

## Land Layout and Urban Design of New Cities in Underdeveloped Areas of China: A Case Study of Xixian New Area

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**Abstract :** China has experienced a very fast urbanization process in the past two decades. Due to the uncoordinated characteristics of regional development in China, a large number of people from rural areas or small towns have flooded into regional central cities, which are building new cities around them due to the shortage of construction land or the need for urban development. However, the construction of some new cities has not achieved the expected effect, the absorption capacity of industry and population is limited, and the phenomenon of capital and land waste is obvious. This paper takes the Xixian New Area in Shaanxi Province, an inland region in Northwest China, as an example, and tries to analyse the reasons for the lack of vitality in the current situation of the Xixian New Area from the perspective of site layout and urban design, analyses the practical experience of the construction of new city cores in developed countries and regions, and studies how to optimise at the level of site layout planning and urban design to improve the vitality and attractiveness of the new city, decongest the population of large cities, effectively solve the problems of large cities, and promote The study will also examine how to optimise land use planning and urban design to enhance the vitality and attractiveness of new cities, relieve the population of large cities, effectively solve the problems of large cities and promote sustainable development of new cities. The study can serve as a reference for urban planners and policy makers, provide theoretical assistance for new city construction in other less developed regions of China, and provide some case references for urban construction in other developing countries undergoing rapid urbanisation.

**Keywords :** new city, land use layout, urban design, attraction

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