

ZHONG RONG
INTERNATIONAL
(GROUP) LTD



THE CRYSTAL PALACE

OCTOBER 2013



The
Crystal
Palace

THE CRYSTAL PALACE
REMAINS A GREAT SYMBOL OF
VICTORIAN INNOVATION AND
OPTIMISM, AND HAS INSPIRED
SUCCESSIVE GENERATIONS FOR
OVER 150 YEARS.

THIS PROPOSITION IS FOR
THE RECONSTRUCTION OF
THE CRYSTAL PALACE IN A
WAY THAT IS FAITHFUL TO THE
ORIGINAL BUILDING AND ALL
ITS INGENUITY, SCALE AND
MAGNIFICENCE. IT WILL BE A
MAJOR NEW CULTURAL ASSET
FOR LONDON, ADDING TO THE
CITY'S GLOBAL OFFER.

London is a wonderful city steeped in history and culture, and made up of strong and diverse communities. The city's cultural contribution is world renowned, as is its architecture. The former Crystal Palace is celebrated in China as a building of great achievement. Its ingenuity and scale is magnificent and this project is a once in a lifetime opportunity to bring it back to life.

My intention is to recreate the Palace and restore the park to its former glory to create a new destination for local people and international visitors.

I have admired the Crystal Palace for many years and am passionate about this project. The Palace's story is fascinating and I am hoping to add the next chapter by providing a gift to London and the world.

Mr Ni

Zhong Rong International
(Group) Ltd



London is one of the most exciting and diverse cities in the world. It is a mix of village greens, metropolitan centres, financial districts, community places, small streets, wide boulevards, bustling shopping areas and cosmopolitan hotspots all woven together - and made ever the richer - by its rivers, canals and green open spaces.

Londoners love their parks and they celebrate the great outdoors. The rich green landscape spread across the city makes it one of the most spectacular urban places in the world because you are never more than moments away from a green place whether it is a pocket park, garden square, Royal park or common; London has it all.

Crystal Palace Park is one of these green landmarks. It is 180 acres of open space in South London. Alongside the town centre and the football club the name Crystal Palace conjures up different images for different people, whether it is its landscaped terraces, life size dinosaurs, maze or the National Sports Centre but the one thing missing from the landscape is the Crystal Palace itself.

The spectacle and wonder that the original Palace brought to London, in a time of great significance to the capital's history, has been enshrined into the history books after it burnt down in 1936.

So this potential opportunity to rebuild the Crystal Palace is an exciting prospect for London - a new building that respects its past but looks to the future. It could provide an exhibition space that could be globally significant - a palace for the arts and a showcase for the best in technology, design, engineering and science, all in all it will be a great day out. The new building will reflect its history at the same time as providing a destination for people to enjoy - from London and around the world. In doing so it could generate jobs for Londoners and economic benefits for the local area, including driving investment into the park itself.

With investment, vision and imagination the Crystal Palace can once again take its place as one of the jewels in London's crown.

Boris Johnson

Mayor of London



Stephen Carr

Leader of the London
Borough of Bromley



NEW CRYSTAL PALACE DEVELOPMENT

RESTORED ITALIAN TERRACE

BETTER CONNECTIONS TO CRYSTAL PALACE TOWN CENTRE

VISION



PAXTON AXIS REINSTATED

ACES

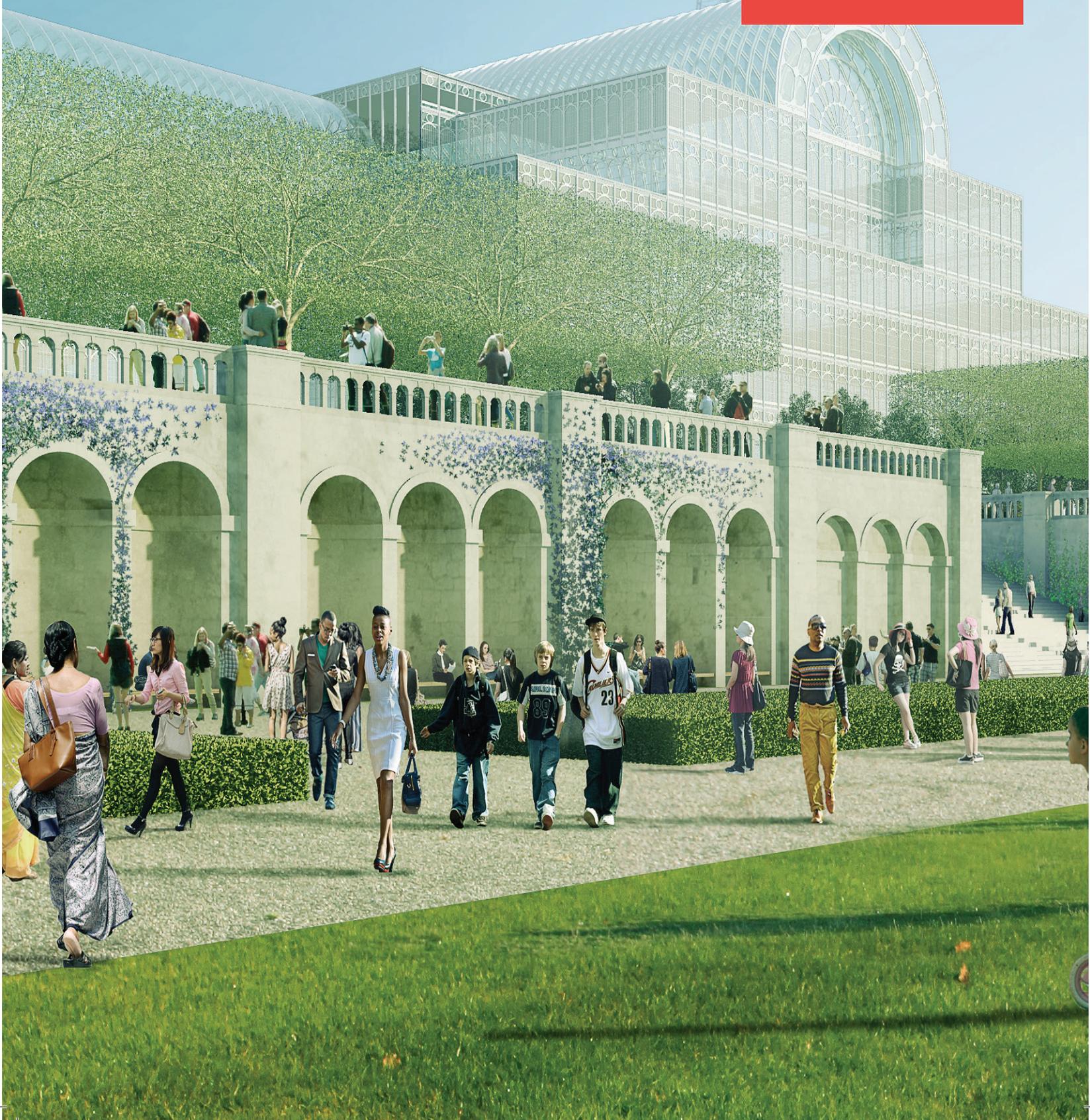
THE PARK WILL BE RESTORED
IN LINE WITH THE APPROVED
MASTERPLAN TO CREATE A
MODERN 21ST CENTURY PARK
OF NATIONAL IMPORTANCE
WHICH REFLECTS JOSEPH
PAXTON'S ORIGINAL IDEAS
AND RESPONDS TO THE NEEDS
AND ASPIRATIONS OF LOCAL
RESIDENTS.

NEW CAFE AND DINOSAUR
INTERPRETATION CENTRE

BETTER CONNECTIONS TO
PENGE TOWN CENTRE

Image for illustrative purposes only.

LOOKING BACK
AND LOOKING
FORWARD



LOOKING BACK

In 1851 Joseph Paxton designed the Crystal Palace as a home for 'the Great Exhibition for all Nations'; an exhibition space for nations from across the world to show off their finest advancements in science and engineering. It was first located in Hyde Park but in 1854 was enlarged and rebuilt in the area now known as Crystal Palace Park. It was famed for being the largest glass structure in the world and was an icon for innovation, discovery and progress.

The Palace and park created a new identity for this part of London which itself also became known as Crystal Palace. When the building was destroyed by fire in 1936 the park lost its centrepiece. Other additions and changes over the years have also meant that the park has lost much of its original form and grandeur, although it includes a number of interesting features such as full scale models of dinosaurs, a maze, lakes and a concert bowl.

THE EXISTING MASTERPLAN

There is still a great love and admiration for the park amongst local people – and Londoners – many of whom are keen to see it restored to its former glory. There have been a number of attempts to reinstate the Palace and park. The Mayor of London and London Borough of Bromley are committed to a sustainable, long term future for Crystal Palace Park. The approved masterplan, drawn up by the London Development Agency, reflects Paxton's original design of the park. The masterplan has recently gained permission and some steps are in place to begin the transformation of the park. However, the cost for the full regeneration of the park has always been a challenge. This proposal will reverse the decline in the park. It will take forward the masterplan but considers that certain proposals including those for housing are now unnecessary.

A number of proposals to redevelop the 'top site' where the original Palace was located have also been put forward but none of these have captured the spirit of the original Palace.

LOOKING FORWARD

This proposal is to rebuild the Crystal Palace on the 'top site' and to restore and upgrade the park to match the spirit and form of the original design. The scale of investment is beyond anything proposed before and provides the opportunity to fund all of the ambitions for the park. The proposal will respond sensitively to the site's characteristics, including its designation as Metropolitan Open Land and nature conservation value. The site is an important heritage asset and includes a number of listed structures; these features will be celebrated and enhanced as part of this proposal.

Development on the 'top site' is subject to various restrictions in the Crystal Palace and Park local legislation. Zhong Rong International Group is in discussion with the Department for Communities and Local Government, the GLA and Bromley to explore options for a process to resolve these restrictions if necessary.

Realisation of this proposal will deliver the restoration of the park as well as the recreation of a major attraction for London. It will also bring regeneration benefits to the wider area.



Image for illustrative purposes only.

SCALE

The new Palace will replicate the size and scale of the original, taking into account the current constraints of the site such as the television mast which is a key part of national infrastructure, as well as a landmark in its own right. It will accommodate the existing bus station. The underground Thames Water reservoir adjacent to the television mast will also be protected. The scale of the Crystal Palace, approximately the length of five football pitches and up to six storeys, offers the potential to accommodate many different uses.

A NEW CULTURAL DESTINATION

There is an opportunity for the re-imagined Crystal Palace to become a major new destination in the capital with a bold and ambitious cultural vision at its heart.

Key to the success of the cultural offer is an ambitious concept – a brilliant idea that will not duplicate any existing offer but capture the public's imagination. This major new cultural visitor attraction should redefine the visitor map of the city and become a new 'must see'.

It must be owned and loved by the local community, especially young people, but equally draw visitors from across the UK and the globe. It must draw in the best creative and leadership talent from around the world. It must also be affordable, as well as financially sustainable.

All in all a powerful opportunity exists to create a cultural space of scale and ambition, building on the extraordinary history and character of the site.

The proposition could also accommodate stunning exhibition spaces (temporary and/or permanent) to complement existing infrastructure in the capital and provide a hub for south London. Existing exhibitions, most recently the Life and Death in Pompeii and Herculaneum exhibition at the British Museum, show the potential demand and opportunity for larger scale events. Looking globally, the Grand Palais in Paris, originally built for the Great Exhibition of 1900, recently hosted the '7 Billion Others' exhibition which attracted 150,000 visitors in just five weeks. The Los Angeles County Museum of Art has the capacity to host up to five major exhibitions at the same time.

The Palace could also be home to educational facilities for research, as well as schools and university use. It could also accommodate multiple community uses which will be defined through close consultation with the public. The opportunity also exists to relocate the existing Crystal Palace Museum to within the Palace.

The use of the rest of the building will include a range of different functions such as a hotel, conference facilities, studios, galleries and sales rooms, which will ensure the sustainability, maintenance and viability of the scheme. Housing is not proposed in the Palace or park.

ZHONG RONG INTERNATIONAL GROUP

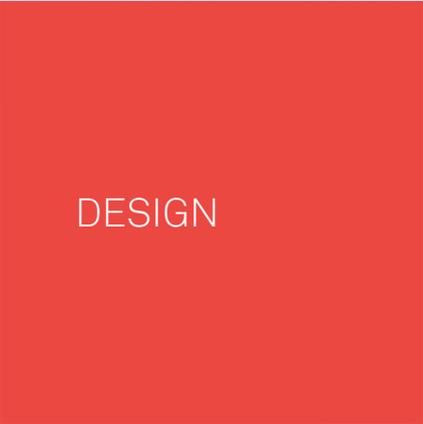
The Zhong Rong International Group is a privately owned corporation. It was established in 1992 as an investment company primarily focused on the real estate sector in China. The Group has created a number of classic urban commercial projects including three high-grade landmark office buildings in Shanghai, 78 European-style palace buildings in Beijing, and a 8.3 million sq ft Financial and Exhibition Centre in Hangzhou. The Group's portfolio includes real estate, land, oil field development, and financial institutions that stretch from major cities in China and Hong Kong to New York, USA, Canada and Cambodia. In collaboration with the Chinese government, the company established the Zhong Rong Museum along with an Arts, Culture and Luxury exhibition centre. This museum has international collections of paintings and sculptures.



An architectural rendering of a modern, multi-level interior space. The central feature is a large, vertical garden wall covered in lush green plants and flowers. Several large, white, circular pendant lights hang from the ceiling. The space is filled with people walking and interacting. In the foreground, a woman in a pink cardigan and a woman in a white jacket and hat are walking. In the background, a wide staircase with white steps and a glass railing is visible. The overall atmosphere is bright and airy, with a focus on greenery and modern design.

THE NEW
CRYSTAL
PALACE

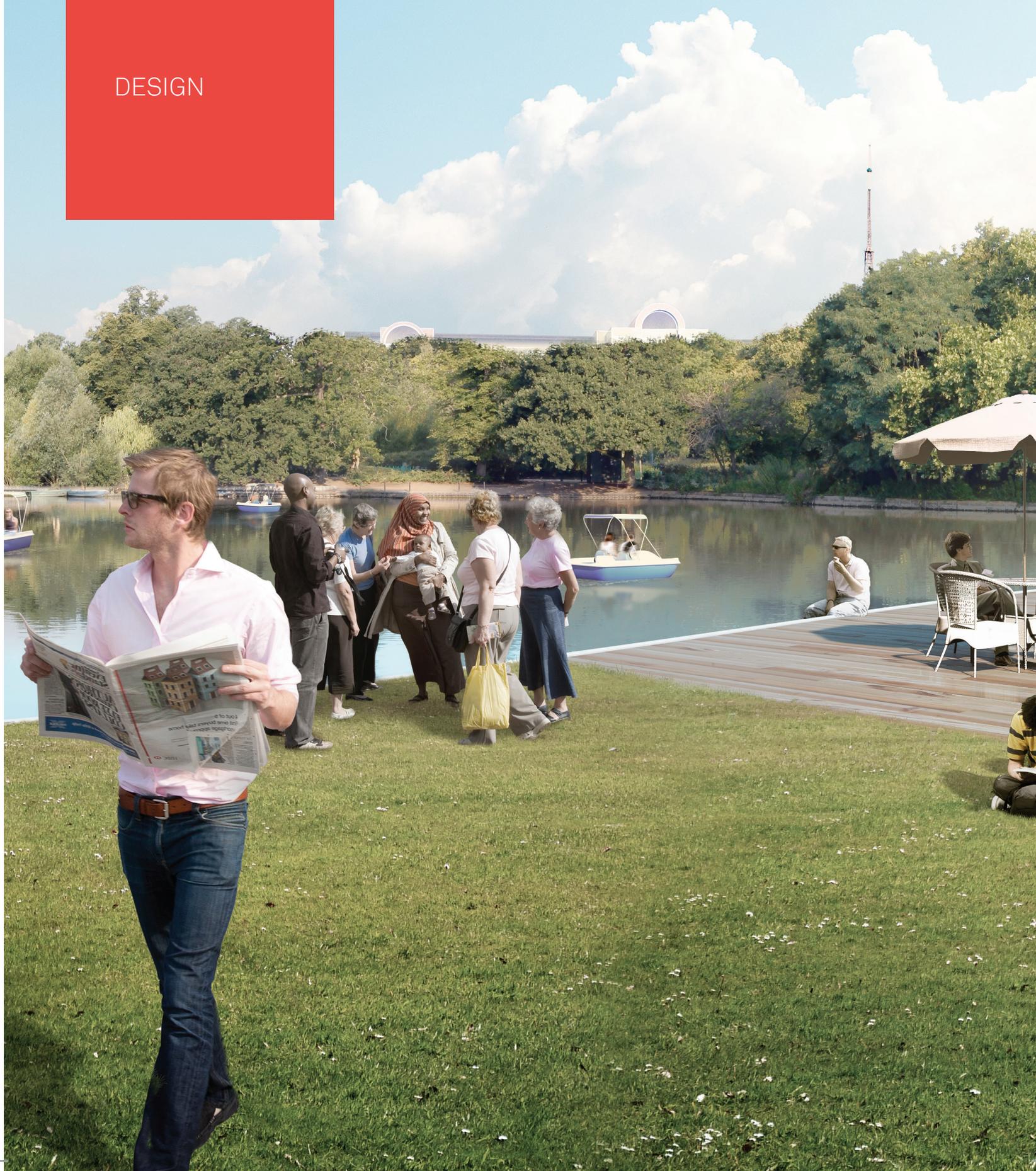
Image for illustrative purposes only.



DESIGN

THE ADVISORY BOARD

This is a unique and complex project. Although the basic mix of a public attraction supported by commercial uses is established, the details are still under consideration. The Mayor of London, Boris Johnson, has convened a panel of advisors to provide rich insight and experience to this project. The Mayor of London will chair this board who will be called upon to first, help shape the design process to help ensure a top quality scheme and then to help develop the future mix of uses. The Board will work alongside Zhong Rong International Group, the GLA, the London Borough of Bromley and the local and London community.



DESIGN APPROACH

As a sensitive site it is vital that the design is carefully considered and responds to the site's heritage and context. Most importantly the new building must be of truly outstanding design of the highest quality. One of the first tasks for the Advisory Board will be to establish the core design principles for the new palace. Initial thoughts on other important design principles are set out below:

DESIGN PRINCIPLES

- A strong relationship between the Palace and park
- A permanent structure with a similar footprint, outline and scale to the original Palace
- A translucent and delicate structure similar to the original building
- An adaptable and flexible internal space guided by the internal spatial qualities of the original Palace
- Active façades
- Design solutions that are responsive to the surrounding heritage landscape
- A long term sustainable role for both the Palace and park
- A dynamic and integrated design process
- The use of contemporary safety, security and sustainability standards
- The refurbishment of the park in line with the masterplan



Image for illustrative purposes only.

FUNDING

This project - the Palace and restoration of the whole park - will be funded by the Zhong Rong International Group which is willing to take a long term view of the scheme's commercial potential. The park will remain in the freehold ownership of the London Borough of Bromley, and will be appropriately managed and remain as open and free public space for all. The new building in itself will be an attraction for the public, and everyone visiting the park will be encouraged to enter the building to view the free exhibitions inside.

This proposal seeks to preserve and build on all the work to date. Lots of hard work has been undertaken to deliver the masterplan including a recent Heritage Lottery Fund bid. The aim is not to delay delivery of the approved masterplan and indeed the intention of this proposal is to accelerate it.

MANAGEMENT

The project will explore the potential for one or more trusts or similar bodies to be formed to operate and manage key elements of the exhibition space and park. At the heart of this proposal is the aspiration for the local community to have a strong role in running, managing and maintaining Crystal Palace.

The proposal is still in its early stages. It will be developed with Bromley, the GLA and the Advisory Board to ensure appropriate safeguards are in place and a sustainable legacy is secured. Details will be confirmed through the planning application process.

THE NATIONAL SPORTS CENTRE

The Mayor of London is committed to the provision of leisure facilities at the National Sports Centre and will be exploring strategies to secure a sustainable future for the Centre, including potential educational uses, alongside the development of the Palace proposals.

COMMUNITY BENEFITS

The project is in its early stages and many of the details and design propositions still need to be worked out with local communities and other stakeholders. It is therefore too early to be definitive about the full benefits to be derived but at this stage initial estimates suggest that it would be possible to draw about 2 million additional visitors per annum to the Palace and park. These would be drawn from the local area, as well as London, national and international locations. Regeneration benefits directly from these proposals could include:

- The restored park will be a public space for all to enjoy. Additionally, approximately 100 new jobs could be created in the park, including additional park management staff as well as staff to run facilities such as kiosks, cafes, visitor attractions and other facilities. One-off events in the park will also create employment and business opportunities.
- By increasing the number of visitors close to the town centres there will be increased town centre footfall and potential for higher levels of expenditure. Up to 200 additional jobs could be created through this expenditure.
- Up to 1,000 jobs associated with the operation of the Palace. Zhong Rong International Group will explore all mechanisms to ensure local people can access these opportunities.
- In excess of 1,000 new construction jobs measured as permanent full time equivalents could be delivered.
- The improvements in the park will promote greater use by local communities, as activities increase and issues of access and personal safety are resolved and a greater sense of pride and connection is engendered in the community.
- The new Palace and the restoration of the park will yield benefits in its surrounding areas by increasing the attractiveness of neighbourhoods, adding value to commercial and residential properties and attracting increased investment.



FUNDING THE
PROJECT & A
MANAGEMENT
TRUST

A NEW DESTINATION

TRANSPORT

The Palace and park will form a new visitor attraction. While this will bring vitality to the area it will be important to ensure that visitors do not place unsustainable pressures on the transport network.

Crystal Palace Park is well served by public transport. Crystal Palace Station is served by trains from London Bridge, Victoria, East Croydon, Sutton and Beckenham. The station has recently benefitted from the addition of the Overground rail network providing connections to Shoreditch and east London, and has been restored and upgraded. Other local rail stations such as Penge East and Penge West are also within walking distance.

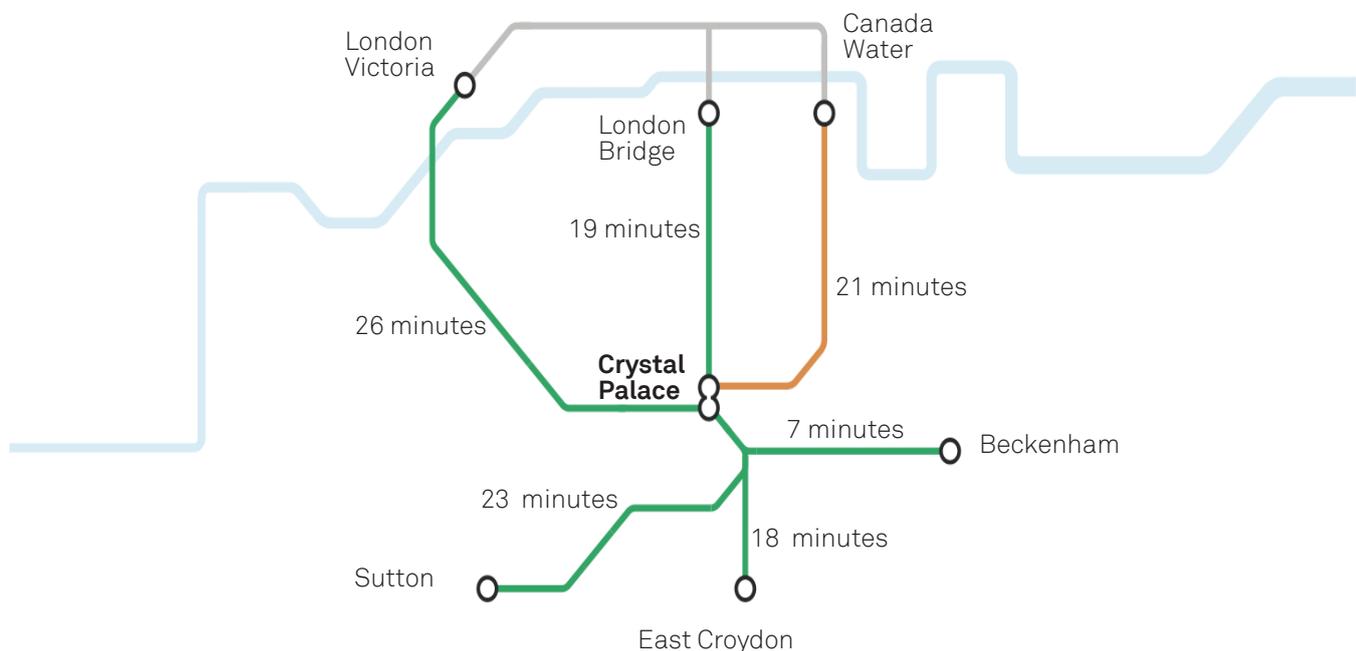
The site is well served by a number of London bus services and a bus interchange is located on the western boundary of the site. A total of 13 services currently call at the bus terminus. An additional three services run along Crystal Palace Parade adjacent to the Penge Gate entrance.

This proposal envisages maximising access to the site via public transport. Initial modelling suggests that additional trips will occur throughout the day and run counter to peak flows. Zhong Rong International Group will therefore work with the London Borough of Bromley, the GLA and TfL to identify opportunities to improve public transport as part of a sustainable transport solution. The scheme will also deliver the improvements the master-plan envisages for walking and cycling facilities.

Minimising the impact of the development on the local road network is an important part of the proposal. The nature of the new building lends itself to better management of on-site parking and improved local access arrangements. Proposals for this will be developed in partnership with key stakeholders.

CONSTRUCTION

The project will involve significant construction works, this will provide new temporary new employment, and it is also recognised that the potential effects on the neighbouring area will need to be carefully managed. The construction is likely to be controlled through the provision of a Code of Construction Practice or similar agreement.



AUTUMN 2013 LAUNCH
AND PUBLIC ENGAGEMENT



2013

WINTER 2013 DESIGN
DEVELOPMENT



2013

AUTUMN 2014 PLANNING
APPLICATION TARGET
SUBMISSION



2014

NEXT STEPS

THE PROGRAMME TO DELIVER THE CRYSTAL PALACE IS COMPLEX AND AMBITIOUS. THE TIMELINE INDICATES THE PROPOSED TARGET DATES FOR KEY STAGES.

WINTER 2015 READY TO
START ON SITE

2018 PALACE COULD OPEN
WITHIN THE IMPROVED
PARK SETTING



2015

2018

HOW CAN I ENGAGE IN THE DISCUSSION?

This will be a building for the public to use and enjoy, and the park is an incredibly important asset for people in South London and from further afield. Your views are important and the intention is for the local and London community to help shape its future. This proposal brings the potential for a major regeneration opportunity in an area of London which has not been subject to such large scale investment for a long time. Details of the opportunities for you to engage in the discussion will be announced on the website later in the autumn. For more information visit:

www.TheLondonCrystalPalace.com



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