



**TRANSPORT FOR DEVELOPMENT**

**物业发展交通规划**





# ABOUT SYSTRA

## 关于 赛思达

MVA IS A SYSTRA GROUP COMPANY. SYSTRA IS A WORLD LEADER IN TRANSPORT ENGINEERING. IN 2013, SYSTRA HAD A TURNOVER OF €443 M OF WHICH 52% WAS FROM INTERNATIONAL PROJECTS. WE EMPLOY 3,800 PEOPLE THROUGHOUT THE WORLD AND HAVE MANAGED OVER 3,500 CONTRACTS IN 150 COUNTRIES AND 350 CITIES.

MVA弘达是SYSTRA赛思达集团公司成员之一，SYSTRA是全球著名的轨道及城市交通工程顾问集团。在2013年，SYSTRA的营业额达4.43亿欧元，其中52%来自国际项目。我们在世界各地雇用超过3,800人，业务覆盖全球150个国家及350个城市并已管理超过3500份合约。



# MVA IN ASIA

## MVA 在亚洲

MVA is a global transportation specialist and leading market research consultancy specializing in traffic engineering and transport planning and operations.

In 1978, MVA commissioned its regional head office in Hong Kong. It is now the largest specialist traffic and transport consultancy firm in Asia, with other permanent offices in Shenzhen, Beijing, Shanghai, Singapore, Bangkok and a project office in Ho Chi Minh City. To date, MVA has approximately 300 permanent staff operating in Asia among the various entities.

MVA offers a complete range of consultancy services for traffic, transport and pedestrian aspects. Working closely with governments, NGOs, operators, financial institutions, developers, architects, planners, engineers and contractors, in both public and private sectors. MVA is experienced in providing consultancy services from initial concept stages, through to planning, feasibility, design and construction.

### TYPES OF SERVICES OFFERED

- Aviation and Airport
- Business, Market and Social Research
- Car Park Design
- Master Planning and Land-Use Development
- Pedestrian and People Movement
- Public Transport
- Rail Planning and Station Design
- Traffic and Highway Engineering
- Traffic Management and Control
- Traffic Studies for Property Development
- Transport Investment
- Transport Modelling and Simulation
- Transport Planning
- Vertical Transportation

MVA has been assessed by Hong Kong Quality Assurance Agency and registered as meeting the requirements of the international quality systems standard ISO 9001: 2008. The scope of the Company's registration includes the provision of consultancy services in transportation planning, land use planning, traffic engineering and management environmental engineering, business, market and social research for projects in Hong Kong and China.

MVA弘达为领先的国际交通规划及市场研究咨询公司,其亚洲地区的营运始于1978年,业务包括交通规划、交通工程和管理的专业性咨询服务。亚洲区的总部设于香港,在深圳、北京、上海、新加坡及曼谷均设有分公司,在胡志明市更设有项目办公室。时至今日,我们在亚洲地区,我们拥有近300名的员工,凭着非常丰富的经验和技術能力,为各国的顾客提供服务。

MVA提供全面性的交通、运输和行人方面咨询服务,提供关于交通及其他政策领域的建议。我们的客户包括公共部门和私人机构,为各级政府机关、非政府组织、运营商、金融机构、开发商、建筑师、规划师、工程师和承包商紧密合作。我们具有从项目的概念阶段提供咨询服务的经验,通过对规划、可行性研究、设计和施工,为客户提供高质量的服务。

### 主要的咨询服务范围

- 航空和机场
- 商务咨询、市场研究及社会调研
- 停车场设计
- 总体规划和土地使用发展
- 步行及旅客捷运系统
- 公共交通
- 铁路规划和站点设计
- 交通和公路工程
- 交通管理与控制
- 物业发展交通研究
- 交通投资
- 交通模型和仿真
- 交通规划
- 垂直运输

香港品质保证局对MVA作出了评估,其符合国际质量体系标准ISO 9001: 2008要求。我们注册的服务范围包括香港及中国大陆项目提供交通规划、土地使用规划、交通工程、管理环境工程以及商业及市场调研的咨询服务,符合国际资质和资质的准则。





## MVA IN CHINA MVA 在中国

MVA Transport Consultants (Shenzhen) Co. Ltd. was established in 2003, with three permanent offices in China, namely Shenzhen, Beijing and Shanghai. MVA had involved in transport and traffic studies in Beijing, Nanjing, Tianjin, Shenyang, Shanghai, Suzhou, Ningbo, Wenzhou, Chengdu, Wuhan, Guangzhou, Shenzhen, Zhuhai, Shunde, Huizhou and many others cities in China's Pearl River Delta.

Over the past 10 years, MVA has actively took part in transport planning, engineering, management and infrastructure development in China, providing transport consultancy proposals for local governments, developers and financing companies. We also provide technical assistance and project cooperation, which draw on international expertise, experience and technique. Through studying the experience of international developed countries, we put forward transport planning scheme and transport improvement measures that strike a balance between land-use and transport development for different cities. We strive to address the worsening traffic congestion problems and improve road safety.

于2003年, MVA弘达在深圳成立分公司 - 弘达交通咨询(深圳)有限公司, 现在深圳、北京及上海均设有地区办事处。MVA在北京、南京、天津、沈阳、上海、苏州、宁波、温州、成都、武汉、广州、深圳、珠海、顺德、惠州、及珠江三角洲一带的许多城市都曾开展交通规划及运输发展咨询服务项目。

在过去十多年, MVA积极参与中国各地的交通规划、工程、管理与基本建设的发展, 为当地政府、发展商和融资商提供前瞻性的交通顾问咨询建议, 并为规划院、交通所和同行单位提供技术协助与项目合作。我们帮助引进国际专家、经验和技術, 借鉴国际发达国家和城市的经验, 协调各地城市土地使用与交通高速发展的相关事宜。从不同层面提供交通规划设计方案与交通改善措施, 以便缓解不断出现的交通拥堵问题和预防潜在的交通安全问题。



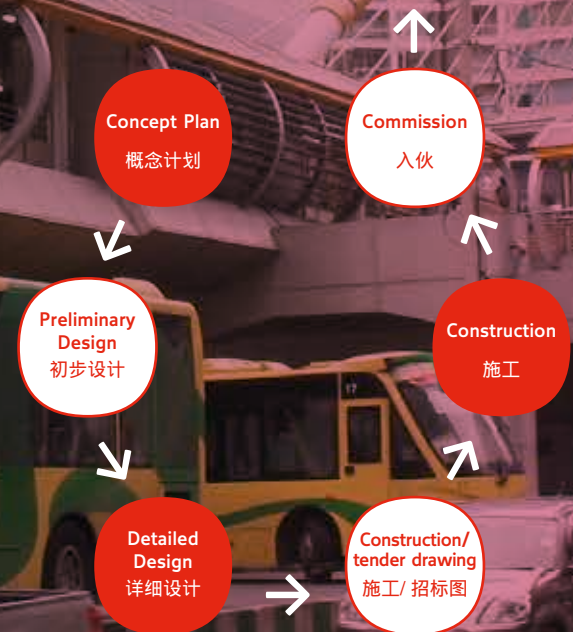
## TRANSPORT FOR DEVELOPMENT 物业发展交通规划

Good transport accessibility and efficient traffic circulation are key successes for Development.

The comprehensive services provided by MVA meet the needs of the city development trend, providing high quality services at each development planning stage from Transport Master Plan, Concept Plan to detail design and implementation.

优良的可通达性和高效的交通组织是物业开发成功的关键。

MVA提供的综合服务，满足城市发展趋势的需要。在物业开发方面，从总体交通规划、概念设计到详细设计阶段，提供高品质的顾问设计服务。



MVA offers full service on traffic and transport related aspects throughout all development stages.

MVA 提供的服务遍及交通及交通运输相关的各个领域，适用于项目的各个发展阶段。

# TRANSPORT FOR DEVELOPMENT

## 物业发展交通规划

MVA is a leading international transportation, planning and management consultant. Since the 1970's, MVA has provided the public and private sectors with practical and cost effective transport solutions.

MVA transport planners and traffic engineers take a leading role in preparing major development plans to meet the demands from growing population and economy of Asia. We prepare regional and New Town Master Plans, urban renewal schemes, and transport plans for new residential, commercial and industrial areas. MVA provides site specific services to developers to help maximise value as well as obtaining planning permission.

MVA弘达为领先的国际交通规划及管理顾问公司。自1970年代以来，MVA为政府部门及私人机构等，提供实际可行的、有效率及高效益的交通规划和设计方案。

为满足亚洲区人口和经济高增长的发展，MVA的交通规划师及工程师在土地发展规划及研究方面，处于领导性地位。我们提出地区性及新市镇发展的整体规划方案，为新的住宅、商业及商务和工业区提供交通规划和设计建议。MVA为物业发展商提供个别物业或小区发展的研究及设计，使每项目能够物尽其用及取得规划申请的审批。







## DEVELOPMENT TYPES

### 建筑物类别

#### Main Regional and Social Developments include:

- New Towns and Urban Renewal
- Convention and Exhibition Centres
- Development Integrated with Railway or Metro Stations
- Airport, Port and Logistic Centres
- Multi-Storey Car Parks
- Theme Parks, Recreation and Entertainment Centres
- Universities and Schools

#### Main Residential and Commercial Developments include:

- Large Commercial Complexes
- Retail Shopping Malls
- World Class Offices
- Hotels and Service Apartments
- Residential Areas

#### 主要地区性和小区的物业发展：

- 新市镇及旧区重建
- 会议及展览中心
- 地铁或铁路站上盖或关连物业
- 机场、港口及物流中心
- 多层停车场(库)
- 主题公园、休闲及文娱中心
- 大学及学校

#### 主要住宅和公建的物业发展：

- 大型综合性商业大楼
- 购物商场
- 国际级写字楼
- 酒店及公寓
- 住宅及居住小区





## SERVICES FOR DEVELOPMENT

# 物业发展咨询服务

MVA is at the forefront of developing sustainable "Green" plans for a variety of development types and environments which provide infrastructure for economic growth sensitively integrated with neighbourhood facilities at a "human" scale, raising the quality of life.

**Key services provided by MVA for large scale land development parcels are:**

- Transport Master Plans
- Road Traffic Circulation and Layout
- Vehicular and Passenger Traffic Forecast
- Road Network and Junction Improvements
- Metro, Light Rail and People Mover Systems
- Public Transport Services and Facilities
- Pedestrian Facility Planning

MVA 弘达为不同规模与不同类型的建筑物,提供合乎绿化及环保的设计。这包括在市区、郊区与新市镇,提供基础建设,配合经济增长,并与地方设施融合,务求达到『以人为本』,提高生活质素的效果。

**MVA 就大型多地块物业开发的交通顾问及设计服务主要包括:**

- 总体规划交通分析
- 道路网交通组织和布局
- 车辆及行人流量预测
- 道路网络及路口改善
- 轨道交通、轻轨及旅客捷运系统
- 公共交通服务及设施
- 行人设施规划





As for property development on single or multiple land lots, key services provided by MVA from Master Plan, Concept Plan to Detailed Design stages are:

- Transport Master Plans
- Vehicular and Passenger Traffic Forecast and Circulation
- External Road Access to Development
- Public Transport and Passenger Access to Development
- Pedestrian and Cyclist Facilities
- Passenger pick-up and drop off by private car or taxi
- Goods Vehicle loading and unloading routes, and related facilities
- Car Park Zoning and Circulation Design, Management and Control System

MVA为不同物业发展、包括单个或多个地块，从总体规划、概念规划以至详细设计阶段提供咨询，主要的服务包括：

- 总体规划交通分析
- 车辆及行人动线设计和流量预测
- 对外道路进出物业交通组织和动线
- 公交乘客和行人与物业的关系
- 行人及自行车设施
- 小汽车、出租车上下客区设计
- 货车进出物业动线和上下货区设计
- 停车场(库)分区、交通组织和布局设计、管理及控制系统





# SELECTED PROJECTS & DEVELOPMENTS EXPERIENCE

## MVA 的项目经验

MVA has been associated with some of the most prestigious transportation studies and buildings in Hong Kong and in Mainland China.

### Selected public regional traffic studies are :

- Beijing Master Plan 2020- East Development Belt Traffic Study
- Beijing CBD Transport Planning Study
- Liao Ning Integrated Environmental Programme
- Shanghai Urban Transport Policy Study
- Xian High Technology Development Zone Traffic Study
- Guangzhou World Bank Urban Transport Study
- Guangzhou Transport Demand Management Study
- Shenzhen City Centre Traffic Study
- Hong Kong Railway Development Study (I & II and update)
- Development of West Kowloon Cultural District

### Selected residential or commercial development projects are:

- Beijing Chongwen New World Commercial and Residential Centre
- Beijing CCTV New Headquarter
- Shenyang Hang Lung Plaza
- Tianjin BinHai New District YuJiaBao Commercial District
- Shanghai LuJiaZui Financial District
- Nanjing ZhongHang Technology City
- Xi'an Sai Gao City Plaza
- Wuhan JiangCheng Avenue City Plaza
- Chengdu Raffles City
- Tai Zhou Zhe Neng Yu Lan Square
- Guiyang Hua Guo Yuan
- Guangzhou Yuexiu West Tower
- Shenzhen China Resources Building and The MixC
- Hong Kong Times Square
- Hong Kong Airport Express Railway Link Stations and Property Development

我们曾经参与在香港和中国大陆的大型交通规划项目，及有代表性的建筑物。

### 其中区域交通研究项目包括：

- 北京总体规划修编（2020）— 东部发展带交通规划
- 北京CBD交通规划
- 欧盟辽宁综合环保项目
- 上海市交通政策规划研究
- 西安高新区交通规划
- 广州世行城市交通规划
- 广州世行交通需求管理研究
- 深圳市中心区交通规划
- 香港地铁发展战略规划（第一、二期和修编）
- 香港西九龙文化区

### 其中商业或住宅交通规划项目包括：

- 北京崇文新世界商住项目
- 北京中央电视台新台址
- 沈阳恒隆广场
- 天津滨海新区于家堡中心商务区
- 上海陆家嘴金融中心区
- 南京中航科技城
- 西安赛高城市广场
- 武汉江城大道城市综合体
- 成都来福士广场
- 台州浙能绿城玉兰广场
- 贵阳花果园
- 广州越秀西塔
- 深圳华润中心万像城
- 香港时代广场
- 香港机场铁路沿线上盖物业





## MVA CLIENTS

Our credentials are demonstrated by our extensive client base in both the private and public sectors in China and worldwide.

### PUBLIC SECTOR AND TRANSPORT OPERATORS

- Beijing CBD Construction and Management Office
- Dalian Public Security Bureau
- Shanghai Planning Commission
- Guangzhou Urban Construction Committee
- Shenzhen Municipal Government
- World Bank
- Asian Development Bank
- Hong Kong Special Administrative Region Government
- Cathay Pacific Airways Limited
- MTR Corporation Limited
- The Kowloon Motor Bus Co. (1933) Ltd.

### PRIVATE SECTOR

- Henderson Land Development Company Limited
- Cheung Kong Holdings Limited
- Sun Hung Kai Properties Limited
- New World Development Company Limited
- The Wharf (Holdings) Limited
- Hang Lung Properties Limited
- China Vanke Company Limited
- Greenland Group Company Limited
- China Resources (Holdings) Co. Ltd
- China Merchant Property Development Company Limited
- Gemdale Corporation
- Kaisa Group

## MVA 的客户

我们的业务得到广泛的中国及世界各地客户支持，包括政府、私人机构及公共事业营运者。

### 政府机构和公共事业营运者

- 北京商务中心区建设及管理办公室
- 大连市交警支队
- 上海市发展计划委员会
- 广州市城市建设委员会
- 深圳市政府各部门
- 世界银行
- 亚洲开发银行
- 香港特别行政区政府
- 国泰航空有限公司
- 香港铁路有限公司
- 九龙巴士(一九三三)公司

### 私人机构

- 恒基兆业有限公司
- 长江实业(集团)有限公司
- 新鸿基地产发展有限公司
- 新世界发展有限公司
- 会德丰、九龙仓地产发展有限公司
- 恒隆地产有限公司
- 万科企业股份有限公司
- 绿地控股集团有限公司
- 华润(集团)有限公司
- 招商局地产控股股份有限公司
- 金地(集团)股份有限公司
- 佳兆业集团控股有限公司

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