



三亚奥林匹克湾项目

项目概况 Project Overview

Sanya Olympic Bay

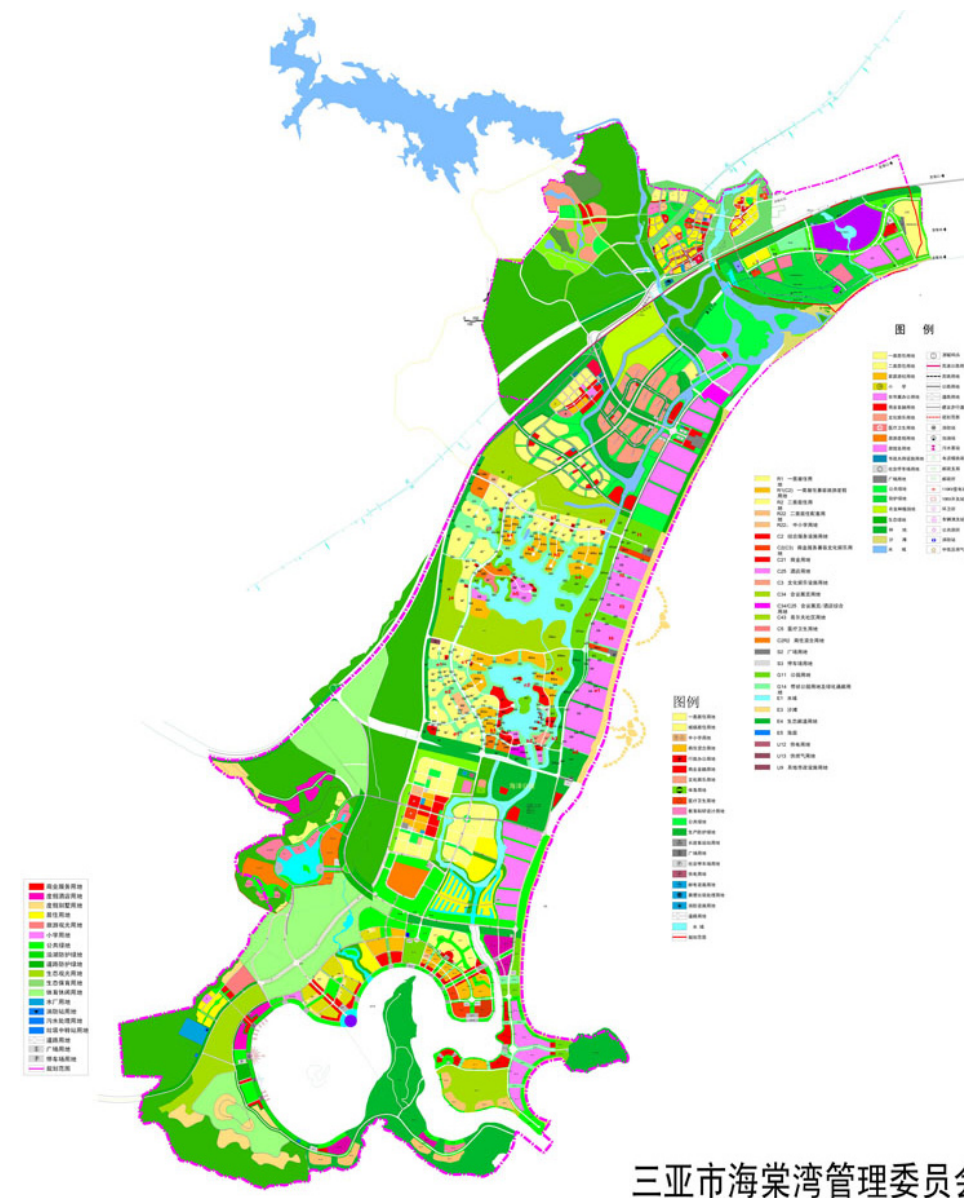
远景 VISION

三亚奥林匹克湾的发展远景是在三亚湾开发区内创建一个全新的豪华海滨度假村。它的主要开发收入将来自于住宅公寓和私人别墅的销售。这些公寓和别墅位于海南岛这一独特的位置，地理优势得天独厚。与同一地区的其它竞争产品相比，三亚奥林匹克湾的发展规划别具一格，将会取得巨大的成功，雄踞开发区项目的最高价位。

除了住宅开发之外，本开发项目的收益还包括两家度假酒店的收入，其中包括拟议的精品公寓/酒店公寓销售收入，零售和娱乐，以及游艇收入。公共和文化场所，如展览中心和表演艺术中心，体育及水上运动中心，奥林匹克博物馆等，将为本项目创造趣味和个性，带来活力，从而打造一个旅游度假胜地。

The development vision for Sanya Olympic Bay is to create a new luxury seaside resort village and destination with the Sanya Bay development area. Its primary development revenue will be generated from the sale of residential condominiums and private villas on this unique site location on Hainan Island. The Sanya Olympic Bay's development plan will need to differentiate itself from other competing products in the region to be successful and command the highest price points for development success.

In addition to residential housing the development will generate revenue from the two resort hotels, including the proposed Boutique Condo/Hotel condo sales, as well as retail and entertainment, and marina boat slips. Civic and cultural venues such as the Exhibition and Performing Arts Center, Sports & Aquatic Center, and Olympic Museum will create interest, character, and activate the development as a resort destination for tourist.



Sanya Olympic Bay

项目理解PROJECT UNDERSTANDING

本项目是一个概念性总体规划竞赛，主要参赛方为SWA洛杉矶分公司和DRDS公司，主办方为万通地产。万通地产是中国最大的房地产开发公司之一。该项目的目标是在中国海南岛三亚湾建立一个海滨度假村。项目位于拟建主要港区的北部，酒店度假开发区的南部。此外，本项目还计划建成一个具有大量住宅的海滨度假胜地。

项目所在地紧邻三亚湾，有一条天然河流（河口部位）从中蜿蜒而过。在它的东面，可以一览大海的海湾景色，在它的西面，则山色尽收眼底。地势较为平坦，最高处为海滨公路。项目所在地仍需进一步开展基础设施建设，如修建道路，改善河流水系。在与项目相邻的海滩，计划进行度假酒店和娱乐休闲活动的开发。项目所在地西面则计划建设成一个私人住宅小岛，小岛上将是别墅和公寓林立。总体规划的挑战在于如何制定一项多阶段的总体规划，它可以将这些土地用途天衣无缝地衔接成一个海滨和河滨社区，社区附带各项零售和市政文化等辅助设施。

The project is a conceptual master plan competition lead by SWA Los Angeles with DRDS for Vantone, one of China's leading real estate developers. The project vision is to create a seaside resort community on Sanya Bay on the Hainan Island, China. It is located north of the proposed main harbor area and south of the hotel resort development zone. Again, the site is envisioned to be a seaside resort destination with a high density of residential.

The site is immediately adjacent Sanya Bay with a natural river or estuary running through the property. It has ocean bay views to the east and mountain views to the west. The site is relatively flat. The site calls for the development of new infrastructure including roadway and riverway systems. The site adjacent the beach is envisioned for resort hotel development and recreation. The portion of the site to west is proposed as a private residential island for villas and condominiums. The master plan challenge will be to develop a multi-phased master plan that connect these land uses into a seamless seaside and riverfront community with support amenities including retail and civic cultural venues.

项目所在地	Site Location:	中国海南三亚湾	Hainan Bay, Sanya, China
项目面积	Site Area:	1,600,000 平方米	1,600,000 SM
容积率/区域控制	Plot Ratio/ Zoning Controls:	约0. 5 FAR	Approx 0.5 FAR
高度限制	Height Limit:	最大高度100米	100 meters maximum
开发项目	Development Program:		
	Above Grade	880,000 SM	
	住宅Residential	650,000 SM	
	-高层住宅 Highrise	460,000 SM	
	- 中层住宅Mid-rise	110,000 SM	
	- 私人别墅Private Villa	80,000 SM	
	商业，酒店，运动，博物馆		
	Commercial, Hotels, Sports, Museum	230,000 SM	
	停车Parking : Below Grade	TBD	



Sanya Olympic Bay

奥运主题OLYMPIC THEME

据了解，万通地产公司已选定奥运主题为三亚湾开发项目的主要开发目标和特征。这可以从几个方面得以体现。设计团队将与万通公司及其营销顾问举行工作会议，以从中获取有价值的理念，并将其进一步整合。设计团队确定了以下几个关键的主题点，以供考虑：

- 三亚在2008年北京奥运会火炬传递中发挥的作用
- 关键元素的建筑学创新，和水立方（国家游泳中心）类似
- 奥运会倡导的绿色环境
- 以运动为主题的度假社区

体育中心和水上运动中心

篮球，体操，手球，排球，羽毛球，乒乓球，游泳，跳水，水球
帆船，独木舟，皮艇，划艇，自行车，射箭，沙滩排球

奥林匹克博物馆

举行和奥运会开幕式类似的演出

表演艺术中心

户外公共广场，焰火燃放（类似夏威夷卢奥）

建筑，广场，街道，公园及开放空间的命名规则

It is understood that Vantone has selected the Olympic Theme as a key development goal and attribute for the Sanya Bay Development. This may be manifested in several ways. The design team would benefit from work session with Vantone and their marketing consultant to integrate concepts further. The design team has identified the following key theme points for consideration:

- Sanya's Role in Celebration of 2009 Beijing - Olympic Torch
- Architectural Innovation of Key Elements similar to Water Cub Aquatic Center
- Olympics Vision for Green Environment
- Sports Themes for Resort Community

Sports & Aquatic Center

Basketball, Gymnastics, Handball, Volleyball, Badminton, Table Tennis, Swimming, Diving, Water Polo

Sailing, Canoe, Kayak, Rowing, Bicycle, Archery, Beach Volleyball

Olympic Museum

- Staged Performance similar to Opening Ceremonies

Performing Arts Center

Outdoor Public Plaza, Fireworks Spectacle (Similar to Luau in Hawaii)

- Naming Conventions for Building, Plaza, Streets, Parks & Open Space



Sanya Olympic Bay

步骤 APPROACH

三亚奥林匹克湾总体规划的途径是利用独特的滨海区位和在该区域作为重要度假居住的用地性质。为了实现这个目标，总体规划必须定位以下关键问题：

The approach to the master plan for Sanya Olympic Bay is to leverage it's seaside location and leverage it land use as the premier resort residential community with the area. In achieving this, the master plan must position address the following key issues:

- 1- 用地区位和配置将创造度假社区中的价值和并在项目元素中发挥综合作用 **Land use location and configurations to create value and synergies between the program elements as a resort community**--hotel, retail, entertainment, residential and leisure amenities. This requires the creation of many different "places," both private and civic, within the development.
- 2- 配置和河道附近项目使用 **Configuration and adjacent program use of the river waterway.** The oceanfront is separated by the beach front roadway and natural vegetation. Development program and the resort environment can benefit through the development of the river waterfront. This included the concept of the development of a key marina for both highrise residential and the hotel and entertainment program.
- 3- 创造亲切的度假邻里，提供高价位的不同产品 **Create intimate resort neighborhoods offering different products at high value price points** for both luxury villas, villas, townhouses, mid-rise and high-rise condominiums, and luxury condo resort hotel units.
- 4- 为私人别墅、公寓和重要市民活动位置提供海景视线 **Provide ocean views for private villas and condominiums and key civic locations** to leverage it unique location on Sanya Bay. This requires some strategic land formation or grading.
- 5- 借助滨河的使用和连接作为一种休闲设施 **Leverage access and use of the river waterfront as an amenity** for civic destinations, water recreation, retail promenades, as well as private villa boat docks to increase lot values and lifestyle resort culture.
- 6- 为零售和娱乐创建一个生机勃勃的商业核心 **Create a vibrant commercial core for retail and entertainment** for this seaside resort community. This becomes a key civic need for both residence, guest, and tourist.
- 7- 融和自然景观和开发项目 **Integration of the natural landscape with the development program** within distinct neighborhoods. As a luxury seaside resort community it will need to leverage its tropical location and resort qualities.
- 8- 纳入可持续发展 **Incorporate sustainable development qualities** for land use, transportation, landscape open space, water retention and reuse, orientation of buildings and building design features.



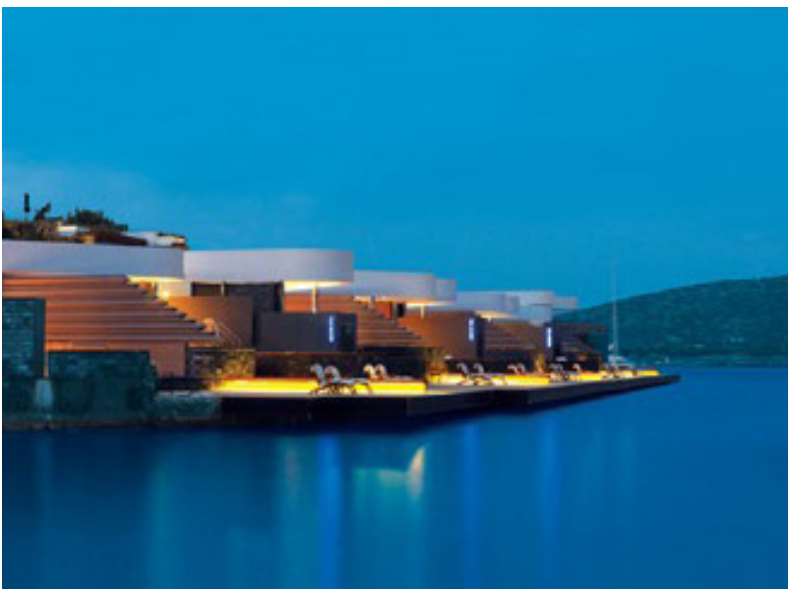
Sanya Olympic Bay

项目 PROGRAM

The proposed development program for the seaside village relies on the primary development of resort condominium and private villas. They area envisioned both highrise, mid-rise, and low-rise private villas. The master plan will need to consider the land use residential densities and building heights.

In addition to the resort residential program the development will include resort hotels, commercial retail and public amenities for sports, leisure, and recreation for residence, guests, and as a tourist destination within an Olympic Theme.

Development Program (0.5 FAR)		750,000 SM
o	居住 Residential (74%)	3,370 户 units
	公寓 Condominium (16-20 栋 Buildings; 3,120 户 units)	650,000 平方米 SM
	- 高层塔楼 Highrise Tower : 45,000/ 栋 Tower	460,000 平方米 SM
	(20-30层 , 8户/层 标准 , 100平方米; 2,400户)	
	(20-30L @ 8units/Level Typ @ 100 SM; 2,400 Units)	
	- 中层别墅 Mid-rise Villas: 45,000/ 综合 Complex	
	(8-15层, 16户/层 标准, 300平方米; 720户)	
	(8-15L @16units/ Level Typ @ 300 SM; 720 Units)	110,000 平方米 SM
	私人别墅 Private Villa	
	(10%; 250 户 @ 300 平方米 + 750 平方米 @2层)	
	(10%; 250 Units@ 300SM + 750 SM @2L)	80,000 平方米 SM
	- 别墅-户型A-E Villas- Unit Type A - E	70,000
	- 豪华别墅-户型F Luxury Villa- Type F	10,000
	o 酒店 Hotel (10%)	100,000 平方米 SM
	度假酒店 Resort Hotel (450 Rm)	50,000
	五星级精品公寓/酒店 5-Start Boutique Condo/Hotel	50,000
	(350 房间-酒店; 100公寓单元)(350 Rm- Hotel; 100 Condo Units)	
	o 商业 Commercial (9%)	75,000 平方米 SM
	零售和娱乐 Retail & Entertainment	50,000
	服务 Service	25,000
o	公共设施/市民娱乐 Public Amenities/ Civic Entertainment (6%)	55,000 平方米 SM
	博物馆 Museum	10,000
	运动设施 Sports Facilities	
	私人游泳和网球俱乐部 Private Swim & Tennis Club	10,000
	社区中心 Community Center/PA	20,000
	健身和水疗 Fitness & Spa	10,000
	码头 Marina	5,000
o	停车场 Parking	161,1000 SM
	居住 Residential (1/unit type, 2/unit villa)	111,600 SM
	居住 Commercial + Civic(5 stalls/100SM)	19,500SM
	酒店 Hotel	30,000 SM



Sanya Olympic Bay

项目分析PROGRAM ANALYSIS

三亚奥林匹克湾开发项目提供了发展一个生机勃勃的混合型度假村的机会。她将发展成为一个独特而又奢华的社区，拥有酒店，公寓，私人别墅，零售和娱乐，市政设施，和旅游景点等众多项目。值得注意的一点是我们需要仔细考虑住宅私密性与公众使用的平衡点。因此，合理的土地使用分区对到达该平衡点起到了关键性的作用。

另外，项目的选址和土地利用需要充分考虑到协同作用给各自带来的价值优化。以下的每个项目就应该考虑到这些关键因素：

The proposed development program for Sanya Olympic Bay offers the opportunity for a strong and vibrant mixed-use resort development. The program offers the opportunity to develop an exclusive luxury community including hotels, condominiums, private villas, retail and entertainment, civic amenities, and tourist destinations. There need to be careful consideration of a balance between residential privacy and public accessibility. Therefore, proper land use zoning is critical to achieve a successful balance.

In addition, the program locations and or land use need to consider synergistic relationships that can help leverage the value of each program element. Each of the following program elements should consider the following key issues:

- 住宅Residential:

度假社区与度假生活
滨水私人别墅
滨水公寓, 有度假辅助设施
观光码头与船只

Resort community & living
Waterfront private villas
Waterfront condominiums with resort amenities
Marina and boat dock
- 友好Hospitality

滨水区域的连接性
滨河区域的连接性
商业, 市政区的连接性与活力

Beachfront connectivity
Riverfront connectivity
Connectivity and activation of Commercial and Civic Venues
- 商业Commercial

零售与休闲娱乐村中心
住宅服务
公共集合空间

Retail and Entertainment Village Core
Residential Support Services
Public Gathering Spaces
- 市政Civic

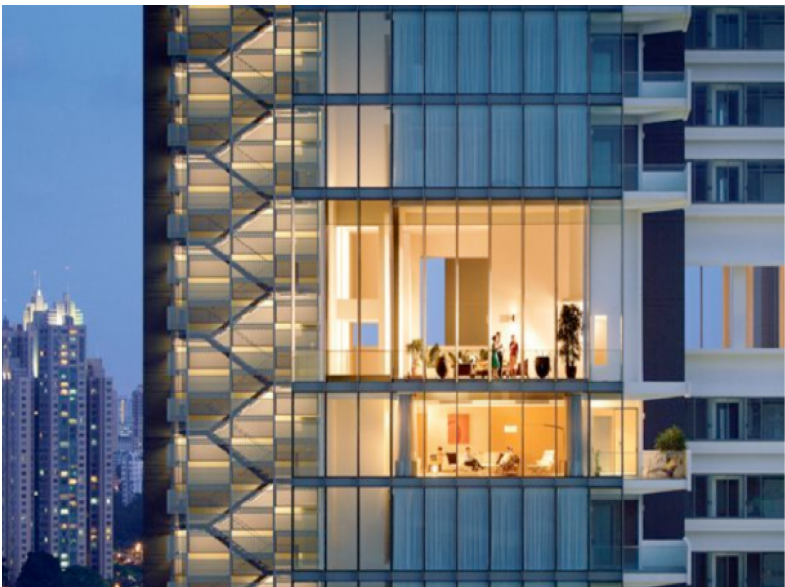
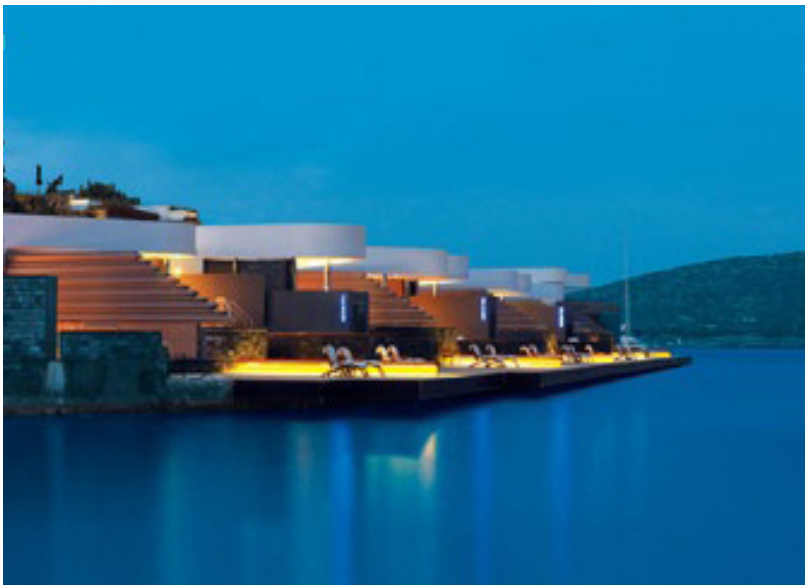
旅游支持辅助设施
酒店协同作用
旅游景点
度假村与住宅的支持辅助设施
发展意象

Support Amenities for Tourism
Hotel Synergy
Tourist Destination
Support Amenities for Resort Village and Residence
Development Image
- 娱乐休闲Recreational

强调度假中心的环境
滨海
河流水路
景观特征
强调奥运主题
度假村的支柱产业

Reinforce Resort Environment
Beachfront
River Waterway
Landscape Features
Reinforce Olympic Themes
Support for Resort Village
- 住宅
酒店
旅游业

Residence
Hotels
Tourists



设计进展/总体规划
Design Development
/ Masterplan

设计理念 DESIGN CONCEPT

1. 现状河流流向

1. Existing Flow



2. 规划河流流向：与河岸的互动

2. New Flow: Create diverse interaction with the water and the land.



3. 奥林匹克

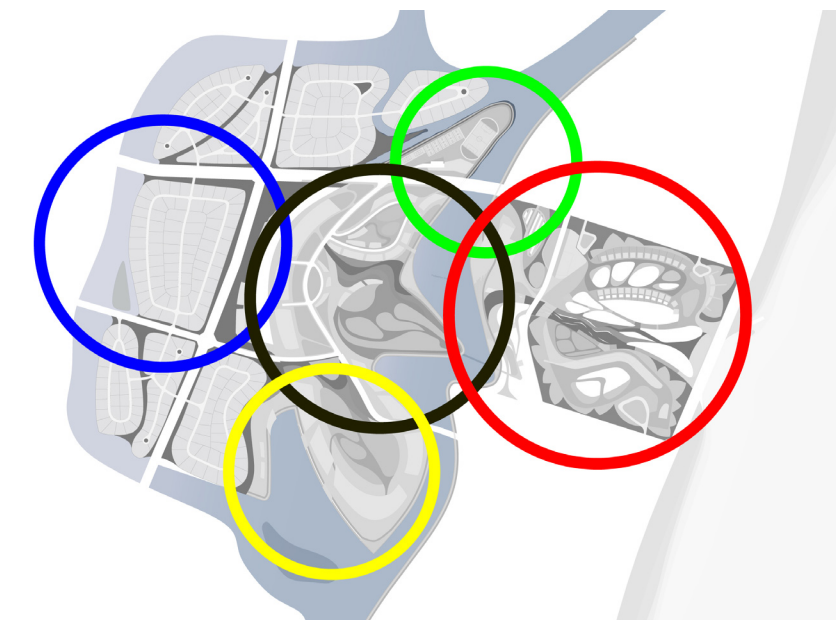
3. Olympic



4. 五个区域：确立五个各有特色的区域使反映奥运主题

4. Five zones:

Define five identical districts that can reflect Olympic spirits



三亚奥林匹克湾总体规划的理念来自于蜿蜒河流所带来的独特地形。原来的地形将被适当调整以增强水体与滨水活动的互动结合，同时也提升了滨海环境与景观的品质。隧道的使用提供了让人们更方便接近水体的途径，同时也提升了地块的价值。各种各样的半岛形状类似花朵，它们独特的景观和承载的活动将增加度假村的特征并且增进邻里关系。滨水区域和水体的交融将创造一个极佳的旅游景点，同时给人们提供休闲放松的机会。

Flow

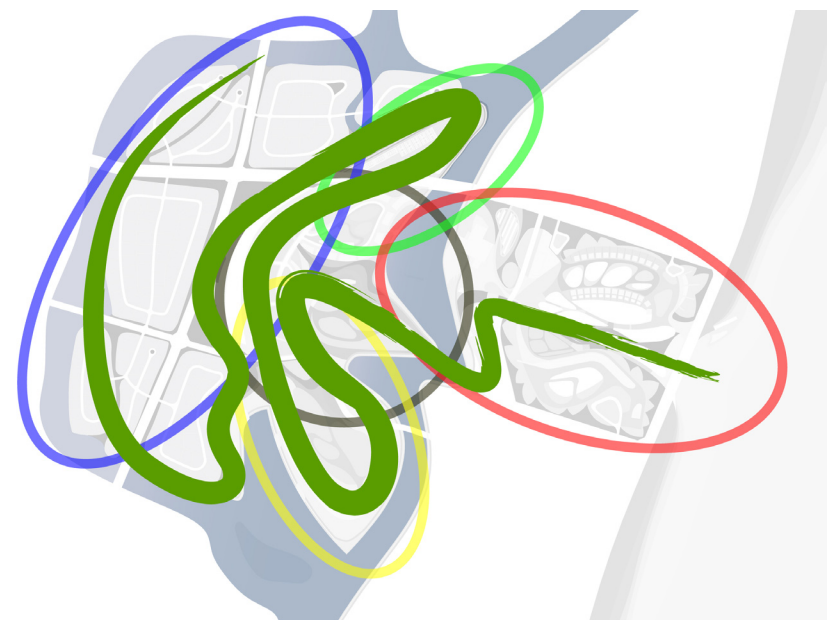
The Sanya Olympic Bay master plan is derived from the landforms resulting from the natural "flow" of the river through the site. The landforms are shaped to increase interaction between water and the program elements and increasing the quality of the seaside environment.

The channels carved into the island provide direct accesses to water and increase residential land values. Various peninsulas and bays like petals of a flower with unique programs and landscapes support the resort character while intimate resort neighborhoods. The island and the bay areas are integrated around the riverfront and will be a clear tourist destination as well as the place for respite and relaxation.

5. 交融：通过绿带把五个区域结合起来

5. Integration:

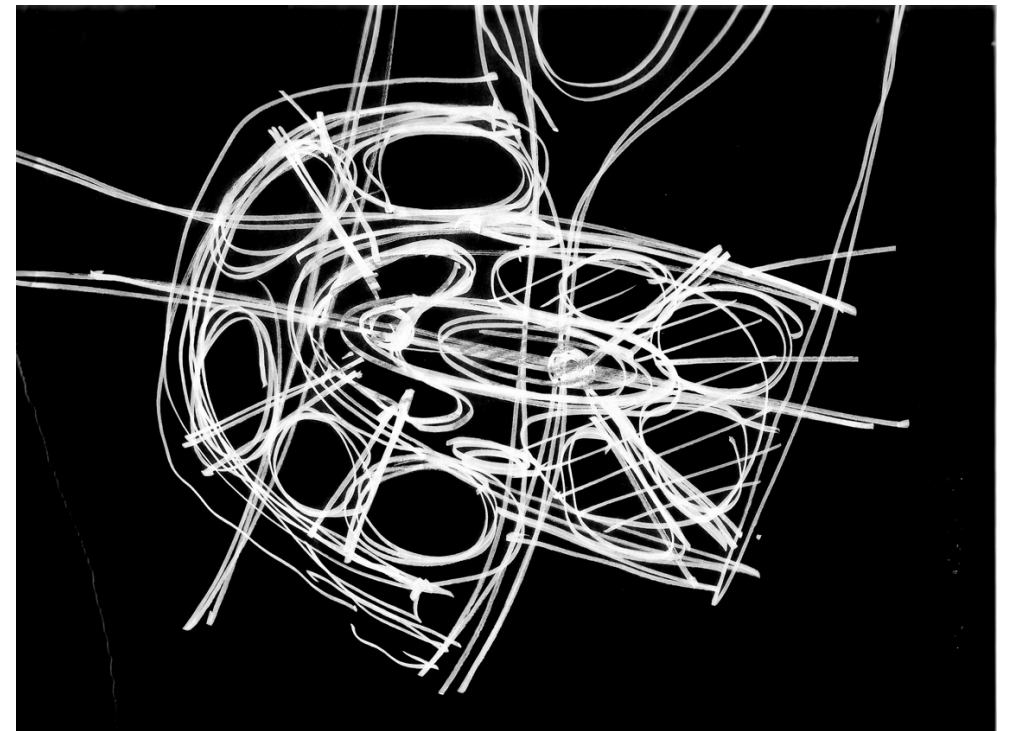
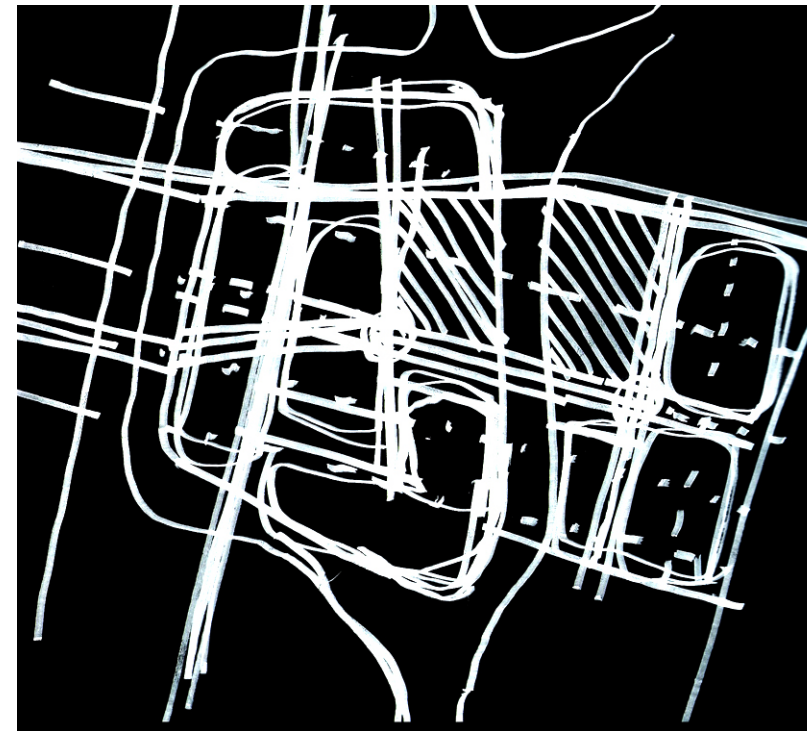
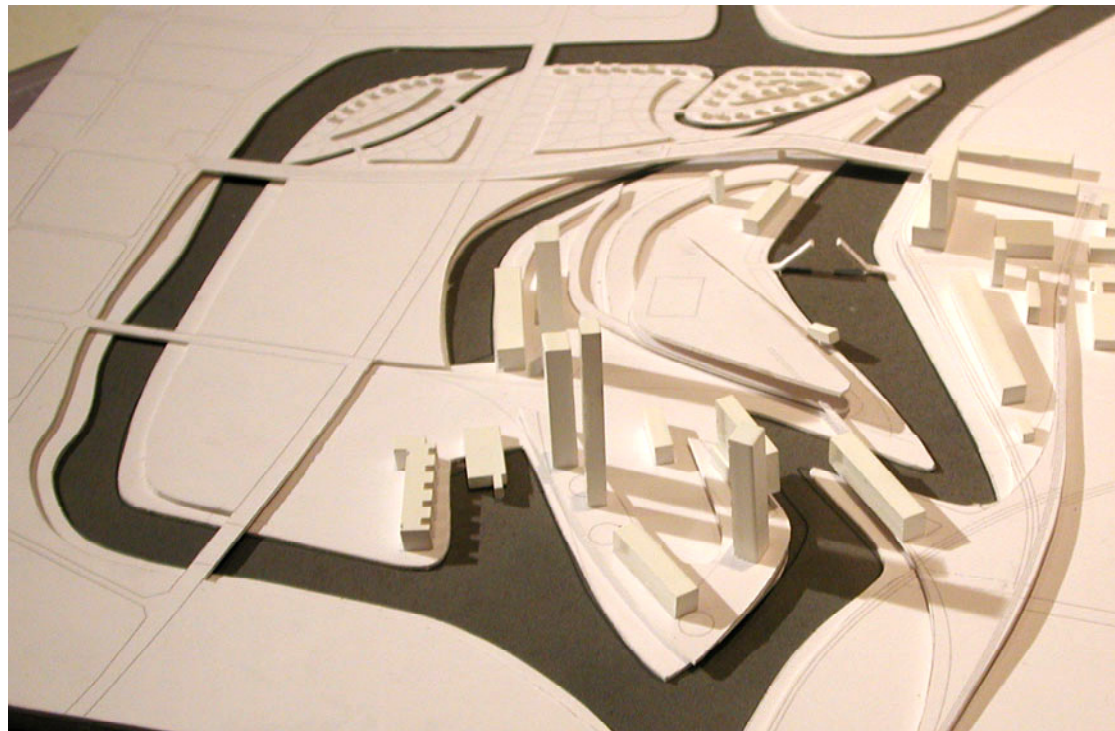
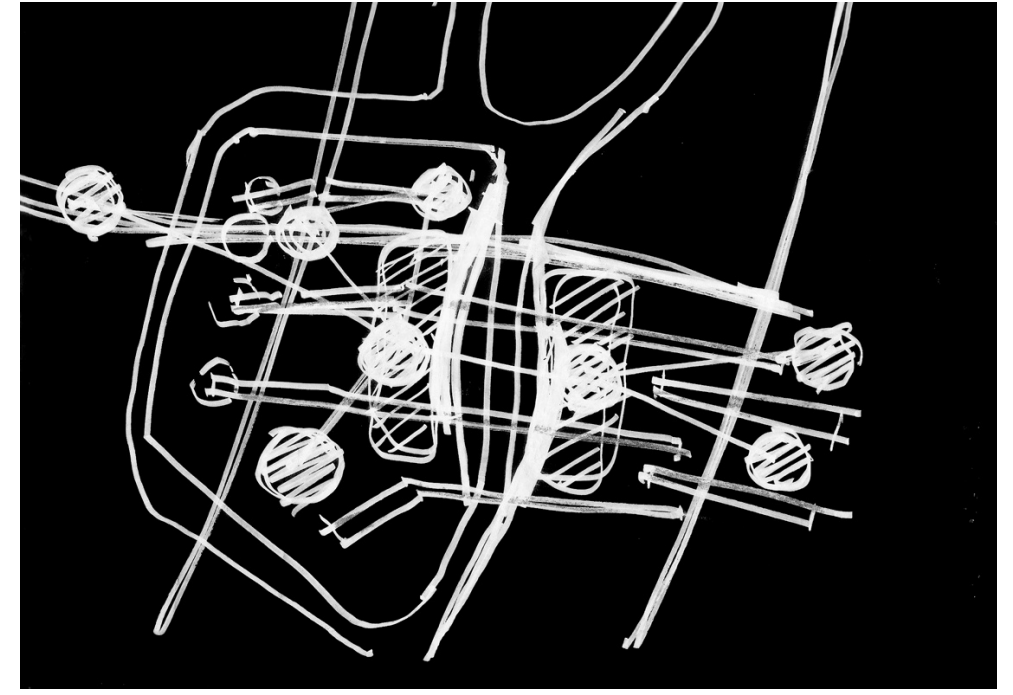
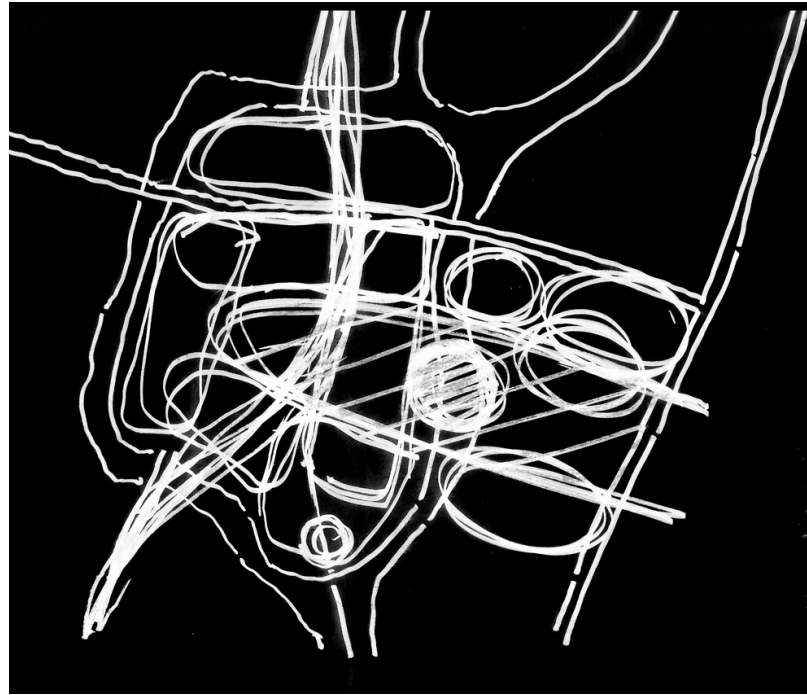
The green flow integrates five different zones



设计探索DESIGN EXPLORATIONS

对三亚奥林匹克湾的设计探索主要是以现在有的可行性的学习研究, 拟建的基础设施, 和开发项目为基础. 此外我们还探索了土地使用的结构, 使这个规划度假社区的每个项目元素的价值最大化. 不同的备选方案均展示了延伸了的都市网格和有机的流动形态, 结合其他几何形体, 制造了一个强烈的项目体系.

The exploration of design alternatives for the Sanya Olympic Bay Master Plan used the existing feasibility study, proposed infrastructure, and development program as a basis of design but explores the land use configuration that will maximize the values for each of the program elements within a planned resort community. Alternatives explored the extension of the urban grid, organic fluid forms, and other strong geometries that create a strong framework for program organization.



总体规划 MASTER PLAN

图标 Legends

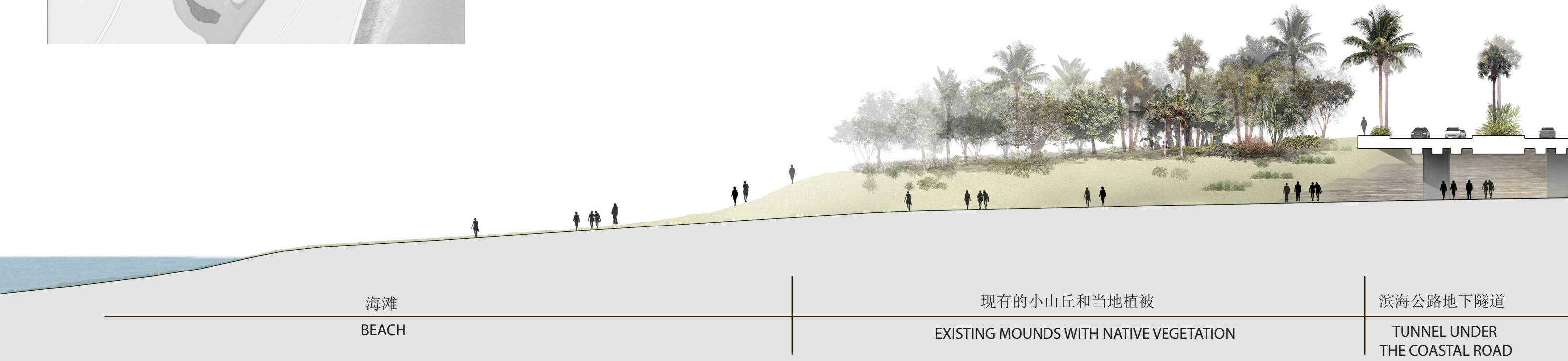
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|----------------|--|
| 1. 奥林匹克中心广场 | 1. Olympic Central Plaza |
| 2. 滨水斜坡 | 2. Waterfront Slope |
| 3. 奥林匹克行人桥 | 3. Olympic Pedestrian Bridge |
| 4. 奥林匹克文化广场 | 4. Olympic Cultural Plaza |
| 5. 大台阶 | 5. Grand Steps |
| 6. 滨水步行街 | 6. Waterfront Promenade |
| 7. 滨水观众席 | 7. Waterfront Podium |
| 9. 零售/商业 | 9. Retail/Commercial |
| 8. 奥林匹克小港码头 | 8. Olympic Marina |
| 10. 商业村广场 | 10. Commercial Village Plaza |
| 11. 奥林匹克运动中心 | 11. Olympic Sports Center |
| 12. 奥林匹克球场 | 12. Olympic Sports Field |
| 13. 自然水体边缘 | 13. Naturalized Water Edge |
| 14. 都市森林 | 14. Urban Forest |
| 15. 娱乐休闲运河 | 15. Recreation Canal |
| 16. 社区中心 | 16. Community Center |
| 17. 绿色屋顶/商务观众席 | 17. Green Roof/Commercial Podium |
| 18. 中层住宅塔楼 | 18. Mid-rise Residential Tower |
| 19. 高层住宅塔楼 | 19. High-rise Residential Tower |
| 20. 奥林匹克绿色走廊 | 20. Olympic Green Corridor |
| 21. 停车楼上的屋顶花园 | 21. Roof Park with Parking Structure below |
| 22. 观察台 | 22. Observation Deck |
| 23. 沙滩 | 23. Sand Beach |
| 24. 娱乐休闲船库 | 24. Recreational Boat House |
| 25. 游乐游泳馆 | 25. Recreational Swimming Pavilion |
| 26. 独立住宅别墅 | 26. Single Family Residential Villas |
| 27. 大型特殊别墅 | 27. Large-size Special Villas |
| 28. 奥林匹克天桥 | 28. Olympic Sky Bridge |
| 29. 台地走廊 | 29. Terrace Corridor |
| 30. 停车 | 30. Parking |
| 31. 到达海滩的景观走廊 | 31. Corridor to the Beach |
| 32. 植物园 | 32. Botanical Garden |
| 33. 海滩入口/水体 | 33. Beach Entry / Water Basin |
| 34. 石墙 | 34. Stone Wall |
| 35. 海滩 | 35. Beach |
| 36. 缓坡步行道 | 36. Sloped Pathway |
| 37. 台地雕塑公园 | 37. Sculptural Terrace Garden |
| 38. 度假泳池 | 38. Resort Pools |
| 39. 度假酒店下客 | 39. Resort Drop-off |
| 40. 私人花园 | 40. Private Garden |
| 41. 私人带泳池别墅 | 41. Private Pool Villas |
| 42. 度假高级酒店 | 42. Resort Hotel |
| 43. 精品高级酒店/公寓 | 43. Boutique Hotel / Condo |
| 44. 度假公园 | 44. Resort Garden |
| 45. 大泳池 | 45. Grand Pool |
| 46. 表演艺术中心 | 46. Performing Arts Center |
| 47. 观众席 | 47. Pavilions |
| 48. 海滩俱乐部 | 48. Beach Club |



鸟瞰
BIRD EYE'S VIEW



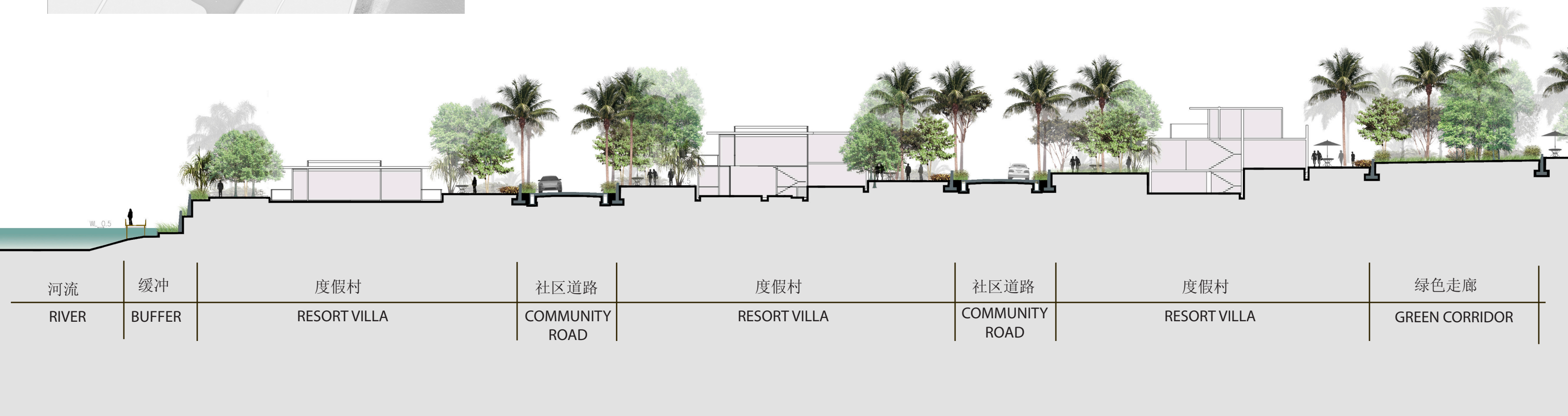
剖面A-A':植物园与沙滩走廊 SECTION A-A': Botanical Garden and Beach Corridor



剖面A-A':植物园与海滩走廊 SECTION A-A': Botanical Garden and Beach Corridor

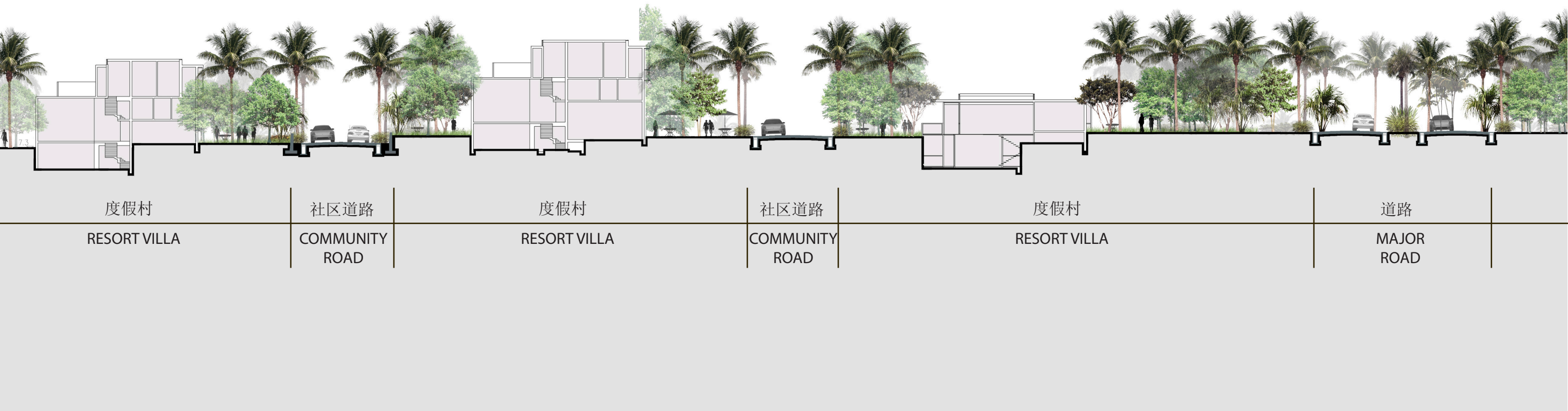


剖面B-B':度假别墅群 SECTION B-B': Resort Villa Community

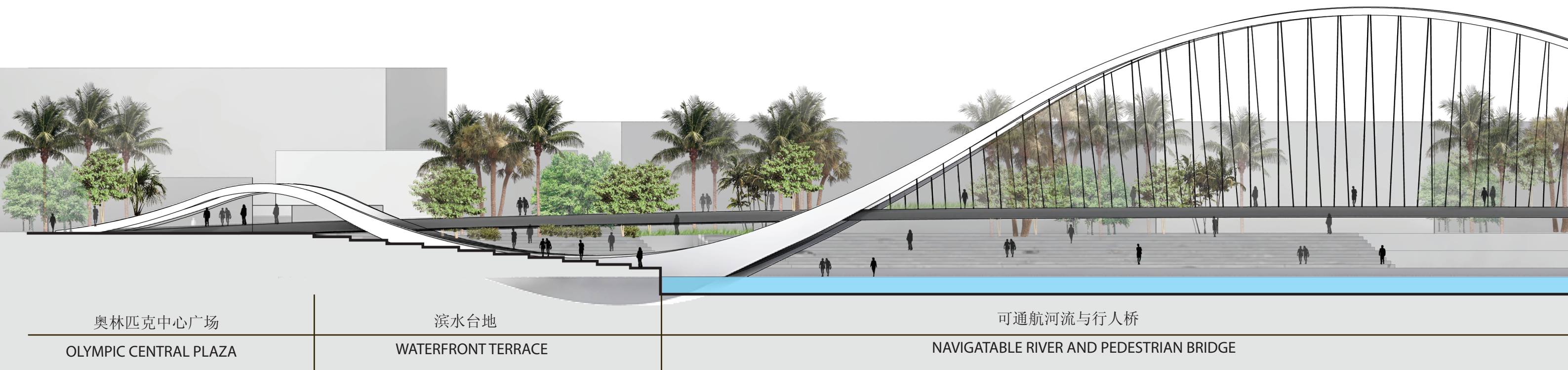
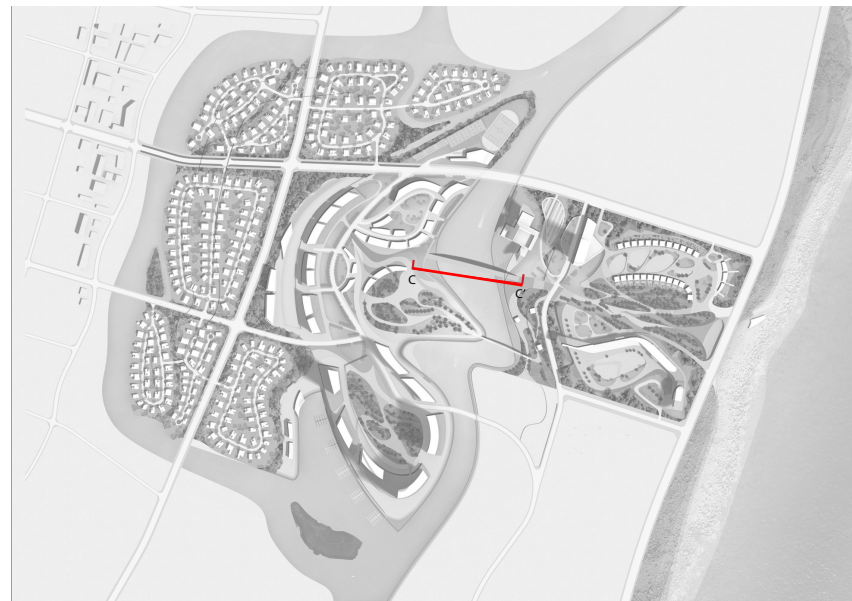


河流	缓冲	度假村	社区道路	度假村	社区道路	度假村	绿色走廊
RIVER	BUFFER	RESORT VILLA	COMMUNITY ROAD	RESORT VILLA	COMMUNITY ROAD	RESORT VILLA	GREEN CORRIDOR

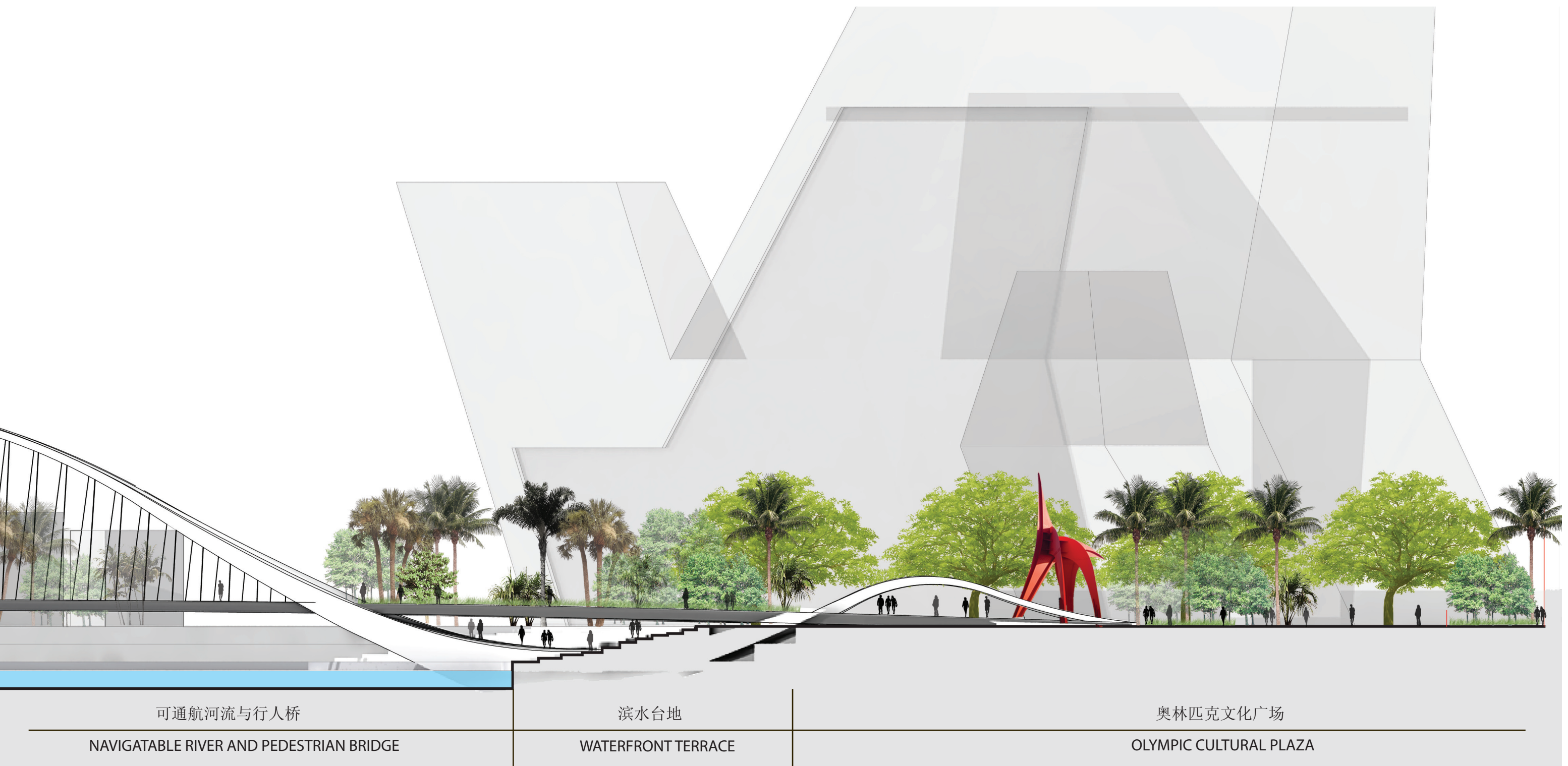
剖面B-B':度假别墅群 SECTION B-B': Resort Villa Community



剖面C-C': 度假别墅群 Section C-C': Waterfront and Olympic Plaza



剖面C-C': 度假别墅群 Section C-C': Waterfront and Olympic Plaza



局部详图/透视效果图
ENLARGEMENT / PERSPECTIVES

局部详图

ENLARGEMENT

文化中心/商业村

Cultural Center /Commercial Village

文化展览和表演艺术中心

Cultural Exhibition and Performing Arts Center

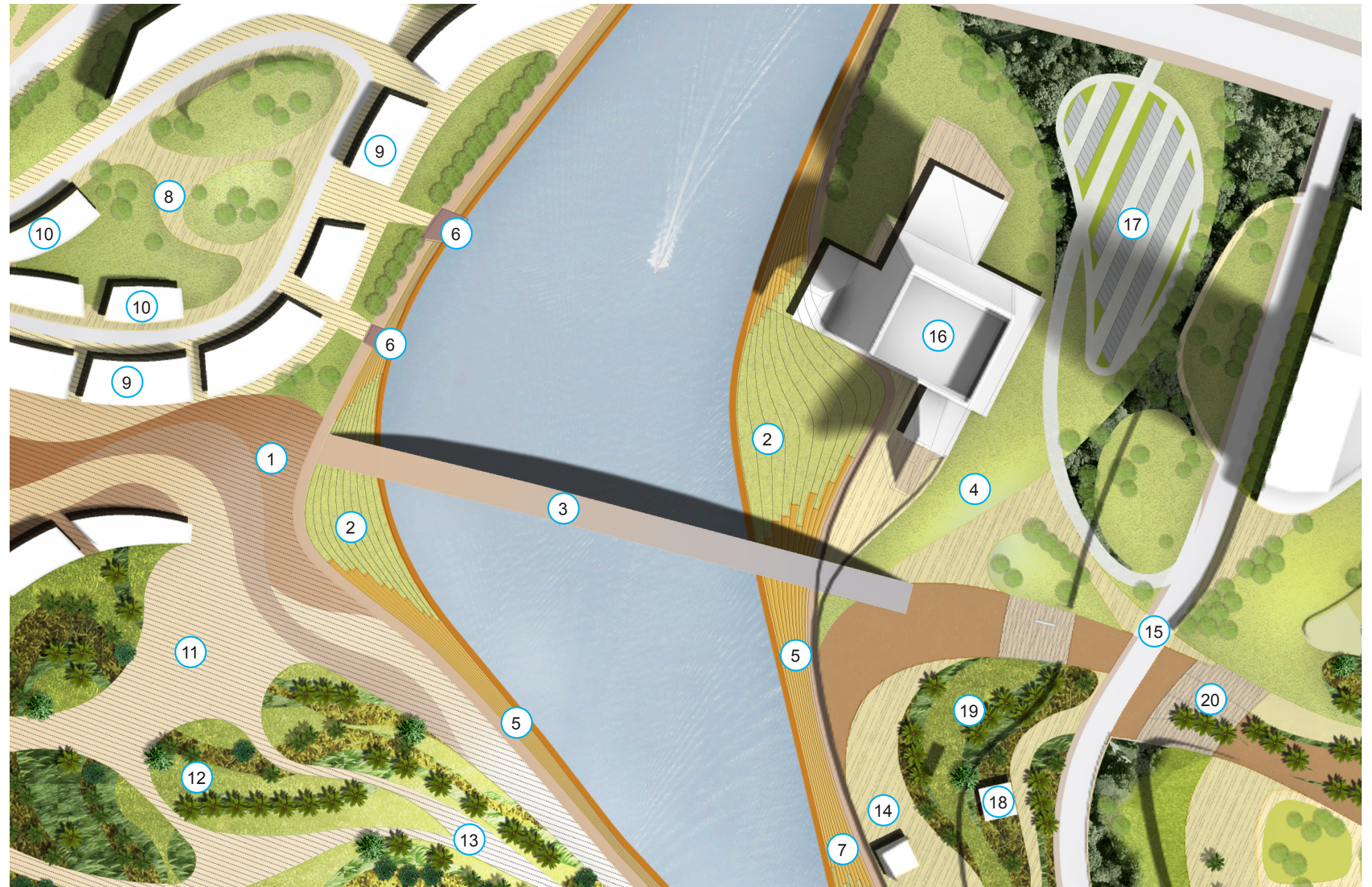
与度假酒店、河滨大道和主要通道邻接的是拟建的文化展览和表演艺术中心。文化展览和表演艺术中心设计备有可移动座椅，可以按编程序提供灵活多样的文化空间，举办展览、与酒店协同合作举办会议或展览会，并有能力举办多种表演艺术活动。它的地理位置沿岸边的河滨大道而建，对面就是商业核心地段区，有一个奥运三亚湾权威性的市政图标。

Adjacent the Resort Hotel and Riverfront Promenade and main access road is the proposed Cultural Exhibition and Performing Arts Center. This is programmed to provide flexible cultural space to support exhibitions, synergies with the hotel for conferencing or exhibitions, ability to support performing arts events with movable seating design. It's location along the riverfront promenade and opposite the commercial core provides a strong civic icon on the waterfront in Sanya Olympic Bay.

商业村和文化村 Commercial and Cultural Village

位于三亚奥林匹克湾住宅岛的东中部河畔是商业核心区和民俗文化村。该区总体规划的目标是创建一个充满活力的步行零售和娱乐环境，将河滨步道和奥林匹克公园紧密地连为一体。拟建地点为过往车辆和行人进出度假酒店、中高层建筑和高层公寓码头区和私人别墅社区提供了方便。

Located in the central eastern riverfront of the residential island of Sanya Olympic Bay is the commercial core and cultural village. The master plan vision for this area is to create a vibrant pedestrian retail and entertainment environment with strong connectivity to the riverfront promenade and Olympic Park. Its proposed location provides ease for both vehicular and pedestrian access from the resort hotels, mid rise and high rise marina district, and private villa neighborhoods.



图标 Legends

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2. 滨水斜坡
3. 奥林匹克行人桥
4. 奥林匹克文化广场
5. 大台阶
6. 奥林匹克讲台
7. 海滨步行街
8. 商业村广场
9. 零售/商业
10. 文化设施

11. 奥林匹克运动中心
12. 停车楼上的屋顶花园
13. 观察台
14. 观众席
15. 城市道路
16. 表演艺术中心
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20. Grand Stair

透视效果图:滨水区域
PERSPECTIVE: WATERFRONT



局部详图

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0 20 50 100 200 500m

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透视效果图: 别墅与运动场

PERSPECTIVE: VILLAS AND SPORTS FIELD



局部详图

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透视效果图:植物园/度假中心
PERSPECTIVE: BOTANICAL GARDEN / RESORT



透视效果图:精品高级酒店
PERSPECTIVE: BOUTIQUE HOTEL



体系/分期分析图

System / Phasing Diagrams

土地使用 LANDUSE

A区具有两个酒店开发区域和一个开放空间体系，该休憩用地紧邻海滨和三亚湾。每个酒店区域地势都略有升高，以提供美丽的海景，并与海滨公路之间保留一个缓冲区。总体规划提出了两个酒店产品：1) 拥有450间客房并带有海滨别墅的度假酒店，2) 拥有250至350间客房的五星级精品公寓/酒店。此外，两家酒店都通往拟建的文化中心，滨河长廊和商业村。

B区充满着活力，建有海滨长廊，起连接作用的人行天桥，以及文化展览馆和表演艺术中心，游泳和体育中心，奥林匹克博物馆和奥林匹克公园等文化场馆。

C区为商业核心区，为居民和游客提供零售和辅助设施。该区位于住宅岛内，位置极佳。它不但激活了河滨长廊区，还地处中央位置，从各个住宅及酒店开发区都可以十分方便地抵达。同时，该区还与诸多文化场地发挥了协同作用。

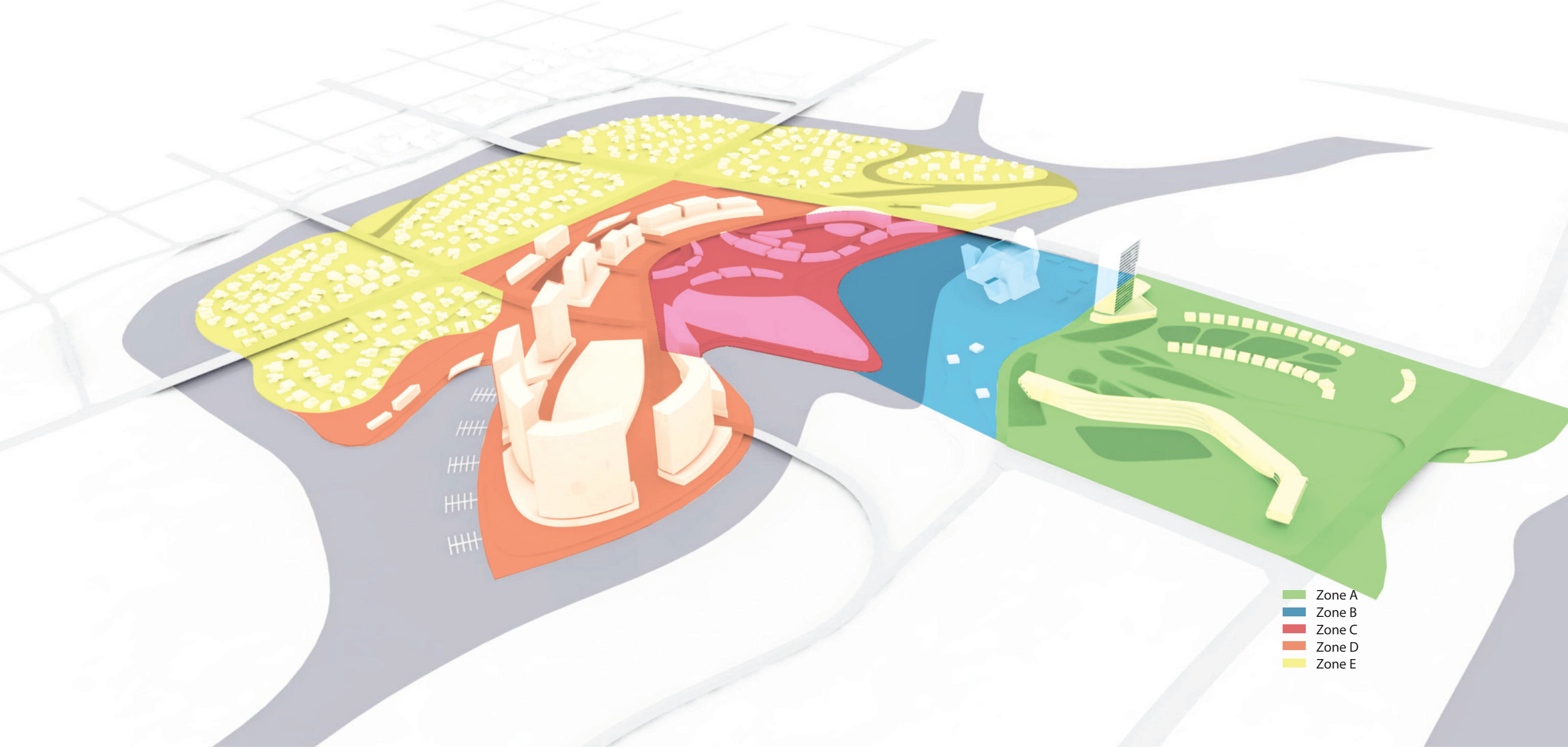
D区定位于开发中层和高层建筑，建筑周围为河岸和河边船坞。船坞的修建提升了住宅公寓的密度和价值。

E区定位于开发私人度假别墅。土地使用布局和地形创造了具有高价值的海滨和海景的地块。休憩用地网络将使别墅社区可以连接到零售村和船坞。

Zone A provides two hotels development sites and a recreational open space network that is immediately adjacent to the beach-front and Sanya Bay. Each hotel site is elevated slightly to provide ocean views and buffer the site from the beachfront highway. The master plan proposed two hotel products: 1) a 450-room Resort Hotel with Seaside Villas and 2) 250-350 room Five-Star Boutique Condo/ Hotel. In addition, both hotels have access to the proposed Cultural Center, Riverfront Promenade and Commercial Village.

Zone C supports the commercial core for retail and support amenities for both residence and tourist. It is strategically located on the residential island to activate the Riverfront Promenade area, central location for ease of access from all residential and hotel developments, and create synergies with cultural venues.

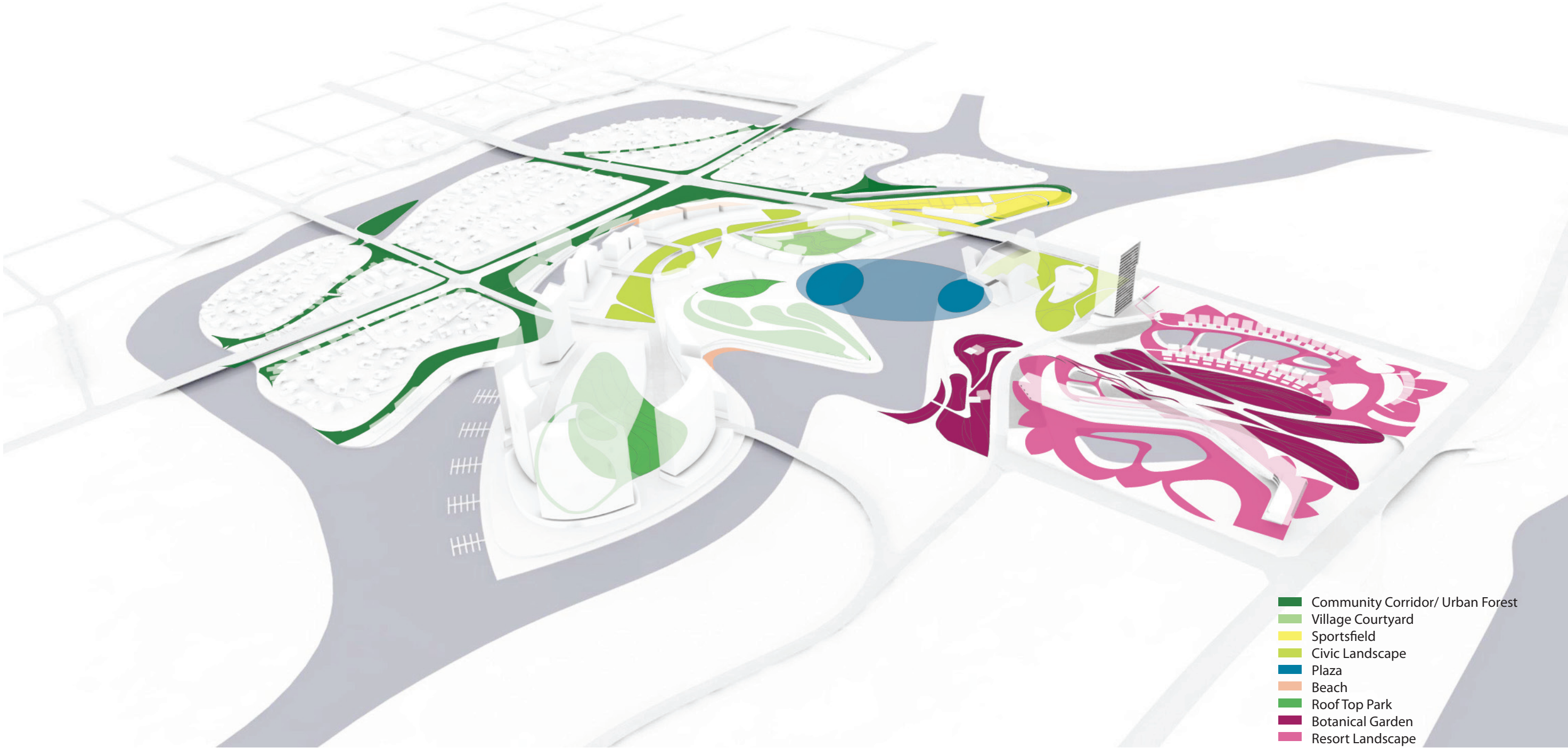
Zone D provides for the development of midrise and highrise residential around riverfront and riverfront marina. The marina



景观结构 LANDSCAPE STRUCTURE

三亚奥林匹克湾的景观结构是本项目的脊柱所在。这条风景脊柱将三亚美丽的热带海湾和海湾内侧的新建城市开发区连接在一起。同时，它把五个不同的区域连接整合，容纳了各类休憩用地项目。来到三亚奥林匹克湾的游客，在这个景观系统上漫步就可以领略各类迷人的景色。街道景观充当连接三亚奥林匹克湾和其它开发区域的景观设施。东西走向的大道两侧宽敞的人行道和自行车道为行人提供了极大的便利，将住宅岛和度假区与西侧的城区相连。南北走向的大道的绿色走廊担当了重要的景观结构，它将位于海滩的各类旅游设施融为一体。社区森林点缀在住宅岛西侧的单户家庭社区中间，它发挥了缓冲作用，让人们远离繁忙的旅游区，为人们提供了隐私和安全。同时，社区森林还是居民的公共空间。绿色之流从住宅区出发，一直流动至岛东侧的商业和娱乐区。绿色屋顶系统环绕着位于岛中央的休憩用地，形成了景观结构的连续流。这条绿色之流继续流向标志性的植物园。植物园面向海滩，游客在此可以一览壮观的热带海洋胜景。

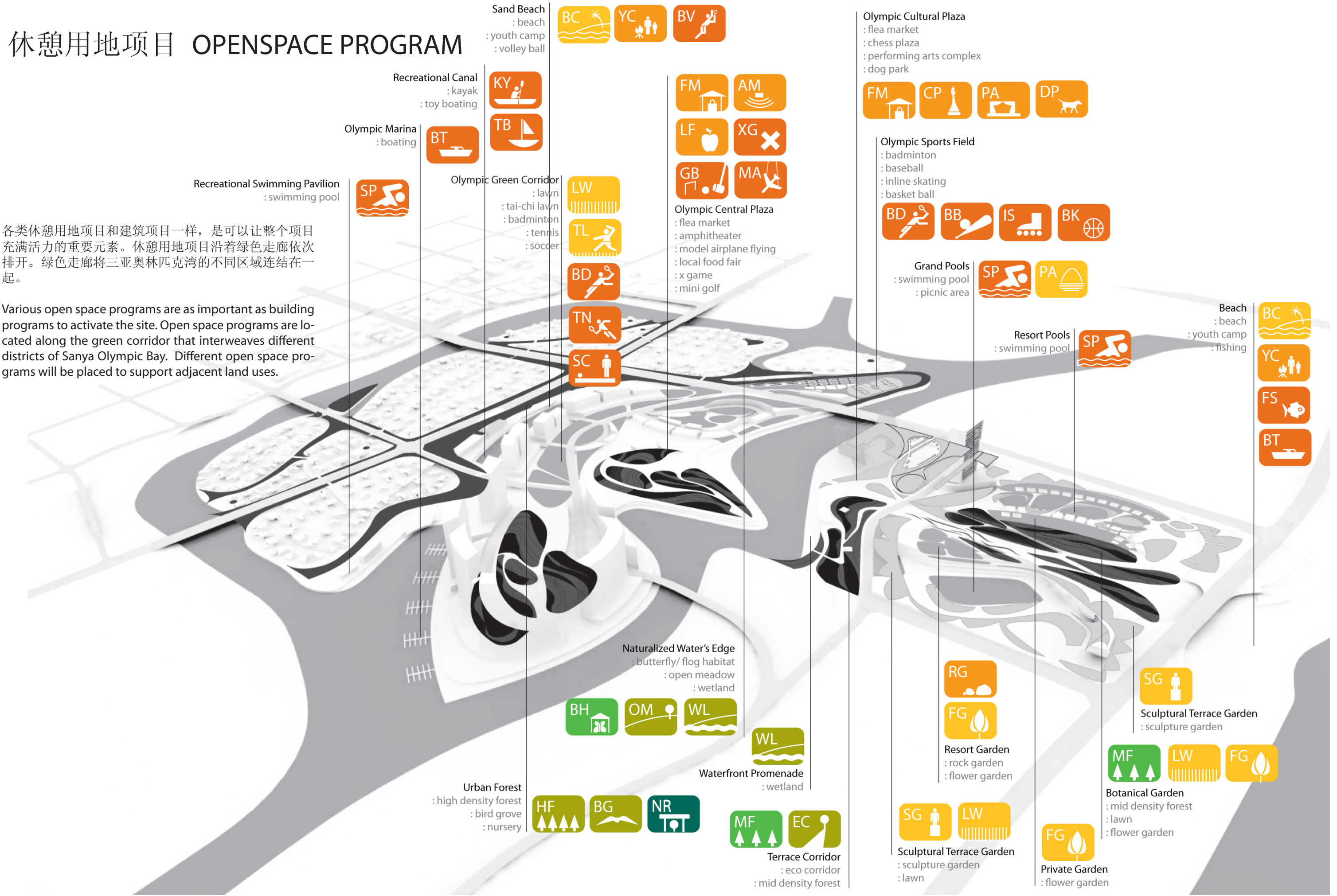
The landscape structure of Sanya Olympic Bay works as a main spine of the project. This landscape spine connects the beautiful tropical beach of Sanya and a new urban development located at the inner side of the bay. It also works as a connector integrating five different zones as well as fluid vessels to provide various open space programs. Visitors of Sanya Olympic bay can meet diverse attractions of the site by walking through this landscape system. The community forests penetrating the single house family community area on the west Island function as a green buffer providing privacy and security from the busy tourist area and also as a public space for the residents. The flow of the green starting from the residential area moves to the commercial and civic area which occupies the east side of the island. The green roof system surrounding the central open space of the island forms a continuous flow of the landscape structure. The flow of the green continues to other side of the site, the resort area. Two pedestrian bridges link the island and the beach side area. The green flow continues through the iconic botanical garden. The botanical garden opens to the beach providing a spectacular view to the tropical sea.



休憩用地项目 OPENSOURCE PROGRAM

各类休憩用地项目和建筑项目一样，是让整个项目充满活力的重要元素。休憩用地项目沿着绿色走廊依次排开。绿色走廊将三亚奥林匹克湾的不同区域连结在一起。

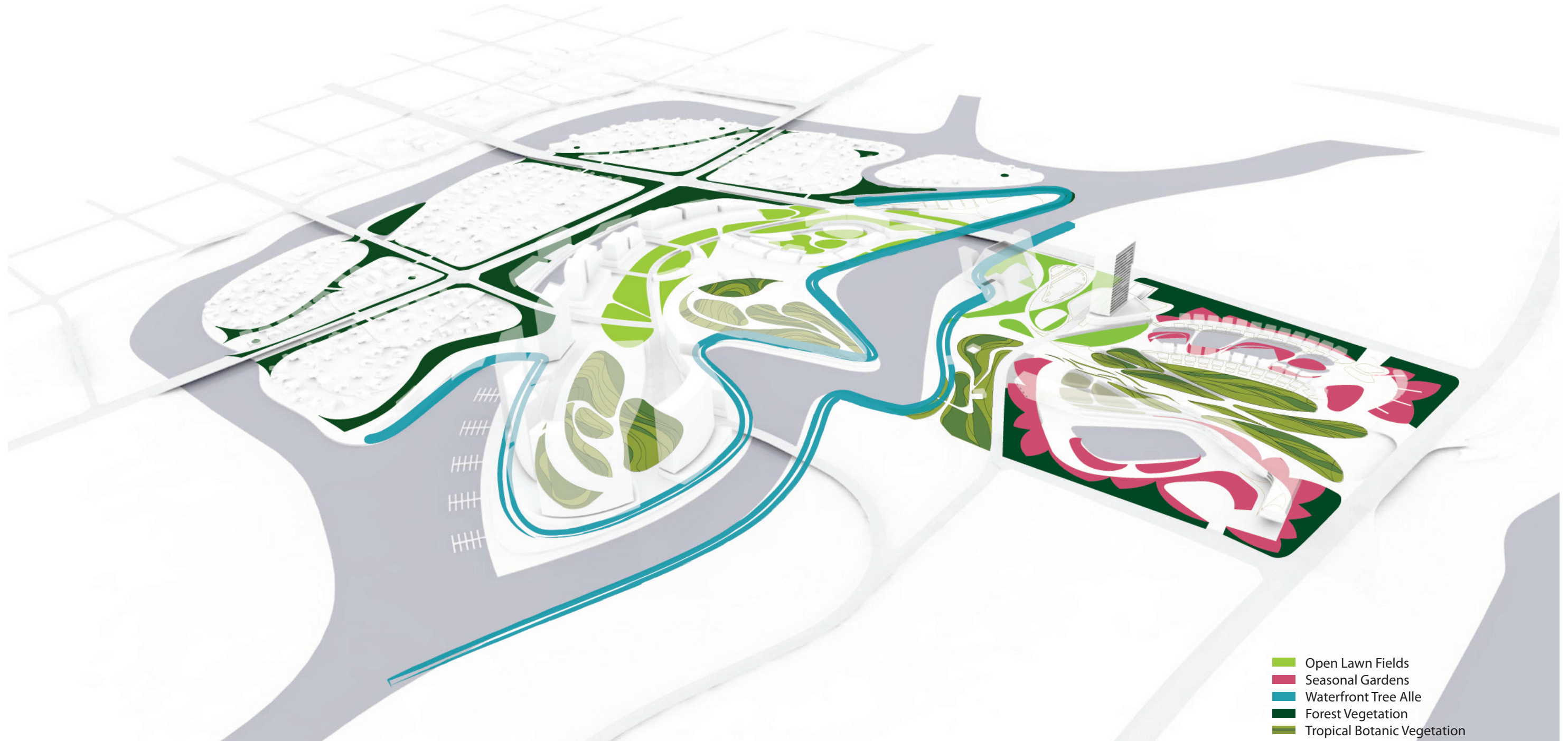
Various open space programs are as important as building programs to activate the site. Open space programs are located along the green corridor that interweaves different districts of Sanya Olympic Bay. Different open space programs will be placed to support adjacent land uses.



植被 PLANTING

植被是定义三亚奥林匹克湾特征的重要元素. 在A区两个度假酒店和植物园所在的区域, 我们展示了各种热带植物丰富的颜色和质地. 我们植物造景的理念是用各种丰富多彩的热带植物构成丛林. 和A相比较, 在此项目中, B, C, 和D是更加城市化的区域, 因此他们的植被布置会更加规则整齐. E区主要是游客无法到达的私人花园. 茂密的植物丛林将营造城市森林景观进而也更加强调各个区域独有的特征.

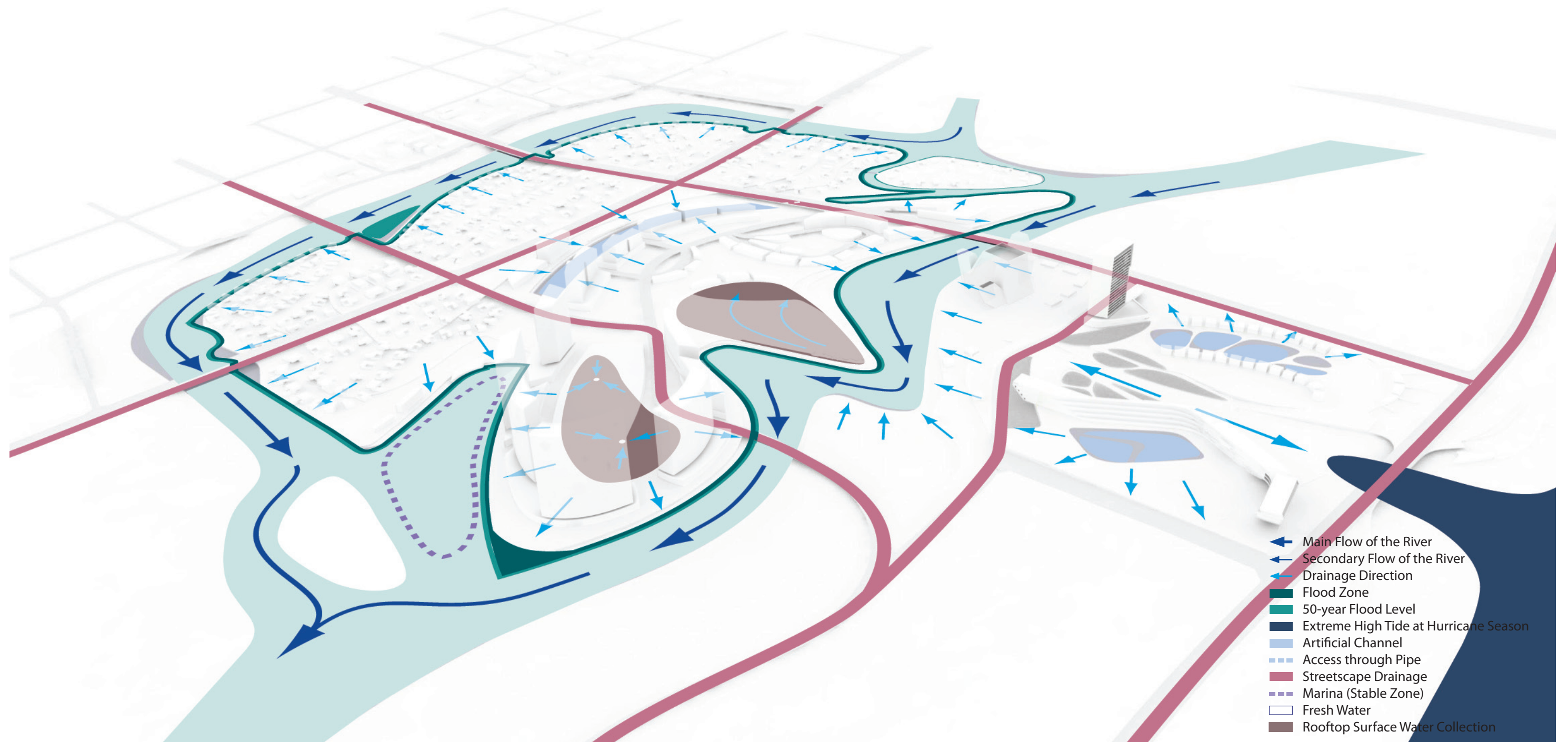
Planting is an important element that can define the unique characteristic of the Sanya Olympic Bay. Zone A where two resorts and botanical garden are located at shows rich color and texture of diverse tropical plants. The planting concept is Tropical Jungle with full of colors and changes. Zone B, C, and D are more urbanized portion of this project. The planting of this area will be more defined and clear. Vegetation of Zone E provides privacy to the private residential communities from the other tourist area. The flow of the dense vegetation creates urban forests which can define the difference communities.



水文 HYDROLOGY

各类休憩用地项目和建筑项目一样，是可以让整个项目充满活力的重要元素。休憩用地项目沿着绿色走廊依次排开。绿色走廊将三亚奥林匹克湾的不同区域连结在一起。水是引导我们进行三亚奥林匹克湾设计的重要元素。在拟建的方案中，我们尝试通过一个更加流动的水体形态来加强与水有关的娱乐休闲活动。蜿蜒的河流创造了多个不同的水体活动场所。我们设计团队也提供了多种方法来控制城市水土流失和预防热带雨季的洪水。在两个主要的停车楼上我们设计了屋顶花园因为其可以收集雨水。此外，在几处商业与住宅顶楼我们也设计了屋顶景观。大部分的道路都有其独立的污水处理设施。

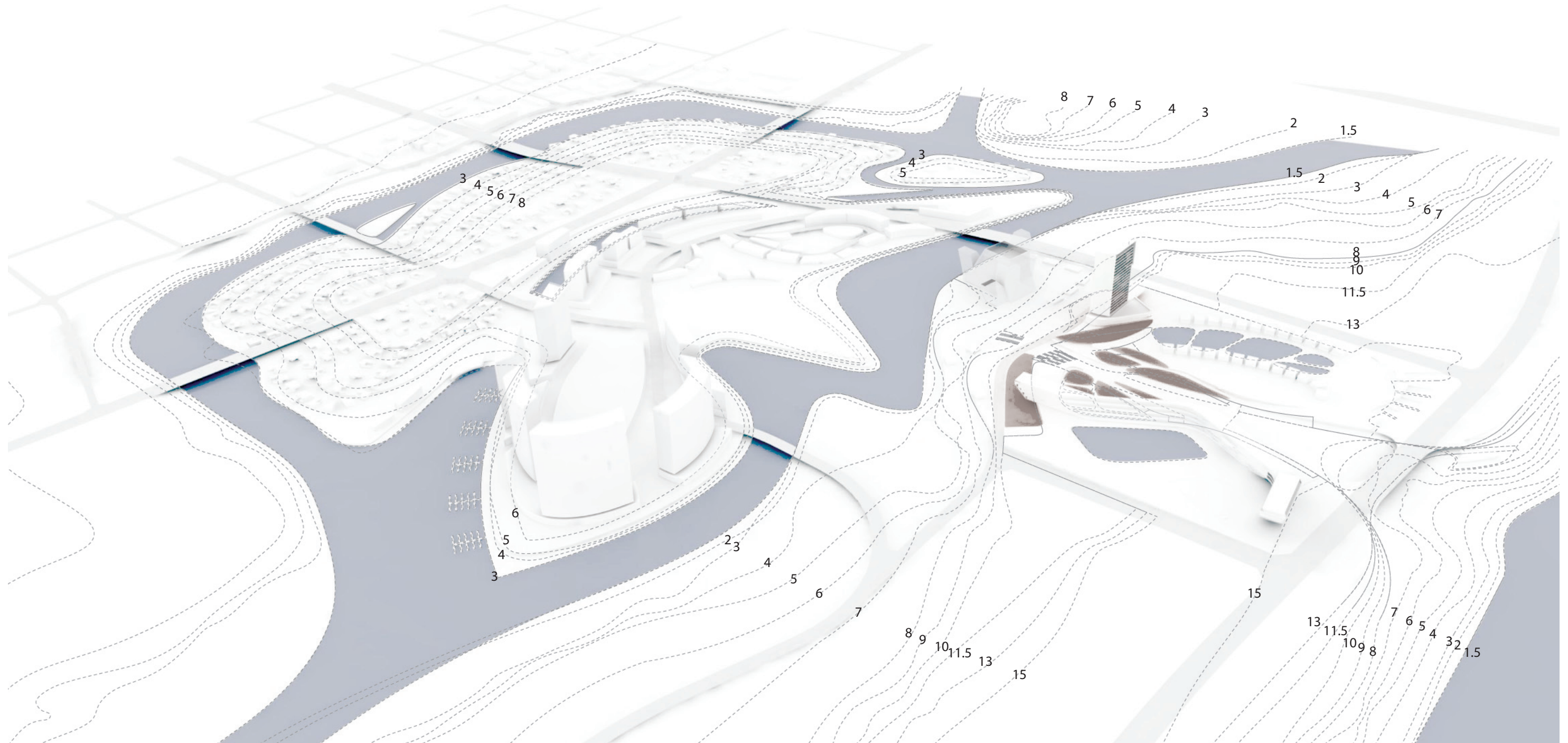
Various open space programs are as important as building programs to activate the site. Open space programs are located along Water is the most important element driving the design and planning of Sanya Olympic Bay. The proposed plan tries to enhance various waterfront activities by providing a more fluid hydrologic form. The meandering river creates a variety of water rooms for special activities. The team provides diverse methods to control the water runoff and prepare for the tropical monsoon season. The roof gardens which can collect the storm water are proposed on the two main parking structures. Additionally, low maintenance roof top landscapes are also provided at several commercial and residential buildings. Most of the roads have their own storm water treatment drainage system.



地形规划 GRADING

我们拟建的方案尝试尽量保持原有地形. 这在一方面减少了地形改造对环境的负面影响, 同时也减少了建造费用. 所有的挖方都将被用于同一场地的填方以保证土方平衡. 我们地形设计主要考虑的因素是不用建立特别的基础设施就能达到防洪的目的. 洪水的高度大约是2.49米, 而所有的建筑和重要的户外活动项目都建立在洪水高度再过0.9米的高度以上.

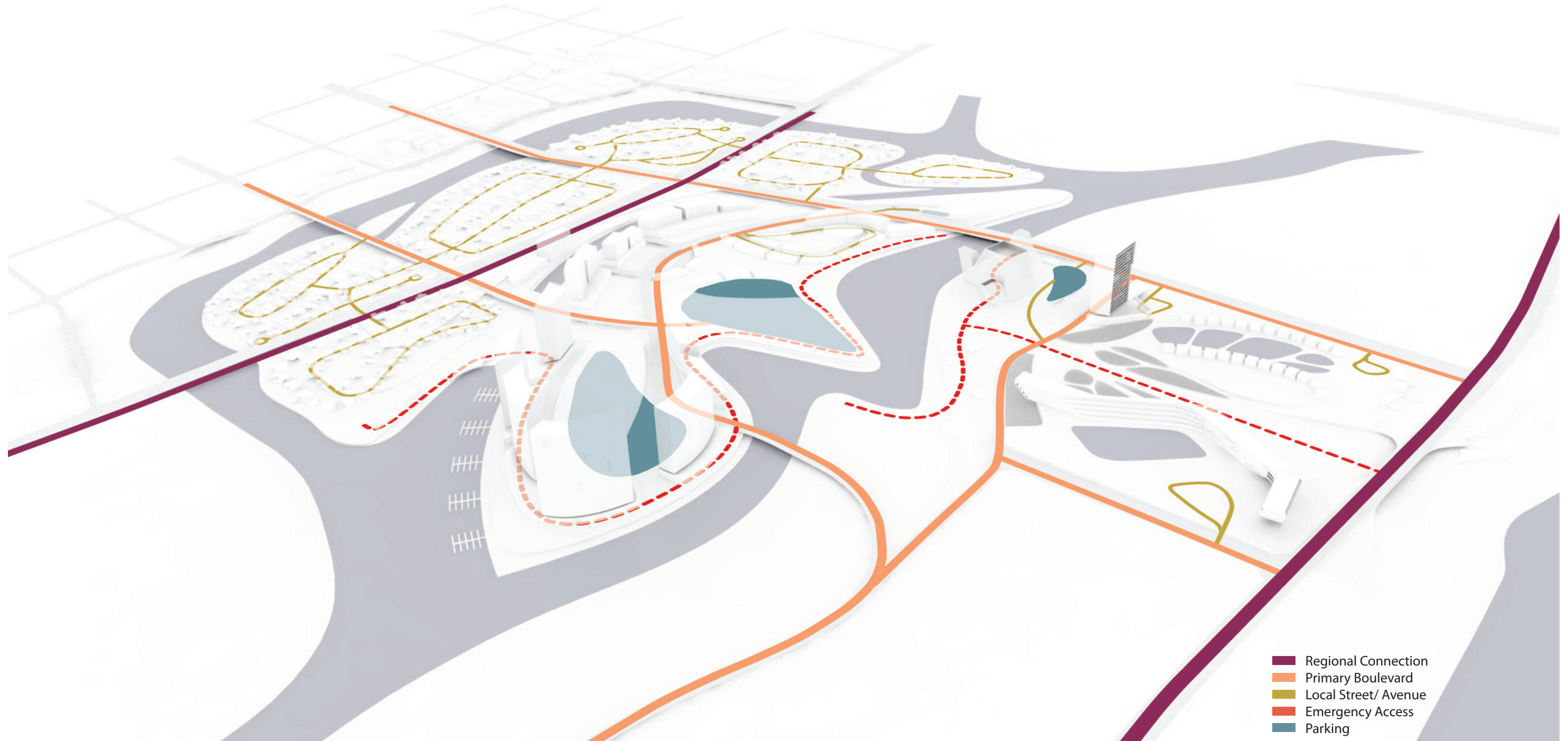
The proposed plan tries to preserve an existing condition as much as possible to minimize environmental damage on the site and also construction cost. All the cuts will be used to create landforms on site. The major focus on the grading was to control the flood without building serious infrastructure. The flood level is 2.49m, and all the buildings and important outdoor programs are placed 0.9m above this flood level.



交通流线 VEHICLE CIRCULATION

三亚奥林匹克湾新的海滨社区的总体规划规定了清晰的车流线路，在保持主干道基础设施的同时改善了城市环境。各个酒店有明确的主地址，与主要北部东/西走向的城市街道相通，同时提供次要南/北走向的地面街道的配套服务。拟议的总体规划从发展计划中对地面街道的布局进行修改，支持土地利用和布局配置。商业核心地段和码头地区通过一个主要北/南走向的地面街道与两个东/西走向的城市街道连接。出于安全和私密性考虑，私人别墅社区设置有单一入口控制道岔，使配置服务更加灵活并有机地配置地形。拟为本区居住居民、来宾、观光客在商业核心地段建设一座重要的主要停车场建筑物，以期将商业零售区、娱乐核心区打造成沿河滨散步道分布的步行胜地。每项程序元素都有地面和构筑物停车的本地停车策略。

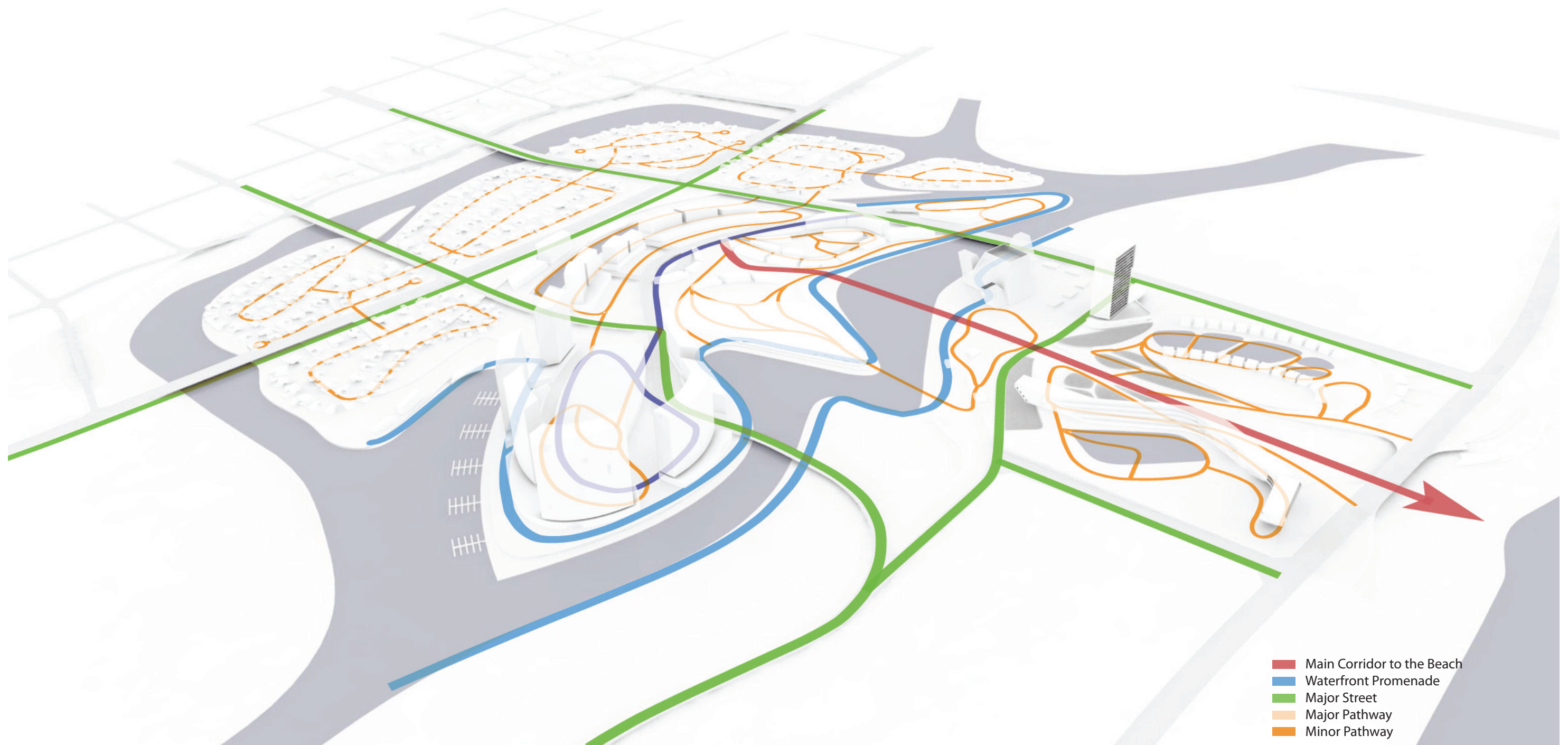
The proposed plan tries to preserve an existing condition as much as possible to minimize environmental damage on the site and also construction cost. All the cuts will be used to create landforms on site. The major focus on the grading was to control the flood without building serious infrastructure. The flood level is 2.49m, and all the buildings and important outdoor programs are placed 0.9m above this flood level. The steps and slopes are provided to overcome 3m elevation difference from the actual water level. The four types of the edge condition are proposed: soft edge, steps, slope, and terrace. The soft edge is proposed at the sports field and some residential area. Steps and slopes are the medium to control the flood level around waterfront promenade and marina area. The water level is controlled by terrace gardens at the residential area. At single family house residential area, the topography gradually climbs up to the road level located at 9.0m. The plateau at the beach side is mostly preserved; however, in order to create the spectacle experience to the beach, the grand slope heading down to the beach is provided. The extreme high tide which may happen in the hurricane season is controlled by providing the water basin at the beach entrance.

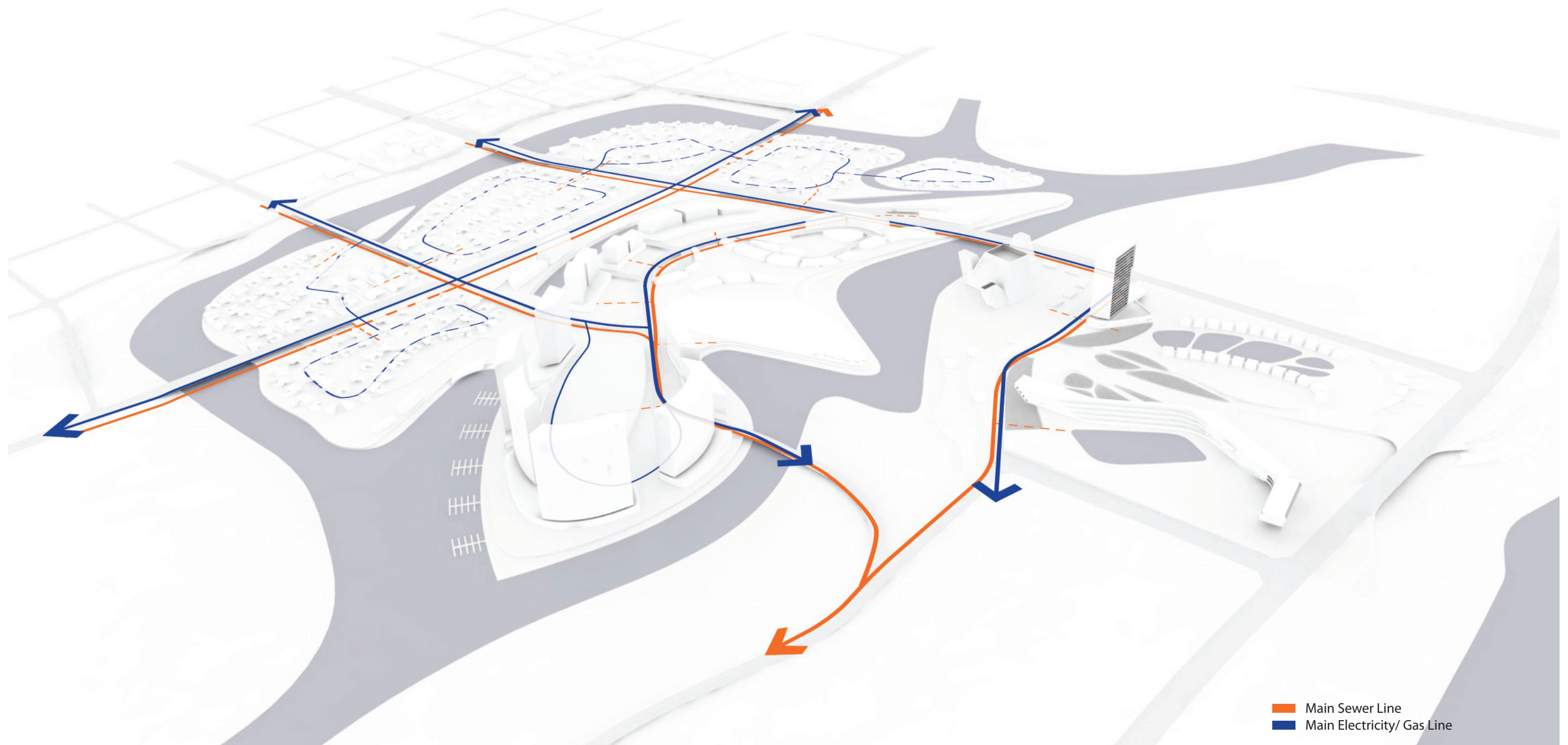


行人交通 PEDESTRIAN CIRCULATION

根据车辆和景观体系的基础设施，该总体规划在各区域内以及对海滨地区和河滨区之间的连接性规定了明确的流程。

Based upon the infrastructure of the vehicular and landscape networks, the master plan provides clear flow within each district as well as connectivity in between and to the beachfront and riverfront.

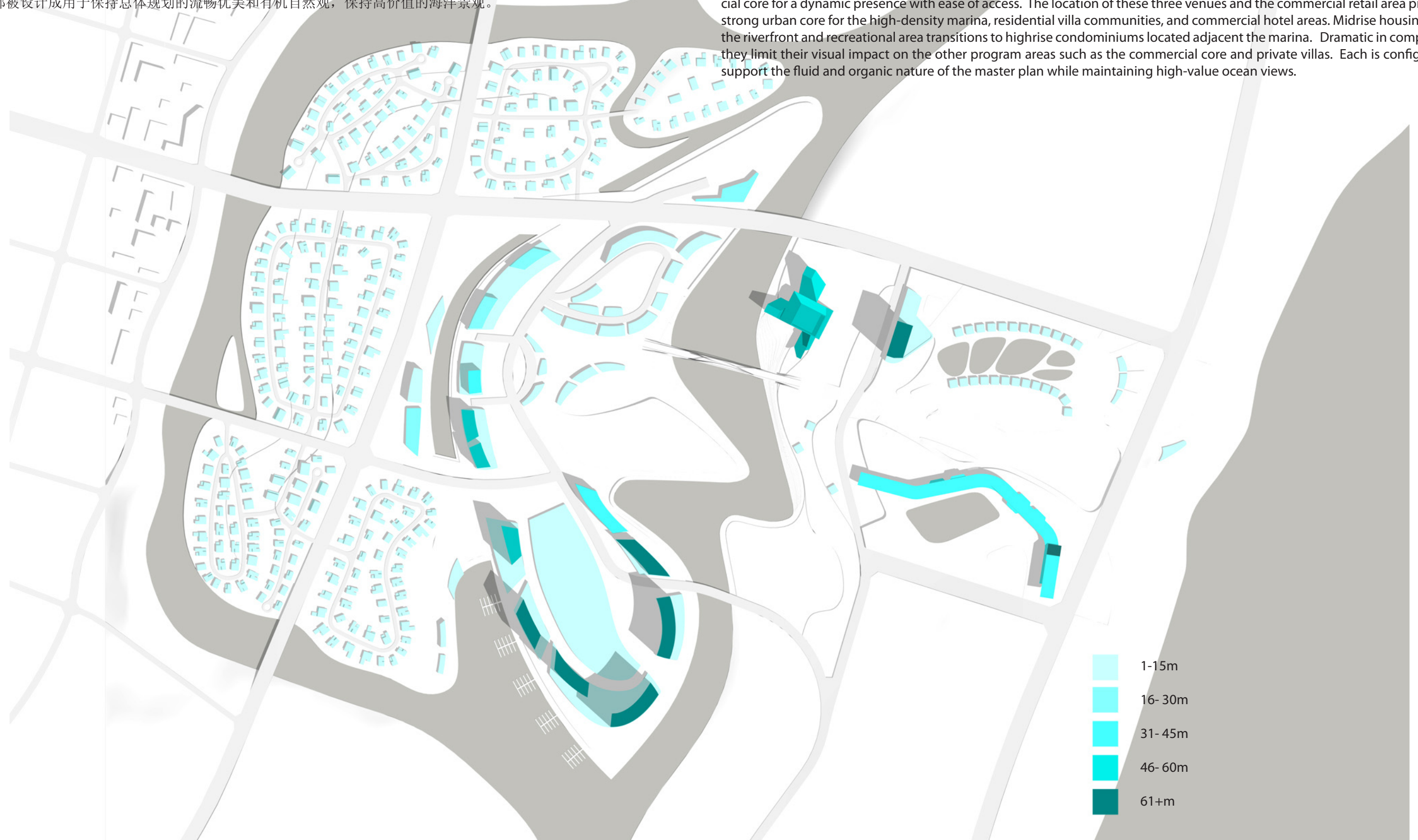




建筑形态(高度分析) BUILDING FORM (HEIGHT ANALYSIS)

总体规划中建立的几何体其原型来自于场地边上蜿蜒的水体。这种更为有机的蜿蜒形状加速了海滨社区的开发，与周边环境溶为一体，突破了重叠的城市网格。滨水区酒店与海滨土地连接，但建筑体块尽量最小化，因为可能会阻挡公寓、商业度假村和私人别墅的视线。商业度假村的规模尺度十分适宜，设计上对行人友好，这是整体发展的核心。文化表演场馆充满活力和创意。有坡度的三亚奥林匹克公园以海湾的迷人景色把滨水地区和奥林匹克博物馆充满活力地综合在一起。毗邻的文化展览和表演艺术中心几乎具有很强的雕塑风采，它矗立在河边，向人们再次赋予花样游泳的联想灵感。奥林匹克水上运动中心位于北部商业核心半岛，该中心充满动感，方便进出。这三个场馆的地理位置和商业零售区域为高密度城市核心码头、住宅别墅社区及商务酒店区提供了一个强大的都市中心区。依海而建的中层住宅及过渡到高层公寓的游乐区紧邻着小艇码头。这些建筑趣味性的布局减少了对其他项目领域比如商业中心和私人别墅的景观视觉影响。每一处都被设计成用于保持总体规划的流畅优美和有机自然观，保持高价值的海洋景观。

Build geometry within the master plan takes form directly for the fluidity of the river flow curving through the site. This more organic and sinuous form enhances the development of a seaside community connected to its natural environment over a superimposed urban grid. Hotels to the waterfront are connected to the beachfront properties but minimized in the form as obstruction of view for the condominiums, commercial village and private villas. The Commercial Village scale remains very intimate and pedestrian friendly as the heart of the overall development. Cultural venues are dynamic and innovative. The sloping Sanya Olympic Park is integrated dynamically to the waterfront and Olympic Museum at the point with view of the bay. The adjacent Cultural Exhibition and Performing Arts center has a strong almost sculptural presence on the riverfront inspired again by the form of a synchronized swimmer. The Olympic Sports and Aquatic Center is located the peninsula of the north commercial core for a dynamic presence with ease of access. The location of these three venues and the commercial retail area provide a strong urban core for the high-density marina, residential villa communities, and commercial hotel areas. Midrise housing along the riverfront and recreational area transitions to highrise condominiums located adjacent the marina. Dramatic in composition they limit their visual impact on the other program areas such as the commercial core and private villas. Each is configured to support the fluid and organic nature of the master plan while maintaining high-value ocean views.



建筑形态(视线分析) BUILDING FORM (VIEW ANALYSIS)



分期策略 PHASING

第一阶段:河道疏浚、道路、基础设施和现场地形规划

Phase I: River Dredging, Roadways, Infrastructure, and Site Grading

The phasing strategy for the Sanya Olympic Bay Master Plan envisions four or more development phases. The goal is for the master plan to have clear development strategies for each of the development zones as well as flexibility based upon market conditions and residential/ condominium sales and support commercial needs based upon the development incremental size. The master plan may be implemented with the following phasing:

Phase I: River Dredging, Roadways, Infrastructure, and Site Grading

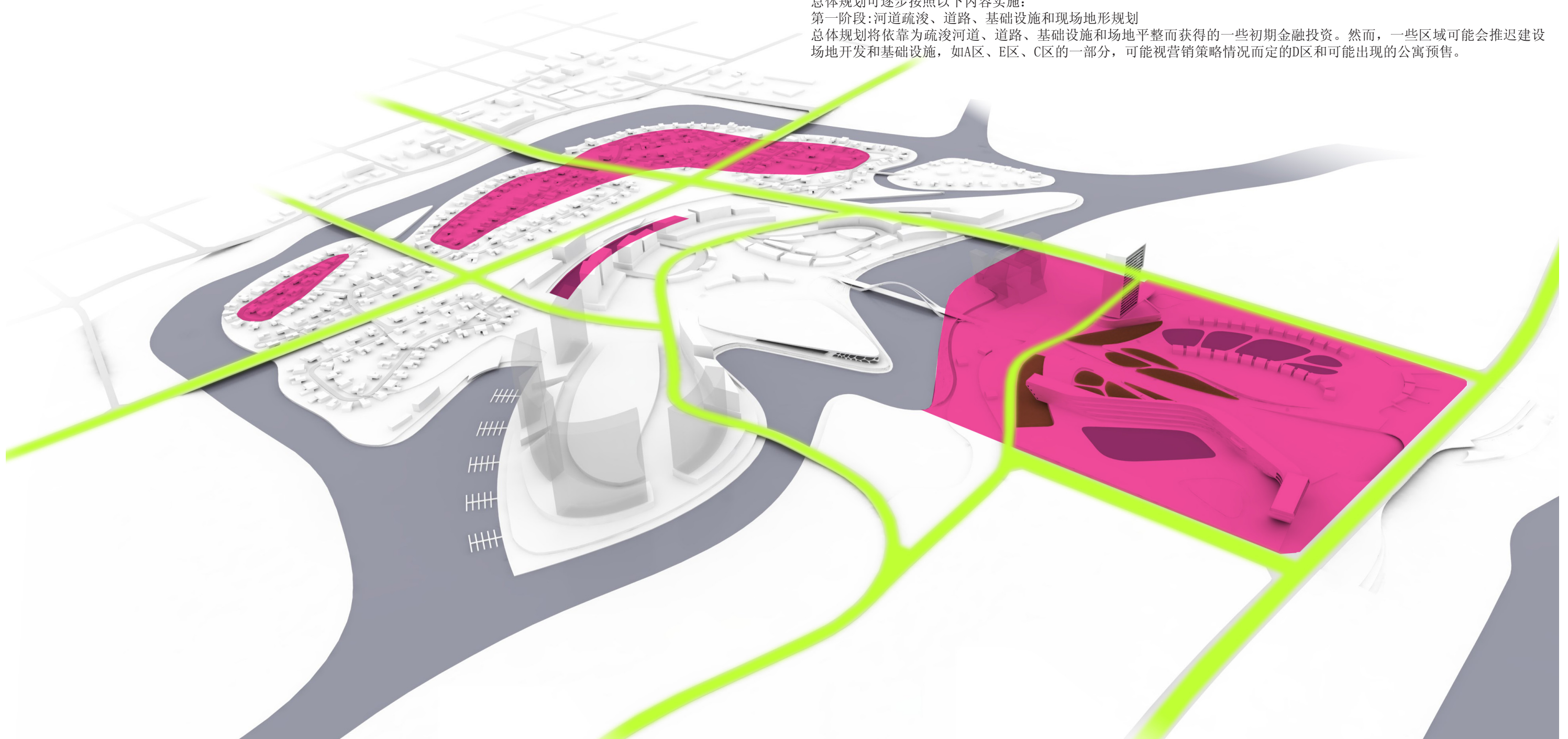
The master plan will rely on some initial financial investment for the river dredging, roadways, infrastructure and site grading. However, some zones may defer the site development and infrastructure such as Zone A, Zone E, portions of Zone C and perhaps Zone D depending on the marketing strategy and possible condominium presales.

三亚奥林匹克湾分期策略规划出四个或更多的发展阶段。总体规划目标是就各开发区的发展以及根据市场行情的灵活性、住宅/公寓销售状况，根据逐步发展的规模支持商业需求而规划出的明确的发展战略。

总体规划可逐步按照以下内容实施：

第一阶段:河道疏浚、道路、基础设施和现场地形规划

总体规划将依靠为疏浚河道、道路、基础设施和场地平整而获得的一些初期金融投资。然而，一些区域可能会推迟建设场地开发和基础设施，如A区、E区、C区的一部分，可能视营销策略情况而定的D区和可能出现的公寓预售。



分期策略 PHASING

第二阶段+第三阶段：酒店、别墅度假村、商业度假娱乐、中高层+超高层公寓、游艇码头、文化表演场馆

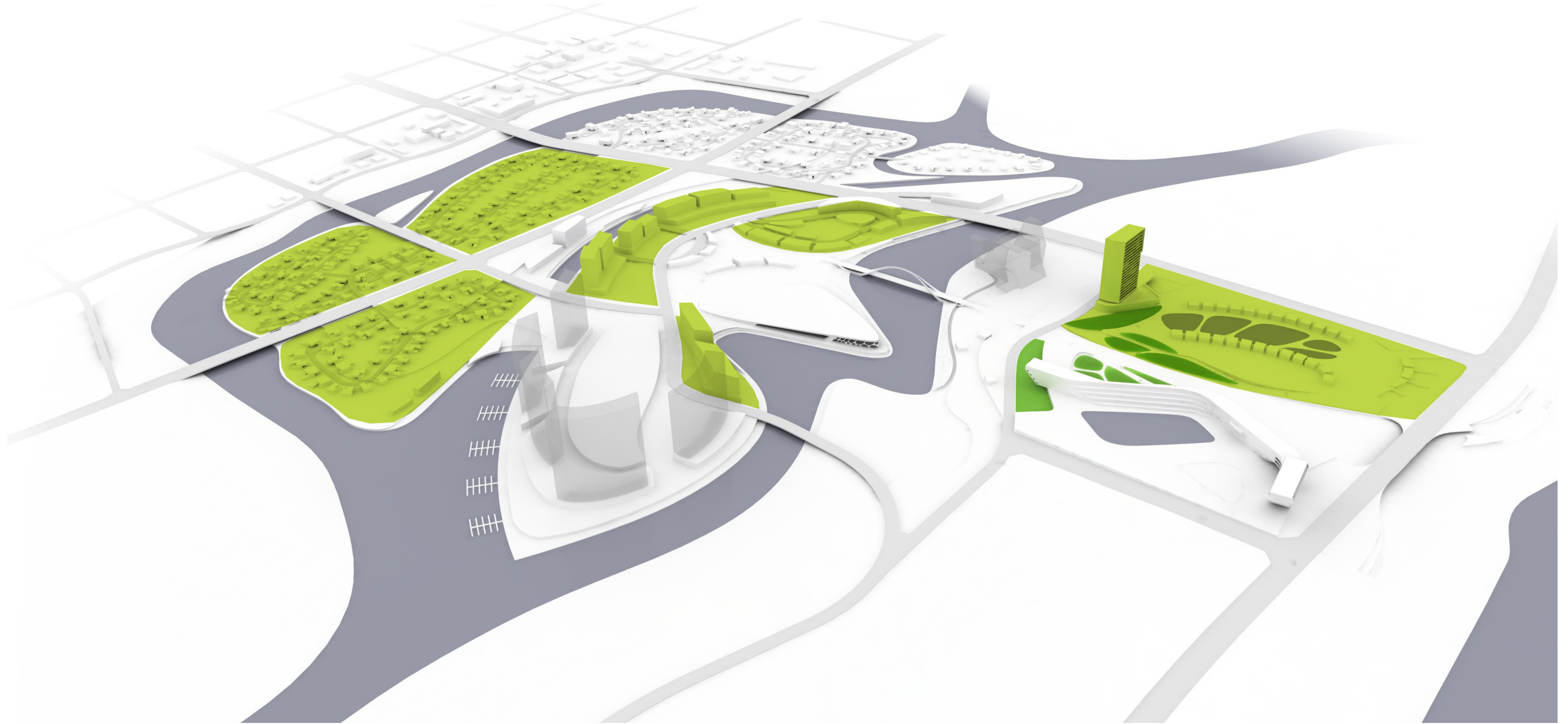
Phase II + III: Hotel, Resort Villas, Resort Commercial, Mid + High-rise Condominiums, Marina, and Cultural Venues

The phasing strategy for the Sanya Olympic Bay Master Plan envisions four or more development phases. The goal is for the master plan to have clear development strategies for each of the development zones as well as flexibility based upon market conditions and residential/ condominium sales and support commercial needs based upon the development incremental size. The master plan may be implemented with the following phasing:

Phase I: River Dredging, Roadways, Infrastructure, and Site Grading

The master plan will rely on some initial financial investment for the river dredging, roadways, infrastructure and site grading. However, some zones may defer the site development and infrastructure such as Zone A, Zone E, portions of Zone C and perhaps Zone D depending on the marketing strategy and possible condominium presales.

与第一阶段确定的领域一致，第二阶段可能包括其中一座度假酒店、一部分私人别墅、商业核心地段的一部分和一些中高层公寓。第三阶段将支持中高层公寓扩建、游艇码头（全部或部分）、私人别墅、商业核心地段的拓展和更多的文化场所。一种战略则可以作为第一阶段的暂时公园建立奥林匹克公园，在第三阶段进行改善，或者在第四阶段与文化博物馆、结构化停车场、海滨人行道一起进行改善。



分期策略 PHASING

第四阶段：中层+高层公寓、文化表演场馆、豪华私人别墅

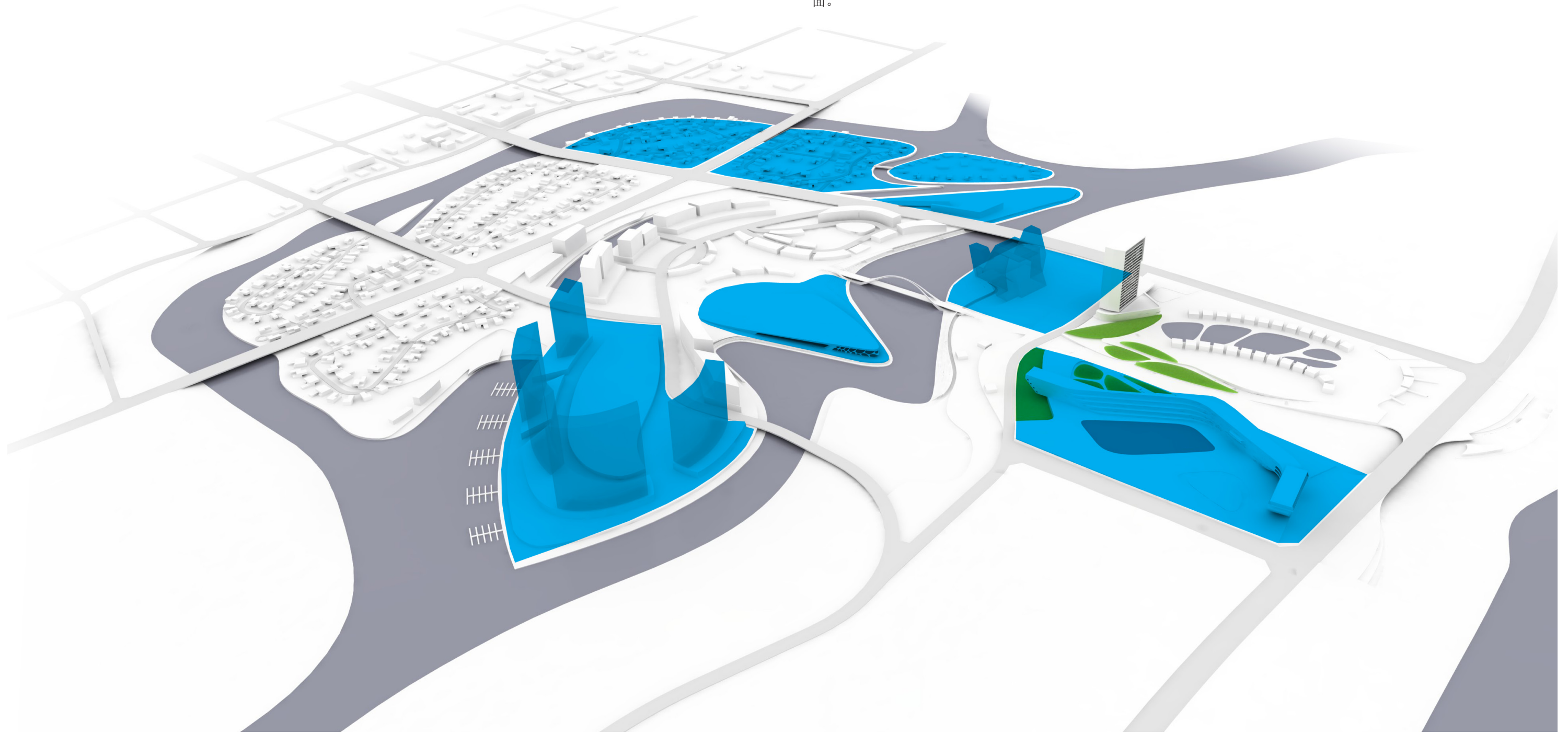
Phase IV: Midrise + Highrise Condominium, Cultural Venue, and Luxury Private Villas

The phasing strategy for the Sanya Olympic Bay Master Plan envisions four or more development phases. The goal is for the master plan to have clear development strategies for each of the development zones as well as flexibility based upon market conditions and residential/ condominium sales and support commercial needs based upon the development incremental size. The master plan may be implemented with the following phasing:

Phase I: River Dredging, Roadways, Infrastructure, and Site Grading

The master plan will rely on some initial financial investment for the river dredging, roadways, infrastructure and site grading. However, some zones may defer the site development and infrastructure such as Zone A, Zone E, portions of Zone C and perhaps

第四阶段可支持中高层公寓的最后部分，豪华私人别墅的最后一期，也可能包括三大文化场馆中的一个，如奥林匹克公园博物馆或文化中心。同样，根据住宅和酒店的交易量或市场营销策略，建设分期数可能增加或减少。应该理解为：第一阶段需要创造一个关键的，大体量的项目来定义该海滨地区，并且还要考虑到其增量可扩充性。同时，建筑类型结构的发展需要考虑各种各样的需求和潜在的协同效应，例如商业零售开发扶持住宅别墅的建设等相关使用或共享使用方面。



案例研究/意象图片
CASE STUDIES / IMAGERIES

主要结构分析图 DIAGRAM OF KEY STRUCTURES

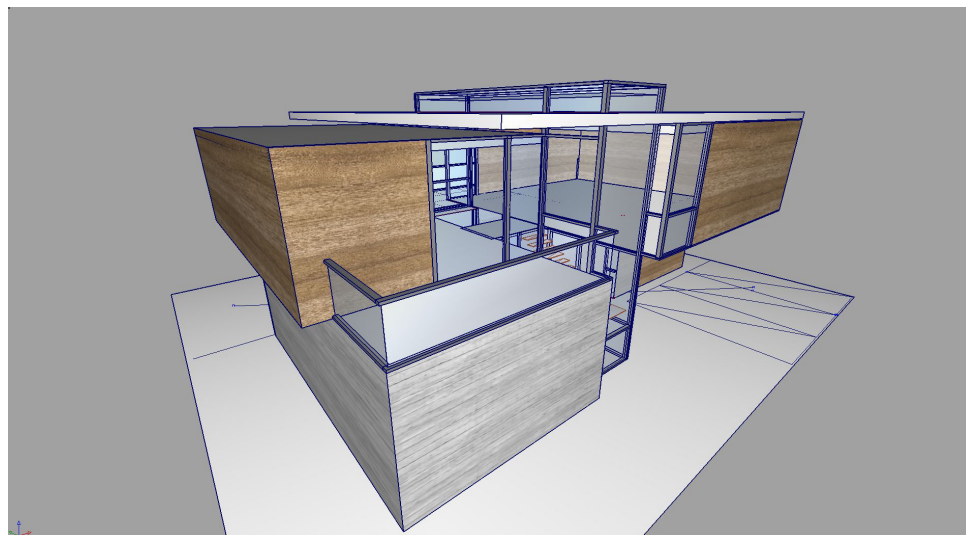
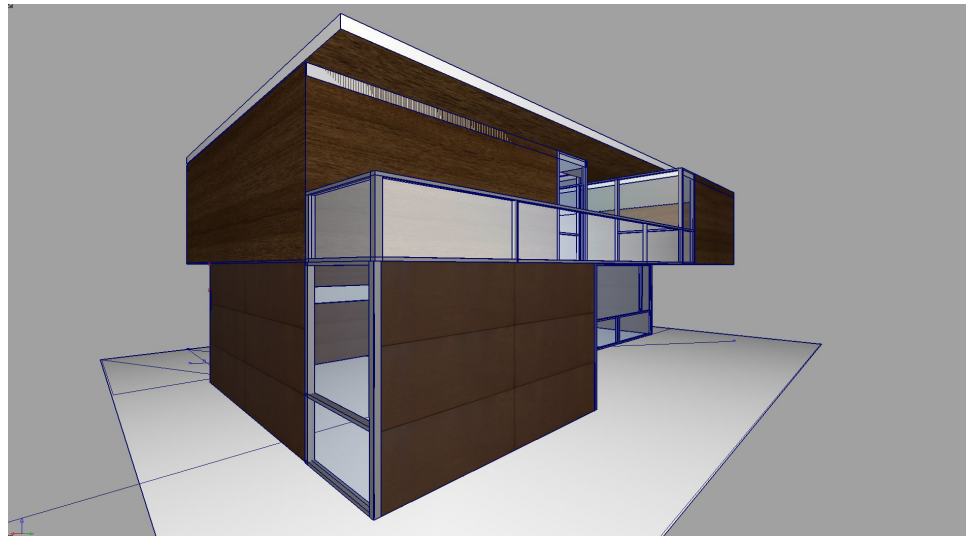
度假别墅 RESORT VILLAS

三亚奥林匹克湾是一个崭新的，独特的现代生活社区。她位于中国的海南岛，拥有独到的自然风光。因为它位于一个滨海小岛上，此开发项目通过一种保护自然与可持续发展的方式将现代生活与自然景观很好的结合起来。她将创造高品质的生活环境。不同尺度的水系都将通过运河相连。水系上还将有观光游艇与船只。

三亚奥林匹克湾新生活社区将提供合理尺度的私人住宅，并与优美的自然环境相结合。每个社区还可以用“借景”的方式到达更好的景观效果。独立住宅不仅可以“借景”，还会有自己配套的独立花园。

Sanya Olympic Bay is a new and exclusive modern lifestyle community set within a unique and natural environment in Sanya, China. Situated on a small island adjacent to the ocean, the development integrates modern living with landscape in an eco-friendly and sustainable manner. It is a high quality living environment. There are multiple scale waterways that are connected to grand channels where leisure boats soak up the sun in this tropical island paradise.

The new lifestyle community of SOB offers private residential homes in modest size neighborhoods within a natural setting that optimizes parcel efficiency and quality of environment. Each neighborhood allows for borrowed views between parcel configurations. Single-family units are configured on parcels that allow for private open space as well as borrowed views of the surrounding island.



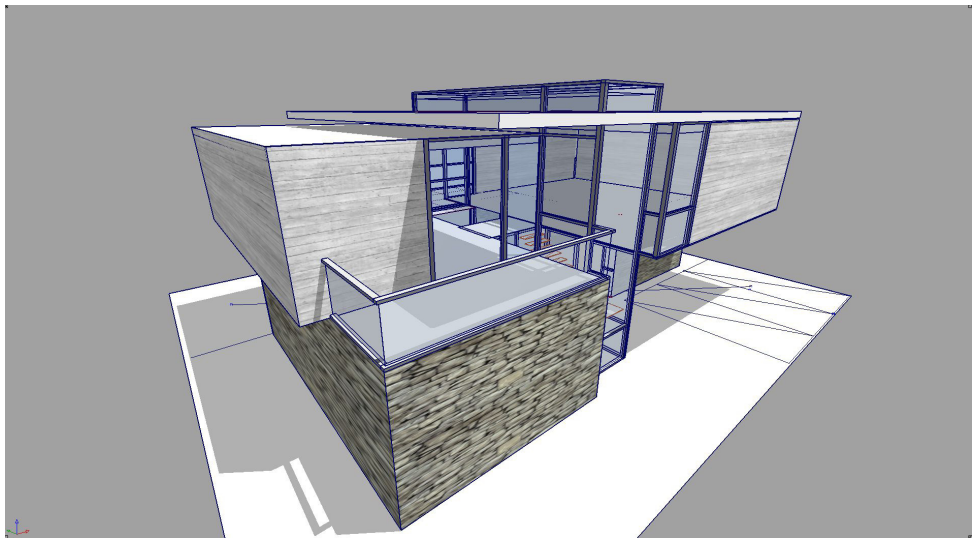
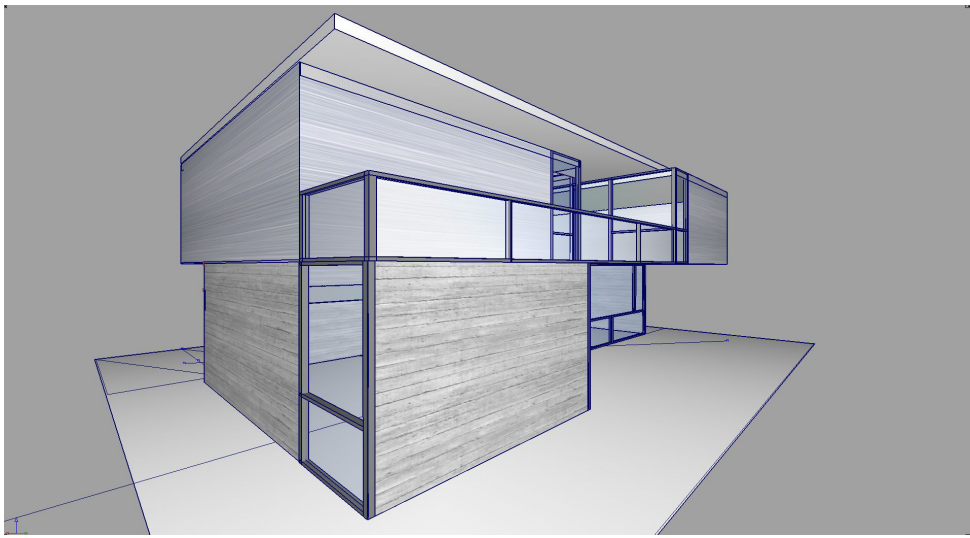
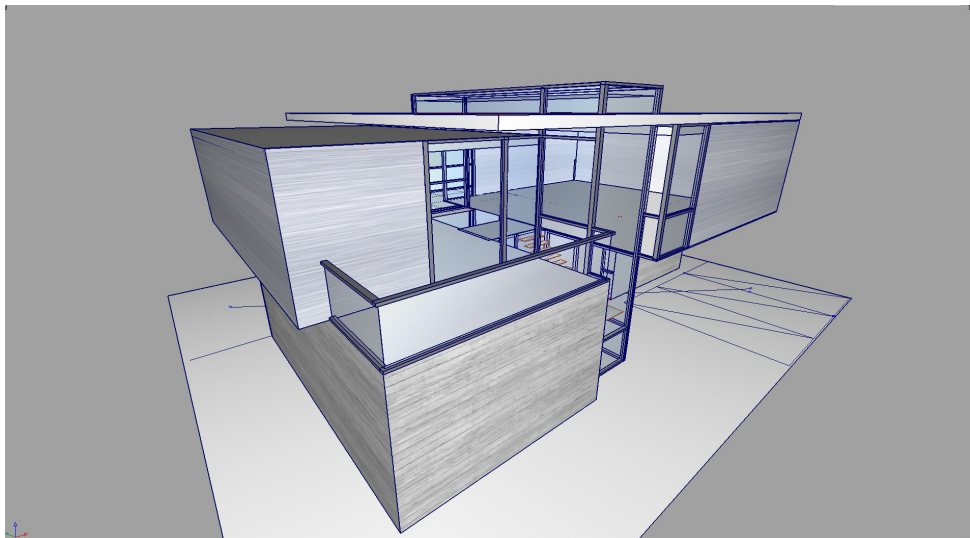
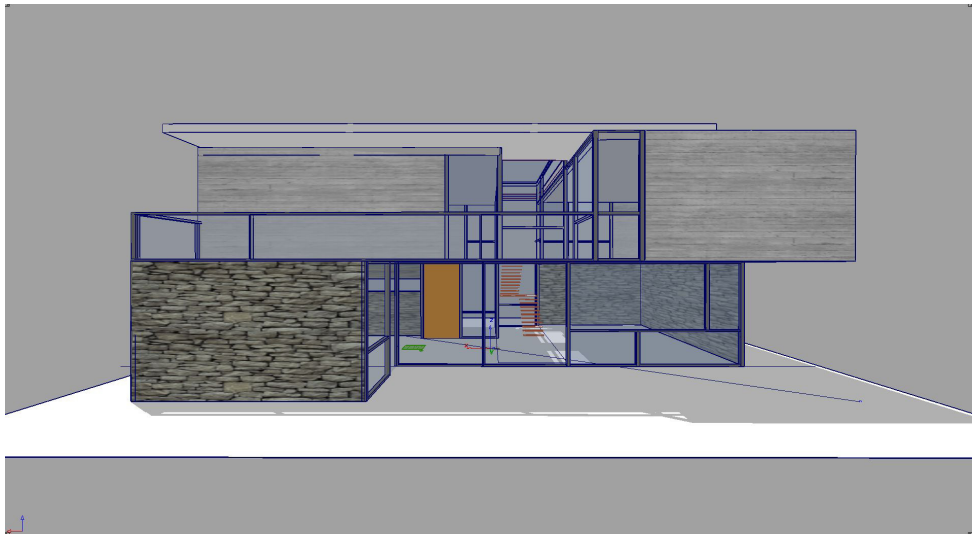
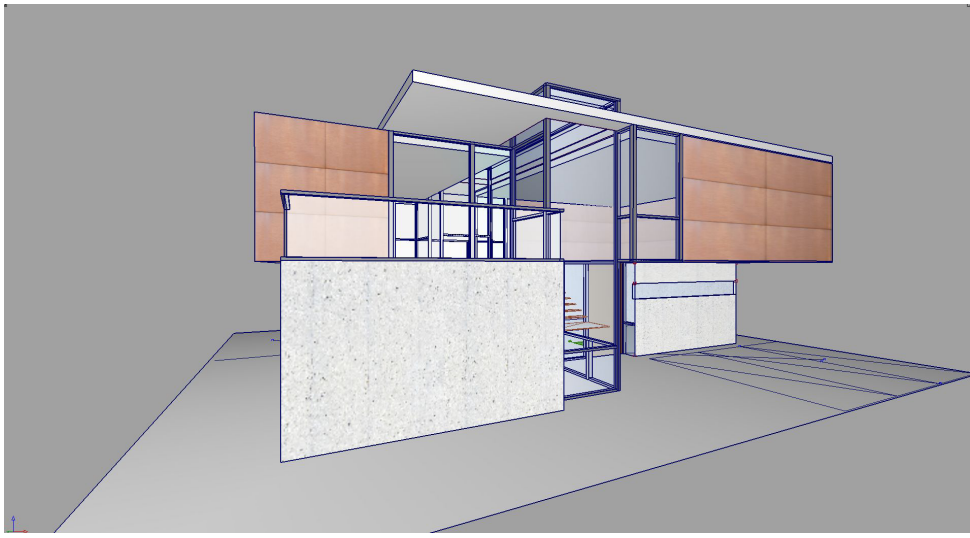
主要结构分析图

DIAGRAM OF KEY STRUCTURES

度假别墅 RESORT VILLAS

三亚奥林匹克湾是一个崭新的，独特的现代生活社区。她拥有独到而优美的自然风光。我们将提供最新的房屋设计创造豪华的住宅，并使其与周边的自然环境相结合。每个房屋的选址都将会使其有着最佳的景观效果同时达到邻里的私密性。我们将通过私人的围墙和大规模的玻璃运用来达到这个效果。户数会根据每个住宅到达私密性的要求进行调整。同时，客户还可以根据我们提供的平面设计进行调整以达到他们期待的住房体验。另外，也有非常多的材料可供选择。每个住宅别具一格的特征将使三亚成为一个非常独特的地方。

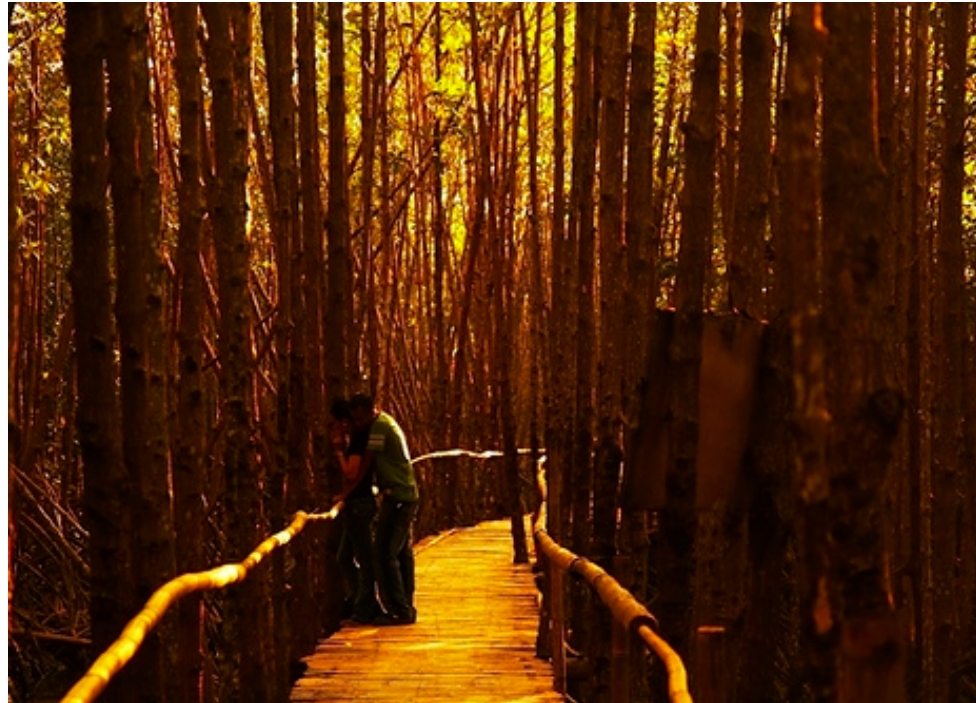
Sanya Olympic Bay is a new and exclusive modern lifestyle community set within a unique and natural environment. Offering the latest in modern housing with stylish and sophisticated designs, SOB homes are just the right fit for modern couples that want luxury living and a synergistic connection with nature. Each house is positioned to make the most of gardens and island views while retaining privacy with respect to neighbors. This is achieved by a strategic interplay of privacy walls and large expanses of glass. Units are tailored to enhance the individuality of each resident family. There are a variety of choices with respect to floor plan layouts allowing residents to customize their home life experience. There are various materials palettes to choose from as well. All of these “tailored” options have been designed to work together as a single vision for the entire island. The result is a distinct character that defines SOB within this very special place.



意向图片：观光码头
REFERENCE IMAGES: Tourist Marina



意向图片：植物园
REFERENCE IMAGES: Botanical Garden



意向图片：屋顶花园
REFERENCE IMAGES: Roof Gardens



意向图片：城市滨水
REFERENCE IMAGES: Urban Waterfront



意向图片：热带森林
REFERENCE IMAGES: Tropical Forest



意向图片：度假村
REFERENCE IMAGES: Resorts



建筑参考图片：公寓/连排公寓
ARCHITECTURAL REFERENCE IMAGES
Condominium / Townhouse



建筑参考图片：滨水豪华别墅
ARCHITECTURAL REFERENCE IMAGES
Waterfront Luxurious Villa



总结

SUMMARY AND CONCLUSION

总结 SUMMARY AND CONCLUSION

SWA/DRDS公司提供的规划方案力求创新, 同时为该独特的滨海度假村创造高价值的地产。总体规划主要有以下特点:
通过合理的土地使用配置, 确立了明确的土地使用。同时作为一个海滨度假村, 公众可以亲近海滩和水体。
为了使效率, 意象, 安全性与各项目的协同性最大化, 我们在总体规划中也包括了住宅的位置和密度。
滨水区域的利用是增加地产价值的关键, 它能支持并营造一个滨海社区尤其是滨水部分的优美环境。

The SWA/ DRDS master plan seeks to innovate and provide high value real estate for the creation of a unique seaside village community. Master plan values include the following key attributes:

- **Land Use Configuration** creates clear land use, support access to beachfront and water as a seaside resort community.
- **Residential Location and Density** is distributed to allow for maximum efficiency, image, security and synergies with the master plan development.
- **Waterfront Utilization** is the key to add real estate value and support the seaside community environment for both beachfront and riverfront parcels.

别墅和水体边缘的连接是为此奥林匹克湾提供高价值地块的关键因素。
度假酒店的选址既能让游人方便到达海滩, 同时也让他们方便到达度假村的商业中心, 滨水步行街以及文化景区等。
商业核心区位于一个能支持居住社区, 酒店, 三亚湾旅游业的战略位置。

- **Villa and Wateredge Connectivity** is key to provide high value parcels to Sanya Olympic Bay seaside resort lifestyle.
- **Location of Resort Hotels** leverage both beachside access as well as connectivity the seaside commercial core, riverfront promenade, and cultural venues.
- **Location of Commercial Village Core** is strategic is supporting the residential community, hotels, and for Sanya Bay tourist

文化场馆是促进商业核心区发展的关键元素. 居民, 宾客和游客都能非常方便到达该文化场馆. 同时它还将展示一个 醒目的海滨社区的图景。

码头的位置和配置不仅为最大尺寸的游艇提供一个合理的停靠位置, 同时也为高层公寓和综合体提供配套设施。

为可持续发展的理念将持续贯彻到整个项目的各个尺度: 基础设施, 景观与建筑。

开放空间体系是连接海滩水体, 开发项目与绿地的重要因素。

- **Location of Cultural Venues** are key in activating the commerical core with ease of access for residence, guests, and touristst. In addition, they provide a strong public image with the seaside community.

- **Marina Location and Configuration** supports a logical location for maximum size boat access and zone to provide an amenity for the highrise condominium and mixed-use program.

- **Sustainability** consideration for the master plan will be implemented on all scales for the project: Infrastructure, Landscape, + Architecture

- **Open Space Networks** link the beachfront and river to the development program and public open space