

# **The application of the Internet+ and networking management in renewal of the old city urban planning**

A Case Study of Urban Renewal Project in QuYang, Shangahi ,china

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Under the condition of market economy development, the trend of the residents' demand is becoming more and more obvious ; at same time, The new normal under the background of the stock of built-up area planning requirements of quality and efficiency, But the existing configuration standards are difficult to adapt to the needs of these aspects. And in the traditional community management system and mechanism, the integration of community resources is poor, and it is easy to cause the uneven distribution of resources and waste. Based on the transformation of the old city cost is larger, the implementation difficulties and other factors, in the planning and design should minimize the rebuilding and change, mainly should rely on adjust. So the application of the Internet+ and Networking management in Renewal of the old city Urban Planning can be a good solution and offer a multi dimensional thinking and design method which can minimize changes, to maximize the resource utilization for Renewal urban plan of the old city.

This study is based on the old city reconstruction plan through the construction of the three party website data platform: Government management platform (mainly focused on the community stability and the residents and the user's comprehensive information management)、Property management platform (community property

intelligence, information dissemination and user's daily information management), Public facilities and electronic commerce platform (integrated community resources, Internet and website as a supplement for the entire community planning of public services and business services, immediate feedback user satisfaction). To comprehensively improve the level of community management and service level as the goal, through the innovation of community management system and mechanism, the integration of community management resources, the establishment of a community network management service new model. Combine the community management and user needs to achieve timely and effective interaction. In order to strengthen the social management, resolve social conflicts, promote social harmony, and achieve the transformation of the old city in order to improve the community management and service. At the same time, through the above three platforms to obtain large data, large data can provide us with a detailed understanding of the real needs of urban residents and the local development and the status quo of the way, so as to accurately analyze and interpret the scientific analysis and interpretation of the results will be the result of an effective planning demands, and combine the existing resources to carry out the reasonable planning and development. At the same time, can provide effective data base for the community management, e-commerce and other fields.

The work of this research is based on the planning of the old city reconstruction, The combination of space form design and web service design, Use the Internet to provide users with more effective and comprehensive service. The process includes the following steps: (1) preliminary demand survey; (2) data analysis; (3) the integration of resources and planning adjustments, work out a feasibility plan; (4) according to the planning and community development needs to build a network platform (the government management platform, property management platform and user public facilities and e-commerce platform -- more than 3 platforms can be arbitrary according to the planning needs of any combination), build the client and line service; (5) through the website platform operations management to get big data, according to the results of the program and services can be adjusted, and the data provide a report for the community management and marketing as well.

Case study of the urban renewal projects in Quyang, which located in Shanghai. Shanghai as the one of biggest business city which has diversification culture and complexity spatial structure and social background, Quyang Community is one of the oldest community, Quyang Community located Shanghai Hongkou District in the northeast, East Miyun Road and walk Matang, Sha Jing Hong is received on the west, arrived in South West Dalian Road, north to East Wenshui Road, Handan Road, an area of 3.05 square kilometers. There is a resident population of 104888 people, 26335 households, the natural population growth rate of -0.58%. Within the jurisdiction of a total of 26 residents committee, 1809 residents group. In 1997, Quyang became the first civilized community in Shanghai City, and in 2002, it was determined by the central civilization office and the national civil affairs ministry to create a civilized community demonstration, Shanghai city community construction demonstration community. It can offer more typical reference value for the old city urban renewals plan which not only in urban planning but also in social behavior and city development.

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