

TOMORROW RURAL LAND

**--VITALIZE CHINESE IDLE HOMESTEAD LAND THROUGH LONG-STAY RURAL
LEISURE DEVELOPMENT**

1.PROBLEMS

2.ANALYSIS

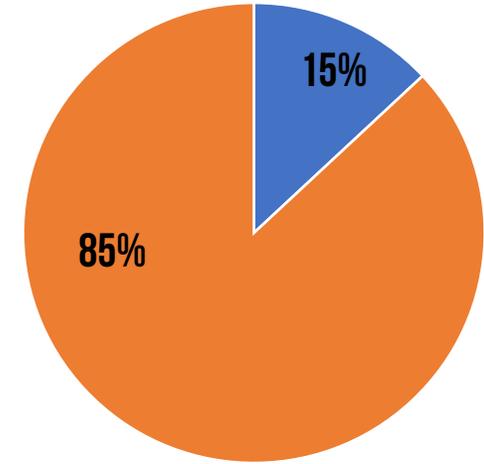
3.STRATEGIES

4.IMPLEMENTATIONS

5.REFLECTION

TOMORROW RURAL LAND

--VITALIZE CHINESE IDLE HOMESTEAD LAND THROUGH LONG-STAY RURAL LEISURE DEVELOPMENT



■ Idle rural homestead land ■ Homestead land

- Rural residential land
- Self-built by local farmers
- Idle phenomenon

PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

INCREASING HOUSING PRICE

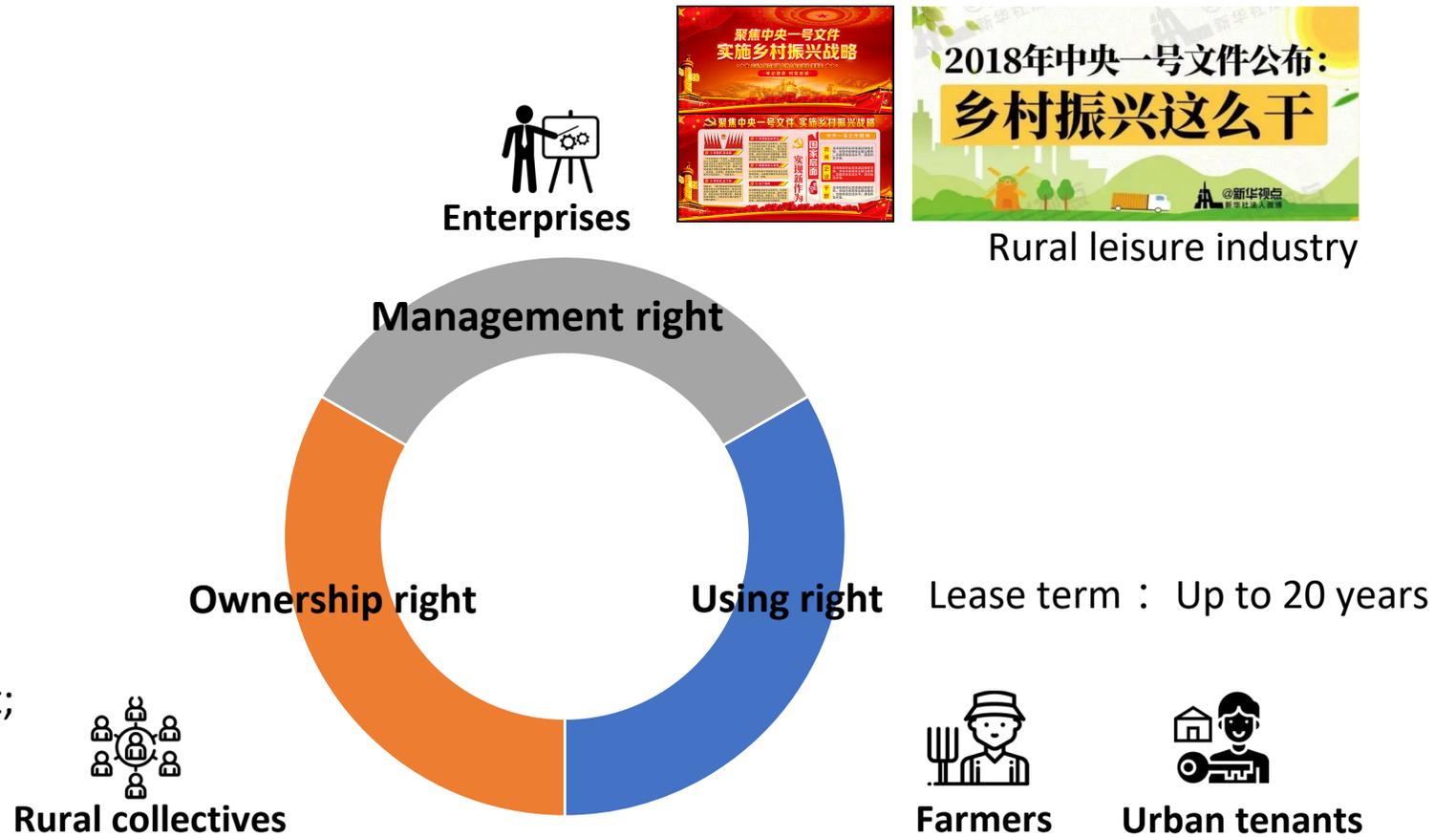


• NONPROFIT ORIENTED RURAL CONSTRUCTION LAND

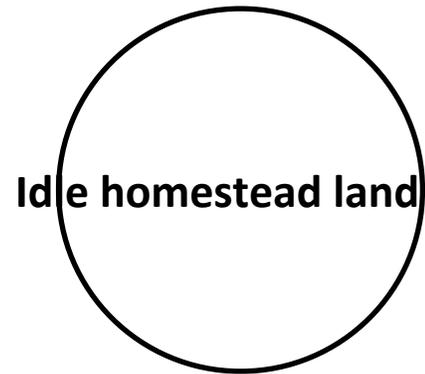
Ownership right: Rural collective
Using right: Local farmers;

Cannot be sold on land trading market;

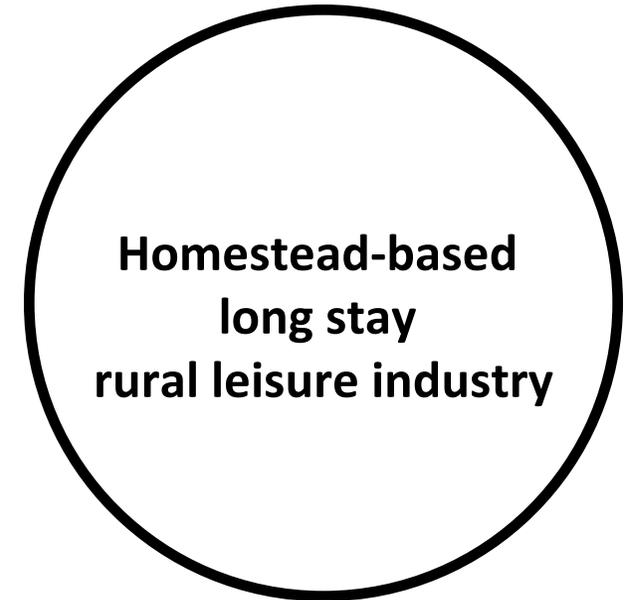
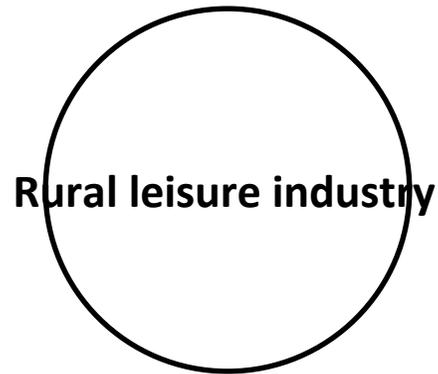
No real estate developer



“3 RIGHTS RELATING TO RURAL HOMESTEAD LAND”



+



Residential function

+

Leisure tourism function

TOMORROW RURAL LAND

**--VITALIZE CHINESE IDLE HOMESTEAD LAND THROUGH LONG-STAY RURAL
LEISURE DEVELOPMENT**

Urban system

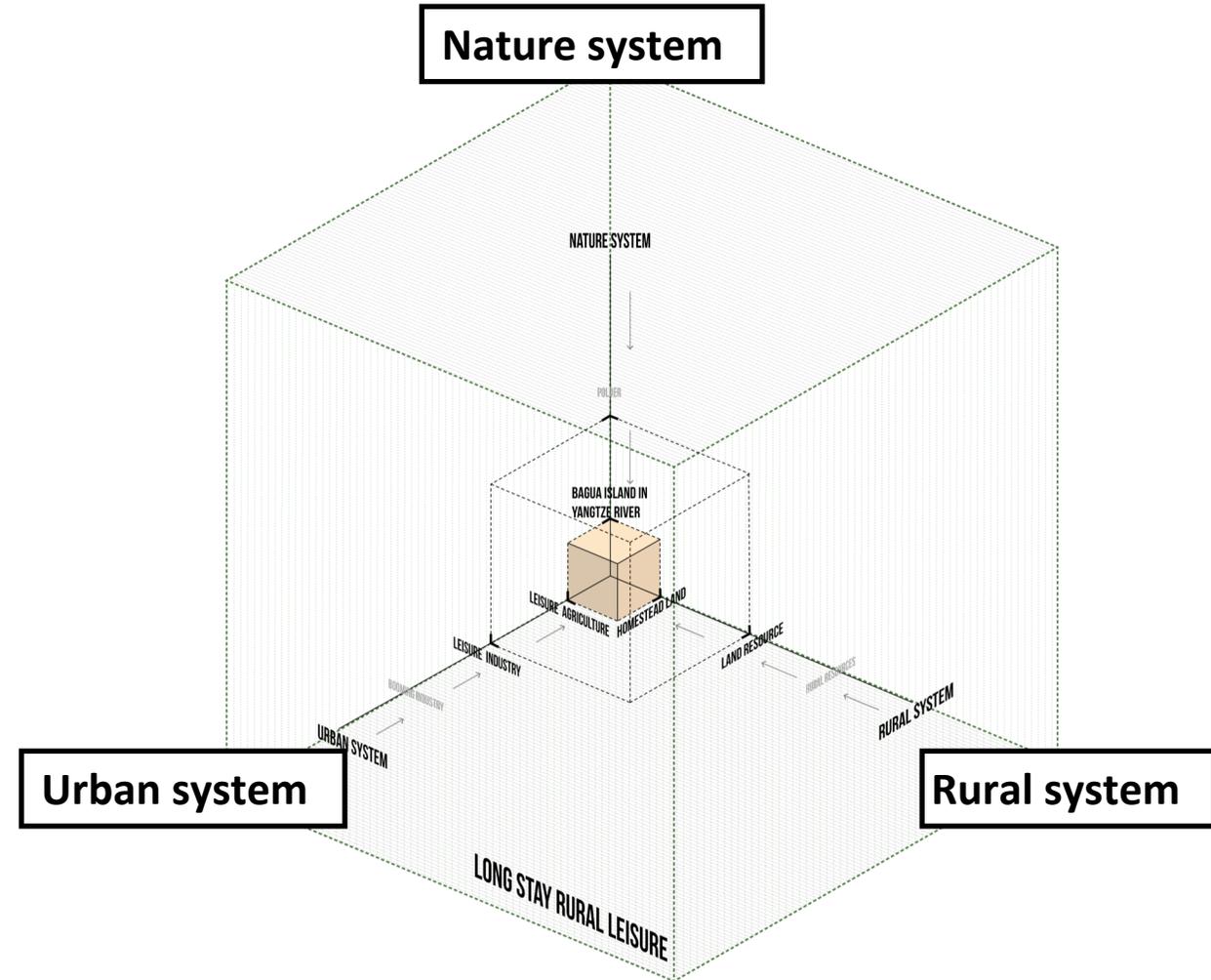
Rural leisure industry
Housing investment and management market
Economic level
Policy support
Aging industry
...

Nature system

Rural scenery
Fresh air
Landscape environment
...

Rural system

Rural culture
Rural product
Homestead land
Cropland
Farmers' willingness
...



PROBLEMS

ANALYSIS

STRATEGIES

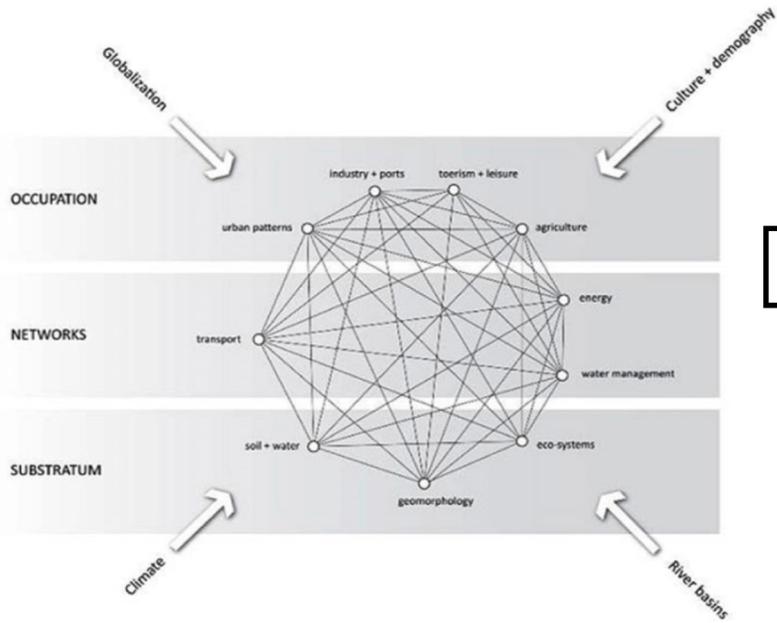
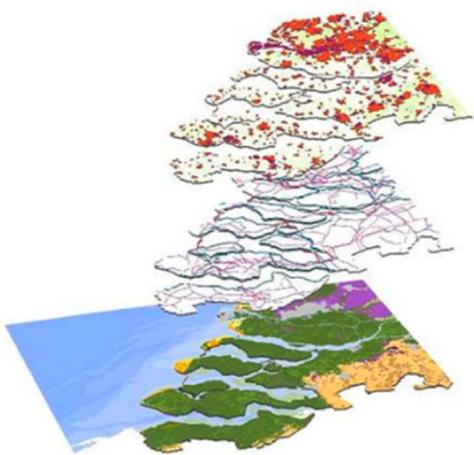
IMPLEMENTATIONS

REFLECTION

Existing situation



Theoretical support



PROBLEMS

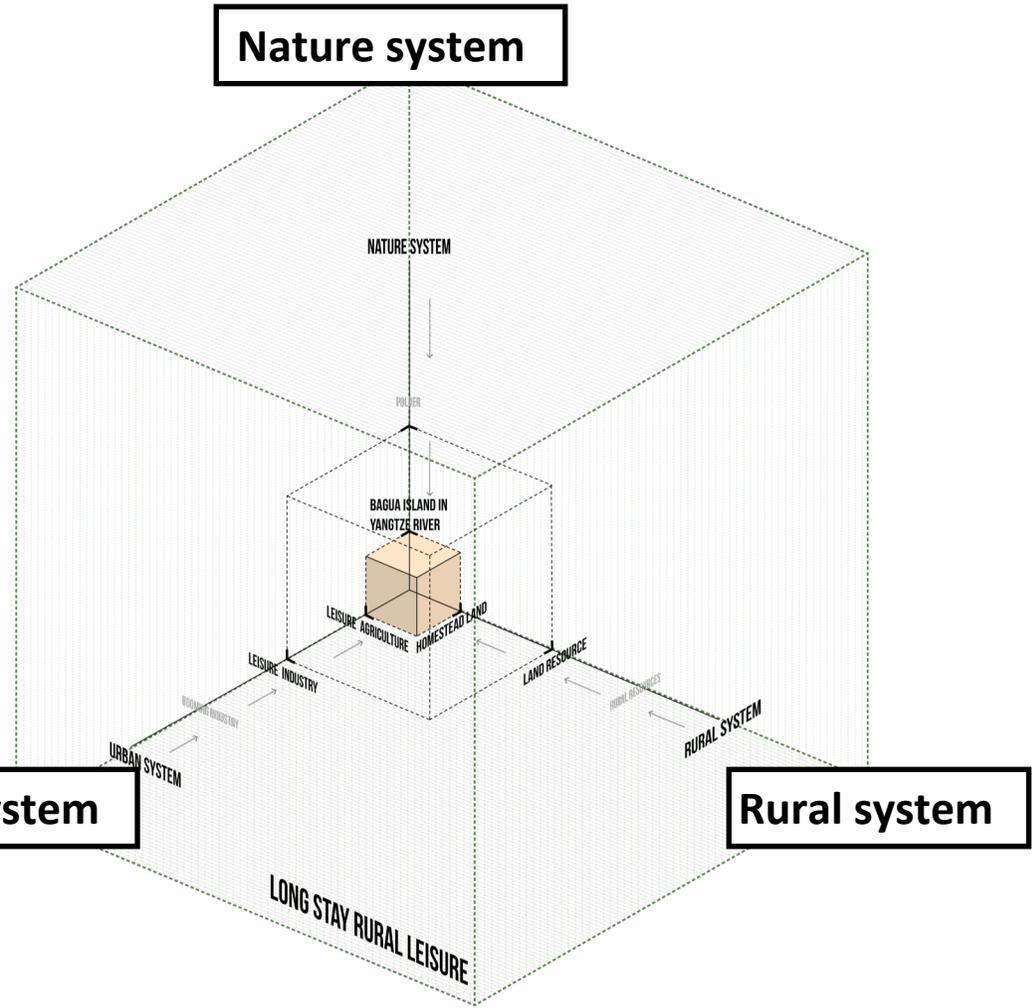
ANALYSIS

STRATEGIES

Nature system

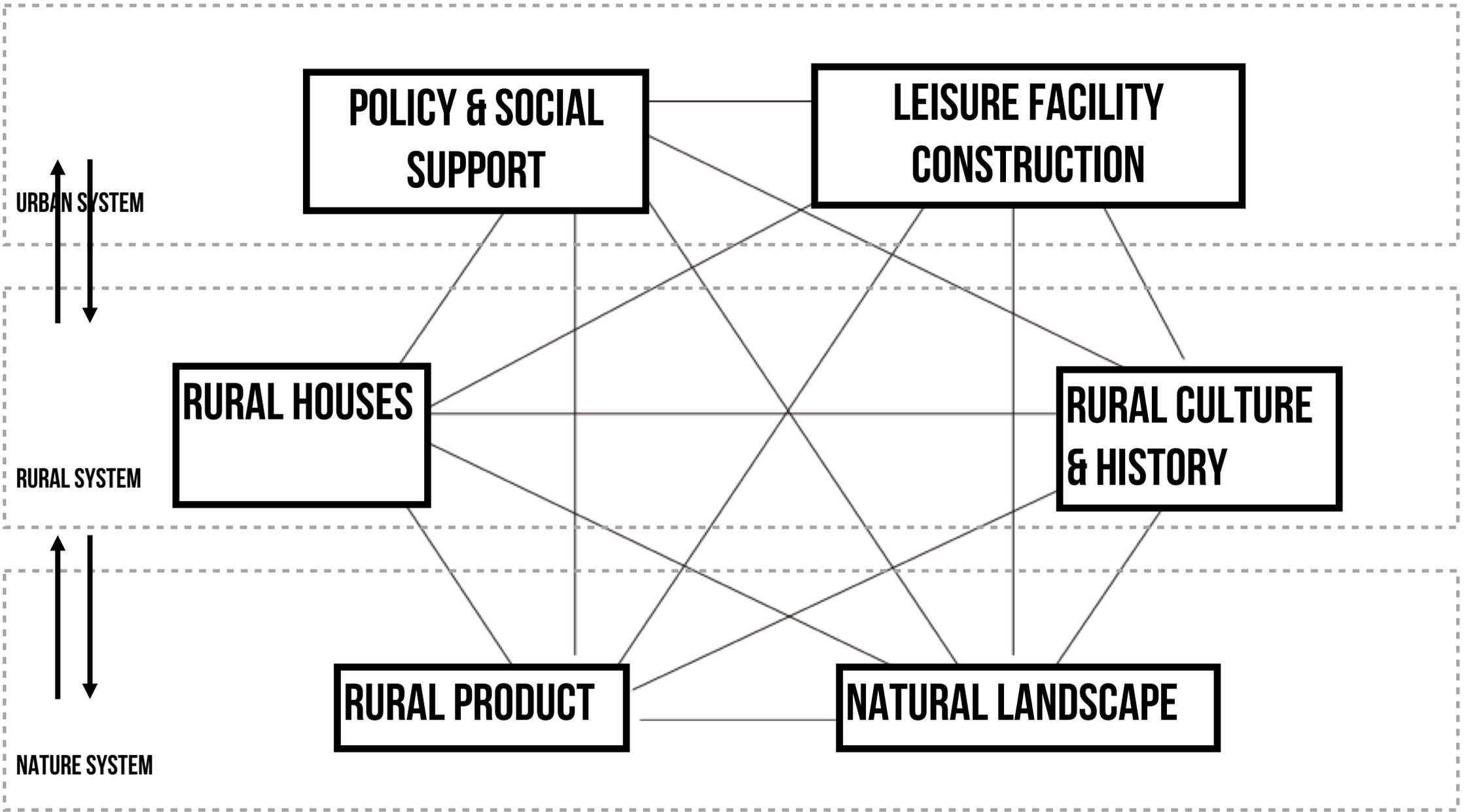
Urban system

Rural system



IMPLEMENTATIONS

REFLECTION



PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

Main research question:

In order to vitalize Chinese rural idle homestead land through long stay rural leisure construction, what is the institutional framework, planning strategies and design principles from the perspective of integrated complex rural–urban–nature system?

PILLAR: POLITICAL & SOCIAL SUPPORT

**'BACKYARD GARDEN
OF NANJING CITY'**

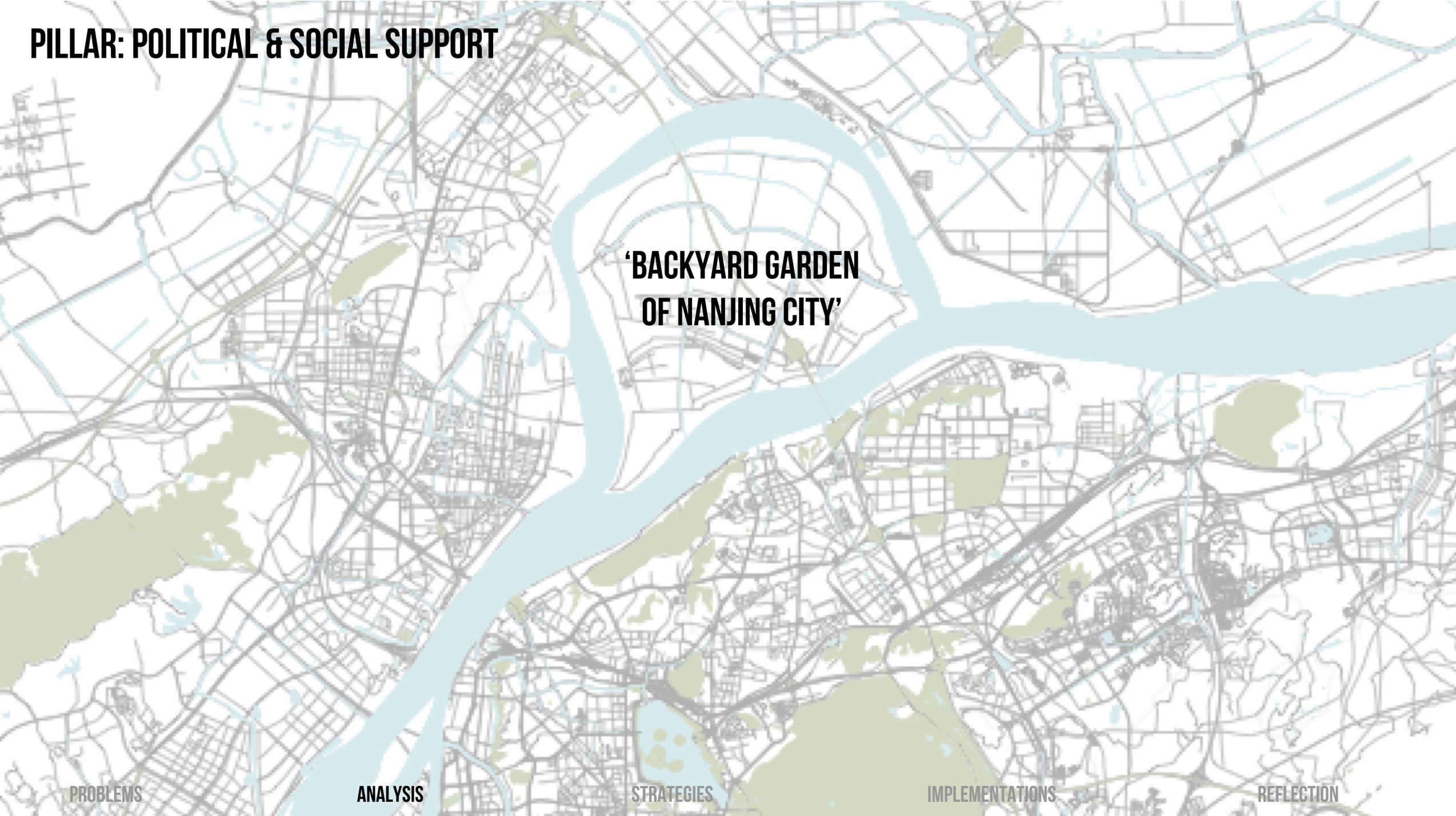
PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION



PILLAR: POLITICAL & SOCIAL SUPPORT

他花40万长租农家小院，历时半年种了超百种植物，只为给儿子建一座百草园

了不起的匠人 2017-09-13

新媒体管家

当你还在为

几十平米的房子



YOUNG FAMILY WITH CHILDREN

田园式养老的探索：下乡养老村宅成“刚需”

互联网农业 2017-11-10

日前，青岛市下发《关于进一步提升养老服务质量的实施意见》，其中提出发展医养产业，创新利用城市资源盘活农村养老资源的方式方法，探索建立“市民农庄+养老养生”服务新模式，做好“市民下乡、服务进村”田园式养老。这意味着，青岛市民的养老有了更为多样的选择。



MIDDLED AGED AND ELDERLY

土地快讯 土地市场 土地知识

土地 土地视频 土地知识

资讯首页 > 土地政策 > 宅基地管理办法

在郊野乡村经营... 能开农家乐，不允许作为... 住所登记管理办法》（以下简称《办法》... 明文件，在不改变原有使用性质的前提...



START UP COMPANIES

小夫妻去农村的生活

2018-08-07 10:52 三农

近日有媒体报道，有两... 这套房是村里的一套旧



YOUNG COUPLES

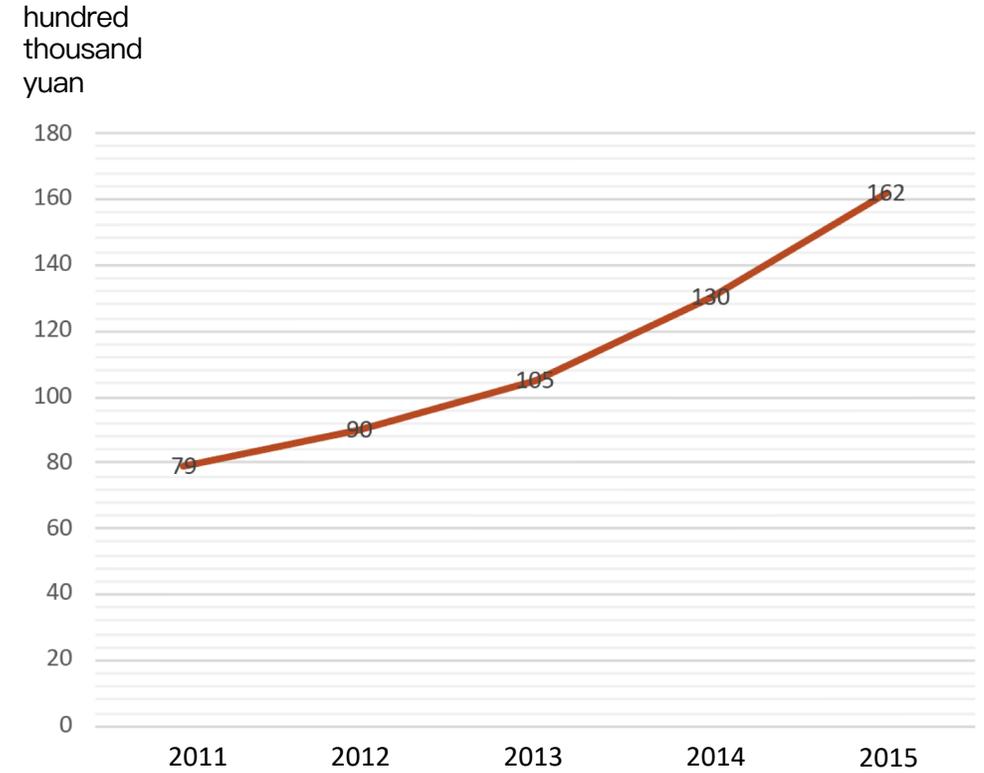
三农 土地问答 创业 学院 土地百科

基地上的房屋只... 为《上海市企业... 关系人同意并由村委会出具证... 企业住所。

神仙眷侣

...了一套房。当然... 足足两百平米。

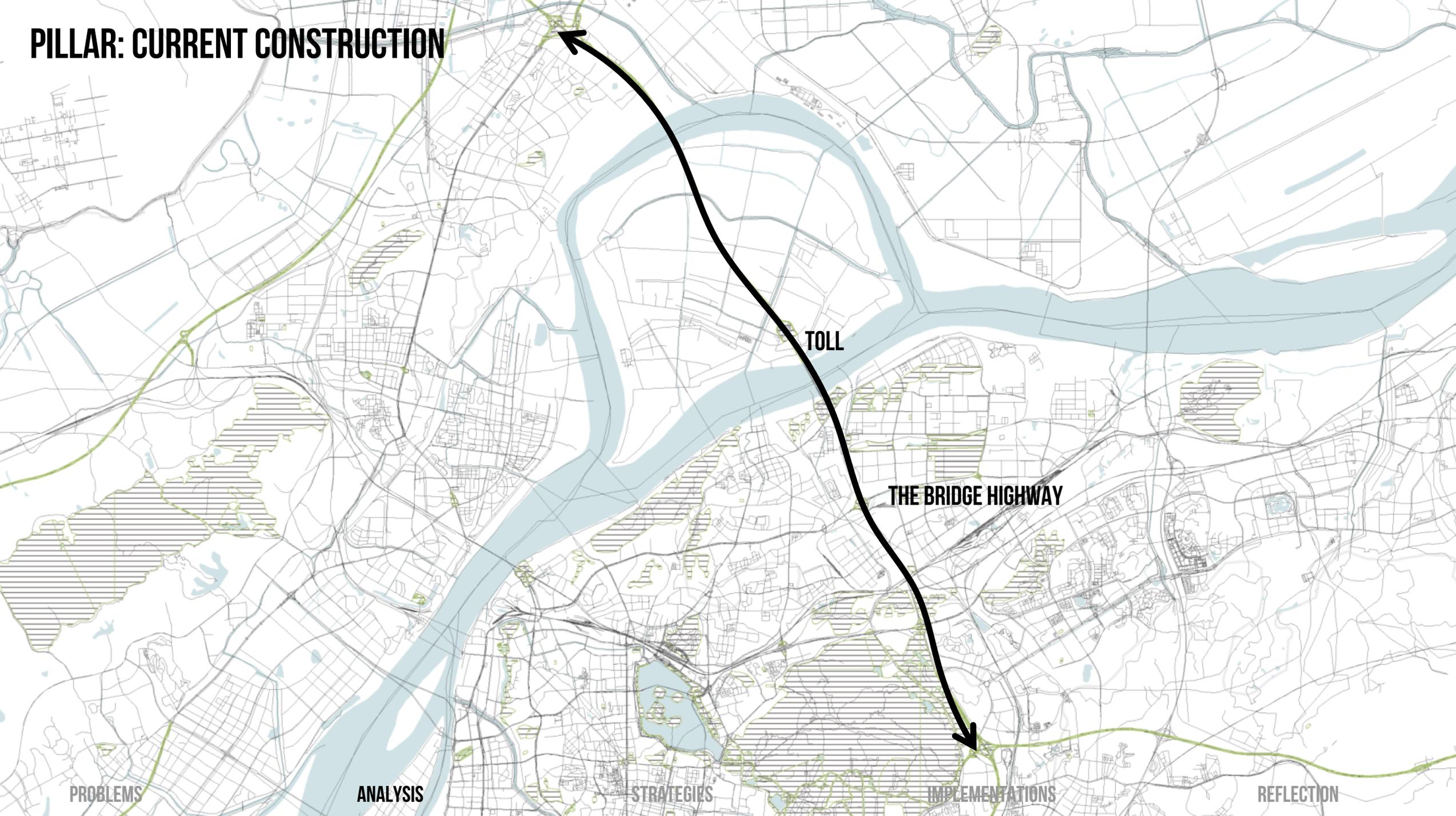
PILLAR: CURRENT RURAL LEISURE CONSTRUCTION



RURAL LEISURE TOURISM PROJECT—PROFIT ORIENTED CONSTRUCTION LAND

OFF SEASON : POOR MANAGEMENT

PILLAR: CURRENT CONSTRUCTION



TOLL

THE BRIDGE HIGHWAY

PROBLEMS

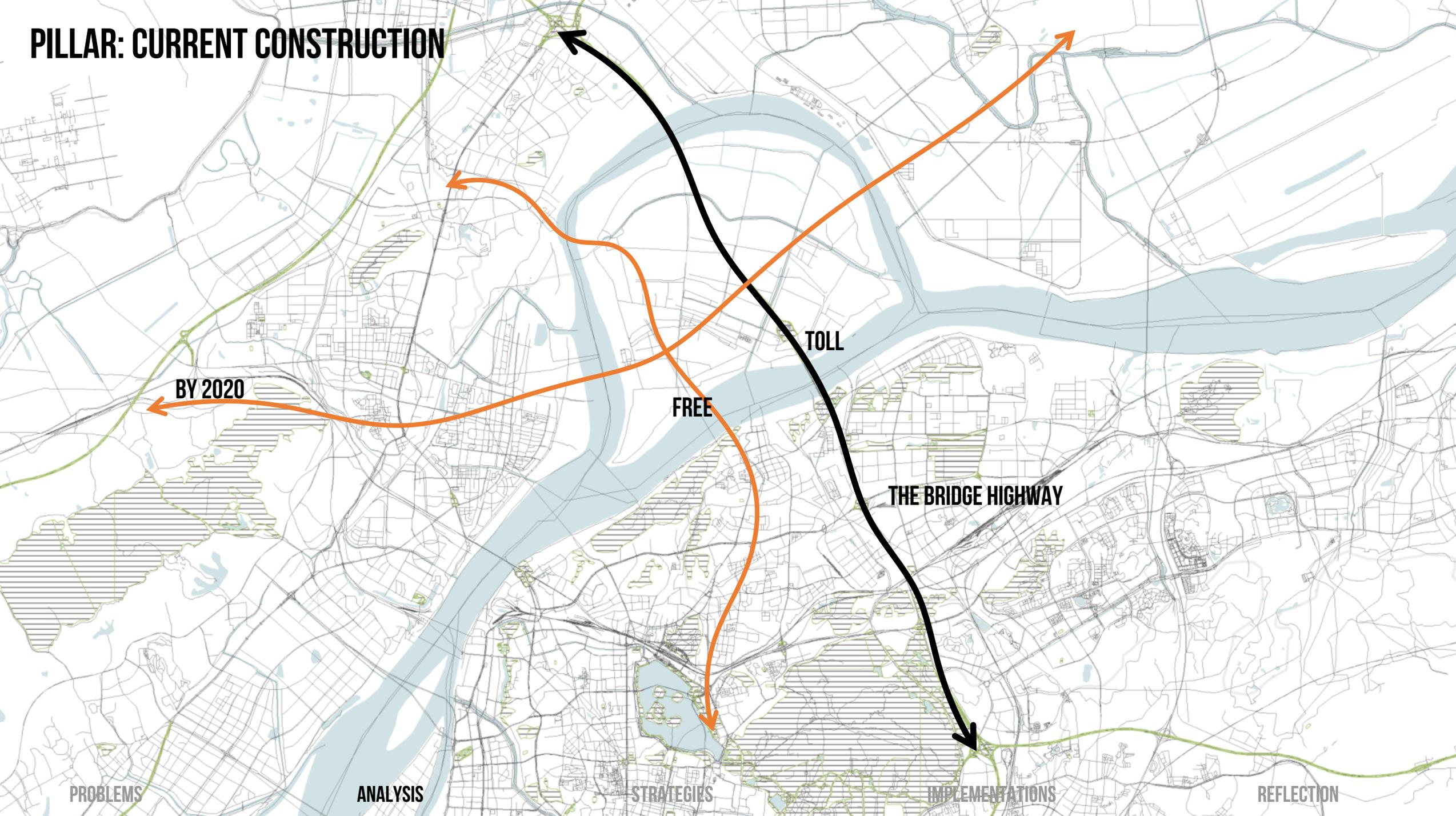
ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

PILLAR: CURRENT CONSTRUCTION



BY 2020

TOLL

FREE

THE BRIDGE HIGHWAY

PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

PILLAR: RURAL HOUSES



GROW ALONG RIVERBANK



COURTYARD HOUSE , LOW DENSITY



SMALL SCALE VEGETABLE PLOTS



FENCE BARRIER



STRANGE BUILDING STYLE



POOR QUALITY

PROBLEMS

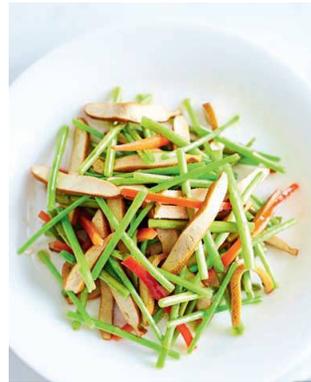
ANALYSIS

STRATEGIES

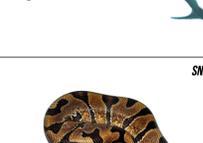
IMPLEMENTATIONS

REFLECTION

PILLAR: RURAL CULTURE & RURAL PRODUCT



Artemisia selengensis

 BIGMOUTH GRENADIER ANCHOVY	 LOTUS ROOT	 WILD GOOSE	 JHEDGEHOG
 SALANGID	 SHEPHERDSPURSE HERB	 LITTLE EGRET	 JHARE
 LONGSNOUT CATFISH	 WATER CHESTNUT	 PHEASANT	 YANGTZE COWFISH
 PUFFER FISHES	 CHRYSANTHEMUM NANKINGENSE	 CRESTED MYNA	 SNAKE
 REEVES SHAD	 KALIMERIS INDICA (L.)	 TURTLE DOVE	 CHINESE RURAL DOG

PILLAR: NATURAL LANDSCAPE



PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

CONCLUSION 1

URBAN SYSTEM

**POLICY & SOCIAL
SUPPORT**

**LEISURE FACILITY
CONSTRUCTION**

RURAL SYSTEM

RURAL HOUSES

**RURAL CULTURE
& HISTORY**

NATURE SYSTEM

RURAL PRODUCT

NATURAL LANDSCAPE

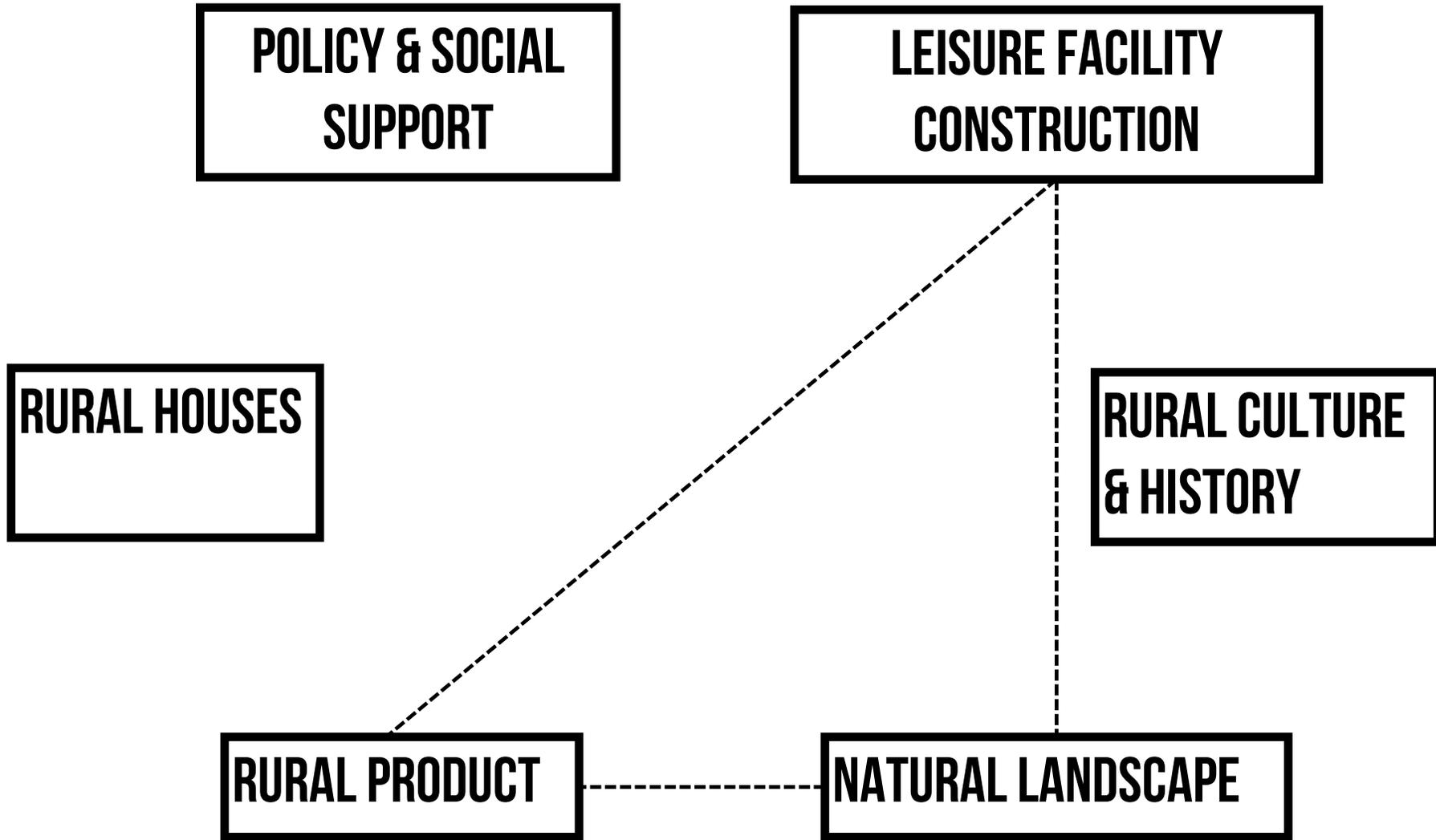
PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION



CONCLUSION 2

URBAN SYSTEM

**POLICY & SOCIAL
SUPPORT**

**LEISURE FACILITY
CONSTRUCTION**

RURAL SYSTEM

RURAL HOUSES

**RURAL CULTURE
& HISTORY**

NATURE SYSTEM

RURAL PRODUCT

NATURAL LANDSCAPE

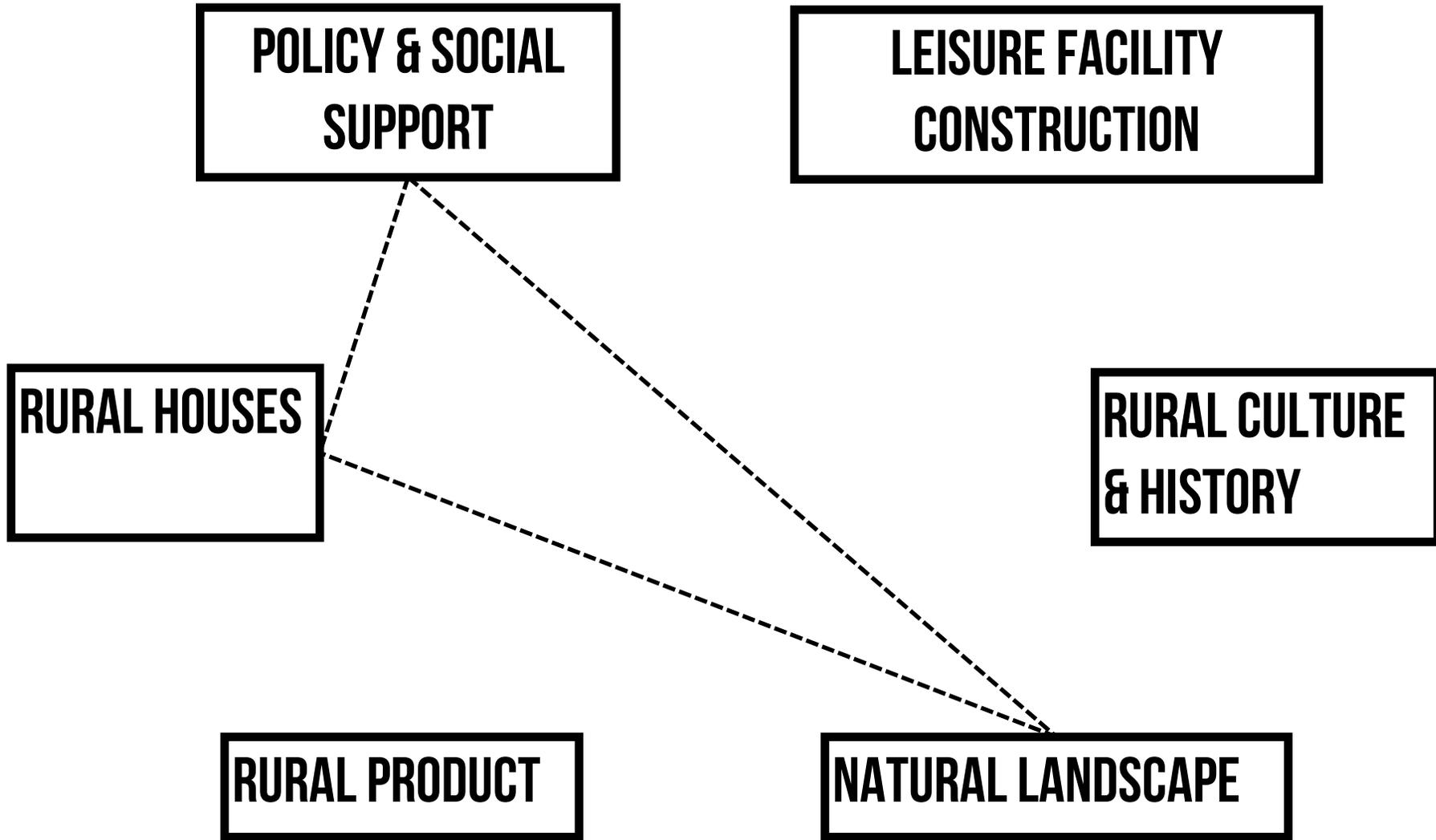
PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION



CONCLUSION 3

URBAN SYSTEM

**POLICY & SOCIAL
SUPPORT**

**LEISURE FACILITY
CONSTRUCTION**

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RURAL HOUSES

**RURAL CULTURE
& HISTORY**

NATURE SYSTEM

RURAL PRODUCT

NATURAL LANDSCAPE

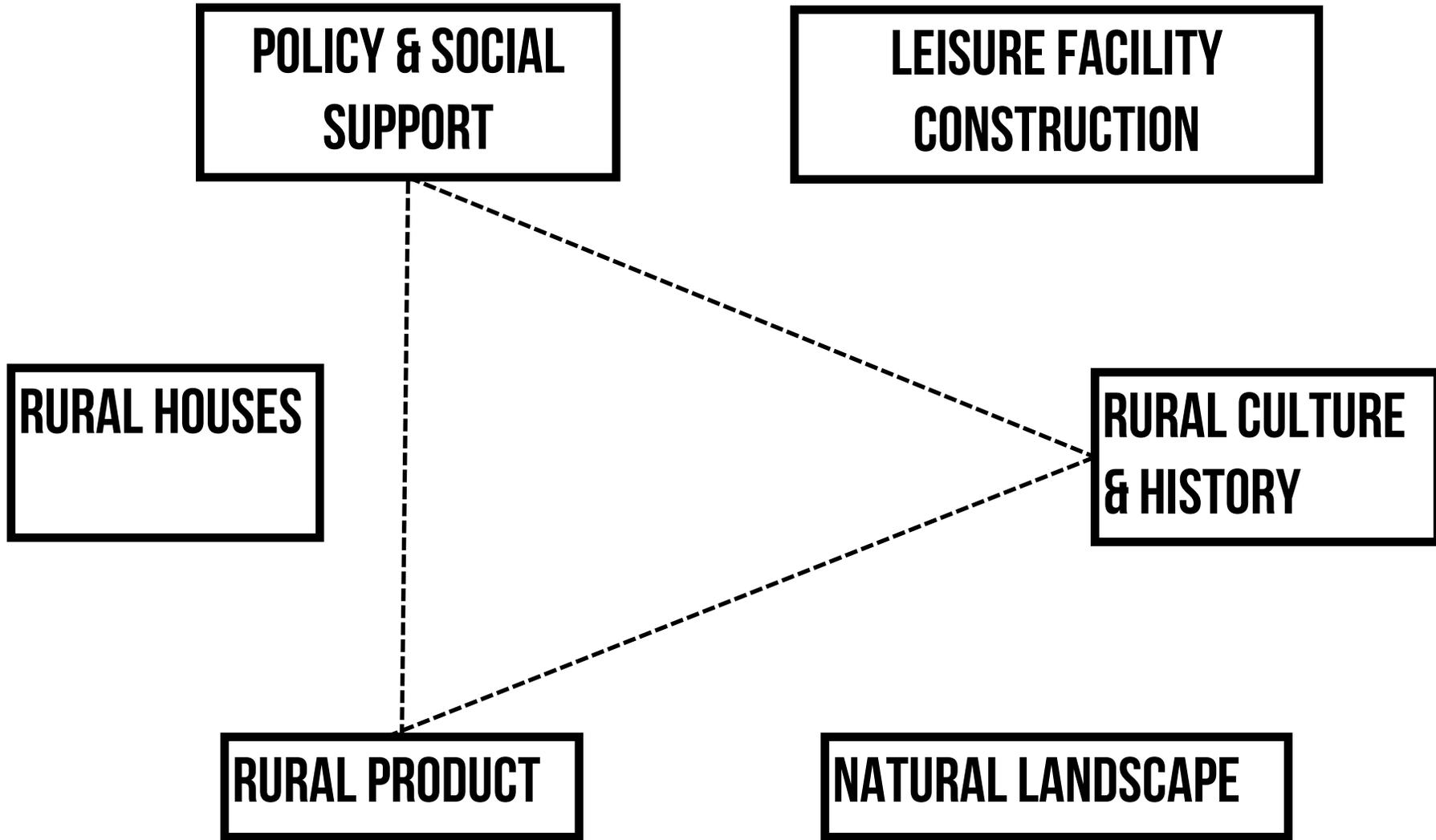
PROBLEMS

ANALYSIS

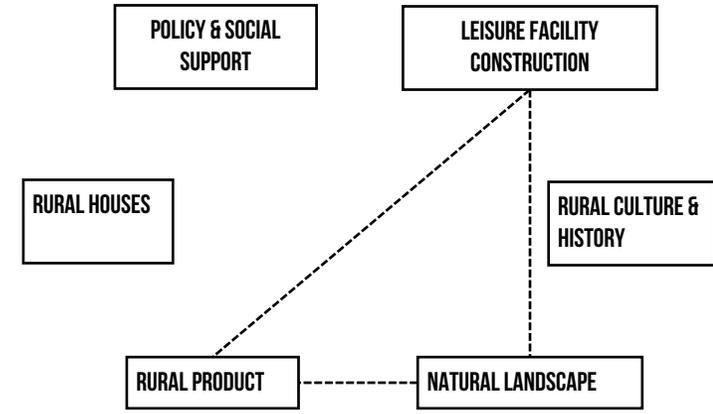
STRATEGIES

IMPLEMENTATIONS

REFLECTION



1. PROGRESSIVE, MODERATE RURAL LEISURE CONSTRUCTION



PROBLEMS

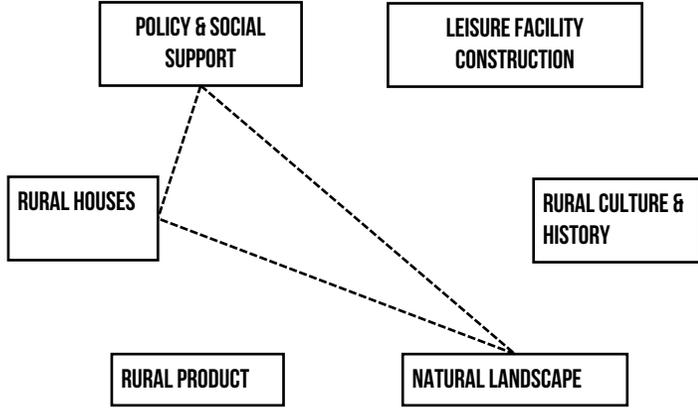
ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

2.HOMESTEAD ACUPUNCTURE VITALISATION



PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION

3. PRESERVE AND PROMOTE DISTINCTIVE RURAL IDENTITY

POLICY & SOCIAL SUPPORT

LEISURE FACILITY CONSTRUCTION

RURAL HOUSES

RURAL CULTURE & HISTORY

RURAL PRODUCT

NATURAL LANDSCAPE



PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

REFLECTION



**1. PROGRESSIVE, MODERATE RURAL
LEISURE CONSTRUCTION**

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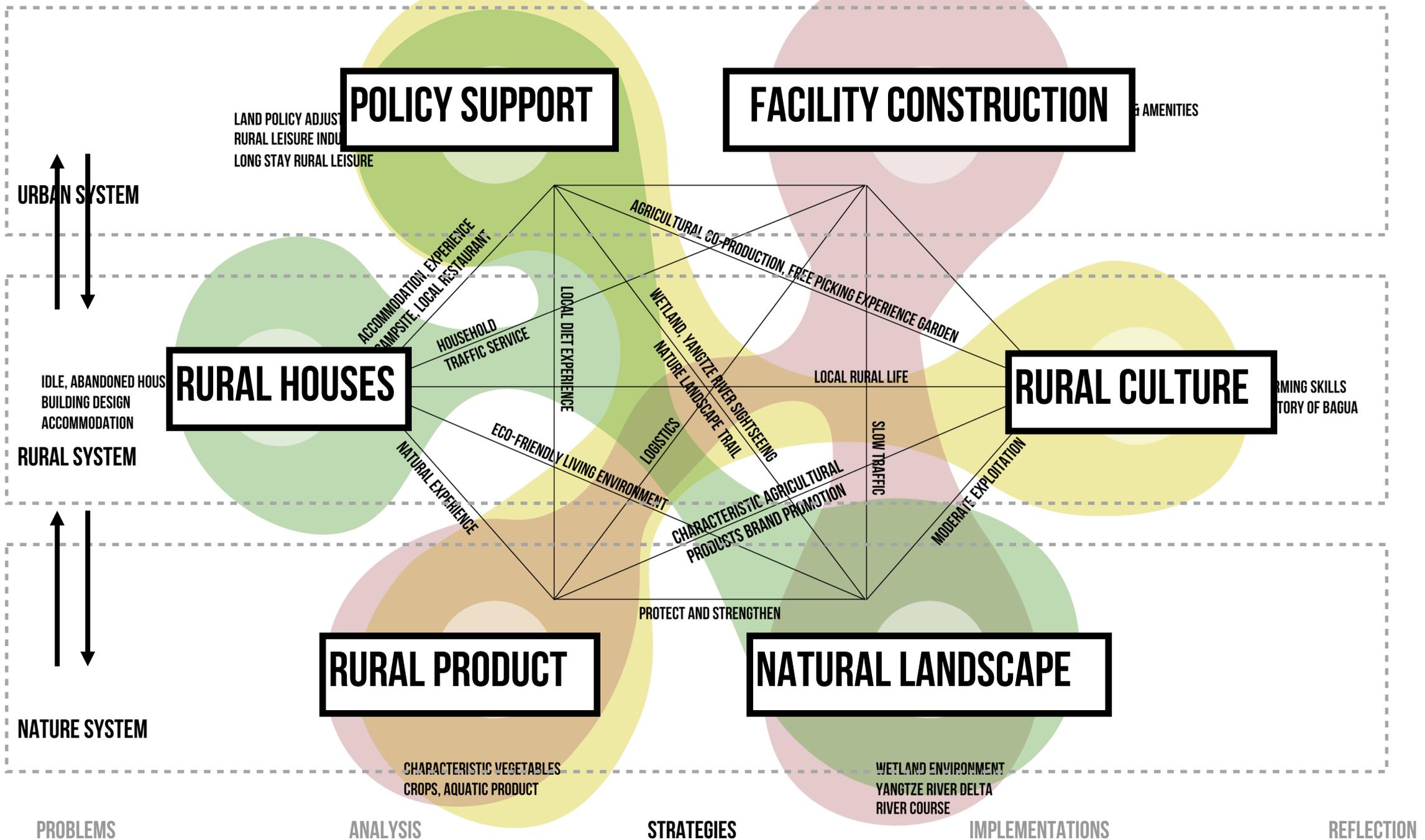
**2. HOMESTEAD ACUPUNCTURE
VITALIZATION**

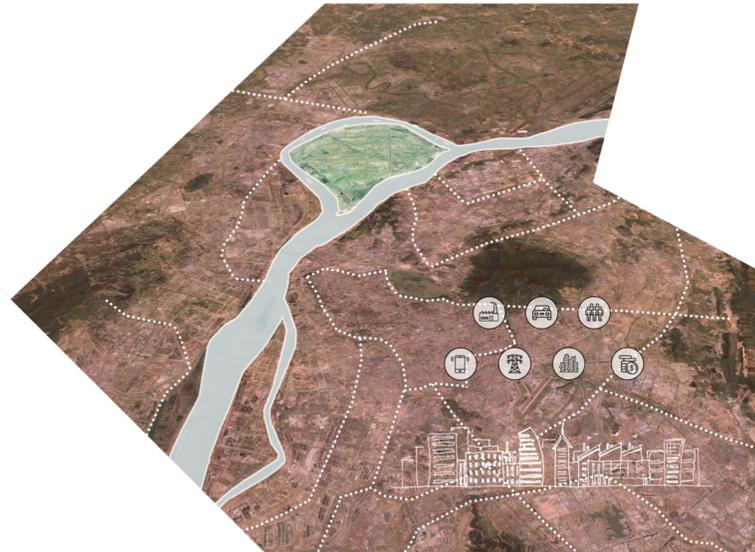
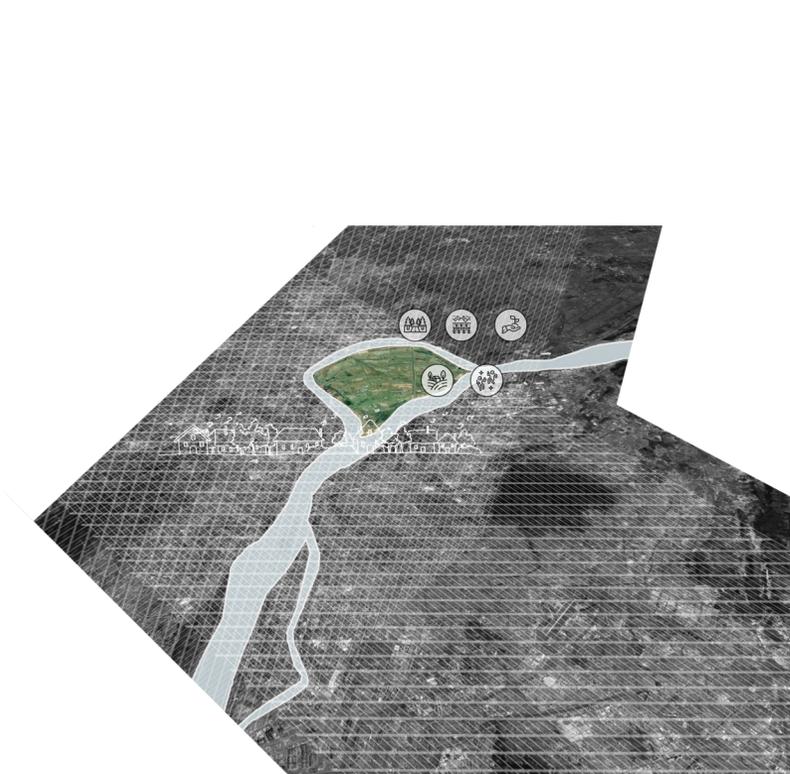
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**3. PRESERVE AND PROMOTE
DISTINCTIVE RURAL IDENTITY**

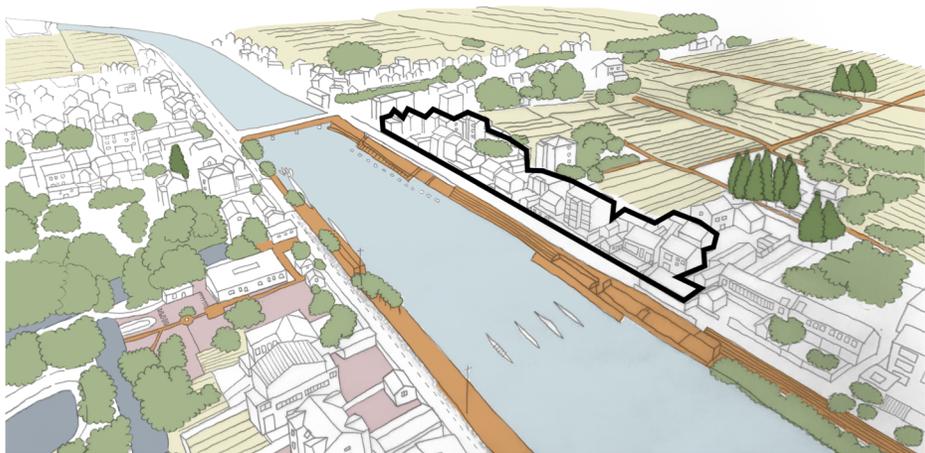
2.METHODOLOGY FRAMEWORK





ISLAND SCALE

A green, native, inclusive, rural island, with various of rural leisure development modes for urbanite to escape from urban hustle and bustle.



MESO SCALE

Long stay rural leisure development connects tightly with natural, rural and urban system. A harmonious, symbiotic, systematic organization.



HOMESTEAD SCALE

Small and beautiful
authentic rural characteristic
affordable
strong social interaction

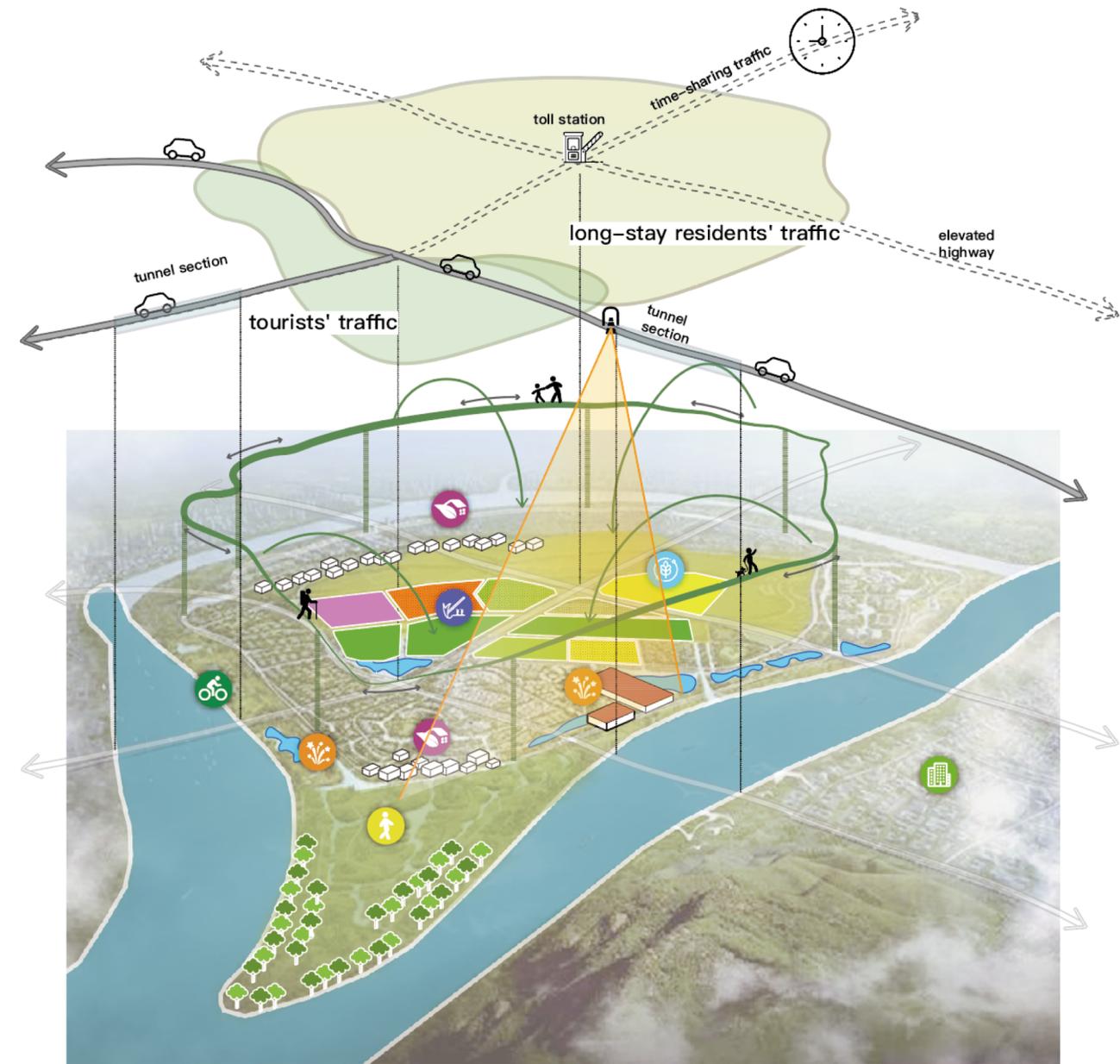
PROBLEMS

ANALYSIS

STRATEGIES

IMPLEMENTATIONS

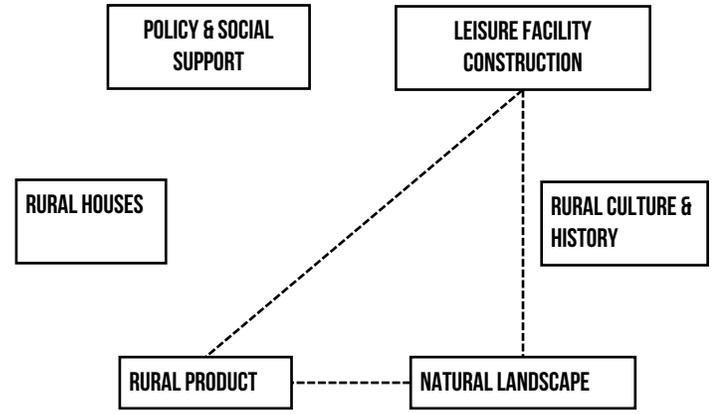
REFLECTION



PROBLEMS

ANALYSIS

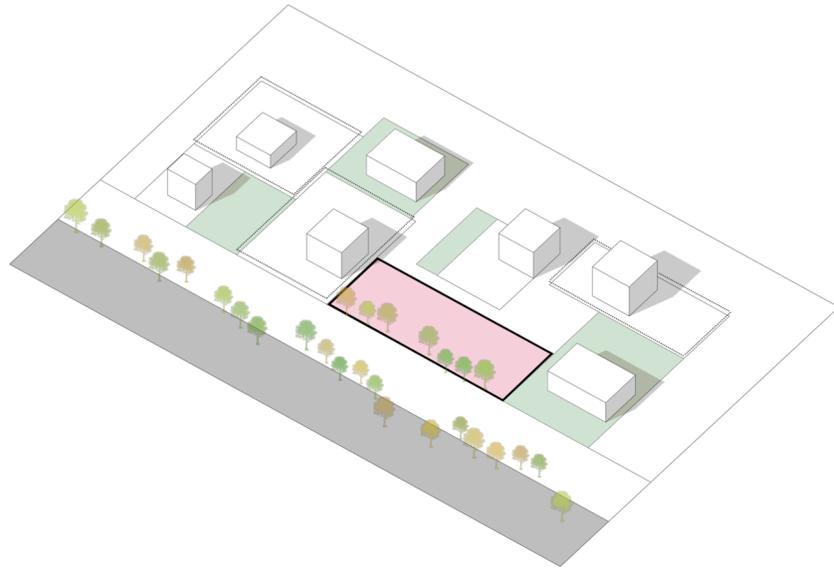
STRATEGIES



IMPLEMENTATIONS

REFLECTION

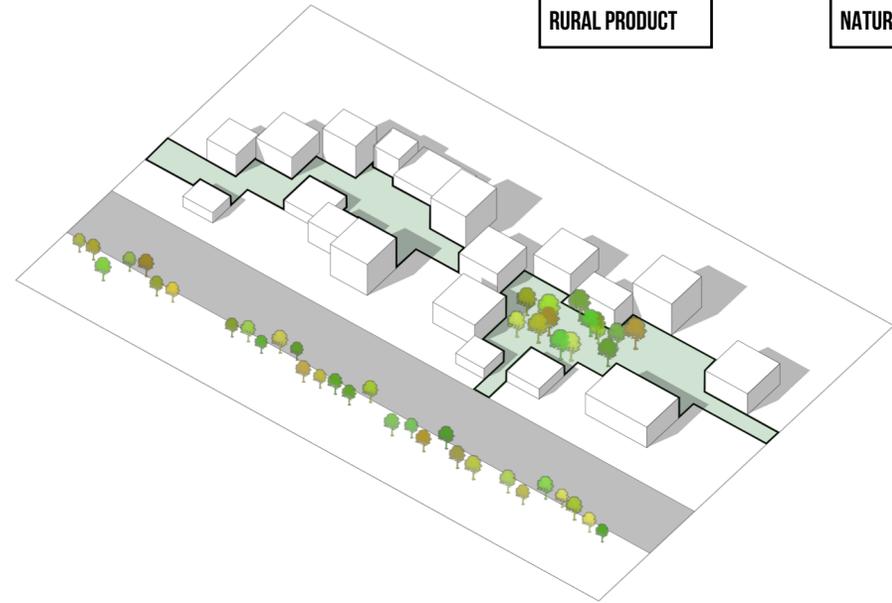
A



PROBLEMS

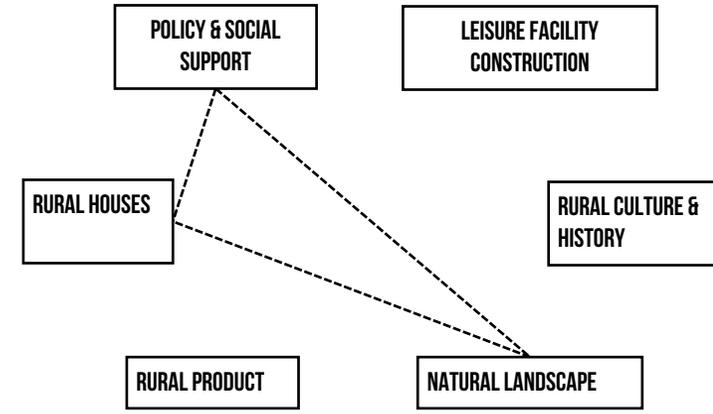
ANALYSIS

B

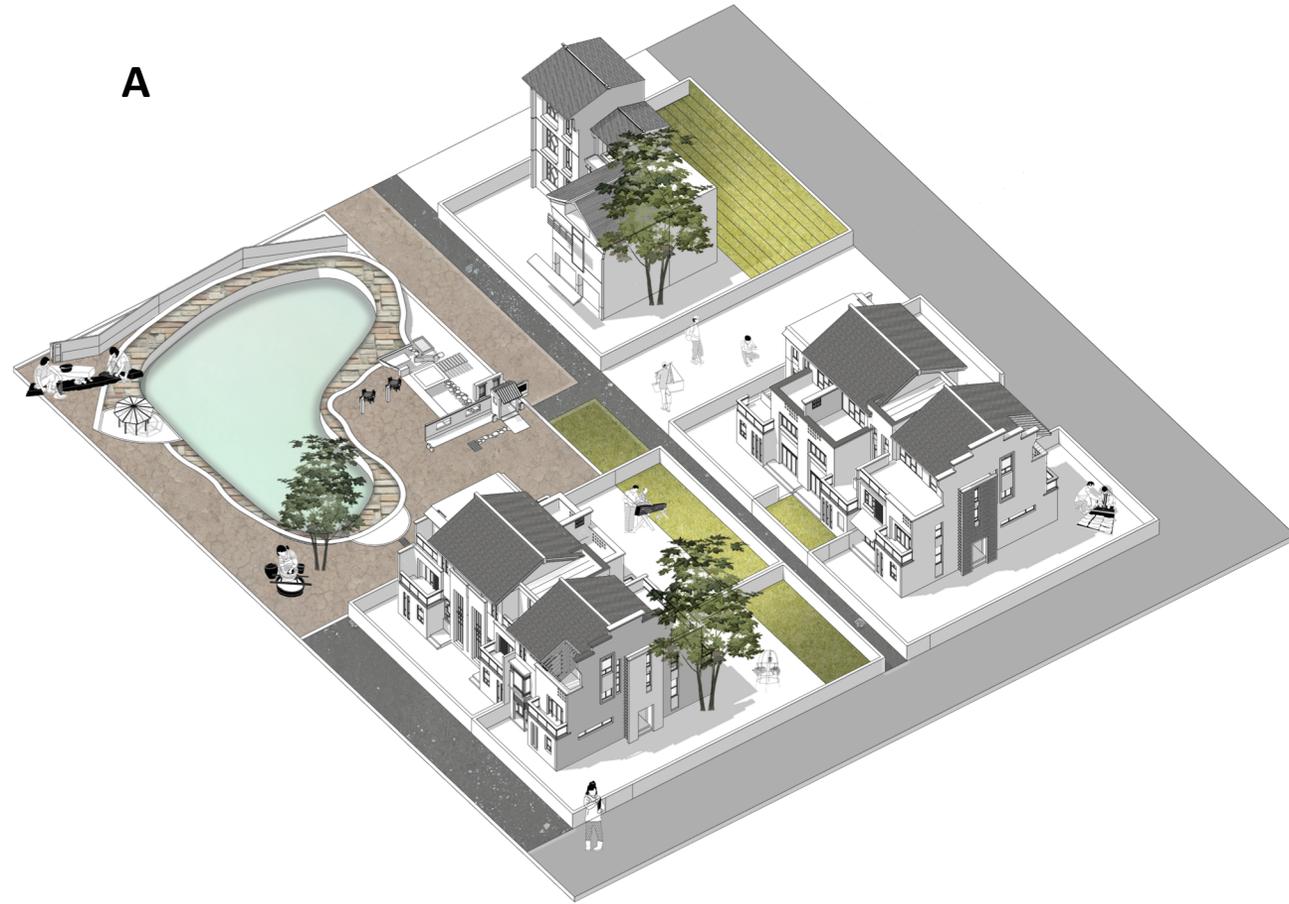


IMPLEMENTATIONS

REFLECTION



A

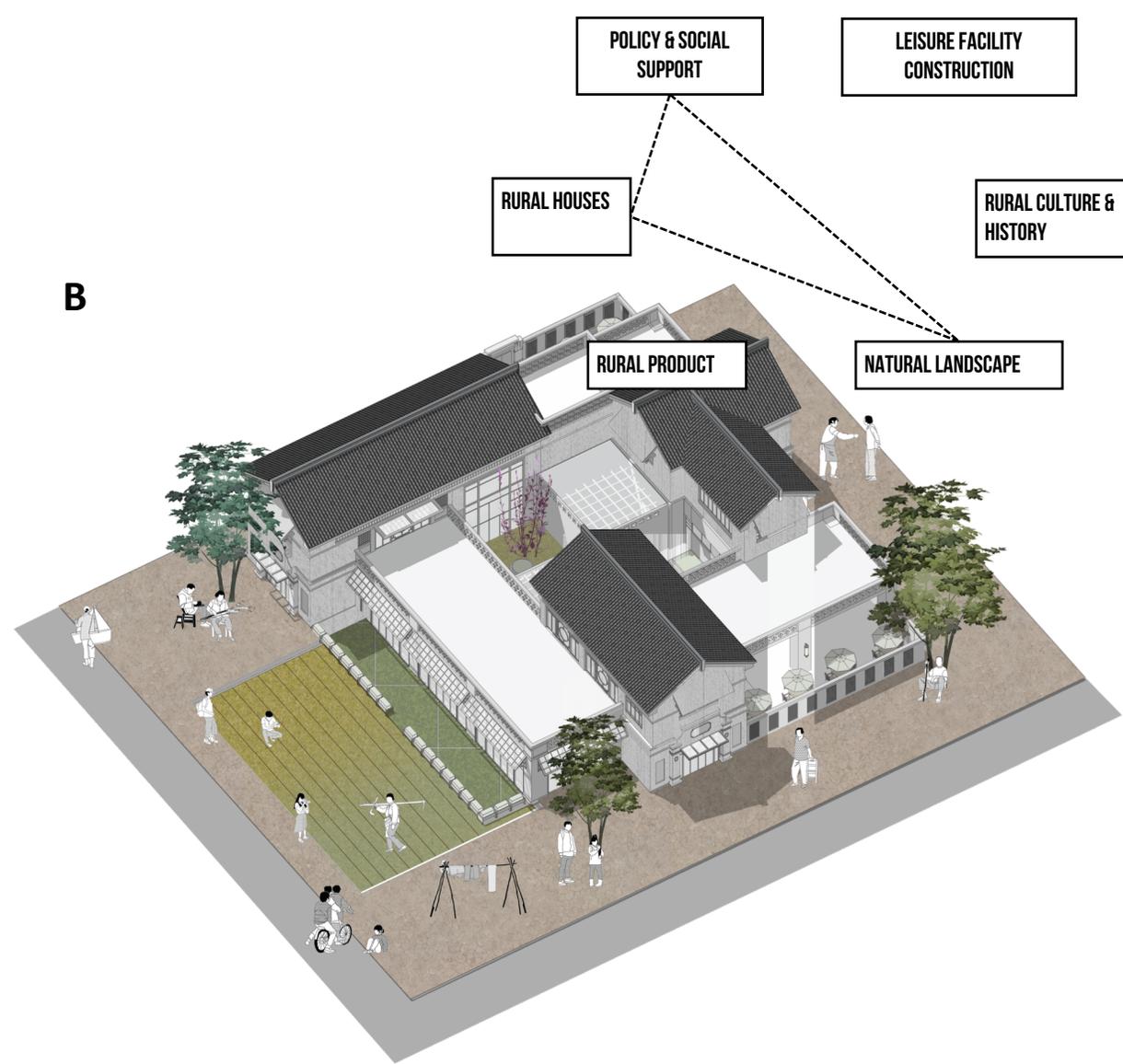


PROBLEMS

ANALYSIS

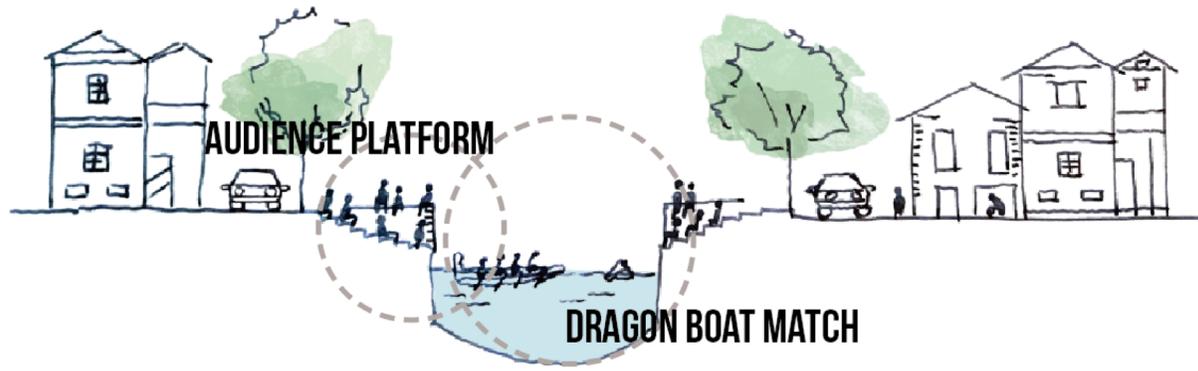
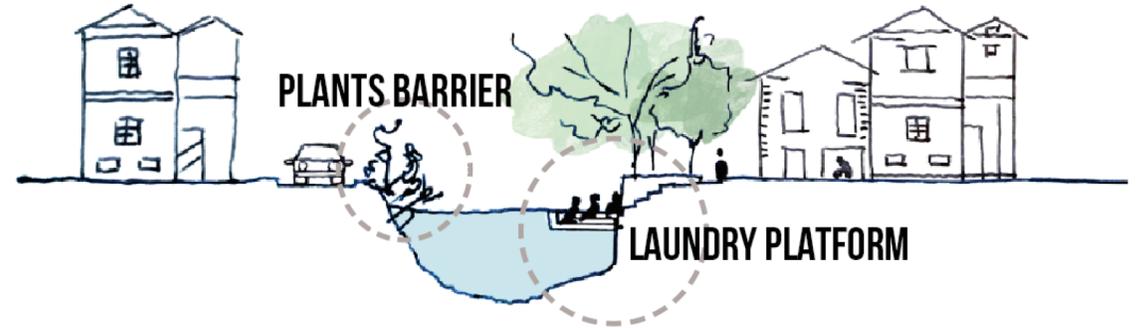
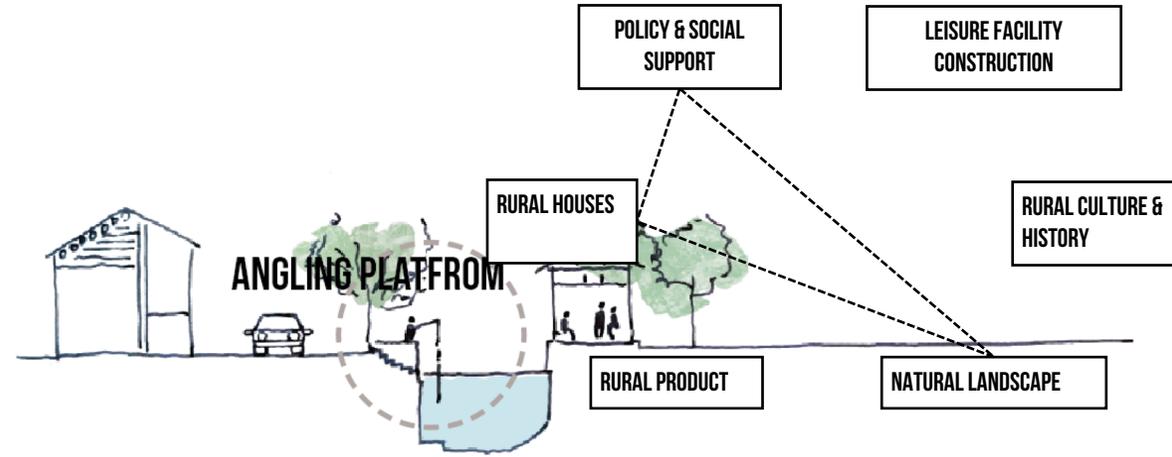
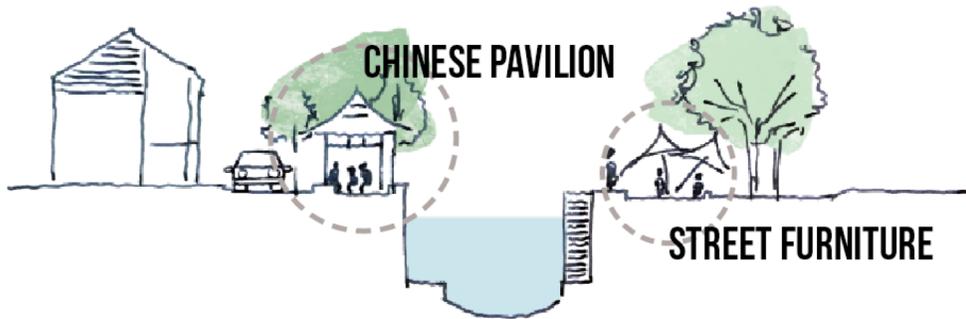
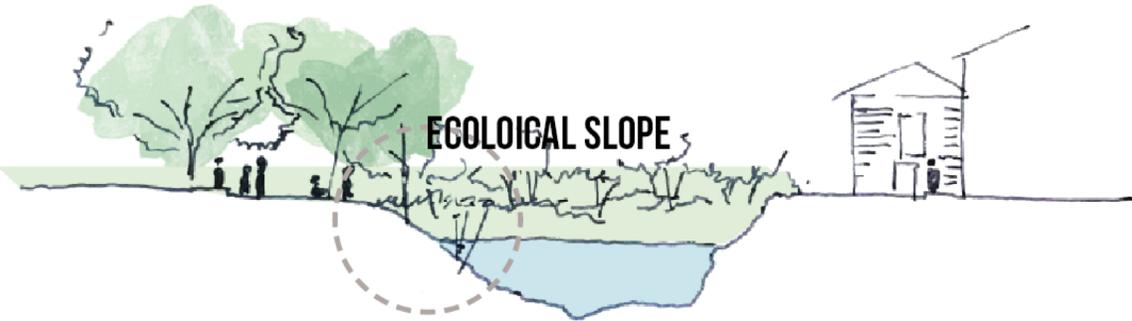
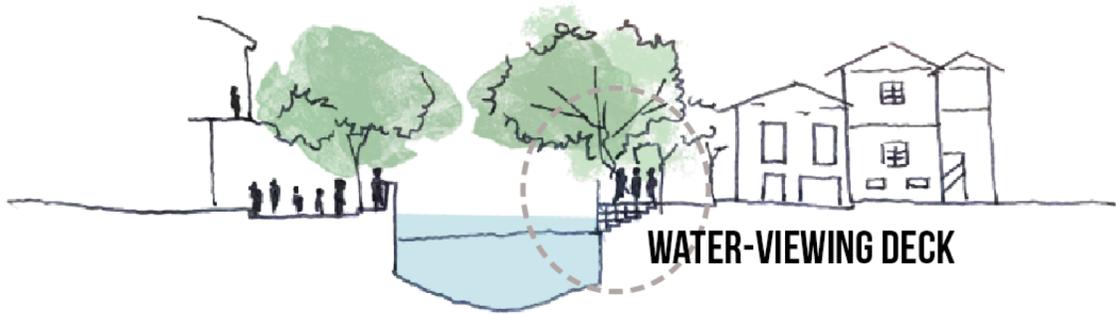
STRATEGIES

B



IMPLEMENTATIONS

REFLECTION



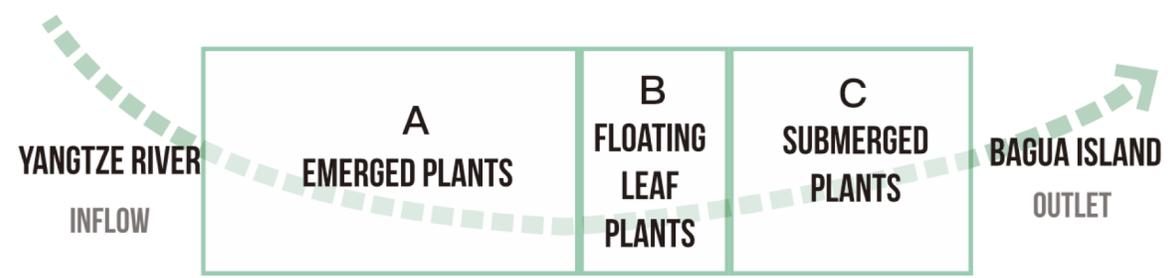
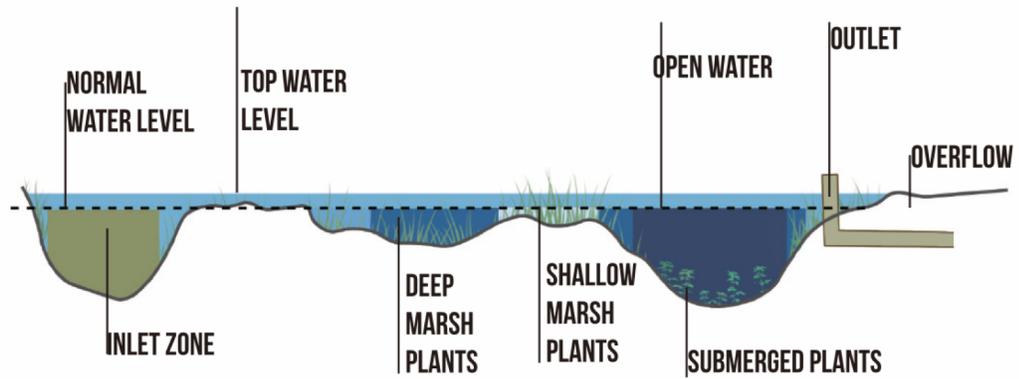
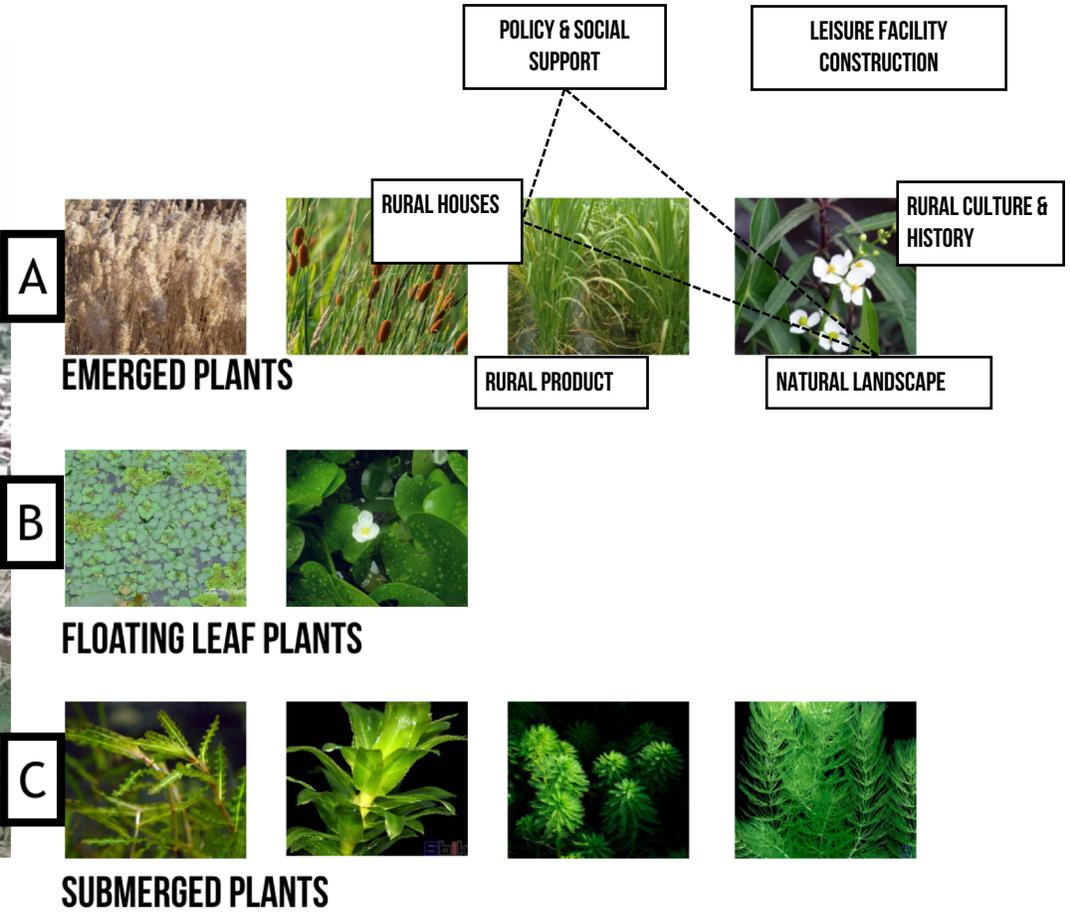
PROBLEMS

ANALYSIS

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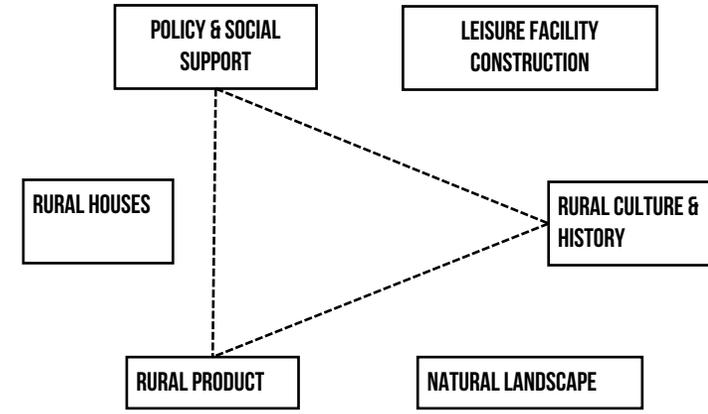
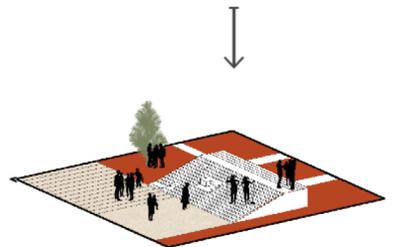
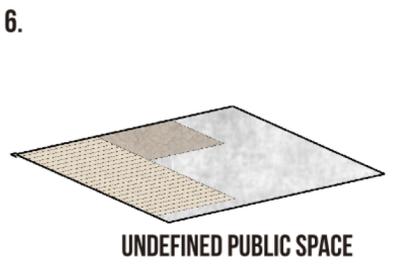
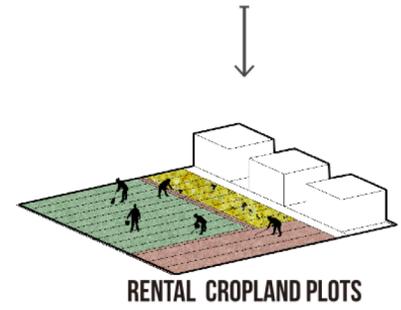
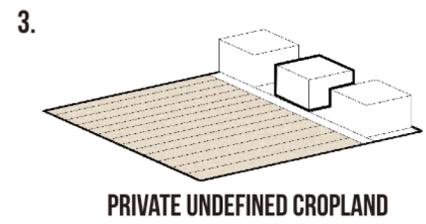
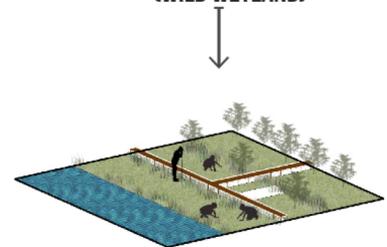
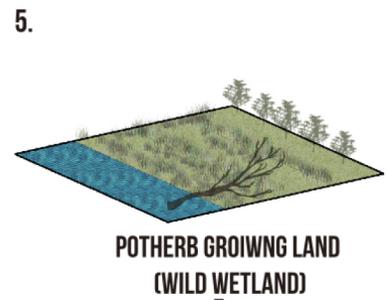
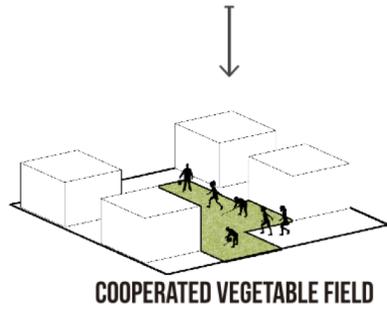
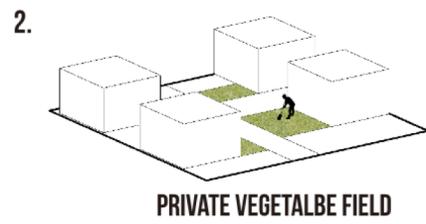
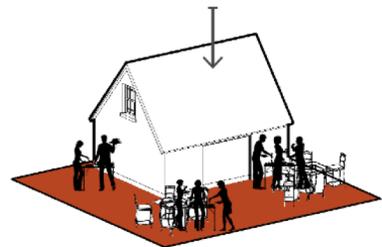
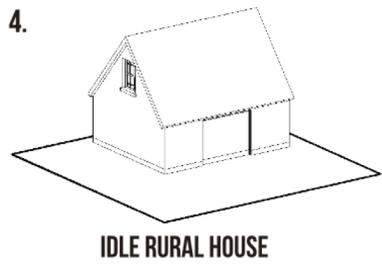
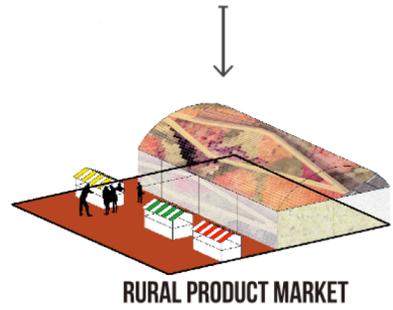
PROBLEMS

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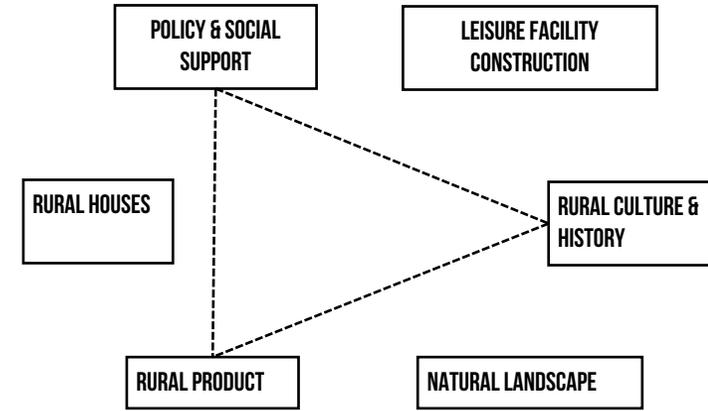
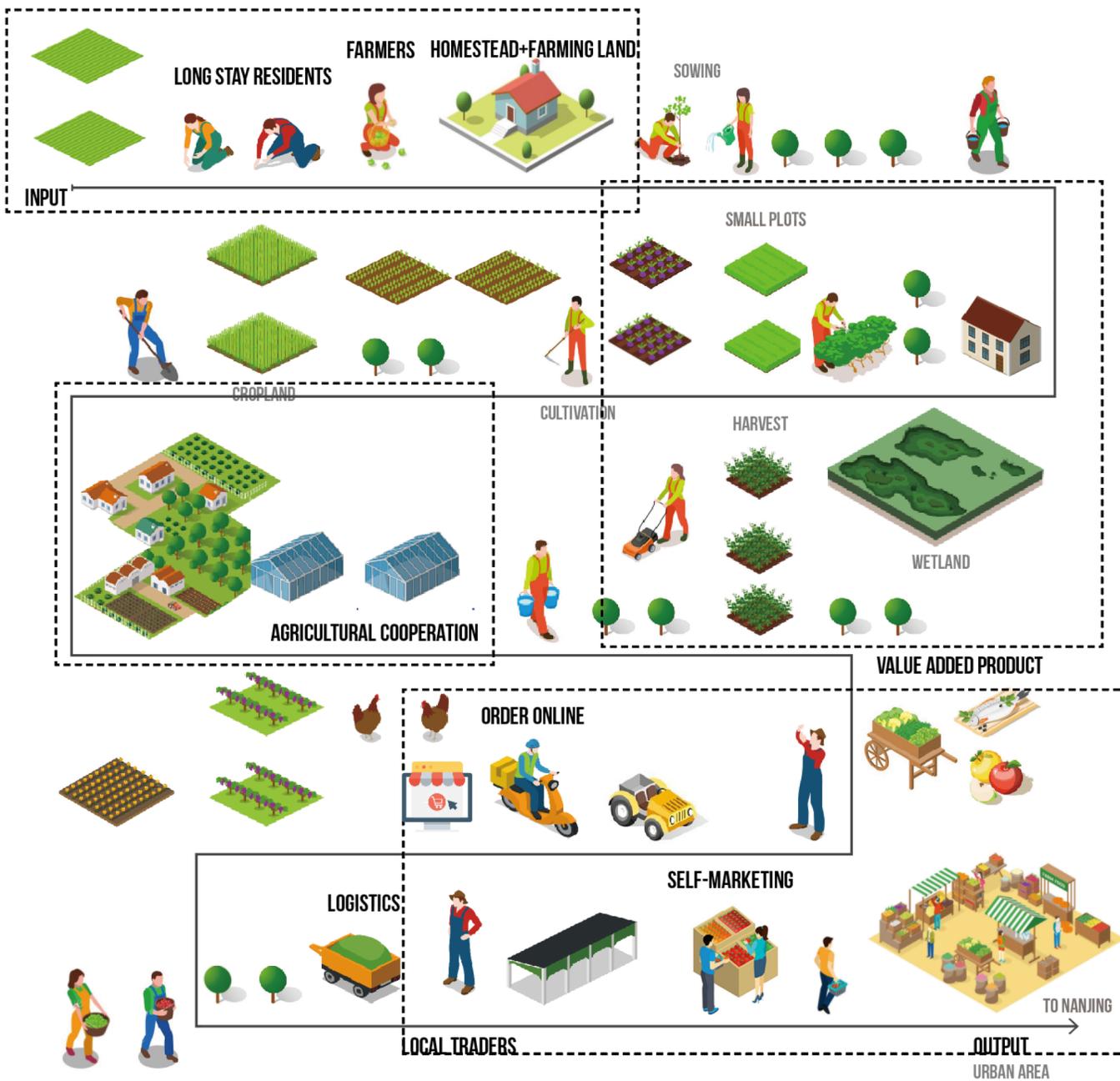
PROBLEMS

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PROBLEMS

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IMPLEMENTATIONS

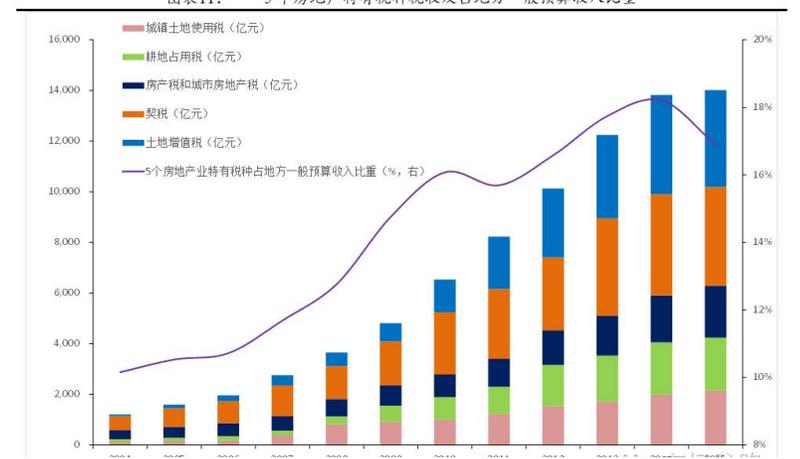
REFLECTION



MIDDLED AGED AND ELDERLY



YOUNG FAMILY WITH CHILDREN



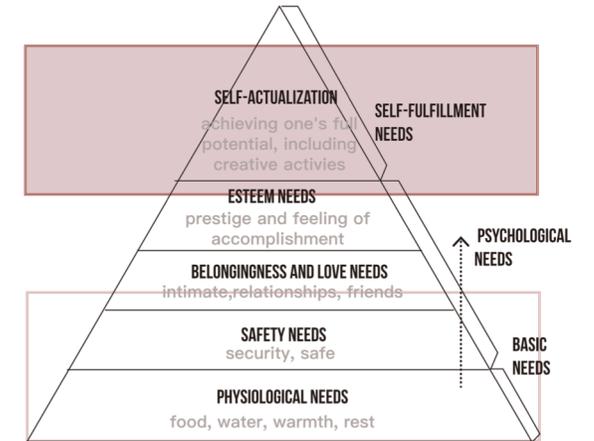
GOVERNMENT LAND FINANCE



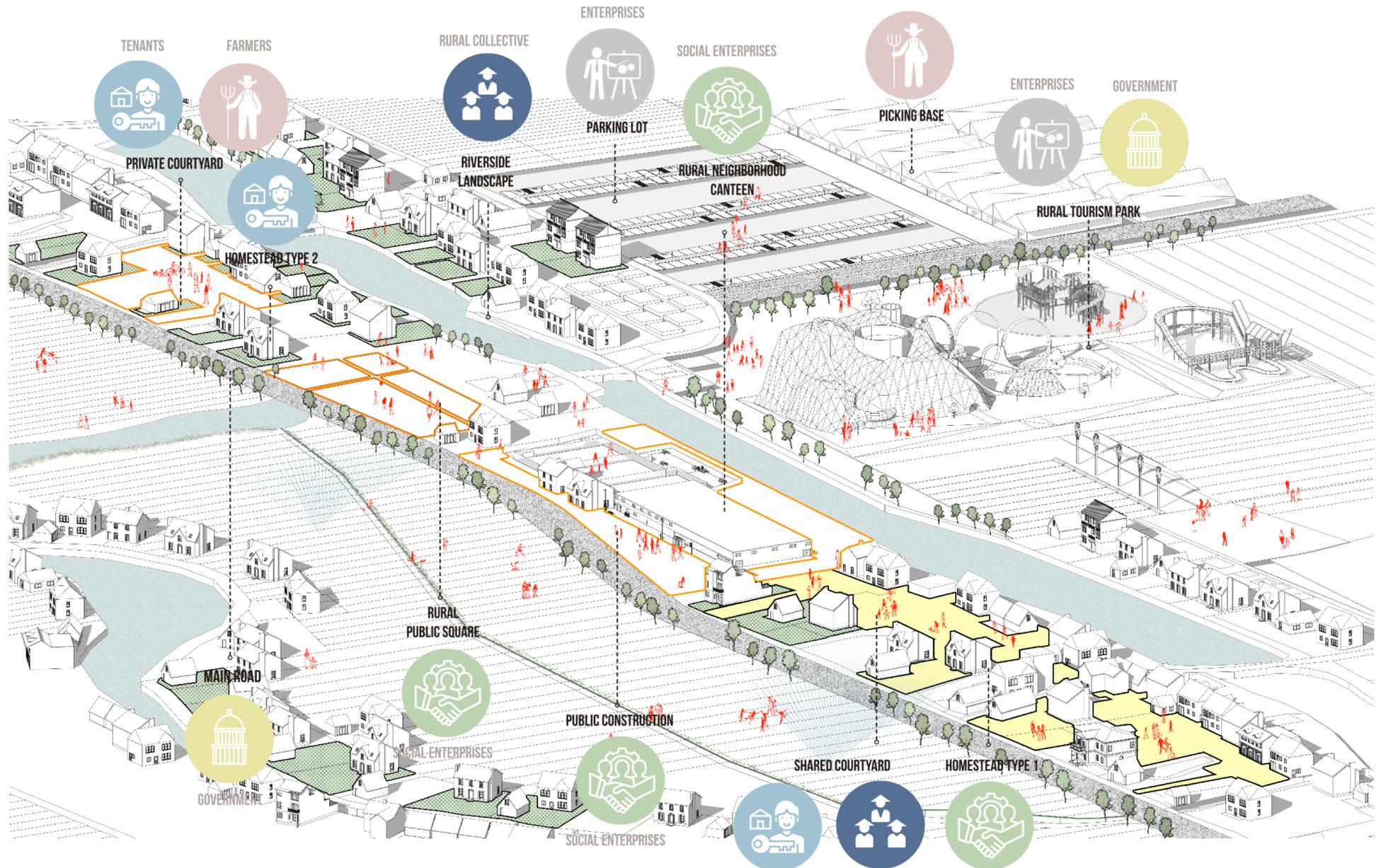
START UP COMPANIES



YOUNG COUPLES



LOCAL FARMERS



PROBLEMS

ANALYSIS

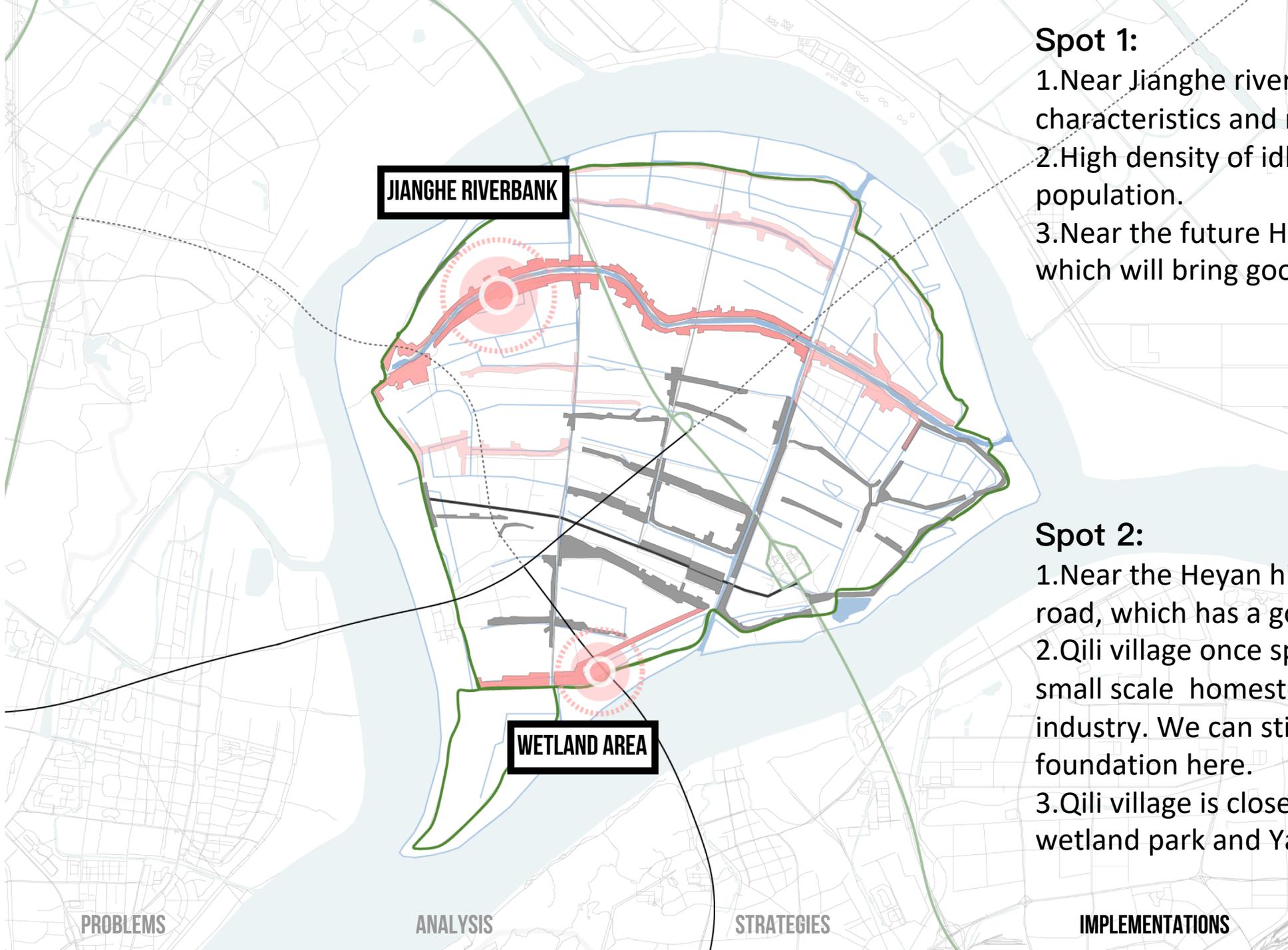
STRATEGIES

TENANTS

RURAL COLLECTIVE

SOCIAL ENTERPRISES
IMPLEMENTATIONS

REFLECTION



JIANGHE RIVERBANK

WETLAND AREA

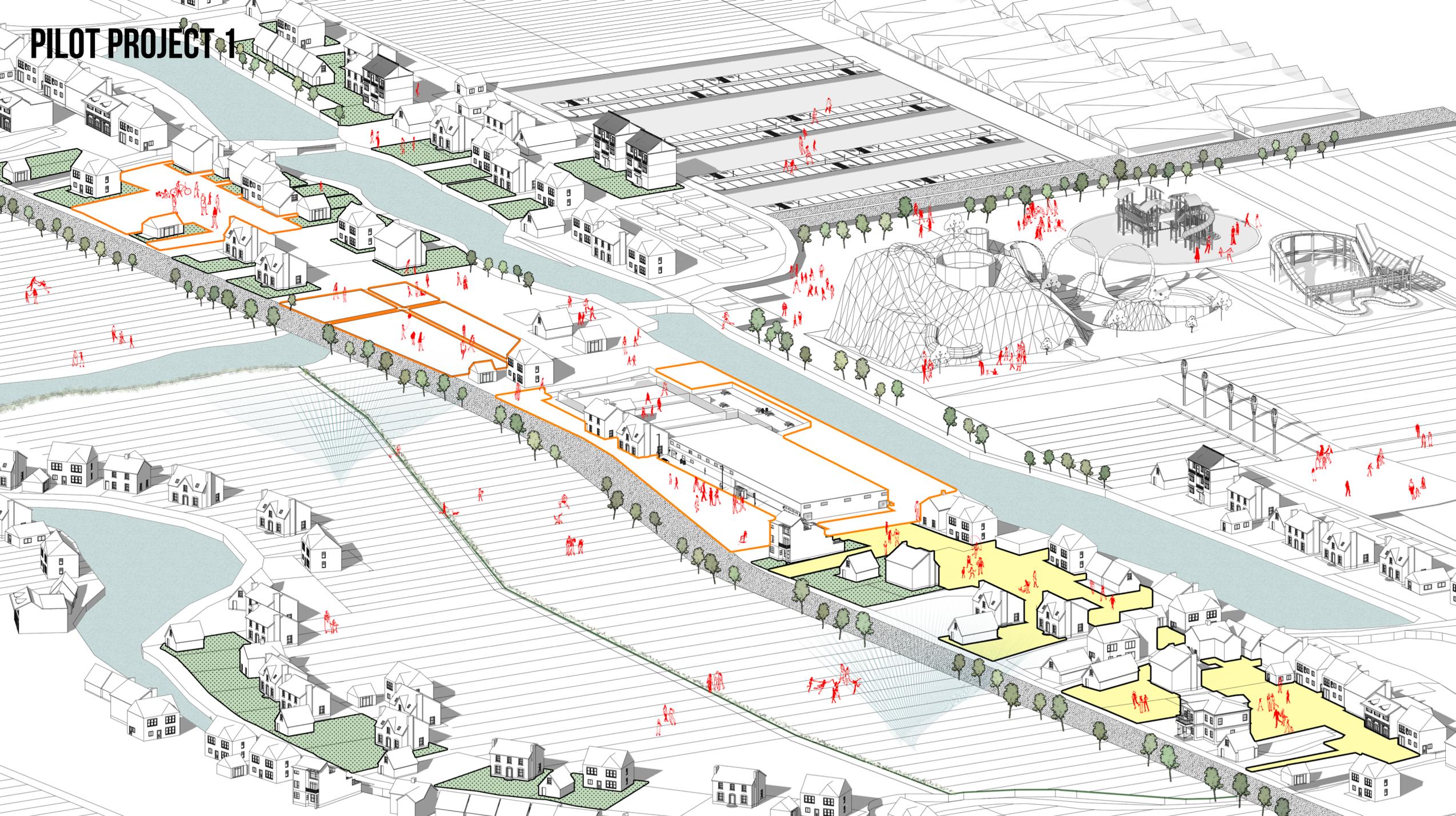
Spot 1:

- 1. Near Jianghe river course belt which has local characteristics and natural beautiful landscape.
- 2. High density of idle rural houses, and dense population.
- 3. Near the future Heyan highway entrance which will bring good accessibility.

Spot 2:

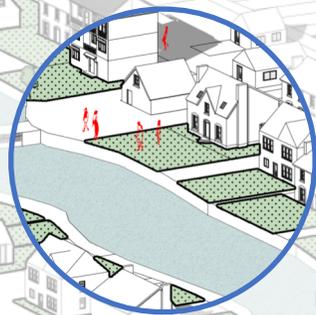
- 1. Near the Heyan highway entrance and dike road, which has a good accessibility.
- 2. Qili village once spontaneously developed small scale homestead based rural leisure industry. We can still find development foundation here.
- 3. Qili village is close to the southwestern wetland park and Yangtze river upstream.

PILOT PROJECT 1

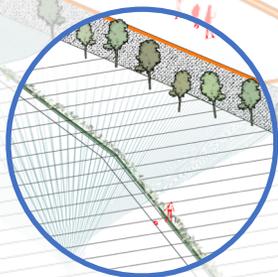


PILOT PROJECT 1

1. Detached house



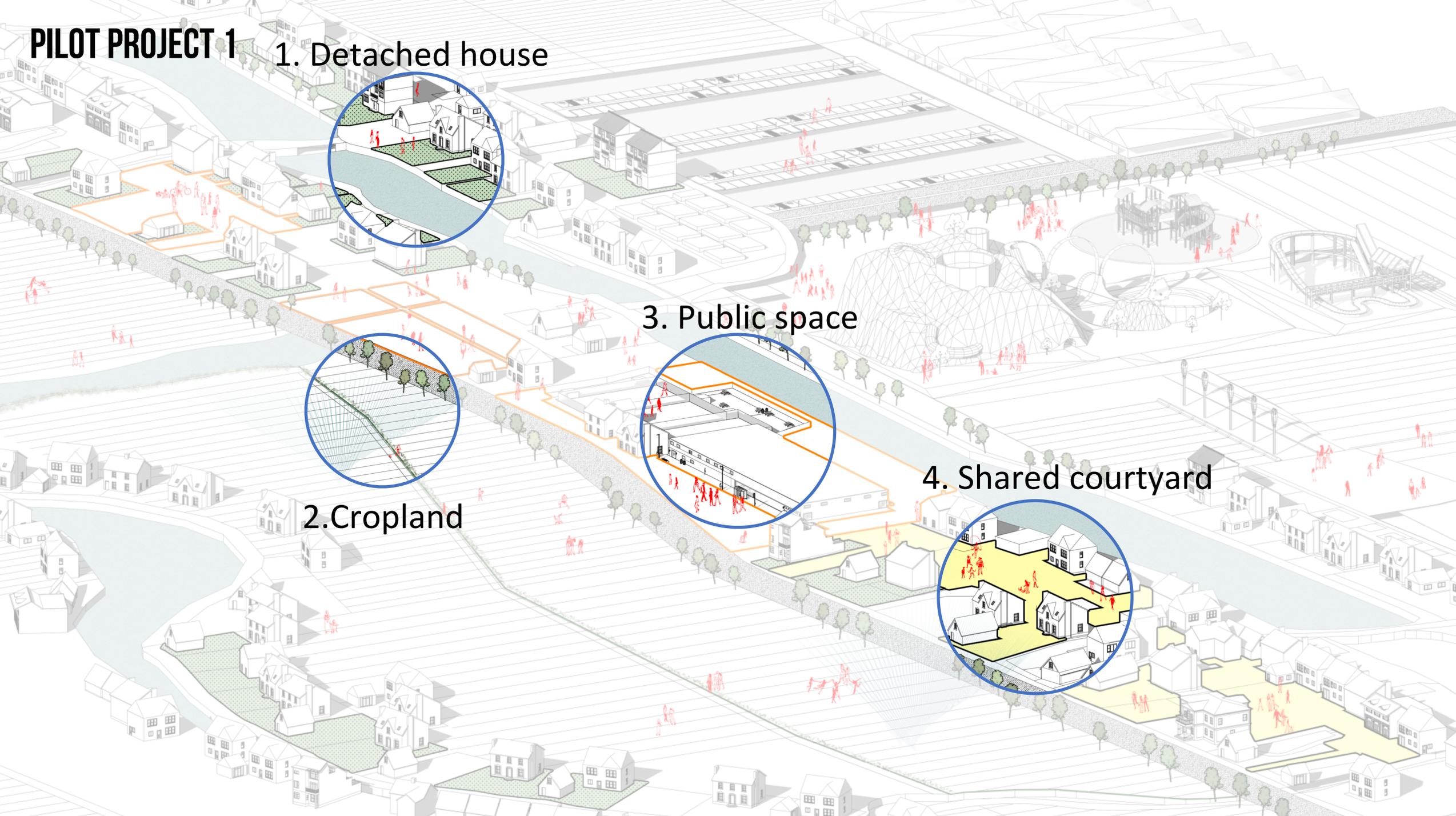
2. Cropland



3. Public space



4. Shared courtyard

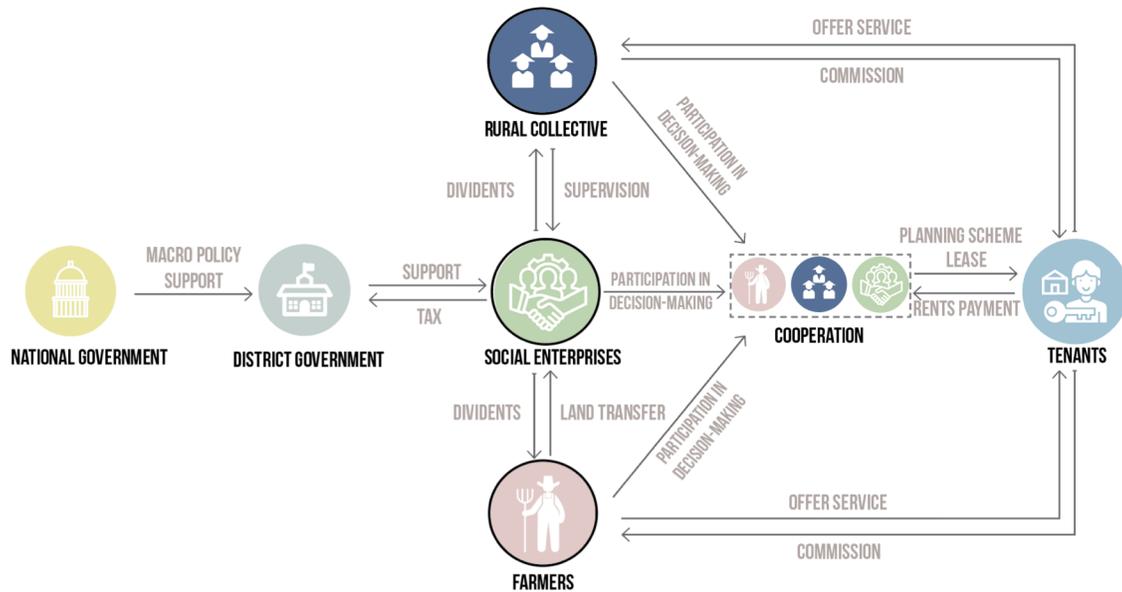




1. Detached house :



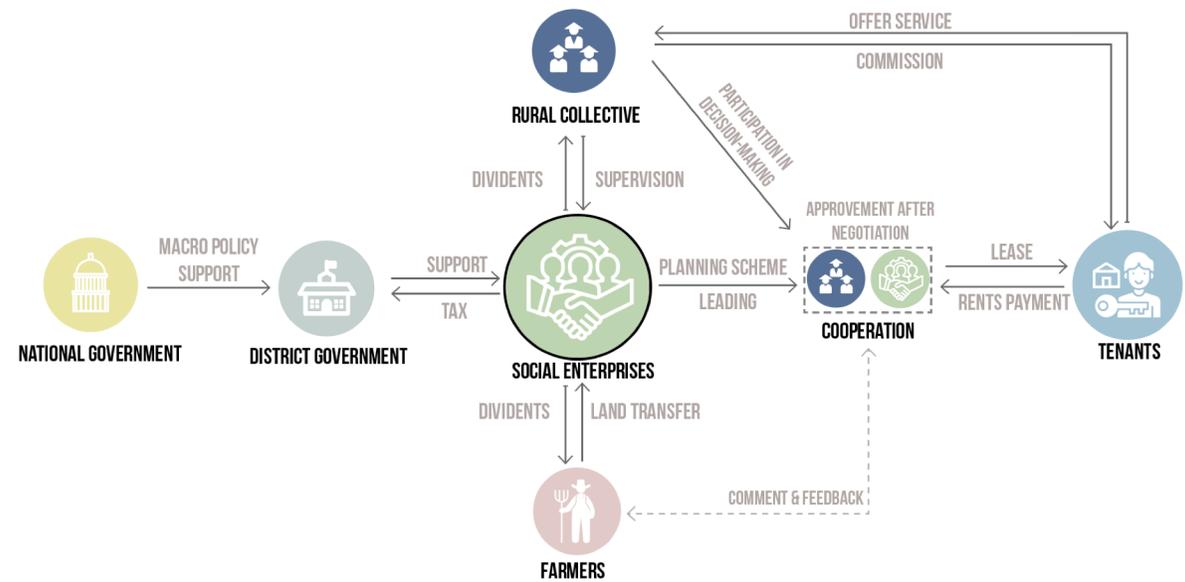
4. Quadrangle courtyard house :



PROBLEMS

ANALYSIS

STRATEGIES



IMPLEMENTATIONS

REFLECTION



1. Detached house :

- FSI : 0.5-1.0
- Building density: <30%
- Height:<12m
- Room for accommodation >2 , room for rent: < 6
- The advising tenants: The elderly + Young couples

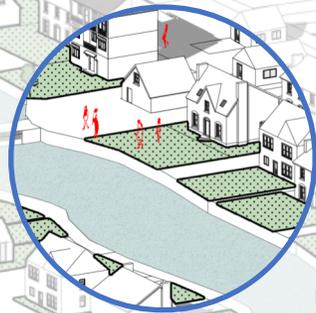


4. Quadrangle courtyard house :

- FSI : 0.6-1.3
- Building density: <30%
- Height:<12m
- Room for rent: < 8
- The advising tenants: The elderly + Young family with children + Start up companies

PILOT PROJECT 1

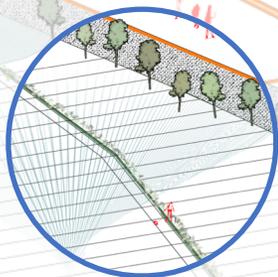
1. Detached house



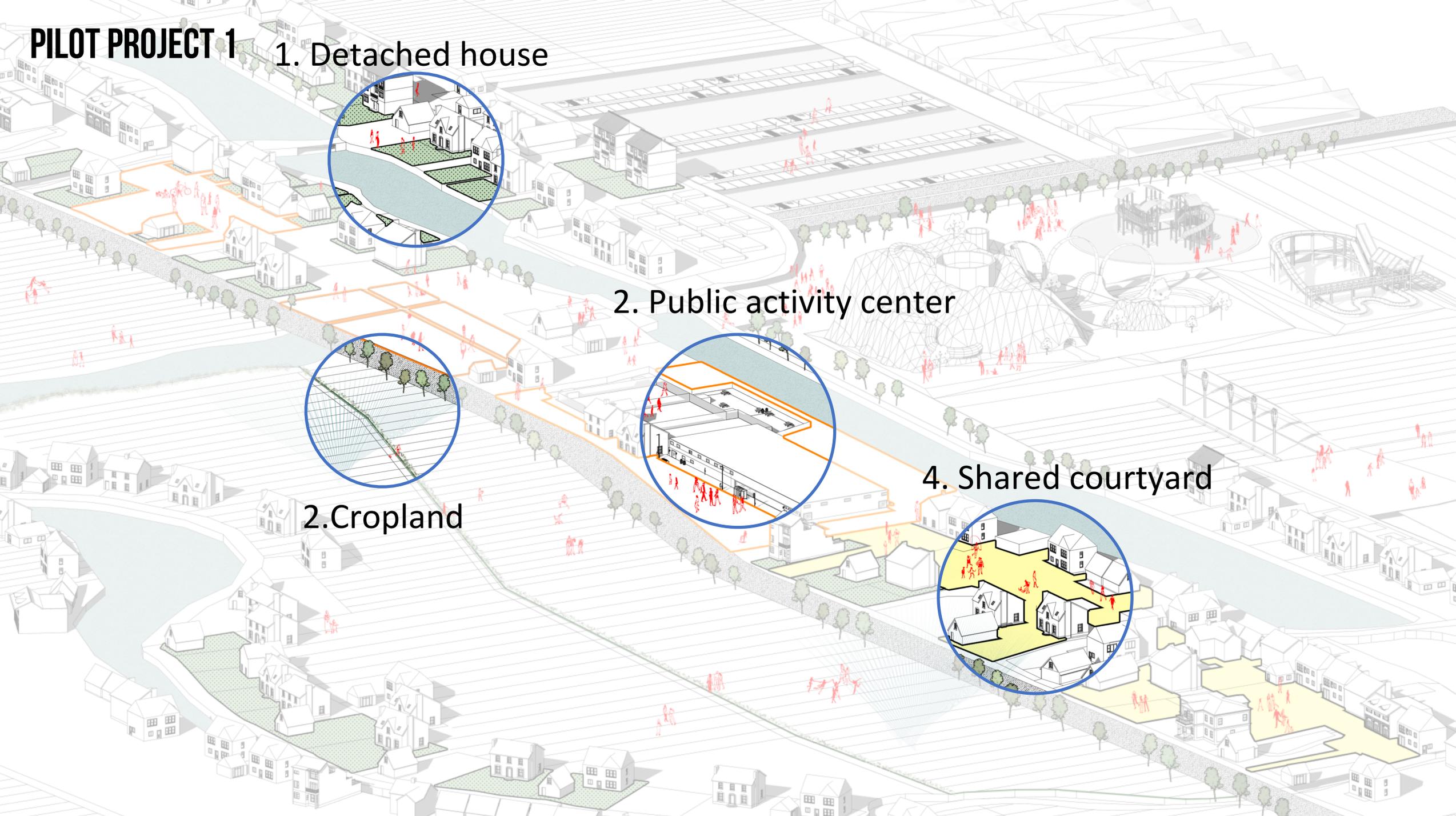
2. Public activity center

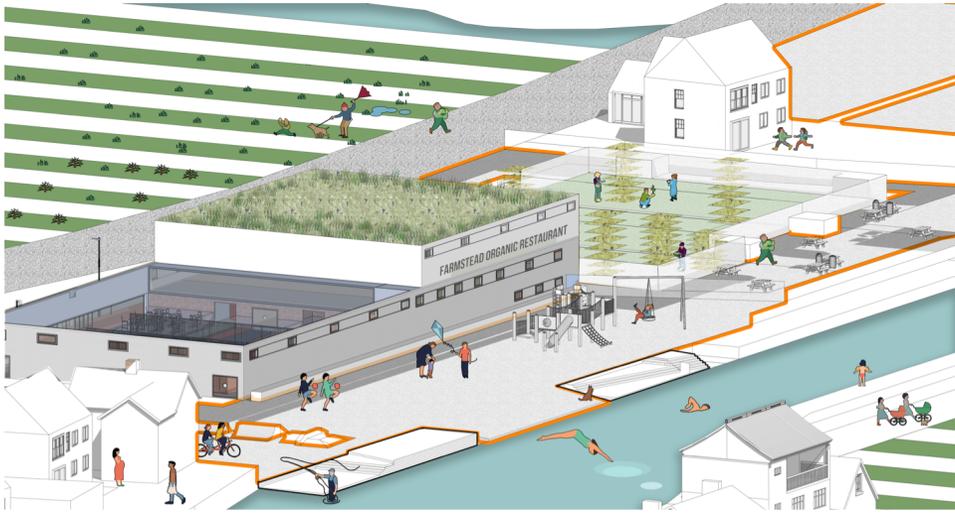


2. Cropland



4. Shared courtyard





2. Public activity center :

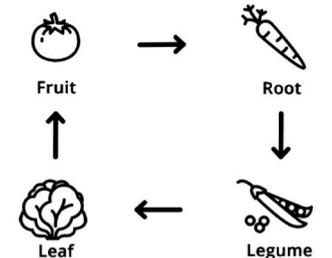
- Each neighborhood should have a public activity center
- Served as decentralized service center: include rural catering , rural product logistics site , handicraft classroom, neighborhood activity space, experiential consumption shops etc. function

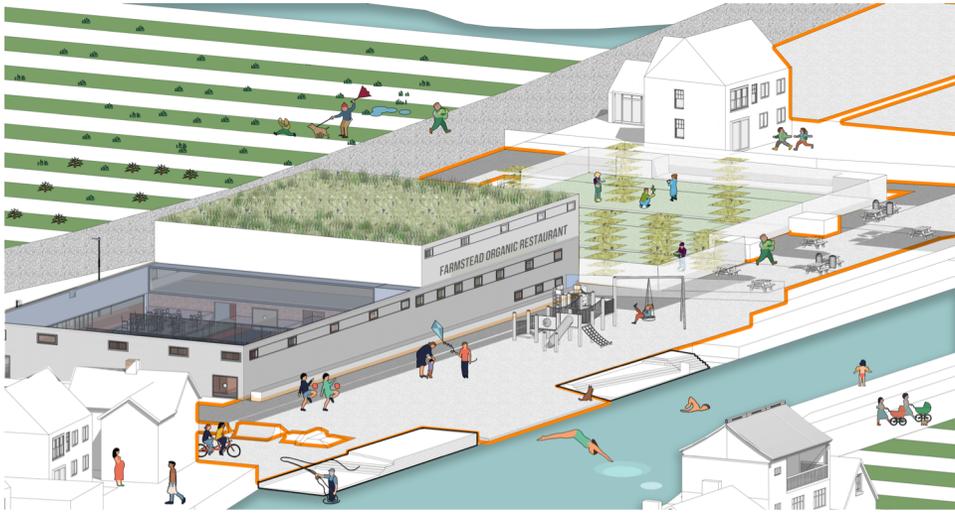


3. Rural cropland :

- 5% cropland : self planting and picking use
- Adopt vegetable plot per household: 30m²
- Building Coverage Ratio : <10%
- Crop rotation fallow area 1:1:2:1
- Encourage 'shared farm' development mode

Share product
Share cropland
Share project
Share resource

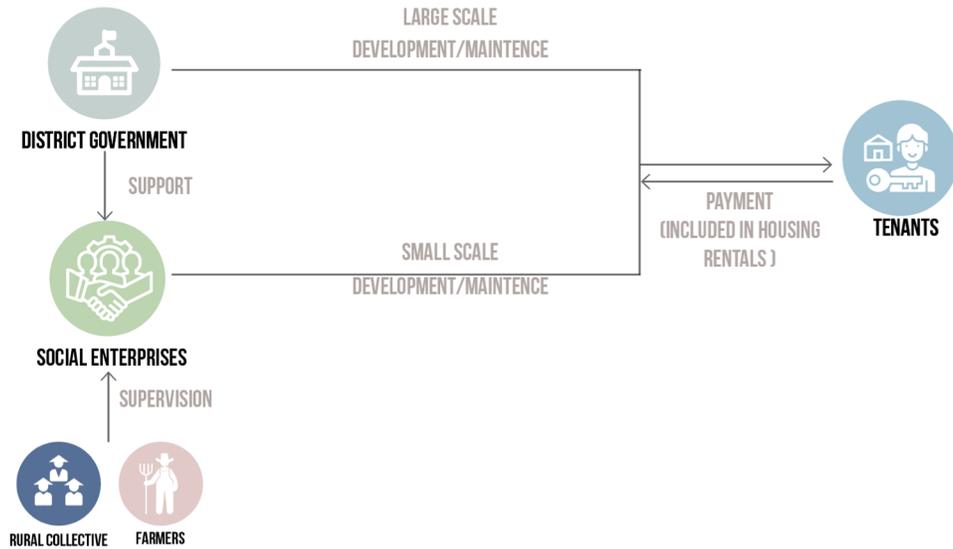




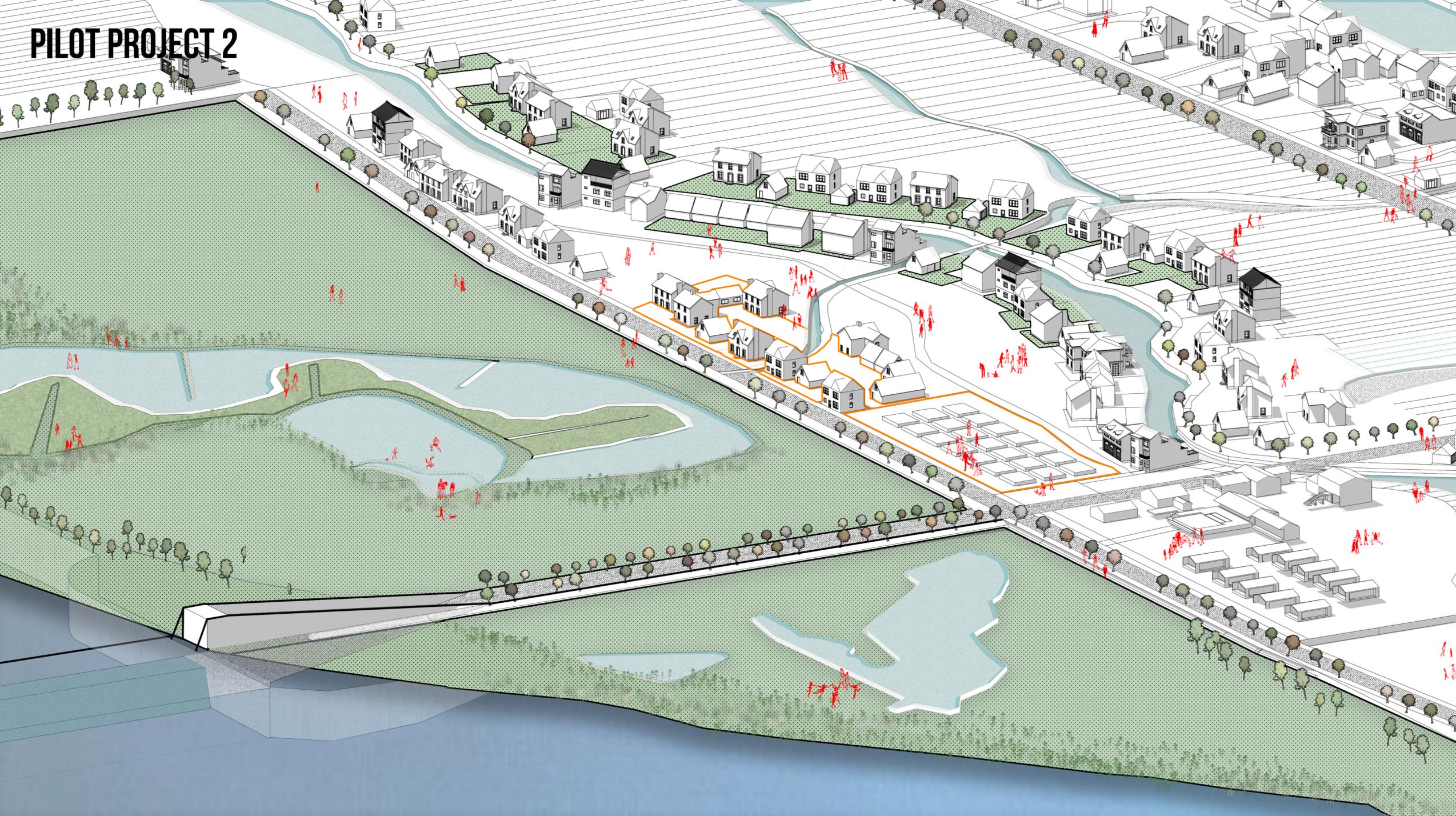
2. Public activity center :



3. Rural cropland :

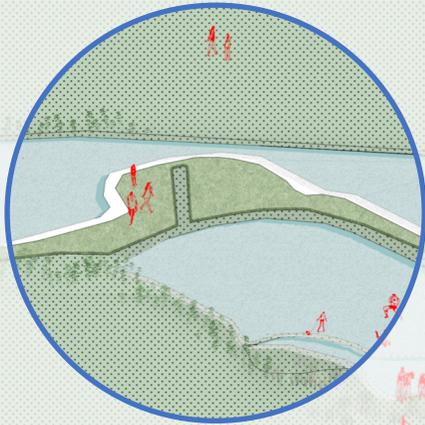


PILOT PROJECT 2

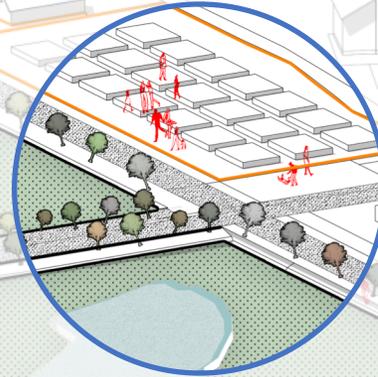


PILOT PROJECT 2

1. wetland park



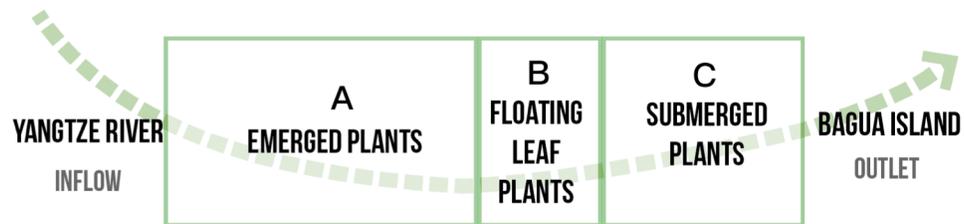
2. entrance square





1. Wetland park :

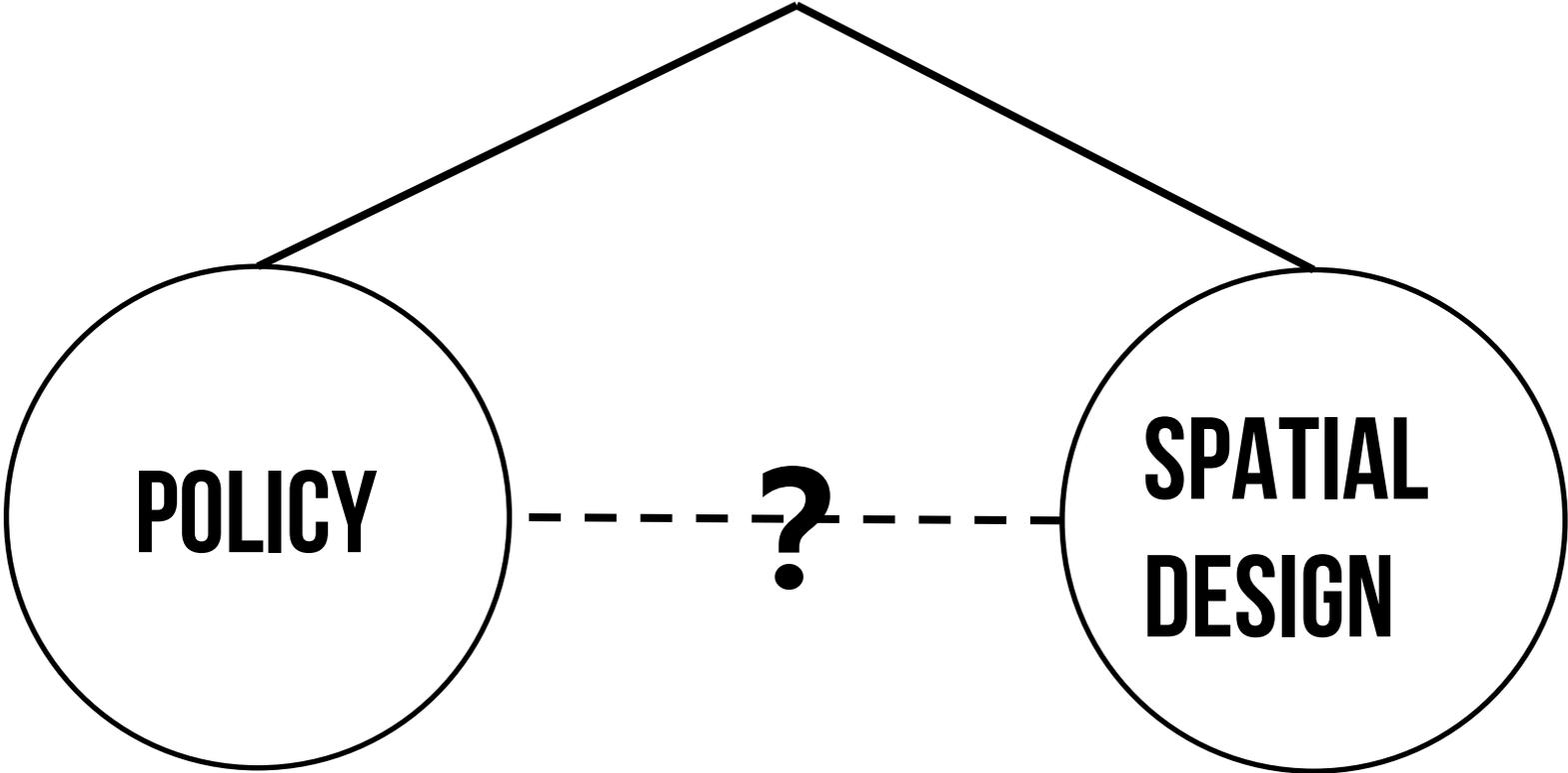
- Building Coverage Ratio : <5%
- Wetland planting allocation: 5:2:3



2. Entrance square :

- Buffer zone: >10m
- Each pilot project should have a tourism center: 50-100m distance to highway entrance

COMPLEX CITY STUDIO



Policy goals and objectives :

Policies exist to ensure, in a given situation, that people will behave in a way that is predictable, advisable and in the best interests of the organization and the person.

COMPLEX CITY STUDIO

