

Gafcon Master Plan Selected For Shanghai's Zizhu Purple Bay Project

Organize your team's work in one place



 asana

Sign up now



SAN DIEGO--(Business Wire)--Gafcon Inc. has been selected to lead a visionary master planning and development process for the Zizhu Purple Bay residential community, a megaproject on a 800-acre waterfront site along the Huangpu River located 18 miles south of the Bund of Shanghai.

This press release features multimedia.
View the full release here:

<http://www.businesswire.com/news/home>

[/20180206006486/en/](#)



Zizhu Purple Bay Waterfront Retail and Entertainment District; credit Lockard Creative

The community will enhance a growing urban center with yacht homes, condos, a nature and education center with an approximately 125,000-square-foot aquarium and botanical garden, a rowing club, and a community services district with a health

clinic, senior housing, youth center and multiple schools. Construction is underway on portions of the Purple Bay site with the Gafcon-led Phase 2 master plan beginning in March of 2018 on the 800-acre InnoTown business, technology and university hub, with an active marina and a walkable downtown center.

When complete, Purple Bay will be a world-class waterfront community that incorporates a variety of residential and commercial developments with a focus on high-tech industry and educational institutions. The list of committed tenants includes University of Southern California, General Electric and Coca-Cola.

“This is a legacy project at a tremendous scale,” said Yehudi ‘Gaf’ 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.”

The Purple Bay project builds on the vision of the 70-acre Seaport San Diego, a reimagining of a popular, urban, waterfront development. The Seaport San Diego project is being led by Gaffen’s development company, Protea Waterfront Development, and includes members of the Purple Bay team, including AVR P Skyport, the project’s architect.

Acting as the Program Manager of Purple Bay, Gafcon led a team including AVR P Skyport, McCullough Landscape Architecture, Moffat & Nichol (marine engineering), and OdySea (aquarium operation) in developing the master design.

“Zizhu Purple Bay will be one of AVR P Skyport’s signature urban, waterfront properties,” Frank Wolden, Principal at AVR P Skyport, said. “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.”

About: Gafcon is a leader in construction project management with major projects throughout California and worldwide. Gafcon delivers complex projects that power vibrant communities. For more information, visit www.gafcon.com.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180206006486/en/>

For Gafcon

Tony Manolatos, 619-549-0137

tony@mnmadpr.com