



Study on the Change and Development Strategy of the Industrial Zone in the Eastern Suburbs of Chengdu from the Perspective of Urban Renewal

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Abstract

Urban renewal is on the agenda as China's cities continue to expand and old industries remain in urban centers, hindering the construction of new urbanization. However, these industrial heritages have not been effectively utilized due to lack of protection. During the 40 years of reform and opening up, the label of Chengdu has changed from industrial civilization to livable city. In this process, Chengdu has not only completed the economic take-off, but also promoted the transformation and development of the city. As the cradle of Chengdu industrial base, the eastern suburb industrial zone of Chengdu has experienced four stages of development, prosperity, decline and relocation. With the introduction of "Chengdu Excellent Modern Architecture Protection Plan", it began to be preserved as an industrial heritage. Taking the eastern suburb industrial zone of Chengdu as an example, this paper summarizes the evolution process of the eastern suburb industrial zone of Chengdu in combination with urban transportation, and puts forward the possibility of future transformation, innovation and development strategy through summarizing the existing problems.

Subject Areas

Urban Planning

Keywords

Urban Renewal, Eastern Suburbs of Chengdu, Transition, The Development Strategy

1. Introduction

Urban renewal refers to the necessary adjustment and transformation of the areas in the city that can no longer meet the needs of the current social and economic life development [1]. In recent years, China's industrialization has developed rapidly and has entered the later stage of industrialization as a whole [2]. With the adjustment of industrial structure in many cities, a large number of original factories, mining areas, stations and workshops have been abandoned or left idle, becoming functional spaces that need to be updated in cities. Strengthening the protection and utilization of industrial heritage sites has become an important part of urban renewal and development in China at present and in the future [3].

In June 2020, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the State-owned Assets Supervision and Administration Commission of the State Council and other five departments jointly issued a notice on the Implementation Plan for Promoting the Protection and Utilization of Industrial Heritage in Old Industrial Cities [4], calling for promoting urban renewal and transformation and exploring new paths for the transformation and development of old industrial cities. In November 2019, Xi Jinping, General Secretary of the Communist Party of China (CPC), visited Shanghai's Yangpu District and stressed the need to transform the rust belt into a life show belt.

The industrial zone in the eastern suburbs of Chengdu is a typical case, where the old factories not only witness the economic development of Chengdu in the industrial era since the 1950s, but also bear the industrial history of Chengdu and the life and growth of several generations of people [5]. For the old Chengdu people, it is a place of reminiscence about the burning days of passion, while for the young it is a mecca of industrial fashion stamped with 798 in Beijing. Although the era of industrial rise in the eastern suburb of Chengdu has passed, its prosperity has witnessed its prosperity and glory [6]. This paper selects the representative area of industrial civilization creative transformation, Eastern suburb industrial zone of Chengdu, and summarizes the successful concept of the development of eastern suburb industrial zone of Chengdu by reviewing and sorting out its great changes during the 40 years of reform and opening up [7].

2. General Situation of Eastern Suburb Industrial Zone of Chengdu

2.1. Basic Situation

Chengdu Eastern Suburb Industrial Park is a cultural industrial park invested by Chengdu Media Group. It is an industrial site renovation project, covering an area of about 180,000 square meters, and is located in the second east section of the Second Ring Road, Chenghua District, Chengdu [8]. By analysis, the location conditions of Chengdu Eastern Suburb Industrial Park are very superior, and the protection and development is convenient.

From the 1950s to the early 1990s, the industrial zone in the eastern suburbs of Chengdu was an important national electronics industry and national defense industry center, which created the brilliance of Chengdu industry [9]. With the economic development, the eastern suburb industrial zone has become the city's criticism, such as increasing pollution, changing the microclimate, affecting the living environment, damage to the overall image of the city and so on. Therefore, Chengdu Municipal Party Committee and Government made a major decision of "east transfer" in 2001: relocation of a large number of industrial enterprises, vacating a large number of industrial land, in 5 to 10 years to promote the overall reconstruction of the eastern suburbs through the re-planning and construction of the land after the enterprises moved out, and improve the impression of the eastern suburbs. Dongjiao Memory is one of the most successful cases, the predecessor is Chengdu state-owned Hongguang Electronic Tube Factory (code 773 factory, box 106), now has become a very post-modern characteristics of cultural and creative industrial park.

2.2. General Situation of Development

Fashionable cultural entertainment industry, with Chengdu advanced music technology industry as the background [10], provides a strong market support for the development of industrial zone, make it slowly with music as the theme of the fashion district, put forward "industrial civilization, modern genetic, music culture, fashion elements, open neighborhood, city business card, for the future, sustainable development" planning. This analysis of Eastern Suburb Industrial Zone of Chengdu can lay a foundation for subsequent planning and management strategies.

3. Historical Changes of Industrial Zone in Eastern Suburb of Chengdu

The modern industrial civilization of Chengdu began with the Westernization Movement and was listed as one of the national key industrial construction cities in the national "First Five-Year Plan" in 1956. Eastern suburb as the birthplace of the industrial base of Chengdu, has experienced a "third line construction" and "three line relocating" preliminary stage, in the late 1970s entered the development stage, in the late 1990s, the eastern industrial base because of benefit and competitiveness, gradually entered the terminal decline, the beginning of the 21st century Renaissance. In the historical evolution from use to waste, its economic, cultural, historical, scientific and educational values cannot be protected and utilized.

3.1. Stage 1: Initial Development Period

New China was just founded, Chengdu-Chongqing railway, Baocheng railway successively opened (as shown in **Figure 1**), the national investment in Chengdu construction of the large number of state-owned enterprises, three line construction



Figure 1. Freight train tracks in the eastern suburbs of Chengdu.

and later from the northeast to move a group of companies, many of them are placed in the eastern suburb of Chengdu, Chengdu eastern factories and machines roar, a thriving production busy scene. Red light factory as one of the key project of “156” Soviet assistance, completed and put into operation in 1958, it is famous for production oscilloscope and tube, it is the first black and white picture tube and the birthplace of the first projection tube, also is in the “Shougang are north, south have red” widely recognized large factories.

3.2. Stage 2: Peak Development Period

In the early days of reform and opening up, all walks of life were in ruins. Chengdu eastern suburb industrial zone vigorously develops industry, so as to accelerate the urbanization process, that is to say, through industrial development, the economy is used to vigorously build the city appearance construction, expand roads, increase factories, strive to build physical public facilities, and take the road of extension development. In the planned economy to market economy in the eighties, even in the whole market economy a huge impact on the traditional state-owned industrial giant depression of the background, the red light still through constant reform and development, created one after another brilliant sales performance, in 1993, enterprise restructuring to become a red light industrial co., LTD., its sales and profit is still growing, And maintained the leading position of electronic beam tube science and technology in China at that time (**Figure 2**).

3.3. Stage 3: Winter

However, limited by the external market competition and its own equipment aging, poor management and many other problems, the company has fallen into serious business difficulties after listing in 1997, losses in successive years. Since then, the company has been restructured several times, and eventually more than 6000 employees of the original company have been laid off. The former glory of



Figure 2. Chengdu eastern suburb industrial zone red light plant.

the Hongguang Factory has completely disappeared, and it represents the epitome of the industrial zone in the eastern suburbs of Chengdu.

3.4. Stage 4: Renaissance Period

Is broken again, with overall development in Chengdu, 2001 in the east suburb of Chengdu municipal party committee, municipal government began to industrial structure adjustment, implement the strategy of carry out the “east” project, aimed at by “vacate basket change a bird”, “half astern into three” reverse industrial zone, east of a decaying, plan by 5 to 10 years, gradually moving in the east suburb of 169 large and medium-sized enterprises, At the same time, the original eastern suburb industry to obtain the nature of land use, regional transformation and upgrading. In December 2006, as pSCO Chengdu plant announced to suspend production, the five-year east transfer project basically ended. In 2005, Chengdu issued the “Chengdu Excellent Modern Architecture Protection Plan”, which enabled the old factories that were not moved in the east transfer project to be preserved as industrial heritage.

In 2009, Chengdu sorted out the distribution of industrial heritage in Chenghua District, and decided to retain some factories with distinctive industrial characteristics on the site of Hongguang Factory, and combine them with cultural and creative industries to build a music industry base. In May 2009, Chengdu Media Group signed a contract with China Mobile Sichuan Co., LTD., and China Mobile wireless music base settled in the Eastern suburb of Memory. At the end of 2010, the eastern suburb memory reconstruction project began construction, completely retaining the characteristics of industrial buildings in the planned economy era, while transforming various complex plant structures into commercial buildings. On September 29, 2011, the Eastern Suburb Memory Park officially opened. On November 1, 2012 officially upgrade renamed the eastern music park of Chengdu eastern memory, by the initial positioning of the “music park into a” living museum full of old industrial memory, a collection of music, drama, dance, film art with the old factory building in the integration of

both the base and a creative and leisure communion symbiosis tourism scenic spots. In July 2017, Chengdu National Central City Industrial Development Conference was held, announcing the construction of 66 industrial functional zones with clear leading industries and reasonable professional division of labor in the whole city. Among them, the eastern suburb cultural and creative agglomeration area located in the eastern suburb industrial zone of Chenghua District is one of them. In the same month, the distribution of industrial functional areas in the eastern suburbs of Chengdu was adjusted.

4. The Transformation Path Selection of the Eastern Suburb Industrial Zone of Chengdu

4.1. Driving Force of Industrial Transformation in Eastern Suburbs of Chengdu

1) Reinventing new Area: the reorganization of industrial space and residential space

Chengdu Eastern suburb industrial zone is located outside the east Second Ring Road of Chengdu. BRT second Ring Bus stops here, and there are many public transportation lines, so it has good transportation advantages. At present, there are 5 subway lines, no. 7, No. 8, No. 11, No. 14 and No. 32, with 10 planned stations, including 5 transfer stations. The subway lines are constructed along Zhonghuan Road, Chenghua Avenue, Shulong Road and Minking Road, and the “Tian” subway line network is basically formed in the industry. From the overall layout, the transformation of the old industrial zone combined with the overall development of the residential area, which greatly promoted the regional economic development, realized the reorganization of industrial space and residential space in a real sense, and became the internal driving force of the reform of the eastern suburb industrial zone.

2) Renewal of old industrial space: spatial relocation and innovation

Due to the needs of urban development, under the trend of large policy effect, the eastern suburb industrial zone must change the original mode to conform to the needs of urban development, and create music and leisure oriented street shops. At the same time, to create a reasonable and standardized event square, in order to facilitate the development of large-scale concerts and activities. This updates the area so that the space can be further utilized.

3) Adjusting industrial structure: responding to the needs of new urbanization construction

On the industry planning, as in the east suburb of Chengdu industrial park planning “two axis” three groups “a nuclear city space is an important part of production, industrial zone in locomotive, grain and pharmaceutical warehouse industrial heritage as a space such as the carrier, in Chengdu university of technology, university of electronic science and technology as support, personnel in colleges and universities in new creative business axis to avenue, central tour business for industry guide shaft development planning, Vigorously develop film, television, music and digital entertainment industries.

4.2. The Route Choice of Industrial Transformation in the Eastern Suburb of Chengdu

1) The industrial development of the eastern suburb industrial zone in the process of transformation

The tertiary industry mainly drives the consumption of the surrounding economy. The eastern suburb industrial area is mainly music-themed, with a small number of office areas as the core of development, resulting in the tertiary industry always at the end of the service industry. Therefore, building the surrounding real estate and office buildings is an important way of development, as well as taking the eastern suburb industrial zone as the cornerstone of high-end service industry, which can drive the urban economic development and improve people's quality of life in a real sense.

On the basis of the original industry to diversify the development of industry, east industrial zone in the future will be in the music industry promotion, promoting urban culture, urban tourism to broaden culture, art, literary and artistic creation, communication, on the basis of continuously enrich and improve creative cultural content, to improve and update old industrial zone, east industrial ecology development path, improve the quality of the formats, make its industrial culture more bright, It can well integrate its own historical and cultural characteristics and take the development of tourism industry and music culture industry as the diversified characteristics of the eastern suburb memory.

2) Break through the limitation of traditional industrial layout and implement industrial renewal and transformation

The inspiration of traditional industry to industrial transformation in eastern suburb industrial zone. On the one hand, the transformation of the eastern suburb industrial zone is mainly due to the importance of the regional location. Since the increasing population of Chenghua District is not conducive to the development of industrial production, the transformation into leisure service industry is an inevitable development direction. On the other hand, the development of Chenghua district needs to introduce new industries to stimulate the economic development of Chenghua District, so the development of new industries is a reference for the transformation of eastern suburbs industrial zone. The eastern suburb industrial zone is developed from the old industrial zone, and the surrounding environment has been updated and improved due to the way of "two backward and three forward" development.

Break through traditional industrial development and transform new industrial model. On the one hand, the concept of characteristic region is established to form the linkage between regions in the eastern suburb industrial area. Jumping out of the influence of street jurisdiction, the eastern suburb industrial zone should be built according to cultural creativity, and the corresponding creative industries should be gathered around the characteristics of the eastern suburb industrial zone, forming linkage in the diversification of industrial structure, complementing each other in the overall operation of the industry,

and fully amplifying the characteristics of the eastern suburb industrial zone. On the other hand, the establishment of a large business district, the formation of Jianshe Road and the east suburb industrial zone economic linkage. Break through the limited regional restrictions, extend to the city center, expand the influence of the eastern suburb industrial zone, gather more popularity.

3) The new model of industrial block and the new system of regional consumption

In order to further develop the creative industry and realize the new consumption system around the eastern suburb industrial zone, in the future development, the eastern suburb industrial zone will focus on building music culture blocks and cultural creative industries. The music culture block is mainly located on both sides of the Central Avenue and the central square, transforming the industrial zone into a service and leisure industry focusing on the development of music industry, which is very distinctive. To build cultural and creative industries, introduce art exhibition areas and creative restaurants and other industries into the east Music Park, innovate and develop on the basis of the basic pattern of previous consumption, stimulate consumer consumption with fresh industries, and build a new consumption system.

4.3. Suggestions on Transformation of Industrial Zone in Eastern Suburb of Chengdu

1) According to the characteristics of the eastern suburb industrial zone, a spatial pattern of tourism and cultural creativity should be formed

Because of the profound industrial culture in the eastern suburbs, it is of great significance to develop its historical and cultural resources. However, it cannot inherit and drive the development of regional economy and culture by exploiting the industrial culture unilaterally. For the transformation of eastern suburban industrial zone, it is necessary to develop a good office environment and provide a beautiful and quiet creative environment. From the point of view of industrial culture protection in the eastern suburbs, the development of industrial culture and cultural creativity are integrated together to form a development mode of tourism and cultural creativity in one.

2) The infrastructure construction of the eastern suburb industrial zone should be repair and a perfect spatial system should be form

In the process of the development of the eastern suburb industrial zone, we should fully consider the importance of spatial layout, increase the construction of infrastructure in the park, and make the service in the park more intimate. According to the spatial form in the park, a reasonable spatial system is constructed, and the service integration of the eastern suburb industrial zone is vigorously developed by using the infrastructure construction. Therefore, for the eastern suburb industrial zone, it is not only important to pay attention to industrial development, but also to the construction and change of spatial form, which is conducive to promoting the transformation and development of the eastern suburb industrial zone.

5. Development Strategy of Eastern Suburb Industrial Zone of Chengdu

5.1. Existing Problems of Industrial Zone in Eastern Suburb of Chengdu

1) Lack of sense of industrial place

In the eastern suburb of Chengdu, only 3 workshops are retained in the original area, and the industrial buildings in the surrounding area have been demolished, which objectively leads to the destruction of the spatial structure of the original factory. In the completely modern new environment, the single-family building looks a little thin, and it is difficult to form a good industrial atmosphere. In the recent renovation project, the building was used as a service center for the benefit of the people. Only part of the building was retained as a display function, and the outdoor steel structure gallery and outdoor sculpture were removed, which further weakened the surrounding industrial atmosphere. Eastern music park, as a creative industrial park, although regional atmosphere significantly, but the whole park business sense too thick, more design technique is based on the concept of artistic value rather than industrial, visitors are hard to feel the atmosphere of the industrial production and life of the 1950 s, industry into cause lack of inner relationship between industrial heritage and industrial park, industrial sites are spoiled by commercial sense.

2) Development model Tradition

The eastern suburb industrial zone is a government-led development project, which can effectively protect the industrial buildings, but the huge financial pressure of the government leads to the function transformation of the former and the excessive commercial development of the latter. However, similar to China Resources 24 City, the relocation land will be completely sold to developers for development, and the utilization method is single. Even if the protection strategy is put forward, it will be difficult to form an impact on the city due to the semi-closed management of the community and the semi-privatization of the industrial heritage. The relocation and transformation of industrial areas in the eastern suburbs led to the departure of factory workers. The relocation of the original residents and the new tenants brought great changes to the structure of residents in the eastern suburbs, making the eastern suburbs lack the social carrier to inherit its spirit and connotation. The material protection of the eastern suburbs ignores the protection of the common memory of the old eastern suburbs, which makes the industrial heritage of the eastern suburbs lack of social identity and sense of belonging.

5.2. Development Strategy of Eastern Suburb Industrial Zone of Chengdu

At present, the COVID-19 pandemic is still not over, global economic growth is sluggish, international economic and trade frictions are intensifying, and downward economic pressure is mounting. As the government work report of this

year's TWO sessions said, "At present and in the coming period, China faces unprecedented risks and challenges in its development." In such a special period, what is the significance of the Implementation Plan for Promoting the Protection and Utilization of Industrial Heritage in Old Industrial Cities issued by the State? According to international experience, strengthening the protection and development of industrial zones is conducive to promoting urban renewal and sustainable development, and has a wide range of economic, social and environmental benefits.

1) In-depth research, basic research before transformation plan

Before modification, investigation and research should be involved in eastern industrial zone, including the historical evolution, the surrounding environment, regional internal records of industrial heritage, etc, and based on this carries on the classification and value identification, is to determine which resources and reform of "heritage", which is give priority to in order to protect the "legacy". Fully consider the regional context of the industrial zone in the eastern suburbs of Chengdu, excavate the essential characteristics, avoid excessive commercial placement, and pay attention to the linkage between the industrial atmosphere and the overall industrial architectural heritage.

2) Policy guidance and market mechanism drive emerging industries

In the eastern industrial zone is in the process of "reborn", its introduced into greater China and the market main body, the implementation of embedded function reconstruction and content, to the value of brand, culture and economy, at the same time in the late development benefits to explore interest coordination mechanism, strengthening policy guidance and support, encourage enterprises to actively implement industrial heritage conservation use.

3) Deep integration, collective memory to help experience economy

Today, the eastern suburbs are famous for their memory. Bearing the traces of Chengdu's modern urban development and industrial civilization, the surrounding cultural and creative industries are gathering in the eastern suburb industrial zone. At present, Chenghua district formulated and issued "Industrial Civilization Heritage protection and utilization Planning", strengthening the implementation of protective development and demonstration utilization of 15 key industrial sites such as locomotive and rolling stock factory, and plans to create a number of characteristic cultural landmarks such as "ancient Shu Traces in the north of the city" and "The most beautiful subway station in China" around the memory of the eastern suburbs.

4) Traffic design, improve the functional layout of urban traffic

In terms of traffic design, the traffic layout mode that pays attention to two-way scale is adopted. As for the scale of the external city, the relationship between the industrial zone and the surrounding area is firstly sorted out, and the reasonable connection with external traffic is emphasized. By setting the main vehicle entrances and exits on the east and west sides, the circular traffic system is formed according to the original factory road, and the functions of each zone are connected reasonably to ensure the accessibility of external traffic.

As for the internal human-scale traffic, through the later management, a walking traffic system is formed, which reduces the pressure of mixed traffic between people and vehicles, and emphasizes that users can participate in various activities in the park at the walking speed, and helps to perceive the architecture and space carefully. In addition, for the setting of parking Spaces outside the industrial zone, experts in the field of transportation are invited to conduct demonstration meetings to determine parking Spaces for motor vehicles and bicycles. The motor vehicle parking lot is mainly located in the underground of the new area of the industrial zone and some old industrial buildings with low commercial value to provide a reasonable static traffic support for the subsequent development of the park.

5) Organization and management; laws and regulations regulate estate management

Efforts were made to identify and manage resources in industrial heritage sites, and the Measures for the Implementation and management of the Protection and Utilization of Industrial heritage were studied and promulgated. According to the status of resource identification of industrial heritage sites, the protection and utilization of industrial heritage sites should be placed under the overall framework of urban renewal and sustainable development. In accordance with the objective laws of urban development, different modes and step-by-step methods should be adopted according to local conditions to carry out scientific planning, classified protection and organic renewal of industrial heritage sites.

6) Urban planning and clear development orientation of social structure

The planning should further investigate and analyze the social structure of the eastern suburb industrial zone, and the industrial placement should be considered to create re-employment opportunities and protect the interests of the old eastern suburb people. Promote the integration of different interest groups through local resettlement and construction of social housing. Attention should be paid to the essential characteristics of the “industrial civilization” of the industrial zone in the eastern suburbs, to the retention and display of the common memory in the eastern suburbs, to strengthen the relationship between residents and the environment and society, and to enhance cohesion. Maintaining the sense of belonging of the old eastern suburbs, strengthening the knowledge popularization of the protection and reuse of the new eastern suburbs, stimulating the sense of participation and historical identity of the eastern suburbs and even Chengdu citizens, and making it a symbol of the spiritual value of the city is one of the most reliable means to protect the industrial zone.

6. Conclusions

The transformation of old urban industrial zone is a universal problem in the world and also one of the main contents of urban renewal. The industrial foundation and development status of different places are different, so blindly demolishing and rebuilding are not in line with the concept of sustainable develop-

ment, but also ignore the inheritance and development of industrial culture. Although dilapidated, the old industrial zone bears the memory of an era and embodies the ideals and beliefs of a generation. To realize the protection and renovation of old industrial zone of governance and achieve an organic unity of social, economic and cultural value, first should establish the global idea, under the background of urban renewal, follow the time development trend, complement each other in order to achieve the local economic development and industrial heritage, culture and business prosperity together.

The change of the industrial zone in the eastern suburbs of Chengdu has witnessed the effect of Chengdu's reform and opening up. The industrial civilization drives the economic growth of the city, and the urbanization process turns the industrial development into the rise of cultural and creative industries. The eastern suburb industrial zone is not only a symbol of tourism culture, but also a flag of the development and change of Chengdu, which engraved the footprints of the change of Chengdu, a city with a long history. "Honglou 1956", "Hongqiang Factory" and "Locomotive Square" have undergone the transformation from "industry into China" to "culture and tourism into China", witnessing the gradual transformation of industrial production area, transformation and transformation area, culture and tourism demonstration area and future cultural and creative industry area. The appearance of the eastern suburb of Chengdu will fully prove the glory of reform and opening up. With the internationalization of Chengdu, Chengdu will be built into "three cities and three capitals" in the future to make Chengdu "culture and tourism become China", and the development of the industrial zone in the eastern suburbs of Chengdu is even more promising in the future. In a word, at the end of his tether there is no way out. Fortunately, when it was inevitable to withdraw from the stage of history and settle in the depth of time, Hongguang Factory was able to turn around magnificently and write a new "historical memory" in the eastern suburb industrial zone.

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Conflicts of Interest

The author declares no conflicts of interest.

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