PROJECT TITLE：Industrial park renewal practice in the new era - Urban Design for WUGANGYUNGU·606 in Wuhan, China

PROJECT STATEMENT

The site was originally one of the oldest plant areas of the Wuhan Iron and Steel Corporation. However, with the cessation of production activities, the site has lost its former vitality. The construction of major infrastructure such as the rapid road, metro, and vehicle depot on the west side has exacerbated the separation between the site and the city, gradually turning it into an "abandoned island" within the urban landscape. This plan aims to revive the glory of the site's industrial heritage, drive the transformation of industries in the eastern part of the city, and turn the site from an "abandoned island" into a "gateway of innovation." Therefore, the plan proposes three strategies: base bridging, industrial injection, and vitality return, to transform the park into a more attractive urban core and allow industrial heritage to return to the city with dignity.

PROJECT NARRATIVE AND CONTENTS

The site is located in the eastern part of Wuhan, south of the Yangtze River, adjacent to the Wuhan Railway Station. It was established in 1958 and is one of the oldest plant areas of Wuhan Iron and Steel Corporation, contributing to the industrial development of Wuhan.

However, with the construction of high-tech industrial zones such as Donghu New City and Yangtze New City, this high-pollution, high-energy-consuming steel giant has gradually withdrawn from the historical stage, leading to the loss of vitality in the plant area. Additionally, the construction of major infrastructure such as the rapid road, metro, and vehicle depot on the west side has intensified the separation between the plant area and the city, creating a stark contrast between the thriving urban business district on the west side of the railway station and the "abandoned island" on the east side.

This plan aims to revive the glory of the site's industrial heritage, drive the transformation of industries in the eastern part of the city, and turn the site from an "abandoned island" into a "gateway of innovation." Therefore, the plan proposes three strategies:

Strategy 1: Base Bridging

Repairing Urban Fractures: Introduce three new urban roads and one ecological corridor to the west, crossing the Third Ring Road to stitch together the previously separated railway station and the site. The ecological corridor will further extend eastward to connect with the headquarters building, creating a multi-dimensional steel park with an aerial cloud bridge above, a city terrace on the ground, and a semi-underground parking cleverly utilizing the existing height difference.

Revitalizing Industrial Heritage: In China, including this project, 80% of non-industrial heritage industrial buildings face demolition. This design proposes to retain industrial buildings to the greatest extent, creating a unique space that blends old and new by "building a park on the heritage." Additionally, to adapt to Wuhan's hot climate, the design uses landscape corridors, ramps, and shading structures to connect old and new buildings, preserving industrial memories in a cost-effective and multi-dimensional manner.

Strategy 2: Industrial Injection

Pre-Operational Development Approach: China's urbanization process currently faces a significant challenge of spatial overcapacity. Therefore, the revival of old industrial sites is not merely about updating the physical space but requires planning with industrial injection at the core, shifting the approach from "construction thinking" to "operational thinking."

Matching Demand with Product Carriers: Based on industrial positioning, we conducted interviews with target enterprises and provided customized product carriers according to their needs. At the same time, considering the short- and long-term development of the park and the uncertainty of incoming industries, we reserved flexibility and compatibility in the spatial plan to ensure rapid settlement of enterprises and achieve industrial revival.

Strategy 3: Vitality Return

Diversified Public Base: Create a public base that meets the diverse needs of various groups, transforming large-scale spaces serving production into human-centric, climate-adaptable spaces. Considering Wuhan's hot and rainy summers, the plan sets public service functions on the first two floors of most buildings and connects them with outdoor shading and rain protection facilities, forming a dynamic base with vertically stacked functions and a horizontally interconnected landscape network.

Flexible Interactive Spaces: Flexibly segment large-scale workshops to reduce indoor space scale and convert them into vibrant places for meetings, exhibitions, and shared offices. Combine chimneys, gantry cranes, and other structures to create unique outdoor activity spaces. Host concerts, gaming festivals, opening ceremonies, and other holiday events, using digital technology to vividly display the historical background and industrial features of the factory area, establishing the site as a prominent display gateway for Wuhan Railway Station and a living showcase of steel strength.

This planning represents a new-era update practice for industrial parks, focusing not only on the physical space of industrial heritage but also on ecological bridging, industrial empowerment, and vitality return. Despite facing immense pressure and challenges, we insisted on abandoning the "demolish and rebuild" approach and achieved organic renewal with the concept of "historical innovation and authentic overlay." This has transformed the park into a more attractive urban core, allowing industrial heritage to return to the city with dignity.

The park has already successfully attracted companies such as "Dongchedi" and "Jingang Enterprises," proving the market applicability of the planning products.

01 SITE PLAN

① Headquarters Cloud City

② Steel Park

③ Wuhan Iron and Sreel Memory Station

④ The Starting Zone

⑤ Baowu Headquarters Square

⑥ Stack-up Industrial Blocks

⑦ Park Service Center

⑧ Industrial Service

⑨ Industrial R&D Garden

⑩ Originality Hill

⑪ Digital Creation Engine

⑫ Interaction Center

⑬ VR Experience Center

⑭ Hi-up Arena

⑮ MIX Apartment

⑯ Talent Home

⑰ Subway Station

⑱ Refueling Station

02 LOCATION

The site is located in the eastern part of Wuhan, south of the Yangtze River, adjacent to the Wuhan Railway Station. It was established in 1958 and is one of the oldest plant areas of Wuhan iron and steel corporation, contributing to the industrial development of Wuhan.

However, with the construction of high-tech industrial zones such as Donghu New City and Yangtze New City, this high-pollution, high-energy-consuming steel giant has gradually withdrawn from the historical stage, creating a stark contrast between the thriving urban business district on the west side of the railway station and the "abandoned island" on the east side.

Yangtze

CITY

FACTORY

Transportation Facilities Corridor

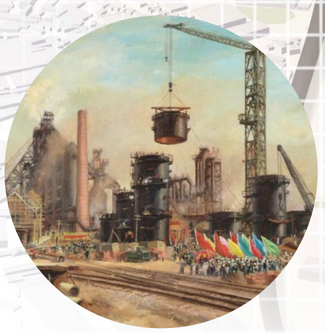
Lakeside High-rise Residence

Business district

Wuhan Railway Station

3rd Ring Line

East Lake



1958

The first large steel enterprise after the founding of New China

1974

1700 mm rolling mill project was the highest level in the domestic steel industry at that time

2008

18 million tons of steel production capacity, steel boutique brand production base

2016

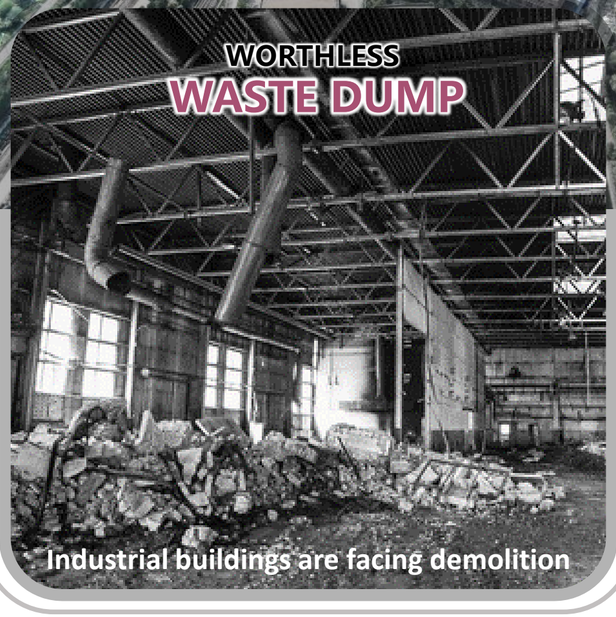
Sasac agreed to the joint restructuring of Baosteel Group and Wuhan Iron and Steel (Group)

03 CURRENT STATUS

HARD-TO-REACH
URBAN ISLAND

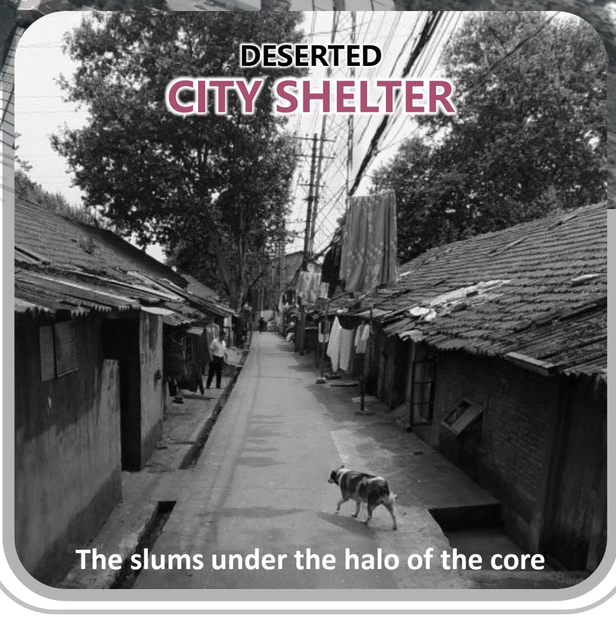
The expressway separates the site from the city

WORTHLESS
WASTE DUMP



Industrial buildings are facing demolition

DESERTED
CITY SHELTER



The slums under the halo of the core

With the cessation of production activities, the site has lost its former vitality. Additionally, the construction of major infrastructure such as the rapid road, metro, and vehicle depot on the west side has intensified the separation between the plant area and the city, gradually turning it into an "abandoned island" within the urban landscape.

04 STRATEGY

This plan aims to revive the glory of the site's industrial heritage, drive the transformation of industries in the eastern part of the city, and turn the site from an "abandoned island" into a "gateway of innovation."

Strategy Ⅰ:BASE BRIDGING

Repairing Urban Fractures,Revitalizing Industrial Heritage

StrategyⅡ:INDUSTRY INJECTION

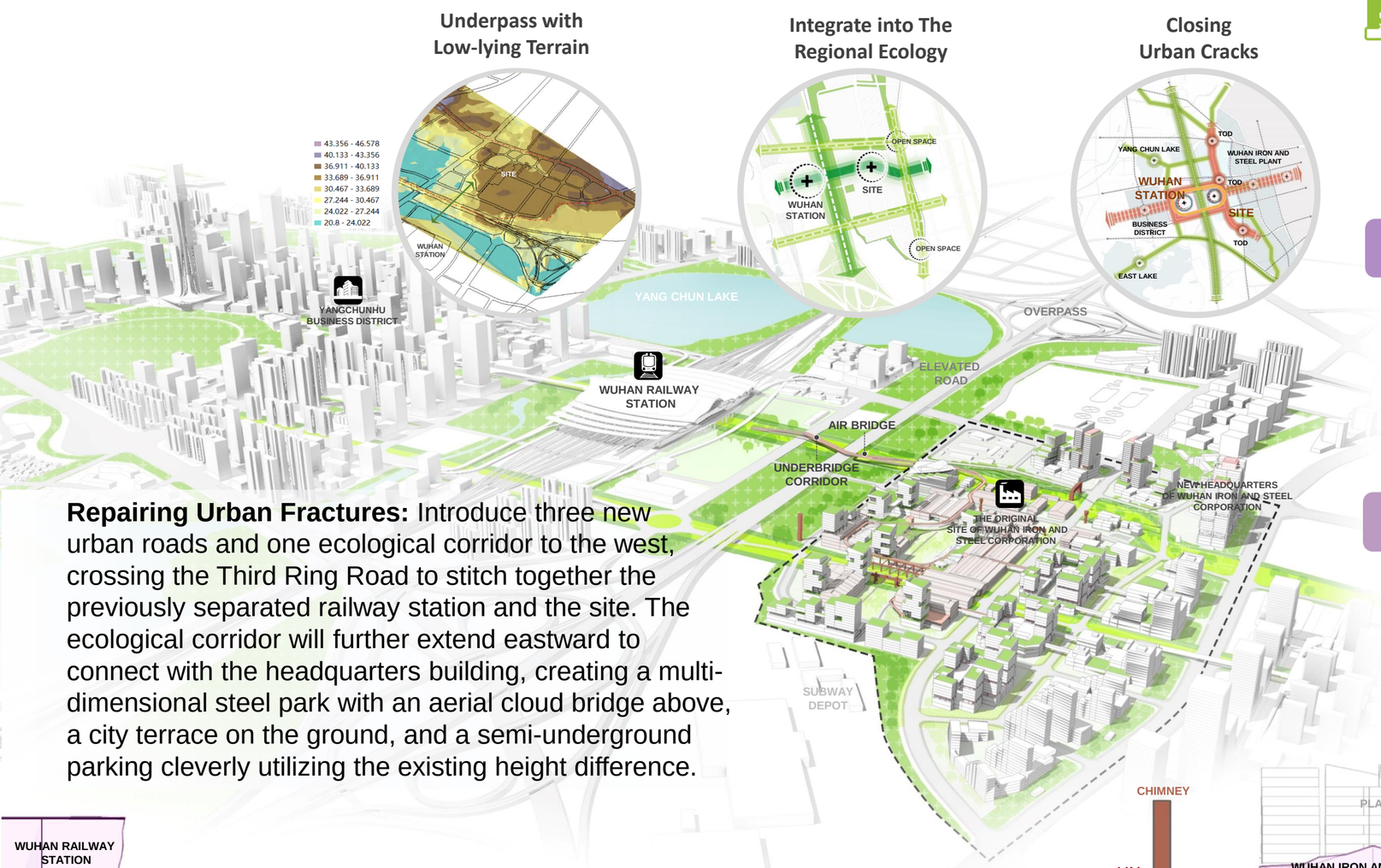
Pre-Operational Development Approach, Matching Demand with Product Carriers

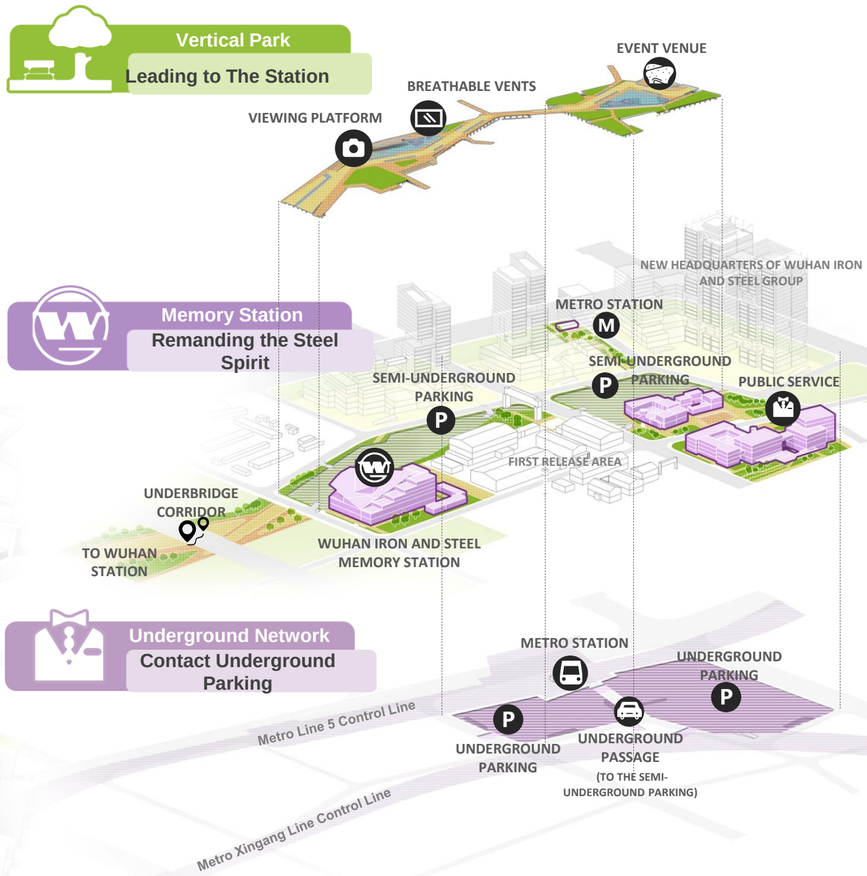
StrategyⅢ:VITALITY RETURN

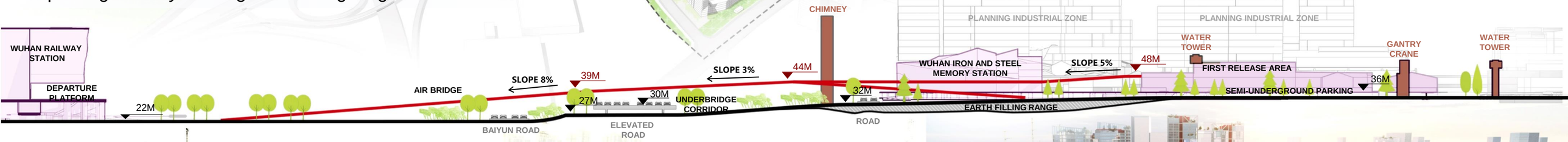
Diversified Public Base, Flexible Interactive Spaces

05 BASE BRIDGING

Repairing Urban Fractures: Introduce three new urban roads and one ecological corridor to the west, crossing the Third Ring Road to stitch together the previously separated railway station and the site. The ecological corridor will further extend eastward to connect with the headquarters building, creating a multi-dimensional steel park with an aerial cloud bridge above, a city terrace on the ground, and a semi-underground parking cleverly utilizing the existing height difference.





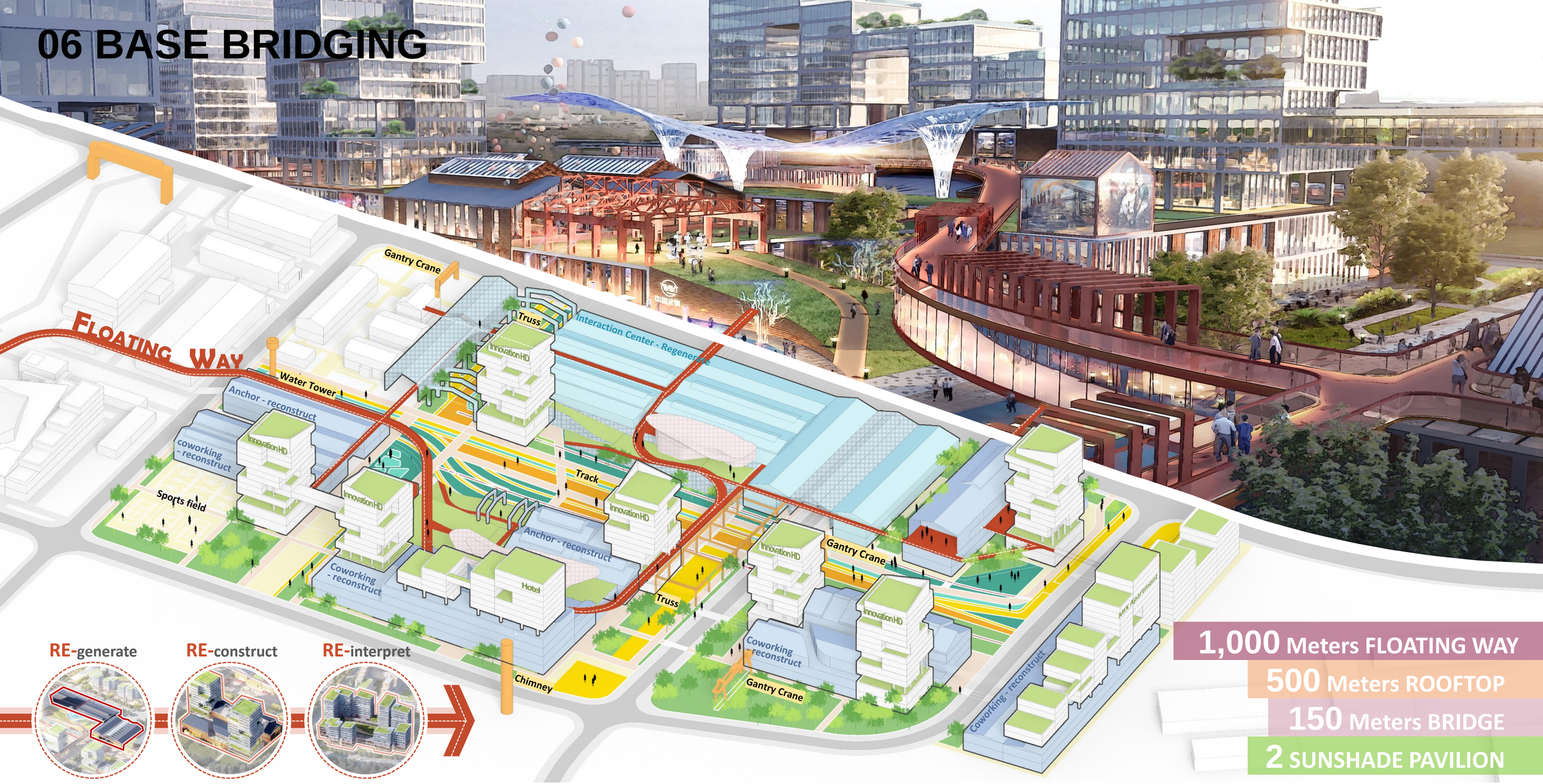



The Current Situation of Wuhan Station from The Base


The Current Situation of The Base from Wuhan Station


Planning View of The Base from Wuhan Station

06 BASE BRIDGING



RE-generate

RE-construct

RE-interpret

1,000 Meters FLOATING WAY

500 Meters ROOFTOP

150 Meters BRIDGE

2 SUNSHADE PAVILION

Revitalizing Industrial Heritage: This design proposes to retain industrial buildings to the greatest extent, creating a unique space that blends old and new by "building a park on the heritage." Additionally, to adapt to Wuhan's hot climate, the design uses landscape corridors, ramps, and shading structures to connect old and new buildings, preserving industrial memories in a cost-effective and multi-dimensional manner.

07 INDUSTRY INJECTION

Scale of Existing office building

8,065,000 square meters

Scale of New office building

1,339,000 square meters

Changes of Rental Prices

2.6% Month-on-month

Current Market Competition

Operational Preposition

Change from construction thinking to operation thinking

Identify Industry Opportunities

1 Build Product System

2 Define Product Size

Around the industry, property, enterprise elements to provide consulting, design, industrial investment operation integrated services.

Precision Product Carrier

3 Interview Target Enterprise

4 Design Product Carrier

Guided by user needs and customer experience, we accurately design product carriers based on target enterprise interviews.

Reinforcing Spatial Characteristics

5 Stable Space Frame

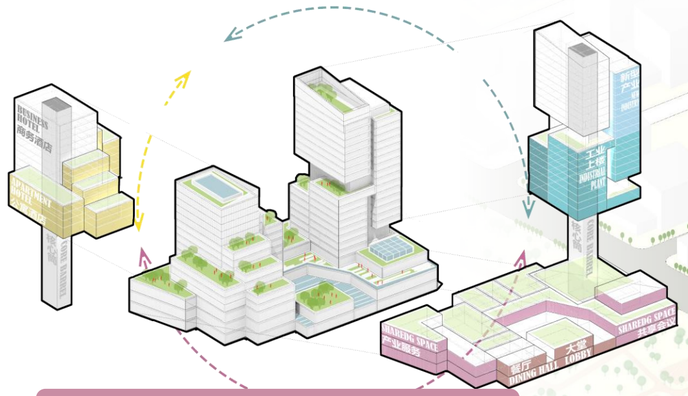
6 Implement market Verification

Arrange the placement of construction products according to the characteristics of the site, and verify the feasibility through the market.

AMEND

Pre-Operational Development Approach: China's urbanization process currently faces a significant challenge of spatial overcapacity. Therefore, the revival of old industrial sites is not merely about updating the physical space but requires planning with industrial injection at the core, shifting the approach from "construction thinking" to "operational thinking."

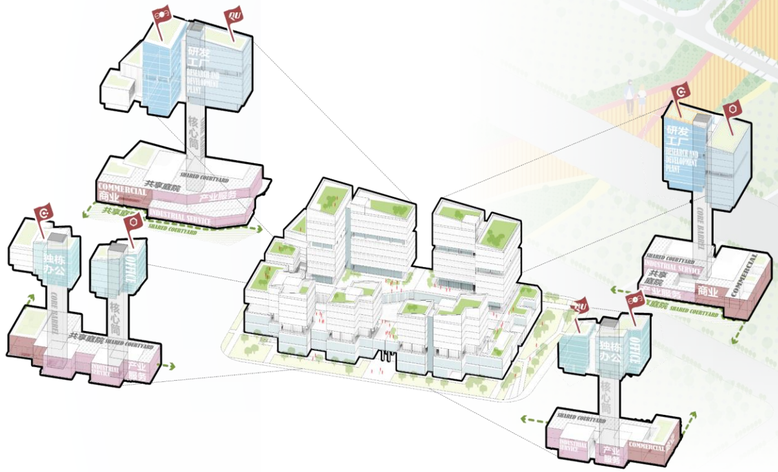
08 INDUSTRY INJECTION

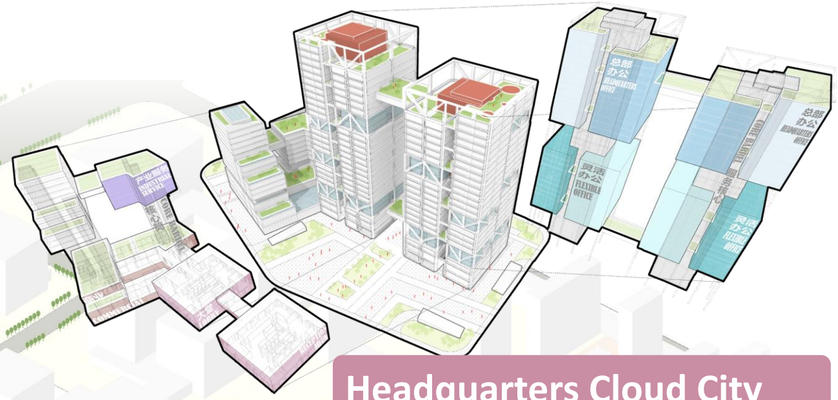


Stack-up Industrial Blocks

Total building scale : 252,400 ㎡
Target of Service： Small growth enterprise
Product features：

- Office, residential and service functions are mixed vertically
- Lower rent





Headquarters Cloud City

Total building scale : 148,500 ㎡
Target of Service： Leading enterprise
Product features：

- Directly opposite the high-speed railway station
- High-rise landmark building

Industrial R&D Garden

Total building scale : 155,600 ㎡
Target of Service： Medium-sized mature enterprise
Product features：

- Small scale single building, can be divided and combined
- Support the independent naming of enterprises to meet the needs of street display

Matching Demand with Product Carriers: Based on industrial positioning, we conducted interviews with target enterprises and provided customized product carriers according to their needs. At the same time, considering the short- and long-term development of the park and the uncertainty of incoming industries, we reserved flexibility and compatibility in the spatial plan to ensure rapid settlement of enterprises and achieve industrial revival.

09 VITALITY RETURN

EMPLOYEES: 26,800 - 31,100

Method Ⅰ: Benchmarking

10 Cases	Typical science and technology innovation industrial parks.
Linear Regression	Employed population / Planning area ratio.
Target Population	4.8% in Hongshan County, Approximately, **26,800 - 28,500**.

Method Ⅱ: Simulation

Building area of Technology Company **≈18,600 People**	**Total Population 31,100**
Building area of Service Company **≈12,500 People**	

RESIDENTS: 28,100 - 32,700

Jobs-housing Balance Method

Resident Population=
Residential-employment + Family Members

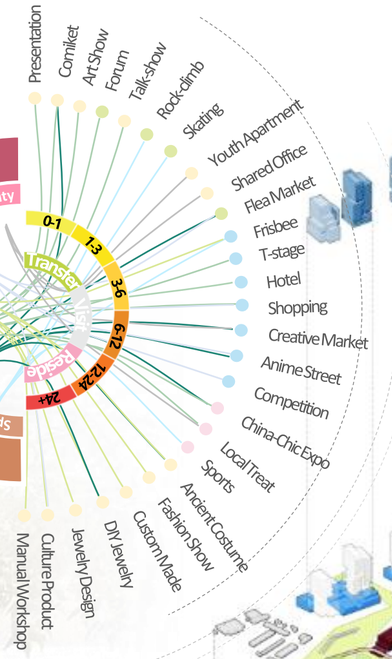
Residential-employment	Family Members
Employed population × Jobs-housing ratio(0.75)	Residential-employment × Factor of family member(0.4)

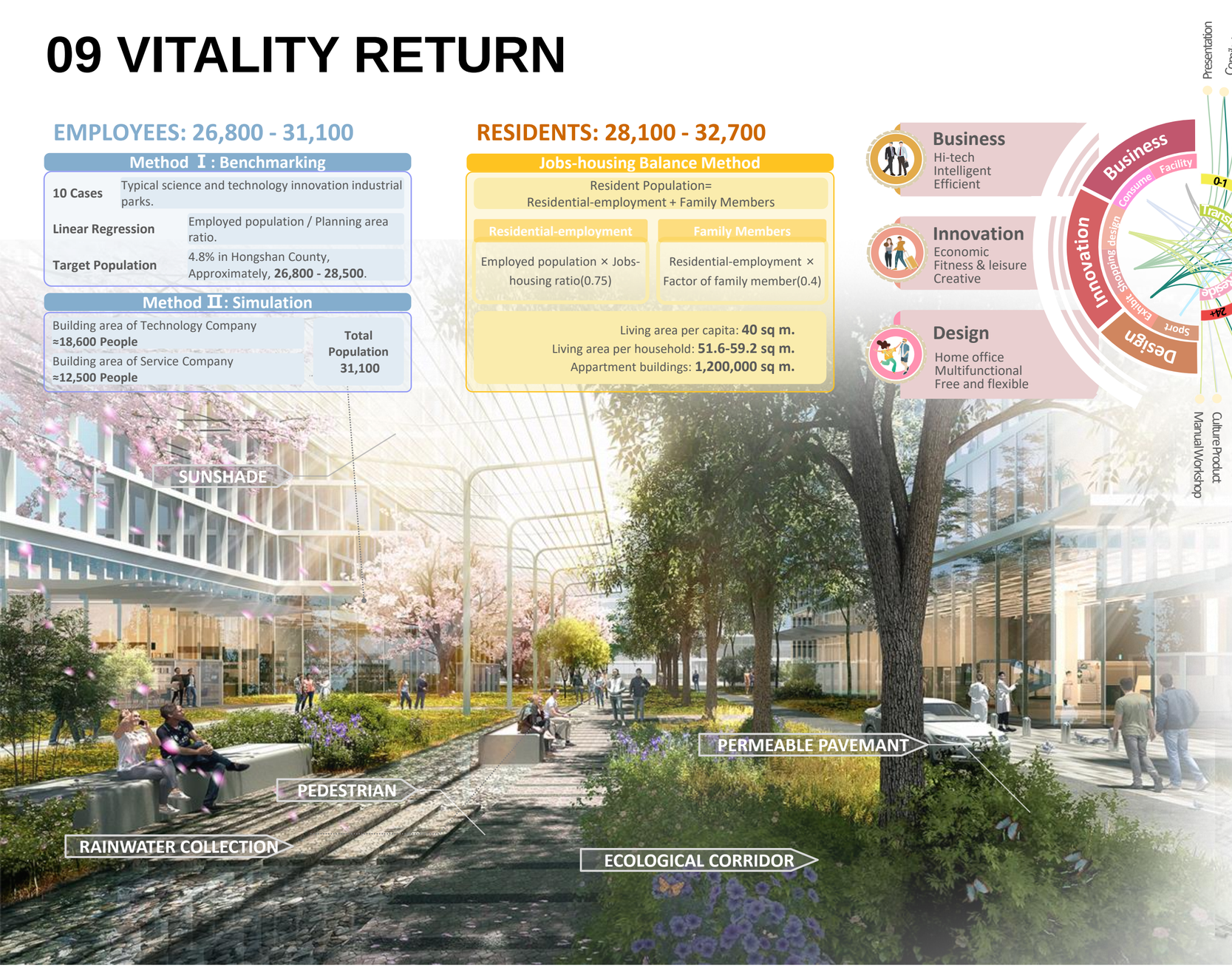
Living area per capita: **40 sq m.**
Living area per household: **51.6-59.2 sq m.**
Appartment buildings: **1,200,000 sq m.**

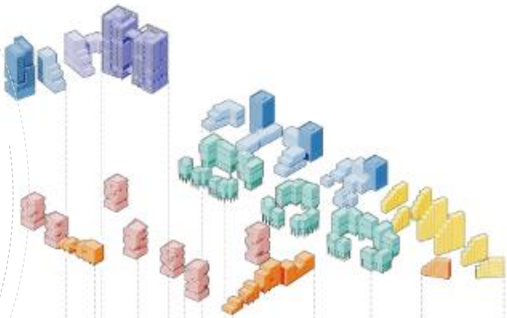
Business
Hi-tech
Intelligent
Efficient

Innovation
Economic
Fitness & leisure
Creative

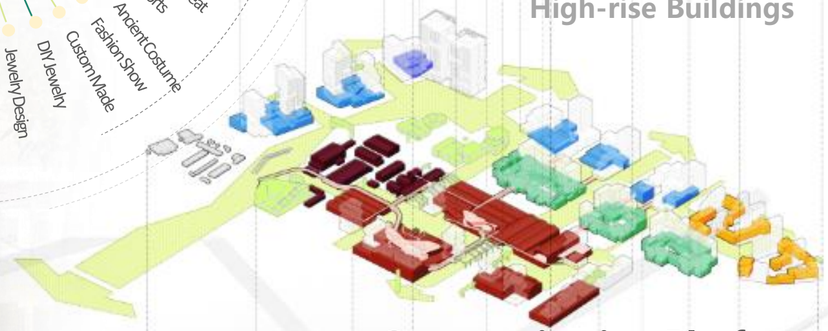
Design
Home office
Multifunctional
Free and flexible



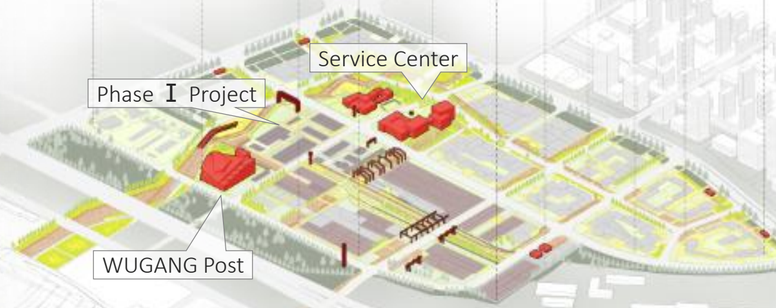




Composition Space
High-rise Buildings



Communication Platform
Low-rise Buildings



Vitality Network
Landscape

Diversified Public Base: Create a public base that meets the diverse needs of various groups, transforming large-scale spaces serving production into human-centric, climate-adaptable spaces. Considering Wuhan's hot and rainy summers, the plan sets public service functions on the first two floors of most buildings and connects them with outdoor shading and rain protection facilities, forming a dynamic base with vertically stacked functions and a horizontally interconnected landscape network.

10 VITALITY RETURN

Flexible Use of Factory Buildings

Make use of industrial relics to revitalize and display the historical background and industrial characteristics of industrial plants.

Humanized Regeneration

Interactive Device

Use AR/VR technology to provide virtual tour, interactive projection, VR scene experience and other innovative services.

Flexible Interactive Spaces: Flexibly segment large-scale workshops to reduce indoor space scale and convert them into vibrant places for meetings, exhibitions, and shared offices. Combine chimneys, gantry cranes, and other structures to create unique outdoor activity spaces. Host concerts, gaming festivals, opening ceremonies, and other holiday events, using digital technology to vividly display the historical background and industrial features of the factory area, establishing the site as a prominent display gateway for Wuhan Railway Station and a living showcase of steel strength.