

Greenway as the Vein, Forging a New Landscape of Cultural Tourism in the Park City

— Practice Case Study of Chengdu Tianfu Greenway



Chengdu Jinjiang Park Development Service Bureau
成都锦江公园发展服务局
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01

**Plans of
Tianfu Greenway**

Tianfu Greenway is a **KEY LEVER** for building Chengdu Park City Demonstration Zone



Tianfu Greenway System Plan

3 Levels Greenway

- Regional
- District
- Community

Total Length
16930 KM



成都市空间结构及天府绿道（主干）体系规划效果图

A linear green open space
connecting
Natural and Cultural Resources



Tianfu Greenway Integrates 8 Functions



Main Construction Contents of Tianfu Greenway



1) New Lanes

3-to-6-metre-wide slow traffic lanes for bicycles and pedestrians



2) Upgrading

Upgrading green belts alongside the slow mobility network



3) Service Station

Adding service stations (equipped with restrooms, changing rooms, luggage storage and retail services etc.)



4) Facility Renovating

Renovate lighting system, urban furniture etc.



5) Cultural & Sport Facility

Complete cultural and sports facilities adapting public needs

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02

Implementation Strategy



Challenge 1

How to guarantee this large-scale systematic project delivered?



Establish a Coordinated System for Implementation



第一章 总则

1.1 定义

1.2 适用范围

1.3 规划理念



成都市天府绿道建设导则 (试行)

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成都市城乡建设委员会 2017.12

Unified planning and phased implementation

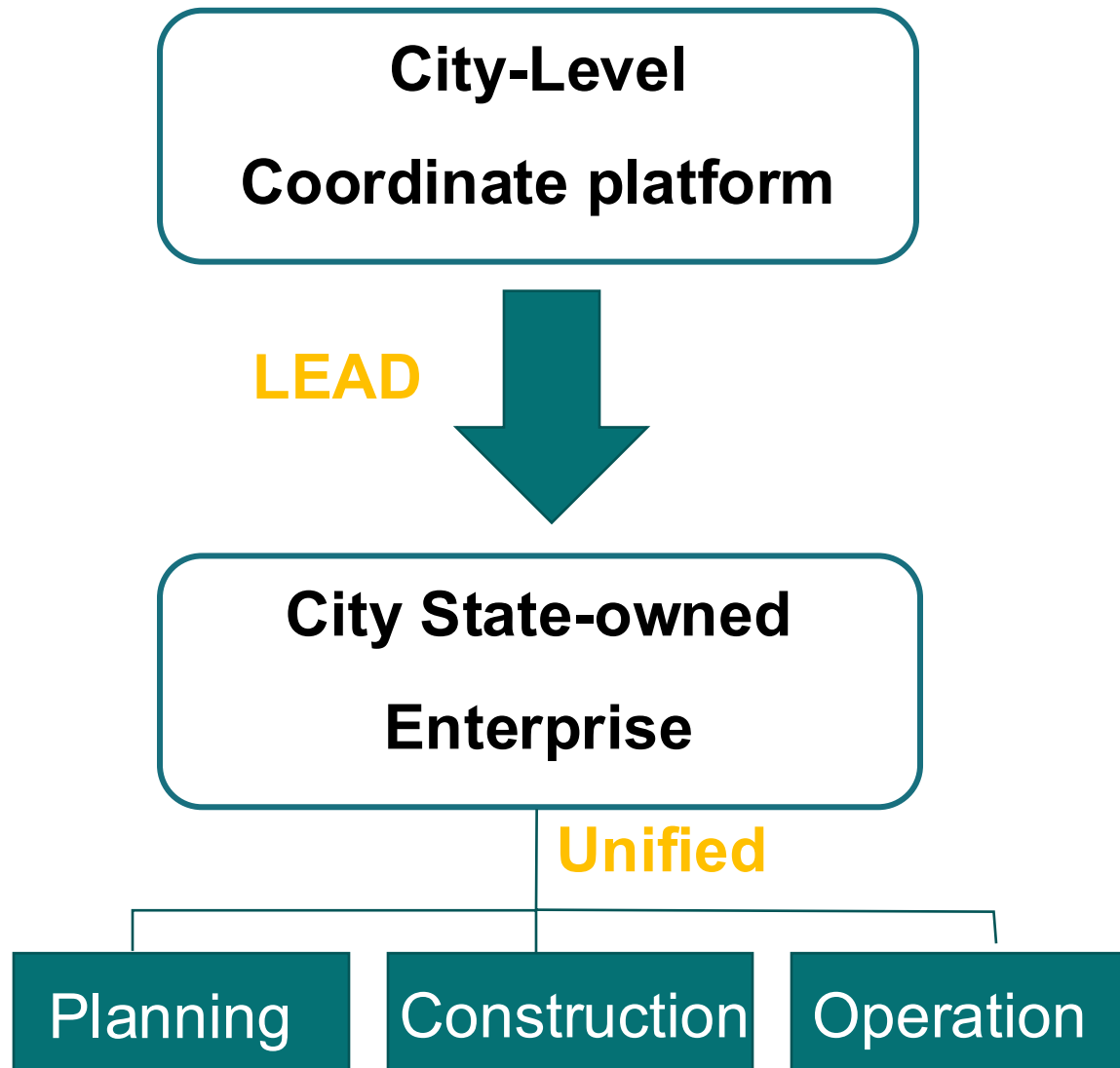
Government-led and tiered execution. The City government:

- takes charge of planning and guiding-policies
- coordinates greenway construction across the city
- Assigned construction by category and implemented at different administrative levels

Unified standards:

- Compiled and Issued technical specifications including <the Guidelines for the Construction of Tianfu Greenway>, Standardize the construction, management and maintenance of Tianfu Greenway.

Establish a Coordinated System for Implementation





Challenge 2

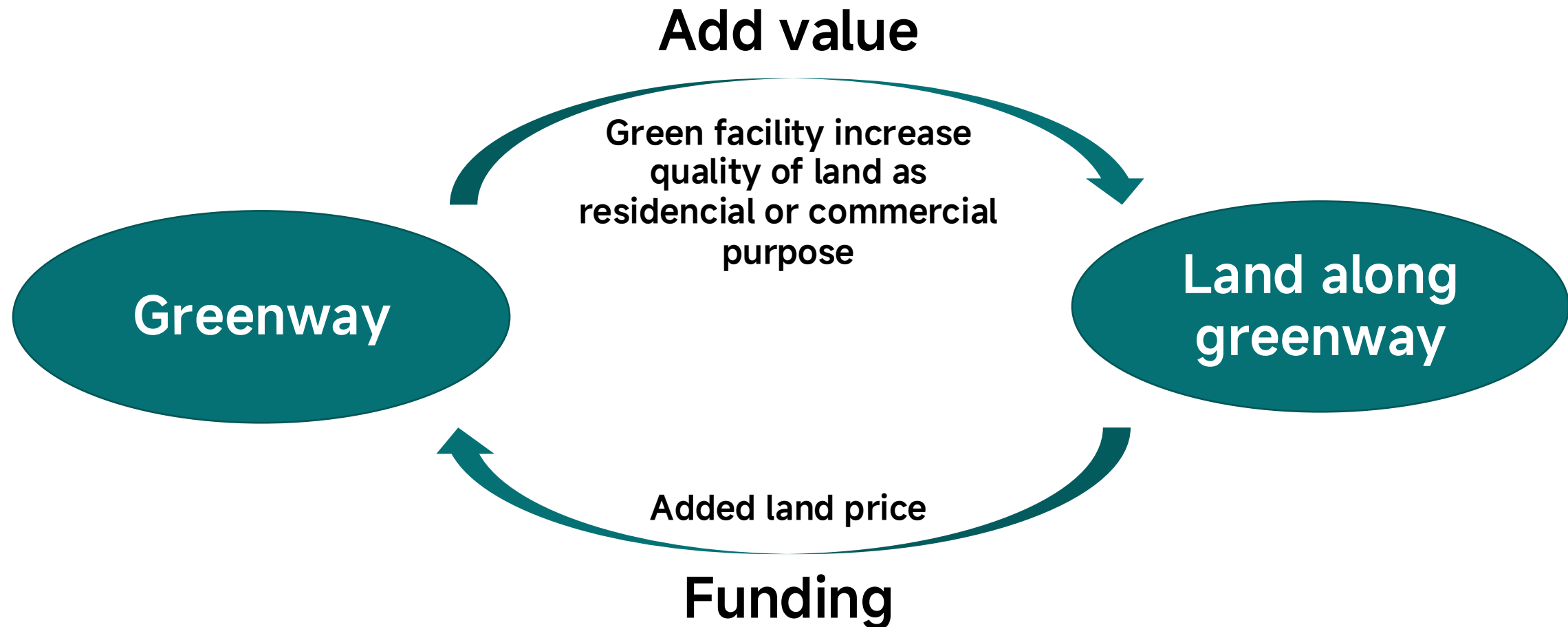
How to consistently fund the construction,
management and maintenance



Innovative Funding Balance System

Higher ecological value drives up commercial land values and inturn cover the construction

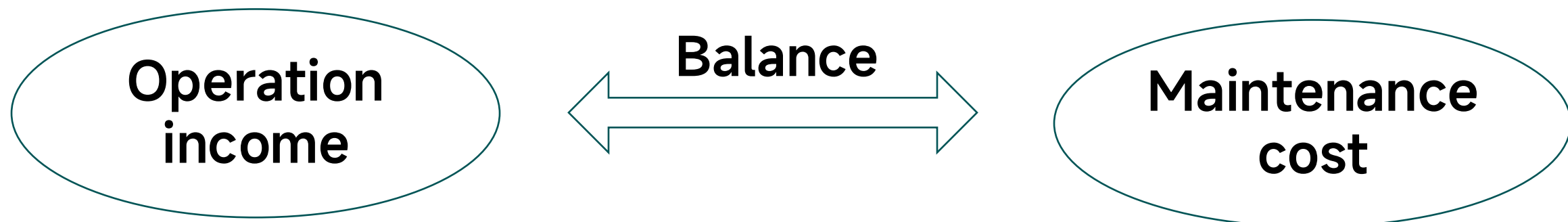
Construction



Innovative Funding Balance System

Operating revenues along the greenway to cover the management and maintenance costs

Maintenance





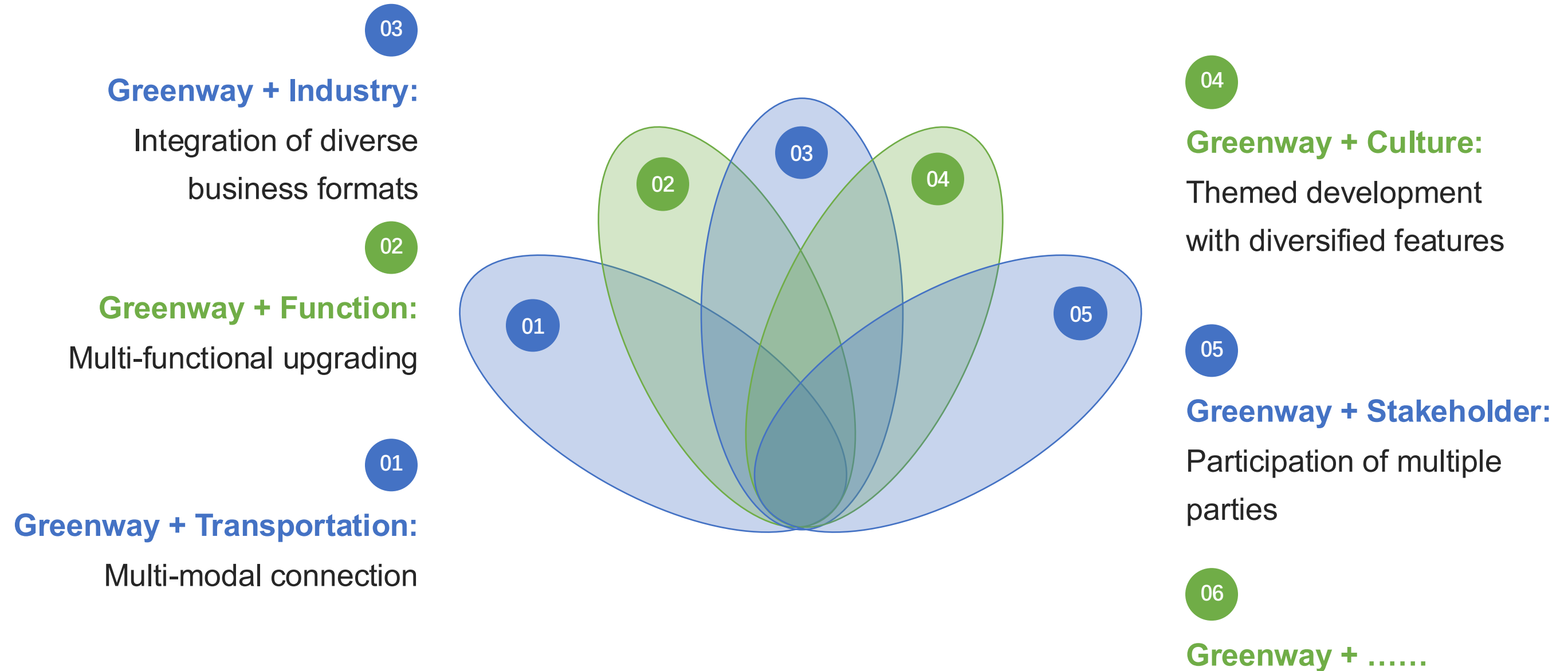
Challenge 3

How to raise the Income from greenway Operation



Integration Strategy: “Greenway+_____”

Develop diverse consumption scenarios



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03

Typical Examples

Chengdu Circular Ecological Zone (CEZ)





Jincheng Lake



100KM Cycling



Activity in the Colorful Rape Flower Sea

2023中国·成都天府绿道国际自行车赛

CHENGDU TIANFU GREENWAY INTERNATIONAL CYCLING RACE OF CHINA 2023

天府绿道环城生态公园绕圈赛



START
起点



China Chengdu Tianfu Greenway International Cycling Race



Beer Festival



Agriculture with Consumption & Social Value

Chengdu Jinjiang Greenway

Thousands of Years Jinjiang River Bringing Enduring Prosperity to Chengdu city



Qin Dynasty



Han Dynasty



Tang Dynasty



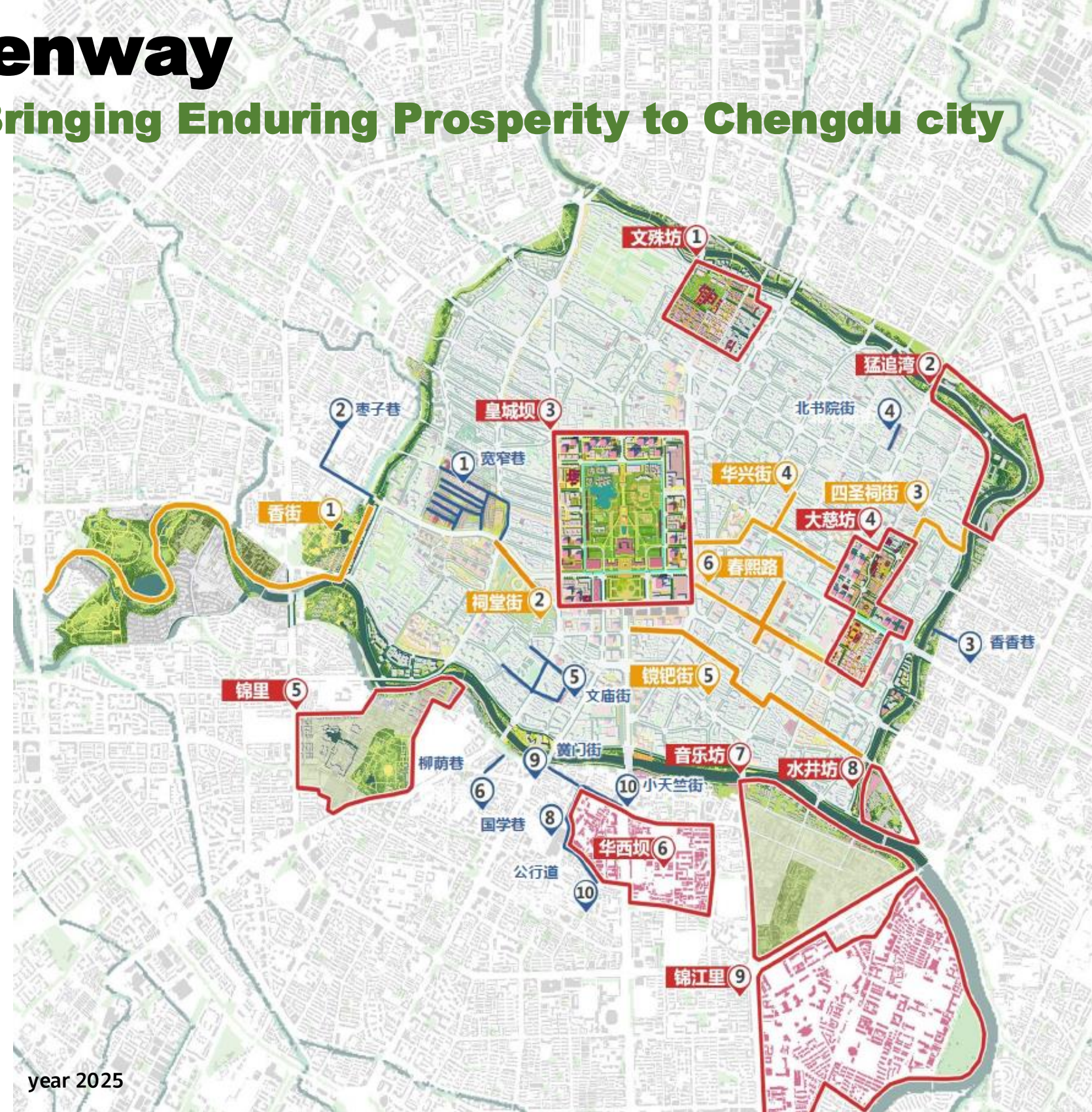
Song Dynasty



Ming Dynasty



Qing Dynasty



year 2025

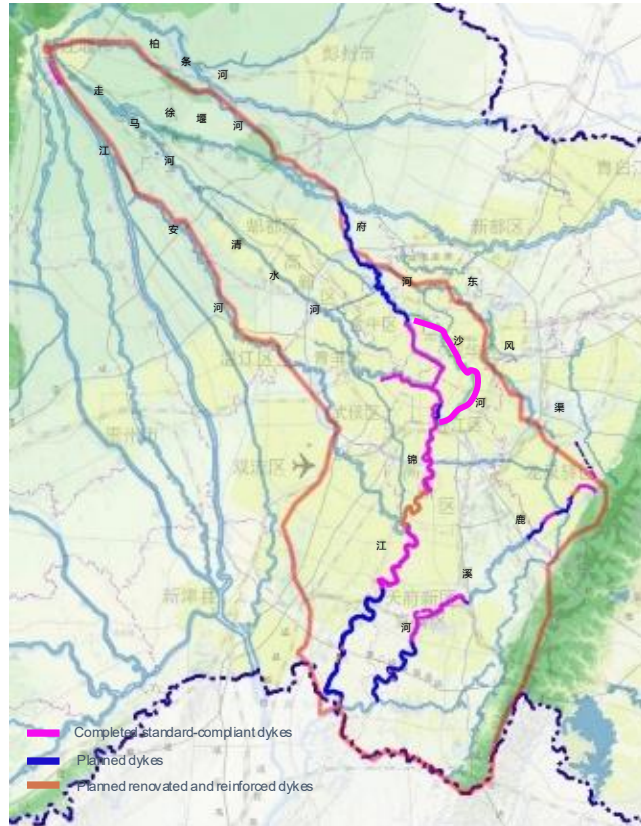
Chengdu Jinjiang Greenway

From Water Ecological Restoration to Integrated Riverfront

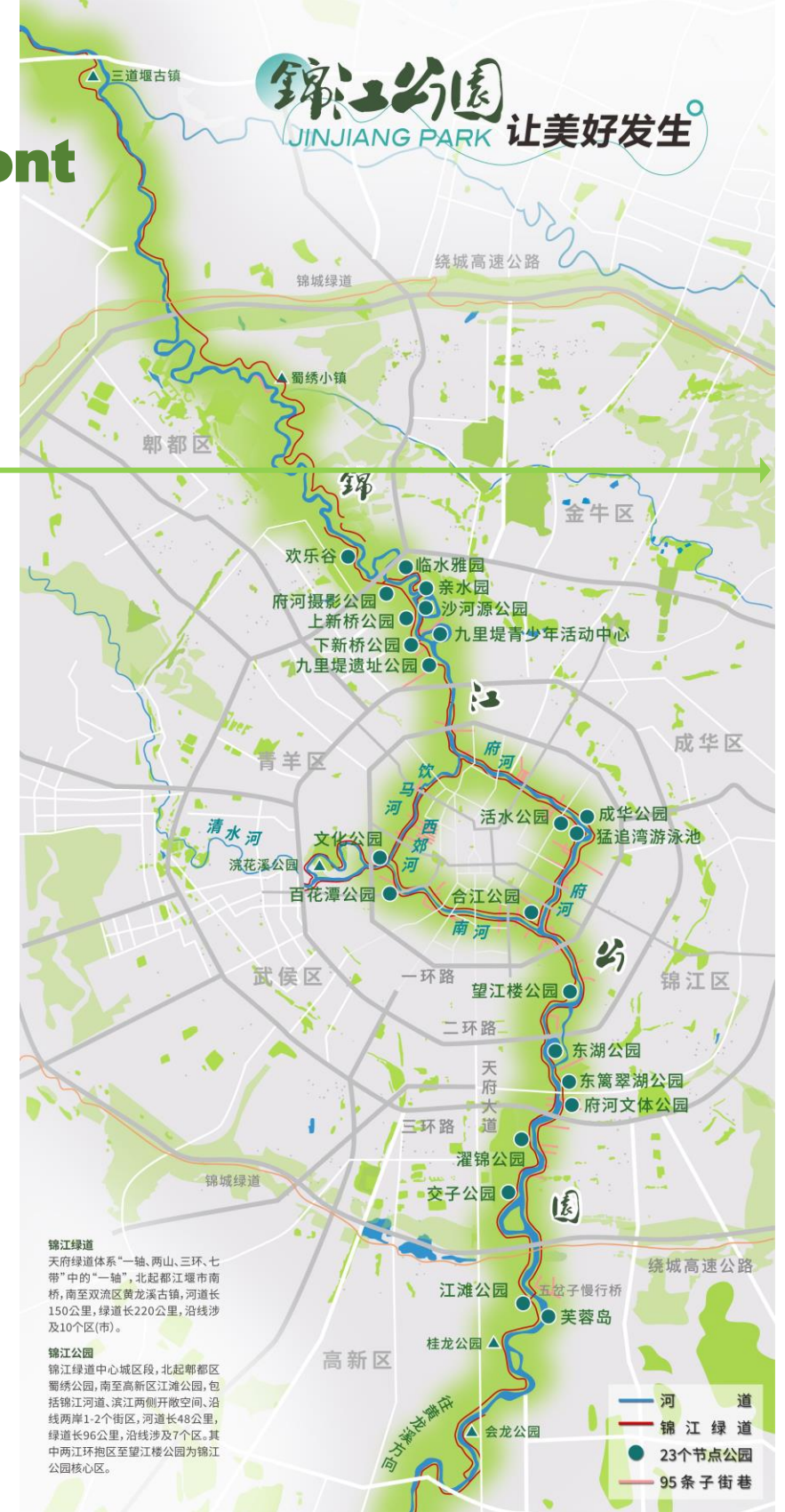
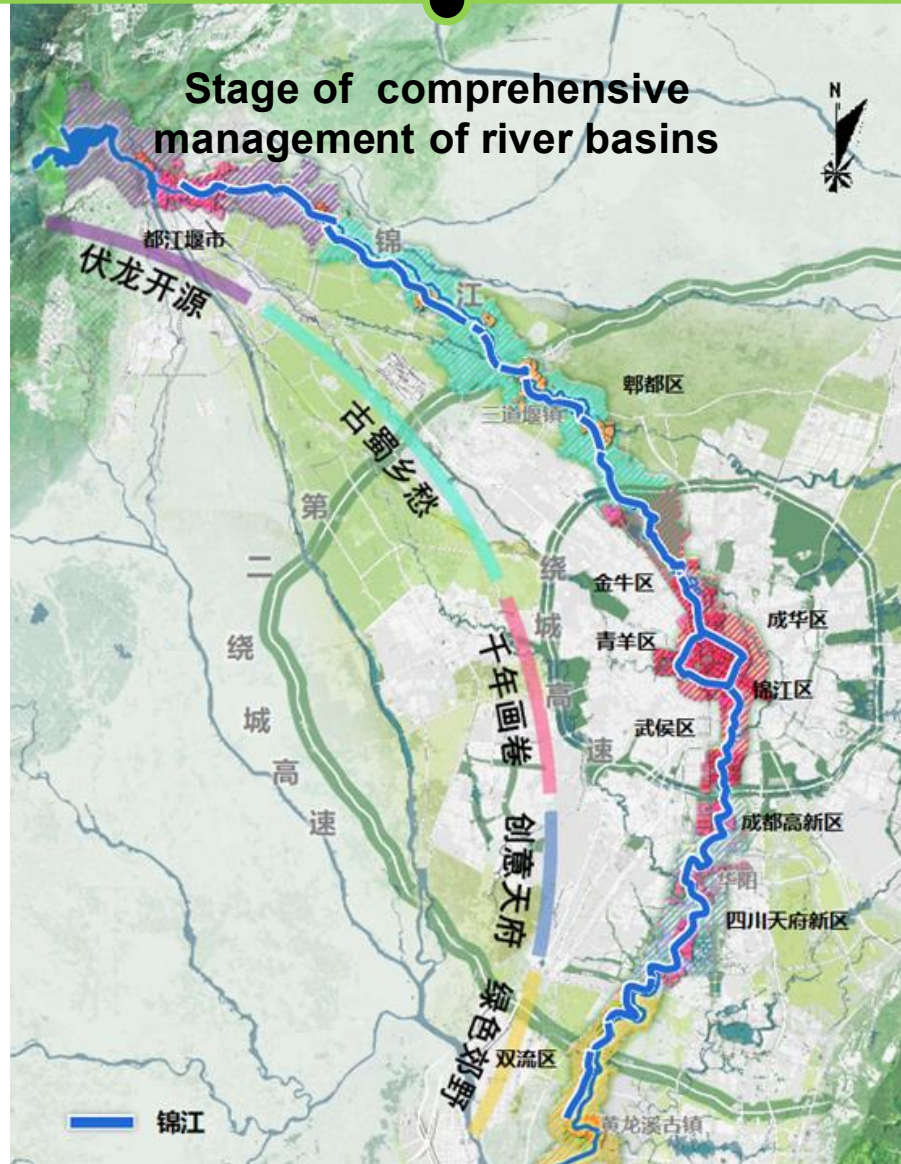
1992

2017

Stage of Water Ecological Restoration



Stage of comprehensive management of river basins





Heron at Jinjiang River



Cultural Relics nearby Jinjiang River



Suburb Jinjiang Greenway



Jinjiang Greenway **Bikeway**



Jinjiang Greenway **Pump Track**



World Police and Fire Games (WPFG)

Integrates traditional Chengdu tea culture with natural park landscapes



Living Water Park

Integrates Industrial parks , exclusive Bike&Running ways , Night markets



Guohua Street



Markets along Jinjiang Greenway

“Night Tour of Jinjiang”

Urban lighting, waterfront consumption and Bashu culture in one journey



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04

Recommendations

Ecological Value Transformation System

Chengdu has built a closed-loop system



Construction of green infrastructure



Improvement of public space quality



Transformation of natural ecological value



Creation of cultural and tourism scenarios



Better lifestyle shared by all residents

Ecological Space

Consumption Scenarios

Industrial Development

Urban Attractiveness

Population and Economic Growth

FeedBack to the Construction of Public Infrastructure

Welcome to Chengdu

□ Ride along the greenway,
Take a night cruise on the Jinjiang River,
Experience the diverse vitality of Chinese-style modernization

