

## Canal City Center Ho Chi Min City, Vietnam

JRDV Urban International has planned an innovative mixed-use master plan for a 25-acre town center. Designed as a destination entertainment and retail shopping hub, as well as a premier residential and office location, the Ho Chi Min East CityCenter master plan is the first comprehensively designed environmentally sustainable Urban District in Vietnam.

The Master Plan creates a strategically branded urban place based on regional urban typologies, including authentic streets, plazas, parks, and urban building typologies.

It also establishes 4 major development parcels to link at the Ground floor and upper level retail floors. The new district downtown carefully blends traditional and contemporary design elements.

The plan establishes a strong pedestrian walkable street network that is unique to the scale and density of urban project.

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



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