

COMMUNITY STAGE

与老朋友·写新故事

社

区

舞

台

社区共享休闲文娱服务综合体

A community shared leisure, cultural and recreational services complex

2025.06.13



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第一部分

与老朋友 · 写新故事

场地基本信息介绍

Introduction to basic information about the site



核心信息

core information



项目区位：

1. 地理位置：成都市成华区中环路八里庄路段南侧
位于“金色中环”重点设计区域，
属八里庄工业遗址片区核心范围

2. 区域定位：政府重点推动产业转型升级区域，强调工业文明传承与活化利用。

建筑本体特征：

建造年代：1979-1982年（改革开放初期代表性工业建筑）

结构特色：无梁楼盖结构

平面设计：规整梯形平面（灵活性强，便于进行空间重组）

立面风格：简洁大气且具有时代性细部（窗、通风口、管道等工业元素需予以保留）

规模数据：占地面积3049.09m²，建筑面积14976.65m²（可提供充足的改造空间）

Project location:

1. Geographical location: South side of Balizhuang section of Zhonghuan Road, Chenghua District, Chengdu
Located in the key design area of "Golden Zhonghuan", belonging to the core area of Balizhuang Industrial Heritage Area

2. Regional positioning: The government focuses on promoting industrial transformation and upgrading in the region, emphasizing the inheritance and revitalization of industrial civilization.

Building features:

Construction period: 1979s-1982s
(representative industrial building in the early period of reform and opening up)
Structural features: beamless floor structure
Plane design: regular trapezoidal plane
(flexible and convenient for space reorganization)

Facade style: simple and elegant with contemporary details (industrial elements such as windows, vents, pipes, etc. need to be retained)

Scale data: land area 3049.09m², building area 14976.65m² (sufficient renovation space can be provided)

保护状况

conservation status

01 外部空间

Current Issue: The south-side lot has ~70 spaces with only one entry via Wende Road. It's poorly connected to nearby major roads, limiting accessibility.

Suggestion: Expand parking where possible, add EV, bike, and accessible spaces. Improve signage and install smart traffic systems.



外部交通流线

Traffic flow line

现状缺陷：场地被围墙围起来，交通路线单一，导致游客和车辆通行不畅。

修改建议：增建一条内环路，并与附近道路连接（规划审批待批）。与城市规划部门协调，连接中环路和福清路。

停车场

Car park

现状缺陷：南侧停车场约有 70 个停车位，只有一个入口，即文德路。该停车场与附近主要道路的交通不便，限制了通行。

修改建议：尽可能扩大停车位，增加电动汽车、自行车和无障碍停车位。改进标识系统，并安装智能交通系统。

高架桥

Viaduct

现状缺陷：附近的高架桥因交通繁忙而产生噪音污染，影响场地的声环境。

修改建议：在高架桥边缘安装绿色隔音屏障、吸音板和茂密植被。

出入口

Gateway

现状缺陷：仅有一个临时行人入口，限制了人群和货物的通行。

修改建议：增设两个入口，一个用于服务车辆，一个用于紧急情况。将现有入口升级为景观优美、无障碍的主入口，并设置标识。

Current Issue: The nearby viaduct brings noise pollution due to heavy traffic, impacting the site's sound environment.

Suggestion: Install green noise barriers, sound-absorbing panels, and dense vegetation along the viaduct-facing edge.

Current Issue: Only one temporary pedestrian entrance limits access for crowds and deliveries.

Suggestion: Add two more gateways—one for service vehicles and one for emergencies. Upgrade the current entrance into a landscaped, accessible main entry with signage.

Current Issue: The site is walled in with a single traffic route, causing poor flow for visitors and vehicles.

Suggestion: Add an internal ring road and connect to nearby roads (pending planning approval).

Coordinate with city planners to link Middle Ring Road and Fuqing Road.

保护状况

conservation status

01 外部空间

破损现状

Damage status



现状缺陷

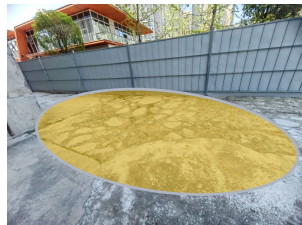
西南方向混凝土受损;
东北方向杂草丛生。

修改建议

重新铺设西南方向的路面, 使用透水材料进行排水。清理东北方向并将其美化成花园或生态缓冲区。

Current Issue: Southwest concrete is damaged; northeast is overgrown with weeds.

Suggestion: Repave southwest with permeable materials for drainage. Clean and landscape northeast into a garden or eco-buffer.



楼前环境

Environment in front of the building



现状缺陷

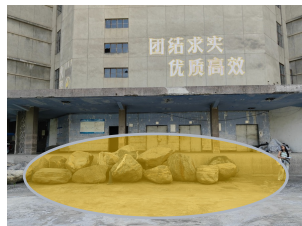
废弃的石材使正门显得杂乱无章, 既缺乏功能性, 又不美观。

修改建议

清除杂物, 将石头重新用作雕塑, 并创建一个带有本地植物和座椅的温馨广场。

Current Issue: Disused stone materials clutter the front entrance, lacking function or aesthetic.

Suggestion: Remove debris, reuse stones as sculptures, and create a welcoming plaza with native plants and seating.



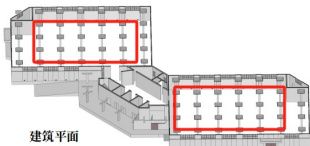
保护状况

conservation status

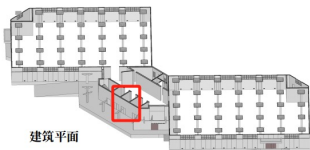
02 内部空间

东西部仓储空间

East and West
Warehousing
Space



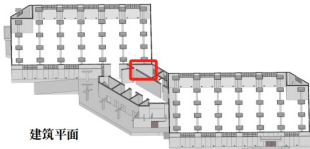
建筑平面



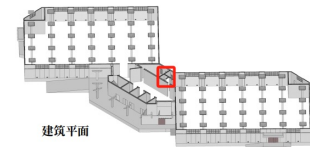
建筑平面

中部空间

Central Space



建筑平面



建筑平面

现状缺陷

储物楼层被许多非结构性隔断隔开，限制了灵活性。

修改建议

拆除一些非承重墙，打造开放灵活的空间。保留其他墙体，用于分隔安静区域和活动区域。使用模块化墙体，以适应未来的变化。

Current Issue: Storage floors are divided by many non-structural partitions, limiting flexibility.
Suggestion: Remove some non-load-bearing walls to create open, flexible spaces. Keep others separate from quiet and active zones. Use modular walls for future adaptability.



现状缺陷

三部可承重一吨老旧电梯已停用。楼层被划分成狭小、光线昏暗且通风不良的办公室。卫生间狭小、陈旧且废弃。

修改建议

翻新电梯，安装无障碍节能系统。根据楼层功能，将空间重新规划为工作室或准备室。增加天窗或灯管，以改善自然采光。

Current Issue: Three old elevators are out of use. Floors are divided into small, poorly lit offices with limited ventilation. Toilets are small, outdated, and abandoned.
Suggestion: Renovate elevators with accessible, energy-efficient systems. Reorganize spaces into studios or prep rooms based on floor function. Add skylights or light tubes for better natural lighting.



遗产价值

Statement of Significance

Description

Chengdu 109 Warehouse is a six-storey reinforced concrete structure industrial warehouse building built in 1970s to 1980s, located in a typical urban residential area in Chenghua District, Chengdu, China. The building adopts a beamless floor structure, which shows the design orientation of industrial buildings at that time to pursue functionality and structural efficiency. The current building is well preserved as a whole, with a strong industrial atmosphere and potential for reuse. The historic place is confined to the building footprint and the vacant land next to it.

成都 109 仓库是一座建于 1970 年代至 1980 年代的六层钢筋混凝土结构工业仓库建筑，位于成都市成华区。该建筑采用无梁楼板结构，展现出当时工业建筑追求功能性与结构效率的设计导向。当前建筑整体保存良好，具有浓厚的工业氛围和再利用的潜力。

Heritage Value

Historic Value 历史价值

The 109 warehouse is a material witness to the industrialization process of Chengdu in the 20th century. It reflects the country's emphasis on material allocation and warehousing and logistics system construction in the southwest region in the early stage of reform and opening up period. The warehouse has long served the centralized storage of materials needed for urban construction, reflecting an important part of the city's industrial service system.

109 仓库是成都市 20 世纪城市工业化进程的物质见证。它体现了改革开放初期国家在西南地区对物资调配、仓储物流体系建设的重视。该仓库长期服务于城市建设所需物资的集中存储，体现了城市工业服务系统的重要环节。

Architectural Value 建筑价值

The building adopts a large-span beamless floor structure, which is a typical practice of industrial building technology in Mainland China in the late 1970s, reflecting the concept of equal importance of engineering efficiency and flexibility of use at that time. Its state of preservation is characterized by structural integrity and a recognizable industrial style.

该建筑采用大跨度无梁楼盖结构，是 20 世纪 70 年代末工业建筑技术在中国内地的典型实践，反映了当时工程效率与使用灵活性并重的理念。其完好的保存状态具备结构上的完整性与可识别的工业风格。

Social and Cultural Value 社会文化价值

As a node of material circulation in the city, Warehouse 109 not only carries the collective memory of several generations of Chengdu's industrial construction era, but also serves as a backdrop to the lives of many community residents. Its continuous existence and visibility make it a familiar visual landmark in the community.

109 仓库作为城市物资流通的节点，不仅承载了几代人对成都工业建设时代的集体记忆，也是许多社区居民的生活背景。其持续存在与可见性使其成为社区熟悉的视觉地标。

特色定义元素

Character Defining Elements (CDEs)

Attribute	Description	Condition	Priority (Value)	Photo reference
高窗 High windows	高侧窗的位置体现了建筑的仓储属性，使用手动操作钢铁构件的开启方式。The location reflects the storage attribute of the building, manually operate the opening method of steel components	Fair	High	
通风口 Ventilation hole	体现仓储属性，保证室内通风。Reflect the storage attributes and ensure indoor ventilation.	Good	Low	
无梁楼板结构 Flatslab construction	钢筋混凝土楼板。体现仓储属性。为仓库提供了最大有效使用高度。Reinforced concrete floor slabs. Reflect the warehousing attribute. It provides the maximum effective usable height for the warehouse.	Good	High	
灯罩 Lampshade	仓库要素之一，具有上世纪70年代特色。One of the elements of the warehouse, it has the characteristics of the 1970s.	Good	Low	
仓库门 Warehouse door	红色铁制大门，门板上方连接铁制轨道进行滑动开合，方便运货。The red iron gate has an iron track connected to the top of the door panel for sliding opening and closing, facilitating the transportation of goods.	Fair	High	
货运坡道 Freight ramp	混凝土材料坡道高度，便利推车运输货物进出仓库。The height of the concrete material ramp facilitates the transportation of goods in and out of the warehouse by trolleys.	Good	High	

Attribute	Description	Condition	Priority (Value)	Photo reference
楼梯与扶手 Stairs	混凝土楼梯，呈三角形。The concrete staircase is triangular in shape.	Good	Low	
挑檐 Cornice	混凝土挑檐，承担防雨排水遮阳等功能。Concrete eaves serve functions such as rain protection, drainage and shading.	Good	Low	
管道 Pipes	铁制排水管道，满足仓库内房间用水需要。Iron drainage pipes meet the water needs of the rooms in the warehouse	Poor	Low	
外墙装饰分割线做法 Decorative dividing lines on exterior walls	在满足功能性需求（控制裂缝，提升了仓库这种大体量建筑的视觉品质和精致度。While meeting functional requirements (controlling cracks), it has enhanced the visual quality and refinement of large-scale buildings like warehouses	Good	Low	
一层外部镂空隔断 Openwork partition	混凝土隔断，增添立面细节，强化入口特征。Concrete partitions add details to the facade and enhance the characteristics of the entrance.	Fair	High	
一层敞廊 Open porch	混凝土挑檐，起到遮阳遮雨的功能，方便货物搬运和缓冲。Concrete eaves serve the functions of shading and rain protection, facilitating the handling of goods and providing cushioning.	Good	High	
外墙标语 Slogan on the exterior walls	具有年代感的红色标语和警示标语，具有时代记忆。Red slogans and warning signs with a sense of The Times carry the memory of the era.	Fair	High	

第二部分

活化计划分析

与老朋友 · 写新故事

Revitalization Plan Analysis



成华区的人口分布与社区消费分析

Population distribution and community consumption analysis in Chenghua District

社区由物管院落11个，居民院落17个（社区直管自管院落11个，单位宿舍6个），是一个人口密集，以农转非院落、单位宿舍、商品住宅小区交织的居住型社区。

The community consists of 11 property management courtyards and 17 residential courtyards (11 self-managed courtyards and 6 unit dormitories), which is a densely populated residential community intertwined with agricultural "接地气"的产业, unit dormitories and commercial residential communities.

resource: 四川省人民政府网站

事实上，这已经是麦德龙2024年以来关闭的第四家门店了。此前，就已相继关闭了成都、上海、武汉的门店，具体如下：



1月1日，麦德龙成都成华商场店启动闭店改造。该店为2021年6月开业的麦德龙中国首家新业态PLUS会员店。

resource: <https://xueqiu.com/8758496334/30421120>



photos : group member

成华区的人口分布与社区消费分析

Population distribution and community consumption analysis in Chenghua District

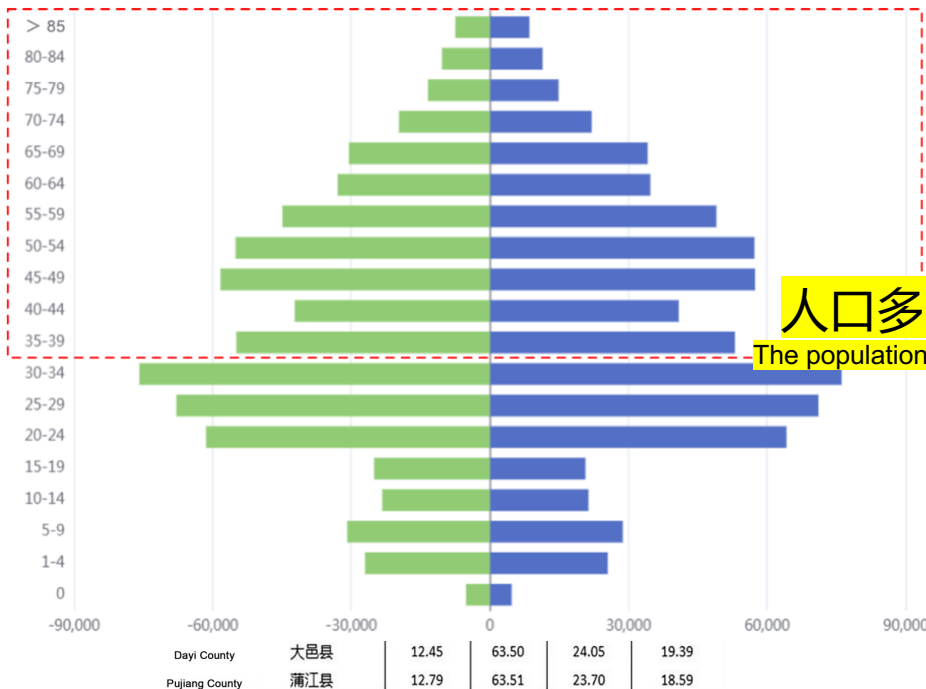
Age composition of the population by region in Chengdu

成都市各区域人口年龄构成

成都市成华区第七次人口普查金字塔

The pyramid of the seventh census of Chenghua District, Chengdu

男性 Male 女性 Female



人口多，大龄化
The population is large and aging

Permanent population data

常住人口数据

Targets	指标	number 数量
Permanent population	常住人口 (人)	136643
Total 0-14 years	0-14岁总数 (人)	15101
Total 15-64 years	15-64岁总数 (人)	98990
Total 65+	65岁以上总数 (人)	22552
Population living in the local area and domiciled in the local area	居住在本地，户籍在本地的人口	71751
Total 60+	60岁以上总数 (人)	30288

府青路社区人口

Fuqing Road Community Population

社区采访

Community Interview

工作日的上午走进府青路的各个社区或街道，随处可见许多中老年人在活动。有的四人成群在街边打扑克，有的则带着孩子在小区步道上来回散步。我们在街角的社区小公园找到了正在聊天的嬢嬢，采访了她们的日常生活与需求。

多样化的娱乐？找不到！

we wanna a multi-intertainment

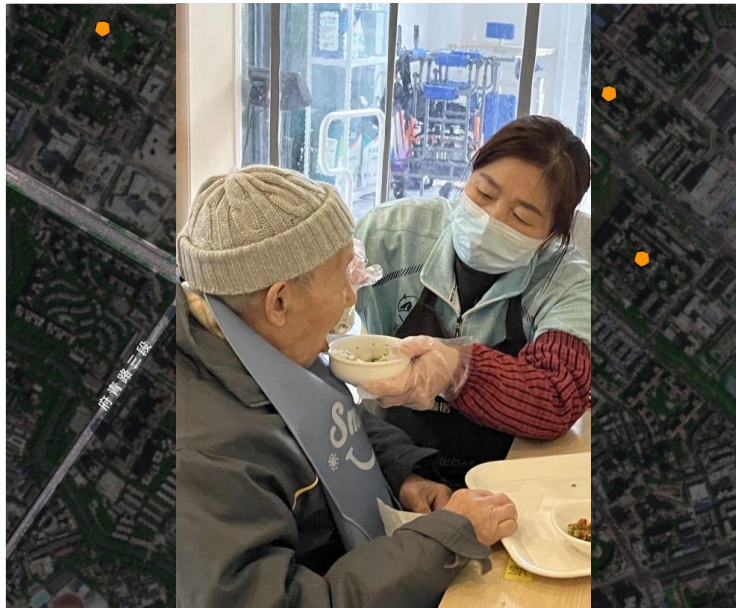


这附近中老年人多！但是没什么玩的地方。有一楼住户把自己家改成棋牌室，要上桌都得排队。

要是能有一些方便打牌呀喝茶的地方，我们都愿意去！再能让我们跳跳舞唱唱歌就更好了，好多人都喜欢。

对了，就老两口在家，这每天买菜做饭也是很麻烦，能给我们搞个食堂也是可以！

If there were some convenient places to play cards and drink tea, we would all be willing to go there! And a place where we can dance and sing would be great.



养老机构 Institutions for the elderly

低价才是硬道理

People want low consumption



这个社区有一些是农转非的安置房，居民的消费力较低，现在的经济环境下，居民们普遍的消费欲望也不高。这边的居民普遍不接受高消费。

Residents here generally do not accept high consumption

SWOT

S 优势

区位优势:周边人群活力大
场地面积大
建筑内部空间分割灵活

Location advantage: The surrounding population is full of vitality
The site area is large
The interior of the building is flexibly divided



W 弱势

消费欲望低
交通可达性差
服务设施不够完善

Low desire to spend
Poor transport accessibility
The service facilities are not perfect



O 机会

可以和103、107串联形成工业遗产走廊
可以为周边老龄化社区提供活动空间
居民兴趣爱好
保存情况良好，**改造成本低**

It can be formed as an industrial heritage corridor
It can provide activity space for the surrounding aging community
Interests and hobbies for the residents
It is well preserved and the **cost of renovation is low**

T 威胁

资金有限和财务可行性
政策和官僚延误

Limited Funding & Financial Viability
Policy and Bureaucratic Delays



政策说明

Policy Statement

2024 国家层面 Country Layer

国务院办公厅关于发展银发经济增进老年人福祉的意见

Opinions of The General Office of the State Council on Developing the Silver Economy and Enhancing the Well-being of the Elderly

银发经济是向老年人提供产品或服务，以及为老龄阶段做准备等一系列经济活动的总和（55岁+）。要推动有效市场和有为政府更好结合，促进事业产业协同，加快银发经济规模化、标准化、集群化、品牌化发展。

The silver economy is the sum total of a series of economic activities such as providing products or services to the elderly and preparing for the old age stage (55 age+). We should promote a better combination of an effective market and a proactive government, facilitate the synergy between undertakings and industries, and accelerate the large-scale, standardized, clustered and brand-oriented development of the silver economy.

Source:

https://www.gov.cn/zhengce/content/202401/content_6916271.htm

2025 四川省层面 Sichuan Province Layer

统筹推进“一老一小”工作

Promote the work related to the elderly and children in a coordinated manner

四川是人口大省，已进入中度老龄化社会，要用改革思路和创新办法，促进公共服务融合共享，激活各类闲置资源，打造多功能社区养老服务综合体。

Sichuan is a populous province and has entered a moderately aging society. It is necessary to promote the integration and sharing of public services with reform ideas and innovative methods, activate various idle resources, and build a multi-functional community elderly care service complex.

Source: <https://www.sc.gov.cn/>

2025 成都市层面 Chengdu City Layer

精准发力银发经济新赛道

Make precise efforts in the new track of the silver economy

成都市深入实施积极应对新时代人口老龄化国家战略，着力构建老年友好型社会，把积极老龄化、健康老龄化等理念融入经济社会发展全过程。

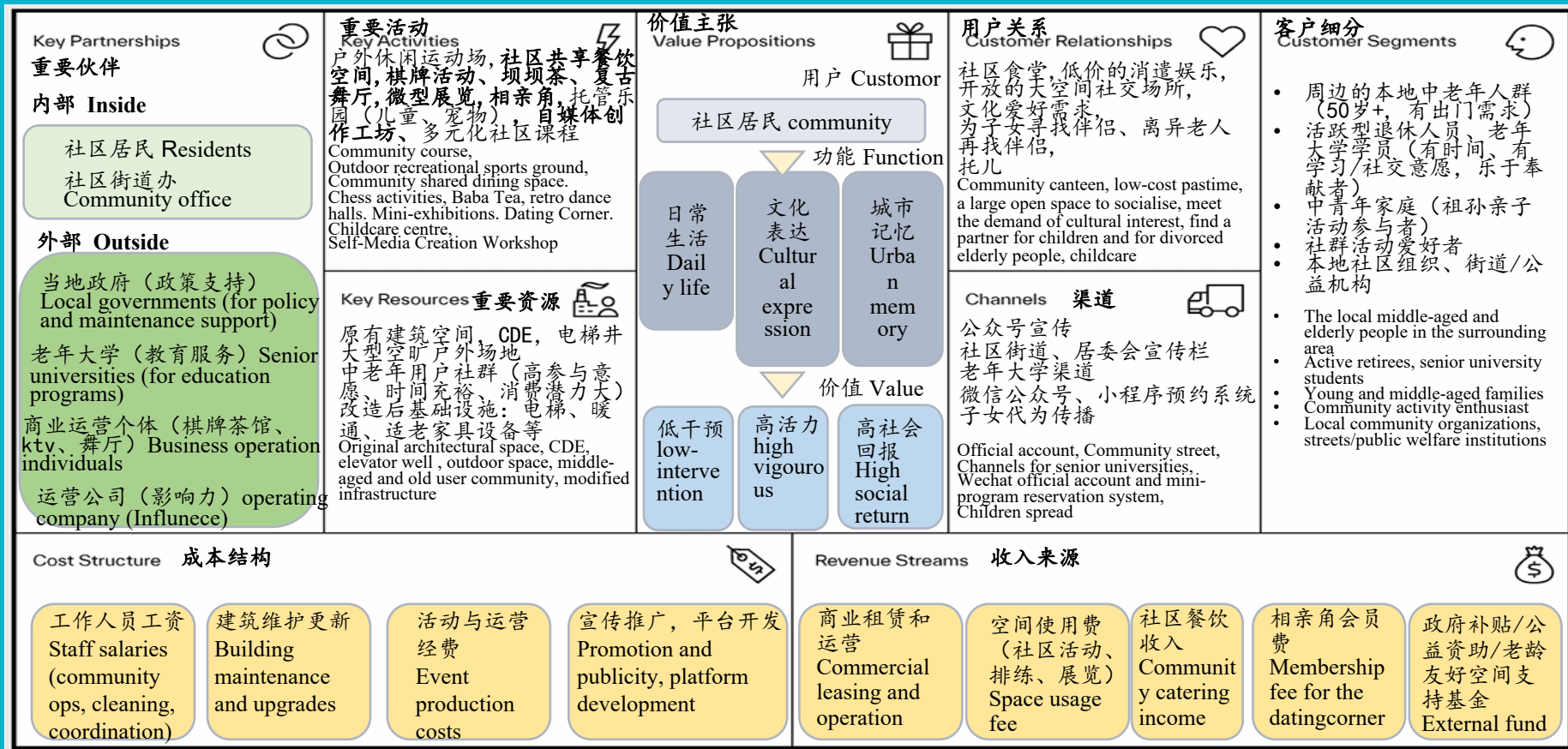
Chengdu has been deeply implementing the national strategy of actively responding to population aging in the new era, striving to build an elderly-friendly society, and integrating concepts such as active aging and healthy aging into the entire process of economic and social development.

Source:

https://www.thepaper.cn/newsDetail_forward_28054024

商业模式画布 (BMC)

Bussiness Modle Canvas



可持续发展目标 (SDG) 分析报告

SDG Analysis

3 GOOD HEALTH
AND WELL-BEING



良好的健康与福祉

关注中老年群体身心健康

Pay attention to the physical and mental health of the middle-aged and elderly groups

倡导幸福健康的生活方式

Advocate a happy and healthy lifestyle

11 SUSTAINABLE CITIES
AND COMMUNITIES



可持续城市和社区

提升社区生活质量

Improve the quality of community life

场地与社区服务相辅相成

The site and community services complement each other

7 AFFORDABLE AND
CLEAN ENERGY



可负担的清洁能源

被动式绿色建筑

Passive Green Building Design

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



负责任的消费和生产

使用现有建筑，减少混凝土制作污染

Make use of existing buildings to reduce pollution from concrete production

循环使用现有废弃材料

Recycle the existing waste materials

8 DECENT WORK AND
ECONOMIC GROWTH



体面工作和经济增长

提供新的工作机会

Offer new job opportunities

促进社区经济消费

Promote community economic consumption

15 LIFE
ON LAND



陆地生命

工业棕地改造绿色开放空间，增加城市绿色

Transform industrial brownfields into green open spaces to enhance urban greenery

契合成都公园城市发展目标

In line with the development goal of Chengdu as a garden city

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



产业、创新和基础设施

低成本改造适应下行经济

Low-cost transformation adapts to the downward economy

为居民提供低成本自媒体创作平台

Provide residents with a low-cost self-media creation platform

17 PARTNERSHIPS
FOR THE GOALS



为实现这些目标建立伙伴关系

招商多方机构参与项目

Attract the participation of multiple institutions in the project

鼓励大学生义工和进行艺术创意

Encourage university student volunteers and engage in artistic creativity

第三部分 方案建议

Project Recommendation

与老朋友 · 写新故事

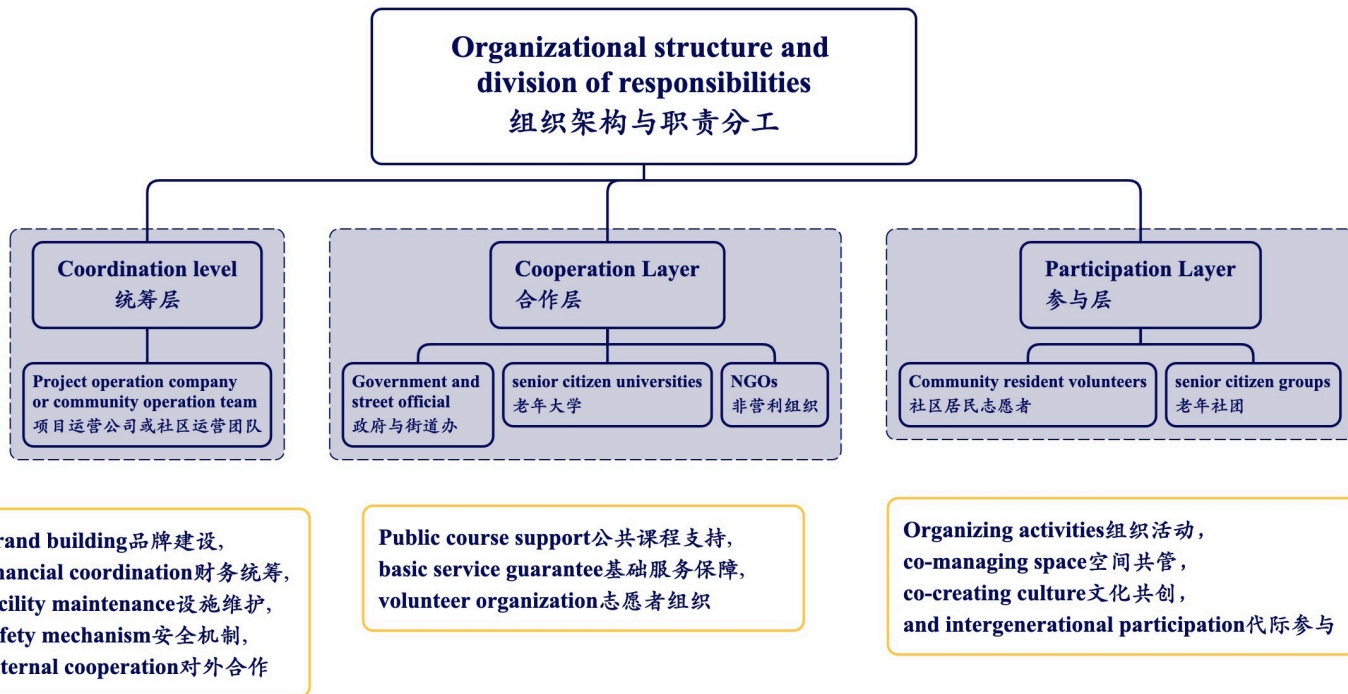


运营机制建议

Operational mechanisms proposals

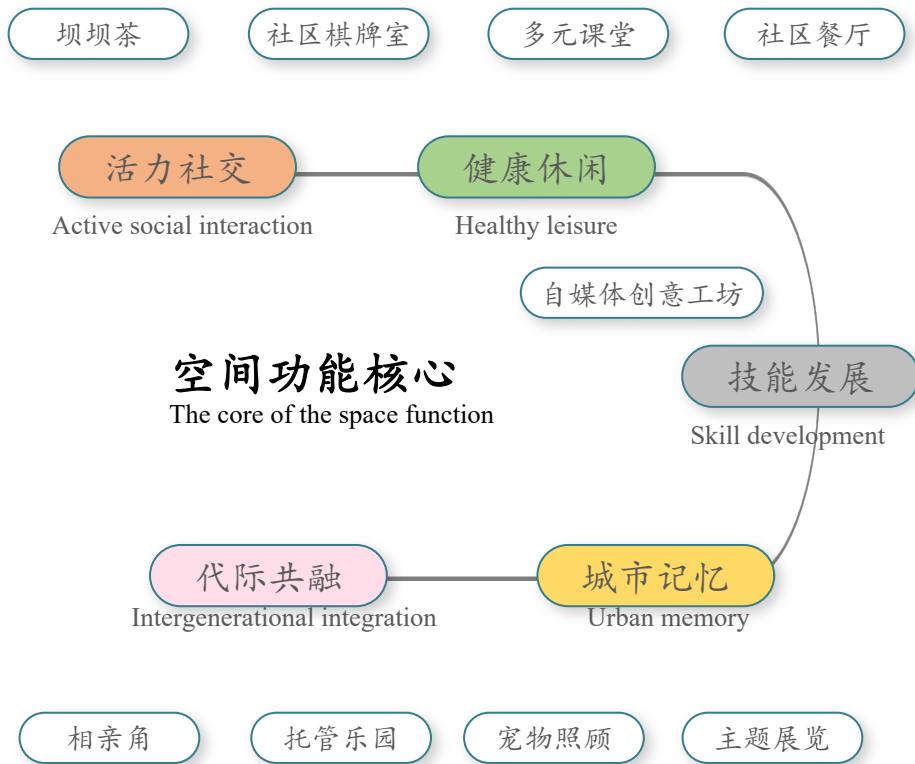
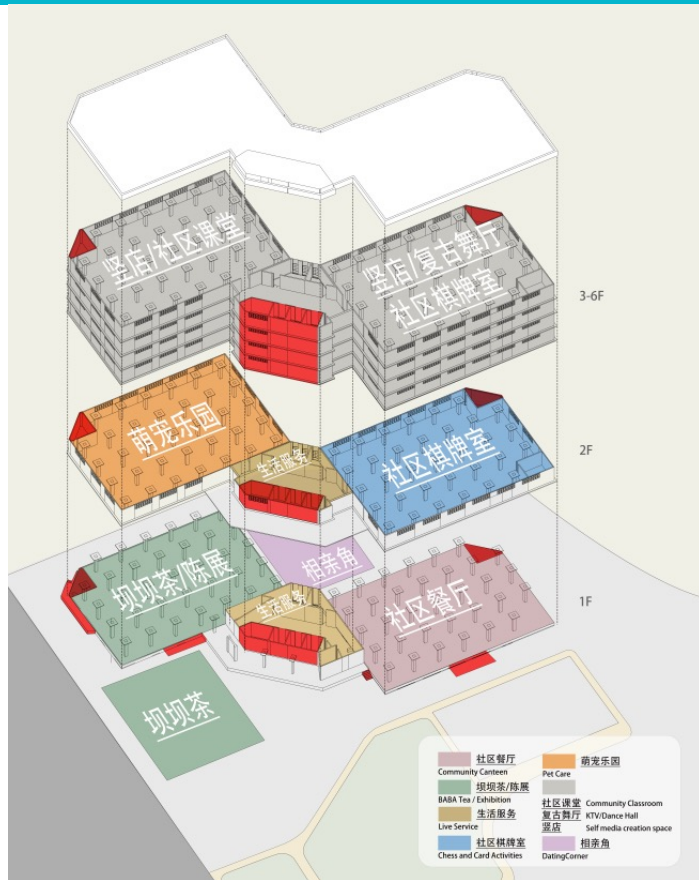
Positioning Key Words 定位关键词:

Community Driven 社区驱动 + Public Benefit Integration 公益融合 + Weak Commercial Embeddedness 弱商业嵌入



空间功能构思

Spatial function conception



空间功能构思

Community Canteen 社区餐厅

Spatial function conception



Dating Corner 相亲角

空间功能构思

Spatial function conception



空间功能构思

Chess and Card Activities 棋牌活动

Spatial function conception



Baba Tea 坝坝茶

空间功能构思

Spatial function conception



空间功能构思

Social Media Creation Space 自媒体空间

Spatial function conception



Dance Hall 舞厅

空间功能构思

Spatial function conception



空间功能构思

Spatial function conception

Vertical Green 垂直绿化



Pet Care 宠物托管

空间功能构思

Spatial function conception



项目愿景

Vision

筑基破冰 (0-2年)

Foundation &
Ice-breaking
(0-2 Years)

目标：成为中老年日常
离不开的社区服务站

Goal: Become elders' indispensable
community service hub

适老化改造

100%完成
(电梯/防滑/
无障碍)

100% age-friendly
retrofit

社区食堂日均
服务**200+**人

Community
canteen serving
200+ people daily

建立**10+**个常
驻兴趣社团（广
场舞/棋牌/书法）

Establish 10+ resident
interest clubs

吸引**50%**周边
老人成为会员

Engage 50%
neighborhood
seniors as members

代际链接 (2-4年)

Intergenerational
Bonding
(2-4 Years)

目标：转型为全龄共享
的社区文化舞台

Goal: Transform into all-ages
cultural stage

亲子/代际活动
占比提升至总活
动量**40%**

Intergenerational
activities reach
40% of total
events

孵化**20+**社区
手工工坊

Incubate 20+
community craft
workshops

周末青年访客占
比超**35%**

Weekend youth
visitors exceed 35%

实现餐饮/空间
租赁收入覆盖

70%运营成本
Achieve 70%
operational cost
coverage

永续共生 (4年+)

Sustainable
Symbiosis
(4+ Years)

目标：蜕变为成都社区
活化的范式

Goal: Evolve into model for
community revitalization

居民自发运营
80%日常活动

Residents self-
operate 80%
daily activities

衍生社区品牌
产品线（记忆
小吃/手工文创）

Launch
community
product lines

政府购买服务占
比**<30%**（自
造血成熟）

Reduce govt funding
reliance to <30%

成为四川省遗产
活化和社区更新
的示范

Become a model for
heritage revitalization
and community
renewal in Sichuan

Community Stage—与老朋友·写新故事

THANKS!

