Guangzhou Beautiful Village & Characteristic Town Planning
Rural Living Environment Improvement & Innovative Development Practice in Metropolitan Area

Guangzhou Land Resources and Planning Commission
Guangzhou Urban Planning & Design Survey Research Institute
PROFILE OF GUANGZHOU:
- South gateway of China
- 7434 km² (5800 km² rural area)
- 14 million citizens (3 million villagers)
- 1142 administrative villages

PROJECT BACKGROUND:
- Since 1990s, Guangzhou has launched the planning of villages and characteristic towns on the purpose of better living environment and administration in three phases
  - First Phase (1997-1999): Launched planning of central villages
  - Second Phase (2007-2013): Completed planning of 1142 administrative villages and 27 Beautiful Villages
  - Third Phase (2013-2016): Completed planning of all Beautiful Villages and Characteristic Towns

Guangzhou Beautiful Village & Characteristic Town Planning has been an innovative practice in China to improve rural living environment with villager-oriented consideration, managing the issues of housing construction, economic development, infrastructure, identity protection, environment improvement, and public service facilities.
CONTENT AND CONTEXT OF THE PROJECT

1. Housing Construction
   - Entire renovation
   - Gradual renovation
   - Inherited renovation

2. Economic Development
   - Services
   - Tourism & characteristic agriculture
   - Eco-friendly industry

3. Infrastructure
   - Road
   - Water supply & drainage facility
   - Sewage treatment facilities
   - Sanitary facility
   - Power & telecom facility
   - Disaster prevention facility
4. Identity Protection
- Layout and the historic building
- Natural environment
- Lingnan culture

5. Environmental Improvement
- Rebuild houses, public spaces and roads
- Clean the sewage and remove the disposal
- Plant trees and build parks
- Improve the building facades

6. Public Service Facility
- Equalization
- Renovation of historic buildings for public service
- People-oriented concept
- Villager participation and co-maintenance
1. Differentiated Rural Development Strategy
- 253 urban villages
- 218 suburban villages
- 621 outer-suburban villages
- 50 relocated villages

2. Create Workable, Livable and Visitable Characteristic Town
- Platform for industrial development
- Focus on quality and living environment
- Optimize facilities and services

3. Focus on Livelihood to Promote Beautiful Village Construction
- Equally housing for every villager
- Poverty reduction & sustainable Development
- Infrastructures & public services
- Ecology & cultural heritage
4. **New technology in the survey**
   - Full-coverage of 1142 villages
   - 28 planning institutions & 1180 designers involved
   - Create 3336 graphs & 15568 charts
   - Use GIS and big data technology
   - Establish village planning database & management platform

5. **Extensive Public Participation**
   - Government, planner, investor, expert, and media
   - 882 planning workshops and over 60000 participants in 2014
   - 99.08% villages passed the planning via Villager Representative Conference

6. **Whole-Process Counsel Service**
   - Transform planning into specific construction projects
   - We provide whole-process counsel service in the period of survey, planning compilation, implementation management, supervision, feedback and assessment
EXPECTATIONS AND FUTURE PROJECTS

1. Optimize the Planning Administrative System
   - Establish the Village Planning License system
   - Regulate the procedure of planning & construction license approval, post-approval supervision and acceptance of individual housing, collective housing, township enterprise, public facilities and public welfare

2. Improve Housing, Facilities and Services
   - Assign rural land plots for building new houses
   - Transforming mud brick houses
   - Build facilities for community service, education, culture, technology, health care, recreation, social security and sanitation
   - By the end of 2016, over 22000 projects have been implemented including 10388 public service facilities
3. Narrow the Urban-Rural Gap and Eliminate Poverty
   - In Paitan Town of ZengCheng District, 88 projects related to industrial development have been planned
   - The poor’s have triple annual income
   - 2939 people in Paitan Town overcame poverty

4. Reach Self-Governance
   - Change the value of villagers by knowledge and communication
   - Enhance sense of identity and participation
   - Switch the planning compilation concept from independence to cooperation
   - Set regulations and agreements among villagers to improve self-governance in rural area
CONCLUSIONS

◆ The project plays a significant role in promoting coordinated urban-rural development in Guangzhou, and achieves a harmonious, symbiotic, and inclusive urban-rural relationship
◆ The project could be a value example to other developing countries in rural development

LET’S CREATE A BETTER LIVING ENVIRONMENT TOGETHER THANKS!

Guangzhou Urban Planning & Design Survey Research Institute (GZPI)
◆ Founded in 1953
◆ Over 1800 employees
◆ Provides services in 6 areas:
  □ Urban planning
  □ Architecture design
  □ Municipal engineering and landscape
  □ Survey, mapping and geoinformation
  □ Geotechnical engineering
  □ Project management and consulting