

## Research on Planning Strategy of Characteristic Town from the Perspective of Ecological Concept: A Case Study on Hangzhou Dream Town in Zhejiang

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**Abstract :** Under the new normal situation, some urban spaces with the industrial base and regional features in Zhejiang, China have been selected to build a characteristic town, a kind of environmentally-friendly development platform with city-industry integrated, in an attempt to achieve the most optimized layout of productivity with the least space resource. After analysis on the connotation, mechanism and mode of characteristic town in Zhejiang, it is suggested in this paper that characteristic town should take improving the regional ecological environment as an important object in planning strategy from the perspective of ecological concept. Improved environmental quality, optimized resource allocation, and compact industrial distribution should be realized so as to drive the regional green and sustainable development. Finally, this paper analyzes location selection, industrial distribution, spatial organization and environment construction based on the exploration of the dream town of Zhejiang province, the first batch of provincial-level characteristic towns to demonstrate how to apply the ecological concept to the design of characteristic town.

**Keywords :** characteristic town, ecological concept, Hangzhou dream town, planning strategy

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