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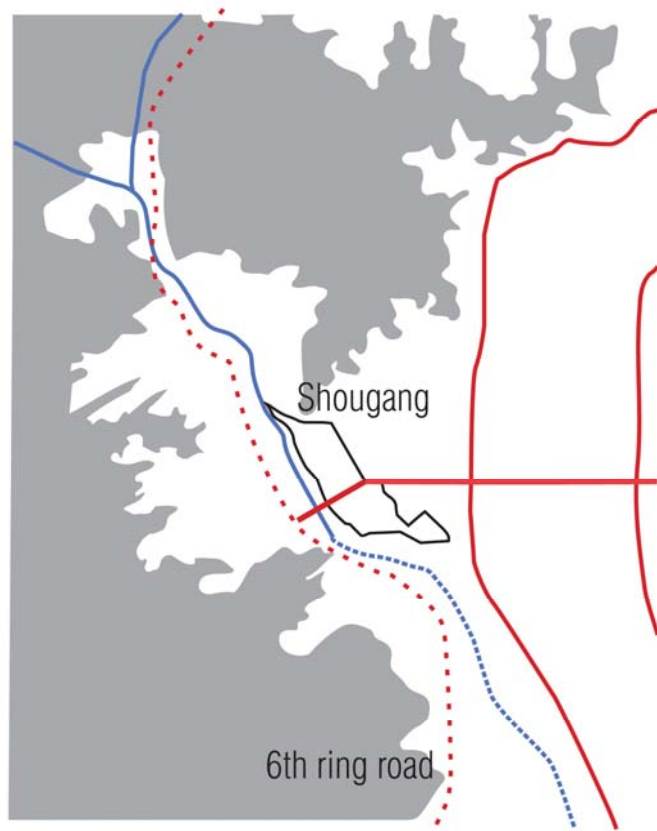
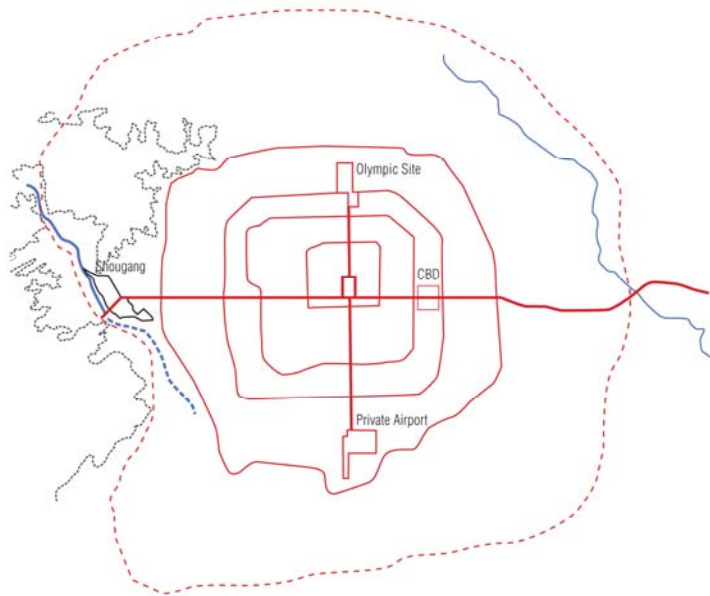
11.307 Beijing Urban Design Studio
Summer 2008

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首钢再整合 Re-integrating the Shougang Industrial Site



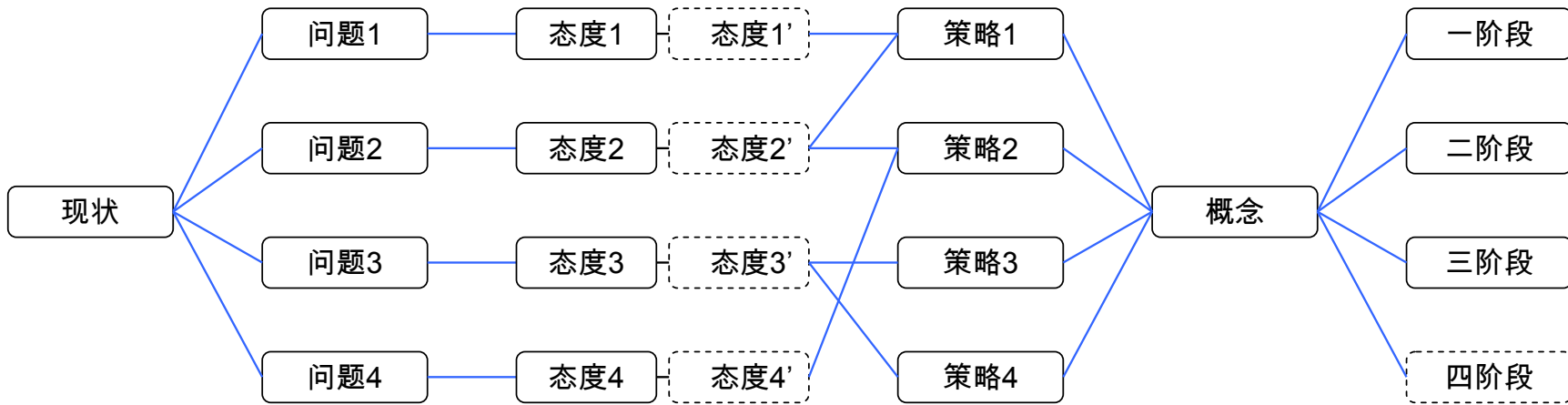
Li Ye
Josh Fiala
Zhai Wensi
Christine Outram
Claire Abrahamse



Site Context

- Important Location at the end of the East West Axis
- Part of a larger planned recreation area
- Decision to notionally end the East West axis at the Shougang Site but also divert the traffic across the river and connect with the 6th ring road
- Notionally stopping the axis complements the current bookending of the north south axis

工作框架 Framework



status
layers

problems

attitude

strategies

concept

问题 Problems



态度 Attitude

我们的态度——在动态过程中实现综合利益最大化

Our Attitude----Maximize the comprehensive profits in a dynamic process

Economic Issue
经济问题

- 综合利益最大化 Maximize Profits
- 逐步复兴 Regenerate the area

Social Issue
社会问题

- 提高地区的社会层次 Enhance social capital
- 维护遗留者的居住尊严 maintain the dignity of workers

Culture Issue
文化问题

- 保持地区的文化特质 Maintain a culture identity
- 文化品牌化 Begin to create a Cultural Brand

Environment Issue
环境问题

- Brand
- 市民可以使用的自然环境 Nature as a recreational place

一般开发模式——追求现世价值

Attitude of Common Development---Pursuit myopia value

- 一次性开发→利益瓜分 Over-night Development = → Divided interest
- 终极决定论→适应力差 Blueprint Plan→ Poor Adaptation

Adaptation

- 开发商获益 Developers benefit most
 - 工人失业→失落感 Unemployment → Despair
- 社会问题 → Social Problems

- 单纯的保护 Simple maintenance & preservation

- 维护成为负担 → Financial Burden
- 被动环境规划 Passive Environmental Planning

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策略 Strategies

态度 Attitude

- 综合利益最大化
- 逐步复兴

- 提高地区的社会层次
- 维护遗留者的居住尊严

- 保持地区的文化特质
- 文化品牌化

- 市民可以使用的自然环境
- 永定河复兴

策略 strategies

轮垦式分步开发
控制地块开发时序

“Rotational farming” and remediation
Development of layering control

触媒效益—激发地区活力/发展
逐步提供工作机会：
1. 控制人口的迁入；
2. 从工业过渡到商业&服务业
3. 逐步建立与城市的相互依存联系

Catalyst: World innovation expo
Provide opportunities gradually：
1. Control migrants；
2. Transmition from 2nd industrial to 3rd
3. Co-habitation with peri-urban

发展高端产业增长点，
吸引高端人群，向高端过渡

Hot spots of high industry
Attract upper class, raise the site profile

棕地耕种—改善土壤

Remediate the land

策略 Strategies

目标 The goals

综合利益最大化
逐步复兴

提高地区的社会层次
维护遗留者的居住尊严

保持地区的文化特质
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市民可以使用的自然环境
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Civic Layering
公共空间衍生

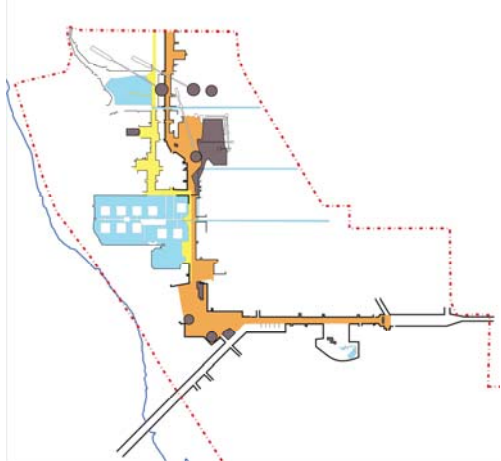
	阶段1 世博会 LAYER1--EXPO	阶段2 职业技术培训中心 LAYER2--SKILL EMBASSIES	阶段3 混合社区 LAYER3-- MIX COMMUNITY
阶段性目标 PHASE TARGET	<p>吸引注意力和投资 attract attention and investment</p> <p>提升地区商业层次 enhance commercial/comsuming level</p> <p>解决退二进三带来的就业与环境问题 deal with unemployment and enviromental issues</p>	<p>吸引中高端人才 attract educated people</p> <p>提升地区文化层次 enhance cultural level</p>	<p>人口/就业等进入稳定发展阶段</p>
区域功能 DISTRICT FUNCTION	<p>EXPO提供临时工作岗位, 工作时间与临退休工人剩余工作时间相近 Temporary jobs suitable for the shougang workers</p>	<p>中高端职业培训中心 skill embassies & companies's training centre</p>	<p>功能齐全的社区形成</p>
商业 COMMERCIAL	<p>周边中高端商业 middle end commercial environment</p>	<p>周边中高端商业 semi-high-end commercial environment</p>	<p>商业环境业已成熟 relatively mature commercial environment</p>
居住 RESIDENCE	<p>周边公寓+中档商品房 apartments +medium density houses</p>	<p>中档+中高档商品房+低密度住宅 medium+high quality+low density house</p>	<p>中高档商品房+低密度住宅 high quality + low density houses</p>
文化教育设施 CULTURAL&EDUCATION	<p>新建文化设施 new cultural facilities</p>	<p>新建教育设施 educational facilities</p>	
环境 ENVIROMENT	<p>河岸与湖滨整治 river bank & lake bank space</p>	<p>公园与绿地 parks & open spaces</p>	<p>公共环境优美 beautiful environment</p>
厂房利用 INDUSTRIAL BUILDING	<p>厂房改造利用为展馆 re-use the industrial buildings as pavillions</p>	<p>展馆改造为培训中心和公共艺术博物馆 re-use the pavillions as public museum and skill embassies</p>	<p>公共文化&艺术氛围良好 a good public, cultural and art environment</p>
开发主体 DEVELOPER	<p>一级土地开发商管理</p>	<p>二级开发商进入</p>	<p>一级土地开发商退出</p>
土地出售 LAND SALE&DELIVERY	<p>预售土地</p>	<p>分批发放已售土地</p>	<p>土地售出/发放完毕</p>
棕地治理 REMEDIAION	<p>土地复垦 land remediation</p>	<p>土地复垦 land remediation</p>	<p>土地质量全部得到改善</p>
基础设施 INFRASTRUCTURE	<p>基础设施改造 build and improve infrastructure</p>	<p>生地变熟地</p>	
土地溢价 LAND PREMIUM		<p>土地溢价初显</p>	<p>土地溢价明显 significant land premium</p>
周边地价 SURROUNDING LAND PRICE	<p>周边地价上涨 surrounding land prices rise</p>	<p>周边地价上涨 surrounding land prices rise</p>	<p>区域地价整体上涨 district land prices rise</p>

公共空间衍生 Civic Layering

控制首钢长时段的开发时序
以实现综合利益最大化

In order to maximize social and economic value, a site of this size needs to grow gradually in layers over a number of years

Civic Structure



Layer 1: World Innovation Expo



Layer 2: Skills embassies

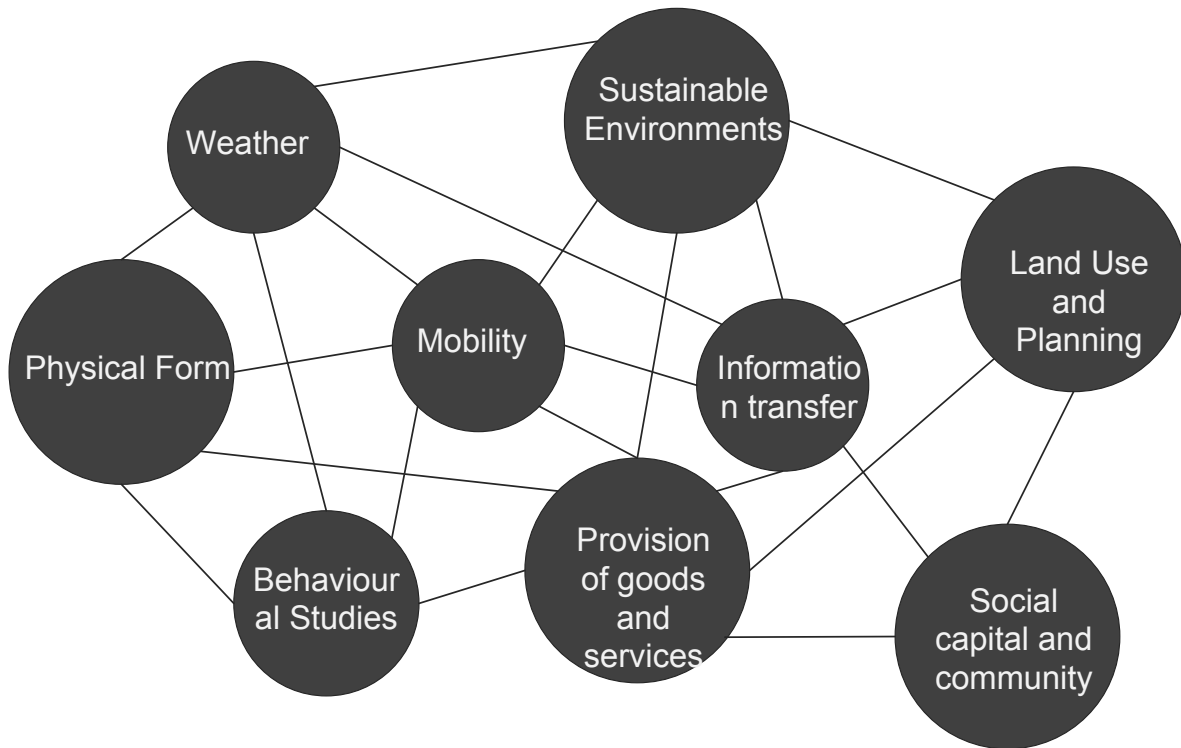


Layer 3: Integration

分阶段规划 Approach:

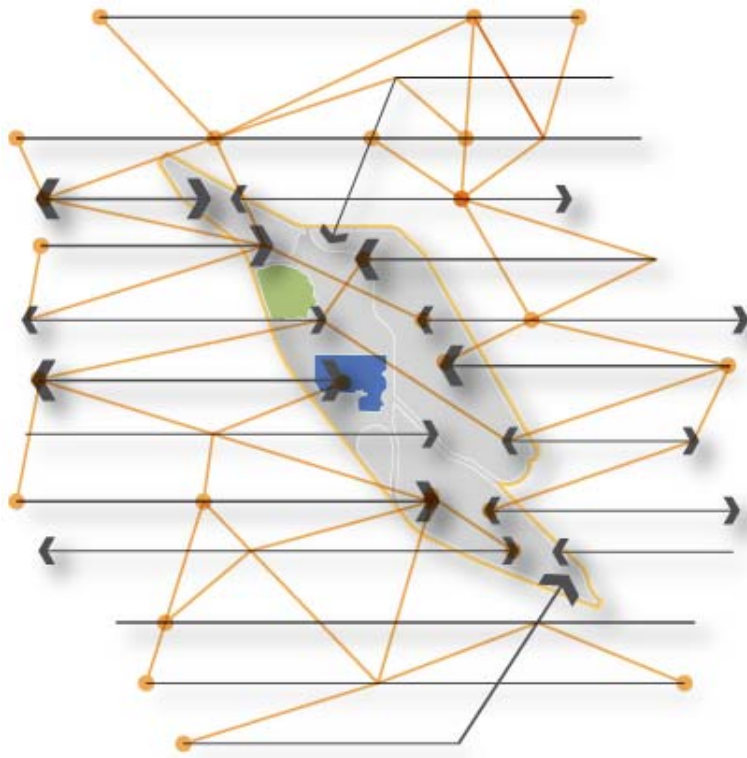
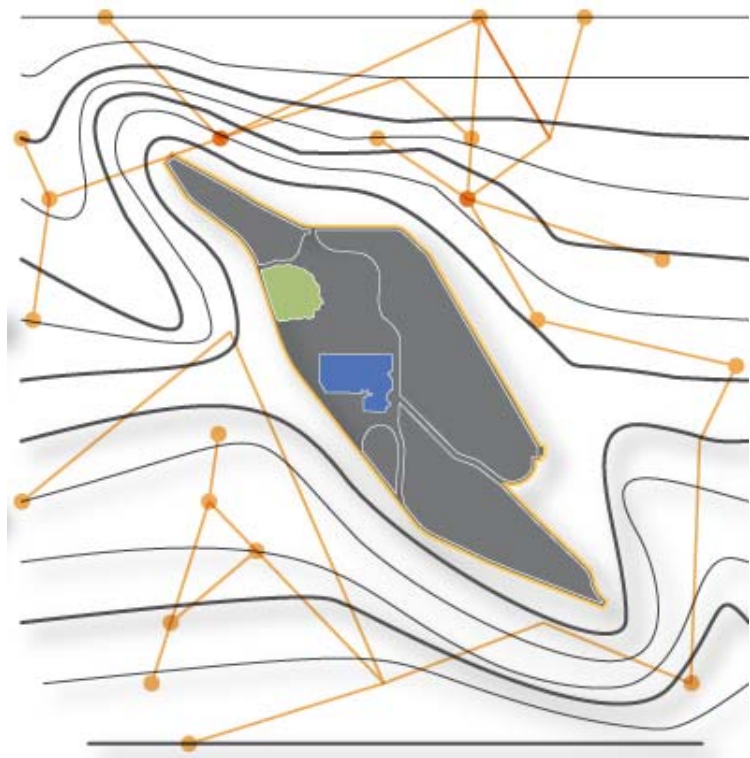
Layering

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In response to the dynamism of the location of the site our design concept revolves around the following ideas:

- Examining the city as a dynamic socio-spatial, economic and political network rather than a static conception of built form.
- Questioning the determinism of large scale master planning and exploring how urban design can become an adaptable process that responds to a rapidly changing urban context.
- Developing a new conception of value in real estate development through iterative planning.
- Re-imagining industrial processes and providing a dynamic program structure that supports this.

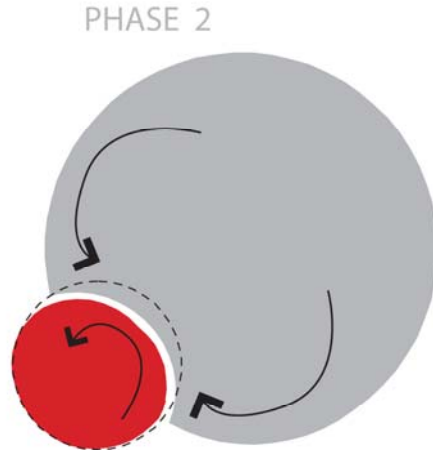


Closed System / Open Network

- The city is an ever-changing interrelated network. Until now, the Shougang site has been a closed system whose boundaries divide it from the complex network that surrounds it.
- Through this project, we are interested in how we can strategically re-thread the Shougang site back into its surrounding dynamic network over a number of years.

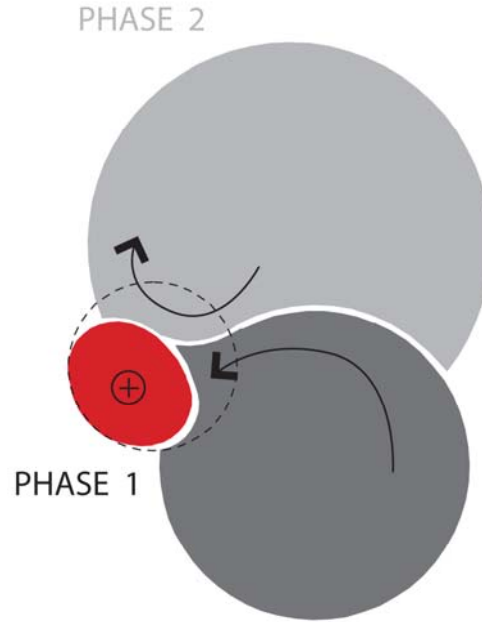


PHASE 1



PHASE 2

PHASE 1



PHASE 2

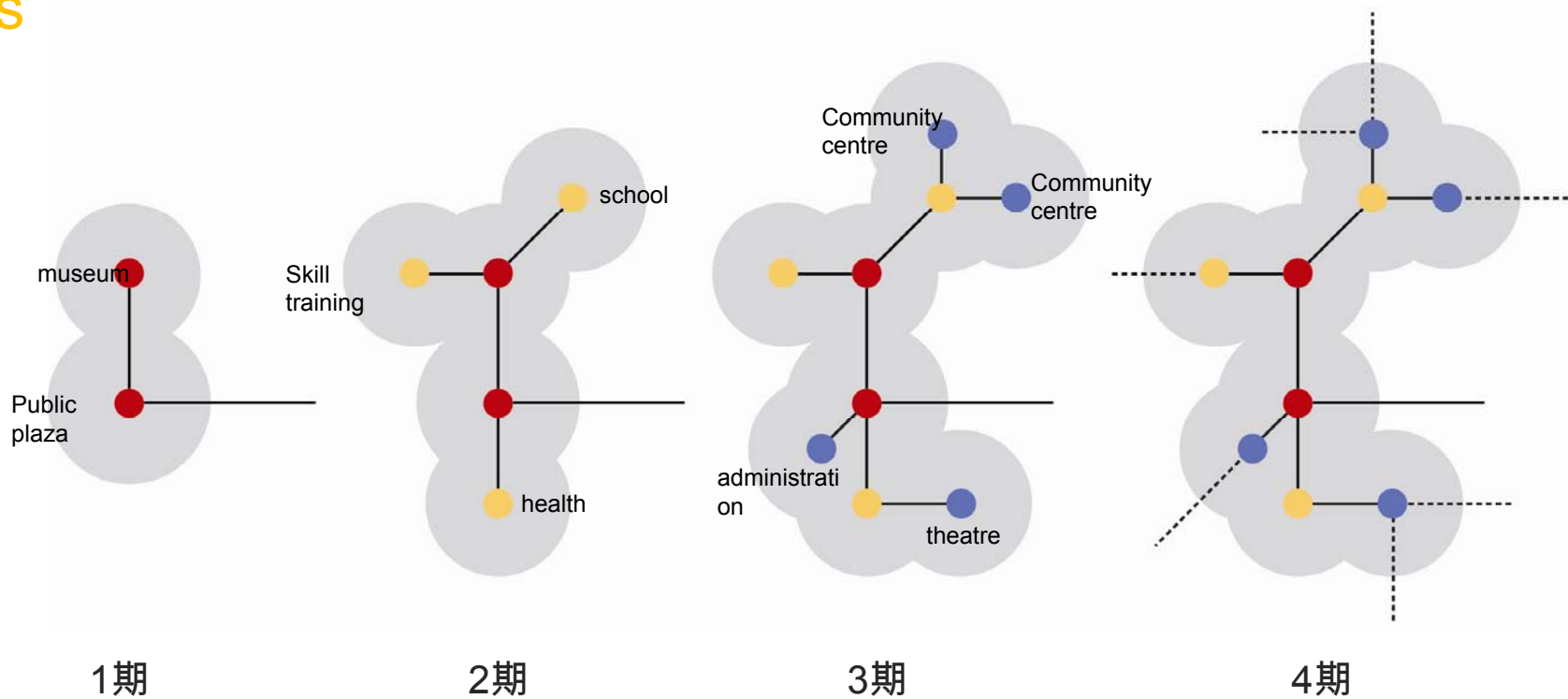
PHASE 1

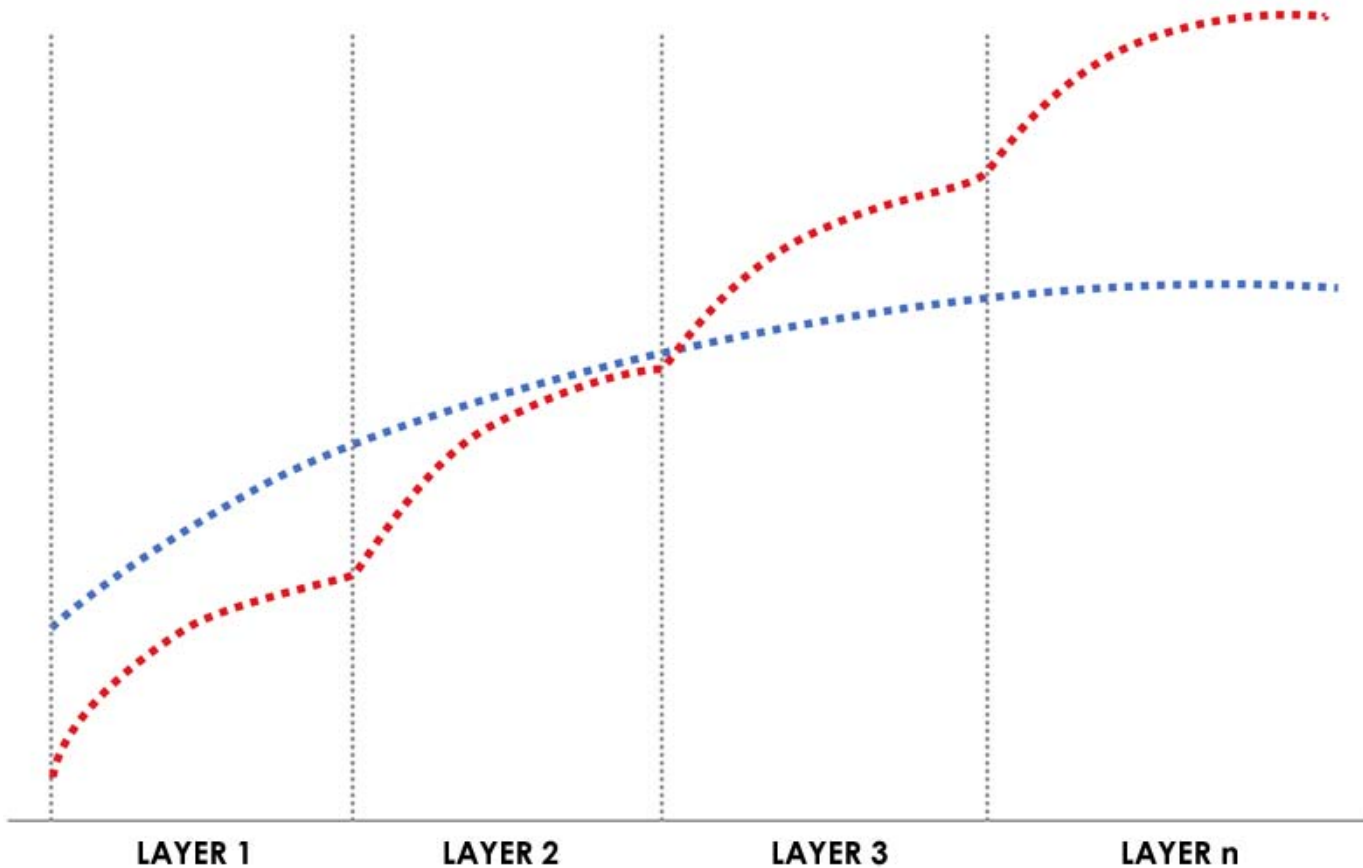
PHASE 3

Time in Urban Design & Dynamic Staging

- Develop the site in a number of stages - each move is created only once the impact of the previous stages and their relationship with the surrounding urban networks is understood.

公共空间衍生- 概念图示 Civic Layering: Layers






 TRADITIONAL DEVELOPMENT MODEL
 STATIC STRATEGY


 COCOON MODEL
 DYNAMIC STRATEGY--RESPONSE TO THE SURROUNDINGS/CITY DEVELOPMENT

Restructuring the idea of 'value' in Real Estate Development – the 'both/and' condition

- *Value* in real estate development has often been focused on quick monetary gain. However, through approaching this project through layering and incorporating feedback mechanisms to guide design over time, we can begin to develop value in many more areas including: the building of social capital, ensuring public amenity and the continued rehabilitation of the site.
- We also hope to prove that through working in this way, the long-term monetary gains will be greater than short-term profits.



LAYER 0

new blank sites between
green belt and urban



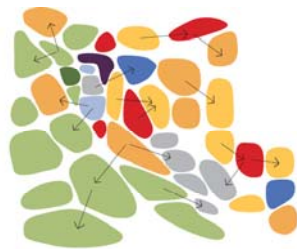
LAYER 1

a "dynamo"
to initialize the reaction



LAYER 2

feedback
from the urban



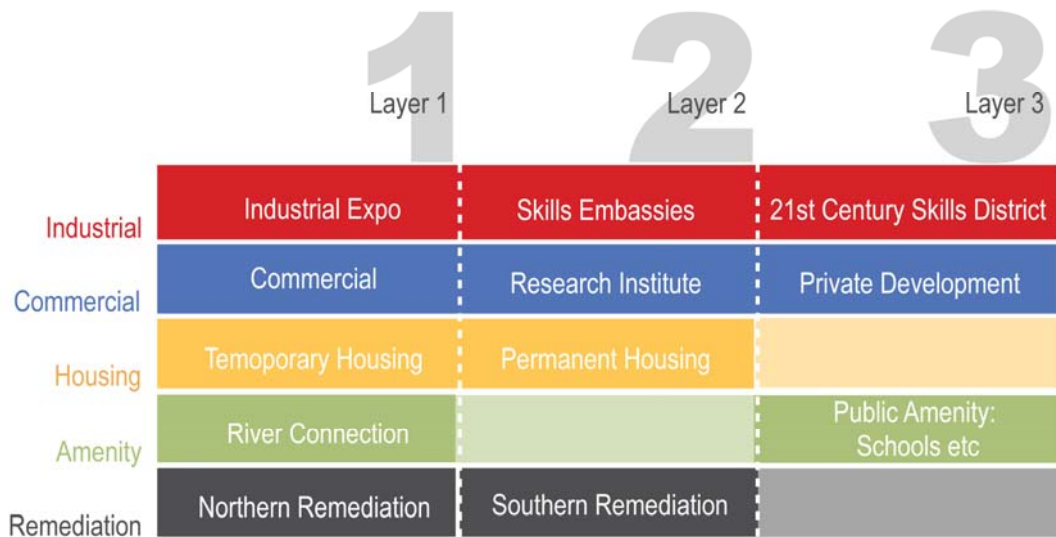
LAYER 3

continuous feedback loops
and interlocking reaction

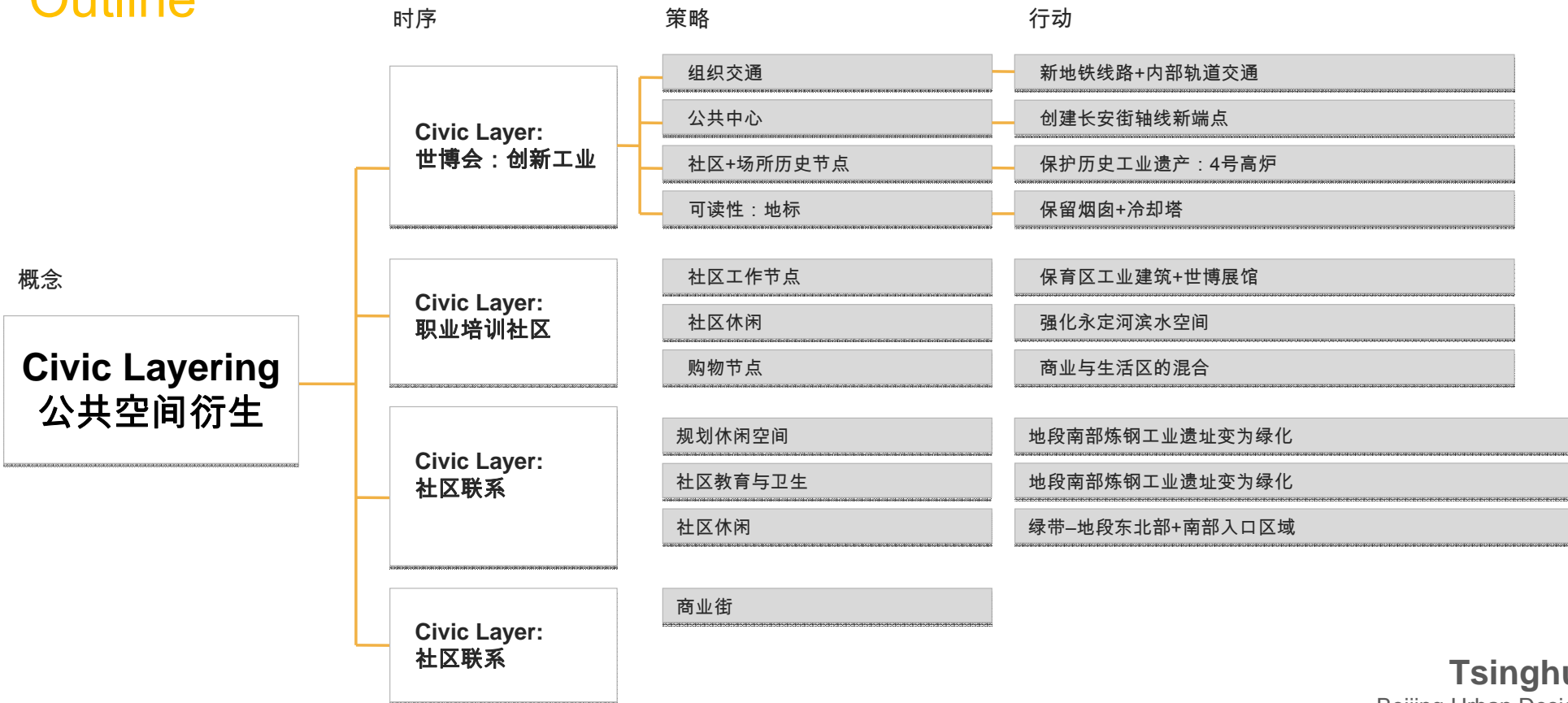


LAYER n

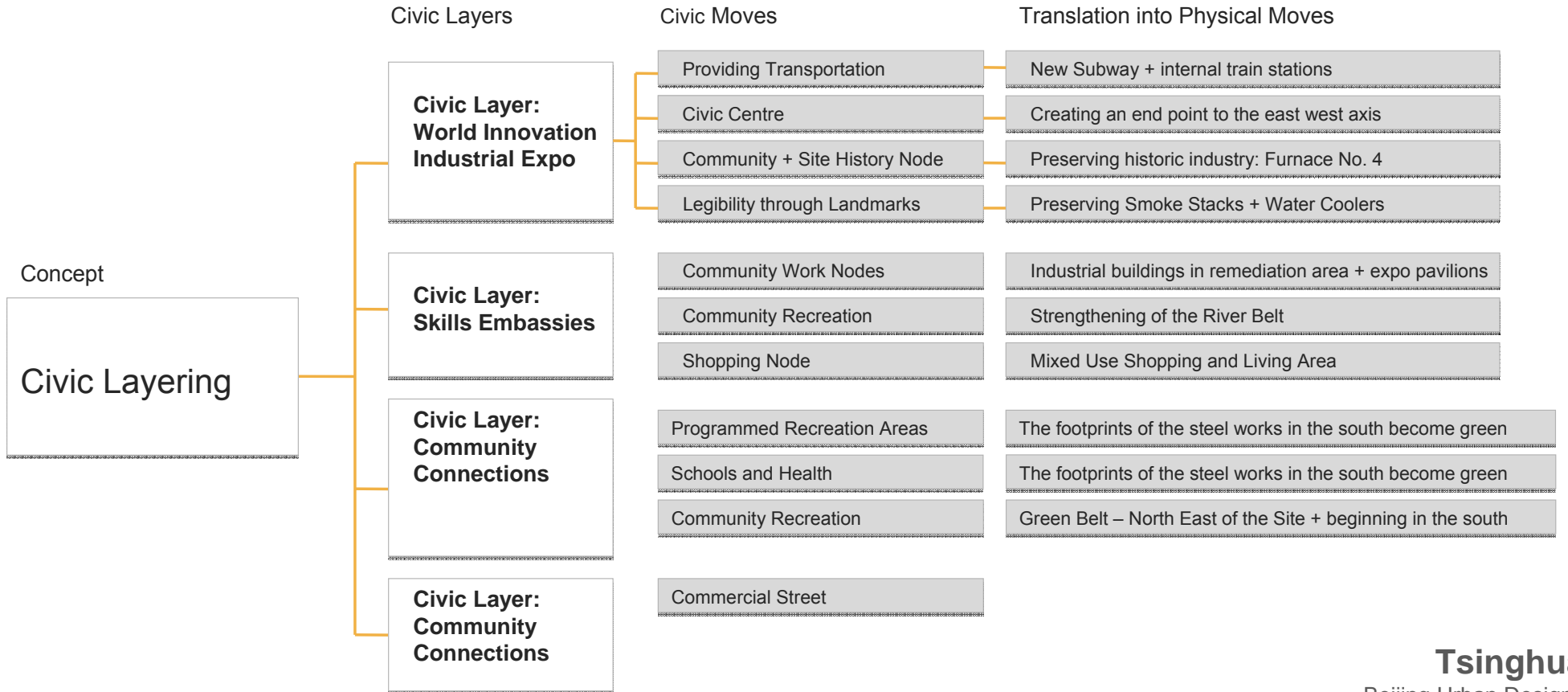
dynamic balance



公共空间衍生-总体框架 Civic Layering: Outline



Civic Layering: Outline



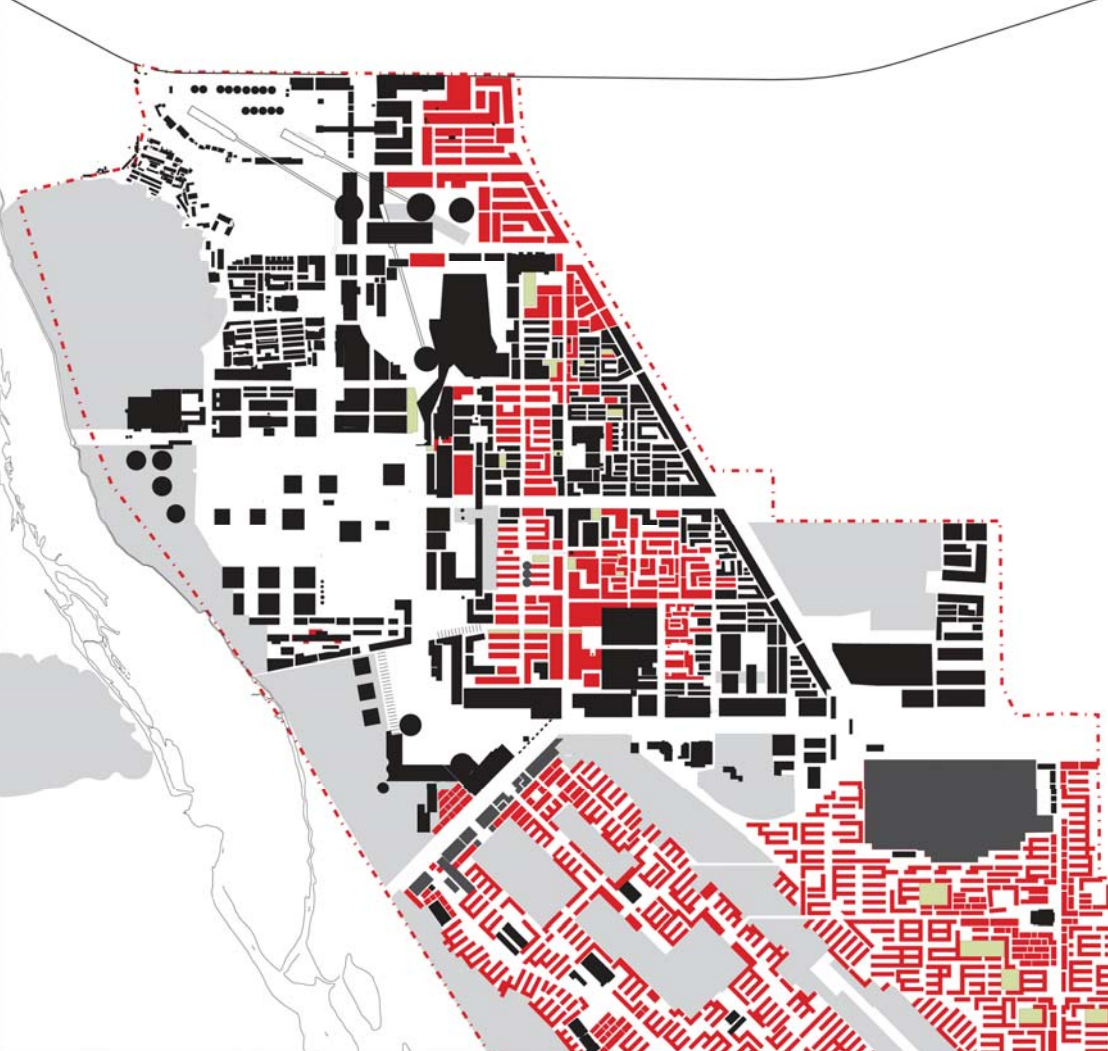
Site Integration over time— layer 1



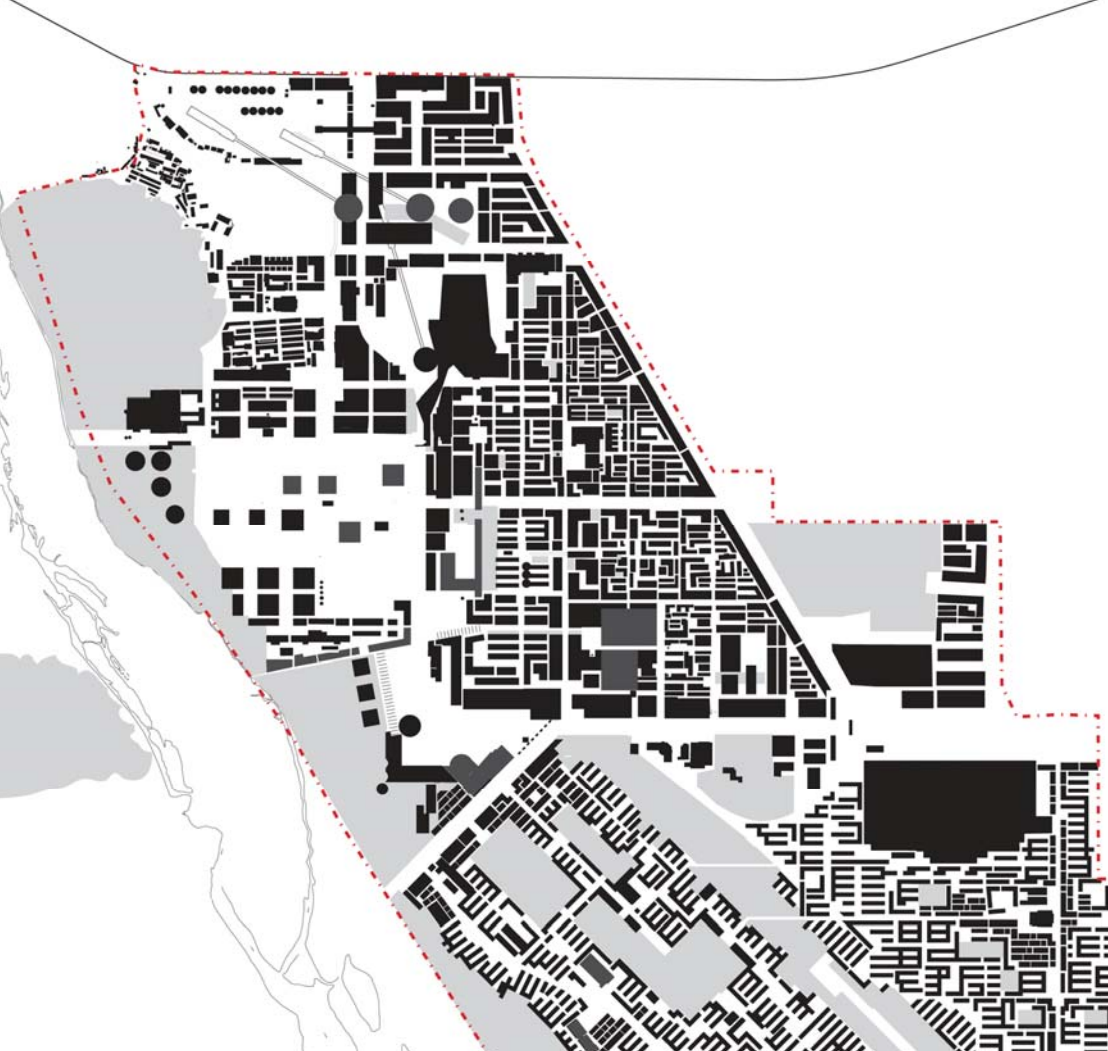
Site Integration over time— layer 2



Site Integration over time— layer 3



Site Integration over time— layer n



一期：创新工业世博 layer 1: EXPO of Industrial Innovation



具体空间形态 physical design

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一期：创新工业世博 layer 1: SWOT

Strength

优势

- 工业构造物与铁轨遗址将是世博会的亮点
- 自然环境优美，有湖有山有河，将成为良好的休憩场所
- 长安街尽端，位置显赫
- 地铁延长线与新线经过地段

Weak

劣势

- 大量的前期投资，需要较长时期才能看到回报
- 前期准备阶段，首钢工人的就业与安置问题需要解决

- 设置基金向社会集资
- 世博场馆建设以及相关服务业将提供大量就业岗位

Opportunity

机会

- 政府与市民对首钢地区的极大关注
- 石景山区的发展，二产向三产的转变
- 长安街向西延伸，地段升值

Threat

威胁

- 房地产开发带来短期利益的诱惑

- 由政府支持的一级土地开发商统一开发

Layer 1: EXPO SWOT

Strength 优势

- Industrial structure and railway could be used as SHOT in EXPO
- Beautiful natural environment (hill, lakes & river) which could make the site an attractive recreational area
- Located at the end of the East-West axis, which is significant in the city structure
- New subway station will be built

Weak 劣势

- Mass investment in the preparation period, and a comparatively long time to gain profits
- The resettlement of employment of Shougang workers in the preparation period
- Establish a fund to get public offering
The construction of EXPO building and service work would provide a lot of job opportunities

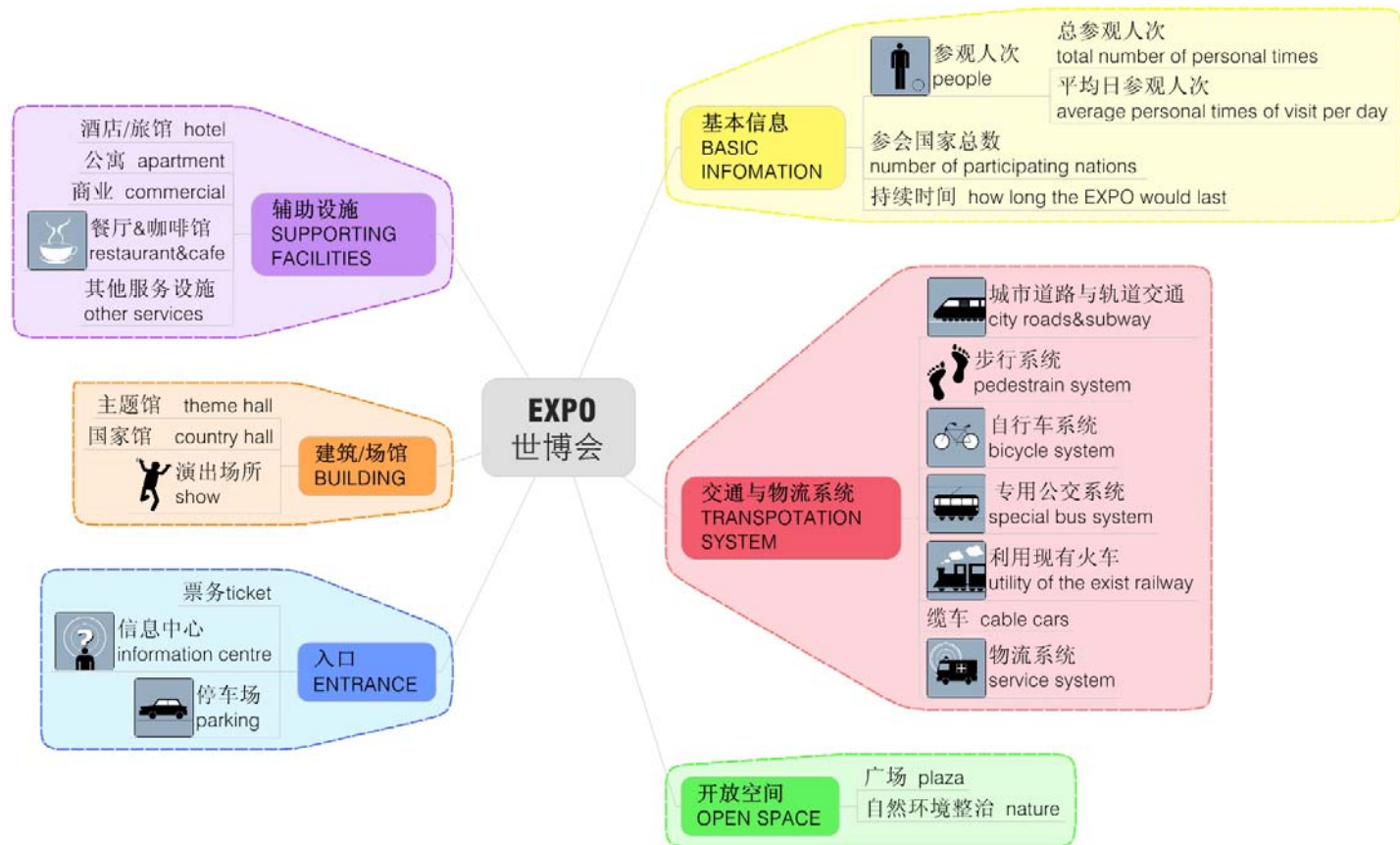
Opportunity 机会

- Great interest/concern of the site from the government and civilians
- Development of SHS district
- Transformation from industry to Commercial and Services
- Extension of the East-West Axis which would enhance the value of the area

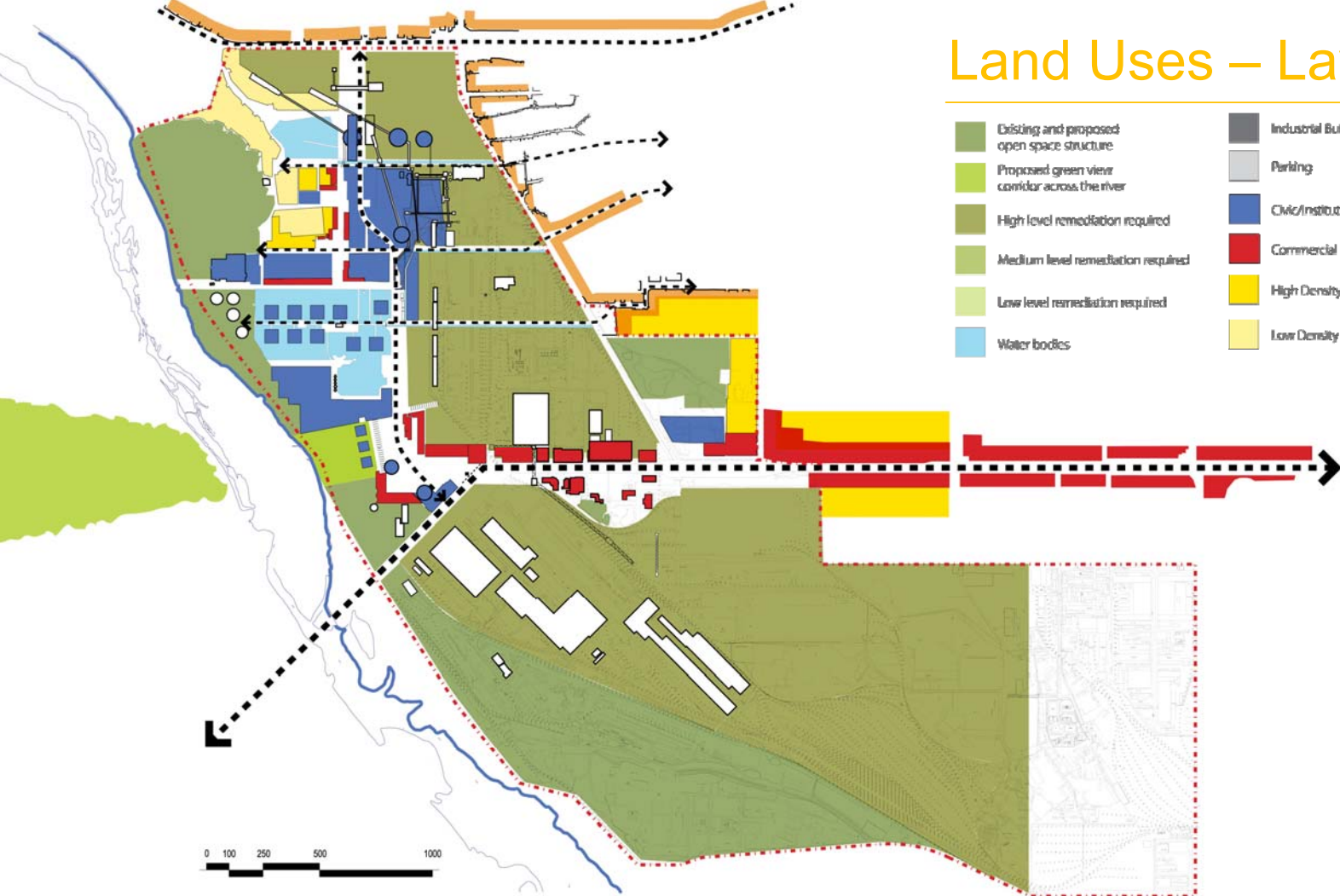
Threat 威胁

- The lure of the immediate great profits of the real estate development
- Government supported Developer

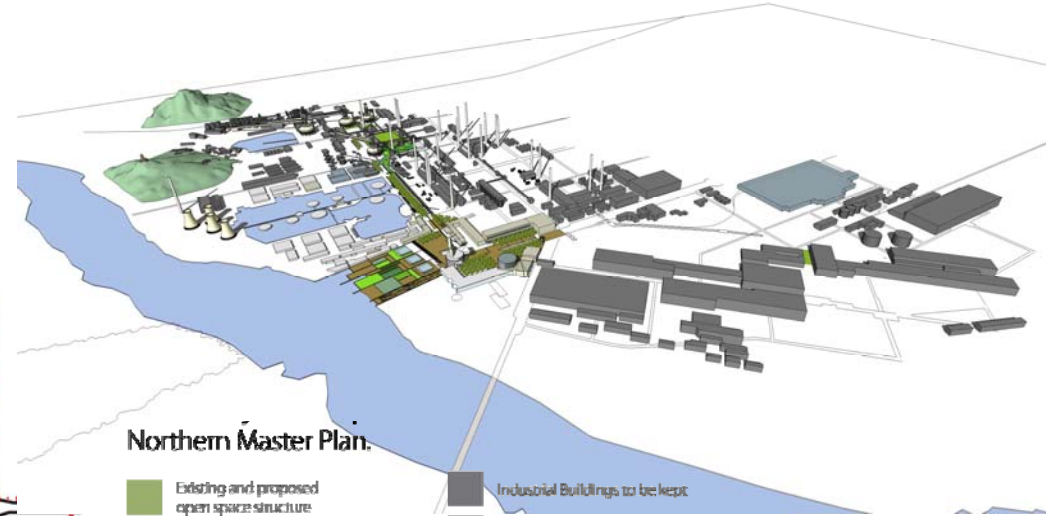
一期：创新工业世博 layer 1: EXPO of Industrial Innovation



Land Uses – Layer 1



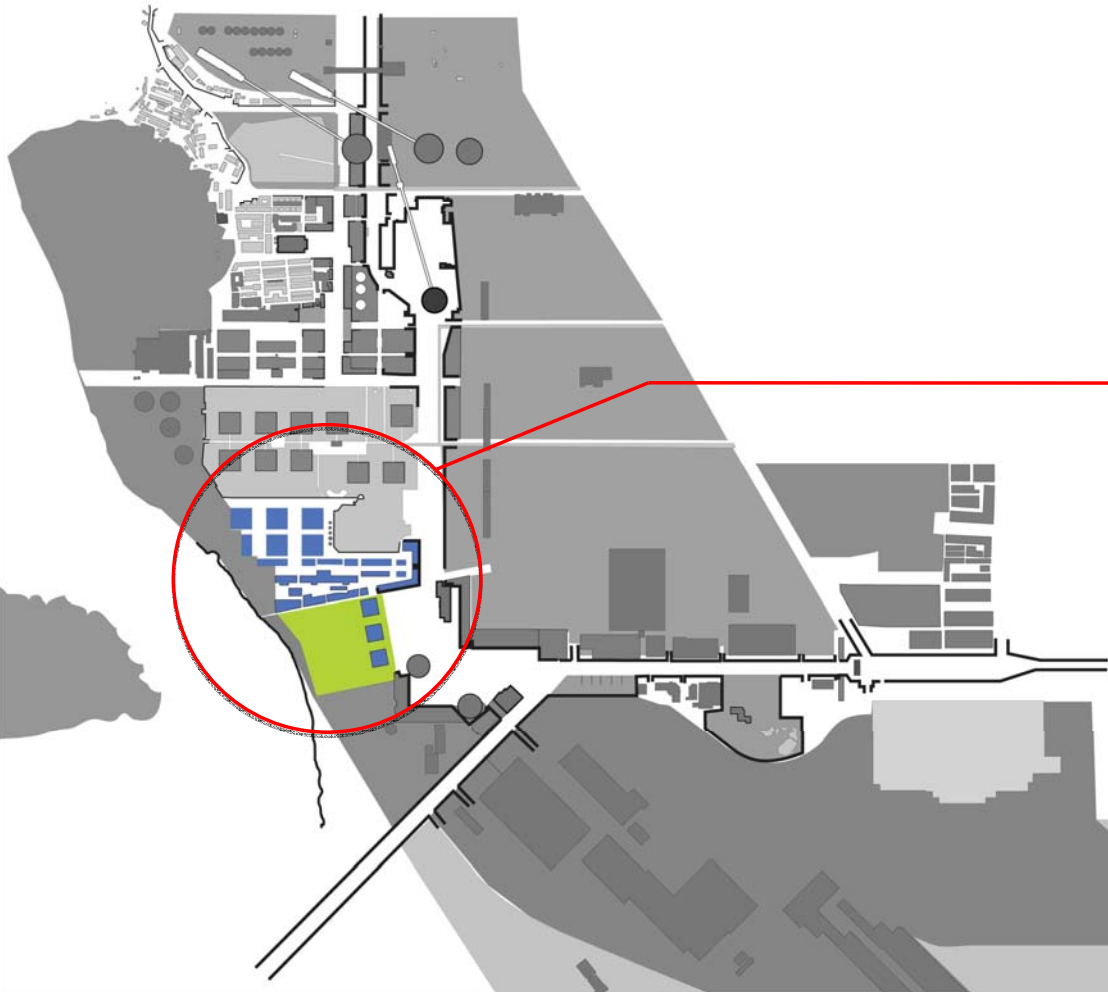
Layer 1: Innovation Expo



Northern Master Plan.

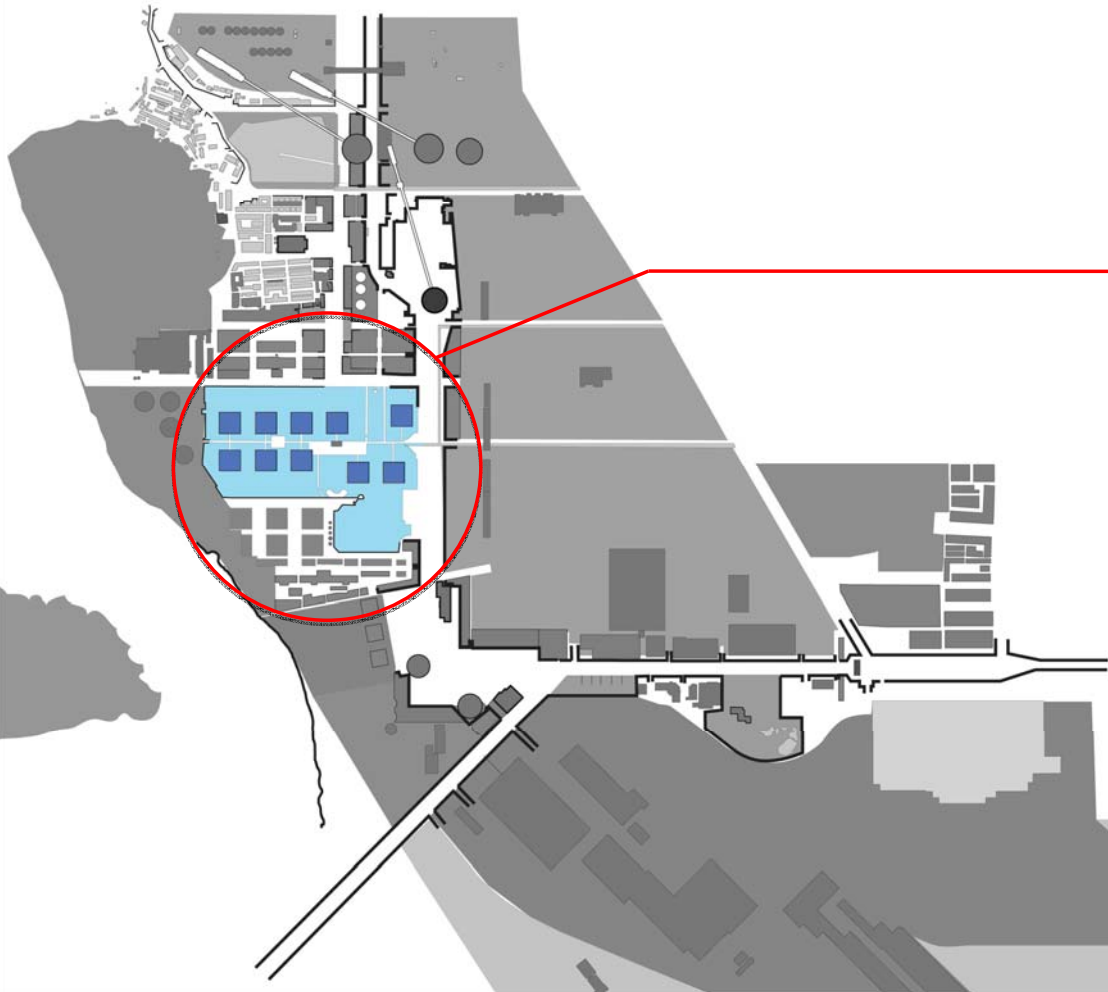
- | | |
|---|----------------------------------|
| Existing and proposed open space structure | Industrial Buildings to be kept |
| Proposed green view corridor across the river | Parking |
| High level remediation required | Civic/Institution/Expo Pavilions |
| Medium level remediation required | Commercial |
| Low level remediation required | High Density Housing |
| Water bodies | Low Density Housing |

Civic Layer - Expo Site Northern Master Plan.



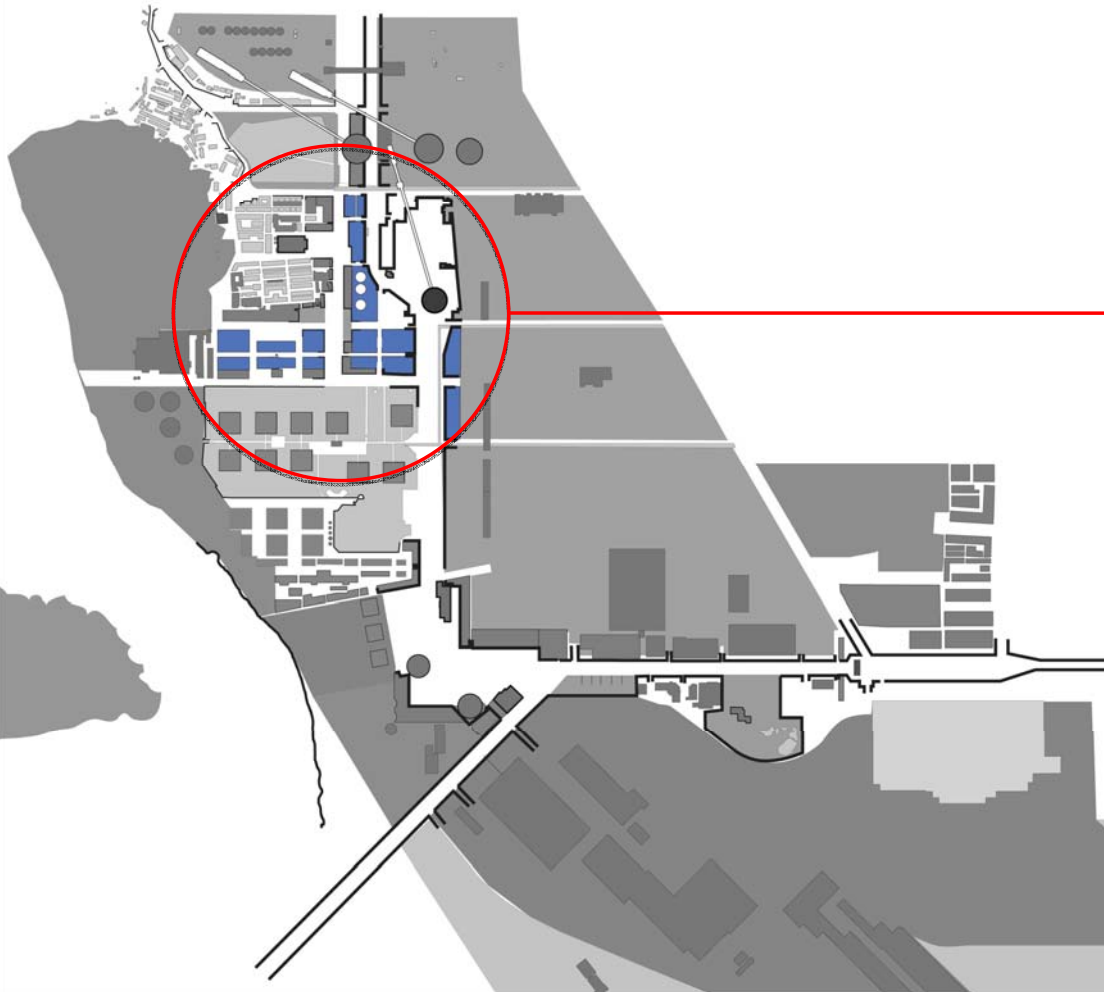
Chinese Pavilions

Civic Layer - Expo Site Northern Master Plan.



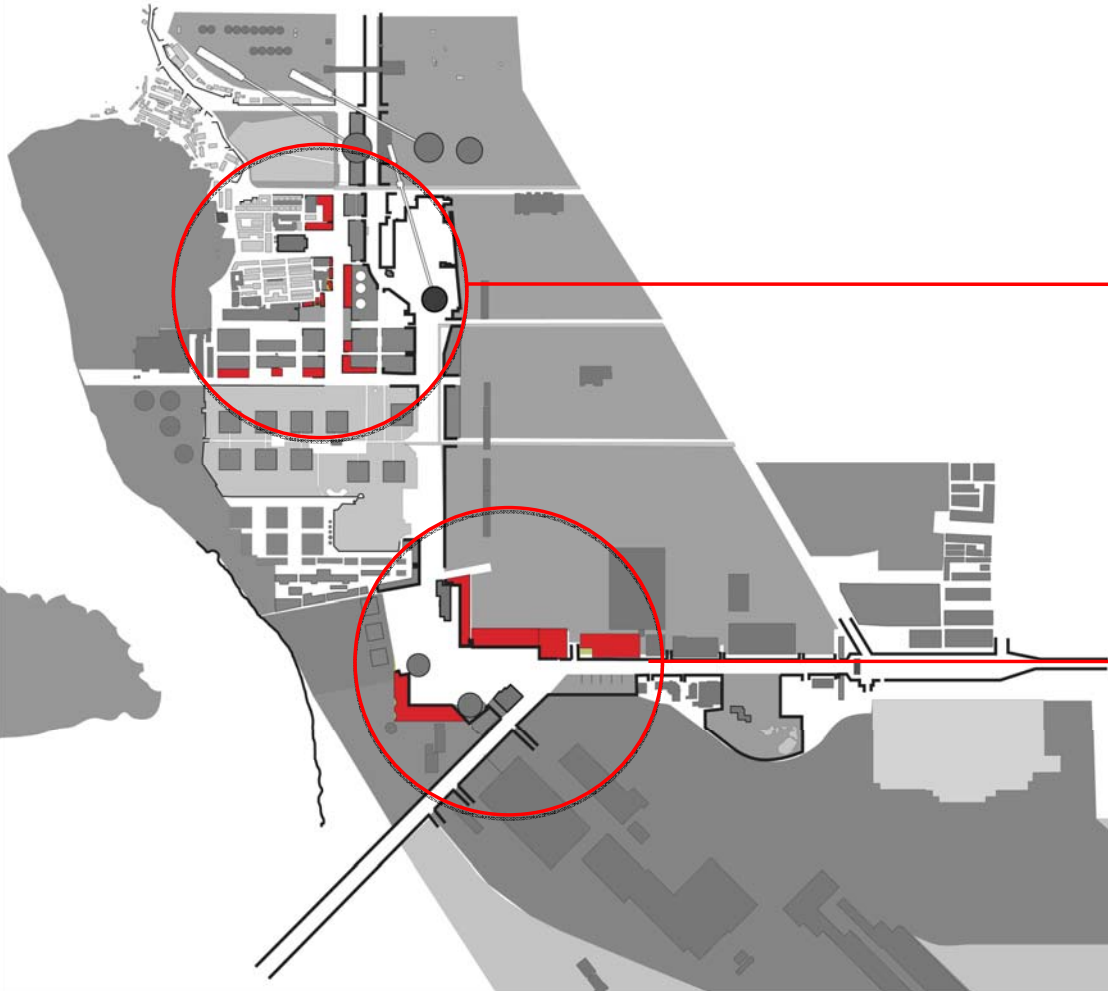
International Pavilions

Civic Layer - Expo Site Northern Master Plan.



Institutional and Commercial
Exhibitions

Civic Layer - Expo Site Northern Master Plan.



Small Scale Commercial

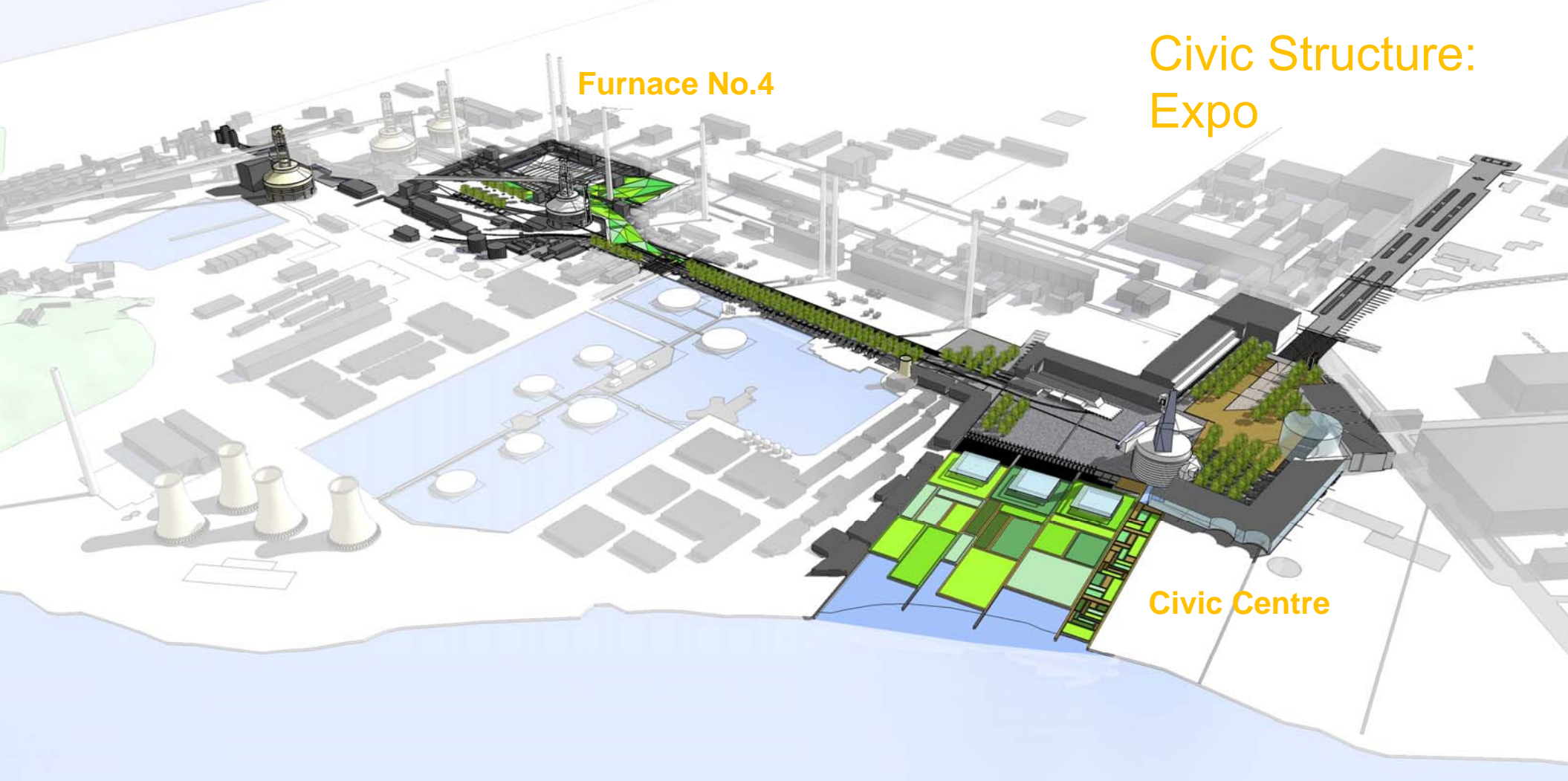
Larger Scale Commercial/Mixed Use

Civic Layer - Expo Site Northern Master Plan.



Expo Village and Residential

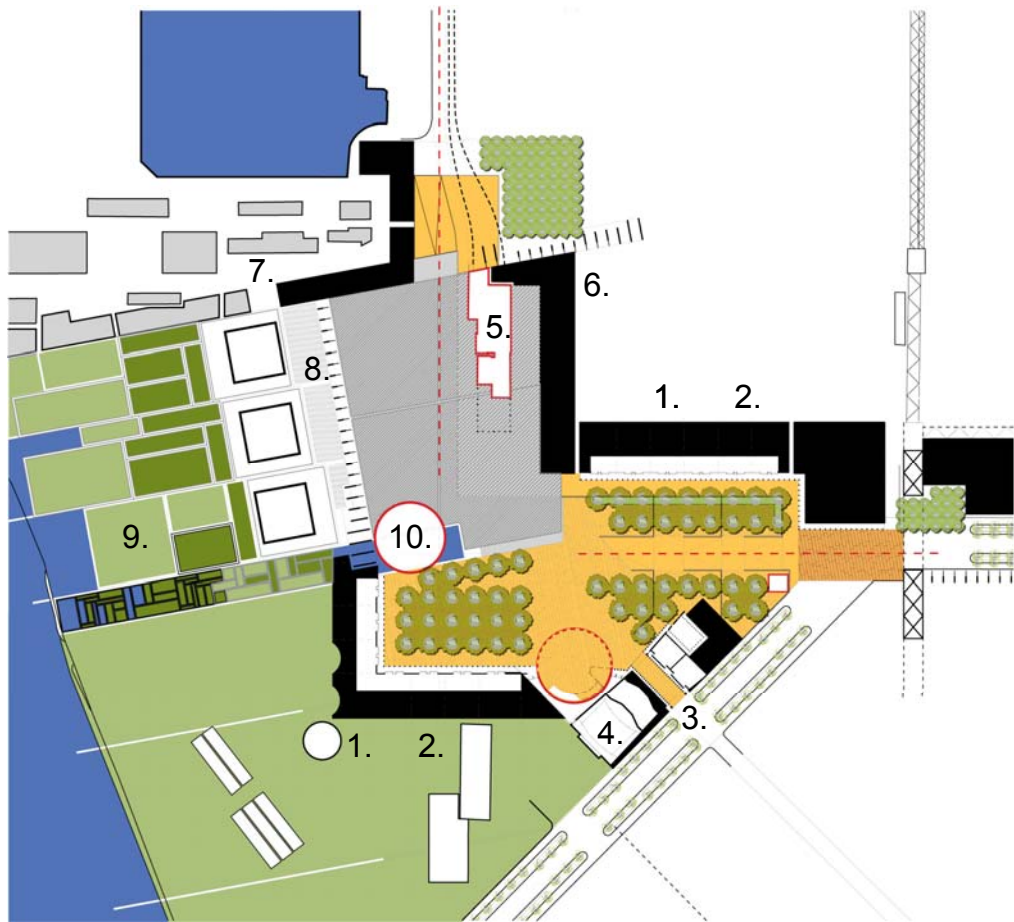
Larger Scale Residential
around new subway



Furnace No.4

Civic Structure:
Expo

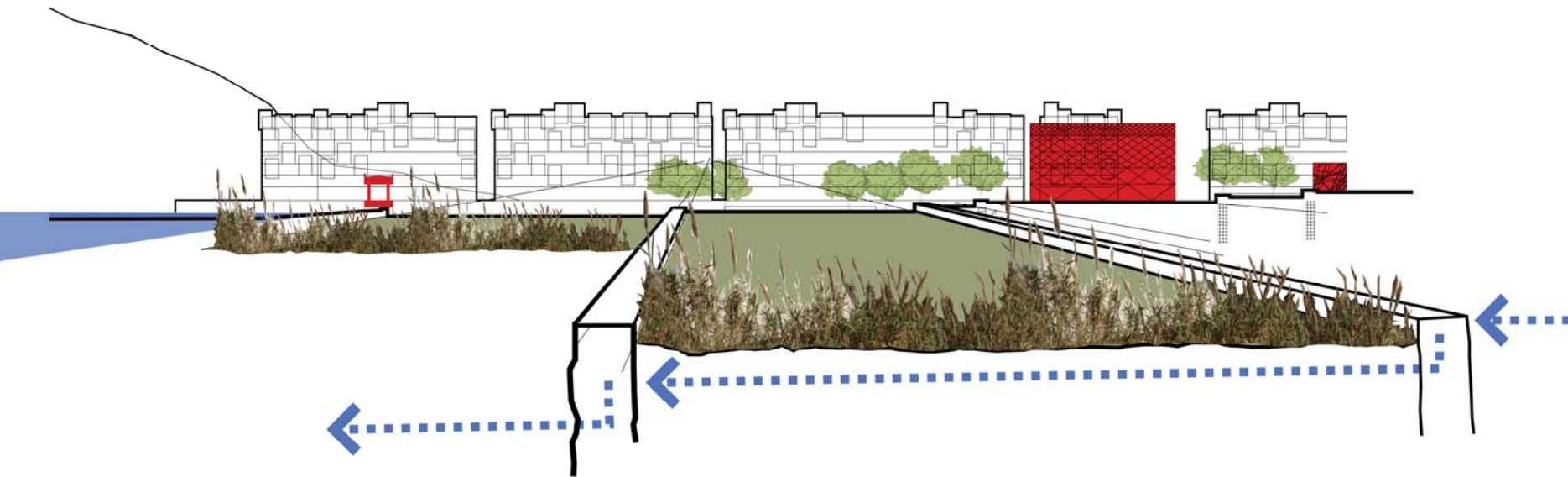
Civic Centre

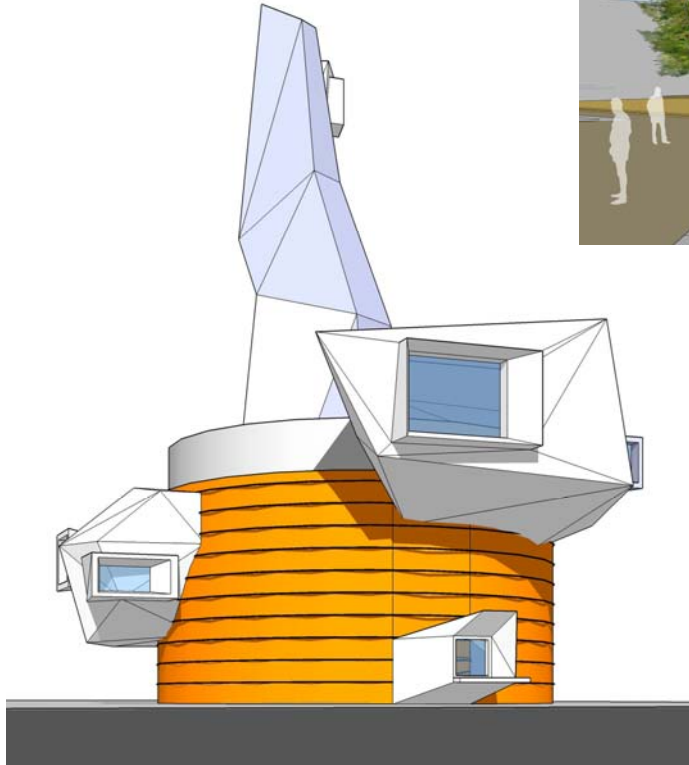
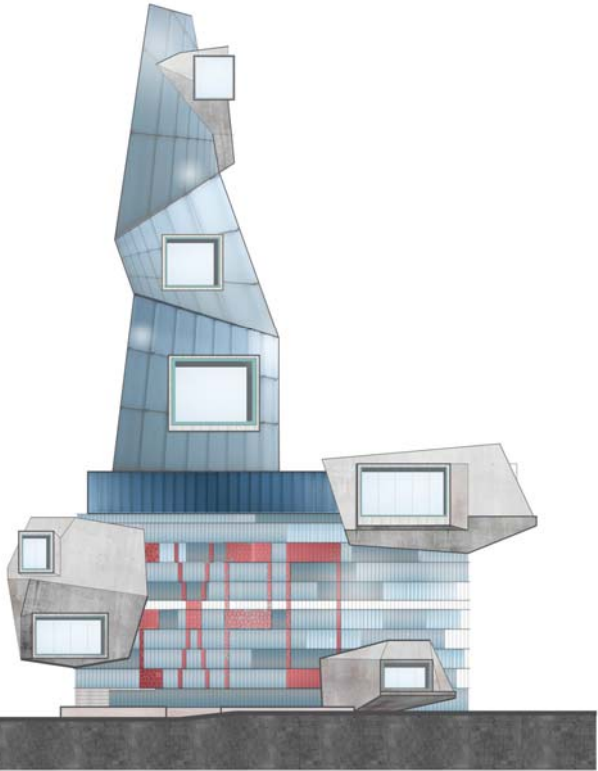


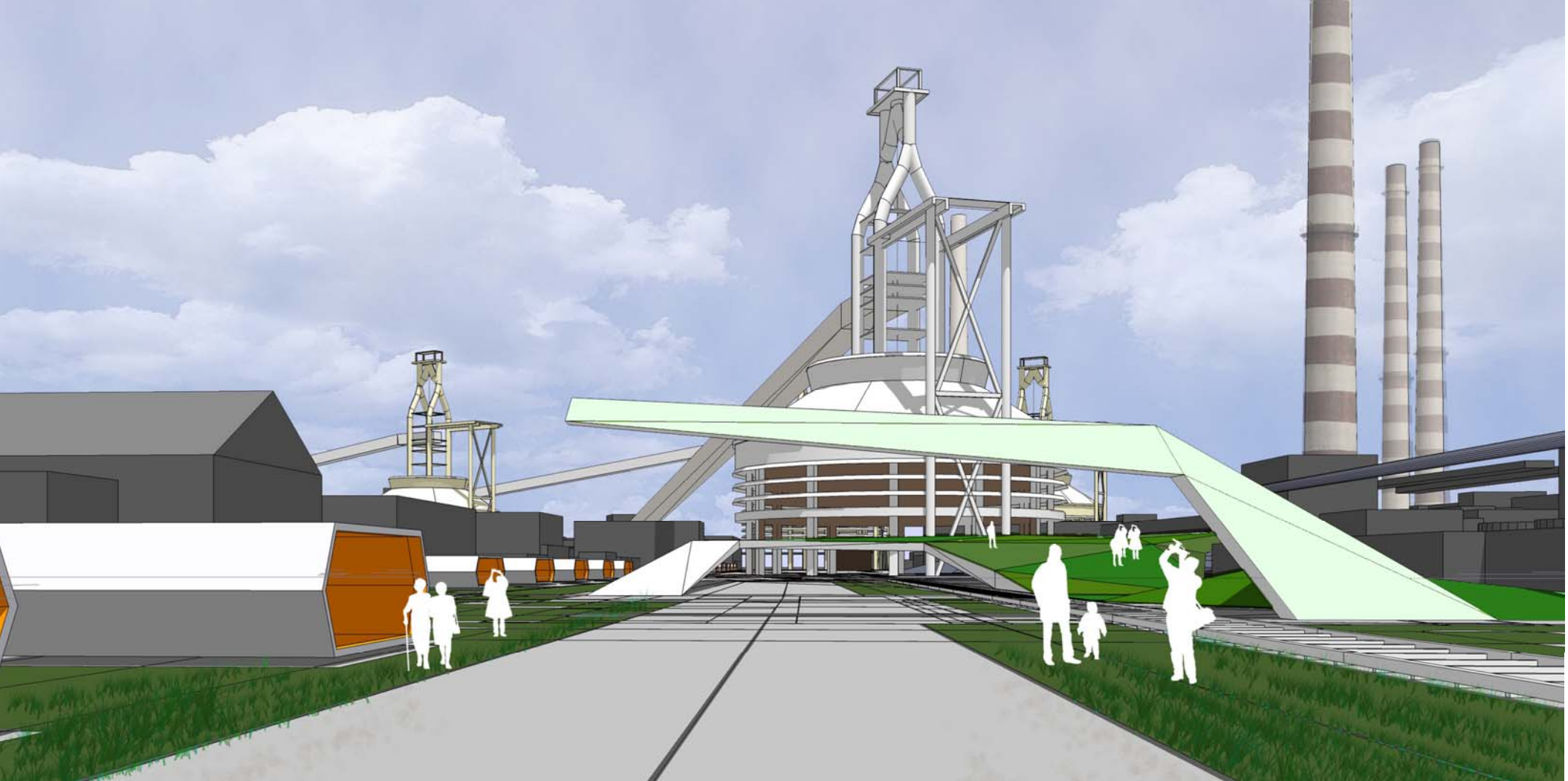
Civic Centre:

1. Street level commercial
2. Office/hotel above street
3. Welcome/orientation centre
4. Auditorium
5. Station
6. Parking/administrative
7. Chinese exhibition
8. Re-purposed steel lattice screening
9. Reed run-off filtration beds
10. Digital landmark/information node

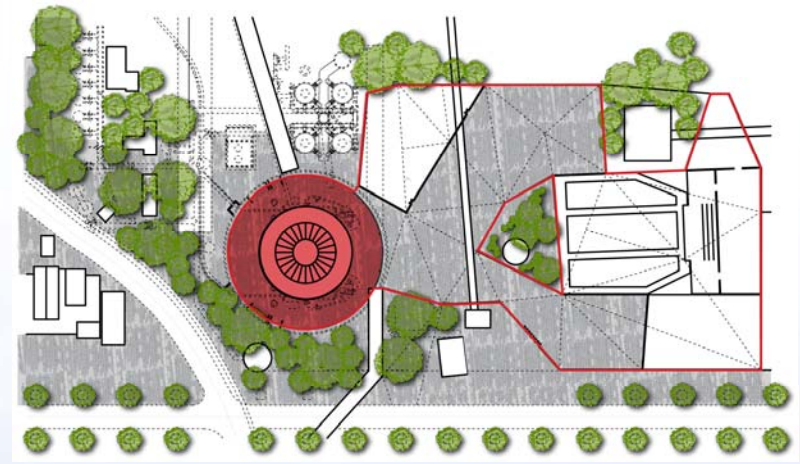
Connection to the River



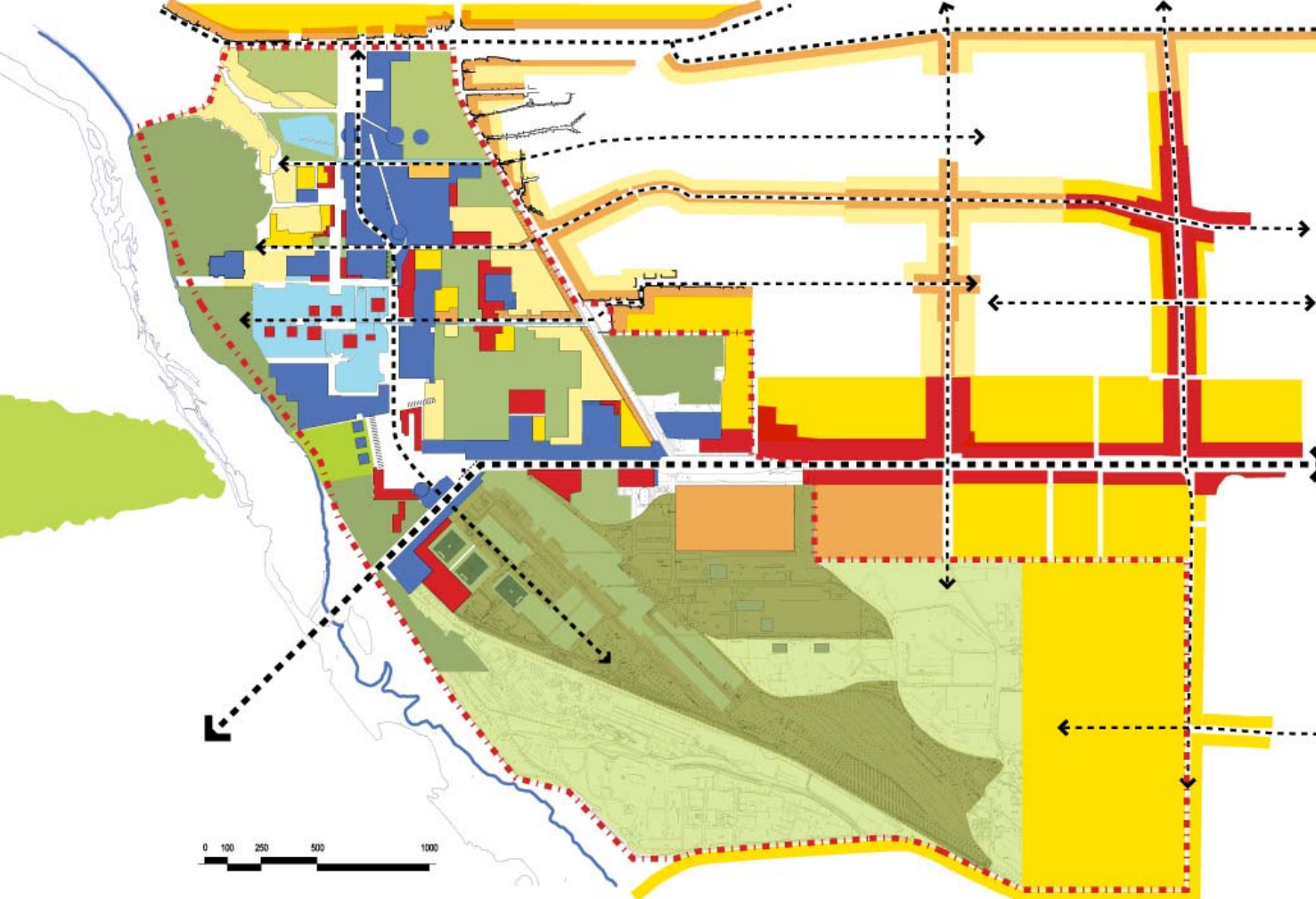




1. Auditorium
2. Turf Roof
3. Central Courtyard
4. Chinese Industrial Archive No.1
5. Responsive Digital Archive
6. Furnace No.4

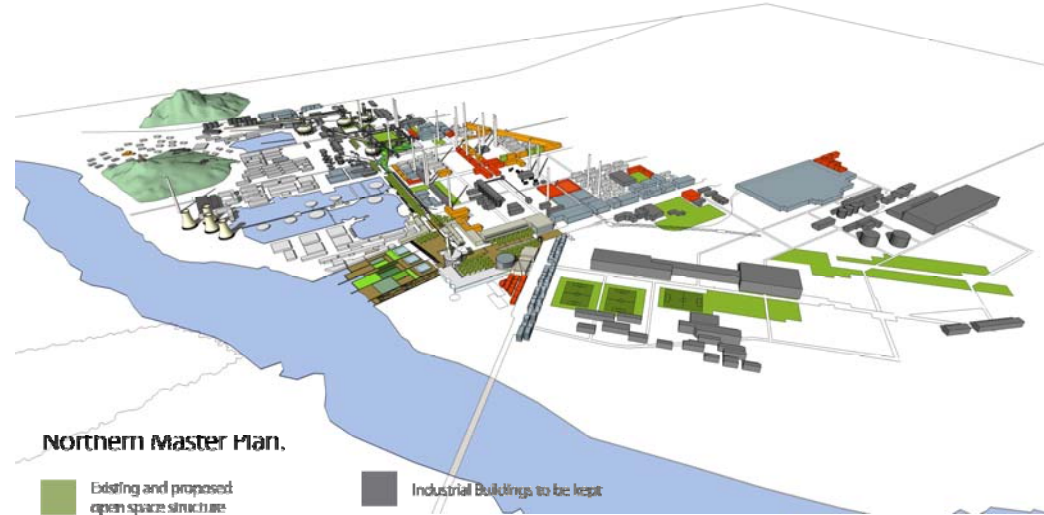


Land Uses – Layer















- Desting and proposed open space structure
- Proposed green view corridor across the river
- High level remediation required
- Medium level remediation required
- Low level remediation required
- Water bodies
- Industrial Buildings to be kept
- Parking
- Civic/Institution/Expo Pavilions
- Commercial
- High Density Housing
- Low Density Housing

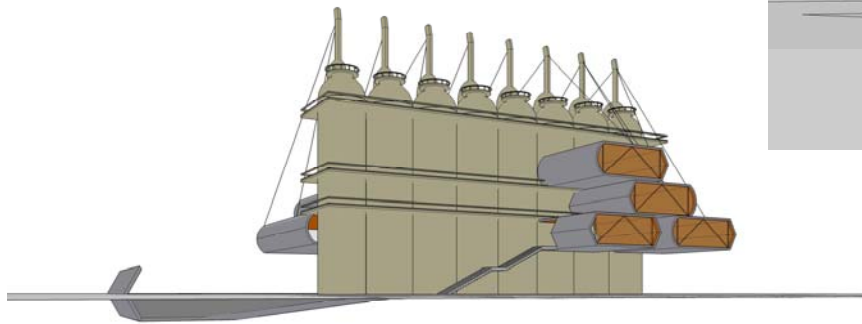
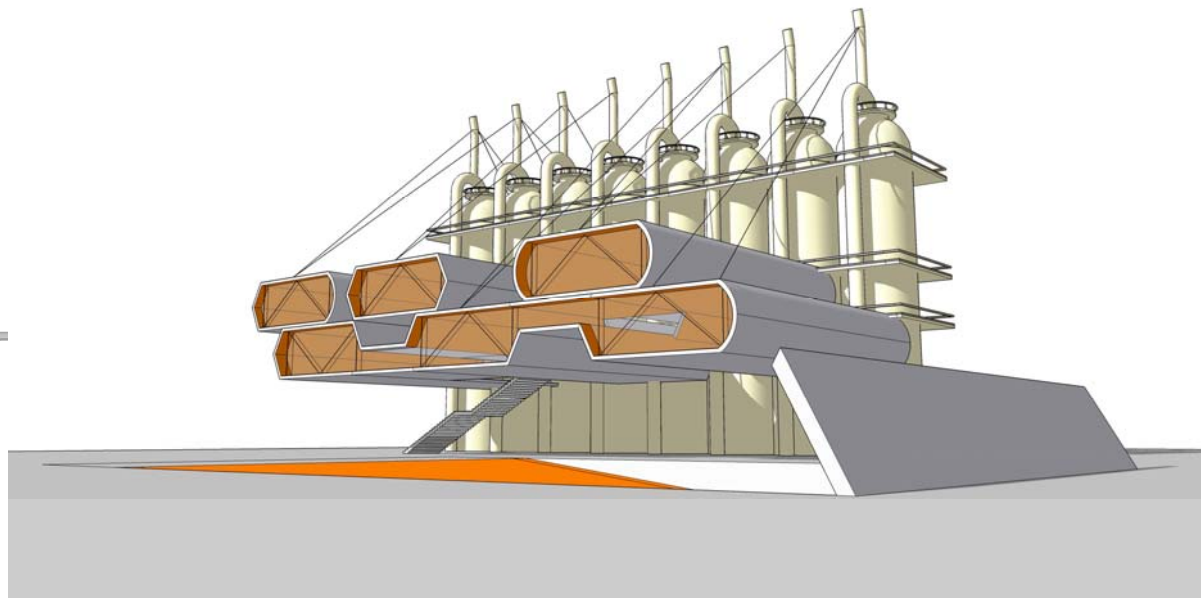
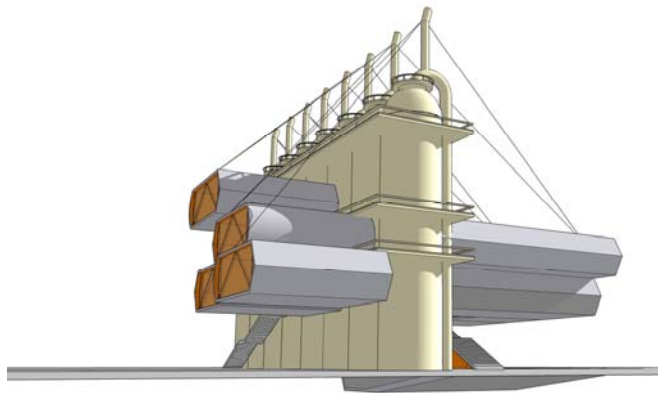
Land Uses – Layer



Northern Master Plan.

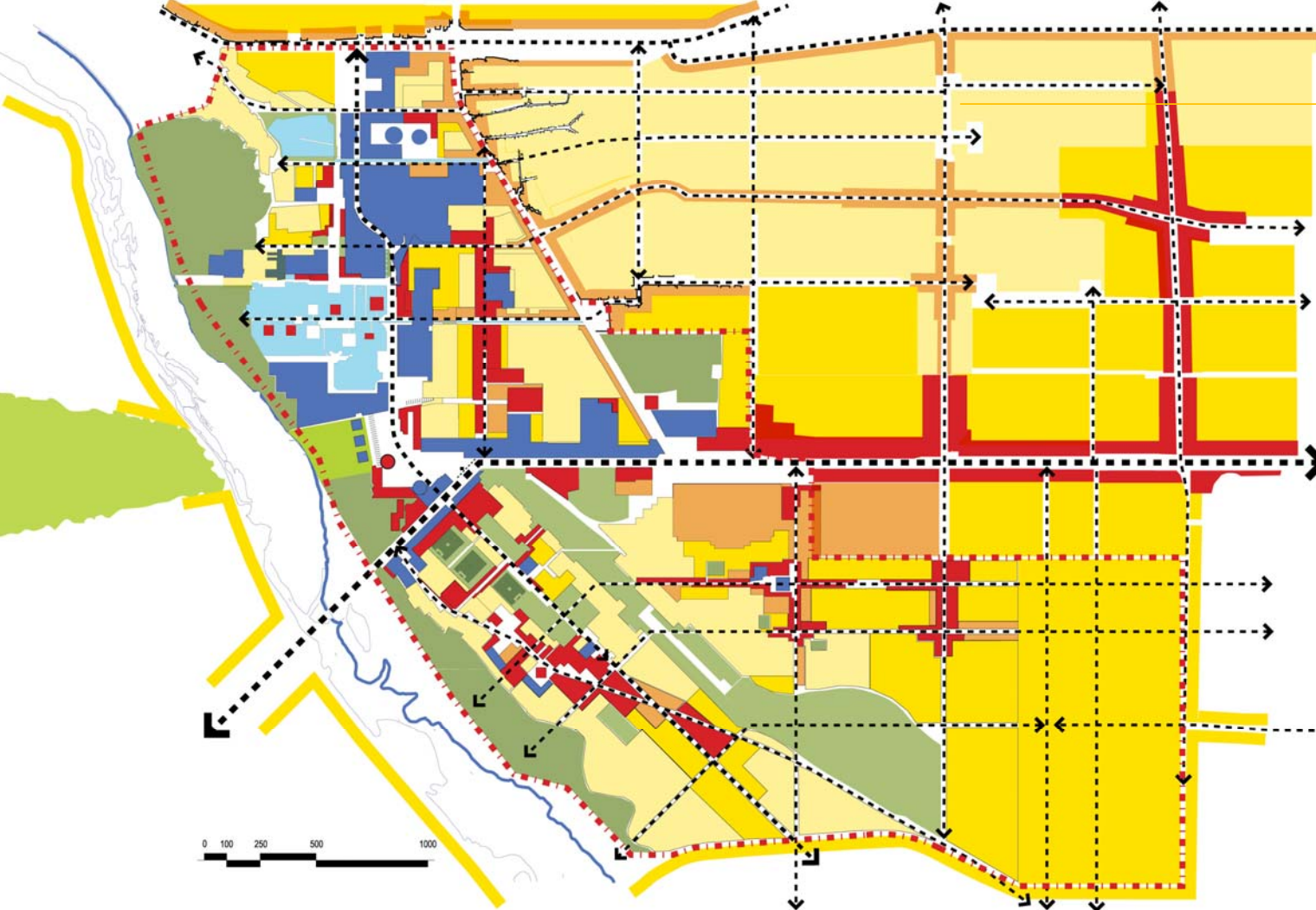
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|  Low level remediation required |  High Density Housing |
|  Water bodies |  Low Density Housing |



















Land Uses – Layer3



- Existing and proposed open space structure
- Proposed green view corridor across the river
- High level remediation required
- Medium level remediation required
- Low level remediation required
- Water bodies
- Industrial Buildings to be kept
- Parking
- Civic/Institution/Expo Pavilions
- Commercial
- High Density Housing
- Low Density Housing



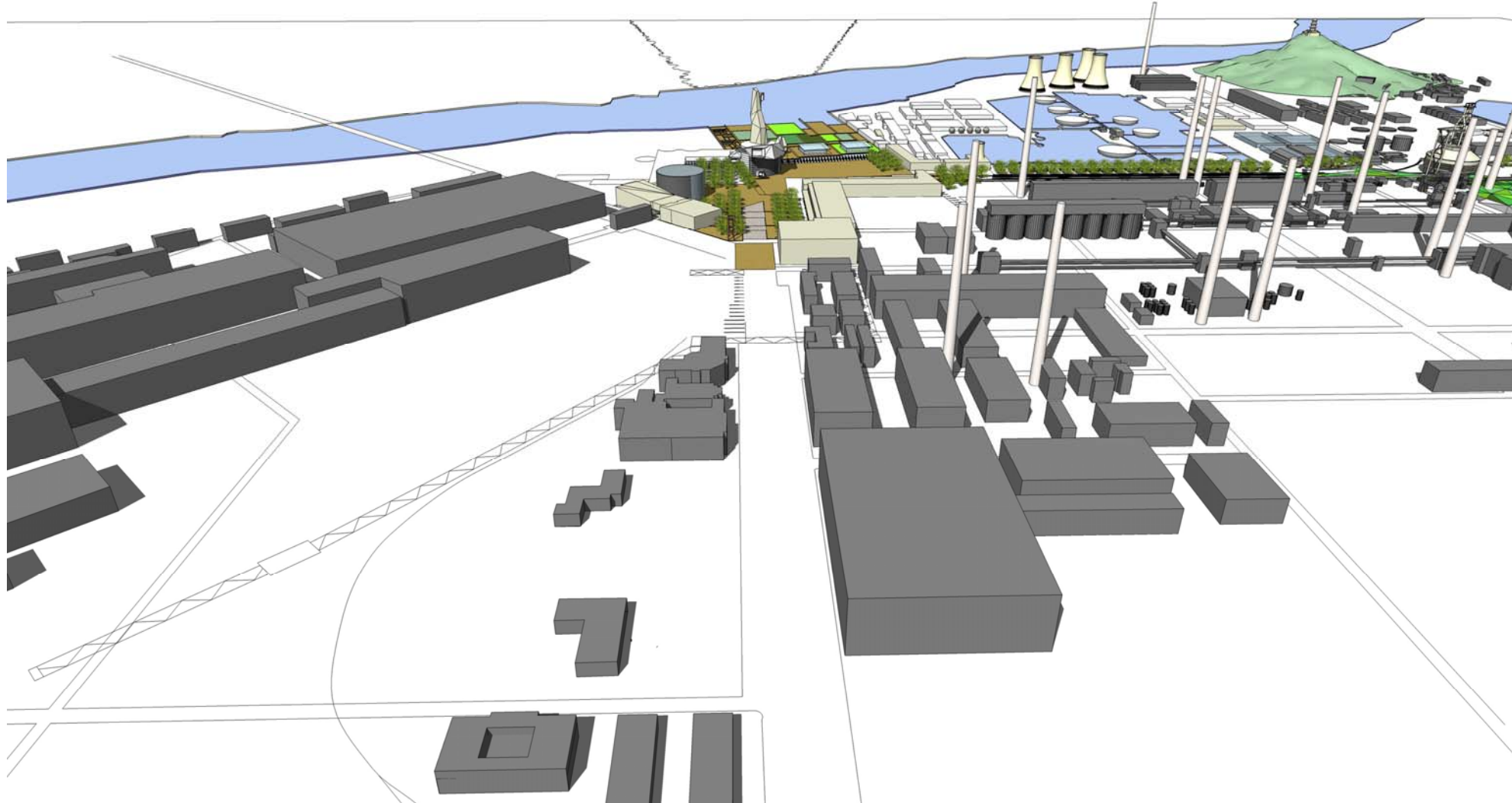
Northern Master Plan.

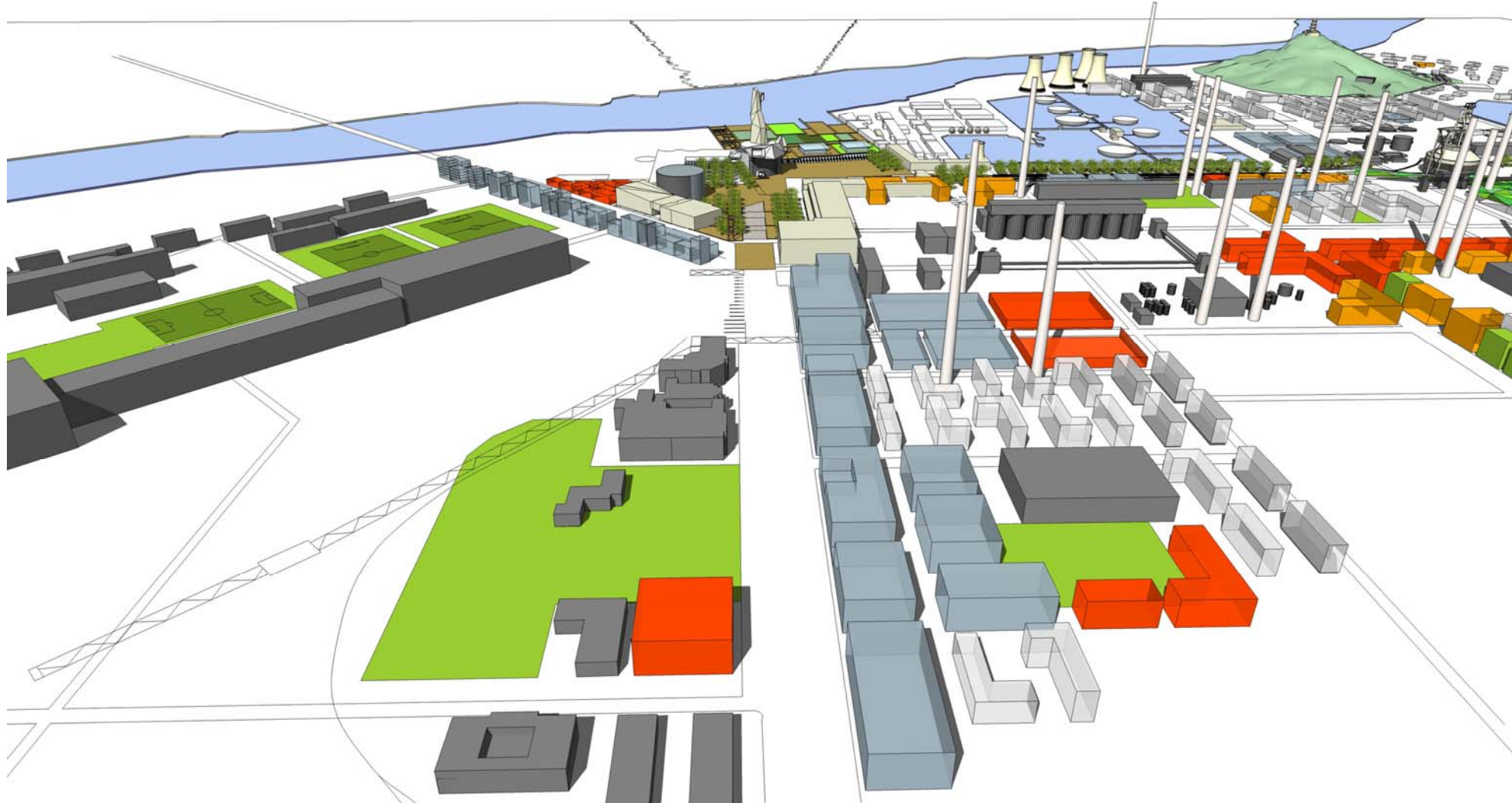
- | | | | |
|---|---|---|----------------------------------|
|  | Existing and proposed open space structure |  | Industrial Buildings to be kept |
|  | Proposed green view corridor across the river |  | Parking |
|  | High level remediation required |  | Civic/Institution/Expo Pavilions |
|  | Medium level remediation required |  | Commercial |
|  | Low level remediation required |  | High Density Housing |
|  | Water bodies |  | Low Density Housing |



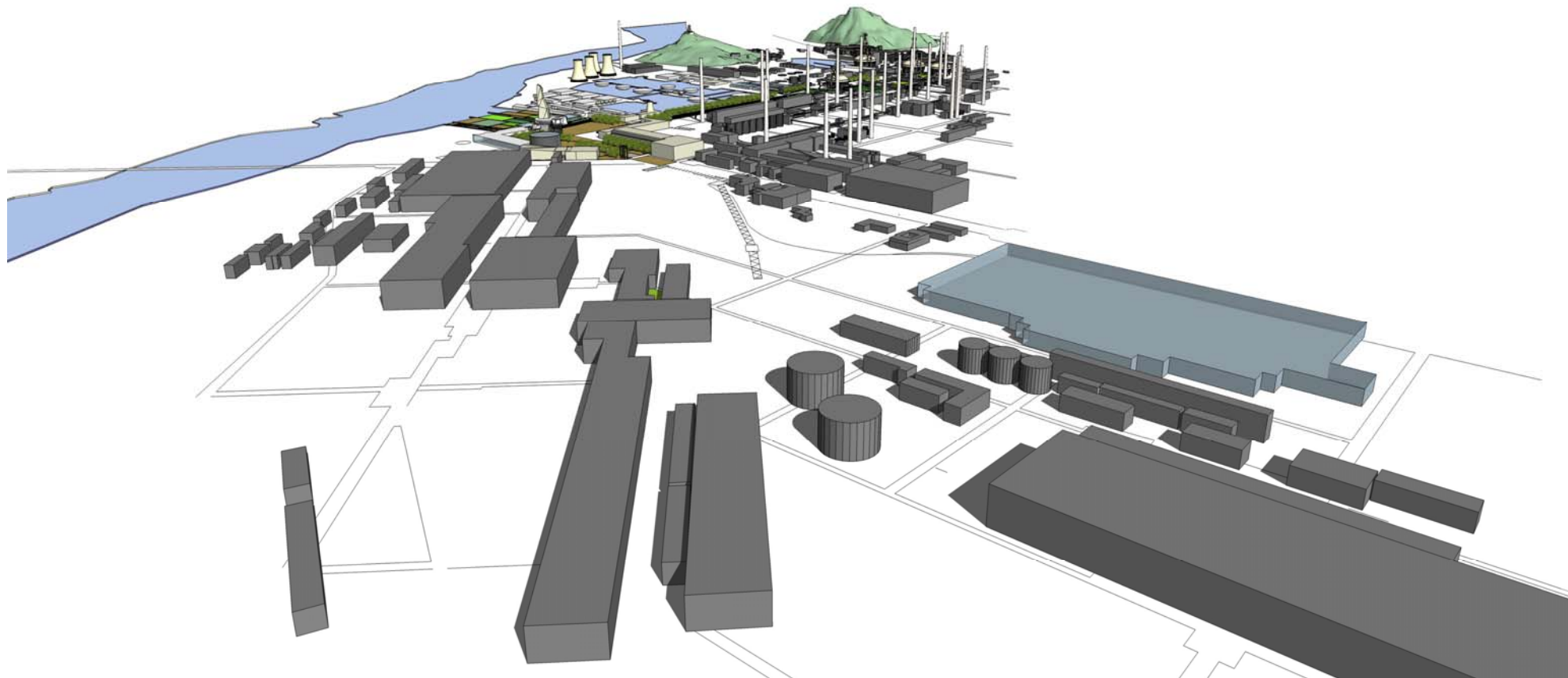


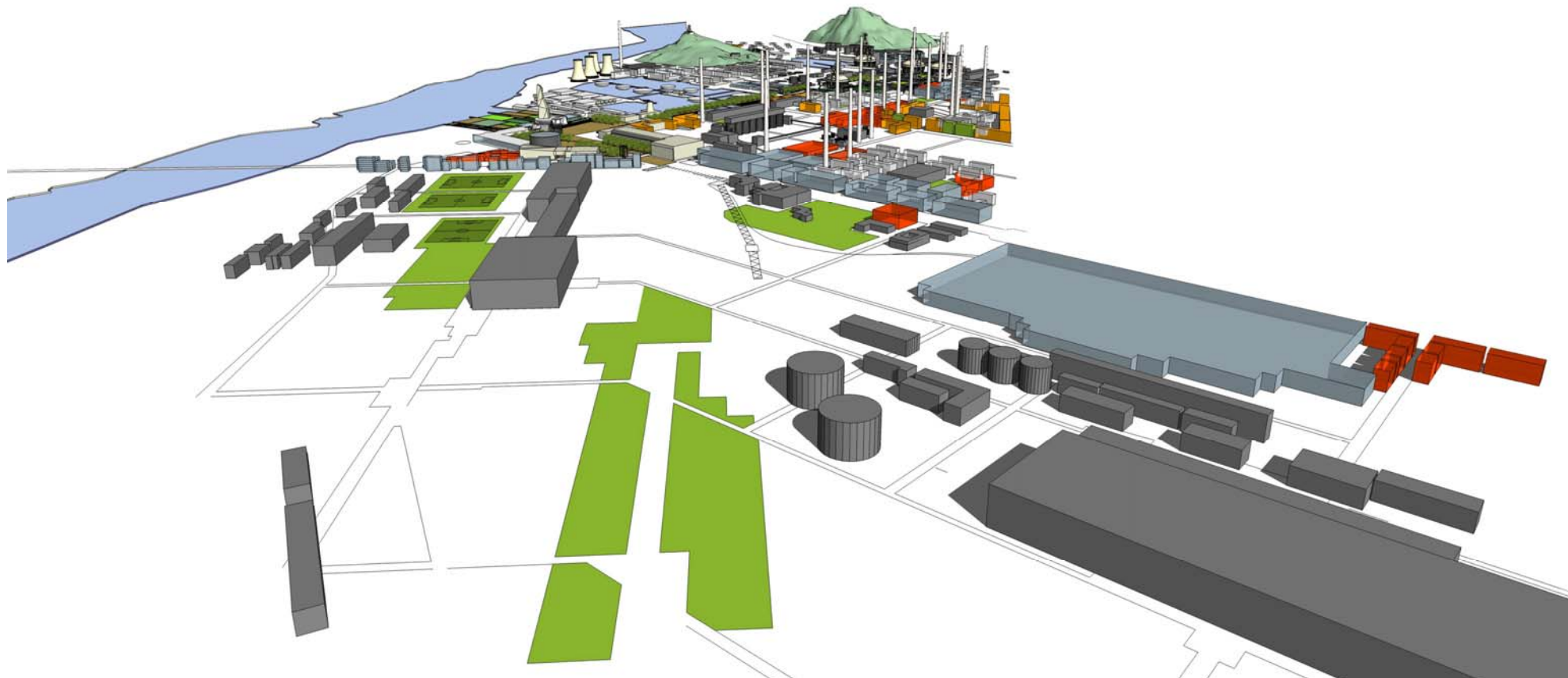


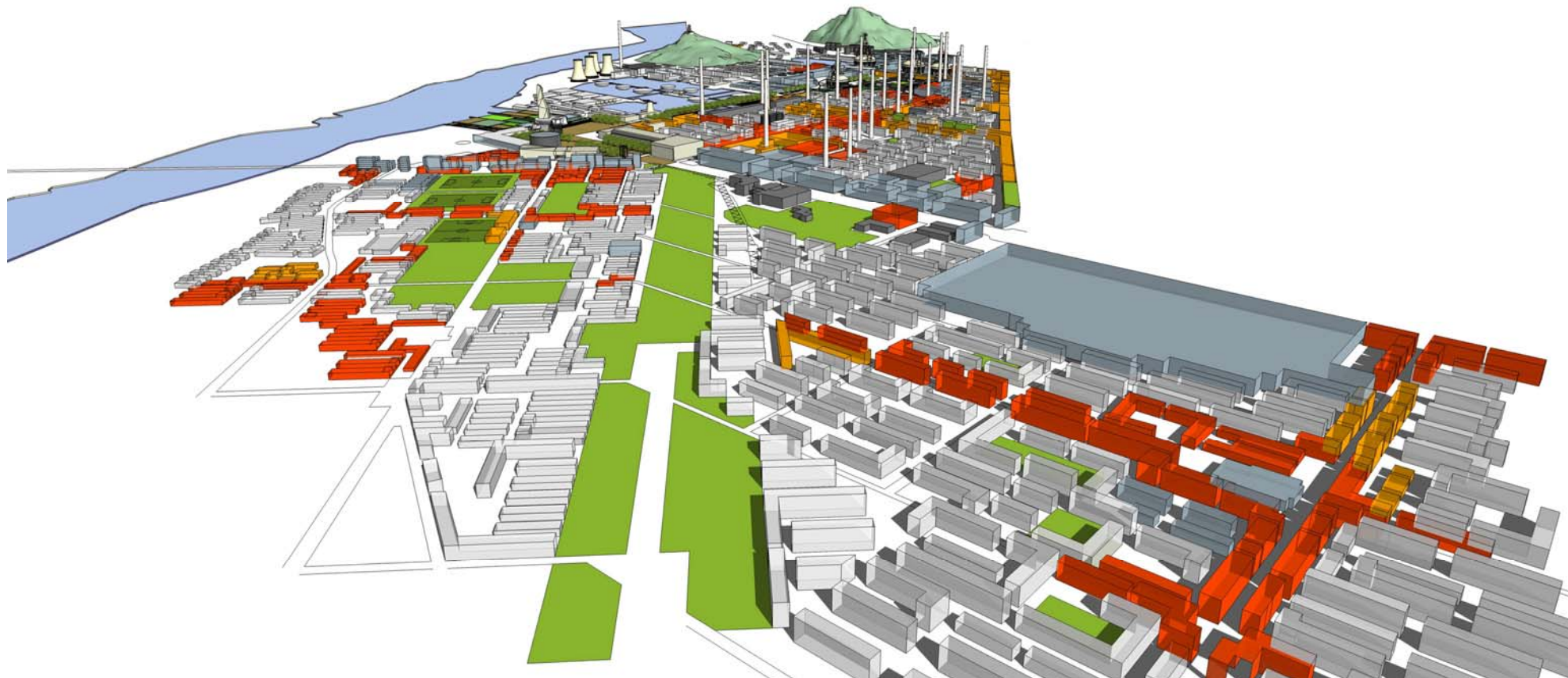


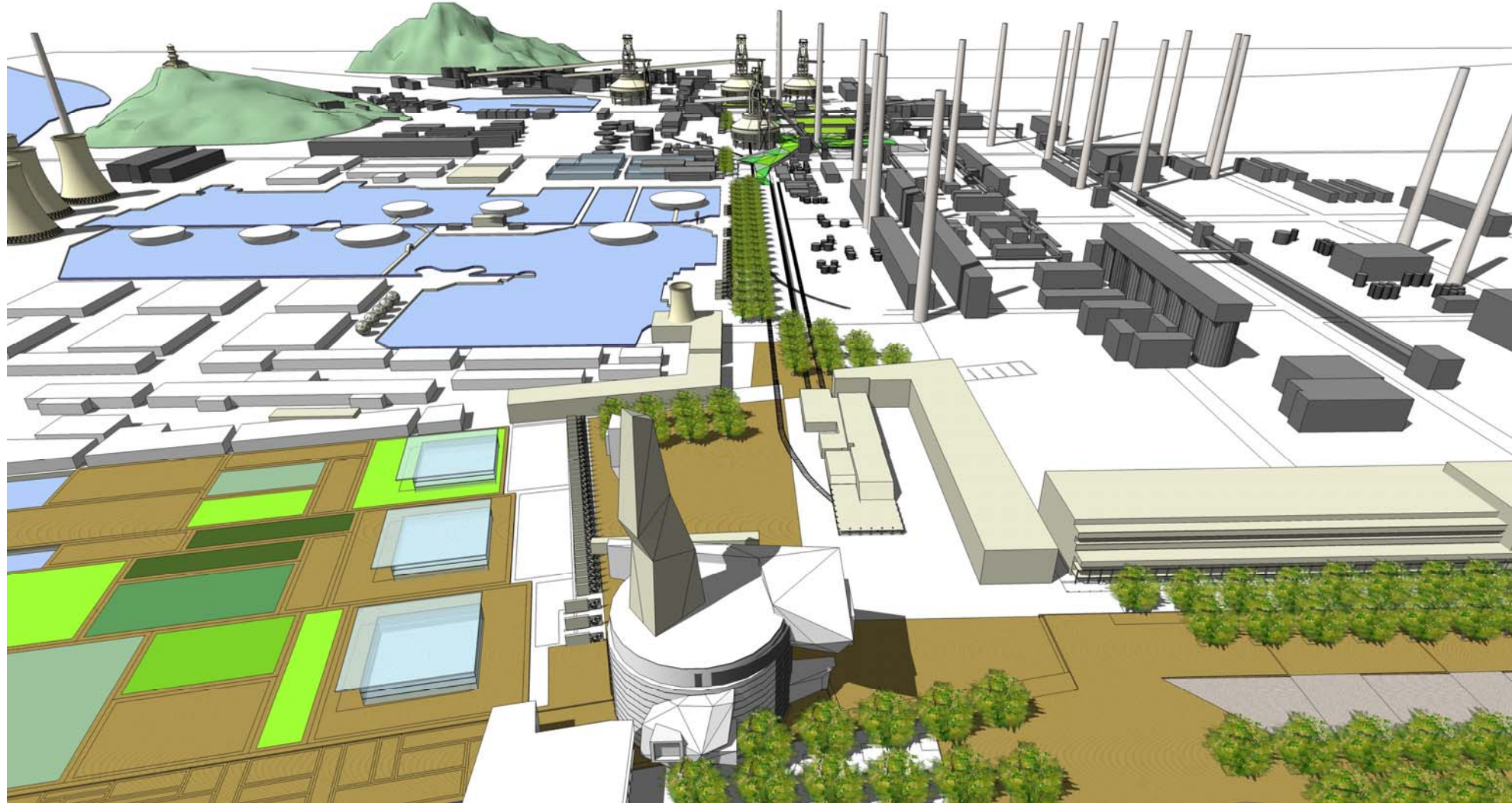




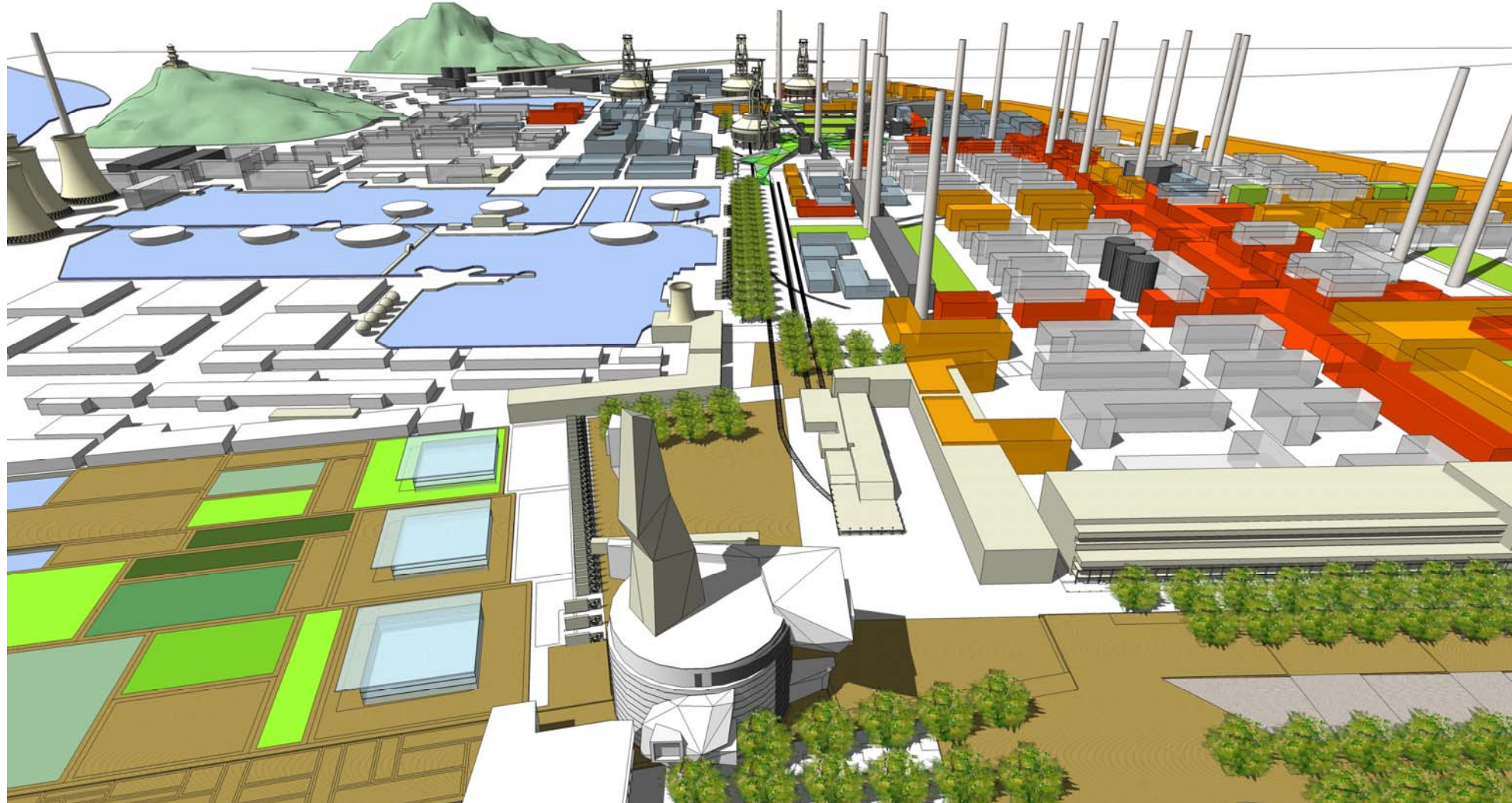












利益 Benefits

- 吸引世界各国关注首钢地区的发展

Bring international attention to the site

- 保留地段特质——文化感与历史感

Retain the underlying DNA of the area as a site of industrial process

- 重新定义工业在21世纪国际大都市中的角色

Foregrounding the need to redefine the role of industry in the 21st Century global urban centre

- 持续发挥大首钢地区工业构造物、系统以及周边社区的价值

Realizing the continuing value of the structures, systems and communities that encompass the larger industrial site

- 开始公共基础设施的初步建设

Build the first stages of public infrastructure

谢谢！ Thank you!

