

坑梓文化科技中心设计招标项目

设计任务书

Design Competition of Kengzi Culture, Science and
Technology Center
Design Brief

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一、项目背景 Project Background

自成立经济特区以来，深圳市委、市政府高度重视文化发展，特别是实施“文化立市”战略和开展“文化强市”建设以来，深圳文化发展迅速，公共文化服务体系建设水平位居全国前列，服务设施网络基本形成。其中，博物馆新馆、图书馆新馆、音乐厅等已成为我市标志性文化设施，“图书馆之城”建设成果显著。截止 2015 年，全市拥有市、区、街道、社区各级图书馆（室）639 个，24 小时街区自助图书馆 200 台，群艺馆和文化馆（站）69 个，各类博物馆、纪念馆、美术馆 28 个，文化广场 381 个，形成了较为完善的公共文化服务设施网络。

Since the establishment of Shenzhen Special Economic Zone, Shenzhen Municipal Party Committee and the Municipal Government have attached great importance to cultural development. Especially since the implementation of “Culture-oriented City” and “Culture-supported City” strategies, Shenzhen’s cultural development has progressed rapidly, with its public cultural service system ranking among the top in the country and a network of service facilities basically taking shape. Among these facilities, the new Shenzhen Museum, new Shenzhen Library, and Concert Hall have become the city’s iconic cultural facilities, which demonstrate the remarkable results of creating a “Library City”. By 2015, there had already been 639 libraries (reading rooms) ranging from city, district, street to community level, 200 community libraries with 24-hour self-service, 69 mass art centers and culture centers (stations), 28 museums, memorials, and art galleries, and 381 cultural squares, altogether forming a sophisticated network of public cultural service facilities in Shenzhen.

坪山区自 2017 年成立以来，在各个方面都取得了长足的发展和进步，坪山区总体发展定位为深圳先进制造业东部新城，重点发展新能源（汽车）产业、生物医药产业、新一代信息技术及智能制造产业。深圳市文化发展“十三五”规划提出以步行 10 分钟为服务半径，统筹设置公共文体设施。到 2020 年，每万人公共文化设施面积不少于 2000 平方米，服务半径不低于“十分钟文化圈”。如何在中短期内快速提升坪山区公共文化设施的数量和质量成为了坪山发展文化事业的当务之急。

Since its establishment in 2017, Pingshan District has made noticeable progress in all aspects. Pingshan is positioned as Shenzhen’s East New Town based on advanced manufacturing, particularly new energy (automobile), biomedicine, new generation IT and smart manufacturing. The 13th Five-Year Plan for Cultural Development of Shenzhen proposes to build public cultural and sports facilities with a service radius of 10 minutes’ walk. By 2020, it is expected that the area of public cultural facilities per 10,000 people should be no less than 2,000 square meters, and the service radius should be no smaller than that of the “10-minute walk cultural circle”. The priority of the cultural undertakings development in Pingshan is to rapidly increase the quantity and quality of public cultural facilities in the district in short and medium term.

本项目地块位于坑梓片区，有保存较好的多处客家围屋，例如新乔世居、荣田世居、长隆世居等，平均年龄 200 岁，具有浓厚的客家文化底蕴。坑梓街道有 15 处不可移动文物，以及 1 所百年老校——光祖中学。新乔世居建于清乾隆十八年，距今 259 年，属于区级文物保护单位。

位。荣田世居、长隆世居这些客家古屋和光祖中学已经成了坑梓文化的名片。

This project is located in Kengzi area, where there are many well-preserved Hakka enclosures, such as Xinqiao Shiju (Xinqiao Mansion), Rongtian Shiju (Rongtian Mansion), Changlong Shiju (Changlong Mansion), etc. These houses are 200 years old on average and typical of Hakka culture. In Kengzi Sub-district, there are 15 immovable cultural relics and a century-old school, Guangzu Middle School. Xinqiao Shiju was built 259 years ago in the 18th year of the reign of Qing Emperor Qianlong, and it is a district-level cultural heritage site. These old Hakka houses including Rongtian Shiju and Changlong Shiju, and Guangzu Middle School have become representatives of Kengzi culture.



图 坪山区在深圳位置

Location of Pingshan District in Shenzhen



图 项目区位及坑梓街道位置

Location of Project Site and Kengzi Sub-district

二、项目概况 Project Overview

1. 项目名称 Project Name

坑梓文化科技中心设计招标

Design Competition of Kengzi Culture, Science and Technology Center

2. 项目区位及用地范围 Project Location and Site Scope

本项目位于坪山区坑梓中心片区,根据深圳市[坑梓中心及老坑地区]法定图则,09-06、09-09为文化科技中心的选址地块。其中09-06地块位于光祖公园西北面,北至吉康路,西邻光祖南路;09-09地块位于光祖公园西南面,南邻规划路,西至光祖南路。城市设计研究范围为08-26、08-27、08-28、09-06、09-07、09-08、09-09、09-10、09-11地块,占地面积约19.7万m²。

The project is located in Kengzi Center, Pingshan District. According to the Statutory Plan of Shenzhen [Kengzi Center and Laokeng Area], plots 09-06 and 09-09 are the appointed sites for the Culture, Science and Technology Center. Plot 09-06 is located in the northwest of Guangzu Park, bordering Ji Kang Lu to the north and Guang Zu Nan Lu to the west. Plot 09-09 is located in the southwest of Guangzu Park, bordering a planned road to the south and Guang Zu Nan Lu to the west. The urban design research scope includes plots 08-26, 08-27, 08-28, 09-06, 09-07, 09-08, 09-09, 09-10 and 09-11, covering an area of about 197,000 m².

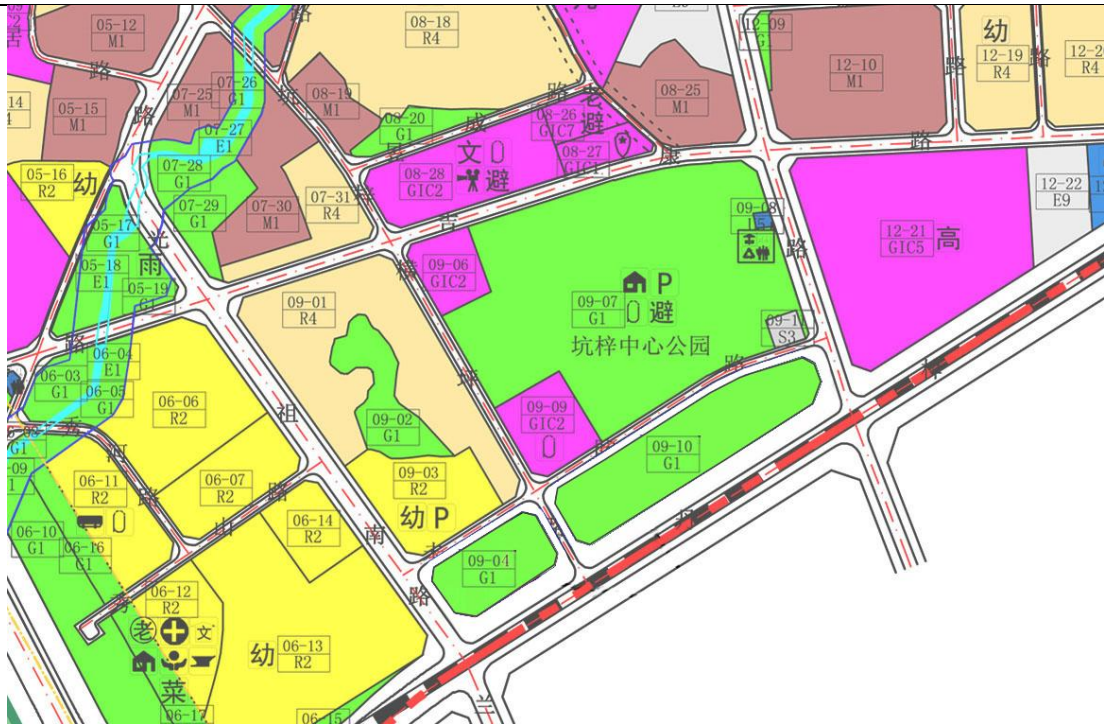


图 [坑梓中心及老坑地区]法定图则

Image: Statutory Plan of [Kengzi Center and Laokeng Area]



图 项目卫星图片（从东北向西南方向看）

Image: Project Site Satellite Image (from Northeast to Southwest)

3. 场地交通状况 Peripheral Traffic Conditions

场地北侧吉康路及南侧丹梓大道分别为现状城市次干道和现状城市主干道，丹梓大道上设厦深铁高架铁路。西侧光祖南路为现状城市支路，地块南侧未晞路为规划道路。

Currently, Ji Kang Lu on the north of the site is an existing secondary urban trunk road, while Dan Zi Da Dao on the south is an existing main urban trunk road. An elevated section of the Xiamen-Shenzhen Railway is built above Dan Zi Da Dao. Guang Zu Nan Lu on the west is an existing urban branch road, and Wei Xi Lu on the south is a planned road.

场地周围有较密集公交车站点分布，对外交通较为便利。场地周边暂无地铁站分布，规划地铁线路 14 号线经过场地附近，最近设站点坑梓站，位于深汕公路、吉祥路交叉口附近，距场地约 1.3 公里，步行约 18 分钟。

There is a dense bus station network around the site, which makes it highly accessible. So far there is no metro station around. Metro Line 14 is planned to pass the nearby area, and its nearest station to the site is Kengzi Station, which will be located near the intersection of Shen Shan Gong Lu and Ji Xiang Lu. The new station will be about 1.3 kilometers away from the site, which is about 18-minute walk.



图 场地周边环境及交通条件

Image: Surrounding Environment and Traffic Conditions

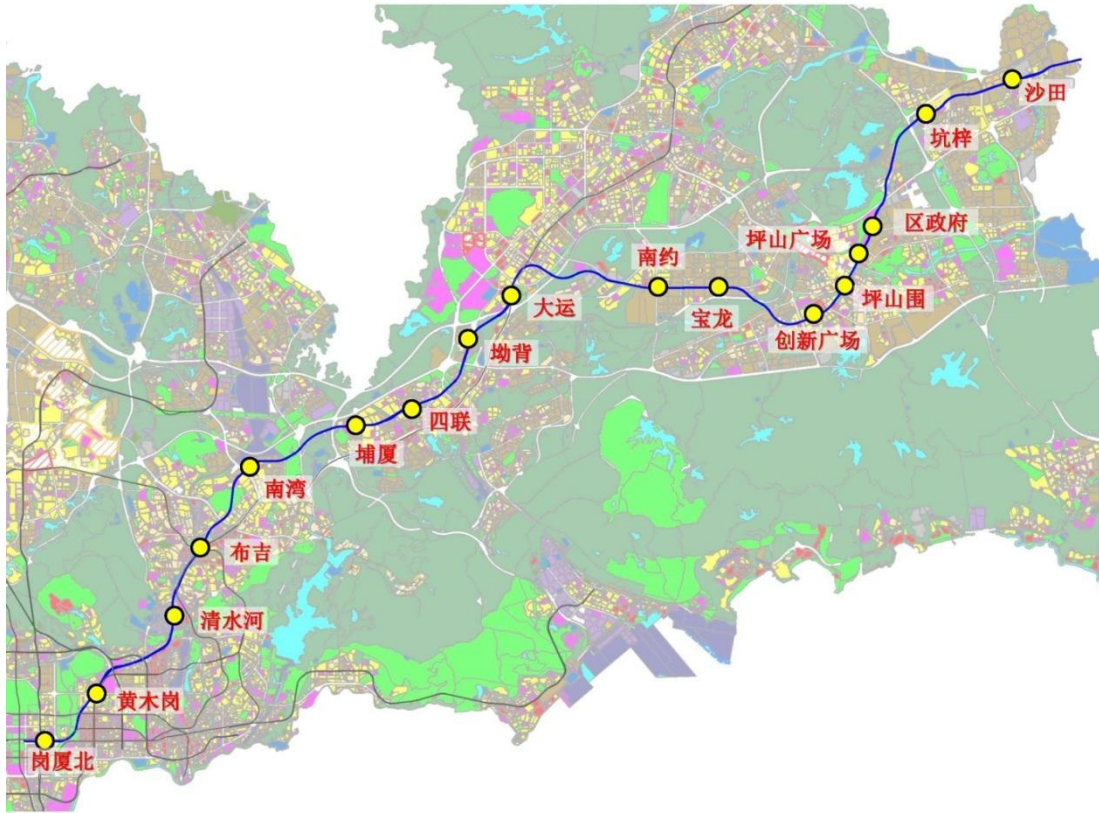


图 深圳地铁 14 号线规划平面示意图

Image: Planed Layout of Shenzhen Metro Line 14

4. 场地周边环境 Surrounding Environment

场地东侧毗邻坪山光祖公园，公园正在进行升级改造，一期工程项目已完成，二期工程范围设计施工尚未开始。（场地标高 cad 及公园总图，一期二期工程分期见附件）

The site borders Pingshan Guangzu Park on the east. The park is under upgrading, with Phase 1 being completed and Phase 2 yet to be designed. (See appendixes for the park's elevations in CAD, master plan and division of Phase 1 and Phase 2)

场地北侧吉康路以北现存坑梓中心影剧院、坑梓广场、坑梓派出所和坑梓敬老院。影剧院建于上个世纪 90 年代，为坑梓片区重要的公共文化设施，影剧院东侧的坑梓广场也承载着各类市民活动，成为一代坑梓人的记忆。坑梓影剧院含图书馆、舞蹈室、演艺厅等功能，建筑面积约 5000 m²，目前正在进行建筑内部升级改造。

To the north of Ji Kang Lu, which is on the north side of the site, are Kengzi Center Theatre, Kengzi Square, Kengzi Police Station and Kengzi Retirement Activity Center. The theatre was built in the 1990s. As an important public cultural facility in the Area, it consists of library, dance studio, auditorium, etc. totaling a floor area of about 5,000 m². Currently it is undergoing interior upgrading. On the east side of the theatre is Kengzi Square, which also accommodates various kinds of civic activities and carries important memories of the local people.

北侧 09-06 地块西北侧靠近路口处，现有乔木经多年生长，已形成较好的绿化环境，且现存一些景观小品设施，有较多的市民在此处活动，形成街角公园的氛围。地块上现有老干部活动中心，建筑面积约 1800 平米，占地面积约 2000 平米。

In the northwest edge of Plot 09-06 (near the intersection), there are many old trees that create a nice green. Plus a number of landscape furnishings, they have formed a street-corner park attracting many citizens to spend their time here. The plot also houses a Retirement Activity Center whose GFA and occupied land area are 1,800 m² and 2,000 m² respectively.



图 场地周边环境现场照片

Image: Live-scene Photo of Surrounding Environment

- ①街角公园景观小品 Street-corner Park with Landscape Furnishings ②街角大树 Street-corner Trees ③老干部活动中心及大榕树 Retirement Activity Center and Banyans ④坑梓影剧院 Kengzi Theatre ⑤两地块之间的绿地及斜坡 Green and Slope Between Two Plots ⑥光祖南路西侧现有住宅 Existing Residential Buildings on the West of Guang Zu Nan Lu

5. 周边片区文化设施分布 Peripheral Cultural Facilities

坪山区现有的文化设施包括坪山图书馆，坪山美术馆及在建的坪山文化中心，距场地约 5km。坑梓现有重点文化设施为坑梓影剧院。

Existing cultural facilities in Pingshan District include Pingshan Library, Pingshan Art Museum, and on-going Pingshan Culture Center, about 5km away from the site. The key cultural facility in Kengzi Area is Kengzi Theatre.



图 坪山中心区及坑梓片区主要文化设施分布

Image: Distribution of Cultural Facilities in Pingshan Center and Kengzi Area

三、项目定位 Project Positioning

本项目旨在打造一个辐射坪山区及深圳东部地区的文化科技中心，建立一个高品质的城市文化综合体标杆，具备现代时尚、简明清新的建筑空间形象。

The project is planned as a culture, science and technology center that serves Pingshan District and east Shenzhen, and a high-quality benchmark for urban cultural complex with a modern, trendy, simple and refreshing space image.

四、设计内容及设计要求 Design Content and Requirement

主要设计内容分为两部分，片区概念定位研究和建筑设计。片区概念定位研究（即城市设计研究）范围如图，占地面积约 19.7 万 m^2 。研究主要关注本项目与周边环境的关系，尤其是跟光祖公园、坑梓影剧院及坑梓广场之间的关系，形成整体布局。建筑设计包括建筑方案设计及景观概念方案设计。建筑设计用地面积 17310.4 m^2 ，其中，09-06 地块面积为 7253 m^2 ，09-09 地块面积为 10056 m^2 。设计内容包括文化馆、科技馆、书城及阅读服务中心、小型智能图书馆及相应的各功能区商业配套、地下空间等。两地块之间绿地为公园用地，需进行景观概念方案设计。

The design task consists of two parts: positioning concept research and architectural design. The scope of positioning concept research (i.e. urban design research) is as shown below, which covers an area of about 197,000 m^2 . The research should mainly focus on the relationship between the project

and the surrounding environment, especially the relationship with Guangzu Park, Kengzi Theatre and Kengzi Square, considering all of them as a whole. Architectural design includes architectural schematic design and landscape concept design. The site area for architectural design is 17,310.4 m², among which the size of plot 09-06 is 7,253 m², and plot 09-09 is 10,056 m². The design content includes a culture center, a science and technology museum, a book mall and reading service center, a small intelligent library and supporting commercial facilities and underground space for the above mentioned functional buildings. The green space between the two plots is park land that requires landscape concept design.



图 项目卫星区位图

Image: Site Satellite Image

(一)片区概念定位研究（即城市设计研究）要求

Conceptual Positioning Research (Urban Design Research)

1. 在总体城市设计上，需要考虑与周边环境的整体协调关系，联系坑梓影剧院、坑梓广场和光祖公园共同形成新的市民文化聚集地，并结合周边商业空间及业态，形成互补互动、相辅相成的城市公共空间布局；

For the general urban design, please consider the project's relationship with the surrounding environment, through which the project, Kengzi Theatre, Kengzi Square and Guangzu Park will form a new civic cultural gathering zone. Together with the surrounding commercial spaces and trades, these facilities will interact with and complement each other and form an integrated public space.

2. 设计应在传承文脉的基础上体现建筑的地域性与现代性，营造积极的、以人为尺度的城市公共空间，使本项目成为融合当地文化和现代公共生活的场所；

The design should incorporate traditional cultural elements but also reflect regional features and modernity. These architectures aim to create a positive, people-oriented urban public space, serving

as venues for local cultural activities and modern public life.

3. 关注与光祖公园的关系,重视场地及周边现有的生态环境,合理利用现存的生态资源,避免过度设计过度开发;

Please pay attention to the project's relationship with Guangzu Park and the existing ecological environment of and around the site. Make rational use of existing ecological resources, and avoid excessive design or overdevelopment.

4. 结合片区规划及周边地块,应合理安排人行出入口、小汽车出入口、货车出入口,满足不同功能的运输需求;注意人流、车流、货流独立设置,互不干扰,但需考虑各功能分区的交通流线组织,使之成为一个有机整体。

Please consider the planning of the area and surrounding plots and arrange entrances and exits for pedestrians, cars and trucks reasonably to meet the transportation needs of different functions; pay attention to the independent arrangement of the circulation of people, cars and trucks so that they do not interfere with each other, but the transport circulation of each functional zone should form an organic network.

(二)建筑设计要求 Architectural Design

1. 主要指标及限制条件 Major Indices and Restrictions

总建筑面积约 6.8 万 m²,其中计容建筑面积约 3.8 万 m²,容积率 2.0—2.2;建筑高度需考虑回应周边标志物(纪念碑)和公共建筑高度。(光祖公园内烈士纪念碑高度为 8m,所在平台场地标高约 49m;坑梓影剧院高度 20.2m,场地标高约 36.8m。)

The GFA is about 68,000 m², of which the FAR-counted floor area is about 38,000 m² and the floor area ratio is 2.0-2.2. The height of the project needs to respond to the surrounding landmarks (monuments) and public buildings. (The height of the Martyrs Monument in Guangzu Park is 8m, and its platform site level is about 49m; the height of Kengzi Theatre is 20.2m, and its site level is about 36.8m.)

2. 主要建筑功能及设计要点 Main Building Functions and Design Outlines

本项目建筑功能包括文化馆、科技馆、书城及阅读服务中心、小型智能图书馆、公共文化服务中心及相应的各功能区商业配套、地下空间等。暂定由一个单位统一运营管理。

Functions of the project mainly include culture center, science and technology museum, book mall and reading service center, small intelligent library, public cultural service center and supporting commercial facilities and underground space for the above mentioned functional areas. It is tentatively decided that these facilities will be operated and managed as a whole by one agency.

2.1 文化馆 Culture Center

以组织群众文化活动,开展文化艺术教育培训和基层群众文化辅导为主要职能的公益性文化事业机构,为满足群众文化需求面向社会提供服务。

The Culture Center is a public welfare cultural institution where people can access mass cultural

activities, cultural and artistic education and training, and grassroots cultural courses, providing services to the society to meet people's cultural needs.

功能 Function	总面积 (m²) Total Area	具体项目 Activities
群众活动用房 Mass Activities Area	6900	演艺活动 Performance
		交流展厅 Exchanges and Exhibition
		辅导培训 Education and Training
		游艺娱乐 Entertainment
业务用房 Business Area	300	文艺创作 Literary and Artistic Creation
		研究整理 Research and Archive
		其他工作 Other Work
管理用房 Admin Area	400	行政管理 Admin Management
		会议接待 Conference Reception
辅助用房 Supporting Area	400	储存库房 Storage
		建筑设备 Building Services
		后勤服务 B.O.H Service
合计 Total	8000	

2.2 科技馆 Science and Technology Museum

科技馆主要的主题功能可考虑结合坪山特色产业与特色企业设置。

The thematic function of the Science and Technology Museum may be decided in consideration of Pingshan's featured industries and companies.

功能	总面积 (m²)	具体项目
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Function	Total Area	Activities
展览教育用房 Exhibition and Education Area	6000	常设展厅 Permanent Exhibition Hall
		短期展厅 Temporary Exhibition Hall
		科普活动室 Scientific Education Activity Room
		科普教育/高科技技术体验馆 Scientific Education/Hi-tech Experience Hall
		其它 Other
公众服务用房 Public Service Area	800	门厅/大厅/检票 Entrance/Lobby/Ticket Check
		票房/问讯处 Ticket Booth/Information Center
		休息/存包 Rest Area/Luggage Deposit
		商品部 Retail
		其它 Other
业务研究用房 Business Research Area	400	展品与材料库 Exhibits and Material Storage
		展品维修车间 Exhibits Maintenance Room
		设计研究室 Design Research Lab
		图书资料/档案室 Books and References/Archives
		其它 Other
管理保障用房 Admin and B.O.H. Area	800	行政办公室 Admin Office
		会议室/接待室 Meeting Room/Reception Room
		警卫/值班室 Security/Duty Room
		设备用房

		MEP Room
		其它 Other
合计 Total	8000	

2.3 书城及阅读服务中心 Book Mall and Reading Service Center

(1) 主要功能可参考以下功能分类，并分析其他书城案例和本项目地块周边状况，提出合理的业态功能和建筑空间安排。

Please refer to the chart below for main function categories, analyze other book mall cases and the surrounding conditions of the project, and propose a reasonable layout of trade functions and architectural spaces.

功能 Function	总面积 (m²) Total Area	具体项目 Activities
图书大卖场 Book Supermarket	3000	综合图书（社科、文学、经济图书等） Books by Categories (Social Science, Literature, Economics, etc.)
		外文书店、益文书局 Foreign Language Book Store, Eon Books
		音乐时空 Music Lounge
全民阅读活动中心 Reading Activities Center	2000	24 小时书吧、艺术空间、旧书漂流 24-hour Book Bar, Art Space, Old Books Exchange
		晚 8 点、莎莎讲故事、书城创意文化广场节、戏剧星期六、美丽星期天、名家论坛、民间阅读组织交流 8 PM, Shasha the Storyteller, Book Mall Creativity and Culture Square Festival, Theatre Saturday, Beautiful Sunday, Master Forum, Communication between Civic

			Reading Organizations
文化展览展示 Cultural Exhibitions	2000	多功能厅、公共活动大台阶 Multi-functional Hall, Public Activity Terrace	
		儿童摄影展、画鉴赏、摄影展、艺术品展览 Children Photography Exhibition, Painting Appreciation, Photography Exhibition, Artwork Exhibition	
		创意展、DIY 体验、设计工作室、坪山“打工漫画”展区 Creativity Exhibition, DIY, Design Workshop, Pingshan “Worker Comics” Display Area	
文创产业孵化平台及商业配套 Cultural Creativity Industry Incubation Platform and Supporting Commercial Facilities	7000	文创产业集聚区 Cultural Creativity Industry Cluster	
		创业培训中心 Entrepreneurship Training Center	
		商业配套 Supporting Commercial facilities	
合计 Total	14000		

1) 出版物卖场。出版物是书城的核心项目。出版物卖场是书城的主力店，主要提供图书、音像制品和应用软件等出版物的零售和展示，包括综合书店、主题书店及特色精品书吧、数字阅读体验店等多种业态。

Publication Store: Publications are the core products in the book mall. The publication store is the main store in this building, which sells and displays publications such as books, audio-visual products, application software, etc. There will be multiple trades including all-category bookstores, themed bookstores, boutique bookstores and digital reading experience stores.

2) 文化创意项目。文化创意项目在形式上构成书城的次主力店群。为顾客提供多媒介、全方

位的文化学习和关联服务。如影城、动漫体验、学习培训、文化艺术、展销及鉴赏等。

Cultural Creativity Activities: Cultural creativity activities are the sub-core products of the book mall, providing customers with multi-media, all-round cultural learning and related services in the form of cinema, animation experience, courses and training, culture and art, exhibitions and appreciation, etc.

3) 关联配套服务。是书城的外延关联层,由大小不一、功能互补的多种店面构成,布局在主、次主力项目之间,提供餐饮、体育休闲、少儿娱乐等生活配套服务,增强书城空间的亲和力和顾客黏度,提升书城平台的复合功能,有效延展顾客的逗留时长和消费选择。

Supporting Services: They are planned on an extended floor of the book mall, consisting of a variety of storefronts of different sizes and complementary functions. Located between the core and sub-core businesses of the book mall, they provide supporting services such as catering, sports and leisure, and children's entertainment, which can enhance the affinity of this place and customer stickiness. The combination of multiple functions can effectively extend customer's stay and provide more consumption choices.

4) 公共活动空间。在书城中规划预留充足的公共活动空间。除了宽阔流畅的动线通道外,规划设置广场、大台阶、多功能厅、艺术长廊、阅读区、中庭等多样性、动静态活动休闲区,有利于把书城打造成文化的活动场所和创业的迸发地,从而将人与空间紧密贴合,有效提升书城的社交互动性和体验感。

Public Activity Space: please spare ample public space in the book mall. In addition to a wide and clear circulation pathway, square, terrace, multi-functional hall, art corridor, reading area, atrium and other diverse leisure areas for both dynamic and quiet activities are also planned. This can transform the book mall into a venue for cultural activities and entrepreneurship, which closely links people and space and effectively enhances social interaction and the visiting experience.

5) 基础辅助设施。包括设备用房、工具房、消防水池、地下停车场和值班、更衣室、员工餐厅、办公室等后勤空间,这是书城运营和建筑不可或缺的基础性辅助设施。

Basic Supportive Facilities: including MEP room, tool room, fire control pool, underground parking, duty room, change room, staff canteen, office and other B.O.H. space, which are the indispensable basic supportive facilities for the operation of the book mall and for the building itself.

(2) 各业态功能板块的设计原则如下: Functional Design Principles

1) 各功能板块需相互独立,人文板块作为核心功能板块,不同功能板块的衔接精密而贯通;
The functional sections need to be independent from each other. Humanities section will be the core function. The connection between different functional sections should be well-considered and continuous;

2) 各功能板块内需以主力店(书店、影院、运动体验等)为核心品类,其他延展品类需与主力店发生联动关系;

The anchor stores (bookstore, cinema, sports experience stores, etc.) should be the key functions in each section, and derivative stores need to be correlated with the anchor stores;

3) 各功能板块均需设置公共空间,作为板块人流聚集区、文化交流活动的场所,以营造繁荣的文化氛围。

All functional sections need to offer public space for people to gather and perform cultural exchange activities, so as to create a thriving cultural atmosphere.

2.4 小型智能图书馆 Small Intelligent Library

功能 Function	总面积 (m²) Total Area	具体项目 Activities
藏书区 Book Shelves	800	基本书库 General Book Shelves
		阅览室藏书区 Reading Room Book Shelves
借阅区 Borrow and Return	320	一般阅览室 General Reading Room
		24h 书吧 24h Book Bar
咨询服务区 Information Desk	60	办证、检索 Library Card Application Retrieval
		总出纳台 General Teller Desk
		咨询 Information
公共活动与辅助 服务区 Public Activities and Supporting Services	240	寄存、饮水处 Deposit, Water Dispenser
		读者休息处 Reader Rest Area
		交流接待 Communication and Reception
		读者服务（复印等） Reader Service (Copying, etc.)
业务区 Business Area	140	配送中心 Delivery Center
		信息处理（含数字资源） Information Processing (Including Digital Resources)
行政办公区 Admin Area	80	行政办公室 Admin Office
		会议室 Meeting Room
技术设备区 Technical	360	中心机房（主机房、服务器） Central Machine Room (Central

	Equipment Area		Apparatus Room, Server)	
			计算机网络管理和维护用房 Computer Network Management and Maintenance Room	
	后勤保障区 Back of House		变配电室/电话机房/通风/空调机房 Power Substation/Telephone Room/Ventilation/AC Room	
			水池/水箱/水泵/锅炉房/换热站 Pool/Water Tank/Water Pump/Boiler Room/Heat Exchange Station	
			维修/各种库房/监控室 Maintenance/Storages/Monitor Room	
			餐厅 Canteen	
			合计 Total	2000

2.5 老干部活动中心 Retirement Activity Center

现状老干部活动中心需拆除，在场地返还同等面积及相应功能。需设置歌舞厅、书画室、乒乓球室、棋牌室、办公室和会议室（一大一小）等功能用房，以及室外门球场。老干部活动中心的功能要与其他建筑功能相结合考虑。

The existing Retirement Activity Center needs to be dismantled and rebuilt, with the existing size and function being retained. There should be various functional rooms including dance halls, painting and calligraphy rooms, table tennis rooms, chess and card rooms, offices and conference rooms (one big and one small), and outdoor gateball courts. The function of the Retirement Activity Center should complement the functions of other buildings.

2.6 文化馆与科技馆商业配套 Supporting Retail

确保在两馆闭馆期间，商户可以正常营业。

Please ensure that the retail can open as usual even when the Culture Center and Science and Technology Museum are closed.

2.7 公共文化服务中心 Public Cultural Service Center

满足基本的社区文化生活服务。

To provide basic community cultural services.

2.8 地下空间 Underground Space

部分功能用房可放在地下一层，其余地下空间为地下车库与设备用房，面积不超过 30000 m²，具体停车数及停车面积根据建筑规模及使用人数进行核算。

Some of the functional rooms can be placed on B1, while all the other space will be underground parking and MEP room; the total area will not exceed 30,000 m². The specific number and size of parking spaces will depend on the size and number of occupants of the building.

3. 景观概念方案设计 Landscape Concept Design

两地块被中间公园绿地相隔，距离约为 130m，使得两地相对分离，空间联系弱。中间绿地在景观概念设计上要考虑与两地块的连接、绿地的功能设置及景观设计。

The two plots are separated by a green park in between, and their distance is about 130m, which makes the two plots relatively separated and weakens their spatial connection. The design of the green space in the middle should consider the connection with the two plots, the functional setting of the green space and the landscape design.

4. 建筑功能面积表 Floor Area Schedule of Building Functions

(下表中功能配置和规模仅为参考，设计机构可根据方案的可行性，提出合理的功能复合使用策略和面积优化意见)

(The functions and sizes in the table below are only for reference. Design institutes can propose a reasonable functional composition strategy and area optimization advice based on feasibility.)

分类 Category	功能 Function	面积 (m ²) Area	合计面积 (m ²) Total Area
一 One	计容建筑面积 FAR-counted Floor Area		38000
1	文化馆 Culture Center	群众活动用房 Mass Activities Area	8000
		业务用房 Business Area	
		管理用房 Admin Area	
		辅助用房 Supporting Area	
2	科技馆 Science and Technology Museum	展览教育用房 Exhibition and Education Area	8000
		公众服务用房 Public Service Area	
		业务研究用房 Business Research Area	

		管理保障用房 Admin and B.O.H. Area	800	
3	文化馆科技馆商业配套 Supporting Retail for Culture Center and Science and Technology Museum		2000	2000
6	书城及阅读服务中心 Book Mall and Reading Service Center	书店书吧图书卖场 Book Bar/Book Market	3000	14000
		阅读服务中心 Reading Service Center	2000	
		展览展示 Exhibition	2000	
		文创产业孵化平台 Cultural Creativity Industry Incubation Platform	7000	
4	小型智能图书馆 Small Intelligent Library	藏书区 Book Shelves	1000	2000
		借阅区 Borrow and Return	120	
		咨询服务区 Information Desk	60	
		公共活动与辅助服务区 Public Activities and Supporting Service Area	300	
		业务区 Business Area	200	
		行政办公区 Admin Area	80	
		技术设备区 Technical Equipment Area	240	
		后勤保障区 B.O.H. Area		
4	公共文化服务中心 Public Cultural	多功能厅 Multi-functional Hall	500	2000

	Service Center	陈列展览室 Exhibition Room	500	
		辅导培训室 Training Room	50	
		排练演出厅 Rehearsal and Performance Hall	300	
		文体娱乐室 Cultural and Sports Entertainment Room	100	
		少儿、老年活动阵地 Children and Elderly People Activity Room	100	
		电子阅览室 Digital Reading Room	100	
		健身室 Gym	100	
		办公用房 Office	50	
		会议室 Meeting Room	200	
		7	老干部活动中心返还面积 Return Size of Retirement Activity Center	
二	不计容建筑面积 Non-FAR-counted Floor Area			30000
1	地下停车库与设备用房 Underground Parking and MEP Room	30000	30000	
三 III	总建筑面积 GFA			68000

五、设计原则及重点研究问题 Design Principles and Key Issues

1. 设计原则 Design Principles

(1) 功能实用：秉持着为片区服务的理念，根据实际需求确定建筑功能，功能用房考虑一定程度的功能复合及多样化利用，建筑空间组织利用高效化；

Pragmatic function: to better serve the Area, building functions should be determined in response to the actual demand. Consider the mixed and diversified use of functional rooms and highly efficient organization of building spaces.

(2) 经济：与现有经济技术条件相适宜，采用合理的建筑结构形式及材料造价，不过分夸张；

Cost effectiveness: fit to existing economic and technical conditions with reasonable structural form and material cost instead of exaggerated design.

(3) 美观：建筑风格现代简洁有美感，不刻意追求形态的标新立异；

Aesthetics: take modern, concise and aesthetic building style without intentionally seeking offbeat shape.

(4) 城市性：注重与周边建筑及环境的关系，注重城市生活氛围的营造，保护及延续原有城市活动记忆；

Urbanity: pay attention to the relation with surrounding buildings and environment, foster the atmosphere of urban life and conserve and continue the memory of urban activities.

(5) 生态性：项目场地与公园毗邻且场地地形高差较大，场地内有植被、水塘、坡地等，在建设过程中应遵循低冲击原则，要尽量保留现有绿化及生态比例，有效利用公园内现有设施及资源，尽量保持土方平衡减少土方外运。

Ecology: as the site adjoins the park and features great height difference caused by vegetation, pool and slope, it is required to follow the low impact principle, i.e. conserve the existing greening and ecological proportion, effectively use the existing facilities and resources in the park, and keep the earthwork balance with minimum outward transportation

设计布局以及后期经营模式遵循低碳环保的理念。做到“零排放”、再循环、再利用等。

The design layout and subsequent operation should be low carbon and environmental friendly, realizing zero emission, recycling and reuse.

2. 重点研究问题 Key Issues

(1) 文化中心的打造 Creation of culture center

场地北侧的坑梓影剧院与坑梓广场已经形成基本的文化记忆，本项目旨在形成坑梓片区的文化中心，所以，文化组团空间的打造尤为重要，如何与北侧现存建筑形成联系，如何保持公共空间的延续性都成为此次设计的重点。

Kengzi Cinema and Kengzi Square to the north of the site have already contributed to an essential culture memory. As the Project aims to create the culture center of Kengzi area, it is particularly important to focus on the spatial creation of culture cluster. The design should also focus on how to establish relation with the existing buildings on the north and keep the continuity of public space.

(2) 建筑与公园相互融合 Integration between building and park

建筑与公园相毗邻，建筑的体量风格与公园的关系需要考虑，建筑的一些功能例如室外展览、商业配套可以考虑与公园设计相结合。

As the building adjoins the park, it is required to consider the relation between the building and park in terms of the volume and style. Some functions like outdoor exhibition and commercial facilities may combine with the park.

(3) 建筑功能的组合与布局 Combination and layout of building functions

本项目中建筑功能多样，空间复杂，开放时间不同。需考虑功能如何混合布置及南北地块分别的功能布局。

As the Project features diversified building functions, complicated space and different open time, it is required to consider the mixed layout of functions and respective functional layout of south and north plot.

六、设计成果要求 Design Submissions

(一) 资格预审阶段成果 Prequalification Submissions

除了公司基本资质要求外，资格预审中还需提供**5页A3图纸初步概念方案**，可包括**城市设计概念总平面图、建筑概念及必要的说明和分析**。

In addition to the company qualification materials, it is required to provide the **preliminary conceptual design (5 pages of A3 drawing)**, which may include **conceptual master plan of urban design, architectural concept and necessary narratives and analysis**

(二) 正式招标阶段成果 Submissions for Official Bidding (暗标 concealed bid)

1. 文本 Brochure

A3 规格 (297mm×420mm)，一正本七副本，软胶装，可包括但不限于以下内容：

A3 size (297mm×420mm), one original and seven duplicates, soft cover adhesive binding, including but not limited to:

1.1 片区概念定位研究 (即城市设计研究) 部分

Positioning concept research (urban design research)

- (1) 设计概念及说明 Design concept and narratives
- (2) 城市设计总平面图 Urban design master plan
- (3) 交通流线图及相关分析图 Traffic circulation and relevant analysis
- (4) 公共开放空间及绿地规划图 Public open space and green space plan
- (5) 建筑总体形态分析图 Overall building shape analysis
- (6) 总体鸟瞰图 Overall bird's eye view
- (7) 重要空间节点相关设计图及效果图 Relevant design drawing and rendering of key spatial

node

(8) 相关经济技术指标 Relevant economic and technical indices

1.2 建筑设计部分 Architectural Design

(1) 设计概念及说明 (建筑总体布局、建筑单体或群体的设计概念和说明);

Design concept and narratives (overall layout, design concept and narratives of singular building or building cluster)

(2) 经济技术指标 (包括总经济技术指标, 以及建筑单体或群体的主要经济技术指标、各功能馆详细面积构成等);

Economic and technical indices (including overall economic and technical indices, main economic and technical indices of singular building or building cluster, detailed area distribution of each functional hall)

(3) 效果图 (包括鸟瞰图、建筑单体效果图、重要城市公共空间节点效果图、重要室内公共空间效果图等);

Rendering (including bird's eye view, singular building rendering, key urban public space node rendering, key interior public space rendering)

(4) 总平面图; Master plan

(5) 分析图 (功能、交通、景观、日照、消防、公共空间等, 其中交通分析应包含人流、车流及各功能馆的物流通道等);

Analysis (function, traffic, landscape, sunlight, fire and public space with the traffic analysis including pedestrian circulation, vehicular circulation and freight circulation of each functional hall)

(6) 各建筑单体或群体的地下及地上主要平面图、立面图、剖面图、局部放大图 (比例应保证看清图纸及文字);

Above-grade and below-grade plans, elevations, sections and partial blow-up (with legible drawing and text) of each singular building and building cluster

(7) 主要场馆公共空间的室内外设计概念图;

Interior and exterior design concept drawing of public space of main functional hall

(8) 其他必要的图纸与文件。Other necessary drawings and documents

2. 展示图板 Display Board

展示图板 (A0) 一套, 不超过 6 张, 用阿拉伯数字在图板的右下角排序编号, 包括但不限于以下内容:

One set (no more than 6 pieces) of display boards (A0), to be numbered with Arabic numerals on the righter lower corner, including but not limited to the following contents:

(1) 规划概念图 Planning conceptual drawing

(2) 总平面图与经济技术指标 Master plan and economic and technical indices

(3) 效果图 Rendering

(4) 建筑单体或群体的方案设计图 SD drawing of singular building or building cluster

(5) 功能布局、景观分析和道路交通组织等分析图 Analysis of functional layout, landscape analysis and road traffic

3. 实体模型 (比例 1 : 500) Physical Model (1:500)

一个建筑总体方案实体模型 , 模型底盘大小为 1.2m*0.8m。

One physical model of overall design with the base plate sized 1.2m*0.8m.

4. 现场汇报演示文件 On-site Presentation Document

PPT 或 PDF 格式 , 汇报时间不超过 20 分钟 , 答疑时间不超过 5 分钟 , 总计控制在 25 分钟以内 (包括翻译时间) 。

Presentation in PPT or PDF should last no more than 20 mins and Q&A no more than 5 mins. The total duration should be controlled within 25 mins. (including translation).

5. 电子文件汇总 Electronic File

以光盘形式提交 , 一式 2 份 , 方案文本 (PPT 或 PDF 文件) 、 三维模型 (SKP 文件) 、 CAD 图纸 (DWG 文件) 、 评审展示用图 (A0 , 300DPI 的 JPG 或 PDF 文件) 、 现场汇报演示文件 (PPT 或 PDF 文件) 等。

CDs in duplicate including SD brochure (PPT or PDF), 3D model (SKP), CAD drawing (DWG), display drawing for evaluation (JPG or PDF in A0 and 300DPI) and on-site presentation document (PPT or PDF)

附件 1 : 法定图则、用地红线及坐标

Appendix 1 Statutory Plan, Site Property Line Map and Coordinates

附件 2 : 光祖公园总图及工程分期

Appendix 2 Master Plan and Development Phase of Guangzu Park

附件 3 : 场地及周边地形测绘图

Appendix 3: Site and Surrounding Topography Survey Map