

2015

Steve Pharoah

BA (Hons) MA MRTPI RPUDG



Tuanbo Lake Phase 1

November 2015



1. First Things First

Profession:	Chartered Town Planner. Recognised Practitioner in Urban Design.
Specialisms:	Strategic & Detailed Urban Planning; Development Management; Master Planning; Urban Regeneration; Urban Design.
Education:	Oxford Brookes University – MA Urban Design. South Bank University - BA (Hons) Town & Country Planning.
Associations:	MRTPI; Urban Design Group; UDG International Network; UDG London.
Phone:	UK +44 (0)1305 267969; China +861 180 1147 3207
E mail:	stevepharoah@gmail.com
Portfolio:	www.spacesurbandesigns.com
LinkedIn:	https://cn.linkedin.com/in/stevepharoah

2. Pharoah Condensed

More than 25 years' senior UK and international experience, combining skills in urban planning; master planning; urban design; property development; and people management:

1. Passionate about planning and urban design.
2. A “can do – will do” attitude.
3. Home and Away – UK/ International, public and private sector senior manager.
4. – UK/ International, public and private sector urban planning and design leader.
5. Strategist and detailed thinker. Prize winning whizz in concept visions, strategic plans, development frameworks, masterplans, and detailed urban designs and planning guidance.
6. Multi-disciplinary team leader and team player with a robust understanding of the relevant disciplines and their timely inputs.
7. Focussed and self- driven with a sense of humour.
8. Consistent record of successful delivery to tight time scales, supporting business needs.
9. Able to make informed and timely decisions, both individually and as part of a team.
10. Good people skills. Culturally aware. Skilled and confident negotiator. Successful in working with country, city and business leaders, stakeholders, government officials and colleagues.
11. Cooperative approach. Able to engage, motivate and encourage others.
12. Can use my intellect quickly to integrate large amounts of information, analyse, understand and communicate complex issues.
13. Can communicate information and positions effectively, justify decisions, gain support and acceptance and compromise where necessary.
14. A strong sense of customer care with many happy clients and colleagues.



Central Business District, SP preliminary concept hand drawing

3. Thirteen Years + a bit more

Current - **DESIGN DIRECTOR. Chengdu Zhixin Industrial Group Co Ltd. China.**

Zhixin are a large finance and development company based in Chengdu, China, specialising in residential, commercial, industrial, amusement parks, office buildings & mixed-use development.

Key Roles: Responsible for the strategic and detailed urban planning and design direction for the development of Zhixin's land holdings and real estate throughout China. Member of the Group's Development Steering Committee (only non-Chinese member) advising on land strategy.

2009-2014 - **REAL ESTATE EXECUTIVE, Terra Mauricia Ltd. Mauritius.**

Terra Mauricia are one of the largest sugar producing and power generation companies in Mauritius owning large areas of land across the north of the island.

Key Roles: Led the planning and property arm of Terra in the strategic development of the Groups land holdings and property portfolio in Mauritius. Member of the Group's Executive Committee involved in all things operational (e.g. flood alleviation; agricultural diversity; infrastructure investment; distillery expansion; mixed use land development). Development Director on Terra's L'Aventure Sucre and Rhum Experience Board advising on land and property development opportunities and issues in and around the museum complex.

2002-2009 – **REGIONAL DIRECTOR (Development & Design), Halcrow Group Ltd. UK and International.**

Halcrow (now CH2M) - one of the UK's (USA) largest international engineering, planning and design consultancies.

Progressed to being International Director working across the UK, Europe, Middle East, and Asia. A Halcrow Shanghai Engineering Co Ltd Board Director; member of the Halcrow Consulting Business Group senior management team.

Key Roles: senior management; business development; strategic analysis, risk assessment, complex problem solving; client liaison; budget control; staff recruitment, appraisal, and retention; contract review; multi-disciplinary team coordination; creative leadership and project design.

Previous positions:

- **URBAN DESIGNER**, Turley, Winchester/ Bristol, UK.
- **URBAN DESIGNER**, McCarthy and Stone, Bournemouth, UK.
- **URBAN DESIGN CONSULTANT**, Urban Development Corporation, Trinidad and Tobago.
- **PRINCIPAL PLANNING OFFICER**, Borough of Poole, UK.
- **DEVELOPMENT PLANNER**, Worthing Borough Council, UK.
- **PLANNING TECHNICIAN**, Borough of Hove, UK.



Island Commercial, SteveP concept drawing (part).



City Park, SteveP concept drawing (part).





4. Skills Based Achievements





I have a finely tuned set of technical skills complemented by multi-disciplinary; business development; customer facing, managerial and inter-personal abilities. Below are some achievements that illustrate my relevant capabilities:




1. **Delivering Direction, Business Minded, Market Savvy** – Comfortable in all planning and design markets at all levels. Extensive UK and international experience. Spearheaded Halcrow's planning and design business across China - a difficult market that the Group had no experience of, presence in, nor impact on. £0 in 2005 to annual turnover >£3 million 2009, average 22% contribution.
2. **Public Spirited - Commercially Astute** - Over 10 years UK senior public sector experience complemented by over 10 years UK and international senior private sector experience.
3. **Hands On, Multi-Discipline Collaborator** - Director and/or lead designer of no less than 40 commissioned master plans and urban designs (most involving multi-disciplinary team working).
4. **Creative Excellence** - Director and/or lead designer of no less than 30 first prize winning competition designs, ranging from city master plan frameworks for 1.5 million people to detailed urban designs and concept architecture.
5. **Confident Leadership** – Core team player guiding the Government of Dubai in the creation of a city framework to 2020 and beyond. Consultant Team Leader to China's Central Government response to an unprecedented rate of urban land development. Lead urban design advisor to Transport for London on planning issues, opportunities and design mitigation along the Thames Gateway bridge road corridor.
6. **Strategic Vision** - Guided the advance of planning and development strategies for National Governments, public and private organisations. Core team player in the Mauritius National Development Strategy and lead Director in Terra Mauricia's 7000ha land development strategy.
7. **Practical Eye For Detail** – Author of numerous detailed planning policy and design guides for the Borough of Poole; Government of the Republic of Mauritius and Rodrigues; Government of Trinidad and Tobago; Transport for London; and various UK authorities.
8. **Pursuer Of Added Value** – Led Terra's Business Plan and Investment Strategy for Beau Plan. The project received Mauritius Government Board of Investment approval and is promoted globally by them as one of Mauritius' foremost "Smart City" projects.
9. **Financially Aware** – Conducted major project audit on behalf of Halcrow International Partnership, Dubai, leading to the recovery of just over £1.6 million of additional project fees.
10. **Determined, Results Driven** – Wide-ranging portfolio that has driven many major projects to completion. Instrumental in Zhixin securing central and local Government approval for no less than 20 land development projects (>£1.5 billion development investment).
11. **Relationship Builder, Door Opener** – With all-embracing multi-disciplinary experience, I can "join the dots" and recognise, promote and realise valuable downstream work. Tuanbo Lake Master Plan opened the door to detailed planning; urban design; architectural design and construction; and the direct commissioning of 12 new bridge projects for Halcrow's bridge team.
12. **Courageous, Focussed, Influential, Consensus Maker** – Against tremendous opposition I successfully led the Borough of Poole's planning and design response to major town quay and harbour works. Negotiated unanimous approval and enabled crucial flood defence works; yacht and fishing fleet haven; industrial relocation; and commercial and residential development along the town's historic Quay. These works have proved to be highly successful environmental, tourism, maritime and commercial improvements for Poole.
13. **Peer Recognition** - One of the first urban designers in the UK to receive "*Recognised Practitioner in Urban Design*" UDG professional status, recognising my experience, achievements, and promotion of UK led urban design. First prize winner, Royal Town Planning Institute "Control in Action" Award, UK.
14. **Planning and Design Excellence Promotion** – My urban planning and design work in Chengdu recognised and promoted by China's Central and Municipal Governments and national media as best practice in the provision of affordable communities.
15. **Artistic Flair** – I love to visualise. Specialist in hand drawn master plans and urban designs. Watercolour artist of two published Paddington Bear books.
16. **Customer Care** – A long list of happy and returning clients and colleagues.

5. A Select Ten

The sample projects below illustrate my leadership and skills based achievements. They reflect the comprehensiveness of my experience, and showcase my creative ability.

 <p>Part of Beau Plan Master Plan SteveP hand drawing – Creative Park & L’Aventure Sucre Museum complex.</p>	<p>1. MAURITIUS: Beau Plan Master Plan, Tropical Urban Excellence TRUE.</p> <p><i>Role:</i> Development Director, Master Planner/ Urban Designer.</p> <p>Piloted the detailed master planning of 180ha at Beau Plan, Pamplemousses, including urban design; geotechnics; water sensitive design; wastewater management; flood alleviation; historic restoration; transport modelling and road design; and the development of concept and detailed architecture.</p> <p>Upon completion (10-15 year build out) Beau Plan may accommodate 700 apartments; 170 assisted living units; 300 town houses; and 500 villas; 22,000 m² commercial/ business floorspace; 200 bed hotel; 14,400m² sports; 10,000m² school; 2,400m² services; and 10,000m² health services. Total investment MUR 25 billion (£466 million).</p>
 <p>Concept architecture for Beau Plan Innovation Park.</p>	<p><i>Client:</i> Terra Mauricia Ltd and various partners.</p> <p><i>Status:</i> Beau Plan is Government adopted as a “Smart City” project of national importance; confirmed as a national growth zone; and set on a fast track to implementation.</p> <p><i>Downstream:</i> Phase 1: the Sugar Museum Creative Park is underway. Detailed Building and Land Use Permits have been received and site preparation works begun. Phase 1 investment will be MUR1.5 billion (£22.3 million).</p>
 <p>Residents of Qingyang soon after project completion.</p>	<p>2. CHINA: Chengdu Qingyang Community Plan.</p> <p><i>Role:</i> Project Director, Master Planner, Urban Designer.</p> <p>Led the master planning and detailed architectural design for the regeneration of 30ha of former industrial land, rehousing over 1,800 mid to low income residents.</p>
 <p>Qingyang Layout Plan.</p>	<p><i>Client:</i> Chengdu Zhixin Industrial Group Co. Ltd.</p> <p><i>Status:</i> A successful and vibrant community has been created.</p> <p>The project generated much interest from China’s Central and Municipal Governments and national TV as it successfully challenged various design “rules” for affordable housing in China.</p> <p>The project is now promoted by Government as an example of best practice in the design of affordable housing.</p>

	<p>Downstream: The project led to many other projects for Zhixin (also Shelugram, India, see 3 below) and ultimately my joining Zhixin in 2014. In part it also led to my role in the review of the China Central Government's response to the unprecedented rate of urbanization of Chinese metropolitan regions.</p>
	<p>3. UAE, Dubai - International Media Production Zone.</p> <p><i>Role: Project Director, Master Planner/ Urban Designer.</i></p> <p>Redesign of Phase 1 of the Dubai International Media Production Zone; coordination of detailed architectural (individual plot) responses to the overall master plan; and assistance in securing master plan and detailed architectural approval from TECOM.</p> <p>Three options developed. Uses include Commercial, business, recreational and residential.</p>
	<p><u>Client:</u> ABYAAR Real Estate Development.</p> <p><u>Status:</u> Master plan and land use plan completed and approved by TECOM.</p> <p><u>Downstream:</u> Detailed urban design, architectural design and building construction awarded.</p>
 <p><i>Shelugram Site Visit</i></p>	<p>4. INDIA, Mumbai Shelugram Township, Agro Excellence.</p> <p><i>Role: Development Director, Master Planner/ Urban Designer.</i></p> <p>Designer of a privately promoted "affordable" housing township of 500,000 resident population, carefully nestled in the beautiful Matheran foothills.</p> <p>The township is targeted at low to middle income households. It includes all the elements of a new settlement with central business district, light industrial activities, support facilities, and service infrastructure. Agricultural training and tourism is strongly promoted.</p>
 <p><i>Shelugram Preliminary "Workshop" Concept Drawing</i></p>	<p><u>Client:</u> Confidential, Private Developer.</p> <p><u>Status:</u> Master Plan completed.</p> <p><u>Downstream:</u> Detailed urban design work commissioned to assist the developer in securing necessary land assembly and gaining essential local tribal leader support.</p> <p>I continue to provide remote voluntary help on this project in my spare time.</p>

 <p>Early La Ville Contemporaine Concept Master Plan</p>	<p>5. UAE: Dubái, “La Ville Contemporaine”.</p> <p><i>Role: Master Planner/ Urban Designer; Technical and Financial Auditor.</i></p> <p>Five major Dubai city expansion masterplans along an extended Dubai Creek and Rhas Al Khor Wildlife Sanctuary.</p> <p>Participated to the development of four masterplans: Business Bay (new CBD); Lagoons (mixed use); Health Care City; and Rhas al Khor Ecological Reserve.</p> <p>The whole city is enhanced by the creation of an extensive water body which will ultimately connect Dubai Creek with the Gulf at Jumeirah. Navigated the design approval of the Dubai Creek extensions and the land use strategy fronting the water.</p>
 <p>Early photo of creek extension, Business Bay</p>	<p><u>Client:</u> Dubai Executive Office alongside various developers including: Dubai Properties; Emaar Properties; DAMAC; Meraas Holdings.</p> <p><u>Status:</u> Much of the project has been implemented including: Dubai Health Care City; Dubai Knowledge Village; Business Bay (Dubai “Old Town”) including the iconic Burj Kalifa.</p> <p>Just over £1.6 million additional project fees identified, justified, pursued and received.</p> <p><u>Downstream:</u> This work directly led to an invitation from the Rulers Office to participate in the Dubai Urban Development Framework 2020.</p>
 <p>Tuanbo Lake Master Plan – Design Phases 1 and 2</p>	<p>6. CHINA: Tianjin Tuanbo Lake East Asia Games</p> <p><i>Role: Project Director, Urban Planner, Urban Designer.</i></p> <p>Created a master plan and urban design for Tuanbo New Town, 32sqkm site; proposed population of 100, 000.</p> <p>Main land uses are residential (including relocation housing through to high end luxury villas), new town administration centre, education and research, media Business Park, tourism development, and water theme park combined with an aquatic sports site.</p> <p>The proposed East Asia Games facilities (sailing, dragon boat racing, rowing, wind surfing etc.) occupy just over 12 km2 of the total site area.</p>



Tuanbo Lake Aerial of Phase 2

Client: Binhai Tuanbo New Town Investment & Development Co. Ltd.

Status: Phase 1 completed, 2013 East Asia games successfully held in the new town.

Downstream: On completing Phase 1 I was invited to undertake the detailed master planning and urban design for Phase 2, a combined project area of 80sq km. This in turn led to architectural and bridge design commissions.



Flyover Landscape Option

7. UK: Thames Gateway Bridge (TGB), Landscape and Urban Design Strategy.

Role: Lead Urban Planner/ Urban Designer.

Principal author of an urban design strategy for the TGB road corridor. Design rationale and illustrative proposals were submitted for public consultation and in support of the formal planning application made by TfL.

Client: Transport for London

Status: Project successfully completed, approved by TfL.



Great Portland Street Tree Planting Strategy

8. UK: Green Areas Partnership, Transport for London, London.

Role: Lead Urban Planner/ Urban Designer.

Urban designer advising on the creation of a framework for integrated transport modes within London. The study looked at catchment areas around key public transport underground stations and interchanges and the preparation of urban design options for improved traffic management and enhanced facilities for underground stations, buses, taxis, cyclists, and pedestrians.

Clients: Transport for London; Boroughs of Hounslow, Hammersmith and Fulham, Wandsworth and Ealing.

Status: Project completed and many of the ideas included in TfL's subsequent "Manual for Streets".



Poole Harbour and Town Management

9. UK: Poole, Dorset. Development Management.

Role: Principal Planning Officer, Major Projects Officer.

Principal Planning Officer responsible for the day-to-day management of the Borough of Poole's development control function and deputy to the Head of the Planning Design and Control Unit.

Team Leader and Major Projects Officer for the central and harbour areas of Poole town.

Appeared at numerous Public Inquiries as expert witness. Involved in planning obligation and Legal Agreement negotiations; presentation to Committees; working parties and public meetings; and public consultation.



Poole Harbour Yacht Haven

10. UK: Poole Town Quay Boat Haven and Poole Pottery Factory Retail Outlet and Waterfront Residential.

Role: Principal Planning Officer, Major Projects Officer.

Principle Planner taking lead responsibility for proposals for: boat haven providing shelter for 200 yachts, local 120 boat fishing fleet; and town quay flood defence works; pottery relocation and new commercial (factory outlet) and residential development. Managed multi-disciplinary inputs to visual, landscape, heritage, nature conservation, hydraulics, water quality mitigation and s106 negotiation.

Developed and presented the Council's case in favour of the various projects at a public hearing in Poole Arts Centre. Represented the Council at the subsequent Harbour Revision Order Public Inquiry.

Main Clients: Borough of Poole; Poole Harbour Commissioners; Environment Agency; Poole Pottery; RNLI; Poole Fisherman's Association; Poole Chamber of Commerce; Baiter Park Residents Association; Poole Town Centre Residents Association.

Status: Project completed, town quay protected, fishing fleet and visiting yachtsmen accommodated, commercial units operational and residential apartments occupied.

To see more examples of my work, including many of my hand drawings, please visit my portfolio website: www.spacesurbandesigns.com

Steve Pharoah
November 2015

