

Urban Regeneration



Midtown Residential Neighborhood Project - Taipei Municipal Zhongshan Girls High School South Area

Introduction



2009.11.25

Outline

- ❑ **The Site**
- ❑ **Market Potential**
- ❑ **Development Position & Concept**
- ❑ **Investment Structure & Procedure**
- ❑ **Schedule**

The background of the slide is a stylized world map in shades of blue and teal. A bright, multi-pointed starburst or lens flare effect is centered over the United States. A semi-transparent, light blue rectangular box is overlaid on the map, containing the text 'The Site'.

The Site

Introduction

■ Urban Regeneration Plan

- One of pilot projects implemented by CPAMI, Ministry of the Interior, that submitted to Executive Yuan.

■ To Promote Urban Regeneration

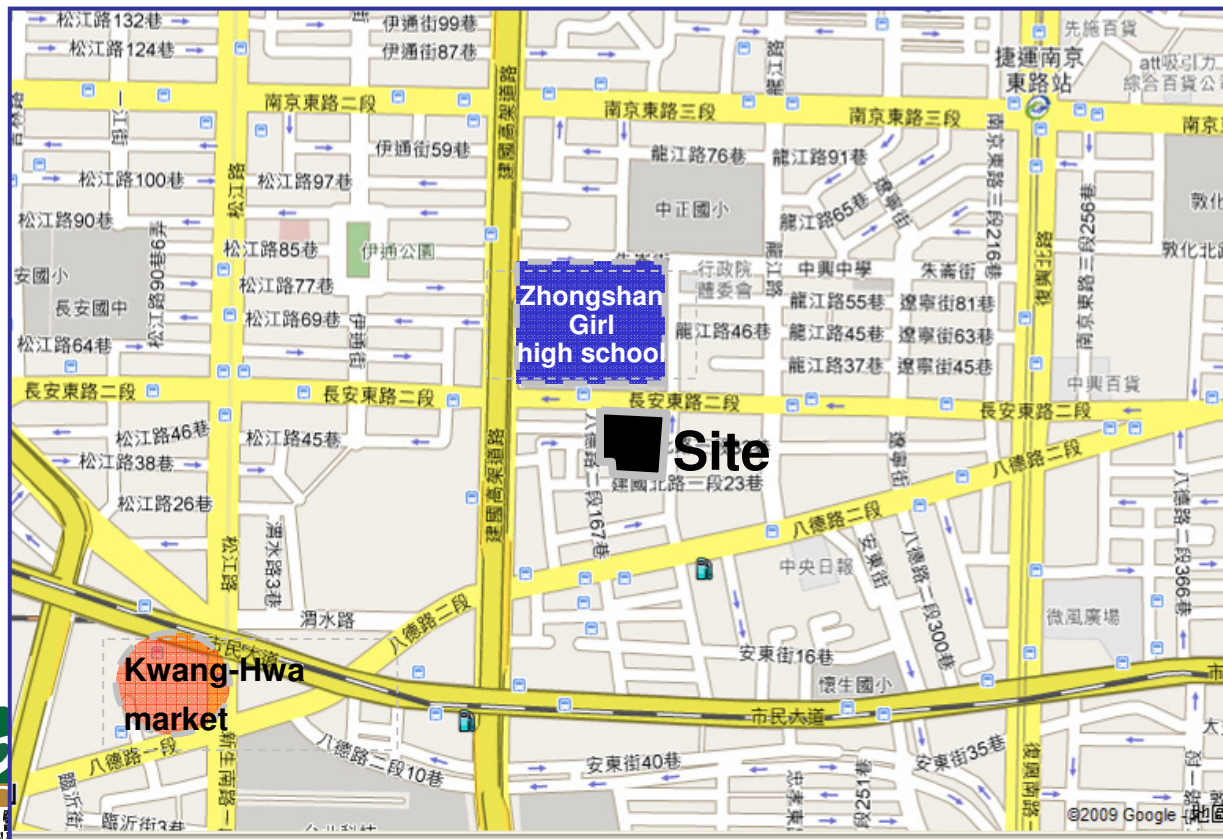
- Through conducting pilot projects, the revenue will feed back to “Central Government Urban Regeneration Foundation” and CPAMI will have more financial resources to provide sustainable assistance to all levels of government in promoting urban regeneration.

■ Goals

- Combine urban plan, eco & green & intelligent building design, etc. To create new residential environment.

Location

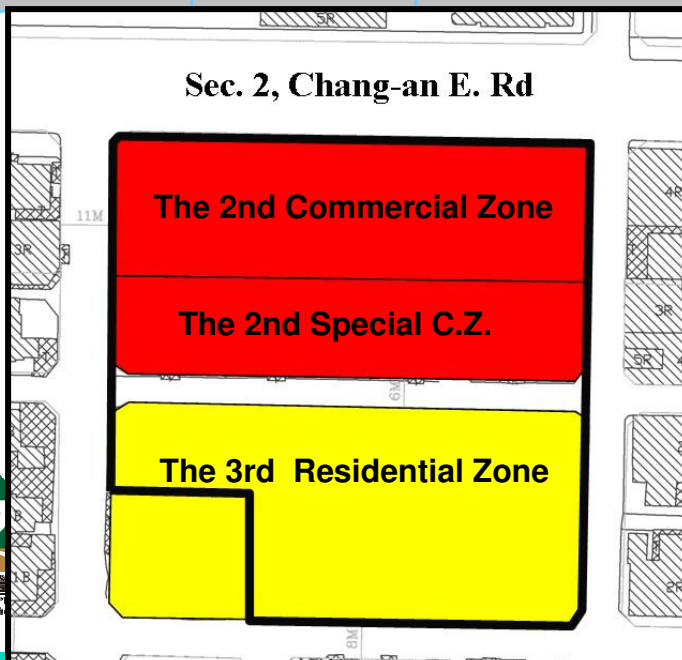
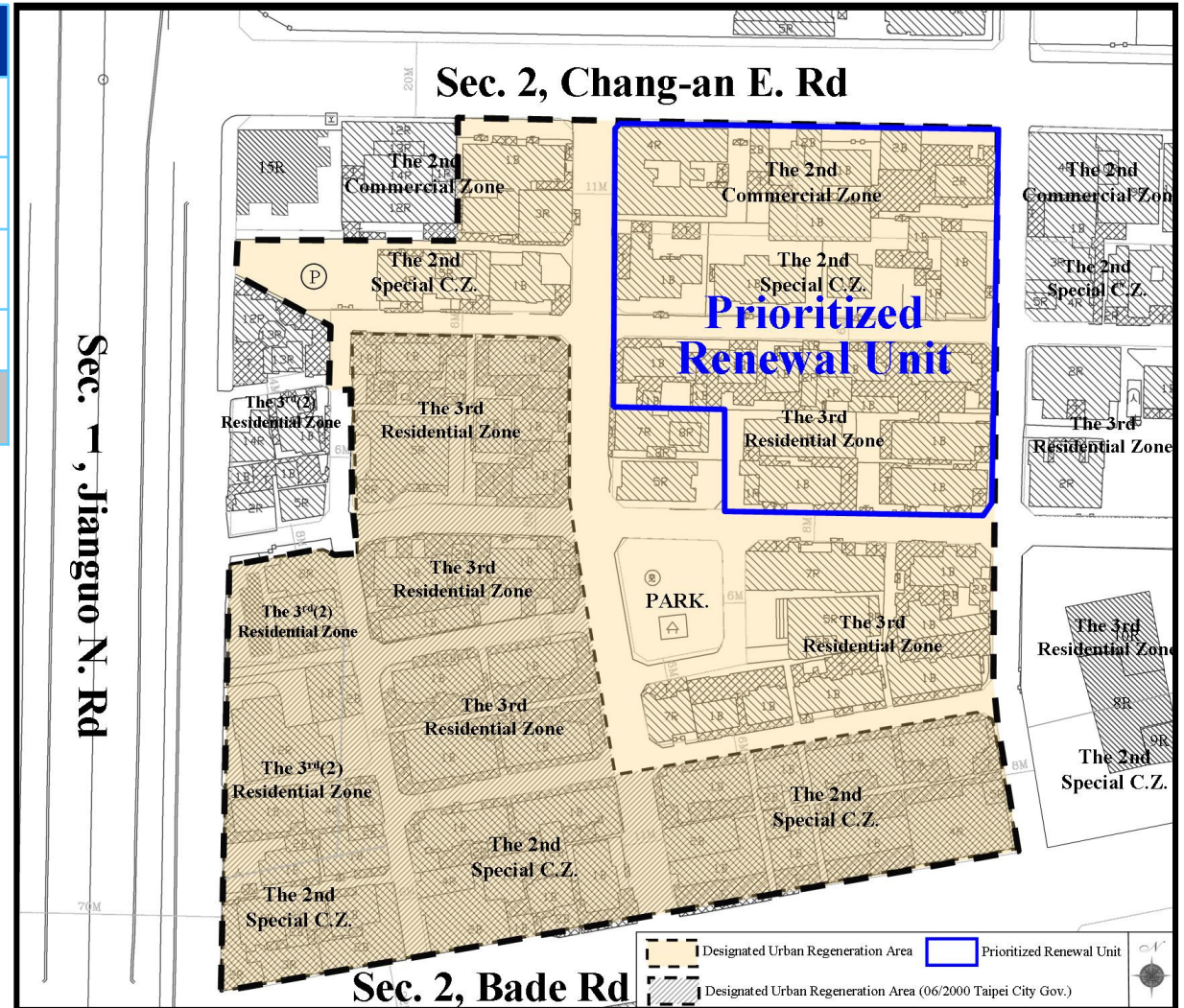
- ❑ Located at intersection of Sec. 2, Chang-an E. Rd, and Sec. 1, Jianguo N. Rd.
- ❑ Taipei municipal Zhongshan girls high school south area



Status Quo of Urban Plan

Renewal Unit

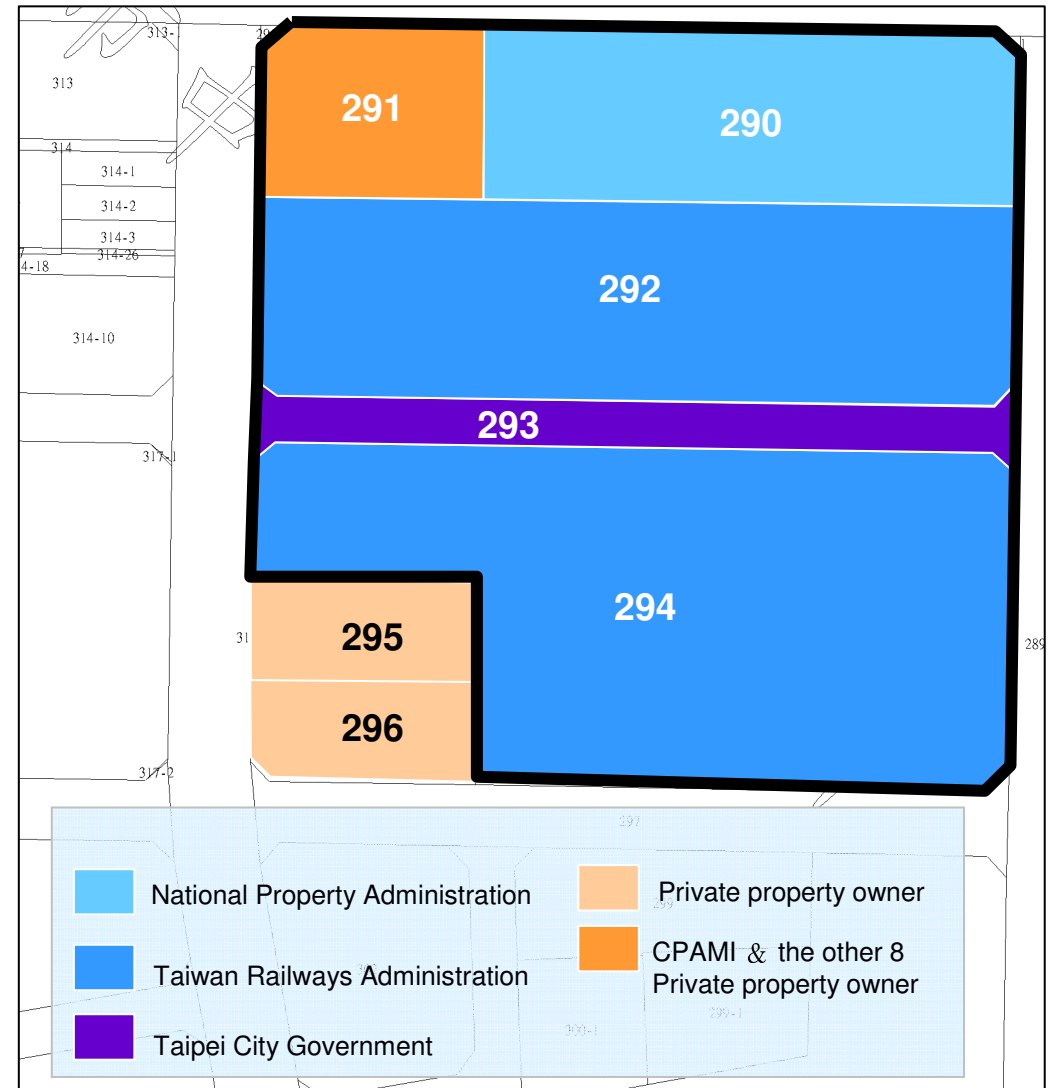
Zoning	Area(m ²)	FAR(%)
The 2nd Commercial Zone	2,896	630%
The 2nd Special C.Z.	2,077	225%
The 3rd Residential Zone	3,652	225%
Road Area	631	-
Sum	9,256	-



Renewal Unit - Land Owners

- Total tender area of 9,256 m², with 95.07% public-owned and the other 4.93% private-owned land property.

Property Owner	Area (m ²)	Percentage
National Property Administration	1,650.00	17.83%
CPAMI	230.90	2.49%
Taiwan Railways Administration	6,288.00	67.93%
Taipei City Government	631.00	6.82%
Public-owned SUM	8,799.90	95.07%
Private property owner	456.10	4.93%
SUM	9,256.00	100%



The background features a stylized world map in various shades of blue. A bright, multi-pointed light flare is positioned in the center-right area, casting a horizontal glow across the map. The map shows the outlines of continents and a grid of latitude and longitude lines.

Market Potential

Housing Market

- ❑ One of the major residential zone in Taipei city
- ❑ High quality housing
- ❑ One Household more than 60 ping
- ❑ Housing Selling price: 550,000~650,000 NT/ping

NO.	CASE	PRICE(NT/ping)	Household Number	One Household (ping)
1	至真	800,000	20	100
2	都會小君悅	550,000	16	8-12
3	戀戀長安	700,000	18	60
4	華固雙橡園	700,000	127	45-110
5	御藏	620,000	11	65
6	TOWN HOUSE	570,000	20	9-17
7	鄉林京華	650,000	34	40-80
8	達永APPLE	530,000	28	11-15
9	長安樂府	550,000	11	39-53

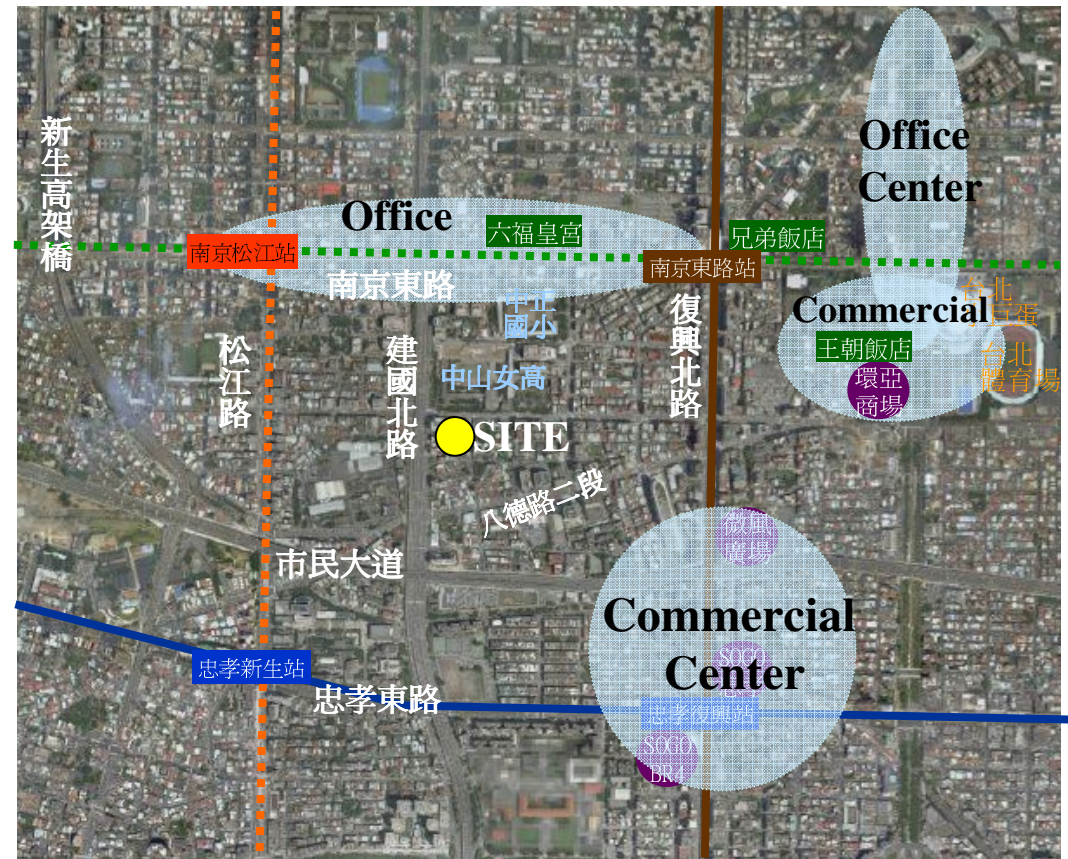
Development Potential & Limit

Site location analysis

- Located at midtown
- Along Jianguo N. Rd and Bade Rd
- 20 minutes walking distance from the site to MRT station.
- 10~15 minutes walking distance from the site to major commercial center.
- Good life function, and school district environment

Market development

potential : Housing building



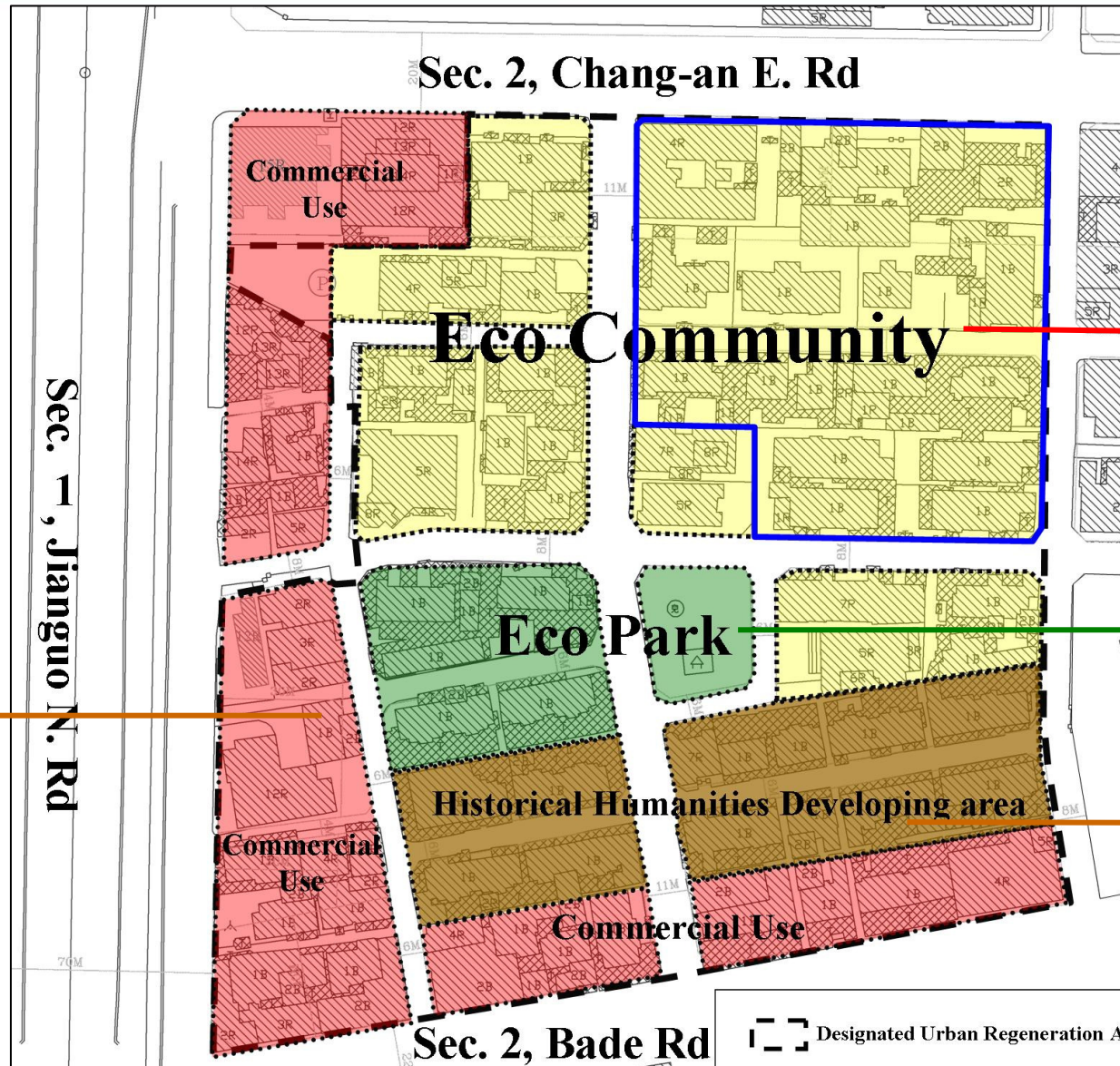
- MRT Songshan Line
- MRT Xinzhuang Line



Development Position & Concept

Renewal Area - Concept

Along Bade Rd and Jianguo N. Rd to plan belt-shaped business area, and extend commercial activity.



- To create
- Green building
 - Intelligent building
 - Eco design

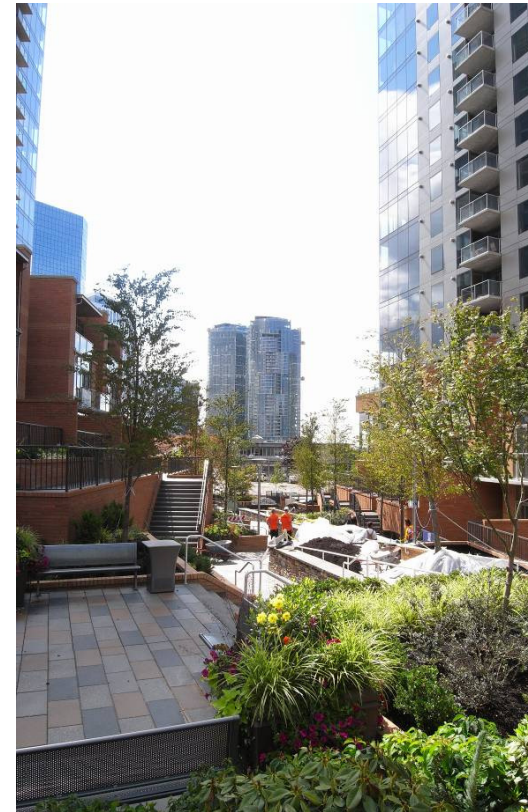
To union ecology and the resources use again, create an eco park.

- To preserve the historical building
- To add cultural activities

Development Position

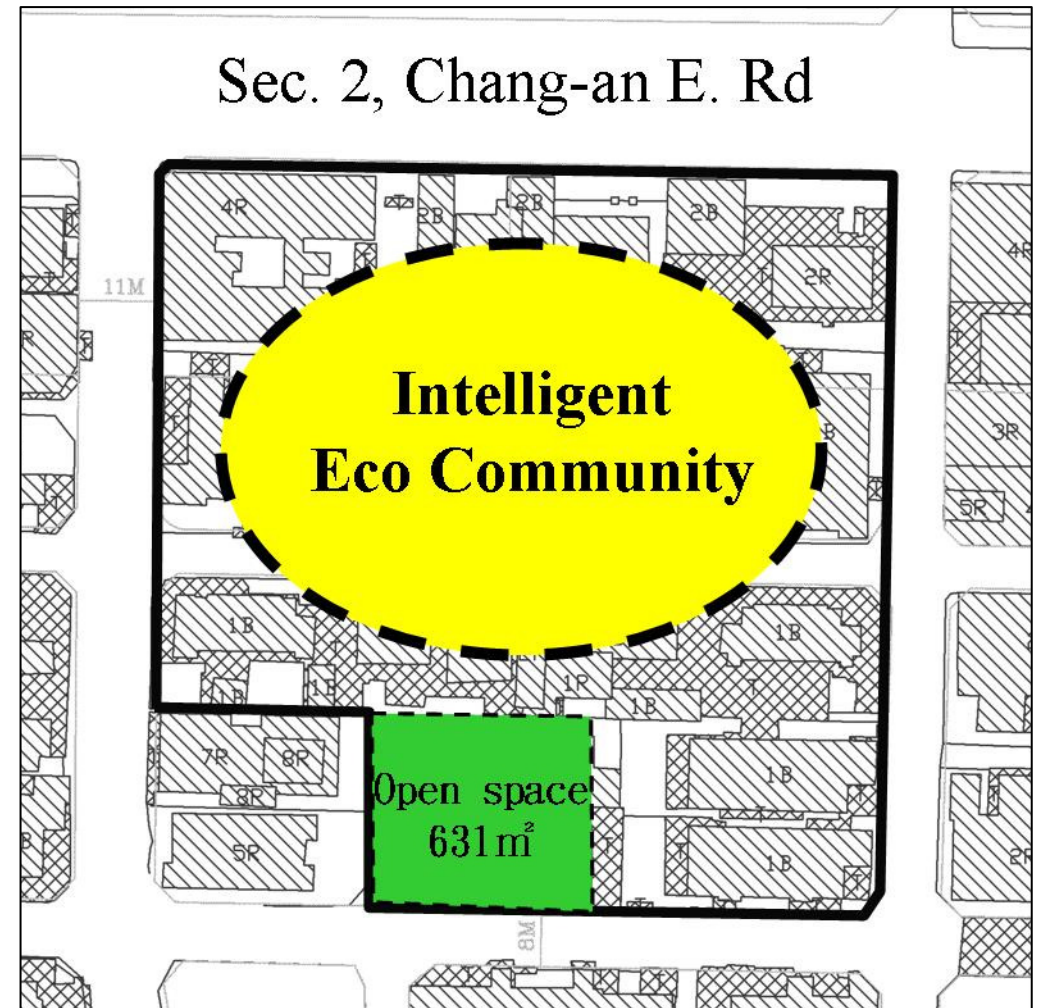
■ An Intelligent Eco Community

- Utilize the neighborhood advantages and create a premium residential community.
- An eco-community with less carbon production and energy consumption.



Concept

- To build a new eco community with less carbon production and energy consumption.
- Carry out the policy of construction.
- Intelligent building and golden standard certification of Green Building.
- The road area (public facility) could be relocated and rezoned as the same area of new open space, which connect with south-side eco park area.
- The relocated new open space should keep the same size. The shape and location could be planned by developer.



The background of the slide is a stylized, blue-toned map of the world. A bright sunburst effect is centered over the Indian subcontinent, with rays extending horizontally across the map. The map is rendered in a light blue color, contrasting with the darker blue background.

Investment & Procedure

Main Investment Content

- To design and construct “an intelligent eco community”
 - Project implementer can apply the FAR incentive and also enjoy exemption taxes from land, housing, and real estate..
 - Golden certification standard of Green Building.
 - Intelligent buildings.
- Project implementer can decide to Increase renewal unit scope and coordinate neighboring private land.
- The expenditure of implementation amount to NT\$6.6 billion, and created a real estate value of NT\$15.5 billion.



Governments' Duty & Promises

● Main institution ○ Assistance institution

Item		CPAMI	Taipei City Government	Public property owner
Duty	1. National Property Ownership Transfer	○		●
	2. Announcement by a Public Notice of the Designation of Urban Regeneration Area	●	○	
	3. Public Hearing (Private Property Owners)	●		
Assistance	1. Speeds up the Urban Regeneration Consideration time	○	●	
	2. Speeds up the Urban Plan Consideration time	○	●	
	3. Demolition of Existing Constructs	○	○	●
	4. others	○	○	●

Implementer's Rights & Duty

Project implementer's Rights

- Distribute the renewal buildings and the land partition owned according to the proportion of the funds provided.
- To possess the renewal value of national property.

Project implementer's Duty

- Design and construct the building.
- Pay the cost of the implementation of urban renewal, and handle all the application process.
- Pay for royalty to the authority in installments.

stage	proportion of royalty
The 1st stage : To complete contract signing	10%
The 2nd stage : Renewal project plan and rights conversion plan publicly announced for Implementation	10%
The 3rd stage : Get the construction license	10%
The 4th stage : Before Construction starting	70%

Investment Mode

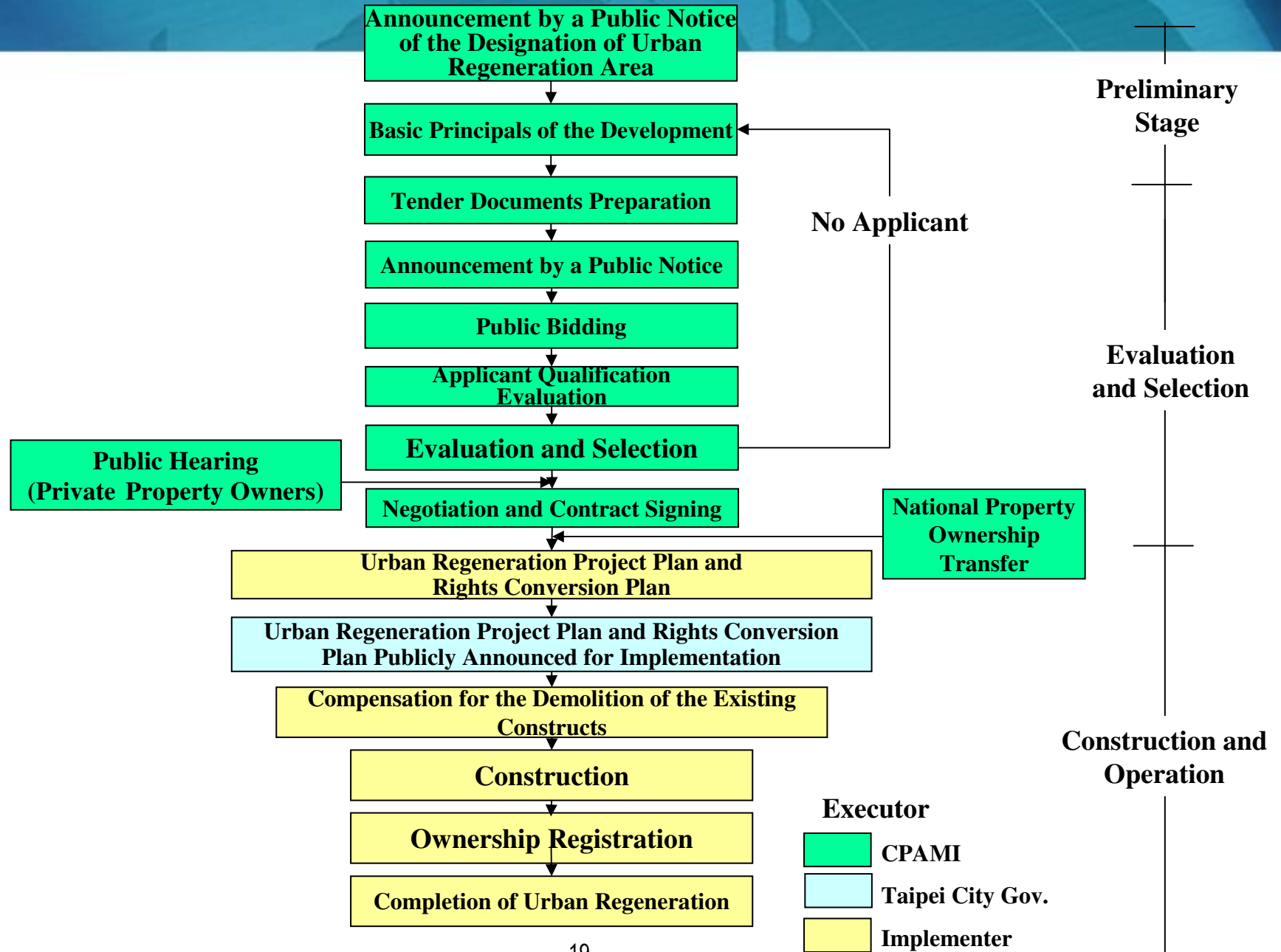
- ❑ Mode: A1. Rights Conversion

The CPAMI will evaluate and select the project implementer.

- ❑ 1st Stage: evaluate the applicant(s)' qualification

- ❑ 2nd Stage: review the applicant(s)' project plan proposal(s) and select the best applicant.

Investment Procedure





Schedule

Timetable

- Scheduled announcement date: 03/2010
- Selection of the Best Applicant : 07/2010
- Urban Renewal Project Plan and Rights Conversion Plan Application: 02/2011
- Urban Renewal Project Plan and Rights Conversion Plan Publicly Announced for Implementation: 10/2011
- Construction Start : 05/2012
- Construction End : 12/2014
- Ownership Registration : 10/2015
- Completion of Urban Regeneration : 12/2015



Thanks

Welcome to invest !