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Investigation Report on Kengbianzhuang Street, Zhongluotan Town, Baiyun District, Guangzhou

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Abstract

The research background of this report originates from the requirements of the course “Guangdong Practice at the Forefront.” A research report is not merely an academic assignment, but also a valuable opportunity to gain in-depth understanding of actual conditions and to hone the comprehensive capabilities of university students. All members of the practice group, centering on the approach of high-quality urban development and consumption promotion, focused on the intersection of university student affairs and urban village governance, and investigated the actual achievements of the street and square renovation at Malicun Kengbianzhuang Street—a site of penetrating governance. Proceeding from the knowledge and theories of Marxism-Leninism and community governance, the research primarily examined the ecological civilization construction and economic construction of open-air hardened ground areas in village settlements and building-structured venues with partial elevator coverage, as well as the consumption environment of campus-affiliated small consumption circles. The objective is to conduct a comprehensive survey of the semi-enclosed commercial district of Kengbianzhuang Street, to assist potential readers of the practice group in developing a deeper understanding of adaptation strategies for university students as a specific consumer type following the renovation and governance of this urban village area, and to provide universally applicable methods for reducing living costs in order to promote thrift and diligence. The primary significance lies in enabling university students, particularly freshmen, to more rapidly adapt to regionally distinctive commercial environments and to reduce consumer-merchant disputes and misunderstandings, thereby promoting social development. The report also reflects the mental journey and reflections of university students who have observed these reforms. The study employs the observation method, interview method, and literature and data collection method, characterized by real-time, precise, and historically contextualized features. This article possesses no commercial consulting value. The “principles” and “objectives” outlined in the “guiding principles and main objectives” section

of the “Proposal of the Central Committee of the Communist Party of China for Formulating the 15th Five-Year Plan for National Economic and Social Development” provide us with inspiration.

Full Text

Preamble

Field Investigation Report on Kengbianzhuang Street, Zhongluotan Town, Baiyun District, Guangzhou
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Abstract

This investigation was conducted as a requirement for the course “Guangdong Practice at the Forefront.” The report represents not merely an academic assignment, but a valuable opportunity to deepen our understanding of local conditions and cultivate comprehensive abilities among university students. Centered on the theme of high-quality urban development and consumption promotion, our research team focused on the intersection of university student life and urban village governance, examining the tangible outcomes of penetrative governance through the transformation of streets and public squares in Kengbianzhuang Street, Malic Village. Drawing from Marxist-Leninist theory and community governance frameworks, we investigated the ecological and economic construction of open-air paved areas in village settlements and semi-elevator-equipped buildings, as well as the consumption environment of small campus-affiliated commercial circles. Our objective was to conduct a comprehensive scan of this semi-enclosed commercial ecosystem, enabling potential readers—particularly university students—to better understand adaptive strategies for this consumer demographic following urban village redevelopment, and to provide universally applicable methods for reducing living costs that promote thrift and diligence. The primary significance lies in helping university students, especially freshmen, rapidly adapt to regionally distinctive commercial environments while reducing consumer-merchant disputes and misunderstandings to foster social development. The report also documents the intellectual journey and reflections of student observers of these reforms. Employing observational methods, interviews, and literature review, our research offers real-time, precise, and historically contextualized insights. This paper contains no commercial consulting value. The “Principles” and “Objectives” outlined in the “Guidelines and Main Goals” section of the *Recommendations of the CPC Central Committee on Formulating the 15th Five-Year Plan for National Economic and Social Development* provided inspiration for this work.

Keywords: urban village; Hundred-Thousand-Ten Thousand Project; higher vocational park community; commerce; services

Introduction and Site Description

Kengbianzhuang Street features scattered traditional Lingnan architecture alongside a dense concentration of self-built urban village housing complexes with varied designs. These structures are tightly packed along narrow, winding alleys that simultaneously fulfill local residents' aspirations for stable livelihoods and university students' needs for temporary spatial accommodations and cultural consumption. These cultural and spatial demands are intimately intertwined, with chess rooms, billiard halls, small restaurants, and mobile vendors all playing crucial roles in satisfying these consumption needs. Many university students' extracurricular cultural activities unfold within this environment. Through our field visits, we observed that the evolving land use patterns in Kengbianzhuang Street reflect both the legitimate aspirations of community stakeholders and students' hopes for a better future.

Commercial Structure and Economic Observations

Based on field observations and interviews with merchants and mobile vendors, we noted from an economic development perspective the effective combination of market forces and proactive government intervention. As a implementation site for the Hundred-Thousand-Ten Thousand Project, the area boasts a trustworthy consumption and business environment, diverse payment methods, and varied pricing strategies. The commercial district operates on a three-core model: the culvert commercial area, the east side commercial area, and the west side commercial area. The culvert area captures initial customer attention, serving as a hub for food delivery pickup and mobile vendor aggregation. The east side represents the primary commercial zone with higher consumption levels, abundant merchants, and diverse products and services, including numerous lodging establishments. The west side, located further away, features more extensive advertising and greater emphasis on customer attraction. The district comprises approximately five barbershops, three comprehensive supermarkets, one gym, numerous lodging and dining establishments, one paid parking lot, and two public parking areas.

Through observation of merchant layout, price ranges, and product mobility, combined with comparisons to on-campus goods and services, we found that spatial order and consumption efficiency have improved simultaneously following the renovation. Consumption tiers show clear stratification: high cost-performance vendors leverage foot traffic advantages to consolidate the foundational consumer market, winning customer loyalty by providing quality-assured goods and services; boutique vendors secure substantial exposure through distinctive product selection and seasonal rotation. Food stalls focus on color, aroma, taste, and organic ingredients, while flower stalls emphasize variety and freshness, achieving a transition from purely foot-traffic-based to combined foot-traffic and regular-customer revenue models, ultimately forming stable income streams. Lodging establishments primarily attract customers through room tranquility, comfortable and hygienic bedding, and hourly chess rooms. The

gym, however, relies on membership drives during its opening to achieve scale effects and leverages peer relationships for customer acquisition, resulting in relatively poor operational quality.

Digital Payments and Consumption Patterns

Based on our team members' experiences, particularly those who frequently dine in both campus and Kengbianzhuang commercial areas, digital payment tools play a critical role in guiding rational consumption and improving transaction efficiency while providing merchants with precise marketing support. Due to insufficient subsidies in campus cafeterias, inconsistent food quality and taste across days and establishments, poor hygiene conditions in some areas, and student herd behavior, these factors collectively drive the development of off-campus commercial districts.

Infrastructure Transformation and Governance Improvements

The area currently designated as public parking was previously a frequent gathering spot for mobile vendors. Specifically, on the west side of the road leading to Guangdong Polytechnic of Industry and Commerce, approximately seven illegal structures were demolished—representing progress in fire safety and structural security. On the east side, dozens of vendors using plastic wrap-covered tent frames instead of walls were completely cleared and the area converted into a motor vehicle parking zone. Additionally, many fixed vendors previously extended their operations onto roadways, causing traffic congestion and food safety issues. Following rectification, while a few problematic stalls remain, traffic congestion has significantly improved and food hygiene standards have risen. A balance between vibrancy and order has been achieved, with public behavior shedding its former chaos.

On the west side of the same road, a newly constructed light steel frame building serves as a workers' rest area, marking significant progress in building community havens for laborers and strengthening Party organization. Continuous presence of community Party members and auxiliary police, along with multifunctional utilization of bicycle parking areas—now featuring traffic police kiosks with red-blue LED warning lights—has greatly enhanced traffic safety management at the three-way intersection, improving both order and security. Street trash bins have been removed, mitigating insect-related sanitation issues, while the longstanding problem of merchants using colored plastic bags for ready-to-eat fresh food has been substantially alleviated. We recommend the community introduce more effective table cleaning and wastewater management technologies to further improve these conditions. These changes exemplify the enhanced social care and order in Kengbianzhuang Street, effectively addressing potential safety hazards while significantly reducing health risks.

Transportation and Regulatory Challenges

Regarding motor vehicle conditions at the Kengbianzhuang Street three-way intersection, during dinner hours an average of six electric vehicles and three fuel vehicles arrive every ten minutes. Among these, two electric taxis do not stop briefly but instead linger near the traffic kiosk, obstructing the two-lane entrance road and the single-vehicle turnaround space at the intersection. These drivers exploit platform regulatory loopholes and consumer ignorance to engage in fraudulent ride-hailing practices, charging consumers an average of 2 to 13 yuan per order while earning up to 60 yuan per order by undermining legitimate one-account-one-ride services. Additionally, commercial motorcycle operators solicit passengers, with fares increasing from 2 yuan to the subway station to 11 yuan over the past three years.

Strategic Recommendations for High-Quality Development

We also identified opportunities for commercial activities to leverage domestic demand. We recommend pursuing high-quality development as guidance, coordinating development and security, and combining brand cultivation with standardized transformation to further integrate government policy resources with digital platform capabilities.

The culvert commercial area poses challenges to community governance rules. When project management departments announce requirements to cease operations in the culvert area to avoid disorderly business practices, product supply for consumers decreases, hindering diversified commercial district development.

Therefore, we recommend introducing a consultative co-governance mechanism that fully utilizes grassroots mass self-governance organization meetings and assemblies to facilitate tripartite dialogue among merchants, residents, and management. Through negotiation, functional zoning and operational norms should be clarified to balance convenience services and order maintenance, ensuring both student consumption needs and vendor operational stability. Simultaneously, we suggest improving infrastructure such as lighting and audio-video monitoring systems, strengthening safety production inspections, enhancing atmospheric and water pollution control for food operators, implementing ecological civilization concepts, and seeking balance between urban appearance management and livelihood accommodation to foster a new community governance paradigm of co-construction, co-governance, and shared benefits.

At the national level, we propose establishing a community-level 130 governance mechanism (1 township Party organization coordinating, with market entities, community residents, and community counselors as three participating parties, collaborating with all relevant state organs) to promote efficient and pragmatic cooperation among enterprises, professional institutions, and state organs for common development and long-term planning. Monthly governance federation meetings should be convened with a governance liaison committee, focusing on incorporating highly skilled and professional technical personnel into community

counselor teams. Modern community assessments should include tax compliance and safety production, with quarterly evaluation activities jointly conducted by financial management and market supervision departments to evaluate tax compliance, safety production records, and related facts. University students should be organized to participate in practical training to help build patriotic, dedicated, honest, and friendly personal values.

Policy Integration and Implementation Framework

From the perspective of economic construction and national security, Huang Hengxuan noted the positive significance of the *Notice of the General Office of the Guangdong Provincial People's Government on Issuing the Implementation Plan for Effectively Reducing Logistics Costs Across Society in Guangdong Province* for reducing merchant operational costs and ensuring food safety through supply chain management. The policy explicitly states: "Guide the standardized development of network freight platforms, encourage platform-based logistics service enterprises to develop with scale and intensification, and expand service operation networks. Strengthen market supervision in the network freight sector to maintain fair market competition order. Establish cross-departmental collaborative working mechanisms, reasonably set truck 通行 areas, routes, and time requirements, provide convenience for urban 通行 of different types of new energy trucks, refrigerated transport vehicles, and blue-plate trucks, and smooth end-point 通行. Localities must not implement exclusive regional restrictions based on vehicle registration. Fully implement differentiated highway toll schemes, encourage and guide qualified cities to implement toll discount measures for highways within their jurisdictions, encourage newly opened highways to offer free trial operations, and support operating highway management units to independently implement differentiated tolls." Regarding ecological civilization construction, this policy facilitates the reduction of carbon footprints in the transportation sector, contributing to Beautiful China construction and supporting China's 2035 carbon peak target.

Based on this policy foundation, we recommend exploring the establishment of a smart commercial district operation platform that integrates logistics, payment, inventory, and customer flow data linkages to enable dynamic operational monitoring and precise decision-making support. Combined with new energy truck promotion policies, priority green channels should be allocated for cold chain distribution vehicles to improve delivery timeliness and product freshness. Integrating supply chains for merchants on both east and west sides, a unified mixed-ownership logistics transportation company could be established to avoid cross-operation and market fragmentation. Through industry self-regulation alliances, procurement channels and operational experiences could be shared to further compress costs. For the smart operation platform, data centers such as Guizhou Cloud could be utilized to deeply integrate technological innovation with industrial innovation, employing programming agents to reduce development time and human resource costs for logistics coordination platforms. Ex-

isting hardware and software like HarmonyOS 6 and Enjoy smartphones could reduce deployment costs. Merchants should be encouraged to utilize digital RMB payment and circulation methods to maintain financial security. Customer acquisition could be achieved through threshold-based digital RMB discount strategies, which effectively stimulate rapid consumption and combine large and small transactions. Merchants should be encouraged to participate in digital skills training, vigorously promoting continuing and vocational education that connects with participants' information technology and general technology courses during their studies. Existing high-quality urban education applications could be leveraged to promote unified online or offline education, enhancing merchants' ability to apply smart terminals and data analysis tools, transitioning from "using the internet" to "using the internet wisely."

Furthermore, we recommend repurposing parking lot land in the culvert commercial area to construct new building-style business premises, transforming over a dozen culvert-based business units into localized fixed commercial establishments with equal treatment. This includes connecting them to regional logistics coordination platforms at their production bases to reduce procurement and inventory costs, improve commodity circulation efficiency, and strengthen safety production supervision and education to prevent major incidents.

Governance Innovation and Risk Management

To meet the requirements of building a high-level safe China, we recommend promoting the establishment of an "industry self-regulation alliance" led by community Party organizations. This alliance would integrate consumer evaluations and regulatory functions to form a health code system, enabling real-time publication of transaction data, merchant self-discipline, government inspections, administrative penalties, rectifications, and criminal information. For merchants with serious or frequent violations, emphasis information should be published through Alipay life accounts, Guangzhou local and grassroots news media websites or applications, while guiding the public to use the health code system. This promotes law-abiding operations and healthy development, creating a rule-of-law economy and credit economy. Relevant results, after being aggregated by the health code system and converted into credit information, should be incorporated into the Credit China platform.

Through government-enterprise collaboration, pilot supply chain finance programs should be launched to alleviate working capital pressure for small and micro merchants. End-point distribution network layouts should be continuously optimized to promote the implementation of new facilities such as smart parcel lockers and unmanned delivery vehicles, enhancing service resilience. Simultaneously, data collection and sharing mechanisms should be strengthened to promote interconnectivity among transportation, public security, market supervision, and other departments. Data resource endowments should be utilized to empower state organ operations. Part-time higher vocational education and on-the-job vocational education should be used to temporarily develop talent to

fill gaps in relevant fields, while full-time higher vocational education should be employed for medium- and long-term talent reserves and permanent utilization, providing quality talent support for policy formulation and supervision.

Through the dual drivers of policy reform and the strategy of invigorating the country through science and education, small and micro merchants can be assisted in integrating into the unified national market. While safeguarding livelihood needs, this approach enables responsible, compliant, orderly, and mutually beneficial commercial district development, achieving organic unity between commerce and community, improving urban governance modernization, and significantly enhancing people's quality of life, social governance, and public safety levels.

Consumer Guidance and Social Responsibility

On our nation's new journey, we university students must fulfill our responsibilities. We must understand that patriotism means loving socialism, loving socialism means loving the people, and loving the people means loving the Communist Party of China. We must uphold and respect the principal position of the people as creators of history, diligently studying consumption knowledge, financial knowledge, rights and obligations theory, and rights and responsibilities.

Regarding university students' aspirations for a better life, we first address payment discounts. Since transaction information constitutes sensitive data, source data will not be displayed, and only one consumer was surveyed. To promote the formation of thrifty consumption concepts, our team observed merchant layout, pricing, merchant discounts, and payment tool promotions, incurring certain economic costs without disrupting market economic order or normal merchant operations. Through team member Huang Hengxuan's personal experience, we found that price-sensitive consumers prefer payment discount combinations involving stacked full-reduction offers and discounts, while merchants dynamically adjust promotional strategies to increase customer flow, creating a positive interaction mechanism. This interaction between price-sensitive consumers' payment tool preferences and merchant promotional strategies is based on the discount intensity offered by payment tools and merchants. Examples include digital RMB "yuanbao" and time-limited red packets, bank card instant discounts (such as China Construction Bank's low-carbon lifestyle WeChat discounts and MYbank welfare funds), Cloud Quick Pass 62VIP membership and provincial coupons, Alipay's hundred-time discounts, money-making red packets, daily wealth accumulation, and WeChat friend payment discounts. When one promotional offer provides lower total discounts, consumers tend to switch to other payment methods for greater benefits—one such method being WeChat Pay, partly because merchants offer WeChat friend payment discounts or commercial banks provide bank card payment WeChat instant discount activities. Data indicates that Cloud Quick Pass membership combined with its "Current+" (operated by Guangfa Bank) can save approximately 1.9 yuan per 12-20 yuan payment order;

MYbank card linked with Yulibao and Alipay payments offers daily discounts of 0.15-2 yuan; China Construction Bank cards used via WeChat Pay, when utilizing instant discounts, provide monthly savings of 39-51 yuan; China Construction Bank's CCB Life payments earn points redeemable for designated products. This phenomenon of multi-platform, real-time payment preference selection reflects the dynamic equilibrium of the digital promotion ecosystem.

Second, we must reject gambling. The next generation's capital accumulation begins during the transition from school to society—without money, nothing is possible. For this community, this period is university life. Fellow university students must guard against fraud, maintain the ability to obtain information from official sources before making judgments, and utilize hotlines such as 12345 and 96110. When necessary, they should call 110, 12387, 12377, or use the Cybercrime Reporting Website (<https://cyberpolice.mps.gov.cn>) and the Ministry of State Security Online Reporting Platform (www.12339.gov.cn) to fulfill their obligation to maintain national security.

Additionally, we must prevent chronic and infectious diseases to maintain physical health. Health courses offered by higher vocational schools in accordance with national regulations, along with mobile applications like Healthy China and People's Good Doctor, constitute primary channels for obtaining health information. Students should not trust health claims from self-media or street vendors, nor should they be limited to traditional health concepts.

Conclusion: Sustainable Development and Governance Innovation

In summary, aligning with the overall 思路 of high-quality urban development and consumption promotion, urban villages constitute part of grassroots and mega-city governance—the “land” of governance. Ecological civilization construction and consumer rights protection target the “people” —this new-era human-land contradiction that both promotes and constrains one another. Without properly handling the development and transformation of the “land,” governance of the “people” lacks material foundation; without the catalysis and injection of “people” factors, urban villages cannot obtain direction for development and transformation.

Our investigation of Kengbianzhuang Street reveals that sustainable urban village development requires exploring innovative governance models. We must strengthen community participation, expand resident and merchant involvement to form consensus and joint efforts, and promote opinion exchange and consideration of suggestions through community forums and grassroots mass self-governance organization meetings. We must uphold the Party's comprehensive leadership, study and practice socialist core values, cultivate a worldview of caring for the world and pursuing knowledge through self-discipline, and forge a life philosophy of striving for human happiness.

Under Party leadership and the people-first philosophy, Kengbianzhuang Street

has the potential to become a new-type community integrating commerce, culture, and residence. Through continuous governance innovation, comprehensive deepening of reforms, combining effective markets with proactive governments, and coordinating development with security, we can satisfy people' s needs and expectations, achieve a virtuous cycle of economic and social development, alleviate employment and income pressures, facilitate domestic circulation, and address local underdevelopment issues.

Note: Figure translations are in progress. See original paper for figures.

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