

昆明市盘龙区龙泉·俊发广场楼宇招商项目

Longquan·Junfa Plaza Building Investment Promotion Project, Panlong District, Kunming City

项目概述 Project Overview	项目名称 Project name	昆明市盘龙区龙泉·俊发广场楼宇招商项目 Longquan·Junfa Plaza Building Investment Promotion Project, Panlong District, Kunming City
	所属产业 Industry	第三产业-房地产业 Tertiary Industry-Real Estate
	项目类别 Project category	商业综合体 Commercial complex
	项目简介 Project description	<p>龙泉·俊发广场坐落于昆明市主城区北市区龙泉宝云，地处人文、自然资源丰富的松花坝水源地下游，是盘龙北部山水新城门户位置，北京路延长线与沔源路交叉口。依照盘龙区商业网点规划，项目紧临商业发展轴与商务发展轴，未来规划发展利好；项目交通配套较为成熟，地铁、公交、公路交通便利，可通过昆曲高速北至嵩明、曲靖等地，南至昆明主城区。</p> <p>Longquan Junfa Plaza is located in Baoyun, Longquan, north of the main city of Kunming, in the lower reaches of the Songhuaba water source, which is rich in humanities and natural resources. It is located at the gateway of Shanshui Xincheng in the north of Panlong, at the intersection of Beijing Road Extension and Fengyuan Road. According to the plan of commercial outlets in Panlong District, the project is close to the business development axis and the commercial development axis, the future planning and development are favorable. Transportation facilities of the project are relatively mature, and the subway, bus, and highway transportation are convenient. It can pass through the Kunqu Expressway to Songming and Qujing in the north and Kunming in the south.</p> <p>项目集大型购物、酒店、智能办公为一体的城市综合体，将建成西南地区、业态丰富的商城，跨区域餐饮，昆明市业态丰富的儿童主题体验，集电影院、电影衍生业态为一体的综合影视，特色旅游观光、休闲娱乐街区。有望打造成为北市区规模最大、最具特色的购物中心，同时树立俊发区域型购物中心标杆。</p> <p>The project is an urban complex integrating large-scale shopping, hotel, and smart office. It will be built into a shopping mall with rich business formats, cross-regional catering in the southwest region, a children-themed experience with rich business formats in Kunming, a comprehensive film and television complex integrating movie theaters and movie derivative formats, and a characteristic tourism, sightseeing, and leisure entertainment streets. It is expected to be built into the largest and most distinctive shopping mall in the northern city area, and at the same time to establish a benchmark for the Junfa regional shopping mall.</p>
	项目地址	昆明市盘龙区龙泉街道办事处俊发名城 N-9-b 地块

物业概况 Property Overview	Project location	Plot N-9-b, Junfa Mingcheng, Longquan Sub-district Office, Panlong District, Kunming City			
	产权单位/业权形式 Property unit/ownership form	产权隶属于云南俊发宝云房地产有限公司，业权形式单一。 The property belongs to Yunnan Junfa Baoyun Real Estate Co., Ltd., the property right is in a single form.			
	物业管理公司 Property management company	云南俊发物业服务有限公司 Yunnan Junfa Property Services Co., Ltd.			
	基本情况 Basic information	总占地面积 Total land area	31.72 亩 31.72 mu	总建筑面积 Total construction area	230470.72 万 m ²
		总层数 Total floor	45 层 45 floors	层高 Storey height	-
		承重 Load-bearing	-	运营方式 Mode of operation	商业出租 Commercial lease
		待招商面积 Area for investment promotion	商业待招商面积： 负 4 层-8 层，建筑面积 15.29 万方 办公待招商面积： 9-24 层，建筑面积 2.06 万方 Commercial area for investment promotion: 4-8 floors underground, building area 152,900 square meters. Office area for investment promotion: 9-24 floors, with a construction area of 20,600 square meters.	平均租售价格参考 Average rental price reference	以市场为参考 Market-reference
		周边配套 Surrounding supporting	项目内及周边配有幼儿园、小学、中学及医院 There are kindergartens, primary schools, middle schools and hospitals in and around the project.		

		其他： Others: 机动车位：1,270 个,非机动车位 3,174 个,本地块应配置 1265 个。 Motor parking spaces: 1,270. Non-motorized parking spaces are 3,174. This plot is equipped with 1265 non-motorized parking spaces. 其中充电车位 127 个,无障碍车位 13 个。 Among them, there are 127 charging parking spaces and 13 barrier-free parking spaces. 建筑密度：53.58% Building density: 53.58% 容积率：7.27 Plot ratio: 7.27 绿地率：25% Green area rate: 25%	
	业态定位 Business format orientation	裙房是高端商业，塔楼由办公、酒店、公寓组成，地下 4 层，局部夹层，地上裙房 8 层，塔楼 45 层； The podium is a high-end commercial building. The tower is composed of offices, hotels, and apartments. It has 4 floors underground, partial mezzanine, 8 floors above ground, and 45 floors of the tower. 1-4 层是商业营业厅，5-7 层以餐饮、商业为主，南侧 7-层是电影院，塔楼 A 部分 9-23 层是办公，24-45 层是公寓；塔楼 B 部分 9-24 层是酒店。 The 1-4 floors are commercial business halls, the 5-7 floors are mainly for catering and commerce, the 7th floor on the south side is for the cinema, the 9-23 floors of part A of the tower are for offices, and the 24-45 floors are for apartments. The 9-24 floors of part B of the tower are for hotels.	
发展优势 Development Advantages	项目实施依据 Project implementation basis	产业导向 Industrial orientation	《昆明市服务经济转型升级创新发展三年行动方案（2019—2021 年）》 "Three-year Action Plan for the Transformation, Upgrading, Innovation and Development of Kunming's Service Economy (2019-2021)" 积极发挥政策导向作用，加快楼宇（总部）集群和集聚基地建设，引导企业总部集聚发展。在发展主城区北京路沿线中央商务核心区域的同时，着力打造关上巫家坝片区、滇池路广福路片区、环湖路国际会展中心片区、空港经济区李其片区、彩云路沿线至呈贡区等新兴楼宇（总部）聚集区。以金融、商贸、文化创意、电子商务、会展服务、咨询服务、信息服务等现代服务业为主，积极构建区域性金融总部、大型企业集团总部、高端商贸商务企业总部、跨境电子商务企业总部、文化创意科技研发企业总部、医疗健康服务企业总部等楼宇（总部）集群。盘活各类楼宇资源，以存量促增量，全面发展以商务楼、商业楼、城市综合体、科技孵化器、老旧工业厂房等为依托的楼宇（总部）经济形态。到 2021 年，力争在昆总部

		<p>企业突破 300 户, 培育税收千万元楼宇 40 幢以上、税收亿元楼宇 25 幢以上。</p> <p>We will actively play the role of policy guidance, accelerate the construction of building (headquarters) clusters and agglomeration bases, and guide the agglomeration development of corporate headquarters. While developing the central business core area along Beijing Road in the main urban area, we will focus on building Guanshang Wujiaba area, Dianchi Road and Guangfu Road area, Huanhu Road International Convention and Exhibition Center area, Airport Economic Zone Liqi area, Caiyun Road along the route to Chenggong District and other emerging buildings (headquarters) gathering area. Focusing on modern service industries such as finance, commerce, cultural creativity, e-commerce, convention and exhibition services, consulting services, and information services, we will actively construct regional financial headquarters, large corporate group headquarters, high-end commercial business corporate headquarters, and cross-border e-commerce corporate headquarters, cultural and creative technology research and development corporate headquarters, medical and health service corporate headquarters and other building (headquarters) clusters. We will invigorate all kinds of building resources, use inventory to promote growth, and comprehensively develop the building (headquarters) economy based on commercial buildings, commercial buildings, urban complexes, technology incubators, and old industrial plants. By 2021, we will strive to break through 300 headquarter enterprises in Kunming and cultivate more than 40 buildings with tax revenue of 10 million yuan and 25 buildings with tax revenue of more than 100 million yuan.</p> <p>《盘龙区楼宇经济白皮书》</p> <p>"White Paper on Building Economy in Panlong District"</p> <p>盘龙区将着力构建以楼宇总部经济为龙头, 金融服务、商务服务、现代商贸为主导, 文化创意、科技服务、电子信息技术、都市旅游为特色的“1+3+N”发展体系, 加速引导现代服务业向楼宇经</p>
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			building economic development model.
		优惠政策 Preferential policies	<p>《昆明市加快楼宇经济发展支持政策（试行）》 "Kunming City's Support Policy for Accelerating the Development of Building Economy (Trial)"</p> <p>打造专业特色楼宇。引导楼宇以主导行业为核心，形成产业集群。对入驻率达到 70%以上，且产业聚集度（同一行业入驻企业与全部入驻企业之比）达到 50%以上，年纳税总额达到 1000 万元以上的楼宇，每年给予楼宇管理方 100 万元的奖励。</p> <p>Creating professional and characteristic buildings. We will guide buildings to form industrial clusters with leading industries as the core. For buildings with an occupancy rate of more than 70%, industry concentration (the ratio of resident companies to all resident companies in the same industry) of more than 50%, and the total annual tax payment of more than 10 million yuan, an annual reward of 1 million yuan will be given to the building manager.</p> <p>《盘龙区关于加快楼宇（总部）经济及现代服务业发展的实施意见》提出：</p> <p>"Panlong District's Implementation Opinions on Accelerating the Development of Building (Headquarters) Economy and Modern Service Industry" puts forward:</p> <p>（1）商务楼宇奖励和补助。按照楼宇的商务面积、区级可用财力贡献入驻率、企业属地纳税率、行业聚集、物业服务考评情况、市级甲级写字楼评定情况等指标进行测算评分：得分在 80 至 90 分（含）的为“四星级楼宇”；得分在 90 分以上的为“五星级楼宇”；对于符合四星级以上（含四星）标准的商务楼宇，对其进行星级楼宇认定并授予星级楼宇奖牌，同时给予楼宇运营方奖励。四星级楼宇给予 30 万奖励，五星级楼宇给予 50 万奖励。星级楼宇每年评定一次。</p> <p>Commercial building incentives and subsidies. According to the building business area, district-level available financial contribution occupancy rate, corporate territorial tax rate, industry clusters, property service evaluation status, city-level Grade A office building evaluation status and other indicators to calculate and score: "Four-star buildings" are scored between 80 and 90 points (inclusive). "Five-star buildings" are scored above 90 points. For commercial buildings that meet the standards of four-star and above</p>

			<p>(including four-star), they will be recognized as star-rated buildings and awarded with star-rated building medals, and the building operators will be rewarded. Four-star buildings will be awarded 300,000 yuan, and five-star buildings will be awarded 500,000 yuan. Star-rating of buildings will be assessed once a year.</p> <p>(2) 鼓励总部企业来我区落户。对当年在盘龙区新落户的总部企业, 根据其区级财力贡献、经济指标贡献和就业人数等指标进行等级评定, 按照每分不超过 3 万元的标准给予落户扶持奖励, 奖励资金按 6:4 的比例分两年兑付。</p> <p>We encourage headquarters companies to settle in our district. Headquarters enterprises newly settled in Panlong District of the year will be graded according to their district-level financial contribution, economic index contribution and employment number, and the settlement support reward will be given according to the standard of no more than 30,000 yuan per point. Reward funds will be redeemed in two years at a ratio of 6:4.</p>
		上位规划 Upper planning	<p>《盘龙区楼宇总部经济白皮书》 "White Paper on Building Economy in Panlong District"</p> <p>盘龙区楼宇经济空间布局总体按照“集聚化、特色化、网络化”的思路, 按“一核一带三区”进行布局, 以促进空间资源的整合, 发挥规模集聚效应。对楼宇经济相对集聚的重点区块, 进一步提升完善, 突出其核心功能, 向做专、做精、做大、做强发展。</p> <p>Overall layout of the building economic space in Panlong District is based on the idea of "agglomeration, specialization, and networking" and "one core, one zone and three areas" to promote the integration of space resources and give play to the effect of scale agglomeration. For key areas where the building economy is relatively concentrated, we will further improve and complete them, highlight their core functions, and develop towards being specialized, refined, larger, and stronger.</p> <p>龙泉·俊发广场位于楼宇经济潜力区 Longquan Junfa Plaza is located in the potential area of the building economy.</p>
		区位优势 (商圈分析)	<p>龙泉·俊发广场坐落于昆明市主城区北市区龙泉宝云, 地处人文、自然资源丰富的松花坝水源地下</p>

		Location advantage (analysis of business clusters)	<p>游，是盘龙北部山水新城门户位置，北京路延长线与沔源路交叉口；北部山水新城、和谐世纪、北辰、同德四大商圈环绕；依照盘龙区商业网点规划，项目紧临商业发展轴与商务发展轴，未来规划发展利好。</p> <p>Longquan Junfa Plaza is located in Baoyun, Longquan, north of the main city of Kunming, in the lower reaches of the Songhuaba water source, which is rich in humanities and natural resources. It is located at the gateway of Shanshui Xincheng in the north of Panlong, at the intersection of Beijing Road Extension and Fengyuan Road. It is surrounded by four major business districts: Shanshui Xincheng, Hexie Shiji, Beichen and Tongde in the north. According to the plan of commercial outlets in Panlong District, the project is close to the business development axis and the commercial development axis, the future planning and development are favorable.</p>
		交通条件 Traffic conditions	<p>多维交通路网，专为便捷生活。项目交通配套较为成熟，地铁、公交、公路交通便利，可通过昆曲高速北至嵩明、曲靖等地，南至昆明主城区。坐享北京路、龙泉路、霖雨路、沔源路等“四横五纵”交通网，串联一城繁华。同时，紧邻地铁2号线羊肠村站、司家营站、龙头街站、北部汽车站4站口，多维立体交通，出行便捷无忧，构筑一座城市的生活理想。</p> <p>The multi-dimensional traffic road network is designed for convenient life. The transportation facilities of the project are relatively mature, and the subway, bus, and highway transportation are convenient. It can pass the Kunming Expressway to Songming and Qujing in the north, and to the main urban area of Kunming in the south. It enjoys the "four horizontal and five vertical" transportation networks such as Beijing Road, Longquan Road, Linyu Road, and Fengyuan Road, connecting the bustling of the city. At the same time, it is close to the 4 stops of Yangchangcun Station, Sijiaying Station, Longtou Street Station and North Bus Station on Metro Line 2, with multi-dimensional and three-dimensional transportation, convenient and worry-free travel, and an ideal city for life.</p>
		产业配套 Industrial supporting	<p>➤ 教育配套-名校围合 锦绣未来可预见 Educational facilities-prestigious schools are enclosed, the future is foreseeable.</p>

		<p>15 年云师大全龄教育，一站尽享从幼儿园至中学的教育资源，社区内规划 69 班中学、84 班小学，助力近 7290 名学子成长。截至 2019 年，云南师范大学附属俊发城中学、实验小学、小学、幼儿园、明通小学、艾尔西幼儿园、吉的堡幼儿园 7 所名校已开学，锦绣前程立即起航。</p> <p>15 years of full-age education at Yunnan Normal University, one stop to enjoy educational resources from kindergarten to middle school, 69 classes of middle schools and 84 classes of elementary schools are planned in the community to help nearly 7,290 students grow up. As of 2019, seven prestigious schools, including Junfacheng Middle School affiliated to Yunnan Normal University, Experimental Primary School, Primary School, Kindergarten, Mingtong Primary School, Elsie Kindergarten, and Jidebao Kindergarten, have opened school, and the bright future will begin immediately.</p> <p>➤ 医疗配套</p> <p>Medical supporting</p> <p>配建大型健康促进中心、为社区居民提供定制级医疗服务，引入高端医疗资源，接轨国际水准的医疗水平与服务理念。</p> <p>Equipped with a large-scale health promotion center, providing customized medical services for community residents, introducing high-end medical resources, and conforming to international standards and service concepts</p> <p>➤ 休闲配套—四大公园环绕，四时胜景如画</p> <p>Leisure facilities-surrounded by four major parks, picturesque scenery in four seasons.</p> <p>俊发城内约 3.7 万㎡闻一多公园现已呈现，约 5.7 万方的东干渠水景公园、约 1.4 万方文化主题公园、滨河公园四大生态公园环绕，盛景佳境辉映人文繁华，点缀生活诗意之美。</p> <p>Wenyiduo Park of about 37,000 square meters in Junfa City is now present, it is surrounded by four major ecological parks of about 57,000 square meters of Dongganqu Waterscape Park, about 14,000 square meters of Cultural Theme Park, and Binhe Park. The prosperous scenery and beautiful scenery reflect the prosperity of humanities and embellish the poetic beauty of life.</p>
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	项目定位 Project orientation	<p>昆明商业新地标，提供集运动、娱乐、文化于一体的全新都市生活体验；令人印象深刻的新城市客厅；开创俊发品牌价值的旅程高起点。</p> <p>Kunming's new commercial landmark, it provides a new urban life experience integrating sports, entertainment and culture. An impressive new urban living room. A high starting point for creating the journey of Junfa's brand value.</p> <p>龙泉·俊发广场作为俊发城的大型商业中心，将以“情景+体验”的新生活方式，为消费者打造一个集时尚购物、潮流美食、娱乐休闲等于一体的国际化多元化商业空间。</p> <p>Longquan Junfa Plaza, as a large-scale commercial center of Junfa Town, will use a new lifestyle of "scene + experience" to create an international diversified commercial space for consumers that integrates fashion shopping, trendy food, entertainment and leisure.</p>
	项目前期情况/ 已入驻企业 Preliminary situation of the project / settled enterprises	<p>已完成《可行性研究报告》</p> <p>"Feasibility Study Report" has been completed.</p> <p>已经取得建设工程规划许可证、建筑工程施工许可证。</p> <p>It has obtained the construction project planning permit and the construction project construction permit.</p> <p>目前意向进驻品牌有：万达院线旗下高端品牌—寰映影城（HOYTSCinemas）、滔博运动、海克力斯健身、Q+LIFE 城市超市、源玲美容。</p> <p>Brands currently intent to enter are: Wanda Cinemas' high-end brands-HOYTS Cinemas, Top Sports, Hercules Fitness, Q+LIFE City Supermarket, and Yuanling Beauty.</p>
	项目市场前景 Project market prospects	<p>昆明北片区城市商业处于升级阶段，从百货阶段向购物中心阶段过渡提升，项目所在片区同样存在商业升级的机遇；城市北部开发的新商品房已经陆续开始入住，片区常住人口导入加速，项目存在高品质消费人口逐步集聚的机遇；项目区位沣源路以北是龙泉古镇核心区，内含梁林故居，其中北面是省级重视的旅游片区，片区旅游发展存在机遇。</p> <p>Urban commerce in Kunming North Area is in the stage of upgrading, transitioning from the stage of department stores to the stage of shopping centers. The area where the project is located also has opportunities for commercial upgrading. New commercial houses developed in the northern part of the city have begun to be occupied by people one after another. Introduction of permanent population in the area has accelerated, and the project has opportunities for the gradual gathering of high-quality consumer population. The project location north of Fengyuan Road is the core area of Longquan Ancient Town, which contains the former residence of Lianglin, of which the north is a provincial-level tourist area, and there are opportunities for tourism development in this area.</p>
招商合作 Inves	招商方向 Investment promotion directions	<p>餐饮业态：中式餐饮、休闲餐饮、复合餐饮、异国风情餐饮、火锅、烧烤/铁板烧、焖锅/干锅、轻餐；</p> <p>Catering format: Chinese catering, casual catering, compound</p>

tmen t prom otion and coop eratio n		<p>catering, exotic catering, hot pot, barbecue/teppanyaki, stew pot/dry pot, light meal</p> <p>儿童亲子业态：儿童教育、儿童服务、儿童游乐、儿童零售</p> <p>Parent-child business format: children's education, children's services, children's amusement, children's retails</p> <p>文体娱业态：体育运动、娱乐休闲、文化艺术</p> <p>Culture, sports and entertainment formats: sports, entertainment and leisure, culture and art</p> <p>零售业态：时尚精品、服装、超市</p> <p>Retail formats: fashion boutiques, clothing, supermarkets</p> <p>生活服务业态：丽人养生、其它生活服务</p> <p>Life service format: beauty health preservation, other life services</p> <p>跨界集合店业态：生活方式集合、跨界体验店</p> <p>Cross-border collection store format: lifestyle collection, cross-border experience store</p> <p>办公写字楼</p> <p>Office buildings</p>
	合作条件 Cooperation conditions	<p>租赁、商业自持</p> <p>Leasing, business self-holding</p>
	联系方式 Contact details	<p>联系单位：盘龙区商务和投资促进局</p> <p>Contact Unit: Commerce and Investment Promotion Bureau of Panlong District</p> <p>联 系 人：张 谦</p> <p>Contact Person: Zhang Qian</p> <p>联系电话：15337124028</p> <p>Contact No.: 15337124028</p> <p>电子邮箱：403103533@qq.com</p> <p>Email: 403103533@qq.com</p> <p>联系单位：云南俊发宝云房地产有限公司</p> <p>Contact Unit: Yunnan Junfa Baoyun Real Estate Co., Ltd.</p> <p>项目联系人：李林</p> <p>Project Contact Person: Li Lin</p> <p>联系电话：15887215361</p> <p>Contact No.: 15887215361</p>

附：项目效果图/项目现状图/商业平面示意图

Attachment: Project renderings/project status pictures/commercial floor plans





▲ 项目效果图

▲ Project renderings



▲ 项目用地范围及平面图

▲ Project land scope and floor plan







