

## URBAN REGENERATION OF A NEW TOWN: Pujiang New Town

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Open for Master Students Architecture, Landscape and Urban Planning

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### 1.0 REGENERATION OF A NEW TOWN

During this design studio students will redesign an urban neighbourhood unit of 300x300 meter. The task is to revitalise the existing new town, for example by opening-up the blocks and designing the streets, by re-organising the existing building volumes and/or by changing programs and typologies. In short the task is to improve the urban liveliness through an acupuncture approach. This can be done by redesigning the road structure and profiles, adding new volumes and new open spaces, creating new routes, and making more diversity in typologies and functions. The students are free to choose their location (300x300 meter) within the overall plan.

During the first few weeks we do a collective analysis and some case studies. The main part of the studio is redesigning a 300x300 meter unit/project. At the end of the studio the individual projects will be assembled into a better-mixed and open (new) town.

### 2.0 BRIEF DESCRIPTION PUJIANG NEW TOWN

Pujiang New Town in the Minhang District of Shanghai is set on a flat landscape that featured a rectangular canal system. Gregotti Associati International (from Italy) made the master plan. The project was executed directly by Shanghai's central municipal government since 2001. This new plan was built on a tabula rasa, since the design team did not find strong historical or contextual elements on which to base their plans. Yet the canal system formed a basis for the new grid. The town is structured with broad roads, varying in width from 26 to 60 m. The master plan is divided into 300-x-300-m large blocks that form 'villages' or xiaoqus. Each such area forms 'an organic unit of about 1000 people'.

An essential problem in the implemented plan is the limited accessibility and separation of 'classes'. Although the (Italian) architects proposed to mix functions, housing types and prices, in the implementation phase of the project the plan was structured in areas that are socially distinct. The plan comprises a northern half and a southern half, with the northern half mostly luxurious high-end living and the southern half mainly low-end and middle class relocation area.

In the northern part according to the architects plan all blocks should be accessible for pedestrians and connected to one another. However, most 'public' routes inside the blocks within the northern half of the plan were rendered inaccessible by the developer. In addition the walls around the xiaoqus make the neighbourhoods within new town largely spatially and socially fragmented. Furthermore a large share of all houses was bought for speculation and not for living, especially in the northern half (approx. 20%).

The southern half of the new town, by contrast, where the Expo residents have been relocated, is built in a more conventional way with standard highrise blocks. This southern area has a more pleasant and more hospitable environment, with space for informal activities. The central zone that should connect the northern and southern part has not completely been realised yet.

### 2.0 TEACHING OBJECTIVES

- [1] Urban Planning: To understand the limitations and problems of contemporary new towns.
- [2] Social Concern: New insights regarding community formation and liveliness.
- [3] Environmental Concern and Urban Context: To understand the interaction and relationships of urban neighbourhoods and their surrounding environments, historical context, social and natural landscape.

### 3.0 DESIGN TASK:

The course is designed in three stages:

[Stage 1] The first stage consists of teamwork in groups of 3 or 4 students. The task is to analyse, review, and redesign the existing master plan as a team. During the first few weeks we also do some (international) case studies. Teamwork is essential during the whole studio, through field visits, visualisations, presentations, etc.

[Stage 2] During the second (main) part of the studio each individual student redesigns one xiaoqu or neighbourhood unit of 300 by 300 meter.

[Stage 3] In the last phase all individual projects will be brought together into a new plan for redesigning and regenerating Pujiang new town. All individual projects will be assembled together into a mixed, balanced, open, and vital urban structure.

4.0 The products at the end of the studio are:

- MODEL (1:500)
- A0 POSTER with design and concept explanation (diagrams and urban design, 1:500)

5.0 Schedule:

Week 1	Introduction meeting and group formation & lecture on new towns *
Week 2	Field trip to new towns (Jiading and Pujiang)
Week 3	Site analysis and case study
Week 4	Site analysis and case study & guest lecture (1)
Week 5	Redesign new town
Week 6	Redesign new town
Week 7	Review redesign proposal new town
Week 8	Conceptual design neighbourhood (300x300 meter)
Week 9	Conceptual design neighbourhood & guest lecture (2)
Week 10	Conceptual design neighbourhood
Week 11	Conceptual design neighbourhood & guest lecture (3)
Week 12	Conceptual design neighbourhood
Week 13	Conceptual design neighbourhood
Week 14	Review new neighbourhood units
Week 15	Re-assembling new town as a whole
Week 16	Re-assembling new town as a whole
Week 17	Final review

\* The first meeting is on Friday 4 March 2017



Fig.1. Original Master Plan Pujiang New Town



Fig.2. Detailed sample with 5 neighbourhood units in Pujiang New Town