Inc. has been appointed the retail planners and consultants for Oqyana – World First. The first development to proceed in the "The World", Dubai.

The World Islands are a collection of man-made islands shaped into the continents of the world, located off the coast of Dubai in the United Arab Emirates. It will consist of 300 small private artificial islands divided into four categories - private homes, estate homes, dream resorts and community islands. Each island will range from 23.2 to 83.6 thousand square metres in size, with 50 to 100 metres of water between each island. It will cover a total area of 9 kilometres in length and 6 kilometres in width, surrounded by an oval shaped breakwater. The only means of transportation between the islands will be by marine or air transport. The World Islands will be located 4 kilometres off the shore of Jumeirah, close to the Palm Jumeirah, between Burj Al Arab and Port Rashid.

The Oqyana – World First development is the 20 islands representing the archipelago of Australia, Papua New Guinea and New Zealand in the south east part of the World islands (i.e. nearest to Dubai) with a total land development of 417,288 square meters. On 1.896 million square meters of sea water, 20 islands will be created with an upland area of 417,288 square meters to create the first sea community of OQYANA in the Arabian Gulf. The development will comprise:

1. 540,000 sq m of residential villas and condominiums.
2. 17,750 sq m of retail and food & beverage.
3. A 3-plex movie theatre.
4. Several live entertainment venues.
5. A 200 key "Rock" 5 star plus hotel linked to a 10,000 sq m aquarium.
6. A 400 key "Spa" hotel adjoined by 98 Water homes and 239 serviced apartments.





# PI-CITY YANGJAE, SEOUL, SOUTH KOREA



## PI-CITY YANGJAE, SEOUL, SOUTH KOREA

In 2006 Talbot Consultants International was retained by Kyongbu Integrated Distribution Co., Ltd. to provide a full range of retail consultancy services for the development of the largest home and housing material themed shopping centre in South Korea. The project is broken down into two phases

### Phase I Preliminary Planning & Feasibility

- 1) Assessment of proposed design.
- 2) Preliminary recommendations for changes to the proposed site plan and building re-design.
- 3) Trade area consumer research.
- 4) Competitive retail inventory and analysis.
- 5) Recommended retail configuration, positioning & merchandising.
- 6) Economic feasibility & recommended business plan.

### Phase II Design Input and

- 1) Provide design input for the common areas and store design criteria.
- 2) Access & Parking input.
- 3) Identification of the optimum anchor tenants, introductions & overall marketing input.
- 4) Provide assistance into mall operation and needed services.

We have now completed Phase I and are proceeding with Phase II by providing on-going retail planning and development advice to Kyongbu Integrated Distribution Co., Ltd.



# ZAYED CENTRE, LAHORE, PAKISTAN



## ZAYED CENTRE, LAHORE, PAKISTAN

Zayed Centre is a multiuse complex being constructed on 94 kanals of land on Ferozepur Road, Lahore, Pakistan. The building consists of a 63 storey office and apartment tower complemented by three supplementary apartment buildings, a 28-level premier hotel and an international standard fully covered shopping mall which covers ground floor and level 1 through 4. The integrated building components will be a new landmark on the skyline of Lahore and will be the most talked about address to live, work, dine, shop and relax. The architectural design of the complex is by HOK (Washington) and the construction work is being managed by Turner Construction – both renowned USA based companies.

### SALIENT FEATURES

Following are the salient features of Zayed Centre:

- 62 storey main tower.
- Offices from Floor 1-30
- Apartments from Floor 31-62 (81 apartments)
- Elliptical Tower which is divided into four sections, consisting 229 apartments.
- 45 storey apartment buildings X,Y,Z (From 6th-50th floor)
- Total number of apartments is 942 (Average apartment size 249-290 sq.m.).

- 28 storey hotel with 386 rooms and a roof top swimming pool.
- 3 level underground parking can accommodate 2400 vehicles.
- Total Gross Floor area = 503,600 sq. meters.
- 5 level enclosed retail mall. Approx. area 120,000 sq. meters.
- Gross Retail space = 55,000 sq. meters.
- Leaseable Retail space = 600,000 sq. ft.
- Main Ball Room (3500 pax) is on level IV of retail mall.
- Junior Ball Room (1000 pax.) and Food Court is on level III of retail mall.

### TALBOT CONSULTANTS' SCOPE OF WORK

Talbot Consultants have been retained by Taavun to conduct the following tasks:

- Optimal merchandize / tenant mix.
- Analysis of design / layout of the retail area.
- Leasing facilitation with major international retailers for placement in the shopping mall.





# MARINA BAY INTEGRATED RESORT, SINGAPORE



## MARINA BAY INTEGRATED RESORT, SINGAPORE

Talbot Consultants International Inc. was retained by a consortium of Harrahs Entertainment Inc., Taubman Centers Inc., Gordon Group Holdings LLC. And Keppel Land Limited as their retail planning consultants for the proposed Marina Bay Integrated Resort project in Singapore. The project is one of the highest profile developments currently proposed in Asia and was the subject of an international RFP. This “flagship” mixed-use project is to consist of a major casino, a very large hotel, a modern art museum, a destination theme park, a major live theatre and a +/- 1 million sq. ft. shopping centre. Our initial Phase I task was to conduct extensive research into the potential for casino anchored projects in Asia, analyse the existing and proposed competition in and around Singapore, quantify the potential market and recommend the optimum sizing, positioning and merchandising for the shopping centre component.



# HUAQIANG PLAZA, SHENZHEN, CHINA



## **HUAQIANG PLAZA, SHENZHEN, CHINA**

The proposed Huaqiang Plaza consists of three major residential towers and one major office tower linked together by a major shopping centre. This project was conceptualised as follows:-

### **The Plaza**

This grand arrival point is visualized as a pedestrianised street with cafes and brasseries on a human scale in conjunction with a sense of discovery. As visitors move throughout the space, areas of relaxation are provided.

### **Conventional Retail**

Positioned close to the main residential component, the convenience retail district will provide a genuine and animated street presence. Bakeries, delicatessens, flower stalls, a fresh food market, a supermarket and cafes will offer fresh produce and a street life. Adjacent to this, convenience will be provided by chemists and newsagents. This will meet the needs of the locals and residents.

### **Experience Retail**

Exciting variety of entertainment brands and leisure shopping. An attraction for locals and visitors. Bars, nightclubs, themed restaurants, cinema, fast foods generates a dynamic district.

### **Lifestyle District**

With retail on the main street, Huaqiang Plaza can exploit important commercial frontages incorporating inspirational and aspirational shops. Concept stores, department stores, contemporary showrooms, cafes, fashion district, cosmetic shops. This will form the base for which all other retail districts can connect to and act as key magnets focal points throughout the shopping district.

### **The Piazza**

The “Piazza” is at the gateway of the development. It is visualized as a great urban public space. As the centre piece of Huaqiang, it will be animated by the garden and water features. It will be surrounded by terracing restaurants and bars, stage entertainment and a public interaction and exhibition space. The large feature atrium will maintain natural light and a thermally controlled environment.

The task of Talbot Consultants International Inc. was to evaluate the initial design and to provide recommendations to ensure that the different components “flowed” as seamlessly as possible this maximising retail exposure, foot-fall and expenditures. The project is on-going.





# ELECTROTEHNICA & UMEB SITES, BUCHAREST, ROMANIA



## **TEXTILE INCALTAMINTE S.A. ELECTROTEHNICA & UMEB SITES, BUCHAREST, ROMANIA**

We were retained by Textile Incaltaminte S.A. of Romania to conduct an analysis of two redundant factory sites (the Electrotehnica site & the UMEB site) in the heart of Sector 6 of Bucharest as to their potential for major shopping centre developments.

Our preliminary site and trade area visits & analyses clearly showed that there was a significant opportunity for a major retail development at both locations that would serve the surrounding local population and beyond.

We then conducted a detailed retail inventory and extensive consumer research into the Sector 6 population utilising door-to-door surveys to determine spending power, current retail shopping patterns and future preferences. Our analysis of these surveys clearly supported our initial recommendations.

We were therefore tasked with selecting and retaining a qualified international retail architectural firm to prepare preliminary site and building plans and the conduct feasibility analyses on both sites.

Firstly it was our recommendation that there was potential for developing the Electrotehnica site into a two-level enclosed mall to be called the “Bucharesti Vest Centre” as a key component of a major retail/entertainment destination node for greater Bucharest by maximizing the linkages to the Plaza Romania (then

under construction) & the proposed Cora Mall. Our recommendation was that the Electrotehnica site should be developed in two phases:-

1.

The current demand is for the Electrotehnica site to be anchored by a major “chore” shopping food component such as a Wal-Mart Super Center, Carrefour, Tesco, Cora etc. serving the surrounding Sector 6 population.

2.

As the economy evolves there will be a significant opportunity for a major “pleasure shopping” retail/entertainment destination serving greater Bucharest by maximizing the linkages to the adjacent Plaza Romania & Cora sites. This greater potential will be significantly enhanced once the new road connections & intersections are completed.

We therefore recommended that the Electrotehnica site should be designed so that it can easily transition from “chore” shopping to “pleasure” shopping without disrupting on-going operations. Secondly it was our opinion that the UMEB site should be developed, later, as a modern unenclosed “big-box” & “mid-box” centre to complement these three enclosed malls.



# METRO JUNCTION, MUMBAI, INDIA



## METRO JUNCTION, MUMBAI, INDIA

Talbot Consultants was retained by Hardcastle & Waud, who are a manufacturing company that also owns the McDonalds franchise for Western India, to advise them as to the feasibility of developing an obsolete factory site in downtown Kalyan into a mixed-use development anchored by a major shopping centre. The project proceeded by way of a series of workshops held in Mumbai. Our first challenge was that demographic data for the Metro Junction trade area was either non-existent or extremely out of date. In particular there was little or no data on the A & B demographic segments (i.e. the consuming classes) which are vital to the success of any shopping centre in India. As a result we retained AC Nielsen to conduct a 1,000 person door-to-door survey of the consuming classes in Kalyan and the neighbouring communities. Our second challenge was that the mapping available for the trade area was also deficient. As a result we utilised our in-house satellite

photography databases to create accurate mapping. We were then able to utilise our in-house Geographic Information System (GIS) in order to map the demographic data gathered by AC Nielsen and thus conduct our leading-edge analytical techniques to accurately determine existing and future supply and demand and thus quantify the positioning, merchandising mix and sizing for Metro Junction. Subsequently we assisted the clients in developing a leasing and financing presentation. Our recommendations are currently being implemented and since the proposed development can be shown to be based on a professionally conducted “arms-length” due-diligence study, lease-up and financing both proceeded much quicker than expected. The 750,000 sq. ft. project is currently under construction with Big Bazaar and the lower ground floor scheduled to open in late 2007 with the remaining 500,000 sq. ft following in early 2008.





# ALGHANIM MALL, KUWAIT



## ALGHANIM INDUSTRIES, THE ALGHANIM MALL, KUWAIT

During the past 60 years, Alghanim Industries has consistently maintained its position as a leading private sector trading and industrial group both in Kuwait and the GCC. It is a privately owned, professionally managed holding company. The executive management is composed of professionals with international education and experience in varying areas of expertise. Overall, with the company's wholly owned subsidiaries, joint ventures and associations, Alghanim Industries employs over 6,000 men and women from over 40 different countries around the world. The company's major areas of activity are trading and distribution of consumer electronics, food and consumables, automotive vehicles and products, industrial manufacturing, engineering, technology, travel, shipping and transportation services, advertising, insurance and contracting. Alghanim Electronics is the largest consumer electronics retailer in Kuwait and the Middle East. Operating a network of eight large format multi-level department stores Alghanim Electronics offers its customers an unparalleled shopping experience by providing all international brands under one roof and at guaranteed lowest prices. Alghanim Electronics extensive range of consumer electronics and domestic appliances covers the latest in technology, home entertainment systems, color televisions, an extensive range of Audio and video products, domestic appliances, small kitchen appliances, air conditioning and heating products, computers, personal care accessories, telecommunication and mobile phones, watches, cameras and several other product categories. Alghanim Electronics represents on an exclusive basis premium brands such as Toshiba, Philips, Daewoo, Konka, Frigidaire, Whirlpool, Electrolux, Amana, Lager mania, Techno gas, Terim, Hitachi, Minolta, Alba (Seiko Corporation), Wenger etc. Alghanim Electronics also offers through its retail chain most other major brands such as National Panasonic, Aiwa,

Kenwood, Pioneer, Nokia, Motorola, Samsung etc. Alghanim Electronics, to further its leading market position, has recently developed its own house brand called Wansa which covers most product categories from appliances, televisions, audio and video, air-conditioning, small kitchen appliances and several other product categories. All the stores have a floor-plan specially designed to provide its consumers with easily accessible products and provide them with full information with regards to product specification and prices. Alghanim Industries is now adding Fabrics and Home Furnishings to their retailing division. Based on our extensive experience consulting to Home Furnishings and Electronic Retailers Talbot Consultants was retained by The Alghanim Group to advise the senior executives how to best integrate fabrics and home furnishings to the existing electronics offering. As a result of our advice Alghanim has recently opened the 20,000 s.m. Fabrics, Home Furnishings and Electronics "Alghanim Mall" in Kuwait and they intend to expand this concept throughout the Middle East and Asia.



# PRAZSKA TRZNICE, PRAGUE, CZECH REPUBLIC



1. Farmer's Market
2. Redevelopment Model
3. Entrance



## MPI GROUP INC., PRAZSKA TRZNICE, PRAGUE, CZECH REPUBLIC

Prazska Trznice (Prague Market) consists of approximately 40 buildings on an approximately 27 acre site overlooking the Vltava River in the Holesovicich District of Prague. The property was originally built as stockyards in the 1850s but ceased operation as such in the late 1980s. After the fall of communism the property was taken over by the City of Prague which sold it to a local developer who, in turn, brought in a Canadian development firm as a partner. The most important constraint on the property was that most of the buildings had been designated as "heritage". As a result, any redevelopment was constrained by the existing height, physical shape and architectural features of the existing heritage buildings. However, new development opportunities are available (subject to height constraints) on underdeveloped sites on the property. In 1999 Talbot Consultants was retained by the Czech/Canadian consortium as the overall development consultants for the redevelopment of the Prazska Trznice property.

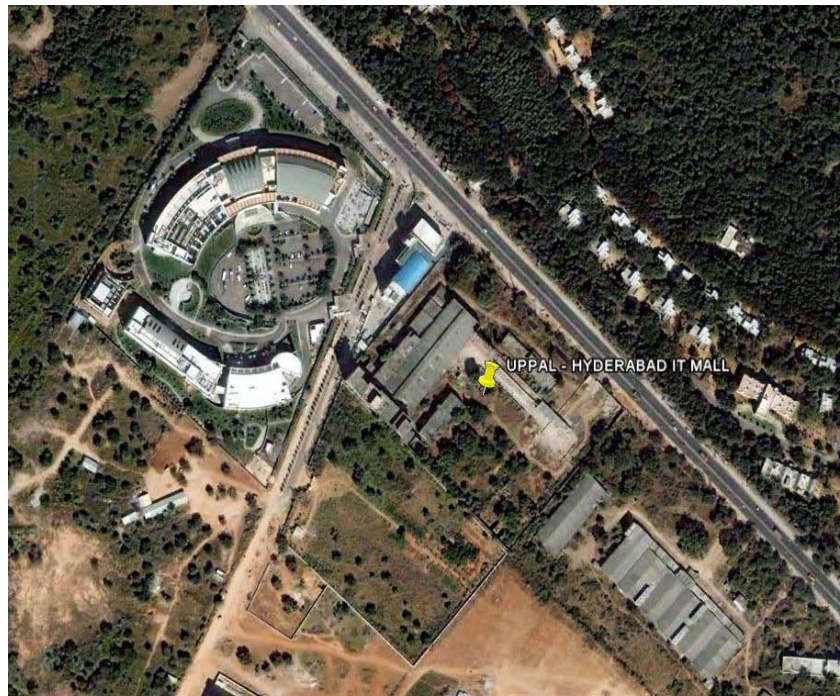
Phase 1 of our tasking was to prepare a preliminary land-use and market feasibility study to determine the optimum positioning, merchandising and sizing of the redevelopment. This was clearly a task for our leading-edge Geographic Information System (GIS) techniques but unfortunately no GIS based demographic or mapping data was readily available for Prague. As a result we retained a Czech consumer research firm to conduct intercept & telephone surveys and geocode the results to provide a demographic database. We also contacted various commercial real estate companies and planning firms and, with their assistance, developed our own GIS mapping database. This database provided us with both market potential (i.e. demand) and competitive inventories (i.e. supply) for all the relevant development categories under consideration. Then, utilising our in-house GIS, we were able to generate a series of redevelopment options which in turn were reduced to a short list of three viable options through a series of interactive workshops.

Phase 2 of our mandate was to interview and recommend a short list of international architectural and design firms who had the required vision and sensitivity to translate our study recommendations into a modern mixed-use development that would comply with the strict heritage architectural guidelines imposed by The City of Prague. At the conclusion of this process Development Design Group of Baltimore was selected. Our next task was to co-ordinate a thorough site and trade area tour and briefing for the Design Group and then set up a series of interactive workshops and charrettes, in both Prague and Baltimore, to translate our market driven recommendations into macro and micro design concepts. This process eventually resulted in the combined development team unanimously agreeing upon a +/- 500,000 sq. ft redevelopment programme that includes roughly 100,000 sq. ft each of retail & food & beverage, 100,000 sq. ft. of offices, 100,000 sq. ft of entertainment, a 200 room hotel and parking for 3,500 cars. The initial components to be constructed were an open-air Farmers' Fruit & Vegetable Market, a Czech Brew-Pub, a "mid-box" hard and soft goods convenience area (i.e. home improvements, fashion, building supplies, etc. similar to those uses that are found in typical Power Centres or Off-Price Centres), a 100 room municipal bordello (for +/- 400 "performers" with a police station and a free health clinic) and a small opera house.





# PIONEER CENTRE, UPPAL, HYDERABAD, INDIA



## **PIONEER CENTRE, UPPAL, HYDERABAD, INDIA**

The proposed Pioneer Mixed-Use Development at Uppal, Hyderabad is a multiuse complex located in a fast growing affluent area of Hyderabad and surrounded by an increasing number of IT parks and office buildings. At this time five preliminary schemes have been produced for a mixed-use development of +/- 2 million sq. ft. consisting of an IT office building, a shopping mall and a business hotel. The shopping centre component will be +/- 600,000 sq. ft and Talbot Consultants has been retained as the retail planners and consultants. Our tasking includes:

- Recommending international architectural firms.
- Organising a tour of the architect short list's offices & projects.
- Market & Consumer Research.
- Optimal positioning & merchandising (tenant mix).
- Creating a recommended tenant "hit-list".
- Recommendations for the design & layout of the retail area.
- Leasing facilitation with major international retailers.

We have currently completed the architect tour and selection process, the market and consumer research component (in association with our Indian market research associates) and have generated the international and national tenant 'hit-lists'. We are now working with the selected architects on the retail design and, in particular, how it can best be configured so as to seamlessly link the office, hotel, parking and LRT connections. This will be an extremely fast tracked project as excavation has already commenced.



# KING ABDULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, THUWAL, THE KINGDOM OF SAUDI ARABIA



## **KING ABDULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, THUWAL, THE KINGDOM OF SAUDI ARABIA**

Talbot Consultants International was retained as the retail planners and consultants for the commercial core of the KAUST campus by HOK Architects and their client the King Abdullah University of Science and Technology (KAUST).

The KAUST campus will house not only academics and their families, but also a robust support community to provide for the needs of KAUST faculty and students. Adjacent to the academic core and research laboratories will be a seaside town and commercial center with a wide variety of shops and housing, from apartments to single-family homes. There will be parks, playgrounds and schools for families with children; recreation amenities will include a golf course, yacht club and marina. The campus will overlook the sea, and many of the residences will have waterfront views. At maturity, the total KAUST community will number approximately 20,000 people.

The campus site is in a unique coastal location near the fishing village of Thuwal, 80 kilometers (50 miles) north of Jeddah. The total area is more than 36 million square meters, including a unique coral-reef ecosystem that will be preserved by the University as a marine sanctuary, and will be a focus for research. The KAUST campus and surrounding community will incorporate a distinctive blend of traditional Middle Eastern architecture and modern styles and amenities. The buildings will evoke ancient centers of learning within a context of high-tech science and engineering facilities. KAUST's campus is being constructed to have a minimal environmental footprint and high aesthetic impact.





# DISCOVERY WORLD, TAICHUNG, TAIWAN

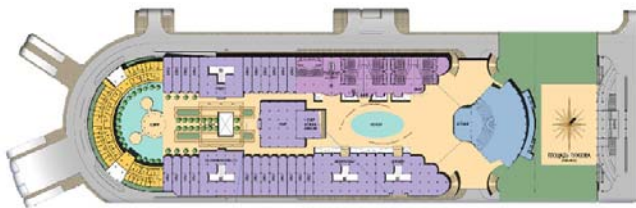


## **YUE-MEI INTERNATIONAL DEVELOPMENT CORP., DISCOVERY WORLD, TAICHUNG, TAIWAN**

Talbot Consultants International was retained as the retail development planning consultants for this major mixed-use development project in western Taiwan. The project consists of a large theme park, a major water park and a four star hotel. These three key components are then linked by a "leading-edge" entertainment focused "street" (similar to Universal City Walk) known as "The Festival Village". As the retail consultants on the very large international consulting team our tasking was to advise the developers on the appropriate theming, sizing and merchandising for the retail components in both of the parks and in the Festival Village.



# MOSCOW CITY CENTRE, RUSSIA



## MOSCOW CITY CENTRE, RUSSIA

Recently the City planning Council of Moscow approved 4 new projects as parts of the general “Moscow City” project. These projects' budget is said to reach US\$1.5 billion. Apart from office and trade areas the “Moscow City Centre” project presupposes construction of a 5-star hotel, a water park and a cinema, which will be the biggest in Moscow. The expected completion date is 2009. The main feature of the center will be a recreation and entertainment zone covering the area of 450 sqm. One of the provisions of the international competition presupposes that the project investor – “Troyinvest Company” will build a concert and cinema hall worth approximately US\$20 million, which will then be passed over to the City of Moscow. The hall is expected to seat five thousand people and is to become the biggest of its kind in Moscow. One of the most striking features of the cinema is its maneuverability. According to the plan proposed by the architects from Brisbin Brook Beynon Architects, the cinema stage will be transformable so that it will be possible to host major public events such as theatrical performances, various concerts and sport competitions.

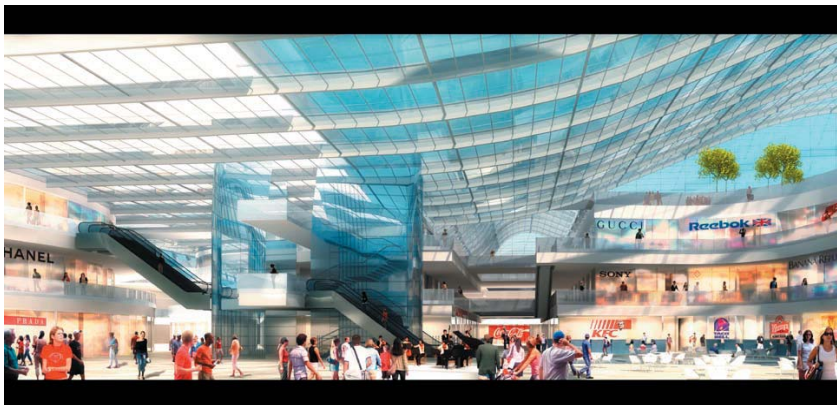
Talbot Consultants was retained as the retail planners and consultants for the retail component of the project. The shopping centre component will be anchored by a Hypermarket and a Multi-Plex Theatre and the balance of the space will be occupied by Fashion and General Merchandise retailers (both mid-box and CRU) and Food & Beverage (both restaurants and a food-court). Our recommendations included:

• Level 124:-	Hypermarket @ 3,300sm, Retail @ 18,875sm, F&B @ 2,250sm =	24,425sm
• Level 129:-	Hypermarket @ 6,000sm, Retail @ 17,520sm, F&B @ 1,400sm =	24,920sm
• Level 136:-	Retail @ 17,365sm =	17,365sm
• Level 141:-	Retail @ 17,305sm =	17,305sm
• Level 146:-	Theatres @ 5,770sm, Retail @ 7,735sm, F&B @ 1,170sm =	14,675sm
• Level 151:-	Retail @ 2,870 =	2,870sm
• Totals:	Hypermarket @ 9,300sm, Theatres @ 5,770sm, Retail @ 81,670sm, F&B 4,820sm =	101,560sm





# ALMATY MALL, ALMATY, KAZAKHSTAN



## ALMATY MALL, ALMATY, KAZAKHSTAN

Talbot Consultants International has been retained by Zeidler Partnership Architects and their client Bazis International Inc. as the retail planners & consultants for the proposed Almaty Shopping Mall. The mall is to be located in Republic Square of Kazakhstan's largest city. It sits directly across from the Monument of Independence in Almaty's largest and most important public place. This mall is also located on an important transportation axis for the City of Almaty surrounded by previous parliament buildings and the President's previous residence. Located underground below the Republic Square, the proposed mall provides 56,465 m<sup>2</sup> of retail space at the centre of the city. It is made up of 3 levels of retail area for a total area of 59,510 m<sup>2</sup> with a food court seating 300 people. Sculpturally dynamic glass roofs in a wave shape sit above the five entrances to this underground meeting place. The retail complex also includes 4 cinemas with a total area of 1,870 m<sup>2</sup> seating 120 people each. Three levels of parking garages are located on the east and west side of the mall with a total of 1,120 parking spaces.



# LIFE HUB @ DANING, SHANGHAI, CHINA



## LIFE HUB @ DANING, SHANGHAI, CHINA

The Zha Bei Town Centre project is a 100,000 m<sup>2</sup> (1 million sq. ft.) mixed-use project located in the Zha Bei, Daning Green area of Shanghai. It has recently changed its name to “Life Hub @ Daning”. The site is west of, and adjacent to, the major Gonghe XinGlu Highway. Immediately to the north is the 10,000 seat Zha Bei Stadium, Shanghai Circus World and Guangzhong Park. As part of the development a subway was built along the eastern edge of the site and two subway stations are now in operation with one at Zha Bei Town Centre and the other at Shanghai Circus World. Surrounding the site are residential districts (currently being redeveloped for high density higher income residences) several universities & hospitals and other major employers. The whole area was significantly underserved by retail facilities. The preliminary site and trade area analysis by Talbot Consultants International Inc. clearly showed that there was a significant opportunity for a major retail development at this location that would serve the surrounding local population. There was also the potential for developing this site, over time, into a major retail/entertainment destination for greater Shanghai by maximizing the linkages to the Stadium, Circus World and Guangzhong Park.

After completing our retail planning study, we recommended that Zha Bei Town Centre should be developed in two phases:-

1. The current demand was for Zha Bei Town Centre to be anchored by a major “chore” shopping food component such as a Wal-Mart Super Centre, Carrefour, Tesco, Lotus etc. serving the surrounding local population.
2. As the economy evolves there will be a significant opportunity for a major “pleasure” shopping retail/entertainment destination serving greater Shanghai by maximizing the linkages to the Sports Stadium, Circus World and Guangzhong Park. This greater potential will be significantly enhanced once the two subway stations are in full operation. We therefore recommended that Zha Bei Town Centre should be designed so that it can easily transition from “chore” shopping to “pleasure” shopping without disrupting on-going operations.

The project was originally planned by us in 2003 and opened (including the subway line and both stations) in 2006. The project has been an overwhelming success and the retail and food & beverage components both opened 100% occupied at rental rates higher than we had projected.

