

Research on the countermeasures of innovative management of new industrial land under the background of urban renewal

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Abstract: With the continuous advancement of urbanization, the contradiction between land and space is becoming increasingly prominent. Urban renewal has become an effective way to release urban stock space, promote urban industrial upgrading, and stimulate urban vitality, and has become a strategic choice to promote high-quality urban development, and it is also the main direction of the current development of major cities. Among them, M0 new industrial land (hereinafter referred to as M0 land), as a suitable carrier of “hardware support” and “software improvement” in urban renewal, effectively solves the bottleneck of land space constraints. As one of the first cities in the country to carry out urban renewal pilot work, Suzhou is also facing a prominent contradiction - the current situation of dwindling urban land resources is difficult to meet the increasing spatial demands of industrial development. this paper will take Suzhou as the urban research object, establish and improve the sustainable model of urban renewal by innovating the M0 land management mechanism, and further release the urban stock space and stimulate new momentum of urban development.

Keywords: urban renewal, new industrial land, innovation management

1. Promoting the implementation of M0 land is an inherent requirement of the national strategy and the high-quality development of urban renewal

The so-called M0 land policy refers to the general name of a series of new industrial land formulated and implemented by various localities in order to promote their own industrial upgrading, support the development of innovative industries, and especially to solve the problem of reuse of existing industrial land under the tight constraints of land resources.

On the one hand, M0 land is a concrete manifestation of the national strategy. In 2019, the Ministry of Natural Resources (MNR) compiled the Guidelines for the Implementation of Industrial Land Policies (2019 Edition), emphasizing that relevant departments should “strictly control the increment and revitalize the stock”, and implement measures such as “differentiated land supply” and “priority support for project land in line with industrial policies”.

On the other hand, M0 land is also an active exploration of local urban renewal. As early as 2013, Shenzhen issued the “Opinions of the Shenzhen Municipal People’s Government on Optimizing the Allocation of Spatial Resources and Promoting Industrial Upgrading”, which for the first time pioneered the M0 new type of industrial land, in which the policy pilot of allowing industrial land to be divided and sold, which set a national precedent, and in the same year, Shanghai issued the “Pilot Opinions on the Establishment of R&D Headquarters Land Related Work (Hu Gui Tu Zi Di [2013] No. 153) It proposes to add industrial R&D land (M4) and R&D headquarters (C65), and innovatively stipulates the land transfer methods of different land use types^[1]. After that, the whole country set off a “M0 action”, major cities have set off a wave of industrial land renewal.

2. The enlightenment of the exploration and practice of M0 land use policies in various places to Suzhou

Since 2013, Shenzhen, Shanghai, Guangzhou, Dongguan, Hangzhou and other cities have gradually formulated and implemented M0 new industrial land policies, and explored M0 land from planning and construction, land supply, registration and transfer to post-supply supervision.

(1) Focus on industrial needs and design a top-level framework to realize the diversification of land use functions

First of all, the local M0 land use policies are demand-oriented for industrial development, focusing on innovative industrial functions

such as “R&D”, “creativity” and “pollution-free production”, while maintaining the flexibility of land use functions. At the same time, the development of M0 land is also closely related to the demand for urban industrial upgrading, so various localities are also trying to link industrial upgrading with urban renewal policies, such as Dongguan City’s innovative industrial land policy to encourage “industrial transformation M0”, the M0 land as the city’s “industrial transformation” and the continuous “three old” transformation policy propeller, the upgrading of old industrial areas into new industrial parks, so that products meet the needs of emerging industries for office production ^[2].

(2) Gather industrial clusters and advocate centralized development to ensure the flexibility of industrial development

First of all, in terms of the planning and layout of M0 land, all localities will generally choose to implement it within a certain geographical range in the city, and will not scatter the layout of the whole area, and some cities will set up priority pilot areas for site selection arrangement. For example, Shanghai encourages the pilot of the M0 land use policy within the 104 industrial blocks outside the outer ring.

Secondly, all localities follow the concept of industrial integration and set high standards for the development intensity of M0 land.

(3) Strictly control the entry threshold and increase supervision to avoid the impact of industrial risks

Local governments have strict control over M0 access, and set qualification access thresholds and assessment conditions through multiple dimensions such as access to development entities, industry access, input-output index access, and site selection access.

In addition, under the industrial access standards, in order to ensure that the settled industries not only meet the development orientation of innovative industries, but also have strong sustainable development capabilities, some cities will also set up “input-output index access” conditions. For example, Hangzhou has proposed standard indicators for innovative industries focusing on output and energy consumption, and Shenzhen has made detailed regulations on the industry category, business status, intellectual property rights, and investment of the whole process of innovative industries^[3]. Guangzhou clearly stipulates that the municipal industrial information department, in conjunction with the National Development and Reform Commission and the science and technology department, shall formulate the mechanism and standards for the entry and exit of M0 land projects, and organize the formulation of input-output performance supervision agreements including industrial categories, production time, investment intensity, output efficiency, taxation, default disposal methods, etc.^[4]

(4) Enlightenment to Suzhou from various places

By summarizing and comparing the practical experience of M0 land use policies in various cities, it will be found that:

First, the M0 land policy is not so complex and unattainable, if Suzhou wants to formulate a relevant policy system to maximize the effectiveness of M0 land, then this not only requires the courage of relevant functional departments to explore and self-innovation, but also requires enterprises as market entities to actively participate in the formulation of the top-level design of M0 land management.

Second, Suzhou, as a latecomer, needs to do two things in order to better achieve the purpose of urban renewal through M0 land in a relatively short period of time: on the one hand, it is not only necessary to summarize successful experiences, but also to focus on analyzing cases of poor results in various places and exploring the reasons, for example, the top-level design framework of some cities only stays at the planning level, and the lack of corresponding implementation rules leads to an obvious lack of post-management. On the other hand, it is necessary to think deeply about the question of “how can Suzhou get out of the road of innovative management of industrial land with local characteristics” and highlight the local characteristics.

3. Countermeasures and suggestions for the innovative management of M0 new industrial land in Suzhou

Although Suzhou has made preliminary achievements in the M0 land policy, it will still encounter various factors restricting development in the process of urban renewal, so it is necessary to further innovate the M0 land policy management system.

First, according to local conditions and situation, we should formulate an M0 land use policy that is in line with the development of Suzhou. When formulating the M0 land use policy, it is necessary to fully consider its own industrial base, structure and the focus of the current development goals, and plan and layout adaptive policies according to local conditions and according to the situation ^[5]. As the main representative of an export-oriented economic city, Suzhou should take into account various functions such as trade, innovation, and culture, so it is necessary to comprehensively consider the balance of various land use structures, and avoid the impact of M0 land use policies on the

existing market when formulating. Suzhou should consider its existing leading advantages in the manufacturing industry, and can attract producer service enterprises closely related to the manufacturing industry through the M0 land use policy, or focus on the different demands of innovative industries for its future development, and plan the demand in a targeted manner when formulating.

Second, standardize access, scientific division of labor, and optimize and improve the top-level design of Suzhou's existing M0 land. At present, Suzhou has not yet issued a complete top-level design institutional framework for the management of M0 new industrial land, lacks supporting policies such as early industrial standards and thresholds, mid-term property rights management, and post-supervision and assessment management, and has the dilemma that it is difficult to land projects and negotiate with departments in actual operation.

Third, innovate supervision, clarify rewards and punishments, and establish a project-oriented whole-process management of M0 land use. Therefore, the formulation of industrial policy should not only stay at the top-level framework design level, but also need to design a complete cycle of project supervision system, reasonably set various regulatory indicators, and clarify the reward and punishment mechanism for the development of M0 land. We can refer to and learn from Shenzhen to adjust the regulatory indicators of M0 land in a timely manner according to the industrial development trend, and set differentiated indicators according to the production scale of the industry.

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