



Research on Strategy of Coordinated Development between the City Planning and the Construction of College Town

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Abstract: The purpose of building a community is to seek a better fit between urban development and college city construction, promote resource sharing and complementary advantages between city and college, then better integrate the university into urban planning, so as to better serve regional development. This paper discusses how to plan and transform the college town, how to improve the leading role and radiation driving effect of the college town in serving the local area, further build the brand of smart college town, and provide relevant suggestions for mutual promotion, common prosperity and common development of urban development and college town.

Key words: college town; symbiosis; intelligence; coordination

1. Introduction

College town undertakes the dual mission of higher education modernization and promoting the integrated development of regional economy. It should redefine its own positioning and function and consider how to integrate into the development of regional social, economic, technological and cultural development. The cultural, economic, industrial and technological innovation radiated by the college town is huge, which has greatly improved the sustainable development level. The development of universities must rely on the resources of cities. The development of cities needs the support of universities. College town is a high-quality resource for urban development and a source of promoting urban innovation and progress. The orientation and function of college town should constantly adapt to the needs of social development in the new era, and its development should be further integrated into regional economic development.

2. Research Background

As an important part of urban spatial planning, college town is an important part of innovative development and a favorable engine for economic development. It is worth thinking about how the knowledge intensive and population intensive college town can further give play to its agglomeration effect and external effect, promote the interaction with urban development in social and economic aspects, provide intellectual support and talent support for urban development, and help the development of urbanization.

Focusing on the new development concept of "City+College" community, vigorously promote the construction of college town. The purpose is to seek a better fit between urban development and college town construction, explore how to build a smart college brand, improve the leading role and radiation driving effect of the college serving the local,

promote the resource sharing and complementary advantages of "urban schools", so as to better integrate the college town into the planning, and further realize the mutual promotion, common prosperity and common development of the city and the college town. The city is an inclusive and load-bearing development. The college town is an open and export-oriented town in the city. The construction of the college town and the sustainable development of the city should complement each other, and the relationship between the two should be symbiotic and win-win.

Therefore, seeking to improve the symbiotic effect and collaborative innovation path of the two, and carrying out the research on how to promote the construction of "City+College" community has certain practical significance, and also provides reasonable suggestions for government decision-making. It is mainly discussed from the following perspectives.

- (1) Build an intelligent integrated platform for resource sharing of "City + College";
- (2) Build a coordinated development mechanism between city and college town to enhance the radiation effect of college town;
- (3) Create a smart college brand with 5g technology and build a smart economic circle of the College;
- (4) Construct the strategy of "innovation, ecology, culture and tourism" college town.

3. Principle of Integration and Coordination

College town is the basic starting point of urban planning. It has also gradually integrated into the urban planning from the original closed and independent to the resource sharing between the school and the land, and from the urban suburbs to urban planning. In terms of function and scale, the college town has surpassed the urban area as a single educational function. The college town has changed from the traditional static zoning mode to the dynamic and intensive ecological planning mode. The construction of a new college town should be based on the benefits of knowledge aggregation, resource radiation and sharing, and urbanization. The college town should comprehensively allocate internal and external resources and functions from the specific functional orientation of the urban circle, so as to form a city specific cultural and educational innovation area with the college as the link, radiating the surrounding areas and integrating the functions of education, industry and life services.

First, according to the new concept of community development of "City +College town", explore a new mode of in-depth cooperation between schools and land jointly built, managed and shared by "government, schools, associations and enterprises", and strive to build a talent highland, innovation base and ecological park under the guidance of intelligence, green and high-end, so as to create a characteristic town of intelligent college town.

Second, with government led and scientific planning, make full use of regional advantages and resources, with the help of big data platform and modern Internet technology, strengthen the investment in transportation, spatial planning, ecological culture and tourism and innovation of the college town, and promote the urbanization and internalization of the college town. Accelerate the construction of higher education in the college town, further drive the ecological development of the college town, give full play to and make rational use of the advantages of the college town in education, consumption, tourism, investment and innovation, build the social, economic and cultural circle of the college town, so as to build the college town into a special brand.

Third, promote the connotative development of the college town, create an ecological college town, improve the comprehensiveness of the college town serving the development of the city, give full play to its leading role, aggregation effect and radiation effect in knowledge innovation, vitality, consumption, talents and basic investment, and further promote the optimization and upgrading of the urban industrial structure, provide intellectual support and talent support for urban development, and create an ecological and service-oriented smart college town.

4. The Development Strategy of "City+College Town"

College town has gradually become one of the important parts of urban planning. As an important carrier of higher education function, college town has gradually become a platform for the combination of talent training, scientific research and innovation transformation and regional economic development. The sustainability of the college town needs to make overall arrangements from the aspects of economy, politics, culture and technology, and gradually build three platform areas: college gathering area, innovation and entrepreneurship park and supporting service comprehensive area, so as to build a smart college brand.

4.1 Improve the multiparty coordination mechanism of interested parties

Under the leadership of the government, the college town coordination and management committee shall be established jointly with relevant functional departments, communities, relevant enterprises and technical associations, and meetings shall be held regularly. The management committee office is an agency of the local government in the college town. The staff are mainly transferred from the Municipal Bureau of science and technology, the municipal education, construction commission, finance, industry and commerce, health, public security and other departments. Its functions are mainly responsible for coordinating and managing the public affairs of the college town, formulating various supporting policies for the construction of the college town, and supervising the investment, construction and daily affairs of the college town (see Figure 1).

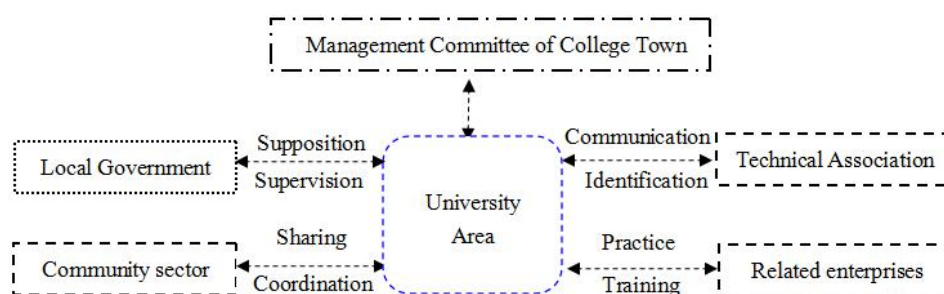


Figure 1 Management Mechanism

Establish the college town scientific and technological achievements transformation office. The office of the management committee, together with the Municipal Bureau of science and technology and the competent scientific research departments of colleges and universities, has built scientific research and technology cooperation platforms such as school enterprises and school associations, gradually increased investment in scientific and technological progress, encouraged colleges and universities in the college town to strengthen communication and exchanges with technology associations and relevant enterprises, increased the transformation of scientific research achievements, and promoted the technological upgrading and product transformation of enterprises. At the same time, it also creates a strong academic and cultural atmosphere in the college city and provides updated technology and innovation vitality for higher education.

4.2 Enhance the resource sharing and radiation effect and form an innovative, collaborative and integrated development model

The advantage of concentrating universities and scientific research institutions in a new city is that they can use the corresponding facilities together to promote the flow and integration of scientific research resources. All colleges and universities in the college town have a complete range of specialties, dense high-level talents, and many high-level disciplines and scientific research institutes, which provide important intellectual and technical support for economic and social development. In order to give full play to the overall advantages of the college town area, it is necessary to establish

a college town management federation with the participation of representatives of colleges and universities outside the college town management committee, which is responsible for resource sharing, talent training cooperation and research cooperation among colleges and universities, so as to promote the overall improvement of the school running level of the college town.

According to the plan, the advantageous resources of each college will be established under the organization of the college town management committee group, and teams such as education resource sharing platform, engineering R&D, humanistic inheritance and medical R&D will be established. Resource cooperation networks and public services will be established with science and technology innovation center, cultural innovation park and surrounding communities, strengthen the use of the talent wisdom and radiation capacity of scientific and technological research and development of the college city to promote the development of surrounding regions, promote economic transformation and industrial structure optimization, promote the transformation to an innovative service-oriented city, and give full play to the resource radiation function of the college town.

At the same time, it also uses the development of economic transformation to promote the progress of science and education in universities, and provides a platform for scientific research and teaching practice innovation for college teachers and students. Around the development plan, with the help of the knowledge advantages of the college town, integrate the surrounding innovation and entrepreneurship incubation parks to form an innovation collaborative and integrated development model.

The overall function optimization and quality improvement of the college town need to continue the traditional function of training and gathering high-level talents in the college town. Establish an engineering R&D team based on the advantageous disciplines of colleges and universities in the college town, cooperate with the science and technology innovation center and cultural entrepreneurship park in the form of projects, provide scientific research support for scientific and technological innovation in the college town, improve technological innovation ability, promote the construction of innovative cities, and drive the rapid growth of regional economy.

4.3 Build a smart innovation space and create a regional innovative economic model

Make full use of the resource advantages of the college town to cultivate a number of innovative science and technology enterprises with core competitiveness. In the process of economic restructuring and transformation, more high-tech teams will be attracted to settle in the college town scientific and technological innovation center through various preferential policies and incentive measures to form an integrated R&D and transformation chain of scientific and technological achievements among universities, scientific research institutions and enterprises.

It is necessary to create a "maker" space for college students with the help of the cultural and creative park of the college town. Relying on the hardware resources of the computer experiment centers of colleges and universities in the college to activate the students' innovative and creative potential through network sharing and interconnection. Use the technical information platform to display students' innovative works to investors, establish an exchange platform for students, investors and enterprises, and convert students' innovative ideas into actual products and go to the market. Through the combination of online and offline, realize the combination of Internet of things, technology information network, enterprise application and technology transformation, integrate creativity, innovation and entrepreneurship, promote the deepening of industry college cooperation, form a complete creative innovation and entrepreneurship chain, and improve new services for economic development. Build a college town expert talent think tank and do a good job in the connection between technical needs and talents. Take universities in the college town as the main body, hold domestic and foreign expert academic forums in turn, invite high-end talents at home and abroad to participate in lectures or carry out

scientific research activities, and strengthen academic exchanges at home and abroad.

4.4 Establish a development mechanism for graduates of college students

Improve the graduate talent management system and promote the employment, innovation and entrepreneurship of college students. The Human Resources and Social Security Bureau, together with the college town Management Committee and the College Employment Department, establishes a "college talent service website" to provide comprehensive service information such as internship, employment and life. Formulate more preferential graduate policies, pay attention to the employment of students in the college town and promote college students to take root and integrate into the construction and development. Make full use of the talent apartment in local district, formulate corresponding preferential policies, provide a more perfect living environment for the college town where graduates stay for employment, and solve the living worries of graduates such as housing.

We should speed up the formulation of preferential policies for graduates' employment, provide entrepreneurship and talent policies for graduates from the college town, and make use of the high-tech Incubation Park to provide a better "soft and hard" entrepreneurial environment for college students in terms of venture capital, office facilities, financial measures, tax incentives, technical support, etc. Through the college town Management Committee, establish a college town graduate club, regularly hold community learning, volunteer service, Youth Entrepreneurship Forum and other activities, and provide a communication platform for young college students to communicate and serve the society.

4.5 Strengthen the supervision and service function

The government should strengthen infrastructure investment, business management system and food hygiene supervision to create a good educational environment and leisure tourism atmosphere for the college town. After nearly ten years of planning and construction, the college town has gradually formed a unique architectural style and a certain cultural accumulation. The quality of teachers and students is high, and also presents a high-grade academic and cultural atmosphere.

Colleges and universities in the college town have carried out rich and colorful community activities in their spare time. Students in the college town also go deep into the surrounding communities and residents' homes to benefit the residents of the community with knowledge and culture. Strengthen the supervision service function of the college town Management Committee, cooperate with the college town chamber of commerce to establish a business information platform and information feedback mechanism, regularly cooperate with various functional departments to carry out supervision and inspection on environment, food, health, safety, transportation facilities and other related work, and expose relevant problems and solutions, so as to build an intelligent college town with humanistic and historical feelings, provide college students with high-quality and comfortable living and learning atmosphere.

Start the construction of wireless network distribution in the college town, build a big data platform in the college town, improve the intelligent management level of the college town, and create a smart college town brand. Take the college town Management Center as the leading role, cooperate with the information service centers of colleges and universities, establish a big data service platform for college students, use Internet technology to improve the management and service ability of the college town, and provide more convenient conditions for college students, such as clothing, food, housing and transportation.

The construction and application of big data platform has become the symbol of intelligent college town. Strengthen the layout and construction of the communication infrastructure of the college town, improve the wireless signal coverage, expand the wireless coverage and 5G signal coverage area, and actively promote the community work of the college town integrating information by further improving the internet speed and quality, so as to continuously meet the needs of

teachers and students' culture and information consumption, and promote the development of high-tech industry in the college town. Integrate the medical service institutions around the college town, establish the college town disease prevention center with the help of the technical forces of major hospitals, and realize the medical integration of the college town.

5. Conclusions

Under the background of new era and new technology, it is of great practical significance to carry out research around the construction of smart college town and solve the problem of how the college town can further serve social and economic development. Look at the development of the college town model from the perspective of the city as a whole, get rid of the increasingly rigid and stereotyped planning, and further explore the innovative development model of the college town to adapt to the overall planning. The college town is the most dependent resource treasure house for promoting local talent construction, optimizing talent structure and improving talent quality, it provides strong talent support for high-quality economic and social development. Here, with the help of the concept of "City + College", this paper discusses the school land integration and coordinated development strategy, so as to provide reference ideas for further improving innovation vitality and solving the problem of talent shortage.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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