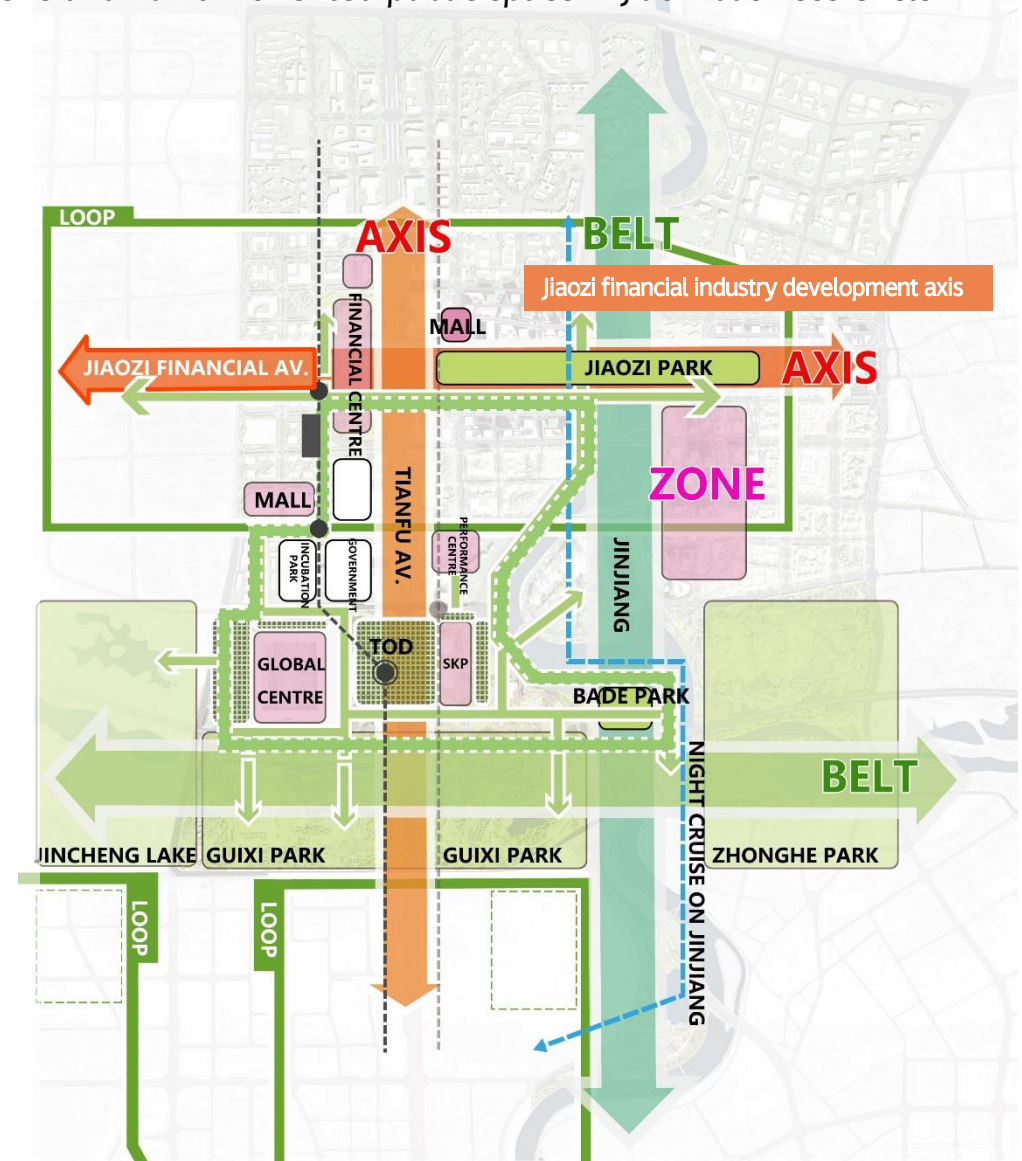
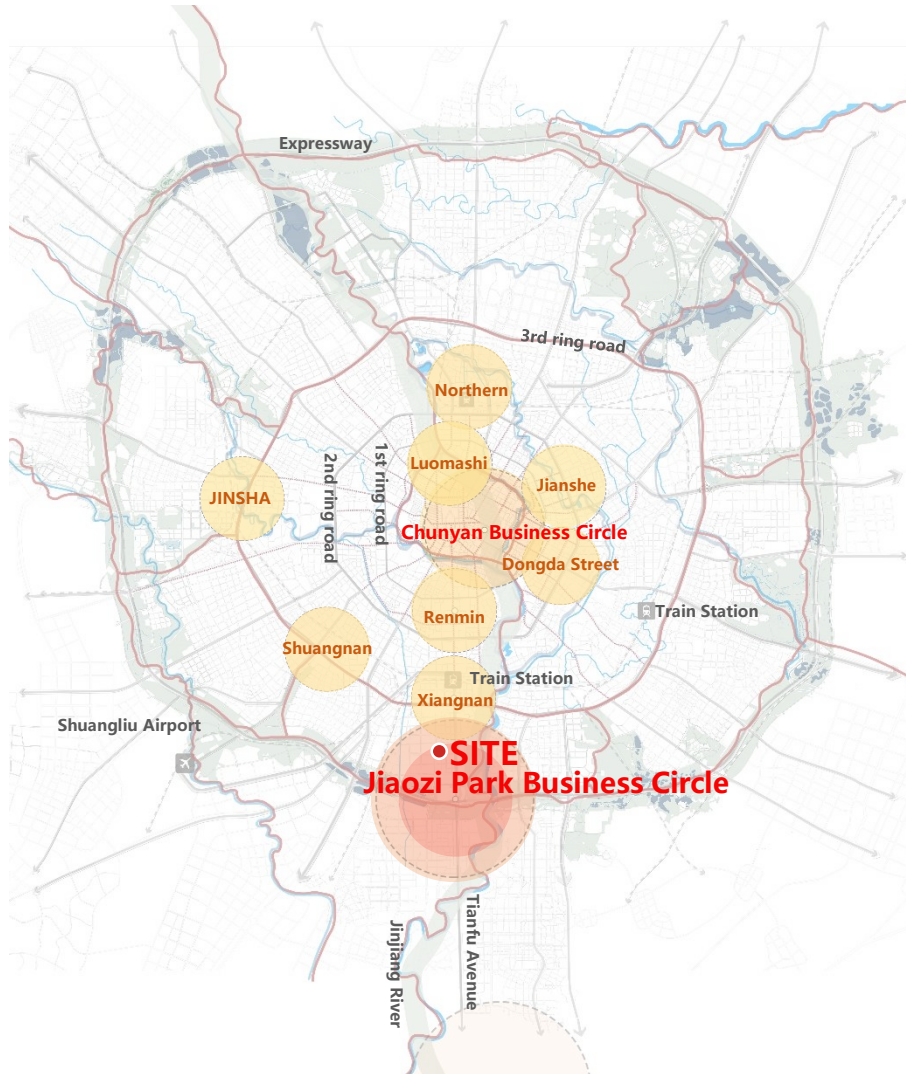




JIAOZI FINANCIAL AVENUE

Overview of Project

Jiaozi Financial Avenue, with a total length of 1.7 kilometers, is located in the development axis of Jiaozi financial industry and serves as an important support for the consumption scene and human-oriented public space in Jiaozi business circle.



Site Analysis

The streetscape space before the renovation is very formal, with single and negative functions, which cannot attract people to use. We hope to create a street with real social significance that can give priority to encouraging people to use it.

Improve things in bad condition — The right of slow traffic / Business dynamism / Cultural features

Occupied slow space



Closed open space



Lack of cultural features



Reserve things in good condition — Street trees/ Mature business landscape/ Motor vehicle traffic

Double rows of ginkgo trees



New commercial landscape



Safe and smooth





Project Vision

CHENGDU-STYLE INTERNATIONAL FEATURE

Jiaozi Financial Avenue adopts an integrated improvement design strategy for street space, starting from business logic, humanistic display, and scene creation, forming an all-time dynamic space that runs through Jiaozi culture, and a festive street that can undertake urban celebrations. The project's landscape enhancements prioritize use over traffic through a clear narrative and spatial organization. For example, reorganize the slow traffic system, organically implant small and exquisite retail shops, form a positive commercial landscape interface, and add lawns and interactive waterscapes that carry public art.

It can be said that Jiaozi Financial Avenue has tried and realized the development of streets and public spaces. It not only creates a world of appearance and function, but also creates a real social and cultural environment. Its completion changed the landscape of the whole area, not only as an airy corridor, but also as a place for social activities that take place every day.

Masterplan

Jiaozi Financial Avenue incorporates the idea of Park City and adopts the design strategy of street integration to become a dynamic and cultural street

Length: 1.7Km

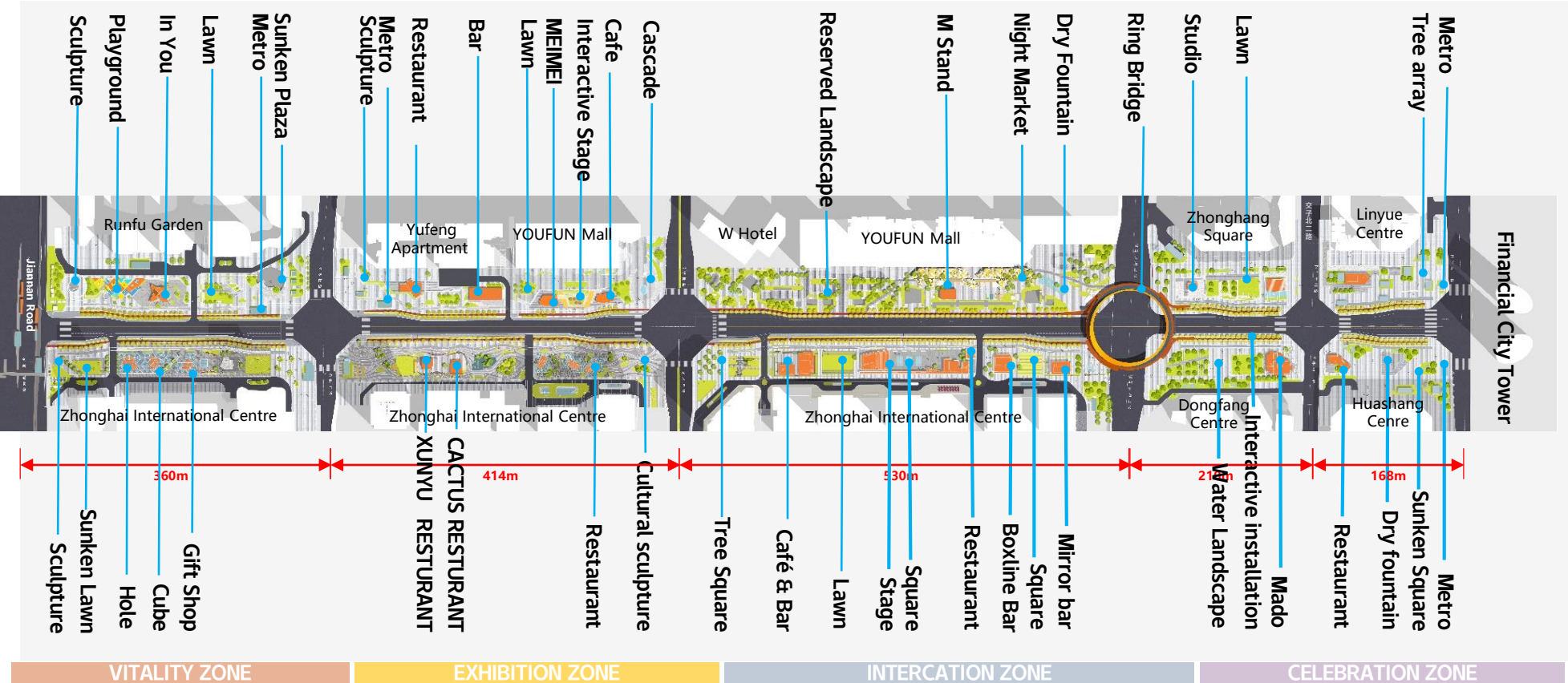
Width: 150m

Total Area: 220000m²

Greening Rate: 34%

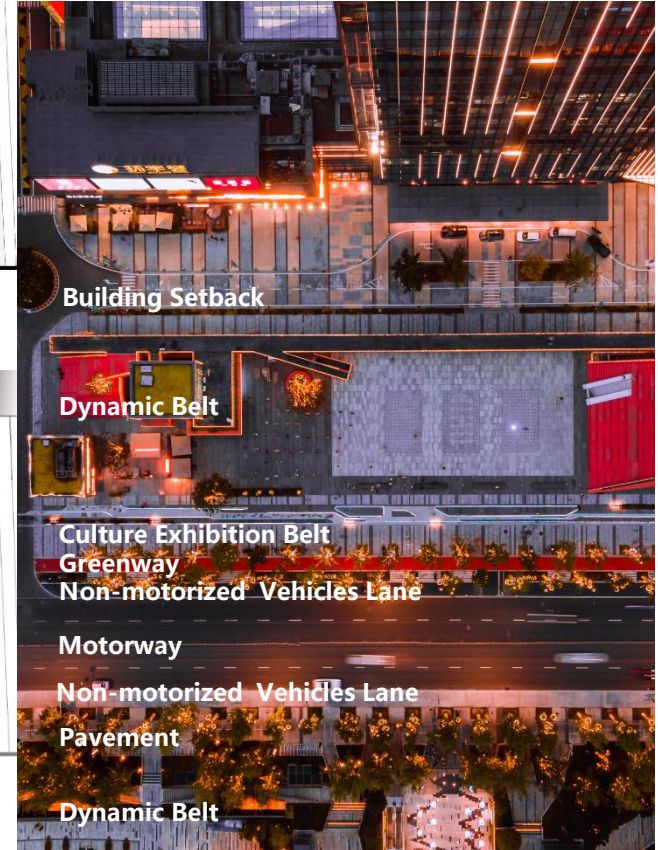
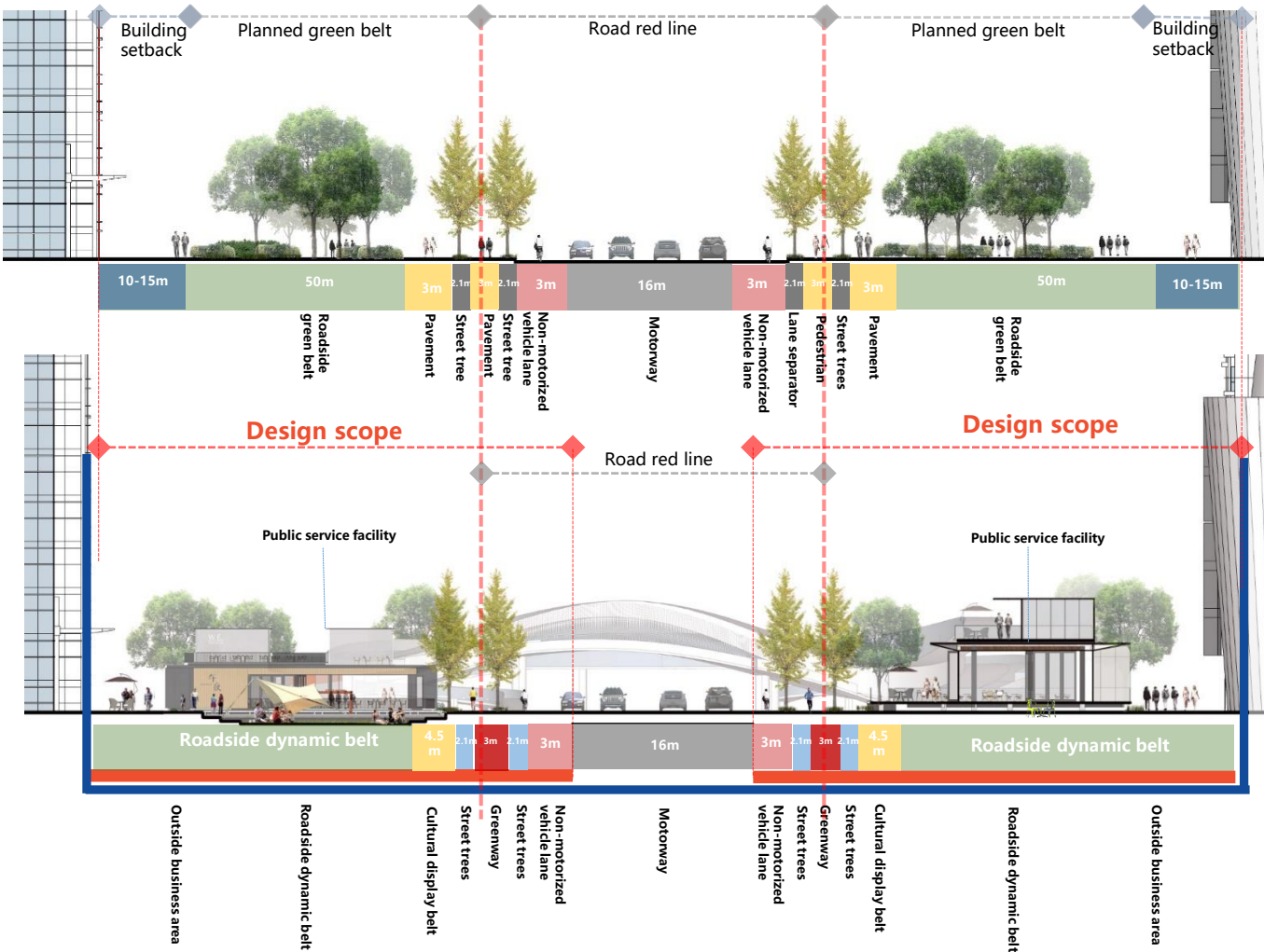
Building Area: 6900m²

Building Density: 3.0%



Design Strategy—Integrated Design Of U-shaped Street Space

- The project breaks the inherent ideas of the traditional street scene border. Relying on the 50M wide roadside green belt and building retreat space, the overall functional composite and scenes of the park urban streets with diverse scenes.
- Enhance the high -motion lane elevation and sidewalk co -board to ensure the safety of slow traffic
- Set the limited non -motorized lane space of the green space isolation belt to improve the efficiency of slow running space



Control interface
Design interface

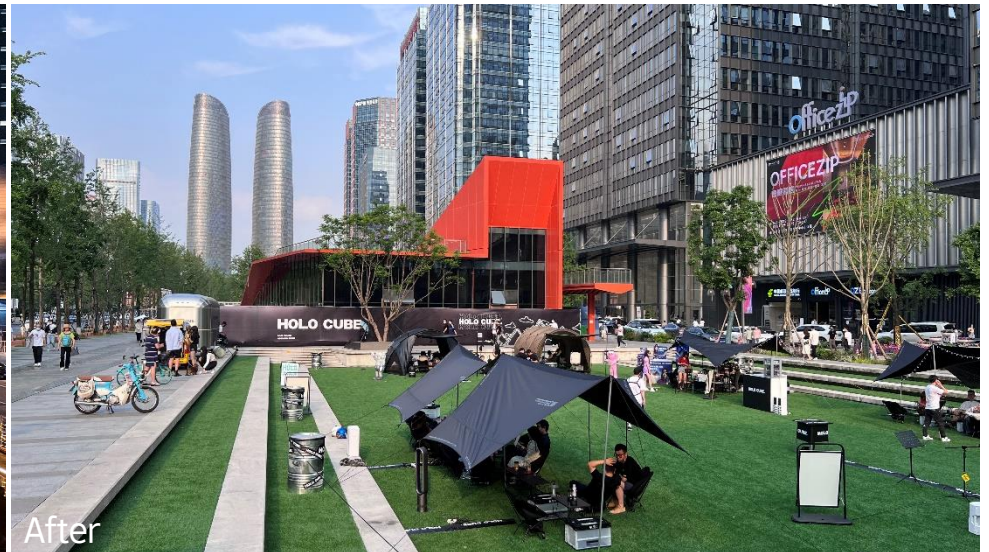
Design Strategy——Integrated Design Of U-shaped Street Space

Through the integration of street and the reconstruction of U -shaped space, Jiaozi Financial Avenue has shaped a safe, green, vibrant, and intelligent high -quality street space



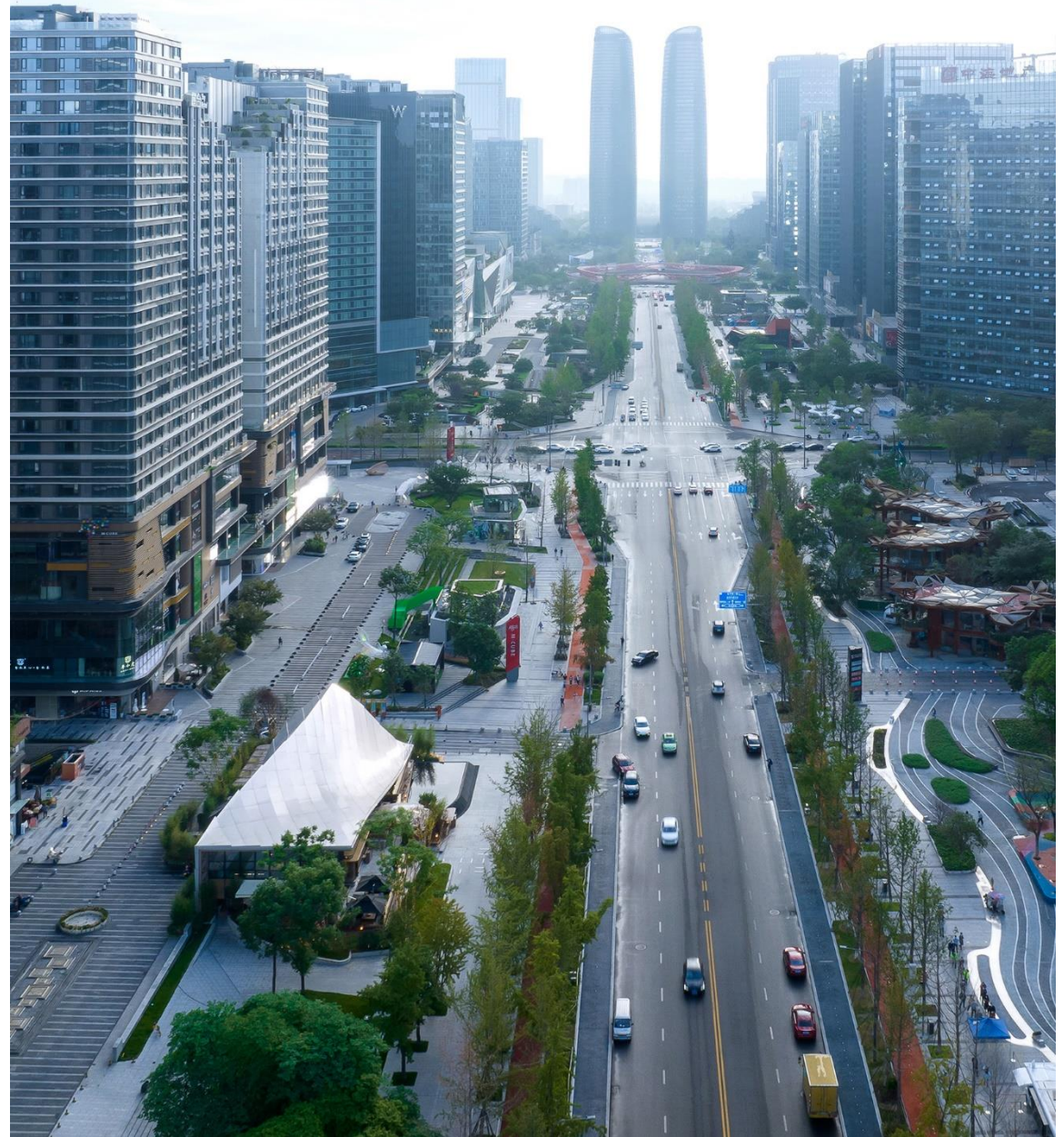
Design Strategy——From road greening to scene creation

Before the transformation, the too shaded and negative green space space could not match the commercial building interface of the back side. After the transformation, a large number of rich and diverse, functional composite, and pleasant - scale activity space was implanted to achieve a transformation from road greening to diversified scenes



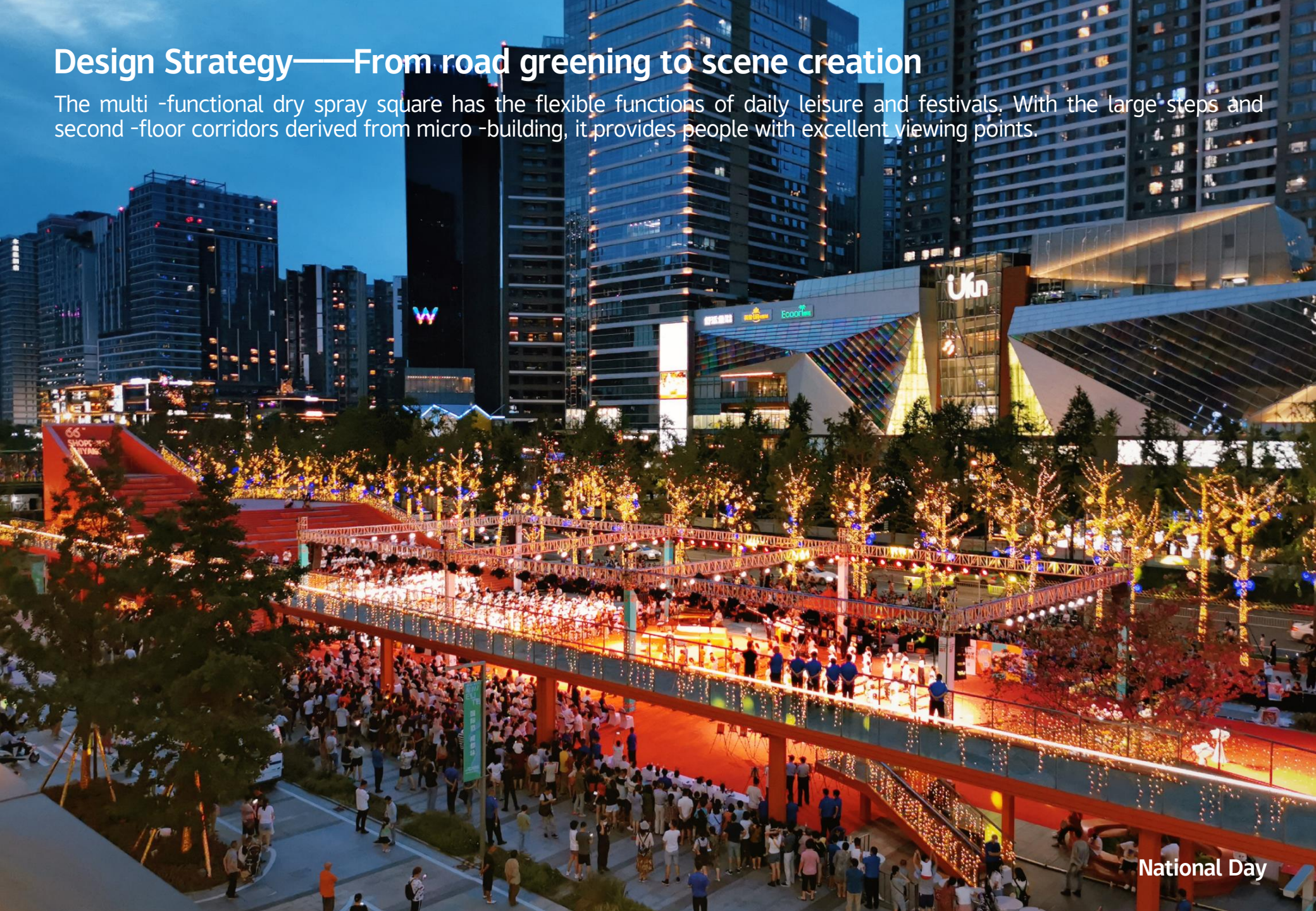
Design Strategy——From road greening to scene creation

Through the creation of scenes, Jiaozi Financial Avenue has completed the wake-up of the vitality of the entire street and the promotion of the development of the area, and creates a punch place for multiple scenes for Chengdu.



Design Strategy——From road greening to scene creation

The multi-functional dry spray square has the flexible functions of daily leisure and festivals. With the large steps and second-floor corridors derived from micro-building, it provides people with excellent viewing points.



National Day

Design Strategy——Walkers Paradise

Through the time-sharing control of traffic, Jiaozi financial avenue will be transformed into a pedestrian-only energetic street during the festive period. Combining diversified consumption scenes, light shows, theme activities, etc., people can enjoy the festive atmosphere on the street. On the opening day of the street, the passenger flow was as high as 130,000.



The opening ceremony

Design Strategy——Walkers Paradise

The open space reserved on both sides of the street has become the elastic carrier of the urban theme activity. The scenes of the public participation and the experience of the whole people have been fully displayed.



Design Strategy — Walkers Paradise



Design Strategy——All-people Experience and Multi-dimensional Urban gain

There are 26 new public service infrastructures , with a total construction area of 6900 square meters, which has become a great carrier to build a dynamic scene, improve service quality and gather public vitality. The single building has realized rich practical functions and spatial experience in a limited building area, effectively linking business complex and the front area of the building which have completed a chain growth that complements each other



Design Strategy——All-people Experience and Multi-dimensional Urban gain

The scenes including the sunken camping lawn, the small garden outside the retail shops, the children's playground, and the interactive waterscape make Jiaozi financial avenue a place full of human warmth and vitality in the high-density urban core area.



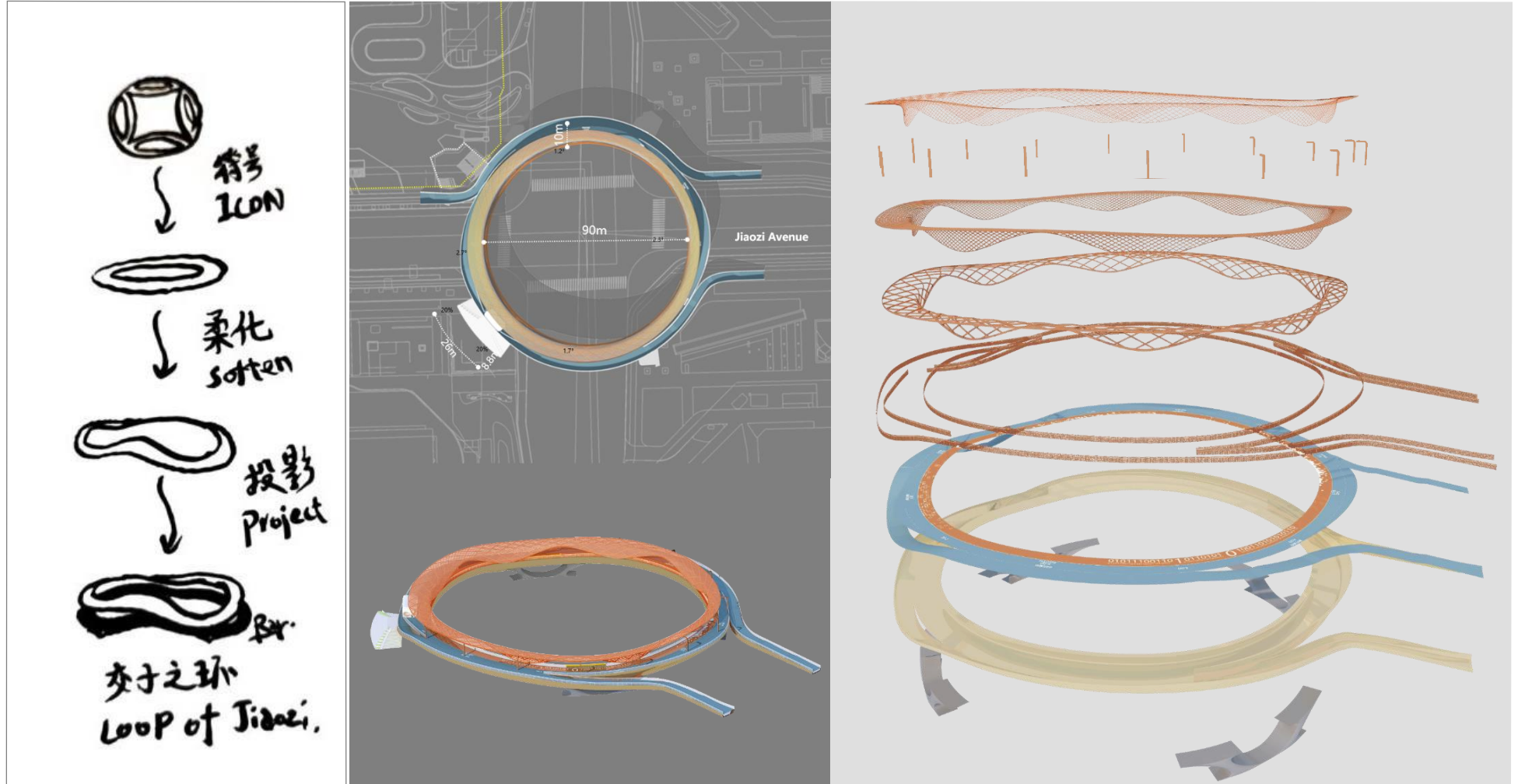
Design Strategy——Creative Landmark Detonates the Business District

Jiaozi Ring is a creative landmark in Jiaozi Avenue, guiding the flow of people in the city and providing a safe and comfortable passing space. It also connects the surrounding commercial offices and residences, forming a dynamic space where people gather; establishes the image landmark of Jiaozi Financial Street, inherits Jiaozi culture, and carries diverse dynamic scenes.



Design Strategy——Creative Landmark Detonates the Business District

Taking Jiaozi banknote as the design prototype, it brings new cultural elements into Jiaozi Avenue.



Design Strategy——Creative Landmark Detonates the Business District

Based on the current situation of the environment and the position of the structural column point, the design has been continuously adjusted and optimized the central bridge center point, inner diameter, bridge body width and outer diameter and ramp interface position of the intersection, and the model is quickly modified in the prepared algorithm.



Design Strategy——Creative Landmark Detonates the Business Bistrict

Jiaozi Ring is a space carrier that can accommodate very rich dynamic scenes. Since we have reserved a bridge deck of sufficient width in advance, the design of the coffee shop, viewing platform and communication activity area provides the possibility to hold art exhibitions and themed activities on the bridge

