

The role of the local in improving cohesion and spatial justice

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Abstract: Joint development is a collaboration construction between a transit agency and real estate operated by government and private individuals. Mostly focused on transit-oriented development (TOD) which ensures dense, walkable, mixed-use development near transit and at the same time improve the transit system. With China's national policy on prioritizing the public transit development, now is the critical time to achieve a sustainable urban form through implementation of Transit Oriented Development (TOD). Higher residential densities in the vicinity of transit station will make residents more likely to use public transit and support local economic activities. Based on the TOD principle of designing high-quality mixed-use areas that are pedestrian friendly, it facilitates socioeconomic and cultural diversity. A case in Jinqiao Community, Pudong New District, Shanghai, was chosen to better illustrate the win-win cooperation based on the involvement of social group in the TOD transformation case analysis. The proposal greatly contrasts with existing developments and try to integrate land use with transit and to include the public groups' ideas in the transit-oriented concept. The proposal greatly contrasts with existing developments in the way to develop transit-driven land and how the public groups' ideas are included in the transit-oriented concept. The public group encourages self-organization and promotes place-branding. Meanwhile, this third-party concerns about public participation, continues to play the role of public spaces in promoting a diverse, equal and democratic urban cultures.

Keywords: Joint development, Self-organization and place-branding, public participation, social group

1. Joint Development and Social Groups

Joint Development refers to a strategic orientation in which companies and their partners participate in market competition in a joint way in order to achieve their respective strategic goals. This strategic situation enables them to collaborate and complement each other and solve problems due to resources and many issues caused by insufficient ability. In urban development, it refers to the cooperation between transport agencies and real estate operated by the government and individuals. The main focus is on transit-oriented development (TOD), ensuring intensive, walkable, multi-purpose development while improving transportation systems.

Joint development is a development activity based on public-private partnerships that balance public and private demands. The risks mainly include risk sharing among partners, government risk control over projects, and joint development company (enterprise) control of project risks. [1] In traditional joint development, the government generally acts as a transportation planner and developer (enterprise) for real estate development. It is difficult to strike a balance between stakeholders, especially when they have different opinions or imbalanced interests. As a third party, social groups represent social forces,

can coordinate the interests of all stakeholders and make the project balanced, and achieve a balance between the state, the market, and the society, and its own experience also contributes to joint development.

Since the 1990s, statements about joint development and TOD have begun to appear in China's relevant research and planning practices. With rapid development of China's cities and the construction of transportation infrastructure, joint development has received increasing attention in China. Due to different national conditions, political systems, travel habits, and land systems, there are still limitations in current Chinese development and localization practices of joint development. How to rationalize the joint development based on Asian cities is the latest topic. On this basis, if we can introduce social groups in joint development, it is evidently a new opportunity for Chinese urban management.

2. Policy background

2.1. Policy Background of Pudong New District

The following paper will discuss the role of social groups under TOD mode in the background of Pudong New District in Shanghai.

Now that the urban sprawl of Pudong New District is finally achieving its geographic limit, existing urban neighborhoods are finding a way to absorbing its share of the region's growth, which stimulates regional planners to relocate land use patterns to better boost economy as well as residents' satisfaction of living standards. Accumulating number of citizens choose to pay higher rent to live closer to work and amenities. This trend helps increasing regional sustainability, but low-income transit riders in the suburban areas are thus sacrificed which exacerbates social and economic inequality. The district government has been working on the public transport system to adjust overall urban layout and solve the spatial contradiction.

Pudong New District has evolved an extensive public transport system during its past 29 years' rapid development. By 2020, the proportion of public transportation in Pudong Central District will be increased to 55%, and the average commuting time of residents will be shortened to less than 45 minutes¹ because of the efficient implementation of public-transport-priority strategy.

Some parts of Pudong New District are now achieving marginal benefits. On one hand, the lack of supportive land use policy inevitably led to the tidal flow of the employment population, the pressure of which cannot be alleviated by merely setting up traffic stations. This requires TOD mode to guide multi-functional land use mode in surrounding area. On the other hand, the macro-zoning act, merging of Nanhui District into Pudong New District in 2009 for example, has become a new trend in Chinese urbanization. Strengthening cooperation from north to south and reducing urban disparity through the means of public transport, TOD mode will be of great benefit to reintegrate the regional resources.

¹ Shanghai Municipal people's government, 2016, 13th Five-Year Plan of Shanghai Comprehensive Transportation.

2.2. Background of public participation demand in Pudong New District

At the same time, Shanghai shoulders the pioneering roles in experimenting public participation in community governance. Tremendous efforts have been taken to explore how bottom - up requirements could be practiced in an overall regional joint development.

'*Colorful Community*' initiated by Pudong New District government proposed the "multi-governance" mode, in which residents' autonomy serves as core content, professionalism that comes from social groups' participating, and finally a platform built by the government departments for indirect participation in community governance.

For example, more than 1000 residents participated in the Jinqiao Jiahong colourful community project. Based on responding to residents' needs, the design scheme built up a passage between residents and neighborhood committees, meanwhile the spatial experiences of residents on their way home were improved through a gallery, and the facilities for diversified activities are also provided for the community. (Figure 2-1)



Figure2-1 Residents participating in the design scheme

Source: http://www.sohu.com/a/288094096_728328

TOD mode and community participation have mature practicing modes abroad. Because of the commonweal of public transport, the benefits of public transport construction are very limited during the operation process, especially in the start-up stage. Meanwhile, public participation means sharing community responsibilities and results. For example, Bethel New Life, an autonomous social group based in a Chicago community, it builds a transit system and residential venues by raising \$10,000 through local churches. While resolving the financing problem, it also better combines residents' wishes with TOD.

3. Joint development introduces social group “City 360” ——Taking Jinqiao Community in Shanghai Pudong New District as an example

3.1. Project

The case of this paper selects the comprehensive urban center of Jinqiao Community in Shanghai Pudong District as an example. The plot is the center of all major industrial blocks in Pudong New District, with Jinqiao Export Processing Zone in the south, Waigaoqiao Free Trade Zone (national level) in the north, large residential area in the west, and Cao Road industrial area in the east. The imbalance between housing and jobs leaving regional commutes slow and unreliable before the project.

Meanwhile, as the plot is adjacent to Jufeng Road subway station. Combined with the Pudong New District's superior planning, it supports the district-level public service facilities of Jinqiao Center and the professional production service functions of the surrounding modern industrial parks. It has the best conditions for joint development and TOD design.



Figure3-1 Industrial distribution around Jinqiao Community in Pudong New District, Shanghai

Source: Author's self-drawn

The focus of this case is on how to prevent the original neighborhood relationship under high development intensity in joint development. In Jinqiao community of Pudong, the main contradictions are the following three points.

Firstly, how traditional urban space and social relationships can be preserved. The original urban space is a traditional Chinese courtyard. Local residents are worried that the new design will destroy the original neighborhood culture and social relations. Secondly, the relationship between multiple groups is very tense. The formation of the master plan did not involve the residents' participation nor fully consider the interests of the residents. Therefore, the entire process cannot be supported by local residents. The removal of the original building encountered great obstacles. Third, the multi-actors are complex and so are their social relationship. The internal and external conditions of the original plot are thus complicated. On the one hand, the function of the upper planning must be satisfied. On the other

hand, the land has the conditions for TOD development. In addition, the composition of multi-actor is very complicated, including high-tech talents, nuclear families, low-income people, and landless farmers. Therefore, the requirements for functional integration and social attention are very high.

3.2. The role of City 360 as a self-organization and its place-branding

The City 360 is committed to taking the combined advantages of Shanghai Tongji University's comprehensive professional integration, starting with urban regeneration, using qualitative analysis (definition, classification, case and policy orientation) to identify problems, using quantitative analysis (research, data, Interviews) to analyze problems, using simulation processes (platform interactions, fixed-point uploads, resident votes) to generate methods and using big data methods to solve problems. Based on the reality and existing needs of China's leftover space, combined with case classification, the “City 360” platform was developed to build a core interactive platform based on big data and artificial intelligence, so that joint development from singularity to diversification.

City 360, as a social group, intervenes in its own program platform (see figure 3-2), through several simple options (such as spatial scale, green area, material, presence or absence, etc.) to generate drawings, and promote residents to participate in the production plan.

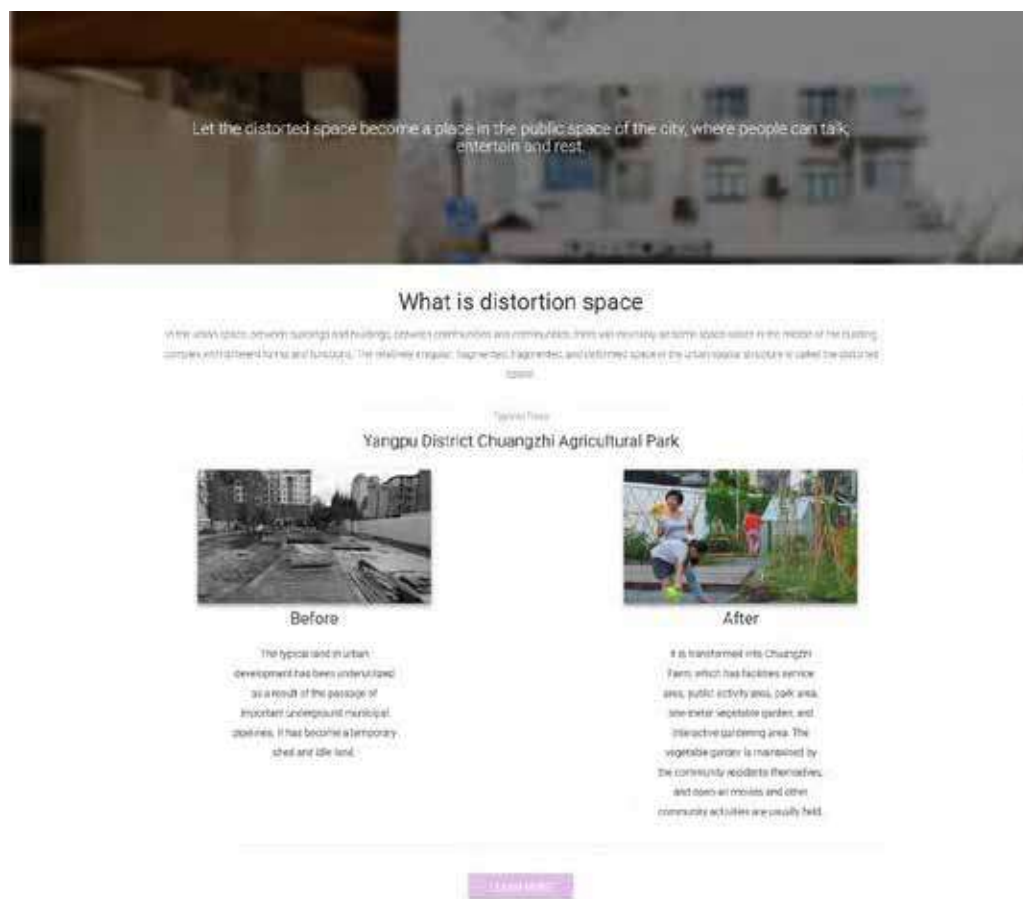


Figure3-2 Community demand docking platform based on big data and artificial intelligence - City 360

Source: https://www.city-tech360.com/city360_web/

This approach solves the problem well among the developer, the government and the local residents, because that the generated drawings are a good expression of local residents' wishes (see figure 3-3).



Figure 3-3: Residents meeting in Jinqiao Community, Pudong, Shanghai

Source: Photo taken by Author

In addition, in order to solve the comprehensive contradiction mentioned above, in terms of spatial form, on the one hand, the TOD node is adopted to adopt a high-intensity development mode. The office buildings, business offices and residences are connected by corridors, which formally reflects the uniformity of the courtyard and the continuity of the streamline (Figure 3-4).

On the other hand, the building adopts an enclosed space, which forms a good transition between the surrounding traditional space texture and the central business area. The architectural form is consistent with the surrounding small neighborhoods in terms of spatial form, and is transparent to the central public activity space, further strengthening the spatial and psychological connection (Figure 3-5).



Figure3-4 TOD node development

Source: Author's self-drawn



Figure3-5 Unified form of courtyard

Source: Author's self-drawn

3.3. Guidance strategy

City 360's attendance in the design and planning process results in a more efficient traffic-oriented joint development process and a better overall transformation effect. As a social group devoted to enhancing bottom-up public cohesion and spatial justice, City 360 in return gain itself place-branding. It is specifically embodied in the following 5 parts.

1) Spatial integration

In the whole design, the commercial complex set up at the top of the TOD transportation hub is taken as the regional landmark, as the skyline of surrounding area is governed by its height, which impressively strengthens the visual sense and highlights the regional identity. As for the core area, the square formed by the subway entrance and exit of traffic hub undertakes the highest density of people, estimated to be witnessing to over 48,000 daily boarding's. It will be an area unprecedented in the region and space of more urban diversity. Corridors are set up at specific points to connect commercial, residential and business areas in an all-round way, enriching the walking experience, giving green land back to the pedestrians of region, and solving the original traffic jamming and land splitting problem.

The pedestrian-oriented regional planning uses the 15-minute community-life circle as the basis for the program, allocating northern and eastern communities within 15-minutes' walk from the central public transportation hub, emphasizing the importance of infrastructure improvements to local residents, creating first and last mile connections that enhance the access and mobility of surrounding communities.

2) Public participation in decision-making

A successful TOD design needs extensive support from local residents. City 360 has played a role in connecting the public with the official, the regional planning with the resident' feedback. The whole process is critical to community involvement and adherence to local policies as well.

City 360 is committed to the needs of Jinqiao local residents and sensitive to the local identity and major industrial blocks nearby. Through exploring the travelling habits, consumption level and living needs of the original residents, the design more effectively reflects the requirements of the citizens, enhancing the geographical character of the design, and also widely increasing the public participation, promoting the creation of a pluralistic, equal and democratic community atmosphere. helps to rebuild the transport/land use language, in addition to a simple understanding of TOD, Metro and local leaders have allowed for a more detailed, sensitive and pragmatic approach to growth and resiliency.

3) Reciprocity of economic interests

Social groups can effectively balance the interests of all parties and use their own resources to communicate with other developers, which is conducive to obtaining extensive financial support to make up for the lack of funds at the early stage of the project and obtain good marketing performance



and long-term benefits. The gradual generation of regional benefits will inject economic value into the social groups in the medium term and later stages, achieving win-win interaction of economic interests.

4) Good cultural propaganda

As City 360 has the advantages of marketing planning, public relations media, exhibiting and large-scale event planning, this advantage will play an important role in the promotion of the core District. TOD transport hub has established a new regional landmark image in the open space, and landmark image is more conducive to attracting the surrounding office, business, transportation, culture and gathering the tourism crowds and their interaction. From residents' perspective, City 360 partnered with the local community to develop the first step in the public participation, and they worked together to develop guidelines that are sensitive to local issues. At the same time, the successful urban regeneration mode of the region will also enhance the branding of social groups.

5) Close responds to the policy

As the center of the main industrial sectors of Pudong New District, this planning unit takes public transport as the guidance and develops multi-functional land use pattern, which accelerates the establishment of an integrated structure for the joint development of urban and rural areas, and also promotes the development of "*city-industry integration*" and "*urban-suburban integration*"² under the policy guidance of Shanghai Municipal Government. Also, Shanghai has adopted a *15-minute community-life circle* as one of the most important measures to enhance the competitiveness of the city which is used as a tool in the TOD case to update the regional residential communities. Functionally, it not only serves as a comprehensive urban center in the north part of Pudong, but also serves as the production and service function of the modern industrial parks, responding to the policy guidance of Jinqiao as the city's Deputy Center in Pudong New District. On the whole, the policy adherence and planning strategy is pushed by City 360 as a social group, promoting democratic approach under the policy guidance.

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4. Summary

This case, focused on relocating the original community, contrasts with existing developments and try to integrate land use with transit and to include the public groups' ideas in the transit-oriented concept. The process centralizes a platform organized by City 360 as a social group for bridging the developer, the government and the local residents. Meanwhile, this third-party concerns about public participation, continues to play the role of public spaces in promoting a diverse, equal and democratic urban cultures.

² Shanghai Municipal people's government, 2016, 13th Five-Year Plan of Shanghai urban and rural development integration.

The whole design takes a holistic view, recognizing that communities surrounding transit hub need far more exploration that deals with spatial and psychological connection, public participation, interests' balancing, cultural propaganda and policy responding. But the spirit is that it takes a closer look into people's behaviors, how to plan from a human scale, how people get around and finally how to approach a long-term community justice.

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