

XIAOSHAN QUALITY

杭州市萧山区《今日萧山》编辑委员会 编著

《今日萧山》系列

品质萧山

下册



浙江摄影出版社

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打造五优之区 提高生活品质

中共杭州市委常委、萧山区委书记 洪航勇

共建共享“生活品质之区”大讨论活动的重大意义

1. 开展共建共享“生活品质之区”大讨论活动，是贯彻落实市委重大部署的紧迫任务。市第十次党代会作出了建设“生活品质之城”的重要决定，提出了共建共享“生活品质之城”的奋斗目标。这是本届市委最重要的理念创新。“生活品质之城”这个理念创新，把发展与不断提高人民群众的满意度和幸福感结合起来，是市委、市政府落实科学发展观、构建和谐社会的最佳结合点；“生活品质之城”这个理念创新，把城市发展与市民日常生活联系起来，充分体现了市委市政府以人为本、以民为先的执政理念，反映了杭州发展的整体特色和全市人民的共同愿望；“生活品质之城”这个理念创新，把彰显杭州城市品牌、应对经济社会发展新趋势结合起来，必将更加有力地推动全市构建社会主义和谐社会的进程。

当前，我区已经进入创新发展理念、创新发展模式、创新发展举措，率先实现全面小康，努力开创富裕和谐现代化萧山建设新局面的关键时期，共建共享“生活品质之城”完全符合我区实际。我们要通过大讨论活动，认真学习领会党中央“共建共享和谐社会”理念的深刻内涵和市委关于“生活品质之城”的理念，正确理解“共建共享”的辩证关系，把构建社会主义和谐社会同人民群众在国家和社会中的主体地位统一起来、结合起来，把人民群众共同建设品质之区和共同享有品质生活统一起来、结合起来，切实把和谐社会建设贯穿于共建共享生活品质之区的全过程。

2. 开展共建共享“生活品质之区”大讨论活动，是努力推进又好又快发展的现实要求。近几年，萧山经济快速健康发展，社会事业建设全面推进，人民生活富裕安康，各项主要经济指标连续多年居全省县（市、区）首位，在全国县域社会经济发展综合指数排名中连续五年位列第七，经济、政治、文化、社会、环境五个方面的生活品质得到了实实在在的提高。据有关指标测算，2006年全区实现全面小康社会的综合指数已达到87.47%。其中，经济发展指数实现度91.95%；社会事业发展指数实现度85.95%；人民生活水平指数实现度97.35%；社会和谐指数实现度84.65%；生态环境指数实现度77.45%。

但是，从进一步落实科学发展观、共建共享“生活品质萧山”的角度分析，当前和今后一段时期，我区在提升

“五大生活品质”上还有很多工作要做。比如，在经济生活品质上，我们要大力发展高新技术产业，提升发展传统产业，进一步提高自主创新能力，转变经济增长方式，提高经济发展质量；在政治生活品质上，我们要不断落实科学发展观，进一步转变干部队伍的作风，提高工作的效率；在社会生活品质上，我们要进一步提高就业、社会保障、教育、医疗、安全生产等社会事业水平；在文化生活品质上，我们要进一步提高市民素质，提高整个城市的文明程度；在环境生活品质上，我们要进一步加强环境的保护，加强生态镇、生态村的建设。总之，今后五年，实现又好又快发展，率先建成全面小康社会，我们必须正视存在的矛盾和问题，进一步增强使命感和责任感，在不断化解矛盾的过程中推进和谐社会建设，努力提高生活品质。

3. 开展共建共享“生活品质之区”大讨论活动，是塑造城市品牌、保持领先地位的应势之举。当今时代，是一个品牌竞争的时代，品牌就是生产力，品牌就是文化力，品牌就是竞争力。“时尚之都”巴黎、“动感之都”香港、“音乐之都”维也纳、“梦幻之都”斯德哥尔摩，一个个响亮的城市品牌，既展示了这些国际大都市的独特魅力，也给这些城市带来享用不尽的无形资产。对一座城市来说，城市品牌具有凝聚人心、主导发展、树立形象三大作用，是城市发展的“导向牌”、凝聚人心的“吸铁石”、城市形象的“金名片”。从全国县域经济发展的大局看，作为一种无形资产、战略资源，打造城市品牌既是重要的战略选择，更是迫切的时代呼唤。比如，苏南各县市不仅在经济发展上一马当先，在提升生活品质上也是力谋领先。江阴制定了“幸福江阴”指标体系，提出的“人人都有好工作，家家都有好收入，处处都有好环境，天天都有好心情，个个都有好身体”的幸福愿景。在这样的品牌竞争态势面前，我们要继续保持“全市领头雁、全省排头兵、全国先行者”地位，必须大力实施区域品牌战略，抢占产业高地，抢占竞争资源，为产业经济的发展和区域品牌的建立搭建一个公共平台。开展大讨论活动，加紧建设“生活品质之区”，就是要进一步提升萧山经济社会发展水平，进一步打响萧山城市品牌，使萧山在区域竞争中继续保持领先地位。

共建共享“生活品质之区”大讨论活动的目标任务

根据市委、市政府关于共建共享“生活品质之城”大讨论活动的统一部署，结合实际，我区共建共享“生活品质之区”大讨论活动要以深入开展“作风建设年”活动为主线，围绕树立生活品质新理念、丰富富裕和谐新内涵、推动经济社会新发展三个目标要求，以开展调查研究年、典型培育年、品牌文化年等“三个年”活动为载体，以开展激越萧山·十大华彩事件、和谐萧山·十大闪光人物、品质萧山·十大和美之地等“三大”评选活动为抓手，以打造经济优质、制度优越、文化优秀、生活充裕、环境优美等“五优”之区为主旨，共建“品质萧山”、共享品质生活，实现经济社会又好又快发展。具体来说，我区大讨论活动，要突出重点，打造“五优之区”城市品牌。

1. 打造经济优质之区，提升经济生活品质。品质要提升，发展是首要。打造经济优质之区，要围绕促进速度、质量、效益相协调，消费、投资、出口相协调，人口、资源、环境相协调的发展要求，努力提升经济发展的质量和效益，实现“双超”目标。要强势推进工业战线“项目投入年”、“质量提升年”活动，走新型工业化道路，实现投入驱动到创新驱动的转变，推进产业结构优化升级，着力提升传统优势产业，适度发展新型重化工业，大力发展高科技产业，加快发展都市型经济，大力发展税源型经济，努力打造先进制造业基地。要充分发挥休博会的后续效应，积极发展生活性服务业，大力发展生产性服务业，实现现代服务业发展提速。要按照“现代、高效、生态、

安全”的要求，积极调整农业产业布局 and 结构，继续深化“一中心、两基地”建设，优化发展都市型农业。

2. 打造制度优越之区，提升政治生活品质。品质要提升，制度是保障。改革开放以来，萧山经济之所以取得较快发展，很大程度上得益于体制机制的先发优势。制度重于技术，制度建设更具有全局性、长期性和稳定性。现在改革从“摸着石头过河”进入“深水区”，更需要加快制度创新。打造制度优越之区，要切实加强民主政治制度建设，把党的先进性与社会主义制度优越性高度统一起来，充分发挥区委总揽全局、协调各方的领导核心作用，进一步形成党的执政合力，确保党的路线方针政策和区委重大决策的贯彻落实。要切实加强换届后各级领导班子和党员干部思想政治建设和作风建设，树立新作风、展示新形象、创造新业绩、推进新发展。要切实增强改革创新意识，不断推进经济体制、政治体制、文化体制、社会体制改革与创新，推进“平安萧山、法治萧山”建设，创造有利于社会和谐稳定的体制机制新优势，进一步保障和实现人民的各项民主权利。

3. 打造文化优秀之区，提升文化生活品质。品质要提升，文化是灵魂。要坚持以社会主义先进文化、和谐文化建设引领“生活品质之区”建设。要提升萧山精神，广泛开展与时俱进的萧山精神和萧山人精神的大提炼活动，为萧山新一轮发展注入精神动力。要发展和谐文化，着力打造“一名四强区”，努力建设形成富有时代特征、地方特



■ 在环境生活品质上，萧山区将进一步加强环境的保护。

On environmental life quality Xiaoshan should further strengthen environment protection.

色和大众特性的社会主义核心价值体系、全民教育体系、区域科技创新体系、现代医疗卫生体系和全民健身服务体系，努力实现文化综合竞争力和教育、科技、卫生、体育综合实力等文化发展主要指标的首位度和美誉度位居全省、全国县市区前列。要深入开展和谐创建活动，提升城市文明程度。把大讨论活动与切实推进“调查研究年”、“典型培育年”、“品牌文化年”活动相结合，从调查研究中创新提升生活品质新思路新举措，依靠典型培育引领人们创造品质生活的思想、行为和价值取向，努力建设地区生活品牌文化；要把大讨论活动与文明创建实践结合起来，推进城市形态文明、功能文明和素质文明的转型升级，推进社会全面进步和人的全面发展。

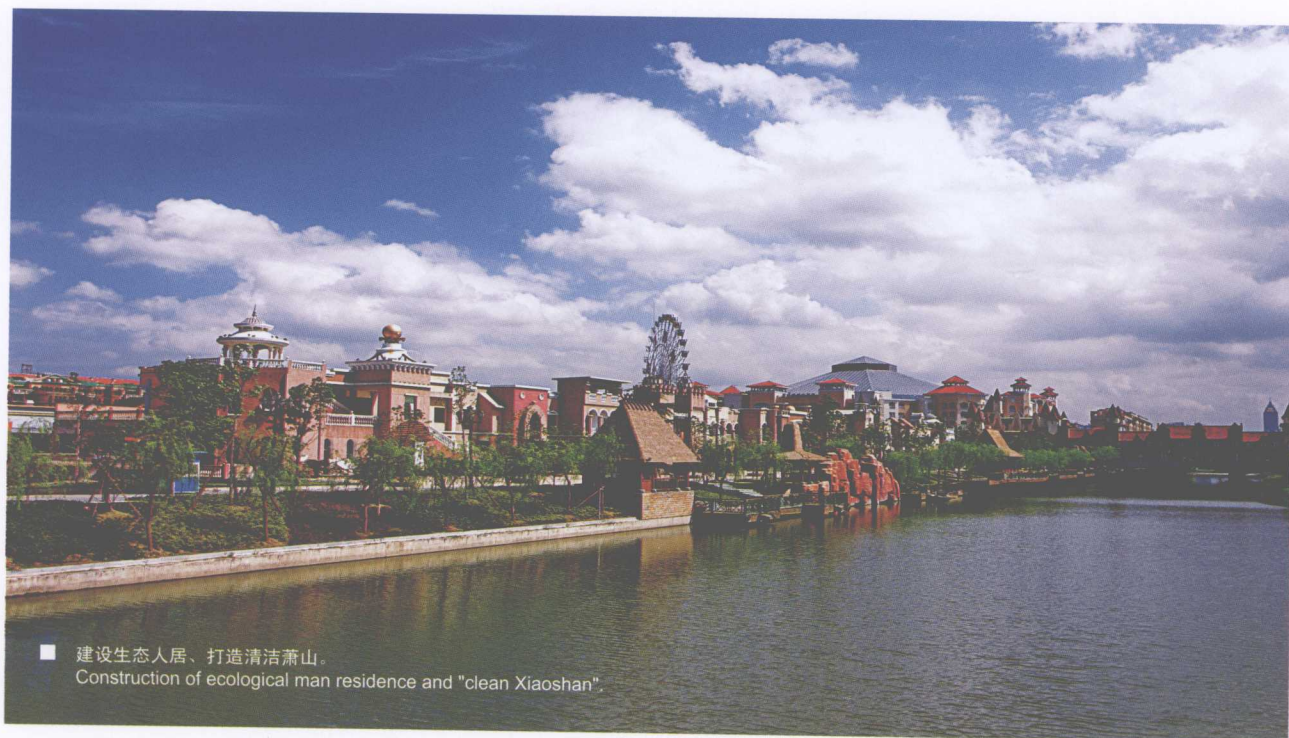
4. 打造生活优裕之区，提升社会生活品质。品质要提升，民生是关键。开展大讨论，打造生活优裕之区，要夯实生存之基，推进十大民生工程。把改善人民群众生活作为正确处理改革发展稳定关系的结合点，努力解决“先富”与“后富”、“小富”与“大富”、“口袋富”与“脑袋富”的关系，切实解决好“衣食住行、生老病死、安居乐业”等人民群众最关心、最直接、最现实的利益问题。要强化发展之本，开展和谐创业。大力倡导“和谐创业”的现代理念，积极营造“百姓创业业、能人办企业、干部创事业”的和谐创业氛围。要把大讨论活动与切实提高农村居民、外来创业务工人员 and 困难群众、弱势群体、低收入阶层三类群体的生活品质结合起来，健全全民社会

保障体系，切实提高全区人民群众的幸福指数和生活品质，努力建设“覆盖城乡、全民共享”的生活品质之区。

5. 打造环境优美之区，提升环境生活品质。品质要提升，环境是基础。人多、地少，资源短缺，环境压力大是萧山的基本区情。打造环境优美之区，要把大讨论活动与发展生态经济结合起来，加快推进循环经济发展和产业结构生态化，努力建设资源节约型、环境友好型社会，实现有效生产、清洁生产、安全生产，率先建设全省工业循环经济示范区。要把大讨论活动与推进生态区建设结合起来，积极推进生态镇村创建，确保2007年实现生态镇创建覆盖南片、提升中片、突破东片的目标，确保东片印染染化行业省级重点监管区的如期达标工作。要把大讨论活动与努力建设生态人居、打造“清洁萧山”结合起来，大力培育生态文化，广泛开展环境保护宣传教育，提升全区人民环保意识和环境道德水平。

共建共享“生活品质之区”大讨论活动的方法步骤

1. 抓好六个重点层面的大讨论。开展大讨论，要充分发挥党员干部的主导作用和市民群众的主体作用，抓好六个层面的重点，努力把全民共建共享贯穿于建设“生活品质之区”的全过程。一是镇街层面。重点围绕产业结构优化升级、加快发展都市型经济、推进“一副三组团”建设、增强自主创新能力、全面推进富裕和谐新农村建设、解决十个方面的民生问题和切实加强“文化名区”、“平



■ 建设生态人居、打造清洁萧山。
Construction of ecological man residence and "clean Xiaoshan".

安萧山”、“法治萧山”建设等方面开展讨论,进一步找准和切实解决好影响本地又好又快发展的矛盾和问题,创新发展举措。二是区级机关层面。以开展作风建设年活动为主线,重点围绕加强机关党员干部作风建设、提高干部队伍素质和深化效能建设等方面开展讨论,进一步改进工作作风,创新机关运行机制,提高解决群众生产生活问题的能力和水平。最近,省委组织部就开展“作风建设年”活动再次发出通知,要求进一步巩固和深化“百名书记蹲点调研”活动成果,推动万名干部深入基层,转作风,办实事。将范围扩大到市(县、区)党政班子成员、乡镇党政班子成员,市(县、区)人大、政协班子成员参照执行。调研的主要内容是:①深入基层听民意,采取开座谈会、走访、下访、接访等形式,面对面听取广大人民群众的意见,切实掌握基层和群众的所想、所盼、所求;②转变作风树形象,下基层的时候要轻车简从,不能给基层添麻烦,不能给基层添负担;③帮助基层办实事,本着“量力而行、尽力而为”的原则,切实帮助基层解决一些关系到群众切身利益的突出问题。请各镇街、各部门领导按照上述要求,认真做好贯彻落实。三是企业、行业层面。重点围绕推进城市品牌与行业、企业品牌良性互动等方面开展讨论,进一步提升全民创业品质,丰富发展城市品牌的内涵。四是社会各界层面。重点围绕和谐创业、建设“一名四强区”,推进“名城、名镇、名企、名人、名牌”的创建开展讨论,引导社会各界人士,发挥自身的作用和优势,为建设“生活品质之区”贡献力量。五是社区层面。重点围绕增强社区意识、推进社区自治、加快社区建设,认知生活品质、感受生活品质、追求生活品质等方面展开讨论,提高广大市民对“生活品质之区”城市品牌的知晓度和认同感,引导广大市民自觉参与和支持打造品质生活之区、共建幸福社区的实践活动,使我区和谐发展的成果惠及全民。六是农村层面。以建设富裕和谐社会主义新农村为主题,重点围绕加快现代农业发展、提升农民素质、提高农民收入和为农民群众办实事、好事等方面开展讨论,着力打造我区富裕和谐新农村建设品牌。

2. 开展大讨论活动的实施步骤。根据市委、市政府关于大讨论活动的统一安排,我区大讨论从4月份开始,到12月份结束。整个过程分为三个阶段。一是学习宣传阶段(4月中旬至5月底)。全区各级各部门广泛动员统一思想,提出方案,明确目标任务;通过理论宣讲、新闻宣传、文艺宣传等形式多样、有声有色的学习宣传活动,在全区上下营造浓厚的舆论氛围。二是落实推进阶段(6月初至10月底)。主要任务是围绕“三个年”、“三大”评选、打造“五优之区”目标任务,全面贯彻市、区党代会精神,树立生活品质新理念、丰富富裕和谐新内涵、推动经济社会新发展。三是总结提高阶段(11月初至12月

底)。主要任务是搞好大讨论活动的总结工作,高质量地完成2007年我区发展的各项目标任务。结合2008年工作思路的调研谋划,巩固大讨论活动成果,确保2008年各项工作开好局、起好步。

加强大讨论活动的组织领导

1. 要建立组织。为加强对大讨论活动的领导,区委、区政府决定建立萧山区共建共享“生活品质之区”大讨论活动领导小组。领导小组由区委副书记朱华任组长,区委常委、常务副区长许岳荣,区委常委、宣传部长裘超,区人大常委会副主任汪柏遂,区政协副主席张龙生为副组长,成员由区有关部门负责人组成。领导小组下设办公室,负责具体组织协调工作。各镇街、各部门也要成立大讨论活动机构,由党(工)委书记任组长,明确工作责任,落实工作举措,高标准、高质量地完成各项大讨论活动工作任务。

2. 要创新载体。各地各部门要针对不同层面、不同人群善于创造性地设计各种行之有效的载体,吸引全区广大干部群众和社会各界积极参与到大讨论活动中来,把胡锦涛总书记关于“和谐社会要共建共享”讲话精神和市党代会精神学习好、宣传好、贯彻好,把大讨论活动延伸好、深化好、提升好。通过形式多样、形象生动的活动载体,提高大讨论活动的吸引力、参与度和实效性,切实使大讨论活动的过程成为全区干部群众教育和受教育的过程,成为解放思想、转变观念、形成共识的过程,成为追求生活品质和创造生活品质的实践过程。

3. 要强化宣传。区级新闻单位要按照大讨论活动的总体要求,精心策划,制订计划,开辟讨论专栏、专版、专访,打好宣传主动仗,及时引导推动大讨论活动步步深入,扩大活动的影响和成效。同时要借助省市媒体平台,加大宣传力度,宣传和推介“品质萧山”的工作亮点和成就,进一步提升展示“生活品质之区”的形象。宣传文化部门要组织我区文艺工作者,开展文学、摄影、专题片等一系列创作活动,用文艺的形式,感性直观、生动形象地宣传我区五大生活品质,展示全区干部群众共建共享生活品质之区的生动实践。各级各部门都要发挥各自职能和优势,加强宣传引导工作,营造强大的舆论声势。

同志们,建设富裕和谐的“生活品质之区”,是一项伟大的事业,也是一项崭新的事业,事业崇高而又任务艰巨。我们要按照市委关于共建共享“生活品质之城”大讨论活动的精神和今天会议的总体部署,进一步提高工作标准和要求,牢固树立政治意识、发展意识、大局意识,扎实开展各项工作,为打造“五优之区”、提升生活品质、实现又好又快发展做出新的更大贡献。(洪航勇同志在全区共建共享“生活品质之区”大讨论活动电视电话会议上的讲话)

CREATE FIVE-EXCELLENCE DISTRICT AND ENHANCE LIFE QUALITY

Member of Standing Committee of CPC Hangzhou Municipal Committee and Secretary of Xiaoshan District Committee Hong Hangyong

The great significance of discussion activity on establishing and sharing "life quality district"

I . To develop discussion activity on establishing and sharing "life quality district" is an urgent task for carrying out the great disposition of Hangzhou Municipal Committee. The 10th Party congress of Hangzhou City made a significant decision on constructing "life quality city" and put forward the goal of establishing and sharing "life quality city" which is the most significant concept innovation of Hangzhou municipal committee. The concept innovation of "life quality city" combines development with people's satisfaction degree and happy feeling and is the best combination of implementing scientific development outlook and building harmonious society by municipal committee and government; links urban development with civil daily life to fully embody the administrative concept of "people-oriented and people first" of municipal committee and government and reflect the integrated characteristic of Hangzhou development and citizen's common aspiration; combines urban brand of Hangzhou with new trend of economic and social development to vigorously push forward the course of building socialist harmonious society in whole city.

At present, Xiaoshan District has entered into the key period for innovating development concept, development mode and development measures, overall realizing well-to-do level and creating a new situation to build an affluent and harmonious modern Xiaoshan. To establish and share "life quality city" fully accords with Xiaoshan District's practical situation. Through the discussion activity, we should earnestly study and grasp the profound connotation of "establishing and sharing harmonious society" concept of CPC and the "life quality city" concept of municipal Party congress, correctly understand the dialectical relationship of "establishing and sharing", integrate building socialist harmonious society with people's dominant role in country and society and combine establishing quality district with sharing quality life and merge harmonious social construction into establishing and sharing life quality district.

II . To develop discussion activity on establishing and sharing "life quality district" is a realistic requirement to push on rapid and good development. In recent years, Xiaoshan's

economy is developed rapidly and healthily, construction of social undertaking is roundly pushed on, people's life is affluent and peaceful, all main economic indexes ranked the first in whole province, county (city and district) for many years and seventh in social and economic development index at county-level in domestic for successive five years and the life quality in economy, politics, culture, society and environment is really enhanced. According to the calculation of relational indexes, in 2006 the comprehensive index of realizing overall comfortable society in whole district reached 87.47%. Among which economic development index was 91.95%; social undertaking developing index was 85.95%; people's living standard index was 97.35%, social harmonious index was 84.65% and ecological environment index was 77.45%.

However, analyse from scientific development outlook and establishing and sharing "life quality Xiaoshan", Xiaoshan District has a lot of works to do in enhancing "five life qualities"; for example, on economic life quality we should vigorously upgrade hi-tech industry, develop traditional industry, further enhance own innovative capacity, and change economic growing mode to enhance economic quality; on political life quality we should constantly carry out scientific development outlook, further change the style of cadre team to enhance work efficiency; on social life quality we should further enhance social undertaking level such as employment, social insurance, education, medical treatment and safe production, etc; on cultural life quality we should further enhance civil quality and whole urban civilization; on environmental life quality we should further strengthen environment protection and ecological town and village construction. In a word, in the next five years in order to realize rapid and good development and finish overall comfortable society, we should face existed contradictions and problems, further strengthen sense of mission and sense of responsibility to endeavor to enhance life quality in resolving contradictions and pushing on harmonious society construction.

III . Develop discussion activity on establishing and sharing "life quality district" is measure adapted to situation to portray urban brand and keep leading position. Present age is a competitive age of brand and brand is just productivity, culture and competition. One by one sonorous urban brands such as "fashion capital" Paris, "dynamic metropolis" Hong

Kong, "music capital" Vienna and "dream city" Stockholm not only show their unique charm of international metropolis, but also bring intangible resources for these cities. For a city, urban brand has three roles including condensing people's will, leading development and portraying image, and is "guide board" for urban development, "magnet" for condensing people's will and "gold name card" of urban image. Proceed from national county-level economic development, as an intangible assets and strategic resource, create urban brand not only is a key strategic choice but also is urgent call of the times. For example, the counties and cities in southern Jiangsu Province take the lead not only in economic development but also in life quality. Jiangyin has drawn up index system of "happy Jiangyin" and put forward the happy aspiration of "everyone has good work, each family has high income, there is good environment everywhere, people has good mood every day and everyone has good body". Facing such a brand competitive situation, we should keep the position of "leading goose in whole city, pacesetter in whole province and forerunner in whole country", vigorously carry out regional brand strategy and hold industrial height and competitive resource to put up a public platform for the development of industrial economy and the establishment of regional brand. In order to develop discussion activity and construct "life quality district", we should further enhance economic and social development level of Xiaoshan and further make a good start in urban brand to make Xiaoshan always keep the leading position in regional competition.

The target and task of discussion activity on establishing and sharing "life quality district"

According to the unified disposition of municipal committee and government on discussion activity of establishing and sharing "life quality city", we combine practice, take developing the activities of "style construction year", encircle the three targets of setting up new concept of life quality, enriching new connotation of affluence and harmony and pushing on new development of economy and society, take developing investigation and research year, typical cultivating year and brand culture year as carrier, developing the selecting activities including intense Xiaoshan • top ten glorious events, harmonious Xiaoshan • top ten exemplary personages and quality Xiaoshan • top ten harmonious and happy places as start, creating "five-excellence district" including economy excellence, system advantage, culture excellence, life affluence and environment beauty as purport and jointly create "quality Xiaoshan" and share quality life to realize rapid and good development in economy and society. For Xiaoshan District's discussion activity, we should stress on the key points to create urban brand of "five-excellence district".

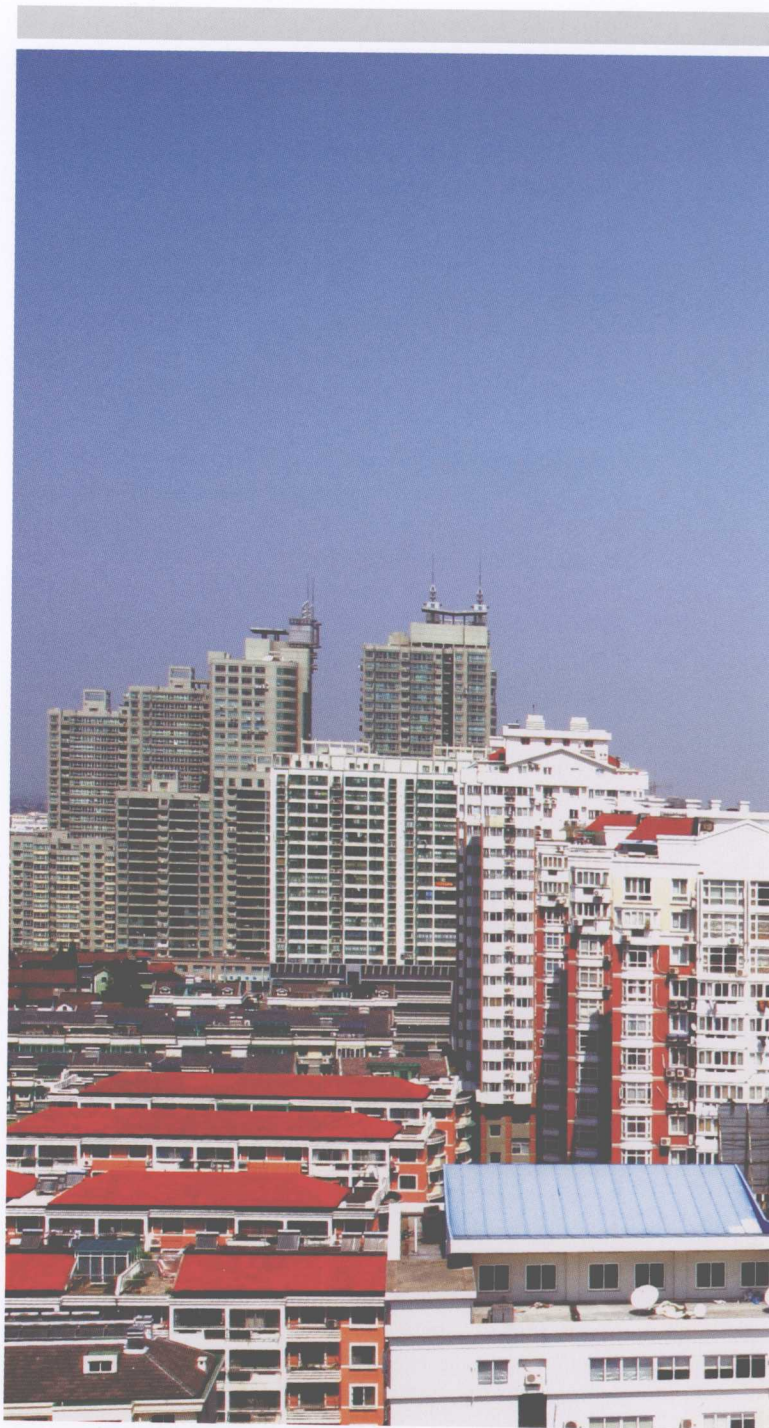
I . Create outstanding district of economy to enhance economic life quality. Development is the most important for enhancing quality. In order to create outstanding district of economy, we should encircle the developing requirement of coordinating speed, quality and benefit, consume, investment and export, population, resource and environment, and enhance quality and benefit of economic development to realize "double-excess" target. We should push on the industrial front activities of "investing item year" and "enhancing quality year", walk new industrialized road, realize the change from investing driving to innovative driving, optimize and upgrade industrial structure, vigorously enhance advantageous traditional industry, properly develop new heavy chemical industry, vigorously develop hi-tech industry, rapidly develop urban economy, vigorously develop economy of tax source and endeavor to create advanced manufacturing base. We should give full play to follow-up effect of leisure expo, actively develop service industry of life and vigorously develop service industry of production to quicken the speed of modern service industry. According to the requirement of "modern times, efficiency, ecology and safety", we actively adjust the industrial pattern and structure of agriculture and continuously deepen the construction of "one center and two bases" to optimize and develop urban agriculture.

II . Create advantageous system district to enhance political life quality. System is guarantee for enhancing quality. Since reform and opening-up, Xiaoshan's economy has made rapid development, which benefit from advantageous system mechanism. System is more important than technology and system construction has overall significance, protracted nature and stability. Now reform has entered into "deep water zone", we need to speed up system innovation. In order to create advantageous system district, we should strengthen the construction of democratic political system, highly unify advanced nature of Party and advantage of socialist system, give full play to the core leading role of district committee and further condense administrative resultant force of Party to carry out Party's line and policy and significant decision-making of district committee. We should strength the ideological, political and style construction of leading team and Party members and cadres, set up new style, show new image, create new outstanding achievement and push on new development. We should strengthen the consciousness of reform and innovation and constantly push on reform and innovation of economic system, political system, cultural system and social system, push on the construction of "peaceful Xiaoshan and legal Xiaoshan" and create new advantage of system mechanism for social harmony and stability to further guarantee and realize the democratic right of people.

III. Create outstanding culture district to enhance cultural life quality. Culture is soul for enhancing quality. We should guide the construction of "life quality district" with advanced socialist culture and harmonious culture construction. In order to enhance Xiaoshan spirit, we widely carry out the refining activities of spirit of Xiaoshan and Xiaoshan people to infuse moral momentum into a new round of development in Xiaoshan. In order to develop harmonious culture, we vigorously create "one famous and four strong district", endeavor to construct socialist core value system, nationwide educational system, innovative system of regional technology, modern medical and health system and of nationwide body-building service system with times, local and masses characteristic and endeavor to make main cultural developing indexes of comprehensive competitive capacity of culture and comprehensive strength in education, technology, sanitation and sports rank at the front in whole province and country. Develop harmonious establishment activities to upgrade urban civilization. Combine discussion activity with the activity of "investigation and research year", "typical cultivation year" and "brand cultural year", innovate and enhance new thought and measure of life quality in investigation and research, depend on typical cultivation to guide create ideology, action and value orientation of quality life and endeavor to construct brand culture of regional culture; combine discussion activity with the practice of civilized establishment and push on transformation and promotion of urban form, function and quality civilization to push on social overall progress and human overall development.

IV. Create affluent life district to enhance social life quality. The people's livelihood is the key for enhancing quality. To develop discussion and create affluent life district, we should ram the foundation of survival and push on ten people's livelihood projects, take improving people's life as connecting point between reform, development and stability, endeavor to solve the wealthy relation and people's benefit problem. Strengthen developing base and develop harmonious undertaking. Vigorously advocate the modern concept of "harmonious undertaking" and actively build the harmonious undertaking atmosphere of "common people create family property, able person run enterprise and cadre create undertaking", combine discussion activity with improving life quality for rural resident, external labor, difficult mass, weak group and low income stratum and perfect nationwide social security system to enhance people's happy index and life quality and build life quality district of "cover town and country and people share".

V. Create beautiful environment district to enhance environmental life quality. Environment is base for enhancing quality. Xiaoshan's basic condition is large population, rare land



■ 图片摄于世纪名家的住宅楼顶层。一位在新西兰奥克兰生活了六年的萧山人，回到萧山后，怎么也无法让记忆中的城市面貌与眼前发生的一切对上号。这位后来在萧山一个名叫世纪名家的住宅区置地购房的业主，每每登上楼顶，目睹萧山新区日新月异的变化，总会感慨万千。



This picture is taken at the roof of Century Mingjia. One Xiaoshan people who has lived in Auckland New Zealand for six years can not distinguish Xiaoshan from what was in his memory when he is back to Xiaoshan. Afterward he purchased a house at Century Mingjia residential quarter. Whenever he climbs up the roof to witness new Xiaoshan district, all sorts of feelings well up in his mind.

and resource, large pressure for environment. To create beautiful environmental district, we should combine discussion activities with developing ecological economy, push on the development of circular economy and industrial structure of ecology and endeavor to construct society with resource saving and environment friendly to realize effective, clean and safe production and construct first demonstration district of industrial circular economy in Zhejiang Province. To combine discussion activities with ecological district construction, we actively establish ecological town and village to realize the target of 2007 ecological town establishment and ensure the standard work for provincial-level key supervision area at printing & dyeing sector in east Xiaoshan District. We should combine discussion activities with the construction of ecological man residence and "clean Xiaoshan", vigorously cultivate ecological culture and widely develop publicity and education for environmental protection to enhance people's environment protection consciousness and moral level.

The method and measure of discussion activity on establishing and sharing "life quality district"

I. Grasp the discussion of six important fields. In order to carry out discussion, we should give full play to the leading role of Party members and cadres and the main body role of mass, well grasp six important points to endeavor to merge establishing and sharing into the whole course of constructing "life quality district". Firstly is town street field. Encircling optimization and promotion of industrial structure, we rapidly develop urban economy, push on the construction of "one

assistant group and three groups", strengthen own innovative capacity, roundly push on the construction of affluent harmonious new country, solve ten people's livelihood problems, strengthen the construction of "famous culture district", "peaceful Xiaoshan" and "legal Xiaoshan" and further find and solve the contradiction and problem and innovate developing measure. Secondly is district-level organ field. We take developing the activities of style construction year as main line, encircle the style construction of organ Party members and cadres to enhance cadre team quality and deepen efficiency construction, further improve work style, innovate the operational mechanism of organ and enhance the capacity and level of people's production and life. Lately, organization department of provincial Party committee sent out a notice of developing "style construction year" activities again, which require us to further solidify and deepen the activities fruit of "hundred secretaries investigate and research" to push forward ten thousand cadres to go down to the grass roots, change style and do actual things. They are Party and government members of city (county and district) and villages and towns, People's Congress and political consultative conference members of city (county and district). The main content of investigation and research is: ① go down to the grass roots to listen to people's will, adopt many face-to-face forms to listen to people's opinions to grasp people's idea, prospect and requirement; ② change style and set up image, during go down to the grass roots, they should travel with little luggage and few attendants and don't trouble grass roots; ③ by taking the principle of "act according to their capacity and try their best",

■ 品质要提升，文化是灵魂。图为功能齐全、设施一流的萧山区文化中心。
Culture is soul for enhancing quality. The picture is Xiaoshan Cultural Center.



they have done actual things for grass roots and solve some remarkable problems concerning people's interests for grass roots. Request leaders of various streets, towns and departments earnestly to carry out the above requirement. Thirdly is enterprise and trade field. Encircling the beneficial interaction of urban, trade and enterprise brand, we develop discussion to further enhance nationwide undertaking quality and enrich the connotation of city brand. Fourthly is social field. Focus on harmonious undertaking to construct "one famous and four strong sector" to carry out discussion on establishment of "famous city, famous town, famous enterprise, famous person and famous brand", and give full play to the role and advantage of people in all circles of society to construct "life quality district". Fifthly is community field. Focus on community consciousness to boost community autonomy, quicken community construction, feel life quality and pursue life quality. Improve the cognition to the city brand of "life quality district" for vast citizens and guide them to participate the practice activity of "create quality life district and build happy community". Sixthly is countryside sector. Themed on "constructing affluent and harmonious socialist new country", it carries out the discussion on "quicken the development of modern agriculture, improve farmer's quality, increase farmer's income and do good thing for farmer mass" to create affluent and harmonious new country construction in Xiaoshan District.

II. Develop the enforcement steps on discussion activity. According to the unified arrangement on discussion activity of Hangzhou Municipal Party committee and government, the discussion begins with April and will finish in December. The whole course is divided into three periods. First is propaganda period (middle April—end of May). The departments at all levels in Xiaoshan District vastly mobilize and unify thinking to set forth plan and make clear target; through theoretical propaganda, news propaganda and theatrical propaganda to construct thick public opinion atmosphere in whole district. Secondly is implementation period (early June to late October). It mainly encircles "Three-year" and "Three-appraisal" to create "Five-excellence" district and carries out Party congress spirit of Hangzhou City and Xiaoshan District to establish new concept of life quality, enrich new connotation of harmony and boost the new development of social economy. Thirdly is summary period (early November to late December). It mainly summarizes discuss activity and finishes the tasks of 2007. As well as combines the investigation and research of work thinking of 2008 to consolidate the achievement of discuss activity to ensure a good start of 2008.

Strengthen the organization lead to discussion activity

I. Must establish organization. In order to strengthen the lead to discussion activity, District Party committee and govern-

ment decide to establish leader group of discuss activity of "life quality district". Headed by vice secretary of District Party committee Zhu Hua, vice head are standing member and first deputy district chief Xu Yuerong, standing member and publicity head Qiu Chao, deputy director of standing committee of people's congress Wang Baisui and vice chairman of district political consultative conference Zhang Longsheng, and members are responsible persons of relevant departments. Leader group has office to take charge of organizing and coordinating work. Towns and streets should also set up special institution for discussion activity headed by Party (labor union) committee chief, define work responsibility and fulfill work measure to finish the work task of discuss activity with high standard and high quality.

II. Must innovate carrier. Aimed at different field and different crowd to design effective carrier to make vast cadre and mass participate in discussion activity, study, publicize and carry out the speech of general secretary Hu Jintao and the spirit of Hangzhou municipal party congress. Through kinds of vivid activity carrier to improve the attraction of discussion activity and make discussion activity course become the education course of cadre and mass, become the course of liberate mind, transform concept and form consensus and become the practice course of pursuing life quality and creating life quality.

III. Must strengthen propaganda. District news media must lay a course and open discussion column to carry out propaganda work according to the general requirement of discussion activity. Meanwhile must rely on the media platform of province and city to give publicity to shine point and achievement and further enhance the image of "life quality district". Propaganda and cultural department must organize literary and art workers to develop a series of creation activity such as literature, photography and special topic, etc, to publicize five life quality lively and exhibit the vivid practice of constructing life quality district. All the departments must give full play to its function and advantage to strengthen propaganda and construct public opinion.

Comrades, to construct affluent and harmonious "life quality district" is a great undertaking as well as a brand-new undertaking. It is lofty and arduous. We must accord to the spirit of discussion activity on establishing "life quality city" of meeting deployment to further enhance work standard and requirement and firmly set up political consciousness, development consciousness and situation consciousness to solidly carry out kinds of work and make greater contribution for creating "five-excellence district", improving life quality and realizing rapid development. (speech of Hong Hangyong at teleconference at discussion activity on establishing and sharing "life quality district")

打造城市形象品牌 提高城市品位档次

萧山区建设局局长 顾大飞

打造萧山城市形象品牌，是构建萧山品牌文化的重要内容之一。这不仅是城市自身发展的需要，更是提高萧山城市品位、提升城市形象的需要。城市形象品牌的打造是一项系统工程。在此，就城市形象品牌建设，从城市规划建设来说，主要体现在以下五个方面。

开放的城市布局

城市开放式布局是相对城市封闭式布局而言的，它是指城市布局形态体现出建筑外部公共空间的最大化，并形成连续状的城市空间走廊，它能够克服城市建筑密度高、公共空间狭小、交通拥挤等城市问题，是体现城市形象的重要内容之一。像浦东陆家嘴金融贸易区就是这种开放式布局的形象体现。

怎样体现萧山城市的开放式布局呢？首先，要在规划理念中来体现（即要确立以人为本的理念来指导我们的实际工作）。其次，要在规划编制中来体现。城市用地功能采取点状组团式的布局，各组团间以生态绿化带隔离；组团内留有若干一定规模面积的开放空间；主要道路十字平交处至少留1至2处开放空间。再次，要在日常规划管理中体现，一是降低城市建筑密度，提高容积率；二是对城市的窗口地段、大量人流集散地段和公共建筑集中地段统一进行不规则、呈开放式的布局规划设计，并按此实施建设；三是建筑底层一般要求呈开敞式架空，尤其是道路转角处；四是公共设施一般不允许设置围墙，居住小区允许设置象征性的通透式围墙；五是高楼密集的核心地段的建筑立面材料宜提倡采用通透式的玻璃墙幕，以增强城市的空间感。

优美的城市形态

城市形态主要从平面和竖向三维空间来体现。就平面空间来说，我们确定了带形、点状、组团式的城市形态。就竖向空间来说，主要确定了城市建筑风格、建筑色彩、天际轮廓线等三方面内容。城市形态是体现城市形象的最直接要素之一。

城市建筑风格是集中体现城市特色的主要内容之一。

早在2005年修订的《萧山区规划管理技术规定》中已有了明确的定义。我们主要从经济发展水平这个最具萧山特色的方面来考虑。萧山经济水平位于全省前列，在全国也有一定的知名度，具有代表性和不可替代性。因此，萧山作为一座新兴的工业城市，它的城市建筑风格主调，应该定位在现代式较为适宜。城市建筑色彩是城市的重要景观，体现了城市的精神面貌，也是反映城市个性特色的重要元素之一。从萧山所处的地理环境看，由于有北干山、西山矗立在市区中心，城市建筑的主要背景色彩是绿色，从美学



角度和国内外一些城市所定的主色调来看，与此相协调的色彩应以冷色调为主。这既符合江南城镇建筑传统粉墙黛瓦的色调，又能反映萧山人民理性、坚定、务实的精神面貌。同时，冷色调的确立在《萧山区规划管理技术规定》中也已明确。城市天际轮廓线是城市竖向空间由南向北或由东向西不同制高点所连起来的曲线，它是城市竖向形态的空间表现，是城市的体形。从我区的实际情况来看，由于规划编制深度的原因，往往注重经济技术指标，对于艺术层面的天际线缺乏考虑。因此，这方面的工作我们一直非常重视。对新区高楼密集的金城路及市中心路两侧高层建筑高度进行了研究和规划控制，2005年我们编制了《金城路天际轮廓线的规划设计》，并于2006年成功地向房地产市场推出了该规划中第二制高点（40层，150米）的随地售卖，使我区第一条天际线正按照规划意志逐步实现。

完善的城市功能

在大城区建设中，要紧紧抓住城市功能建设这一环

节来集聚各类产业要素，促进城市的发展。因为功能越强大，城市的集聚力和辐射力就越强，则大城区的地位也得以确立。城市功能的完善与否，也应该是城市形象不可缺少的内容。

要强化城市主导功能。工业和现代服务业应为我区的主导功能。这两个功能的确立，是因为工业是我区的基础和特色，而现代服务业的确立是我区经济转型的主要发展方向。上海浦东1.7平方公里的陆家嘴金融贸易区，2002年的经济总量为1.1万亿元；静安区6.7平方公里，2005年的财政收入为30亿。上述两功能的布局，主要落实在江东工业城、钱江世纪城（金融、商务）、东部物流商品城（范围至空港区块）。

要完善城市基本功能。一是市场、商业功能。萧山区具有独特的交通优势，这是办市场和做商业最好的条件。二是居住、旅游功能。由于萧山区城区拥有独特的地理位置和地形地貌条件，特别是城区南部地区有山有水，是发展居住和旅游的极好区域。三是教育、体育功能。这两项功能，从城区和区内各区块来看，教育功能是不平衡的，



■ 新区新气象 New district new atmosphere

老城区教育资源丰富，而其他区块则相对缺乏，应该通过规划和建设来加以完善；体育功能萧山区则相对较弱。

要优化城市综合功能。城市的综合功能主要体现在老城区。按照老城控规提出的“转移功能，降低密度，改善环境，缓解交通”的十六字方针，在公共设施、商业金融、文化娱乐、医疗卫生等方面进一步优化老城区的综合功能。

要培育城市高端功能。金融、贸易、商务、信息、高等教育、科研等城市功能，一般为大城市或一个地区的中心城市所拥有，我们称之为城市高端功能。这些高端功能，往往是一个地区由工业化进入后工业化阶段时才有强烈的需求，是发展现代经济的助推器。因此，萧山区的经济要进一步发展，就必须扩大城市规模，培育和发展城市高端功能。城区范围内的钱江世纪城和钱江区块是培育和发展这些功能的两个理想区块。

生态的城市环境

萧山城区特有的地形地貌条件，虽然给道路交通建设带来困难，但城内天然的山体和河道水系却给城市带来了一丝灵气，非常适合人类居住。因此，在建设生态城市的今天，如何保护和建设生态环境，也应该是城市形象建设的重要内容之一。因此，今后几年将重点从几个方面来加

强城市生态环境的规划建设：一是实施“两山一湖一水系”的显山露水工程。即西山、北干山、湘湖、南门江水系；二是建设新区“四大公园”。即水上公园、北塘河公园、济民河公园、人民广场东园。三是建设若干城市开放空间。城市开放空间是城市的阳台和客厅，在城市建设中，特别是老城区的改造中，应多留些开放空间。

悠久的历史文化

城市历史文化载体有很多，历史建筑是其中之一。城市历史建筑是指一定历史时期内建造的、具有代表性的建筑。因此，保护历史建筑已经成为人们的共识。如位于老城区内已为数不多的传统民居，还有城区中心地段的杭州发电设备厂、杭州齿轮箱厂的部分老厂房。这些厂房建于1958年，已有近50年的历史，建筑技术上采用大型钢筋混凝土排架结构，清水墙围护。对这些厂房目前也面临着拆除的问题。我们认为，对这些厂房的整体拆除应慎重。因为这些厂房已有一定的历史年份（杭州规定50年以上的建筑为保留建筑），是萧山近现代工业文明的象征，具有一定的保留价值。因此，可以结合新区步行街的建设规划，选择有代表性的厂房建筑予以保留。这些厂房不仅可以用作大型的工商展览，还可以为我们这座城市增添历史的厚重感。



■ 一幢幢欧式的小洋房、别致的私家小花园排列得错落有致。清澈的小河穿流其中，环境别致幽雅。在萧山人民生活水平日趋提高的今天，这样的住宅区并不鲜见。
The western-style buildings and unique private gardens are well arranged with a clean stream running across it. Nowadays this kind of residence is very common.

CREATE URBAN IMAGE BRAND, IMPROVE CITY GRADE

Director of Xiaoshan District Bureau of Construction Gu Dafei

Create urban image brand of Xiaoshan is one of the important contents of constructing the brand image of Xiaoshan. It is not only the need of city itself development, but also is the need of improving city grade and upgrade city image. To create urban image brand is a systematic engineering. According to city planning, urban image brand construction mainly includes as follows:

Opened city layout

Compared with closed city layout, opened city layout is referred to the maximum of public space outside construction and form continuous urban space corridor. As the important content of city image, it can overcome the shortcoming of high building density, narrow public space and traffic jam, etc. Pudong Lujiazui Financial Trade Zone is just the embodiment of opened layout image.

How to embody the opened city layout of Xiaoshan? Firstly must embody it in planning concept, namely establish the concept of "human-oriented" to guide our actual work. Secondly must embody it in planning establishment. Urban land function adopts group layout and each group is separated by ecologic green belt; a certain scale open space is left within each group; at least one or two open space must be left at the cross of main road. Thirdly must embody it in daily planning management. Firstly reduce urban building density and improve volume rate; secondly carry out unified design and constructing for window section, distributing section and concentrated section; thirdly the ground floor must be built on stilts, particularly at corner of road; fourthly generally prohibit to set up enclosure beside public facility, only permit to set up transparent enclosure in residential quarters; fifthly wall material of high-rise building in core section should adopt transparent glass to enhance space sense of city.

Beautiful city shape

City shape is embodied from plane to 3-D space. From plane, we have established zonal, punctate and group city shape. From 3-D space, we have established urban building style, building color and contour line. City shape is one of the most direct elements for embodiment of city image.

Urban building style is the main content for centralized embodiment of city characteristic, which has been confirmed in "technical regulation on planning management of Xiaoshan

District" revised in 2005. On economy development, Xiaoshan is lying at the front in the whole province and well-known in the whole country. So, Xiaoshan takes as a new industrial city, its keynote of building style should be positioned in modern style. Urban building color is urban important landscape, which not only embodies urban mental outlook, but also reflects urban individuality and characteristic. See Xiaoshan from geographic position, the main background color of urban building is green because Beigan Hill and Xishan Hill standing in Xiaoshan City center, see Xiaoshan from aesthetics and urban dominant hue, cool tone should be given the first place, which not only accords with the traditional hue of plaster wall and black tile, but also reflects mental outlook of Xiaoshan people. Meanwhile, the establishment of cool tone has been clarified in *Xiaoshan District layout management and technical prescription*. Urban horizon outline is a curve linked with different height points, urban space exhibition of vertical form and urban building. Proceed from actual situation of Xiaoshan, we usually pay attention to economic and technical index and ignore horizon line of art aspect because of deep layout and compiling. So we always pay close attention to this work. We have researched, planed and controlled the height of high-rise buildings on both sides of Jincheng Road and Shixin Road and compiled "layout and design of horizon outline on Jincheng Road" in 2005, as well as put out No.2 height point (40 storeies and 150m) of the layout to real estate market. The first piece of horizon outline of Xiaoshan District is gradually realized according to layout.

Perfect city function

In the construction of city proper, we should firmly grasp urban function construction and gather various industrial factors to promote urban development. Due to its stronger function, urban cohesion and radiation capacity is also stronger and the status of city proper is being established. Perfect urban function is also the indispensable content of urban image.

Strengthen urban leading function. Industry and modern service industry has become leading function in Xiaoshan District. The two functions are established because industry is base and characteristic and modern service industry is main direction for economic transformation in Xiaoshan District. The gross economic amount of 1.7 square kilometers Shanghai Pudong Lujiazui Finance Trade Zone was 1100 billion RMB yuan in 2002; the financial revenue of 6.7 square kilometers