



Pujiang Century Square Park Block

Project Statement

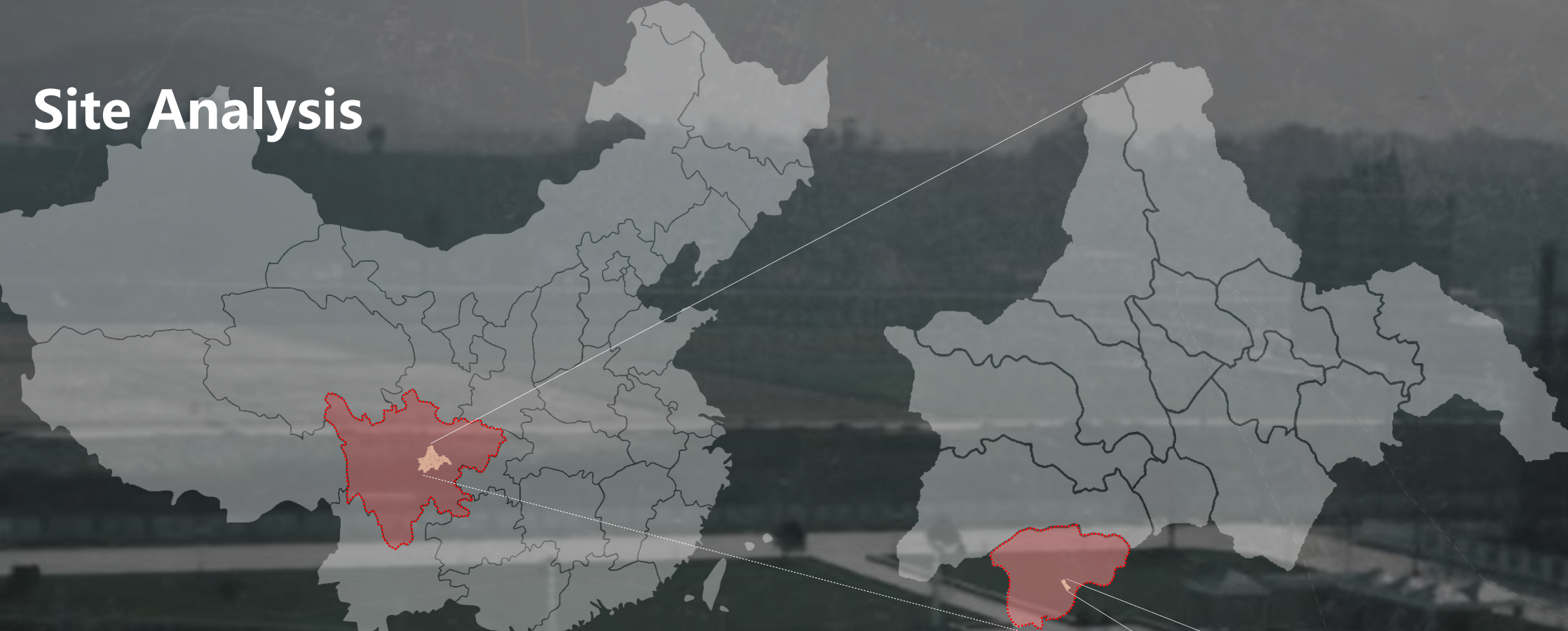
Pujiang Century Square Park Block, as the heart of Chengdu's Pujiang County, carries the life memories and emotional bonds of generations of Pujiang people. After two decades of development, this vibrant public space has witnessed the growth and changes of the city. However, with the rapid evolution of the times, the original spiritual and cultural carrying capacity, supporting facilities, business level, and consumption supply can no longer meet the people's aspirations and pursuits of a better life.

This renovation is positioned around the core concepts of "prosperous commerce, quality enhancement, vitality strengthening, and characteristic shaping," adopting a micro-renewal design philosophy that respects and retains the original style and historical context of the site. With Century Square as the core engine of the project, we are committed to providing a venue for local citizens' activities, while carefully planning commercial operations to introduce youthful vitality and innovative elements. This not only infuses new blood into the old city area but also stimulates regional vitality through the organic integration of new scenes with traditional cultural memories, making the city warmer.

The renovation of Pujiang Century Square Park Block is not only an urban construction project but also a social and cultural revival movement. The project's influence is extensive and profound, significantly enhancing Pujiang's commercial atmosphere and the happiness and sense of gain felt by the public. It fundamentally refreshes this historically rich central city, connecting the past with the future, allowing every Pujiang resident to find their own sense of happiness and belonging here.



Site Analysis



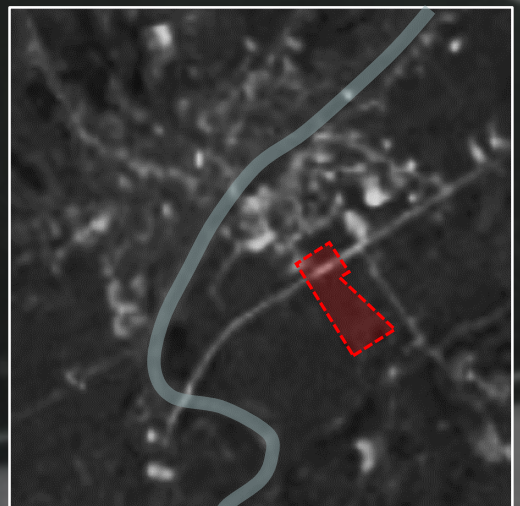
China · Sichuan

Chengdu · Pujiang



After the Pujiang Century Square was completed in 2000, it became the centre of local people's activities

Century Square is the first large-scale comprehensive square in Pujiang County built in 2000, located in the centre of the city to witness the gradual development of the city, bearing the living memory of generations of Pujiang people, and has always been the place of the prosperity of Pujiang City and the carrier of the emotions of Pujiang people.



1994 Pujiang County city



2004 Pujiang County city



2014 Pujiang County city



Pujiang county area

2024 Pujiang County city

Photo of the completion of Century Square in 2000

Site Analysis

After 20 years of wear and tear, the once bustling Century Square has gradually become outdated. Its capacity to convey cultural significance, the service ability of its supporting facilities, the commercial area level, and the supply of consumer services have all increasingly fallen short of meeting the public's growing needs for a better quality of life.

Century Square

- The facilities are outdated and deteriorating, lacking spaces for citizen activities.
- Insufficient landscape features, failing to showcase the city's image.

Commercial District

- Poor street appearance, cluttered and disorganized.
- Lack of unified planning and operation, resulting in insufficient commercial vitality.

1.8HA Commercial District

10 Shop Sign

The store signs are inconsistent.

8 Outdoor Space

The efficiency of space utilization is low.

9 Roadside Trees

The quality of the roadside trees is poor, and their maintenance is inadequate.

7 Facilities

The facilities are outdated, and there is insufficient functionality.

6 Lawn

The lawn area is large but inaccessible.

4 Entrance Landmark

The Roman columns have been a shared memory.

5 Square

Large areas of pavements are monotonous, and lack of functionality.

1 Greenery Trees

The variety of trees is limited, resulting in poor landscape effects and a lack of .

3 Pavements

Significant disparity between color schemes and overall paving.

2 Landscape Node

Insufficient Functionality
.Lacks engagement and usage by citizens

2.2HACentury Square

Site Analysis

Sports Park

- The interface is closed off, lacking connections with the surrounding city.
- Facilities are long overdue for maintenance, failing to meet the fitness needs of citizens.

1 Sports Field

The ground has aged and discolored, and the sports equipment is in disrepair due to its age.

2 Track

The track color is inconsistent with the surrounding colors.

4 The Grandstand

The grandstand is old and damaged.

5 Landscape Nodes

The grandstand lacks functionality and does not encourage citizen participation and use.

6 Parking lots

Illegal parking occupies space, leading to a cluttered street interface.

7 Facilities

The facilities are outdated and lack functionality.

3 Pavements

The pavement is outdated, lacking both interest and design flair.

8 pedestrian traffic

The urban roads are temporarily adjusted to pedestrian zones, swiftly connecting commercial areas, forming a boundaryless vibrant belt.

2.9HA Sports Park

Master Plan

How to revitalize the district and renew its image while preserving its historical memory has become the primary task that urgently needs to be addressed in this organic renewal project.

We aim to use the concept of micro-renewal to preserve the site as much as possible, providing spaces for activities that serve local citizens. Through reasonable and appropriate commercial operations, we plan to introduce more youthful elements and vibrant forces to create a park district filled with warmth and memories.

STRATEGE 1

Continue the existing layout to avoid large-scale demolition and reconstruction.

STRATEGE 2

Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

STRATEGE 3

Crafting a Park District with "Spring Blossoms and Autumn Colors, Lush Greenery"



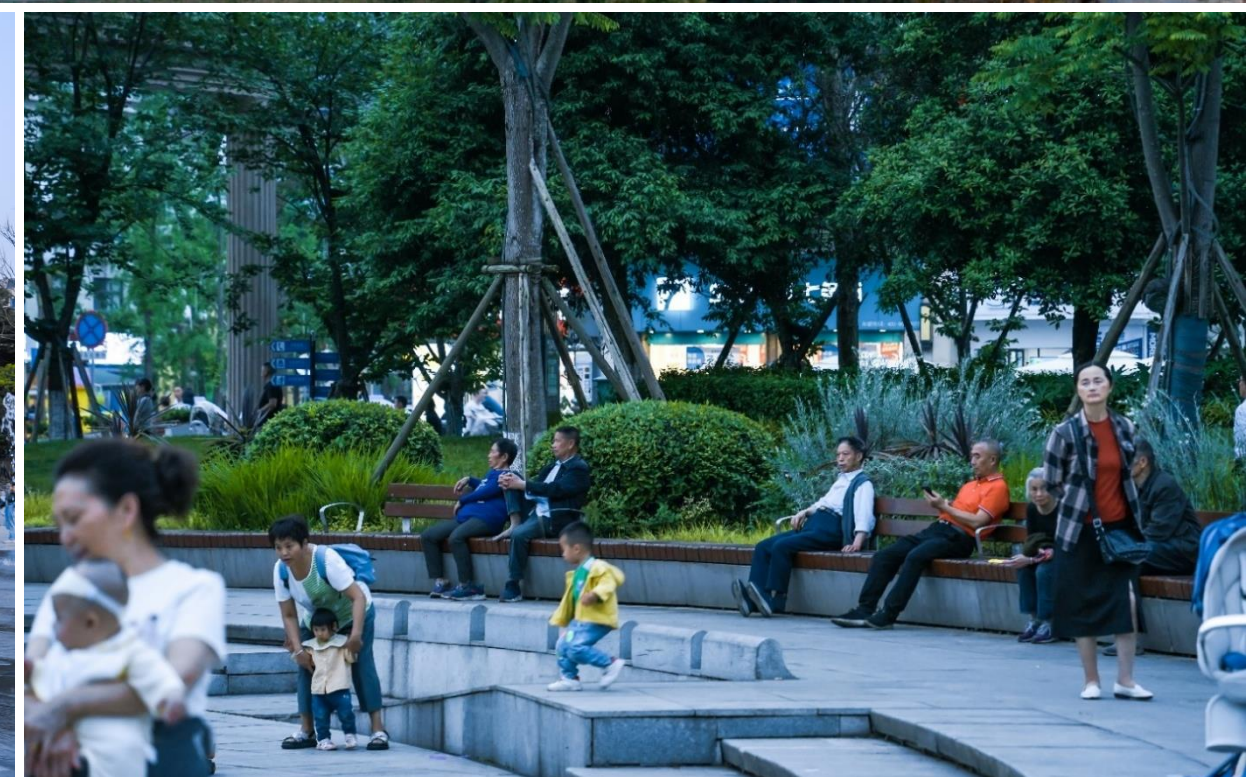
Design Strategy——Continue the existing layout to avoid large-scale demolition and reconstruction.

Century Square, as a public space that carries the common memories, closely aligns its design with the citizens' needs to "retain memories and preserve nostalgia." By retaining key elements like the Roman columns, stage, and fountain, and adding new features like children's activity areas, leisure rain shelters, and commercial service buildings, the project creates an age-friendly demonstration model. This rejuvenates the urban space cherished in the memories of Pujiang's people.



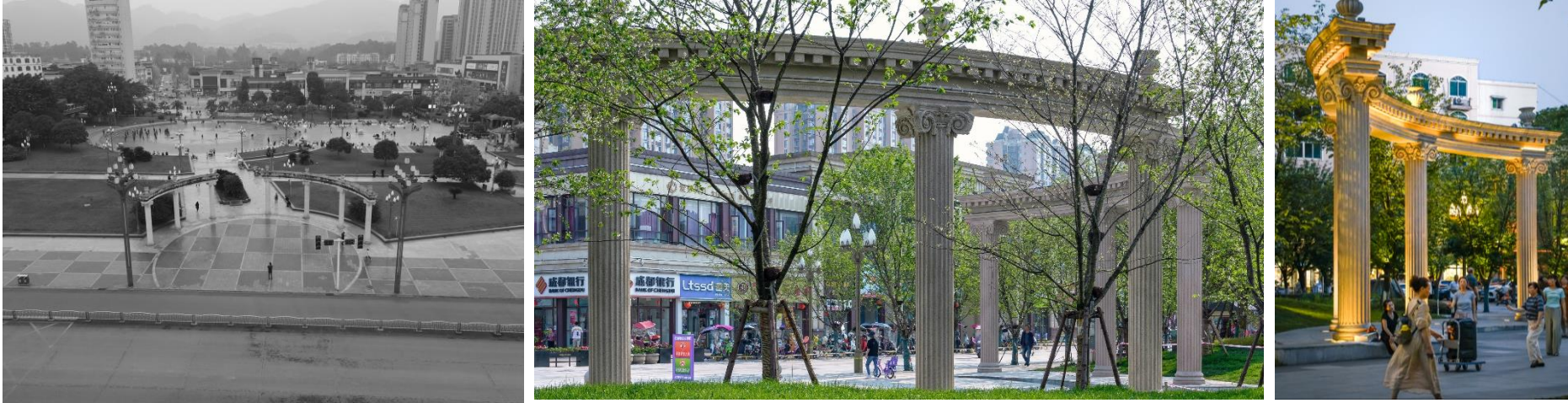
Design Strategy——Continue the existing layout to avoid large-scale demolition and reconstruction.

The fountain area, as the core region of the square, is rejuvenated with utmost respect for the citizens' sentiments. The original shape of the square is preserved while the hardscape is redesigned with parametric gradient patterns. Combined with leisure shelters and rain shelters, this area is transformed into a modern urban public space featuring an interactive musical fountain, musical water dance performances, and light displays.



Design Strategy——Continue the existing layout to avoid large-scale demolition and reconstruction.

The iconic Roman columns in the front area of the square have been preserved. The column structures have been intricately refined, and combined with detailed lighting and paving designs, they form a new landmark for the site.



The performance stage, enhanced with lighting and complemented by newly added rain shelters, forms a semi-enclosed space that has become a venue for citizens to dance and entertain.



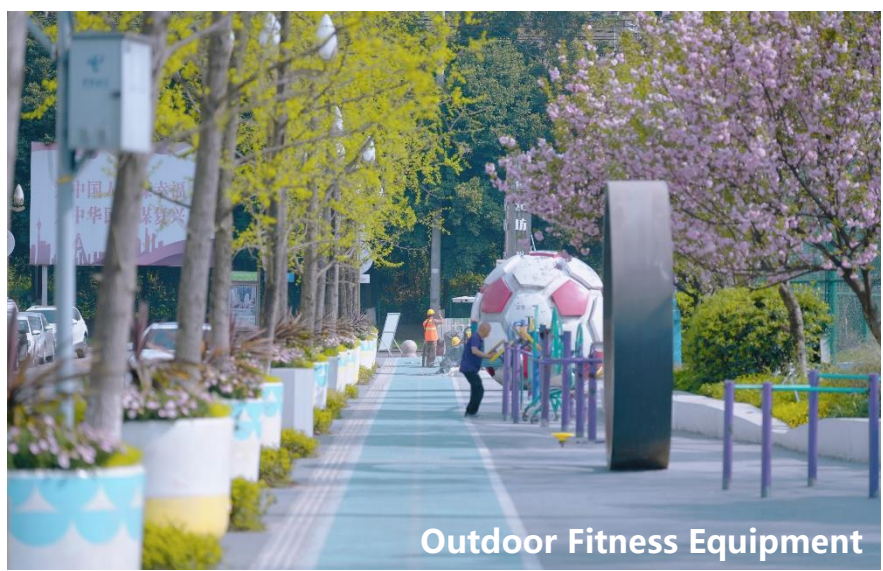
The iconic Roman columns



The performance stage

Design Strategy——Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

During the design phase, the team emphasized the importance of community participation in the project. Extensive research was conducted within the local community, including meetings, face-to-face communication, and surveys. Ultimately, a multifunctional public space that integrates leisure and social interaction, fashionable consumption, and sports and health was meticulously created, truly responding to the diverse needs of the citizens and enhancing community vitality and residents' sense of happiness.



Design Strategy——Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

The renovation of the sports center is not just a cosmetic upgrade but a comprehensive enhancement of vitality. We used expressive artistic colors and compositions to endow the sports center with a new appearance, making it a bright spot in the urban landscape. The project's design concept focuses on the "boundlessness of sports," breaking the traditional boundaries of sports venues through the seamless integration of indoor and outdoor environments, providing citizens with an all-weather, all-age fitness environment.



Design Strategy——Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

Through these comprehensive improvement measures, we are committed to creating a place that seamlessly connects the community with sports, realizing the concept of "boundlessness of sports." This "front-door" sports field not only provides convenient fitness facilities but also becomes a platform for community cultural exchange and neighborhood interaction, enhancing residents' sense of happiness and belonging.



Street integrated reconstruction



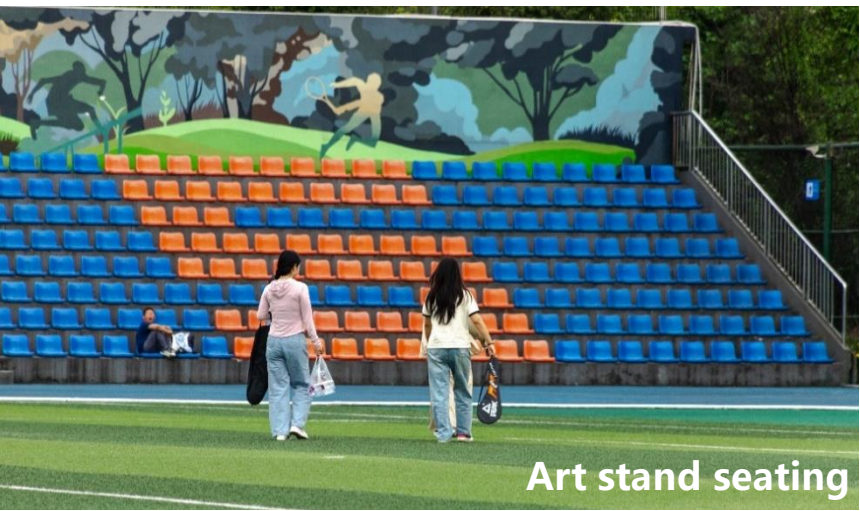
After



Before



Sports field in front of the house - a fitness scene for all residents



Art stand seating



Standard football pitch

Design Strategy——Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

Utilizing the original lawn area of Century Square, a 1,700m² children's play area inspired by Pujiang's local specialty fruits—kiwi and citrus, was built. The play area fully considers the physiological and psychological needs of children of different ages, equipped with a variety of facilities such as sandboxes, slides, swings, and seesaws. At the same time, a leisure and care area was provided for parents, achieving a perfect combination of parent-child interaction and safe supervision.



Design Strategy——Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

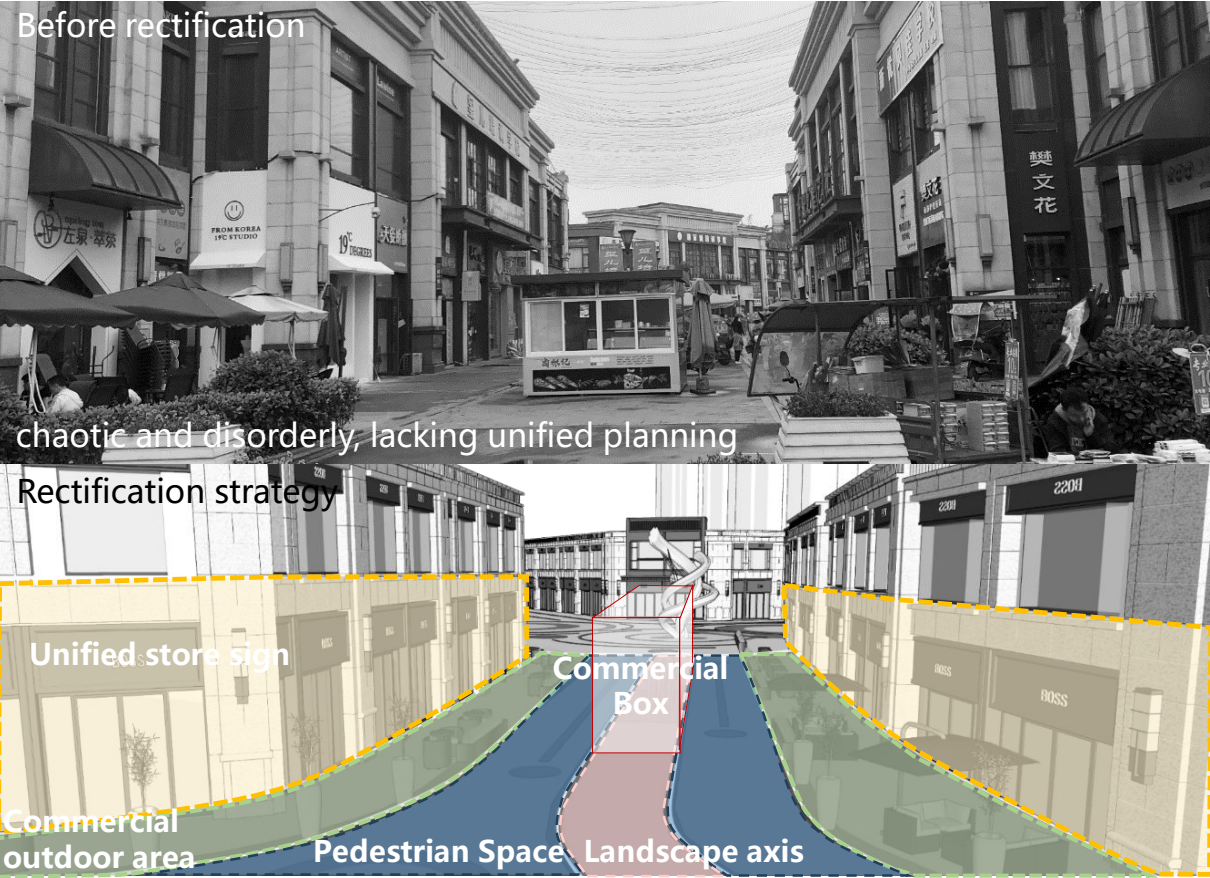
In the design of urban public spaces, we focus on adding commercial service buildings to improve service functions and meet the diverse living needs of citizens. These service facilities not only enhance the convenience and attractiveness of public spaces but also inject new momentum into the city's commercial vitality and economic development, achieving a win-win for public interests and commercial value.



Commercial Service Building

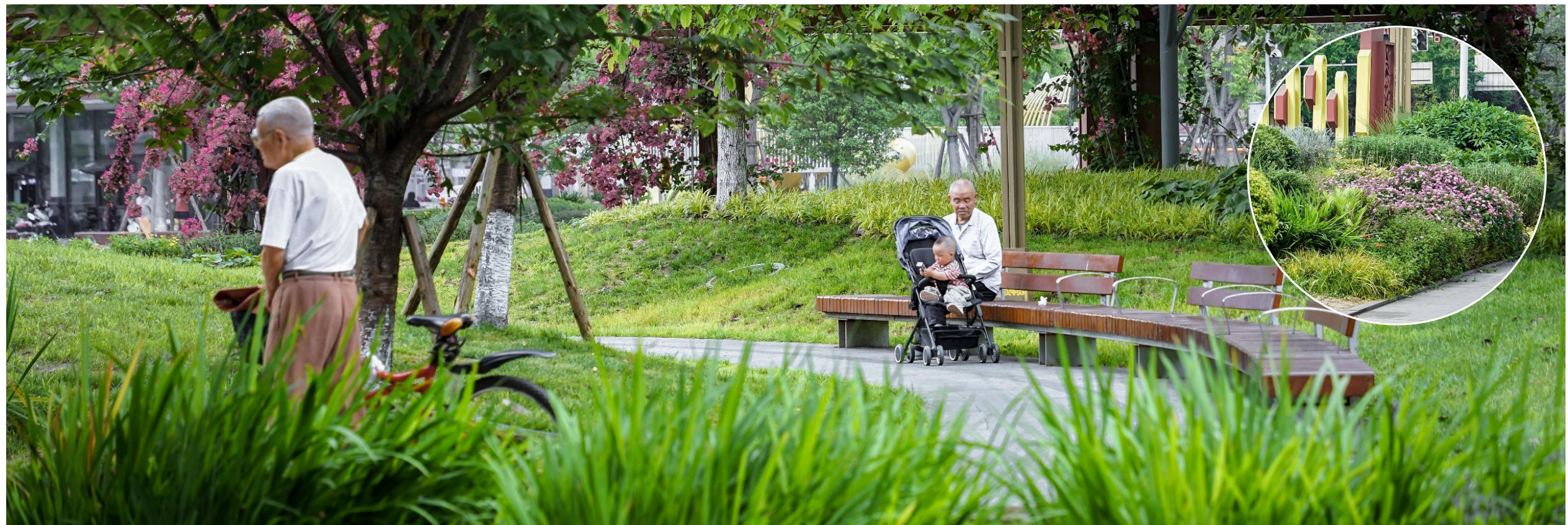
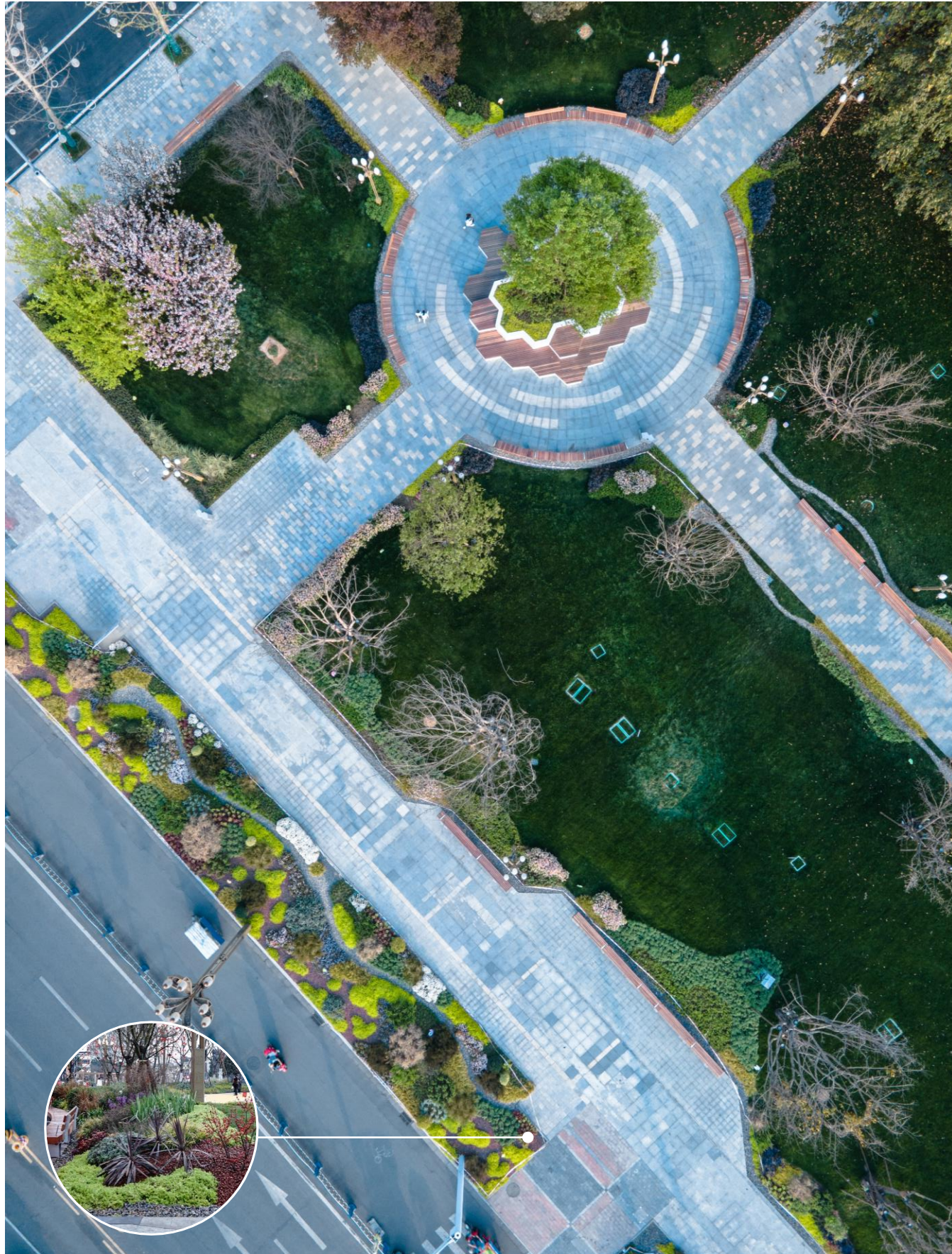
Design Strategy——Emphasizing Public Participation, Creating a City Living Room for All to Enjoy

In the transformation of the commercial district, we carefully planned to meet the needs of modern consumers. On the one hand, by expanding the boundaries of architectural space, we created vibrant commercial consumption scenes on the streets, enhancing the richness of the shopping experience. On the other hand, through innovative restructuring of the business format, a variety of business models were introduced, stimulating community participation and making residents the source of vitality.



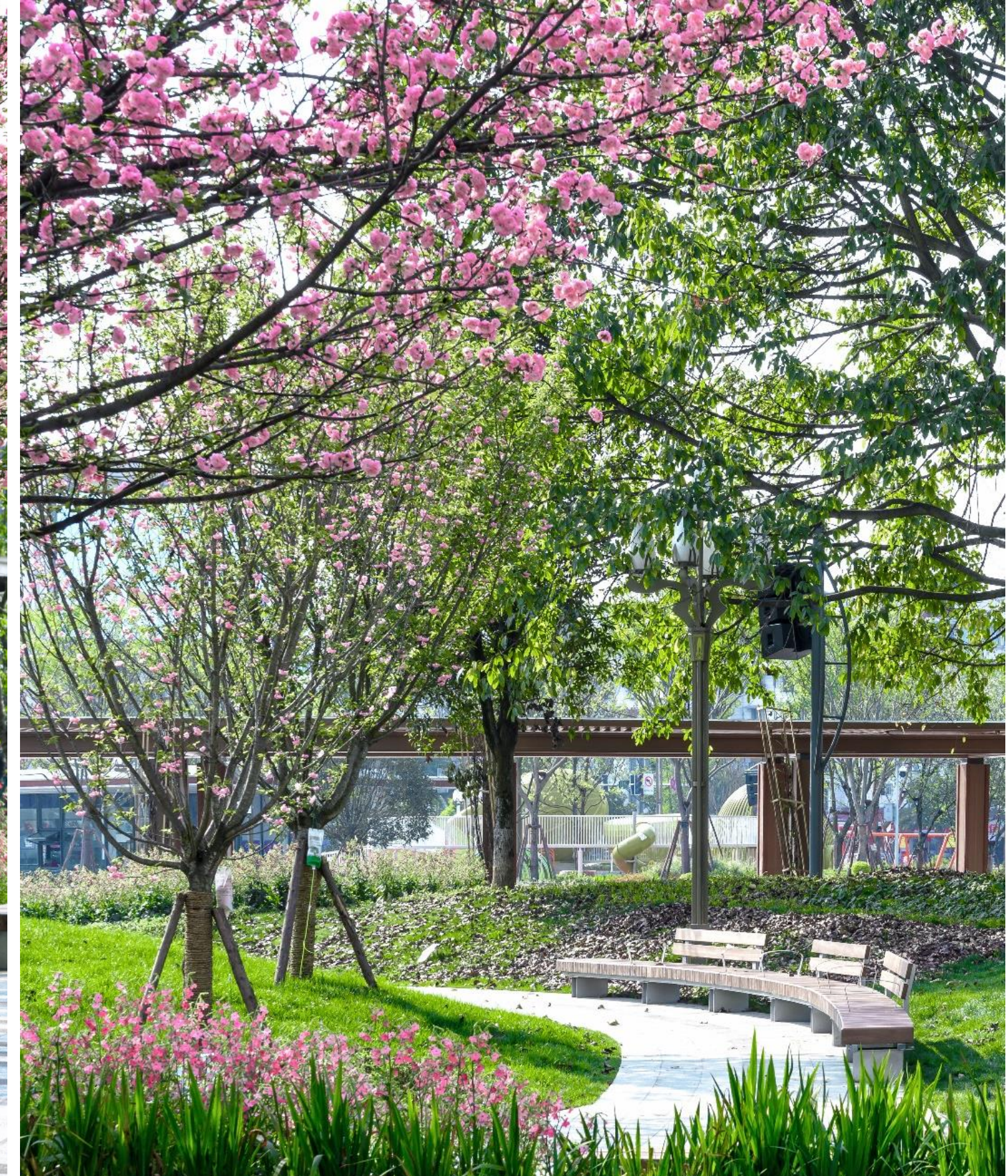
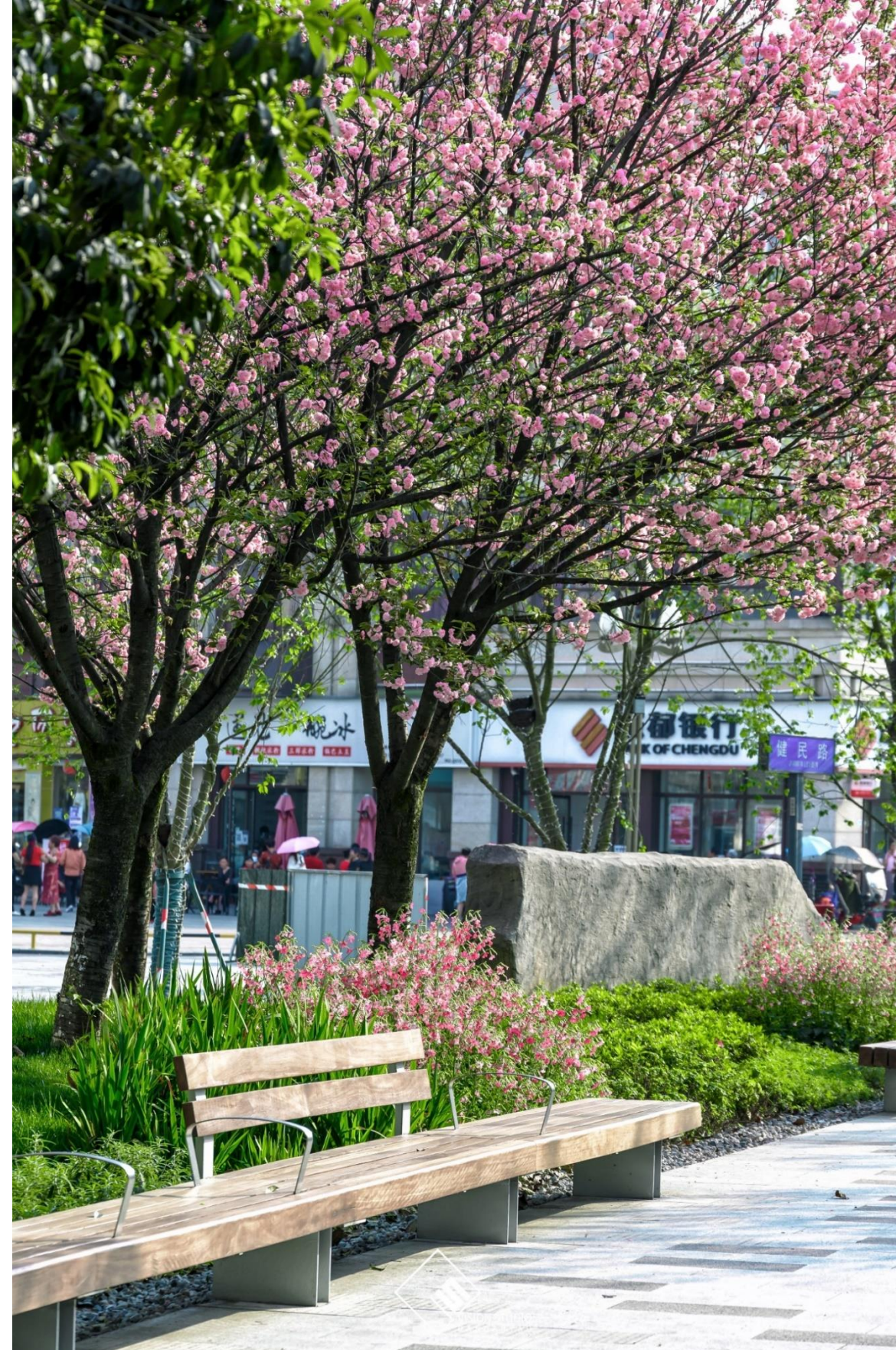
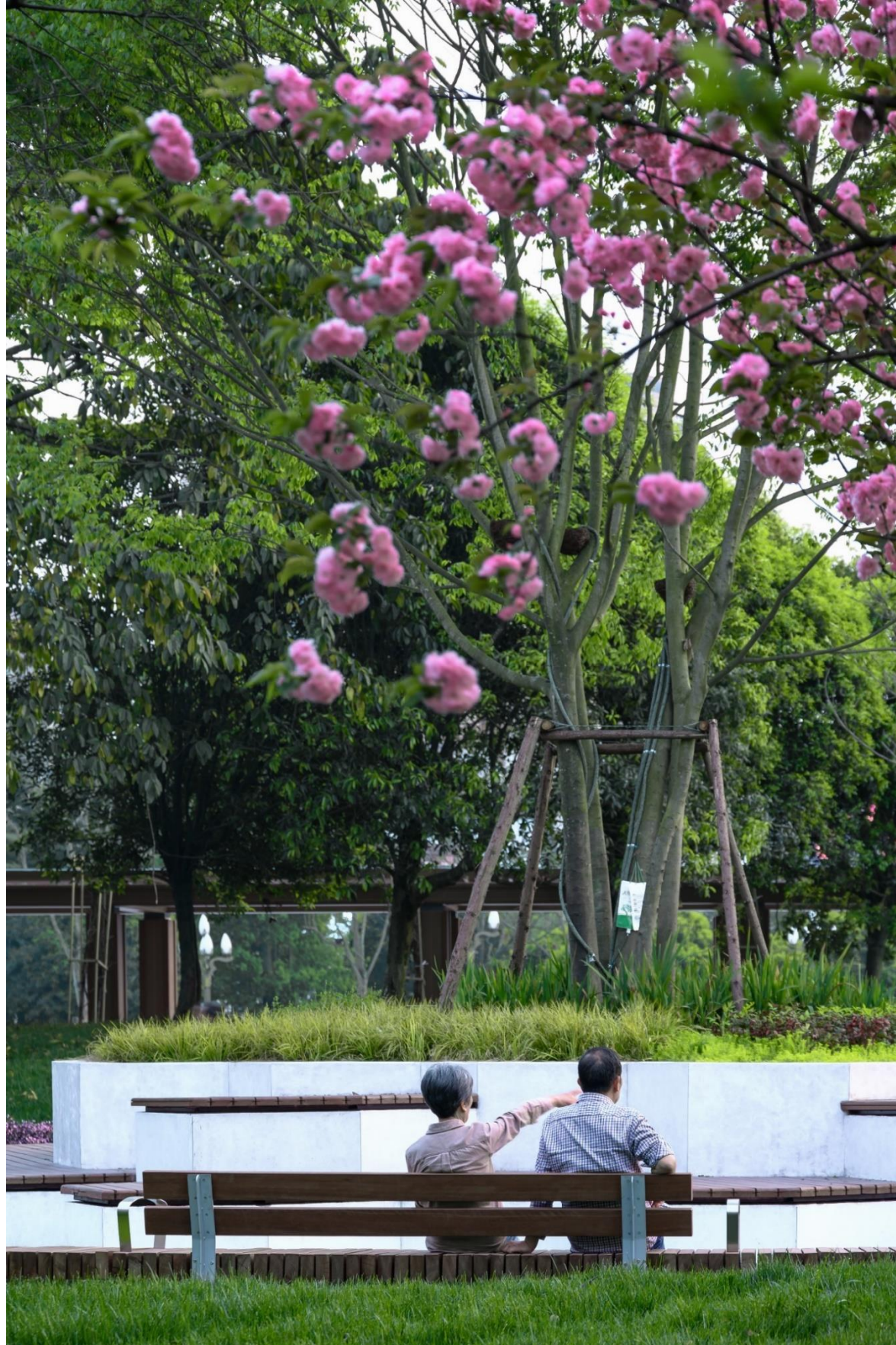
Design Strategy——Crafting a Park District with "Spring Blossoms and Autumn Colors, Lush Greenery"

Evergreen Across Seasons—Preserving the original 15,974 square meters of green space and 246 large trees, we have supplemented the avenue trees and meticulously configured the ground cover to provide residents with a city forest park that offers closeness to nature and tranquility.



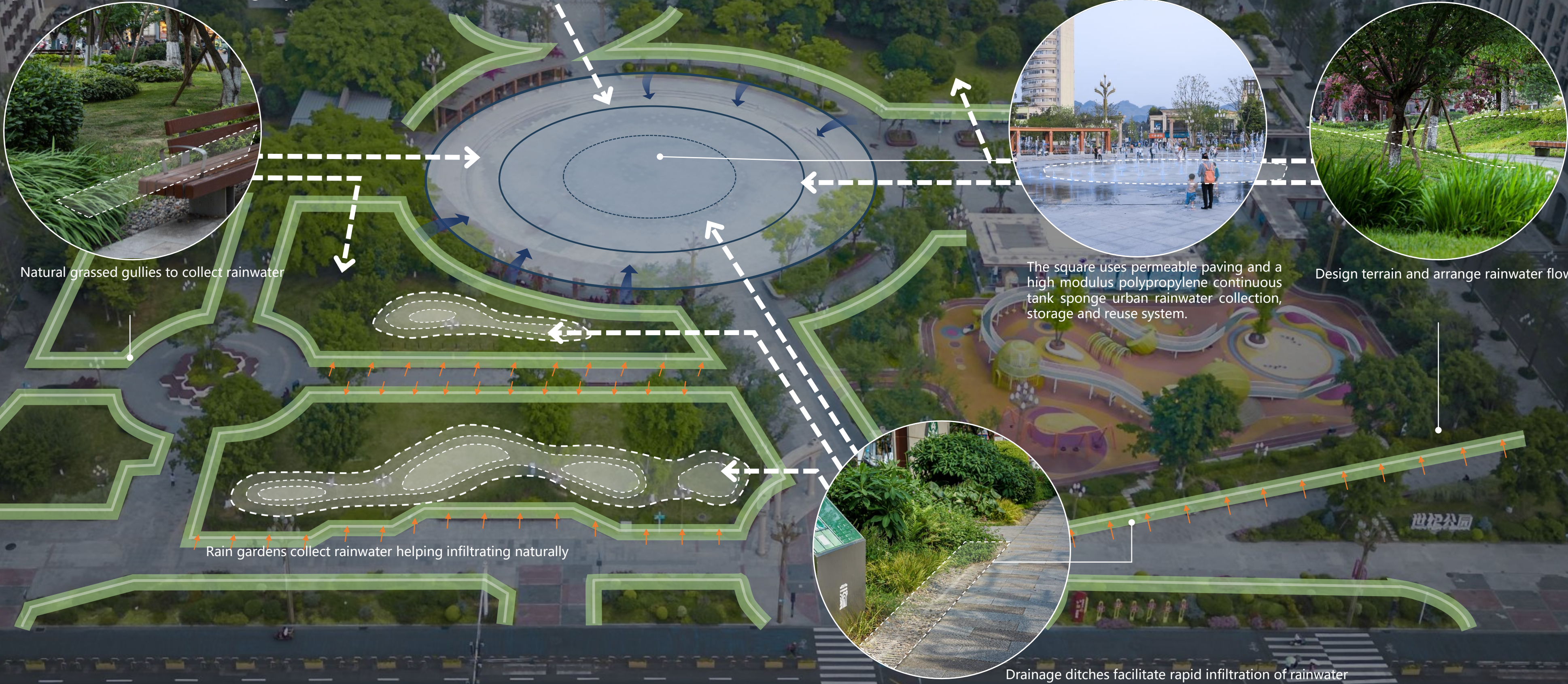
Design Strategy——Crafting a Park District with "Spring Blossoms and Autumn Colors, Lush Greenery"

Flowers in Three Seasons—On the foundation of maintaining the green backdrop, we have adorned the under-canopy spaces with flowering trees like cherry and magnolia, combined with exquisite flower borders, creating a vibrant urban district with spring blossoms and autumn colors.



Design Strategy——Crafting a Park District with "Spring Blossoms and Autumn Colors, Lush Greenery"

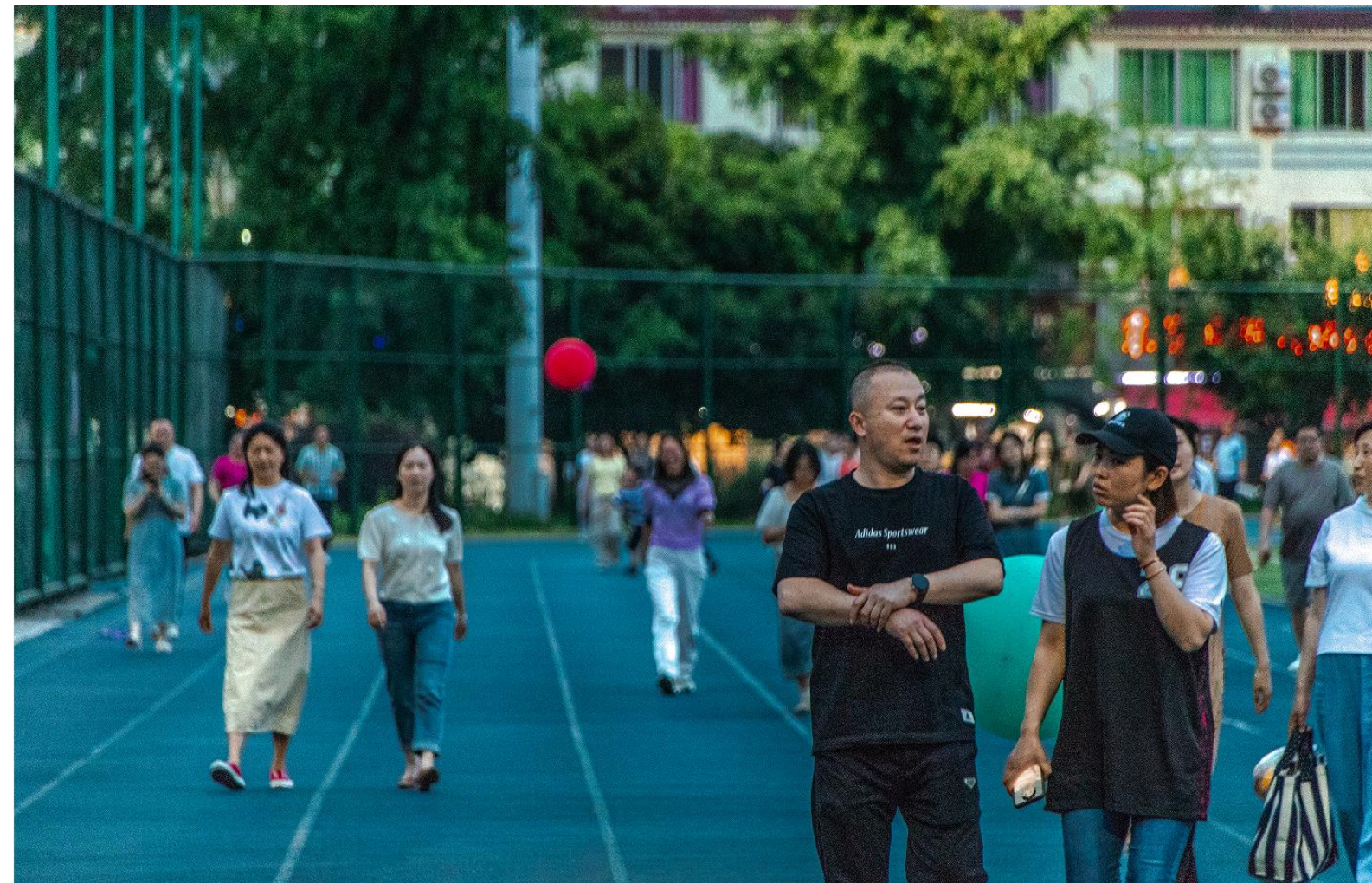
At the square area of Century Square Park Block, an innovative stormwater management system has been implemented. The carefully designed terrain integrates ecological facilities such as grassed swales, rain gardens, and retention ponds, achieving rainwater infiltration, detention, storage, and purification. This not only enhances the sustainability of the ecological environment but also strengthens the functionality and aesthetics of the square. All pre-treated rainwater eventually converges in the central fountain area at the lowest point of the square. In normal times, this stored rainwater can be recycled as fountain water, and during heavy rain, it can also play a key role in regulating stormwater, effectively reducing the pressure on the urban drainage system.



Construction Effectiveness

The Pujiang Century Square Park Block project closely adheres to the principle of "cost-effectiveness," employing strategies of low cost, minimal intervention, and modest investment for the neighborhood renovation. It preserves the city's intangible traditions and maintains the warmth between people and between people and the environment. By urban space creation and landscape enhancement, these urban micro-renewals echo the memories of Pujiang and carry forward the spirit of the place. The completion of the project has invigorated the city with new vitality and brought more happiness to the public.

At the same time, according to statistics, after the renewal of Century Square Park Block, there has been a significant increase in foot traffic and business income. On the day of the opening, more than 100,000 visitors participated, driving consumption of about 5 million yuan; after the opening, the business turnover in the block continued to grow steadily, with the commercial area's daily turnover increasing by 15.7% year-on-year.





The End