



Drawing by Christopher Grubb adapted from Dixon (1999) by Thanong Poonteerakul

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**Figure 5.19** The Shanghai waterfront proposal. (a) A sketch of the proposed Crescent and (b) A cross section through the Crescent.

As often happens in large schemes, the client changed over the course of time from the one who initiated it. The Shanghai P. & K. Development Company joined the Shanghai Port Authority as the property developer. They became the investment, marketing and the coordinating authority for the scheme. SOM was responsible for the master plan while the Shanghai Urban Planning and Research Institute executed the local planning. The land along the river was rezoned and the area between the proposed new

development and the river was designated as parkland.

One of the design goals was to extend the visual linkages between the city and the waterfront. This task is not easy, as the river has high berms to prevent the flooding of the city. The other goals established were to create distinct precincts each with its own identity along the river and to enliven the front. The first goal is to be met by extending the streets down towards the river edge, the second by creating architecturally and activity