

# CITIES, HEALTH AND WELL-BEING

**NOVEMBER 2011**

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*Housing China's Urban Dwellers: Shaping Cities in the 21st Century*



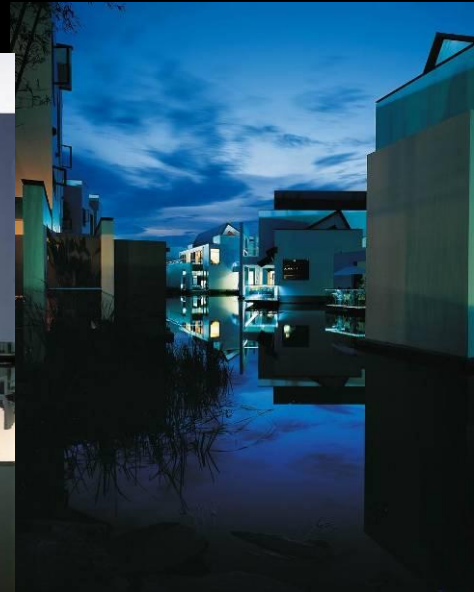
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# HOUSING SHAPES CITIES

Wang Shi

Hong Kong 17 November 2011



I believe the simpler a company could introduce itself, the more mature and excellent the company is.

For example, it only takes 3 seconds to describe itself by, *"the biggest soft drink company in the world"*.

Back twenty years ago, it took me half an hour indeed to introduce Vanke.

Today, 10 seconds is more than enough, we are *the biggest home builder in the world, blue chip, and one of the Most Admired Companies in China.....*

Actually it takes me only 6 seconds to say this in Chinese.



Vanke Center,  
A Leed Platinum building,  
Designed by Steven Holl



**We preserve cultural heritage and community memories.**



No. 1 of the East Canal  
Dongguan





**We capture and refine tradition.**

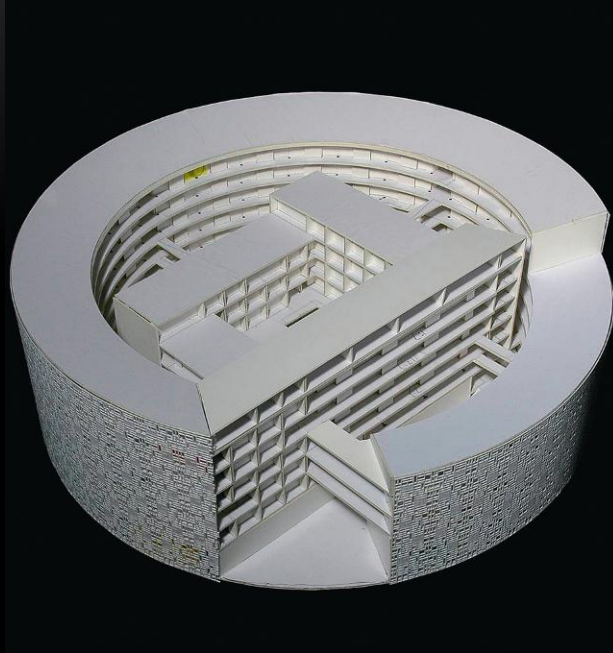


The Fifth Garden  
Shenzhen





# We build homes for low-income residents.



The Commune  
Guangzhou

# We make our environment more sustainable.



through industrialized house building



A STORY





Now I would like to tell you the story of one of our properties in Shanghai – City Garden.



# In 1991, a piece of land

Shanghai local government offered Vanke a wheat field next to Hongqiao Airport for home development. Above the land, an airplane takes off or lands every 10-15 minutes . And some other disadvantages.

But finally, I decided to take that challenge.





# In 1994, a big success with the opening

On the opening day, the market reacted explosively. Crowded buyers for twice crashed the glass door of the sales center.





# In 2002, a successful model – residential district in suburb



*10 years later, we conducted a third-party survey with property owners.*

*73% of them said that airplane noise remained a down grader in their choice.*

*However, 84% said that they would still prefer living at City Garden in the long run and only 2% said that they wanted to leave.*



# In 2008, the community faces problems

- Aging infrastructure
  - Road pot holes
  - Old water supply and drainage systems
  - Declining community image
  - Insufficient noise proof
- Lack of public facilities
- Lack of amenities



- Shall we help out or not?

*YES! In order to enhance our brand images*

- M.I.T was invited to make a plan for the renovation project

*3 Year research*

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Within the 3 years, the demands from residents were getting more and more and more.



Security facilities before and after renovation

the renovation of 14 public facilities in City Garden may cost us **RBM25 million.**

It's far beyond what Vanke could afford.



Fountain before and after renovation

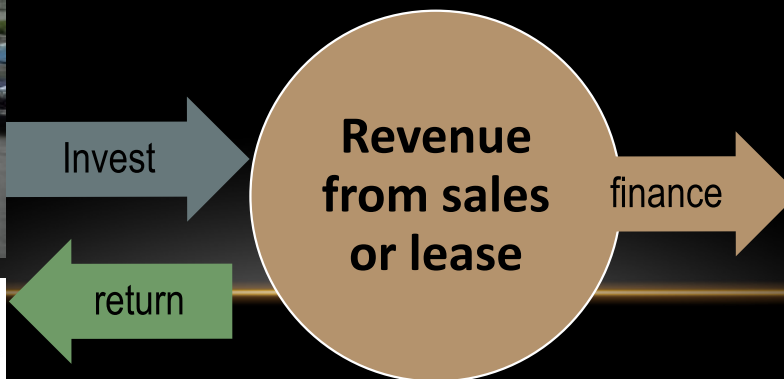
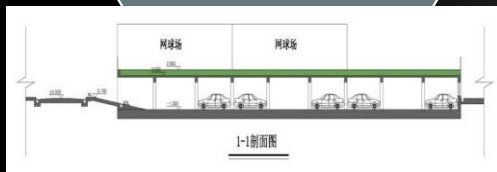
# We need to create an economical sustainable solution.

Problem & Chance: about 1000 parking spots but accommodates 3800 parked vehicles on a daily basis.

## Solution: create some underground parking lots

The revenue from the sales or lease of the garages will pay down the investment, while financing renovation projects.

Unfortunately, we had to add parking space to finance sustainability projects. This maybe a ironic dilemma that China has to face.





# We need support

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Vanke was ready to fund the projects, but...



**Government:** We were told that we needed approval from two levels of governments .

**Community:** And the government told us that we also needed the majority votes of 66% of all property owners.

# We haven't got enough support.

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**Government:** In terms of planning process and property rights, we got no supports from the government.

**Community:** POC is not a qualified legal entity and inactive.

POC?: Vanke set up China's first Property Owner Committee in 1990, which later became China's legal norms.

A big discussion carried on, which caused something really interesting and meaningful.



# Civic Education & Democratic Development

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Our intent was to enhance our brand image, but surprisingly this project put us in the position to facilitate civic education and democratic development !

- Property owners are more conscious of their rights.
- Community sustainability becomes a public event that provokes discussions.

END? *NOT YET*





# Time is ticking...

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30 Vanke communities in 6 cities (a population of 130,000) are older than 10 years and urgently require renovation.

2.1 billion m<sup>2</sup> of residential space in China needs renovation every year.

This will cost approximately 60 million and huge amounts of energy and resources.

# Who will take the responsibility of community sustainability?

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Government?

POC?

Vanke?

*Or*

*Social enterprise?*



# Let's get back to the Shanghai City Garden renovation!

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By Nov, 2011.

- Government started to look for a regulation support for the renewal.
- POC get more rational and mature.
- Vanke invested for already appr. 10 million for the infrastructure.
- Some academic discussion began.

Nov. 2012

If I have the honor to come back to the conference, I would like to share the development and maybe a big leap.

Any of you are interested in this topic, you are always welcome to work with us together.



Architecture – Our tribute to life.

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