

Construction of site selection evaluation system of Garden Shows in China based on urban developing goals

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Garden show originated in Europe is a city event of festival characteristic about landscape and garden exhibition. It was officially introduced to China as Kunming International Horticultural Exposition of 1999 which was highly praised. The garden shows in China mainly include 4 International Horticultural Expositions (since 1999 about every four years), 11 China International Flower Expos (since 1997 every two years), 8 China Flower Expos (since 1987 every four years) and 3 China Virescence Expos (since 2005 every four years).

As great city events, garden shows play important roles in city spatial development. Garden shows' site selection can express the strategic intent to the host city, the function requirement of garden shows and an important effect factor for the garden shows to achieve the established urban developing goals.

According to the host city's urban planning goals, we analyzed several typical cases and categorized the site selections' function into four types: the garden show site selections for exhibition and sell, for inner city renewal, for new area construction and for scenic forest exploitation. Each type of site selections' function has been clarified in three aspects: the distance from the city, the suitable scale and the specific function in both city life and city development. And as great city events, there is possibility for garden shows site selection to learn from Expo, so we took the site reselection of 2010 Shanghai World Expo as an example to explain the tendency

between the inner city renewal and new area construction in specific urban planning background.

With the classification criteria, we had preliminarily established the site selection evaluation system of garden shows in China based on urban developing goals. Because the influence factors are comprehensive and complicated, this system essentially includes four principal aspects, they are socio-economic level of host city, planning strategy demand, original environmental condition of the site and special condition X, each can be divided into three or four parts.

The socio-economic level of host city is basic evaluation of whether the city can ensure the construction investments, guarantee the tourism source and how the garden shows benefit the urbanization. The datas collected including urbanization rate, annual GDP (RMB billion), per capita disposable income (RMB) and primary source market.

The planning strategy demand indicates the relationship between the garden show site selection and the developing goal of host city. There are three parts as the demand of urban master planning, the requirement of green space planning and the need of industrial transformation. The planning strategy demand enable us observe the garden show's function to the city, for example, whether it can enhance the urban area development, benefit ecology and replace backward industry.

The natural conditions of the site is a decisive factor for the cost of operation and maintenance. Also it will be much easier to form cultural characteristic if there is historical texture in garden show's location. The special condition X allows for certain flexibility in selecting the site, considering garden shows in China is more or less government-led, influenced by policy background. Taking Kunming Exposition of 1997 for example, Kunming was poor in both infrastructure and economy before the expo, it was the energetically support from the country make sure the success.

In this paper we used the site selection evaluation system above to analyses the 4 International Horticultural Expositions in China from 1999 to 2014 and 11 China International Flower Expos from 1997 to 2015. We found that: firstly, garden shows play different roles in specific stage of urbanization levels. When the urbanization rate is about 40% to 45%, the most obvious effect of hosting garden show is to enhance

the municipal infrastructure, especially the traffic infrastructure. When the urbanization rate is beyond 60%, as International Horticultural Exposition of 2011 in Xi'an and 2014 in Qingdao, the garden shows function is more of environmental management and new area construction. As the city landmark events, garden shows can also bring the industrial transformation. Secondly, there are some common success factors among the garden shows site selection of same object type, for example, a reasonable scale control of garden show main construction area can improve the tour experience during the garden show and reduce the difficulty of management after the show. Thirdly, take all previous garden shows into account, not all site selection is suitable for its host city. Some really cost wastes and increased the burden for citizen. Also, we suggested an examination and approval procedure for site selection evaluation system, referring to follow-up utilize patterns and scale controlling.

Garden shows in China have been in full wings these years, the construction of site selection evaluation system of garden show in China and its examination and approval procedure is one important research in China city event practice. It is helpful and necessary to quantify the impact factors for professional planning team seize key information timely and entirely. So the team can make the decision to the best of urban development. The quantification can also benefit information publication and consensus supervision, which can arouse the enthusiasm of all sectors of society.