URBAN PLANNING OF SEOUL
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Introducing Seoul

Overview

Capital of South Korea, Seoul
History of Seoul's Growth
Seoul's City Planning for the Next Century
1. Capital of South Korea, Seoul

Mega city with a population of 10 million, area of 605㎢, and one of the densest cities in the world. Hub city of Northeast Asia close to Tokyo, Beijing, Hong Kong, and Singapore.

Has shown economic development at an unprecedented rate around the world.
For the last 50 years, population has grown 3 fold and GDP 330 times. Seoul has consecutively ranked 6th in the Global Power City Index (GPCI) for 3 years.
As the capital city of the Korean Peninsula for 600 years, Seoul is a historic & cultural city with over 2000 years of history, and has a beautiful natural environment. Seoul has served as a strategic area for residence, military, and defense. It has been systematically designed as a planned city since its designation as capital of Joseon in 1394.

Mountains
4 inner mountains: Bugaksan 342m, Naksan 111m, Namsan 262m, Inwangsan 338m
4 outer mountains: Bukhansan 836m, Yongmasan 348m, Gwanaksan 829m, Deogyangsan 125m

The Han River
Length: 41.5km (Flowing through 11 autonomous districts, Gangdong-gu ~ Gangseo-gu)
Width: 0.6 ~ 1.2km
Area: 39.9㎢ (6.6% of the Seoul Metropolitan City’s administrative area)

Is a city remembered by various international events, and is a global city with foreigners from all over the world. It has hosted multiple int’l events since the 80s, and recently its annual number of visitors has surpassed 10 million.

International events
1986, 10th Asian game
1988, 24th Seoul Olympic
2002, 17th World Cup
2010, 5th G20 Seoul summit

Foreign tourists
No. of foreign tourists to Seoul: over 10 mill.

- In 2014, 1.1 million people, 80.4% of the foreign tourists came to Korea, visited Seoul

<table>
<thead>
<tr>
<th>Year</th>
<th>Unit: 10000 (people)</th>
<th>No.of tourists to Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>615</td>
<td>689</td>
</tr>
<tr>
<td>2008</td>
<td>879</td>
<td>1114</td>
</tr>
<tr>
<td>2010</td>
<td>1420</td>
<td>1148</td>
</tr>
</tbody>
</table>

* Source of the foreign tourists to Korea: Korea National Tourism Organization
* International Visitor Survey 2014
2. History of Seoul’s Growth
For Seoul to have become the Seoul you see now, numerous efforts throughout history have been made.

1950
Enduring the Japanese Occupation and the Korean War, Seoul’s identity & form were gravely damaged.

Joseon Town Planning 1934
Korea’s first modern urban planning legislation

1960
After the war, the city rapidly carried out Post-War restoration & development.

Land Compartmentalization and Rearrangement Projects (since 1962)

1970
Due to the excessive concentration in the city center, the city focused on dispersing the city’s core functions & population to the outskirts of the city.

Dispersing the city’s core functions (Gangnam, Yeouido)

1980
In preparation for int’l events, the city focused on its City beautiful movement, improving the Han Riverfront, redevelopment of hillsides & dilapidated areas.

Jamsil Sports Complex (1982)
Han River Development Plan (1986)

City Plan for Reconstruction (1952)

Dispersing Population (Sanggye-dong)

Redevelopment project of the obsolete housing (1976)
To systematically redevelop the aging town area, the city pursued large scale renewal projects, “New Towns”

Simultaneously, the urban management paradigm has shifted towards placing more emphasis on creating environmental and pedestrian-oriented spaces.

As the value of history & culture is re-illuminated, Seoul is now pursuing urban planning tailored to each area’s special characteristics.

In order to preserve historic remains excavated in the region, a representative historic resources preservation place will be built at the center of the city in a form of a museum.
3. Seoul’s City Planning for the Next Century

To solve Seoul’s challenges and reflect its changing environment, we have established “Seoul’s New Urban Planning System”

Background

Seoul still needs to resolve the side-effects of its rapid growth, while entering an era of low economic growth fast. Therefore, we have planned an urban planning framework looking ahead for the next century: Seoul’s 100 Yr Urban Planning Framework.

Various Side-effects

- Communities Destroyed
- Historical cultural resources Damaged
- Uniform development Damaged the Landscape
- Newtown & urban renewal projects Cancelled or postponed
- Numerous developments Foundered

[ Entering an Era of Low Economic Growth ]

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Rate (unit: %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001–2007</td>
<td>4.5</td>
</tr>
<tr>
<td>2012–2017</td>
<td>4.1</td>
</tr>
<tr>
<td>2018–2030</td>
<td>3.3</td>
</tr>
<tr>
<td>2031–2060</td>
<td>0.8</td>
</tr>
</tbody>
</table>

OECD Economic Outlook (2013)

<table>
<thead>
<tr>
<th>Year</th>
<th>Ratio of 65yrs &amp; above in 2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Korea</td>
<td>34.9%</td>
</tr>
<tr>
<td>Japen</td>
<td>36.5%</td>
</tr>
<tr>
<td>Spain</td>
<td>34.5%</td>
</tr>
<tr>
<td>World avg</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

Increasing unemployment of youth

<table>
<thead>
<tr>
<th>Year</th>
<th>Youth unemployment of the working age population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>7.6%</td>
</tr>
<tr>
<td>2012</td>
<td>7.5%</td>
</tr>
<tr>
<td>2013</td>
<td>8.0%</td>
</tr>
<tr>
<td>2014</td>
<td>9.0%</td>
</tr>
</tbody>
</table>
System

01_ Principles & Standards
Prepare sustainable principles & standards based on citizen consensus.

02_ Sophisticated Planning
For easily understandable & predictable urban planning, pursue sophisticated planning customized for each area.

03_ Urban Regeneration & Land Resources Management
To effectively manage limited urban space, systematically pursue urban regeneration & land management.

04_ Cooperative Governance
Citizens & experts participate from the beginning of planning to its execution. Create a system where all citizens can be part of the discussion for their neighborhood, and Seoul’s future.
Direction
After setting the goals and values, Seoul lays the foundational urban planning framework for sophisticated planning and makes the content with open discussion with citizens.
Managing Seoul

Urban Policy & Planning

Principles & Standards  City Planning Charter | Seoul Plan
Sophisticated Planning  Neighborhood | Historic City Center | Han River
1. Seoul Urban Planning Charter

Seoul prepared its Urban Planning Charter for the next 100 years as a foundation for its urban planning administration, providing long-term and consistent direction.

Process

Incorporating its sustainable 100 year urban planning philosophy, the Charter was completed with 170 representative citizens of Seoul.

01. Procedure

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 16, 2012</td>
<td>Selection of the theme</td>
</tr>
<tr>
<td>Sep 17, 2014</td>
<td>Completion of the draft of the Charter</td>
</tr>
<tr>
<td>Sep 10, 2015</td>
<td>Completion of the provisions of the Charter</td>
</tr>
<tr>
<td></td>
<td>Feed back</td>
</tr>
</tbody>
</table>

Enactment Committee (30 members)
- Discussion and determination of the enactment direction
- Experts (21), Members of the Seoul Metropolitan Council (3), Civic society (6)

Citizen participants (100 people)
- Appointment ceremony, workshops, panel discussion, conferences, etc.

Participants of the Next Generation (20 people)
- Participation in overall enactment process of the charter
- Discussion of the content of the charter from the perspective of youth

Youth supporters (25 people)
- Support for discussions among participants of civic sector and future generation

*Participation of numerous citizens: Establishment of a board on the website of SMC to disclose information on the charter and collect opinions from citizens.

02. Participants

<table>
<thead>
<tr>
<th>Enactment Committee (30 members)</th>
<th>Citizen Participants (100 people)</th>
<th>Participants of the Next Generation (20 people)</th>
<th>Youth Supporters (25 people)</th>
<th>Citizens</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Function</strong></td>
<td><strong>Citizen Participants</strong></td>
<td><strong>Participants of the Next Generation</strong></td>
<td><strong>Youth Supporters</strong></td>
<td><strong>Citizens</strong></td>
</tr>
<tr>
<td><strong>Consist of</strong></td>
<td><strong>Function</strong></td>
<td><strong>Citizen Participants</strong></td>
<td><strong>Participants of the Next Generation</strong></td>
<td><strong>Youth Supporters</strong></td>
</tr>
<tr>
<td></td>
<td>Discussion and determination of the enactment direction</td>
<td>Appointment ceremony, workshops, panel discussion, conferences, etc.</td>
<td>Participation in overall enactment process of the charter</td>
<td>Support for discussions among participants of civic sector and future generation</td>
</tr>
<tr>
<td></td>
<td>Experts (21), Members of the Seoul Metropolitan Council (3), Civic society (6)</td>
<td>100 representatives selected with various backgrounds, according to census data</td>
<td>Discussion of the content of the charter from the perspective of youth</td>
<td>Those who received certificates from Seoul’s Citizen Academy of City Planning (Seoul Citizen Urban Planner)</td>
</tr>
<tr>
<td><strong>Operation</strong></td>
<td>Open when necessary</td>
<td>Participation from the beginning of the forum, Simultaneously proceeded with Citizen Participant discussion</td>
<td>Simultaneously proceeded with Citizen Participant discussion</td>
<td>Any Citizens (online)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prepare discussion board on city homepage &amp; receive feedback</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Seoul prepared its Urban Planning Charter for the next 100 years as a foundation for its urban planning administration, providing long-term and consistent direction.
The Charter of 10 articles will serve as Seoul’s Urban Planning Charter, providing consistent & timeless principles.

**Urban Environmental Preservation**
We will preserve the ecological environments and scenery that are unique to Seoul. In particular, we will protect and restore the four inner mountains, located within the boundaries of the old capital, and the four outer mountains, which are outside the boundaries of the old capital, the Hangang (River), and all of Seoul’s streams in order to establish and strengthen Seoul’s environmental identity and symbolism and create a healthy city where citizens have plenty of opportunities to experience nature in their daily lives.

**Historical and Cultural Preservation**
Seoul’s historical and cultural heritage is a precious treasure of the Republic of Korea. Therefore, we will preserve this heritage and pass it down to future generations. Furthermore, we will make creative use of this city’s tangible and intangible historical and cultural heritage in order to enrich the cultural lives of Seoul citizens and contribute to urban rejuvenation efforts.

**Convenient Living**
By planning an urban spatial structure where residences and work areas are kept in close proximity, we will reduce citizens’ commute costs and promote balanced development among the various regions of Seoul. Also, we will build complexes of commerical and cultural facilities in the areas near subway stations so as to create convenient, pedestrian-centered urban spaces.

**Eco-friendly Mass Transportation**
We will guarantee the freedom of movement of all citizens and develop Seoul’s roads and transportation system with a focus on public transportation to reduce environmental pollution and traffic congestion. We will make it easier for citizens to walk, ride bicycles, and use other eco-friendly means of transportation by promoting a street environment that prioritizes the safety and comfort of pedestrians above those of drivers.

**Safe Homes**
Through urban planning, we will create a city that is protected from disasters, conforms to the natural topography, and preserves the water cycle. We will establish a risk management system that prevents various types of disasters, minimizes damage in the event of a disaster, and quickly restores the environment to its original state. We will create a vibrant, prosperous urban environment where citizens can live in safety from crime.

**Energy Conservation**
We will ensure that all development activities, such as construction projects, are carried out in consideration of the given conditions of the natural environment and pursue sustainable development through various means, including the use of new and renewable energy and reductions in energy consumption. In particular, public buildings and facilities shall spearhead city-wide energy conservation efforts.

**Harmonious Scenery**
The harmony between Seoul’s Architecture, facilities, and structures and the city’s natural environment and historic sites will be maintained. We will even pursue such harmony with architecture in the areas surrounding Seoul. Breaking away from conformity, we will ensure that urban and living environments in different regions of the city exhibit the diversity and individuality of those regions by highlighting their unique characteristics.

**Spatial Uniqueness and Diversity**
We will preserve and protect the uniqueness of each region in Seoul as well as the history and stories of each community, thereby maintaining spatial diversity. By promoting the value of the colorful lives of Seoul citizens and historically significant spaces, we will contribute to environmental maintenance and urban regeneration efforts while promoting specialized local development.

**Citizen Participation & Communication**
All citizens will voluntarily and democratically participate in the process of implementing urban planning policies, ensuring that diverse interests are reflected. To facilitate this participation and help invigorate local communities, we will establish a cooperative system that promotes constant communication between local residents and public administrative organizations.

**Consideration and Coexistence**
We pursue socially integral urban planning, through which different classes and generations of people are permitted to live in harmony. Our goal is to create a living environment that promotes welfare, show consideration to people with disabilities, the elderly, children, and pregnant women, respects diversity, and promotes Seoul’s growth as an international city that embraces different nationalities, races, languages, religions, and cultures.
2. 2030 Seoul Plan

Based on the Urban Planning Charter’s core principles, the 2030 Seoul Plan provides direction for the whole of Seoul for the next 20 years, as the highest legal plan for urban planning. “Seoul Plan” is a special name for Seoul’s Urban Master Plan.

**Process**

The “Seoul Plan” was carried out in 5 stages in which 220 experts & citizens had participated, and multiple times public hearings and neighborhood forums had taken place for citizen consensus.

**Characteristics**

Unlike Seoul’s previous master plans, citizens, experts, and government officials included, multiple stakeholders participated to complete the plan. It is an issue-focused strategic plan directly linked to the lives of citizens. By reinforcing its status as the highest legal plan, the city strengthened its power for implementation.

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**3 Characteristics of the 2030 Seoul Plan**

1. **Planning process**
   - Citizens, experts, public officials
   - Various members of the society planned together

2. **Content · Format**
   - Strategic plan with core issues directly related to citizens’ lives

3. **Stature of the plan**
   - Established as the highest legal plan
Contents
Seoul’s future vision, “Happy City of Citizens with Communication & Consideration” was decided by citizens themselves. Plans by Issues, & Spatial Plans were established to actualize this vision.

01. Plans by Issues
The Plan, composed of 5 core issues directly connected to the lives of citizens, contains 17 goals and 58 initiatives.
With the core value set as "Spatial Structure of Communication & Consideration," the Plan respects the City's natural, historic, & cultural assets, restructures the spatial structure to strengthen competitiveness & pursue balanced development, & connects urban axes for better spatial communication & mutual development.

02_ Spatial Structure

03_ Action Plan

To actualize the spatial plan, 4 sectors ranging from strengthening Seoul’s identity, strengthening global competitiveness for the Greater Seoul area, balanced development with specialized area plans, & improving citizens’ living environment are followed by 12 initiatives.
Seoul’s spatial plan is largely divided into 5 regions.

Plans for Practice

To realize the 2030 Seoul Plan, we pursued cross-cutting measures to include master plans in each field. For detailed spatial management, we are carrying out neighborhood planning for over 100 Neighborhoods in the 5 Areas of Seoul. Also, to monitor our progress, we have set a system to publish an annual report on our progress and post it online for citizens.
3. Neighborhood Plan

Neighborhood Plan is the plan to actualize the “2030 Seoul Plan” by neighborhood area units. It is a supplementary follow-up plan to the Seoul Plan, and mid-level plan between the urban planning master plan and urban management plan, at the same time, a plan that integrates different urban planning offices by providing an urban management guideline.

Process

Neighborhood Plan is a human and place-centered plan as it is based on resident participation and cooperation with Gu district offices (sub-district of Seoul). Especially, the “Neighborhood Planning Participation Group” identifies and discovers the area’s issues & assets, serving the major role of providing area-specific planning.

Range of the Plan

The Neighborhood Area Plan is categorized into “5 Regional Plans” & each Regional Plan is divided into “Neighborhood Area Plans.”
[Example] Issue-based Plan | Yeongdeungpo Neighborhood Area
01_Area Development Plan (draft)

[Example] Spatial Plan | Yeongdeungpo Neighborhood Area
02_Spatial Management Guideline (draft)
4. Historic City Center Master Plan

Plan for the sophisticated management of our historic city center of 600 years. It is a mid-level plan which works as a guideline to realize 2030 Seoul Plan. It is a comprehensive plan that holistically manages development, preservation, and generation within the boundaries of the old city (Hanyang Dosung) of Seoul.

Significance of the Historic City Center
The Historic City Center has been the center of Korea’s history, and has been serving as a major tourist attraction which requires special management.

Rising expectations of the city's historic places
Rising interests of the Historic City Center By foreign visitors

2014 Historic City Center Master Plan

Process
Historic City Center Master Plan includes its vision decided by citizens as “Historic City Center where lives of citizens and history coexist”, Core Issue-based Plans that include strategies & challenges, and a Spatial Management plan to physically actualize the plan.

Expert Advisory Meeting
2012. 11 ~ 2013. 01

Citizen Forum
2013. 03. 09
2013. 03. 16

Citizen Forum at large
2013. 04. 12

Workshops by each area
2013. 07. 11 ~ 2013. 08. 27

Int’l Symposium
2013. 09. 25

Discussion on relevant plans & expert advisory meeting

Citizen Participation Group Forum
2014. 02. 17
2014. 02. 21
2014. 02. 26

Expert Advisory Meeting
2013. 03. 10 ~ 2013. 12

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Contents

Historic City Center Master Plan includes its vision decided by citizens as "Historic City Center where lives of citizens and history coexist", 5 Core Issue-based Plans that include strategies & challenges, and a Spatial Management Plan to physically actualize the plan.

Vision

City Center where Citizens’ Lives & History Exists

Core Issues

- History
  - City center where traces of life accumulates
- Walkability
  - Attractive & walkable city center
- Housing
  - Unique City center which is also convenient to live in
- Industry
  - Diverse & dynamic City center
- Safety | Environment
  - Safe & environment-friendly City center

Spatial Management Plan

Spatial management direction
- Framework respecting the nature & history
- Promote regeneration for each area
- Sustainable network

Major spatial management plan
- Manage by area’s character
- Height control
- Manage historical resource

Guideline for areas
- 7 areas
- 18 sub districts

01_ Plans by Issues

5 goals, 15 strategies, 40 initiatives were planned to raise its effectiveness.

- History
  - City center where traces of life accumulates
    - Identify old roads and areas. Utilize historical assets for local area regeneration.
- Walkability
  - Attractive & walkable city center
    - Pedestrian-oriented roads, 3 dimensional pedestrian roads.
- Housing
  - Unique City center which is also convenient to live in
    - Special management of residences at mountain sides, supporting villages near the Seoul City Wall.
- Industry
  - Diverse & dynamic City center
    - Create 3 major areas for specialized urban industries.
- Safety | Environment
  - Safe & environment-friendly City center
    - Reinforce disaster-preventive infrastructure in vulnerable areas
02_ Spatial Management Direction
Set the framework for the harmonious management of the Historic City Center’s unique natural & historical assets, induce gradual regeneration by considering its various traits, and establish a sustainable network considering major spatial functions.

<table>
<thead>
<tr>
<th>Set the framework for harmonious management of the Historic City Center’s unique Natural-historical assets</th>
<th>Induce gradual regeneration By considering its various traits</th>
<th>Establish a sustainable network considering major spatial functions</th>
</tr>
</thead>
</table>

03_ Spatial Management Plan
Categorize into 3 types to manage, depending on the area’s character & project type; control heights considering the harmony and preservation of the old city & the inner mountain & landscape; and manage historical resources as assets for local regeneration than having them as objects for preservation.

<table>
<thead>
<tr>
<th>Manage by different types</th>
<th>Manage heights</th>
<th>Manage historical resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categorize into 3 types to manage, depending on the area’s character &amp; project type</td>
<td>Height control considering the harmony and preservation of the old city &amp; the inner mountain &amp; landscape</td>
<td>Use historical resources beyond having them as objects for preservation</td>
</tr>
</tbody>
</table>
04. Guidelines for Areas

For the efficient spatial management of the Historic City Center, the city devised 7 area goals and guidelines. Areas were divided based on its history & culture, land use, and neighborhood use.

[Example] Area guideline | Around Sejongdaero
5. Han Riverfront Master Plan

Han River’s 1st master plan based on the “2030 Seoul Plan” will serve as the highest plan and guideline for any Han Riverfront area developments.

Significance of the Han River

Just as much as Korea’s economic success has been hailed as “The Miracle of Han River,” the Han River has been a symbol of modernization, and has been serving as Seoul’s largest and most valuable urban open space. However, it is isolated and difficult to access due to urban express roads on both sides and privately-owned apartments.

Process

To return the Han River back to the center of citizens’ lives, since 2013, Seoul has been undergoing nearly 90 rounds of in-depth discussions with citizens, experts, and related institutes for the last 2 years.

- Citizen Urban Planner Forum
- Citizen Survey
- Han River Citizen Committee consultation
- Meeting with Gu district Office and relevant divisions
- Expert Consultation
- MP Advisory Group meeting
- Internal Discussion

3 times
By Citizen Urban Planners

2 times
M-Voting & survey by each Riverfront Area

3 times
Committee meetings, sector committee meetings with city landscape division

20 times
Relevant divisions and Gu officials

5 times
City Planning Commission
City Planning Policy Advisory Group
Landscape experts

31 times
12 MP meetings
19 MP Advisory meetings

22 times
Important reports and meetings
Contents
To make the Han River more citizen-centric even after a century, we have established 4 sectors as the following, and 12 principles. Also, we divided the entire River into 7 areas, and 27 sub-areas, providing detailed guidelines in case future developments occur.

01. Management Principles
Taking a closer look at the 4 sector goals, 1st, restore the river’s eco-system, water quality, and enable eco-friendly usages.
2nd, activate the riverfront with various water-related leisure activities, restoration of historical cultural resources.
3rd, increase accessibility by green transportation, pedestrian access, and better green connection.
4th, expand opportunities to enjoy the scenery of the river, create a dynamic and diverse skyline, induce beautiful architecture.

01_ Management Principles
Taking a closer look at the 4 sector goals, 1st, restore the river’s eco-system, water quality, and enable eco-friendly usages.
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4th, expand opportunities to enjoy the scenery of the river, create a dynamic and diverse skyline, induce beautiful architecture.

[4 sectors]
Nature
Land use
Accessibility
Landscape

[Goals]
Lively Han River: Where both nature & human happily coexist
Active Han River: Where all citizens can visit and enjoy
Accessible Han River: Where anyone can easily access
Harmonious Han River: Where both nature and city are in harmony

[12 principles]
1. Improve eco-system
2. Restore clean water
3. Environmentally friendly use
4. Specialize in various water activities
5. Restore & connect cultural resources
6. Expand citizens’ spaces
7. Green transportation
8. Pedestrian accessibility
9. Connection with green
10. Further share Han Riverfront view
11. Create diverse skyline
12. Promote beautiful building design
02. Area Guideline
Comprehensively materialized the 12 management principles for 7 regions, 27 areas. Also, included comprehensive maps with tailored management principles and guidelines for better understanding.

Nanji, Gangseo
Magok, Gayang
Yeuido, Noryangjin, Heukseong, Banpo

Mangwon, Hapjeong
Mapo, Yongsan
Icheon, Hannam

Oksu, Seongsoo
Jayang, Cheongdam, Gwangjin, Pungraep

01. Plan

[Examples] Area guideline | Dansan area

02. Comprehensive Plan
Now in Seoul

Major Projects

Comprehensive Development Plan for Coex-Jamsil
Changdong · Sanggye New Economic Center
Dasig(Again) Sewoon Project
Seoul Station 7017 Project

1. **Strengthen Main Centers** to raise urban competitiveness & induce balanced development.
   Comprehensive Development Plan for Coex-Jamsil,
   Changdong · Sanggye New Economic Center ...

2. **Historical and Cultural Regeneration** using historical and natural resources
   Dasig(Again) Sewoon Project, Seoul Station 7017 Project ...

3. **Regeneration of Residential Area** that is human & place-centric
   Changsin · Sungin, Seoul City Wall Village ...

4. **Tailored Housing Supply** in preparation of increasing 1-2 family units, and aging population.
   Provision of Housing for Rent in Subway Station Areas ...

3
Overview

Location | Gangnam-gu Samsung-dong 167
          ~ Songpa-gu Jamsil-dong 10
Size      | 720 thous.m²
Division in charge | South E. Public Development Division, Urban Regeneration HQ
Progress  | 2015. 1 ~ 9 : Jamsil Sports Complex Int'l bid for conceptual plan
          | 2015. 3 ~ 12 : Pre-negotiation & review MP for land owned by the public

Yeongdong Region has various exhibition · convention facilities such as COEX, and the Jamsil Sports Complex in which the ’88 Olympics was held, and a beautiful natural environment with the Han River & Tancheon Stream, and historical heritage, such as the old Bongeunsa temple. In the ’2030 Seoul Plan,’ 3 Main Centers were chosen to strengthen the city’s global competitiveness – out of which this region was planned to be the strategic area for int’l business and MICE industries. Thus, to create the Yeongdong Region as an Int’l Exchange Complex, the city provided 3 directional plans.
Vision

To reinforce Seoul’s urban competitiveness

“International Exchange Complex”

Strategic point for global business
Promote global companies & int’l org.

Mice Complex in the city center
Explore more exhibition convention opportunities while establishing a MICE supportive environment.

Mecca for Int’l sports events & professional sports
Restore its status as the sports Mecca.

Mass media culture industry
Create into a place of attraction for performances & events.

Directions

01 Expand Int’l Business & MICE Infrastructure

Create core functional space which can lead Seoul’s int’l competitiveness

1. [Business] Use land where public institutes will Move out & provide space for business
2. [Exhibition·Convention] Expand int’l exhibition, convention space in COEX, Kor. Electric, SETEC
3. [Sports] Improve functions of Jamsil Sports Complex for performance·entertainment
4. [Supporting function] Center for multi functions, such as culture, shopping, history, tourism

02 Connect & Integrate Facilities & space

Improve function & connection of the environment create attractive open space

1. Tancheon & Han River Create more open space & use Jamsil Sports Complex as a park
2. Establish various 3 dimensional Connective systems
3. Expand culture·leisure functions Where all citizens, tourists, & visitors can enjoy

03 Expand Transportation Infrastructure

Expand mass transit system for greater regional connection as well as within the city

1. Establish a highly accessible airport connection airport express ~ Line 9 in 1 hour
2. Extend up to the KTX Northeast region, & connect with Southern greater area express train plan so between major centers in Seoul, one can travel in 30 minutes
3. Establish a spatial plan under Yeongdong rd. complex, for a transfer system
**Changdong · Sanggye New Economic Center**

**Overview**

**Location**
Dobong-gu Chang 4·5 dong, Nowong-gu Sanggye 2·6·7·10-dong

**Size**
About 970, thous.㎡
※ empty land due to relocation 380, thous.㎡

**Division in charge**
Northeast Region Development Bureau, Urban Regeneration HQ

**Progress**
'12. 10 - '13.12 : NE 4 gu development plan study conducted
'14. 1 : Seoul’s first ‘cooperative area development strategy’ Happy4 Gu Plan
'14. 7 - : T.F. organization created (Northeastern 4 gu Project Team)

**Changdong · Sanggye area**

A regional center as designated in the '2030 Seoul Plan', where 3.2 million inhabitants live or frequent in the Northeastern part of Seoul. However, having served as the city center’s bed town, as a ‘Newtown’, the area has been gradually aging. Especially, its metro depot has become an obstacle to the area’s development.

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At Crossroads of KTX/GTX, NE region’s Regional center

Northeastern part of the capital with 3.2 million ppl living or visiting

~ 1984
In the quiet rural plains of Seoul, The metro depot was built alone

1990’s
For low income housing supply, Sanggye new town was created

2000’s
As a bed town in the outskirts, Area’s image declines

Now
Overlooked in the development of the NE region, the depot area dwindles into a dilapidated area
Vision

Northeastern part of the capital, & center for job · culture serving 3.2 million
Changdong · Sanggye New Economic Center

Directions

01 Economic vigor
With infrastructure supporting knowledge-based R&D, biomedical industry
Create jobs

02 More Cultural · life infra
With an arena serving up to 20 thousand seats, Promote culture & art industries

03 Improve physical environment
With a large scale performance facility & Infra, supporting industries, area will Incorporate physical changes for easier connection

01 Economic vigor
For job creation, promote knowledge-based R&D, biomedical & other specialized industries
1. For job creation, promote knowledge-based R&D, biomedical & other specialized industries
2. Connect with large scale cultural performance facility & foster culture · art industries
3. Establish a business ecosystem which leads to ‘Start-ups ~ growth ~ proliferation’

02 More Cultural · life infra
With an arena serving up to 20 thousand seats, promote culture & art industries
1. Establish NE region’s cultural & art infra by promoting the arena
2. Promote colleges of culture · art, creating a culture · art cluster
3. Expand life-related infrastructure (park · green area · Jungnang waterfront)

03 Improve physical environment
With a large scale performance facility & Infra, supporting industries, area will incorporate physical changes for easier connection
1. Move Dongbu road to underground, extend KTX, & establish a greater area transportation system
2. Spatially & functionally connect west and east which was cut off from the Jungnang stream
3. Integrate urban space with existing commercial area & around the city
Dasi(Again) Sewoon Project

Overview

**Location**
- [1st phase] Jongmyo-Dalim Mall (about 480m)
- [2nd phase] Sampoong Mall-Namsan (about 700m)

**Division in charge**
- Urban Regeneration Headquarters & Historic City Center Regeneration HQ

**Progress**
- 2015. 3 ~ 5. : Int’l competition for conceptual plan
- 2015. 6 ~ 2 : designing (in progress)
- 2016. 2 ~ 2017. 5 : beginning & completion of construction 1st phase
  ※ Begin 2nd phase MP in 2016

Sewoon Shopping Mall

built in 1968, stood for “for all the good power to gather,” & had been Korea’s first modern mixed-use complex that stretches for 1.2 kilometers. Yet, due to the growth of Yongsan and Gangnam, its commercial function has weakened and gradually dilapidated to the point of being planned to be demolished. However, we have established a regeneration plan to activate this area into a creative cultural cluster.

- A mega structure consisting of 8 buildings that are 8~17stories high, which stretches 1.18km long, 50meters deep.
  Hyundai store, Sewoongadong mall, Cheonggye mall, Daelim mall, Sampoong mall, Poongjun Hotel, Shinsung mall, Jinyang mall

- As the 1st and only all-in-one furniture mall, had once enjoyed its height used to be popular, attracting celebrities, high-ranking gov. officials, professor as tenants. With the built-in elevator, used to be highly envied by contemporaries,
Vision

Dasi(Again) Sewoon Project
‘Walk Again(Dasi)’, ‘Visit Again(Dasi)’, ‘Smile Again(Dasi)’

Directions

01 Create DasiSewoon Plaza
Transformation from Sewoon Green String Park into Dashi Sewoon Plaza.

02 Create a 3-dimensional Pedestrian Bridge
Connect Dalim - Sewoon Shopping Mall and establish an urban promenade from Jongmyo to Namsan.

03 Create a nice walking environment
Build a multi dimensional pedestrian path around the area and strategic connection points.
Seoul Station 7017 Project

Overview

Location: Namdaemunno 5-ga ~ Mallijae-ro ~ Cheongpa-ro

Size: Width : 10.3m, Length : 938m

Division in charge: Seoul Station Area Development Planning Bureau, Urban Safety HQ

Progress:
- 2006.12: rated D in the safety assessment of the Precision Safety Diagnosis
- 2015.01: Announcement of the Seoul Station 7017 Project
- 2015.01~04: The int’l design competition for the renewal of the Seoul Station Overpass
- 2015.05: Announcement of the Comprehensive Development Plan for the Areas near Seoul Station

Seoul Station is

the center of transportation with daily users up to 390 thousand, and entrance to Seoul. Yet, it is merely considered as a place to pass by, and not to linger, not living up to its potential as a mega railway station.

Seoul Station Overpass, ever since its construction in May 1970, has been a symbol of modernization, and the first impression of Seoul. However, in 2006, it was evaluated as a class D safety hazard, on the verge of being destroyed.

By reusing the Overpass, the city is pursuing the Seoul Station 7017 Project to trigger the revitalization of the Seoul Station area.
Vision

A place where people gather and where such vigor is echoed throughout its surrounding areas.

Directions

01 Create an overpass Promenade

Create an attractive place to relax, walk and experience various activities.

02 Expand the pedestrian path towards Seoul Station

Connect and integrate the areas, traffic, and culture in the eastern and the western part of Seoul, which has long been disconnected.

03 Reinvigorate the local economy through connectedness

Create a network of culture and history connecting the old Seoul Station, (phrase 1) Cheonggyechen, Seoul station plaza (phrase 2) Seoul City Wall (phrase 3) DDP, Namsan Mountain
Further Information

Easy Terms of Urban Planning  http://urban.seoul.go.kr/4DUPIS/wordsearch/main.do
Chronological Map of Seoul  http://gis.seoul.go.kr/Information/Seoul.jsp
Antique Map of Seoul  http://gis.seoul.go.kr/Information/Pavilion.jsp
Seoul Solution  https://seoulsolution.kr/
Seoul Infographics  https://www.si.re.kr/infographic
Neighborhood Plan  http://planning.seoul.go.kr/front/main.act
Seoul Station 7017 Project  http://www.ss7017.org/index.do
Mountains and Parks in Seoul  http://parks.seoul.go.kr/park/
URBAN PLANNING OF SEOUL
서울의 도시계획