

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 in the context of a new town development. The task is to revitalise and improve an existing new town. This can be done by opening-up one or more urban blocks, by adding new routings, by re-organising the existing building volumes, or by changing programs and typologies. Students are free to choose a location (minimum 300x300 meter) within Pujiang New Town as a whole.

The studio has three phases. During the first phase consists of collective analysis and case studies. The second phase is the conceptual redesign of a 300x300 meter unit or zone in small groups. The third phase is individual work on block/building level, and simultaneous continuous teamwork on town level. At the end of the studio we have for each individual student a new urban block design, and per team strategies for improvement of the new town as a whole.

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. Italian office Gregotti Associati International has been invited to design a 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 water system with canals 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 where approx. 80% of the housing stock is empty. 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 high-rise 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 and divides the two halves, though it has the potential to connect.

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.

[Stage 2] During the second (main) part of the studio each individual student redesigns one unique 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 for the new town as a whole.

4.0 The products at the end of the studio are:

Two A0 POSTER with architectural and urban design concept (diagrams and plans 1:500)

5.0 Schedule:

Week 1	Introduction meeting & lecture on new towns
Week 2	Site visit Pujiang New Town
Week 3	Site analysis and case study
Week 4	Site analysis and case study & guest lecture (1)
Week 5	Field trip to Jiading New City
Week 6	Conceptual design core neighbourhood (300x300m block & context)
Week 7	Conceptual design core neighbourhood & guest lecture (2)
Week 8	Conceptual design core neighbourhood
Week 9	Midterm review
Week 10	Site visit to Songjiang New City
Week 11	Conceptual design core neighbourhood
Week 12	Conceptual design core neighbourhood & guest lecture (3)
Week 13	Conceptual design core neighbourhood
Week 14	Re-assembling new town as a whole
Week 15	Re-assembling new town as a whole
Week 16	Re-assembling new town as a whole
Week 17	Final review



Fig.1. Original Master Plan Pujiang New Town



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