

Preliminary Study on Landscape Design of Street Front Area in Commercial Block

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Abstract: In the current situation of social development, the design of commercial blocks has gradually become a trend, and is also the key area of People's Daily life. The research should adhere to the principle of harmonious coexistence with the ecology, and establish the relationship between human and nature, architecture and so on. The landscape design of the frontage area of commercial blocks is inconsistent with the development of the current commercial space design. In order to realize the development of landscape design of the frontage area of commercial blocks, the relationship between man and nature and architecture is further discussed, and the landscape design of the frontage area of commercial blocks is studied for a more reasonable innovative development. Taking the reconstruction project of Juxinghui Commercial Plaza in Hengqin, Zhuhai, Guangdong as an example, this paper summarizes the landscape design of commercial street fronting area in Lingnan area. It is suggested that the landscape design of commercial street frontage area should pay attention to the balance of ecosystem and reduce the damage to the ecology as far as possible. While reflecting local characteristics, the influence of Lingnan climate on plant landscape should be combined, and the principles of commercial street design and landscape design should be followed in the whole design. Under the premise of satisfying the material culture, this paper explores the landscape design of the commercial street fronting area which is most suitable for people's leisure and entertainment from multiple perspectives.

Keywords: Commercial Block; Street Front Area; Landscape Design; Ecological Symbiosis.

1. Introduction

Under the background of the comprehensive development of society, the design of commercial blocks has gradually become a new trend of The Times, and landscape design has also become a new research topic of commercial block design. Commercial street is a place where people live together, and people need to uphold the principle of harmonious coexistence with ecology. The landscape design of commercial street frontend area is inconsistent with the development of current commercial space design. In order to realize the development of landscape design of commercial street frontend area and further explore the relationship between people, nature and architecture, in order to design more reasonable and innovative development of the landscape of the commercial street frontage area, the research is carried out. [1]

In view of the country's implementation of stalls and other related specific policies, people actively respond to the call of the country, wide street space is the most important and indispensable part of urban space, the appearance has a great visual effect. Since the reform and opening up in 1978, the development of commercial districts in China has made great progress, but because of the short time, the development period is also very short. Due to a series of reasons such as the imbalance of development between various regions in China, the domestic commercial space landscape design has many problems such as few people flow, improper management decisions and so on at the early stage, not to mention the landscape design of the street-facing area. Since the end of the 1980s, the theory of functional revolution in commercial space design has become the main body of development. The landscape design of the frontage area of the commercial district integrates the concept of ecological environmental protection to provide a more suitable space form for residents.

2. Current Situation and Summary Analysis of Juxing Hui Site in Guangdong Hengqin Free Trade Zone

2.1. Regional Location Analysis

Zhuhai Hengqin Free Trade Zone is one of the Guangdong Pilot Free Trade zones approved by the Political Bureau of the CPC Central Committee on March 24, 2015. The development orientation of Hengqin Free Trade Zone is to promote the needs of Macao's diversified economic development. On April 23, 2015, Hengqin Area of Guangdong Free Trade Zone was announced. 106.46 Hengqin Island is the source of Hengqin area, and the unbuilt land area reaches more than 90% of the total area, which is an undeveloped central area in the Pearl River Delta region.

2.2. Site Status

It is located in Hengqin Island, Zhuhai City, Guangdong Province, on the west side of the Pearl River Estuary in the south of Zhuhai City, belonging to the Lingnan region, adjacent to Hong Kong and Macao. Located at the intersection of "one country, two systems" and the combination of "internal and external radiation", Hengqin Free Trade Zone in the comprehensive service area, and Xiangzhou Port and purple Tan Museum form a necessary place for tourists. The whole positioning and service objects start from Hong Kong and Macao, and form a complementary relationship with Hong Kong and Macao, close to Hong Kong, and good prospects for development. [2] The former site of Juxing Hui is located in Hengqin Free Trade Zone.

The original site is Zhuhai Juxinghui Commercial Plaza, north of the small Hengqin Mountain, south of the planned yacht wharf area, consisting of one main building and two auxiliary buildings, the total land area is 96,000 square meters,

the construction area is 184,000 square meters (excluding basement and excluding plot ratio area 132,000 square meters), is an important landmark building in Hengqin New District. Through the comprehensive development mode of hotel and shopping leisure, with the help of the general research and development of hotel selection and online shopping leisure sports, the design transformed the very attractive global fashion leisure shopping center and the natural landscape of key areas.

2.3. Landscape Design Principle of Commercial Street Frontage Area

2.3.1. People-oriented Principle

Commercial block is one of the important places for people to carry out daily life leisure, so it not only needs to consider its own value, but also needs to take customers as the starting point, adhere to the people-oriented concept and policy, and reasonably integrate people's aesthetic needs into the landscape design of the street-facing area. Commercial districts in the street area more to leisure and entertainment and other directions. Now people need not only material pursuit but also psychological pursuit. There is a lack of humanized design in the landscape design of commercial street frontage area. The current landscape design is more of an environmental decoration, more pursuit of value in materials, rarely can do the people-oriented principle, the lack of humanized care is a problem that often occurs in the landscape design of commercial blocks in our country. The design planning and renovation of characteristic commercial blocks should adhere to the people-oriented principle, reasonably set up sidewalks, toilets, security rooms, public transportation, etc., fully take into account the needs of the disabled and the elderly and children, and create a comfortable human environment. Adhere to the people-oriented design principle, design elements such as plants, climate and geographical location should be better and more reasonable configuration, improve the effect of landscape design in the street-facing area from an aesthetic perspective, better meet the actual needs of tourists for landscape design, and provide tourists with a more leisure, more entertaining, more comfortable and more relaxed landscape environment in the street-facing area. Increase people's aesthetic feeling and life experience.

2.3.2. Adapt To Human Psychology

In the specific process of landscaping of the area where the street front shops are located in the urban complex, it is not only necessary to combine the specific situation of the place, but also to combine the historical culture of the place. The relatively large city, combined with ecological science theory and knowledge of natural landscape design, promotes the achievement of clear layout and overall design and production, thus ensuring the landscape design of the street-facing area with the beauty of the natural environment, and the harmony of the natural and ecological environment. Whether it is commercial space design or landscape design or both, it is essential to adapt to human psychology, in short, to create a variety of opportunities for customers to carry out activities, to provide them with suitable facilities and equipment, so that customers and the environment have interaction, but there are still shortcomings in the current landscape design of commercial space fronting area. In addition, people have the need to appreciate and be appreciated, so the concept of shared space also comes from, in the landscape design of the commercial street area to create a variety of leisure space, any

form of artistic expression can add interest to the leisure space.[3] Paying attention to the needs of consumers, adapting to their psychology, and creating experience space for their design have become the trend of the new generation of commercial block design.

2.3.3. The Principle of Adapting to Local Conditions

Native plants in the natural landscape space are a combination of natural art and human art, not a single art, and combining them with each other is very effective. At the beginning of conception and implementation, the landscape design greening project in the street-facing area of the urban commercial complex should have a comprehensive and detailed understanding of the planned site, field investigation, specific analysis and research content, and a more detailed understanding of the climate environment, and the complex terrain, environmental and climate factors can be judged and carefully considered in more detail.

The landscape design of commercial space frontage area is inseparable from the decoration and embellishment of plants, and plants are the most important part of the ecological environment. When designing the plant landscape, it is necessary to carry out a reasonable and scientific collocation of the landscape plants, and select and match the growth environment of the plants, so as to better compound the principle of landscape design according to local conditions. In addition, when designing the landscape design of the street-facing area, it is necessary to combine the local geographical characteristics, climate, economy, culture and other conditions to design and optimize the landscape design of the commercial space street-facing area according to local conditions, which also reflects the scientific and local principle of landscape design of the street-facing area. In the process of transforming the landscape of the original street-front area, we should pay attention to protecting the current environment as much as possible, insist on less destruction, make more use of the original site environment, and carry out corresponding transformation on the basis of the original environment, which is an important embodiment of the principle of adapting the landscape design of the street-front area to local conditions.

2.3.4. Green Ecological Design Concept

The landscape design of the frontage area of modern commercial blocks should pay attention to the concept of green ecological design, which cannot make people feel single, boring, and visual fatigue. The frontage space of the commercial district is not only a single space, but also a whole that is closely related to the surrounding environment and culture. Green ecology has always occupied an important position. It should not only be a landscape of a park or a square, nor a marginal space of a small area, but more of a combination. To implement the principle of sustainable development, we should first attach importance to the use of renewable energy, and at the same time satisfy the environmental protection of landscape design of commercial blocks, we should have sufficient awareness of environmental protection and low-carbon, ensure the rational utilization of land resources of commercial blocks, and enable the design to be carried out under the environment of security system, so as to promote the richness of landscape design of the streeted area of commercial blocks. Make landscape design more appropriate. [4] It is necessary to ensure the rational utilization of urban land resources, ensure that the design and planning work can be carried out in a systematic and scientific environment, improve the land utilization rate, and pay

attention to the export of culture while following the green ecology, and combine the design with the local culture as much as possible to create a unique urban ecological cultural heritage. It shows the landscape design style of the commercial street front area.

3. Landscape Design of Commercial Street Fronting Area--to Guangdong Hengqin Free Trade Zone Juxing Hui Change

3.1. Plant Landscape Design in Lingnan Region

Guangdong is located in Lingnan region, the southernmost part of China. The Tropic of Cancer crosses the central part of Lingnan. There is a large temperature difference between the south and the north of Lingnan. The main climate characteristic of Lingnan region is high temperature and rainy, which makes the plants evergreen and diverse all year round, and also increases the diversity of plant landscape. In terms of greening design, the choice of plant landscape should be adapted to local conditions, because the temperature is higher throughout the year, coupled with abundant rain, so the trees are lush, evergreen, flowers bloom, and various fruits are endless all year round. Plant resources are abundant. The ecological landscape tree species in Guangdong province are Podocarpus sinensis, water Banyan tree, Australian kauri, Rhododendron red mountain tea, Chiyama pine, small leaf olive, fall-feathered pine, bamboo cedar, golden willow, Podocarpus, red plumeria, southern yew, Lechang Michelia, Mountain Duying, lotus Magnolia, two Qiao Magnolia, false sterculia, Xylosa, and worma Tree, plum, grey Manglietia, safflower Eucalyptus, Meilao steaks, Dalenia magnolia, camphor tree, Guangdong Michelia, fragrant Azpa, Safflower Lotus, deep mountain Michelia, scenic wood, Longleaf Ambrosia, ylang Ylang, Meilenia magnolia, Zhejiang Runnan, Red Maosana, Lagermyrtle microphylla, Safflower Silver Birch, Guangning Safflower oil tea, big head tea, Golden flower tea, Plummet Melaleuca, Safflower Eucalyptus, Golden panda, Hainan Putao, Putao, Pupu peach, water weng, water Banyan tree, pointy leaf Du Ying, turning white leaf tree, Vietnam holding stem tea, Australia star flower flame wood, etc. According to the color of plants, ornamental cycle, variety size and other factors, enrich the type of plant landscape, can be in harmony with nature. [5] In particular, summer is humid and hot, so it is necessary to consider the climate characteristics and planting density of plants when designing plants, and the most important thing is to consider ecological efficiency. Lingnan plants also provide favorable conditions for animal growth, Lingnan animal species, is one of the most abundant animal areas in the country. In view of the high temperature and rainy climate characteristics in Lingnan region, plants with well-developed roots should be selected as far as possible in landscape design, such as rooster crown eryonia, kapok and banyan tree. It can not only beautify the environment, but also protect the surface water and achieve the effect of saving water resources.

3.2. Landscape Sketch Design

As an ornamental building, landscape sketch is an important work of art in landscape design, which should be consistent with the landscape design style of the street area, and also pay attention to the style and tone of the commercial

block. The landscape sketch in the street front area of the commercial district should not only have the artistic characteristics, but also combine with people's aesthetic, and unify the artistic characteristics of the public's favorite landscape sketch. The unique area of the commercial street area determines the different spiritual connotation of the landscape pieces, which is an important part of the landscape design of the commercial street area, and also the carrier of displaying the style of the commercial street and inheriting the design art, which makes the landscape design of the commercial street area more unique. Landscape sketch should be combined with the local regional culture, national culture, etc. In the process of design, we must first have a deep understanding of research and analysis. Fully consider the material, color, size, shape, space, etc., so that it becomes a work of art in landscape design. The historical and cultural spirit behind it is more able to impress tourists, so that people can feel the spiritual connotation of landscape sketches in the process of coming and going. [6] Using native tree species and landscape tree species in Guangdong for scientific allocation.

In view of the growing conditions of native tree species and plants in Guangdong, various ecological landscapes will be combined with small shrubs and herbs for tree species allocation, and the most suitable plants will be selected according to various conditions and local conditions. Adhering to the principle that nature is the most beautiful, we will pay attention to the diversity of plant landscapes and combine trees and shrubs to create an orderly atmosphere. Create different plant landscape sculpture and other works, design and create the most suitable for the current street area landscape design pieces.

3.3. Paving and Lighting Design

Pavement refers to the use of some artificial or natural materials to decorate the road surface, which is a particularly important part of the landscape design, so that not only can have the effect of decoration and beautification, but also cannot obviously separate the different functional zones, so that tourists can clearly feel the boundary distinction. In the landscape design of the frontage area of the commercial block, the ground pavement should combine the function and form to improve the humanization of the design. In terms of paving, we should pay attention to choosing easy to walk and safer materials, divide the space through different styles of paving, and at the same time, different materials and different colors of the floor can be decorated, increase the richness of the ground pavement, and can also give people different guidelines. The right floor coverings can make people feel intimate and comfortable, creating a relaxed atmosphere. At the same time, pavement can meet the requirements of various transportation in landscape design, providing convenient and suitable traffic conditions. The road in the frontage area is paved in a linear manner to provide a directional function for visitors. Like paving a strip road on the lawn, let people know the direction and route of walking, and can better protect the vegetation to avoid the destruction of vegetation because of tourists taking short cuts. This is where the strip paved road comes into play.

In terms of lighting, landscape lighting is inseparable from our daily consumption values, in modern society, the beautification role of lighting art in environmental construction is becoming increasingly prominent, a good lighting environment not only provides visual conditions for

life, work and study, but more is the coordination between various lights and lamps, which can make the environment more atmosphere. [7] Landscape lighting to create a night landscape that is suitable for the environment. The same lighting should also be based on the visual psychological requirements of tourists, lighting highlights the key points, reasonable lighting, strong sense of hierarchy, scattered.

Architectural lighting refers to the differences between different types of architectural lighting design requirements, landscape architecture has extremely strict requirements for lighting effects, and it is necessary to reflect the visual beauty and material texture through the cast light. The requirements of functional buildings for the artistic effect of lighting are relatively simple, and a certain brightness of lighting can be maintained. Plant landscape lighting to reflect the beauty of plant landscape as the focus, follow the four seasons and constantly adjust the effect of lighting, so that the plant landscape becomes a dynamic landscape painting. [8] For example, for individual plant landscapes such as street trees, it is necessary to focus on tree branches for lighting, and install wide-illuminated upper spotlights below the tree crown to project the light along the back of the leaves, thus highlighting the structure of the tree, the sense of tree constitution, and the rise and fall of the leaves. For landscapes such as single shrubs and lawns, it is necessary to install buried lights on the ground, or install high pole floodlights above to present light and shadow effects from top to bottom. Pavement is composed of two parts: road and square. Road is an important system in landscape design, while square is an important place for tourists to gather and flow. For the road to take a continuous lighting method, in a certain distance to design lighting fixtures to ensure that whether in bad weather or sunny weather or night can achieve the desired lighting effect. The landscape pieces are generally divided into two categories, one is the functional category and the other is the decorative category. Each type of landscape sketch has different lighting requirements and needs to have specific lighting requirements and programs. Functional landscape pieces including road signs, tables and chairs, road maps, etc., cannot use too much light source color, it is best to use LED incandescent lamps. In order for tourists to better see the text or symbol information, a fixed LED light strip can be embedded in the seat surface to enhance the tourist experience and increase the beauty of the landscape pieces.

4. Conclusion

To sum up, nowadays, with the accelerating development process of commercial districts, landscape design of commercial district fronting area is very important. In order to better design the most suitable and more humane fronting area landscape, better decorate the city of Guangdong, and promote the healthy development and sustainability of the city, when the reconstruction planning is carried out, Care should be taken to protect the ecosystem. As far as possible, the design adopts a combination of function and landscape, providing a series of activities such as rest, movement or stay. The climate of Lingnan area is a key point in landscape design of frontage area. Its climate is hot and humid, dense

vegetation, when considering the ornamental vegetation, cannot ignore the sense of oppression generated by vegetation space, but also have the characteristics of Lingnan. The location of the viewing platform, pavilion and walkway should be controlled within a reasonable range, as far as possible to reduce the damage to the natural ecological environment, and create a landscape pattern that can share with the city and symbiosis and win-win with commercial space. With the overall consideration of landscape space and other spatial layout, the problems and limitations of landscape design are comprehensively and carefully analyzed, the principles and design methods of landscape design in street-facing areas are understood and mastered, and the landscape of street-facing areas with more design beauty are constantly designed. So as to make the development of the city more ecological and sustainable, and better meet the actual needs of urban residents' survival and development.

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