


PLANNING FOR THE FUTURE

追问楼盘规划新思路

 湖南美术出版社

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· 规 划 未 来 ·

PLANNING FOR THE FUTURE

EXPLORE NEW CONCEPTS IN PLANNING
OF PROPERTIES · 追问楼盘规划新思路

唐艺设计资讯集团有限公司 策划 广州市唐艺文化传播有限公司 编著



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序 言

当前我国正处于城镇化和房地产开发快速发展期，楼盘单盘面积较大，具有建筑群体性、业态多样性、开发复杂性之特点，这使得楼盘规划成为开发过程重中之重的环节。楼盘规划综合了城市规划和房地产开发双重涵义，一般是指以盈利为目的，为合理利用区域内土地资源、协调空间布局、产生集聚效应功效而做的具体安排。楼盘规划要综合考虑消费人群、开发商、政府三者需求，妥善协调环境空间、市场和形象的关系，尤其应注意下列要素的有机结合：规划理念与市场定位、特色鲜明与内容全面、规划布局与政府要求、功能流线与生活方式、形态风格与审美体验、生态环境与土地效率、近期建设与长远发展、经济利益与社会效益。

现阶段楼盘规划理念、手法和质量都有了长足进步，也出现了许多成功案例，但仍存一些值得商榷的地方：首先，规划设计和市场定位结合不够理想，市场定位是规划设计的出发点，规划设计是市场定位的实现手段，二者密切结合才能打造好的楼盘产品。当前实践中由于二者相互支持不够，使得一些项目或成为只有概念而无法实现的噱头工程，或成为手法完美而目标混乱的纸上谈兵图画；其次，规划模式重copy而轻创新，由于种种原因，目前许多楼盘规划还没有完全跳出copy的模式，一些“创新”或是copy新颖而前卫的东西，或是简单地套用符号，故弄玄虚，而真正的原创，特别是符合中国人生活习惯和审美体验的创新还少之又少；最后，规划效果重视视觉形态而轻生活方式，楼盘规划最终的目的是为使用者服务，设计师实质上是借助空间载体来规划生活方式，进而诱发人们发现生活的价值和意义，单纯追求眼球震撼而忽视楼盘规划本质有舍本逐末之嫌。

总之，楼盘规划背后是强烈的时代印记，其理念手法也需与时俱进。放眼未来，中国崛起已是不争的事实，随着民族自信心的恢复，只有植根于五千年沉积的中华民族传统文化、植根于特定区域的气候特征、植根于新时代生活方式的楼盘规划才能真正满足人们的生活需要；其次，在人类生存环境日益受到威胁的背景下，业界还没有建立起一套系统化的有关楼盘全生命周期实践可持续发展理念的量化评价标准，特别是把经济因素排除在外的“生态环保”理念最终只能沦为点缀的噱头，因此，系统性考虑楼盘的社会、经济效益产出和环境负荷的比值，也许将成为未来选择的一个可行方向；最后，随着全球泡沫经济的即将结束，在中国城镇快速化发展导致的楼盘刚性需求增加和资金投机需求逐步挤出的合力影响下，楼盘将会迎来一个更为健康的发展期。铅华洗尽之后，楼盘规划的着力点将逐步向其本质要求靠拢，品质竞争的大幕才刚刚拉开，以眼光替代眼球，以思维创新和技术进步为模式的楼盘规划设计时代即将来临。

本书针对不同区域、不同地块的不同开发类型，全方位荟萃了最新楼盘项目，展示了当下楼盘规划的创新理念和布局形式，对楼盘规划的实际操作和理论探索都有较强的指导意义。值得指出的是，书中案例并不是现成的标准答案，但其较全面反映了我们这个时代的楼盘规划特色，并对未来进行了前瞻性的探索，察今知明，厚积薄发，答案也许在于此。

谨以此，是为序。

王伟东

Against a background of urbanization and booming real estate development, real estate projects feature large site area, architectural clusters and diverse commercial forms and complicated development process, making planning the key in the development process. Related to both urban planning and real estate development, planning of real estate projects is commonly known as a detailed plan to make benefits through proper use of land, coordinated layout of spaces and concentration effect. It should take needs of customer groups, developers and the regional government into consideration to coordinate relation involving environment, market and image, especially integration of following several pairs: planning ideas with project orientation, distinctive features with all-round coverage, layout with requirement by government, functional circulation route with lifestyle, style with aesthetics, eco environment with land utilization rate, short-term construction with long-term development, economic interest with social benefit.

Nowadays, considerable progress has been made in design philosophy, methods and quality. And many cases have achieved success. However, there are still problems. Firstly, planning doesn't work well with project orientation. Project orientation is the starting point of planning and planning is the way to realize the orientation. Only close collaboration of the two can they create an excellent real estate project. A lack of support to each other in practice results in failure in some perfectly planned projects or some excellently constructed projects without clear orientation. Secondly, there is no creativity in planning. For many reasons, planning gets stuck in imitation. Some so-called "creative" works copy new and avant-garde details or apply symbols to mystify themselves. It is difficult to find original works, especially those which cater to Chinese lifestyle and aesthetic experience. Lastly, visual effect outweighs lifestyle in planning. The ultimate goal of a real estate project lies in its users. Planning is actually a plan for the future through arranging spaces, and leads people to find the value and meaning of life. That only grasps the shadow and let go the substance if just going after eye-catching effect instead of lifestyle planning.

To sum up, planning of real estate projects bears vivid marks of the age, so the planning philosophy and techniques shall keep pace with the age. As China's rise and restoration of confidence in Chinese, only those planning which cater to lifestyle rooted in modern times can satisfy people's residential needs. Now, mankind's living environment is becoming worse, but there is no evaluation criterion for practice of sustainable development in a project's life cycle. "Environment protection" without consideration for economic elements ends up with a trick. Therefore, it will be possible for planning of real estate projects that the ratio of output of social and economic benefit to carrying capacity of environment shall be considered. Lastly, as global bubble economy comes to an end, the increasing inelastic demand made by rapid urbanization in China and crowding out effect of investment will work together to lead real estate market to meet a healthier development stage. Free of boastful factors, planning of real estate projects focus on its essential requirements. The competition of quality just begins. An age where foresight replaces eye-catching designs and planning of real estate projects relies on creative thinking and technological development is coming soon.

This book collects the latest real estate projects in diverse types on parcels of various shapes in different regions. It is like a guidebook for practice and exploring theory of planning of real estate projects through creative ideas and layout presented in cases. What's worth notice is that cases in this book don't give direct answers to questions but show present features of planning of real estate projects in an all-round way. Learning the past is to prepare for the future.

Thank you.
Wang Weidong



王伟东
Wang Weidong

上海陆道工程设计管理有限公司 / 美国斯道沃建筑规划（中国）有限公司 设计副总监

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· 规 划 未 来 ·

PLANNING FOR THE FUTURE

EXPLORE NEW CONCEPTS IN PLANNING
OF PROPERTIES · 追问楼盘规划新思路

序 言

当前我国正处于城镇化和房地产开发快速发展期，楼盘单盘面积较大，具有建筑群体性、业态多样性、开发复杂性之特点，这使得楼盘规划成为开发过程重中之重的环节。楼盘规划综合了城市规划和房地产开发双重涵义，一般是指以盈利为目的，为合理利用区域内土地资源、协调空间布局、产生集聚效应功效而做的具体安排。楼盘规划要综合考虑消费人群、开发商、政府三者需求，妥善协调环境空间、市场和形象的关系，尤其应注意下列要素的有机结合：规划理念与市场定位、特色鲜明与内容全面、规划布局与政府要求、功能流线与生活方式、形态风格与审美体验、生态环境与土地效率、近期建设与长远发展、经济利益与社会效益。

现阶段楼盘规划理念、手法和质量都有了长足进步，也出现了许多成功案例，但仍存一些值得商榷的地方：首先，规划设计和市场定位结合不够理想，市场定位是规划设计的出发点，规划设计是市场定位的实现手段，二者密切结合才能打造好的楼盘产品。当前实践中由于二者相互支持不够，使得一些项目或成为只有概念而无法实现的噱头工程，或成为手法完美而目标混乱的纸上谈兵图画；其次，规划模式重copy而轻创新，由于种种原因，目前许多楼盘规划还没有完全跳出copy的模式，一些“创新”或是copy新颖而前卫的东西，或是简单地套用符号，故弄玄虚，而真正的原创，特别是符合中国人生活习惯和审美体验的创新还少之又少；最后，规划效果重视视觉形态而轻生活方式，楼盘规划最终的目的是为使用者服务，设计师实质上是借助空间载体来规划生活方式，进而诱发人们发现生活的价值和意义，单纯追求眼球震撼而忽视楼盘规划本质有舍本逐末之嫌。

总之，楼盘规划背后是强烈的时代印记，其理念手法也需与时俱进。放眼未来，中国崛起已是不争的事实，随着民族自信心的恢复，只有植根于五千年沉积的中华民族传统文化、植根于特定区域的气候特征、植根于新时代生活方式的楼盘规划才能真正满足人们的生活需要；其次，在人类生存环境日益受到威胁的背景下，业界还没有建立起一套系统化的有关楼盘全生命周期实践可持续发展理念的量化评价标准，特别是把经济因素排除在外的“生态环保”理念最终只能沦为点缀的噱头，因此，系统性考虑楼盘的社会、经济效益产出和环境负荷的比值，也许将成为未来选择的一个可行方向；最后，随着全球泡沫经济的即将结束，在中国城镇快速化发展导致的楼盘刚性需求增加和资金投机需求逐步挤出的合力影响下，楼盘将会迎来一个更为健康的发展期。铅华洗尽之后，楼盘规划的着力点将逐步向其本质要求靠拢，品质竞争的大幕才刚刚拉开，以眼光替代眼球，以思维创新和技术进步为模式的楼盘规划设计时代即将来临。

本书针对不同区域、不同地块的不同开发类型，全方位荟萃了最新楼盘项目，展示了当下楼盘规划的创新理念和布局形式，对楼盘规划的实际操作和理论探索都有较强的指导意义。值得指出的是，书中案例并不是现成的标准答案，但其较全面反映了我们这个时代的楼盘规划特色，并对未来进行了前瞻性的探索，察今知明，厚积薄发，答案也许在于此。

谨以此，是为序。

王伟东

Against a background of urbanization and booming real estate development, real estate projects feature large site area, architectural clusters and diverse commercial forms and complicated development process, making planning the key in the development process. Related to both urban planning and real estate development, planning of real estate projects is commonly known as a detailed plan to make benefits through proper use of land, coordinated layout of spaces and concentration effect. It should take needs of customer groups, developers and the regional government into consideration to coordinate relation involving environment, market and image, especially integration of following several pairs: planning ideas with project orientation, distinctive features with all-round coverage, layout with requirement by government, functional circulation route with lifestyle, style with aesthetics, eco environment with land utilization rate, short-term construction with long-term development, economic interest with social benefit.

Nowadays, considerable progress has been made in design philosophy, methods and quality. And many cases have achieved success. However, there are still problems. Firstly, planning doesn't work well with project orientation. Project orientation is the starting point of planning and planning is the way to realize the orientation. Only close collaboration of the two can they create an excellent real estate project. A lack of support to each other in practice results in failure in some perfectly planned projects or some excellently constructed projects without clear orientation. Secondly, there is no creativity in planning. For many reasons, planning gets stuck in imitation. Some so-called "creative" works copy new and avant-garde details or apply symbols to mystify themselves. It is difficult to find original works, especially those which cater to Chinese lifestyle and aesthetic experience. Lastly, visual effect outweighs lifestyle in planning. The ultimate goal of a real estate project lies in its users. Planning is actually a plan for the future through arranging spaces, and leads people to find the value and meaning of life. That only grasps the shadow and let go the substance if just going after eye-catching effect instead of lifestyle planning.

To sum up, planning of real estate projects bears vivid marks of the age, so the planning philosophy and techniques shall keep pace with the age. As China's rise and restoration of confidence in Chinese, only those planning which cater to lifestyle rooted in modern times can satisfy people's residential needs. Now, mankind's living environment is becoming worse, but there is no evaluation criterion for practice of sustainable development in a project's life cycle. "Environment protection" without consideration for economic elements ends up with a trick. Therefore, it will be possible for planning of real estate projects that the ratio of output of social and economic benefit to carrying capacity of environment shall be considered. Lastly, as global bubble economy comes to an end, the increasing inelastic demand made by rapid urbanization in China and crowding out effect of investment will work together to lead real estate market to meet a healthier development stage. Free of boastful factors, planning of real estate projects focus on its essential requirements. The competition of quality just begins. An age where foresight replaces eye-catching designs and planning of real estate projects relies on creative thinking and technological development is coming soon.

This book collects the latest real estate projects in diverse types on parcels of various shapes in different regions. It is like a guidebook for practice and exploring theory of planning of real estate projects through creative ideas and layout presented in cases. What's worth notice is that cases in this book don't give direct answers to questions but show present features of planning of real estate projects in an all-round way. Learning the past is to prepare for the future.

Thank you.
Wang Weidong



王伟东
Wang Weidong

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最大化利用地块资源

美国著名环境规划师西蒙兹曾在他的书中说过：“每一块场地，都有一种理想的用途……”，因此对于场地的充分认知和理解是任何一个楼盘规划开始时所必须要考虑的环节。但在现实中，我们又不得不面对一个事实：城市、城郊、郊区的项目规划大多没有经过构思，社区和公路、地形、气候、自然、生态基础之间缺乏有机的联系，导致在规划过程中存在许多不合理的地方。

优秀的楼盘规划并不是力图彻底地征服自然、忽视自然条件，盲目地以建筑物替代自然特征、地形和植被，而应该是积极地寻求一种和谐统一的融合，为达到这种融合统一，借助于场地和构筑物形式使之与自然相适应；借助于山丘峡谷、江海资源，将阳光、水系、植物引入到规划之中。

科学合理的规划应是“就地论地”，最大化地利用好基地资源，认真地考虑规划中的每一个环节和细节，使相关联的部分统一起来，以达到基地内外环境的充分融合。比如海南中信香水湾项目，规划充分挖掘地块内的自然山体资源以及溪流、海景等特色风光，在功能分区上形成了“二轴”、“多层次”的结构特点，使整个区域与自然生态完美融合；海南中信 台达高尔夫度假社区则根据溪流走向巧设临水组团，在规划中引入南渡江天然水系，将高尔夫景观、水景与建筑巧妙地融合在一起。

Make Full Use of On-site Resources

As a famous American landscape architect, John Ormsbee Simonds stated in his book: "For every site, there is an ideal use...", comprehensive knowledge and full understanding of a site is a key point at the beginning stage of planning. But the current situation is that most projects lack meticulous considerations and connections among the community, landform, environment and ecosystem, resulting in problems presented in planning process.

Excellent planning for a real estate project is not about conquering nature and blindly replacing natural features, landforms and vegetative cover with architecture, but about seeking a harmonious combination. To do this, the site and architectural form shall be used for a fit-in. Mountains, valleys, rivers and even seas are utilized to bring in sunshine, water and plants.

Proper planning should be developed on the site conditions, making full use of on-site resources, carefully considering every link and detail to unite related parts and achieve a blend between the inside and the outside. Take CITIC • Xiangshui Bay for example, it fully explores on-site mountains and special landscapes, and forms a functional structure with "two axes" and "multiple layers", blending the whole project into nature. CITIC • Taida Golf Resort puts clusters by rivers accordingly and brings golf courses, waterscapes and buildings together.