



**PARK CITY HANOI
MIXED-USE PHASE 1**
Hanoi, Vietnam



**CITY PLACE PARKCITY,
Hanoi, Vietnam**

City Place is JRDV Urban International's design for a new retail experience and an urban amenity that will support new residential and commercial growth in Hanoi.

The design establishes a premium pedestrian and shopping experience that is the core of the brand and will drive premium pricing in all the ParkCity products. The project will create a safe-urban place and lead the market in sustainability to create a new model of urban development in Hanoi.

The design uses Urban International's innovative approach to create a diverse and synergistic retail mix of international brands and high quality local brands, and also introduce an innovative retail leasing program that has a range of product and pricing that will attract a strategic customer demographic mix to the project.

The project integrates the idea of Park as destination into the urban place. It recognizes the role of water in the public park experience. Water is symbolic and revered in Hanoi Culture, and must be a key element of any public space strategy.

It created a new public space type that is a hybrid between park and street – taking advantage of the strong desire for public promenading in city parks.

The plan focused on activating the district with Local, Unique and "Authentic" retail tenants – Not trying to compete with the Mall. These tenants are designed to go smaller, change more frequently,

Project by E. McFarlan as Principal & Director at JRDV Urban International



JELLY COFFEE

WINE FACTORY

PARKCITY MALL

BEPE X BEPE

KANO FASHION

THE LOOF
CAFE

STARBUCK
COFFEE

STORE





