The influence and Thinking of urban planning on real estate development

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Abstract. Since the reform and opening up, China's rapid economic development, in this process, the construction industry or real estate industry is particularly rapid development. The rapid development of real estate industry has played a great role in promoting the urban construction of China. However, with the social and economic progress, China's urban construction has been further expanded, with a more specific and detailed urban planning, so that the city can better serve the national construction. Similarly, urban planning also has an important impact on the development of real estate, and here we will explore how to better carry out the real estate development under the urban planning.

1 Introduction

The rapid development of China's economy has driven the progress of many industries. The construction industry can be said to be one of the "leaders". With the rapid development of the construction industry, the development of real estate around the country can also be said to be in full swing. However, how to stand out in the increasingly fierce competition of real estate development? The real estate development is, in the final analysis, about building construction. First, it is about building construction, and more generally, it is about urban construction. Therefore, to be prominent in the fierce real estate competition, it is bound to be inseparable from urban planning. Only by closely linking real estate development with urban planning, and taking urban planning as the guide of real estate development, can real estate development be carried out in a better way and the city be better planned and constructed.

the construction of various projects and the adjustment of the layout of living, commercial and administrative areas from a higher perspective. It is the development and construction blueprint of a city in a certain number of years in the future. It is an important basis of urban management development, but also an important premise of urban planning, construction and development. With the development and progress of The Times, it is an important guide for real estate development at present. In order to make the city can get better development, better serve people. To contribute to the progress of the country, the real estate development must not be disorderly development, must have a clear intention to build. Urban planning is an excellent construction plan after rigorous discussion and multi-verification by many scientific experts and active simulation experiments. Under the guidance of urban planning, real estate development can guarantee excellent urban economic structure, social structure and spatial structure.[1]

2 The relationship between urban planning and real estate development

2.1 Urban planning is an important guide for real estate development

Urban planning, simply speaking, is the unified deployment of the future development direction of the city,

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Figure. 1. Schematic diagram of city planning

2.2 Real estate development is an important way to realize urban planning

Real estate development refers to the construction industry engaged in real estate enterprises in the construction industry as the purpose of urban construction, in accordance with the premise of the law on the reasonable development of land and housing construction and other activities. Real estate is also called real estate because of its own characteristics, which includes land, buildings and some inseparable parts on it plus some additional interests. The real estate development is an important system in the real estate activities.[2] In the simplest terms, it is land construction. However, with the development of the society, it has some other requirements and restrictions. First of all, the real estate development activities must follow the "Law of the People's Republic of China on The Administration of Urban Real Estate". Secondly, the real estate development activities should be built in accordance with the requirements of urban planning. Therefore, the real estate development is an important way to realize the urban planning.[3]

3 Significance of urban planning to real estate development

With the rapid acceleration of urban real estate construction in China in the 21st century, half of the

population has gone to cities to live, and the urban real estate construction is also getting faster and faster because of the expanding urban population. Today, however, urbanization is proceeding rapidly, but there is no reasonable guidance for real estate construction. Environmental pollution, traffic congestion and population expansion have all emerged one after another. In this case, a variety of people's livelihood issues began to emerge, security risks are constantly improving, and the economic capacity of the city began to decline, so it is particularly important to have good urban planning again.[4]

Good and reasonable urban planning can make real estate construction more reasonable, make the city have better development potential, make citizens' life in the city more intelligent and efficient, enable the government to efficiently mobilize resources, fully allocate resources in the city, save the energy of the city and reduce the waste of resources. So as to improve the city's overall service quality and living standards. And reasonably reduce the bad impact on the environment, so that the construction of the city to achieve low carbon and sustainable development. So as to realize the intelligent management of technology, industry and people's livelihood and meet the requirements of people-oriented.[5]

Figure 2. Development flow chart of real estate gap

4 The impact of urban planning on real estate development activities

4.1 Prevent and control excessive development activities and control the amount of real estate development

In the early stage of China's reform and opening up, there were no clear rules and regulations to control the real estate industry, leading to excessive and frequent real estate development activities. Although it provided a certain boost to China's economic construction in the early stage, a series of serious problems, such as real estate bubble, finally appeared. But now the city planning, city planning scheme for the building of the city's overall, construction USES and the city structure are divided into clear, clear planning and design in this case, a city's real estate development activities have a total limit, and be able to better ensure every real estate development has its USES, and can provide a force for urban development.[6]

4.2 Influence the economic benefits of real estate development

In the urban planning, the land use in a certain area is clearly planned. For example, a landmark is regarded as the core of a city and the main political area of a city. If there are minerals to the north of the earth's surface, the north can be an industrial zone; To the north of the landmark, there is a lake, which is beautiful and habitable, so the north is designated as the main residential area of the city. Other areas include business districts and college

towns. For the land undertaking different USES, the price is also different when it is contracted out to real estate developers. Through this, urban planning can affect the economic benefits of real estate development.

4.3 Know and promote the real estate development activities

As mentioned above, urban planning can be said to be the blueprint of a city's development and construction in the future for a certain number of years. Therefore, this urban planning has a good guiding significance for real estate developers. Although specific land use is not clear, but its overall planning, or a region, in this case, the real estate developers on the basis of urban planning in the real estate development activities, you can plan ahead, prepare solutions that are different for different area, can be better for real estate construction activities. On the other hand, the openness and transparency of information can also allow more real estate developers to participate and promote healthy competition among their enterprises. At the same time, the government can also have more real estate development options, so as to ensure better construction of the city.[7]

5 How to better carry out the real estate development activities in urban planning

5.1 Control the quality of real estate development

Real estate development is a relatively large and complex and delicate project. Therefore, the most important thing

before the real estate development is to do the construction preparation work, which needs to take into full consideration various external environmental factors such as geography, climate, topography and so on to carry out reasonable urban real estate development. In the construction process of concrete real estate development, engineering supervision should be carried out from the aspects of "construction personnel, building materials, construction equipment, construction methods, construction environment", etc., so as to prevent and control the phenomenon of shoddy construction and ensure the project quality. After the completion of construction, the quality of the project should be inspected and monitored again to make up for the problems in time to ensure that the project is foolproof.

5.2 Update the real estate development and design concept

Environment in modern society, although the skyscrapers, light is also a bright scenery, but in the present people more or the pursuit of "green", the "green" has multiple meanings, one is pure natural green, we can be more used in the process of real estate card law construction, green design will naturally and modern fuses in together, improve people's quality of life, cultivate people's body and mind. On the other hand, "green" refers to the green development concept and environmental awareness. Mentioned that many real estate development will be associated with the topic of environmental pollution, do real estate in the development and construction will cause serious environmental pollution, but in the moment we are about to change this situation as far as possible, as far as possible with green environmental protection building materials, environmental friendly construction ways for real estate development and construction, in the process of the construction energy conservation and environmental protection "as possible.

6 Conclusion

With the continuous progress of urban construction in China, the modernization process is developing rapidly. As the core project of a city, real estate development and construction have been paid more and more attention to by people. Its small aspects include various infrastructure facilities for urban road lighting, and its big aspects include landmark buildings of a city. It can be seen that real estate development has a profound impact on people's lives. Therefore, there must be clear requirements for real estate development, which must follow reasonable urban planning, or the unqualified real estate development after the completion of construction will not only fail to bring convenience to people's life and promote the economic construction of the city, but also cause a large amount of manpower and material waste.

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