

Optimization of Commercial Gray Space along the Street from the Perspective of Vitality Construction

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Abstract : Nowadays, China's consumption pattern is entering the "experience era"; people's consumption behavior is no longer simply "buy, buy, buy" but the transition from "consumption in space" to "consumption of space". The street is a basic public product and an important public space in the city, and commerce along the street is an important space for people to consume in the "experience era". Therefore, in this way, it is particularly important to create the vitality of the gray space along the street. From the perspective of vitality construction, this paper takes Sha Zheng Street in Chongqing as the empirical object, combined with the theoretical knowledge of behavioral architecture, and based on the current situation of the commercial gray space along Sha Zheng Street, this paper explores the influence factors and the constraints behind the spatial vitality and then puts forward a general strategy to improve the spatial vitality of the commercial gray space along the street. The author hopes that through the exploration of the vitality of commercial gray space along the street, environmental design can be introduced into the integrated design vision of the urban public environment, and the urban designers can be inspired to create a street environment with a living atmosphere with a small start.

Keywords : vitality creation, gray space, street commerce, sha zheng street

Conference Title : ICUDD 2023 : International Conference on Urban Design and Development

Conference Location : Bali, Indonesia

Conference Dates : October 23-24, 2023