

世联地产顾问丛书

楼宇经济

都市商务的造场运动

Office Buildings and Commercial Districts

世联地产 编著

... living with three dead
... \$1.1890 / 1.1893
... \$1.1890 / 1.1893

“ ”



2011 6 1

170mmx 242mm 10.5

021- 31356109

0755- 22162507

010- 85678108

028- 85552670

0531- 82593617

<http://www.worldunicon.com.cn>



—

2010

139		630	GDP
39	10	7	50 50
“ ”	60%		
	“ 100”	“ ”	

IT

CBD

2011 6

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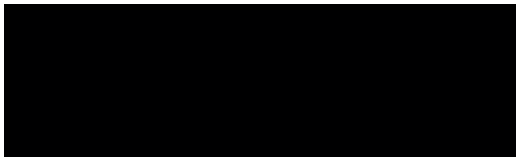
1			
2	1.1		
2	1.1.1	"	"
3	1.1.2		
4	1.1.3		
5	1.2		
7	1.3	655 183	7 000
9	1.4		
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13			
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143	●			
144	●	5.1		
145	●	5.2		
147		5.2.1		
148		5.2.2		
149	●	5.3		
149		5.3.1	or	--
151		5.3.2		or --
151		5.3.3		or --
152	●	5.4		
154	●	5.5		--
158	●			
161	●			





I

1.1

1.1.1 “ ”

2002		1			—
					“ ” 2003 2
2004	6	2005	11	3	
			5.6	4.3	3.5
					7.62
	50			52.6	



1-1 2002

2007				10	
					“ ”
					2005
4.3	2007	7			27.6%
2005	3.5	2007	5.9		29.8%

1- 1 2007

	56 000	124 747	49.4%
	—	72 677	—
	43 000	70 743	27.6%
	35 000	59 154	29.8%
	21 000 2006	29 581	38.1%

“ ”

1.1.2

“ ” “ ” “ ”

IT

1.1.3



1-2

1.2

2%

4%

94%

“ ”

The diagram consists of a large rectangular frame with a solid black horizontal bar at the top. Inside the frame, the text 'CBD' is placed at various positions: top-left, middle-left, bottom-left, and bottom-right. A photograph of a city skyline with several skyscrapers is positioned on the right side of the frame.

1.3 655 183 7 000

21

655

“

”

183

“

”

CBD

2010

600

2009

320

5

150

2006

200

200

200

2009

486

335

151

5

<http://house.hexun.com/2007-11-26/101750476.html>

2009 6 29 06 <http://paper.people.com.cn/gjrb/html/2/> 9 / /2000 CCo

“ ” 50

3

120-125

15

4 000

2020

7 000

5 100

1- 2

1- 2

14 460	954	35.53	3 500
14 790	617	18.65	5 100
5 650	303	7.61	2 200
2 330	663.5	12.63	4 000

GDP

2008

655 “ ” 183 “ ”

7 000

CBD <http://finance.stockstar.com/JL2009070200001280.shtml>

P183

http://en.wikipedia.org/wiki/List_of_cities_by_GDP

1.4

1.4.1

GDP

CBD

CBD

CBD

CBD

CBD

CBD



110

200

CBD

1.4.2

CBD

CBD

CBD

CBD

4

200 2 000

1

CBD

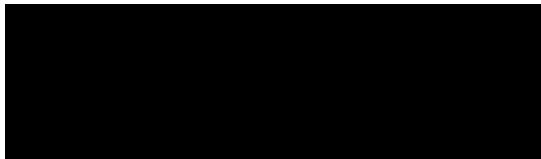
CBD

1.4.3



<http://www.cass.net.cn/file/2005101446903.html>
<http://www.cass.net.cn/file/2005101446903.html>





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2.1

24

<http://www.cqvip.com>

2.2

90

()

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1

2

3

| | |

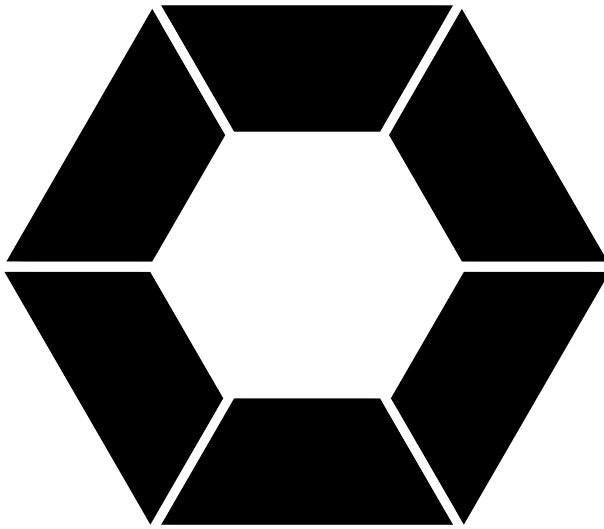
4

2.3

2.3.1

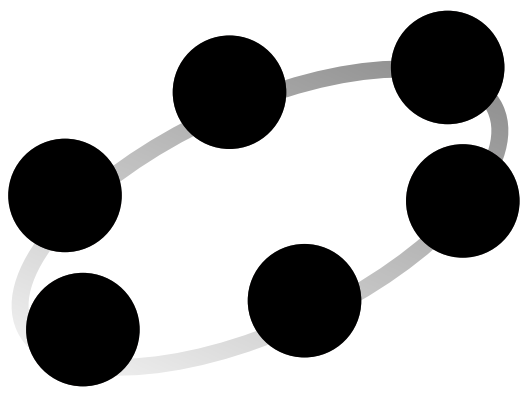
| | |

2 1



2 1

2.4



2 2

2.4.1

“ ” “ ”

CBD

20 70

RER

1 14 2

| | |

67

2.4.2

CBD

CBD

2.4.3

<http://tieba.baidu.com/f?kz=256010581>

P7

2.4.4

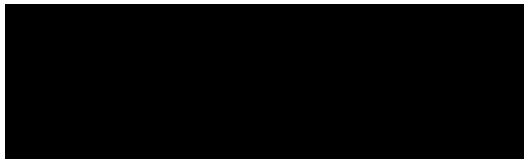
“ ”

19

CBD

<http://www.ksun.com/zjzc/njzl/beijin/xuchou/200901/102790.html>





70



3.1

1624
Brooklyn
Island

Manhattan

The Bronx
Queens
Staten



1 800

4 300

57.91



|

|

|

7% 150

1.54

1

“ 911 ”

3.1.2 —— “ ”
19

		1926	1931
77		305	1930
	1930		
			20
22	19		

<http://zh.wikipedia.org/wiki/%E6%B4%9B%E5%85%8B%E8%8F%B2%E5%8B%92%E4%B8%AD%E5%BF%83>



3.1 “ ”

20 80

(Times Square)

3.1.3

—

CBD

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3.2

20

105

230 2009

1 149 2007



3.2.1

1.

2 900

1 500

20 50



50

(Grands Boulevards)



3 3

2. 40

20 60

(La Defense)

250

40

160

2 000

30

350

350 1600
15
20
14 50 15
Elf Mobil Esso Citibank
Worms Sony IBM Xerox British Airway

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2.

RER

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14

2

35

) 250

1973

“ ”

1974 1978

3.3

32

12

20



1 100

2 200

1 580

2004

3 650

17%

17

20

“ ”

20 80

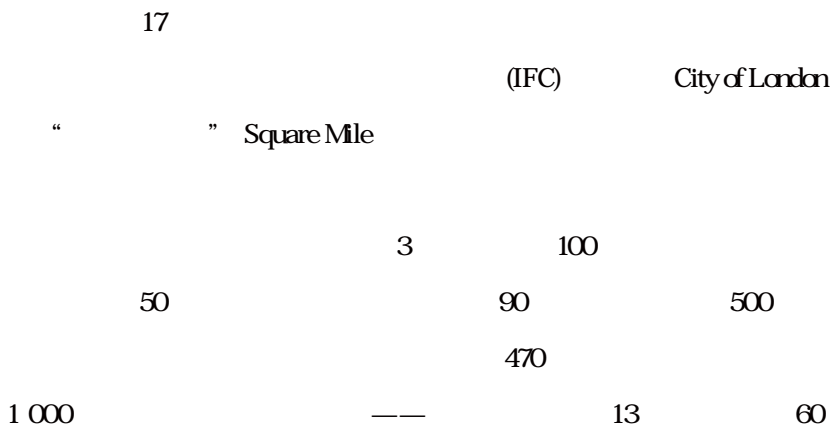
1 400



3-5

<http://zh.wikipedia.org/zh/%E4%BC%A6%E6%99%A6>

3.3.1



<http://zh.wikipedia.org/zh/%E4%BC%A6%E6%95%A6>

2007.2

3.3.2

20
() Westminster
IFC
1 65.5

“ (The Strategy of Containment by Zoning)”
CBD



3-7 Westminster

(Communities)
CBD

3.3.3

(Dockland)

22

20 60

()

CBD

1980

“ (Dockland Project)”

(Enterprise

Zone)

203

Canary Wharf

28.2

22 26

112

93

10

—235.1

2006

|

|

|

3.4



	23	26	5	8	
2009 10 1	1 299			2 188	
		2009 GDP		18 771	6
	10	37		23	



| | |

621 2005 845
58% 47% 84% 50
90%

3.4.1

8 4 000
2 900
20 20
80
IFC
1 700
60 11.33
7.14 2006 123
20%



3 9

2

3.4.2

20 50

1958

51

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3 10

3 10

6

30

200

m

30

12

400



3-11

3.4.3

1970

10

1.6

3

1986

1990

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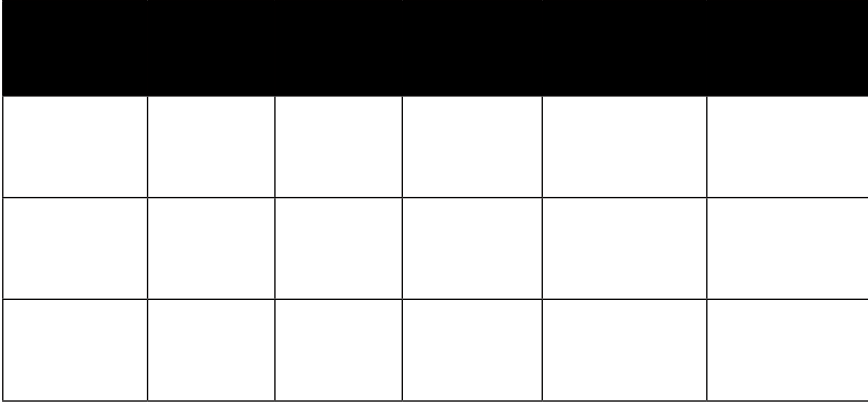
” “ ”

/ /

90

“ ”

3-2



[Redacted]					

1995

1996 3

“

”

1995 4

“

”

1993

11

1995

“

”

1996

“

”

1999

2002 “

”

“

”

ABLE

CBD ABC

CBD

2010 3

		2006	
800	3.8	7 000	2006
4	2020	4.2	7

3.4.4

(Teleport Town)

MM21

		3- 10	
	1980	522	
100	15	100	
	BMW	IBM NTT	MM21
		186	300 400

19

MM21

“

”

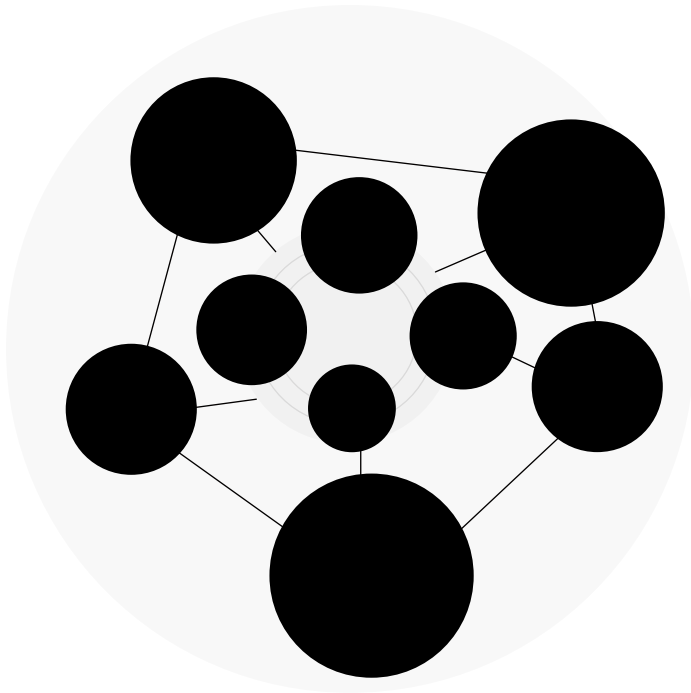
()

1982 1987

380

1988 1992

696



3 12

3.5





3-3

| | |

3 3

3.6.1

20

“ ”

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“ ”

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3 13

3 4

3.6.2

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3.6.3 "

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1

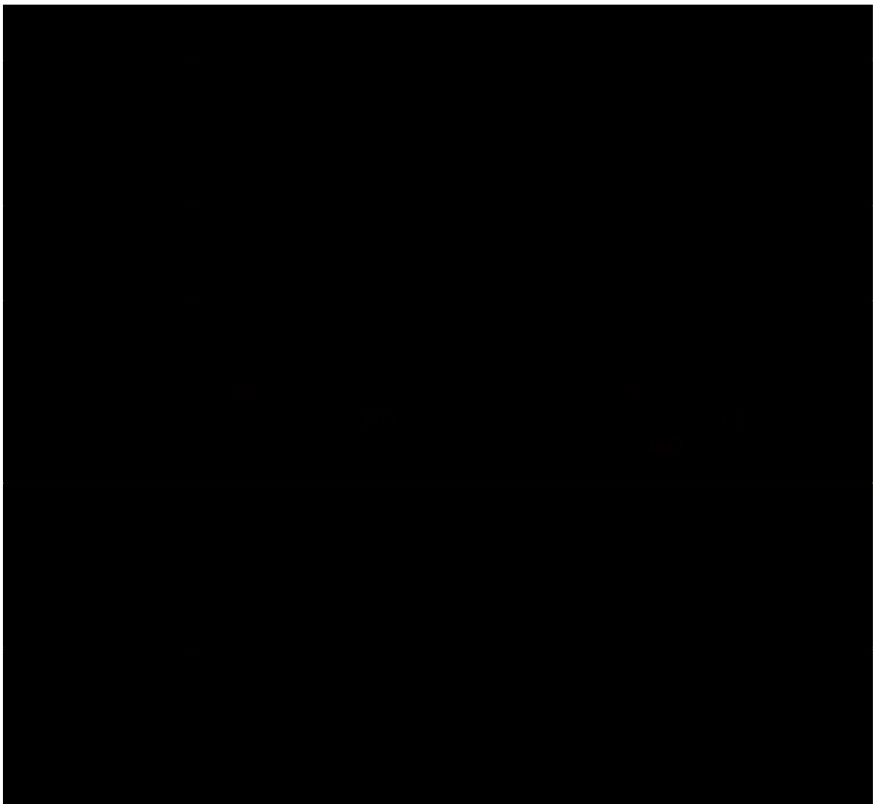
—

2 ---

“ ”

3-5

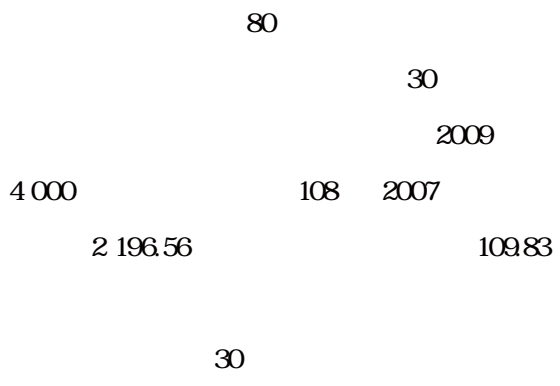
3-5“ ”



| | |

CBD

3.7



3.7.1 " "

19

" " " "

<http://house.focus.cn/newshtml/617773.html>

“ ”

20 30

80

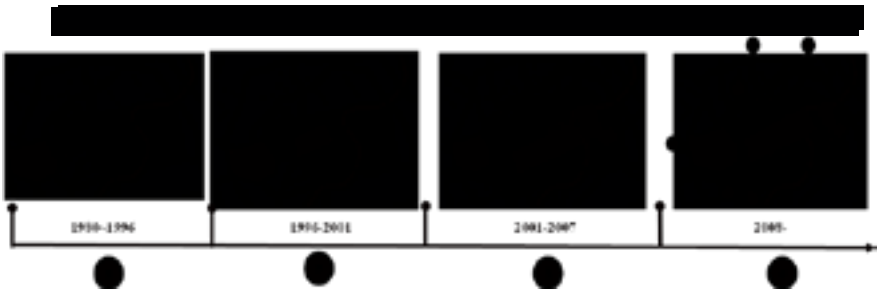
90

“ ”

2001

WTO

3 14



3 14

1980 1996

1980

| | |

1995

1996 2001

“ ” “

”

“ ”

CBD

CBD

CBD

CBD

CBD 5

2001 2007

CBD

CBD

2000

“ ” —

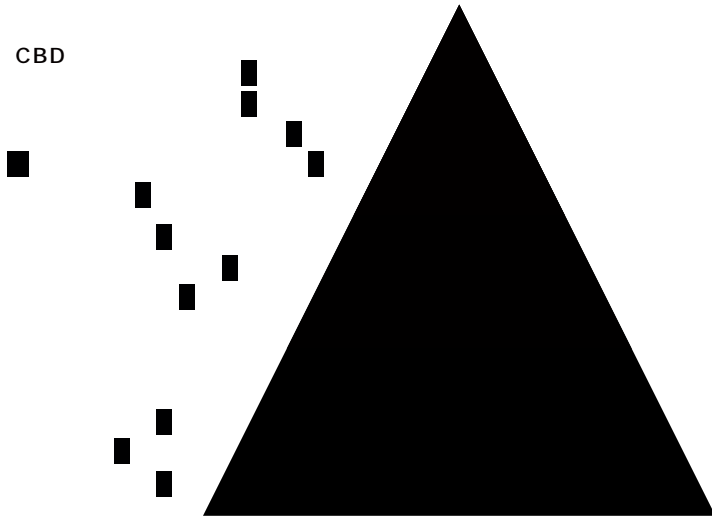
2008

CBD

CBD

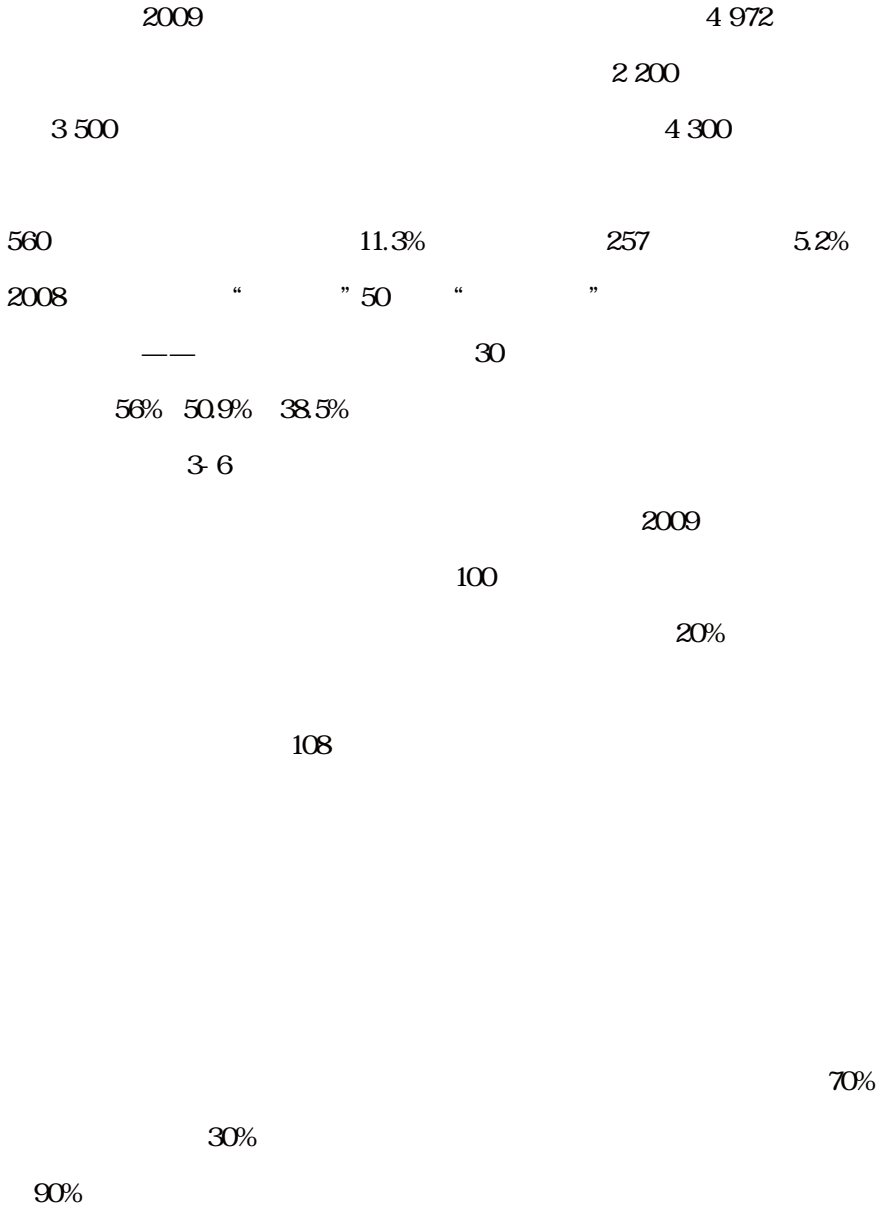
CBD

CBD



3-15

3.7.2



<http://house.focus.cn/news/2008-08-24/521549.html>
<http://house.focus.cn/newshml/617773.html>

3 6

	18437			
	390			
	1145			
	180			
	100			
	100			

| | |

3.7.3

"

"

2001

"

"

3 7

[Redacted]					

[Redacted]



3-16

“ ”

“ ”

“ ”

3-8

2012

13

510

310

439

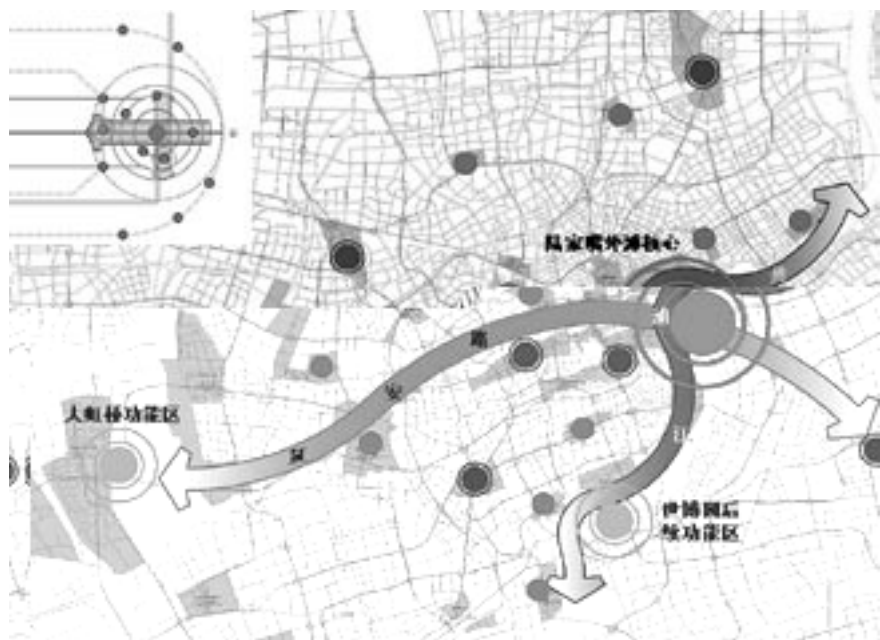
3 8

		96	216	829	1 117	1 431	1 833
		15.21	62.92	169.40	262.83	264.30	355.05
		128.71	538.99	1 457.32	262.83	264.30	355.05
		8 944	28 270	65 569	81 395	112 798	131 837
		42	62	77	77	114	114
		4	5	6	7	7	8
		2	2	6	6	6	9

2

“ ”

3-17



3-17



|

|

|

|



4.1

— —

4.1.1

2.6

80%

3 600

42%

2 600

70%

60%

237%

(43%)

100 130

60%





4 1

1.

2010

“ ”

720

42

183

1980

179 2004

“ ”

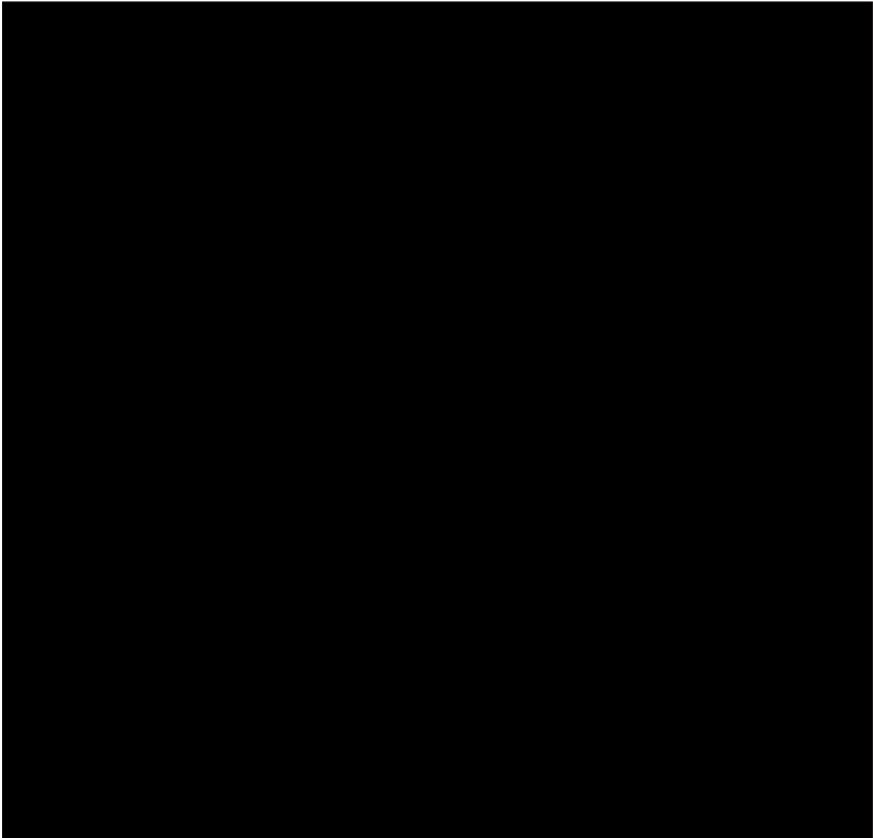
2006

2006

|

|

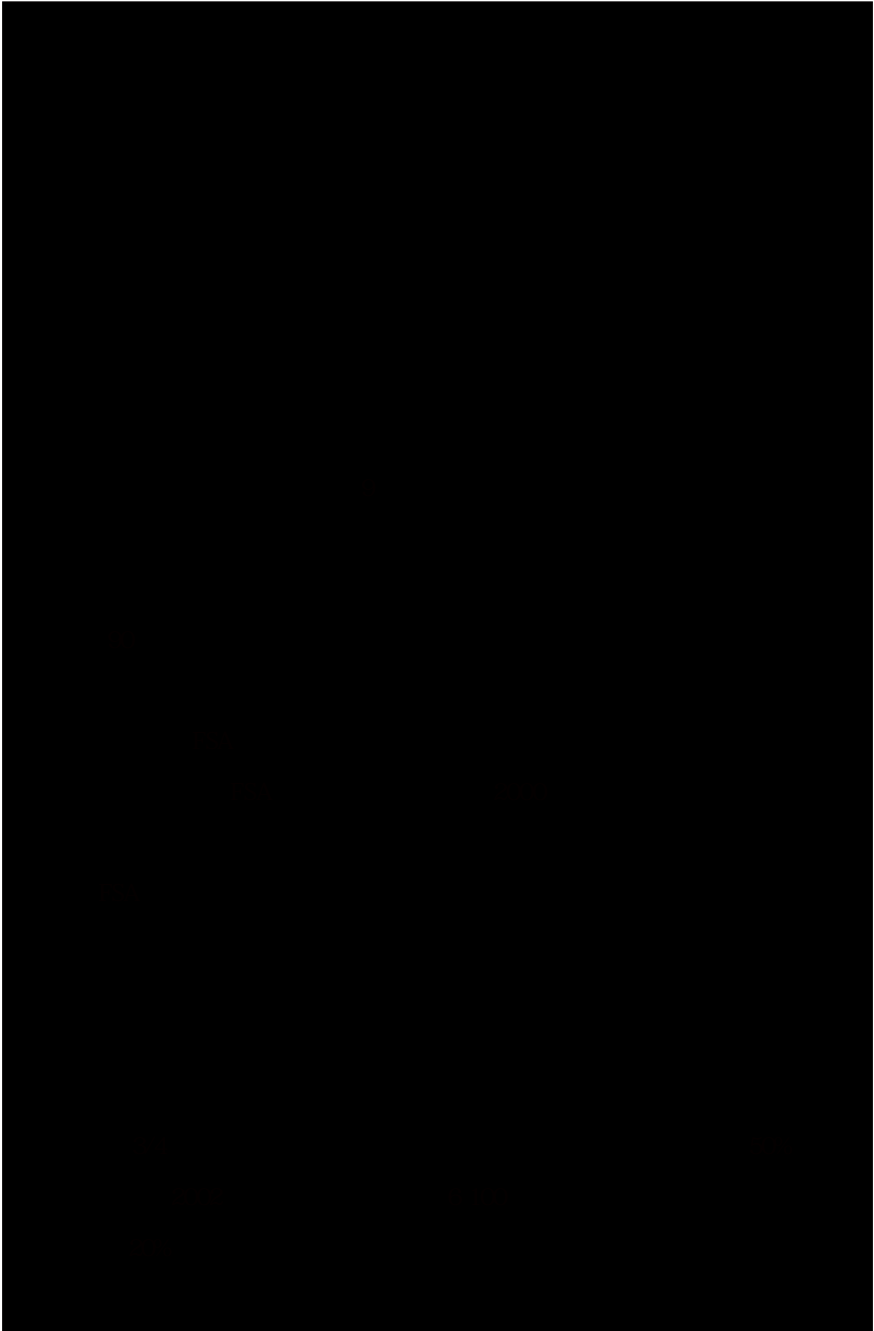
|



|

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|



| | |

2.

1

2

3

2006

42%

4

40

33

10

4.1.2

| | |

1990

1990

4

“ ” “

” “ ”

1991

1992

1995

1.

CBD

1 1996 2004

1991 10

3 3

274

600

4

50

“ ” “ ”

4 6

6 6 32

20

1996

3

1984

324 95

383 95

68

| | |

“ ” “ ”

2001

40

18.8

2004

8

2

CBD

2007

2007 11 19



4 2

46

38

135

106

14.85

1

4

| | |

“

” —

2.

50

177

59.5

30

40

55

18.8

26

2

2008 7 25

“

”

300

1 300

1998 2001

17.6

15

“ ”

1913

”

“

1998

1999 3

2001

3

57

“

”

65

50

28

15

| | |

300

.....

20 30

2007

50 60

2

2002 2008

1.3

177

80

2001

2002

2004

1

1 660

“ ” 2006

12 23

“ ”

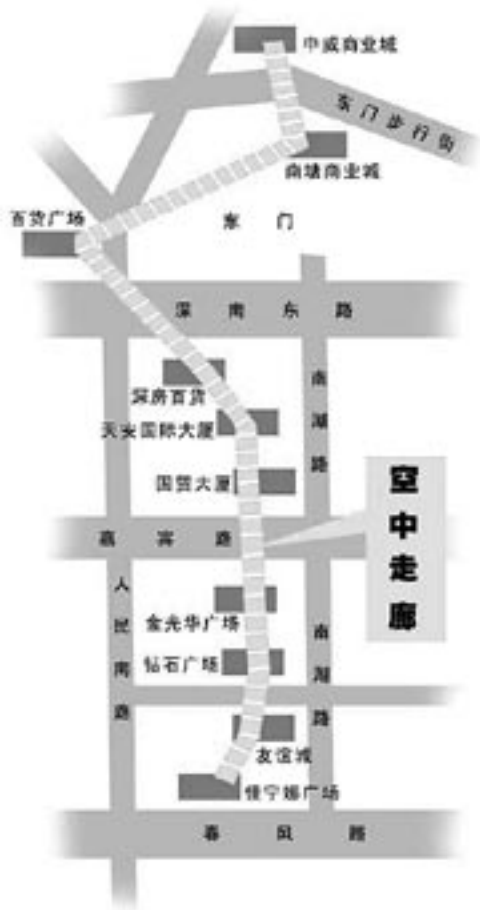
2007

30 40

3

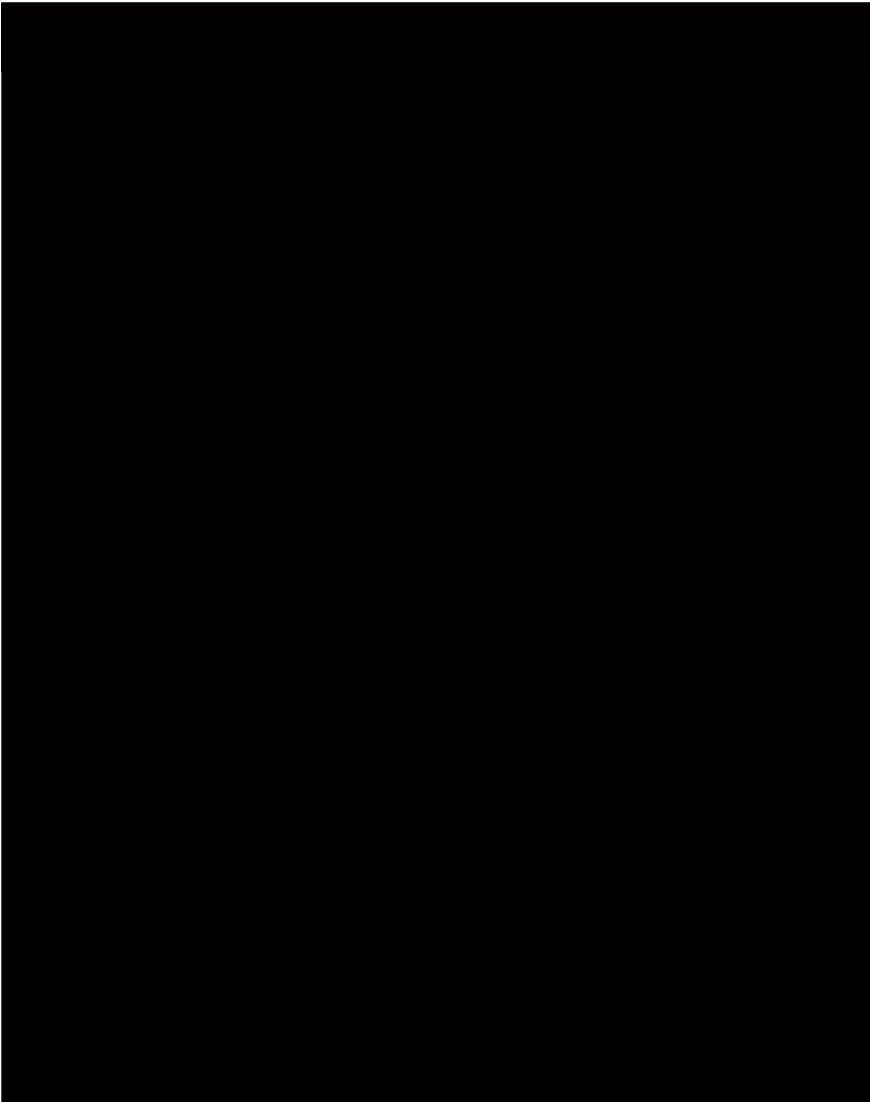
50%

4 3



| | |

2007 12 106





4 4

3.

1

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1

2

3

4

“ ”

5

2002 10

7.7

55

40

“ ”

2005

6

“

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| | |

4.1.3

“ ”

1.

“ ”

1666

4

87

44

13 000

20 60

2. —

4.2



CBD



4.21

1958

9 9 EPAD(Public
Establishment for The Development of La Defense Region
) 750
250 30
43
1 600 5 200



| | |

190

15

10.5

20

14

1.

50

(Minister of

Reconstruction) Eugene Claudius Petit

1958

()

Camelot De Mailly Zehrfuss

1958	9	EPAD		
				(Federation of
Engineering Industries)				(National Center of Industrial
and Technology	CNIT)			
			Esso	Septentrion
		Societe Industrielle de Constructions Electriques et Mecaniques		
		SICEM		
		EPAD		
1960	EPAD		1964	
		Le Corbusier	1931	---
				24 42
100		30		1 000
	85			
				3
	Esso	44 500	Septentrione	
2				
1965	1967	EPAD	7	Nobel
Aquitaine				

Camelot

Residence Lorraine

Gilbert

Residence Baieldieu

1969

1964

EPAD

150

200

70

GAN

(FIAT

Framatome)

Assur

47

Defense- 2000

Emile

Aillaud

18

Tours- Nuages(Cloud Towers)

100

3

1973

“

”

GDP

47%

2.5%

7%

30

1973 1978

1973

60

200

1977

18

100

<http://zh.wikipedia.org/zh-cn/%E7%AC%AC%E4%B8%80%E6%AC%A1%E7%9F>

1975 1977 EPAD

4

1978 10 16

• Raymond Barre

EPAD

EPAD 35

80

1983

IBM

ELF

Technip Sari Arthur Andersen Framatome

IBM DATA CENAS

NCR 80

United Technologies

1982

1982

5.17

1990

10.4

Sofitel Novotel Ibis CNIT Informart Imax

.....

“ ” 1989 7 14

Jean-Michel Jarre

200

1986

208

29.5

1992

“ ”

1992 4 1

80

90



4 7

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2001

EPAD

1995

1995 EPAD

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” EPAD

Septentrion

Europlaza

Esso

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26

36

4.2.2

1990

1.7

1993

435

1.

1

1984 1994

1984

1986

1990 4 18

9

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174

435

25

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1994 1996

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1996

88

19

3

1997 2000

1997

1997 10

2005

30

6

4

2001 2003

| | |

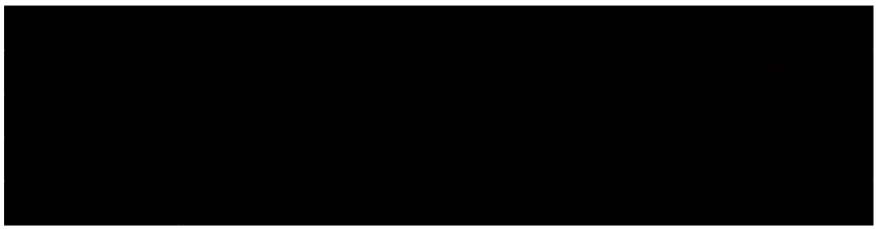
	95	22.79	87
	34	14	
2 387 1 835		579 821	

5 2003
2003

.....

10 2010
30 253.18

4 1



2009

2009

4 1

74%

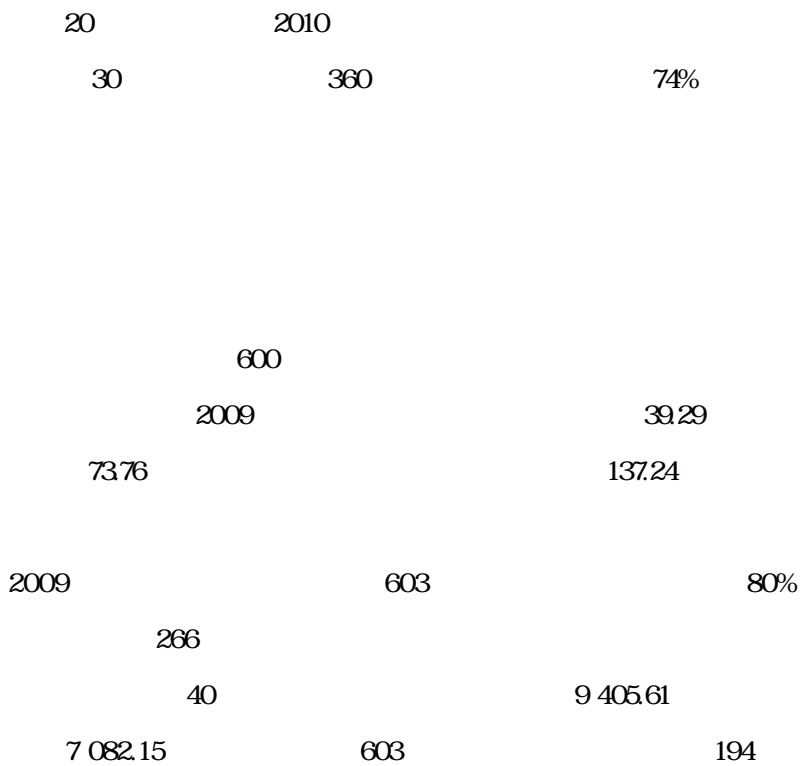
2012

1993

435

486

2.



http://www.pudong.gov.cn/website/html/shpd/pudong_code_20457/Info/Detail_311719.htm



4 8

238	165	12
60%		GDP
40%		62.3%

497		56.5%
218.7	24.9%	

2009	11	16	1.7
			90%
			18

306		74	18
	6		

4.2.3

1.

50

“ ”

“ ”

2

43

20

1969

| | |

3

1997

4

5

2

67 (167

)

2008 4

“ ” “ ” “ ”

” “ ”

2009 11

“

”

“

”

4.3 () ——

90

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4.3.1

10

60

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1961 10

2/3

7 000



4-9

1

1961 1968

1961 1968

145

60

150

| | |



2 1968 1990
1968 6 JTC
70 50
80
1990
2000 13
70
72
220
3 1990
80
1986

| | |

10

“ ”

90

2.

1

12

12



4-10

IMM

Building (Jurong Entertainment Centre, 1993-2008)

1990 IMM 5 3.5

250

Giant Hypermarket, Best Denki, Popular, Kopitiam, Burger

King McDonalds, Mos Burger and Daiso (Jurong Entertainment

Centre) 1993 2008 10 1.4

2009 4 2012 4

Jcube 20.4

1.9 IMM

12 JTC
Corporation Jurong Summit
2000 32 4



| | |

IBP

1992

37

18

IBP

20

200

IBP

Sony Dell MI



4 12

2

One- North

“ ”

1

“ ”

21

“

”

2000

JTC

One North

JTC

One North

JTC

JTC

60 99

2001

15 20

110

Buona Vista

200

National University of Singapore (NUS)

INSEAD Asia Campus

“ ”

300

200

100

3.



4 13

1

60

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20 60

4.3.2

1996 9 , 1985

2009

2009-2015

15

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2002

2002

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1996 2002

200

2 300

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[Redacted Header]	

40 / .

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“ ”

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200

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2002

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81.01

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4 4

4 3

[Redacted]				
[Redacted]				
[Redacted]				

4 4

[Redacted]						
[Redacted]						
[Redacted]						



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4-16

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5.1

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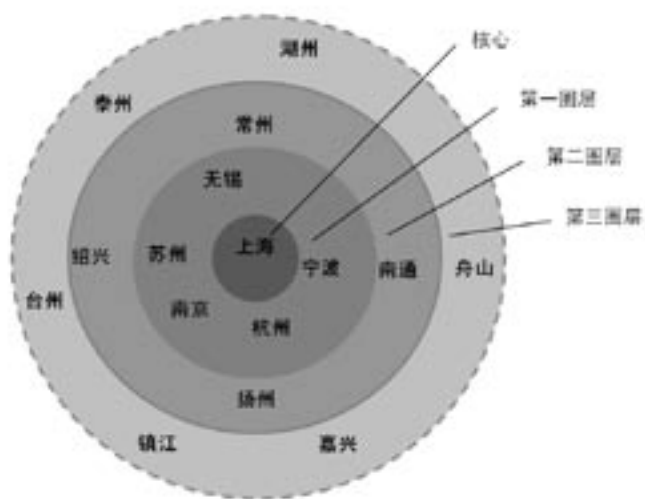
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[1] . [J]. 2006(5)

[2] . CBD . 2006

[3] . 2009

[4] . — [J].
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[5] . [J]. 2004(8)

[6] . [J]. 2006

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