

Gafcon's master plan selected for big Shanghai project

By Mark Armao

Daily Transcript Staff Writer

San Diego-based Gafcon Inc. has been selected to lead the master planning and development process for the second phase of an expansive, mixed-use neighborhood that is rising on an 800-acre waterfront site in Shanghai.

The estimated \$6.5 billion second phase of the Zizhu Purple Bay project will include the buildout of the "InnoTown" business, technology and university hub, which will feature an active marina and a walkable downtown area, according to a news release.

"This is a legacy project at a tremendous scale," said Yehudi Gaffen, CEO of Gafcon. "We are essentially building a new city from the ground up. It already has attention from high-profile companies, universities and individuals."

Situated along the Huangpu River, the entire development will include condos, yacht homes, senior housing, multiple schools, a youth center, health clinic, rowing club and a nature education center with a 125,000-square foot aquarium and botanical garden.

Committed tenants include the University of Southern California, General Electric and Coca-Cola, according to the release.

Construction is underway on portions of the project, with the Gafcon-led phase expected to commence next month. As program manager, Gafcon will lead a team including San Diego-based architecture firm AVR P Skyport, San Diego-based McCullough Landscape Architecture, marine-engineering firm Moffatt & Nichol, and OdySea, an Arizona-based aquarium builder and operator.

Gafcon's development company, Protea Waterfront Development, is also leading the redevelopment of Seaport Village. The conceptual design for the 70-acre Seaport San Diego plan includes a 178,000-square-foot aquarium and a

500-foot-tall observation tower.

Protea includes members of the Purple Bay team, including AVR P Skyport, the project architect.

"Zizhu Purple Bay will be one of AVR P Skyport's signature urban, waterfront properties," said AVR P Skyport principal Frank Wolden. "New community assets will connect with the region's greatest resource — the waterfront — into one incredible experience. The cohesive design will create a livable, desirable and thriving community."

mark_armao@sdtranscript.com