

## **Research Article**

### **Research on the Planning Strategy of the New Urbanization under the Sight of Social-cultural Ecology**

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**Abstract:** When interpreting the thought of new urbanization, the paper describes the significance of social and cultural ecology planning ideas on new urbanization. Furthermore, the problems existed in the process of urbanization in China are analyzed. The problems mainly embodied in three aspects: the loss of culture in social and cultural ecology; lack of inheritance, development, integration and enhancement to cultural resources and regional context; and the construction of urban and rural is disordered. Based on these, four aspects of planning strategies are proposed: construct ecological culture; build a harmonious and cultural environment; develop, protect and expand cultural resources; and strengthen urban characteristics.

**Keywords:** New urbanization; Social and cultural ecology; Urban characteristic; Planning strategy

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#### **INTRODUCTION**

##### **The meaning and interpretation of the new urbanization**

Chinese government put forward new urbanization, which is based on the scientific development concept as a guide, and industrialization and informatization as the main power. It is a resource-saving, environment-friendly, cost-effective, cultural prosperity, urban-rural integration, social harmony, coordinated development of cities and small towns, distinctive, healthy and sustainable urbanization ways[1]. Compared with the traditional extensive urbanization mode implemented in China previously, which stressed the growth of urban population and the expand of scale and scope, new urbanization emphasizes the human-centered. In essence, the scientific development concept is the guide to the urban construction. Urbanization is entering into a restructuring and development stage which mainly enhances the improvement of quality in China.

In the report of the 18th Congress of China's Communist Party and "National new urbanization plan (2014- 2020)" which is promulgated by the China's state council, we can clearly interpret the significance of the policy of new urbanization on ecological civilization and urban humanity. The basic principles of urbanization strive to make the concept of ecological civilization fully integrate into the process of

urbanization, and promote the green and low-carbon mode of production, life and urban construction. According to the natural, history and cultural endowments in different regions, urbanization should reflect regional differences, promote morphological diversity to prevent same features for thousands of city, and develop into a beautiful town with historical memory, cultural context, regional features and national characteristics, forming the pattern of urbanization development in line with the reality and the characteristics [2].

##### **The significance of social and cultural ecology planning ideas in new urbanization**

##### **Power and security of urban sustainable development**

Thought of new urbanization highlights the view of sustainable development, and reflects the goals: achieving coordination between population, economy, resources and environment; advocating intensive, intelligent, green, and low-carbon development mode; constructing ecological civilization; and achieving sustainable development of the Chinese urbanization [3]. It must be based on the premise of ecological civilization to take sustainable urbanization in China. Ecological civilization includes the natural, economic and social-human ecology. Social-human ecology includes politics, culture, education, science and so on; it mainly refers to urban non material aspects, and is the

reflection of the function on urban civilization. City is the centralized reflection of human culture. Urban construction and development reflects the history of human civilization and progress of human civilization. The ecological development of the urban social and cultural will provide the power of thought and basic guarantee for the urbanization development.

### **Improve the taste and level of city, and promote high quality urbanization**

In the process of urban construction, some of the city's government blindly copy construction mode in developed countries and domestic first-tier cities, pursuit "big" project, and proposed gaudy goal and slogan. The result of this idea is that the city's natural and cultural identity is destroyed, and the urban and rural construction is lack of features. But every town in its own development process has precipitated a wealth of cultural content. Cultural relics, scenic spots, historical blocks, city texture and local customs are trace and crystallization of urban development in every age. The cultural and ecological content is a unique resource for urban development, and constitutes the basis and important part of the urban characteristics. At the same time, it is the important foundation and non renewable resources to urban for further development [4]. Put the planning thought of social-human ecology into town planning and takes urban cultural resources in the urbanization strategy into consideration, which will help to improve the urban spiritual and cultural appearance, and will be beneficial to promoting the quality of urbanization.

### **Problems of social and cultural aspects in the process of urbanization**

#### **Serious loss of urban culture, and lack of characteristics in urban and rural construction**

With the world economy entering into globalization and informatization, the development of human culture has been greatly affected, which shows the loss of urban characteristic culture on the urban construction. This means many aspects disappear: cultural custom, traditional scene, urban texture and city

layout, blocking the city's historical context, making city lose its charm. And in the process of urbanization in China, the disappearance of the characteristics of this city shows fast, wide and deep features. Some large and medium cities that are greedy of "big" and "western" mode, and copy the idea entirely without thinking construct "metropolis" out of the actual situation. As a consequence, the destruction of the city will continue to spread; the natural and cultural characters of the city are severely damaged. There is also massive demolition and construction even in rural areas. It is leading to the loss of rural local characteristics and folk culture, coping urban residential pattern in rural construction and simply using urban elements and style instead of the traditional residential and rural scenery. As shown in Figure 1, the difference between urban and rural region is very small. With the historic buildings in the towns are gradually replaced by modern skyscrapers, China is developing towards the direction "cities become the same" [5].

### **Lack of succession and development to local culture and regional context**

Most towns in China have a long history of development, and many towns are rich in historical resources and cultural heritage. The unique characteristics of urban texture, urban layout, urban axis and the mass-tone attune are formed in urban development. These rich cultural resources are beneficial to the construction of the humanities and landscape features. However, in urban construction and development process, the material carriers of the original urban culture such as buildings and historical sites are demolished rather than repaired. A large number of historic blocks have been damaged and destroyed. Protection for existing historic buildings or cultural landscape is ignored; furthermore, large-scale and large-volume projects are constructed arbitrarily in the surrounding. These practices have seriously damaged the urban characteristics and contour lines. These rude behaviors not only failed to inherit and develop the local culture and local context, but also brought irreversible serious destruction.



a



b



c



d

**Fig-1: Common Residential Areas in Urban and Rural of China**

### **Lack of integration and improvement of national characteristics and cultural resources**

With foreign culture constantly infiltrating the process of urbanization, on the one hand, it injects fresh blood to the urban development, which bestows modernization and times on the urban construction. On the other hand, it has brought a huge impact and challenges to the development of local culture. In the process of Chinese urbanization, the negative effect of foreign culture on regional culture is very obvious. The attitude to foreign culture is too ambiguous in some towns. Not only foreign concept and culture are wildly introduced, even without examined and conversed in urban construction, but the cultural resources with national characteristics and local characteristics are ignored, or are depreciated. As everyone knows, if they are refined and integrated, and then are used for urban construction, the local cultural resources will create a characteristic urban style.

### **Urban and rural construction is very confusing**

During the construction process, some cities are lack of overall guidance, or planning lags behind the construction practice, and they have no strong sense of cultural ecological concept. Theme of planning and design architecture is often ambiguous. Some cities often take the successful domestic and foreign construction models and pursuit functions and time feeling. But they ignored or deliberately avoid the local cultural features. The result is that there are many design methods, the city and the architectural images are confusing, and the urban construction is the entire same pattern. Consequently, time feeling is opposed to the national culture and regional culture; local cultural and urban characteristics are neglected. Some cities even lose their own characteristics and advantages and the identification of urban space.

### **Social and cultural ecology planning strategy in urban planning**

#### **Advocate constructing ecological morality and ecological culture**

Construct urban cultural value system, which is based on ecological morality, ecological culture and ecological characteristics. In order to form correct social orientation, the ecological and harmonious ethics

should be carried forward, and a correct outlook on life, values, morality and environment should be established. Popularize ecological ethics and promote ecological culture in the public in order to constantly improve people's cultural quality and cultural taste. Form environmental friendly concept in the whole society and establish a positive interaction between people and the environment in order to achieve harmony between man and nature. It is necessary to develop ecological culture and ecological construction in the community, and to improve environmental protection facilities for energy-saving, water-saving, garbage classification and greening. The green philosophy is always implemented from design to consumer and management. Make community unifies with sustainable development of urban economy, society and environment.

### **Build a harmonious cultural environment**

Strengthen the construction of ecological and cultural environment. Carry out publicity and education of ecological environment protection, and various forms of ecological and cultural education in schools, communities, enterprises and large public places, so as to enhance public awareness and responsibility.

Strengthen the construction of cultural facilities. Construct high standards of cultural facilities in line with ecological requirements. Strengthen the efforts to the construction of ecological culture. Promote the sustainable construction of ecological and culture. Ensure the steady progress of the harmonious social environment.

Establish public participation mechanism. With the guidance of ecological culture construction, realize the openness of the government information, ensure public supervision, and the rights to know and to recommend by setting up the contents, forms and procedures of public participation. In order to achieve effective communication with the public and improve the transparency of government decision in urban sustainable development, it is necessary to strengthen laws, policies and technical advisory services, to improve the publicity, handling and reporting system, and to set up a phone of complaints and reports [6].

### **Develop and protect urban and rural cultural resources reasonably**

Various historical culture resources will be isolated from each other in the process of urbanization. The development of cities will be out of the original historical context. The historical environment and style will continue to be destroyed. Therefore, in the process of urbanization, the historical and cultural resources like the spirit, material, life, social activities and other aspects in the town are not only to be protected, but also developed and used reasonably, ensuring that the development of culture resources is ecological in the town. In the development and utilization process, the traditional historical environment should be reasonably shaped. For the historic culture resources in the city which has important influence or remains intact traditional style, the traditional style of the surrounding environment should be proper restored, and the relationship between the historical culture resources and urban space should be strengthened, in order to enhance the image and promote the influence of culture resources to the town [7]. For the historical culture resources neglected in the modern style, what should be done is to protect in partition block and construct in control, coordinate development between modern architecture and traditional architecture, and ease the conflict and disharmony between old and new buildings.

### **Expand cultural resources in a certain height**

Town's social and cultural resources are accumulated in the various stages of the development. Thought of planning with humanity ecology is not only to protect and excavate the historical resources deeply, but also to innovate. Extract the local characteristics of local culture and the introduction of foreign cultural elements, then, integrate and expand them at a certain height in the construction of the city, which play a role in inheriting and developing the traditional culture. New culture can be accumulated in the development of urban. At the same time, cultural taste and charm of the town can be improved.

### **Strengthen urban characteristics; highlight the charm of the town**

Urban features include two main aspects: the natural and social-human characteristics. In the urbanization process, the material manifestation of a city's social culture is very rich, such as urban pattern, texture, line, color and architectural style. The materialized forms interpret the specific social morphology, cultural characteristics and regional characteristics of a city and a region deeply. Urban characteristics are created, one way is to introduce new design elements, ideas and methods, and the other is to use the social and cultural heritage in urban development. Regardless of what kind of way, the overall planning and design should be done. Regional culture and folk art should be inherited to ensure local

culture and urban context to be developed continuously. Also new elements should be introduced modestly, promoting the construction of regional characteristics of urban and highlighting the charm of the town.

### **CONCLUSIONS**

Urban ecology in new urbanization should be a combination of three aspects: natural ecology, economic ecology and social-human ecology. Only through coordinating three aspects and not being biased, the sustainable development of society can be achieved, and the orders of sustainable development between the human and the nature in new urbanization can be obtained. Otherwise, it will go on the original extensive urbanization, while the goal to construct eco-city and smart city will be farther away. Promoting new urbanization must be synchronized with the construction of ecological civilization. It needs to be explored and studied constantly. It is necessary to cherish the achievements of the urbanization in the past, and to find the problem in time, then, to seek more scientific development ideas.

### **Acknowledgement**

Foundation item:

Daqing Philosophy Social Sciences Foundation (DSGB2014008);

Daqing Philosophy Social Sciences Foundation (DSGB2015002)

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