# Research on Characteristics and Inventory Planning Counter-Measure of Mature Industrial Zones in the Background of China's New Normal

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**Abstract :** Industrial zones have made significant contributions to the economic development of Chinese urban areas for decades. In the background of China's New Normal, numbers of mature industrial zones are stepping into a new stage of inventory development instead of increment development. The aim of this study is to discover new characteristics and problems and corresponding inventory planning guidance of mature industrial zones. A case of Yangzhou Hi-Tech Industrial Development Zone is reported in this study. Based on a historical analysis and data analysis of land-use, it is found that land-use of the zone is near saturation and signs of land updating have begun to appear. It is observed that the zone is facing problems including disorder of land development, low economic productivity and single function. Through the data of economic output, tax contribution, industrial category, industry life cycle and environmental influence, a comprehensive assessment based on two dimensions, economic benefits and industrial matchup, is made upon every parcel in the zone. According to the assessment, the zone is divided into spatial units of the update with specific planning guidance. It comes to a conclusion as four directions of inventory planning guidance in mature industrial zones: moving industries with poor economic benefit and negative environmental influence, adding urban function and new industrial function to the zone, optimizing the function of important space, and restricting the mass layout of the real estate industry to provide space for industrial upgrading.