Planning Practice in Areas Beyond Megacities under the Rural Revitalization Strategy in China: *Case Study of the New Jijiadun Village*

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Location Advantage

Jijiadun stands on the east of Shanghai, an international metropolis, and on the west of suzhou, a famous historical and cultural city. It is 40 minutes' drive from kunshan south high-speed railway station and Shanghai hongqiao airport, and 18 minutes' drive from shanghai-nanjing high-speed railway to Shanghai. The distance from suzhou and Shanghai is less than 1 hour by car, with convenient transportation and obvious geographical advantages.
Available local resources

- Complete water town pattern
Available local resources

- Rich tourism resources in the region
Features of master plan

According to the plan, the Jijiadun Village will be the core area, around which there are eight functional areas, including:

- the rural industrial demonstration area;
- the sightseeing agriculture demonstration area;
- the theme ecological park;
- the residential area;
- the Zhangnan Featured Village;
- the ecological agriculture demonstration area.
Features of Core area planning

- Preserve the village texture

In the core area (Jijiadun Village), through the analysis and calculation of the current situation, 121 households were retained on the basis of the 142 houses, and the other 21 households were returned for agricultural land. The planned construction land area is 4.92 hectares.

Legend
1. Entrance
2. Parking
3. Country Fair
4. Visitor Center
5. Garden
6. Restaurant
7. Minshuku
8. Art-Studio
9. Earth Temple
10. Community Facilities
Features of Core area planning

- According to the needs of the format to determine the original housing transformation

The planning has comprehensively evaluated the houses retained in the core area, and make overall arrangements according to the needs of the construction stage and the development needs of the resident business. The houses that basically meet the development needs of the layout are reserved, while structural reinforcement and decoration are planned as needed. For houses that do not meet the needs, renovations will be carried out within the scope of their original house sites.
Development Orientation

TOURISM PRODUCT 1.0  TOURISM PRODUCT 2.0  TOURISM PRODUCT 3.0  TOURISM PRODUCT 4.0
Farmhouse          Tourist Attractions     Resort          Co-Creation Community

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Business Model

An innovative model, namely the “1+X” cultural and rural model of the JiJiadun Co-Creation Community has been developed:

1: Taking the business of the hotel as the core, it has integrated varied functions such as the cultural business, themed restaurants, leisure experience, organic agriculture and other functions of cultural tourism, so as to form a complete cluster of cultural tourism.

X: It stands for a specific theme related to the rural cultural tourism, such as education and training, exhibitions, art performances, etc.
Development Status (the first phase)

**Total:** 121 households

**The first phase used:** 45 households + 1 public building

**Surplus:** 76 households
Development Status
Development Status
Future planning
Conclusions

1) Cultural Reconstruction and Rural-Urban Integration

Focus on culture and explore the distinctive features of the local area, to maintain the strengths and overcome the weaknesses. Establish the cultural creation platform, to attract external talents and young labourers to return to the rural areas and form their new rural cultures. Facilitate interactions and bonds between the original residents and new incomers as well as the integration between the urban and rural lifestyles, so as to gradually shorten the distance between the urban and rural areas.
Conclusions

2) Spatial Planning with Rural and Pastoral Landscape Maintained

The uniqueness of a rural area from its spatial dimension and arrangement carries the humanity and memory of the local rural life. The planning should abandon the external biases and respect the originality of each rural area. On the basis of the unique rural and pastoral landscape of a specific rural area, it is recommended to use low-density buildings to maintain the intimacy and affinity of the rural area, and create a rural community of ecological vitality.
Conclusions

3) Resources Integration and Modular Development

Integrate internal and external resources and establish the industrial platform of rural recreation to motivate the development of the tertiary industry and promote the overall value of the rural lands. Meanwhile, the rural areas can facilitate modular development of the rural cultural tourism, to rapidly revitalise the rural areas with the well-developed operation modes and customer groups.
Conclusions

4) Planning Oriented, and Multi-party Coordination

Use planning as a means of regulation, to comprehensively integrate the industries and establish feasible models of rural development featured with scientific layout and orderly construction, as well as optimized rural environments. Establish an interactive mechanism that involves the government, enterprises, planners and local residents, using the quality platform and advanced concepts from the external parties to satisfy the local needs and guide the local development with characteristic industries.