Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area —— take the rural revitalization of Jinxi town in Kunshan as an example

Xiaoyi Wen, Guoquan Zhang, Qiuyi Jiang;
China ; Shanghai Tongji Urban Planning & Design Institute CO.LTD;
46384651@qq.com

Key Findings

- The study of Rural Revitalization Strategy should be based on regional. Comprehensive consideration of historical background, contemporary opportunities and new demands.

- The countryside is no longer just a dependency of the city. High-quality development should be made from the perspective of developing the new ecological economy to find breakthroughs.

- Respecting history and respecting the environment so that local people can recognize it.

Open Questions for Discussion

- Experiences of other countries in rural revitalization: strategies, mechanisms, policies, etc.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area
—take the rural revitalization of Jinxí town in Kunshan as an example

Xiaoyi Wen, Guoquan Zhang, Qiuyi Jiang
Shanghai Tongji Urban Planning & Design Institute CO.LTD; China
Aim of research

Through this study on the Rural Revitalization of Jinxi Town, on the one hand, it comprehensively implements the national deployment and the task of Jiangsu as a benchmark; on the other hand, it earnestly follows the law of rural self-development, and in the theoretical category of regional economy, it is based on the development of metropolitan area and the background of Rural Revitalization era, with Chinese characteristics, Shanghai. The road of Rural Revitalization in metropolitan area. At the same time, this paper expects to provide ideas and methods for the compilation of strategic planning for Rural Revitalization in metropolitan areas.
Content

Background

China's urban and rural development has entered a new stage of comprehensive transformation. The advent of the era of metropolitan development and the strategy of Rural Revitalization are two important national strategic backgrounds of this study.

Historical Review

As the highest urbanization rate in Southern Jiangsu, rural and urban development needs synchronous resonance. Rural areas, as an important role in the integration of the Yangtze River Delta and the development of Shanghai Metropolitan Area, play an important role in regional cohesion and complementary functions, and are an important part in the overall construction of the metropolitan area. Jinxi Town is located in the southern end of Jiangsu Province, bordering Qingpu District of Shanghai, and between Suzhou and Shanghai. In ancient China, Jinxi was a traditional town of fish and rice and water culture. During the period of reform and opening-up, Jinxi worked closely with surrounding cities to create a brilliant chapter of "Sunan Model" and "Kunshan Model".
Contemporary Mission and how to achieve

In the new stage of development, Jinxi Town shoulders the heavy responsibility of more ecological functions and reduction of construction land indicators. It is not only more responsible for ensuring food production safety and protecting ecological functions, but also more demanding for rural revitalization. It is also more urgent to study its development path and strategy. Firstly, this paper takes Jinxi's contemporary mission as the starting point, secondly, through the analysis of Jinxi's function orientation, population, industry and space, and then puts forward the general strategic requirements of Rural Revitalization according to these four aspects. Thirdly, it demonstrates several different types of villages in Jinxi town, respectively. The cases of upgrading agriculture, industrial integration and development, demonstration of rural community and industrial retreat to build Jinxi Town to revitalize villages in the countryside. Finally, through the follow-up revision and improvement of planning formulation, to help the effective implementation of Jinxi Town's Rural Revitalization strategic planning.
Conclusions

At present, the proposal of the national strategy of Rural Revitalization is of great significance to realize the integration of urban and rural areas and the modernization of agriculture and rural areas in China. As the villages in the core circle of Shanghai Metropolitan Circle, we should take "industrial prosperity, ecological livability, rural culture, effective governance and rich life" as the general requirement, seize the opportunities for development within the circle of Shanghai Metropolitan Circle, take "ecology, sharing, integration and high quality" as the core concept, adhere to the agricultural standard, and adhere to urban and rural areas. Overall planning, from the "positioning, population, industry, space" four aspects of an all-round strategic deployment, to promote institutional innovation of the physical mechanism. Meanwhile, the strategy of Rural Revitalization should respect history and local customs, adhere to the idea of urban-rural co-ordination according to different types of villages, put forward planning strategies according to local conditions, so as to make rural revitalization into an acceptable, concreted and operable strategy system, and help Jinxı become a blue-green interweave in the future, glowing brilliant and vigorous——New Jiangnan Water Township.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area——take the rural revitalization of Jinxin town in Kunshan as an example
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

目录

PART 1 Mission - 使命
PART 2 Review – 审视
PART 3 Strategy – 战略
PART 4 Path – 路径
PART 1 Mission

Historical Review and Contemporary Mission
锦溪区位
location

东距上海市区50公里，
50 kilometers east of Shanghai.
西邻苏州市区30公里，
30 kilometers west of Suzhou City.
与昆山市区相距20公里。
20 kilometers away from Kunshan City.

资料来源：根据《上海市城市总体规划（2017-2035年）》绘制
It has **Unique Humanistic Landscape, and befamous of Folk Museums.**
Jinxi is a Canal Town in South of the Yangtze. almost all Villages are built by water.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

The China’s earliest national space strategy: the Beijing-Hangzhou Grand Canal 京杭大运河
关键词：小桥、流水、人家 - 荡 - 浜 - 五湖三荡
bridge, water, house
In the National Land Planning of the Beijing-Hangzhou Grand Canal, Jinxi thrives in response to water. The most important responsibility of Jinxi is to provide food and economic contributions.

The canal created Jinxi:
High-quality ecological background, traditional land of fish and rice: fertile land fit for farming.
Township enterprises and private enterprises become the main force of economic development
As an important role in the integration development of the Yangtze River Delta and the development of Shanghai Metropolitan Area, rural areas play an important role in linking up and complementing each other's functions. They are also an important part in promoting the overall construction of the Metropolitan Area. What is Jinxi's contemporary mission?
"Implementing the Strategy of Vitalizing the Rural Areas" — Integration of urban and rural development

### General requirements for National Rural Revitalization Strategy

**Seven National Strategies:** Revitalizing the Country by Science and Education, Strengthening the Country by Talents, Innovation-Driven Development, **Rural Revitalization, Regional Harmonious Development**, Sustainable Development and Civil-Military Integration

- Adhere to the Priority of Agricultural and Rural Development
- General requirements: thriving industry, livable ecology, civilized rural style, effective governance, rich life
- Establishing and Perfecting the System, Mechanism and Policy System of Urban-Rural Integration Development
- Accelerating the Modernization of Agriculture and Rural Areas

**Rural Revitalization:**

**2017.10——The report of the Nineteenth National Congress of the Communist Party of China put forward for the first time “the strategy of rural revitalization”**

- Adhering to the strategy of rural revitalization, the general requirements for rural revitalization include: thriving industry, livable ecology, civilized rural style, effective governance, and rich life.

**2018.3——The report of the 13th National People’s Congress once again emphasizes “vigorously implementing the strategy of rural revitalization”**

**Requirement:**
- Promoting structural reform of agricultural supply side, deepening rural reform in an all-round way and promoting all-round development of rural undertakings
- Adhering to the road of revitalizing the socialist countryside with Chinese characteristics and speeding up the modernization of agriculture and countryside

**Elimination: unbalanced development between urban and rural areas**

**The Standpoint of “Implementing the Strategy of Vitalizing the Rural Areas”: Integration of Urban and Rural Development**

- We should resolutely eliminate the drawbacks of the system and mechanism, and make the market play a decisive role in the allocation of resources.
- Better play the role of the government to promote the free flow and equal exchange of urban and rural factors.
- Promote the synchronous development of new industrialization, informatization, urbanization and agricultural modernization.
- We will accelerate the formation of a new type of urban-rural relationship between workers and peasants that promotes mutual promotion between workers and peasants, complements urban and rural areas, integrates them in an all-round way and enjoys common prosperity.

*Extracted from “Report on the Work of the Government”: First Session of the 13th National People’s Congress on March 5, 2018*

**Premier Li Keqiang of the State Council**
Shanghai Metropolitan Area
The Core Hinterland of Yangtze River Delta Metropolitan Circle——Shanghai Metropolitan Circle

Essential information
Jinxi Town is located in Kunshan City, Jiangsu Province, with Dianshan Lake in the east, Chenghu Lake in the west, Jinze Town in Qingpu District of Shanghai in the south, Yongzhi Town in Wuzhong District of Suzhou City and Zhangpu Town in Kunshan City in the north. Jinxi Town has a total area of 90.69 square kilometers.

Geographical location
Located between Shanghai, an international metropolis, and Suzhou, a famous historical and cultural city, Jinxi Town, an ancient water town in the south of the Yangtze River, belongs to Kunshan City, Jiangsu Province. It is 50 kilometers east of Shanghai City, 30 kilometers west of Suzhou City and 20 kilometers away from Kunshan City.

Key words:
Shanghai Metropolitan Circle - around dian Shanhu Strategic Cooperative Zone
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Shanghai Metropolitan Area**

**New Economic Zone of Ecological Civilization**

- **Traditional Economic Transformation Zone**
  - Based on existing advantageous industries, optimize the industrial chain, promote high-end manufacturing transformation and upgrading.

- **Eco-Civilization New Economic Zone**
  - Ecology + Culture + Art + Tourism + New Economy to build a world-class lake area.

- **Global City Core Functional Area**
  -围绕金融、贸易、航运形成总部功能集聚区

- **Innovation Economic Agglomeration Demonstration Area**
  -以G60Sci-Tech Innovation Zhou郎集聚创新要素，形成科教研发与商务服务高地

**Basics**

锦溪镇位于江苏省昆山市，东临Dianshan Lake，西依Chenghu Lake，南与上海市青浦区金泽镇相接壤，北与苏州市吴中区甪直镇和昆山市张浦镇相毗邻。锦溪镇总面积90.69平方公里。

**Geographic Position**

位置优越，位于国际化大都市上海和历史文化名城苏州之间的江南水乡古镇——锦溪镇，隶属于江苏省昆山市，东距上海市区50公里，西邻苏州市区30公里，与昆山市区相距20公里。

**Keywords**:环湖临沪、环Dianshan Lake、Chenghu Lake两大湖区

**Source**: According to the Shanghai City Master Plan (2017-2035)
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Relevant Planning**

**Kunshan Master Plan (2016-2030)**

**Overall positioning:** Kunshan has established the urban nature of “livable and industrial big cities with high quality development, famous international intelligent manufacturing cities, important strategic fulcrum linking Shanghai and Jiangsu, green ecological city with Jiangnan characteristics”. The general plan also proposes to further dock with Shanghai and integrate into Suzhou, and strive to build Kunshan into a pilot demonstration area for the Yangtze River Delta to implement new development concepts, achieve higher quality development and a higher quality of life.

**Promotion of New Urbanization and Optimization of Population Structure**

1. **Basic Principles:** Response to the citizenization needs of migrants, innovation and entrepreneurship needs, the equalization of basic public services in urban and rural areas, the trend of aging, and changes in family planning policies

   **Configuration criteria:** A four-level public service facility system of "municipal-district-town-street-community" has been formed as a whole.

2. **Constructing a "10-minute good life circle"**
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Relevant Planning
Kunshan Master Plan (2016-2030)

The Nature of Towns:
The famous historical and cultural towns in China, the towns of folk museums, and the famous tourist towns in the south of the Yangtze River with abundant lake resources.

Development Goals:
Relevant Planning

Detailed Control Planning of Jinxi Town Living Area in Kunshan

**Functional positioning**
It is a small town comprehensive area with the characteristics of giving priority to the comprehensive service function of cities and towns and taking into account the leisure tourism of water towns as a whole.

**Development orientation**
Promote people-oriented and smart growth model to form small towns with tourism characteristics under the background of new urbanization.

**Functional partition**
Generally speaking, the river system and main traffic arteries are divided into five functional areas. Four urban living areas and one tourist and leisure area.
**Relevant Planning**

**Detailed Control Planning of Lake-side Resort in Jinxi Town,**

**Functional positioning**

The lakeside tourist resort mainly consists of recreation and ecological sightseeing.

**Development orientation**

Planning and utilizing rivers, lakes, wetlands and green spaces in the plot to create eco-tourism sightseeing areas.

**Functional partition**

Four districts:

1. **Dianshan Lake Resort:** Depending on the beautiful natural scenery along the coast of Dianshan Lake, it mainly serves the accommodation, catering and leisure of the tourist population.

2. **Chessboard Waterfront Recreation Area:** Build lake-side eco-agricultural sightseeing, resort hotels, wetland parks and water experience centers.

3. **Wangyangdang Ecological Conservation Area:** Popular science education in conservation.

4. **Changbaidang Ancient Kiln Art Area:** Combining the ancient kilns near Zhujiadian, Zhubang and other villages, as well as the southern part of the town, the ancient kiln art zone is developed to form a kiln-themed tourist area.
trend analysis

National level: preserving grain production function - 100,000 mu of good farmland in Kunshan and 1000 hectares of good farmland in Jixi. Consensus at the regional level: At present, the premise of rural development, regional ecological maintenance is an indispensable function. Ultimate goal: The experience of developed countries can eliminate the gap between urban and rural areas and achieve the goal of "integration of urban and rural life with differences, no gaps, mobility and barriers":

Consideration: Is it most likely that the integration of urban and rural life will be the first to achieve "difference, no gap, mobility, barrier-free"?
trend analysis

Thought change one: More importantly, high-quality development should be made from the perspective of developing the new ecological economy to find breakthroughs. Second, we should explore the characteristics of the countryside. The countryside is no longer just a dependency of the city.

For example, tapping rural leisure and recreation functions, preserving the regional characteristics and cultural heritage of Jiangnan Waterfront, improving rural living environment, improving agricultural quality, improving people’s lives, and ultimately achieving the same level between urban and rural areas.
Most Important and Urgent Questions:

the most important and urgent problems should be solved first. Now it's about three aspects.

Question 1 is more about people's livelihood. It is imperative for village industrial land to "move" under the goal of reduction planning. How can the industry be eliminated? What can we do without causing contradictions and settling back? How do the unemployed and the elderly in the village find jobs and how can the vitality of the village be restored? Farmers' income growth is slowing down. What is the future income increase?

Question 2: Ecology: How to restore the brown land after land clearance, such as the woodworking community? Where will livestock and poultry farming go under the ecological pressure?

Question 3: On the industrial side: How to do the dislocation development? How to build the backward advantage of Jinx rural tourism? Restricted by the insufficient comparative advantage of agriculture in cultivated land (water surface), how to enhance the economic value of agriculture?
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Jinxi's Contemporary Mission**

Rural rejuvenation adheres to the guiding ideology of socialism with Chinese characteristics in Xi Jinping's new era, deeply implements the spirit of the Nineteenth National Congress of the Party and the Party congresses of provinces and municipalities, adheres to the combination of macro-policy orientation and local actual conditions, bases itself on "new background, new opportunities and new requirements", and avoids "urbanization, disorder and homogenization". Constructing the Rural Revitalization space to develop as a breakthrough, realizing the "three transformations" in planning orientation, and promoting the whole rural revitalization of Jinxi Town.

### Current situation and trend

<table>
<thead>
<tr>
<th>Main features and challenges</th>
<th>Current situation and trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Background</strong></td>
<td>Eliminating the gap between urban and rural areas, promoting regional integration policy, developing trend of urban-rural integration in metropolitan area, interaction and cooperation between rural and urban areas in a higher level and in a broader field, and participating in international competition.</td>
</tr>
<tr>
<td><strong>New Opportunities</strong></td>
<td>Metropolitan area is the most advantageous regional space for rural revitalization. &quot;Core near Shanghai Metropolitan Area&quot;, &quot;Dianshan Lake Co-development Zone&quot;, &quot;New Economic Zone of Ecological Civilization&quot;, &quot;Jiangsu, Zhejiang, Shanghai and Baoyou District&quot; bring opportunities for the development of new economy.</td>
</tr>
</tbody>
</table>
| **New requirements** | High-quality development requirements need to correspond to high-quality ecological, production, living, land and energy consumption "reduction" and space efficiency "value-added ".
| **Rural Urbanization** | The border area between Shanghai and Soviet Union accepts radiation from metropolitan areas, new residential areas and new tourist areas, and overuses urban techniques, which fails to reflect the value of the countryside. Therefore, it is necessary to enhance the value of the countryside. |
| **Rural Disorder** | Simple marginal development has caused great damage to the orderly spatial structure and regional ecological environment, and needs to coordinate and coordinate the spatial resources across regions. |
| **Rural Homogeneity** | Industry homogenization competition, supporting standardized supply, uniform style. Diversity is one of the components of vitality, and rural vitality needs to be activated urgently. |
### Jinxi's Contemporary Mission

<table>
<thead>
<tr>
<th>Principles and Guidance</th>
<th>Main Ideas and Countermeasures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The metropolitan area draws on its strength. Regional collaboration</strong></td>
<td>It is suitable for high-quality agriculture, ecological agriculture, science and technology agriculture that matches regional integration, coordination management mechanism across regions and cooperative management mechanism.</td>
</tr>
<tr>
<td><strong>Get rid of unreasonable practices</strong></td>
<td>Jinxi has a good ecological base. It takes the lead in carrying out the concept of ecological civilization, water environment management, ecological restoration, ecological function improvement, early warning and prevention of ecological pollution, etc. It strives to maintain the ecological security of the whole region, and strengthens the ecological joint prevention, control and coordinated management of the surrounding Dianshan Lake and Chenghu Lake.</td>
</tr>
<tr>
<td><strong>Highlighting Rural Value</strong></td>
<td>We should focus on breaking through tourism, transforming and upgrading industries, building an efficient, coordinated and sustainable pattern of urban spatial development, and realizing urban transformation and development.</td>
</tr>
<tr>
<td><strong>Overall planning</strong></td>
<td>From top to bottom, based on resource endowment, ecological background and comparative advantages, we should make comprehensive planning for the spatial form, industrial layout, ecological protection, infrastructure and public services of the whole countryside to achieve multi-conformity and guide the implementation of towns and villages.</td>
</tr>
<tr>
<td><strong>Orderly development</strong></td>
<td>From top to bottom, based on resource endowment, ecological background and comparative advantages, we should make comprehensive planning for the spatial form, industrial layout, ecological protection, infrastructure and public services of the whole countryside to achieve multi-conformity and guide the implementation of towns and villages.</td>
</tr>
<tr>
<td><strong>Jiangnan Culture Bottom, Differential Architecture</strong></td>
<td>Jinxi has a good ecological base. It takes the lead in carrying out the concept of ecological civilization, water environment management, ecological restoration, ecological function improvement, early warning and prevention of ecological pollution, etc. It strives to maintain the ecological security of the whole region, and strengthens the ecological joint prevention, control and coordinated management of the surrounding Dianshan Lake and Chenghu Lake.</td>
</tr>
</tbody>
</table>
PART 2 Review

the current situation of rural development in Jinxi Town
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Functional positioning**

lack of coordination between urban areas and rural areas at the macro level, failure to highlight their own characteristics at the village level, weak implementability, and weak links at the town level. In the latest Kunshan Master Plan, The Nature of jinxi is to be the famous historical and cultural towns in China, the towns of folk museums, and the famous tourist towns in the south of the Yangtze River with abundant lake resources.

Detailed Control Planning of Lake-side Resort in Jinxi Town,

**Functional positioning**
The lakeside tourist resort mainly consists of recreation and ecological sightseeing.

**Development orientation**
Planning and utilizing rivers, lakes, wetlands and green spaces in the plot to create eco-tourism sightseeing areas.

Detailed Control Planning of Jinxi Town Living Area in Kunshan

**Functional positioning**
It is a small town comprehensive area with the characteristics of giving priority to the comprehensive service function of cities and towns and taking into account the leisure tourism of water towns as a whole.

**Development orientation**
Promote people-oriented and smart growth model to form small towns with tourism characteristics under the background of new urbanization.

**Functional partition**
Generally speaking, the river system and main traffic arteries are divided into five functional areas. Four urban living areas and one tourist and leisure area.
Population problems

The income gap between urban and rural areas causes regional population factors to flow, which leads to the restructuring of rural social structure in Jinxi Town; self-built houses have high cost, high idle rate and low utilization rate.

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Administrative Level</th>
<th>Province</th>
<th>The proportion of immigrants to permanent population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dongguan</td>
<td>Prefecture-level cities</td>
<td>Guangdong</td>
<td>75.68%</td>
</tr>
<tr>
<td>2</td>
<td>Liuyang</td>
<td>County-level city</td>
<td>Hunan</td>
<td>72.06%</td>
</tr>
<tr>
<td>3</td>
<td>Shenzhen</td>
<td>Planned separate cities</td>
<td>Guangdong</td>
<td>67.71%</td>
</tr>
<tr>
<td>4</td>
<td>Kunshan</td>
<td>County-level city</td>
<td>Jiangsu</td>
<td>50.21%</td>
</tr>
<tr>
<td>5</td>
<td>Zhongshan</td>
<td>Prefecture-level cities</td>
<td>Guangdong</td>
<td>50.08%</td>
</tr>
<tr>
<td>6</td>
<td>Foshan</td>
<td>Prefecture-level cities</td>
<td>Guangdong</td>
<td>46.38%</td>
</tr>
<tr>
<td>7</td>
<td>Jinjiang</td>
<td>County-level city</td>
<td>Fujian</td>
<td>45.87%</td>
</tr>
<tr>
<td>8</td>
<td>Xiamen</td>
<td>Planned separate cities</td>
<td>Fujian</td>
<td>43.74%</td>
</tr>
<tr>
<td>9</td>
<td>Shanghai</td>
<td>Municipality</td>
<td>Shanghai</td>
<td>40.08%</td>
</tr>
<tr>
<td>10</td>
<td>Yiwu</td>
<td>County-level city</td>
<td>Zhejiang</td>
<td>38.39%</td>
</tr>
</tbody>
</table>
Industrial problems

agricultural growth is weak, the transformation of village industry is imperative, the service industry of tertiary industry is showing a growth trend, and has the potential and trend of creating "ecological new economy"
Spatial problems

too dispersed space, resulting in the lack of organic links between the districts; land use indicators reduction, affecting the re-allocation of small public facilities, production facilities, and the problem of idle space resources.

Part of the idle space resources mainly come from the plot land after the closure of the village enterprises, which is temporarily idle due to the need for high-cost land restoration investment to return cultivated land, and the idle workshop of some large industrial districts. The other part is the outsourced project land, which is idle due to the enterprise's own business reasons.
Development Orientation Strategy

Development Orientation

New Jiangnan Water Village as Beautiful as Poetry and Painting

Development Goals

Shanghai Metropolitan Cooperative Development Zone New Jiangnan Water Town Model

The Benchmark of Agricultural and Rural Modernization in Suzhou

Model of Urban-Rural Integration Development in Kunshan City

New Form of Business: A Model of Urban Modern Agriculture Development

- We will promote structural reform of the agricultural supply side. Around promoting the upgrading of the industrial system, production system and management system of agriculture, the modernization level of agriculture will be further promoted.
- Promote the integration of agriculture, commerce, culture and tourism, promote the development of modern services such as tourism, exhibition and cultural creation, and promote the integration of Rural three industries.

New Life: A Model of Urban-Rural Integration Development

- We will further promote the development strategy of urban-rural integration, promote the free flow and balanced allocation of urban and rural factors, and build a new urban-rural relationship with mutual interaction and complementary symbiosis.
- To meet the needs of accelerating the transformation of the age structure, employment characteristics, lifestyle and quality of life of new rural people, and to build a new way of production and life in rural areas.
- It meets the requirement of two-way interaction between urban and rural areas. Improve the level of infrastructure and supporting services, attract urban capital and residents through high-level livable environment construction, and promote urban-rural integration.

New Jiangnan: A Model of Spatial Form of Water Township in New Jiangnan

- Rehabilitation of local ecology, inheritance of local culture, protection of local form, with the concept of global landscaping, scenic spots, accessibility and participation, shape Damei agricultural water form.
- Strengthen the comprehensive improvement of rural human settlements environment, build a new beautiful countryside (block), repair soil, control water quality, and build a beautiful local environment.
- Combine the functional format with the shape shaping to ensure the strategy of shaping the differentiated style of production, life and ecology.
Population structure optimization strategy

Promoting population mobility and optimizing population system
Guarantee public service facilities and create a rural public activities circle

Industrial Development Strategy

To excavate the cultural value, leisure value, ecological value and economic value of the countryside, take building "one town and one product" of Jinxi Town as a breakthrough point, take the lead in realizing agricultural modernization town and sharing pastoral water villages around Dianshan Lake area as the goal, and realize the sustainable development of the new ecological economy.

1. Deep integration and upgrading of industrial system
2. Ecological wisdom and optimization of production system
3. Cooperation and Sharing to Activate Business System
4. Supporting and perfecting the industrial chain of Agricultural Engineering in an all-round way
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Space Development Strategy**

From the analysis of gross national product, population statistics, industrial statistics, agricultural land area, gross grain production and per capita income of farmers, the relationship between industrial functions and spatial distribution is obtained.
Space Development Strategy

From the analysis of gross national product, population statistics, industrial statistics, agricultural land area, gross grain production and per capita income of farmers, the relationship between industrial functions and spatial distribution is obtained.

1. Strengthen the implementation of space use control

2. Optimizing Rural Development Space

1) Reconstructing the planning structure of rural revitalization: one center, one corridor, two axes and four districts.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Space Development Strategy**

From the analysis of gross national product, population statistics, industrial statistics, agricultural land area, gross grain production and per capita income of farmers, the relationship between industrial functions and spatial distribution is obtained.

1. **Strengthen the implementation of space use control**

2. **Optimizing Rural Development Space**

2）Create efficient and intensive rural production space. Build Jinxı model of linkage among agricultural production area, rural community, Jinxı town area and Rural Creative Zone.

[Image: Four-zone linkage diagram]
Space Development Strategy

From the analysis of gross national product, population statistics, industrial statistics, agricultural land area, gross grain production and per capita income of farmers, the relationship between industrial functions and spatial distribution is obtained.

1. Strengthen the implementation of space use control

2. Optimizing Rural Development Space

3) Build a suitable living space in the countryside. According to the characteristics of each village, there are high-quality fields, farmland and water scenic spots, green exhibition and marketing areas, community living areas, ancient village tourist areas, ancient kiln art areas, lakeside resorts, etc.
Space Development Strategy

From the analysis of gross national product, population statistics, industrial statistics, agricultural land area, gross grain production and per capita income of farmers, the relationship between industrial functions and spatial distribution is obtained.

1. Strengthen the implementation of space use control

2. Optimizing Rural Development Space

3) Build a suitable living space in the countryside. According to the characteristics of each village, there are high-quality fields, farmland and water scenic spots, green exhibition and marketing areas, community living areas, ancient village tourist areas, ancient kiln art areas, lakeside resorts, etc.
PART 4 Path

Case Study: Villages Revitalized in Rural Areas
1. Case Study of Agricultural Upgrading Village: Changyun Village
Overview of the present situation
ChangeYun village

Core Appeal: "Changyun Model" Upgraded

1. How to realize the re-transformation of ecological and social benefits to the surrounding areas, and how to find a development model that is easy to popularize?
2. How can agricultural production find new growth points? How to shape new agricultural brand and benchmark?
3. How to obtain better resources, how to obtain more abundant social and economic benefits, how to increase villagers’ income
4. How to obtain more employment opportunities, how to achieve prosperity; How to obtain better supporting services;

S Advantages: three-dimensional agricultural advantages, transportation advantages, rich arable land resources, rich water resources: two lakes and one Jing.
W Disadvantage: It is difficult to raise collective economic income again.
O Opportunities: Changyun Village Agricultural Cooperative was elected as a state-level cooperative in 2019 and a demonstration village for Rural Revitalization in Jinxi Town.
T Challenge: Develop agriculture with high efficiency and quality, and find ways to upgrade and promote Changyun model. The homogeneous development of villages, competition for government resources and market space.

How to realize the re-transformation of ecological and social benefits to the surrounding areas, and how to find a development model that is easy to popularize?
How can agricultural production find new growth points? How to shape new agricultural brand and benchmark?
How to obtain better resources, how to obtain more abundant social and economic benefits, how to increase villagers’ income
How to obtain more employment opportunities, how to achieve prosperity; How to obtain better supporting services;
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Target positioning:

Prosperity of Industry, Window of Agriculture in Jinxi

Major Features of Ecological Stereo Agriculture, Urban Agriculture and Modern Agriculture

Leading Party Construction
Policy Innovation

Technology Agriculture
Application Practice

Stereoscopic Agriculture

Re-upgrading Changyun Model

Staging objectives:

High-efficiency and High-quality Agricultural Benchmarking

Major Features of Ecological Stereo Agriculture, Urban Agriculture and Modern Agriculture

Main paths:

New Model + New Agriculture + New Technology

Continue to give full play to the advantages of Changyun's state-level cooperatives, continue to upgrade policies, agriculture and operation

A. Scientific and Technological Agricultural Experimental Field
B. Upgrading Crab Culture in Paddy Field
C. Renewal of duck farming in paddy fields
Planning vision:
The Patron Saint Of Organic Rice

Functional planning: Innovation

High efficiency

Efficient

Model Innovation

Stereoscopic Agriculture

Practice of Agricultural Innovation

Production safety

Green Agriculture

Environmental Friendly

Policy incentives

Brand

模式创新

生产高效

绿色农业

政策激励
Core development issues
Strategies for Agricultural Industry Upgrading

Leading the Application of Agricultural Technology

Give full play to the advantages of Changyun’s state-level cooperatives, speed up the application and upgrading of agricultural technology and the construction of modern agricultural system.
A. Scientific and Technological Agricultural Experimental Field
B. Upgrading Crab Culture in Paddy Field
C. Renewal of duck farming in paddy fields

Developing Three-dimensional Agricultural Economy with Ecological Circulation

From "low-level horizontal reclamation" to "multi-level circular agricultural ecosystem".
A. Shrimp farming in paddy fields
B. Crab culture in paddy fields
C. Raising ducks in paddy fields
D. Snail Culture in Paddy Field

Creating Urban Leisure Agriculture

Developing urban agriculture and promoting green leisure.
Vigorously develop urban agriculture and leisure agriculture, with limited agricultural resources, to achieve unlimited creativity, vigorously develop the "sixth industry" which integrates agriculture, diet, regional resources and other factors.
Core development issues
Changyun Model Upgrading Strategy

Upgrading the Model of "One Town One Product"

The potential resources and potential capabilities of Changyun are utilized to refine the zones. So that each area has its own unique agricultural products or other products.

Green Three-dimensional Agricultural Area
- Two-cropping fields of rice and wheat
- Two-cropping fields of rice, rape and rape
- Vegetables, fruits, seedling fields

Symbiotic Agricultural Experimental Zone
- Rice-shrimp symbiotic paddy field
- Rice Crab Experimental Field
- Rice and shrimp experimental field

Water Township Resident Living Area
- Water Village block
- Homestay
- Delicious food…

Constructing Cooperative Development Mechanism

Green three-dimensional agriculture + symbiotic agriculture + water village residents, the three are linked development.

Supported by green three-dimensional agriculture, it supports the development of symbiotic agricultural experimental areas, and then forms livable residential areas in water towns.

Shaping the Brand Characteristics of Changyun

Changyun's characteristics will be packaged to form commodities and enhance the added value of products. The local people take pride in shaping the Changyun brand and making it famous all over the country.

Reference for Packaging Selection

Diagram of Linkage Development

"One Town One Product"
2. 产业融合型村庄案例：狭港村

Case Study of Industrial Integration Village: Xiagang Village
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**SWOT Analysis**

**Overview of the present situation**

**S (Strengths):**
- Rich in water resources, located near Chenghu Lake and Mingjingtang; transportation is convenient.

**W (Weaknesses):**
- Severe ecological destruction, mainly due to road construction causing dead-end canals, ecological pollution from fish farming, and abandonment of industries.

**O (Opportunities):**
- Jinxi Avenue,环湖廊道 tourism in transportation, bringing opportunities to the Chekong Village, but the exit of the Changji Highway has uncertainty.

**T (Threats):**
- Ecological recovery and industrial transformation.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Target positioning:
——
The Foundation of Fixed Ecology and the Window of Jinxi Ecology

Characterized by ecological restoration, fish and rice culture and leisure tourism

Ecologically Beautiful
Leisure Fishing Village

North Portal
of jinxi

important Eco-node of Chenghu Lake

Best natural outdoor classroom

Demonstration Village of Ecological Restoration in Jinxi Town

Eco-oriented Agricultural Park
Characterized by ecological restoration, fish and rice culture and leisure tourism

Staging objectives:

Ecologically Beautiful Leisure Fishing Village

North Portal of jinxi

important Eco-node of Chenghu Lake

Best natural outdoor classroom

Main paths:

Restoring Ecology
Combining the construction of Chenghu ecological conservation area, Ecological Corridor around the lake and small industries that have been cleared away, we should further expand ecological effects, strengthen ecological conservation and control, and build demonstration sites for ecological civilization construction. At the same time, we should attract tourism with ecology, introduce green tourism products, and attract tourists to increase vitality.

Expanding Industry
On the basis of the current agriculture, we should supplement the service industry and tourism industry, re-integrate the resources with the idea of "agriculture + tourism", dig the tourism resources in depth, and promote the transformation of regional industries and expand employment opportunities.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area.

Functional planning:

- Leisure
- Habitat
- Fisheries
- Fish and Rice Culture
- Education
- Eco-fishery
- Outdoor teaching
- Ecological Practice

Establishment of a perfect ecological link network between land and water space, maintenance and improvement of ecological stability and maintenance of a benign development model.

Planning vision:

Xiagang village
Core development issues

Core development issues: through an ecological chain, a cultural chain, protecting the ecological background, coordinating spatial elements, transforming traditional agriculture, innovating urban and rural co-ordination.

1. Eco-chain:
   - Demonstration Zone for Ecological Restoration
   - Pollution-free aquaculture area
   - Eco-vegetable and fruit sightseeing area

2. Cultural chain:
   - Chenghu Lake
   - Mirror oscillation
   - Ring into Jinxi Ring Lake Tourist Circle
Core development issues

5.3.1 生态保护对策——生态链

Purification of ecosystem

Water surface ecosystem
Eco-floating island, purifying water system
Plant floating island: Nitrogen is attached to aquatic plants by microorganisms to prevent water pollution caused by algae.

Building Ecological Background Together

Building Ecological Background Together
Protect the ecological background, reduce the chemical pollution brought by agriculture naturally, combine with the current farmland landscape, form the ecological pattern of “one zone, one river, one bank” and create rich tourist routes.

Improving Village Resilience

Ecological corridor (buffer forest belt) + ecological dam (wetland bank protection) + wetland (farmland wetland system)
Eco-corridors are built on villages across wetlands, using local timber in narrow harbors to ensure the connection between eco-landscape plates.

Schematic map of spatial plant allocation in forest catchment depression

Through artificial guidance and impact of natural water flow, lakeside wetlands are formed, thus increasing the ecological habitat of plant species and increasing the efficiency of water purification.
Core development issues
5.3.2 产业发展对策——文化链

Enjoy the scenery

Major economic industries in the village: At present, rice/wheat planting and aquaculture are continuing to be the main industries, and rice-fish symbiosis experiments are added to improve the efficiency and sciency of traditional fish-rice industry.

Enhancing the Experience of Characteristic Agriculture

Creation of diversified activities: making use of idle space to form sightseeing agriculture, creating interesting and enriched landscape, and in the long run, it can be built as a film and television base and a wedding photography base.

Introducing Leisure Tourism

Focusing on Mingjingdang and Chenghu ecological lake-surrounding areas, the introduction of lakeside theme creative nodes, mainly focusing on parent-child activities and ecological leisure, attracts high-end consumers in Shanghai, Kunshan and other places.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Layout of Rainwater Garden

Classification of Rainwater Gardens

Waterfront Rainwater Garden
Spatial structure: farmhouse-waterfront trail-water system
Role: Collecting and purifying road runoff from rainfall
Profile structure: Because some of the rainwater will be discharged into the adjacent water after purification, the packing layer should be selected with a larger thickness to achieve a better water purification effect.

Public Rainwater Garden
Spatial Structure: Agricultural House-Road-Agricultural House/Farmland
Function: Store rainwater while creating good landscape effect
Section structure: It is necessary to increase the depth of aquifer and the thickness of gravel layer, set up a large volume of water storage system, and improve the efficiency of rainwater circulation and utilization.

Private Rainwater Garden
Spatial Structure: Farmhouse-Courtyard-Farmhouse/Wall
Function: Collecting roof runoff and courtyard drainage from rainfall
Profile structure: In the house with larger area, rain garden with smaller depth can be set to reduce costs. Vegetable or flower planting is the main plant allocation, which is conducive to promotion.
Aquifer: 200 mm concave terrain and water storage function of plants themselves

Cover: 50 mm bark or gravel
Planting Soil Layer: 250-300 mm Local Soil Mixed with Fine Sand

Packing Layer: Waterfront Rainwater Garden: 300-500 mm
Residential Rainwater Garden: 200-300 mm

River sand (coarse sand 40-70%, fine sand 0-40%, superfine sand 10-60%), zeolite, (water treatment organic sludge (aluminium sludge, etc.)

Gravel layer: 200-300 mm gravel diameter 40-60 mm
3. 乡村社区型村庄案例：张南村

Case Study of Village of Village Community Type: Zhangnan Village
Advantages: Location advantage, convenient transportation, adjacent water, traditional strip water texture, Tongwubao Lake, can be linked with the development of Jijiadun;

Disadvantage: Villages are losing vitality, land resources are limited, only 134 mu, collective income is difficult to grow, and public service facilities are scarce.

Opportunities: Located in the tourism circle of Jinxi ancient town, Tongjinxi Great Ring Road around Lake, Jijiadun ideal village brings passenger flow and high attention;

Challenge: Stimulate the vitality of a village in a traditional water town in the south of the Yangtze River.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

International Water Township, Charm Zhang Nan
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Target positioning:

—— Spiritual & Vigorous Water Township in Jiangnan

3N type: New Life + New Ecology + New Wisdom

The most livable pastoral community

rural tourism Leisure destinations

Shanghai Suburbs Living in Water Township

The Experience of Slow Life

Staging objectives:

3N type International Rural Community

3N type: New Life + New Ecology + New Wisdom

Main paths:

Village upgrading and environmental optimization

Business Form Introduction and Crowd Attraction

Link up with Jijiadun to build an international Fanxin Jiangnan on the west side of Dianshan Lake.

By virtue of the location advantage close to the international metropolis, we can gather the strength and wisdom of different groups, and provide "golden tricks" "

Attracting and retaining international villagers, returning visitors, elderly people, tourists and local villagers
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Provide for the aged

International pastoral community

Cultural communication

Tourism and Leisure

Stimulating Vitality

Culture

Pension experience

Tourism

ZhangNan village
Core development issues
Core development issues
3.3.2 Leisure tourism Countermeasures

Inheritance and Continuation of Streets, Lanes and Water Streets

Retention and update
保留当地的特色立面，对墙角风景进行绿化植入，形成水景、绿景和立面三道风景线。

活动的组织
利用临水开敞空地，举办村民演绎、乡村故事会，激活街巷的活力。开展水上晨昏集市，引进小规模的划船比赛，活跃水街气氛。

Upgrading of International Exchange Places

国际化的客群
以具有海外生活背景的群体为主要服务人群，吸引上海、昆山的外籍人士及本地中高收入人群。

开放的社区
向城市开放国际化的田园社区，同时加强与其他公共设施的联系。

Experience of recuperation in pastoral communities

悠然慢活
回归绿色，深度体验乡村慢游。

多元共生
打造多元化的邻里环境，吸引不同类型的休闲人群。

水街活动策划图
交流场所示意图

民宿康

民宿

生态湿地

树林野餐

生态湿地

集会广场

观光农作物

稻野休闲
Core development issues
3.3.3 Countermeasure of Village Promotion

Traffic network of dredging Road

Supporting High-end Service Facilities

Optimizing Public Activity Space

3.3.3 Countermeasure of Village Promotion

Core development issues

Traffic network of dredging Road

Supporting High-end Service Facilities

Optimizing Public Activity Space

3.3.3 Countermeasure of Village Promotion

Core development issues

Traffic network of dredging Road

Supporting High-end Service Facilities

Optimizing Public Activity Space

3.3.3 Countermeasure of Village Promotion

Core development issues

Traffic network of dredging Road

Supporting High-end Service Facilities

Optimizing Public Activity Space

3.3.3 Countermeasure of Village Promotion

Core development issues

Traffic network of dredging Road

Supporting High-end Service Facilities

Optimizing Public Activity Space

3.3.3 Countermeasure of Village Promotion

Core development issues

Traffic network of dredging Road

Supporting High-end Service Facilities

Optimizing Public Activity Space
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

**Core development issues**

3.3.4 Measures to Improve Human Settlement Environment

**Improvement of water environment**

- **建议雨污分流的排水体制**
  污水采用使用于乡村污水处理的分散式一体化污水处理系统，分别在南北两侧各设置一体化污水处理设施，处理后排入水渠。居住区雨水就近排放，田地周边采用沟渠排水。

**Space Node Optimization-Sharing**

- **口袋公园模式**
  清理平整场地，增加绿化和村民休闲广场，满足村民游憩等需求，利用临水的较平整院落场地，增设村民小型休憩空间，即水街边的口袋公园。

**Restoration of ecosystems**

- **生态要素**
  农田湿地系统、缓冲林带、湿地护岸

- **河岸修复**
  削减农业面源污染；营造湿地生态系统，提升基地生态多样性

- **驳岸类型**
  具有较强净化功能的湿地植物护岸

---

**图例**

- **污水处理规划图**
- **共享节点布局图**
- **口袋公园建议选型**
- **口袋公园建议选型**
- **污水处理设施选型（地埋式）**
- **田园类建设沟渠选型**

---

**图示**

- **生态要素示意图**
- **缓冲林带**
- **湿地护岸**
- **农田**

---

**图示**

- **生态要素示意图**
- **缓冲林带**
- **湿地护岸**
- **农田**

---

**图示**

- **生态要素示意图**
- **缓冲林带**
- **湿地护岸**
- **农田**

---

**图示**

- **生态要素示意图**
- **缓冲林带**
- **湿地护岸**
- **农田**
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

- Tourist Area Around Wubao Lake
- Wetland Park
- Agricultural Experience
- Lotus field
- Water Fair
- Washless picking
- Sharing farm
- Boating and rowing races on the lake
- Integrated services
- Organic Planting
- International pastoral community
- Waterfowl stocking
- ISLAND SHANGXI
- Garden Residential Quarter
- Boating and rowing races on the lake
- Originally Ji Jiaodun Village Committee
- General Planning Plane

Zoning format layout of ZhangNan Village
Design Concept- New Jiangnan Water Township
Principle of Promoting Spatial Elements

Living breath
clean and tidy
Walking Road
Open Space

Fusing

Water Township Characteristics
facility modernization

Semi-private space
Semi-open space

Sharing

Ecology

Interaction with Environment
Interaction with villagers

High Efficiency & Quality

agricultural production
Leisure sightseeing

Green spaces

Planning Illustration of ZhangNan Village

Present Situation of Zhang Nan Village
Design Concept- New Jiangnan Water Township
Principle of Promoting Spatial Elements

Order
- Clear right of way
- Parking order
- Traffic diversion

Identification
- Public-Private Division
- Cultural Inheritance
- Functional Composition
- Modern facilities

vitality
- Environmental Beautification
- Gathering popularity
- Memory of native land
- Situational Interaction

ecology
- ecological safety
- historical value

Sharing
- Follow the laws of nature
- Maintenance of biological habitats
- Value of soil remediation
- Biological Channel Linkages

Green spaces

path

house

yard

canal

Ideal Rural Human Settlement Environment

Innovative Water Township: New Rural Human Settlement Environment

Principle of Promoting Spatial Elements
**S** Advantage: Location advantage. Tongzhou Highway, Jinzhou Highway, Historical and Cultural Resources: Township Enterprises, Printing Technology; Tourism Resources. Zhudianyao Culture Hall, Linchang Baidang;

**W** Disadvantage: Printing mills and modern ecological civilization development concept of the times do not match; land and industrial land indicators do not meet;

**O** Opportunity: Zhudianyao Culture Hall has become the cultural landmark of Jinxi.

**T** Challenge: How to retain and successfully transform traditional industrial zones?
Target positioning:

Jinxi Town Industrial Transformation Demonstration Village

3C Fusion Creative Culture Park

3C: Agricultural Creation, Cultural Creation and scientific Creation

Staging objectives:

Industrial Sites
Thematic tourist destination

Art and Culture Exhibition
Settlement

History and Culture
Exhibition Museum Group

Highlands of Kunshan’s innovation

Main paths:

Plant renovation, facility matching and environmental renovation

Combining Zhudianyao ancient kiln art culture and Jinxi township enterprise culture, introducing R&D companies and universities, leading the transformation and operation of local enterprises, taking into account the comprehensive format, focusing on the transformation of scientific research results, and setting an example of Jinxi industrial transformation.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Planning vision:

Factory Buildings

Cultural Tourism

Technological Research and Development

Articulation & An Incubator For Creativity

Industrial Memory Time Machine

Preserve memory
Core development issues

Regional Linkage Countermeasure

**Space-Culture Linkage Axis**
Connecting Zhudianyao Culture Hall and the interaction between the two centers, it becomes the window of Jinxi’s external display.

**Regional linkage**

**Lakeside Scenic Belt and Great Tourist Circle Around the Lake**
Upgrading the waterfront space has become an important node in the corridor around Jinxi Lake.

**Cultural Inheritance**
Water culture, farming culture, industrial culture and ancient kiln art are all in one. Agricultural innovation, literary creation and scientific innovation merge to create multiple motives and sustained vitality, and become a model of transformation of Jinxi Township and private enterprises.

**Integration of Four States and Three Creations**
Form industrial ruins cluster, construct landmarks for tourism, and create creative business cards for Jinxi.

**Space Upgrading**

Legend
- 一轴：agricultural innovation 文化联动轴
- 一带：滨湖风景观光带
- 一心：综合文化展示
- 滨湖公园休闲区
- 水乡居民生活区
- 绿色立体农业区
- 三创融合展示区

Zhuijibang Village Functional Zoning Map
Core development issues
2.3.2 Strategies for Cultural Inheritance

Comprehensive Culture and Activating Space

Water culture, farming culture, enterprise culture and ancient kiln art are integrated into one, maintaining the integrity of cultural resources, marking the disappeared cultural space, activating the inactive cultural space and recalling the new.

A. Constructing Jinxi Culture Museum, displaying Jinxi’s water culture, farming culture, enterprise culture, brick kiln culture, printing culture, etc.
B. Organizing various grand prizes and evaluations;
C. Inheritance and protection of traditional customs, music, theatre, art, printing technology and other excellent examples.

Integrating Innovation and Exploiting Potential

Agricultural Creation, Cultural Creation and scientific Creation Through the transformation of space and the injection of formats, tap the potential.

A. Historical research, comprehensive utilization, optimization and perfection of the existing ways of industrial culture: injection of innovative elements and exhibition of industrial cultural works of art, creating Jinxi cultural creative business cards;
B. Taking Zhubang Industrial Factory Site Cluster as the cornerstone, Wenchuang as the industrial foundation, and tourism as the highlight, we will organically combine modern fashion industry and traditional local culture to create a platform for Jinxi to show to the world.

Organic Renewal and Vitality Promotion

Derivation of Industrial Memory Continuation

A. Rebuilding the space and transforming it into other public functions, such as villagers’libraries, village history exhibition hall, water village memory tea house, solid wood furniture house, cultural activity center, brick carving history museum, Zhubang office new area, Zhujibang restaurant, etc.
B. Talent introduction, through school-site cooperation, focuses on attracting and gathering R&D institutions, design centers, Sanchuang exhibition centers, etc., introducing resident designers, research and development personnel, attracting local excellent entrepreneurs and social entrepreneurs, to witness and participate in the transformation of the history of Zhubang Village.

案例：星巴克亚洲概念旗舰店

上海星巴克烘焙坊——中国印刷文化与咖啡文化的结合

成都东郊记忆
——工业厂房改造艺术街区

保留红砖记忆
厂房现代化改造

中国活字印刷术
星巴克咖啡制作

修复建筑、改善空间
增设公共服务设施
教育民众、技艺传习
村文化中心/民间博物馆

案例：成都东郊记忆——工业厂房改造艺术街区
**Core development issues**

2.3.3 Strategies for Space Upgrading

**Forming Industrial Heritage Cluster**

Carding Space: Zhubang Industrial Workshop Area

-纳入公共服务网络体系，改建作为公共文化活动场地，形成开敞空间，集聚热闹人气。

**Constructing landmarks of landmark Tourism**

Formation of tourist landmarks corresponding to Zhudian kiln

-形成环长白荡的旅游节点，两者相互呼应，构建多样活动空间。

**Completing the Historical Mission of the New Era**

Architecture of the Old Age + Seal of the New Age

-传承区域历史文化、符合新时代命题，融合文艺-时尚-潮流空间，集水乡生态、历史文化于一体的3C融合创意文化园。

   A. 保留原始风貌，以深红色砖块为元素，结合多种拼砌工艺，强调新老建筑的延续与呼应。

   B. 满足新的功能、满足现代的采光要求，展示出开放，友好的标志性形象。

   C. 色彩和比例兼顾原始建筑风貌及水乡文化。

案例：上海新华码头改造

-871-872仓库改造——国际游艇会所
**Target positioning:**

Modern Space Upgrading Demonstration of Jinxi Town

**New pastoral complex**

**Staging objectives:**

- Reconstruction of Space Aesthetics Workshop
- "Net Red Cabbage Market" Fresh Theatre
- Modern agriculture Marketing Model
- New Pastoral synthesis

**Main paths:**

**Workshop Renovation-New Pastoral Complex**

Demonstrate the regional characteristics and local products of the pastoral complex, the most beautiful food market, the best agricultural shopping experience, the implementation of tourist reservation system.

Brand building, professional marketing display - Packaging - sales of Jinxi local agricultural products, but also farm cooperation and international promotion of the substantive platform.
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

Reference cases:
Product Idea: Muji Medium Food Market in Tokyo Suburb,
Space Concept: Three Changes in Tianfang, Zhejiang Province - Jiaxing Joy Commune

Agriculture products

Innovation

Professional Marketing

Entity Platform

Shaping Ideas

Policy incentives

Sales and promotion

Situational Interaction

Cooperation Platform

Packaging and Marketing

Chinese text:

The most beautiful pastoral complex in China

LuJing village

LuJing village

中国最美田园综合体

The most beautiful pastoral complex in China
Exploration and practice of formulating strategic planning for rural revitalization in the Shanghai metropolitan area

THANK YOU!