

**深圳市小梅沙片区城市更新单元城市设计导则国际招标**  
**International Bidding of the Urban Design Guidelines for**  
**the Urban Renewal Unit of Shenzhen Xiaomeisha Area**

**工作规则**  
**Working Rules**

**主办单位：深圳市特发集团有限公司**

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

**承办单位：深圳市特发小梅沙投资发展有限公司**

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

**组织咨询服务机构：深圳市仁智汇商务咨询有限公司**

**Consultant: Benecus Consultancy Limited**

**2018年12月**

**December 2018**

# 目录 Contents

## 第一部分工作规则 Part I Working Rules

一、项目背景 Project Background .....	1
二、招标目的 Bidding Goal .....	2
三、招标范围 Bidding Scope .....	2
四、组织机构 Organization .....	3
五、设计依据 Design Basis .....	4
六、基本规则 Basic Rules .....	5
七、资质要求及报名方式 Qualification & Registration .....	7
八、日程安排（暂定） Timetable (Pending) .....	12
九、概念提案要求 Requirements on Conceptual Proposals .....	13
十、概念提案有效性 Validity of Conceptual Proposals .....	14
十一、评审方式 Evaluation Method .....	14
十二、费用 Fees .....	17
十三、版权问题及法律 Copyright & Legal Issues .....	19
十四、用语及其它 Miscellaneous .....	20

## 一、项目背景 Project Background

深圳，一座现代化、国际化、创新型滨海城市，中国粤港澳大湾区的核心城市之一，全球最具经济竞争力和最具活力的城市之一，正在全力打造全球海洋中心城市。

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

小梅沙位于深圳市东部黄金海岸线，东临大鹏新区，西侧紧邻大梅沙，北为马峦山郊野公园，南临大鹏湾。距福田市中心 28 公里，拥有优良的山、湖、沙滩、礁石等山海资源，是距离深圳市区最近且拥有天然沙滩的海滨休闲旅游区之一。未来，小梅沙将以“拥抱海洋、梅沙小镇”为主题，以国际水准的山海旅游资源，构建一个世界级、国际化都市型滨海旅游度假区。

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

目前，小梅沙片区陆域面积为 253 公顷，总体规划定位为集旅、居、业一体的滨海活力小镇，世界级都市型滨海旅游度假区，将小梅沙打造成为世界级滨海特色小镇，零距离亲近山海。北区将规划建设郊野生态公园、户外运动基地；南区将重点发展休闲度假、商贸会务、高端医疗、健康管理、水上运动等产业。

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

resort, business conference, high-end medicine and health care and water sports.

作为深圳立市以来最早开发的滨海旅游度假区之一，小梅沙曾荣获“深圳十景”、“鹏城八景”等美誉。历经 30 载风雨，小梅沙目前拥有“小梅沙度假村”、“小梅沙海洋世界”、“小梅沙大酒店”等经营实体，现片区年接待游客 200 余万人次。

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

## 二、招标目的 **Bidding Goal**

本次国际招标旨在面向全球公开征集具有前瞻性、实践性、可操作性的城市更新单元规划设计方案，通过对片区进行综合规划研究和系统性设计，为下一步规划建设工作提供框架性的设计指引，指导片区高水平规划、高标准建设。

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

## 三、招标范围 **Bidding Scope**

小梅沙片区总体规划面积 387 万平方米，包括陆域面积 253 万平方米和海域面积 134 万平方米，海岸线约 4 公里。

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

深圳市小梅沙片区城市更新单元城市设计导则国际招标·工作规则  
International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen  
Xiaomeisha Area  
·Working Rules

本次招标范围为片区内城市更新范围 15.28 万平方米及 1.66 万平方米的地块，其中法定图则划定的地块面积 13.74 万平方米。

Scope of this bidding refers to 152,800 square meters urban regeneration space and 16,600 square meters plot within the area. Plot area stipulated in statutory plan is 137,400 square meters.

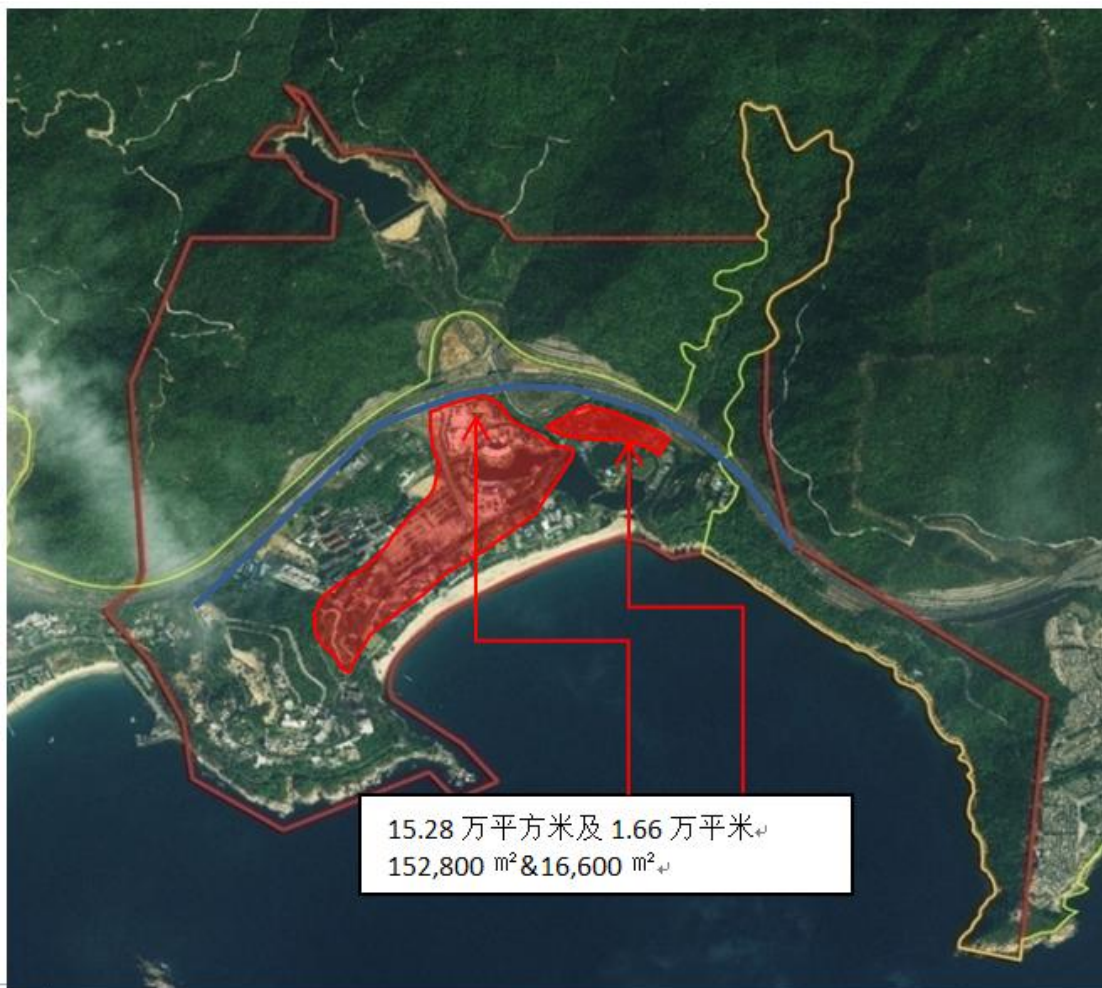


图 1 国际招标范围图

Figure 1 Scope of the International Bidding

#### 四、组织机构 Organization

主办单位：深圳市特发集团有限公司

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

承办单位：深圳市特发小梅沙投资发展有限公司

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

**组织咨询服务单位:** 深圳市仁智汇商务咨询有限公司

**Consultant:** Benecus Consultancy Limited

**联系人: Contact Information**

张工 (中文) Mr. Zhang (for Chinese)

电话 (Tel.): +86 755 8290 7866

手机 (Mob.): +86 136 3160 0111

陈女士 Ms. Chen

电话 (Tel.): +86 755 8218 6359

传真: +86 755 8290 9299

**Fax:** +86 755 8290 9299

**邮箱: xiaomeisha2018@qq.com**

**Email: xiaomeisha2018@qq.com**

## 五、设计依据 Design Basis

**5.1** 《深圳市小梅沙片区城市更新单元城市设计导则国际招标工作规则》;

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

**5.2** 《小梅沙片区城市更新单元城市设计导则设计任务书 (正式版)》 (仅供编制概念提案参考);

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

**5.3** 主办单位提供的有关规划与基础材料;

Relevant plans and basic materials provided by the Host;

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

Provisions of current related laws, regulations and normative documents of PRC,

Guangdong Province and Shenzhen Municipality.

## 六、基本规则 **Basic Rules**

本次国际招标采取公开报名的方式，面向全球公开征集优秀的设计团队进行小梅沙片区城市更新单元城市设计导则的编制工作。本次国际招标共分为“资格预审”、“概念提案编制”、“成果深化”三个阶段进行。

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

参与招标活动的设计机构一经报名，即表示接受并遵守本文件的一切规则和规定。

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

### 6.1 资格预审 **Prequalification**

本次招标活动采取公开报名的方式，由资格预审委员会对设计机构（含设计联合体，下同）设计资质、综合实力、同类项目设计经验及获奖情况、首席设计师在行业内的声望、设计团队的专业配备等方面进行综合评选，择优选取 4 家设计机构发出《编制概念提案邀请函》（同时选出 2 家备选设计机构，如获邀机构退出则由备选机构依序替补）。

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

## 6.2 概念提案设计 Conceptual Proposal Formulation

4 家受邀机构编制概念提案（含项目理解、重难点把握、概念方案和推荐案例等）工作。

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

6.2.1 概念提案：概念提案须描述设计机构对本项目的理解，指出项目重难点问题，并提出初步的解决思路、方法、途径或可借鉴的案例；同时阐述设计机构的规划设计理念、设计思路、技术路线、提案及成果构成等内容。概念提案可采用多种形式表达设计机构的设计构思与想法，不要求提交过多的设计图纸，以清晰表达设计概念为原则，可以用图纸简单表达，也可以用非正规的手绘形式。鉴于过多的文字表述将可能影响评委对核心意图的理解，故而要求篇幅严格控制在 A3 纸单面 80 页以内（不含封面封底及空白页）。

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

### 6.2.2 概念提案提交及评审 Submission and Evaluation of Conceptual Proposals

概念提案须于 2019 年 2 月 27 日 17:00 前提交。

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

主办单位将邀请相关经验的专家和业主代表组成专家评审委员会对按时提



交的概念提案进行评审。

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

概念提案评审后，主办单位将组建定标委员会，结合专家意见确定第一名，获得第一名的设计机构拥有优先成为中标单位的权利。

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

### **6.3 成果深化 Deliverable Optimization**

中标单位需充分吸收其他招标方案的优点，结合专家评审意见和主办单位要求，进行方案整合、深化调整，形成正式成果和具体的指导性文件。并必须组织1-2次城市设计深化工作坊。如获得第一名设计机构放弃成果深化任务，则按获得名次的顺序依次优先接替中标。中标单位不再获得奖金，由获得第一名的设计机构获得中标单位的应得奖金，其他单位的名次和奖金不变。

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

## **七、资质要求及报名方式 Qualification & Registration**

7.1 本次国际招标活动不要求国内资质，国内外设计机构均可自由报名参加，有关资质以符合报名设计机构总部注册所在地的现行规定为准。欢迎国内外具有城市设计经验的设计机构积极参与。

**Applicants are not required to have domestic planning qualification of PRC**

**for this International Bidding, while the relevant qualification should meet the current requirements of the practice areas where the applicant's HQ is located. Design firms home and abroad with urban design experience are warmly welcome to take part in this International Bidding.**

**7.2** 具有以下的同类项目经验的设计机构优先:

Design teams with following experience are preferred:

(1) 具有丰富的城市设计导则编制经验;

Rich formulation experience of urban design guidelines;

(2) 具有丰富的城市设计实践经验和成功案例。

Numerous successful cases of urban design practice.

**7.3** 参与本次招标活动的规划设计人员应为该设计机构的在册人员，首席规划设计师须由主持过多个同类型规划设计项目的人员担任，且必须直接参与国际招标全过程。为了保证境外设计机构的项目规划设计人员对中国地区背景和相关要求的准确理解，项目规划设计人员中应至少有一名通晓汉语的华裔人士。

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

**7.4** 本次招标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。

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

**7.5** 本次招标活动不接受未获邀请的报名机构自愿参与概念提案编制。

Conceptual proposals by uninvited design teams are not accepted.

**7.6** 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招标活动,也不得以顾问的形式参加本次招标活动。

Design teams that have registered for the International Bidding are not allowed to participate with other design firms in the form of consortium or as consultant.

### **7.7 报名方式 Registration Process**

报名的设计机构应提交报名文件进行报名。

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

报名文件应包括: Registration papers shall include:

(1) 报名表(正本,签字并加盖公章);

Registration table (original, with signature and seal);

(2) 设计机构简介;

Introduction of the design team;

(3) 设计机构工商注册文件(复印件,加盖公章);

Commercial registration certificate (duplicate, with seal)

(4) 设计机构资质证明及获奖文件(复印件,加盖公章);

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

(5) 法人代表证明、法人代表授权委托书(原件,加盖公章或签字)、法人代表和受委托人身份证明文件(身份证或护照等,复印件,加盖公章);

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

(6) 设计机构以设计联合体名义报名的应提交所有联合体设计机构共同签署的“设计联合体协议书”,并明确牵头设计的主体单位(正本,加盖公章);

Design consortiums shall submit the 'Design Consortium Agreement'

(original, with company seal), jointly signed by all the design firm members and specifying the leading design firm;

(7) 提供同类型规划设计项目的业绩：资料应包含项目名称、项目地点、项目规模（规划设计用地面积）、所承担的设计内容（城市规划与设计）、主要设计人员、项目完成情况（正在进行或已经完成）、项目图片（规划设计图或实景照片）以及相关证明材料（合同、中标通知书等）；

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

(8) 项目规划设计团队参与人员简历、专业背景证明材料，以及团队成员在设计机构参与同类型项目的证明材料或经验说明：如其他项目中标的通知书或规划设计合同盖章签字页复印件或规划设计效果图（在建项目）或实景照片（完工项目）；

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

(9) 设计机构认为有帮助的其他资料。

Other materials deemed helpful by design teams.

报名文件纸质版（一式 7 份，至少应有一份签章齐全）须在规定截止时间前由专人送达或邮寄至承办单位处（以承办单位收件时间为准）。报名文件文本电子版(word 文档格式或 PDF 格式)于规定截止时间前电邮至承办单位联系邮箱：xiaomeisha2018@qq.com。

Hardcopies of the registration documents (7 copies, with at least one bearing

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

## 7.8 报名截止时间 Registration Deadline

2019年1月2日 17:00 (北京时间, 以承办单位收到纸质版报名文件时间为准)。

**17:00, Jan. 2, 2019 (Beijing Time; the time that the Undertaker receives the hardcopies of application materials and conceptual proposal shall prevail).**

报名邮箱: xiaomeisha2018@qq.com

**Registration Email:** xiaomeisha2018@qq.com

报名咨询: **Registration Enquiry:**

张工 (中文) Mr. Zhang (for Chinese)

电话 (Tel.): +86 755 8290 7866

手机 (Mob.): +86 136 3160 0111

陈女士 Ms. Chen

电话 (Tel.): +86 755 8218 6359

报名文件邮寄信息 **Mailing Information for the Application Documents**

收件人: 张工 (电话: +86 755 8290 7866)

**Addressee: Mr. Zhang (Tel: +86 755 8290 7866)**

邮寄地址: 深圳市宝安区罗田路幸福海岸 10 栋 B 座 3 层 A 房

**Address: Room A, Floor 3, Block B, Building 10, Xingfu Hai'an Complex,  
Luotian Road, Bao'an District, Shenzhen Municipality, Guangdong Province,  
PRC**

注: 报名可先以电子邮件向承办单位发送电子版报名文件, 经确认后将报

名文件以邮递方式寄送给承办单位。报名文件须密封在一个不透明的外层封装内。总封装外包装上标注“深圳市小梅沙片区城市更新单元城市设计导则国际招标报名材料”和机构名称。

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

## 八、日程安排（暂定） Timetable (Pending)

时间 Date	事项 Item
2018年12月12日 Dec. 12, 2018	发布公告、工作规则等招标文件 Release the Announcement, Working Rules, etc.
2018年12月12日-2019年1月2日 Dec.12, 2018-Jan. 2, 2019	自由报名 Registration
2019年1月2日17:00前 Before 17:00, Jan. 2, 2019	报名截止 Registration Deadline
2019年1月7日前 Before Jan. 07, 2019	由资格预审委员会对报名机构提交的报名文件进行评审,从中筛选出4家设计机构发出设计邀请 Carry out preliminary review on the application documents submitted by the applicants, and select four design teams to issue the Invitation
2019年1月7日前 Before Jan. 07, 2019	公布资格预审结果,发出《编制概念提案邀请函》 Release the prequalification result and issue the <i>Invitation to Formulate the Conceptual Proposal</i>
2019年1月14日 Jan. 14, 2019	现场踏勘、答疑 Site visit and Q&A
2019年1月7日-2019年2月27日 Jan. 7, 2019- Feb. 27, 2019	设计阶段 Design Stage
2019年2月27日17:00前 Before 17:00, Feb. 27, 2019	提交概念提案 Submission of conceptual proposal
2019年2月28日 Feb. 28, 2019	召开概念提案评审会 Hold the evaluation meeting on conceptual proposals

2019年3月6日前 Before Mar.6, 2019	发布评审结果 Release the evaluation result
----------------------------------	---

注：1、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。

2、中标单位的设计任务书内容会根据专家意见进行适当调整和补充，正式版将在现场踏勘时发送给受邀机构供编制概念提案参考。

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

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

## 九、概念提案要求 Requirements on Conceptual Proposals

**9.1** 概念提案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《深圳市小梅沙片区城市更新单元城市设计导则国际招标工作规则》对概念提案的要求，内容表达必须做到完整、清晰、准确。

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

**9.2** 概念提案文本必须经设计机构签章方为有效。设计机构应提供 10 份完整的概念提案文本，并在文本封面标明设计机构名称，由首席设计师签章、设计机构盖章，并封装成包。

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

**9.3** 除概念提案文本纸质版外，还需提供 A0 展板一套（不超过 6 张），电子文件 U 盘 2 份（含文本电子版、自动多媒体汇报文件电子版、现场汇报文件电子版、

展板电子版及相关设计图电子版)。

Apart from hardcopy documents of conceptual proposals, participants shall also provide a set of A0 display board (no more than 6 pieces), USB disk of electronic document in duplicate (includes electronic version of the design brochure, the automatic multimedia presentation file, the presentation document, display boards and related drawings)

**9.4** 所有成果须在各阶段规定截止时间前一次性送至或邮至主办单位指定地点（具体地点将另行通知）。

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

## 十、概念提案有效性 **Validity of Conceptual Proposals**

在规定截止日期前送达、并满足概念提案要求的招标文件为有效概念提案，有下列情形之一者，视为无效概念提案：

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

(1) 概念提案逾期送达；

Conceptual proposals that the time of receiving is overdue;

(2) 概念提案分次提交；

Conceptual proposals not submitted simultaneously;

(3) 在规定截止时间后，更改概念提案的内容；

Content of conceptual proposals changed after submission;

(4) 概念提案文本没有按要求签字、盖章；

Conceptual proposals not signed and sealed as required;



(5) 概念提案主要内容非原创、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；

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

(6) 将设计任务转包或混合其他机构设计人员完成的概念提案；

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

(7) 经专家评审委员会半数以上（含半数）评委认定，概念提案粗制滥造的；

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

(8) 根据本规则不具备参与本次招标活动资格的设计机构的概念提案。

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

无效概念提案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，逾期未取的无效概念提案，由承办单位作报废处理。

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

## 十一、评审方式 Evaluation

### 11.1 资格预审 Prequalification

报名截止后，主办单位将邀请专家和业主代表组建资格预审委员会对报名机构提交的报名文件进行预审，从中评选出 4 家设计机构（备选 2 家），发出《编制概念提案邀请函》。获得邀请函的设计机构集中参加现场踏勘活动。

After the registration deadline, the jury panel of prequalification consisting of experts and representatives of the Host invited by the host will carry out evaluation on the application documents submitted by design teams. Four design firms (two

alternatives excluded) will be selected to issue the *Invitation to Formulate the Conceptual Proposal*. Those design teams with invitation shall attend the Site Visit together.

## 11.2 概念提案评审 Evaluation of Conceptual Proposal Deliverables

11.2.1 获得《编制概念提案邀请函》的设计机构在参加现场踏勘活动后，应按相关要求编制概念提案。各设计机构提交概念提案后，主办单位将组建评审委员会对有效的概念提案进行评审。

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

11.2.2 本次招标活动将邀请 5 位或以上的国内外著名专家学者和业主代表组成评审委员会。

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

11.2.3 概念提案评审将采取明标形式进行，概念提案汇报采用播放自动演示文件和设计机构代表现场汇报答疑的形式组织。

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

设计机构代表需按现场工作人员指引在指定位置汇报答疑，不得随意在会场走动及拍照。

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

评审委员会在认真研究每家设计机构的概念提案文件和充分讨论的基础上，以记名投票方式进行评选出第三名、第四名及前两名（不排序）。

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

由定标委员会确定最终获得第一名的设计单位。

The final first-place design team for the International Bidding will be decided by the evaluation selection panel.

#### 11.2.4 评审标准 Evaluation Criteria

概念提案的评选将根据工作规则的相关要求进行。

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

#### 11.2.5 评审组织 Organization of Evaluation

概念提案汇报顺序由各设计机构代表抽签确定。

概念提案采用播放自动演示文件和设计机构代表现场汇报并答疑的形式组织，每个概念提案的汇报和答疑的时间总共不超过 40 分钟（含翻译时间）。

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

## 十二、费用 Fees

### 12.1 奖金 Bonus

获得《编制概念提案邀请函》的 4 家设计机构，其提交的概念提案通过专家评审后，可分别按名次获得相应奖金：

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

经定标委员会确定并获得第一名的优胜设计机构由主办单位优先授予《深圳

市小梅沙城市更新片区城市设计导则成果深化合同》，递交成果达到整合深化要求且通过主办单位验收，可获得整合深化费用人民币叁佰万元整（小写¥3,000,000.00元）；

The first-place winner decided by the bid selection panel will be given the priority to sign the *Deliverable Optimization Contract of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen Xiaomeisha Area* with the Host, and will receive RMB Three Million (3,000,000.00 Yuan) of integration and optimization fee after its final deliverable meets the deliverable optimization requirements and is accepted by the Host.

第二名奖金人民币捌拾万元整（小写¥800,000.00元）；

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

第三名奖金人民币陆拾万元整（小写¥600,000.00元）；

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

第四名奖金人民币伍拾万元整（小写¥500,000.00元）。

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

## 12.2 设计费用的支付 **Payment Terms**

本次招标活动的设计费用（含奖金等，下同）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 design fees concerning this International Bidding (bonus etc. included, similarly hereinafter) will be paid in Renminbi, and taxes levied on design fees will be borne by design teams themselves.

设计机构以设计联合体名义参加招标活动的，主办单位只负责与设计联合体的主体单位联系和结算。

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

## 12.3 其他 **Others**

所有参加本次招标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 expenses such as the travelling expense caused by this International Bidding will be borne by the participating design firms themselves.

本次招标活动的设计费用包含主办单位一次性买断概念提案版权(知识产权)的费用。

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

### 十三、版权问题及法律 Copyright & Legal Issues

**13.1** 所有参加本次招标活动的概念提案署名权归设计机构所有,但所有参与招标的概念提案在评审后不退回设计机构,主办单位和承办单位有权对提交的所有概念提案中的合理要素进行使用。

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

**13.2** 主办单位和承办单位有权无偿使用参加本次招标活动的各设计机构提交的所有概念提案,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、展示及评价概念提案。

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

**13.3** 设计机构应保证概念提案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,并取消其参与本次招标活动的资格。

All conceptual proposals must be originally created by the concerned participants.

Any form of copyright infringement is forbidden. In case of infringement, the infringing design firm bears all consequences of infringement, and that design firm's participation in this International Bidding will be nullified.

**13.4** 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，并取消其参与本次招标活动的资格。

All documents(including texts, drawings, and electronic data) provided by the Host are exposed to copyright protection. Without authorization, any person is prohibited to duplicate, amend, distribute, disclose, lend or transfer the contents. Otherwise, legal liabilities may be incurred and the participation qualification in this International Bidding will be abolished.

### **13.5 适用法律 Use of Laws**

本次招标活动规则受中华人民共和国法律管辖，招标工作和所有文件适用中国法律，若发生争议，经协商不成时，依法向深圳市中级人民法院起诉。

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

### **13.6 保密 Confidentiality**

深化成果完成前，设计机构或其设计人员未征得主办单位和承办单位的许可，不得以任何方式披露、公开或展示概念提案，否则将依法追究其相应法律责任，并取消其参与本次招标活动的资格。

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

## **十四、用语及其它 Miscellaneous**

本次招标活动仅采用中文或中英文对照格式；当中英文内容不一致时，以中文为准。

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

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。

The Host reserves the right to amend the agenda, and will notify all the participants in advance for any emendation.

**14.3** 获得《编制概念提案邀请函》设计机构的首席设计师与主要设计人员须亲自参与现场踏勘活动和概念提案评审汇报，请设计机构作好相关准备（请国外设计机构提前做好签证）。

The designer-in-chief and key designers of the design teams with *the Invitation to Formulate the Conceptual Proposal* must attend the site visit and evaluation presentation themselves. All applicants are requested to be well prepared (foreign teams shall have their visas ready in advance).

**14.4** 设计机构参加现场踏勘活动、答疑和专家评审会时需自带翻译。

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

**14.5** 主办单位后续将组织 1-2 次工作坊，获得设计费用的设计机构需派主创人员参加，主办单位不再支付各设计机构参加工作坊的招标服务费和差旅费。

The Host will subsequently arrange one or two workshops after the International Bidding. Key designers from the design firm receiving the design fees shall attend the workshops while the Host won't pay consulting services and travel expenses for them.

**14.6** 概念提案评定后的 2 年内，获得设计费用的设计机构应为主办单位继续提供必要的远程答疑服务。如需设计机构派主创人员到现场答疑，主办单位会支付相

关差旅费用。

The design firms receiving the design fees shall continue to provide necessary clarification services for the Host within two years after the bid evaluation. If on-site Q & A and long-range support is required from key designers, the Host will pay relevant travel expenses for them.

**14.7** 所有参加本次招标活动的设计机构的首席设计师和主要设计人员须始终参与规划设计工作；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。

All chief designers and key designers of the design firms participating in this International Bidding shall be involved in the whole planning & design process. Those that partnered with foreign firms shall ensure that there are foreign designers participating in the entire design process.

**14.8** 本次招标概念提案评审不接受未获得《编制概念提案邀请函》的设计机构提交的其他概念提案。

Conceptual proposals submitted by design teams without the *Invitation to Formulate the Conceptual Proposal* will not be accepted in the evaluation of conceptual proposals.

**14.9** 报名参加本次招标活动的设计机构均视为承认本次招标活动规则以及各阶段相应的文件内容要求。

All design teams, upon registration, are deemed as admitting the regulations of this International Bidding and the requirements in the corresponding documents of each stage.

**14.10** 本次“深圳市小梅沙片区城市更新单元城市设计导则国际招标”活动的解释权归承办单位即深圳市特发小梅沙投资发展有限公司。解释语言以中文为准。

The Undertaker, Shenzhen SDG Xiaomeisha Investment & Development Co., Ltd., reserves the right for the interpretation of the International Bidding of the Urban Design Guidelines for the Urban Renewal Unit of Shenzhen Xiaomeisha Area. The Chinese version for the interpretation shall prevail.