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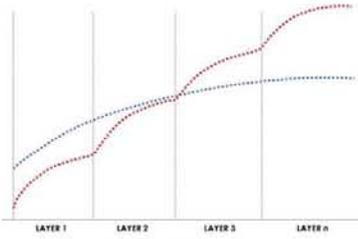
11.307 Beijing Urban Design Studio

Summer 2008

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Restructuring the idea of 'value' in Real Estate Development -
The 'tooth and comb' condition

Value in real estate development has often been focused on purely monetary gain. However, through layering the project and incorporating feedback mechanisms to guide design and timing, we can begin to derive value in many more areas including the building of social capital, and ensuring public, integrated and the continued sustainability of the area.



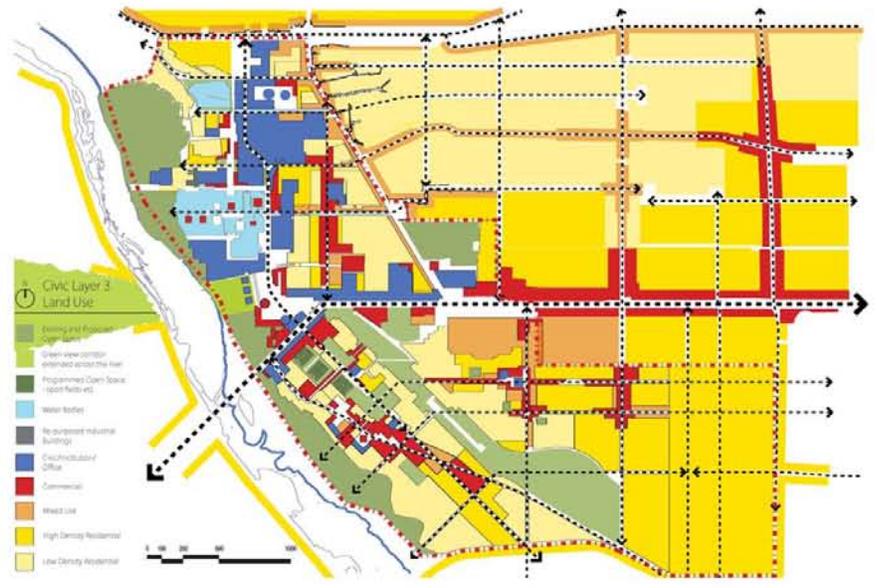
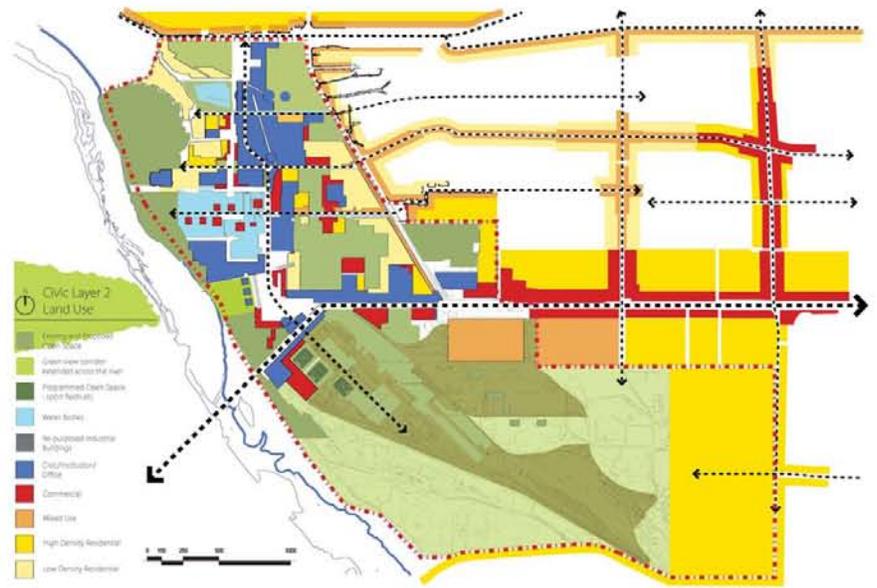
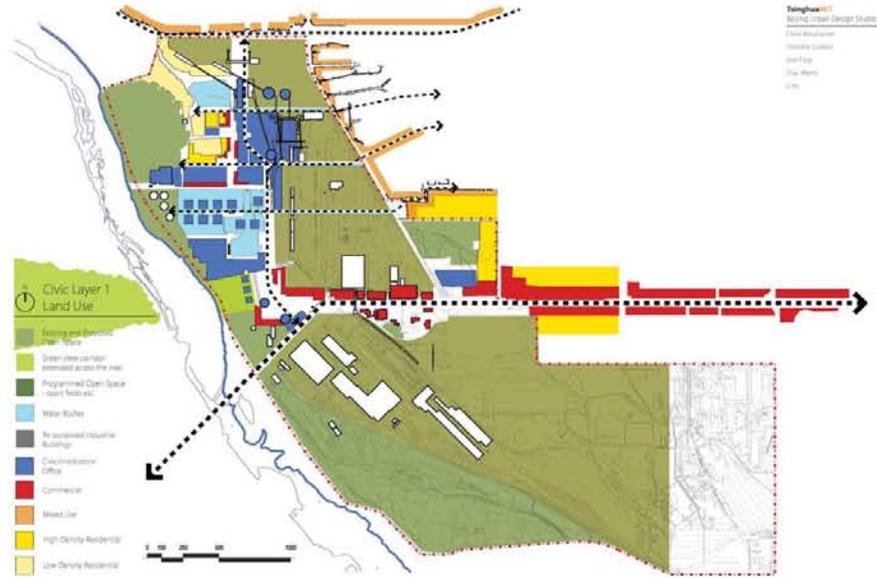
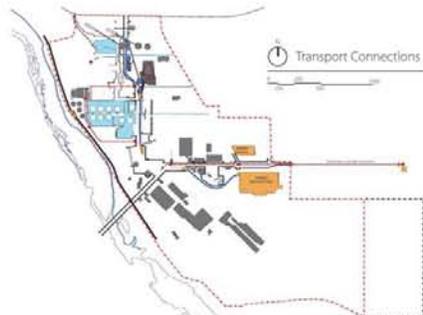
	Layer 1	Layer 2	Layer 3
Industrial	Industrial Expo	Skills Enterprise	21st Century Skills District
Commercial	Commercial	Research Institute	Private Development
Housing	Temporary Housing	Permanent Housing	
Amenity	River Connection		Public Amenity (School etc)
Remediation	Northern Remediation	Southern Remediation	

公共空间组织-总体规划 Civic Layering Outline

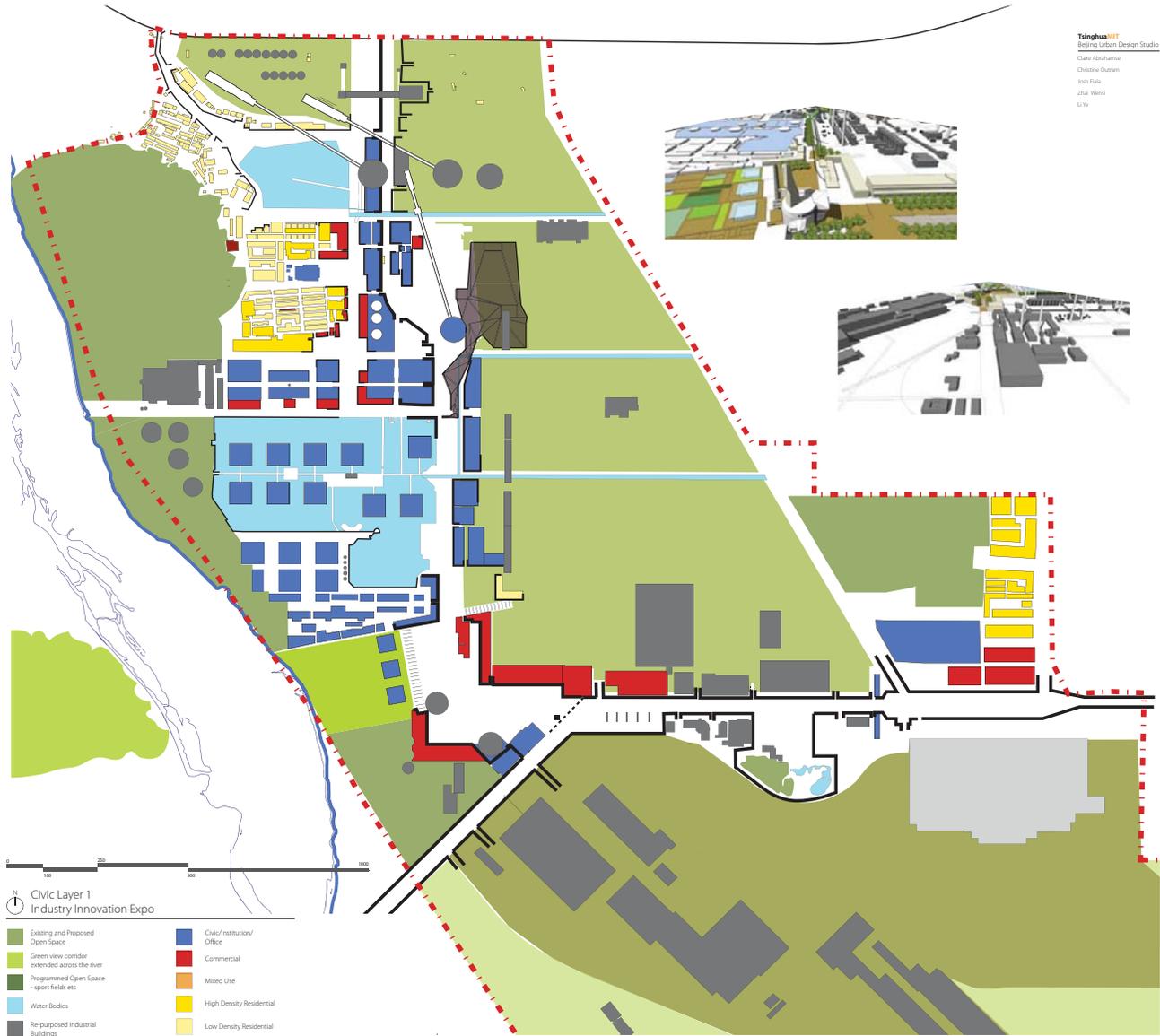
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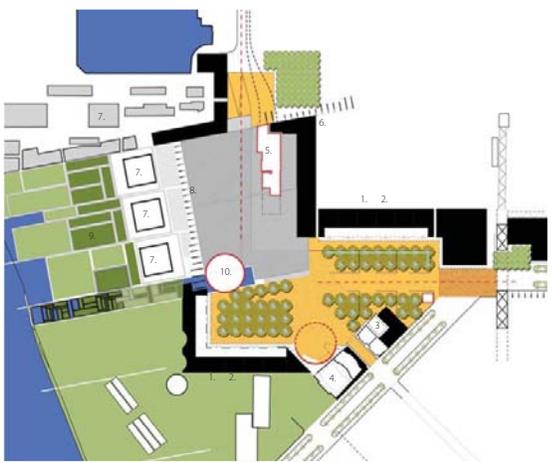
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Urban Planning
Landscape Architecture
Interior Design
Public Space
Urban Design
Urban Planning
Urban Design
Urban Planning



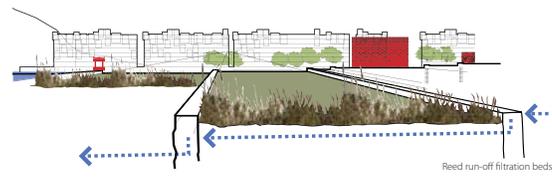
- Civic Layer 1
 Industry Innovation Expo**
- Existing and Proposed Open Space
 - Green view corridor extended across the river
 - Programmed Open Space - sport fields etc
 - Water Bodies
 - Re-purposed Industrial Buildings
 - Civic/Institution/ Office
 - Commercial
 - Mixed Use
 - High Density Residential
 - Low Density Residential

1 World Innovation Expo

- Civic Layer 1:
 World Innovation Industrial Exposition**
- The Expo program gives us the ability to not only create access and mobility connections across the site but also to improve public amenity and make a bold statement at the end of the East-West Axis. In relation to our organizing principles this has resulted in:
- The conceptual finishing of the east-west axis at our site and diverting the axis in line with the existing factory grid to the south of the site.
 - A layering of themed thresholds leading up to the termination point of the East-West Axis, which is centered on a new 'Dum tower' - an industrial relic reinterpreted and adapted to reveal the development of the site in a public forum.
 - A new gateway in the north of the site that directs traffic past furnace no.1 (the most prominent furnace).
 - An internal center at Furnace No. 4, which is adapted in order to accommodate an industrial archive and digital data bank for new processes on the site.
 - New subway and rail stations, as well as internal light-rail and bus systems.
 - Initial remediation of the site so that the land. This will also increase the value of the land when it comes time for it to be developed.
 - Revealing the water links between the two lake areas and leading water from the lakes into the remediation areas in order to irrigate the remediation.

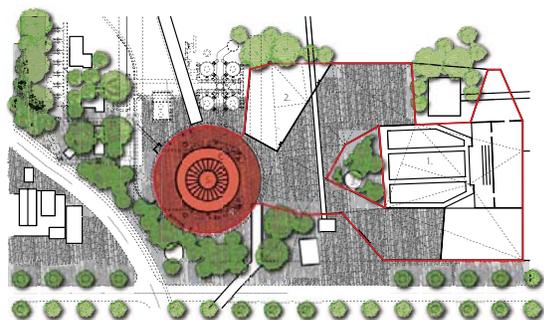


- Civic Centre**
1. Street Level Commercial
 2. Office/hotel above street
 3. Welcome/orientation Centre
 4. Auditorium
 5. Station
 6. Parking/administrative
 7. Chinese exhibition/pavilions
 8. Re-purposed steel lattice screening
 9. Reed run-off filtration beds
 10. Digital Dum Tower/information node



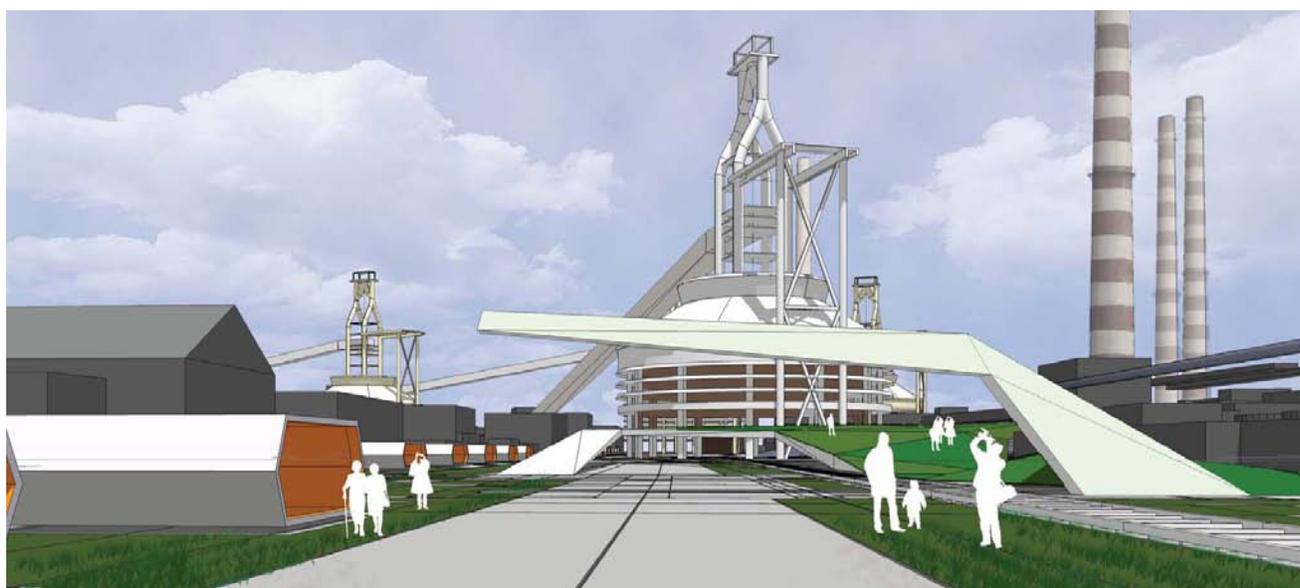
Civic Centre Plan

Axis Termination at the Civic Plaza



Furnace No. 4

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



World Innovation Expo

The Industrial Exposition is focused around the larger lake, with Chinese pavilions to the south, international pavilions within the lake front, and a new research centre made up of research institutions and corporations to the north. Many pavilions are to be constructed of repurposed steel in a way that will make them easily adaptable and dismantlable.



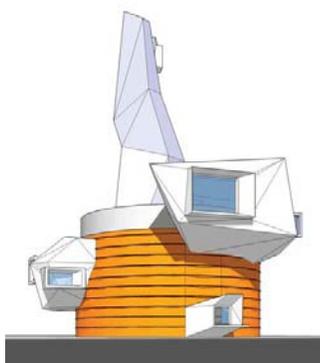
Scale Comparison: Expo Sites



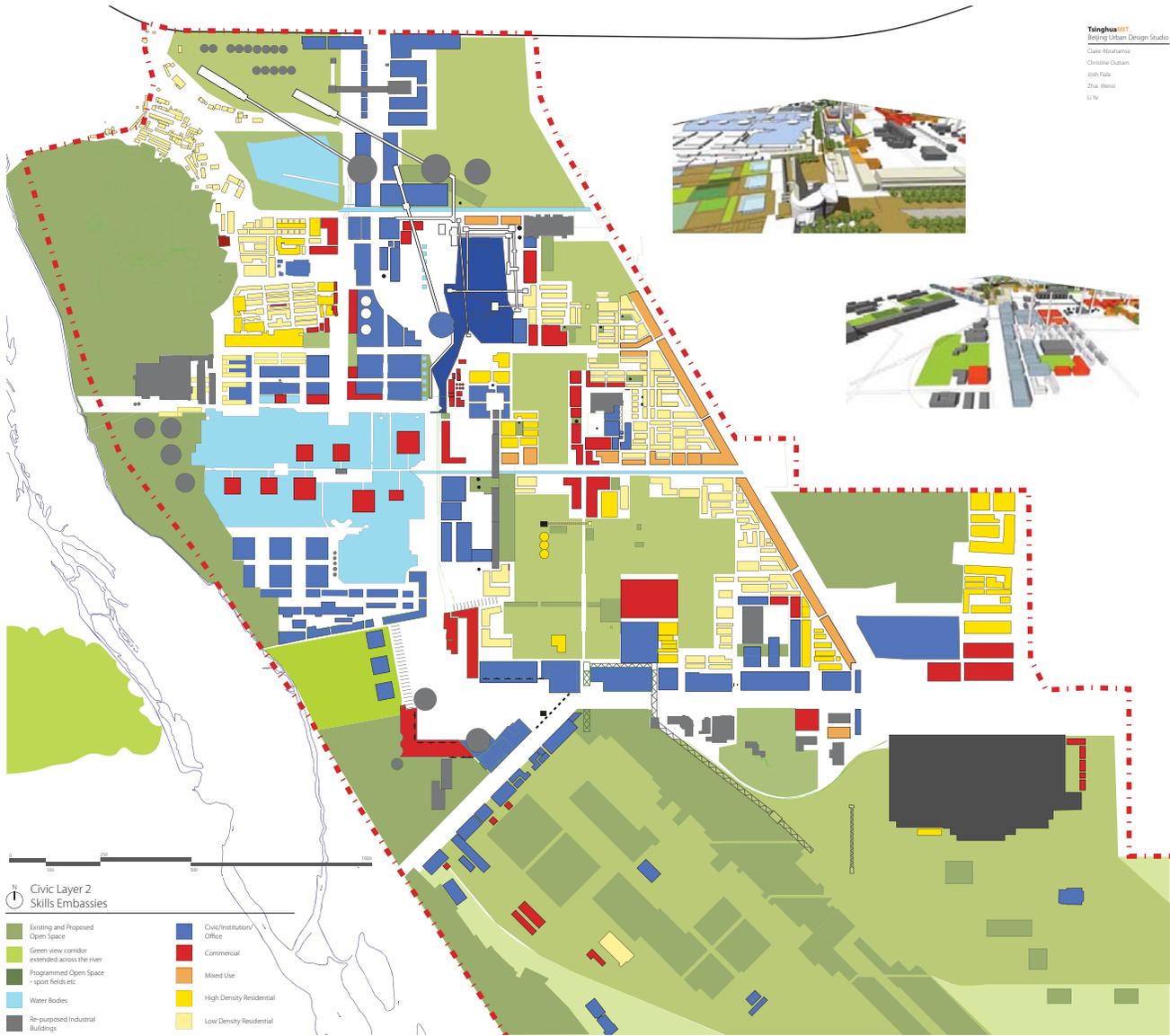
World Innovation Expo



Digital Drum Tower



Approaching the New Civic Plaza and Digital Drum Tower



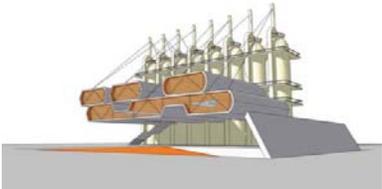
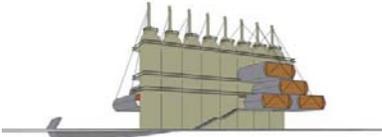
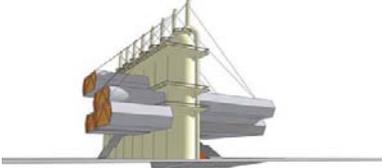
Civic Layer 2
 Skills Embassies

- Existing and Proposed Open Space
- Green view corridor extended across the river
- Programmed Open Space - sport fields etc
- Water Bodies
- Re-situated Industrial Buildings
- Civic/Institution/Office
- Commercial
- Mixed Use
- High Density Residential
- Low Density Residential

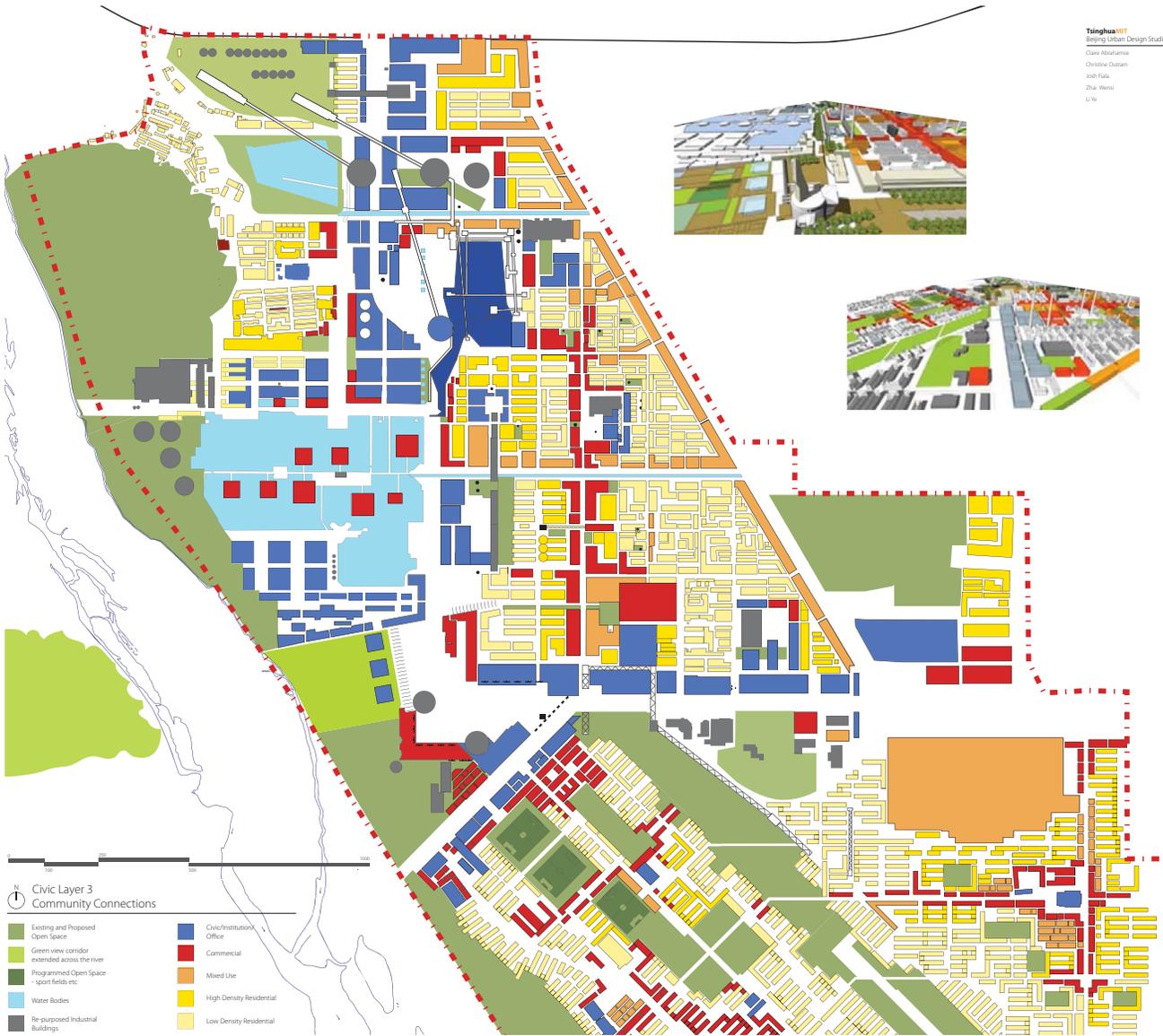
2 Skills Embassies

The functions and pavilions associated with the Exposition become the skeleton of the future program and civic structure on the site. The new layer that consolidates and extends the functions of the Exposition on the site.

- The different sections of the Expo create three distinct districts around the big lake area: an industrial innovation "think tank", a series of recreational platform areas within the lake, and the creation of "skills embassies" to the south of the lake. These become new points in China's 21st Century industrial network.
- This is supplemented by the creation of several new "hard skills" training and lecturing facilities within the retained industrial structures throughout the site. These structures are supplemented with new symbiotic buildings, each including the creation of a defined green forecourt and other civic facilities, thus forming the skeleton for the civic structure of these urban quarters in later development layers.
- The housing areas for the Expo are identified and housing is used to infill other areas in the site.
- The north-west edge of the large lake is eroded to increase access to the water. Several new water channels are lead into the surrounding fabric. The green park area along the river is further developed.
- The area to the south of the east-west axis enters another cycle of remediation, and the axial road edge is lined with commercial structures.
- Administrative structures are developed along the east-west axis.



Layer 1 - Remediation Area with parasite building attached to the remaining industrial fabric



3 Community Connections

This layering sees a more liberal response to market pressures to the north-east of the site, given that the public and civic structure has already been underpinned here through previous layering. This phase sees the attraction of more commercial, institutional and business functions to the site as a result of the development of an industrial skills and innovation district here, with an associated community who support these new processes. The southern section of the site is developed during this layering as a community-centered quarter.

- Housing is further developed in the northeast and southern portions of the site in order to house the developing community within the area. This development begins to formalize the connections across the site and into the neighboring movement grid structures. However, a central swath of green remediation space remains at this stage as green public space.
- The large warehouses/steel-rolling plants to the south of the site are removed and their footprints become programmed green spaces - soccer fields, swimming pools and so forth. These are

surrounded by retained industrial structures, which are similarly reused to accommodate required civic and community functions, such as schools and health centers. These, along with relocated international pavilions from the lake area within the exposition form the civic structuring of these new urban quarters.



Layer 1 | World Innovation Expo



Layer 2 | Silk Embassies



Layer 3 | Community Connections



Layer 1 | World Innovation Expo



Layer 2 | Silk Embassies



Layer 3 | Community Connections



Civic Structure created at the Expo stage

