

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

and living with three dead siblings
\$1.1890 / 1.1893

“ ”



2011 6 1

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021-31356109

0755-22162507

010-85678108

028-85552670

0531-82593617

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



—

2010

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

IT

CBD

目 录

Contents

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		
9	1.4.1		
10	1.4.2		
10	1.4.3		
13			
14	2.1		
15	2.2		
16	2.3		
16	2.3.1		
17	2.3.2		
17	2.3.3		

18	2.4		
19	2.4.1		
20	2.4.2		
20	2.4.3		
21	2.4.4		
23			
24	3.1		
26	3.1.1	---	
27	3.1.2	---	" "
29	3.1.3	---	CBD
29	3.1.4		
32	3.2		
33	3.2.1		
35	3.2.2		
39	3.3		
42	3.3.1	---	
44	3.3.2	---	
45	3.3.3	---	
48	3.4		
50	3.4.1		
51	3.4.2		

53	3.4.3	
55	3.4.4	
57	3.5	
60	3.6	
61	3.6.1	
62	3.6.2	
66	3.6.3 “ ”	
68	3.7	
68	3.7.1 “ ”	
72	3.7.2	
74	3.7.3 “ ”	
79		
80	4.1	——
80	4.1.1	
85	4.1.2	
98	4.1.3	
100	4.2	——
101	4.2.1	
110	4.2.2	
117	4.2.3	
119	4.3 ()	——
120	4.3.1	
130	4.3.2	
139	4.3.3	

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					

CHAPTER 1





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20021

“ ”

20032

200462005113

5.64.33.57.62

5052.6



1-1 2002

200710

“ ”

2005

4.32007727.6%

20053.520075.929.8%

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%

“ ”

“ ” “ ” “ ”



2%

4%

94%

“ ”

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CBD

CBD

CBD

CBD

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CBD

CBD



CBD

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/gjjrb/html/2> : f v !

“ ” 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

GDP

CBD

CBD

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CBD

CBD

CHAPTER 2





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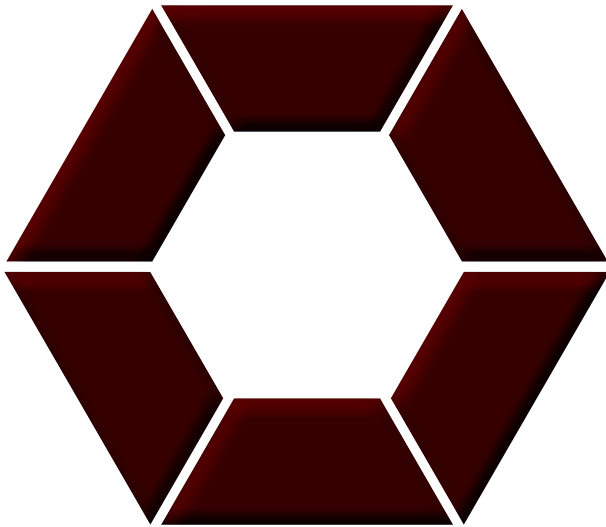
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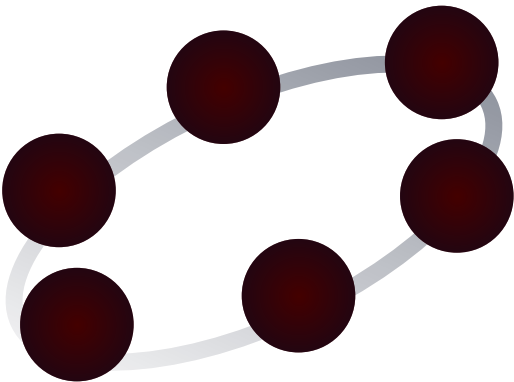
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2-1



2-1

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2-2

“ ” “ ”

CBD

20 70

RER

1 14 2

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67

CBD

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CHAPTER 3





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1624

The Bronx

Brooklyn

Manhattan

Queens

Staten

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1 800

4 300

57.91



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7% 150

1.54

1

“ 911 ”

19

1926 1931

77 305 1930

1930

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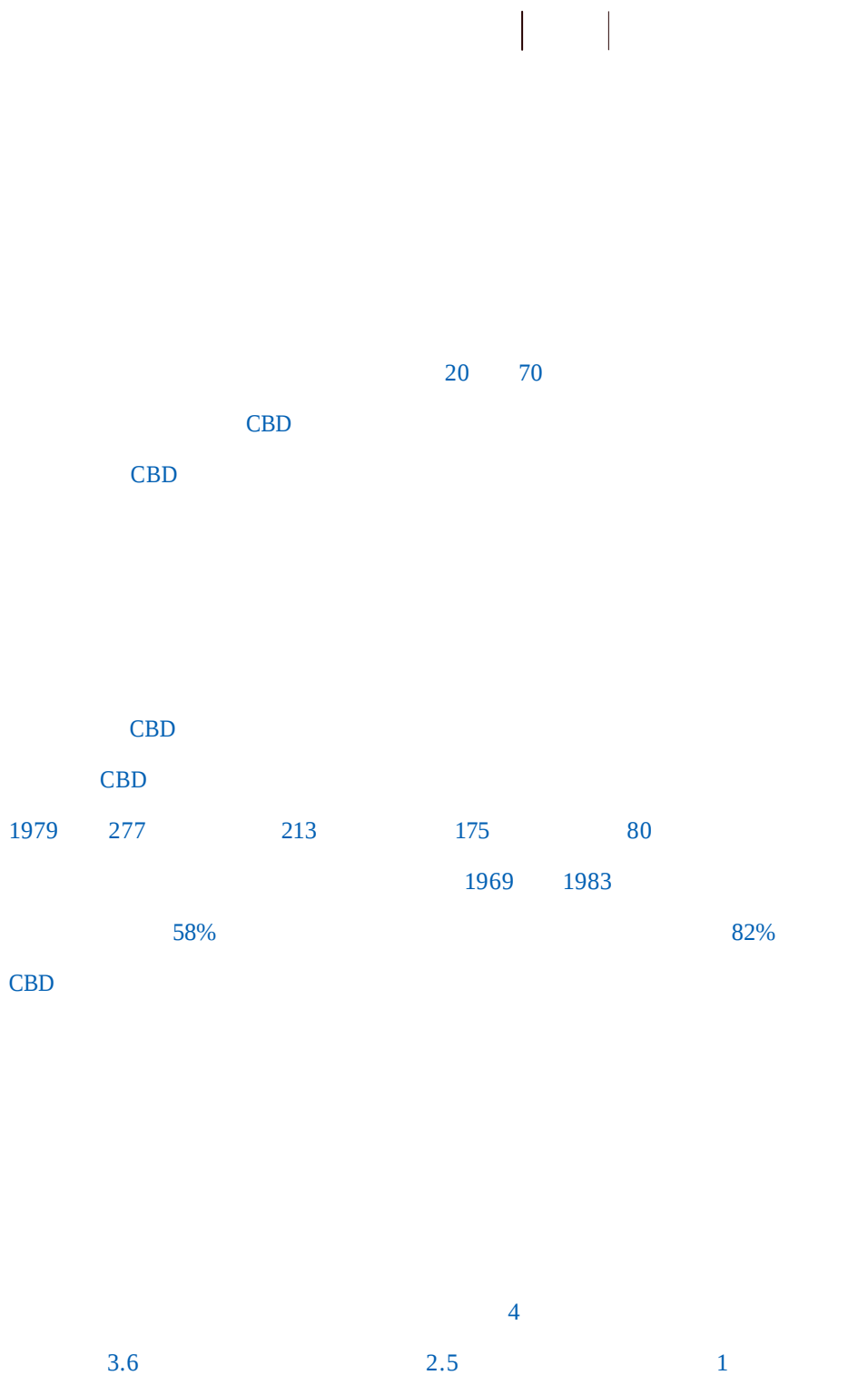
22 19



3-1 “ ”

20 80

(Times Square)



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3-1

20 105

230 2009

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1 149 2007



2 900

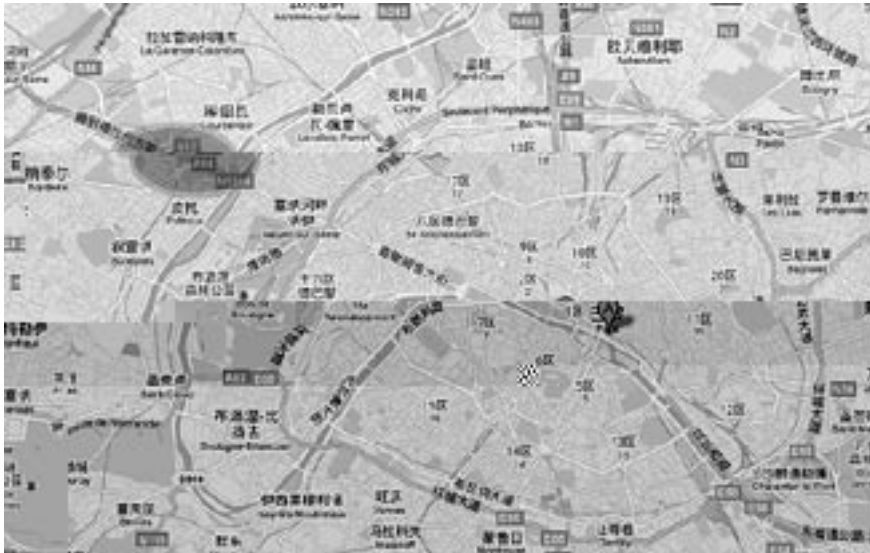
1 500

20 50



50

(Grands Boulevards)

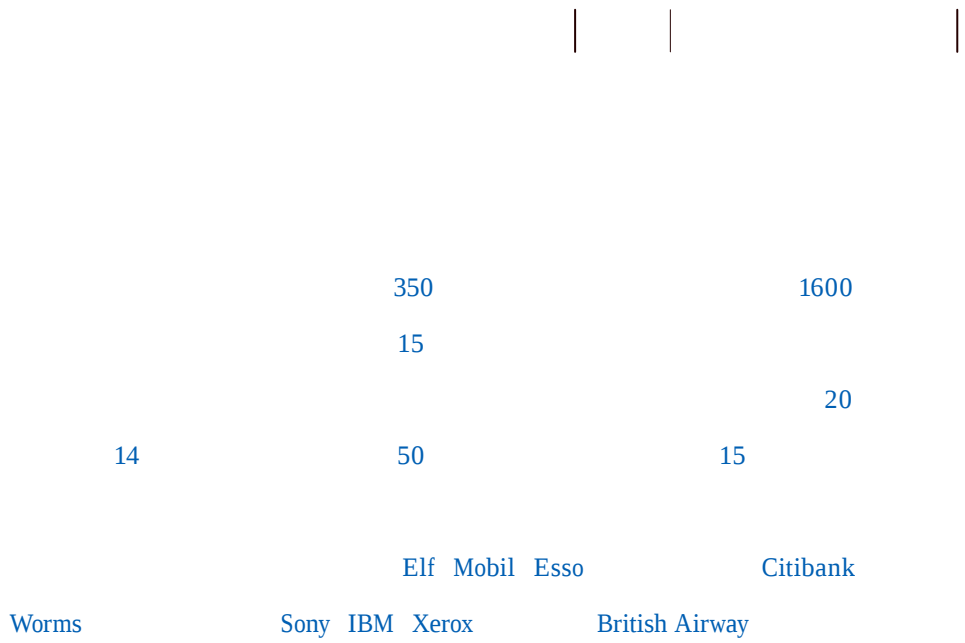


3-3

20 60

(La Defense)

250 40 160
2 000 30 350



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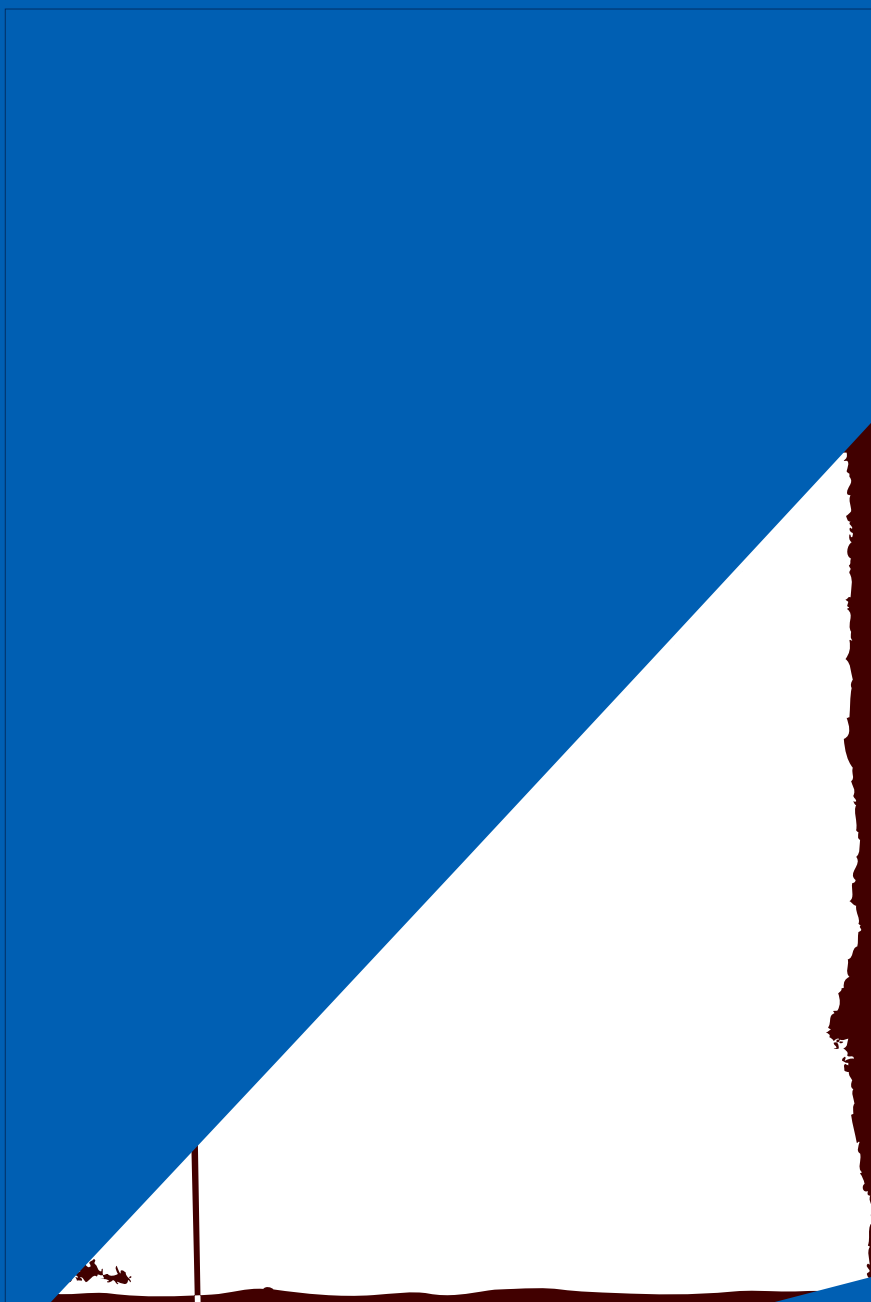
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1 100

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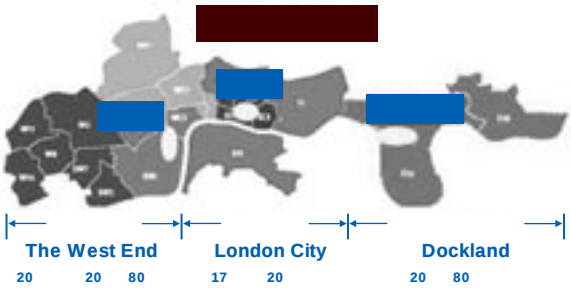
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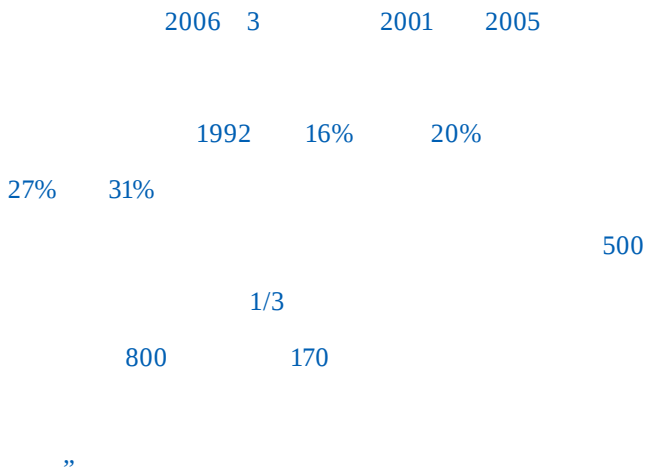
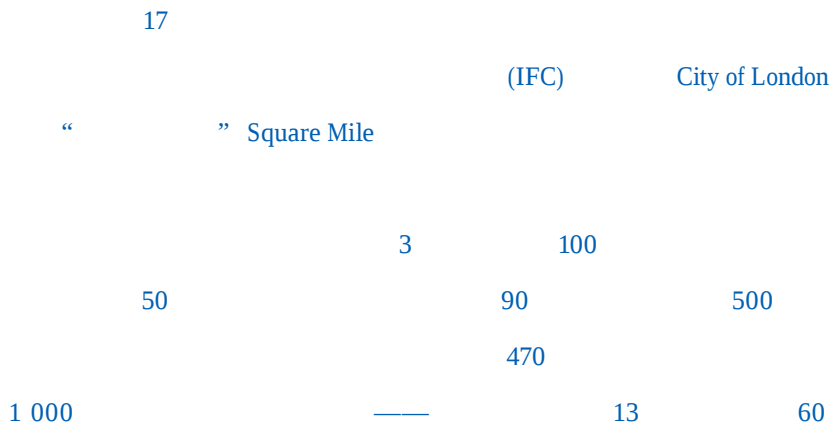
“ ”

20 80

1 400



3-5



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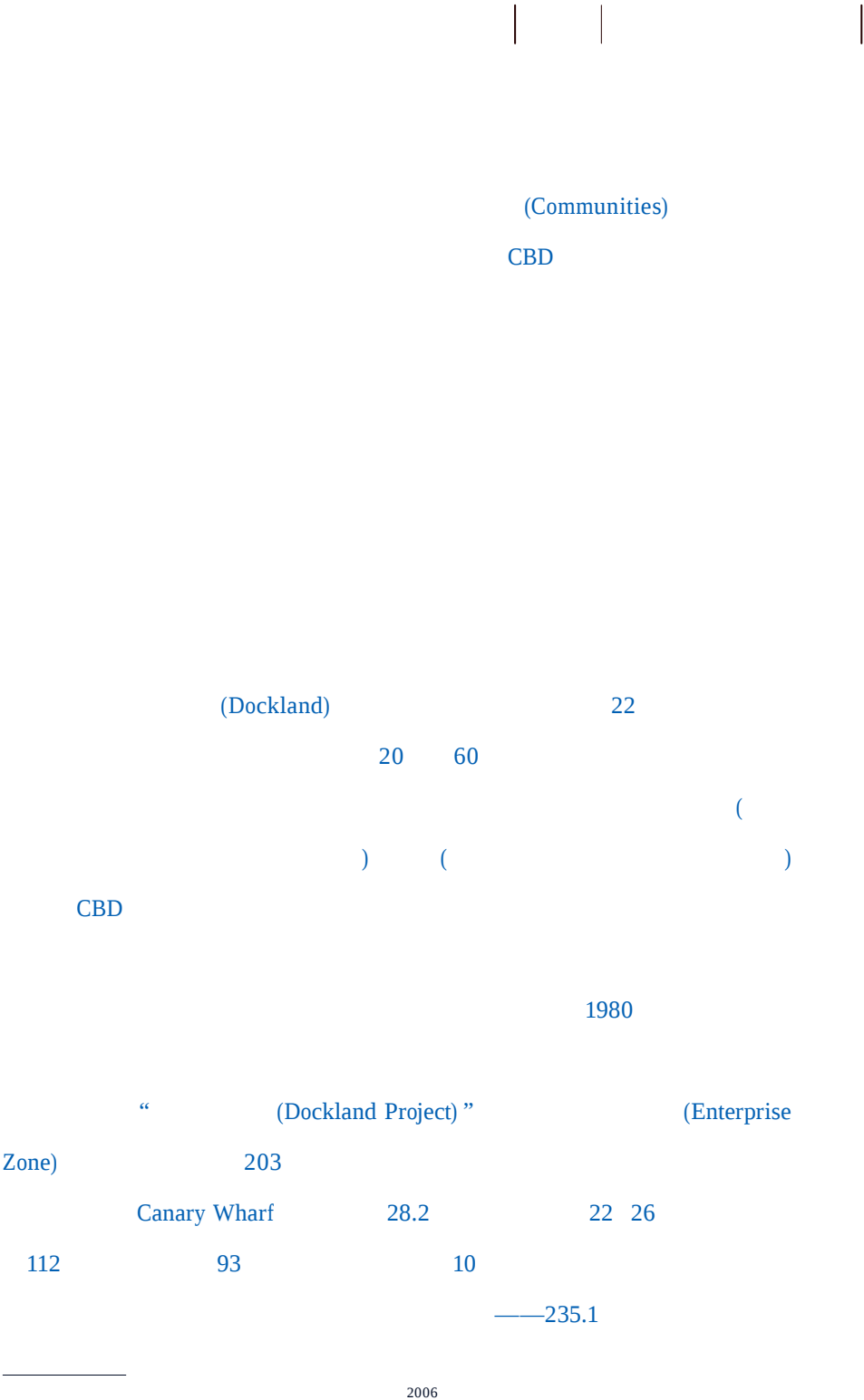
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20
() Westminster
IFC
1 65.5

“ (The Strategy of Containment by Zoning) ”
CBD



3-7 Westminister



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		23		26	5	8	
2009	10	1		1 299		2 188	
			2009	GDP	18 771		6
		10		3.7		23	



| | |

621 2005 845

58% 47% 84% 50

90%

8 4 000

2 900

20 20

80

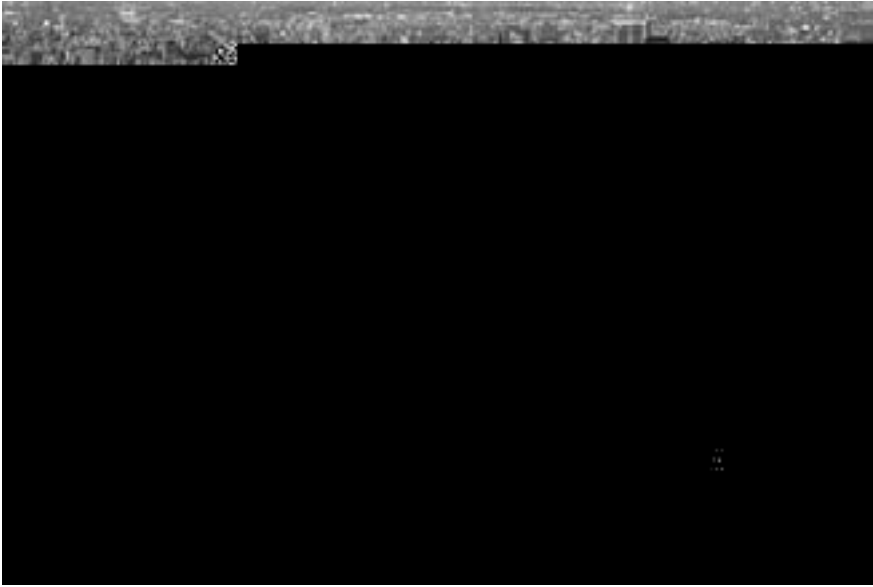
IFC

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7.14 2006 123

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	150	250	106	“ ”	

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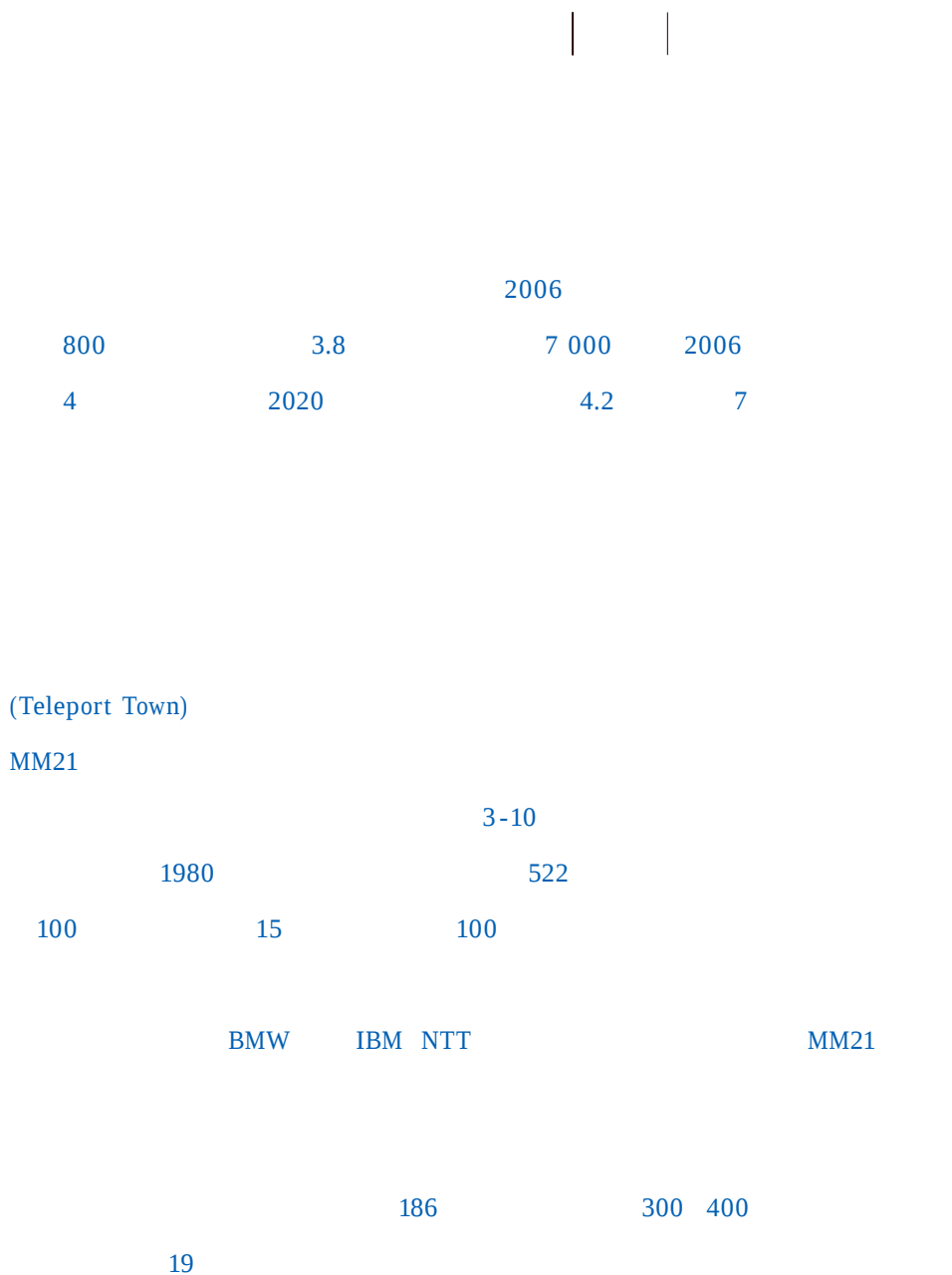
“ ”

1996 “

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1999

2002 “ ” “ ”



MM21

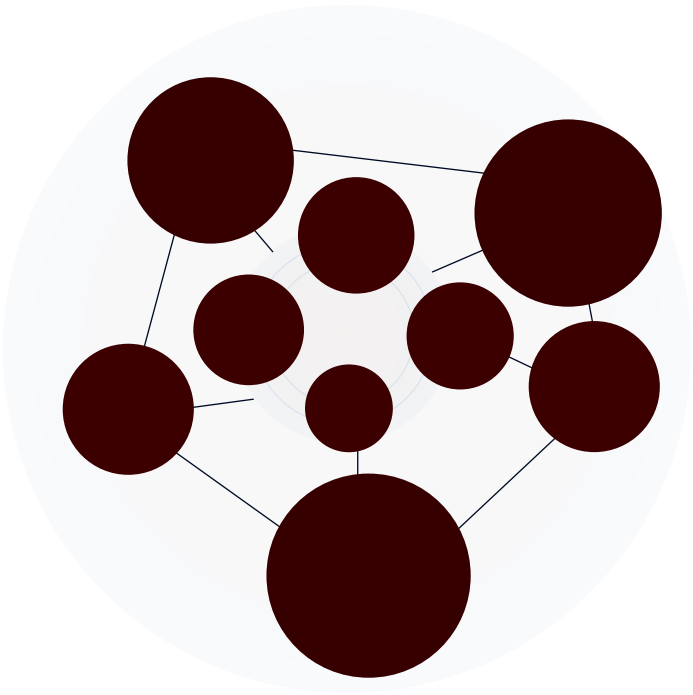
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1982 1987

380 1988 1992 696



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3-3

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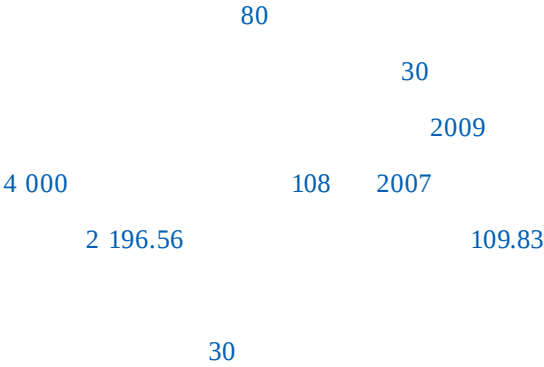
2 —

“ ”

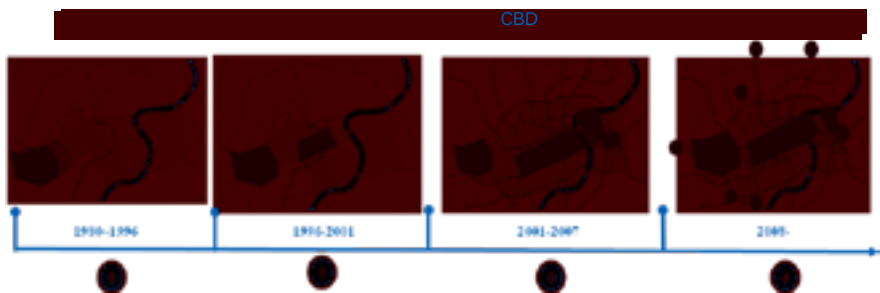
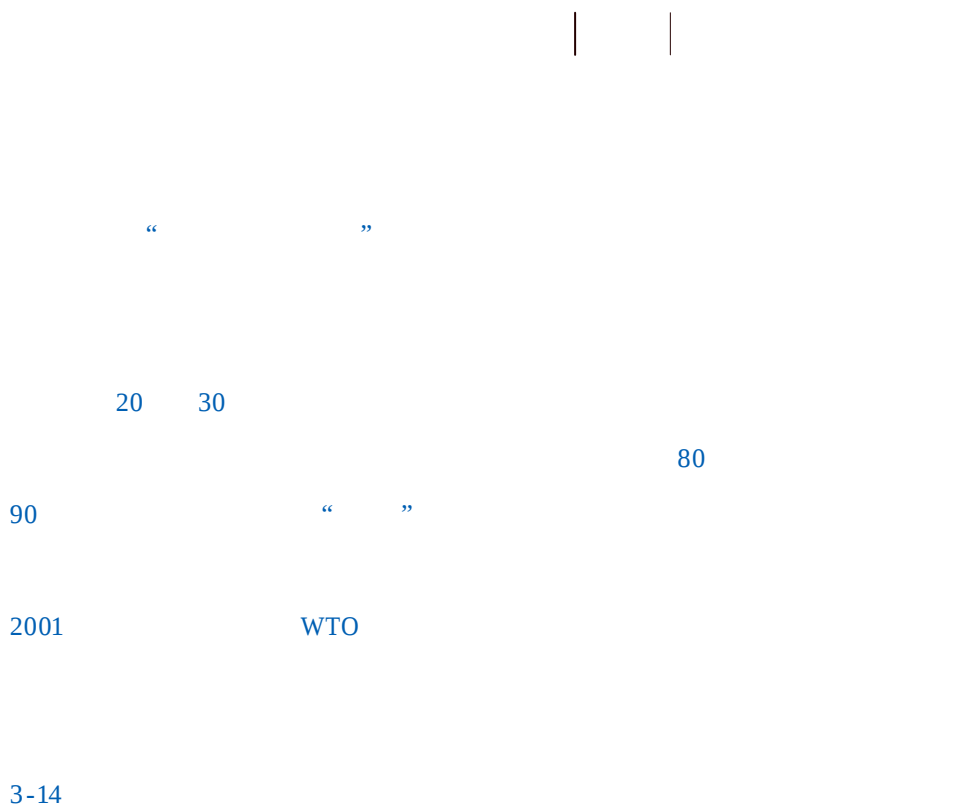
3-5

3-5 “ ”

CBD



19
“ ” “ ”



3-14

- 1980 1996 1980

1995

● 1996 2001 “ ” “ ”

“ ”

CBD CBD CBD

CBD CBD 5

—

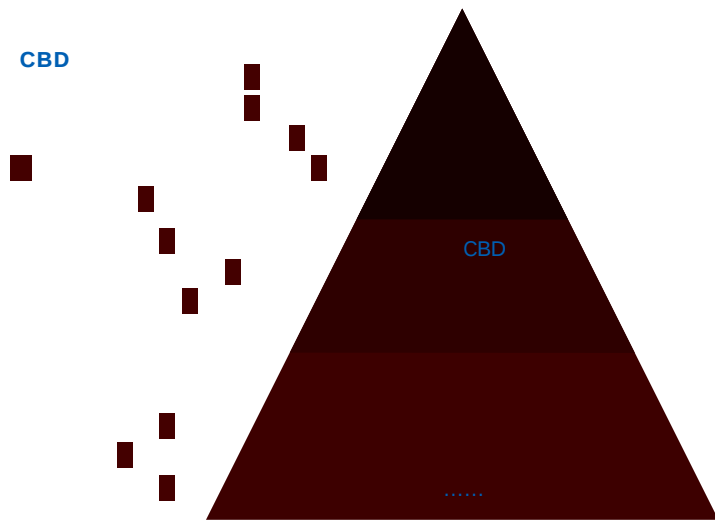
● 2001 2007

CBD

CBD 2000

“ ”_____

• 2008
 CBD CBD
 CBD





“ ”

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

	2007	184.37 72.23		30 57.2 52.4%
	2008	122		70% 11 500 80
		390 245		2004 2.1
		114.5 78.5		2006 8 5.6
		180		50% 1 900
		100 2010		
		100 2010		1
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2001

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3-7

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3-16

“ ”

“ ”

“ ”

3-8

2012

13

510

310

439

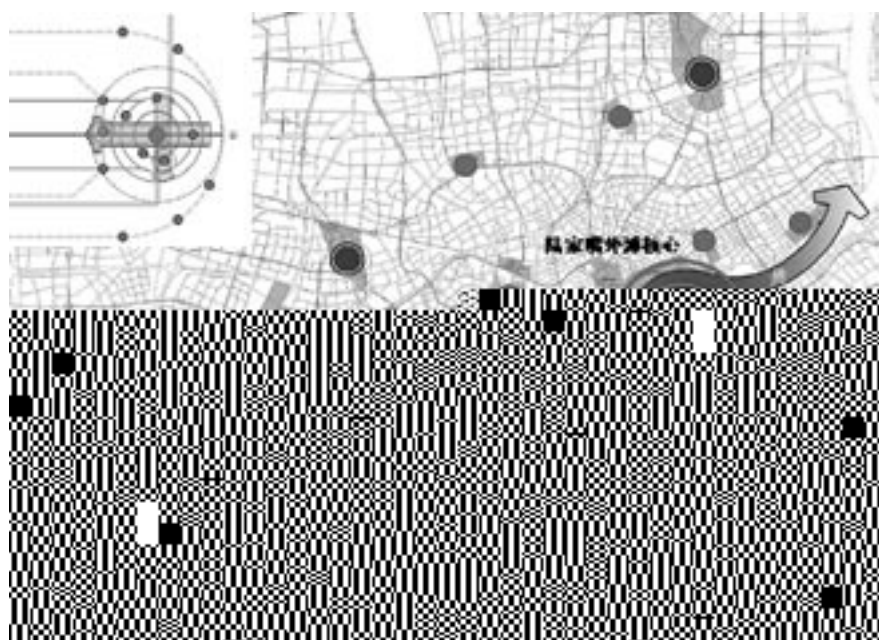
3-8

		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
2001 2010							

2

“ ”

3-17



CHAPTER 4

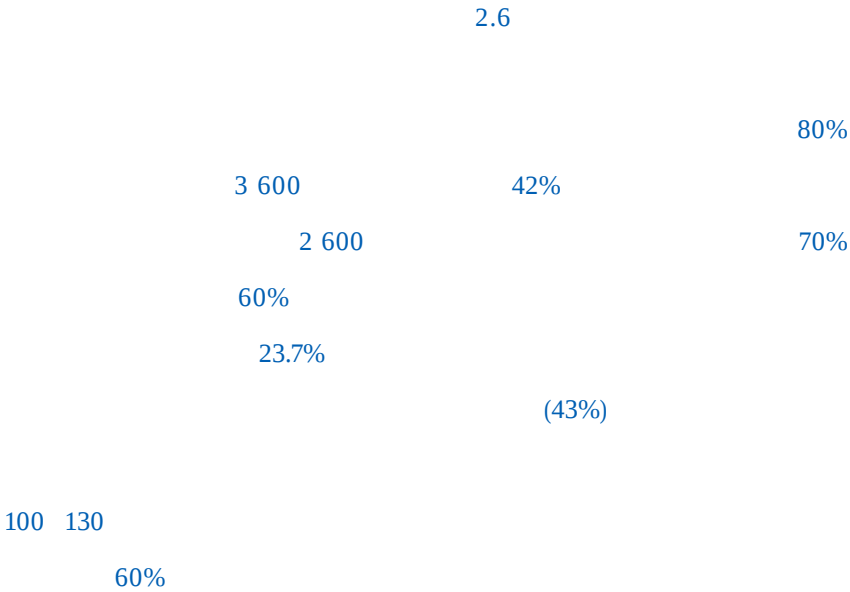


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4-1

2010

“ ”

720

42

183

1980

179

2004

“ ”

2006

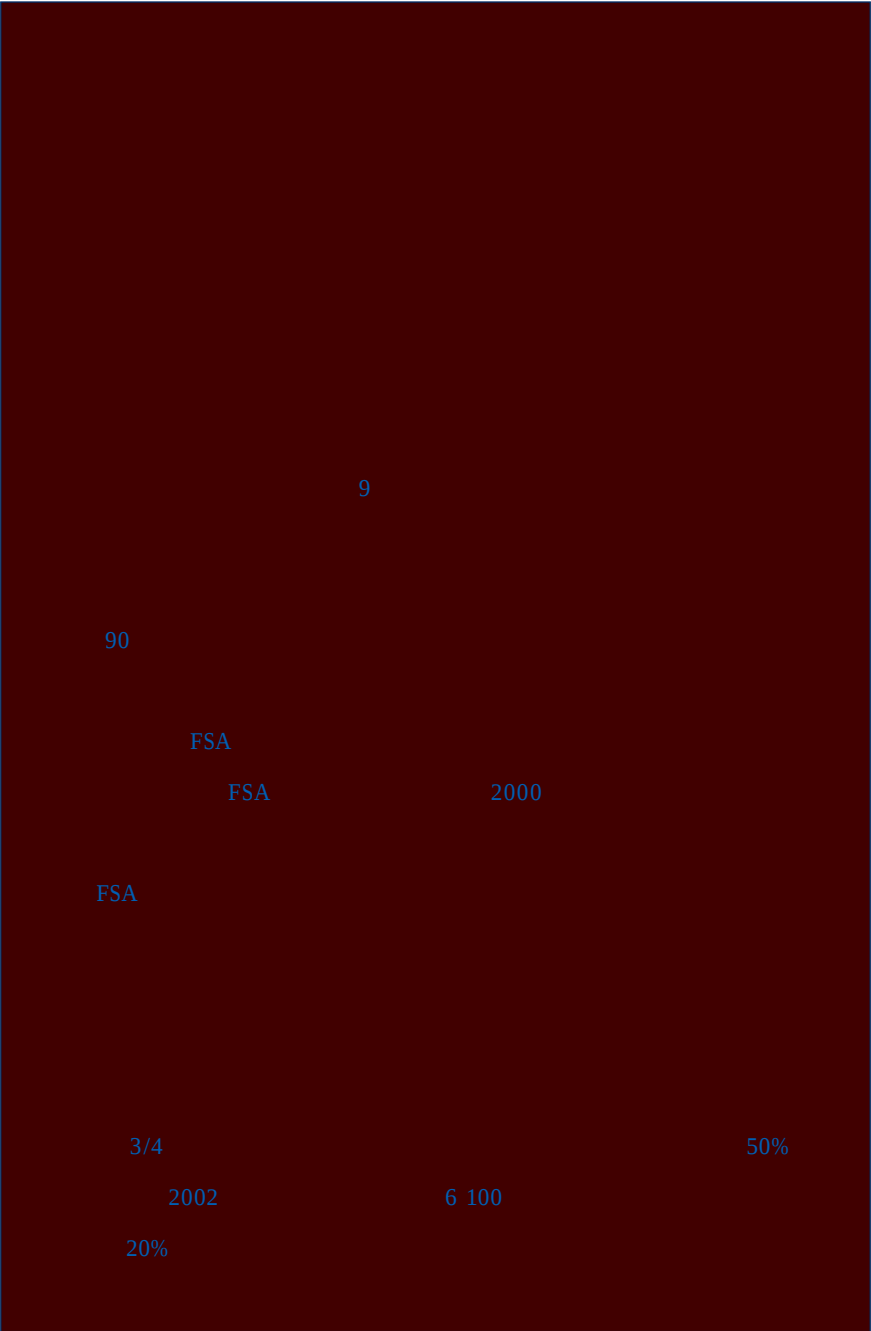
2006

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2006

42%

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CBD

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274

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4

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6

6 32

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1996

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1984

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18.8

2004

2007 11 19



4-2

4.6

38

135

106

14.85

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4

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“

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177

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30

40

55

18.8

26

2

2008

7

25

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300

17.6

15

“

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1913

“

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1998

1999 3

2001 3 5.7

“ ” 65
50 28 15

|

|

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300

.....

20 30

2007

50 60

1.3

—

177

80

2001

2002

2004

1

1 660

“ ” 2006

12 23

“ ”

2007

30 40

3

50%



4-3

Figure 1: Experimental Design. The diagram illustrates the sequence of events in the experiment. It starts with a fixation cross '0' (1000 ms), followed by a fixation cross '4' (1000 ms), a fixation cross '10' (1000 ms), and a fixation cross '28' (1000 ms). This is followed by a fixation cross '6' (1000 ms), a fixation cross '1660' (1000 ms), a fixation cross '6' (1000 ms), a fixation cross '1660' (1000 ms), a fixation cross '6' (1000 ms), a fixation cross '936' (1000 ms), a fixation cross '6864' (1000 ms), a fixation cross '1395' (1000 ms), a fixation cross '160' (1000 ms), a fixation cross '7110' (1000 ms), and finally a fixation cross '24' (1000 ms). The diagram is divided into two main sections: 'Pre-Test' and 'Test'. The 'Pre-Test' section includes the first four fixation crosses (0, 4, 10, 28). The 'Test' section includes the remaining fixation crosses (6, 1660, 6, 1660, 6, 936, 6864, 1395, 160, 7110, 24). The diagram also shows the sequence of stimuli: 'Pre-Test' (0, 4, 10, 28) and 'Test' (6, 1660, 6, 1660, 6, 936, 6864, 1395, 160, 7110, 24). The diagram is labeled 'Figure 1' and 'Experimental Design'.



4-4

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2002 10

7.7

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“ ”

2005

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1666

4

87

44

13 000

20

60

CBD



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

50

(Minister of

Reconstruction) Eugene Claudius Petit

1958

()

Camelot De Mailly Zehrfuss

Camelot

Residence Lorraine

Gilbert

Residence Boieldieu

1969

1964

EPAD

150

200

70

GAN

(FIAT

Framatome)

Assur

47

Defense-2000

Emile

Aillaud

18

Tours-Nuages(

Cloud Towers)

100

1973

“

”

GDP

4.7%

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

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

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“ ” 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

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1995 EPAD

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” EPAD

Septemtrion

Europlaza

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2.6

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1986

1990 4 18

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1997

1991

1992 11

5

3

1993 8

174

435

2.5

1993

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1996

88

19

1997

1997

10

2005

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30

6

| | |

95 22.79 87

34 14

2 387 1 835 579 821

2003

.....

10 2010

30 253.18

4-1

	360.1	253.28	70.34%	106.82
	84.1	69.6	82.76%	14.5
	42	35.9	85.48%	6.1
	486.2	358.78	73.79%	151.4

2009 2009

4-1 74%

2012

1993 435 486

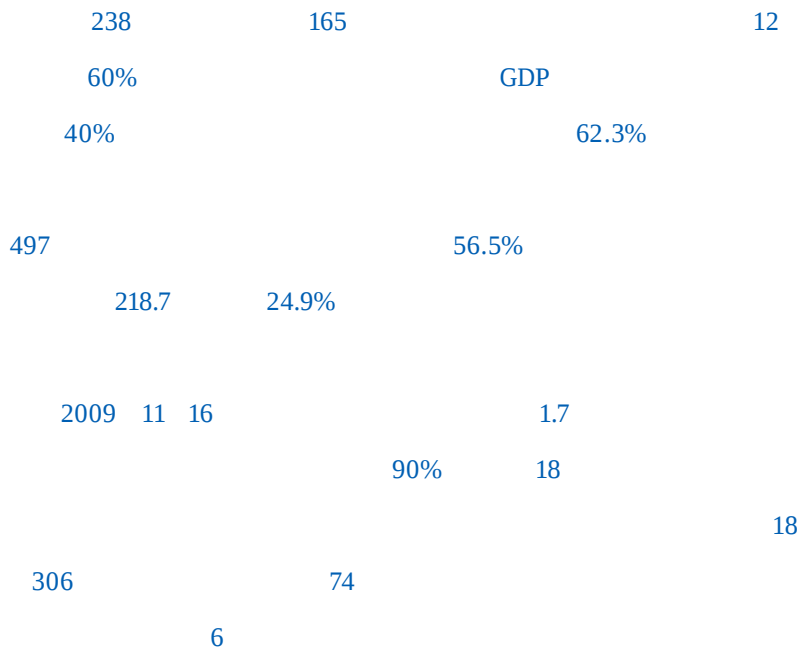
20 2010
30 360 74%

600
2009 39.29
73.76 137.24

2009 603 80%
266
40 9 405.61
7 082.15 603 194



4-8



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2.

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2008 4

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1961 10

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7 000



4-9

1961

1968

14.5

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150

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1968 6

JTC

70

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80

1990

2 000

13

70

72

220

80

1986

10

“ ”

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4 - 10

IMM

Building (Jurong Entertainment Centre, 1993–2008)

1990	IMM	5	3.5
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250

Giant Hypermarket, Best Denki, Popular, Kopitiam, Burger

King, McDonald's, Mos Burger and Daiso (Jurong Entertainment

Centre) 1993 2008 10 1.4

2009	4	2012	4
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Jcube 20.4

1.9 IMM

	12		JTC
Corporation			Jurong Summit
2000	32	4	



IBP

1992 37 18

IBP

20 200

IBP

Sony Dell M1



4-12

0

21 “ ”

2000 JTC One North
JTC One North
JTC JTC

60 99

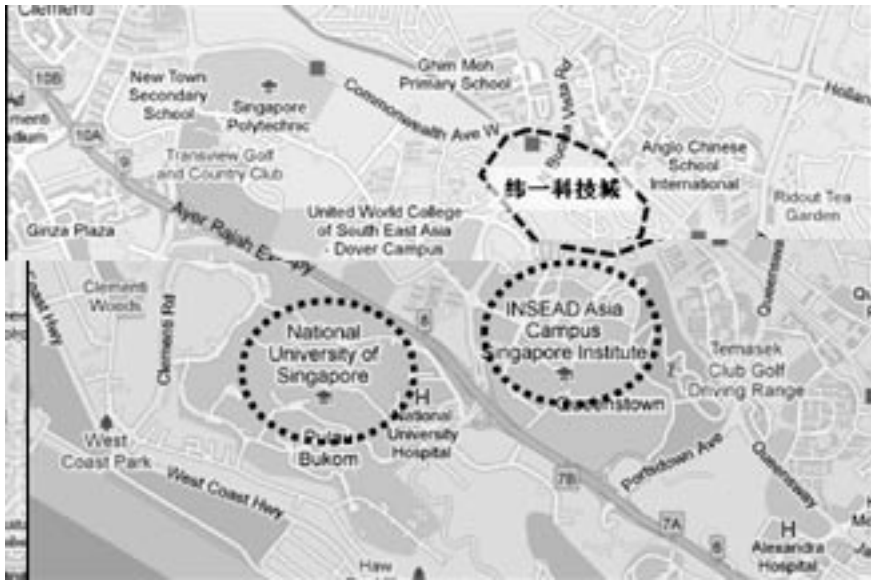
2001 15 20
110 Buona Vista
200

National University of Singapore (NUS)
INSEAD Asia Campus

“ ”

300

200 100



4-13

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60

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2009-2015

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2002

2002

200

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12

60

30

4-2

	1.4
	13.2
	3.8
	1.5
	0.3
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	3
	3.5
	30
	60.7

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“ ”

100 260

200

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15

81.01

4-3

4-4

4-3

			9 560	5.68
			11 400	3.67
			—	—
			—	8.5
			6 381.4	7.78
			10 000	6.6
			21 200	7.73
			19 569.9	7.39
			10 153	6.22
			8 632	8.3
	TCL		15 147.2	8.34
			11 992.3	6.09
			—	—
			—	2.2
			—	2.5

4-4

	2 214	317	205	110	94	51
	67.83	9.71	6.28	3.37	2.88	1.56
	35	29	28	26	11	17
	1.07	0.89	0.86	0.8	0.34	0.52
	49	25	14	13	7	19
	1.5	0.77	0.43	0.4	0.21	0.58



4-15

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CHAPTER 5





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70%

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2008

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86%

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5 000

10

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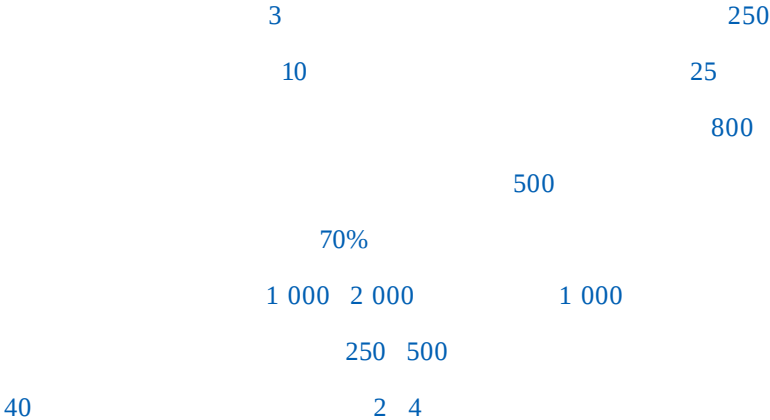
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2008

2007

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5-1

2 000		1 100 1 800	
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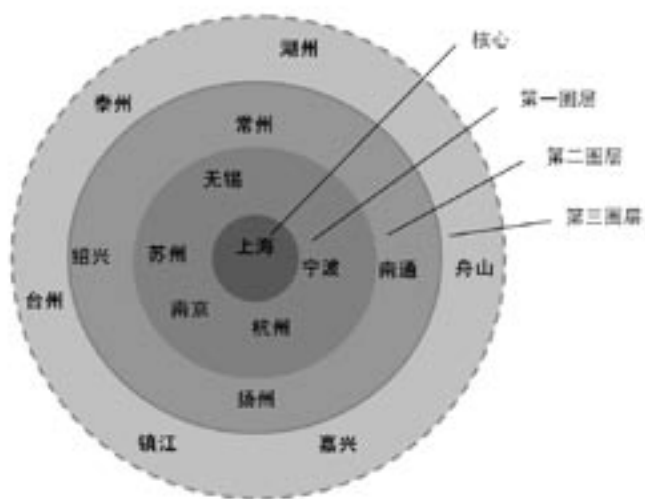
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