常州大學|美术与设计学院

Kharkiv State Akademy of Design and Arts

A Study on the Renovation and Design of Underutilized Underground Commercial Spaces in Cities Based on Narrative Theory
—A Case Study of Nan Da Jie, Changzhou

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01

Thesis Title and Research Subject

Analysis of Key Research Elements

A Study on the Renovation and Design of Underutilized Underground Commercial Spaces in Cities Based on Narrative Theory —A Case Study of Nan Da Jie, Changzhou

Focus Theories and Themes

Core Theory: Incorporating "narrative theory" as a design guide to create story-driven spaces through spatial language.

Design Theme: Using "nostalgia" as the central emotional thread, combined with physical spatial renovations, to achieve a dual revival of commercial functionality and emotional value.

Research Object Spatial Scope

Macro Object: Focuses on "idle urban underground commercial spaces" generated in the process of rapid urbanization, which share the common characteristics of large stock and low utilization rate.

Definition criterion: Different from completely abandoned space, it specifically refers to underground spaces that once undertook commercial functions, are currently in low-efficiency operation or idle state, and have transformation potential.

Case Study Nandajie, Changzhou

Case Selection: Take "Changzhou South Street Underground Commercial Space" as the specific research sample.

Renovation Potential: This area has profound commercial heritage, and the surrounding subway network and above-ground commercial blocks have already formed a linkage foundation. It is a typical idle underground space with conditions for narrative renovation.

02

Research Topic and Time Span

Research Overview

Research Topic: Adaptive Reuse Design Based on Narrative Theory

The core theme of this study is to explore how to apply "narrative theory" to the renovation design of urban underground idle commercial spaces. By constructing storylines and embedding emotional nodes, the cold physical space is transformed into readable and experiential "narrative texts," achieving functional regeneration and value enhancement of the space.

Research Background: Focusing on "Urban Renewal"

The study primarily focuses on the contemporary context where "urban renewal" has become a national strategy. Particularly under the macro policy guidance of the "14th Five-Year Plan" (2021-2025) proposing "implementation of urban renewal initiatives," it explores pathways for revitalizing existing spaces. The time frame of the research is closely aligned with current urban development needs.

KEY TASK SUMMARY

PART 01 ·Early-stage planning and scheme refinement

▌ **Proposal Preparation (Deadline: May 12,2026)**
Core task: Complete the drafting and logical organization of the proposal report; Key outputs: Official proposal report document and presentation PPT for proposal defense.
▌ **Design refinement (deadline: 2026.07.21)**
Core task: Determine the final design scheme and technical details for space transformation; Key outputs: Complete set of final design drawings and interim progress report.

PART 02 ·Outcome Production and Final Defense

▌ **Paper submission (deadline: 2026.09.15)**：Complete the first draft of the graduation thesis, including literature review, theoretical analysis, and scheme justification; first draft of the graduation thesis.
▌ **Outcome presentation (deadline: 2026.10.27)**：Complete the visualization production of all design outcomes; outputs include: CAD construction drawings, spatial renderings, physical models, and design exhibition panels.
▌ **Defense preparation (deadline: 2026.11.15)**：Complete final manuscript revision and optimization of defense materials; outputs: final manuscript and final defense PPT.

Geographical study area: Changzhou South Street

The Core of the Old City
The Past Prosperity

01

Nandajie Street serves as the commercial hub of Changzhou's old city core, boasting profound historical significance and integrating rich regional culture with commercial elements. Its underground space once functioned as a bustling commercial venue within the district, embodying the urban memories of an entire generation.

Current Challenges
Dormant Assets

02

With the transformation of urban commercial patterns, the underground space of South Street has been in a prolonged state of underutilization, experiencing a sharp decline in foot traffic and aging infrastructure, thereby becoming a 'dormant asset' occupying prime urban central locations without effective utilization.

Research Value
Renovation Model

03

The selection of South Street as a case study is not only due to its representative issues, but also leverages the surrounding abundant cultural resources and potential commercial value, providing an ideal testing ground for underground space renovation and renewal based on narrative theory.

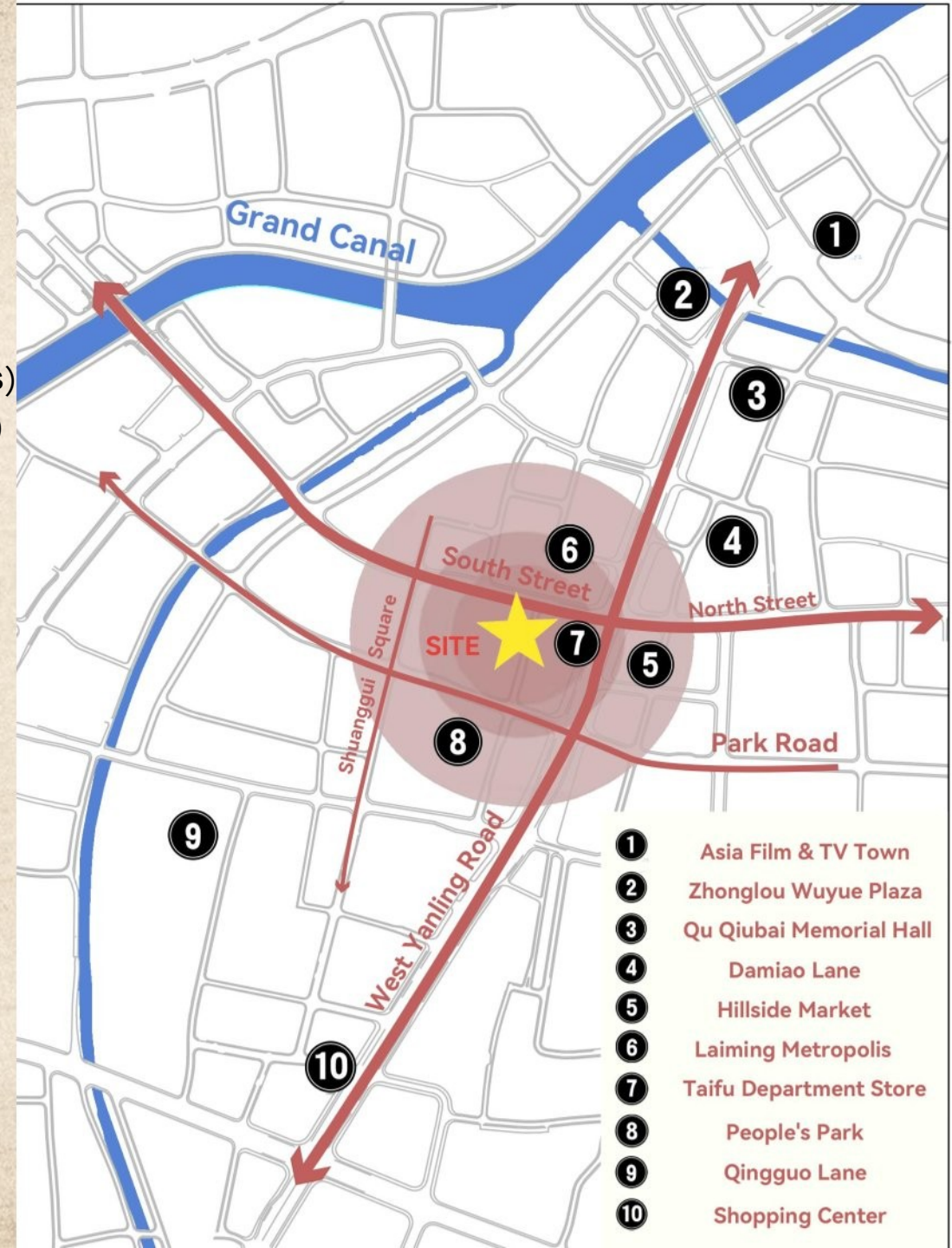
Research Objective: To activate dormant assets, explore cultural value, and investigate narrative transformation approaches for underground spaces in urban centers.

Location Analysis

Culture & Commerce Around South Street

1.Qingguo Lane Historical and Cultural Block
(Ancient alley of Jiangnan literati, former residences of celebrities, intangible cultural heritage cultural and creative products)
2.Shuanggui Square (Time-honored Changzhou delicacies and folk customs)
3.Da Miao Lane Creative Block (Small theaters and youth creative culture)
4.Qu Qiubai Memorial Hall (Red cultural landmark)
5.Xiyingli Ming Dynasty City Wall
6.Grand Canal (Beijing-Hangzhou) Cultural Belt
(Biqi Lane, comb-making intangible cultural heritage)
7.Jizi Culture Exhibition Center
8.People's Park (Urban leisure and cultural green space)
9.New Century Hillside Market (Cultural bookstores and art fairs)

1.South Street Commercial Pedestrian Street
(Cultural tourism commercial street, retail and catering)
2.Taifu Department Store & Taifu Li
3.Laiming Metropolis Asia Film & TV Town
4.Zhonglou Wuyue Plaza
5.Yanling In Alley Underground Commercial Street
6.Time-honored Catering & Snack Blocks
(Time-honored brands including Ruihetai and Yilong Vegetarian Restaurant)

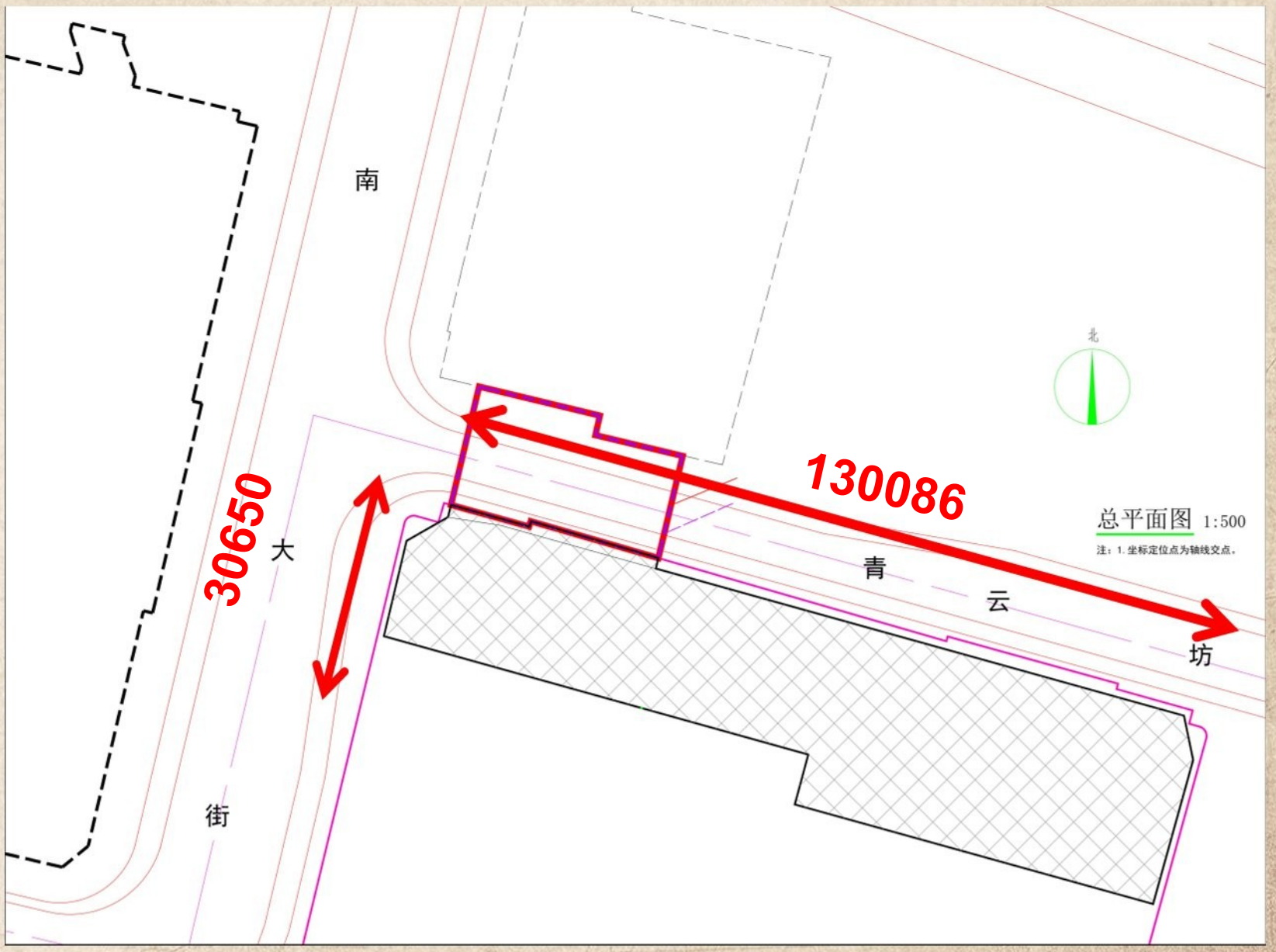


Site Selection Analysis

Projected area of design zone (grid zone): approximately 3,312 square meters
Underground space with a length of 130 meters and width of 30 meters, located on the first basement floor

Surroundings of the Site

To the north lies the soon-to-be-completed Taifu Li Block.
To the south is the core section of South Street Pedestrian Street.
The selected site is situated on the B1 floor.
The design intends to establish spatial connection with the B1 level of Taifu Department Store.
The southern area was originally the space of Tesco Supermarket.
The B2 floor houses the popular online-famous parking lot of South Street.



FUNCTIONAL ZONING DIAGRAM

功能分区图



LEGEND

图例

- 老字号店铺 HERITAGE SHOPS
- 电梯间 ELEVATOR CORE
- 快闪店 / 地方首店 POP-UP & LOCAL FLAGSHIP
- 设备间 EQUIPMENT ROOM
- 自由交易区 OPEN TRADING ZONE
- 室内人行道路 INDOOR CIRCULATION

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