

Research on the Difficulties and Countermeasures of Small-City Cultivation Towns in Urban Construction-- Taking H Town as an Example

Ting Ge

China Jiliang University, Hangzhou 310018, China.

Abstract: Compared with general towns, the economic development level is higher, the functions are increasingly richer, and the management level is stronger in small-city cultivation towns. After experiencing small-city cultivation, mega towns have developed rapidly, while some difficulties also emerged in urban construction, such as unreasonable planning, insufficient urban functions, low quality of infrastructure, inadequate level of urban management, etc. With the unceasing development of urbanization, it is urgent to promote reforms in planning and construction from a high starting point, high-intensity investment and financing, high-standard construction projects, high-performance management, etc.

Keywords: Small-City Cultivation; Urban Construction; Countermeasure

1. Introduction

In 2010, Zhejiang took the lead in carrying out the strategic decision of small-city cultivation pilot in China. By focusing on industrial agglomeration, population concentration, function integration and resource intensification, and adhering to the principle of people's livelihood and ecology first, it has carried out two rounds of reforms to expand the power of strong towns successively, at the same time, a primary financial system was innovated and established, and a number of diversified small-city cultivation towns were formed.

Reform is a kind of institutional change, which is driven by exogenous and endogenous dynamic factors^[1]. H town is in the middle of Zhejiang Province, which is one of the first batch of small-city cultivation pilot towns in Zhejiang with the characteristics of 'industrialization, film and television, tourism'. In the process of small-city cultivation, urban construction in H town has entered a new stage of development, investment has intensified, infrastructure facilities have been improved, traffic network has been initially formed, urban management has been gradually standardized, comprehensive strength has been rapidly improved, and it has opened the road of transformation and development from town to city.

Over the years, the economic and social construction has developed too rapidly, especially the ultra-convention development of the film and television industry, which has brought some difficulties while giving a strong boost to urban construction.

2. Urban construction difficulties of small-city cultivation towns

2.1 Unreasonable planning

According to the construction requirements of small cities, urban roads, government business enterprises, trade facilities, industrial parks, residence communities need have reasonable layout, and guide the movement of population, achieve precision management through planning layout. For a long time, adhering to the principle of 'efficiency first', like other countries in China, H town focuses on economic development and construction speed, pays little attention to planning layout, or even has no time to plan, let alone the planning management, therefore, there are many defects and deficiencies against city standards.

2.2 Insufficient urban functions.

Urban infrastructure construction is comparatively lagged behind, public environmental facilities are insufficient, the number of sewage networks, parking facilities and landscaping is less, greening rate and greening grade in towns don't match up with film and television, and tourism.

2.3 Low quality of infrastructure.

The road frames are mostly urban sprawl type construction with low construction level, some are not even constructed according to engineering specifications. The construction of commercial service facilities is lagged behind and the management level is low, moreover, farm product markets, supermarkets and shopping centers are not uniformly planned, which are still at the level of township development.

2.4 Inadequate level of urban management.

On the one hand, there are very few managers. The economic aggregate of H town has exceeded one third of that of the city, and the township of H town is equivalent to the urban areas of the city ten years ago, but urban management officers, traffic polices, market regulation officers are seriously inadequate, and there are few professionals in municipal facilities and institutions such as landscaping and street light management. On the other hand, the implementation of systems is not in place. Due to shortage of personnel, low professional level, force of habit and low standards, the management is not well and effective. The relevant departments often carry out centralized and special rectification, but long-term-effect management is lack after rectification and the overall scene of town has not been greatly improved.

3. Breakthrough in urban construction difficulties of small-city cultivation towns

3.1 Planning and construction from a high starting point.

Planning is positioning, is the wealth of urban construction and foundation of sustainable development. Promote integrated planning, enhance the resource complementarity between towns and urban areas, conduct scientific site selection for high speed railway station lines and intercity rail transit facilities with high-speed transportation network as the link, promote the urban integration of towns and urban areas. Make a control planning, form reasonable urban spatial structures, make clear the layout of individual land use of residential land, industrial land, land for public management and public service facilities, and land for commercial and business facilities, to provide the basis for legal construction. Refine construction planning. Carry out systematic planning for road surfaces, plantings, sidewalks, street facades and street lamps, letting each node and each building to make a contribution to the improvement of overall image of the towns. Accumulate small victories into big victories. Improve the special planning of road traffic. Improve the frameworks of urban external transportation network, construct internal and external traffic circles, improve the traffic network in the towns. Pay attention to the organic renewal planning of old towns. Carry out the organic transformation of the early residential areas, prevent large-scale demolition or construction, reduce the building density moderately, improve environmental quality, and retain the texture of traditional neighborhood layouts and rural features as much as possible. Renovate the rivers and plantings, protect and restore the original water system patterns. Build green space in the streets, riverside greenbelts and petty street gardens according to the local conditions, improve the greening rate of old towns. Protect the ancient buildings with historical and artistic values, make historic buildings better integrated into the towns.

3.2 High-intensity investment and financing.

Government agencies achieve effective coordination and integration through full communication and cooperation among organizations^[2]. Give full play to the ‘three-in-one’ role of ‘government leading force, enterprise main force, market foundation force’, raise the construction fund by striving for a part from the superior departments, getting a part from the government investment, financing a part from the market and borrowing a part from banks. Deepen and improve the government investment and financing system. Strengthen the financing construction management of government-funded projects, establish and improve the government’s standardized financing mechanism. Promote the construction of public services and infrastructure projects with PPP and other models. Strive for projects and funds from the superior departments to relieve the pressure of government finance. Establish a private investment guidance mechanism. Demonstrate, guide and encourage private capital investment in urban construction, promote the film and television cultural tourism service projects with short cycle and fast recovery such as characteristic urban blocks, characteristic industries, characteristic villages, accommodation industry, renovation of old industrial areas, to improve cultural taste and image of the towns while bringing reasonable return to social capital.

3.3 High-standard construction projects.

High-standard construction is adhering to the principle of 'quality first'. Before the project implementation, display the planning and design schemes to the public, widely solicit and adopt opinions from the general public, experts, scholars and all sectors of society; During the project implementation, the design standards need to be strictly abided by, the construction specifications need to be strictly implemented, and the project supervision needs to be strictly carried out in materials, construction, beautification, visual pollution remediation and vegetation restoration; Before the projects are completed and opened, organize the experts and indigenous representatives in different fields to 'find faults', so as to make every project able to stand the test of citizens, experts and history, let them become the good projects affirmed by experts and the public. On the premise of respecting the planning, establish the symbolic cultural buildings such as conference and exhibition centers, libraries, science and technology exhibition halls, museums, cultural centers, theatres, coach centers and schools that serve the entire region and reflect regional cultural characteristics, to enhance the cultural function of towns. In the reconstruction of characteristic rural blocks and villages, integrate more film and television cultural tourism elements to make them become the landmarks and symbols of the towns and enhance the influence of the towns.

3.4 High-performance management.

Conduct strict management in accordance with the laws, integrate law enforcement forces, establish and improve the joint law enforcement and supervision system based on coordinated administrative law enforcement and market supervision. Improve urban administrative laws and regulations, carry out examination and approval, management, supervision and punishment according to the laws. Strictly regulate, investigate and handle key issues in urban management, including construction land, planning management, traffic order, administration of road, sanitation and cleaning, public security, etc, to benefit more citizens. Refine quality management. Deepen the refined management of societal grids, apply management to services, subdivide public management and service objects, achieve the pattern of four layers in each network, provide humanized and personalized public services with high quality and efficiency. People-based long-term management. Promote and improve urban management system and mechanism, build a platform for public participation in management, expand channels for people to participate in management, create new ways for people to participate in management, make the services more targeted, and make each management method long-term and dynamic.

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