Study on the Path of Landscape Environment Design of "Characteristic Town"

Na ZHAO

Taizhou Vocational and Technical College, Jiangsu province, China
1191714095@QQ.Com

Keywords: Characteristic town; Design of the landscape environment; Path.

Abstract. With the rapid development of modern social economy, China has become the world's second largest country, accounting for 15% of the total global economy, China's urban and rural development has been to the integration stage of urban and rural areas, is facing a problem, that is, the city rich township poverty, the Old City village. The central government explicitly proposed the 2020 overall well-off, 2020 precision poverty alleviation, not only to the development of special towns, but also many areas of the town to livable, pleasant, and appropriate tourism for the construction of the goal, so the characteristics of the town landscape environment construction play an irreplaceable role. Based on the theoretical knowledge, working experience and field investigation, the author analyzes the realization path of the design of the landscape environment in the special town for reference.

The Background of the Development of Special Towns

Characteristics of the town originated in Hangzhou,Zhejiang, cloud-dwelling town was first mentioned in 2014, after living and construction department in 2016 years, such as the three ministries force push, this in the block economy and regional economy based on the development of innovative economic model, is the supply side reform of Zhejiang practice. The characteristic town is the innovation exploration and the successful practice in the new historical period, the new development stage. In April 2015, Zhejiang provincial government issued "on speeding up the characteristics of small town planning and construction of the guidance" for the first time,then the "characteristics of small town" concept has been defined, the small town is relatively independent from the urban area, with a clear industrial positioning, cultural connotations, tourism and a certain community functions of the development space platform, different from the Administrative division unit and Industrial Park. " At present, the country has built more than 400 characteristics of small towns, in such a context, it puts forward the new requirement and intension to the characteristic town landscape environment construction, it involves more content and more difficulty, so it is necessary to have the guideline and method of guiding meaning in the actual operation process, so as to effectively guarantee the quality of the design of the landscape environment of the special town. and further promote the overall construction of the small town.

The Connotation of Landscape Design in Special Towns

Chinese Green Cross's teacher who named Liao Xingchen proposed: "Small town is the enlargement of the village, not the epitome of the city; The town is the revival of traditional handicraft, not the city equipment enterprise's countryside; Small town is the activation and restoration of the original state, not the feast of the real estate, the town is a modern community, not a closed countryside. The general interpretation of the characteristics of the town construction direction, which requires close integration of the local ecological environment and social environment development characteristics, follow the natural rules, the greatest degree of protection of natural features, integrated use of natural landscape elements, human landscape elements and economic landscape elements, including all the conditions. Therefore, the design of the characteristics of the small town to meet the natural landscape functional and social landscape characteristics of the program.
The Path of the Design and Realization of the Characteristic Town Landscape

The Fusion of Regional Cultural Characteristics

The regional culture is the special culture that the local people accumulate in the productive life for thousands of years, it embodies the historical and cultural style of the region, and is the precious spiritual wealth of the local. In the "characteristic town" landscape design process, designers should fully understand the local folk tales, historical celebrities, folk customs and so on, especially in some special historical period occurred in the major events, thus, on this basis can design a number of galleries, experience venues, etc. To enhance the tourists' understanding of local culture and the participation of production and life behavior, the new folk cultural activities can be further derived according to the needs of modern life and modern industry.

Application of Ecological Environmental Protection Measures

Ecological environment is the basis for people to survive, so the era of destroying the ecological environment in exchange for economic benefits has ceased to exist. When General Secretary Xi Jinping talked about environmental protection, he put forward that "Green Mountain is Golden Hill," which vividly expresses the importance of ecological civilization. Many "characteristic towns" are located between urban and rural areas, with innate natural conditions, such as farmland, water systems, wetlands, In the process of its landscape design, designers should uphold the concept of environmental protection, to eliminate deforestation, fill lake landscaping and other practices that violate the natural law. We should consider how to use or extend these natural elements into the landscape design scheme, and combine the advanced environmental protection technology to promote the organic integration of natural environment and Humane Society. Strengthen the regional water storage capacity, so as to "Tao Nature", "Heaven and Man Unity" landscape effect.

The Presentation of Humanistic Care

Since the development of human civilization, people's life rhythm and way has undergone tremendous changes, the quality of life requirements are increasing. Considering the landscape planning of "characteristic town", we should take full account of the needs of people's living and production in this area. Such as transportation convenience, orderly management, complete living facilities and other issues. Therefore, in the landscape design process, designers for the consideration of how to adjust the unscientific route, how to repair some old buildings, how to use the Logo Guide to guide civilized and healthy living habits, how to improve barrier-free design, how to improve the greening environment and the formation of micro-climate, etc is necessary, so that people with disabilities to participate in the relevant social activities.

The Embodiment of Aesthetic Emotion

Like colleagues, everyone has a different temperament, people often used noble, elegant, gentle, quiet, fashionable, sexy, imposing and so on commendatory words to express a person's temperament characteristics, and "Characteristic small town" also should have certain temperament, or simple elegant, or traditional quiet, or modern prosperous, or pastoral nature, etc. In view of landscape design, it can be expressed by using relevant specific materials, shapes, graphs, patterns and so on, so as to embody the specific texture effect and embody the temperament characteristics of the region. Therefore, the designer in the design landscape plan, should be solid for "characteristics of small town" to focus on the development of related industries to carry out the theme of landscape design style research, so as to give more accurate aesthetic positioning. For example, Wuxi Lingshan town, "Gently bay " landscape design, backer of the lake, into the Jiangnan town, the unique water system, planning the "grain", "one street", "one hall" the main function of the layout, and then with the Zen meaning of the name, not only embodies a flower a world philosophy, but also people's leisure vacation "clearance, Pure Land, clean water" good place.
Conclusion
The development of "characteristic town" is a specific stage of the development of urban and rural integration in China, and the landscape design of the town bears the connotation and extension of life and production, which has irreplaceable role in improving the quality of life and economic development. It is the glorious mission of the people in the industry to do well in the landscape planning and design of "characteristic town". Therefore, we should adhere to the principle of "people-oriented" on the basis of respecting the natural rules, and give full play to the active initiative to promote the healthy development of "characteristic town".

References
[1] Chen Beirong, a study on the landscape design of town with urban characteristics--taking Suzhou Lu Zhi Zhen as an example [J]. Urban geography, 2016 (24).